

VILLA LA ROSSA
LAGO MAGGIORE



Masterplan and architectural concept studies - April 2024

Architectural concepts by

DE.TALES



VILLA LA ROSSA
LAGO MAGGIORE

Villa La Rossa embraces timeless values and seeks to create an unmatched guest experience, a rarity in today's hospitality world.

The aim is to be exceptional, distinct and legendary, to transcend into a mythic status. In this pursuit, Villa La Rossa presents itself as a canvas for a novel yet age-old emotional journey where innovation lies in appreciating what is often perceived as imperfections today.

Now is the time to create new stories within these walls

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Sensitive restoration

Villa La Rossa's rich historical heritage will be preserved along with its profound emotional resonance, ensuring that its unique ambience remains not only untouched but enhanced. The aim is to achieve unparalleled excellence, distinction, a legendary status by blending exceptional design, curated experiences, and collaborative planning. Villa La Rossa embodies timeless values which will be carried forward to the present and aspires to offer an as yet, unparalleled guest experience.

This restoration and conservation project will meticulously consider every aspect of the original elements, integrating fine architectural details, bespoke furniture and interior design solutions. The restoration of the rooms will exceed expectations while honoring their former splendor. Research and innovation will drive the exploration of materials, experiences and technological advancements that enhance and support Villa La Rossa's facilities.

A privileged destination

Lago Maggiore, with its azure waters and majestic mountains, spans approximately 65 kilometres, providing a serene retreat for culture, relaxation and inspiration. Villa La Rossa, nestled on the lakeshore, has a history that spans over 100 years and boasts a helipad that is approximately 20 minutes flying time from the capital Milan.

The Club Rooms

The Club Rooms will serve as an essential hub for visitors, offering a space for social gatherings among friends or moments of solitary reflection at the end of the day. It will provide an environment to savor the richness of flavours derived from well-aged casks, as well as a platform for experiencing art and culture.

Evening performances on the lawns, moving recitals in the drawing room, space to unwind will all be considered. A club for celebration, education and above all, to appreciate the beauty that is life.

Wellness

Wellness at Villa La Rossa will consider a holistic approach, one that is conceived to champion longevity through the refinement of sleep patterns, the cultivation of a nutritious dietary regimen, the pursuit of physical fitness and the nurturing of the citadel of mental well-being. Our approach to recreation is paramount with activities that embrace the hydrating effect of water, the air that we breathe and the peace we receive from the plants and forestation of the earth.

Gastronomy

Our approach to gastronomy is a celebration of unhurried indulgence – a symphony of flavours meant to be savoured, discussed and appreciated, with ingredients that are meticulously curated, only the finest will be offered.

Villa La Rossa will draw inspiration from culinary legends such as the Bice Ristorante, where even Gianni Versace designed the tableware to complement the exquisite flavours. Japanese cuisine, will pay homage to Sazanka's teppanyaki tables and Kyubey's time-honoured traditions of sushi and sashimi while our French cuisine will be a testament to the artistry of Joël Robuchon, promising an unapologetically luxurious gastronomic journey that transcends the ordinary.

Services

A private DC3 aircraft will transport guests from their home airport to Milan, where they will be greeted by a personal helicopter for the final leg of the journey to the helipad at Villa La Rossa. Throughout their stay, guests will have access to a Phantom II Rolls Royce with a chauffeur at their disposal for transportation within the area. Additionally, private watercraft will be available for guests to enjoy trips and flights around the lake at their leisure.

Each service will be meticulously tailored to individual clients, our guests are invited to become protagonists in a parallel world where the allure of every era converges, creating an unforgettable experience steeped in luxury, history, and sophistication.

Villa La Rossa, never ordinary. Always extraordinary.

Pillars, experiences and amenities concept



Overview

An exquisite heritage estate nestled along the shores of Lago Maggiore in the charming town of Meina, Novara, Piemonte, Italy.

The estate has been conceptualised as an ultra-luxury, private boutique resort, designed especially for an elite group and accommodating up to 20 or 30 individuals in 11 one- and two-bedroom suites. Villa La Rossa is an unparalleled retreat in a pristine, natural setting, within an exclusive private estate. Expansive living, dining, and entertainment areas are master planned into the estate landscape. Generous hosts will be dedicated to creating unscripted, highly tailored experiences with memories that will last a lifetime.

Project status

Master planning & architectural work is currently being undertaken.

ILM is mandated by the estate owner to procure an investor/operator partner.

Access

23-minute helicopter transfer from Milan Linate airport

60 minutes' drive-time from Milan Linate airport

20 minutes' drive-time to Stresa

70 kilometres to Locarno, Switzerland, 23 minutes by helicopter

History

Owned by the Bonomi family since the 1880's.

Areas

Estate & garden area: 2.4 hectares (6 acres) with a 'bosque'

Japanese style garden

Seven existing buildings for restoration, renovation & extension: c.4.800 m² building area.

Hospitality real estate concept

Ultra-luxury private resort

Service style

Luxury private members club

Target

UHNWI Families and Friends, Executive Retreats, Special Interest (Gastronomy, Wellness, Culture) Groups

Facility highlights

11 suites: 50 – 110 m², Spa & Wellness, Boat house, Helipad, Three restaurants - Japanese, French & Italian, Indoor & outdoor sports & recreational facilities, Night Club, Club room and Cocktail bar, Amphitheatre and Staff quarters.

Project timeline

Planning process: current to Q3'2025

Redevelopment: Q3' 2025 to Q1'2027

Estate opening: Q2'2027



1. LOCATION

1. 01. SITE IMAGES



Villa Rossa - South Elevation



Villa Rossa - North Elevation



Villa Rossa - Garden and Fountain



Villa Rossa - North Court

1. 02. SITE IMAGES



Portineria



Boat House - Rimessa



Boat House - Lake Access



Boat House - Darsena

1. 03. SITE IMAGES



Boat House - Darsena



Covered swimming pool



Casa Marinai



Casa Marinai



2. PLANNING ANALYSIS

2. 01. PRGC

Our area is in the category :

VP - AREAS OF CONSTRAINED PRIVATE GREEN SPACE

DEMANIAL AREAS

LEGENDA	
ZONE RESIDENZIALI	
	A CENTRO STORICO
	VINCOLO DI CONSERVAZIONE FACCIATE
	B1 AREE DA MANTENERE ALLO STATO DI FATTO
	B2 AREE RESIDENZIALI DI COMPLETAMENTO
	C AREE RESIDENZIALI DI ESPANSIONE
	C1 AREE RESIDENZIALI DI ESPANSIONE A BASSA EDIFICAZIONE
	VP AREE DI VERDE PRIVATO VINCOLATO
	AREE DESTINATE A P.E.P.
	E AREE AGRICOLE
	E1 AREE BOSCHIVE
	PERIMETRO STRUM. URBANISTICO ESECUTIVO
	SERRE PREVISTE
	SERRE
SERVIZI	
	F VERDE PUBBLICO E ATTREZZATURE COLLETTIVE
	PERCORSI PEDONALI
	PERCORSO PEDONALE LUNGO LA STATALE
	P PARCHEGGI
	PREVISTI
	ATTREZZATURE SPECIALI
	ZONE DEMANIALI
	DIRAMATORE METANO
	AREE DI RISPETTO



2. 02. NTA - Art.21/g; Art.50

Art. 21/g Zone a verde privato vincolato (VP).

La destinazione d'uso di tali zone è prevalentemente quella residenziale con le relative pertinenze funzionali; sono inoltre ammesse le attrezzature turistiche e ricettive, locali per attività culturali e ricreative, servizi e attrezzature comuni, locali per l'esercizio delle arti e professioni, attrezzature sanitario-ricettive, pensionati, convitti, case di cura, etc.

Tali zone sono vincolate all'obbligo di rispettare e mantenere il verde esistente; sono pertanto vietati gli abbattimenti di essenze d'alto fuso e cespugli di pregio botanico, salvo le sostituzioni al termine del ciclo vegetativo.

Occorre comunque anche in questi casi fare richiesta al Comune nei termini di una normale pratica edilizia.

In queste zone il volume è pari a quello esistente, salvo quanto previsto all'Art. 50 delle presenti Norme di Attuazione.

Dc - Distanza minima del fabbricato dai confini di proprietà m 7.50

Ds - Distanza minima del fabbricato dalle strade m 10.00

IL SEGRETARIO COMUNALE
Dr. Perucchini Maria Luisa

COMUNE DI MENA
NOVARA

IL SEGRETARIO COMUNALE
Dr. Perucchini Maria Luisa
IL RESPONSABILE SERVIZIO TECNICO
(Geom. Renato Melone)

Per gli edifici contornati da linea grecata, sono consentiti solo interventi di tipo a), b) e c), come definiti nei vari Articoli del TITOLO III. E' vietato ogni divisione territoriale delle aree libere con strutture fisse all'interno delle aree, tranne le recinzioni trasparenti o con essenze arboree e le divisioni millesimali ai soli fini condominiali.

Dr. Perucchini Maria Luisa



IL RESPONSABILE SERVIZIO TECNICO
(Geom. Renato Melone)

Art. 50 Ampliamento di fabbricati esistenti in Zona VP.

In caso di **intervento edilizio** a concessione singola, è ammesso l'incremento "una tantum" del 10% del volume esistente ai soli fini di adeguamento funzionale e tecnologico (scale, servizi in genere, cucine, impianti, etc.).

Tali incrementi dovranno essere eseguiti nel rispetto di tutti gli indici e parametri indicati nell'Art. 21/b per le zone residenziali esistenti (B1).

In caso di interventi edilizi con conversione a destinazione ricettiva, è ammesso un incremento "una tantum" del 20% del volume esistente, fino al raggiungimento max di un $I_f = 1.50$ mc/mq.

Our area turns out to be a category defined as VP "PRIVATE VINCULATED GREEN ZONE". Both residential and tourist-receptive uses are permitted in this area; it is forbidden to cut down tall trees and shrubs of botanical value and normally existing volumes must be maintained - subject to Article 50 which allows the following:

- "one-time" increase of 10% of the existing volume for residential interventions - ONLY FOR FUNCTIONAL AND TECHNOLOGICAL ADJUSTMENT PURPOSES (stairs, services in general, kitchens, installations etc.)

In compliance with the indices expressed in Art.21/b.

- "One-time" increase of 20% of the existing volume for interventions with conversion to receptive destination.

