

**URL:** /about-nama-stay

**SEO Title:** About Nama-Stay | Origins, Philosophy & Ethos

**SEO Description:** Learn more about Nama-Stay's history and origins, philosophy and ethos, and founder's story. Rooted in nature, intention, and meaningful travel near Zion.

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## 1. Hero Section

H1: About Nama-Stay

H3: A Sanctuary for Rest, Connection, and Intentional Living

## 2. Origins & Brief History

H2: Our Origins & Story

P: In the late 1980s, Mark Austin and the original owners designed and built what is now [Nama-Stay](#) Retreat House, a quiet home nestled on a remote lot once surrounded by forest and horse pastures. Drawn by the raw, sacred beauty of Zion and Southern Utah, we purchased the property in 2002, sensing it was more than just a house. Though Springdale has grown since then, the land still holds the peace, privacy, and soul of a space slightly off the beaten path, aligned perfectly for shade in summer, sun in winter, and panoramic views year-round.

From the very beginning, we knew Nama-Stay was never meant to be just a vacation rental or retreat space. In meditation, we received the name "Nama," revealed to us as the original force that gave birth to Mother Earth. That guiding energy became our foundation. Over the years, guests from around the world have brought their own meanings, cultures, and spirit to Nama, helping the place and our purpose evolve beyond anything we could have imagined. We are deeply grateful for all who feel called to be part of this growing story.

## 3. Meaning of Nama

H2: Meanings of Nama in Different Languages & Cultures

P: "Nama" is a word with many roots, rich in meaning across languages, cultures, and spiritual paths. At its essence, Nama means return to the source, a reconnection with something greater, deeper, and more whole. It is the principle tool of meditation, intended to unite the individual

soul with the supreme Soul, and a portal for the divine names spoken or chanted in reverence across traditions.

P: In Sanskrit, *nama* or *namas* implies bowing in humility, an offering of respect through body and spirit. In Indian ashrams, *nama* carries divine vibration, and in sankirtan, it becomes a sacred song: the continuous repetition of God's name to elevate the soul. In Buddhist philosophy, *nama* refers to the mental phenomena, perception, feeling, consciousness, within the five aggregates of being.

P: In Japanese, *nama* means fresh, raw, alive, and uncooked, a symbol of vitality and presence in its purest form. In Greek tradition, *Náμα* is a sweet red wine used in sacred ceremonies, connecting the physical and spiritual through ritual. In Lithuanian, *nama(s)* means home, a return to place, to belonging.

P: Even in nature, *nama* reveals its wisdom. It is a genus of hardy herbaceous plants known for thriving in harsh environments by "watering wisely." The Nama people of Africa carry a deep tradition of plant medicine and landscape reverence, and Nama medicine is known for cleansing toxins and supporting spiritual clarity.

P: Across all of these meanings, *Nama* carries one thread: to restore, to purify, to realign, and to return: to self, to source, to Earth, to soul. It is a name worth chanting, a vibration worth sharing, and a way of living we feel honored to offer through Nama-Stay.

## 4. Philosophy & Ethos

H2: Our Philosophy & Ethos

P: Feeling a deep sense of *Nama* in our hearts, we created Nama-Stay not simply as a place to stay, but as a space to return. Return to stillness, to simplicity, to self. Our philosophy is grounded in the belief that meaningful travel is not just about the places you visit, but about how you feel while you're there. Every detail of the property, from its orientation toward the sun and mountains, to the natural textures and calming design, is guided by this intention to support connection: with nature, with others, and with your own inner landscape.

P: At the core of our ethos is a reverence for nature, a commitment to intentional living, and the invitation to slow down. We value simplicity over excess, presence over distraction, and depth over surface. Nama-Stay exists to hold space for whatever transformation or stillness you seek. A soft landing place for the soul!

## 5. Meet The Owners

H2: Meet The Owners Of Nama-Stay

### H3: Catrin Atonka Zambella

P: Atonka is the soulful heart behind Nama-Stay, a woman of boundless love who believes that all things should be done with sincerity, devotion, and reverence. Originally from the Swiss Alps, she was drawn to the sacred waters and red rocks of Zion, where she now lives with her beloved family, Jonathan and Massimo. Her philosophy is rooted in the belief that true living means perfecting one's spiritual existence in harmony with people, animals, and the Earth. Through her way of being, she inspires others to embrace authenticity as a path to healing, awakening, and connection. Atonka shares her light generously, because she deeply believes in the light within you.

### H3: Jonathan Zambella

P: Jonathan is an adventurer, guide, and teacher whose passion lies in creating transformative outdoor experiences. He is the founder of [ZionGuru](#), where he offers private canyoneering trips, leadership retreats, and mentorship for aspiring guides. With decades of experience in Zion's wildest canyons, Jonathan blends technical expertise with deep intention, helping guests reconnect with nature and themselves. He is most inspired when supporting those who serve others, especially leaders and changemakers seeking renewal through adventure. His work continues to shape both the physical terrain of Zion and the inner journeys of those he guides.

### H3: Massimo Zambella

P: Massimo is the youngest member of the Nama-Stay family and a source of joy, curiosity, and wisdom beyond his years. With a mind for engineering and a heart for people, he reminds everyone around him to stay playful, open, and present. Whether he's asking thoughtful questions or cruising through town on one wheels, his lighthearted spirit, creativity and industrious nature brings balance to the family's deeper mission. Massimo's presence is a guiding force and a constant reminder that wonder is essential to a meaningful life.

## 6. Contact Section

H2: Let's Connect

P: Whether you have a special request, are planning a retreat, or simply want to learn more about staying with us near Zion, our team is here to support you. Reach out anytime and let us help you create a meaningful experience.

CTA B: [Contact Us](#) → [Inquiry page](#)