

**WE  
DESIGN  
YOUR  
NEXT  
RIDE.**





ACTION

## Schlitteln im Sommer

GRINDELWALD – Der Wind rauscht um die Ohren, immer schneller geht es bergab, wir legen uns in die Kurve und glauben über jeder kleinen Unebenheit abzuheben. Wir schlitteln auf der sechs Kilometer langen Strecke am Männlichen ob Grindelwald. Nichts Ungewöhnliches, ausser dass Sommer ist und wir ausgerüstet mit kurzen Hosen, T-Shirt, Helm, Handschuhen und Knieschonern auf dem

Schlitten sind vielleicht auch übertrieben, hat das Gefühl. Doch wie auf Schlitten sitzen «Summer Gemel» Boden und stottern Gewichtsverlust gegenüber. Es hat bestimmt Schnee, dass es vertagen müssen.

Summer Gemel Mit der Bergbahn oder GRINDELWALD Männlichen fahren dem Summer Gemel ab stv. 24... [summergemel.com/mannlichen.ch](http://summergemel.com/mannlichen.ch)

FUNDSTÜCK

Social

# THINK EXPERIENCE DESIGN THINK ACCESSIBLE FUN TOGETHER

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Change always carries new threats but also new opportunities for those ready to rethink and adapt. What about global warming and the consequences in our mountains? The industry already takes climate change seriously. Summer isn't the new winter but the alpine summer has many different faces - more than winter does - and relies on niche markets. Longer summers, longer days, longer holiday, more possibilities! New attenuation, adaptation or opportunity strategies can be studied, where new experiences make sense. If the Alps were a smartphone, the challenge would be to develop the season adapted apps: pick up the relevant activities and make them work together. We call it alpine tourism reloaded!

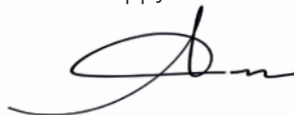
How could an experience keep families together and happy? Which activities can fit and create relevant bundles? How could interactions enrich an experience? What role could the context play? The Customer's experience approach has now become standard. Resorts, like any other brands, build their identities by mastering their customers' experience. A new activity can't be thought or designed alone, isolated from its environment, the impact it will have on it or the new possible interactions with it. Again, the challenge would be to develop the relevant activities - relevant meaning compatible with the image sought - and imagine insightful scenarios.

We want to keep families together and happy. This isn't about offering an activity to each member of a family separately. We need to design experiences appealing to all family members at the same time. Sledding belongs to the rare activities where everyone can have fun together as a group, no matter what skill level they have. That's one good reason why we've created U-Sled, the original summer sled.

Beyond products, we design innovative, meaningful experiences. We love experiences, because this is what we share, what remains. They make you, your brand, your resort stand out from the crowd.

Make ACCESSSSIBLE FUN TOGETHER happen for your Guests. We look forward to becoming your partners.

Live happy!

A handwritten signature in black ink, appearing to read 'Pierre Naveau', with a long horizontal flourish extending to the left.

**Pierre Naveau**  
**Founder ALPN**

**U-SLED**

**REAL**

**SUMMER**

**SLEDDING**



## **U-SLED, THE ORIGINAL SUMMER SLEDDING EXPERIENCE**

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Winter sledding is one of the most popular mountain activities, appealing to a broad audience. Why should it only happen in winter? U-Sled translates the original winter sledding experience in the summer!

U-Sled holds on to the sledding essence: fun and accessible, it needs to be shared. Intuitively steered by the rider's body movements, U-Sled allows unforgettable interactive leisure experiences.

Designed and made in Appenzell - Switzerland, the U-Sleds are built for highly intensive off-road rental use.

A new story begins. Share it with us and offer REAL SUMMER SLEDDING to your Guests.

EASY = LARGE AUDIENCE

ROBUST = LONG LASTING

SIMPLE = LOW MAINTENANCE

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*Technical Data Sheet on request*

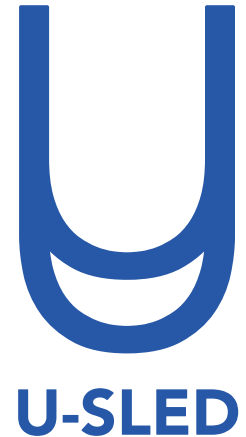
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### **MORE INFORMATION**

[www.alpndesign.com](http://www.alpndesign.com)



*Now this is Real Summer Sledding!  
Summer Gemel in Grindelwald (CH)  
[www.summergemel.com](http://www.summergemel.com)*





U-SLED  
*electric*

**REAL  
SUMMER  
SLEDDING  
ELECTRIFIED**



## **ELECTRIC & UNIQUE**

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A unique riding experience! The original U-Sled lean-to-turn movement now combined to a silent, smooth yet powerful, rear wheel drive powertrain. Unique interactions! Share unforgettable moments, overtake other riders, take a break and watch the panorama... feel free, enjoy unique natural contexts. Imagine, sledding in the forest, downhill and uphill, around a lake, enjoying the wind and the view.

