



CENTER FOR THE ART OF LIFE IN MOVEMENT

**Wellness in Motion**



# THE BIG PICTURE

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**CALM**, the *Center for the Art of Life in Movement*, is a wellbeing center for body, mind and soul with a focus on Pilates.

Our ethos is deeply rooted in regenerative tourism and is driven by the land and its history.

Connecting the historical village of Palmela with the natural environment of Arrabida Nature Park will play an integral role in realising the vision and mission of the overarching project.



## OUR MISSION

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To enable a hospitality and wellness model where connections to self, each other and the environment all feed (into) one another.







# WHY CALM?

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## *people*

### **A Place to Pause**

Reconnect with nature as a source of healing

### **A Community with Shared Values**

Find meaning and a sense of belonging while traveling

### **Get out of your mind & into your body**

Discover the very nature of movement and take it home

## *planet*

### **Union**

Meaningful integration of urban and natural environments

### **Respect & Reciprocity**

Caring for nature as nature cares for us

### **Thrive**

Positive contribution towards all systems through regenerative practices

## *prosperity*

### **Abundance Mindset**

Adaptable and responsive to local context

### **Inclusion & Partnerships**

Portugal's popularity as a healing land and wellness destination

### **Wellness Real Estate**

A lighthouse for Regenerative Tourism in Portugal

*“We need places like this today for tomorrow.”*





# OUR BUILDING BLOCKS

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## *community*

### **Sense of Belonging Through Co-creation**

A unique blend of supporting investors, syndicate fundraising and selected main strategic investors

### **Feeling Welcome**

Agile, inclusive culture; guests and hosts interact within the local context. Amidst the shared experiences, the place and its people find their own harmony

## *nature*

### **Cultivating the Soil**

Agroforestry practices, workshops and educational programmes, embracing seasonality, medicinal plants, local produce and food

### **Nature for Innovation**

Events, exhibitions, planting and harvest celebrations, 'Meeting of the Minds' experiences

## *movement*

### **Body Focused Practices**

Pilates, individualised programmes, teacher training and education, master instructors

### **Body, Mind & Soul**

Retreats, wellness programmes, visiting experts, movement in and with nature

*“From global to local. From inner to outer.”*





# OUR INTERCONNECTED SPACES



Portugal-centric retail brand and lifestyle offerings

*Phase I*  
ongoing



Physical place in Portugal

*Phase II*  
2026



Global membership and subscription platform

*Phase III*  
2027 (beta testing started)



# LOCATION



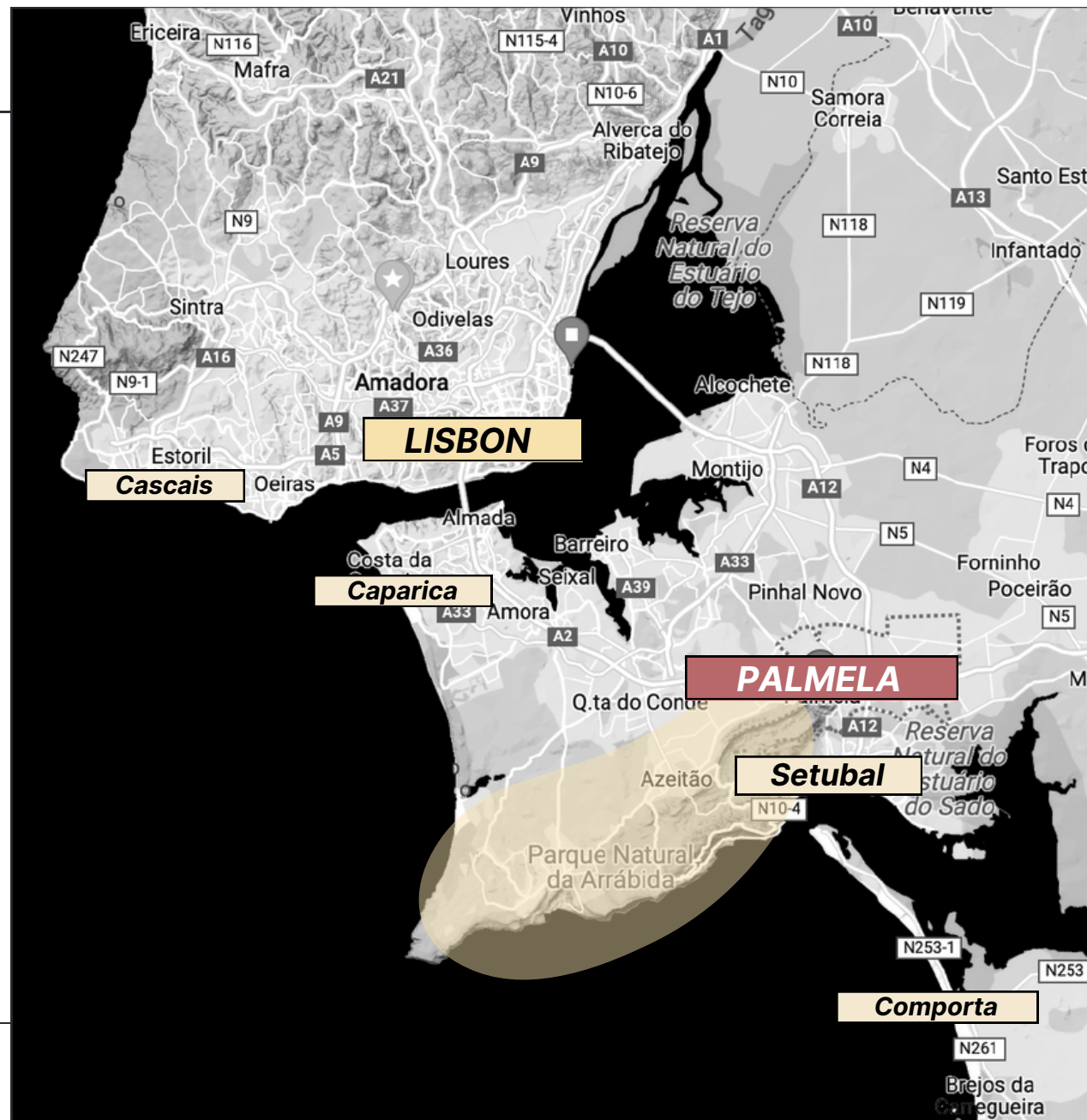
- 11,000m<sup>2</sup> plot size
- 7,000m<sup>2</sup> nature park
- 1600m<sup>2</sup> total construction





