Projeto



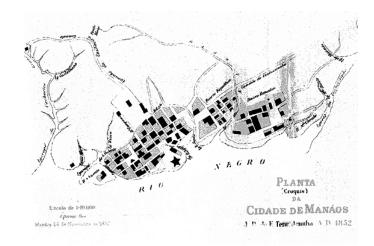
Contents	
Market Viability	5
Existing Public Projects	6
Social and Economic Benefits	7
Benefits Tourism Development	8
Location Maps	10-11
Street Views, Historical Structures	12-13
Modern Structures to be Rebuilt	14-15
Preliminary Project Drawings	16-22

1) Introduction, Vila Amazonas

In general, the plan of the Vila Amazonas is to construct a low profile but highly sophisticated hotel on the waterfront of the city center of Manaus. It will offer the comfort of a five star hotel which will attract high revenue guests from within and outside of Brasil. The project will have the authenticity of incorporating historical buildings into the working structures while at the same time retaining the character and utility of the structures and the historical district as a whole. This design strategy has been applied to many historically significant cities elsewhere in South America and especially in Europe where it has proven to be a very commercially successful formula. This strategy has also contributed greatly to the preservation of historically important but decaying city centers, returning them to vitality for both commercial and residential uses.



São Vincente Peninsula, Area of Projeto Vila Amazonas

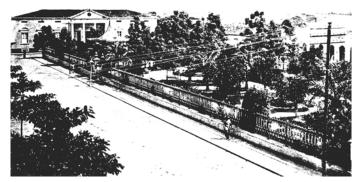


The Vila Amazonas project will be built in an historically very important part of the city center. It will be located on the small peninsula São Vincente in the Rio Negro where the original Portuguese fortress and colony known as "*Barra*" was founded. The riverside project boundary is the historically important "floating port" of Manaus built in the time of the rubber boom known in Brasil as the "*Época de Borracha*". The project will occupy a city block bounded by the two parallel streets of Avenida Sete de Setembro and Rua Visconde de Mauá with the restaurant opening onto one of the oldest plazas in the city, the Praça Dom Pedro II.

The Manaus floating port on the margin of the Rio Negro is currently being used as one of the busiest container ports in South America. The floating docks themselves can accommodate deep draft ocean going vessels. In addition to being the disembarkation point for cargo, the port serves as the docking point for the many large passenger cruise vessels that visit Manaus every year. Current state and federal government policy is to relocate the container cargo to another part of the city. This will be replaced by redeveloped public open space. The floating docks will be converted to a port specifically reserved for tour vessels and cruise ships.

Currently the locale in which the Vila Amazonas project will be built is in a general state of decay. It is also considered to be one of the high crime areas of the city. However, the project area is wholly within sector of the city center that will be very substantially restored through a public project funded by city, state, federal governments as well as the Inter-American Development Bank. This project, the Programa Monumenta, will improve the city infrastructure in ways that will

help stabilize the historic center of Manaus. The Vila Amazonas project is located in one of the most important poles of the Programa Monumenta area and is arguably at the very heart of the focus of the general restoration project. As described in detail below, the Vila Amazonas will complement and support the public project in such a way as to greatly enhance the success of both endeavors. The synergy of the two projects combined has the potential of dramatically improving the security and revenue generating capability of the city center and also rescuing from decline a number of historically important structures.



Praça Dom Pedro II, with Paço da Liberdade in Background (1898)

Existing Structures

The buildings on the São Vincente peninsula and in the general vicinity of the Vila Amazonas project are in large part structures built in the *Época de Borracha*. This period is known for its ornate architecture and has become to be referred to as the "*Belle Epoque*". As a whole, the area retains the scale of this earlier century and has great potential for growth because it is located within restoration district. The peninsula on which this project will be built has a number of important 19th Century structures including the Prefeitura de Manaus, the Assemblea Estadual, the Museu Geografico da Amazonas, the Archivos Estadual, and the Naval Headquarters for the Western Amazon. There is a great potential for this area to become known as the "Distrito Museu", which will serve as a major attraction for both local visitors and tourists. The project boundaries of the Vila Amazonas boundaries include a number of structures built during the *Belle Epoque* of Manaus.

Many of the historical buildings within the Project Vila Amazonas are in a state of decay. This is due to decades of neglect as well as unskillful alteration. The project plan is to rescue these historical structures and restore them to their

original appearance of the 19th Century. There are also three large structures in the project area that were built much more recently as government administrative buildings. Though they are architecturally undistinguished, they have the advantage of already being large enough to be converted into a modern hotel space. This will permit the more historically important buildings to be utilized in their original scale and to be employed in the project in a way that preserves the integrity of the 19th century structures. The existing more recently built structures will be substantially rebuilt and the final appearance will be more in harmony with the surrounding historical structures.

Project Outline and Objectives

The existing project structures are bounded on the East by Avenida Sete de Setembro, to the west by Rua Visconde Mauá and to the South by Rua Gabriel Salgado. The newer and larger structures have frontage onto R. Gabriel Salgado. The 19th Century buildings stretch along both Sete de Setembro and V. de Mauá. All of the older properties have open spaces at their rear boundaries and are separated from adjoining properties by high masonry walls. Once restored, the 19th Century buildings will be incorporated into the Project Vila Amazonas to accomplish two primary objectives. The first is to encourage public access and small scale commercial development in the area and the second is to enable the facilities of the hotel itself to achieve a level of service sufficient to attract high value guests to the city center.



