

# Rome Hotels And Museums Unite To Showcase Italy's Cultural Heritage

**Sylvie Bigar** Contributor 

*Sylvie Bigar tells food and travel stories.*

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Rome lovers and arts aficionados rejoice! In an effort to restore and showcase ancient artifacts stored in the warehouses of numerous Italian museums, the Italian Ministry of Culture, the non-profit association LoveItaly and the Lazio Hotel Federation have launched a new initiative entitled *Art Out of the Museum (Arte Fuori del Museo)*. The National Roman Museum (Museo Nazionale Romano) and Bettoja

Hotels, a family-run enterprise, are collaborating on the first pilot program at Bettoja's flagship property Hotel Mediterraneo located in Rome's historic center.



Rome, Italy at the historic Roman Forum ruins at dusk. GETTY

According to Gennaro Sangiuliano, the former Italian Minister of Culture, 90 percent of Italy's artistic heritage is held in storage at state museums, simply because of space constraints, or because the objects need to be restored before they can be shown and the museums lack the funding to complete the work.

*Art Out of the Museum* seeks to connect artwork in need of restoration with sponsorship by local hotels so travelers can admire antique works of art exhibited at key properties. This program stems from a collective national effort but was first launched within the Lazio region around Rome. The goal is for culture and tourism

meaning the private and the public sectors to come together. Ten more hotels and ten other regional museums have been identified and will be paired before the initiative will be developed on a national level.



Stunning view of Civita di Bagnoregio, ghost mediaeval town built above a plateau of friable volcanic tuff, Lazio, central Italy GETTY

Tracy Roberts, Vice-President of LoveItaly, a non-profit association based in Rome and California, works to sustain the Italian cultural heritage, pairing donors at various levels with restoration projects within Italy.

“My dream,” she said, “is to expand our reach in Italy to train stations and even airports, and later on perhaps to hotels in the United States.

At Hotel Mediterraneo on via Cavour, travelers can now admire a second-century AD marble statue of Roma (the deity who was believed to personify the city of Rome)

set in a protective glass case in the lobby. The restoration, insurance, transport and display costs for the statue were underwritten by the Bettoja family. After a year, a new artifact will be displayed in the hotel and the statue will find its place at the National Roman Museum.



The second-century AD marble statue of Roma in the lobby of Rome's Mediterraneo Hotel COURTESY OF VIRGINIA BETTOJA

“We chose to launch the program with this particular sculpture,” said Stéphane Verger, Director of the National Roman Museum, “because it needed to be restored but not completely rebuilt. We felt that it was fitting to start this initiative in this city with a statue representing the Rome deity.”

The National Roman Museum, founded in 1889, comprises the Palazzo Massimo, Palazzo Altemps, the Baths of Diocletian and the Crypt of Balbus.

# Art and Tourism Combine in New Bettoja Hotels Innovative Program

Tourists visiting Bettoja Hotels in Rome will get an experience like none other.

[Kenneth Teape](#) | Oct 23, 2024



Art on display at Hotel Mediterraneo in lobby. / Mandatory Credit - courtesy of Virginia Bettoja

[Bettoja Hotels](#) has been hosting tourists and visitors throughout Rome for almost 150 years. They have been bringing the city to life during that time and are now starting a new initiative to continue embracing and showcasing Italian cultural heritage.

Hotel Massimo d'Azeglio was the first property that the family acquired. The historic Ristorante Massimo D'Azeglio, which is part of the Italian Historical Places Association, is featured in that hotel.

[“Art Out of the Museum”](#) is a new initiative they are partaking in that will restore some art and bring other pieces that are unseen to the forefront for the public to view.

It is a collaboration between the hospitality and cultural industries, providing a unique experience for anyone lucky enough to witness it. The goal is for artwork to be brought into the community for everyone's enjoyment.

"Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of 'forgotten' art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world," said Dr. Giuseppe Roscioli, President of Federalberghi Roma, in a release.

Hotel Mediterraneo, the flagship property for the new initiative, launched on October 15th, 2024 with the restored artwork being displayed in the lobby. The work is collaborated with the National Roman Museum.

For one year, a second-century AD marble statue of the goddess of Roma or Virtus will be displayed in a glass case. Bettoja Hotels covered the cost of restoration, as the piece was sitting in deposit at the National Roman Museum at the Baths.

After its time in the lobby is up, another prominent piece will take its place in the Hotel Mediterraneo lobby.

"The statue of the goddess Rome, from the repositories of the Roman Archaeological Museum, fits perfectly both artistically and conceptually into the Hotel Mediterraneo, one of Rome's most important rationalist buildings," said Maurizio Bettoja, President of Bettoja Hotels, in a release. "The interiors, rich in marble and mosaics, have a theme inspired by mythology and Romanity, with depictions of Ulysses and his journey, Prometheus, Neptune and Amphitrite, Polyphemus, and the great map of the Mediterranean, which the goddess Roma recalls and summarizes."



Left to right Stephane Verger (Dir of the Roman National Museum), Tracy Roberts (VP of Loveltaly), Maurizio Bettoja, President of Bettoja Hotels. / Mandatory Credit - courtesy of Bettoja Hotels

There is hope that what Bottoja Hotels is doing with their pilot program can lead to similar things being done across Italy. A lot of effort and work was put in to match artwork with the area they are being displayed, connecting the community even more.

Museums haven't quite rebounded post-pandemic, but there is optimism that more partnerships and collaborations of this magnitude can help get them back on track.

ARTE E CULTURA 3 ORE FA

## BETTOJA HOTELS LANCIA L'ARTE FUORI DAL MUSEO A ROMA

di [@LIVEINITALYMAG EDITORIALE](#)

Bettoja Hotels a Roma ha lanciato “Art Out of the Museum” (“Arte Fuori dal Museo”) per celebrare il patrimonio italiano attraverso l'arte. Il gruppo alberghiero ora collabora con istituzioni culturali per restaurare ed esporre capolavori italiani nascosti. Questa partnership porta opere d'arte inedite negli spazi pubblici e reinventa il legame tra ospitalità e patrimonio culturale.

### PORTARE L'ARTE NEGLI SPAZI QUOTIDIANI



*Credito fotografico: Virginia Bettoja*

Il 15 ottobre, l'Hotel Mediterraneo di Bettoja ha svelato la prima opera di questa iniziativa. Gli ospiti e il pubblico possono ammirare una statua in marmo del II secolo di Roma o Virtus, appena restaurata, nella hall dell'hotel per un anno. La statua, precedentemente tenuta in



deposito, ora è al centro della scena in questo storico hotel. Dopo la sua esposizione all'Hotel Mediterraneo, la statua tornerà al Museo Nazionale Romano e una nuova opera la sostituirà.

## UN NUOVO MODELLO PER LA CONSERVAZIONE DEL PATRIMONIO CULTURALE

Con "Art Out of the Museum", Bettoja Hotels mira a supportare gli obiettivi culturali dell'Italia esponendo l'arte in spazi accessibili. Attualmente, il 90% dei tesori artistici italiani rimane in deposito, in attesa di restauro ed esposizione. Bettoja ha firmato accordi con LoveItaly, il Ministero della Cultura italiano e Federalberghi Lazio, a supporto di questi tesori. Il programma consente agli hotel di restaurare ed esporre opere d'arte, offrendo ai viaggiatori un'autentica esperienza culturale.

## ARTE E TURISMO: UNA COMBINAZIONE POTENTE

Il Dott. Giuseppe Roscioli, Presidente di Federalberghi Roma, ha sottolineato l'importanza di questa collaborazione.

**ARTE FUORI DAL MUSEO È UN ESEMPIO DI COOPERAZIONE PUBBLICO-PRIVATO. LA VALORIZZAZIONE DI TESORI 'DIMENTICATI' SI ALLINEA CON GLI HOTEL CHE LI OSPITANO. ARTE E TURISMO INSIEME RAPPRESENTANO IL BRAND ROMA A LIVELLO GLOBALE.**



*Da sinistra a destra Stephane Verger (Direttore del Museo Nazionale Romano), Tracy Roberts (VP di LoveItaly), Maurizio Bettoja (Presidente Bettoja Hotels)*

La dedizione di Bettoja al patrimonio si manifesta in tutto l'Hotel Mediterraneo, che presenta un design ispirato alla mitologia e all'architettura romana. Maurizio Bettoja, Presidente di Bettoja Hotels, ha affermato:

## LA STATUA DELLA DEA ROMA SI ABBINA PERFETTAMENTE AGLI INTERNI RICCHI DI MARMI E MOSAICI DELL'HOTEL MEDITERRANEO.

### AMPLIARE L'ACCESSO CULTURALE

Dopo il successo all'Hotel Mediterraneo, l'iniziativa "Art Out of the Museum" si espanderà ad altri hotel nel Lazio, poi in tutta Italia. Federalberghi, la più grande organizzazione turistica italiana, sostiene questo progetto, con l'intenzione di includere 10 musei e 10 hotel in tutta la regione.

[Questo programma di Bettoja Hotels consente agli ospiti e alla gente del posto di vivere l'arte italiana in modi inaspettati. Per maggiori dettagli, visita \[Bettoja Hotels\]\(#\).](#)



## Bettoja Hotels in Rome Announces New “Art Out of the Museum” Collaborative Initiative

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After nearly a century and a half of creating memorable stays in Rome, [Bettoja Hotels](#) is participating in a new initiative to help restore and display hidden pieces of Italy’s cultural heritage. Bettoja Hotels is proud to be part of “[Art Out of the Museum](#)” (“Arte Fuori del Museo”), a program developed to bring unseen artwork into the public eye. On October 15, 2024, Bettoja Hotels’ flagship property Hotel Mediterraneo unveiled the first restored work in its lobby to launch this exciting new collaboration.

