



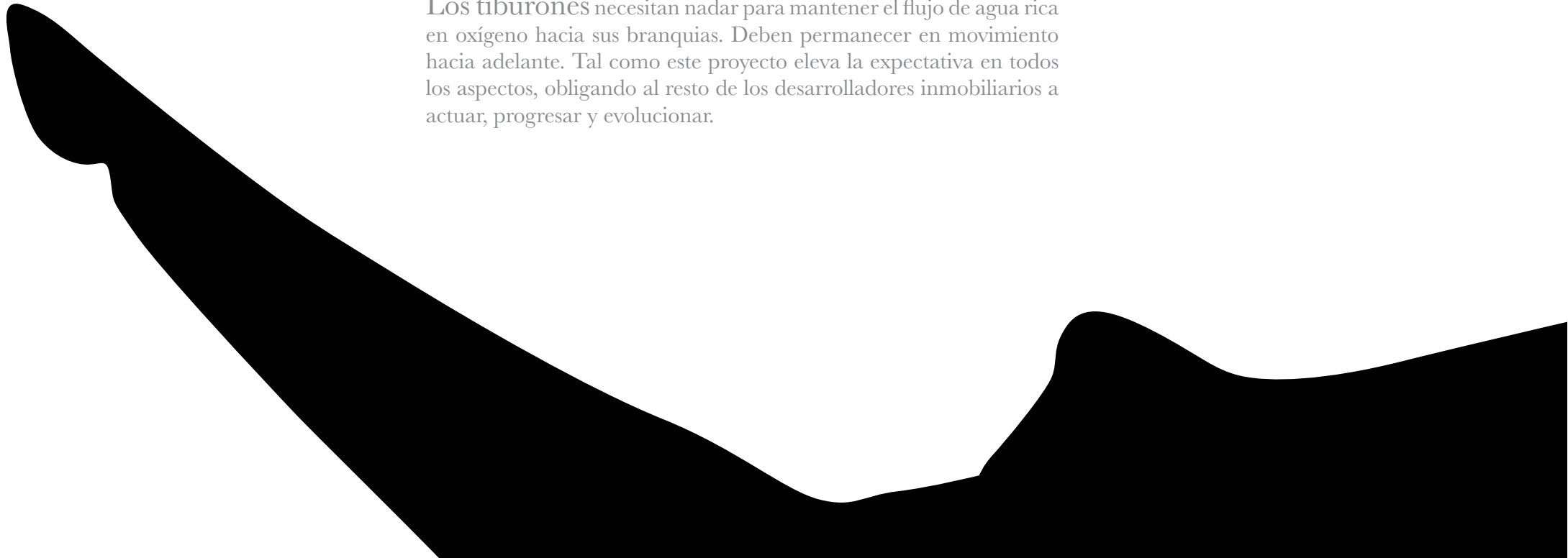
SHARK TOWER

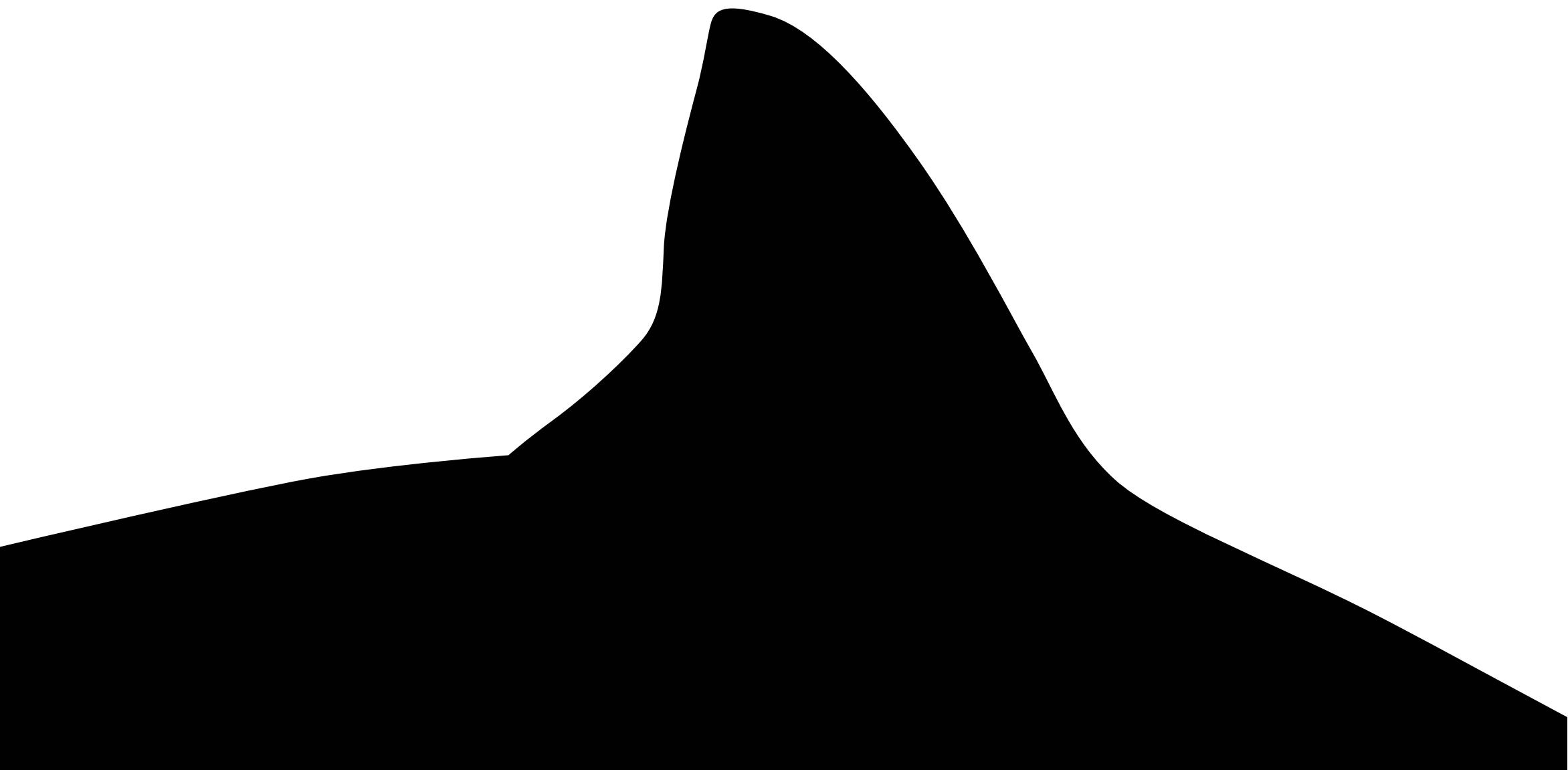
PUERTO CANCUN

## *forward, ALWAYS*

Sharks need to swim constantly in order to keep oxygen-rich water flowing over their gills, they **MUST** always move forward. As this project raises the bar in all possible aspects, forcing the rest of the real estate developers to act forward, progress and evolve.

