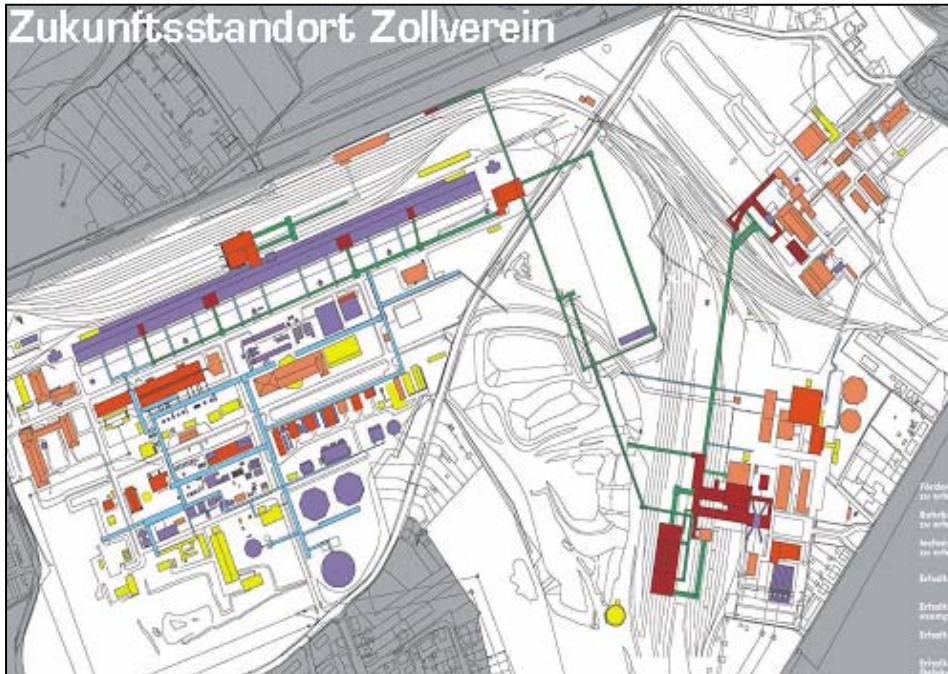


ZOLLVEREIN ESSEN



Graphics: Wenzel Consulting; based on Masterplan Böll/OMA

Client: Entwicklungsgesellschaft Zollverein GmbH,
Essen

Year: 2002 – 2003

Location: Essen (North Rhine-Westphalia), Germany

Brief Description:

In autumn 2002 Wenzel Consulting was assigned to elaborate an economical master plan for leisure and tourism at the area of the world cultural heritage Zollverein.

First step was to outline the philosophy and core competence of Zollverein and to transfer these into the future positioning of the total area. Afterwards credible topic clusters were developed, into which existing uses of the area were integrated and new, additional uses were added.

Finally the study showed the development and economic evaluation of new projects for the total area Zollverein.



Tasks:

- Market and Catchment Area Analysis
- Development of the Positioning Concept
- Derivation of the Experience Competence Concept
- Definition of Offers in different Themed Clusters
- Coordination of all Offers with the Architectural Master Plan
- Participation in Workshops with Architects, Town Planners, Landscape Architects and Potential Operators