



**Project:** Lo Sereno Casa de Playa (Troncones, Mexico)

**Architect:** Jorge González Parcero

**Interior Designer:** Nicolás Sainz

### 1. What was the brief and how did you meet it?

Fusing simplicity, comfort, comfort and elegance stripped of artifices in an environment where nature and design coexist in harmony, stimulating the senses.

The project of Rafael Sainz Skewes, creator of Lo Sereno, reflects his ideal about a beach hotel: an inspiring environment, excellent food and good company. All this under a competitive value for money, ideal for visitors who appreciate personalized attention, exclusivity and privacy.

### 2. How does the project show creativity and innovation?

A very clear concept: The natural sensation of feeling at home

### 3. How does the design contribute to the commercial viability of the project?

The harmonious contemporary aesthetic of the structure of Lo Sereno respects the balance of the unique beauty of the environment and a unique and intimate essence, which gives the guest the feeling of being in their own beach house. The architectonic project, in charge of Jorge González Parcero, took as reference the Mexican plastic tradition and took advantage of the wealth of tropical woods and other local materials to give personality to the structure conformed by 10 suites with terrace, an infinity black pool with view to the ocean and a covered terrace with pergola made by hand.



4. How do the space planning, choice of materials and execution of the design concept contribute to the guest experience?

The ambience of the interiors incorporates furniture manufactured in Guadalajara, Mexico for Lo Sereno and blends, boldly, the textures and finishes to achieve an avant-garde and artistic look in

all areas, ranging from the lobby, through the rooms and even the bathrooms, They have a minimalist character for their glass walls with outdoor rain showers. All in all, an atmosphere that reflects the barefoot luxury concept.

5. What was the inspiration behind the design?

The reason: to disport life on the beach.

The approach: "barefoot elegance"

The personality: relaxed, but with impeccable care in detail.

Exclusivity: we want those travelers who share our concept.

6. Does your external design conform to its surroundings, if yes, why did you choose to conform and if not, why did you choose to be different?

The design concept privileges intimacy and privacy to reconnect with nature, enjoy the comfort and the ambience of a space whose contemporary architecture harmonizes totally with the environment located between the Sierra Madre del Sur and the Pacific Ocean.

7. How do guests interact with the outdoor spaces?

This environment without constraint, surrounded by tropical vegetation and an invaluable privacy, is a must for those who wish to experience the beauty of simplicity and give themselves the opportunity to walk on the sun-drenched sand, ride through landscapes where the wildlife or doing yoga at dawn, while nature wakes up.

On the beaches of Troncones, the tide is gentle and allows the adventurous spirit to arise for the practice of surfing, buggy, SUP or fishing; while the nearby slopes can be explored by mountain bike or horseback riding, trekking and touring the river beds of rainforest or kayaking in the estuaries.



Lo Sereno, Casa de Playa  
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