

# Do Not Disturb

## NOAM GROUP: THE ARCHITECTURE OF INTIMACY

To understand Noam Group is not to begin with what it offers, but how it feels.

Noam is not a brand. It is a philosophy. A quietly powerful presence in the world of private hospitality, born from the belief that the rarest form of luxury is not one that declares itself but one that simply is. Natural. Instinctive. Undisturbed.



Founded by Michelin-trained chef and visionary host Noam Bounekala, Noam Group has redefined the contours of ultra-private travel. More than a collection of extraordinary villas, it is a carefully crafted world of soul-filled spaces where everything has been chosen with intention. From Dior tableware to silent logistics, from hidden entrances to spontaneous barefoot dinners under the stars.

At the heart of Noam's philosophy is a deep reverence for graceful hosting, a return to the art of being cared for without performance. Every guest is welcomed by a team who live the rhythm of the house: a villa manager, private chef, housekeeper, butler, and concierge, all attuned to the subtlest preferences of those they serve. They do not intrude. They belong. Present but unseen, orchestrating every detail with the lightest touch.

### **Privacy as a State of Being**

In the world of Noam, privacy is not simply about location. It is about the choreography of time and space. It is the ability to move through a home that feels like yours, guided by a service that never interrupts, only enhances. It is the ease of arriving without needing to check in, of waking to your own rhythm, of meals unfolding as rituals rather than routines.

From the world's largest private aquarium in Bora Bora to secluded European sanctuaries, each residence under the Noam umbrella is exclusive to the group in both management and spirit. The homes are not staged. They are lived in. Crafted with natural textures, ambient light, and a warmth that transcends design, they offer something far more profound than perfection. They offer belonging.

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## **In Harmony With the Guest's Tempo**

Noam Group's approach to service aligns with the essence of slow travel. Nothing is rushed. Nothing is templated. Whether it is a regenerative wellness ritual at dawn, a private gallery opening at dusk, or a surprise fire-dancer dinner under the Milky Way, every experience flows from the individual preferences of the guest. The result is not a holiday. It is a homecoming.

Concierge services extend well beyond check-in and check-out. Transitions are seamless and natural. From private air to private dock, from packed lunch to passed plates shared with loved ones. And should a guest imagine the impossible, Noam begins there. Quietly. Reverently. Without spectacle.

## **A New Definition of Responsible Luxury**

Sustainability at Noam Group is not a feature. It is a discipline in disguise. Subtle prompts encourage conscious choices, like a custom cushion to request linen changes or minimalist symbols inviting guests to reuse towels. Behind the scenes, smart home systems optimise energy use, and where possible, the group works closely with regional farmers, fishermen, and artisans. Every decision, from sourcing to design, is made in service of community, environment, and beauty.

This is sustainability without compromise. A gentle invitation to tread lightly while experiencing the fullness of life.

## **Why Noam Chose Do Not Disturb**

Until now, Noam Group has never participated in a trade show. It is not, after all, a brand that courts attention. But Do Not Disturb is different. It is not a marketplace. It is a mirror. A space that reflects the values of intimacy, seclusion, and elegant restraint that define Noam.

“We chose Do Not Disturb with intention. It is the only platform that speaks our language. Quietly, but with conviction.”

And that is Noam's way. To speak only when needed. To remain quietly mythical to the world. And to reveal itself only to those who are truly listening.



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## **For the Guest Who Seeks More Than a Stay**

Noam guests are not tourists. They are storytellers, visionaries, dreamers. They are families in search of reconnection, couples celebrating life's milestones, individuals who understand that true luxury is not what you see, but how you feel.

As captured in Robb Report, one guest remarked that they would forgo any five-star international resort just to return to Noam if there was availability.

Because once you have stayed with Noam, everything else feels too loud.

And that is precisely the point.

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