

THE PURE FASCINATION OF SNOW

Indoor Snow Experiences



TECHNOALPIN® INDOOR

We create unique snow experiences for indoor areas,
where the fascination of snow and the authenticity
of the winter landscape join forces to create special moments
indelibly etched in your memory.



Unique snow-related experiences

Dancing snowflakes fall silently from snow-laden skies amid the magic of an untouched winter landscape, the white drifts shimmering with a simplistic beauty. Snow engulfs the senses, awakening beautiful memories

and creating unforgettable moments to be treasured forever. The crisp, fresh fragrance and softness of powder snow contrast with the tingling sensation experienced when snow crystals melt on your skin. Wherever you

are – shops, restaurants, museums or leisure parks - indoor snow experiences are unique, exciting and extraordinary, representing a distinctive selling point positively linked to both brand and product.



Astonishment,
laughter, delight:
snow evokes
strong emotions
and creates
unforgettable
moments of joy.



Unforgettable shopping experiences for innovative brands

Experience real powder snow and skin-tingling coldness in the middle of a store, where you can snuggle up in a warm, off-the-shelf down jacket to enjoy the wintry conditions and marvel at the snowflakes as they fall, smiling and laughing as you delight in your newest go-to outfit.



SNOW TRANSFORMS THE SHOPPING EXPERIENCE INTO AN EMOTIONAL ADVENTURE.

Customers are increasingly seeking out social interactions when they shop, searching for a unique brand experience that online shopping simply cannot provide. To keep pace with this new trend, physical shops and stores are constantly evolving from simple points of sale into authentic customer experiences.

Sensory shopping experiences

Snowflakes gently cascade from the ceiling to create a spectacular snow-covered landscape in the middle of a store. The effect is extraordinary, and yet somehow familiar. Bringing real snow into a retail or flagship store offers an

experience that is both surprising and exciting, transforming shopping in an emotional journey that etches itself into the memory. This also represents an added value for business: the longer customers stay in the store and the more unique the experience, the higher the turnover and recommendation rate.

An authentic brand experience

Snowflakes and snow-laden landscapes transport customers into another world, where the snow radiates a sense of purity and authenticity. These are convincing values that are directly transferred to brands and products, boosting

the brand image and forging an emotional connection with the customer. Indoor snowfall or a snow room represent exclusive, stylistic highlights of the store design that can be incorporated into any interior design concept.

Try out products in real-life conditions

Thanks to the real snow and authentic cold conditions of the SNOWROOM, customers can try on a winter jacket or test equipment in real-life conditions, gaining a sense of how the products actually feel when worn or used and awakening the desire to buy.



Total immersion experiences for exhibition venues

Every snow crystal is a unique work of art. Discover the details that create the bigger picture, exploring spectacular landscapes that fire the imagination. Snow has the unique capacity to rekindle a childhood desire to explore, play and experiment.





SNOW PROMOTES KNOWLEDGE AND CREATIVITY IN EXPERIENTIAL SPACES

Museums and art galleries invite adults and children alike to discover their own new perspectives. These are also very special learning areas which combine new knowledge and insight with personal experience, discovery and emotion.

Snow – a truly universal experience

Every visitor brings different interests, expectations, experiences and previous knowledge. Snow captivates everyone: The natural phenomenon can be experienced intuitively and has a uniquely visual, wordless appeal that is suitable for all ages, regardless of language and background.

Snow worlds as action areas

As humans, we gain exciting new insights by experiencing new things on our own. Snow represents the ideal medium in which to let creativity and imagination take flight, where visitors are no longer passive consumers but individuals who will create their own uniquely personal experiences. Snow worlds provide venues for action and experience where everyone can try out something new or get to grips with a specific topic.

Diverse applications

Snow concepts, whether in the form of real snowfall or a winter landscape with freshly produced snow, have countless potential applications across a broad spectrum of fields, from presentations and visual displays to exhibitions, interactive hands-on learning stations and the performing arts.



