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HOTEL LA PALMA, AN ITALIAN MASTERPIECE ON THE ISLE OF CAPRI

Hotel La Palma is set to bring to life Capri's iconic luxurious lifestyle, while it aims to once again be the epicentre of the social scene on the island.

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By Corina Tan

The Isle of Capri, Italy is located on the south side of the Gulf of Naples in the Campania region of Italy. The island is famous for many reasons including its natural beauty, delicious cuisine and world-class shopping. Many celebrity yachts are anchored in the main Marina Grande where it has been a star-studded destination since the heady dolce vita days when stars like Jacqueline Kennedy Onassis, Elizabeth Taylor and Sophia Loren

first put the island on the jet-set map. Still, today, for a slice of luxury and beautiful outdoor adventures, Capri remains a place to see and be seen.



The Isle of Capri. Image from Oetkercollection.com

Capri’s first hotel built in 1822, has been acquired by the Oetker Collection and set to reopen in 2022. The Hotel La Palma will be transformed by owners – the Reuben Brothers, into an elegant and exclusive property located mere steps from the Piazzetta. The hotel will be a reimagined reincarnation of Capri’s original hotel, Locanda Pagano. The owner, Giuseppe Pagano, was known to host notable artists, poets, writers, architects, painters and musicians from all over the world. These creative and artistic guests showed their gratitude by painting the walls, writing poems, singing and showcasing their musical talents in this “Artists’ Hotel” back then.



Hotel La Palma guest room. Image from Oetkercollection.com

Hotel La Palma will be Oetker's first Italian property set to bring to life Capri's iconic luxurious lifestyle, while it aims to once again be the epicentre of the social scene on the island. The exclusive 50 room and suite property will include a rooftop restaurant and bar, a beach club, a newly built pool deck, a spa and high fashion boutiques. Each of the 50 rooms including 18 suites, offer its own private balcony or terrace overlooking the vast landscape of the island. The interior of the hotel is being transformed by acclaimed architects Francesco Delogu from Rome and Francis Sultana from London. Delogu will be redesigning the rooms and public areas, while Sultana oversees the restaurants, pool, spa and beach-club. Meanwhile, the indulgent Hotel La Palma Spa will have a double treatment suite, a sauna, a steam bath and ice shower, plus a fitness centre and a space for relaxation.



Hotel La Palma room terrace. Image from Oetkercollection.com

The Gennaro restaurant, bar and terrace's ambience is a simple and stylish step back in time, where guests can embrace the timeless romance of the island. With a contemporary and vibrant vibe, Gennaro serves unpretentious, authentic Italian cuisine under the direction of Michelin star Chef Gennaro Esposito. The restaurant also benefits from being right next door to one of the island's most famous night spots, *Taverna Anema e Core*.

Bianca, is the hotel's glamorous newly created rooftop restaurant and bar that opens till late with spectacular views overlooking the sea and Capri village. Being under the direction of Chef Gennaro Esposito as well, the hotel aims to make Bianca one of the island's chicest hangout. Together with a brand new pool deck and elegant pool bar, they pay tribute to the classic Capri of the golden era.



Hotel La Palma lobby. Image from Oetkercollection.com

Last but certainly not least, the La Palma Beach Club located a short drive away towards the southern coast, promises a buzzing and elegant ambience where fabulous people come and go. Set within the Marina Piccola, the island's most famous beaches and restaurants also welcome visitors from yachts and neighbouring hotels, aiming to become the meeting place of choice to indulge in long lazy lunches, evening cocktails, watch sunsets and rendezvous while soaking in Capri's animated social scene.

Set in such a charming location amidst a backdrop of timeless design, the Hotel La Palma in Capri is sure to be a bucket list must-see come Spring 2022.