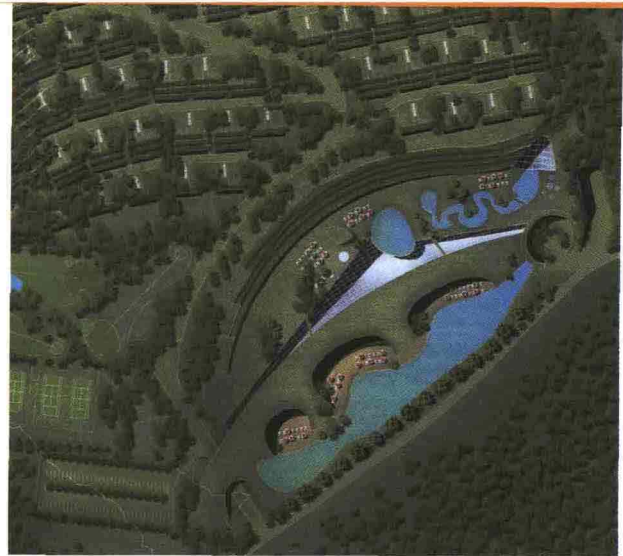


Region: Sardinia
Villasimius (Cagliari)

KEY DATA

Asset class: tourism
Area: 264,000 m²
Value: EUR 65 million
Timing: works begin in 2009

// The **Addamiano** Group has decided to enter the hotel sector and will do so through the front door with a project in the land of holidays”, declares Giosuè **Addamiano**, managing director of Addamiano RE. After reclamation, residential and business centre projects, Playa del Rey will be the first investment outside the scope of these areas, “an investment that principally aims to diversify market activity and risk.” The details of the masterplan by Massimo Roy are currently being



assessed by the developer and an advisor. The project involves a luxury accommodation complex of 12,000 m², 15,000 m² of tourism-hotel structures with 220 rooms and 8,000 m² of business services. All of the buildings will be totally immersed in greenery, because, as **Addamiano** explains, “the philosophy behind the project is to fit in perfectly with the naturalistic setting of the area. The architecture and settings will therefore be rigorously Sardinian and will use native, environmentally sustainable materials.”