Each art'otel is a masterpiece, brought to life by a renowned Signature Artist. Introducing the acclaimed Pietro Ruffo, named Italy's Artist of the Year 2024 and the selected Signature Artist of art'otel Rome Via Veneto. From layered paintings, to stone, textiles, installations and tiles, the hotel presents the largest permanent collection of Ruffo's work to date.

For art'otel, Ruffo has curated a collection inspired by Rome's layered history; as he explains "unfolding stories of the different historical layers that have built Rome past and future, creating a meeting of nature, people, and stars on every surface and around every corner".

The immersive artworks take guests on a journey across different historical periods, territories and landscapes. From the millennia of years ago submerged by the sea, to covered by tropical vegetation, with the first civilization, followed by the construction of imperial Rome, and then layer by layer, the Renaissance up to the present day. What fascinates Pietro Ruffo most about contemporary Rome, is the spectacular antagonism between a powerful nature and architecture that has been trying to tame it for centuries. The art'otel collection is a true spectacle for the senses.

Signature Artist Pietro Ruffo

Pietro Ruffo (Rome, 1978) graduated in architecture from the University of Roma Tre. He won the Cairo Prize in 2009 and the New York Prize in 2010 and he received a research scholarship from the Italian Academy for Advanced Studies at Columbia University. In 2024, Ruffo was named Italy's Artist of the Year by Inside Art Magazine.

For Ruffo, drawing and carving are instruments of research that analyse historical and contemporary dynamics, giving shape to installations that take on environmental dimensions. His signature artworks often blend natural landscapes and human forms, geographical maps and constellations, geometries and traces of writing. The result is a stratified work with multiple visual and semantic layers that investigates the great themes of universal history. In recent years he has collaborated with major fashion houses including Dior and Valentino, his work is on display at the Vatican Apostolic Library and he's exhibited at major international museums and institutions including: Palazzo Esposizioni, Roma; Biennale di Venezia, Italy; Musei Vaticani, Vatican City; Museu de Arte Contemporânea de la Universidad de São Paulo, Brazil; Galleria Borghese, Italy; Zhejiang Art Museum (ZAM), Hangzhou City, China; IA&A AT HILLYER, Washington DC, USA; and much more.

Discover a cultural hub in the heart of Rome

art'beat - an ever-evolving line up of events, workshops and activities celebrating the arts, culture, wellness, food, drink and lifestyle.

Meet local makers, take a class, tour our collection or add to your own. The art'otel Art Gallery and art'beat cultural programme is the beating heart of our hotels. Join us for a constant rotation of exciting exhibitions, artist in residence opportunities, workshops, events and so much more. To us, art isn't just for walls, it's a crucial component of thriving communities where locals and newcomers can unite and delight.

Check it out!

art'otel
ROME VIA VENETO

Your art'otel art guide

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The art'otel collection
By Pietro Ruffo

1 Constellation Lobby wall

Embedded into the Lobby's stone wall, Constellation celebrates the integral role of astronomy in the daily life of ancient Romans. Creating a dreamlike setting, guests can be welcomed by their birth month constellation, symbolizing a metaphorical Roman baptism.

2 Constellation Globe Elevator foyer

The striking Constellation Globe, offers an immersive journey through a hand-drawn celestial map. It invites guests to explore beyond the visible, connecting earthly experiences with the vastness of the stars.

3 Mappa Celeste Elevator

Experience "the joy of the elevator ride" with this site-specific installation that transforms the elevator into a celestial vault, immersing guests in a cosmic world. Guests enter the constellation they admired outside, experiencing a boundary-less space that honours the universe and our connection to the heavens.

4 Library Map Of Rome Lobby bookshelf

A tribute to Rome's historic libraries, including the Vatican Library where one will also find Ruffo's work. This large-scale map by Luigi Canina presented in scrolls, shows the city's archaeological ruins overlaid on a 1840 base map. It offers a unique view of Rome's condition in the mid-19th century.

5 Library Forest Bar bookshelf

Books are replaced by scrolls on which is drawn a pristine forest, the primordial cradle of humanity. "...The shelves are windows looking out onto new and interesting horizons. The starting point for journeys and explorations". [Cf. Don Giacomo Cardinali].

