ANNA

Cabin ANNA catalogue





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Mother Nature

It has been an incredible journey since I built the first cabin for my mother in her back garden five years ago. It took me 10 months to complete, about 7 months longer than I had calculated. But I could never have imagined what happened after I finished. It marked the beginning of a new, incredible adventure. A video of the project received a staggering 10 million views, and the ANNA project was nominated and awarded with several awards. My mother and I were stunned, to say the least.

All the attention around ANNA resulted in a scholarship at the Architectural Association, where I studied for three years to turn myself from a theoretical physicist into an architect. Or rather, to become a strange mixture of the two. Another effect of the media interest was that I found people who believed in ANNA and were willing to invest in the idea. Now, five years later, the ANNA team has grown to 10 people, and sometimes I still have to pinch myself to realise this is real.

As a kid, my parents would rent a small house in the south of France every year for a few weeks. And every year, we would always spend one night sleeping outdoors in the fields on thin mattresses with the whole family. Me in between my mother and father on one side and my three older brothers on other. The excitement of sleeping under the stars, listening to the animals as they scurried by in the night, hearing and feeling the wind on your face while tucked up in my warm sleeping bag. But the most beautiful moment was waking up with the first rays of sun on your face. It's one of my strongest childhood memories.

The idea behind ANNA came from my mother's desire to feel a deeper connection with nature. This is how she raised me and my brothers; she made us realise that nature is our first home. She taught us that in nature there are no questions and that everything makes sense, despite there being no explanations.

ANNA's moving shells establish a dynamic connection to the environment. It changes with the seasons and the weather conditions. This allows one to live, sleep or work temporarily or permanently close to nature. Shuffle or push layers away to open yourself up to the environment, day and night.

ANNA represents the feeling you get when you're looking out over an wide desert, the ocean or mountains. Not just as an observer but as a participant. Fully immersed. It's about the stars at night, the sunrise in the morning, the animals all around, the unknown sounds, the smells, the striking light reflecting on nature's surfaces. An opportunity to sleep outdoors in a safe and comfortable environment. ANNA reflects the intense emotion you feel when everything comes together, as nature is an endless resource of giving.

It is my dream to create a network of ANNA's reaching to the most beautiful and remote corners of the world, to let people experience nature like they have never before. To raise awareness for the incredible resource our ecosystems are for our wellbeing and for our existence on this planet. And to raise support and funds for nature around the world.

Thank you to everyone who has supported us to get where we are today. I am looking forward to continuing the journey into nature together with you. ANNA stands for all of you who share the same dream: A wilder planet, where we feel at home in nature.

Caspar



In mindful harmony with nature

Our greatest source of inspiration

Being in nature is not only enjoyable. It has a magical effect on how we live, think, act and heal. Science teaches us that natural light, sounds, views and colours have a significant positive effect on our physical and mental health.

In an increasingly urban world, the challenge to allow nature into our daily lives is ever increasing.

With the construction of buildings, we've created comfort and safety, but also a distance to our natural environment and wellbeing. Walls and ceilings create both internal and external limitations.

With Cabin ANNA, inside becomes outside again. ANNA inspires you through nature. It's a magical feeling to wake up with the morning melodies of the birds around you, to feel a breeze gusting through the dining area or even to sleep under the open sky.

Scan QR
to watch the video



In balance with nature once again

ANNA fuels our dream of a green world where we live amidst nature. A dream to restore the wilder world we live in and to create a deeper connection to each other and to our surroundings each day. We believe that enhancing our sensitivity towards nature will result into more love and care for our planet.

Nature has always been our primary home. We can restore the rich, biodiverse and wonderful world we live in. A chance to become a species in balance with nature once again. Let nature be the fundamental element in our lives again. Just imagine that.





ANNA Models

ANNA provides the freedom to live, sleep and work in a natural environment. Cabin ANNA currently offers two different models; ANNA Stay and ANNA Meet. We are working on unique models and concepts to be launched in the future.



