



# AZZOLLA

TRUE TO THE WORLD

# CONTENTS

01.

The Brand

02.

The Bamboo Pyramid  
Hotel and Resort

03.

Our Team

04.

Our Sustainability Story

05.

Appendices



# NEW BRAND STORY

The Azzolla plant is credited with saving the world millions of years ago through its capability to thrive and generate essential oxygen when the world was in crisis

AZZOLLA Resorts embrace the spirit of Azzolla and bring a new hero namely bamboo to once again lead the sustainability agenda.

Bamboo's remarkable rate of growth, rate of CO2 processing and incredible versatility make it the perfect material to embrace sustainability leadership for 2024 and beyond.

Bamboo will power the spirit of AZZOLLA for today, tomorrow and the future of the planet.



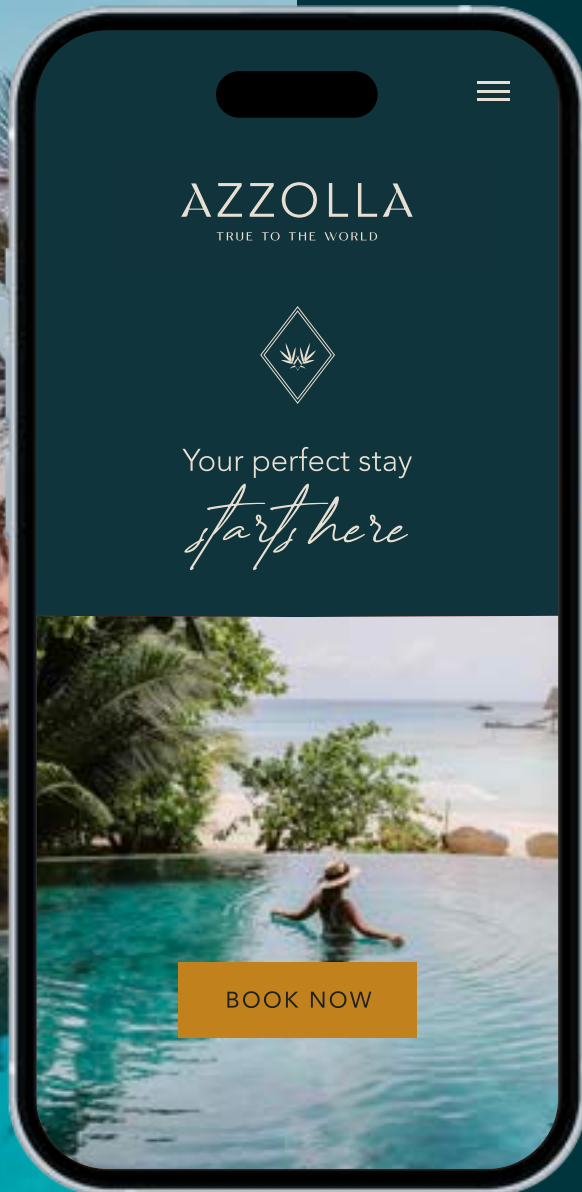
# THE SPIRIT OF AZZOLLA

- ❖ Azzolla is the new challenger brand for sustainable hospitality solutions
- ❖ Eco-sexy, not eco-dull
- ❖ Functional innovation, not green-washing
- ❖ Astounding and delighting guests as we showcase incredible design and the potential of sustainable hospitality
- ❖ We are leading a change in the perspective of what is possible for sustainable hospitality





# Eco *Sexy* Hotels



# THE BAMBOO PYRAMID

## HOTEL AND RESORT

### The world's first AZZOLLA Resort

- ❖ A location like no other anywhere in the world
- ❖ An experience that will be unforgettable and inspiring for every guest.
- ❖ A world leading property taking sustainable hospitality to a new level yet not losing sight of the character and excitement that a resort must bring its visitors.
- ❖ Imposing, awesome, like nothing else – the impact will be remarkable and outstanding



