

FAENA DISTRICT

TULUM





“There are places of power and places of beauty, this is an ancient land that for centuries has guarded the healing energy for our common future”

—Alan Faena

A NEW
CHAPTER,
A NEW
DREAM

RESIDENCES, HOTEL, WELLNESS AND OCEAN CLUB

CONCEIVED BY ALAN FAENA
DESIGNED BY BRANDON HAW ARCHITECTURE



“This era is about harnessing the power of the collective mind. The present belongs to those who actively exchange inspiration and joy, conscience, and responsibility; for those who collaborate and unite to make changes that benefit us all. Today, the future is crafted by those voices who have the courage to place community over individuality.”

—Alan Faena

A conservatory of consciousness

Woven into the lush jungle of Tulum where the flora meets the sea, a new destination has taken root. Here, holistic living, sacred wisdom, and cultural expression integrate to elevate consciousness.

Cooled by Caribbean breezes and humming with birdsong, **Faena Tulum** is a sanctuary where the spirit harmonizes with the rhythms of nature and the keeping of ancient Maya rituals. Residences are embraced by a diverse array of vibrant flora and fauna, providing an exuberant backdrop for life in the tropics.

Drawn to the energy that flows like a river to the sea, artists, healers, and visionaries come to the retreat for rest, repair, and communion. Here, nature heals the spirit, while art uplifts the soul. Each heartbeat, each breath, each moment is an invitation to hear the jungle speak, to paint one's dreams on time, and to find meaning in the infinite expanse of the universe.



Location



TULUM INTERNATIONAL AIRPORT
40' FROM FAENA TULUM

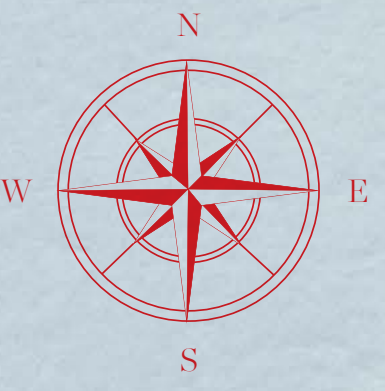
DOWNTOWN TULUM

ARCHAEOLOGICAL
SITE OF TULUM

PARQUE DEL JAGUAR

**FAENA
DISTRICT**
TULUM

CARIBBEAN SEA



Faena Tulum is founded on these principles

1


Human connection and community as foundations for a good life; Faena Tulum is a place that brings people together in collective effort, in learning and in celebration.

2

Personal wellbeing, discovery and growth are critical needs in today's world. Its relationship to nature, to creativity and to traditions, Faena Tulum filters out the noise so our guests can find perspective and focus on what is important.

3

Taking responsibility for our impact on our world is non-negotiable; this means respect for people, cultures and traditions as well as resources and consumption. Faena Tulum harnesses 21st century global thinking, tools and techniques that benefit Tulum.

An aerial photograph of the Faena Tulum resort, showcasing a long, narrow strip of modern, multi-story buildings with terraces and pools, nestled within a dense, lush green tropical forest. The resort is situated on a hillside, with the ocean visible in the distance under a bright blue sky with scattered white clouds. The architecture features a mix of natural materials and contemporary design, with many buildings having flat roofs and open-air spaces. The surrounding forest is thick with various types of trees, including palm trees, creating a vibrant green canopy. The overall scene conveys a sense of luxury and harmony with nature.

Faena Tulum is a place
to live, to dance, to
experience nature, art,
music, and romance.

A Sense Of Community

From deep connections to casual interactions, the communities that make up our lives give us sustenance and strength, inspiration, and motivation, and create the moments we will remember forever. The **Faena Tulum**'s masterplan is aimed at generating an integrated community closely linked to nature and place, where residents can be nourished by multiple activities to interact, self-express, and thrive. **Faena Tulum** conceived a residential community model that emphasizes not only the functional aspect but also the ability to stimulate the senses and the personal growth of residents and guests.



MASTERPLAN

- ① FAENA HOTEL
- ② FAENA RESIDENCES
- 🐾 FAENA OCEAN CLUB
- ③ FAENA ART PAVILION
Brandon Haw Architecture
- 🐾 PARQUE DEL JAGUAR

Laid-back, relaxed, hippie-chic, bohemian, informal. Tulum is an epicenter of cultural influences that set it apart from any other destination in the Mayan Riviera. **Faena Tulum** is a reflection of this identity, while adding its own artistic thumbprint to the cultural fabric of the community.

Faena Tulum is a new hub to practice sustainable living, a place to elevate the mind and spirit, to achieve a greater state of being, and feel the mission of evolving to ultimately contribute to the development of a new and better society.



