





Companies and Institutions seeking a solution to new communication strategies in Culture can associate their image with the valorization of Rome's artistic heritage, by choosing the city as the stage for their events.

Each moment is studied and planned down to the very last detail, in places of unequalled beauty, unique for their historical and artistic value and the functionality of their spaces.

Zètema guarantees the success of any type of event, fully respecting the wishes and needs of each client: exclusive guided tours, conventions, conferences, lectures, book presentations, plays, concerts, film screenings, activities for children and teenagers, solidarity events, dinners, food and wine tastings, sporting events.

Zètema organises unique events in some of the most extraordinary places in the world: Museo dell'Ara Pacis, Mercati di Traiano, Centrale Montemartini, Musei di Villa Torlonia, Museo Carlo Bilotti, Museo di Roma and Casa del Cinema.

## MUSEI CAPITOLINI

The oldest museum in the world

Located on the hill of the same name, the Musei Capitolini are a museum complex that is unique in the world for its important collections of antiquities and centuries-old history. The Musei Capitolini have always had strong ties with Rome.





The original nucleus of the collection is in fact made up of a beautiful collection of ancient bronzes, donated to the Roman people by Pope Sixtus IV in 1471, which includes the famous Capitoline Wolf and the equestrian statue of Marco Aurelio. The long history of the Musei Capitolini and the valuable artistic treasures they preserve, make this the perfect venue for high profile events; while the terrace of Palazzo Caffarelli, with its magnificent view of Rome, is the ideal setting for exclusive private events and ceremonial events.

The museum is available to hire after normal opening hours, for:

- exclusive educational visits (max 300 people);
- private events on the terrace of Palazzo Caffarelli (max 400 people standing/300 sitting).





## **MUSEO DELL'ARA PACIS**

**Where historical memory meets modernity**

The Ara Pacis is one of the most outstanding examples of classical art. The monument was voted by the Roman Senate in 13 BC to honour the victorious deeds of Emperor Augustus. The new Ara Pacis monumental complex designed by Meier in 2006, offers the city a central space suitable for hosting major cultural events in the multipurpose Auditorium and high-profile initiatives in its naturally-lit spaces.



- The museum is available to hire after normal opening hours, for:
- exclusive educational visits (max 200 people);
  - presentations, conventions in the Auditorium (max 140 people);
  - private events in the foyer (max 150 people standing/90 sitting);
  - private events on the terrace (max 200 people standing/150 sitting);
  - private events in the room on the terrace (max 80 people standing/60 sitting).



## MERCATI DI TRAIANO

### A window... into the Imperial Forums

The Mercati di Traiano complex, with its noteworthy architectural solutions, is one of the most interesting examples of Roman building techniques. Once the administrative centre of the Imperial Forums, over the centuries it has been a stately home, a military fortress, a convent and barracks.

