



New urbanization in the Alps: mobility and urban life style dynamics

Architecture, climat, risk and sustainability

Presentation AlpWeek_EFPL-LAMU: Laboratory of Architecture and Urban Mobility

Introduction

Case studies

1. New resort Andermatt (URI)

Fiona Pia, architect and PHD assistant at laboratory of Architecture and Urban Mobility, EPFL-LAMU, Lausanne
Head: professor Inès Lamunière

2. Montagne Alternative resort, Commeire (VS)

Benoît Greindl, founder and partner
& Clara Jousson, architect at dl-a architects, Geneva

3. Altitude refuges:

Vélan (VS), Monte Rosa (VS) & Gernasutti (IT)

Estelle Lépine, architect and PHD assistant at laboratory of Construction and Conservation, EPFL-LCC, Lausanne
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Design strategies

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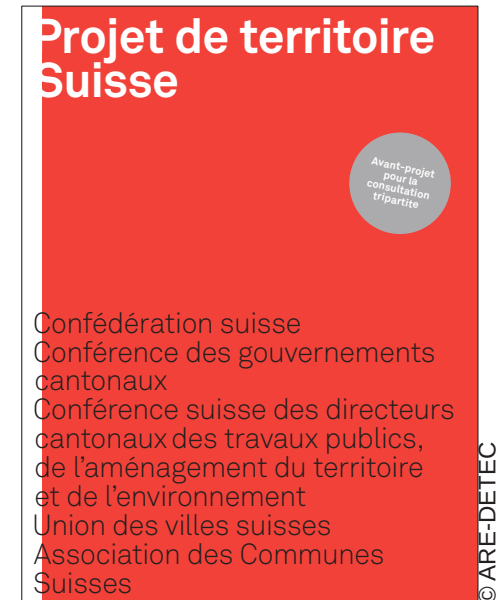
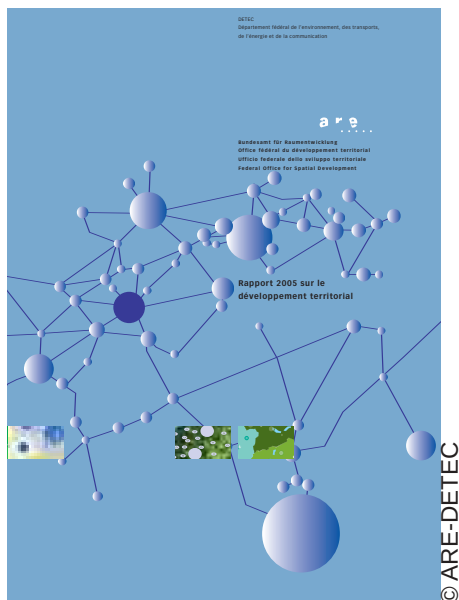
Design strategies

The referendum occurred on March 11th 2012 on the Franz Weber initiative questions new hypothesis for the development of the mountain region.

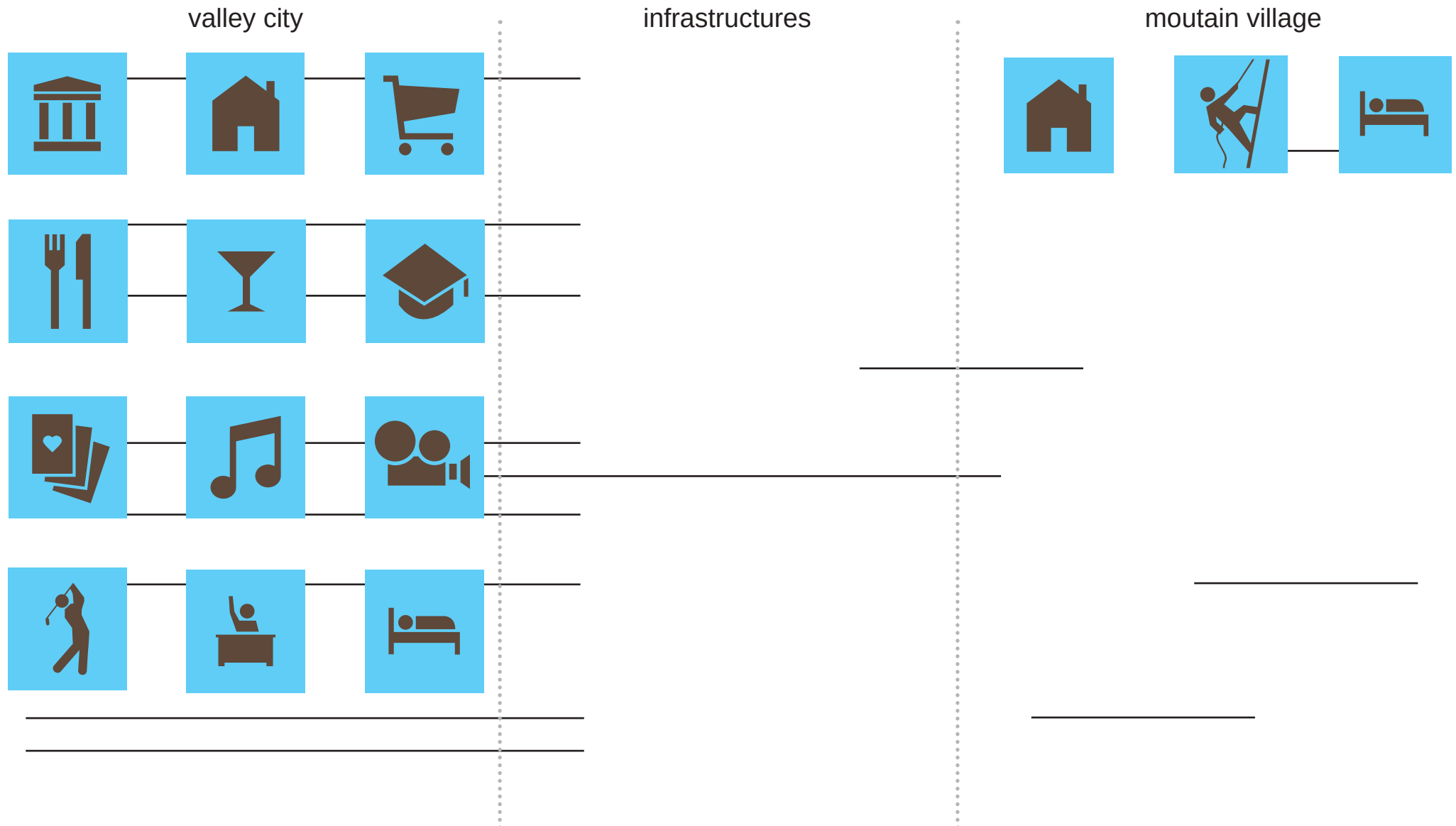
Rethinking a different urban planning: new links between city and mountain, between development and nature, between society and contemporary.

