



ALDEA UH MAY

DESIGN BY

pininfarina



The art of conscious living



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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 that envisions a balanced and interconnected future in all aspects of a lifestyle while rooted in sustainability, inclusion, 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

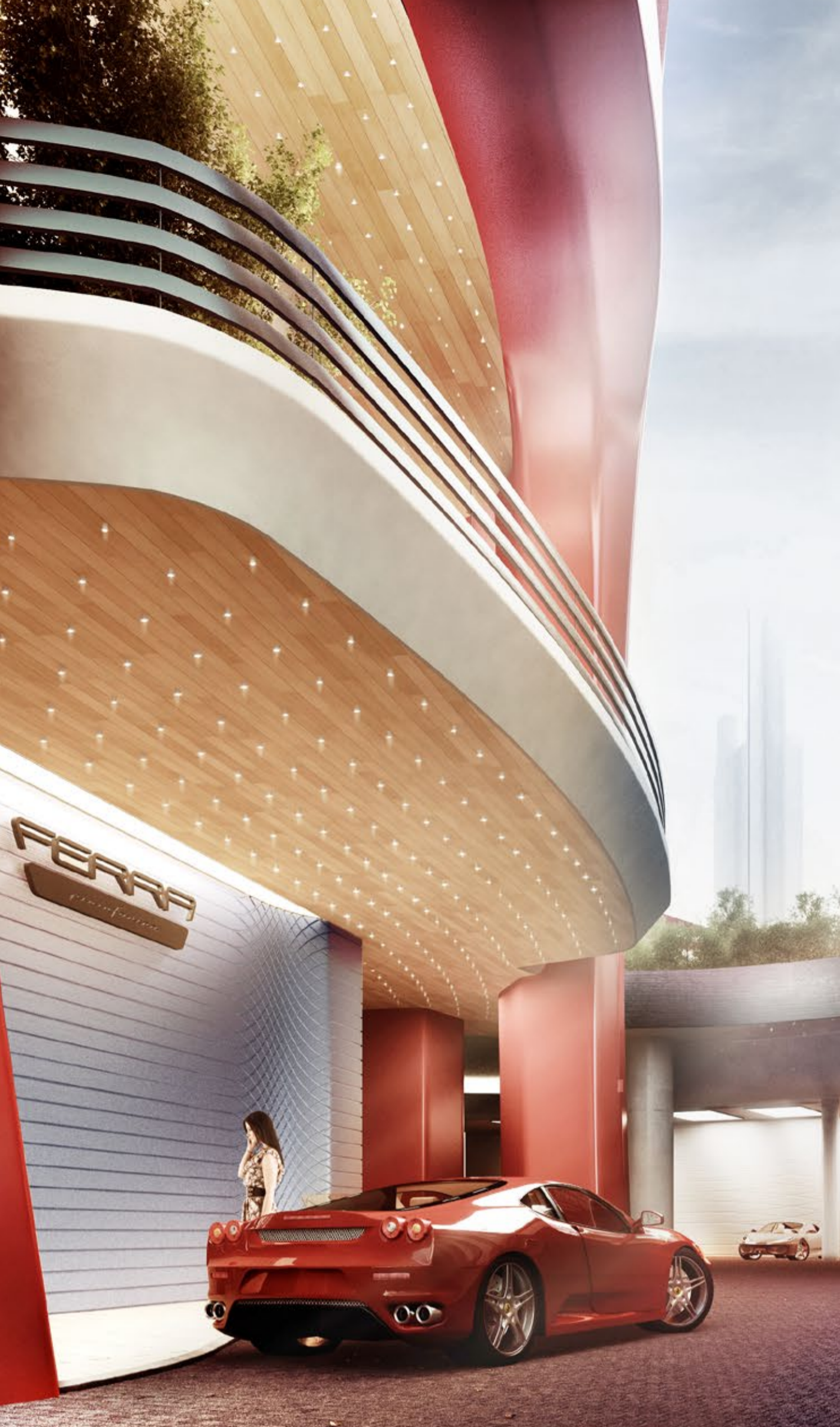
A modern architectural structure at dusk. The scene features a large, white, cylindrical pillar standing on a paved area. In the foreground, there are several steps with a glowing yellow light strip along their edges. The background shows lush greenery, including palm trees and other tropical plants, under a darkening sky. The overall atmosphere is sophisticated and contemporary.

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.

