



Guanajuato
Live Great Stories
Secretary of Tourism

Hospitality GTO



Hospitality GTO

Attending to Guanajuato's events and experiences

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Secretary of Tourism of Guanajuato
Government of the State of Guanajuato

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Guanajuato
Live Great Stories
Secretaría de Turismo

A journey through Guanajuato

The time spent planning and writing this book has helped us to get to know, research, investigate, visit, recognize and rediscover different places in this state. Each place has something to share with the visitor; each site offers an experience, a memory that will remain and will help us to share and restart the cycle.

Not much of what is written here, few of the images that "say more than a thousand words" would be possible without the kindness of each of the people we encountered on this journey, vendors, cleaning staff, administrative staff, waiters, chefs, farmers, children, elderly, all of them have shown us once again that hotels, restaurants, natural wonders, hills, dams, trails, experiences that invite us to reflect and connect us with our spirituality and shape the identity of the state... none of this would be possible without the smiles and company of the people of Guanajuato.

To all of them, thank you.









Diego Sinhue Rodríguez Vallejo

GOVERNOR OF THE STATE OF GUANAJUATO

Driven by a tourism sector committed to offering world-class services and experiences, today Guanajuato is consolidated as a privileged destination of high international prestige.

Our state combines the greatness of its historical and cultural heritage with a hospitality that offers high quality standards and the most exclusive elements.

From hotels that offer sanctuaries of elegance to cultural, enological and equestrian events that delight all the senses.

Each page of "Hospitality Guanajuato" is a promise of excellence and sophistication; products and services that allow tourists to live great stories in our state.

Our recognition goes to all the people who have collaborated in the edition of this magnificent work,

which is a tribute to the entire sector of tourism service providers committed to offering excellent quality services.

With the confidence of businessmen and investors, we continue to build the Guanajuato of the 21st Century: proud of our glorious past and passionate about a better future for everyone.



Juan José Álvarez Brunel

SECRETARY OF TOURISM OF GUANAJUATO

Guanajuato is consolidating its position as a high-caliber "leisure" destination, not only for its exclusive hotels, cultural, sporting and equestrian events, but also for the gastronomic and wine-making experiences that captivate the senses of the most demanding "bons vivants".

"Hospitality Guanajuato" is a careful selection of experiences and destinations focused on high-class tourism.

Within its pages, you will find not only high quality accommodations, but also activities, experiences, destinations and exclusive attractions that have managed to synthesize the greatness of the historical and cultural heritage of our land and the modernity of our era.

In the Ministry of Tourism we reaffirm our commitment to promote the vanguard and quality in hospitality, because we know that every detail of excellence contributes to consolidate

Guanajuato as an outstanding national and international reference in the high-level segment.

We hope that "Hospitality Guanajuato" will be an invitation to live exceptional tourist experiences and high quality service.

May this work serve as a tribute to the greatness of Guanajuato; as a call to preserve and appreciate our cultural and natural heritage and an inspiration to explore and enjoy every corner of this wonderful state where great stories are lived.





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GTO Hospitality

Attending to Guanajuato's events and experiences

INTRODUCTION

Guanajuato, a land of exquisite opulence, is distinguished by its luxury colonial hotels, architectural jewels that blend history with contemporary splendor. These hotels stand as witnesses to the colonial heritage, offering unique experiences that blend classic elegance with modern comfort services.

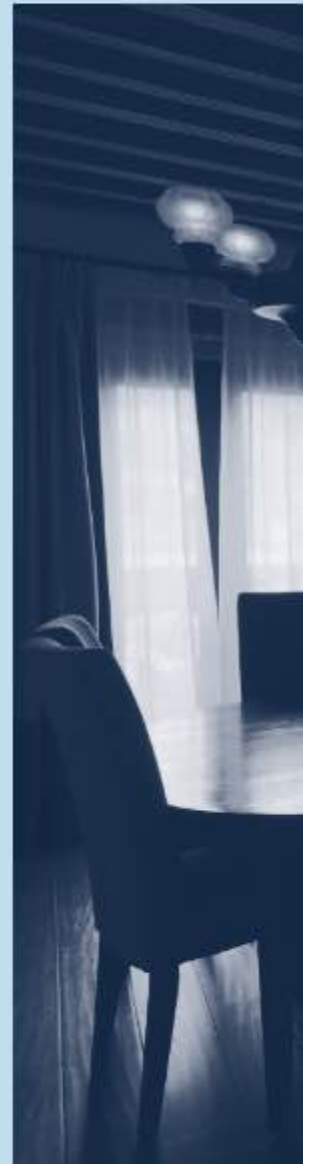


Fig. 1
Accommodation at Hotel Casa del Rector, Guanajuato







Embedded in the cubist landscape of the state's colonial cities, such as Guanajuato capital and San Miguel de Allende, these hotels that are often hidden in historic casonas are luxuriously modernized to bring the best of the best to locals and foreigners alike, with the great bonus of being close to almost all the main attractions of these busy settlements.

Luxury countryside estancias in Guanajuato, on the other hand, intertwined with natural landscapes and panoramic views, present themselves as a serene and sophisticated oasis. The semi-desert landscapes of our state have become ideal refuges to escape the urban noise, where tranquility meets high quality service, providing a perfect stay. These places provide luxury where until a few years ago no one had imagined it, among inaccessible rocky outcrops, on the edge of huizaches and cacti, defying the mountain and showing that hu-

manity can do anything and, moreover, with an aesthetic that is enviable for any other part of the country.

The "terroir" of Guanajuato, thanks to its plains, valleys and climatic conditions, has led to a boom in the state's wine culture, which already stands out among the four states with the highest wine production in the country. More than 300 total hectares dedicated to wine are available for the most refined tastes.

Wine festivals, vineyards and "Vendimias" are occasions to celebrate the harvest, flooding the air with aromas of fermentation and offering exclusive tastings. The many wineries that are found here are offering the best that the womb of our soil can generate, which in many cases have won a great number of distinctions that stain the names of Guanajuato's barrels with honor, national awards and those from many parts of our planet earth.

Fig. 2
Room at Hotel María Cristina, Guanajuato

«It's about to dawn: joyful the bell
greeted the glow that the dawn sends;
the pious maiden rises from her bed
to say her morning prayer.»

—Juan Valle, from Guanajuato,
capital city.

Guanajuato's cultural festivals, with a long tradition and incomparable essence, offer an incomparable fusion of music, dance, theater and visual arts. These events, such as the Cervantino in Guanajuato, or the Opera season at the FORUM in Leon, display an eclectic array of national and international talent in a festive and avant-garde atmosphere.

We enjoy so many festivals in Guanajuato that it is difficult even to keep track of how many of them have been born each year, indeed, it is most likely that while you are reading these lines a couple of festivals are seeing the light and another couple is being drafted in front of a computer to be born in a few days. That is

what we boast about, our entity has a density of artistic and cultural circuits that are hardly found in other points of this continental plate.

It is well known that there is no healthy mind without a healthy body and the people of Guanajuato know it well. Luxury spas abound in our state, providing a comforting indulgence, combining modern and traditional techniques to offer a heavenly retreat, to be enjoyed with your partner or after long business visits. All of these settings become havens for relaxation, healing and rejuvenation for mankind who are willing to pay enough to truly experience what others can only caress while dreaming.



Fig. 3
Juarez Theater, Guanajuato City.



«I wanted to talk to her and tell her
much, much
but when I tried, my lip was mute
I said nothing to her, because I could not,
for it was someone else's,
For it was someone else's, his heart.»

-Antonio Zúñiga,
musician from Silao.

The Guanajuato gastronomy, peculiar to each zone, presents true temples for lovers of fine dining. La Cocinoteca, internationally recognized, or Casa Mercedes, in the capital, are some of the culinary oases where every bite is an experience of delight. There are dishes of all kinds, with pre-Hispanic roots, with their own inventions and with some of the Michelin stars spread throughout our state.

Fig. 4
Diners at Cuna de Tierra vineyard, Dolores Hidalgo, Mexico.





In our Guanajuato, there are also many tequila and blending houses that embody the rich heritage of the region in every sip. In these native establishments, as in Cervecería Allende, they fuse tradition with high quality standards, where ancestral knowledge is distilled to create liquors that are authentic elixirs. The distillates make Guanajuato a destination that interests more than one foreigner with a lively and adventurous spirit, ready to let the mezcaline and other natural substances of these spirits make the beautiful disorder of drunkenness, ready to surrender to the frenzy of the rancheras and the cry of ¡Viva México! And, by the way ¡Viva Guanajuato!



«Land of the Bajío,
with your blessing
I go singing songs,
verses from the heart.
Your orchards and your plots
give fame to our nation,
and your charros and your
females
are pride and sensation.»

–Alfonso Serrato,
composer of Comonfort.



Fig. 5
El Alamo golf course, Celaya



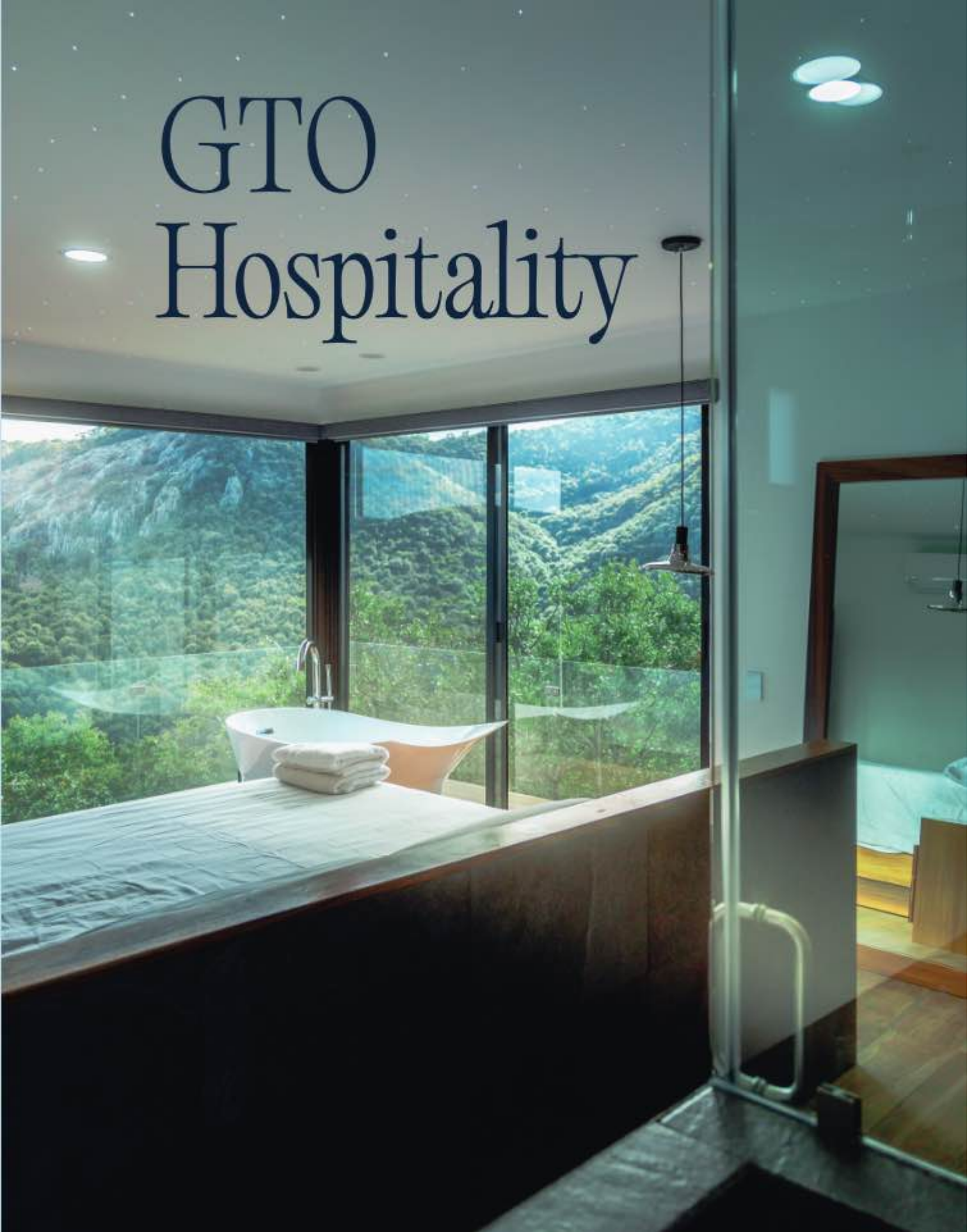








GTO Hospitality



1. Lodging





1.1 Close to everything

In the cities of Guanajuato and San Miguel de Allende, luxury hotels spread in sight, where comfort and sophistication dance to the beat of the rhythm of history that flows in every corner of this enchanting state.

In this kingdom of delight, whose origins can be traced to its relationship with the mining booms that the area had for several centuries, the poetry of the past merges with modern sophistication, these hotels stand as beacons of splendor and refinement.

These are places from which it is difficult to say goodbye, according to those who pass through them, and it can be understood, they are places created to feel "at home" rather than actually being at home, in many cases the visits return year after year, attracting an increasing number of guests from all over the world.

In the heart of Guanajuato, there are several of such retreats, rooms that caress the soul and inebriate one's senses. Their majestic lobbies adorned with crystal chandeliers light the way to an exquisite comfort. The rooms, beyond mere accommodations, become sanctuaries of elegance.



Each hotel, an ode to comfort and exclusivity, becomes a sensory delight. From spas that invite relaxation and well-being to restaurants where high gastronomy is fused with local flavors, every detail is woven into a marvelous tapestry of buoyancy and good taste.

With panoramic views of the charms of Guanajuato and the people of San Miguel, each window is a canvas framed with the historical and artistic heritage of the region. Carefully selected fabrics and furnishings celebrate the legacy of local art and craftsmanship, lending a distinctive touch to the stay.

These hotels and estancias, not only as abodes of elegance but as gateways to the exploration of the region, serve as sensory experiences that nurture the soul. Each venue, with its combination of luxury and intimate charm, becomes a guiding light that invites you to lose yourself in the diversity and beauty of Guanajuato, a starting point to discover the magic of this land and return to a haven of exquisite comfort.

«Each hotel,
an ode to comfort
and exclusivity,
becomes a delight.»

Colonial spirit utopia

HOTEL ROSEWOOD



Historical City Center,
San Miguel de Allende



1850 m above sea level.



Hotel Boutique



Semi-warm Sub-humid



130 km SE / 2:20 hrs.
from León, Gto.



When it comes to high standard hospitality services in Guanajuato, it is difficult to give credit to a single place for having set a new paradigm of quality. Undoubtedly it is a multifactorial matter, but San Miguel de Allende has positioned itself as the destination par excellence when talking about the most outstanding colonial city in Mexico: its architecture represents a great basis for its prestige, but the dynamics of the Heritage City have built the magic and magnetism contained in its quarry stone walls and streets.







Fig. 6
Rosewood's rooms recreate the ambiance of an old Hacienda.

Fig. 7
Pool in the outdoor gardens of the architectural site.

No wonder it has caught the attention of different artistic geniuses throughout its history, from revolutionary, enlightened, academic and above all artistic movements that shaped the greatness of Mexico, from Ignacio Ramirez "El Nigromante" at the dawn of the country, to contemporary artists such as Rufino Tamayo, David Alfaro Siqueiros and Diego Rivera. And let's

 Visit the Luna Rooftop and enjoy the best view of the historical city center.

 Since its inauguration in 2011 it has been a reference in hospitality.



not go any further if we mention Mario Moreno "Cantinflas", Luis Miguel, Meryl Streep, or recently Maluma, to get into the spotlight of celebrities who, among others, have visited, lived or even started a business in San Miguel.

If we add creativity and passion to this kind of mystique, which is reflected in the multiple new projects focused on the delight of the senses, we would necessarily have to list Rosewood San Miguel de Allende among the new classics. Starting with its terrace, which has positioned itself as the favorite viewpoint of the Parroquia de San Miguel for those who like to pair a good wine with a good view.

Rosewood has managed to integrate itself into the essence of San Miguel de Allende, taking advantage of the best of the city: the colonial style brought to modern comforts, with a tasteful decoration and a concept well grounded in Mexican roots.

Its amenities are designed to proudly accentuate the surroundings, with accommodations ranging from one-bedroom to five-bedroom residences, with spa services, pool, restaurant and everything the body is looking for after enjoying a stroll through the best city for vacationing in Mexico.



Fig. 8
View of the outdoor patio from the second floor arcade.

Fig. 9
The high quality of details goes hand in hand with the Mexican colonial style.

Rosewood has managed to integrate itself into the essence of San Miguel de Allende, taking advantage of the best of the city: the colonial style brought to modern comforts, with a tasteful decoration and a concept well grounded in Mexican roots.



Nemesio Diez #11,
Zona Centro, CP. 37700
San Miguel de Allende,
+52 415 152 9700



- It has 3 restaurants and a tequila bar.
- Schedule a visit to Sense, A Rosewood Spa.





A truly *apapacho*

HOTEL APAPACHO



Paseo del Chorro,
San Miguel de Allende.



