

# FAENA DISTRICT

TULUM







# A NEW CHAPTER, A NEW DREAM

RESIDENCES, HOTEL, WELLNESS AND OCEAN CLUB

CONCEIVED BY ALAN FAENA  
DESIGNED BY BRANDON HAW ARCHITECTURE



“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 conservatory of consciousness

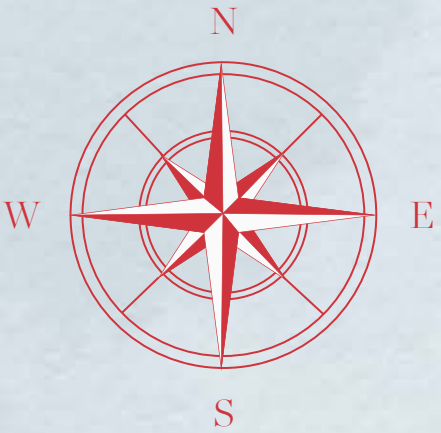
Woven into the lush jungle of Tulum where the flora meets the sea, a new destination has taken root. Here, holistic living, sacred wisdom, and cultural expression integrate to elevate consciousness.

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.

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, 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.



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 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.



**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 and the Hearst Tower in New York.



**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.



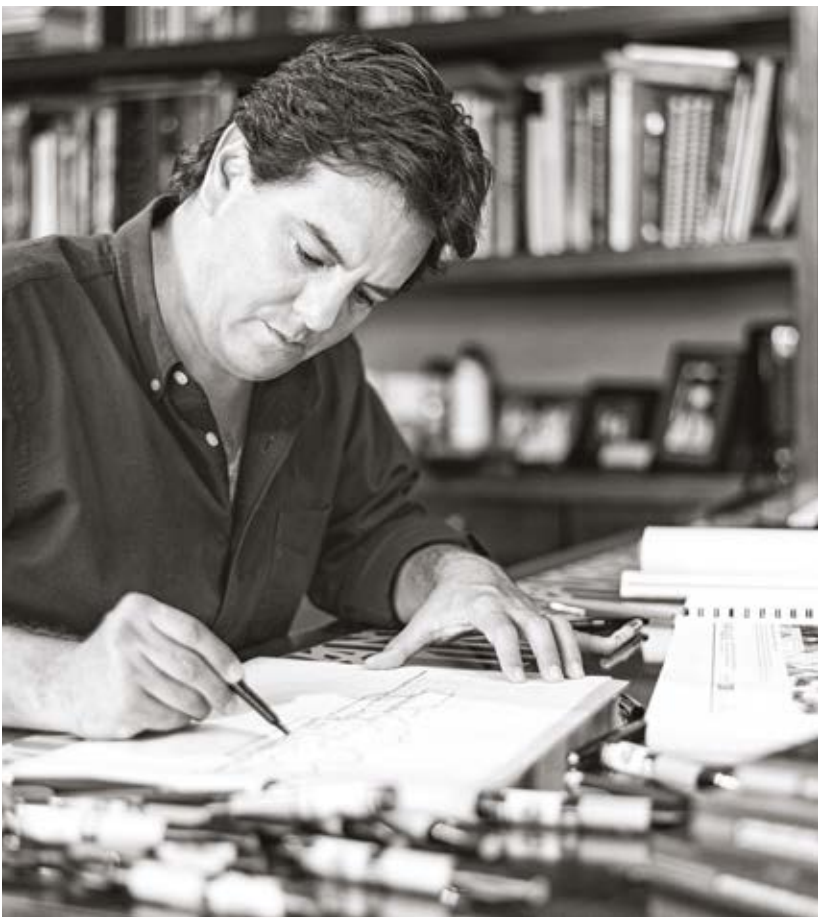
Founded in 2012, **Taller G** is the result of 25 years of collaboration and experience of its founders: Carlos Fernández del Valle, Maca Zeballos and Salvador Nuñez.

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.



Growing up in Patagonia, fire played a large role in **Francis 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.



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

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. Since the firm was founded in 2003, Maat Handasa has collaborated with renowned firms such as Unidad Diseño of the late architect Mario Lazo, Rojkind Arquitectos of Michel Rojkind, JSa of Javier Sánchez, EDSA, SB Architects, VITA in San Francisco CA, Elkus Manfredi in Boston, Manuel Cervantes, and FAB Studio, among others.



**Inge Theron**, one of the world’s leading wellness consultants, 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 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.

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 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.

**Inmobilia** operates based on expert knowledge of high-end markets and the real estate landscape in the places where they 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.



Faena Residences Tulum Residential Project”) is not owned, developed, or sold by Faena Hotels & Resorts (Maryland) LLC, Accor, S.A., Faena Group LLC or its Affiliates. Banco Invex, S.A., Institución de Banca Múltiple, Grupo Financiero Invex, acting exclusively as Trustee of Trust F/4995, a Trust organized under Mexican Law (“Owner”), (and/or its assignee, including the Residential Company), is independently owned and operated and is solely responsible for the ownership, development, and operation of the Residential Project. Owner uses the Faena Brand and certain trademarks pursuant to a limited, nonexclusive, non-transferable and non-sublicensable license from Faena Group, LLC. Under certain circumstances, the license may be terminated or revoked according to its terms in which case neither the individual residential residences (“Residences”) nor any part of the Residential Project will be identified as a Faena Residences branded project or have any rights to use the Faena marks. Faena Hotels & Resorts (Maryland) LLC, Accor, S.A., Faena Group LLC and/or its Affiliates do not make any representations or guarantees with respect to the Residences or the Residential Project and are not responsible for Owner’s marketing practices, advertising, and sales representations.





