



masterconcept
understanding projects

established 2002

AUSTRIA | CIS | UKR | CHINA | UAE

ABOUT US

Masterconcept is an international multi-disciplinary consulting and project development firm, based in Austria with branches in CIS countries, Central Asia and Asia. We do have decade long experience and proven record in *moderating, structuring and realizing large scale touristic and real estate 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 anker (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, Salzburg2014 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:

MASTERCONCEPT – MAJOR EVENT PROJECTS 2002 - 2022

Sochi 2014



Football Worldcup 2018



Beijing 2022 Olympic Winter Games



Работа над Олимпийскими заявочными книгами и с Организационными комитетами



MC STRUCTURE – AUSTRIA / CIS / UKR / CHINA / UAE



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: ❖ Okhta Park, Golden Valley ❖ A101 Moscow Park ❖ Vorobeyove 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 ❖ 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 ❖ 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

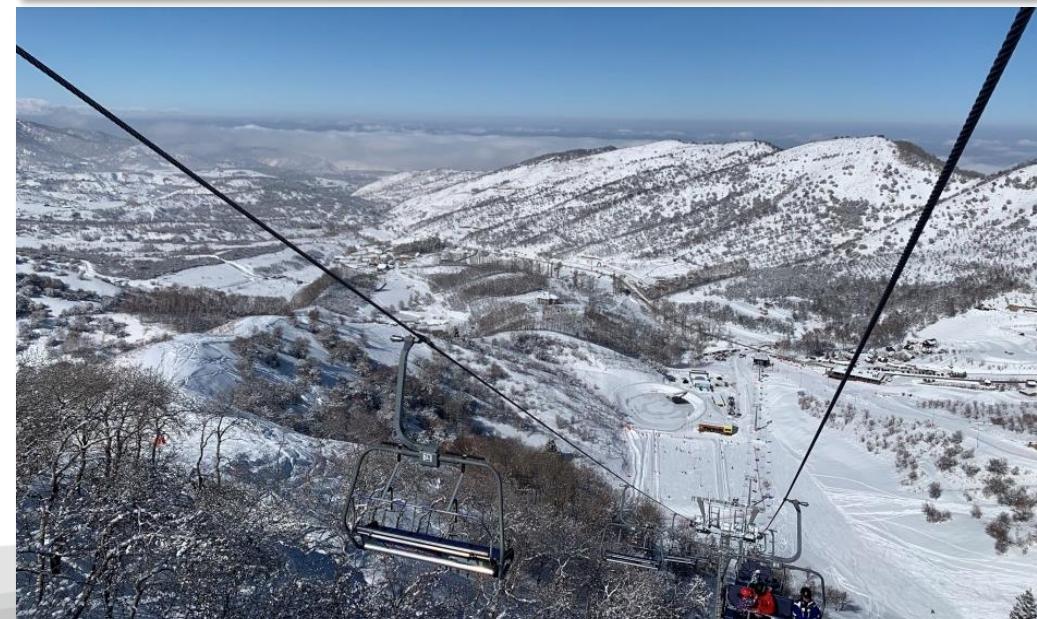
NO	PROJECT	DATE	TASK & SUB PROJECTS
1	BISHKEK MOUNTAIN TOURISM CLUSTER - Baitik	2020 – 2023	<ul style="list-style-type: none"> - Assessment + Strategy - Masterplan - Territorial Plan - Lift + Slope Design - Object Design (Restaurants, Stations)
2	ISSYK KUL LAKE – NATIONAL SPORTS CENTER	2022 - 2023	<ul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



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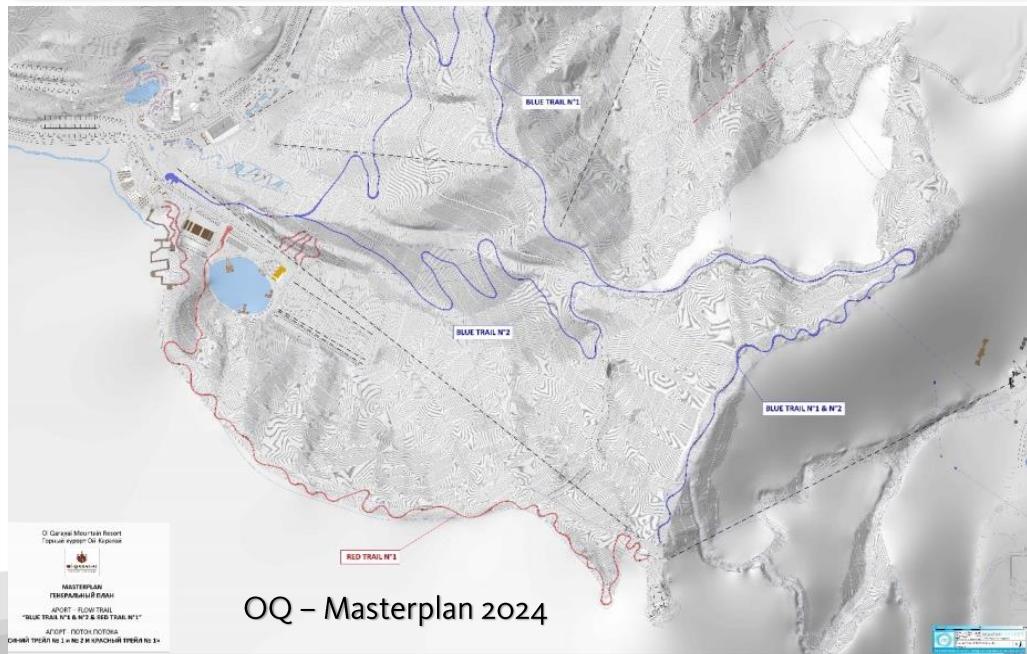


ALMATY / OI QARAGAI (2017 – ongoing)





ALMATY / OI QARAGAI (2017 – ongoing)





ALMATY / OI QARAGAI (2017 – ongoing)



NEW ECO BUNGALOWS – Oi QARAGAI





Oi QARAGAI AK TAS -MOUNTAIN RESORT

(currently in realization)



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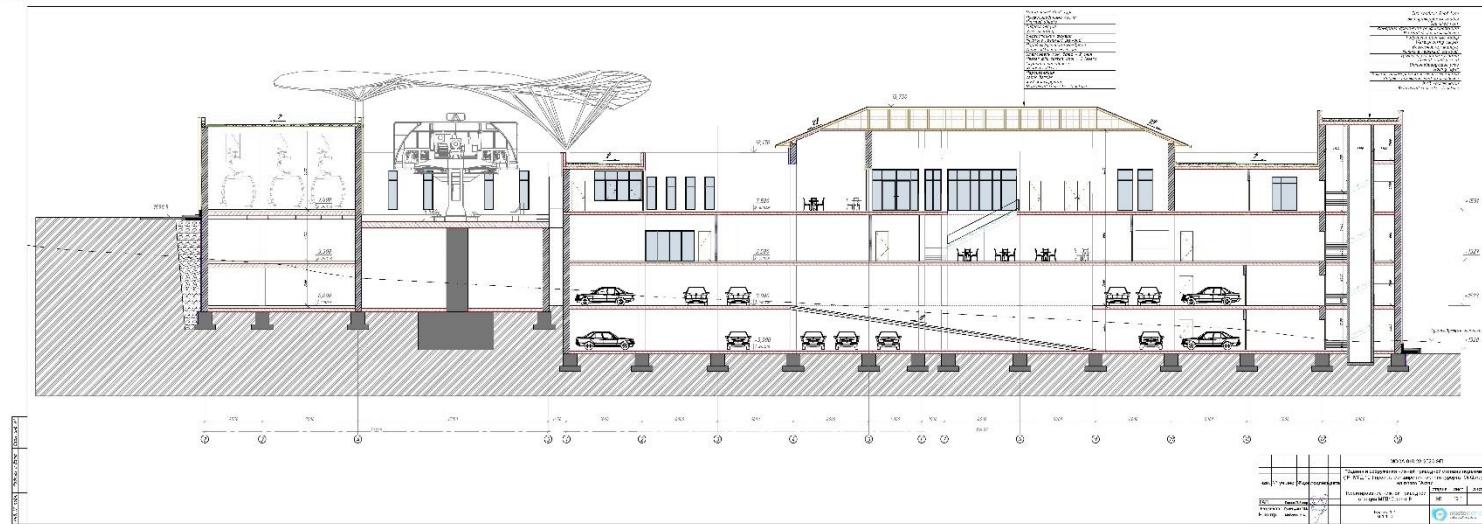
AK TAS BOTTOM STATION +1.531m



WEST VIEW



Oi QARAGAI AK TAS –MOUNTAIN RESORT





AK TAS TOP STATION & RESTAURANT +2.140m





AK TAS TOP STATION & RESTAURANT +2.140m



AK TAS TOP STATION & RESTAURANT - 1ST FLOOR
© MC Masterconcept Concept Ltd. Saratov - 2014