1900 m above sea level.



Hotel Boutique.



Semi-warm Sub-humid



120 kms SE / 2:20 hrs.
from León, Gto.



Located in a leafy and charming spot on the "El Chorro" descent in San Miguel de Allende, the Apapacho Hotel Boutique presents itself as an exclusive hideaway for the senses and the soul's repose. With a statement of "Every apapacho is a comfort for our soul", this special hotel is an oasis of intimacy, fusing elegance with a warm sobriety.





The hotel has a special charm with its stone decorations and the predominance of wood, which infuses a sense of warmth and calmness in every corner, creating a sophisticated yet cozy atmosphere, tempting guests to indulge in a comforting and elegant ambiance.

The rooftop on the third floor is the epicenter of the Hotel, featuring panoramic vistas of the city, this area becomes a perfect viewpoint for contemplation, providing an exceptional experience that is completed with the fine selection of mixology and cuisine that will only make you fully surrender to the enjoyment.



Located in the emblematic Paseo del Chorro next to Juárez Park.



The rooms are numbered in Nahuatl.

Fig. 10

The hotel is welcoming at all times.

Fig. 11

The rooftop on the third level.

Fig. 12

The details distinguish this small boutique hotel



— 48 With only six rooms numbered in Nahuatl, and each with a unique atmosphere, the hotel guarantees an exclusive and personalized experience for each guest. Every detail is carefully designed to provide an atmosphere of maximum luxury and comfort.

Meticulously chosen Turkish cotton towels and micro-gel comforters bring a sense of softness to the lodging experience. These small details of quality reinforce Apapacho Hotel Boutique's commitment to the ultimate comfort of its visitors.



Fig. 13
The areas invite to reflection and relaxation.

Fig. 14
Room Ce, number 1 in Nahuatl.

The hotel has a special charm which infuses a sense of warmth and calmness in every corner, creating a sophisticated yet cozy atmosphere, tempting guests to indulge in a comforting and elegant ambiance.



Bajada del Chorro #11
Zona Centro, CP. 37700
San Miguel de Allende,
+52 415 688 3898



- The hotel has 6 boutique rooms.
- Breakfast is included in your reservation.

Cutting-edge hospitality

HOTEL MATILDA



Hotel Matilda Spa
Presa de la Olla



1900 m above sea level.



Classic Contemporary Hotel.



Semi-warm Sub-humid



120 kms SE / 2:20 hrs.
from León, Gto.



In the very heart of San Miguel de Allende lies the sophisticated Matilda Hotel, a tribute to creativity and avant-garde style hospitality. This design hotel reflects its world renown in every detail it delivers to its guests, a perfect match between the imple-





mentation of contemporary design and a commitment to the present-day culture.

Its spaces are designed for the fine interaction with one's senses and for the well-being of its visitors, who walk through the amenities as if they were wandering through the corridors of a contemporary art fair, an unexpected aesthetic experience for those who are staying overnight.

Moxi, the culinary experience that houses the hotel, is another mandatory attraction, a gastronomic proposal that tries to go beyond in the representation of the traditions of local cuisine and international influence. This rigorous fusion



The Chef of the Moxi Restaurant at the Hotel Matilda, Vicente Torres, has been awarded with a Michelin Star.



Named #1 hotel in Mexico by Condé Nast Traveler's 2023.



Fig. 20
Hotel lobby.

Fig. 21
Owner's Suite C.

Fig. 22, 23
The Moxi restaurant.



of flavors, nuances and textures offered in its menu were created by the famed Mexican chef Enrique Olvera.

On several occasions, Matilda has been named by specialists as the best hotel in Mexico, a demanding commitment to excellence and innovation which has kept them at the forefront for more than twenty years of operation.

Fig. 24
Example of the hotel's chic-contemporary design

Fig. 25
Claudio Limón's mural in Matilda's pool.



Its areas are designed for the fine interaction with the senses and for the well-being of its visitors, who walk through the amenities as if they were strolling through the aisles of a contemporary art fair, an unexpected aesthetic experience for those who spend the night.

53 —



Aldama #53,
Zona Centro, CP. 37700
San Miguel de Allende,
+52 415 152 1015



- It has 32 rooms, most of them with terrace and panoramic views
- It has one of the best restaurants in San Miguel de Allende.

A (Neo) Classic

CASA DEL RECTOR



Downtown,
Guanajuato Capital.



2200 m above sea level.



Art Collection Hotel Boutique & Spa



Temperate Sub-humid

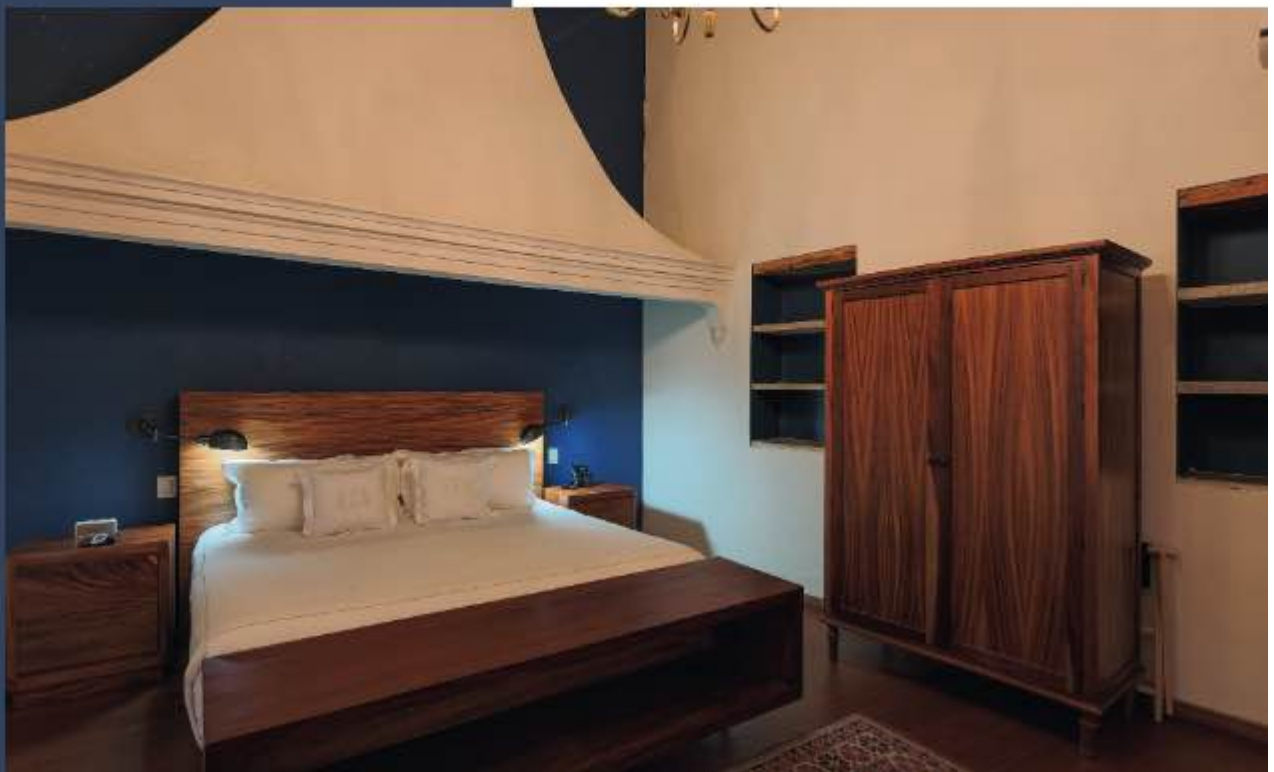


60 kms SE / 1:20 hrs.
from León, Gto.



The Casa del Rector (Rector's House) is a charming nineteenth century casona that has been converted into an exclusive boutique hotel, preserving with elegance the essence of the neo-colonial style of the city, thanks to its excellent restoration process.

The sober facilities bear a great legacy of local culture, as they were once home to the first





governor of Guanajuato and also to the founder and first rector of the University of Guanajuato. Each room and hallway retains its historic atmosphere, so visitors can immerse themselves in the cultural and architectural heritage of the region, a reminder of the cultural heritage of the inhabitants of Guanajuato.

If you are looking for a signature cuisine proposal in the capital, Las Vieyras, the restaurant inside the hotel has what you need to satisfy your appetite.

Fig. 26
Master Suite 03 whit 50m²

Fig. 27
Sky Bar Bartola.

Fig. 28
Every corner hides jewels of contemporary art.

💡 Winner of the Mexico Desconocido award for the Best Lodging Experience in Mexico.

💡 El Comedor Tradicional Guanajuato received Tripadvisor's Traveler's Choice 2023.





Located in the heart of Guanajuato's downtown historic quarter, this unique hotel allows its guests to easily embrace the artistic treasures and beauty of the city. With its cobblestone domes and narrow streets as well as the lively vibrancy around it, this hotel offers a unique stay in one of Mexico's most emblematic cities.



Fig. 29
Swimming pool at the Hotel.

Fig. 30
There are sculptures throughout the Rector's House.

Fig. 31
Guanajuato Traditional Dining Room.

The sober facilities hold great legacy of local culture, as they were once home to the first governor of the state and also to the founder and first rector of the University of Guanajuato.



Positos #33,
Zona Centro, CP. 36000
Guanajuato Capital.
+52 473 732 9200



· It has 13 rooms, most of them with panoramic view, ranging from 28 m² hasta 75m²





Ancient fusion

CASA BLANCA 7



Downtown,
San Miguel de Allende.



1900 m above sea level.



Colonial Hotel Boutique & Spa



Semi-warm Sub-humid



200 kms NE / 3:00 hrs.
from León, Gto.



Arrive a day before your tour to
enjoy the sunrise.



Remember to use sunscreen during
your visit



Located in a building with centuries of history, Casa Blanca is a timeless treasure in the mythical streets of the first square of San Miguel de Allende.

The property, with its well-delineated roots in the Mudéjar architectural style, has been transformed into a space that



Fig. 32
Decorated by Fisher Weisman Collection



Fig. 33
Temple of San Francisco de Asis.



embraces Mexican modernity without losing the charm and essence of its heritage: The ten suites designed with the influence of North African culture, offer a bohemian and elegant lodging experience.

— 62 Majestic ornamental plants and trees fill the view in the central courtyard that embraces guests with that natural touch of Marrakech's ambience, immersing them in an idyllic

setting in the midst of this eccentric UNESCO World Heritage city.

Casa Blanca's bedding reveals a commitment to excellence and comfort, so soft and luxurious Portuguese cotton sheets are combined with feather pillows. A wise detail that grants a sublime relief for tourists who ramble day and part of the night among the delights of a city that never sleeps.

Fig. 34
One of 10 exclusive rooms.

Fig. 35
Fatima restaurant kitchen

Fig. 36
Mudejar architecture style.



Juárez #7,
Zona Centro, CP. 37700
San Miguel de Allende,
+52 415 688 1438



- It has 10 rooms decorated by Fisher Weisman Collection.
- Visit Fátima Rooftop and enjoy the proximity of the temple of St. Francis of Asis.





Commanding San Miguel

CASA DE SIERRA NEVADA



Downtown,
San Miguel de Allende.



1900 m above sea level.



Five Star Boutique Hotel & Spa.



Semi-warm Sub-humid



120 kms SE / 2:20 hrs
from León, Gto.



As part of the prestigious Belmond Hotel chain, Casa de Sierra Nevada distinguishes itself as a spectacular testament to luxury in a historic setting. This eighteenth-century jewel embodies the essence of historic grandeur and contemporary refinement, promising an experiential experience for its special guests.





In this ancient palace, from the first step, grandeur unfolds with majesty. The generous areas and carved wood finishes, reflections of rustic colonial architecture, envelop visitors in an atmosphere of elegance and San Miguel tradition, where antique ironwork, high ceilings and chandeliers lend an air of distinction and splendor to every corner.

It has a wide range of services and amenities that provide guests with a complete set of options that will ensure their full enjoyment. An example is the spa called Laja, inspired by the serenity of the Laja River in



Fig. 37
Studio Suite.

Fig. 38
Luxury suite with a view to Parroquia

Fig. 39
Laja Spa.



Casa de Sierra Nevada is a historical legacy turned into a contemporary luxury retreat.

Guanajuato, which offers treatments that will comfort and heal, providing an experience of total relaxation.

Casa de Sierra Nevada is a historical legacy converted into a contemporary luxury retreat, it is a tribute to the greatness of Guanajuato.

Fig. 40

Interior connection between rooms

Fig. 41

Tunki Rooftop by Handshake.



Each of the 6 colonial houses that conform this hotel has its own name: Casa Caballo, Casa Fuente, Casa Limón, Casa Limón, Casa Palma, Casa Parque and Casa Principal.



Hospicio #35,
Zona Centro, CP. 37700
San Miguel de Allende,
+52 415 152 7040

Photographs courtesy of:
Casa de Sierra Nevada





Sterling silver

GUANAJUATO



The Nueve 25 Hotel (Nine twenty five Hotel), located in Guanajuato, a city of mining heritage, gets its name from the perfect silver aleation, which must obtain 92.5% of pure silver that few achieve to then boast the famous denomination: Sterling Silver, which guarantees its purity and quality.



Hotel Nueve 25
Zona Centro



2100 m above sea level.



Hotel Boutique.



Temperate Sub-humid.



60 kms SE / 1:20 hrs.
from León, Gto.

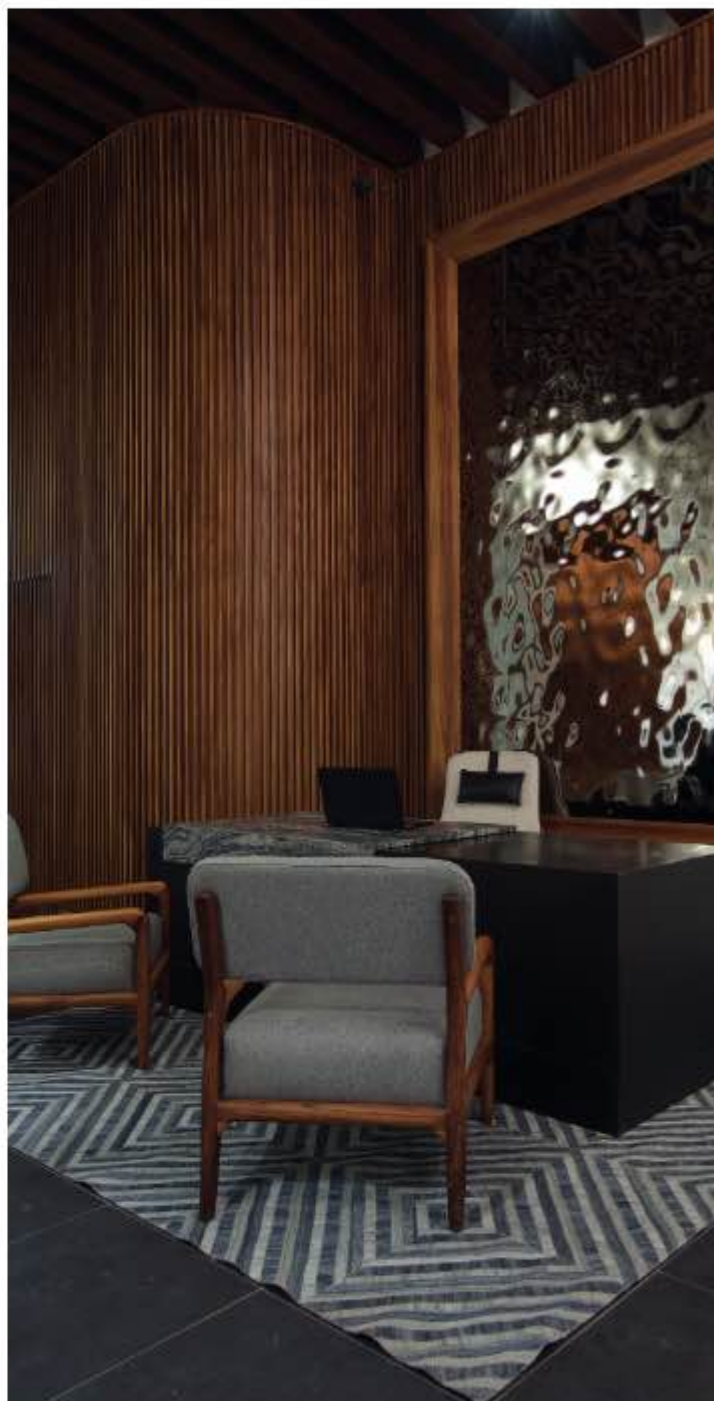




Fig. 42
The hotel blends atmospheres to create unique spaces.

Located in the emblematic Plaza de la Paz, in a XVI century mansion.

Fig. 43
Delux Suite of almost 50 m²

Its rooftop offers the best views of the of the Guanajuato University and the Basilica de Nuestra Señora de Guanajuato

Fig. 44
Nine 25 Subterranean cave.



Thus, this ranch, which contrasts with a city with a more university atmosphere than luxury, demonstrates in its facilities, a meeting point for tourists who know how to enjoy the fine detail and the high specialty.

