

EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES

GRAN TELCHAC

RESIDENCIAL DE PLAYA

THE JEWEL OF THE NEW RIVIERA OF MEXICO

BEACH, CITY OR JUNGLE, WHICH IS
YOUR BEST OPTION?

Meet the first blue circle



NOV / 2024

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From the *Edition*

EXPO CASA MEXICO

REAL ESTATE — INVERSIONES — TENDENCIAS — LUGARES

November 2024

Welcome to the second edition of EXPOCASAMÉXICO magazine!

It is an honor to present to you the second edition of Expo Casa México, in this new installment, we reaffirm our commitment to offering valuable content that inspires and guides those seeking to make their homes a unique, functional space in harmony with the most avant-garde trends in the world. market.

We are proud of the participation of sector experts, who share their knowledge through articles, interviews and case studies.

Likewise, we highlight the most innovative real estate projects that are setting trends in Mexico, with special attention to proposals that combine technology, design and well-being.

With this second edition, we consolidate our goal of being a reliable guide for those seeking inspiration, knowledge and the best investment opportunities in the housing sector.

We thank our collaborators, sponsors and readers for their trust, and we hope that this magazine will be a useful and enriching tool on your path to the home of your dreams.

Welcome to **EXPO CASA MÉXICO**. We hope you enjoy this edition as much as we enjoyed creating it for you!



CEO & FOUNDER

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November 2024

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EXPO CASA MEXICO



This is... Gran Tetchac



An impressive rowing channel where you can enjoy unmatched tranquility in the new Riviera of Mexico.

GREAT TELCHAC:

THE NEW RESIDENTIAL DEVELOPMENT THAT REVOLUTIONIZES THE YUCATECAN COAST

Gran Telchac is a development of 250 hectares divided into 11 private and 3 recreational islands: spaces with resort-type facilities and services.

It is located in the area with the highest capital gains in Yucatán and is part of La Nueva Riviera de México. This project offers quality of life, security, tranquility and vacation style for you and your family.



Telchac Puerto, Yucatán — In the heart of the Yucatecan Riviera, a new residential development promises to transform the way of living facing the sea.

Gran Telchac, located on the shores of the Gulf of Mexico, has attracted the attention of investors and future residents for its focus on luxury, sustainability and exclusivity.

In this context as a large-scale project. With more than 100 residential lots and a wide range of amenities, this development is designed to meet the needs of those looking for a home in one of the fastest growing areas in the Mexican southeast.



A focus on sustainability

One of the most notable aspects of **Gran Telchac** is its commitment to the environment. According to the developers, the project has been designed under strict sustainability standards. The use of green technologies, such as rainwater harvesting systems, solar panels and ecological construction materials, is part of the project's comprehensive plan to minimize its environmental impact.



Top-notch amenities

Gran Telchac is not only committed to sustainability, but also to comfort and exclusivity. The development includes a private beach club, infinity pools, sports fields, a gym with ocean views and recreational areas for children. Likewise, the construction of a gourmet restaurant is planned, offering a high-quality culinary experience to residents.





Investment opportunity

The project has captured the attention not only of those looking for a home, but also of investors who see Gran Telchac **as a long-term opportunity.**

According to real estate experts, the growing popularity of the Yucatecan coast and the development of infrastructure in the region make Telchac Puerto an **ideal place for real estate investments.**

Safety and community

Security is another of the key points of the project. **The development will have 24/7** surveillance and controlled access systems to guarantee the tranquility of its residents. Additionally, Gran Telchac seeks to foster a sense of community among its inhabitants, with common areas designed to promote **coexistence and family enjoyment.**



A bright future for Telchac

Gran Telchac is projected as one of the most important developments in the Yucatecan Riviera, in a region that, according to experts, will continue to grow in popularity in the coming years. With its focus on luxury, nature and sustainability, this development could become the new model of coastal living in Yucatán.



Additionally, the development's prime location allows residents to enjoy the region's biodiversity. Mangroves, cenotes and environmental protection zones surround the area, providing opportunities for outdoor activities such as hiking, bird watching and water sports.



For more information about the project and its investment opportunities, interested parties can visit the sales offices in Telchac Puerto or consult the official Gran Telchac website.

