

Embroidery Retreat

A Creative Expedition to Madeira

Bio Hotel Quinta da Serra

19th – 24th October

Early Bird:
from €1160

DELICIOUS FOOD

EMBROIDERY PROJECT

SLOW LIVING

NATURE WALKS



*We Invite you to join our Embroidery Retreat,
a real cultural expedition to the centuries old Art of Madeira Embroidery.
You will live the authentic artisan experience for one week alongside local
master embroiderers with more than 50 years of traditional know-how.*

Unplug and let yourself get lost in the handcrafted world of Madeira.

Bio Hotel Quinta da Serra

**Estrada do Chote 4, Jardim da Serra,
9325-140 Câmara de Lobos, Portugal**

Originally built in the 19th century by the British Consul Henry Veitch, Quinta do Jardim da Serra began as an elegant manor surrounded by lush botanical gardens, serving as a historic haven that beautifully reflects Madeira's deep connection between nature and heritage.

Unlike the bustling coastal hotels of Funchal, Bio Hotel Quinta da Serra stands out as a pioneering eco-certified sanctuary hidden in the serene mountains of Jardim da Serra. It offers a rare combination of organic luxury, peaceful botanical gardens, and an authentic connection to the island's rural heritage, placing guests right in the heart of Madeira's traditional embroidery community.



Celebrate the Art of Madeira Embroidery

Beyond the lush landscapes that have drawn travelers to this island since the 19th century, there lies a quieter, profound heritage. A delicate craft that has connected generations of families, foreign merchants, and visitors from across the sea.

Madeira Embroidery is a living history, shaped by the hands of simple, resilient, and deeply skilled women. At its peak, this art was the very heartbeat of the island's economy, carried by over 70,000 women, nearly 80% of Madeira's women. Today, fewer than 400 master artisans remain alive.

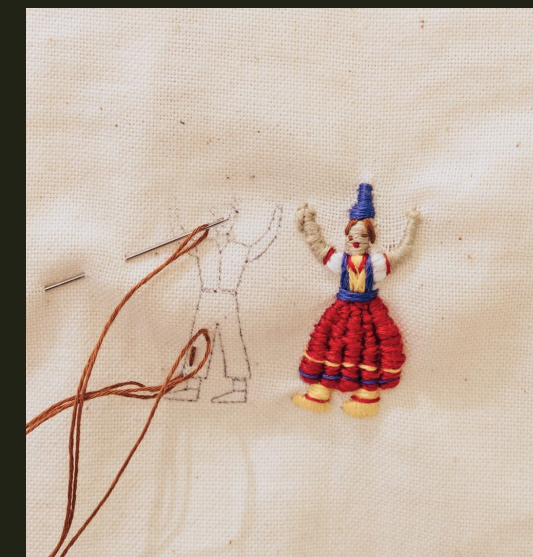
During this retreat, we invite you to sit beside them. To observe the rhythm of their hands, to hear their stories, to learn their time-honored techniques, and to continue this deeply rooted knowledge.

Madeiran embroiderers
working together, 80's



Learn our Creative Processess

Bailha invites you to slow down and observe. To experiment, open yourself to the unexpected, and let the island inspire you as you create your own story into a unique embroidered project.



Program

Day 1 – Monday

- Arrival day
- Welcome drinks and gathering at the Hotel

Day 2 – Tuesday

- Breakfast
- 10:00 – 13:00 Embroidery Class
 - Historical and Cultural introduction of Madeira Embroidery
 - Introduction to fabric stamping techniques
 - Hands on into the basic traditional stitches
- 14:00 Free Time
- 19:00 Dinner at the Hotel

Day 3 – Wednesday

- Breakfast
- 10:00 – 13:00 Embroidery Class
 - Experimenting advanced embroidery techniques
- Afternoon Nature Expedition. A guided walk into Madeira's natural forests, surrounded by rare and exoctic species of flora, this excursion is designed to provide inspiration into your embroidery designs.
- 19:00 Dinner at the Hotel

19th – 24th October, 2026

Day 4 –Thursday

- Breakfast
- 10:00 – 13:00 Embroidery Class
 - Create your own embroidery (on a T-shirt, ecobag, napkin, etc.)
- 14:00 Free Time
- 19:00 Dinner at the Hotel

Day 5 –Friday

- Breakfast
- 10:00 – 13:00 Embroidery Class
 - Finalize your embroidered piece
 - Craftwomanship conversations
- 13:00 Lunch together – Celebration and Closing Circle
- 19:00 Dinner at the Hotel

Day 6 – Saturday

- Breakfast
- Departure

Notes: Snacks and tea/coffee are provided during all embroidery classes.

Investment & Inclusions

Pricing

Option A.

- **1 Person (Private Single Room)**
- Price: 1 450€
- Early Bird: 1 310€

Option B.

