

DEVELOPMENT OF AN UTILIZATION CONCEPT

KULTURFABRIK SCHÖNHERR, CHEMNITZ



Source: www.schoenherrfabrik.de

Client: Schönherr Chemnitzer Webmaschinenbau GmbH, Chemnitz

Year: 1999

Location: Chemnitz (Saxony), Germany

Brief Description:

The area of Schönherr WEBA GmbH belongs to the most significant industrial monuments of the 19th century. The industrial complex shows an uniquely ensemble of factory buildings from 150 years on a surface of approx. 130,000 sqm.

The ancient Schönherr power loom factory should be converted to a factory for different cultural uses. For this plannings Wenzel Consulting carried out a market, demand and potential analysis.

Based on the results we developed an utilization concept with leisure, culture, life-entertainment, F & B and retail offers.

With the begin of the year 2000 the construction works started and since then most parts of the surface (today: schönherr.fabrik) are in operation. Schönherr.fabrik today is one of the most successful revitalization projects of industrial buildings in Chemnitz. Meanwhile approx. 100 enterprises with more than 800 employees are active at the site.



Tasks:

- Site Evaluation
- Market and Demand Analysis
- Potential Analysis
- Concept Development
- Recommendation for the Layoutplanning and Architects Briefing
- Marketing Brochure