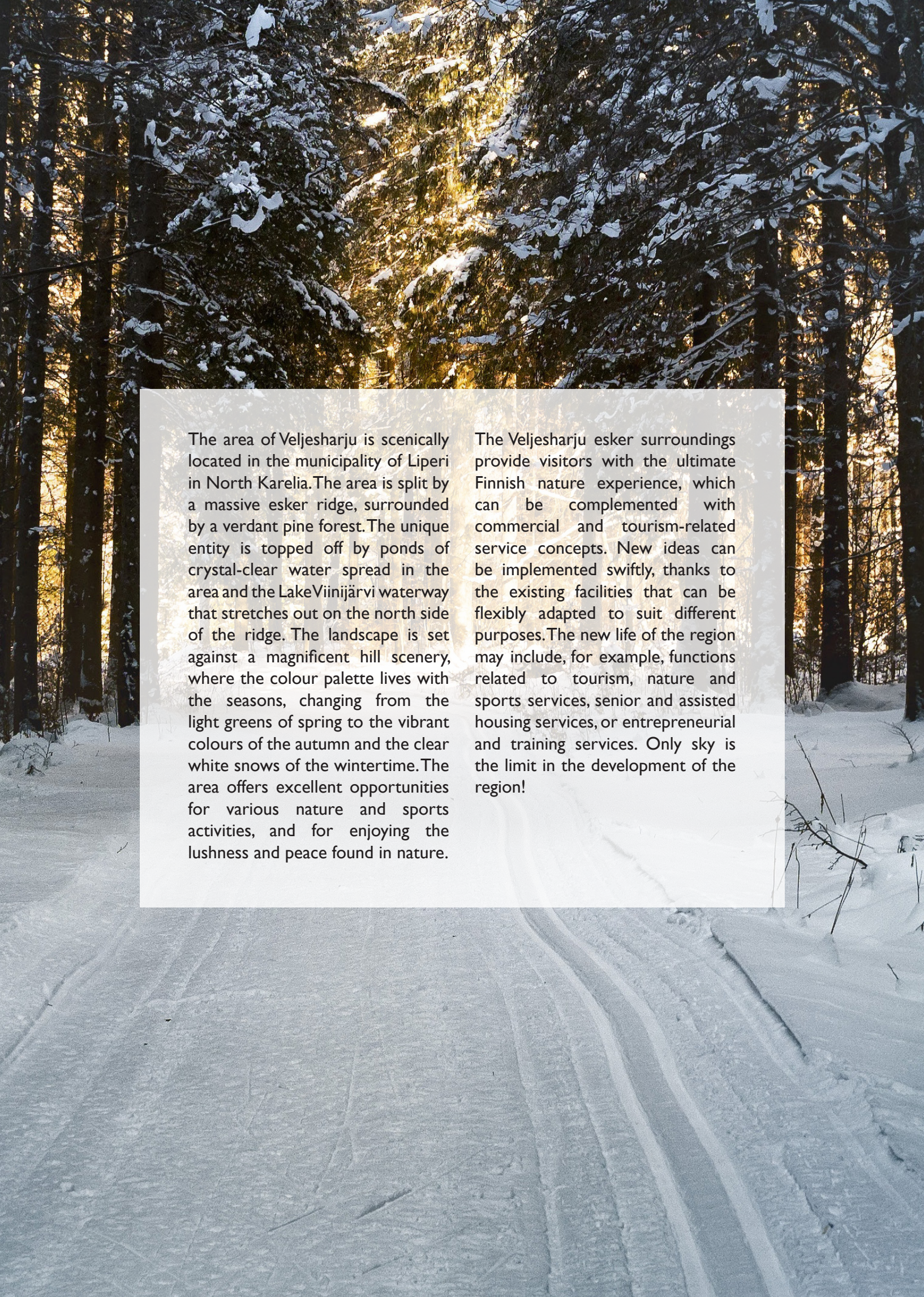


VELJESHARJU

In the middle of nature - Unlimited possibilities



A photograph of a winter forest. The scene is dominated by tall, dark evergreen trees heavily laden with snow. Sunlight filters through the branches, creating a warm, golden glow. In the foreground, a snow-covered path with visible tracks leads into the woods. The overall atmosphere is serene and peaceful.