# PALMELA: GATEWAY TO ARRABIDA

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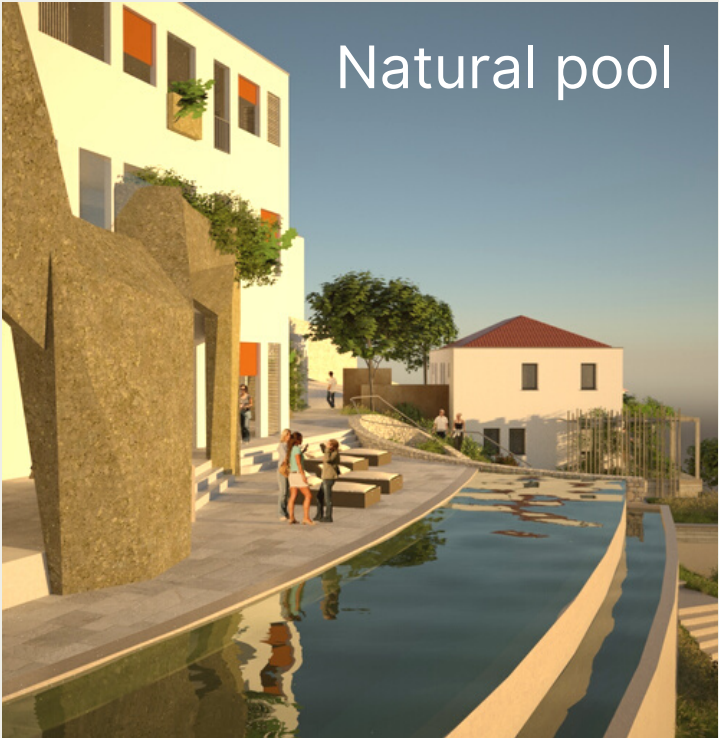
Strategically positioned between the vibrant city of Lisbon and the serene coastal town of Comporta, CALM occupies a privileged location beneath the historic Palmela fort. Guests are treated to sweeping vistas that stretch across the magnificent Arrabida Nature Park.

- 30 min from Lisbon airport
- 10 min to the beach
- 10 min from ferry to Troia Peninsula (Comporta)
- 8 min from the planned \$215M green Tage Film Studios project (see annex I)





# ARCHITECTURE & ENVIRONMENT





# DID YOU KNOW?

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“Ever since I dreamed up this project, it was going to be called *The Center for the Art of Life in Movement.*”

As it started to take on shape, I laid in bed awake one night and thought: The Center for the Art of Life in Movement - that's a REALLY long name for a hotel. I wonder what it abbreviates to? And there it was: **C-A-L-M**



Mareile Paley



Entrance from  
Rua Afonso de Albuquerque

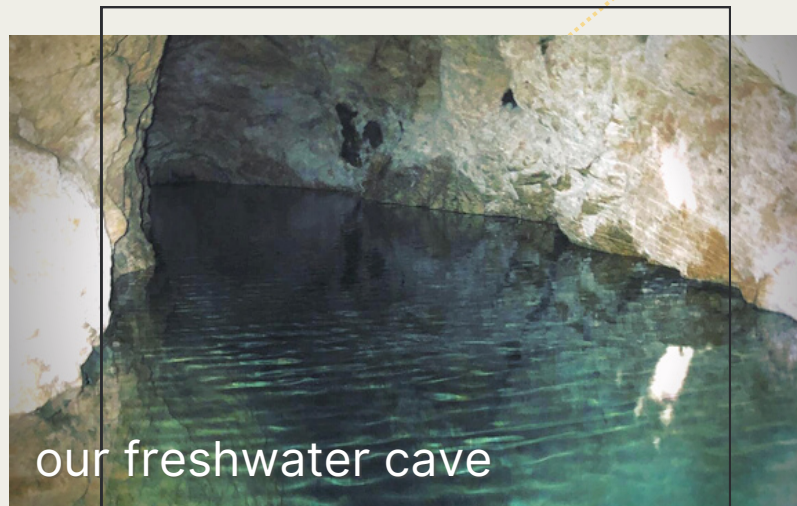


# THE NATURAL POOL

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**The water for our pool will come from our own clear spring water cave (called a Mãe d'Água in Portuguese).**

