







# U T O P I A

**Melides has its own rhythm and an ecosystem in its purest state, which inspires us to be unique.**

In our Melides project, we have sought to become differentiators and innovators. From conception to construction, we are always keeping in mind the surrounding ecosystem. For being notably ground-breaking, we ambition this project to become a reference for its concept. To achieve this, Vogue Homes has created a committee of architects to conceive the 230 houses, which will bring together **UTOPIA**, and whose Master Plan responsible is OODA and AFR Architects.

It is a project with a strategy set on principles and factors like comfort, sophistication allied with innovation, energy efficiency and differenced design, having always present, and as its focus, wildlife conservation and cultural and environmental validation.

Utopia is a project in which sustainability goes beyond ecological issues. We seek to conciliate development with environmental conservation, coexisting with the ecosystem without harming it and regenerating when more significant intervention is needed. But, this is only the ecological perspective at sustainability.

Vogue Homes' goal is to make this a project with a high level of sustainability, far beyond ecological matters since the sustainable concept builds on several bases, which we will elaborate further ahead.



## 3 pillars of Utopia



### FINE LIVING

With a privileged location in Costa Alentejana (Alentejo Coast), the project Utopia is set out to provide a high standard residence, along with modern and sustainable architecture.



### SUSTAINABILITY

A project committed to zero-carbon. The landscape blends with the housing and its combination with the natural reserve is an example of a responsible and modern approach.



### ARCHITECTURE

Being set on a constructive system developed with MIT, Vogue Homes has created a commission of six highly regarded architects, challenged to dream and design their Utopia.

# LOCATION

**Utopia** will be located in Litoral Alentejano (coastal region), municipality of Grândola, only five kilometres away from the sea. In an area of singular beauty, surrounded by pines and cork-oak trees, included in **Programa Natura 2000**.

This region is the last strip of Atlantic coast protected in all South of Europe. As a result, it has only one white sandy beach of over sixty-five kilometres, sheltered by untouched dunes.

The property is also very close to the village of Melides, a friendly community with cosy restaurants, local commerce and other additional services.

It is, undoubtedly, a region of remarkable beauty and genuine culture that gives us an enchanting escape or a reencounter with our authentic way of being.





