



O GRÉMIO
Tavira

Sleep | Dine | Shop | Mingle

*once upon a time there was a farmers guild and a music academy,
together, they bring the past into the present...*



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Listen to our story

Let's start with the past...

Our splendid green-tile-faced building started life as Tavira's Farmers Guild, known as Grémio da Lavoura. These farmers' guilds existed throughout the country after a decree law was passed in 1937 to establish them as bases for corporate organisations in agriculture, in accordance with the precepts of the National Labour Statute.

Designed as a gentleman's club, only the elite would have been invited to join the guild.

The main upper floor has lovely high ceilings, hand-painted murals of the local scenes of the time in the club room and is fitted out with teak and marble cabinets.

We can imagine local landowners meeting, a glass of whisky in hand, greeting one another with a handshake and discussing everything to do with agriculture ~ from crops and selling prices to the latest machinery and the salaries they would pay to the farmhands. In 1974 the government approved a decree law to

close the guilds, so sadly Tavira's guild closed its doors.

Moving on

Sometime thereafter the building was handed over to the Tavira council to be used as a school. It was the primary educational institution in the town for several generations, but as educational facilities evolved and the birth rate increased, the school was closed with teachers and pupils moving on to new pastures.

Recent history

Bringing us up to date, the building was then used as Tavira's music academy. Children and adults learned to play the accordion, piano, and guitar with recitals being held at local community halls, bailes, and even at the school itself. It was a Cultural reference in the town, part of the local community's life and one that is still remembered by locals today.

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Today

The base of our name 'O Grémio' (the Guild) plays homage to this building's heritage. We will also tone the marketing with a musical element to keep the history alive within its walls and its community, today still very much alive, and part of local Tavirense culture.

Our vision is to restore the building to its former glory and invite bespoke, innovative retailers and operators to infuse new life and ideas, with accommodation, fine dining, perhaps an oyster and gin bistro, music played by new Portuguese talent, or crafters and artists selling their locally produced handcrafted items... Our vision is all-encompassing.

Above all we want it be a place of note - a must-visit opportunity for visitors to Tavira, and a place where visitors and locals, young and old, mix to exchange stories of old and new, and one where the essential learning experience and appreciation of life, so embedded in its walls, will continue for generations to come.

*Where the music of life
plays anew..*



 Távira to:

Faro airport, 39km - 36mins

Olhão, 28km - 27mins

Ayamonte Spain, 40km - 31mins

Lisbon, 302km - 2hrs 46mins



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Tavira's Roman Bridge





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Bishop's
Square

Rua João Vaz Corte Real

Roman Bridge

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The project

O Grémio occupies a prime location in Tavira, close to the Gilão River, the waterfront, the landmark Roman bridge and the Bishop's Square (Praça Dr. António Padinha within The Alagoa garden), all of which are popular with both tourists and residents bringing footfall year-round.

O Grémio is a listed historic building and will be refurbished externally and structurally, ready for fit-out by the tenants and operators.

The architects were appointed due to their profound knowledge, sensitivity, and skill in the restoration of historic Portuguese properties.

O Grémio offers rental spaces from 115m² to 923m² and is targeted for completion in early 2024, subject to official approvals and licenses.





What is a good fit for the area?

There are many enterprises that would fit with the O Grémio ethos and interested parties can consider one space, multiple spaces or the entire building.

O Grémio is looking in particular for unique like-minded retailers and operators, to create something special and synergistic, to draw visitors and locals to the area, because there simply isn't anything else like it in Tavira.

We have created some scenarios with the potential operator | project profiles which would fit well with the noble style architecture and unique spaces, the location and importantly - each other.

The first floor would be ideal for a residential boutique-style hotel | upscale B&B - as outlined in this document's scenarios chapter.

There is an opportunity for a hands-on, super personalised approach.

The other areas could also be rented by the residential operator to add value and offer complementary services to the hotel guests.