In compliance with the maximum buildability index of 1.5 mc/sqm.

2. 03. DIRECT PLANNING CONSTRAINTS

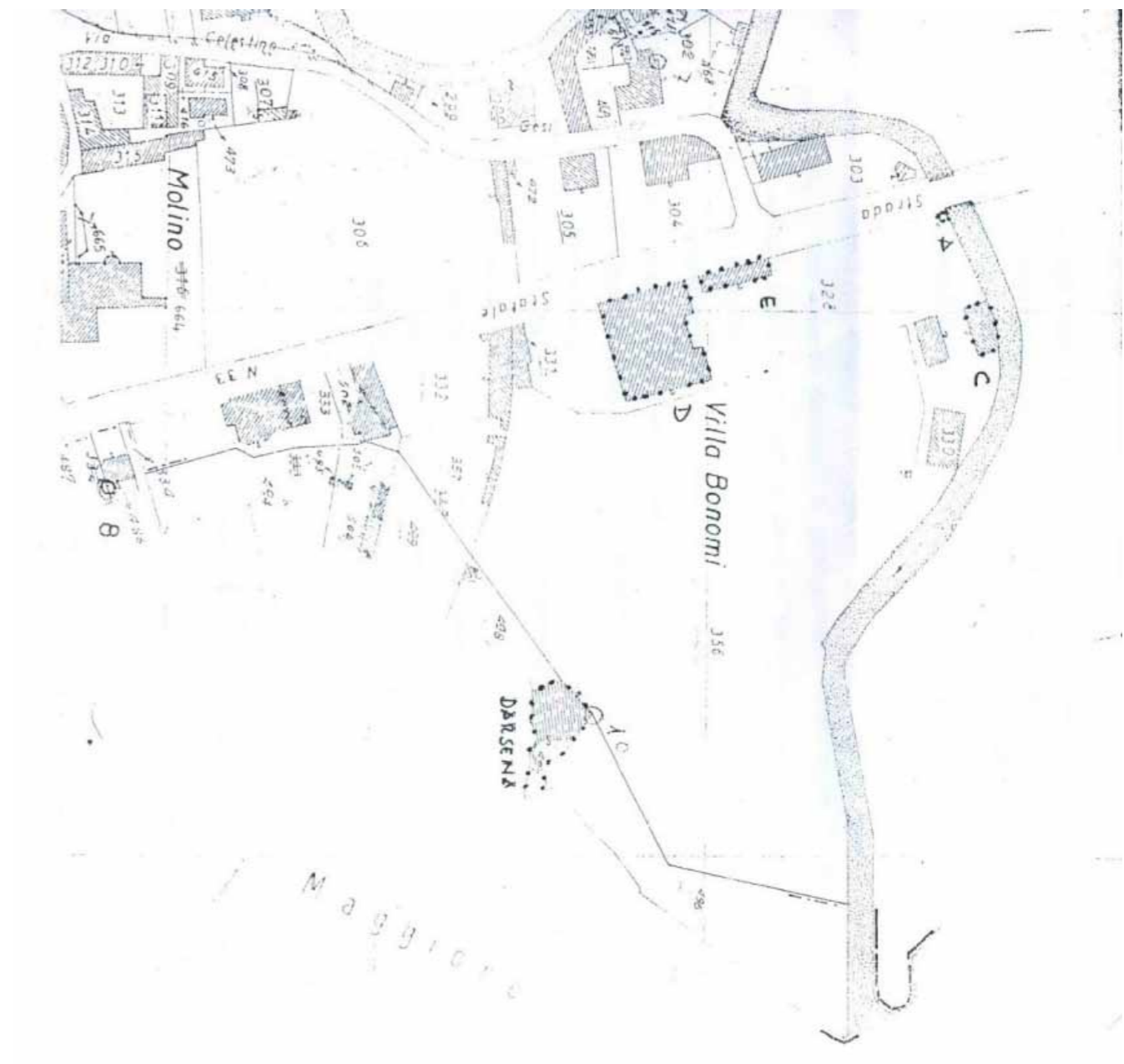
The direct constraint (so-called direct protection) concerns an asset to which is recognized a cultural relevance pursuant to Art. 10 Legislative Decree No. 42/2004 and consists of a series of obligations and duties incumbent on the owner (conservation, restoration, reporting he acts of disposition, etc.)

D- main villa

C -keeper's house

E - portico shed

A -keepers' tower



2. 04. INDIRECT PLANNING CONSTRAINTS

Building developments should be concentrated in circumscribed areas such as to maintain continuous areas of green area with tall trees and preferably be located so as to appear to be extensions of neighboring residential areas.

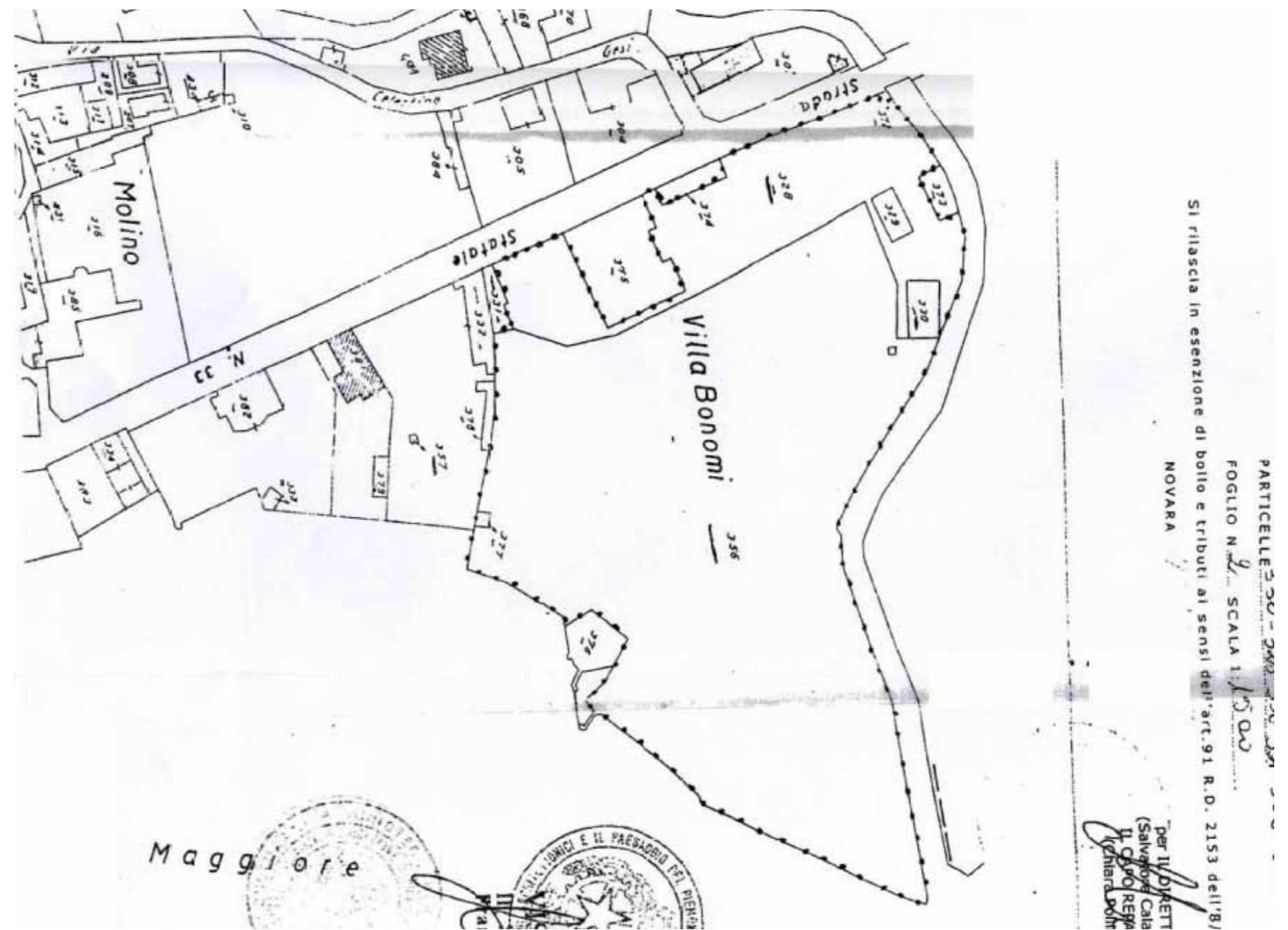
The distribution of buildings should maintain tall trees, and buildings should have heights limited to 2 to 3 stories above ground.

Any constructions should follow the morphology of the land, and parking lots should also take advantage of natural slopes with basement structures.

It is required to minimize asphalt roads and paths, recovering existing ones and constructing new ones in stabilized soil (macadam) or colored asphalt type gravel.

Residential or receptive use is recommended.

Any intervention must be submitted to the Soprintendenza per i Beni architettonici e per il Paesaggio del Piemonte.





