

MADEIRA

tara

Project Presentation



HOLISTIC
HEALING FARM



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Vision & Motivation

VISION

An organic farm with a healing and training center, nestled in the enchanting landscape of Madeira Island. Lush nature, breathtaking sea views and fresh Atlantic air - TARA's perfect symbiosis of intact nature and human interaction inspires deep reflection and healing.

TARA is a sanctuary where seclusion and community complement each other. In times of great haste, we dare to slow down. Not just a reduction in speed, but an altered state of being. We break the cycle of distraction and destruction and open up space for energetic insights.

We offer a variety of activities, workshops and events, weaving a strong sense of community and interconnectedness. Through holistic practices such as yoga, meditation, gardening, food, dance and music, we create deep connections to ourselves and to nature.

Our guests find solace in nature. They learn new skills and immerse themselves in our peaceful community. The moment they step into TARA-Madeira, they become part of a healing oasis and embark on a transformative journey.

OUR MOTIVATION

It is TARAs goal to establish a prestigious and valuable tourism project in which nature sets the pace. A pioneering example of regenerative living, integrative healing and transformative retreats in the minimalist upscale segment.

We want to inspire people to shape social paradigms towards a just world. With a purpose-driven commitment, we serve as a beacon of inspiration and positive change for all who embark with us on this transformative journey.





