

## EVALUATION OF THE VISITOR PROJECTION AND ECONOMY: INTERNATIONAL TOURING EXHIBITIONS



Source: „The Art of Motorcycles“, Exhibiton of Motorcycles in Guggenheimmuseum  
(Source: [www.motorcycle.com/mo/mcmuseum/gug](http://www.motorcycle.com/mo/mcmuseum/gug))

Client: Bank of America Leasing & Capital Group,  
Frankfurt

Year: 2000 – 2001

Location: Several different international locations

### Brief Description:

Before launching a fund for entertainment-projects (touring exhibitions), which should be presented world-wide at different locations, Wenzel Consulting was hired to examine the visitor projection and the economic feasibility. Additionally conceptual and location-referred conditions were pointed out.

The four planned touring exhibitions were themed:

- Dreammachines – A Century of Motorcycles
- To Mars and Beyond (NASA-Exhibition)
- Titanic – Myth & Reality
- I love Lucy (Lucy Ball)

### Tasks:

- Conceptual Factors of Success
- Requirements to the Micro-Location
- Requirements to the Macro-Location
- Evaluation of the Visitor Projection
- Evaluation of the Dimensioning
- Evaluation of the Economy