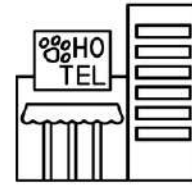




RETAIL & F&B CONCEPTS



MIXED USE



HOTEL



RESIDENTIAL



CULTURAL & TRANSPORTATION

B



JW Marriott Las Mareas Hotel

Location: Guanacaste, Costa Rica
 Typology: Hotel
 Design: Phiba Arch
 Status : underconstruction





JW Marriott Las Mareas Hotel

Location: Guanacaste, Costa Rica
Typology: Hotel
Design: Phiba Arch
Status : underconstruction





ZOETRY®
WELLNESS & SPA RESORTS

Zoetry Cap Cana Hotel

Location: Cap Cana, República Dominicana
Typology: Hotel
Design: Phiba Arch
Status : Underconstruction



Zoetry Cap Cana Hotel

HOSPITALITY





ZOETRY®
WELLNESS & SPA RESORTS

Zoetry Cap Cana Hotel

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ZOETRY®
WELLNESS & SPA RESORTS

Zoetry Cap Cana Hotel

Location: Cap Cana, República Dominicana
 Typology: Hotel
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 Status : Underconstruction

LEVENIDA PLANTA D1			
	ESPESOR	DESCRIPCIÓN	ÁREA
	ACUQUELLO		00.00 m ²
	ACUQUELLO		00.00 m ²
	ACUQUELLO		00.00 m ²
	ACUQUELLO		00.00 m ²
	SAL INTERIORES		00.00 m ²
	REVESTIMIENTOS		00.00 m ²
	OPORTUNAS		00.00 m ²
	SALA TALLER Y ACTIVIDADES		00.00 m ²
	ÁREAS DE PROTECCIÓN		00.00 m ²