Exclusive experiences for hotels and restaurants

Meet friends and enjoy each other's company in a stylish setting while experiencing the soothing sensation that comes from watching gently falling snow. Feel at one with your surroundings and spend some quality time in a special ambiance.



SNOW ENCOURAGES INNOVATION IN EXPERIENCE DESIGN

Fine dining for two. After-work cocktails with colleagues. Or a live cooking event with friends, ideally at a venue where you feel comfortable, a place that stands out from the crowd.

Snow makes the difference

The simple elegance of powder snow and the soft beauty of falling snow in the middle of a restaurant or bar: snow experiences are a remarkable and unique selling point for hospitality venues, offering an aesthetically appealing and extraordinary “wow” factor

that encourages guests to visit and stay awhile.

An exclusive overall experience

Good food, friendly service, special drinks – and an extraordinary ambiance – these are crucial elements to a successful dining experience. Snow adds an exclusive touch to venues and generates positive emotions. In the competitive world of hospitality, high-quality interior design with striking features represents a hallmark of overall quality.

Various highlights

Falling snowflakes in open spaces, above the live cooking area or in the cocktail bar: snowfall is an aesthetically pleasing feature that separates individual rooms into independent spaces. A cool winter landscape with freshly fallen snow on the rooftop bar is the perfect setting for a refreshing drink in the summer. Whatever the season, snow is the ultimate show stopper.



Unforgettable enjoyment in theme parks

Feel the snowflakes softly tickling your face. Throw powder snow up towards the sky and watch it gently float back down. Feel free with not a care in the world – just like a child. Snow brings positive childhood memories flooding back.

SNOW MEANS FUN FOR YOUNG AND OLD

Most leisure park and adventure world innovations are aimed at children. And what child doesn't love snow? Soft, powder snow is an unexpected attraction that surprises and delights.


Fun for the whole family

Snow is natural and uncomplicated and yet its uses are limitless. All children are drawn to the magical appeal of snow, yet even adults can't help but smile when snowflakes start to fall and childhood memories come to life. Snow fascinates each and every one of us.

Sheer variety

Experience snowfall in an open space or as part of a winter setting, touching real snowflakes as they fall. Snow experiences in leisure and theme parks conjure up a true winter feeling that attracts new visitors and appeals to young and old alike.



A person is shown in profile, reaching out with both hands to catch a heavy shower of snow falling from above. The scene is set in a dark room, where the snowflakes are illuminated, creating a stark contrast against the black background. The person's hands are positioned in the lower center of the frame, and the snow is falling from the top left towards the bottom right.

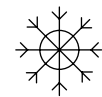
Whether in the form of snowfall or an authentic winter landscape with fresh, powder snow and cold air, we bring snow and nature indoors.

SNOWSKY

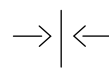
The flakes fall gently from the sky.
Suddenly, out of nowhere, snow begins to fall
in the middle of the room. This special sensory
experience offers a thrilling, aesthetic and
versatile highlight that can be used in every room.

IN DETAIL

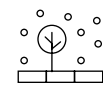
The SNOWSKY can be installed in any room
thanks to its compact design, while RGBW lighting
creates different lighting moods.



