



Press Office

Agent 00Solberg

Solberg on the trail of the Ian Fleming character in the mythic Costa Smeralda.

The white silhouette of the Lotus Esprit S1 emerging from the sea onto one of the most exclusive Costa Smeralda beaches driven by agent 007 who, elegantly dressed, opens the door window to throw away a fish, among the astonishment of the bathers around the car. It was 1977 and the James Bond myth was going around the world.

More than thirty years, the world's most glamorous hotel, the Cala di Volpe, and the beauty of its places, become a set once again: Petter Solberg, world class driver, plays the world's most famous secret agent, going back to the locations of the famous movie "the spy who loved me". Petter in his dinner-jacket was photographed by journalists from all over the world, who came to Sardinia for the Rally d'Italia, Italian round of the World Rally Championship.

One image, Two symbols. On one side the wonderful stage of the Costa Smeralda, an embrace between an emerald sea crafted amongst rocks, white sand beaches, Mediterranean vegetation and dream hotels, which makes this place so exclusive, an incarnation of a world which during the years and the evolution of society has gone from being a symbol of luxury for few, to a destination for all the lovers of beauty and unspoilt nature. On the other side the car, perhaps the most important symbol of an entire century, the 20th, of which it has been a protagonist. A symbol in movement, gone from being an object of luxury for a few to a mass product which, through its evolution, has changed the behaviour of people, to the point where with its widespread it has affected the structure of the main living places, the towns.

Overlooking the Cala di Volpe Bay one of the most beautiful creeks of the Costa Smeralda, the Cala di Volpe Hotel was built like an ancient fisherman village with its porches, granite floor, arcs and stairs: designed by architect Jacques Couëlle in 1963 and extended in 1971, the hotel is a perfect blend between landscape and architecture. A wooden wharf reaches out into crystal-clear sea water, the beach is surrounded by brooms and myrtle bunches: typical Sardinian rocks embrace the bay, and contribute to create the unique atmosphere of one of the most beautiful Mediterranean landscapes. The continuous and skilled refurbishment works aim to keep the building intact, in the respect of the artwork designed by the French architect.

100 rooms, numerous junior suites, and one breathtaking presidential suite, with its private swimming-pool hanging on a terrace overlooking the Bay make the Cala di Volpe a unique hotel named by "Condé Nast Traveller" as one of the world's best places to stay.

Foto by Race&Motion

Rally d'Italia Sardegna

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