The smaller spaces as described would be suitable for:

- A unique addition to the gastronomic repertoire of the Portuguese capital of the Mediterranean diet
- A cafe|bar|pastry shop|bakery with a significant difference
- Local and Portuguese branded textiles and more
- Quality musical themes, again with a focus on Portuguese talent
- A cooperative of artists, artisans, and space for digital nomads and remote workers to connect and work

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The heritage



O Grémio, decorative iron work on balcony above entrance



O Grémio, Old Club Room



O Grémio, Old Club Room

Photos by: Luis da Cruz



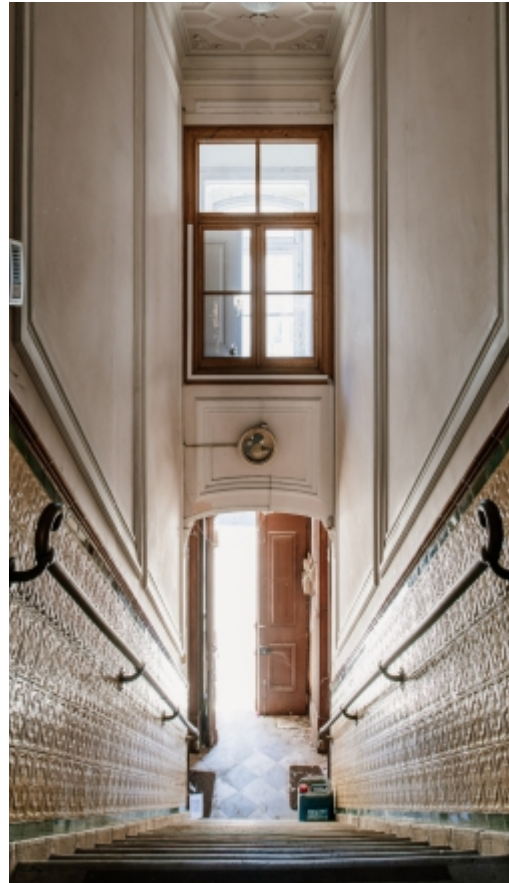
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The heritage



O Grémio Ceiling detail



O Grémio, Entrance



O Grémio, Attic



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Tavira a brief history

Tavira's origins date back to the Bronze Age. In the 8th century it became one of the first Phoenician settlements in the Iberian West where a colonial urban centre was created with massive walls, several temples, two harbours and an urban grid structure.

Garb Al Andaluz

For over 1300 years there was no great urbanisation on the banks of the River Gilão. After the Islamic invasions of 711, the rural district of Tavira became part of the Califat of Córdoba. There was a village on the left bank known as Al-jillah (which is the probable origin of the name Gilão).

It was only at the turn of the century that the Almoravid castle was built on the right bank of the Gilão to protect the ford where the popular 'Roman Bridge' stands today.



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Tavira a brief history

What we know of the activity in the port of Tavira in the mid-11th century shows that Tabira (meaning "the hidden") was one of the main settlements of the Islamic Al Garb.

The Moors occupation of the Iberian peninsula and of Tavira have left vestiges of their influence in the architecture that still remain today.

The majority of Tavira today is the result of a reconstruction during the 17th century, and is affectionately known as the 'Venice of the Algarve'.

