



# LÀ ALMAZARA

GENERAL PRESENTATION

# LA ALMAZARA: INTRODUCTION

## HOW DID THE PROJECT START OUT?

- ✓ The project originates from the **LA ORGANIC** olive oil brand, whose production began in Ronda, Malaga, in 2004. Today it is also produced in other parts of Andalusia and Mallorca and is proud of an international presence with distribution to more than 25 countries.



- ✓ Just as the famous wineries and vineyards such as Marqués de Riscal promote the production of wine, **LA ALMAZARA** by **STARCK** will deal with promoting and teaching about the process of olive pressing by constructing the first designer olive mill in the world, to be located in Ronda, one of the oldest and most touristic cities in Andalusia.



# MAIN STAGES

The Project will be proceeded in two phases:



## 1<sup>st</sup> PHASE - LA ORGANIC EXPERIENCE

**LA ORGANIC EXPERIENCE** is a unique project of olive oil tourism and organic farming that offers a guided tour along an idyllic itinerary between olive groves and vineyards. The Project is divided into two business lines: **LAE RONDA** and **LAE MALLORCA**.



## 2<sup>nd</sup> PHASE - EL TORO

In 2021, **EL TORO** will be inaugurated, an emblematic building in the form of a bull designed by **PHILIPPE STARCK**, that will be part of the itinerary and will be the first designed olive mill in the world. In addition, it will host all types of activities of artistic, didactic, cultural and gastronomic appealing.



# LA ORGANIC EXPERIENCE: RONDA & MALLORCA

LA ORGANIC EXPERIENCE is divided into two business lines:

## LA ORGANIC EXPERIENCE RONDA

LAE Ronda was launched in the beginning of 2019. It offers a guided tour along the farm surrounded by nature and sculptures designed by Philippe Starck, in one of the oldest and most touristic cities in Spain.



## LA ORGANIC EXPERIENCE MALLORCA

In January 2020, LAE Mallorca will be inaugurated, a reproduction of the original Project in Ronda, located in the island of Majorca, one of the most popular destinations among international tourism.





