

**FEASIBILITY STUDY
ZDF MEDIA PARK, MAINZ**



Source: ZDF-Enterprises GmbH (Architect Jack Rouse Associates, as per 1999)

Client: ZDF-Enterprises GmbH, Mainz MPEG, Mainz
Year: 1997 – 2001
Location: Mainz-Lerchenberg (Rhineland-Palatinate),
Germany

Brief Description:

ZDF planned to set up a theme park, the ZDF Media Park, linked directly to the transmission center in Mainz.

Wenzel Consulting provided support for the development of the project as an instrument of ZDF corporate communication and managed the planning team. The goal was an economically independent theme park to bring the station's products and film formats to a broad target group.

The primary task was a feasibility study for the project. In cooperation with the American attraction designer Jack Rouse Associates, the results of the study



were converted into a experience orientated concept. At the same time support was provided to ZDF in its search for project developers, operators and investors.

Tasks:

- Feasibility Study
- Site Analysis
- Potential Assessment
- Competition Analysis
- Visitor Prognosis
- Economic Feasibility Calculations
- Concept Development and Controlling
- Financing and Operator Concept
- Acquisition of Investors and Operators
- Ongoing Implementation Support