The area of Veljesharju is scenically located in the municipality of Liperi in North Karelia. The area is split by a massive esker ridge, surrounded by a verdant pine forest. The unique entity is topped off by ponds of crystal-clear water spread in the area and the Lake Viinijärvi waterway that stretches out on the north side of the ridge. The landscape is set against a magnificent hill scenery, where the colour palette lives with the seasons, changing from the light greens of spring to the vibrant colours of the autumn and the clear white snows of the wintertime. The area offers excellent opportunities for various nature and sports activities, and for enjoying the lushness and peace found in nature.

The Veljesharju esker surroundings provide visitors with the ultimate Finnish nature experience, which can be complemented with commercial and tourism-related service concepts. New ideas can be implemented swiftly, thanks to the existing facilities that can be flexibly adapted to suit different purposes. The new life of the region may include, for example, functions related to tourism, nature and sports services, senior and assisted housing services, or entrepreneurial and training services. Only sky is the limit in the development of the region!



CLEAN NATURE

Peace and quiet and the opportunity for relaxation are easiest to find in nature. Indeed, the Finnish nature and the related travel, sports and adventure activities have been named as one of the cornerstones in the development of Finnish tourism. The surroundings of the Veljesharju esker ridge are versatile and offer a wide range of possibilities for the production of different services. In the future, experiences related to nature, such as enjoying its breath-taking silence and fresh air, will continue to be an even bigger selling point in the urbanising world.



UNIQUE HISTORY OF THE VELJESHARJU REGION

The image of the area is based on its authenticity and unique history, which offers a good foundation for the building of new business operations. The Veljesharju region is rich in history and stories. A garrison village for a pioneer battalion was built in the area in 1940–41 during the Second World War, and some of the residential structures still remain in the area from the early 1940's. The area was known for its fresh air, and after the war in 1946–1949 it was chosen as the location for a rehabilitation and training centre for disabled veterans with tuberculosis. In addition to treatment, the sick veterans were provided also with vocational training. As a result, the area has hosted on-going vocational school activities for almost 70 years, during which the region's building stock has been expanded and renewed. The current educational institution operating in the area is Luovi Vocational College with approximately 150 students.




ARCHITECTURE OF VILJO REVELL


VILJO GABRIEL REVELL (1910–1964) is one of the most famous Finnish architects, who also became well-known at the international level. Revell's big breakthrough was the design of the Lasipalatsi building in Helsinki, and his most internationally notable design project was the Toronto City Hall. In Finland, Revell was a pioneer in many technically challenging solutions, and his style became a concept in the 1950's.


The Veljesharju region has many unique and architecturally as well as historically significant buildings and structures designed by Viljo Revell. In the design of the buildings in the Veljesharju region, Revell based his work on the close relationship between the buildings and nature, and on villa-style architecture that is in harmony with the surroundings and landscape.

The Veljesharju area can be easily reached with various transport options, nationally as well as internationally. Over 15 million people live within a six-hour drive!



 20 min Joensuu
5 h Helsinki
5.5 h St. Petersburg

 7 daily connections from Helsinki (appr. 4.5 h)

 5 daily flights from Helsinki (appr. 1 h)