While travel has rebounded post-pandemic, museum budgets worldwide continue to lack the funding needed to operate, let alone restore work. “Art Out of the Museum” sets the stage for exciting partnerships between the hospitality industry and cultural institutions around the world. Bettoja Hotels signed a memorandum of understanding with the non-profit association LoveItaly, the General Directorate of Museums of the Italian Culture Ministry, and Federalberghi Lazio, Federation of Italian hotels.

The pilot program with Bettoja Hotels seeks to be a model across Italy, connecting artworks in need of restoration with nearby hotels who can sponsor them and display them for a limited time. Currently, 90 percent of Italy’s artistic heritage is held in storage of state museums, providing ample possibilities for hotels to create unique artistic experiences within their walls. Following the G7 Culture Ministers’ Meeting on Culture in September held in Italy, the country is leading the way to protect and promote cultural heritage more than ever, and “Art Outside the Museum” contributes to these goals.

Dr. Giuseppe Roscioli, President of Federalberghi Roma, said: “Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of ‘forgotten’ art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world.”

On October 15th, Bettoja Hotels’ Hotel Mediterraneo, officially inaugurated the first artwork sponsored by the family-run hotel group in collaboration with the National Roman Museum. A second century AD marble statue of the goddess Roma or Virtus will be displayed in the hotel for one year in a glass enclosed case. The property financed its restoration, and it will stand in the public lobby for both guests and the general public to experience. Prior to the restoration, the work was kept in the deposit of the National Roman Museum at the

Baths. After its tenure at the hotel, the statue will return to the museum and a new placement will be put on display in the halls of Hotel Mediterraneo.

"The statue of the goddess Rome, from the repositories of the Roman Archaeological Museum, fits perfectly both artistically and conceptually into the Hotel Mediterraneo, one of Rome's most important rationalist buildings," said Maurizio Bettoja, President of Bettoja Hotels. "The interiors, rich in marble and mosaics, have a theme inspired by mythology and Romanity, with depictions of Ulysses and his journey, Prometheus, Neptune and Amphitrite, Polyphemus, and the great map of the Mediterranean, which the goddess Roma recalls and summarizes."

There was a strong impetus in this initiative to match geographically relevant artworks to participating hotels. For this pilot program, the National Roman Museum of Palazzo Massimo is located a short three-minute walk from Hotel Mediterraneo, itself a prime example of rationalist architecture with beautifully restored interiors. The national Federalberghi, the leading organization in the tourism-accommodation sector in Italy, is supporting the pilot project in Rome and Lazio with the intention of extending it nationally. Federalberghi comprises over 27,000 hotels in Italy. Since its establishment in 1899, it has been promoting tourism with an emphasis on social goals and community service. Following the project with the Hotel Mediterraneo, the initiative will involve another ten museums and ten other hotels in Italy's Lazio region, and then extend to the national level, in agreement with the national Federalberghi.

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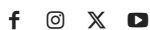
stand at the heart of the initiatives established in recent years by the General Directorate of Museums to enhance and promote the National Museum System and Italy's cultural heritage. The rediscovery of works of art preserved in museum storage, through restoration and installation in unusual public spaces, such as those made available by large hotels, is a significant result that demonstrates the capacity for collaboration between regional institutions, whether public or private. Such efforts not only increase the enjoyment of the works by the public, but additionally promote the diffusion of culture and artistic education in the community."

This initiative is important now as the [American Alliance of Museums](#) confirms that travelers from the U.S. are visiting museums as much as they did in 2019. Still, museum visitations worldwide continue to hover just around pre-pandemic levels. By bringing art directly to hotels, "Art Out of the Museum" provides a fresh touchpoint for visitors to experience art and be inspired to visit a local collection.

Prof. Richard Hodges, President of LoveItaly, said: "This wonderful collaboration today returns extraordinary treasures to the city and gives visitors from all over the world the opportunity to be fascinated by little-known Italian works of art. Now, thanks to this partnership with LoveItaly, a non-profit association dedicated to enhancing Italy's cultural heritage, these treasures will win over a new generation of admirers."



**DRIFT Staff**



# Cultura y viajes

Noticias



Después de casi un siglo y medio creando estancias memorables en Roma, Bettoja Hotels participa en una nueva iniciativa para ayudar a restaurar y exhibir piezas ocultas del patrimonio cultural de Italia. Bettoja Hotels se enorgullece de ser parte de “Arte fuera del museo” (“Arte Fuori del Museo”), un programa desarrollado para llevar obras de arte nunca antes vistas a la vista del público. El 15 de octubre de 2024, el hotel insignia de Bettoja Hotels, el Hotel Mediterraneo, presentó la primera obra restaurada en su vestíbulo para lanzar esta nueva y emocionante colaboración.

Si bien los viajes se han recuperado después de la pandemia, los presupuestos de los museos en todo el mundo siguen careciendo de la financiación necesaria para operar, y mucho menos para restaurar las obras. “Arte fuera del museo” prepara el escenario para emocionantes asociaciones entre la industria hotelera e instituciones culturales de todo el mundo. Bettoja Hotels firmó un memorando de entendimiento con la asociación sin fines de lucro Loveltaly, la Dirección General de Museos del Ministerio de Cultura italiano y Federalberghi Lazio, la Federación de hoteles italianos.

El programa piloto con Bettoja Hotels pretende ser un modelo en toda Italia, conectando obras de arte que necesitan restauración con hoteles cercanos que puedan patrocinarlas y exhibirlas por un tiempo limitado. Actualmente, el 90 por ciento del patrimonio artístico de

Italia se encuentra en los depósitos de museos estatales, lo que ofrece amplias posibilidades para que los hoteles creen experiencias artísticas únicas dentro de sus paredes. Tras la Reunión de Ministros de Cultura del G7 celebrada en septiembre en Italia, el país está liderando el camino para proteger y promover el patrimonio cultural más que nunca, y "Arte Fuera del Museo" contribuye a estos objetivos.

El Dr. Giuseppe Roscioli, Presidente de Federalberghi Roma, dijo: "Arte Fuori dal Museo es un ejemplo de cómo la colaboración entre los sectores público y privado puede conducir a excelentes resultados: la valorización de los tesoros artísticos "olvidados" corresponde a la de los hoteles que los albergarán, celebrando una combinación, arte y turismo, que representa el verdadero reconocimiento de la marca Roma en el mundo".

El pasado 15 de octubre, el Hotel Mediterraneo de Bettoja Hotels inauguró oficialmente la primera obra de arte patrocinada por el grupo hotelero familiar en colaboración con el Museo Nacional Romano. Una estatua de mármol del siglo II d. C. de la diosa Roma o Virtus se exhibirá en el hotel durante un año en una vitrina cerrada con vidrio. La propiedad financió su restauración y se colocará en el vestíbulo público para que tanto los huéspedes como el público en general puedan disfrutar de ella. Antes de la restauración, la obra se conservaba en el depósito del Museo Nacional Romano en las Termas. Después de su estancia en el hotel, la estatua regresará al museo y se colocará en un nuevo lugar en los pasillos del Hotel Mediterráneo.

"La estatua de la diosa Roma, procedente de los depósitos del Museo Arqueológico Romano, encaja a la perfección, tanto artística como conceptualmente, en el Hotel Mediterraneo, uno de los edificios racionalistas más importantes de Roma", afirma Maurizio Bettoja, presidente de Bettoja Hotels. "Los interiores, ricos en mármol y mosaicos, tienen una temática inspirada en la mitología y la romanidad, con representaciones de Ulises y su viaje, Prometeo, Neptuno y Anfítrite, Polifemo y el gran mapa del Mediterráneo, que la diosa Roma recuerda y resume".

Esta iniciativa ha tenido un fuerte impulso para unir obras de arte geográficamente relevantes a los hoteles participantes. Para este programa piloto, el Museo Nacional Romano de Palazzo Massimo se encuentra a tres minutos a pie del Hotel Mediterraneo, un excelente ejemplo de arquitectura racionalista con interiores bellamente restaurados. La Federación Nacional de Hoteles Turísticos y Hospedaje de Italia (Federberghi) apoya el proyecto piloto en Roma y Lacio con la intención de extenderlo a nivel nacional. Federalberghi cuenta con más de 27.000 hoteles en Italia y, desde su fundación en 1899, promueve el turismo con un énfasis en los objetivos sociales y el servicio a la comunidad. Tras el proyecto del Hotel Mediterraneo, la iniciativa involucrará a otros diez museos y diez hoteles en la región

italiana de Lacio, para luego extenderse a nivel nacional, de acuerdo con el Federalberghi nacional.

El Prof. Massimo Osanna, Director General de Museos del Ministerio de Cultura, afirmó: “La exploración y la implementación de estrategias innovadoras que hagan accesible el patrimonio cultural a un público cada vez más amplio se encuentran en el centro de las iniciativas puestas en marcha en los últimos años por la Dirección General de Museos para valorizar y promover el Sistema Nacional de Museos y el patrimonio cultural de Italia. El redescubrimiento de obras de arte conservadas en los depósitos de los museos, a través de la restauración y la instalación en espacios públicos inusuales, como los que ponen a disposición los grandes hoteles, es un resultado significativo que demuestra la capacidad de colaboración entre las instituciones regionales, ya sean públicas o privadas. Estos esfuerzos no solo aumentan el disfrute de las obras por parte del público, sino que también promueven la difusión de la cultura y la educación artística en la comunidad”.

Esta iniciativa es importante ahora que la Alianza Americana de Museos confirma que los viajeros de los EE. UU. están visitando museos tanto como lo hicieron en 2019. Aun así, las visitas a museos en todo el mundo siguen rondando los niveles previos a la pandemia. Al llevar el arte directamente a los hoteles, “Art Out of the Museum” ofrece un nuevo punto de contacto para que los visitantes experimenten el arte y se inspiren para visitar una colección local.