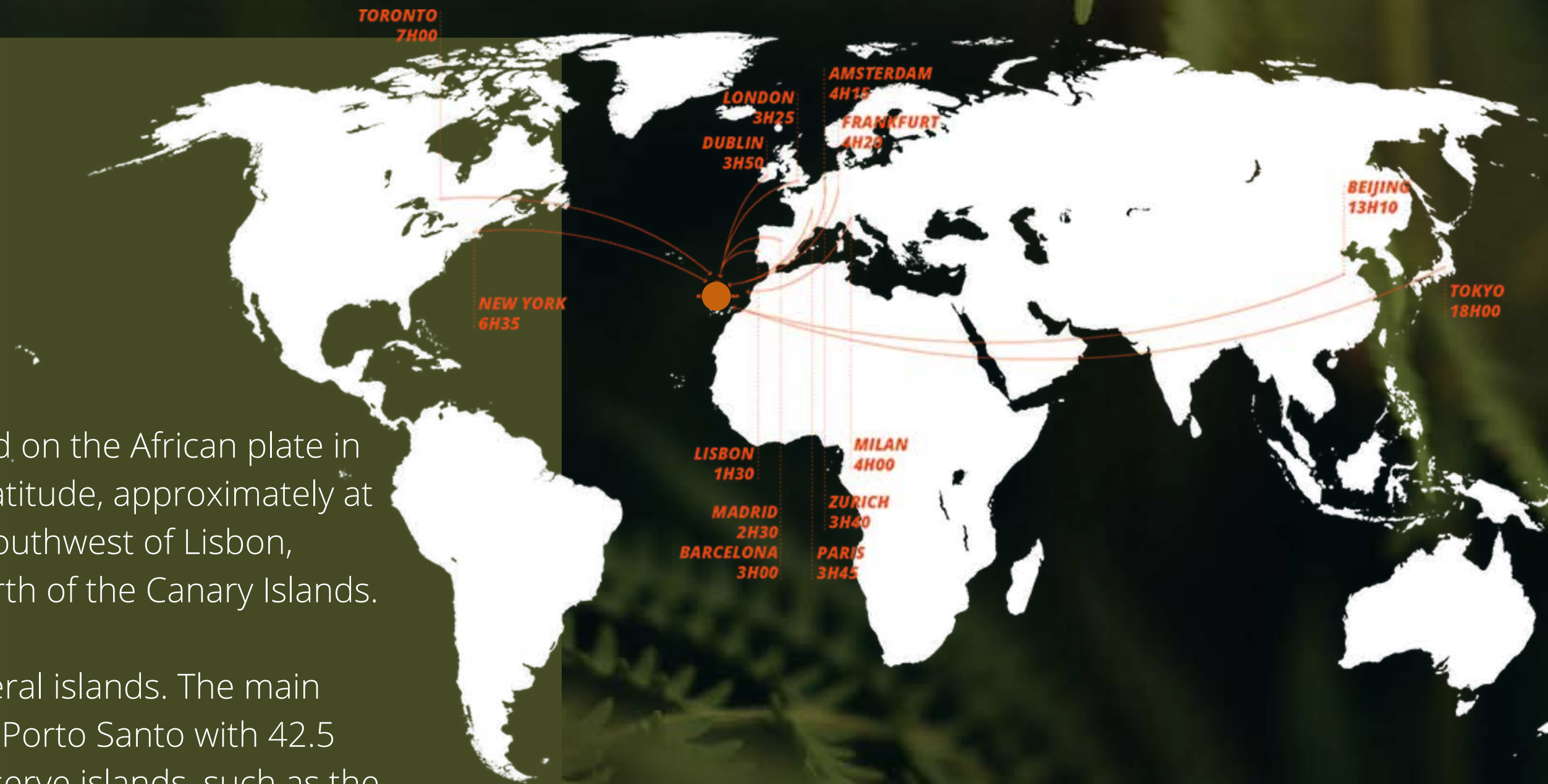
A paradise in the Atlantic Ocean

Location

The Portuguese archipelago of Madeira is located on the African plate in the Atlantic Ocean, between 30° and 33° north latitude, approximately at the height of Casablanca. It is located 1000 km southwest of Lisbon, 700 km west of the African coast and 450 km north of the Canary Islands. It is about 5000 km to the USA.

This enchanting natural paradise consists of several islands. The main islands are Madeira with an area of 741 km² and Porto Santo with 42.5 km². There are also some uninhabited nature reserve islands, such as the seal island of the Desertas. Madeira looks like a second Hawaii with black lavastone beaches, steep mountains and subtropical biodiversity. Porto Santo is more captivating with its 8 km of golden sandy beach, turquoise blue sea and its barrenness.

Madeira and Porto Santo can be reached by international airports. A daily ferry runs between both islands.





The name "Prazeres" means "pleasure" in Portuguese. This dreamy village is known for its tranquillity and idyllic scenery, the locals are warm and welcoming.

Prazeres is set against a backdrop of lush hills and overlooks the shimmering west coast of Madeira Island, a 45-minute drive from Funchal, the capital. A wonderful contrast to the hustle and bustle of modern life. With its picturesque surroundings and enchanting atmosphere, Prazeres is a hidden gem.

For nature lovers, there are nearby "levada" walks that lead along waterways through lush forests, to waterfalls and to breathtaking viewpoints, the "miradouros". Right next to Tara, a charming path leads steeply down the coast to the small village of Jardim do Mar - where the best surfers in the world gather in winter.

In Prazeres, the stress of the world fades away, leaving you with a feeling of pure serenity. Whether you are looking for peace and quiet, a hiking adventure or simply want to discover the wonders of Madeira Island, Prazeres is the perfect starting point for unforgettable experiences.



THE FARM TODAY

TARA Madeira is a 6,000 m² eco farm located high above the Atlantic cliffs and just below the small village of Prazeres. From here you can enjoy unforgettable sunsets and a breathtaking starry sky. A year-round natural paradise with a mild climate and volcanic soil, diverse cultivation possibilities and ideal growing conditions for an abundance of fruit, vegetables and flowers. After more than a decade of organic farming (closed down a few years ago), the farm is free of pesticides and chemical fertilizers and provides the ideal foundation for healthy yields.



THE FARM TOMORROW

The Quinta, the existing main house to the south of the farm, will become the **center of TARA**. A moderate conversion will create an open kitchen with a long dining table, a cosy **lounge** with an open fireplace and **various treatment rooms**. From here, you can look out over a magnificent swimming pond to the **vast ocean** and, to the west, to the **sauna** with a window front facing the **sunset over the Atlantic**. On the other side of the pond is the newly built, spacious yoga shala with a wrap-around viewing terrace. The graceful construction of wood and glass offers space for retreats, workshops and events of all kinds.

The residential units below complement the usage concept. In the middle of the grounds is a large and partly covered terrace, which is **served by a bistro with reception**. Our small Santana cottage is a real eye-catcher, and its location makes it suitable for disabled guests. The former wine cellar with private terrace can easily be transformed into a **romantic suite**. The steep area to the west of the farm is entirely dedicated to the new **accommodation units**. Accessible via gently curving footpaths, modern apartments nestle into the green farm landscape.

80% of the farm remains undeveloped and is used for agricultural purposes. Foodforests and the various permaculture zones will be developed. TARA has been deliberately designed so that the retreat and event area in the southern part can be used independently from the living and community area in the western part, which is reserved for guests. All guests will find a parking space opposite the main entrance.



