

YOO Aruba Officially Launches as First Luxury Branded Residence in the Island

Mastermind Hospitality Group and Mi Tesoro Group partner to bring world-class YOO design to Aruba's real estate market



Aruba, Aruba Nov 3, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Mastermind Hospitality Group, the exclusive brand licensee for YOO in Aruba, and Mi Tesoro Group, an Aruban investment group, today announced the official kick-off of the YOO Aruba project. This event marks the start of development for the island's first luxury branded residence, a significant milestone for Aruba's high-end real estate market.

YOO Aruba, located in Ponton, Oranjestad, will feature 27 luxury apartments and three exclusive penthouses designed by the internationally acclaimed YOO Studio. The project brings together Mastermind's expertise in marketing and managing branded hospitality projects with Mi Tesoro Group's deep-rooted local presence and investment vision. The architectural design is led by Donato Mesce of MESK Architects, a studio known for its Caribbean vision and contemporary, sustainable approach to design.

"Announcing the kick-off of YOO Aruba is a landmark moment for us," said Freddy Arciniegas, Chief Financial Officer of Mastermind Hospitality Group. "Our partnership with Mi Tesoro Group provides the local expertise and shared vision necessary to deliver a project that sets a new standard for luxury living in the Caribbean. We are proud to bring the world-renowned YOO brand to Aruba."

Albert Bruin, representing Mi Tesoro Group, added, "Our mission has always been to support strategic projects that contribute to Aruba's economic growth. YOO Aruba is a natural evolution of our vision. Partnering with Mastermind to bring a global brand like YOO to the island will undoubtedly deliver long-term value and enhance our luxury real estate offerings."

Donato Mesce, Principal Architect at MESK Architects, commented, "We are honored to be part of this groundbreaking project. YOO Aruba represents an opportunity to create a development that embodies contemporary design while respecting Caribbean identity and environmental sustainability. Working with

the YOO Studio team and integrating their design excellence with our local expertise will result in a truly exceptional residential experience."

The development is scheduled to break ground in Q1 2026, with an estimated completion date in Q2 2028.

About Mastermind Hospitality Group LLC

Mastermind Hospitality Group LLC is a Wyoming-based hospitality and real estate development company specializing in bringing internationally recognized brands to emerging luxury markets. The company has extensive experience in managing and marketing high-end branded residential and hospitality projects in the Caribbean and other premier destinations.

About Mi Tesoro Group

Based in Aruba, Mi Tesoro Group is a collective of local investors focused exclusively on driving economic growth in Aruba through strategic investments in real estate, hospitality, and food and beverage ventures. The group has supported and managed key projects that enhance the island's prosperity. Its expansion into residential development aligns with this Aruba-centric investment approach. Mi Tesoro's mission is to create lasting value through sustainable development and partnerships within Aruba's market.

About MESK Architects

MESK Architects is an Aruba-based architectural studio with a Caribbean vision and global reach. The firm specializes in contemporary, sustainable, and functional design that integrates seamlessly with the Caribbean context. Led by Principal Architect Donato Mesce, MESK's multidisciplinary team combines design, engineering, management, and planning to deliver innovative solutions. Notable projects include the Oranjestad Medical Center, Queen Beatrix Airport Hotel, and Kokwisa residential development.

About YOO

YOO is a globally recognized design and lifestyle brand that licenses the use of the 'YOO' mark and related intellectual property for luxury residential developments worldwide. Headquartered in London, United Kingdom, YOO has established a prestigious portfolio of developments across multiple continents, known for sophisticated design, innovative functionality, and elevated lifestyle experiences.



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