



ALDEA UH MAY

DESIGN BY

pininfarina



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PART I

THE ART OF CONSCIOUS LIVING

Conscious of the need to reconnect with Nature is **Aldea Uh May**, a unique community immersed in the Mystical jungle of the Mayans, minutes away from caribbean beaches and natural Wonders of Tulum.

Spearheaded by Real estate group, **ALDEA UH MAY, S. DE R.L. DE C.V.**, the pioneering new development envisions a balanced and interconnected future throughout all the aspects of living, rooted in sustainability, inclusiveness and resilience.



Main Entry Aldea Uh May

Inspired by **Aldea Uh May's** unique context, Pininfarina's concept celebrates the locale's rich biodiversity, honors its Mayan heritage, and heralds the power of well-being throughout all aspects of living. Employing a holistic and regenerative approach, Pininfarina uniquely translates the ethos of **Aldea Uh May** into a timeless and thoughtful brand.

Pininfarina oversaw the artistic direction for the masterplan of the 20-hectare development, designing a proprietary transportation and mobility network, as well as various clusters of health-oriented amenity and public spaces, to support the community's over 150 multi-family and single family residential lots. Pininfarina's strategic blueprint for the property **preserves more than 40% of the existing jungle landscape**, intended to further elevate and unify **Aldea Uh May's** strategic focus around the symbiotic coexistence of technology and nature.

The resulting, first-of-its-kind destination for conscious, mindful living will serve as a steward for both the built and the natural environment.



PART II

PININFARINA

Pininfarina is a design house of international repute, a symbol of Italian style in the world with a legacy that extends from Cars to Architecture.

A global icon of Italian design and lifestyle, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930 as a luxury car designer and among the world leaders in automotive design, such as Ferrari, Maserati, and Rolls-Royce. Pininfarina has developed a prestigious multidisciplinary design portfolio that includes more than 1,200 projects in Product and User-Experience Design, Architecture, Interiors, Nautical, Aviation, and many Transportation designs.



PART III

LOCATION

Situated along the outer ring of Tulum exist a small artisan town by the name of **Francisco Uh May**, known for it's fine and unique craftsmanship that brings you a little closer to the heart of the Mayan culture.

Francisco Uh May will soon become the next hotspot for art, culture, and a “Jungle Living” experience like no other.





PART IV

REFRAMING THE MEANING OF COMMUNITY

Goal:

Reframing past qualities while promoting a community that strongly improves the social behaviors of tomorrow by generating environments that support greenery, public space, health, and the ability to connect cultures and experiences.

Three pillars:

Environmental, Social, and Economic Sustainability.

- Improving the quality of life while protecting the local environment
- Livable streets with unique character, variation of spaces, and experience
- Based on the principles of the Human Scale Development Economic Model





Aldea Uh May is based on true Biophilic design principles that reconfigure the qualities of the past while promoting a community that profoundly enhances the social behaviors of tomorrow by fostering social activities and collaboration. A community based on trust, common bonds, and values that ensure ownership, responsibility, commitment, and pride in development.

Aldea Uh May's vision is guided by a deep study and understanding of Mexican culture and Mayan traditions derived from our past, present, and future needs.

- How can we design not for tomorrow but for the next 50 years?
- How do we design an extraordinary Experience and Emotion?





Secondary Amenity / 3D printed Temazcales

Our strategic blueprint for the property preserves much of the existing jungle ecosystem, intended to elevate further and unify **Aldea Uh May's** focus on the symbiotic coexistence of Technology and Nature.

Resulting in the first-of-its-kind destination for conscious, mindful living that will serve as a steward for both the built and the natural environment.

**— Aldea Uh May offers a
community like no other in the
Riviera Maya.**



Its interwoven, open and flexible green spaces promote an environment for creativity, learning, expression, experimentation, recollection, and culture by generating public spaces that are not only designed to foster integration and transition but also comfort and accessibility.

Aldea Uh May is designed strategically to promote and create spatially improvised and self-organized places that address needs and facilitate encounters.

