

DRVCMA

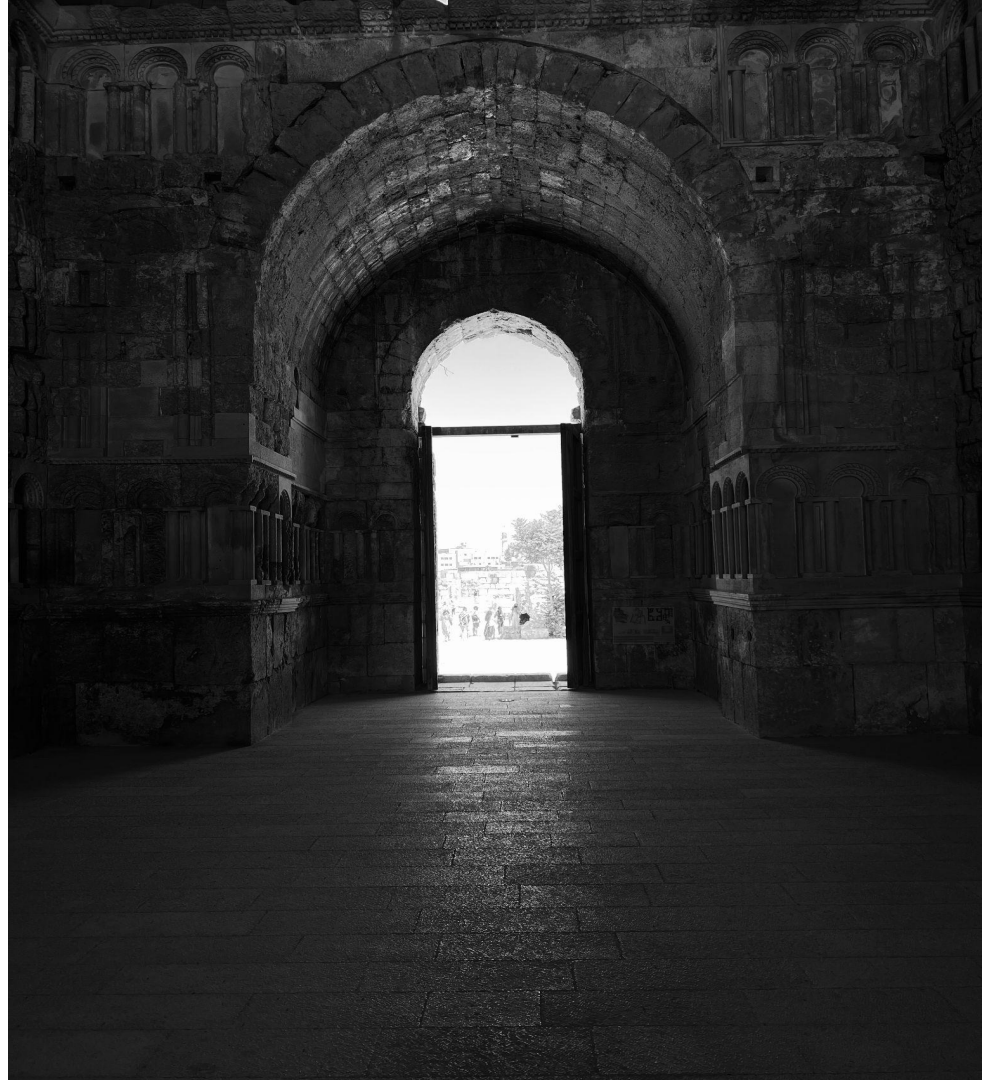
BY ANDAHUAR

HAUS OF DIRECTION.

GREEK AND LATIN MYTHOLOGY SPEAKS OF THE DRACMA,
A COIN ASSOCIATED WITH PASSAGE BETWEEN WORLDS.
DRACMA BY ANDAHUAR WAS CONCEIVED FROM THAT IDEA OF
TRANSITION.

A HAUS WHERE ART, CULTURE, NARRATIVE AND EXPERIENCE
CONVERGE, FROM MYTHOLOGY, CINEMA, MUSIC AND ARCHITECTURE
TO THEATRE, FASHION AND GASTRONOMY.

THROUGH RESEARCH, CURATION AND EXPERIMENTATION, WE
TRANSFORM REFERENCES INTO WORLDS, IDENTITIES, ENVIRONMENTS
AND EXPERIENCES WITH INTENTION AND EMOTIONAL RESONANCE.





ALEJANDRO ANDAHUAR.

FOUNDER & DIRECTOR

ALEJANDRO ANDAHUAR IS A MEXICAN DIRECTOR AND DJ WORKING ACROSS ART, CULTURE, MUSIC AND EXPERIENCE.

HIS PRACTICE BRINGS TOGETHER STAGE DIRECTION, MUSIC AND SPATIAL STORYTELLING, WHERE NARRATIVE, ATMOSPHERE AND HUMAN PRESENCE CONVERGE.

TRAINED IN DRAMATIC ARTS AT UNIVERSIDAD AUTÓNOMA DEL ESTADO DE HIDALGO AND UNIVERSITÉ PARIS NANTERRE, HE ALSO WORKED WITH THE INSTITUTO NACIONAL DE BELLAS ARTES (INBAL), WITHIN THE MUSIC AND OPERA DEPARTMENT.

SINCE 2020, HE HAS DIRECTED DRACMA, DEVELOPING WORLDS, EXPERIENCES AND CREATIVE PROJECTS BETWEEN MEXICO AND EUROPE.

