

**MARITIME EXPERIENCE WORLD,
HAFENCITY HAMBURG**



Source: City of Hamburg, GHS

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

Year: 2003

Location: Hafencity Hamburg, Germany

Brief Description:

Since 1999 Wenzel Consulting advises GHS in the development of the leisure-relevant part of the Hafencity Hamburg (among other things the feasibility study and concept recommendations). In the context of this activity the "Maritime Erlebniswelt" was developed as the central element of the leisure offer of this area. This consists of numerous single attractions, which were examined by different other consultants and which will represent an important touristic destination inside the city of Hamburg in the future.

In the year 2003 GHS assigned the working group „Maritime Erlebniswelt“ – consisting of Wenzel Consulting and Quickborner Team Gesellschaft für Planung und Organisation mbH, Hamburg – to evaluate the results of the sub-consultants and to extend a comprehensive development analysis of the overall project. Wenzel

Consulting and Quickborner Team transferred a double task in this process: apart from determination of decision bases to the individual modules

- Maritime Science Center
- Aquarium
- IMAX (as a possible auxiliary component to the aquarium)
- new Concerthall

the focus of the work were control- and presentation functions as well as the total optimization during the comprehensive evaluation of the overall project. The activity of the working group served thereby primarily the support of the political decision makers and was a component of the investor advertisement and/or the investor briefings for the area „Überseequartier“.

Tasks:

- Support/Control and Evaluation of the Conceptional Phase
- Development of the Function and Surface Program
- Development of synergetic Potentials
- Determination of the Invest
- Determination and Evaluation of the Operational Economy
- Total Optimization/Evaluation
- Project-Management/Presentation/Communication

You can find further information at www.hafencity.com.