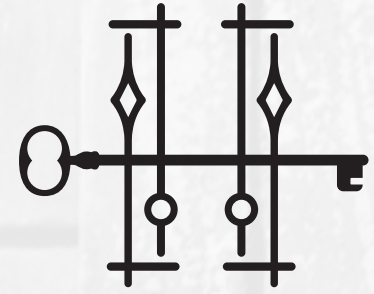


Hidden Homes





Hidden Homes

*The Project*

# Hidden Homes: the format

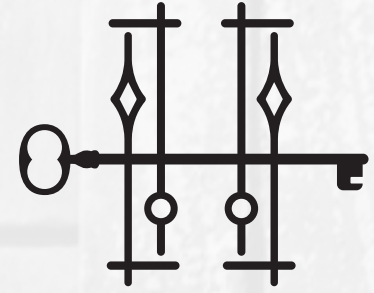
It took seven years to complete Hidden Homes format. For the first time it matches both cinema and literature techniques to the field of real estate, nowadays in great difficulties. The purpose is to select some shabby but full of history mansions and to create, inside of them, some parallel worlds based, especially, on the rediscovery of values and traditions.

The Hidden Homes brand highlights some mansions having feelings and character where the visitors will be surrounded by a world specially studied and created by a team of screenwriters, scenographers, cinematographers and directors working together with other artists. Hidden Homes enclose in their walls an authentic history and they own humanity that reflects their identity. It is a journey without any start or arrival but it has a route with stages where in every Home the visitor lets out and takes a part of himself.

Hidden Homes are abandoned homes and so in contrast with the cliché of the real estate market. A Hidden Home must have some aesthetic and architectural features which can transform it into an artwork, and working on its ruins and flaws every Hidden Home will become a masterpiece.

This is a recovery operation which aims to redevelop the rural environment, giving back a profitability to the Home with positive effects on the local context too. This operation will be the result of a careful selection of mansions with particular identities and will have the support of a professional consulting for technical, legal and administrative aspects as well as the care and the development of the story.





Hidden Homes

*The Project*

# Hidden Homes: the Mission

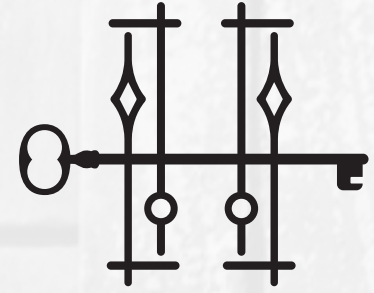
Hidden Homes aims to relaunch and rediscover some abandoned but full of charm mansions and “to humanize” a home with feelings and emotions, giving them an identity that make them distinguishable one from another and to create a stronger empathy between a content and a container, that is visitor and place.

Sigmund Freud argues that the ego “is not master in his own house” because it is set in an unconscious dimension that the human being has always avoided to consider, since a narcissistic deception wanted him to think he was at the center of the universe.

Living an experience in a Hidden Home is, as it happens in Star Trek, an exploration of new worlds and new thoughts, broadening our abilities to expand our capabilities to elaborate the fightings and better understand everything that is foreign to us.

The environment around us, with its landscapes and its traditions, first of all must be well defined and then preserved to guarantee its safety. The Hidden Homes artistic part grants a tale and values collection that can't be destroyed over time. This collection represents the immortality of a place and of the human being too.





Hidden Homes

*Identity*

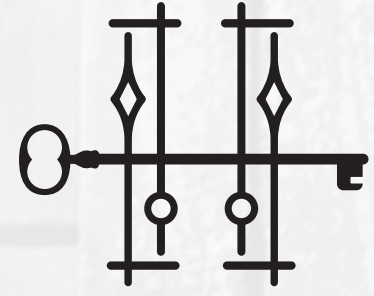
## The “Key” elements

- **Key:** allows you to open doors and opportunities;
- **Gate:** guarantees privacy, respect, personal care, safety;
- **“H”:** Simply “Hidden Homes”

