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INTRODUCING ATMA: A REVOLUTION IN WELLBEING BY AMAN GROUP

New global hospitality brand announced with ATMA Miami as the inaugural destination

10 November 2026 – Today, Aman Group, the world's leading hospitality and lifestyle group behind Aman and Janu, announces the launch of **ATMA**, a new ultra-luxury brand pioneering **performance living as the ultimate investment in self**. The brand will focus on advanced wellness programming and world-class sport facilities, which have been developed exclusively **by ATMA Global Partner Novak Djokovic**.

ATMA celebrates a life lived more deeply alongside nutrition-led dining, innovative design and experiential entertainment. Meaning 'the spirit' or 'the true self' in Sanskrit, the brand will span urban and remote settings, with the first destination **ATMA Miami** comprising **a hotel, branded-residences and ATMA private members club**. Inspired by the exceptional foundations and **38-year legacy established by Aman Group**, ATMA innovates at the cutting-edge of wellness optimisation, sport and performance with a dynamic programme of transportive events and experiences, to define the future of hospitality. Designed for those with ambition to live fully, in all aspects of life, the brand balances precision with humanity, performance with pleasure and effort with recovery.

Rooted in Aman Group's existing multi-year relationship with one of the world's most acclaimed and record-breaking athletes, **ATMA has formed a global partnership with elite tennis champion Novak Djokovic**. Drawing on his expertise honed over years competing at the highest level, Djokovic will lead the brand's longevity, nutrition, racquet and wellness programming, forming the foundation for ATMA's wellbeing philosophy.

With Miami's evolving global stature and dynamic energy, the city is a fitting first home for the brand which will be **located in the financial district at a seafront address in Brickell**. Immediately connected to the five-mile Baywalk waterfront on Brickell Bay Drive, ATMA Miami rises among the **tallest towers in the city**, with far-reaching views over Biscayne Bay. Access to ATMA's own marina, adjacent the property, further enhances the experience, connecting residents and guests to the waterfront and life on the bay.

Designed by SHoP Architects, the sculptural tower rises from a landscaped podium, with curved balconies and floor-to-ceiling windows merging the futuristic architecture with the bay. **Interiors**

by Studio Paolo Ferrari balance natural forms with engineered precision, sensorial appeal with sophisticated materiality. Monolithic architecture meets biomorphic design, furniture is shaped naturally to the human form and ambience adjusts sensitively to residents' and guests' circadian rhythm.

With performance and optimisation integral to the ATMA experience **a 120,000-square-foot spa and wellness centre is set to be one of the largest of its kind in Miami.** Designed in exclusive partnership with Djokovic, for all-day performance and recovery journeys, the facility includes a comprehensive racquet club with indoor tennis, padel and other sports courts for seamless year-round training overlooking Biscayne Bay. Existing alongside, will be an expansive results-driven fitness centre, incorporating cutting edge technology with state-of-the-art high-intensity group and private training studios, mobility and conditioning labs, medical wellness centre and dedicated recovery spaces.

Set to become a hub of vibrant dining and entertainment ATMA Miami will offer a range of nutrition-optimised wellness concepts and signature dining destinations to convivial bars with live music and energising performance and events spaces.

The ultimate experience of the brand's **performance-driven lifestyle** is experienced through its **ATMA branded-residences** consisting of one-to-five-plus bedrooms, alongside six-bedroom penthouses, set at the pinnacle of the 1,049-foot supertall tower. Residences provide unobstructed east-to-west views and are delivered with the precision, exclusivity and industry-leading service standards synonymous with Aman Group's operational legacy. In addition to the hotel's amenities, residence owners will enjoy the exclusive use of a range of **dedicated facilities**, including a private pool, fitness centre with yoga and personal training studios, thermal spa facilities, a residents' lounge and co-working space.

Owners are also granted priority nomination to join the invitation-only racquet focussed **ATMA Club**. In addition to regular dining, wellness and entertainment programming, members of ATMA Club will receive preferred access to the marina, spa and wellness centre, and restaurant and social spaces, alongside personalised service tailored to meet individual needs.

Reflecting on the launch of ATMA, **Chairman and CEO of Aman Group, Vlad Doronin, commented,** *"For close to four decades, Aman Group has set the benchmark for exceptional design, privacy, unparalleled service and transformative experiences. ATMA builds on that legacy to create a new awakening in hospitality, one that brings together wellness, performance,*

longevity alongside innovative design and experiential events. Appointing Novak Djokovic as ATMA's Global Partner, and working together to create a new frontier of wellbeing, is a meaningful evolution of our collaboration. With the introduction of ATMA Miami, as the first expression of the brand's vision, we will create an extraordinary destination that embodies the energy of the city while pioneering the future of performance living."

ATMA Global Partner, Novak Djokovic, commented on the announcement *"Throughout my career, I have learned that true performance is built on balance, where training, recovery, nutrition and mental wellbeing work together to support longevity and sustained excellence. I am excited to continue my relationship with Aman Group in my contribution to ATMA, a brand that mirrors my own philosophy so closely. Developing wellness programming and state-of-the-art facilities, with the ambition to inspire people to live with purpose and perform at their best, ATMA Miami will sit at the pinnacle of what performance living can achieve."*

ATMA Miami is developed by OKO Group and Oak Row Equities, with scheduled completion in 2031.

To enquire about ATMA Residences availability, further information or to arrange a private appointment, please contact residences@atma.com

WEBSITE

IMAGES

ABOUT AMAN GROUP

For over three decades, Aman Group has established itself as one of the world's most respected luxury hospitality operators, with a portfolio of 36 hotels, resorts and branded residences across 21 destinations, with a robust pipeline of future projects under construction. Defined by an uncompromising approach to service, Aman consistently delivers one of the highest staff-to-guest ratios in the industry, setting a global benchmark for operational excellence.

In recent years, Aman Group has grown to offer its coveted lifestyle beyond the parameters of its havens, with Aman Skincare (2018), supplement range Sva (2020), Aman Fine Fragrance (2020), ready-to-wear collection Aman Essentials (2021), performance skincare line Aman Essential Skin (2023) and Aman Interiors (2023), offering bespoke furniture designs inspired by the world of Aman.

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With innovation a cornerstone of the brand's philosophy, in 2020 Aman introduced a new hotel brand, Janu – meaning 'soul' in Sanskrit. Janu energises and inspires with transformative spaces, innovative dining destinations and state-of-the-art wellness facilities at unprecedented scale, offering a new expression of hospitality. In March 2024, Janu's inaugural hotel, Janu Tokyo, opened its doors and several forthcoming Janu hotels are already in development.

Launched in 2026, ATMA defines the future of hospitality, pioneering a new expression of performance-led wellness. Backed by Aman's operational leadership and global expertise, ATMA brings an active, science-backed approach to elite sport, wellness and hospitality, while maintaining the same rigour, precision and service standards that define the Aman Group.

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