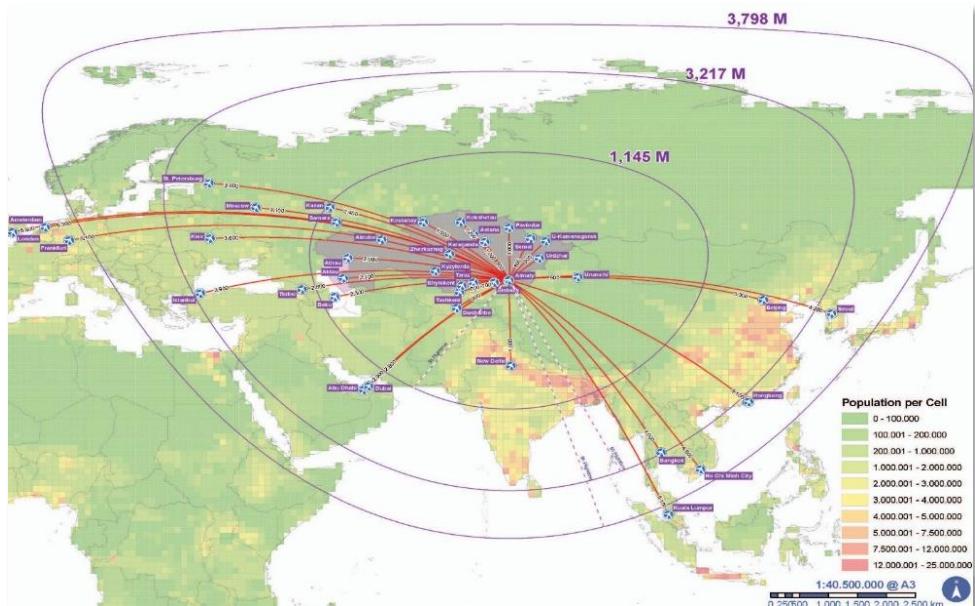
SHYMBULAK / TUYUK SU (2017 – ongoing)



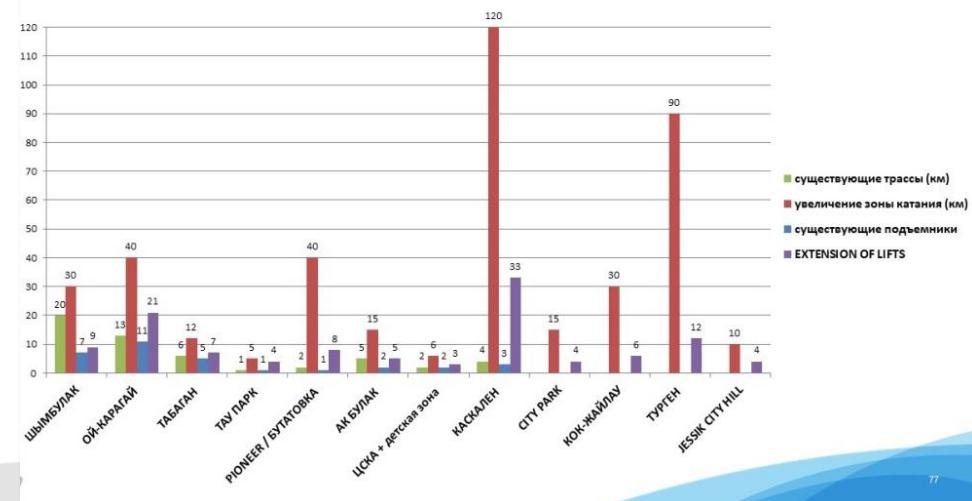
SPA HOTEL & CHALETS – Tuyuk Su



ALMATY REGIONAL TOURISM MASTER PLAN



ПОТЕНЦИАЛ РАЗВИТИЯ НЕБОЛЬШИХ ГОРНОЛЫЖНЫХ КУРОРТОВ





SOR LAKE / KAZ – HEALTH, SPORT & LEISURE RESORT

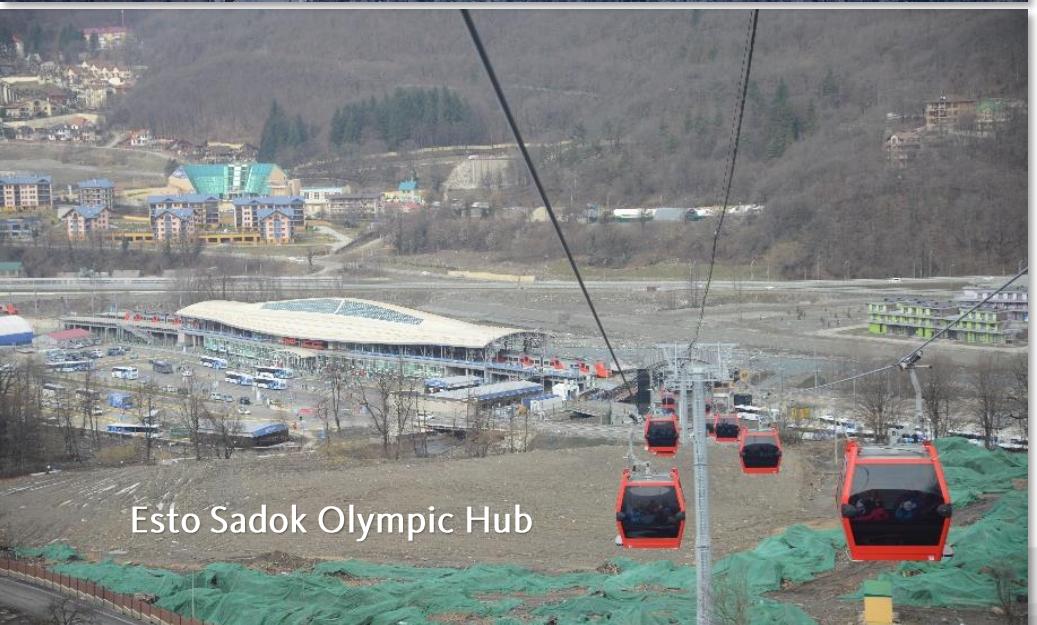




SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



Roza Khutor 3S gondola



Esto Sadok Olympic Hub



Krasnaya Polyana Olympic Hub



Masterconcept / SMC Sochi Team



SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



Sochi Krasnaya Polyana Hub



Psekhalo Ridge Olympic Village



Olympic Ski Jumping



Psekhalo Ridge Olympic Village



SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



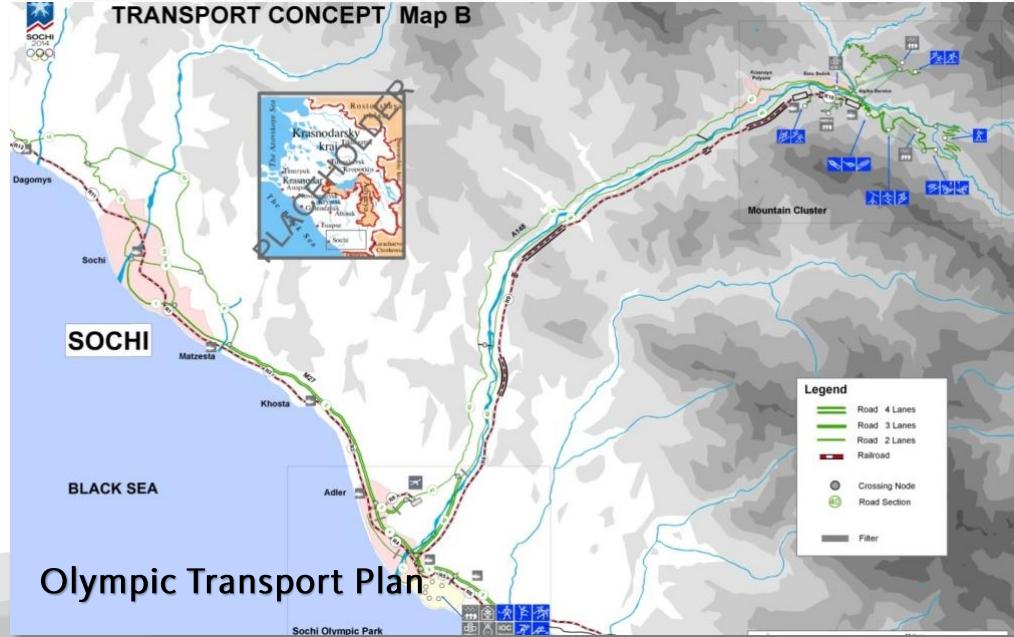
Psekhako Ridge Olympic Village



Mountain Transport Hub



3S Gondola – Psekhako Ridge





SOCHI 2014 OLYMPIC WINTER GAMES (2008 – 2014)



