


GROSSMATT

FLAVORING YOUR STOP

A series of horizontal lines in shades of gold and yellow, with a prominent, bright central line, extending across the bottom of the image.

ALONG THE NORTH-SOUTH ROUTE OF THE A13 MOTORWAY AND THE N13 NATIONAL ROAD,
AT THE FOOT OF THE SAN BERNARDINO PASS, YOU'LL FIND GROSSMATTÀ,
A REST AREA WHERE YOU CAN TAKE A BREAK AND RECHARGE.



GROSSMATTERA

FLAVORING YOUR STOP

INDEX

P . 5

THE REASON WHY

P . 6

LOCATION

P . 1 1

PROJECT

P . 4 0

FIGURES

THE REASON WHY

STRATEGIC POSITION

A13, N13 NATIONAL ROAD

VEHICLES / YEAR

+3'000'000

VEHICLES / DAY

+8'000

PEOPLE / YEAR

+7'000'000

PEOPLE / DAY

+19'200

GROSSMATTERSPECTS THE GEOGRAPHICAL CONTEXT IN WHICH IT IS LOCATED.

Grossmatta is located along the valley in the river Rhine and it carries with it the authentic spirit of the territory.

An important theme that will accompany the entire project,
that of **sustainability**, develops from the geographical context.

The scenario in which we operate is constantly evolving, as are the modes of transportation.
For this reason, Grossmatta will be an important point of reference for electric vehicle charging in the area,
encouraging and raising awareness among travelers to use low-impact vehicles.

The Grossmatta project itself will involve the use of natural, recyclable materials, and through new home
automation systems, energy use will be more efficient, keeping sustainability a central theme.

**Grossmatta aims to improve life quality by reducing noise and pollution,
with positive impacts on the environment, economy, and quality of life.**



LOCATION

LOCATION



STRATEGIC POSITION

Let's analyze the strategic and unique characteristics of the area to better understand the full potential of Grossmatta.

GROSSMATT is located in a strategic geographic position, very interesting from a traffic and from a touristic transit point of view, as well as in terms of nature and landscape.

The property is located in the first town along the river Rhine at the foot of San Bernardino Pass.

The strong vehicular transit along the north-south route of the A13 motorway and the N13 national road, of **over 3 million passages per year**, determines the **favorable and essential condition for the development of a commercial activity**.

San Bernardino together with San Gottardo are the two main Swiss Alpine passes, which can also be crossed

by heavy vehicles. San Bernardino is equipped with a TUNNEL of approx. 7.0 km traveled on average by approx. 8'000 vehicles / day and a pass located at an altitude of mt. 2'066.

Alongside the motorway traffic there is the addition of the traffic generated by users of the cantonal road, local municipal road and valley traffic of the Walser path.

The proximity of important regional tourist destinations certainly contributes to determining another **favorable condition** for the development of a commercial activity.

There is a **total lack of infrastructure between San Bernardino (south side) and Thusis**, which results in a situation where competition for a new business activity related in particular to catering is **non-existent**.

TOURISTIC ZONE

HINTERRHEIN a mountain municipality typical of the Alps, where the tradition of breeding and organic farming are not only a strong point for the whole community but also the reason of great interest for the visitor.

RHINE, one of the most important river arteries in Europe is born here, bringing with it energy and well-being throughout the Rheinwald region.

PARC ADULA National Park, in the Alpine area of Aldula combines the imperatives of **safeguarding a monumental Alpine landscape** with the **protection of its natural resources**, in a sustainable and harmonious way, involving municipalities of Rhaeto-Romansh, German and Italian languages included in 5 regions.

TOURISM AND SPORT, the region of Rheinwald and Viamala are certainly consolidated touristic realities

that generate a flow of transit and touristic stay, both summer and winter. Locations such as San Bernardino, Splügen, the resorts of Heinzenberg and the nearby Engadin **attract sporty and non-sporting visitors, united by a passion for nature and the mountains.**

WALSERWEG is a journey in **19 stages for a total of 300 km**, which rediscovers the traces of the ancient Walser crossing the Grisons. The route winds along historic paths, amidst unspoiled natural and cultural landscapes that also touch the village of Hinterrhein.



PROJECT

Project CONCEPT

WE HAVE ENVISIONED HOW THE BUILDING COULD BECOME WITH A CONSERVATION WORK ON ITS CURRENT APPEARANCE, RETHINKING THE EXTERIOR AND INTERIOR SPACES, MAINTAINING A VERY CLEAN LINE, TO GIVE A GENERAL IDEA OF ITS POTENTIAL.