20 min from the hotel zone

A 500 m AZULIK UH MAY



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

Improving the quality of life while protecting the local environment

SOCIAL

Livable streets with unique character, variation of spaces, and experience

ECONOMIC SUSTAINABILITY

Based on the principles of the Human Scale Development Economic Model





Main Amenities

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?*



| Main Amenities



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*



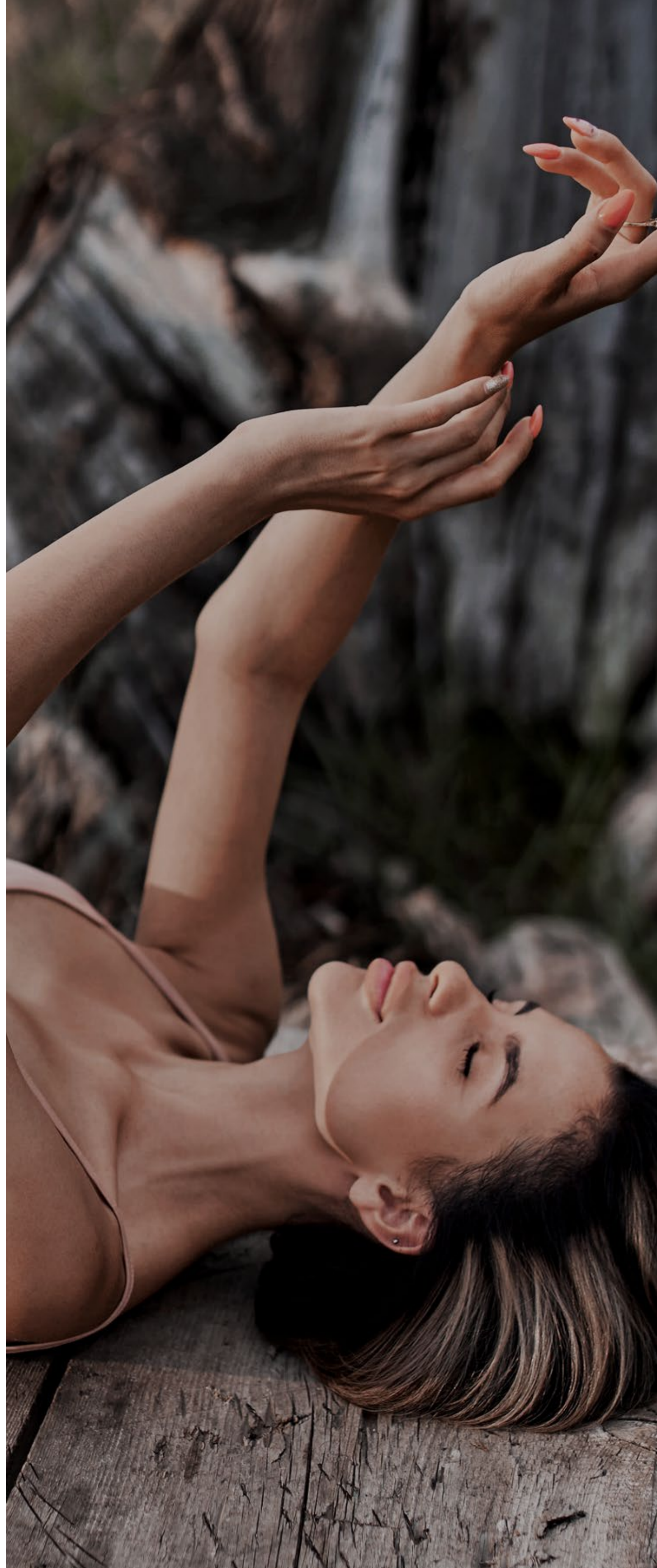
Secondary amenity /Amphitheater



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.





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



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 _____





| Main Amenity / Pool



Secondary Amenity / 3D printed Temazcales



Part V

SUSTAINABLE PERFORMANCE

[BEAUTY] + [TECH] = [IMPACT]

Pininfarina has always been known for its ability to create timeless beauty, expanding beyond the mere idea of aesthetics and style.

It is important to embrace the softer and wider meaning of physical and mental well-being.

Where beauty is indeed the ability to design an environment where aesthetic, functional and technical elements blend to instill positive sensations, experiences and place the human at the center of design.

GLOBAL ANALYSIS

- BACK TO THE ROOTS
- BUSINESS, ANYWHERE
- HEALTH FIRST
- MEANINGFUL EXPERIENCES

- TECHNOLOGY + SUSTAINABILITY
- SMART LIVING + CONSTRUCTION

PERSONAL VALUE SHIFT'S NEW PRIORITY ORDER



BECOMING A UNIQUE DESTINATION



- WELL + BEING
- HUMAN CENTERED AND
- PERFORMANCE ORIENTED DESIGN



DESIGN OPPORTUNITIES ESCALATING THE MAIN QUALITIES OF THE LOCAL CULTURE

CIRCULAR ECONOMY

Finding the perfect formula, inspired by the natural surroundings of the project, to generate a unique design.



Livable & Edible Community
Shared Gardens



Front yard farm and community
organized markets for a circular
economy based neighborhood

CIRCULAR ECONOMY

The Mayans not only studied the constellations and stars in their spiritual search, but they were able to develop great advancement based on mathematics. This mathematical equations were then used to design and construct their Spiritual Buildings and ecological and sanitary legacy.

Finding the perfect formula, inspired by the natural surroundings of the project, to generate a unique design based on Digital Research.



Local & International Art gardens
for a Living Community



Community Sculpture gardens
for a Living Community

DESIGN OPPORTUNITIES
ESCALATING THE MAIN QUALITIES OF THE LOCAL CULTURE

COMMUNITY LIVING

Creating a design that is people-oriented, with the design and incorporation of different levels of public and private spaces, where the community can meet in different opportunities and for different activities, but always with the core value of growing together.



Adaptive Streets for a Living Community through Pop-up or community organized events



Active, Adaptive Streets for a Shared Living Community

EXTRASENSORY EXPERIENCES

Bringing the extrasensory experience to the project can make it be completely unique, by not only connecting in the surface but creating a space for deeper connections.



Sustainable & Micro-Environment generative gardens for a Living Community & Ecosystem



Native Flora for Micro-Climate generative gardens for a Living Community & Ecosystem

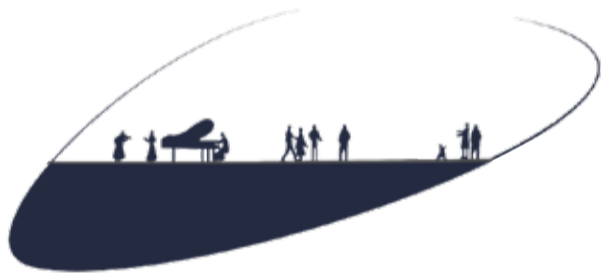
REFRAMING THE MEANING OF COMMUNITY



ENVIRONMENTAL SUSTAINABILITY

Improving quality of life while protecting the environment

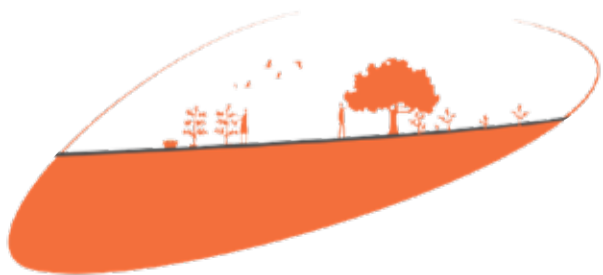
- Resilient
- Holistic
- Health + Wellbeing
- Place Making



