

# EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES



## Madero 54

A NATURAL AND MODERN ENVIRONMENT

WHY CHOOSE TOWNHOUSES

Meet the second blue circle



DIC/2024

EXPOCASAMEXICO.COM

# From the *Drafting*

EXPO CASA MEXICO

REAL ESTATE – INVESTMENTS – TRENDS – PLACES

December 2024

*Welcome to the third edition of EXPOCASAMÉXICO magazine!*

*It is a pleasure to present this new installment, in which you will find inspiration, innovation and the best of design and architecture in the country. On each page we have brought together trends, featured projects and the voices of experts who share their passion for creating spaces that inspire and improve our daily lives.*

In this edition we present a fantastic project MADERO 54, a private community with a green environment that will revitalize your senses. Located in Temozón in the north of Mérida, it is undoubtedly an excellent option to invest.

A special report on how design evolves to adapt to contemporary needs, from more sustainable homes to innovative solutions to maximize every corner of our spaces.

As the end of the year approaches, we find ourselves in that special moment to reflect on what we have experienced and project what is to come. This has been a year full of challenges, learnings and moments that have transformed us as individuals and as a society.

From here, we extend a warm hug to each reader. May this end of the year be an invitation to celebrate achievements, learn from difficulties and renew our goals. May 2025 be a year full of light, growth and hope.

Thank you for joining us, for being part of this community and for inspiring us to move forward. Happy holidays wishes you **EXPO CASA MEXICO**



CEO & FOUNDER

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Meet the second blue circle

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## EXPO CASA MEXICO



# *This is... Madero 54*

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*Discover a natural and modern environment full of possibilities, taking care of its beautiful architecture down to the smallest detail. A private community with a green environment that will revitalize your senses.*

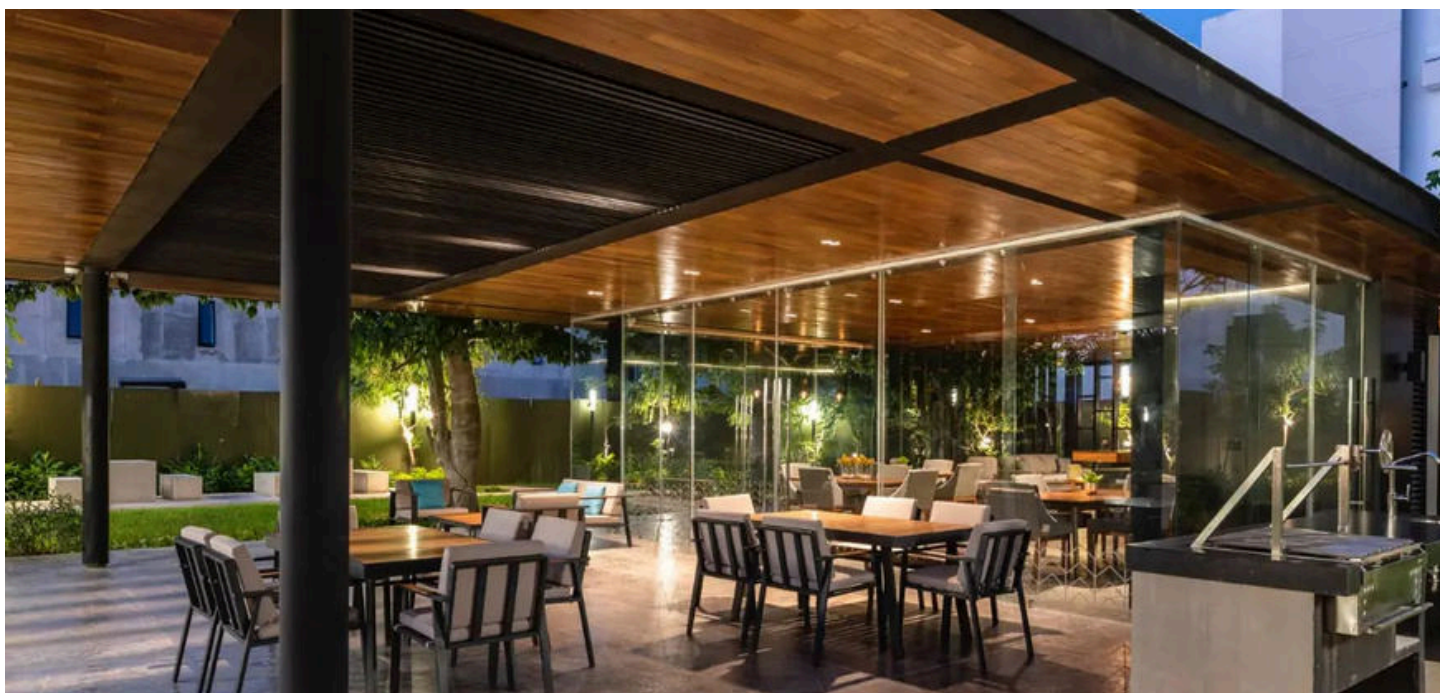
## MADERO 54:

### TOWNHOUSES IN TEMOZÓN

Choosing a townhouse in Mérida can be an excellent option, especially if you are looking for a combination



of comfort, security, and quality of life in a vibrant and growing environment.



