



A Collection of Extraordinary
Destinations



NEW YORK



MIAMI BEACH



TULUM



SÃO PAULO



BUENOS AIRES



THE RED SEA



WADI SAFAR



DUBAL

FAENA
DISTRICT

TULUM



**A NEW WAY
OF LIFE**

MASTERPLAN

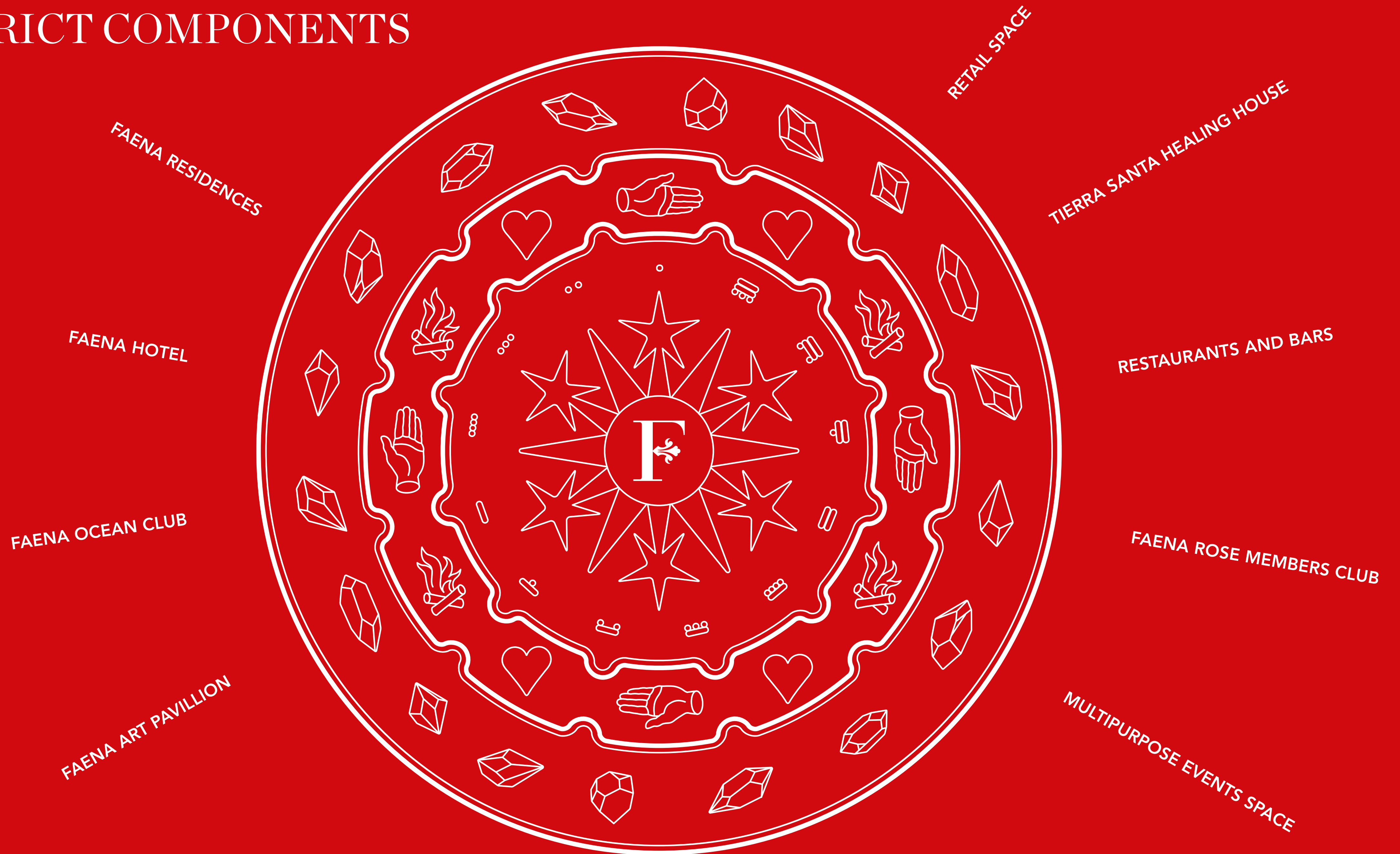


- ① FAENA HOTEL
 - ② FAENA RESIDENCES
 - 🐆 FAENA OCEAN CLUB
 - ③ FAENA ART PAVILLION
- BRANDON HAW ARCHITECTURE

🐆 PARQUE DEL JAGUAR



DISTRICT COMPONENTS



DISTRICT COMPONENTS

FAENA HOTEL

FAENA ROSE
MEMBERS CLUB

RETAIL SPACE

FAENA ART PAVILLION

FAENA OCEAN CLUB

FAENA RESIDENCES

MULTIPURPOSE
EVENTS SPACE

TIERRA SANTA
HEALING HOUSE

RESTAURANTS AND BARS

“

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

— ALAN FAENA



FAENA
RESIDENCES

TULUM

BY BRANDON HAW ARCHITECTS

REST IN THE JUNGLE'S EMBRACE

The 147 residential villas at Faena Tulum are redefining the art of a 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.





A NEW CHAPTER

Woven into the lush jungles of Tulum where the forest meets the sea, a new destination has taken root where 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 ritual.





INDOOR OUTDOOR LIVING

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





HOUSE AMENITIES

POOLS, CONCIERGE & PRIVATE GARDENS

Ranging from one- to three-bedroom, the residences offer five-star amenities including a residence-only swimming pool, a state-of-the-art gym, and gathering places coexisting in peaceful harmony with nature.

Full list of amenities include:



