



**FARA SUBMISSION  
LOS CABOS TOURISM BOARD (FITURCA)**

**SUPPLEMENTAL PERIOD:  
APRIL 1 TO SEPTEMBER 30, 2024**

The enclosed email correspondence is an example of the labeling that Ogilvy places on its email correspondence to the U.S. media when organizing press trips/article placement for Los Cabos.

**Subject:** A Glimpse Into the Elements of Design Behind Los Cabos' Top Resort Properties  
**Date:** Tuesday, April 2, 2024 at 10:52:47 AM Eastern Daylight Time  
**From:** Bridget Ring  
**To:** rebecca.misner@condenast.com  
**Attachments:** image001.png, image002.jpg, image003.jpg, image004.jpg, image005.jpg, image006.jpg, image007.jpg, image008.jpg, image009.jpg, image010.jpg, image011.jpg, image012.png

Hi Rebecca,

Los Cabos, Mexico, is renowned for its stunning coastal landscapes and luxurious resorts, many of which boast distinctive architectural designs that blend seamlessly with the natural surroundings.

Here are some key features of hotel architecture in Los Cabos:

- **Integration with Nature:** Architects in Los Cabos often prioritize designs that harmonize and immerse guests with the region's dramatic landscapes, endemic flora, and natural colors and textures.
- **Sustainable Design:** With a growing emphasis on sustainable architecture in Los Cabos, many resorts have adopted green building practices, such as solar energy systems, rainwater harvesting, and native landscaping, to minimize their environmental impact.
- **Oceanfront Luxury:** Given Los Cabos' prime location along the coastline of the Baja California peninsula, hotel architecture often emphasizes oceanfront living, such as infinity pools, beachfront villas, and private cabanas.
- **Seamless Indoor-Outdoor Living:** The region's mild climate encourages the integration of indoor and outdoor spaces in hotel design, creating seamless transitions that allow guests to enjoy the temperate weather and natural beauty throughout their stay.
- **Contemporary Mexican Style:** While there is diversity in architectural styles, many hotels in Los Cabos draw inspiration from traditional Mexican architecture with modern interpretations. Elements such as terracotta roofs, stucco walls, and vibrant color palettes are often incorporated to create a sense of local authenticity.

Overall, hotel architecture found in Los Cabos reflects a balance between contemporary luxury, cultural authenticity, and environmental stewardship, offering travelers a truly immersive and unforgettable experience in one of Mexico's most coveted destinations.

Below I've included a sampling of dazzling properties which represent the best of design and architecture blending these elements to create an ultimate guest experience, exclusive to visitors of Los Cabos.



I would love to work with you on a piece around architecture and design in Los Cabos on behalf of the Los Cabos Tourism Board – let me know if you're interested.

Thank you for considering,

Bridget

#### [Solaz, a Luxury Collection Resort, Los Cabos](#)

Designed with sophisticated, modern, and natural features, (Solaz)'s architecture showcases the landscape and brings the outdoors in (biophilia) with various open dining spaces and beachfront access. The resort showcases works by top Mexican artisans, including **architecture by acclaimed firm Sordo Madaleno and more than 450 pieces of sculpture and art by renowned artist César López-Negrete. Landscape architecture by the award-winning Jeronimo Gabayet** blends seamlessly into the architectural design of the resort and highlights the over 120 endemic species living on the property. Solaz's architecture and design also looks ahead towards a more sustainable future on the Baja Peninsula, as the resort has 15,000 square meters of Green Roofs to help save up to 30% energy within rooms, an endemic vegetation system, their own water desalination plant that can produce 60,000 liters of fresh water per day, locally sourcing their ingredients from local farms, and many more initiatives to make consciousness decisions to create a more sustainable travel experience.