The lifestyle offered by Madero 54 is distinguished by tranquility and comfort.

This is preserved by the exclusive community of residents and a comprehensive security system.

You will always have spaces that invite you to enjoy the peace that nature gives you at each stage of life and the comfort provided by the high-quality infrastructure that Madero 54 has.

## House models

Choose the ideal townhouse model to start a new life or make a highly profitable investment. Enjoy the excitement of building a new lifestyle in a natural refuge.

### PROTOTYPE A



#### Ground floor

- Hall
- Dining room
- Kitchen
- Cupboard
- Service room with full bathroom
- Pergola garage for 2 cars
- 1/2 guest bathroom

#### Upper floor

- 2 bedrooms with bathroom and walk-in closet
- TV room

### PROTOTYPE B



#### Ground floor

- Hall
- Dining room
- Kitchen
- Cupboard
- 1/2 guest bathroom
- Pergola garage for 2 cars
- Service room with full bathroom

#### Upper floor

- 2 bedrooms with bathroom and walk-in closet
- TV room

### PROTOTYPE C



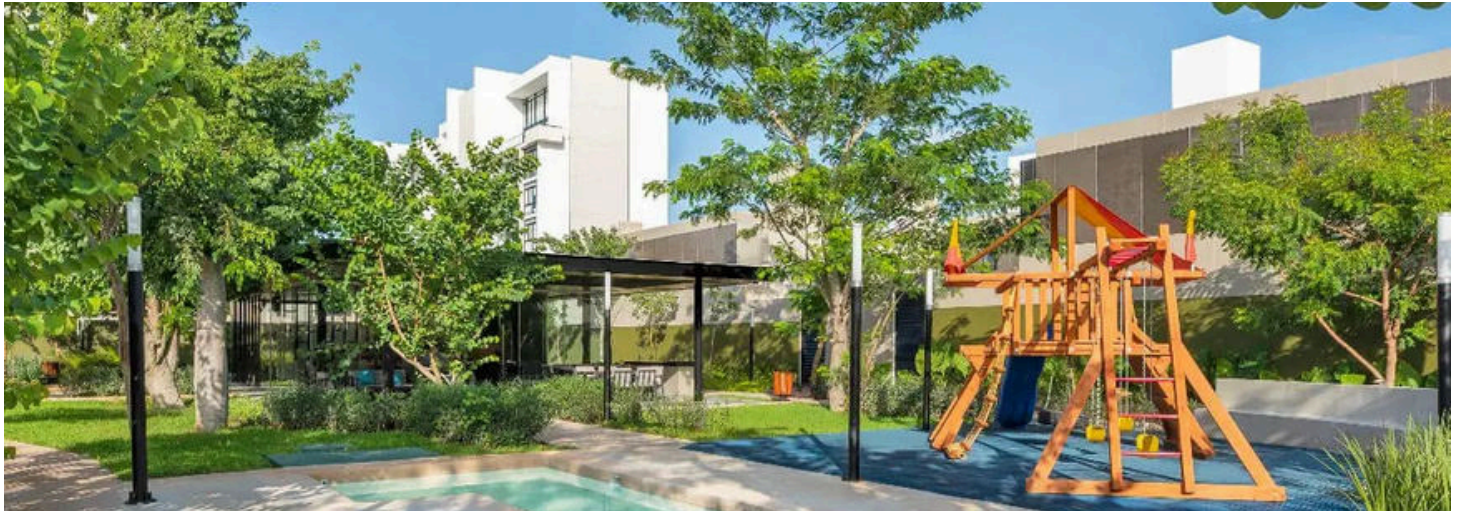
#### Ground floor

- Hall
- Dining room
- Kitchen
- Cupboard
- Store
- Service room with full bathroom
- 1/2 guest bathroom
- Garage for 2 cars

