

# ATLANTICA



Pierre Schnebelen, legendary builder of more than 40 luxury destinations worldwide, commissioned GIRVIN to manage all communications for his masterwork. A development of phenomenal scale and vision, Atlantica, was imagined as a “fly-in, yacht-out” luxury resort enclave in the Dominican Republic.

Working in partnership with the fund group Laurus, GIRVIN created a strategy workshop that including marketing and development management teams from Paris, Los Angeles, NYC, and the Dominican Republic, to market and define the property, brand management and all collateral.