

Tailor-made  
Architecture



ELÍAS GROUP

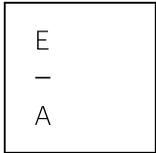
Front and back cover images

*Cancun House*  
Quintana Roo, Mexico

ELÍAS GROUP

**Tailor-made  
Architecture**

FRANCISCO ELÍAS



ELÍAS ARCHITECTURE

**ODEP**  
Oficina para el Desarrollo  
del Espacio Público



ELÍAS GROUP

## INTRODUCTION

In 2017, Elías Group came to light after eleven years of uninterrupted work in the design and construction sector by architect Francisco Elías. The Group is comprised of the holding company Elías Group, Studio Francisco Elías and Elías Architecture which are dedicated to the research, conceptualization, design, development and construction of tailor-made architectural solutions.

Elías Group's story began in 2006 under the firm Elías Architecture with the development of its first projects. During its first years, Elías Architecture carried out the whole architectural process –design, development and construction–. This business model allowed the firm to develop more than thirty projects in the first 10 years of operations, in Mexico and abroad, in locations such as San Antonio, Miami, New York and Paris.

In 2017, Elías Group began a restructuring process that led to the creation of Studio Francisco Elías, an entity dedicated entirely to the design, research, conceptualization, and development of architectural projects. This came as an answer to the need for taking design to the next level, and serving a wider variety of specific goals and different international contexts for each project. Once the design piece is completed, Elías Architecture takes focus on materializing the architectural projects conceptually developed in the Studio.

After this restructure, Studio Francisco Elías, led by its Creative Director Francisco Elías, became a well known reference in the architectural sector in Mexico. The Studio's philosophy is to reflect and translate the clients' desires and architectural needs in a process that is always nourished by a multidisciplinary approach, including design and the fine arts, such as dance, music, fashion, and cinema, to name a few; disciplines like archeology, history, and astronomy; as well as traditional crafts and avant-garde art at national and international level.



Av. México Apartment  
Residential Architecture  
Hipódromo Condesa, Mexico City



Francisco Elias has more than 19 years of experience as an architect. Since 2017, he has been the CEO of Elías Group, a business group created that same year.

The coordination of the Group's Finance and Administration areas guarantee the proper management of economic resources in all stages of the projects, from planning, budgeting, contract drawing up, to the supervision of the Financial area during the kickoff, development, and closing of each project.

Therefore, Elías Group, has excelled in providing its services to clients in the residential, corporate, commercial, entertainment, health and hospitality sectors, in addition to special projects such as furniture design.

The work developed over the years makes Elías Group an ideal alternative to create added value to the spatial solutions their clients require. Based on the leadership, talent, empathy, and global knowledge of its Creative Director, Francisco Elías, the Group has surpassed clients' expectations around the world.

Group Values: Technological Innovation, Understanding of Art and Architectural Haute Couture. These core values enable us to develop new techniques and incorporate technology to solve new challenges, and with administrative and financial support, guarantee successful projects.



↑ Pedro Friedeberg Penthouse  
Residential Architecture  
Condesa, Mexico City

↓ Jardines del Pedregal House  
Residential Architecture  
Pedregal, Mexico City



MARCHON® Eyewear Corporate Offices  
Corporate Architecture  
Legaria, Mexico City