## The “Key” elements

- **Exlusive:** HH is a quality brand: an exclusive and highly prestigious circuit;
- **Valori:** Human, historical, artistic and cultural values are placed at the center of the project





Hidden Homes

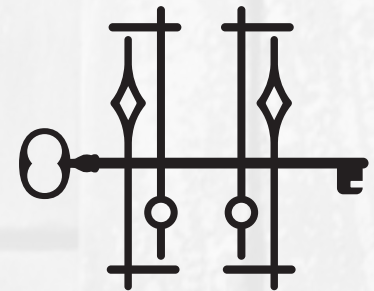
*Identity*

# A choice full of Style

The Hidden Homes brand must be elegant, balanced, modern in the form, but also capable of recalling ancient images and concepts.

It must be recognizable in the impact without overwhelming the image of the single Home. Hence the choice of black and white, to make the matching of different identities easier and more effective.



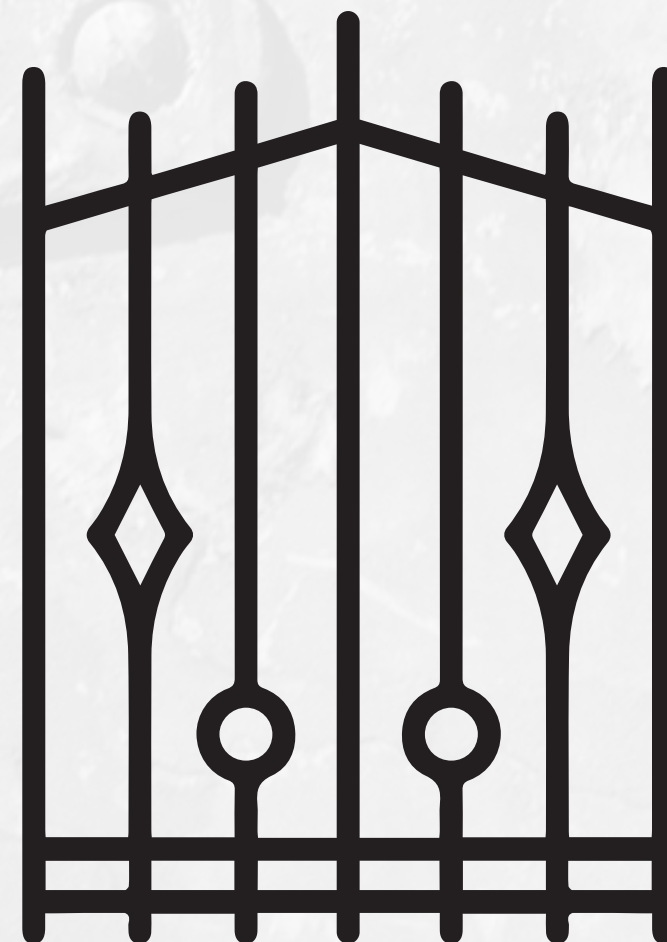


Hidden Homes

*Identity*