Balancing the innate human desire for a connection with Nature, **Aldea Uh May** will boast over 22,000 square feet (2,044 square meters) of indoor and outdoor wellness-oriented lifestyle space.

Aldea Uh May's amenities are formed by two principal open-air, natural wellness and educational-oriented lifestyle spaces, with state-of-the-art amenities seamlessly woven and spread through large portions of conserved and untamed jungle.

Main Amenities

- Community Harvest (Botanical, Medical & Edible Gardens)
- River Pool + Lap Pool
- Health & Healing Wellness Center
- Alternative Medicine Spa
- Active Center
- Lounge Deck
- Reflection Gardens
- Food Hall

Secondary Amenities

- Community Harvest (Botanical & Edible Gardens)
- Green + Play Space
- Health & Healing Wellness Center (Temazcal & Healing Baths)
- Learning Bridge
- Event + Forum Amphitheater



Secondary amenity / Amphitheater

Its inclusive community harvest gardens, which are located throughout, generate part of an open and circular economic network and infrastructure where residents are engaged to boost a process of internal and external community formation, an Environment that promotes growth and interaction. A community of trust, common bonds, and values ensure ownership, responsibility, engagement, and pride in the community.

**—Design that supports, escalates,
and celebrates the main qualities
of the local culture.**

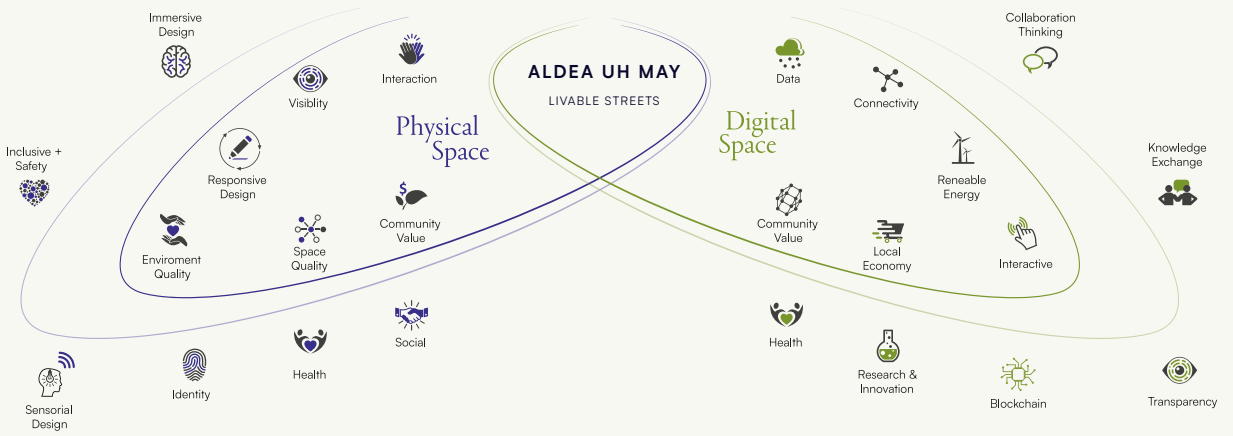


PART V

ARCHITECTURE

High-tech design and Sustainable Construction

Aldea Uh May's goal is to reduce the impact on the environment by utilizing sustainable development practices, employing energy efficiency, and taking advantage of green Technology through nature-inspired design. Its architecture is based on a biophilic design methodology, an approach to architecture that seeks to connect building occupants more closely to Nature and its benefits.





Aldea Uh May's three main benefits for sustainable construction provide:

Environmental Benefits:

Improved Air and Water Quality, Less Waste, and Conserved Natural Resources.

Economic Benefits:

Reduced Costs, Increased Profitability, Increased Efficiency.

Social Benefits:

Improved Health, Minimized Strain on Local Infrastructure, Better Quality of Life.

**—High Tech design
and Sustainable construction.**





Inspired by the unique context of Tulum, Pininfarina uniquely translates the spirit of Uh May Village into a timeless and thoughtful brand.

Rooted in its sense of place, Pininfarina's core values, at the intersection point of well-being, Technology, and beauty, bring **Aldea Uh May** to life.



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