Overhead view of Project Area

Essential to the Vila Amazonas project is the objective to attract residents of Manaus to the area every day. In this way residents can enjoy the historical character of the Praça Dom Pedro II. This will have the effect of economically revitalizing the area and increasing the security in the plaza itself. Public use will be facilitated by restoring the street side buildings in a way suitable for small scale commercial space such as restaurants, small shops, and small office space. These spaces will be restored to their 19th Century elegance but they will also offer the essential conveniences of the 21st century including updated electrical service, airconditioning, and high speed internet access throughout. Because the Vila Amazonas will confer considerable prestige to the area, the small businesses will enjoy a greater chance of success. The guests themselves will be a continual source of new clients.

The second objective, that these restored structures contribute to the hotel function, is that they will be incorporated into the "Vila Amazonas". This "vila" area will consist of the interval between each of the backs of the structures on the streets Sete de Setembro and Visconde de Mauá. Currently the existing structures have open areas at the back of the properties with high walls on the property lines. These dividing walls will be removed thereby creating a large open space the length of a city block. This central open area will be planted with tropical fruit trees and ornamental plants and will incorporate fountains and benches for guests to enjoy. The sides of the restored structures will all open onto this vila space. Each building will be structurally configured to divide the spaces that front the



Praça Dom Pedro II in 1980



Praça Dom Pedro II in 1980

public streets from those of the vila. This will ensure that the vila will be a comfortable and secure place for guests and visitors to relax and that the street side occupants will enjoy the privacy and security for their businesses. On the Vila side, the ground floor rooms that face the praça will be occupied by shops and service functions of the hotel. The second floor spaces that face the vila will be a mixture of hotel administrative space and special function rooms.

In summary, the project concept of the Vila Amazonas is to create an efficient way to utilize the existing historical structures to their best benefit without modifying the scale or significant alteration of the structures. The historical character will be restored and retained in the ultimate uses. The restored buildings will remain available for public and commercial use which will enable the area to be more accessible and more frequently used by the residents of Manaus. The small scale commercial spaces in the project will create more visitation which, by improving security will make the entire area still more attractive as a place for city residents to shop or to simply relax in the ambiance of historical Manaus. The portions of the project that face the vila will efficiently complement the activities of the hotel by providing the comfort and security required to attract guests with high expectations and who by their presence and purchases can make a significant contribution to the economy of the city and state. By utilizing the decorative motifs of the Belle Epoque and through the careful restoration of the structures, the open space afforded by the vila will retain the elegant ambiance of the 19th Century for the enjoyment and security of guests and residents alike. As a whole the project will not simply attract tourists, but will also have the essential function of opening the entire area to local residents to enjoy.

2) Market Viability

Analysis: Currently in Manaus, foreign and domestic visitors are not able to enjoy the historical waterfront areas of the city to their advantage. The nicer hotels that exist in the city are, in general, some distance from the waterfront. Additionally, the existing hotels were mostly designed for the very considerable domestic retail trade of the period of the Zona Franca. In this period of visitors from elsewhere in Brasil came to Manaus to make purchases of heavily discounted electronics. The needs of these visitors were very different from those of the traveler that comes to Manaus currently. Therefore, the designs and amenities of the exiting hotels in the city do not, generally speaking, appeal to visitors both foreign and domestic from outside of Amazonas.

Business and Leisure travelers these days are seeking more comfortable accommodations and ones which incorporate thematically some elements of the culture of Manaus and Amazonas. The lack of these suitable facilities is one of the causes for the low number of hotel nights among visitors to Manaus. An additional reality that has rendered the existing hotels less desirable is that these hotels are located along the very heavily busy commercial retail streets. In the days of the Zona Franca retail boom this was a great advantage, but for the current traveler profile a quieter and calmer location is a distinct advantage. In several ways the Vila Amazonas will address these considerations and will offer a considerable appeal to business travelers and foreign and domestic leisure travelers. The project is designed and will be built specifically for the requirements of high value travelers. The location will be in a very centrally located part of the city, but in a section that not only conveys more of the culture of the region, but is also quieter and more secure. Further, the ambiance of the "Distrito Museu" and views of the Rio Negro from many of the rooms and hotel public areas will make this a decisively more desirable attraction for visitors to Manaus.

Clientele Demographics: Though there is a very considerable volume of visitor traffic to Manaus, the majority of the higher paying visitors choose to stay outside of the city center. These travelers stay a minimum number of days in Manaus. While there is a demand among these higher paying passengers to stay in the city, there currently there are no hotels in the city center that well serve this market. The Projeto Vila Amazonas will offer the comfort and security demanded by this market as well as a culturally rich ambiance. This will generate a great deal of appeal among high value visitors to Manaus.



Manaus Floating Cruise Terminal

Business Travelers: Manaus is an important manufacturing center of Brasil and is home to a large number of factories of international corporations. Consequently there are many foreign executives and technicians that come to the city for short and long term hotel stays. The Vila Amazonas will be ideal for them in that they will have comfortable and secure surroundings near the city center which also provides the business services and environment not available elsewhere.

Cruise Passenger Visits: Another important market source for guests to the Vila Amazonas will be the many large cruise ships that currently stop in Manaus. The Vila Amazonas will be constructed directly opposite and adjoining the cruise ship port. This will ensure that there will always be a percentage of guests at the hotel before the beginning of the cruise or for days after the cruise. Further, the future of Manaus as a cruise destination is very positive. Currently most cruise passengers do not begin or end their cruises in the city. But Manaus has tremendous potential as a destination for a travel terminus and especially with the large scale restoration projects underway, Manaus should in the near future become a destination on its own.

