



GRAPEVINE 51

RESORTS & PARKS

DROO

LA VIGNE DE MERVENT
PAYS DE LA LOIRE
FRANCE



THE GRAPEVINE 51 CONCEPT

A good life, like wine, needs time to mature. Aimed at the over 50's aspirational semi-retired market, GRAPEVINE 51 intends to develop an exclusive group of luxury later lifestyle resorts and parks located within some of Europe's most iconic wine regions. Stunning individual properties with private pools and natural gardens set against a backdrop of ancient forests, lush vineyards and breathtaking landscapes, with centrally operated hotel facilities and commercial on-site amenities as standard including gourmet restaurants, locally sourced artisan produce and state of the art recreational activities. Each project will be completed with the installation of a spectacular functioning grapevine honouring the location's most predominant grape.



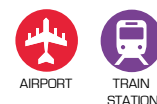
A UNIQUE OPPORTUNITY

As we get older, our needs change – and GRAPEVINE 51 Resorts & Parks aim to adapt to the requirements of its owners too, offering flexible usage from occasional holidays in the early stages to year round residency to enjoy a peaceful retirement in tranquil yet vibrant surroundings. In between, a central management team will offer a complete rental service, should owners wish to make the most of their property's potential as an income source.

photo: Rostislav Ginskiy



Mervent is well connected with Europe due to its proximity to many well known French cities, in particular to La Rochelle and Nantes, where flights go directly to Paris, London, Geneva and Brussels, and train rides to Paris only take 3 hours.



THE LOCATION

120kms from Nantes International Airport and nestled within the Pays de la Loire, the home of Muscadet and its distinctive Melon de Bourgogne white grape vineyards, the Vendee region is steeped in a rich historical and political past, being the birthplace of Eleanor of Aquitaine in 1122, and acting as a key battleground during the Hundred Years' War. The English King Richard the Lionheart kept a base in the region, while centuries later Napoleon Bonaparte struggled to retain control over the Vendee, its population remaining loyal to King Louis XVIII as the Revolution raged throughout France at the end of the 18th Century.

Marais Poitevin (0 h 40 min)



photo: parc-marais-poitevin.fr

La Rochelle (1 h 10 min)



camping-la-roche

Ile de Ré (1 h 30 min)



photo: David Crookes

Vouvant (0 h 10 min)