# THE BAMBOO PYRAMID

HOTEL AND RESORT

Truly incredible and never  
seen before concept





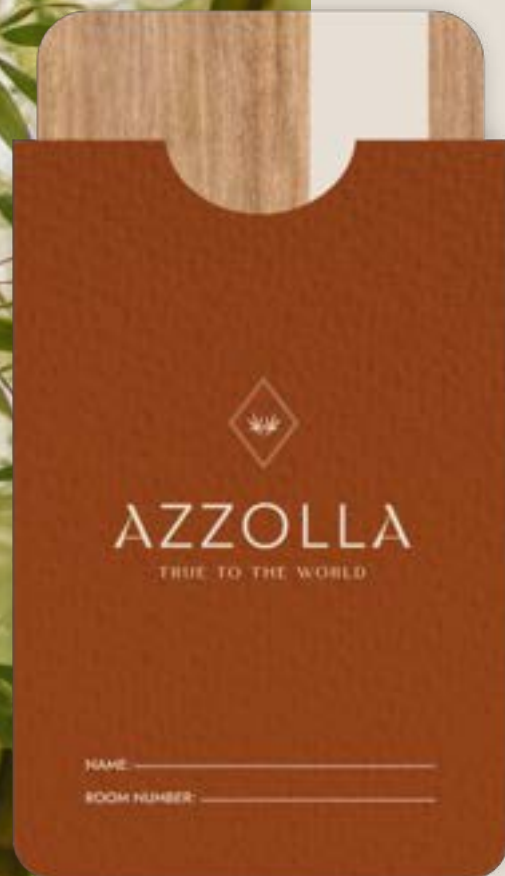
# THE BAMBOO PYRAMID

HOTEL AND RESORT

Multiple features and industry 'firsts'  
delivering an experience unlike any  
other in the world







# THE BAMBOO PYRAMID

## HOTEL & RESORT

Whilst the Azzolla brand dictates the astonishing look and feel of the resort, it is vital to note that, in addition to the unique sustainability features, the very heart of this initiative is constructed with hospitality industry expertise and commercial foundations in mind.

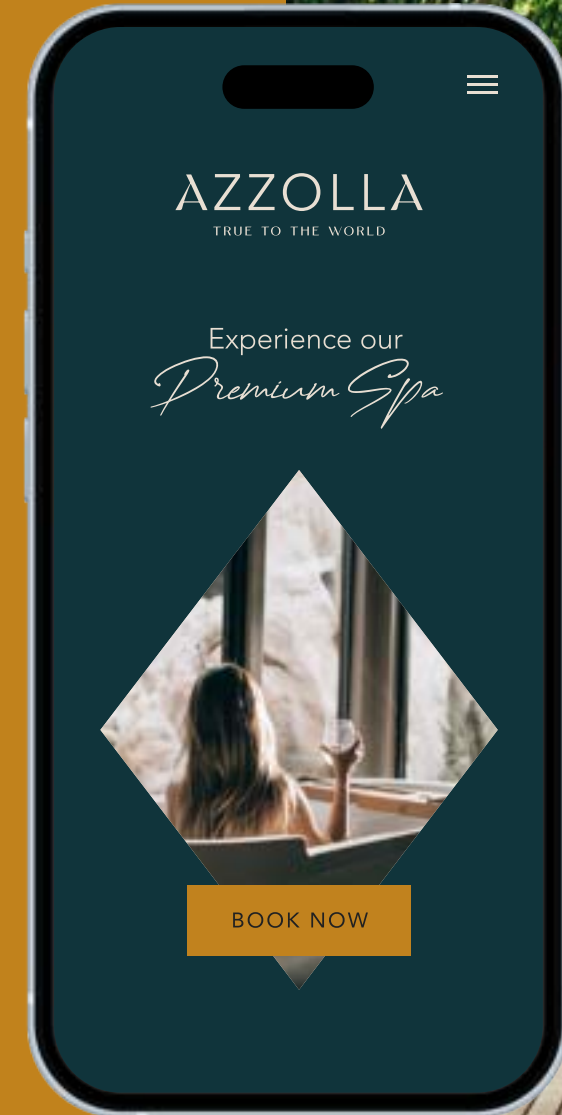
Eco-conscious is not a reason to amplify - it's an invitation to amplify

# THE BAMBOO PYRAMID

## HOTEL AND RESORT

### Resort features

- ❖ First project under consideration in South Florida
- ❖ 350 keys
- ❖ F&B: Michelin starred restaurant focused on sustainability but also extending to fine dining
- ❖ AZZOLLA premium Spa, Fitness and Wellness center
- ❖ AZZOLLA Meetings and Events Center
- ❖ Infinity pool & swim-up bar
- ❖ Rooftop terrace / bar / viewing platform combining amazing views, signature cocktails and thriving entertainment scene
- ❖ Adjacent bamboo grove experience offering both a unique adventure for guests but also an "Azzolla oxygenation" experience
- ❖ Eco-friendly functionality at every turn driving operational efficiency, connection with the Bamboo environment and a guest 'story' that will resonate driving word-of-mouth and return visits.
- ❖ Automatic enrolment into The Friends of Azzolla program (education in Bamboo)





# MEET THE TEAM



**FRANK  
ORENSTEIN**

Frank is a well-established hotel developer and investor, having developed many hotels globally and provided strategic advice to major international corporations over the past 40 years. He started his hospitality career as the Executive VP of Development for Four Seasons Hotels, where he led the planning and development of the first Four Seasons properties in the United States, Canada, and Europe. In 1998, Frank created the joint venture of Park Plaza Hotels and Resorts with Olympus Real Estate and Hicks Muse, later selling the brand to Carlson Companies.