Email: info@grantelchac.com

Telephone: *432 (GEA)

Architecture



“We must, then, conceive an architecture that is the embodiment of a pact of reconciliation between nature and construction.”

Emilio Ambasz

GREEN ARCHITECTURE SPECIAL: “MORE GREEN LESS GRAY”

Introduction

Green architecture has ceased to be a niche option and has become one of the main trends in the design and construction of homes and buildings around the world.

With growing awareness about environmental impact and the urgent need to reduce our carbon footprint, architects and developers alike are looking for new ways to integrate ecological principles into their projects.

In this article, we explore the most relevant trends in sustainable architecture, which are not only transforming the way we build, but also how we live.



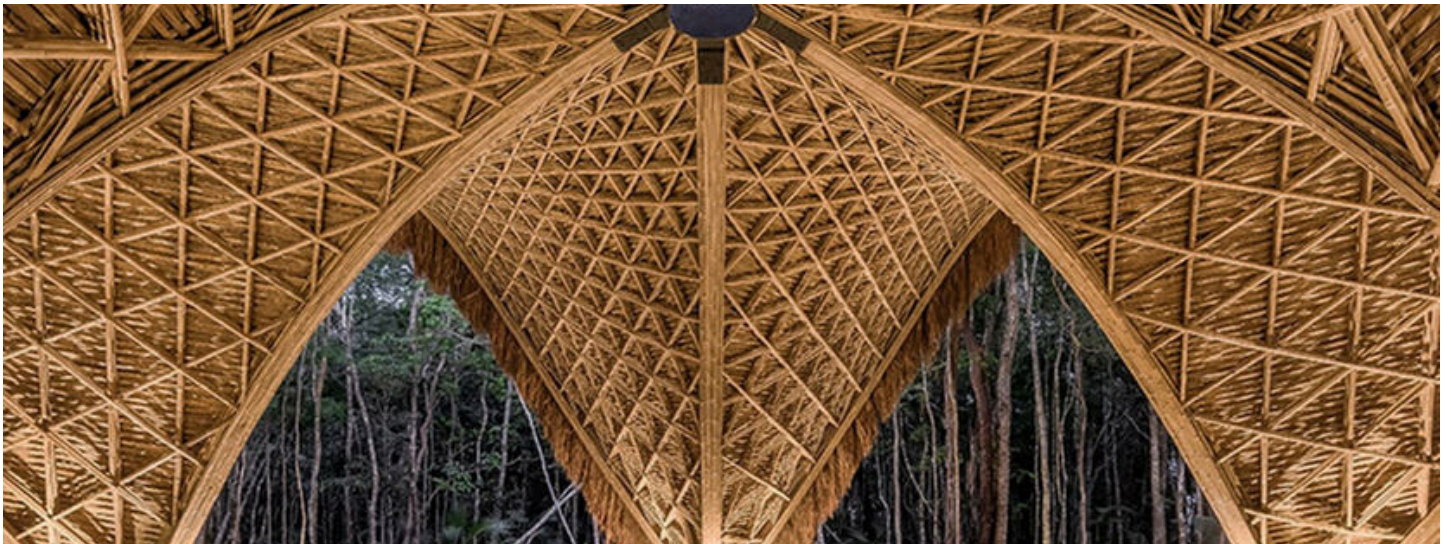
OSPEDALE DELL'ANGELO Venice - Mestre, Italy (2008)



1. Zero-Energy Buildings

One of the pillars of green architecture is the creation of buildings that self-generate all the energy they consume. These projects use a combination of renewable energies, such as solar panels and geothermal systems, to achieve a neutral energy balance.

In many cases, buildings are also designed to be extremely efficient, minimizing energy use through advanced insulation systems, strategic solar orientation and natural ventilation technologies.



2. Ecological and Recycled Construction Materials

The choice of materials is crucial in sustainable construction. The current trend is committed to natural, recycled or low environmental impact materials, such as certified wood, bamboo, recycled bricks and sustainable concrete with low carbon emissions. The use of these materials not only reduces environmental impact, but also improves indoor air quality and promotes occupant health.



