

VILLA BEATRICE

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VILLA BEATRICE MAKES ITS DEBUT: A MAJESTIC LIGURIAN RESIDENCE ENTERS A NEW ERA WITH BELMOND

JULY 2025 – A grand private villa, built more than a century ago as a gracious summer home, begins a new chapter. Reimagined by Martin Brudnizki Design Studio and only a short stroll from Splendido, A Belmond Hotel, Portofino, it now stands as the bay's rarest gem. Following a sensitive restoration, Villa Beatrice – the first of its kind in Belmond's portfolio – offers guests the opportunity to experience the refined yet relaxed spirit of an enchanted private hideaway

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for themselves. Belmond now grants access to this extraordinary residence for the very first time. Spanning three floors, the villa blends architectural excellence, creative vision, and a deep connection to nature. Lush gardens cascade to the Mediterranean shore, preserving the ethereal beauty crafted by its earliest inhabitants for today's guests to enjoy.

Taking its cue from Art Nouveau and Gothic Revival architecture, the villa, built in 1913, is a clifftop landmark, beloved by Portofinesi for its distinctive silhouette, beguiling location and breathtaking panoramic views of the bay. Conceived by much-coveted Tuscan architect Gino Coppedè, the villa was built for Ligurian entrepreneur Attilio Odero, with the intention of providing a cherished retreat for summering friends and family.

Today, complete with 24-hour butler, chef, yoga instructor and personal trainer, plus a theatrical main terrace that hosts up to 30 guests, the five-suite villa is both a treasured hideaway – promising the quintessentially Italian *Villeggiatura* – and an alluring symbol of an age of glamour.

AN ARCHITECTURAL MASTERPIECE, REIMAGINED

Coppedè's design fuses architecture, art and sculpture – fitting for an adventurous polymath who was sculptor, decorator and architect combined. His imaginative outlook resulted in a building that riffs on a number of eras, including Art Nouveau, Neo-Renaissance and Gothic Revival, while thoughtful details, from intricate stucco work and wrought iron motifs to whimsical frescoes, arched windows, marble columns and a signature *torretta*, capture his artistic spirit. As a result, Villa Beatrice stands apart from the region's typical patrician villas – distinguished instead by its playful interpretation of historic eras and styles.

In its latest chapter, the Villa, originally known as Odero and lately named after Beatrice, wife of one of its 20th century owners, has been revitalised by Martin Brudnizki Design Studio. The reimagined interiors are infused with the relaxed yet refined European sensibility the designer is known for, where collected treasures sit easily with the work of local artisans and architectural features are reframed by a well-travelled design eye. The Villa's original internal frescoes and external geometric and floral murals have been restored, while terracotta and Graniglia alla Genovese grit marble flooring honours Italian heritage. Palissandro blue marble offsets original features in the bathrooms, and custom Italian textiles, produced at local mills, are seen throughout in furnishings.

Inspired by 'the area's heritage, a relaxed approach to luxury and by the Villa itself,' according to Brudnizki, schemes are noted for their local auction and estate finds and artisan-crafted items. Bedside tables inlaid with Vienna straw pay homage to the iconic Chiavari chair, invented in the region and prized for its straw components and lightweight nature. Ceramics from Albisola Superiore appear as lamp bases and decorative plates, while surfaces have been playfully finished in scagliola, a Baroque technique that uses humble materials to imitate marble and stone. Meanwhile, the Villa's colour palette draws inspiration from the town's centuries-old paint box of greens, terracottas, sandy yellows and lobster pinks. 'We wanted guests to feel that they had been welcomed into a cherished family villa, lovingly

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enriched by successive generations,' says Martin. 'Each element tells the story of the house itself.'

EMBRACING NATURE: A PRIVILEGED POSITION

For more than a century, Italy's major players, from industrialists to artists, gathered at Villa Beatrice, where time is measured by the natural world: by the play of sun on the water, the scent of the surrounding umbrella pines, afternoon shadows on a *cotto antico* floor, mellow evening rays on the first-floor terrace, or by the early morning mist clinging to the hilltops. From here, among cascading gardens and with private sea access, visitors could commune with Portofino from a different vantage point, one that bypasses familiar tropes in favour of an unfettered connection with the natural world and with the original, uncomplicated essence of this Ligurian harbour town.

Perched high above Punta Caiega, expanding the hilled natural park and facing the sea, the villa commands breathtaking panoramic views over the Gulf of Tigullio, spanning from Paraggi and Cinque Terre in the east to Portofino in the west. A rare 360-degree perspective awaits from its signature Gothic *torretta*, offering guests astonishing sweeping views across the surrounding landscape.

