

HOTEL FASANO SÃO PAULO

HOTEL FASANO OPENED FOR BUSINESS ON SEPTEMBER 8TH 2003, LOCATED ON ONE OF THE MOST SOPHISTICATED BLOCKS IN THE CITY, ON RUA VITTORIO FASANO, SÃO PAULO. IN THE FASHIONABLE JARDINS NEIGHBORHOOD, NEAR BRANDS SUCH AS MONT BLANC, ROBERTO CAVALLI, VERSACE, FORUM, RICHARD'S, REINALDO LOURENÇO, GLÓRIA COELHO AND MANY OTHERS, THE HOTEL BEARS THE TRADEMARK OF THE FASANO FAMILY, FAMOUS FOR THE MOST SOPHISTICATED SÃO PAULO GASTRONOMY.

“THIS IS A HOTEL WITH A SOUL. OUR INTENTION WAS TO CREATE ONE OF THE MOST ELEGANT AND COZY ENVIRONMENT IN THE CITY”, SAYS ROGÉRIO FASANO, WHO HAS DREAMED OF THIS PROJECT FOR OVER 10 YEARS. “IT EMERGED AS A DREAM OF MINE, BUT IT ALSO REFLECTS A NATURAL OUTGROWTH OF OUR HISTORICAL TRADITION, SINCE A QUALITY RESTAURANT IS COMPLEMENTED BY GOOD LODGING”.

THE RESTAURATEUR AND HOTÉLIER, FROM THE FOURTH GENERATION OF BRAZILIAN FASANOS, RECKONED THAT THE AREA HE USED TO SEE FROM HIS WINDOW WOULD BE IDEAL FOR A HOTEL. THUS IT WAS BORN THE IDEA THAT WOULD LEAD TO THE CREATION OF HOTEL FASANO SÃO PAULO AND LATER HOTELS FASANO RIO DE JANEIRO, FAZENDA BOA VISTA AND FASANO LAS PIEDRAS, ALL IN NA ALLIANCE WITH JHSF.

ISAY WEINFELD AND MÁRCIO KOGAN WERE THE ARCHITECTS WHO SUCCEEDED IN TURNING THE IDEA OF A HOTEL INTO A REALITY OF SOPHISTICATION, CHARM AND ELEGANCE WITH A PERSONALITY OF ITS OWN FROM ITS VERY INCEPTION. ALL OF THE HOTEL'S 60 ROOMS LOOK OUT ONTO JARDINS. THE DECORATION IS RESERVED AND COMFORTABLE, REPRODUCING THE NOTION OF A “HAND-CRAFTED PROJECT”. ACCORDING TO ROGÉRIO'S ORIGINAL REQUEST TO THE ARCHITECTS IF A STYLE DOES INDEED PREDOMINATE, IT WOULD BE WHAT ROGÉRIO TERM AS “THE SPIRIT OF THE 30'S AND 40'S”.

“ATTENTION TO DETAIL HAS BEEN THE FASANO HALLMARK EVER SINCE THE DAY ROGÉRIO KNOCKED ON MY DOOR FOR THE FIRST TIME, CARRYING A BRICK UNDER HIS ARM”, RECALLS ISAY. IT WAS A BRICK THAT ROGÉRIO HAD BROUGHT BACK FROM HIS TRIP TO ENGLAND. “THIS PROJECT WAS TRULY DRIVEN BY PASSION”.



THE PRICE OF SUCH SOPHISTICATION IS FEWER ROOMS, MORE SPACIOUSNESS AND A CONCEPT OF A PRIVATELY OWNED HOTEL, A DISTINCTION BUILT ON A FOUNDATION OF ATTENTION TO DETAIL, A TRADITION OF THE BEST GASTRONOMY IN THE CITY AND THE GOOD TASTE OF THE FASANO FAMILY. “BEAR IN MIND THAT HOTELS THAT HAVE MADE HISTORY HAVE BEEN PRIVATELY OWNED AND NOT THE BIG CHAINS”, CLAIMS ROGÉRIO.

A VISIT TO HOTEL FASANO STARTS IN ITS COZY LOBBY FILLED WITH LEATHER CLUB CHAIRS SALVAGED AND HANDPICKED FROM ANTIQUE SHOPS VISITED BY ROGÉRIO AND ISAY ON SEVERAL TRIPS TO FRANCE AND ENGLAND. THE ENTRANCE EPITOMIZES THE CONCEPT OF A FRONT DESK THAT IS SURPRISINGLY NICE AND NEW.

“OUR LOBBY IS LIKE A LIVING ROOM”, OBSERVES ROGÉRIO. “WE INTENTIONALLY MOVED THE CHECK-IN AND CHECK-OUT DESK TO A RESERVED AREA SO THAT WOULDN’T INTERFERE WITH AN ENVIRONMENT THAT WAS CONCEIVED WITH THE INTENT OF BEING THE BEST MEETING PLACE IN THE CITY”.