3. Water Collection and Management Systems

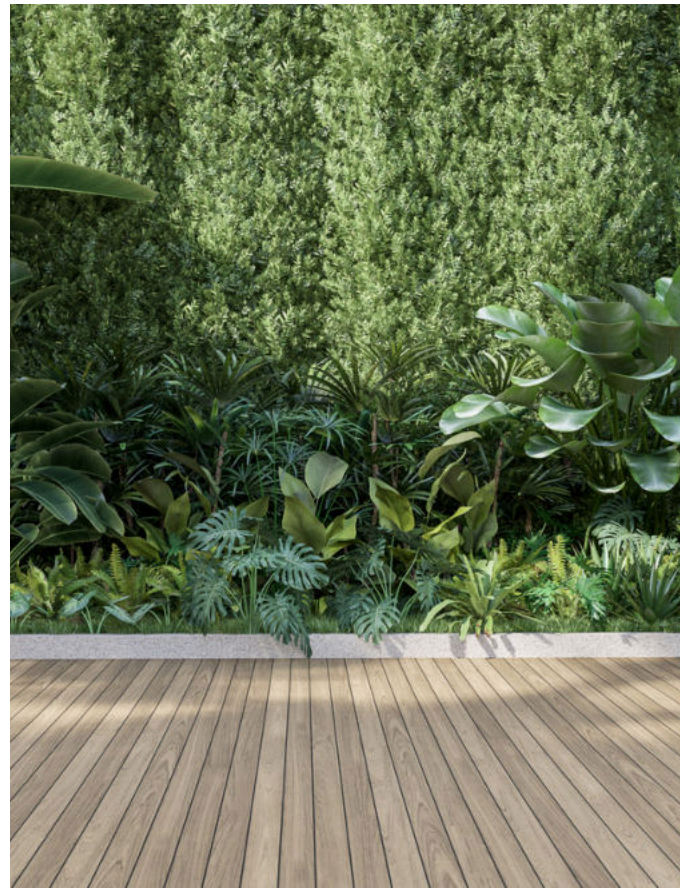
With climate change affecting rainfall patterns and causing droughts in many regions, efficient water management is a priority in green architecture. Current projects include stormwater collection systems, graywater treatment and reuse, and efficient irrigation technology. In addition, the integration of technologies such as dry toilets or low-water consumption toilets are gaining ground in new constructions.

Sustainable Solution: Homes that integrate rainwater collection systems for use in gardens and filtering systems that allow water to be reused for washing or irrigation.

4. Green Roofs and Walls

Green roofs and walls are not only visually attractive, but offer multiple benefits: they improve air quality, thermally insulate buildings and create spaces for biodiversity in urban areas. This type of solutions is increasingly present in residential and commercial projects, transforming cities into more livable and sustainable spaces.

Positive Impact: Green roofs can reduce urban ambient temperatures, helping to combat the "heat island" effect in large cities, in addition to offering recreational spaces for residents.



5. Sustainable Smart Homes

Technology and sustainability go hand in hand in green architecture. Smart homes now include systems that monitor and optimize the use of energy, water and other resources in real time. These systems allow homeowners to adjust energy consumption based on daily needs, integrating lighting, heating and automated irrigation sensors to reduce waste and improve efficiency.

Digital Innovation: Projects such as the "Eco-Homes" in Monterrey are implementing energy consumption sensors, solar panel systems and home management devices that can be controlled from a smartphone, optimizing the use of resources.