FAENA
RESIDENCES

TULUM









The 147 Residences at **Faena Tulum** are redefining the art of tropical living. Architect **Brandon Haw** looked to the solidity of ancient Maya construction to design contemporary homes that disappear into nature's embrace. Raw concrete is softened with warm wood accents, a palette of sky blues, ochre yellows and dusty pinks, and interiors crafted from chukum, local polished plaster.

Burnt sienna screens offering privacy and shade cast golden shafts of light across outdoor terraces and living spaces draped in forest greenery.



Listen to the
jungle speak
where the sacred
and vernacular
intertwine.



RENDER IMAGE COURTESY OF BRANDON HAW ARCHITECTURE

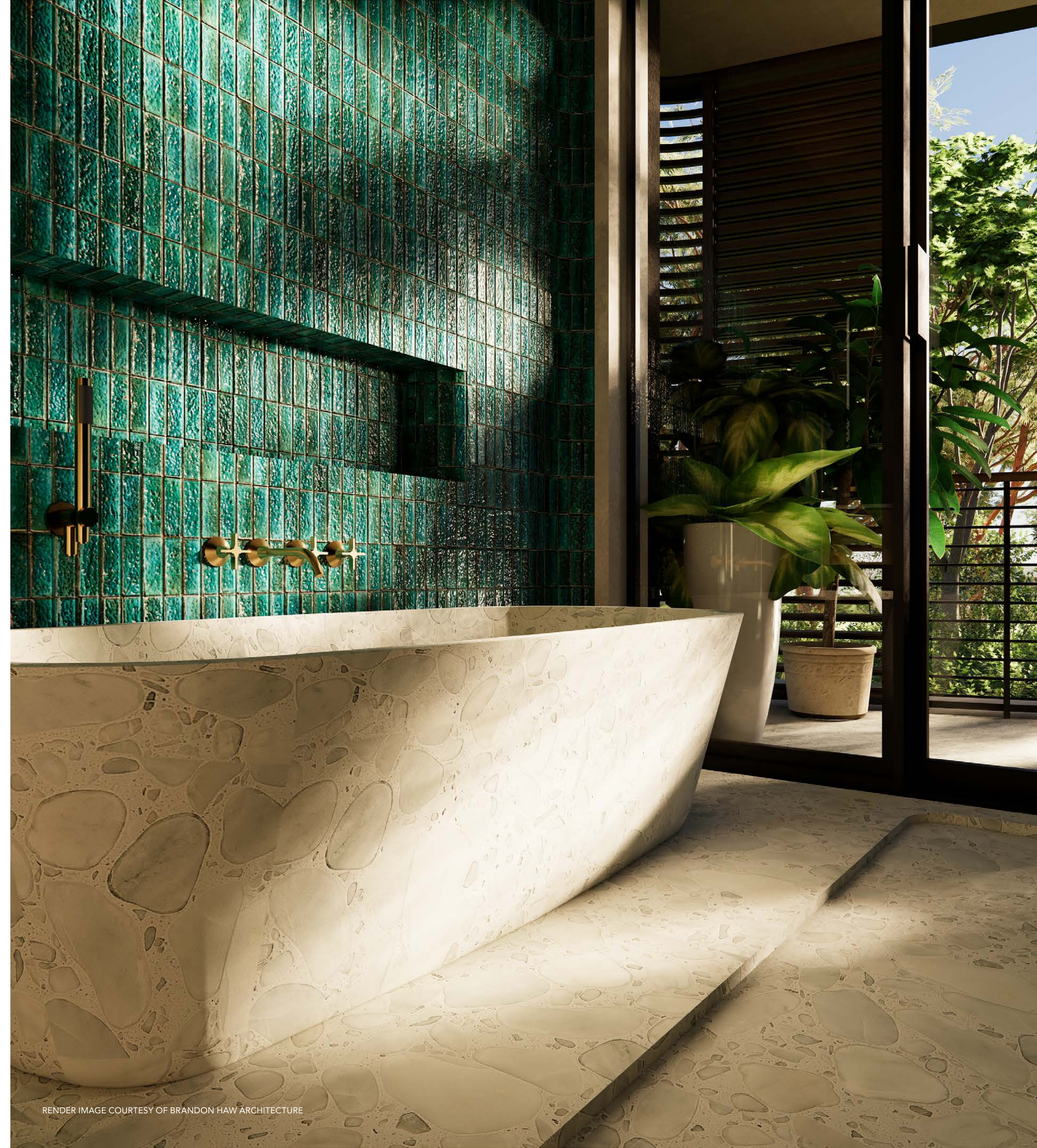









Roof gardens with infinity-edge pools and outdoor kitchens overlook stretching panoramas where the jungle touches the sky. Relaxed interiors are open and refined featuring fully equipped kitchens and double vanity bathrooms with mosaic detailing and soaking tubs.