- **2 People (Shared Double Room)**
- **Price per person: 1 280€ (Total of 2 560€ for both)**
- Early Bird: 1 160€ per person / 2 320€ total

The Retreat Package Includes

- 4 mornings of guided drawing and embroidery classes (all materials included).
- 5 nights accomodation at the Bio Hotel Quinta da Serra.
- Meals: Half-board (daily breakfast and dinner).
- Welcome drink.
- Morning workshop snacks/drinks.
- 1 afternoon guided nature expedition.
- Closing lunch.

The Retreat does not include

- Flights to and from Madeira
- Travel insurance
- Shuttle between airport and Hotel
- Personal expenses (souvenirs, optional activities, etc.)

About Bailha

Bailha was founded in 2021 by David Oliveira, inspired by the legacy of his mother, grandmother, and great-grandmothers, all embroiderers. With Helena da Silva (David's mother), Sara Faria, and Dorina Pita, fairly paid artisans, Bailha preserves this craft, challenging the dominant industry. Each piece reflects how we inhabit the island, embroidering its flora, landscapes, and memories. We use responsible processes and design workshops to ensure the continuity of this ancestral knowledge.

Bailha, meaning *to dance*, is inspired by movement and proposes a more human future where craftswomanship is valued and tradition meets innovation.

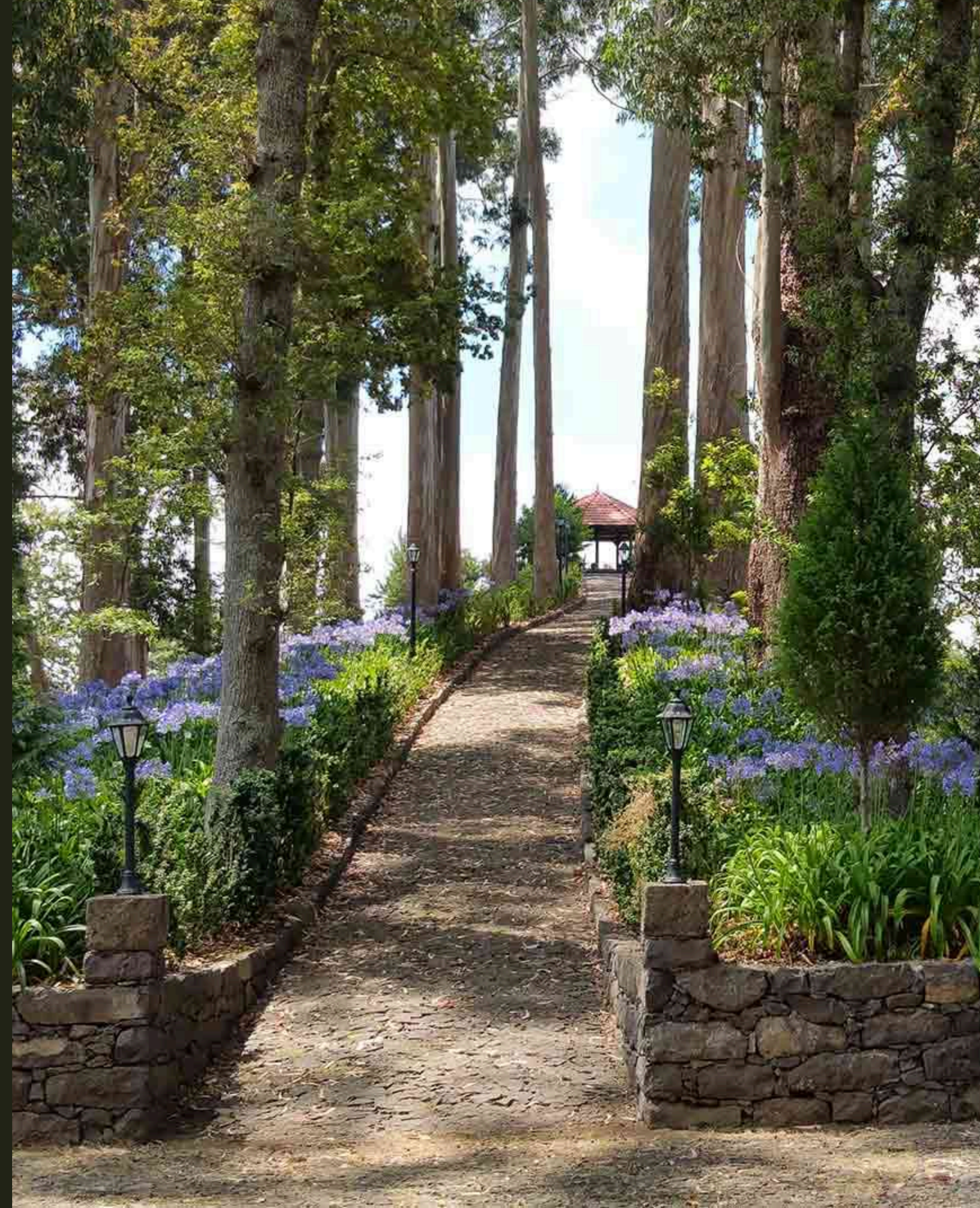


About Bio Hotel Quinta da Serra

Located at 820 meters above sea level within a historic botanical garden, this eco-conscious retreat offers a perfect blend of nature and comfort. You can savor locally sourced meals, unwind in the heated indoor pool with forest views, sauna, and jacuzzi, stay active at the gym and tennis courts, or relax in the peaceful reading rooms and Henry's Bar. Deeply committed to sustainability through solar energy and mindful water management, the villa is a tranquil haven home to rare flora and Madeira's tallest eucalyptus tree.



About Bio Hotel Quinta da Serra



About Câmara de Lobos & Accessibility

Nestled in the tranquil mountains of Jardim da Serra, the hotel offers direct access to peaceful nature trails, like PR12 Boca da Corrida – Pico Grande – Boca da Encumeada, while remaining just a 15-minute drive from the vibrant coastal village of Câmara de Lobos and the capital, Funchal.

While local buses and taxis are available, renting a car is highly recommended for the most logistically organized stay, allowing you to comfortably navigate the steep mountain roads and explore the island at your own pace.

Traditional restaurants are spread around Estreito de Câmara de Lobos, a great area on the island to savor authentic dishes like espetada, alongside with traditional drinks like poncha.



Booking Details & Cancellation Policy

How to Secure Your Spot

To keep our group intimate and guarantee the highest quality of attention from our master artisans, spots are strictly limited.

- Deposit: A 50% deposit is required at the time of checkout to officially secure your place.
- Final Payment: The remaining 50% balance will be requested via email and is due by September 15th, 2026.

Our Cancellation Policy

Our policy is designed to be as fair as possible while covering our non-refundable commitments:

- Up until September 1st, 2026: You will receive a full refund of any amount paid.
- Between September 1st and September 19th, 2026: You will receive a 50% refund.
- After September 19th, 2026: No refunds will be issued (this also applies to late arrivals or no-shows).

Flight Disruptions & Travel Insurance

Madeira is an island in the middle of the Atlantic and sometimes flights may be delayed or diverted due to adverse weather conditions. If you are unable to arrive on time, or if you need to extend your stay on the island, these costs are not covered by Bailha or the Bio Hotel Quinta da Serra. For your complete peace of mind, we recommend to purchase comprehensive travel insurance that covers weather-related flight disruptions and cancellations.

FAQ's

1. I am a complete beginner and have never embroidered before. Is this retreat for me?

Absolutely! This retreat is designed for all levels. Whether you have never held a needle or you are an advanced crafter looking to deepen your skills, our local master artisans, Helena and Dorina, will guide you step-by-step at your own pace.

2. After arriving at the airport, how do I get to the hotel?

Airport transfers are not included in the retreat package. The Bio Hotel Quinta da Serra is about a 40-minute drive from Cristiano Ronaldo International Airport (FNC). Taxis and private transfer services are readily available right at the arrivals terminal, or you can rent a car, which we recommend for exploring the island!

3. Do I need to rent a car?

While you can easily take a taxi or bolt, we recommend renting a car. The hotel is nestled high in the mountains, and having a car allows you to comfortably navigate the steep roads and explore the island at your own pace during your free afternoons.

4. Do I need to bring my own embroidery materials?

Not at all. We provide a complete, carefully curated kit with all the threads, fabrics, and drawing materials you will need for the entire week.

5. What if I have food allergies or dietary restrictions?

The hotel's chef works with fresh, organic ingredients sourced directly from their farms. Vegetarian, vegan, gluten-free, and other dietary needs can easily be prepared. Simply let us know your requirements on the booking form.

6. Can I book with a friend or partner?

Yes! We highly encourage it. We offer a Double Room Package specifically for two people sharing a room, which makes the retreat more affordable per person compared to the Single Room package.

7. Are flights included in the price?

No, flights and travel insurance are not included. You will need to arrange your own travel to and from Madeira Island.

8. What language will the embroidery classes be taught in?

The classes will be hosted in English and Portuguese. Our master embroiderers speak Portuguese, but David and Micaela (your hosts) will be there at all times to translate, facilitate the cultural exchange, and ensure everyone understands the techniques perfectly.

Contact

Do you feel like joining us or still have questions?
Message us at info@bailha.pt —we'd love to help.

Ba ilha
MADEIRA

Feel your Rythm.



@Matilde César