3. MASTERPLAN

3.01. Overview



*Multifunctional leisure zone/
Relaxation area & Covered Pool;
Tennis; Night club with dedicated
access from the parking area*

*Spa & Wellness zone
characterised by a Japanese
garden experience for
versatile relaxation services*

3.02. 3.02. Circulation



Guest circulation

- Accommodation
 - Bar / Night Club facilities
 - Lounge / other activities
 - Spa facilities
 - Tennis club
 - Staff circulation
 - Transportation
- Car icon, Bus icon, Shuttle icon



** DC-3 Service
Connection with Central
Europe with private flights
from Malpensa*

Event Amphitheatre

*Punta della Nave
Gabriele D'annunzio*

Fontana Bia Bonomi

*Helipad
Helicopter service
Connection with Malpensa
Airport / Private Tours*

*Darsena
Principessa Mafalda*

Molo Duca degli Abruzzi

*Porticciolo Principe di
Piemonte*

*RR Phantom II 1934
Private Lake tour*

*RR Phantom
Connection with Malpensa
Airport / Private Tours*

Japanese Garden

3.03. Area Schedule

Villas Rossa				
Plot	Type	GBA	Below ground building area	Total building area
		m2	m2	m2
1	Covered swimming pool	217.00	80.00	297.00
2	Tennis club	90.00		90.00
3	Tennis court			
4	External works to lakeside			
5	Pier			
6	Darsena	190.00		190.00
7	Boat house	126.00		126.00
8	Outdoor swimming pool			
9	Underground pool pavillion		190.00	190.00
10	Garages - villa rossa	130.00		130.00
11	Casa del Marinai	173.00	37.00	210.00
12	Garages - Villa Ratti	85.00		85.00

11 keys 9 suites plus 2 rooms		
Keys	Functions	m2 measurement calculated net of masonry, balconies, stair blocks, and elevators.*
	POOL	251.00
	Relaxing Area	75.00
	Pool	70.00
	Lounge Area	39.00
	BOH/Tech	67.00
	TENNIS AREA	74.00
	Bathroom	12.00
	Gym	52.00
	Security room-BOH	10.00
	DARSENA	190.00
	RIVA CLUB	99.00
	Bar Club	75.00
	Toilet	10.00
	Pool MEP	14.00
	F&B	162.00
	Teppaniaki	118.00
	Toilet	17.00
	BOH	27.00
	GARAGE-Exposition	110.00
	DISCO CLUB	172.00
	Dancing floor	75.00
	Privè area	60.00
	Tower	10.00
	BOH	27.00

Villas Rossa				
Plot	Type	GBA	Below ground building area	Total building area
		m2	m2	m2
13	Villa Ratti	474.00	47.00	521.00
14	Villa Rossa	1,528.00	620.00	2,148.00

11 keys 9 suites plus 2 rooms		
Keys	Functions	m2 measurement calculated net of masonry, balconies, stair blocks, and elevators.*
	SUITES	366.60
1.00	Suite-GF	68.70
1.00	Suite-L1	77.40
1.00	Suite-L2	75.80
1.00	Suite-L3	75.40
	Connection	41.20
	tech area	28.10
	FOH + SUITES	1,532.60
	Foyer	20.00
	Men's Club	42.00
	Women's Club	42.00
	Theater	75.00
	DC-3 Museum	50.00
	Fine Dining Restaurant	78.00
	Bar Lancia	20.00
	Connection	191.00
	Bathroom	10.00
	Kitchen	95.00
	Admin Office	16.00
1.00	Suite-L1	95.90
1.00	Suite-L1	120.90
1.00	Suite-L1	74.40
1.00	Suite-L2	103.80
1.00	Suite-L2	95.80
1.00	Room-L3	43.60
1.00	Room-L3	44.10
	Butler's office	13.20
	KID's area	79.50
	Wine Canteen	100.00
	BOH - Tech	122.40

Villas Rossa				
Plot	Type	GBA	Below ground building area	Total building area
		m2	m2	m2
15	External flooring under services			
16	External finishes on the street side			
17	Porters lodge	180.00		180.00
18	Ex Casa Barbieri	171.00	115.00	286.00
New Volume GF				
New Volume UNDERGROUND				
Totals	3,364.00	1,089.00		4,453.00

11 keys 9 suites plus 2 rooms		
Keys	Functions	m2 measurement calculated net of masonry, balconies, stair blocks, and elevators.*
	ADMIN	136.80
	Reception Lobby	30.00
	Offices	90.80
	Connections	16.00
	STAFF AREA	230.80
	Staff Room (10p)	110.00
	Connections	25.10
	Tech area	15.70
	SPA-Wet Area Pt.2	80.00
	SPA & WELLNESS	254.00
	Connections	15.00
	Indoor Thermal Area	
	Turkish Hammam	30.00
	Steam Cabin	15.00
	Salt Cave	10.00
	Floating Pool	14.00
	Vitality Pool	20.00
	Wet Relax Area	25.00
	Tech Room	25.00
	Main SPA Area (Male+Female)	
	Oil Massage	40.00
	Wet Treatment Room	30.00
	Dry Relax Area	30.00
		722.00
	BOH	15.00
	Changing room	17.00
	Corridor	300.00
	Underground Parking	390.00
11.00		3,578.80
		722.00

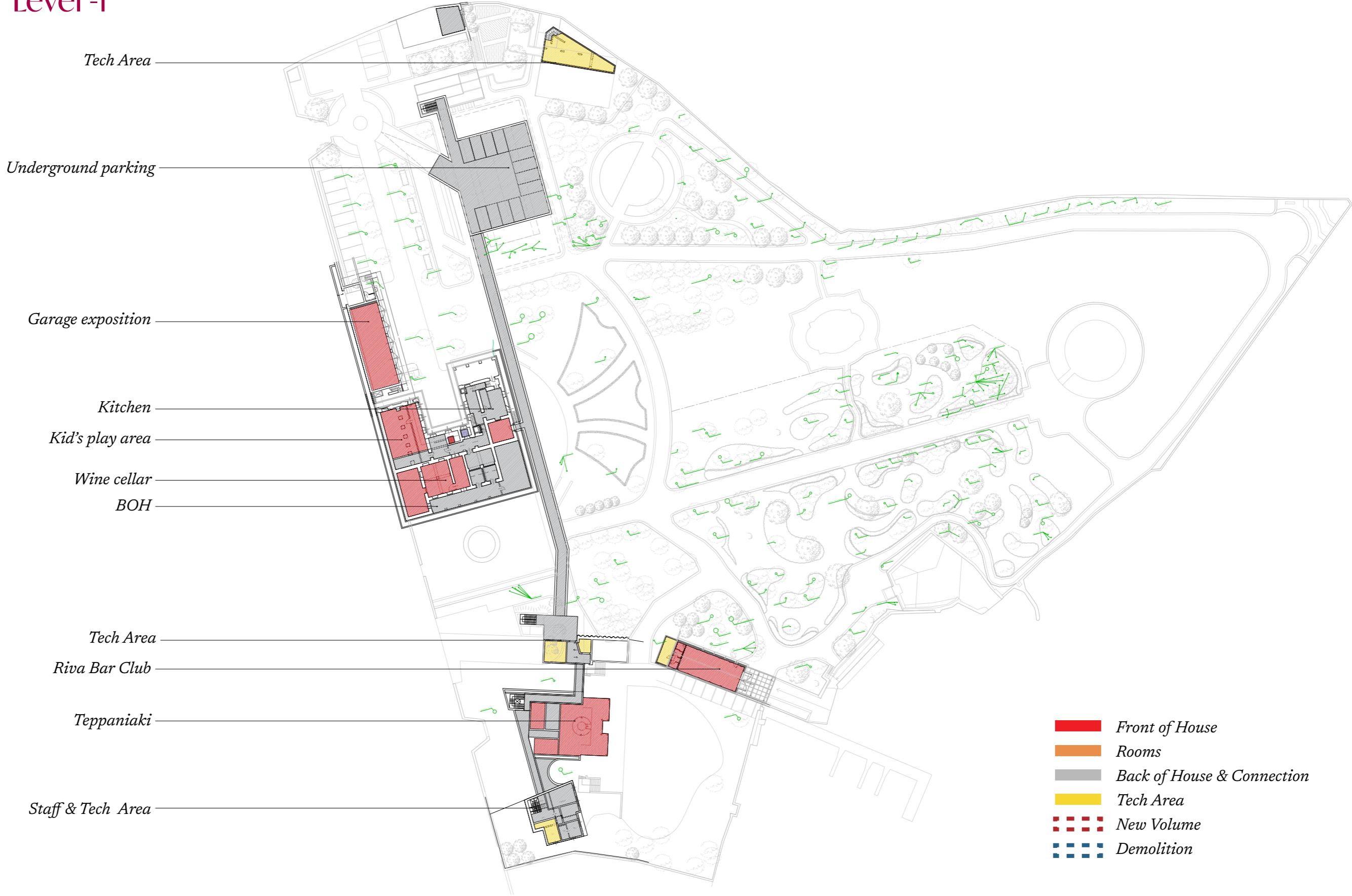
Notes

The new above-ground volume is derived from the 20 per cent volume bonus given by the change of use to a hotel - To be confirmed with administration

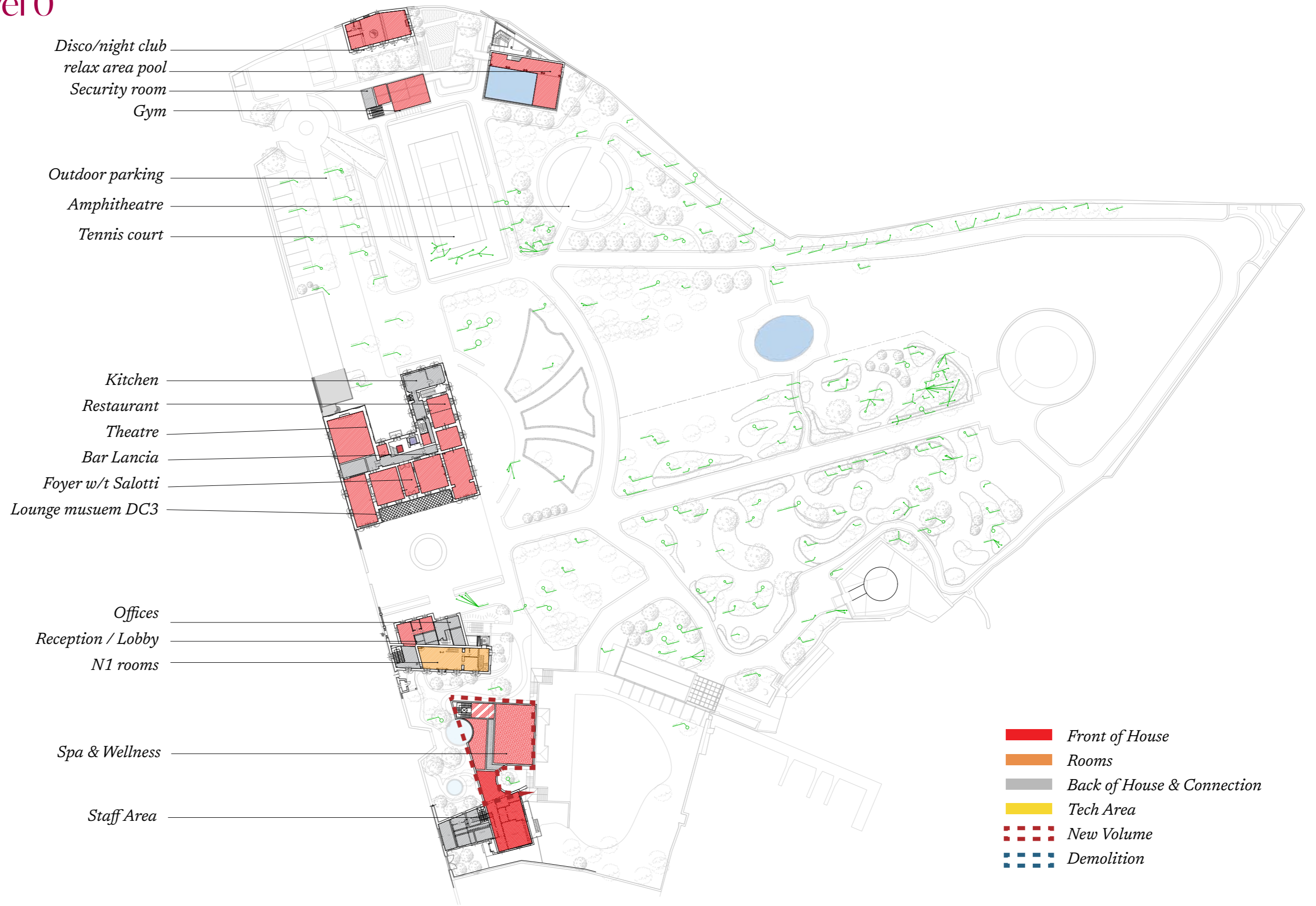
The shape of the new volume is only indicative because it will have to undergo concept design to identify the correct outline