SOCIAL SUSTAINABILITY

Livable streets with unique character, variation of spaces and experience

- Accessible
- Social infrastructure
- Inclusive Infrastructure
- Open Spaces



ECONOMIC SUSTAINABILITY

Livable streets with conducive to a procreative community and landscapes

- Circular Economy
- Productive Gardens
- Energy Generation
- Research / Business

LIVABLE STREET + COMMUNITY PRINCIPLES

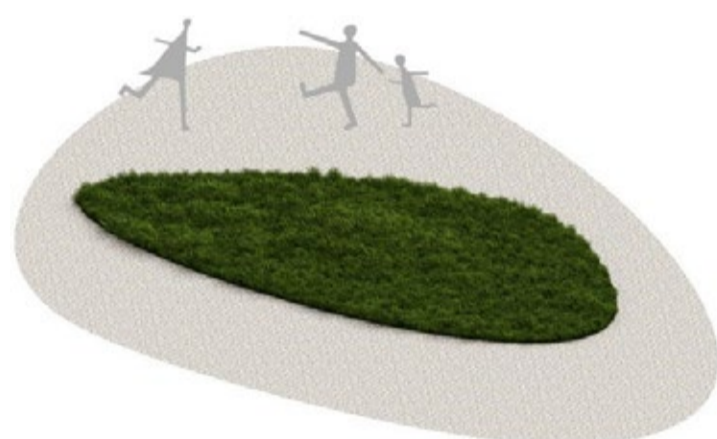
LIVABLE / SHARED STREET PRINCIPLES REFRAMING THE STREET DESIGN



PLACE MAKING

Promoting a medium for creativity, expression, experimentation and culture

Designing a space for integration and transition between sociability, uses + activities, comfort + image and access + connections.



PEOPLE + CONTEXT

Promoting social activities and collaboration

Environment that promote growth and interaction. A community of trusts, common bonds and values to ensure ownership, responsibility, engagement and pride in the neighborhood.



INTEGRATION + EXPERIENCE

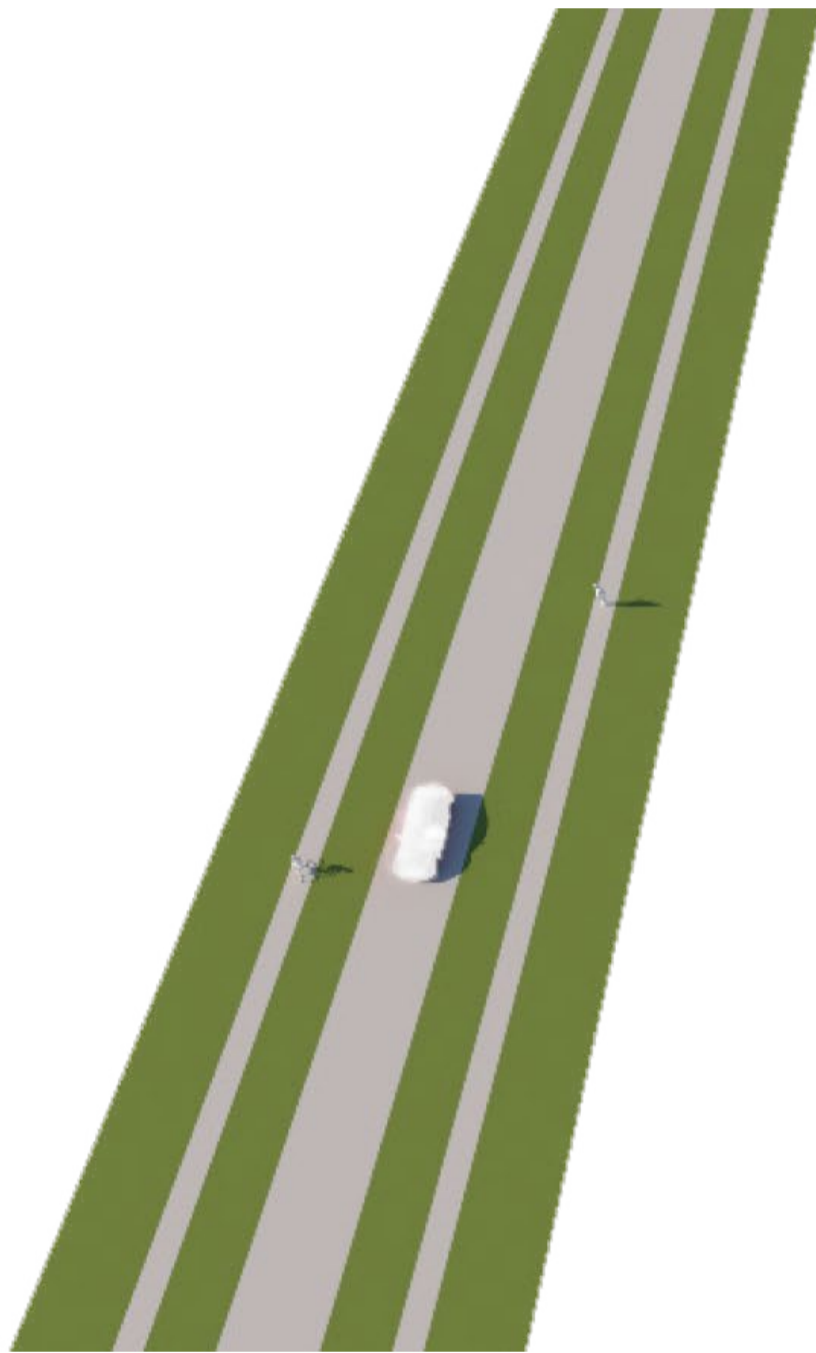
Connecting nature and environmentally responsible urbanism

Reframing past qualities and promoting a community that strongly improves the social behaviors for tomorrow. Environments that support greenery, public space, health and ability to connect cultures, and experiences.