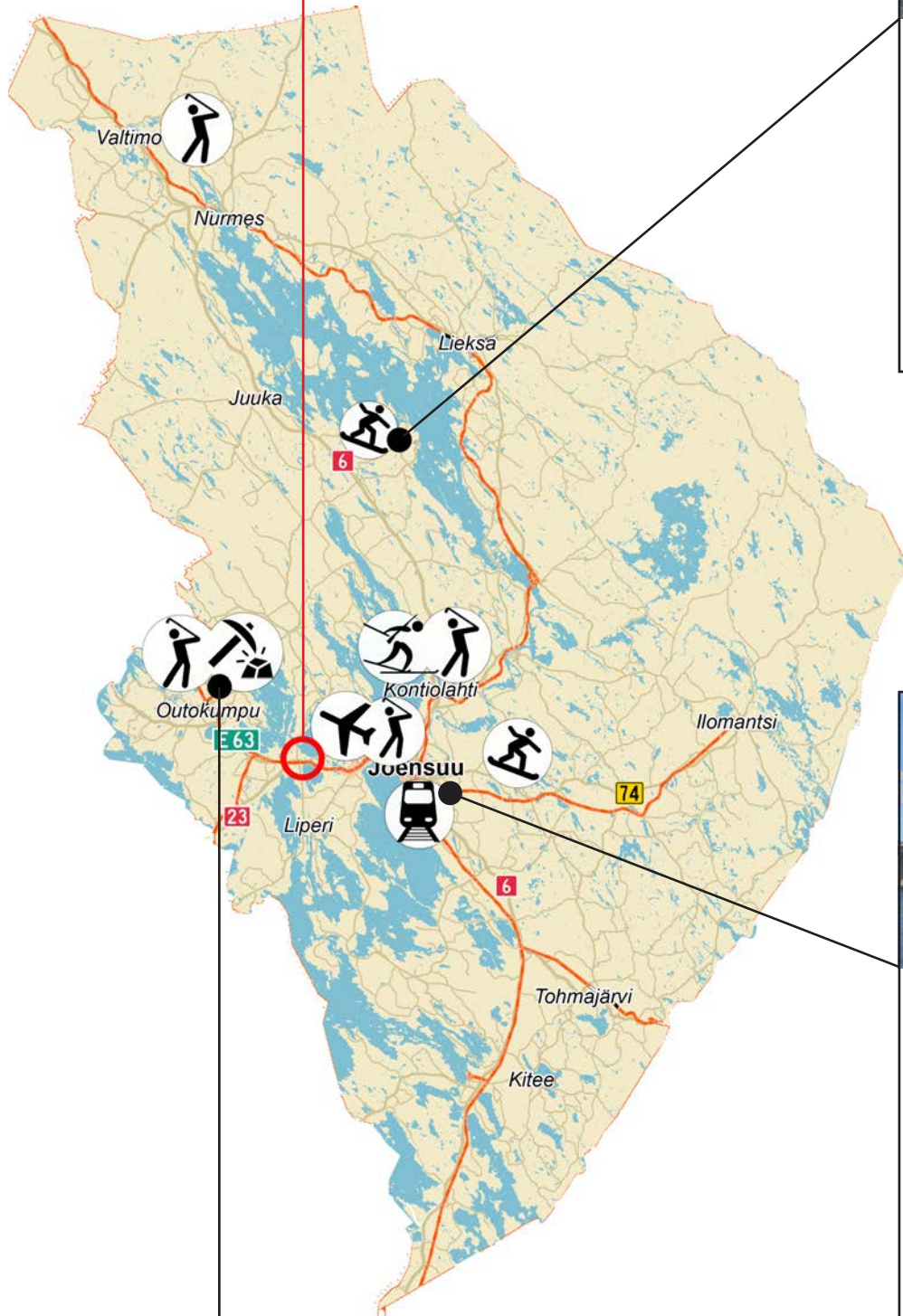
KOLI

Koli is one of the most well-known national landscapes in Finland. The area east of Koli holds the world's oldest bedrock. Jean Sibelius and Eero Järnefelt, among others, have been inspired by Koli.



JOENSUU

Joensuu is a growing provincial centre and a joyful university city in Eastern Finland. It is a city that seems and feels like its inhabitants and has a compact city centre and lots of living villages. The town was founded in 1848 and it has grown into a city of 75,500 residents. Joensuu offers a comprehensive range of commercial and recreational services, as well as versatile opportunities for cultural and sports activities.



OLD MINE IN OUTOKUMPU

Outokumpu offers visitors of all ages lots to see and do: The unique mining world of the Old Mine, the Kids' Mine theme park and the Outokumpu Wilderness and Nature Centre offer experiences for families, nature tourists, history-enthusiasts, campers, treasure hunters and regular vacationers alike – something for everyone!

FACTS

- Total of 44 buildings
- Floor area of 16,685 m²
- Gross floor area of 19,900 m²
- 53 hectares of land
- Two ponds, one lake and 320 metres of shoreline
- Own chip heating plant
- Railway stop nearby



VELJESHARJU PROPERTIES

- Revell – architecture
- Education, production and multipurpose facilities



SAWDUST CONTAINER
Revell – unique structures



MAIN BUILDING

- Swimming pool
- Sports hall
- Restaurant
- Accommodation
- Gym



CHIP HEATING PLANT
District heating for the area

WATERWAYS

Lake Viinijärvi is located in the area of the municipalities of Liperi and Polvijärvi and the town of Outokumpu. The lake measures to approximately 135 square kilometres, and its deepest spot reaches down to 58 metres.

VIINIJÄRVI



SAUNA FACILITIES

- Revell – saunas of various sizes
- Waterway landscape

ISO-MÖYKKY



NORJANTALO HOUSE

- Unique history
- Accommodation

HUTTULAMPI



JUHLATALO BANQUET HOUSE

- Revell – architecture –
- Banquet hall
- Office spaces

SEPÄNLAMPI

TRAVEL ROUTES

The Kaprakan kinttupolku hiking trail consists of approximately 38 kilometres of trails suitable for day trips, and the network is divided into three parts.