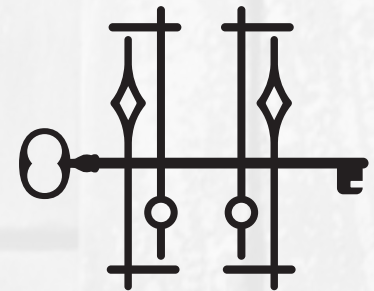
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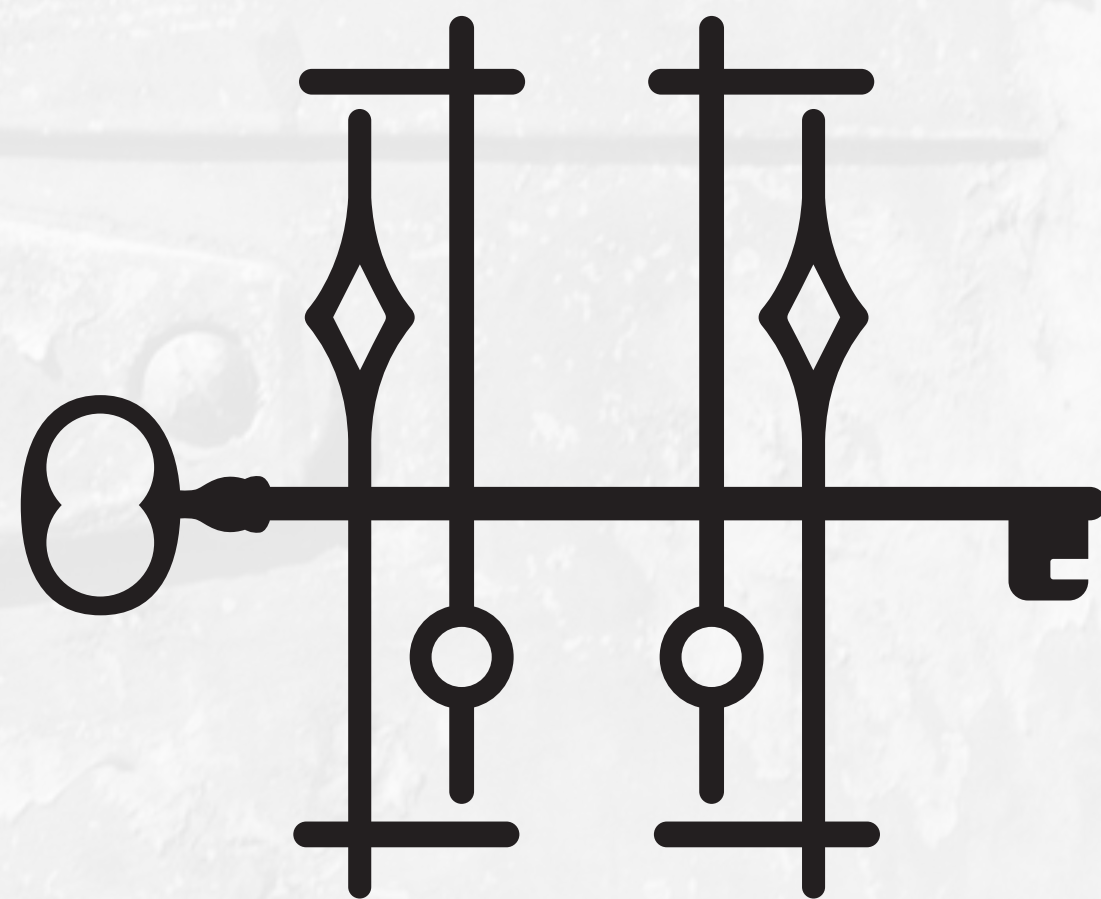
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Hidden Homes

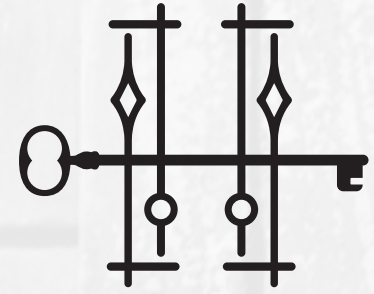


Hidden Homes









Hidden Homes



*The projects*

# Il Castello di Darany

Il Castello di Darany Darany's Castle is the first ever Hidden Home with an "Insight" vision, a mansion located in the center of an anonymous village in Valle d'Aosta near Courmayeur and a centenary walnut tree that has become a key character in the world of Darany's Castle. The wise nut tree is the depository of the sacred promises where the rule of the sacred word is in force.

