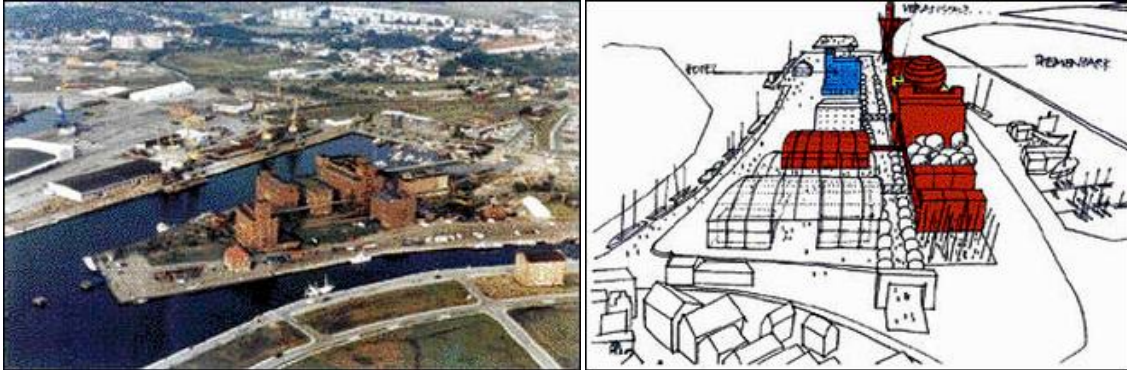


FEASIBILITY STUDY „HOLZSTADT WISMAR“



Source: Ostseezeitung and Bellprat Associates, outline masterplan, Februar 2004

Client: Peter H. Leibold, Wismar
Year: 2002 – 2004
Location: Wismar (Mecklenburg-Western Pomerania),
Germany

Brief Description:

In Wismar various enterprises of the woodworking industry settled during the last years, whereby a concentration of this industry developed here, which is unique world-wide. On this base the idea to develop the mixed-use real estate „Holzstadt Wismar“ was born.

The indoor-theme park with outdoor and overnight accomodation offers and also event and retail fascilities should be a platform for entertainment, edutainment and communication about wood. Focus of the project is also the stabilization of the local and touristic infrastructure in the region. In 2002 Wenzel Consulting was hired to provide a feasibility analysis based on the submitted concept documents.

Tasks:

- Location Examination
- Market and Demand Analysis (Analysis of the Demand Potential and Competition Check)
- Concept Evaluation
- Evaluation of the Potential
- Economic Analysis of the Theme Park



- Definition of the Requirements of the defined Auxiliary Uses
- Current Support