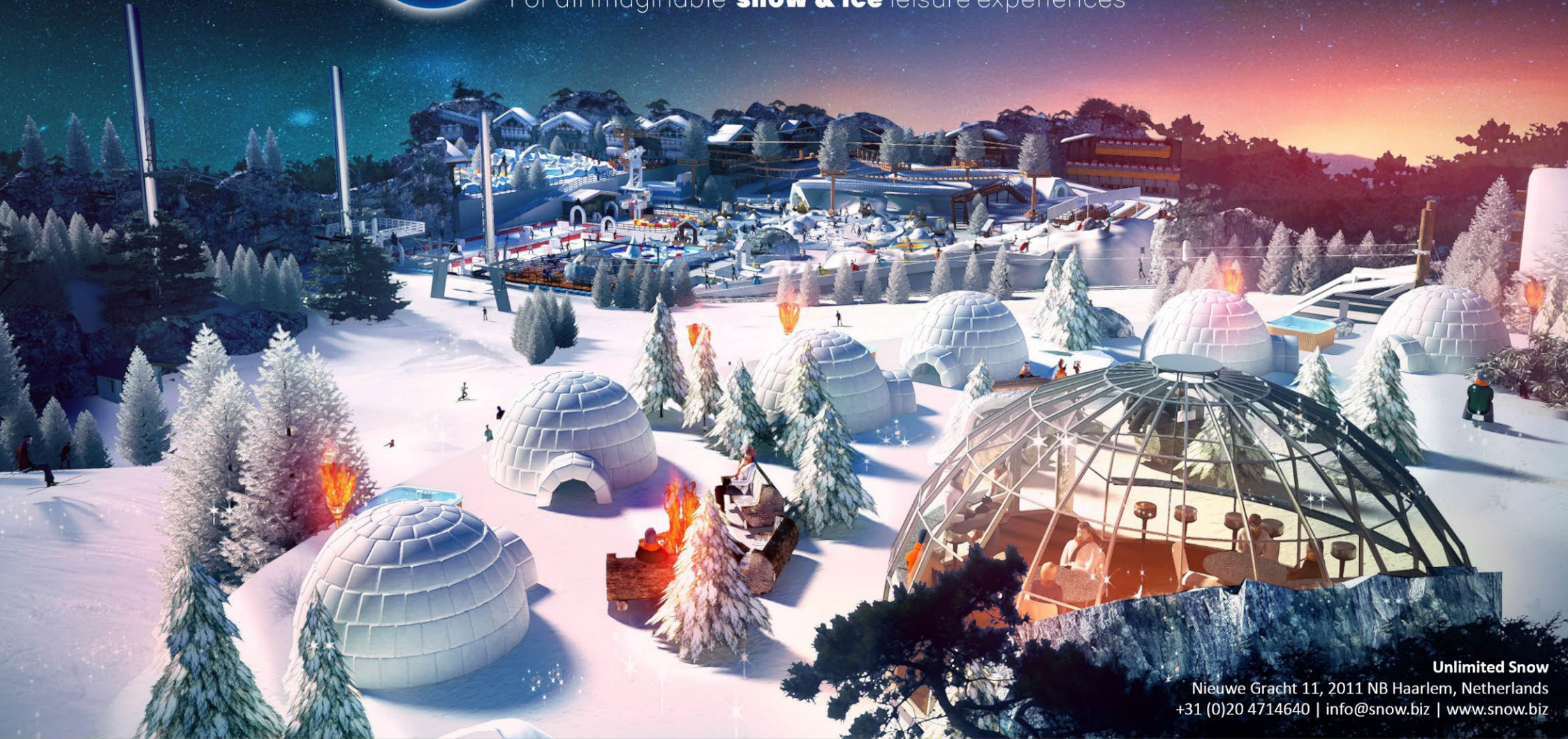




# UNLIMITED SNOW

For all imaginable **snow & ice** leisure experiences



Unlimited Snow

Nieuwe Gracht 11, 2011 NB Haarlem, Netherlands  
+31 (0)20 4714640 | [info@snow.biz](mailto:info@snow.biz) | [www.snow.biz](http://www.snow.biz)

