

# FOLLY

ESTABLISHED 2016

Infusing Off-Grid Architecture with authentic hospitality hidden in nature



Apple News  
February 19



dwell



AD

Condé Nast  
Traveler



COOL  
MATERIAL

design  
boom®



C MAGAZINE

de  
zeen

uncrate



InsideHook



**dwell**  
TOP 10 CABINS  
MAY PRINT ISSUE

off the grid

TEXT BY Kelly Vencill Sanchez PHOTOS BY Sam Frost

## Joshua Tree Unplugged

Evoking the past and future, a high desert outpost powers itself.

Naturally rusted steel sheathes the cabins that Malik Alqadi built on a 1954 home stead outside Joshua Tree National Park. "I loved the idea of stitching the existing structure back together, reinforcing it, and giving it life again without compromising the beautiful setting it's in," he says.

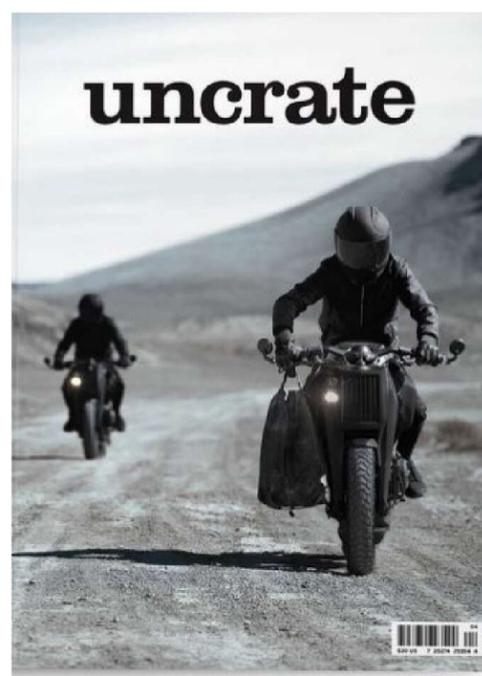




# FOLLY JOSHUA TREE

Folly Joshua Tree blends nature with everyday comforts. Our spaces invites visitors to combine a desire to unplug in a way that is comforting rather than combative. A stargazing bedroom with no ceiling, showers with exposed and expansive views and an energy producing solar tree is the exploitation of nature through a respectful approach.

JOSHUA TREE, CA





**1.8M**

“Stunning. Incredible design, gorgeous touches and fantastic views.”

– Rocky Barnes



**994K**

“ rooftop star-gazing bed was so romantic and relaxing... A must stay”

– Simi Haze



**470K**

“Folly has an overall feeling of magic with its surroundings.”

–Moon Maison



**25.9M**  
**VOGUE**

**DAWN RICHARDS**  
**954K FOLLOWERS**



**103M**

“Set aside everything you know & prepare yourself for an adventure.”

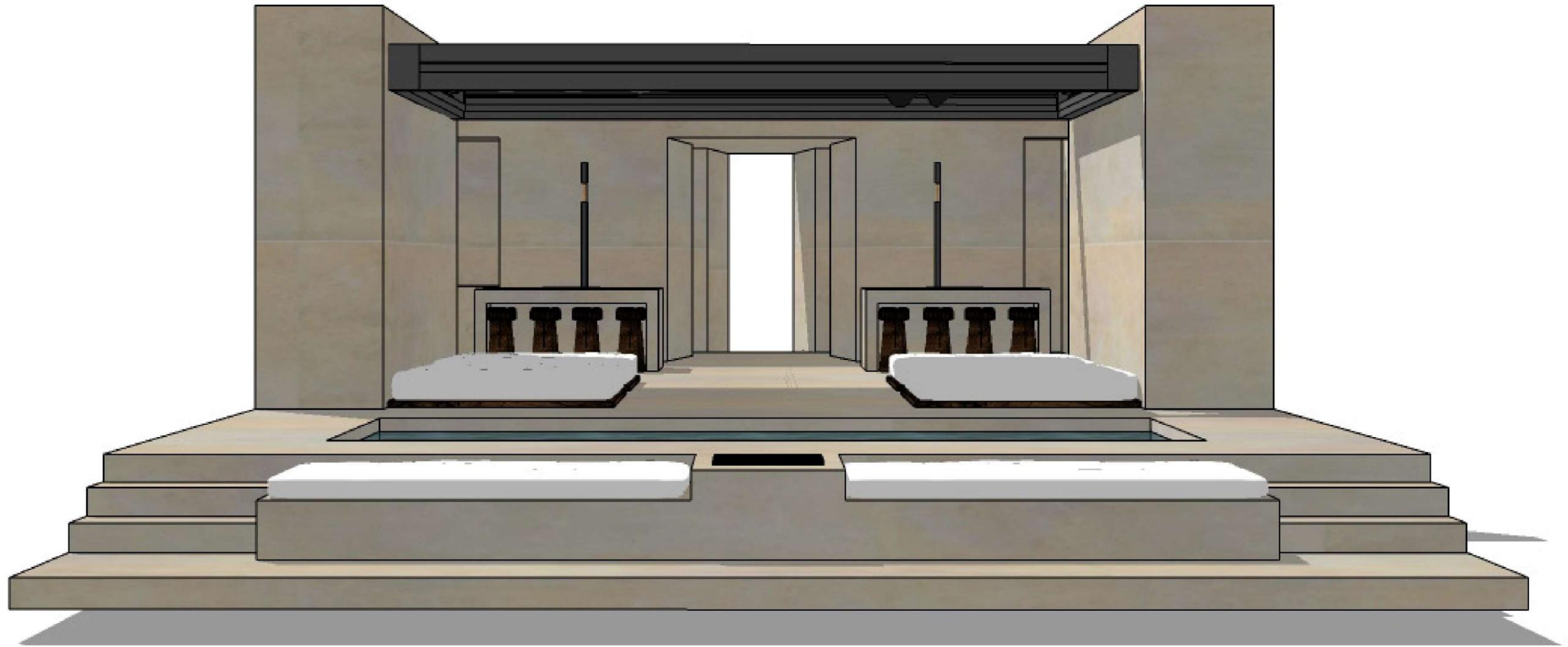
– Miley Cyrus

# PROTOTYPE TIMELINE AND STATS (FOLLY JOSHUA TREE LLC)

**AVERAGE DAILY RATE \$530**

**AVERAGE OCCUPANCY RATE 95%**





# FOLLY MOJAVE

Folly Mojave, the property is situated on pristine terrain surrounded by the best land conservation in the region. Inspired by the Mojave Desert breathtaking vistas, clear sky, and unique boulder formations, Cohesion Studio explores the metamorphosis of the original Folly Prototype. Every aspect of Folly Mojave is to promote self-reflection and provide guests with a disconnect from everyday life.