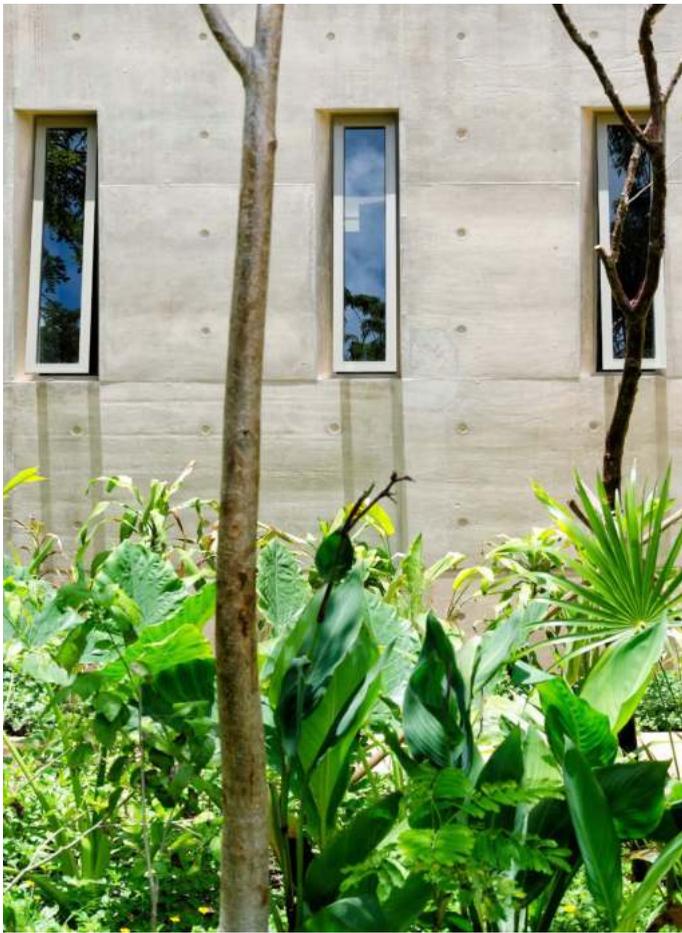
MARCHON® Eyewear Warehouse  
Corporate Architecture  
Legaria, Mexico City

## TECHNOLOGICAL INNOVATION

In seventeen years of operations, the Group has distinguished itself by always being at the forefront of technology, either through training and careful selection of suppliers, or by combining techniques and crafts that deliver unique solutions to unique problems. Such was the case of the structural walls in Casa Cancún, where the skills of the cabinetmaking artisans were combined with the specialized workforce of the construction workers who managed to materialize the work of the Colombian artist Ramón Laserna. Art, craftsmanship & specialization, innovation and creativity that together achieve the uniqueness that describes the Group.



**Cancun House**  
Residential Architecture  
Quintana Roo, Mexico



**Cancun House**  
*Residential Architecture*  
Quintana Roo, Mexico





## THE ART AS A CORNERSTONE



At Elías Group, architectural and social research play an essential role in the development of all their projects. This research leads to an understanding of the most complex artistic movements of the past and present; knowledge that can be incorporated into each one of their projects.

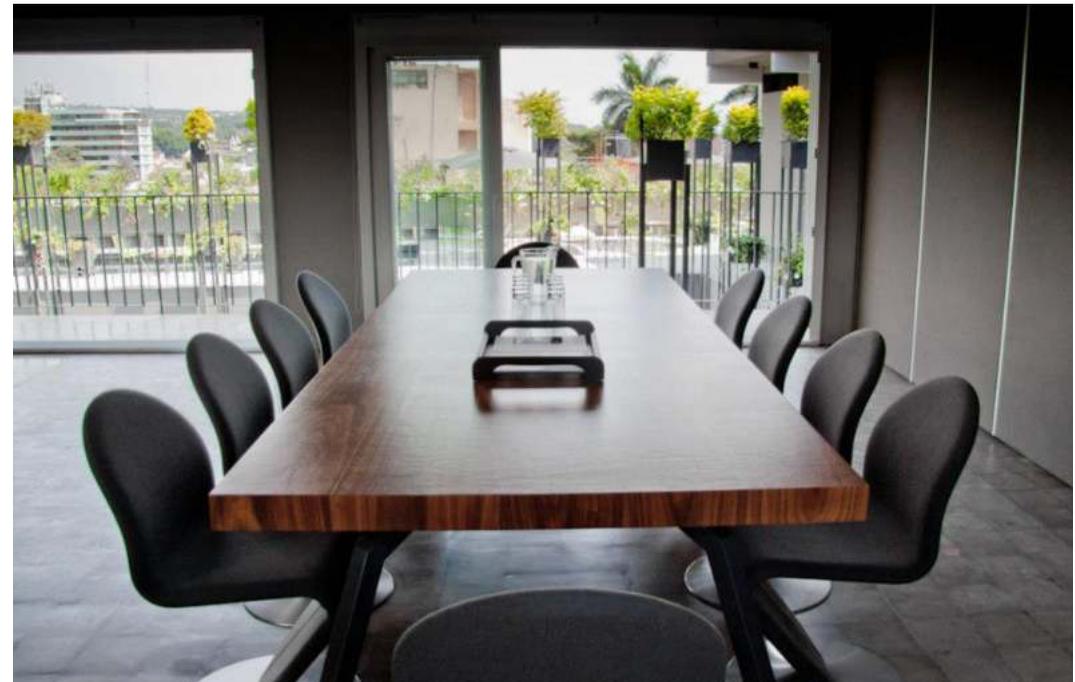
In all projects carried out by Elías Group, there is always an artistic element that is the starting point and the guiding thread of each architectural space conceived. For instance, at Hotel Flor de Mayo in the city of Cuernavaca, Mexico, the concept of spring served as a reference to develop the architecture, a theatrical ensemble with baroque inspirations, where the floral décor prevails surrounded by contemporary and traditional contrast on the walls, cutlery, earthenware, paintings, floors, vines and clothing that come together to create a contemporary space that evokes an ode to birth, life and flowering.



