

**CONCEPT DEVELOPMENT FOR THE  
 STATE GARDEN SHOW 2001 IN OELDE**



Source: © Christian Puille: Experience Course „Raupe Nimmersatt“ (« The Voracious Caterpillar »)

Client: Landesgartenschau Oelde 2001 GmbH, Oelde  
 Year: 1999  
 Location: Oelde (North Rhine-Westphalia), Germany

**Brief Description:**

As the “State Garden Show of Children”, the State Garden Show 2001 in Oelde was dedicated to this important target group. The overall concept was manifested in the subtitle “Floral Magic and Children’s Dreams”, which was expressed through corresponding attractions.

Wenzel Consulting received the contract to develop the concept for the State Garden Show 2001 in Oelde. Modular offerings were developed that support its positioning as the State Garden Show of Children, that provide inspiration for current landscape planning, and that assess the plans of the responsible communications agency – including the event concept – and integrate them into the overall concept.



Tasks:

- Development of a Concept
- Assessment of the Marketing Concept
- Evaluation of the existing Concept Approaches