HOUSE AMENITIES

SPA

FAENA HOTEL

OWNERS LOUNGE

PET ZONE

GYM &
JUICE BAR

PRIVATE DINING

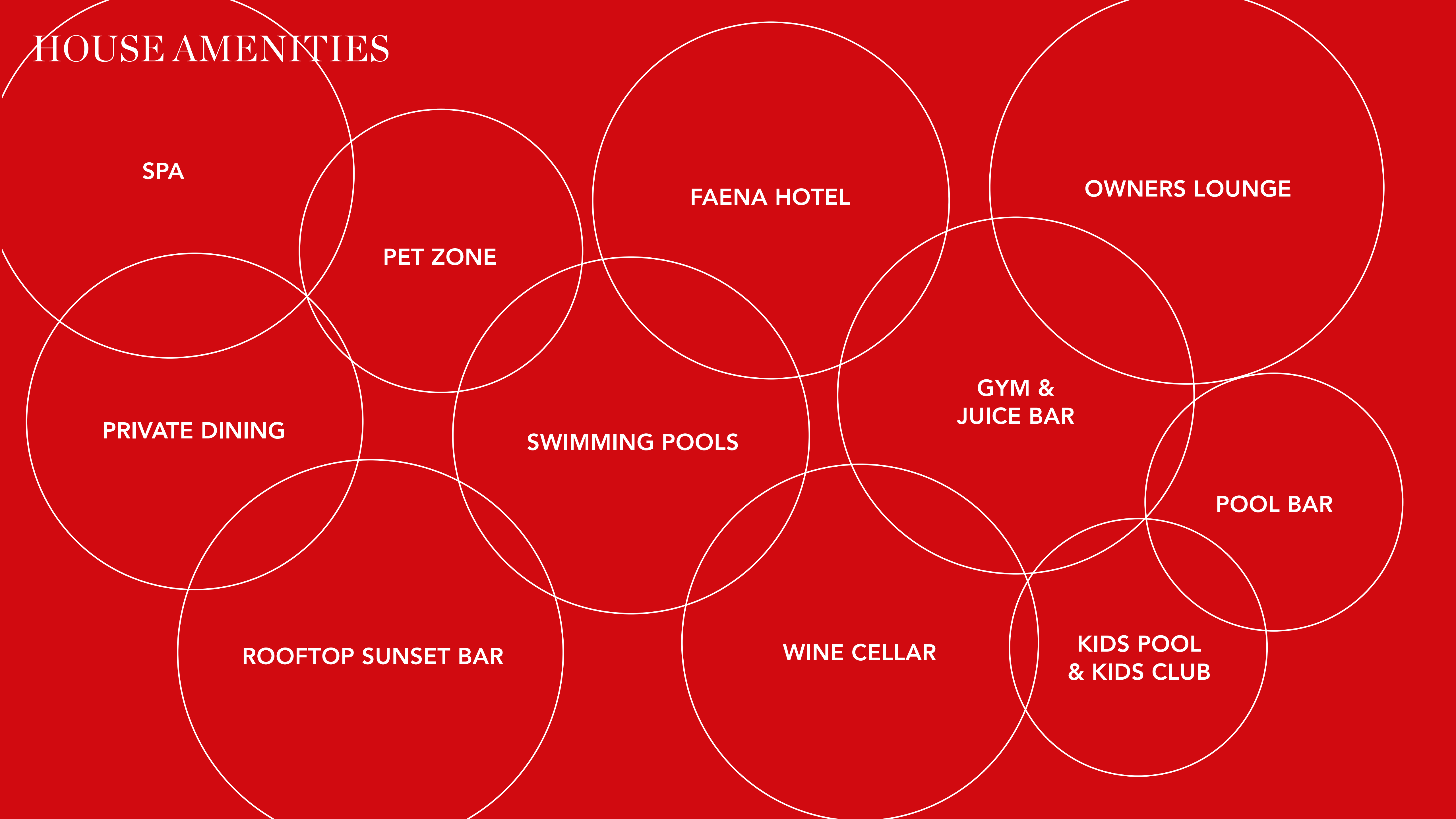
SWIMMING POOLS

POOL BAR

ROOFTOP SUNSET BAR

WINE CELLAR

KIDS POOL
& KIDS CLUB









HOTEL



FAENA OCEAN CLUB

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.

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.





TIERRA SANTA HEALING HOUSE

Tierra Santa Healing House is the axis on which the community turns, a potent vortex emanating a vibration of ease. Drawn to the energy that flows like a river to the sea, artists, healers, and visionaries come to the retreat to find rest, repair, and communion. Here, nature heals the spirit, while art uplifts the soul.