Flor de Mayo Design Hotel  
Hospitality Architecture  
Cuernavaca, Morelos



Flor de Mayo Design Hotel  
Hospitality Architecture  
Cuernavaca, Morelos



Flor de Mayo Design Hotel  
Hospitality Architecture  
Cuernavaca, Morelos





**Upper West Side Apartment**  
*Residential Architecture*  
Manhattan, N.y.c.

Elías Group is distinguished for creating projects based on Haute Couture, that is the creation of exclusive products with unique characteristics for the user. Works made by hand, attending to detail with high quality and made by people with skills, experience and capacity for that job. With all these elements, a tailored solution can be made for each client.

Throughout its history, Elías Group has satisfied the needs of each of its clients, through communication, understanding and feedback. Trust plays a fundamental role in the process of achieving a mutual and complete satisfaction.



**Bldv. Maiesherbes Apartment**  
*Residential Architecture*  
Project in collaboration with Nathan Rosilio Architects.  
Paris, France



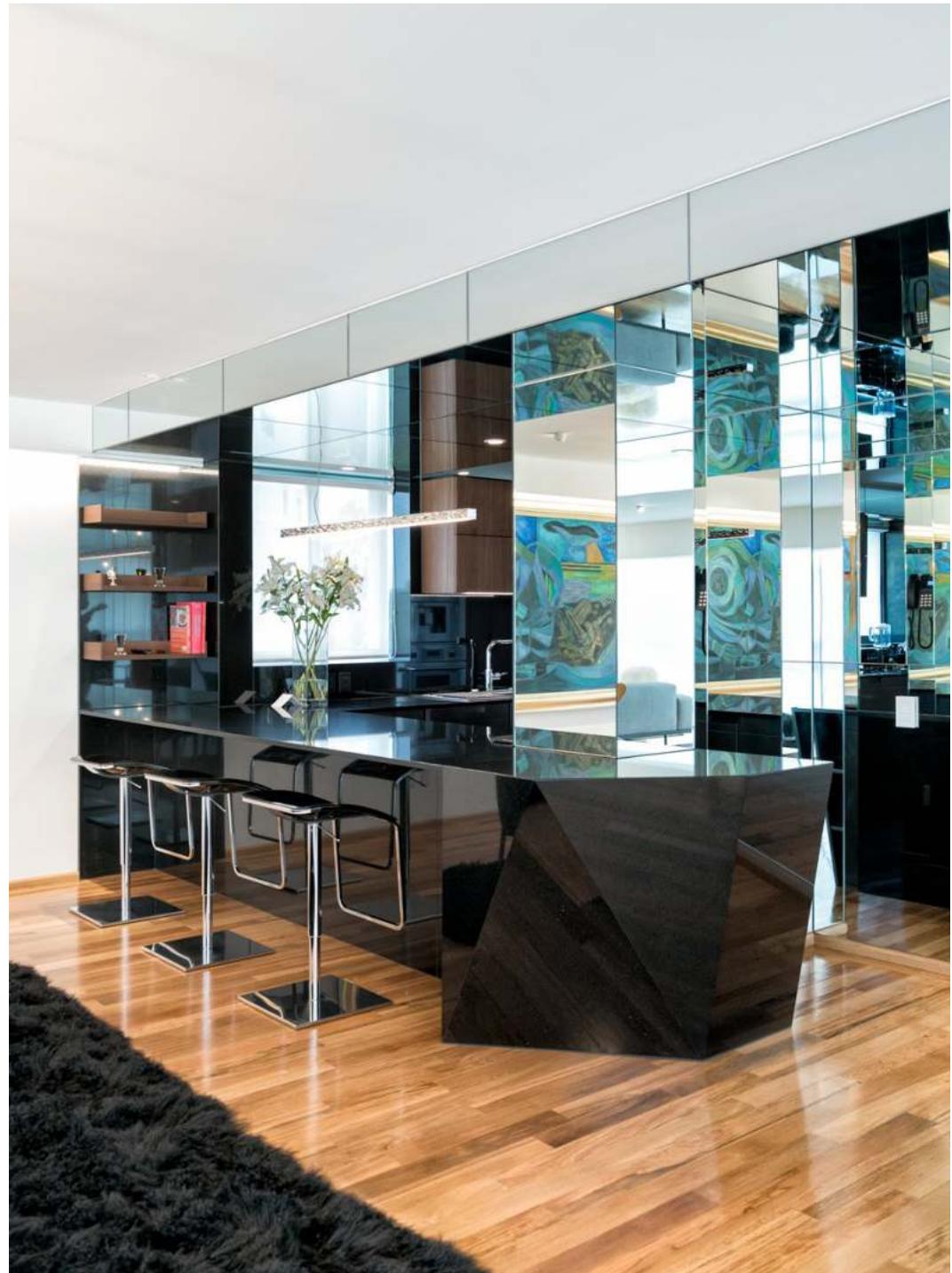
**Bldv. Maiesherbes Apartment**  
*Residential Architecture*  
Project in collaboration with Nathan  
Rosilio Architects.  
Paris, France



