



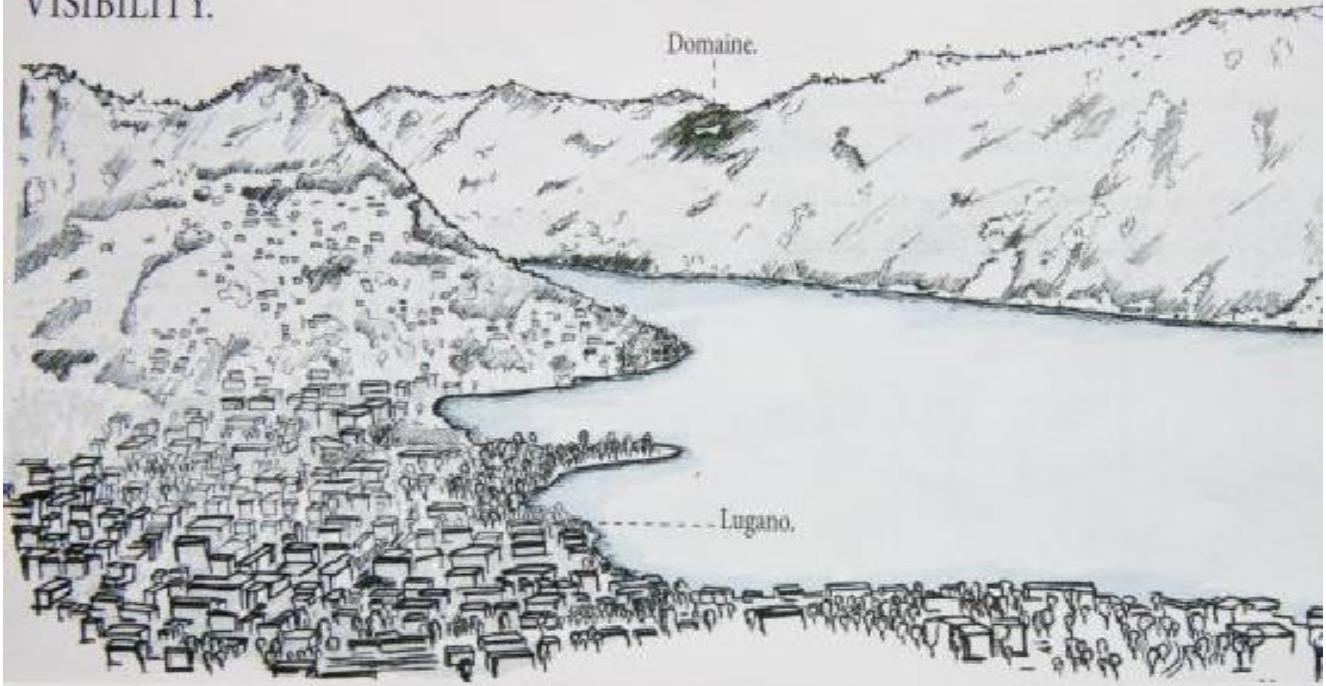
SLHC Real Estate Fund - Project MARKS

The construction of «MARKS & Arboretum Intelvi of the righteous of the world», leading to the tourist relaunch of Lanzo d'Intelvi to resurrect as the first Italian weekend resort



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VISIBILITY.



Accès / Access





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Business unit chart

SLHC Real Estate fund

MARKS	Arboretum Intelvi	Hospitality	Mobility
Museum Arte Karl Schmid by Kengo Kuma associates*	Monumental Arboretum Intelvi * & Diffused Arboretum*	Diffused Hotel LARICE®	Lario-Ceresio Mobility Company(LCMC)**
Roofgarden MARKS by Piet Oudolf*	1st Extension Arboretum Pian D'Orano(+18ha)	Arkitekthus prefabricated houses	Minibus Shuttles: Pigra - Lanzo Lanzo - Maroggia Lanzo - Porlezza
Memorial stairs to the lake Memorial landart*	2nd Extension Arboretum Elevated walkways(+20ha)	Grand Hotel SPA Paraviso at Belvedere	Zeppelin Z5L activity

*= financed by the MARKS Interreg Project Italy /Switzerland, private donations

**= rebuilding Funicular Lanzo-S.Magherita (financed at max. 50% by Region Lombardy) & operating cable car Argegno - Pigra



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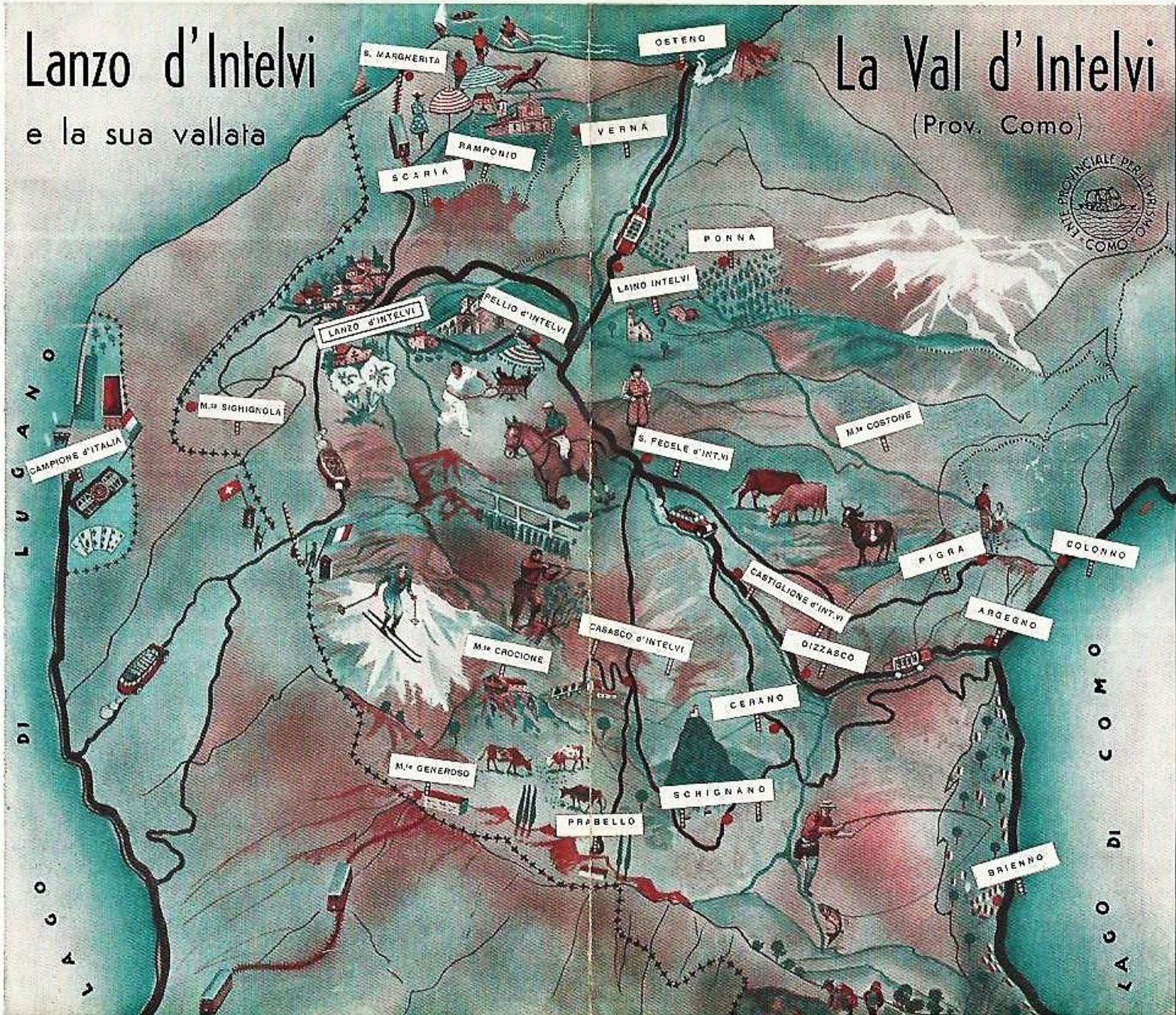
1.3 Business units

business unit 1:

MARKS (Museum Arte Karl Schmid) and Arboretum Intelvi of the righteous

Kengo Kuma's museum will house a permanent exhibition of the artworks of Karl Schmid, temporary exhibitions of art & design and a congress center for cultural events between Switzerland and Italy. It will feature a rooftop garden designed by landscape architect Piet Oudolf. The museum will be surrounded by the «Arboretum Intelvi of the Righteous», and memorial land-art themed paths/stairs connecting to the lake. All trees will be selected in collaboration with the Gariwo foundation and the IUCN red list and will be dedicated to personalities contributing righteous actions for humanity in the past and in the present. The Arboretum Intelvi should reflect the message of universal peace of all nations and religions, - a central theme of Karl Schmid's artwork.