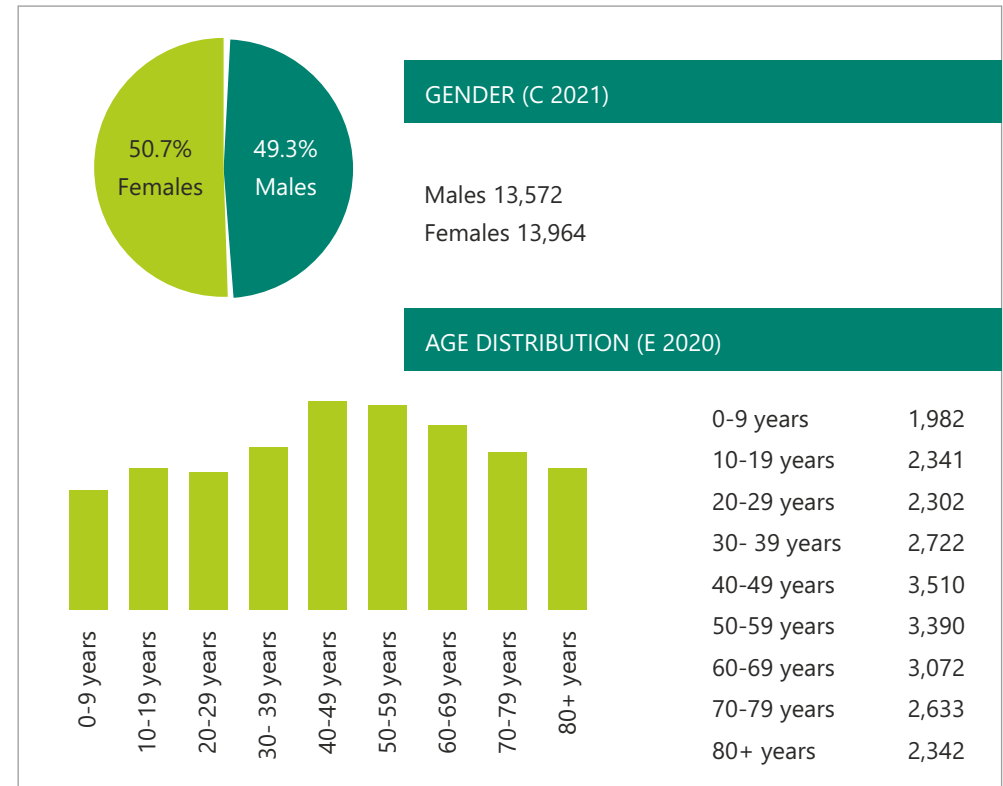


Tavira's demographics

Tavira attracts affluent international visitors and residents, mainly from Europe. First came the English, Belgians, Germans followed by the Scandinavians. In recent years a growing number of French and Italians have joined the community, while currently a growing number from North America are choosing this genteel city as their first or second home.

Only 27 kms away from the Spanish border, Tavira is a popular weekend, holiday destination for our *Hermanos* who appreciate the city's delights, authentic Portuguese charm and hospitality, and pristine beaches.

More recently, the city has become a magnet to digital nomads and remote workers, more so since the pandemic when people became used to working from any location so long as they can

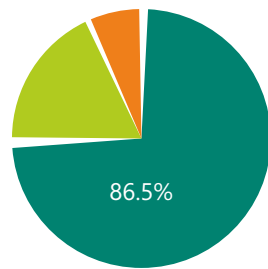


hop on an aeroplane to get back to a meeting.

An increasing number of younger couples with children, in search of a healthier kinder lifestyle, are also moving to Tavira.

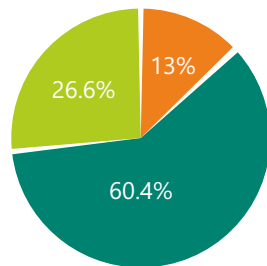
Tavira and the Eastern Algarve have an increasingly long tourist season from spring to autumn generating cash flow and footfall for around nine months of the year.

Tavira's demographics



NATIONALITY (E 2019)

Portugal	18,255
EU-28	4,567
Other nationality	1,708



AGE GROUPS (E 2020)

0-14 years	3,148
15-64 years	14,679
65+ years	6,467





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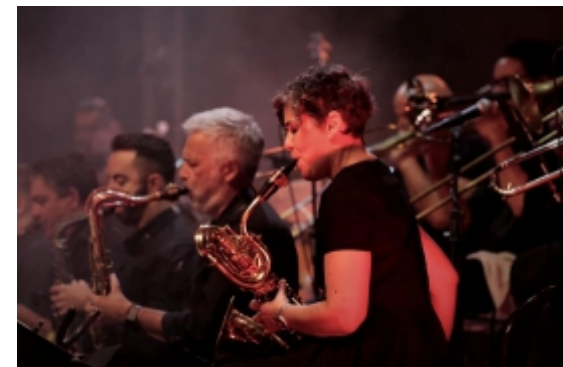
Tavira

Tavira's culture and gastro

The Mayor's commitment to preserve and grow the unique Tavirense millennial heritage and lifestyle, namely a community-centered lifestyle with a unique slant on luxury, translated into buildings with a human scale, a slower, more genteel pace and time made for human interchange and appreciation of Tavira's beautiful natural environments.

