

# CRAVEIRAL

**FARMHOUSE**

by BELONG STAYING & FEELING





# Nature Tourism with a soul

Once upon a time, there was a solitary field of carnations along the Alentejo coast and a lawyer from Lisbon who dreamt of one day becoming a farmer.

They met one spring day and it was love at first sight: one, an unloved plot of land with a natural potential that few could immediately envision; the other, ensconced in an office, who knew he had the ability to roll up his sleeves, get his hands dirty and give life to a different tourism project that mixed the land with the sea. From this happy encounter sprouted Craveiral Farmhouse, a place of nature tourism that is far more than merely a hotel on the Alentejo coast. It is a story of dreams and resilience – a lifelong and life-defining project, not just for those who make it happen every day, but also for those who come to stay.



THE CONCEPT:

# A return to the past with all the comfort of modern living



Authenticity, belonging, simplicity, sharing and wellbeing are key concepts that are at the heart of everything that happens and is created at Craveiral. In fact, the starting point for this project was never just the building of a hotel; it was the genuine pleasure of hospitality, of providing unique experiences for people who wanted to know more about it. So it is no surprise that the result is a place to be sensed and experienced, rather than somewhere you go just to sleep.

Craveiral Farmhouse takes you back to the past with the comfort of modern living. It lets you enjoy the rhythms of nature with the calmness of slow moving days. Nine hectares of fresh air and abundant flora in which stand four clusters of houses, 38 in total, decorated and equipped to suit all those who like to feel at home while away. Where the comfort of fresh sheets mixes with the delight of walking barefoot over the land, but also with the pleasure of feeling the skin shiver with the chill of a swim on a hot day or the joy of a drink in shared moments around. Alongside the different types of accommodation options, there are also four swimming pools, a wellbeing area, an organic garden, an orchard, a natural Mediterranean bog, farm animals, a farm-to-table restaurant and a nature interpretation centre, in addition to a panoply of services and activities designed to create memorable experiences. Always with the promise to welcome every guest as they would friends and family at home.



# History

Like all of Craveiral, its history also involves emotions and lifecycles. It all began with Pedro Franca Pinto's desire to leave a legacy to his children, after becoming a father for the first time. A legacy that is more emotional than material. Above all, an example with regard to effort, commitment, willpower and determination to realise goals and dreams. As a lawyer linked to the hotel and real estate sectors, he was very clear about everything that could go according to plan, and everything that might not. Perhaps because of this, now that he is in the position to give life to his own idea, the starting point has always been the desire to do something well. And to prove that it is possible to be successful by respecting financial and environmental sustainability and the rules of urban development.

From buying the land in 2010 to opening Craveiral, there were eight years of highs and lows, joys and setbacks, tiredness and perseverance. A solitary path at times, which Pedro shared with several partners, collaborators and friends who not only understood his peculiar vision of the art of great hospitality, but also helped him along the journey that was to bring Craveiral dream to life.

Open since July 2018, this is a long-term project that it is hoped to pass down from generation to generation and which will probably never be completed. Its spirit openly morphs, con-

stantly evolving and integrating, just like the flora surrounding it. Whoever visits finds all the conditions to switch off from the hubbub of the city and absorb the best that rural and marine life can offer.

Craveiral is a place where there are always things to do and where you can also do absolutely nothing.

**With space to stay, be,  
breathe, share, enjoy and  
feel.**





SUSTAINABILITY:

# Architecture and Environmental Impact





As a physical structure, Craveiral is the product of the work of various hands between 2010 and 2018, a multi-disciplinary team that involved civil architects, landscapers, engineers and environmental and landscaping consultants. As Craveiral is fundamentally a nature experience, respecting the environment around it has been a priority from the start. For example, the project was the target of a prior environmental impact study and the placing of the buildings was studied to respect the existing trees, as well as the most fragile areas. This was all protected during the building stage too, without unnecessary clearing of trees. Notably, only four pines were cut down during the whole process (and these were diseased) and, in total, the built area only occupies 4% of the property's 9 hectares.

The reuse of water and waste was also a concern from the beginning. The garden is watered from a borehole and rainwater is used to water the landscape. Grey water (from washing) is treated and reused to flush the toilets and water the land. Fighting waste is also a daily reality, through composting and recycling of surpluses from the garden and restaurant to feed the farm animals. In a project created by a team with high respect for the land, all the details count. And these are a point of honour in the art of doing things right that lies at the heart of Craveiral.





# The Houses

In all, there are four clusters: Horta, Medronho, Azinho and Cravo (the latter built exclusively for two guests with a private pool for their sole use).

Spread around them are 38 different types of houses, all with organic amenities, kitchenette or equipped kitchen, wood stove (except for the studios) and a private terrace with a pergola, table, chairs and sun umbrella.

Minimalist but cosy, the decor varies from house to house, but the common theme is always to highlight Portuguese brands. The furniture, mostly by DAM and WeWood, is complemented by items from Sachi, Pedroso & Osório, Costa Nova, Meireles and Exporlux, among others. All the houses have original drawings by Bruno Castro Santos and decorative details by local craftsmen. Designed as much for getaways for two as holidays with friends or family, they are also all pet friendly.



## Studio

€160 to €260  
(2 PAX)

The smallest option, but still with a spacious 40m<sup>2</sup>. A double bed or twin beds and an equipped kitchenette is the perfect solution for two people.