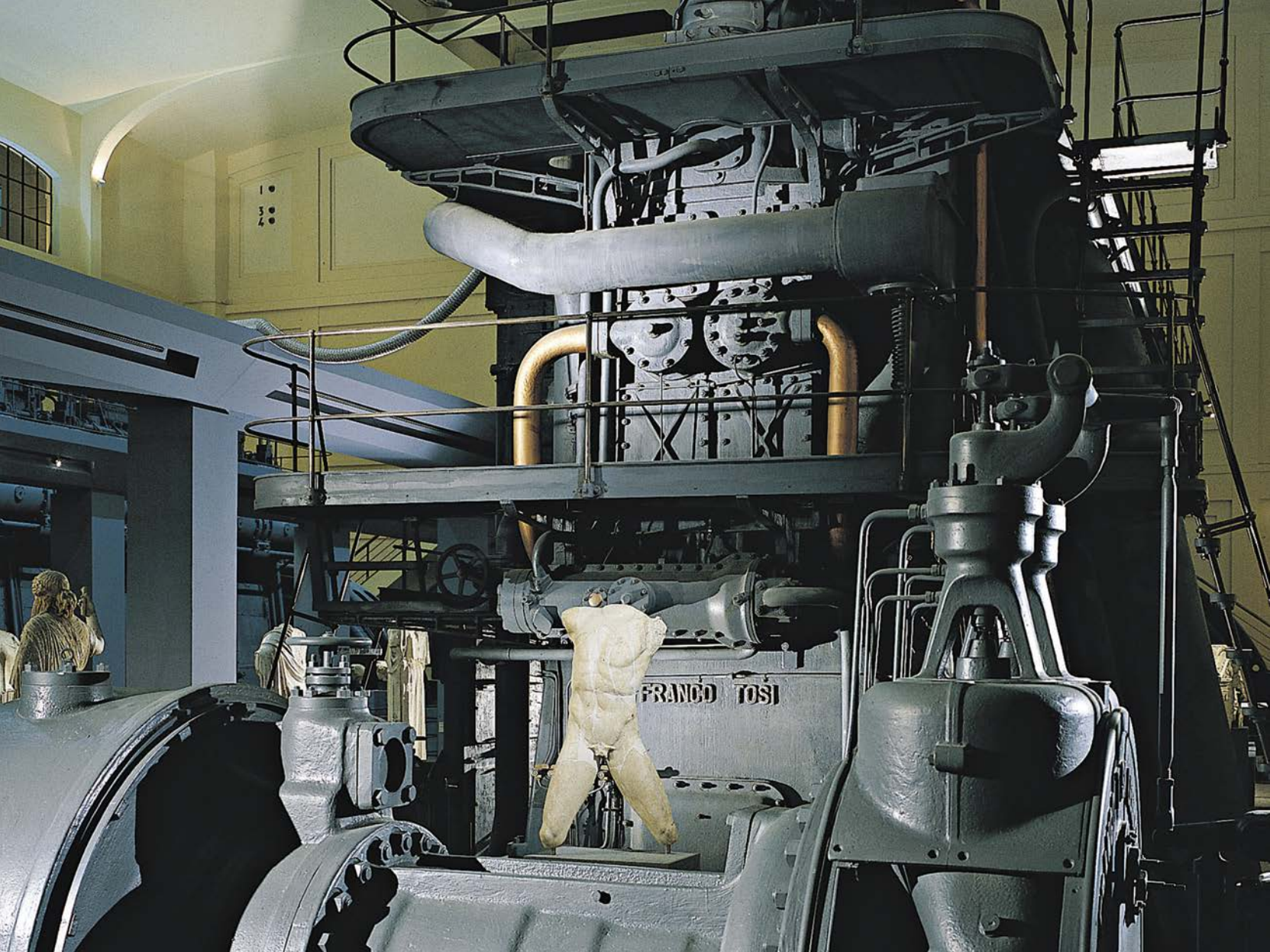




Its strategic position, close to the archaeological site of the Imperial Forums, contributes to making this a particularly prestigious venue for cultural events and exclusive private events. It is possible to organise:

- private events on the terrace (max 400 people standing/300 sitting);
- private events in the third floor rooms (max 130 people standing/80 sitting);
- exclusive educational visits (max 200 people).





## **CENTRALE MONTEMARTINI** Machines and Gods

The Montemartini thermoelectric power plant is one of the most original exhibition spaces in Rome; a place where evidence of times gone by and modern remains coexist and complement each other. Rome's first public electric power plant, in operation between 1912 and the mid-sixties, was converted into an exhibition space. In 1997, during the renovation of the Musei Capitolini, the plant was chosen to temporarily exhibit works from the collections housed in the Capitoline complex; the huge success of the experiment, unique of its kind, led to the exhibition becoming permanent.



In November 2016, the museum opened a new exhibition hall that houses the carriages of Pope Pius IX's train. The unique and fascinating spaces contribute to making private events held here even more exclusive and special.

The museum is available to hire after normal opening hours, for:

- exclusive educational visits (max 200 people);
- private events in the Machinery Room (max 110 people sitting);
- presentations, conventions in the Machinery Room (max 130 people sitting - Monday only);
- private events on the mezzanine floor of the Boiler Room (max 100 people standing/70 sitting).



## **CASINO NOBILE**

**From the splendours of  
the Torlonia family to a  
Civic Museum**

Casino Nobile, the main building in the 132,000 square-metre park on Via Nomentana, has been a venue for high-profile ceremonial events since the beginning of the nineteenth century.

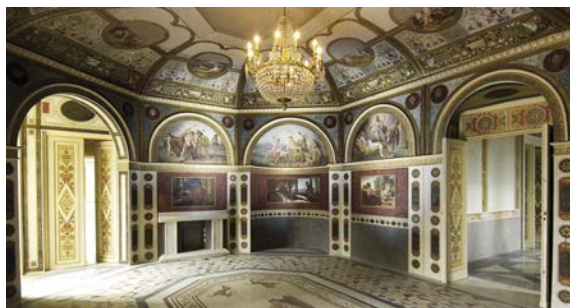




Restored and reopened to the public in 2006, the building's two ceremonial floors now house the Villa's Museum, with sculptures and period furniture, and, on the second floor, the Museum of the Scuola Romana, with paintings, sculptures and drawings by artists associated with this art movement (first half of the 1900s). Its splendid, richly decorated Ballroom and well-kept garden make this a unique venue for important events.

The museum is available to hire after normal opening hours, for:

- exclusive educational visits (max 150 people);
- private events in the ballroom (max 60 people sitting);
- private events in the garden (max 400 people standing/300 sitting).



## MUSEO CARLO BILOTTI

### The Orangery in the grounds of Villa Borghese

Immersed in the lush gardens of Villa Borghese, the Orangery's richly decorated rooms were once used for socialite events and parties held by the princes of the House of Borghese. Today, the restored building is home to the permanent collection of paintings and sculptures donated by the Italian-American entrepreneur and art collector Carlo Bilotti, which includes works by Giorgio De Chirico, Rivers, Warhol, Rotella, Severini and Manzù. The Museum also houses temporary contemporary art exhibitions.