With a privileged location, close and well connected to the main tourist attractions of the city, the exclusive setting, the Nueve 25 Hotel invites you to unlock your dreams and discover an unforgettable holiday.



Fig. 45 y 46
The Gin Bar.

Fig. 47
Sterling Rooftop.





The Nueve 25 Hotel (Nine twenty five Hotel), gets its name from the perfect silver aleation, which must obtain 92.5%. of pure silver that few achieve to then boast the famous denomination: Sterling Silver, which guarantees its purity and quality.



C. Ponciano Aguilar #69,
Colonia Centro, CP. 36000
Guanajuato Capital.
+52 473 732 4711



- It offers 15 rooms and suites
- Schedule a visit at the Nueve25 Spa to complete your experience.

Magical link between elements

AMATTE HOTEL



Viewpoint of
San Miguel de Allende.



2050 m above sea level.



Wellness Hotel & Sensorial.



Semi-warm Sub-humid.



125 kms SE / 2:20 hrs.
from León, Gto.



Majestically located on a hill, the Amatte Wellnest Community was inspired by the Wabi-Sabi concept and the idea of residential development in close contact with nature, so this architectural landmark blends sobriety and contemporary design in its extension.





LODGING — *Close to everything*

Fig. 48
Sunset at the Rooftop.

Fig. 49
Master Suite.

Fig. 50
Pool in the central patio.



The name "Amatte" derived from the Nahuatl language meaning "nest", is a perfect representation for this high-rise retreat, a dream project of architect Shinji Miyazaki, who created an honest and outstanding destination to escape from urban life. It is enough to say that Amatte has its own vegetable garden, where the vegetables for its kitchen and aromatic herbs for its spa are harvested.

Avant-garde areas have been created with decorative elements similar to those found in the mountains and landscapes of San Miguel de Allende, an environment that coexists in harmony with young couples who enjoy the top-of-the-line amenities, including the sound room and skybar.

The nerve center of the place is an impressive swimming pool, the central water component that contributes a meeting point with a fresh touch and a sense of tranquility to the already sophisticated context.

The rooftop, with panoramic views, is the perfect place to contemplate the beauty of San Miguel de Allende at sunset and to enjoy moments of peace and leisure, either alone or in good company.

Likewise, Amatte's twenty-nine suites are a holistic testimony of interior design, the result of a meticulous and multidisciplinary work where landscaping, architecture and hospitality successfully dialogue. Each suite is meticulously designed with elements that recall the geographic environment of San Miguel de Allende, creating a balance between the natural and the contemporary.

Among its attractions for sybarites are Hacmans, a restaurant serving sustainable cuisine, and Barra Dragones, a sanctuary for lovers and discoverers of tequila, Mexico's emblematic beverage.

Fig. 51
Hacmans Cocina a la Leña.

Fig. 52
Archway in the central courtyard.



Wabi-sabi design by architect Shinji Miyazaki.

It has one of the most privileged views of the city.



Salida Real a Querétaro #168,
Zona Centro, CP. 37774
San Miguel de Allende,
+52 415 169 1916



- It has 29 suites designed under the Wabi-sabi concept.
- It has a restaurant and mixology bar on the rooftop, with a view of the entire city.

Sophistication and elegance

LIVE AQUA



Live Aqua, renowned for its focus on first-class hospitality, presents its visitors with an innovative approach to combining the contemporary with the cultural authenticity of the local community.



Live Aqua,
Presa del Obraje



1900 m above sea level.



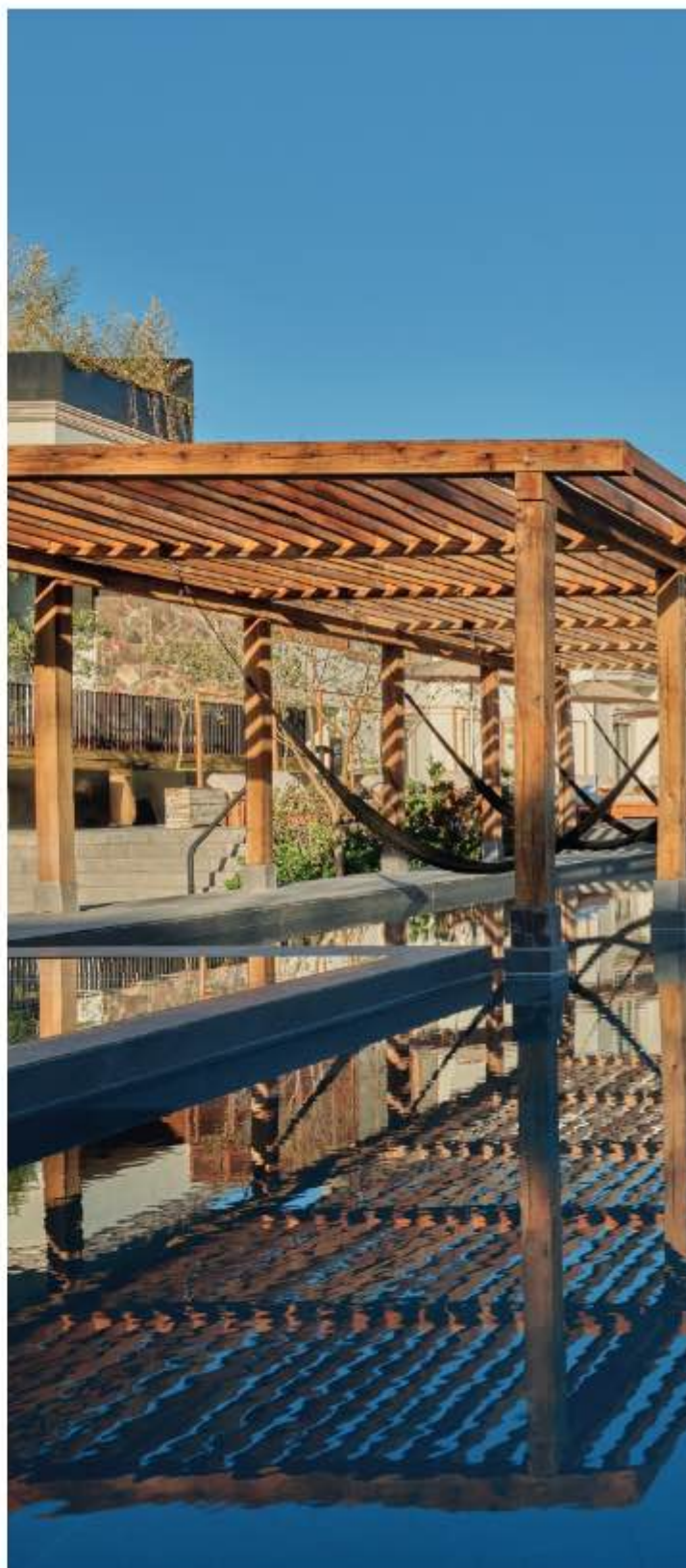
Urban Resort 5 Stars.



Semi-warm Sub-humid.



130 kms SE / 2.00 hrs.
from León, Gto.



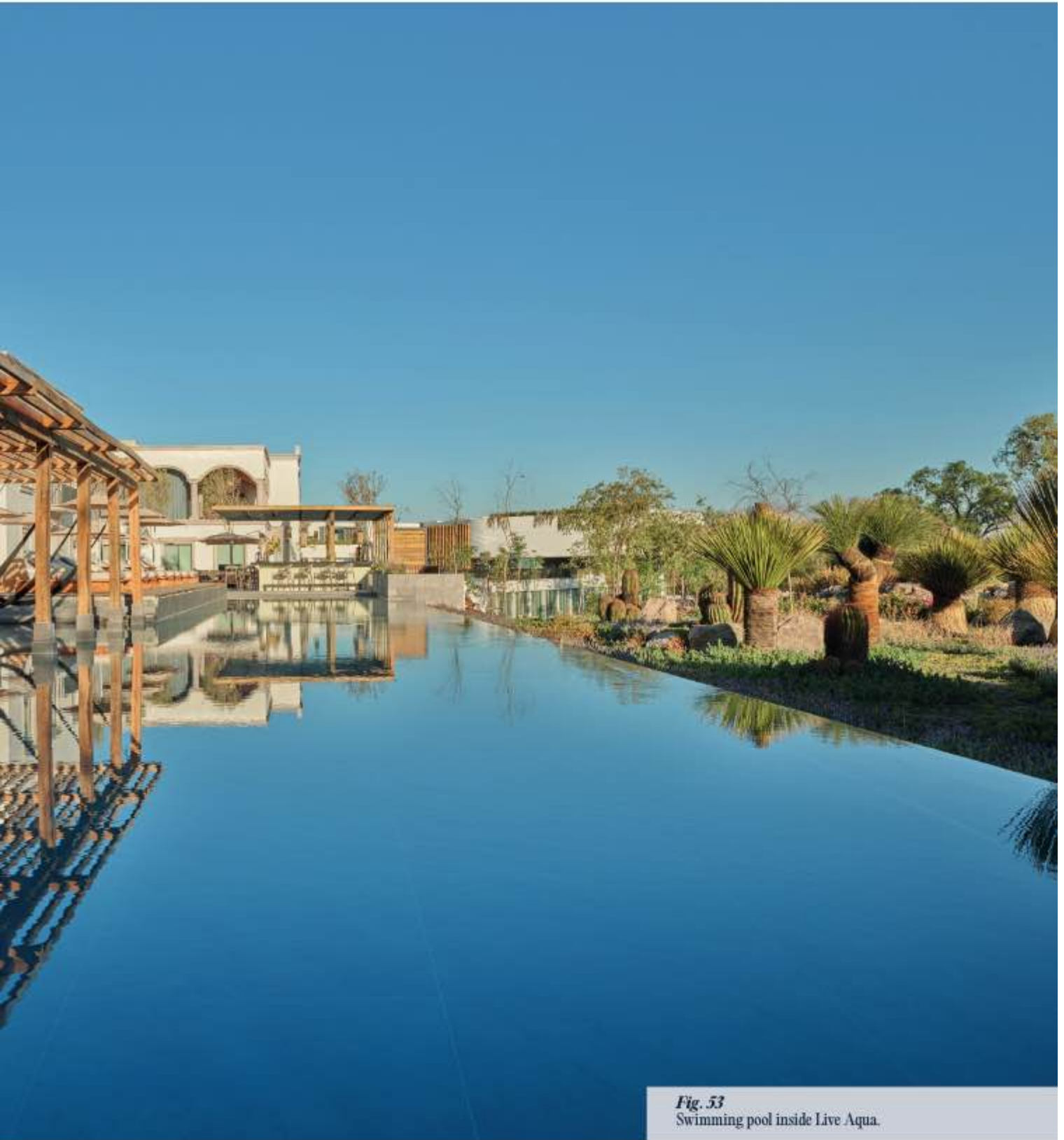


Fig. 53
Swimming pool inside Live Aqua.



This place prides itself on its avant-garde facilities, which from its central courtyard, or from its impressive corridors and staircases, welcome the visitor among large sculptures created by renowned Mexican artists, as well as the Spa, with treatments that stimulate and rejuvenate the spirit of its guests.

The hotel's gastronomic selection stands out for being created by Chef Eduardo Palazuelos, a legend of the local cuisine, where a combination of seafood and traditional dishes, from Asia or from here, from Guanajuato to the world.



Live Aqua San Miguel de Allende has been a wonderful addition to the hotel options of this historical city, a place that would celebrate the cultural essence of San Miguel de Allende while offering a touch of contemporary luxury, delivering its visitors an unforgettable time amidst the historical and cultural beauty of our state.



With top ratings from Forbes Travel Guide Awards.



Feel Urban Spa by Live Aqua is Prestige Partner of Natura Bissé, the World's Best Spa Brand by World Spa Awards.

Fig. 54

Amenities include bathtub and vinyl turntable.

Fig. 55

Fusion of avant-garde and colonial style.

Fig. 56

Enjoy holistic activities such as yoga and temazcal.

Fig. 57

Colonial Matatena of Lanterns between the infinite staircase.



Calzada de la Presa #85,
Zona Centro, CP. 37700
San Miguel de Allende,
+52 443 310 81 37

Photographs courtesy of:
Hotel Live Aqua









1.2 Dreams of the countryside

In the wild and semi-dry landscapes of Guanajuato, among the thorny vegetation of huizaches and mesquite (Endemic flor), are hidden the rural estancias ready for lodging, designed to bring you into harmony with the wild nature of the region. These secret treasures, far from urban crowds, prepare their rooms to welcome guests into a world of exclusivity and sophistication.

The wonder begins with the architecture itself: buildings that blend in with their surroundings, respecting the land and adapting to its semi-arid landscape. Inside, each space is meticulously crafted, interspersed with elements of luxury and a cozy atmosphere that calls for a serene hideaway.

The suites, more than mere accommodations, are treasure chests of comfort and elegance. For some years now there has been a growing trend to inhabit wild spaces to guarantee a relaxing stay that cannot be fully achieved in urban areas, where buildings are perhaps idealized for activities of another time, or for short trips of a merely touristic order in the direction of the many points offered by the city, and not for an entire relaxation of body and mind.

These retreats then provide a variety of amenities that celebrate nature and wellness, from rejuvenating spas to gourmet cuisines that celebrate regional and global specialties. Every viewpoint becomes an opportunity for exploration, the austere landscape lends itself as the newly-arrived mind settles.

The vastness of the skies of Guanajuato becomes the perfect

stage for these places, where nature itself is the main feature. These spaces, beyond being simple shelters, become portals to transport the guests in an immersive way, tempting them to unplug from the everyday and delve into the pure, untouched beauty of Guanajuato.



«Guanajuato has every kind of luxuries in everywhere, including the most remote destinations.»

Like a home in the sky

CASA LAS NUBES



Santa Rosa Sierra,
Guanajuato.



2550 m above sea level.



Lodge.



Temperate Sub-humid



75 kms NE / 1:40 hrs.
from León, Gto.



Casa Las Nubes, a lovely collection of boutique suites nestled in the magnificent Guanajuato highlands, offers unique hospitality that maximizes natural beauty. This center of tranquility, with scattered cabins, provides guests with the perfect combination of privacy and a close connection to nature.

Fig. 58
The BBQ terrace is one of the amenities of Casa las Nubes.





Fig. 59
View from the Upper Suite.



Fig. 60
Tree house for children.

Fig. 61
Santa Rosa Sierra from the bathtub.

Fig. 62
Kitchen in Suite Niebla.

Each suite is a stylish refuge, equipped with all the modern comforts. The most outstanding are the open-air Jacuzzis, which promise unparalleled moments of relaxation under the starry sky, surrounded by the serenity of the unspoiled surroundings.

The sense of intimacy and solitude in a mountain setting cannot be bettered, providing visitors with an opportunity to completely unwind and relax.

The location offers a picturesque setting that blends harmoniously with the landscape. The warm, modern aesthetics of the cabins blend perfectly with the mountain scenery, and the



💡 It consists of two suites: Alta for two persons and Niebla for 8 persons.

💡 It has amenities such as outdoor cinema, ATVs, jacuzzi, fire pit and BBQ terrace.



common areas invite you to enjoy the panoramic views of the surroundings.

In addition, for the smallest ones, the tree house is a space of fun and adventure that will provide a world of entertainment in the middle of nature.

Casa Las Nubes is a destination that meets the exuberant beauty of the Guanajuato highlands, inspiring guests to take a deep rest away from the cell phone screen.

The location offers a picturesque setting that blends harmoniously with the landscape. The warm, modern aesthetics of the cabins blend perfectly with the mountain scenery, and the common areas invite you to enjoy the panoramic views of the surroundings.

93 —



Santa Rosa de Lima,
Guanajuato.
+ 52 462 141 9125

Photographs courtesy of:
Casa las Nubes





Between glass & reflections

MINERAL DEL CIELO



Mineral de Pozos,
San Luis de la Paz.



2200 m above sea level.



Loft Hotel Boutique



Semiarid Temperate.



190 kms NE / 3:10 hrs.
from León, Gto.



Wabi-sabi design suites, built with
local materials.



Located in an authentic 19th
century mine.



Deep in the middle of the exuberant paradise of Mineral de Pozos, Guanajuato, lies the Mineral del Cielo Hotel boutique. This true earthly oasis built with limestone in the ruins of a nineteenth century mining site, combines elegance with the splendor of this natural beauty, offering its visitors a unique and memorable stay.





Fig. 63
Casa Cielo.

Fig. 64
Suite Lucero.

Fig. 65
Interior of Casa Arrebol.

Wabi-sabi architecture 侘寂
consists of revaluing the charm
of the rustic and unfinished.





Fig. 66
Botanical gardens in Mineral del Cielo.



Fig. 67
Exterior view from Casa Nube.

As soon as you arrive, you are drawn into an open world of wilderness, elegance, and comfort. Each loft is unique in its construction but all of them have the same denominator of exquisite architecture, with spacious terraces and large windows that allow beautiful views of the lavender gardens as well as the mining remains.

The environment of this place also allows you to enjoy the scenery at any time of the day and to explore outdoor activities such as picnics, hiking, horseback riding and tours to nearby archaeological sites.