INVESTMENT

We are looking for the optimal financing option to realize the TARA Madeira concept. The figures are promising and various models are conceivable.

We look forward to hearing from you for further insight into the commercial details.

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Nature sets the pace

LIVING PERMACULTURE

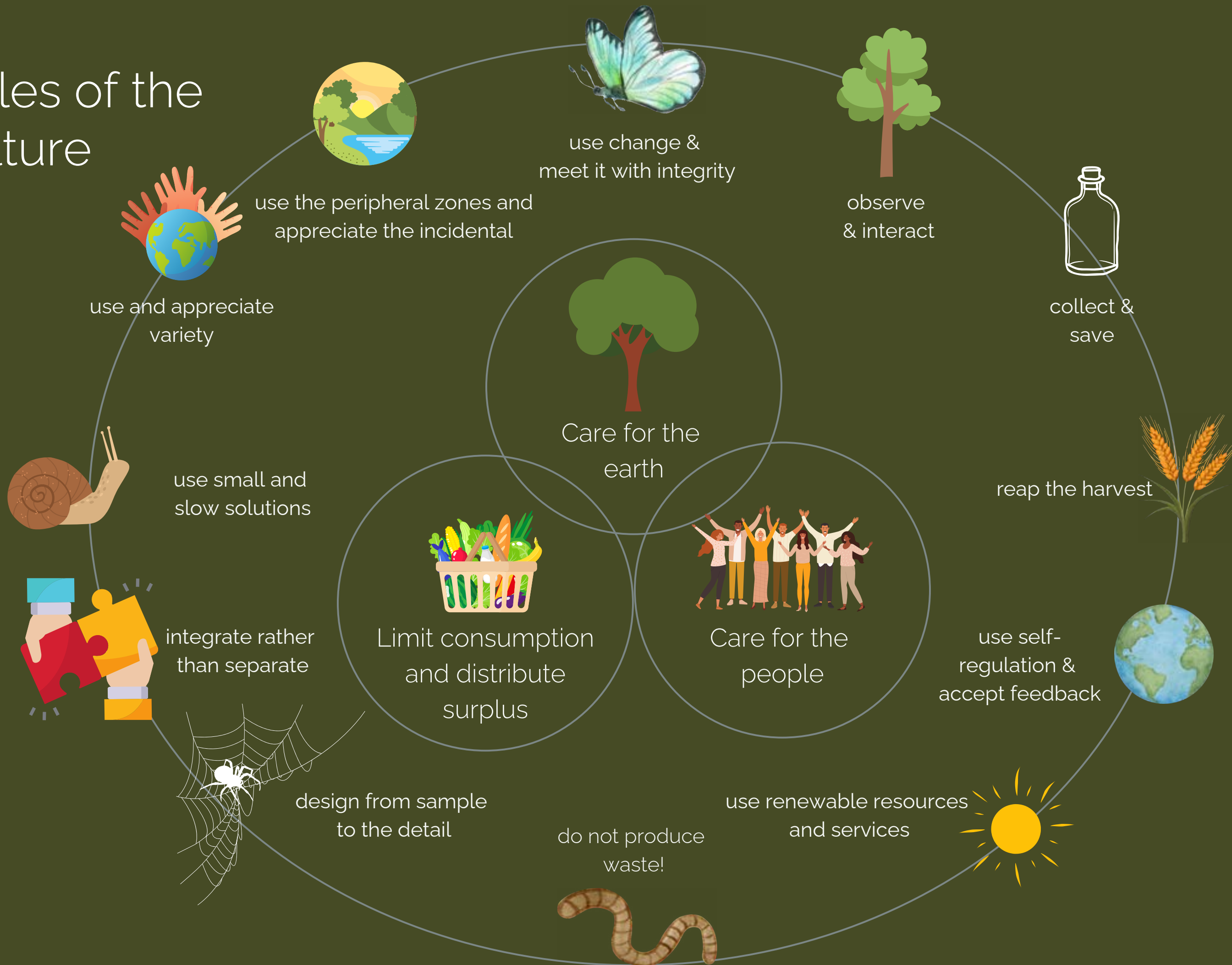
Permaculture is an approach to "design" living space in such a way that we humans can live together with nature in a healthy and synergistic way. Earth, people and animals, food, water, energy and living space are all part of a shared ecosystem whose elements mutually fertilize and support each other.