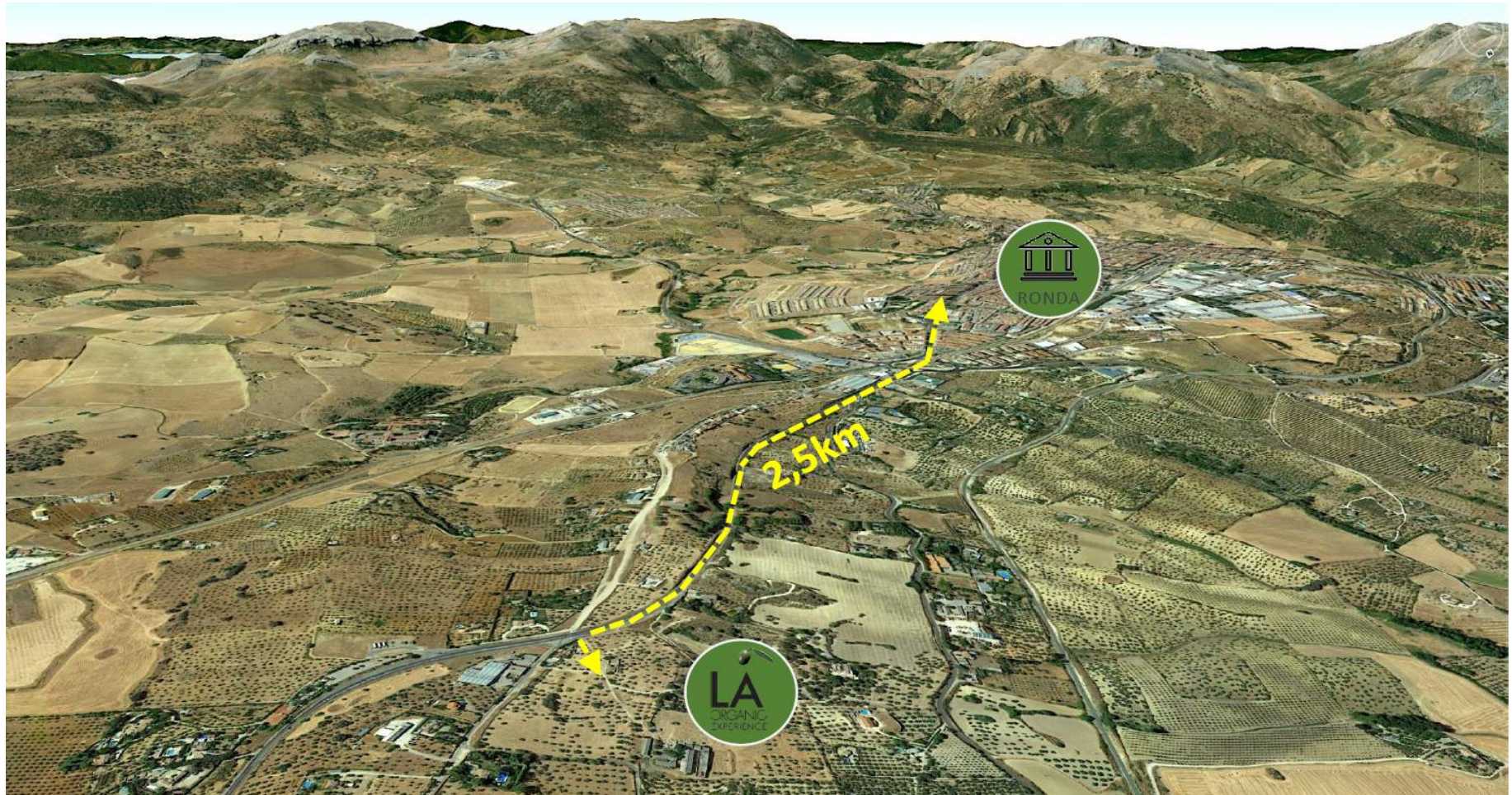
LA  
ORGANIC  
EXPERIENCE  
RONDA

# SECTION 1: THE ESTATE



# LOCATION & ACQUIRED PLOTS

We have acquired a group of farms that make up 25.4 hectares of land in an environment of high landscape and ecological value with potential for improvement and close to central, historic Ronda.

