

**MARITIME EXPERIENCE WORLD AND FURTHER
LEISURE AND CULTURAL USES, HAFENCITY HAMBURG**



Project „Überseequartier“ Hafencity Hamburg
Source: Groß & Partner, photo: Christoph Gebler

Client: GHS Gesellschaft für Hafen- und Standortentwicklung mbH, Hamburg (today: Hafencity Hamburg GmbH)

Year: Since 1999

Location: Hafencity Hamburg, Germany

Brief Description:

Hafencity is the largest urban development project of the city of Hamburg. In the south of historical city center approx. 155 hectares of port surfaces (inclusive water surfaces) are to be gradually restructured by a planning and a realization process. Wenzel Consulting is integrated into the leisure development of the former port area as an expert consultant of the GHS/Hafencity Hamburg GmbH since the year 1999.

In 1999 an extensive feasibility study already formed an early basis for the discussion about leisure and cultural uses in Hafencity. In the context of the actualization of the study "Maritime Experience World" was conceived, plannings for the new aquarium were concretized and the concept for "Elbphilharmonie/concert hall on Kaispeicher A" was examined.

The laying of the foundation stone for "Überseequartier" took place at September 2007. The Grand Opening of "Traditionsschiffhafen" at Sandtorkai took place in September, 2008. The topping out ceremony for the "Elbe Philharmonic Hall" took place in May, 2010.

Tasks:

- Feasibility Study HafenCity Hamburg
 - Evaluation of the Location
 - Market, Demand and Competition Analysis
 - Development of a Rough Concept
 - Description of relevant Offer Components with Market Datas
- Development Analysis „Maritime Erlebniswelt“ (Maritime Experience World)
 - Support/Control and Evaluation of the Conceptual Development Phase
 - Development of the Function and Surface Program
 - Development of the Synergy Potentials
 - Determination of the Investment Costs
 - Determination and Evaluation of the Operational Economy
 - Total Optimization/Evaluation
 - Project Management/Presentation/Coordination
- Concept Examination „Concert Hall on Kaispeicher A (Elbphilharmonie)“
 - Examination and Evaluation of the Location
 - Functional Check
 - Examination of the Surfaces
 - Examination of the Construction Costs
 - Estimation of the Operating Costs
 - Economic Examination of the Concept
 - Implementation of Expert Interviews
- Product Concretizing „Aquarium“
 - International Benchmarking Aquariums
 - Concept Development, Advancement and Dimensioning
 - Visitor Prognoses
 - Economic Analyses
 - Production of the Operator Brochure
- Benefit Analysis Tall Ship Harbour
 - Determination of the positive Effects + Optimization Approach
- Concept Development Sports and Aquatic Leisure Uses for the Site Baakenhafen
 - Identifying of Topic Clusters for the Site
 - Definition of Leisure Utilizations
 - Benchmarking
 - Determination of the Space needed and expected Visitors
 - Mentioning of potential Operators
- Continuing Consultancy and Project Monitoring

Please request single references of the projects for further information.