# MASTER PLAN

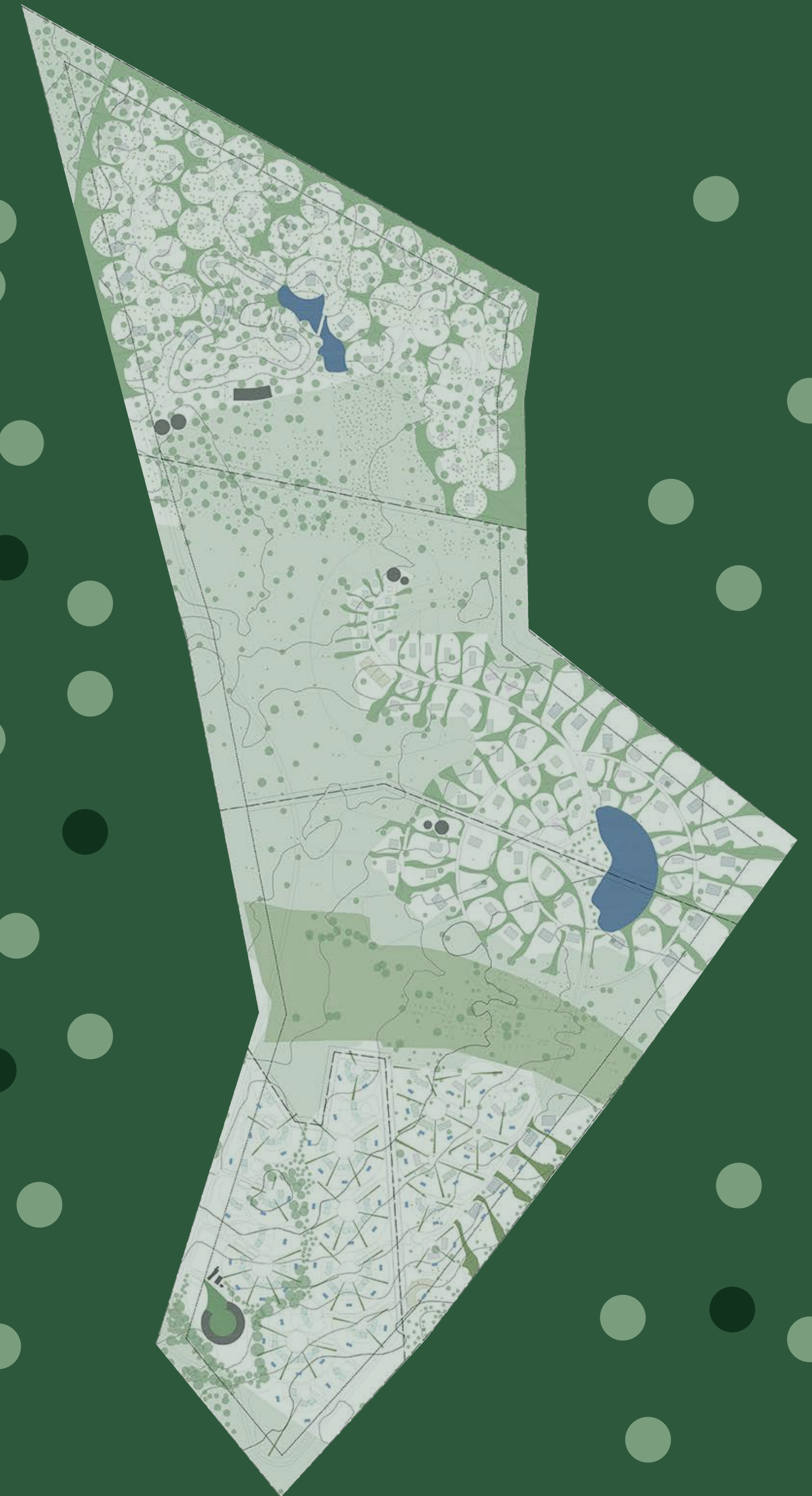
The goal is to create a high standard estate project, differentiator, eco-friendly, and enormous natural landscape sights.

The project reckons on a curatorship of national and international architects, envisaging the construction of two lakes incorporated in a property with 168 hectares. Around these lakes, different concepts of villas will rise, all benefiting from a private pool and green areas. However, the most significant aim is to create a distinct estate project of a high standard that will enable a profound experience and harmony with Nature.

Its constructive system developed in association with **MIT (Massachusetts Institute of Technology)** will result in a residence equipped with the most modern technology, high acoustic and energy efficiency levels, and a high standard of quality, in the maximum period of 8 months.

Utopia is a project that ambitions a substantial degree of sustainability (circular energy), with a plan of waste and carbon zero, by creating biomass power plants and using wastewater to be reutilised for watering.

The photovoltaic panels will be installed in the interior of the lakes, offering a clear landscape and in harmony with the natural surroundings. Furthermore, to enable an even deeper connection with Nature, Utopia is developing a programme of native wildlife inside the property, such as wild horses, fallow deer, squirrels, ducks, among other docile animals, likely to connect with the residents.







# SUSTAINABILITY

We are committed to sustainability at every level.

## **Environmental and Ecological**

Concern with conscientious production and consumption conditions, respecting biological limits of ecosystems rebound and planning the application of compensation measures if needed.

## **Economical**

We are planning an estate project with minimum impact in the ecosystem where introduced. To reduce the consumption of natural resources without compromising its growth and satisfying the need of its residents by creating integrated systems of renewable and environmentally friendly energy.

## **Social**

We are promoting social responsibility awareness with infrastructures that will lead to the social and economic development of the local population continuously and sustainably. In addition, having positive communication with the local community will benefit the retrieval and upkeep of cultural traditions, art, and local customs.





