

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

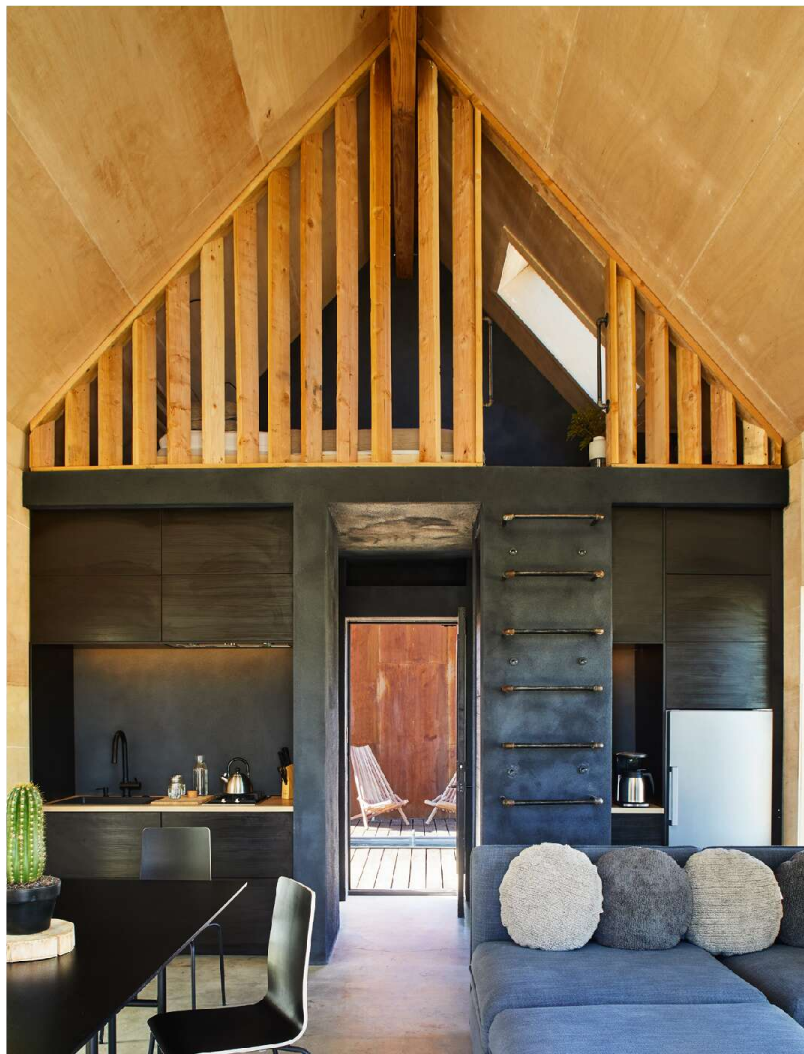
TEXT BY
Kelly Vencill Sanchez

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 Malek Alqaedi built on a
1954 homestead 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.

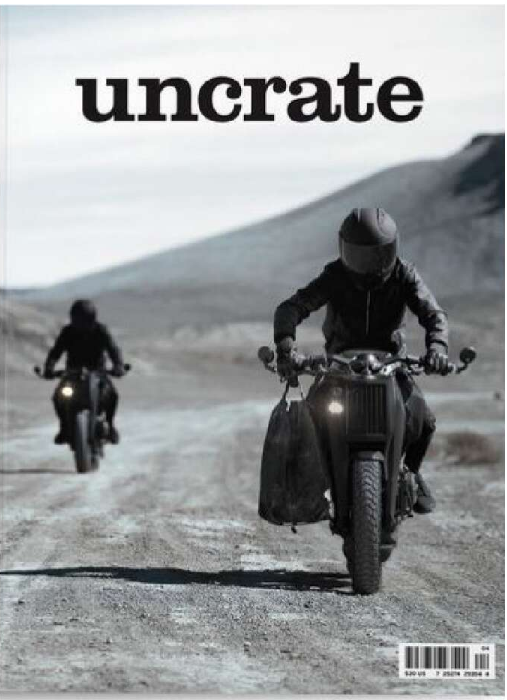


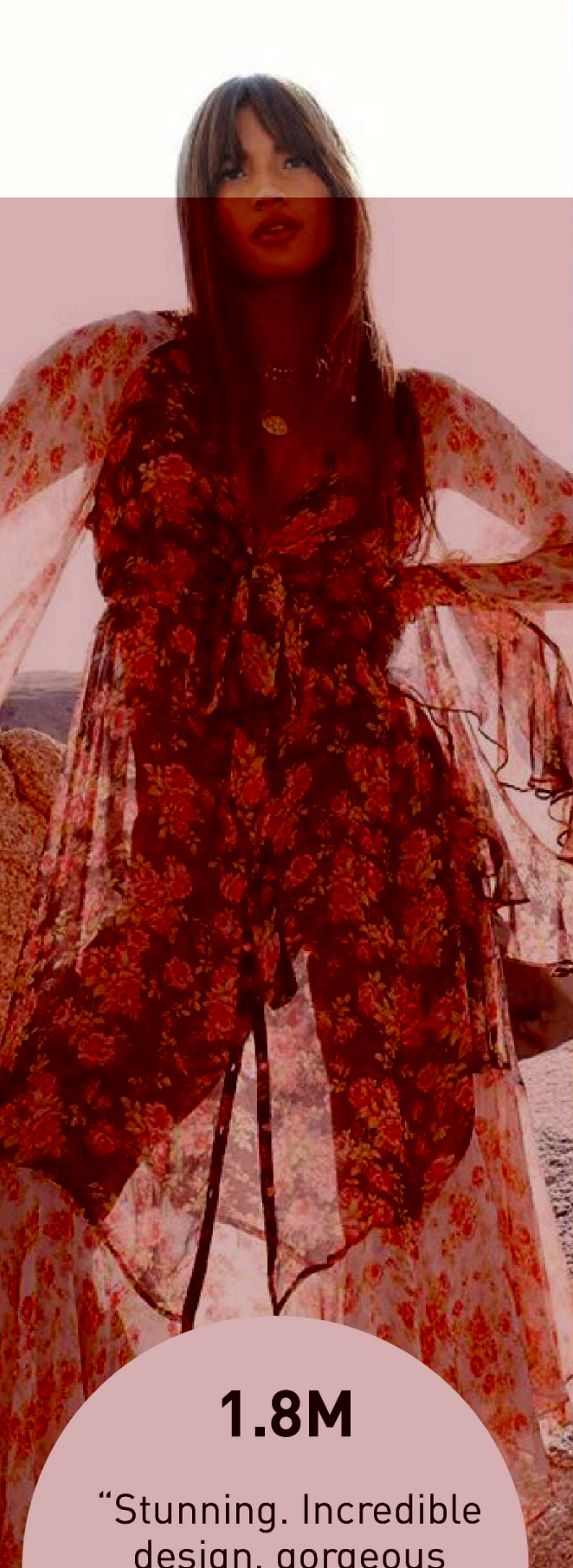


FOLLY JOSHUA TREE

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.”