To build on the renewed interfaces
energy / equipment / mobility

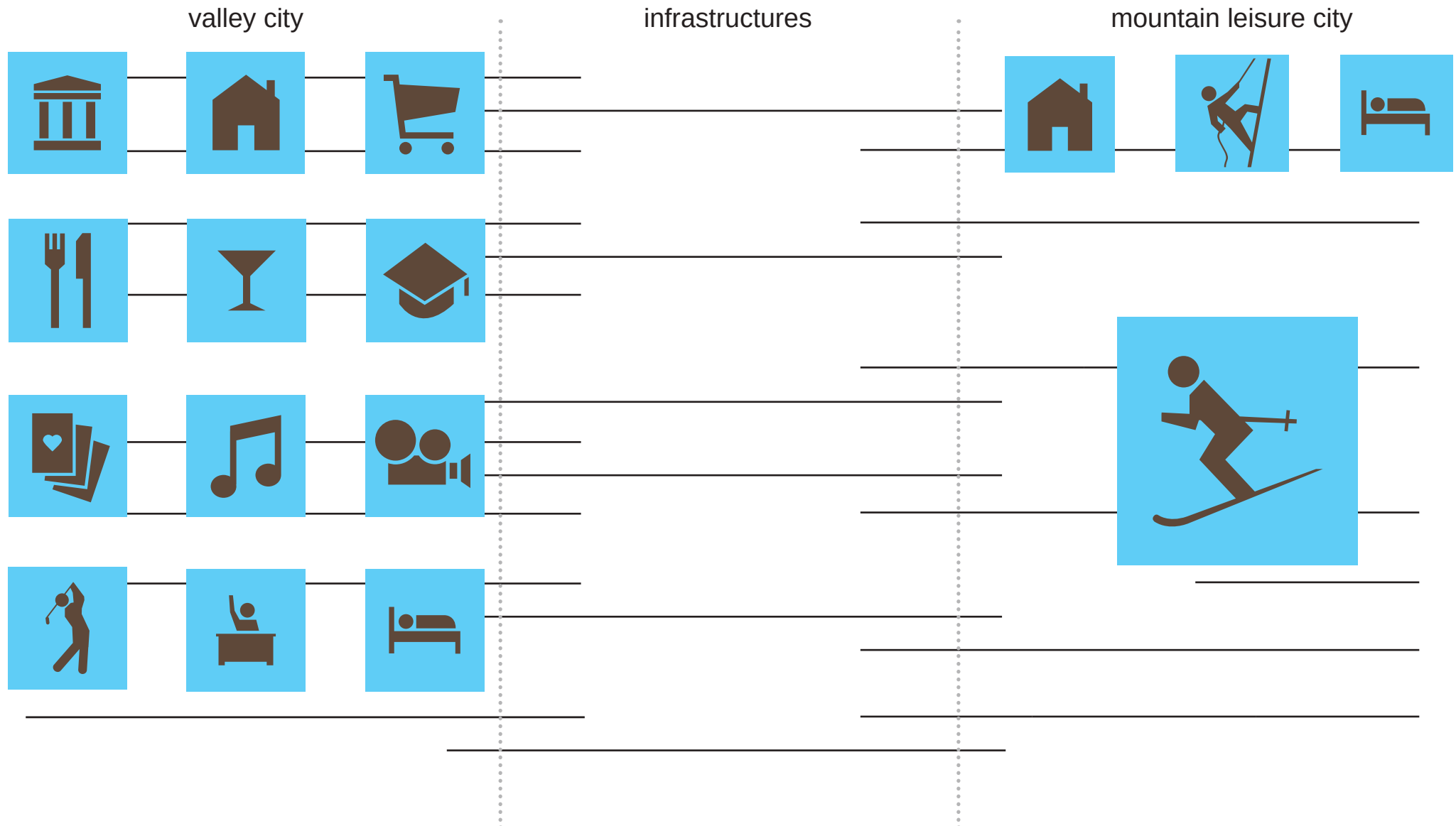
Definition of the swiss urbanity



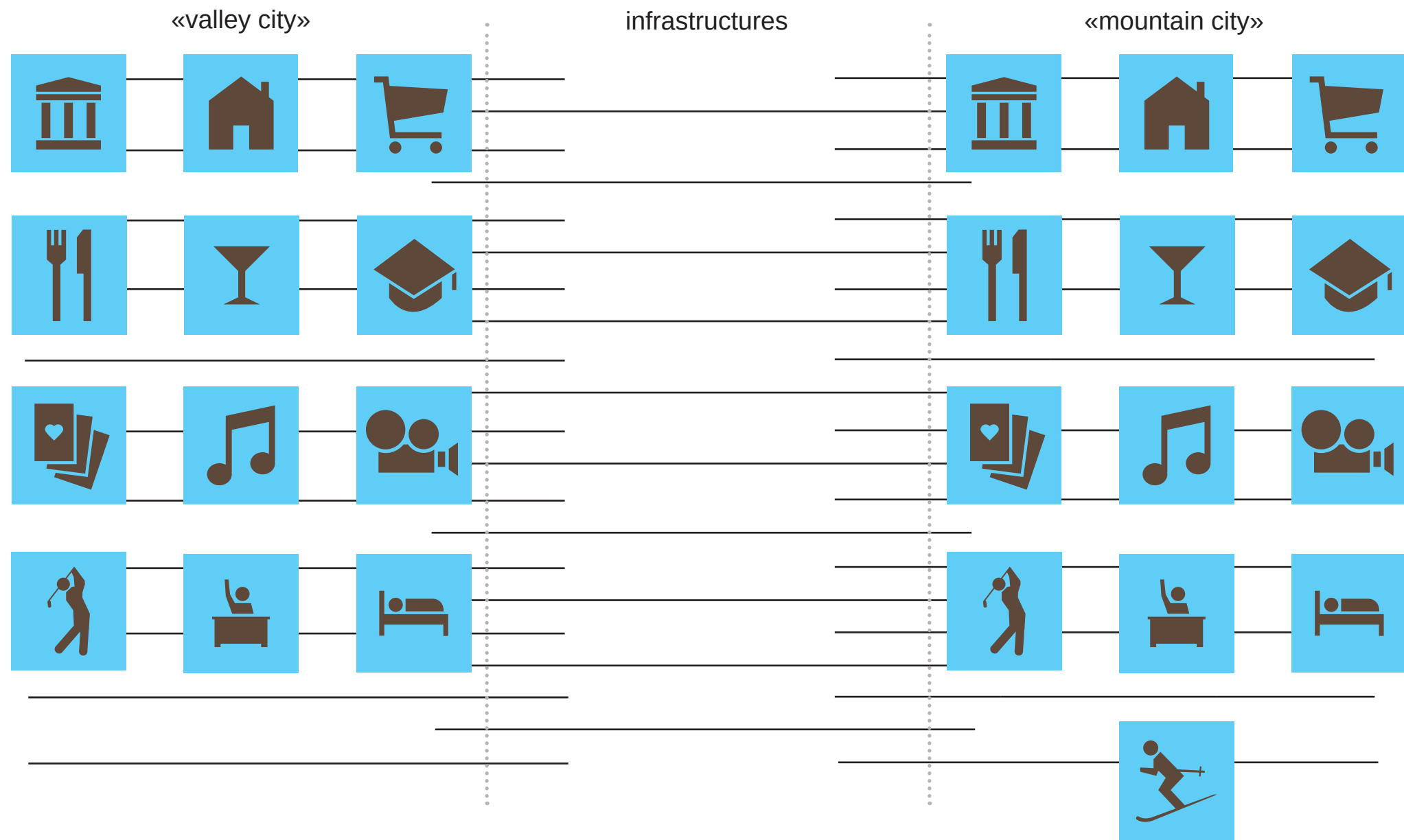
The city before the development of winter sports: urban = valley city / rural = mountain village