**Le Fumoir & Gym Project**  
*Residential Architecture*  
San Antonio, Texas



**Dilido Island House**  
*Residential Architecture*  
Miami Beach, Florida



Ruben Dario Apartment  
Residential Architecture  
Polanco, Mexico City





## PROJECTS LOCATION



United States



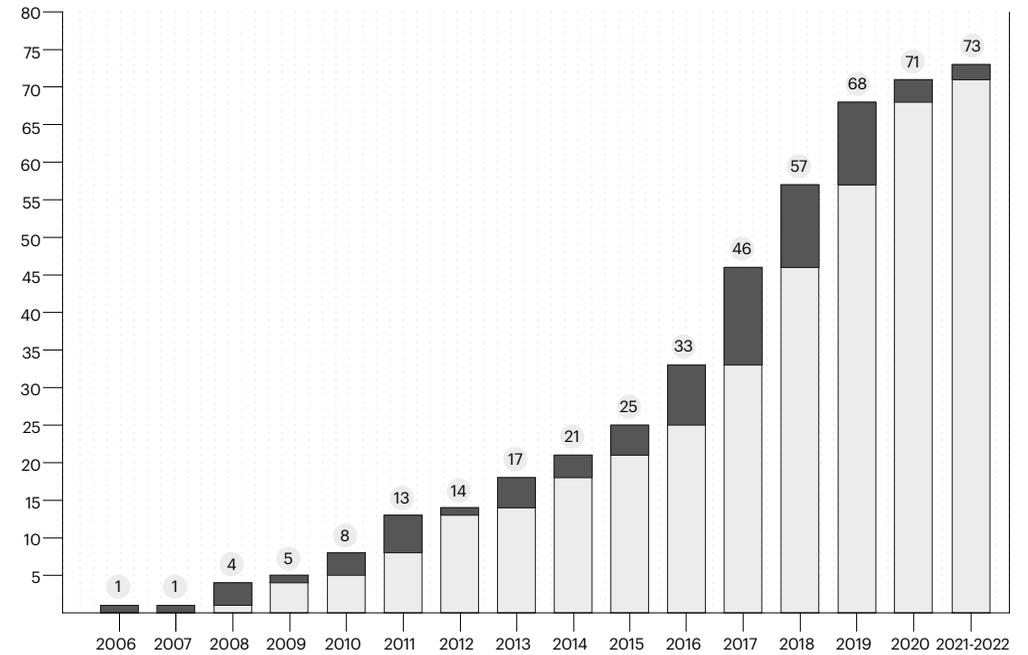
Europe



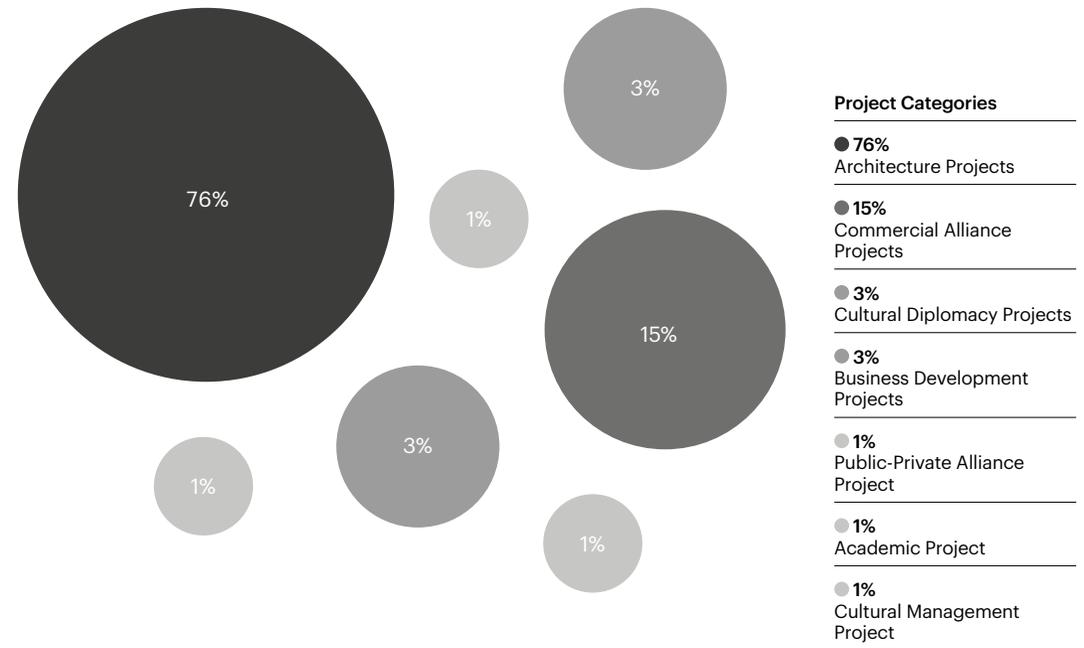
Mexico

## DEVELOPED PROJECTS

2006–2022



Total Amount of Projects



### Project Categories

- 76% Architecture Projects
- 15% Commercial Alliance Projects
- 3% Cultural Diplomacy Projects
- 3% Business Development Projects
- 1% Public-Private Alliance Project
- 1% Academic Project
- 1% Cultural Management Project

During these years, the growth strategy followed by the Group has had two components: the strengthening of the Group's values and the diversification of the type of projects.

The preservation of the values of the Group: Technological Innovation, Understanding of Art and Architectural Haute Couture have played an important role in its success. Furthermore, the Group developed a great capacity for understanding the global environment, which enables to create alliances and synergies to design and develop innovations in the use of space and the inclusion of new technologies.

In this sense, Elías Group's diversification strategy has consisted of expanding the range of projects. Now, the Group has capacity to develop cultural diplomacy and cultural management projects, as well as commercial and public-private alliances. Some projects derived from the current strategy have been the curatorship of the Italian Design Day, 2018 edition, commissioned by the Italian Embassy in Mexico; as well as the collaboration with the Casa Colombia de México, to design and produce the pedestal of the bust of Gabriel García Márquez -Nobel Literature Prize-, this work was carried out together with one of the largest business groups from the construction industry in Mexico, CEMEX, -Cementos de México-.



