

## CONCEPT DEVELOPMENT PROCEDURE AND CONTROLLING

### ROYAL CASTLES SCHWANGAU



Castle Neuschwanstein. Source: [www.neuschwanstein.com](http://www.neuschwanstein.com)

Client: WAF Wittelsbacher Ausgleichsfonds, Munich

Year: 2005 – 2007

Location: Schwangau (Bavaria), Germany

#### Brief Description:

WAF is part owner and administrator/operator of essential facilities round the Royal Castle in Schwangau. WAF is planning to optimize the traffic and parking situation for the visitors of the both castles. In this context new possibilities for utilizations inside the core area were discussed. Since years WAF also tried to profit from the high economic power of the visitor potential and to develop additional and economically advantageous utilizations for the off season.

Task of Wenzel Consulting during Phase I was to accompany the concept development procedure for the facilities round the both famous Royal Castles. The requirements for the total concept were to be attractive, reliable and sustainable.

For the non-public procedure different experts in attraction design were invited to develop solutions/concepts for this real property. Phase I of the procedure ended with the pre selection of three offices. These were invited to develop detail concepts under the premise of being commercial efficient. In the end the concept of Studio Andreas Heller, Hamburg, won. Wenzel Consulting is currently consulting the ongoing development.



Tasks:

Phase I

- Definition of the determining Factors and Objectives
  - Determination and Analysis of basic Conditions
  - Catchment Area Analysis
  - Determination of Visitor Potentials
- Conception, Planning and Implementation of an Idea Contest for selected Experts
  - Selection of the Competitors
  - Drawing up of the Offer of a Reward
  - Supervision of the Competitors
- Evaluation of the Idea Contest
  - Total Evaluation of all presented ideas
  - Estimation of the Feasibility of the Concepts with rough Examination of the Economy
  - Definition of Guidances for the development of selected Detail Concepts
  - Consultancy for the Jury

Phase II

- Ongoing Consultancy in
  - Concept Development
  - Project Controlling and Organisation