The city early 20th: valley city and mountain leisure city . Two separate urban entities



The contemporary city: a mesh formed by the valley urbanity - infrastructures - mountain urbanity



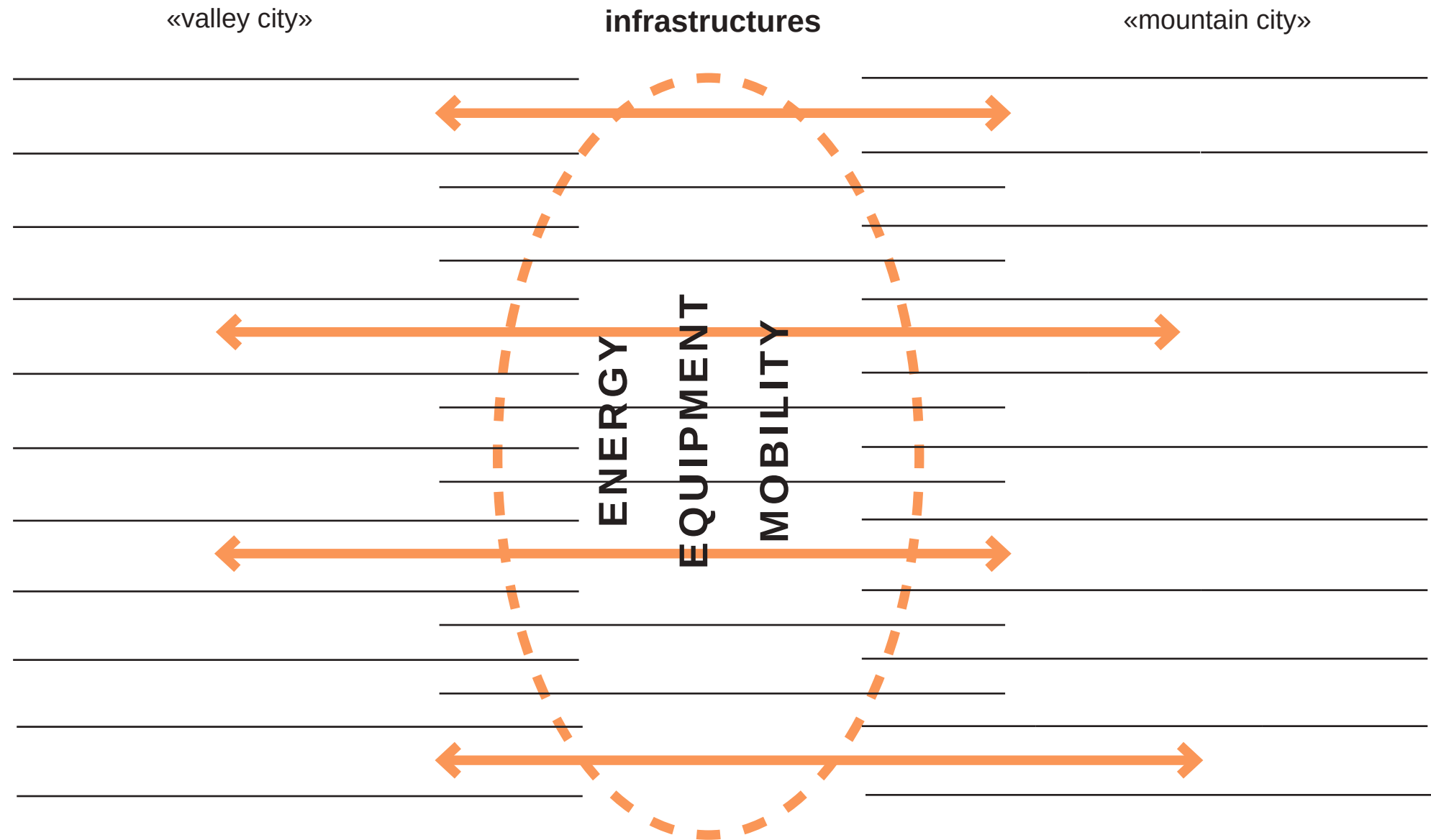
International private schools in the mountain



International events in the mountain



Urbanization on the interface



STUDY CASE 1_ANDERMATT

NOT AVAILABLE FOR PUBLICATION

CASE STUDY 2_COMMEIRE

Introduction

2a. Marketing and economic concept

2a1. Raw data

2a2. Administrative data

2a3. Intermediate results

2a4. Long-term strategy *Montagne Alternative*

2b. Architectural

2b1. Urban analysis

2b2. Two transformation projects
dl-a office, Geneva

Transformation of the heritage

Altitude: 1454 m

Temperature / year: 9 ° C

Days with sunshine / year: 250

Accessability: Bus, car

Time car to city Arc Lémanique,
Lausanne: 1h

Hotel + wellness + conference rooms

Net area: 1'600 m²

60 beds

Existing village: 12 people





View of the site



A dream, a love story



Charter *Montagne Alternative*

WHY

HOW

OUR COMMITMENT

HUMAN

FOR THE PLANET

ECONOMY

OUR INTENTION

Charter *Montagne Alternative*

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Positioning - market segment - new form of tourism

Slow Tourism:

Slow food - Slow thinking - Slow living ... better health - better ideas - better life ...



Segmentation

4 segments: groups, corporate, short stay and long stay + *Residence Alternative*



4 dimensions: body, heart, mind and spirit

4 seasons



Raw data _phase 1

Phase 1: 2006 - 2012

5 barns - 18 rooms (16 + 2)

+/- 6.000.000 chf for real estate investment

+/- 1.500.000 chf for start-up costs (marketing + exploitation)

From 2012, operations will be balanced in cash flow.



Raw data _phase 2

Phase 2: 2012 to 2015

Support surfaces: meeting, reception, restaurant, shop, spa, carnotzet.
15 to 16 rooms.

+/- 6.000.000 chf (15 rooms * 280.000 chf = +/- 4.200.000 chf +
1.500.000 chf for the Agora and 300.000 of working capital).



Raw data_total phase 1 + phase 2

Capacity: 32 rooms + meeting rooms + kitchen + restaurant + spa

Investment: 13.500.000 chf

FP : 5.500.000 + BCV : 5.500.000 + Other (public or private): 3.000.000

CA: 2.700.000 - MB (60%): 1.700.000 – EBITDA : 1.000.000 – NET PROFIT: 400.000 TO : 50%

Jobs: 5 to 10 direct + 7 to 15 indirect



Administrative data_development and hotel exploitation

Incorporation:

Permit B

Residence in the commune of Orsières

Source of funds

Acquisition of real estate:

Foreigner (LFAIE)

LEX WEBER

Licenses:

Review LHR

Permanent establishment

Funding:

Report SCH

Personal funding

OVAC

LIM

Administrative data_development and operation of a hotel

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Intermediate results

Ranked n°1 of 135 special lodging in Valais

Google Analytics: 4000 visits per month on the site



Occupancy rate of 35 to 45% over 365 days in the launch phase

70% annual growth of sales in 2011 and 2012

Tripling the gross margin in 2012

Long-term strategy *Montagne Alternative*

Kaizen: continuous improvement

Irradiation: vertical and horizontal.

