

Líderes Mexicanos recognizes the success and trajectory of Alexis Elias



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<https://lideresmexicanos.com/entrevistas/desafios-arquitectonicos-alexis-elias/>

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His perspective at the time of choosing his profession was within the sphere of art, on the one hand, there was music in addition to cinema and architecture, which he opted for as a personal decision and absolutely assumed by him.

Being in the works since childhood, knowing the work behind a hotel or a building caused **Alexis Elias** to decide on this career and leave the music to his private delight.

Text: Jesús Isaac González

Figures such as **Luis Barragán**, **Mathias Goeritz**, **Jean Nouvel**, or **Bjarke Ingels** have been part of his personal image as **an architect**. "I really like the work of architects who do not stay in average terms but propose different things. I worked in different offices while I was a student and when I returned to Guadalajara I joined **Elias Elias**, to take charge of a development of houses, where in addition to the architecture part I saw the part of the development of the business," he told us.

The design of the spaces and the management of the costs to understand and interpret what is desired from customers and what is possible in market conditions are equally important for **Alexis**.

"It is essential **to speak the truth to those who are investing** their money so that we are all on the same channel. Being in both parts of the business you know what a line we draw means: materials, costs, that make a project viable or not."

The **aesthetic**, functional, and economic **parts** are the three feet where any architectural project is sustained, and by achieving its healthy balance the architecture acquires a higher value. "When you leave university you bring ideas such as majestic projects, madness, however, the reality is different, there is always a budget, an estimate where you have to fall. This is where creativity and talent are tested to combine the aesthetic with the economic part, with which **different** and above all viable **things** can be **achieved**," **Alexis Elias** explained to us.

The Beginning

Elias Elias began as an office of two brothers, Alexis' father and his uncle, which has had a process of evolution that allowed Alexis to integrate in 2000. "In 2005 we began to take a look at the United States market, we wanted to put an office here, with a **real estate project** in Florida from some houses, the same thing we did as developers in Mexico. It was a year later that I decided with my wife to come and live in Miami."

They opened an office from where Alexis took charge of this new market for **Elias Elias**, at the same time they began to have more **interior design** work and **remodeling**, both room and commercial houses.

"**We started in Miami** and then other jobs arrived in Florida, Colorado, New York. Miami is the heart of Latin America, so many people have come to live or have their second residence here."

This is the real potential of a market that continues to grow and that is highly valued by people of high purchasing levels. "This also causes there to be a lot of demand for interior design, architecture, construction services. It is a very specialized market, especially because a permit is required for everything you do, which means that when you hire a service you have the due experience as we have it," he shared with us.

Unlike other states in Florida, more residential condos, second homes, or vacation homes are built and their surplus value is greater, all this combination means that the attention that **Elias Elias** has paid to this part of his business has been concentrated since Alexis' arrival.

"The projects we have in Mexico continue, I also participate, especially in the specialty that we have which is the hotel industry, where we are known for our *know-how*. My father began working with **Quinta Real Hotels**, both in design and in operation and participation in the business. When he left that company they kept looking for him for third-party hotel projects of all kinds."

Among the brands with which they have worked are the **Grand Velas of Nuevo Vallarta, Riviera Maya, and Los Cabos**, which were also designed with the concept of luxury All-Inclusive. "Right now we are making a hotel with almost a thousand rooms in **Riviera Maya** and another in Tulum. After 15 years of presence in Miami we are also beginning to make ourselves known on the subject of hospitality, which is not easy," he acknowledged.

The trajectory that **Elias Elias** has in our country translates into the guarantee of a name unlike what occurs in the United States, where the market is required to know them to develop new projects.

"Right now we can say that **the world has already changed**, especially in the interaction with work and in our daily life, which should make us understand that things are no longer the way they were, so many markets will change irremediably."

Impact

As **architects** and **designers**, they have analyzed the impact that will be in the hotel world, the changes that will occur in the operational, functional, design part. "The way in which one is going to live with others is an issue that will be critical, that is where we have to make the best proposals. The **residential market** will be transformed into un coworking-*living spaces*, so spaces will have to be designed where you have a healthy coexistence between the personal and work part," he explained to us.

The situation that hotels go through at this time has led them to consider the possibility of **transforming them into rental housing spaces**, in addition to their service within the hotel industry.

"That's where we are and that's where **this and other markets will be transformed**. This requires us to be making proposals all the time to face the changes that are being presented."

The negative part of the pandemic for the firm has been the cancellation of different **projects** they had, both in the United States and in Mexico, which also leads them to end up accepting the reality of the business.

"On the positive side I can say that **living with the family** is something I have thanked for all this because I have realized that it is possible to combine that fundamental part of my life with my work," Alexis said.

To conclude, **Alexis Elias** is very proud of what they have achieved both in Mexico and in the United States and other parts of the world, which is undoubtedly the result of a very precise philosophy. "Since the firm was founded we have developed the philosophy where we design, build and develop spaces that go beyond functionality and aesthetics. We make Art of Function."



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