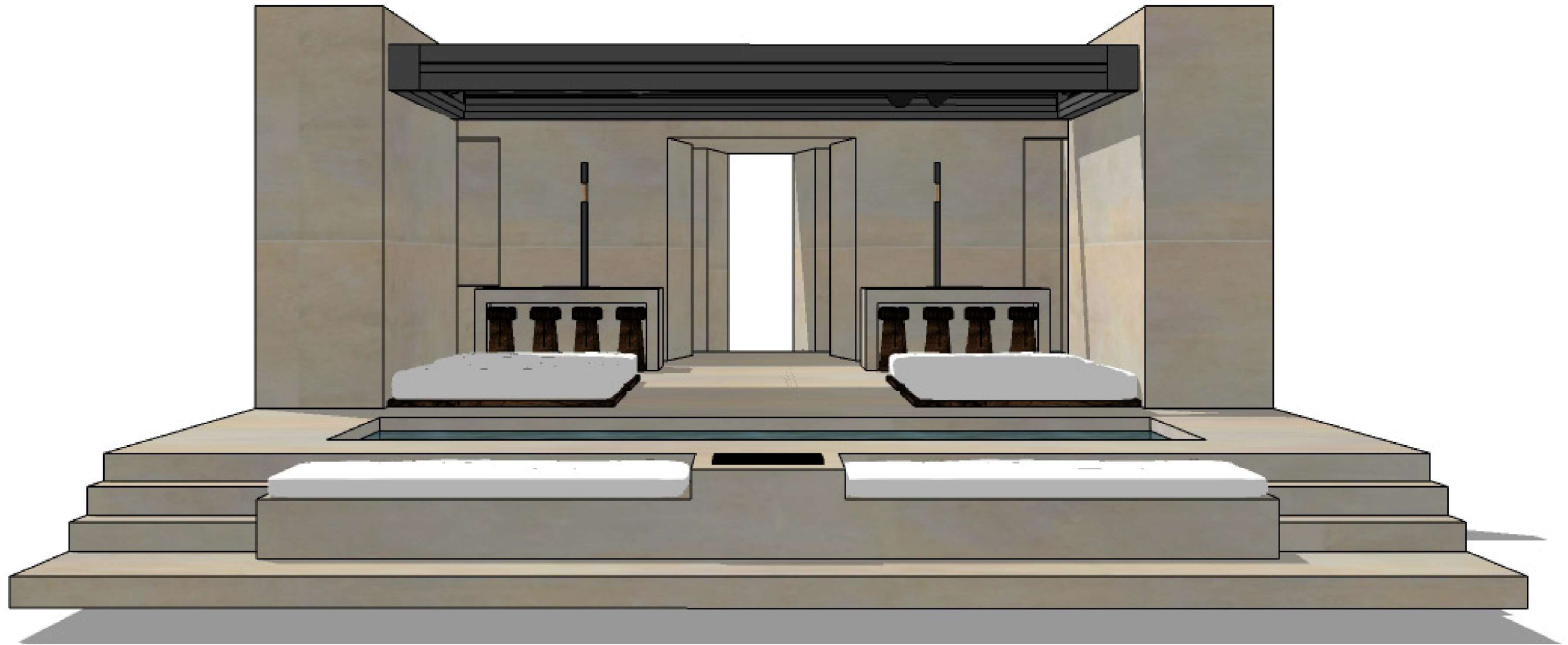
– Miley Cyrus

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

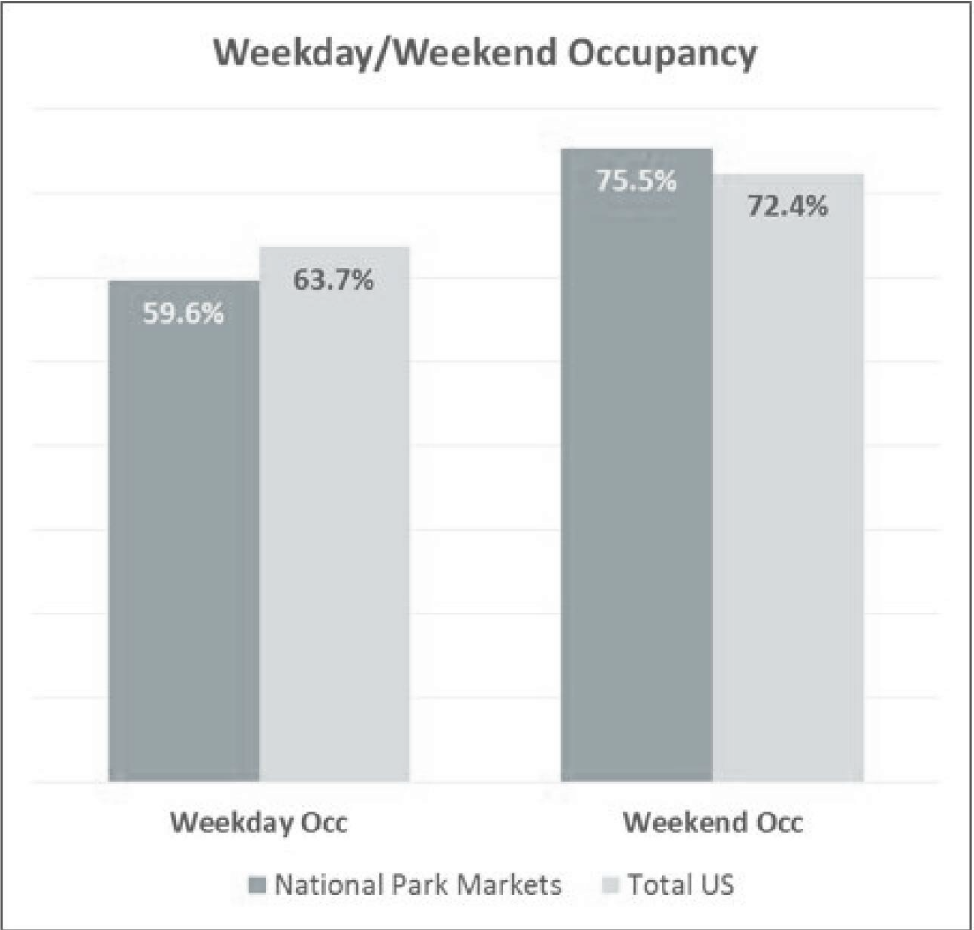
157

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

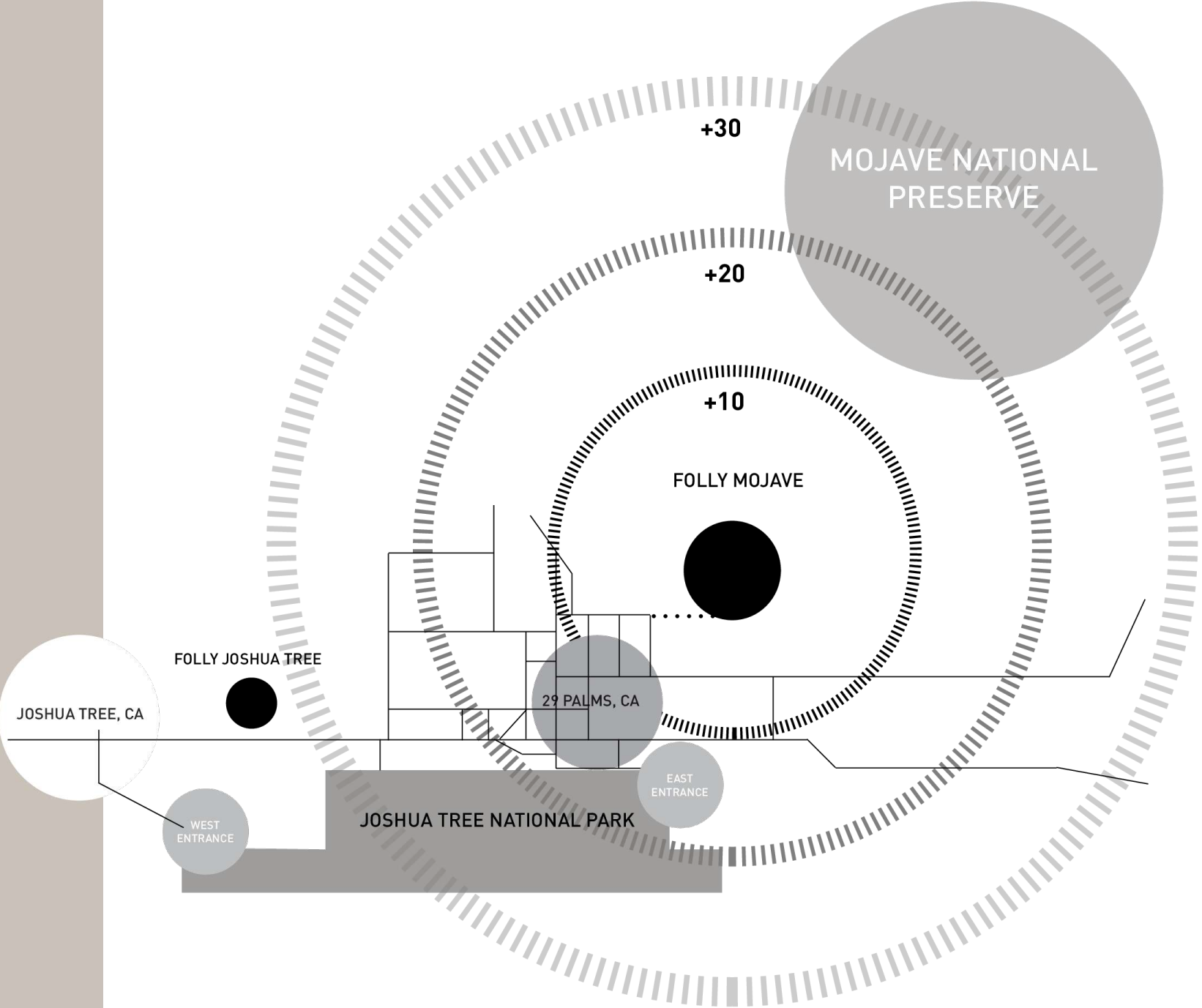
1800'

