



TRANSLATION FOR THE PRESENTATION AVAILABLE AT

www.mallorca-makers.com

MALLORCA MAKERS

CRAFTING THE FUTURE OF
SUSTAINABLE LUXURY

WHAT IS THE SITUATION?

- The island is home to many talented artists, designers, and artisans.
- Interest in local in art & craftsmanship is growing, but there is a lack of organization to offer toward people that want to work in these values.
- There is only a weak connection between the local creatives and the luxury hospitality and real estate sectors and the luxury houses (36,8% of the total in Spain)
- There is a growth in tourism focused on exceptional experiences, with a noticeable lack of integration into the local culture.
- Hotels and agritourisms have the opportunity to stand out by embracing authenticity and sustainability.

BENEFITS FOR TARGET GROUPS

HOTELS

- Discover Local Excellence: Explore the richness of art projects from the island's creative community.
- Enhance the Guest Experience: Elevate your clients' stay with authentic artworks that provide a genuine and immersive experience.
- Cultural Value: Contribute to restoring cultural value beyond the economic aspect, positioning your establishment as a guardian of Mallorca's heritage.
- Strategic Positioning: Develop concrete initiatives that establish you as a leader in local culture preservation.
- Exclusive Networking: Receive invitations to personally meet outstanding artists, artisans, and designers from the contemporary scene.
- Practical Collaborations: Streamline the process of finding, hiring, and executing creative partnerships.

PRIVATE CLIENT

(EXCLUSIVE DECORATION SEEKERS AND ART COLLECTORS)

- Direct Acquisition: Purchase artworks directly from the artist, without intermediaries.
- Discover Emerging Talents: Access a group of emerging artists and unique creations from the local scene.
- Cultural Enrichment: Add value to your collection with pieces that reflect a deep connection to Mallorcan culture.
- Exclusive Experiences: Engage with local artists and take part in initiatives that support the preservation and celebration of the island's heritage.

INTERIOR DESIGNERS

- Inspiration & Innovation: Discover new possibilities by integrating rich local art into your projects.
- Curated Access: Enjoy a carefully selected database of influential artists, artisans, and designers committed to sustainability and the circular economy.
- Efficient Planning: Take advantage of organized meetings to compare options and optimize budgets and creative strategies.

MAKERS

- Increased Visibility: Boost your exposure and recognition in the market.
- Brand Positioning: Strengthen your brand's presence through strategic partnerships.
- Valuable Networking: Expand your contacts and build meaningful connections within the creative community.
- Community Synergy: Be part of a dynamic network that fosters collaboration and collective growth.

WHY CHOOSING MALLORCA MAKERS?

DIFFERENTIATION AND AUTHENTICITY

AUTHENTICITY AS A KEY FACTOR

In a saturated market, offering a genuine experience based on local culture helps differentiate from competitors.

ATTRACTS A SELECT AUDIENCE

Guests value authentic and unique experiences, promoting long-term loyalty and recommendations.

ENRICHING THE GUEST EXPERIENCE

MORE THAN JUST ACCOMMODATION

Travelers seek memorable experiences. Integrating local art and culture transforms each stay.

BENEFITS

Increased customer satisfaction, better ratings on digital platforms, and higher occupancy.

BRAND POSITIONING

LEADERSHIP IN INNOVATION

Adopting these practices positions the hotel as a leader in sustainability, authenticity, and social responsibility.

VALUING LOCAL CULTURE

Attracts luxury niches and consumers who appreciate brands committed to the local community.

ECONOMIC RETURN AND SOCIAL RESPONSIBILITY

TANGIBLE BENEFITS

Investing in cultural experiences generates high visibility on social media and media, increasing rates and occupancy.

IMPACT ON THE COMMUNITY

Collaborating with local artists and artisans strengthens the hotel's reputation and contributes to the cultural and economic development of the region.

SUSTAINABILITY AT THE CORE

ECO-FRIENDLY MATERIALS

We prioritize sustainable choices in every aspect of our work.

PROMOTING CIRCULAR THINKING

Emphasizing responsibility in every design process.

MERGING THE OLD AND NEW

We combine tradition with innovation to meet the demands of today's conscious market.

FINDING SOLUTIONS FOR EVERY SECTOR

INTENTIONAL

- Every decision we make is thoughtful, contributing to our vision of sustainability and community.

HIGH-QUALITY

- We focus on showcasing high-quality, custom designs that offer a unique and elegant experience.

AUTHENTIC

- Rooted in the island's culture, with a mission to create meaningful change.