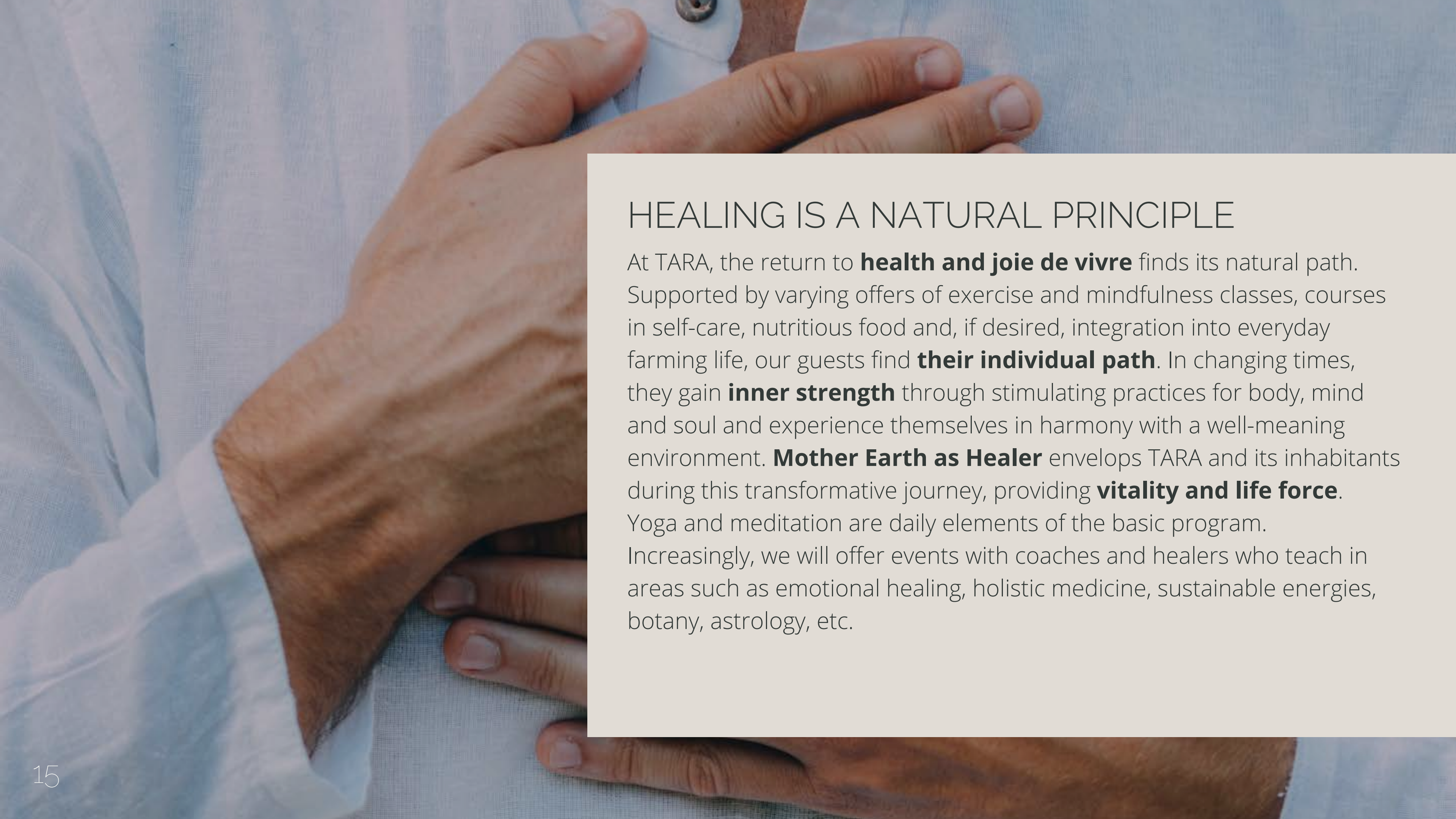
Permaculture is a concept based on observing and imitating ecosystems and cycles in nature. Permaculture is a way of life that makes harmony with nature its primary goal. It is based on three fundamental ethical values

- Caring for the earth
- Caring for people
- Limiting consumption and distributing surpluses



12 principles of the permaculture





HEALING IS A NATURAL PRINCIPLE

At TARA, the return to **health and joie de vivre** finds its natural path. Supported by varying offers of exercise and mindfulness classes, courses in self-care, nutritious food and, if desired, integration into everyday farming life, our guests find **their individual path**. In changing times, they gain **inner strength** through stimulating practices for body, mind and soul and experience themselves in harmony with a well-meaning environment. **Mother Earth as Healer** envelops TARA and its inhabitants during this transformative journey, providing **vitality and life force**. Yoga and meditation are daily elements of the basic program. Increasingly, we will offer events with coaches and healers who teach in areas such as emotional healing, holistic medicine, sustainable energies, botany, astrology, etc.