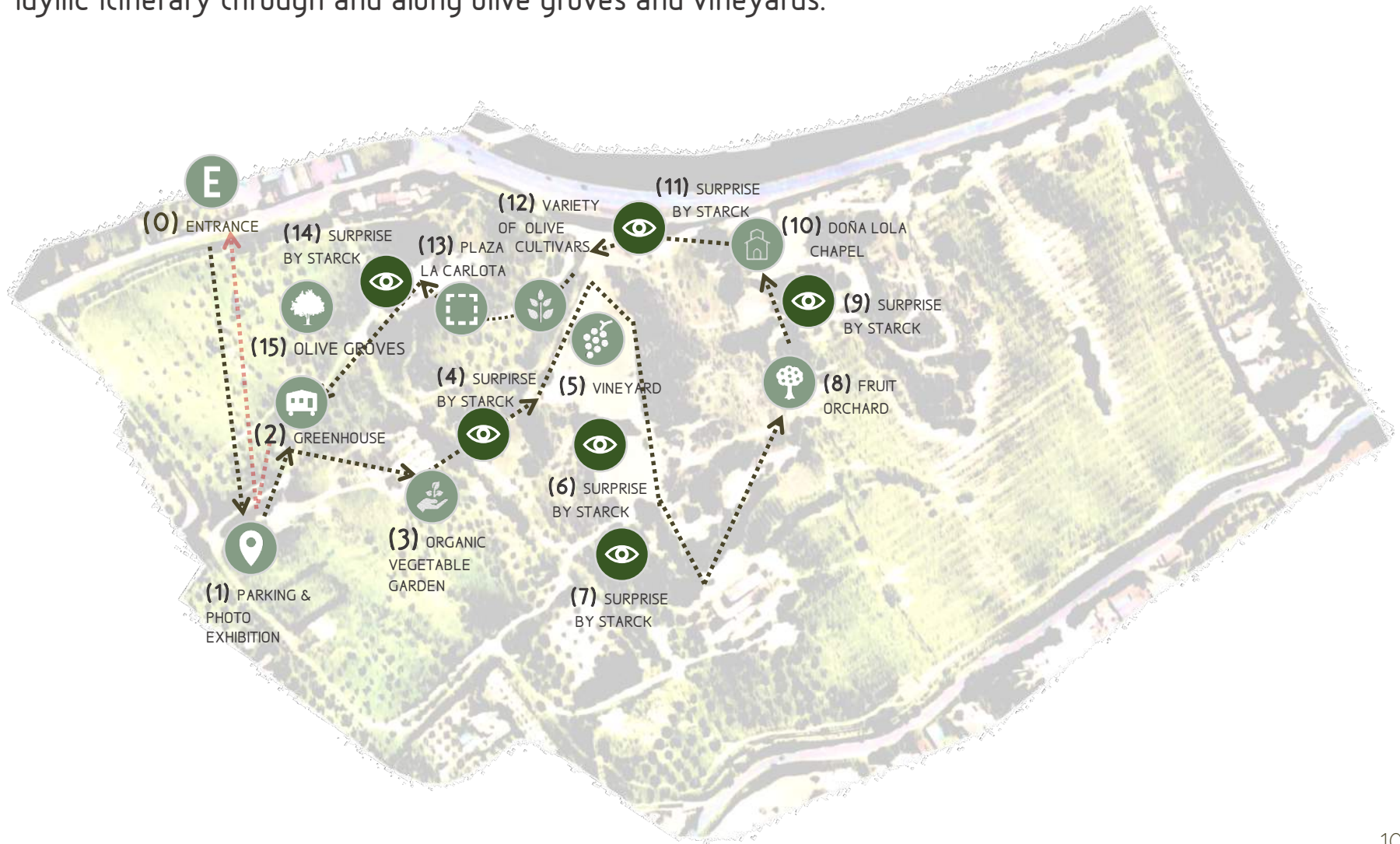


## SECTION 2: LA ORGANIC EXPERIENCE



# ITINERARY

LA ORGANIC EXPERIENCE RONDA is an organic agricultural project that offers a guided tour with an idyllic itinerary through and along olive groves and vineyards.





## (O) ENTRANCE

The entrance gate to LA ORGANIC EXPERIENCE RONDA has the necessary diameter for the entry of multiple vehicles and allows for bus manoeuvres.

The road to the parking lot is made up of three roundabouts upon which three ancient olive trees have been planted.





## (1) PARKING LOT & PHOTO EXHIBITION

Once the visitor enters the property, they will find a parking lot with a surface of 3,000m<sup>2</sup> designed by **Stefano Robotti**, associate architect of **STARCK**.

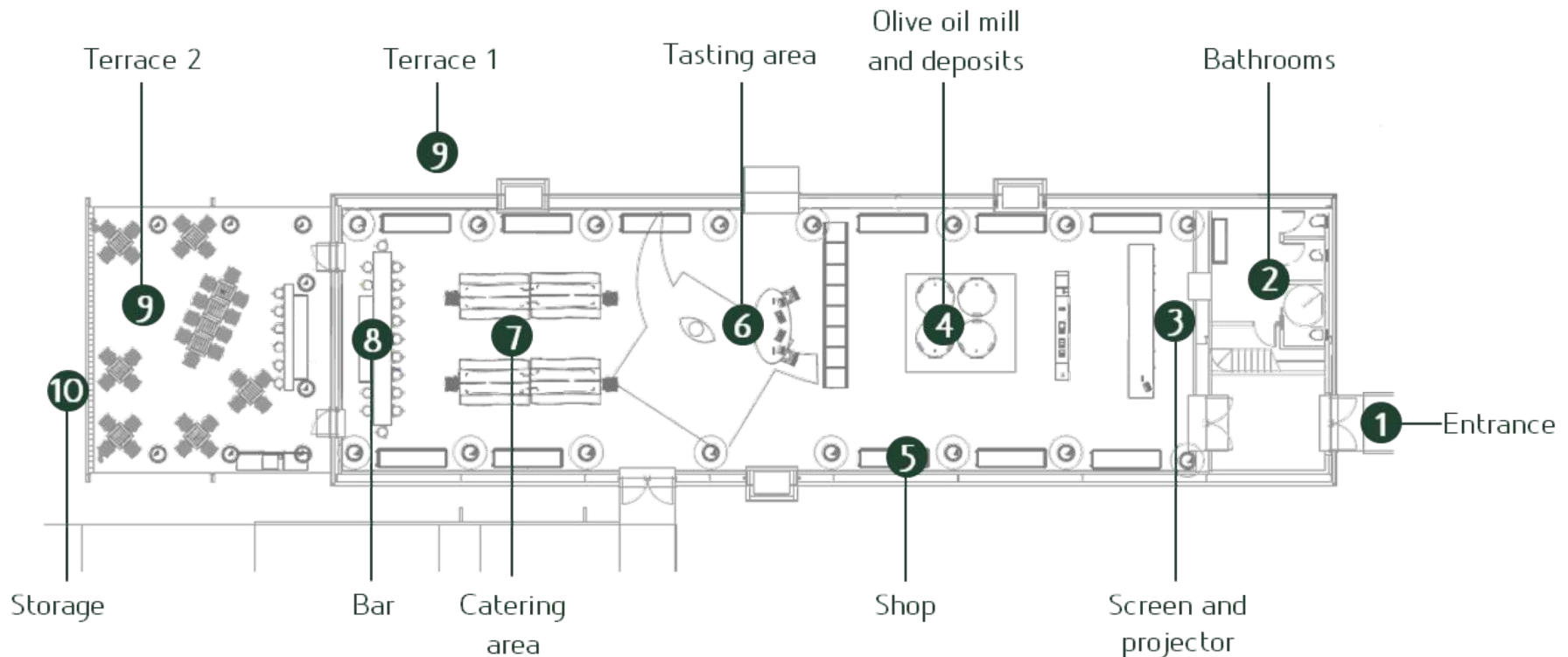
There will be an exceptional photo exhibition displaying works of several renowned artists. The artwork may be purchased by visitors.



