



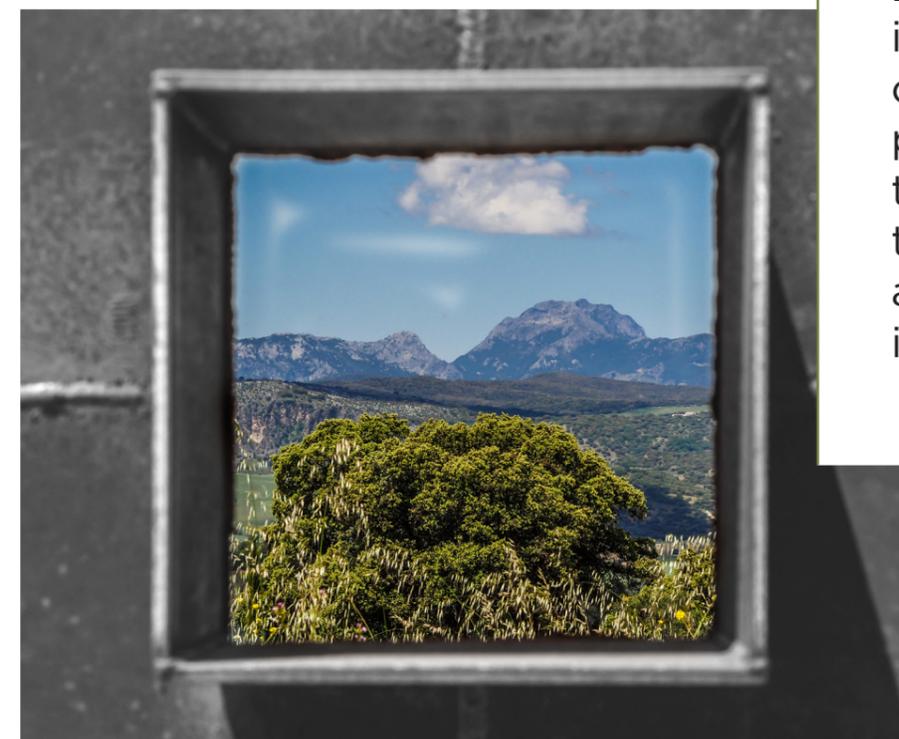
YOU WON'T FORGET
THE EXPERIENCE

INTRODUCTION

HOW DID THE PROJECT START OUT?

The project originates from the **LA Organic** olive oil brand, whose production began in Ronda, Malaga, in 2004. Today it is also produced in other parts of Andalusia and Mallorca, and is proud of its international presence in more than 25 countries.

Just as the famous wineries and vineyards promote the production of wine. **LA Almazara** project will deal with promoting and teaching about the process of olive pressing by constructing the first olive mill in the world designed by a well-known architect, to be located in Ronda, one of the oldest and most touristic cities in Andalusia.



LA Organic Experience launched in early 2019, an organic agriculture project which offers the visitors a journey through olive groves and vineyards in an idyllic itinerary.

THE ESTATE

The farm has 26 hectares of land in an environment of high scenic and ecological value, near the historic center of Ronda.





NOTHING IS PURER

The first phase is **LA Organic Experience**, an organic agricultural project that offers a guided tour with an idyllic itinerary through and along olive groves and vineyards.



LA ORGANIC EXPERIENCE

ITINERARY

0. Entrance
1. Parking lot & Photo Exhibition
2. Greenhouse
3. Organic Garden
4. Philippe Starck's Surprise
5. Vineyard
6. Philippe Starck's Surprise
7. Philippe Starck's Surprise
8. Fruit Garden
9. Philippe Starck's Surprise
10. Doña Lola Chapel
11. Philippe Starck's Surprise
12. Path Through Olive Trees Varieties
13. Centennial olive trees, Carlota square
14. Philippe Starck's Surprise





ENTRANCE

The gate to enter **LA Organic Experience** is large enough for the entrance of multiple vehicles and allows for bus manoeuvres. The road to the parking lot is made up of three roundabouts with centuries-old olive trees.

PARKING LOT & PHOTO EXHIBITION

Once the visitor enters the property they will find a parking lot with a surface of 3000m² designed by Stefano Robotti. There will be an exceptional photo exhibition displaying works of several renowned artists. The artwork may be purchased by visitors at the end of the itinerary.

- Capacity: 3.000pax.
- Size: 1.000 m².



