TheNineteen

CANTOS BLANCOS

19

FIRST EDITION

2027

THE NINETEEN

Some lessons never make it to a stage.

Difficult decisions, mistakes and everything that can only be understood after living through it rarely become part of the public story. They are not in a keynote and often not in a book either. They belong to those who lived them and can only be passed on from human to human. The Nineteen exists to create the conditions in which that knowledge can be shared.

For four days, nineteen professionals from different—and sometimes opposing—sectors live and work alongside leading guests. They do not come to give a lecture but to share experiences, decisions and lessons from a different place. And the exchange does not run in one direction only: the nineteen learn from the guests but also from one another. The Nineteen Method structures these conversations and turns them into practical learning, reflection and collective work.

The place is also part of the method. Cantos Blancos, an estate of one thousand hectares in the Montes de Toledo, has hosted private gatherings for decades between great thinkers and people from very different fields. That legacy of conversation, exchange and discretion finds a new expression today in The Nineteen. During each edition, the estate is reserved exclusively to create the conditions of time, privacy and continuity that this kind of conversation needs.

IT IS NOT A CONFERENCE, NOR AN EXECUTIVE PROGRAMME, NOR A RETREAT.

It is a new school of thought that puts the human back at the centre.

LEARNING FROM THOSE WHO HAVE ALREADY LIVED IT, FROM WHAT WAS NEVER WRITTEN DOWN, AND FROM WHAT HAPPENS WHEN NINETEEN PEOPLE WHO WOULD NORMALLY NEVER MEET HAVE THE TIME AND SPACE TO THINK TOGETHER.

01

THE MOMENT

The world is looking for new models.
The Nineteen creates them.

«To keep up with the world of 2050, we will need not only to invent new ideas and products: above all, we will need to reinvent ourselves again and again.»

YUVAL NOAH HARARI · 21 LESSONS FOR THE 21ST CENTURY · 2018 · CH. 19

The World Economic Forum estimates that 39% of key skills will have changed by 2030. Technological skills are the fastest growing, but alongside them creative thinking, resilience, flexibility and lifelong learning are gaining importance. Leadership and social influence remain among the core skills. While the skills we need are changing, many of the formats in which we learn remain the same.

39% SKILLS CHANGING BEFORE 2030

170M NEW JOBS PROJECTED GLOBALLY

Source: World Economic Forum · Future of Jobs Report 2025

02 THE CONCEPT

LEARNING FROM HUMAN TO HUMAN

The Nineteen starts from a simple idea: to learn from real experience, the context in which it is shared must change too.

For four days, nineteen professionals from different—and sometimes opposing—sectors live and work alongside leading guests. There is no rigid separation between those who teach and those who learn, or between the session and the experience. The guests do not occupy a stage: they are part of it. And the nineteen are not an audience: they take part, ask questions, compare views and bring perspectives from sectors that rarely meet.

What is shared are decisions, mistakes and lessons that normally stay outside a lecture, an interview or the public story: knowledge that belongs to those who lived it. And the exchange does not run in one direction only: the nineteen learn from the guests but also from one another.

That exchange requires specific conditions: trust, privacy, time and a context that allows people to talk from a different place. That is why each edition takes place in a venue reserved exclusively for it, under a confidentiality commitment shared by participants and guests: what is personal stays at the estate and only the learnings the group decides to share leave it.



THE NINETEEN METHOD STRUCTURES THAT EXCHANGE AND TAKES IT FROM CONVERSATION TO REFLECTION, PRACTICAL LEARNING AND COLLECTIVE WORK, TOWARDS WHAT WE CALL MAXIMUM VIABLE SOLUTIONS: CONCRETE IDEAS THAT EACH PARTICIPANT CAN TAKE AWAY.

03

THE CONCEPT DEVELOPED

4 Days | 19 People

A one-of-a-kind experience

Each edition of The Nineteen begins with a rigorous selection: 19 professionals from different—and sometimes opposing—sectors who would never have met in the same space. Heterogeneity is not an accident; it is the engine of the model.

