

**Community Takes Center
Stage at Hotelito, a
New Mexican Destination
— Press Release**

Located near the Mexican coastal town of Zihuatanejo, Hotelito is an integral part of the new, sprawling MUSA development: a utopian vision by Mexico City-born designer Andrés Saavedra and Canadian entrepreneur Tara Medina. The hotel offers access to everything MUSA has onsite, from a bio-pool to organic farms and a destination dining outlet, but it is also a hideaway in its own right. The 13-room beachfront hotel is characterized by clean lines and a natural approach to minimal design, where panoramic ocean views are backdropped by a labyrinthine jungle and dancing palms; where private plunge pools are complemented by saltwater stargazing tubs; and where conscious travel is defined by understated luxury and a steadfast commitment to the local environment.

Hotelito Takes Community- and Sustainably Oriented Hospitality to the Next Level

For over a decade, Originals Andrés and Tara have together created spaces and experiences built on the concept of collaboration. With their lifestyle platform LOOT, they've helmed the development of everything from contemporary retail spaces to cafes to galleries, and their hybrid approach is no different in their hospitality projects. They bring a welcoming, authentic atmosphere to each of the destinations they conceptualize together—and their latest project, MUSA, or the Modern Utopian Society of Adventurers, in Zihuatanejo, Guerrero, Mexico, ups this ethos to the next level.

Spread across over a mile of beachfront and 177 acres of palm groves, MUSA is a place for the modern traveler. It is for those who love to work and live to explore, live well, and appreciate art in all forms. It's a place where meaningful connections are forged and collaborations are cultivated within a limitless scope of creation and discovery. And at the heart of this cultivated community are serviced residences, plus a 13-bedroom boutique hotel: Hotelito.

“Hotelito is the beating heart of MUSA,” Andrés and Tara say. “It’s the cultural center and a microcosm of what MUSA is set to become. When you visit MUSA, you are entering a community. The people—from the staff to the residents—and the culture of the region, combined with each individual guest’s experience, are what make it truly unique.”

Hotelito was conceived for the conscious explorer, created to provide the luxury of space, time, and opportunities to nurture innovation and redefine what it means to travel,



live, and work in pure nature. Andrés and his team at Andrés Saavedra Design (ASD) oversaw both the architectural plan and interior design, with a primary focus on integrating the buildings into the existing environment without altering, affecting, or impacting the land and its ecosystems. Landscape architect Juan Pablo Gomez Servin provided consultation on sustainable designs and waste management systems, while the Mexico City-based team at Fénix Farms offered expert advice on regenerative agriculture. With their input, a low-density plan was created and Hotelito can operate entirely on solar power. Other features include rooftop gardens to promote cooler indoor spaces, robust compost and soil regeneration initiatives, and rainwater harvesting and grey water recycling systems for feeding onsite gardens. Biomass collected during beach clean-ups is also repurposed as mulch, and underwater there's a hidden artificial reef just beyond the break—the reef was initially built to shape A-frame waves for surfing, but it also aids in the generation of healthy and natural coral reef habitats.

Aesthetically and materially, Andrés developed a tropical modernist design for Hotelito, weaving Mexican modernism together with principles of Wabi-Sabi. Resultantly,

neutral, natural materials, such as concrete and hand-detailed stone, are mixed with the warmth of native tropical hardwood in open-air common spaces, including the lobby-lounge, in-house restaurant ALBA, and saltwater pool area. Bespoke Parota wood built-ins, for example, are found in the onsite library and at the front desk, while Guadalajara-based artist Joselo Maderista used the same material to create sculptures that are placed throughout stairways and the lobby-lounge. The thoughtful curation of organic textures, handcrafted materials, and locally sourced accents blend seamlessly for a masterfully modern yet timeless aesthetic in a cool and refined color palette.

Hotelito's eight rooms and five suites, meanwhile, feature a combination of darker concrete and moodier tones to promote rest. But here too locally sourced and natural materials abound. Black terrazzo was handmade onsite with stone and granite found on the property's land, and bespoke Parota furnishings, such as built-in desks and cabinetry, were also crafted onsite by local carpenters. The terrazzo is found primarily in the bathrooms, which are open-air to allow for cross-breeze ventilation and are outfitted with water-saving fixtures. Inside, each room

is adorned with artworks by international artists—such as Oso Parado, Brian Eno, Ryan Estep, Linnea Goransson, Rachel Garrard, and Ricky Lee Gordon—some of whom are part of MUSA’s artist-in-residence program and permanent art collection. There are also soft hemp-cotton blend robes by Descansa, Mexican textiles by Candor, custom lighting by Fragments & Forms and David Pompa, and all-natural, paraben-free toiletries created for MUSA by For All Folks. In addition to open-air bathrooms, each individual room features a private terrace furnished with bespoke indoor/outdoor pieces designed by Stephen Kenn and a personal plunge pool. All of this is accented by an alluring custom fragrance designed for MUSA by Izaskun Estudio Olfativs; scents of clove, frankincense, and sandalwood, paired with lighter notes of vanilla and musk, are diffused throughout rooms.