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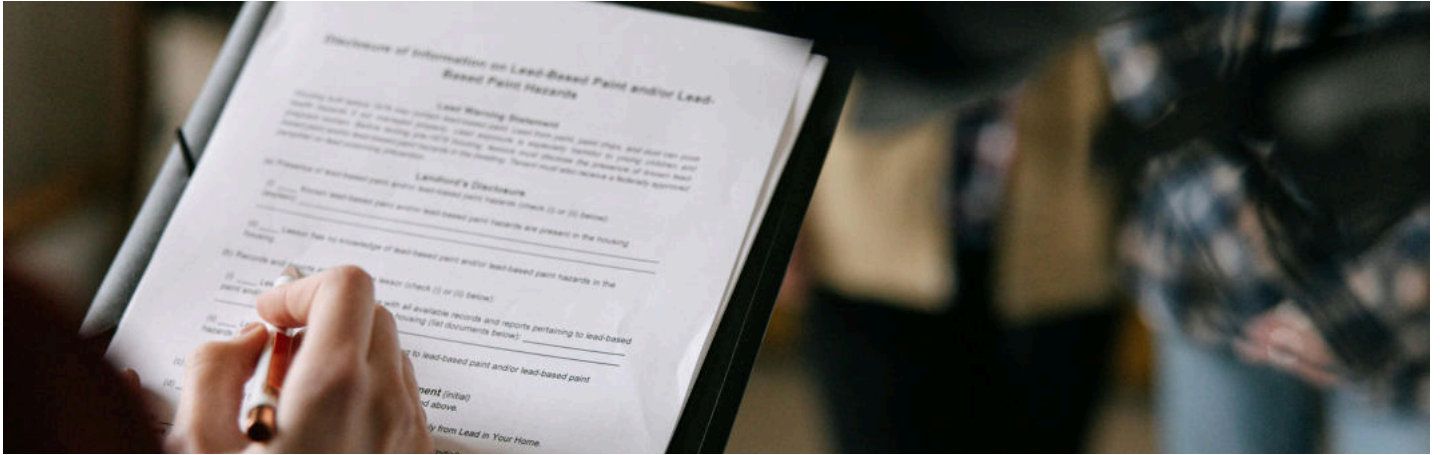
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Markets



Smart investments

INVESTMENTS IN MÉRIDA: JUNGLE, CITY AND BEACH



Mérida, one of the jewels of the Yucatán Peninsula, is booming as a destination for investors. Whether you are looking for the tranquility of the jungle, the dynamism of the city or the peace in front of the sea, Mérida offers various opportunities. Here we present some of the best offers to invest in each of these environments:



Jungle: Natural Paradise and Disconnection

If you dream of a refuge surrounded by nature, the land in the jungle near Mérida is an excellent option. Investing in these areas allows you to:

- **Connectivity with Nature:** Real estate projects in protected ecological areas where local fauna and flora are part of the everyday landscape.
- **Sustainable Development Opportunities:** Investments in eco-resorts, ecological cabins and land destined for conservation projects.
- **Affordable Costs:** The price per square meter remains competitive, making it affordable to acquire large areas of land with development potential in the medium and long term.



2. City: Modernity and Culture

Mérida is known for its modern infrastructure, quality of life and cultural charm. Investments in the city offer:

- **Constantly Growing Capital Gains:** Areas such as Altabrisa, Montebello and Santa Gertrudis Copó are experiencing a real estate boom, with attractive annual returns.



- **Apartment and Condominium Projects:** The high demand for housing has driven the development of vertical complexes with premium amenities, perfect for vacation or long-term rentals.
- **Innovation and Security:** Mérida is one of the safest cities in Mexico, and its economic growth is attracting more and more national and international investors.



3. Beach: In front of the Caribbean Sea

Mérida's proximity to the coast makes it a key point for those looking to invest in beachfront properties. Among the main opportunities are:

- **Projects in Progreso and Chicxulub:** Beaches less than 30 minutes from the city that are being developed with modern infrastructure, ideal for vacation homes and short-term rentals.

- **Growing Tourism Development:** The port of Progreso is a key point for cruise tourism, which generates a constant demand for high-quality accommodations.
- **Attractive Return on Investment:** Prices are still affordable compared to other coastal areas of the country, but the capital gain is constantly increasing.

WHY APPROACH A REAL ESTATE AGENCY?



How to Get Advice to Buy a Development in Mérida, Yucatán

Mérida, Yucatán, has become one of the most attractive destinations for real estate investment in Mexico, thanks to its economic growth, quality of life, security and proximity to beach destinations.

If you are thinking of purchasing a development in this vibrant city, it is essential that you get proper advice to make an informed and profitable decision. Here I share the key steps to advise you on the purchase of a development in Mérida:

Consult with a Local Real Estate Advisor

One of the first essential steps is to have the support of a real estate advisor specialized in the Mérida region. A local agent knows the developments, the areas with the greatest capital gains, and the opportunities that may be hidden from the untrained eye. Make sure the advisor is certified and has a positive transaction history in the city.

A real estate advisor will save you time by identifying projects that fit your needs and budget, as well as providing you with information on future developments and market trends.