El profesor Richard Hodges, presidente de Loveltaly, dijo: “Esta maravillosa colaboración hoy devuelve tesoros extraordinarios a la ciudad y brinda a los visitantes de todo el mundo la oportunidad de fascinarse con obras de arte italianas poco conocidas. Ahora, gracias a esta asociación con Loveltaly, una asociación sin fines de lucro dedicada a mejorar el patrimonio cultural de Italia, estos tesoros conquistarán a una nueva generación de admiradores”.

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ACTUALITÉS, CULTURE, DÉVELOPPEMENT ÉCONOMIQUE, ENTREPRISES, EXPOSITION, FINANCEMENT, HÔTEL, HORS LES MURS, MUSÉE, TOURISME,

# Une nouvelle initiative valorise le patrimoine culturel caché de Rome dans ses hôtels

Écrit par admin le 29/10/2024



Partager :



**Afin de mieux associer art et tourisme, des œuvres d'art et des pièces archéologiques des institutions culturelles de Rome vont progressivement être exposées dans les hôtels de la capitale italienne grâce à un accord entre la Direction Générale des Musées (Ministère de la Culture), Federalberghi Lazio et Loveltaly. La première édition du programme "Art Out of the Museum" (Arte fuori del Museo) implique le Museo Nazionale Romano (Musée National Romain) qui a prêté une de ses sculptures à un des hôtels de la marque Bettoja, qui en assuré la restauration.**

**L'exposition d'une statue romaine en marbre du IIe siècle après J.-C. représentant la déesse Roma ou Virtus a été inaugurée le 15 octobre 2024, à l'hôtel Bettoja Mediterraneo.**

Jusqu'à récemment stockée dans les dépôts du Museo Nazionale Romano (Musée National Romain), **le groupe Bettoja Hotels a choisi cette sculpture antique et en a financé la restauration, le transport et l'installation à l'intérieur d'une vitrine de protection** dans le grand hall du célèbre hôtel romain de la colline de l'Esquilin où **elle sera exposée pendant un an.**

- **Première exposition du programme Art en dehors du musée (Arte fuori del Museo)**

Il s'agit de la **première exposition d'Art Out of the Museum (Arte fuori del Museo)**, une initiative promue dans le cadre d'un **protocole d'accord signé par la Direction générale des musées du ministère de la Culture, Federalberghi Lazio et l'association à but non lucratif et plateforme de financement participatif Loveltaly**, qui s'appuie sur le réseau des hôtels de la région du Latium membres du réseau Federalberghi, fédération nationale italienne de l'hôtellerie qui regroupe plus de 27 000 hôtels.

Ce programme a pour objectif de **rendre accessibles au public les objets archéologiques et historico-artistiques actuellement conservés dans les réserves des musées et nécessitant une restauration, en les exposant dans les hôtels.**

La couverture d'assurance pour Art Out of the Museum | Arte fuori del Museo est offerte par le Groupe MAG, courtier d'assurances de renom et sponsor du projet.

- **Retour au musée après 12 mois d'exposition**

Une fois terminée l'exposition de 12 mois au Bettoja Hotel Mediterraneo, la Dea Roma reviendra au Museo Nazionale Romano dans un tout nouvel emplacement.

**Stéphane Verger, Directeur du Museo Nazionale Romano (Musée National Romain)** a expliqué que les réserves des musées conservent de nombreuses pièces de grand intérêt historique ou de grande pertinence artistique, mais il est utopique d'imaginer que toutes puissent être systématiquement exposées dans des parcours d'expositions permanentes, même par rotation ou exposition temporaire. L'idée d'exposer une découverte archéologique dans un hôtel est née de la proposition de Palazzo Massimo, l'un des quatre lieux d'exposition du Museo Nazionale Romano.

- **Extension à d'autres musées et hôtels de Rome**

Le programme "Art Out of the Museum" (Arte fuori del Museo) sera **progressivement et intensivement mis en œuvre par les musées de Rome et du Latium et les hôtels de la région** appartenant au système Federalberghi, conformément au protocole d'accord et en s'inspirant de l'accord de valorisation et de prêt stipulé entre le Museo Nazionale Romano et le groupe Bettoja Hotels.

**Le projet pourra ensuite être étendu au niveau national.** L'expérience pilote menée par Bettoja Hotels a pour objectif de servir de modèle dans toute l'Italie, en associant des œuvres d'art à des hôtels proches disposés à les parrainer et à les exposer temporairement.

Suite à la collaboration avec l'Hôtel Mediterraneo, **dix autres musées et hôtels du Latium participeront au programme**, et une nouvelle expansion est ensuite prévue dans toute l'Italie.

Avec **environ 90 % du patrimoine artistique italien conservé dans les réserves des musées nationaux, les hôtels ont largement le potentiel d'offrir des expériences artistiques uniques.**

Suite à la réunion des ministres de la Culture du G7 en Italie en septembre 2024, "Art Out of the Museum" s'inscrit dans le cadre de **l'engagement accru de l'Italie en faveur de la conservation du patrimoine.**

**Massimo Osanna, Directeur Général des Musées, au Ministère de la Culture italien,** a déclaré :

"L'exploration et la mise en œuvre de **stratégies innovantes qui rendent le patrimoine culturel accessible à un public toujours plus large** sont au cœur des initiatives mises en place ces dernières années par la Direction Générale des Musées pour valoriser et promouvoir le Système des Musées Nationaux et le patrimoine culturel italien. La redécouverte des œuvres d'art conservées dans les réserves des musées, à travers leur restauration et leur installation dans des espaces publics inhabituels, tels que ceux mis à disposition par les grands hôtels, est un résultat significatif qui démontre la **capacité de collaboration entre les institutions régionales, qu'elles soient publiques ou privées.** De tels efforts augmentent non seulement la jouissance des œuvres par le public, mais favorisent également la diffusion de la culture et de l'éducation artistique dans la communauté."

- **Un buste romain dans le hall de l'Hôtel Mediterraneo Bettoja**

**Le choix de l'Hôtel Mediterraneo Bettoja pour la première exposition du programme n'est pas un hasard.** C'est l'un des **exemples les plus importants de l'architecture rationaliste de Rome** où les splendides intérieurs sont parfaitement conservés et restaurés. Parmi eux, une célèbre salle, un espace original des années 40.



### Événement

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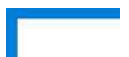
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### EVENT C



### Atelier C



La proximité du musée avec le musée Palazzo Massimo a également été un facteur décisif et inspirant pour Maurizio et Massimo Bettoja, promoteurs de l'initiative et fervents défenseurs du patrimoine culturel italien.



La première œuvre choisie est également symbolique. La sculpture représente une déesse, identifiée comme une personnification de Rome et de son empire, ou de la valeur militaire romaine.

Elle porte un casque à panache sur ses cheveux rassemblés, une tunique courte qui laisse apparaître son sein droit et un manteau maintenu sur l'épaule gauche par une fibule circulaire. Le balteus (ceinture d'épaule à laquelle les soldats romains accrochaient leur épée) traverse sa poitrine de l'épaule droite à la hanche gauche. Elle tient une lance dans sa main gauche, tandis que sa droite, aujourd'hui perdue malgré le support qui la reliait à sa cuisse, soutenait autrefois le parazonium (poignard). Elle porte des "endromides" (bottes grecques "de course", utilisées notamment par les légions romaines, ajustées à la jambe et ouvertes sur le devant avec un laçage tressé). La jambe gauche est soutenue par un tronc d'arbre" décrit le musée.

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L'inauguration de la première exposition et la présentation du programme innovant "Art Outside Museum" (Arte fuori del Museo) se sont déroulées en présence de Maurizio Bettoja, président du groupe Bettoja Hotels; Stéphane Verger, directeur du Museo Nazionale Romano; Tracy Robinson, présidente de Loveltaly; Carlo Felicioni, coordinateur du projet; Walter Pecoraro, président de Federalberghi Lazio et Giuseppe Roscioli, président de Federalberghi Roma.

[museonazionale Romano.art.centrica.it/project](https://museonazionale Romano.art.centrica.it/project)

[lovelitaly.org/en/2024/new-projects/save-the-date-arte-fuori-dal-museo/](https://lovelitaly.org/en/2024/new-projects/save-the-date-arte-fuori-dal-museo/)



SOURCES: Museo Nazionale Romano, Bettoja Hotels

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Home > ESTILOS BLOG > TRAVEL > Bettoja Hotels In Rome Announces New “Art Out Of The Museum” C

## TRAVEL

# Bettoja Hotels In Rome Announces New “Art Out Of The Muse Collaborative Initiative

written by Soraya Alcalá | 10/23/2024

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## ROME, Italy

After nearly a century and a half of creating memorable stays in Rome, **Bettoja Hotels** is participating in a new initiative to restore and display hidden pieces of Italy’s cultural heritage. Bettoja Hotels is proud to be part of “**Art Out of the Muse**”

Fuori del Museo”), a program developed to bring unseen artwork into the public eye. On October 15, 2024, Bettoja Hotels’ flagship property Hotel Mediterraneo unveiled the first restored work in its lobby to launch this exciting new collaboration.

While travel has rebounded post-pandemic, museum budgets worldwide continue to lack the funding needed to open and restore work. **“Art Out of the Museum”** sets the stage for exciting partnerships between the hospitality industry and cultural institutions around the world. Bettoja Hotels signed a memorandum of understanding with the non-profit organization Loveltaly, the General Directorate of Museums of the Italian Culture Ministry, and Federalberghi Lazio, Federation of hotels.