WONDER VALLEY, CA



## WHY FOLLY MOJAVE

# Park Growth

111 Percent

# Inquiries

Weddings

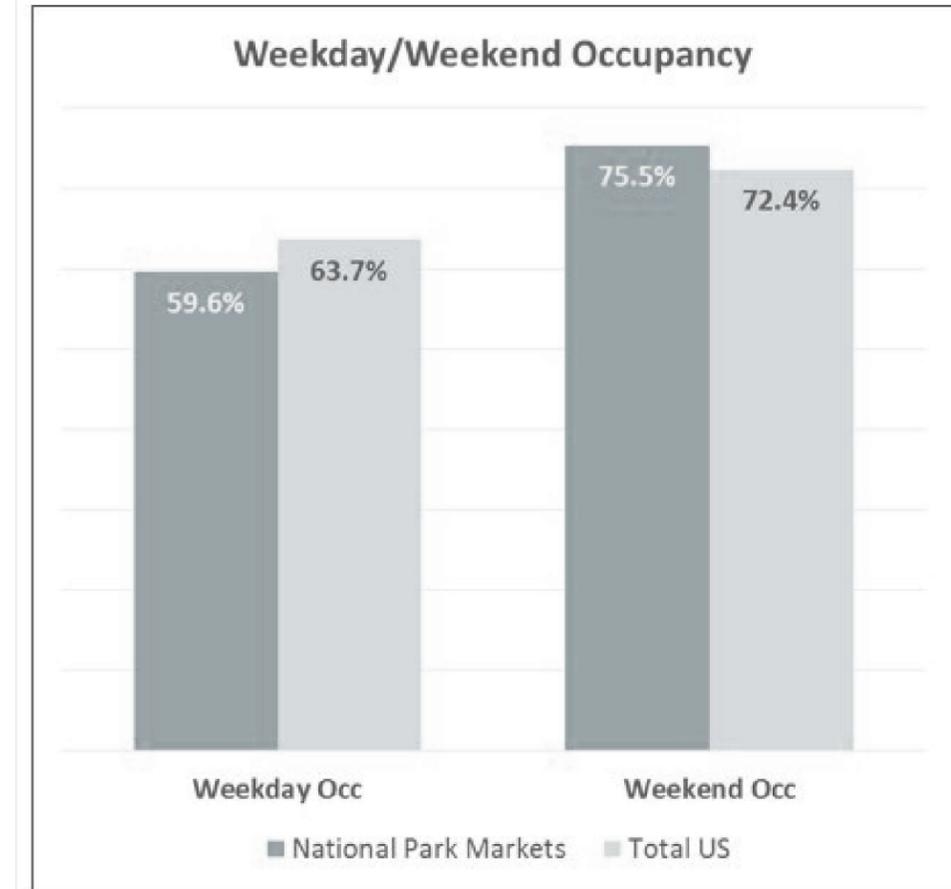
157

Film

30

Photoshoots

27



National Park	2008 Visits	2018 Visits	Visitation Growth
Joshua Tree	1,392,446	2,942,382	111%
Arches	928,795	1,663,557	79%
Acadia	2,075,857	3,537,575	70%
Rocky Mountain	2,757,390	4,590,493	66%
Glacier	1,808,027	2,965,309	64%
Zion	2,690,154	4,320,033	61%
Grand Canyon	4,425,314	6,380,495	44%
Yellowstone	3,066,580	4,115,000	34%
Great Smoky Mountains	9,044,010	11,421,200	26%
Badlands	845,734	1,008,942	19%
Yosemite	3,431,514	4,009,436	17%
Olympic	3,081,451	3,104,455	1%

# FOLLY MOJAVE PROPERTY PROXIMITY

..... PRIVATE ROAD

—— PUBLIC ROAD

## Location

Wonder Valley, CA

## Property Size

100 Acres

## Elevation

1800'

## National Parks

Joshua Tree National Park

Mojave Preserve

Death Valley National Park

## Proximity

10 min 29Palms

15 min Market

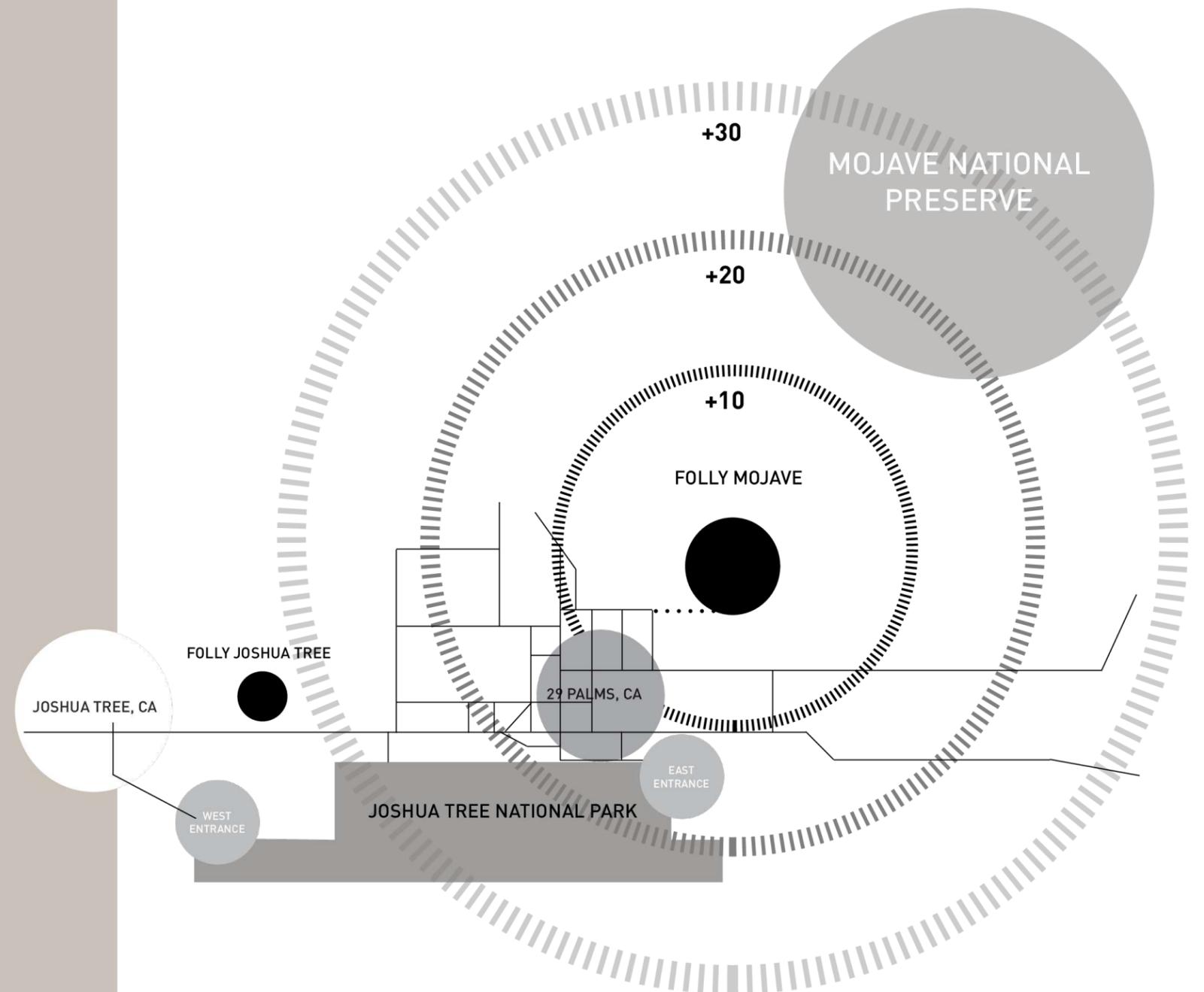
25 min Folly JT

35 min Joshua Tree

60 min Palm Springs

2.5 hours Los Angeles

2.5 hours San Diego



From Joshua Tree  
Folly Cabin - 7.4 miles  
Mojave - 10.9 miles

FOUND BLM BRASS CAP STAMPED FOR THE COR. SEC. 35, SEC. 36, SEC. 25 AND SEC. 26. UP 0.4'

FOUND BLM BRASS CAP STAMPED FOR THE 1/4 SEC. 25 AND SEC. 36. UP 0.3'

BASIS OF BEARINGS: S89°07'50"W 2654.34' (S89°07'50"W 2654.32)

**WATER**

**STONE**

**FIRE**

**MARA**

**WIND**

**PAVILION**

**PARCEL 1**

PER TITLE REPORT  
(PARCEL PER DOC. 2010-0130158  
REC. 04/06/2010 O.R.)

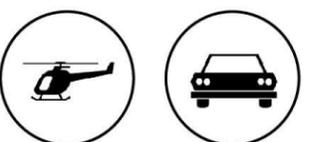
AREA = 876,283± SF  
20.12± ACRES

**PARCEL 2**

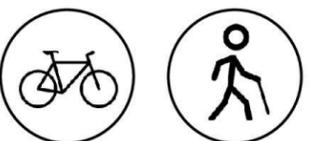
PER TITLE REPORT  
(PARCEL PER DOC. 2010-0233925  
REC. 06/11/2010 O.R.)

AREA = 1,753,223± SF  
40.25± ACRES

**MODES OF TRANSPORT**



**ON PROPERTY**



N0°10'42"W 2641.06' (N0°12'00"W 2640.00')

660.26'

.48'

N89°08'52"E 1326.56'

N0°07'33"W 1321.34'

660.67'

1327.17'

N0°04'24"W 1322.15'

835'

1325.95'

1840'

DIRT ROAD

DIRT ROAD

WELL SITE MARKER NUMBER 3

WELL SITE MARKER NUMBER 2

WELL SITE MARKER NUMBER 1

WELL SITE MARKER NUMBER 18

WELL SITE MARKER NUMBER 6

WELL SITE MARKER NUMBER 5

WELL SITE MARKER NUMBER 4

1327.17'

1885

1880

1875

1870

1865

1860

1855

1850

1845

1840

1835

1830

1845

1850

1855

1860

1840

835'

835'

