



OETKER COLLECTION

*Masterpiece Hotels*

**Oetker Collection partners with Reuben Brothers  
to open First Italian Masterpiece Hotel  
Hotel La Palma, Capri  
April 2022**



Capri's first hotel, built in 1822, is to be transformed by Oetker Collection and owners, Reuben Brothers, into an elegant and exclusive 50-room-and-suite property. Located mere steps from the famous *Piazzetta*, it will comprise a rooftop restaurant and bar, its own beach club, a newly built pool deck, a spa and high-fashion boutiques.

Hotel La Palma will be Oetker Collection's reimagined incarnation of Capri's original hotel that has long hosted a collective of notable artists, poets, writers and musicians from all over the world, and once again be at the epicentre of the social scene on the island.

**February 23, 2021** – Oetker Collection today announces the addition of **Hotel La Palma** in Capri, Italy, to the group's portfolio of Masterpiece Hotels, debuting in April 2022. Reimagining a Capri icon, the 50-key hotel in vibrant Capri Village will be a complete transformation of the original Hotel La Palma that dates back to 1822 – the first and oldest hotel on the island. In line with Oetker Collection's mission to create meaningful connections in endearing places, the brand's first Italian property is set bring to life the island's iconic *dolce vita* lifestyle. The hotel is owned by Reuben Brothers, marking the latest landmark procurement in their pipeline of investments and developments in Europe. The Reubens Brothers' acquisition also includes the legendary *La Taverna Anema e Core* nightclub, a famous nightspot frequented by celebrities, located in the same premises.

### **SET THE SCENE**

Hotel La Palma will celebrate the timeless and warm hospitality for which Oetker Collection is loved. The property has been conceived as a unique, elegant Mediterranean retreat on the fabled Italian island for the modern traveller. The original hotel on Capri will once more become the chicest address on the island for people who want to see and be seen. During its renovation, the room count of the hotel is being drastically decreased, from 80 to 50 rooms – including 18 suites – each complete with its own private balcony or terrace. The property's interiors are currently being transformed by two acclaimed architects: led by Rome-based **Francesco Delogu** of **Delogu Architects** for the rooms and lobby, and New York-based **Tihany Design**, one of the world's preeminent hospitality design firms, led by **Adam Tihany and Alessia Genova**, for the restaurant, pool, spa, and beach club."



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Located in the beating heart of Capri, just around the corner from the famous Piazza Umberto I – well-known as the ‘Piazzetta’ – Hotel La Palma is perfectly positioned for guests to visit some of the most notable sites of Capri: I Giardini di Augusto, Via Krupp, La Certosa and the iconic Faraglioni. Another of the island’s best-known, must-visit natural sites in easy reach from the hotel is the ‘Grotta Azzurra’ – the Blue Grotto – a dark cavern where the sea glows electric blue, the result of sunlight passing through an underwater cave.

### **A FEAST FOR THE SENSES**

In true Italian fashion, Hotel La Palma will be a gourmand’s delight, with Gennaro’s restaurant, bar and terrace, under the culinary direction of **Chef Gennaro Esposito**. Esposito is a true name in the region, having run his own two-Michelin Star restaurant, Torre del Saracino, for the last 23 years. A simple, stylish step back in time to the Capri of the 1950s, Gennaro’s will embrace the timeless romance of the island, serving unpretentious, authentic Italian cuisine. A contemporary, vibrant place that shuns formality and celebrates the spirit and cuisine of Capri, Gennaro’s will also benefit from being right next door to the great *Taverna Anema e Core*. Another highlight will be Bianca, a glamorous, newly created rooftop restaurant and bar open ’til late with spectacular views over the sea and Capri Village. Bianca, also under the culinary direction of Chef Gennaro Esposito, will become the island’s chicest hangout, transporting guests to another time and place. In addition, Hotel La Palma will offer a brand-new pool deck, complete with an elegant pool bar which pays homage to the ‘classic Capri’ of the golden age.

### **TO THE BEACH**

A short drive to Capri’s southern coast, guests will discover Hotel La Palma’s elegant, yet buzzing La Palma Beach Club in the Marina Piccola, home to the island’s most famous beaches and restaurants. This will be the place where fabulous people come and go, to watch sun-drenched days flow into glittering twilight evenings. Open to non-hotel guests, visitors will come from yachts and neighbouring hotels as La Palma Beach Club becomes the meeting place of choice on the island for long, lazy lunches created by Gennaro Esposito and sunset cocktails. By day, it will be a playground for the great and the good and by night, home to carefree indulgence and the place to rendezvous and soak in Capri’s animated social scene. Back at the hotel meanwhile, there will be an indulgent spa which will offer three treatment rooms, including one double treatment suite, a sauna, steam bath and ice shower, relaxation space and fitness centre. The hotel will also offer three boutiques.