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GRAN TELCHAC

RESIDENCIAL DE PLAYA

LA JOYA
DE LA NUEVA
RIVIERA DE MÉXICO

TELCHAC, YUCATÁN



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LLAMA GRATIS

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Marine



***The corridor I walk through passes through walls,
passes doors, passes floors,
reaches the bottom of the earth,
where I am, I live,
in the beginning of myself in you.***

Homero Aridjis

UNDERWATER MUSEUM OF ART (MUSA)

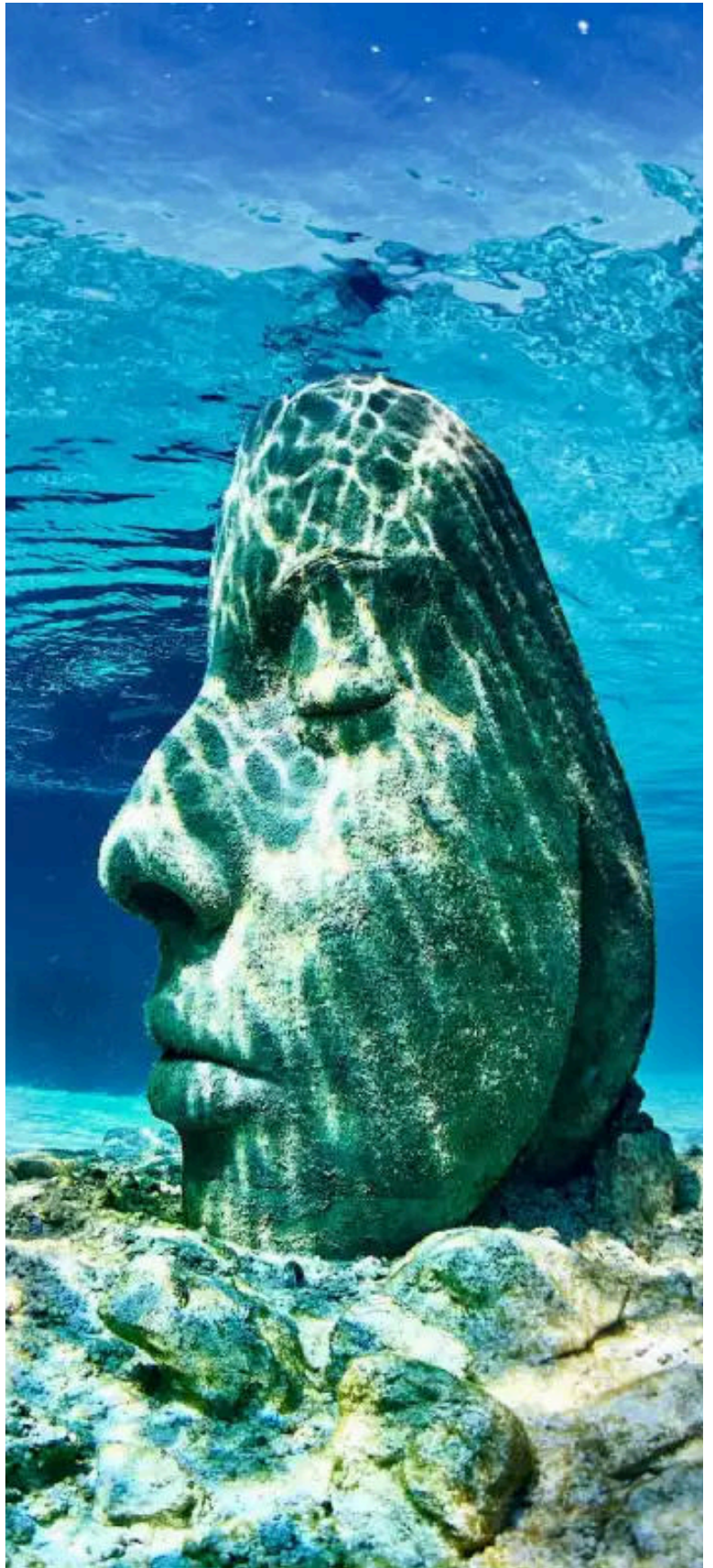
The Cancun Underwater Museum of Art: A Treasure Under the Sea

The Underwater Museum of Art (MUSA) in Cancun is one of the most unique tourist attractions in the world. This museum submerged under the waters of the Mexican Caribbean combines art, ecology and adventure in a space that invites reflection and discovery. Opened in 2009, MUSA was conceived as an alternative to relieve tourist pressure on the region's natural reefs, while creating a refuge for marine life.

