

IDENTIFICATION OF UTILIZATION POTENTIALS

FOYER CINEMAXX RHEIN-RUHR ZENTRUM



Source: Wenzel Consulting Aktiengesellschaft

Client: H.J. Flebbe Filmtheater GmbH & Co., Hamburg

Year: 2008

Location: Mülheim a.d. Ruhr (North-Rhine Westphalia),
Germany

Brief description:

The CinemaxX Multiplex as a part of Rhein-Ruhr Zentrum is characterized by its architecture. There is a spacious foyer with different utilization potentials which are currently in the discussion concerning their upgrade.

Wenzel Consulting was commissioned with the identification of suitable leisure uses for the CinemaxX foyer in Rhein-Ruhr Zentrum. Within a workshop potential utilization ideas were developed, which were examined and evaluated in a further step of the analysis.



Tasks:

- Site Survey
- Workshop: Development of Ideas for potential Uses
- Evaluation of the Utilization Ideas based on following Criteria:
 - Facility Trends/Market Situation
 - Requirements for the Micro Site (e.g. Location, Travel Connections, Image, Availability of Surfaces)
 - Synergy Potential (to existing Utilizations in the neighbourhood and Target Groups)
- Examination of the Operator Market and Future Prospects
- Analysis of the Competition
- Calculation of the Profitability