



PURA

CONNECTION WITH YOURSELF

TULUM



RESIDENCIES & COMMUNITY HOUSE



ESSENCE

It's inception is born from the necessity of people who have developed a new life consciousness and are in search for a new place to live, a new beginning.

The strong connection with nature, culture and Indigenous millennial wisdom, unite to meet international quality conditions, making it the best place for the life project that Pura presents.



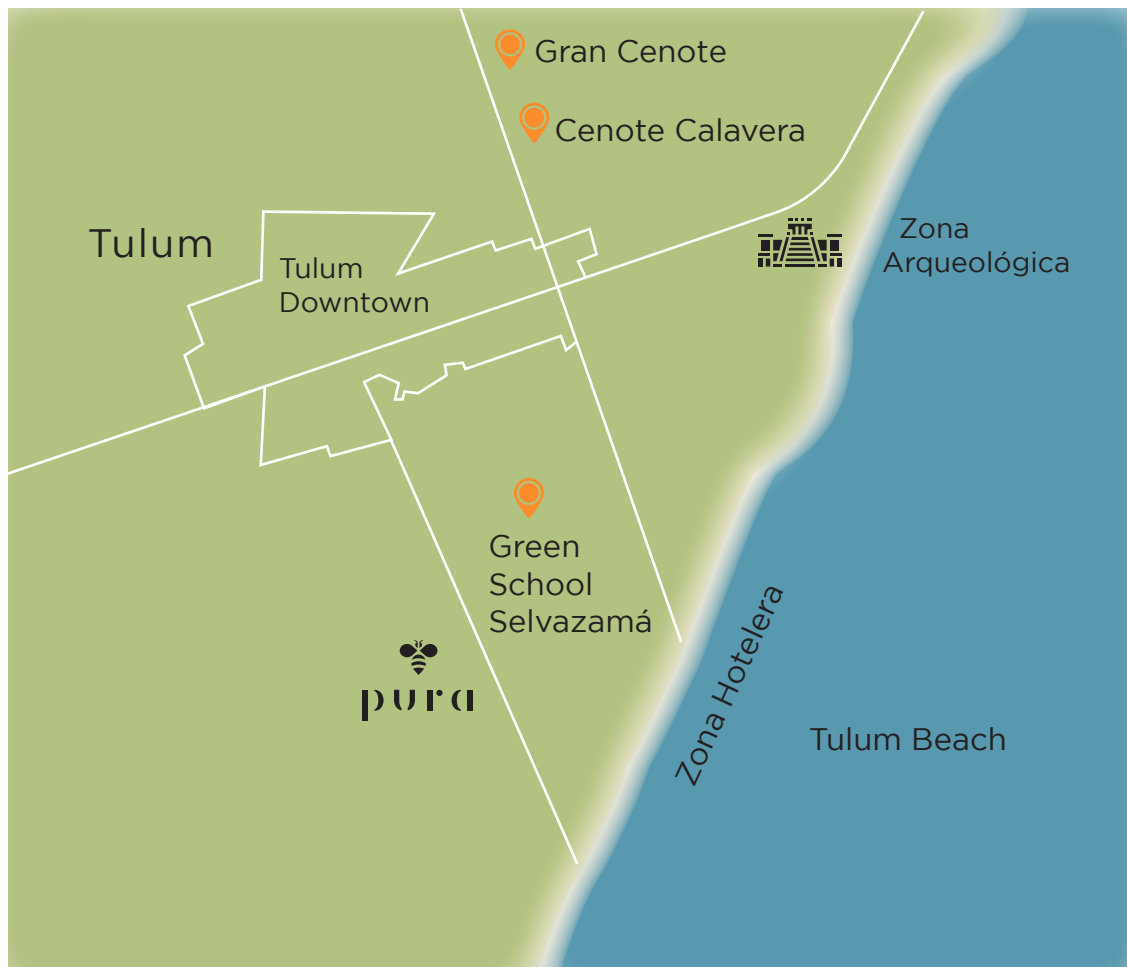
Pura aligns with the exodus that arrives to Tulum, offering a true place of rest, tranquility and good life. Recognizing the existing values, the region's nature, the global nomadic culture and the local ancestral culture.



LOCATION

Inside magical surroundings, Pura is located in a strategic hamlet, a few kilometers away from the monumental archeological ruins, at the edge of a cliff next to the Caribbean Ocean.

Tulum, at the south of the Quintana Roo state, has become one of the most coveted destinations of the Mexican Caribbean. Kilometers of crystaline waters, white sands, tropical jungle and a uniquely authentic Slow Life way of living.



Specifically, it is located half between Playa del Carmen and the marvelous reserve of Sian Ka'an. In addition, it is only 47km away from the archeological area of Cobá.

PURA IS LOCATED AT REGION 15 OF TULUM.