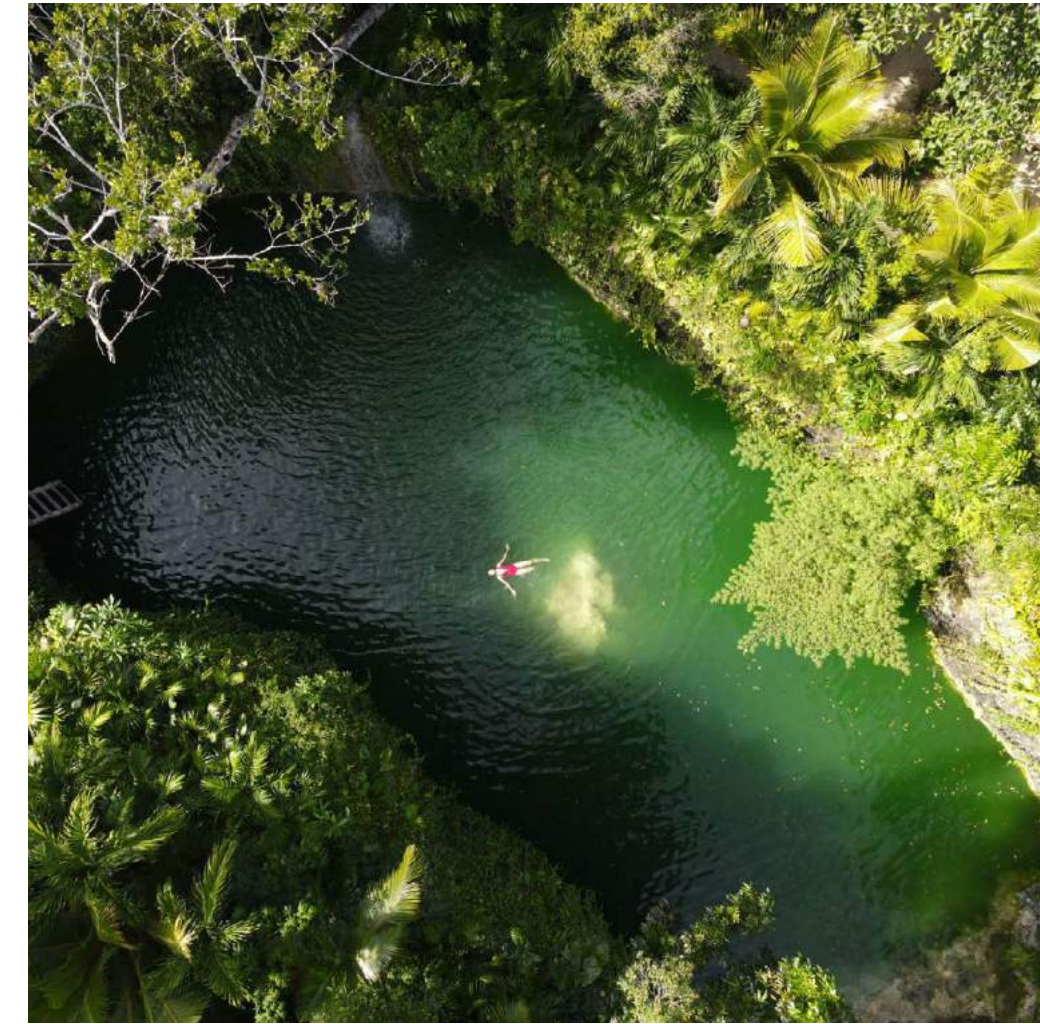
Each heartbeat, each breath, each moment is an invitation to hear the jungle speak, to paint one's dreams on time, and to find meaning in the infinite expanse of the universe.