-  [Resort Images](#) (Credit: Solaz, a Luxury Collection Resort, Los Cabos)
-  [Green Roof Images](#) (Credit: Solaz, a Luxury Collection Resort, Los Cabos)



### Viceroy Los Cabos

Viceroy Los Cabos is a luxurious beachfront resort located in the heart of San José del Cabo, at the southern tip of Mexico's Baja California Peninsula. The resort's most striking feature is its architectural design, which was masterminded by the renowned **Mexican architect Miguel Ángel Aragonés**. The property's sleek, minimalist aesthetic is characterized by clean lines, geometric shapes, and a striking all-white color palette, creating a visually stunning contrast against the backdrop of the azure Sea of Cortez. The resort features 194 luxurious

guestrooms and suites, each meticulously designed to provide a tranquil retreat for discerning travelers. Accommodations boast contemporary furnishings, plush bedding, and state-of-the-art amenities, with many offering private terraces or balconies overlooking the ocean or the resort's beautifully landscaped grounds. Viceroy Los Cabos is committed to sustainability and environmental stewardship. The resort employs eco-friendly practices such as energy-efficient lighting, water conservation measures, and waste reduction initiatives to minimize its environmental footprint while providing guests with a responsible and eco-conscious hospitality experience. Overall, Viceroy Los Cabos combines stunning architecture, luxurious accommodations, world-class dining, and top-notch amenities to create a truly unforgettable retreat in one of Mexico's most captivating destinations.

[Resort Images](#) (Credit: Viceroy Los Cabos)



### **Nobu Hotel Los Cabos**

Nobu Hotel Los Cabos is a luxurious beachfront resort located in the exclusive gated community of Diamante Cabo San Lucas in Los Cabos, Mexico. **The resort is a collaboration between renowned chef Nobu**

**Matsuhisa, actor Robert De Niro, and Hollywood producer Meir Teper**, bringing together their expertise in hospitality, cuisine, and design to create a truly unique and unforgettable experience. **Designed by the renowned architecture firm WATG and Studio PCH**, the property features sleek modernist structures, serene water features, and lush landscaping inspired by traditional Japanese gardens. The 200-room property seamlessly blends contemporary Japanese minimalism with locally sourced natural, Mexican materials and finishes. Drawing design inspiration from the sophisticated palette that alludes to the Japanese aesthetic of the Nobu brand, as well as the unique elements of Cabo San Lucas, Nobu Hotel Los Cabos is the perfect fusion of architectural elegance and laid-back luxury. In addition to the 200 rooms, the property also boasts 60 new residences, offering a unique opportunity for guests to fully immerse themselves in the Nobu lifestyle.

· [Resort Images](#) (Credit: Nobu Hotel Los Cabos)



**Waldorf Astoria Los Cabos Pedregal**

Waldorf Astoria Los Cabos Pedregal is a luxurious beachfront resort located in the exclusive neighborhood of Pedregal in Cabo San Lucas, Mexico. Situated at the southernmost tip of the Baja California Peninsula, Waldorf Astoria Pedregal enjoys a privileged location overlooking the Pacific Ocean and the iconic rock formations of Land's End. The resort is nestled within the prestigious residential community of Pedregal, known for its stunning cliffside homes and unparalleled views. **Designed by HKS Architects**, the resort's architecture blends seamlessly with its natural surroundings, featuring traditional Mexican-inspired design elements such as terracotta roofs, stucco walls, and rustic stone accents. The property is designed to evoke the ambiance of a secluded Mexican hacienda, with winding cobblestone pathways, lush landscaping, and stunning ocean views at every turn. Overall, Waldorf Astoria Los Cabos Pedregal epitomizes luxury, elegance, and serenity, offering discerning travelers an unforgettable retreat.





**Amanvari – Opening late 2025**

Amanvari Los Cabos is an ultra-luxurious resort currently under development in the picturesque region of Los Cabos, Mexico. Situated along the pristine shores of the Sea of Cortez in the East Cape region of Los Cabos, Amanvari enjoys a breathtaking natural setting surrounded by rugged desert landscapes, crystal-clear waters, and golden sand beaches. Amanvari's architectural design is expected to embody the brand's signature aesthetic of contemporary elegance, harmoniously blending with the natural beauty of its surroundings. While specific details about the resort's design features are limited, Aman Resorts are known for their minimalist yet luxurious approach to architecture and interior design, creating serene and timeless spaces that inspire relaxation and contemplation. Tucked away where the sea, the wild desert and farmland meet, Aman's new destination in Mexico will offer a peaceful escape and private oasis at the edge of the Sea of Cortés





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