The pilot program with Bettoja Hotels seeks to be a model across Italy, connecting artworks in need of restoration with hotels who can sponsor them and display them for a limited time. Currently, 90 percent of Italy’s artistic heritage is held in storage of state museums, providing ample possibilities for hotels to create unique artistic experiences within their properties. Following the [G7 Culture Ministers’ Meeting on Culture](#) in September held in Italy, the country is leading the way to promote cultural heritage more than ever, and “Art Outside the Museum” contributes to these goals.

“*Dr. Giuseppe Roscioli, President of Federalberghi Roma, said: “Arte Fuori dal Museo is an excellent collaboration between the public and private sectors can lead to excellent results: the valorization of ‘forgotten’ art treasures corresponds to that of the hotels that will host them, celebrating a collaboration between art and tourism, which represents the true recognition of the Rome brand in the world.”*

On October 15th, Bettoja Hotels’ Hotel Mediterraneo, officially inaugurated the first artwork sponsored by the family group in collaboration with the National Roman Museum. A second century AD marble statue of the goddess Roma will be displayed in the hotel for one year in a glass enclosed case. The property financed its restoration, and it will stand in the public lobby for both guests and the general public to experience. Prior to the restoration, the work was kept in the vaults of the National Roman Museum at the Baths. After its tenure at the hotel, the statue will return to the museum and a new placement will be put on display in the halls of Hotel Mediterraneo.

“*The statue of the goddess Roma, from the repositories of the Roman Archaeological Museum, has been perfectly both artistically and conceptually integrated into the Hotel Mediterraneo, one of Rome’s most important rationalist buildings,” said Maurizio Bettoja, President of Bettoja Hotels. “The interiors, rich in mosaics, have a theme inspired by mythology and Romanity, with depictions of Ulysses and his adventures, Prometheus, Neptune and Amphitrite, Polyphemus, and the great map of the Mediterranean, the goddess Roma recalls and summarizes.”*

There was a strong impetus in this initiative to match geographically relevant artworks to participating hotels. For this program, the National Roman Museum of Palazzo Massimo is located a short three-minute walk from Hotel Mediterraneo, a prime example of rationalist architecture with beautifully restored interiors. The national Federation of Hotels, the leading organization in the tourism-accommodation sector in Italy, is supporting the pilot project in Rome and Lazio with the goal of extending it nationally. Federalberghi comprises over 27,000 hotels in Italy. Since its establishment in 1899, it has been promoting tourism with an emphasis on social goals and community service. Following the project with the Hotel Mediterraneo, the initiative will involve another ten museums and ten other hotels in Italy’s Lazio region, and then extend to the national level in agreement with the national Federation of Hotels.

Prof. Massimo Osanna, Director General of Museums, Ministry of Culture, said: "The exploration and implementation of innovative strategies that make cultural heritage accessible to an increasingly wider public stand at the heart of the initiative established in recent years by the General Directorate of Museums to enhance and promote the National Museum of Italy's cultural heritage. The rediscovery of works of art preserved in museum storage, through restoration and installation in unusual public spaces, such as those made available by large hotels, is a significant result that demonstrates the capability of collaboration between regional institutions, whether public or private. Such efforts not only increase the enjoyment of art by the public, but additionally promote the diffusion of culture and artistic education in the community."

This initiative is important now as the [American Alliance of Museums](#) confirms that travelers from the U.S. are visiting museums as much as they did in 2019. Still, museum visitations worldwide continue to hover just around pre-pandemic levels. Through the partnership with hotels, "Art Out of the Museum" provides a fresh touchpoint for visitors to experience art and be inspired by the local collection.

Prof. Richard Hodges, President of Loveltaly, said: "This wonderful collaboration today returns extraordinary treasures to the public and gives visitors from all over the world the opportunity to be fascinated by little-known Italian works of art. Now, through this partnership with Loveltaly, a non-profit association dedicated to enhancing Italy's cultural heritage, these treasures will reach a new generation of admirers."

### **About Bettoja Hotels**

Located in the heart of Rome, surrounded by the famous artistic and cultural wonders of the Eternal City, Bettoja Hotels is a family run hotel group born from the passion of the Bettoja family for hospitality. Since 1875, Bettoja Hotels has borne the history of Italy since its Unification. Hotel Massimo d'Azeglio, the first property to be acquired by the group, boasts a cellar of fine wines where the suggestive Italian atmosphere of the turn of the century reigns supreme. The hotel features a historic restaurant- the Ristorante Massimo D'Azeglio which is part of the Italian Historical Places Association. The former Hotel Mediterraneo stands out for its severe and monumental luxury and is amongst the best examples of Art Déco in the city. The Hotel Atlantico is a classic example of 1940s architecture. With its seven meeting rooms that accommodate up to 120 people theater-style, the hotel's Ligea Lounge and Roof Garden offer a 360 ° view of the capital, it is the largest building of the group, and one of the tallest in Rome. The Hotel Atlantico, also located on the Esquilino, welcomes guests in a charming building from 1931 with seven meeting rooms with natural light with a maximum capacity of 45 pax theater-style. [www.bettojahotels.it](http://www.bettojahotels.it)

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# BETTOJA HOTELS IN ROME ANNOUNCES NEW “ART OUT OF THE MUSEUM” COLLABORATIVE INITIATIVE

Posted by luxebeat | Oct 29, 2024 | Announcements, Arts & Culture, Featured, Italy, Luxury Hotels |



After nearly a century and a half of creating memorable stays in Rome, [Bettoja Hotels](#) is participating in a new initiative to help restore and display hidden pieces of Italy’s cultural heritage. Bettoja Hotels is proud to be part of “[Art Out of the Museum](#)” (“Arte Fuori del Museo”), a program developed to bring unseen artwork into the public eye. On October 15, 2024, Bettoja Hotels’ flagship property Hotel Mediterraneo unveiled the first restored work in its lobby to launch this exciting new collaboration.



While travel has rebounded post-pandemic, museum budgets worldwide continue to lack the funding needed to operate, let alone restore work. “Art Out of the Museum” sets the stage for exciting partnerships between the hospitality industry and cultural institutions around the world. Bettoja Hotels signed a memorandum of understanding with the non-profit association Loveltaly, the General Directorate of Museums of the Italian Culture Ministry, and Federalberghi Lazio, Federation of Italian hotels.



*Hotel Mediterraneo Ligea Lounge and Renovated Terrace*

The pilot program with Bettoja Hotels seeks to be a model across Italy, connecting artworks in need of restoration with nearby hotels who can sponsor them and display them for a limited time. Currently, 90 percent of Italy’s artistic heritage is held in storage of state museums, providing ample possibilities for hotels to create unique artistic experiences within their walls. Following the [G7 Culture Ministers’ Meeting on Culture](#) in September held in Italy, the country is leading the way to protect and promote cultural heritage more than ever, and “Art Outside the Museum” contributes to these goals.

Dr. Giuseppe Roscioli, President of Federalberghi Roma, said: “Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of ‘forgotten’ art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world.”





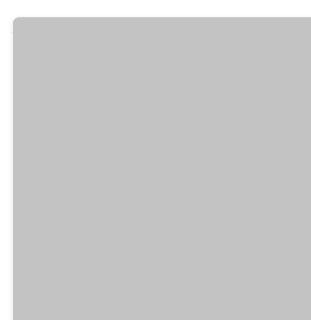
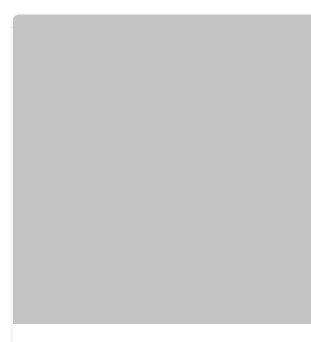
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*Left to right Maurizio Bettoja, Stéphane Verger, Tracy Roberts, Richard Hodges, Walter Pecoraro and Carlo Felic*

There was a strong impetus in this initiative to match geographically relevant artworks to participating hotels. For this pilot program, the National Roman Museum of Palazzo Massimo is located a short three-



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### ***About Bettoja Hotels***

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## Art and Tourism Combine in New Bettoja Hotels Innovative Program

Story by Kenneth Teape • 6d • [2 min read](#)

**Bettoja Hotels** has been hosting tourists and visitors throughout Rome for almost 150 years. They have been bringing the city to life during that time and are now starting a new initiative to continue embracing and showcasing Italian cultural heritage.

Hotel Massimo d'Azeglio, the first property that the family acquired. The historic Ristorante Massimo D'Azeglio, which is part of the Italian Historical Places Association, is featured in that hotel.




QUESTI OCCHIALI DA LETTURA POSSONO VEDERE DA LONTANO E DA VICINO, CON SMART ZOOM

"**Art Out of the Museum**" is a new initiative they are partaking in that will restore some art and bring other pieces that are unseen to the forefront for the public to view.

It is a collaboration between the hospitality and cultural industries, providing a unique experience for anyone lucky enough to witness it. The goal is for artwork to be brought into the community for everyone's enjoyment.

"Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of 'forgotten' art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world," said Dr. Giuseppe Roscioli, President of Federalberghi Roma, in a release.

Hotel Mediterraneo, the flagship property for the new initiative, launched on October 15th, 2024 with the restored artwork being displayed in the lobby. The work is collaborated with the National Roman Museum.



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After its time in the lobby is up, another prominent piece will take its place in the Hotel Mediterraneo lobby.

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Left to right Stephane Verger (Dir of the Roman National Museum), Tracy Roberts (VP of Lovetaly), Maurizio Bettoja, President of Bettoja Hotels. | Mandatory Credit - courtesy of Bettoja Hotels

There is hope that what Bottoja Hotels is doing with their pilot program can lead to similar things being done across Italy. A lot of effort and work was put in to match artwork with the area they are being displayed, connecting the community even more.

