

COYA

BEACH

SAINT TROPEZ

TROPICANA

GENESIS OF A VISION

On the legendary lands of Pampelonne, where Brigitte Bardot immortalised the French art of living, a new page is being written. COYA transcends the ordinary idea of a restaurant space to become a theatre of emotions.

This terrace will never again be a mere place of passage. It becomes a stage where every moment turns into an unforgettable memory, where Peruvian culinary excellence meets Mediterranean sophistication in an exceptional architectural setting.

"Art is born of the dialogue between the impossible and the obvious"













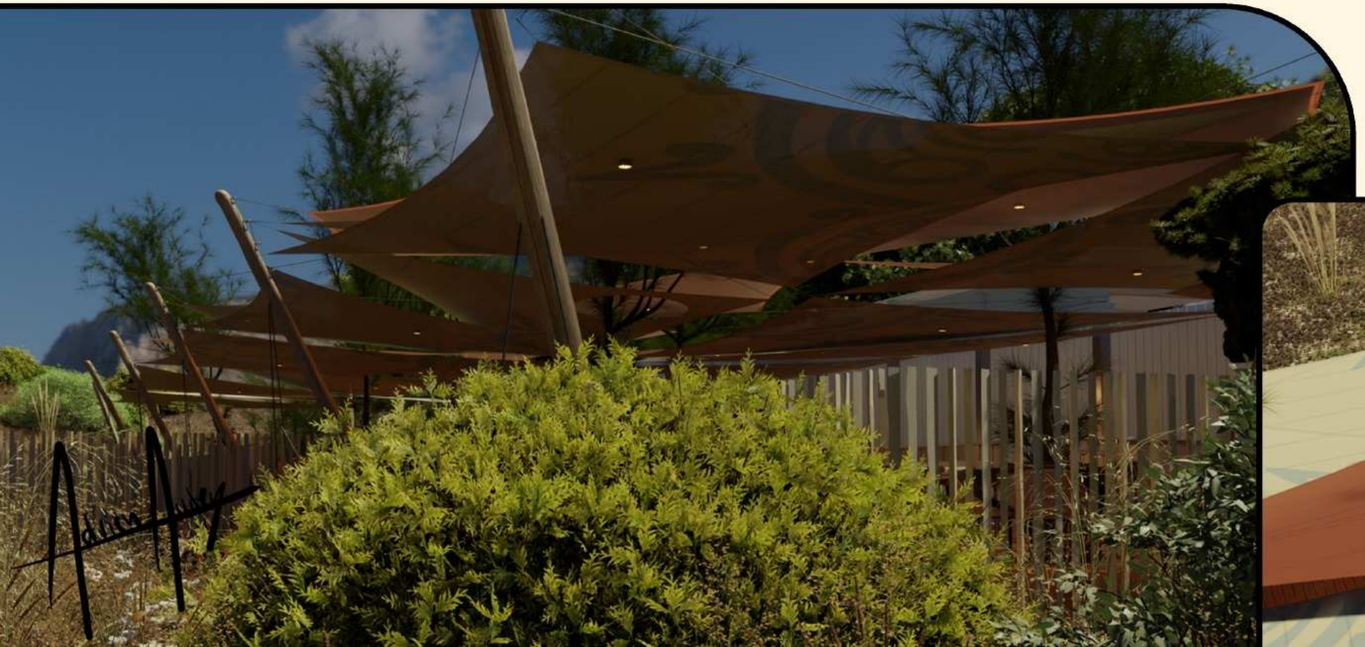
PHILOSOPHY OF INTEGRATION

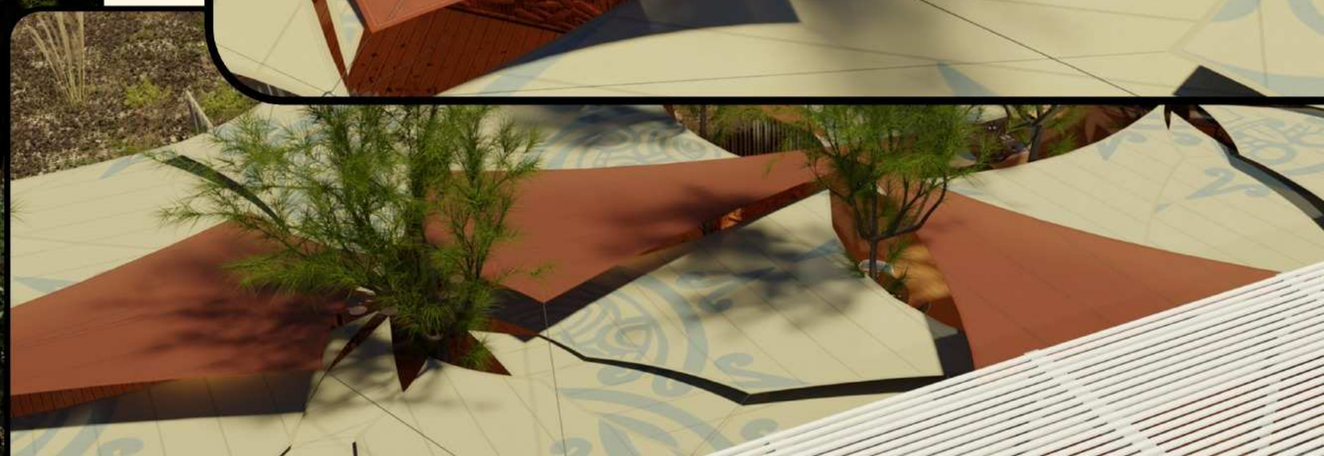
Each existing tree becomes a partner in this composition. The sails embrace their silhouettes, pass through them with delicacy, and create that unsettling symbiosis in which plant and textile seem always to have danced together.

This reverent approach turns constraints into creative opportunities. The black locust masts rise according to a learned geometry; their inclinations follow the prevailing winds, their positions respect the existing ecosystem while harmoniously structuring the space.