Los tiburones necesitan nadar para mantener el flujo de agua rica en oxígeno hacia sus branquias. Deben permanecer en movimiento hacia adelante. Tal como este proyecto eleva la expectativa en todos los aspectos, obligando al resto de los desarrolladores inmobiliarios a actuar, progresar y evolucionar.





# CANCÚN



**35 MILLION**  
*passengers annually*



**DIRECT FLIGHTS**  
*to all major cities in the world*



**14 MILES**  
*of white sand beaches*

# an UNBEATEABLE *destination,* CANCÚN

SHARK TOWER will rise in the most important city and the number one tourist destination in Mexico, the city of Cancun, Quintana Roo.

The unique beauty of Cancun will serve as the perfect display to combine originality with exclusivity, nature and architecture. Such project will generate a positive image not only for the local community, but also for thousands of international visitors and potential residents.

SHARK TOWER se levantará en la ciudad más importante y el destino turístico número uno en México, la ciudad de Cancún, Quintana Roo.

La belleza única de Cancún será el escaparte perfecto para combinar originalidad con exclusividad, naturaleza y arquitectura. Por lo que un proyecto de esta magnitud no solo generará una imagen positiva en la comunidad local, sino también tendrá impacto en los miles de visitantes a nivel internacional y en posibles residentes.





*puerto* CANCÚN

*a FUSION between CITY and  
LUXURIOUS residential life*

*Cancún's hottest  
NEW address*

*surrounded by a gorgeous  
ECOLOGICAL PRESERVE*

*10 min drive to  
HOTEL ZONE*



## LOCATION... *paradise*

*known as one of the most HIGH-END residential DEVELOPMENTS in the WORLD*

Page 07

Evolve to the best chapter of your life. SHARK TOWER is located in Puerto Cancun. The most exclusive community with access to 250 meters of beach, beach club, plus a 4,500 Sq m. shopping mall with the best boutiques and restaurants, in addition to owning a private marina. If you are a sport lover, enjoy an exclusive 18-hole golf course designed by Tom Weiskopf.

Evoluciona hacia el mejor capítulo de tu vida. SHARK TOWER se encuentra dentro de Puerto Cancún, comunidad cerrada con acceso a 250 mts. de playa, club de playa, a 4.500 m2 de centro comercial, con las mejores boutiques, restaurantes y la marina privada del condominio.

Si eres amante del deporte, te espera un exclusivo campo de golf de 18 hoyos diseñado por Tom Weiskopf.

SHARK TOWER | Puerto Cancún



# GRUPO LUXIMIA

*forward, ALWAYS*



## *our ADMIRATION towards the SHARK* *was our main INCENTIVE*

Due to the respect we retain for this animal as well as for our planet, LUXIMIA GROUP merged our developing experience with our humanitarian views to conceive this Project.

While granting a true meaning to the Word “sustainability”, we created something that is not only environmentally friendly, but will communicate a philanthropic purpose to protect this animal. Hopefully we will set an example and encourage our society to take action as well.

Just as the shark, we need to keep moving forward to give our clients what they deserve without forgetting about the importance regarding our connection with the Planet.  
Small changes today can improve our tomorrow.

With this in mind, it's our pleasure to introduce our innovative one of a kind development: SHARK TOWER.

Nuestra admiración hacia el tiburón fue nuestro incentivo principal. Gracias al respeto que le tenemos a este animal al igual que a nuestro planeta, en GRUPO LUXIMIA fusionamos nuestra experiencia en el desarrollo inmobiliario con nuestra visión humanitaria para concebir este proyecto.

Dándole un significado real a la palabra “sustentable”, creamos algo que no solamente es pro medio ambiente, sino que comunicara nuestro sentido de proteger a este animal. Esperamos esto sea un ejemplo y fomenta a nuestra sociedad a tomar acción.

Igual que el tiburón, necesitamos seguir en movimiento hacia delante para darle a nuestros clientes lo que merecen sin olvidarnos de la importancia de nuestro planeta.  
Pequeños cambios hoy pueden mejorar nuestro mañana.

Con esto en mente, es nuestro placer presentarles nuestro proyecto innovador y único: SHARK TOWER.

SHARK TOWER | Puerto Cancún

# REDIFINING *modern* ARCHITECTURE

*forward, ALWAYS*

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**Everything** began with an idea that consisted on redefining modern architecture by providing a special purpose, the conservation of our sharks.

This project is not only a high rise, but the soul of 500 million years of evolution. A true monument to the predator that has ruled the ocean long before we were here.

Such is the reason of why our main priority is the responsibility to save these endangered species.

By building a state of the art research lab for shark biologists, we will support the scientist study the psychological and behavioral assets involved in the ecology of marine animals, emphasizing the effect of human activity in the ocean. On top of this, SHARK TOWER will donate a percentage of the sales to diverse shark preservation programs.

With our unique and sustainable design, SHARK TOWER will thrive to meet our client's luxurious life style expectations.

**Todo** comenzó con la idea de redefinir la arquitectura moderna dotándole un propósito especial, la conservación de nuestros tiburones.

Este proyecto no es solo una estructura elevada, sino el alma de 500 millones de años de evolución. Un auténtico monumento al depredador que ha gobernado el océano mucho antes que estuviéramos aquí.