Italian Design Day, 2018  
Ambasciata d'Italia in Messico

Likewise, the Group's diversification has led to creating commercial alliances with other highly prestigious and renowned companies and institutions such as SAMSUNG, AD Architectural Digest, Interceramic, German Concepts and AF | New York, and with PERI México, Cimbras, Andamios e Ingeniería, CEMEX; also, the Group collaborated with one of the most important universities in Mexico and Latin America: National Autonomous University of Mexico (UNAM).

Additionally, Elías Group has enriched its diversification capacity with the promotion and cultural management of international artists such as Quentin Shih, from China and Richard Yasmine from Lebanon. These artists exhibited their works in large forums such as the 2018 edition of ZONA Maco Art Fair in Mexico and promoted their creations at important galleries in Mexico City.

Undoubtedly, the diversity of the projects carried out by the Group became one of the challenges faced in the last years, however, through its operating entities: Studio Francisco Elías and Elías Architecture, these commissions and alliances were developed successfully, opening the doors to new markets and types of clients.



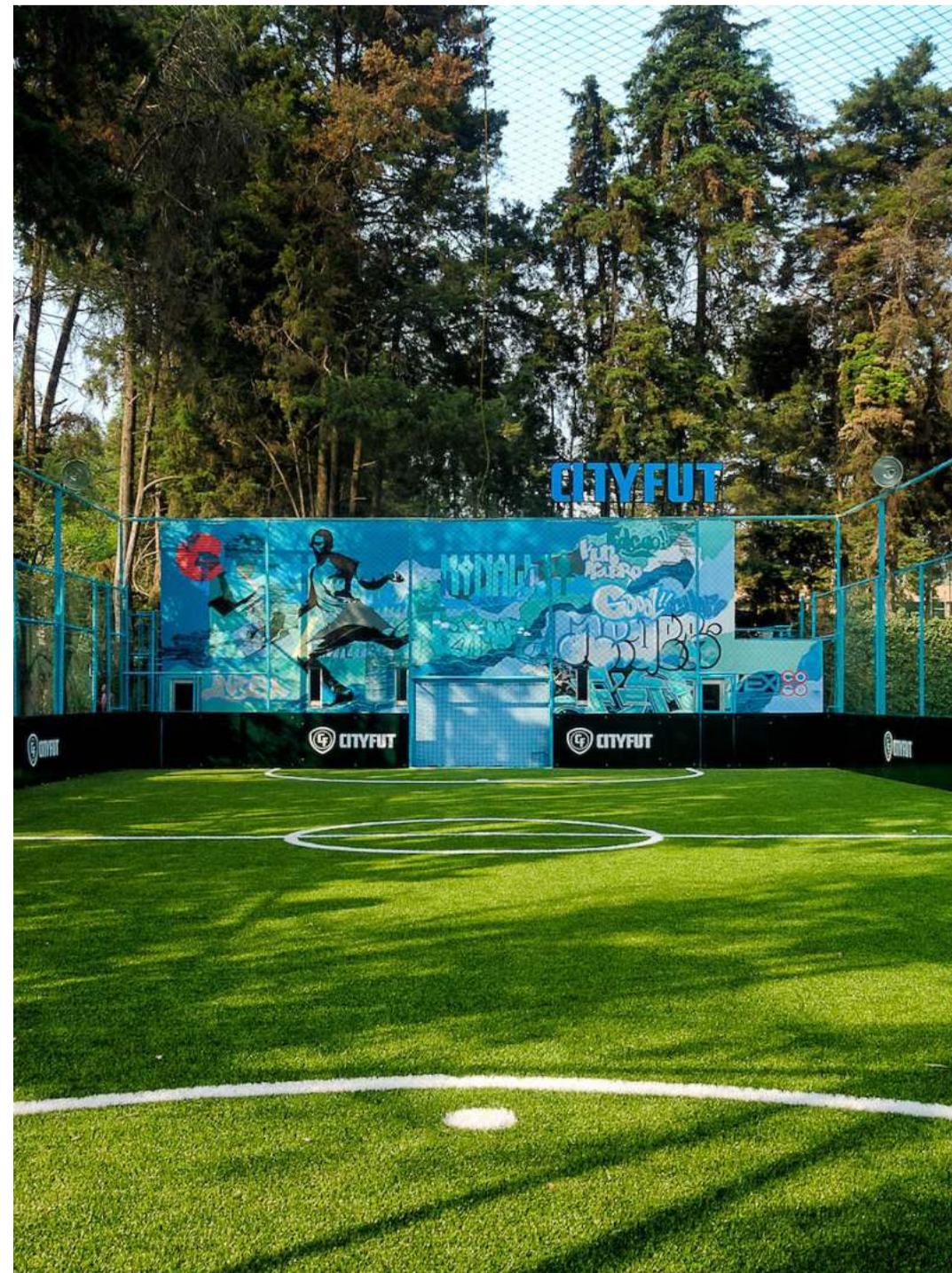
In the same way, the strengthening of the creative axis of the Group: Interdisciplinarity, Research and Tailor-made creation process and the diversification strategy consolidated the position of the Elías Group in the architecture and design sector in Mexico City, as well as in other important cities within Mexico such as Monterrey, San Miguel de Allende, Cuernavaca, Hermosillo, Ciudad Juárez, Cancun and Los Cabos.