#### Upper floor

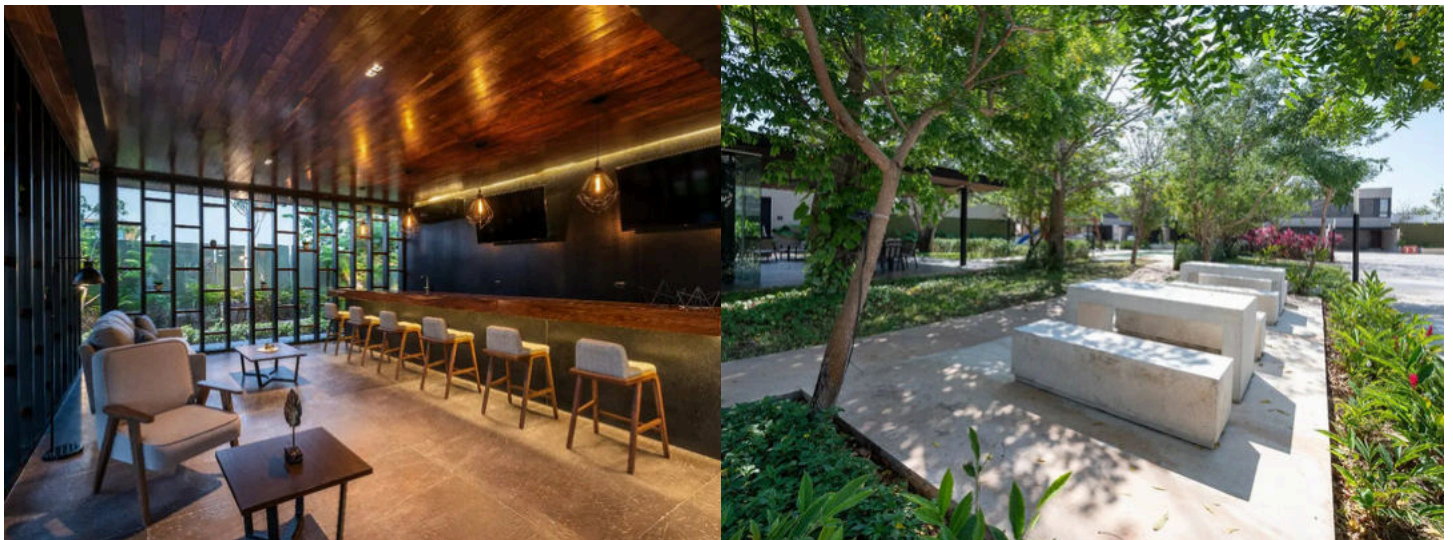
- 2 bedrooms with full bathroom
- Master bedroom with walk-in closet

The large and generous outdoor areas, embellished by lush and well-kept vegetation, become the vibrant heart of this community. These spaces not only offer a refuge of tranquility and connection with nature, but also invite coexistence, recreation and the building of relationships between their members, creating a warm and lively environment.



A place designed for comfort, optimization of spaces and the needs of a modern lifestyle.

Here, the tree-lined paths are a distinctive part of the beautiful landscape and a natural way to connect the different spaces.



[WWW.NOORD.MX/MADERO54](http://WWW.NOORD.MX/MADERO54)

**MADERO 54**  
**(999) 355 82 90**



# Architecture

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***Merida Art District***

***López Rosa Group***



# THE EVOLUTION OF ARCHITECTURAL DESIGN: TRENDS AND TRANSFORMATIONS IN 2024



Architecture has witnessed profound transformations over the centuries, and each year brings new trends, approaches and technologies that redefine it.

In 2024, architectural design continues to advance with a mix of technological innovation, sustainability and a new sensitivity towards the environment and people.

## Sustainability as a Central Pillar

Sustainability is no longer an option, but a requirement in architectural design in 2024. With climate change on the global agenda, architects have integrated sustainable practices into all phases of design and construction.





## Artificial Intelligence and Generative Design

Artificial intelligence has begun to transform the way architects create and plan their designs:

**Space Optimization:** Through data analysis, AI can design spaces optimized for functionality and aesthetics.

- **Generative Design:** Algorithms generate multiple variants of a design, allowing you to choose the most efficient or innovative option.
- **Sustainability Analysis:** AI programs help calculate the environmental impact and energy efficiency of a design from its earliest phases.



## Smart Materials

Smart materials are a trend that has gained ground in 2024, providing new possibilities for construction and design:

- **Electrochromic Glass:** Glass that changes color and transparency depending on the amount of light.
- **Photovoltaic Paints and Coatings:** Which allow energy to be generated directly from the surface of a building.
- **Self-Healing Concrete:** Able to “heal” itself when suffering small fractures or damage, reducing the cost and environmental footprint of maintenance.



## Technology and Automation in Construction

Construction has also evolved in 2024 with the use of drones, robotics and 3D printing technologies. Some of the applications include:

- **3D Printing of Structures:** From houses to bridges, 3D printing allows structures to be built faster and at a lower cost.
- **Drones for Inspection and Maintenance:** The ability of drones to perform inspections of high-rise buildings increases safety and reduces costs.
- **Robots on the Construction Site:** From lifting materials to masonry and painting tasks, robots improve efficiency and reduce the need for manual labor in some phases.



## Regenerative Architecture

Regenerative architecture is an emerging trend in 2024 that focuses on giving back more to the environment than is consumed:

**Ecological Restitution Projects:** Buildings that incorporate green spaces, vertical gardens, or even forests in their facilities.