A perfect place to admire the sunset while enjoying a gourmet culinary offer with fresh regional products and a variety of wines and handcrafted cocktails that satisfy the most demanding palates.

It is much more than a simple hotel; its facilities include a stone labyrinth that will surprise more than one guest. Mineral del Cielo is a luxury destination that lets you get away from the daily routine and enjoy a world of rural beauty. Every moment in this place is an experience to treasure in your memory, and you will undoubtedly want to return again and again.



Fig. 68
Pond at Casa Arrebol.



Camino Al Ojo de Agua,
San Pedro de los Pozos CP. 37915
San Luis de la Paz.
+52 55 478 61637

Photographs courtesy of:
Mineral del cielo

A romantic hideaway

LA SANTÍSIMA TRINIDAD



San Miguel de Allende Highway
to Dolores Hidalgo



1900 m above sea level.



Hotel Boutique Vineyard & Spa.



Semiarid Temperate.



140 kms NE / 2:20 hrs.
from León, Gto.



As a perfect fit for a romantic
ambiance, the Hotel La Santísima
Trinidad represents an exclusive
enclave in the realm of luxury
developments. This complex
masterfully combines different
passions, creating an unparalleled
environment amidst an interplay
of luxury, nature and an exquisite
gastronomic experience.

The real estate development
comprising vineyards, olive gro-
ves and lavender fields, frames
the idyllic setting for this hotel.
Buildings, with their red bricks and
tiles, are embellished by green
vines climbing the walls, creating
an architectural charm.



Fig. 69

View of the lake from the restaurant.

Fig. 70

View of the hotel from the lavender fields.



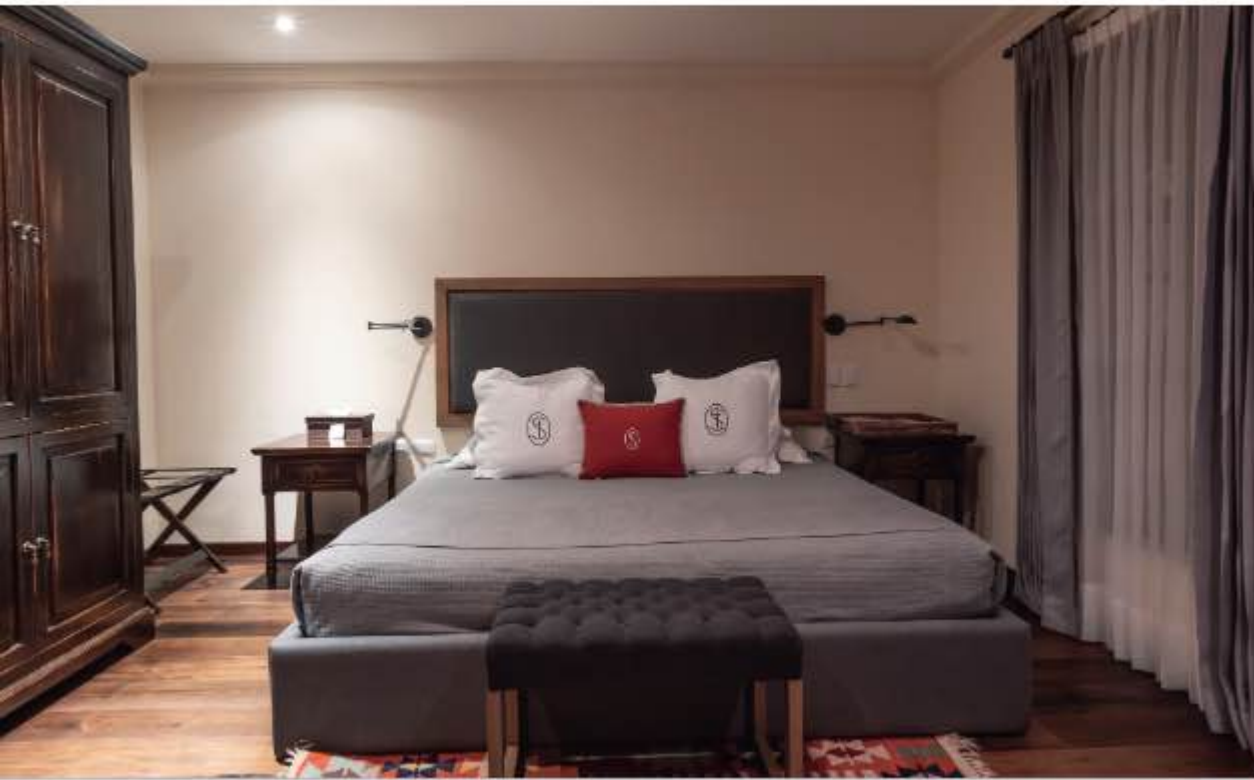
The hotel's amenities are as vast as they are luxurious. Guests can dip into a whole range of activities, from relaxing spa sessions to exhilarating bike tours through the vineyards. Those with a passion for sports can also enjoy polo matches or explore the equestrian trails that wind through the breathtaking scenery.



It fuses winemaking passion with a boutique equestrian, gastronomic and holistic experience.



It is one of the largest wineries in the state.



Culinary pleasure materializes in the hotel's restaurant, which serves a delicious fusion of local and international gastronomy, paired with wines from the hotel's own winery, an unexpected journey for the palate.

In addition, for wine connoisseurs, the hotel organizes specialized tastings, immersing visitors in the secrets and nuances of the different flavors that emanate from its own vineyards.

In this atmosphere of exclusivity, emphasis is also placed on tranquility

and personal care, with options for sauna and only five exclusive smoke-free rooms, each one designed to provide maximum comfort and privacy.

Hotel La Santísima Trinidad is a destination where luxury unites with nature, gastronomy and relaxation, inviting visitors to immerse themselves in a unique, multi-sensory experience, created to delight all the senses in a dreamlike setting.

Fig. 71
Interior of room.

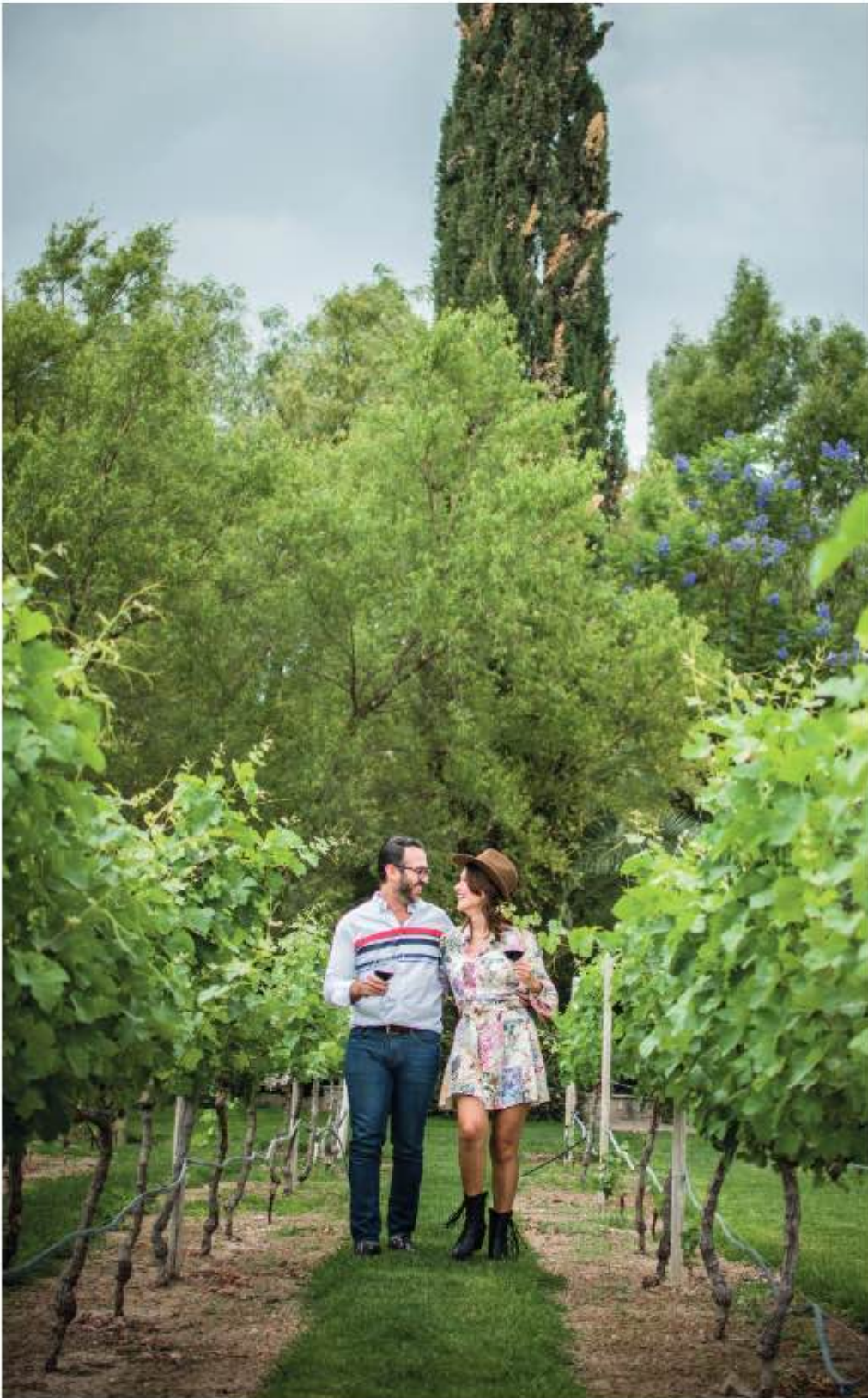
Fig. 72
Take a tour through the vineyards with wine tastings



Features five bedrooms with king size bed, bathtub and terrace.



Spa, restaurant, vineyard, polo field, gardens and residential area.



VIÑEDO SAN FRANCISCO

An innovative real estate complex well suited to the unique characteristics of Guanajuato's landscape is the San Francisco Vineyard, which offers a first-class wine tourism experience accompanied by amenities to enjoy an unforgettable journey.

Each space within its 99 hectares of land is an invitation to delight, the lavender fields give a special fragrance to the walk of visitors or guests,

the view of the lake from the terrace of its restaurant, where you can also enjoy the view of the crops of different grape varieties such as Cabernet Sauvignon, Malbec, Pinot Noir, Chardonnay, Merlot and Sauvignon Blanc, a spectacular touch that invites the senses to immerse themselves in the environment, guided by the hand of Bacchus.





Fig. 68
Lodging area with Tuscan style

Fig. 69
San Francisco Vineyard pool

Fig. 70
Pairing inside the cellar

If you enjoy a contemplative stroll, you can take a romantic horseback or bicycle ride along the trails or shop in the interior store, where they sell artisanal cheese, gourmet products and of course the extraordinary house wine or olive oil.

A stay at Viñedo San Francisco promises an unforgettable day, where you can discover expert experiences such as wine tastings, grape harvests, tastings, or special events, such as the Mexican Riding League, polo or horse jumping.



You can enjoy different equestrian events throughout the year.





VIÑEDO SAN LUCAS

The more than 450 hectares of land dedicated to wine in Guanajuato have a wine-growing history that dates back to the 16th century, from the time of Charles V, favored by Porifrio Diaz and recently enhanced by local efforts.

Since then and thanks to its natural environment, the terroir of Guanajuato began to distinguish itself by the properties of the soil, the particularity of the climate, the personality of the grape, and the passion and knowledge of its people who knew how to



Fig. 71
Meals at the restaurant

Fig. 72
Gourmet store at the San Lucas Vineyard

Fig. 73
Bar area inside the vineyard



take advantage of all these peculiarities and express them in the greatness of its wines.

Proof of this lineage are the golden valleys of San Miguel de Allende, where the San Lucas Vineyard is located. This site offers a wide range of services for those who want a complete experience when enjoying wine, with luxury lodging, spa, equestrian activities, yoga, specialized tastings and restaurant, each one of them carried out with mastery in which every detail counts to enhance this wine tourism tradition of the state.

The cabins, decorated with a modern and warm aesthetic, are beautifully adapted to the surrounding mountain scenery, and the common areas invite you to enjoy the panoramic views of the area.

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Carretera San Miguel de Allende
a Dolores Hidalgo Km. 81
Dolores Hidalgo CIN.
+52 418 120 3089

Photographs by:
Fernando Rodaz

Escape from the mundane

VIATURA OMUN



La Venta,
Dolores Hidalgo



1900 m above sea level.



Wellness Glamping



Semiarid Temperate.



150 kms NE / 2:30 hrs.
from León, Gto.



Between olive groves and the wildness of the arid valleys of Guanajuato, Viatura Omun is a luxury glamping retreat that invites its visitors to unveil the magic of the night sky.

Each dome, built with sustainable sourced wood, is a cozy refuge for those who wish to explore a different atmosphere far away from the normal city life.





Premium outdoor experience, among
Vineyards and lavender fields.



All Viatura developments use sustainably
sourced wood.



Fig. 73
The glamping base is in
a vineyard.

Fig. 74
Glamping combines
luxury with a camping
experience.

Fig. 75
The amenities are
comparable to those of a
boutique hotel.



Viatura Omun stands out for its nocturnal approach: it offers the opportunity to practice stargazing, allowing visitors to contemplate the majesty of the night sky, discovering constellations and marveling at the stars' brightness.

In addition, the site proposes cocoa ceremonies, meditation and painting sessions. This gives an introspective and magical ambiance, inviting guests to dilute themselves in creativity, relaxation and integration into nature.





Culinary delight is also part of this place, as visitors have the opportunity to taste a fine red wine while enjoying the activities thus providing a complete, rewarding and, at times, somewhat solaceful sensory experience.

Fig. 76

The camp has a swimming pool and culinary experiences.

Fig. 77, 78, 79

Night activities are an important part of the experience.




Predio Rústico Ahora El Bajío
Comunidad La Venta CP. 37817,
Dolores Hidalgo CIN.
+52 442 628 7456

Photographs courtesy of:
Grupo Presidente.

2. Experiences





2.1 By the hand of Demeter

The goddess of distribution, of the home, of fertility and the food was Demeter, daughter of Cronus and Rhea, who has returned from the forgotten pantheon of the Greeks and Latins to present the top cuisine of our state.

In the corners of Guanajuato, flavors become verses and haute cuisine is a poem for the palate. On a gourmet journey, you will find brilliant restaurants like polished diamonds scattered throughout the entire Mexican state.

In each city, a culinary temple: León, Celaya, San Miguel de Allende, Dolores Hidalgo and many more host elegant dining spaces, refined kitchens that invite you to enjoy the art on a dish and in a wine glass.

In the discreet halls, majesty is the hostess. Chefs, artisans of culinary seduction, give life to recipes that inebriate one's senses. The passion for local ingredients and the fusion of contemporary techniques are gracefully deployed, whispering the history of the region in every bite.



Luxury is dressed in white aprons and creativity, each dish becomes an oil painting of contrasts. Their menus are evocations of flavors, carefully harmonized with wines that paint brushstrokes of joy and surprise.

In this journey of delight, the experience becomes a sensory voyage. Desserts, like masterpieces of sweetness, crown this symphony of the feast. Each cheers, a verse that celebrates the art and wisdom of gastronomy.

«Glory and honor to the old reliquary,
that ignites in argentine solar
from its halls to the legendary nest
while it shines with centenary light
of the geniuses and martyrs the
triumphal decorum.

»

-Fulgencio Vargas,
native of Jaral del Progreso.

From the golden valleys of Guanajuato

VIÑEDOS SAN MIGUEL



As we travel through the panoramic highways of the state of Guanajuato, a character now habitual appears adorning the valleys. It is the vine that embellishes the view with its colorful hanging bush. Thus, at the roadside between Comonfort and San Miguel de Allende you can see the attractive



San Miguel Vineyards,
Comonfort.



1900 m above sea level.



Mexican Signature Cuisine..



Semiarid Temperate



130 kms SE / 2:10 hrs.
from León, Gto.





Fig. 80
Taste the wines of Vineyard San Miguel.

winery of the San Miguel Vineyard and its overflowing valleys, a place that from the first sight you can feel its special origin.

The sapience and artisanal method of production in this winery was inherited by Villa Petriolo, one of the oldest winemaking authorities in Europe, who in her adventure outside the old continent found in the Bajío terroir the ideal properties to continue her legacy.

Fig. 81
Ceremonial Taco

Fig. 82
Subterranean cave.

Fig. 83
Chef David Quevedo, author.





In the valley's vast hectares there are thirteen varieties of red and white grapes that are nourished by a carefully preserved soil, which gives this fruit a thick skin expressed in the delicate flavor and aroma of its wine.

Recently four of its labels, Sauvignon Blanc 2023, Blancs 2022, Latiendo 2022 and Syrah 2022 were awarded gold medals at the Concours International de Lyon 2024, being the first and only Mexican winery to obtain this medal in this contest where the most prestigious wineries in the world compete.

Immersing oneself in the experience of "Trasiego", his gastronomic





Fig. 84
Space for wine tasting

Fig. 85
View of the vine plantation.



offering, is like embarking on a sensory journey through the fields of wine culture in a blend of the essence of the passion of traditional Mexican cuisine and gastronomic innovation, like someone carefully racking wine from barrel to barrel, refining and enhancing its qualities.