Museums haven't quite rebounded post-pandemic, but there is optimism that more partnerships and collaborations of this magnitude can help get them back on track.

This article was originally published on [www.si.com/onsi/adventure](http://www.si.com/onsi/adventure) as [Art and Tourism Combine in New Bettoja Hotels Innovative Program](#).


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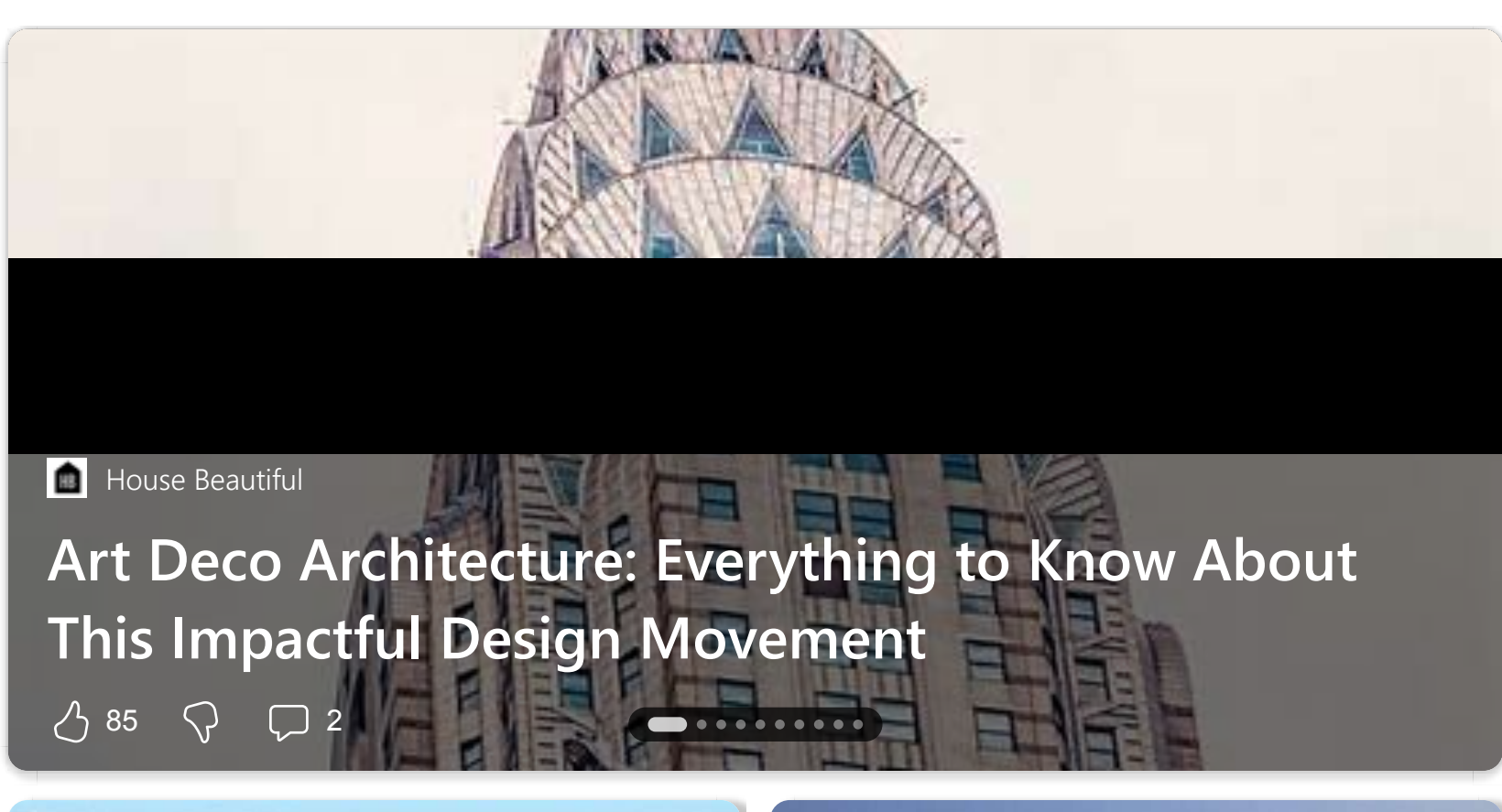


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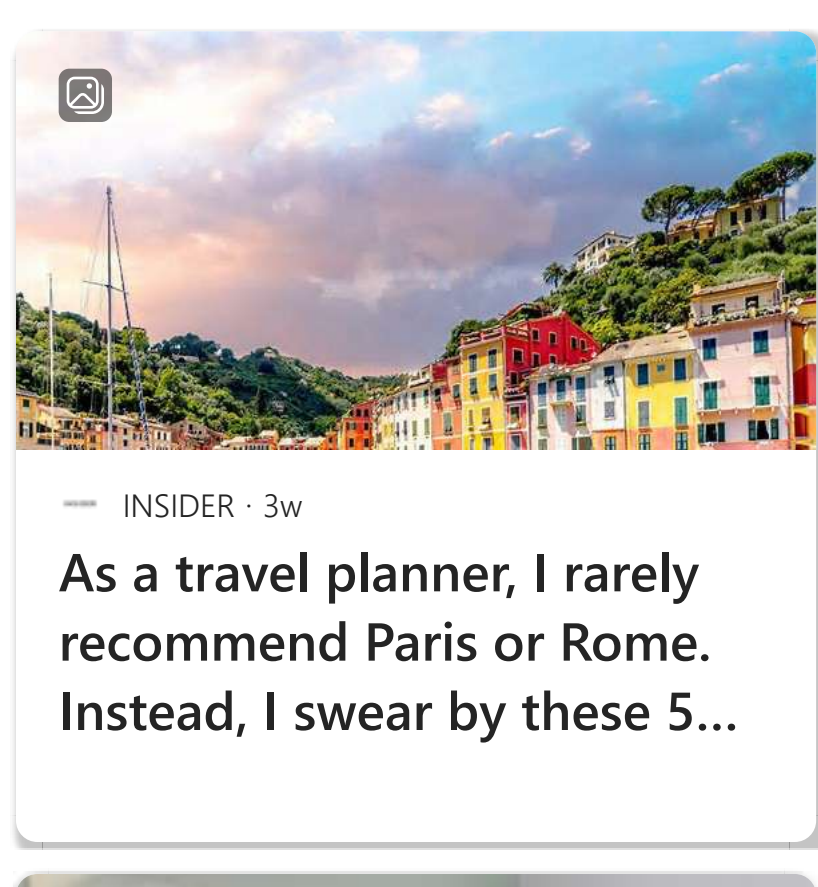