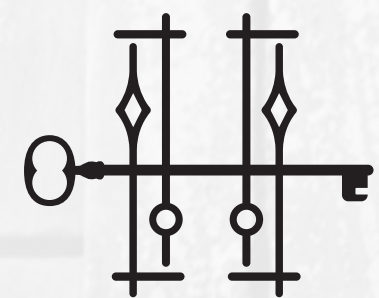
Today the Castle has become an emotional point of arrival that attracts guests from all over the world, including international artists, thanks to its tailor-made and personalized reception method. It is atypicality skillfully designed on the disadvantage of defects by masterfully converting them into indisputable virtues.

The story of Darany's Castle is inspired by Ghibli's animated films "The Enchanted City" and "Howl's Moving Castle", a spa where people regenerate their spirit in a place without any space or time.

In 7 years we have created a home that reflects the DNA of its owner who has nomadic origins, to create a wandering place, devoid of space or time. A tramp place but with solid rules.

Darany's Castle is an emotional point of arrival without any prejudice or preconceptions and this is why it is often the destination of many artists and great thinkers.

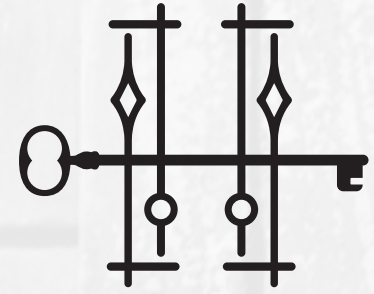




Hidden Homes







Hidden Homes



*The projects*

# Casa Figaro

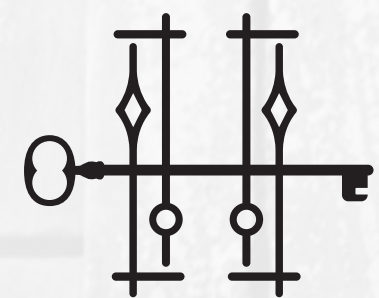
Casa Figaro Figaro Home is the second Hidden Home but its mission is aimed at discovering the area, creating a relationship between the individual and the outside world. Figaro Home is located in a little-known village in Garfagnana, in Lucca's province and owned by Alessandro Figaro, a character deeply tied to his roots.

This is the first Hidden Home with an "Outsight" vision and its story is inspired by the tales of the "Little Prince" by Saint Exupéry and "Peter Pan" by K.M. Barry, where, through the playful experience, the child learns to interact with the adult world and where the adult can rediscover his inner child.

It is an adventurous and playful experience and also an excellent exercise where guests rediscover and cultivate their inner child and, at the same time, their investigation contributes to the rediscovery and development of the territory, leaving a sign of their passage for the visitors and the future generations.

The childish element is considered the most precious investment to ensure a safe and balanced future but above all managed by future managers or entrepreneurs who are sensible to the wealth of an emotional resource.

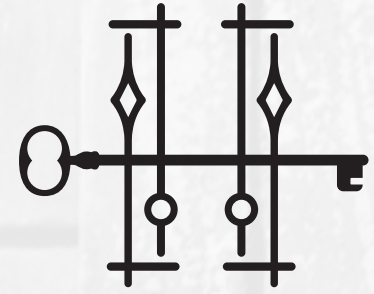




Hidden Homes







Hidden Homes

*The projects*



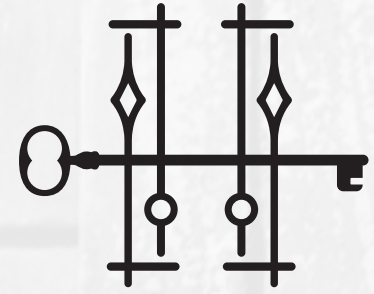
# Diffused Emotional House

Hidden Homes Hidden Homes are the first "I FEEL EYE FILL" houses playing with the homophony of the words and they will start with a first international project along the Via Francigena that starts from Rome to Canterbury, crossing Italy, Switzerland, France up to England.

The first 13 mansions will follow the steps of Sigeric who we can define as the pioneer of our modern Navigator. Not only is Via Francigena a route of commercial and cultural exchanges, spiritual voyages and interior researches but also an act of generosity and hospitality in welcoming pilgrims and travelers along their long and arduous journey.