Design Appeal: The Vila Amazonas will be designed for a five star designation and for the travelers that insist on this level of service. The rooms and public spaces of the hotel itself and the vila area will be built to be the finest available in the city center of Manaus. With comfortable and elegant rooms and modern and sophisticated amenities, the Vila Amazonas will itself become a focal point for visitors.

Project Locale and Ambiance: Because the hotel will be located in the restored historical district near several important museums and historical sites, the hotel will have a very significant appeal for visitors who can expect to have not simply comfortable hotel nights, but also an authentic cultural experience. With the museums in the area, the shopping opportunities and fine restaurants, guests can be expected to stay 2 to 3 nights in the hotel.

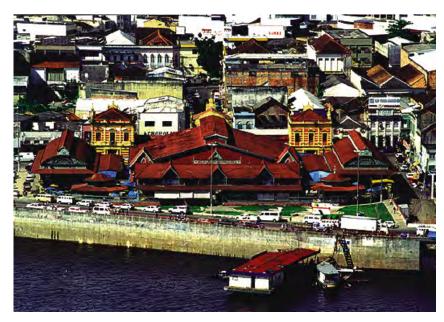
Marketing Experience of the Project Developers: The Vila Amazonas developers have specialized in high end tourism in Amazonas for nearly two decades and have the expertise and the sales relationships to effectively commercialize the new hotel. Further, the developers will work closely with the state and federal tourism authorities to help market not only the services of the Vila Amazonas, but as importantly to also participate in the marketing of the Manaus as a whole to the domestic and international travel industry.

3) Complementary Benefits with Current Public Projects

Analysis: In a number of important ways the project will complement and reinforce the functioning and objectives of the Inter American Development Bank project, Programma Monumenta. The Vila Amazonas project can serve as an anchor that can make a considerable contribution to the success of the public projects in the area. Because the hotel project is situated within the restoration area, the two projects have the advantage of complementing one another. With the synergy of the combined efforts the effectiveness of each project will be greatly increased. In three important respects the Hotel Amazonas project will complement and enhance the existing projects: economic activity, architectural preservation and architectural harmony.



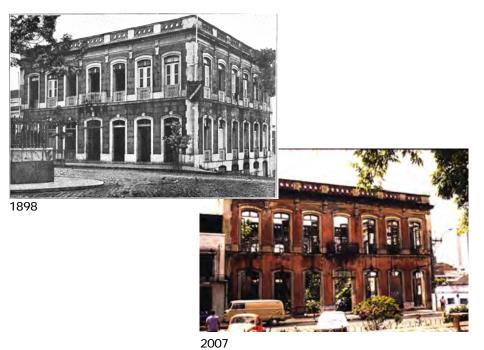
Mercado Adolpho Lisboa



Mercado Adolpho Lisboa

Reinforcement by Economic Activity: While the infrastructural and architectural elements of the existing project will be of enormous benefit to the local community, the addition of private commerce in the same area will strongly reinforce the objectives of the public project. The two activities will be complementary: the income generating activity of the hotel project combined with the physical improvements of the project will redouble the desired stimulus for the improvement of the area. This increased commercial activity will by one estimate create upwards of 100 jobs both in the hotel and the nearby shops.

Architectural Preservation: One of the most important objectives of the public project is the rescue from decay of an area that contains a number of the structures from the $\it Epoca$ da Borracha. The Vila Amazonas will strongly complement this objective by the careful restoration of a number of structures of patrimonio historico value. The buildings will retain their original scale and the architectural details will be preserved and restored. Using professional techniques and appropriate materials, the 19th Century buildings in the project will be restored to their original appearance



Hotel Cassina, Praça Dom Pedro II

Architectural Harmony: The design of the vila project will be harmonious with the 19th Century ambiance of the area. The structures built in the Belle Epoque period will be restored to their original appearance which will include in some cases reversing poorly considered modernizations. There are two newer and somewhat undistinguished structures in the project area which will be the locus of the more substantial reconstruction. These newer and taller buildings will serve as the primary guest quarters for the hotel. These existing structures are currently architecturally incongruent with the ambiance of the area but have the advantage of being taller and once rebuilt can serve the purposes of a very high quality hotel. The exteriors of these new buildings will be redesigned and using some elements of the architectural ambiance of the area in order to enhance the nearby historical structures. The overall objective will be to create dignified and elegant structures that will not overshadow the older structures, but instead will contribute to the ambiance of grace and beauty of the Belle Epoque.

4) Social Benefits

Analysis: In the last decades the general area where the hotel will be located has experienced an exodus of the residential population. The last remaining sources of activity on the Praça Dom Pedro II are the periodic meetings of the Assembleia Estadual and the daytime functions of an INSS building. Because these are daytime functions, at night the area is without activity and has consequentially become an area of consistent and predictable criminal activity. This has given the praça a deserved reputation for danger to the point that it is generally avoided by all nearby residents every evening and on weekends. The area is seen as one of the least valuable in the city center which has resulted in the further degradation of the nearby residential and commercial buildings. The Vila Amazonas will be able to help stop general physical degradation in the area as well as contribute greatly to the sense of security.

Halting of Physical Decline: With the construction of the Vila Amazonas all of the nearby properties will increase in value, including those that are in a state of partial collapse. This increased value will encourage home owners and small business owners to invest in their properties which will halt the general decline of the building stock. The revaluing of this area can also serve as a catalyst for private investment in the improvement of the adjoining areas within the city center.

Increased Security: Given the functions of the hotel there will be increased activity day and night in the area. There will be security personnel in the vicinity 24 hours per day. This will increase security for the area as a whole and for local residents. This will be an important contribution to the quality of life of the neighborhood residents as well as visitors from other parts of the city of Manaus. Another consequence of increased security is that the neighborhood will be stabilized and the current exodus of families will be halted. In the end the nearby residential streets can once again become desirable places for families to raise children.