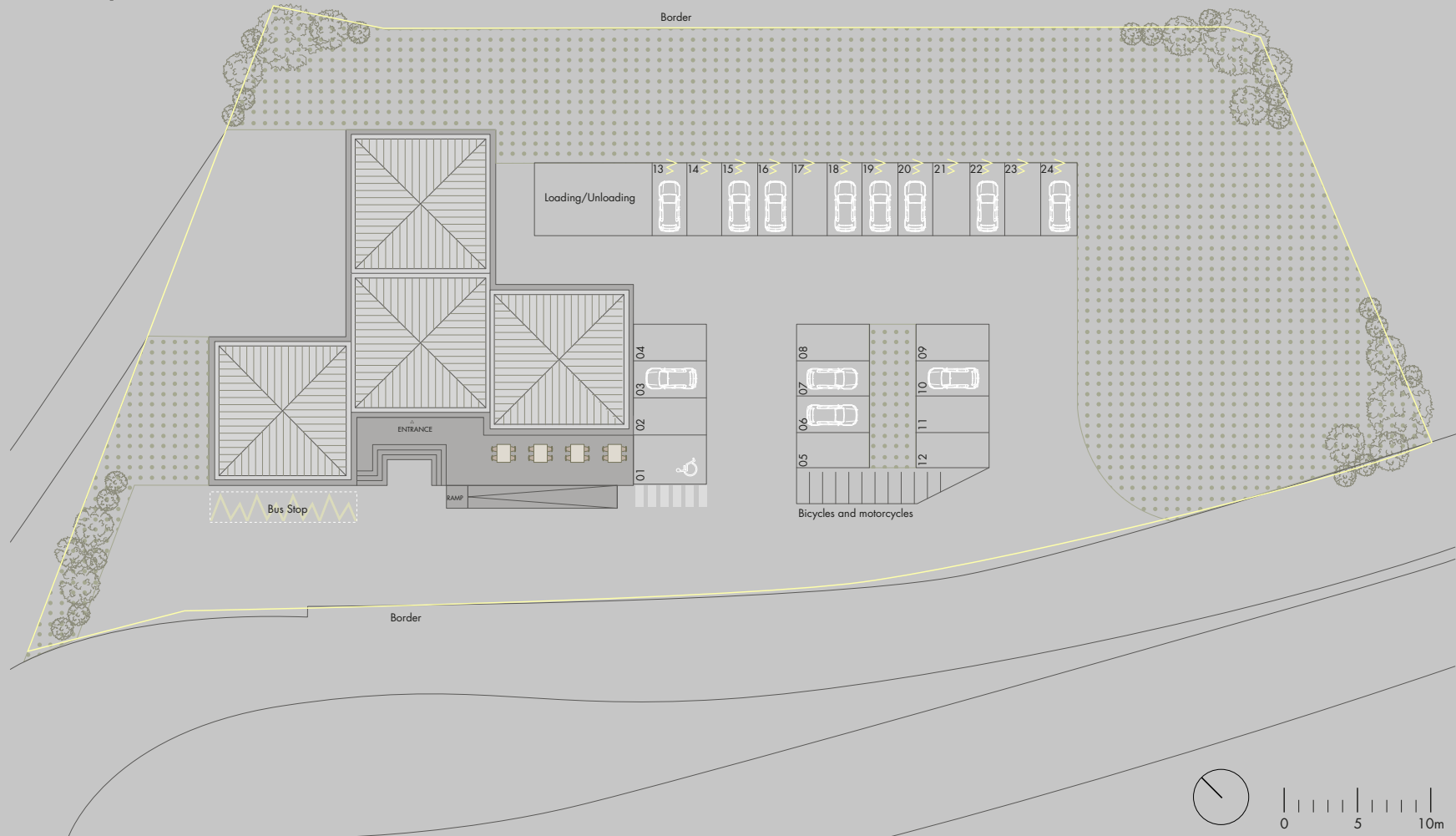
Taking these as general guidelines, materials and finishes will give character to the project, steering it towards a specific style.

