

**VILLEROY & BOCH AG**  
**„HOUSE OF LIVING“**



Source: Villeroy & Boch

Client: Villeroy & Boch AG, Mettlach  
Year: 2001 – 2004  
Location: Lübeck-Dänischburg (Schleswig-Holstein),  
Germany

**Brief Description:**

For the area of the former Villeroy & Boch ceramics factory in Lübeck-Dänischburg a conversion concept was needed. To support this task Wenzel Consulting was assigned with the delivery of a feasibility study in the year 2001.

The results of this first feasibility analysis were used as a base for an architectural competition and an appointment of the future retail, leisure and service uses on the total area.

Since the year 2001 Wenzel Consulting supports sequentially the Villeroy & Boch project development team during its discussions with the administration of the city of Lübeck, potential operators and co-investors. Furthermore Wenzel Consulting contacted potential tenants of the leisure und F & B range since May 2004 and participates in the architectural and conceptional optimization of the total concept "Villeroy & Boch - House of Living".



Tasks:

- Location and Market Analyses
- Development of a feasible Conversion Concept
- Economic Analysis
- Discussion of the Results with the Administration of the City of Lübeck
- Presentation of the Architectural Competition
- Regular support at the Project Development, e.g. Optimization of the Concept, Brochures for potential Tenants
- Contact and Acquisition of potential Tenants