

DEVELOPMENT OF UTILIZATION CONCEPT

LEISURE SHOPPING CENTER IN BERN-BRÜNNE



Source: www.schweiz.altermedia.info, outline: Daniel Libeskind

Client: Genossenschaft Migros Aare, Schönbühl/
Bern, Switzerland

Year: 1999

Location: Brünne (West Bern), Switzerland

Brief Description:

Based on a market and site analysis for the planned leisure shopping center in Bern-Brünne, Wenzel Consulting developed a feasible leisure and entertainment mix as well as a differentiation strategy for the center that covers about 41,000 sqm. About 23,000 sqm are designed for retail (Migros business types), while an area of 18,000 sqm is available for entertainment and leisure utilization. Plans call for a multiplex cinema, theater, swimming pool, wellness and fitness facilities as well as for F & B. The offering is supplemented by a hotel, a seminar center, and a meeting place for sports associations. The Grand Opening took place on October, 8th, 2008. Only three months later 1.5 mio. visitors had been counted in WestSide.

Tasks:

- Site Assessment (Macro-Site and Micro-Site)
- Competition Analysis
- Potential Analysis
- Concept Development
- Schematic Function Diagram of the Layout Planning