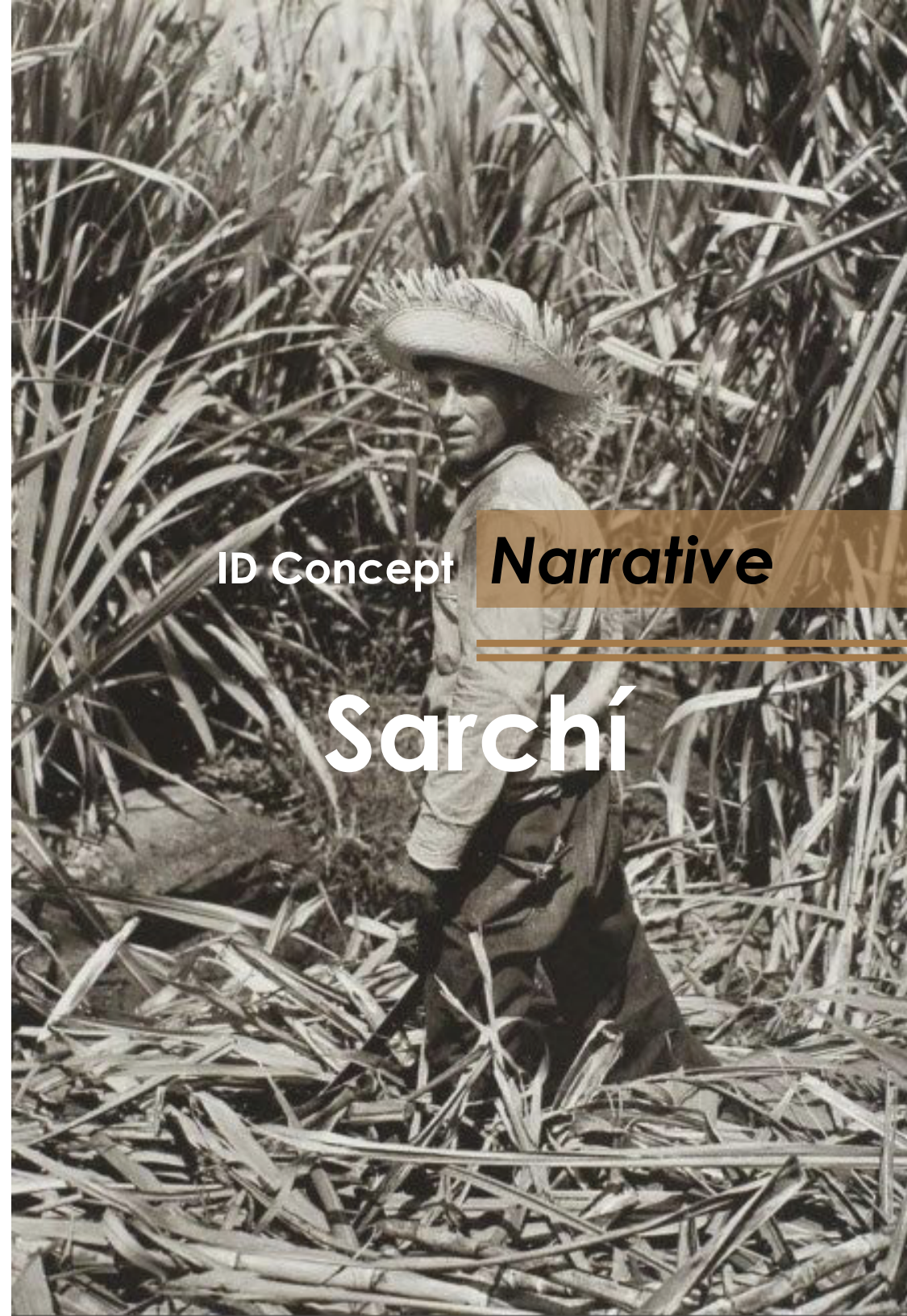


AUTOGRAPH
COLLECTION™



ID Concept *Narrative*

Sarchí

BRAND CONCEPT

BRAND PERSONALITY

Witty & Helpful

BRAND PILLARS

Brushed & Carved
Handpicked Ritual
Open Doors

BRAND ATTRIBUTES

Authentic
Detailed
Artistic
Organic
Proud
Witty
Warmth

A story by hand.

In Sarchí, every detail tells a story—crafted by hand, carved in tradition, and molded with flavor.



DESIGN *NARRATIVE*

“A taste of Costa Rican Farm Life”

Sense the spirit of Sarchí, where coffee, culture and artisan creativity welcomes you with open doors.



DESIGN ATTRIBUTES

*unassuming luxury
farm's guest house
tradition reinvented
(un) cluttered*



*“ Explore Heritage
through the faces
of the past”*



nostalgia

CONCEPT *NARRATIVE*

The beautiful oxcarts, the multicolored crafts, those simple but at the same time elaborate furniture, the textiles and their varieties, that delicious coffee every morning...

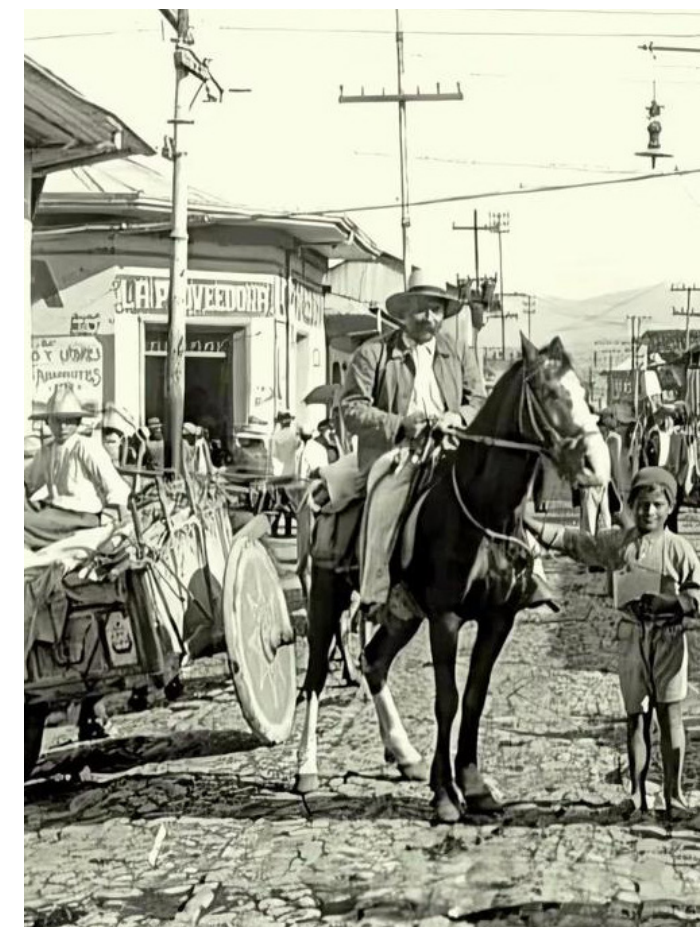
Who made them?

Who cultivated them?

Who opened those paths that take us to Sarchí today?

What was their inspiration, their struggles, their sorrows and joys?

Behind every story there is a face for all of those wonders, we must celebrate and honor the great women and men who, with dreams and determination founded and created this beautiful place with their hands and soul.





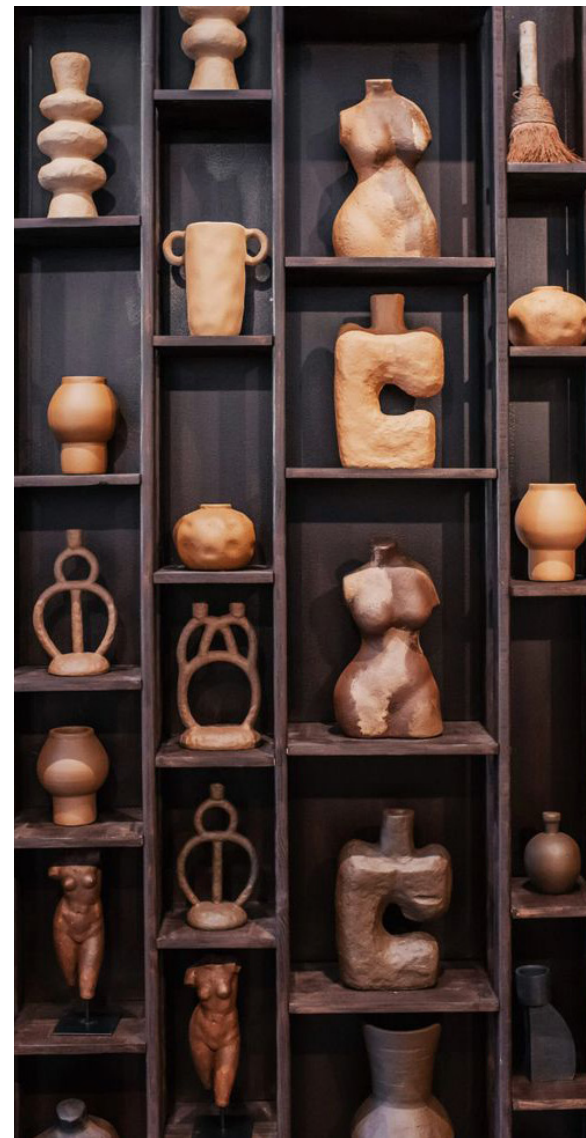
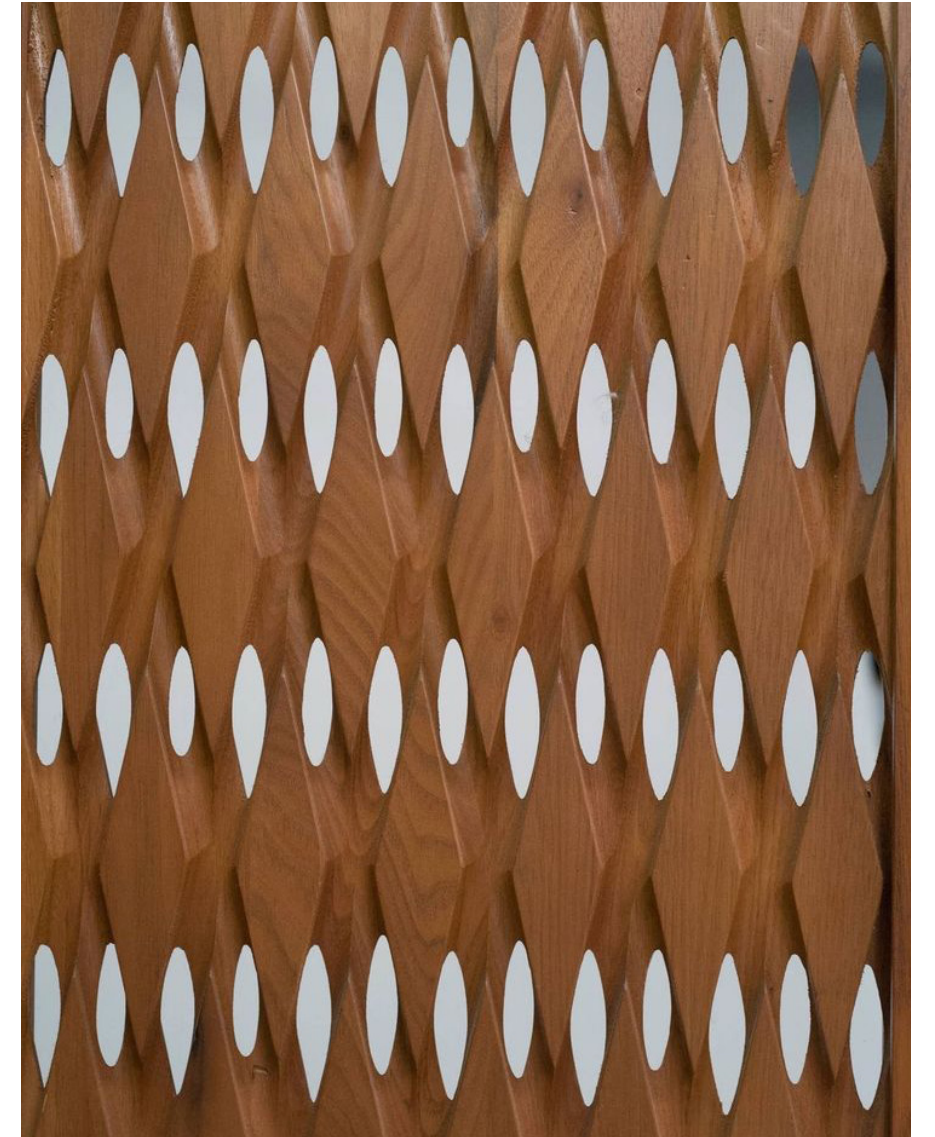
HISTORICAL INSIGHT CREATIVE LEGACY

Sarchí, known as the Cradle of Costa Rican Handicrafts, is celebrated for its rich **artisan heritage** that dates back to the 19th century, which consists of **beautiful furniture**, wood and ceramic **decorative pieces**.



The iconic "Sarchí Rocking chair," is found in the homes of many Ticos, alongside with decorated metal mugs, hand-painted ceramics, wooden sculptures, and finely crafted furniture, they embody the creativity and craftsmanship of their people.