CIRCULAR

- We showcase local artisans and create a regenerative economy that supports long-term sustainability.

THE CONSCIOUS CREATOR

- Responsible, thoughtful, and deeply committed to sustainability, authenticity, and craftsmanship.

**DO YOU RESONATE WITH MALLORCA MAKERS
AND WOULD LIKE TO JOIN THIS MOVEMENT?**

BRING YOUR SKILLS TO SUPPORT THE SAME VALUES

TYPE OF MEMBERS

FRIENDS OF MA-MA

No services included,
community supporters.

PROJECT AMBASSADORS

Bring your expertise
to promote the
movement.

ASSOCIATED MEMBERS OF MAMA

1. Artists, artisans and designers
2. Hotels and agritourisms
3. Interior Designers and Architects

BOARD MEMBERS

Availability to bring
complementary skills and a
willingness to actively join the
movement.

REQUIREMENTS FOR LOCAL CREATIVES APPLICATION IN MEMBERSHIP

FOR ALL MAKERS THAT CALL MALLORCA THEIR HOME

- Connected with heritage and innovation
- Offer functional pieces that meet a need in interior design
- A portfolio demonstrating the artist's track record
- Necessary infrastructure to supply demand sectors
- A sustainability framework
- Having exhibited or participated in interior design projects

SELECTED MAKERS



Arina Antonova

Ceramist

Her practice centers on sculpture and installations, using clay as the primary material. Antonova explores themes of the body, the female experience, power, and control, paying attention to food rituals and craft traditions connected to ceramics and food storage.



Ruth Minola

Mosaic

Ruth Minola Scheibler, also known by her moniker and studio space MOZAIKON is a german visual artist based in Palma de Mallorca since 2017. Her focus is on classical and contemporary mosaic techniques and materials. She has shown in exhibitions throughout Europe

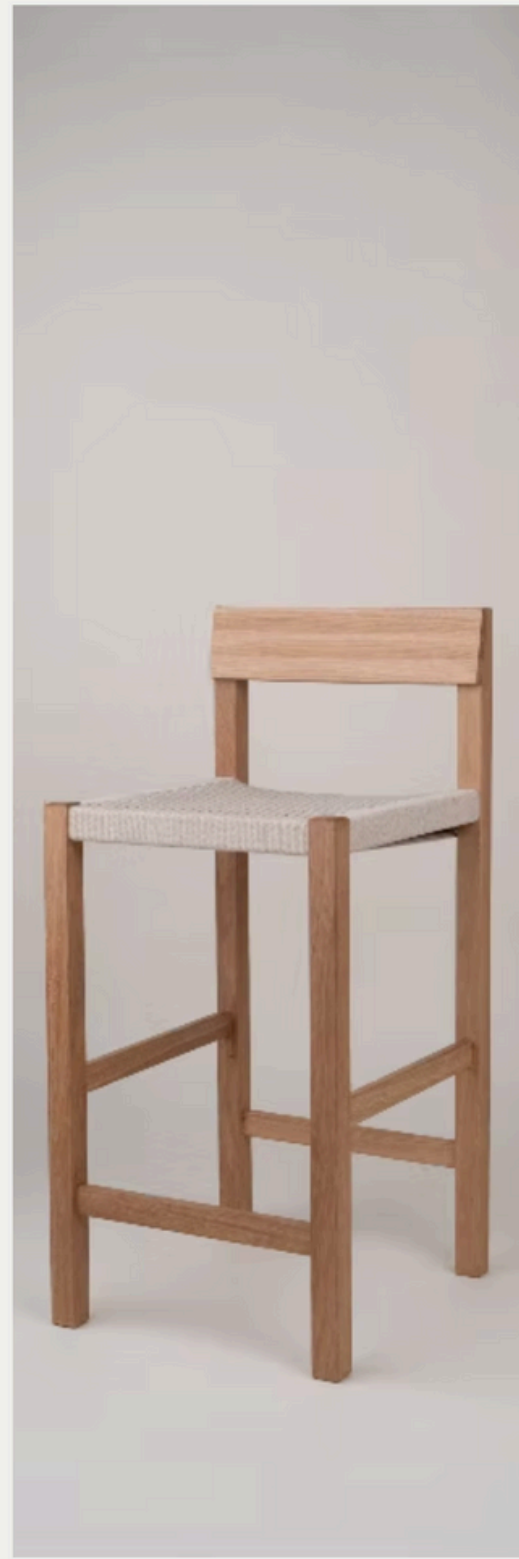


Leela Romeo

Arte textil

Leela collaborates with architectural and interior design projects, creating large-format interventions that transform spaces with the warmth of raw materials.

