OKA

by Barracuda

ITACARÉ BAHIA BRASIL

Barracuda presents OKA, the highest expression of its hospitality concept.

Honoring the vibrant culture
and wild nature of Itacaré, Bahia,
OKA stands as the pinnacle of BARRACUDA's Swedish-Brazilian vision.
A bold statement to the world,
showcasing the finest expressions
of Brazil, created without
compromise to purpose, excellence,
and values of sustainability.



OKA is the latest and most ambitious expression of the vision that gave rise to Barracuda. Set at the highest point of a 62-hectare protected natural reserve, the estate sits atop a dramatic hillside in Itacaré, on Bahia’s southern coast, with sweeping views over the Atlantic Forest and the sea.

Spanning 3,500 square metres, OKA features nine suites, an 800-square-metre infinity pool, and ample living spaces designed to draw guests into the beauty of the territory.

“OKA represents the highest expression of the Barracuda philosophy,” says Juliana Ghiotto, CEO and co-founder of the project. ***“Every aspect of it is distinctly Brazilian—from the architecture and design to the gastronomy, wellness approach and curated experiences. OKA is a residence conceived to showcase the very best of Brazil to the world.”***

OKA offers a fully immersive experience of the destination through an all-inclusive hospitality model. A private chef leads the culinary experience, interpreting local ingredients and traditions into a rhythm of meals that accompanies the stay from morning to evening.

All dining moments are included, alongside a thoughtfully curated cellar focused on Brazilian wines.

Days move between the privacy of the home and Barracuda Journeys, a signature collection of outdoor experiences anchored in the territory.

From river expeditions to surf sessions guided by local surfers, all experiences are included and woven into the natural rhythm of the stay.

At the Spa, a dedicated team delivers personalised treatments and massages throughout the day, weaving deep relaxation and wellbeing into the everyday experience.