The safest investment zone and high percentage, low density projects. It is located 2 km from downtown Tulum and just 3 km. From the sea(10 minutes by bicycle) plus 1h. 30 mins. from Cancún's airport.



PURA TULUM

It's inception is born from the necessity of people who have developed a new life consciousness and are in search for a new place to live, a new beginning.

TULUM IS ONE OF THE BEST PLACES IN THE WORLD TO BUILD A NEW LIFE.

It is surrounded by a spectacular natural paradise and it has been considered one of the best regions in the world to live in.



The strong connection with nature, culture and Indigenous millennial wisdom, unite to meet international quality conditions, making it the best place for the life project that Pura presents.



COMMUNITY IN THE FAMILY

For Pura, building community is also about living as a family. Therefore, the design of Pura has considered the creation of friendly spaces for children, going further than just architectural constructions only limited to housing. We create spaces where you can live playful experiences in contact with nature.



Pura has the ideal scenarios where children are safe and comfortable, where they are able to experiment and explore. This is valid both for the private family spaces in each residence and for the common spaces: Pura House, gardens, etc.



RESIDENCIES

11 houses designed following bioclimatic principles corresponding to the warm, humid climate of the region.

- In its design, we have considered the patterns of the Sun and the movement of the wind.
- The water cycle in a Pura house, nurtures the land, the gardens, the patch; keeping the water table healthy.
- Solar orientation protects the spaces from when the sun is at its strongest.



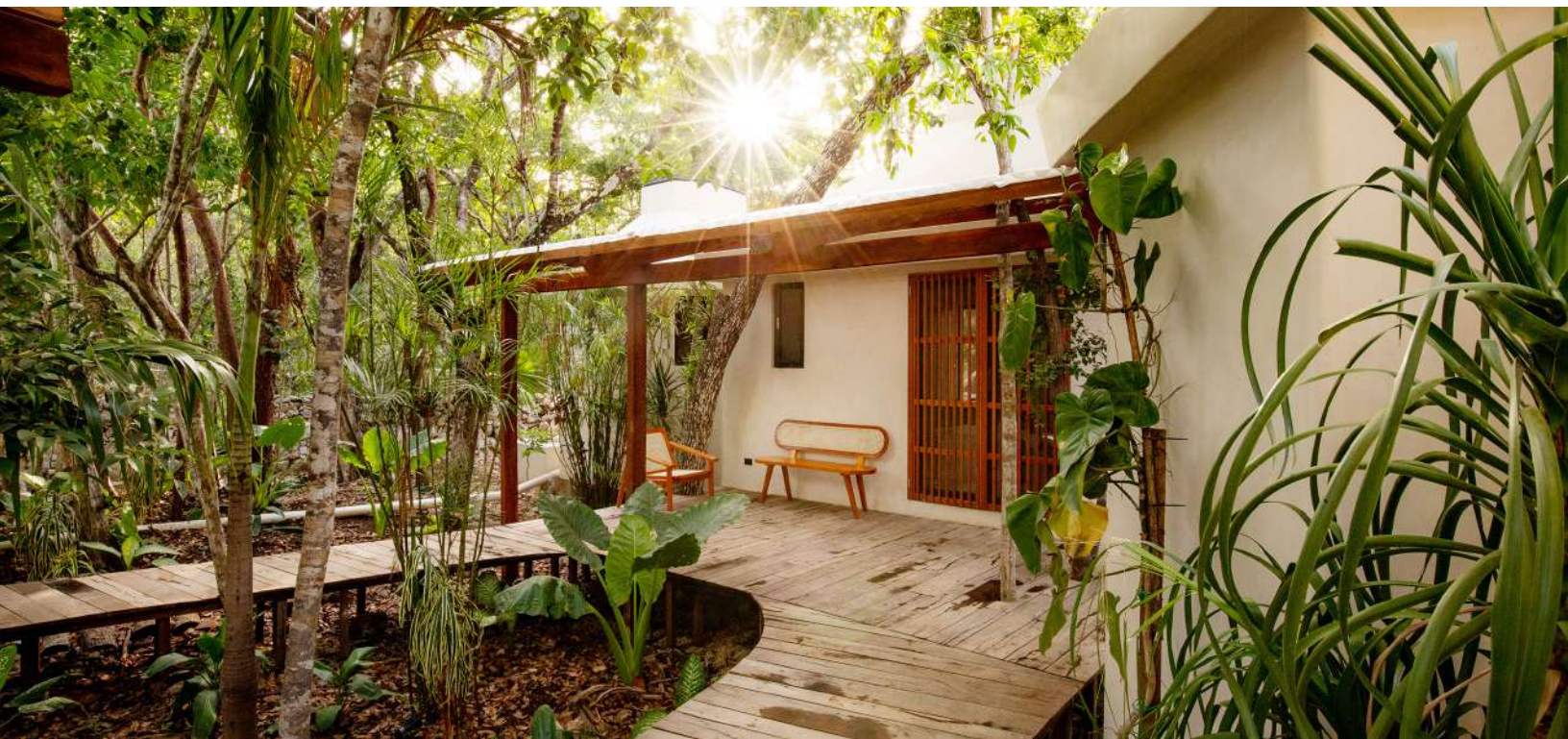
- The selected exterior colors reflect 75% of the radiation received.
- The volumes of its interior spaces increase the wind exposed surfaces (convection). This reduces the heat on the walls and floor slabs.
- The elevation of the ground allows for the heat to flow from inside of the house to the exterior.
- Cross ventilation regulates humidity in the air and modifies the termic sensation.
- It has a high percentage of exterior areas (Terrace/Engawa).