## BUILDING PROGRAMME

The project **UTOPIA** ambitions becoming a reference for its differentiator concept. The foundation stones to be prioritised were identified by the real estate program, having as its genesis values as comfort, preservation of Nature and environmental and cultural appreciation.

All the programming strategies were developed from these principles, resulting in single-family homes, established in individual plots of land, surrounded by large green areas of the protected native landscape.







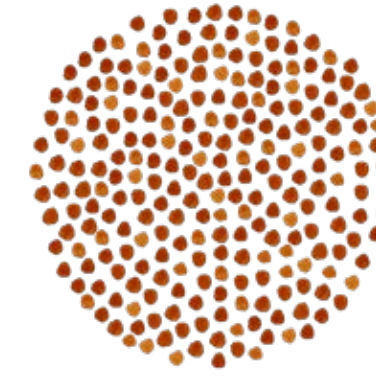
## Unique Construction System

In partnership with MIT, via the **WOHO** company and **Ecosteel**, a constructive system is being developed, with several innovations, that allows us to achieve high efficiency at an energy, acoustic and technological level.

This system also allows constructing a single-family home in about eight months, minimising its impact on its surrounding landscape. Compared to the traditional method, everything is built in situ, with the consequent pollution and environmental cost.

Another great advantage of this ground-breaking system is that all homes' construction is built on stilts, so there is no contact with the soil. Thus, this kind of structure has several benefits, such as protecting the environment and the comfort of the residence.

To preserve the habitat as natural and autochthonous as possible, we will not build asphalted roads nor pavements inside the villas. We will not cut down trees over seven years old. For younger trees, the process to keep them will be rigorous.



## Energy Efficiency

We are developing a solution to reduce, as much as possible, the dependency on the national energy grid by creating a system of circular energy.

This system has an integrated network of photovoltaic panels strategically placed so it does not disturb the sight of the landscape. In addition, it is forecasting a biomass plant fueled by collecting organic waste from the villas and recycling the remaining debris.





# ABOUT THE ENVIRONMENT

## **CONSERVATION AND PROTECTION**

- Introduction of preservation actions
- Control of invasive species
- Protection of native fauna and flora
- Conservation of the ecosystem
- Control of the bush and arboreal pruning
- Diminishing the risk of forest fire

## **LANDSCAPE**

- Comprehensive architecture
- A meticulous selection of materials
- Recuperation of built patrimony

## **LEISURE**

- Walking trails
- Treehouses for recreation and bird watching
- Cycle paths and organic vegetal gardens
- Points of sale for craftsmanship
- Points of sale for regional gastronomic products



# ENVIRONMENTAL ACTIVITIES THAT STANDOUT



## **PRODUCTION ACTIVITIES**

Introduction of yearly vegetable gardens, medicinal crops, honey, orchards, and a small unit of viniculture, for domestic supply and restaurants.

These edible gardens will be created in plots of land previously donated. In addition, we will construct infrastructures for farming and livestock breeding for consumption.

A micro-industry installed to manufacture jams, cheese, wood-oven bread, amphora wines, among others. These products, originating from this property, will be commercialised, contributing to the development of the local economy. In addition, it will support and contribute to the growth and revitalisation of local handcraft.

## **WILDLIFE**

We have planned to introduce native wild species such as the horse of Vale do Sorraia or the roe deer that can live among the present animal population, as wild boars and rabbits. Always by respecting the balance of the ecosystem and stimulating self-regeneration of its natural habitat.

The special care provided to the local fauna and flora is one of the differentiator elements, and among other actions, aims to accomplish a venture of unique conditions. In this natural reserve, Man will cohabit in harmony with wildlife. We would love to see it become a national reference.



The  
roe deer is one of  
the countless species  
that will be part of the  
habitat created by the  
sustainability plan of  
the project **UTOPIA**  
in Melides.