In the San Miguel Vineyard you can enjoy exclusive sensory experiences, tastings, pairings, tastings and tours of the largest wine cellar in



Tripadvisor's Best Restaurants in Mexico.



Its Chef David Quevedo has won awards such as the World Tapas Championship in Spain.



Carretera Comonfort - San Miguel de Allende 1, México 51, CP. 38206 Comonfort.
+52 477 274 4404



- Their wine labels have won several medals.
- They have several packages of wine tourism experiences.

Our roots

LA COCINOTECA



Casa de Piedra,
León, Guanajuato.



1850 m above sea level.



Contemporary Mexican Cuisine



Semi-warm Sub-humid



5 kms NO / 0:15 min
from León, Gto.



La Cocinoteca, a gastronomic highlight located in León, the financial and creative capital of Guanajuato, will take guests on a unique and surprising culinary journey. Led by talented chef Emilio Villaseñor, this fine dining restaurant has reinvented the region's traditional recipes with a contemporary twist and a respectful approach to the culinary heritage of the Otomí and other native peoples of the region.



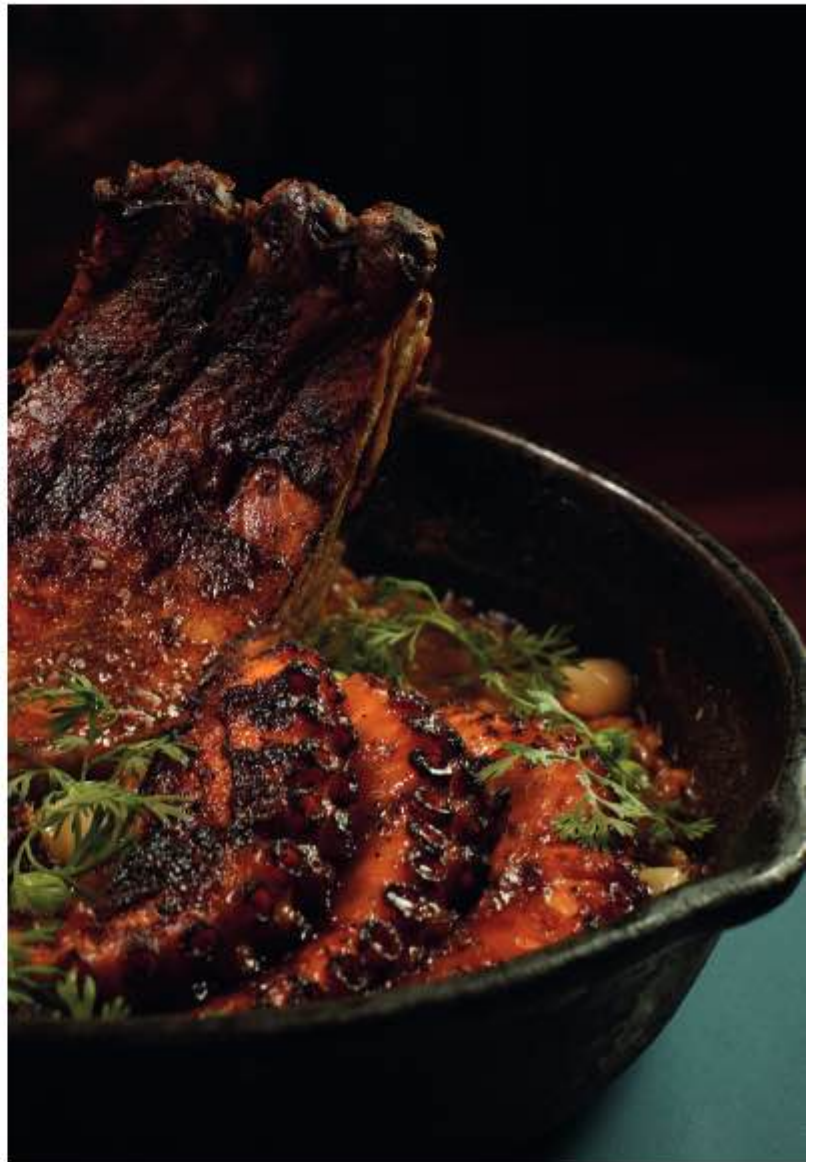


Fig. 86
A Mexican gourmet atmosphere.


Fig. 87
Saturdays roast suckling pig.

Fig. 88
Experience unique flavors.

La Cocinoteca's menu is the result of in-depth research and understanding of local ingredients and ancestral cooking techniques. Here, the essence of the region is present in every meal, from the appetizers to the exquisite desserts. The blend of flavors, colors and textures reflects a true connection to the culinary roots of the Bajío region of Guanajuato.



 Received recognition from Travel + Leisure for the best hotel restaurant in Mexico in 2019.

 Its Chef Juan Emilio Villaseñor was nominated chef of the year by the Gastronomic Guide of Mexico 2020.



Chef Emilio Villaseñor's approach combines the mastery of classic gastronomy with the authenticity of ancestral methods, offering a unique culinary challenge for diners. Carefully designed Otomi-influenced dishes surprise the palate with fresh ingredients, intense flavors and artistic presentations.

Diners can delight in a wide range of options, from flavorful soups to exquisite sweets, all prepared with an innovative touch and a deep connection to the local culinary culture.

La Cocinoteca is much more than a restaurant: it is a tribute to the gastronomic heritage of the region, an experience that allows you to explore the authentic essence of ancestral cuisine.

Fig. 89

Chef Juan Emilio Villaseñor, ambassador chef of Guanajuato's cuisine.

Fig. 90

Physical space is part of the culinary experience.

Chef Emilio Villaseñor's approach combines the mastery of classic gastronomy with the authenticity of ancestral methods, offering a unique culinary challenge for diners.



Carretera Comonfort - San
Miguel de Allende 1, México 51,
CP. 38206 Comonfort.
+52 477 274 4404

Photographs courtesy of:
La Cocinoteca.

For a global palate

COSTAL CULTURA CAFETERA



Costal Cultura Cafetera
Zona Centro



2100 m above sea level.



Contemporary Mexican Cuisine.



Temperate Sub-humid.



60 kms SE / 1:20 hrs.
from León, Gto.



Costal Cultura Cafetera, a dazzling restaurant in the heart of Guanajuato city, has unparalleled cuisine that combines the best of international gastronomy with distinctive local touches. This unique place has a vast selection ranging from freshly prepared seafood specialties to well-selected beef steaks.

Fig. 91
Specialties bar.



The singularity of Costal Cultura Cafetera lies in its ability to conjugate global flavors and culinary techniques with regional influences, creating an exciting taste experience. Each recipe is presented with delicious quality and a beautiful appearance, where aesthetics and taste combine to delight the most demanding customers.

Fig. 92

One of the favorites at the historical center.



Received the Traveler's Choice 2021 and 2022 from Tripadvisor.



Winner of the MB by Marco Beteta 2022 and 2023.





In addition to its varied menu, the cocktail bar also offers a broad range of delicacies. The expert mixologists prepare innovative signature cocktails that highlight local and global flavors, giving diners something that is likely to be unforgettable.

Costal Cultura Cafetera is the perfect place for foodies in Guanajuato.

Fig. 93

Enjoy callejoneadas from Costal's balconies.



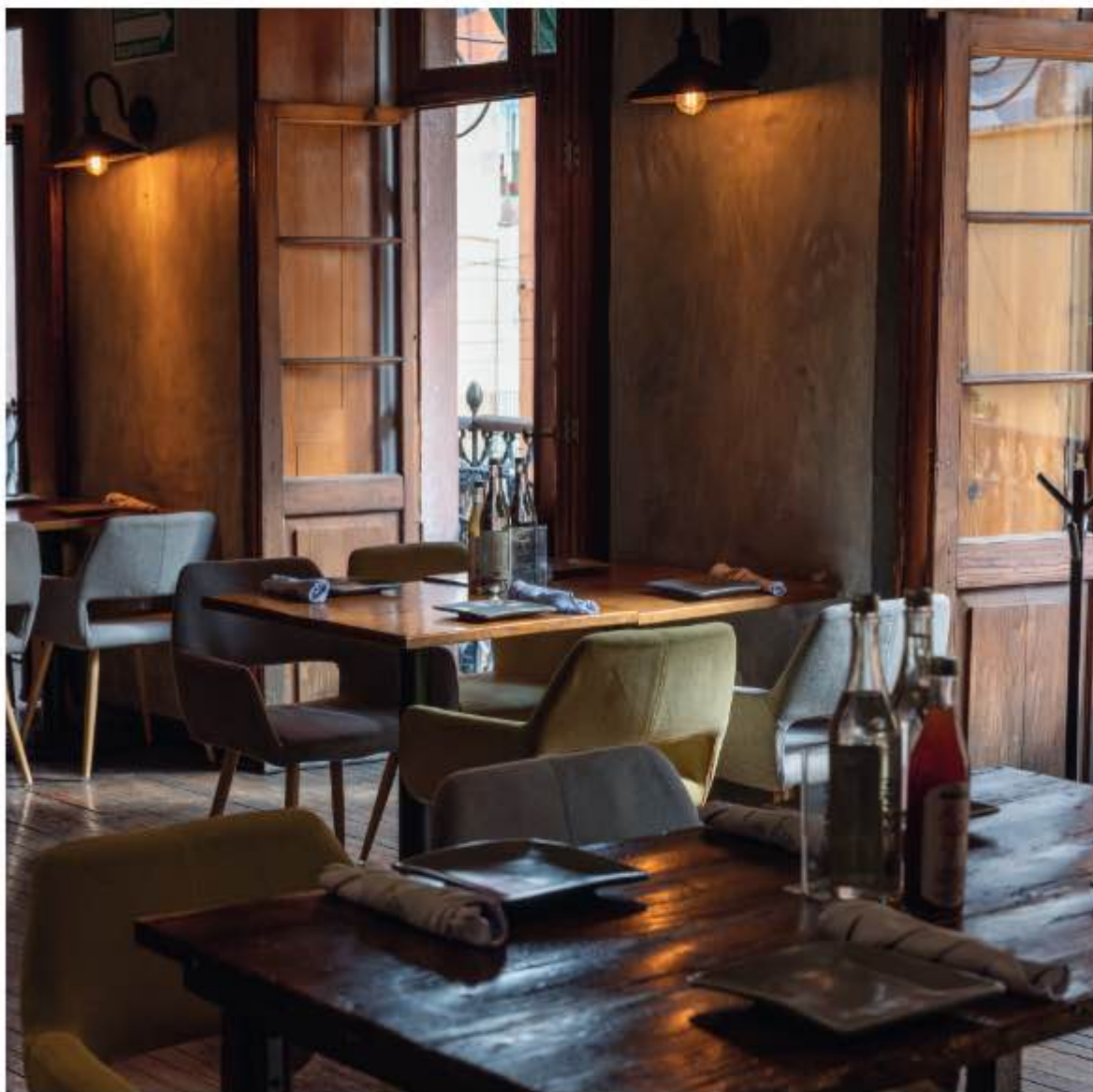
Fig. 94

Access to the inside of Casa 4 Concept House.

Fig. 95

A gastronomic corner of Guanajuato Capital.

The singularity of Costal Cultura Cafetera lies in its ability to conjugate global flavors and culinary techniques with regional influences, creating an exciting taste experience.



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San José #4,
Zona Centro CP. 36000
Guanajuato Capital.
+52 473 163 4001



- Restaurant with menu by the Chef Gladys Zelema Felix.
- Mixology by Jesús Antonio González.

True mexican handicrafts

CASA MERCEDES



Downtown,
Guanajuato Capital.



2100 m above sea level.



High Mexican Artisan Cuisine.



Temperate Sub-humid



70 kms SE / 1:00 hrs.
from León, Gto.



The idea was born from the desire to revive the experience of traditional Mexican homemade food.



They are part of 'The 100 Not to be Missed Experiences of Mexico' from 2019 to 2023.



Casa Mercedes, a culinary temple in Guanajuato under the leadership of founding chef Luz Maria Gonzalez, is a tribute to the smells, colors and textures that unfold in the houses, plazas and streets of this city.

Chef Gonzalez and her dedicated, experienced and expert





team of collaborators are unwavering in their relentless pursuit of perfection, creating a journey of flavors through a creative combination of local and international ingredients, and with a special attention to detail. With its dedication to quality and

Fig. 96

Chef Mayela Cárdenas, daughter of Luz María and Jesús.

Fig. 97

The use of locally sourced ingredients and native producers is part of the philosophy.

the harmony of the elements in each dish, Casa Mercedes offers diners elaborations of outstanding taste.

The restaurant not only stands out for its culinary delights, but also for the ambiance that envelops diners. The space is carefully designed to complement the food ritual with an atmosphere in keeping with the urban environment.

The cuisine of Casa Mercedes, recognized and widely recommended both by its customers and by specialized media of international prestige,

is an unmissable destination for those seeking not only an excellent meal, but also a sensory journey that awakens all the senses and honors the passion for cooking, bringing together tradition and innovation in each course served.

Fig. 98

8-hour pork bacon in purslane and bean sauce.

Fig. 99

Casa Mercedes seeks to recreate a cozy and homely atmosphere.





Calle, De Arriba #6,
San Javier CP. 36020
Guanajuato Capital.
+52 473 733 9059

Photographs by:
Casa Mercedes.





2.2 By the hand of Bacchus

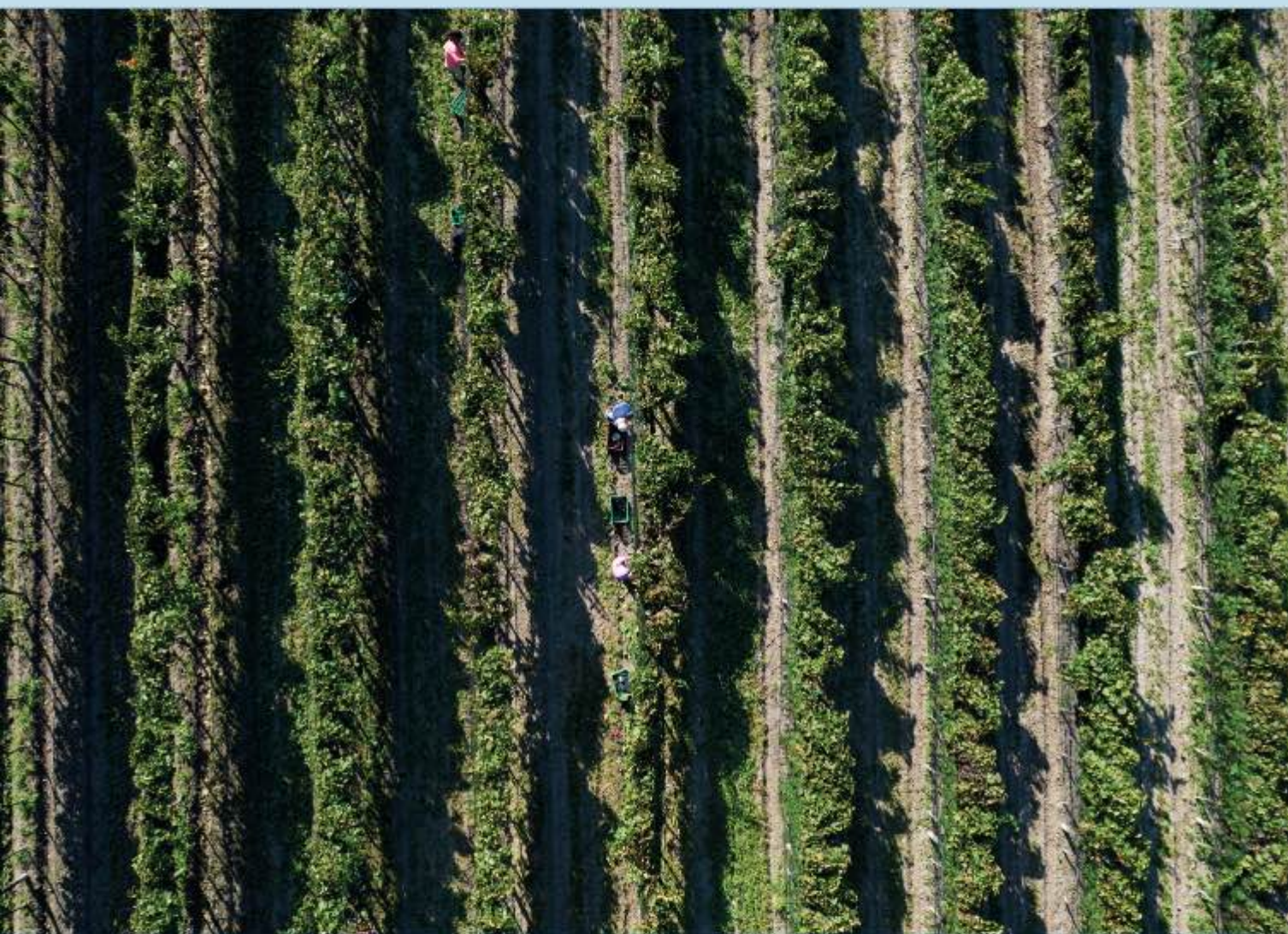
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In this journey of delight, the experience becomes a sensory voyage. Desserts, like masterpieces of sweetness, crown this symphony of the feast. Each cheers, a verse that celebrates the art and wisdom of gastronomy.