Esta es la razón por la cual nuestra principal responsabilidad es salvar a estas especies en peligro de extinción. Al construir un laboratorio de investigación de última generación para los biólogos de tiburón, apoyaremos a los científicos a estudiar el comportamiento y la psicología que envuelven a los animales marinos, enfatizando el efecto de la actividad humana en el océano. Además de esto, SHARK TOWER donará un porcentaje de las ventas a diversos programas de preservación de los tiburones. Con nuestro diseño único y sustentable, SHARK TOWER prosperará para satisfacer las lujosas expectativas de estilo de vida de nuestros clientes.

**SHARK TOWER**  
*forward, ALWAYS*

SHARK TOWER | Puerto Cancún



*forward, ALWAYS*

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# *connecting* THE DOTS

To conceive the soul of a structure with this magnitude, it was imperative to combine the experience of different areas such as Architecture, Design, Technology, Science and Biology.

The result is a style of architecture with a noble proposal that changes the conditions in which people want to live, allowing nature to manifest with grace in every detail.

Para concebir el alma de una estructura de esta magnitud, fue imperativo combinar la experiencia de diferentes áreas como Arquitectura, Diseño, Tecnología, Ciencia y Biología.

El resultado es un estilo de arquitectura con una noble propuesta que cambia las condiciones en que la gente quiere vivir, permitiendo que la naturaleza se manifieste con gracia en cada detalle.



SHARK TOWER | *Puerto Cancún*

*forward, ALWAYS*

The background of the page is an underwater scene. On the left side, there is a dense cluster of bubbles of various sizes, some appearing as bright white circles and others as darker, more translucent shapes. The rest of the image shows a deep blue water environment with soft, ethereal light rays filtering through from above, creating a sense of depth and tranquility. The overall color palette is a range of blues, from light sky blue to deep, dark navy blue.

*our* REASON,  
OUR *inspiration*



100  
million

100 million sharks are  
killed every year

7%

6.4% and 7.9% of  
sharks of all species  
are killed annually

30

30 years of research  
in Quintana Roo  
without any report of  
incidents with sharks



# SHARKS *today,* a GLOBAL *concern*



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The number of sharks being caught every year is too high considering the number of existing species, this being the reason why they are driven into extinction.

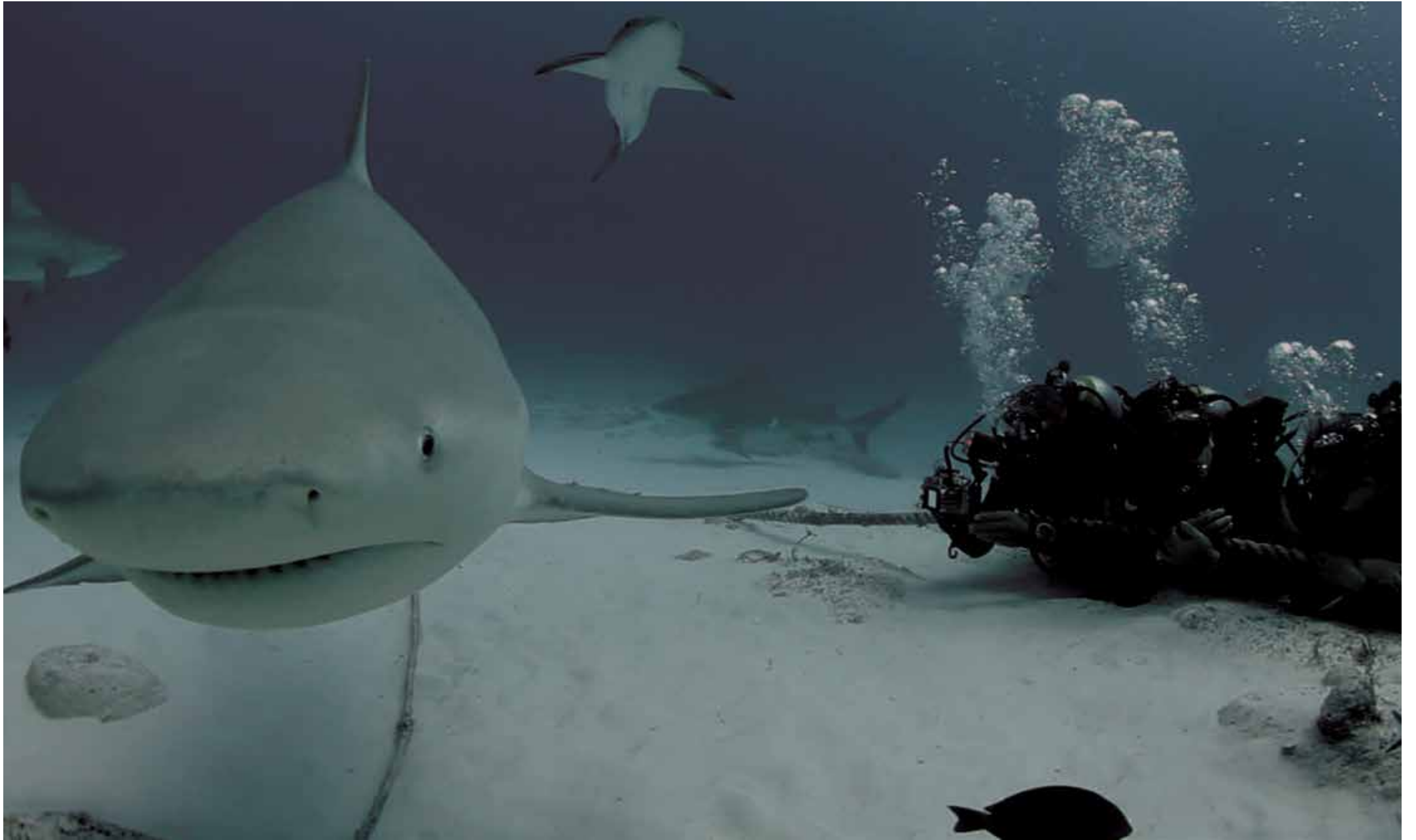
The reasons of their killings are several. Fisherman cut fins off live sharks and dump their bodies into the open ocean to avoid declaring the full animal at port as well as to save space in their boat. Massive shark killings for retail are happening as well, shark parts are being sold at an unfairly low price.

Unfortunately, Mexico is facing all the related problems with the shark.

El número de tiburones que son atrapados anualmente es demasiado elevado considerando el número de especies que existen, siendo ésta la razón por que los ésta llevando a la extinción.