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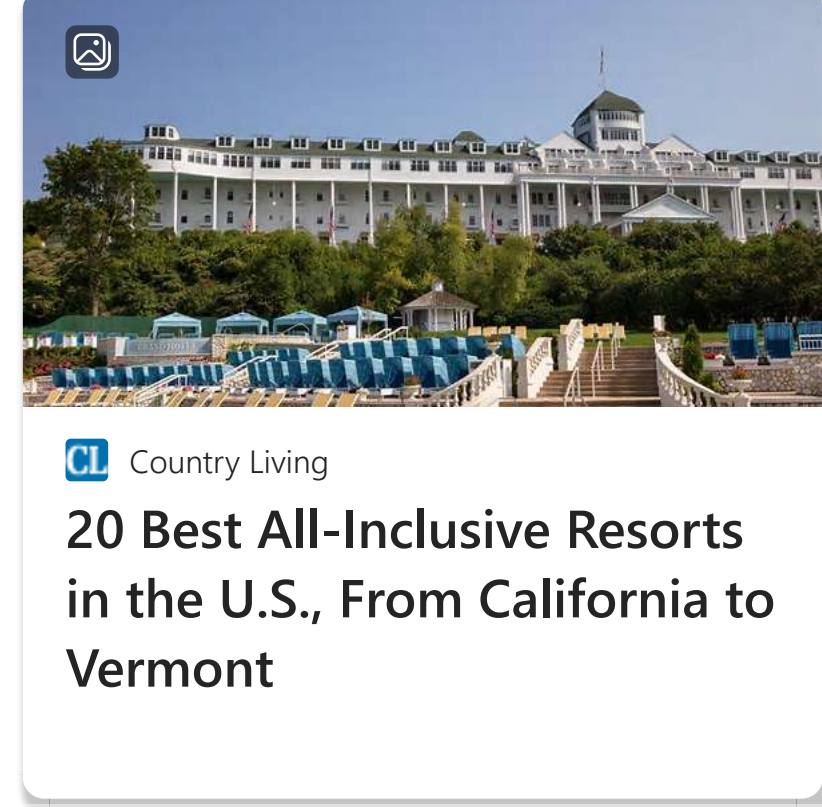
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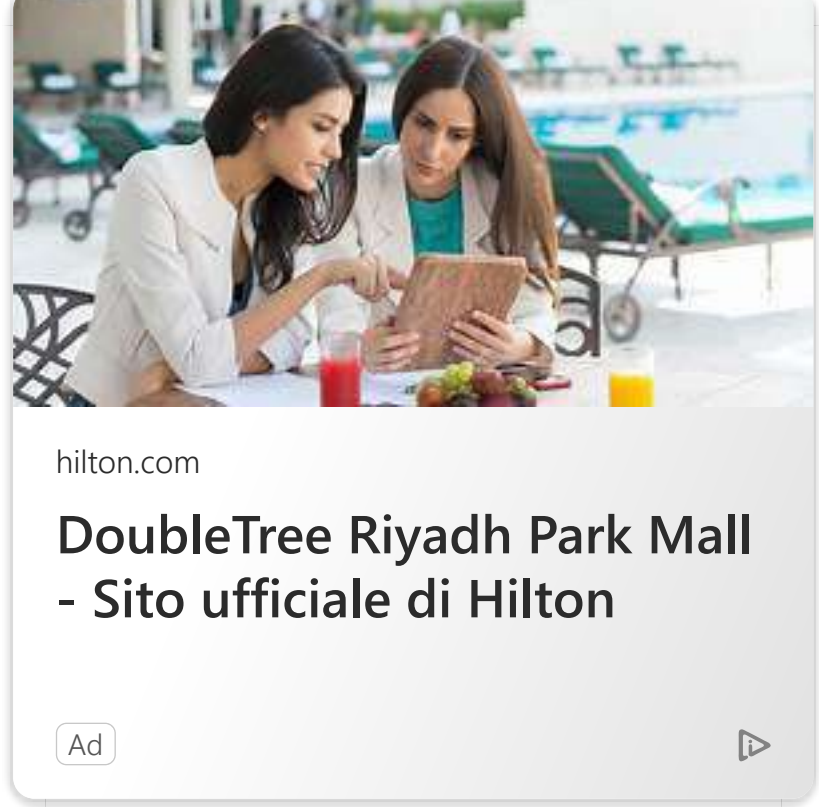
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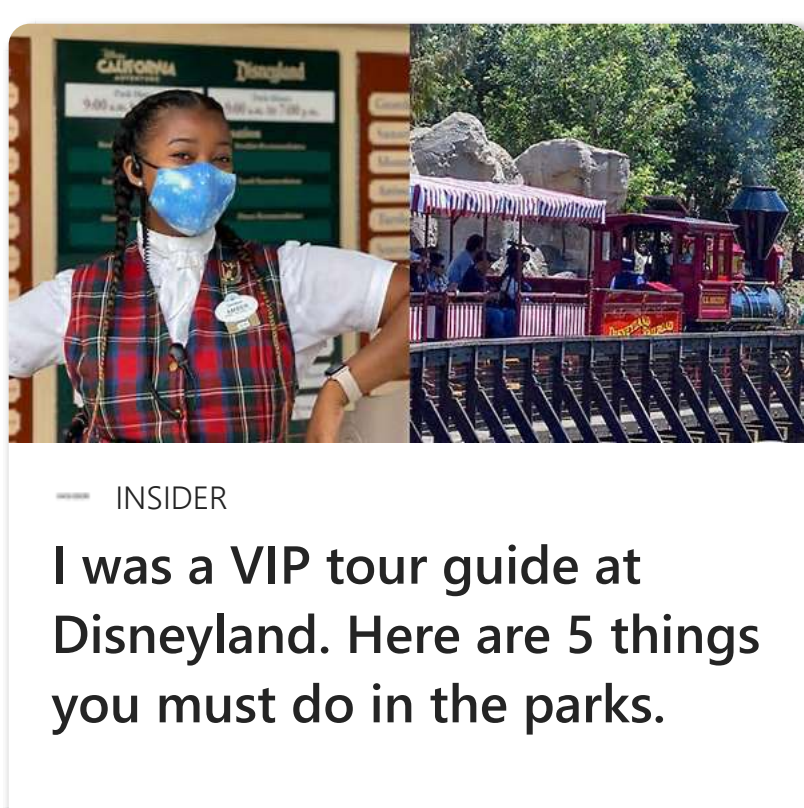
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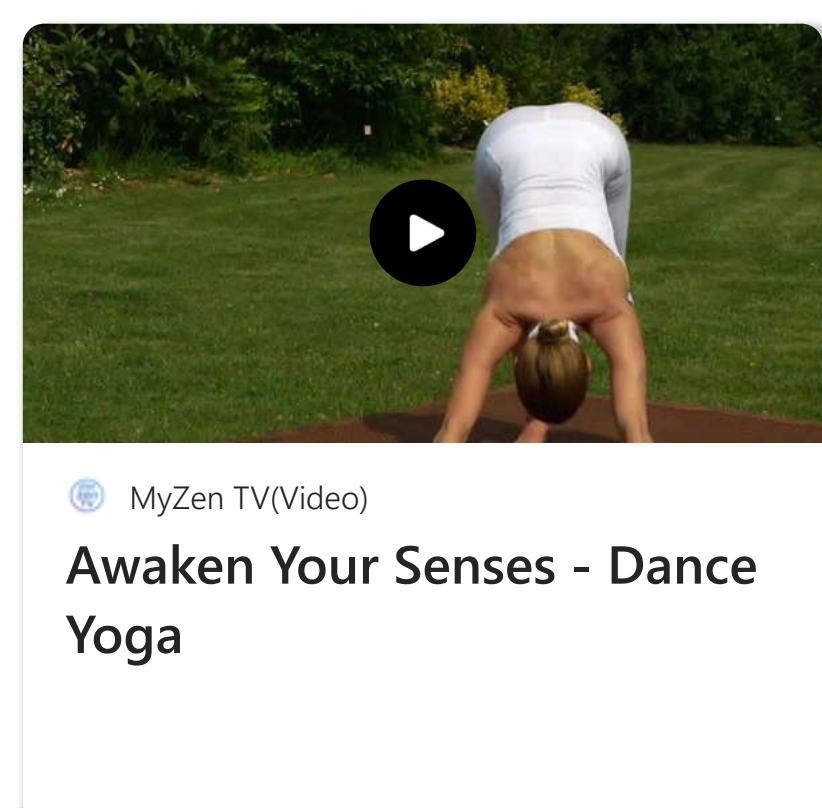
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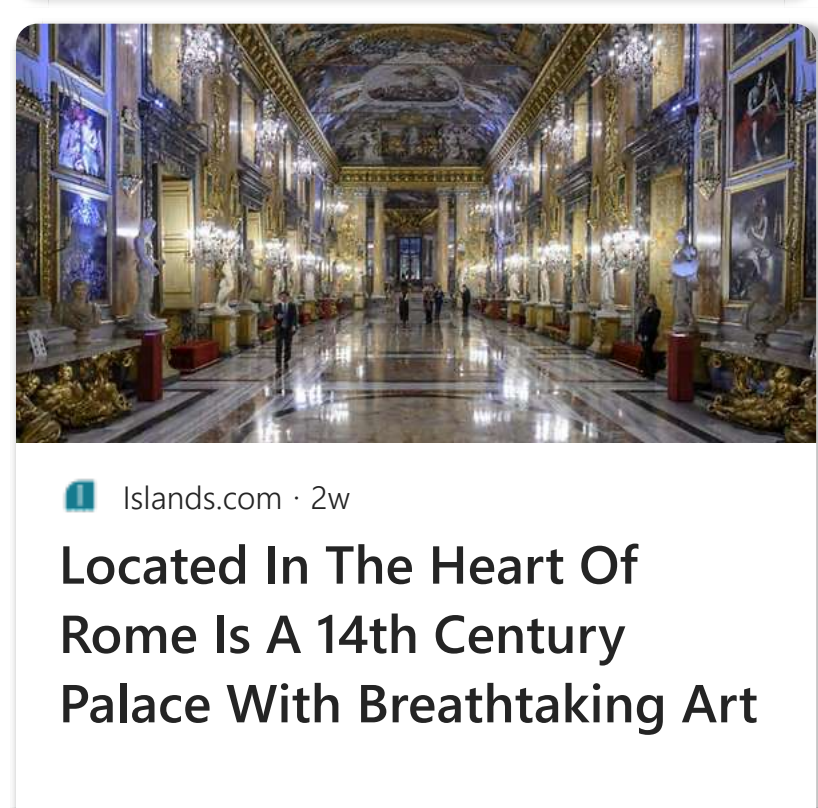
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## These 12 Top-Rated Florence Hotels Have Us Brushing Up on Our Italian

Story by Stacia Datskovska • 1mo



©Mattia Aquila

Call it **Florence**, call it Firenze, call it the home base of *bistecca alla fiorentina*. Either way, the capital city of **Tuscany** is one of those places you can't miss seeing before leaving this good, fine Earth. Here, we've rounded up 12 hotel choices in Florence that will save you some worries and satisfy even the pickiest of **world travelers**. Christine Andraus—founder of **Partenza Travel** and certified travel adviser at the luxury travel consortium **Virtuoso**—sums it up best. "Some people are very dedicated to the Four Seasons, some want to be **super**—and then some want to be able to go somewhere where they know your drink order and the drink is waiting for you at a table when you get back from touring all day." With the picks below, you're covered. Cue the spritz- and gelato-powered adventures!

Picking a hotel in Florence, after all, requires handling a lot of moving parts and making a lot of executive decisions. As far as location goes, do you want to be in the center of it all—mere feet (sorry, meters) away from the Uffizi Galleries and all their resplendent glory—or else savor the outskirts of the city, rolling hills and all? When choosing the type of hotel, do you go with something **ultramodern** or one steeped in tradition? With a **Michelin**-starred restaurant inside or simply a trendy, subterranean **bar** for all your nightcap needs?

If you're stressed out already, do what the Italians would do (hint: They would not get stressed). Here, we've rounded up 12 hotel choices in Florence that will save you some worries and satisfy even the pickiest of **world travelers**. Christine Andraus—founder of **Partenza Travel** and certified travel adviser at the luxury travel consortium **Virtuoso**—sums it up best. "Some people are very dedicated to the Four Seasons, some want to be **super**—and then some want to be able to go somewhere where they know your drink order and the drink is waiting for you at a table when you get back from touring all day." With the picks below, you're covered. Cue the spritz- and gelato-powered adventures!

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# Art and Tourism Combine in New Bettoja Hotels Innovative Program

Tourists visiting Bettoja Hotels in Rome will get an experience like none other.