VISION I

VELJESHARJU NATURE DESTINATION

TENNIS COURTS

ACCOMMODATION FACILITIES

SAUNAWORLD

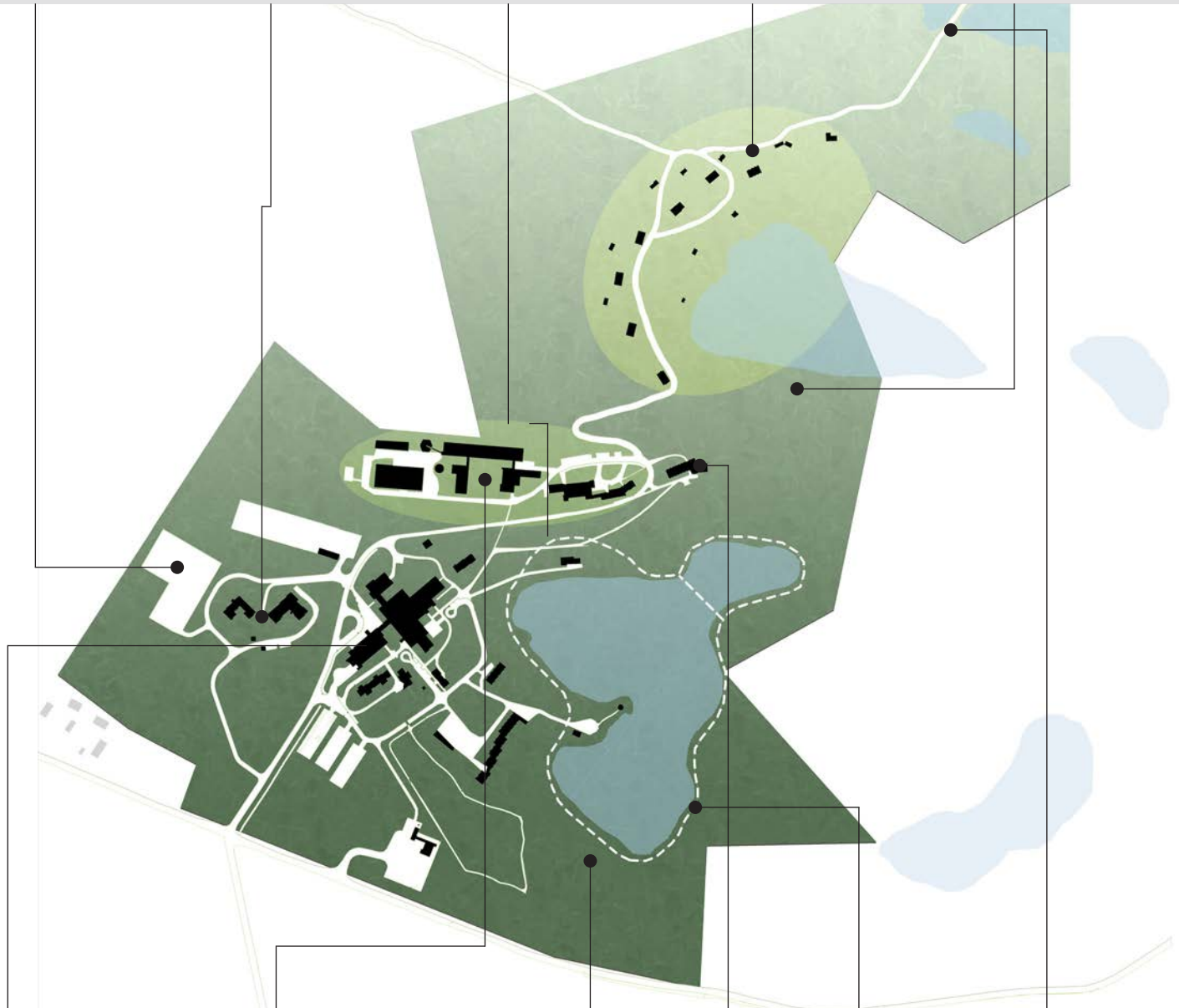
- Saunas
- Swimming areas
- Ice swimming
- Evening events

CHALET VILLAGE

- Luxury chalets for an acquired taste
- Private beach for residents at the Iso-Möykky pond