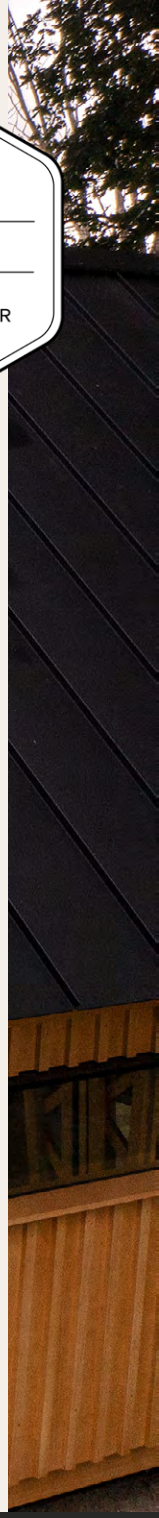
ANNA Stay

Architizer
A+AWARDS
PROJECT OF THE YEAR
2021

ANNA Stay brings a dynamic play between home, nature and people. The cabin is a moving wooden structure where these three aspects merge. It is both a womb of comfort and a platform open to the elements.

- Designed for both short-term and long-term living
- Suitable for 2 adults and 2 children, or 3 adults in total
- Suitable for a wide range of climates and weather conditions
- On-grid and off-grid with stylish amenities
- Designed and built with a minimised impact on nature

ANNA Stay won the internationally acclaimed 2021 Architizer A+Awards Project of the Year Award out of over 5000 entries from over 100 countries.





ANNA Meet

ANNA Meet is a creative open platform that connects people with nature. This cabin is specially designed for you to hold a masterclass or business session, to immerse yourself in a yoga class or even make ANNA Meet your office.

- Designed for creative sessions, yoga classes, meetings and gatherings
- Four different sliding shells to create various setups for different occasions
- Suitable for a wide range of climates and weather conditions
- On-grid and off-grid with stylish amenities
- Designed and built with minimised impact on nature

Click here for more information on ANNA Meet.



ANNA Stay

Let nature be your home

Witness the most beautiful changes taking place outdoors. Wind down, fall asleep under a starry sky and wake up to the sound of morning birdsong. Notice how each season brings life with a different colour palette. Read, paint and spend quality time with friends and family in your own natural environment.

Connect with nature every day.

You can completely adjust ANNA Stay to the occasion, your mood or the weather. Simply change the setup by playing with each shell. ANNA Stay is specially designed for short-term or long-term living. It is equipped with all the amenities for a comfortable stay, while providing a true outdoor experience.

With ANNA Stay, inside becomes outside again.
A perfect home in the midst of nature.

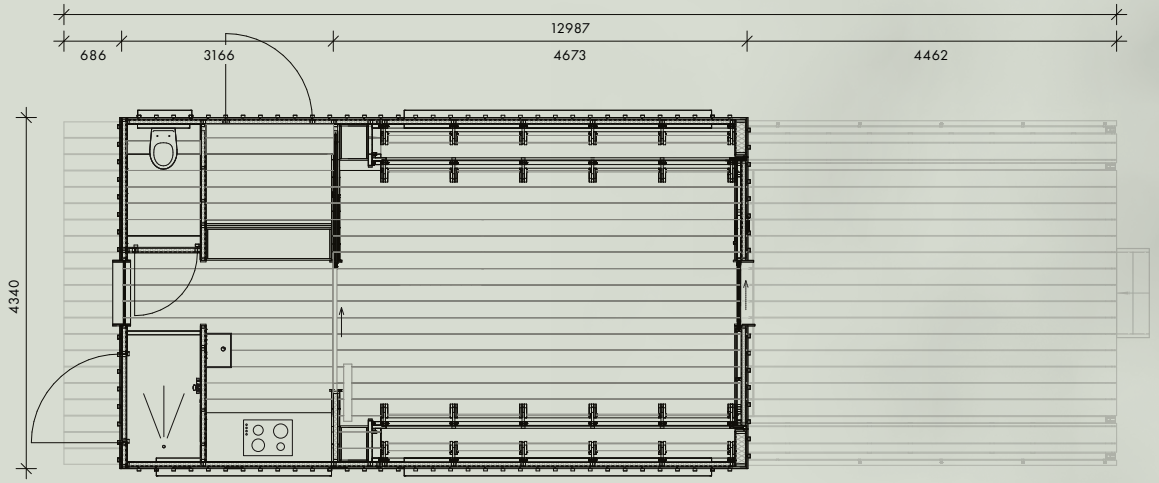




Specifications

ANNA Stay is delivered turnkey. All things included:

- Fully moveable, lockable cabin
- Built-in bed frame with mattress or freestanding bed frame with mattress
- Built-in bath in the floor
- Mezzanine with double bed
- Ladder to the mezzanine
- Wood stove with built-in oven
- Kitchenette with refrigerator, gas hob, sink, lights, washbasin
- Built-in kitchen cabinets
- Foldable kitchen table with chairs
- Built-in wardrobe
- Hot and cold shower
- Flushable toilet
- Service room
- Electricity points
- Built-in lights
- Mosquito prevention doors



Floor plan – Ground floor (closed)

The dimensions and layout of the new ANNA will differ on some points.
In general it comes down to the same thing.

Technical details

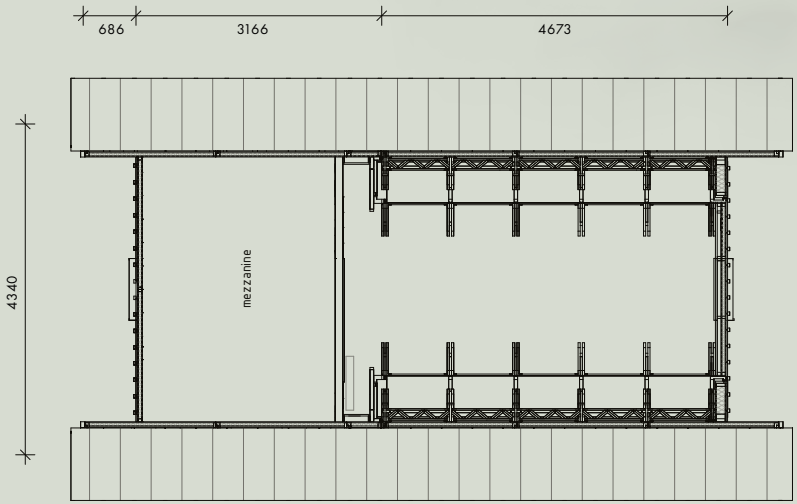
Upper floor area
approximately 8 m2 or 86.1 ft2