The water will be filtered and cleaned through a 100% natural process using water plants, rocks and sand. No chlorine or salt will be needed. The filtration process happens in a special plant basin, which will also serve as a contemplation spot surrounded by the trickling of water and (maybe) the odd frog...



our freshwater cave



Entrance from  
Rua Afonso de Albuquerque

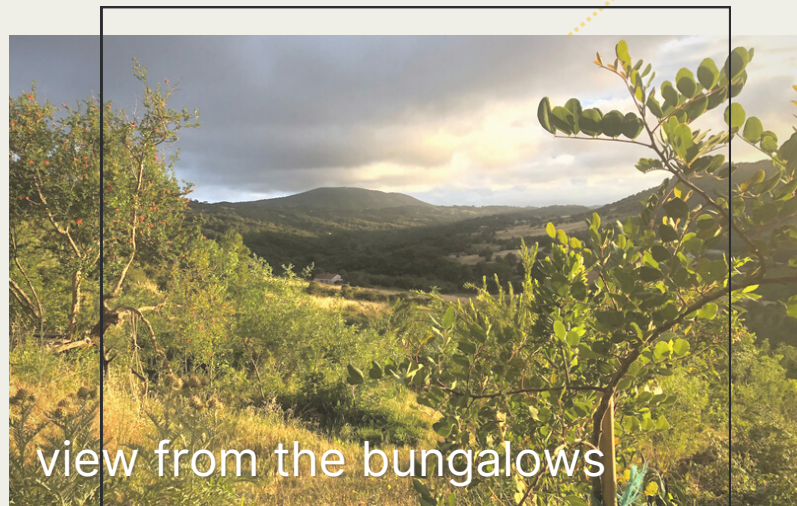


# ECO BUNGALOWS

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**Our 9 bungalows are inserted into the natural landscape of the grounds, leading directly into the Arrabida Nature Park, which spans 180 km<sup>2</sup> (70 sq mi) of protected habitat.**

The bungalows are built using natural materials with timber frame walls, insulated with compressed straw and a clay-lime finish. The roofs are green roofs planted with draught resistant grasses and herbs.



view from the bungalows



Each of the 9 bungalows is built using natural materials, such as timber, straw, clay and lime

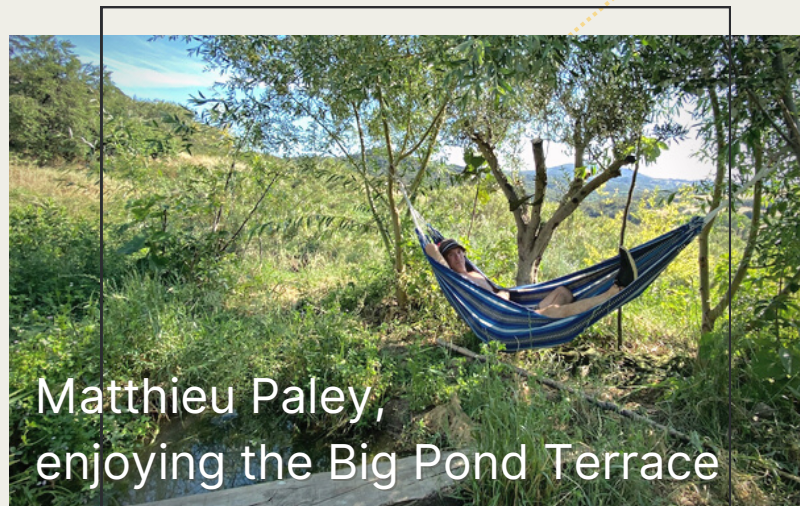


# OUR FOOD FOREST

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**“We have planted thousands of trees and native species for shade, biodiversity, better soil... and for our guests to enjoy!”**

During the pandemic, CALM co-founder Matthieu Paley started to experiment with food forestry and syntropic farming methods. Now, just a few years later, we have an abundant food forest and we see more wildlife every year. The winding staircase leading down the property will guide you seamlessly into our magical, natural food forest wonderland.



Matthieu Paley,  
enjoying the Big Pond Terrace





# YOUR TURN

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Every moment of our life  
can be the beginning of great things.

*Joseph Pilates*

→ [CONTACT US](#) TO SEE OUR DECK WITH FINANCIAL PROJECTIONS & TO JOIN THE CALMUNITY





Thank  
you!



CENTER FOR THE ART OF LIFE IN MOVEMENT

Mareile Paley, Founder & CEO

The CALM Team

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CALMPORTUGAL.COM