Son muchas las razones por las cuales se les mata. Los pescadores les cortan las aletas mientras están vivos y devuelven al tiburón al agua para evitar declararlo al llegar al puerto y para ahorrar espacio en el bote. También estan ocurriendo asesinatos masivos de tiburones, las partes del mismo se venden a precios muy bajos.

Desafortunadamente, México está enfrentando todos los problemas relacionados con los tiburones.



*forward, ALWAYS*



## SAVING *our* SHARKS

From November to March, the coasts of Quintana Roo receive a large group of sharks. Most are females in gestation. Unfortunately, many of them are in danger of not reaching adulthood allowing them to reproduce.

Always inspired by the soul of the project, we are collaborating with Saving our Sharks. A Civil Association working since 2010 on the study and conservation of sharks in the Riviera Maya.

To support its effort, the SHARK TOWER is taking action and will contribute to the issue by building a research laboratory inside the tower, as well as donating a considerable amount to the cause.

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De noviembre a marzo, las costas de Quintana Roo reciben un numeroso grupo de tiburones. La mayoría son hembras en estado de gestación. Desafortunadamente, muchos de ellos están en peligro de no alcanzar una edad adulta que les permita reproducirse.

Inspirados siempre por el alma del proyecto, colaboramos con Saving our Sharks. Asociación civil que desde el 2010, trabaja en el estudio y conservación de los tiburones en la Riviera Maya.

Para apoyar su esfuerzo, SHARK TOWER aportará mediante la construcción de un laboratorio de investigación dentro de la torre, al igual que con donaciones considerables para la causa.



SHARK TOWER | *Puerto Cancún*



*forward, ALWAYS*

An underwater scene featuring a large shark in the foreground, surrounded by many smaller fish swimming in the dark water above a sandy seabed.

A SANCTUARY  
*to build* AWARENESS

*Inspired by* 450 MILLION  
YEARS *of forcing* EVOLUTION

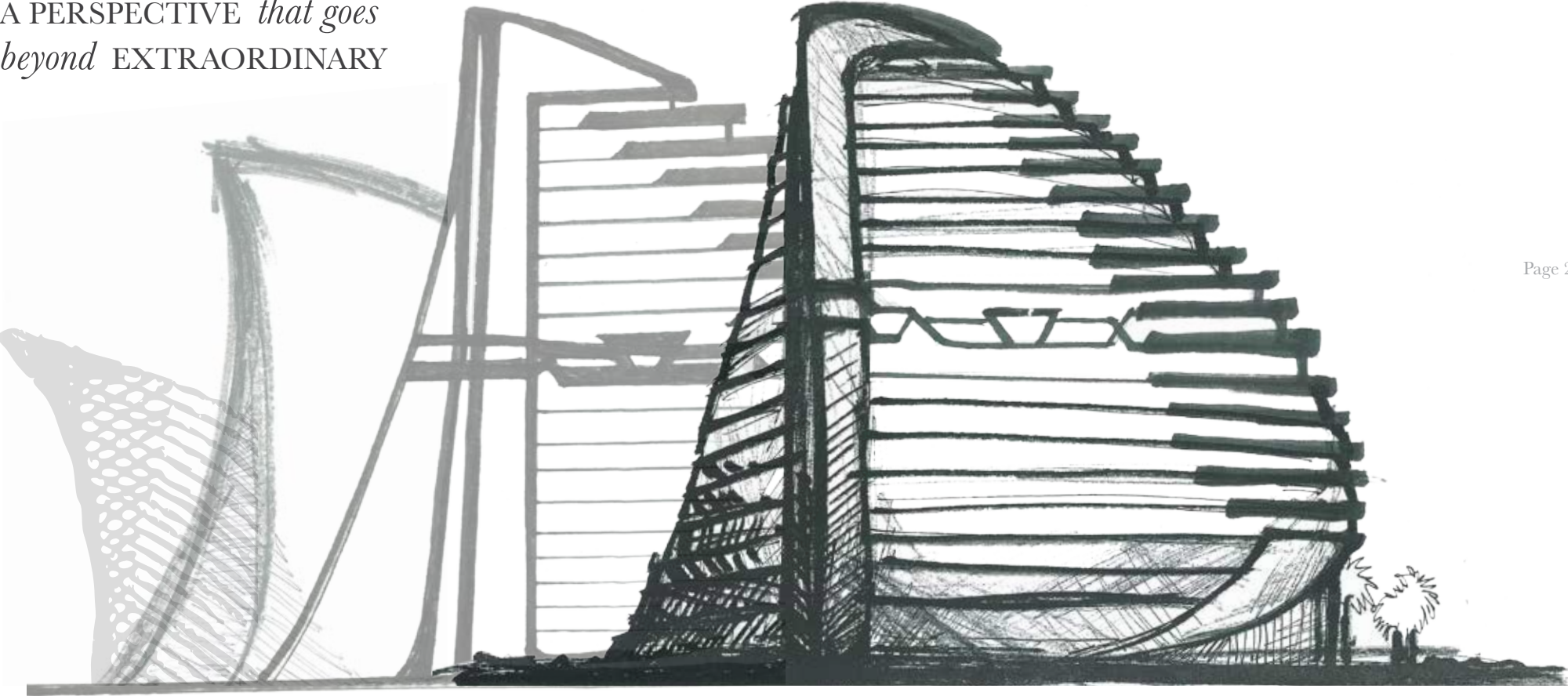
In order to give a shape to this astonishing idea, we reinterpreted the dynamic aspect of the shark's dorsal fin, the most representative part of the animal's anatomy and the main cause of driving sharks into extinction; this being the reason for the perfect design concept.

The unconventional shape's relation to the context grants the impression of a Shark swimming among other buildings in Puerto Cancun, turning it into CANCUN'S visual landmark.

Para darle la forma a esta extraordinaria idea, hemos reinterpretado el aspecto dinámico de la aleta dorsal del tiburón. La parte más representativa de la anatomía de este animal, y la causa principal de su extinción. Siendo ésta la razón para un diseño conceptual perfecto.

La forma poco convencional en relación al contexto inmobiliario da la impresión de que un tiburón nada entre otros edificios en Puerto Cancún, convirtiéndolo en el nuevo referente visual de Cancún.