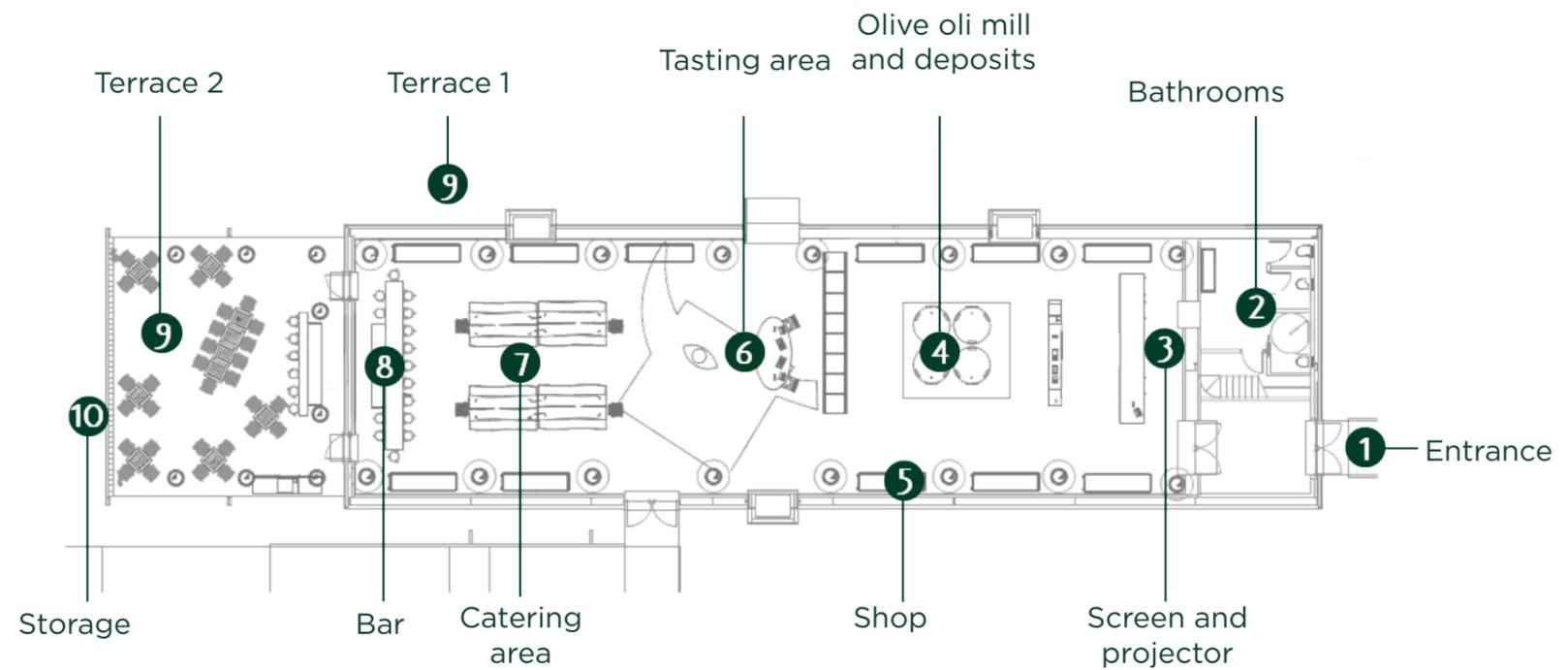


GREENHOUSE

BEGINNING AND END OF THE ITINERARY

The itinerary begins at the Greenhouse, which combines different spaces and includes an artisan oil mill, a bottling machine and a labeling machine, as well as a projection room, gastronomy bar, shop, tasting room and two terraces. To begin the visit, a five-minute video will be shown that explains the history and origin of olive oil, as well as the production process.