National Parks

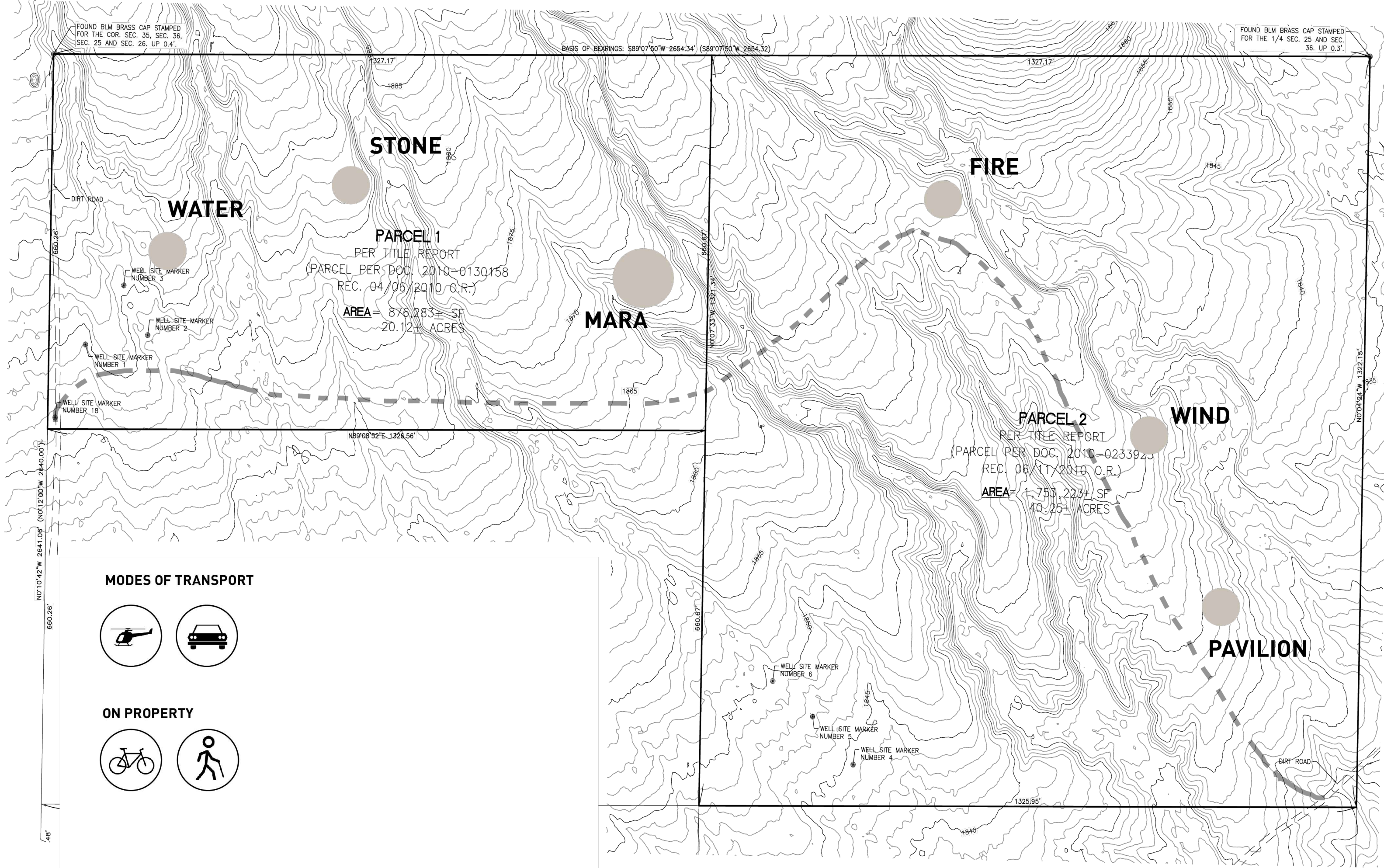
Joshua Tree National Park
Mojave Preserve
Death Valley National Park

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)

STONE

FIRE

WATER

PARCEL 1

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

AREA = 876,283± SF
20.12± ACRES

MARA

PARCEL 2

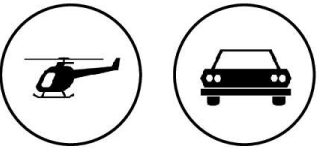
PER TITLE REPORT
(PARCEL PER DOC. 2010-0233925
REC. 06/11/2010 O.R.)

