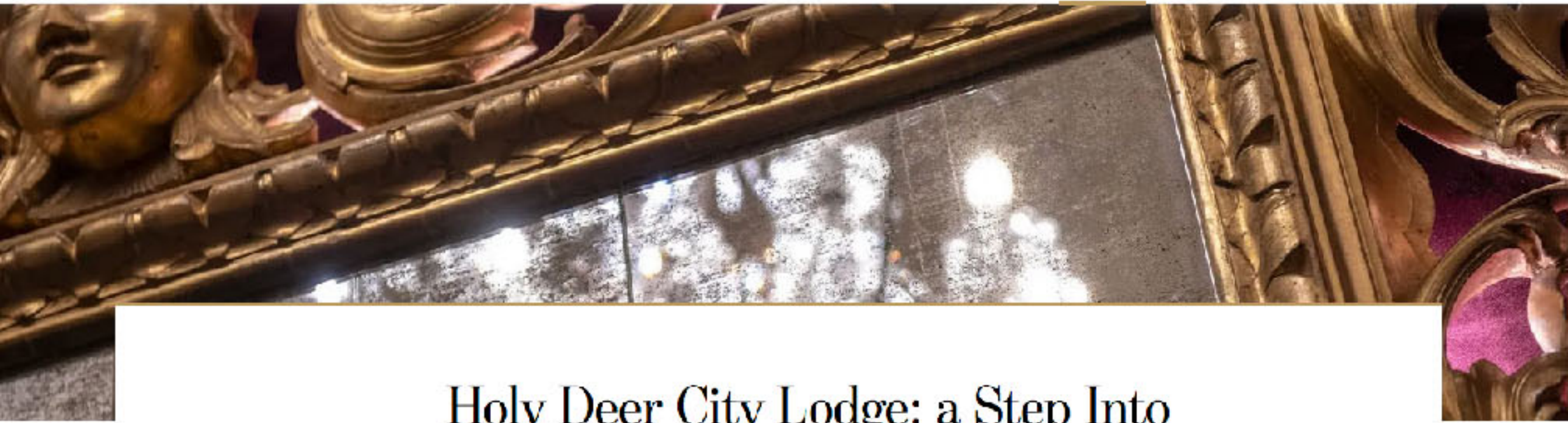
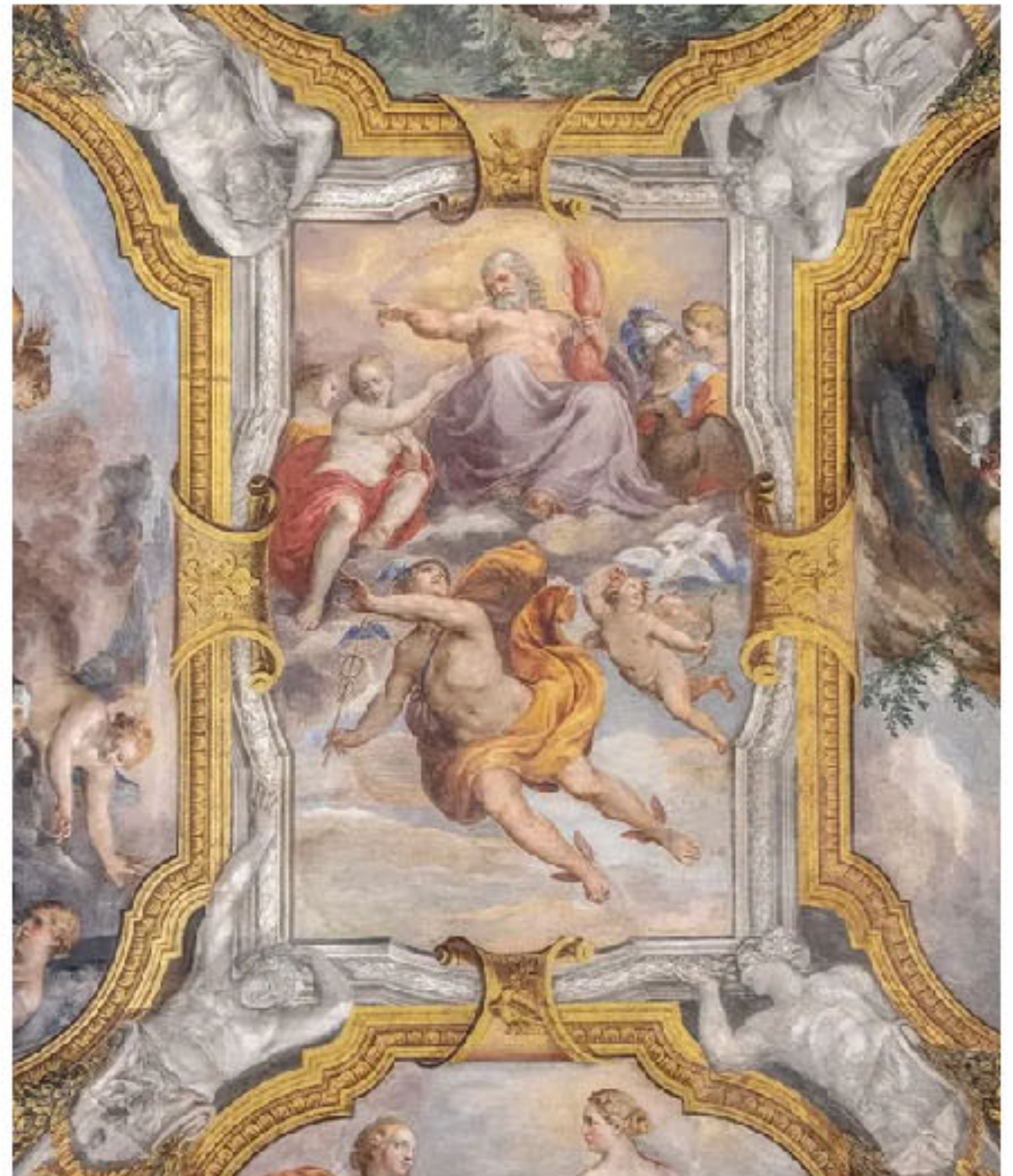