5) Economic Benefits

Analysis: The project area of the Vila Amazonas currently has very little commercial activity. There are very few employment opportunities and tax revenue generated is very small. The direct consequence of the Vila Amazonas development will be expanded commercial activity that can catalyze still more small scale commerce in the area. There will be created a new source of revenue for the private sector as well as the City and State governments.

Expanded Employment: The hotel and the project as a whole will generate a great deal of employment that is constant and of long duration. Given the intended high level of services of the hotel, there will be a large number of support employees as well as a significant number of highly paid administrative staff.

Increased Tax Revenue: Both the City of Manaus and the State of Amazonas will benefit from tax revenues directly and indirectly from the project. Because the hotel will create a new market for visitors to the city center, and with an expectations that they will spend more time in Manaus than is up to now customary, the funds generated by the hotel will be a revenue expansion and not simply the redistribution of revenues that are already being expended in the city. Therefore, this will result in entirely new taxable revenue which can be long in duration and predictable.

Multiplier Effect: The very considerable amount of supplies and services that a hotel of this size and quality requires will have a strong multiplier effect in generating economic activity in the area and in the city as a whole. Also, because the Vila Amazonas will attract a clientele that will make high value expenditures while passing 2-3 days in the city center, there will be a strong incentive for shops and restaurants to occupy many of the currently abandoned or under-utilized buildings. This expansion of business will generate still more employees especially among small businesses.

High Value Revenue Localization: An essential and very important aspect of the economic benefit of the Vila Amazonas project is that it will especially be applicable to the city center. Currently the city center of Manaus is undergoing a renaissance of commercial development with the construction of a number of new international department stores. The majority of retailers in the main commercial area, just 3 blocks from Vila Amazonas, have begun to offer higher quality goods. There is also a wave of store renovation underway with very stylish display windows that is leading to an increase in retail commercial traffic. The Vila Amazonas, along with the other expected commercial development, has the potential to further strengthen this process which will lead to a raising of property values and an increase the overall value of commercial activity in the city center.

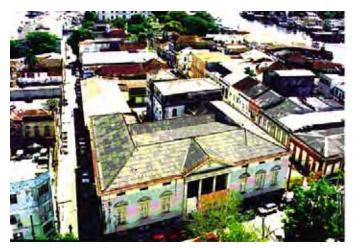
6) Benefits to Tourism Development

Analysis: Even though there are as many as 300,000 domestic and international visitors to Manaus every year, only a small percentage of their spending is retained for the benefit of the city's merchants and population. This is because most visitors to Manaus spend very little time in the city itself. Of the small percentage that do spend a night in the city, many do not stay in the city center. Because of

this, the hotels, restaurants and other merchants in the city center do not benefit from the travelers' spending nor do the city and state governments benefit from taxable expenditures. Indeed, a majority of foreign travelers stay out of the City of Manaus completely. With little time spent in the city center, these cruise visitors also make very few purchases here. In summary, the city's merchants and the city and state tax authorities do not benefit in proportion to the number of travelers that visit the State of Amazonas.

One of the most important reasons for these short visits is that the City of Manaus itself is not now considered to be an interesting destination for tourism. Instead, the Manaus is considered more as just a gateway for travelers who are destined to resorts or are in transit to other destinations. There is currently very little appreciation in the traveling public that Manaus is rich in history, culture, and activities. In order for Manaus and Amazonas to share in important tourist revenues, it will be necessary to create an awareness in the tourism industry of the city as a destination on its own and it will be necessary to through marketing and tourism development to create a demand among travelers to spend two or more days in Manaus before or after travel elsewhere in Amazonas.

There are a number of elements required to create a general demand among the travel industry for Manaus as a tourist destination. Many of these will be incorporated by the Vila Amazonas project. Among them are creating a defined focal point for tourist visits, offering a safe and secure area for visitors to rest, and enabling visitors to enjoy the cultural and historical richness of the city in an elegant and sophisticated way.



Paço da Liberdade, Former City Hall of Manaus

Destination Focal Point Manaus, Praça Dom Pedro II: The project that is currently being implemented, the Programa Monumenta, is a very well considered project that will assist in many ways in raising the profile of this area in the vicinity of the Praça Dom Pedro II. The Vila Amazonas will be within this very area and will significantly enhance the success of the restoration project by helping create a cultural and historical focal point for visitors. The notion of a "Distrito Museu" can help foreign tour operators and potential visitors to choose to include Manaus in their itineraries and the presence of a high quality hotel in proximity to the museums will ensure that this area becomes one of the more important destinations in the city. The effects of the project in helping create Manaus as a destination will not benefit only Praça Dom Pedro II. The effects will be felt in the city as a whole. Because a part of the Vila Amazonas plan is to create additional small and specialized museums near existing and planned museums, the area will become still more strongly identified as an important site of the cultural and historical patrimony. This identity can be marketed throughout Brasil and the rest of the travel world and can help define Manaus itself as a place of elegance, a vibrant culture, and with a profound history. The Vila Amazonas can help create this focal point which can be a powerful marketing opportunity.

Security in the Project Area: The functions of the hotel will require an ever present security group and also monitoring equipment. This will significantly increase the security of the Praça Dom Pedro II as well as the entire surrounding area of the São Vincente peninsula. The end result will be that the entire area will become a safe haven for local residents and for tourists alike. The sense of tranquility that will prevail in this area will become a very strong magnet for visitors from within and outside Amazonas. As noted above, this sense of security will have a multiplying affect on higher value businesses and will increase property values with consequences of general economic improvement.