AREA = 1,753,223± SF
40.25± ACRES

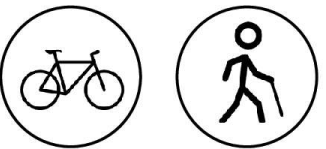
WIND

PAVILION

MODES OF TRANSPORT



ON PROPERTY



THE MARA

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

Occupancy
Communal/ Outdoors

Views
Mojave, High Desert

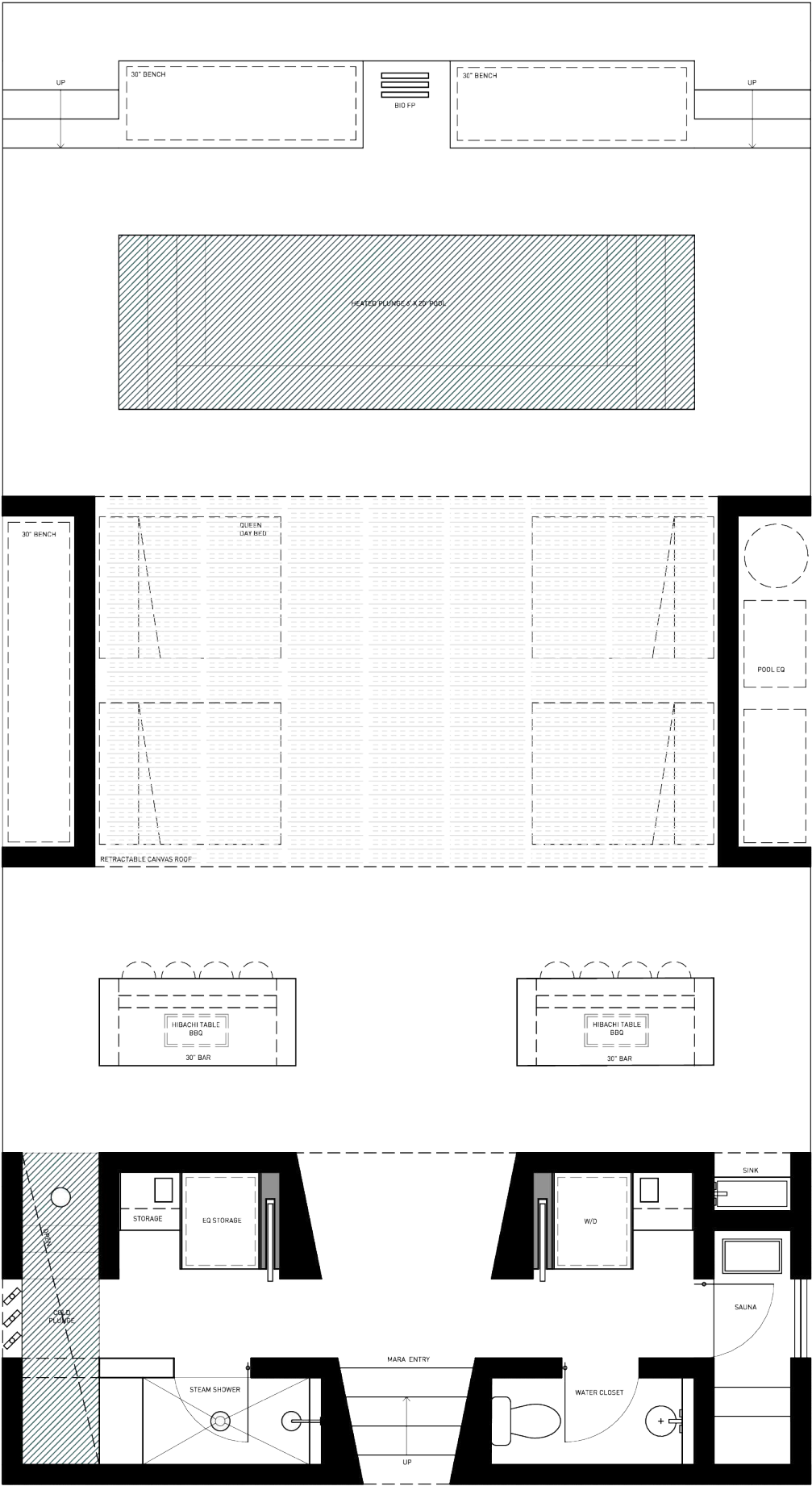
Quantity
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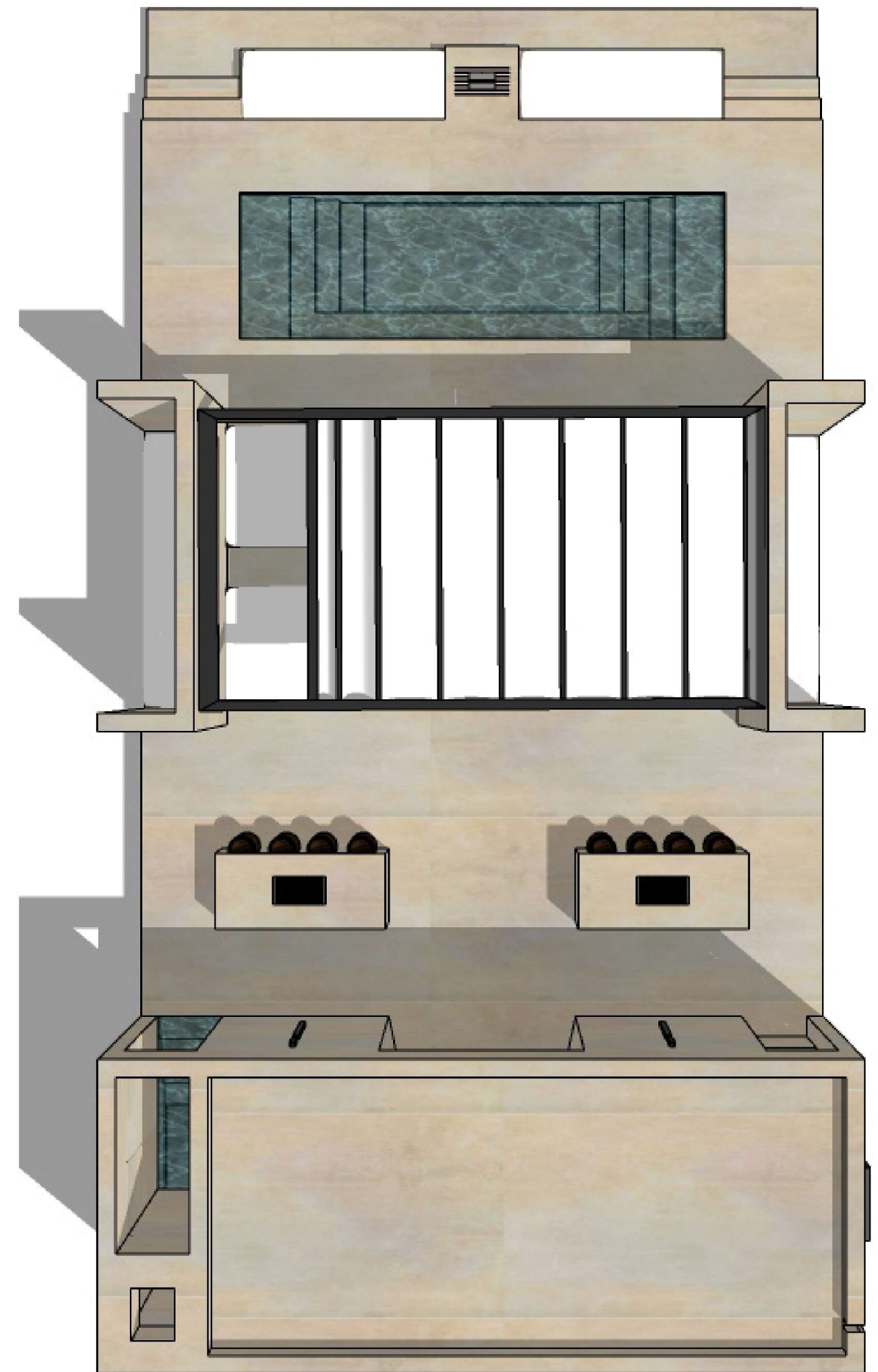
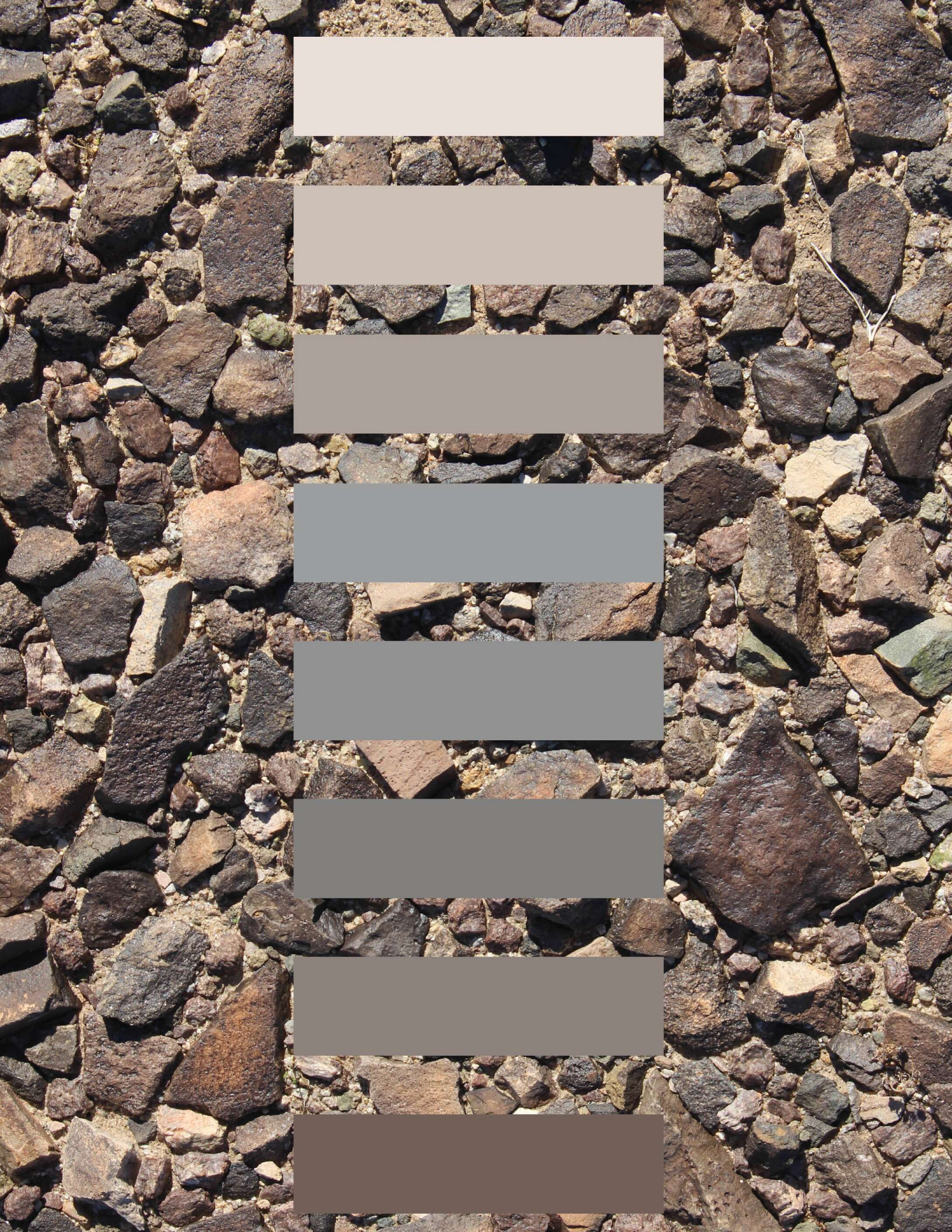
The Pool Cabana– is a standalone structure with an outdoor pool area.