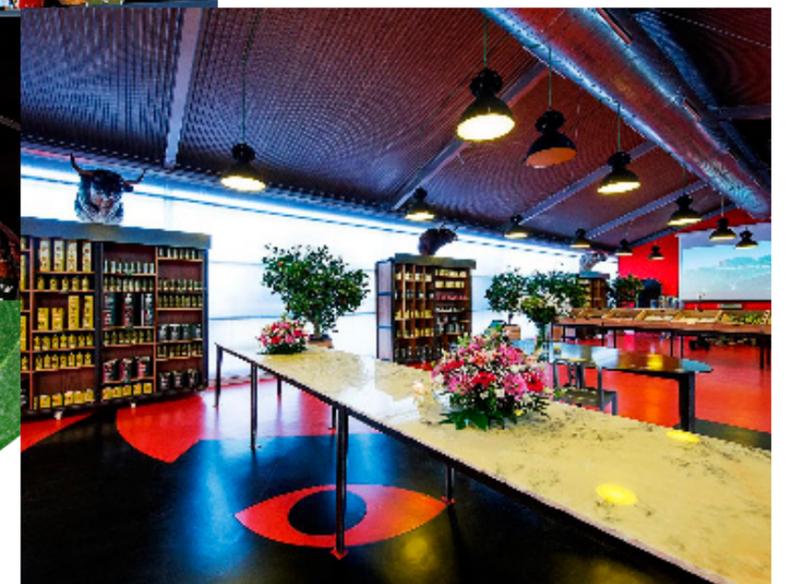
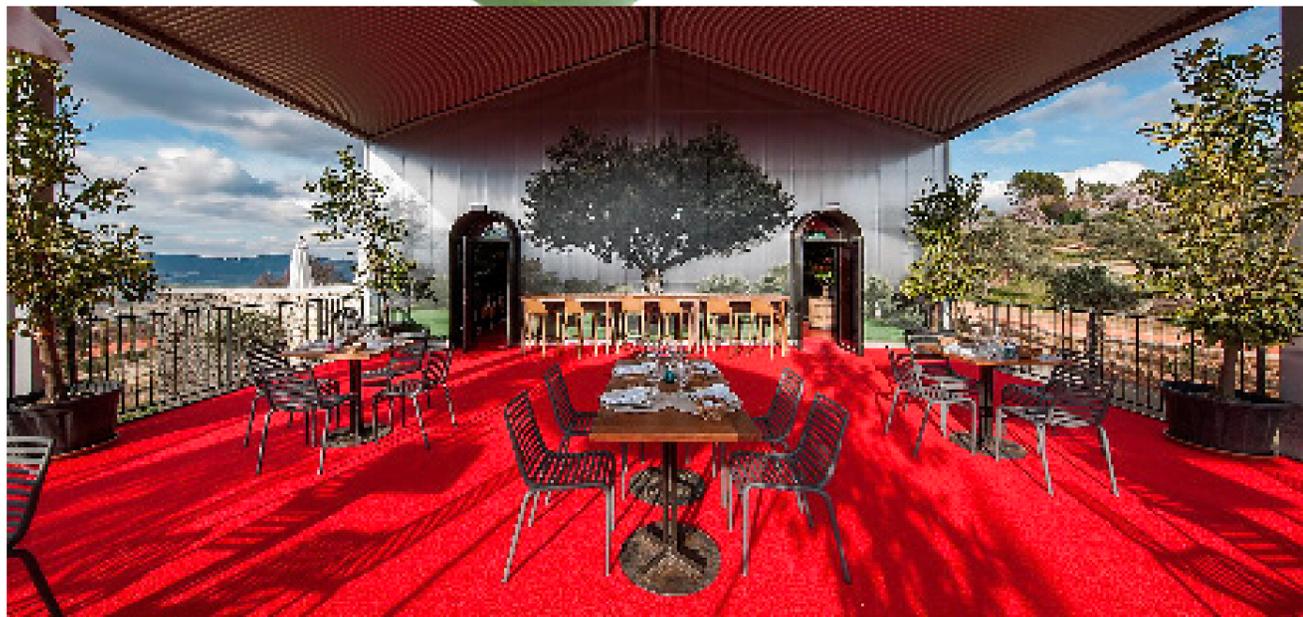
- Capacity: 200 pax.
- Size: 500 m².



GREENHOUSE

BEGINNING AND END OF THE ITINERARY

The visits end at the Greenhouse, where the visitor can enjoy a tasting of organic olive oil from the different varieties of olives. It includes a store where you can buy everything from olive oils, vinegars to amenities related to the product.