The possibility of creating an underground technical corridor connecting the whole lot and an underground parking area is to be analysed and confirmed with Administration

3.04. Level -1



3.05. Level 0



3.06. Level 1

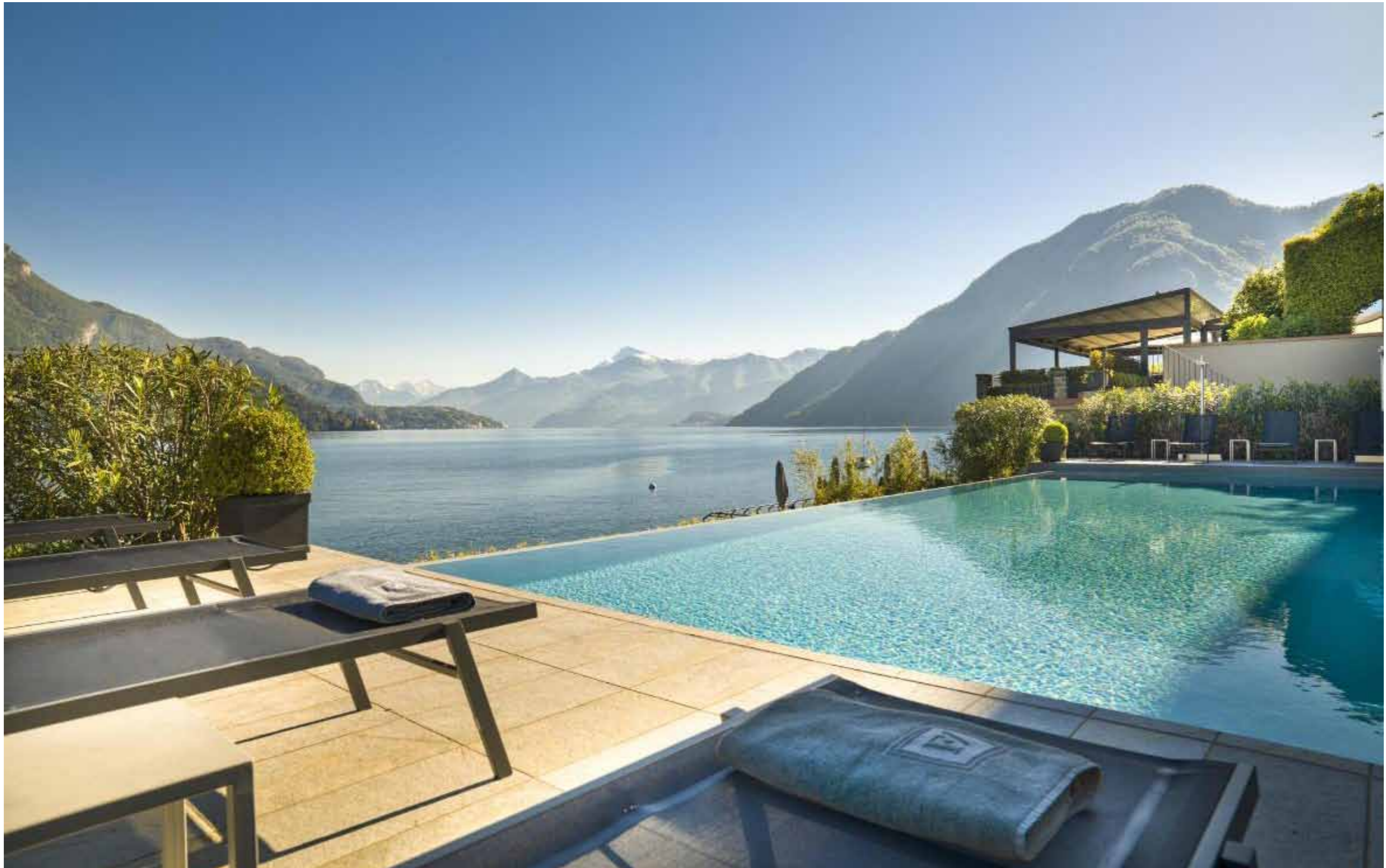


3.07. Level 2



3.08. Level 3





4. FOCUS

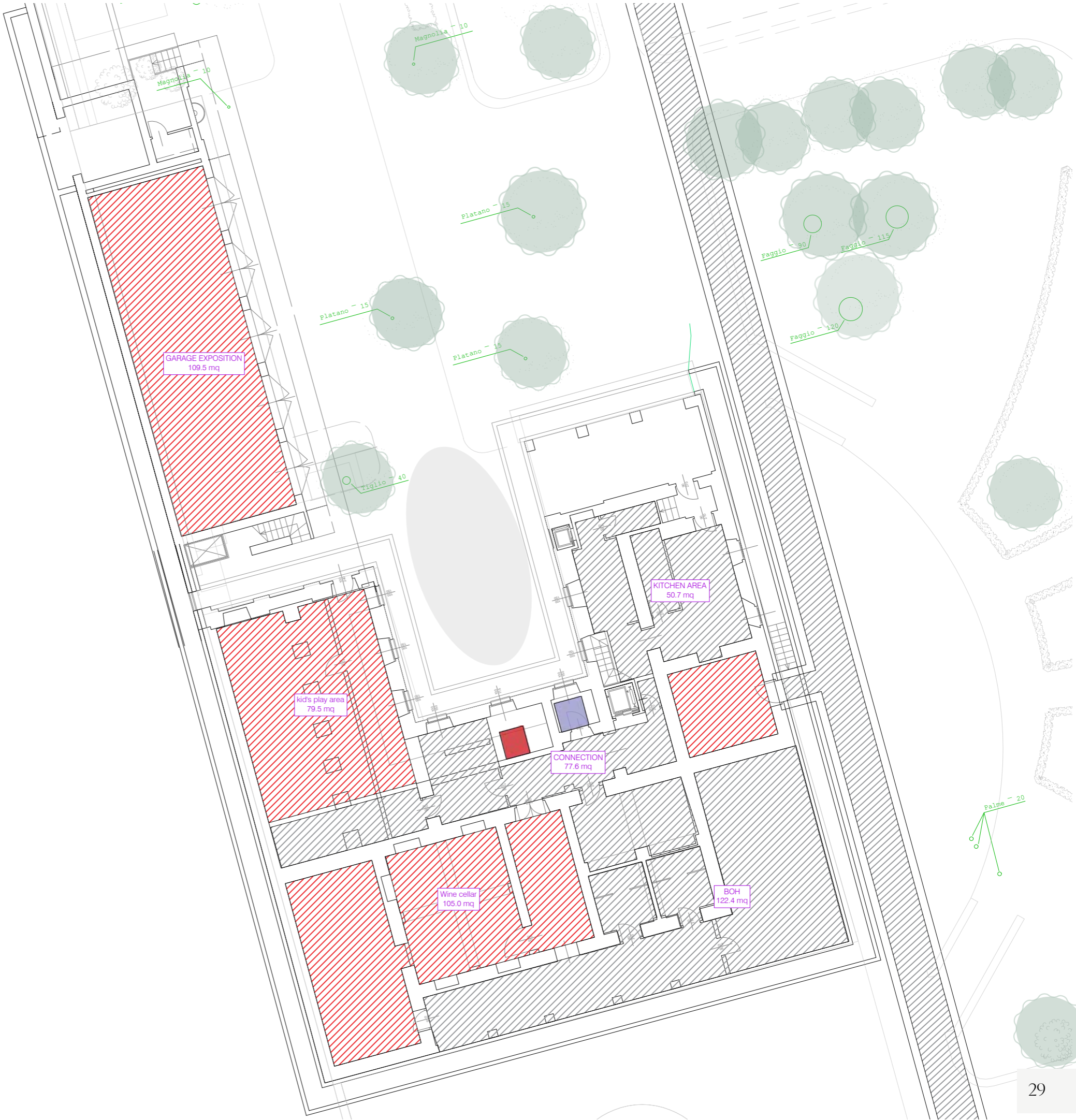
4.01. Lot 14|10



Focus 1:
Lot 14 - Villa Rossa
Lot 10 - Garage Villa Rossa

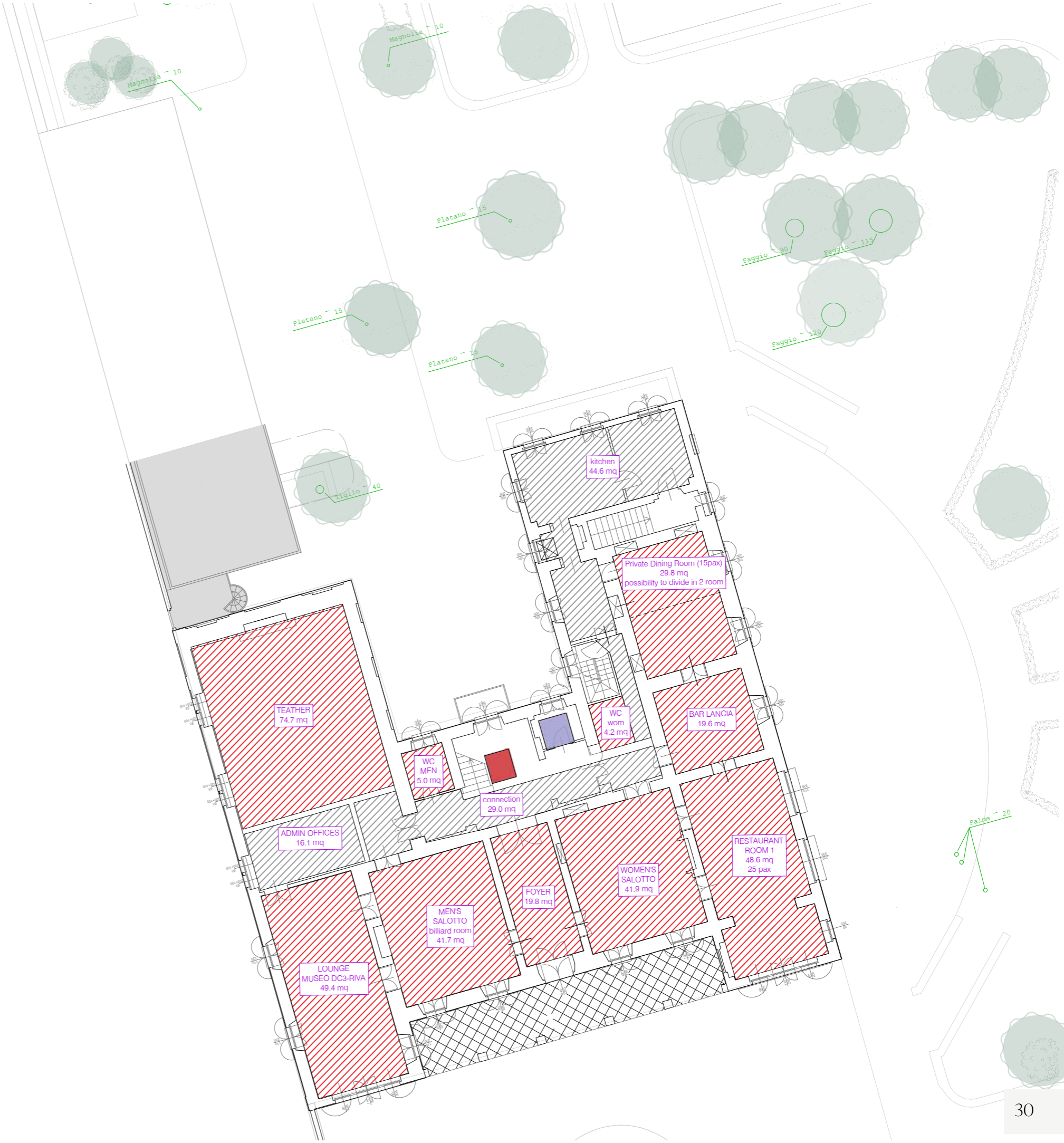
4.02. Lot 14|10 - level -1

- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*