From 2018 to 2022, Elías Group developed more than twenty new projects in the cultural, architectural design and construction fields; preserving the Group's multidisciplinary vocation, materializing new architectural proposals and incorporating to its work various projects in which diplomacy, management and cultural promotion played an important role.

In addition, the Group explored new business lines through public-private alliances and commercial alliances, as well as, the sharing of knowledge and experience gained throughout these thirteen years of operation, lecturing academic courses and participating in different forums and conferences on technology, environment and sustainable development in Colombia, Mexico and Spain.

As a result of these seventeen years of operation, Elías Group strengthened its position in the construction and architectural design markets, through its two operating entities: Elías Architecture and Studio Francisco Elías. The successful consolidation is based on the diversification of projects, achieving a connection with global artistic trends, with creative proposals generated internationally and with the technological evolution of building materials.

Because of this work, Elías Group has had a significant presence in international and local media with the publication of several projects carried out along these seventeen years of operations.

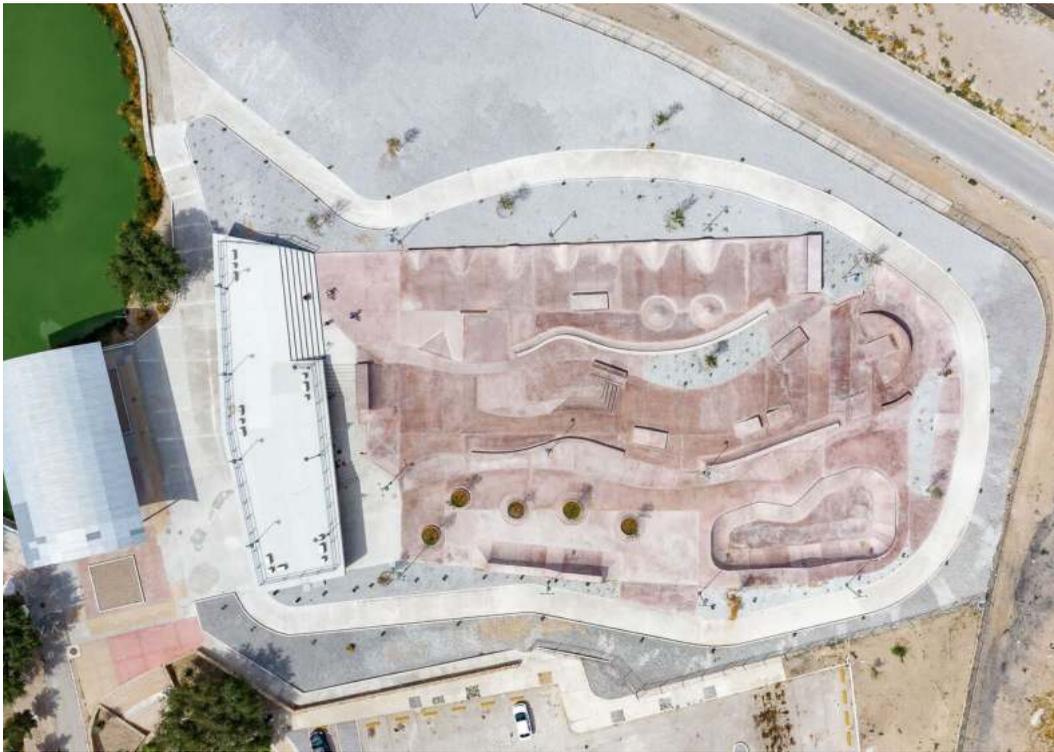


Cityfut Condessa, Futbol 5 Center  
Leisure Architecture  
Condessa, Mexico City

## LA DUNA SKATEPARK

In 2019, the Ministry of Agrarian, Territorial and Urban Development (SEDATU, by its acronym in Spanish) selected Ciudad Juárez as one of the 16 cities that it would serve through the Urban Improvement Program. One of the communities to be served is the Tierra Nueva neighborhood, located to the East of the city, in a space within the Jesús “Chuy” Mota Sports Park, which is a recreational and sports meeting point that provides the necessary space for the development of recreational activities. To carry out the design of the reconfiguration of this space, SEDATU appointed the School of Architecture of the National Autonomous University of Mexico (UNAM, by its acronym in Spanish), who in turn invited Elías Group as consultants given their expertise in the development of recreational and sports spaces.

In this way, the team headed by the Landscape Architects Valia Wright and Eduardo Peón by the UNAM in the coordination of the project and the architect Francisco Elías from Elías Group as a consultant, worked with urban planners, architects and sociologists to understand the dynamics of the relationship between this section of the park with the community to which it will serve, and at the same time bring a bit of the natural context of the desert in Chihuahua. The developed complex was named La Duna Skatepark.



