



## PRESS RELEASE

### ITA Airways: “Travel with All Your Senses” in the newly Renovated Hangar Lounge at Rome Fiumicino

#### More space, enhanced comfort, exclusive services, and a new partnership with Aneri

**Rome, 1 December 2025** – ITA Airways has renewed its Hangar Lounge located in Terminal 1, Boarding Area A, at Rome Fiumicino Airport. The company is unveiling the new space today through “*Travel with All Your Senses*”, a multisensory event designed to engage lounge guests throughout the day.

A space that celebrates style, where every detail matters: **135 sqm** of additional surface area, **65** new seats—for a total of 205 seats—an expanded **50-sqm** entrance area, and a redesigned **welcome desk** now positioned to the left of the main door to offer an even more spacious and functional welcome. A significant upgrade in the passenger experience that will make it possible to welcome even more comfortably the customers of the Lufthansa Group airlines as part of the process of integrating ITA Airways into the group.

The highlight of the renewed Hangar Lounge is the **Silent Room**, an elegant 90-sqm area featuring 25 chaise longues. This all-new space has been designed to offer guests a moment of absolute relaxation before their flight. This completely new area offers a concrete response to the modern traveler’s need for well-being and a sense of peacefulness. Here, the journey begins even before boarding—through sound, scent, light—while the Silent Room becomes a cocoon-like oasis within a bustling airport environment. At the same time, the **Exclusive Room**, dedicated to Executive customers, has been upgraded with a curated wine and sparkling wine cellar, as well as an information screen displaying live flight departures. In keeping with the premium feel, the private restroom area now includes an experiential shower for enhanced comfort. The renovation also includes a complete redesign and expansion of the restrooms, now located near the entrance to make guest access even more convenient.

*“The renewal of the Hangar Lounge represents not only a significant structural investment, but also a tangible demonstration of ITA Airways’ ongoing commitment to excellence in the airport hospitality we offer our passengers,”* said **Joerg Eberhart, Chief Executive Officer and General Manager ITA Airways**. *“With the new layout of the Hangar Lounge, the airline reaffirms its ambition to offer not just travel services, but experiences that can inspire, delight, and foster a lasting bond with our customers—guided by the values of hospitality, style, and attention to detail that distinguish our Company.”*

The Hangar Lounge fully reflects ITA Airways’ mission to serve as an **Ambassador of Italian excellence** worldwide. The broader customer experience redesign is rooted in strong collaborations with renowned Italian brands, aimed at elevating service quality and delivering an experience deeply infused with authentic Italian lifestyle. The goal is to make the connection with the Italian lifestyle tangible and authentic through collaborations with distinguished partners who embody iconic elements of Italy—brands that share the same values and can offer original, characterful products that make every journey memorable.

It is in this dual spirit of service and partnership that **the collaboration with Aneri** was conceived. Aneri, an example of excellence in the Italian wine industry, represents values such as passion, authenticity, sustainability, and respect for tradition and family—principles perfectly aligned with those ITA Airways aims to promote.

Aneri products will be available both on board and in ITA Airways lounges, in premium contexts:

- **Amaro Anerissimo**, an elegant dry amaro with a distinctive design, will be served in Business Class on all ITA Airways intercontinental flights starting today, December 1, 2025.

- **Aneri n.3 Giorgia – Valdobbiadene Prosecco Superiore Brut Millesimato D.O.C.G.**, with its harmonious, dry, and pleasantly savory profile, will be offered in Business Class on international flights and in Superior Class on domestic flights beginning in 2026.
- In both VIP Rooms of the Fiumicino lounges—Hangar Lounge and Piazza di Spagna—the experience will be enhanced by **Aneri Biologico N.7 Leone – Asolo Prosecco Superiore D.O.C.G.**, adding an exclusive yet simple and genuine touch. A choice that reflects the shared focus on quality and the pleasure of well-crafted things.

A multisensory journey marked the renewal of the Hangar Lounge.

- **Touch** was entrusted to Flavia Bergognoni, an expert in reflexology and deep relaxation practices.
- **Smell** was curated by *createur parfumeur* Paola Bottai, who designed an olfactory trail inspired by distant landscapes and dreamlike atmospheres.
- **Hearing** was delighted by musician and artisan Luca Bertelli, a specialist in handpan.
- **Sight** was captivated by artist and calligrapher Riccardo Palazzi, who transformed light and motion into contemplative visual art.
- **Taste** was celebrated through *Zen Time*, an exclusive new cocktail by **Campari Academy**. Sophisticated and harmonious in flavor, it is designed to accompany passengers toward their next flight through its delicate floral notes. Served in an elegant teapot, *Zen Time* captivates with a striking presentation and a balanced aromatic profile. The recipe combines jasmine and the subtlety of chamomile with the bold character of Bulldog Gin, resulting in a harmonious cocktail that invites guests to be pleasantly surprised by its taste—an exclusive experience where the art of mixology meets the excellence of Italian hospitality.

With the renewal of the Hangar Lounge, ITA Airways further strengthens its position as a leader in airport hospitality, offering guests **an immersive experience** in comfort, flavor, and innovation.

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#### **About ITA Airways**

*ITA Airways is the Italian reference carrier. The Company is 59% owned by the Ministry of Economy and Finance and 41% by Deutsche Lufthansa AG. ITA Airways operates both passenger and cargo air transport services, providing Italy with high-quality connectivity to international destinations, supporting tourism and foreign trade, as well as domestic connectivity within the Country, also leveraging integrated mobility. Through strong digitization of processes to ensure the best possible experience and personalized services, ITA Airways places customer service at the core of its strategy. This is combined with a commitment to sustainability, which encompasses environmental aspects (such as a young, technologically advanced fleet to reduce environmental impact), social aspects (a strong focus on its employees and the communities in which it operates), and governance aspects (integrating sustainability into internal strategies and processes).*