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-0.00 (-0.21%)

Bitcoin

94,697
-344.00 (-0.36%)

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1,815.9
+15.70 (+0.87%)

T7

285.
+0.93

Why Are A Game Developer And A Real Estate Developer Building A €40 Million Belle Air Villas In Souni, Limasol?

by **THEFUTURE.TEAM**

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English

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WHY ARE A GAME DEVELOPER AND A REAL ESTATE DEVELOPER BUILDING A €40 MILLION BELLE AIR VILLAS IN SOUNI, LIMASOL?



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Belle Air Niche Villas is the brainchild of **Nataly Bolshakova**, a visionary designer and entrepreneur. Inspired by the natural beauty of California and the Mediterranean, Nataly has crafted a development that seamlessly integrates architectural elegance with health and wellness. Situated in the picturesque area

of Souni, **Belle Air** reflects Nataly's deep appreciation for its pine forests, mountain vistas, and breathtaking sea views.

This is not just a residential project; it's a reimagining of what modern living can be. Designed for those who value tranquility, fresh air, and a lifestyle that promotes longevity, the community offers a perfect balance of elegance and functionality. At its heart lies a state-of-the-art clubhouse featuring wellness-focused amenities like a gym, yoga spaces, a 25-meter pool, and holistic programs led by top experts.

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In our deep dive into this ambitious €40 million project, we explored Nataly's vision, the challenges faced, and the unique approach that sets Belle Air apart. With a focus on "affordable luxury," it is tailored for forward-thinking individuals who prioritize well-being and connection.

Belle Air is not just transforming Souni but also redefining the very concept of home and community, with plans to expand its success beyond Cyprus.

Inspiration and Location of the project

What inspired you to create Belle Air Niche Villas?

The idea for this project was inspired by my trip to California, where the natural landscape strikingly resembles that of Cyprus. I was also deeply influenced by the spirit of innovation and the thriving IT community that is transforming Cyprus into the "Silicon Valley" of Europe. I believe architecture should exist in harmony with the geography of its location, and the Californian style, so closely aligned with the Mediterranean aesthetic, fits beautifully into the natural surroundings.



Project visualisation

Why did you choose Souni and Cyprus for this project?

My family and I moved to Cyprus over five years ago, and we've been living in Souni ever since. We absolutely love this place for its stunning natural beauty. It's a perfect blend of pine forests, mountains, and breathtaking sea views.

Wellness-focused Living

How do you envision the community aspect of the project?

This community is built on the principles of a healthy lifestyle, designed for people who value fresh air, tranquility, and being surrounded by like-minded individuals who share similar values. Longevity is about eating high-quality food, drinking clean water, staying physically active, recovering properly, and being surrounded by beauty. The aesthetics of your environment play a crucial role as well. At Bel Air, you naturally achieve 80% of this just by living here.

What are the key features and amenities offered in this development?

Belle Air's Clubhouse is the heart of the community, featuring a state-of-the-art gym, meditation room, steam room, 25-meter pool, padel courts, spaces for work and entertainment, and a cozy coffee point for socializing and relaxation. With wellness events, a running club, yoga retreats, and top experts, it's where health, connection, and lifestyle come together seamlessly.

The vision behind the development

What role does your personal experience living in Souni play in this development?

Living in Souni has been transformative for us. **Anton Bolshakov**, as the Founder of IT company **AB Games** with 140 employees, values being close to business hubs, while we appreciate the perfect balance Souni offers between work and an active, healthy lifestyle. We enjoy running outdoors and staying active. Kourion Beach is just 10 minutes away from us. Two International Airports are nearby, essential for our frequent business and leisure travels. Souni provides the best of both worlds: access to key amenities and business activity, paired with the serenity of stunning views, fresh air, and a peaceful environment. This unique combination inspires every element of Belle Air, designed for those who seek a lifestyle that blends, wellness, and beauty.

Who is your target audience, and what makes your project resonate with them?

Our audience is made up of individuals who have achieved financial freedom and are now shifting their focus to what truly matters, elevating their quality of life and extending their longevity. These are conscious, forward-thinking people who understand that physical and mental well-being are the ultimate luxuries of modern living.

With this project, we are reimagining the role of a home. Wellness shouldn't begin in clinics or retreat centers. It should start where you live. Your home should be your personal sanctuary, a place designed not just for rest but for rejuvenation, for maintaining your health, and for living actively and beautifully every day.

What makes you confident there will be demand for this type of community?

I am confident because the **Bolshakova Studio** team did the homework. We've meticulously studied modern trends and the evolving needs of today's families. The Belle Air concept is centered on "affordable luxury". It is designed to offer a high-quality living experience at a reasonable price.

Delivering Excellence

How does Belle Air compare to similar developments in Cyprus?

Belle Air is truly unique. We don't see competition when it comes to the features and level of detail we've incorporated. In recent years, the real estate boom has led to a decline in construction quality among many developers. Belle Air is the opposite. We offer high-quality, carefully designed villas that combine elegance, comfort and sophistication. Our focus on exceptional craftsmanship ensures that each

villa epitomizes the highest standard of living. We use timeless, natural materials crafted with luxurious elegance by Italian brands.



Project visualisation

The project cost is €40 million. How did you secure funding?

The funding combines private investment from Bolshakova Studio and a strategic partnership with AB Games, a trusted and experienced financial partner. This collaboration was built on a well-structured financial model that demonstrated strong ROI, meticulous risk management, and long-term profitability. By showcasing the project's economic viability and resilience to market fluctuations, we established a foundation of trust and stability. The partnership ensures not only the financial security of the project but also the resources to deliver on our vision without compromise.

Are there investors involved, or is it entirely self-funded?

Following the official project launch on November 3rd, several investors expressed interest in partnering with us. We are currently evaluating these proposals as we aim to expand the Belle Air concept in Cyprus and to other markets, next plans for Switzerland and the United States. Having reliable investors allows us to remain independent of initial sales velocity, enabling us to build the project in phases – 5-10 villas at the same time. This ensures that even the first residents move into a fully developed community with complete infrastructure, established neighborhoods, and a vibrant sense of community.

Challenges and Community Impact

What challenges did you face in obtaining construction permits in Cyprus?

The process of obtaining construction permits in Cyprus was both complex and time-consuming, especially as we navigated a period of transition when the Government was implementing changes to its permitting system. However, we've successfully navigated most of the process and are now ready to begin construction. The planning process, from concept to breaking ground, took approximately one year.



Development plan of the Belle Air Niche Villas

Do you think a Belle Air community might affect the broader Souni area?

Absolutely, in a transformative way. Souni is already becoming a hotspot for premium developments, and projects like Belle Air are accelerating this shift. As more high-quality communities emerge, they will attract infrastructure such as supermarkets, schools, and restaurants, redefining the area. In just a few years, Souni will evolve into a vibrant, modern destination, offering both exclusivity and convenience while retaining its natural charm.

Future Plans

What role do your event partners, such as Sotheby's, The Agora Hotel and World Anti-Aging Association, play in the project?

Our partners play a pivotal role in shaping the vision and execution of the project by contributing their specialized expertise in key areas. We work with the finest real estate experts to ensure that every element of the development meets the highest standards of quality and innovation. Equally important is the collaboration with professionals deeply involved in wellness and leisure, who bring invaluable insights into creating infrastructure that supports a healthy and balanced lifestyle.

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