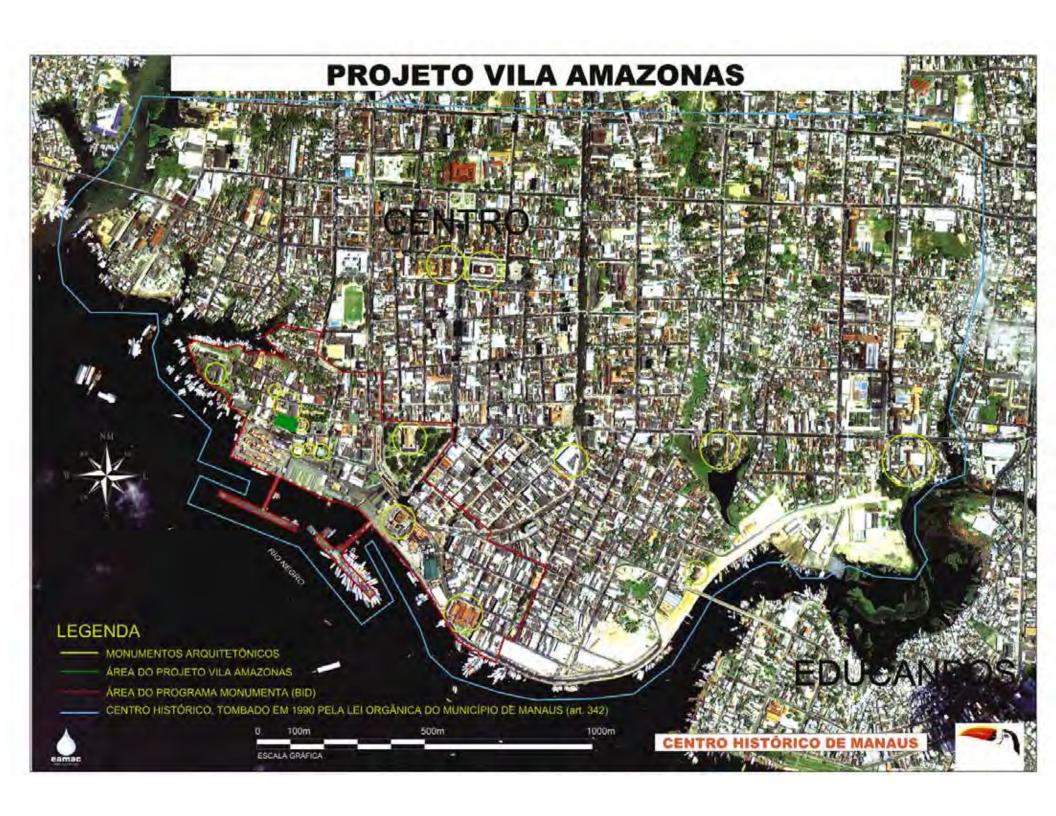
Encourage Longer Guest Stays in Manaus: The Vila Amazonas will be very comfortable and sophisticated and will offer some of the very best services of any hotel in the region. This will be a strong incentive for the cruise lines and tour operators within Brasil and outside of Brasil to include hotel nights in their itineraries. It will make it possible to begin to market Manaus as a passenger embarkation spot for cruise lines which will result in much greater hotel occupancy and far greater revenue for the city's merchants. All of the hotels in the city can benefit from this change and it can fundamentally improve tourism to the City of Manaus and the State of Amazonas.

Summary

The Vila Amazonas project has the capacity to introduce a new kind of tourism into the city center of Manaus and to play a substantial role in revitalizing a particular part of the city center that is currently in decline. The project can play a part in revaluing the physical and economic structure of the area which will benefit both local residents as well as enhance city and state tax revenues. The Vila Amazonas will perfectly complement an existing public reconstruction project and the combination of the two projects will greatly assist the success of both. The Vila Amazonas will be able to serve as a catalyst for tourism development and commercial development in the city center that is essential to ensure that the waterfront and the city center both continue to play a vital part in the economic activity of the city as a whole. Finally, the project design will make a valuable contribution to the preservation of the historical patrimony of Manaus and will serve as a model for future preservation and utilization of the cities 19th Century architectural heritage.