Cantos Blancos is made available exclusively. There are no other guests, no interruptions, no parallel agenda. For 4 days, the 19 live, eat and think together in an environment designed so that real conversation can begin.

THE ROLE OF THE GUESTS





Each edition brings in exceptional guests—entrepreneurs, scientists, artists, athletes, thinkers or social leaders—selected for what they can contribute to this group. They do not come to give a lecture. They share decisions, mistakes and lessons that normally stay outside a lecture, an interview or the public story. The format changes with each person and each conversation: with all nineteen together, in small groups or one to one.



It is not about gaining access to extraordinary people in order to listen to them, but about creating the conditions to talk with them from a different place. The confidentiality commitment shared by participants and guests is part of those conditions.



THE NINETEEN METHOD

01

ARRIVAL
AND IMMERSION

First dinner in the Main House. No declared agenda. Away from everyone's routine, the group begins to get to know one another. The theme of the edition is revealed that night.

02

CONVERSATION
AND LEARNING

The guests enter the conversation. They share decisions, mistakes and lessons that normally stay outside the public story. The 19 learn from their experience and, by comparing perspectives, from one another.

03

CREATIVE SPRINT
THE WORKSHOP

With what has been learned and shared, the group enters the Creative Sprint. A real problem acts as the trigger and the 19 work, without hierarchies, towards Maximum Viable Solutions: concrete ideas with the potential to be applied.

04

THE WALL
COMMITMENT & COMMUNITY

On the last day, each participant leaves on The Wall something they take from the experience: an idea, a decision or an action. The 19 become The Circle, a community that continues beyond the estate.

THE NINETEEN EDUCATION

A new way of learning from those who have lived it.

EXPERIENCE → KNOWLEDGE → STRUCTURING → DISTRIBUTION



The Nineteen not only generates experiences: it generates knowledge. Each edition produces conversations, methodologies and insights that do not exist in any academic programme because they emerge from the real experience of those who live them.

THE NINETEEN AKADEMY

The Nineteen does not end when an edition ends. The Nineteen Akademy develops, from the learning and methodologies that emerge from experience, content and programmes in scalable formats: masterclasses, certified modules, corporate programmes and collaborations with leading institutions.

It does not reproduce the confidential conversations of each edition: it extends the methodology and knowledge that can be derived from them.

EDUCATIONAL PARTNERSHIP

The model is open to leading educational institutions that wish to co-create with The Nineteen in-person programmes at Cantos Blancos with digital distribution. The terms of that collaboration are developed within the Learning & Marketing vertical.

«The educational institutions of the future will not be those that accumulate the most content. They will be those that gain access to experiences that no one else can offer.»

THE NINETEEN TEAM

04 THE PLACE

Cantos Blancos Estate.



For decades, Cantos Blancos has hosted private gatherings between great thinkers and people from very different fields. That legacy of conversation and discretion is part of the estate's history and today finds a new expression in The Nineteen.

Its owner, Aida Kayali, is opening the estate to The Nineteen for the first time. Its gardens are home to a private chapel and a private mosque, one of the distinctive features that form part of the history of the place.

Its seclusion, its scale and its legacy allow for something hard to find elsewhere: time, privacy and continuity for conversations to go where they normally cannot.

Montes de Toledo.
90 min from Madrid.
Close to Cabañeros National Park.
1,000 hectares.

CANTOS BLANCOS IS NOT THE STAGE OF THE NINETEEN. IT IS PART OF THE METHOD.

THE SPACES

Cantos Blancos Estate

01 MAIN HOUSE



Accommodation · Main base

An imposing stone structure that combines historic robustness and contemporary elegance. Vestibule with tapestries, high ceilings and terracotta floors. Large windows with views of the hills.

02 THE MILL

Multipurpose space

Restored mill on the banks of the Cedena river. Stone walls, exposed wooden beams, outdoor terrace. Timeless, intimate charm for small meetings.



03 THE WORKSHOP



Working space · 190 m²

19 × 10 m. Vaulted exposed-brick ceiling. Two large doors, concrete floor and generous natural light. The space for the Creative Sprint. Height 6 m · Industrial aesthetic.

