

EVALUATION REPORT

UNIVERSUM SCIENCE CENTER, BREMEN



Source: Universum Bremen

Client: EXPO 2000 Bremen und Bremerhaven
Year: 1996 – 1998
Location: Bremen, Germany

Brief Description:

Universum Science Center Bremen was the first of its type in Germany, opened in 2000 as the contribution of Bremen for EXPO 2000.

This project was realized as a PPP-model with a total invest of 34 Mio. EUR. During the first five years of operation approx. 500,000 visitors were counted yearly. Universum is operated by Universum Managementgesellschaft mbH, Bremen, owner of the project is the foundation Stiftung Universum GmbH, Bremen.

Task for Wenzel Consulting, in cooperation with KMF GmbH, Hamburg, was to evaluate the chances and risks for the implementation of the project, which was planned as a combination of science center, conference center and hotel at the site of the university of Bremen.

After extension measures in 2007 Universum Bremen consists of three components: science center as the first module (4,000 sqm), the 5,000 sqm open air-area EntdeckerPark (opened in summer 2007) and SchauBox, where temporary exhibits in a yearly change are presented on 700 sqm.

Tasks:

- Market and Demand Analysis (Potential of the Demand, Competition)
- Benchmark of international References
- (Rough) Concept Development and Recommendations
- Visitor Prognosis
- Calculations of the Economy
- Creation of the Acquisition Brochure

Additional information can be found here: www.universum-bremen.de