Local stone and tiles play a key role in public spaces too: The restaurant and bar feature mosaics by Oaxaca’s Tata Mosaicos in neutral hues, augmented by bold emerald in the restrooms, while open-air corridors leading guests from the lobby-lounge to the beachfront saltwater infinity pool feature natural stone and architectural installations by the team at ASD. More than just a pool, here there are also submerged heated soaking tubs ideal for stargazing and a swim-up bar part of Club de Playa, the casual onsite beach club. While Club de Playa serves cocktails, snacks, and “après surf,” the open-air fine-dining restaurant ALBA serves contemporary coastal Mexican cuisine inspired by the local terroir. A Zihuatanejo native, Chef Rodrigo Serna roots ALBA’s dishes in produce from the region’s farms, seas, and ranches, while also celebrating its pirate history by incorporating flavors from Spain, Portugal, and North Africa. At the heart of the restaurant is an open kitchen and hearth. For guests craving the ultimate intimate experience, an in-house chef is also available for farm-to-table tours, tasting menus, and dining experiences at the chef’s counter.

Beyond Hotelito, guests are offered access to MUSA’s extensive footprint, which is home to art, workshoping, and contemplation spaces; a wildlife reserve with roaming peacocks, horses, ducks, and chickens; and opportunities to rent motorized and non-motorized equipment, including a panga boat, ATVs, and surfboards, to explore land and sea. MUSA’s down-to-earth wellbeing offerings include massages; sound bath,

yoga, and mediation sessions; access to sports and recreation courts; and a boutique gym. Art activations and exhibitions are also hosted onsite, as well as live music and DJ sets at Club de Playa. Other more intimate events include discovering midnight bioluminescence on the property’s shorelines or indulging in bespoke mezcal tastings with the female-owned Mezcaleria Mano y Corazon.

Destination

Hotelito occupies a stretch of land along the healing, iron-rich sandy shores of the Pacific Ocean within MUSA’s footprint in Zihuatanejo, Guerrero, Mexico. On the opposite side of the property, the peninsula opens to an ecologically diverse lagoon, while inland, the landscape features unending natural vistas and dynamic elevation. The property is backdropped by the jungles of the Sierra Madre del Sur mountain range, home to 50 species of ancient trees, exotic wildlife, and crystal-clear waterfalls, and guests can also discover a sea turtle sanctuary nearby. The neighboring town of Juluchuca is known for producing local delicacies like coconut candies, expansive watermelon and basil fields, and salt panes, while the fishing villages of La Barrita, Papanaoa, and Puerto Vicente are full of family-operated, beachside eateries recognized for their fresh seafood. Nearby are also ancient Mesoamerican ruins ripe for exploration and an archaeological site that reveals a detailed history of the region and the ancient city of Xihuacan. Plus, a local museum sheds light on the region’s 3,000-year-old culture. The nearest airport is Ixtapa-Zihuatanejo International Airport, which is a 35-minute drive from the hotel.

About Design Hotels

Design Hotels represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an “Original”, someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each “Original” stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

In 2017, Design Hotels launched Further, a traveling laboratory for experiential hospitality that transforms hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing Promad, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing Promadic movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels offers its members insightful travel industry knowledge, from market trend consultancy to

international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. In 2019, Design Hotels joined forces with Marriott Bonvoy, enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry’s leading loyalty program.

Marriott International, Inc. (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of nearly 8,000 properties under 30 leading brands spanning 139 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company offers Marriott Bonvoy®, its highly-awarded travel program. For more information, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com. In addition, connect with us on Facebook and @MarriottIntl on Twitter and Instagram.

Notes for Editors

For high resolution images and more information on our member hotels, please register in the Design Hotels Virtual Press Office press.designhotels.com

To download the images

Please [click here](#).

For additional information

Please contact us via email press@designhotels.com or phone at +49 30-8849 400 70.

For reservations

Please refer to our website designhotels.com or find the appropriate Design Hotels toll-free number designhotels.com/toll-free-numbers.

© Design Hotels 2023

Design Hotels GmbH
Stralauer Allee 2C, 10245 Berlin, Germany

designhotels.com