# THE MARA

Pool Cabana  
515 sq.ft Ground Floor  
515 sqft Roof Deck

Occupancy  
Communal/ Outdoors

Views  
Mojave, High Desert

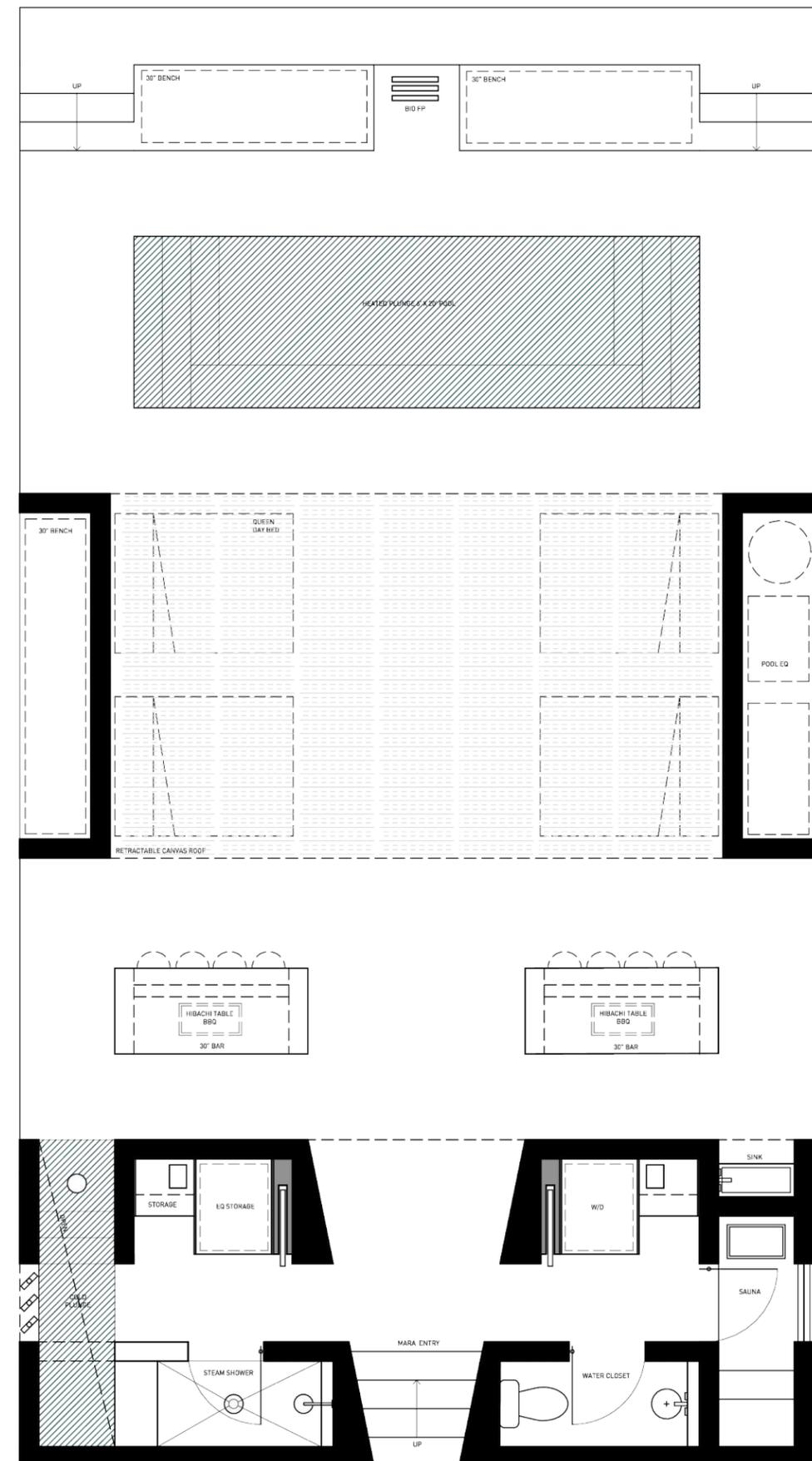
Quantity  
1

The Pool Cabana- is a standalone structure with an outdoor pool area.

Design features include warm concrete floors, rammed-earth concrete walls or traditional board form concrete walls, natural timbers and fittings in blackened steel. The pool pavilion includes Infrared sauna, a cold plunge pool, and steam shower. The swimming pool and sun deck is an outdoor area with two bar areas and a partial canopy cover.

- Outdoor heated plunge pool
- Toilet Room
- Walk-in steam Shower
- Exterior outdoor Bar Islands
- Sun Deck Lounge area
- Sauna
- Cold Plunge pool
- Off-Grid Solar Utilites
- Septic Tank / Black water system
- Grey water system
- Well Water

## POOL CABANA PROGRAM



**COHESION**

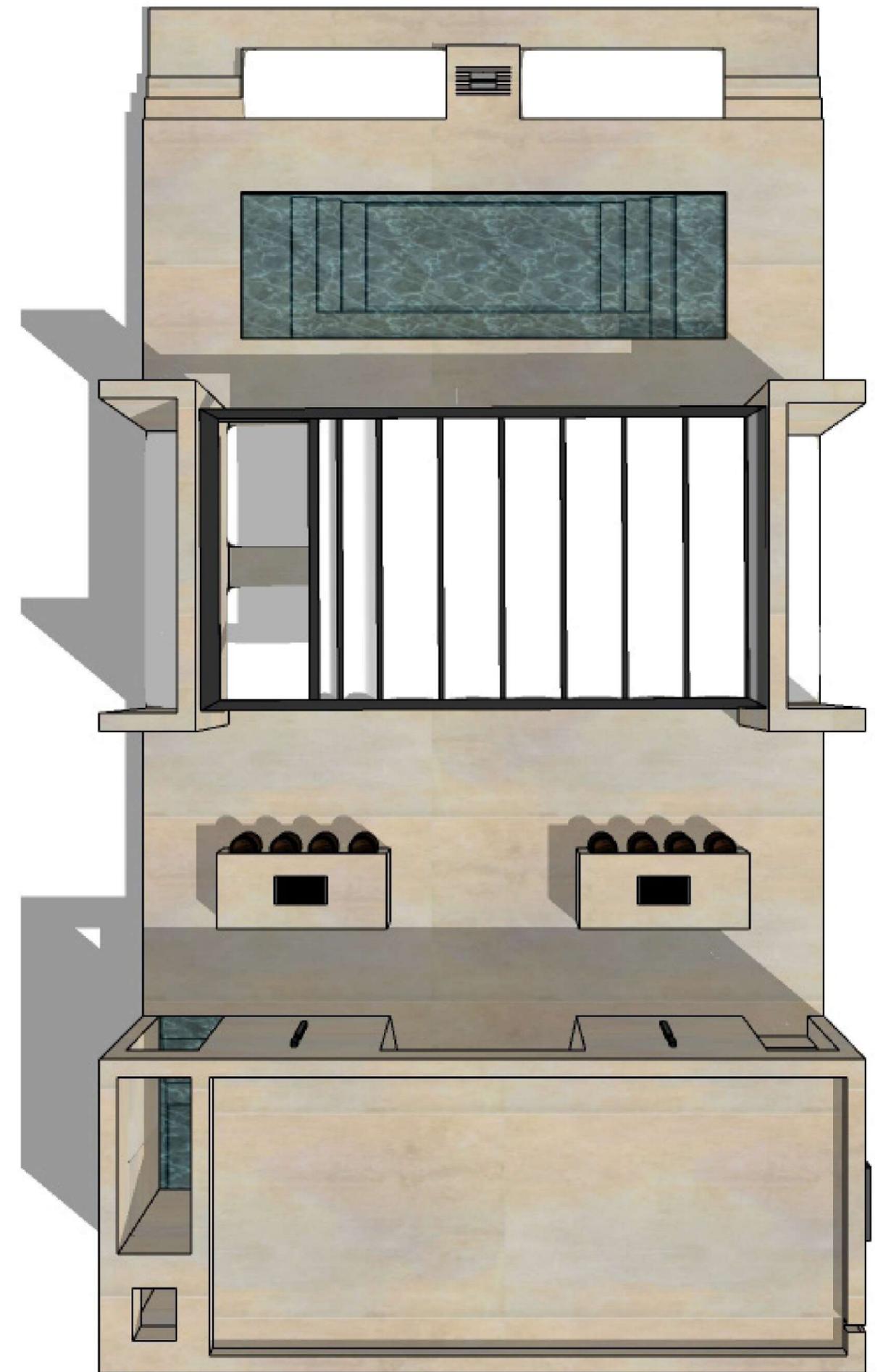
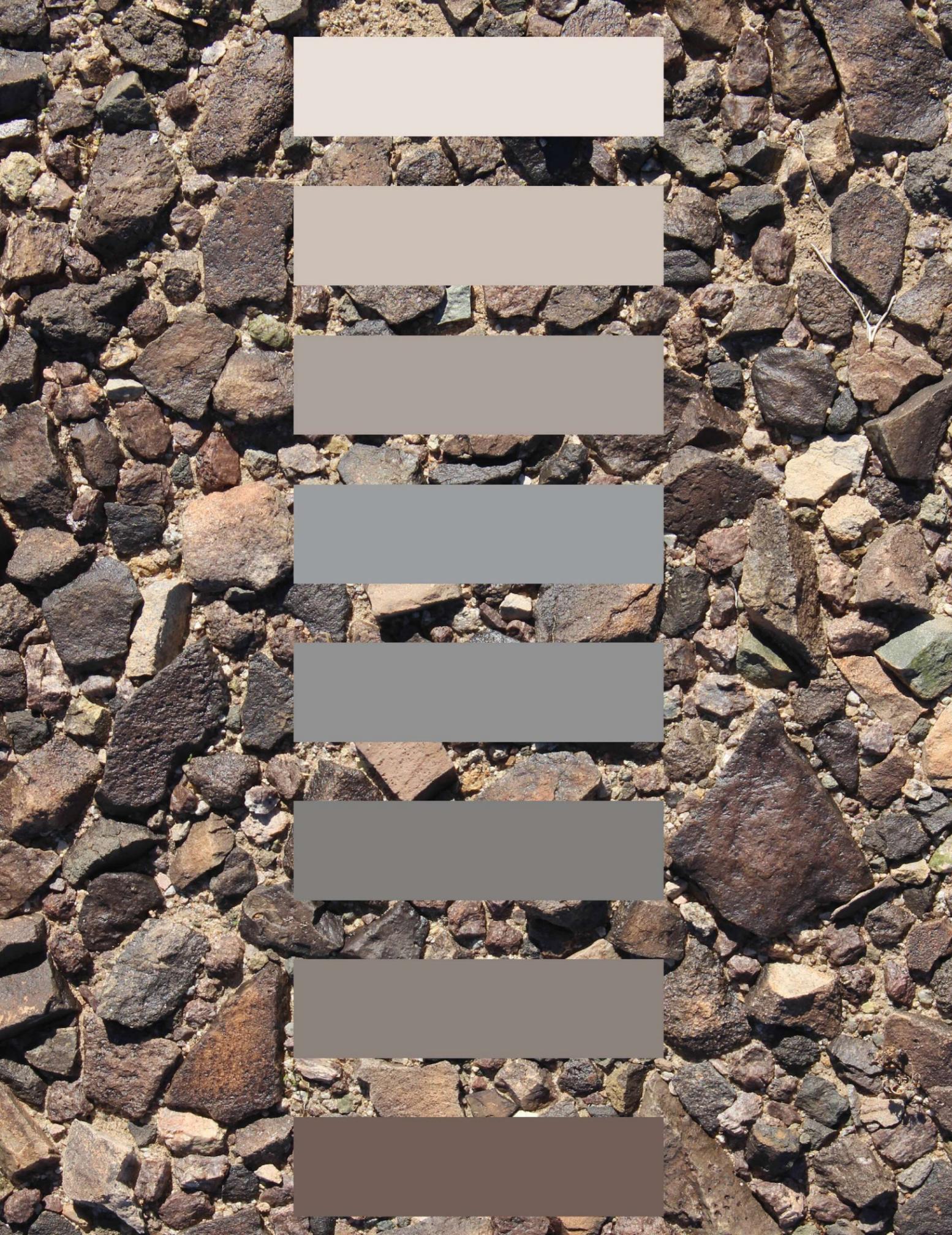
MOJAVE RESIDENCE  
WONDER VALLEY, CA