sochi.ру
2014

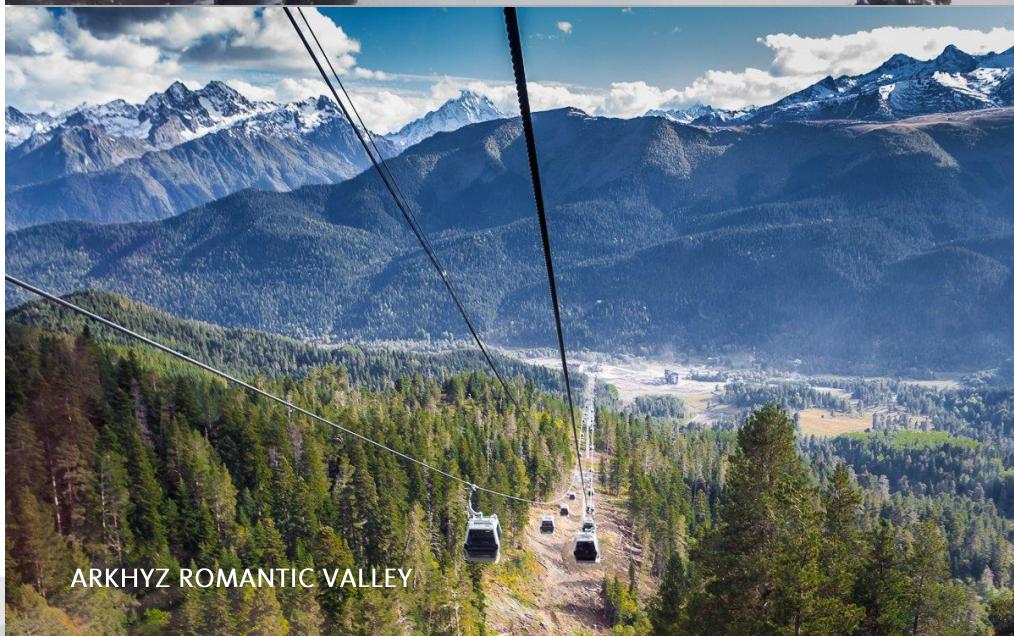
Full project design by MC



NORTHERN CAUCASUS RESORTS (2009 – 2014)



ARKHYZ MOON VALLEY



ARKHYZ ROMANTIC VALLEY



NORTHERN CAUCASUS RESORTS (2009 – 2014)





RUSSIAN RESORT PROJECTS (2012 – 2019)

Manzherok Resort / Altai Mountains



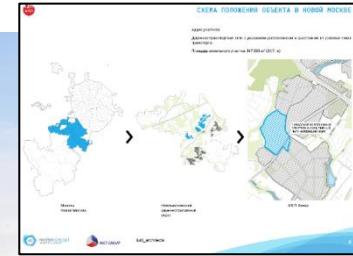
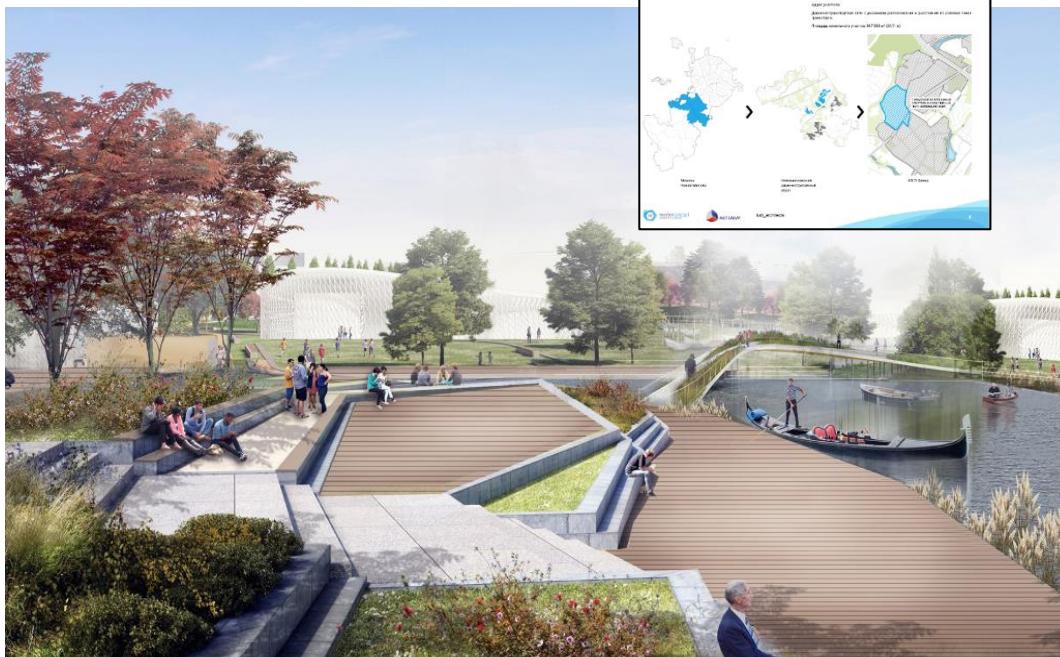


RUSSIAN RESORT PROJECTS (2012 – 2019)



MOSCOW A101 – SKI & LEISURE PARK

Вид 3-2. Деревня активных развлечений. Зима



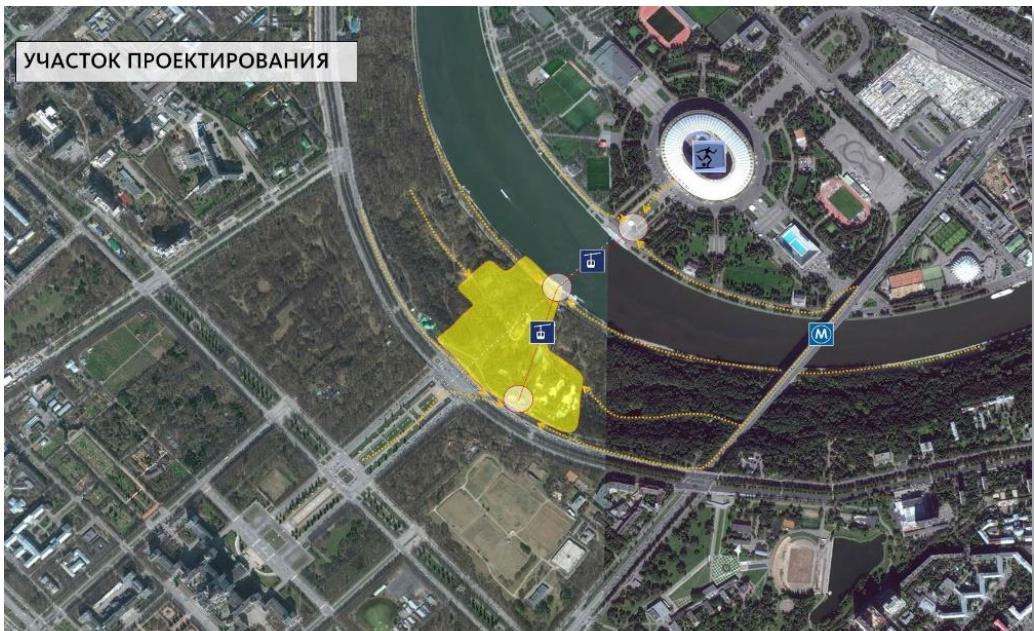
Вид 11. Лесопарк



Вид 12. Пляж



MOSCOW VOROBEOVY GORA SPORT & LEISURE PARK (2015)



