



A cultural, ecological, and educational foundation where art inspires a regenerative future

THE SEED

Hedoné began in Berlin in 2015, with the intention of creating a charity art exhibition titled *“From Pleasure to Happiness.”*

Its finissage unfolded as a collective Living Painting, a multisensory gala where art and bodies merged.

Soon after, Hedoné evolved into a movement.





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HEDONÉ IN 1 MINUTE

THE FUTURE IS IN COMMUNITY

Our collective Hedoné is growing and we believe it is the right time to establish a safe space where we can co-create at a grander scale.

Let's grow together with like-minded people in an environment that resonates in all things that matter to human society now more than ever.

We invite angel investors and aligned partners to join us within the Hearthworld ecosystem as we take a bold step toward regenerating the health of our planet and humanity.



A MUSEUM OF BIO ARCHITECTURE

We believe responsibility, pleasure, and art belong together. Hearthworld is designed to prove it — a living manifesto of how humans can build, celebrate, and coexist differently. A regenerative way of living, powered by sustainable infrastructure where every structure or vehicle is ART. A creative vortex attracting artists, activists, visionaries, and sustainability experts from around the world. Deep, authentic integration with the local community. A year-round calendar of transformative events, festivals, and yes—legendary parties!

And a final signature detail:

A world that seduces, inspires, and sets a new standard.

THE CASTLE

3,000 sqm of historic architecture across four floors, with 20 bedrooms and 10 event rooms.

The ground floor is ready to be transformed into F&B and service areas, and the underground level is ideal for a boutique SPA.

The castle will serve as a retreat center, a community hub, and a venue for curated groups and events.

It is already operating as an event location, with a permit for up to 500 guests.





LIONARD

LIONARD
LUXURY REAL ESTATE



The estate comprises 100 ha of land and six additional buildings besides the castle.