POOL CABANA

09.18.19

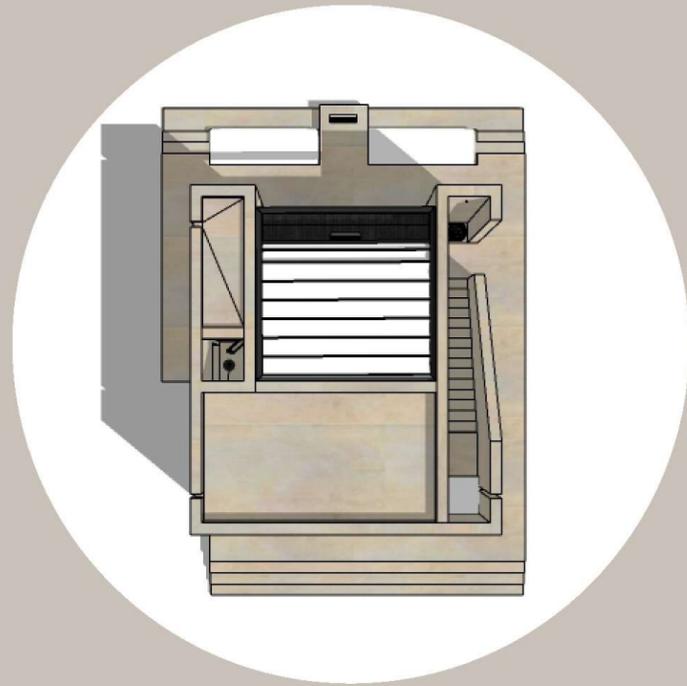
3/16" = 1'-0"





