

The Harmony Project



A new wind of change is blowing through the world of luxury travel as increasingly sophisticated journeyers deepen their search for unforgettable encounters with the world around them. No longer satisfied with exclusive luxury, walled compounds and unbridled pampering, the goal of this important market segment now focuses on inward and outward journeying with a true sense of purpose. As they quest for ultimate relaxation, rejuvenation, adventure and connection in powerfully memorable locations, these seekers desire nothing less than the ultimate goal: transformation through unequalled, authentic experiences that provide deep personal meaning and growth resulting in enduring harmony with the world around them. The attempt to satisfy this growing desire for meaning through increased levels of branded luxury and 'old world service' is simply not enough, as



BHUTAN

this more traditional formula depends on providing a constant press of artificially created events and sensations, an inauthentic formula that never truly fulfills the search for transformative encounters. The endlessly competitive drive to sell "what's new or trendy" can never provide

the lasting quality of experience that modern travelers now seek.

As a counterbalance to this highly competitive hospitality model, a more enlightened approach to travel with meaning is now emerging.

The Harmony Project unveils a revolution in travel destination design, one that expands realm of authentic discovery. This dynamic luxury responsible lodging model, called the **Trio of Success**, is scaleable to minimize equity risk and allows for self-generated unit-level growth according to market conditions. A multi-phase strategy is planned, starting with a luxury facility of 10-20 units. Based on the success of the first, multiple projects may follow elsewhere in Bhutan to showcase the Harmony Project's South Asian destination, providing a balanced alternative to its Indian locations; each has experientially designed luxury accommodations, extensive activity and adventure opportunities.

FEATURES

- Traditional culture (past & present);
- lifestyle and art in life;
- the wellness principles of traditional Bhutanese Medicine;
- recreation and adventure;
- an active responsibility to community and environment, and;
- responsible and sustainable tourism model called a Trio of Success that also curbs urban migration.



THE PRODUCT

The Harmony Project identifies and celebrates special places in the world. It strives to present them to travelers seeking adventurous and life-changing experiences. The Harmony Project creates a bridge between cultures, that of the host and that of the traveler.

Travelers will:

- learn and live the history of each special destination;
- become enriched by particular traditions of health, lifestyle, art, and spirituality;
- gain knowledge of indigenous flora, fauna and ecology;
- be inspired by the community that they have joined;
- want to incorporate what they have experienced into their lives upon returning home - *Bhutan, a resource for life.*

The Harmony Project calls this product a “Living Museum”

LOCATION

The Harmony Project will launch its Trio of Success business model in a destination with proven demand. The experiential concept appeals to both leisure and destination spa travelers. Bhutan will balance the planned inaugural China and Indian destinations. India will start with three locations - the historical *Jaipur* Hunting Lodge, *Bhor* Village situated within 5000 acres of rice farm along a reservoir south east of *Pune*, and the *Nawab* Palace

on the Indian Ocean coastline thirty minutes boat-ride south of *Mumbai* (photo below). The Harmony Project plans for the *Nawab* Palace to be a destination Ayurvedic medical spa and clinic. The clustered traveler's dwellings shall be distributed throughout the *Bhor* Villages to allow complete immersion into country life. The restored *Jaipur* Hunting lodge will offer a traveler's respite to the rigors of safari.



LODGING CONCEPT

A superior way of life is approached when a complete integration of a region's art, lifestyle, philosophy, wellness and community are introduced to the traveler. Each location will offer signature adventure and activities.

An enriched and healthy lifestyle system survives five millennia only to be buried by a hyper-changing contemporary South Asia. Modernity's crush on antiquity and culture has left the South Asian traveler seeking both refuge and understanding. Harmony Project South Asia provides multiple opportunities for a personalized experience. Once enlightened, many will choose to adopt the enriched and healthy lifestyle to attain individual and sustained harmony. Each destination serves as a bridge to interpret and experience the culture, environment and indigenous knowledge.

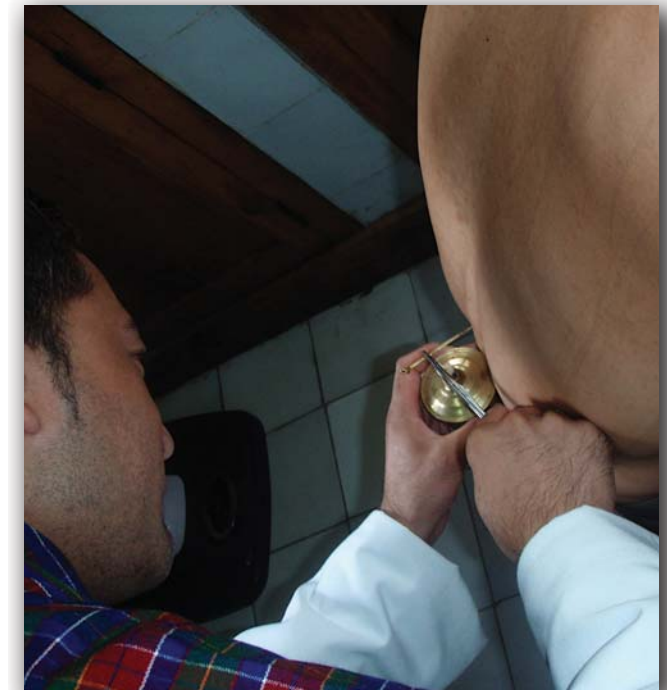
CULTURAL CONTEXT

HIMALAYAN LIVING SPA ~ A respite from the rigors of South Asian travel is offered in the spa where indigenous Bhutanese traditional wellness is practiced.