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.

POOL CABANA PROGRAM

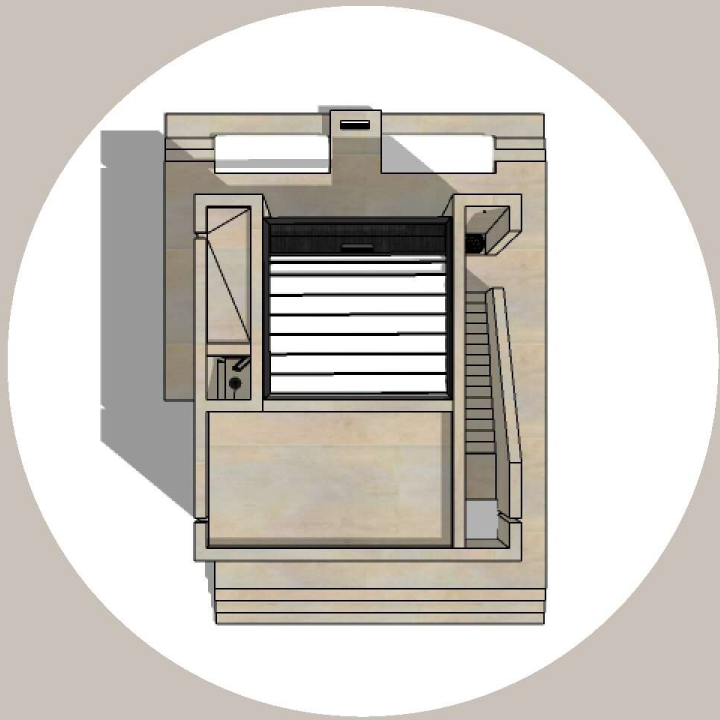
- Outdoor heated plunge pool
- Toilet Room
- Walk-in steam Shower
- Exterior outdoor Bar Islands
- Sun Deck Lounge area
- Sauna
- Cold Plunge pool
- Off-Grid Solar Utilites
- Septic Tank / Black water system
- Grey water system
- Well Water