MARA COMMUNAL AREA BIRDS EYE VIEW

# THE ELEMENTS



STONE



\$600 / NIGHT



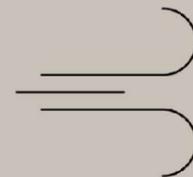
FIRE



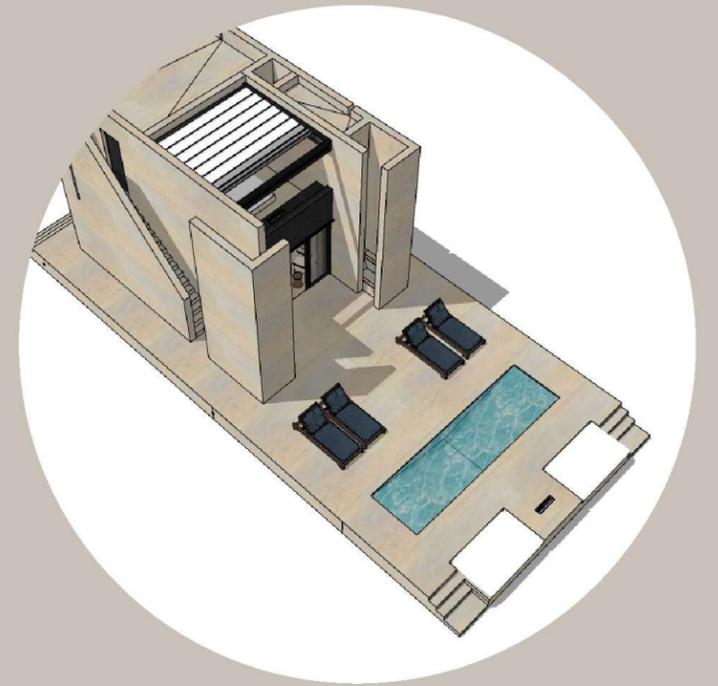
\$800 / NIGHT



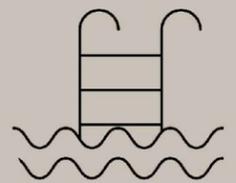
WIND



\$1000 / NIGHT



WATER



\$1200 / NIGHT

# THE DWELLINGS

**Main Dwelling**  
515 sq.ft Ground Floor  
515 sqft Roof Deck

**ADU**  
515 sq.ft Ground Floor  
350 sqft Roof Deck

**Occupancy**  
2 People Per

**Views**  
Mojave, High Desert

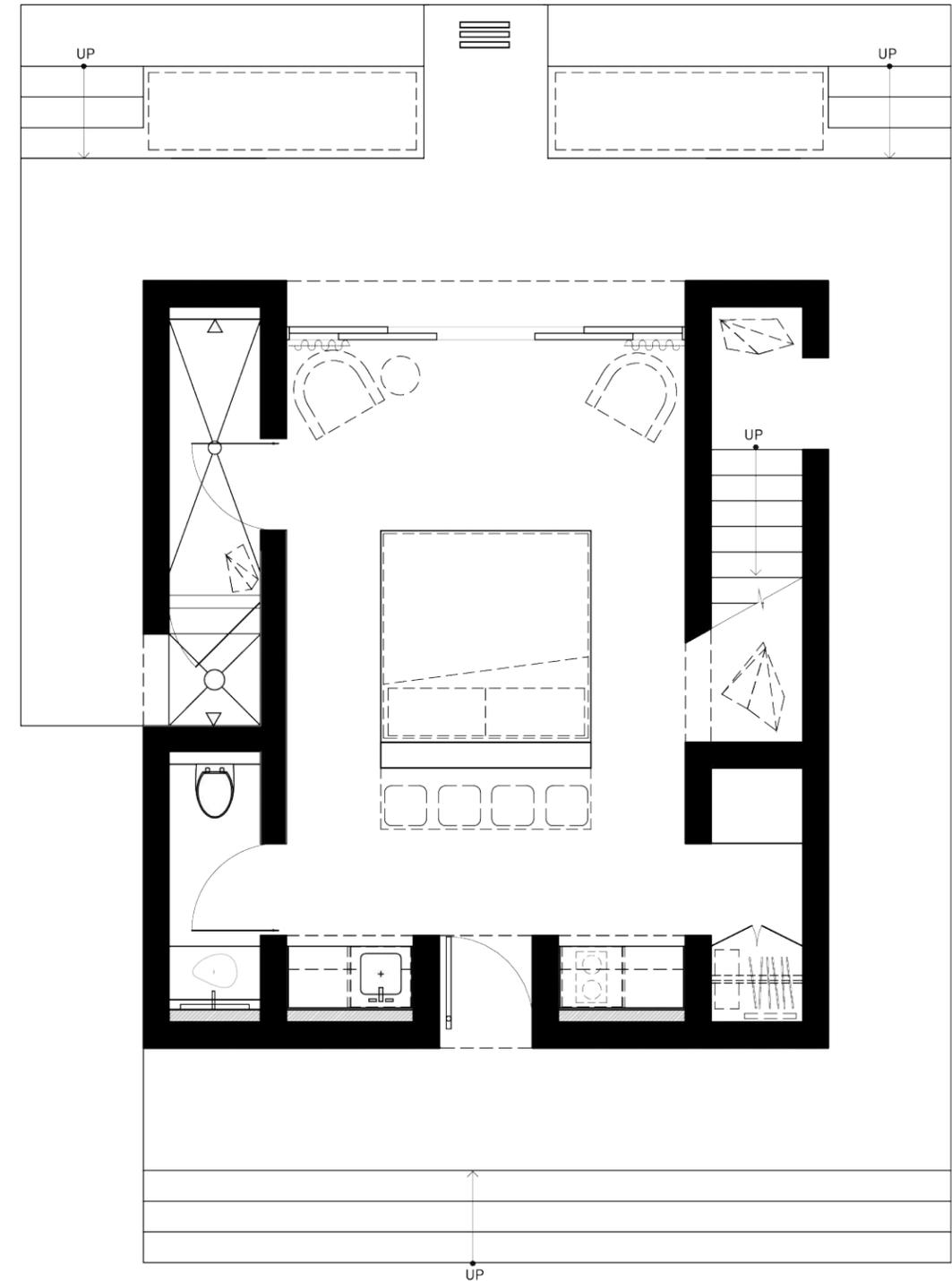
**Quantity**  
I, II, III, IV

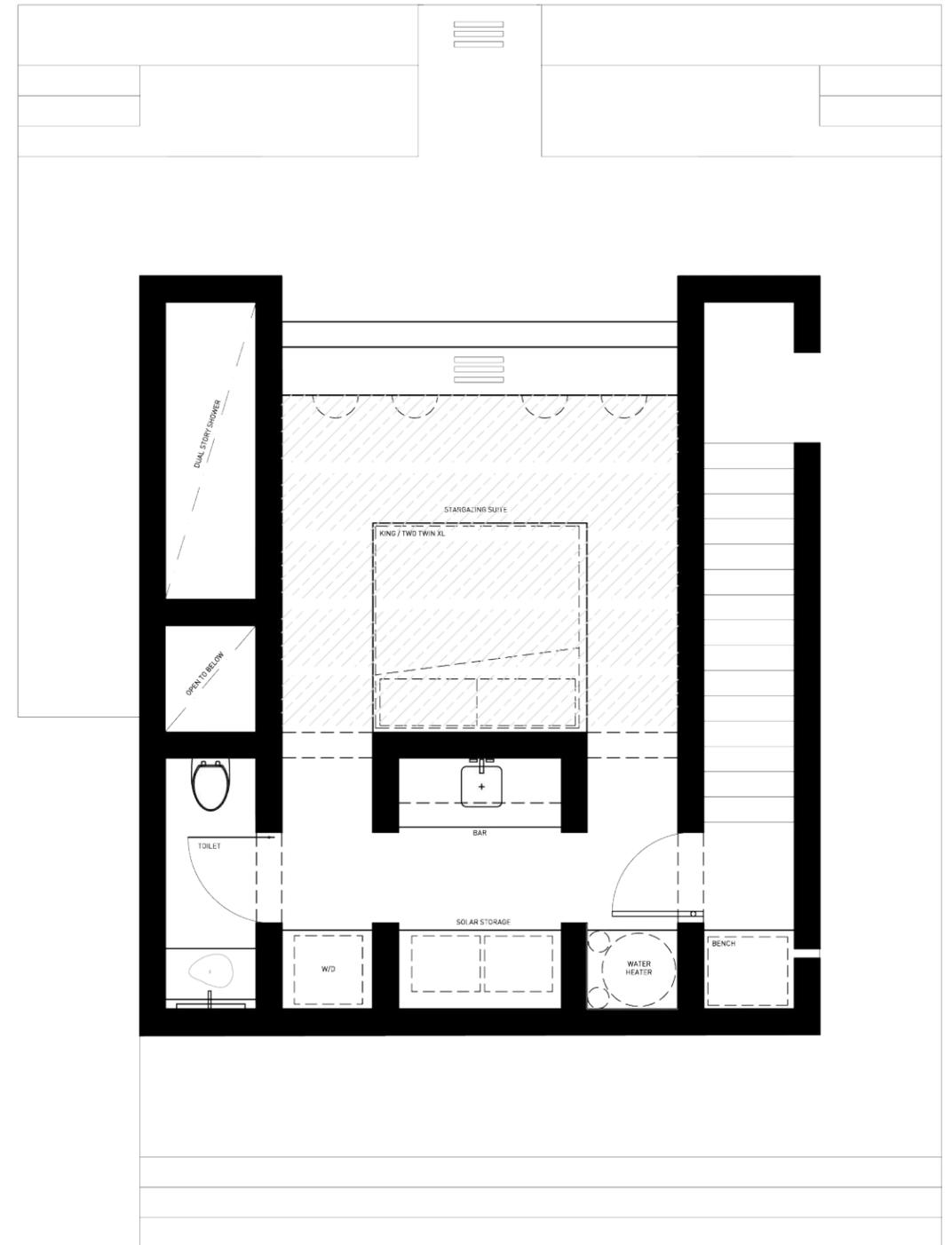
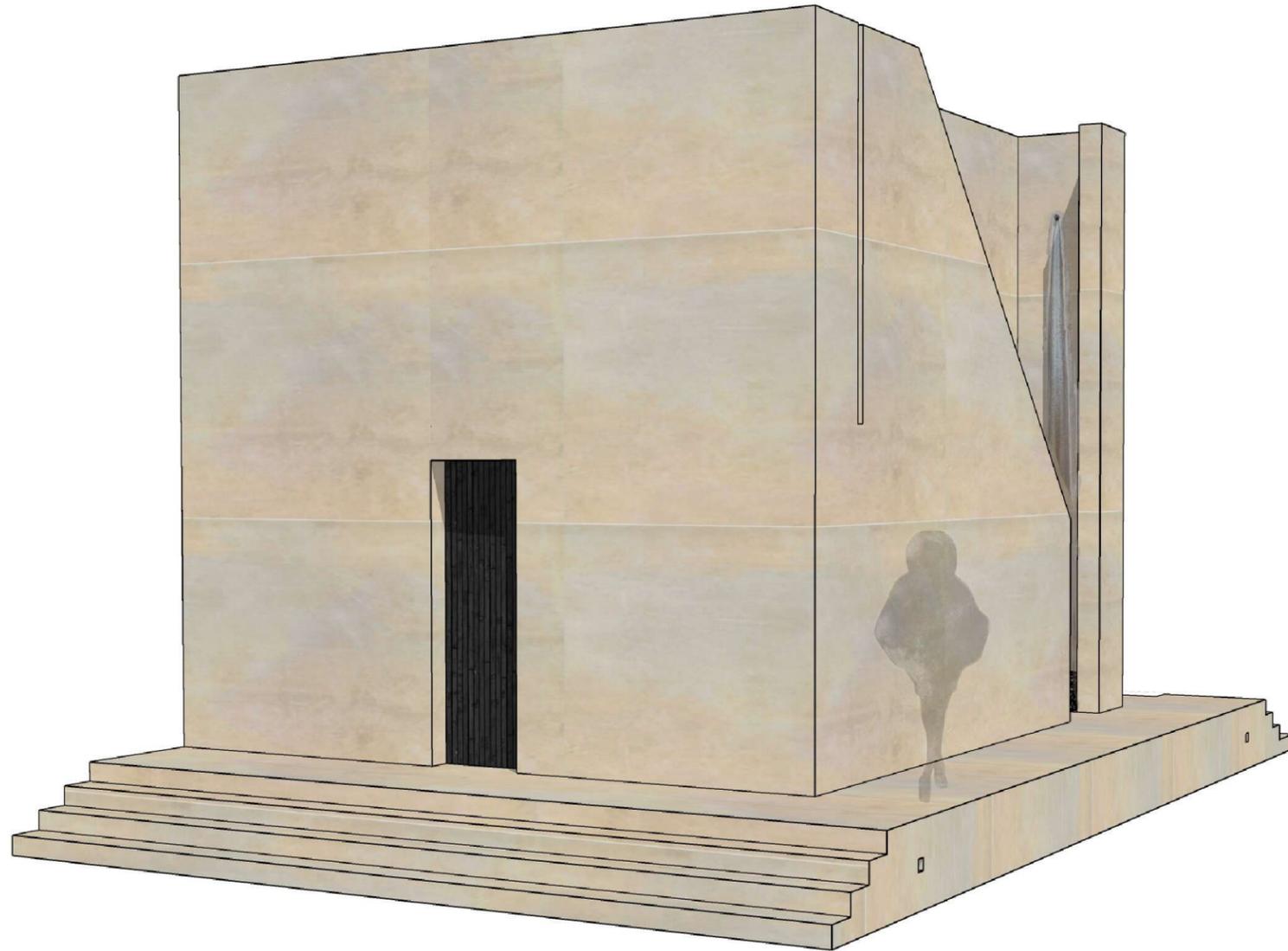
The Single Family Dwelling + ADU – are standalone structures with the same floorplan and foot print but have various amenities based on natural elements for different experiences.

