



MANIFESTO

We are tired of empty experiences. We are tired of music without meaning, of being surrounded by people who do not inspire us, of encounters that leave no transcendence, and of environments that do not help us become better versions of ourselves. We are tired of frivolous, superficial, and toxic spaces. That is why we are charting a different course.

In Ancient Greece, the dracma was the coin offered to Kharon, the ferryman who guided souls across the river that separated one world from another. Alejandro Andahuar chose to name DRACMA after this ancient coin because it evokes the passage between worlds, the crossing from one state of being to another.

DRACMA is a commitment to a different way of experiencing the world, guided by Respect, Loyalty, and Elegance.

To have a voice in this world is to carry a responsibility. Telling stories is an act to transform, connect, discover, question, and see the world differently. It is also an exercise in selection: filtering the essential.

Art is not entertainment. Art questions and invites us to look beyond what we know, to reconsider the way we understand the world and our place within it.

That is why every creation begins with a meticulous process. We are not a producer of mass events. We believe in detail, time, and the precision required to refine every element until it finds its place. Our ideas and those of our guests are woven together into a fabric of intention, detail, and meaning.

Like an orchestra, every collaborator forms part of the same equilibrium. Each person has a role within the composition, and respect among those who build it is essential to preserving its rhythm, harmony, and integrity.

This is not the work of a conventional agency. It is a creative direction practice.



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Our role is to curate and design the path through which our guests will move: through culturally rich destinations, meaningful encounters, artistic references, and places with soul. Each proposal is designed exclusively for our guests and, in certain cases, for people who have previously had access to DRACMA.

To take part in this process, we need something essential: trust. There will be moments when our guests must surrender to the curation, trust our decisions, and allow us to take them toward places, people, ideas, or experiences they may not yet know. For this reason, access to DRACMA begins through the referral of a previous guest or through a conversation with our team.

We do not understand what we do as mere entertainment. We conceive it as a medium through which knowledge, culture, art, and ideas can be shared; an opportunity to question ourselves, discover ourselves in others, and perhaps return from an encounter seeing something differently.

We deeply value the process. Everything begins with the first conversation, the first interview, the first call. From there begins the construction of a bond and an understanding of who our guests are, what moves them, what they seek, and what may resonate with them.

The process is not a means to an end: it is an essential part of what we create. And it does not end when our guests leave. Each encounter, each idea, each place, and each conversation continues to be assimilated, piece by piece, long after the moment has passed.

Everything is considered, from the first welcome to the final farewell, and even beyond.

Together, we may cross different worlds, guided by trust, curiosity, beauty, and wonder.

If this resonates with you, let this be the first step toward what we will create together.

WITH RESPECT, LOYALTY AND ELEGANCE,

DRACMA BY ANDAHUAR

EXPERIENCE DIRECTION STUDIO