# CURATORSHIP OF 6 ARCHITECTS

An ecosystem of talent to create a dreamt project



Carvalho Araújo

Braga, 1961

He is one of the most renowned names in national architecture and, with over 20 years of success, is the face of the Carvalho Araújo studio, based in Braga. He is also responsible for several iconic projects as Minho and Brazil: the Mário Sequeira Gallery, the Gnracion and the House of Gerês are just some examples.



OODA

Porto, 2010

OODA is an architecture practice focused in the production of relevant and quality content. Simultaneously local and global, the collective exports regional architecture and imports international architecture. OODA work is a combination of a huge variety of references and different formal grammars, with a contemporary approach to the way of practice of architecture based on the latest digital technologies.



Luís Rebelo de Andrade

Lisboa, 1953

Before heading for architecture, he wanted to be a sculptor, and his passion for sculpture has given him a unique understanding of architecture's place in the landscape. In addition, Luís and his atelier have a deep concern for projects' visual and ecological footprint, using new materials and technologies in the most sustainable way possible.



António Fernandes Rodrigues

Lisboa, 1958

He is the CEO of AFR architects and graduated in Architecture and Urban Design from IST. He has vast experience in the field of architecture and urban design. He believes that each project is an occasion to put global experience at the service of local contexts, respecting the way people live and work.



Antón Garcia Abril

Madrid, 1969

He is the founder of Ensamble Studio, where he develops his professional activity. His professional practice is to search for the architectural application of structural and conceptual research. His work is based on the constant exploration of the structural and spatial qualities of architectural materials.



Eric Goraieb

Barcelona, 1963

Eric Goraieb is an architect from Barcelona, founder and Managing Director of Philer Leading Properties. He has extensive experience in Project Planning, Interior Design and Strategy. Besides his natural talent for thinking about space, he is an artist with exhibitions at the Stir Gallery in Shanghai.





# MOOD BOARD UTOPIA

Mood Board – Of the 230 houses of Utopia, none repeat themselves

The true inspiration of UTOPIA is time.  
Time is today the most precious gift. True luxury.  
When time is of quality, it is worth more and stays with us.  
Our UTOPIA is to offer a perfect scenery in which time gains another meaning.





# MELIDES VOGUE COLLECTION

AZULIK UH MAY (MEXICO)

KISSAWA SANCTUARY (MOZAMBIQUE)

XIGERA SAFARI LODGE (BOTSWANA)

SUSSURO (MOZAMBIQUE)



## AZULIK UH MAY (MEXICO)



We  
dream of a harmonious space to  
discover and develop the creative self, allow-  
ing natural, aesthetic and ancestral wisdom to be  
our guide. Craftsmanship leads us to closely feel  
the elements, connecting the creative mind to  
the physical world, allowing us to explore  
its infinite possibilities in the way we  
live the interior, exterior and  
surroundings.