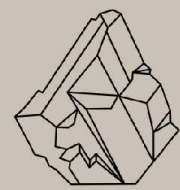


MARA COMMUNAL AREA BIRDS EYE VIEW

THE ELEMENTS



STONE



\$600 / NIGHT



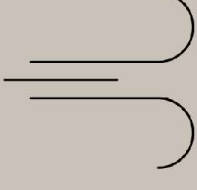
FIRE



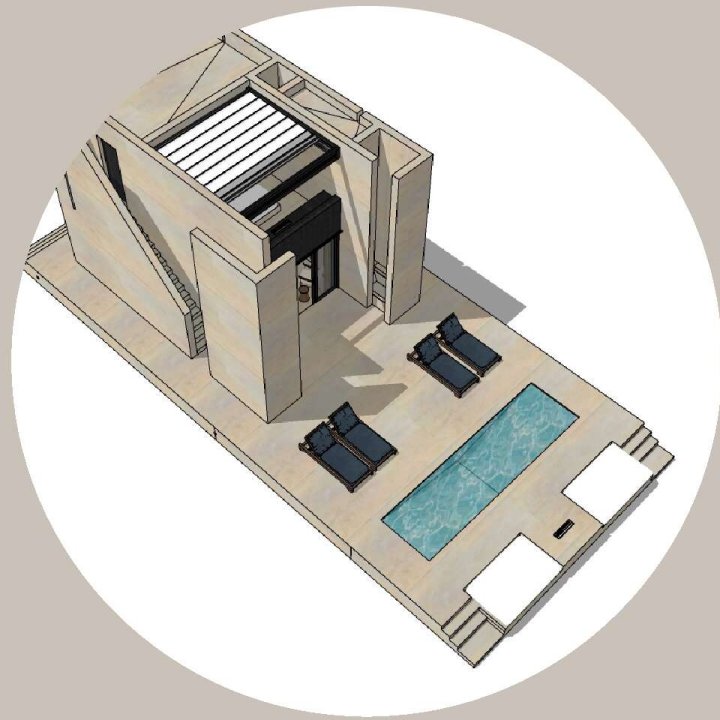
\$800 / NIGHT



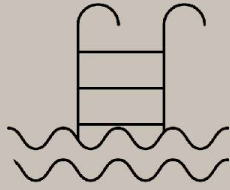
WIND



\$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

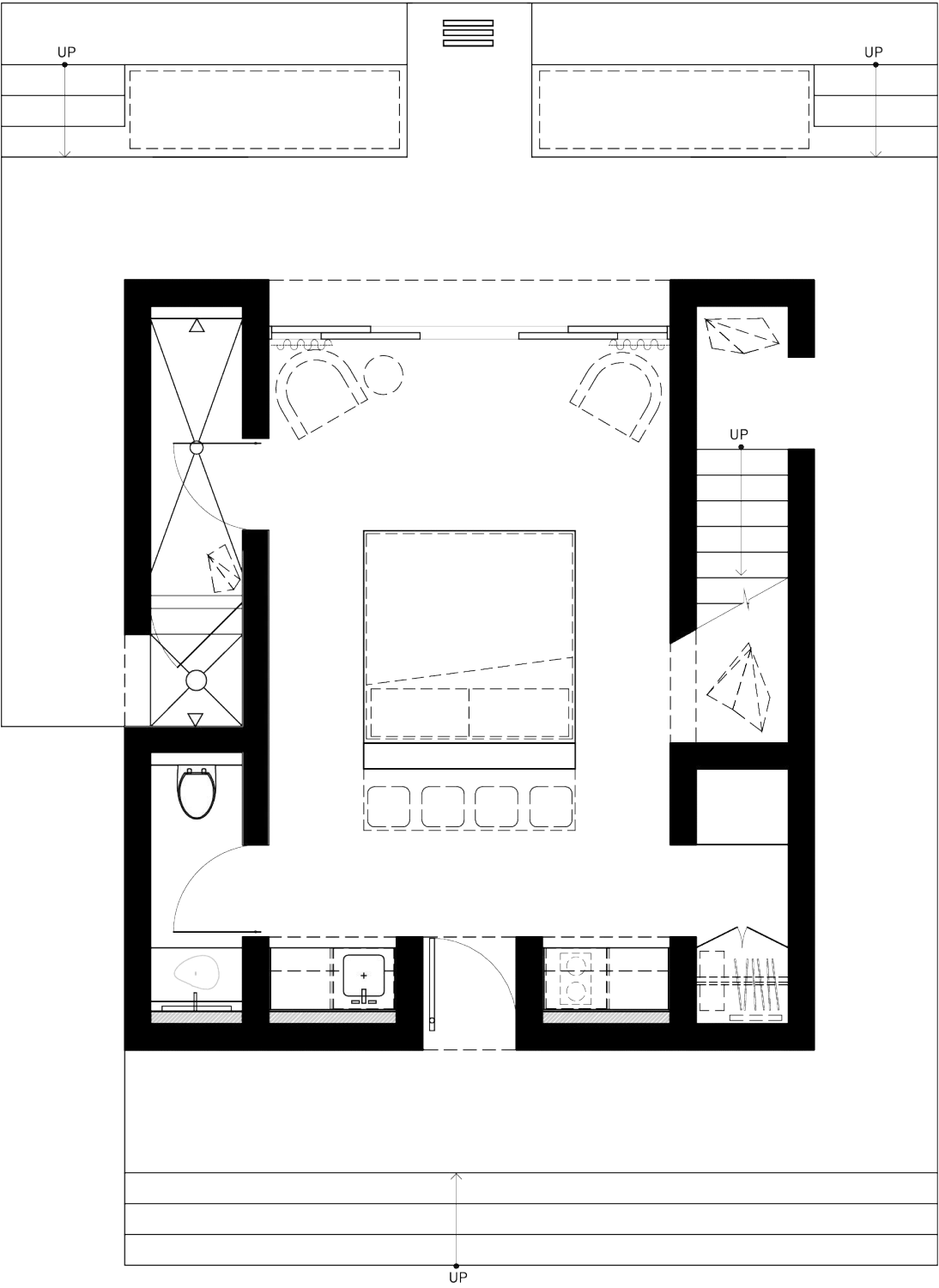
Quantity
I, II, III, IV

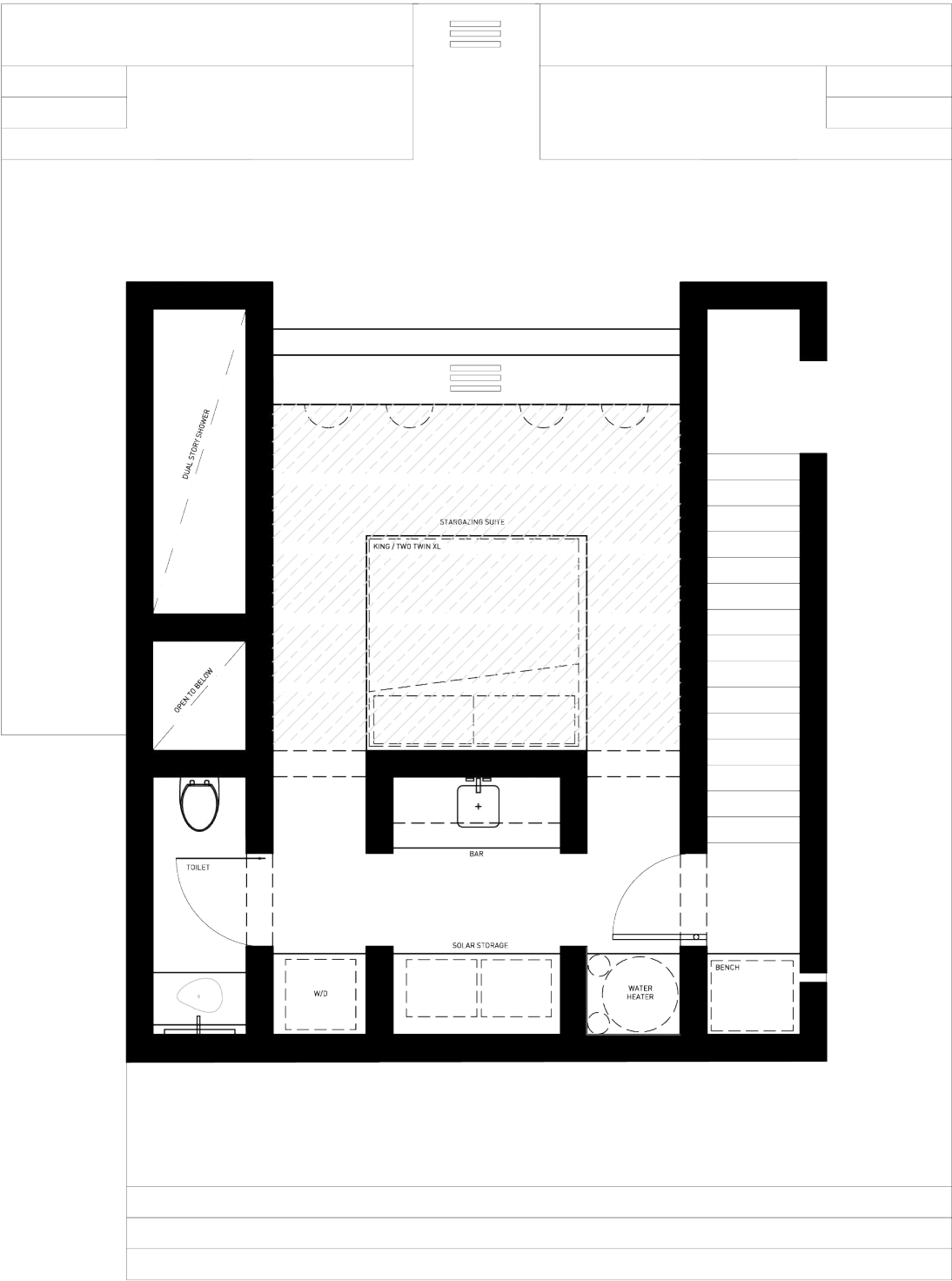
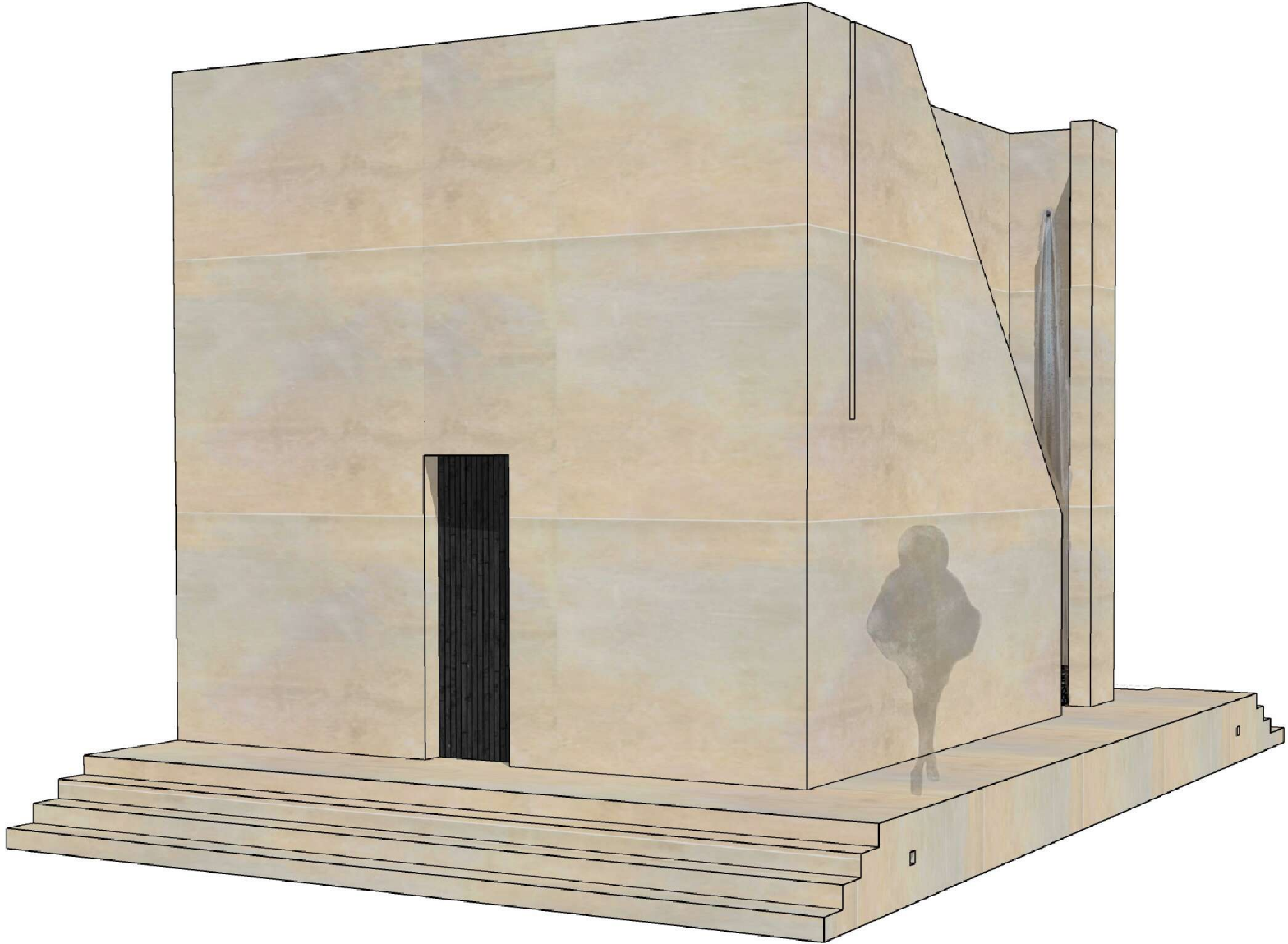
The Single Family Dwelling + ADU – are standalone structures with the same floorplan and foot print but have various amenities based on natural elements for different expereinces.

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.

