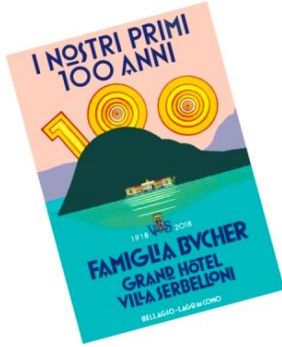




February 2018



**1918-2018**  
**THE BUCHER FAMILY**  
**Celebrates**  
**AT GRAND HOTEL VILLA SERBELLONI**  
**IN BELLAGIO**

***A long-standing family of hoteliers and one of the most prestigious Grand Hotels in the world have been together for 100 years.***

2018 marks 100 years of Ownership, Hospitality and Modernity of amenities and cuisine by The Bucher Family.

In 1918, at the end of the First World War, Swiss businessman Arturo Bucher purchased an elegant hotel located in one of the most fascinating spots in Italy: Bellagio, medieval village lying on the tip of the promontory that separates Lake Como's two branches.



And so began the story of the Bucher family's ownership of the Grand Hotel Villa Serbelloni, which is today considered one of the most prestigious hotels in the world.

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The Bucher Family celebrates 100 years and three generations of ownership in 2018, which started with Arturo and continued with Rudy and Gianfranco Bucher, the current owner.

The family still resides in the hotel, and Gianfranco Bucher deserves full credit for the long-sighted modernization that the 19th-century villa has undergone in the last 20 years, which has made it a modern luxury hotel without losing its elegant, aristocratic atmosphere. In the past 100 years, this environment has also enchanted royals and heads of state, show business celebrities, science and art world personalities, and many other VIPs. The hotel has 95 rooms, including 22 suites, two of which are named after their perhaps most illustrious guests: “Winston Churchill” and “John Kennedy”.



The entertainment world has sent plenty of “ambassadors” to Villa Serbelloni over the years: from Mary Pickford and Douglas Fairbanks, the legendary silent-movie couple, to present-day actors such as Al Pacino, Isabelle Huppert, Goldie Hawn and Kurt Russell, director George Lucas, writer John le Carré. Singer Adriano Celentano celebrated his golden wedding anniversary at the Hotel.

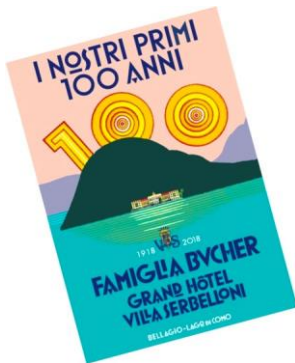


In celebration of the centenary, the Bucher family will publish a book on their history. The Grand Hotel Villa Serbelloni will also be hosting art exhibitions, as well as the opening and two concerts of the Festival of Bellagio and Lake Como.

Chef Ettore Bocchia will also create a special **historical menu**, to be served at the **Michelin-starred Mistral Restaurant**.



For the occasion, a celebratory 20th-century style “AFiche” will be the hotel and the two restaurants’ signature for the entire duration of the 2018 season.



In the words of Gianfranco Bucher: “The new advertisement celebrates our first 100 years, in the hope ours will continue to be a successful and lasting history.”

And indeed, Gianfranco and Dusia Bucher’s sons are preparing to take the reins of the hotel for the second century of this important family history.

The 2018 season starts on March 29 and will end at the beginning of November.