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# PRESS RELEASE

## A New Model of Global Power Emerges in Miami

*The Embassy of Nature (TEON) enters the United States with the launch of Casa Ecuador, turning identity into capital*

**Miami, FL (May 5, 2026).** – During one of the moments of greatest global visibility of the year, The Embassy of Nature (TEON) enters the United States with the launch of Casa Ecuador, a cultural platform that introduces a new model at the intersection of identity, capital and global influence. Presented in Miami, one of the most diverse and internationally connected cities in the United States, Casa Ecuador represents the arrival of a new framework of global thought, where nature, culture and heritage are redefined as strategic assets within economic and diplomatic systems.

TEON operates under principles of functional sovereignty, working across countries, regions and continents to integrate these assets into global systems through two central agendas: environmental capitalism and cultural capitalism. Ecuador stands at the center of this moment not by coincidence, but by principle, serving as the foundation of this global vision, as it is the first nation in the world to recognize the rights of nature in its constitution.

Located in the iconic Versace Mansion, Casa Ecuador was not chosen by chance, but by design. Inspired by the architectural legacy associated with the house of Christopher Columbus, the venue carries a symbolic resonance linked to the cultural origins of the Americas, becoming a powerful setting to honor identity, heritage and shared history.

The platform officially opened on Friday, May 1, with an inaugural ceremony and ribbon-cutting attended by Luis Felipe Fernández Salvador y Campodonico, 6th Marquis of Lises and President of TEON; Ambassador Verónica Aguilar, representing Ecuador; and Ambassador Belén Alfaro, representing the Kingdom of Spain. Also present were Alejandra Oraa, a multi-Emmy Award-winning journalist, and Raphaël Träpp, Consul General of France in Miami—to whom the Marquis of Lises presented TEON's recognition award: a replica of the Palanda vessel, the oldest known artifact evidencing the use and domestication of cacao in the Upper Ecuadorian Amazon, the archaeological study of which was conducted with the support of the Government of France.

On Saturday, May 2, Casa Ecuador reached its highest expression with a gala hosted by Ecuadorian actress Shany Nadan, internationally recognized for her portrayal of Manuela Sáenz in the Netflix series about Simón Bolívar. The gala brought together a powerful cross-section of Miami's local and international elite, along with artists such as Julio José Iglesias, personalities such as former medalist and Ecuadorian Olympic world champion Jefferson Pérez, global figures, policymakers, ambassadors and high-level leaders, representing the role of the city as a global cultural and diplomatic bridge, and marking the formal arrival of The Embassy of Nature and Casa Ecuador in the United States.



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Also, recognition was granted to TEON's strategic allies, such as Viliami Va'inga Tōnō, Permanent Representative of the Kingdom of Tonga to the UN, Terrance Drew Jr., who represented the Prime Minister of Saint Kitts & Nevis; Annabella Azín, assembly member and mother of the President of the Republic of Ecuador, among others.

The evening was marked by a defining institutional moment: an official proclamation presented by the Mayor's Office of Miami Beach, declaring May 2nd as the "Day of Luis Felipe Fernández-Salvador y Campodónico, VI Marquis of Lises (Kingdom of Spain)" in the city, in recognition of his global vision and leadership. The gala unfolded as a multisensory experience, wherein gastronomy served as a vehicle for storytelling, blending ancestral wisdom, cultural essence, and contemporary innovation.

Conceived by the Marquis, explorer, filmmaker and investor operating at the intersection of culture, finance and environmental diplomacy, and founder of Impossible Properties, a platform that redefines real assets through milestone-driven value creation, Casa Ecuador reflects a broader vision: that of reimagining nations not as destinations, but as sovereign narratives capable of generating cultural, economic and geopolitical power.

Luis Felipe represents a new archetype of global leadership: a strategist whose work connects heritage, finance and environmental diplomacy. His trajectory reflects a consistent thesis: that culture and identity are the next frontier of capital. His multidisciplinary impact extends into cinema and global storytelling, with works recognized at the highest level. Among them stands out Ecuador's nomination to represent the country at the Academy Awards with his film *A Son of Man*. Likewise, he has been selected at prestigious festivals such as Cannes and the Toronto International Film Festival, and has received international recognition for projects that amplify indigenous voices and promote environmental narratives.

Among his distinctions are the United Nations SDG Golden Millennium Award, the "Vicente Rocafuerte"—the highest honor for merit bestowed by the National Congress of Ecuador—the Eduardo Kingman Cultural Merit Award from the Chamber of Commerce, and the Hispanic Excellence in Global Impact Award, presented at President Trump's Mar-a-Lago estate, among other recognitions that underscore his role in connecting Latin America's biodiversity with global ecosystems of policy and investment.

In 2023, he presented The Embassy of Nature (TEON) at the United Nations, an ambitious global initiative designed to position nature as a sovereign economic and diplomatic actor, capable of being integrated into financial systems and international cooperation frameworks. At the core of this vision, the Marquis defines a paradigm shift in the global economy and cultural power: "Nature is the most undervalued asset in the world today. Through The Embassy of Nature, we are building a system in which culture and biodiversity become capital, enabling countries like Ecuador to emerge as strategic actors in the global economy."

In a world increasingly defined by intangible assets, The Embassy of Nature emerges as a new global force with the launch of Casa Ecuador in Miami. A new paradigm begins to take shape: one in which nations are no longer measured solely by their resources, but by their ability to transform identity into value, culture into capital and biodiversity into a strategic global asset.



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## Multimedia

Photos:

[https://drive.google.com/drive/folders/1AJVLf8ESePfSMulZpVsRf-QDj1H\\_25o5?usp=sharing](https://drive.google.com/drive/folders/1AJVLf8ESePfSMulZpVsRf-QDj1H_25o5?usp=sharing)

Videos:

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