

# BOM SUCESSO

## News enter

2 | 2 0 0 7

### BOM SUCESSO

#### News

2 | 2 0 0 7

**PLAY** BOM SUCESSO seen from the inside Page 2

**REC** Confidence and the facts  
One brand. Different cultures Page 3

**MEMO** Stories that make up our history  
1 stone, 1.000 certainties Page 4

**ACTEN** The ongoing project  
Shaping up, according to plan Page 5

**PAUSE** Progress through pictures Page 5

**ZOOM** Curiosities with tradition  
BOM SUCESSO invited to participate  
at the 1st Lisbon Architecture Triennale Page 6

**BOM SUCESSO**  
DESIGN RESORT, LEISURE, GOLF & SPA  
ÓBIDOS | PORTUGAL



#### EDITORIAL

**PLAY**

The main sources of our motivation, powerful incentives that allow us to conduct the daily business of BOM SUCESSO calmly and confidently, are the grandiosity of the project as a tourist resort and also the prominence and renown of the project writers involved.

At ACORDO we favour a team with a wide range of skills, seeking to create and maintain a close-knit, multidisciplinary and effective workgroup. On a personal level, it has been extremely rewarding to lead the production team, applying the knowledge gained over the years both professionally and academically – which, in my opinion, is the key to being able to rise to a challenge of this magnitude.

With regard to construction, at BOM SUCESSO we always seek to find the solutions which assure not only an intrinsic quality but also architectural innovation and quality. Among the several innovative solutions found for this resort, two stand out: the external frame system and the waterproofing of the gardened rooftops. The frame system was developed with one of the largest aluminum manufacturers from a new design by architect Eduardo Souto Moura. The glass is structural, guaranteeing not only thermal and acoustic efficiency, but also the active and passive security of the residents. The system for waterproofing the rooftops has been duly approved and is composed of products from highly reputable brands in this field.

Several phases of the project and the construction work are gradually reaching completion, while yet others commence. I will only be satisfied when the entire construction work is concluded, meeting all the planning, quality and financial objectives.

I do not doubt that BOM SUCESSO will become a hallmark for Tourist Resorts around the world, not to mention the architecture and quality of construction, in themselves works of reference.

Eng. Ricardo Garcia  
Production Manager

2 | next

**SNEWS**  
2 | 2 0 0 7

**REC**

## One brand. Different cultures



BOM SUCESSO was first launched in Portugal, but it was abroad that the concept became "unstoppable".

Since the launch of the 2nd sales phase of BOM SUCESSO - Lagoa Golf, approximately 500 units out of the 601 available have been purchased, resulting in a turnover of approximately 130 million euros. Following through its huge success in the Portuguese market, BOM SUCESSO made similar inroads in the international market.

Selecting agents suited to the project's identity, yet without losing touch with the cultural specificity of each market, every step was a challenge: new countries, new reactions – in each market the need to learn afresh how to best promote our brand.

It is particularly fascinating to observe the enthusiasm and passion of our clients, filled with expectation after choosing "their" project, looking forward to enjoying their leisure time at the resort. Far and beyond a merely economic perspective, investing in BOM SUCESSO is followed by an intense rapport with the project, a fact which fills us with pride and confidence.

The incredible range of services and amenities on offer, the Town of Óbidos with its charm and intense cultural lifestyle, the proximity to Lisbon, a spectacular golf course and the long historic tradition of the West region, as well as the seaside, the Lagoon, the gastronomy, the contemporary architecture, the huge potential for returns on investments made... perhaps it is a combination of all these factors that has led our clients to put their trust in this destination, which stands out by its sophistication and excellence, without losing its serenity and straightforwardness...

And we continue to work towards increasing the value of the investments made and strengthening the relationship with this project, turning BOM SUCESSO into a hallmark among luxury leisure resorts.

Only this month architects David Chipperfield and Aires Mateus were placed among the 7 finalists of the prestigious Mies Van der Rohe Award (the EU Contemporary Architecture Prize) and Architect Siza Vieira received the 2006 Secil Architecture Award.

... news which serves to confirm the health, the vitality and the spirit of our - or better yet - your project.

3 | next

**SNEWS**  
2 | 2 0 0 7

**MEMO**

## 1 stone, 1.000 certainties

December 4<sup>th</sup> 2006, 11 a.m.

Several months of hard work are already behind us and many more will follow, however, there is always something new at each turn which encourages us to make further efforts. The plans are already known to many, but some have not yet realized their true extent.

