

UTILIZATION CONCEPT

“KULTURKAUFHAUS TIETZ”, CHEMNITZ



Source: Wenzel Consulting Aktiengesellschaft

Client: Grundstücks- und Gebäudewirtschafts-
Gesellschaft mbH, Chemnitz

Year: 2001

Location: Chemnitz (Saxony), Germany

Brief Description:

The ancient Tietz Store in Chemnitz was planned to be converted to a store for cultural offers. For this project Wenzel Consulting carried out the market, demand and potential analysis. Based on this results the existing layout planning was examined with respect to potential offers in segments like leisure/culture, f & b and retail.

After extensive rebuilding measures Kulturkaufhaus Tietz in Chemnitz opened in october 2004.

Tasks:

- Site Evaluation
- Market and Demand Analysis
- Competition Analysis
- Analysis of the Potential
- Layout Estimation
- Concept Development
- Rough Evaluation of the Economy