## COMPANY PROFILE





# TABLE OF CONTENT



INTRODUCTION



COMPANY OVERVIEW



INDOOR SNOW PIONEERS



UNIQUE INDOOR SKI



ENERGY STRATEGY



ATTRACTIONS



IP DEVELOPMENT



CORE DISCIPLINES



ONE-STOP SHOP



TRACK RECORD

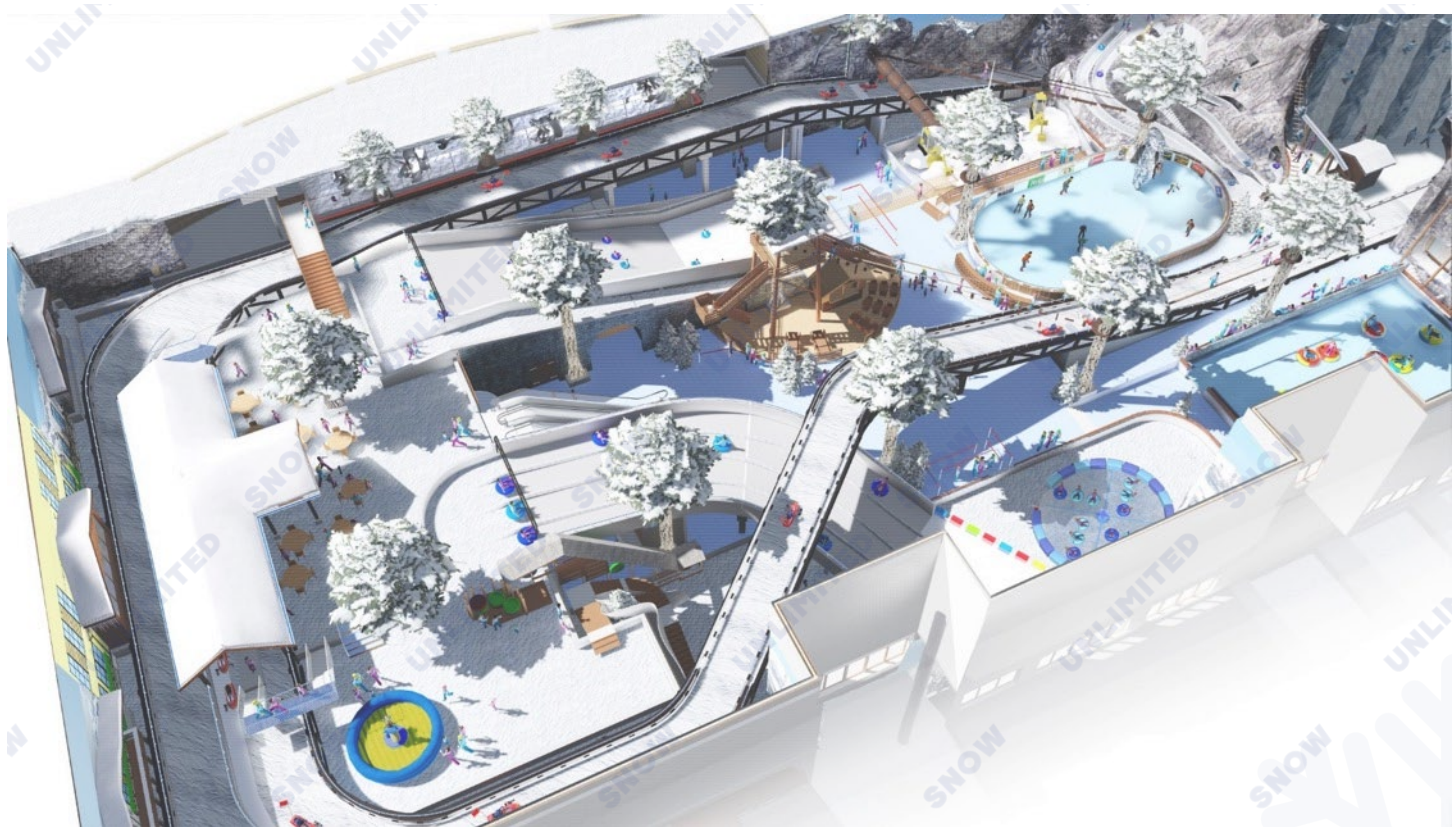


PROJECT PROFILES

# INTRODUCTION

Unlimited Snow is a leisure development company specialized in Snow & Ice environments. It provides state of the art solutions for all conceivable snow & ice leisure concepts with its creations. It is known for its innovative and original concepts and reliable engineering. Its “snow-how” builds on the experience gained from many realized projects as well as continuous research and development. Services range from realization of turnkey projects to specialized advice and customized products. Close collaboration stimulates developers to employ their skills while strategic planning, concept development and project management ensure that all projects are kept on track. Even with the most daring assignments.

Unlimited Snow has proven to be a trustworthy partner for the development of snow and ice amusement parks. Its highly experienced team is capable of handling all design, technological and commercial aspects of projects to be conceived. The process remains under control from the first sketch till the start of a successful operation. And even beyond. US' expertise ensures that budgets are maintained and that the highest quality in terms of finish, environmental safety and final experience is achieved.





# COMPANY OVERVIEW



Our belief is that integration of the most innovative technology and high quality, durable realization are key to the creation of next generation snow and ice indoor amusement parks. With ultimately customized turnkey solutions, Unlimited Snow realizes the most attractive, unique and profitable projects for any location or target group.

Unlimited Snow was founded in 1995 under the guidance of Kees Albers, who already had an impressive career as a ski-instructor, freestyle ski competitor and coach at the Olympic Winter Games. In the early nineties, Kees and his predecessor enterprise were involved in the development and snow making of the first ever modern indoor snowdome. Later, Unlimited Snow became the first 'one-stop shop' in providing virtually all imaginable services for permanent indoor snow & ice experiences, from concepts to turnkey development and additional entertainment.

Unlimited Snow takes care of every step towards completion of every turnkey project, and fulfils its customer's needs smoothly and reliably, sharing information and reporting all progress in a punctual manner. Handover and training is integrated as a "natural" process, tailored to the customer's vision and philosophy. Unlimited Snow takes pride in creating the most successful project for your location.



# INDOOR SNOW PIONEERS



Snowworld Rucphen opened in 1995, with snow made by Unlimited Snow

Unlimited Snow was one of the first ones making indoor snow. In the nineties the first indoor ski domes were founded in The Netherlands. At that moment almost no experience in creating and maintaining indoor ski slopes was available worldwide.

The experience of Unlimited Snow created already by generating snow by machines for events was very helpful for these indoor Ski park entrepreneurs. With the expertise of Unlimited Snow, the snow got at such a quality that the first indoor ski slopes became hugely successful.

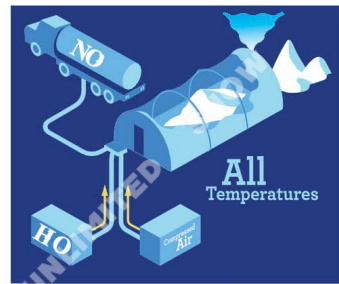
These days creating indoor Snow is not entrepreneurial anymore. There are many manufacturers of different kind of machines and different kind of technologies. However, by experience we know that climate control in Indoor snow and ice attractions is the real difficulty now. The combination of a cold environment and a large group of visitors creates challenges like moisture, ice forming, etc.