## (2) GREENHOUSE (1/7) - BEGINNING AND END OF ITINERARY

The itinerary begins at the 500m<sup>2</sup> Greenhouse that combines different spaces and includes an artisan olive mill, a bottling machine and a labelling machine. To begin the visit a five minute video will be projected that explains the history and origin of olive oil as well as the production process.

The tour ends in the Greenhouse, where the visitor will be able to enjoy an organic olive oil tasting from the different olive varieties and a restauration zone (**Enrique Tomás**). There will also be a shop where works of art from renowned artists, gastronomic products, cosmetics made from olive oil will be sold along with many other amenities related to the world of the olive and oil.





## (2) GREENHOUSE (2/7) - BEGINNING AND END OF ITINERARY





## (2) GREENHOUSE (3/7) - BEGINNING AND END OF ITINERARY





## (2) GREENHOUSE (4/7) - BEGINNING AND END OF ITINERARY





## (2) GREENHOUSE (5/7) - BEGINNING AND END OF ITINERARY





## (2) GREENHOUSE (6/7) - BEGINNING AND END OF ITINERARY





## (2) GREENHOUSE (7/7) - BEGINNING AND END OF ITINERARY





## (3) ORGANIC VEGETABLE GARDEN

The tour continues with the organic vegetable garden of approximately 2,000m<sup>2</sup> divided into the variety of produce such as tomato's, peppers, zucchinis, lettuce, carrots. The visitor will learn about the vegetable's production cycle and different cultivation techniques. All foods grown are 100% organic and will be available for purchase in the shop at the end of the tour.





## (4) SURPRISE by STARCK – The large mirror to see the world from another angle

Upon finishing the visit to the vegetable garden, the itinerary continues along a red gravel path where visitors will find the first **Surprise by STARCK**, a unique mirror positioned in such a way where they will simultaneously become actors and spectators.





## (5) VINEYARD

Visitors will also visit an organic vineyard with an approximate surface area of 1,000m<sup>2</sup>, 100% of the grapes grown will be of the "Pinot Noir" variety.

**Michel Rolland**, one of the most reputable and influential winemakers in the world will be in charge of the production of the organic wine.





## (6) SURPRISE by STARCK – The Symbol

Walking out of the vineyard, visitors will enjoy the view of- and through the Symbol, a vertical iron sculpture that represents the silhouette and shadows of the **EL TORO** Museum.