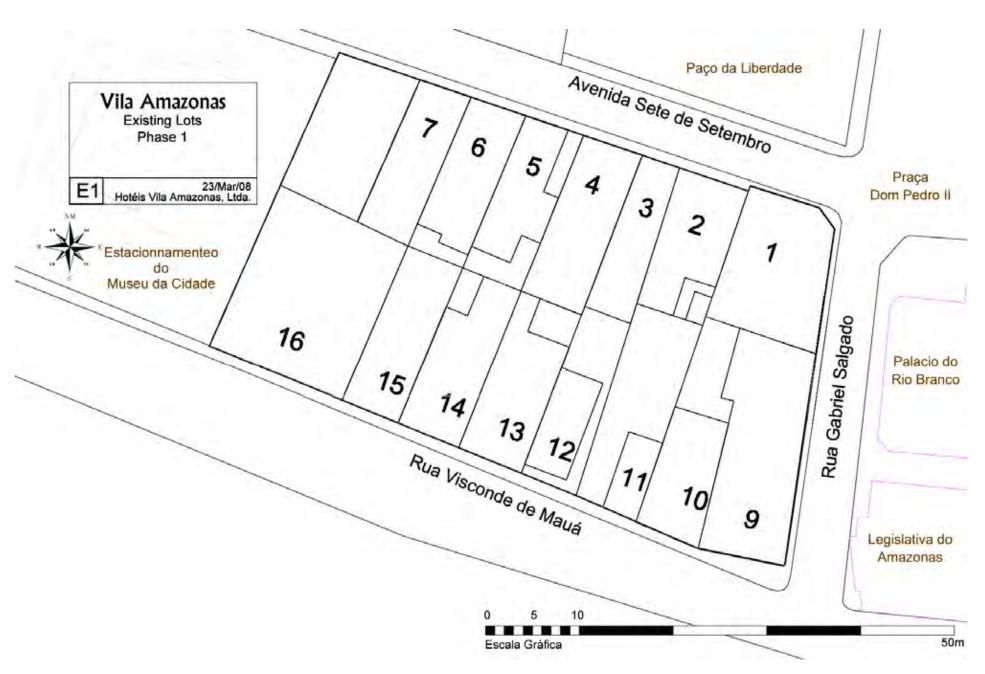
Peninsula São Vincente





Project Area outlined in white

Properties within the Main Project Area, Vila Amazonas



Perspectiva Av Sete de Setembro / Rua Gabriel Salgado



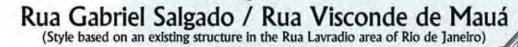
Hotéis Vila Amazonas, Ltda.







Perspectiva





Hotéis Vila Amazonas, Ltda.





Vila Amazonas

Preliminary Elevation

Street Level, Visconde Mauá

23/Mar/08 Hotéis Vila Amazonas, Ltda.

Note that the decorative elements of this preliminary elevation were suggested by an existing structure in the Rua Lavradio section of Rio de Janeiro.

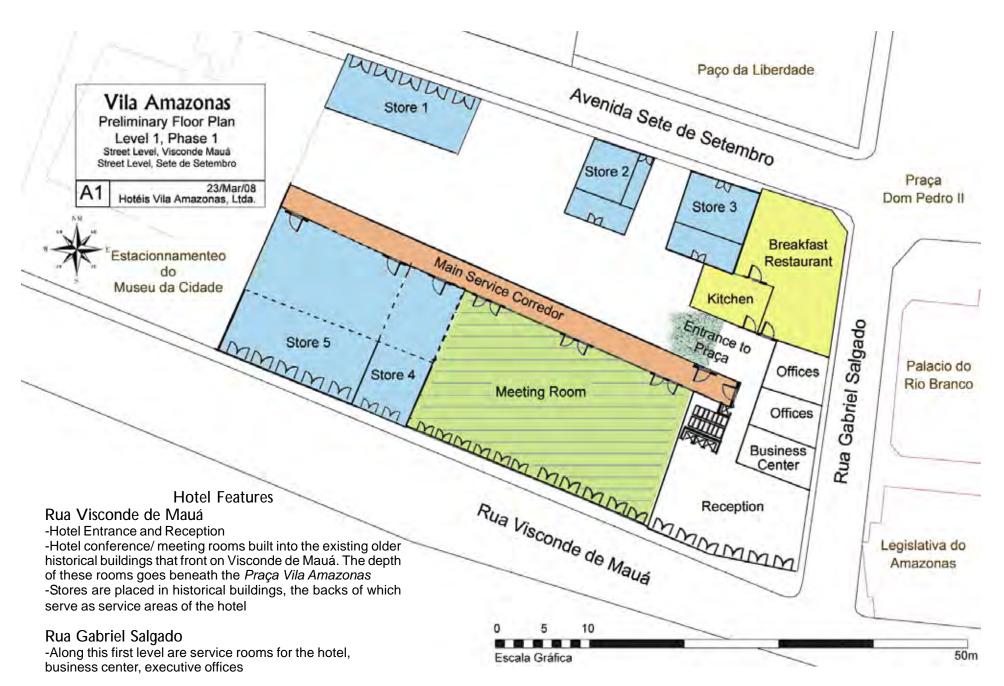
General Features

Hotel Rooms Standardized: 60

Room Dimensions: 4.5m x 10m

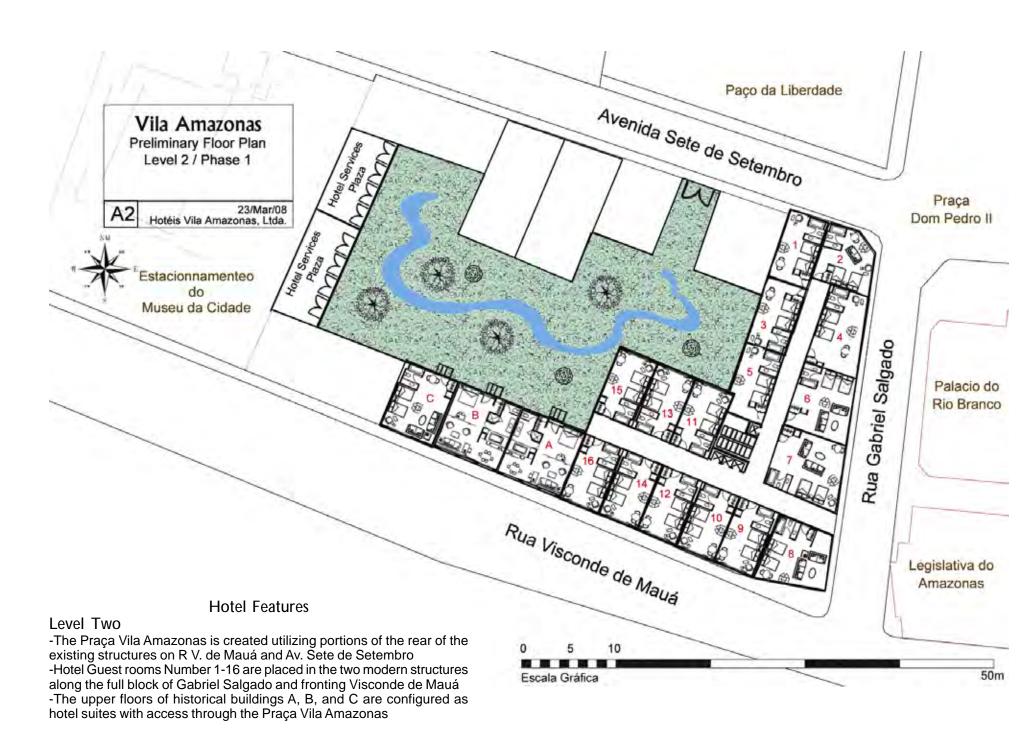
Hotel Rooms, Extended Stay: 7
Restaurants: 2
Taverns: 2
Swimming Pool: 1
Fitness Center: 1
Business Center: 1
Meeting Rooms, small: 4
Convention / Function Rooms: 2

