



[News](#)

[About us](#)

PLANET  MARBELLA

[About Marbella](#)

[Contact Us](#)

Be Lagom aims to break new ground


19TH SEPTEMBER 2018 | IN ANDALUCIA, BUSINESS, ENVIRONMENT, MARBELLA, PROPERTY, SPANISH LIFE | BY GILES BROWN

TRE's very own rock legend and petrolhead, showcases his best interviews from the world's of Rock and Racing!



International promoter Altur Homes today launched Be Lagom, one of the most exclusive and groundbreaking promotions on the Costa del Sol.

CEO Javier Hernandez, Chief Operations Officer Marina Romero and Benahavis Mayor Jose Antonio Mena held a press conference to explain the unique project



Giles' Rock n' Racing Sho
Talk Radio Europe


[Bruce Jones: Formula One 2019: The Carl...](#) 26:01

[Brian Hiatt: Bruce Springsteen: The stori...](#) 17:10

[Eamonn Forde: 'The final days of EMI'.....](#) 20:20

[Phil Lancaster: 'At the Birth of Bowie – Lj...](#) 18:39

[f](#) [t](#)



RECENT POSTS

- Monday Motivation – The Sugar Rush
- It's time to Fro!!k!
- Polo on the Playa!
- Beach Polo comes to the Kempinski
- Keyboard Warriors



Set in a singularly beautiful location with spectacular views over the Mediterranean, Be Lagom will comprise of 13 luxury villas, inspired by sustainability, organic food and the circular economy.

Situated over a total area of 14,000 m² in the area of La Alquería, the project will boast over 5000m² of Mediterranean gardens, with organic fruit orchards, an abundance of flowers and trees and stunning landscaping. The villas, which will start at 1.2 million euros, are aimed at buyers from countries such as Norway, Sweden, Belgium and the UK in search of a second home of quality and numerous services.

Boasting viewpoints and rest areas, as well as co-living spaces, Be Lagom is more than a residential development – it is a way of life promoting networking and a collaborative economy.

The Be Lagom Concept

Lagom is a Swedish word that enhances the virtue of the midpoint and means “the right amount”, avoiding excess and extreme limitation. This allows us to better understand what makes us happy and what works for our mental well-being.

Deals on places to stay in Marbella

1-night stay (Fri 17 May - Sat 18 May)

VIME La Reserva de Marbella -36% ~~€ 89~~ € 57

★★★★₄₈

Hostal Plaza San Pedro -18% ~~€ 55~~ € 45

★₁₅₈₅

Don Alfredo -12% ~~€ 80~~ € 70

★★₂₆₅

Vincci Selección Estrella del Mar -22% ~~€ 253~~ € 198

★★★★★

[See all deals](#)

ADVERTISERS

The term is combined with the idea of just “Being” hence “Be” and implies the meanings derived from the philosophy of life to which the term Lagom refers.

The Be Lagom project has received the international Breeam certification, a world-renowned method to assess the sustainability of buildings in up to 10 technical aspects, including Health and Wellbeing, Energy, Water, Ecological land use, and innovation.

Increasingly, people are aware of the need to live in a sustainable manner. Be Lagom is a unique real estate project that will make the way of life of its residents an example of the so-called circular economy that is so in vogue in recent times.

Be Lagom aims to be a real estate project that will establish the circular economy in homes and that firmly believes that the preservation of our resources is a shared responsibility of all sectors.

With an investment in the project of approximately € 15,000,000, work will begin in November 2018 and the construction time will be between 18 and 20 months.

