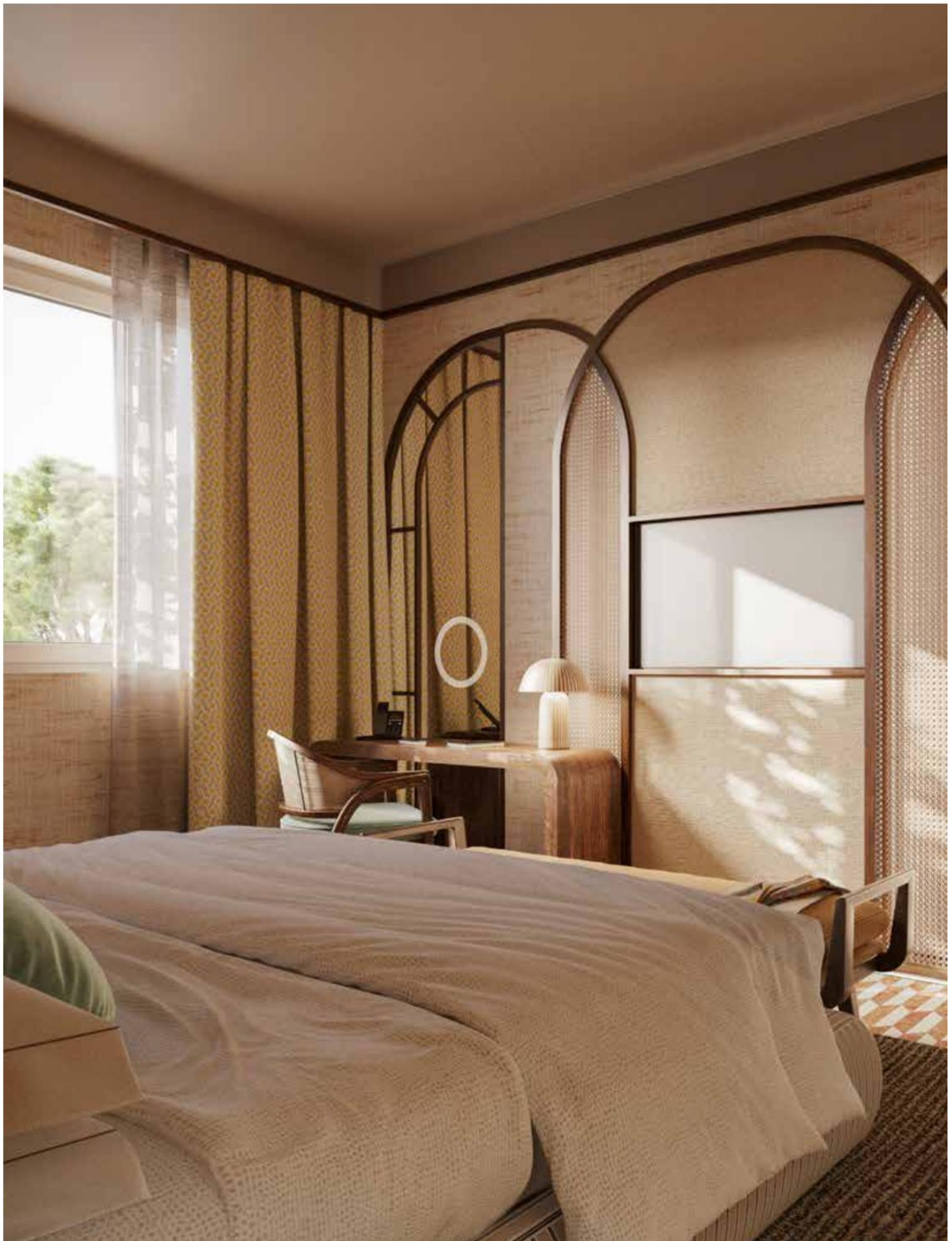


# NEGRI FIRMAN

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# Villa Radici

## A new gem at the Augustus Hotel & Resort

**A** new design project blending history with modernity is underway at the Augustus Hotel & Resort in Forte dei Marmi. The aim is to elevate the concept of luxury hospitality further with elegant suites, exclusive rooms and architecture celebrating the Art Nouveau style. The Augustus Hotel & Resort is a renowned symbol of luxury which already sets the benchmark for international hospitality in Versilia and this ambitious project will only enhance its identity as an international icon of elite tourism. The opening? July 2025. It has currently embarked on this new chapter in its ambitious expansion project by acquiring and restoring Villa Radici, a historic building located at the resort's entrance and nestled in its own private pine forest. Villa Radici is the latest gem to be added to the Augustus collection and further develops the "spread-out resort" concept which has characterized the hotel since the 1960s, when it added the iconic Villa Agnelli and Villa Pesenti to the resort.

