

## CONCEPT EVALUATION

### ARCTIC SEA, HAGENBECKS ZOO



Source: subject: geising + böker, on [www.hagenbeck-eismeer.de](http://www.hagenbeck-eismeer.de)

Client: Tierpark Hagenbeck Gemeinnützige Gesellschaft mbH, Hamburg

Year: 2010

Location: Hamburg, Germany

#### Brief Description:

After the establishment of its Tropical Aquarium in 2009 Hagenbeck was planning next strategical measures to attract the zoological garden and to strengthen its economical autonomy. For this the old, heritage-protected, attraction „Arctic Sea“ from 1907 should be rebuilt, extended and attracted.

The architecture office geising + böker GmbH designed a weather-independent polar scenery which is architecturally oriented by its historical archetype.

The new attraction „Arctic Sea“ with a surface of 8,000 sqm (within 1,200 sqm water area in various aquaria) will not only meet the requirements of a modern and species-appropriate animal husbandry, it will rather be above the EU standards.

Polar bears, walruses, sea bears, antarctic and Humboldt penguins will live in the marine habitat. As a further attraction a huge seabird aviary will be realized.

Wenzel Consulting was commissioned to evaluate the geising + böker concept and to express optimization recommendations.



Tasks:

- Evaluation of the geising + böker Concept
  - Evaluative Concept Description
  - Evaluative Description of the Visitor Course
  - Strengths/Weaknesses of the Concept
- Requirements for the Concept Optimization