

An Oscar-winning marriage

Francis Ford Coppola selects Loewe screens for his new Palazzo Margherita hotel

Kronach. – Renowned film director Francis Ford Coppola (The Godfather Trilogy, Apocalypse Now, Dracula) has recently restored and renovated a 5-star boutique hotel, Palazzo Margherita, in the historic centre of Bernalda in Basilicata, Italy, the hometown of his grandfather, Agostino. The project fully respected local architectural traditions and building techniques resulting in a magnificent residence, with fine stucco decoration and fresco paintings restored to their original splendour.

In order to offer guests maximum comfort and in-room entertainment, Coppola has chosen Loewe TVs for the nine suites. The Loewe Individual 46 Compose 3D TV, a model that recently won the prestigious EISA Award Best Product 2011-2012 as best audio and video streaming system in the world, is an example of German-made technology at its best, and perfectly compliments the finely decorated settings. The exclusive design of the Individual Compose enables the personalisation of the TV system's colours and furnishing, assuring perfect visual matches in each and every suite. The beautiful looking Individual Compose cabinet houses cutting-edge technology, delivering perfect images from the 400Hz Full HD LED display, with realistic 3D drawing the viewer into the action, and terrestrial and satellite digital decoders for high-definition reception of a vast range of international television broadcasts. The TV also includes a 500 GB hard disk for recording video content and the exclusive multimedia Loewe MediaPortal with Loewe MediaNet, an application that makes it possible to surf the Web and offers more than 500 pre-loaded Apps. Finally, an incredible 80 watts of audiophile level musical power top-off the superb visuals.

The official opening of the hotel took place on the occasion of the marriage between Coppola's daughter, Sofia, an internationally-acclaimed director in her own right, and Phoenix singer, Thomas Mars, on 27th August. Palazzo Margherita, which boasts one of the most beautiful gardens in Italy, as documented by the Italian Ministry for Cultural Affairs, promises to be a popular destination for the those travellers seeking a unique and luxurious stay in one of the most untouched and authentic regions of Italy.

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About Loewe

Award-winning design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technology highlights include: home entertainment systems with high-definition picture quality, an integrated hard disk recorder and a perfect connection between Internet and television. In 2010, sales for the public-listed company founded in 1923 in Berlin totalled € 307.3m. Loewe manufactures and distributes televisions, Blu-ray players, DVD recorders, audio components and multiroom solutions. The company has around 1,000 employees and, on an international level, is represented in 50 countries.

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