The museum is available to hire after normal opening hours, for:

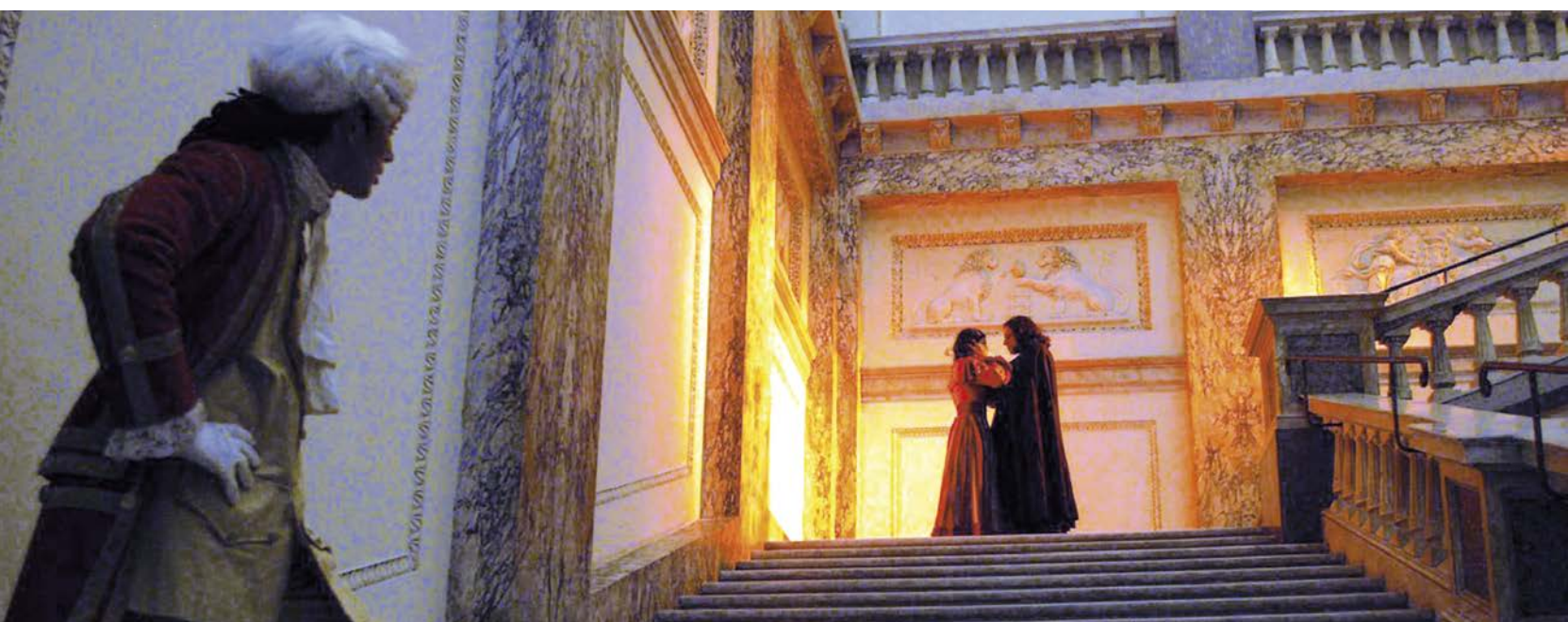
- exclusive educational visits (max 150 people);
- private events on the terrace (max 220 people standing and /150 sitting).



## MUSEO DI ROMA

A Museum that tells the story of the city

The splendid Palazzo Braschi in Piazza Navona houses works and photographs of the Eternal City from the seventeenth to twentieth century. The rooms in the museum also often house important temporary exhibitions. It is a particularly beautiful setting for cultural and private events.



The museum is available to hire after normal opening hours, for:

- exclusive educational visits (max 300 people);
- cultural events and private initiatives in the courtyard of Palazzo Braschi (max 300 people);
- private initiatives in the monumental entrance hall (max 120 people standing/ 70 sitting);
- presentations, conventions in the Central Hall (max 120 people - Monday only).

## **CASA DEL CINEMA** From Casina delle Rose to Casa del Cinema

In the heart of Rome, in the Park of Villa Borghese, formerly Casina delle Rose, now fully restored, has three screening rooms with avant-garde technological equipment, three foyers for exhibitions and meetings, a press room, a bar and a restaurant as well as an open-air theater for summer screenings.





#### Sala Deluxe

A state-of-the-art Cinema theater with 124 seats. Equipped with the latest projection and sound technology and HD 2K video projection system. The theater also uses DCP technology and projects in stereoscope with the DOLBY 3D and brand new DOLBY ATMOS system.

#### Sala Kodak

64 seats. Equipped for large-screen digital video screenings.

#### Sala Gian Maria Volonté

35 seats. The room has a modern BD projection system with 5.1 audio.

#### Teatro all'aperto Ettore Scola

300 seats. Open Air Theater with large screen.

Casa del Cinema provides its spaces for promotional activity both audio-visual and professional, offering full assistance for conferences, conventions, cinematographic projections.





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