Old map of Val d'Intelvi with main tourist attractions



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marketplayers museums of contemporary art & others	Insubric region	architect	Italy and Switzerland & worldwide	Number of yearly visitors	Entry price in €	Subsidies Canton/ region/ government in € & comments
LAC Museum	Lugano			118 000	18-20	2500 m2 exh.space
Max Museum	Chiasso				10	
Museum Villa Panza	Varese			62 000	15	
MACT/CACT	Bellinzona				5	
Fondation Beyeler			Basel	280 577	30	
Fondation Gianadda			Martigny	174 036	15	
Kunsthaus			Zürich	318 580	18-20	
Kunstmuseum			Basel	238 239	25	
Museum Paul Klee		Renzo Piano	Bern	135 000	18	6.8 mio
KUB(Kunsthaus Bregenz)	7 years building time!	Peter Zumthor	Bregenz	70 000	9 -11	1880 m2 exhibition space
MART			Roveredo	132 000	11	
Kunstmuseum Bern			Bern	120 000	20/30*	* = +Plau Klee
MAXXI		Zaha Hadid	Rom	150 000	12	7.3 mio
MACRO			Rom	180 000	10	
Guggenheim Museum	Built in 1997	Frank O.Gehry	Bilbao	1 322 611		
Collezione Peggy Guggenheim			Venice	427 209	14	
Castello di Rivoli			Torino	125 134	8.5	
Centro Luigi Pecci		N10 architects	Prato	50 000	10	
GAM			Roma	213 820	10	
Mudec		Chipperfield	Milano	500 000	12-14	
Ca'Pesaro			Venice	100 000	14	
GAMEC			Bergamo	42 888	6	
MAN			Nuoro(Sardegna)	30 000	5	
MAMbo			Bologna	82 804	6	
Museo Madre			Naples	80 000	8	
Museo del Novecento			Milan	244 353	10	
Fondazione Prada		Rem Koolhaas	Milan	20 000	15	
Triennale			Milan	476 000	18	
PAC			Milan	126 673	8	
Centre Pompidou			Paris	3 371 000	11-14	
Tate Modern			London	5 868 562	10-15	
Museo Nacional Prado			Madrid	2 824 000	15	
Pirelli Hangar Bicocca			Milan	260 000	Free	
Rijksmuseum			Amsterdam	2 160 000	19-20	
Museo Reina Sofia			Madrid	3 897 000	8-10	



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marketplayers museums of contemporary art	Architects & Comments	Worldwide	Number of yearly visitors	Entry price in €	Subsidies Canton/region/ government in € & comments
MOMA PS1		Queens, NYC	200 000		Simon Mordant on board(as well Moca LA and MCA Sydney)
MOMA	Goodwin-Stone (1939)Yoshio Taniguchi(2004)	NYC	2 750 000	22	
MASSMOCA		Massachusetts	245 000	16-18	18000 m2 ;Huge real estate development impact; build 1999
Solomon Guggenheim Museum		New York	1 200 000		
New Museum of Contemporary Art	Sanaa architects	New York	300 000		
Hamburger Bahnhof		Hamburg			
Moderna Museet		Stockholm			
MOCA (3 locations)		Los Angeles			
MOCA		Shanghai			
MOT		Tokyo			
Museo Inhotim & Botanical Garden		Brumadhino Minas Gerais	3 000 000	10	
Palais de Tokyo(musée nationale)		Paris	420 200	12	2000 m2 (3 ex./year)
San Francisco Museum of Modern Art (SFMOMA)	Snohetta(2017); M.Botta(1995)	San Francisco	1 113 984	20; Free under 18 Timed ticketing	16000 m2 ; 20% ticketing, 40% contributions & events 12% memberships
Smithsonian's Hirshhorn Museum & Sculpture Garden		Washington DC			
MCA	Innovativ exhibitions: like that of Pipilotti Rist «Sip my ocean»	Sydney	1 100 000	Free; payment only for certain exhibitions (e.g. Pipi. Rist 12 €)	Scott. Liz Ann Mc Gregor director 12 Mio budget: 24% sponsors 22% Austr.Gov. 54% own income!
Hammer Museum		Los Angeles		free	
Serpentine Gallery	Zumthor & others pavillons	London	700 000		
Ullens Center		Beijing	905 000		
MCA		Chicago		12	
Pérez Art Museum Miami(PAMM)	Herzog & Demeuron	Miami	250 000	14	Built 1984, new building H&D 2013
Whitney Museum of American Art		New York			
Institute of Contemporary Art(ICA)	Diller Scofidio & Renfo (2006)	Boston			
DIA (Art Foundation)		Beacon(NY)			



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c > the market of botanical gardens & Arboreta

3.3.1 The market of botanical gardens & arboreta in the Insubria region and worldwide

Botanical attractions can be subdivided into botanical gardens and arboreta.

The English have a big number of botanical gardens and arboreta because they were bringing plants back from their many colonies to analyze them scientifically during the period of the British Empire. Kew garden in Richmond is still the most visited botanic garden with an entrance fee worldwide.

The US has many arboreta that were planted on university campuses. The most prominent garden is Longwood Gardens in Pennsylvania build by the DuPont Family.

Californias national parks are known for their giant trees. The biggest tree of the world, the giant sequoia General Sherman with a volume of 1487 m³ and a weight of more than 2000 tonnes, can be found in the Redwood National Park in California.

In the Insubria area we have many prominent parks and botanical gardens that are situated along the shores of the lakes with magnificent panoramic views.

To compete with all these realities, we have to offer different things.

The interesting attraction of the Arboretum Intelvi will be the unique mix of scientific collections of rare trees, their unique dedication to personalities selected with the Gariwo foundation, prominent land-art collections, the roof garden and garden around the Marks museum by landscape archistar Piet Oudolf, the Marks museum itself with the art treasure of Karl Schmid, tree-bridges in the top of the trees and many more.



Kings Canyon National Park, USA General Sherman tree, Redwood National Park



3.3.2 size of the market and market share

Italy's museum market with its 55 Mio+ visitors registers a total income of more than 200 Mio €.

Our objective with the MARKS + Arboretum Intelvi is to reach 200.000 visitors/year from the 3rd year of opening. This would correspond to approximately 0.3% of the market in terms of visitors and 1.4% in terms of income.

3.3.3 market segmentation - competitive structure

i. competitors

the following gardens, arboreta and parks in Switzerland, Italy and worldwide dominate the market:

a – gardens and Arboreta in the insubric area:

- Villa Taranto - Verbania
- Villa Carlotta - Tremezzina
- Villa Melzi - Bellagio
- Isole Borromee - Lago Maggiore
- Isola Brissago - Lago Maggiore
- Parco Scherre- Morcote

b – botanic gardens combined with museums:

- Inhotim - Brazil
- Reggia Venaria - Torino
- Reggia di Caserta - Campagna

c – Important Arboreta in Europe:

- LAC - Lugano
- Villa Panza - Varese
- Max Museum - Chiasso
- MACT/CACT - Bellinzona

d – Most visited gardens and Arboreta Europe:

- Kew Gardens - Richmond
- Mainau island - lake Constance
- RHS Wisley - Surrey
- Reggia Venaria - Turin
- Royal Botanic Garden - Edinburgh
- Giardino di Boboli - Florence
- Monet's Garden - Giverny
- Isole Borromee - Verbania
- Herrenhäuser Gärten - Hanover

e – gardens/arboreta national & worldwide we desire to collaborate:

- Nititsky Bojanski - Yalta
- Westonbirt Arboretum - Gloucestershire
- Jardim Botânico - Rio de Janeiro
- Morton Arboretum - Chicago

f – the closest competitors will be:

- Villa Taranto - Verbania
- Villa Carlotta - Tremezzina
- Villa Melzi - Bellagio
- Isole Borromee - Lago Maggiore
- Isola Brissago - Lago Maggiore
- Insel Mainau - Lake of Constance
- Arte Sella - Valsugana(Trentino)



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market players botanical gardens & arboreta	Insubric region	Rest of Italy and Switzerland	worldwide	Number of yearly visitors	Size in ha	Entry price in €	Year of opening	Collection of trees species/ comments
Villa Carlotta	x			230 000	8	10		
Villa Melzi	x			110 000		6.5		
Villa Balbianello	x			135 000	2	10		Featured in film Star Wars
Villa Taranto	x			160 000	16	11		
Isole Brissago	x			65 000		7.2		
Isole Borromee	x			600 000		24-28		
Parco Scherrer	x			20 000		6		
Garten Insel Mainau				1 300 000		21.5		Inclusive boat
Reggia Venaria Reale		Torino		1 048 834		16-25		
Kirstenbosch National Bot. Garden			Capetown S.-Africa	1 100 000	470		1913	
Reggia di Caserta		Caserta		498 690				
Herrenhäuser Garten			Hannover	580 000				
Botanischer Garten			Berlin	430 000	43			Ticket 13% total cost/ 70 gard.
Kew Gardens			Richmond England	1 858 513	130	19.5	1759	108663
Parco Sigurta		Modena		450 000	60			
Monet 's Garden			Giverny	700 000	2	10.5		
Powerscourt Garden			Enniskerry Ireland	227 500	19	7.5- 10.5		
Villandry			Villandry France	350 000		7		10
Sissinghurst			England	200 000				
Rousham			Oxfordshire	150 000		12	1737-41	
Orto botanico		Palermo				6		
Winkworth Arboretum			Surrey		45	10	1938	
Jardim Botanico			Rio de Janeiro	600 000	75		1808	Burle Marx; 480000
Giardino di Boboli		Firenze		881 463	4.5	3-10	1766	
Villa d'Este		Tivoli		443 425	4	13	1570	
Arte Sella		Val Sugana		100 000		5	1989	
Kalmthout Arboretum				40 000	13	7	1856	7254
Mustilla Arboretum			Finland	20 000	120		1902	500
Arboretum Aubonne		Aubonne		40 000		free		
Arboretum Ruhunde			Rwanda		200		1934	
Royal Botanic Garden			Edinburgh	929 140	32		1670	3000000
Botanic Garden Wales			Cardiff	160 000	230	28	2002	Biggest glass- House by Foster



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market players botanical gardens & arboreta	worldwide	Number of yearly visitors	Size of garden ha	Entry price in €	Year of opening	Number of different tree species
Bokrijk Arboretum	Belgium		18	12.5	1960	6200
Robert Lenoir Arboretum	Belgium		15		1951-58	3100
Arboretum Het Leen	Belgium	1500	6		1980	8000
Jardin de Plantes Medicinales	Brussels					
Jardin de Plantes Medicinales	Metz Cloître des Récoletts				1989	88
Hof der Saaksen Arboretum	Beveren, Belgium	15 000	13		1979	6555 special oak collection
Botanic Garden Meise	Meise, Belgium	90 000	35		1796	25000
Arboretum Groenendaal	Groe.daal, Belgium		14		1899	890 einige tolle Exemplare
Arboretum Lohbrügge	Hamburg Deutschland				1965	1570
Arboretum Freiburg Günterstal	Freiburg Deutschland		100		1896	1300 Douglasien
Botanischer Garten Uni Göttingen	Göttingen Deutschland		36		1967	
Späth Arboretum Berlin	Berlin Deutschland	5 000	6		1879	1200
Harcourt Arboretum	Oxford England	144 000	57		1976	1835
The Living Rainforest	Thatcham, England	80 000	1			1991
Levens Hall Garden	Levens Hall England			15		1694
Winkworth Arboretum	Surrey				1937	
Arboretum Chevreloup	Rocqu.court France				1924	
Arboretum Marcel Kroenlein	Roure, France	1270 – 1700m			1988	Artists Andy Goldworthy
Frank A. Waugh Arboretum	Amherst (MA) USA		581		1944	11200
LA Arboretum & Botanical Garden	Los Angeles USA	200 000	51		1948	
National Arboretum Canberra	Canberra Australia	1 000 000	250		2005	48000
Arboretum Westplaar						
RHS Garden Rosemoor	North Devon UK	234 102	26	14		
RHS Bridgewater	Greater Manchester	220 000	62	12		Opens in 2020
RHS Wisely	Surrey UK	1 200 000	97.1	20.5		
Harlow Carr	North Yorkshire	498 933	27.5	14		
Nikitsky bojanski jalta	Yalta, Russia	700 000	960	4.5	1812	40 ha Arboretum



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market players botanical gardens & arboreta	worldwide	Number of yearly visitors	Size of garden ha	Entry price in €	Year of opening	Number of different tree s pecies /comments
Morton Arboretum	Chicago	1 103 902	687	10	1922	4300
High Line Garden	NYC					by Piet Oudolf
Indonesia Botanical Gardens	Bogor , West Java	1 500 000	87	1.2	1817	3170
Bernheim Arboretum	Clermont , Kentucky	270 000	6530	8	1929	
Boone County Arboretum	Union , Kentucky		49		1994	3600
Chicago Botanic Garden	Glencoe , Illinois	1 000 000	155	22	1972	Lenhardt library, Bonsai collection
Frank A.Waugh Arboretum	Amherst, Massachsetts	Part of the campus			1862	important trees from Japan
Fullerton Arboretum	Fullerton, California		10.5	4	1977	
Harold L.Lyon Arboretum	Honolulu , Hawaii	50 000	78		1972	
Holden Forests and Gardens	Kirtland , Ohio	350 000	1416	10	1931	
Kadoorie Farms & Botanic Garden	Hong Kong, China	157 000	148	4	1956	
Longwood Gardens	Kennett Square Pennsylvania	1 530 237	435	20	1798	Most visited garden USA
Los Angeles County Arboretum	Arcadia, California	435 000	51.4	8	1947	
Montgomery Botanical Center	Coral Gables, Florida		48.5	free	1959	Palms, cycads & tropical conifers
Morris Arboretum	Philadelphia, Pennsylvania	130 000	37.2	18	1887	
National Tropical Botanic Gardens	Koloa , Hawaii	67 000	242	free 55 tour	1964	2000 trees
Polly Hill Arboretum	West Tisbury Massachusetts	16 000	29	4	1958	
Puebla University Botanic Garden	Puebla, Mexico		10	free	1987	Specialized in cactus, succulents
Royal Botanic Gardens	Sydney, Australia	3 689 735	30	free	1816	
Shanghai Botanical Garden	Shanghai , China					
The Australian Botanic Garden	Mount Annan, Australia	325 250	460	free	1984	
The Bartlett Tree Arboretum	Charlotte, North Carolina		37	free	1965	
The Blue Mountains Botanic Garden	Mount Tomah, New South Wales, Australia	150 000	28	free	1970	Like Arboretum Intelvi at 1000 m
The Daws Arboretum	Newark, Ohio		809	9	1929	
Westonbirt, The National Arboretum	Westonbirt, Gloucestershire, UK	552 662	242	12	1829	18000 treetop bridges
University of Washington Botanic Garden	Seattle, Washington		93	free		
UC Davis Arboretum	Davis, California					
Univers.of Maryland Arboretum	College Park, Maryland		505		1863	Tree Campus USA



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3.4 marketing plan

3.4.1

a -MARKS® & Arboretum Intelvi

ia > product viability



Exhibition tickets	Events	Museum shop	Education	Restaurant / coffee shop	Donations/ Membership
Permanent exhibition Karl Schmid	Congresses Outdoor performing arts venues	Catalogues & Publications	Library	Rental	companies
Temporary exhibitions art	Catering events e.g. weddings, receptions, fashion shows, etc.	Limited art editions MARKS	Workshops	Culinary events	individuals
Temporary exhibitions design	Cultural events film and music	Limited design editions MARKS	Cultural Summer camps		