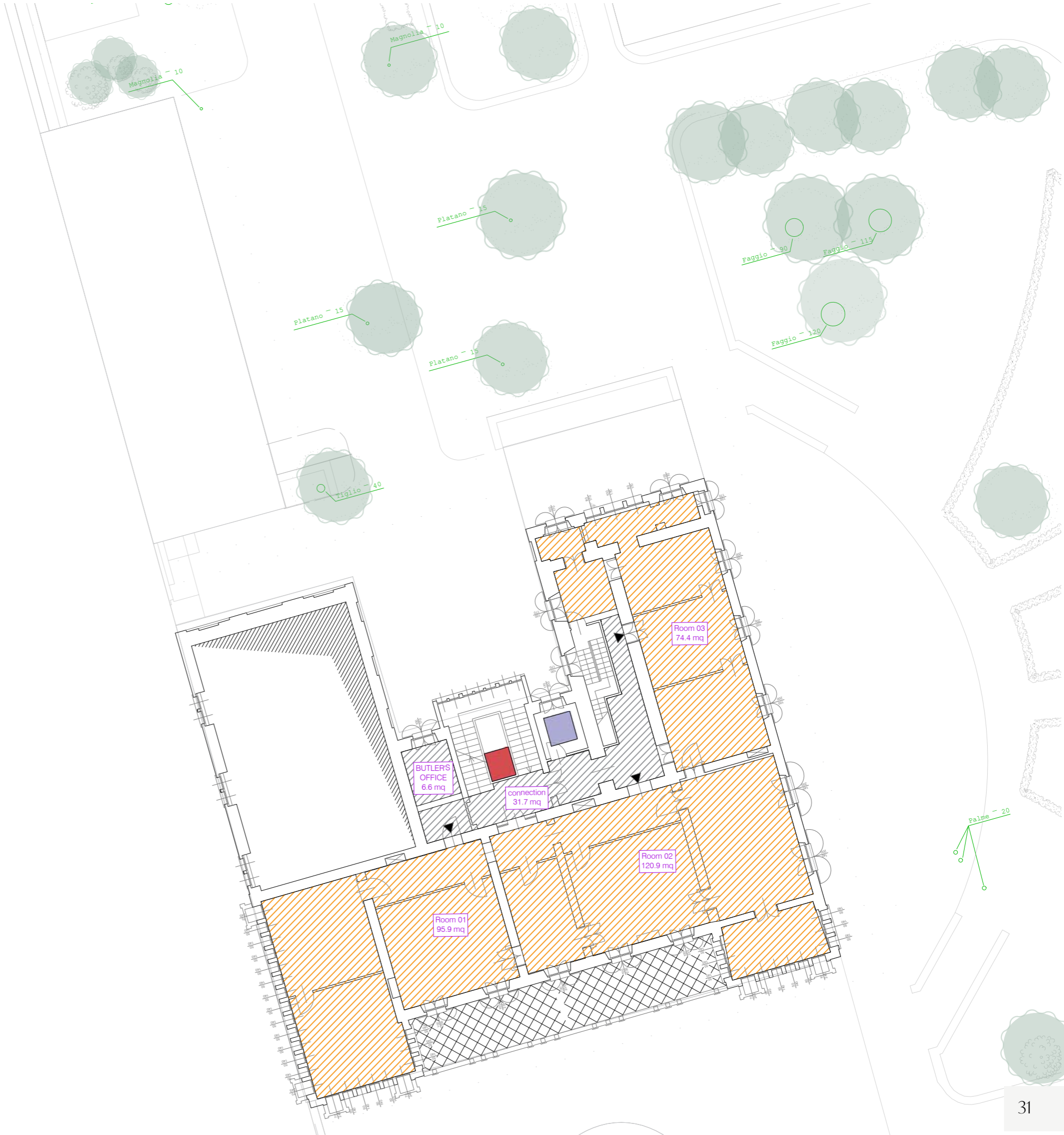
4.03. Lot 14|10 - Level 0

- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*



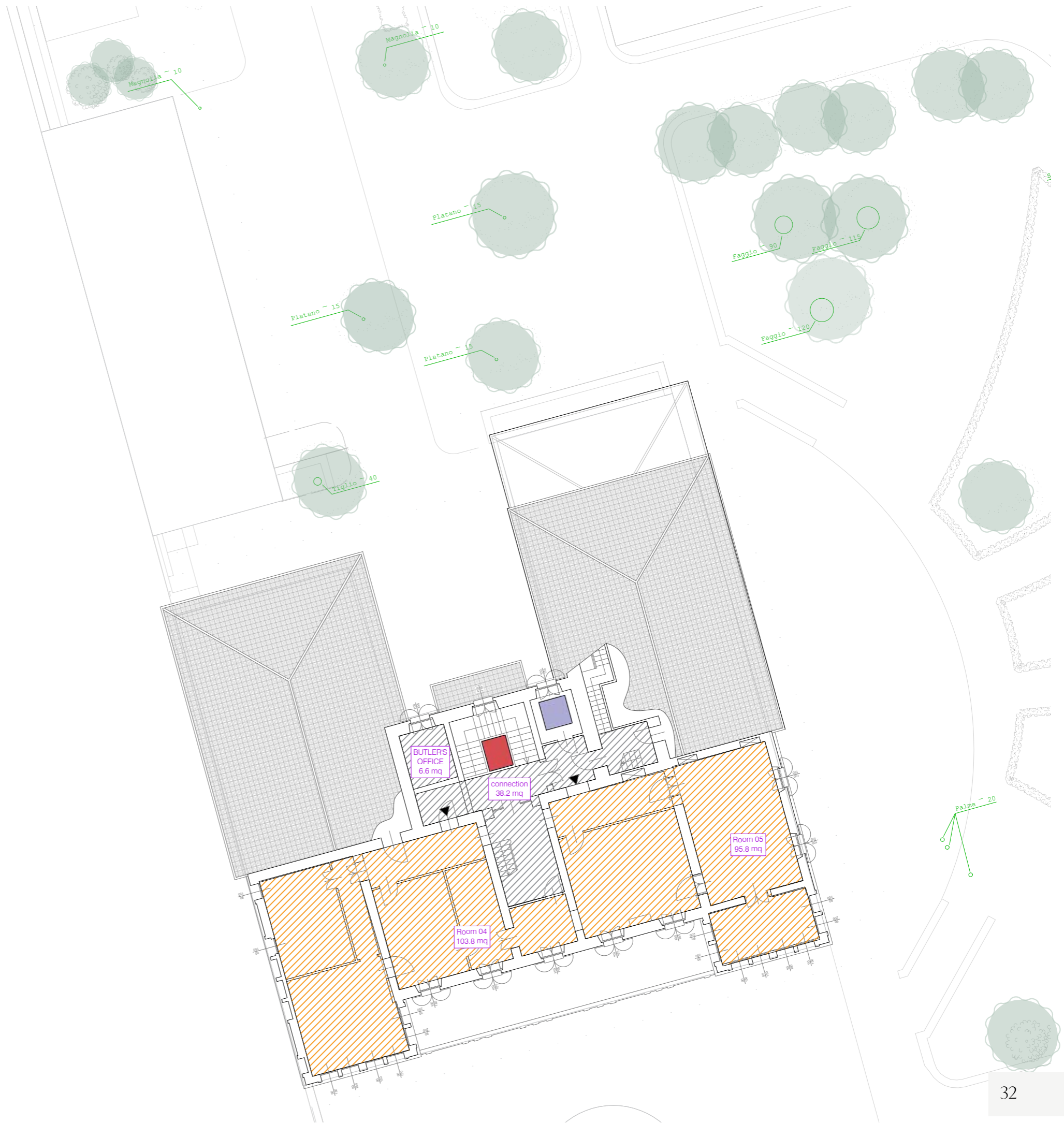
4.04. Lot 14|10 - Level 1

- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*









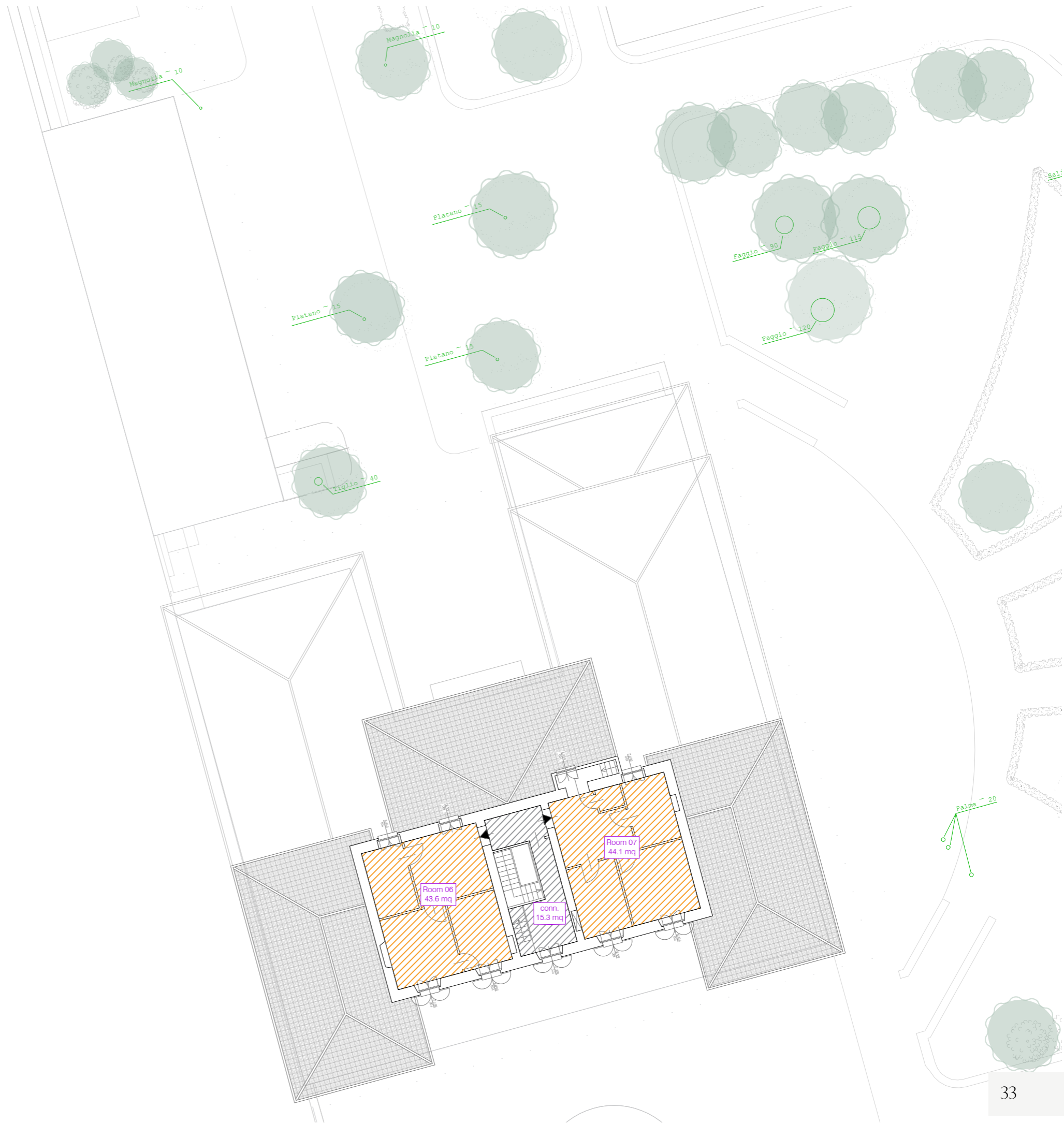
4.05. Lot 14|10 - Level 2

- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*



4.06. Lot 14|10 - Level 3

-  *New lift - Staff*
-  *New lift - Guest*
-  *Front of House*
-  *Rooms*
-  *Back of House & Connection*
-  *Tech Area*