RESIDENCIES

Every house is designed towards the interior of its own atmosphere which allows it to have intimacy. At the same time the rear is oriented towards the palm and bush gardens, allowing a connection with nature.

The houses connect between themselves through their gardens' double doors. These door can be opened or closed freely, able to adapt to the different moments a community has.



The same thing happens with its interiors since the rooms don't share a wall with the other volumes of the house. This enables different kinds of interactions, sometimes communal, sometimes individualistic and intimate.

The circulation paths are based on a sustainable concept, achieving a minimum impact on the soil and absolute permeability to the aquifer. Trails are outlined with stones from the region and courtesy lights, creating a sense of well-being, peace and tranquility.

THE ARCHITECTURE OF PURA RECONSIDERS THE WAY WE LIVE AND HOW DESIGN INTERACTS WITH NATURE.



MASTER PLAN

11 Residencies & 1 Pura House interwoven with gardens and trees from the region.



Plot 1 Pura House
Plot 2 820 m2 **Sold**
Plot 3 740 m2 **Sold**
Plot 4 860 m2
Plot 5 785 m2
Plot 6 765 m2

Plot 7 893 m2 **On Hold**
Plot 8 836 m2
Plot 9 922 m2 **Sold**
Plot 10 761 m2
Plot 11 791 m2
Plot 12 839 m2 **Sold**



RESIDENCE PROTOTYPE





ARCHITECTURAL PLANS





INTERIOR DESIGN

Pura offers interior design services for a minimalist style of the finest quality. All elements will be carefully selected by the designers, who consciously choose organic, natural materials to blend harmoniously with the soft architectural design and nature surrounding Pura.

THE VISION AND DEVELOPMENT OF OUR DESIGN ALLOWS THE EVOLUTION AND TRANSCENDENCE OF ITSELF THROUGH THE YEARS.



We offer an ideal package of features that will set your house ready to be enjoyed. If you choose this package you obtain benefits by the integral management of Peaceful Places.

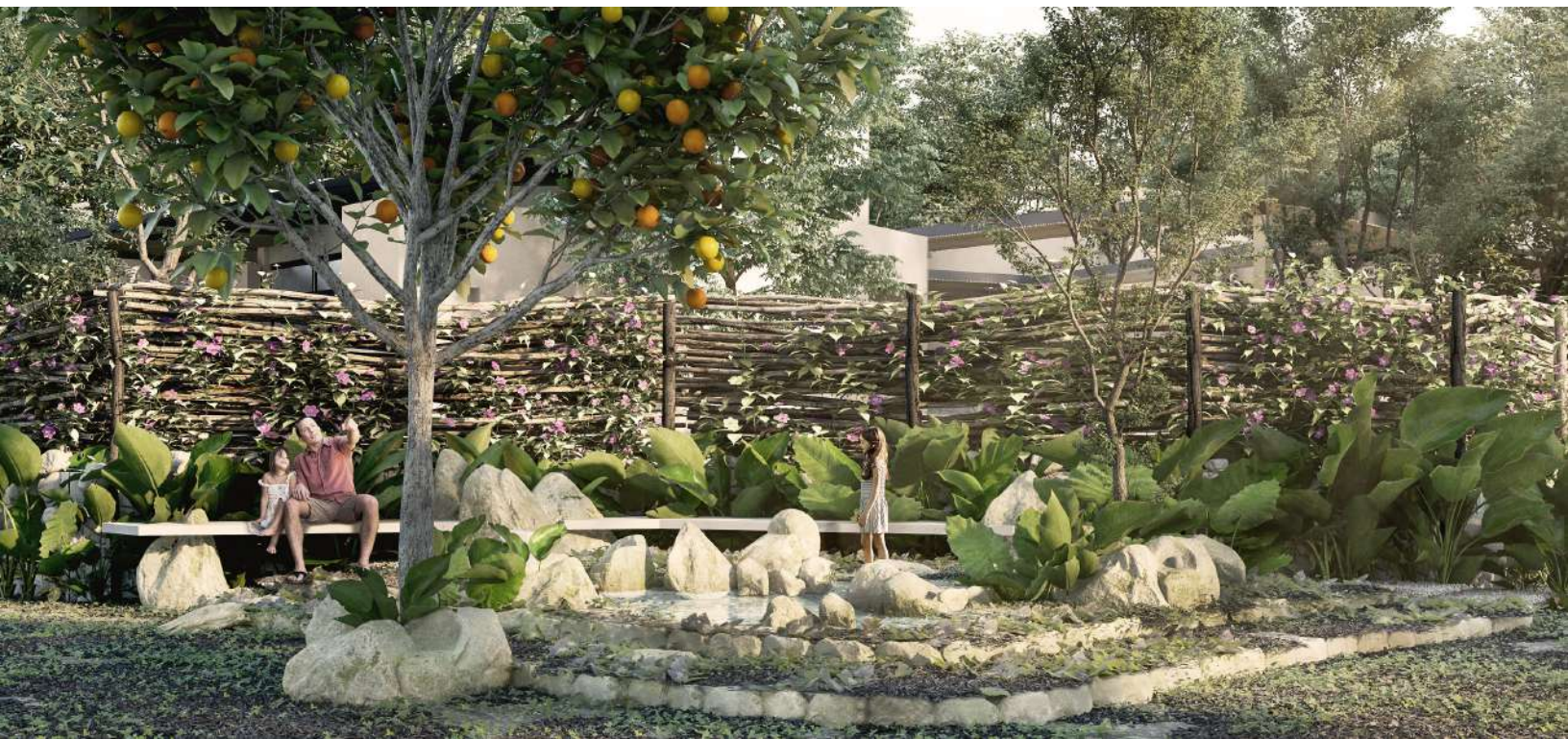
This option of services offered to the owners is a big stand out of our project: we devote ourselves to the evolutionary vision, transcending with it through the years.



