



# Y-Parc

## Go *Green*



- HOW TO GET TO Y-PARC.
- ORIENTATE INSIDE Y-PARC.
- INTEGRATE Y-PARC INTO THE NATURE.
- USE GREEN TECHNOLOGIES.
- IMPROVE THE PHYSICAL BOARDER.





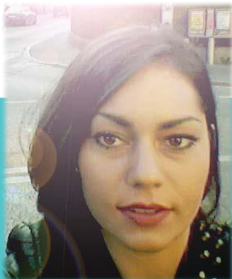
# WHO ARE WE



**VISUAL DESIGNER**



**ENGINEER**



**DESIGNER**



**SOCIOLOGIST**

# THE SOLUTION



## 1. ROAD SIGN

- To get to Y-Parc
- Enhance the identity

## 2. HORIZONTAL SIGN

- Manage traffic flow
- Make it easy to find the companies
- Innovative tool

## 3. PHYSICAL BOARDER

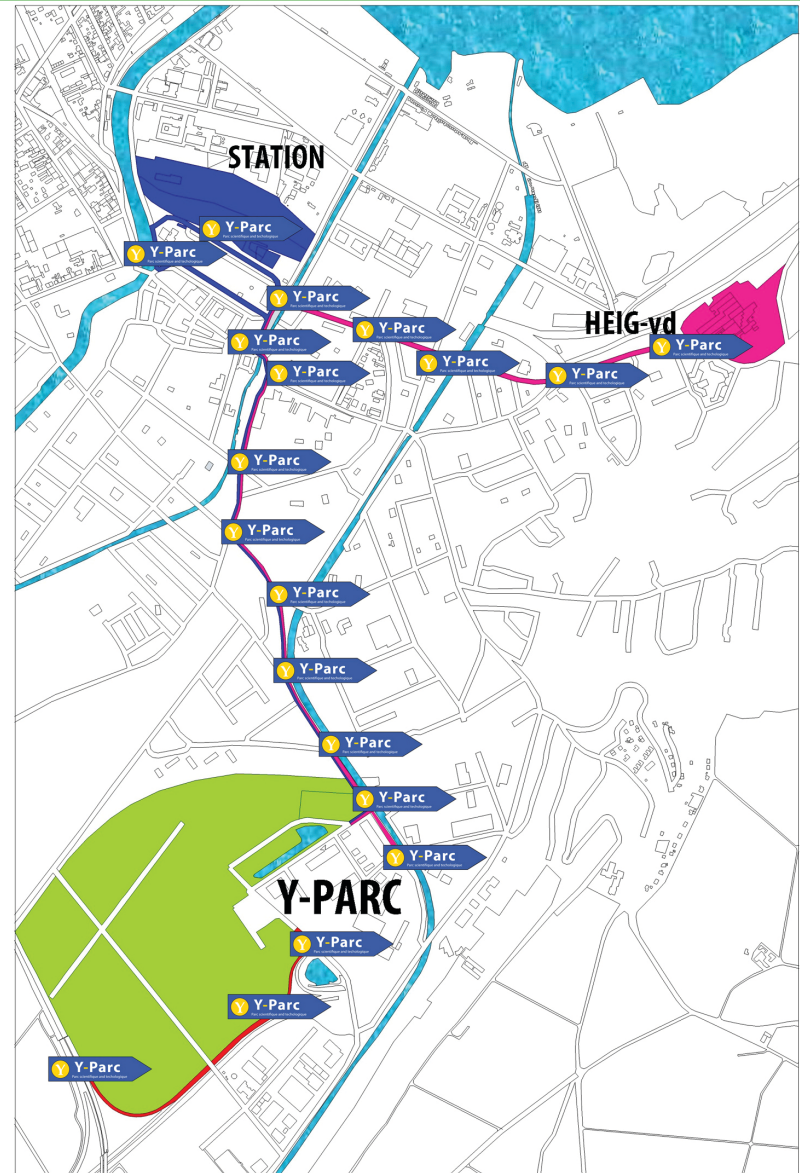