A PERSPECTIVE *that goes  
beyond* EXTRAORDINARY




SHARK TOWER | Puerto Cancún



*forward, ALWAYS*

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A tropical sunset scene with palm trees and modern buildings. The sky is filled with soft, golden clouds, and the sun is low on the horizon, casting a warm glow. In the foreground, there are silhouettes of palm trees and other tropical plants. In the background, there are several modern buildings with large windows, some of which are illuminated from within. The overall mood is serene and peaceful.

*As a DEFENSE mechanism,  
SHARKS forced other SPECIES to evolve.*

*SHARK TOWER will force ARCHITECTURE  
standards to EVOLVE for the same REASON.*

# SHARK TOWER *the project*

20 FLOORS

134 APARTMENTS

6 MANSIONS



ONE OF A KIND *fusion*  
*delivered by* ARCHITECTURE,  
*inspired BY nature*

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*the majestic* LOBBY *of the* SHARK TOWER

## THE EXQUISITE LOUNGE POOL

*every SINGLE DETAIL is meticulously REVISED, from our unit LAYOUTS to our RAW MATERIALS, furniture, LIHGTING, landscape views, and of course, the BUILDING ITSELF.*

*forward, ALWAYS*

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ELEVATED POOL WITH STRIKING VIEWS

*the POOL LOUNGE located in the 11TH FLOOR is one of our most EMBLEMATIC assets, providing the exposure of the OCEAN VIEWS in different PERSPECTIVES.*



EXHILARATING PENTHOUSE | *unique* SPACES *create* UNIQUE moments

*forward, ALWAYS*

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REMARKABLE *exteriors*, SPLENDID *interiors*

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SHARK TOWER | Puerto Cancún



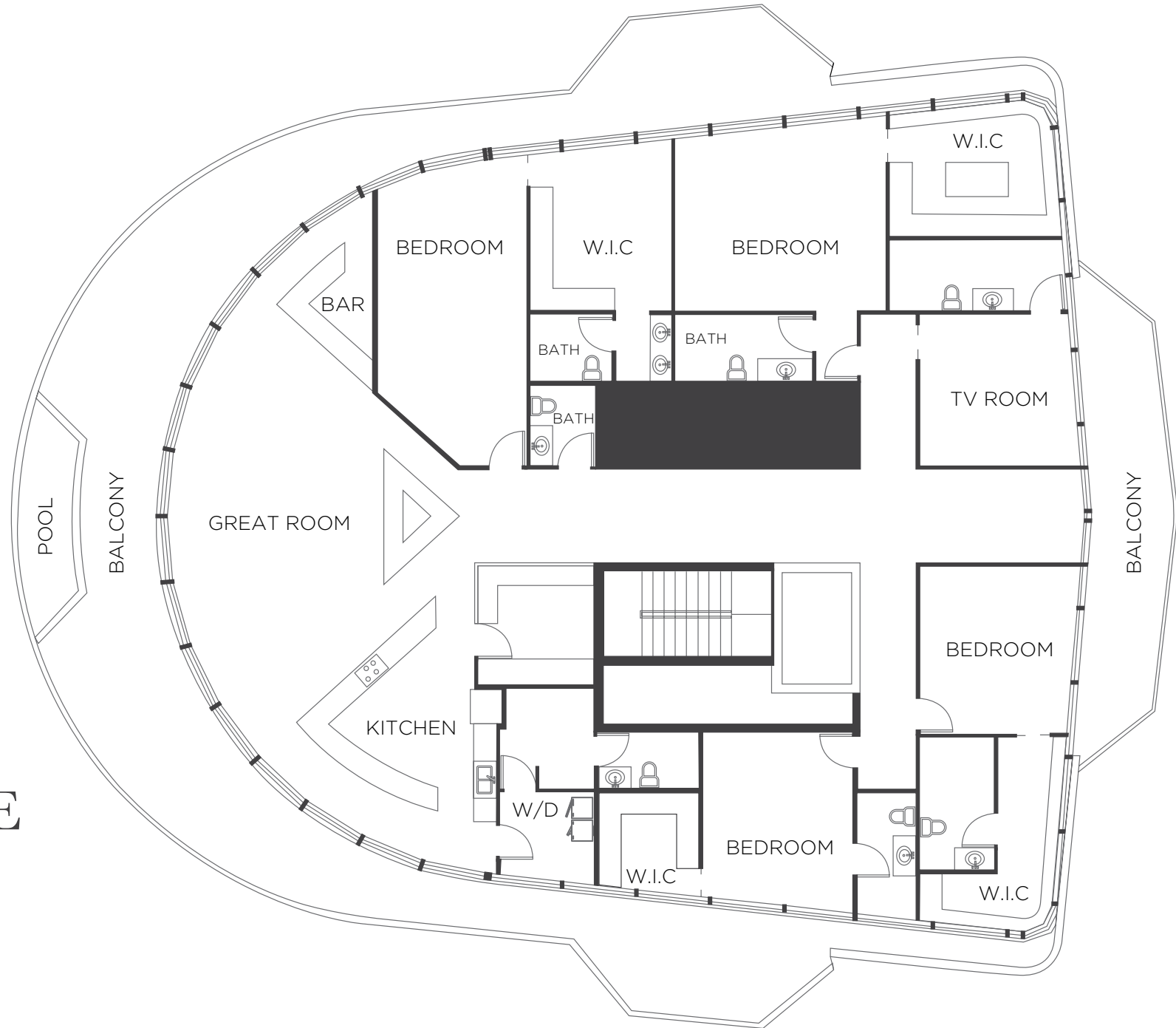
*forward, ALWAYS*





*step RIGHT into your YATCH. seize the EXPERIENCE of YOUR private MARINA, and SAIL the turquoise blue WATERS of the MEXICAN Caribbean.*

