

# The Big Little Paradise between Čierna Voda and Slovenský Grob

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The new, poetically christened residential district will grow only 13 km from Bratislava and 3 km from the wine town of Pezinok - between Čierna Voda and Slovenský Grob. Although the Little Paradise has fairly well developed civil and commercial facilities as well as a network of traditional restaurants, after its completion the Little Paradise becomes totally self-sufficient in this sense.

## Above standard with a sense of design

Italian developer ISI Group and its partners came to Slovakia not only with the innovative concept in housing near the capital, but also with the vision of a more comprehensive view of housing as such. An interesting mix of comfort, relaxation and various types of housing in self-standing family houses or in low-floor apartment buildings in the picturesque valley of the Little Carpathian as an argument is not enough now. So in which aspect the Little Paradise is to be a unique?

In particular it is in the quantity of services and functions in a consolidated system of superior customer solutions. "We do not want another dormitory, but a fully equipped small town, so you do not have to walk to Pezinok or Bratislava to buy salt. So not just to have a room for a house, but also real feeling of home, "defines the developer specifics of the project connecting famous Italian sense of design with the latest technical solutions in the field of construction and renewable energy sources.

- Comprehensive amenities (health centre, pharmacy, nursery, schools, church)
- Extensive range of shops and services (supermarket, banks, insurance, post office, restaurants, cafes)
- Wide range of relaxation (cinema, fitness, aesthetic centre, sports fields, playgrounds, bicycle paths, lake)
- Accent on the environment (60% of the total green area in the form of tree plantings, lawns or parks)
- Application of renewable energy technologies (for each family house preparation for solar and photovoltaic panels)
- Wider and better lit roads and paths as in other projects
- Option to build on the land according to their own project or a developer project.

## They do not ignore either problems of groundwater and transport

Apotheosis to priorities of the locality in the vicinity of the protected nature reserve Veľký Šúr has expressed several people. In addition to the idyllic surroundings in the unique flora and fauna they usually forgot to mention the constantly high groundwater and marshes acting as a grateful breeding ground for mosquitoes

"Due to the phenomenon of groundwater we apply modern technology, drainage channels and the new lake also functioning as a retention tank. From there the water will be directed via the main drainage channel into the drain network of Čierna Voda, "replied the project manager of ISI Group Giulio Giorgini for the question of Stavebné fórum.sk, what the company will undertake in order these problems would not jeopardize the future of about five-thousand town.

The question is whether with such a solution will be excited also inhabitants of Čierna Voda, who already now complain about the malfunctioning of the system of gravitational rigols, where the water stays long time and smell bad. "The problem is the maintenance of nearby channels, which we will completely clean, even though it is not our concern. For us it is important to ensure the natural drainage of water," says Giorgini. Italians have promised that they will find effective solutions with developers of neighbouring projects at Čierna Voda (Monarská alej, Triangel, Čerešňové, Panónsky Háj, Suché Miesto).

They also are aware that the extension of the road communication in the stage Slovenský Grob - Čierna Voda will not disburden the congestion of the locality. Therefore they started negotiations with the leadership of the Bratislava Transport Company about the prolongation of the bus line of the public mass transport up to the Little Paradise, which ought to become an important suburban district. Like developers of surrounding buildings, they are also interested in order the motorway feeder at Triblavina to be realized as soon as possible.

### **The advertising campaign after over the year preparation**

Founders of ISI Group are among the leading Italian business owners who have decided to invest in Slovakia (Amadori, Fortore, Baldacci, Sergio Rossi, Technogym, Infia, Macori and Medea Team). Newly established Futura SK and ELLE (both with the majority share of ISI Group) also participate in the development of the Little Paradise.

„The study and development of the project of this size have passed various phases during which we tried to understand what should be an ideal place to live for future residents,“ explains ISI Group. „For this reason, in previous months was realised the project in which participated professors and students of last year of the Faculty of Architecture, which after studying the concerned area supplied us by a number of important pulse characteristics and parameters, which should meet the space and modern house with the best comfort. Also based on the market research we prepared the Test of housing in which everyone can identify the main characteristics of an own housing.“

The Italian developer chose unusual marketing strategy: he started an information and publicity campaign to his project after more than a year of continuing preparatory phase. As he confirmed, it was clearly the intent. In October 2009 launched its sale, while the construction of engineering networks itself carried out since April this year. The part of the campaign is a contest; the winner from the first 50 buyers will become the owner of a house Stilo III.

### **First, parks and playgrounds, then houses**

The Little Paradise now offers the first 26 lands of various types and sizes, equipped not just a service road with lighting, but also complete connections to engineering services (electricity, water, gas, sewer, and optic fibre cable). The current status suggests that their construction, which started in November 2008, will be completed in May 2010 for the whole site. Together with the parcels they will transfer to use the entire tree planting, grassland, park with playground and parking for visitors till the end of June 2010.

At the same time they will start construction of civic amenities, roads, footpaths, public lighting as well as 9 public parking areas, within residential houses as well as individual zones of the area. An infrastructure construction will be completed by park treatments with benches and containers. The turn of construction of houses will come later. It is - and this is actually another specific of the project - the exact opposite approach than that applied by the majority of other developers. The very pace of construction in our proportions is breathtaking: first apartments will be transferred to clients already in December 2010!

### **Tendency to a smaller format**

Like every big project even the Little Paradise consists of several stages. Within the first - smaller, which

breaks out in January 2010, there will be built 13 family houses ranged in price from 105 thousand to 220 thousand Euro, VAT included, and 1 apartment building involving 30 units. The entire menu contains 48 lands (from 468 to 1150 m<sup>2</sup>), where you can build your own house or one of the standardized family houses, 152 lands with a family house (parcels from 397 to 808 m<sup>2</sup>), with a choice of 11 types of family houses built a “turnkey” (from 82 to 188 m<sup>2</sup> of a floor area), 82 apartments - 24 one-room (from 34 to 41 m<sup>2</sup>), 54 two-room (from 48 to 58 m<sup>2</sup>) and 4 three-room (62 m<sup>2</sup>) and finally 1700 m<sup>2</sup> of commercial areas sized from 55 to 82 m<sup>2</sup>.

From the above figures can thus conclude that the developer bet on small housing units in the residential segment, because today, clearly dominates the trend to a smaller format of housing. One of the results of more than the annual incidence of the global financial crisis on the structure of demand finally appeared.

**\*\*The Project Little Paradise in facts and figures \*\***

Total area: 681 196 m<sup>2</sup>

Housing area: 68 000 m<sup>2</sup>

Area designated for commerce and services: 34 000 m<sup>2</sup>

Land for houses: 733

Lake Area: 8 000 m<sup>2</sup>

Public car park: 9

Children's playground: 5

Parks: 3

Newly planted trees: 800

Bicycle paths and trails: 10 km

Visualisations - ISI group

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