- Make it recognizable

## 4. GREEN TECHNOLOGY

- Integrate Y-Parc into the nature
- Make it unique

# 1- ROAD SIGN

- 1.1 REDESIGNING THE SIGN
- 1.2 DESIGN A NEW BANNER
- 1.3 INCREASE THE NUMBER
- 1.4 IMPROVE THE POSITION



4.1

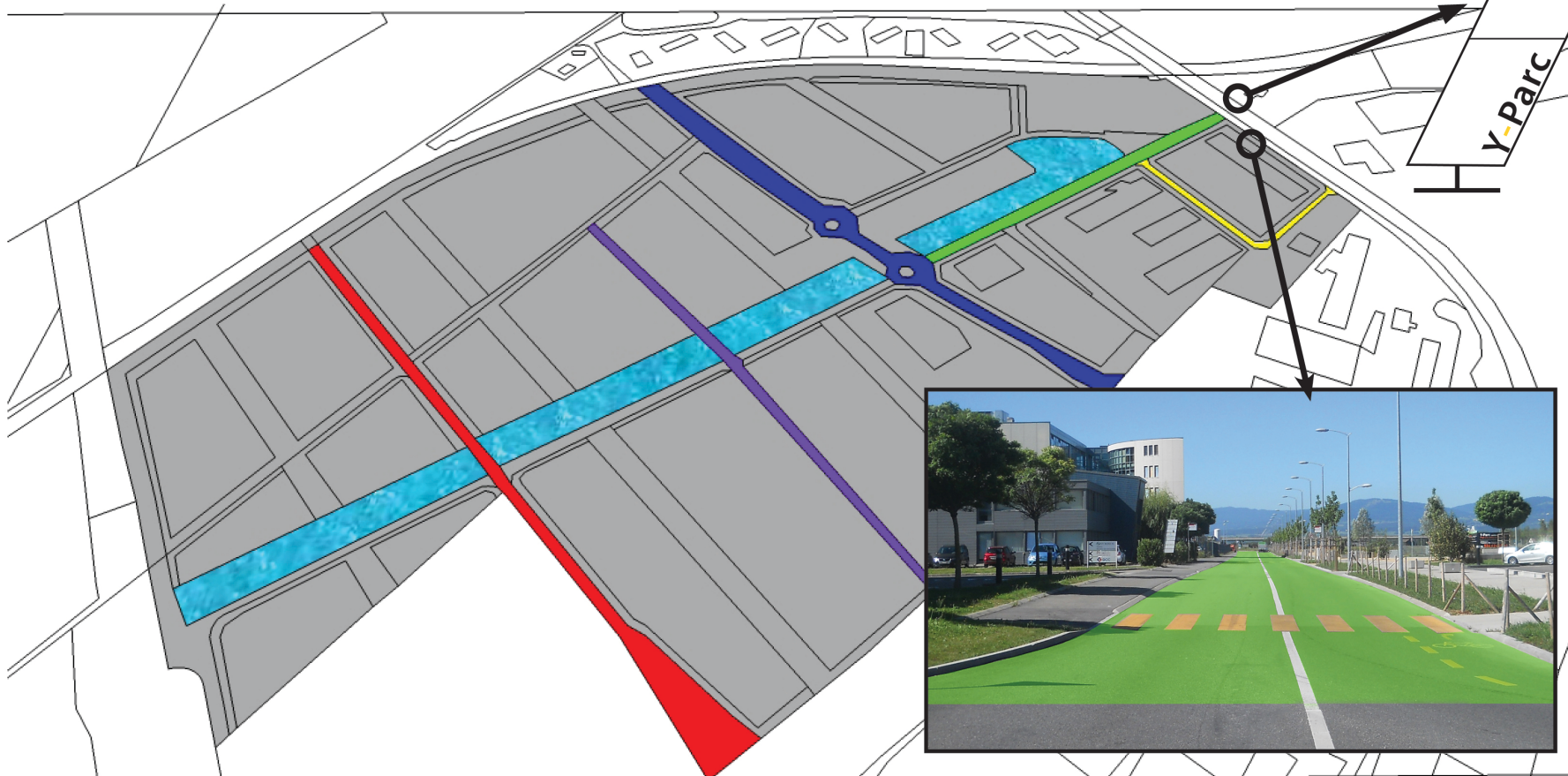
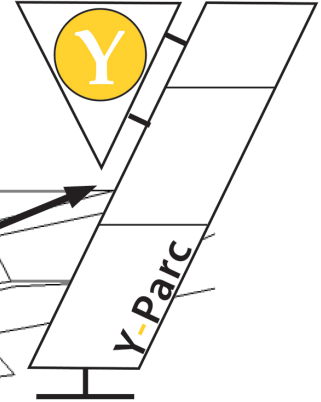


## 2- HORIZONTAL SIGN

2.1 DESIGN NEW HORIZONTAL SIGN.

2.2 CREATE A NEW INFO TOTEM AT STRATEGIC POINTS.

NEW TOTEM



4.2

# COST OF SIGNALS

## 1. ROAD SIGNS

800/900 CHF cad.