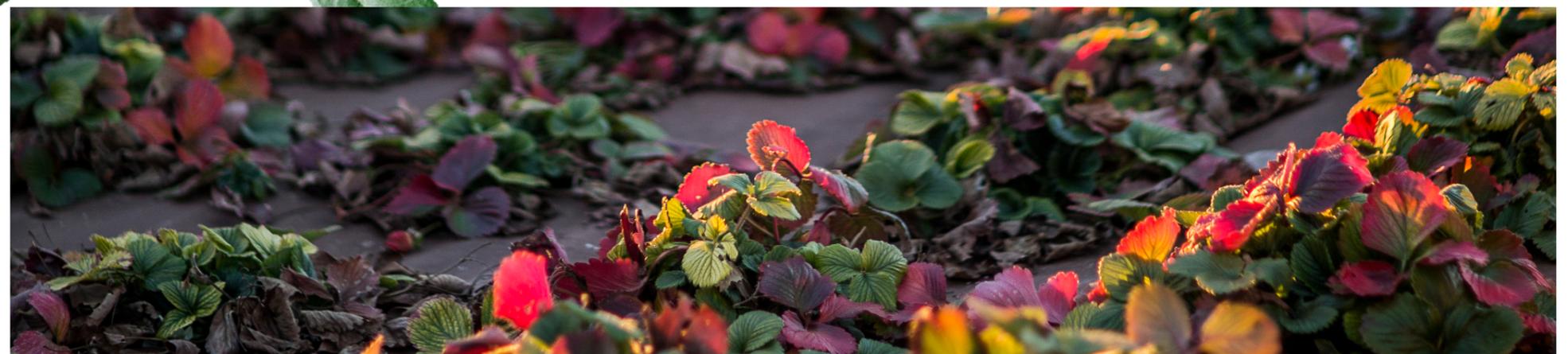


ORGANIC GARDEN

The tour continues in the organic garden where we can find a wide variety of products such as tomatoes, peppers, zucchini and carrots.

The visitor will learn about the vegetable production cycle and the different cultivation techniques. All foods are 100% organic and will be available for purchase in the store at the end of the tour.

■ Size: 2.000 m².



PHILIPPE STARCK'S SURPRISE

THE GREAT MIRROR TO VIEW THE WORLD FROM ANOTHER ANGLE

Upon finishing the visit to the vegetable garden, the itinerary continues along a red gravel path where visitors will find the first Philippe Starck's Surprise, a unique mirror positioned in such a way where they will simultaneously become actors and spectators.



ECOLOGICAL VINEYARD

Visitors will also get to know an organic vineyard of cultivated grapes that will be of the “Pinot Noir” variety.

Michel Rolland, one of the most reputable and influential winemakers in the world, will be in charge of the production of the organic wine.

- Size: 1.000 m².



PHILIPPE STARCK'S SURPRISE

THE SYMBOL

Upon leaving the vineyard, visitors will enjoy the views through the second Philippe Starck's Surprise, a vertical iron sculpture that represents the silhouette and shadows of the El Toro Museum. Visitors can see the surrounding countryside through the red eye made of glass and with the perspective of the porthole.





PHILIPPE STARCK'S SURPRISE

THE GREAT MIRROR OF
THE EXPLODED UNIVERSE

Following the route, visitors will find another Philippe Starck's Surprise, a mirror between trees within an area struck by lightning, discovering the reflection of a sky in pieces as if it were fragmented by the magic of an enchanting wizard.



FRUIT GARDEN

Visitors will also have the opportunity to visit a fruit orchard along the way, There is a wide variety of fruit trees types including orange, quince, peach, plum, lemon, apple and fig.

Brief explanations will be given to all visitors about the characteristics of the different fruit trees.

PHILIPPE STARCK'S SURPRISE

THE LIVING ROOM OF FRESHNESS

Hidden within the fruit garden, the visitor will have the opportunity to enjoy a “magic room” with no walls, floor or ceiling. They will be offered the opportunity to participate in the experience of entering this fantastic world by taking off their shoes and submerging themselves in a mirror of water and resting in comfortable armchairs.

DOÑA LOLA CHAPEL

The itinerary includes a small chapel to the XIX century and has been recently renovated.

The chapel was donated by the widow Doña Lola, at the order of the Salesians, the former owners of the estate.

In addition to this, **LA Organic Experience** offers the possibility of holding ceremonies in the chapel and the option to continue later in the Greenhouse or El Cortijo.

