

Imàgo

A new name and style for Hassler Hotel's (Rome) panoramic restaurant

Hassler Hotel, one of the most famous hotels in Rome, entrusted FutureBrand with the assignment of naming and creating an exclusive brand image for their new panoramic restaurant in the Trinità dei Monti.

The name Imàgo – from Latin word image – suggests the idea of a vision, dream, apparition, memory or even a story. From the roof of Hassler Hotel, the view facing Rome – appropriately known as the eternal city – appears like dream leading into a realm of fairytale. The Imàgo name was selected to describe the Hassler restaurant philosophy: a place where sight and taste come together to provide a unique experience.

Imàgo's new style was conceived in the context of the exclusive panorama that only its location could offer. Across from the entrance, guests enjoy a spectacular vista onto the ancient city, which is multiplied by mirror-tables that reflect the view. A tiny window into the pastry corner reveals the kitchen's neatness and discloses a portion of the Villa Borghese gardens. Placed on the highest point of Rome's historical centre, Imàgo is an exclusive and unmatched place boasting one of the most beautiful sights in the world. It now has a name and style to match the authority of its location. The panoramic view stretches from Piazza di Spagna to Saint Peter's church, from the Pantheon to the Coliseum, and from Altare della Patria to Rome's magnificent palaces and churches.

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