

**GERMAN OCEANOGRAPHIC MUSEUM
EXTENSION PROJECT „OZEANEUM“, STRALSUND**



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Client: Deutsches Meeresmuseum, Museum für Meereskunde und Fischerei, Aquarium, Stralsund

Year: 2003

Location: Stralsund (Mecklenburg-Western Pomerania), Germany

Brief Description:

With approx. 600,000 guests yearly, the German Oceanographic Museum in Stralsund is the largest museum of natural science in North Germany. It is located in an early Gothic monastery. The wide-ranging, up-to-date exhibitions held here provide a vivid picture of the diversity of marine life as well as its use to and exploration by man. The effectiveness of the exhibition on marine life is enhanced by the addition of 45 aquaria. The German Oceanographic Museum also has two additional branches the NATUREUM in the Western Pomeranian Bodden Landscape National Park and the NAUTINEUM at Dänholm in Stralsund.

The German Oceanographic Museum planned the extension of the existing ensemble with a new Museum/Aquarium called "OZEANEUM" on the northern port

area of Stralsund. The investment volume was calculated with about 50 million EUR. Due to the demanded economic sustainability of the extended German Oceanographic Museum, Wenzel Consulting accomplished comprehensive investigations to economic and marketing aspects of the project and also defined conceptual recommendations regarding the "OZEANEUM".

The Grand Opening took place on July, 2008. During its first year approx. 900,000 visitors have been counted in the facility. In 2010, May, the OZEANEUM won the prestigious European Museum of the Year Award for its outstanding exhibition and communication concept.

Tasks:

- Workshops
- Site and Market Analysis
- Conceptual Recommendations/Positioning Strategy
- Entrance Combinations/Demand Synergies
- Attendance Forecast
- Feasibility
- Marketing Strategy/Marketing Concept
- Dimensioning/Investment Volume
- Economic Expansion Strategy/Measure Catalogues