At Unlimited Snow we have a dedicated team of Snow and Climate Experts, consisting of engineers and operators, who have worked on climate and snow quality in several ski slopes in Europe, Ski Dubai and Ski Egypt.



## VACUUM SNOW TECHNOLOGY

- Suitable for any temperature.
- Large capacity snow making.



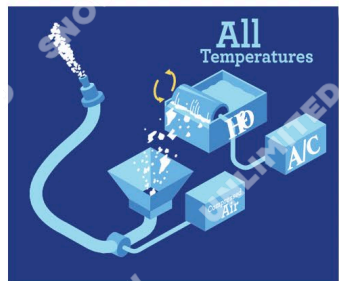
## CRYOGENIC SNOW TECHNOLOGY

- Suitable for any temperature.
- Faster snow-making production.



## SNOW SHOWER TECHNOLOGY

- Suitable for any temperature.
- Real snow fall.



## ICE FLAKE TECHNOLOGY

- Suitable for any temperature.
- Applicable for almost any event.



## INNER-COOLED SPRAY TECHNOLOGY

- Suitable from zero to below freezing temperature.
- Especially for indoor ski slopes and snow play areas.



## AIR-COOLED SPRAY TECHNOLOGY

- Below freezing temperature required.
- Applicable for indoor and outdoor events.

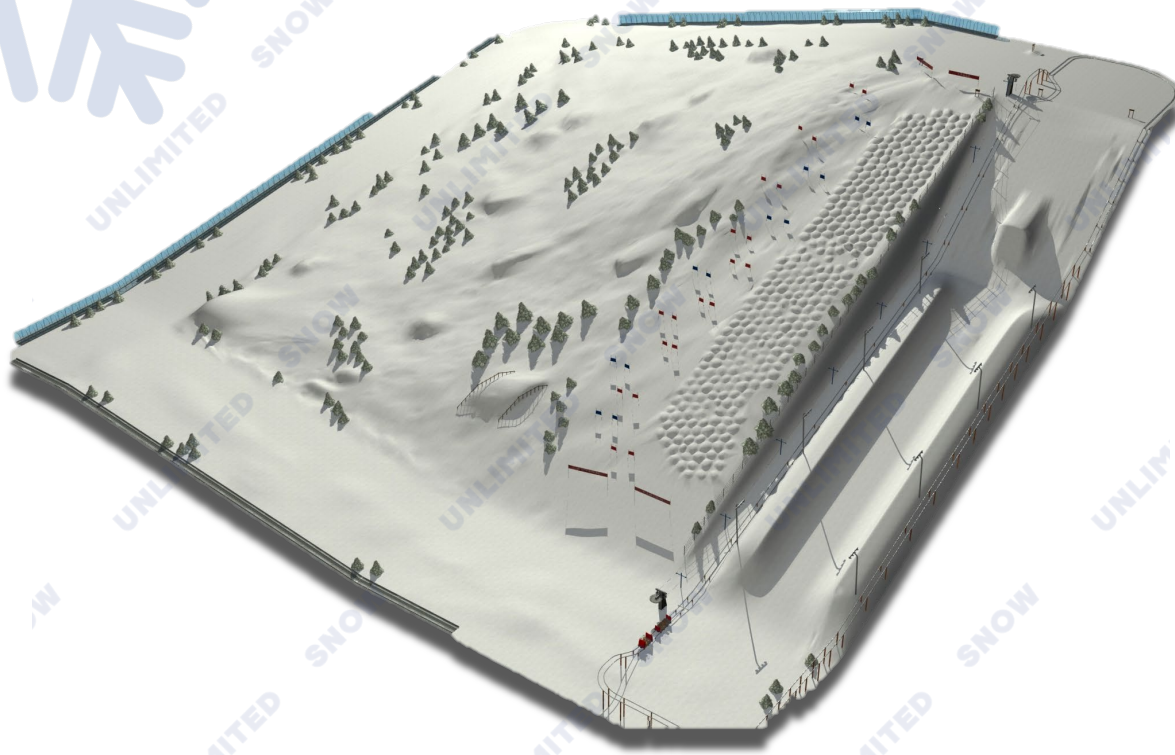
## ABOVE ZERO DEGREES OPERATION

Unlimited Snow believes in above zero degrees operation. Here are 6 main reasons:

- **Better guest experience.** Above zero degrees guests don't freeze, which enhances the guest experience.
- **Sticking snow.** Snow play is the major reason for guests to come. Below zero Snow becomes ice, which makes it impossible to play with.
- **Maintenance costs.** Below zero causes ice forming, which need to be removed all the time
- **Always white snow.** Operating above zero will let the snow melt a bit, which allows us to create fresh snow all day.
- **Hygienic.** The melting snow contains dirt, which is removed all day long. Fresh new snow to play with is more hygienic
- **Environment.** A higher temperature and with melting snow the possibility to recycle water, reduces the carbon footprint compared to traditional systems.



# UNIQUE INDOOR SKI

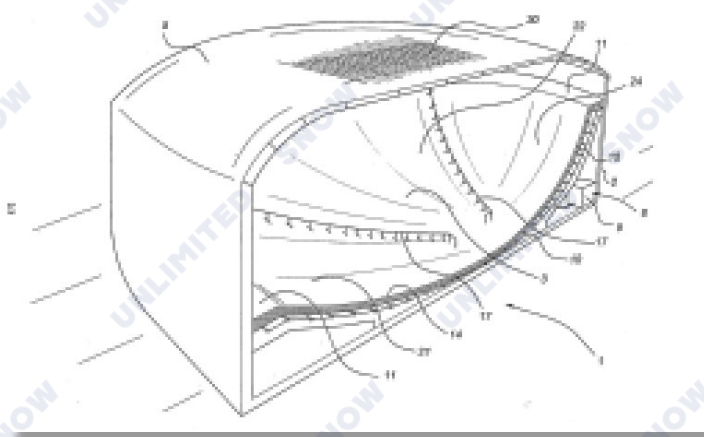


Indoor ski slopes exist since the 1950's. Since then not much got changed: they are still rectangle shaped buildings and the main innovation was that they became longer and longer.