CONCEPT DESIGN DEVELOPMENT

ADAPTIVE STREETS & ROAD TYPOLOGIES

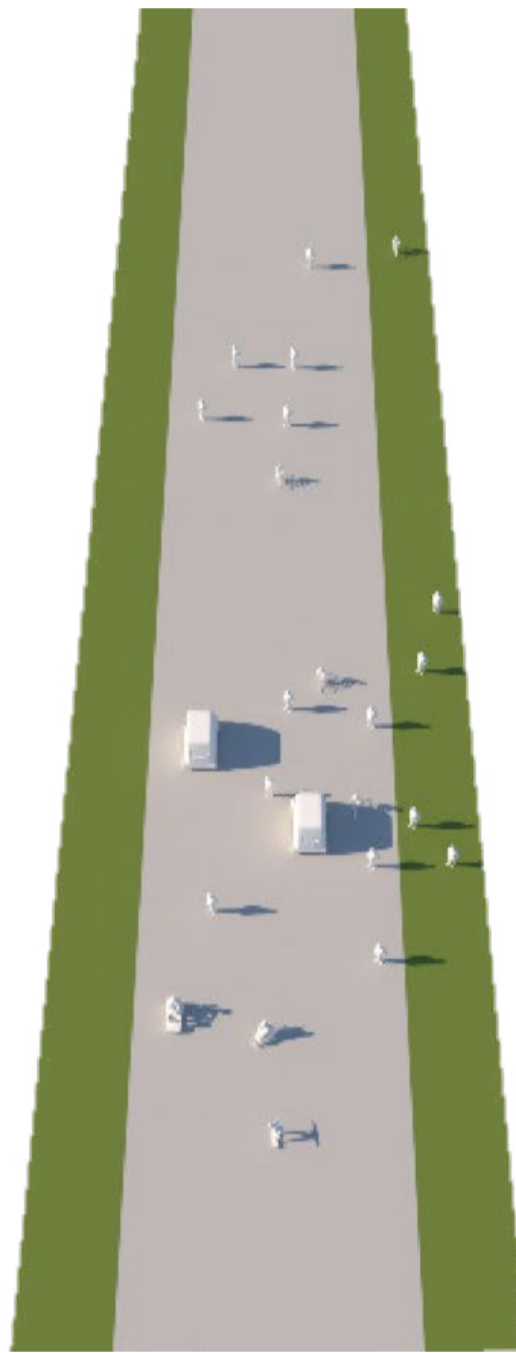
BALANCE IS ACCOMPLISHED
THROUGH INTEGRATION RATHER
THAN SEGREGATION OF USERS



PROPOSED ROAD

Design Threat

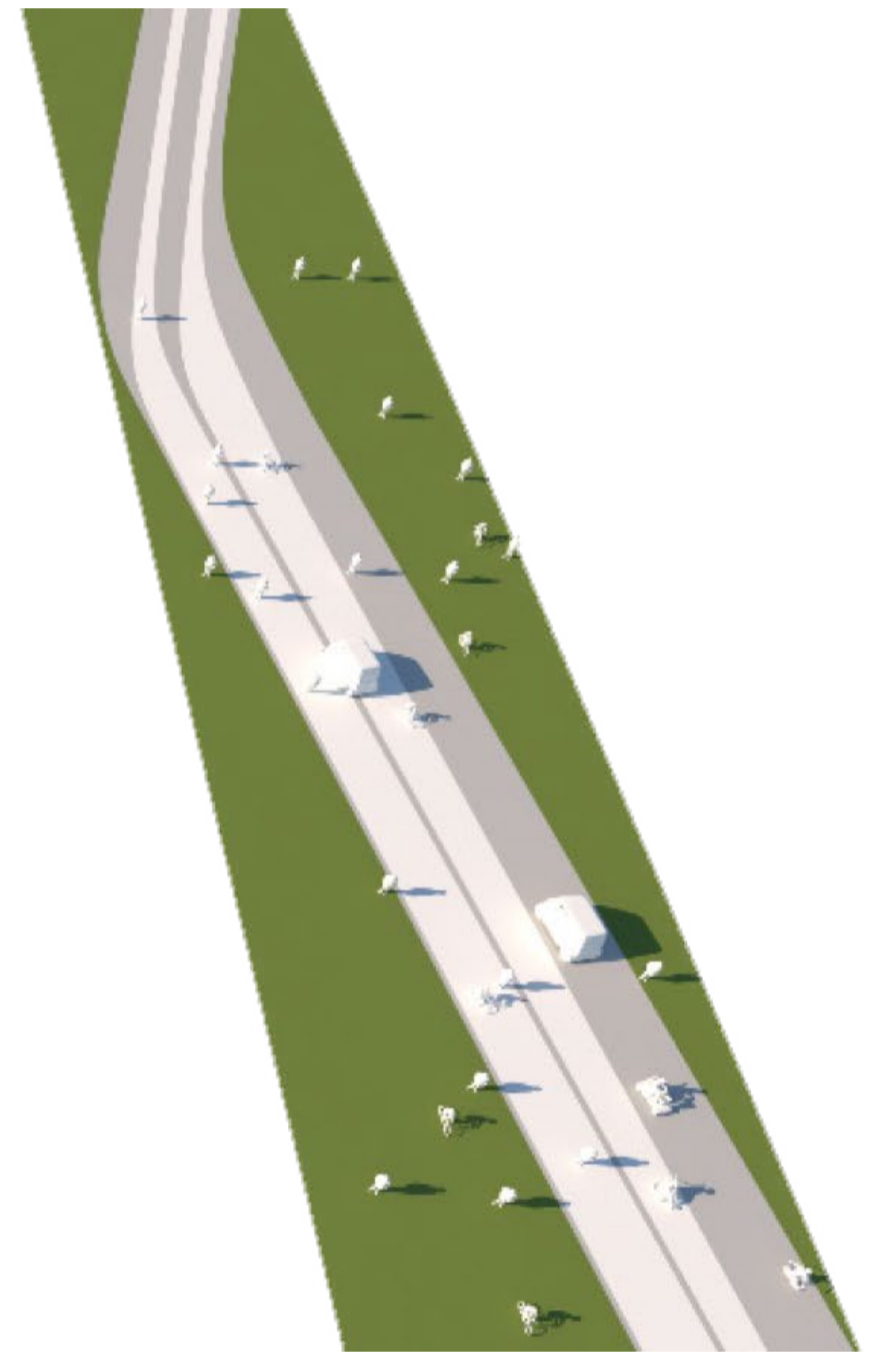
- Vehicle Dominated
- Promoted Faster Speeds
- Segregated program
- Reduction of Sidewalk
- Reduction for use of land and program opportunities