KISSAWA SANCTUARY  
MOZAMBIQUE



SUSSURO  
MOZAMBIQUE

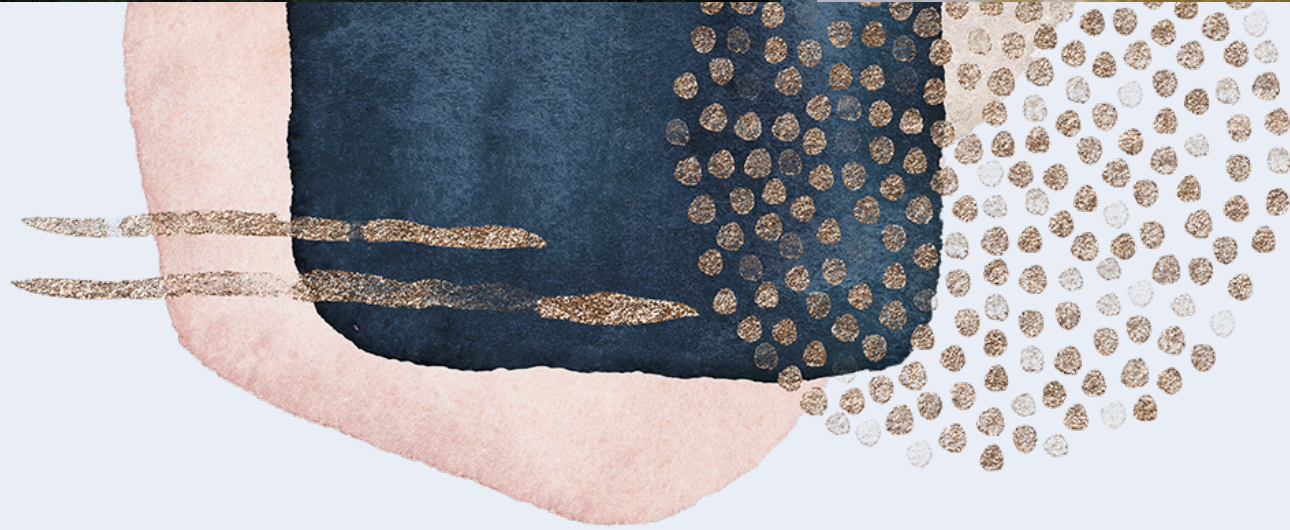


