

# BARRACUDA

ITACARÉ - BAHIA - BRAZIL



  
THE  
**MICHELIN**  
GUIDE

SMALL  
LUXURY  
HOTELS  
OF THE WORLD

## Itacaré was the scenery for the encounters that marked the genesis of Barracuda's journey.

It was amidst the Bahian summer of 2004 that São Paulo's visionary designer, Juliana Ghiotto, the native surfer Daniel Lima, and a group of Swedish friends - among them hoteliers, entrepreneurs, and artists - found kinship.

Enchanted by this sacred land nestled by the Atlantic Ocean, they united to craft a shared life's purpose. Their bond with the community, rooted in shared values and aspirations, birthed a dream: to transform this natural sanctuary into both a haven and a haven for others

From a local fish brimming with charisma, they drew inspiration to christen this uniquely Brazilian hospitality venture: Barracuda.

Beneath Bahia's blessings, enveloped by the verdant embrace of the Atlantic Forest, overlooking the view of the ocean, the hosts of Barracuda thrive on sharing the best of life in Itacaré with the guests who visit them.





# ITACARÉ - BAHIA - BRAZIL



## 300 years of history

Despite having around 30,000 inhabitants, Itacaré preserves its present time dictated by the phases of the moon, the tide table, and the slow pace of life. Itacaré is located 534 kilometers south of Salvador, the capital of Bahia state, on the so-called Cocoa Coast. The region earned this nickname due to the abundant production of the fruit used as the base for chocolate production. Thanks to the plantations, which enriched neighboring cities like Ilhéus, 73 kilometers to the south, Brazil became the world's largest cocoa producer in 1920.

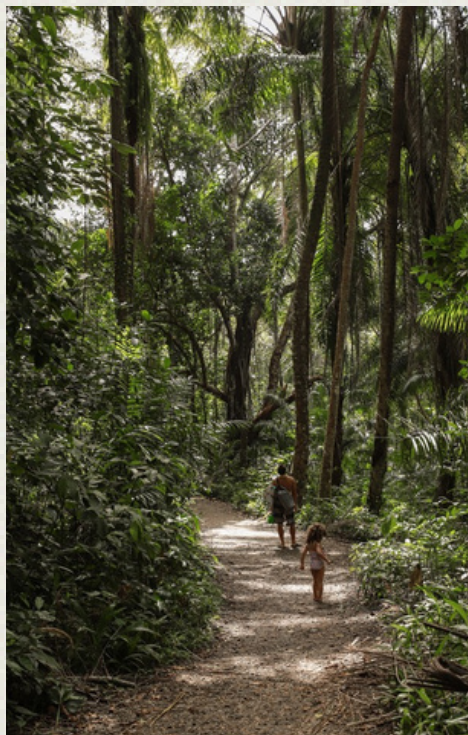
The community of Itacaré also maintains, as a tool of preservation and resistance, the vibrant culture and folklore of the region. Throughout the year, various popular festivals invite residents and visitors to enjoy and celebrate in the streets of the village. This includes the “Bicho Caçador” festival in January, the “Iemanjá Celebration” in February, the “São João” festivals in June, Bahia Independence Day on July 2nd, and the celebration of the city's patron saint, São Miguel Arcanjo, on September 29th.



## A sanctuary of wild beaches

Itacaré's coast joined the international surfing circuit after being discovered in the 1980s by a group of European friends passionate about the sport. Since then, the tourism spotlight has shone on the small fishing village, distinguishing it from other cities along Bahia's famous coast where the landscape is limited to long coconut groves on beaches with a waveless sea.

In Itacaré, this idyllic geography is enhanced by the only stretch of coastline in the state where several beaches with perfect waves are nestled and framed by cliffs covered in lush Atlantic Forest. This rare vegetation boasts one of the world's highest biodiversities per square meter.





# Sustainability

With organic and harmonious lines, the construction that seems to emerge from the Atlantic Forest had sustainability and respect for the surroundings as central pillars of the project. The desire of Barracuda's owner-partners to harness local knowledge, both in construction techniques and materials used, was well reflected in the architectural lines and landscaping.

From the conception of the physical structure to the daily service provision, the team, committed to providing guests with the most memorable experiences, follows the best contemporary practices to minimize impacts on nature and leave a legacy for the local community and future generations.



# Yandê Institute Itacaré

Entrepreneurship also entails leaving a positive legacy—especially when it comes to the tourism sector and development directly tied to the wellbeing of the destination in which it operates.