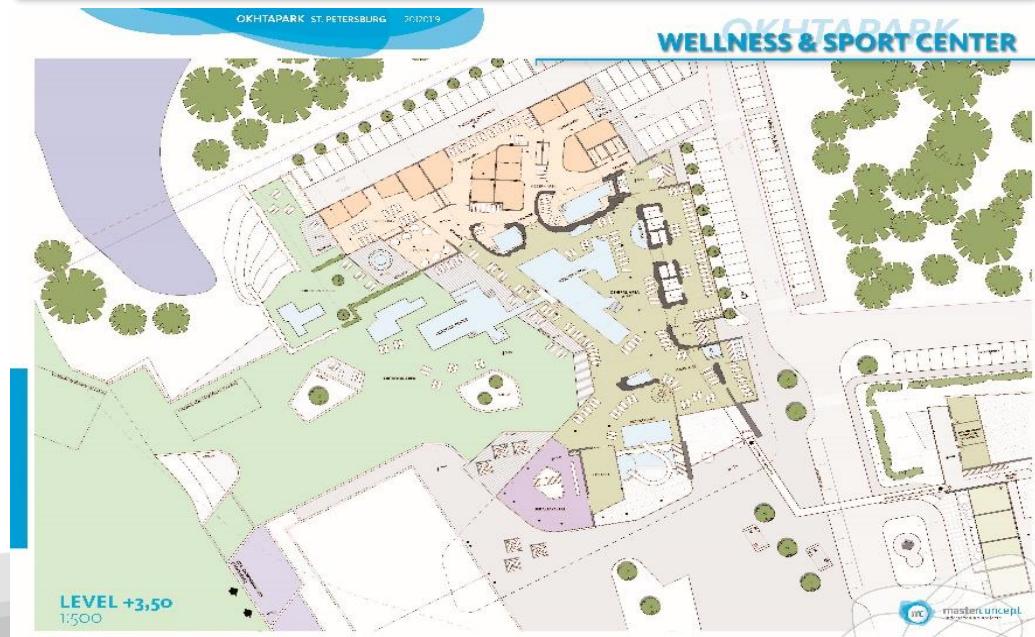
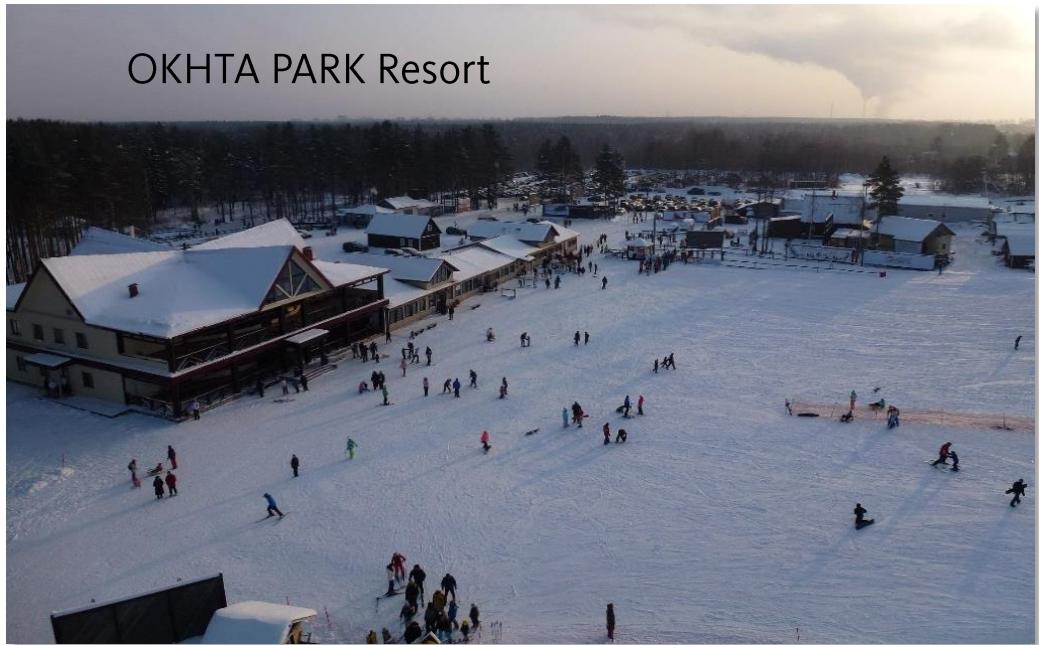


ST. PETERSBURG RESORTS (2010 – 2016)





ST. PETERSBURG RESORTS (2010 – 2016)





BEIJING OLYMPIC WINTER GAMES 2022 (2014 – 2020)



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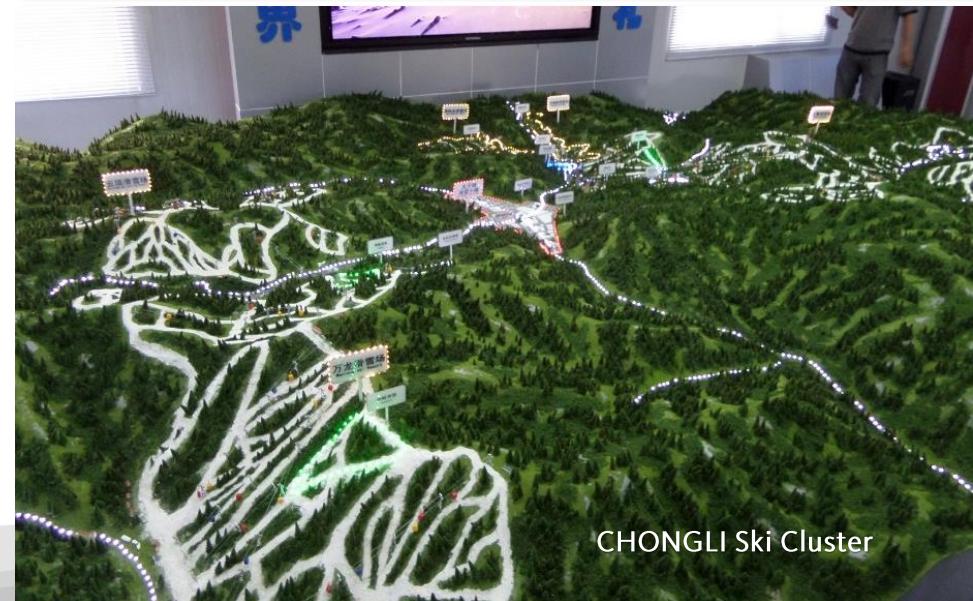




BEIJING OLYMPIC WINTER GAMES 2022 (2014 – 2020)

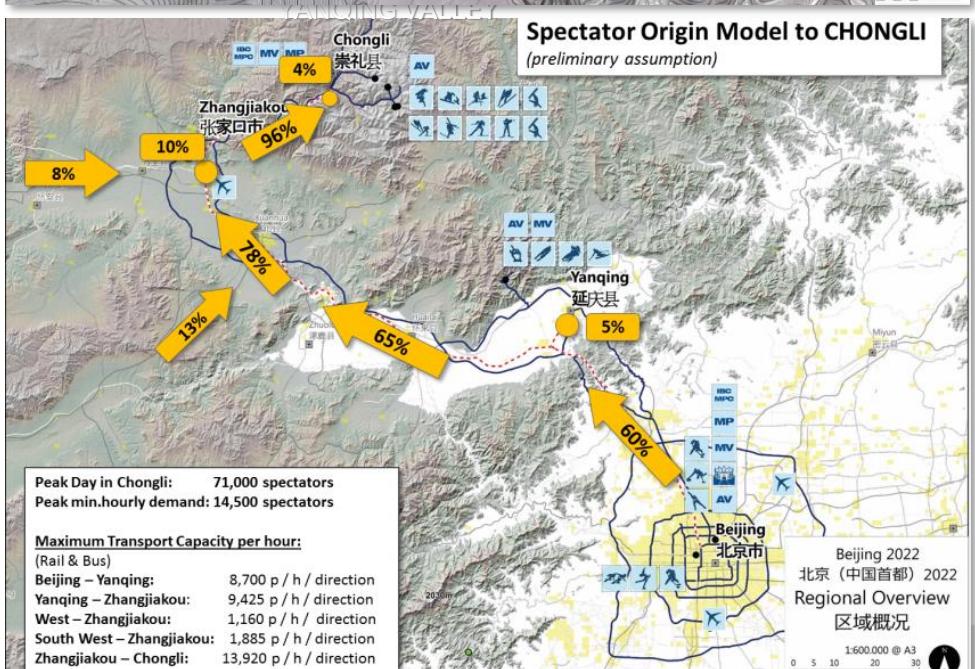
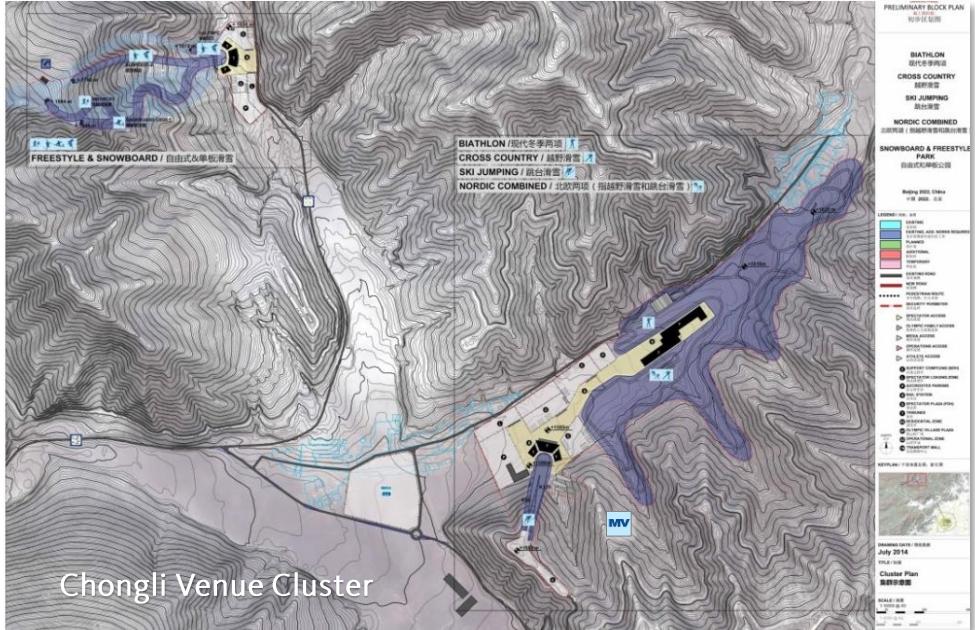