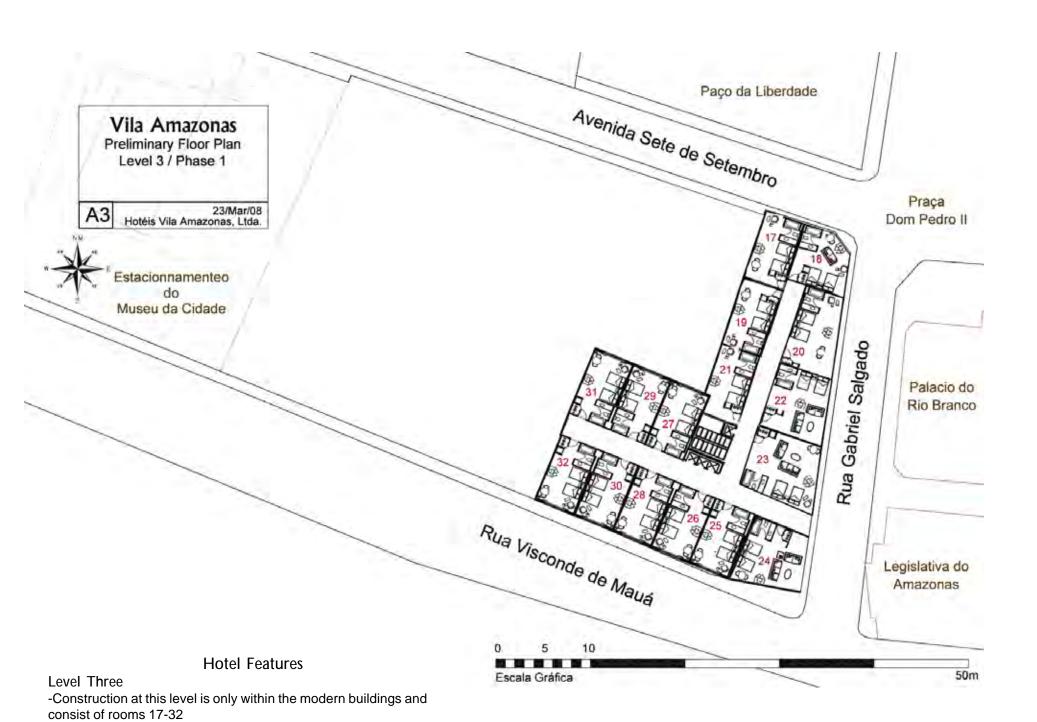


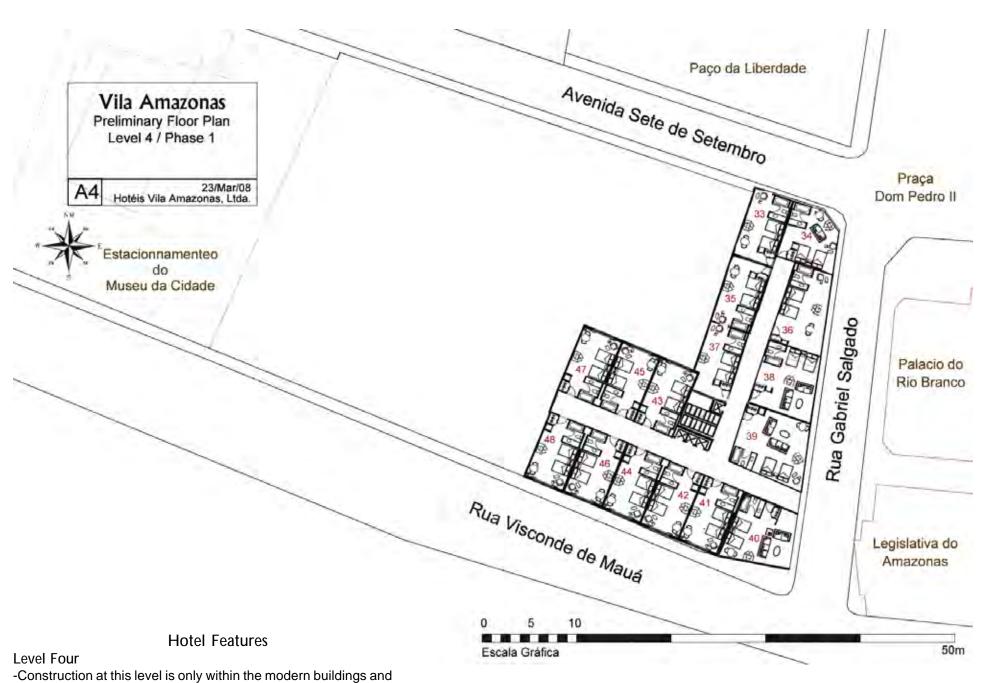


Rua Sete de Setembro

- -Main restaurant on the corner of Rua Gabriel Salgado and Sete de Setembro
- -Three store fronts along Sete de Setembro

