

CONCEPT DEVELOPMENT

RECREATIONAL WATERPARK „ISHARA“, CITY OF BIELEFELD



Source: Ishara, Bielefeld

Client: Bielefelder Baeder- und Freizeiteinrichtungen GmbH & Co. Betriebs-KG (BBF)
Year: 1997 – 2000
Location: Bielefeld (North Rhine-Westphalia), Germany

Brief Description:

Following the creation of the swimming pool concept for the city of Bielefeld, Wenzel Consulting developed in a further processing phase the concept and the experience strategy for the recreational pool “Ishara”, which was opened in September 2000. By selecting the theme of “Journey to the Baths of the Orient” for this facility, an attractive design has been created in all bathing areas. During the implementation phase Wenzel Consulting provided project support (concept controlling, economic feasibility calculations, etc.).

The prognosticated characteristic numbers are reached in the “Ishara”.



Tasks:

- Offer Concept Development
- Strategic Market and Experience Positioning
- Finding a name (in cooperation with KMF Konzeption und Marketing im Freizeitsektor, Hamburg (www.kmf.de))
- Economic Feasibility Analyses
- Concept Controlling and Implementation Support

Additional information can be found at www.ishara.de.