

## DEVELOPMENT ANALYSES

### BERLIN – ALEXA, DORTMUND – 3do



Outline: Berlin-Alexanderstraße

Outline: 3do, Dortmund

Client: Sonae Sierra, Porto (Portugal)  
Year: 2004/2005  
Location: Berlin; Dortmund (NorthrhineWestfalia), Germany

#### Brief Description:

Sonae Sierra is one of the largest owner/partner and operator of shopping centers in Europe and South America. Within the framework of their worldwide market expansion, Sonae planned, amongst other things, the development of two mixed-use-objects in Germany (Dortmund and Berlin).

The components of design, leisure and service carried significant value for Sonae during the planning of both centres.

The working group Wenzel Consulting Aktiengesellschaft/BulwienGesa AG, both Hamburg, was commissioned to develop location specific, individual, future-orientated and economically sustainable leisure concepts for both objects.

To accomplish the tasks, location and market analyses were prepared for both Berlin as well as Dortmund and the behavioural trends concerning consumption and leisure were also examined.

After presenting these substructures as well as first concept approaches, a rough concept for both locations was mutually developed with the client.

Subsequently, two detailed concepts were prepared by Wenzel Consulting that described the individual utilization according to important planning dimensions (space, attendance volume, rental proceeds, etc.), noted potential operators,



illustrated synergetic relationships as well as fixed spatial utilization. The work was completed at the end of 2004.

In 2005, Wenzel Consulting was involved in further concept development for the “3do” in Dortmund. In fall 2005 the construction works for “Alexa” started in Berlin.

Tasks (Berlin and Dortmund):

- Site Analyses
- Trend Analysis
- Market Analyses
- Workshop-Preparation and Execution
- Concept Development for Leisure Uses

Tasks (Dortmund):

- Accompanying Concept Consultation