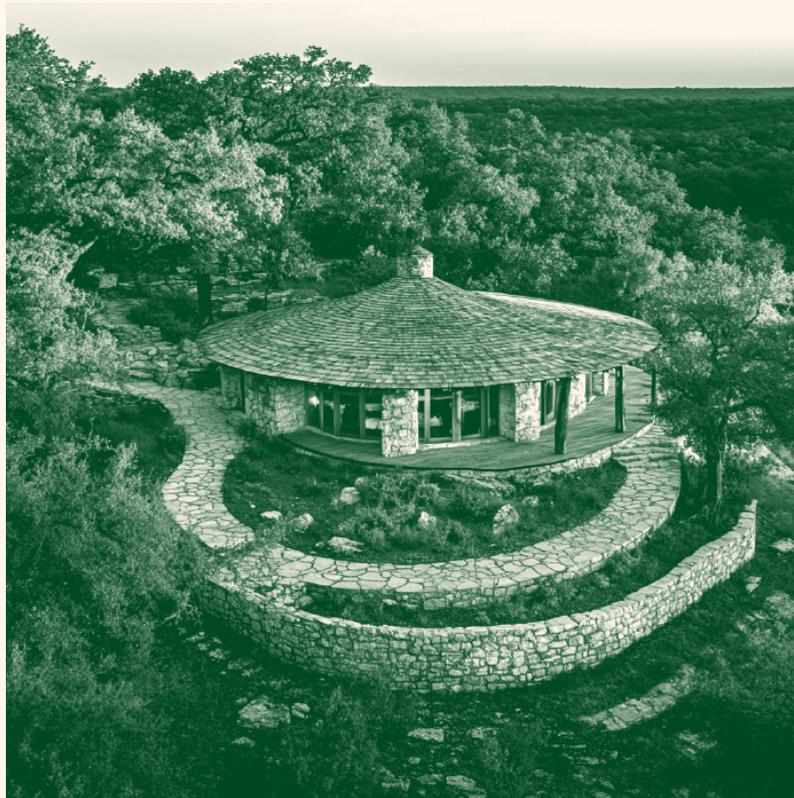


SUN @ PATH

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Sun Path Launches as a New Model for Creative Stewardship, Healing, and Land-Based Service

Sun Path is a land-based initiative dedicated to restoring connection between people, land, and community. Through regenerative stewardship, Earth-based healing practices, creative expression, and education, Sun Path operates as an integrated ecosystem with both non-profit and for-profit branches. Rooted in humility, care, and long-term responsibility, Sun Path explores new models for holding and activating land in service of ecological health and human wellbeing.



Texas Hill Country – Sun Path, a newly formed land-based initiative rooted in stewardship, creativity, and care, officially launches with a mission to restore connection—to ourselves, to one another, and to the Earth.

Founded by designer and artist Caleb Owen Martin, Sun Path emerges as an integrated ecosystem that blends regenerative land stewardship, Earth-based healing modalities, creative expression, and community service. The project is structured as a dual model: a non-profit arm dedicated to healing, education, and long-term care, and a for-profit arm designed to support financial sustainability while modeling thoughtful, low-impact development.

At its core, Sun Path is an exploration of how land can be held, tended, and activated in ways that serve both human wellbeing and ecological health. The non-profit initiatives will include spaces such as a house of retreat and longevity, a birth and hospice center, a nature-based school, and a holistic recovery center—programs designed to support people across the full arc of life. The for-profit ventures will include carefully integrated offerings such as a bathhouse, farm stand, restaurant, residential housing, and small-scale development projects, all conceived with restraint, reverence, and long-term stewardship in mind. Sun Path's vision is guided by the belief that many of today's social and ecological challenges stem from disconnection—from our bodies, our communities, and the land itself.

By braiding together healing practices, education, and creative work with regenerative land cultivation, Sun Path seeks to offer a living alternative: one rooted in relationship, responsibility, and reciprocity.

The project represents a new chapter for its founder. For over fifteen years, Caleb Owen Martin was the co-founder and Creative Director of Land, an internationally celebrated art and design studio known for imbuing large-scale global brands with artistry, soul, and narrative depth. During that time, Martin collaborated with some of the world's most influential companies and cultural institutions, including Apple, Hermès, Patagonia, Rivian, and Nike.

Running parallel to his professional career, Martin pursued a long and disciplined path of personal study, deepening his understanding of yoga, meditation, nutrition, music, movement, living systems, and sacred texts. He studied under teachers in the lineage of Kriya Yoga and within Brazilian syncretic spiritual traditions, experiences that profoundly shaped his understanding of creativity as a form of service and land as a living partner rather than a resource.

“Sun Path is the convergence of these two strands,” says Martin. “Creative vision, and grounded, Earth-based healing. It's an offering—an attempt to place the tools and insights I've been given in service to something larger than myself.”

Designed to evolve slowly and deliberately, Sun Path prioritizes long-term impact over rapid growth. Land conservation, watershed protection, ecological restoration, and community education are foundational to its approach. Rather than extracting value, the project aims to cultivate it—measured not only in economic terms, but in health, resilience, beauty, and belonging.

Sun Path is currently in its early stages of development, with plans unfolding over time through partnerships, community engagement, and careful listening to both people and place.

More information, including upcoming initiatives and opportunities to engage, can be found at www.sunpath.earth