FAENA OCEAN CLUB



TIERRA SANTA HEALING HOUSE



CENOTE



LIVE ENTERTAINMENT



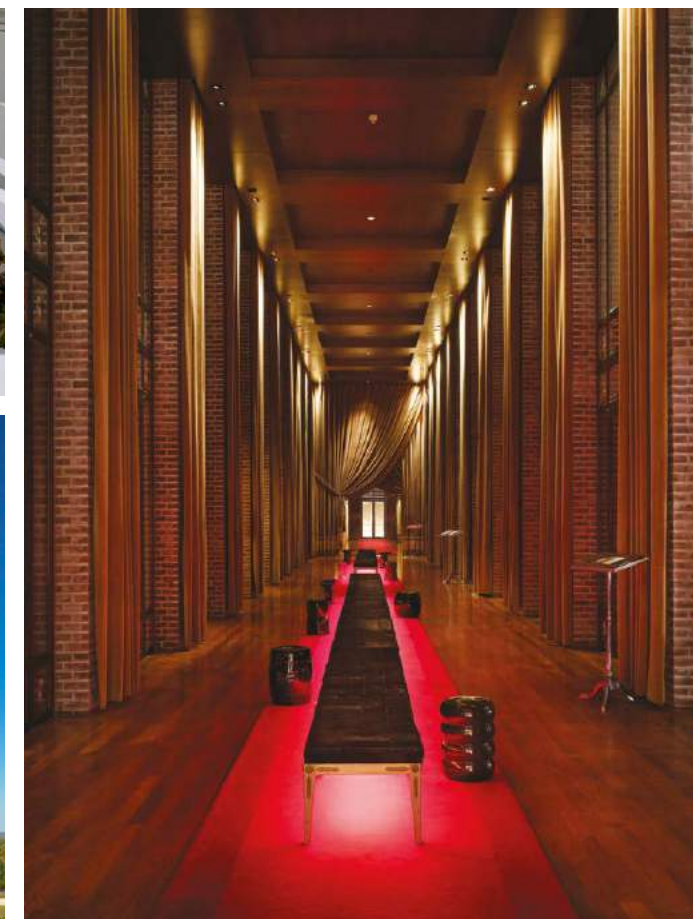
FAENA SIGNATURE RESTAURANTS AND BARS