Weight
approximately 15 tons

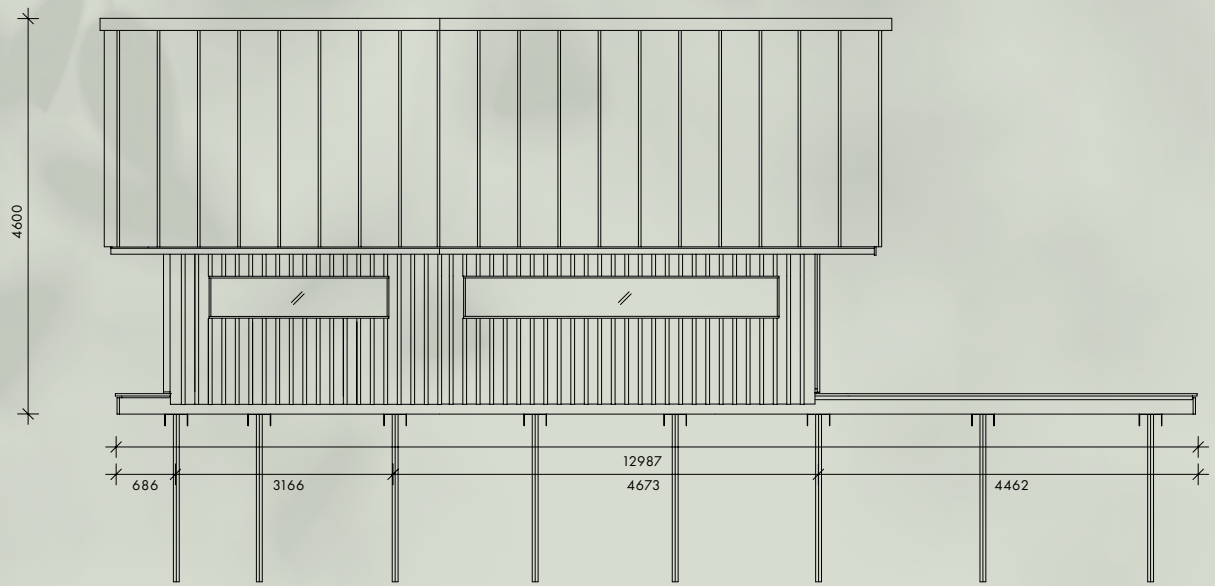
Height of the cabin
4.5 m or 14.7 ft



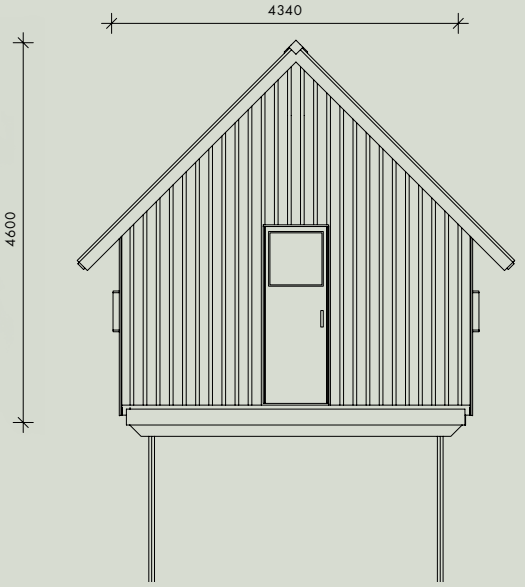
Floor plan – Ground floor (open)



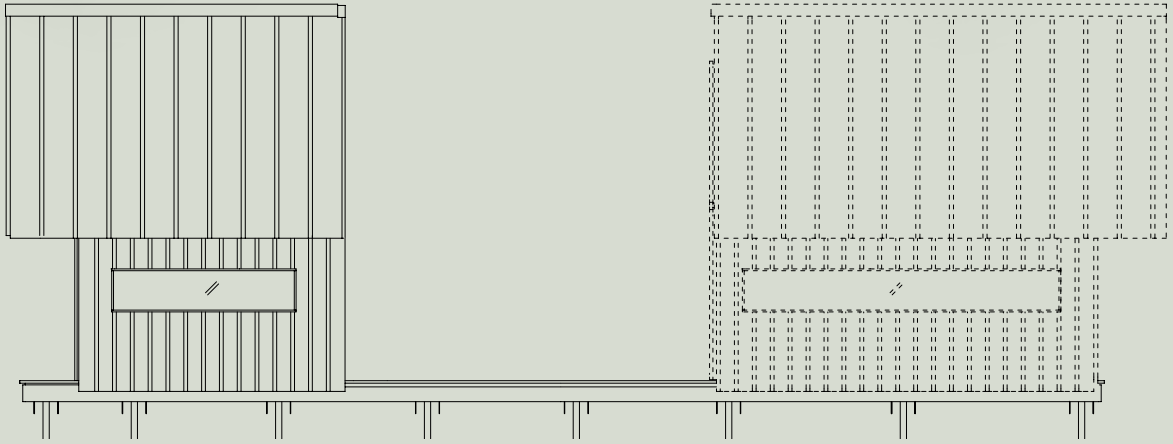
Floor plan – Mezzanine



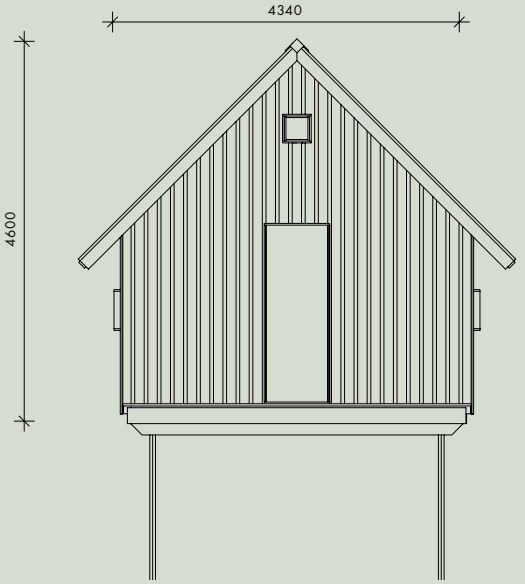
Side elevation (closed)



Front elevation



Side elevation (open)



Back elevation

Technical details

Foundation
ANNA Stay is designed to have a minimal impact on nature, and therefore does not require a conventional foundation. In most cases, a screw foundation with the self-levelling base is sufficient. However, local soil conditions need to be reviewed and local adjustments might be needed.

