



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 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 traveler's grail: transformation through unexcelled, authentic experiences - experiences that provide deep personal meaning and growth which result in enduring harmony with the world around them.

New Tourism, New Luxury

The attempt to satisfy this growing desire for meaning through increased levels of branded luxury and 'old world service' is simply not enough, as 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' can never provide the lasting quality of experience that those modern travelers who epitomize the term 'New Tourism' are now seeking.

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



Harmony Project' by its creator, Mr. Bradford Zak, now unveils a revolution in travel destination design, one that not only expands upon the principles of the recently developed Experience Economy model of the 1990's, but lifts its basic tenets into the realm of authentic discovery.

THE HARMONY PROJECT: TRAVELING TO THE NEXT LEVEL

The Harmony Project embodies a revolutionary philosophy of engagement by emphasizing the in-depth exploration of unique locations in a manner that is at once original as well as timeless in its scope. Offering a harmonious path to deep discovery through the exploration of an indigenously-based resort environment, the Harmony Project paradigm offers travelers unparalleled opportunities to move into lasting personal transformation through memorable and mindfully created experiences.

Such farsighted vision is a rarity - yet such is The Harmony Project: a unique concept in 'deep travel' for today's dedicated luxury journeyer.

EMBODYING THE PHILOSOPHY OF HARMONY

Drawing on a broad range of knowledge gained from over three decades of luxury hospitality experience, The Harmony Project model presents the

'New-Luxury' world travel market with a carefully developed collection of locations, each of which provides thoughtfully designed opportunities for genuine involvement (and investment), true indigenous cultural interaction, adventure immersion, and deep rejuvenation - all based completely upon the actual history, culture, and traditions of each Harmony Project locale.

When such a balanced blend of product, facility and programming is the basis for adventure, the experience offered to guests is unequivocally greater than the sum of its parts. The combination of uniquely beautiful places, facility designs and services which not only reflect but strive to honor local cultures, and a collection of memorable experiences which are rooted absolutely in the history, culture, and peoples of each site set the stage for transformation and an authentic experience of what it means to live a harmonious lifestyle.

THE HARMONY PROJECT 'TRIO OF SUCCESS' MODEL:

A three-tiered luxury resort business model, The Harmony Project's 'Trio of Success' model solidly supports all Harmony Project locations. Like a steady tripod, it balances its actions on three equally important working principles:

1. **Business Balance** - sound product marketing, finance, and communication
2. **Developmental Balance** - sincere and sensitive care for wildlife, land, and community
3. **Harmonic Balance** - an honest sense of place, history, and purpose

Following these guidelines, The Harmony Project achieves a living, self-sustaining presence in each of its project entities, one which invokes strong emotional response and connection. These core values underpin all Harmony Project properties, thus providing for an ongoing, shared experience of communal well-being between investors, colleagues, staff, and guests.

Authenticity + Connectivity + Creativity = Sustained Hospitality Value

Obsolescence is avoided and costly concept-update renovations are avoided. Design & Development, Operations, Community/Ecology/Culture and Partnership Equity are integrated. The Harmony Project is thoroughly involved in concept origination, design/development, construction and operations. Only in this way can we consistently exceeding client expectations and steadily unfolding fresh, intriguing client engagements, The Harmony Project sustains market attention, both avoiding obsolescence and expressing its fullest potential over time.



THE 'TRIO OF SUCCESS' MODEL VS MOST BUSINESS MODELS

Harmony Project adds unforgettable value and expression through its strong focus on:

'A Sense of Place' addresses cultural and geographical contexts, celebrating the inherent spirit of the environment, its wildlife, its employees, and their local community, thus creating an unparalleled opportunity for genuine personal experiences. The indelible memories that remain with a traveler will always come from such direct encounters.

'A Sense of History' honors the historical, social, and anthropological aspects of a locale, thereby supporting vibrant and engaging thematic platforms that add truly sustainable purpose to adventures and activities. Direct encounters and personal involvement create lasting connections for guests, staff, and stakeholders.

'A Sense of Purpose' engages the civil, self-improvement, and environmental interactions which play such an important role in giving the client a deeper sense of personal involvement, bringing novelty, authenticity, freedom, and vibrant social involvement into play.

The EMERGING WORLD OF HARMONY

Located in beautiful, remote regions around the world, Harmony Project resort properties currently include five distinct regions:

★ **African Living Spas, Tanzania** - Three locations are set for phase one: Historic Coffee Plantation on the verdant slopes of the Ngorongoro Crater; lodge and permanent tented camp site located within a Maasai private reserve overlooking Tarangire National Park; and, Indian Ocean beach resort on the Marine Park of Mafia Island (just south of Zanzibar).

★ **Rainforest Living Spa & Resorts, Costa Rica** - Set in the lush Pacific Coast rainforest region of Costa Rica, this new-world collection of spa-oriented resorts is based upon ancient Mesoamerican and tropical approaches to wellness and rejuvenation expressed through a core Destination Medical Spa program.

★ **West East Bridge, China Resource for Life** - This 'art in life' approach offers a harmonious balance between art, culture, beauty, wellness, lifestyle, and recreation through an inspired mix of artistic expression, lodging, and Living Museum/Chinese Living Spa experience. Key regional destinations, each uniquely capturing an authentic sense of place and history.

★ **Indian Living Spa, Resorts & Estates** - Three destinations; Hunting Lodge in Jaipur, Rice Village of Bhor (SW of Pune) and Ahmedgani Nawab Palace and Indian Living Spa a brief boat ride out of Mumbai.

★ **Bhutan Resource for Life** - Another 'art in life' approach offers a unparalleled cultural opportunity in two Historic Villas and a Rice Village.



THE HARMONY PROJECT: TRAVEL WITH A PURPOSE

Introducing a completely new model for enlightened adventure luxury travel, the Harmony Project vision offers a transcending experience for exploring fascinating world destinations through carefully envisioned and mindfully created touchpoints:

- Regionally-based attractions, adventures, and activities specific to each location and country.
- Locally inspired architecture and interior design at every locale
- Living Museums and Cultural Safaris, each designed to introduce and involve guests in every fascinating aspect of each Project site
- Interactive community-building involvement and engagement
- A unique 'Living Spa' concept featuring indigenous wellness treatments, procedures and healing life-style within an integrated medical clinic
- Organic food and beverages, locally grown and creatively presented with a focus on healthful, balanced nutrition
- Fine art commissions by local artists through an 'Artist in Residence' program at each location

'Travel with Purpose' builds spiritual growth, wellness, and personal enrichment. By experiencing self-fulfillment through adventure while leaving 'nothing but footprints' and 'giving back' in very meaningful ways, the Harmony Project journeyer achieves a deep level of satisfaction. Contributing not only to his own well-being but also to that of the project itself, its supporting local community, and to his fellow travelers he embodies the essence of the Harmony philosophy.

Thus the Harmony Project experiential model far surpasses the 'New Luxury' paradigm by providing a unique opportunity for personal growth by exploring authentic indigenous lifestyles in continually new and inspiring ways.

We invite you to consider becoming a part of The Harmony Project vision for our World. For more information regarding investment, participation, and travel opportunities, please contact us at:

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