[Kenneth Teape](#) | Oct 23, 2024



Art on display at Hotel Mediterraneo in lobby. / Mandatory Credit - courtesy of Virginia Bettoja

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Left to right Stephane Verger (Dir of the Roman National Museum), Tracy Roberts (VP of Loveltaly), Maurizio Bettoja, President of Bettoja Hotels. / Mandatory Credit - courtesy of Bettoja Hotels

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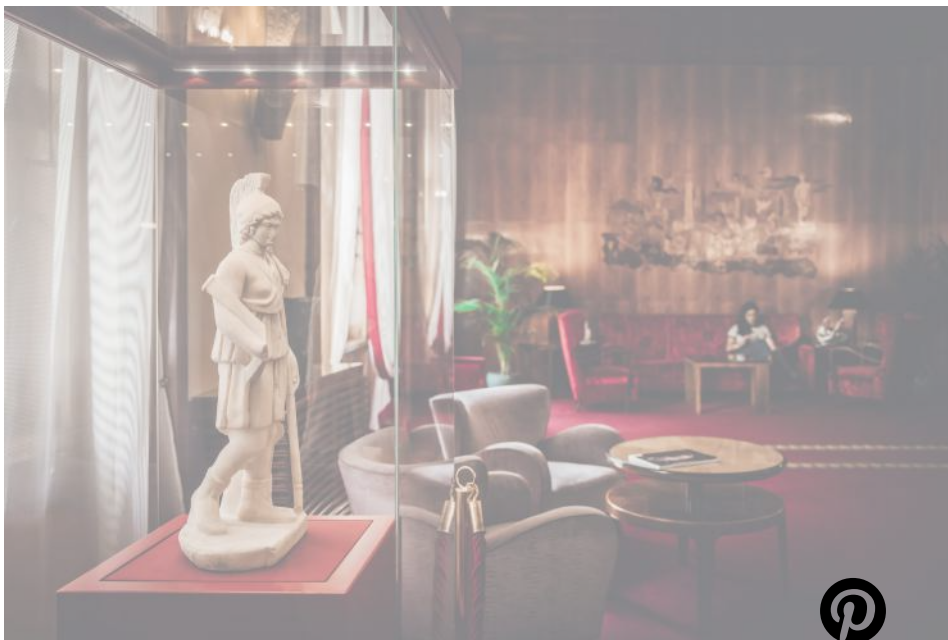


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# ‘Art Out Of The Museum’: Bettoja Hotels Supports Italian Cultural Heritage

On **Oct 25, 2024**

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*[Image courtesy of Virginia Bettoja]*

Bettoja Hotels has created memorable stays in Rome for almost a century and a half. Now, the hotel group is participating in an exciting new initiative to help restore and display hidden pieces of Italy’s cultural



heritage. Bettoja Hotels is proud to be part of “Art Out of the Museum” (“Arte Fuori del Museo”), a program developed to bring unseen artwork into the public eye. Meanwhile, October 15, 2024, saw Bettoja Hotel’s flagship property, Hotel Mediterraneo, unveiled the first restored work in its lobby, as it launched the exciting new collaboration.

## Bettoja Hotels and ‘Art Out of the Museum’



*Stephane Verger, Director of the Roman National Museum, Tracy Roberts, VP of Loveltaly and Maurizio Bettoja, President Bettoja Hotels.  
[Image courtesy of Bettoja Hotels]*

While travel has returned in full force following the pandemic, museums around the world continue to lack the funding needed to operate, let alone restore work. “Art Out of the Museum” has marked the start of exciting partnerships between the hospitality industry and cultural institutions around the world.

Rome-based Bettoja Hotels has signed a memorandum of understanding with the non-profit association Loveltaly, the General Directorate of

Museums of the Italian Culture Ministry, and Federalberghi Lazio, Federation of Italian Hotels.

The pilot program with Bettoja Hotels seeks to be a model across Italy. Moreover, the plan is to connect artworks in need of restoration with nearby hotels, which can sponsor them and display them for a limited time.

Meanwhile, 90 percent of Italy's artistic heritage is in storage in state museums. This provides ample possibilities for hotels to create unique artistic experiences within their walls. Following the G7 Culture Ministers' Meeting on Culture in September held in Italy, the country leads the way in protecting and promoting cultural heritage more than ever. and the new initiative, "Art Outside the Museum," contributes to these goals.

## 'Valorization of forgotten art treasures'



*Left to right Maurizio Bettoja, Stéphane Verger, Tracy Roberts, Richard Hodges, Walter Pecoraro and Carlo Felici [Image courtesy of Bettoja Hotels]*

Dr. Giuseppe Roscioli, President of Federalberghi  
Roma, said of the initiative:

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*Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of 'forgotten' art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world.*

## About the statue

Bettoja Hotels' Hotel Mediterraneo officially inaugurated the first sponsored artwork by the family-run hotel group. Working in collaboration with the National Roman Museum, the hotel's lobby hosts a second-century AD marble statue of the goddess Roma, or Virtus, that will be displayed in the hotel for one year, housed in a glass-enclosed case.



*[Image courtesy of Virginia Bettoja]*

With its restoration financed by the hotel, the beautiful statue will stand in the public lobby for both guests and the general public to experience. Meanwhile, before the restoration, the statue was kept in the deposit of the National Roman Museum at the Baths. After its tenure at Hotel Mediterraneo, the statue will return to the museum and will have a new placement to be placed on display at the hotel.

Maurizio Bettoja, President of Bettoja Hotels, said:

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*The statue of the goddess Rome, from the repositories of the Roman Archaeological Museum, fits perfectly both artistically and conceptually into the Hotel Mediterraneo, one of Rome's most important rationalist buildings.*

*The interiors, rich in marble and mosaics, have a theme inspired by mythology and Romanity, with depictions of Ulysses and his journey, Prometheus, Neptune and Amphitrite, Polyphemus, and the great map of the Mediterranean, which the goddess Roma recalls and summarizes.*

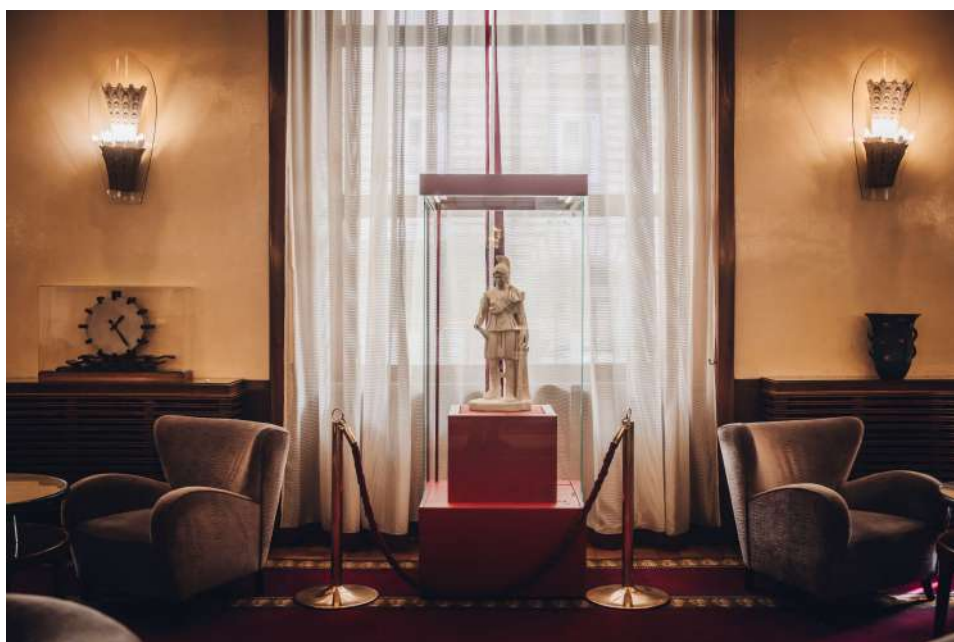
Due to the importance of the initiative to match geographically relevant artworks to participating hotels, the pilot program of the National Roman Museum of Palazzo Massimo is located a short, three-minute walk from Hotel Mediterraneo, itself a prime example of rationalist architecture with beautifully restored interiors

Moreover, the national Federalbergi, the leading organization in the tourism accommodation sector in Italy, supports the pilot project in Rome and Lazio, intending to extend it nationally. Federalberghi comprises more than 27,000 hotels in Italy and since

its establishment in 1899, has been promoting tourism with an emphasis on social goals and community service.

Following the new initiative at the Hotel Mediterraneo, the project will involve a further 10 museums in the Lazio region of Italy. Moreover, it will then extend to the national level in agreement with the national Federalberghi.

## **'Art Out of the Museum' An Innovative Strategy**



*[Image courtesy of Virginia Bettoja]*

Prof. Massimo Osanna, Director General of Museums, Ministry of Culture, said:



*The exploration and implementation of innovative strategies that make cultural heritage accessible to an increasingly wider public stand at the heart of the initiatives established in recent years by the General Directorate of Museums to enhance and promote the National Museum System and Italy's cultural heritage.*

*The rediscovery of works of art preserved in museum storage, through restoration and installation in unusual public spaces, such as those made available by large hotels, is a significant result that demonstrates the capacity for collaboration between regional institutions, whether public or private.*

*Such efforts not only increase the enjoyment of the works by the public but additionally promote the diffusion of culture and artistic education in the community.*

The Art Out of the Museum initiative is important now as the American Alliance of Museums confirms that travelers from the US are visiting museums as much as they did in 2019. By bringing art directly to hotels the initiative provides a fresh touch-point for visitors to experience art and be inspired to visit a local collection.

“This wonderful collaboration today returns extraordinary treasures to the city and gives visitors from all over the world the opportunity to be fascinated by little-known Italian works of art,” Prof. Richard Hodges, President of Loveltaly, said. “Now, thanks to this partnership with Loveltaly, a non-profit association dedicated to enhancing Italy’s cultural heritage, these treasures will win over a new generation of admirers.”