TIMELESS LIFESTYLE APPEAL

Villa Beatrice features four generous suites and living areas across three floors, with a showpiece curved main terrace, an ornamented bar, a furnished turret rooftop, a private plunge pool and private sea access. In addition, hidden within the Villa's main garden, La Casetta is a Ligurian stone guest house featuring another bedroom, a second outdoor plunge pool, a vine-covered pergola and sun terrace. Nestled within a verdant estate, the Villa offers exclusive use and complete privacy while being just a short stroll from Splendido and its many offerings, from restaurants and bars to the Dior spa – the first permanent one in Italy.

"There are times when hours are more precious than diamonds"

Patrick Leigh Fermor, writer and scholar

Guests can pass those precious hours just as they wish at Villa Beatrice, whether seeking peaceful seclusion, enjoying memorable family time, gathering nearest and dearest for a special occasion or marking a unique celebration. Tailored, inclusive experiences encompass in-villa cooking classes, gelato tasting, mixology and art lessons, plus a two-hour sunset cruise and round-trip airport transfers. Additional options - such as sailing with a marine biologist or stargazing with an astronomer - are available by separate arrangement.

Time plays out differently at Villa Beatrice, where guests find the freedom to reconnect with the natural world and with the rhythms of the season. Those slow-paced, sun-drenched days are perfectly captured by this special home, whose doors are open once more and as its latest chapter begins.

Villa Beatrice marks Belmond's third distinctive invitation to experience the Ligurian Riviera — joining the guesthouse charm of Splendido Mare, nestled in the vibrant piazzetta at the

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heart of the harbour, and the legendary Splendido, Portofino's radiant stage. Together, this remarkable collection offers guests a seamless journey through the jewels of the region, providing an unrivalled taste of its beauty and allure.

Villa Beatrice is available for exclusive use from 29 June – 2 November 2025; pricing on request.

ENDS



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IMAGES OF VILLA BEATRICE CAN BE DOWNLOADED [HERE](#)

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ABOUT SPLENDIDO, A BELMOND HOTEL, PORTOFINO

The first of its kind in Belmond's portfolio, Villa Beatrice offers guests a unique perspective of the Ligurian coast – one that complements both Splendido, Portofino's original grande dame and Splendido Mare, our nautical-themed harbourside guest house in the piazzetta. Just a five-minute stroll from the hotel, this extraordinary private palazzo is perched on a private spit, designed to amplify one of the region's most fabled panoramas overlooking the Gulf of Tigullio, taking in Paraggi and Cinque Terre to the east and Portofino to the west. Once the theatre of lavish summer soirees, this historic family residence reconnects with its quintessentially Italian summer allure of Villeggiatura. Befitting of Belmond's commitment to build an architectural and artistic legacy, the property is one of Italy's most distinctive examples of early 20th century architecture. Spread across three floors, Villa Beatrice embodies a captivating blend of Gothic Revival elegance and Art Nouveau flourishes, making it a true architectural treasure. A masterpiece of meticulous restoration, the exterior wall murals, generous arched windows, and original interior frescoes were preserved to honour the villa's architectural legacy. Ideal for families and intimate gatherings, Villa Beatrice offers unparalleled privacy and the freedom to craft a unique Riviera escape – with the signature service, style, and spirit of Belmond.

ABOUT BELMOND

Belmond was born from a passion for connecting discerning travellers with the world's most remarkable properties, locations and journeys. From hotels and trains to river cruises and safari lodges, Belmond's Slow Luxury invites guests to discover a new pace of travel as they savour time, engage with local culture, and connect with nature and people around them through incomparable experiences and unforgettable stories. With a legacy spanning over 45 years, since the acquisition of Hotel Cipriani in Venice in 1976, Belmond has grown into a global collection of 44 properties spread across 25 countries and territories. Exceptional destinations connected by legendary journeys are the very soul of Belmond, where the path that brings you to a place is as important as the destination itself. A pioneer of slow travel, Belmond has been operating the Venice Simplon-Orient-Express since 1982. Belmond later expanded to include pristine beach resorts, such as Maroma on the Riviera Maya, historic hideaways such as Villa San Michele in the Florentine foothills, urbane icons, such as Copacabana Palace in Rio de Janeiro, and gateways to UNESCO world heritage sites, such as Hotel das Cataratas in Brazil's Iguassu National Park. As proud custodians of storied properties, Belmond is committed to building on the past to create a new legacy: the heritage of the future. Working with communities and local talents, together with the world's most respected chefs, designers and artists, Belmond continues its purpose of perpetuating the legendary art of travel. Since 2019, Belmond has been part of the world's leading luxury group, LVMH (Moët Hennessy Louis Vuitton).

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