ABOUT FAENA

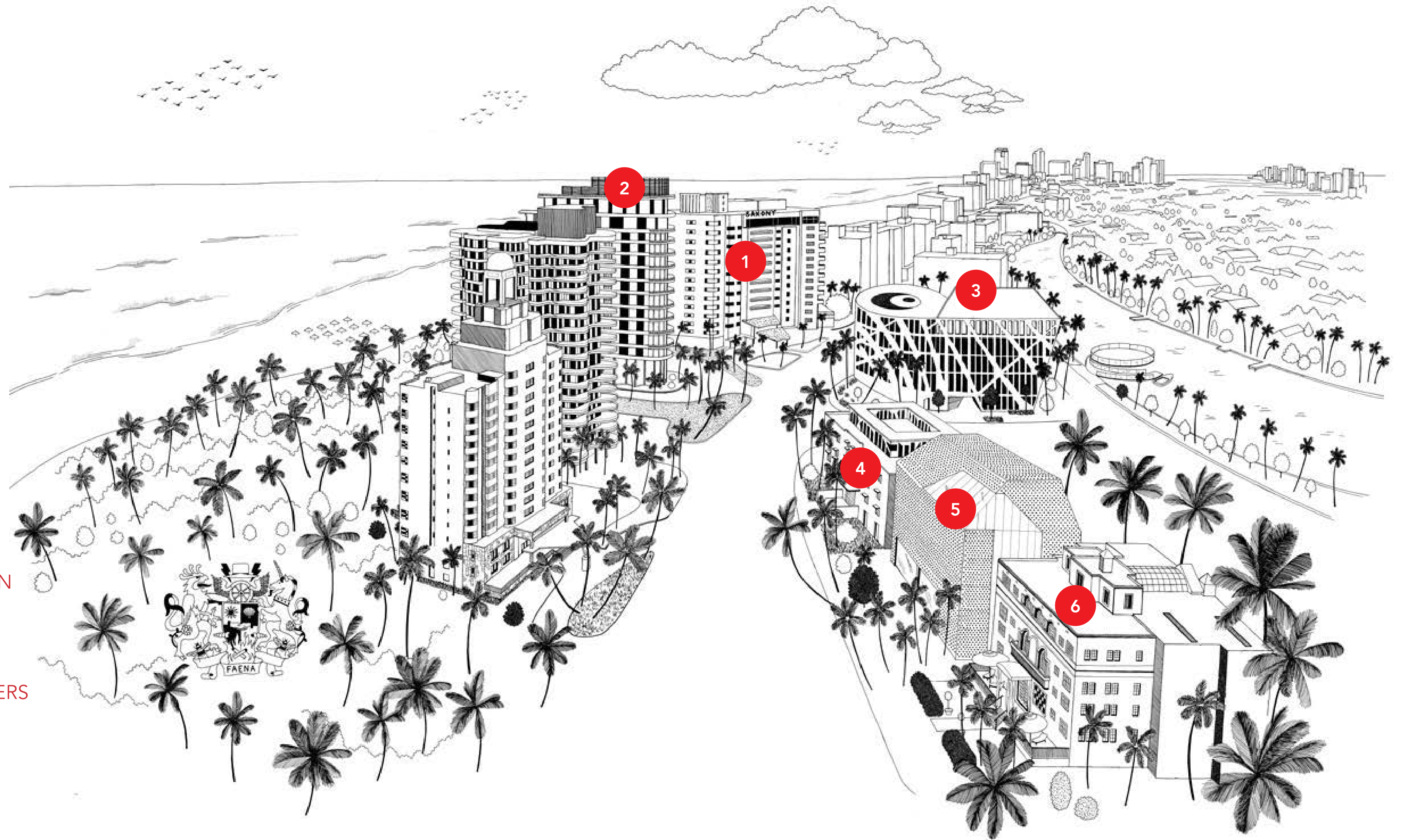
ABOUT FAENA

Founded by Alan Faena and Len Blavatnik in 2000, 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.