## About Bettoja Hotels



*View from the roof terrace [Image courtesy of Hotel Mediterraneo of Bettoja Hotels]*

Located in the heart of Rome, surrounded by the famous artistic and cultural wonders of the Eternal City, Bettoja Hotels is a family-run hotel group born from the passion of the Bettoja family for hospitality since 1875. Readers can learn more from the hotel group’s website here.



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*Bettoja Hotel Mediterraneo*

## HOSPITALITY

### **New initiative by Bettoja Hotels forges exciting collaboration between hospitality industry and cultural institutions.**

ROME, ITALY – After nearly a century and a half of creating memorable stays in Rome, **Bettoja Hotels** is participating in a new initiative to help restore and display hidden pieces of Italy's cultural heritage. Bettoja Hotels is proud to be part of "Art Out of the Museum" ("Arte Fuori del Museo"), a program developed to bring unseen artwork into the public eye. On October 15, 2024, Bettoja Hotels' flagship property Hotel Mediterraneo unveiled the first restored work in its lobby to launch this exciting new collaboration.

While travel has rebounded post-pandemic, museum budgets worldwide continue to lack the funding needed to operate, let alone restore work. "Art Out of the Museum" sets the stage for exciting partnerships between the hospitality industry and cultural institutions around the world. Bettoja Hotels signed a memorandum of understanding with the non-profit association Loveltaly, the General Directorate of Museums of the Italian Culture Ministry, and Federalberghi Lazio, Federation of Italian hotels.

The pilot program with Bettoja Hotels seeks to be a model across Italy, connecting artworks in need of restoration with nearby hotels who can sponsor them and display them for a limited time. Currently, 90 percent of Italy's artistic heritage is held in storage of state museums, providing ample possibilities for hotels to create unique artistic experiences within their walls. Following the G7 Culture Ministers' Meeting on Culture in September held in Italy, the country is leading the way to protect and promote cultural heritage more than ever, and "Art Outside the Museum" contributes to these goals.

Dr. **Giuseppe Roscioli**, President of Federalberghi Roma, said: "Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of 'forgotten' art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world." On October 15th, Bettoja Hotels' **Hotel Mediterraneo**, officially inaugurated the first artwork sponsored by the family-run hotel group in collaboration with the National Roman Museum. A second century AD marble statue of the goddess Roma or Virtus will be displayed in the hotel for one year in a glass enclosed case. The property financed its restoration, and it will stand in the public lobby for both guests and the general public to experience. Prior to the restoration, the work was kept in the deposit of the National Roman Museum at the Baths. After its tenure at the hotel, the statue will return to the museum and a new placement will be put on display in the halls of Hotel Mediterraneo.

*"The statue of the goddess Rome, from the repositories of the Roman Archaeological Museum, fits perfectly both artistically and conceptually into the Hotel Mediterraneo, one of Rome's most important*

*rationalist buildings,” said **Maurizio Bettoja**, President of Bettoja Hotels. “The interiors, rich in marble and mosaics, have a theme inspired by mythology and Romanity, with depictions of Ulysses and his journey, Prometheus, Neptune and Amphitrite, Polyphemus, and the great map of the Mediterranean, which the goddess Roma recalls and summarizes.”*

There was a strong impetus in this initiative to match geographically relevant artworks to participating hotels. For this pilot program, the National Roman Museum of Palazzo Massimo is located a short three-minute walk from Hotel Mediterraneo, itself a prime example of rationalist architecture with beautifully restored interiors. The national Federalberghi, the leading organization in the tourism-accommodation sector in Italy, is supporting the pilot project in Rome and Lazio with the intention of extending it nationally. Federalberghi comprises over 27,000 hotels in Italy. Since its establishment in 1899, it has been promoting tourism with an emphasis on social goals and community service. Following the project with the Hotel Mediterraneo, the initiative will involve another ten museums and ten other hotels in Italy’s Lazio region, and then extend to the national level, in agreement with the national Federalberghi.

Prof. **Massimo Osanna**, Director General of Museums, Ministry of Culture, said: *“The exploration and implementation of innovative strategies that make cultural heritage accessible to an increasingly wider public stand at the heart of the initiatives established in recent years by the General Directorate of Museums to enhance and promote the National Museum System and Italy’s cultural heritage. The rediscovery of works of art preserved in museum storage, through restoration and installation in unusual public spaces, such as those made available by large hotels, is a significant result that demonstrates the capacity for collaboration between regional institutions, whether public or private. Such efforts not only increase the enjoyment of the works by the public, but additionally promote the diffusion of culture and artistic education in the community.”*

This initiative is important now as the **American Alliance of Museums** confirms that travelers from the U.S. are visiting museums as much as they did in 2019. Still, museum visitations worldwide continue to hover just around pre-pandemic levels. By bringing art directly to hotels, “Art Out of the Museum” provides a fresh touchpoint for visitors to experience art and be inspired to visit a local collection.

Prof. **Richard Hodges**, President of **Loveltaly**, said: *“This wonderful collaboration today returns extraordinary treasures to the city and gives visitors from all over the world the opportunity to be fascinated by little-known Italian works of art. Now, thanks to this partnership with Loveltaly, a non-profit association dedicated to enhancing Italy’s cultural heritage, these treasures will win over a new generation of admirers.”*

# Bettoja Hotels in Rome Announces New “Art Out of the Museum” Collaborative Initiative

Posted by [Tim Cotroneo](#) on Wednesday, October 23, 2024 · [Leave a Comment](#)



**ROME, Italy (October 23, 2024)** – After nearly a century and a half of creating memorable stays in Rome, [Bettoja Hotels](#) is participating in a new initiative to help restore and display hidden pieces of Italy’s cultural heritage. [Bettoja Hotels](#) is proud to be part of “[Art Out of the Museum](#)” (“[Arte Fuori del Museo](#)”), a program developed to bring unseen artwork into the public eye. On October 15, 2024,

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Bettoja Hotels' flagship property Hotel Mediterraneo unveiled the first restored work in its lobby to launch this exciting new collaboration.

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Dr. Giuseppe Roscioli, President of Federalberghi Roma, said: "Arte Fuori dal Museo is an example of how collaboration between the public and private sectors can lead to excellent results: the valorization of 'forgotten' art treasures corresponds to that of the hotels that will host them, celebrating a combination, art and tourism, which represents the true recognition of the Rome brand in the world."

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Bequia

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Bonaire

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Bora Bora

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Boston

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Botswana

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Brazil

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British Virgin Islands

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Cabo San Lucas

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California

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Canada

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Canary Islands

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Crete

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Croatia

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Curacao

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Denmark

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Ecuador

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England

will return to the museum and a new placement will be put on display in the halls of Hotel Mediterraneo.

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Isla Mujeres

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Italy

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Jamaica

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Japan

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Kauai

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Kentuck

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Kenya

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Key Largo

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# Weekend



## Lights, camera, action!

Behind the scenes at this year's  
Cork International Film Festival

*Plus*

Meet Ireland's animation heroes



Departure Lounge  
Inspiration for your next trip...

**A new Lapland adventure**

Just 60km from the Arctic Circle, Ruka is Sunway's new Lapland resort to travel to this year.

Visitors will enjoy a private meeting with Santa in his secret snow-covered pine forest, with his elf school and toy factory. Included in the package is complimentary thermal clothing, including snow suits, boots and cosy socks, gloves, and a hat. Snowmobiling, husky sledging, and reindeer rides are all included too. Return flights to Kuusamo from Dublin, two nights accommodation, meals, and all activities, from €1,519pp.

■ [sunway.ie](http://sunway.ie)



**New niche cruise destinations**

There's growing demand for more niche cruises, reaching areas inaccessible to bigger vessels. Swan Hellenic's new cultural expedition cruises has added 34 off-the-beaten-track destinations, many not reached even by other expedition cruise lines. From Hermanus in South Africa, Trancoso in Brazil (pictured), and Nosy Vao island in Madagascar to Niebla in Chile, they've even added Kinsale to their 2025 expedition itinerary.

■ [swanhellenic.com](http://swanhellenic.com)

**Deal of the week**

Those hoping to up their hosting game this Christmas will find inspiration at Glenlo Abbey where their Festive Foodie package includes a food experience in The Pullman Kitchen.

From November 8 to December 23 (Wednesday to Sunday stays only), guests will enjoy a 45-minute canapé demo, a chutney making lesson for your festive cheese board and a seasonal cake. Recipe cards, a jar of Christmas chutney and Glenlo Abbey apron are included with an overnight stay and breakfast for two. €339 per room for two.

■ [glenloabbey.ie](http://glenloabbey.ie)



**Burning rubber in Barcelona**

Formula 1 fans might be tempted by a trip to next year's Barcelona Grand Prix. Book a race package for May 30 to June 1, 2025, and enjoy four nights in Barcelona, a three-day general admission ticket (upgrades are available) and return flights. From €579 per person. Done Barcelona already? Cassidy Travel offers more Formula 1 packages and destinations throughout the F1 season.

■ [cassidytravel.ie](http://cassidytravel.ie)



**Roman history**

What's better than enjoying Rome's historical sights and museums?

How about sharing your accommodation with a great Italian artwork? Rome's Bettaja Hotels are participating in a new initiative to help restore and display hidden pieces of Italy's cultural heritage.

Introducing unseen artwork to the public, Art Out of the Museum has just launched at the Bettaja Hotels' flagship property, the four-star Hotel Mediterraneo where guests can enjoy the first restored work in its lobby.

■ [bettajahotels.it](http://bettajahotels.it)

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Bettoja's Hotel Mediterraneo

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