How would you feel?

Make your resort unique too. Propose the REAL SUMMER SLEDDING ELECTRIFIED experience to your Guests.

EASY = LARGE AUDIENCE  
ROBUST = LONG LASTING  
SIMPLE = LOW MAINTENANCE

SILENT RIDE | 20 KM/H | 40 KM RANGE | FAST CHARGE

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*Technical Data Sheet on request*

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## **MORE INFORMATION**

[www.alpndesign.com](http://www.alpndesign.com)



*Compact and robust, the electric U-Sled's powertrain makes new sledding experiences possible. Unmatched fun for your guests.*









A man and a child are riding bicycles down a dirt trail in a forest. The man is in the foreground, wearing a black helmet and glasses, leaning forward on his light green mountain bike. The child is behind him, wearing a red and blue helmet and a red shirt, riding a white mountain bike. The background is a dense forest of tall trees, with sunlight filtering through the leaves. The overall scene is dynamic and suggests a family outdoor activity.

**M-BMX**

**EASY  
DOWNHILL  
FOR THE  
WHOLE  
FAMILY**

## THE VERY FIRST MOUNTAIN BMX

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Ride, play!

Simple, compact, playful, M-BMX holds on to the essence of BMX, in a new context: the mountains.

Hello families!

The M-BMX isn't only the natural flow trails' king. Its specific geometry, large front wheel and oversize brakes guarantee safe and smooth rides. Instant flow for your guests, accessible fun for families and friends willing to share a unique riding experience. Slow ride, everywhere, for everyone.

A new story begins. Share it with us and offer the M-BMX EASY DOWNHILL experience to your Guests.

EASY = LARGE AUDIENCE

ROBUST = LONG LASTING

SIMPLE = LOW MAINTENANCE

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*Technical Data Sheet on request*

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## MORE INFORMATION

[www.alpndesign.com](http://www.alpndesign.com)



*Built to last, M-BMX is your best business partner, always ready for intensive off-road rental use. Simplicity and quality care for unmatched reliability.*





**ENDLESS  
SUMMER  
FUN**

**HydroStadium**

**MORE INFORMATION** [www.alpndesign.com](http://www.alpndesign.com)



**NO RISK  
LASER  
BIATHLON**

**KiWi précision**

**MORE INFORMATION** [www.alpndesign.com](http://www.alpndesign.com)

## WaveBoat



### **HYDROSTADIUM + ALPN = WHITE WATER DESIGNERS**

Established 2001 close to Geneva airport, HydroStadium is a 100% subsidiary of EDF and propose a unique range of white water designs. Cutting edge technologies tested and approved during the last Olympic Games. Amongst HydroStadium's portfolio, WaveBoat for sure belongs to the coolest. Its best in class energy efficiency and unique features make it the right choice for any investor willing to have the best available solution on the market. Highly increase your resort's attractiveness by choosing WaveStadium, the efficient wave!

## Sprint 24



### **KIWI + ALPN = MORE POSSIBILITIES**

Biathlon is a school of life, an allegory of our modern societies. After you've pushed hard, calm down, focus and meet your target. Traditionally paired with nordic skiing, the laser rifle can be combined with many other activities. Create unique bundles and propose unique experiences for your guests. Fancy a M-BMX Laser biathlon? Designed for adults and children from 5 years of age (zero risk laser technology), KiWi laser biathlon products are compatible with harsh outdoor conditions. KiWi, four season ready!

## **EXPERIENCE DESIGN**

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## **WE DESIGN YOUR NEXT RIDE.**

Tell us about you and your projects. Meaningful solutions will make you, your brand, your resort stand out from the crowd.

The revolution is on. Let's be pioneers. Let's reinvent mountain fun together. Let's make it respectful, sustainable, beautiful, meaningful, open to everyone.

Let's create quality moments.

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*Get in touch now!*

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## **MORE INFORMATION**

[www.alpndesign.com](http://www.alpndesign.com)



*Life after snow*





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Picture credits

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