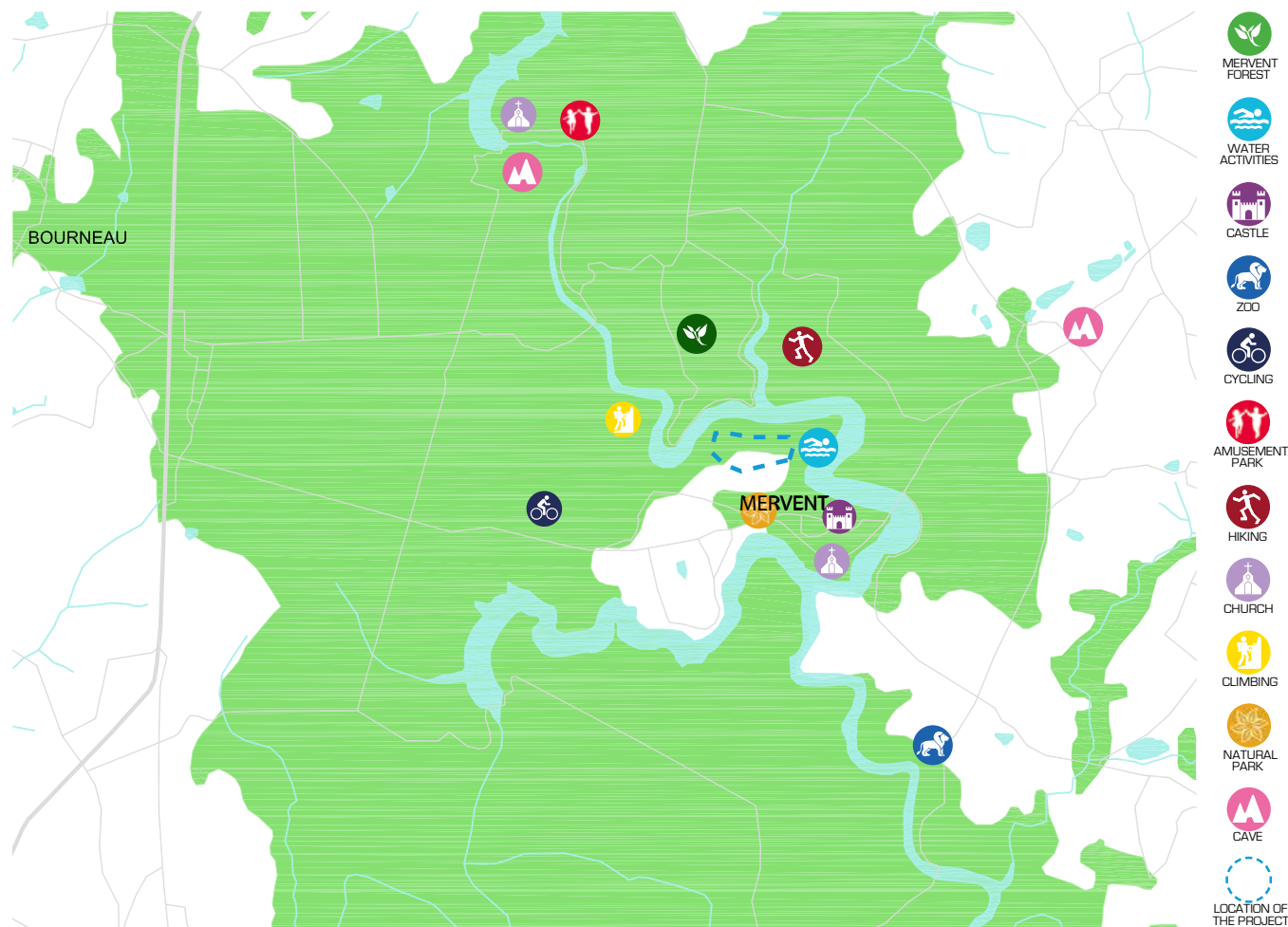
photo: venay-vendee-tourisme.com



photo: accueil-vendee.com

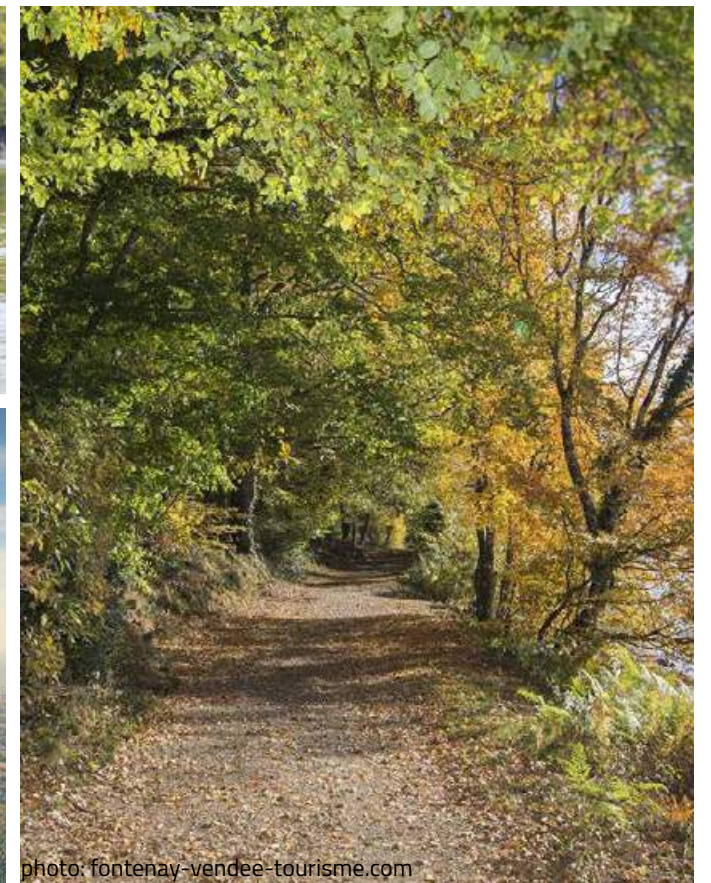
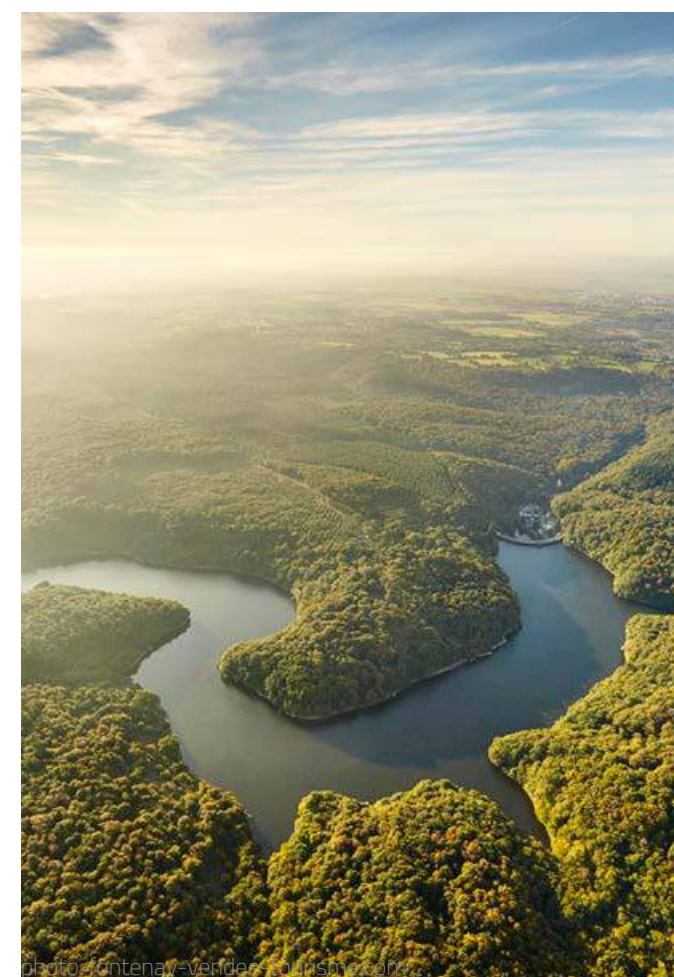
Mervent vines

Famed for its four Les Fiefs Vendéens wine producing areas, the Vendee benefits from being the second sunniest region of France after the Cote d'Azur, and boasts a wealth of tourist attractions including the award winning Puy du Fou amusement park, France's second most popular theme park after Disneyland Paris with over 2 million visitors a year.



MERVENT

The medieval village of Mervent is situated at the heart of the 5000 hectare oak forest of Mervent-Vouvant, approximately 12 kms from the area's main urbanization and shopping facilities at Fontenay Le Comte. A nationally renowned natural heritage site and major tourist attraction, this ancient woodland and its meandering river provide a host of outdoor visitor activities including camping, canoeing, sailing, fishing, cycling, horse riding and open water swimming, with a number of waterfront restaurants, bars and cafes including local cuisine and a traditional British fish and chip shop.



Mervent is also home to Natur Zoo, an enchanting conservation park set deep within the woods. Catering to both domestic visitors and tourists from the UK, Netherlands and wider Europe, Mervent is a peaceful yet increasingly popular destination, and with the development of La Vigne Du Mervent will become a significant holiday home location in the Vendee region.