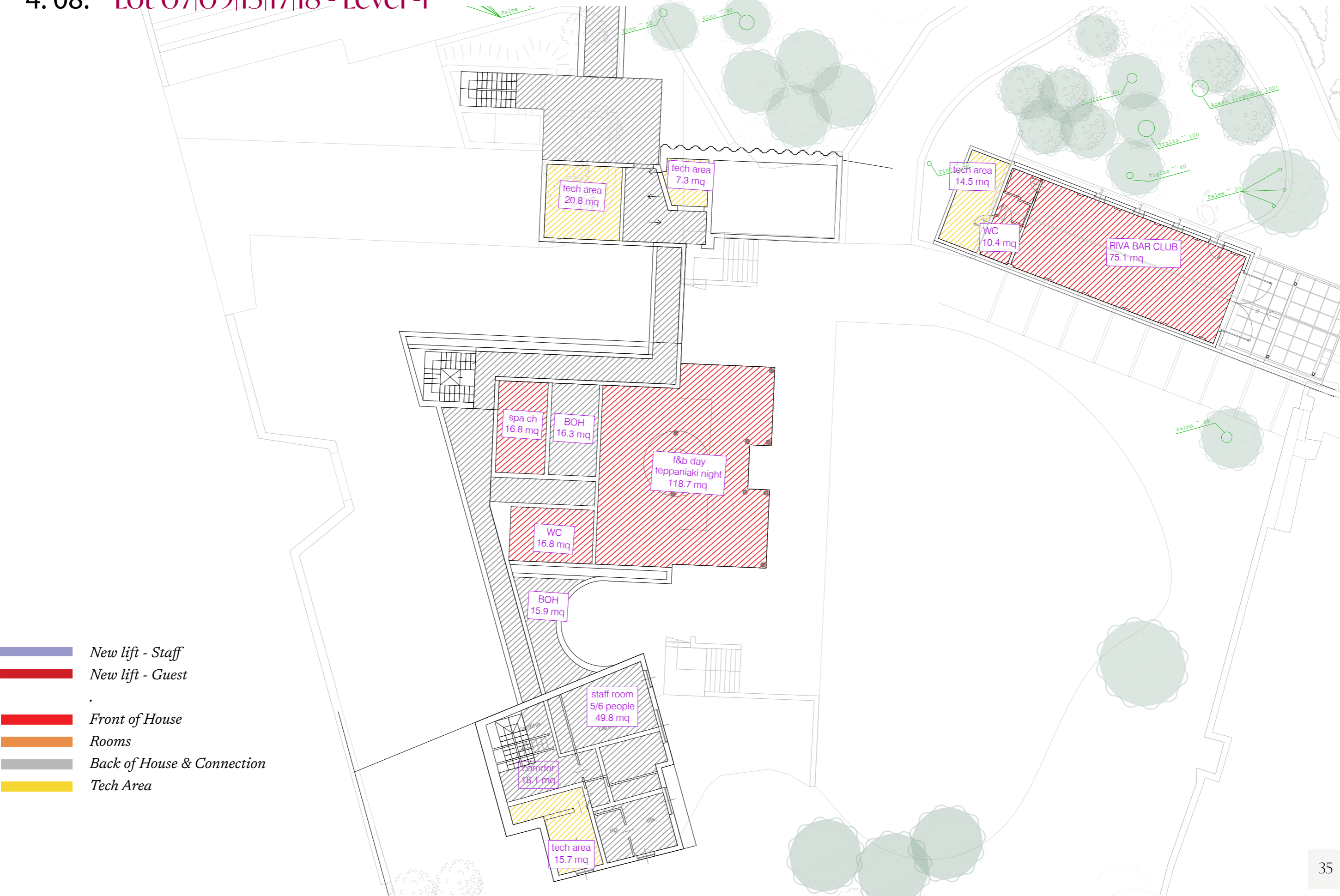


4.07. Lot 07|09|13|17|18

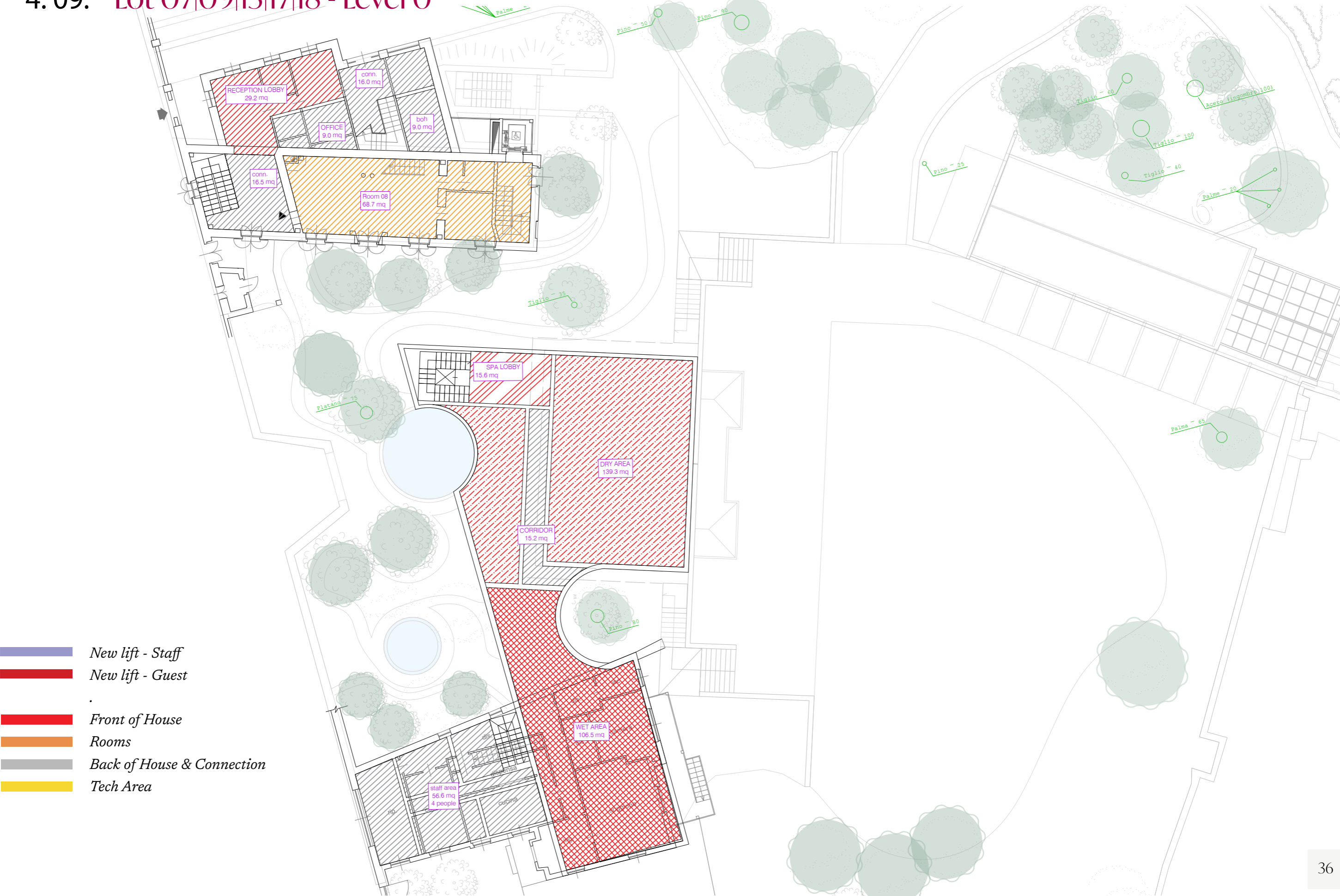


Focus 2:
Lot 07 - boat house
Lot 09 - underground pool pavillion
Lot 13 - Villa Ratti
Lot 17 - porters lodge
Lot 18 - ex casa barbieri
+ 250 sqm