NATURAL ACCOMMODATIONS

- Tree houses
- "Caves" dug in the hillside



MAIN BUILDING

- Hotel
- Restaurant
- Spa
- Gym
- Sports hall

START UP / BUSINESS CENTER - VILLAGE

- Facilities for small businesses and operators in the wellness sector
- Rental event spaces for workshops, seminars and intensive work periods, remote working enabled
- Course facilities for restoration etc.
- Viljo Revell Centre
- Souvenir shop
- Cinema
- Wellness services

NEW HOLIDAY APARTMENTS

NORJANTALO HOUSE

- Affordable accommodation for backpackers
- Accommodation for personnel

RECREATIONAL ROUTE

LAKE NIINIJÄRVI SHORE

- Lake cruises
- Boat rental
- Beach restaurant
- Dance pavilion



The Veljesharju region can be developed into a centre for wellness and adventure tourism, where nature and sports activities are combined with the comprehensive wellbeing of body and mind. The regional tourism activities are conceptualised into a service entity, from which active explorers can choose the service package that best suits their needs. There are diverse alternatives for accommodation, and the area offers versatile recreational opportunities for both indoor and outdoor activities all year round. The start-up village located on the esker ridge is a venue for developing business activities as well as organising courses from cooking local and wild food to furniture restoration. The regional tourism services can be developed in co-operation with the other travel destinations of the nearby regions. For example, day trips can be organised to take travellers from Veljesharju to admire the national landscape of Koli, go shopping in the Joensuu city centre, or play a round of golf in the close-by putting greens.

WELLNESS

- | | |
|-----------------------------------|---|
| Swimming and spa | Food training |
| Fitness and recreational training | Body measurement |
| Physical treatments | Retreat and relaxation |
| Personal trainer services | Guided tours |
| Mindfulness and yoga | Workplace health and work ability promotion |

EXPERIENCES

- | | |
|--|----------------------------------|
| Enjoying the local experiences (picking berries and mushrooms, fishing, sauna, open air dancing) | elements and survival |
| Enjoying the silence and scents of the forest | Local food |
| Exposure to the natural | Courses and workshops |
| | Festivities and corporate events |
| | Waterway cruises |
| | Escape room |



KEY NUMBERS (VISION)

Potential income €/year

- Hotel rooms and chalets: EUR 2.5–3 million
- Restaurants and other services: EUR 2–2.5 million
- Rental income: EUR 0.4–0.5 million

Total: EUR 4.9–6.0 million

The speculations are based on the following factors:

- 100 rooms and 20 chalet apartments
- Average utilisation rate 50 %
- Average prize € 100/day for a room, € 200/day for a chalet
- Visitors spend an average of € 35/day on services
- Level of rent € 9/m²