**ROBERTO  
SEMINARA**

Roberto has been a sales network leader for over 30 years. He has established, managed, and expanded many different companies in over 10 different countries.

Roberto now drives his passion for sustainability through OnlyMoso USA which he established in 2016 and is a leading voice in the growth of Bamboo as an incredible, multi-use material in many sectors across the USA.

Roberto has been the visionary and champion for bringing the amazing properties of bamboo into the construction and hospitality industries globally.



**PETER  
NORTHING**

Peter is a business leader and board-level advisor responsible for creating and executing ambitious international growth strategies in branded and innovative businesses, such as Red Bull, Disney, Three UK & Coca-Cola. Peter's experience in hospitality branding stems from international projects with BlackRock investment and HiG whilst delivering global branding initiatives and local premium concepts in the USA. He sits on the board of the award-winning Greyhairworks! organization and has won industry awards for Digital Product innovation while leading Mobile industry growth at Three UK.

# MEET THE TEAM



**MARK  
JANSHESKI**

32 years residential and commercial real estate construction and development experience, working in building, foundation, framing and finishes, general contracting, architectural design, engineering, entitlements, permits, legal, financing, acquisition, sales, & investments.



**OSCAR  
LÓPEZ**

Oscar is recognized for his forward-thinking approach in sustainable development, and his internationally recognised position as a Bamboo specialist. He adheres to the principle of utilizing current resources without compromising the needs of future generations. His work is characterized by a deep commitment to environmental stewardship and sustainable practices.

Holding a Master's degree in Environmentally Sustainable Urban Planning from the University of Madrid, Spain. He brings innovative architectural solutions that harmonize with environmental sustainability.



**GIULIANO  
TASSINARI**

Giuliano has held executive chef positions in multiple 5 star and Michelin star establishments across the globe, working with the finest hospitality brands and locations. A highly proactive and talented culinary expert with a wealth of experience he has a talent for implementing strategic developments to increase productivity and enhance financial results. A true leader in his field and in the workplace, with over 40 years of experience.



# PARTNERS

## RASHEL LOPEZ STRATEGY CONSULTANT

CEO of El Antojito Manabita, a prominent restaurant brand in Ecuador and the largest built with bamboo in Ecuador.

Rashel demonstrates a strategic vision for business growth and global expansion. Her ability to perceive the nuanced interactions between different business areas, along with her creative prowess, positions her as a valuable advisor to the Bamboo Pyramid Project.

Her expertise serves as a bridge between different age groups for Bamboo Pyramid Resort. By understanding that each generation exhibits different behaviors and patterns, she ensures that Bamboo Pyramid Project's offerings resonate with a broad demographic.

Rashel's inclusive approach aims to eliminate potential generational gaps, enhancing Bamboo Pyramid Resort's appeal to a broad spectrum of guests.



# INDUSTRY PARTNERS

## HOTEL MANAGEMENT COMPANY



**BVHG** is a Florida based hotel, resort, golf course, spa and residential golf community, development, marketing and operational Company which was incorporated in 1986.

BVHG provides development, marketing and management services for hotels, resorts, spas, golf courses, golf clubs and residential golf communities in the U. S. and internationally. On the international level BVHG operates out of its offices in London and Milan.

BVHG has become established as one of the world's leading independent hotel and resort development and management companies having provided a full range of services for over 50 hotels, resorts, clubs, and golf communities. BVHG principals have over 120 years of combined hospitality development and operating experience.

## HOTEL CONSTRUCTION MANAGER



**Acumen Development Partners** is a national provider of turn-key real estate development services with extensive expertise in upscale and mid-scale hospitality.

**126** hospitality projects

**47** non-hospitality projects

**26,800** guestrooms built

**1.5 Million** sf mtg space built

**3 Billion** dollars development value

**82** familiar cities

**52** years partner experience

With Acumen, each part of the development process is managed with 360-perspective, Acumen analyzes each challenge in a long-range context, troubleshooting forecasted outcomes before they affect the bottom line. In any development project - especially hospitality - time is money. every decision must be weighed not only in terms of hard cost, but the cost of the time as well.





"RIGHT BRAND, THE RIGHT  
PROPERTY, THE RIGHT TIME"



# GLOBAL POTENTIAL

The Bamboo Pyramid Hotel and Resort, bought to you by AZZOLLA, has been deliberately designed to be internationally attractive and replicable.

This first property provides a proof of concept from which we will expand across key locations globally.

All aspects of branding, design and construction have been created with scale in mind, making the concept highly attractive for ambitious growth planning.