4. 08. Lot 07|09|13|17|18 - Level -1

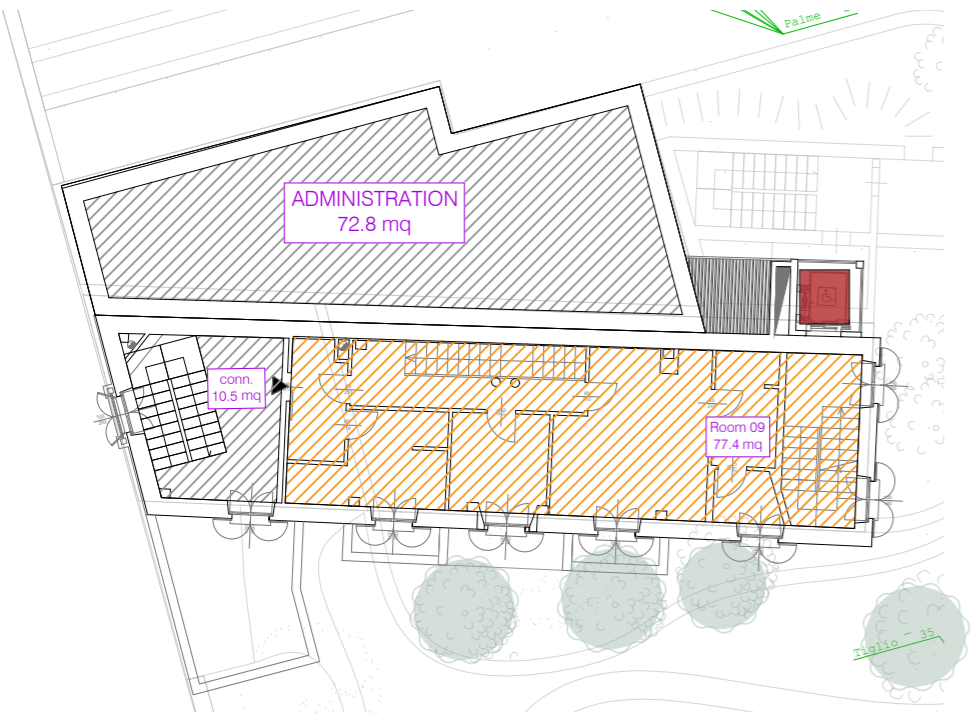


4.09. Lot 07|09|13|17|18 - Level 0

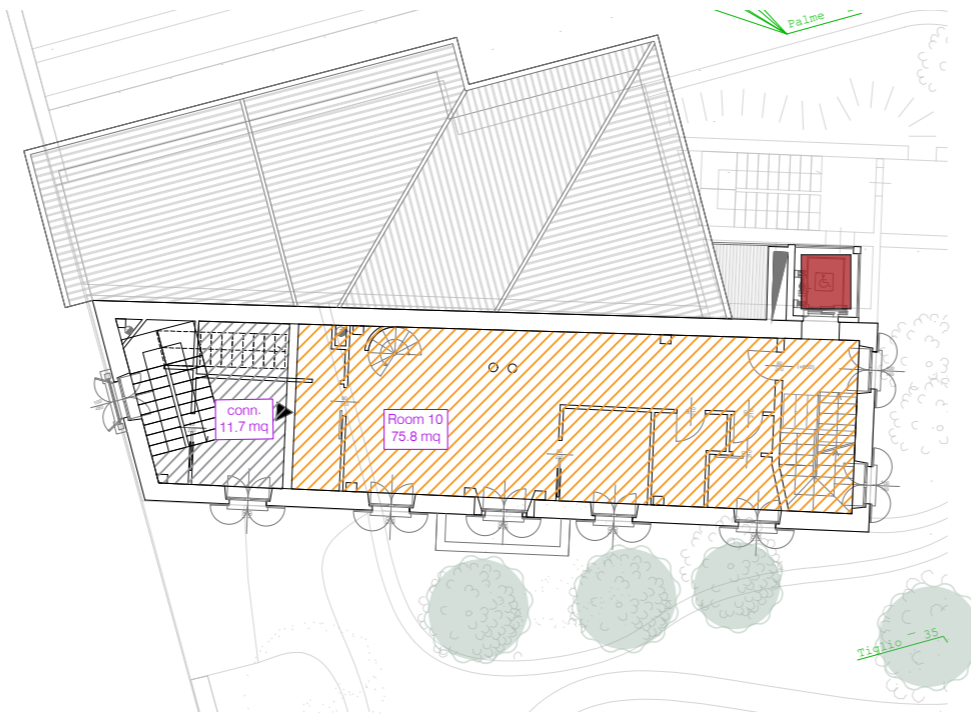


- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*

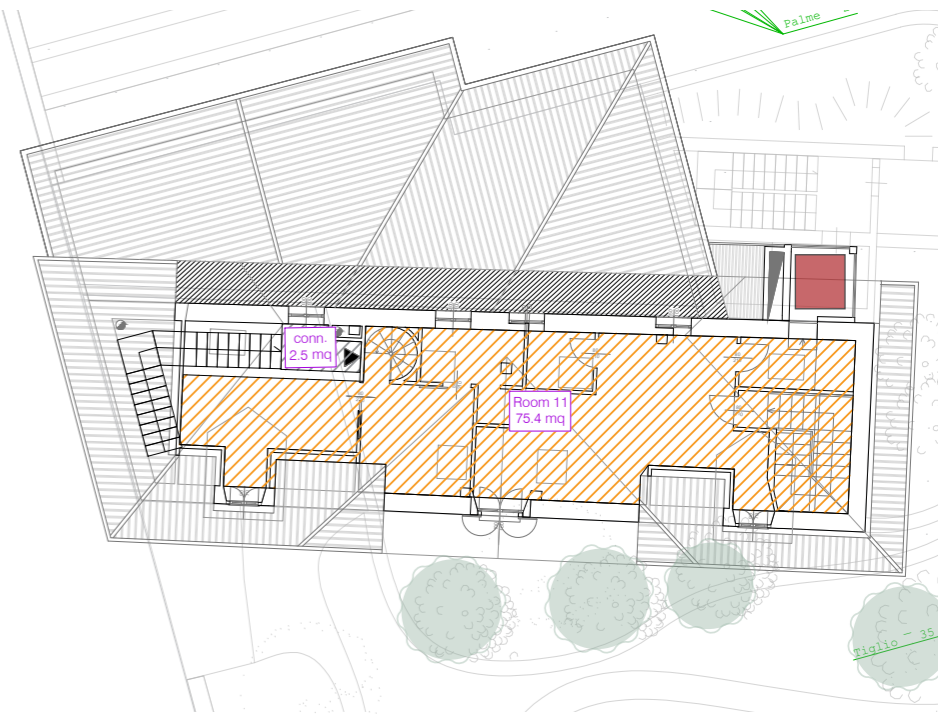
4. 10. Lot 13|17- Level 1,2,3



Level 1



Level 2



Level 3

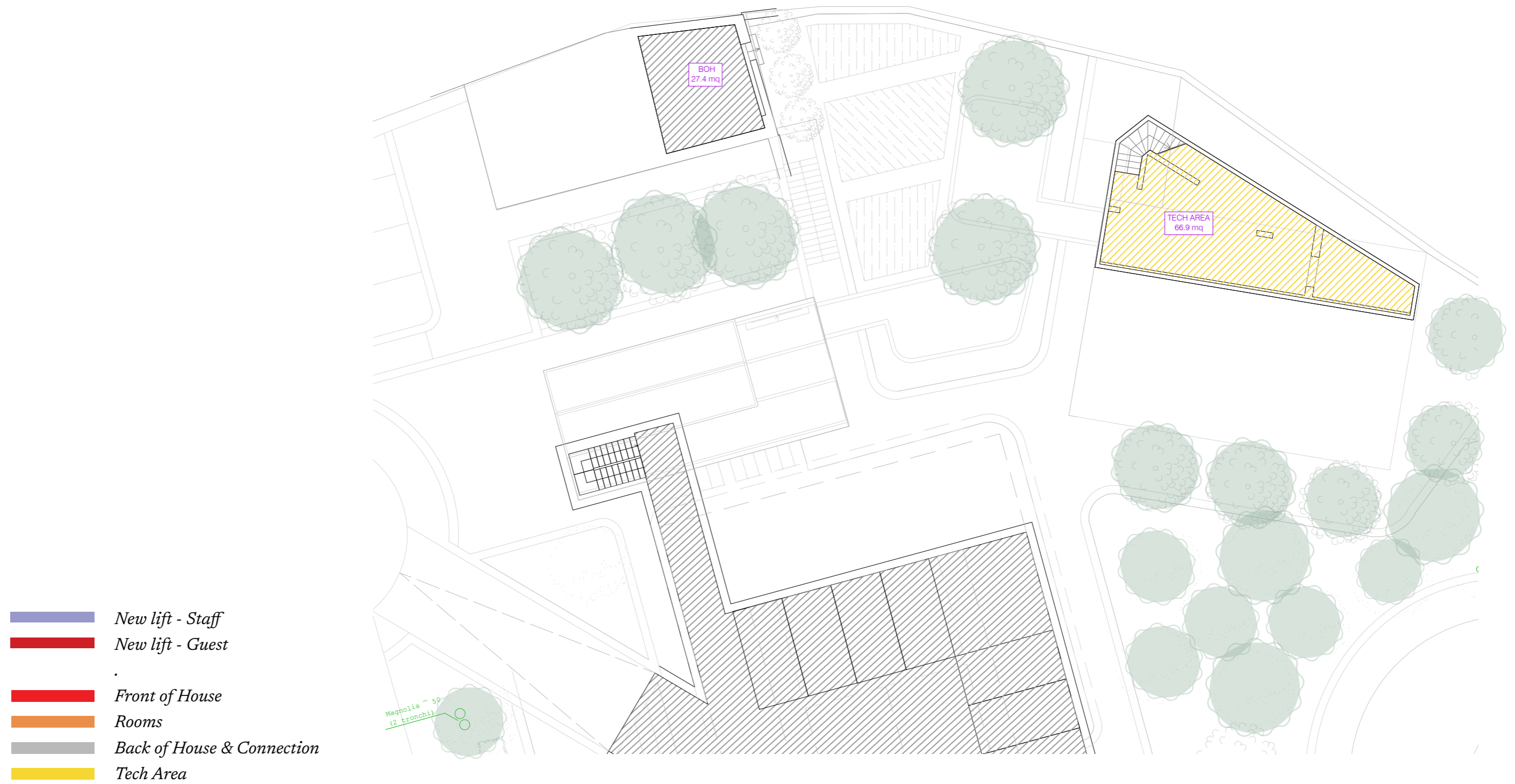
- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*

4.11. Lot 01|02|03|11