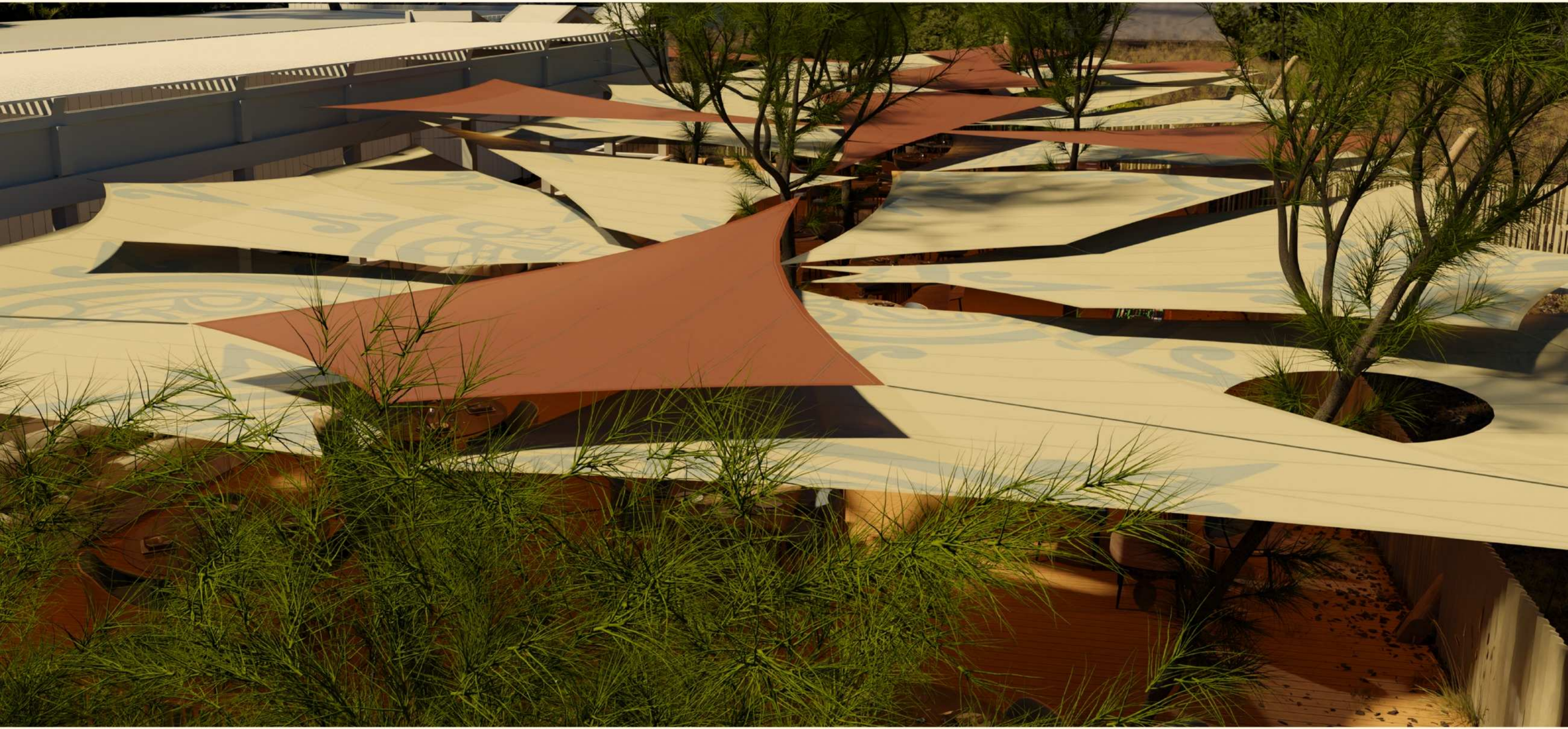


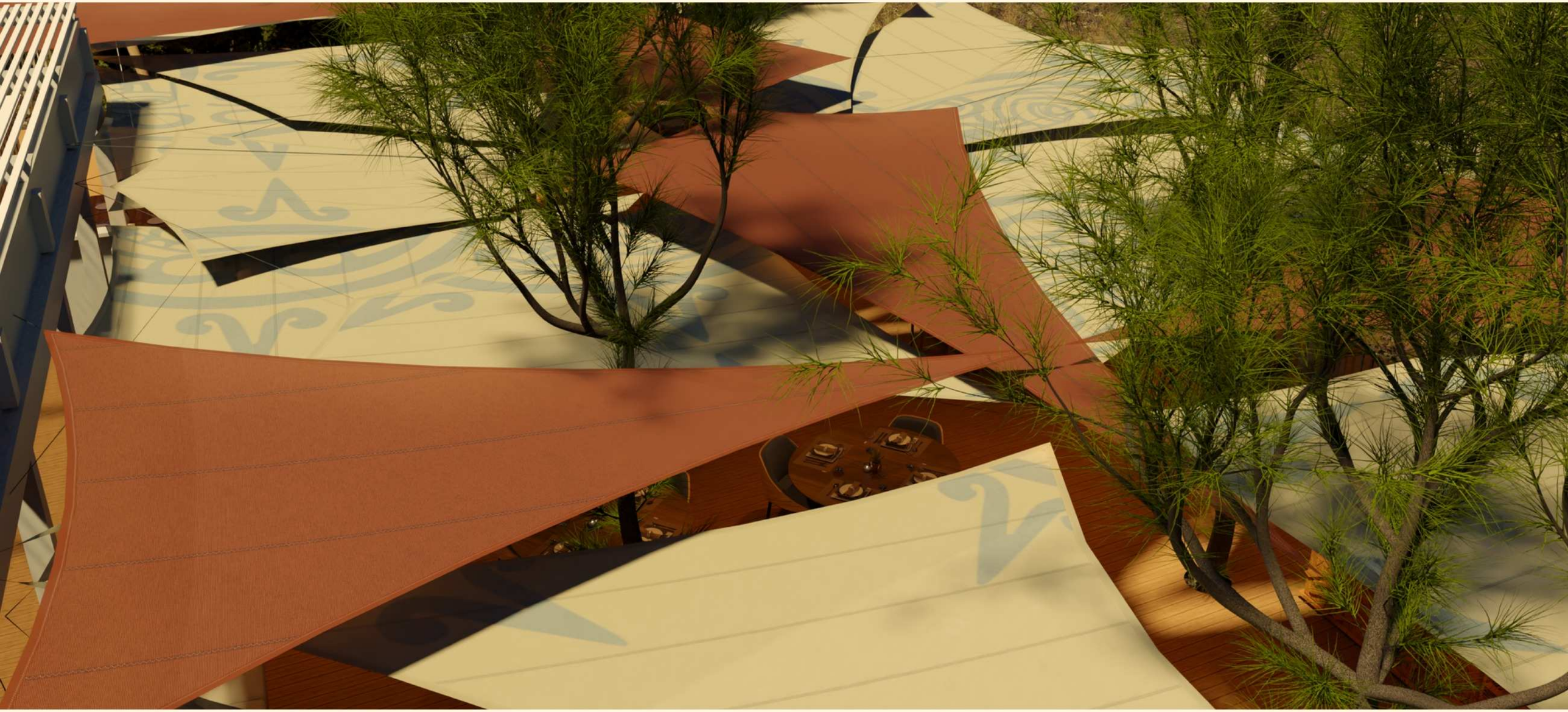












THE AESTHETICS OF LIGHT

The golden dawn filtered through these pearly sails announces the promise of precious moments. At noon, the perfect shade tempers the Mediterranean heat and offers the coolness that enhances every tasting. In the evening, the integrated lighting turns the space into a hushed cocoon where refined conversations and crystal-clear laughter resonate.