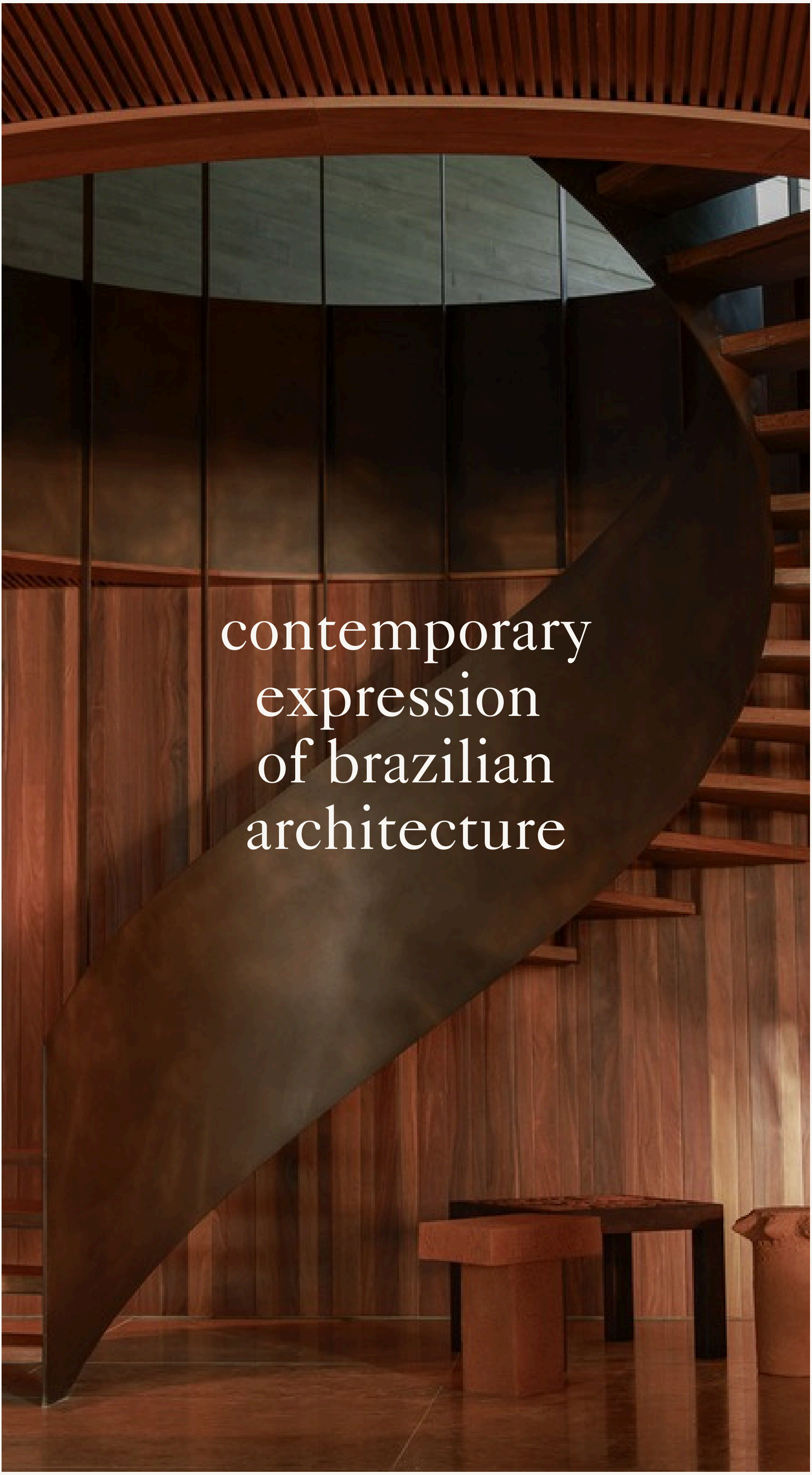
“OKA is a portal—an ecosystem designed to slow you down and invite a reconnection with what truly matters. It is about trusting and drawing inspiration from the wisdom of nature and people, and rediscovering a way of life that is simpler, freer, and more present. It is a place where beauty, genuine connection, and presence have the power to renew perspectives and create lasting transformation. For us, this is the true meaning of purpose-driven luxury.”



For over 15 years, Barracuda has built a hospitality model grounded in positive impact. Long before regenerative hospitality entered the global conversation, the Swedish-Brazilian group embraced an approach rooted in local talent, regional sourcing, and a deep respect for the cultural and natural fabric of Itacaré.

OKA is the most accomplished evolution of that vision to date.

“***When a project emerges from a genuine dialogue with a place, the people, the landscape, and the history, it carries an authenticity that cannot be manufactured. It creates an experience where beauty, belonging, and cultural depth come together in their most refined expression,"*** says Juliana Ghiotto.


contemporary
expression
of brazilian
architecture

The architectural design of OKA is the work of Eduardo Ribeiro Leite, who authored the unique aesthetic of Barracuda, blending Scandinavian minimalism with the exuberance of Brazilian materials, colours, and craftsmanship.

The concept and implantation stem from the natural topography. Architectural volumes emerge from the surrounding vegetation as though they had always belonged to the landscape. Circulation is intuitive, with indoor and outdoor spaces extending into one another, creating continuity and a quiet sense of connection.

An 800-square-metre swimming pool embraces the residence, featuring two 25-metre lap lanes, shallow lounging areas, and a dynamic interplay of sun and shade.

The main living area extends onto a generous timber deck, where a dining table anchors moments of food and conversation. A professional kitchen, equipped to international standards, is led by a private chef who places gastronomy at the heart of the OKA.



The Master Suite occupies a private standalone pavilion and spans 150 square metres, across two levels, offering an exceptional sense of privacy and exclusivity.

On the lower level, the suite features its own living room, a dining area, minibar, TV lounge, library, and direct access to the leisure gallery, where a game room, wine cellar, fitness studio, and the spa are found.