# THE SPIRIT OF AZZOLLA

The spirit of Azzolla references the azolla fern that is recognized as one to the most remarkable plants for earth's absorption of excess of CO2 and once played a critical role in the survival of the planet.

The plant itself is renowned for how quickly it grows and how positive it is for the planet.

Our brand is anchored in the history and attitude of a heroic and energetic entity connected to enhancing the planet and rejuvenating life, time and again.



# THE BAMBOO PYRAMID

## HOTEL AND RESORT

---

### Key sustainability elements

#### Water Efficiency:

- ❖ Implement water-efficient landscaping.
- ❖ Install water-saving fixtures and appliances.

#### Energy Efficiency:

- ❖ Optimize building orientation for natural light and to reduce heat gain.
- ❖ Use energy-efficient HVAC systems and lighting.

#### Materials and Resources:

- ❖ Bambu as main decorative material combined with locally sourced materials.
- ❖ Minimize construction waste through recycling and reuse.

#### Indoor Environmental Quality:

- ❖ Great indoor air quality through proper ventilation and open terraces.
- ❖ Use low-emission materials and finishes.

#### Sustainable Transportation:

- ❖ Encourage the use of public transportation, cycling, or walking.
- ❖ Provide infrastructure for electric vehicles.

#### Green terraces and Open Space:

- ❖ Green terraces and open spaces to enhance biodiversity.
- ❖ Foster a connection to nature within the building site/ incorporate bamboo forest

#### Views:

- ❖ Maximize exterior views and natural lighting for most interior spaces

#### Renewable Energy Sources:

- ❖ Integrate renewable energy systems such as solar panels or wind turbines.
- ❖ Explore on-site energy generation to reduce reliance on traditional power sources.



# THE BAMBOO PYRAMID

## HOTEL AND RESORT

---

### Key sustainability elements

#### Daylight Harvesting:

- ❖ Maximize natural daylight penetration to reduce the need for artificial lighting.
- ❖ Use sensors to control artificial lighting based on natural light availability.

#### Rainwater Harvesting:

- ❖ Implement systems to collect and reuse rainwater for non-potable purposes.
- ❖ Reduce the strain on municipal water supplies by harvesting rainwater.

#### Heat Recovery Systems:

- ❖ Install heat recovery systems to capture and reuse energy from exhaust air.
- ❖ Improve overall HVAC system efficiency through heat exchange technologies.

#### Bicycle Facilities:

- ❖ Include secure bicycle storage and shower facilities to promote eco-friendly commuting.
- ❖ Encourage a culture of cycling for both employees and visitors.

#### Natural Ventilation:

- ❖ Design spaces to facilitate natural ventilation and reduce reliance on mechanical systems.
- ❖ Enhance indoor air quality while minimizing energy consumption.

#### Smart Building Technologies:

- ❖ Implement smart building systems for efficient energy management and monitoring.
- ❖ Use technology to optimize resource usage and enhance occupant comfort.





# AZZOLLA

TRUE TO THE WORLD

The Bamboo Pyramid Hotel and Resort is the perfect property to showcase the AZZOLLA concept and personality.

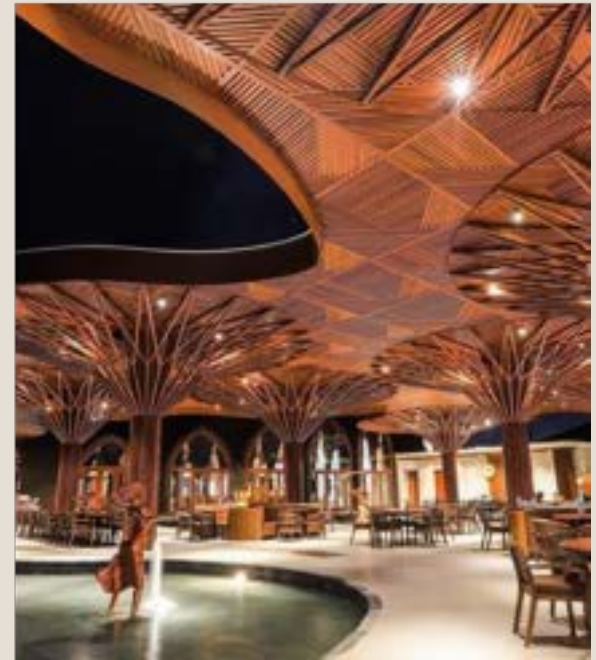
The commitment to innovative yet remarkable design delivers a hospitality experience that is truly revolutionary and yet not a 'one-off' but a repeatable, expandable and internationally 'translatable' concept.

We are starting a new movement, creating a new benchmark and most importantly embracing and providing for the delivery of and indeed exceeding customer needs and expectations

This is truly an exciting concept and more importantly – one of a kind!











THANK YOU

---

Insert contact details