## 1 Bedroom house

€180 to €320  
(rates for 2 PAX, up to 4 PAX,  
€40 per extra person)

At 64m<sup>2</sup>, it has a bedroom for two and a living room with a dining table and a sofa bed with room for two children. Ideal for a getaway for two or with kids.

## Farmhouse

€210 to €340  
(rates for 2 PAX, up to 4 PAX,  
€40 per extra person)

Also 64m<sup>2</sup> and with one bedroom, this option has a high standard of decor, including some items designed by WeWood. Elegant and minimalist, it includes a kitchen with a U-shaped counter and semi-professional equipment.





## **FarmLoft**

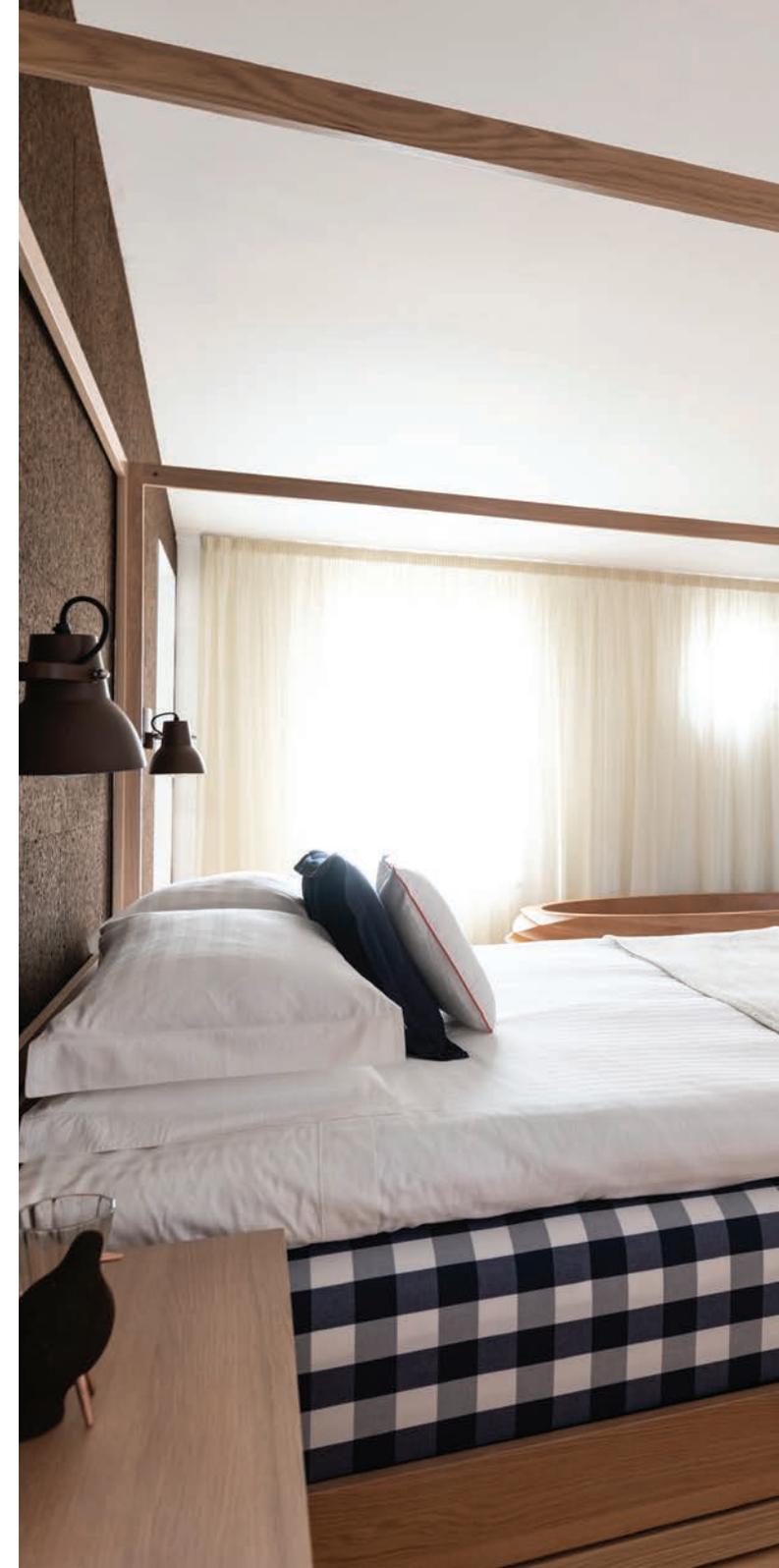
€250 to €400  
(2 PAX)

The same size but open plan in construction, these houses were designed especially for romantic stays. The decor is of a high standard from WeWood and features quality woods like cherry and oak. Part of the Cravo cluster, it has access to a private swimming pool for the exclusive use of its guests.

## **2 Bedrooms house**

€330 to €580  
(rates for 4PAX, up to 6 PAX, €40 per extra person)

At a total of 85m<sup>2</sup>, this option has a suite with a double bed and a bedroom (twin beds or a double). Ideal for a few days with friends or family, it has a kitchen with a central island and a big 90cm oven. The living room has a double sofa bed (for up to two extra kids/adults) and a dining table. This house also has two outdoor terraces with pergolas, both with between 45m<sup>2</sup> and 52m<sup>2</sup>.