ON THE GROUND FLOOR, THE LOBBY-BAR ACTS AS A CONNECTING POINT BETWEEN FASANO RESTAURANT TO THE RIGHT, A PLACE THAT HAS DELIGHTED RESTAURANT GOERS WHO ENJOY THE GOOD DINING OF THE BEST CUISINE IN SÃO PAULO, AND BARETTO TO THE LEFT, A PIANO BAR WITH AN ENVIABLE REPERTOIRE OF DOMESTIC AND INTERNACIONAL ATTRACTIONS.

ON THE FIRST FLOOR, THERE ARE TABLES DECKED OUT ON THE VERANDA PERCHED OVER THE JARDINS. NAMES THE NONNO RUGGERO – IN HONOR OF ROGÉRIO’S GRANDFATHER – THIS IS FOR PATRONS WHO WANT A MORE CASUAL EATING OPTION FOR LUNCH, DINNER OR EVEN BREAKFAST. ON THE SECOND FLOOR IS A WELL-EQUIPPED BUSINESS CENTER.

THE THREE TOP FLOORS OF THE HOTEL – OFFERING ONE OF THE LOVELIEST SCENIC VIEWS OF SÃO PAULO – ARE RESERVED FOR FITNESS AND RELAXATION. THERE, PATRONS CAN ENJOY THE HEATED POOL, TWO JAPANESE OFUROS, AND A DRY AND A WET SAUNA, THEN REST IN SOME RARE ARMCHAIRS SIGNED BY HANS WEGNER, AND ALSO MAKE USE OF THE FIVEMASSAGE ROOMS AND FITNESS CENTER.

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IMPECCABLE SERVICE

FASANO'S GREATEST ASSET, HOWEVER, CERTAINLY IS ITS STAFF, RESPONSIBLE FOR PERSONALIZED, IMPECCABLE SERVICE.

EMPLOYING 250 MEMBERS, FASANO RIGOROUSLY SELECTS ITS PERSONNEL WITH THE EXPECTATION THAT THEY WILL DEVELOP A LONG-TERM CAREER, ACCORDING TO THE FASANO TRADITION.

"DOORMEN, MAITRE, CLERKS AND OTHER STAFF MEMBERS ARE ENCOURAGED TO KNOW PATRONS BY NAME AND TO GET TO KNOW THEIR HABITS AND NEEDS. THIS HAS LED TO SURPASSED PATRON EXPECTATIONS AND TO EVEN BETTER CUSTOMER SERVICE", EXPLAINS ROGÉRIO FASANO, WHO BROUGHT FROM PARIS, MANAGING DIRECTOR HANS HEINZ FROM THE PLAZAATHÉNÉE AND SALES AND MARKETING DIRECTOR DOMINIC LADET FROM LE BRISTOL.

THE HOTEL OWNERS WANTED THE SCENERY SURROUNDING THE HOTEL TO BLEND IN BETTER, AND INVESTED A TOTAL OF U\$ 200 THOUSAND IN REMOVING OVERHEAD ELECTRIC WIRES AND PLANTING SCORES OF TREES ON RUA VITTORIO FASANO. "IT WAS A GIFT TO OUR NEIGHBORS AND TO THE CITY", EXPLAINS ROGÉRIO.

BARETTO AND NONNO RUGGERO

AS YOU WALK INTO THE HOTEL, YOU WILL SEE BARETTO TO YOUR LEFT, INSTALLED IN ITS NEW QUARTERS - YET ANOTHER CREATION SIGNED BY THE ISAY WEINFELD AND MÁRCIO KOGAN DUO. THE NUMBER 1 BAR IN THE WORLD, ACCORDING TO THE ENGLISH MAGAZINE WALLPAPER, BARETTO'S ATMOSPHERE COULD BE DESCRIBED AS DISCREETLY COZY, WHICH IS VERY APPROPRIATE FOR A JAZZ BAR, WHERE THE BLUES AND BOSSA NOVA ARE ALSO ON THE MENU AND WHOSE SOPHISTICATED LIST OF ATTRACTIONS HAS ALREADY FEATURED BOBBY SHORT, STEVE ROSS, CAROL SLOANE, OS CARIOCAS, MÔNICA SALMASO, CAETANO VELOSO AND THE ASTOR PIAZZOLA ORCHESTRA.

NONNO RUGGERO IS ON THE FIRST FLOOR, WITH A VERANDA PERCHED OVER RUA VITTORIO FASANO AND THE JARDINS. THE ATMOSPHERE HERE IS MORE CASUAL. IT'S ROGÉRIO FASANO'S RENDITION OF A TRUE ITALIAN TRATTORIA. "I HAVE BEEN ASKING MYSELF WHAT MY GREATEST RESPONSIBILITY IS AS A



RESTAURATEUR”, PONDERES ROGÉRIO. “WHETHER I SHOULD MAINTAIN THE VERY HIGH STANDARDS OF FASANO, OR WHETHER I SHOULD OPEN A RESTAURANT NAMED AFTER MY GRANDFATHER, THE BEST REPRESENTATIVE OF ITALIAN GASTRONOMY IN SÃO PAULO, AND THE PERSON WHO HANDED ME DOWN THE GREATEST PASSION OF MY LIFE”.