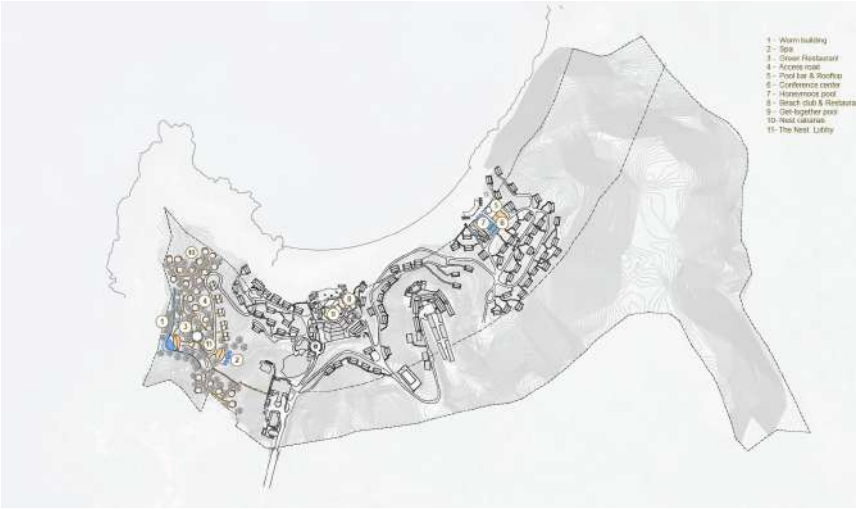


Zoetry Cap Cana Hotel
HOSPITALITY



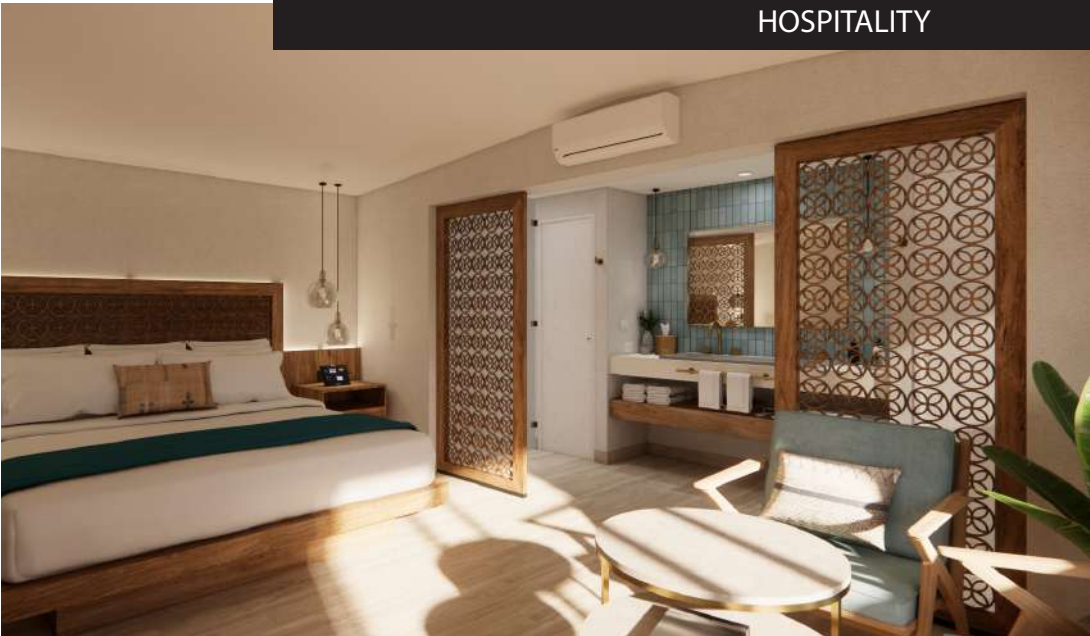
Secrets Papagayo Hotel

Location: Guanacaste, Costa Rica
Typology: Hotel
Design: Phiba Arch
Status : Underconstruction



Secrets Papagayo Hotel

HOSPITALITY





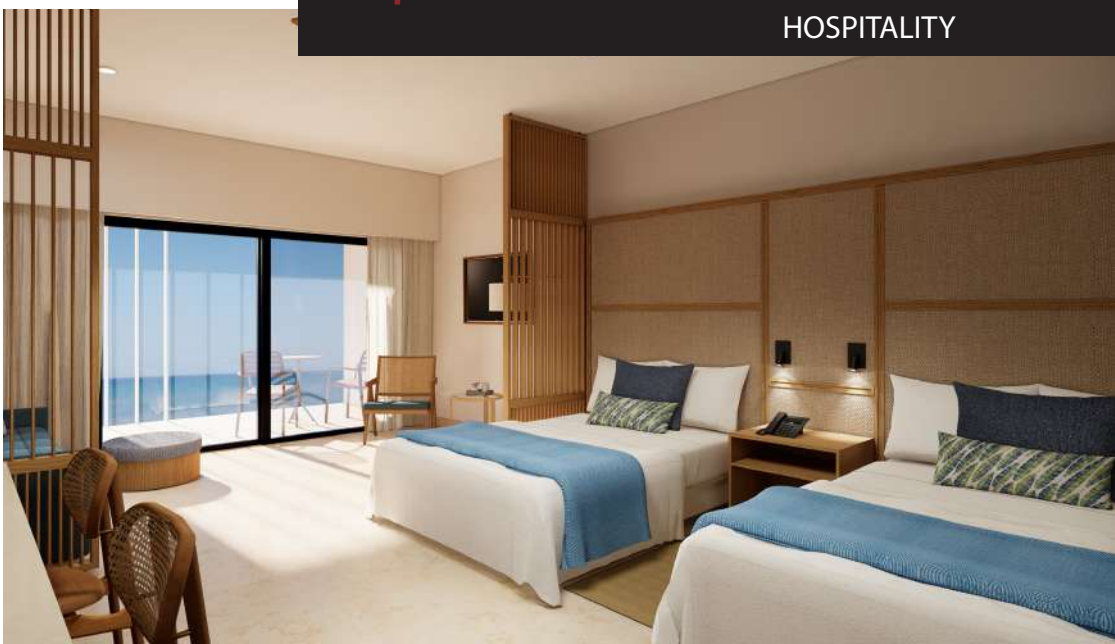
Impressive
RESORTS & SPAS | PUNTA CANA

Impressive Deluxe Hotel

Location: Punta Cana, Rep'ublica Dominicana
Typology: Hotel
Design: Phiba Arch
Status : Built