As the capital of the Mediterranean diet in Portugal, Tavira has become a gastronomic hub, attracting foodies and health-conscious individuals from the the rest of the Algarve and beyond to visit or settle.

The Mediterranean diet Festival is an annual event held over 3 days which is filled with vibrant showcases for agriculture and its by-products, local arts and crafts, culture, musical events and human conviviality.



Brands born in Tavira

Tavira is a creative city and has a good share of entrepreneurs, young and older, with fantastic ideas.

The Mediterranean Diet, Moura - craft beer to enchant, Delizia - natural craft gelati, Kozii - fashion for timeless journeys, and Ox Nature brand who use Tavira's Flor do Sal - considered the best in Europe, are all recent prime examples of the special brands born and distinguished in Tavira.

These home-created brands extend and develop the unique culture, lifestyle and flair of this city, appreciated by locals and beyond.





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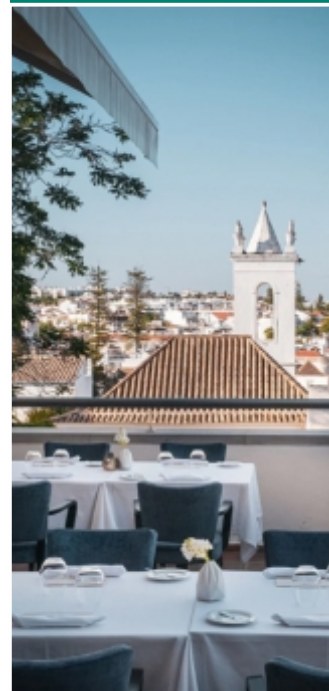
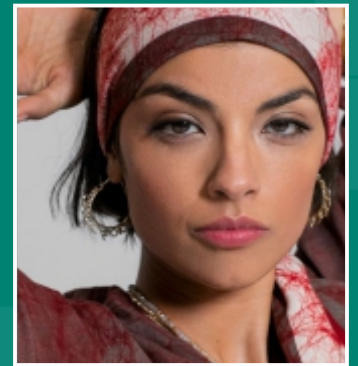
Tavira

Tavira's retail mix

Today Tavira is a growing city, its renewed prosperity founded on tourism and fishing. Set on either side of the meandering Rio Gilão, the right bank of the city is the more affluent, the left bank is more the bohemian quarter.

On both sides of the river residents and visitors meander along narrow streets and alleys to find their favourite eclectic assortment of restaurants and cafés, speciality and gift shops with ceramics, textiles and local artisan crafts that respect the persistence of techniques handed down from generation to generation. Tavira boasts 3 art galleries and has seen a notable number of wellness centres and gyms grow, all part of the modern health related Mediterranean diet lifestyle.

Tavira's shopping centre, the Gran Plaza has all of the usual brands, anchor stores, cinema and food court.