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Proposed Marks Museum concept by Kengo Kuma associates



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Roofgarden MARKS: designstyle Piet Oudolf



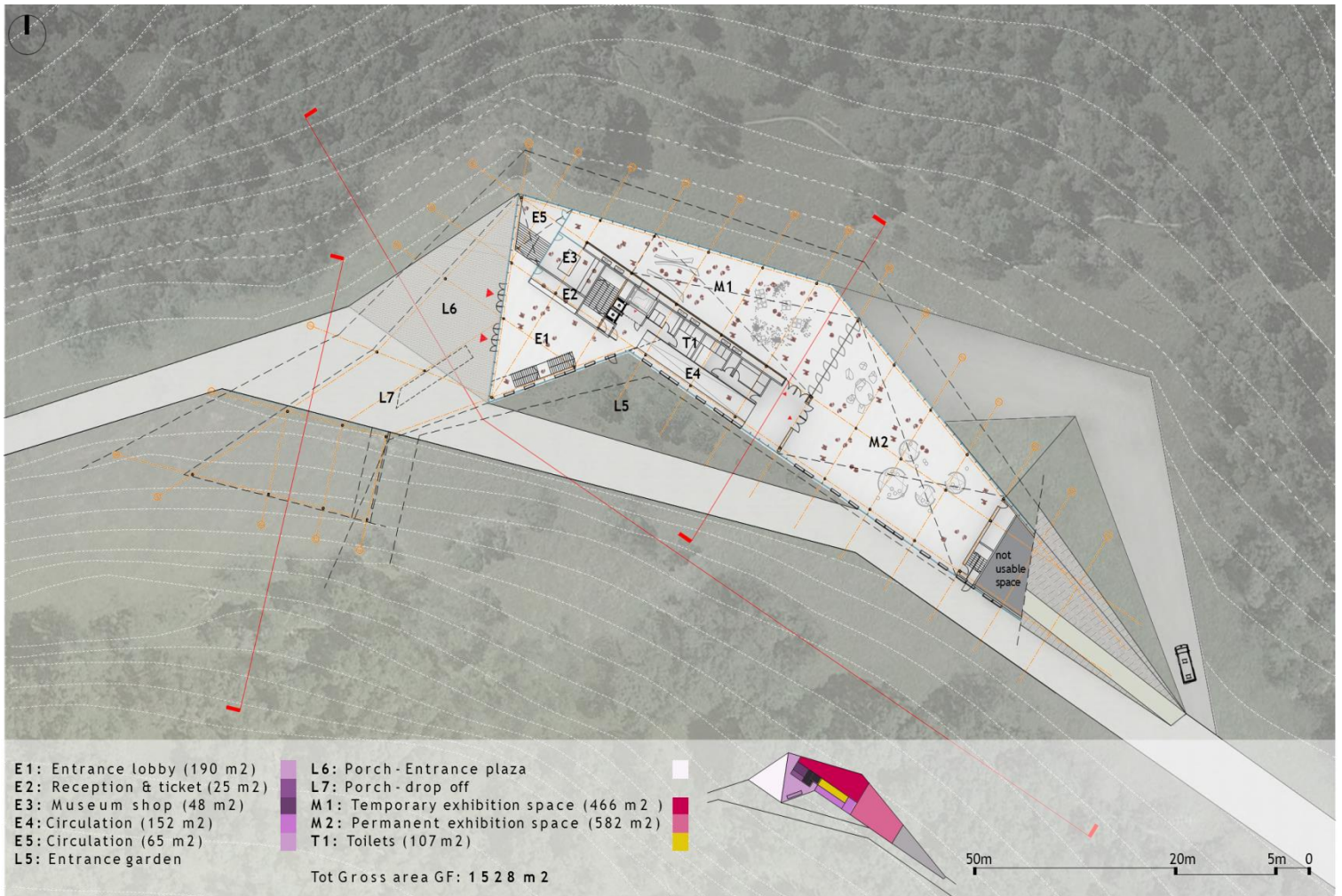


iiia > definition of MARKS museum concept

Apart from featuring the permanent collection of the work of artist Karl Schmid, the concept of the MARKS museum should as well reflect his thoughts and ethical principles and communicate them through art and cultural events.

We believe that art and the creative process can open minds to build a better world.

We are convinced that modern and contemporary art transcend national boundaries and involve all forms of visual expression, including painting and sculpture, drawings, prints, illustrated books, photography, architecture and design, and film and video, as well as new forms yet to be developed or understood that reflect and explore the artistic issues of our era.



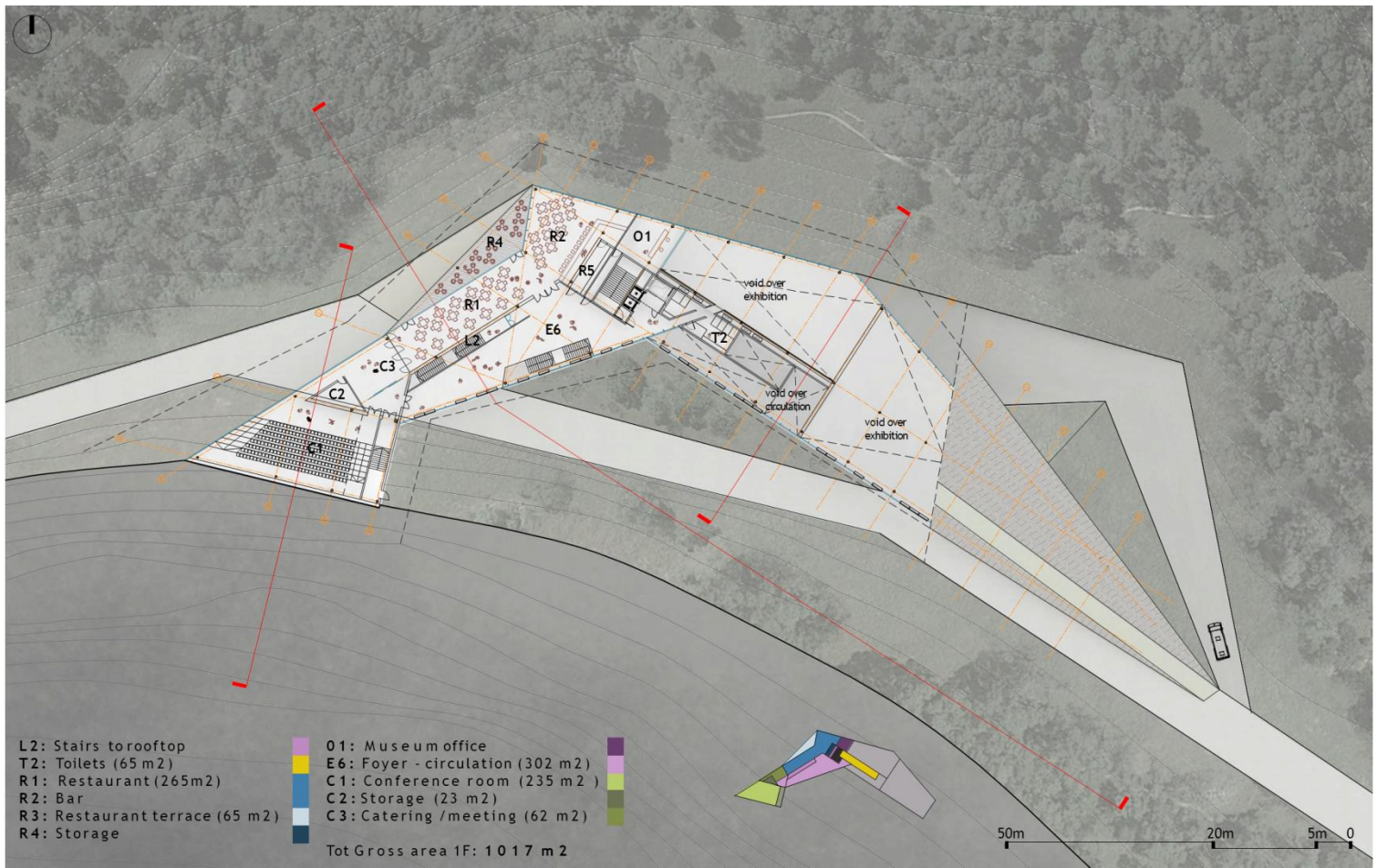
Groundfloor Marks Museum by Kengo Kuma Associates



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We aim to explore these forms of visual expressions through exhibitions and installations at the Marks and its surrounding arboretum Intelvi, in particular, we intend to:

- a. Develop engaging educational programs that connect with our local community.
- b. Hold at least 2 temporary art exhibitions and 1 design exhibition a year.
- c. Extend our memorial land art collection by at least one artist a year.
- d. Produce regularly limited art and design editions for the MARKS museum that will be sold through our museum shop and contribute to the sustainability of the structure.