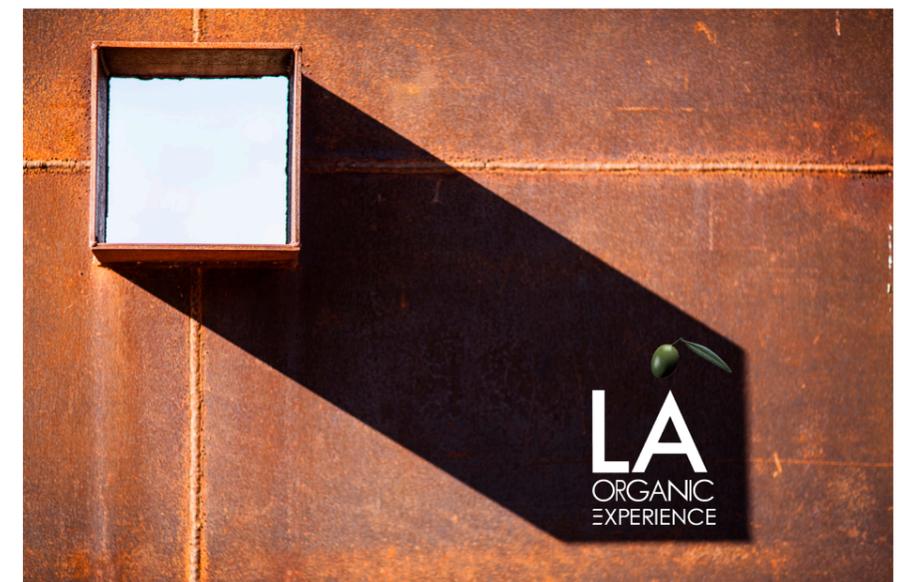




PHILIPPE STARCK'S SURPRISE

THE FRAMED WORLD

Following the itinerary, visitors will have the chance to catch a breath and momentarily sit to gaze through an iron structure that captures the essence of the Grazalema mountain range as if it were cut out of the horizon in a frame.



PATH THROUGH OLIVE TREES VARIETIES

The Path Through Olive Trees Varieties is one of the most fascinating place of the itinerary, where the visitor will find up to twenty-five varieties of olive trees from Spain, Greece, Portugal and other countries.

Each type of olive tree will have its own signage, educating visitors about its heritage and the main characteristics of each variety.





CENTENNIAL OLIVE TREES, CARLOTA SQUARE

The Plaza de la Carlota marks the end of the olive tree variety pathway where visitors will find a rectangular concrete structure with olive trees from the XIX century planted in a bed of rosemary and lavender surrounded by a perimeter of cypresses.



PHILIPPE STARCK'S SURPRISE

THE SCREEN OF IMAGINATION

Exterior screen where the production methods of organic olive oil are projected.



CORTIJO LA ORGANIC

The Cortijo LA Organic is a typical Andalusian Country House that was renovated in early 2017 and converted into an exclusive cottage with 4 rooms, 2.5 km far from the city of Ronda.

The rooms go from 42 to 50m² and an outdoor pool, an open kitchen with a dining room, a living room with a bar and an adjacent 150m² outdoor terrace with extraordinary views around it.



It is located in a unique natural environment surrounded by ancient olive groves and vineyards, with stunning views of the Grazalema mountain range.