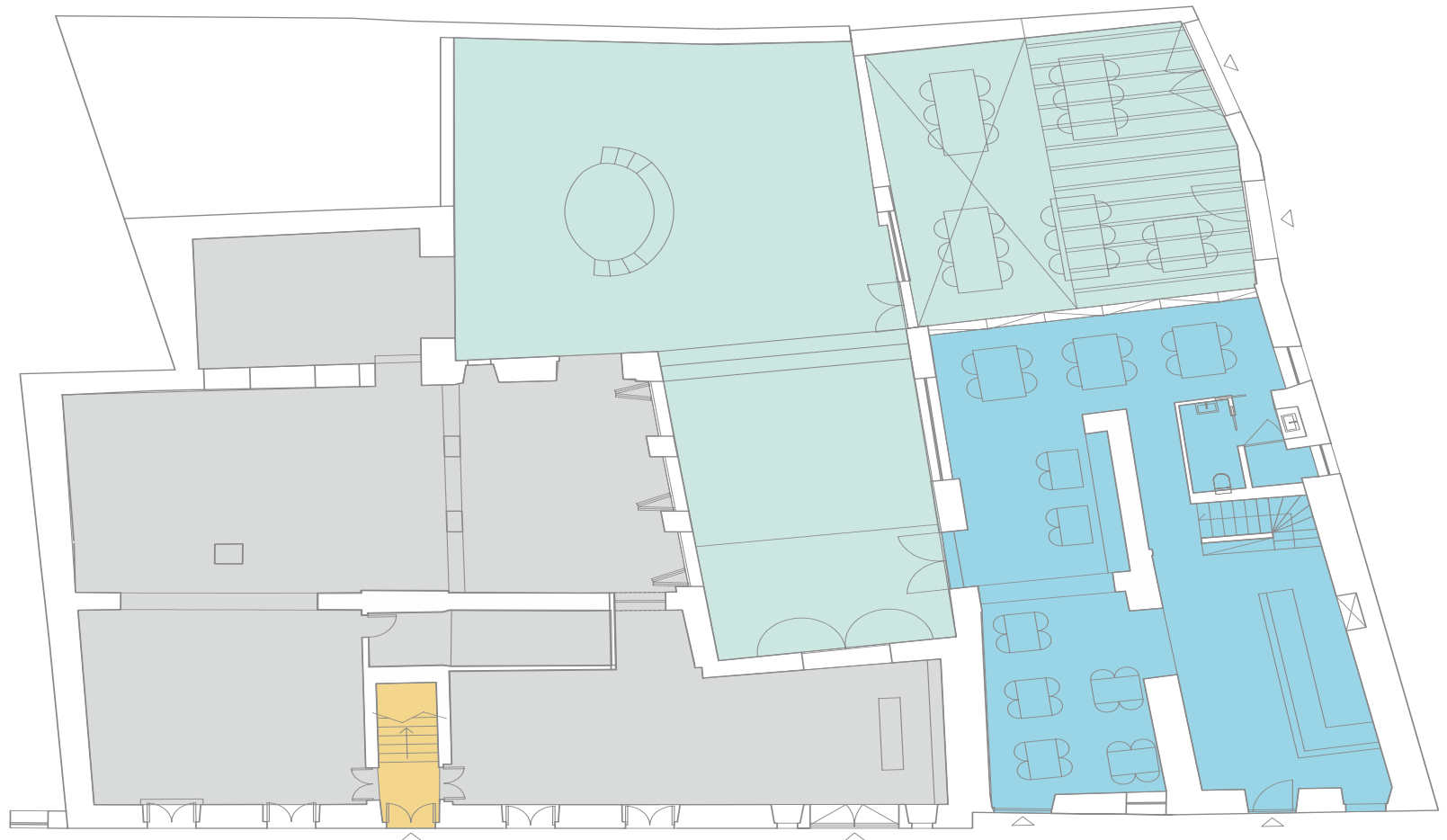
Open your mind to business



The plans

Ground floor

- Unit 1 | 202m²
- Unit 2 | 115m²
- Unit 1 and 2
combined 317m²
- Outdoor areas
198m²
- To first floor
Boutique
Residential