VISION 2

VELJESHARJU SENIOR VILLAGE

SPORTS FIELDS

- Tennis courts
- Skating rink

CARE/ACCOMODATION FACILITIES

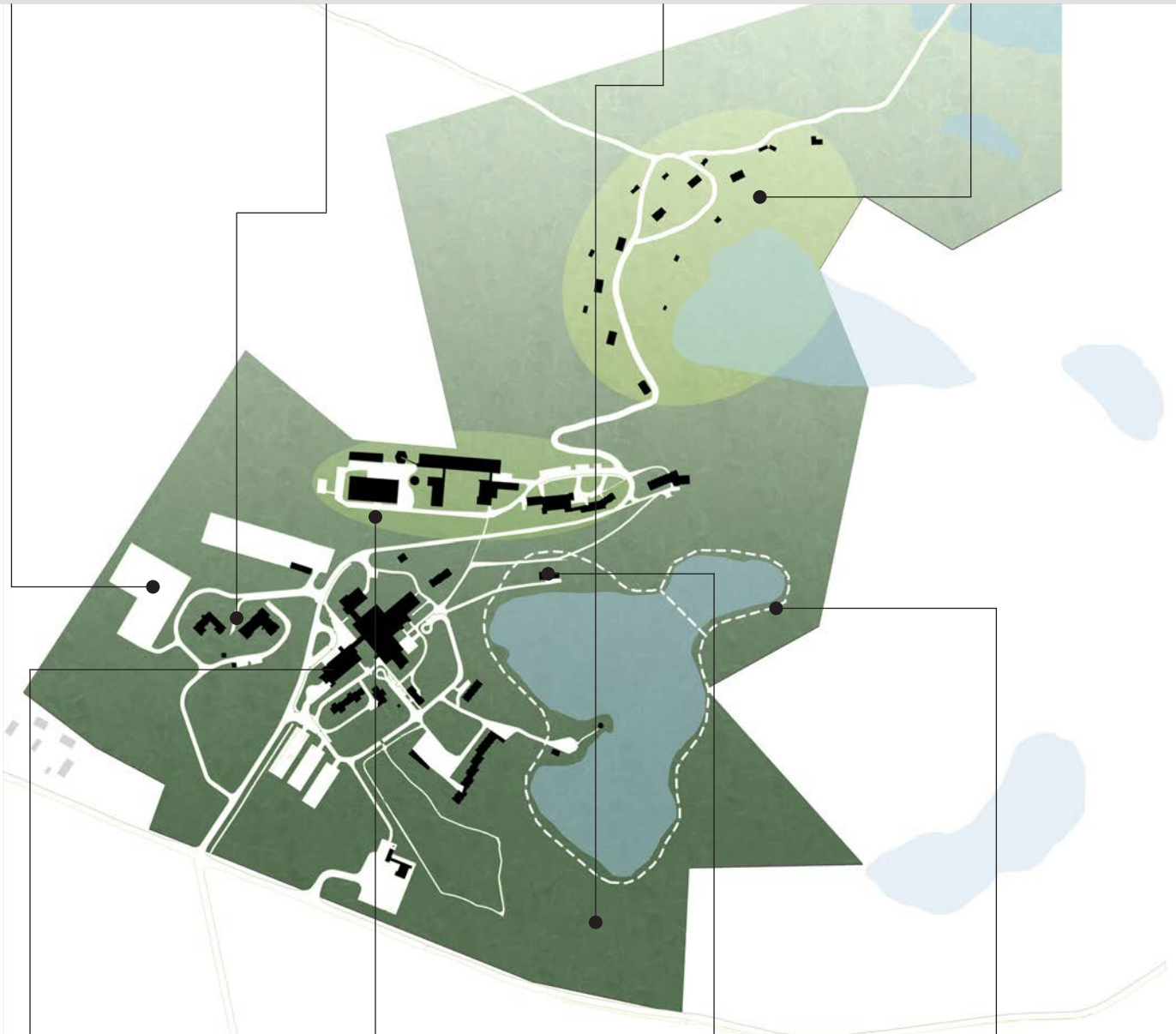
- Apartments/rooms for rent close to the care facilities

SENIOR CLUB

- Senior houses for sale and for rent

SENIOR VILLAGE

- Senior chalets sold as timeshare weeks
- Single-family house plots



MAIN BUILDING

- Accommodation
- Restaurant
- Spa
- Wellness

START-UP / BUSINESS CENTRE VILLAGE

- Facilities for small businesses and operators in the care sector
- Rental event spaces for workshops, seminars and intensive work periods
- Course facilities for senior activities
- Facilities of Luovi Vocational College

SAUNAWORLD

- Saunas
- Swimming areas
- Ice swimming
- Evening venues

RECREATION TRAIL

- Around the pond
- Connected to a more extensive route network



The service needs of the elderly are becoming more differentiated, and demand for novel housing concepts for seniors and the elderly is increasing. Seniors enjoy an active and independent form of living. The residents are offered owner-occupied and rental apartments tailored for their needs. The Veljesharju entity will be developed into Onnela, a new kind of haven for the senior and elderly population, where the housing and service solutions can be adapted according to the residents' needs. The area offers a fantastic setting for maintaining the physical fitness of the senior residents, and also for the utilisation of various senior services from occupational therapy to community events. The relatives of residents are also offered apartments in the area for daily and weekly rental rates. When the need for treatment increases, residents can move to the full-service care centre for the elderly, where the centre employees take good care of the residents.

SENIORS

- Senior housing
- Courses and workshops
- Fitness and wellness services
- Rehabilitation activities
- Community events
- Senior work and entrepreneurship

THE ELDERLY

- Assisted living
- Care services
- Rehabilitation activities



KEY NUMBERS (VISION)

Potential income €/year

- Rooms in the assisted living facility EUR 1.6–2 million
- Apartments in the senior housing facility EUR 0.3–0.5 million
- Restaurants and other services: EUR 1–1.5 million
- Rental income: EUR 0.4–0.5 million

Total: EUR 3.4–4.5 million

The speculations are based on the following factors:

- 75 rooms and 40 apartments
- Average utilisation rate 90 %
- Average prize € 2,000/month for a room in the assisted living facility, € 700/day for a room in the senior housing facility
- Outside users e.g. for the sports and restaurant services
- Level of rent € 9/m²



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