Of course, the design team at Unlimited Snow consist of very experienced ski fanatics. They never felt satisfied of the current indoor ski slope offering and started to study the possibilities. This resulted in the patented "Butterfly ski slope" model. This shape has many benefits compared to the traditional shaped indoor ski slope designs:

- Provides a more natural ski experience.
- It can hold different level of skiers without interfering each other that much.
- It looks more natural for spectators.
- Creates longer slopes, without creating higher buildings.
- Infinite choice of slopes.
- Will increase long term repeat visitors as visitors can find new challenges by increasing skills.
- Optimizes the usage of the area under the slope.
- Reduces building costs.

We don't start with designing the traditional way: with every project we will design towards the best solution for your market and your business plan.



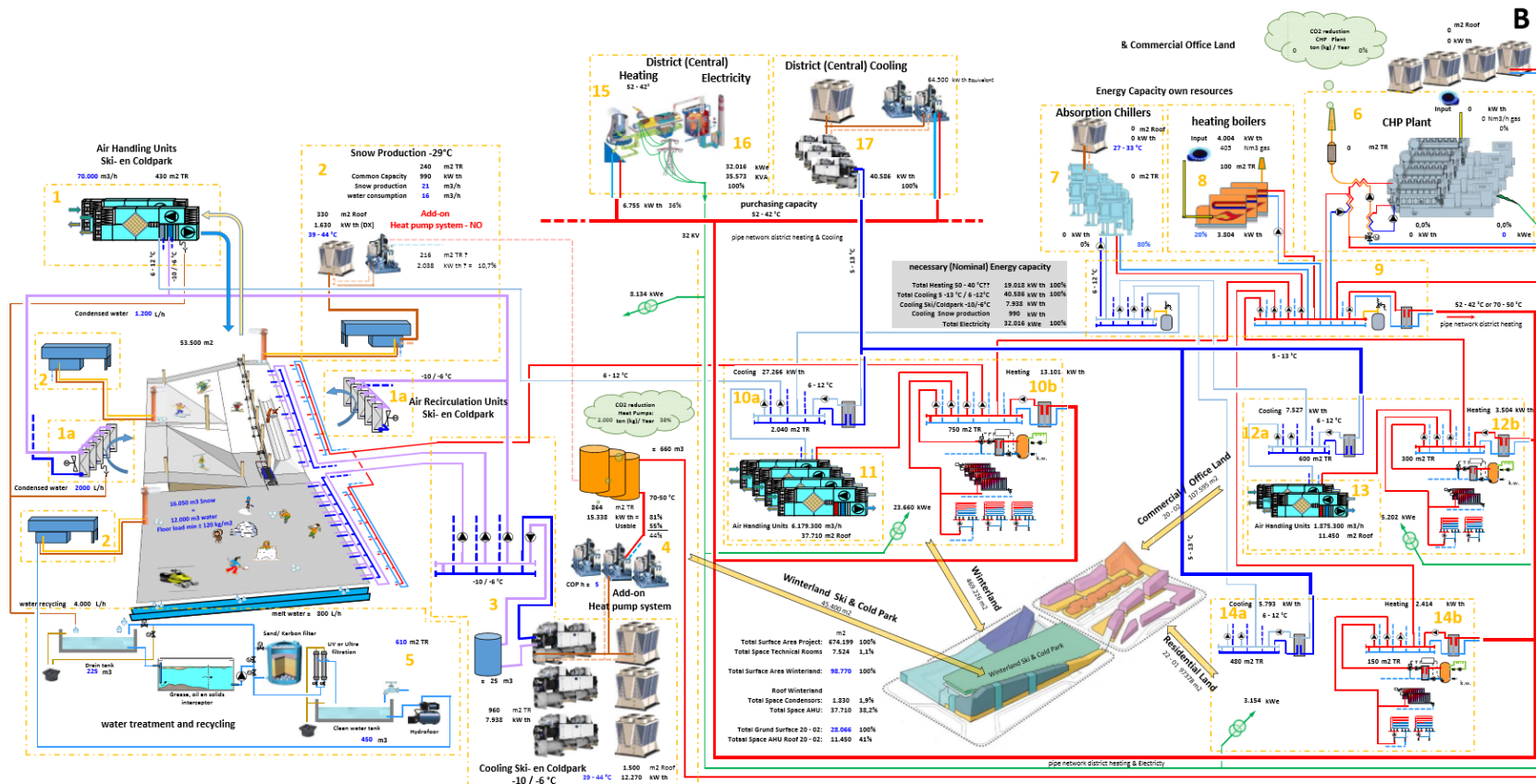


# ENERGY STRATEGIES

At Unlimited Snow we take the Green Movement seriously. Indoor Snow and Ski parks are using a reasonable amount of water and energy. We try to minimize the consumption of energy and water by amongst other improved building insulation and higher operating temperature (0-3 degrees Celsius).

With our patented water recycling system we recycle the melt water by collecting it, cleaning it and use it as snow again. This **saves up to 80% on water consumption** compared to traditional systems.

With our partners we can develop machine snow and ice park solutions using geothermal heat, solar heat and other solutions, **enabling almost zero carbon footprint ski and snow parks.**



A typical energy strategy plan for an Unlimited Snow Snow and Ski park, in combination with a waterpark



# ATTRACTIONS

A Snowpark needs attractions. Unlimited Snow has a library of more than 100 different attractions, suitable for Snowparks.