Materials
The exterior of ANNA Stay is made from high performing sustainable Accoya wood. The cabin is built with different materials to ensure the best durability and strength. Other main parts consist of:

- Birch plywood interior
- Steel roof
- HR+ double glazing
- Kitchen and shower made of wood and stainless steel

Colour
The exterior of ANNA Stay is made of Accoya wood. The colour of this wood is a natural, warm colour which will intensify over the years. The wood is fire-treated and sealed to enhance longevity.

Climate
ANNA Stay is engineered to withstand heavy winds, rain and snow loads, while double glazing and patented airtight seals will keep you even more comfortable in colder climates. As testing is still in process, specifications will be forwarded. When purchasing ANNA Stay, please provide us with your local requirements and regulations so we can guide you accordingly.

Insulation
ANNA Stay is fully insulated and airtight to be comfortable at temperatures well below 0 °C. The cabin provides insulated floors, airtight shells and double glazing. Do remember that it is a flexible wooden cabin and not a conventional home.





On-grid

ANNA Stay is available in an on-grid and off-grid version. When choosing the on-grid version, the client is responsible for installing necessary facilities like water, electricity and a sewage system near the cabin. We will provide a detailed template which can be used by your local expert.





Off-grid

We have developed a standard off-grid system that operates on solar panels, a woodburning stove and biogas. Due to varying local regulations around the world, the option for a fully turnkey off-grid solution for ANNA Stay is only available in the Netherlands. To deliver off-grid cabins outside the Netherlands, advice from a local expert is needed. As we have a good understanding of off-grid systems, we would be happy to share our knowledge with you.

Water resources
There are several options depending on your location for gathering water. For instance by drilling a well or collecting rainwater. As every location is unique, it is critical that the client investigates what options work best and concludes this with their local expert. Drinking water regulations for local consumption should be investigated before use.

Electricity recourses
The cabin is fitted with a solar system on the roof. Local regulations and circumstances might influence availability. We would be happy to share our knowledge with you.

Wastewater
The off-grid system uses a septic tank that is located underground. If your project is located in the Netherlands, we can direct you to our local partner. For projects outside the Netherlands, we advise you to contact your local expert on septic tanks and wastewater facilities.

Interior

A lot of care and attention to detail has been taken to design the cabin. It is our vision to ensure a seamless experience between exterior and interior design. Therefore we have created an interior look that has all necessary items and that complements the overall experience. For the Dutch market, we have created a list of premium suppliers that will help the client with supplying everything needed for the interior. You will be able to order from these suppliers directly, subject to local availability. We will provide clients outside the Netherlands with a mood board that gives a clear direction for materials, colours and fabrics that can be used in your decision-making process with local suppliers.





Pricing

We are in the final stages of development and pricing of the new ANNA Stay model. Currently, ANNA Stay is manufactured in the Netherlands and orders will be shipped from the Netherlands globally in 2023. Please bear in mind that local taxes and import duties might apply when importing.

The price of ANNA Stay will be available from end 2022.
When ordering the ANNA Stay, you can choose between the following options:

- Off-grid system
- Built-in bed frame with mattress or freestanding bed frame with mattress
- Fully integrated bath

Please be aware that these prices do not include:

- Shipment
- Installation
- Local import taxes
- VAT
- Local certification
- Permit processing



Delivery

Region	Earliest delivery
The Netherlands*	Q3 2023
Europe*	Q4 2023
USA & Canada*	Q4 2023
Globally	Subject to demand

*Delivery times are subject to availability, demand, and transportation.