- **Closed Cycle Design:** Structures that allow a sustainable life cycle, in which materials can be reused or recycled.
- **Harnessing Local Resources:** Use of local materials and techniques to reduce the carbon footprint and promote the local economy.



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# Markets

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***Smart investments***

# DONALD TRUMP & WALL STREET



Wall Street is in an environment of mixed and cautious expectations.

Many investors view a possible second Trump term with some optimism, especially in sectors such as defense, energy and finance.

Trump has expressed his intention to reduce regulations and lower corporate taxes, measures that could benefit high-capital companies and sectors on the stock market.

Some experts point out that his pro-business policies could boost certain values, although at the cost of greater volatility in the short term due to possible changes in trade and tariff policies.



However, skepticism is also observed in certain segments of the market, where uncertainty due to possible trade confrontations and external political tensions generates caution.

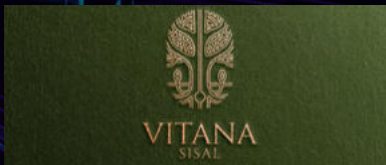
The recent trajectory of the S&P 500 index, which is traditionally used as an indicator of electoral results, suggests a slight advantage for the party in power, in this case the Democrat, although many on Wall Street have invested in sectors that could benefit if Trump wins. .

Among them, the development of construction, let us not forget that he is a developer by nature and this could mean an interesting era of development in North America that could have a favorable impact on Mexico.



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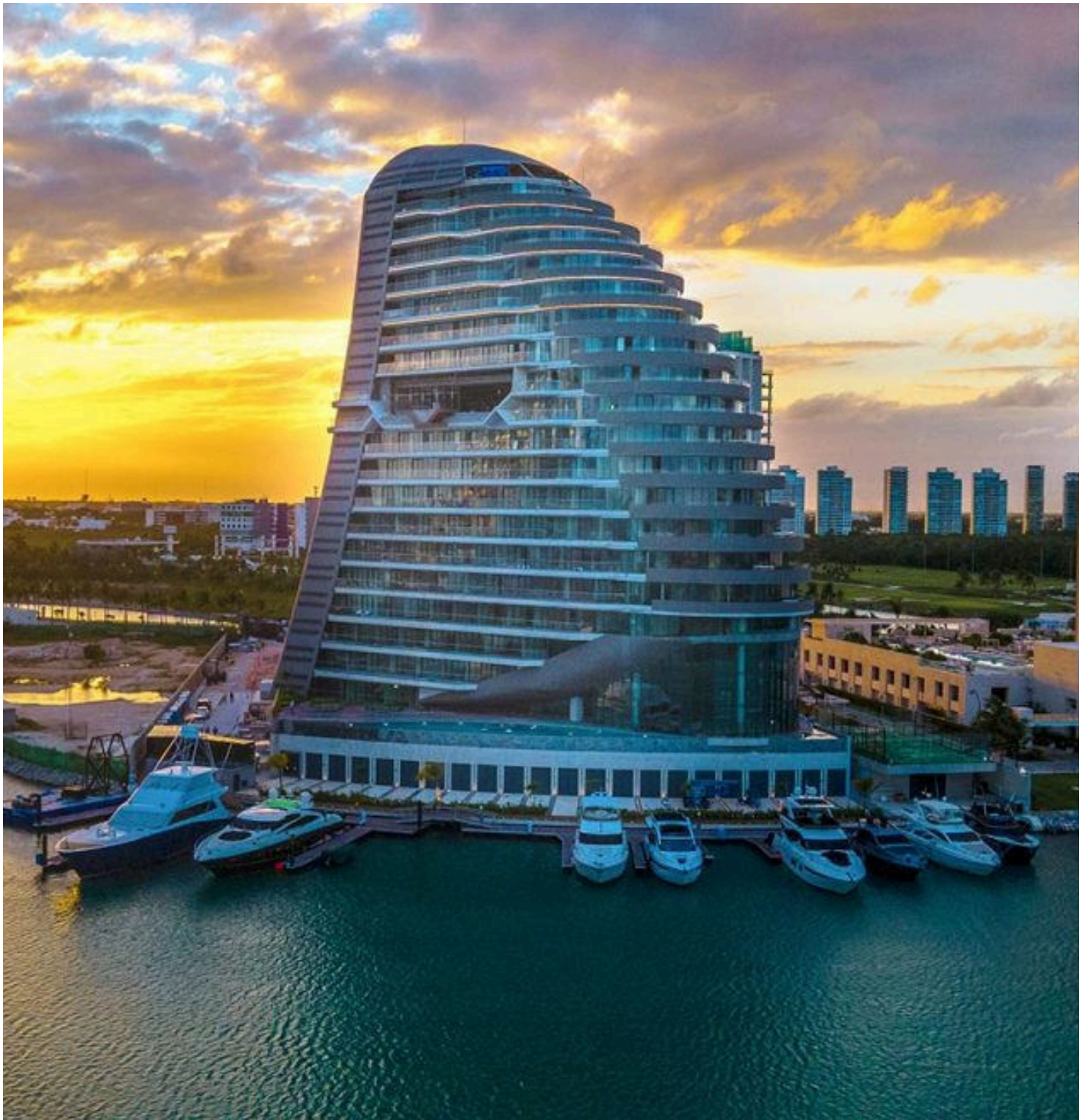
TAXES

