Dharma Dual Living Connects Real Estate Investment with Medellín's New Era of Entertainment

Five minutes from DAVIarena, Dharma Dual Living offers Colombians in the U.S. a new way to invest in Medellín through Real Estate, Hospitality and Entertainment

Rendering of Dharma Dual Living, Grupo Colviva's residential and hospitality development located approximately five minutes from DAVIarena in Sabaneta, south of Medellín | Grupo Colviva

MIAMI, FL, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- OWN THE STAY. LIVE THE EXPERIENCE.

Medellín is entering a new chapter in its transformation. After gaining international recognition for its culture, gastronomy, music and tourism, the city is adding a major new entertainment venue: DAVIarena, a multipurpose arena set to officially open on November 14, 2026, with a performance by Juanes.
Five minutes away, Dharma Dual Living, developed by Grupo Colviva, combines residential real estate, professionally managed hospitality and an official accommodation partnership with DAVIarena.

The project is now being introduced in Miami, a strategic market for Grupo Colviva and home to a significant Colombian community interested in investing and maintaining a connection to Medellín.

DAVIarena projects 75 events and approximately 650,000 attendees in 2027, with an estimated economic impact of nearly COP 350 billion for the region, generating activity across hospitality, dining, transportation, retail and tourism.

DAVIarena: A New Catalyst for Medellín's Entertainment Industry

Located in Sabaneta, in the southern Aburrá Valley, DAVIarena will accommodate approximately 18,000 guests. As of August 2026, construction was 90% complete, and its programming already includes Juanes, Chayanne, Rubén Blades, Martin Garrix, Beéle and Kris R.

The venue was designed by HOK, the international architecture firm behind projects including Mercedes-Benz Stadium in Atlanta and Etihad Arena in Abu Dhabi. Backed by an initial private investment of approximately USD 80 million, DAVIarena is part of a broader development integrating entertainment, public spaces and new infrastructure.

Medellín Expands Its Position on Latin America's Entertainment Map

Medellín already attracts international visitors through its music, gastronomy, culture and urban transformation. DAVIarena expands the city's capacity to host international tours, sporting events, conventions and large-scale entertainment throughout the year.

The impact extends beyond the venue itself, creating demand across hospitality, transportation, restaurants, retail and tourism while bringing new activity to Sabaneta and the southern metropolitan area.

This is precisely where Dharma comes in.

Dharma Dual Living: Officially Connected to the DAVIarena Ecosystem

Dharma brings together three verticals typically offered separately: REAL ESTATE · HOSPITALITY · ENTERTAINMENT

Each buyer acquires a deeded residential property that can be used personally, leased traditionally or incorporated into Dharma's professionally managed short-term rental operation.

In 2024, Dharma formalized an alliance with what was then known as Arena Primavera, becoming an official accommodation partner of the arena. The partnership connects entertainment and hospitality through accommodations for event attendees, artists, production teams and staff, as well as cultural, culinary and wellness experiences surrounding the venue's programming.

THE SHOW ENDS. THE EXPERIENCE CONTINUES AT DHARMA.

A Property to Live In, Enjoy and Generate Income From

Owners can reserve their property for personal stays and, when not using it, incorporate it into a hospitality operation managed by Housy Host.

Under a single-operator model, Housy Host oversees commercial strategy, pricing, occupancy, distribution and guest experience. Participating units share in a common revenue pool, with net operating income distributed according to the established allocation structure.

This model is designed to provide a consistent hospitality experience while avoiding direct competition among individual owners within the same development.

Two Residences Designed for Two Ways to Invest

Dharma consists of two towers and 240 apartments. Tower 1 is fully sold and under construction, while Tower 2 is currently being marketed.

The project offers a 50 m² one-bedroom residence designed for couples, executives and travelers, as well as a 70 m² two-bedroom Dual-Key residence, which can be divided into a private suite and a separate one-bedroom apartment, providing greater flexibility for personal use and hospitality operations.

Hospitality Is Also About the Experience

Dharma was designed to extend the guest experience beyond traditional residential amenities. The project includes rooftops with 360-degree views, dining concepts, a Wellness Club, swimming pool, gym, yoga and Pilates spaces, Lobby Café, coworking areas and business rooms, complemented by cultural, culinary and wellness programming.

Interior design is led by Colombian architecture and interior design firm LAB, bringing architecture, design and hospitality together under a unified concept.
An Investment Opportunity for Colombians in the United States

Dharma's arrival in Miami reflects a growing connection between Colombians who build their financial lives in the United States and continue to view real estate in Colombia as a way to build long-term wealth and maintain ties to the country.

The project combines three potential sources of value: rental income, personal use and potential equity growth.
Tower 2 currently offers apartments starting at COP 685 million, with 40% payable during construction and 60% at closing. Buyers have up to 39 months to complete the initial 40%.

International buyers also have access to financing alternatives through VIVENTA, a specialized partner assisting clients purchasing property in Colombia from abroad.

Earn in USD. Build Equity in COP.

Dharma's prices are denominated in Colombian pesos, while many U.S.-based buyers earn in dollars. Rather than relying on predictions about future exchange rates, the payment structure allows buyers to spread their contributions and currency conversions throughout the construction period.
This provides greater flexibility and reduces dependence on the exchange rate at a single point in time.

Why Medellín. Why Dharma. Why Now.

Dharma's first tower is sold out and under construction. Tower 2 is currently being marketed. DAVIarena reported 90% construction completion in August and is scheduled to officially open on November 14, 2026.

Grupo Colviva's proposition in Miami goes beyond a residential development. Dharma was conceived at the intersection of Real Estate, Hospitality and Entertainment, connected to new infrastructure that is beginning to reshape the southern Aburrá Valley.

Grupo Colviva: More Than 17 Years Building from Medellín

Founded in Medellín in 2009, Grupo Colviva is a Colombian family-owned company with more than 17 years of experience in real estate development, asset management and infrastructure.

Dharma brings that experience into a new model combining residential real estate, hospitality and entertainment, now expanding its vision from Medellín to Miami.

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