## **Owner's House WeWood**

€360 to €570  
(2 PAX)

These houses were designed to provide a comfortable stay for their guests. They have furniture from the Wewood collection and Smeg equipment in the kitchen, from the fridge to the small appliances. At 85m<sup>2</sup>, this accommodation stands out for its luxury details, such as the bed with a Hastens mattress, NuSpa cork bathtub (winner of the Green Good Design Award 2015), a shower with jets and even a small library. Like the Farmloft, it has access to a private pool for the exclusive enjoyment of the guests housed in this cluster.

## **Farmer's House**

€410 to €690  
(rates for 4PAX, up to 6 PAX,  
€40 per extra person)

At 85m<sup>2</sup>, it has a suite and a bedroom (both for two people), a kitchen with Smeg equipment (fridge, kettle and toaster), living room with a dining table and two private outdoor terraces. In addition to the bed with a Hastens mattress in the main suite, both bedrooms feature details especially customised by Dam for Craveiral.



FARMTABLE:

# The restaurant and pizzeria

The concept is clear: farm-to-table, with a preference for products from the region and Craveiral's own garden and total respect for seasonality. There is no lack, though, of game and fresh fish caught by local fishermen, nor the wonderful regional bread, typical tomato soup and famous medronho (traditional fruit brandy) to help to digest it all. From tapas to Alentejo-style dishes, the menu promises generous and authentic food experiences, all comforting suggestions that challenge the palate and sharpen the desire to return.

The interior space – designed by architect Tiago Silva Dias is marked by a giant fireplace surrounded by sofas that invite you to stop and enjoy the calm. Around them is seating for 70 people for meals, including breakfast. Served in buffet style, this follows the same approach: besides homemade cakes and freshly cooked eggs, there is ample focus on fresh, seasonal and regional products bought, whenever possible, from small producers (breakfast can also be served in the houses, if requested). Outside, the terrace also

has seating for 70 people and the perfect scenario to enjoy the sunset and dinner in the moonlight.

Organic pizzas full of local ingredients also emerge from an elegant portable wood-fired oven, the starting point for a partnership with the Vila Com Vida Association and the pizzeria In Bocca al Lupo whose aim is to create job opportunities at Craveiral for young people with autism, Asperger's and Down syndrome.









FARMTABLE:

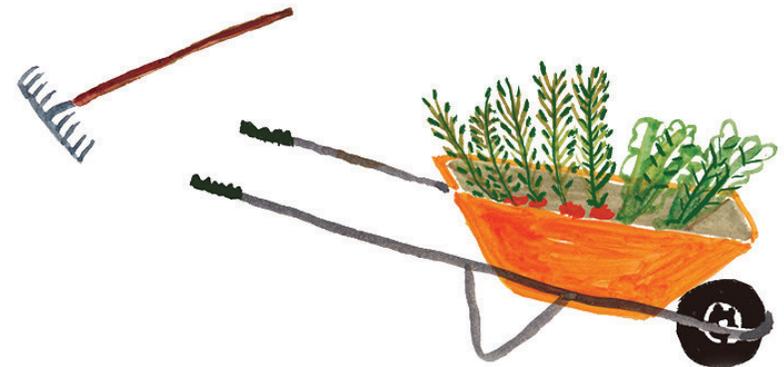
# Between the garden and the farm

Born right in the Costa Vicentina and Sudoeste Alentejano Nature Reserve, respect for the land is a serious subject at Craveiral. Good examples are the educational farm (with horses, donkeys, pigs, goats and hens) and the orchard they planted themselves with over 600 indigenous fruit trees, from quince to lemon and apple trees. Coupled with this is an organic garden where the vast majority of the seasonal products served in the restaurant is grown. Faithful to the spirit of constant evolution, in the future Craveiral will make products under its own brand that explore the culinary, medicinal and cosmetic potential of the fruit and plants grown on its land. But that is not all. A Nature Centre will be opened on the property to provide information about the natural habitat of the Natura Network 2000 in Monchique, with detailed information about all the characteristics and properties of its fauna and flora. The centre is built in the pine woods, with a view of a natural temporary Mediterranean bog, and is based on a bold wood and glass structure. It's facility holds a variety of events like workshops and yoga lessons, alongside concerts and corporate events for groups of up to 70 people.



## BELONG: About the brand

Alongside the idea behind Craveiral also comes BELONG, an umbrella brand split into 3 different areas: Belong Staying & Feeling – dedicated to the accommodation, this comprises Craveiral and any other hotel projects that may be created in the future; Belong to Nature, which is aimed at developing tourism experience and nature activities; and Belong Growing & Tasting, dedicated to the farm products and restaurants. This last brand property was the first to develop independently as a producer and distributor of organic farm products. From the Vale do Tejo region directly to the Alentejo, Craveiral is now the production point for all of Belong Growing & Tasting products.



## WELLBEING: Wellbeing Area



As a driver of regional tourism, Craveiral's philosophy is to be open-arms towards local partners with regard to their activities, ideas and projects.

However, they also organize a set of nature experiences in-house for their guests. Treks, horse and donkey rides, 4x4 and quadbike tours, picnics with homemade products and BBQs over long chats around the fire are just a few examples.

As this is a farmhouse where the spirit of rural life is a daily experience, all guests can take part in looking after the animals and caring for the vegetable garden and orchard. And because sharing is part of the day-to-day at Craveiral, helping yourself to a lettuce from the garden for a salad is also possible. Added to this panoply of options are the four pools at Craveiral, three for adults and one for kids. At the Wellbeing Area – which was also designed by architect Tiago Silva Dias – guests can enjoy a hot-water swim, jacuzzi, steamroom and sauna, in addition to a fireplace and a priceless view of the scenery.