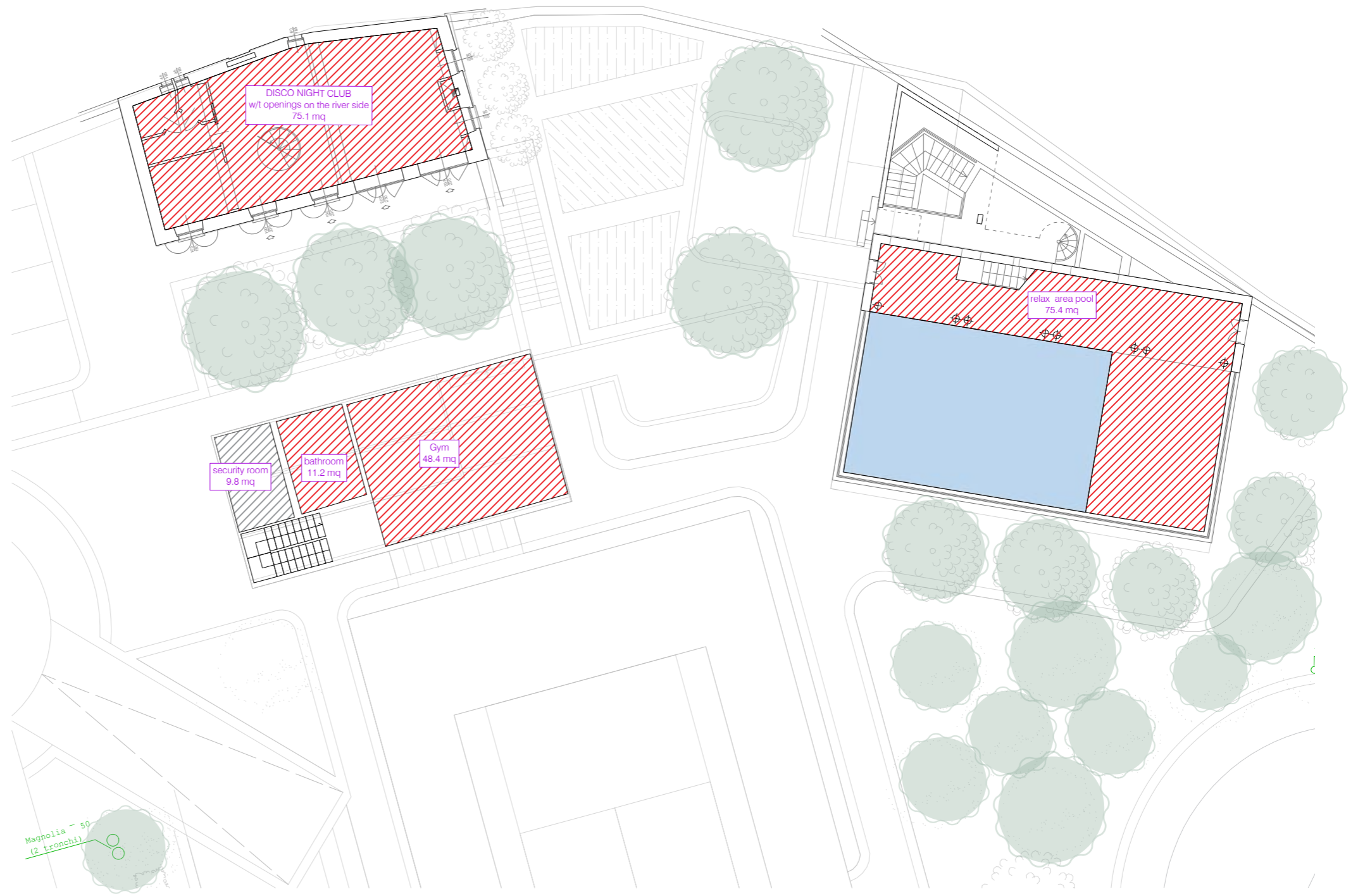


Focus 3:
Lot 01 - covered swimming pool
Lot 02 - tennis club
Lot 03 - tennis court
Lot 11 - casa del marinai

4. 12. Lot 01|02|03|11 - Level -1

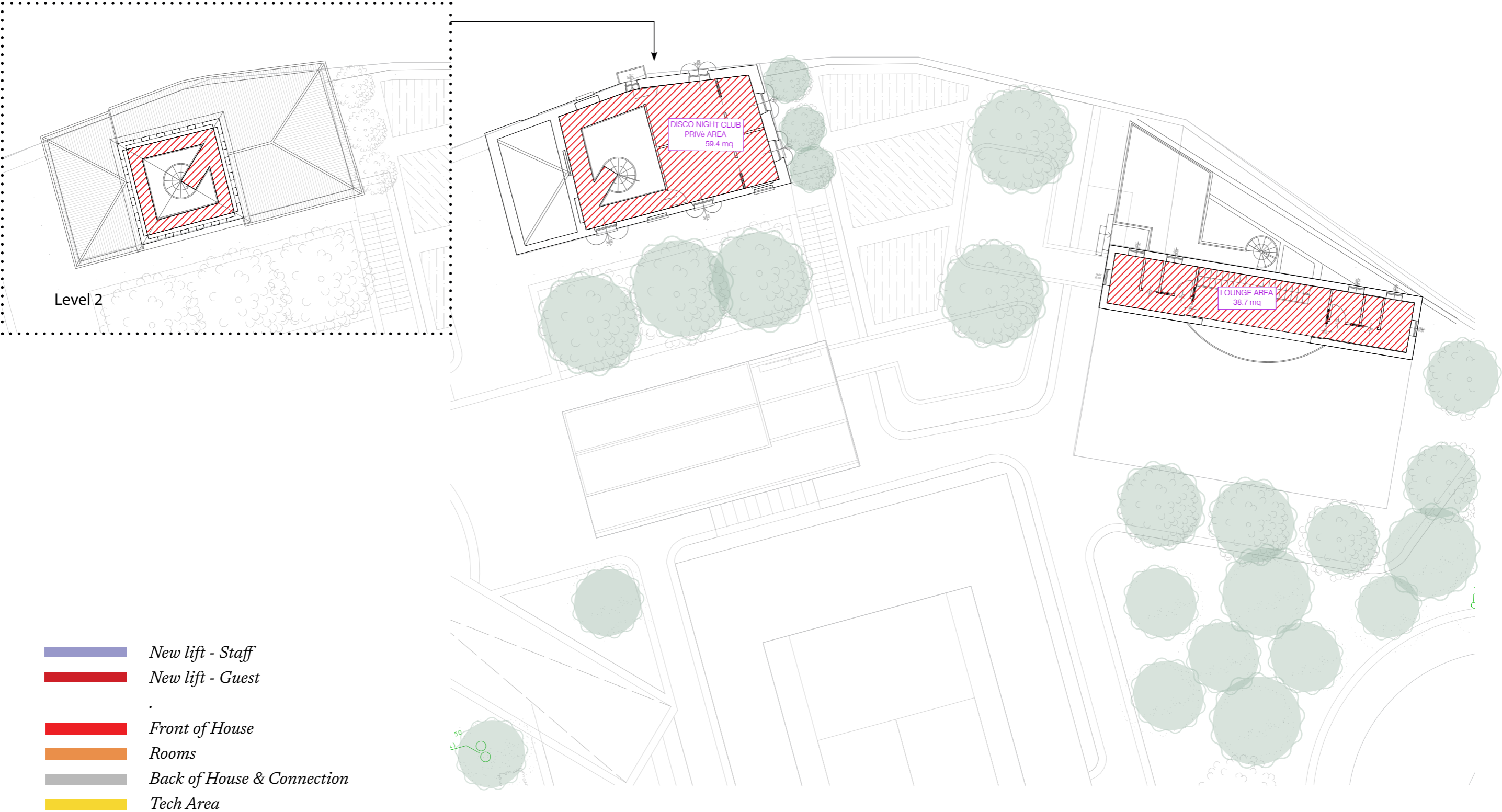


4. 13. Lot 01|02|03|11 - Level 0



- New lift - Staff*
- New lift - Guest*
- Front of House*
- Rooms*
- Back of House & Connection*
- Tech Area*

4. 14. Lot 01|02|03|11 - Level +1, +2





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