GARDENS

The design and development of the gardens and fruit patch is a unique feature of Pura. For their creation we use traditional Mayan technologies intelligently combined with modern agriculture practices. This way, we activate and regenerate nature, improving its life quality compared to how it was before we found it.

The soil of Pura was conditioned for two years with regenerative processes. Because of this, we managed to modify and improve it for the creation of healthy gardens and patches.



Using “syntrophic farming” we have planted more than a 100 fruit trees, different species of flora and flower gardens. Their purpose is to make the ecological interactions that keep the ecosystem alive and dynamic. Adding to this we beekeep Meliponas that carry out the important labor of polinization. This is what connects everything in Pura.

Inside the compound we find public spaces offering enjoyable shade that fuses with nature, helping us acquire information through all of our senses, optimizing our sensitivity and perception, elevating our health.

Enjoy Nature’s constant symphony, contemplate life, flowers, bees, birds, fungi and all the species sending us hearty signals.

The place gifts us multisensorial surprises.



PURA COMMUNITY HOUSE

It is the heart of the project, a very special quiet and harmonious place. A temple of wellness, a sanctuary in the middle of the jungle for the traveler.

A conjunction of spaces designed to carry out diverse activities that will promote selfdiscovery, healing and reconnection in unison with Nature.



Share in community, experience new emotions, learn something new, cook with love, or just sit and contemplate nature while flowing together.

Sensitivity is enhanced by perfect design, a balanced environment, a unique touch, an ideal scent, the perfect sound, the perception of exquisiteness and the high level that is simplicity.



MASTER PLAN





COMMUNAL SPACES, PURA HOUSE

Specially designed to elevate your perception and transform your experience into an authentic connection with the essence of Nature.



Harmonious spaces where beauty, purity of style and internal calm are the ideal framework for your realization. Meditation, yoga, sound rituals, ancestral ceremonies and intimate or communal celebrations, together with a special care to hold space for kids and elders alike.



HOSPITALITY

We created guestrooms to promote our philosophy which is based in principles that value what's best in life. Four rooms, exclusively designed for your Being to expand, flow with Nature, and enjoy life fully.

Waking up at dawn in the middle of nature will create the perfect moment for observation, meditation or to enjoy the sounds of the jungle.

The sunlight going through the vegetation mark the beginning of each new day in the intimacy of Pura.



Each room has its own private terrace that leads directly to the garden.

After enjoying a day full of new exiting experiences, at dusk the sounds of the jungle announce the arrival of a new sky filled with stars.



CUISINE

Gastronomic wisdom and our principles fuse with the inspiration of our cooks to present carefully prepared menus that are equally delicious and fresh. The love with which we cook allows us to convey into our dishes what's best in us: a sustainable healthy present.



We love to pamper our guests, show them they can trust us so that they can relax and flow.

We offer our guests delicious food, a new type of culinary experience, balancing diets and exploring unexpected, even unimaginable flavors. Healthy food with Pura's consciousness.