Upstairs, the bedroom opens directly onto the pool terrace, with breathtaking views over the Atlantic Ocean and the surrounding rainforest.











The eight guest suites, each spanning 45 square metres, are housed within a separate pavilion.
Their design is defined by a harmonious composition and a refined aesthetic: soft, welcoming, and meticulously considered in every detail.



Modern furniture, Bahian craftsmanship, and a Scandinavian aesthetic

The interiors were designed by Janice Miguel, who crafted a quiet yet confident design language for Barracuda's most striking project. While its architectural volumes make a powerful impression, OKA's interior world is warm and inviting. Expansive spaces, generously proportioned furnishings, and a restrained selection of elements create an atmosphere of effortless sophistication. Every piece has been meticulously chosen, reflecting research, depth, and local wisdom.

The architect gave prominence to pieces defined by material weight and creative ingenuity. Every element was crafted in Brazil, with no excess or ornamentation. The six-metre dining table, sculpted from a single pequiá tree trunk, serves as a setting for experimentation. Paired with Carlos Motta's Brisa chairs and the Oca pendant lights, woven from banana fibre by the Brazilian brand Divinos, the ensemble powerfully expresses the richness of Brazilian craftsmanship and its exceptional natural materials.







In the living room, the Alta armchair and stool by Oscar Niemeyer are paired with the Una bench, designed by Janice Miguel and carved from a pequiá trunk charred using the Japanese shou sugi ban technique.

The Mona table, also designed by Janice Miguel and carved from a single block of Golden Fusion quartzite, was conceived as a sculptural piece.

In the Master Suite, the Dobra bed by Guilherme Wentz is crafted from recycled textiles. The Catimbau armchair by Tiago Braga is made from recycled cotton with hand-embroidered wool detailing.

In the guest suites, the Siri armchair by Claudia Moreira Salles, made in sucupira wood and linen, reinforces to an international audience the clarity of contemporary Brazilian design.








IRMÃOS CAMPANA

OKA's scenographic lighting,
designed by Airton Pimenta of Lightworks, operates in layers.
By day, natural light filters through glass panels and wooden surfaces, shaping the experience throughout the residence. At night, the lighting design softens the rhythm, and the atmosphere of the house takes on a poetic and intimate quality.



The landscape design, by Sidney Linhares, is based on a concept the group calls “ecogenesis”: to restore, plant, and preserve. Every tree on the site was mapped before construction began. The house was built around them, not in spite of them.

Native Atlantic Forest flora regenerates degraded areas and forms a new living structure, with tall species, rustic grasslands, and natural shade. The vegetation filters light, shelters birds, and cools the interiors. Architecture and nature do not compete for space but rather reinforce one another.





Fitness
& Spa

A tropical sanctuary and statement of well-being

OKA is a place of rituals in all their forms. Movement, the cultivation of body and mind, and the expansion of consciousness are integral parts of the experience, guided by a philosophy that draws from nature.



The gym, warm and clad in light wood, combines functional training equipment with hand-sculpted weights crafted by Brazilian artisans in partnership with Tora Brasil. Each piece carries a QR code that allows guests to trace the origin of the wood, the production process, and its FSC certification, a guarantee of responsible forest management.



At the SPA, a water circuit with varying temperatures includes a cold plunge, jacuzzi, and sauna. A dedicated staff leads the wellness experiences, curated by Barracuda, with programs designed to address jet lag, relaxation, or an energy boost.

Therapists are available for massages, all included as part of the stay.



Accommodation Information

Rates include the exclusive rental of the house, full-board service, and a dedicated team of hosts, including a private chef, spa staff and bilingual concierge.
The estate is available exclusively in full. Reservations are subject to availability, with rates starting from USD 30,000 per night, plus 10% tax.