6 Antropocene Roma Private dining room

This intricate, striking artwork guides viewers through Rome's epochs, from Canina's imperial map to primordial forests, Piranesi's imagined Roman port, and Via Appia. Cuts in canvas, pen drawings, oil paintings, and reliefs harmoniously invite deep observation.

7 Naturalis Historia Restaurant

This collection of 21 works – 7 Cosmogonia, 8 Antropologia, and 6 Botanica – draws from Plinio Il Vecchio's Naturalis Historia, that historically provided humanity with a sense of security in the natural order. It shows the significant role of nature in the history of Rome.

8 Il Cielo Sopra Roma Restaurant & Bar terrace

This 20 metre tile design depicts ancient Rome floating between stars and constellations, symbolizing the terrace as a space of connection between past and present, sky and earth, ancient and modern Rome. Once again reflecting astronomy's integral role in Roman life.

9 Constellations Corridor carpets

Constellations, a core theme in Ruffo's art'otel collection, lead guests to their rooms. The stars on the ground symbolize ancient Roman culture and still to this day, humanity's timeless tendency to navigate and find meaning through the night sky.

10 Anthropocene Blue Guestroom corridor

The limited-edition Anthropocene Blue series, features 11 artworks depicting a mosaic of landscapes. Each transformation reflects historical and hypothetical futures shaped by the interplay of natural events and human intervention.

11 Festina Lente Guestroom carpet

Each guestroom bears a striking rug from Ruffo's "Festina Lente" collection, inspired by the Roman motto meaning "hurry slowly." Two characters are shown in each, juxtaposing speed and slowness, symbolising to act quickly but with caution. This phrase, tied to Emperor Augustus, appeared on 1st-century Roman coins.

12 Gente di Roma Guestroom TV panels

Rome has been a cultural melting pot since its beginnings. By superimposing contemporary scenes at Termini Station over prints by the renowned Piranesi, Ruffo recreates the intercultural atmosphere typical of the capital. The blending of old and new.

13 Primordial Forest Guestroom bathroom

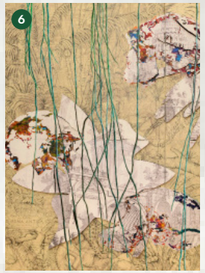
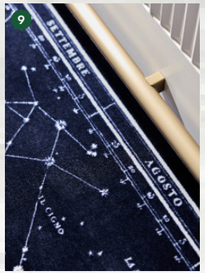
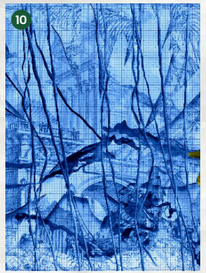
The nature depicted on the glass panel finds itself in an unexpected location, serving as a symbol of nature's uncontrollability and untamed essence. It creates an evocative link between the events occurring within the hotel room and the dynamics unfolding in the world outside.

14 Nature Detest Emptiness
Deluxe rooms and suites

Through these limited edition works, Ruffo explores the climate crisis and the need for concrete action to preserve the future of the planet. He emphasises the role of nature and the ability of animals to reclaim human spaces. Whilst the floral motifs symbolise the need to build a sustainable future based on a renewed respect for all energies that inhabit the planet.

15 The Spectacular Antagonism Between A Powerful Nature and Architecture Masterpiece suite

Pietro Ruffo reimagines Giovanni Piranesi's iconic 18th-century Rome prints that celebrated the monuments and ruins of the Eternal City. In a contemporary reinterpretation, Ruffo enriches them with plants painted in oil, symbolising a connection between nature and architecture, between memory and transformation. The result is a poetic fusion of past and present, inviting the viewer to reflect on the relationship between history, environment, and culture.

16 Celestial Equator
Balconies and suite terraces

On the art'otel terraces, architecture is transformed into a cosmic tale. Pietro Ruffo has created an extraordinary representation of the ecliptic, the imaginary line that traces the path of the Sun along the celestial vault. His intricate Bic pen drawings on ceramic tiles follow this trajectory to celebrate 12 selected zodiac constellations, blending precision, poetry, and Roman elegance.