Hidden Homes start with an ambitious international project that will identify mansions with specific characteristics to create a group of Hidden Homes along Via Francigena. A sentimental and emotional pilgrimage between Rome and Canterbury but above all a path where people will have to get lost in the worlds of the Hidden Homes only to find themselves.





Hidden Homes

*The projects*



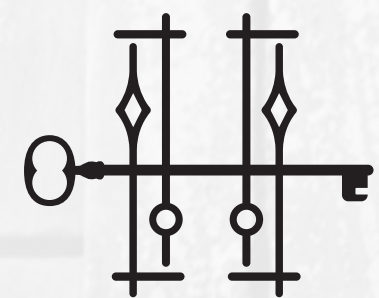
# Living Experiences

Today's society is conditioned by the constant presence of indecision and fear, in addition to the fragility of character and our emotions. We find the origin of all our limitations hidden in us but also in the instability and increasingly precarious conditions of the markets and politics that affect and are reflected in the strategic choices of work and the course of our daily life.

Today's times are able to offer new and infinite opportunities but at the same time they produce a process of destabilization in the individual, the bearer of an unmanageable number of stimuli that are difficult to interpret. Everything that is not known and predictable causes a state of profound insecurity, which leads individuals to coexist forcibly with risk, in a climate of social alarm. The focus of Living Experiences is to admit and recognize one's own fragility and, as happens with Hidden Homes, weakness becomes a tool that, with time and dedication, will become an unlimited resource.

It is for this reason that each Living Experience will be customized according to each participant's profile. This will involve preparatory work to be done before, during and after the Living Experiences.





Hidden Homes

## *The projects*



Fatigue in achieving a goal  
and accepting the failure



The Darkside part and  
management of doubt and  
error



Through the knowledge of  
more disciplines in martial  
arts, control of anger and  
frustration

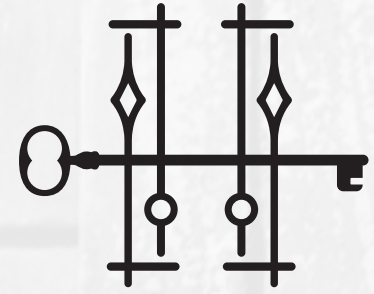


Admitting and managing your  
own inclination to addiction  
as a state of mind



The search for danger and  
limit. How to avoid getting  
hurt





Hidden Homes

*Digital instruments*

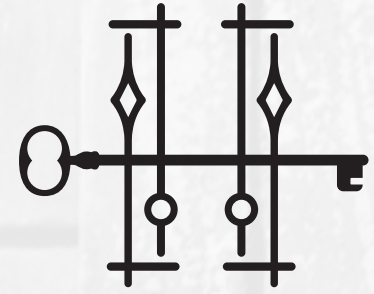
# Hidden Homes Platform

Ogni Each Hidden Home is a small world. A unique place with a history to discover.

The platform is characterized by a delicate, elegant and transversal graphic website, with few elements that have the task of giving voice to the structure and enhancing the spirit of Hidden

Homes. Just open your eyes, open your heart and listen. Technically the platform was developed in WordPress. CMS software with which more than 30% of the sites currently online are developed. To the technical choice is added the availability of blocks and contents organized both by users and the site manager, this will allow you to set the pages according to your proper needs and project development.





Hidden Homes

*Business Model*

# That is why they are not competitors

- INNOVATIVE BUSINESS

There is not anything like this, the project characteristics are really successful due to their uniqueness.

- OUR CUSTOMER AND A SELF-SUSTAINING DATABASE

Every visitor staying in a Hidden Home is a customer who can build loyalty or promote Hidden Homes with other people. The typical visitor belongs to the middle/upper class and he knows how to appreciate a tailor-made experience based on his character profile and his expectations.

