

Crippaconcept: THE EVOLUTION OF GLAMOUR CAMPING

The constant search for innovative designs in harmony with the environment, paying attention to energy efficiency and mainstream communication projects have promoted the evolution of the open-air holiday sector, constantly attracting new clientele.

Crippaconcept*, a leading Italian player in the design and construction of mobile homes and luxury tent lodges boasting high quality with low environmental impact, created for professionals in the hospitality and outdoor recreational activities sectors, aims to create a unique and functional product that attracts more and more people to an outdoor holiday, combining in one project both comfort for guests and the entrepreneurial vision of our customers.

Crippaconcept is one of the leading companies in the **culture of glamour camping in Italy** and Europe alike. Founded in 1967, over time it has positioned itself as a benchmark for product proposals, for events and initiatives aimed at open-air tourism, catering to both professionals and the general public.

The company offers a complete range of accommodation and furnishing accessories that guarantee operators in the sector tailor-made, fully customisable and turnkey solutions. Mobile homes are products that fully meet the demands of the current evolution of the open-air hospitality market: on the one hand, the search and demand of the mass market for stays and staycations immersed in nature, and, on the other, the growing green sensitivity of entrepreneurs in the sector and the rapid changes related to the tourism industry. Crippaconcept mobile homes are adopted in the most advanced glamping villages and resorts in Italy, Spain, France, Switzerland, Austria and Croatia and, from 2021, they are also distributed in the Netherlands thanks to the opening of a commercial office in Amsterdam.

Crippaconcept is a registered trademark of Crippacampeggio srl, a company that started out as a manufacturer of tents for camping. Today this brand offers a series of glamping solutions that offer a contemporary and refined design to those who love holidays in contact with nature, but do not want to skimp on comfort and exclusivity. Thanks to the communicative drive and the presentation of always trendy accommodation units, Crippaconcept has promoted an undeniable demand for alternative hospitality solutions, which is why it is able to create a simple, scalable product, adaptable to the different needs and requirements of the Camping Villages. Crippaconcept products offer Camping Villages and operators - whether start-ups or multinational brands - a personalised and flexible offer from a commercial point of view, whether it is a project for a single unit, spaces with multiple configurations, all the way up to whole master-plans for new Camping Villages.

Crippaconcept: the numbers

Crippaconcept is based in Carate Brianza (MB). Its main production centre is located in Torre d'Isola, employs over 150 people and covers an area of 25,000 square meters. It has recently been joined by the creation of Spazio Crippaconcept, the first permanent open-air show room ever built in Italy, which reproduces a glamping village in which all the models made by the company are exhibited, and where there is no shortage of meeting areas and commercial offices. To these are added the strategic sites of San Giustino, in Umbria, and Poreč (Parenzo), in Croatia, which are integral to the company's production and distribution capacity. With over 300 people involved, Crippaconcept builds an **average of 2500 mobile homes and lodge tents every year.**

*"Today the horizon has changed compared to 2010, when we completely transformed our production: we had robust expertise in the sector - explains **Sergio Redaelli, CEO of Crippaconcept** - but we have further strengthened our ability to have an ever smaller impact on the environment. We are always looking for ambitious partners and new solutions focused on sustainable design, production and materials, in order to revolutionise the current model of open-air tourist accommodation. Solutions that support and complement our customers' investments in a concrete manner, in terms of eco-compatibility and of their guests who choose glamour camping as a holiday style in aesthetically contemporary accommodation that does not consume soil, that is recyclable, and is completely safe to enjoy with your family or friends".*

PRODUCT RANGE

Crippaconcept Mobile Homes and Lodge Tents are cutting-edge mobile accommodation solutions thanks to their ergonomics and style. Thanks to turnkey solutions for the **mainstream** segment, the company is able to customise accommodation proposals down to the smallest detail, also for the **slow-luxury and luxury** tourist segments, effectively integrating aspects related to **eco-sustainability** and **better accessibility.**

Environmental sustainability

By designing mobile solutions for open-air tourism that do not consume soil, Crippaconcept is constantly committed to respecting the environment and the landscape, starting with the **responsible sourcing of construction materials.** Even in its basic version, a Crippaconcept mobile home is designed to be resistant, safe and durable, thanks to the predominantly **recycled and 99% recyclable construction materials.** The supporting structure in galvanized steel, floors in recycled and recyclable material, and ventilated walls that ensure minimal heat loss and thus reduce waste during the cooling and heating phase of the mobile unit, all work towards better living comfort.

The company has reached a higher level of sustainability highlighted by the **BIO-GREEN seal of approval.** BIO-GREEN-classified mobile homes are designed and built with natural and recycled insulation to reduce the energy demand of the housing unit, ensuring greater energy efficiency. A concept that adds to the potential of renewable energy systems applied in the greenest Camping Villages.

Insulated floor, walls thermally insulated with cork, wood or ecological fibre cement cladding, with very high fire resistance for greater safety. In the **BIO-GREEN +** models, even the interior textile furnishings are made of completely natural fabric.

"NUOVI SOGNI" [NEW DREAMS]

COMMUNICATE THE CULTURE OF GLAMOUR CAMPING OPEN-AIR HOLIDAYS

With the goal of overcoming some stereotypes related to open-air tourism, while simultaneously attracting new clientele, Crippaconcept has chosen to communicate that today's open-air holiday has accelerated its evolution towards housing solution comfort, sustainability and design, with special consideration the quality of landscape design. Indeed, we are transforming holidays in a camping village, both in form and substance, into **a completely new experience**, into **Nuovi Sogni**.

Nuovi Sogni* is the brand of the cross-media communication channel activated with the involvement of collaborations in three different areas with significant communication activities: the academic world both for planning and for economic-scientific research through partnerships with the Faculty of Civil Engineering and Architecture of the University of Pavia and the MET-Master's in Tourism Economics at Bocconi University; participation in Milan Design Week 2019 with a glamour camping area in Piazza Castello in Milan, flanked by a calendar of events and conferences open to the public and attended by all the most authoritative voices of open-air tourism in Italy; presence at the most important tourism fair in Italy, and digitalisation of the camping holiday choice process through the creation of an App of the same name, Nuovi Sogni and a website www.nuovisogni.it in collaboration with the students of the Digital Communications Specialist Master's at the Catholic University of Milan; and, in late 2019, the release of the first volume in Italy dedicated to the historical evolution of the mobile home by Prof. Carlo Berizzi and Luca Trabattoni in collaboration with Crippaconcept. Alongside this schedule of extraordinary events, there was no lack of attendance and participation in talks, conferences and industry events, as well as storytelling on paper, social and digital media.

In 2021, Crippaconcept presented its first fully recyclable mobile home prototype, **WONDERLAND**, a project born out of a collaboration with the AUDe laboratory of the Faculty of Civil Engineering and Architecture of the University of Pavia, led by Prof. Carlo Berizzi. This long collaboration gave rise to two new publications: the homonymous "Wonderland" which tells the story of the research pathway and "Thomas Holding presents 4 stories about camping, nature and herring", a fun graphic novel - again in collaboration with the AUDe laboratory - which traces the origins of the campsite up to the most advanced forms.

Crippaconcept took part in the construction of the first glamping resort in a biopark in Italy: **LAKE EYASI RESORT** by Zoom Torino. A major hospitality project with 20 accommodation units aboard a Tanzanian-inspired bio-lake.

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