Even before implementing its projects in the region, Barracuda built and donated a Cultural Center to the community in one of Itacaré's most traditional neighborhoods. However, recognizing the ongoing local needs and aiming not only for financial contributions but also a real presence in solving social and environmental issues, the Yandê Institute Itacaré was founded in June 2021.

It is a nonprofit association aimed at contributing to Itacaré's socio-environmental development through innovative educational initiatives and support for local social entrepreneurship. Currently, the Institute is supporting 7 social projects, including the noteworthy "Surfing for the Future" in partnership with the Itacaré Surf Association (ASI). Together with children and young people from the municipality, this project promotes social inclusion through surfing, environmental education, and psychosocial support.





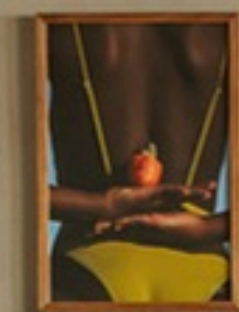
## In the Heart of Itacaré

Facing the fishermen's bay in the heart of Itacaré, where the sea meets the Rio de Contas and boats and canoes rest, OITI is an intimate and cozy boutique hotel. Located at a bucolic setting, guests can experience the authentic Bahian lifestyle in one of the 11 modern suites, by the pool, and at the restaurant beloved by locals.

The hosts exude warmth and positive energy to welcome guests from around the world. Dubbed as "Barracudinha," the essence of the Barracuda project is found here, translating its local, youthful, and beachy spirit.

In the nine graceful suites spread across two floors of the house, you'll find an environment filled with charm, featuring a trendy decor that reflects the surfing culture, Itacaré's lifestyle, local craftsmanship, and Bahian culture.

"Just a few steps away from the São Miguel Arcanjo Mother Church, built-in 1723 and listed as a cultural heritage site by the Bahia Institute of Artistic and Cultural Heritage, and just a few blocks from Pituba, the vibrant street where everything happens in Itacaré, enjoy several little restaurants, bars, shops, and lively atmosphere."





## BARRACUDA HOTEL & VILLAS

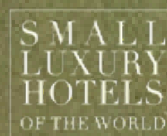
Perched high on the coast of Resende Beach, it is impossible not to be surprised by the 26 hectares of Atlantic Forest that blend with the vastness of Itacaré's sea.

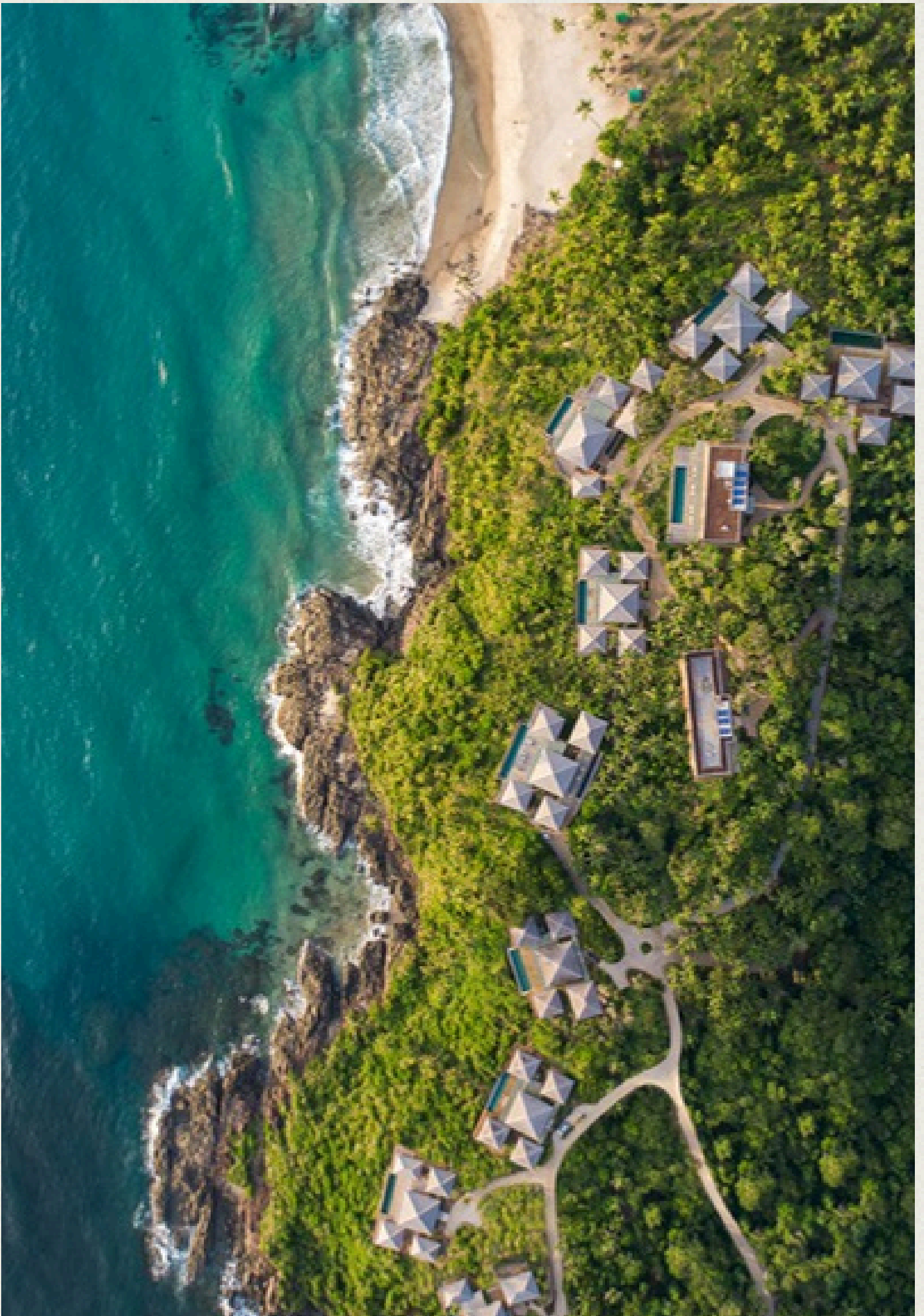
Integrated with the abundant native vegetation on the left side of Resende Beach and just steps away from "Pituba," the vibrant street where everything happens in Itacaré, BARRACUDA HOTEL & VILLAS is ideal for those seeking privacy and a retreat to experience Itacaré on their own way.