«What do you drink?
-I don't drink," he answered.
And he really didn't drink.
That was one of his
worst defects.»

- Jorge Ibarguengoitia,
writer and dramatist from the
city of Guanajuato.

Excellence in wines

CUNA DE TIERRA



El Rosillo,
Dolores Hidalgo.



2000 m above sea level.



Vineyard.



Semi-warm Sub-humid.



140 kms NE / 2.05 hrs
from León, Gto.



In the northern area of our state, the emblematic Cuna de Tierra winery is born, a wine temple where enthusiasts can delight themselves with a wide range of tasting possibilities that highlight the true art of winemaking.

This winery, with its rustic charm and captivating architecture, invites visitors to enter a world of unique aromas and flavors. Its facilities reflect a perfect blend of tradition and innovation, from its vineyards to the winery itself.

The landscape surrounding Cuna de Tierra is as beautiful



Fig. 100
Cuna de Tierra restaurant.



Fig. 101
Water mirror between the vineyard.



It is considered the first winemaking of Guanajuato state.



Its architecture was among the Mexican Design Icons by Architectural Digest magazine.



as its fine wines. With vast fields of vineyards reaching as far as the eye can see, it provides a spectacular backdrop for vineyard tours and wine tastings. Visitors will have the opportunity to explore the vineyards and learn about the farming processes that influence the quality and taste of the wines produced.

These days can culminate in expert tastings that allow visitors to sample and appreciate a wide variety of wines, from robust reds to refreshing whites. Connoisseurs will enjoy the complex notes and unique nuances that characterize Cuna de Tierra wines.

The knowledgeable and passionate staff is always willing to share stories about local winemaking history and guide visitors through the secrets behind the creation of each bottle. In addition, the winery store offers the opportunity to take home favorite

wines, allowing visitors to relive the experience in their own homes.

Cuna de Tierra is much more than a winery; it is a temple for those seeking to experience an authentic and enriching wine journey, where the passion for wine is infused with the natural beauty of Guanajuato.

Fig. 102

Its harvest is one of the main wine tourism events in the state.

Fig. 103, 104

Its design explores the relationship between the development of the wine, the site, the user and the main material in use: cast tepetate.

Fig. 105

Viewpoint surrounded by the vineyard.



Carretera Dolores Hidalgo - San
Luis de la Paz Km.11, El Rosillo,
CP. 37800 Dolores Hidalgo GIN.
+52 415 152 6060

Photographs by:
*Francisco Lara y
Francisco Urquiza*

Twenty acres of perfection

HACIENDA SAN JOSÉ LA VISTA



Nuevo Libramiento,
San Miguel de Allende.



1900 m above sea level.



Vineyard.



Semi-warm Sub-humid



111 kms NE / 1:30 hrs
from León, Gto.



Hacienda San José Lavista is far more than a vineyard; it is a ten-hectare wine escape that captivates its visitors with an exquisite combination of picturesque landscapes, exceptional wines and refined gastronomy.

Since 2010, a diverse selection of activities are offered, the most outstanding of them being the possibility to enjoy a picnic in a paradisiacal setting with panoramic views that will definitely delight the god Bacchus. Specially prepared baskets with gourmet delicacies become the perfect complement to enjoy the scenery, while enjoying the variety of wines produced in this superb location.

Fig. 106

"Lavista" is the label that names its wines.

Fig. 107

The Hacienda is the setting for major events.



This ambitious winery project was built as a colonial hacienda. It is the ideal venue for hosting major social events.



It is considered the first winemaking of Guanajuato state





Tasting their products is one of the most attractive possibilities at the Hacienda. Among its selection is its Port wine, which becomes the undisputed star. This guided tasting, held in a private area of the winery, takes visitors through the history, shades and passion behind each wine glass. In addition, it is served with sweet

hors d'oeuvres, enhancing the flavors of the wines.

It begins with a warm welcome to the visitor with a sparkling wine that anticipates the exceptional quality of the stay. Food connoisseurs can delight in the Tarregón restaurant, where regional cuisine and wine pairings become a culinary art.

For those who wish to extend their stay, Hacienda San José Lavista provides a pair of luxurious suites in warm tones. These suites, with their rustic charm and elegant accents, present intimate and exclusive overnight accommodations for those looking for something truly unforgettable.

To recall memories and enjoy such extraordinary wines at home, the hacienda's wines are available for purchase online, allowing visitors to take home a tangible souvenir of their stay in this wine-producing corner of the world.





Fig. 108
Traditional grape treading during
the grape harvest.

Fig. 109
Tarragon Restaurant

Fig. 110
View of the Casa Grande from
the vineyards.



Nuevo Libramiento San Miguel
Km 10.2, CP. 37700
San Miguel de Allende,
+52 415 155 8502

Photographs courtesy of:
Hacienda San Jose la Vista

The brave's *insurgentes*

CERVECERÍA ALLENDE



Downtown,
San Miguel de Allende.



1900 m above sea level.



Cervecería Artesanal.



Semi-warm Sub-humid



120 kms SE / 2:00 hrs.
from León, Gto.

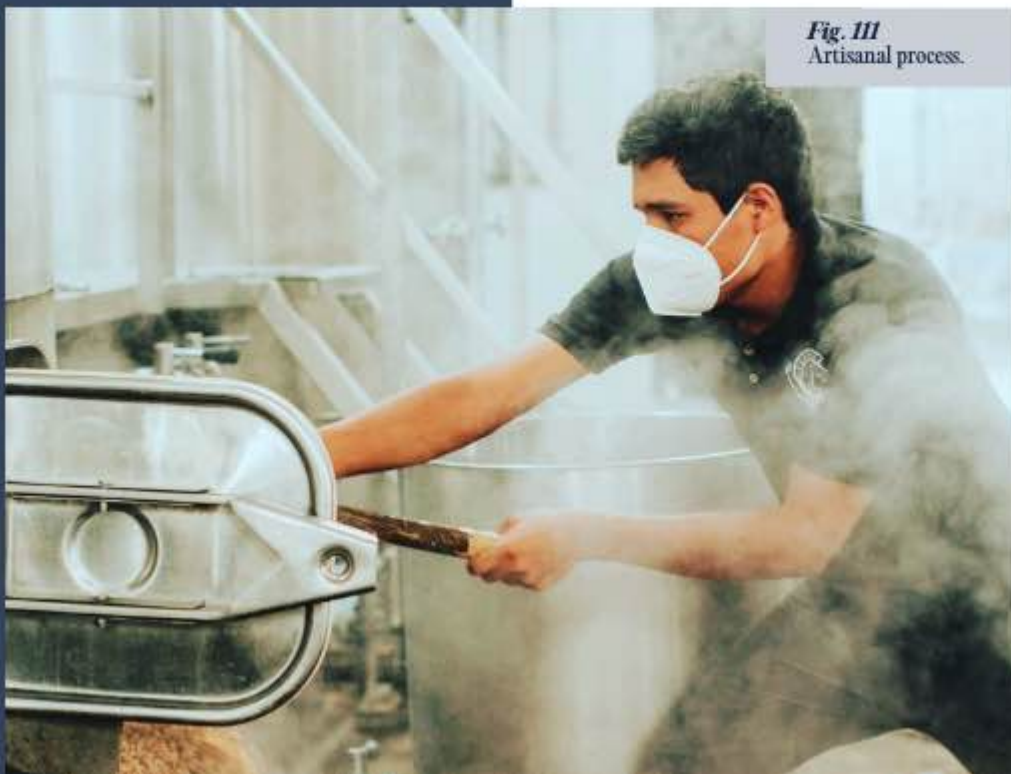


Cervecería Allende is a destination that invites visitors to explore the world of craft beer in a vibrant and friendly atmosphere.

The aroma of fresh grains and hops anticipates an authentic beer journey. Rustic and modern tones intertwine in the design of the space, creating an industrial-chic ambiance that harbors the brewery's craft roots.

In their tap room, you can enjoy Allende Beer on tap, always fresh, and pair it with delicious dishes while enjoying the San Miguel de Allende atmosphere.

Fig. III
Artisanal process.





The true essence of Cervecería Allende lies in its variety of craft beers. From its smooth and refreshing ales to its more robust and complex beers, the wide range of styles offers something for every taste and preference. Guests can delight in tastings that allow them to explore the finer aspects of each beer, while learning about the craft brewing process.

Fig. 112
Tap Room of Cervecería Allende.



The idea behind Cervecería Allende is to bottle the unique flavors of Mexico in one beer.



The Tap Room is the perfect place to sample their verity of seven craft beers.



Fig. 113
Allende 100, Agave Lager
and Golden Ale

Fig. 114
The factory at the Calza-
da de la Estación.

Fig. 115
Hops and barley.





The commitment to quality and innovation is evident in the selection of unique flavors and dedication to upholding exceptional high standards. The brewery, through its focus on creativity and brewing expertise, manages to amaze beer lovers with its portfolio, which includes everything from classic varieties to limited editions and special collaborations.

In addition to beer, Cervecería Allende offers a truly lively social atmosphere, where visitors can enjoy the pleasant conversation with friends or the opportunity to meet other beer enthusiasts. The space has areas to relax, share anecdotes and enjoy the authenticity of beer culture.

151 —



Ancha de San Antonio,
Zona Centro, CP. 37754
San Miguel de Allende,
+52 415 103 2295

Photographs courtesy of:
Cervecería Allende

Masters of coffee

EDITORIA DE CAFÉ



Alameda,
Celaya.



1850 m above sea level.



Specialty Coffee



Semi-warm Sub-humid



123 kms SE / 1:45 hrs.
from León, Gto.



In concordance with a sober and efficient urban environment, Editoria de Café is a quality place that we play as our alcohol free card in this book. Settled in an urban area characterized by active early evening and nightlife, this place fills the alameda of Celaya with the aroma of beans before dawn.

This specialty coffee bar with cool interior design presents different ways of coffee extraction and a range of coffee drinks hard to find even in other touristic cities of our Guanajuato, resulting always commendable because in each visit you can try a new origin of the coffee that you left pending the last time, or discover that there is something new in the menu of which you did not imagine its existence.



Fig. 116

The bar includes preparation of food and other beverages.

Fig. 117

The materials evoke an minimalist look to the site.



With a careful selection of beans and preparation methods, Editora de Café is positioned as a privileged place for lovers of specialty coffee, and traceability is one of the key concepts for this establishment: traceability is all those procedures that allow us to know the characteristics of the origin, the processes and the route through which a coffee bean has passed, from its cultivation, until it reaches the customer's cup.



Each month a guest coffee is chosen to be tasted in conjunction with their house brands.



The Cold Brew and Cold Brew Tonic are two of its refreshing refreshing coffee-based beverages.

The variety of coffee flavors and aromas available is a delight for the most demanding palates while at the same time being ideal for daily coffee, as can be confirmed by its hundreds of daily customers. In addition, it offers exquisite options of sweet accompaniments, delicious pastries and snacks that perfectly complement the coffee experience.

For all coffee drinkers at heart, Editora is a point of reference in the Bajío region, undoubtedly an avant-garde place that will set the trend for years to come in terms of the coffee business concept in this region of the country.

Fig. 118

Extraction methods are the specialty of the house.





Fig. 119

The design of the space highlights the warmth and comfort of the coffee shop.

Fig. 120

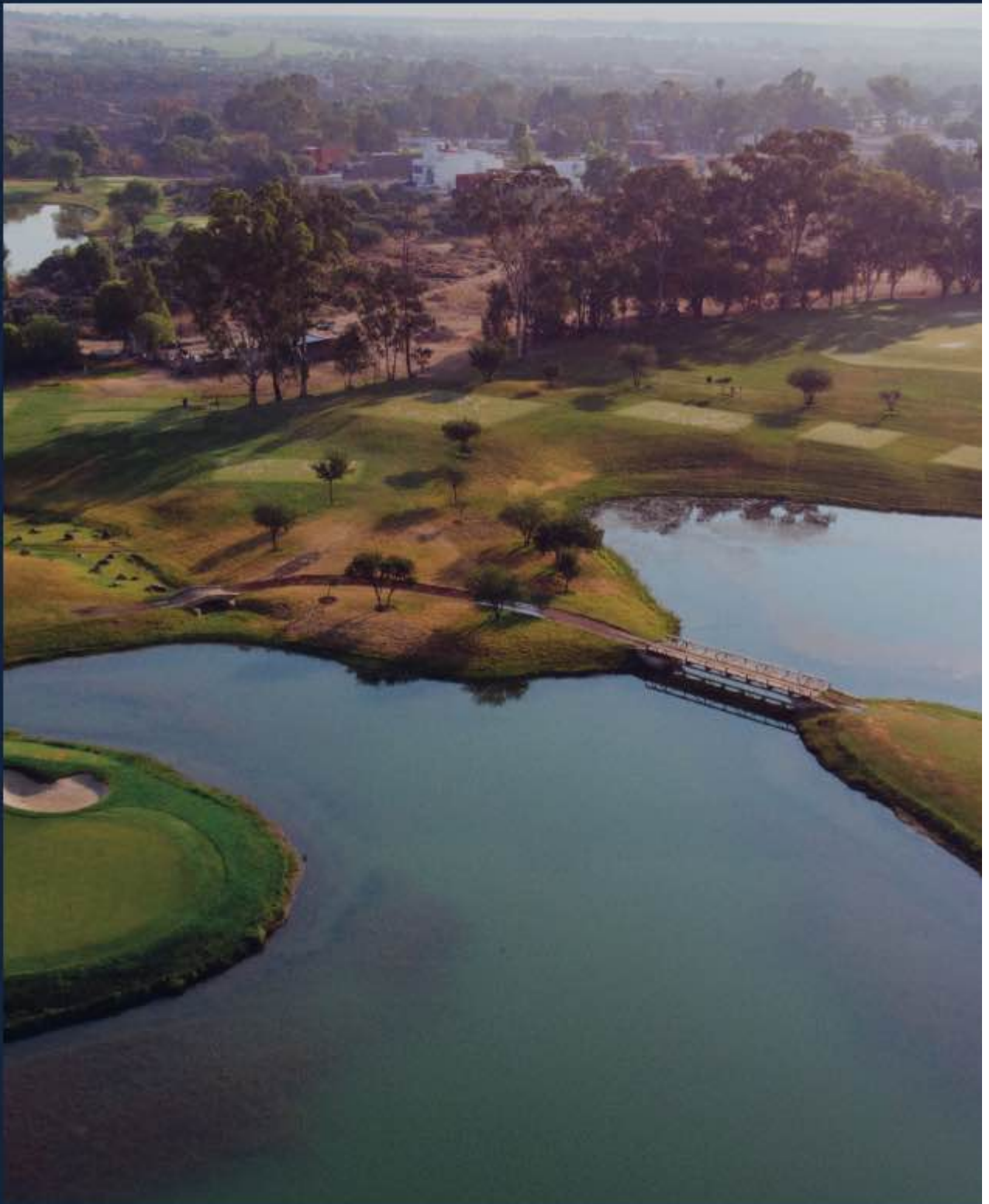
Cold Brew bottled.



Guillermo Prieto 403,
Alameda CP. 38050
Celaya.



- Open from Monday to Sunday.
- From Monday to Friday are open from 7:30 a.m.
- You can buy your coffee beans, grinded or prepared.



An aerial photograph of a golf course. In the upper left, a white clubhouse with a dark roof sits on a grassy area. To its right is a small, irregularly shaped pond. The golf course is surrounded by trees and a line of houses in the background. The foreground shows a wide, light-colored path or fairway. The overall scene is captured in a soft, painterly style.

2.3 Hole in one

In the majestic dream fields of Guanajuato, where grass is impregnated with a singular magic, each green shines under the caress of the sun in favorable weather for the excellence of this strategic game. Whether in San Miguel de Allende, Guanajuato, León or Celaya, the state provides a varied selection for golfers, who enjoy a unique climate and environment that enhances the quality of the fields beyond the conventional limits of this exciting sport.

The scenery of mastery is raised with the meticulousness of a paintbrush, each lawn becoming a perfect mantle, a palpable testimony of the devotion for this laurel that is eloquently materialized in the Club Campestre de Celaya. This exclusive club inspires pride in its players, who inscribe their names on the walls of the select restobar.

On the ample game board, these magnificent golf residences emerge, stories intertwined in the green tapestry, rooted in a tradition that, with time, becomes a tribute in the fields of La Hacienda. It is in this scenario where tournaments come to life, and Malanquín is positioned as the epicenter where swing enthusiasts from all over the country congregate, eager for the palpable emotion in each shot. The wind becomes a faint chorus that follows the whisper of the ball in the air.

These fields, carefully tended, become custodians of success stories that are molded and shaped over time. The legacy of this sport, where past and present converge in a golden dance of hits and emotions, is revealed through the most emblematic spaces of our state.