These perpetual plays of light and shade create ever-renewed atmospheres and endlessly reinvented perspectives. Each sail becomes a giant prism, modulating intensity with the hours, revealing the hidden beauties of the Saint-Tropez landscape.











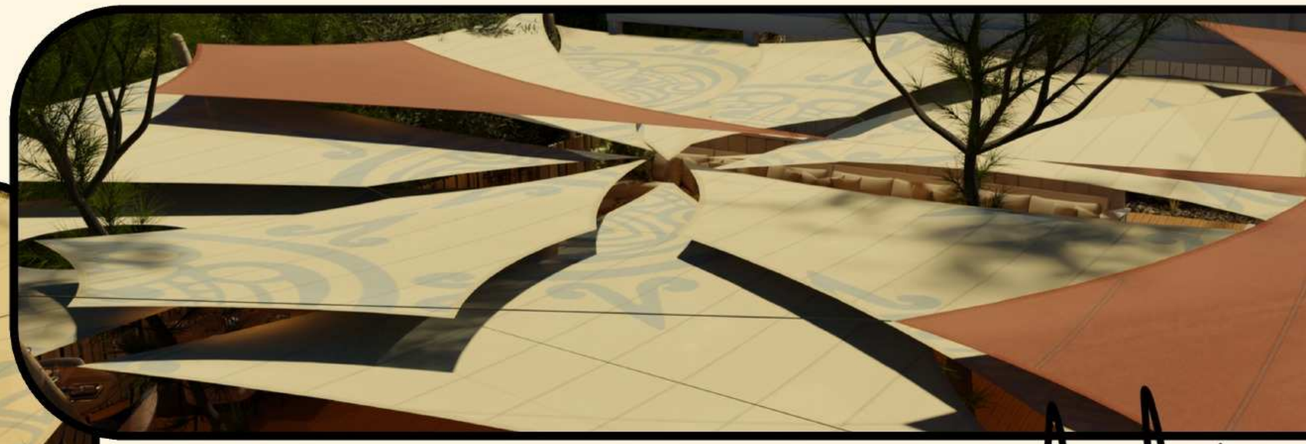
CULTURAL SIGNATURE

The COYA motifs, delicately woven into the sails, build a poetic bridge between Inca heritage and French elegance. These designs do not decorate — they tell. They evoke the ancestral textiles of the Andean highlands while embracing the aesthetic codes of Pampelonne.

This cultural encounter is expressed in every detail: colours recalling Peruvian earth, forms evoking traditional craftsmanship, yet reinterpreted with contemporary refinement. The COYA identity finds here an authentic spatial expression, anchored in an exceptional territory.







NOCTURNAL ORCHESTRATION

As the last glimmers of twilight fade, the space reveals its second nature. Subtly integrated lighting sculpts volumes, caresses textures and creates an atmosphere of rare intimacy. The sails become luminous screens casting golden reflections.