SHARED STREET
MOBILITY HIGH

Design Opportunities

- Improved bicycle/pedestrian safety & Activity
- Reduced motor vehicle travel speeds and volumes
- Improved attractiveness of street
- Reduced crime
- Increased social activity amongst neighbors and children

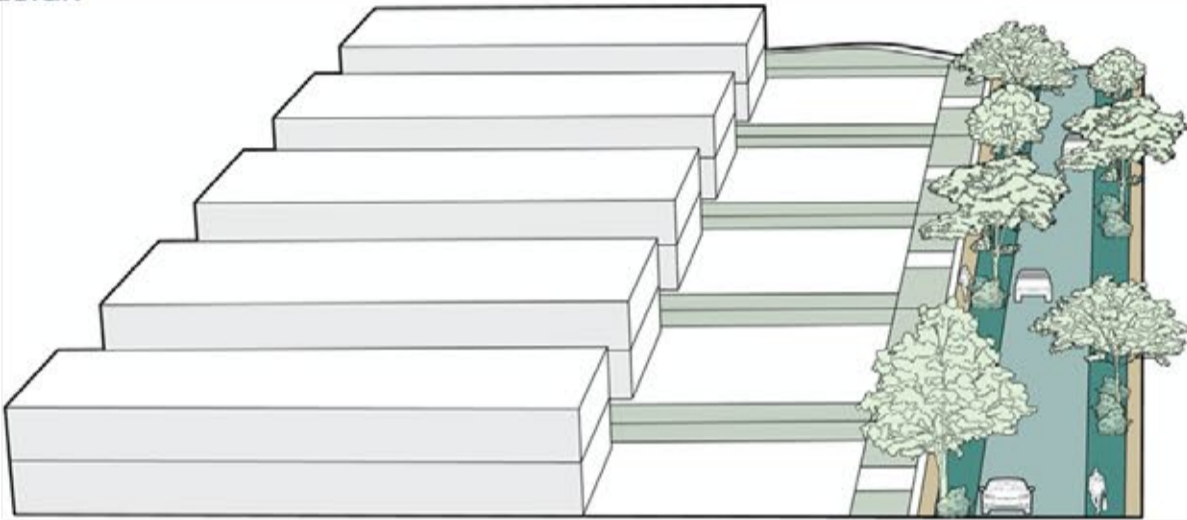


SHARED STREET
MOBILITY LOW

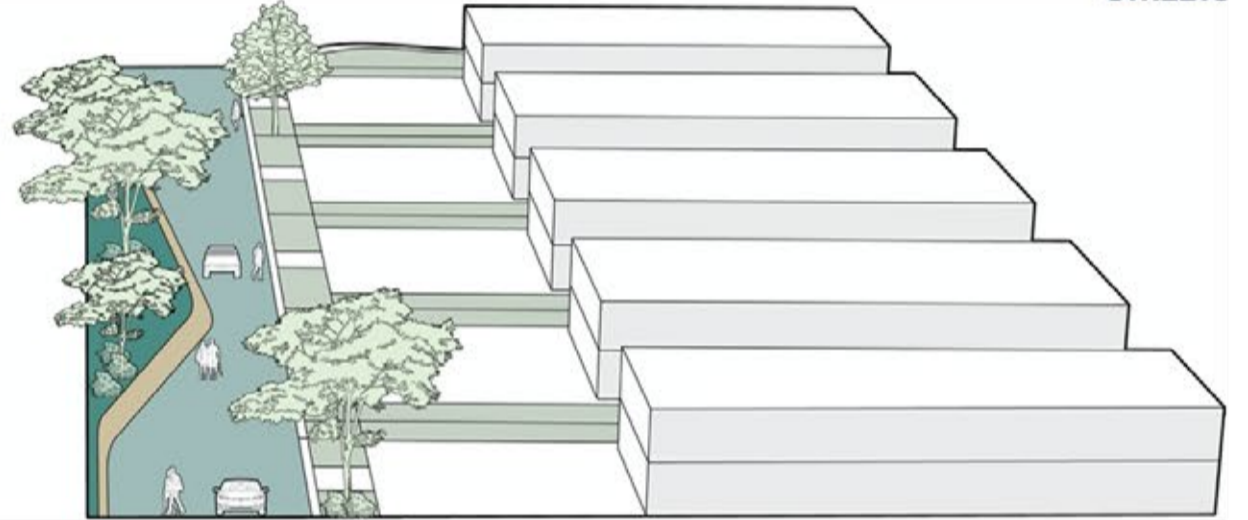
CONCEPT DESIGN DEVELOPMENT

ADAPTIVE STREETS & ROAD TYPOLOGIES

GENERIC STREET DESIGN



AUM LIVABLE STREETS



USER LEGEND:

- Pedestrian Space
- Landscape
- Cycles
- Vehicular Only Transit



Proposed Road



Livable Street
Mobility High

USER LEGEND:

