

SUPERBIA

A TRIBUTE TO OUR ORIGINS

This summer, we return to our roots with a celebration that highlights the best of our cuisine, culture, and local surroundings. A meticulously crafted six-week experience that pays tribute to our heritage, where award-winning chefs from the world's top restaurants, dynamic guest DJs, master mixologists, and contemporary artisans reveal the richness of Mexico through a sophisticated contemporary lens.

Mexican live-fire cuisine specialist. Founder of La Cocinoteca in León, Fire Master and award winner at Memphis in May. Named Chef of the Year 2021. His cuisine expresses peace through wood, smoke, and flame.

Craft cocktail expert focused on organic and natural processes. Menu creator and bar trainer. Awarded and certified by AMBEAC and Tequila Experts.

JUL 19 ————— **Takeover at Palmera Lounge**
8 p.m. - 10 p.m.



Multidisciplinary designer based in Mexico City. Co-founder of RIBBA and INDUKA. His work combines graphic design, furniture, and daily-use objects with a focus on accessibility.

JUL 16 - 20 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

UNICO

Riviera Maya

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A chef in a white uniform is shown from the waist up, holding a large bunch of dried red chili peppers. He is looking intently at the peppers. The background is dark, and there are more chili peppers scattered around him, some in a dark container.

Chef and owner of La Fonda del Recuerdo with over 30 years preserving Mexican culinary tradition. Trained at Ibero. He has participated in international festivals.

A man with a beard and glasses, wearing a cap and a dark t-shirt, sits at a table with his hands clasped. He has a tattoo on his left forearm and is wearing a gold watch. A glass of beer is in the foreground.

Originally from Veracruz, Morgan has worked in top hotels and bars in the Riviera Maya since 2012. He is now a Campari Group ambassador and Campari Academy facilitator.

JUL 26 ————— **Takeover at Palmera Lounge**
8 p.m. - 10 p.m.

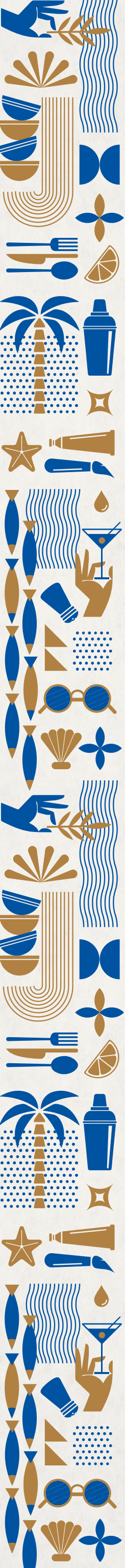


Sonora-based artist blending digital illustration, painting, and AR. Exhibited globally, he bridges the personal and collective with immersive formats.

JUL 23 - 27 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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2025

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SUMMER

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Join us from July 14th to August 24th

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WEEK 3 • MONDAY, JULY 28TH - SUNDAY, AUGUST 3RD



CHEF **ALFREDO VILLANUEVA**

A self-taught culinary pioneer, Alfredo Villanueva transformed Northern Mexican cuisine with Botanero Santa Lucía and now leads the acclaimed Villa Torél to global fame.

JUL 30 - AUG 3 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST **MARÍA JOSÉ CRUZ**

From San Luis Potosí to New York, Majo Cruz crafts unforgettable cocktails as the lead bartender at Michelin-starred Mestixa Tulum.

JUL 30 & AUG 2 — Pool Party **20 87**
1 p.m. - 3 p.m.

JUL 30 & AUG 3 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

JUL 31 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

AUG 1 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

AUG 2 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.

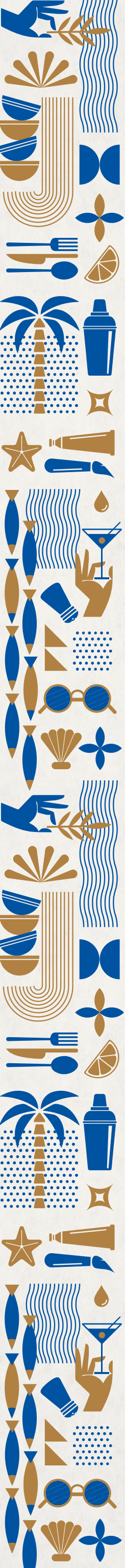


ARTISAN **IVÁN MADRIGAL**

Abstract impressionist sculptor and painter. Uses Playmobil figures as playful philosophical symbols. Explores contrast and authenticity.

JUL 30 - AUG 3 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

JUL 30 - AUG 3 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.



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WEEK 4 • MONDAY, AUGUST 4TH - SUNDAY, AUGUST 10TH



CHEF PEDRO EVIA

Self-taught chef Pedro is a leader in modern Yucatecan cuisine. His award-winning restaurant Kuuk and The Best Chef Awards 2024 highlight his global impact.

AUG 6 - 10 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST JOSÉ OLIVAS

Mexican mixologist and creative, co-creator of Handshake Speakeasy, ranked #3 bar in the world. Recognized by CANIRAC and World Class Mexico for his cocktail innovation.

AUG 6 & 9 — Pool Party **20 87**
1 p.m. - 3 p.m.

AUG 6 & 10 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

AUG 7 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

AUG 8 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

AUG 9 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN BRUNA LATIPHE

Nature and wildlife photographer. Published by National Geographic. Her one-edition prints reflect spiritual and timeless moments in nature.

AUG 6 - 10 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

AUG 6 - 10 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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Avant-garde Mexican chef. Worked at El Bulli and others. President of Vatel Club Mexico and featured on El Gourmet.

A woman with blonde hair and dark lipstick is pouring a golden liquid from a black pitcher into a glass. She is wearing a black top and has a tattoo on her shoulder. The background is dark and warm, suggesting an indoor setting like a bar or restaurant.

Guadalajara-based bartender. Focused on cocktails made with traditional Mexican spirits like raicilla, mezcal, bacanora, tequila, and more.

AUG 16 ————— **Takeover at Palmera Lounge**
8 p.m. - 10 p.m.



Mexican artist with 30+ years of experience. Known for fantasy animal sculptures in bronze and resin. Exhibited nationally and internationally.

AUG 13 - 17 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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WEEK 6 • MONDAY, AUGUST 18TH - SUNDAY, AUGUST 24TH



AUG 20 - 24 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



AUG 20 & 23 — Pool Party 20 87
1 p.m. - 3 p.m.

AUG 20 & 24 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

AUG 21 ————— **Takeover at Bar Balam**
7 p.m. - 9 p.m.

AUG 22 ————— **Master Class at Palmera Lounge**
5 p.m. - 6 p.m.

AUG 23 ————— **Takeover at Palmera Lounge**
8 p.m. - 10 p.m.



AUG 20 - 24 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

AUG 20 - 24 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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