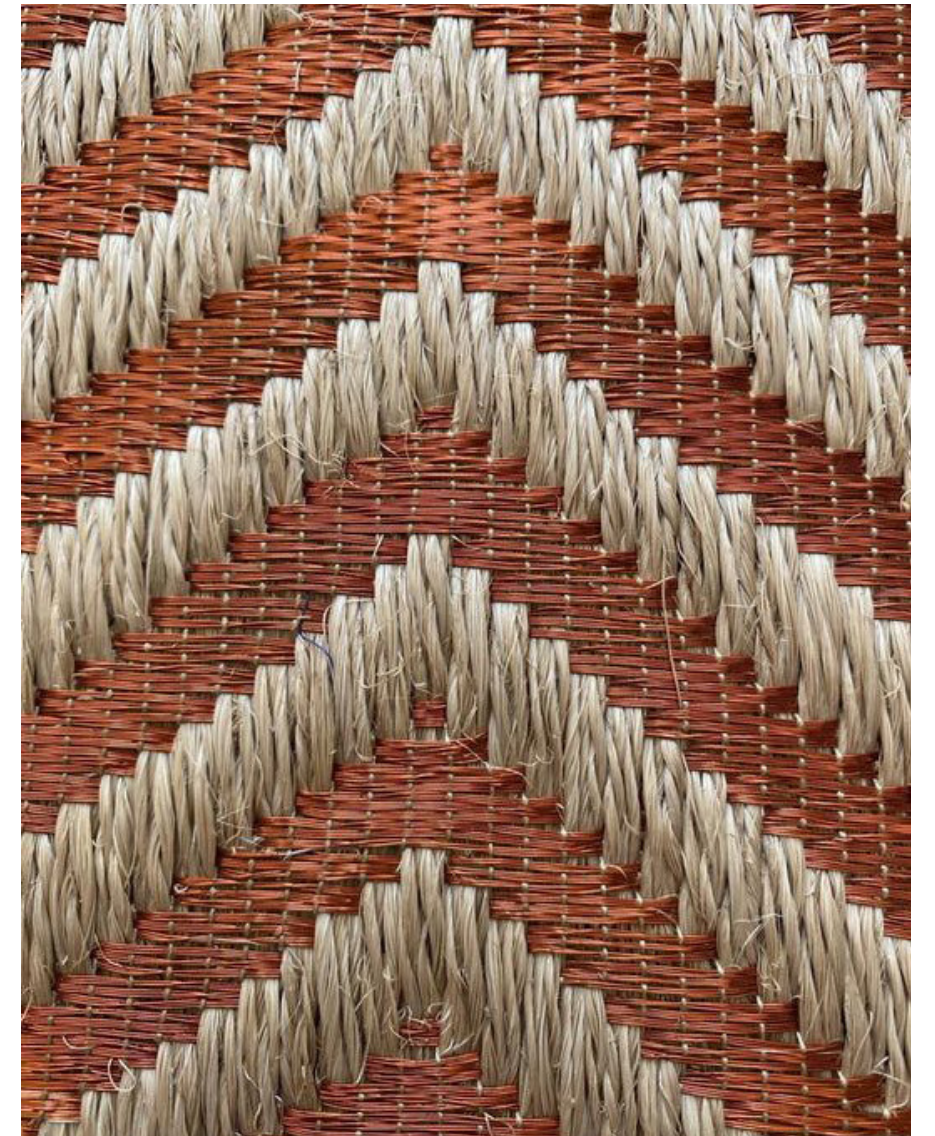
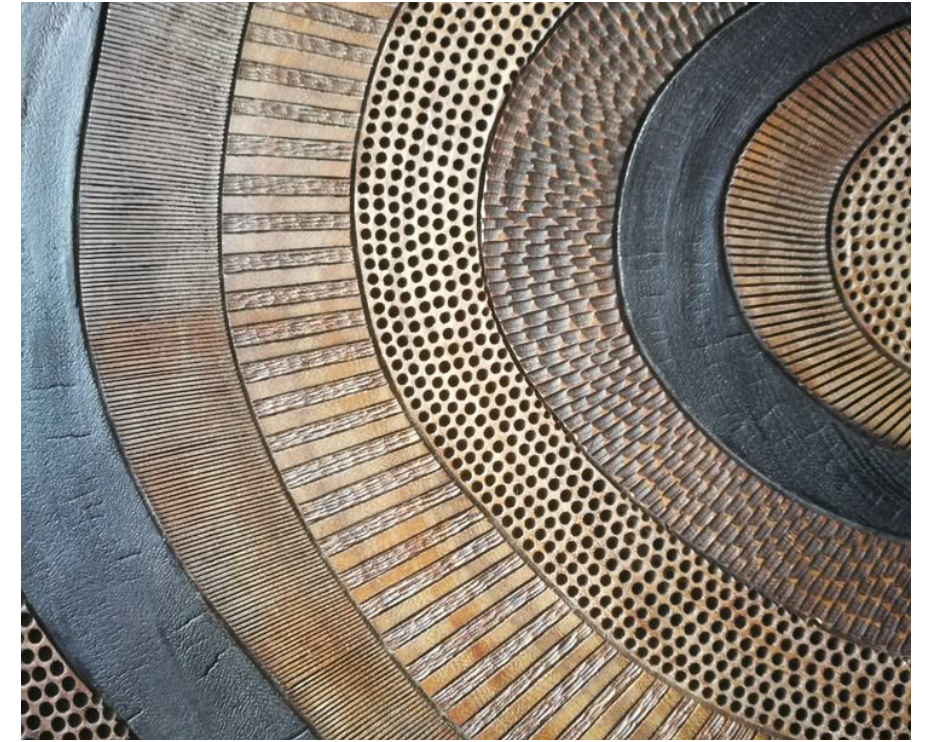


HISTORICAL INSIGHT THE HERITAGE OF ART

The **iconic ox carts** of Sarchí, recognized as a National Symbol of Costa Rica, are hand-painted by local artists, preserving a tradition passed down through generations. **La hilada** is the **trace for each pattern** that gives a delicate touch that enhances the beautiful artwork.

Once used for transporting coffee, these ox carts are now **works of art, symbolizing a legacy of innovation in manufacturing and art**, as seen in the Eloy Alfaro Cart Factory.

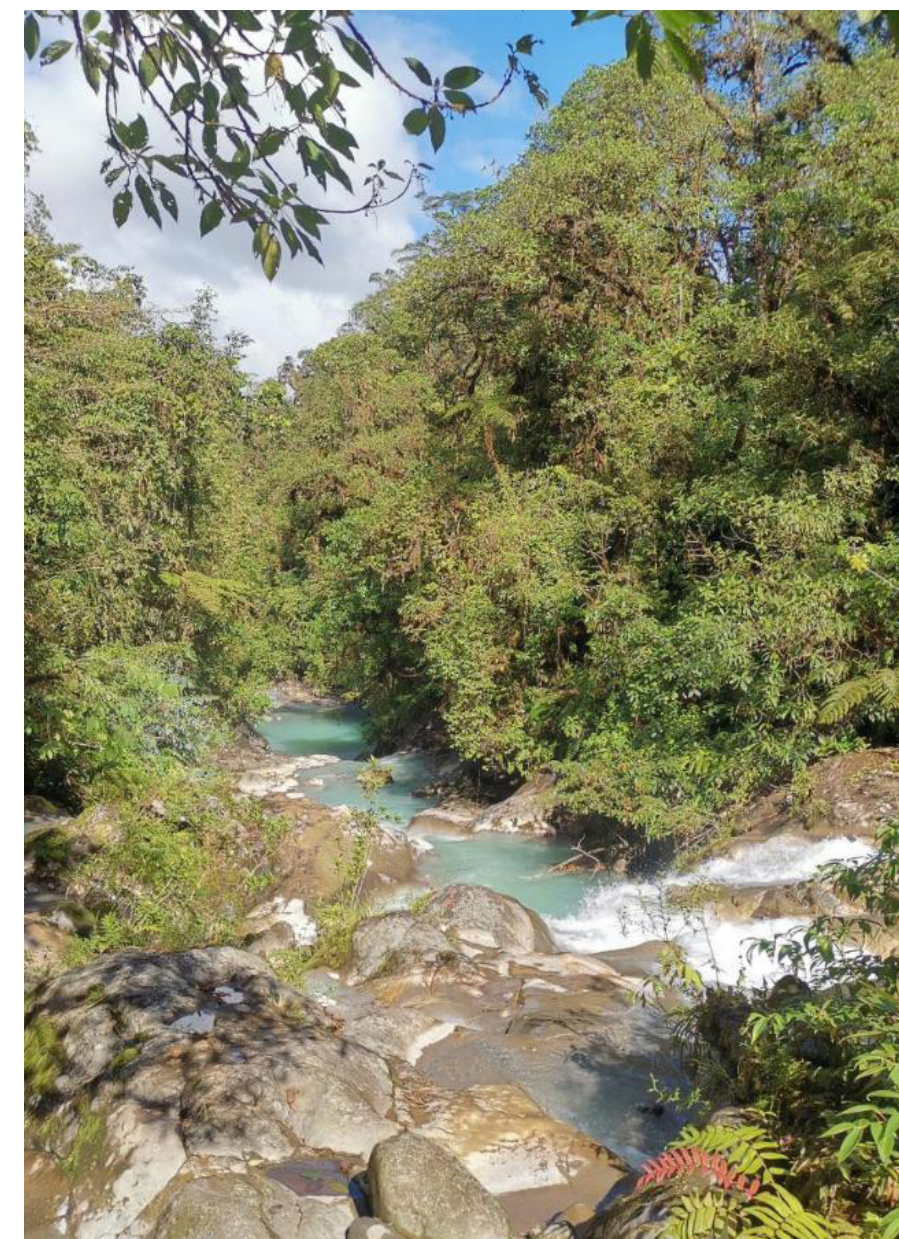


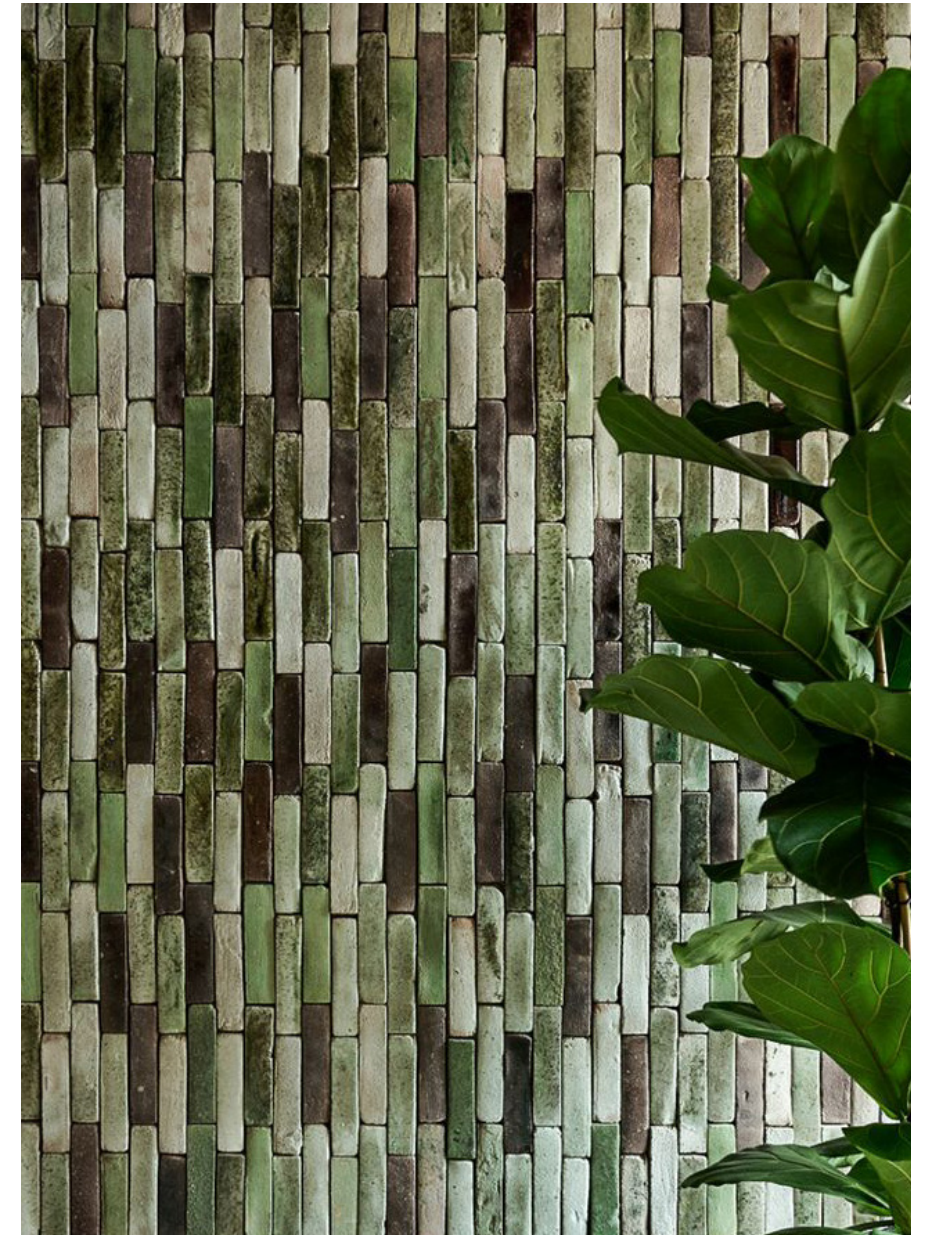


PHYSICAL INSIGHT BREATHTAKING VIEWS

For centuries, Sarchí offers breathtaking views of lush green valleys, **framed by mountains that invite exploration.**

The light reflecting off the vibrant vegetation and the crystal-clear rivers, embellished with stones of various shapes, accentuate the beauty of the landscape, creating a serene atmosphere that deeply **connects with nature.**







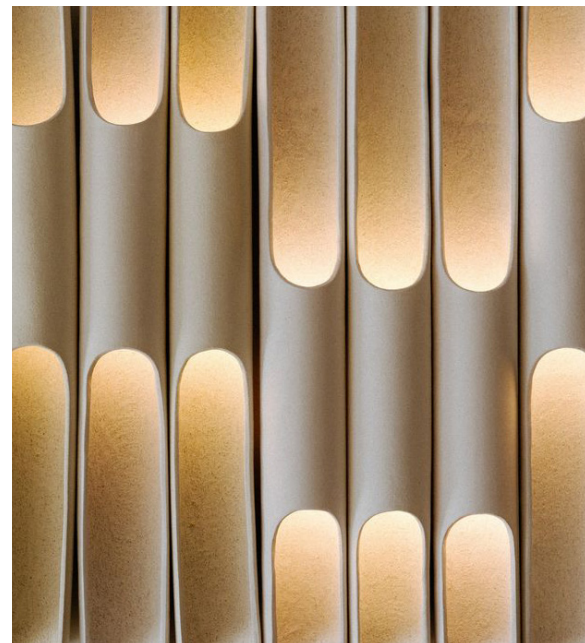
PHYSICAL INSIGHT THE LAND THAT PROVIDES

For decades, the charm of Sarchí has been evident in its **sugar mills** and **coffee plantations**.

Where sugar cane is transformed into delicious sweets and locally grown coffee celebrated for their rich flavor and distinctive aroma.

Handcrafted baskets where people collect the coffee and objects made from sugar cane highlight the meticulous craftsmanship of local artisans, adding a **rustic and authentic touch**.





