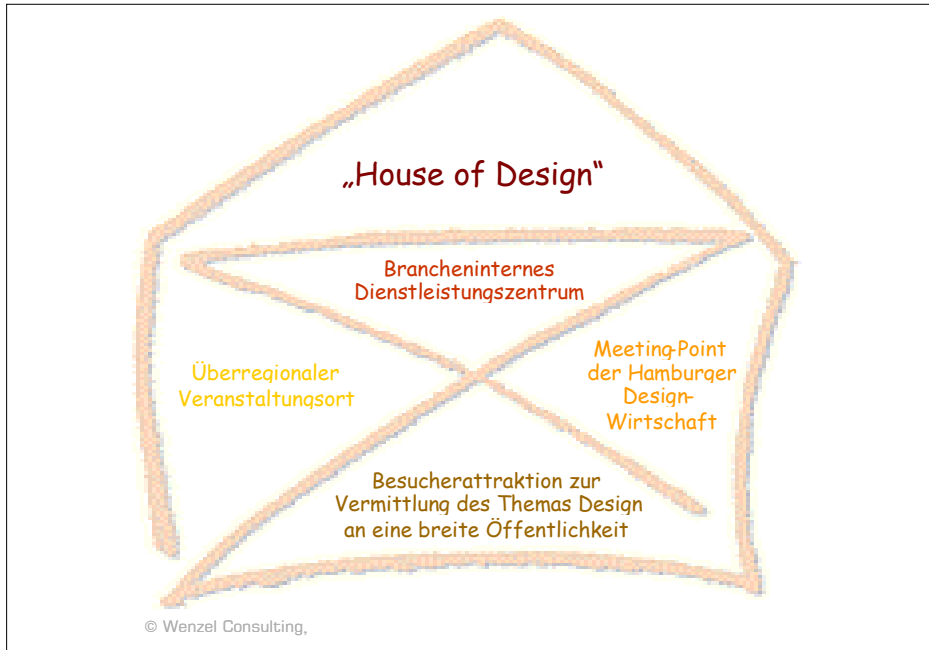


CONCEPT AND FEASIBILITY STUDY

HOUSE OF DESIGN, HAMBURG



Source: Graphics Wenzel Consulting Aktiengesellschaft, Hamburg; 2003

Client: Freie und Hansestadt Hamburg, Behörde für Wirtschaft und Arbeit

Year: 2003

Location: Hamburg, Germany

Brief Description:

With more than 1,400 resident designers and design agencies Hamburg is deemed to be Germany's Design stronghold. With this background the city thought about the possibility of concentrating different activities concerning the theme design at one site (project title "House of Design").

Wenzel Consulting was tasked to check the feasibility of the presented concept ideas, to optimize them and to evaluate the economy. Furthermore procedure models for the invest and for the operation of the facility were developed.

Tasks:

- Analysis of national and international Reference Projects



- Drawing up an Offer Concept
- Dimensioning and Layout Planning
- Definition of Target Groups/Determination of the Demand
- Calculation of the Invest
- Calculation of the operational Costs
- Evaluation of potential Micro Sites
- Evaluation of potential Real Estate Projects
- Development of structures for the Operation of the Facility
- Implementation of Expert Interviews