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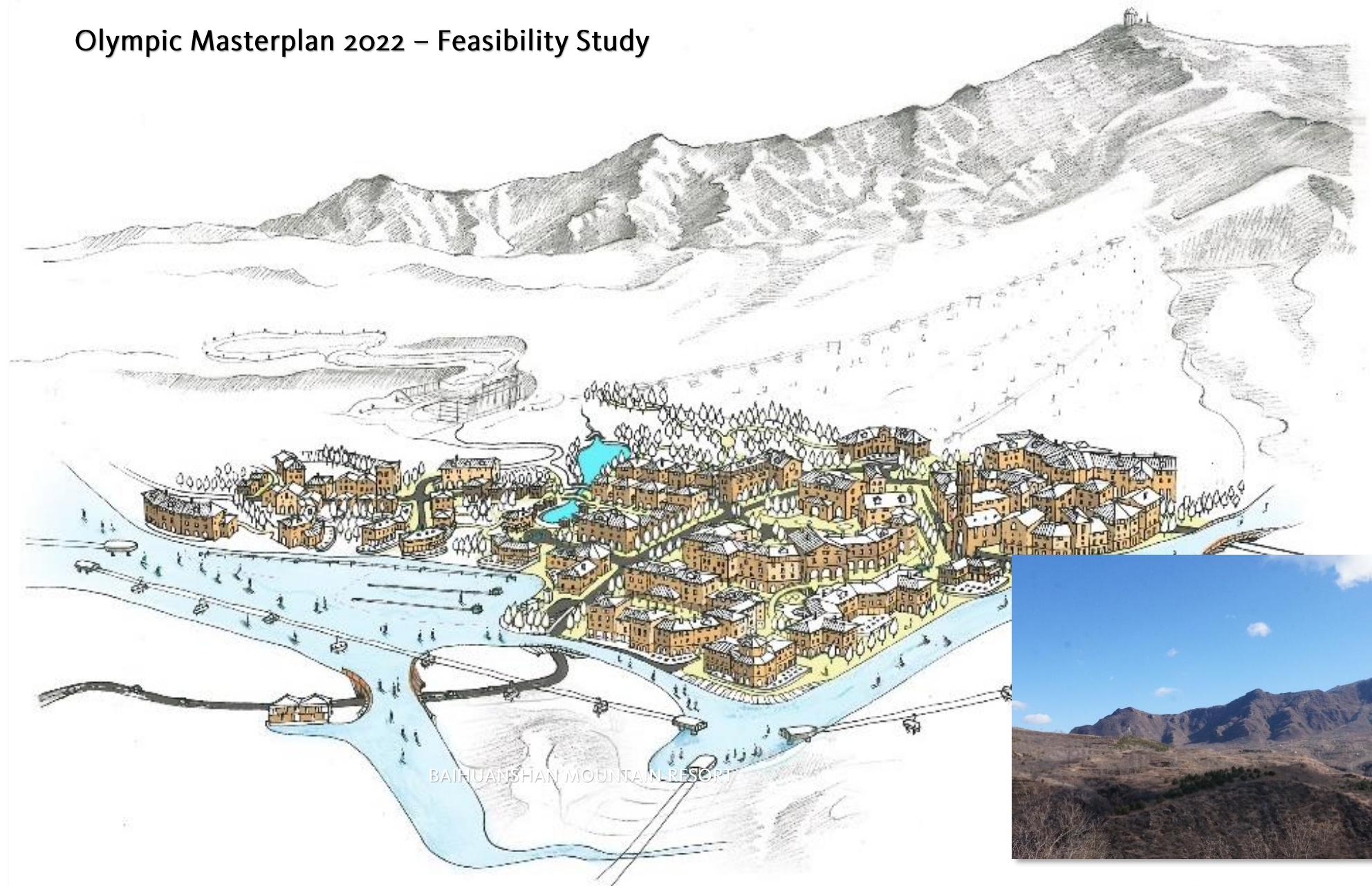
BEIJING OLYMPIC WINTER GAMES 2022 (2014 – 2020)





BEIJING BLACK ROCK RESORT (2013 – 2015)

Olympic Masterplan 2022 – Feasibility Study





KYIV REAL ESTATE - SUNSET ISLANDS (2021)





KYIV RIVIERA VILLAGE (2018 – 2021)

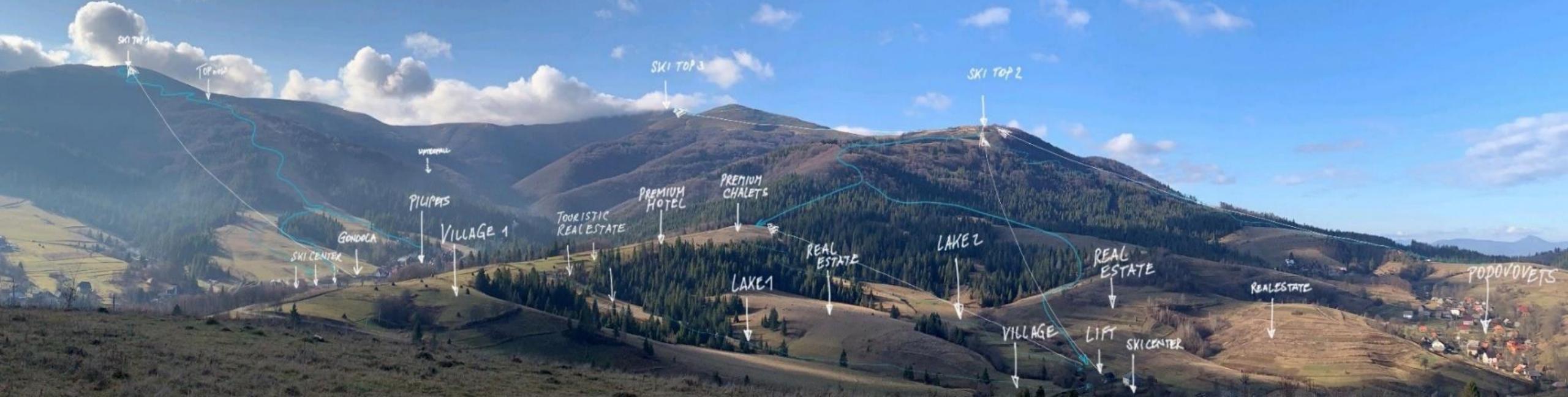




CARPATHIAN MOUNTAINS BORZHAVA RESORT (2012 – ongoing)



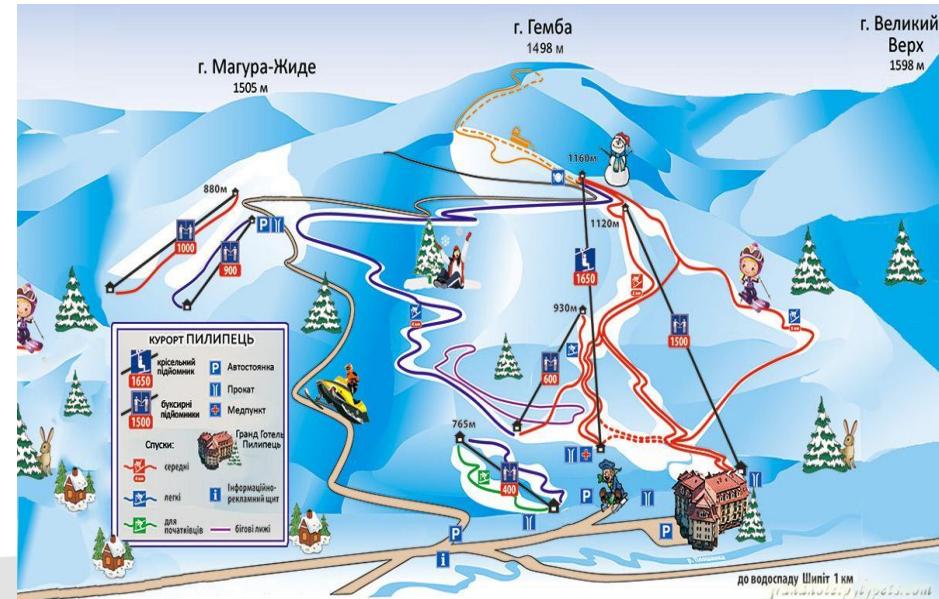
BORZHAVA



*VIEW from
PANORAMA HILL
to SOOTFI*



CARPATHIAN MOUNTAINS BORZAVA RESORT (2012 – ongoing)





CARPATHIAN MOUNTAINS BORZHAVА RESORT (2012 - ongoing)



BORZHAVA





CARPATHIAN MOUNTAINS KRYLA / BUKOVEL (2022 – ongoing)