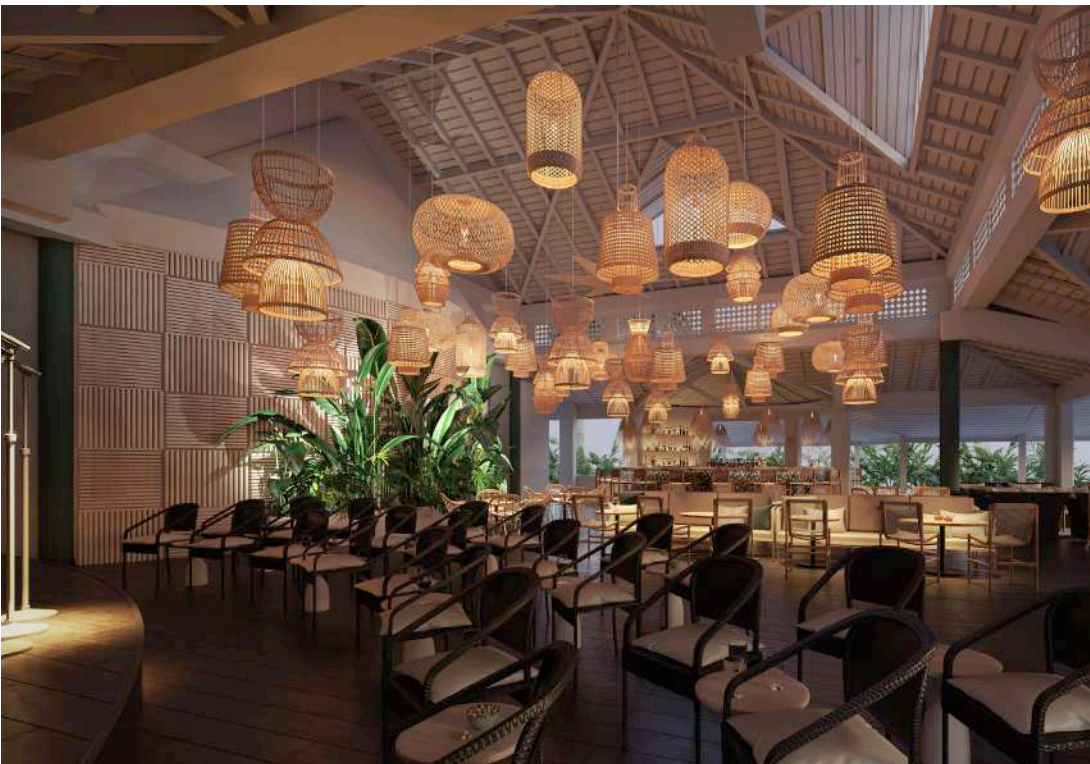
Impressive Deluxe Hotel
HOSPITALITY



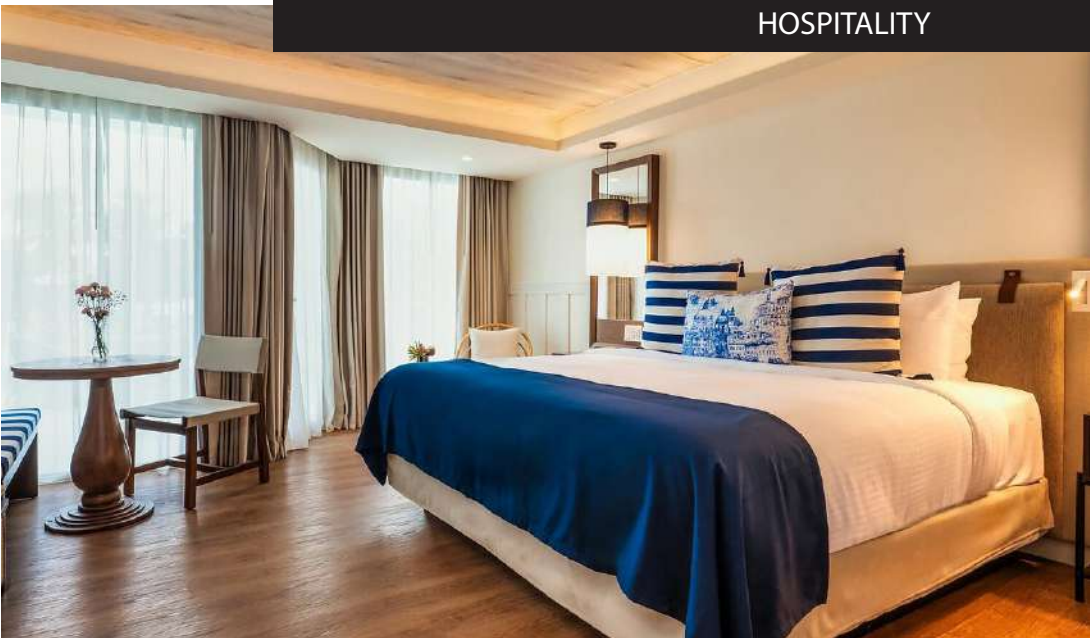


Secrets St. Lucia Hotel

Location: Castries, Saint Lucia
Typology: Hotel
Design: Phiba Arch
Status : Built



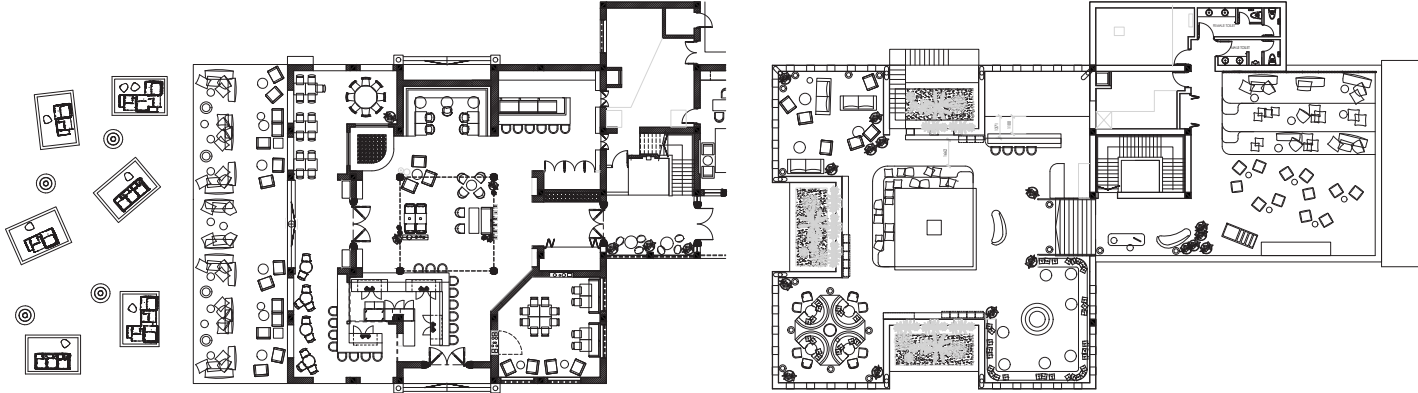
Secrets St. Lucia Hotel
HOSPITALITY





Ritz -Carlton
Al Wadi
Dubai

Location: Duabi, UAE
Typology: F&B Hotel
Design: Livit Design
Status : Schematic Design



SOL

BY MELIÁ

Sol

Melia

Hotel

Location: Mallorca, Spain
 Typology: F&B Hotel
 Design: Livit Design
 Status : Concept Strategy

Transformar el F&B de los hoteles SOL by Meliá diseñando una experiencia 360 veraniega, sostenible y eficiente.

Crear recuerdos memorables
 ¡Diversión para todos!

Guest Experience

Una experiencia gastronómica a todos los niveles que eleva la calidad sensorial de nuestros clientes.

Mapas de la experiencia
Temática F&B
Zonificación y flujos

Operaciones

Implementación de producción verticalizada, inversión en tecnología de espera y aumento de productividad.

Automatización
Digitalización

Diseño

Diseño contemporáneo que incorpora los últimos avances tecnológicos, funcionalidad y seguridad.

Layout 3.0
Estrategia de seating

Estrategia Culinaria

Optimización de buffet mediante la reducción de platos y nuevas propuestas gastronómicas.

Staffing
Opciones sostenibles
Presentación de producto

Sostenibilidad

Un enfoque integral que considera tanto la calidad de los alimentos como el impacto ambiental y social de las operaciones del F&B.

Reducción del desperdicio
Enfoque sostenible
Estrategia de comunicación y sensibilización

Digitalizando la experiencia de F&B.