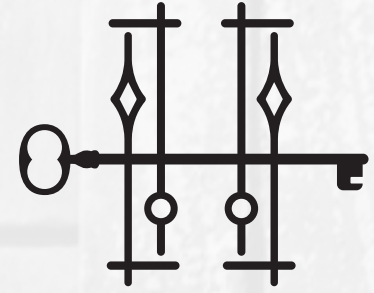
- TEAM BUILDING AND LIVING EXPERIENCES

Through exclusive and niche experiences, Hidden Homes support and help people to focus on some issues which can be helpful to face some life questions or problems. The suggested stages follow the same process of samurai and bushido retreats. Our experiences are addressed to everyone but mostly to those who need to find a way to face their own personal fragilities or an event which created a psychological rift. Also useful for managers and for those who have to take complex decisions or take on important responsibilities.

- LOW COSTS:

Le Hidden Homes will have a lean management because each collaborator will sign a contract on a project or on call basis. Duties will concern the consulting of Hidden Homes business such as the sales office, PR and reservations part. For what concerns the consultancy for the creation of the identity of Hidden Homes we will take care of the research and selection of the mansions and we will select the artists who are





Hidden Homes

*Business Model*

# Perché non esistono altri competitor

best suited to the type of Hidden Home. We have the opportunity to tap into the largest database of professionals operating in the cinema and television sector.

- NEW BUSINESS

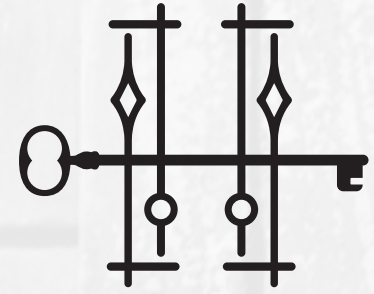
HHidden Homes can develop various spinoffs that can propose alternative solutions in the hospitality and real estate sectors. To be successful, a business must be multi-directional. Each Hidden Home can in turn generate other businesses using the financing formula of brand placement and product placement that can be applied both to institutional financing and to sponsorships of companies or medium / small businesses. Revaluation and relaunch of MADE IN. We have the chance to collaborate with leader brand placement and product placement experts

- A UNIQUE MANAGEMENT

A mindset of professionals in the real estate sector combined with the most creative minds of cinema and literature world, the experiences will be the guarantee of the success of this project.

- A NEW WAY OF PROFESSIONAL COLLABORATION IN THE CINEMA AND LITERARY SECTOR. Creativity is the most important element of the project. Worlds will have to be created with their own history and rules. The creation of identities that are engaging, easily understandable, adaptable for anyone. A Hidden Home will no longer be a simple property but an artistic expression that will acquire value due to its uniqueness and will be considered a work of art.





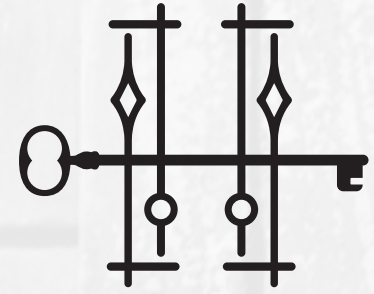
Hidden Homes

*Business Model*

# Coworking and Hidden Homes Team

- 1) Studying of the identity and Hidden Home history design performed by a HIDDEN WRITERS team operating in the cinema and literature sector
  - a) drafting synopsis
  - b) character profile
  - c) conception of a world
  - d) storyboard
- 2) Communication work with press office and social channels
- 3) Scenography work and emotional environment
  - a) Logo creation
  - b) Site creation
  - c) study of language
- 4) Bureaucratic procedures with public authorities
- 5) Legal procedures for trademark registration and other operations
- 6) Practices for public and private financing.
- 7) Negotiation for product placement and brand placement sponsorships
- 8) Scenography and emotional interior projects
- 9) Renovation and maintenance