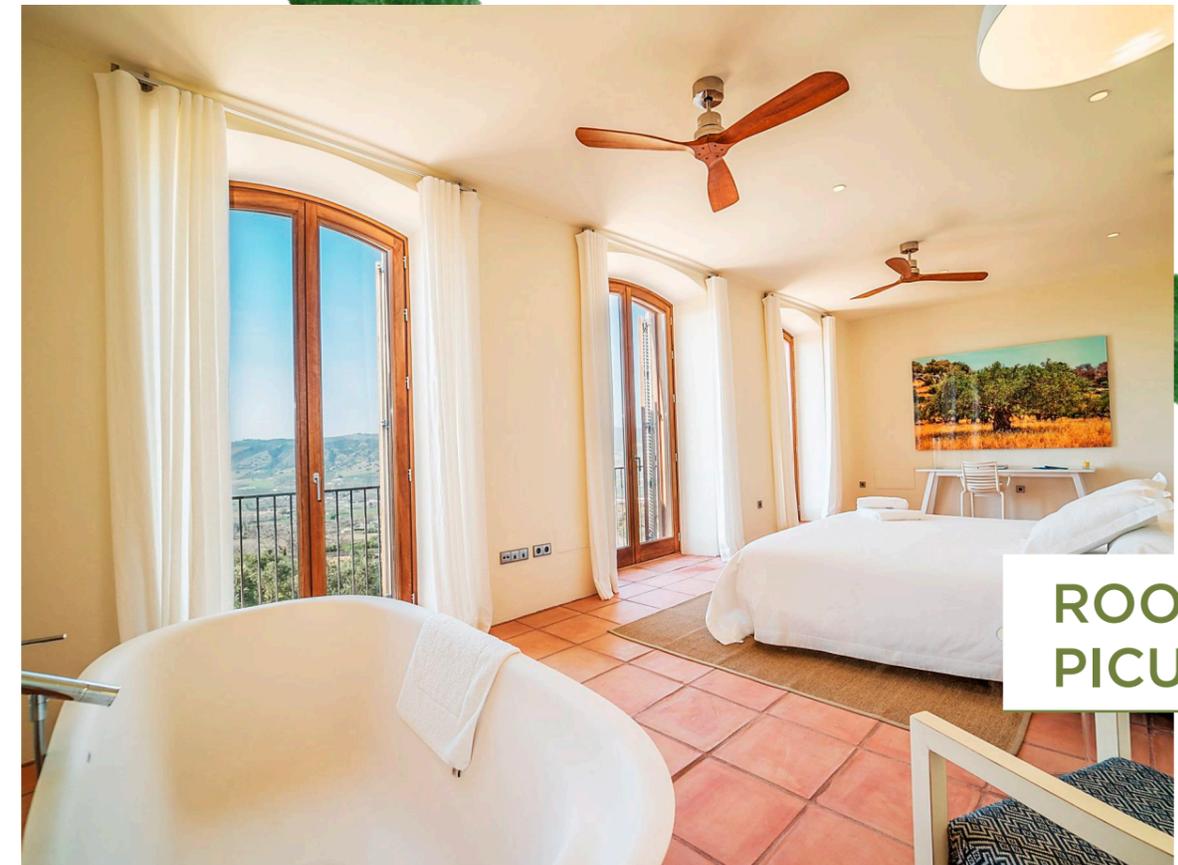
BEDROOMS

The bedrooms of the Cortijo were designed with a modern touch, offering either a balcony or terrace, and are amply equipped with air conditioning, heating, wireless internet access, showers and/or bathtubs.

Guests can indulge in a nutritious breakfast buffet brimming with regional, organic products. Each room has a timeless character combining Spanish tradition with modern design.



SUITE
HOJIBLANCA

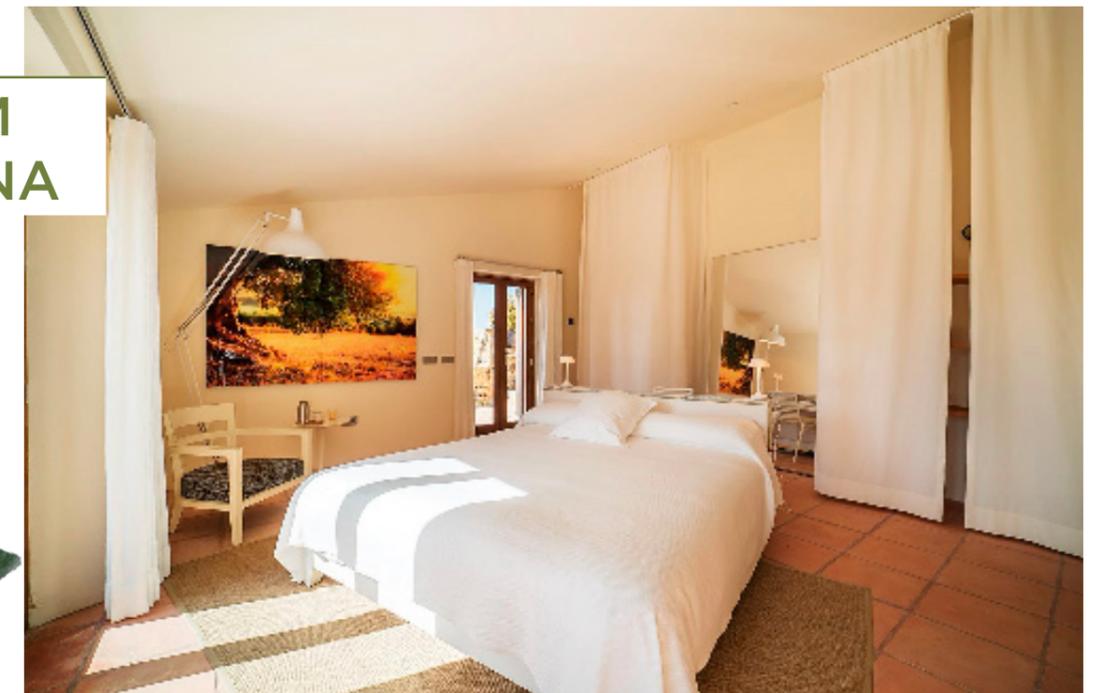


ROOM
PICUAL

ROOM
ARBEQUINA



ROOM
OLIANA





TERRACES

The terraces offer stunning views with various seating areas where you can enjoy wonderful sunsets.