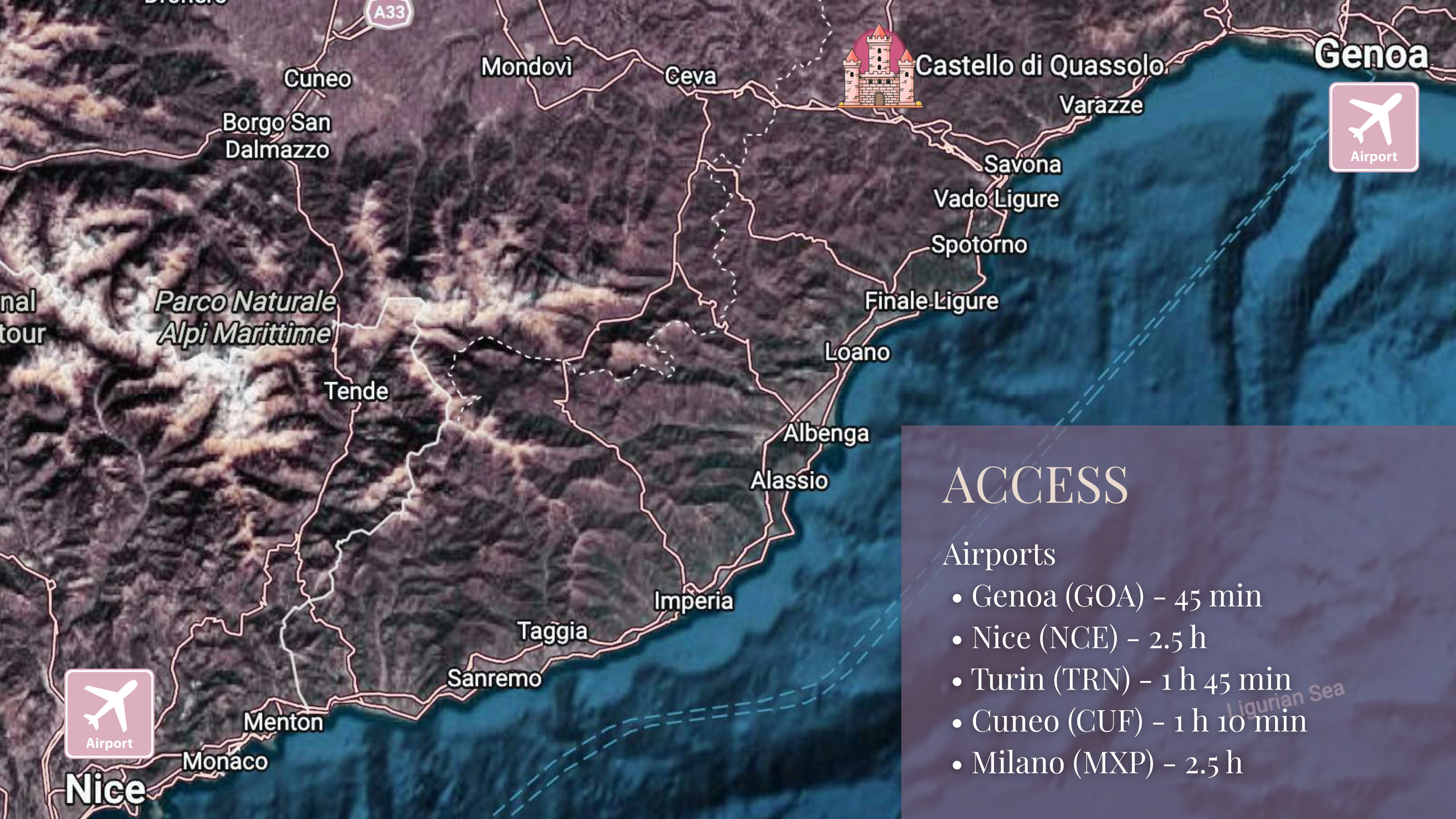
THE AREA: LIGURIA

Castello di Quassolo rises above Cosseria, embraced by forests, hills, waterfalls, and the quiet elegance of Northern Italy's landscapes.

Located directly across from a local train station, the property offers effortless connectivity, just 25 minutes from the Mediterranean and the beautiful city of Savona, and within easy reach of Milan, Monaco, Nice, and Switzerland.

A natural crossroads for travellers seeking luxury, decadence, and exceptional experiences.

Liguria offers an immersion in nature and beauty, the most romantic walks enriched by distinctive local flavors and the postcard views of the Italian Riviera.



ACCESS

Airports

- Genoa (GOA) - 45 min
- Nice (NCE) - 2.5 h
- Turin (TRN) - 1 h 45 min
- Cuneo (CUF) - 1 h 10 min
- Milano (MXP) - 2.5 h

THE COMMUNITY LAND

100 hectares of private land

Opportunity to lease spots within the forest for temporary or semi-permanent structures; vintage caravans, tree houses, art cabins, and other experiential units.

All architectural and artistic interventions will be curated by the Art Team led by Santiago Rumney Guggenheim, ensuring coherence, quality, and a unique creative identity across the entire estate.





Moodboard

Residential Architecture



WE'RE HERE TO SPARK A GLOBAL SHIFT

To rethink waste and embrace sustainable materials, recycling and upcycling. Through bold bio-art — homes, furniture, installations, fashion, even vehicles. We turn imagination into regenerative design.

Buildings generate 38% of global emissions, and must cut 50% by 2030 to reach net-zero. The industry needs a radical transformation.

We believe art is the most powerful teacher. By creating iconic pieces that embed material knowledge, learning becomes irresistible. Our educational center, inspired by Michael Reynolds, will host architects and builders from around the world to master the future of bio-architecture.