For fitness lovers, there's a small gym, a collection of free bikes, both for grown-ups and littl'uns, and, of course, 9 hectares of fresh air – ideal for an early morning run. By prior booking, you can also schedule a massage by a local team specialising in Ayurvedic therapies. These are administered in the guest's accommodation.



# IDENTITY: Craveiral step by step



## WHERE?

Craveiral is in São Teotónio, just 15 minutes from the beaches of Zambujeira do Mar and Carvalhal, in the heart of southwestern Alentejano.

Address: EM 501, Km 4, São Teotónio, Beja, Portugal.

## THE CONCEPT?

Craveiral is a nature tourism farmhouse that mixes the authenticity of rural traditions with the comfort of modern city living. It lies between luxury and simplicity.

## THE SPACE

Covering a total of 9 hectares, Craveiral offers much more than accommodation. It also has a farm-to-table restaurant, an educational farm with animals (donkeys, horses, pigs, goats, etc), an orchard of indigenous trees, a permaculture garden covering 6,000m<sup>2</sup>, a Nature Centre,

4 pools (including a heated indoor pool), a wellbeing area with sauna, steamroom, jacuzzi and gym, and even a small shop.

## TYPES OF ACCOMMODATION

In all, there are 38 houses of different sizes and shapes ranging from a studio to a 2-bed house. All are equipped with a kitchenette or kitchen, in addition to an outdoor terrace with a table, chairs and loungers.

## PRICES

High season: from €250 to €690

Low season: from €160 to €430

## RESERVATIONS

Phone: + 351 918 100 837

Email: [ola@craveiral.pt](mailto:ola@craveiral.pt)

[www.craveiral.pt](http://www.craveiral.pt)



PRESS

# Craveiral in the Press

“Craveiral is about celebrating Portugal and especially this region. We kept the architecture in the local style and we planted fruit trees and a vegetable garden, which are things you see here. We are working with regional suppliers in the restaurant because we want to help local businesses grow.”

CRAVEIRAL  
IN THE PRESS  
MONOCLE  
THE WINTER WEEKLY EDITION  
DECEMBER 2018

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# MONOCLE

## THE WINTER WEEKLY: EDITION

DEVELOPED IN Zürich  
EDITED IN London  
PRINTED IN Belgium

HOW THE MOON BOOT'S OTHERWORLDLY APPEAL MADE TRACKS AND WHY THEY CONTINUE TO OBSESS THE INDUSTRY  
Stay in step with the season's winter kit  
See page 15

THE NEXT INSEKT? MAKING TRACKS ON JAPAN'S BEST-KIT SKI SLEET

PALM READING: PICTURESQUE PARIS GREENHOUSES BLOOM IN WINTER

FEELING FRIED? QUÉBEC'S RECIPES FOR FIGHTING THE CHILLS



### MOUNTAIN RESISTANCE

#### Duty calls

Drills with an elite French platoon.

Emmanuel Macron's promise to restore the power and prestige of the military isn't an easy thing to grasp in the abstract. It can, however, be glimpsed in the inarguably pretty Alpine hamlet of Valloire on the Italian border. Here the next generation of elite Chasseurs Alpins discharge live rounds, but heavy bags and reduce a punishing setting process to join the French military's elite mountain infantry – and in for the winter in temperatures expected to drop to minus six. The president really has a lot of glory and honour on the world stage – and has announced an increase in military spending of 1 per cent – but that wasn't the temptation to visit for the episode on one. The number signing up for the French military spiked in the wake of the 2015 terrorist attacks across France – and many here in the mountains see the home front as the important one. — Full report on page 8

### CUT ABOVE

#### Küchen kit

Chefs on the hardware to host with.

The season for banishing downs, including, setting and hosting – but why do so many chefs still choose to travel from Mexico City to Sicily to speak to a few of our favourite food folk with simple questions in mind: what kitchen implements would you be lost without? Read on for a few sharp tips. — Full story on page 13



### ONE FOR THE BOOKS

#### Fine discovery

Calgary library makes spines single

As more people flock to increasingly built-up cities, the debate around public space is getting a huge, 100-year-old architectural gem in Calgary isn't a building for bookworms, but the dramatic boat-like arch of concrete, glass and wood is not only a better thought of as a bridge between downtown and the residential neighbourhood of East Village. The latter long suffered from being left behind as the rest of the city progressed – and helped by Calgary's glass-and-steel municipal government building, which was built with its back to the sea. The library represents a new chapter in relations between the neighbourhoods, connecting one from the other in a new, unimpeachable way. Inside, the wooden walkways wind upwards, past recording studios, meeting rooms and reading nooks, to an impressive reading room inspired by New York Public Library. An elite, space-tech and privately owned, land divider neighbourhood, this library's story is essential reading for city planners. — Full report on page 26

### FIRST LADY

#### Setting president

Meeting Georgia's first female head

Selma Zarebakhidze's ascent to the post of Georgia's president on 16 December is one of a curious series of firsts: she's the first female to hold the post and the first French citizen. The former diplomat and daughter of Georgian origin only visited the country she's gone on to lead in 2014. Zarebakhidze has another first in mind, though: taking her country into the EU. We examine her chances. — Full interview on page 8



MONOCLE – THE WINTER WEEKLY IS AVAILABLE ON BETTER NEWSSTANDS AND IN MONOCLE SHOPS AROUND THE WORLD THIS DECEMBER. HQ: LONDON • ZÜRICH • BRISBANE TOKYO • HONG KONG • TORONTO • LOS ANGELES (COMING SOON)



DESTINATION / PORTUGAL

# Keep the peace

A hotel in Portugal's rugged Costa Vicentina region is embracing the off season by appealing to guests' hankering for the quiet life without skimping on sophistication.