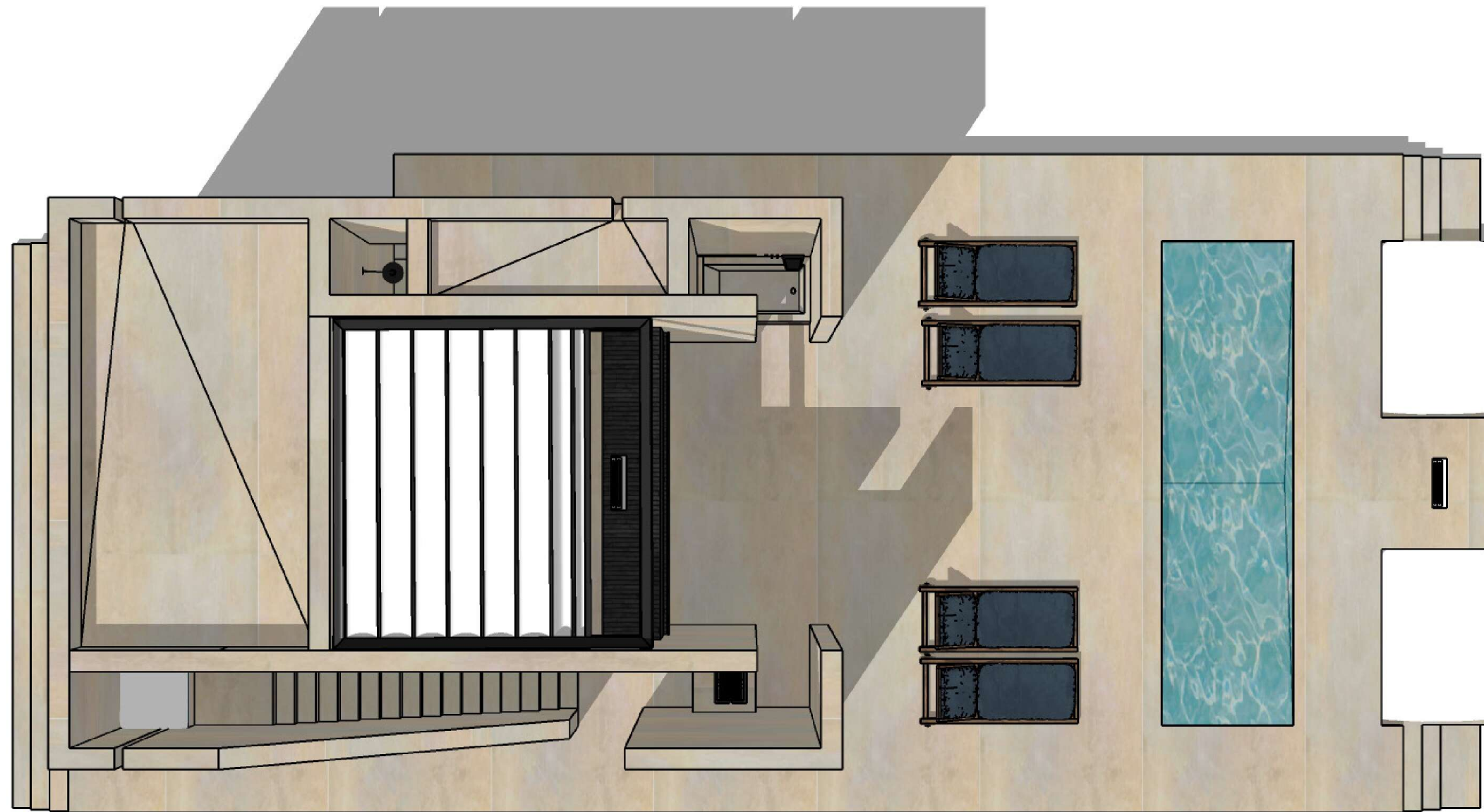
DWELLING PROGRAM

- 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



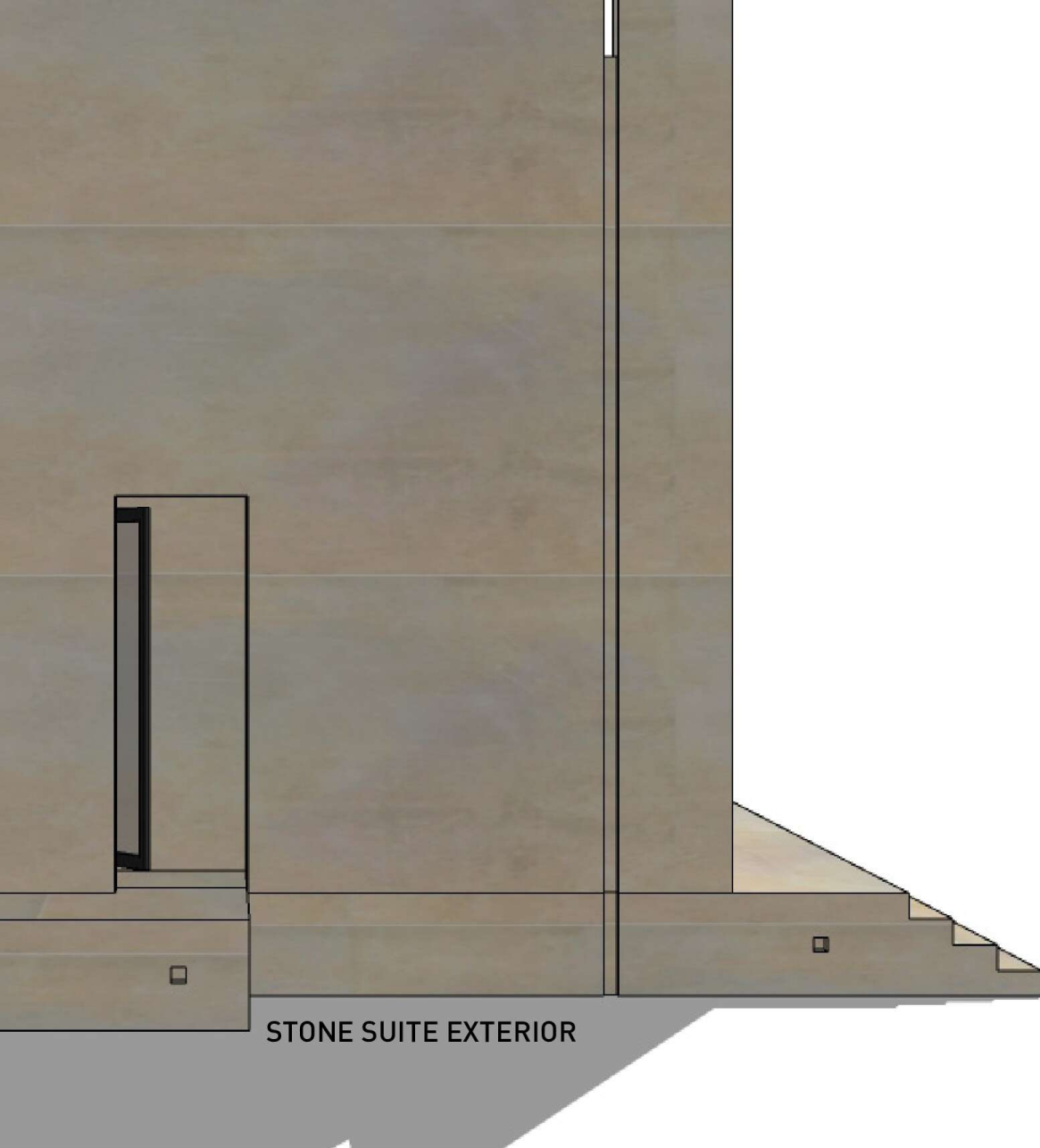


ALL SUITE ENTRY



WATER SUITE BIRDS EYE VIEW



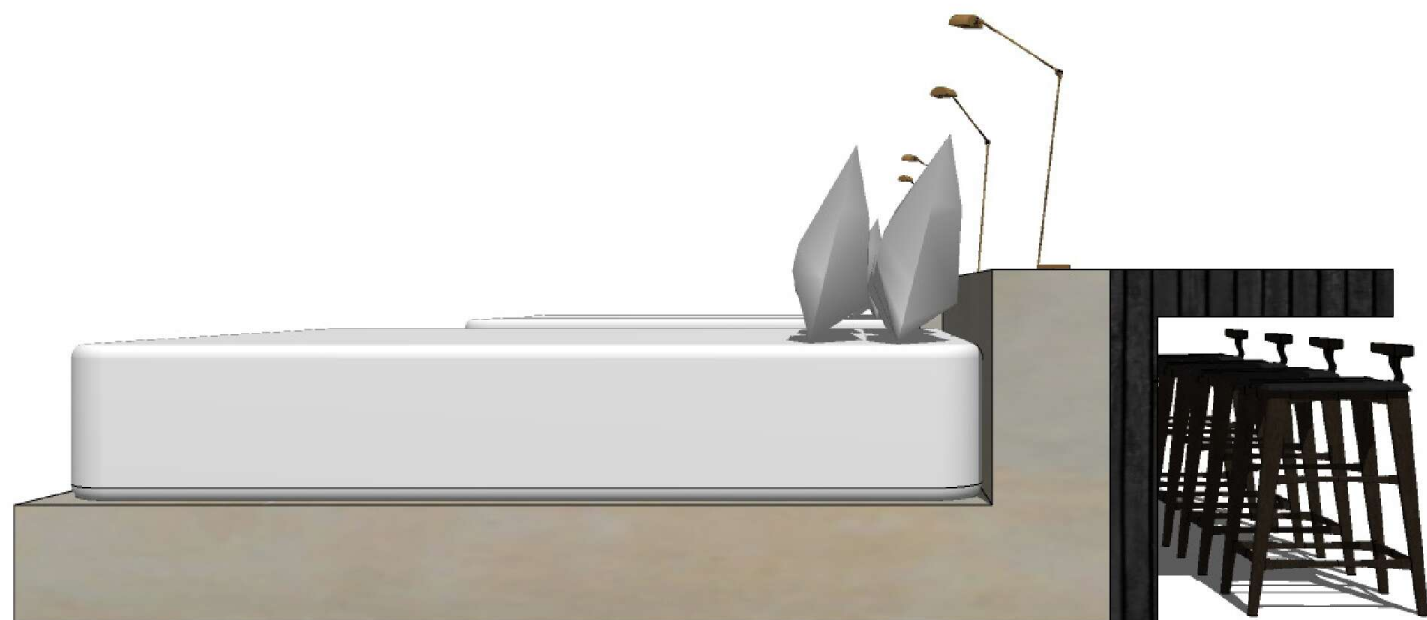


STONE SUITE EXTERIOR



WATER SUITE BUILDING SECTION





SUITE INTERIORS

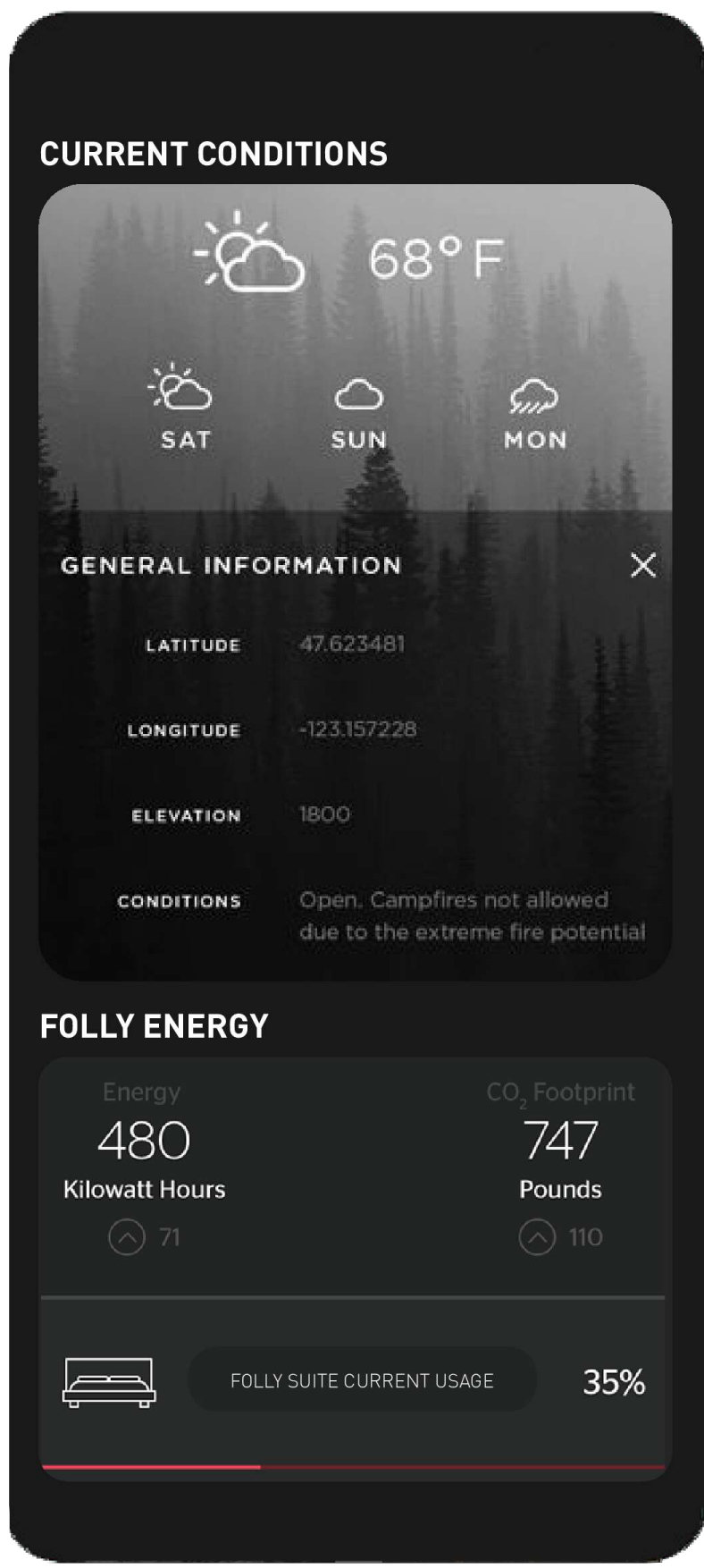