THE LAND

128,724 sqm land mass
Full planning permission granted
Electric, drinking water and sewage connections at site perimeter

PERMISSION TO CONSTRUCT

84 individual residential bungalows
27 serviced hotel apartments
34 studio apartments
63 underground parking spaces
2 restaurants/ cafes
5 retail spaces
1 conference/ event venue
Indoor leisure facilities; pool, spa, gym
Outdoor leisure facilities; tennis, golf, petanque

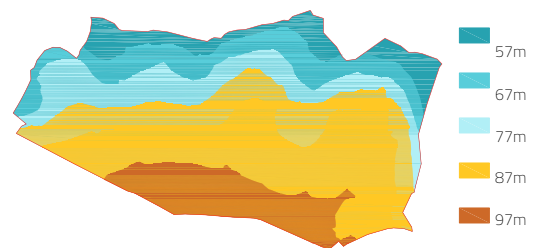
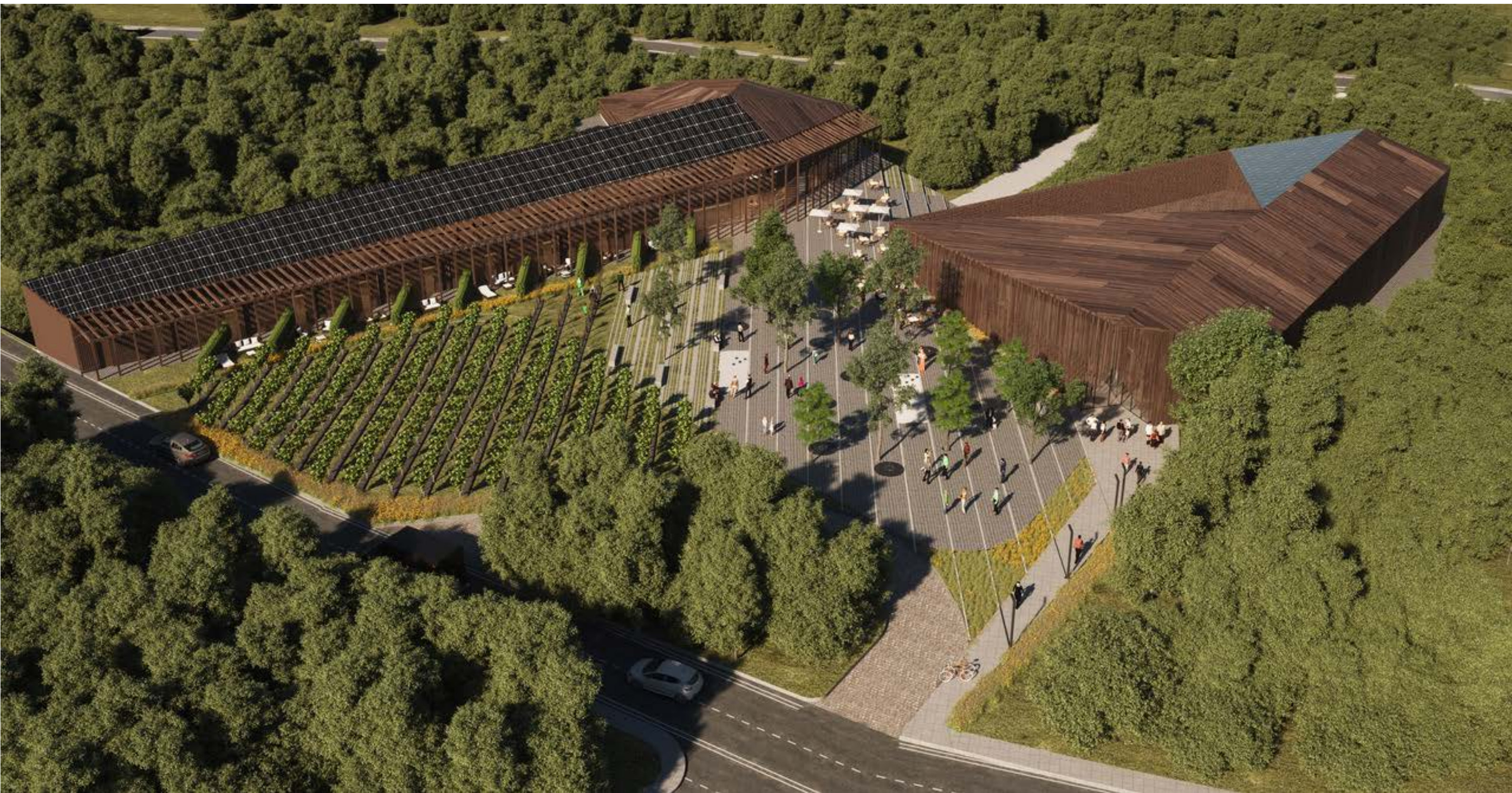