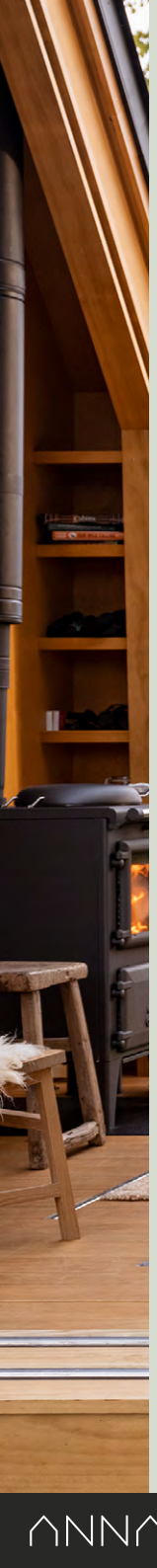
ANNA's unique location in nature

As Cabin ANNA blends in perfectly with her environment, we see the natural environment and ANNA as one. When selecting the right location in nature for Cabin ANNA, different experience guidelines apply:

- Each cabin is surrounded by an abundance of nature
- The nights are silent and pitch-dark
- Absence of any construction or roads, within a radius of at least 100 meters (300 feet)
- Sufficient privacy and peace and quiet are key elements to the experience

We would be delighted to hear if you share the same passion for Cabin ANNA. If our dreams match, we would be more than happy to partner with you and create a Cabin ANNA in nature together.





Renting out ANNA

Introduction of three different product experiences

Cabin ANNA can be acquired for private use or business purposes and is available in on-grid and off-grid versions, depending on your location. As a buyer you have the possibility to rent out your Cabin ANNA and provide your guests with a unique experience. If you choose to rent out your Cabin ANNA, the cabin will be promoted through our distribution channels as part of a concept, based on the type of location and the available facilities.

There are three different concepts, and each concept has a unique product experience:

Collection, Resort and Remote.



Collection

Collection offers an extraordinary network of privately managed nature locations. Think of secluded locations in privately owned reserves or estates. Situated in rolling hills, high up in the mountains or in dense forests, each Collection experience comes with a very personal touch by its host. With Collection, guests choose a distinctive and characterful stay in unusual locations amidst nature.

- Privately managed
- Individually located cabin
- On-grid and off-grid
- Handpicked locations
- Each with a unique personal touch



Resort

For guests who want to experience nature closer to home, Resort offers a perfect experience. Within the Resort concept there are complete on-grid and off-grid ANNAs at locations amidst nature, with the services and hospitality of a nature resort. Nature is central for Resort too, so guests experience plenty of privacy and peace. During the stay, there are several options for nature activities, and restaurants are within walking distance.

- Unique lodging experience
- Located in nature resorts
- On-grid and off-grid
- Catered cabins
- Activities in nearby nature



Remote

Guests can surrender themselves completely to nature and live far away from civilization for a while. Here, everything falls into place immersed completely in nature. With Remote, guests choose a remote and self-sufficient stay. Remote cabins are individually located in protected nature reserves only.

- Off the beaten track
- Located in nature reserves
- Completely off-grid
- Self-sufficient
- Individually located cabin





Permits and preparations

Permits

All local permits, including the costs, are the responsibility of the client. We will be able to support you in the permit process for the Netherlands. Please be advised that regulations differ from country to country. We advise you to contact local experts to support you in the permit process. Please be aware that permit confirmation is critical to the delivery date.

Preparation

The preferred site for Cabin ANNA needs to be reviewed to ensure accessibility. For delivery and installation, a local expert will be needed to inspect the site and soil condition, based on the given specifications. To support your conditions, we will provide templates to ensure the foundation can be installed. In most cases, a simple screw foundation will be sufficient.

The following preparations are required:

- Necessary permits in place
- The foundation must be ready according to our specifications
- Grid connection, power drainage and water must be supplied to the site
- For an off-grid cabin, a septic tank based on our specifications must be installed together with your preferred water supply.

Intellectual property

Cabin ANNA is protected by copyright and is a patented product.

Certifications

Cabin ANNA fully complies with all Dutch regulations. Cabin ANNA is designed with European and US certifications in mind. Local regulations should be reviewed and confirmed by the client. This is subject to order confirmation.

Manufacturing

Cabin ANNA is a Dutch company. The cabins are currently manufactured in the Netherlands. We anticipate orders will be able to be shipped from the Netherlands globally in 2022. To guarantee a high-end product, manufacture of the fundamental elements of each cabin will remain in the Netherlands. Our vision is to partially start local manufacturing in the near future.