Ranging from one to three bedrooms, the Residences at **Faena Tulum** offer five-star amenities. These include a residence-only swimming pool, a state-of-the-art gym, and gathering areas that coexist peacefully with nature.





FAENA

TULUM

Faena “is all about creating rich experiences that you haven’t really lived anywhere else.”

—Brandon Haw

After a long journey, you’ll arrive at the Faena Tulum Hotel. As you walk through the open-air cathedral, you’ll be surrounded by the lush jungle, tropical flowers, and hummingbirds that flit on either side of you. In the distance, you’ll hear the whisper of the ocean. At the gatehouse, your journey of relaxation begins. Immersing yourself deeper into the jungle, you’ll discover hidden surprises around every corner. Just beyond the civic pavilion designed for gatherings and art shows, you’ll discover the Ocean Club at the beach.



**Tierra Santa
Healing House** is
the axis on which
the community
turns, a potent
vortex emanating
a vibration of ease.



An oasis of holistic therapies for the spirit, mind and body, **Tierra Santa Healing House** blends ancient healing rituals from around the world to awaken consciousness and restore wellbeing. It is a laboratory of ancestral wisdom and a cradle of comfort to revive, expand and evolve.





FAENA OCEAN CLUB

TULUM

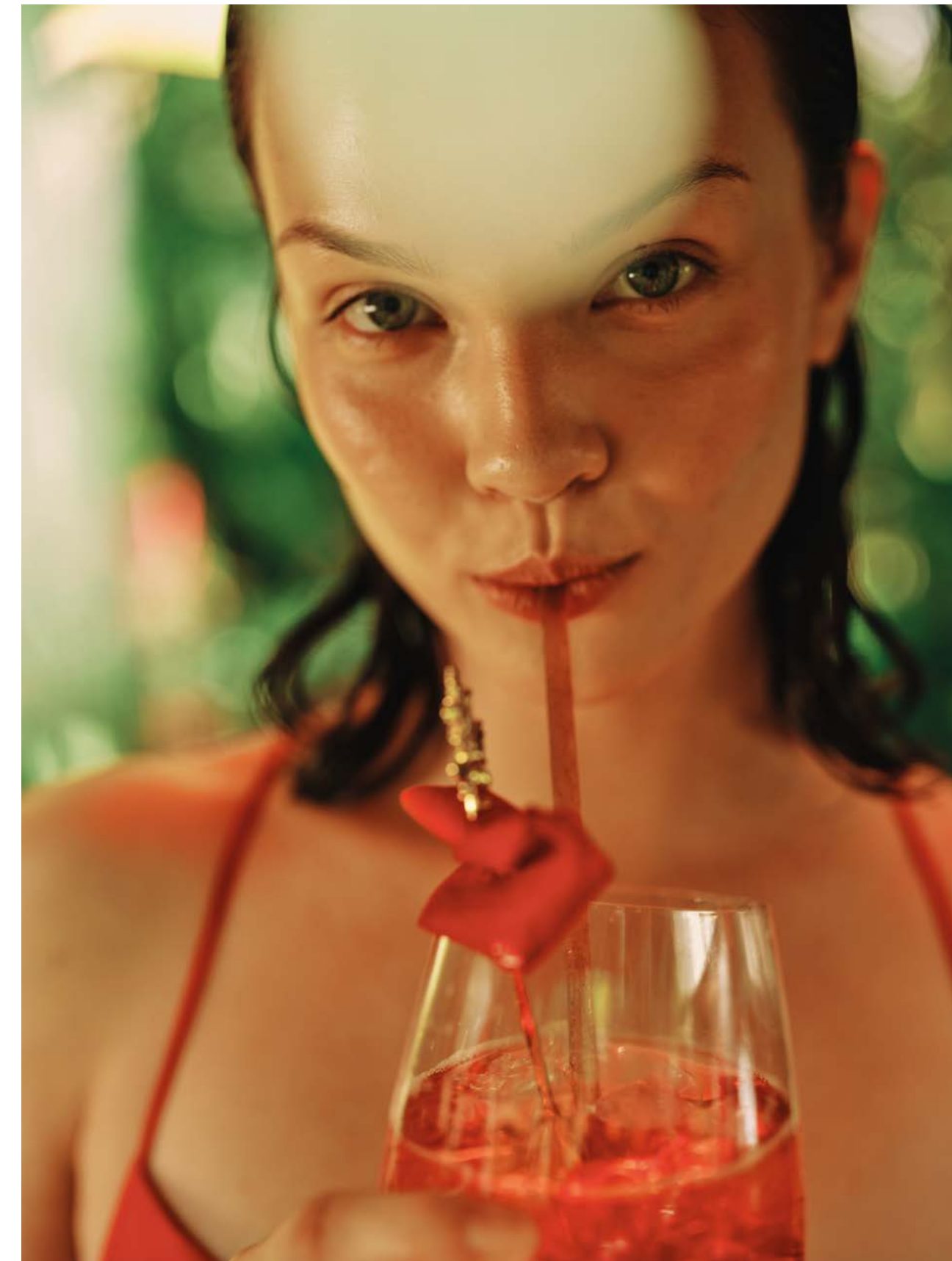
Boasting top-tier services, a signature restaurant serving culinary delights, and expertly crafted cocktails, **Faena Ocean Club** offers an unparalleled experience. The dreamy atmosphere adds to the allure, creating a perfect setting for guests to unwind.