photo: fontenay-vendee-tourisme.com
--- Project site



Artist's impression of the commercial zone



THE COMMERCIAL ZONE

Central to the development and accessible to all, the commercial zone will contain a 120 cover gourmet restaurant and wine bar, cafeteria, artisan vintner and general provisions store, retail boutique, sun terraced zones, tennis courts, a golf driving range and petanque court. An indoor leisure facility will include a climate controlled swimming pool, spa and sauna, hair and beauty treatment salon, and a multi-purpose 420 m2 arena to function as an event venue, sports hall and conference suite.



photo: Sharyn Cairns



photo: ANDREA NUÑEZ



The hotel accommodation will constitute 27 double occupancy serviced apartments with individual sun terraces. La Vigne De Mervent property owners will receive a GRAPEVINE 51 Club membership and benefit from discounted rates and subsidized access to the hotel's facilities and general on-site amenities. An additional 34 studio apartment facility will integrate within the commercial zone. Substantial parking, both open air and underground, will surround the commercial zone. A dual flow traffic system will ensure free movement for residents and visitors to the development during high occupancy.



Artist's impression of the main entrance



photo: Leonardo Finotti

THE PROPERTIES

Available in three contemporary designs created by award winning Anglo-French architects DROO Projects, each high specification two, three or four bedroom single storey detached property sits within its own low maintenance landscaped private plot averaging 1000 sqm, complete with swimming pool.



photo: Leonardo Finotti



photo: Art Gray



Natural materials including wood cladding and locally quarried stone plus eco features such as solar panels and water conservation reflect the environmentally friendly ethics of the GRAPEVINE 51 concept. Each property will be individually constructed to order, with the option to personalize and bespoke interior fittings to each purchaser's requirements.



THE GRAPEVINE 51 OBJECTIVE

Next to Normandy and Brittany, the Vendee region is increasingly popular with British holidaymakers and second home purchasers, along with Dutch visitors and French tourists. The intention is to market La Vigne De Mervent for sale predominantly in the UK, with additional potential from investors from The Netherlands and other parts of Europe alongside domestic purchasers and end users.

A maturing market; cash rich, time rich

There are currently almost 12 million people over the age of 65 living in the UK, which roughly translates as 8 million retirement age households. Of those who own their own homes, in London and the South East available equity amounts to an average £500,000. Indeed, over 65's own more than 40% of property equity in the UK; an estimated £1.6 trillion. Retirement housing has the potential to unlock some of that vast store of wealth. (Source: Savills Retirement Living, Nov 2018)



Semi-retirement and aspirational living

In the UK, on average 60% of employed people retire early each year, ie before state retirement age (currently 65 for both men and women). Typically, the mean age range for early retirement is 57, with those taking early retirement mostly planning to start a new hobby or sport, undertake voluntary work and spend a significant amount of their spare time on holiday.