MÉRIDA  
MÉXICO CITY

5525611485

# *Marine*

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***An Architectural and Ecological Icon in the Mexican Caribbean***

***The Shark Tower***

# 127 MILLION DOLLARS OF LUXURY

Located in Puerto Cancún, Shark Tower is one of the most innovative and distinctive real estate developments in the region.

Its design, inspired by the anatomy of sharks, not only gives it a visually impressive style, but also reflects a unique environmental commitment. Shark Tower stands as a tribute to these animals, whose conservation is a priority of the project. This building combines luxury, technology and sustainability, redefining the experience of living in the Caribbean. At the same time, a refuge for marine life was created.



## Innovative Architecture

The design of Shark Tower is the work of Mexican architects and developers from GFA Grupo Inmobiliario, who have reflected in its structure a tribute to the shark, symbolized by the fin-shaped wing that crosses the tower.

The structure has a streamlined and futuristic shape, with large glass windows that offer panoramic views of the Nichupté lagoon and the Caribbean Sea. This architectural approach is mixed with landscaping elements that highlight the natural beauty of the region.



## Luxury and Exclusivity

Shark Tower features 134 luxury residential units, including apartments and penthouses, each designed with high-quality details, premium finishes and smart home technology.

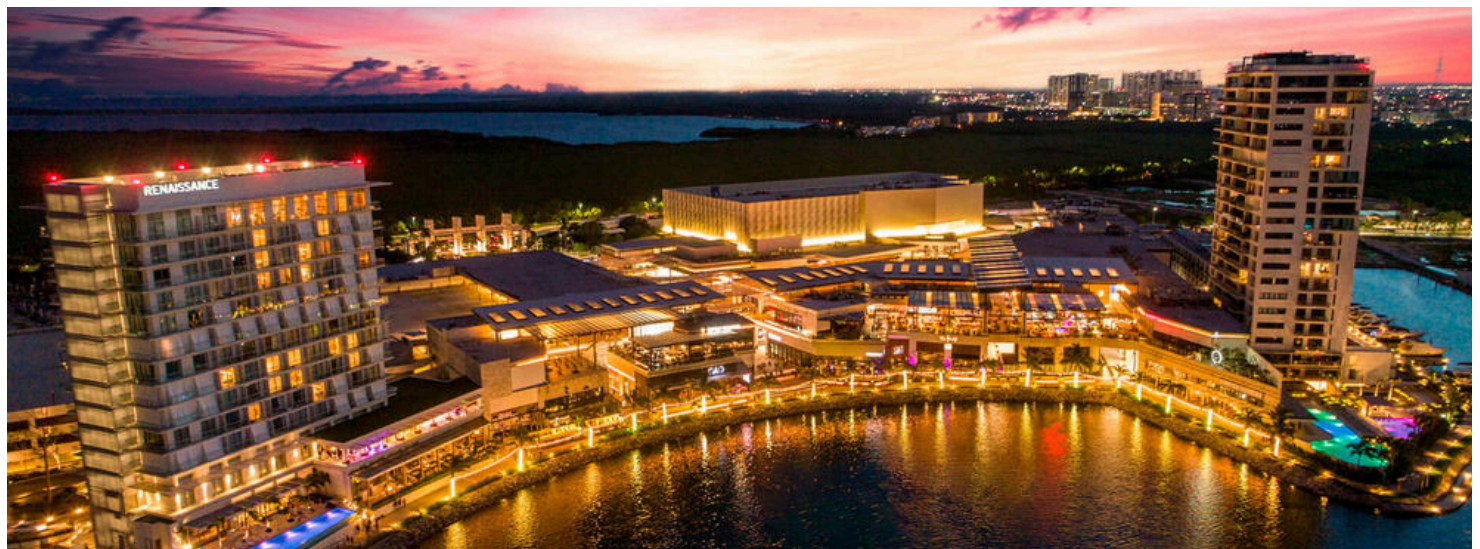
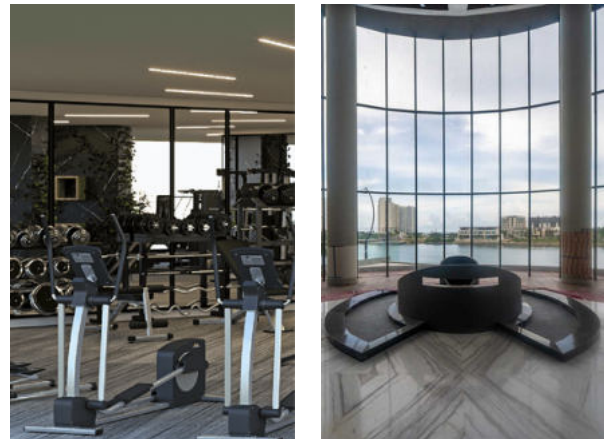


Penthouse de doble altura



Among its exclusive facilities are a state-of-the-art gym, spa, games area, an infinity pool, and a private beach club.