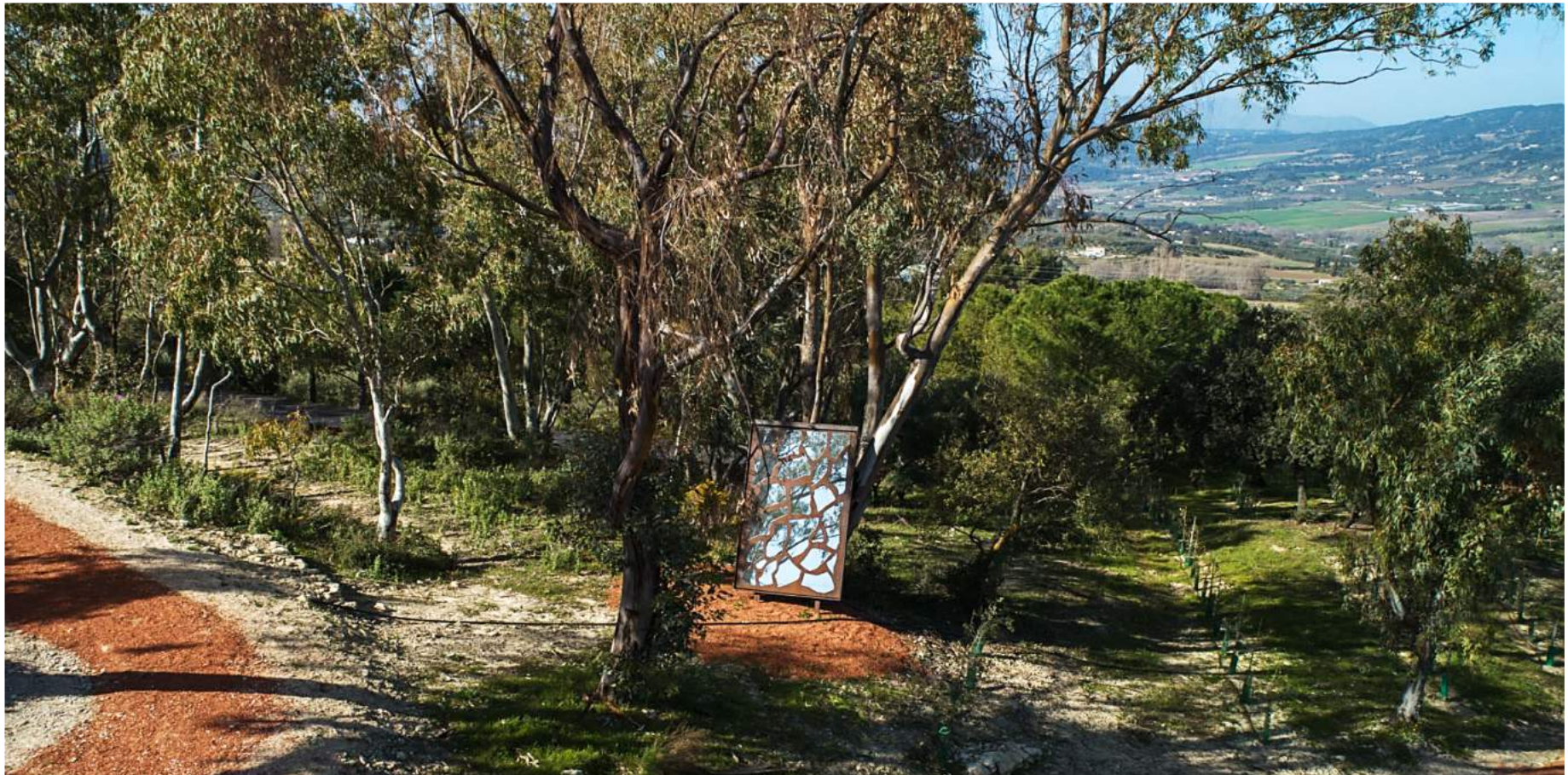
Visitors can gaze at the surrounding countryside through the red eye made of glass and be delighted by the bulls-eye-view perspective.





## (7) SURPRISE by STARCK – The Great Mirror of the Exploded Universe

Following the route, visitors will find another **Surprise by STARCK**, the Great Mirror of the Exploded Universe. The mirror is situated between trees within an area struck by lightning, discovering the reflection of a sky in pieces as if it were fragmented by the magic of an enchanting wizard.





## (9) FRUIT ORCHARD

Visitors will also have the opportunity to visit a fruit orchard along the way. There is a wide variety of tree types including orange, quince, peach, plum, lemon, apple and fig trees.

Brief explanations will be given regarding the trees' characteristics as well as their uses.





## (10) SURPRISE by STARCK – The Living Room of Freshness

Hidden inside the fruit orchard the visitor will have the chance to enjoy a "magical room" without walls, floor or a ceiling. They will be offered the opportunity to participate in the experience of entering into this fantastic world, by taking off their shoes and plunging into a water mirror and resting on comfortable armchairs.





## (11) DOÑA LOLA CHAPEL

The itinerary continues and includes a small chapel dating back to the 19th Century that has been recently renovated. The chapel was donated by the widow, Doña Lola, to the Order of Salesians. Besides this, LA ORGANIC EXPERIENCE offers the possibility of celebrating ceremonies in the chapel and the option to continue on to the Greenhouse and the Cortijo afterwards.