- Using traditional knowledge affords the traveler an excellent avenue to experience a culture.
 - Integrated medicine (traditional Bhutanese and Western medicine) clinics are established and utilized by the community, employees and travelers.
- Signature spa programs feature traditional treatments. Acupressure, phyto-medicine,

stone baths with prescribed one or more of thirty healing materials including the stones themselves. An "open kitchen" Bhutanese pharmacy for phyto medicine may be established for phyto medicine propagated or gathered in the area.

ART ~ In Bhutan the Living Museum includes Artist-in-Residence studios representing *Zorig Chusum*, or thirteen arts. Workshops and studios of carvers, carpenters, ceramists, metal smiths,



jewelers, tailors, weavers, sculptors, painters and others are associated at each of the destinations. The artists create, provide for or restore the residences and visitors access the studios within the extended community. The commissioned work is collector (museum) grade fine art and installed in the living spaces and galleries. The Artist-in-residence employs traditional knowledge, provides access to world-class collectors, and advances and preserves the arts.

HISTORY ~ Where possible an existing estate or farm may be augmented, renovated and restored (example below), or used to inspire new structures and facilities. This Living Museum may echo the typical residence spaces, courtyards, and cultivated areas offering a Sense of Place. It will also reflect the connection between agrarian life and food as culture. In the second phase of development, we may venture in or near the national parks or reserves in the south east to celebrate the natural history of Bhutan.



There are no restaurants or bar, front desk, gift shops check in and out. Most dining occurs within individual residences. Much of the commissioned art in the residences is available for sale. In this way the sense of history and place is recognized and celebrated.

LEARNING

THE LOBRIGKHANG ACADEMY ~ A Resource For Life: Traveler and employee communities receive opportunities for information, interpretation and life learning opportunities through the Academy. It coordinates in-residence and community programs for scholars, artisans, physicians, lecturers, naturalists, teachers and researchers. Signature programs include:

- Artist in Residence
- Scholar in Residence
- The Living Spa
- The Living Museum
- Bhutanese Hospitality

(Harmony Project's continuing education for employees in hospitality, traditional culture, arts, and wellness are also a significant component.)

BHUTANESE RESOURCE FOR LIFE

A superior existence is attainable with art and harmony (spirituality) in life. The enriched and healthy lifestyle systems of five millennia offer attainability. Life-changing and life-enrichment are the benefits of this resource: a harmonious balance of art, culture, beauty, wellness, lifestyle, recreation and responsibility to community and the environment.



CULTURAL CONCIERGE & CULTURAL SAFARI

Within a designated venue at each destination the Cultural Concierge coordinates regional awards and symposia on traditional arts. Interpretative Cultural Safari or self-guided village or farms of the Living-Museum are daily occurrences to the rhythm of the community.

The experienced bridge is a proven link for attainment. It will transform one's travel and lifestyle by awakening then quenching a sense of purpose. Traditionally appointed facilities (augmented for the comfort of the foreign traveller) as a living museum comprising art, lodging, wellness, and dining will be located in gateway and key historic South Asian destinations: each uniquely capturing a sense of place and history.

PROJECT DESIGNERS AND PARTNERS

A company is established in Bhutan made up of seasoned luxury hospitality leaders and talent with regional experience, jointly owned by Harmony Project Global. Based in South Asia, a team of leaders, development and facility construction & design specialists launch the effort in phases.



1. Bhutanese partner(s) is selected to tone the concept, help link the stakeholders / constituents and to facilitate construction and community development.
2. The first location or two are selected and established according to the Trio of Success business model and ease of access.
3. The Academy departments are established.
4. The next location is selected and established to launch the Harmony Project's Bhutanese Himalayan circuit depending on developed infrastructure and success of the first location(s).

TARGET MARKET

- Luxury leisure traveler
- Adventure traveler
- Antiquity and cultural tourist
- Extended South Asian itinerary holder desiring a:
 - Himalayan Resource For Life introduction or immersion opportunity
 - Bhutanese adventure and recreation
- Frequent traveler of India now looking for 'something else'. A graduate of the ubiquitous cultural icons.
- Seeker of established alternative medicine.
- University alumna and professorial lead continuing education tour
- World art collector.

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