Bobby Berk Launches Camena Collective, a New Private-Estate Hospitality Brand in Palm Desert

The Emmy-winning designer brings a new model for private group travel to Palm Desert, with two inaugural estates and plans to expand the Camena Collective portfolio



▲ Casa Mallorca

November 2, 2026: Designer, Emmy Award-winning television host and entrepreneur Bobby Berk is entering the hospitality industry with Camena Collective, a new private-estate brand launching with two Palm Desert properties, Casa Tierra and Casa Mallorca. Built around exclusive estate buyouts, Camena Collective combines private accommodations, resort-style amenities and bespoke programming for retreats, corporate gatherings, weddings and group travel.

Camena Collective offers fully programmed retreat experiences designed around each group, from bespoke facilitator-led wellness programming to private culinary service. Each estate is booked exclusively by one group, pairing the privacy and flexibility of a private home with the amenities and infrastructure of a boutique resort. Groups also have the option to bring their

own retreat facilitators and culinary teams, with the freedom to choose the level of support that suits their stay.

“Camena Collective is the next evolution of how I’ve always thought about design,” says Berk. “I wanted to create places where people could come together, have everything they need, and still have the freedom to disappear for a little while. You shouldn’t have to choose between connection and privacy. Every space is designed with well-being in mind, from inviting gathering areas that bring people together to intimate retreats for quiet reflection and solitude. It’s about creating an environment where you can reconnect with the people you love while also taking time to recharge and restore.”



From Casa Tierra to a New Hospitality Model

The concept grew from Berk's experience with Casa Tierra, a Spanish-style estate he discovered in Palm Desert in 2021. Originally envisioned as a vacation home, the property evolved into a destination for retreats and group stays, revealing an opportunity to create a broader hospitality model around private estates.









Casa Tierra offers a more intimate setting, with a main hacienda and two casitas accommodating up to 17 guests, a theater, pool, 1,800-square-foot yoga and event deck, pickleball and bocce courts, and a Kohler Wellness sauna and cold plunge.





Its success led Berk to acquire a second property nearby and develop **Casa Mallorca**, a larger estate specifically designed with groups in mind. It accommodates up to 22 overnight guests across 10 bedrooms and includes a resort-sized pool, theater, indoor movement studio and event space, Kohler Wellness sauna and cold plunge, freestanding spa, pickleball and bocce courts, outdoor bar and extensive indoor and outdoor gathering spaces. Casa Mallorca also features a professional chef's kitchen with four ovens, two dishwashers and industrial-sized refrigeration, with dining for up to 30 guests indoors and 100 outdoors (60 without additional rental furniture).

While Berk is currently focused on establishing the Palm Desert properties and expanding the retreat, corporate and celebration business, plans for the brand include a growing portfolio of private estates in distinctive destinations, each shaped by its location rather than built from a

standardized hotel template. The properties will share the core Camena Collective philosophy: privacy, thoughtful design, wellness and connection, while retaining their own architecture, landscape and sense of place.

“I'm not interested in creating the same property over and over again,” says Berk. “The location should dictate what the experience becomes. Camena Collective is about finding places with something special about them and building from there.”

A Flexible Model for Group Travel

Camena Collective is designed to meet groups where they are rather than require them to fit into a predetermined retreat format.

For group bookings, guests can choose from three levels of support:

- **Venue Only:** The group brings its own facilitators and culinary team.
- **Venue + Culinary:** Camena Collective provides a private chef while the host manages programming.
- **Fully Programmed:** The Camena Collective team designs and coordinates the retreat experience in collaboration with the host.

Programming can include yoga and movement, meditation, breathwork, sound healing, massage and bodywork, sauna and cold plunge experiences, culinary offerings and time outdoors. Practitioners are personally vetted by the Camena team, with programming tailored to the group's goals and the rhythm of the stay.

The culinary program brings together a hand-selected roster of exceptional chefs and artisan producers, with menus developed around each group's needs.

For weddings, Camena Collective offers full-estate buyouts with a four-night minimum, allowing the entire celebration—from welcome gatherings and rehearsal dinners through the ceremony, reception and morning-after brunch—to unfold within one private setting.

The properties are also positioned for corporate off-sites, leadership retreats, team gatherings and brand activations, with hotel-grade Wi-Fi, zoned Sonos sound, theater rooms with connected displays and dedicated gathering and movement spaces. Additional nearby private residences can be used for overflow accommodations when larger groups require more capacity.



Design as the Foundation

Berk's approach to Camena Collective is informed by more than two decades in design and his belief that the spaces around us can influence how we feel and function. His book, *Right at Home: How Good Design Is Good for the Mind*, explores that relationship between environment and well-being.

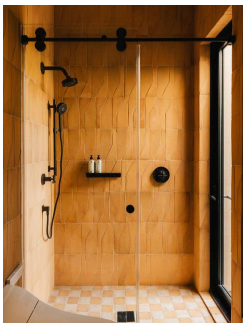
At Casa Tierra, salvaged architectural elements, stained glass, Saltillo tile and Spanish-Mediterranean details are layered with contemporary furnishings and globally sourced pieces.

At Casa Mallorca, stone, natural materials, tactile tile and custom cabinetry were developed with a network of established design and hospitality partners to create a Mediterranean-inspired environment connected to the surrounding desert. **Kohler** contributed bathroom and wellness fixtures, including the property's sauna and cold plunge, **MasterBrand Cabinets**

provided custom cabinetry, while **Zia Tile** supplied much of the property's kitchen and bathroom tile. Furnishings from **Four Hands** are paired with **Emtek** hardware, while **California Closets** supported select guest rooms. **Dacor** and **Samsung** provided kitchen and laundry appliances, with **Samsung Frame TVs** and **Sonos** integrated throughout the estate.

Both properties feature toiletries from **Flamingo Estate** and **Quince** bed, bath and kitchen linens.

These partnerships support Berk's approach to hospitality: creating properties that feel residential and personal while functioning at the scale and flexibility required for groups.





About Camena Collective

Camena Collective is a hospitality brand founded by Emmy-winning TV host, designer and entrepreneur Bobby Berk, specializing in extraordinary private estates for wellness retreats, corporate and leadership gatherings, weddings, getaways with family and friends, brand activations and private group experiences. Rooted in the belief that meaningful connection

requires space to recharge, Camena Collective combines the amenities of a resort with the privacy of a private home. Its first two estates, Casa Tierra and Casa Mallorca, are located in Cahuilla Hills of Palm Desert, California and are designed around wellbeing, thoughtful design and the freedom to gather, or step away. The name Camena is inspired by the Camenae, Roman goddesses associated with springs, poetry, song and inspiration. Return to the Spring at Camena Collective's restorative retreats.

For more information, visit www.camenacollective.com.

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