Experimentation drive her creativity, which she channels into Desanuda Fiber Lab, a project dedicated to textile art, design, and craftsmanship.



Resmes

Diseño

Ellos unen la experiencia de dos diseñadores en uno: uno en interiores y otro en diseño de producto. Juntos creamos un estudio de mobiliario que fusiona tradición y modernidad, empleando técnicas artesanales e industriales. Cada pieza refleja nuestra atención al detalle y la calidad, donde la función y el material dictan la forma, eliminando lo innecesario para dejar solo lo esencial. Juntos, fundaron un estudio de diseño de mobiliario que fusiona la tradición con la modernidad.



Gracia de Juan

Plexiglass

Gracia de Juan (Palma, 1988) is an urban and visual artist whose work bridges urban aesthetics and mythological narratives. Transitioning from graffiti to fine art, shaped by academic studies at the University of Barcelona and an inspiring stay in Italy, she has developed a unique visual language.



Jordi Ribas

Ebanista

Jordi Ribas Ros, maestro artesano de cuarta generación y influenciado por el arquitecto Antoni Gaudí, nos invita a conocer las maderas autóctonas de Mallorca, sus herramientas y materiales, mientras reflexionamos sobre los diseños de los artesanos del pasado, adaptados a las necesidades locales y al entorno natural. Su enfoque promueve la transformación sostenible de la madera, preservando técnicas tradicionales .



A. Escarafullery

Diseño

Crea muebles y proyectos de interiorismo con marcada personalidad que habitan en la frontera entre el arte y la practicidad. Exploramos los límites del diseño sin olvidar el uso cotidiano, invitando a entablar un diálogo con el entorno. Nos apoyamos en artesanos locales y empleamos materiales reciclados o naturales para reducir al máximo nuestro impacto.



Jazmin Luna

Pintura

Jazmin Luna, a local painter inspired by the serenity of Mallorca, blends figuration and abstraction in large-scale works. She uses recycled materials like metal, copper, and wood, creating art that connects with nature and evokes emotions through a conscious, peaceful, and immersive expression.

Our Team

Meet the amazing people leading this movement.



Leela
Romeo

Vision Project Manager



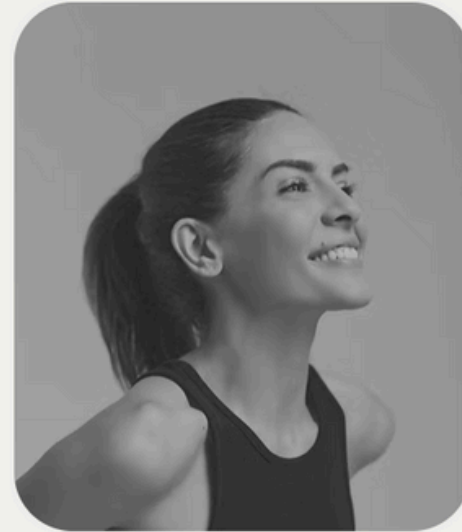
Roul
Fiedler

Finances & Strategy



Clare
Morton

Project Ambassadors



Noelia
Pascual

Mkt Project Manager



Natalia
Bento

Cultural Manager



Gloria
Dominguez

Art, Design & Digitalization

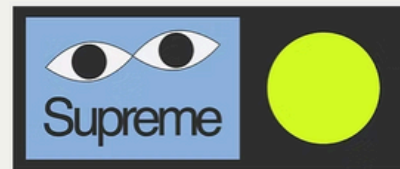


Matilda
Sjöberg

PR & Communication

Our Valued Partners

COLABORAN Y PATROCINAN



NATALIA BENTO
ART CONTEMPORANI

THE CALENDAR
MALLORCA

RACOART



RAISING CAPITAL FOR MA-MA FULL DEVELOPMENT

TIME AND COSTS ALREADY INVESTED TO LAY THE FOUNDATION OF MA-MA MOVEMENT

- Branding
- Landing site
- Digital tools
- Communication Strategy for social media and press
- Coordination and Project management
- Business Development: Prospecting, active search for potential clients and contacts for the Project.
- Curating the first promoted members

NEXT STEPS

- Consultation lawyer
- Tax Registration
- Build the digital platform of MAMA associated members. Full website development.
- Organize and produce networks, showrooms, fairs...
- Marketing and communication
- Communication with every stakeholder

MAKE YOUR DONATION

GOFOUNDME

