

# PALMERAS

## PROPERTY DEVELOPMENT

*Interview for Exclusive Life Magazine*

Palmeras Property Development is a real estate development brand pushing the boundaries of innovation and creativity. We had a talk to owners Kristoffer Enger and Olivia O Wickerts to learn more about their company and why they chose Marbella as their home.

*Who is behind Palmeras Property Development and what is a day-in-the-life of the Palmeras office?*

Palmeras Property Development is a small company owned by Kristoffer Enger and Olivia O Wickerts. Together we have built a great supportive team around us. Our primary partners who we consult and work with on a daily basis comprises of our architect company AMES, our exclusive sales agent Solvilla and certain key professionals within the industry. Together with our key partners we come up with out-of-the-box ideas and innovations. Despite the stressful and time consuming nature of project management, our complementary skills and support for one another enable us to carry out several large projects at the same time. It has always been a top priority for us to find the right mix of people that share the same enthusiasm and dedication to work with ambitious goals. Surrounding ourselves with professionals with the same level of passion for their work as we have, is very important for us and something we believe has to be in place in order to be successful. A day in the life of PPD consists of continuously looking to develop all our areas of expertise, comprising of creative thinking to architectural and design innovation.

*Why have you chosen Marbella as the right destination for Palmeras?*

Marbella was a natural choice to start as a developer given that we have both been visiting the Marbella area since the year 2000. Initially, Kristoffer started buying villas during the financial crisis. The idea was to rent, do minor refurbishments and re-sell when the market gained traction. However, when we noticed the influx and demand of the new millennials, we saw an opportunity to develop the business concept further to high-end quality luxurious villas. On the



Interior photos: Elin Roderstand / Photo of Olivia and Kristoffer: Coco Rubio



back of this, we decided to create the Palmeras Property Development brand together.

***What makes you unique from other property developers on the coast?***

By pushing the boundaries of innovation and creativity in the development of luxury villas, we strive to achieve our main objective which is to adapt and maximize interior and exterior spaces with local surroundings, taking advantage of everything that the property has to offer. By integrating and combining the exterior with the interior, our ambition is to create a magical ambience throughout the villa thus resulting in the perfect inside/outside lifestyle.

***Can you share with us a recent project and why it stood out to you?***

We are very excited about our last project which was recently completed and expected to officially launch very soon. Until the official launch, we can only reveal a few details. Staying true to our main objective which is adapting and maximizing interior and exterior spaces with local surroundings, we are particularly pleased with the results achieved for this villa. With creative thinking we have managed to utilize both the interior and exterior space to its fullest, offering many attractive solutions not often seen in Nueva Andalucía.

The spacious interior living areas blend exceptionally well with the picturesque exterior entertainment areas, which combined results into the perfect inside/outside lifestyle.

***What exciting projects are you working on now and/or have scheduled for the year ahead?***

We have several projects, both ongoing and in the planning stage. In addition, we are adding two new projects to our portfolio with one being our first ever newbuild project. This is particularly exciting to us since this will give the opportunity to build the villa of our dreams without the limitations reform projects have.

***What can a client expect when working with Palmeras?***

Buyers of our villas will quickly notice how much we emphasize quality, attention to details and the use of luxury brands known for their superior quality. Important to also mention the service level we offer new owners. We always do our best to make sure the new owners are given as much information and service about the villa, in order to ensure a smooth transition and positive experience in the months after takeover.

***Can you talk us through your process?***

A number of factors have to be in place for us to take on new projects. However, the best ob-

jects for us are often the ones where the value potential is hidden and we need to be creative and innovative to visualize the final outcome and potential.

Through multiple visits and brainstorming sessions together with AMES, we visualize the potential the villa has to offer and act accordingly with the main objective to adapt and maximize interior and exterior space with local surroundings, taking advantage of everything that the property has to offer.

***And finally, what is, in your opinion, the best thing about living in Marbella? Do you have any secret recommendations (maybe a restaurant or beach) that you can share with our readers?***

For us, the best thing about Marbella is the location and the area's vast opportunities. One-hour east, you can enjoy the big city pulse of Malaga, one hour west you can enjoy the fantastic bohemian surf town of Tarifa, while two hours north skiing in Sierra Nevada can be experienced. The large variety of things to do here combined with the people living here from all over the world, Marbella is a fun and interesting place to live.

Our favorite Palmeras spot is Boho Club – a newly opened restaurant with an amazing ambience. Great interior, food, cocktails and a unique hip-luxury vibe.