Faena Ocean Club stands as a pinnacle of luxury and sophistication on the shores of the Caribbean Sea. With its floating pools offering breathtaking views of the azure waters, this exclusive retreat provides a haven of tranquility, a setting for guests to unwind.



Faena crafts immersive culinary concepts that translate into award-winning restaurants. Chefs are selected from around the world to helm culinary experiences where every detail is carefully considered, every dish is inspired, and every design element creates a transportive environment. Guests come as much for the innovative cuisine as they do for an elevated journey that expands one's senses.



The Collaboratory

Because we believe ideas evolve and develop when shared, we have nourished a creative thinktank, a laboratory of true collaboration consisting of a group of individuals of genius who interact, play and propel our projects into new realities. It is about coming together and simply crossing boundaries. This way we can really defy reality, and enhance it, always relying on our most inner strength: creativity.



Alan Faena is an entrepreneur and creative visionary who has made an indelible mark across a wide range of industries including hospitality, entertainment, art, design, fashion, real estate, and urbanism.

He created internationally heralded, large-scale **Faena Districts** in both Buenos Aires and Miami, which have transformed their neighborhoods into valuable real estate, iconic architectural enclaves, and dynamic cultural hubs. Alan Faena has been a force for cultural development and creative exchange in North and South America. His fashion line, which he founded at 18 years old, successfully merged design with contemporary art and music to transform a socio-cultural moment. In 2000, he turned his focus to the way that art and culture could transform cities— beginning with Buenos Aires and expanding to Miami in 2014. He has collaborated with some of the world's leading talents, businessmen, and philanthropists to fuse art, music, design, entertainment, sustainable architecture, and state-of-the art technology to create new cultural epicenters. Among his collaborators are Sir Norman

Foster, Rem Koolhaas, Philippe Starck, Damien Hirst, and Baz Luhrmann. Placing cultural practices at the heart of all of his endeavors, Alan Faena supports the independent non-profit **Faena Art** that commissions and produces cutting-edge site-specific multi-disciplinary projects like the annual Faena Festival, which celebrates cultural practitioners; **Faena Prize**, that supports and commissions artists around the world; and **Faena Theater**, which creates content and live productions in both districts. Alan Faena has established a brand of choice and a powerful voice for taste makers around the world. In 2019, Rizzoli published the story of Alan's life entitled *Alan Faena: Alchemy & Creative Collaboration, and Architecture of Being*, a deeply personal framework of attributes to liberate the self in this highly personal manifesto exploring the constructs of human potential.

Brandon Haw is President and CEO of Brandon Haw Architecture LLP.



Born in London to a family of artists, Brandon grew up in the '60s with a strong connection to the minimalist and conceptual art of the period. Having worked as a drywall contractor and millworker during his studies, Brandon began his professional development as an architect in the New York offices of Skidmore Owings and Merrill. Returning to London in 1987, he spent the following 26 years in the office of Lord Norman Foster where he became a Director and Senior Partner. During his tenure, he was responsible for numerous high-profile international projects ranging from large master planning initiatives to major corporate headquarters buildings including the Commerzbank Headquarters in Frankfurt, HSBC World Headquarters in London, the World Trade

Center competition, the Hearst Tower in New York and the Faena House residential project in Miami, among many others. In 2010, he moved back to the US to run the New York offices of Foster+Partners before setting up his own eponymous design studio in 2014. Under his leadership, the studio now has a wide range of projects in the U.S. and Latin America, from institutional and commercial buildings to residential developments, hotels, master plans, yachts and interior design projects as well as a line of contract furniture in development. Brandon has lectured internationally on the topic of cities and urbanism in Brazil, Peru, India, Argentina, Mexico, Chile and Colombia, as well as the USA.