The concept is to offer a modern an indoor/ outdoor program, 1-bedroom ground floor interior, with 9' ceilings, A large glass door and a second floor outdoor roof deck with unobstructed desert views.

## DWELLING PROGRAM

- Outdoor roof deck
- Toilet Room
- Walk-in Wet Room Shower
- Exterior outdoor shower
- Sleep/Living Area
- Intuitive smart home operation
- WIFI
- Kitchen Wall
- Off-Grid Solar Utilites
- Septic Tank / Black water system
- Grey water system
- Well Water





ALL SUITE ENTRY

**COHESION**

MOJAVE DWELLING  
WONDER VALLEY, CA

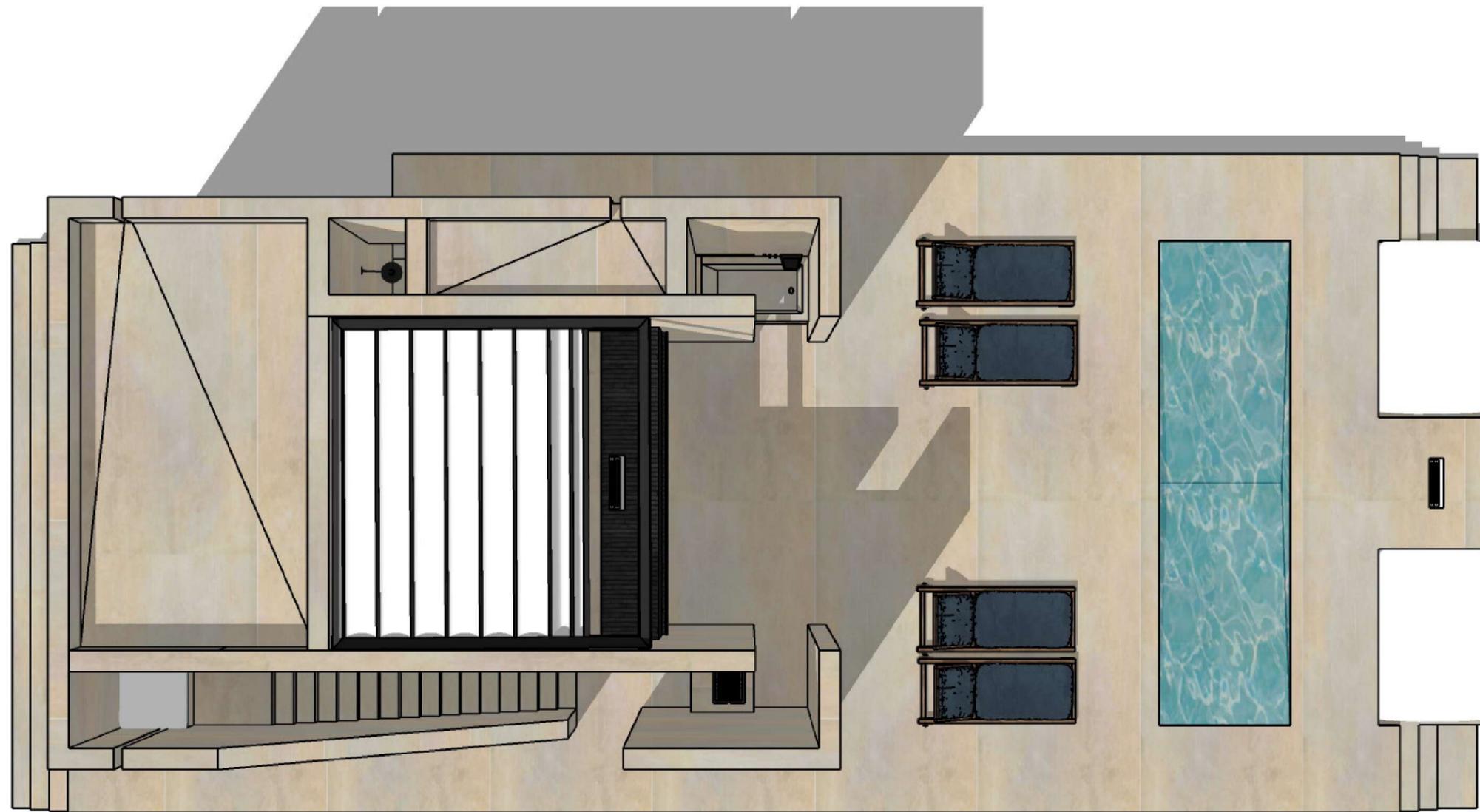
STARGAZING LEVEL

09.21.19

3/16" = 1'-0"

