

The Vision of a “house of snow” situated in South Tyrol comprises five functional areas

- 1. Research and Documentation**
- 2. Education and further education**
- 3. Snow-test-centre**
- 4. South Tyrol-Winter sports halls**
- 5. Snow museum**



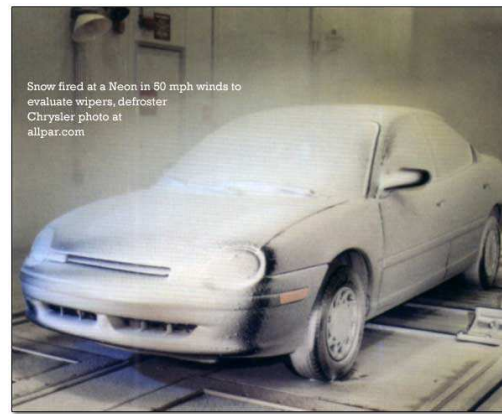
Ad 1 Research and Documentation

- The use of snow in various sectors:
 - Snow as a basic element for the food industry
 - Snow machines for private use. Snow production with temperatures above 0 degree Celsius
 - Snow for cosmetic use
 - Snow for the use in the Alpine Wellness
- Snow: Safety in the mountains. Disaster control and prevention
- Research on snow crystals, granulation and snow metamorphosis
- Snow production: energy-efficient and sustainable use of the resources water, power, land
- Market research, snow marketing
- ProNeve knowledge management: library, database, archive



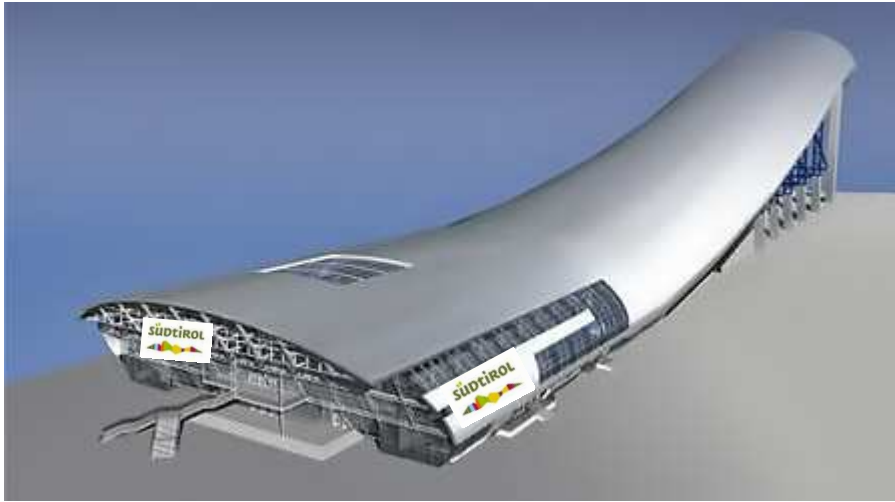
Ad 2 **Education and further education**

- Education and further education for experts in snow production
- Education and further education for experts in snow certification
- Education and further education for experts in snow marketing
- Education and further education of experts in snow safety
 - Education and further education for safety in the mountains (skiing instructors, ski guides etc.)



Ad 3 Snow test centre

- Winter endurance test (coldness and wind test) for the automotive industry, winter sports equipment, textiles, track vehicles etc.
- Simulation of alpine dangers



Ad 4 South Tyrol-Winter sport halls (e.g. greater Milan)

- South Tyrolean snow
- South Tyrolean gastronomy
- South Tyrolean products
- South Tyrolean ski instructors and hosts
- South Tyrolean flair



Ad 5 Snow museum „SNOWYSEUM“

A mix of winter sports museum and snow crystal museum

Winter sports museum	Snow crystal museum
➤ Winter technology then and now	➤ Glacier cave
➤ Pioneers of winter sports	➤ Snow world for kids
➤ South tyrolean winter sports idols	➤ Snow crystal world
➤ Winter sports equipment	➤ Produce your own snow
➤ Safety in the mountains	➤ Snow profiles and crystal forms
➤ Disasters in the mountains	➤ Snow crystal conference room

Thank you for
your attention

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