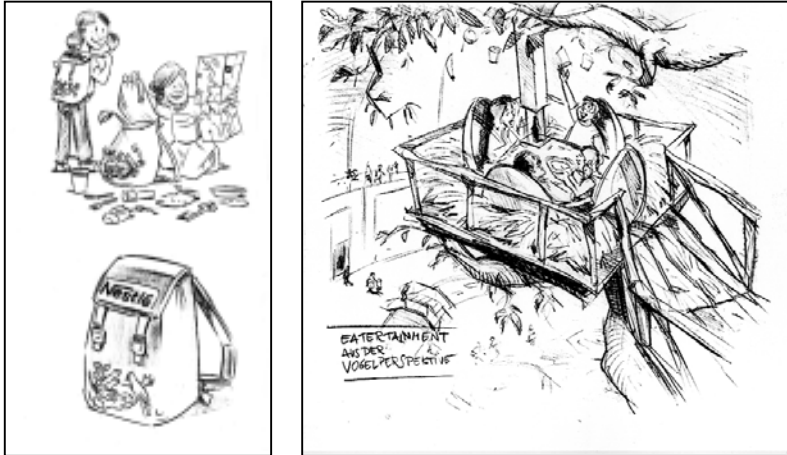


CONCEPT DEVELOPMENT

NESTLÉ GASTRONOMY EXPERIENCE



Source: © Christian Puisse

Client: Nestlé Deutschland AG, Frankfurt/Main

Year: 1997

Location: Various Options, Germany

Brief Description:

To expand its marketing activities Nestlé Deutschland AG was planning a new facility designed as an instrument of corporate communication. Task was to develop a completely new and innovative concept connecting leisure and gastronomy offers and presenting the full range of Nestlé brands in a fascinating way.

Wenzel Consulting was charged with the development of first ideas for a concept draft. During several creative phases incl. separate workshops with experts and with potential target groups a multidimensional experience concept was developed. The idea was to create a concept in a modular design, which is able to be realized at a wide range of different sites and with a lot of utilization options. In the result the topic "f & b" was interpreted as a leisure attraction in a completely new and fascinating way.

Tasks:

- Concept Development
- Implementation of diverse Project accompanying Workshops