



masterconcept
understanding projects

established 2002

AUSTRIA | CIS | UKR | KAZ | CHINA | UAE

ABOUT US

Masterconcept is an international multi-disciplinary consulting and project development group, based in Salzburg, Austria, with offices in Europe, CIS countries, Central Asia and Asia. The Masterconcept group has 25 years of experience in the areas of tourism, real estate development and major sport events and a proven record in *moderating, structuring and realizing large scale projects*.

Besides *creating a lasting story* for your project and for your site, we ensure economical viability and a high level of customer convenience in terms of logistics, lay out and operations.

Large projects, especially if linked to an attractive touristic anchor (mountain, sea, river, lake) require a smart logistic lay out and good synergies amongst public or semi-public zones and facilities. *Style and Design* is the second question of a project, which should appear after the above mentioned concept is rock solid. We do spend much time with developers, studying market demand, customer profiles, project scaling, business planning, transportation, logistics and operations as well as strategic positioning within the domestic and international context.

Furthermore, MC was and partly still is involved in prominent major sport event projects, such as Olympic Winter Games (Sochi 2014, Salzburg 2014 bid, Almaty, Lviv, Beijing Winter Games 2022), Olympic Summer Games and Summer Asian Games (Tokyo, Qatar) as well as the FIFA Football World Cup.

Once project realization decisions are made, Masterconcept often remains in the project, taking over general planning responsibilities, project designs and resort operations.

Masterconcept group has successfully planned and realized more than 50 projects in the past 20 years for governments and private clients.

See below our projects and references since 2002:



Offices

Salzburg, Vienna, Uzhgorod, Kyiv, StP, Almaty, Bishkek, Beijing



Projects

AUT, ITA, GER, GRE, UKR, LEB, DOHA, RUS, ARM, KAZ, KYG, CHIN, JAP, THAI, MYAN



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REFERENCES 2002 - 2024



AUSTRIA

NO	PROJECT	PERIOD	TASK & SUB PROJECTS
1	SKI RESORT GAISSAU Salzburg	2011 - 2018	<ul style="list-style-type: none"> Shareholding Business Planning Operations Ski Masterplan Investment Plan Station + Restaurant Design
2	Hochfügen Ski Resort	2014 - 2015	<ul style="list-style-type: none"> Transport & Logistics Real Estate Development Valley ski connection study
3	KID'S CAMP AND SPORT CENTER WALDZELL	2003 - 2008	<ul style="list-style-type: none"> Strategic Plan Masterplan Detailed Design
4	OLYMPIC TRAINING CENTER SALZBURG - RIF	2003 - 2005	<ul style="list-style-type: none"> Strategic development Masterplan
5	YOUTH OLYMPIC GAMES 2012 Innsbruck	2007 - 2008	<ul style="list-style-type: none"> Games Village concept and advisory Games Budget advisory
6	OLYMPIC WINTER GAMES bid – Salzburg 2010/2014	2001 - 2005	<ul style="list-style-type: none"> Sport & Planning International Relations Bidding documentation Games budget and guarantees



GREECE

NO	PROJECT	PERIOD	TASK & SUB PROJECTS
1	VELOUCHI ALL-YEAR Mountain resort	2023 - ongoing	<ul style="list-style-type: none"> Status analysis Ski operation improvement All-year expansion program City to mountain ropeway connection



UKRAINE

NO	PROJECT	PERIOD	TASK & SUB PROJECTS
1	KIEV REAL ESTATE PROJECTS: ❖ RIVIERA VILLAGE ❖ SUNSET ISLANDS ❖ HODOSIVKA ❖ GORA	2018 - 2023	<ul style="list-style-type: none"> Masterplan Expansion Plan Clubhouse, Restaurant, SPA Design School and Sport District detailed Design
2	BORZHAVA MOUNTAIN RESORT	2012 - ongoing	<ul style="list-style-type: none"> 1st Assessment & Feasibility Study Zoning and Masterplan Ski + Slope Plan Environmental Plan Detailed Village Design Hotel Design
3	Bukovel Mountain Resort	2019 - ongoing	<ul style="list-style-type: none"> - Touristic real estate project
4	LVIV Olympic Winter Games	2012 - 2013	<ul style="list-style-type: none"> - Feasibility study Mountain resort project design IOC Bidding documentation



CHINA

NO	PROJECT	PERIOD	TASK & SUB PROJECTS
1	BEIJING 2022 OLYMPIC WINTER GAMES	2014 - 2020	<ul style="list-style-type: none"> Bidding Masterplan Transport Operational Plan "Mountain Cluster" Resort Development Plan Yanqing and Zhangjiakou
2	SHENYANG BAIQINGZHAI	2013 - 2015	<ul style="list-style-type: none"> University Sport and Ski Center Ski and Sport Masterplan Real Estate Development Plan
3	BAIHUANSHAN RESORT	2014	<ul style="list-style-type: none"> Ski and Sport Masterplan Real Estate Development Plan Olympic Winter Games Feasibility Study

REFERENCES 2002 - 2024

CIS

NO	PROJECT	DATE	TASK & SUB PROJECTS
1	RUSSIAN SKI & TOURISM RESORTS: <ul style="list-style-type: none"> ❖ Okhta Park, Golden Valley ❖ A101 Moscow Park ❖ Vorobeyovo Gora Park ❖ Manzherok / Altai ❖ Yuzhno Sachalinsk 	2011 - 2018	<ul style="list-style-type: none"> - Masterplanning - Ski + Slope Plans - Object Designs - Business Planning - Urban planning
2	❖ FIFA Football Worldcup 2018	2015 - 2017	<ul style="list-style-type: none"> - Event transport simulations for Samara, Saransk, Volgograd - Fanzone logistic planning
3	NORTHERN CAUCASUS DEVELOPMENT	2009 - 2014	<ul style="list-style-type: none"> - 1st Analysis + Assessment - Strategy & Masterplan - Resort Plans Special Economic Zones - Village and Real Estate Plan - Business Plan and Budget
4	OLYMPIC WINTER GAMES SOCHI 2014	2008 - 2014	<ul style="list-style-type: none"> - Transport Masterplan & Modelling - Resort Development Plan Gazprom / Psekhako Ridge - Resort Development Plan Roza Khutor, Alpika Service - Olympic Village Psekhako - Venue Design for Biathlon, Cross Country, Ski Jumping - Lift station Design for Roza Khutor



QATAR

NO	PROJECT	PERIOD	TASKS
1	Doha 2016 Olympic Summer Games - Bid project	2010	<ul style="list-style-type: none"> - Games Plan - Evaluation Commission prep
2	Doha 2030 - Asian Summer Games Bid Project	2020	<ul style="list-style-type: none"> - Financial Plan - Games Budget revision