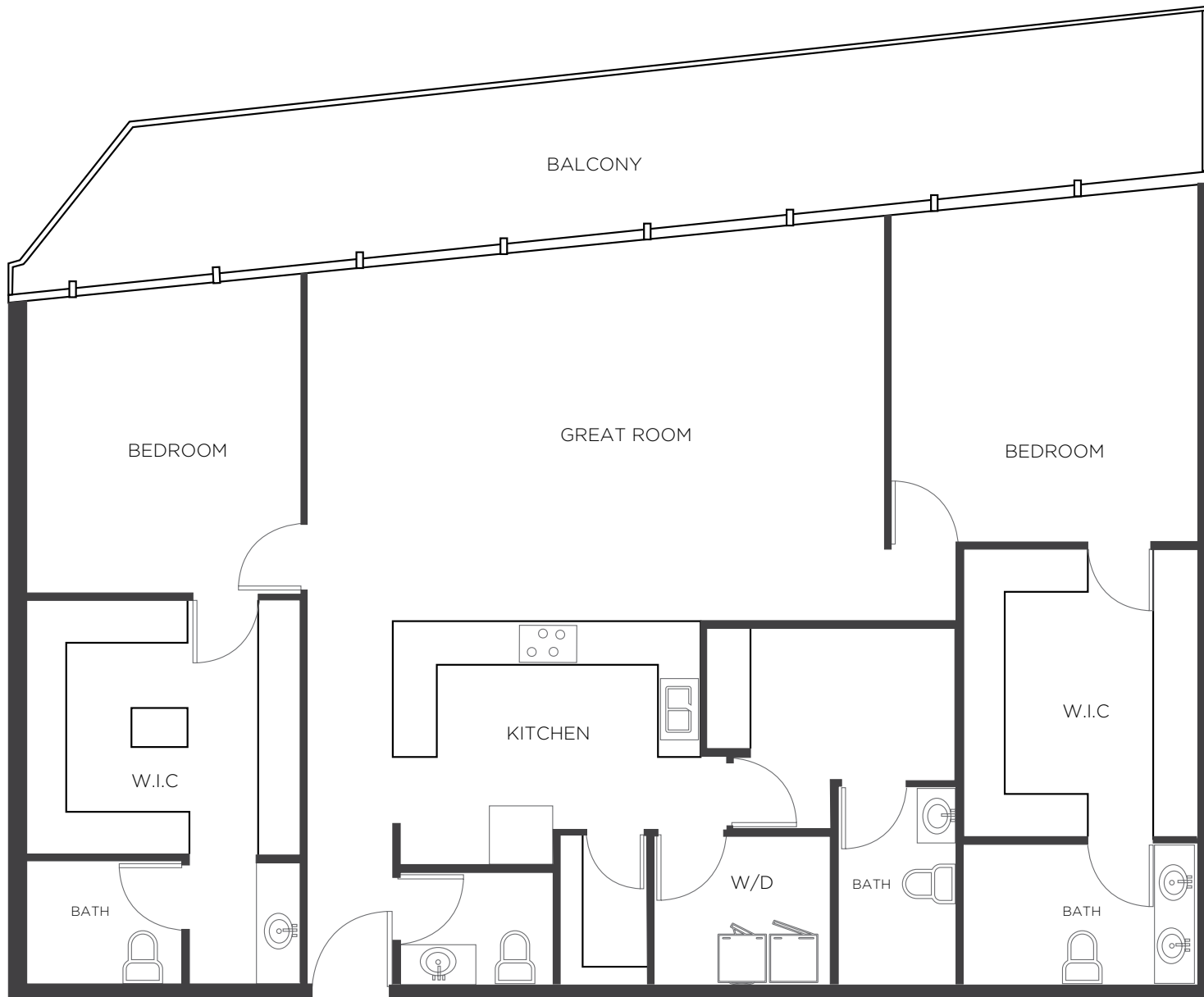
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# PENTHOUSE

Residence | **602.21 m<sup>2</sup>**

Balcony | **171.53 m<sup>2</sup>**



# APARTMENT

Residence | **208.28 m<sup>2</sup>**

Balcony | **34.36 m<sup>2</sup>**



## THE PASSAGE TO THE MANSIONS | *a walk for* THE SENSES

To redefine luxury house living we created 6 mansions immersed in a complete balanced natural environment, allowing our clients to escape urban living and get in touch with nature at its purest form, without sacrificing the comfort and lifestyle of a top residential house.

Para redefinir la vida en casa de lujo, creamos 6 Mansions inmersas en un entorno natural en total equilibrio, permitiendo a nuestros clientes escapar de la vida urbana y entrar en contacto con la naturaleza en su forma más pura, sin sacrificar la comodidad y el estilo de vida de una casa residencial de clase superior.



# MANSSION *lifestyle*

## OVERVIEW *of our* UNIMAGINABLE *over the water* MANSIONS

The architecture in our stunning Mansions is inspired in the most high end Asian Resorts and will blow your mind with every detail. Your luxury world-class home with a complete ecosystem included.

La arquitectura de nuestras estupendas Mansions está inspirada en ambientes de los resorts asiáticos de máximo lujo y sofisticación. Es una casa de lujo de clase mundial con un ecosistema completo incluido.

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*forward, ALWAYS*    *splendid* SUNSET and OCEAN VIEWS *from your* PERSONAL TERRACE

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*CHIC interiors will COMPLETE our MANSIONS LUXURIOUS essence*









PUERTO CANCÚN AMENITIES

*endless* POSSIBILITIES  
*for* YOUR *leisure* TIME

Spend your time the way you want it. Puerto Cancun offers a variety of recreational areas for all ages. From the exclusive Beach Club to the magnificent views of the golf course. Enjoy a visit to the shopping mall where you will find a wide range of boutiques and restaurants, as well as a movie theater, along with other entertainment activities.

Disfruta tu tiempo como tú quieras. Puerto Cancún ofrece una variedad de áreas recreativas para todas las edades. Desde el exclusivo Club de Playa a las magníficas vistas en el campo de golf. Visita el centro comercial donde encontrarás una gran variedad de boutiques y restaurantes, además de salas cinematográficas, así como otras actividades para el entretenimiento.



*full* ACCESS to  
HIGH-CLASS BEACH CLUB



*overview of the* MARINA TOWN CENTER



MARINA TOWN CENTER

*the MOST EXCLUSIVE shops*  
*only a STEP AWAY from your HOME*



*access to* WORLD CLASS  
*renowned* GOLF COURSE  
*with an* EXTRAORDINARY  
CARIBBEAN *view*



SHARK TOWER AMENITIES  
*indulge in your ACTIVITIES*  
*at the HIGHEST level*

Innovative amenities can be found around the entire building, giving each one a new interpretation as well as an experience in your day to day activities.