- Pedestrian Space
- Landscape Cycles
- Mixed Transit



Aidea Uh May

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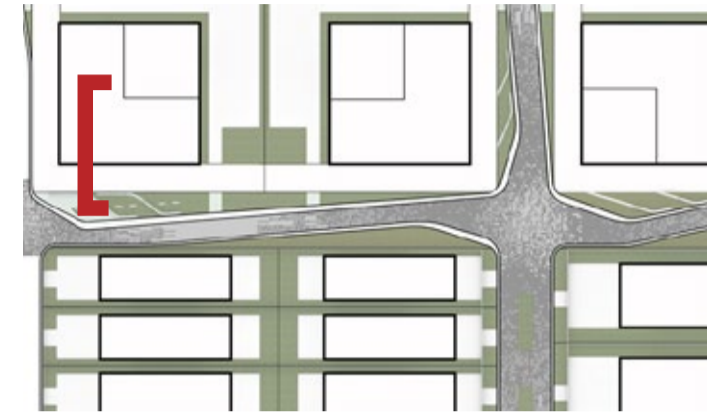
SHARED AND LIVABLE STREET DESIGN
FROM CAR CENTRIC TO SHARES / LIVABLE STREETS



- A) Mixed Use Green Island
- B) Flex Green Island
- C) Rain Garden
- D) Bioswale + Leisure Island

SHARED STREET DEVELOPMENT GUIDELINES

TYPE 1: MIXED USE GREEN ISLAND



Key Map

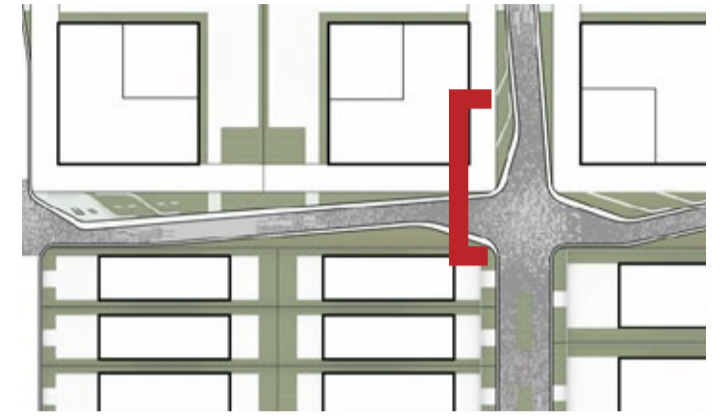


MIX USE GREEN ISLAND PROGRAMS:

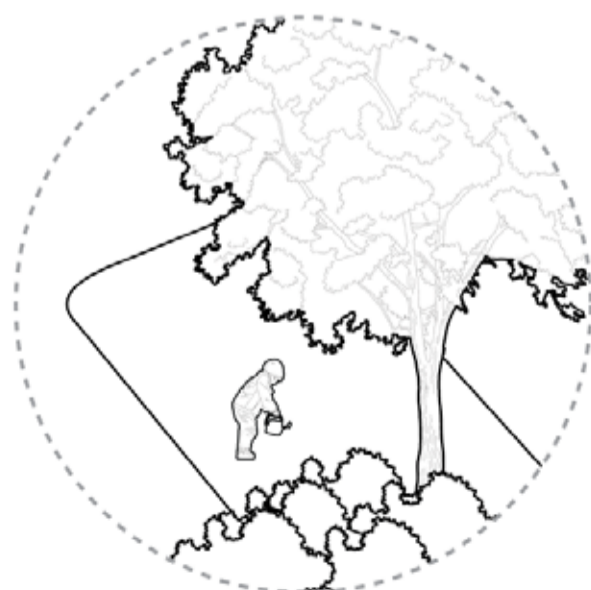
- Cafe
- Outdoor Seating
- Leisure
- Family Activities

SHARED STREET DEVELOPMENT GUIDELINES

TYPE 2: FLEX GREEN ISLAND



Key Map

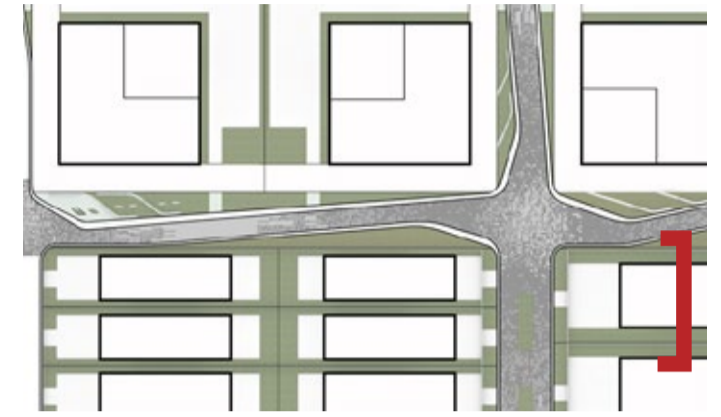


FLEX GREEN ISLAND PROGRAMS:

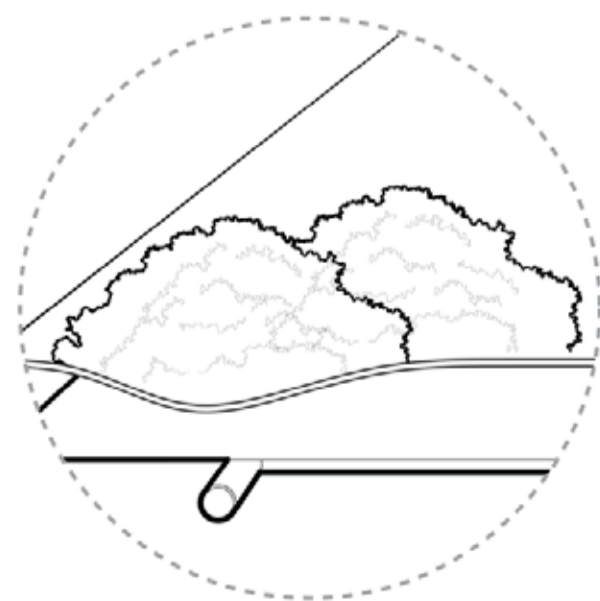
- Movie Projections
- Lounging
- Gardening
- Family Activities