INTERNATIONAL MAJOR EVENT PROJECTS by MC



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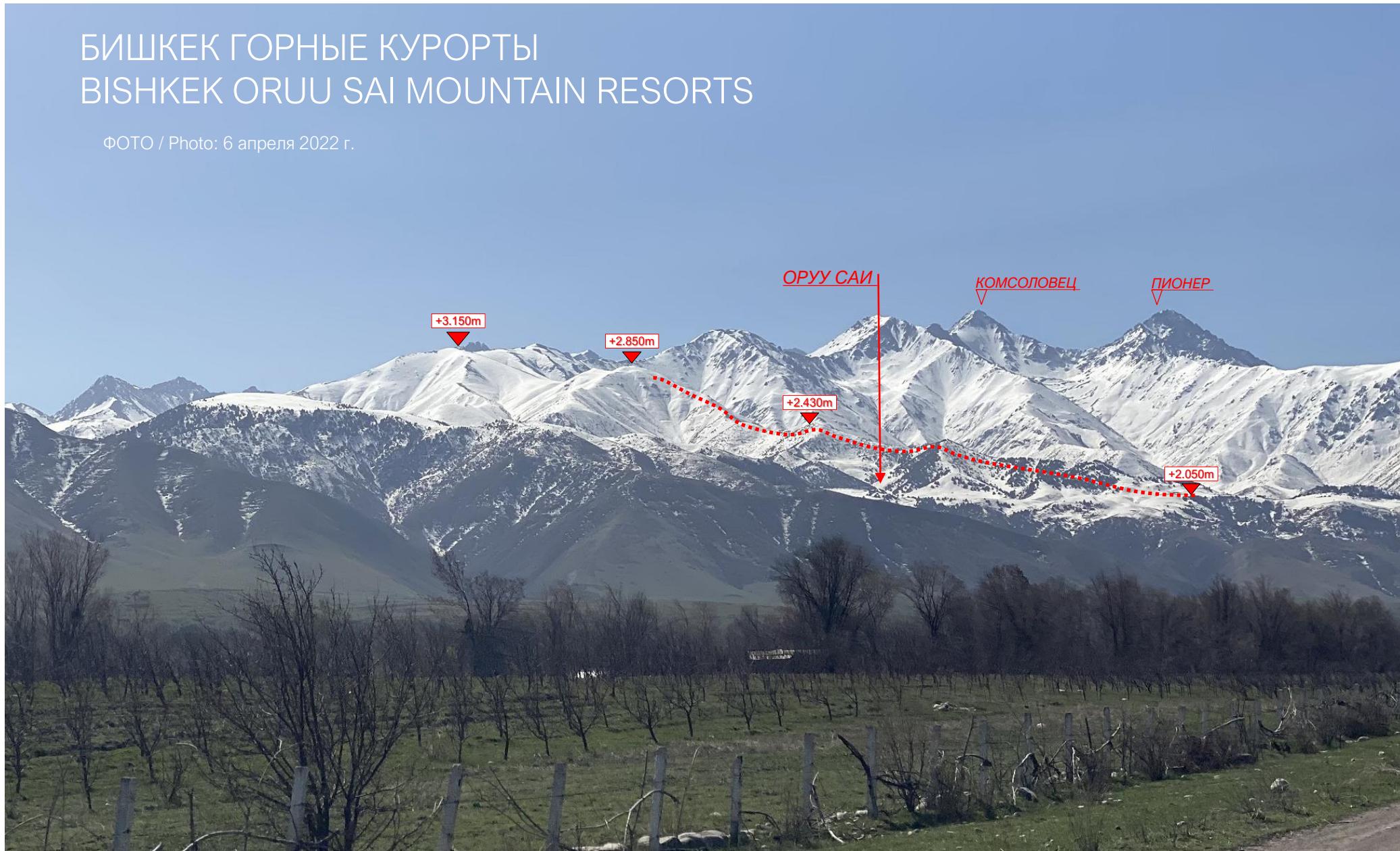
BISHKEK MOUNTAIN TOURISM MASTER PLAN





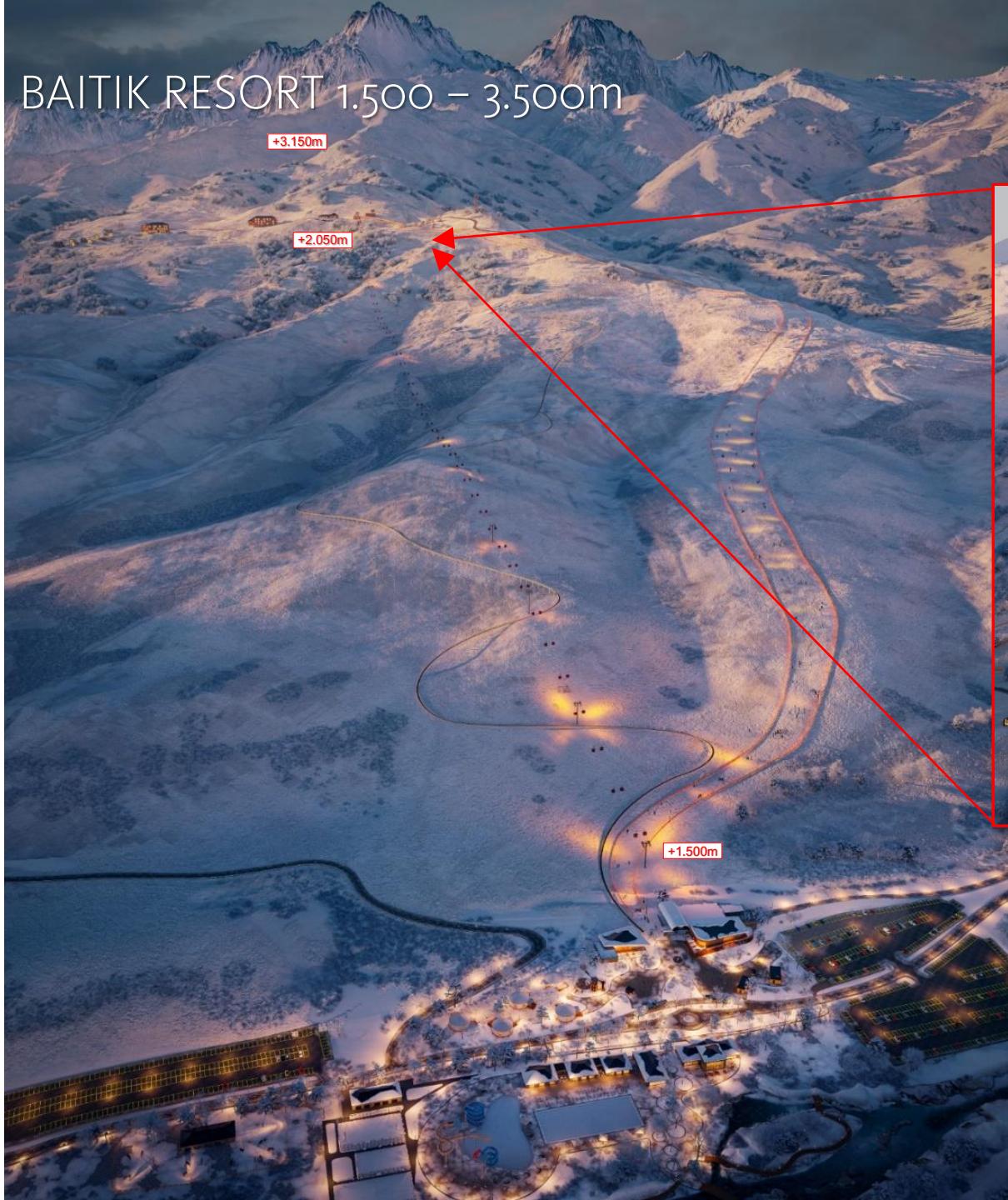
БИШКЕК ГОРНЫЕ КУРОРТЫ BISHKEK ORUU SAI MOUNTAIN RESORTS

ФОТО / Photo: 6 апреля 2022 г.