La importancia de la tecnología y la innovación para la comodidad del cliente

Evolución buffet actual

- Reducción de items del buffet
- Autoservicio + platos calientes
- Mejoría percepción
- Diseño de emplátado
- Control de desperdicio

Bowls

- Nueva propuesta: platos fríos
- Autoservicio
- Robotización
- Packaging sostenible

Chiringuitos 2.0

- Nueva propuesta: platos calientes
- Autoservicio
- Packaging sostenible

Pop Ups

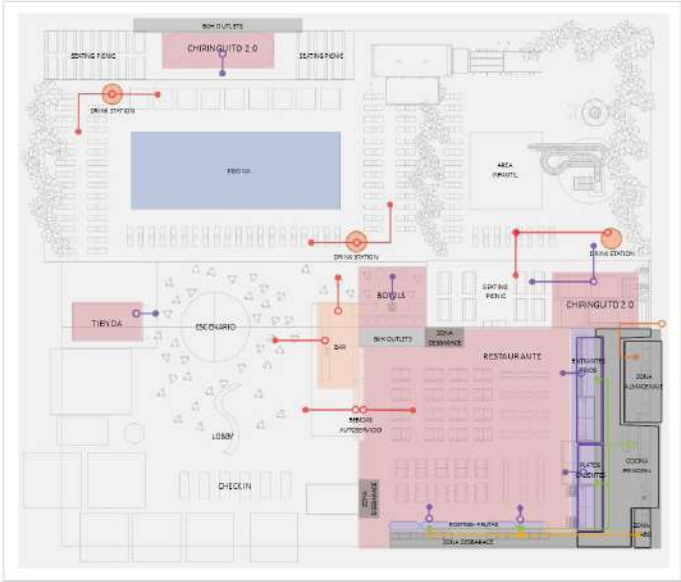
- Nueva propuesta: dulces y helados
- Rotación de producto
- Servido por staff
- Estaciones satélite

ZONIFICACIÓN

- BoH
- MoH
- Bebidas
- FoH
- Áreas Comunes Hotel

FLUJOS OPERATIVOS

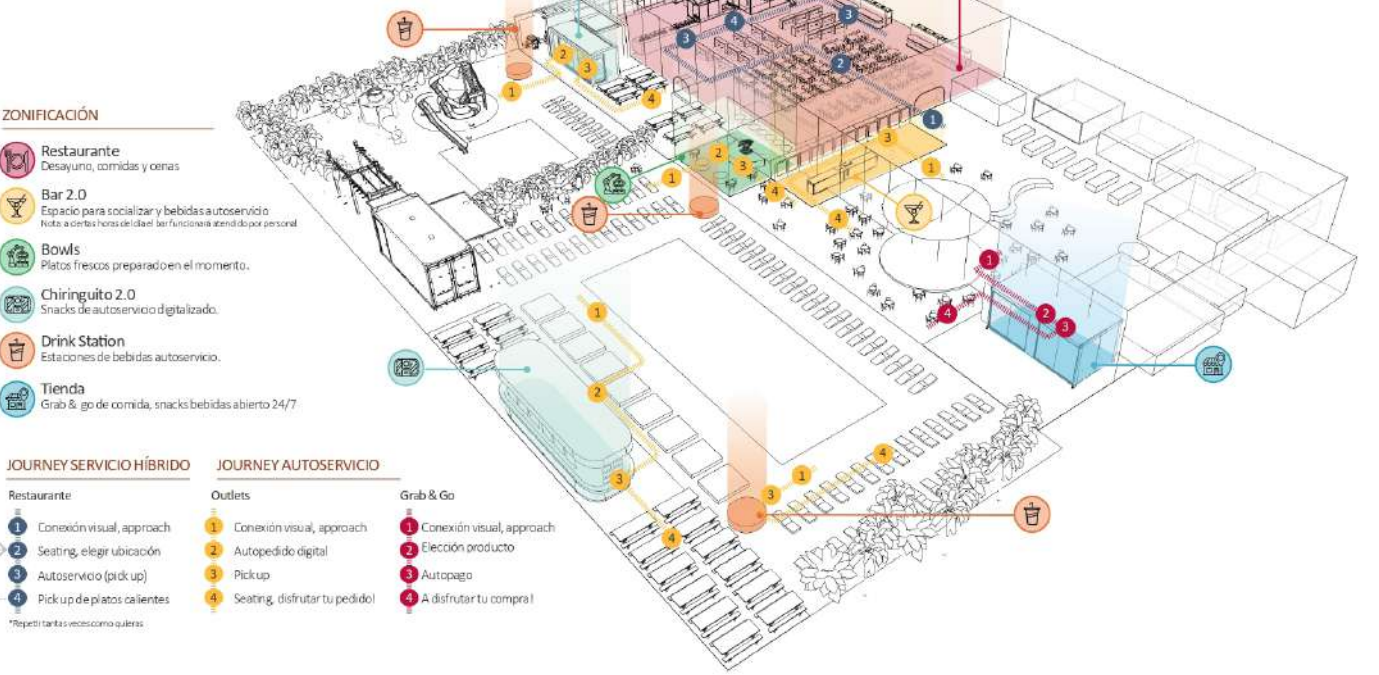
- Materia prima cruda
- Pre-elaboración de Comidas
- Expedición de Comidas
- Expedición de Bebidas
- Desbarase