SHARED STREET DEVELOPMENT GUIDELINES

TYPE 3: FLEX GREEN ISLAND + BIOSWALE



Key Map

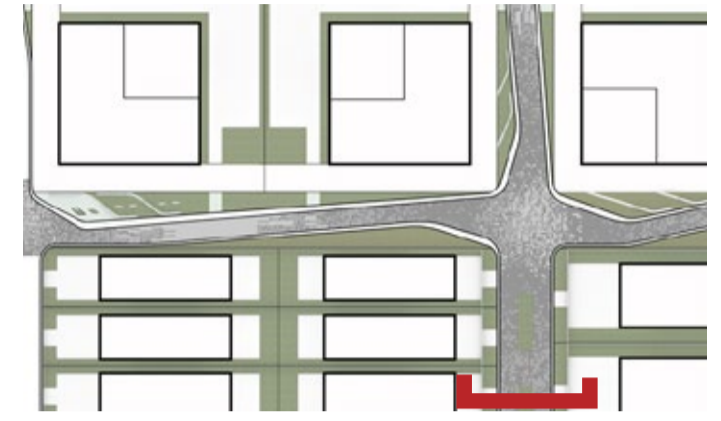


BIOSWALE + LEISURE ISLAND PROGRAMS:

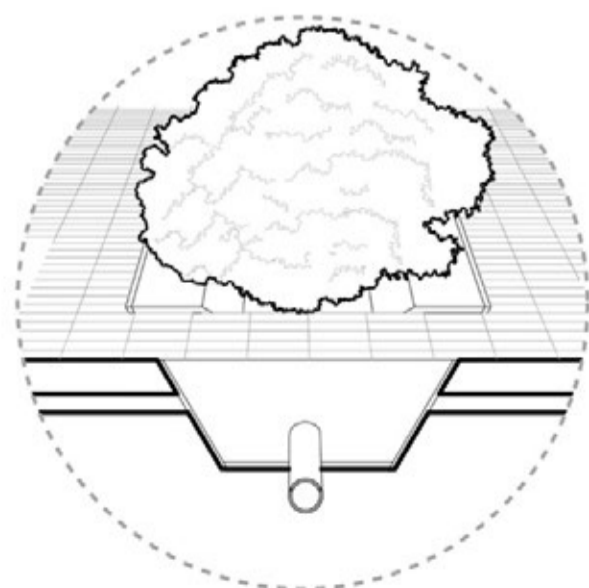
- Water Collection
- Support Local Wildlife
- Gardening

SHARED STREET DEVELOPMENT GUIDELINES

TYPE 4: CENTRAL BIOSWALE

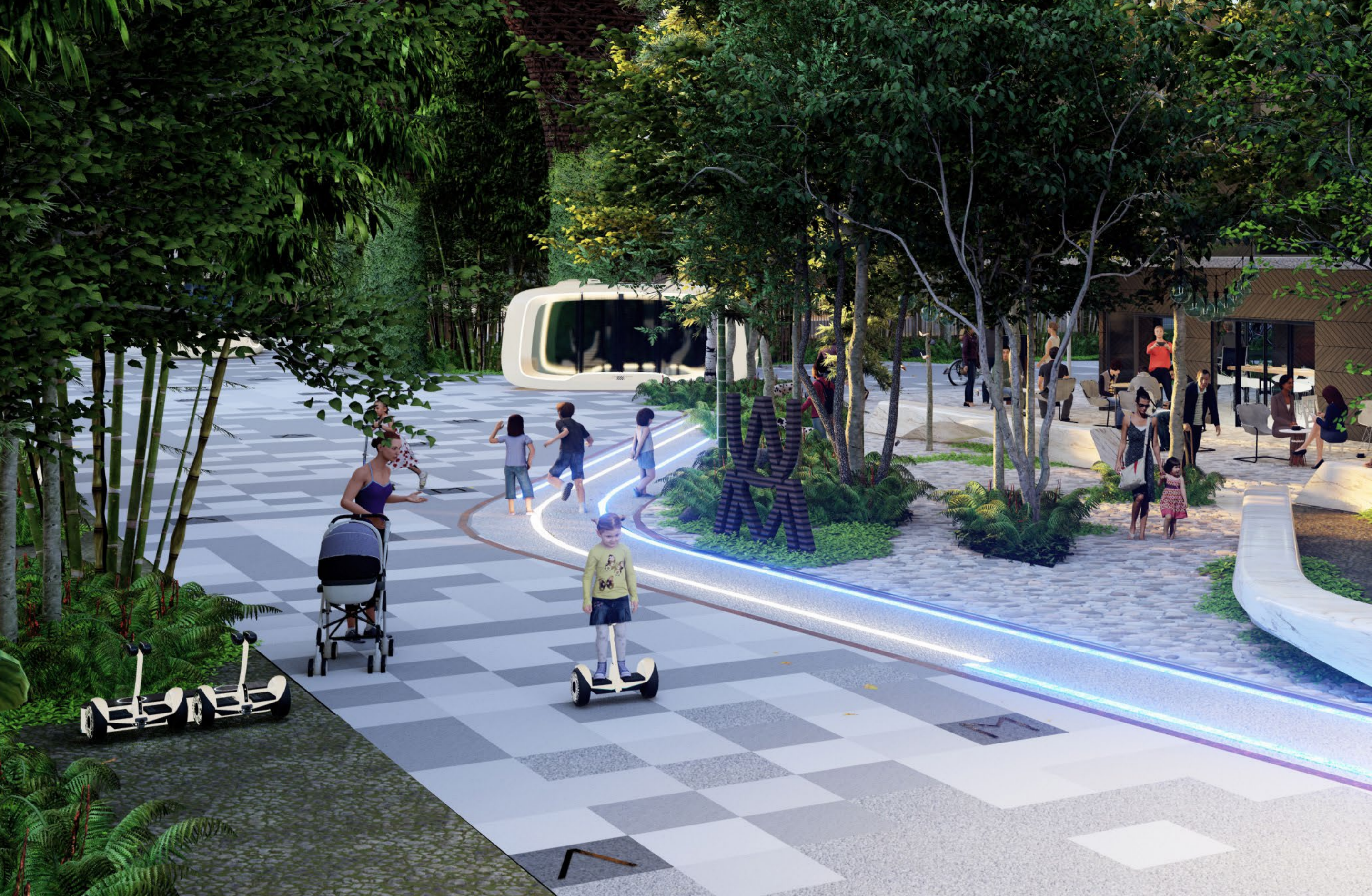


Key Map



RAIN GARDEN PROGRAMS:

