

PARADISO

Press Release, Sept. 2024

[Paradiso](#) Announces Kick-Off Event in New York City, Launching an Unmissable Creative Week in Mexico

New York City, NY - Paradiso, a groundbreaking celebration of creativity and innovation, is excited to announce a special event at [NoHo Space by Automattic](#) (NYC) on September 25th, 2024. This event marks the start of an extraordinary journey leading up to Paradiso, a five-day immersive creative retreat happening from March 12th to 16th, 2025, in the vibrant city of Mérida, Yucatán, Mexico.

Initiated by [Héctor Ayuso](#), the visionary founder of the iconic [OFFF Barcelona](#), Paradiso is set to become a global hub for creators, artists, and innovators. With over 25 years of experience, Ayuso brings his unmatched passion for creativity to this new venture, providing a platform where beauty, art, and ideas converge.

The New York City event is a unique opportunity for the press and the creative community to get first-hands news, mix with fellow creatives, and join the official Paradiso Club.

On this occasion the film “The Other Side of Creativity” will reveal a first line up of speakers and artists participating in Mexico. The film is produced by [Codea](#), an innovative agency, in collaboration with [The Mill](#), recently involved in the VFX for Apple TV+ ‘*The Instigators*’, Martí Romances from [Territory](#), known for screen-graphics from ‘*DUNE*’ among other extraordinary IP’s, and [Echoic Audio](#) an award-winning music and sound design studio.

The Other Side of Creativity

Set in the enchanting [Salón Gallos](#), Paradiso is a celebration that breaks all the rules – it's an experience created by and for creators.

Paradiso is what the community has been yearning for - a place to truly connect. Attendees will get the chance to engage with artists on a personal level, build relationships with high-profile clients, and enjoy a creative, collaborative, artistic atmosphere.

This five-day celebration will take place in Mérida, Yucatán — Mexico's best-kept-secret haven, offering a perfect blend of content, connection, and growth in a paradisiacal location.

Participants & Supporters

"This is the highlight of our year. We can't be more motivated." Abuela Studio

"Paradiso sounds almost too good to be true! Yes, count me IN." Yoshi Sodeoka

"You just did it again. Can't wait to be part of this amazing experience!" Burton Rast

"This is a great responsibility and the best news of our entire career as studio. We are IN. Honored and extremely motivated." Codea Studio

"Paradiso sounds absolutely wonderful and I'm just honored to be part of it." Debbie Millman

"Super exciting news. You have an amazing line-up and thoughtful curation of event here. Looks amazing!" Paul K Lee, Director Clio Entertainment, The Clios

"This sounds absolutely incredible and exactly what I need just now!" Claire Graves, President of The Webby Awards

About Paradiso

Paradiso is the first creative-dream like honeymoon, a 5-days transformative retreat. It's a sanctuary for those looking to break free from the ordinary, where beauty, art, love and ideas come together. Paradiso exists to inspire, connect and expand the creative community. Everyone who's anyone will be at Paradiso.

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Press Material

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