BUSINESS MODEL

HEARTH LAND

Real State S.R.L. in charge of:

- Renovations
- Eco villas design + building
- Create glamping
- Pay back loan + investors

Income from

- Plots sales and leasing
- Rooms & glamping rentals
- Villas design & building
- Venues rental
- Castle rooms rental

HEARTH WORLD

Foundation in charge of:

- Maintenance
- Housekeeping
- Community governance
- Volunteers
- Artists residencies

Income from:

- Memberships
- HK + maintenance
- EU grants

FUN.G

Production S.L. in charge of:

- F&B
- Reservations
- Decor
- Tech
- Event calendar managing
- Education program
- Art coordination

Income from:

- Event tickets
- Commissions

GET INVOLVED AS A FOUNDING INVESTOR

We are raising €6M in our first phase:

€3.8M in bank financing

€2.2M in equity, via a convertible note capped at €10M post-money

This structure allows us to acquire the castle, launch development, and create long-term value while minimizing dilution for early investors.

Access
Financial
Forecast

Tax-deductible donations can also be made through our foundation. Debt-based participation is available upon request.

Participation tiers:

€100K ➔ 1% equity

€500K ➔ 5% equity
(Board-level entry)

We are also establishing a 20% ESOP to reward key contributors, creators, and partners co-building the Hearthworld ecosystem.

TIER I – VISION PARTNER

MINIMUM: €100,000 | EQUITY: 1%

For: Early believers, lifestyle investors & long-term community builders.

Financials + Benefits

- Expected ROI: 13–15% annual average
- 10-Year Projection: 155–165% cumulative return
- Lifetime Founders' Membership (full community access)
- 1 week annual stay in any Hearthland property (villa or glamping)
- Priority access to future property lots for private construction
- Invitation to the Annual Founders Gathering

TIER II – EVENT PARTNER

MINIMUM: €300,000 | EQUITY: 3%

For: Retreat creators, event producers & cultural entrepreneurs.

Financials + Benefits

- 3 weeks annual accommodation across Hearthland properties
- Free private use of the castle for 1 event/year (catering & staffing not included)
- Full ROI participation equal to all shareholders
- Official recognition as a Hearthland Event Partner
- Option to co-create curated event programming
- Invitation to the Annual Founders Gathering

TIER III – EXECUTIVE PARTNER

MINIMUM: €500,000 | EQUITY: 5%

For: Cornerstone investors, strategic partners & key collaborators.

Financials + Benefits

- 1 week annual stay inside the castle
- 4 weeks per year in Hearthland villas or glamping units (availability applies)
- Exclusive castle use for one large-scale event each year
- Board seat on the Foundation governing the community & the castle
- Lifetime Founders' Membership + first right on future developments
- ROI: 13–15% annual / 155%+ cumulative
- Invitation to the Annual Founders Gathering

TIER IV – PHILANTHROPIK DONOR

FROM: €25,000

For: Individuals supporting the cultural, ecological, and educational mission.

Recognition & Benefits

- Name engraving on the Founders' Wall inside the castle (if desired)
- Tax-deductible donation through the Hearthworld Foundation (non-profit)
- Invitation to the Annual Founders Gala
- Access to one event per year

NOTES: OPTIONAL ANONYMOUS CONTRIBUTION FOR THOSE WHO PREFER DISCRETION

TIER V – FOUNDING EVENT PARTNER

FROM: €30,000

For: Visionaries, creators, and private hosts seeking to curate a signature experience

Access & Benefits

Private Castle Use: 3 days / 3 nights exclusive use of the castle for your event
+ 2 days for set up and dismantle (total 5 days booking)

Full access to core facilities and event spaces

Production Infrastructure Included: Sound & lighting systems

Access to artists in residence (subject to curation)

On-site creative support environment

NOTES: F&B AND HOUSEKEEPING COSTS NOT INCLUDED

Additional Options

HEDONÉ SIGNATURE STAY (PRE-BOOKING)

FROM: €10,000

For: Visionaries, creators, and private hosts seeking to curate a signature experience

- *5-night stay in one of the castle's premier rooms during a Hedoné flagship event*
- *Dedicated butler service*
- *Full immersive experience with priority care and access*

MEET OUR TEAM

LOLA TOSCANO

Cultural entrepreneur, hotelier and visual artist weaving together art, wellness, and activism. With a background in curating immersive, transformative experiences across Europe and the Americas, she now channels her vision into Hearthworld — merging art, ecology, and education into a living cultural ecosystem.