These attractions include standard off the shelf attractions from renowned suppliers, but also unique Unlimited Snow attractions, varying from interactive games to Electric Snow scooters.

The unique attractions database of Unlimited Snow provides clients a comprehensive overview of all possibilities, including capacities and other parameters.



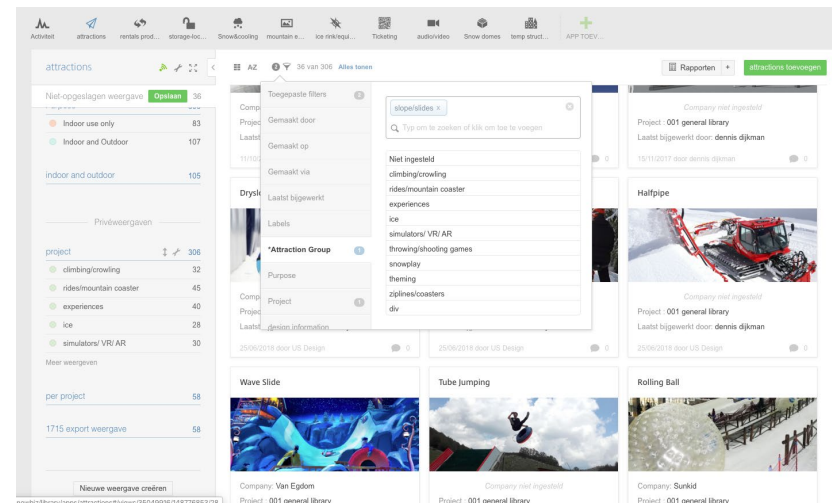
Sliding on snow on ice is an obvious part of a Snow park. But what are the differences between slides made of snow or slides made of Ice? What underground can I best use? How do I create maintainable slides? And how do I make safe slides?

All these questions and many more the Unlimited Snow engineers can answer by not only calculating all engineering documents, but also by looking to the operational aspects of slides.



Unlimited Snow imagines that every kid would love to drive a snow scooter! A Snowpark should provide this opportunity.

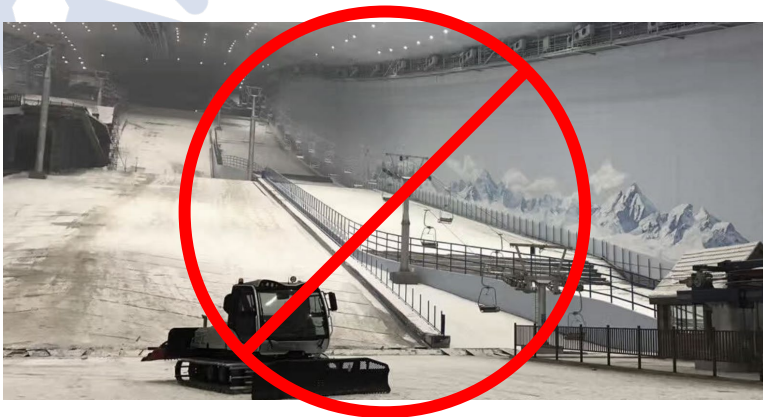
With the Unlimited Snow Snowscooters this dream becomes reality. A special designed smaller Snow scooter with the highest safety standards, driven by an electric motor, specially designed for Indoor use.



A screenshot from the Unlimited Snow attraction Library, containing more than 100 different attractions.



# IP DEVELOPMENT



At Unlimited Snow we do not like the industrial buildings as used in Snow and Ski parks so far. We strongly believe in Story based Snow parks, immersing guests into a magical world.

Unlimited Snow is the first company developing story based Snow parks. We develop custom storylines for our clients or clients can choose for a license deal by using the Snow Marmots, an IP developed by Unlimited Snow.

## The Snow Marmots

The Snow Marmots is a family of Marmots living in the Alps, running in all kind of adventures. The family consists of 2 adults and 2 kids and are surrounded by all kind of other animals that kids love.

The Snow Marmots family is featuring in its own 4D movie and is available in a complete merchandise line.

For more information see:  
[www.snowparkmarmots.com](http://www.snowparkmarmots.com)



A12\_Sign Alpine Expedition





# CORE DISCIPLINES

Unlimited Snow is the leader in the snow and ice industry - creating all kinds of snow & ice related entertainment facilities - being the expert in the market to bring natural snow & ice experience into a well-planned indoor space.

Starting from feasibility studies and provisional masterplans in the initial stage to the result, our collaborative creative minds continue to look for the best solutions possible to realize the clients dream.

Our service covers the complete range of planning, design, realization and operation.



## STRATEGY

Feasibility Study  
Business and Strategic Plan  
Master Planning



## DESIGN

Architecture Design  
Theming Design  
Lighting Design



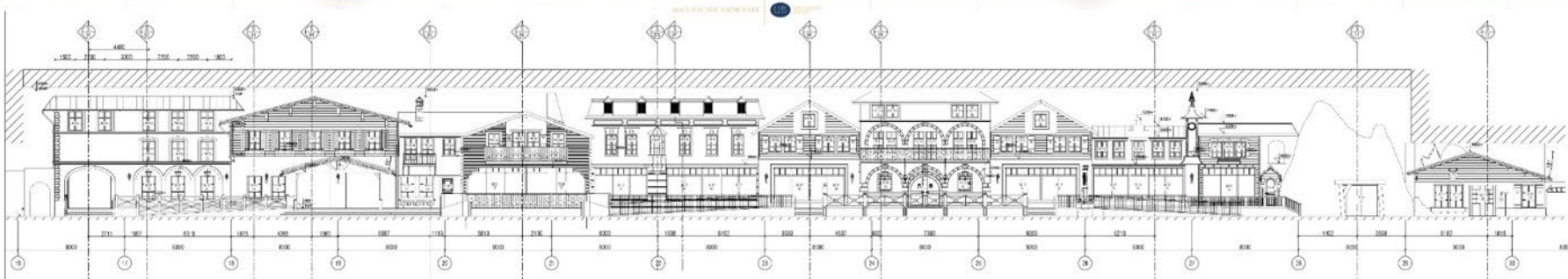
## MANAGEMENT

Project Management  
Field Supervision



## CONSULTANCY

Energy Strategy  
Snow-making Technology  
Attraction  
Operation





# ONE-STOP SHOP

## 1

### INITIAL DESIGN AND PLANNINGS PHASE

At the onset of an assignment, US along with our client, team members, and constituents collaborate to outline project objectives and prepare a preliminary description of program elements. Action items include:

- Generate a pre-feasibility Study Report
- Determine the program plan
- Define the list of attractions
- Write a narrative to outline the experience from entry to exit
- Provide initial illustrations to envision the look and feel of the project



## 2

### CONCEPT DESIGN

Based on the defined vision from the last step, our team will come up with a concept about the project site, building exteriors and interiors, which include the ski area, snow play area, service area, machine room, etc. Different aspects will be well considered include:

- Site regulatory plan and site planning
- Buildings and its context
- Circulation and zoning
- Theming and scene
- Cooling and operation



## 3

### SCHEMATIC DESIGN

In this phase, the big ideas generated during the concept design phase are translated into Building Information Modelling (BIM) showing spatial relations, sizes and specifications, and drawings with clear dimension of layout plan, attractions, themed façades, initial technical systems design (lighting, cooling, control), etc. The story-driven environments is well integrated into the design of all the themed façades and its related attractions.

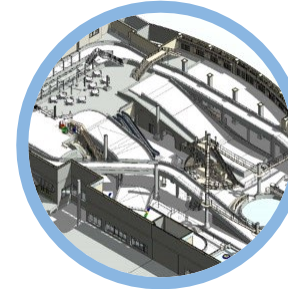




4

**DESIGN DEVELOPMENT**

During Design Development, the Building Information Modelling (BIM) are adapted to the further design requirements, together with the work of consultant's coordination and clash control. Drawings are enlarged to scale further establishing project character, detailing suggestions, lighting, detailed theming drawings, material & colour code, intent for graphics and signage are recommended.

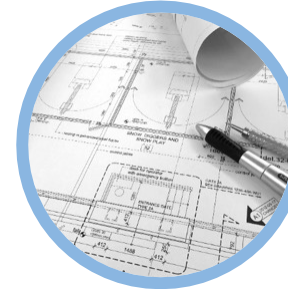


5

**CONSTRUCTION PREPARATION**

After design development, shop drawings, including BOQ and tender documents, will be generated to illustrate all of the design components and construction details. Unlimited Snow assists clients in the review of shop drawings, competitive bids and selection of qualified contractor and suppliers. Service includes:

- Construction document review
- Attraction procurement consultancy
- Cooling machine and snow-making machine supply and consultancy
- Project management and field supervision



6

**IMPLEMENTATION**

We will take care of all procurement, supply and installation activities for all items supplied by Unlimited Snow. During the implementation of the project, we assist client in field supervision and project management to monitor the quality of construction, specifically design and aesthetics of the site work, and preparing written documents advising the owner of the items which appear to need correction.



7

**OPERATIONS**

Within the Unlimited Snow team we have a very experienced operations team, with practical experience of working in daily operations in Indoor Snow and Ski parks worldwide. We can provide you with operations consultancy or could be your partner to operate your indoor Snow and Ski park for you.



# TRACK RECORD

## SNOW MAKING EQUIPMENT

### Shaab Park, Kuwait

mobile snow making machine

### Empa and avalanche institute Zurich, Switzerland

snow making installation

### Snow City, Jurong, Singapore

polar snow making installation

### International Antarctic Centre, Christchurch, New Zealand

polar snow making installation

### Event company, South Africa

mobile snow making machine

### Ocean Park, Hong Kong, China

snow making installation

### Tampa Snow Park

Florida, USA

Design, study and supply 100t mobile snowmaking unit

## SNOW MAKING

### SkiDôme, Rucphen, Netherlands

snow making, sponsoring, ski instruction-coordination

### Snow World, Zoetermeer, Netherlands

snow making, equipment supply, sponsoring, ski school management, marketing management

### Montana Snow Center, Westerhoven, Netherlands

cryogenic snow making installation

### Snow Village, Biddinghuizen, Netherlands

polar snow making installation, equipment supply

### Snow Fun Park, Wittenburg, Germany

polar snow making half pipe

### Winter Efteling, Kaatsheuvel, Netherlands

snow theming winter opening attraction park

## DESIGN

### Ski Park, Guangzhou, China

concept design

### Arctic World, Almere, Netherlands

concept design

### Ski Park, Wuxi, China

concept design, schematic & detailed design

### Grand Alps Snow Dome, Irving, Texas, USA

concept design

### Silver Dome - Dune Park, Viavari, Letvia

concept design

### Snow Mountain, Houston, Texas, USA

Masterplan

### Snow & Ice amusement park, Wuhan, China

concept design and consultancy

### Kernwasser Wunderland, Kalkar, Germany

concept design

### Mall of Arabia, Cairo, Egypt

concept design

### Snow Dome Thialf, Heerenveen, Netherlands

concept design and consultancy

### Snow Dome, Chengdu, China

Masterplan

### Diamond Snow & Ice Park, Rayong, Thailand

Preliminary design and study

### Kaifeng Snowpark, China

concept design, schematic & detailed design, ongoing

### Winterland, Shanghai, China

masterplan, concept design, general calculations, ongoing

### Wanda Lanzhou, China

Concept design

## DESIGN

### Snow Village, Jeddah, Saudi Arabia

Concept design, schematic & detailed design, ongoing.