## (12) SURPRISE by STARCK – The Framed World

Following the itinerary, visitors will have the chance to catch a breath and momentarily sit to gaze through "The Framed World", an iron structure that captures the essence of the Grazalema mountain range as if it were cut out of the horizon.





## (13) PATH THROUGH OLIVE TREE VARIETIES

One of the most important elements in the itinerary is the variety pathway, where the visitor will find up to twenty olive tree varieties originating from Spain, Greece, Portugal and other countries.

Every type of olive tree will have its own signage, educating the visitor on its heritage and main characteristics of each variety.





## (14) PLAZA DE LA CARLOTA

The Plaza de la Carlota marks the end of the olive tree variety pathway where visitors will find a rectangular concrete structure with olive trees from the 19th century planted in a bed of rosemary and lavender surrounded by a perimeter of cypresses.





## (15) SURPRISE by STARCK – The Screen of Imagination

Once across the Plaza de la Carlota visitors will find a peculiar screen that will show them different still images from some of the most storied, mythical films of Spanish cinema.



## SECTION 3: CORTIJO LA ORGANIC



# THE PROPERTY

The Cortijo LA Organic is a typical Andalusian Country Estate that was renovated in early 2017 and converted into an exclusive cottage with four rooms, 2.5km far from the city of Ronda.

It is located in a unique natural environment surrounded by ancient olive groves and vineyards, with stunning views of the Grazalema mountain range.