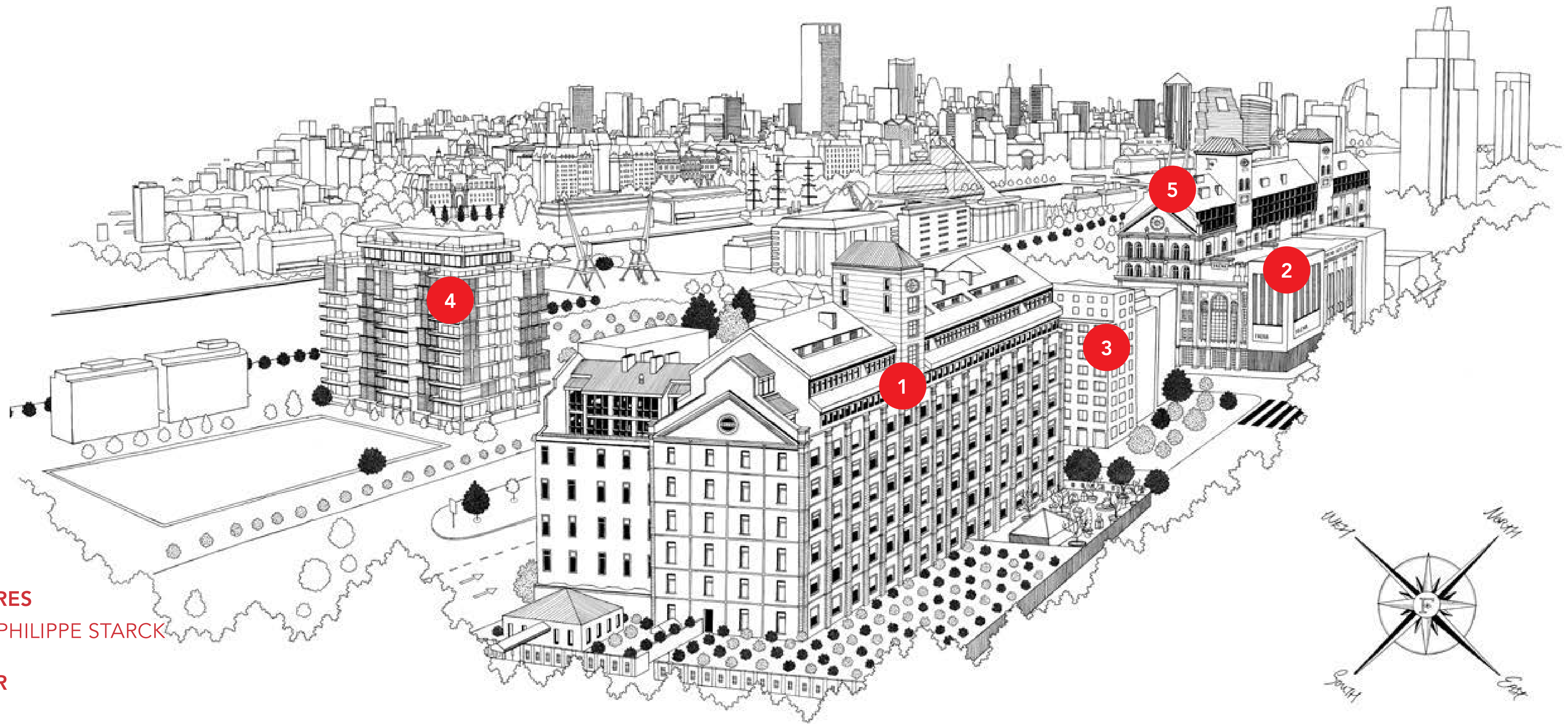


FAENA DISTRICT MIAMI BEACH



- ① **FAENA MIAMI BEACH**
ALAN FAENA WITH BAZ LUHRMANN
& CATHERINE MARTIN
- ② **FAENA HOUSE**
BRANDON HAW / FOSTER+PARTNERS
- ③ **FAENA FORUM**
- ④ **BAZAAR**
- ⑤ **PARK**
REM KOOLHAAS / OMA
- ⑥ **CASA FAENA**

FAENA DISTRICT BUENOS AIRES



- ① **FAENA BUENOS AIRES**
ALAN FAENA WITH PHILIPPE STARCK
- ② **FAENA ART CENTER**
- ③ **LA PORTEÑA I & II**
- ④ **FAENA ALEPH**
FOSTER+PARTNERS
- ⑤ **FAENA LOS MOLINOS**
MIKE MC CORMACK & ASOC. AND FAENA

FAENA PIPELINE



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 relaying on our most inner strength: creativity.

ALAN FAENA

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*.





BRANDON HAW ARCHITECTURE

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.

INMOBILIA



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 HOTELS



AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe.

Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries.

FRANCIS MALLMANN



Francis Mallmann is an Argentine chef, known as much for his bohemian, nomadic lifestyle as for his flare with smoke and fire. He is the charismatic bon vivant, who recites poetry as he toils over huge wooden pyres.

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 Miami Beach's Faena Hotel and Villa La Coste in the south of France.

TALLER G



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.

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.

JUAN GATTI



Juan Gatti was born in Buenos Aires, Argentina in 1950. He studied art in high school, worked as an illustrator for different advertising agencies and magazines, and illustrated record covers.