## STONE VILLAS





THE LAKES



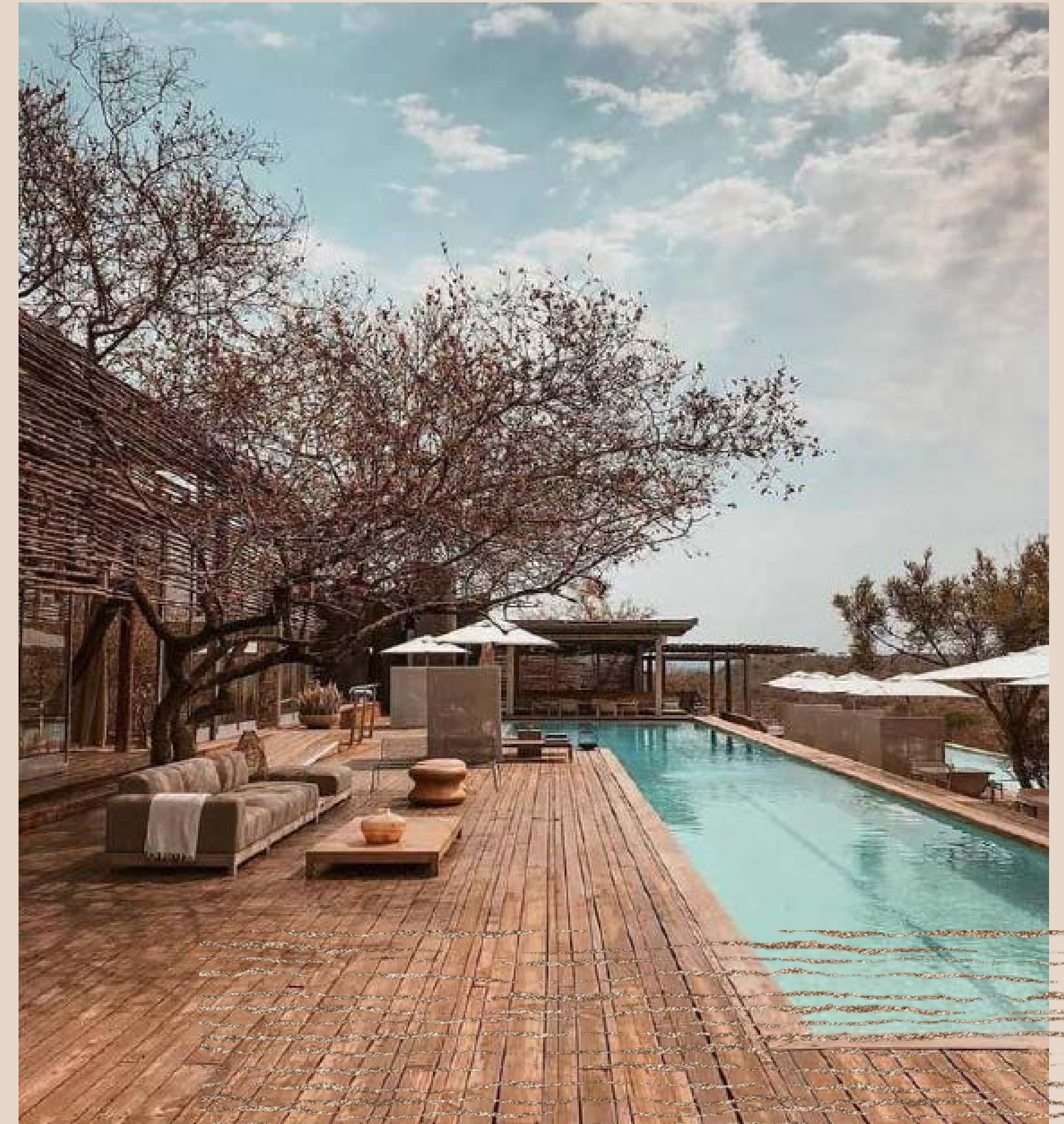


FOREST HOUSES