WRITER *Trish Lorenz*  
PHOTOGRAPHERS *Ana Paula Carvalho, Martin Kaufman*

Portugal is a summer destination, right? Well, a new hotel opening in the Costa Vicentina region proves that a winter visit to the Iberian Peninsula can be equally rewarding. Craveiral, which officially launches in March 2019 but is open to guests from this month, has 38 apartment-style rooms, each with its own wood-burning stove. The centrepiece of the hotel's restaurant is a large contemporary fireplace surrounded by comfy sofas. Even the heated indoor pool (one of three pools on the property) has an open fire.

"Winter is such a great time to visit the area that we wanted to make sure the hotel embraced guests in what is usually seen as the off season," says Craveiral founder Pedro Franca Pinto. The hotel is about 15 minutes inland from the coastal town of Zambujeira do Mar, placing it at the heart of the Costa Vicentina region. A large part of the area is designated as natural park, making it the longest stretch of protected Portuguese coastline and preserving it from rampant development.

In summer the area's coastal towns are packed with holidaymakers, mostly Portuguese and Spanish families enjoying the unspoiled beaches. But just a few miles inland, rural life has yet to be subsumed by tourism and,

particularly in winter, it's the perfect place to sample traditional Portuguese hospitality. Until very recently that hospitality was rustic, with accommodation limited to traditional cottages with little in the way of modern comforts. But ventures such as Craveiral are now offering visitors a more contemporary and luxurious option in this relatively unexplored region. "In the past, visitors were more into the hippy vibe but recently the area has started attracting an urban crowd, people who are searching for quality of life but also want some sophistication," says Franca Pinto.

With its low-lying whitewashed buildings surrounded by pine forest and fruit trees, Craveiral resembles the inland Alentejo villages that dot the region. But inside the rooms – each with a kitchen and up to two bedrooms – the look is contemporary. There is furniture by Portuguese designers such as Dam and WeWood, paintings by Portuguese artist Bruno Castro Santos hang on the walls and natural materials – particularly cork and wood – add warmth and reinforce the Portuguese theme. The complimentary toiletries, which are organic and eschew single-use plastic in favour of more eco-friendly approaches, are just one of the hotel's sustainability measures. All grey water is treated and reused, and surpluses from the garden and restaurant are fed to the estate's farm animals.

"We've invested in Portuguese design but we are about simplicity, not ostentation," says Franca Pinto. "Craveiral is about celebrating Portugal and especially this region. We kept the architecture in the local style and we planted fruit trees and a vegetable garden, which are things you see here. We are working with regional suppliers in the restaurant because we want to help local businesses grow."

One of the companies the hotel works with is wine brand Vicentino, founded by Norwegian Ole Martin, who has been farming commercially in the region for more than 30 years. In 2007 Martin decided to try winemaking, planting Portuguese and French grape varieties on a hilly plot just 3km from the sea. The brand's first vintage launched in 2015. Its wine is fresh with a hint of saltiness and includes a pinot noir and an alvarinho – varieties not usually associated with the Alentejo region.

"Everyone advised us against starting a vineyard," says Vicentino sales manager Nuno Almeida. "They said the land was too close to the ocean. But we thought it was an interesting climate." Proving the doubters



### Costa Vicentina

#### Weekend guide

#### STAY

##### Craveiral

Pedro Franca Pinto's 38-room hotel, with a farm-to-table restaurant, is the best base from which to explore the region. [craveiral.pt](http://craveiral.pt)

#### EAT

##### O Paulo

Situated on the cliffs overlooking the sea at Arrifana near Aljezur, this restaurant is open year-round and serves excellent seafood in a casual space. The views are unparalleled – sometimes even more so in winter when clouds and occasional storms enliven the sky – and there's the added advantage of not needing to fight for the best tables. [restaurantepaulo.com](http://restaurantepaulo.com)

#### SHOP

##### Chocolates de Beatriz

This shop in Odemira is a welcome pit-stop for a hot chocolate on the café's heated terrace; there are also handmade chocolates to take away. [chocolatesdebeatriz.com](http://chocolatesdebeatriz.com)

#### VISIT

##### Mercado Municipal de Odemira

Stroll around the market in Odemira and stop by Caprino de Odemira, a traditional cheesemaker. You'll struggle to choose between the many products on offer but be sure not to miss the goat's cheese. [Rua João de Deus 7630, Odemira](http://Rua João de Deus 7630, Odemira)

#### DO

##### Rota Vicentina & River Mira

Make the most of the region's unspoiled natural assets by taking on Rota Vicentina, the 450km of hiking trails that span the length of the region. Choose from coastal cliff-top walks or explore the area's hinterland. You can also take a guided canoe trip, tailored to your skill and fitness levels, on the River Mira. [en.rotavicentina.com; ectrails.info](http://en.rotavicentina.com; ectrails.info)



From top: Have the place to yourself; contemporary bedrooms with furniture by Portuguese designers; the hotel's exterior is traditional – as is the mode of transport used to get about; serving regional wine and produce in Craveiral's restaurant

wrong, the company was awarded Portuguese winemaker of the year in 2016. Almeida believes visitors to the region will see more winemaking and other artisanal food offers in the future. "In the past five years we have noticed a lot of farmers coming back to the land. Some are people with links to this area but there are others who have no family here but see the opportunity," he says.