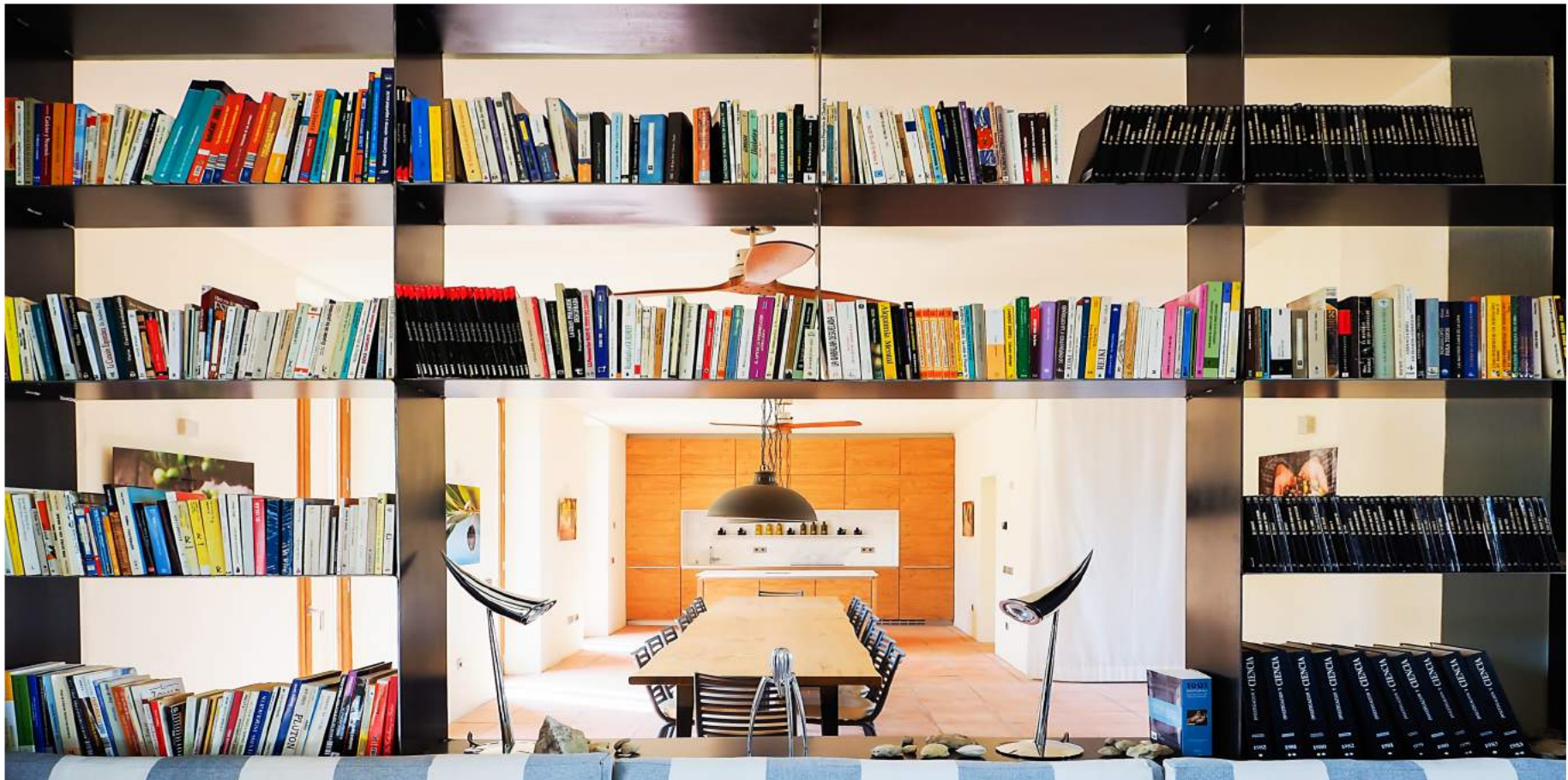




# THE CORTIJO

The Cortijo was renovated entirely in early 2017 and currently offers four rooms ranging from 42 to 50m<sup>2</sup>, an outdoor pool, an open kitchen with a dining room, a living room with a bar area as well as an adjacent 150m<sup>2</sup> exterior terrace with extraordinary views all around.

In addition, there are various chill-out areas where one can enjoy the sunsets or use as a reading corner.





## FACILITIES (1/5) - TERRACES

The terraces offer stunning views from the comfort of a variety of seating areas where a number of guests can take a seat together and enjoy the seemingly unlimited natural splendor.

The relatively low capacity allows for a familiar atmosphere where interaction and privacy are possible at all times, from a peaceful breakfast to a breathtaking sundowner.





## FACILITIES (2/5) - DINING ROOM

The dining room combines a sleek minimalistic touch blending seamlessly with the original structure where guests can have their meals in a relaxed fashion, the inviting atmosphere allows for many unforgettable dining experiences.





## FACILITIES (3/5) - KITCHEN

The open kitchen encourages guests with culinary interest to learn how to prepare some of the finest Andalusian and Spanish dishes, they are also welcome to prepare something from their country of origin all with regionally sourced, organic ingredients cultivated in the organic vegetable garden.





## FACILITIES (4/5) - NATURAL POOL & RESERVOIR

The natural pool allows guests to cool off in a natural setting. There are ample lounging opportunities scattered around the pool to soak in the chilled breezes with the radiant sunlight.

It is completely integrated into the surroundings, ensuring that the estate remains as "untouched" as possible. The wide variety of plant life is a microcosm of Andalusia's most prized green features.





## FACILITIES (5/5) - PATHS AROUND THE ESTATE

The winding paths ensure that guests have enough space to roam freely whilst learning about the plant-life at every opportunity. Ronda's pleasant climate makes the excursions around the estate possible year-round. Along the picturesque natural pathways guests will find "STARCK Surprises" which are individually designed sculptures that act as a point of interest and a place to rest along the way.





## BEDROOMS

The bedrooms of the Cortijo were designed with a modern touch, offering either a balcony or terrace, and are amply equipped with air conditioning, heating, wireless internet access and include showers and/or bathtubs. Guests can indulge in a nutritious breakfast buffet brimming with regional, organic products. Each room has a timeless character combining Spanish tradition with STARCK design.





# SUITE HOJIBLANCA





# ARBEQUINA ROOM



## PICUAL ROOM





# OLIANA ROOM



## SERVICES & ACTIVITIES

The Cortijo LA Organic offers personal and professional service in an ambience characterized by its privacy and comfort, where guests can enjoy a wide range of activities (massages, yoga classes, guided tours, etc.). It will become the epicenter of all visitors' experiences during their stay. Moreover, there will be the option of participating in olive oil and wine tastings.





## SECTION 4: COMING SOON ... EL TORO

# FIRST DESIGNER OLIVE OIL MILL

EL TORO, whose inauguration is expected for 2021, is the final phase that together with LA ORGANIC EXPERIENCE will constitute LA ALMAZARA BY STARCK.

It will be the construction of the **first Olive Oil Mill-Museum** in the world for industrial and tourist visits alike, all promoted by LA ORGANIC and located in Ronda.