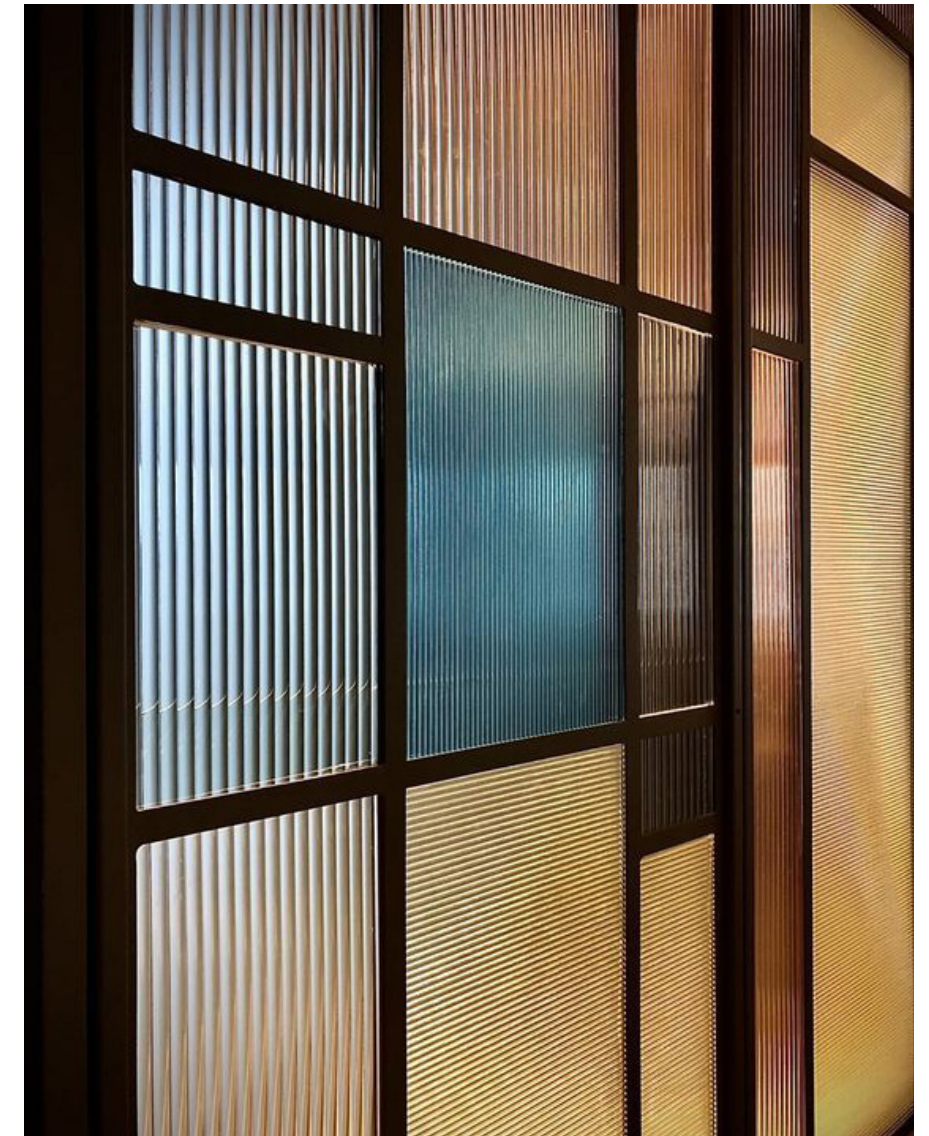


SOCIAL INSIGHT TASTE OF CULTURE

Over time, **Sarchí's cuisine embodies its rich culture**, with dishes like tamales, chiverre honey, and roasted pork, tasting the warmth of grandmother's kitchen and offering an **experience filled with tradition**.

Local delicacies, highlighted in the region's signs and murals, **capture the essence of heritage**, while the humor and laughter of its people enhance every meal, turning each gathering into a **unique celebration of community**.



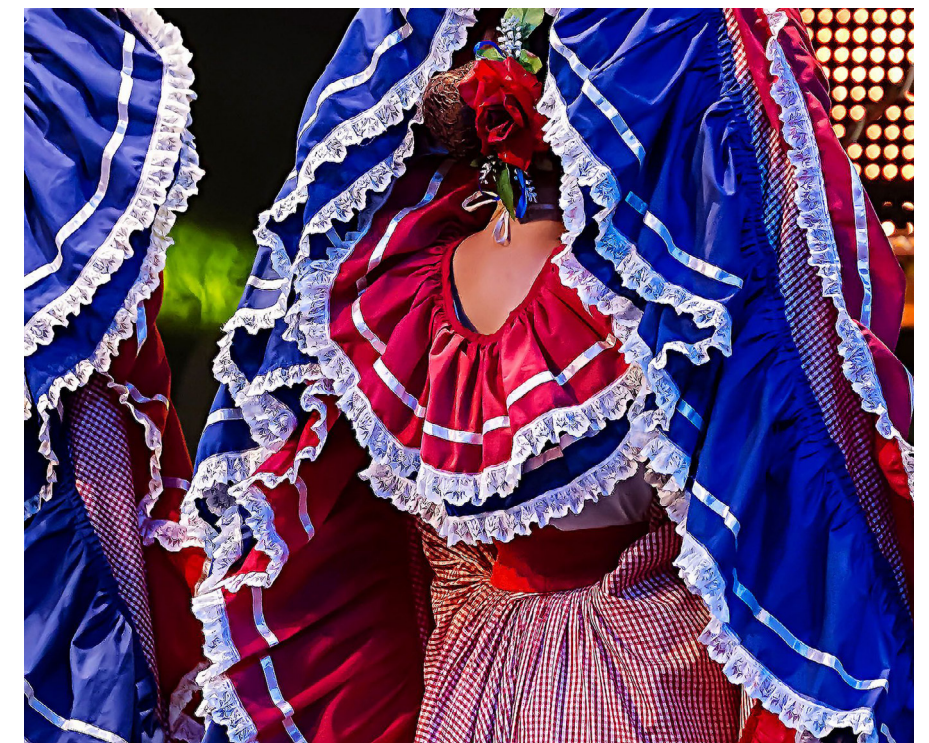


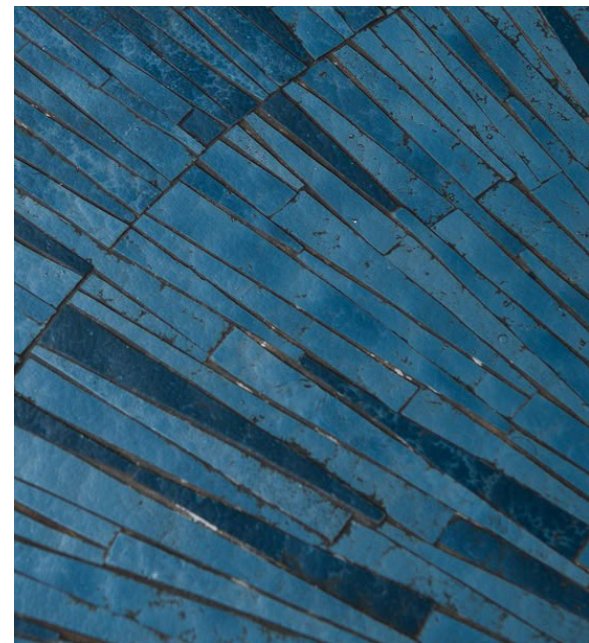
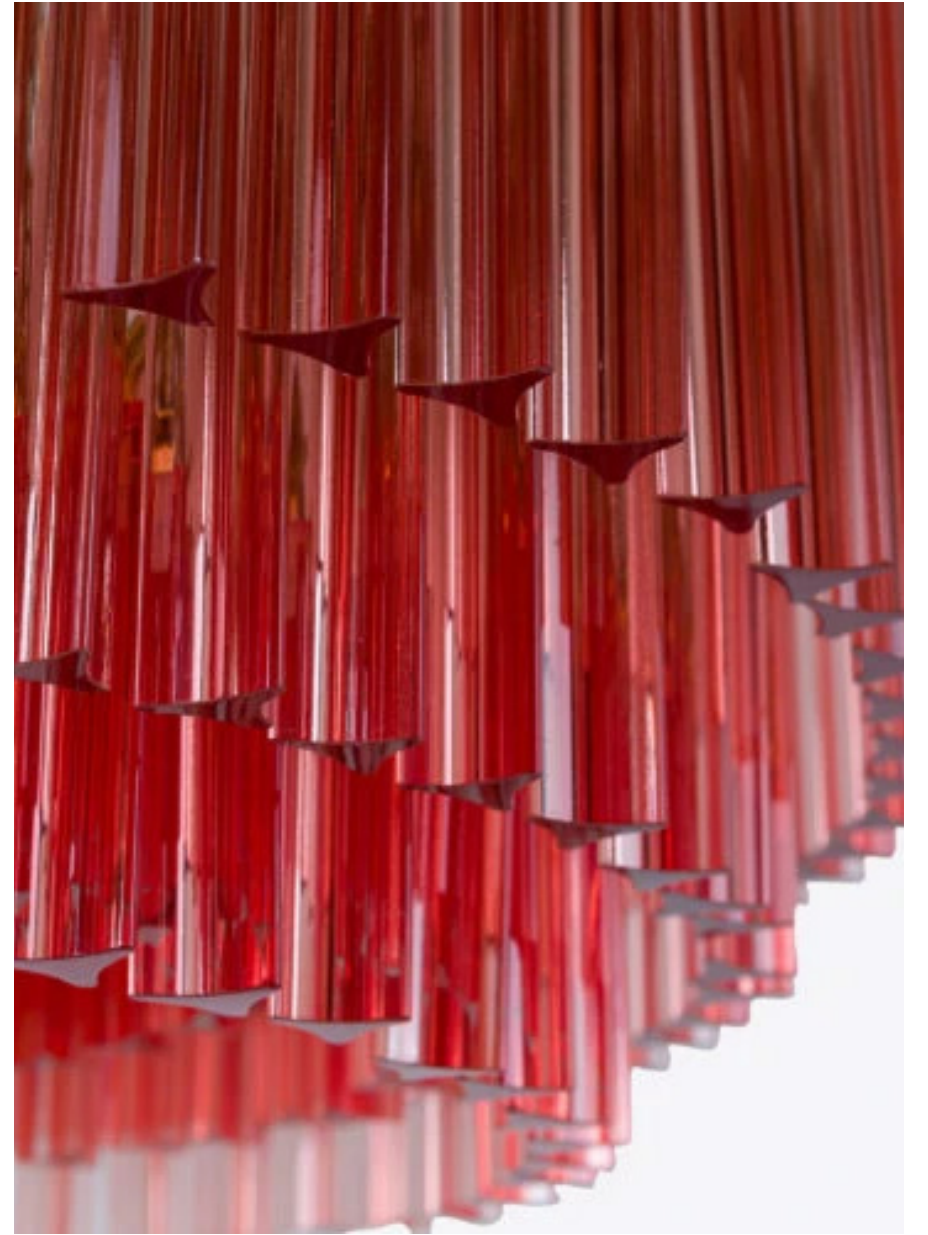


SOCIAL INSIGHT VIBRANT SPIRIT

The vibrant spirit of the people of Sarchí shines through time with their **infectious energy**, traditions like the **lively masquerades**, and their **colorful traditional costumes** flow with their dances, paying **homage to their roots and local culture**.

The **warmth and enthusiasm** of the Sarchí residents are felt in every interaction, creating an **atmosphere filled with humor, joy, and a strong sense of pride**.