The plans



First floor

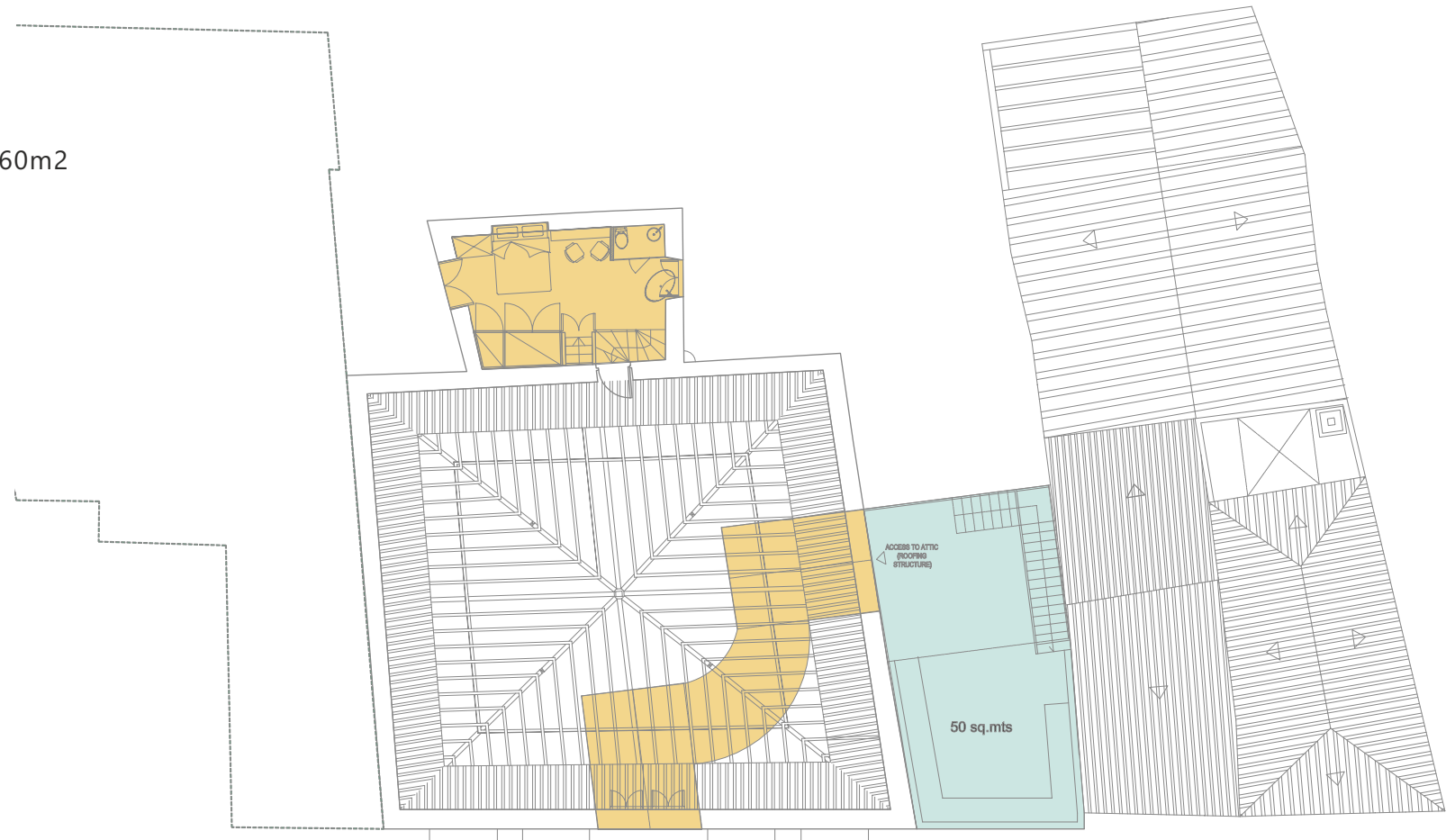
- Boutique residential 220m²
- Unit 2 | 41m²
- Outdoor areas 37m²



The plans

Second floor

-  Boutique residential 60m²
-  Outdoor areas 50m²





Total areas		Ground floor	First floor	First floor deck	Second floor	Second floor deck	Exterior areas
Unit 1	202m2						Up to 137m2*
Unit 2	115m2	41m2					61m2
Boutique residential		220m2	37m2	60m2	50m2		Up to 137m2*
Total	317m2	261m2	37m2	60m2	50m2		198m2
Grand Total							923m2

