

christening new 5 star hotel

Mirek Topolánek, Prime Minister of the Czech Republic and the Hon. Sir Rocco Forte, The Rocco Forte Collection

The Rocco Forte Collection announced that its Prague property is to be named The Augustine. The plaquette with its name was unveiled by Mirek Topolánek, Prime Minister of the Czech Republic in a naming ceremony on the 6th of October in front of many invited distinguished guests.

The Augustine

From left: The Hon. Sir Rocco Forte, The Rocco Forte Collection, Mirek Topolánek, Prime Minister of the Czech Republic and Thomas Smit, President, Waldeck Capital and H.E. Linda Duffield, Ambassador of the United Kingdom



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From left: Jan Grozdanovič Lib., Legag, Advocate, Mrs. Jo Weaver, Managing Director, JWA Prague and H.E. Linda Duffield, Ambassador of the United Kingdom



Dr. Nino Altomonte, Torino-Praga Invest and Giorgio Bonelli, Owner, Alchemist Grand Hotel and Spa



Ing. Arch. Martin Kotik, head architect, Omicron-K



Thomas Smit, President, Waldeck Capital with wife Dagmar Smit, Man. Dir. SC Master s.r.o., and Britania Financial s.r.o.



From left: Martin Eisner, General Manager, Hotel Operations and New Openings, The Rocco Forte Collection, Mrs. Cecely Holliday, PA to Sir Rocco Forte, The Rocco Forte Collection and Thies Sponholz, General Manager, Hotel de Rome Berlin, The Rocco Forte Collection

SIR ROCCO FORTE, MA, FCA

Sir Rocco Forte is Chairman and Chief Executive of The Rocco Forte Collection, the luxury hotel company that he founded in 1996. The aim of the company is to create a Collection of luxury hotels in key European destinations. Each of the hotels has its own personality, reflecting its location and nationality. As members of The Rocco Forte Collection, they share a high priority for stylish design and attention to detail, exemplary levels of service delivery and the latest technology. All have exercise facilities and several of them have sizeable spas and health clubs. The restaurants within the hotels have their own identity and serve food of the highest standard to both guests and local residents. To date, The Rocco Forte Collection includes Hotel Amigo in Brussels; Hotel Astoria in St. Petersburg; The Balmoral in Edinburgh; Brown's Hotel in London; Hotel de Russie in Rome; The Lowry Hotel in Manchester; Hotel Savoy in Florence; Villa Kennedy in Frankfurt; Hotel de Rome in Berlin; Le Richemond in Geneva and The Charles Hotel in Munich. Sir Rocco was knighted in December 1994 for services to the UK tourism industry and received the highest Italian accolade, the Gran Croce dell'Ordine al Merito della Repubblica Italiana, for his entrepreneurial merits and strong links with Italy in March 2005. He was President of the British Hospitality Association (the main trade body for the UK hotel and catering industry) from 1991 to 1996. He was also a member of the Executive Committee of the World Travel & Tourism Council and chaired the appeals to send the English teams to the Commonwealth Games for many years. He is currently Principal Patron of the charity Hospitality Action.

THE ROCCO FORTE COLLECTION NAMES PRAGUE HOTEL "THE AUGUSTINE"

The 101-room hotel, due to open in early summer 2008, is being created from a complex of five historic buildings, the largest and most important being the 13th century Augustinian St Thomas's Monastery, after which the hotel is named. The 101 bedrooms of the five-storey hotel will consist of 81 double or twin rooms and 20 suites, all of which will enjoy stunning views over the courtyards, the monastery chapel and the city's main cathedral on the nearby hill. All of the rooms will be generously proportioned (measuring an average of 40 sq m), with the majority having 5-piece bathrooms including a walk-in shower. The suites will include an impressive 150sqm Presidential Suite and one Tower Suite consisting of three floors, one for the lobby and living space, another for the bathroom and the top floor for the bedroom, with panoramic views across the rooftops of Prague.



From left: Mirek Topolánek, Prime Minister of the Czech Republic, The Hon. Sir Rocco Forte, The Rocco Forte Collection and H.E. Linda Duffield, Ambassador of the United Kingdom, unveiling the plaque with the new name - The Augustine