# FUNCTIONS

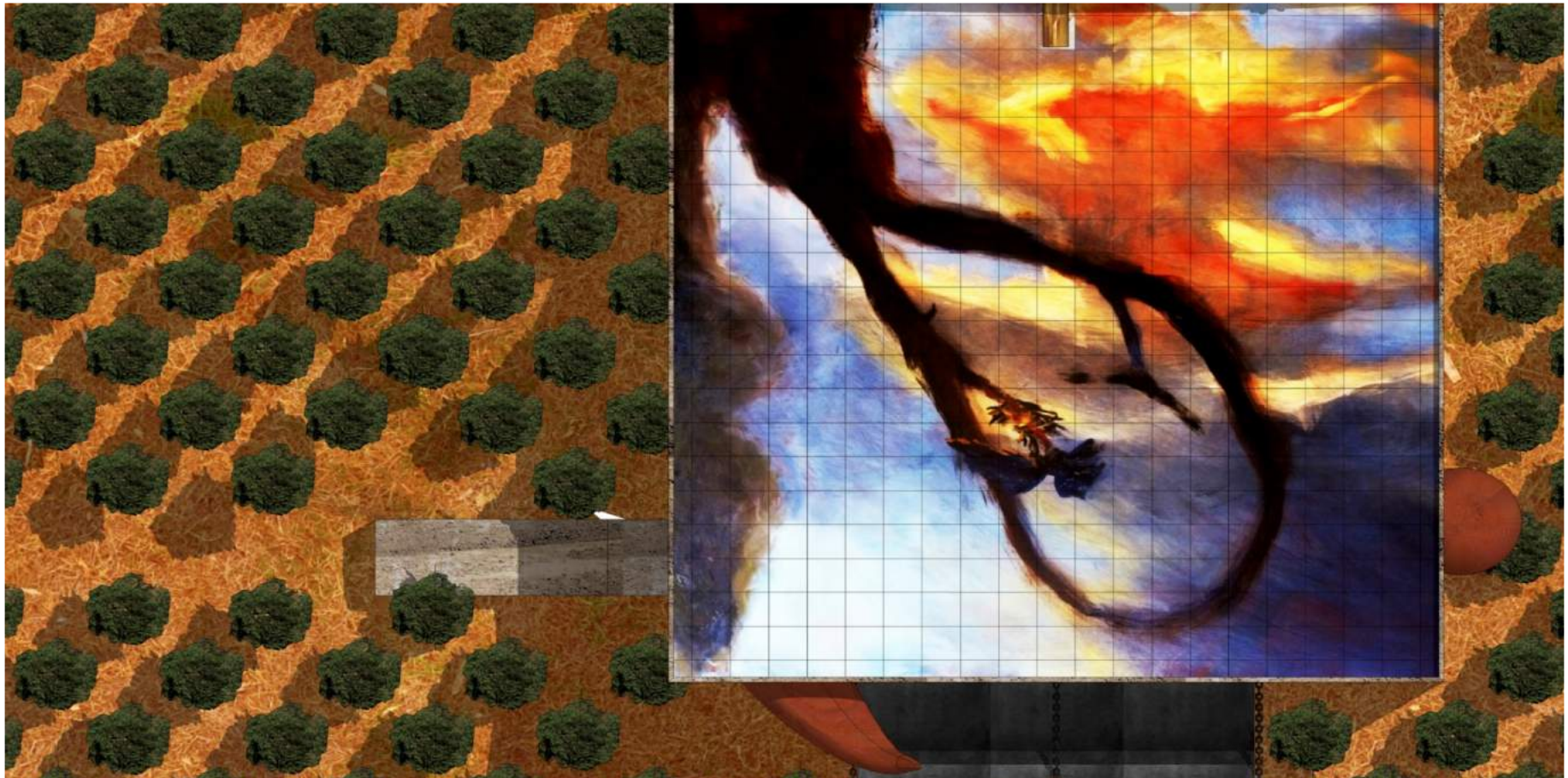
In addition to the industrial use of the mill, **EL TORO** will offer a wide range of activities of great artistic, didactic and cultural appeal. All of this together with the new spaces will constitute an extension of the current functions of the Greenhouse: olive oil mill, innovative museum, exhibitions, auditorium, events and conferences, catering area and shop.





# THE UNIQUE ROOF

The building is covered by a weather proof, translucent fabric membrane made from recycled materials, double-layered and stamped with an image designed by **STARCK**. The image is inspired by a painting by the Spanish master **Francisco de Goya**, will be visible from the interior as well as from the air above.





## A WORK OF ART BY STARCK

EL TORO was designed by Philippe STARCK, one of the most influential architect-designers, world renowned for his monumental works of architectural art.