real snowflakes
at room temperature



produced from
100% water



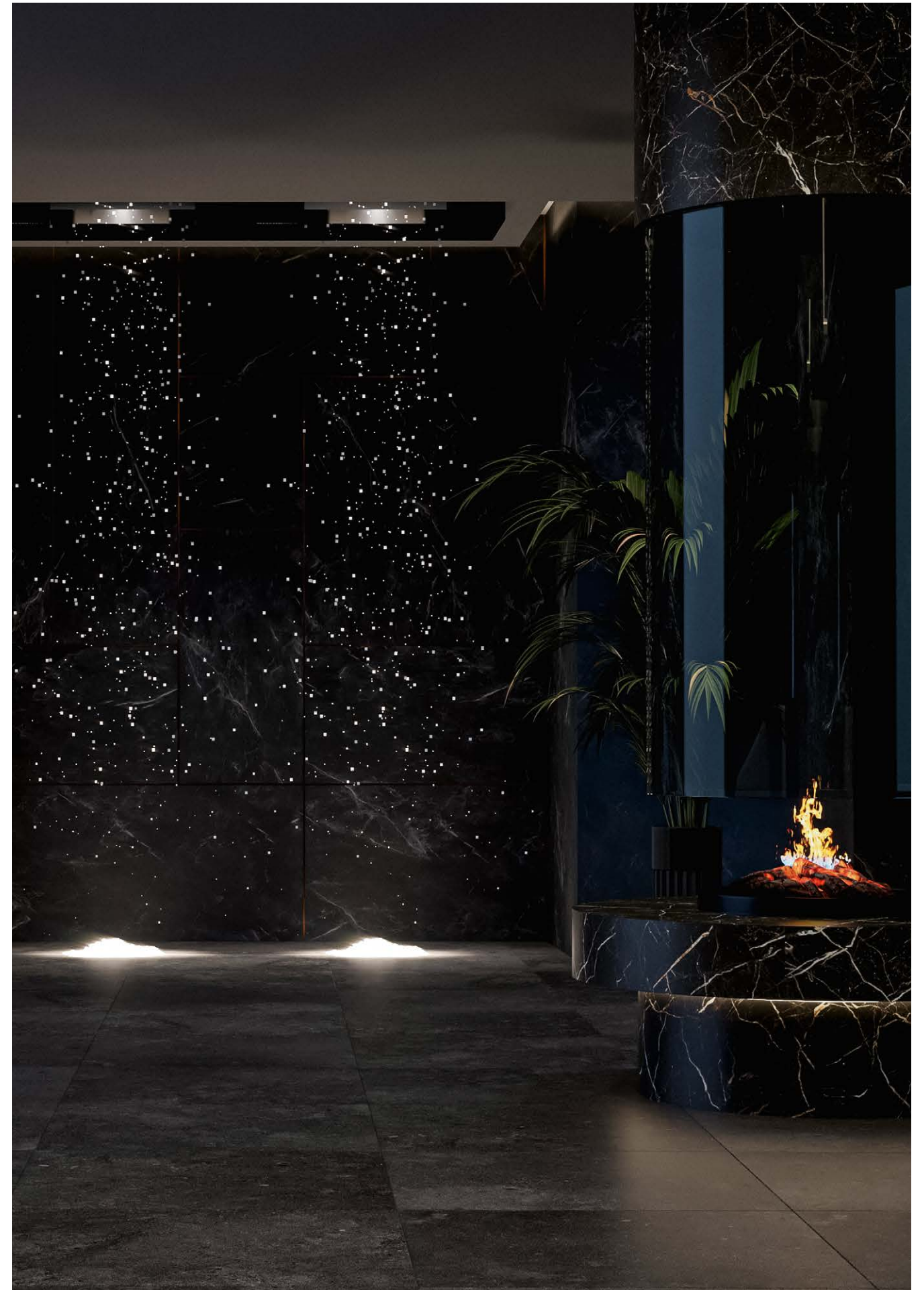
exclusive design
feature



optical
highlight



fun-factor

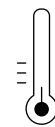


SNOWROOM

Fresh snow crafted from air and water alone. Every night, the SNOWROOM is blanketed with a fresh layer of snow to create a breathtakingly beautiful winter wonderland of white powder snow, immersing onlookers in untouched nature. This innovative factor makes the venue stand out from the crowd and creates a unique sensory experience.