## FOREST HOUSES



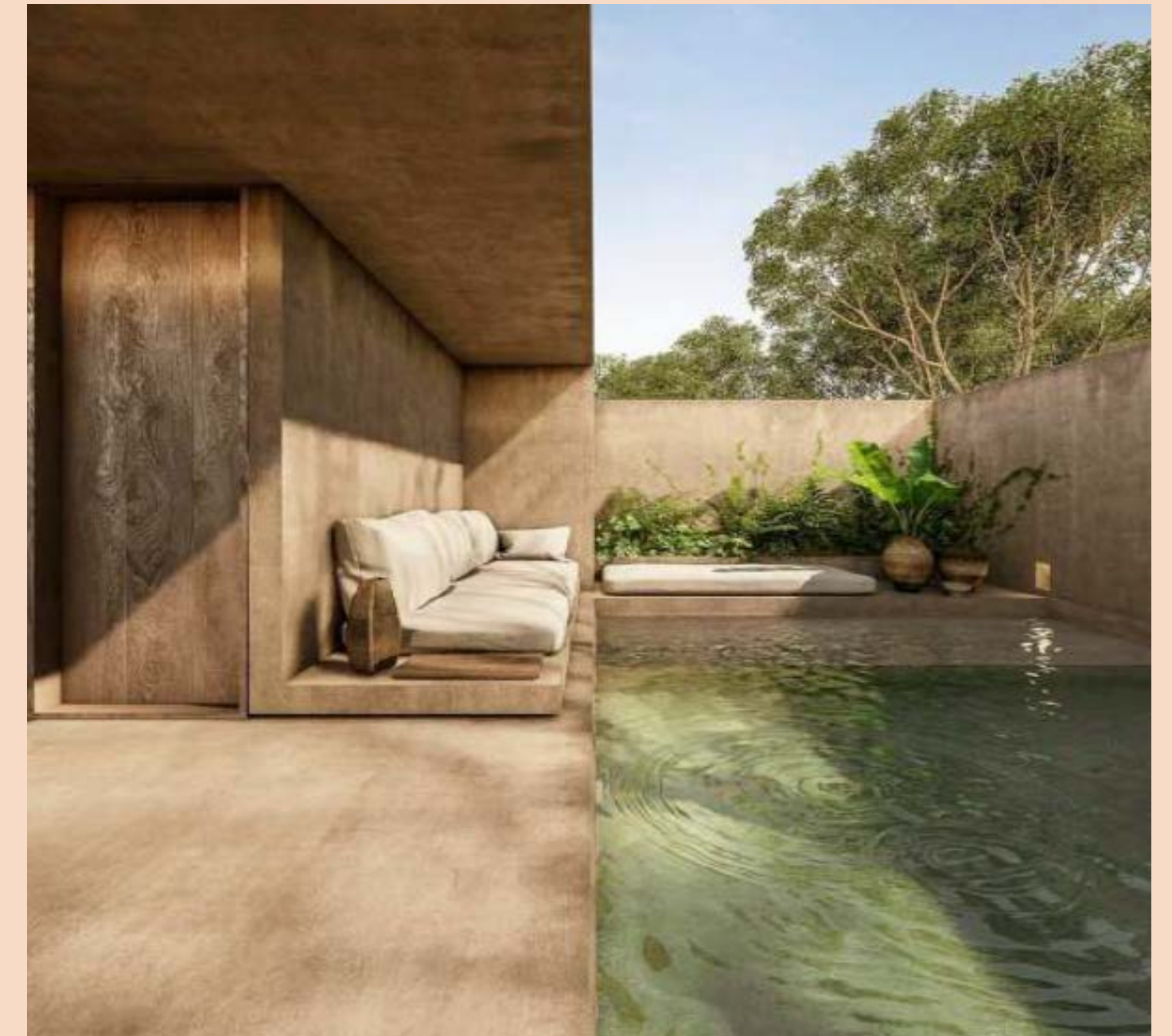
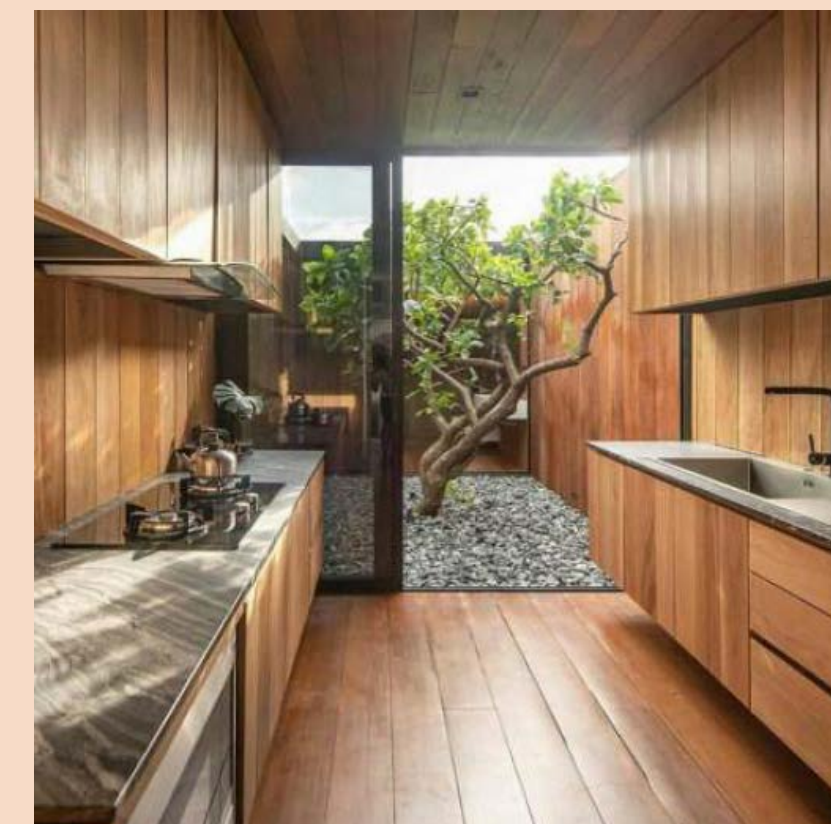