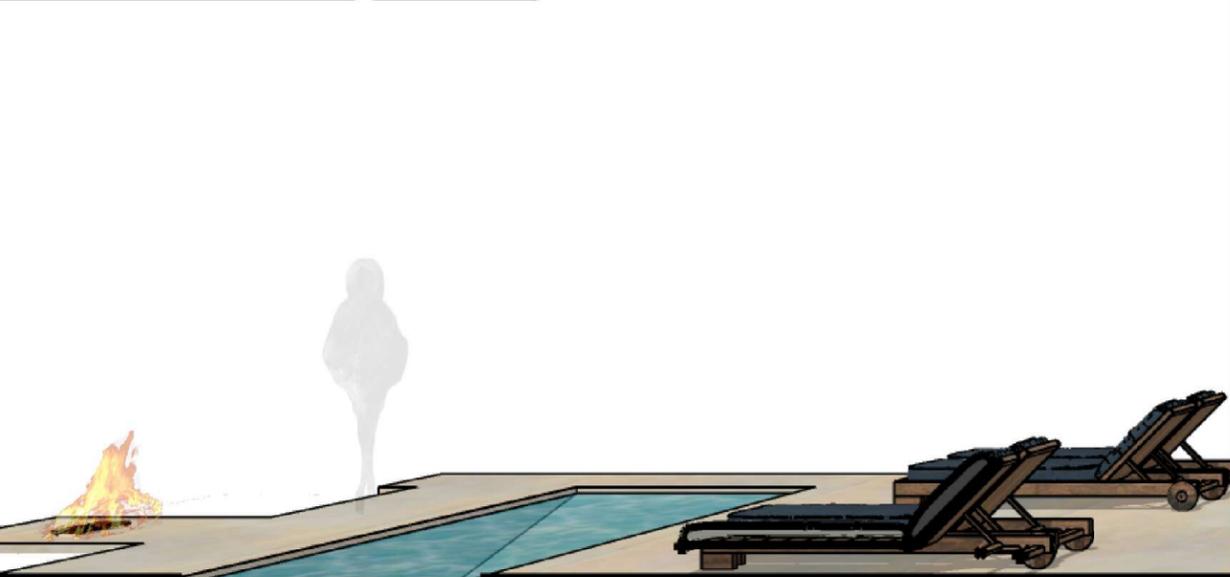
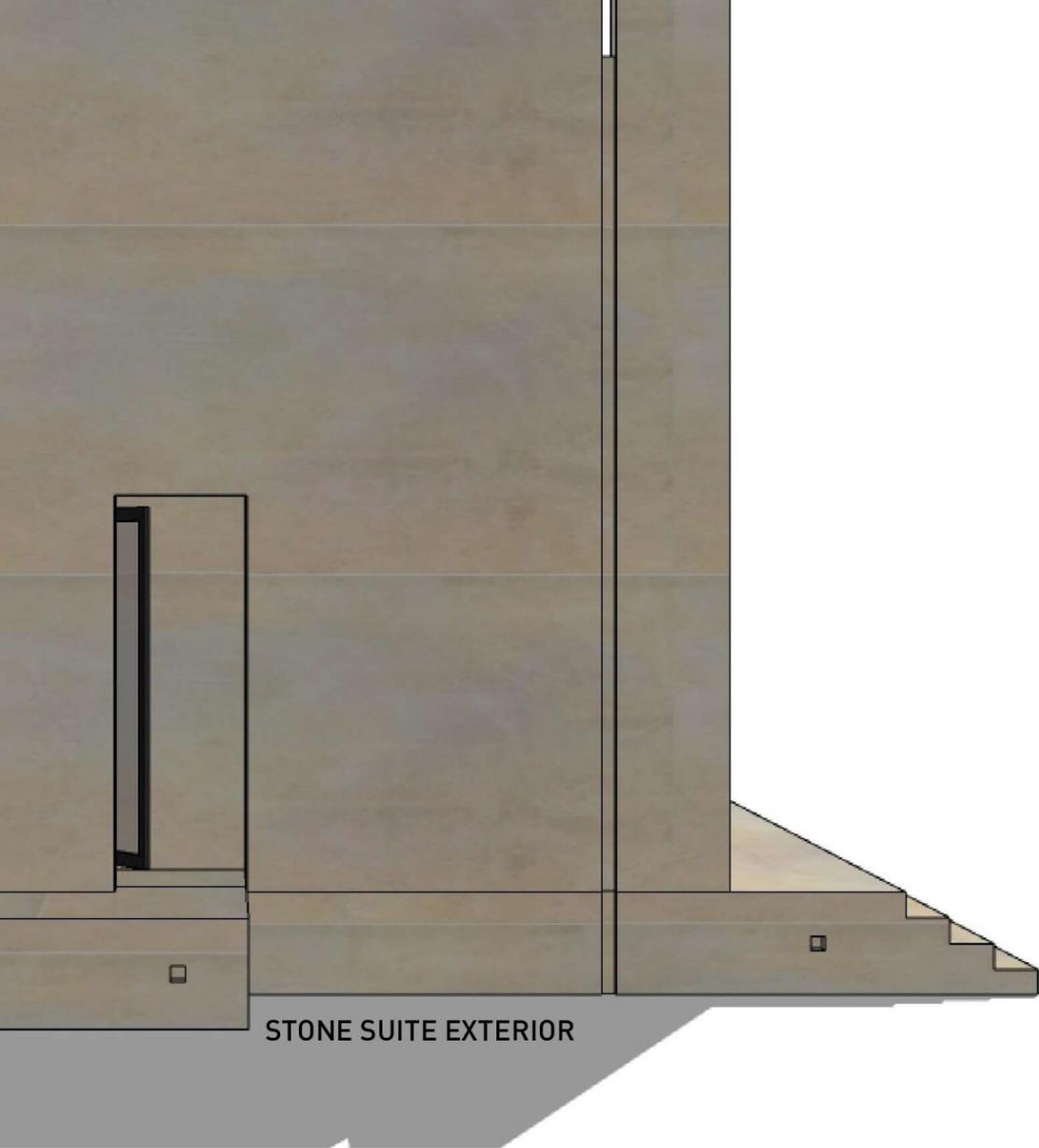


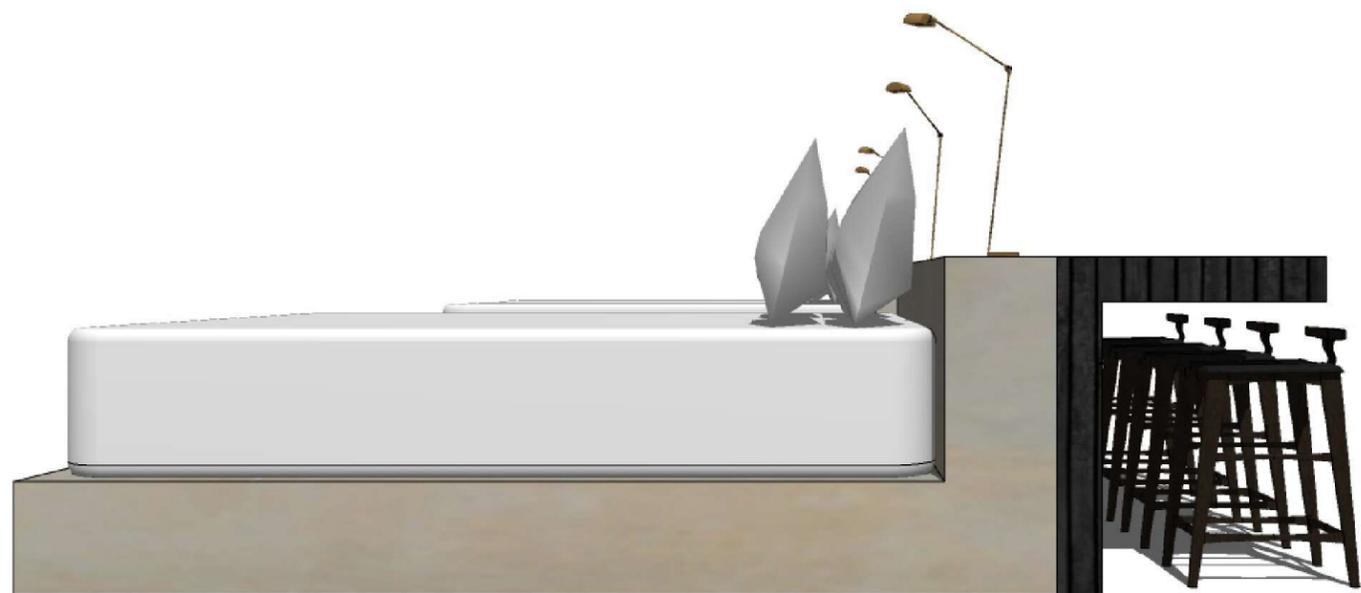
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WATER SUITE BIRDS EYE VIEW