Almeida is referring to people such as Argentinian Beatrice Bonacalza, who has opened a chocolate atelier in nearby Odemira. Bonacalza hails from Bariloche in Patagonia which, thanks to a large population of Swiss immigrants, has a strong tradition of handmade chocolate production. Another is Chris Satish Giertz. Alongside offering guided horse rides to tourists, he grows mushrooms. In a small shed his crops – ranging in colour from cream to vivid pink – bloom from sawdust-filled bags. "In the high season we grow around 100 to 150kg of mushrooms each month to serve the restaurants and hotels in the region," says Satish Giertz.

South African Bernie Serrão and her British husband Glen Cullen have also settled here to open a nine-room guesthouse called Paraiso Escondido. It's a short drive from Craveiral and Serrão echoes Franca Pinto when she says: "Winter is the best time to come here. It's great for people who like serene natural environments and really want to relax, unwind and enjoy great food and wine."

1,132 views | Dec 4, 2018, 05:50am

## Nature Tourism with a Soul: Craveiral in Portugal



Ann Abel Contributor

Travel

*I know the difference between expensive travel and the truly luxurious*

f “A hotel is an emotional experience.”

in I remember hearing that from both a marketing professor at Cornell’s hospitality school and a very well regarded American hotelier several years ago. I kind of got it. Over the years, I’ve felt many emotions brought about by hotels: gratitude, joy, admiration, excitement and, on rare occasions, annoyance or dismay.

It took half a decade and a journey across an ocean to find a hotel that more profoundly embodies that idea. And it’s not a traditional luxury hotel in a world capital but an endearing small resort in a remote area of a small country at the southwestern tip of Europe.

Craveiral is not particularly lavish or even all that put-together. The owners largely left the rugged landscape of Portugal’s Alentejo region as it was, going as far as to build paths and orient room blocks around gnarled trees instead of taking them down. The 38 rooms are simple—what I might call farmhouse chic, with unvarnished woods, soft textures and lots of cork—though some also have quietly luxurious Hästens beds.

Simplicity, nature, silence and wide-open spaces. These are the new luxuries. And at Craveiral they combine to create feelings of connection—to nature, to loved ones, to strangers who become friends—and belonging. There’s a profound slowing down. There’s the emotion of content.



Opened in July, Craveiral is the passion project a Lisbon lawyer with dreams of being a farmer. Pedro Franca Pinto found the land that has become Craveiral in 2010, when it was an unloved field of carnations, and he was in an office feeling a strong desire to roll up his sleeves, get his hands dirty and give new life to something. (*Cravo* is Portuguese for "carnation.") Even now, he's at his happiest when driving a rough-and-tumble jeep around the property and nearby area or when manning the pizza oven or the barbecue grill.

He is also someone who has strong feelings about plush towels (he insisted on 600-gram specimens) and good food and wine (he's a partner in Lisbon's popular restaurant [By the Wine](#)). And his business partners, Luís Kapinha and João Canilho, a designer and a financial expert at a multinational, know their way around hospitality. They own [Casa Amora](#), a charming boutique guesthouse in Lisbon. At least one of the three is often on site, offering a welcoming hospitality that never feels forced. (Disclosure: I stayed as a guest of the owners.)

Although Craveiral is not just another hotel, nor just a place to sleep, it's worth noting a few features: a massive fireplace in the main farmhouse, where guests gather for drinks many nights; an organic garden that supplies the kitchen; an orchard; a well-being center; and farm animals. The four swimming pools include a lavishly large one near the main house and a beautiful heated one inside the wellness center.

There's also one docile horse, called Quinoa, for solo rides around the property. I'm a decent rider but used to being led on trail rides. So Quinoa went where he liked, which turned out to be the construction site for the final block of rooms. Even the tractors and construction equipment had a certain charm here—they give an understanding that places like Craveiral don't just emerge spontaneously but are the result of dedicated, sometimes difficult work.

That's something else that's important to Pinto. He acquired the land around the time he had children, and his desire is to leave them a legacy that is more emotional than material. He wanted to set an example that effort, commitment, willpower and determination can help them realize goals and dreams. He wanted to prove that it is possible to be successful by respecting financial and environmental sustainability.

Craveiral is his own journey of effort, commitment and determination, one that will probably never be finished. Even if you don't know the story of the passion that the three partners poured into it, you can feel it, emotionally.



Pedro Franca Pinto, João Canilho and Luís Kapinha. © STEVE GRANITZ

2,418 views | Dec 19, 2018, 10:56am

# Dreamy Suites: 10 Best Hotels of 2018



**Ann Abel** Contributor

Travel

*I know the difference between expensive travel and the truly luxurious*

f It is, admittedly, self-indulgent to look back at the end of another globetrotting year and pick my favorites among the dozens of luxury hotels that I've had the pleasure of staying at and writing about.

in But after yet another year of exploring (often a guest of various hotels), my deep affection for hotels is inevitable. And I discovered some great ones in 2018. Ranging from a historic sporting lodge in Scotland to a cutting-edge safari camp in Tanzania, they share a singularity—they're the kind of quirky places that make me wonder why anyone thought to build (or renovate) them. Which makes me love them all the more.