3'054 mq LAND
912.40 mq BUILDING



FLOORPLAN

Surface lot: 3'054 smq



GROUND FLOOR

SURFACES

	smq
01 · Entrance	28.4
02 · Entrance Bar - 10 seating places	20.1
03 · Restaurant - 49 seating places	80.9
04 · Retro Bar	23.1
05 · Kitchen	52.5
06 · Corridor	7.4
07 · Office	7.6
08 · Suppliers' Room	9.4
09 · Bar + Shop - 49 seating places	83.7
10 · Renovation of the existing terrace	

Total surface: 396.90 mq



FLOOR - 1

SURFACES

	smq
01 · Corridor	23.6
02 · Cooks' Shower	3.0
03 · Cooks' Changing Room	3.0
04 · Store for the Shop	13.2
05 · Microliving Store	2.2
06 · Restaurant Store	8.5
07 · Cold Storage Room 1	4.8
08 · Freezer Room	4.6
09 · Cold Storage Room 2	9.7
10 · Toilet	3.7
11 · Women's Toilet	12.6
12 · Women's Changing Room	2.6
13 · Women's Shower	2.3
14 · Men's Changing Room	3.0
15 · Men's Shower	2.5
16 · Stairway Corridor	24.1
17 · Warehouse	3.3
18 · Men's Toilet	11.1
19 · Technical Room	21.0
20 · Garage	81.6

Total surface: 313.80 mq



FIRST FLOOR

SURFACES

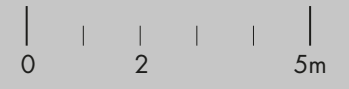
	smq
01 · Stairs	8.2
02 · Corridor	6.4
03 · Bedroom + Kitchen	23.4
04 · Bathroom	4.7
05 · Bedroom	16.8
06 · Bathroom	3.7
07 · Corridor	16.1
08 · Bedroom	15.5
09 · Bathroom	3.5
10 · Bedroom	18.7
11 · Bathroom	4.1
12 · Bedroom	20.2
13 · Bathroom	4.9

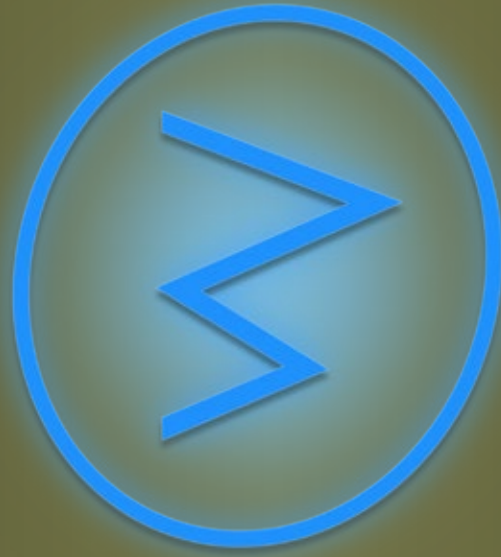
Total surface: 201.70 mq





A - A SECTION





ACTIVITIES

Main Activities

RESTAURANT & BAR
SHOP
ELECTRIC CHARGING

Additional Activities

MICROLIVING
ADVERTISING SPACES
MEETING PLACE
ATM POINT
& MORE...

Grossmatta is
AUTHENTIC

CARRIES WITH IT THE AUTHENTIC SPIRIT OF THE REGION.

Grossmatta is
RESTAURANT & BAR

WITH 108 SEATING PLACES.
THE MENU CATERS TO EVERYONE'S NEEDS.



Restaurant

The restaurant, open for most of the day, from morning until evening, offers a selection of **typical dishes** from Ticino and Grisons, complemented by the versatility of **pizza**, perfect for satisfying everyone's taste.

The adopted style will be characterized by a **minimalist and essential aesthetic**, with particular emphasis on the use of **natural materials** such as **wood**, aiming to create a welcoming atmosphere with focus on sustainability.





Setting the table does not include tablecloths, maximizing the use of recycled paper placemats to **reduce the risk of generating waste and minimize the consumption of water and energy** required for washing traditional tablecloths.

The waitstaff distinguish themselves by wearing uniforms whose shades reflect a **welcoming atmosphere**, opting for **warm colors** such as brown, dark green, or dark gray.





The bar is open all day, **from early morning until late at night**, offering a wide range of services that include breakfast and a selection of **ready-to-go lunches and snacks**. Among the culinary offerings are generous salads, assorted sandwiches, toast, piadinas, sandwiches, fresh fruit and juices, as well as a selection of pastries and desserts. Everything is presented in specially designed packaging that prioritizes biodegradable materials.