Vertical: Nutrition concept + short agricultural circuits - Concept of preventive health + full rest - Sports and cultural activities - Think thank

Horizontal: Other sites

Partnership (Unity is strength): Exploitation - Marketing - Development

Conclusion

INNOVATION

MEANING

REALISM

TEAM AND COHERENCE

Conclusion

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MEANING

REALISM

TEAM AND COHERENCE

Dining room



© Montagne Alternative

Living room



© Montagne Alternative

Conference room



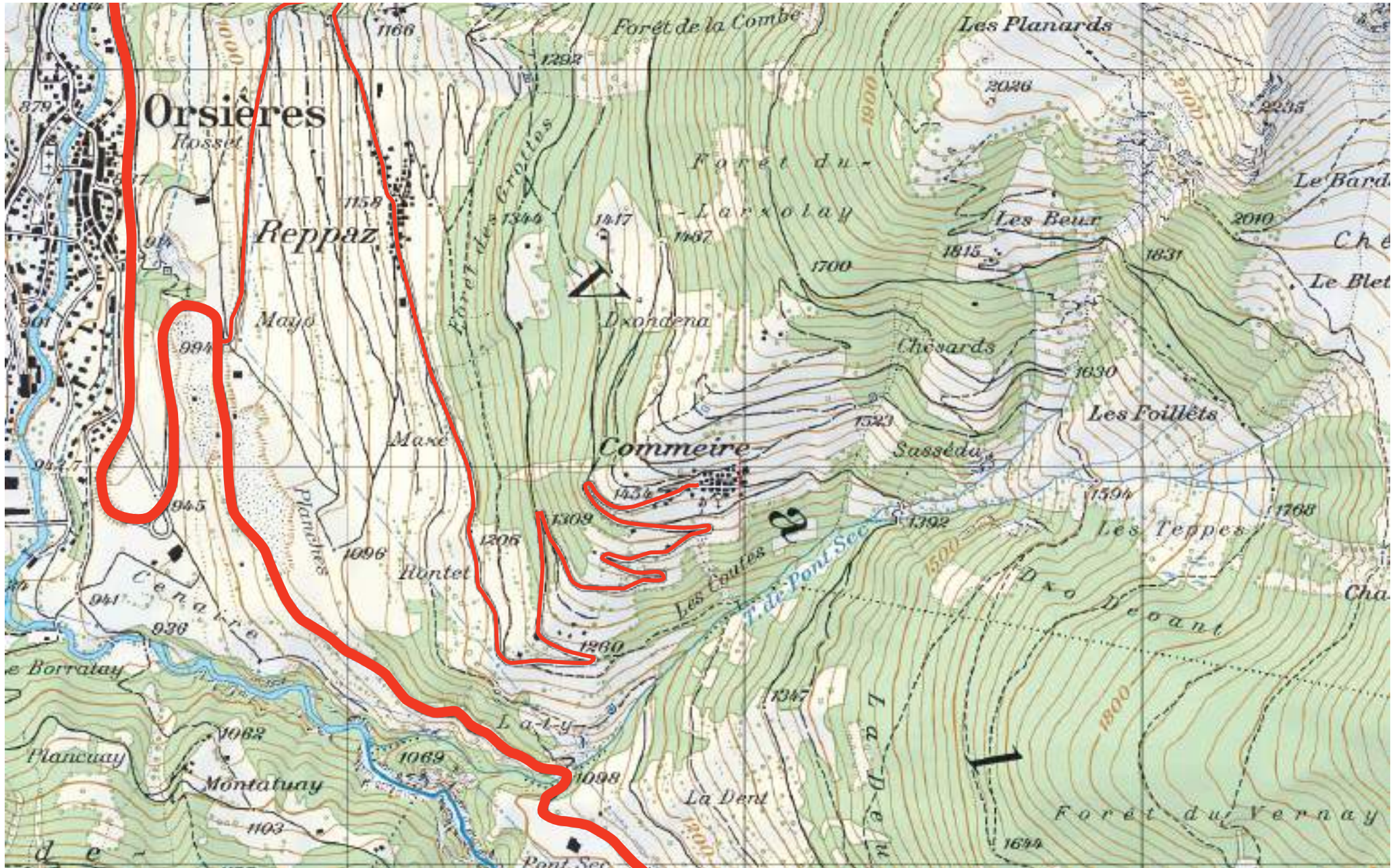
© Montagne Alternative

Bedroom

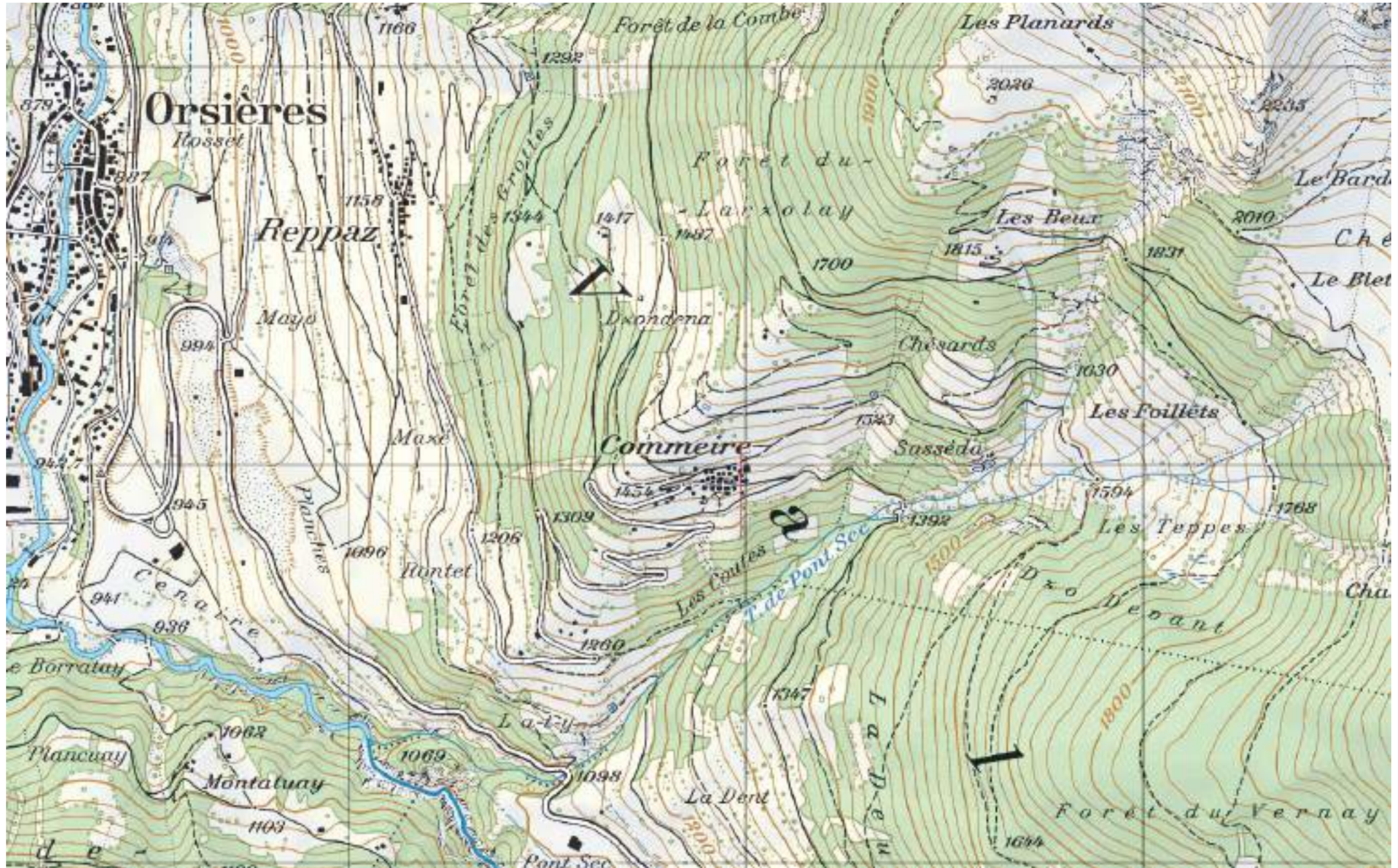


© Montagne Alternative

Accessibility



Natural hazards map_out of avalanches, rockfalls, floods areas

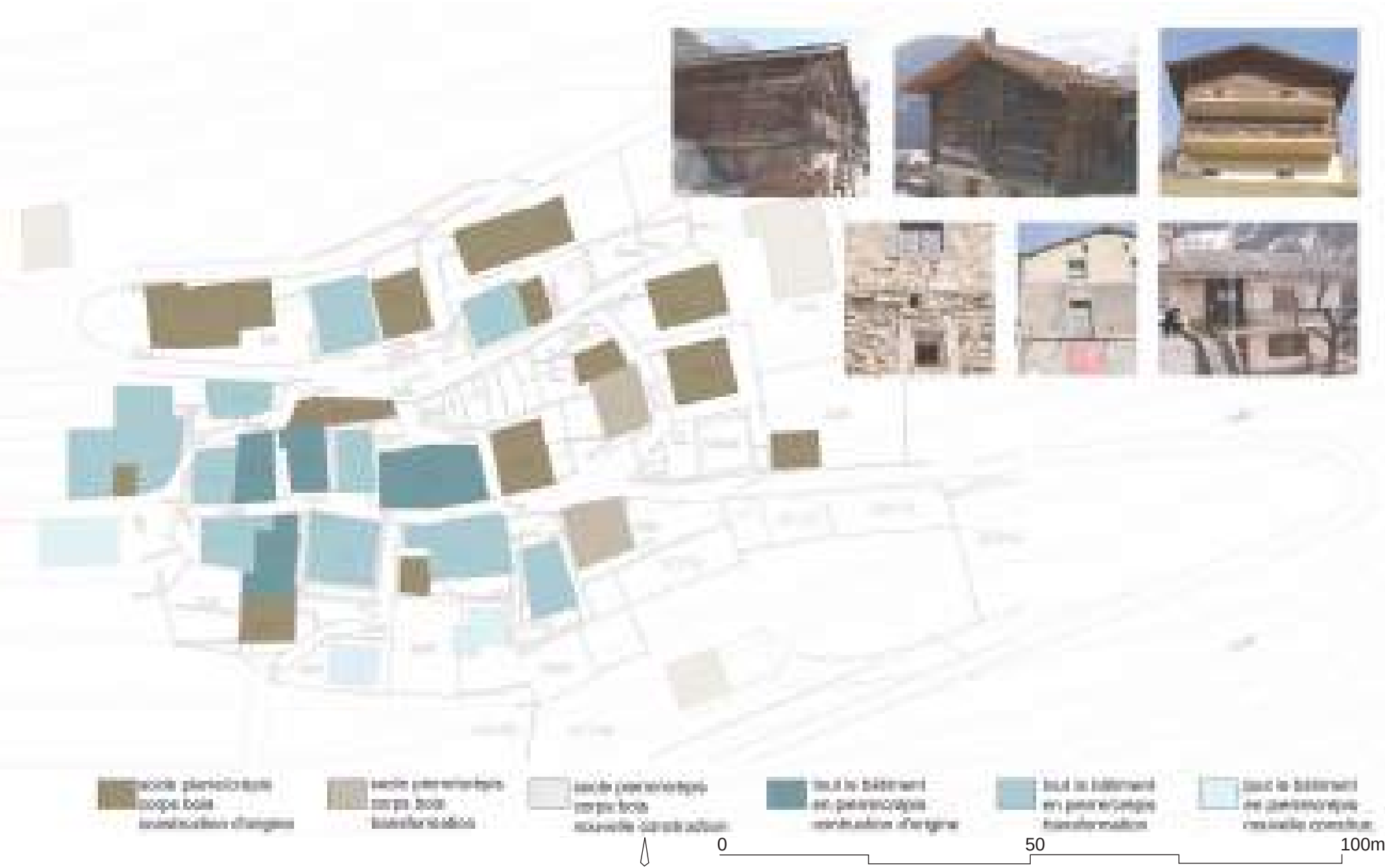


Relation to the ground



Program





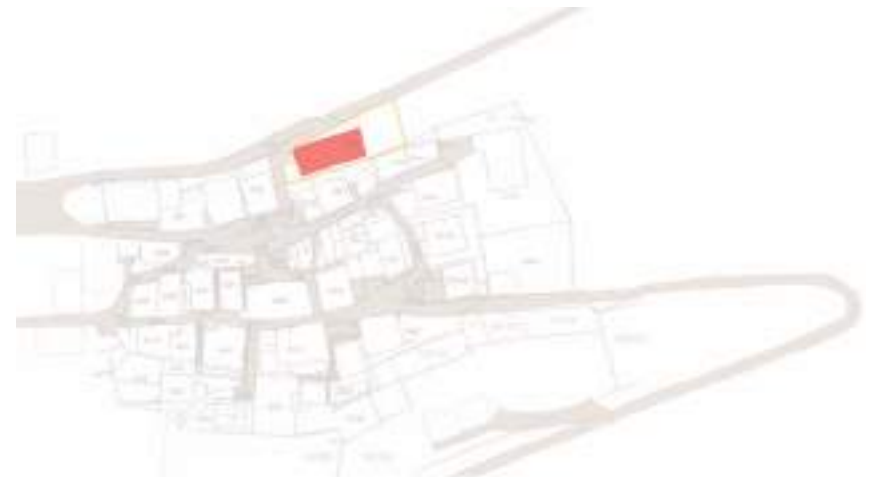