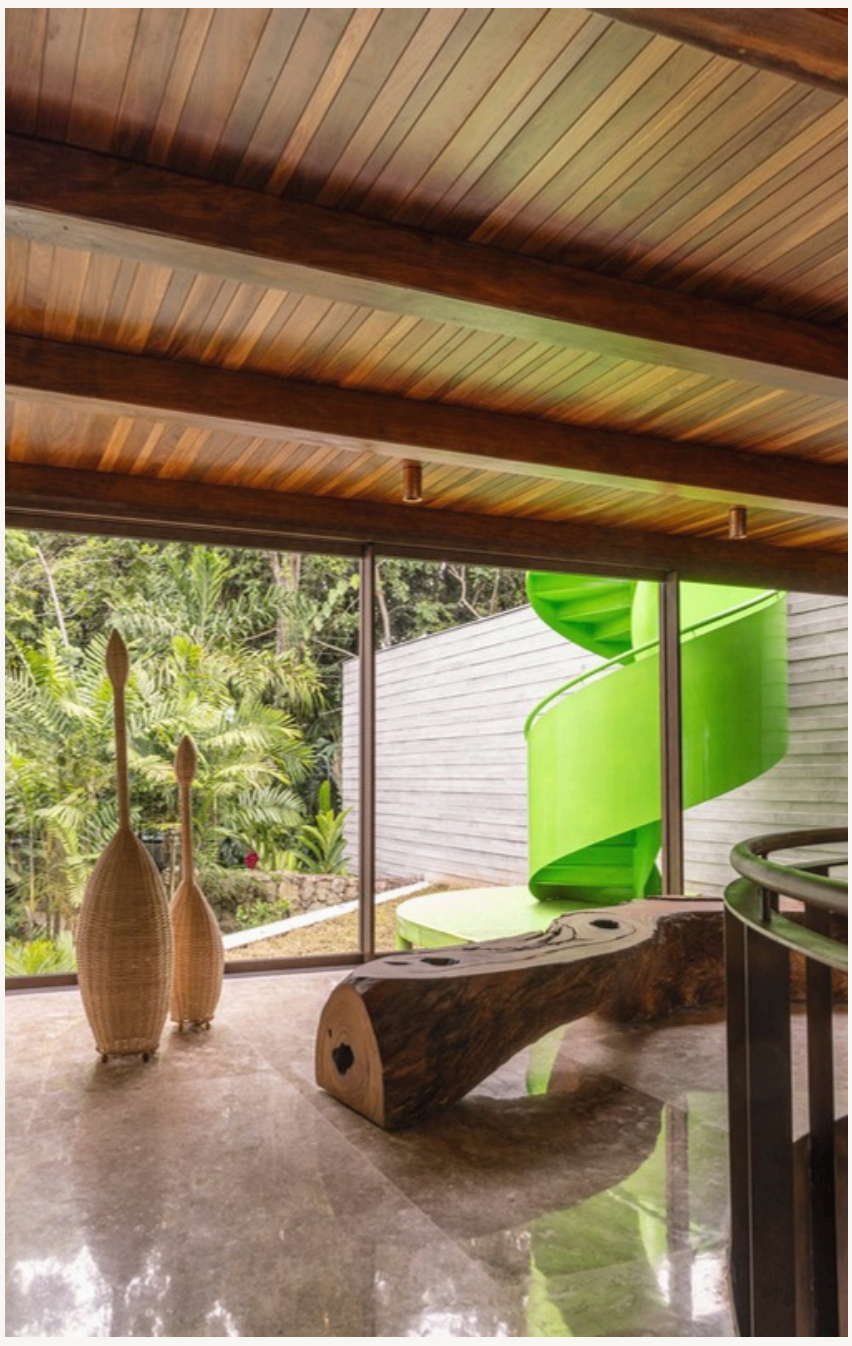
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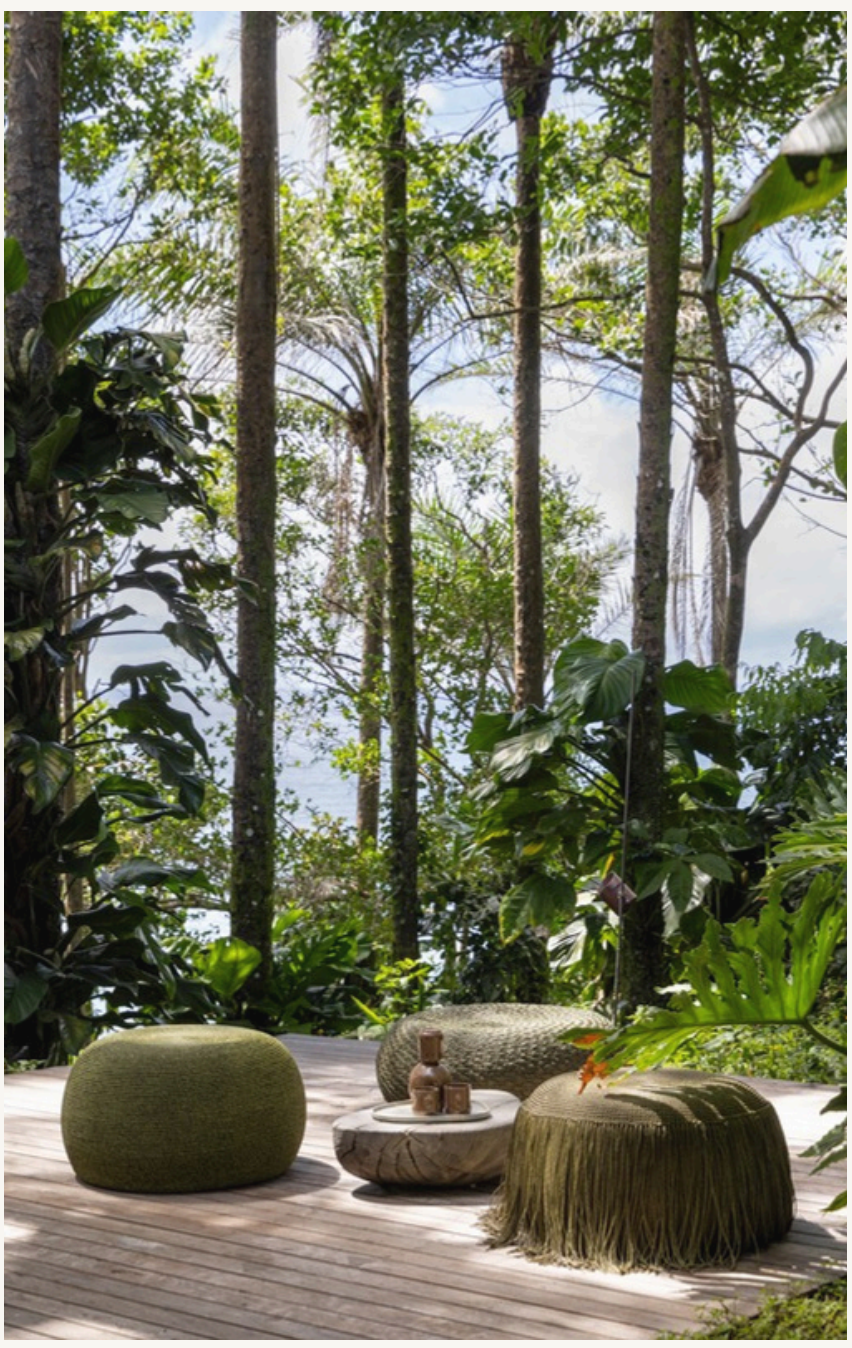
Full-board with curated all-day menus
Dedicated Staff | Concierge | Private Chef
Selected Brazilian Wines | Bar Service | Spa & Wellness Treatments | Fitness Studio | Barracuda Journeys: Signature Experiences in Itacaré | Event Planning Services | Private Airport Transfers | Helipad












Yoga

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