

The Hotel Europa

from 1926 to Today

Angelo Cacciola Donati





Quality and Hospitality

The history of the Grand Hotel Europa has always rested on the twin foundations of quality and hospitality: quality, as expressed in a continual modernization and expansion of services; hospitality, in the capacity to entertain and stimulate a sophisticated and exacting clientele, promoting and participating in the best cosmopolitan events. As an example of this, near the end of 1925 the Europa closed for renovations, which were completed in record time to permit the hotel's reopening for a grand ball at the end of the year. "The ball will announce the official reopening of this majestic and modern Hotel, enlarged in its structure, having acquired forty rooms endowed with every modern comfort." (1)

RAPALLO

**GRAND HOTEL & EUROPA
RIAPERTO**

≡ Completamente rimodernato - Tutte le camere con acqua corrente ≡
≡ Appartamenti con bagno - Grande giardino ≡

Stasera 31 Dicembre: Gran Ballo di Fine d'Anno

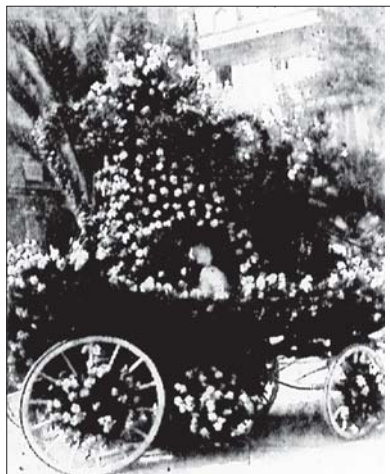
P. M.

In particular, it was the attainment, in April 1926, of the Gold Medal and Award of First Place at the Hoteliers' Exposition of Rome that manifest recognition of the elevated level of quality attained by our lodging establishment. (2)

An extract from the "Practical Guide to Holiday Lodgings and Spas in Italy," published by the Italian Touring Club (3), acknowledged the characteristics and amenities of the Hotel:

"Grand Hotel Europa (26) – 90 rooms; 120 beds. Hot and cold running water. 50 private baths. Central heat. Lift. Telephone. Garage. Omnibus station. Tennis courts. Pension May-June and Oct.-Nov., Lire 40-75; Dec.-Apr. and Jul.-Sept., Lire 45-80. Situated on the edge of the residential district, where the Lungomare begins, surrounded by a large park and garden, with southern exposure." The special hospitality offered by the Europa included a long series of cosmopolitan events, of which the Hotel was the undisputed protagonist since the beginning of the century. In those years, the

arrival of spring was welcomed in Rapallo with the Festival of Flowers, when automobiles and carriages, garlanded with flowers, wound through the city streets tossing petals and blossoms, accompanied by music and the shouts of the crowd. In April 1926,



the Europa's carriage won second prize, with their car resembling an amphora composed of daisies and carnations, of which we reproduce the original photo.

(4)

In August of the same year, Papadato and Bonetto obtained second prize with their carriage at the Nocturnal Floral Courses, here poetically described: "The night possessed everything for an enchantment of flowers and

the crowd, even amidst the lights, felt the night, amiable and throbbing in its ineffable sweetness. What did it matter if only the flowers traced the path between shadow and light, and if any smile or few glances joined with the flowers? The hearts in the mystery of the night had to keep silent and leave behind only a longed-for dream. But how sweet was that longing! And hearts were able to comprehend the single toss of flowers, even if all the colors lacked voices in the flight of the shadows or in the path of the light. And if no other voices spoke than those of the sea and of the rustle of the palms, nonetheless one could as well understand the nocturnal significance of that battle of flowers." (5)

The social events that followed each other without pause helped to create a vivacious atmosphere at the Hotel. One will recall, in April 1927, the grand banquet with 157 invitees in honor of Dr. Andrea Canessa and of Magistrate Solari of Rapallo, a civic authority with broad-ranging powers appointed by the governor. The banquet was organized by the weekly newspaper *Il Mare*: "By 8:00 in the