

VILLA LA ROSSA  
LAGO MAGGIORE



*Executive Summary 09.04.2024*

## *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 just 23 minutes from the capital Milan.*

## *Sensitive restoration*

*It is the owners intention to transform Villa La Rossa into an 11-suite ultra-luxury private resort, reserved exclusively for a very select few.*

*Villa La Rossa's rich historical heritage will be preserved 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.*

## *The Club*

*The club 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 flavors 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.*

## *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 Gianni*

*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.*

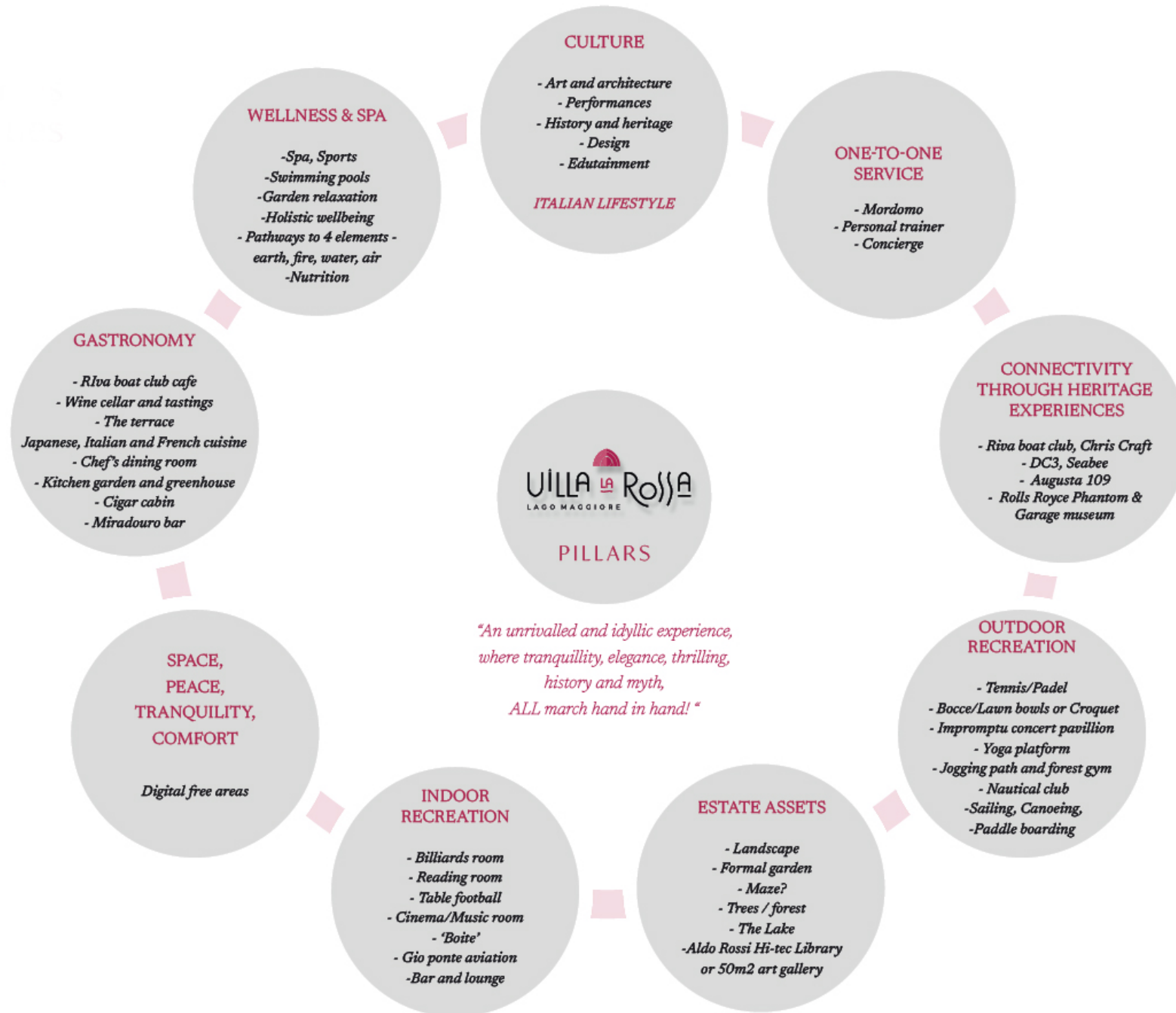
## *Services*

*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.*



## Overview

An exquisite heritage estate nestled along the shores of Lago Maggiore in the charming town of Meina, Novara, Piedmonte, 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 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 (TBC):

- Planning process: current to Q3'2025
- Redevelopment: Q3' 2025 to Q1'2027
- Estate opening: Q2'2027

## Estimated investment:

- IV. Redevelopment: euro 30 - 40 million
- V. FF&E: up to 10 million



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