Sol Melia Hotel

F&B HOTEL

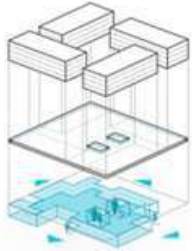
Zonificación & Flujos.



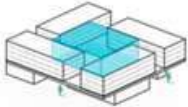


Mid Scale Hotel Oxagon

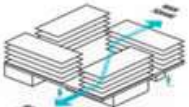
Location: Oxagon, South Arabia
 Typology: Hotel.
 Design: Livit Design.
 Status : Underconstruction.



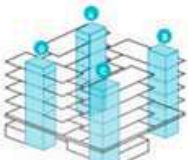
01. Plug-in component strategy, autonomous units.



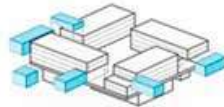
02. Indoor Courtyard



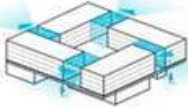
03. Connection Axis connecting squares



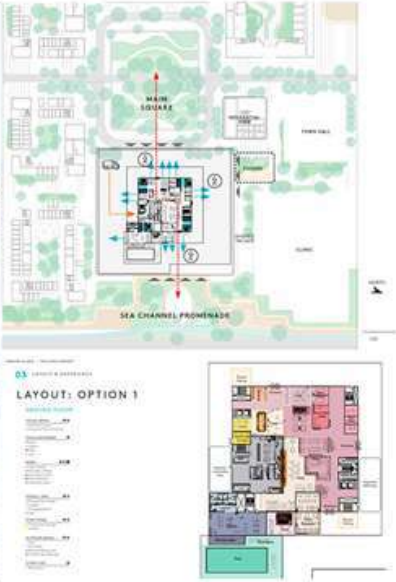
04. Easy vertical communication flows



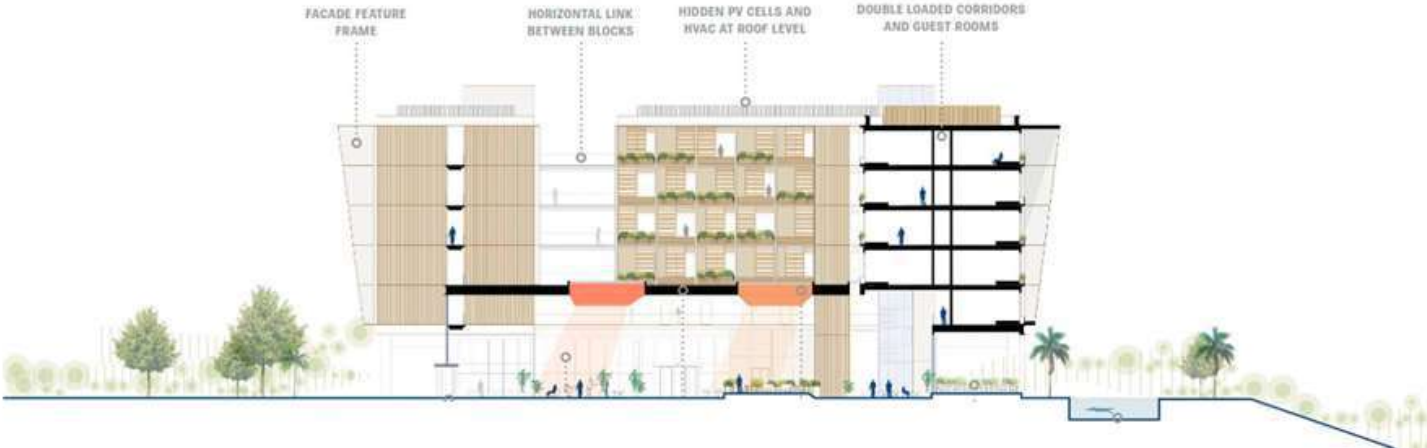
05. Plug-in component strategy



06. Upper level voids allowing visual connections outside



Mid Scale Hotel Oxagon





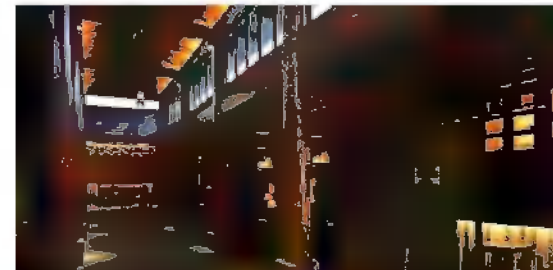
Snow Mountain Hotel

Location: Yunnan, China.
Typology: Hotel Resort.
Design: CCDI.
Status: Under Construction.

位置：云南，中国
项目种类：酒店
设计师：CCDI
项目状态：在建



Snow Mountain Hotel
PERSPECTIVE VIEWS



B

Balaguer

Rioja

Luis

Spain, Madrid,

3 February 1985

+34 676 75 47 12

luisbalaguerrioja@gmail.com



W

LAB

PARTNER / FOUNDER

WHITE LAB GROUP

ART GALLERY & ARCHITECTURE

Head of a team of 6 people

Madrid - April 2016 - Now

PhiBa

ARCHITECTURE

DESIGN DIRECTOR & BUSINESS

PHIBA ARCH

PHILADELPHIA, BARCELONA & MADRID

Head of a team of 8 people

Madrid - February 2024 - Now

livit



PROFESIONAL EXPERIENCE

DESIGN DIRECTOR
LIVIT DESIGN
Head of a team of 6 people