15.300 CHF x 18 Signs.



## 2. INFO TOTEM

2.400 CHF cad.

9.600 CHF X 4 Totems.



## 3. BANNER

230 CHF cad.

1.380 CHF X 6 Banners.



4.3

# 3. IMPROVE THE PHYSICAL BORDER

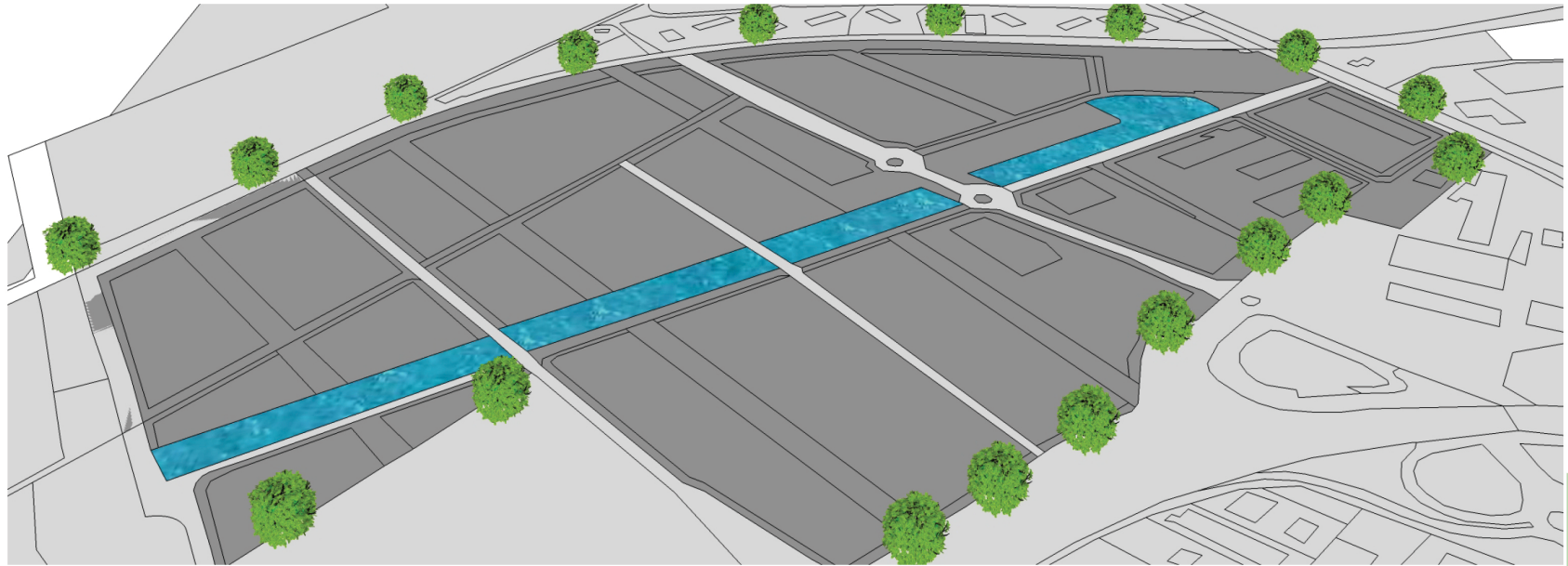
IMPROVING THE PHYSICAL  
BOARDER WHIT NATURAL ELEMENTS

GET STRONGER THE  
IDENTITY OF Y-PARC

MAKE IT RECOGNIZABLE



Buxus Sempervirens




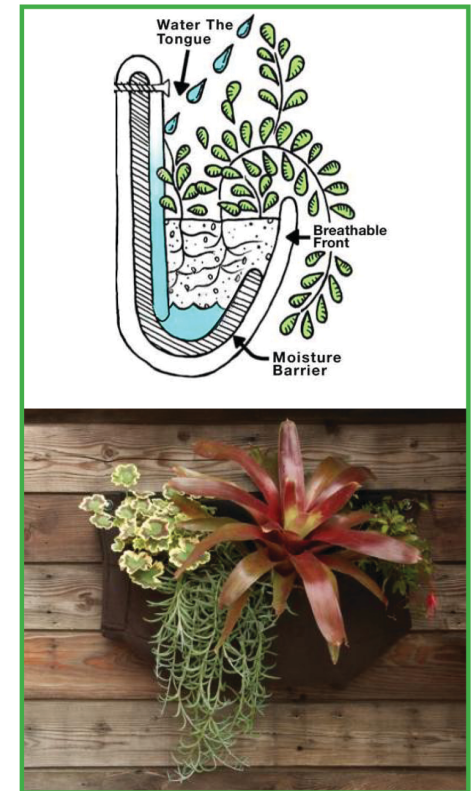
4.4



# 4. GREEN TECHNOLOGY

## VERTICAL GARDEN

- New technology,  The Woolly Pocket® Patent by Miguel Nelson.
- Easy to apply.
- Low maintenance cost.
- Applicable on all surfaces.

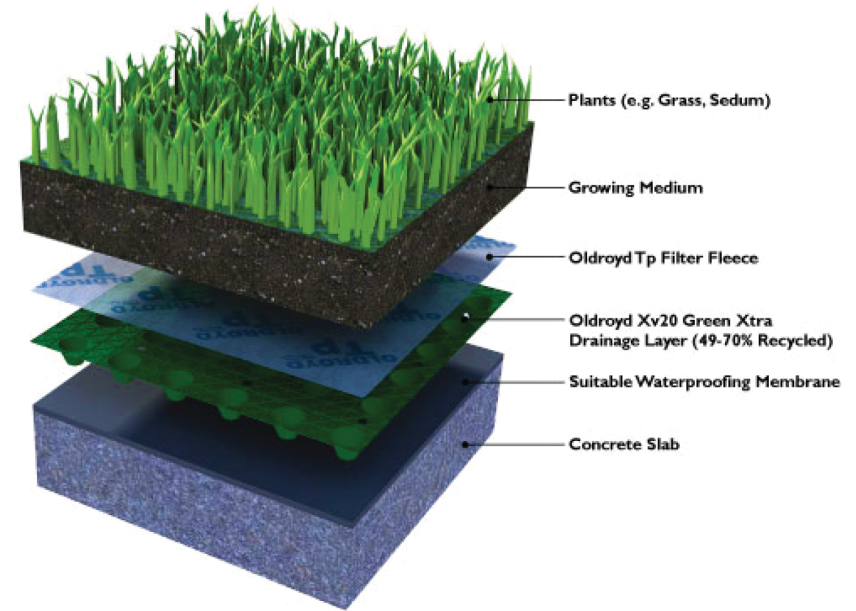


4.5

# 4. GREEN TECHNOLOGY

## GREEN ROOF

- Easy to apply.