Alrededor de toda la torre podrás encontrar novedosas amenidades, cada una con un toque de personalidad que hará que tengas una mejor experiencia en tu día a día.

- ① SHARK TOWER
- ② MANSIONS
- ③ MARINA
- ④ INFINITY POOL
- ⑤ POOL LOUNGE
- ⑥ NATURAL POOLS









- **POOL LOUNGE**, one of our most EMBLEMATIC assets. Located between 10 and 11th floor, enjoy PANORAMIC Caribbean Ocean views in different perspectives.
- **STATE OF THE ART GYM** with indoor top of the line gym equipment for every desired activity and work out.
- **INFINITY pool and deck** with **FOOD** and **BEVERAGE** service.
- **Four HOT TUBS** in pool and deck area overlooking the **CANAL**.
- **WORLD-CLASS SPA** that will indulge all your **SENSES** in the highest level of relaxation.
- **WELLNESS center** and **JUICE bar**.
- **CINEMA & Multiple use salon**.
- **El POOL LOUNGE**, uno de nuestros más **DISTINTIVOS** elementos. Se encuentra localizado entre los pisos 10 y 11 para que puedas disfrutar de **INMENSAS** vistas hacia el mar Caribe desde perspectivas únicas.
- **GIMNASIO ULTRAMODERNO** con equipo de primera línea para realizar cualquier tipo de actividad bajo techo.
- **INFINITY pool and deck** con servicio de **ALIMENTOS** y **BEBIDAS**.
- **Cuatro TINAS** con agua temperada en el área de alberca y deck con vistas hacia el **CANAL**.
- **SPA DE CLASE MUNDIAL** para relajarte al máximo.
- **Centro de BIENESTAR** y **JUICE bar**.
- **CINE** y salón de usos múltiples.



- *Six TUBS located in Spa, three COLD-THERAPY, three HOT-THERAPY. Segmented for women, men, and mixed.*
- *Resident ACCESS to Puerto Cancun's prime BEACH CLUB.*
- *ACCESS to Puerto Cancun's GOLF COURSE.*
- *Exclusive MARINA for SHARK TOWER residents to KEEP their YATCHS.*
- *GUEST APARTMENT for resident visitors.*
- *PRIVATE SHARK YACHT for resident use.*
- *Multipurpose SPORT COURTS.*
- *BUSINESS center & KIDS club.*
- *Seis TINAS dentro del Spa, tres para CRIOTERAPIA, tres más para temperatura CALIENTE.*
- *ACCESO al CLUB DE PLAYA de Puerto Cancún.*
- *ACCESO al campo de GOLF de Puerto Cancún.*
- *Lugar propio en MARINA PRIVADA, únicamente para residentes, de SHARK TOWER.*
- *DEPARTAMENTO para los VISITANTES de los residentes.*
- *YATE para uso EXCLUSIVO de los residentes.*
- *Centro de NEGOCIOS y CLUB para niños.*
- *CANCHA de usos múltiples.*



*our* WORLD-CLASS SPA *will surround you in a* MYSTICAL *environment of lights,*  
*plants and water that will reach your* OUT-MOST *level of* RELAXATION

*forward, ALWAYS*

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INFINITY POOL    *phenomenal* RECREATIONAL area for EVERY member of YOUR FAMILY

*forward, ALWAYS*

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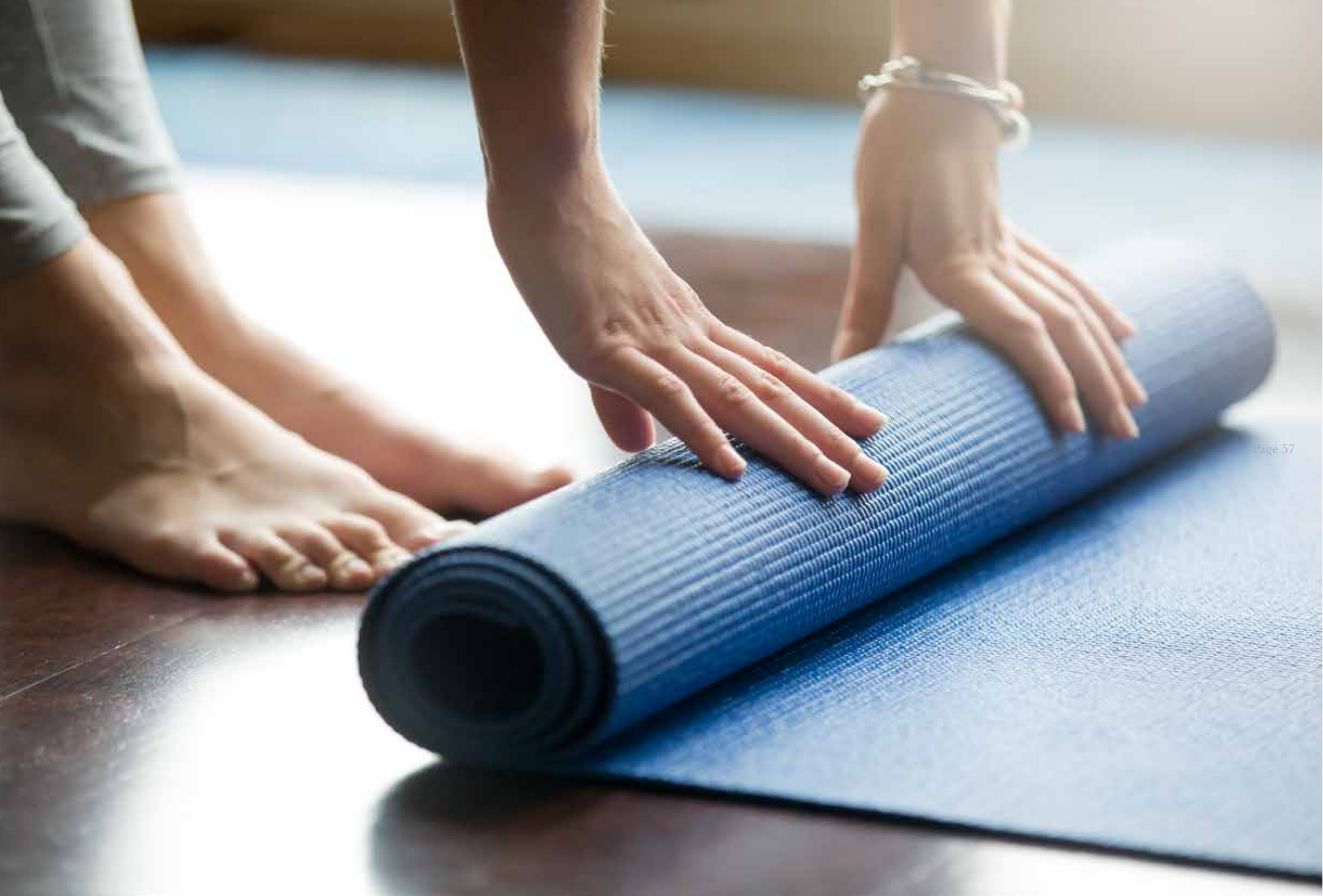