A window on the landscape



Wood barn transformation_Le Barbey



© Montagne Alternative



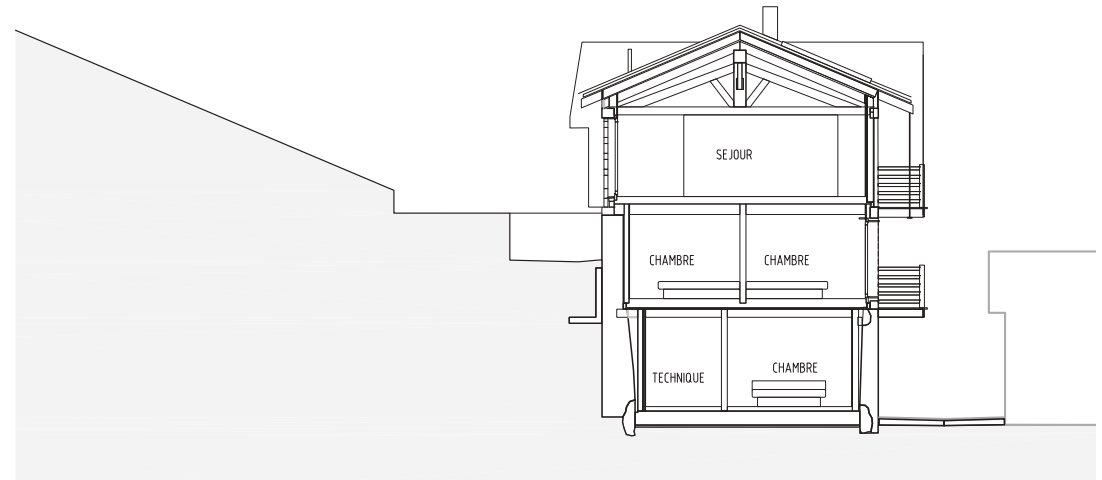
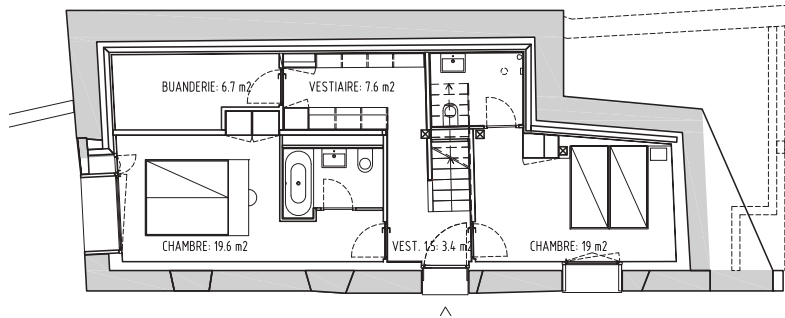
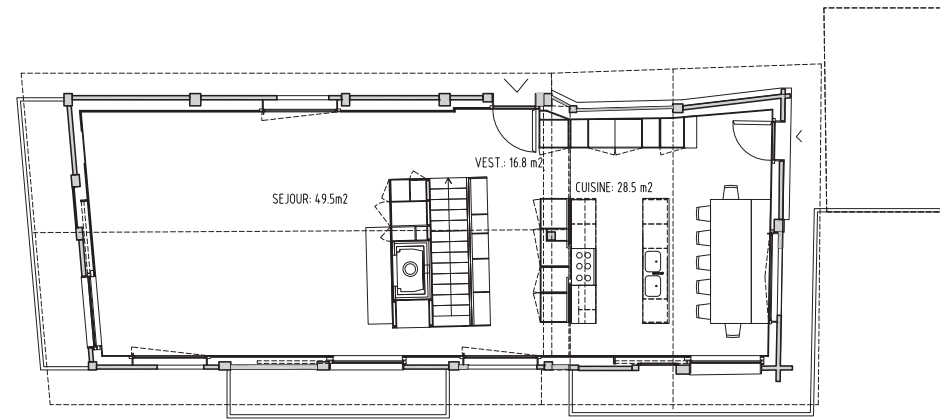
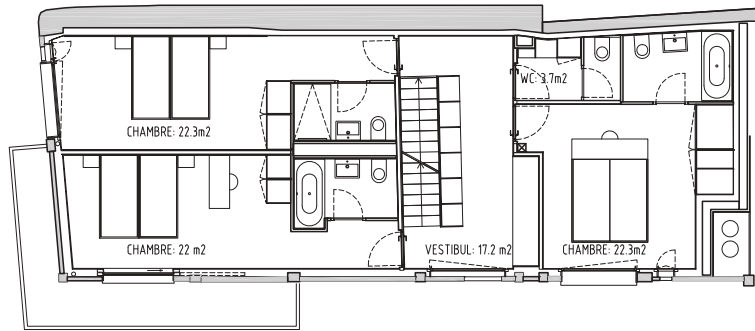
Altitude 1471.80 m

5 bedrooms

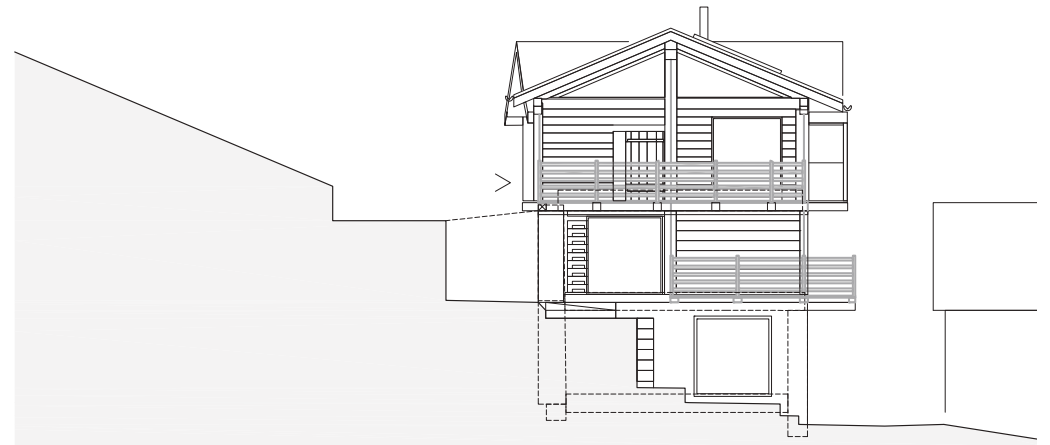
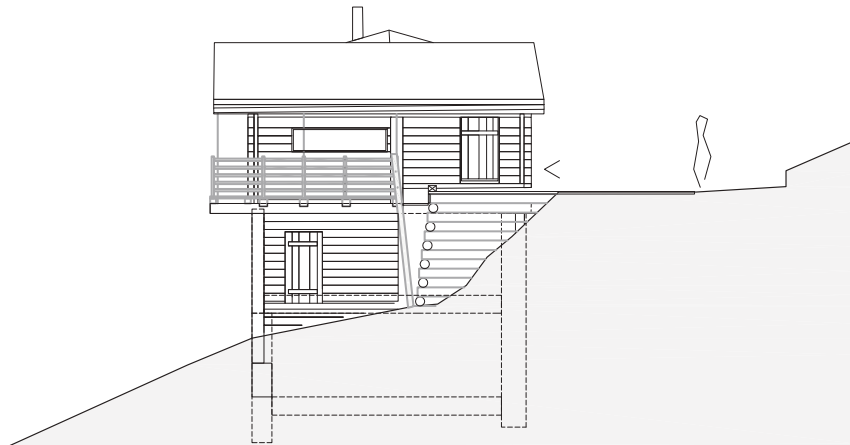
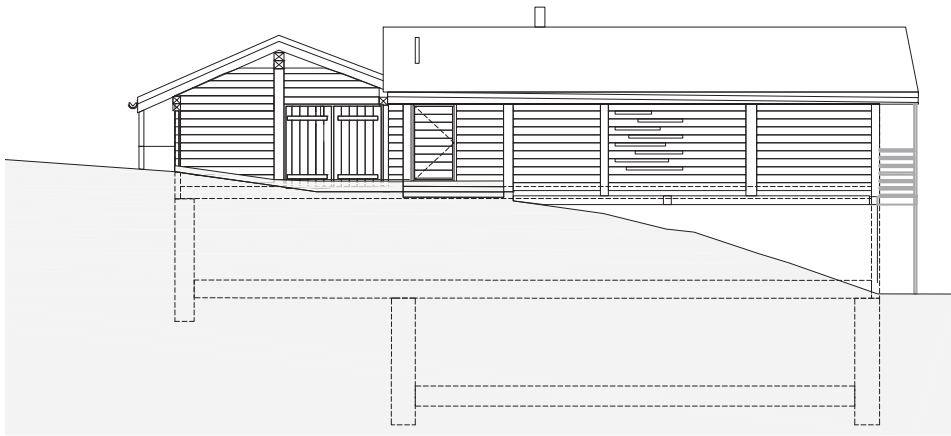
Living room and kitchen