ARMENIA

NO	PROJECT	PERIOD	TASKS
1	Aragatz Volcano – All year esort and real estate	2023 - ongoing	<ul style="list-style-type: none"> - Analysis - Zoning - Master Plan



KAZAKHSTAN



NO	PROJECT	DATE	TASK & SUB PROJECTS
1	OI QARAGAI / Ak Tas MOUNTAIN RESORT	2017 - ongoing	<ul style="list-style-type: none"> - Assessment + Strategy - Masterplan + Lift + Slope Design - New Development + Expansion Territorial Plan - Object Design (Restaurants, Stations) - Snow making Concept + Plan - Summer Attractions - Real Estate Development Plan
2	SHYMBULAK / MEDEO REAL ESTATE <ul style="list-style-type: none"> ❖ Tuyuk Su 1+2 ❖ Ak Kain resort ❖ Shymbulak Eco Hotel ❖ Shymbulak Development 	2017 - ongoing	<ul style="list-style-type: none"> - Concept + Strategy - Masterplan - Object Design + 3D - Realization + Construction Management
3	ALMATY MOUNTAIN TOURISM MASTERPLAN <ul style="list-style-type: none"> ❖ City ❖ Regional 	2017 - 2019	<ul style="list-style-type: none"> - Strategy - Concept + Analysis - Ski Development Potential - Masterplan - Infrastructure Budget - Realization Strategy
4	WINTER OLYMPIC GAMES BID ALMATY 2022	2014 - 2015	<ul style="list-style-type: none"> - Concept - Masterplan - Budget - Bidding Documentation to the IOC



KYRGYZSTAN

NO	PROJECT	DATE	TASK & SUB PROJECTS
1	BISHKEK MOUNTAIN TOURISM CLUSTER - Baitik	2020 – 2023	<ul style="list-style-type: none"> - Assessment + Strategy - Masterplan - Territorial Plan - Lift + Slope Design - Object Design (Restaurants, Stations)
2	ISSYK KUL LAKE – NATIONAL SPORTS CENTER	2022 - 2023	<ul style="list-style-type: none"> - Concept + Strategy - Masterplan - Object Design + 3D

REFERENCES 2002 - 2024



QATAR

NO	PROJECT	PERIOD	TASKS
1	Doha 2016 Olympic Summer Games - Bid project	2010	- Games Plan - Evaluation Commission prep
2	Doha 2030 - Asian Summer Games Bid Project	2020	- Financial Plan - Games Budget revision



ARMENIA

NO	PROJECT	PERIOD	TASKS
1	Aragatz Volcano – All year esort and real estate	2023 - ongoing	- Analysis - Zoning - Master Plan



LEBANON

NO	PROJECT	PERIOD	TASKS
1	All year esort and real estate	2023 - ongoing	- Analysis - Zoning - Master Plan



THAILAND

NO	PROJECT	PERIOD	TASKS
1	Samui – big buddha ropeway	2018	- Analysis - Ropeway feasibility study - Plateau ,buddha garden' masterplan



KYRGYZSTAN

NO	PROJECT	DATE	TASK & SUB PROJECTS
1	BISHKEK MOUNTAIN TOURISM CLUSTER - Baltik	2020 – 2023	- Assessment + Strategy - Masterplan - Territorial Plan - Lift + Slope Design - Object Design (Restaurants, Stations)
2	ISSYK KUL LAKE – NATIONAL SPORTS CENTER	2022 - 2023	- Concept + Strategy - Masterplan - Object Design + 3D



MYANMAR

NO	PROJECT	DATE	TASK & SUB PROJECTS
1	POPA MOUNTAIN vulcanno	2018 – 2019	- Ropeway Feasibility Study
2	Bagan Real Estate and commercial hub	2018 – 2019	- Concept + Strategy - Masterplan - Object Design + 3D
3	Inle Lake – Transport and Ropeway	2017	- Regional Transport concept - Ropeway Feasibility study – 3 options

MASTERCONCEPT – MAJOR EVENT PROJECTS 2002 - 2023

Sochi 2014



Football Worldcup 2018



Beijing 2022 Olympic Winter Games



Работа над Олимпийскими заявочными книгами и с Организационными комитетами





ALMATY / OI QARAGAI (2017 – ongoing)

OI QARAGAI SKI RESORT



RESTAURANT & SKI SCHOOL

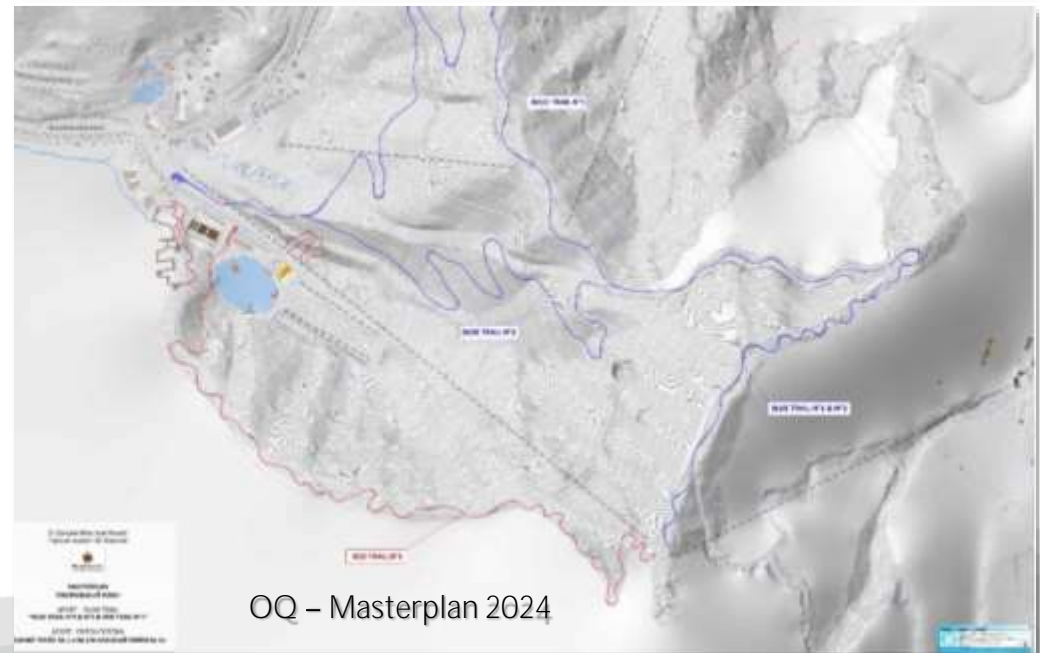


WKO 'Silkroad award 2020'
best all-season resort in Central Asia





ALMATY / OI QARAGAI (2017 – ongoing)