- Low maintenance cost.
- Applicable on all surfaces, inclined or not.
- Not require supplementary irrigation.



4.6

# COST OF PRODUCTION AND BENEFITS

## 3.1 VERTICAL GARDEN

COST 180 CHF/m<sup>2</sup>

## 3.2 GREEN ROOF

COST 50\100 CHF/m<sup>2</sup>

# BENEFITS

Energy saving  
Reduction of 30%

Money  
saving

Reduction  
in pollution

Absorb  
pollution

Environment  
Compensation

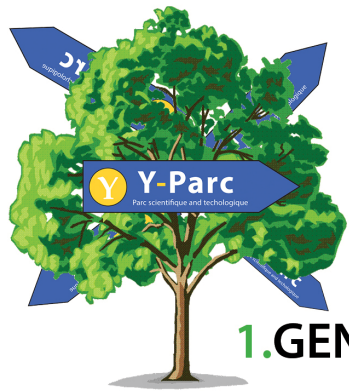
Create new habitat for  
animals and plants

**INCREASES THE VALUE OF THE BUILDING BY 20%**

4.7



# FINAL RESULT



**1. GENERATE AWARENESS  
OF Y-PARC**



**2. MORE INVESTMENT**

**JOBS**

**3. MORE JOB  
OPPORTUNITIES**



**THANKS FOR YOUR ATTENTION**