Guanajuato, land of courses that arouse admiration, exerts a magnet on golfers, who are captivated by the unique combination of beauty and rigorous precision that characterizes these sites. In this scenario, players display their skill with mastery, inscribing their prowess in the very fabric of the local golfing culture.



«The effects of force are fast, but transient; those of persuasion are slow, but sure...»

–José María Luis Mora,
chamacuerense.

Golf comes first

EL MALANQUÍN



If one had the vision of the great birds, Malanquín Golf Club would stand out as a green oasis in the stunning surroundings of San Miguel de Allende. With its location framed by natural beauty and its commitment to excellence in golf, this club presents itself as a privileged destination for golf lovers.



La Lejona,
San Miguel de Allende.



1900 m above sea level.



Golf Club



Semi-warm Sub-humid



125 kms SE / 2:15 hrs.
from León, Gto.



18 holes
Par 72
7,289 yds

Fairways / Kikuyo Grass
Green / Bent Grass

Designed by Steven Newgent



Fig. 121
Exit tee.

As soon as you arrive at the club, you are greeted by a scene of serenity: wide green fields surrounded by rolling hills and the imposing presence of nature.

As soon as you arrive at the club, you are greeted by a scene of serenity: wide green fields surrounded by rolling hills and the imposing presence of nature. The carefully crafted course design ensures a rewarding golfing experience for players of all skill levels.

The drive through the holes at Malanquin Golf Club is a visual delight as the perfect combination of groomed fairways and natural obstacles challenges golfers as they enjoy panoramic views that embellish the landscape.

Great stories are set on the greens of this club, intricate victories and humorous comments always arise among the players who frequently visit these courses, undoubtedly an atmosphere of camaraderie distinguishes it.



Fig. 122
Inclination of the green.

Fig. 123
Tight and challenging fairways.

Fig. 124
Restaurant, since 2021.



In addition, the club offers additional facilities that complement the golf experience, including practice areas, pro shop and what to say about the human quality of its visitors. Here, golfers may relax after a round in a friendly environment, exchange anecdotes and enjoy the pleasant company of other golf enthusiasts, all this without leaving the majestic San Miguel de Allende.

Fig. 125
Clubhouse.



Celaya-Dolores Hidalgo 3,
La Lejona CP. 37700
San Miguel de Allende
+52 415 152 0516

Photographs courtesy of:
El Malanquin

In the big city

EL BOSQUE



Gran Jardin Country Club,
León.



2000 m above sea level.



Golf Club.



Temperate Sub-humid



18 kms NO / 0:35 hrs.
from León, Gto.



The golf course at El Bosque Country Club, affiliated to the Mexican Golf Federation, unfolds with natural grace in the León region. Its rolling green lawns, strategically adorned with defying obstacles and serene lakes, present a challenge to golfers. The facilities were designed by American architect Steve Newgent with a perfect combination of technical complexity and peaceful surroundings.





Fig. 126
El Bosque has twenty water bodies.

Fig. 127
From the field you can see the valley of the city of León.

The golf course layout offers more than 7,000 yards, making it the longest course in Mexico, with a variety of holes, some of which are impressively challenging, giving players the opportunity to enjoy different levels of difficulty and a wide range of playing strategies.

The course also boasts the largest presence of water on courses in the national territory, with its 20 lakes, it is a visual delight. Players can enjoy a stimulating and gratifying experience in an environment of exuberant nature.

**Fig. 128**

It has a 9-hole par 3 executive course.

In addition to the quality of the course, this club also offers additional services, such as professional instructors to improve playing technique, practice areas, and amenities such as locker rooms and dining options to complete a perfect day of golf.

At its opening El Bosque Country Club hosted the prestigious Mexico Open in its 51st edition and its first time in Guanajuato, in short, a perfect place to enjoy playing golf in a beautiful and ambitiously designed environment.



18 holes
Par 72
8,131 yds

Fairways / Kikuyo Grass
Green / Bent Grass

Designed by Steven Newgent



Fig. 129
Holes 9 and 18 share one of the lakes.

At its opening, El Bosque Country Club hosted the prestigious Mexico Open in its 51st edition for the first time in Guanajuato and is the only stopover in Mexico for the Korn Ferry Tour.



Bld. Country Club Gran Jardín,
CP. 37134
León de los Aldama.
+52 477 131 0639

Photographs courtesy of:
El Bosque Country Club.

Wish you were here

VENTANAS GOLF & RESORT



Exit to Dolores Hidalgo,
San Miguel de Allende.



1900 m above sea level.



Golf Club.



Semi-warm Sub-humid.



125 kms SE / 2:20 hrs
from León, Gto.



Ventanas Golf & Resort is a true testament to excellence in the world of golf. Designed by renowned player, Nick Faldo, in his Latin American design debut and in collaboration with the acclaimed architectural firm of Schmidt & Curley, this golf course is a unique gem.

The highly entertaining and strategically designed par-70 terrain offers golfers an exciting and demanding experience, with tricky slopes that challenge even the most experienced players, each hole requires sharp concentration and precise skills to conquer the challenges it presents.



**Fig. 130**

View of San Miguel de Allende from Hole 18.

Fig. 131

The course has three water bodies.

Fig. 132

The green has Bent Grass.



The 18 cleverly laid out holes are dressed in a soft blend of the world's finest grasses. The fairways are lined with vigorous Kentucky Blue, while the greens exhibit the softness and firmness of Bent Grass, creating an impeccable tapestry for play.

The natural setting of mountains and panoramic views of the monumental Parroquia and the city of San Miguel de Allende and, at times, the



18 holes
Par 70
7,141 yds

Fairways / Kentucky Bluegrass
Green / Bent Grass

Designed by Nick Faldo

The moment of concentration required for the golf practice is embraced by the colorful view of the city of San Miguel de Allende.

view can be surprised by the colorful hot air balloons that circumnavigate the skies of this city, and make every round an unforgettable experience.

In addition, the club's ecological commitment, its focus on respect for nature and its concern for the environment are reflected in every inch of the course and surroundings.

The resort also provides a wide range of golf lessons. Beyond improving the overall level of play, these lessons are aimed at correcting the most common mistakes, such as slice and hook, while providing instruction on fade and draw to expand the skill set of each player.

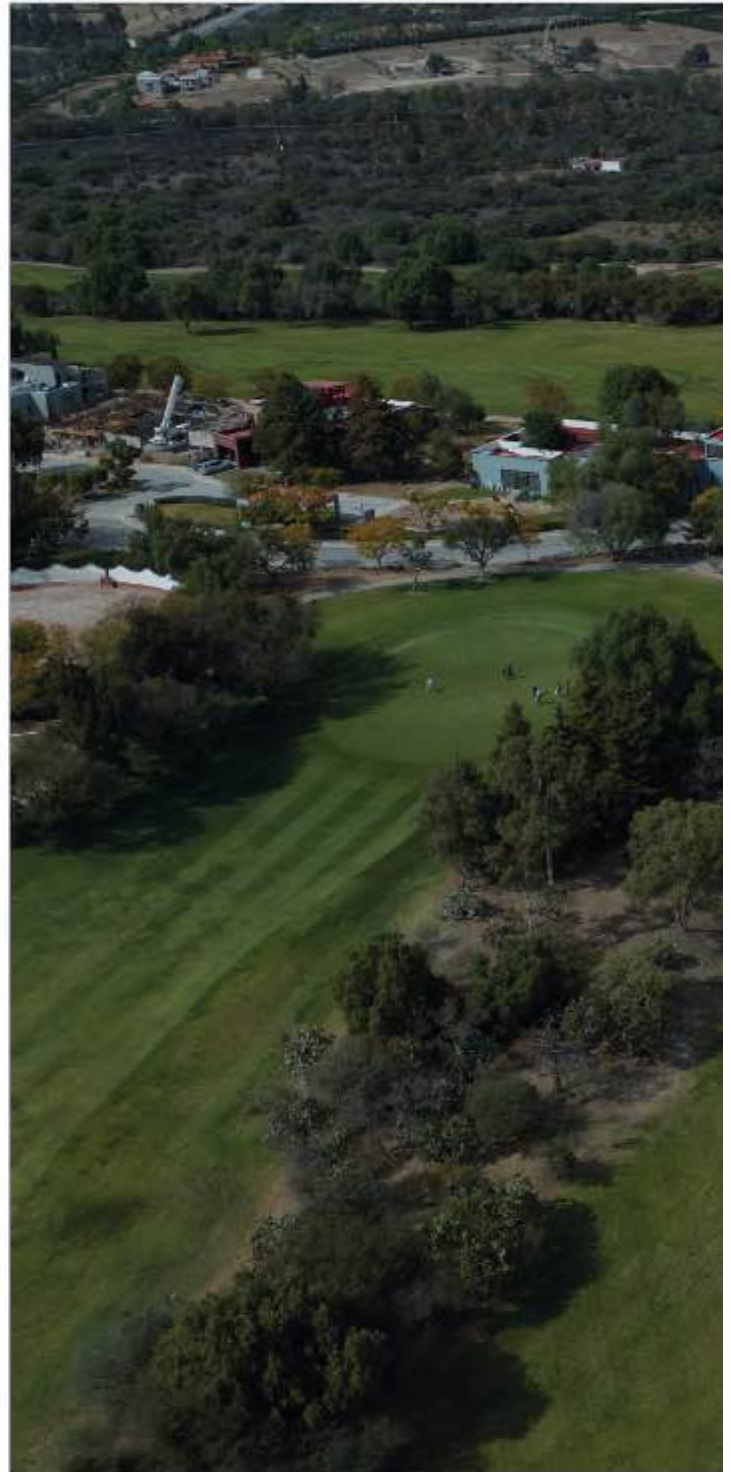


Fig. 133

The extension of the field is about 70 hectares.



Cerretera Dolores Hidalgo - San Miguel de Allende Km 1.5,
CP. 37740, San Miguel de Allende,
+52 415 154 9394



- It has services of lodging in houses and villas.
- The restaurant "Bunker" offers breakfast and lunch menus.

For demanding players

ZIRANDARO



San Miguel de Allende



2100 m above sea level.



Residential & Golf Development



Semi-warm Sub-humid.



130 kms SE / 2:20 hrs.
from León, Gto.



Within the Zirándaro residential development, a splendid natural setting serves as the backdrop for an exceptional executive golf course. The 9-hole par three course offers a unique and relaxing golf game.

One of the most outstanding features of this course is its player-friendly design, allowing it to be easily navigated on foot given its dimensions. This feature gives players the opportunity to enjoy the sport, appreciate the beauty of the surroundings and explore each of the holes in a relaxing atmosphere.





The lakes that sprinkle the course add a scenic and enchanting touch to the course, while offering a spectacular view for golfers. The parkland and vineyard setting adds a picturesque feel to the whole experience, creating an unusual backdrop that complements the golf practice.

In addition to the sporting activity, this golf course provides a peaceful and rejuvenating escape for residents and visitors. The serenity of the surroundings, marked by the above-mentioned water bodies and the freshness of its greenery, provides a welcoming atmosphere that invites one to enjoy the game in harmony with the stunning scenery.

Fig. 134

It is located on the high plateau of San Miguel de Allende.

Fig. 135

It has bunkers and lakes to add complexity to the course.



9 holes
Par 27
1,151 yds

Designed by Rafael Alarcón and
Carter Morrish





The Zirándaro Golf Course is not only a unique experience for those who loves golf, but also offers a peaceful environment. This sporty design jewel is a haven for golf enthusiasts, who can enjoy a relaxing game and contemplate spectacular natural views on every hole.

Fig. 136

Zirándaro is a field that can be covered on foot.

Fig. 137

Enjoy a beautifully designed course..



San Miguel Allende, Km 2.8,
Libramiento a Querétaro CP. 37701
San Miguel de Allende,
+52 442 263 3066

Photographs courtesy of:
*Zirándaro Residential
Development & Golf.*

Over the green canvas

EL ALAMO COUNTRY CLUB



El Álamo,
Celaya, Guanajuato



1850 m above sea level.



Golf Club.



Semi-warm Sub-humid.



123 kms NO / 1:45 hrs.
from León, Gto.



If your destination ever takes you to the city of Celaya for business or pleasure, remember the Club Campestre El Álamo, a place to isolate yourself from the hustle and bustle of the urban sprawl and to spread your mind over the 7200 yards of green fairways, in a clear and quiet course.

Throughout 18 holes, you can enjoy the layout designed by Ron Fream, who in 1993 envisioned this idyllic course in the plains of the Bajío de Guanajuato.





Fig. 138

Enjoy a beautiful golf course with a classic style.

Fig. 139

Bajío sunsets frame the beauty of the field.



18 holes
Par 72
7,200 yds

Fairways / Kikuyo Grass
Green / Bent Grass Var Pennecross

Designed by Ron Fream

The scenery is a beautiful combination of challenging terrain and natural beauty. The course has difficulties for players of all levels. The impeccably manicured greens, serene lakes, and bunker locations offer an exciting tee time challenge, while the architectural elements throughout the course provide a visually spectacular setting.



The academies of this course have been the seedbed of new promises, which gradually stand out in the U.S. college circuit. It also offers its own tournaments and amenities for all golf enthusiasts, as well as paddle tennis, tennis and other sports.

El Alamo is not only a magnificent place for golfers with its well-kept and challenging course, but it is also a space that combines with the dynamic business activity that characterizes one of the largest industrial and automotive corridors in Mexico.

— 178

Fig. 140
It has three large lakes.

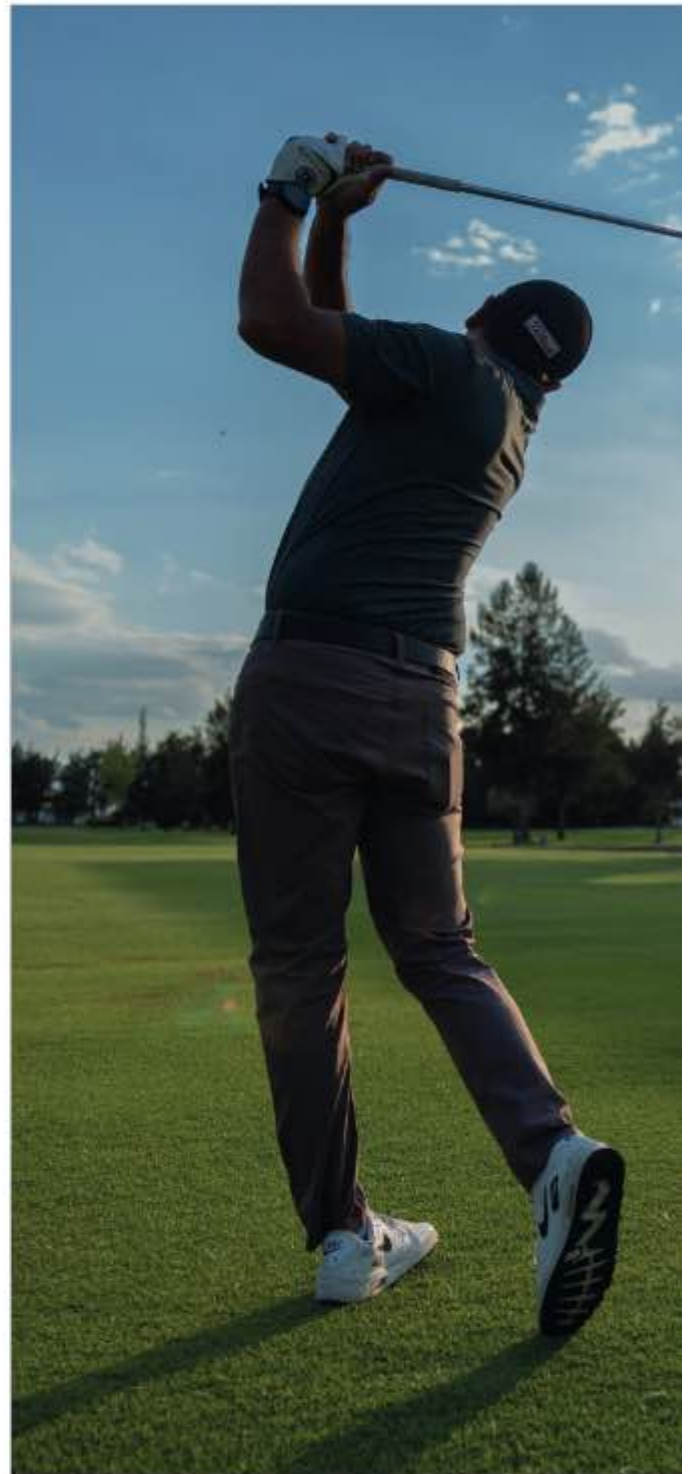


Fig. 141
The aqueduct is one of the distinctive elements of the camp.



179 —



Liverpool Esq. Amsterdam S/N
Alamo Country Club CP. 38110
Celaya.
+52 461 611 0241



- The Club includes tennis, paddle and tennis and soccer fields.
- It has a swimming pool, bathrooms and steam rooms.
- The Tolossa restaurant is open from Tuesday to Sunday.