Hidden Homes

*Business Model*

# Numbers

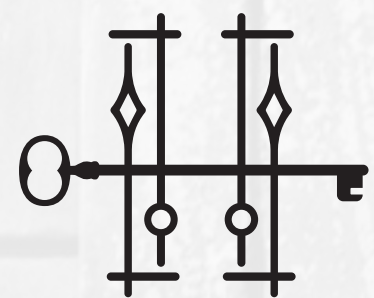
Costo Overnight stay cost from 90.00 to 200.00 per person

Living Experiences membership 3,000.00 per person

All the activities that will be part of our guests' experience are subject to charges

Occupation expected from a minimum of 40% to a maximum of 80% per year



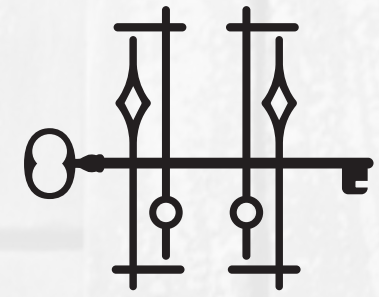


Hidden Homes

Press







Hidden Homes

Press







*Press*

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Darany e le sue living experiences al  
Castello di Benedetta

Aisopos (https://www.aisopos.it/) - Lifestyle (https://www.aisopos.it/category/lifestyle) - Hotelaria e Resort (https://www.aisopos.it/category/lifestyle/hotelaria-e-resort/) - Darany e le sue living experiences al Castello di Benedetta



• • by Paolo Pasquero

in Giochi 21 marzo 2019

Categoria: Hotelaria e Resort (https://www.aisopos.it/category/lifestyle/hotelaria-e-resort/), Lifestyle (https://www.aisopos.it/category/lifestyle/), Ultimo Notizie (https://www.aisopos.it/category/ultime-notizie/)

Like

Continua il racconto di Benedetta Melzi, iniziato con la pubblicazione del 24 gennaio https://www.aisopos.it/castello-di-darany-a-benedetta/

Molti sono stati i lettori che ci hanno contattato, affascinati dalla sua storia e a tutti abbiamo offerto la possibilità di un dialogo con Benedetta.

Paola Passaro

«Mi hanno chiesto in molti di poter scrivere un romanzo ispirato alla mia storia. Sicuramente il fascino del melodramma ha sempre stimolato la curiosità di chi insegue lo scoop o la storia da Best Sellers. Oggi ho deciso di confidare alcuni dettagli della mia storia alla mia amica e collega Paola Papagno con la quale abbiamo creato una agorà virtuale come Asopos e reale come il Castel o di Darany, dove gli imprenditori possono collaborare e sviluppare progetti. Paola Papagno è quindi la persona che ho scelto perché non c'è niente di più liberatorio di un atto di fiducia. Specialmente per una persona intrappolata come me nella sua diffidenza.



La mia storia inizia con una serie di eventi tragici e misteriosi, a partire dalla morte di una giovane coppia inglese che rimase vittima di un incidente d'auto in periferia per Bangkok. Dovevano sistemare le ultime pratiche per un'adozione. Nei giorni successivi all'incidente qualcuno fece in modo che la notizia arrivasse alla mia attuale madre perché la bambina che avevano individuato per mia madre [...] e qui colpo di scena, non si trattava della sottoscritta!; venne rapita e scomparve nel nulla. Mi sono sempre chiesta che fine avesse fatto e come una decisione allora priva di motivazioni, l'intera vicenda...

Sono sempre stata dell'idea che alcuni episodi debbano rimanere nel silenzio. Ho lavorato a contatto con la parte più buia dell'animo contrapposta al mio pungente disagio di vivere illegittimamente una vita che non era destinata a me. Ci sono stati troppi sacrifici perché si tradasse il mio percorso. Non riuscire a dare il giusto valore a una vita che mi è stata offerta è la base del mio essere inquieto. Sono costantemente in fuga da me stessa che mi ha spinto a desiderare un luogo di approdo come il Castello di Darany. Nella mia vita da errante ho scoperto dell'esistenza di altri posti delle anime che come il Castello di Darany, sono dei luoghi di partenza e arrivi, di attesa e addii.