The harmonious blend of Swedish minimalism, evident in every design detail, with the natural textures of the region and authentic Bahian hospitality makes this place a perfect environment to connect with oneself and nature.

While the spacious hotel suites offer panoramic views of the surroundings and prioritize privacy, the high-standard architecture and comfort of the Villas provide a home-like experience with exclusive services.

*"To celebrate by the seaside the joy of living, honoring the preserved nature of southern Bahia and respecting the fascinating local culture. The art of hospitality is at the heart of Barracuda.*







# Hotel

## *Brazilian-style Luxury*

Brazilian-style Luxury With architecture in complete harmony with the native forest, the hotel features 17 suites with private balconies.

Designed to integrate natural light and sea breezes into the environment, the accommodations boast a minimalist design that highlights textures of natural fibers such as dende palm straw and wooden surfaces. The spacious balconies allow guests to immerse in the surrounding biodiversity and enjoy moments of relaxation.

In the main building, the restaurant and social areas are connected to the infinity edge pool overlooking the sea and its deck. On the stunning Rooftop with 360-degree panoramic views, gatherings can take place at dusk amidst happy and sunny days. For yoga and functional training enthusiasts, the Wellness Deck amidst nature offers moments of wellbeing for the body and soul.





# Villas

## *An Exclusive Portfolio*

*Ideal for groups of friends or families, Barracuda Villas offer a sense of absolute exclusivity and comfort.*

Nestled within the Atlantic Forest in symbiosis with the stunning natural scenery, BARRACUDA VILLAS are true icons of architecture and design. Their spaces are curated with unparalleled taste, featuring pieces from celebrated Brazilian designers and the finest craftsmanship sourced from various communities in southern Bahia. Each property has its own personality, reflecting the interior design and surroundings. With surfaces ranging from 800 to 1200 square meters, the houses of different sizes accommodate from 8 to 16 people.

Each house features a spacious living room, independent and interconnected suites, an integrated kitchen, a deck with panoramic views of the sea and the Atlantic Forest, and an infinity edge pool. Fully equipped with high-quality amenities and technology, the properties embody the Barracuda concept of hospitality with personalized services complemented by the Hotel. The dedicated team ensures the utmost guest experience, and preparing breakfast, lunch, and dinner tailored to guests' preferences.







## Architecture & Design

The project's initial premise was the development of a hotel complex and residential villas with the concept that each villa could offer its independent suites for rental by the hotel, ensuring that each suite could provide the same degree of privacy as the hotel units. Designed by architect Eduardo Leite on a plot of incredible beauty, in an idyllic sanctuary open to the sea and protected by the Atlantic Forest, the Barracuda project celebrates the beauty of the location and seeks integration with the landscape.

Barracuda's architecture reflects contemporary aspects while honoring the historical and cultural values of the region where the land is situated.