Here (alphabetically) are 10 standouts—some brand new, some new to me, and all surprising and charming in ways that are completely their own.

## Craveiral, Portugal

Craveiral is not particularly lavish or even all that put-together. The owners largely left the rugged landscape of the Alentejo as it was. The 38 rooms are simple—what I might call farmhouse chic, with unvarnished woods, soft textures and lots of cork—though some also have quietly luxurious Hästens mattresses. Simplicity, nature, silence and wide-open spaces. These are the new luxuries. And at Craveiral they combine to create feelings of connection—to nature, to loved ones, to strangers who become friends—and belonging. There's a profound slowing down. There's the emotion of content.



CRAVEIRAL  
IN THE PRESS

FORBES US  
ONLINE  
DECEMBER 2018



## CRAVEIRAL IN THE PRESS MEDITERRANEE HOLLAND



### **Craveiral Farmhouse, São Teotónio** **Een kust om te ontdekken**

Voor de avontuurlijk ingestelde reiziger is de Alentejo-kust het best bewaarde geheim van Europa. Een blind spot in het zuidwesten van Europa, maar niet voor eeuwig. Ook hier wint het toerisme terrein, maar dan niet het toerisme van drukke boulevards en volgepakte stranden. “Dit is geen plek voor toeristen, maar voor reizigers”, zegt Pedro Franco Pinto, mede-eigenaar van Craveiral Farmhouse. “De een wil vermaakt worden, de ander ontdekken.” Het pas geopende hotel laat zien welke kant het opgaat met de Costa Vicentina. Namelijk dezelfde kant als met Comporta, onder Lissabon. Daar trekt het rurale leven, in combinatie met het stille strandleven, al jaren een groep vermogende rustzoekers. De ‘cabanas’ (kleine houten huisjes) en duurzame duinresorts adverteren met succes een leven van luxe, vrijheid en onthaasten. Nu is het de beurt aan de Costa Vicentina tussen Vila Nova de Milfontes en de Aljezur (de meest westelijke kust van de Algarve). Tot voor kort was deze kust vooral in trek bij surfers, want de golven zijn er legendarisch. Hier heerst nog de romantiek van rondrijden met je surfplank en buddy’s in een Volkswagenbusje uit de jaren zeventig. U kent het wel: het leven dat in de bladen wordt verslagen met vergeelde Polaroid-foto’s. Vrijheid blijheid, de haren los en je voeten in het zand.

Anno 2019 is zo’n leven nog steeds heel verleidelijk, maar niet ten koste van alles. Liever een goed bed (die in Craveiral zijn van Hästings) en goed sanitair dan de vloer van een VW-busje. En kan er in plaats van een surfplank ook een kind mee? Welnu, dat kan.

De 38 studio’s en lofts van Craveiral Farmhouse liggen in the middle of nowhere, op een kwartiertje rijden van het strand. Wat kun je hier doen? Vrijwel niets, maar dat is ook weleens lekker. Nou ja, je kunt er zwemmen, wandelen, fietsen en wellnessen. Plus lekker eten in het restaurant, een boek lezen bij de bar of met het hotelbusje op pad gaan. “Eigenlijk kan alles hier”, zegt Pedro. “We houden niet van regels, dus als je om 2 uur ’s nachts de sauna wil bezoeken, ga dan vooral je gang.” Pedro is advocaat in Lissabon, maar wilde stiekem altijd al boer zijn. Nu deelt hij het betere boerenleven met zijn partners en de gasten. Craveiral beschikt over een ezel, varkens en kippen. Groenten, fruit en kruiden komen uit eigen tuin. Een Franse surfer bakt in opdracht pizza’s voor de gasten en de honesty bar is altijd open. Het gemeenschappelijke paviljoen (met horeca) is duurzaam vormgegeven in Scandinavische stijl, maar met Portugees design. Het interieur van de huisjes heeft ook veel frisse en lichte kleuren met een overdaad aan blank hout. De studio’s liggen verspreid over het terrein en beschikken elk over een beschut privéterras. Craveiral Farmhouse is pas een jaar open en het restaurant moet nog naam maken. Maar het begin is veelbelovend en mocht je toch iets

## HIER HEERST NOG DE ROMANTIEK VAN BUDDY'S IN EEN VOLKSWAGENBUSJE

anders willen, dan neem je gewoon de huurauto of het VW-busje. Naar Tasca do Celso bijvoorbeeld, in Vila Nova de Milfontes, het beste restaurant in de wijde omtrek. Of naar Marisqueira Costa Alentejana in Zambujeira do Mar. Beide restaurants zijn populair bij de lokale bevolking en gaan een gouden toekomst tegemoet. Terwijl de rest van Portugal al een tijdje in de lift zit, blijft de Costa Vicentina nog lekker in de luwte. Maar tijden veranderen, ook hier. •

**Craveiral Farmhouse, São Teotónio (Alentejo).**  
[www.craveiral.pt](http://www.craveiral.pt)

**Craveiral Farmhouse**  
Linkerpagina, met de klok mee: bijschriften



**Etappe 3: Im südlichen Alentejo, nahe der Algarve und unweit des Atlantiks, haben drei Freunde das Craveiral Farmhouse eröffnet. Das Konzept: Authentischer Landurlaub trifft auf modernen Komfort.**