AK TAS BOTTOM STATION +1.531m



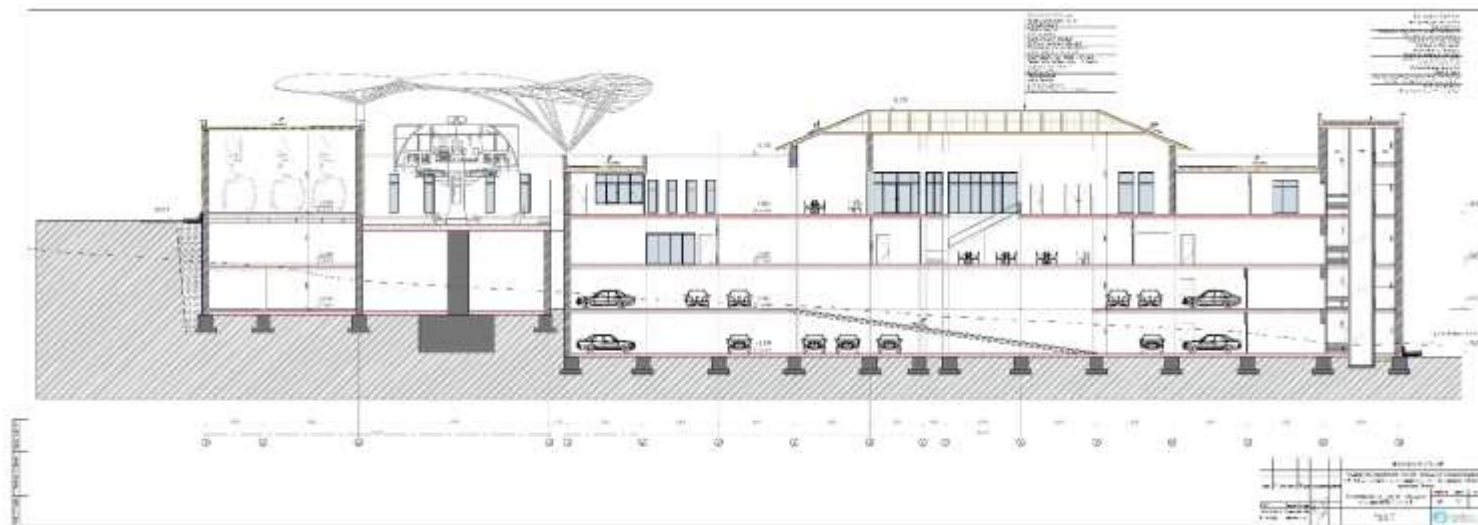
currently under construction (2024)

WEST VIEW



Oi QARAGAI AK TAS –MOUNTAIN RESORT

Yp.1531



Yp.1527



currently under construction (2024)





AK TAS TOP STATION & RESTAURANT +2.140m

currently under construction (2024)



№	Наименование	Единица измерения	Количество	Примечание
1	Строительные работы			
2	Земельные работы			
3	Фундаментные работы			
4	Стеновые работы			
5	Кровельные работы			
6	Декоративные работы			
7	Электромонтажные работы			
8	Санитарно-технические работы			
9	Монтаж оборудования			
10	Монтаж мебели			
11	Монтаж осветительных приборов			
12	Монтаж вентиляционных систем			
13	Монтаж систем отопления			
14	Монтаж систем кондиционирования			
15	Монтаж систем водоснабжения			
16	Монтаж систем канализации			
17	Монтаж систем вентиляции			
18	Монтаж систем кондиционирования			
19	Монтаж систем водоснабжения			
20	Монтаж систем канализации			
21	Монтаж систем вентиляции			
22	Монтаж систем кондиционирования			
23	Монтаж систем водоснабжения			
24	Монтаж систем канализации			
25	Монтаж систем вентиляции			
26	Монтаж систем кондиционирования			
27	Монтаж систем водоснабжения			
28	Монтаж систем канализации			
29	Монтаж систем вентиляции			
30	Монтаж систем кондиционирования			





AK TAS TOP STATION & RESTAURANT +2.140m

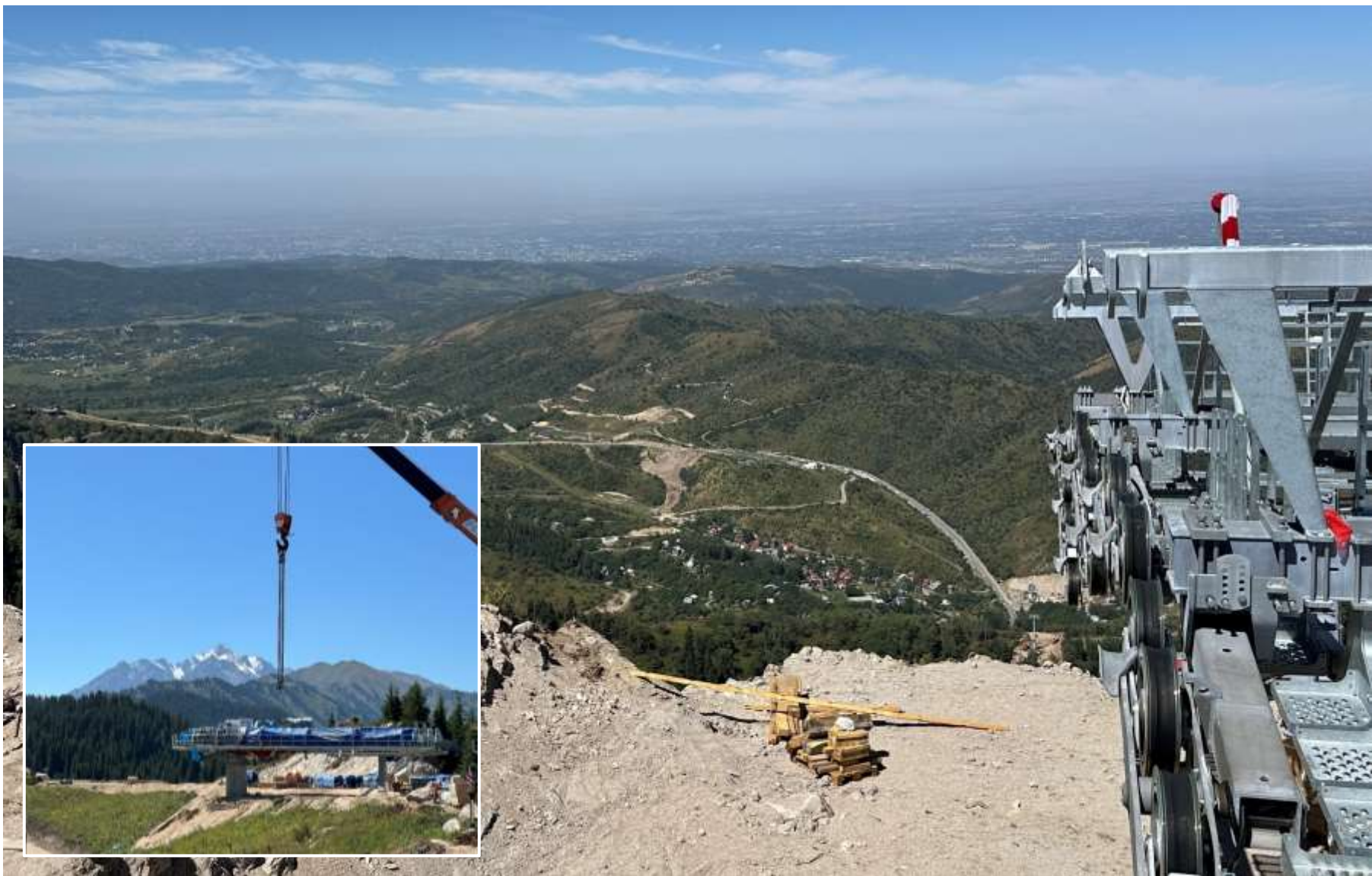
currently in construction (2024)





