

Press Release

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HOTEL PRINCIPE DI SAVOIA, ACQUA DI PARMA AND DYNAMO CAMP ONLUS ASSOCIATION LIGHT UP A CHRISTMAS OF SOLIDARITY

The historic Italian Maison and prestigious Milanese hotel join forces once again with a venture to support Dynamo Camp Onlus Association, the first Recreational Therapy Camp in Italy for children suffering from serious illnesses.

Acqua di Parma and the Hotel Principe di Savoia – the Dorchester Collection’s Milanese jewel – will be implementing a new project around Christmas to support the non-profit organisation Dynamo Camp.

La Maison, emblem of the purest, bright Italian style, and Hotel Principe di Savoia (outstanding Italian hospitality aimed at an international audience) are joining together again for an enthralling charitable initiative. The purpose to collect funds for the first Recreational Therapy Camp in Italy, conceived and designed for children affected by chronic or serious illnesses.

The venture’s hub is the giant Christmas tree, created and installed by Acqua di Parma in the elegant lobby of the Dorchester Collection’s Hotel Principe di Savoia for the entire month of December, up until 7 January. The public will be able to purchase the Acqua di Parma Christmas collection in the dedicated retail area. A part of the collected funds will be donated to the Dynamo Camp Onlus Association. A charming and effective way of presenting children and young people with recreational therapy aimed at restoring confidence in oneself and one’s own abilities — a Dynamo Camp in a protected place, immersed in nature.

The collaboration between Acqua Parma and Hotel Principe di Savoia originates from a deep-rooted commonality of values; both represent the quintessence of Italian style, an essential elegance and a tradition that is able to renew itself. Furthermore, they both believe in the effectiveness and beauty of the Dynamo Camp’s Recreational Therapy.

The Acqua di Parma Christmas tree, with warm tones of shining yellow and white, and the sober interiors and simultaneous luxuriousness of Hotel Principe di Savoia, along with its natural location, create a cosy, festive atmosphere. Three hundred hand-blown glass spheres, supported from very thin stalks, combine to create an installation of great lightness and spectacular impact.

Hotel Principe di Savoia

Milan

Dorchester Collection

As in all of its constructions, Acqua di Parma joins tradition and modernity in order to create something unique. The impression of Christmas shines through, thanks to an original fusion of craftsmanship and innovative solutions, such as the touch of light that shines inside the boule. The heart of every boule reveals a small branch of mistletoe from the classic and festive green and red shades, embellishing the installation's essential design with a touch of natural elegance. At the tree's pinnacle, right on top, is the iconic Acqua di Parma Art Deco vial.

"Acqua di Parma is a symbol of genuine elegance that finds its light in an aristocratic interior, originating from gestures and choices. The Dynamo Camp work has won us over with the opportunity to light up the lives of children with serious illnesses with the strength of a smile and a therapy based on the restoration of confidence in oneself and one's own abilities. We are also proud to participate in this venture together with the Hotel Principe di Savoia, a symbol, like our Maison, of great Italian tradition", Laura Burdese, Chairman and CEO of Acqua di Parma, says of the collaboration.

"We are honoured to be alongside Acqua di Parma once again, for the second consecutive year, in support of Dynamo Camp. The combination of Hotel Principe di Savoia, with its long tradition of excellence, Acqua di Parma's prestigious brand, and the Dynamo Camp's notoriety, guarantees the great success of the ventures being undertaken, and the community's enthusiastic feedback", states Ezio Indiani, Managing Director of the Dorchester Collection's Hotel Principe di Savoia.

"We are very grateful to Acqua di Parma and the Dorchester Collection's Principe di Savoia, for their ongoing faith in our plan and for sharing Dynamo's values. We are honoured to have been chosen once again as this year's Onlus beneficiary of this splendid venture; very important both in terms of outreach and real contribution to the creation of recreational therapy programmes for children suffering from serious and chronic illnesses", comments Maria Serena Porcari, the Association's CEO.

Notes to the editor:

Dorchester Collection

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles. dorchestercollection.com