### **THE ICONIC ITALIAN ISLAND**

Effortlessly laidback and a synonym for enduring elegance, Capri is an island in Italy’s Bay of Naples off the Sorrento Peninsula, famed for its rugged landscape, iconic restaurants, excellent shopping and glamorous visitors from the literati, dignitaries, royalty and A-list celebrities. Accessed exclusively via boat, yacht or helicopter from the mainland, Capri has remained a popular tourist destination since the 1950s; a sun-soaked playground for the contemporary jet set that captures the quintessential spirit of the Mediterranean in Italy’s Campania region.

### **HISTORY & HERITAGE**

Since 1822, Hotel La Palma – formerly known as Locanda Pagano – is the oldest hotel on Capri. The original owner, notary Giuseppe Pagano, hosted travellers in his villa for the pleasure of long conversations and often, his guests were artists, poets, writers, architects, painters and musicians, all who showed their gratitude by painting the walls, writing poems, singing and playing in what was dubbed the ‘Artists’ Hotel.’ A collective of creatives began to gather from all over the world who were inspired by the genius loci, charmed by the



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smooth, familiar atmosphere of this eccentric hotel. When Hotel La Palma reopens in April 2022, guests will once again receive the same warm Italian welcome.

Timo Gruenert, CEO of Oetker Collection, commented: “I simply cannot think of anything more exciting than the outlook of opening a true masterpiece hotel in one of the most beautiful and glamorous destinations in the world, the island of Capri. It will be an homage to La Dolce Vita and the legacy of this legendary location – the first hotel in Capri – while reinventing Hotel La Palma to once again be at the epicentre of the island’s vibrant social scene. And as with all our masterpiece hotels, we are truly committed to creating a sense of timeless hospitality, deeply rooted in family spirit and genuine kindness.”

Jamie Reuben of Reuben Brothers added: “We are thrilled that Hotel La Palma will be joining the prestigious Oetker Collection portfolio of hotels; a group that has, for so long, upheld the very highest standards in refined hospitality. When we acquired the property we saw its potential to become a truly world-class hotel, a vision shared by Oetker Collection. We have no doubt that Hotel La Palma will be right at home next to some of the world’s most legendary hotels and part of this glittering hotel brand, and similarly that Oetker Collection will breathe new life into this history-steeped Italian icon.”

### **HOW TO GET THERE:**

Capri can be accessed by air or by sea. The closest airport is Naples International Airport, located approximately 10 km from the city’s port. There is also a heliport in Anacapri and other airports include Ravello (20 minutes) and Rome (70 minutes). In addition, the island can be reached by ferry or hydrofoil in 25 minutes from Sorrento or Positano, in 50 minutes from Naples, and in one hour from Amalfi.

### **ABOUT OETKER COLLECTION**

Oetker Collection is an exceptional portfolio of Masterpiece Hotels, Estates and Villas in Europe, the UK, Brazil and the Caribbean. Located in the world’s most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection’s mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-Eden-Roc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough London, L’Apogée Courchevel, Eden Rock-St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva and more than 150 private villas and estates around the globe.

### **ABOUT REUBEN BROTHERS**

Reuben Brothers is a leader in private equity, real estate investment and development, and debt financing. Its investments include data centres, racecourses, hotels and pubs, aerodromes, media and data centres. Reuben Brothers resource heritage is today represented through energy investments, shipping, metal warehousing and mining. The company’s real estate holdings are significant in scale and broadly diversified, encompassing office, retail, hotel, residential and infrastructure properties across the world. Reuben Brothers’ philanthropic arm, the Reuben Foundation, was formed in 2002 and makes essential contributions to the advancement of healthcare and education worldwide. For further information on the Reuben Foundation please visit [reubenfoundation.com](http://reubenfoundation.com).



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**For press inquiries:**

**Anne Benichou**

Head of Global Communications  
anne.benichou@oetkercollection.com  
+33 (1) 53 43 41 41  
oetkercollection.com

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