LEONARDO SABATINI

Florence-based tax lawyer based at a leading international law firm. His expertise spans real estate, structured finance, and banking/M&A. He's valued for translating complex legal and financial issues into clear options, aligning stakeholders, and keeping projects moving with reliability and solution-first energy.



ERIK FERRARESE

Business strategist and serial entrepreneur (HSBS, Unicredit, EY), bringing deep expertise in finance, scaling, and strategic execution to visionary projects. Following a personal loss, he expanded his focus to trauma healing, breathwork, and plant medicine, fusing high-performance business acumen with immersive, transformational experiences.



PRINCESS ANNA VON AUERSPERG

Multitalented artist, communicator, and connector with a unique ability to build global networks of collaboration and innovation. she serves as an ambassador of our vision and spokesperson for our initiatives, bridging creativity, purpose, and collaboration across cultures.



ANTONIO FESTA

Italian architect based in Berlin, with over a decade of experience in social housing and temporary architecture. He now leads master planning and permitting for Hearthworld. Trained in Italy, he brings a sensitive, systemic approach to regenerative design. Registered with the Berlin Chamber of Architects and active internationally.



TEAM (CONTINUED)

DANIEL SMITH

Chief Systems & Community
Officer

Entrepreneur with exp across IT, event production, product development, and creative industries. Specialises in designing systems that connect people, processes, and purpose. As CSCO, Daniel leads the development of Hearthworld's operational and technological frameworks while nurturing a regenerative culture that supports residents, artists, and guests alike.



EMILY DIANE COLLINS

Regenerative Impact
Consultant

Consultant insuring socially equitable standards for all members of the community and strict regulations on local and regional ecosystem impact. With over a decade of experience in corporate finance and private equity consulting, she has been a strategic part of developing the financial forecast of the project from the beginning.



FRANK SIPPEL

Green Development Advisor
Developer of groundbreaking projects such as Holzmarkt & Malzfabrik in Berlin, 23+ yrs of experience in sustainable & community-oriented real estate dev. A pioneer in green architecture, redefining how urban spaces can foster creativity, collaboration, and environmental responsibility. Advisor and future investor in Hearthworld, helping create spaces where innovation and ecological consciousness coexist.



SANTIAGO RUMNEY

GUGGENHEIM

Architecture Design Curator
Santiago is set to become the head of the design department at our BIO ARCHITECTURE MUSEUM. Leading design curation, ensuring alignment with the shared vision of sustainability and high artistic standards. With expertise in the art world and passion for creating environmentally conscious spaces, he will play a crucial role in shaping the aesthetic and functionality of Hearthworld.



STEPHEN BROOKS

Permaculture Advisor
The visionary force behind ENVISION FESTIVAL, Founder & Managing Director of Punta Mona and Alegria Village, epitomizes innovation in permaculture, sustainability, and community development. Stephen will lend his expertise as the advisor overseeing the permaculture aspects of the project. His invaluable insights promise to infuse the project with a harmonious blend of ecological mindfulness and communal vitality.





*The future belongs to those who believe
in the beauty of their dreams*

Let's dream together



Book a
Video Call

CONTACT@HEARTHORLD.ORG

+34 622 1717 20

LOLA TOSCANO

I hold a degree in Tourism & Hotel Management and spent eight years in hospitality, learning operations and team leadership.

Ten years ago, I **created Hedoné**, a space for artistic activism and emotional transformation. Hedoné is a global community that now needs a home — a castle where art, activism, and human stories can inspire the world.

In parallel, **Hearthworld** becomes an umbrella for like-minded communities — a constellation that co-creates, shares infrastructure, and sustains activity together, ensuring cultural richness and economic resilience.