The Concept: Art and Conservation

MUSA has an innovative approach that fuses art with environmental conservation. Under the direction of British sculptor Jason deCaires Taylor, along with other artists, more than 500 sculptures were created and submerged in different areas of the marine park. These works are not only an aesthetic marvel, but are made of materials designed to promote coral growth, creating an artificial habitat for a wide variety of marine species.

The museum is distributed in two main underwater galleries: Manchones (for divers) and Punta Nizuc (for those who prefer snorkeling), both located in crystal clear waters that allow you to admire the sculptures in all their splendor. There are also options to view the exhibits without getting wet, via glass-bottom boats.





Sculptures: Human Life and Nature

Each of the sculptures at MUSA is loaded with meaning, representing themes such as the interaction between humans and nature. The most famous installation is "The Silent Evolution", a series of more than 400 life-size human figures that appear to walk into the depths of the ocean. The sculptures, made from eco-friendly materials, are designed to withstand erosion and coral colonization, transforming over time into a vibrant ecosystem.

Other pieces, such as "The Burning Man," feature symbolism of regeneration, while "The Gardener of Hope" shows a woman tending plants, a metaphor for the relationship between life and the ocean. Each work is not only aesthetically impressive, but also plays a crucial role in the restoration of marine ecosystems.

A Refuge for Marine Life

In addition to being a masterpiece of contemporary art, MUSA has become a thriving refuge for marine life. Around the sculptures, a host of species of fish, corals, and other forms of marine life have found a home. This underwater museum helps divert tourists from natural reefs, allowing them to regenerate and maintain their ecological health.

Over time, the MUSA sculptures transform as corals grow on them, creating a symbiosis between art and nature that changes year after year. This turns the museum into a space in constant evolution, where human intervention is not destructive, but rather a means to encourage marine life.

Where is it located

If you want to know more about this incredible experience, here we leave you the MUSA contact information.

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Travel Diaries



***Traveling is returning
to travel is to become worldly
is meeting other people
It's starting over.***

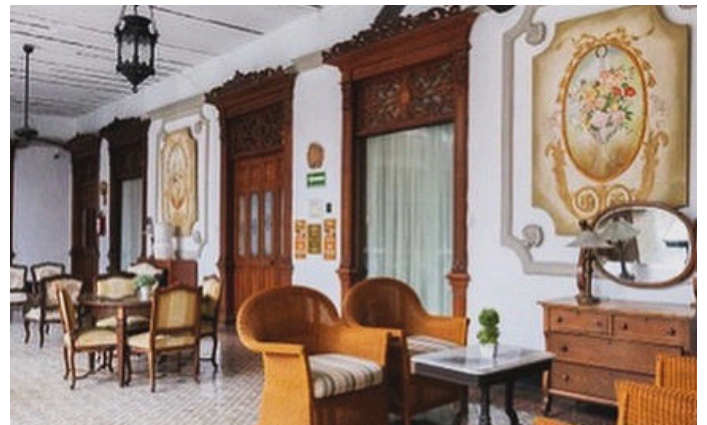
Gabriel García Márquez

THE GRAND HOTEL OF MÉRIDA



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

Located in the vibrant historic center of Mérida, the Gran Hotel de Mérida is much more than a place to stay; It is a window to the city's glorious past. Inaugurated in 1901, this majestic neoclassical-style building has witnessed the rise of the henequen economy and the transformation of Mérida into a cultural capital. Today, the Gran Hotel remains one of the most iconic and charming accommodations in southeastern Mexico, offering an unforgettable experience to its guests.



A Journey in Time

Upon entering the Gran Hotel, visitors are greeted by architectural and decorative details that evoke the elegance of the Porfiriato. Its imposing façade, wrought iron balconies and mosaic floors, along with the chandeliers and antique furniture that decorates its interiors, transport travelers to the beginning of the 20th century. Every corner of the hotel breathes history, from its elegant stairs to the classic central patio surrounded by columns, where past and present meet in perfect harmony.