Peter Mikic is a renowned interior designer known for his distinctive and eclectic design style.



With a career spanning over two decades, Mikic has established himself as a prominent figure in the world of interior design. Peter Mikic's design approach is characterized by a harmonious blend of contemporary and classic elements, resulting in spaces that exude sophistication and timeless elegance. He is known for his impeccable attention to detail, bold use of color and texture, and a penchant for incorporating striking art pieces and statement furniture into his interiors. Throughout his career, Mikic has worked on a wide range of residential and commercial projects, including luxurious private homes, boutique hotels, and high-end retail spaces. His portfolio showcases an ability to tailor designs to suit the individual preferences and lifestyles of his clients, while still imprinting each project with his signature flair.

Pilar Zeta creates site-specific art installations that blend philosophy, mathematics, symbolism, and surrealism.



Pilar Zeta is an Argentinian-born artist now based in Mexico City. Her works, influenced by ancient Egypt and cosmology, evoke transcendence, and explore the subconscious. Notable installations include "Hall of Visions" at Miami Art Week and "Doors of Perception" at MACO Art Week, showcasing her unique style dubbed 'mystical futurism.' Zeta's impact extends beyond visual art, collaborating with musicians like Coldplay and winning awards for directing music videos. Her creations continue to inspire audiences globally, offering glimpses into transformative realms of perception and creativity.

Alejandro Osorio Flores is an artist and cultural manager, studied arts at the Universidad de las Américas en Puebla, develops art and design projects.



Alejandro has participated in group exhibitions at galleries and museums in Mexico, the United States and Spain, in 2009 in the IV International Biennial of Prague, "One hundred years: endogamic & exogamic pictorial practices in Mexico" in Expanded Painting, has obtained an honorific mention in the biennial of Artemergente, in the national meeting of young art as well as in the Iberoamerican meeting Cortez de Cádiz. His work is part of the collection of the Universidad de las Américas, the collection of the Universidad Autónoma del Estado de México, the Mario Testino collection in London and the collection of the Museo de las Americas in Denver.

Francis Mallmann is South America's most renowned chef. Growing up in Patagonia on a cliff overlooking Lago Moreno, fire played a large role in Mallmann's childhood and the memories of that time define him and his cooking techniques today.



After leaving home at a tender age, **Francis Mallmann** opened his first restaurant at 18. Eventually finding his way to the kitchens of Paris, the young chef found his true calling once he began applying his skills to the traditional Argentine grilling and smoking techniques of his childhood in Patagonia. He now owns seven restaurants scattered across the South American continent and beyond. Find them from the bright lights of Buenos Aires to Uruguay's hippie chic fishing village of Jose Ignacio and the tumbleweed hamlet of Garzon. His international reach extends with the opening of Los Fuegos at Faena Hotel Miami Beach and Villa La Coste in the south of France.

Inge Theron, one of the world's leading wellness consultants and Founder and Creative Director of FaceGym, is on a mission to educate a generation on skin metabolism and facial fitness. She has created the revolutionary concept of the world's first gym for the face.



Previously a beauty and wellness columnist for the Financial Times, Inge became known as the 'Spa Junkie' and spent over ten years testing the latest high-end aesthetics, fitness, and nutrition treatments. These often-invasive procedures left Inge suffering the impact of injectable abuse and when one particular face-lifting procedure left her housebound, she realised enough was enough, and decided there must be a better way to age confidently and gracefully. Channelling all of her extensive research and knowledge, Inge set to creating a concept all of her own. And the rest is FaceGym history.