During the evening hours, the venue transforms into a **welcoming and lively meeting point**, attracting both local clientele and the surrounding military community.



Grossmatta is
**SHOP OF
LOCAL EXCELLENCE**

THE REFERENCE POINT FOR PURCHASING ENO-GASTRONOMIC
EXCELLENCES FROM THE TICINO AND GRISONS.



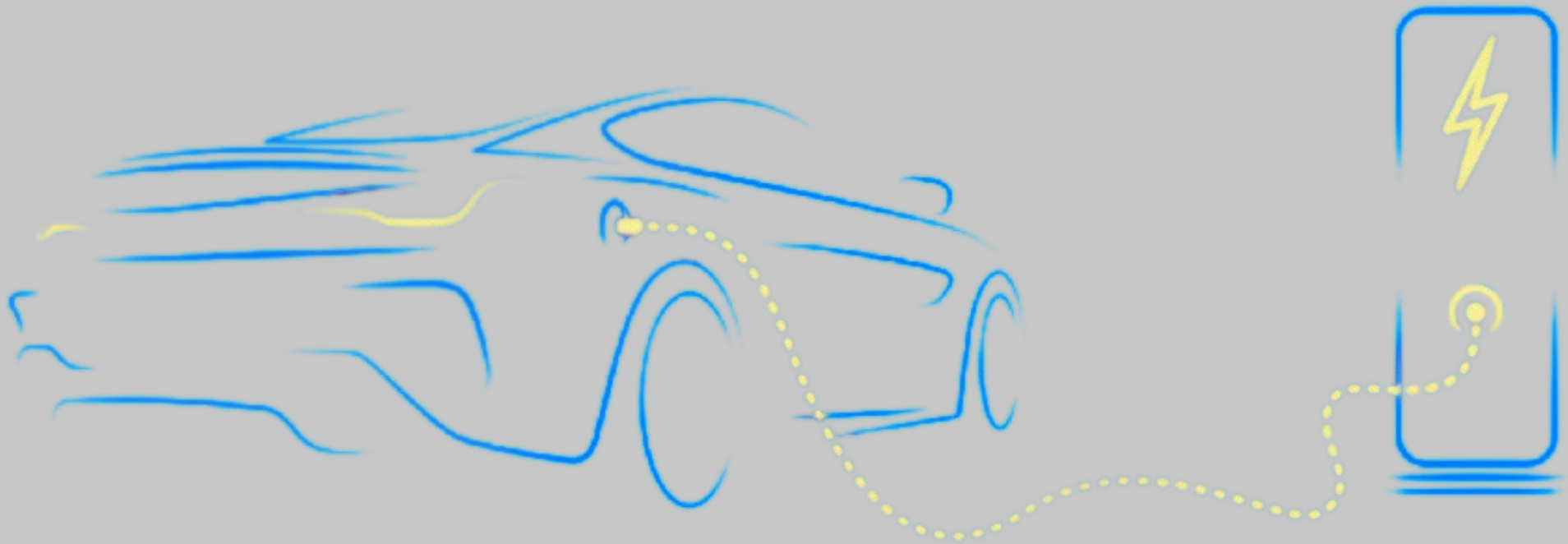


Grossmatta is
ENERGY

THE PARKING INCLUDES PARKING SPACES WITH
ELECTRIC CHARGING.

Grossmatta provides 12 **parking spaces**, with the possibility of expanding up to 24, **for electric vehicle charging**. In addition to supplying energy to the car, the charging station offers **other benefits**, leveraging its technology to transform charging into a convenient and rewarding experience.

Furthermore, the A13 highway is currently underserved in terms of electric vehicle charging stations, making it a necessary and **indispensable stopping point for travelers**.



Grossmatta is
MICROLIVING

5 ROOMS WITH MAXIMUM COMFORT
AVAILABLE TO TRAVELERS OR STAFF.

Microliving

The project also facilitates the adoption of microliving concept thanks to mini apartments suitable for tourists embarking on a long journeys or seeking rest, as well as for staff requiring accommodations.

Being a passage area these solutions can also be a valid support for those who decide to go to the restaurant and make it a trip.





The **minimalist aesthetic**, with its palette of **soft colors**, combined with the **predominance of wood and natural materials**, will be the distinctive feature that defines the ambiance and style of the rooms.