BAITIK RESORT 1.500 – 3.500m



PLATEAU +2.100m



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



BISHKEK MOUNTAIN TOURISM MASTER PLAN

Baitik Resort



КОНЦЕПЦИЯ ЦЕНТР
ДЛЯ ПОСЕТИТЕЛЕЙ +1.500м



MASTERCONCEPT houses





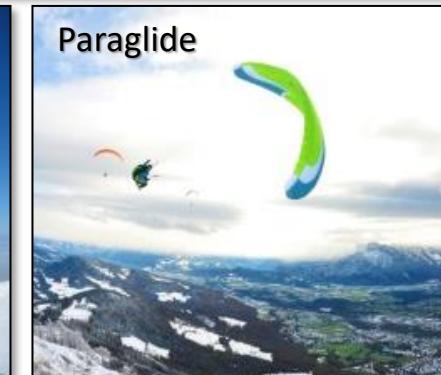
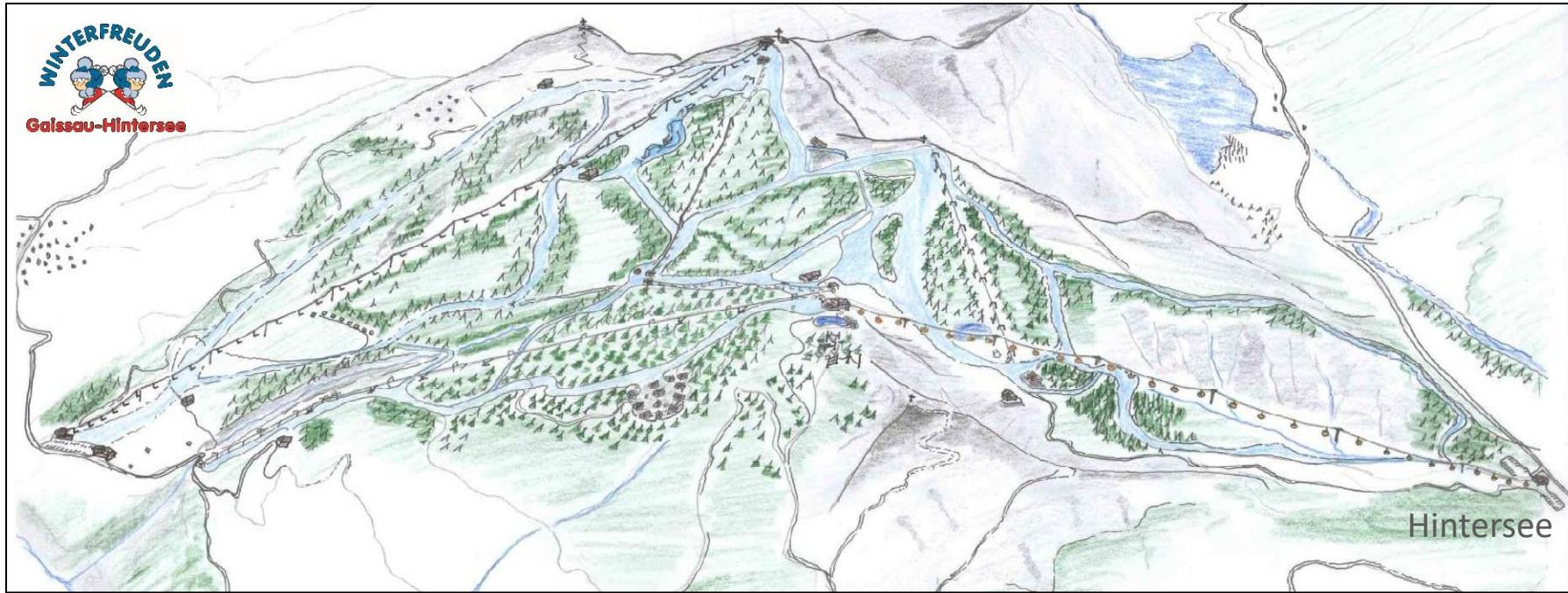
ISSYK KUL LAKE NATIONAL SPORTS CENTER TAMGA





AUSTRIAN PROJECTS

Mountain Resort Gaissau Hintersee / Salzburg





AUSTRIAN PROJECTS

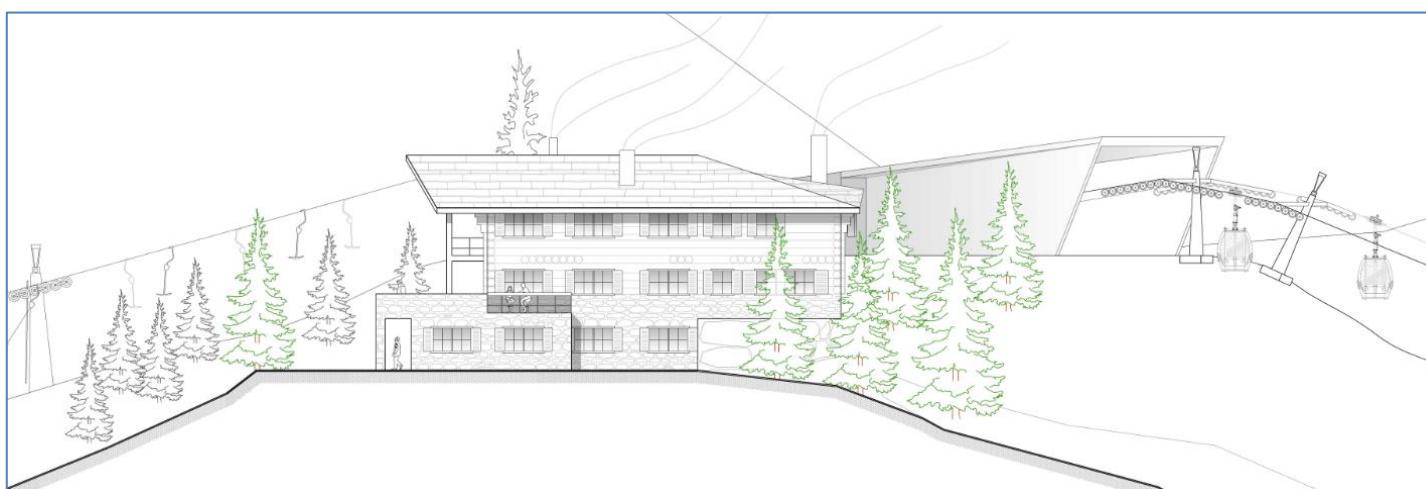
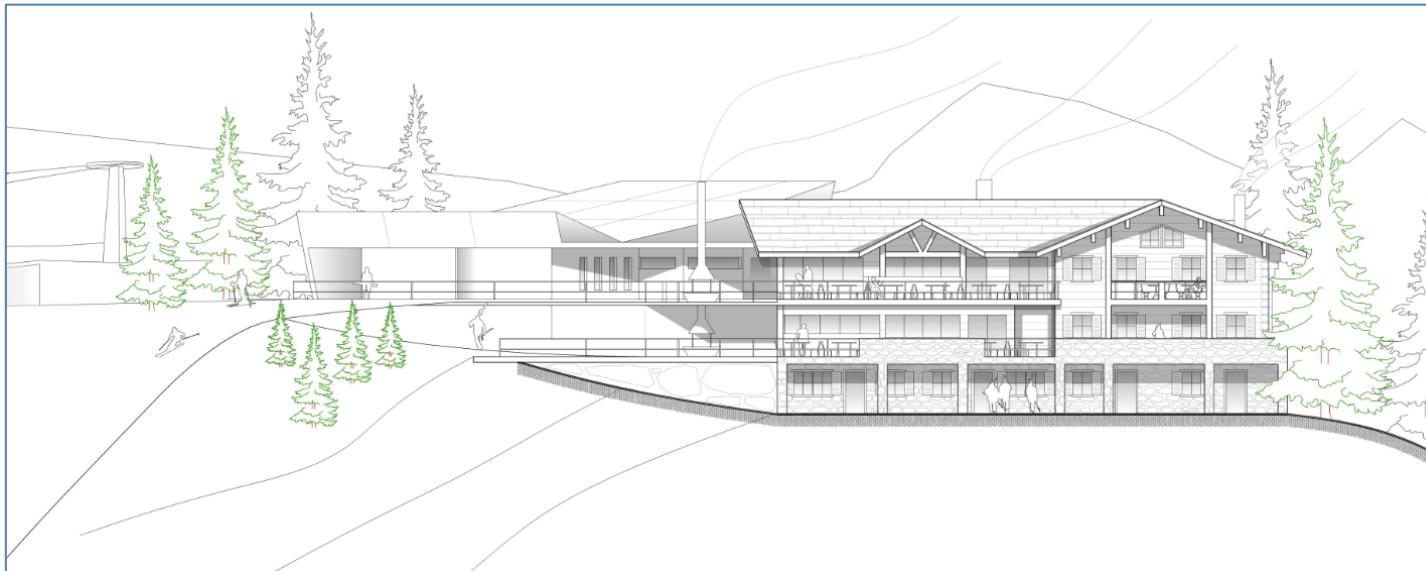
Multifunctional Lift Station in Hintersee