Floor Area (SIA 416): 332m²

Le Barbey_plans



Le Barbey_facades



Le Barbey_existing - after transformation



© Montagne Alternative

Le Barbey_inside_existing - after transformation



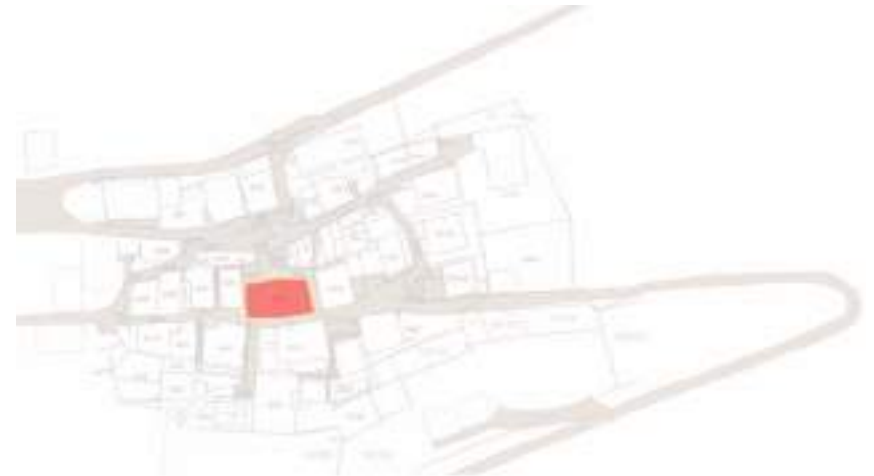
© Montagne Alternative

Le Barbey_types of windows



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Stone house transformation_Agora

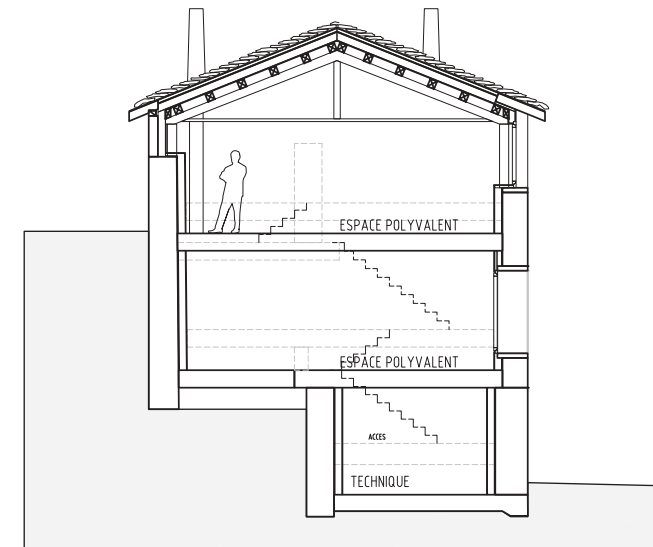
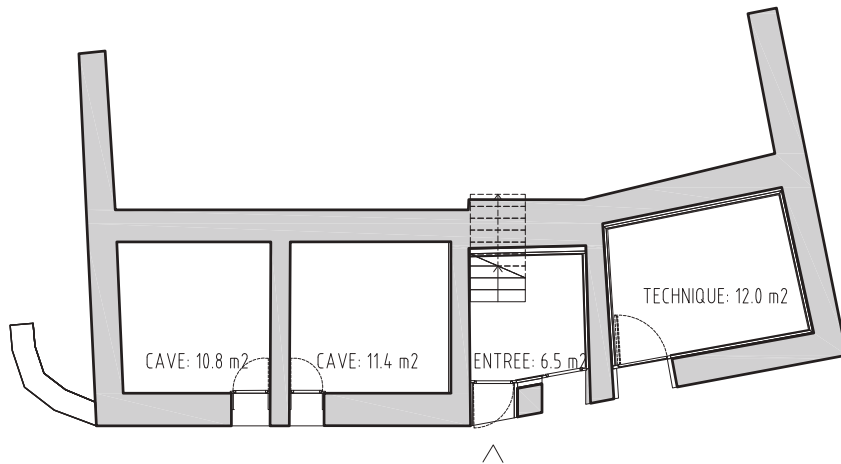
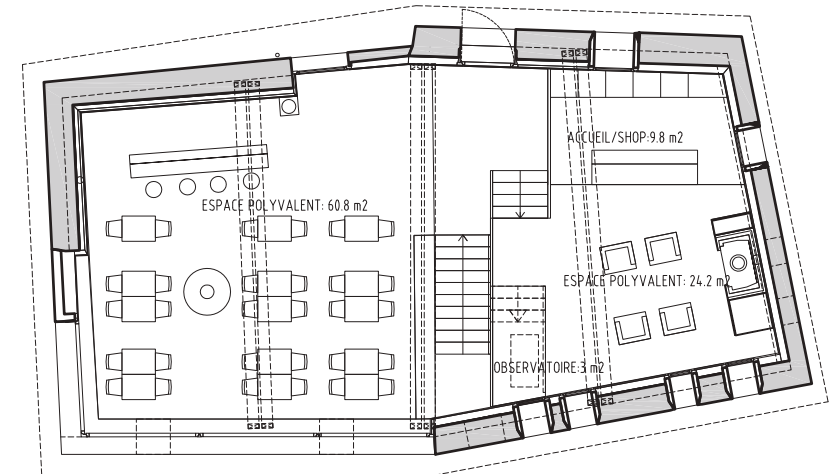
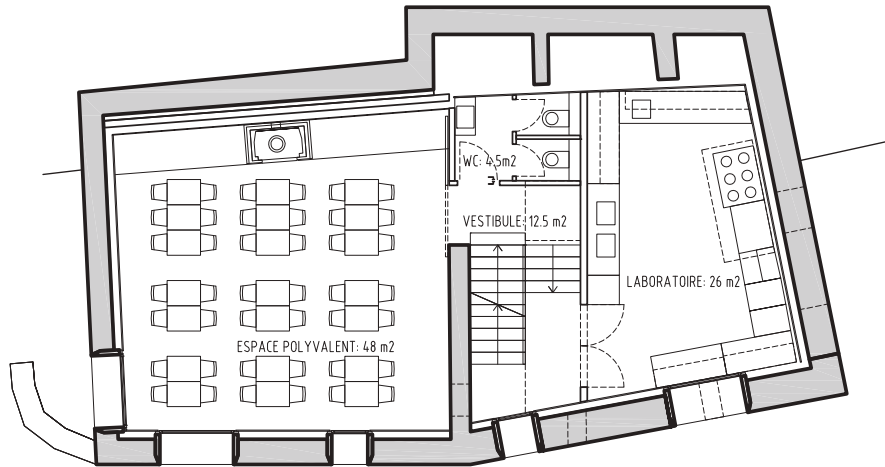