Range of services

SOURCES OF INCOME

Accommodation:

Our main source of income will be the rental of 11 residential units in an upmarket minimalist style. Nine units will be newly built on a hillside with a direct view of the Atlantic. Two exceptional units - a "Santana House" and a wine cellar with its own terrace - already exist.





Retreats:

The second area of revenue is the retreat center. We will offer retreats ourselves as well as giving external providers the opportunity to rent the spaces. The spacious yoga shala offers a wide range of options for this. To complement this offer, we are building an apartment below the yoga shala for group bookings.

Event- and workshop location:

As well as being available to rent for retreats, the yoga shala is also designed to provide an ideal environment for one-day events and workshops of all kinds. Tara is predestined for weddings and family celebrations for up to 50 people and can also be used as a workshop location.

The adjoining main building offers the perfect complement for any type of event as a catering and lounge area.





Subletting of treatment rooms:

Our offer is enriched and complemented by the rental of treatment rooms in the main house to healers and practitioners.

Bistro and Courses:

Completely independently from the rest, catering for guests in the Bistro and offering courses for "outsiders" in permaculture and ecology will provide a further source of income.



CORE TARGET GROUP

We see guests of all ages at TARA. They are looking to be **close to nature** and can afford **attractive accommodation**. They are interested in **contemplation and tranquility** and at the same time are open to new impulses from the community. **Sustainability** is important to them and they are open to new life concepts. They have a keen interest in **healthy eating**, peaceful coexistence and active exercise. They want to spend their vacation in a **climatically balanced region**. The majority of guests will probably be female. We expect both single travelers and couples.



COMPETITORS

Our specialization as a spacious retreat center with high-quality accommodation in a spectacular panoramic location is singular in Madeira. In addition, the managed organic farm offers an unique selling point for sustainably orientated customers who are looking for a retreat to nature and want to surround themselves with like-minded people.

Only two other competitors on the island offer a clear focus on health and nature. However, there the customer is tied to a package offer and cannot choose individual options.



Name	Where	What	Price
Yeotown Madeira	Arco de Calheta approx. 4000 m²	Agri-tourism targeting the British market.	Mainly detox retreats 2800 - 3600 € for 5 nights incl. all meals, guided walks and massage
Ashoka Ayurveda	Canico de Baixo	Pure Ayurveda resort, which also offers retreats with yoga etc.	2500 - 3000 € for 6 days Ayurveda healing and accommodation

Klimatabelle Madeira

	Jän	Feb	März	Apr	Mai	Jun	Jul	Aug	Sep	Okt	Nov	Dez
 Maximal-Temperatur	19°	19°	20°	21°	22°	23°	25°	26°	25°	24°	22°	20°
 Minimal-Temperatur	13°	13°	13°	14°	15°	17°	18°	19°	20°	18°	16°	15°
 Sonnen-Stunden	4h	6h	8h	9h	10h	10h	10h	10h	8h	7h	6h	5h
 Wasser-Temperatur	18°	17°	17°	18°	18°	20°	21°	22°	23°	22°	20°	19°
 Regentage	8	8	7	5	3	2	0	1	3	6	8	8

TRAVEL TRENDS

Why has Madeira been in such high demand as a secret tourist destination in recent years?

- A survey conducted by the “Forschungsgemeinschaft Urlaub und Reise” (Holiday and travel research association) considers the corona crisis to be the booster for the high demand for sustainable vacations. The trend is towards longer stays away from mass tourism destinations.
- According to the ADAC Tourism Study 2023, 60% of German holidaymakers are looking for unspoiled nature as a vacation destination.
- The climate crisis is also increasing the focus on destinations with a temperate climate, which is giving Madeira, the island of eternal spring, an unexpected boost.
- Madeira is increasingly becoming the home of choice for Digital nomads. The range of sport offers and the average age of visitors to the island are correspondingly younger.