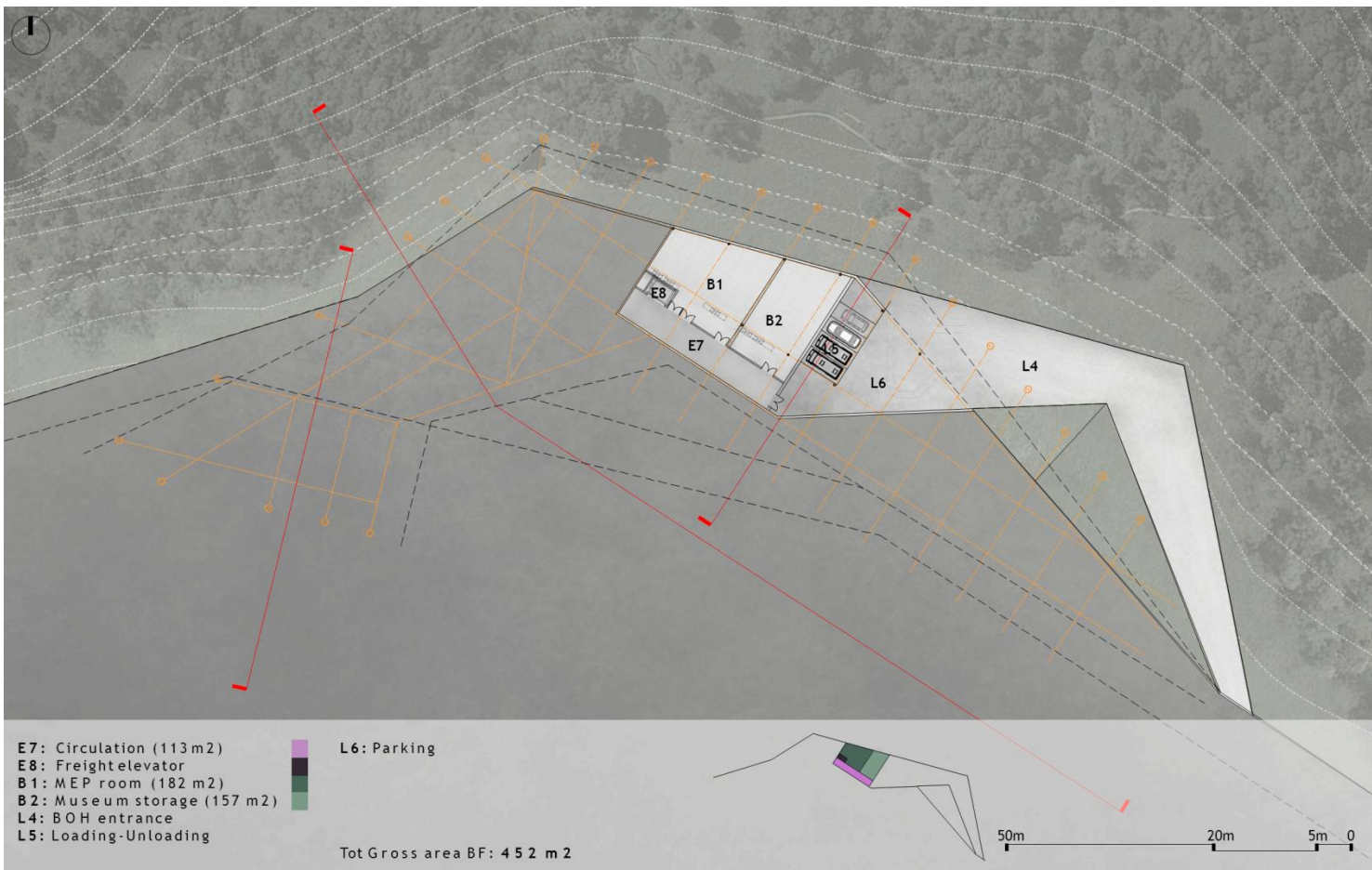


First Floor Marks Museum by Kengo Kuma Associates



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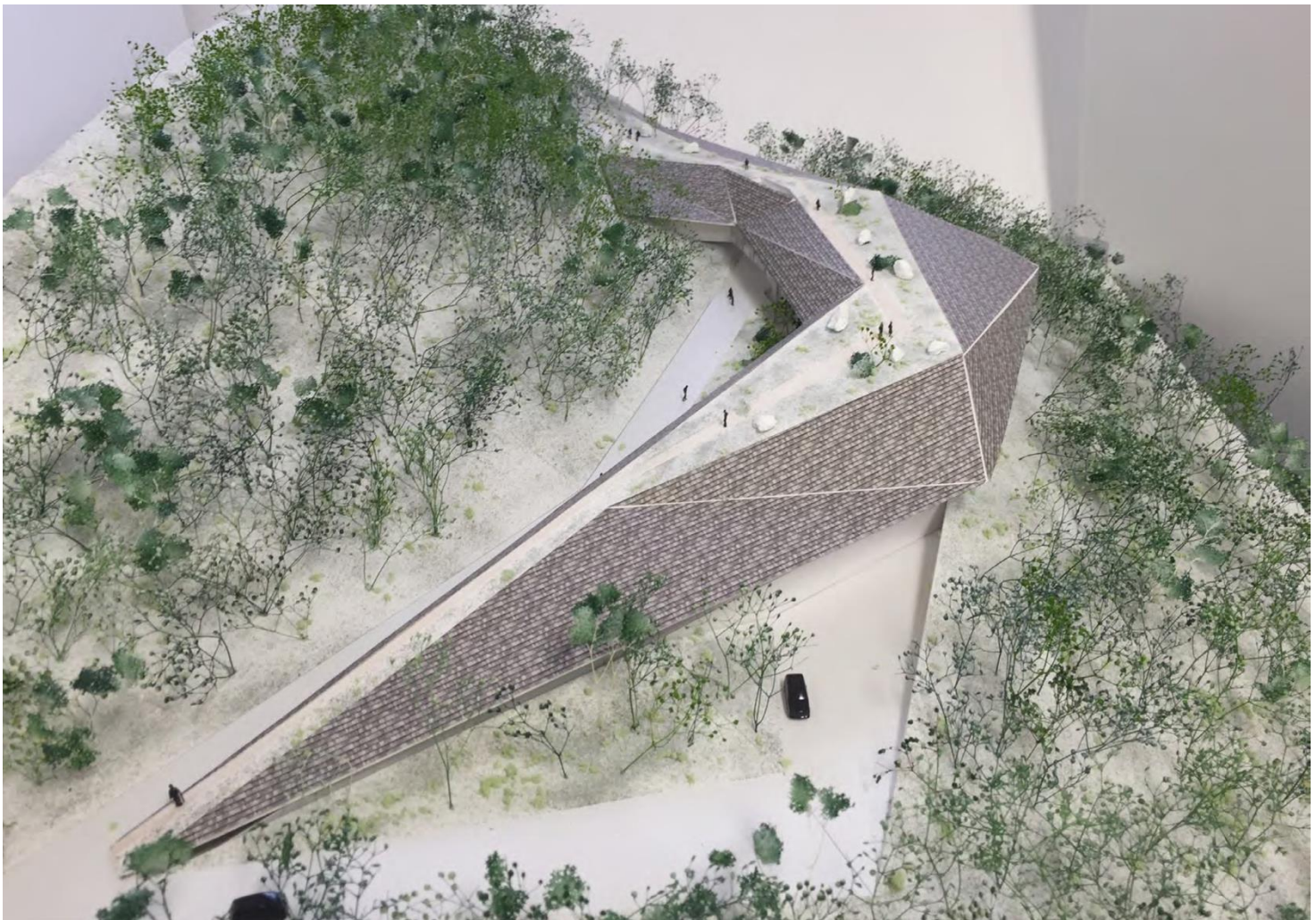
- d. Hold events and congresses at the MARKS with a focus on Swiss-Italian cultural exchange.
- e. Create a Mini-Marks area at the museum for children.
- f. Establish a library either at the museum or at a place nearby (e.g. Palazzo Scotti in Laino) that becomes a worldwide reference for the historic artists and craftsmen «Maestri dei Laghi» of the valley.
- g. Collaborate with other museums and botanic realities in the Insubria region and launch a combined entrance ticket for tourists.