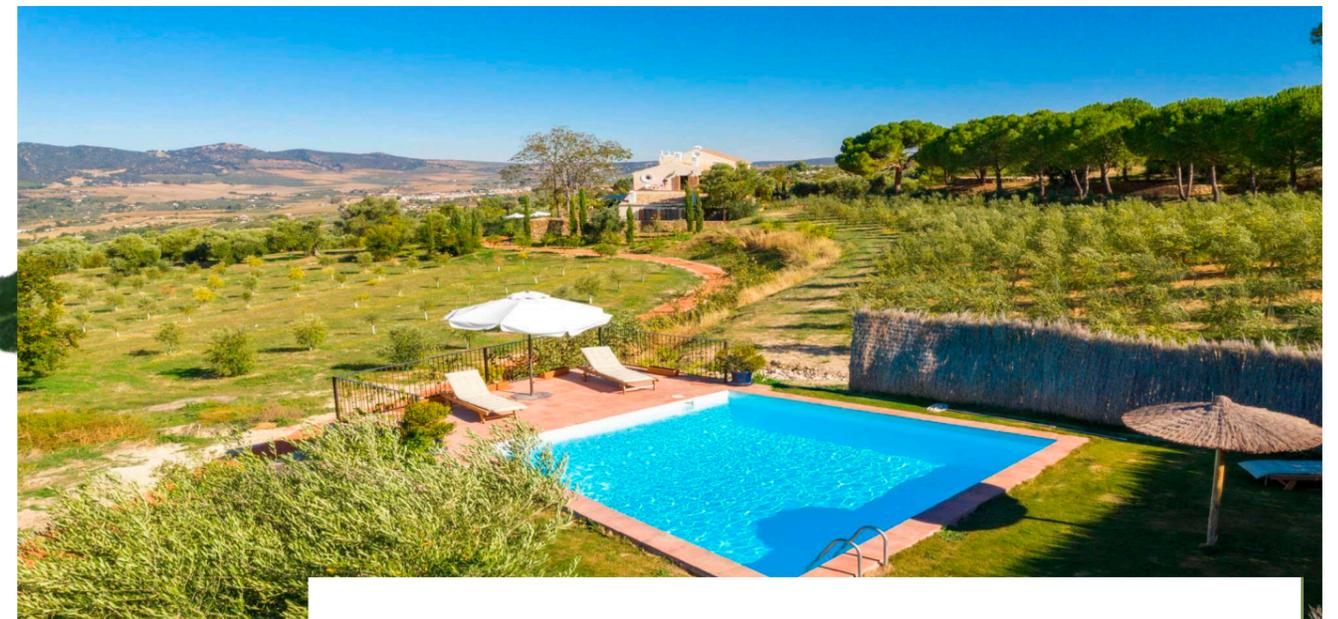
GARDEN

The garden has spectacular views of the Sierra de Grazalema, a unique setting surrounded by nature. It is an ideal space for weddings and celebrations.



DINNING ROOM

The dining room combines an elegant and minimalist touch where guests can enjoy their meals in a relaxed way.



NATURAL POOL

The pool is fully integrated into the environment, ensuring that the farm remains as "intact" as possible.

PATHS AROUND THE ESTATE

The winding paths ensure that the guests have enough space to roam freely whilst learning about the plant-life at every opportunity. Ronda's pleasant climate makes the excursions around the estate possible year-round.

Along the picturesque natural pathway guests will find the "Philippe Starck's surprise" which are individually designed sculptures that act as a point of interest and a place to rest along the way.



SERVICES

The Cortijo LA Organic offers personal and professional service in an ambience characterized by its privacy and comfort, where the guests can enjoy a wide range of activities (massages, yoga classes, guided tours, etc.).

It will become the epicenter of all visitors' experiences during their stay. Moreover, there will be the option of participating in olive oil and tastings. The farm has infinite corners that offer numerous options to disconnect and connect with nature.





—
RONDA

UNFORGETTABLE EXPERIENCES

EVENTS & ACTIVITIES



EVENTS & ACTIVITIES

LA Organic Experience, has 26 hectares of olive groves and mountains, facing west allowing you to be enchanted by wonderful sunsets and spectacular views of the Sierra Grazalema. Its dimension allows us to offer many possibilities when it comes to holding events.

The farm has infinite corners that offer numerous options to disconnect from the daily routines and merge yourself with nature. Ideal space for activities such as yoga, meditation and team building activities that involve teamwork, strategy and fun.



PARKING

NOT YOUR TYPICAL PARKING

We have created a unique space to function as a parking but also as the stage for amazing art pieces from renowned artists.

The ideal place for cocktails or product presentations. A perfect place for any car company event, let your imagination run wild with all the possibilities that this space can offer.

- Capacity: 3.000 pax.
- Size: 1.000 m².



GREENHOUSE

INTERIOR AND TERRACES

An new avant-garde design Greenhouse with two terraces. One covered and one open air from both of them you get to enjoy the views that the Sierra Grazalema has gifted us.

The Greenhouse is prepared to host any type of event such as formal meetings, cocktails or banquet services.

- Capacity: 200 pax.
- Size: 400 m².



GREENHOUSE TERRACE

A covered terrace with views of the Sierra Grazalema that makes us witness of incredible sunsets. Experience a real Flamenco show, let the music be the soundtrack to this experience.

- Room capacity: 80 pax.
- Room size: 100 m².