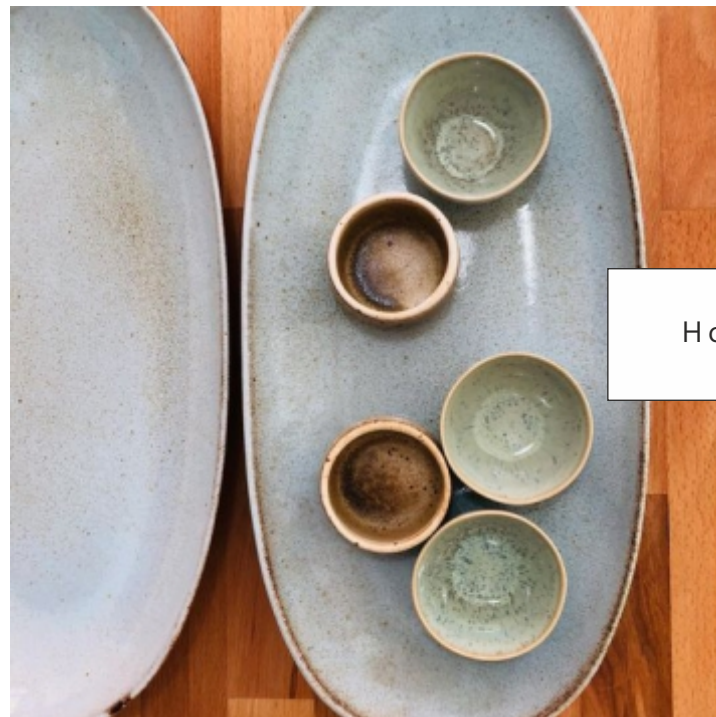
* The 137m2 exterior area can suit either Unit 1 or the Residential offer
 The above areas do not include pavement seating which is extra



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How will you write your story?

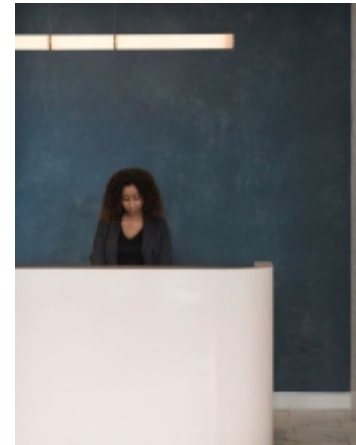


When they saw the plans Graça and Miguel knew that they could create the most elegant contemporary high-end boutique hotel in Tavira. With just a handful of rooms they could devote time to each guest which any of the larger hotels couldn't, creating a truly unique experience. Nothing would be too much for their guests to ask for, and they planned to research Tavira and the local areas for everything that would make for a stay worth talking about and worth repeating.

Teaming up with the health kick operator to supply a French twist on breakfast and the oyster and gin bar for afternoon cocktails just added other dimensions to the O Grémio hub.

Scenario 1, the boutique hotel

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Giovanni had been involved with the Italian fashion industry since he was a child and had spent several years travelling and looking for a place to settle and begin his own shop to represent little known designers, their brands and unique talents.

Portugal and Tavira were great hidden places for him to settle and start. With so many up and coming designers in textiles, shoes and handbags this was his vision coming to life.

O Grémio with its high ceilings and cornices, will have the unique, distinctive look which he wanted from a premises to display each piece.

Scenario 2, Eclectic shopping



Stay | Eat | **Shop** | Mingle



Richard and Sophie needed a collaboration to get their enterprise going and invited creative people to share the space.

Their creative hub is now occupied by local artisans, with ceramics and artworks, craft food products created locally and a space for digital nomads and remote workers arriving in a steady stream.

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Stay | Eat | **Shop** | Mingle



Scenario 3, The creative hub



Having studied everything, 'barista' Cristina turned into a gin aficionado, she noticed that Tavira had no focus on the current gin trend that is sweeping Europe, and so it was an easy option to explore as a business.

Oyster farming is a flourishing industry in the area so with a continual supply of fresh oysters guaranteed at the local market from cultivators and traders, she was on to something grand.

Adding 'up and coming' musicians, and some very trendy tapas to the mix will ensure that O Grémio is on the map with tourists and residents.

Scenario 4, the oyster and gin bar



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As Global communities become more conscious of the importance of food as medicine, getting enough healthy foods into the diet is a challenge for most people, and Chef François knew from his own experience that an anti-inflammatory diet is just part of what is needed for optimal well-being.

Sourcing cleanly-grown, healthy food ingredients and creating Michelin Star standard food is exactly what attracted this Chef to this niche and work.

He recognised there was a very small offer of uncompromisingly health conscious, yet delicious food options in Tavira

Scenario 5, the health kick

So using unusual local ingredients along with tried and tested cleanly-grown organic staples, he knew that he would be able to provide an authentic new slant to the Mediterranean diet parameters.

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What will you bring to the community?

Where the music of life plays anew...

Let's start a conversation
to co create:

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