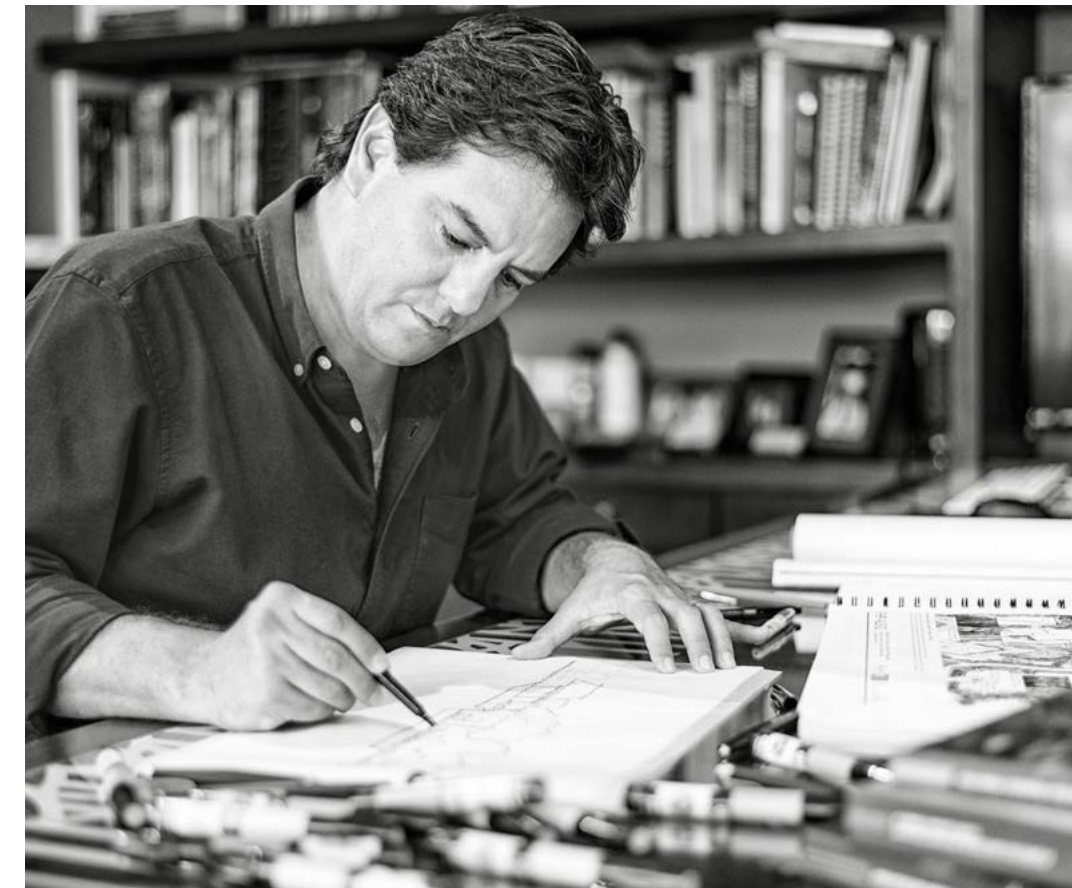
Founded in 2012, **Taller G** is the result of 25 years of collaboration and experience of its founders: Carlos Fernández del Valle, Maca Zeballos and Salvador Nuñez.

Through art, design, technical disciplines, and environmental sciences, **Maat Handasa** seeks to combine inspiration and analysis: Art and Science in their projects.

Founded by Hervé Descottes in 1993, **L'Observatoire International** is a multi-award-winning, leading global lighting design firm that collaborates with the most renowned architect and design firms in the world.



Taller G is in constant search for excellence in design and innovation as well as in the sense of community. It combines research with critical thought and the exploration of multiple solutions for each project to ensure the most appropriate results. At **Faena Tulum**, which will be a project that represents a very strong sense of community with a particular perception of art and aesthetics in the region. Taller G will collaborate with Brandon Haw Architects as AoR sharing all its knowledge on local culture, construction systems, materials and all practical details.



Maat Handasa, SC is a workshop focused on Invention and Research. It is a multidisciplinary laboratory for developing creative and innovative ideas. Maat means "That in which One believes" and Handasa means "Architecture." The studio believes in the importance of the environment and nature as the guiding focus of architectural, landscape, and planning intervention. Architect Pedro Pablo Velasco is the Founder and Director of the Firm. The Office is based on continuous multidisciplinary work through alliances and external consulting networks, incorporated into each project according to the needs and scale of the project.



