Secret Key

LIVE LOCAL, WHEREVER YOU ARE

PRESS RELEASE

Your postcode no longer matters if you are in harmony

A centuries-old Balinese philosophy is slipping into the daily routine of people in Bali, the Mediterranean, Madrid and Miami. It is called Tri Hita Karana and it is the DNA of Secret Key, the conscious living ecosystem that works like a game of The Sims in real life.

Madrid, 12 November 2026. It is seven in the morning in Madrid. The air smells of frangipani incense and on the screen a Balinese waterfall is falling. Tomorrow it will be a temple. The day after, the jungle. On Friday, nobody knows: the location is secret.

Twenty minutes later, that person leaves for work. Still in the same neighbourhood. But the day begins from somewhere else.

Behind it is an idea Bali has practised for centuries: Tri Hita Karana, the three causes of wellbeing. Harmony with the spiritual, harmony among people and harmony with nature. There it is so concrete that it even organises the irrigation of the rice terraces, recognised by UNESCO as World Heritage in 2012. Every morning it comes down to one gesture: an offering of flowers at the front door, a minute of gratitude that sets the rest of the day in order.

THE SIMS, IN REAL LIFE

In the video game you design your home, choose who you surround yourself with and decide how you spend your day. Secret Key brings that logic into real life, with Tri Hita Karana as the rules of the game.

The Unseen: how you care for yourself. A meditation, in person or online, every day of the week, each one from a place that connects: a waterfall, a temple, the jungle, the beach. The frangipani incense that goes with it is in the Secret Store. And rest continues at home: Secret Homes transforms homes through a biohacking of the space focused on sleep, comfort, longevity and quality of life.

The Circle: who you surround yourself with. In the Secret Circle, every place and every experience arrive already lived by someone who has been there. A whole afternoon comparing reviews becomes a trusted recommendation and a toast sigil.

The World: how you inhabit each place. Local producers, facilitators and artisans find an international circle. SK Ads puts AI agents and automation in their hands, and stays with them until their business

gives them back quality hours they can enjoy or use to help others with Secret Random Acts, exchange llavecitas with a professional on a subject that has been on their mind, or find their favourite products from each chapter and experience in the secret store.

Each action is small. Together they give back something big: the key to your time and to your presence.

HERE, WHAT YOU BRING IS WHAT COUNTS

In the Circle what counts is who you are in your essence and what you bring: to your own growth, to the growth of others and to harmony with nature. Job title and postcode stay at the door.

> "With so much technology and immediacy we have completely disconnected from what lies beyond the screen, the world we inhabit, the ecosystem we are part of, and here your postcode does not matter, if you want to grow and you are willing to let go of what no longer serves you and create sigils in your passport. I have spent the last 20 years between America, Africa, Europe and Asia and I have discovered incredible places that are not on Google, and met extraordinary locals without whom the experience would have been something else entirely. That is exactly where the one thing that makes each place magical lives, but finding them can take hours, disappointments and a great deal of time. Living local is a way of being, and it fits anywhere. Anyone living far from Bali can also begin the day with their own Tri Hita Karana if it makes them a better person, relate better and keep their surroundings in harmony"

Explains Tamara Edo, founder of Secret Key, who lived on the island for five years running operations across five continents.

Live local, wherever you are.

Access by request: https://www.secretkey.vip
Press room: https://www.secretkey.vip/press
Press contact: Tamara Edo · tamara@secretkey.vip

ABOUT SECRET KEY

Secret Key is an international conscious living ecosystem inspired by Tri Hita Karana, the Balinese philosophy of the three harmonies. It brings together six universes: Secret Circle, SK Wellness Resets, SK Alchemy, SK Homes, Secret Store and SK Ads. It has Chapters in Bali, the Mediterranean, Madrid and Miami. It is run by The Secret Key Labs, S.L., based in Vila-real (Castellón, Spain).

ABOUT TAMARA EDO

A graduate in Advertising and Public Relations from Universitat Jaume I, she continued her studies at California State University Los Angeles and qualified as an Event Planner at Miami Dade College. She has led operations on five continents, lived on four and speaks seven languages. She lived in Bali for the last five years. Today she leads Secret Key and T.E Advisory Services.