The basement floor Marks Museum by Kengo Kuma Associates



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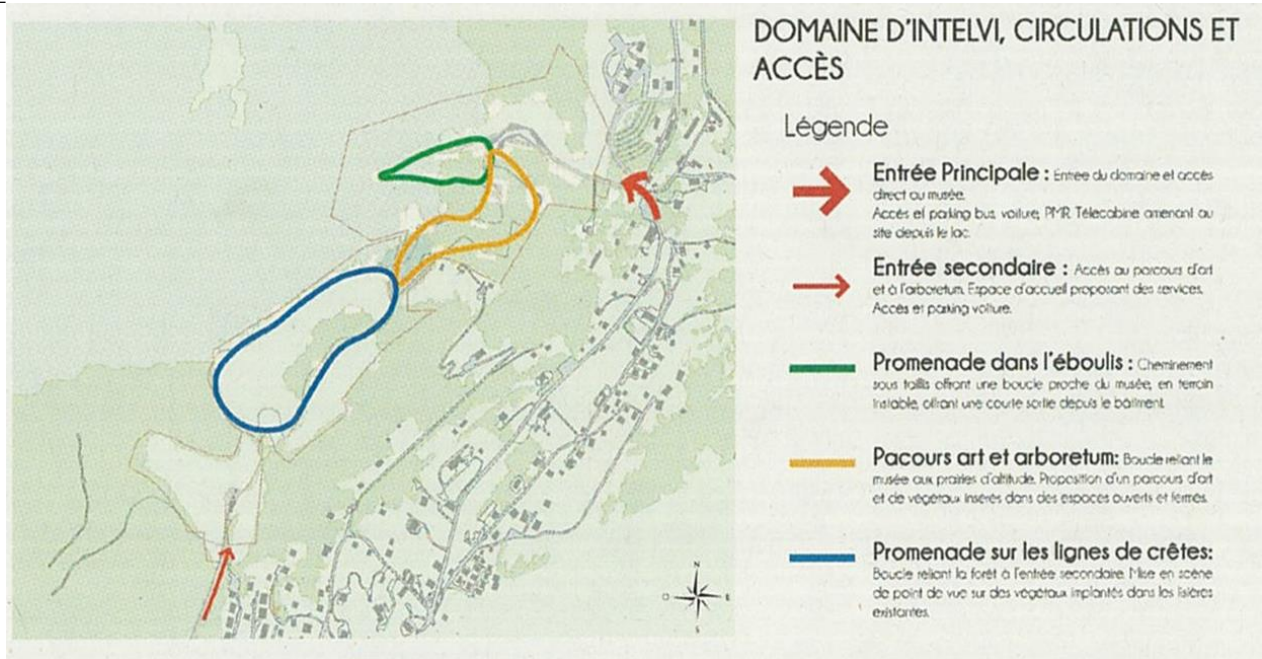
Model view of MARKS with roof garden museum by Kengo Kuma associates



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3.4.1

a - Arboretum Intelvi®

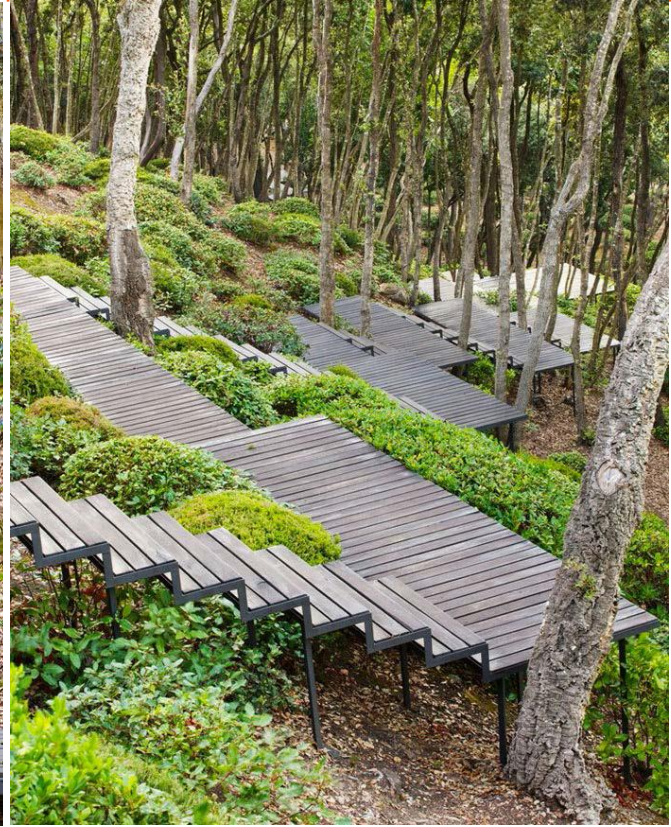


Arboretum Intelvi

Arboretum tickets	Tree partnerships	Plant Adoptions	Education	Teahouse	Donations/ memberships
Landart memorial paths	companies	companies	Library	Rental	companies
Treetop walkways	individuals	individuals	Workshops	events	individuals
Observation Tower			Summer camps		



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Possible walking stairs to connect the visitor between the landart installations



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iv>c> land-art of the memorial paths by different artists selected by the MARKS curator

The different memorial land-art paths will be designed by young artists selected by our MARKS curator Giuliana Stella. We also will try to convince some acclaimed landscape architects to participate such as Andy Goldsworthy and Giuseppe Penone if they agree to our budget.

vi > extension phases of arboretum Intelvi designed by international renowned architects

As you can see from the pictures underneath and on the next page we expect to extend our Arboretum Intelvi in 2 phases with the construction of treetop walkways and an observation tower. These extensions of the arboretum will demand further funds that can either be generated by donors, crowd financing or by the SLHC fund itself. To be coherent with our philosophy, those treetop walking bridges and the observation tower would have to be designed by architects to attract further tourists. Concerning the observation tower, it is yet to be clarified if we would ever receive building permission or if Switzerland would oppose it from the impact on the Lugano landscape.



meditation treetop walkway amusement park Denmark



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Amphitheatre for classical music events as second extension of arboretum Intelvi



Extension arboretum Pian d'Orano



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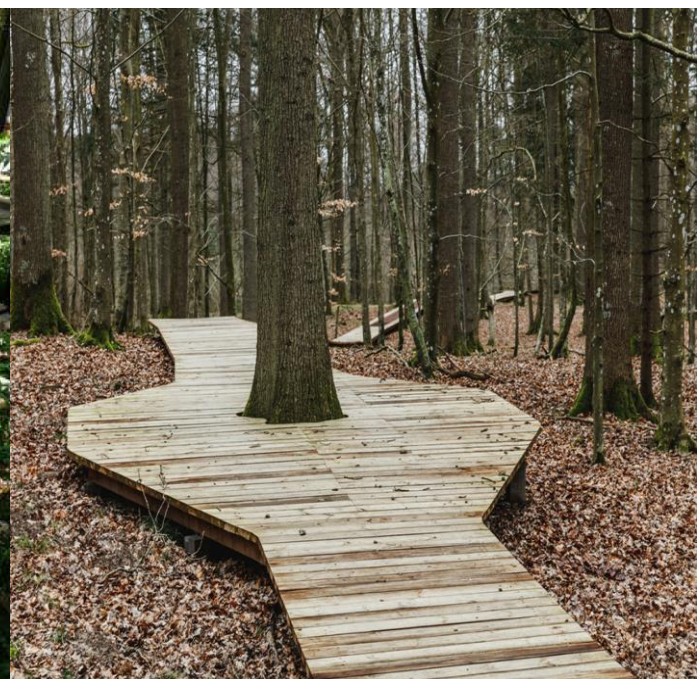
3.4.2 price