#### A HISTORICAL CONNECTION

Villa Radici, built in the 1930s, is deeply connected with the history of the Augustus Resort. The villa was originally owned by Barbara Radici, the sister of Augusta Pesenti, the resort's founder

and a central figure in making it the only deluxe one in Versilia for over two decades. The family connection lends additional charm to the villa, which will undergo careful restyling aimed at preserving its historical value. Villa Radici will keep its fine architectural elements intact, including its elegant arches and Art Nouveau floors. The project is led by the international firm of De. Tales working in collaboration with Discreet Architecture. The aim is to harmonize ancient splendor with contemporary design to create an unparalleled and exclusive luxury experience.

#### THE ESSENCE OF NEW LUXURY: ELEGANCE AND COMFORT

Villa Radici will offer guests seven luxurious suites, spanning two floors, whose design is inspired by the natural colors of Versilia, such as sea green and sky blue. The refined use of velvets, woven materials and stripes, along with vibrant textures and geometric patterns, will create a sophisticated ambiance evoking a summer vacation atmosphere. In addition to the luxurious interiors, the villa will have private gardens and patios outside, creating ideal spaces for quietly relaxing or holding private events. These design elements all confirm the villa's aim of encapsulating privacy and exclusive comfort.



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#### AN AMBITIOUS AND SUSTAINABLE PROJECT

The investment plan behind the acquisition and upgrade of Villa Radici is part of the resort's broader expansion strategy, as explained by its CEO Giacomo Maschietto. This initiative aims to consolidate the resort's status as a world-class luxury destination. It also redefines the idea of hospitality by perfectly balancing tradition and innovation. Maschietto emphasizes that the opening of Villa Radici not only enriches the resort's range, but also celebrates "villa living", a concept that blends the historic charm of a villa with the highest contemporary standards of comfort.

The renovation, which began in the fall of 2024, was carefully planned to preserve the villa's architectural history while introducing innovations that further enhance the guest experience. The goal is to affirm the resort's reputation as an exclusive state-of-the-art destination.

#### LOOKING TOWARD SUMMER 2025

Villa Radici is scheduled to open in the summer of 2025. This will mark a pivotal moment for the Augustus Hotel & Resort. Guests will enjoy a unique experience in an unparalleled luxury environment, surrounded by the natural beauty of the pine forest setting and pampered by personalized services. This new addition further strengthens the Augustus as an emblem of elegance and exclusive hospitality in Forte dei Marmi. It also raises the standards of elite tourism in Versilia. With sales of 17.4 million euros recorded in 2024, up 6 percent from the previous year, the Augustus Hotel & Resort continues to be a bright light on the international luxury accommodation scene. Villa Radici will only enhance this further, alongside Villa Agnelli and Villa Pesenti, the other historic villas in the resort. Together, these locations offer a new way of experiencing luxury while staying in close contact with nature and the setting's history. The Augustus Resort, with its impeccable blend of past and present, continues to set new standards for luxury hospitality, making every stay an extraordinary experience of incomparable beauty and tranquility.





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#### AUGUSTUS HOTEL, A CENTENARY HISTORY

The history of the Augustus Hotel & Resort is closely linked to the development of Forte dei Marmi as an elite tourism destination. Since the 1920s, the resort has been frequented by artists, intellectuals and aristocrats seeking privacy and relaxation. Edoardo Agnelli became a key figure in the resort's history in 1926 when he purchased Villa Costanza, a neo-Renaissance style home in the area which later became known as Villa Agnelli. The Agnelli family spent many summers there, helping to establish Forte dei Marmi's reputation. At the same time, other families, like the Pesenti, built other villas in the nearby pine forest. Augusta Pesenti eventually turned one of these into a hotel, laying the foundation for what would become the Augustus complex. In the 1960s, Nino Maschietto took over the entire resort and incorporated Villa Agnelli, further enriching the resort's luxury hospitality offerings. The resort has always been a favorite destination for international celebrities, including Jimi Hendrix, Charlton Heston and Oriana Fallaci, who appreciated the combination of privacy and comfort offered by its exclusive villas. Today, the Maschietto family's management continues to make the Augustus one of Versilia's most prestigious destinations.