In addition, the building has a helipad, which adds an additional touch of exclusivity and convenience for high-profile residents.



Marina Cancun



At the heart of an exclusive community is Club Puerto Cancún, a place that only the most select clubs in Mexico and the world can aspire to. In a safe and familiar environment, you will discover everything you have imagined.



### Enjoy with Family

Seeking your total well-being and that of your family, at Puerto Cancún Club you will find experts in haute cuisine and nutrition, as well as trainers and instructors to learn a sport, improve your quality of life or become even more competitive.



### Activities

- Outdoor games for children
- Swimming
- Kayaks
- Paddle Boards
- Volleyball
- Yoga Deck
- TRX
- Beach Gym

### Reservations:

Golf Course: (998) 892 19 58 and (998) 847 44 46  
Golf / Toptracer Range Reservations: (998) 197 45 81  
Beach Club: (998) 251 62 05  
Email: [infoclub@puertocancun.com](mailto:infoclub@puertocancun.com)  
Benefits as a Partner

Club Puerto Cancún is your access to everything you dreamed of when you arrived in Cancún. In the middle of nature and the sea, in a safe environment, you and your family will find in our facilities the ideal place to enjoy the sea, practice your favorite sport, or simply spend the day with your family and friends.

Thanks to the growing group of memberships, the clubhouse designed by Artigas Arquitectos is already under construction, which will consolidate the Puerto Cancún Club as the most exclusive meeting point in the city. Come with our team and be part of the Puerto Cancún family.



# HENEQUEN MX



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# Travel Diaries

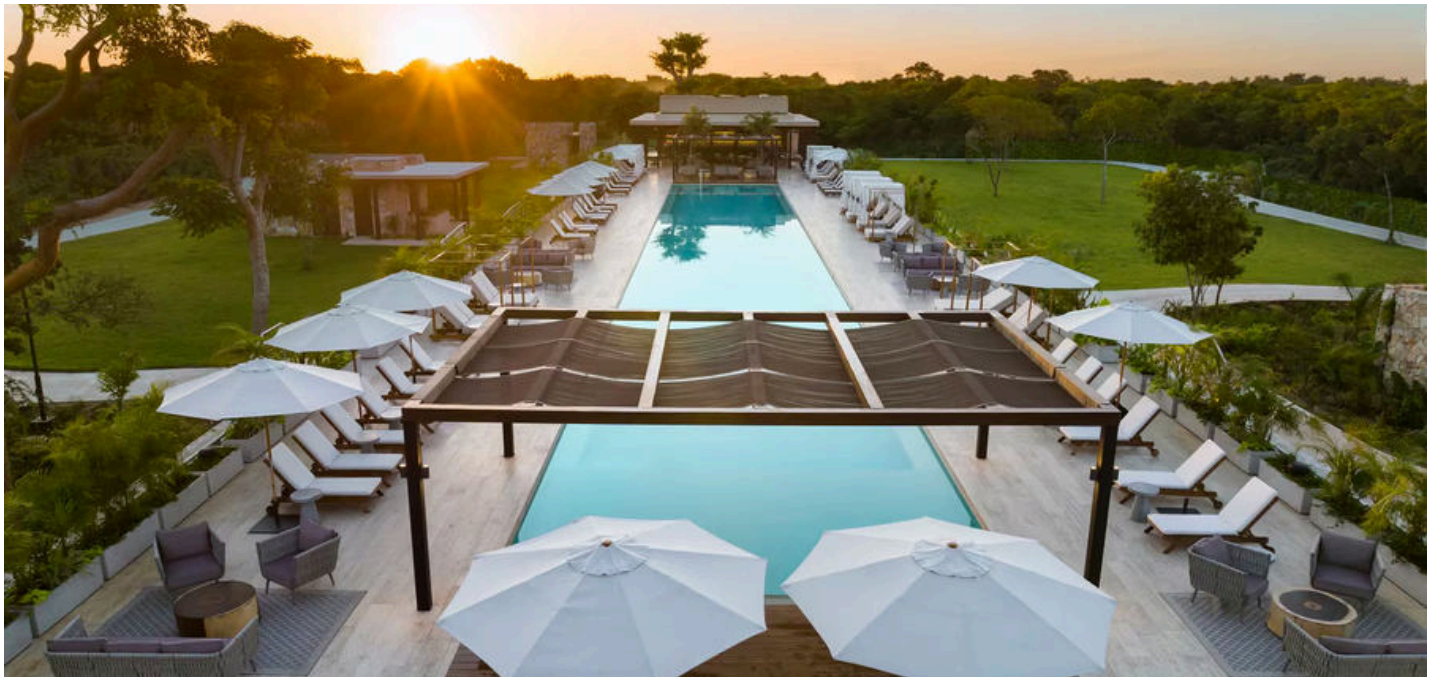
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***A captivating story that fuses the best of two eras***