PHILOSOPHY.

**WE DO NOT ORGANIZE.
WE DIRECT.**

AT DRACMA, EVERY PROJECT BEGINS WITH A NARRATIVE.

WE WORK AROUND THE IDENTITY, ENERGY AND DYNAMICS OF THE
PEOPLE, PLACES AND IDEAS INVOLVED.

FROM A PRIVATE GATHERING TO A CULTURAL PROJECT, A RESIDENCE,
A JOURNEY OR A BRAND WORLD, EVERY ELEMENT IS INTENTIONALLY
SELECTED TO CREATE A COHESIVE UNIVERSE.

NOTHING IS ACCIDENTAL.





THE HAUS.

DRACMA MANIFESTO.

Enter ↗

Our philosophy, values and creative approach.

THE METHOD

Enter ↗

How we approach direction, narrative and creation.

THE WORLDS.

Enter ↗

Selected experiences, spaces, journeys and projects directed by DRACMA.

A NARRATIVE UNFOLDS.





EXPERIENCES.

WE DIRECT GATHERINGS AS LIVING PIECES, WHERE SPACE, SOUND, LIGHT AND HUMAN PRESENCE COME TOGETHER.

INSPIRED BY ART, LITERATURE AND SYMBOLIC REFERENCES, WE CREATE IMMERSIVE WORLDS WHERE NARRATIVE AND EMOTION UNFOLD IN REAL TIME.

**CONCEPT EVENTS · PRIVATE GATHERINGS · NIGHTLIFE
CULTURAL EXPERIENCES · IMMERSIVE WORLDS**

MOVEMENT.

FROM PRIVATE DRIVERS TO JETS AND HELICOPTERS, EVERY TRANSITION IS DIRECTED TO MAINTAIN CONTINUITY THROUGHOUT THE JOURNEY.

TIME, RHYTHM, COMFORT AND ANTICIPATION ARE ORCHESTRATED SO THAT EVERY ARRIVAL FEELS INTENTIONAL AND EVERY DEPARTURE SEAMLESS.

MOVEMENT IS PART OF THE COMPOSITION.





SPACES.

EVERY STAY IS AN EXTENSION OF THE JOURNEY.

WE CURATE VILLAS, HOTELS AND PRIVATE RESIDENCES FOR THEIR CHARACTER, IDENTITY AND SENSE OF PLACE.

EACH SPACE BECOMES PART OF THE COMPOSITION, WHERE AESTHETICS, LOCATION AND ATMOSPHERE COME TOGETHER NATURALLY.

YOU DON'T JUST STAY.
YOU INHABIT.

STYLE & IDENTITY.

A CURATED PRACTICE EXPLORING HOW CLOTHING SHAPES IDENTITY, EMOTION, PRESENCE AND PERCEPTION.

WE DEVELOP PERSONAL VISUAL LANGUAGES THROUGH RESEARCH, SOURCING AND DETAILED GUIDANCE, USING CLOTHING AS PART OF THE STORY. NOT SIMPLY AS STYLING.





DINING.

THE TABLE IS A SPACE OF CONNECTION, A WAY TO GATHER, SHARE AND EXPERIENCE A PLACE.

WE COLLABORATE WITH CHEFS TO REINTERPRET LOCAL HISTORY, CULTURE AND TRADITION THROUGH THEIR OWN CREATIVE LANGUAGE.

EACH MENU BECOMES A WAY TO TASTE A PLACE ANEW.

CREATIVE DIRECTION.

FOR BRANDS, SPACES, CULTURAL PROJECTS AND
CREATIVE VENTURES.

WE SHAPE IDENTITIES, ATMOSPHERES AND
EXPERIENCES THROUGH NARRATIVE AND AESTHETIC
LANGUAGE.

FROM CONCEPT TO EXECUTION, WE BRING THE RIGHT
CREATIVES AND CULTURAL VOICES TOGETHER TO
BUILD COHESIVE WORLDS.



THE WORLDS WE DIRECT.

- EXPERIENCES · SPACES & RESIDENCES · BESPOKE JOURNEYS ·
- PLACE NARRATIVE & CONCEPT DEVELOPMENT ·
- CREATIVE & ARTISTIC DIRECTION · CULTURAL PROJECTS ·
- NIGHTLIFE & PERFORMANCE · STYLE & IDENTITY · DINING ·
- COLLABORATIONS & CONNECTIONS · IMAGE & VISUAL DIRECTION ·

THE DRACMA.

**NO TEMPLATES.
NO REPETITIONS.**

EVERY PROJECT IS CONCEIVED AND DIRECTED FROM THE GROUND UP.

EACH IS SHAPED THROUGH IDENTITY, CONTEXT, REFERENCES AND INTENTION.

**DRACMA IS NOT A SERVICE.
IT IS A DIRECTION.**

OUR FEE REFLECTS THE DEPTH OF THIS WORK.





SHARED REFLECTIONS.

WORDS FROM THOSE WHO HAVE ENTERED OUR WORLDS.

"YOUR VISION SOARED LAST NIGHT."

"DARK, SOPHISTICATED AND INTIMATE."

"WHAT A NIGHT. WHAT AN EXPERIENCE."

"YOU CREATED SOMETHING WE WILL NEVER FORGET."

"I'VE NEVER EXPERIENCED ANYTHING QUITE LIKE THAT."

"YOU TURNED AN IDEA INTO SOMETHING WE COULD ACTUALLY FEEL."

