

Bosque Bellver invites you to discover 'ikigai' surrounded by nature

Oropesa del Mar (Castellón), June 2026. Bosque Masía Bellver continues to bet on a summer full of experiences and talks on the wellbeing topics that matter most today. The latest to take the stage of its auditorium was Francesc Miralles, co-author of the publishing phenomenon that popularised Ikigai, the Japanese term usually translated as 'reason for being'. Before him, other voices have spoken there about health, roots and new ways of inhabiting one's own body.

That is precisely what connects Ikigai with Bellver Blue Tech Zone and helps put a name to something that has been taking shape for some time in this enclave between Oropesa and Benicàssim, an environment where life purpose is sustained by balancing community, movement and nature. A place where everything connects.

Bosque Masía Bellver is the clearest expression of that premise. This space, intrinsically designed to be part of its surroundings, combines a fresh, seasonal culinary offer with wellbeing talks, sports sessions, culture and music, all of it facing the sea. For that reason, Miralles' visit did not introduce a new idea to Bosque Masía Bellver; it put into words something the community was already practising day after day, and summer after summer.

Put another way, talking about life purpose makes little sense if it is thought of as an individual exercise, and much more if it is understood as something that happens between people and in a specific place. That is also the underlying commitment of Blue Tech Zone, which keeps its programme of wellbeing, movement, culture and gastronomy alive well beyond one-off experiences, throughout the whole summer.

Purpose, here, never comes alone. It is cultivated in community, it moves with the body and it is breathed in facing the sea.