Implementation

WHAT WE BUILD AND HOW WE BUILD

The dormant **organic farm** is waiting to be reawakened, allowing the existing Madeiran buildings to be complemented with modern elements. All new buildings are based on **sustainable construction techniques** and the materials used are in line with the latest knowledge of ecological possibilities. Tara is an existing ecosystem that is to be protected from dissonant and inappropriate interference. Through a harmonious **sybiosis between nature and innovative construction**, we ensure that TARA is developed in a functional, visually appealing, ecologically sustainable and gentle way. We prioritize local resources and take sensible measures to maintain air, water and soil purity.



Plan from the preliminary building application



Founders & implementation team

Ulricke Erckert

I am 60 years old and have a lot of experience in launching and organizing projects. This includes almost two decades as a travel agency owner in Starnberg, raising two children and another 15 years in the management of a dental-medical technology company.

After a heart operation and subsequent coma, I came to Madeira in 2020 to find healing and peace. I would never have imagined the lasting impact this step would have and how healing the magic of Madeira Island would be. Little by little, my mind and body began to heal and become clearer. Within the first few months, I developed the idea of a healing center to make what I had experienced accessible to others.

When I found this wonderful oasis in Prazeres two years later, the next steps were preprogrammed. I met Tini, my business partner who enthusiastically shares Tara's vision and also has a natural understanding of permaculture and nature.





Tini Schober

I am now 56 years old and have fulfilled all my former expectations in the first half of my life: I studied, built a house, raised three wonderful children in it and spent many years building up a large company together with my husband, who has since passed away. And I have always worked very, very hard.

In 2020, my life was turned upside down. The globally orchestrated chaos opened my eyes and freed me from my hamster wheel. I lost so much... and at the same time found an almost unbridled zest for life again.

And chose Madeira as my new home. It's a paradise, inhabited by wonderful, extraordinary and often very conscious people - Ulli is an adorable example.

Luis Spranger Carvalho

Architects dSul

I graduated in architecture at the University of Coimbra in 2000. In the following year, I had the privilege of working in various projects with the Architect firm Paulo David, Funchal, collaborating on the Center of the Arts - Casa das Mudas. This was followed by jobs as co-architect with Alexander Dias and Bruno Silvestre in the area of ecological housing of Lisbon.

In 2016 I founded the architectural firm dSul. Here I dedicate myself with my team to the mindful development of the island with an emphasis on local texture.

I am connected to the Tara project by my deep love of nature. It's a pleasure to be able to contribute to the success of this holistic concept and thus open up new tourist horizons for my home island.



André Jordão

Permaculture Consultant

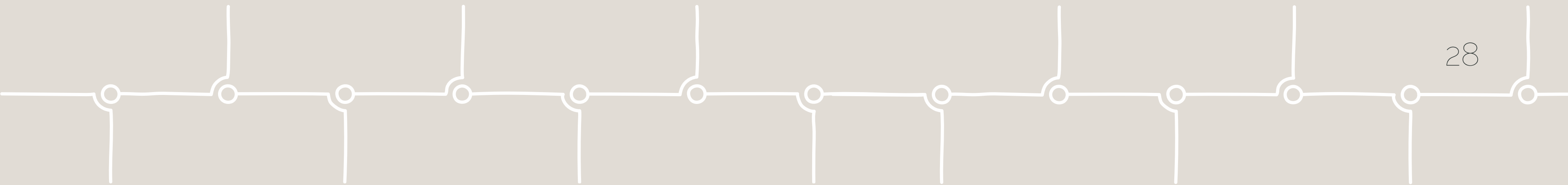
Co-founder and chief consultant of Soil & Sea, <https://soilandsea.org>

I am a systems ecologist, designer and educator working at the intersection of culture, ecology and economy. I am driven by an unwavering ambition to redefine the role of humans as the key players in the regeneration of the world.

TARA Madeira's concept of becoming the reference in Madeira's ecological scene is an exceptionally motivating source of inspiration for me. I consider it a privilege to work with a team of like-minded people who share my philosophy and are committed to turning our words into tangible actions.



Milestones



Mar 2023	Signature of land purchase contract and company foundation
May 2023	Start of concept and architectural planning for PIP
Oct 2023	Submission of the PIP, the preliminary building application
➤ Dec 2023	Approval for the scope of our construction plans
Feb 2024	Transfer of land ownership
Feb 2024	Start of concept and architectural planning for the final building permit
Apr 2024	Tender for construction proposals and team building
Apr 2024	First preparatory construction measures
Jun 2024	Expected building permit
Jul 2024	Start of construction in the western part and renovation of the existing structures
Dec 2024	Soft opening of event area
Sep 2025	Opening of TARA



We look forward to hearing from you!

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