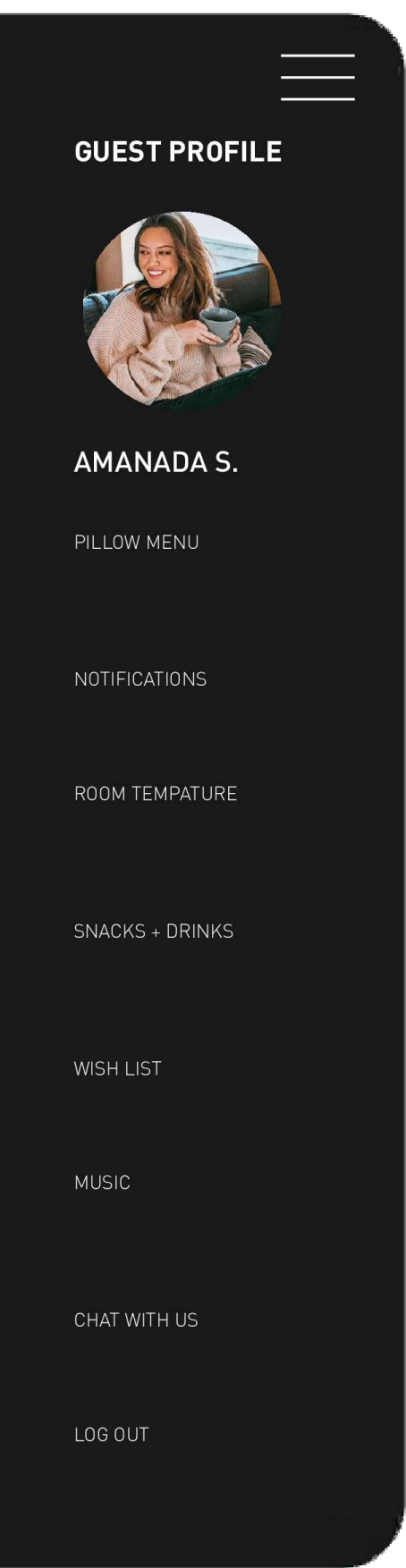




WIND SUITE TERRACE



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

GROSS REVENUE	\$1,410,500	
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 %
NOI	\$609,280	43 %

USES	
Land Acquisition	\$90,000
Construction Costs	\$1,140,000
Exterior Site Work	\$352,000
Furnished Items	\$210,000
Soft Costs	\$198,000
TOTAL	\$1,990,000
CAP RATE	31%