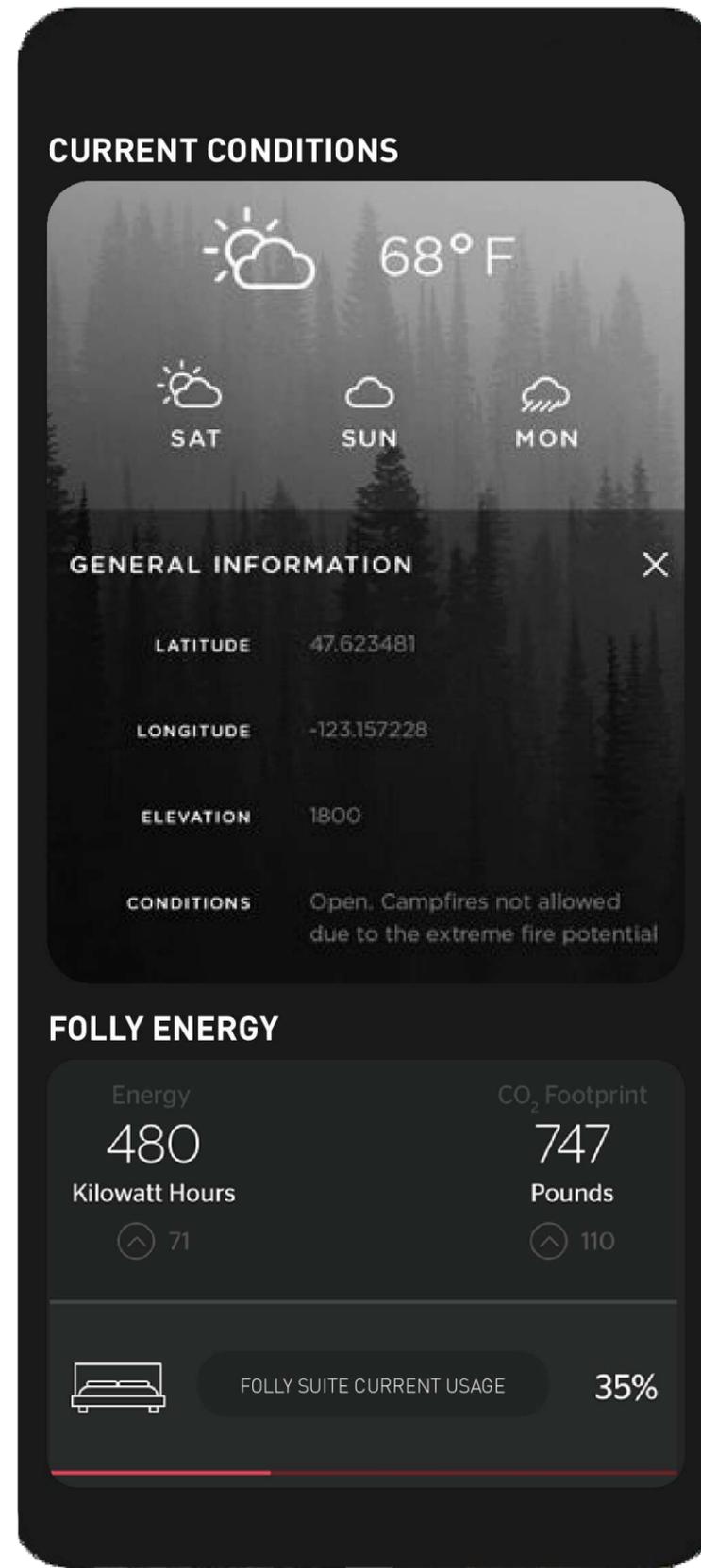
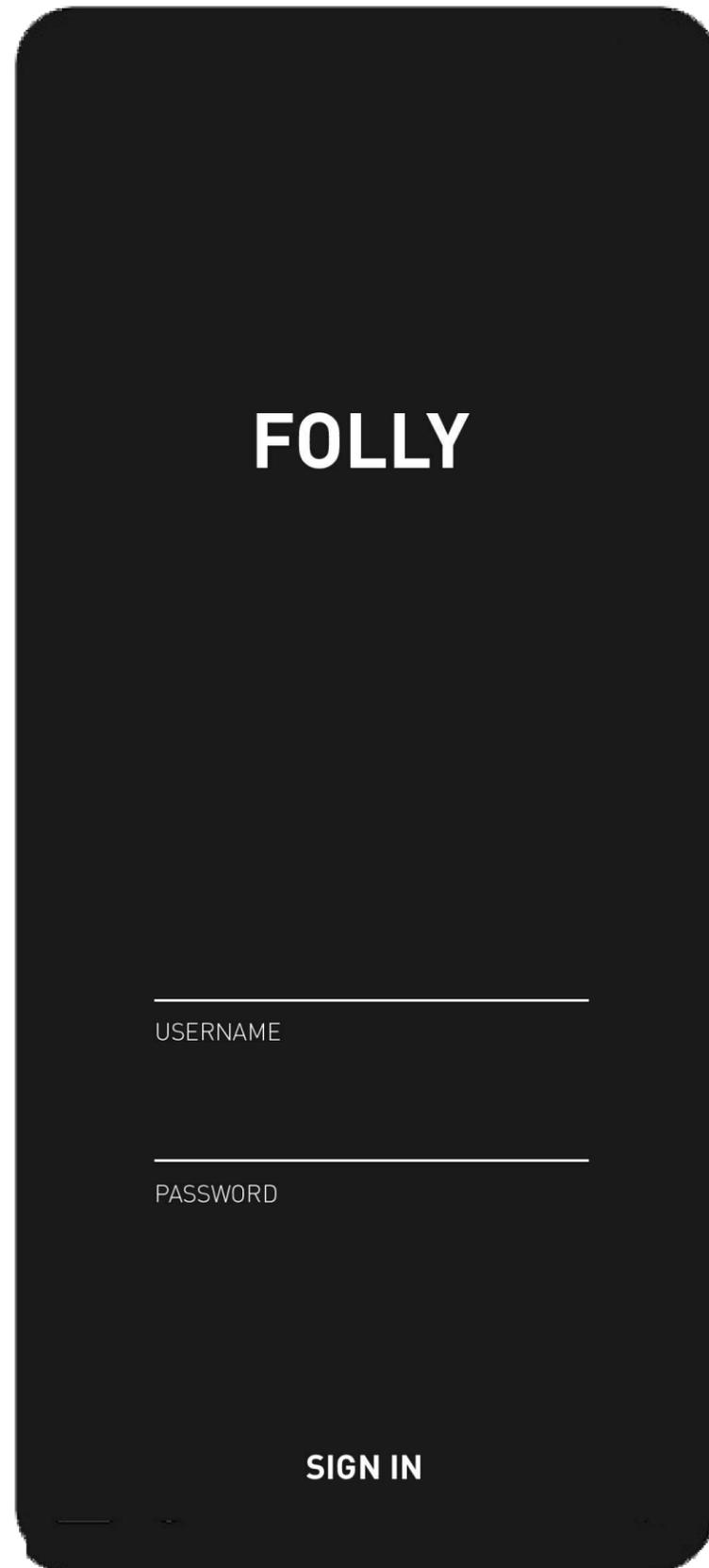
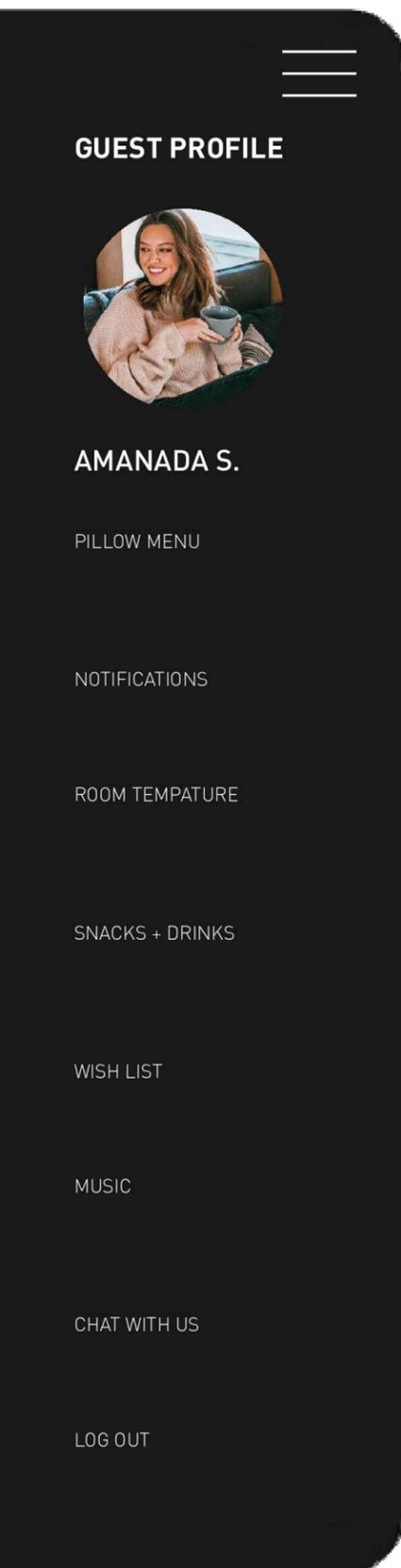
SUITE INTERIORS



WIND SUITE TERRACE



# USER EXPERIENCE



# MOJAVE FINANCIALS

**\*This slide contains future looking projections which cannot be guaranteed.**

## ROOM RATES 2021

Average Daily Rate:	
Stone Suite	\$600
Fire Suite	\$800
Wind Suite	\$1,000
Water Suite	\$1,200
Blended Average Daily Room Rate	\$900
Average Occupancy Percentage	60%
RevPAR	\$540

EVENTS 2021	PER EVENT	TOTAL
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### ANNUAL EVENTS

12 Weddings	\$35,000	\$420,000
12 Private Events	\$10,000	\$120,000

GROSS REVENUE	\$1,410,500	
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Lodging	\$788,900	63.4 %
Events	\$540,000	38.3 %
Chef	\$24,000	1.7 %
Astronomer	\$19,200	1.5 %
Yoga	\$14,400	0.1 %
Driver	\$24,000	1.7 %

<b>NOI</b>	<b>\$609,280</b>	<b>43 %</b>
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## USES

Land Acquisition	\$90,000
Construction Costs	\$1,140,000
Exterior Site Work	\$352,000
Furnished Items	\$210,000
Soft Costs	\$198,000

<b>TOTAL</b>	<b>\$1,990,000</b>
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<b>CAP RATE</b>	<b>31%</b>
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