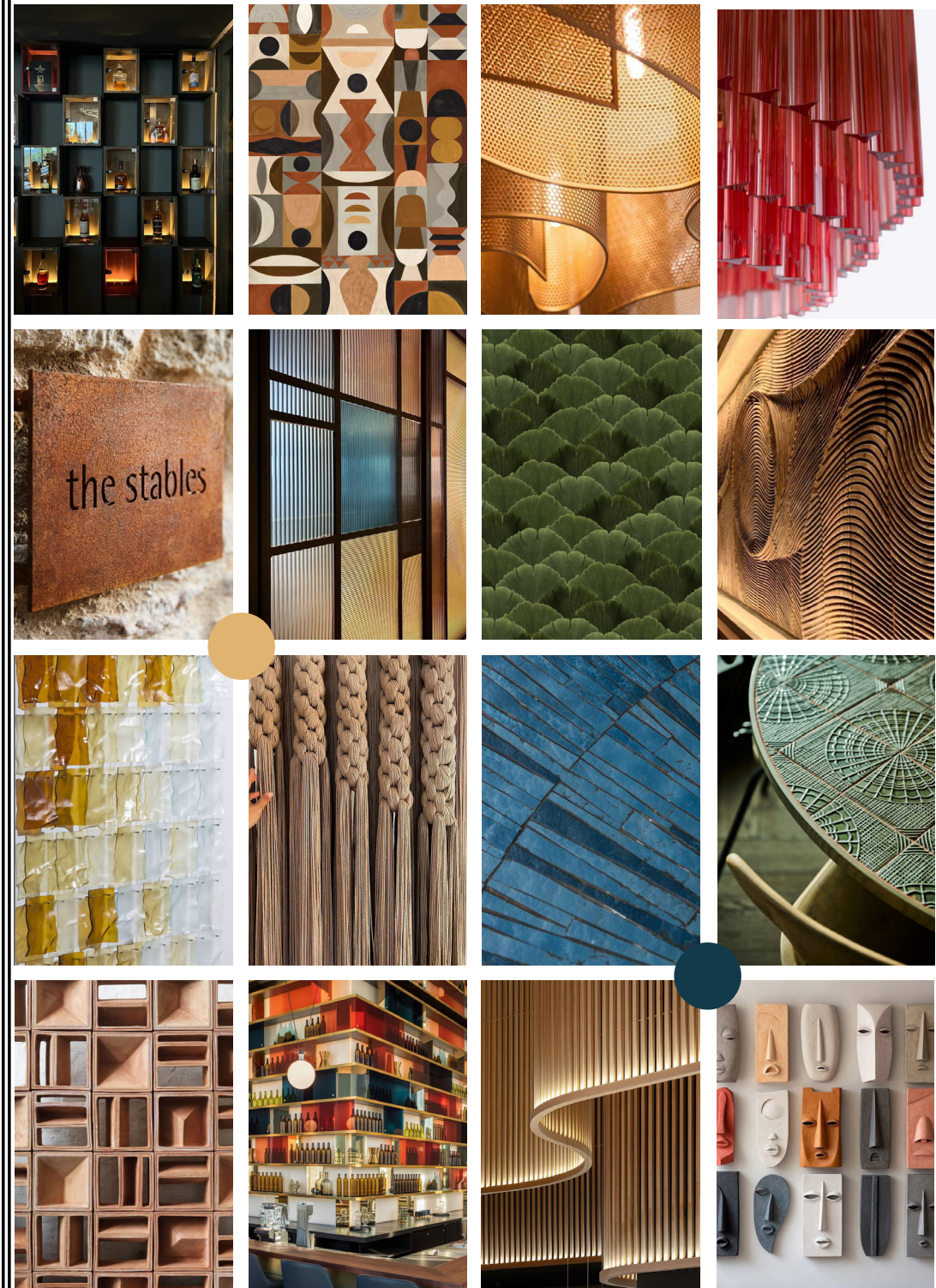
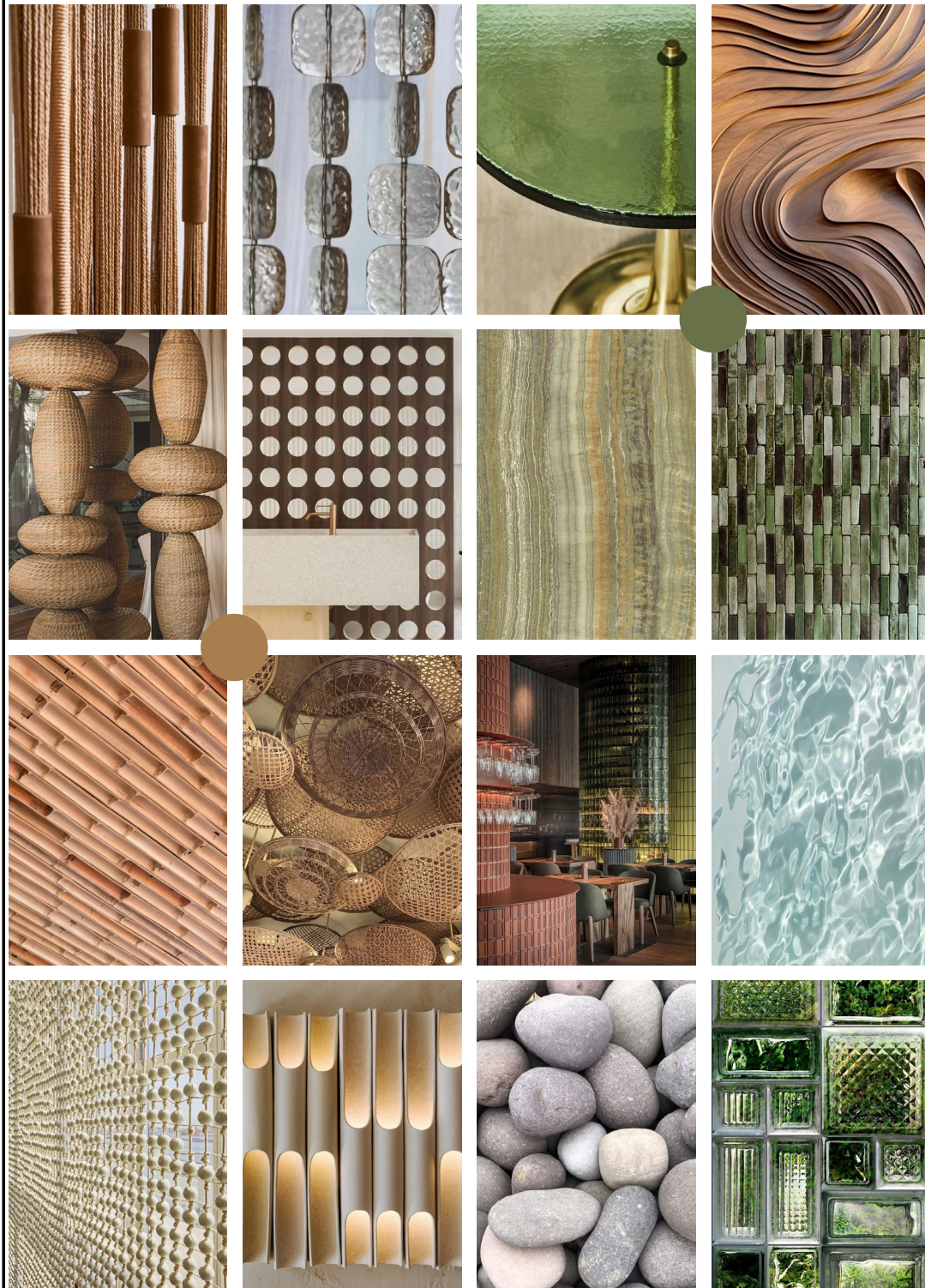
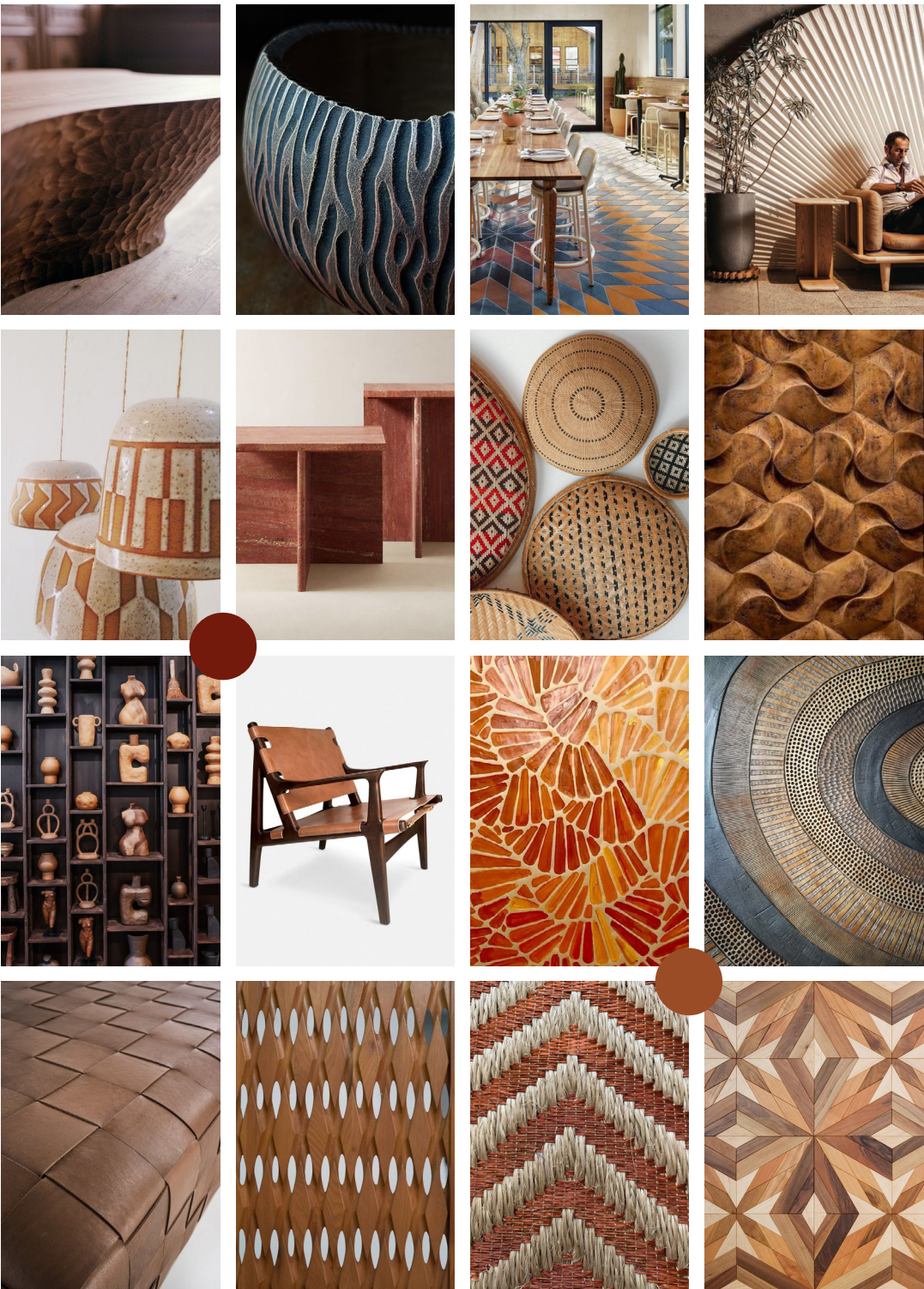


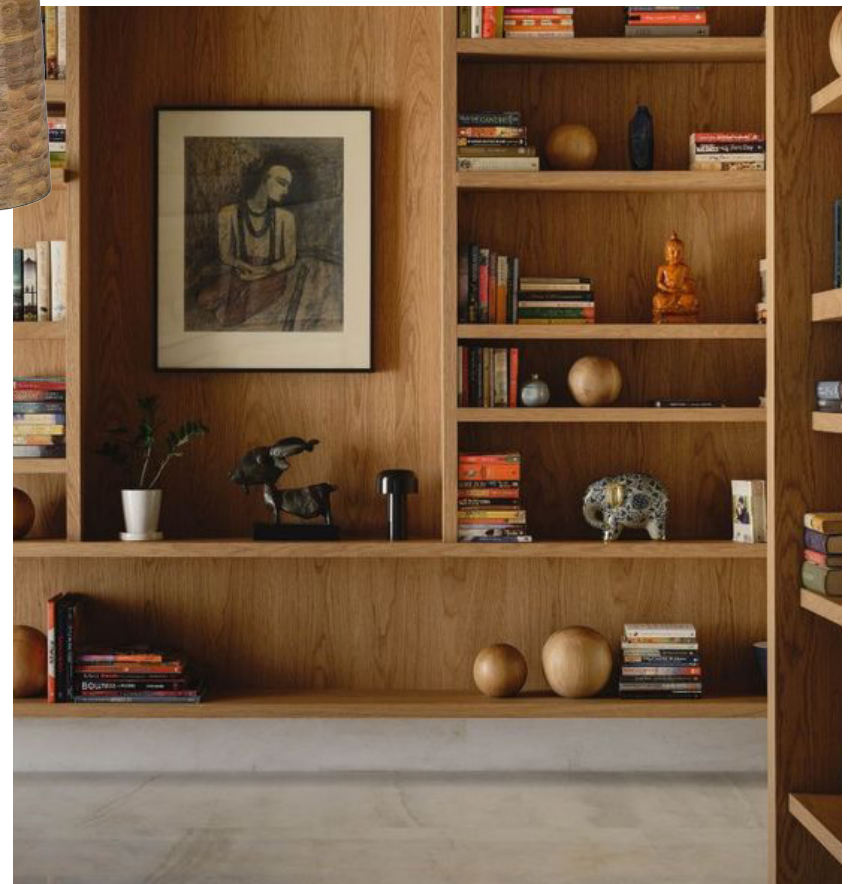
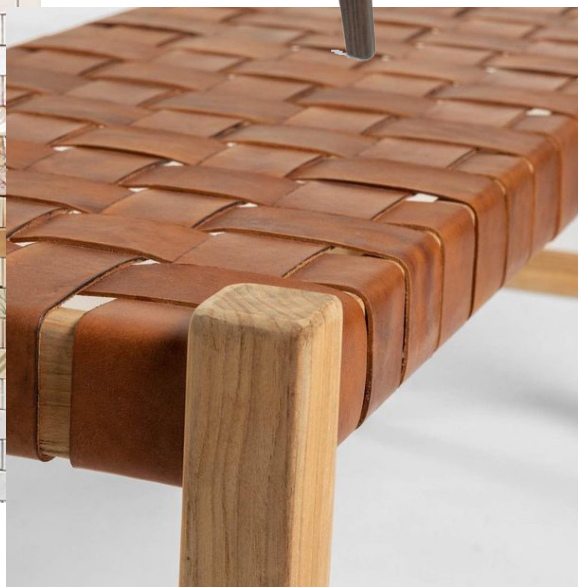
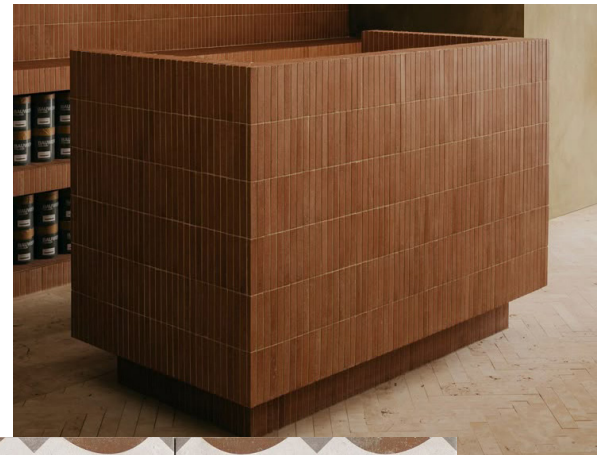
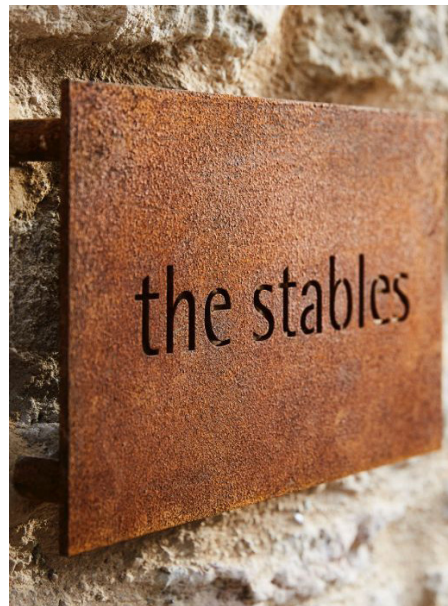


HISTORICAL INSIGHT

PHYSICAL INSIGHT

SOCIAL INSIGHT



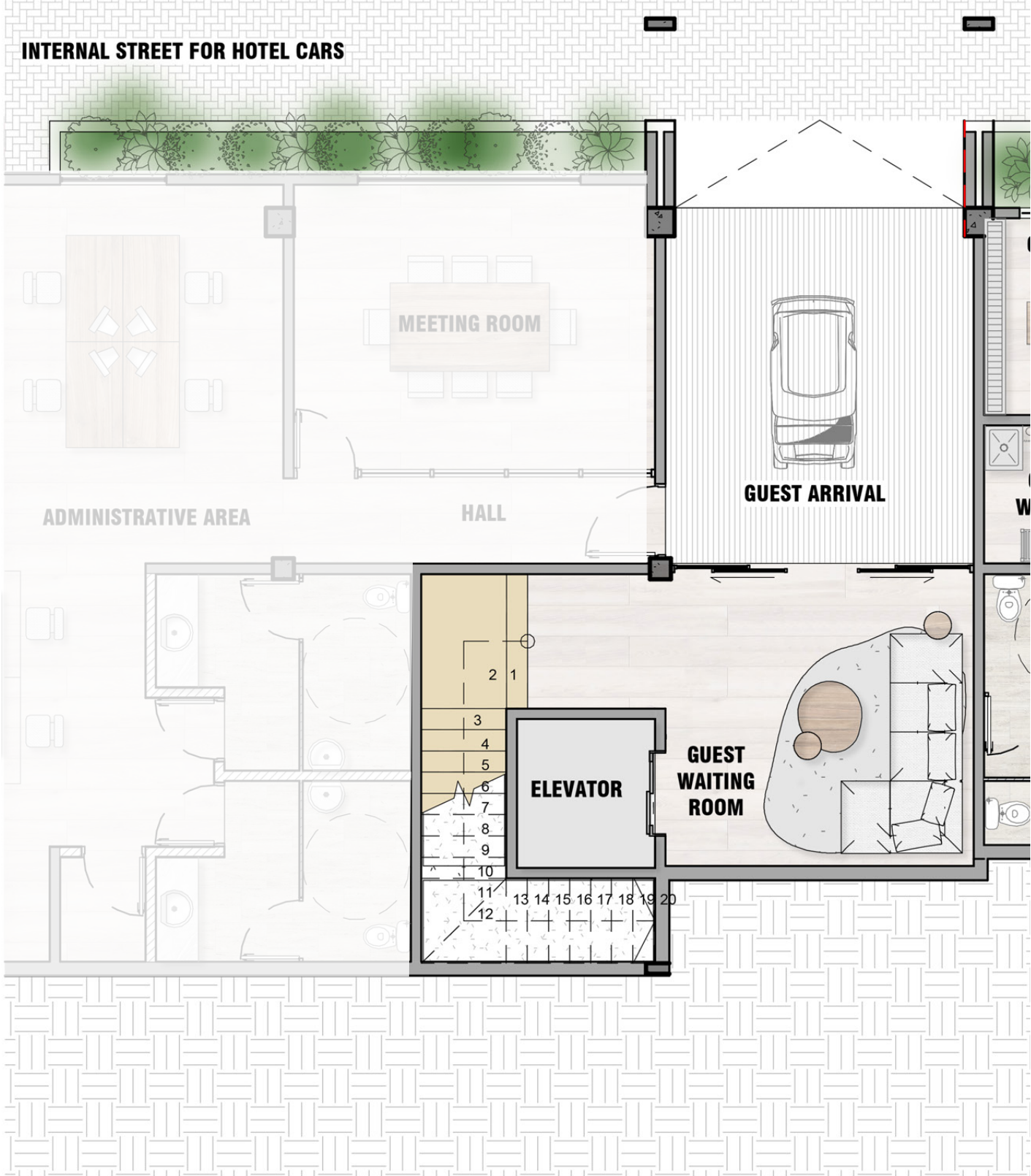


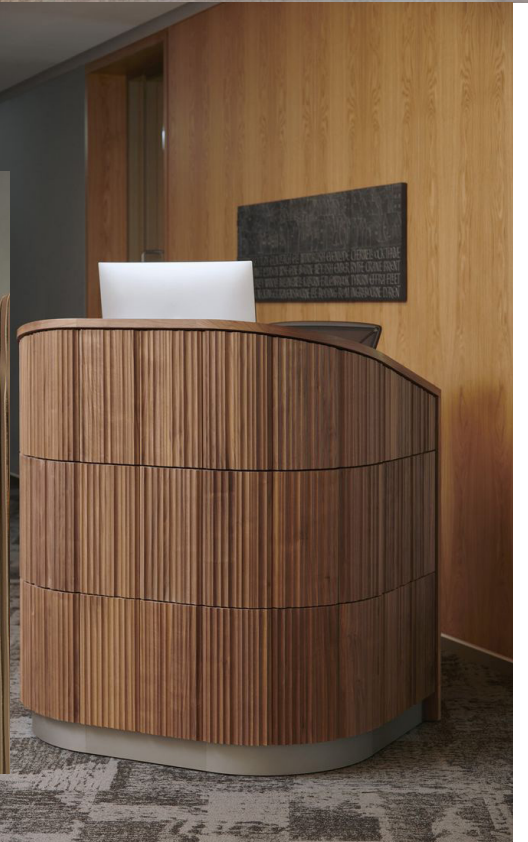
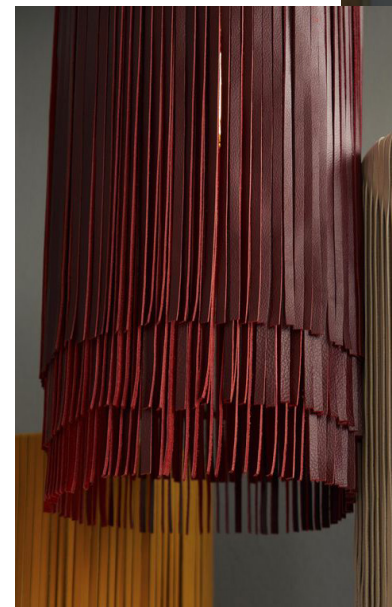
arrival & lobby