CORTIJO LA ORGANIC

Typical Andalusian farmhouse from the late XIX century, recently renovated keeping the original exterior façade and with a completely renovated interior design by the renowned architect and interior designer Stefano Robotti.

- Garden capacity: 220 pax.
- Terrace size: 200 m².





CORTIJO LA ORGANIC





PICNIC AMONG OLIVE TREES

This experience in the middle of nature, surrounded by ancient olive trees and spectacular views, to make this lunch a unique moment.



PRODUCE YOUR OWN ORGANIC OLIVE OIL

We are very proud to be offering the possibility to our visitors to create their own organic eco friendly oil.

Pick the best olives from our fields and let us guide you throughout the most excited process. It is an experience you won't want to miss.





FROM THE GARDEN TO THE TABLE

The visitors will be able to pick vegetable and fruits from our sostenible garden.

And our chef will be delighted to cook and served those products for your enjoy.





CELEBRATIONS

—
RONDA



CORTIJO LA ORGANIC

Surrounded by olive trees and lavender fields overlooking the Sierra, The Cortijo is a typical andalusian farmhouse from the XIX century, located inside LA Organic farm only 2.5 km. from Ronda.

A romantic and exclusive place, where we will make your dream celebration come to life.

- Garden capacity: 220 pax.
- Terrace size: 200 m².





The garden offers views of the farm and the Sierra Grazalema, the ideal place to enjoy a celebration, a wedding reception... Just visualize yourself surrounded by nature and delighted by splendid sunset.





The garden, terrace, pool, Ermita and all the unique surprises will make the Cortijo **LA Organic** the perfect place to impress your guests.



The Cortijo offers the possibility to rent modernly designed rooms, with either a balcony or terrace, and are amply equipped with air conditioning, heating wireless internet access, showers and/or bathtubs, and also have exclusive access to the pool.

Guests can indulge in a nutritious breakfast brimming with regional, organic products.



**SUITE
HOJIBLANCA**

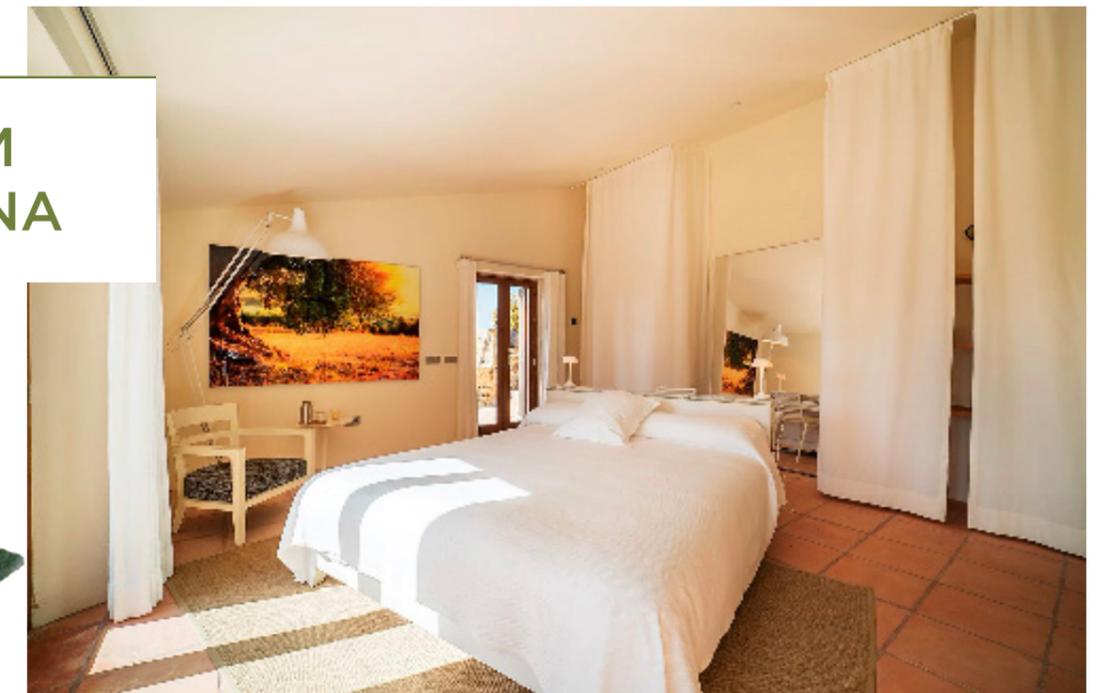


PICUAL ROOM

**ROOM
ARBEQUINA**



**ROOM
OLIANA**





laorganic.es