By seeking balance between indoor and outdoor spaces, the areas were organized simply, with gaps between buildings filled with pre-architecture gardens, water mirrors, stone walls, and wooden trellises, framing everyday family uses such as living, dining, resting, sleeping, and contemplating.



## The landscaping project

designed by architect Sidney Linhares, was developed based on the principles of Eco Genesis, primarily using the regional floristic mosaic to maintain local characteristics, thereby reducing the impacts caused by the implementation of the urban and architectural complex. At the same time, it enhances the potentials of the interstitial spaces between the buildings, treating the vegetative component of the complex as a landscape continuum. This approach aims to impart a new aesthetic to the project, known as environmental aesthetics.



Janice Miguel

## The interior design project,

led by Janice Miguel, was conceived as a natural transition between the lush surrounding landscape of Itacaré's coast, where the project is situated, and the architecture of each villa and building within the hotel. The purity and simplicity of forms and materials were key conceptual premises of the project. The composition of spaces and furniture distribution was designed to maximize views of the sea or forest. The furniture selection includes a blend of pieces crafted by local artisans and carpenters with nationally renowned designs signed by Sergio Rodrigues, Carlos Motta, Jader Almeida, among other national designers. The use of different fibers, straw, seeds, and other natural elements brought a richness of textures from Brazil's diversity, making the spaces more organic, beautiful, and welcoming. Lastly, there was a careful curation of objects and elements from national artisans and indigenous art from tribes across various Brazilian regions such as the Amazon, Pará, Bahia, and the Midwest states of Brazil.