(Source: Prudential Press Release, 'The Retirement Dream' April 2018)

For those intending to retire early, it's often possible to take semi-retirement as a first step, with most reducing working hours from full time to part time work or embarking on self-employment as a means to work less and enjoy more leisure time.

Buying into the wine lifestyle

Over recent decades people have become much better travelled. And holidays abroad often involve trips to countries where wine is an integral part of the culture. The romanticism associated with these cultures benefits wine, which is seen as desirable and exotic. There is a sense in which choosing to drink wine is buying into a more attractive semi-rural European lifestyle.

(Source: Think Wine Marketing 'Wine In A Downturn' Vic Motto, CEO Global Wine Partners 2018)



KPS.

ABOUT KPS INVEST

The parent company of the GRAPEVINE 51 brand, KPS Invest is wholly owned by Kurt Sarstrup. Former owner of the SARCON chain, current proprietor of Kristensen Group International and a veteran figure in the European holiday home industry, Kurt boasts over 30 years' experience developing major continental parks and resorts, with award winning projects completed in key destinations including Mallorca, Turkey, Scandinavia and Malta, in addition to collaborations in Germany with the globally acclaimed Center Parcs, part of the European market leader Groupe Pierre et Vacances.

With GRAPEVINE 51, the ambition to develop a chain of luxury residential and holiday resorts within Europe's major wine producing nations begins with the flagship development of La Vigne De Mervent, and will evolve to consist of an exclusive portfolio of stunning individually designed homes and luxurious commercial facilities in the foothills of some of the world's most celebrated wine regions, in traditional holiday and second home locations including Spain, Italy, Germany and Portugal.