AK TAS 10 MGD Ropeway (1.531m - 2.140m)

currently under construction (2024)



ПАНОРАМА 4*ОТЕЛЬ и СПА



Almaty - PANORAMA HOTEL & SPA

Almaty - PANORAMA HOTEL & SPA





Almaty - PANORAMA HOTEL & SPA



SHYMBULAK / TUYUK SU (2017 – ongoing)



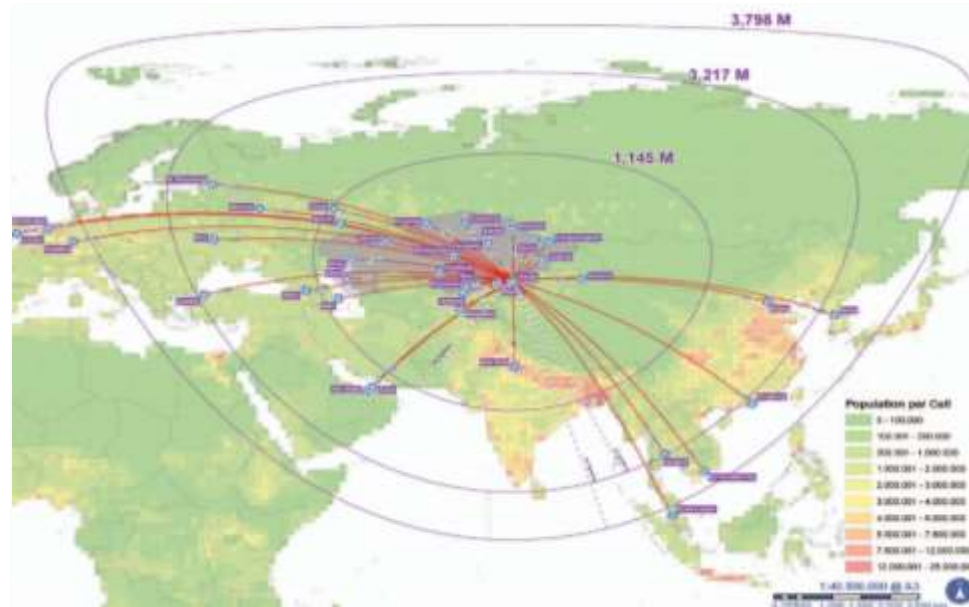
SPA HOTEL & CHALETS – Tuyuk Su



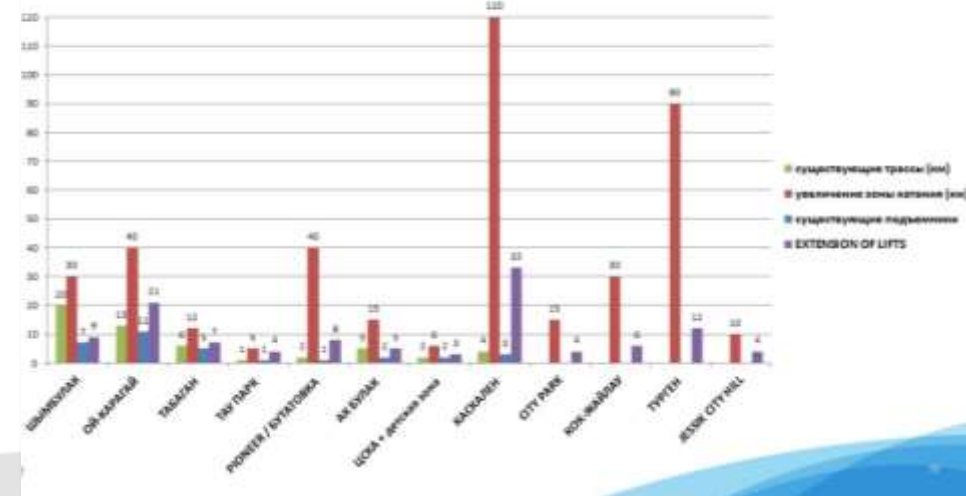
ALMATY REGIONAL TOURISM MASTER PLAN



Almaty Mountain Tourism Masterplan