Lobby 1st Floor Plan



Lobby Lower Ground Floor Plan





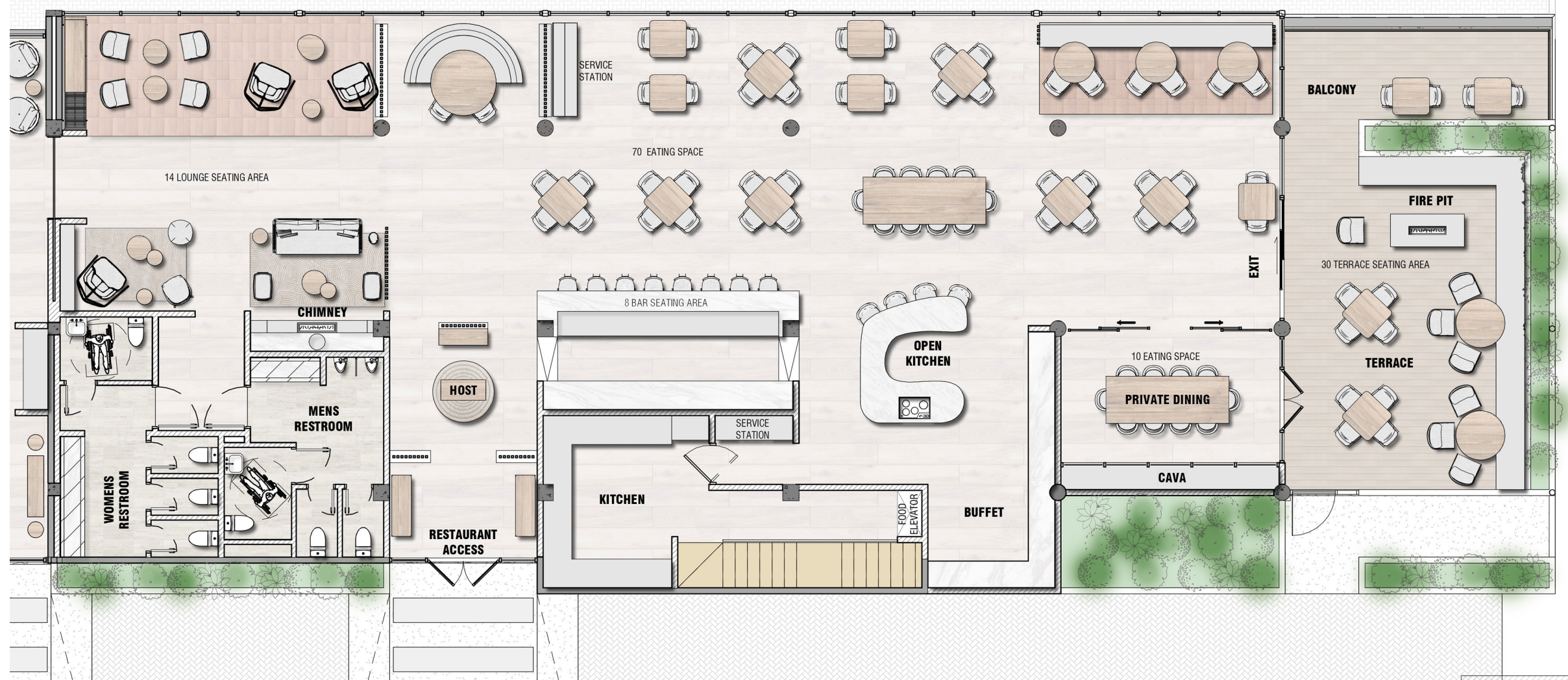
3 meal restaurant

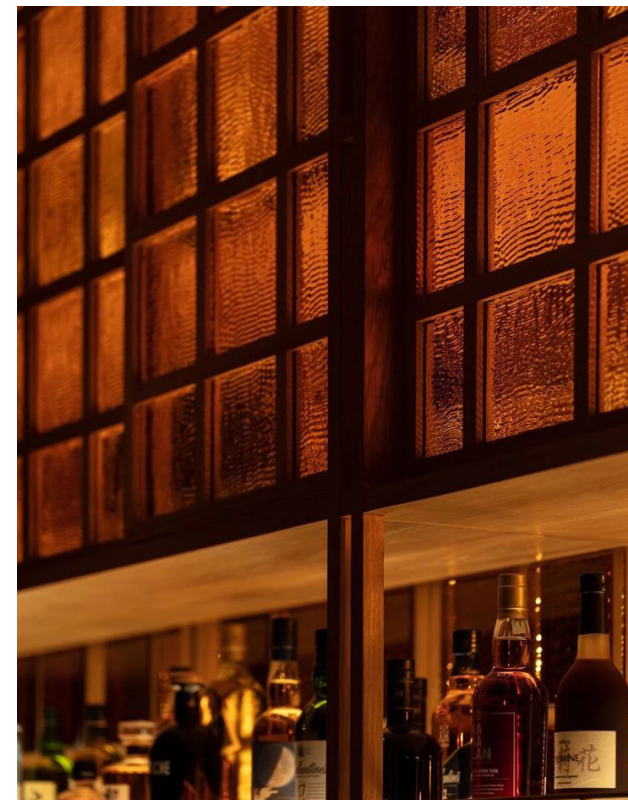
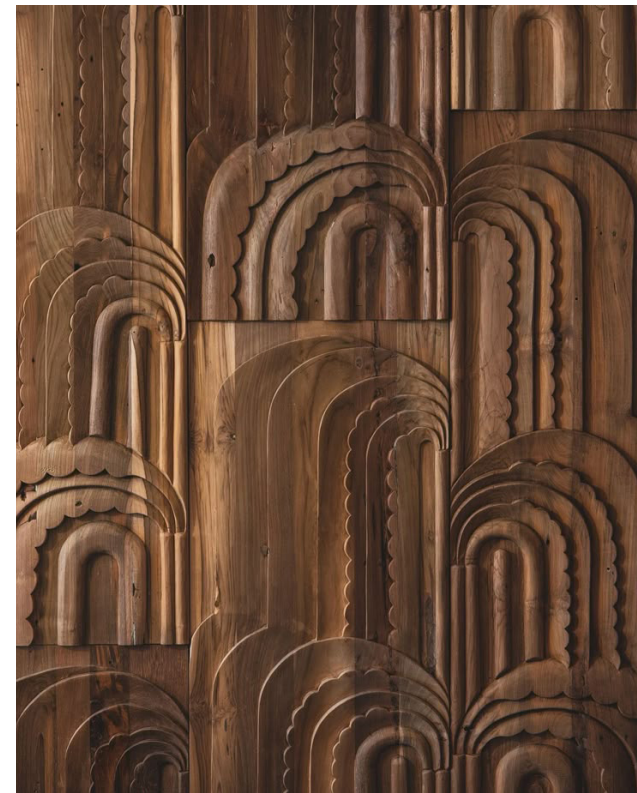
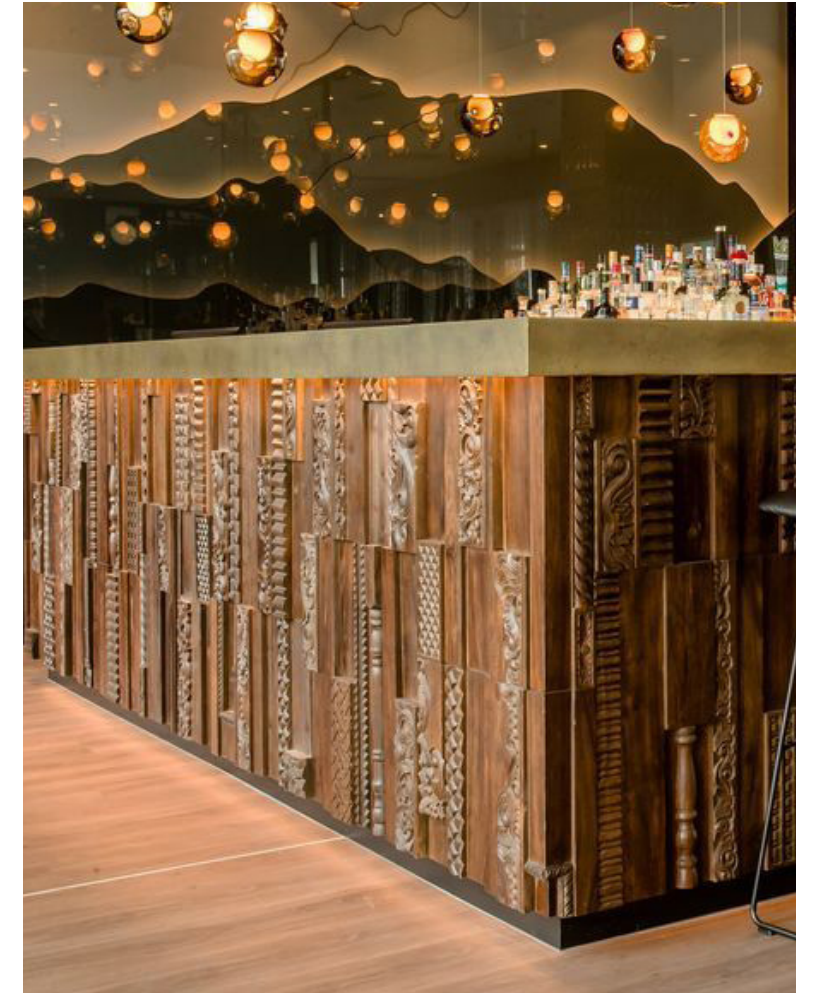
3 Meal Restaurant Floor Plan