3. Entertainment





3.1 Galas, arts & culture

It would be redundant to talk about the high caliber cultural circuit of our state, but we are in no hurry and we are not tired of showing our cultural pride, so let's talk about our festivals, just to mention a few.

In the cultural realms of Guanajuato, festivals emerge that are like stars in the firmament of art and celebration. The Guanajuato International Film Festival fills the cities with its screens, revealing imaginative worlds and fascinating stories. There, the film industry's magic comes out of the can, embracing diversity and creativity, like a living canvas that paints stories in every frame.

At the Festival Internacional Cervantino, the arts unfold like a vast fan, a tapestry of music, theater, dance and painting. The spirit of Cervantes' literary genius seems to dance among the streets, mixed with artistic interpretation and overflowing creativity.

The Festival del Globo (Hot air Balloon Festival), a colorful and aerial dance, paints the skies with the fantasy of multicolored balloons, endowing the city with an ethereal atmosphere. It is like a moving painting, a floating rainbow that enchants the hearts that watch in wonder.

These festivals, each in its own world of splendor, become bridges to the ecstasy of art, taking viewers on a journey beyond time and space, immersing us in a sea of wonder and emotion.



© Teatro del Bicentenario Roberto Placencia Solda

«These festivals, each in its own world of splendor, become bridges to the ecstasy of art, taking viewers on a journey beyond time and space, immersing us in a sea of wonder and emotion»

Around the world in 80 days

GLOBO SAN MIGUEL



San Miguel de Allende



1900 m above sea level.



Balloon flight.



Semi-warm Sub-humid



125 kms SE / 2:10 hrs
from León, Gto.



For those who dream of Jules Verne's novels, or for those who enjoy traveling through the heights, Globo San Miguel offers a unique and captivating way of sightseeing for those looking to explore this beautiful city from a completely different perspective.

Hot air balloon rides are the essence of this adventure where, at the crack of dawn, passengers are greeted with the thrill of the visually captivating balloon inflation. The morning breeze and the anticipation of the flight instill an atmosphere of excitement and suspense.



Once in the air, passengers are gently carried above the city and its surroundings, enjoying breathtaking panoramic views. The majesty of San Miguel de Allende is revealed from above, with the iconic Parroquia de San Miguel Arcángel standing out on the horizon. Countryside, mountains and vineyards unfold below, creating a spectacular canvas for the eye of the traveler, only visible above the sky.

Serenity and stillness dominate this way of appreciating the city, providing a moment of quiet in the midst of natural beauty. The feeling of freedom and the opportunity to contemplate the city from a unique perspective creates a memory that lasts long after the flight concludes.



Fig. 142
Landing.

Fig. 143
Balloon aeronauts.



Takeoffs a few meters from Live Aqua Hotel and the Fabrica La Aurora.



Flies over the heritage city and the Allende Dam.

GTO - HOSPITALITY

Globo San Miguel's expert and professional team not only offers an unforgettable trip, but also a sense of safety and comfort for all passengers. Their focus on excellence and customer satisfaction is consistently reflected at every stage of the journey.

This once-in-a-lifetime adventure, full of scenic beauty and excitement, is a true treasure for those who wish to explore this colonial city in a totally new and exciting way.

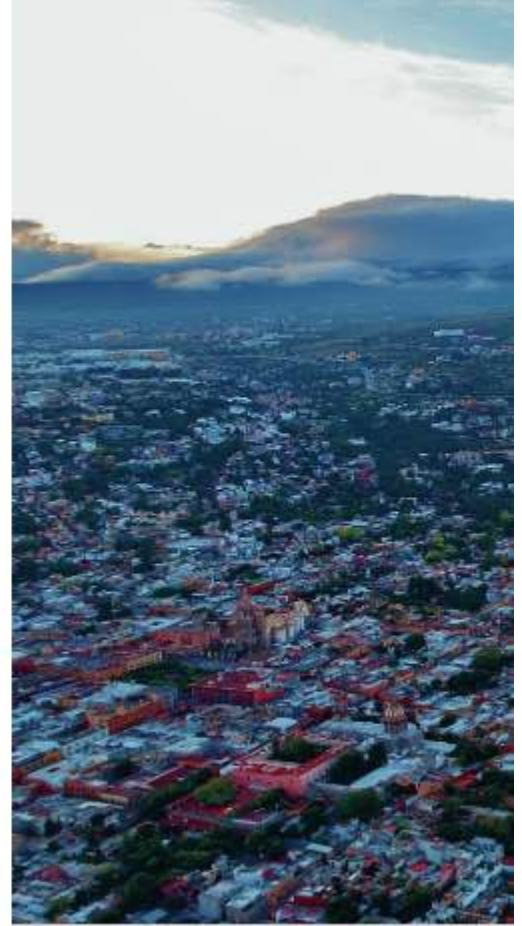


Fig. 144
Previous preparation for take-off.

Fig. 145
Overflight of San Miguel de Allende.

Fig. 146
Flight at dawn.





Mesones #74,
Zona Centro CP. 37700
San Miguel de Allende,
+52 415 114 2174

Photographs courtesy of:
Globo San Miguel.

From factory to state-of-the-art hub

LA AURORA



San Miguel de Allende



1900 m above sea level.



Cultural Center of Art and Design



Semi-warm Sub-humid



125 kms SE / 2:00 hrs
from León, Gto.



With an undeniable historical heritage, the Fábrica La Aurora is a unique cultural destination that captivates art world lovers and the curious alike.

This former textile industrial complex redeveloped into a vibrant art space hosts a variety of art galleries, workshops and boutiques that exhibit and sell the work of talented local and international artists. The journey through its corridors is an aesthetic experience for the senses, with a diverse palette of artistic manifestations ranging from paintings, sculptures, photographs and ceramics to unique handicrafts and textiles.





A creative atmosphere that floods every nook and cranny of the Fábrica La Aurora is palpable from the moment you step on the ground, being also the venue of the Guanajuato International Film Festival (GIFF).

The art galleries are interconnected with open workshops, allowing visitors to observe the artists in the midst of the creative process. This direct approach to the art production adds a special dimension to the experience, allowing for a more intimate connection with the works and their creators.

Fig. 147
Entrance to La Fábrica.

Fig. 148
Antique printing press in one of the galleries.

In addition to being a showcase for contemporary art, Fábrica La Aurora offers a relaxed and convivial atmosphere, where visitors can enjoy coffee breaks or a meal in its charming restaurants, where the local delicacies become a complementary bonus to the art.

The commitment to the artistic community and the promotion of culture is evident in every detail of this space. Events, rotating exhibitions and educational programs turn La Aurora into a hub of ongoing and dynamic activity.

Fig. 149

La Aurora is home to several local and international artists.

Fig. 150

View of several galleries inside La Aurora.





This San Miguel de Allende venue is positioned as a cultural epicenter that celebrates creativity in its purest form. Its intersection of art galleries, open workshops and a community feel makes it a must-see destination for those looking to explore the vibrant world of contemporary art.



It was founded as an Art and Design Center in 2004 by a group of US artists under the auspices of owner Don Francisco Garay.



From 1902 to 1991 Fábrica La Aurora was a major supplier of cotton yarns and canvas.



Calz de La Aurora S/N,
Aurora CP. 37710
San Miguel de Allende.
+52 415 152 1312



- Fábrica La Aurora has galleries, jewelry stores, boutiques, workshops, offices and restaurants.
- They are open every day from 10 am.

A union between man and horse

OTOMI GRAND PRIX



San Miguel de Allende.



1900 m above sea level.



Riding Grand Prix



Semi-warm Sub-humid



120 kms SE / 1:55 hrs
from León, Gto.



The Otomi Grand Prix has become the best equestrian event in Mexico, an unprecedented celebration that brings together more than six hundred riders from around the world in a glamorous spectacle. For ten days, the facilities of the Club Hípico Otomí in San Miguel de Allende are transformed into an impressive stage for competition and passion for horseback riding, becoming the dream destination for lovers of this sport.





Fig. 151
Detail of the jump with Jockey.

Fig. 152
Jumping during a competition.



Club Hípico Otomí has the third illuminated track in the world, after Belgium and Germany

The Club Hípico Otomí, the perfect host for this event, has won the hearts of riders for its warm hospitality and excellent infrastructure. The club's facilities offer a unique combination of comfort and elegance, creating an atmosphere that elevates the experience for competitors and spectators alike, as well as being one of the few circuits in the world that has the proper illumination to hold this type of competition at night.

Riders and their majestic horses compete six times a year at this tournament in a series of challenges, showcasing equestrian skills and abilities in different disciplines. From show jumping to dressage, horsewomen from different parts of the world perform in an impressive show that captivates spectators and thrills participants.

Fig. 153
Paddock.

Fig. 154
Jumping seen from the grandstand.

Fig. 155
Main grandstand



The Otomí Grand Prix is Mexico's top equestrian and one of the 25 best in North America.





San Miguel de Allende, an incomparable tourist destination, adds its special touch to this event. The city, famous for its beauty and unique flair, becomes the perfect backdrop for this world-class event. Visitors have the opportunity to enjoy the city's culture and abundant colonial architecture while experiencing the thrill of the equestrian tournament.



Otomí Residencial Hípico Km.2,
Camino a San Miguel el Viejo
CP.37700 San Miguel de Allende.
+52 415 688.0012



- The Otomí Grand Prix is held 6 times a year. 6 times a year.
- More than 600 national and international competitors take part.
- It is endorsed by the Federación Ecuestre Mexicana.

The festival of the spirit

FESTIVAL INTERNACIONAL CERVANTINO



The Festival Internacional Cervantino (FIC) is a cultural gathering that transforms Guanajuato into a vibrant melting pot of art and creativity every year.

For more than five decades, this festival has brought to the city a diversity of artistic manifestations including theater, dance, music, opera, art exhibitions and more.



Guanajuato Capital.



2100 m above sea level.



Festival Artístico y Cultural



Temperate Sub-humid



58 kms SE / 1:00 hrs.
from León, Gto.



The festival arose as a result of the representation of Cervantes' entremeses in Guanajuato since 1953.



During its duration, more than 2,000 national and international artists perform.



Fig. 156
Juarez Theater during the Cervantino.

For more than four decades, this festival has brought to the city a diversity of artistic manifestations, as well as a series of distinguished guests including Queen Elizabeth II of England and King Juan Carlos I of Spain.

The heart of the city of Guanajuato is filled with a passionate atmosphere, with internationally renowned artists, as well as emerging talents, sharing their art in public spaces, theaters, plazas and streets.

Guanajuato's cobblestone streets, tunnels and majestic historic buildings become living stages where thousands of visitors can enjoy a wide range of artistic presentations, from street shows to performances in emblematic theaters such as the Teatro Juarez, a landmark of the entity that has hosted songs from Plácido Domingo to Natalia Lafourcade, to somehow settle the universality of the venue.





The Festival Internacional Cervantino has become a lighthouse of culture, diversity and artistic innovation, bringing together artists, creators and enthusiasts from around the world every October. Its commitment to inclusion, cultural exploration and the promotion of art makes it a must-see event for all art and creativity lovers.



Fig. 157
It is the largest art festival in Latin America.

Fig. 158
Concert in the Templo de la Compañía de Jesús.

Fig. 159
Arturo O'Farril & The Afro Latin Jazz Orchestra.



La ci darem la mano

TEATRO DEL BICENTENARIO



FORUM Cultural Guanajuato,
León.



1900 m above sea level.



Artistic and Cultural Festival



Semi-warm Sub-humid



75 km SE / 1:30 hrs.
from León, Gto.



The Forum Cultural Guanajuato annually hosts an exceptional program of opera concerts, offering a stage that combines avant-garde architecture with high-level acoustics. This event, recognized for its prestige and dedication to the lyrical art, attracts passionate opera lovers from all regions of the country and those who wish to immerse themselves in musical excellence.

Fig. 160

Symphony Orchestra of the University of Guanajuato.

Fig. 161

The Roberto Plasencia Saldaña Bicentennial Theater.





The Roberto Plasencia Bicentennial Theater of the cultural complex becomes a sanctuary for the talented singers of international stature who bring to life the thrilling interpretations. Exceptional voices, such as those of the renowned tenors, sopranos and baritones of the moment, have resounded within its walls, delighting the audience with their talent and passion for this genre.

The contemporary design of the Theatre, in conjunction with a highly acoustic design, provides a unique



It is a state-of-the-art venue with capacity for 1,418 people.



Theater Project Consultants, maestro Alejandro Luna, and the U.S. firm Akustiks designed the acoustics of the precinct.



The Teatro del Bicentenario's Lyric Season is recognized as one of the most important in the country for presenting a selection of internationally renowned casts.

and immersive listening experience, in which every musical tone is perceived with clarity. In addition, the spaciousness and design of the outdoor spaces and their focus on the spreading of culture, highlights the relevance of art in all its forms, contributing to the enrichment of the local community and visitors.

This annual opera event at the Forum Cultural Guanajuato offers not only a week of splendid performances, but also a total immersion in the grandeur of music, architecture and unwavering support for culture in all its magnificence.



Fig. 162
Choirs of traditional Spanish zarzuela.

Fig. 163
Sonya Yoncheva, soprano from Bulgaria.

Fig. 164
Performance of the opera Aida by Giuseppe Verdi.

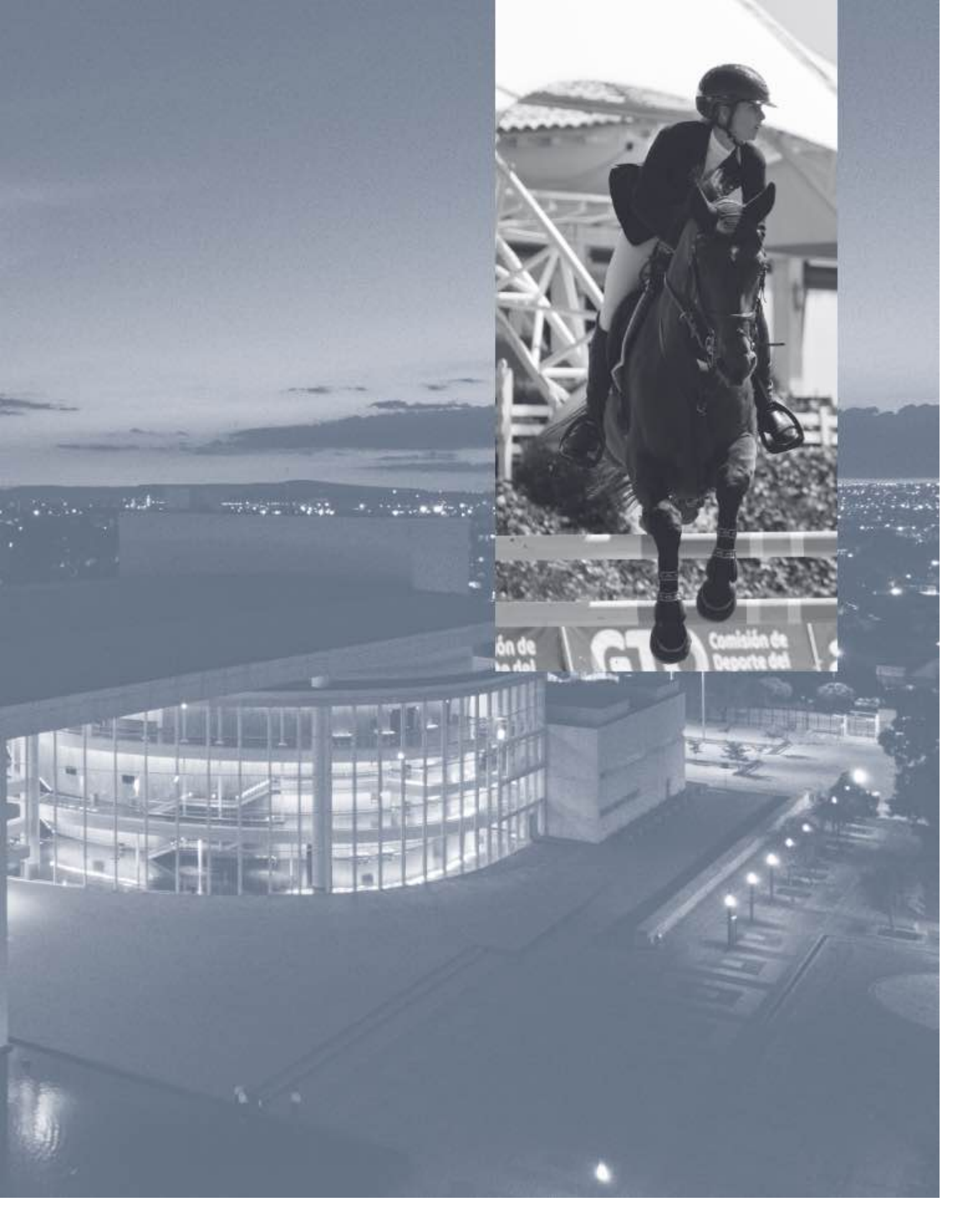
Fig. 165
The theater's privileged acoustics enhance musical appreciation.



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Photographs by:
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Hospitality GTO

ATTENDING TO GUANAJUATO'S
EVENTS AND EXPERIENCES



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