Zum Glück gibt es Navigationsgeräte, sonst hätten wir unser Ziel vermutlich nie gefunden. Als wir der Schotterpiste gefühlt etwas zu lange folgen und fest damit rechnen, uns verfahren zu haben, taucht plötzlich ein Schild auf: „Craveiral Farmhouse“ steht darauf. Wir fahren durch ein Tor und erblicken im frühen Abendlicht eine Art Architektur-Ufo, das mitten im Nichts gelandet zu sein scheint. Vor uns liegt eine aufregende, neue Welt. Wir parken den Wagen neben einem Stall, in dem ein junges Zicklein aufgeregt umherspringt und uns begrüßen möchte. Das beruht auf Gegenseitigkeit – sofort sind wir geerdet. Pünktlich zum Sonnenuntergang betreten wir das Craveiral Farmhouse und beginnen das Architektur-Ufo zu erkunden. Dabei führen uns breit angelegte Holzstege über das weitläufige Gelände, das in unberührter Landschaft zu schweben scheint. Neben dem Haupthaus mit Restaurant, Terrasse, üppigen Pools

(einer davon überdacht) liegen 38 Häuser auf dem neun Hektar großen Grundstück. Drum herum: nichts als Natur. Ein paar Pinien bieten Schatten und Atmosphäre. Und was auf den Tisch kommt, stammt möglichst aus dem eigenen Garten.

Über 600 Büsche und Bäume haben die Betreiber Pedro Franca Pinto, Luís Kapinha und João Canilho angepflanzt. Außerdem leben hier die Esel Cravo und Ferradura, ein Pferd, Hunde, Katzen, Schweine und Hühner. Luís und João haben sich 2016 mit Pedro zusammengenagt, der das Land 2010 gekauft hatte, um seine ganz eigene Vision von nachhaltigem Tourismus zu verwirklichen. „Der ganze bürokratische Kram war bereits erledigt. Es gab eine Baugenehmigung, Pläne von Architekten – wir mussten nur noch loslegen“, erzählt uns Luís bei einem traditionellen Mittagessen: *Pao Alentejano Recheado*, gefülltes Brot. „Könnt ihr ruhig mit den Händen essen, wir sehen das hier ganz locker“, grinst Luís. Die Köchin hat er übrigens aus dem Designbüro mitgebracht, in dem sie einst zusammengearbeitet haben. „Sie kommt so einfach und authentisch, wie wir es mögen.“

→ [craveiral.pt](http://craveiral.pt)





Next to the main house with restaurant, terrace, lush pools (one roofed over) there are 38 houses on the nine acres of land. All around: nothing but nature. A few pines provide shade and atmosphere. And what comes on the table, comes, as possible, from the garden.

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Sustainability runs through Craveiral's veins: rainwater is collected and filtered; old trees become fuel for wood burning stoves; A stay here is delightful.

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# WILD EUROPEAN HOPS

ENTIRELY BRILLIANT FINDS FOR WIND-IN-YOUR-HAIR NATURE BREAKS WITHOUT THE CROWDS



## CRAVEIRAL FARMHOUSE ALENTEJO, PORTUGAL

Eight years in the making, this project – a self-sustaining quinta set in the dusty hills of Odemira in the Alentejo – has finally come to fruition. The founding trio, lawyer Pedro Franca Pinto, and João Canilho and Luis Capinha, owners of gorgeous Casa Amora guesthouse in Lisbon, became fixated with the idea of communal living, of forging a place where families could get up close to nature and experience the workings of a modern-day farm – and their rambling, village-like set-up offers exactly that. Whitewashed houses are clustered around courtyards, with simple wooden terraces for watching fiery sunsets; inside, they're light and bright, with jolts of colour (a mustard armchair, a navy Hästens bedframe) and slate kitchens for stashing eggs fresh from the hen coop. Rooms are just a bicycle-pedal from the main house, with its curving walls that offer shelter from the Atlantic breeze and a huge pool where children can splash and parents can snooze on loungers. Interiors are cool and contemporary; beneath undulating ceilings are Nordic-style tables, on which breakfasts of charcuterie and soft cheeses, lemon cake and sun-sweetened nectarines are

### SUPPER IS PULLED STRAIGHT FROM THE VEGETABLE PATCH AND WHIPPED UP BY PORTUGUESE GRANDMOTHERS

served next to the open fireplace. The buttery suede sofas are less forgiving of sticky fingers, but once the kids are in bed, it's a great spot for a nightcap, in reach of the help-yourself bar and some very drinkable honey liqueur. Supper is pulled straight from the vegetable patch and whipped up by Portuguese grandmothers: chilled melon and garlic soup, black pork with tangy tomato bread, rice pudding sprinkled with cinnamon. Even the Vicentino Alvarinho, from the nearby winery, is a love affair with local living. As is the cork that lines the sauna – the sleek concrete spa is a beauty, with a hammam lit by burnished copper lanterns – and the logs that carpet the entrance. Sustainability runs through Craveiral's veins: rainwater is collected and filtered; old trees become fuel for wood-burning stoves. A stay here is delightful – a place where children can ride horses by day, and then sleep with nothing but an open door and a billowing curtain between them and the great outdoors.

**INSIDER TIP** Even in the summer school holidays, rooms are generally less than about £180 per night, and flying to Lisbon rather than Faro cuts the airfare down, too – which makes this a seriously savvy call.

**BOOK IT** Studios from about £120, including breakfast. [craveiral.pt](http://craveiral.pt)



PHOTOGRAPHS: MARTIN KAUFMANN



# CRAVEIRAL

**FARMHOUSE**

by BELONG STAYING & FEELING

AUGUST 2019