Seating Area: 118

Lounge Area: 14

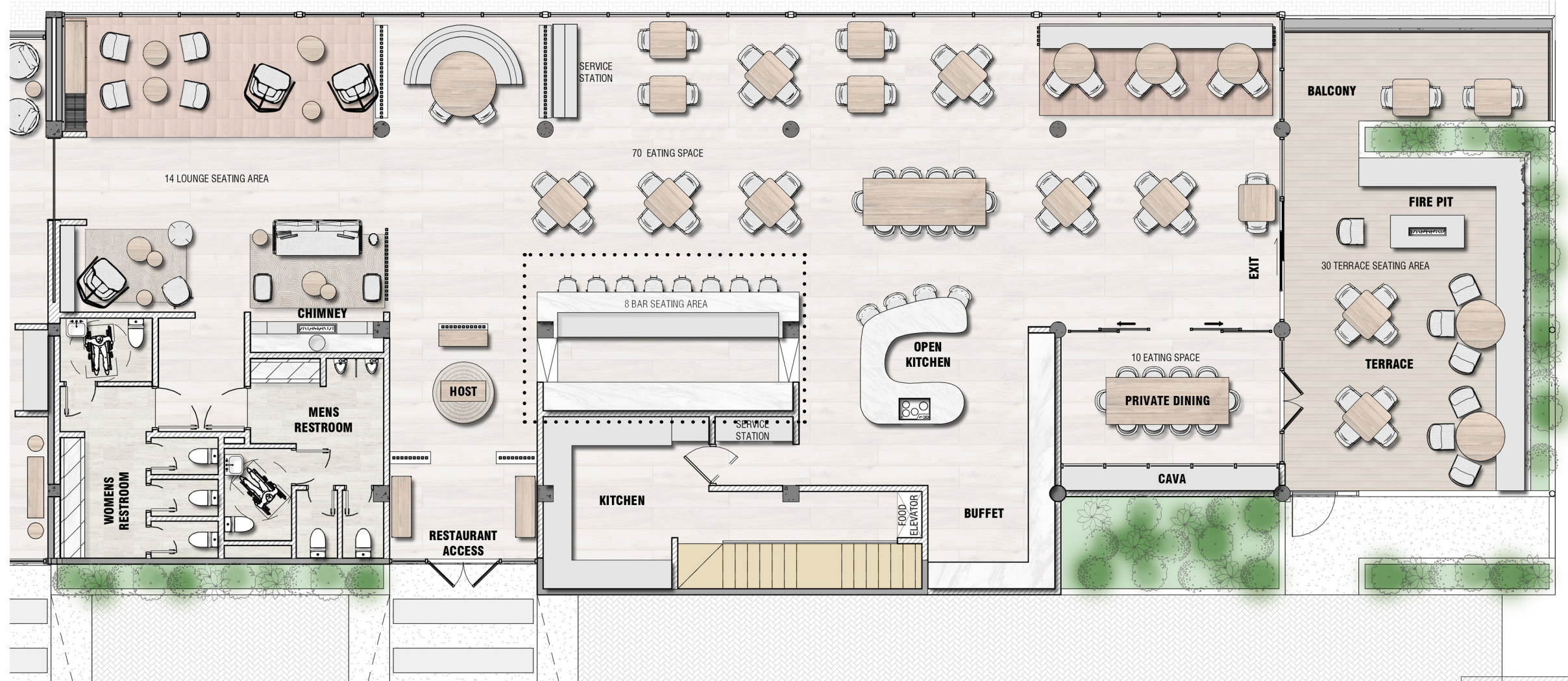
TOTAL: 132

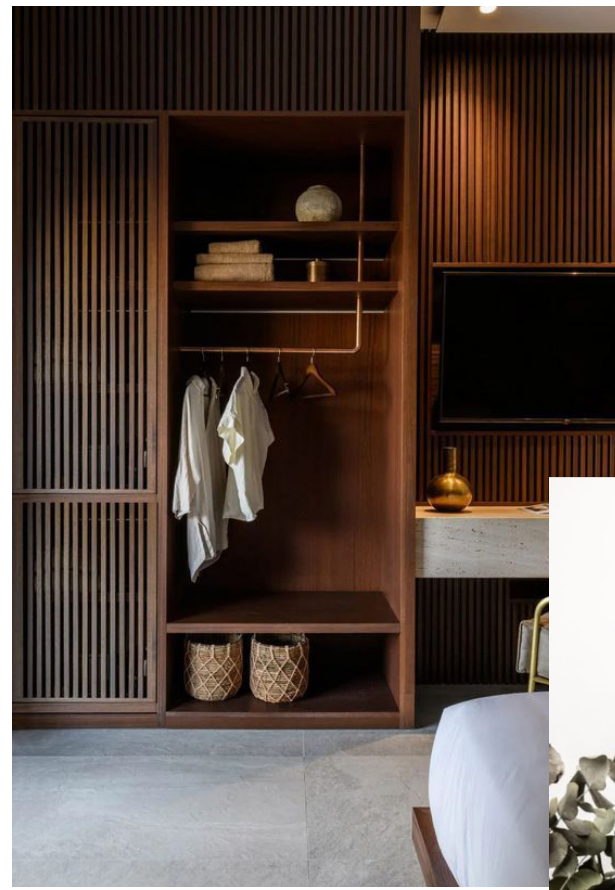
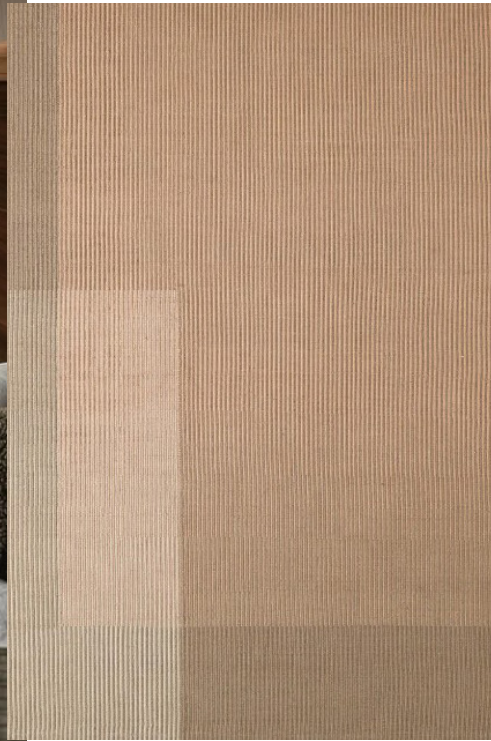




Bar Area Floor Plan

Seating Area: 8



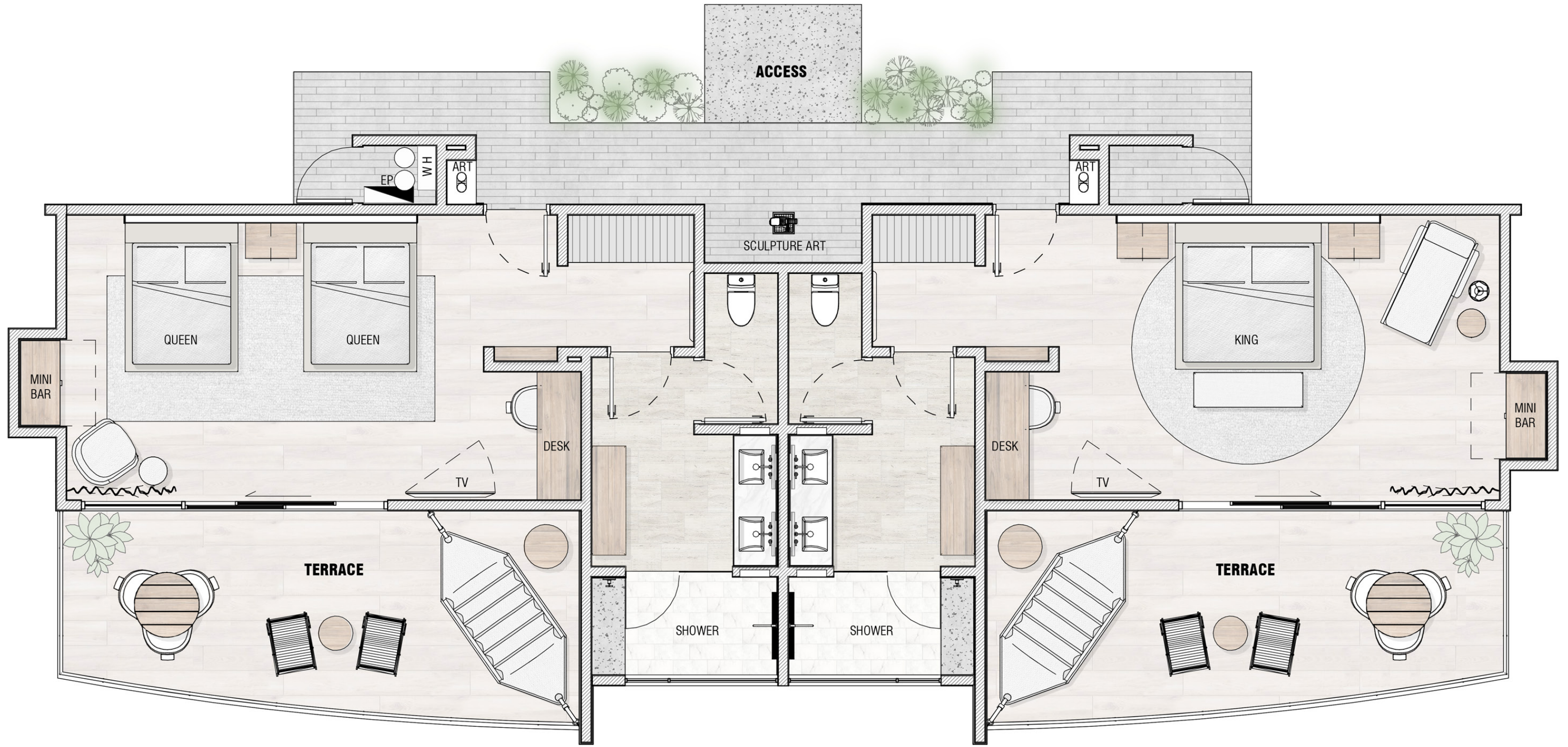


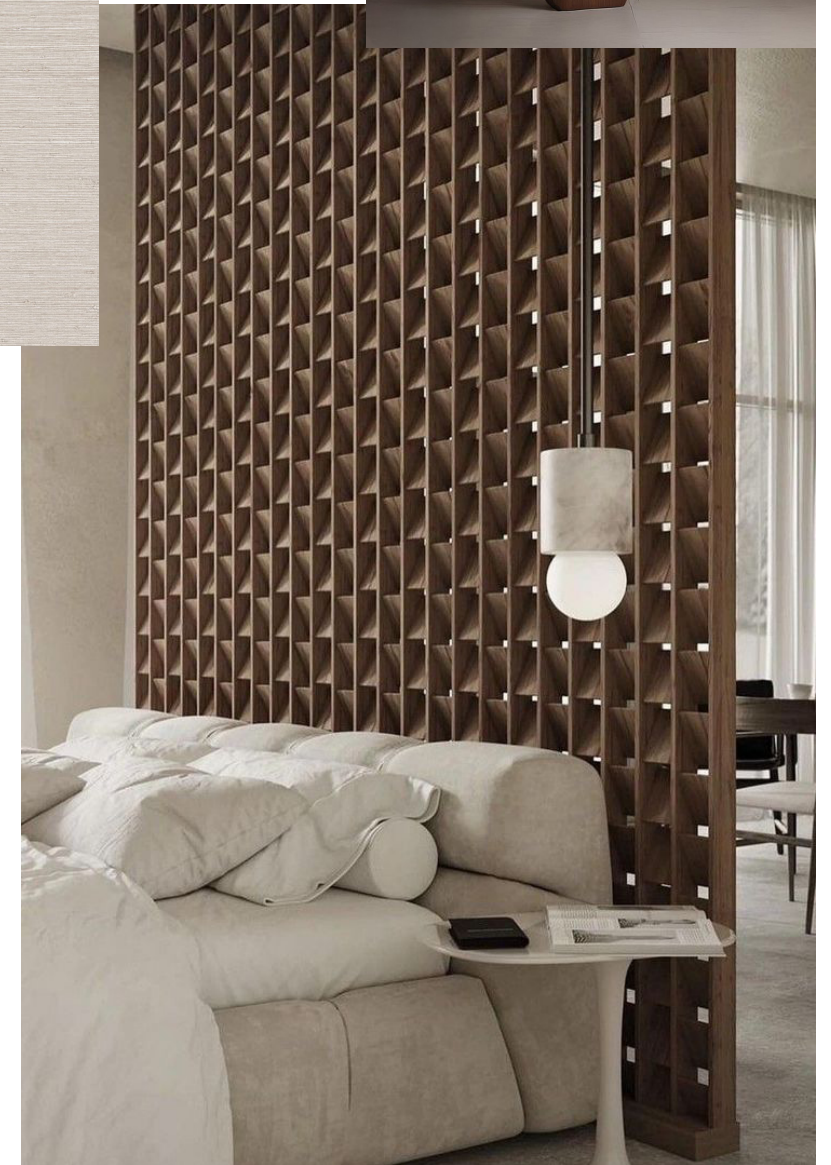
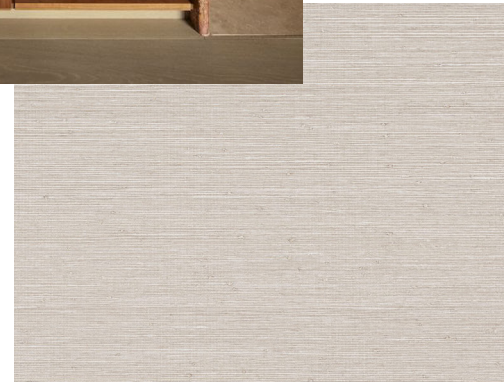
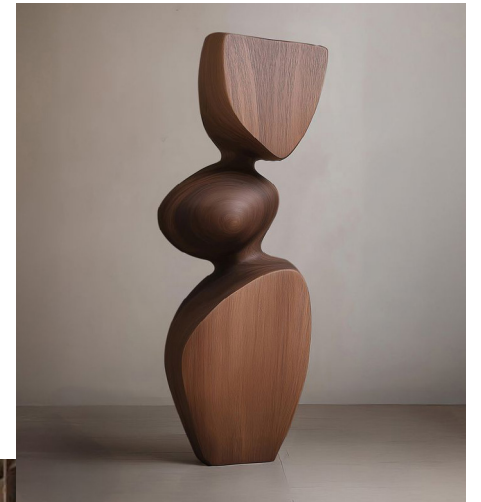
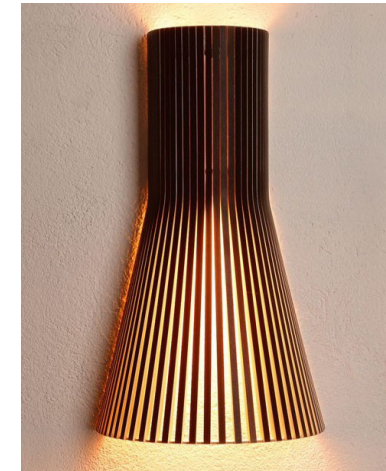
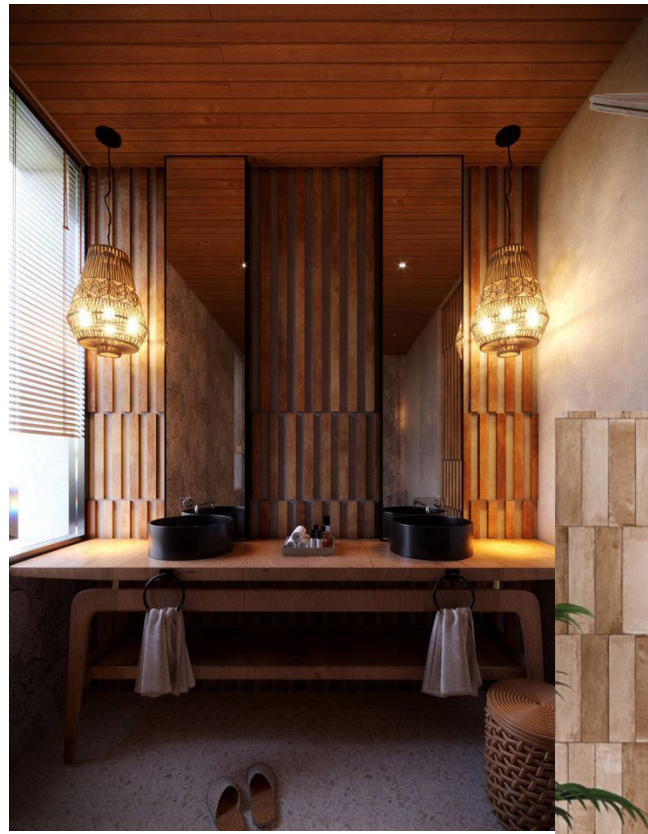
guestroom deluxe

