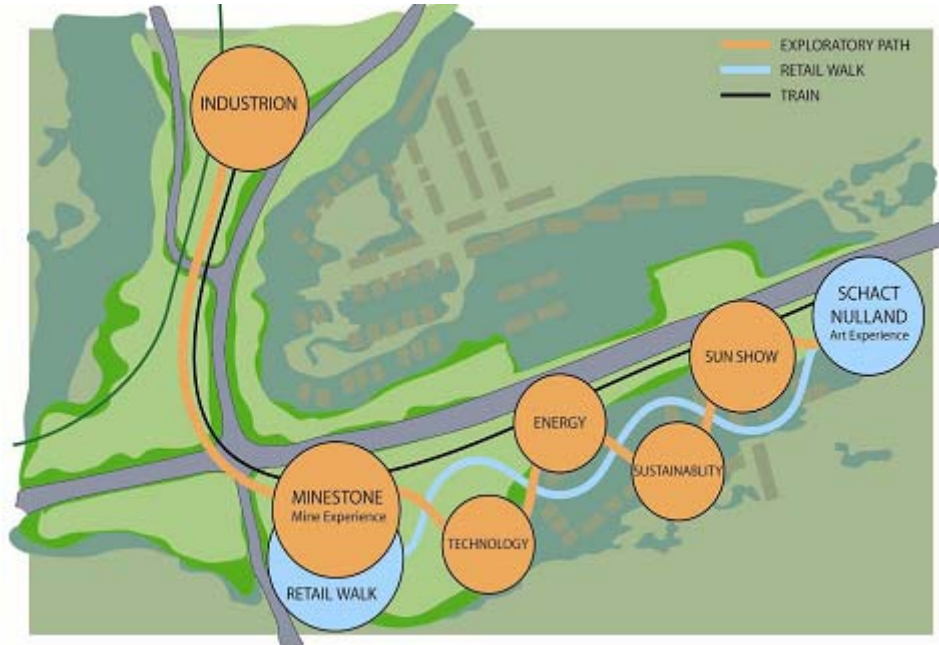


WORKSHOP AND EXPERT STATEMENT

MINESTONE (INDUSTRION), KERKRADE, NETHERLANDS



Source: BRC Imagination Arts, Amsterdam

Client: BRC Imagination Arts BV, Amsterdam
 Year: 2005
 Location: Kerkrade, Netherlands

Brief Description:

The Industrion – museum for the history of industry – concretizes the social and industrial development of the Netherlands during the last 150 years in a vivid and conceivable way.

In April 2005 experts from different branches met in Kerkrade to discuss about the opportunities and threats of “Minestone”, a new, innovative leisure-project, and how to embed it in the existing offers Industrion and Schacht Nulland. Target is to extend the leisure infrastructure in Kerkrade to develop an interesting and attractive supply for inhabitants and for tourists.

Wenzel Consulting was commissioned to contribute to the first concept-study (which was developed by BRC Imagination Arts) in naming essential aspects of the market and demand.



Tasks:

- Attendance at the Workshop
- Market Analysis (approx.)
- Visitor Projection (approx.)
- Economic Basic Data (approx.)

Additional information can be found at www.brcweb.com.