ПОТЕНЦИАЛ РАЗВИТИЯ НЕБОЛЬШИХ ГОРНОЛЫЖНЫХ КУРОРТОВ





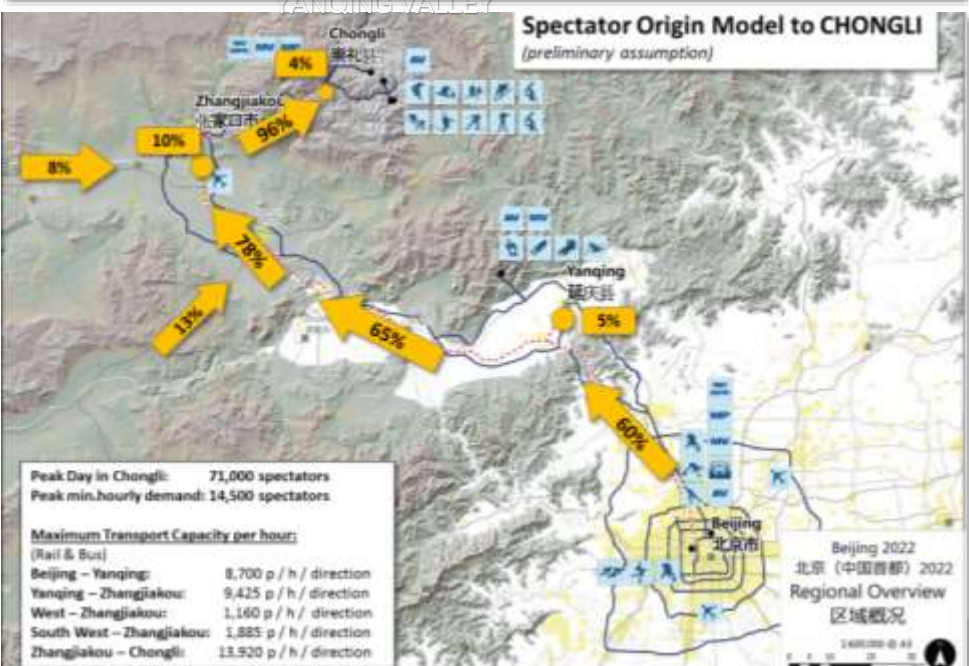
BEIJING OLYMPIC WINTER GAMES 2022 (2014 – 2020)

YANQING VALLEY – Alpine Skiing





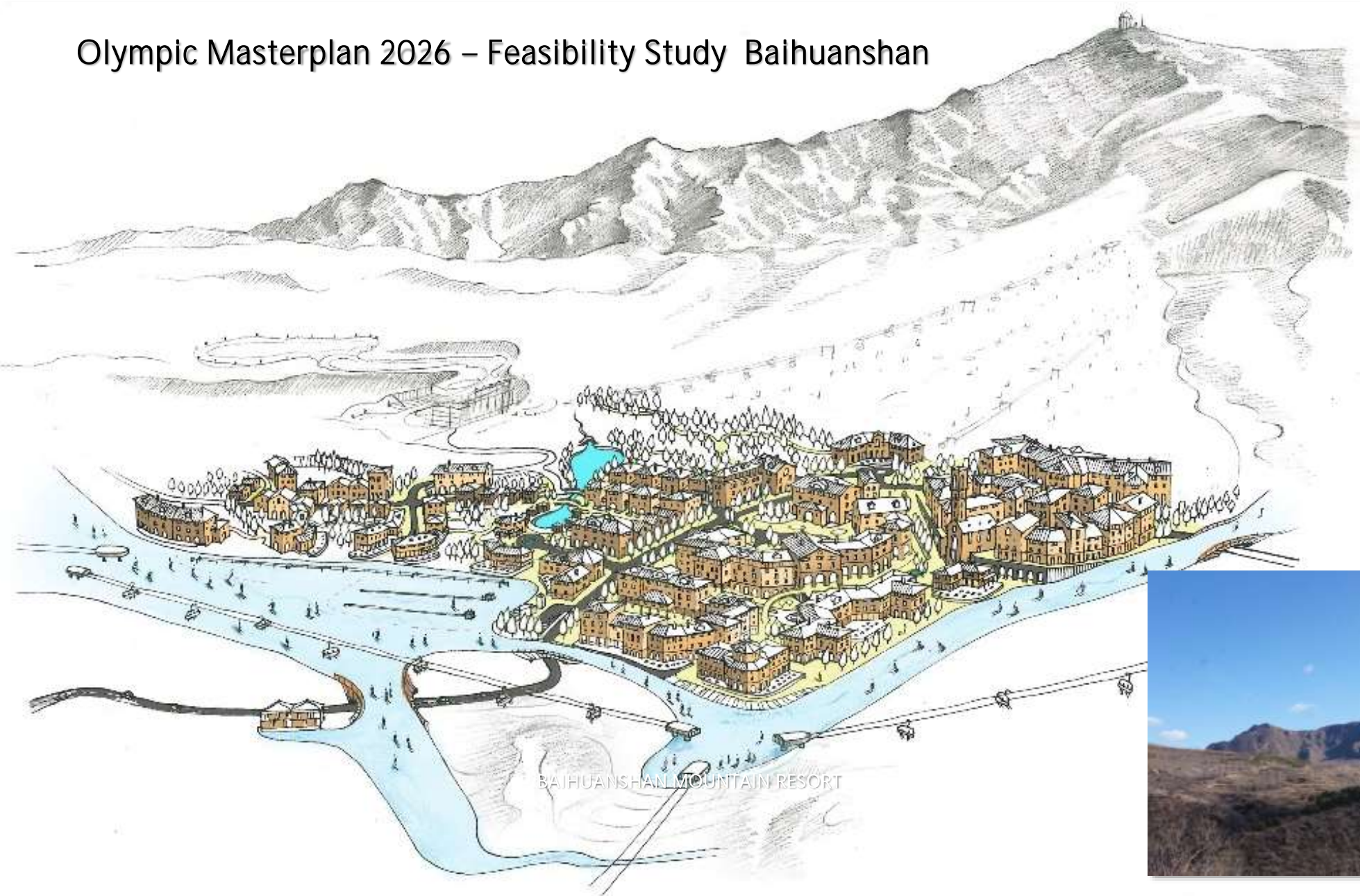
BEIJING OLYMPIC WINTER GAMES 2022 (2014 – 2020)





BEIJING BLACK ROCK RESORT (2013 – 2015)

Olympic Masterplan 2026 – Feasibility Study Baihuanshan





BEIJING – Steel Factory West

Renovation Strategy and inclusion to Olympic Masterplan 2022 *(project 2014 – 2018)*