Guestroom Deluxe Floor Plan

Double
Room 42.5 m2
Terrace 18.78m2

King
Room 42.5m2
Terrace 18.7m2



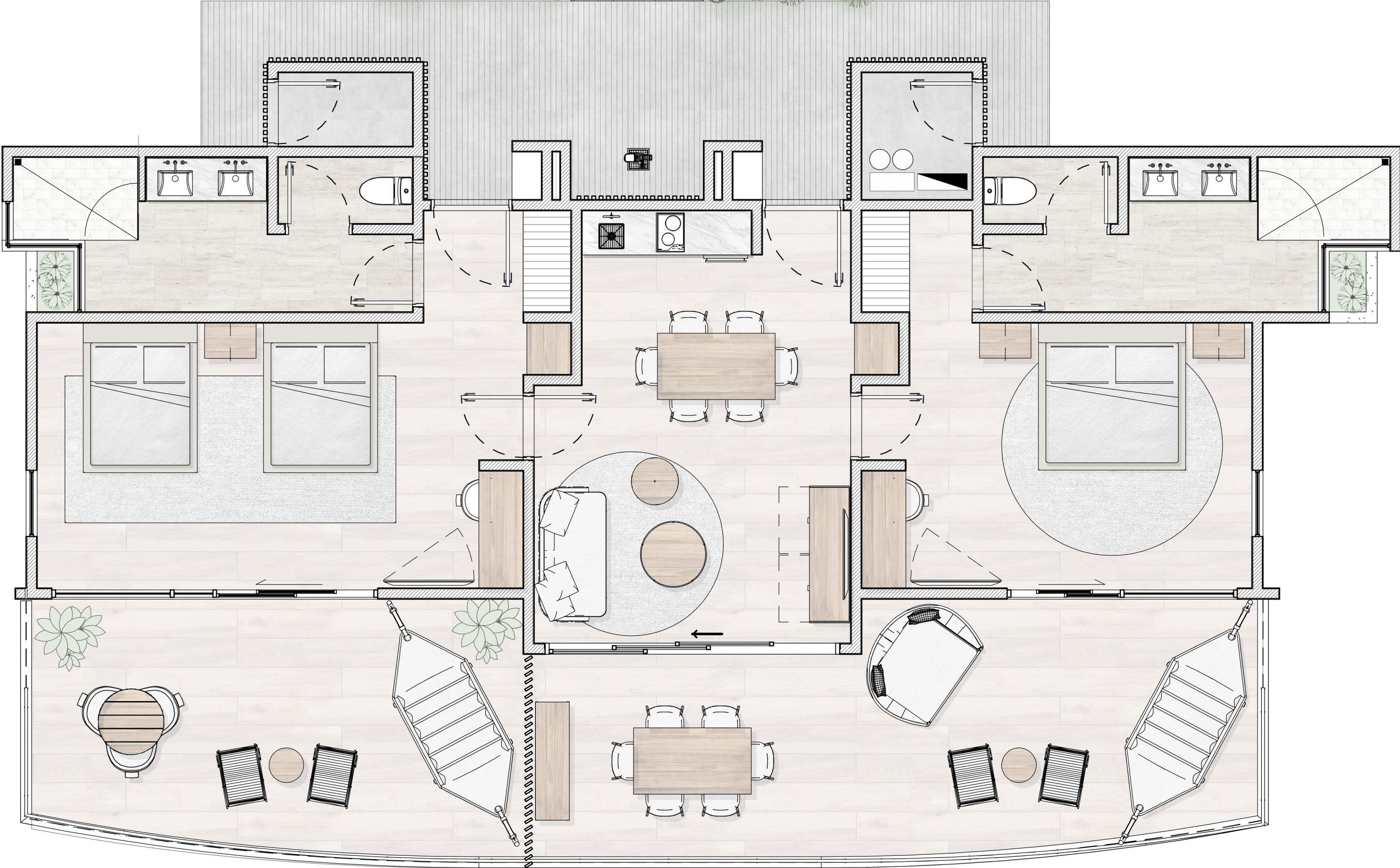


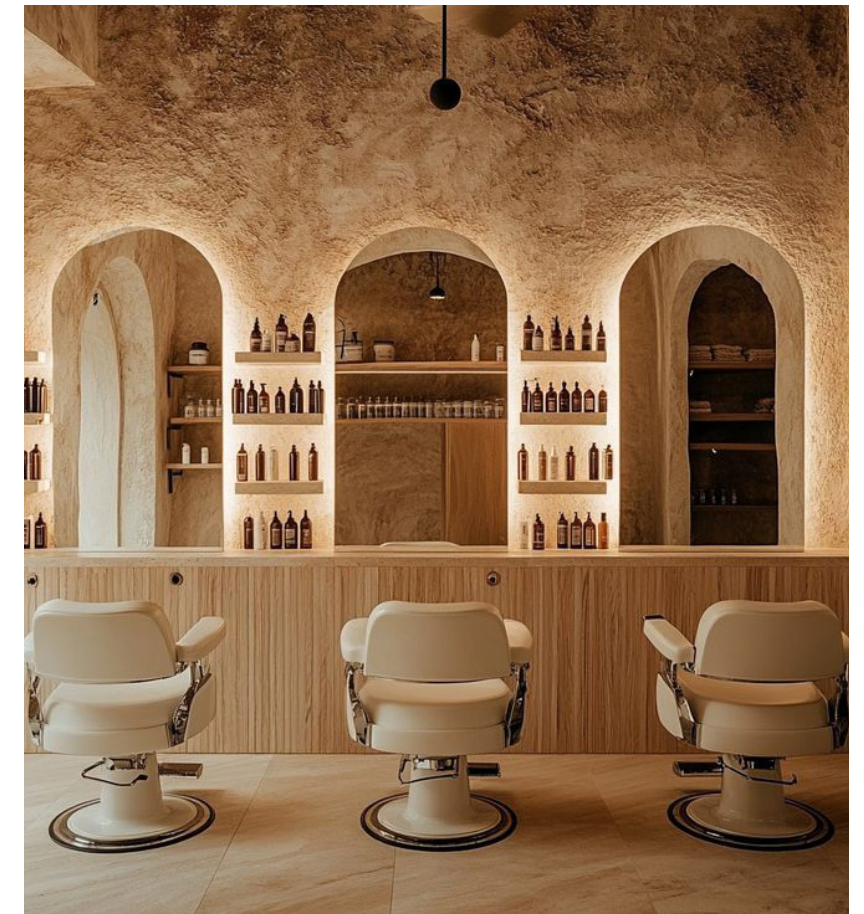
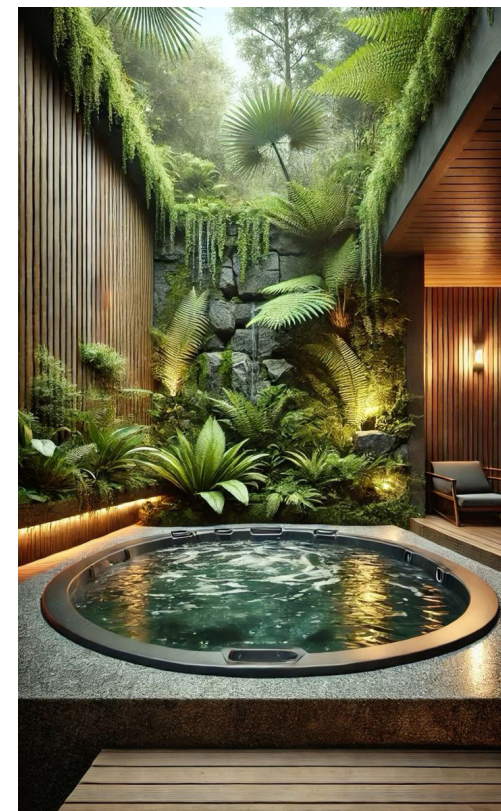
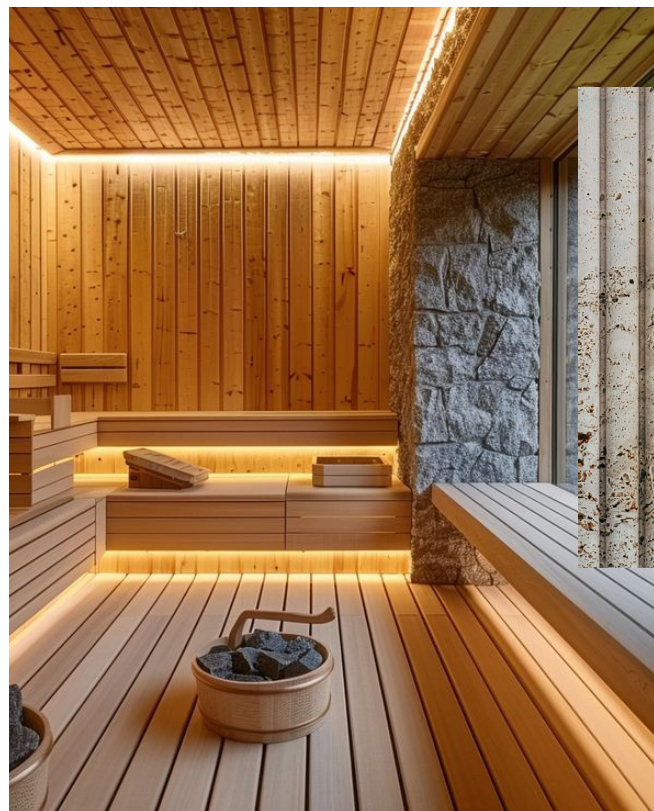
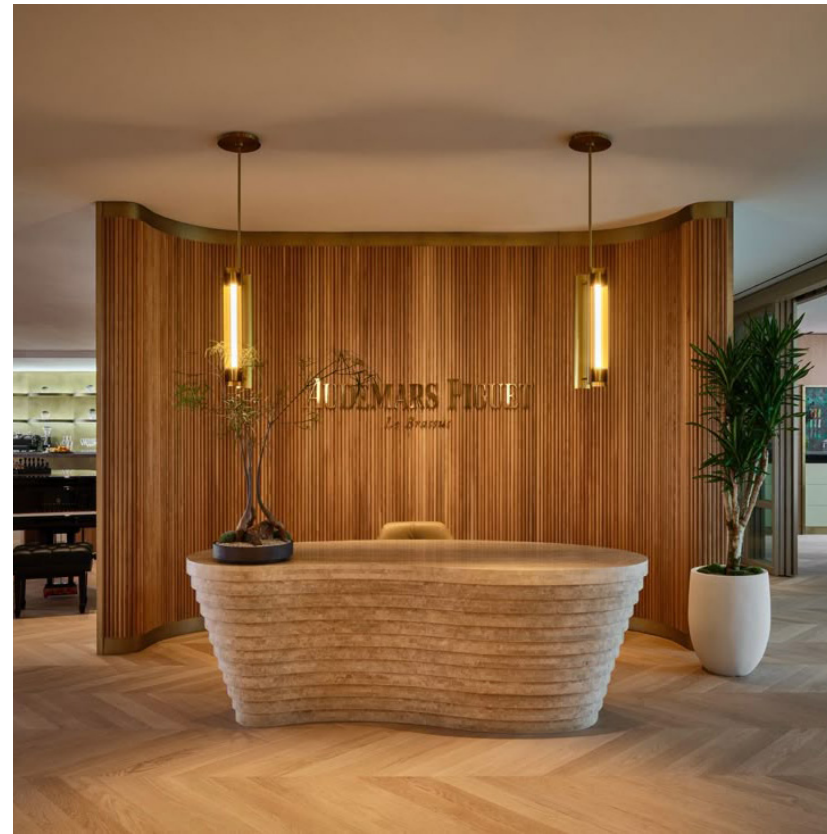
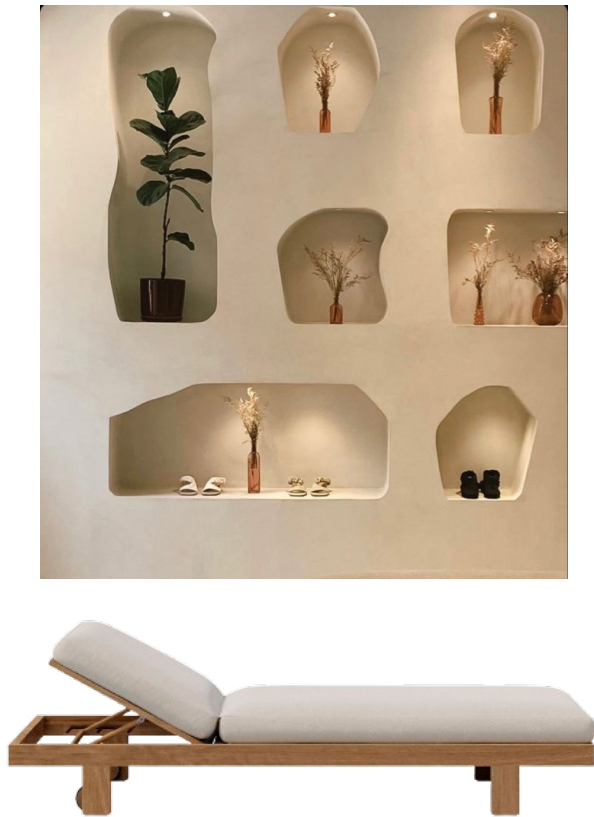
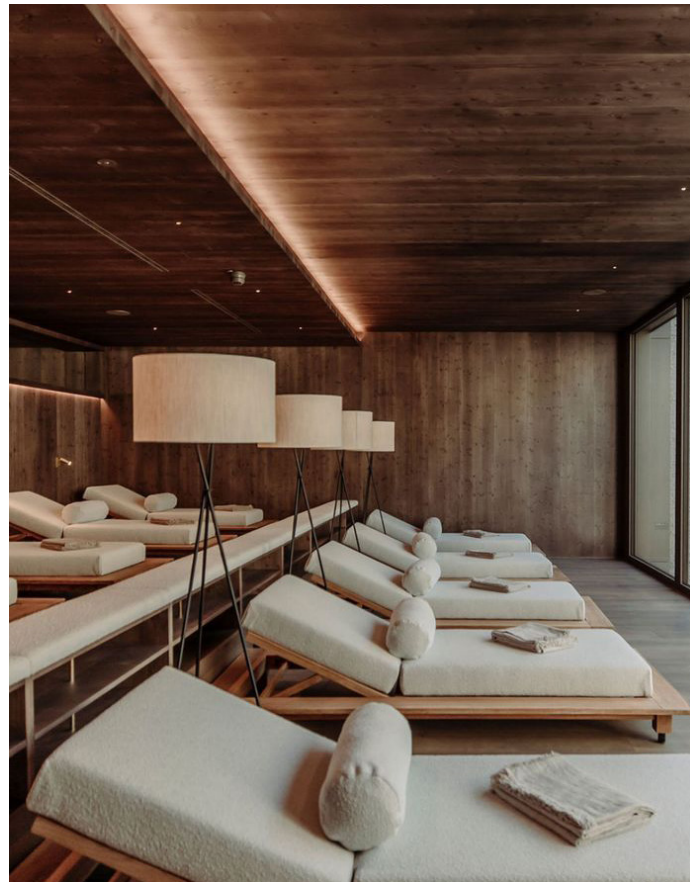
suite connecting/lockoff