The visit by Mr. Manuel Pinho, Minister of Economy and Innovation, on the 4<sup>th</sup> of December was yet another incentive, motivating us with regard to our project. His presence played a decisive role in disclosing the real merits of this undertaking.

As scheduled, we received the Minister and his committee at 11 o'clock. The customary welcome speech was given and then we were addressed by Architect Alcino Soutinho and the Mayor of Óbidos, Mr. Telmo Faria.

Harboring no doubts as to the significance of the occasion, we proceeded to a formal Cornerstone Ceremony, which was followed by a grand luncheon for over a hundred guests; just a few among the many people who have contributed towards this project exceeding our highest expectations, day in day out.

And so the programme came to a close. The importance of our undertaking was made clear and the event constituted a unique opportunity to promote this fact here and now.

The BOM SUCESSO cornerstone has been laid...



4 | next

**SNEWS**  
2 | 2 0 0 7

**ACTION**

## Shaping up, according to plan

BOM SUCESSO is already dressed in green.

ACORDO has formed the team responsible for the maintenance of the golf course that will operate daily in these fabulous 60 hectares of grassland. The final shape of the course is starting to become apparent and 7 of the 18 holes are all set for the game to be played. The final sowing stage is in full swing at the remaining holes and the entire course is being watered by means of the three great lakes which together make up a water surface area of approximately 30 000 m<sup>2</sup>. This dimension, in itself, could be easily augmented and exploited, were it not for its quite singular beauty, which guides us towards an ideal of aesthetic and conceptual quality.

150 houses are already under construction and the ground work is all now nearing completion as a whole: the road network (roughly 14 km), public lighting, gas pipelines, telecommunications, electricity and pavements, and this new, permanent landscape is beginning to reveal itself.

The challenge is to draw together contrasting energies, and this has afforded us great rewards and synergies.

During Spring 2008, the construction of the first substantial group of houses shall be completed, as well as the amenities (Reception desk, Commercial Area, Tennis Club, Children's Playground).

However, 2009 will be the year of the project's consolidation...



**PAUSE**

## Progress through pictures



5 | next

**SNEWS**  
2 | 2 0 0 7

**ZOOM**

## BOM SUCESSO invited to participate at the 1<sup>st</sup> Lisbon Architecture Triennale

The first edition of the International Lisbon Architecture Triennale will be held between May 31<sup>st</sup> and July 31<sup>st</sup>. It will serve as a forum for reflection and debate, for looking to the future as well as exhibiting Architecture on a range of subjects, from building to city to territory planning.

Some of the more important authors and scholars in the world today will be involved in this event, and Portuguese Architecture will be the underlying theme at this important global meeting which will bring prestige to both Lisbon and Portugal.

This paradigmatic event will take place at the Portugal Pavilion, Contemporary Portuguese and International Architecture par excellence, a veritable piece of art created by Architect Álvaro Siza Vieira, who is one of the artists at work on our very own favourite canvas: BOM SUCESSO.

The credibility and consequence of the Lisbon Architecture Triennale, by merit an event of global importance, will hinge on the International Architecture Conference where a variety of themes will be discussed by renowned figures from the world of architecture, such as Jean Nouvel, Zaha Hadid and Jacques Herzog.

Among the projects selected for discussion at this forum is BOM SUCESSO, the result of such currents of thought put into practice.

**Trienal de Arquitectura de Lisboa**  
Lisbon Architecture Triennale 2007

## Nucleus of 10 Promoters BOM SUCESSO, A ROLE MODEL

Economic sustainability, efficiency and low environmental impact. These three issues are indispensable for the conception of 21st Century architecture. This subject will be presented at this exhibition by means of existing Portuguese projects which respond to the challenge.

Accordingly, it was with great pleasure, although perhaps just the result of its nature, that BOM SUCESSO accepted the invitation to take part in such an innovative and landmark event.

\*The products on show, due simply to the fact that they are commercially available and may be purchased, can tackle the facts we have known for such a long time.

Some of the constructors and developers here, besides buildings and objects, have also conceived strategies that reduce our impact on the environment, without putting at risk our comfort or our established routines. Others, through their projects, have contributed towards the image of the city with proposals of great cultural significance. Altogether these are proposals which result from investigation and dealing, directly or indirectly, with the theme of this Triennale."

in [www.trienaldelisboa.com](http://www.trienaldelisboa.com)

6 | stop