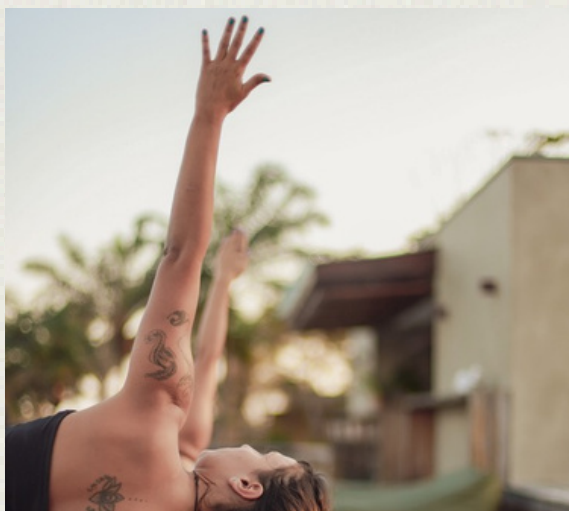


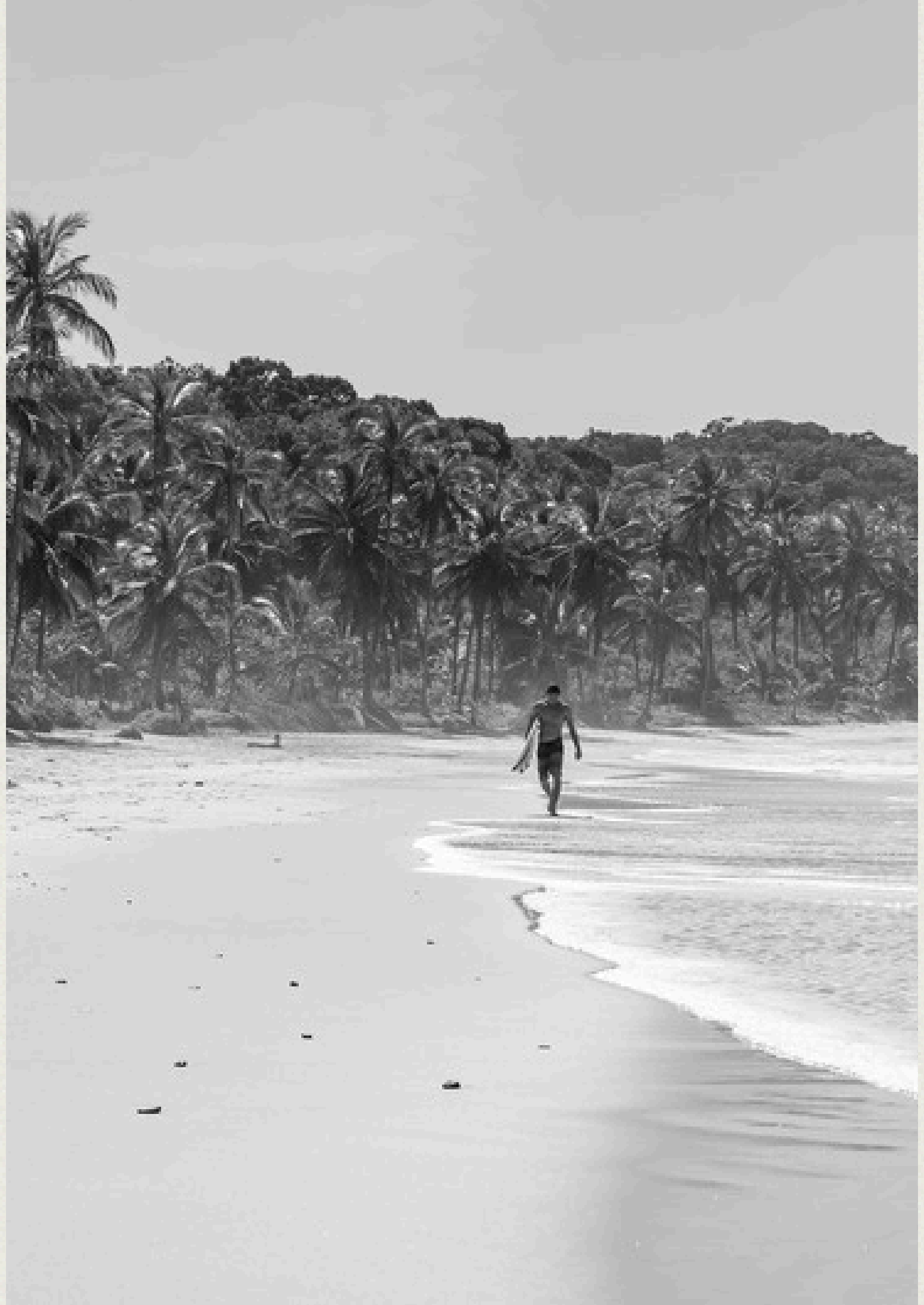


# Wellness

Barracuda is a true haven for those who believe in the healing power of the sea, the forest, and the sun. To enhance the health of the body, mind, and spirit, the facilities and services have been carefully designed so that each stay is a wellness experience. Under the blessings of nature, in a perfect space that seems to emerge from the Atlantic Forest, to calm the mind, align the body, and uplift the spirit, Barracuda offers yoga and meditation classes at any time.

The connection between surfing and Itacaré is genuine and intense; the first surfers discovered Itacaré's waves in the 1980s, an almost obligatory experience for visitors to the region. By appointment, a personal trainer guides functional training through physical exercises that develop necessary everyday skills. For enthusiasts of other sports such as mountain biking, running, stand-up paddleboarding, and tennis, Barracuda provides all the facilities.







## Gastronomy

The charming restaurants at Barracuda Boutique and Barracuda Hotel & Villas are located by the pool deck areas and integrated with the sea view. There, delicious juices, cocktails, and dishes inspired by local ingredients are served from breakfast to dinner.

The perfect fusion of traditional Bahian recipes and contemporary flavors brings lightness and sophistication to the table. Barracuda's culinary ingredients are local and fresh, such as fish brought in daily by native fishermen or the cocoa “honey” – Mel de Cacau - produced by a nearby farm. Seafood is prepared using artisanal techniques passed down through generations, crafted by chefs born and raised in Itacaré.





# Experiences

*A true local immersion is when we explore nature and interact with the local people.*

A menu of authentic experiences in the surroundings fosters this genuine connection between visitors, Itacaré, and its people. Ensuring a surprising curation of cultural immersion experiences is a team of locals who provide memorable moments. The Itacaré Secret Spots is an adventure through the most beautiful landscapes of Itacaré, accompanied by those who understand the city and its mysteries best. During secret routes, the focus is on the present moment. The goal is to observe and absorb every scene, texture, and aroma. Forests, mangroves, rivers, waterfalls, paradisiacal beaches, and native life. For fishing enthusiasts, a continental shelf very close to the coast harbors a rich and abundant marine life.

In Itacaré, considered to be one of the best places in Bahia for fishing, fishing has always been part of the culture. When the wind blows on our face with the smell of sea salt, and we catch sight of the natural beauty of Camamu Bay, we have the impression that we have arrived in another part of paradise. Dipping in calm waters, tasting grilled fish on banana leaves, and drinking fresh coconut water: the greatest luxury that only nature can offer. Beyond an extensive menu of activity ideas, what the Barracuda team does best is create tailor-made experiences. The guest brings the desire, Barracuda makes it happen. The expertise, continuous study, and genuine knowledge of the region qualify this team to provide transformative experiences.



BARRACUDA



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