IN DETAIL

The SNOWROOM is individually designed and constructed by TechnoAlpin Indoor experts.



dry cold at $-10\text{ }^{\circ}\text{C}$



daily fresh snow
made from air and water,
no artificial additives



extraordinary design
concept with snow



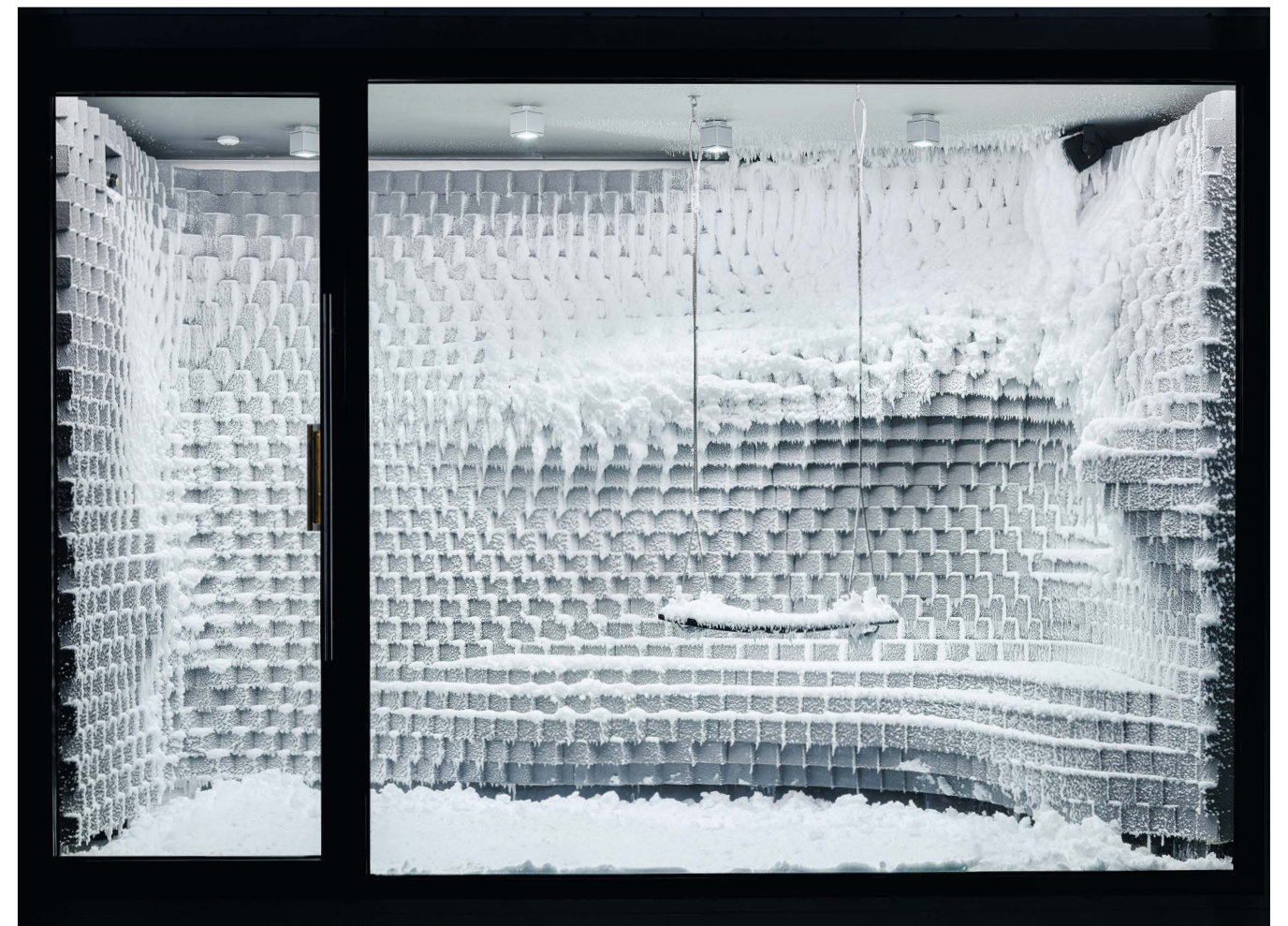
optical highlight



personalized
turnkey solution



fragrances and music heighten
the sensory experience



**MODERN DESIGNS IN A WIDE RANGE OF STYLES.
AN INTERIOR HIGHLIGHT FOR EVERY AMBIENCE.**



CUBIC design in Glacier White

The SNOWROOM is available in four designs: CUBIC, ROCK, STONE and FOREST, offered in different colors and surfaces. The modular design can be adapted to rooms of different sizes. The surfaces consist of durable and resistant materials which have been tested under extreme conditions.



