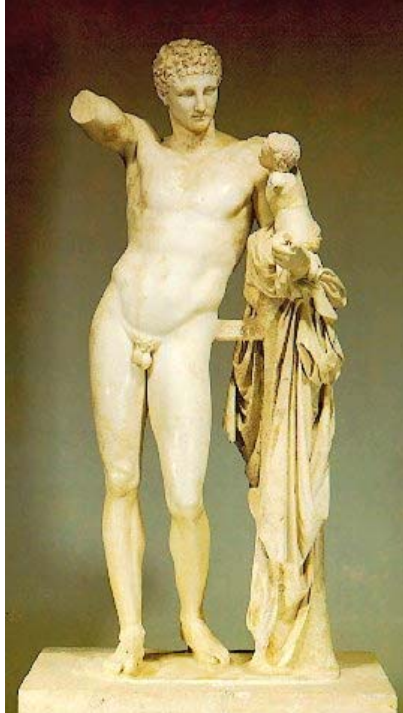


WORKSHOP AND EXPERT STATEMENT
INTERNATIONAL MUSEUM OF ATHLETICS, ATHEN



Source: www.athens2004.com/©ATHOC-Getty.Images

www.dolphin-hellas.gr

Client: BUNG Beratende Ingenieure, Athens
Year: 2005
Location: Athens, Greece

Brief Description:

The conversion of the olympic facilities in Athens is one of the tasks which are forced by the greek government. In cooperation with IAAF (International Association of Athletics Federations) it is planned to reuse the former International Broadcasting Center (IBC) as the future location of the Greek Olympic Museum and the International Museum of Athletics.

In September 2005 Wenzel Consulting was contracted to examine the essential basic conditions and to define the standards for a successful implementation of the project. This included regional and conceptional aspects as well as those of the marketing, which should be taken into consideration during the next steps of planning.



Tasks:

- Benchmarking of International Museums and Visitor Attractions with Focus on Sports
- Market Analysis (approx.)
 - Potential of the Demand
 - Check of the Competition
- Definition of Promising Factors for the further Project-Development (Location, Concept, Marketing)
- Visitor Projection
- Economic Basic Data (approx.)

Additional information can be found at www.iaaf.org.