Holy Deer City Lodge: a Step Into Baroque Roman History

Set in a context of monumental classicism, carved in the history of marble, the Holy Deer San Lorenzo City Lodge is a timeless place. Explore this elegant city retreat inside the majestic Palazzo Pamphili and feel the essence of the Eternal City.



The **Holy Deer San Lorenzo City Lodge** is one of Rome's most singular places to stay. Located in a 17th Century baroque apartment inside Palazzo Pamphilj, this magnificent lodge has a curious history: formerly the residence of Pope Innocent X, the apartment is the outcome of Girolamo Rainaldi and Francesco Borromini's work. The architects are two of the foremost baroque artists of the time and designed this place as a real work of art. A genuine feast for all senses, with an unparalleled level of craftsmanship, the apartment overlooks the iconic Piazza Navona, and the guest can enjoy a privileged view of the grand palaces, statues and fountains designed by the greatest creative geniuses of the day.

Anyone who looks up at the monumental façade can't help but be taken aback by the splendor of this architectural masterpiece. To cross the majestic marble-sculpted portal of Palazzo Pamphilj is just like unveiling the opulence of the past, in a perfect marriage of romance and luxury.



The owners Giorgia and Stefano Barbini, decided to renovate the space in 2017. Previously working in the fashion business, they already were fluent in Italian good taste and expert design and the Holy Deer is the third hospitality project that the couple has worked on. The first one was the **White Deer** (a mountain lodge), followed by the Blue Deer (a custom-built catamaran).

Giorgia and Stefano completely refurbished the historical residence, commissioning local artisans from across the country to create a spectacular atmosphere, imbued with Italian style and flair. The aim is to offer an authentic and once-in-a-lifetime experience, welcoming only one guest at a time and representing luxury in a genuine and completely exclusive way, with a tailor-made approach.



As a baroque Wunderkammer, the lodge is full of iconic objects and curiosities: from roses of the Libyan desert to ancient travel books, from a first edition of Pinocchio and an Atlas dating back to the 18th century, to a self-playing piano connected with that of Elton John. Everything in the apartment has been thought to create an incredibly unique experience.

To reach the house the guest will climb the beautiful cobblestone spiral, designed by Borromini to be large enough that the Pope could reach it on his donkey. Once in the lodge, a compelling dialogue between past and present gloriously appears. Marble and brocade are perfectly mixed with modern furnishings in the tones of gold, pewter and crimson. The floors in Etruscan cotto perfectly balance the spectacular frescoed ceilings and precious materials have been used to handcraft all the unique pieces in the apartment, such as the two beautiful 18th century fireplaces. Almost every detail has a backstory.



The spearhead of Holy Deer City Lodge is, no doubt, the Pope's Room. Here Pope Innocent X slept for many years: a glorious high-ceilinged bedroom, completely decorated with luxury details, starting with the majestic frescoes by Francesco Allegrini, representing Dido and Aeneas. One of the great characters of the room is the marvelous bed plinth, handcrafted in bronze to depict the texture of wood, using a reverse casting technique.

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This is the new Renaissance of Rome, it's a place that pays homage to ancient techniques. You can't rival them. The make, the quality – they are timeless!



Walking around the streets of Rome make you feel like you are crossing an open-air museum. The same spirit is jealously guarded by the Holy Deer: here the walls could speak, they tell us of a time long gone and make the history palpable. To personally discover this place everyone is invited to follow the proverb that says: “All the roads lead to Rome” and here the guest will feel right in the historical heart of the city.