La Duna Skatepark  
Public Space Architecture  
Ciudad Juárez, Mexico

The complex was conceived as an ode to the desert, with a building that is conceived as a cave that connects the skating rink with the rest of the park, through a porch that protects the service module, an office and three classrooms, which have a view to the lake and can be used together with the adjoining plaza. On the upper floor, there is a viewpoint, which in the afternoons can be used as a multipurpose space and an observatory, mainly for activities in the skating rink, which was designed in conjunction with skating architects from the north of the country that is divided into three sections, each one destined to the practice of different forms of Skateboarding.



**La Duna Skatepark**  
*Public Space Architecture*  
Ciudad Juárez, Mexico







Portraits of sportspeople from the community of Ciudad Juarez at La Duna Skatepark  
Photos by Felipe Luna



On the National Architect Day 2022, La Duna Skatepark received the 1st. place award for Public Space in the National Biennial of Mexican Architecture

Team portrait of the La Duna Skatepark project, an example of multidisciplinary collaboration. Architecture, Landscape Architecture, Urbanism, Sociology, Engineering.



Casa Italia - Artz Pedregal  
Retail Architecture  
Pedregal, Mexico City



Casa Puerto Rico  
Residential Architecture  
Lagos del Sol, Cancún



Elías Group has offices in both Mexico City and Monterrey, Nuevo León, from where it serves its different clients.

## FUTURE PROSPECT



The FRANCISCO ELÍAS®  
Faucet & Dream Bath Project  
Mexico City, Mexico

The vast experienced gained by Elias Group along seventeen years of operations guarantees that it will continue to generate projects in any latitude as the Group has demonstrated its great ability to face any challenge concerning geographic location, social diversity and economic contexts. Therefore, Elías Group will continue developing architectural projects in the Mexican Caribbean, Monterrey, Mexico City and in the United States; it will promote business alliances with leading players in the construction sector, as well as develop projects regarding cultural management, cultural diplomacy, and social responsibility.

Elías Group will seek to strengthen its position in the following years based on its values and diversification strategy serving different sectors and clients. This will allow the Group to consolidate itself as one of the most outstanding business groups in construction and architectural design in Mexico, and soon abroad. ■