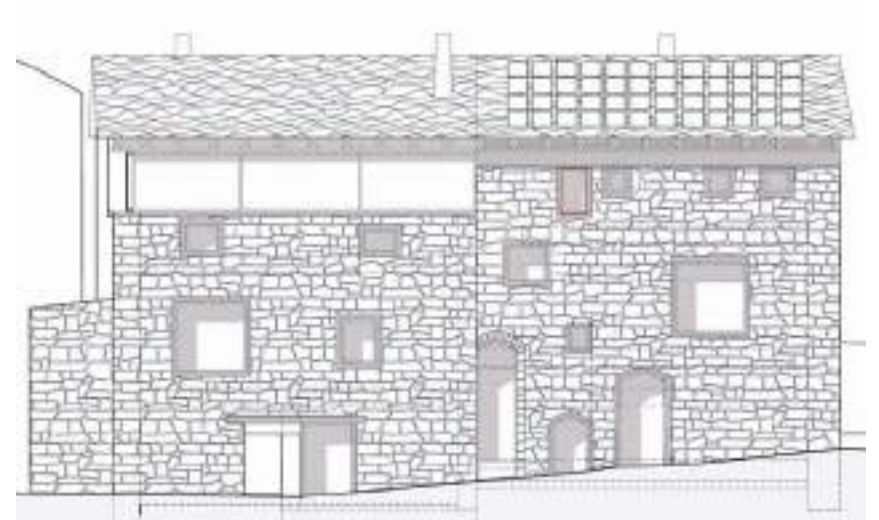
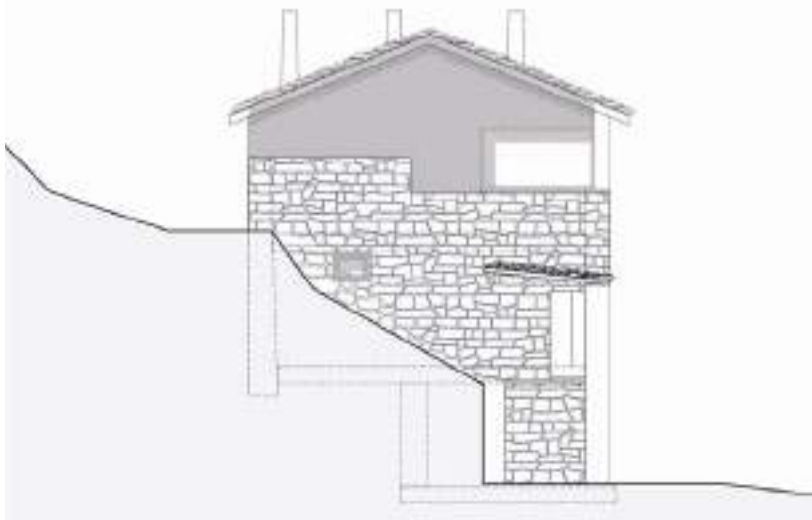
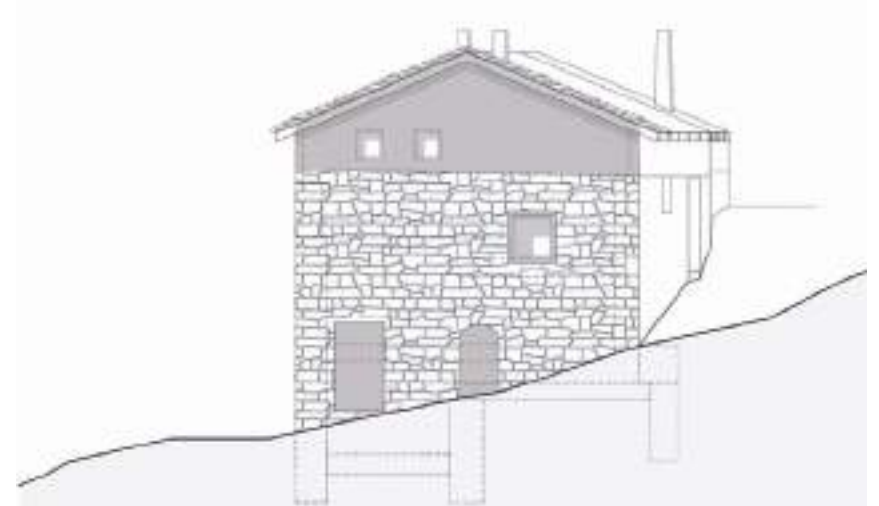
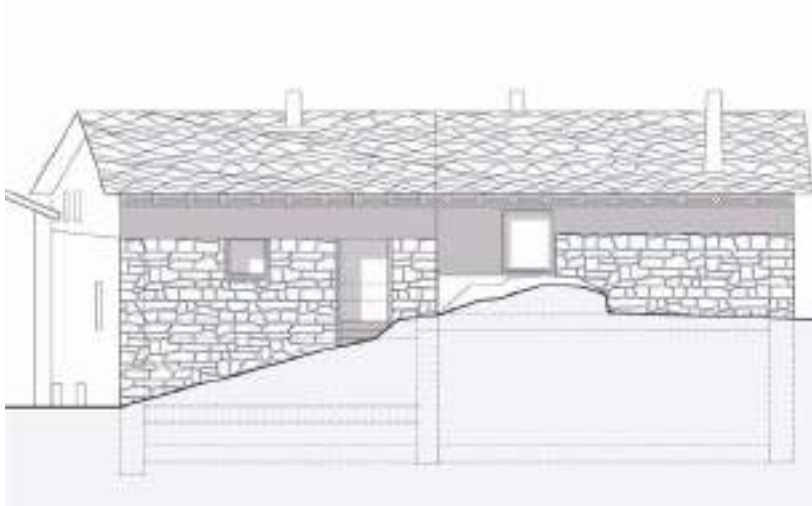
Altitude 1456.75 m

public spaces

Reception, shop, laboratory, technical,
cellars

Floor Area (SIA 416): 350 m²





Agora_existing - after transformation





La Vouadgère_new buildings, current project ...