- Water Collection
- Support Local Wildlife
- Gardening



SHARED STREET & FUTURE MOBILITY INTEGRATION & PRINCIPALS

An integrated vision for a shared and livable neighborhood.

Aldea Uh May's masterplan is envisioned for today and the next years to come as nearby land and cities develop. It is essential to explore ways that incorporate mobility integration to ensure the City and neighborhood connectivity.

The possibility of its own integrated systems (independent or dependent) will benefit the continuous growth of AUM internally and externally while giving back to the community and environment.

SHARED PROGRAMS PROVIDED EXCLUSIVELY
BY ALDEA UH MAY



For internal connectivity



Autonomous Aerial Health Program



Autonomous Flexible Vehicular for internal connectivity and external circulation that connects and incentive a bike network thought the development of the City



Autonomous Vehicular Delivery Program for internal connectivity



Bike Program for internal connectivity and external circulation



Autonomous Aerial Program for internal and external connectivity

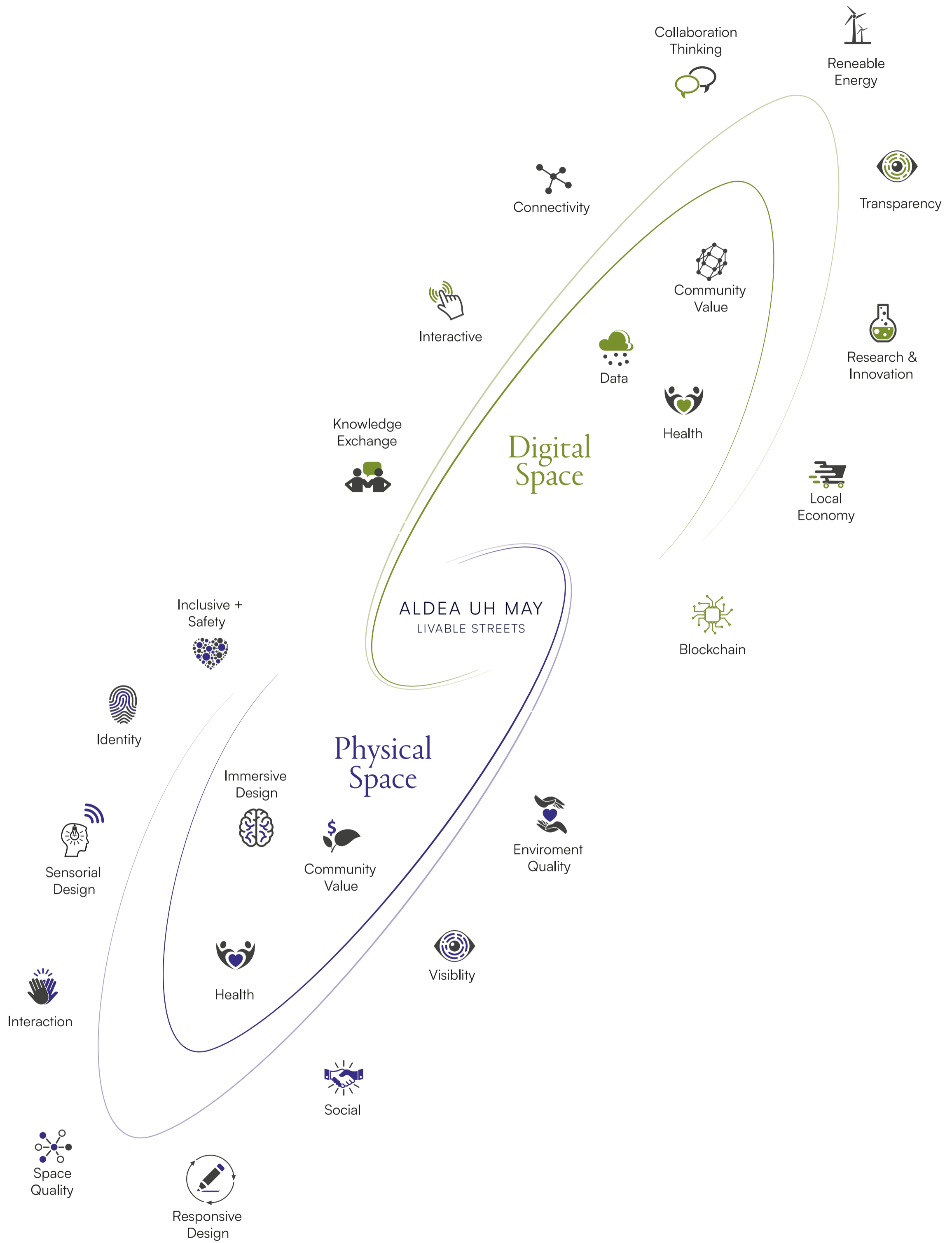


Part VI

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

Primary amenities & Commercial



MASTER PLAN

TYPES AND SIZES

Residential 300 m² – 500 m²

Multi-familiar 500 m² – 2,500 m²

Mixed 450 m²





| Mixed use areas / Shared Streets



| House Typology / 3D Printed house



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.

Pininfarina completed 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 & wellness-oriented amenity and public spaces, to support the community's 157 multi-family and single-family residential lots.





Master Plan / Top View



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