

## MASTERPLANNING AND CONCEPT DEVELOPMENT

### OLYMPIA PARK MUNICH



Source: Olympiapark München GmbH

Client: Olympiapark München GmbH, München  
Year: 2003, 2004/2005  
Location: Olympiapark München (Bavaria), Germany

#### Brief Description:

During more than thirty years the Olympic Park Munich, venue of the olympic games of 1972, developed to a national and international important center of sports and events. Besides this it is a popular recreational park for the population of Munich and due to its world-famous architecture the park is one of the touristic attractions of the city.

The soccer federal league clubs Bayern München and 1860 München have left the Olympic Stadium in the season 2005/2006. With a new future positioning including a new use concept for the Olympic Park Munich the associated negative economic effects of the drop of visitors should be compensated.

In the result the area remains a public park with attractive recreation areas and a world-famous architecture. The Olympia Park Munich develops to a spectacular competence center of sports. Under the provisional title "Planet of Sports: Activ-



ity – Leisure – Experience " an ensemble of different experience-oriented offers is going to be developed.

Wenzel Consulting is active for the Olympiapark München GmbH since the beginning of the year 2003. In a first step a concept for the reorientation of the Olympic Park Munich was developed in cooperation with the BAT Freizeit-Forschungsinstitut, Hamburg. This concept was introduced to the supervisory board of the park in July 2003 and released for implementation. In 2006, April, Sea Life München opened its doors as the first newly constructed building inside the project area Olympic Park Munich.

#### Tasks in 2003:

- Site Analysis
  - Themes and Competences
  - Image
  - Catchment Area
- Development of the Future Positioning
- Concept Development
- Development of the Masterplan
- Evaluation of the Risks and Chances of the Market

#### Tasks since 2004/2005:

- Project Management
  - Organisation and Coordination
  - Communication
  - Documentation
- Project Development
  - Definition und Ranking of Project Parts
  - Controlling
  - Contact to Cooperation Partners