## THE FIELDS



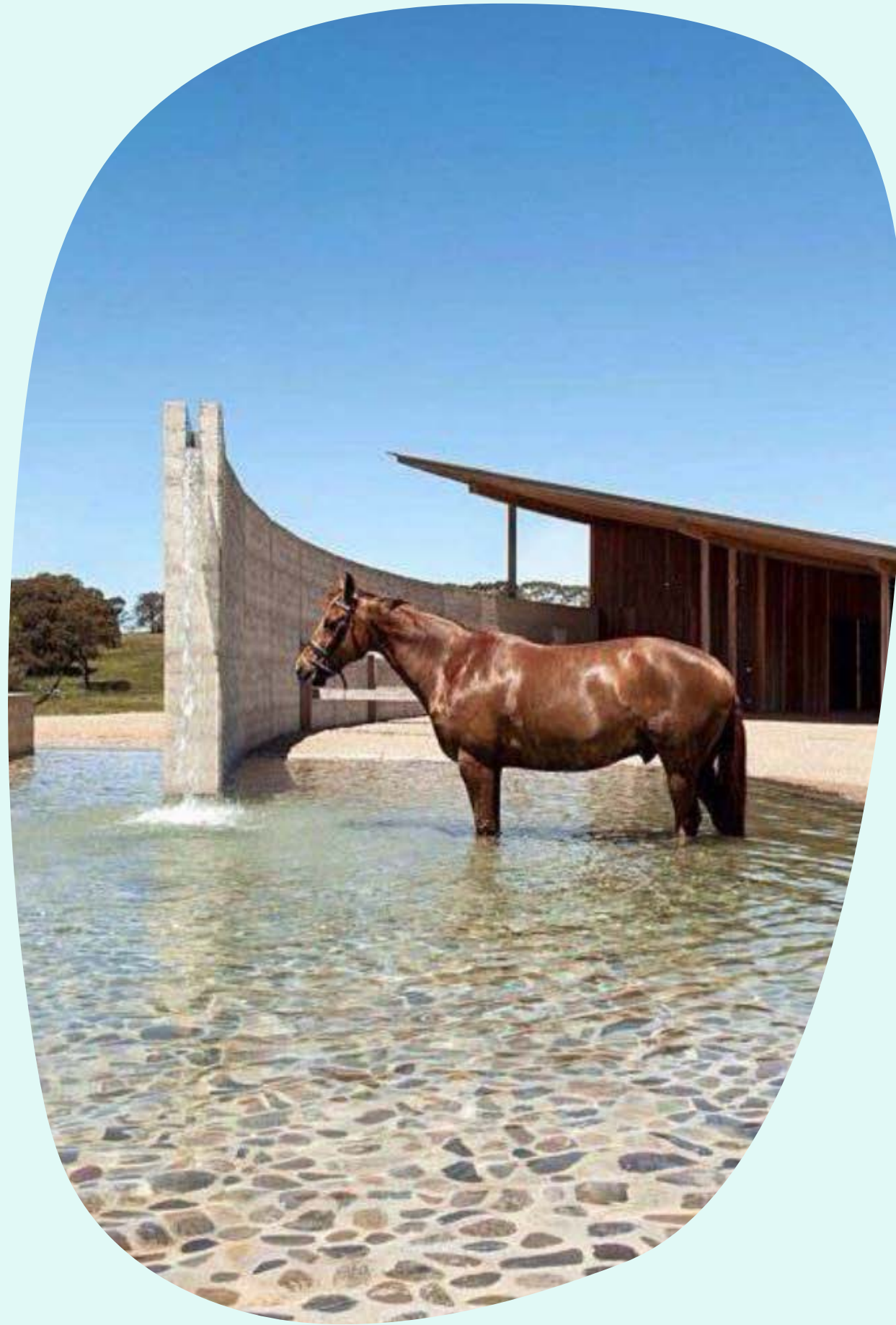


## THE FIELDS





## LEISURE







We see  
 inspiration in what touches and  
 incites us. Spaces imagined with the es-  
 sential elements for residences but  
 transformed into a fantastic at-  
 mosphere of a dream from  
 which you don't want to  
 wake up. An envisioned  
 universe of organic  
 forms, surprising  
 textures, spaces  
 that blend  
 with the ex-  
 terior and  
 unbeliev-  
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 We are  
 bringing  
 together  
 Boho and  
 CountryChique in  
 modern and sustainable  
 habitability.

Is it Utopia?









