



## **LA ALMAZARA**

**LOCATED IN RONDA AND DESIGNED BY PHILIPPE STARCK,  
LA ALMAZARA IS THE FIRST OLIVE OIL MILL  
IMAGINED BY AN INTERNATIONALLY RENOWNED CREATOR.**

**A unique and immersive place, with an oil mill, a museum and a restaurant, celebrating the magic of olive oil.**

**Imagined by visionary creator Philippe Starck, LA Almazara reflects the passion and respect for the Spanish tradition, culture and nature. It is an authentic, sensory experience in which to discover the values of Andalusia.**

**LA Almazara has established the town of Ronda as a key worldwide destination for design and oleoturim.**

***Ronda, october 2024*** - Located in Malaga's Serranía de Ronda, LA Almazara is an avant-garde project imagined by Philippe Starck, a habitable work of art where every detail has been thought to be functional and impactful.

Born from the dream of Pedro Gómez de Baeza and the hand of the French creator, LA Almazara celebrates the art and tradition of olive oil, inaugurating the world's first olive oil mill designed by an internationally renowned creator.

*“LA Almazara is an extraordinary, incredible and miraculous place in which visitors enjoy a powerful, radical experience that challenges and transforms. It is an accumulation of mysteries where the crystallized respect of olive oil is mixed with emotion”.* Ph.S



Located in the heart of nature, 2.5 km from the city of Ronda, LA Almazara is a place imagined to offer a unique and immersive experience that celebrates the magic and poetry of extra virgin olive oil, with a working oil mill, a museum, a restaurant, as well as tasting and event areas.

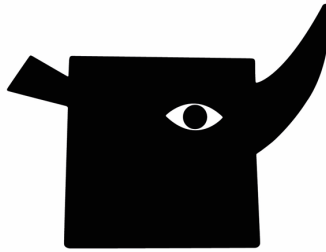
*“LA Almazara is neither architecture nor a place of culture. It is an object that fell from space and simply took on the dimension and name of respect. Beyond the object itself, LA Almazara has a function, that of protecting one of the elements of our civilization that provides services to our animal species. There is water, there is salt, there is oil. These elements are sacred. They have always been respected and probably always will be. LA Almazara is a tribute to this respect for olive oil, born from all the civilizations that have gone before us.” Ph.S*

For LA Almazara in Ronda, Philippe Starck imagined a minimal and timeless design, with no superfluous details, no cladding, just the essentials worked with rigor and clarity. A monolithic red cube, with an immense bull's horn in steel, a gigantic eye cast in concrete spewing black smoke. Why? Why not. An eye to illustrate the vigilance of the great Andalusian surrealist artists, the smoke as a thought or as a look.

Inside there are also fertile surprises and clear homages. A monumental half olive is embedded in the corten wall. A metal pipe penetrates the building without ever coming out. Running water. A huge figure without a head or identity. A plane made entirely of odds and ends and yet one of the first to fly. Bits of wood. A giant bullfighting sword and an equally enormous portrait of its Ronda-native inventor-matador.

*“In the freshness and the darkness, olive oil is everywhere, and intelligent people are too. Which is to be expected since olive oil makes you intelligent, it is fuel for the brain.” Ph.S*

The interior shadows are suddenly dazzled by a rectangle of light that extends onto a terrace suspended by huge metal chains. This opening to the exterior becomes a frame for the mythical image of the landscapes of Ronda and Andalusia. Visitors are invited to discover this exceptional natural environment, as well as the sculptural objects created by Philippe Starck disseminated throughout the olive groves. All fertile surprises that awaken and intrigue.



LA ALMAZARA

*“Always respectful and sacred, almost religious without being believing, with intelligence and emotion, LA Almazara is a great slap in the face that awakens, shakes up, enlivens, moves and pays homage to the olive and its oil.” Ph.S*

With the aim of highlighting the culture, history and tradition of one of Spain's flagship gastronomic products, EVOO, this avant-garde project celebrates the art and tradition of olive oil, reinvents the concept of oleotourism and enriches the region culturally and economically, positioning Ronda as a key worldwide destination for design and oleotourism.

**LA ALMAZARA**

<https://almazaralaorganic.com/>

**DIRECTION**

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**BOOKINGS**

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