***Xanactún***

# XCANATÚN HACIENDA



## Gran Hotel de Mérida: A Historical Treasure in the Heart of Yucatán

Located just 25 minutes from the center of Mérida, Xcanatún Hacienda, Angsana Heritage Collection is located in an enclave where history and tradition come together. Restored to its 18th century grandeur as one of the Yucatan's most iconic henequen (sisal) haciendas.

The resort has 18 historic suites that fuse contemporary details with local touches and 36 new suites, exquisitely designed with avant-garde elements, that provide harmony between nature and modern spaces. A total of 54 suites.



**Xcanatún Hacienda** is surrounded by four acres of private gardens, full of lush vegetation that highlight the beauty that made it one of the most important haciendas in Yucatán.

Our iconic restaurant “**Casa de Piedra**”, offers regional and contemporary cuisine, has been a traditional favorite among locals for years.



## An eclectic collection of immersive suites

Discover the essence and timeless charm of hacienda living, where the threads of history and contemporary sophistication intertwine. While our traditional and modern suites exude distinct styles, they harmonize perfectly to create an enchanting celebration of past and present.



## Guided by passionate local experts

Venturing beyond the hacienda grounds, discover the beauty of Playa Progreso with an alfresco dining experience on the beach, where a long communal table awaits you and your loved ones for a delicious family dinner with live Mexican music .

Explore the vibrant city of Mérida and visit its historical monuments, architectural wonders, thriving culinary scene and renowned art galleries.

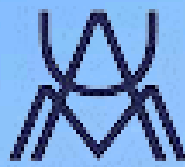


Temple of the seven dolls



**Xcanatún Hacienda, Angsana Heritage Collection**

**999 930 2140**



# ALDEA UH MAY

DESIGN BY

*ninifarina*

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# *Connections*

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***Kayaking in Yucatan***

***A unique experience***

# KAYAK



Here we will explore the impressive world of kayaking in this region rich in nature, where the sun, mangroves and calm waters create the perfect setting for this activity.

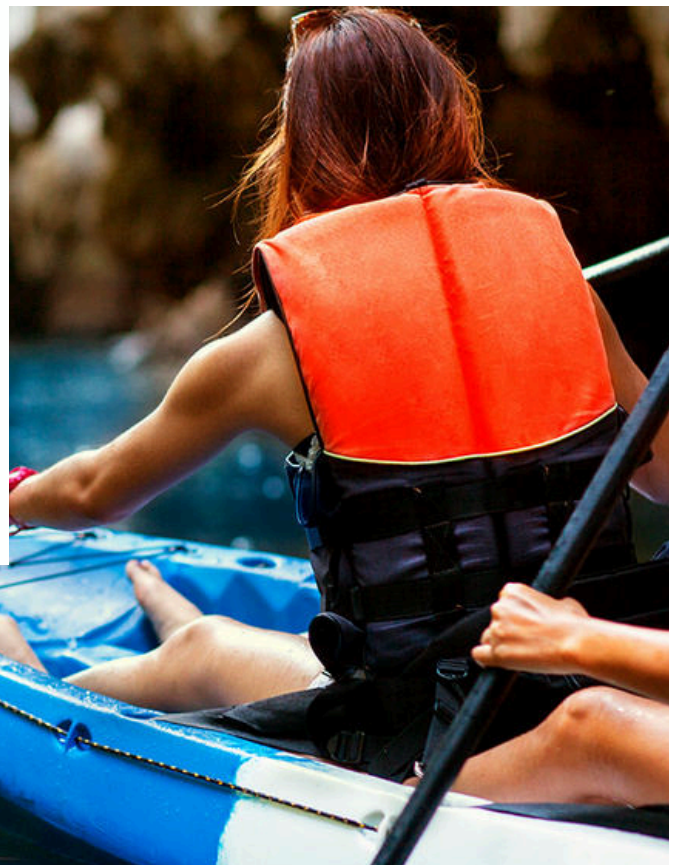
## Why Kayak in Mérida?

Mérida is not only known for its vibrant culture and gastronomy, but also for its amazing natural landscapes. Among the most popular areas for kayaking, the following stand out:

**Mangrove lagoons:** Especially in Celestún, where you can see colonies of flamingos.

**Underground rivers:** Some cenotes have connections to underground rivers that can be explored by kayak.

**Beaches and open sea:** The nearby coasts offer unique opportunities for paddling in salt waters with unparalleled landscapes.