Comfort and Charm

Despite its historical character, the Gran Hotel has been able to adapt to modern times without losing its traditional charm. Its rooms offer all the amenities necessary for a comfortable stay, including air conditioning, Wi-Fi and flat-screen TVs, while maintaining a classic style. Most rooms have balconies offering spectacular views of the Plaza Grande and the charming colonial surroundings.



Privileged Location

The hotel is located just steps from Mérida's Main Plaza, where visitors can explore the San Ildefonso Cathedral, the Casa de Montejo and other points of historical and cultural interest. The Gran Hotel's central location provides access to a wide variety of restaurants, museums and artisan shops, making this place the perfect starting point to discover the city's rich history and traditions.



Unforgettable Experience

Beyond its architectural beauty and excellent location, what makes the Gran Hotel de Mérida truly special is its atmosphere of warmth and hospitality. Personalized service, attention to detail, and welcoming atmosphere make guests feel transported back in time, while enjoying authentic Yucatecan culture.

In short, staying at the Gran Hotel de Mérida is much more than spending the night in a historic building; is to immerse yourself in the essence of a city that has managed to preserve its past splendor while embracing the present. A true treasure that offers its visitors a perfect mix of history, comfort and timeless elegance.



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¡Próximamente!

Telchac, Yucatán

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Connections



A walk that will transport you to the past

THE BUGGIES OF MÉRIDA A UNIQUE TRADITION



Carriages of Mérida: A Walk Through History in a Carriage

Touring the streets of the historic center of Mérida in a horse-drawn carriage is an experience that allows visitors to travel back in time, evoking the greatness of this colonial city and its aristocratic past. Calesas, elegant horse-drawn carriages, have been part of the urban landscape of Mérida for more than a century, and today they continue to be one of the most emblematic and romantic attractions of the Yucatecan capital.



A Symbol of Tradition

The Mérida calesas emerged during the 19th century as a means of transportation used by the Yucatecan elite. At that time, Mérida was experiencing economic splendor thanks to the cultivation and export of henequen, known as "the green gold." Wealthy families traveled in these carriages along the tree-lined avenues, especially on Paseo de Montejo, one of the most prestigious streets in the city. As time went by, the buggies stopped being a simple means of transportation and became a symbol of the history and culture of Mérida.

The Charm of the Walk

The tour generally begins in the Plaza Grande, in front of the San Ildefonso Cathedral, where the drivers, known as caleseños, in their traditional white uniform, invite travelers to board their carriage adorned with colonial details. From there, the carriages wind through cobblestone streets, passing by the Casa de Montejo, the Government Palace and other architectural gems.

A Romantic and Cultural Experience

In addition to being a romantic activity for couples, the buggies are an excellent way to learn about the history of Mérida as a family or in groups. Caleseños often act as tour guides, sharing anecdotes, historical data and legends that enrich the tour. Each step of the horse resonates with the echo of an ancient Mérida, in which life passed more slowly.



A Sustainable Future

In recent years, buggies have evolved to respond to the needs of a more modern and environmentally conscious city.

The local government has promoted the incorporation of electric buggies, maintaining the traditional design but eliminating the use of horses. This effort to preserve tradition while promoting more sustainable practices has been well received by residents and tourists alike.

An Unmissable Walk

For those visiting Mérida, a horse-drawn carriage ride is a unique opportunity to experience the city from a different perspective.



