

2025

SUPERBIA

SUMMER

A TRIBUTE TO OUR ORIGINS

Join us from July 14th to August 24th

This summer, we return to our roots with a celebration that highlights the best of our cuisine, culture, and local surroundings. A meticulously crafted six-week experience that pays tribute to our heritage, where award-winning chefs from the world's top restaurants, dynamic guest DJs, master mixologists, and contemporary artisans reveal the richness of Mexico through a sophisticated contemporary lens.

WEEK 1 • MONDAY, JULY 14TH - SUNDAY, JULY 20TH



CHEF JUAN EMILIO VILLASEÑOR

Mexican live-fire cuisine specialist. Founder of La Cocinoteca in León, Fire Master and award winner at Memphis in May. Named Chef of the Year 2021. His cuisine expresses peace through wood, smoke, and flame.

JUL 16 - 20 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST LUIS FELIPE VALLEJO

Craft cocktail expert focused on organic and natural processes. Menu creator and bar trainer. Awarded and certified by AMBEAC and Tequila Experts.

JUL 16 & 19 — Pool Party **20 87**
1 p.m. - 3 p.m.

JUL 16 & 20 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

JUL 17 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

JUL 18 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

JUL 19 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN EDUARDO DUARTE

Multidisciplinary designer based in Mexico City. Co-founder of RIBBA and INDUKA. His work combines graphic design, furniture, and daily-use objects with a focus on accessibility.

JUL 16 - 20 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

JUL 16 - 20 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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WEEK 2 • MONDAY, JULY 21ST - SUNDAY, JULY 27TH



CHEF **LEOBARDO LARA**

Chef and owner of La Fonda del Recuerdo with over 30 years preserving Mexican culinary tradition. Trained at Ibero. He has participated in international festivals.

JUL 23 - 27 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST **NOE MORGAN**

Originally from Veracruz, Morgan has worked in top hotels and bars in the Riviera Maya since 2012. He is now a Campari Group ambassador and Campari Academy facilitator.

JUL 23 & 26 — Pool Party **20 87**
1 p.m. - 3 p.m.

JUL 23 & 27 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

JUL 24 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

JUL 25 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

JUL 26 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN **CÉSAR PERALTA**

Sonora-based artist blending digital illustration, painting, and AR. Exhibited globally, he bridges the personal and collective with immersive formats.

JUL 23 - 27 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

JUL 23 - 27 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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WEEK 3 • MONDAY, JULY 28TH - SUNDAY, AUGUST 3RD



CHEF ALFREDO VILLANUEVA

A self-taught culinary pioneer, Alfredo Villanueva transformed Northern Mexican cuisine with Botanero Santa Lucía and now leads the acclaimed Villa Torél to global fame.

JUL 30 - AUG 3 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST MARÍA JOSÉ CRUZ

From San Luis Potosí to New York, Majo Cruz crafts unforgettable cocktails as the lead bartender at Michelin-starred Mestixa Tulum.

JUL 30 & AUG 2 — Pool Party **20 87**
1 p.m. - 3 p.m.

JUL 30 & AUG 3 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

JUL 31 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

AUG 1 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

AUG 2 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN IVÁN MADRIGAL

Abstract impressionist sculptor and painter. Uses Playmobil figures as playful philosophical symbols. Explores contrast and authenticity.

JUL 30 - AUG 3 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

JUL 30 - AUG 3 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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WEEK 4 • MONDAY, AUGUST 4TH - SUNDAY, AUGUST 10TH



CHEF PEDRO EVIA

Self-taught chef Pedro is a leader in modern Yucatecan cuisine. His award-winning restaurant Kuuk and The Best Chef Awards 2024 highlight his global impact.

AUG 6 - 10 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST JOSÉ OLIVAS

Mexican mixerologist and creative, co-creator of Handshake Speakeasy, ranked #3 bar in the world. Recognized by CANIRAC and World Class Mexico for his cocktail innovation.

AUG 6 & 9 — Pool Party **20 87**
1 p.m. - 3 p.m.

AUG 6 & 10 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

AUG 7 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

AUG 8 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

AUG 9 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN BRUNA LATIPHE

Nature and wildlife photographer. Published by National Geographic. Her one-edition prints reflect spiritual and timeless moments in nature.

AUG 6 - 10 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

AUG 6 - 10 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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WEEK 5 • MONDAY, AUGUST 11TH - SUNDAY, AUGUST 17TH



CHEF **SERGIO CAMACHO**

Avant-garde Mexican chef. Worked at El Bulli and others. President of Vatel Club Mexico and featured on El Gourmet.

AUG 13 - 17 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST **AMAIRANI MAYA**

Guadalajara-based bartender. Focused on cocktails made with traditional Mexican spirits like raicilla, mezcal, bacanora, tequila, and more.

AUG 13 & 16 — Pool Party **20 87**
1 p.m. - 3 p.m.

AUG 13 & 17 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

AUG 14 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

AUG 15 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

AUG 16 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN **GABRIELA TATTO**

Mexican artist with 30+ years of experience. Known for fantasy animal sculptures in bronze and resin. Exhibited nationally and internationally.

AUG 13 - 17 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

AUG 13 - 17 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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WEEK 6 • MONDAY, AUGUST 18TH - SUNDAY, AUGUST 24TH



CHEF ZAHIE TÉLLEZ

Media personality and chef. Partner in Michelin-starred Viva in Milan. Former Salotto CDMX chef, MasterChef judge, and cookbook author.

AUG 20 - 24 — Course Dinner at **Cueva 7**
6 p.m. - 11 p.m.



MIXIOLOGIST EMILIO HERNÁNDEZ (WERO MEZCALERO)

Historian and mixologist specialized in distilled and fermented beverages. Member of Tlecán, a globally recognized mezcal bar.

AUG 20 & 23 — Pool Party **20 87**
1 p.m. - 3 p.m.

AUG 20 & 24 — Takeover at **Cueva 7**
6 p.m. - 9 p.m.

AUG 21 — Takeover at **Bar Balam**
7 p.m. - 9 p.m.

AUG 22 — Master Class at **Palmera Lounge**
5 p.m. - 6 p.m.

AUG 23 — Takeover at **Palmera Lounge**
8 p.m. - 10 p.m.



ARTISAN CÉSAR GARCÍA

Colombian artist fusing engineering with abstract art using laser cutting. Inspired by Gaudí and Hadid, his work balances color and precision.

AUG 20 - 24 — Artisan Afternoon Takeover at **Bar Balam**
11 a.m. - 2 p.m.

AUG 20 - 24 — Artisan Evening Takeover at **Bar Balam**
7 p.m. - 9 p.m.

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