### Snow Park, Muscat, Oman

Concept design, schematic & detailed design and tender.

## CONSULTANCY

### Snow dome, Kuwait

consultancy

### Freestyle ski park, Moscow, Russia

consultancy

### Xscape, Milton Keynes, United Kingdom

business plan study

### Ski Dome, Cardiff, United Kingdom

consultancy

### Snow World, Hyderabad, India

consultancy, layouts and design

### Snowland, Mexico City, Mexico

consultancy

### Ski Dubai, Dubai, UAE

Snow maintenance and consultancy

### Snowbase, Terneuzen, Netherlands

snow and technical management and consultancy

### Ski Egypt, Cairo, Egypt

snow and technical management and consultancy

### Snowland, Gramado, Brazil

consultancy

### Trans Studio, Indonesia

Review slope and slides, and concept slides

Note: Project listed include Unlimited Snow projects and projects Unlimited Snow staff members had a role in prior before joining Unlimited Snow.





# PROJECT PROFILES



# SUNAC SKI & SNOW PARK | Wuxi, China

## Description:

Sunac Mall, located at the intersection of the District Road and the Yuanxi Road in the Taihu New City Cultural Tourism Zone in the south of Wuxi City, is a multi-functional building of 217,100 m<sup>2</sup> of which the entertainment snow park covers an area of 17,500 m<sup>2</sup>.

Contained within this project are amongst others a large ski slope for adults and a ski slope for children, multiple (tube) slides, bumper cars on ice and other attractions. A big snow play area is situated in the (real) ice cave under the slope.



## Client:

Sunac Group

## Design Phases:

- Concept Design
- Schematic Design
- Design Development
- Construction Drawing Review

## Scope:

- Feasibility study
- Architecture
- Theming
- Attractions
- Structure
- Consultancy

Size:  
17,500 m<sup>2</sup>

Opened:  
June 2019





# WANDA LANZHOU SNOW PARK | Lanzhou, China

## Description:

Lanzhou Wanda snowpark is a core part of Lanzhou Wanda mall, which is the biggest and most comprehensive cultural & leisure resort of whole northwest China. The snowpark is unique. The guests can enjoy a warm and cold section both based on the same storyline. The cold zone includes skiing, skating, and snowplay attractions. The skiing area, not like traditional indoor ski dome with single route, provides 3D multi-level skiing routes for different groups.

The warm zone includes a complete highly themed FEC.

The central snowdome is another highlight of the snowpark. With snow showering and lighting effects, it brings visitors into a magic and fantastic world where elves and snow tribesmen are telling their story.



## Client:

Wanda Group

## Design Phases:

- Concept Design

## Scope:

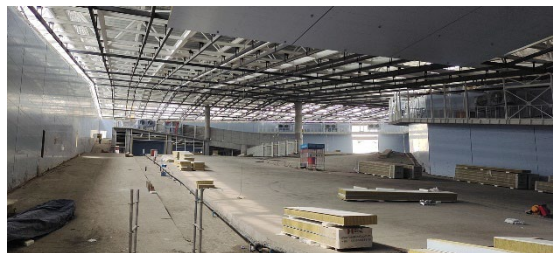
- Story writing
- Architecture
- Theming
- Attractions

## Size:

25.000 m2

## Planned opening:

2021 (under construction)



Under construction Q2 2021





# YINJI INDOOR SNOW & ICE PARK | Beihai, China

## Description:

Yinji Indoor Snow & Ice Park is one of the most important leisure projects in Beihai area. The size of this park is about 36.500 m<sup>2</sup>, with an instant capacity of 3000 visitors. It expects about 2 million visitors per year.

There are 3 temperature zones: a cold zone (about 0 degree), a semi-cold zone (about 16-18 degree) and a warm zone (about 22 degree).

It is themed as a magical snow kingdom with more than 40 different snow and ice play activities. Five attractions zones have distinct theming and address different aspects of the storyline.

The park will be opened on June 1st, 2021. By then, it will become the most unique, fascinating and immersive snow park ever in Asian area.



## Client:

Henan Yongji Culture Communication Co. Ltd

## Design Phases:

- Concept Design
- Schematic Design (Design Development)
- Detailed Design (Technical Design Theming)

## Scope:

- Feasibility study
- Story writing
- Architecture
- Theming
- Attractions
- Energy analysis
- Fire strategy
- Structure

Size:  
36.500 m2

Planned opening:  
2021 (under construction)



Under construction Q2 2021





# WINTERLAND | Shanghai, China

## Description:

Winterland Shanghai will be located in Lingang City, with a site area of approximately 107,000 m<sup>2</sup>. Located close to the site of the Shanghai Haichang Polar Ocean Park and just within minutes from the Shanghai Disney Resort, Winterland Shanghai will boast a gross floor area of approximately 213,000 m<sup>2</sup>, providing residents and visitors with year-round access to the largest indoor Olympic-grade winter sports facility,

winter sport competitions, ice sculpture shows, exciting retail, and food and beverage establishments. The development will also feature a ski-in ski-out resort, an indoor waterpark, an outdoor waterpark, an ice hotel and several theatres showcasing a wide variety of theatrical shows, concerts and multi-dimensional cinematic displays.