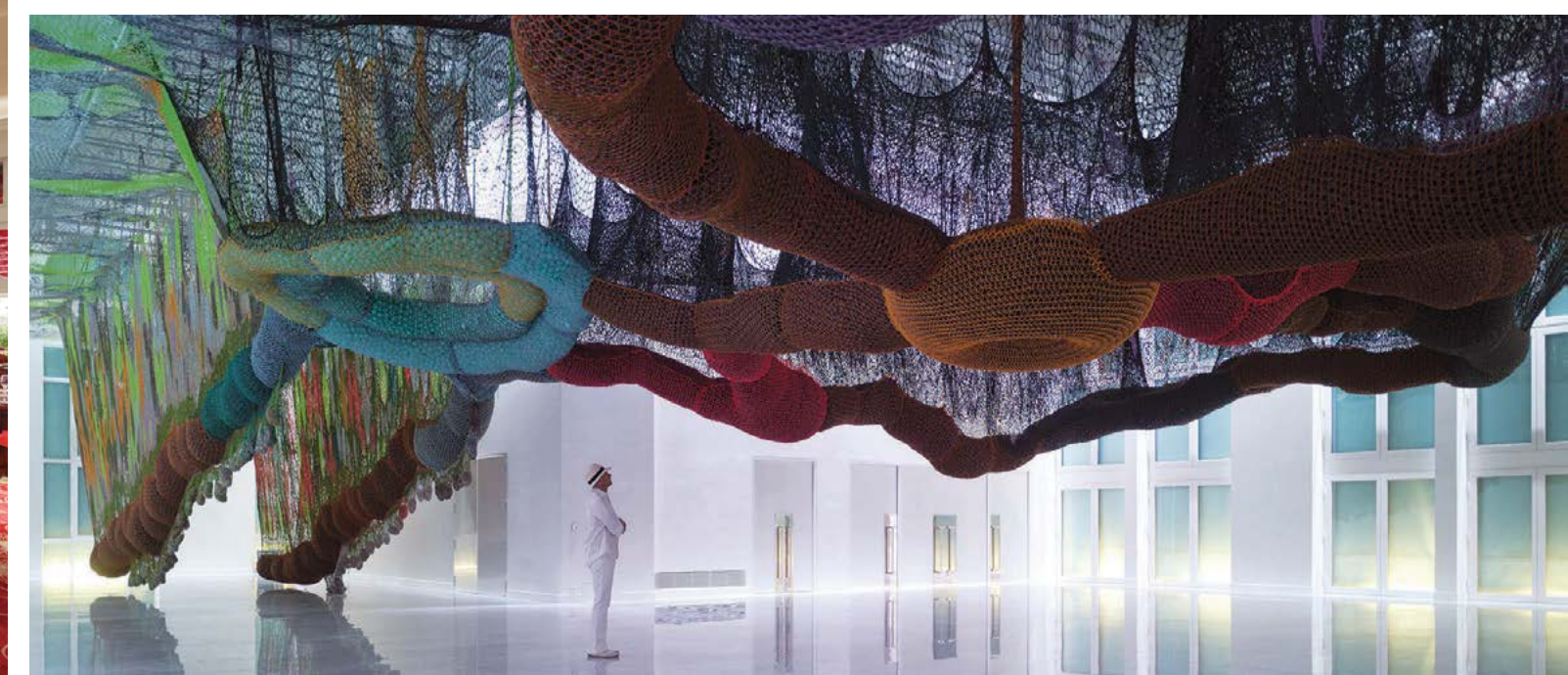
Hervé Descottes was born and raised in France and moved to New York City to establish L'Observatoire International. Descottes has been recognized numerous times by the lighting design and architectural community. He has been the recipient of many awards from the International Association of Lighting Designers, the Illuminating Engineering Society and the New York City Illuminating Engineering Society, the American Institute of Architects, the Municipal Art Society of New York City, the Darc Award and the Interior Design Magazine Best of Year Award. In 2008, Descottes was named Knight of the Order of Arts and Letters by the French Minister of Culture. Descottes was named Best Lighting Designer 2020 by Interior Design Magazine.

Faena is a global leader in the luxury lifestyle industry.



A pioneer in its field, Faena has made innovation the heart of all its endeavors, emerging as the global model for high-quality, purpose-built lifestyle living. Specializing in the creation of one-of-a-kind holistic environments anchored in cultural experiences, which integrate residences, hotels, art and cultural spaces.

The multi-award-winning Faena Districts are internationally renowned for shifting the gravitational center of cities, expanding their social footprint and becoming new cultural epicenters. Its projects are platforms for personal expression, cultural interaction and original thinking—destination landmarks encompassing new buildings, revitalized historic properties, and transformational experiences, which Faena develops collaboratively with teams of leading architects, designers and artists.