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i > competition/positioning

We will offer different types of ticketing as follows:

MARKS exhibitions	adults	Children under 16
MARKS permanent exhibition Karl Schmid MARKS temporary exhibitions of art & design	15	5
MARKS & Arboretum Intelvi	23	10
Arboretum Intelvi	10	5
MARKS & Arboretum Intelvi & Roundtrip ticket Lugano	50	20
MARKS & Arboretum Intelvi & Roundtrip ticket Como	55	25
Arboretum Intelvi including roundtrip ticket Lugano	40	20
Arboretum Intelvi including roundtrip ticket Como	45	25





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Annual Membership Marks & Arboretum Intelvi	€	Expected minimal annual memberships per category
Member	40	12
Spike	75	12
Rail	150	12
Beam	350	12
Track	500	12
Trestle	750	12
Possible donations Marks & Arboretum Intelvi	€	Expected minimal annual donations per category
Buddy	35	12
Uncle	50	12
Sir	75	12
Count	150	12
Earl	500	12
King	1000	12



Coupe en travers: passerelle



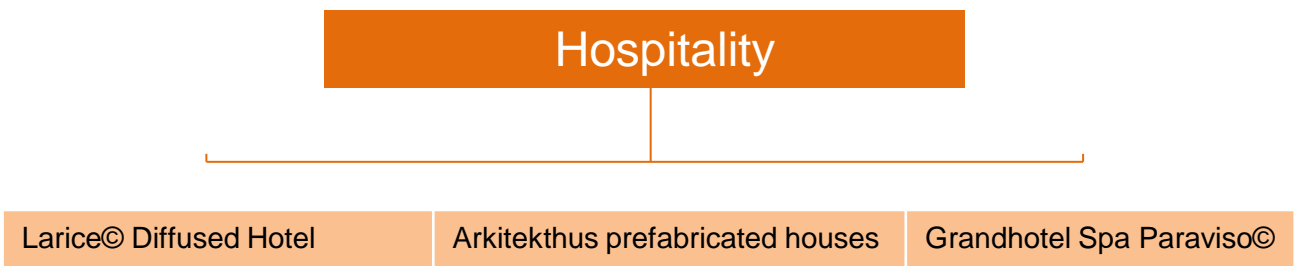
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Plant adoptions in € / year	Expected minimal number of adoptions/year
25	12
50	12
75	12
150	12
500	12
Tree partnerships in €/year	Expected number of adoptions/year
Individuals 5 000	100
Companies 10 000	10



3.4 marketing plan hospitality

To have tourists increase their LOS at the Marks and Arboretum Intelvi it is paramount to be able to offer a mix of different quality hospitality. The planned diffused hotel Larice and the prefabricated Arkitekthus houses participate fully in the gentrification process initiated by the MARKS museum while offering an innovative way of staying in the valley.



→ Funicular /cable car



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3.4.2.

ARKITEKTHUS prefabricated ecological houses by reknown architects in Thoma Holz 100 moonwood

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The cheap landcost in the area between the two lakes gives us a possibility to develop another form of hospitality for the visitors. These prefabricated houses by leading architects will be build in an innovative material called Holz 100 that allows a completely new way of ecological construction.

Holz 100 is a special form of wood, also called moonwood, produced by the factories of the Austrian entrepreneur Erwin Thoma. It is wood harvested at the right time.

For thousands of years, people have been preoccupied with how the time of year when a tree is felled influences the quality of the timber. Felled wood is particularly strong and hard-wearing during a waning moon and when there is a new moon.

The properties of Holz 100 allow constructing houses with minimal heating. The Holz 100 parts of the house are not glued together but hold together with wooden dowels, there is no insulation and unhealthy chemicals used.

Holz 100 is 100% free of toxic construction chemicals. Something much better is used in their place: Holz 100 surrounds you with solid wood, like a second skin. Free of toxic fumes, invigorating and revitalizing. The Holz 100 house is the best foundation for deep, healthy sleep and active, dynamic life full of energy and calm.



Holz 100 comes in different widths (17- 36 cm) depending on the location where the house will be build and the heating system chosen.

The building method is the same than that used by buddist monks for their wooden temples in Asia that exist already for 2000 years.



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ia > product viability

Three of the LARICE villas planned to purchase have gardens big enough to build the first models of ARKITEKTHUS. Hence these will be the three first prefabricated houses that we will build. The building time of the house is a mere 4 weeks, interiors will be planned according to the same ecological standards.

The existing first three designs (see underneath) include models by CKR architects and architect Gerd Wingardhs. To enhance the architectural attraction of the area we will as well develop new models with Kengo Kuma, Sanaa and other talented architects in the future.





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iiia > definition of the ARKITEKTHUS hospitality concept

We will start with the three existing models from CKR and Wingardhs architects but the idea is to develop more models with promising young architects as well as established names.

- a. Every house has to be built in the Holz 100 material from Thoma in order that the guest can sense the different atmosphere and the positive health effects.
- b. There should be a book in each house about the architect that designed it and his work as well as a selection of books from Erwin Thoma. These books can be acquired at the checkout.
- c. Every room should contain originals of contemporary art
- d. There should be one central movie server for the whole structure that provides a free selection of films documenting the history of cinema (cult, historic, documentaries, etc...).
- e. Car service to reach the final location from public transport hubs with white Rolls Royce marked with the Larice logo and drivers wearing white gloves(similar to Japanese taxi drivers). The same transport should be provided for cultural tours in the Insubria area.



Arkitekthus Interior walls and floor with Holz 100 by Thoma



3.4 marketing plan mobility

For MARKS and Arboretum Intelvi we need to guarantee access by public transport because most of the 1.7 Mio tourists who visit the Como/Lugano area yearly are not necessarily equipped with a car. As well we do not want to have too many cars up in the valley. The current critical situation of the Tremezzina can only teach us that we need to reduce the traffic by car as much as possible and consequently make public transport more attractive.

Using a combination of travel by boat, by funicular and cable car, bus and train facilitates the connection of the two lakes and is most exciting to the visitors. It is our intention to create a Lario-Ceresio mobility Company (LCMC) that if possible operates both, the cable car Argegno-Pigra and the funicular to be reconstructed, Lanzo-S.Magherita.

Mobility

Lario-Ceresio Mobility Company(LCMC)	Minibus Shuttles	Z5L© Zeppelin activity
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direction Como center



Business Plan
June 2019

3.4.1

Lario-Ceresio Mobility Company(LCMC)

Survey of different connections and capacities to Marks & Arboretum Intelvi

	frequency	Possible number of passengers	Ticket price	Arrival of boat SNL/ Lugano - S.Magherita	SNL boat capacity Lugano-S.Magherita	Ticket price
				Speedboat SNLC Como - Argegno		
Funicular Lanzo – S-Magherita Operated by LCMC	Every 10 min. Duration 8.5 min. Change 1.5 min.	2 wagons with 40 people capacity 80 x 5 = 400 p/h	Single 10 Return 15,5	Every 2 hours 5-6 times a day 09:00/11:00/13:00/ 14:00/16:00/18:00	200 - 300 persons	Single 15 Return 33
	Yearly theoretical capacity both ways	2 190 720 if operated 13.5 h/day 09:00 – 22:30 15.5 h/day (june-sep) 09:00 – 00:30		Yearly theoretical capacity one way	604 800 with 6 times arrival one way	20% discount on LCMC round ticket
Cable Car Argegno – Pigra Operated by LCMC	Every 6 min. Duration 4.5 min. Change 1.5 min	1 cabin with 12 people capacity 12 x 10 = 120 p/h	Single 6.50 Return 10 (currently the prices are too low)	07:33/09:00/12:15/ 13:30/14:20/17:10/ 18:10/19:20 8 times a day	176 - 200 Persons	
	Yearly theoretical capacity one way	705 600 17.5 h/day 06:30 - 24:00			473 088 with 8 times a day arrival one way	
Bus shuttle Pigra – Lanzo Operated by ASF	Every 10 min.	Minibus with 14 people capacity 14 x 6 = 84 p/h				
	Yearly theoretical capacity one way	409 248 14.5 h/day 08:30 - 22:00				
Bus Shuttle Maroggia – Lanzo Operated by APS	Every 30 min. Corrisponding to TILO sched.	El. Minibus with 16 people capacity 16 x 2 = 32 p/h				
	Yearly theoretical Capacity	172 032 16h/day 06:00 – 01:00				
Bus shuttle Lanzo- Porlezza Operated by ASF	Every 20 min.	Minibus with 14 people capacity 14 x 3 = 42p/h				
	Yearly theoretical capacity	197 568 14h/day 08:00 – 22:00				