urban – residential – entertainment – commercial – leisure





SOR LAKE / KAZ – HEALTH, SPORT & LEISURE RESORT

ZONES

The Sor Lake health and leisure resort is separated into 5 main areas

- I. PUBLIC ZONE
- II. PRIVATE ZONE
- III. ACTIVITY ZONE
- IV. HOLIDAY RENTALS
- V. LOGISTICS and OPERATIONS





SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



Roza Khutor 3S gondola



Krasnaya Polyana Olympic Hub



Esto Sadok Olympic Hub



Masterconcept / SMC Sochi Team



SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



Sochi Krasnaya Polyana Hub



Psekhako Ridge Olympic Village



Olympic Ski Jumping



Psekhako Ridge Olympic Village



SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



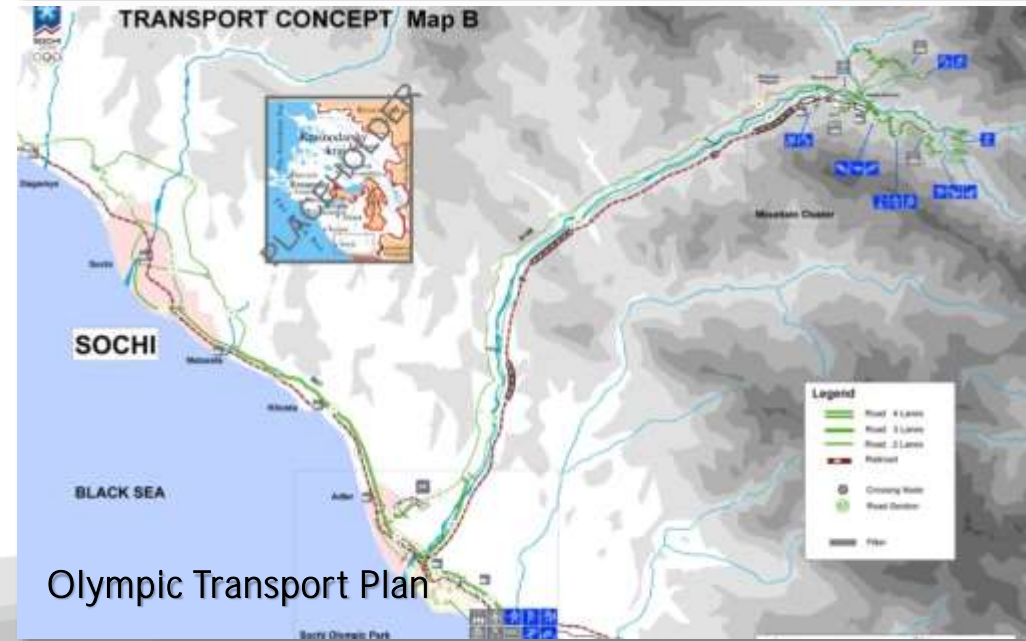
Psekhako Ridge Olympic Village



3S Gondola – Psekhako Ridge



Mountain Transport Hub



Olympic Transport Plan



SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



sochi.ru
2014 

Concept by MC
Construction by ROS Eng



NORTHERN CAUCASUS RESORTS (2009 – 2014)





NORTHERN CAUCASUS RESORTS (2009 – 2014)





RUSSIAN RESORT PROJECTS (2012 – 2019)

Manzherok Resort / Altai Mountains





RUSSIAN RESORT PROJECTS (2012 – 2019)



MOSCOW A101 – SKI & LEISURE PARK

Вид 3-2. Деревня активных развлечений. Зима



Вид 11. Лесопарк

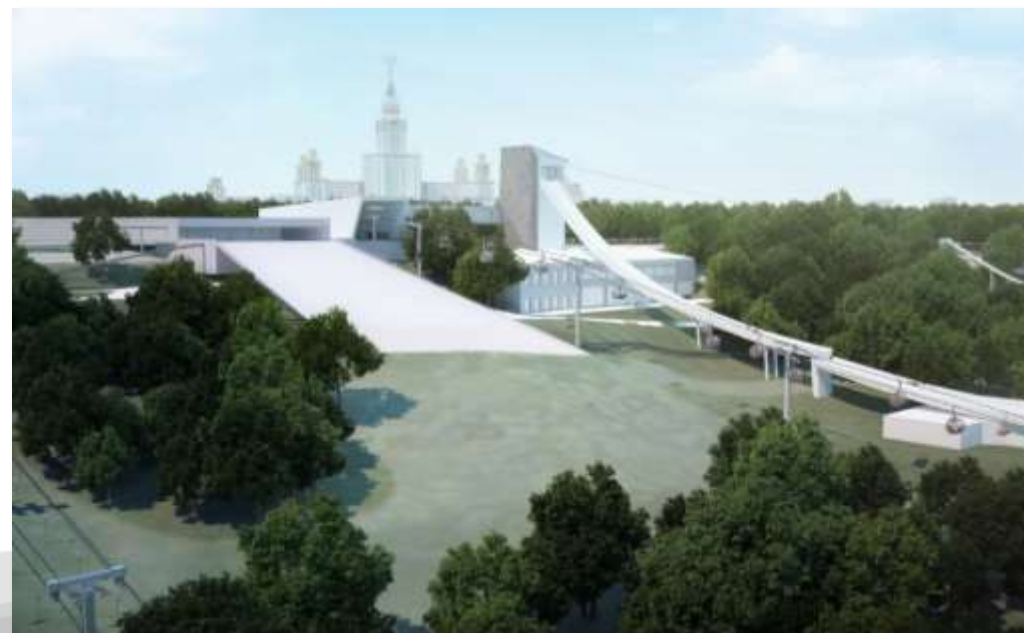


Вид 12. Пляж





MOSCOW VOROBYEVOVE GORA SPORT & LEISURE PARK (2015)





ST. PETERSBURG RESORTS (2010 – 2016)



Golden Valley Resort



Golden Valley Resort





ST. PETERSBURG RESORTS (2010 – 2016)

OKHTA PARK Resort





KYIV REAL ESTATE - SUNSET ISLANDS (2021)





KYIV RIVIERA VILLAGE (2018 – 2021)





CARPATHIAN MOUNTAINS BORZHAVA RESORT (2012 – ongoing)



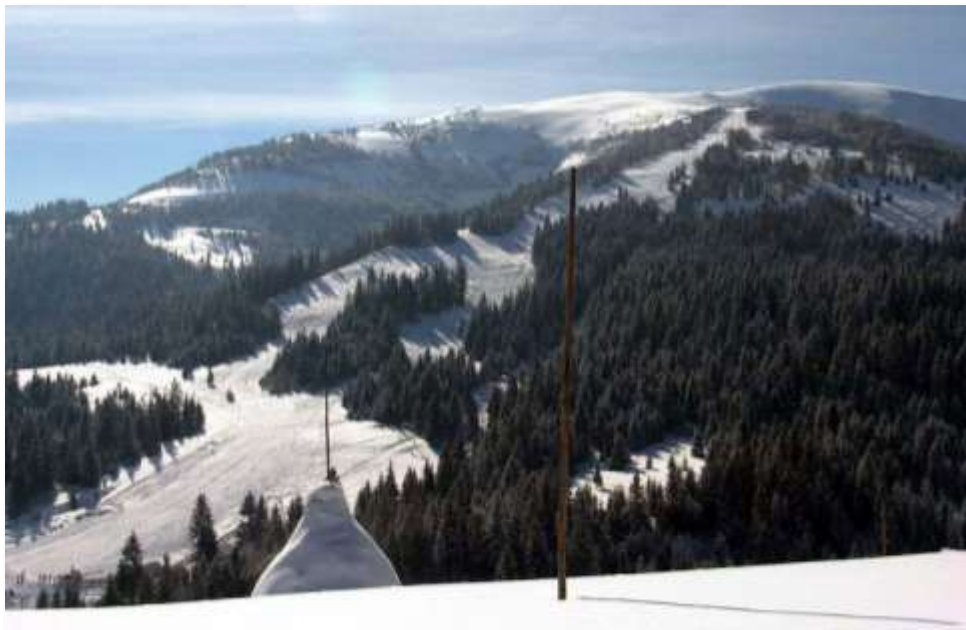
Borzhava

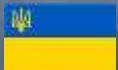


VIEW from
PANORAMA HILL
to SOUTH



CARPATHIAN MOUNTAINS BORZHAVA RESORT (2012 – ongoing)