Grossmatta is

ADVERTISING SPACES

WITH ITS STRATEGIC LOCATION AND A SIGNIFICANT INFLUX OF PEOPLE, IT CREATES THE FAVORABLE CONDITIONS TO DEVELOP ONE OF THE MOST CAPTIVATING SPACES TO LEVERAG FOR ADVERTISING.

Inside, on the ground floor and on the -1 level, **3 LED screens** allow for the transmission of **digital advertising: video commercials and posters**.

Located in the bar area and at the entrance of the facility, they easily capture attention.

The spaces are **available for rent** by companies/ individuals or by the tourism office, and **advertisements can be programmed**.

The **outdoor area** provides opportunities for interesting outdoor advertising spaces, which can include **installations with a significant visual impact**.



Grossmatta is MEETING PLACE

GET TOGETHER! MORE THAN A MEETING POINT!

The unique and privileged position of GROSSMATTÀ allows it to stand out, providing **various collateral businesses** with the opportunity to gain high visibility and resonance.

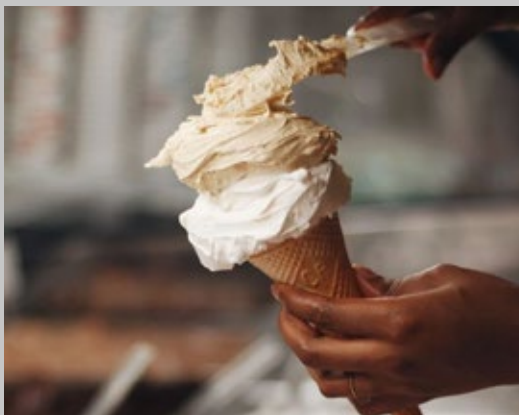
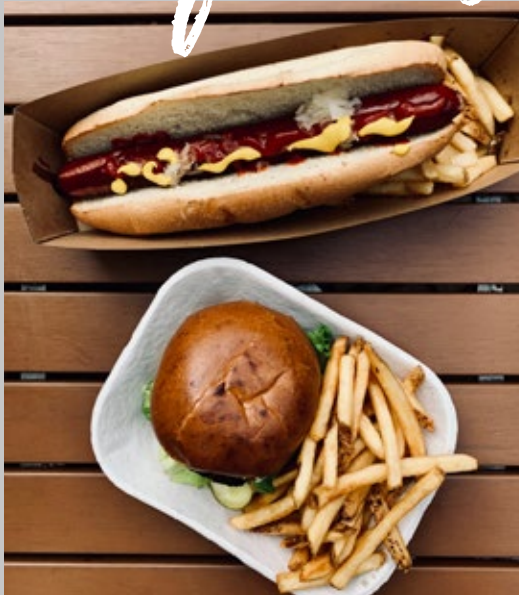
- Meeting point for group gatherings (cars, motorcycles, bicycles), corporate events, private events, etc.;
- Culinary festivals, e.g., street food;
- Tastings by companies of local or seasonal themed products;
- Car, motorcycle, and bicycle exhibitions;
- Advertising (year-round);
- Flagship store;
- Other...

Grossmatta is
ATM POINT

A REFERENCE POINT FOR THE TRAVELER.

& MORE...

Coffee / Food Truck



For a quick break without giving up outdoor spaces during a long car journey.

During the summer, in the outdoor square, a Coffee & Food Truck serves **coffee, drinks, and fast dishes** like Bratwurst, hamburgers, ice cream, etc...

During the winter season, it is planned to replace the Coffee/Food Truck with a structure similar to a **Christmas chalet**, inspired by the typical stalls of Christmas markets. This chalet will be dedicated to the preparation and service of **hot beverages and typical delights** such as pretzels, raclette, etc...



FIGURES

PROJECT FIGURES

Grossmatta is a box that allows to elevate and showcase different types of business creating strong synergies and leverage among them: Food & beverage, market/shop, rest area, meeting point, microliving, advertising, other services, etc.

BASED ON THE PROJECT PROPOSAL, HERE ARE SOME DATA:

	<u>PROJECT</u>
912.40	Sqm surface
05	Double rooms
24	Car parking spaces
12<	Car parking spaces with electric charging
108	Restaurant/bar seating capacity
32	Outdoor terrace/solarium seating capacity
Avaiable	Bike parking spaces Motorcycle parking spaces



GROSS MATTA

FLAVORING YOUR STOP

DEVELOPED BY SETA

Contact

Seta - Via Zurigo 35, 6900 Lugano, CH
T: +41(0) 91 922 07 30 - E: realestate@seta.ch