Madrid - June 2022 - February 2024

DIRECTOR OF ARCHITECTURE
HEQIAO DESIGN
Head of a team of 10 people
Beijing - July 2014 - April 2016

SENIOR ARCHITECT
VBN GLOBAL BEIJING
Head of a team of 6 people
Beijing -January 2014 - July 2014

LEADER ARCHITECT
CCDI - China Construction Design
International Group
Head of a team of 3 people
December 2012 - January 2014

ARCHITECT
ZEPHYR US ARCHITECTS
Beijing
September 2010 - December 2012

ACADEMIC EXPERIENCE

MASTER DEGREE OF ARCHITECTURE

POLITECHNIC SUPERIOR SCHOOL / SAN PABLO CEU UNIVERSITY

September 2003 - January 2010

EXECUTIVE MASTER - REAL ESTATE MANAGEMENT EXECUTIVE PROGRAM

IE BUSINESS SCHOOL

September 2018 - September 2019

AI - ARTIFICIAL INTELGENCE & ARCHITECTURE COURSE

EUROPEAN SCHOOL OF ARCHITECTURE

June 2023

COURSES & SEMINARS

Designing Cities

Pennsylvania State University

Workshop with Peter Eisenman

San Pablo CEU University

Workshop in China, Unit Housing

San Pablo CEU University

Strategic Leader Course

San Pablo CEU University

AWARDS & PUBLICATIONS

Interview at El Mundo newspaper

“China, The emperor of the architecture”

Interview at Expansion newspaper

“How to act with a chinese boss”

Balaguer Rioja Luis

CURRICULUM VITAE

LANGUAGES

SPANISH

C2 Level

ENGLISH

C2 Level

CHINESE

B2 Level

FRENCH

A2 Level

COMPUTER SKILLS

AUTOCAD

High Level

PHOTOSHOP

High Level

SKECHT UP

High Level

3D MAX

High Level

REVIT

High Level

INDESIGN

High Level

OFFICE 360

High Level

ENSCAPE

High Level

CHAT GPT

Mid Level

MIDJOURNEY

Mid Level