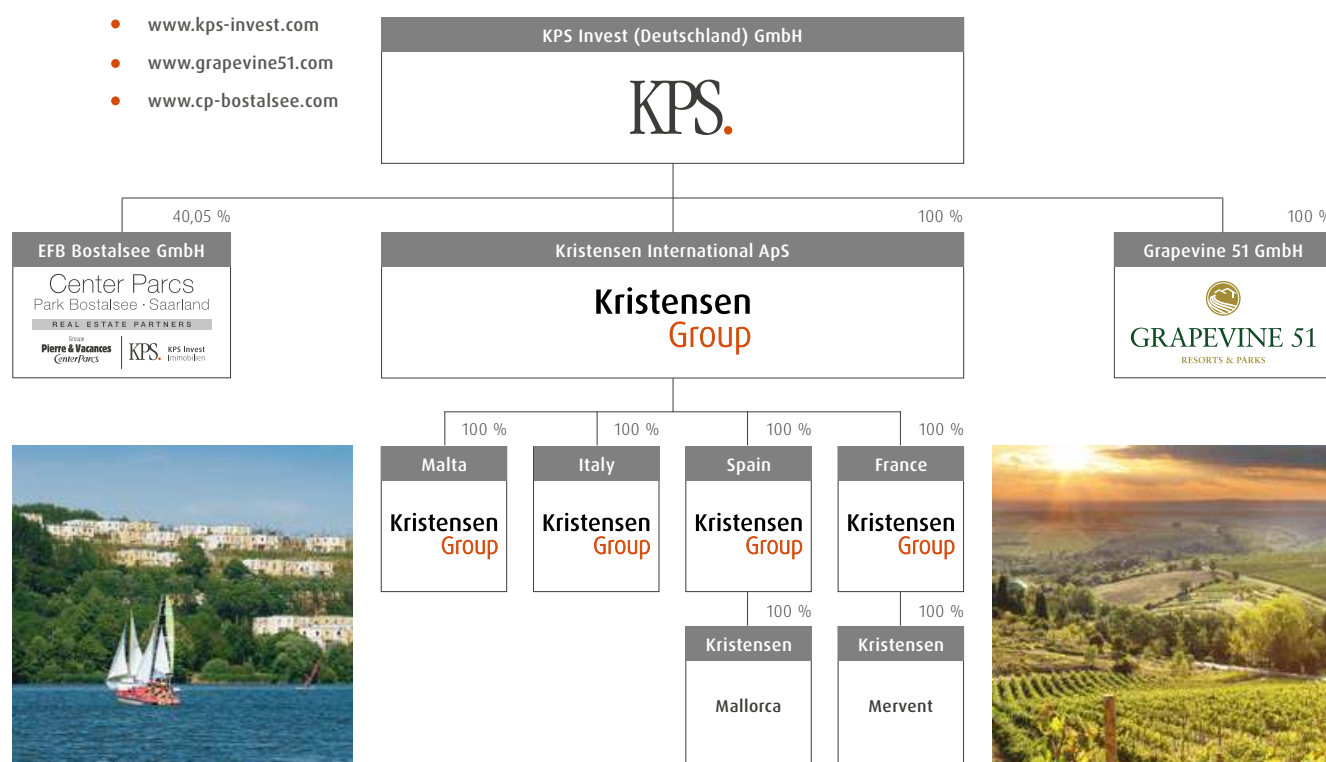




photo: Rei Moon - MOON RAY STUDIO



photo: NAARO



photo: UlaBlocksage

DROO

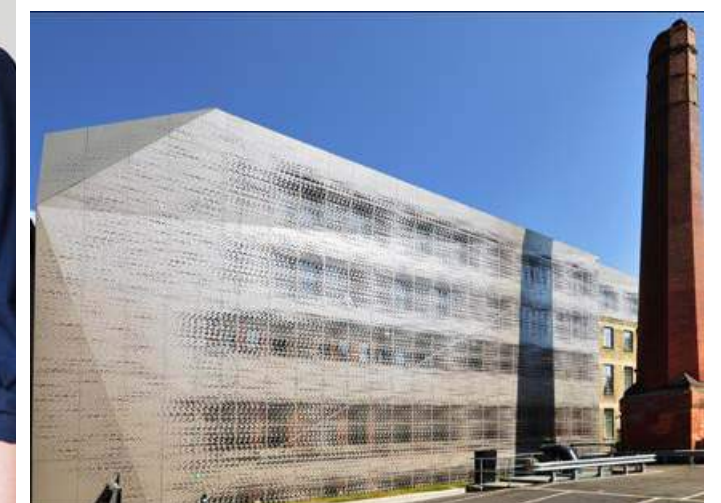
ABOUT DROO

Founded by **Michel Da Costa Gonçalves** and **Amrita Mahindroo**, DROO is an award-winning practice operating worldwide from our offices in London and Paris. DROO takes a holistic approach to design from the object to the urban. Each project is a culmination of the complex network of conditions, which are distilled into a singular poetic statement, which valorises its context – both physical and intellectual. Our projects grow rich from our research focusing on new materials, innovative typologies and advanced modes of design and production.

After graduating with honors in France, **Michel** went on to obtain postgraduate degree from AA Emergent Technologies & Design subsequently teaching at the Architectural Association School of Architecture in London for 9 years.

Amrita received her B.Arch with Honors from The University of Melbourne, in Australia and a Masters Degree in Architecture and Urban Design from the MIT in Boston before cofounding DROO with Michel.

Da Costa Mahindroo Architects brings together diverse and global experiences to rigorously deliver innovative projects.



CONTACT

GRAPEVINE 51 and KPS Invest

In the EU :
Kurt Sarstrup, CEO
ks@kps-invest.com

In the UK:
Denise Derbyshire, International Consultant, Land and Development
dd@kps-invest.com

www.grapevine51.com
www.kps-invest.com

DROO - Da Costa Mahindroo Architects

Amrita Mahindroo, Director
amahindroo@drooprojects.com

www.drooprojects.com