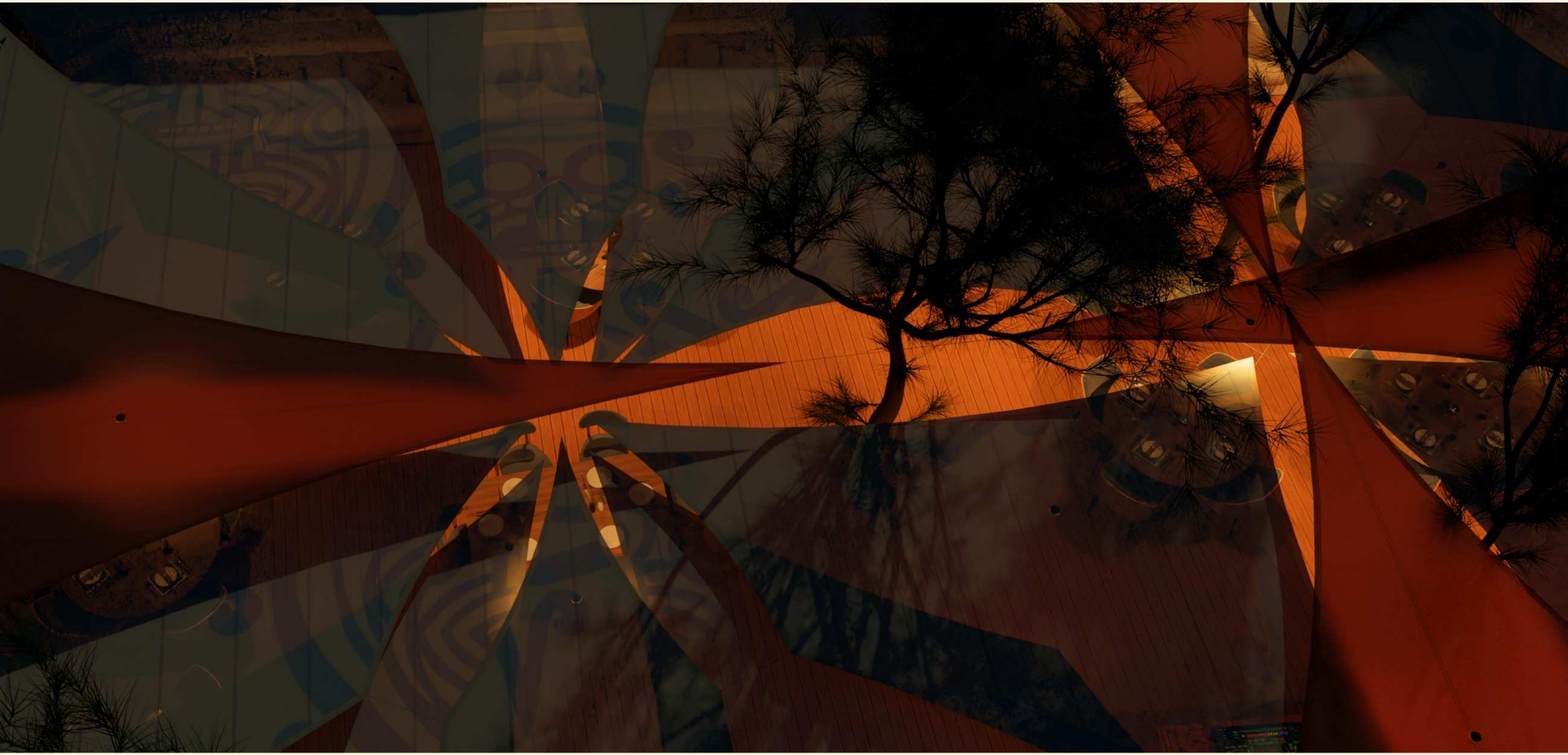
This nocturnal scenography allows festivities until the first hours of dawn. Sound carried naturally by the textile architecture, warm resonances amplifying the pleasures of conversation: perfect acoustics for memorable evenings in the Saint-Tropez legend.















"COYA REVEALS MY PHILOSOPHY: TURNING EVERY CONSTRAINT INTO A CREATIVE OPPORTUNITY, EVERY SPACE INTO A UNIQUE SENSORY EXPERIENCE. MY SAILS DO NOT MERELY PROTECT — THEY SCULPT THE MOMENT AND REVEAL THE HIDDEN SOUL OF PLACES. FOR TRUE ART BEGINS WHERE THE OBVIOUS ENDS. YOUR PROJECT DESERVES THE SAME EXCELLENCE. TOGETHER, LET US CREATE THE EXCEPTIONAL."



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