## Client:

KOP Properties

## Design Phases:

- Feasibility Study & Master Planning
- Concept Design

## Scope:

- Feasibility study (budget analysis)
- Architecture
- Theming
- Attractions
- Energy analysis
- Fire strategy
- Structure

## Size:

107.000 m<sup>2</sup>

## Planned opening:

2023



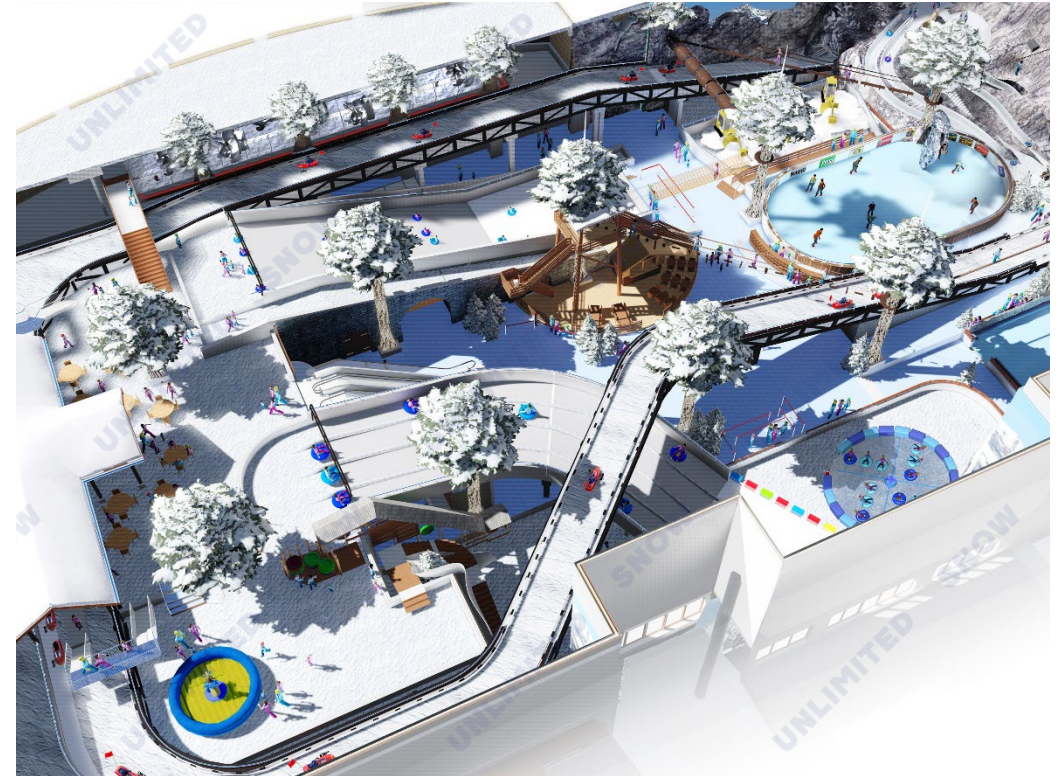


# SNOW PARK | Muscat, Sultanate of Oman

## Description:

The Snow Park in the Mall of Muscat represents the new generation of real snow & ice amusement park. Visitors are “beamed” into an Alpine winter landscape with realistic mountain sceneries, Alpine chalet facades, snowy rockwork, F&B terraces with themed furniture, huts, trees, snowfall and sound & light effects. Mall visitors can already get a taste of the excitement from behind the mall windows, providing them a view at the Snow Park.

The warm zone includes the reception, rental area, the dressing rooms and the merchandising shop as well as a separate Ice Bar and Alpine café. The cold zone is divided over two levels and comprises numerous snow & ice fun rides and attractions for the whole family to enjoy.



## Client:

Al Jarwani Group

## Design Phases:

- Turn Key

## Scope:

- Feasibility study
- Project management
- Architecture
- Theming
- Attractions
- MEP
- Structure
- Consultancy
- Operations, pre-opening and training
- Merchandise and character design

## Size:

7.900 m2

## Planned opening:

In progress





# SNOW VILLAGE | Jeddah, Kingdom of Saudi Arabia

## Description:

A new Snow Village to be built for the Kingdom of Saudi Arabia, as part of a new mall development in Jeddah. The Snow Village aims for a new generation of winter themed indoor real snow and ice amusement parks and covers approximately 5,000 m<sup>2</sup>. There will be 15 snow and ice fun rides and attractions for children and families, which has an indoor temperature just above zero to allow free snow play.

The visitors will be virtually brought into a fantastic Alpine and snowy mountain landscape with huts, trees, snowfall, sound and light effects as well as Polar bear animatronics. Rides and attractions amongst others include an explorer snow circuit with snowmobiles, a snow carousel, bumper cars and alpine curling on ice and an ice-carving igloo.



## Client:

Arabian Centres

## Design Phases:

- Turn Key

## Scope:

- Feasibility study
- Project management
- Architecture
- Theming
- Attractions
- MEP
- Structure
- Consultancy
- Operations, pre-opening and training
- Merchandise and character design

## Size:

5.000 m<sup>2</sup>

## Planned opening:

In progress





# MIKO'S WORLD

## Description:

Miko's world is the worlds first winter fun concept that will take the guests out of their ordinary world and immerse them into a winter fantasy world, with real snow and ice, without getting cold.

People can explore unique winter games, sometimes competitive, sometimes thrilling but always fun, active and easy to understand. In between they enjoy some hot chocolate with Apfelstrudel at the winter restaurant, while real snow starts to fall !

Miko's world is a flexible concept: everything can be adapted towards your circumstances and wishes. The design is modular and can be changed and/or transported relatively easy. It will operate at an air-conditioning temperature.

Enjoy the Miko's world: an entirely new generation real snow & ice amusement park, including well overthought IP opportunities, enhancing your business model!



## Design Phases:

- Turn Key

## Scope:

- Feasibility study
- Project management
- Architecture
- Theming
- Attractions
- MEP
- Structure
- Consultancy
- Operations, pre-opening and training
- Merchandise and character design

## Size:

280 till 5.000 m2

## Planned opening:

In progress



600 m2 option



1.200 m2 option



2.400 m2 option



5.000 m2 option