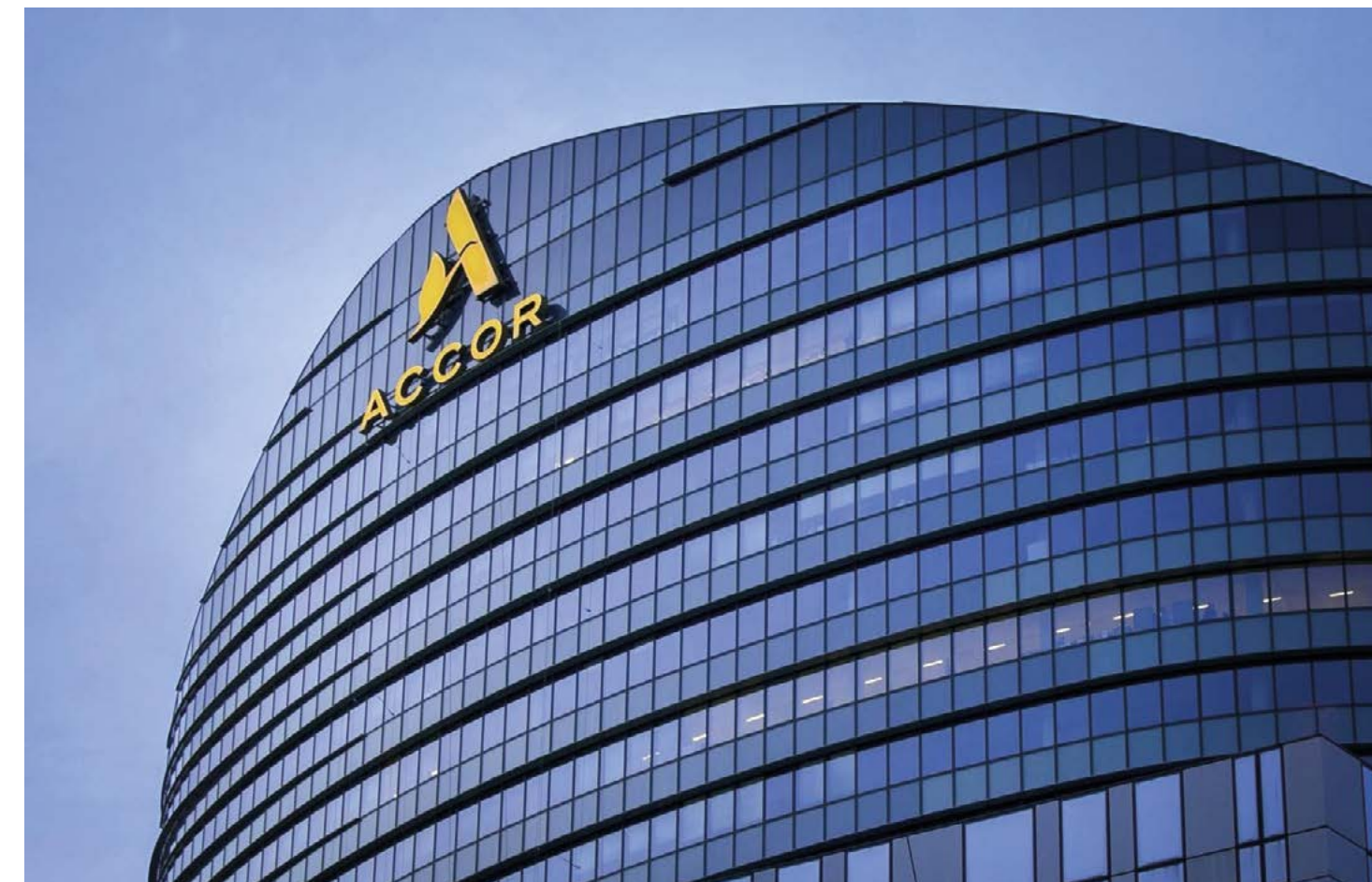


Inmobilia is a company with more than 20 years of experience aiming for more than a decade to find and cross the frontiers of real estate in Mexico and worldwide through the development of real estate intelligence applied to lifestyle and creating premium experiences.

At Inmobilia, we operate based on expert knowledge of high-end markets and the real estate landscape in the places where we settle, directly impacting the sustainable transformation of the landscape and the creation of luxurious, exclusive, and innovative communities.



Accor is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 5,600 hotels, resorts and residences across 40+ brand in over 110 countries.





Core Services

Available to all Residence owners and included in the service charge, the carefully curated list of core services includes:

Residence Owner Relations Manager

Concierge

Doorman & Valet

Security

Accor Ownership Benefits Program (Annual Fee)

Common Area Maintenance

Common Area Housekeeping

Residential Convenience Shop

Poolside Food and Beverage

WiFi internet in the Residence Lounge and all public areas

Property Insurance (for the base building and common areas)

À la Carte Services

Our optional, bespoke A La Carte Services are subject to extra charges. When a Residence owner reserves an A La Carte Service, the cost will be billed to their personal account. The Residence Concierge coordinates all A La Carte Services, providing a single point of contact to residents. They include:

In-residence catering by a personal chef

Personal trainers, yoga and fitness instruction

Shopping services from a personal assistant

Childcare

Dry cleaning & laundry

Private transportation

In-residence housekeeping (daily, or weekly)

In-residence maintenance

“While You Are Away” Maintenance Package

Turnkey in-residence maintenance solutions for Residents who usually live elsewhere

To sign up for more information visit
faena.com/tulum

for commercial enquiries
faenatum@inmobilia.mx



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