Blue Circle



IKARIA, GREECE

Know the history

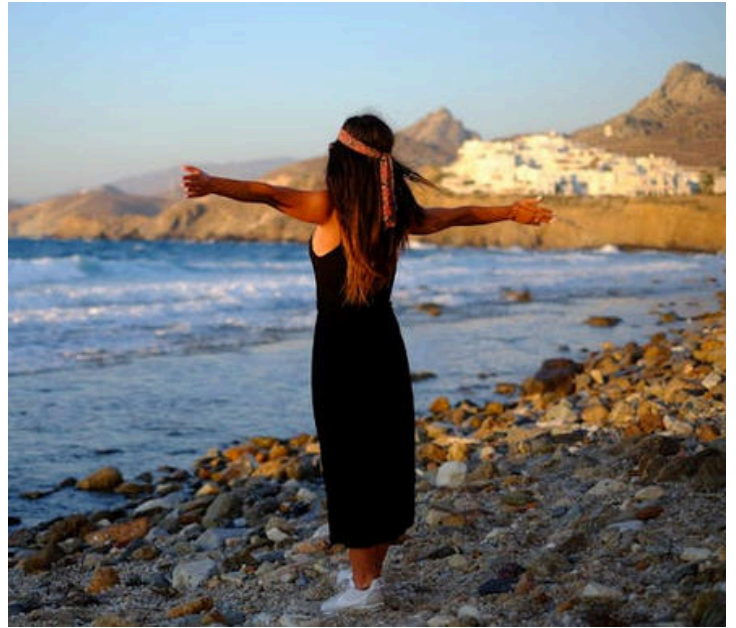
IKARIA, GREECE

Ikaria, Greece: The Island where Time Stops and Life Lengthens

Nestled in the Aegean Sea, the island of Ikaria is a Mediterranean paradise where time seems to move at a different pace.

It is known for being one of five areas designated as Blue Circles by National Geographic, areas where people live noticeably longer and in better health.

In Ikaria, it is not uncommon for inhabitants to exceed 90 or even 100 years of age, living active and full lives. What makes this Greek island so special?



The Mediterranean Diet to the Maximum

One of the pillars of longevity in Ikaria is its traditional diet, based on the principles of the Mediterranean diet. Ikaryotes consume local, fresh, unprocessed foods packed with essential nutrients. Seasonal fruits and vegetables, such as tomatoes, zucchini, and wild spinach, along with legumes such as chickpeas and lentils, form the basis of your daily meals.

Olive oil, rich in antioxidants and healthy fats, is the star ingredient, while fresh fish and dairy products like goat cheese also have a place on the table. In addition, meat consumption is limited, and many residents practice fasting, a tradition rooted in the Greek Orthodox Church that promotes rest for the body by eliminating heavy foods during certain times of the year.

Herbal tea, made from local plants such as thyme, rosemary and sage, is a daily drink in Ikaria. These herbs, many of which have medicinal properties, are a natural source of antioxidants and help reduce inflammation and the risk of chronic diseases.





A Lifestyle Without Hurries

In Ikaria, life flows calmly. The inhabitants do not live under the stress of the clock and take the time to enjoy the little things.

The workdays are relaxed, the schedules are flexible, and rest, in the form of daily naps, is an important part of the routine. This attitude towards life helps reduce stress levels, one of the biggest enemies of health.

Natural Physical Activity

Unlike the structured exercise routines prevalent in other parts of the world, at Ikaria physical activity is simply a part of daily life. The inhabitants often walk long distances in mountainous terrain, cultivate their own gardens and perform manual labor, which allows them to stay fit naturally.



A Deep Sense of Purpose

As in other Blue Circles, in Ikaria the sense of purpose is a key factor in longevity. Here, older people continue to be active in their communities, whether working on their land or caring for their families, giving them a reason to get up every morning. This sense of belonging and usefulness has been linked to longer life expectancy and better quality of life in old age.



Events

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EN MÉXICO, EL SURESTE Y PLAYAS

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The city of Mérida, capital of the state of Yucatán, is preparing to welcome investors, businessmen and entrepreneurs at the Expo Invest in Mérida and the Southeast 2024, a key event that seeks to promote economic development and attract capital to the southeastern region of Mexico.

The Expo will take place on [exact date], at the facilities of the prestigious World Trade Center in Mexico City. This event will bring together leaders from the public and private sector, as well as experts in various industries, who will share their vision on investment opportunities in Mérida and other cities in the Mexican southeast.



DEL 29 AL 01
NOVIEMBRE DICIEMBRE

Main Topics to Address:

- Infrastructure projects in development.
- Emerging sectors: technology, tourism, sustainability.
- Tax incentive policies and government support.
- Testimonials from investors who have been successful in the region.

Event Agenda:

- Keynote conferences with opinion leaders.
- Round tables on investment trends.
- Networking to foster strategic alliances.
- Exhibition of key projects and investment opportunities.





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