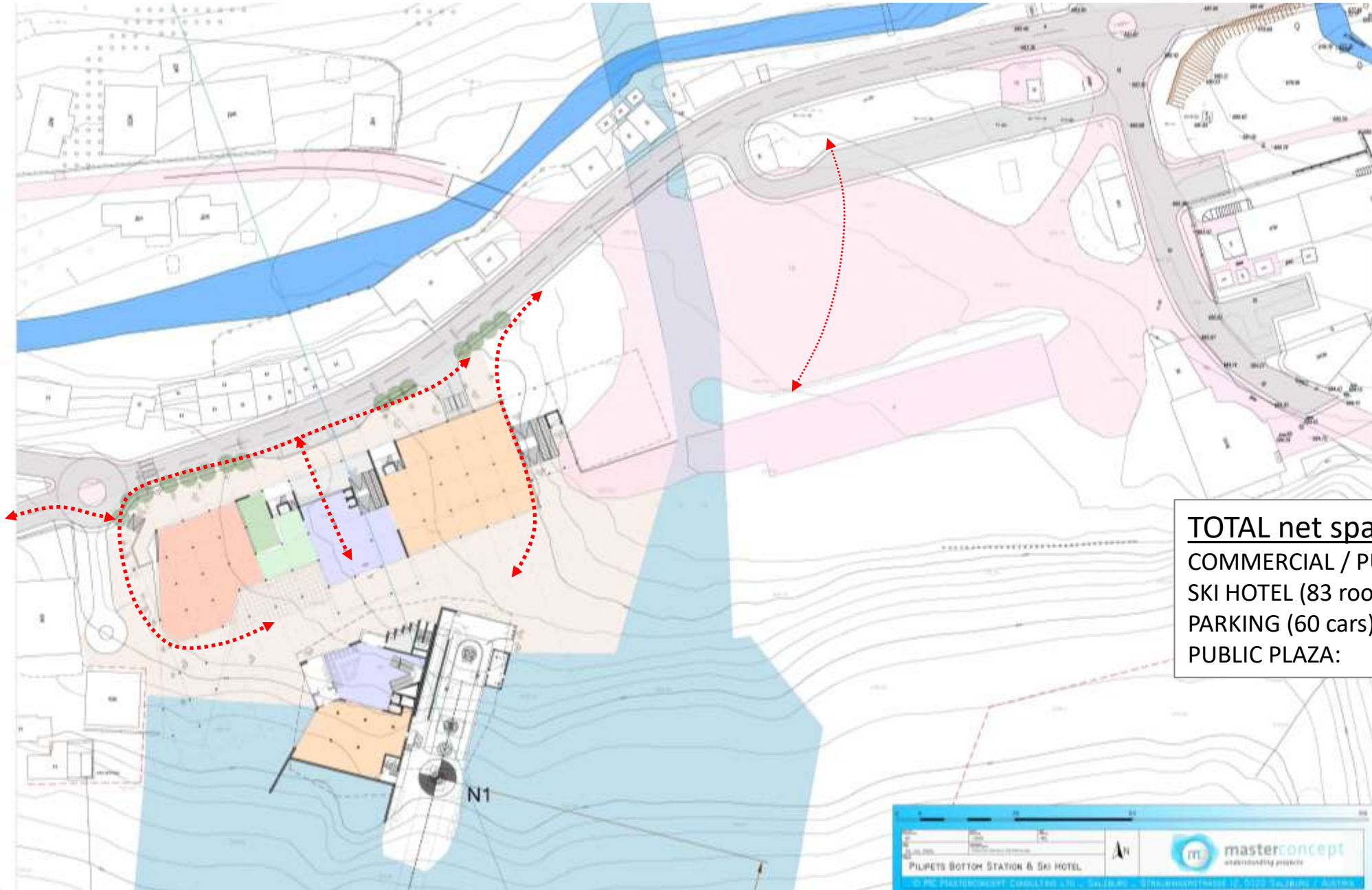
CARPATHIAN MOUNTAINS BORZHAVA RESORT *(2012 – ongoing)*



Borzhava



PILIPETS – SKI HOTEL & STATION SITEPLAN



TOTAL net space built:

COMMERCIAL / PUBLIC:	2.344 m ²
SKI HOTEL (83 rooms):	4.768 m ²
PARKING (60 cars) :	1.990 m ²
PUBLIC PLAZA:	3.500 m ²

PILIPETS – SKI HOTEL & STATION SITEPLAN



PILIPETS – SKI HOTEL & STATION SITEPLAN





CARPATHIAN MOUNTAINS KRYLA / BUKOVEL (2022 – ongoing)