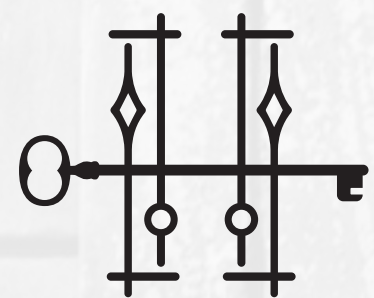


Ha bussato alla porta del proprietario di Casa Figaro in un paesino sconosciuto come Gordigliaro, impoverita di tutto, anime, sentimenti, soldi, lavoro. Sono stata accolta e accettata in un mondo fatto di piccoli gesti quotidiani come un caffè offerto al bar da Giancarlo e Luca, la pizza del sabato sera con Bruno, Beppe e la piccola Zoe, l'appuntamento con Gil Giacomini davanti al cinema Calcefer in compagnia del gatto Nelson. Ho trascorso questo ultimo anno scegliendo di condurre una vita solitaria e di preparazione al cambiamento. Casa Figaro mi ha aiutato a riordinare il mio io e ha rappresentato per me qualcosa di casa e famiglia che non ho mai avuto.



Avevo ventici anni quando ho iniziato a viaggiare nel dark side delle persone. Chi si risveglio a me mano persone che - avendo ceduto alla tentazione di cattive abitudini - dovevano recuperare credibilità e riconquistare l'opinione pubblica. Entrare nell'intimo più profondo, per comprendere i meccanismi della





Hidden Homes

Press

**INVIDENZA**

Avviso manifestazione interesse affidamento incarico componente Organismo di Vigilanza

Attualità

## "Sicurezza a cavallo", il convegno di Milano

Categoria: Attualità, La federazione  
10 Maggio 2018



L'argomento è stato approfondito grazie all'evento patrocinato dalla FISE e organizzato da Castello di Darány di Gratiolen

È stato presentato lunedì 9 maggio al Carler 1930 di Milano il primo Progetto Sicurezza A Cavallo organizzato dal Castello di Darány di Gratiolen Produt con il patrocinio della Federazione Italiana Sport Equestri.

Scopo del progetto è quello di formare cavalieri e istruttori ponendo la massima attenzione alla sicurezza, in ogni situazione. Saper cadere senza conseguenze, nutrirsi in modo sano ed equilibrato, assumere atteggiamenti psicologici positivi in generale e creare un rapporto positivo con il cavallo, sono solo alcuni degli argomenti trattati.

Il progetto che debutterà con workshop e masterclass estive in Val d'Aosta presso la struttura del Castello di Darány, prevede poi il una succursiva tesa dal mese di ottobre con il coinvolgimento di diversi circoli ippici d'Italia.

Alla presentazione sono intervenuti Benedetta Darány Melzi, titolare del Castello di Darány, Maria Pia Miravella, responsabile della comunicazione del progetto, Andrea Cini, istruttore federale di livello A.

atologi, Francesco Velari responsabile dei rapporti cavallo-cavaliere, Vito Traversa, medico nutrizionista, Gianluca Pintano, maestro di arti marziali e Giovanna Piccolo, Presidente FISE Val d'Aosta.

Il progetto ha avuto il patrocinio della Federazione Italiana Sport Equestri, anche grazie all'intervento in materia del presidente della FISE, Vittorio Orlandi, da sempre sensibile ai problemi della sicurezza negli sport equestri. Alla presentazione hanno preso parte il Presidente del Comitato Regionale FISE Lombardia, Uberto Lupatelli e il Presidente dell'ASSE Giuseppe Moretti.

"Il Castello di Darány- Le Ferriere delle Alpi" è una grande struttura nel piccolo borgo di Gratiolen, a Saint Nicolas in Val d'Aosta, che al di là della semplice gestione turistica promuove seminari, corsi e workshop nell'ambito della cultura, dello sport e del benessere.

### ARCHIVIO NEWS

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