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DURAVIT

D-Neo a revolutionary new bathroom range

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(IMAGE 1 OF 4)

GRIFCO
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In Detail

IN DETAIL
PARAGON 700

THE PARAGON 700 BOUTIQUE HOTEL & SPA HAS BEEN RESTORED BY DESIGNER AND OWNER, **PASCAL LAUBER**, HONOURING ITS HISTORY AND REVEALING ITS MODERN POTENTIAL



The elegantly restored red palace in the heart of Ostuni, Puglia's White City, has been meticulously restored to boast 11 individually curated rooms, designed by architect and interior designer, Pascale Lauber, also one of the hotel's owners. This is a true passion project.

Standing in stark contrast to the whitewashed buildings of Ostuni, Paragon 700's red brick façade cocoons a lush garden and swimming pool, a rare green space in the heart of the city, offering a spacious, tranquil and exclusive oasis.

The team has painstakingly restored every inch of the former Italian palace using traditional handcrafted techniques, while injecting a splash of modern flair.

The renovation project includes French parquet flooring that extends throughout all rooms and suites, with feature stonewashed bed linen, cathedral ceilings, period frescos and fireplaces. Each guest room is different, some offering terraces, balconies or in the case of the Paragon Suite, a sunken bathtub and private terrace with

sun loungers. Guests who fall in love with the chic interiors will be delighted to discover that they can buy select furniture and décor to take home as the ultimate holiday memento. Any sold pieces will be replaced by the boutique hotel's owners.

A unique décor, down to the smallest detail, the hotel features repurposed monumental light fixtures, South African sofas and headboards, gazebos from India turned into bathtubs, closets and night-stands from Puglia, unconventional sculptures and gorgeous paintings by the London

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artist Suzanne Lipsey or Giuseppe Graci. The creative association of old and new art, objects and furnishings in a head-spinning and yet personal mix is Pascale's trademark. Her keen sense of observation was sharpened not only during a lifetime of travel and countless visits to international art/trade shows, but also at the local flea-markets. Her vision of worldly elegance is multicultural and original down to the smallest detail. The unique result, being coherent, deeply modern and stimulating at the same time is at the root of the exceptional atmosphere permeating every room at Paragon 700.

RESTORATION: UNCOVERING THE MYSTERIES OF A BUILDING

Though the timeline is a bit blurry, Maria Buongiorno, the conservator in charge of bringing the former glory of the building to light, is certain that the architecture of the Palazzo is multi-secular. The most ancient parts seem to date back to the 1700s. There are fireplaces, stone vaults, but also frescoes, like the magnificent "Jesus and the Samaritan" that are clearly from that period. During the restoration, a wooden door with peepholes typical of 17th century cloisters was also discovered. This treasure, as well as the many religious frescoes suggest that the Palazzo once housed a convent.

Later, it apparently fell into the hands of Neapolitans. Several clues point to the owners being from Naples, starting with the beautiful original majolica tiles which have been brought to new life in Bar 700. On the back of some of those tiles, Maria found an M stamp, the brand of a famous workshop owned by the three Massa brothers, ceramics masters of early 18th century Naples. Another clue is the colour of the building:



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In Detail

This shade called Pompeii Red was named after the famous lost city because it was commonly found on residences as well as on the famous ruins. In the 18th century, right after the fabulous re-discovery of Pompeii, this particular red became a fashionable status symbol since the pigment was the most expensive on the market. Cladding an entire facade in Pompeii Red was therefore an ostentatious display of wealth and even more so amongst the white buildings of Ostuni.

The removal of several layers of green and brown paint from the inside walls uncovered beautiful neo-classical frescoes of the 18th and 19th centuries.

UNIQUE TO OSTUNI

Paragon 700 is the only hotel in Ostuni to offer a swimming pool and garden along with an intimate spa and wellness area located in the hotel's ancient water chamber.

Nestled seven meters underground, the palace's former water chamber has been transformed into an elegant bijou spa, home to a Turkish bath, Himalayan salt wall, multi-sensory shower and a natural whirlpool dug deep into the ground.

Paragon 700 Boutique Hotel & Spa is a quintessentially Puglian property that has been lovingly transformed. Steeped in history but with a vibrant, cosmopolitan soul, the hotel also offers exquisite cuisine and creative cocktails.

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