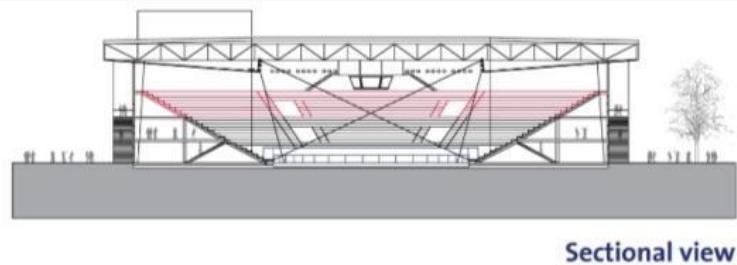
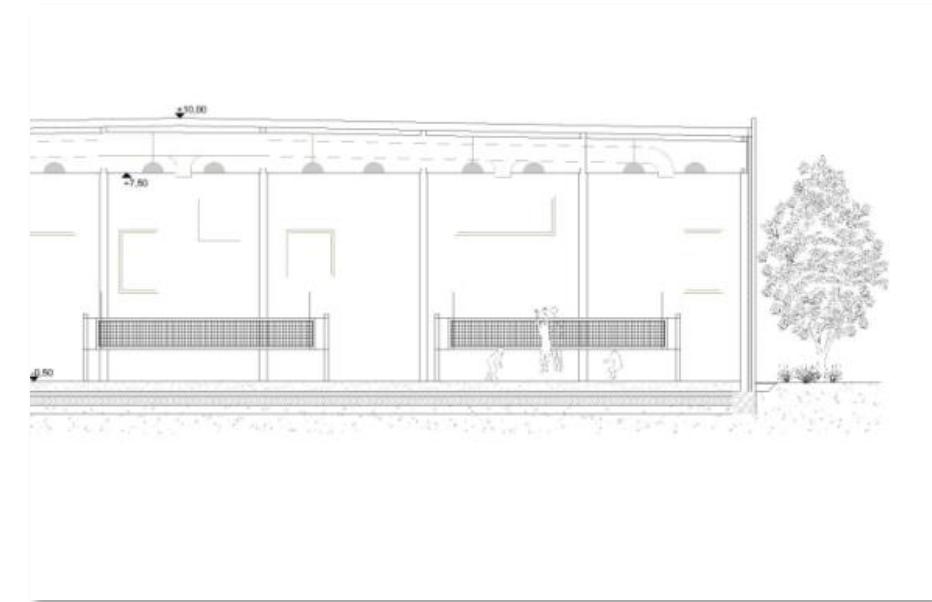
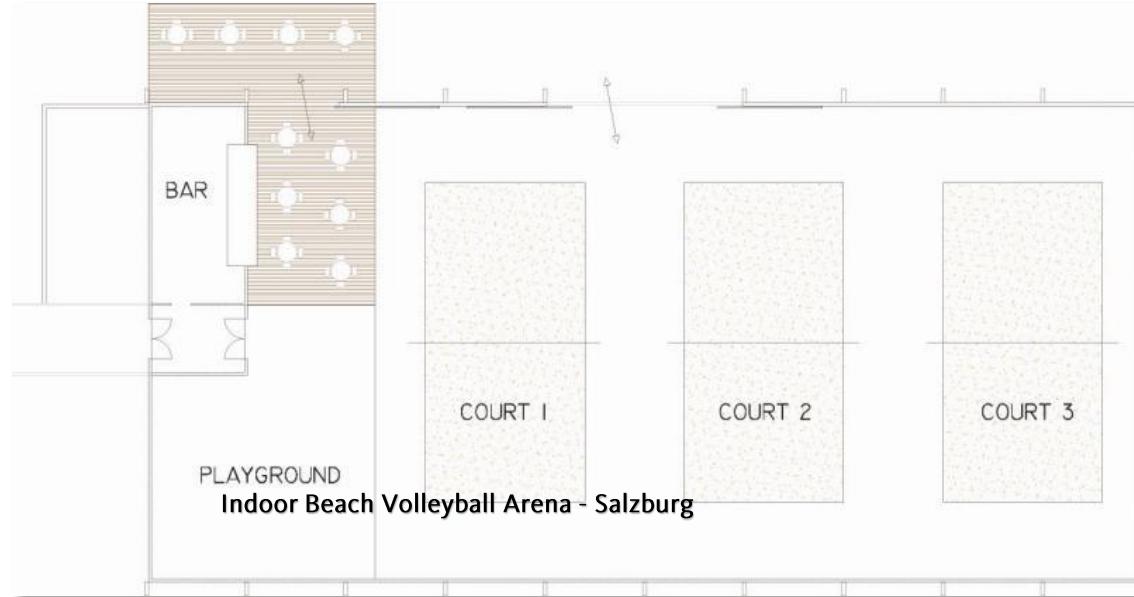
AUSTRIAN PROJECTS

Hintersee - Mountain top station and restaurant

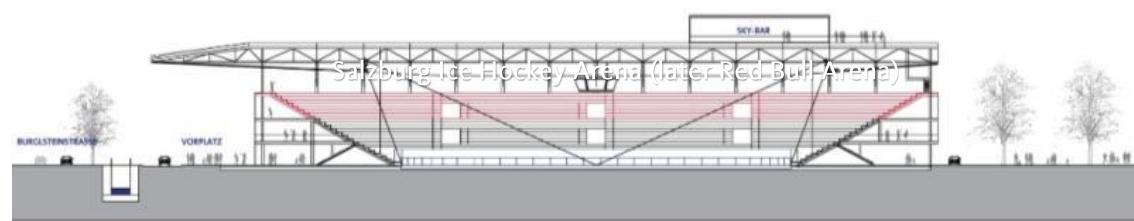




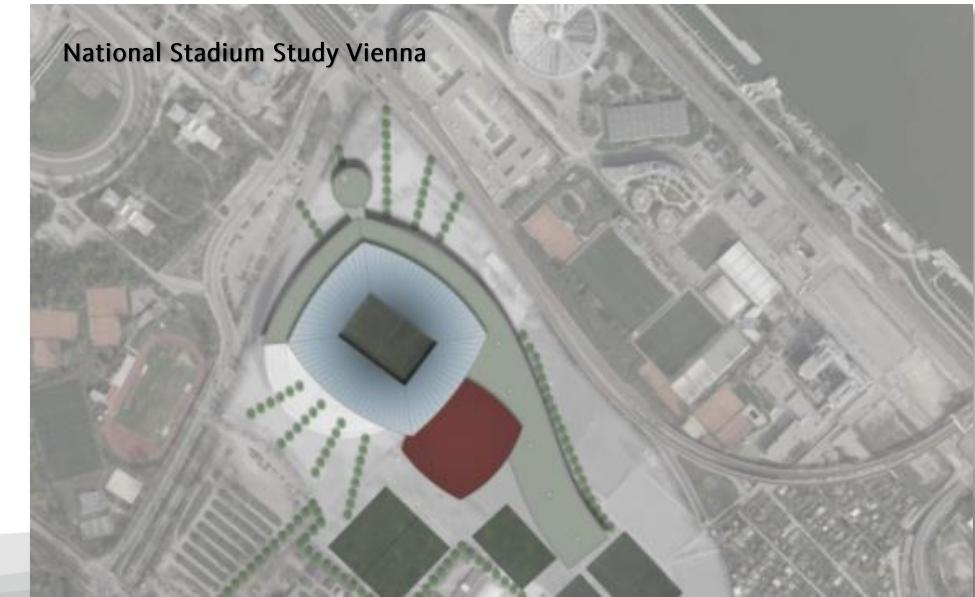
AUSTRIAN PROJECTS



Sectional view



Salzburg Ice Hockey Arena (later Red Bull Arena)



National Stadium Study Vienna

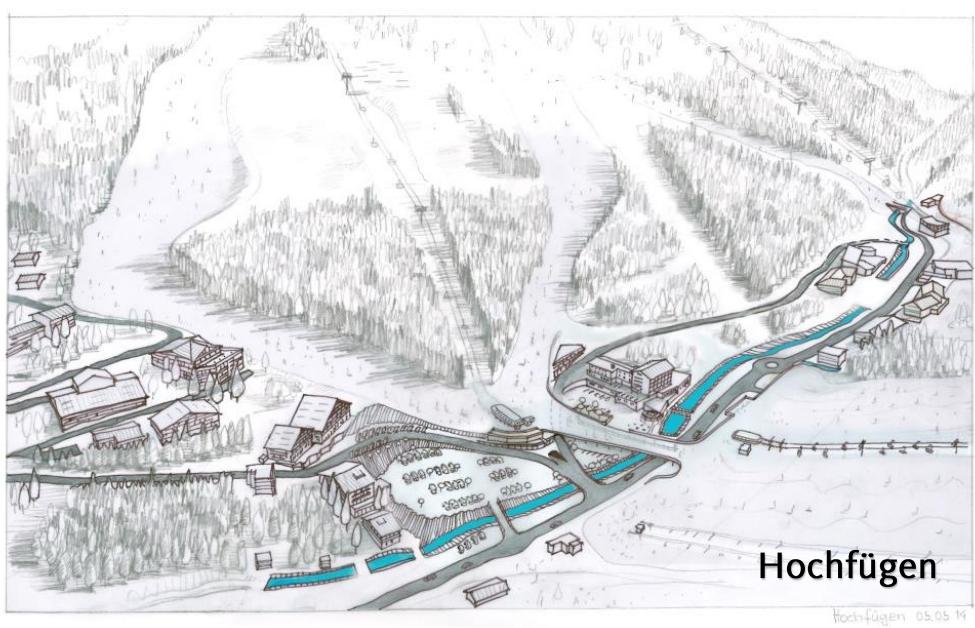


AUSTRIAN PROJECTS





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creating a better world

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SALZBURG / VIENNA / KYIV / ALMATY / BEIJING

established 2002