INTERNATIONAL MAJOR EVENT PROJECTS by MC





BISHKEK MOUNTAIN TOURISM MASTER PLAN

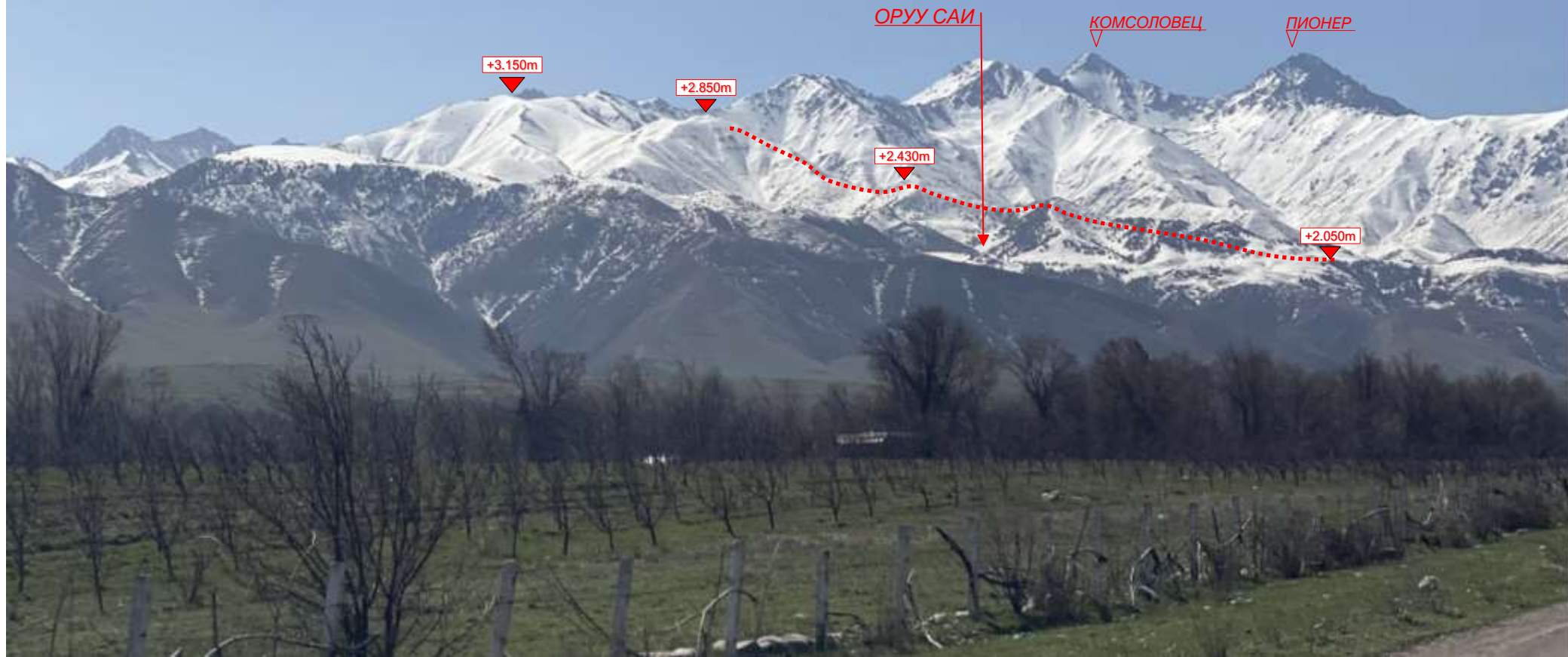




BISHKEK MOUNTAIN TOURISM MASTER PLAN

БИШКЕК ГОРНЫЕ КУОРТЫ BISHKEK ORUU SAI MOUNTAIN RESORTS

ФОТО / Photo: 6 апреля 2022 г.





BAITIK RESORT 1.500 – 3.500m

PLATEAU +2.100m



						Bishkek – Oruu Sai		
Edition	N° of plots	Page	Doc #	Signature	Date	All Resort	Stage	Page
Chief project engineer							Preliminary project	Pages
Made by						3D Visualization		



BISHKEK MOUNTAIN TOURISM MASTER PLAN

Baitik Resort



+2.850m

+2.435m

+2.050m

+1.500m

КОНЦЕПЦИЯ ЦЕНТРА
ДЛЯ ПОСЕТИТЕЛЕЙ +1.500м



ISSYK KUL LAKE NATIONAL SPORTS CENTER TAMGA





MOSCOW VOROBEOVE GORA SPORT & LEISURE PARK (2015)

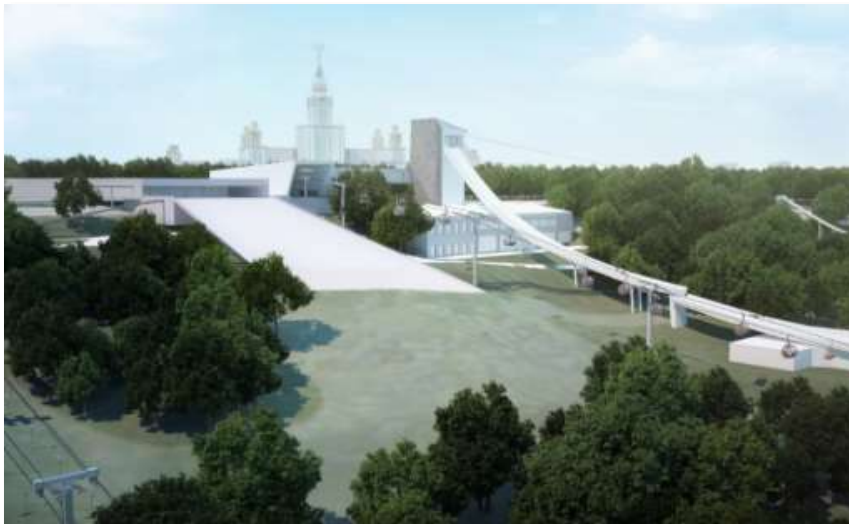


TASK

Ski Jump and Sport & Leisure Park
'Vorobyev Hills & Lushniki Stadium'

TECHNICAL PARAMETERS

- 3 Ski jumps (80m, 40m, 30m)
- Ski slopes
- Ice skating ground
- Swimming pool
- Panorama restaurant
- Gondola across Moscow river





RUSSIAN RESORT PROJECTS (2012 – 2019)

New MOSCOW A101 – SKI & LEISURE PARK



Вид 3-2. Деревня активных развлечений. Зима



Вид 11. Лесопарк



Вид 12. Пляж



URBAN, SPORT & LEISURE

PROJECT: Russia Football World Cup 2018

DATE: 2015

CLIENT: LOC2018 Saransk



TASK

Urban development
'Saransk central stadium waterfront'

TECHNICAL PARAMETERS

- Urban park
- River front development
- Real estate development



MAJOR EVENTS

PROJECT: Tokyo Olympic Summer Games Bid

DATE: 2007 - 2009

CLIENT: Tokyo Metropolitan Government

TASK

Master Plan and
Bid Documentation



TECHNICAL PARAMETERS

- 25 sports venues
- Games time transport concept
- Tokyo Bay 100 year concept
- Government guarantees
- Olympic Budget Plan



URBAN, SPORT & LEISURE

PROJECT: Yuzhno Sakhalinsk
DATE: 2017
CLIENT: Sakhalin Sports Ministry

TASK

Project Study – Urban
Development & Tourism and
Sports



TECHNICAL PARAMETERS

- 13 sports facilities
- 3 ski areas
- Urban walk & bike concept
- Park re-design
- Biathlon Center



MASTERCONCEPT houses





ALMATY / OI QARAGAI (2017 – ongoing)





ALMATY / OI QARAGAI (2017 – ongoing)



NEW ECO BUNGALOWS – OI QARAGAI



ALMATY / OI QARAGAI (2017 – ongoing)

NEW ECO BUNGALOWS – OI QARAGAI



creating a better world

Group of companies



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