Suite / Connecting / Lockoff Floor Plan

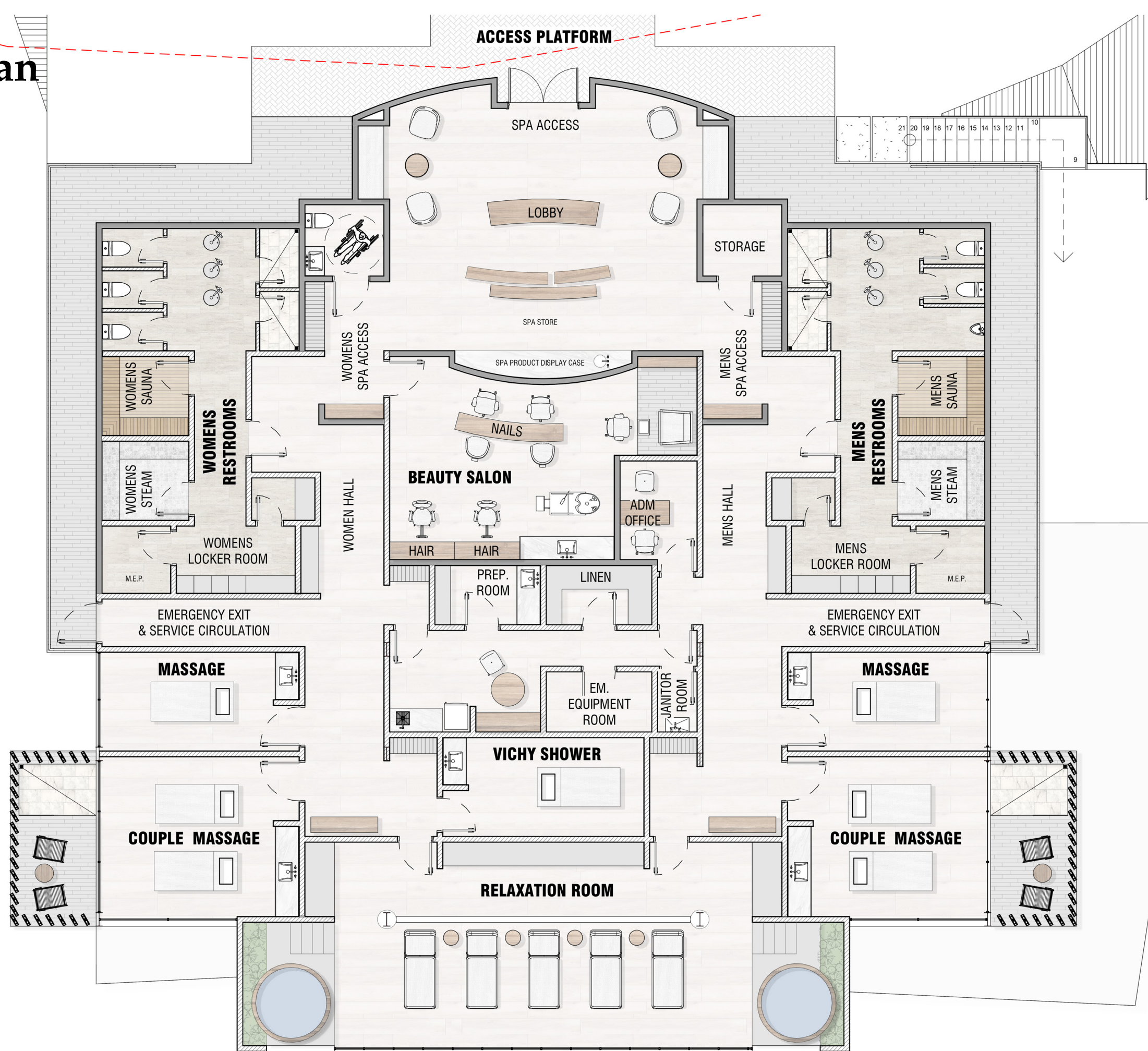
Double Queen Room 38m2
Terrace 23.35 m2

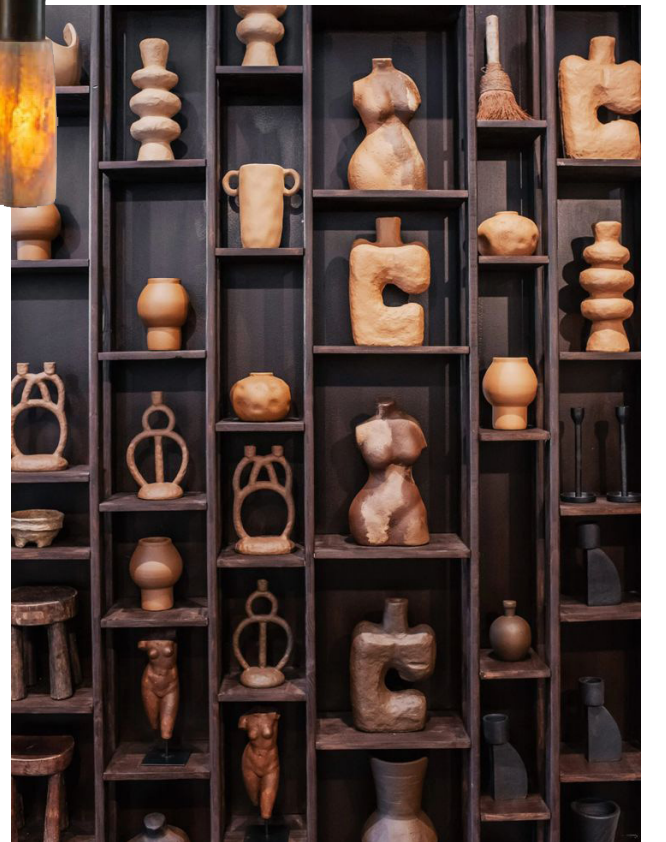
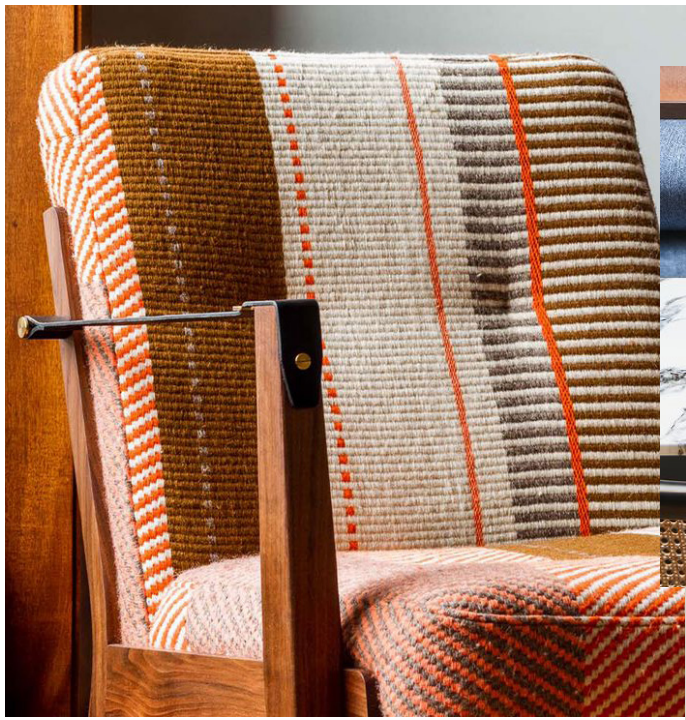
Suite and Pantry Room 56m2
Terrace 31.5 m2





Spa Floor Plan



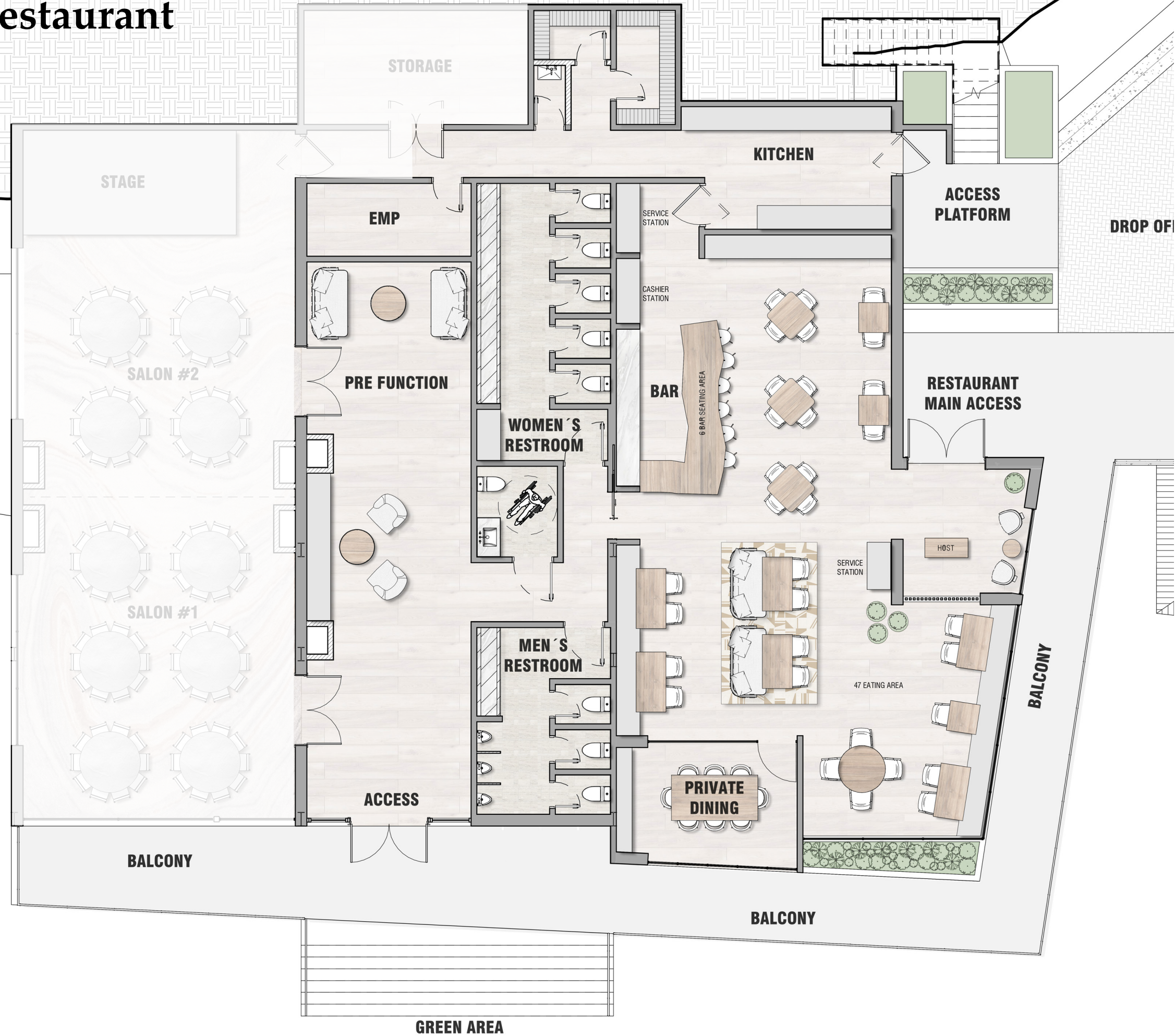


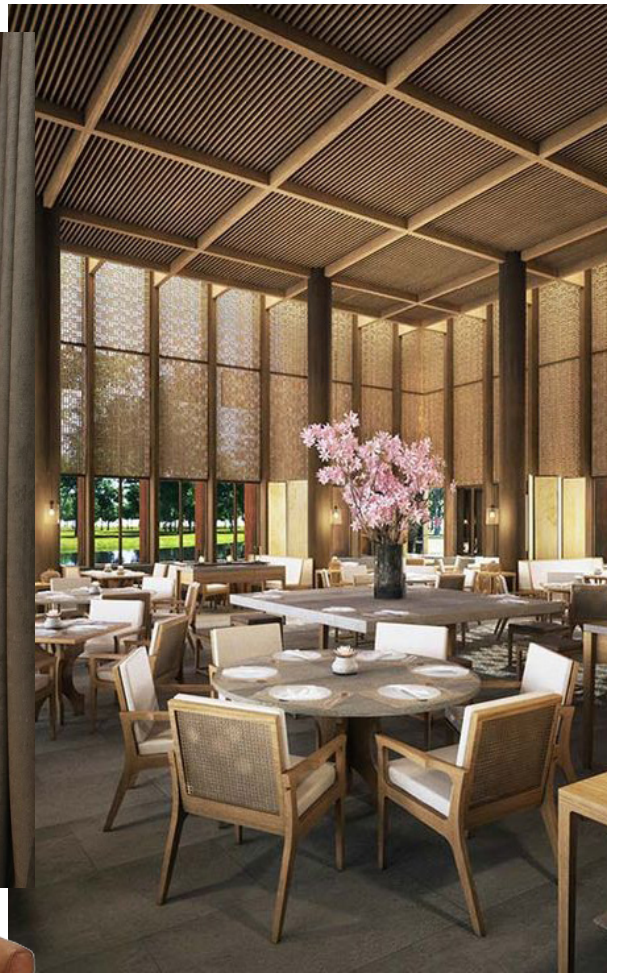
specialty restaurant

Specialty Restaurant Floor Plan

Total diners: 60
Dining Area: 138 m2
Specialty Upgrade:
2.3 m2 per seat

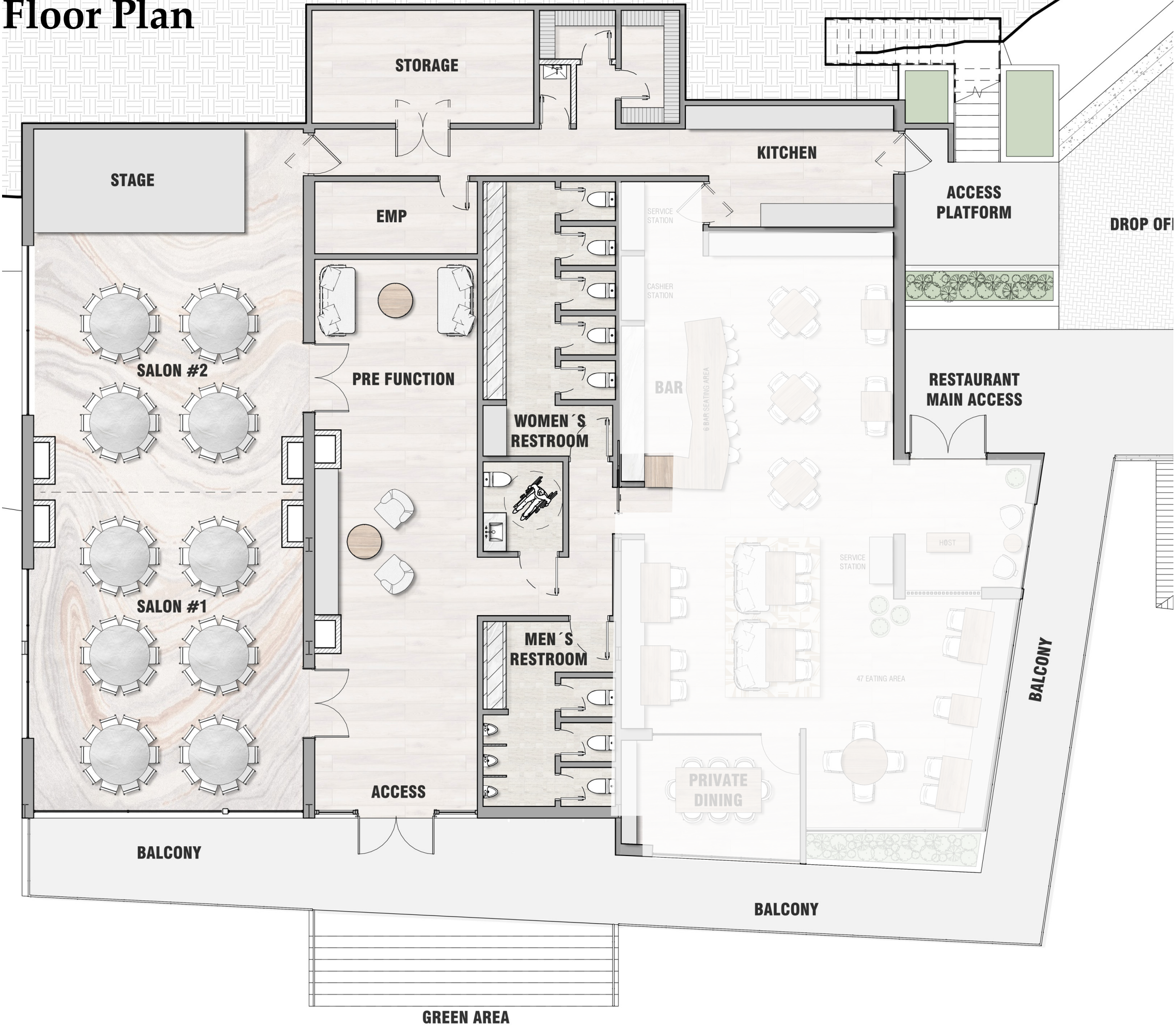
TOTAL 138m2





ballroom

Ballroom Floor Plan





interiors