

**LEISURE UTILIZATION CONCEPT
CITY QUARTIER DOMAQUAREE**



Source: www.mentalimages.com

Client: Deutsche Immobilien Fonds AG (Difa),
Hamburg

Year: 2001/2002

Location: Berlin, Germany

Brief Description:

On May 11, 2004, the „DomAquaree“ was officially opened after a three-year construction period and an investment volume of 500 million EUR. It is the fourth „City Quartier“ of the investor Difa.

Main attraction of the building complex is the AquaDom, a cylindrical aquarium of 25 m height in the entrance hall of the Radisson SAS hotel. There is an elevator made of glass inside, which carries the visitors to the fifth floor. The world-wide unique AquaDom is also a component of the Sea Life Berlin, operated by our client Merlin Entertainments.

The DomAquaree with office and housing facilities, F & B offer and retail is also characterized by its outstanding location in the urban district Berlin-Mitte. The direct neighbourhood to the famous „Museumsinsel“ with the Cathedral of Berlin results in a very attractive complex in the center of the city.



Wenzel Consulting was hired to develop a leisure utilization concept for the ground and upper floors inside the „DomAquaree“.

Wenzel Consulting also organized two workshops, which examined the development and marketing of the destination. Participants were experts from the range of culture-, leisure- and real estate economy.

Tasks:

- Organisation of the Workshops
- Concept Development
- Identification of potential Operators
- Rough Evaluation of the economical Feasibility
- Development of a Visitor Experience Strategy
- Definition of the guidelines of the Functional Planning