THE SPACES

Cantos Blancos Estate

04 THE PAVILION



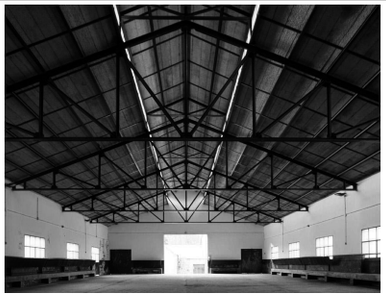
Classroom · Learning space

Conceived as the space for The Nineteen schools: masterclasses, sessions with guests and practical workshops. Art, collections and distinctive architecture.

05 THE GOAT BARN

Multipurpose hall · 714 m²

51 × 14 m. Metal gable roof, concrete floor, lateral natural light. Exceptional versatility for working sessions, gala dinners and exhibitions. Height 6 m · Rustic-industrial.



06 THE STABLES · EL ENCINAR





Activities · Accommodation

Stables and riding arena for equestrian activities. El Encinar: 14 apartments with all modern comforts, set within the natural surroundings of stone and vegetation.

05 THE MODEL

ONE CORE. ONE ECOSYSTEM.

Every edition of The Nineteen generates more than an in-person experience: it generates knowledge, methodology, content, community and relationships that can extend beyond those four days.

The Nineteen Experience is the core. Five extensions are built on it, widening the reach of the project and diversifying its sources of income, without losing the deliberately limited scale of each edition.

01 THE NINETEEN EXPERIENCE

The experience In-person four-day editions at Cantos Blancos. Nineteen participants, guests and The Nineteen Method. ***It is the core and the origin of the model.***

FROM IT ARE GENERATED

KNOWLEDGE
METHODOLOGY
CONTENT AND RESEARCH
RELATIONSHIPS
COMMUNITY
BRAND VALUE

And that value extends through five lines

02	THE NINETEEN AKADEMY THE KNOWLEDGE	Masterclasses, content and programmes that structure and distribute the knowledge and methodology generated around the editions.
03	SPONSORSHIPS & PAPERS CONTENT · RESEARCH · BRANDS	Partnerships with brands, sponsorship of spaces and content and production of studies, papers and research linked to The Nineteen's territories, drawing on the learnings the group decides to share.
04	THE CIRCLE & SUMMITS THE COMMUNITY	The Circle keeps the community of those who have been through The Nineteen connected. Gatherings, Summits and premium access extend that relationship beyond each edition.
05	COLLABORATIVE LABS APPLIED METHODOLOGY	Tailor-made B2B programmes that apply The Nineteen Method to specific challenges faced by companies and organisations.
06	HOSPITALITY & VENUE THE ASSET	Experiential and selective use of Cantos Blancos outside The Nineteen editions, making use of the estate and its spaces in a way consistent with the positioning of the project.

THE EXPERIENCE CONCENTRATES THE EXCLUSIVITY OF THE MODEL.
THE OTHER LINES EXTEND ITS VALUE BEYOND EACH EDITION.

06

THE OPPORTUNITY

What we seek. What we offer.

The Nineteen is built around four types of partner, each with a specific role in the model.

Each vertical opens its own conversation about contribution, responsibilities and conditions of participation.

REAL ESTATE / VENUE

Cantos Blancos

1 The physical asset that makes the experience possible. Without this place, The Nineteen would not exist in these terms.

HOSPITALITY

Hotel Operator

2 Management of accommodation, catering and services at the estate. Aligned with the premium positioning of each gathering.

INVESTMENT

Financial Investor

3 Supports the launch: the refurbishment of the estate and the start of the first editions.

LEARNING & MARKETING

Strategic Partners

4 Digital platform (Akademy), content production, commercial activation and collaboration with educational institutions. The intellectual property generated is the model's long-term asset.

The conditions and returns of each vertical will be defined with each type of partner.

TheNineteen

FIRST EDITION

Aida Kayali
Owner

Olivier Vallecillo
Project Director

Mauricio Rocha & Eva Santos
Creative Directors

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