

Hotel Eden

Rome

Dorchester Collection

Press Release

September 2019

Hotel Eden introduces Andrea Ferolla as Artist in Residence



© Andrea Ferolla

"Art does not reproduce the visible; it makes visible." (Paul Klee)

Dorchester Collection's Hotel Eden is delighted to welcome fashion illustrator Andrea Ferolla as its first ever Artist in Residence.

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel-Air, Los Angeles | Dubai (opening 2020)

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Ferolla will capture the essence of Hotel Eden, observing the lifestyle of the legendary hotel. The attitude of the stylish hotel's team, the Italian style of expressionism, the allure of sophisticated guests enjoying the bliss, will come to life through his drawings.

Ferolla is an Italian creative director and illustrator celebrated for his chic, charming, timelessly romantic paintings and sketches. Ferolla's unique and recognisable style is embodied in quick and sophisticated strokes, which underline the gestures, the figures and the attitude.

Along with his wife Daria Reina he founded Chez Dédé, a brand which has become one of the favourites of trendsetters and connoisseurs of design. Ferolla signs with his drawings many of the accessories, plates, fabrics, bags, scarves edited by Chez Dédé and also regularly exhibited and published in magazines. Andrea Ferolla and Daria Reina are also the authors of "Italian Chic", a book published by Assouline.

Hotel Eden will become a bimonthly studio for the Artist in Residence. He could be found capturing the grace of the doorman in the Lobby, the meticulous serving rituals at La Libreria, the impeccable uniforms of the waiters at the rooftop of Il Giardino Bar, or even the movements of Chef Fabio Ciervo in the panoramic kitchen.

Andrea Ferolla states: "Every place has its own 'genius loci', its protective spirit, a combination of material and immaterial things which can convey its character and uniqueness, the feeling and atmosphere of the place, its history and its values.

A Grand Hotel, as Hotel Eden in Rome, is a narrative place par excellence, the result of thousands of stories from thousands of travellers. It witnesses movements and gestures, it tells a story of iconic figures and passing guests. The story of Hotel Eden, now becomes visual."

Hotel Eden, with the choice of Ferolla as Artist in Residence, aims to become a source of culture, a meeting point of exchange, the recurring destination of a cultivated and attentive audience, both international and local. In a city of art like Rome, it demonstrates the commitment of the hotel to go in the direction of contemporaneity. The perfect way to reaffirm Hotel Eden's eternity.

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For additional information, please contact:

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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; **Dubai** (opening 2020).

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Andrea Ferolla

Andrea Ferolla (born in 1961) obtained a degree in Literature with a thesis of History of Art and is a professor at the IED European Institute of Design. His illustrations are regularly exhibited at the London Fashion Illustration Gallery and published in Italian and international fashion magazines. He permanently draws a gallery of characters that inhabit an imaginary world made of allusive women, contemporary dandies and animals with distinctive personality.

With his wife Daria Reina he founded a communication studio specialising in luxury brands and Chez Dédé, a brand that encompasses various creative souls, from design to fashion and gives the name to their atelier-showroom in Rome. In 2018, the book ITALIAN CHIC was published by Assouline publisher, which tells the story of an emotional journey through Italy with Reina's photos and Ferolla's illustrations.

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