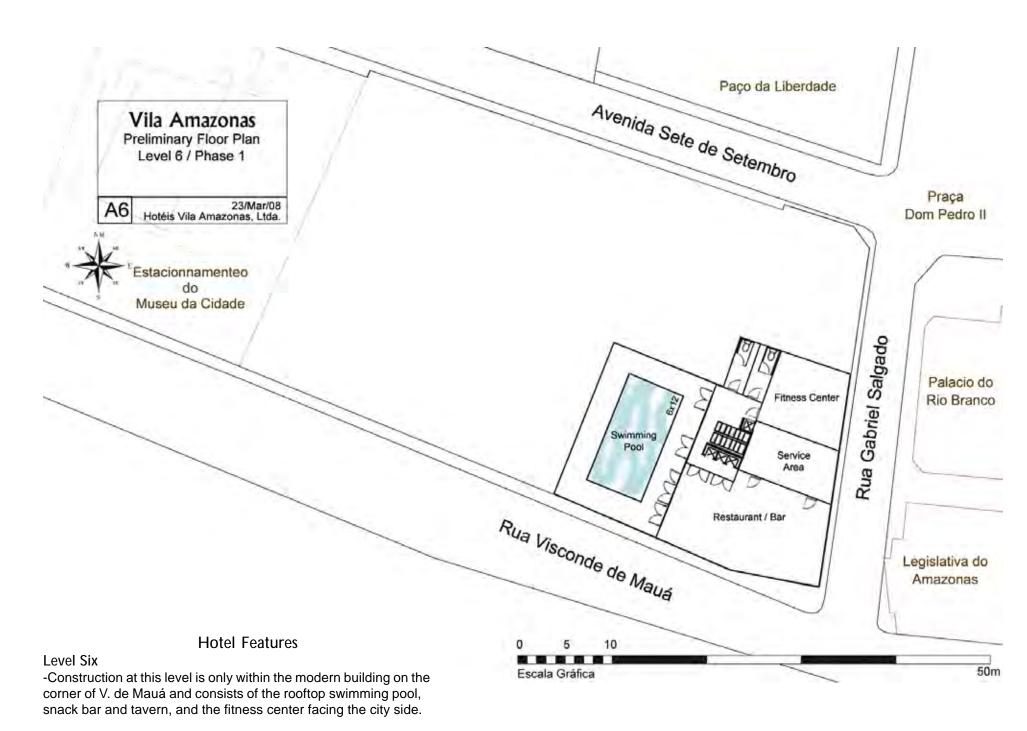






consist of rooms 33-48

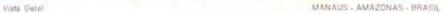






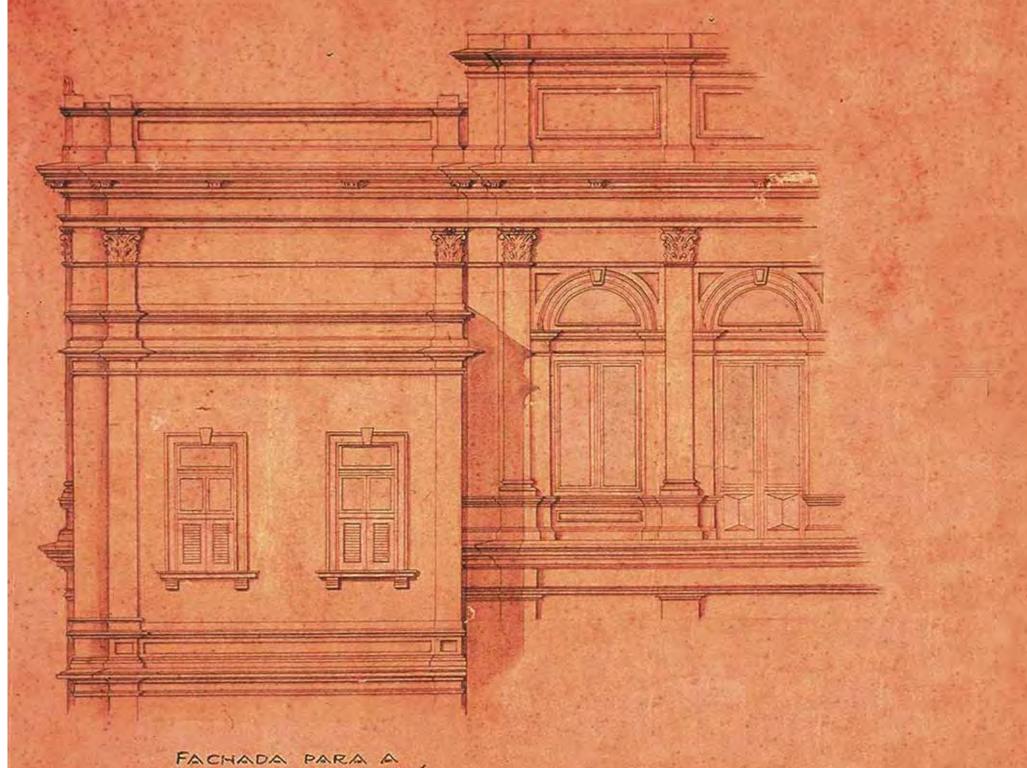












FACHADA PARA A