Maintenance

Cabin ANNA is a well-engineered wooden structure. As with all natural products, it requires care and proper maintenance. Cabin ANNA is designed with low maintenance in mind and is built with beautiful, natural and sustainable materials. Some materials will oxidise and will become more characterful over time.

Quality

When properly taken care of, Cabin ANNA will last for generations. All critical elements will be supplied with a warranty.

Apply to pre-order ANNA Stay

Order process

1. Apply to pre-order
2. Site evaluation
3. Pre-order with down payment
4. Permit approval
5. Final order

You can now place a non-binding reservation for the future purchase of ANNA Stay. Making a reservation gives you the chance to be the first to receive an invitation to place the pre-order with down payment.

Payments

Pre-order with down payment	30%
Shipment	60%
After installation	10%

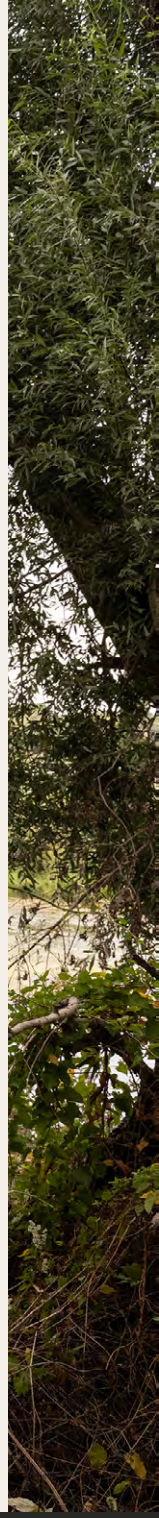




Let’s connect!

After we have received your reservation, we would love to get in touch with you. Let’s connect through video and talk about the beautiful location in nature you have in mind for your ANNA Stay. If our ideas match and share the same dreams, we will invite you to make a pre-order with a down payment. You will receive all the information you need to apply for necessary permits. When approved, you will be able to make your final order.

APPLY TO PRE-ORDER





Business Case - Resort

Cabin ANNA offers great opportunities for business use.
To support you in your choices, we have created a business case, based on the first Resort concept. The first Resort is Holenberg, launched in April 2021 and located in the beautiful nature reserve De Maashorst in the Netherlands.

A total of five ANNA Stays are located at least 100-meter (300 feet) distance from each other, to create and facilitate a private experience for their guests in nature. We have used this pilot case to learn and improve Cabin ANNA over the last few years. We are delighted to report that the first pilot of Resort has been a great success.

Some key performance figures:

- Average occupancy rate: 91%
- Average daily rate: € 290 per night, excluding VAT
- Average length of stay: 2 to 3 nights
- Average age: 35-55 years
- Average occupancy: 2.5 persons per stay

The Guardian newspaper named Holenberg one of the best eco-friendly places to stay in Europe.

Discover more at holenberg.com.

More information and details of the business case can be provided upon request.

Our commitment to nature

To live consciously with nature is not only a lifestyle, it's a philosophy. Our love for the outdoors brings a commitment to treating the environment with care. This philosophy affects every decision we make. From designing the efficient use of energy and space and selecting the right sustainable materials, to delivering a low maintenance cabin that can be flexibly assembled and disassembled anywhere in the world, without leaving a trace in nature.

Cabin ANNA is built with FSC certified, sustainable Accoya wood and can be delivered either in one piece or as a flatpack fitted in a container. It can be installed within three days using an electric crane. Each cabin is also available in a self-sufficient off-grid version, including a fire-heated boiler, a solar energy system and a wastewater treatment system. Off-grid cabins are only available in the Netherlands. The first cabins are fabricated in the Netherlands, we strive to be able to partially manufacture on each continent locally in the near future. With ANNA, we believe we can inspire through nature. Living in harmony with nature, ANNA raises awareness of the need for individuals to preserve our environment. Together with our valued partners, we dream of a greener planet and support funding to rewild nature around the globe for future generations.





Pictures Jorrit 't Hoen, Tonu Tunnel, Pie Aerts, Sjoerd Bracké and Cuno de Bruin
Design studio kustwacht

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