**KIDS CLUB** *where FUN activities take place*











## MANSIONS AMENITIES

---

*a DIFFERENT experience  
for EVERY space*

- **EXCLUSIVE ACCESS**

Access to every amenity that SHARK TOWER offers.

Acceso exclusivo a todas las amenidades de SHARK TOWER.

- **NATURAL POOLS**

Private natural pools for each Mansion, unique and distinctive outdoor living spaces, your own living sustainable ecosystem.

Distintivos y únicos espacios al aire libre, en una ecosistema autosustentable.

- **PRIVATE GARAGE**

Underwater garage for 6 vehicles.

Garage bajo el agua para 6 vehículos.



*full VIEW of one*  
OF *our* LAVISH MANSIONS

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*our* CONTEMPORARY NATURAL POOLS  
*will contribute to our* CONSCIOUS *design*

A beautiful and organic way to enjoy your backyard while interacting face to face with a natural environment.

The natural ecosystem will allow the pool to practically maintain itself by eliminating the need to add any substances. Enjoy a refreshing swim without bathing in chemicals.

Una bella y orgánica forma de disfrutar su jardín mientras interactúa cara a cara con un ambiente natural.

El ecosistema natural permitirá que la alberca natural se mantenga prácticamente eliminando la necesidad de agregar cualquier sustancia. Disfrute de una refrescante natación sin bañarse en productos químicos.



*A self-sustaining*  
INTERACTION  
*with* NATURALLY  
*purified* WATER

---

To stimulate the concept and provide an exclusive level of sophistication, each Mansion is surrounded by a natural swimming pool. All the water is clarified and purified by a system of biological filters and hydroponically planted plants.

SHARK TOWER is incorporating this modern system by having its own natural pool for all residents as well as a private natural pool for each mansion. Our community will experience day to day this marvelous live ecosystem.

Para estimular el concepto de vivienda y proveer un nivel de sofisticación exclusivo, cada Mansion está rodeada por una alberca natural, construido con el sistema Natural Swimming Pool. Toda el agua es clarificada y purificada mediante un sistema de filtros biológicos y plantas sembradas hidropónicamente.

SHARK TOWER está incorporando este moderno sistema para ofrecer su propia alberca natural a todos sus residentes, así como una alberca natural privada para cada Mansion. Nuestra comunidad experimentará día a día este maravilloso ecosistema.

SHARK TOWER | *Puerto Cancún*



*forward, ALWAYS*



# *the* SHARK LAB

Inside SHARK TOWER we will build a state of the art research lab for shark biologists, this Shark Lab will support the scientist study the psychological and behavioral assets involved in the ecology of marine animals, emphasizing the effect of human activity in the ocean.

Residents can have personal contact with shark species as well as improve their knowledge regarding the subject. Scientists and Researchers will be present to support residents to sensitize with Sharks and everything related to them.

Dentro de las instalaciones de SHARK TOWER, construiremos un centro de investigación privado para biólogos dedicados al estudio del tiburón el cual apoyará a investigar la psicología y el comportamiento de estos animales marinos, enfocándose en el efecto que tiene el ser humano sobre el océano.

Los residentes tendrán contacto personal con distintas especies del Tiburón y podrán incrementar su conocimiento sobre el tema. Científicos y Biólogos estarán presentes para apoyar a la comunidad a sensibilizarse con el tiburón y todo lo que conlleva.





Saving our Sharks



# Alberto FRISCIONE

MASTER DIVER

“ During the last years we have successfully gathered more information than what we were aware in the last 40 years. Unfortunately, research and investigation is time consuming as well as costly, and most of the times, we use our own economic resources.

The coming of SHARK TOWER was like a Vitamin injection for us. It is very motivating to meet successful entrepreneurs get involved in this project. Not only is SHARK TOWER supporting us economically but also morally. A proposal that allows us to get closer to accomplishing our goal of saving these creatures that have lived in the ocean for more than 400 million years.

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Our final objective is that our Quintana Roo will have this specie swimming freely through our ocean.”

“ En los últimos años hemos recabado mucha más información de la que se tenía en los pasados 40 años. Desafortunadamente la investigación consume mucho tiempo y es costosa, y la mayoría de las veces la realizamos con recursos propios.

La llegada de SHARK TOWER fue como una inyección de vitamina para nosotros. Es muy motivante conocer empresarios exitosos que se involucren en este Proyecto. SHARK TOWER nos apoya no solo económicamente, sino también moralmente, permitiéndonos acercarnos a nuestra meta de poder salvaguardar a estos animales que han poblado el océano por mas de 400 millones de años.

El objetivo final es que en nuestro Quintana Roo tengamos estas especies nadando libremente.”

- *Alberto FRISCIONE*



## *a* PROJECT *with* SOUL

Inspired by the shark, Grupo Luximia proudly introduces a new vertical development in Cancun, that will rise within the exclusive community of Puerto Cancun; a concept that goes beyond luxury, meet SHARK TOWER.

A project that combines elegance and sustainability with a noble purpose, to contribute in the preservation of the most important creature in our oceans: the shark.

Inspirados por el tiburón, Grupo Luximia presenta orgullosamente un nuevo desarrollo vertical en Puerto Cancún que va más allá del lujo, conoce: SHARK TOWER.

Un proyecto inspirador que fusiona la elegancia y la sustentabilidad con un noble propósito, contribuir a conservar la especie más importante de nuestros océanos: el tiburón.

*forward,* ALWAYS



*forward,* ALWAYS