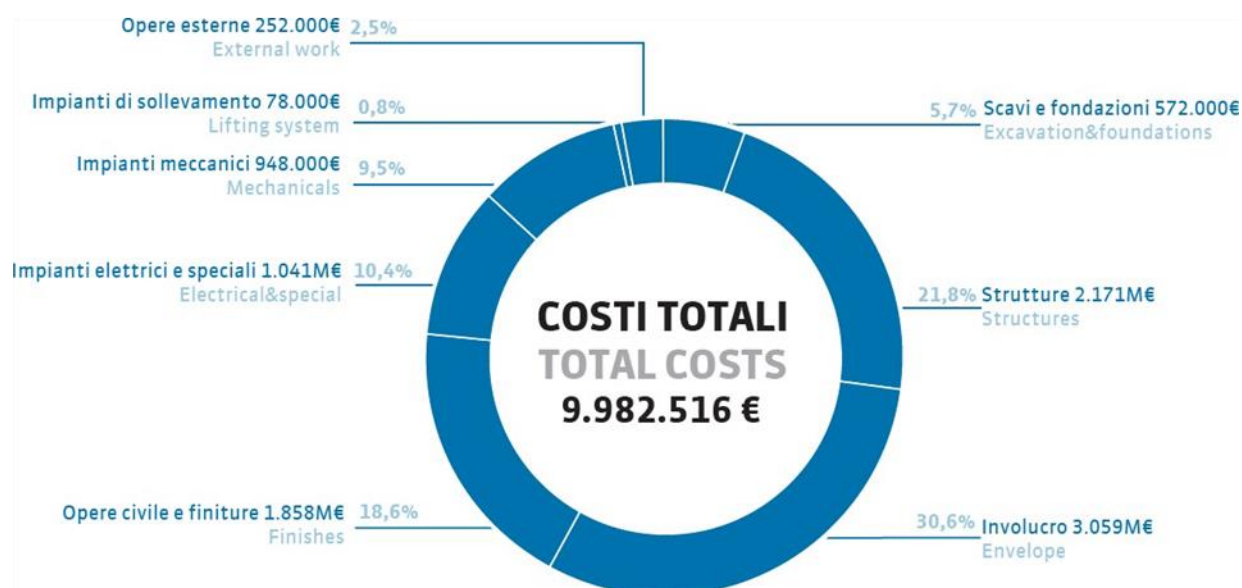


Stima preliminare dei costi

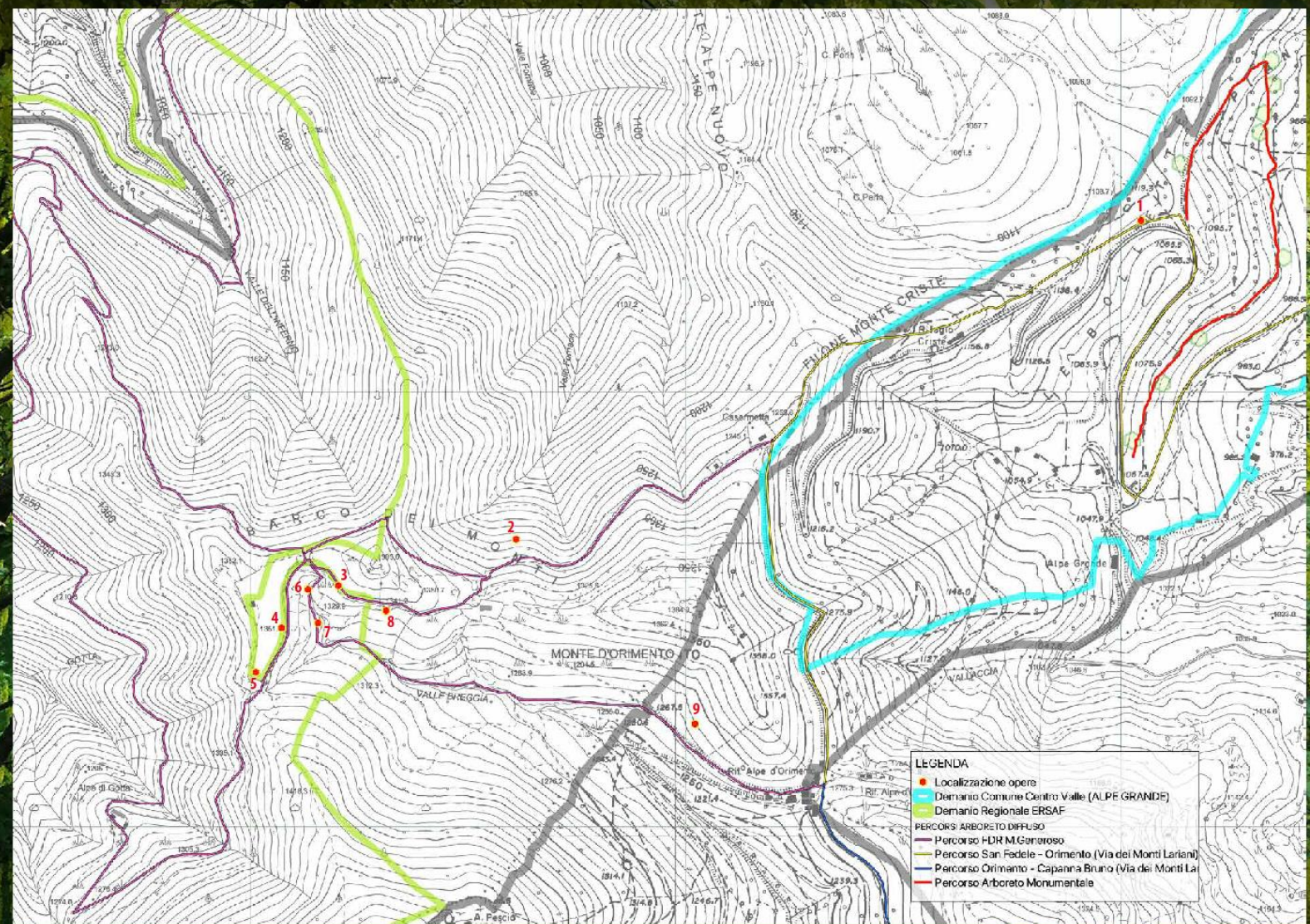
La stima preliminare dei costi di costruzione porta ad un totale complessivo pari: **9.982.516 €**.

Si riporta qui di seguito la suddivisa nelle principali categorie, come illustrato nello schema:

Categorie Categories	Costi Costs
Demolizioni e bonifiche Strip-out&demolitions	Escluse Excluded
Scavi e fondazioni Excavations and foundations	572.618€
Strutture Structures	2.171.655€
Involucro Envelope	3.059.377€
Opere civili e finiture Finishes	1.858.937€
Impianti elettrici e speciali Electrical&special	1.041.461€
Impianti meccanici Mechanical	948.147€
Impianti di Sollevamento Lifting systems	78.200€
Opere esterne External works	252.121€
Totale costi di costruzione Total constuction costs	9.982.516 €



SENTIERI: ALPE GRANDE, BARCO DEI MONTONI, SENTIERO BASSO MONTE GENEROSO



1 - Jonathan Vivacqua, *Scarabocchi*, 2022
2 - Simone Berti, *Senza titolo*, 2022
3 - Jonathan Vivacqua, *Metamorfosi*, 2022

4 - Jonathan Vivacqua, *Scarabocchi 2*, 2022
5 - Jonathan Vivacqua, *Tesoro*, 2022
6 - Caretto/Spagna, *Mostro Generoso*, 2022

7 - Caretto/Spagna, *Emissari*, 2022
8 - Karl Schmid, *Senza titolo*, 2022
9 - Simone Berti, *Senza titolo*, 2022