After a brief time in New York, where he worked as a designer, he moved to Madrid in 1979. He was an art director for CBS Records in the '80s and designed the covers for the first records by Spanish artists Mecano, Miguel Bosé and Alaska. Throughout the countercultural movement in Madrid, Gatti worked in graphic design and collaborated with the greatest minds in fashion and culture. He has designed the graphic art for most of Pedro Almodóvar's films. He was awarded with Spain's National Design Award in 2004 and the Gold Medal for Merit in Fine Arts in 2009.

STUDIO JOB



Studio Job was founded in 1998 by Job Smeets in the renaissance spirit, combining traditional and modern techniques to produce once-in-a-lifetime objects. At once highly specific and yet entirely universal, personally expressive and yet experimental, Studio Job has crafted a body of work that draws upon classical, popular and contemporary design and highly visual and sculptural art.

The work Studio Job creates is heraldic and regal even in its imagery. As sleek as the finished work can be, it is also instinctual and almost primal. A vast range of crafts are practiced at Studio Job, where traditional craftsmen such as sculptors and specialists in casting bronze and stained-glass windows, work alongside experts adept in using lasers and 3D printing. Based in both in the Netherlands and Milan, Job Smeets leads as art director, artist, and designer.

PETER MIKIC



Peter Mikic is a renowned interior designer based in London, 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.

INGE THERON



Founder and Creative Director of FaceGym, Inge Theron is a woman on a mission to educate a generation on skin metabolism and facial fitness. As a disruptive female entrepreneur, Inge has created a revolutionary, first-to-market concept with 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.



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

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