ROCK design with a black basalt look



FOREST design



STONE design in Gray

OVER 120 CUSTOMERS IN 20 COUNTRIES

We inspire people around the world with outstanding snow experiences.



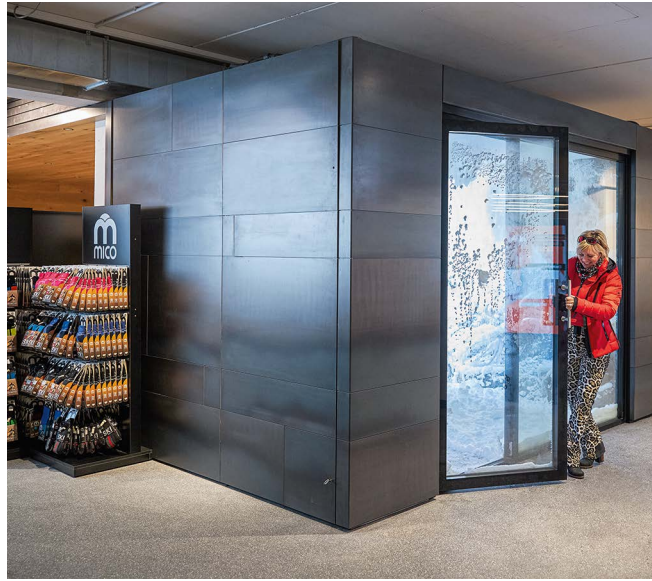


SUCCESS STORIES

Experiential Spaces

“The snowfall, which looks authentic, cascading down from the ceiling, enchants our guests, both young and old.”

Carla Rumler,
Curator, Swarovski Crystal Worlds



Store, Sporthaus Edinger

Shopping Experiences

"We are aware of the fact that every product we offer can be purchased at a cheaper price in an online store somewhere in the world. With this in mind, we decided to take our store design to new heights, which is precisely what we have achieved with the SNOWROOM. It is an experience that people won't forget."

Alexander Edinger,
CEO Sporthaus Edinger



Store, Snow 51



Flagship Store, Canada Goose



Pop Up Event, Woolrich



Store, Snow 51

Hospitality

“The real snowfall was an unexpected and fascinating highlight at our internal event. The visitors enjoyed watching the falling snow and used SNOWSKY also as a photo spot. The snow made this evening unforgettable.”

Erich Gummerer,
CEO TechnoAlpin



Lounge,
Headquarter TechnoAlpin

The snow expert,
TechnoAlpin, combines
its fascination for snow
with extraordinary sensory
experiences to create
unique selling points.



TechnoAlpin guarantees unique snow experiences and first-class snow quality. Since 1990, the company has been developing and implementing solutions that transform snow into a success factor in a wide variety of ways. As the world's leading manu-

facturer of snowmaking systems, TechnoAlpin guarantees the best snow on the slopes. With TechnoAlpin Indoor, the company brings snow indoors as well – to wellness areas and retail businesses, restaurants, leisure parks and cultural sites.

With its indoor concepts, TechnoAlpin brings the fascination of snow to the whole world, 365 days a year. The company is headquartered in the heart of the Alps, in Bolzano, Italy.

We provide snow concepts for your business.
We bring nature indoors –
anywhere in the world, 365 days a year.
An exclusive unique selling proposition for any space.

TECHNO **ALPIN**® INDOOR

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