## Essential Places to Practice Kayaking

Here are some of the most recommended places:

- **Celestún:** A natural refuge famous for its impressive biodiversity.
- **Ría Lagartos:** Spectacular for sightings of flamingos and migratory birds.
- **Cenotes in Homún:** Some cenotes have areas where you can paddle and immerse yourself in the crystal clear waters.
- **Progress:** The coast is perfect for those who want to explore the sea without going too far from the city.



River lizards



Cenote Homún



Celestún

## Kayak and Ecotourism

Kayaking in Mérida is an opportunity to connect with nature, and there are many ecotourism initiatives that seek to protect these environments. If you plan to take an excursion, look for operators who respect and protect the environment. In the end, taking care of these spaces is everyone's responsibility!



# Yucatán de viaje

999-617-0177



TOUR

Tour Privado Celestún y Sisal

Ver más »



TOUR

Tour Privado Celestún

Ver más »



TOUR

Tour Privado cenote Suytun, cenote Hubiku con buffet y Valladolid

Ver más »



TOUR

Tour Privado cenotes Santa Bárbara


Ver más »



TOUR

Tour Privado Isla Columpios, Corchito y Progreso

Ver más »



TOUR

Tour Privado Uxmal y Cenotes San Antonio Mulix

Ver más »



TOUR

Tour Privado Las Coloradas y Playa Cancunito - #2

Ver más »



TOUR

Tour Privado Cenotes de Homún

Ver más »



TOUR

Tour Privado cenote Ik Kil, cenote Hubiku con buffet y Valladolid

Ver más »



TOUR

Tour Privado Izamal, cenote Hubiku con buffet y Valladolid


Ver más »



TOUR

Tour Privado Chichén Itzá 3 en 1 con buffet

Ver más »



TOUR

Tour Privado Las Coloradas y Reserva de Río Lagartos - #1

Ver más »



TOUR

Tour Privado Aventura en Sisal

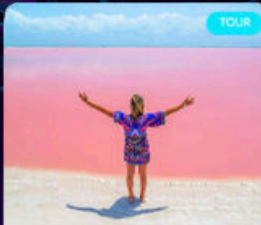
Ver más »



TOUR

Tour Privado Uxmal y Choco Story

Ver más »



TOUR

Tour Privado las Coloradas y Río Lagartos (Tour en lancha) - #3

Ver más »



TOUR

Tour Privado Chichén Itzá, Hubiku y Valladolid

Ver más »

# *Blue Circle*

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**OKINAWA, JAPAN**

**LIVING MORE THAN 100 YEARS IS POSSIBLE**

# OKINAWA, JAPAN

Japan has many corners full of history and charm, and one of its best kept secrets is Okinawa.

Known for its unique culture, impressive nature and long-lived people, Okinawa is a place where time seems to stand still and life is lived at a different pace.

We will explore the best of Okinawa, its customs, its gastronomy and the mysteries behind the longevity of its people.



## Okinawa, Land of Eternal Youth

Okinawa is known as one of the places in the world with the highest life expectancy.

In this series, we will unravel the secrets of longevity on this island, where the rate of people over 100 years old is impressive. We will explore how their plant-rich diet, temperate climate, and the concept of Ikigai—the purpose of life—contribute to this longevity.



Kane Tanaka 119 years old



## The Okinawan Philosophy of Life

In Okinawa, the philosophy of *nuchi gusui*, or "food as medicine," is followed. Here, food is more than nourishment; It is an act of respect for the body. We will see how the inhabitants of Okinawa use ingredients such as goya (bitter melon), tofu and mozuku seaweed to maintain their health in optimal conditions. The Okinawan diet also includes little red meat and almost no sugar, which helps reduce chronic diseases.





## Traditions and Festivals

Okinawa has a vibrant cultural life full of festivals. From Eisa, the summer traditional dance festival, to the Shurijo Castle Festival, which recreates the heyday of the Ryukyu Kingdom, Okinawa offers unique experiences that connect its inhabitants with their roots.

Here we will also explore sacred temples, rites of ancestor veneration, and the importance of community.

## Beaches and Pristine Nature

The geography of Okinawa is a tropical paradise. Its white sand beaches and crystal clear waters are perfect for water sports, from diving to snorkeling. Okinawa also has nature reserves and forests where you can see endemic species. In this section, nature lovers will be able to discover the best corners of the island to connect with the natural environment.



## Exploring Ikigai: Finding Life Purpose

One of the most important secrets of Okinawa is the concept of Ikigai, which translates as "reason for being." For many Okinawans, having a clear purpose in life is critical to their happiness and longevity. This concept invites us to reflect on what we love to do, what the world needs, what sustains us, and what we are good at.





Madero 54  
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