

# Verwaltungsgebäude

First Teaser Concept





# What?

- **theming/ reconstruction of the facade**
  - **PLUS & DDS Concepts:**
    - **revival of the locations at park level, merch (guest experience + generating sales, refinance investment)**

## Concepts

- **Storyline**
- **Theming**
  - **usage**
- **Experience**
  - **Merch**
  - **Events**

the is status

big and a lot (only) windows



special designed, big frame windows

hole upper floor is administration



no usage, no experience for guests  
(only restrooms, little shop sometimes & 7 days in Halloween)

# Keyfacts

ENTIRE BUILDING

**80% windows**

**20% building**

PARK LEVEL

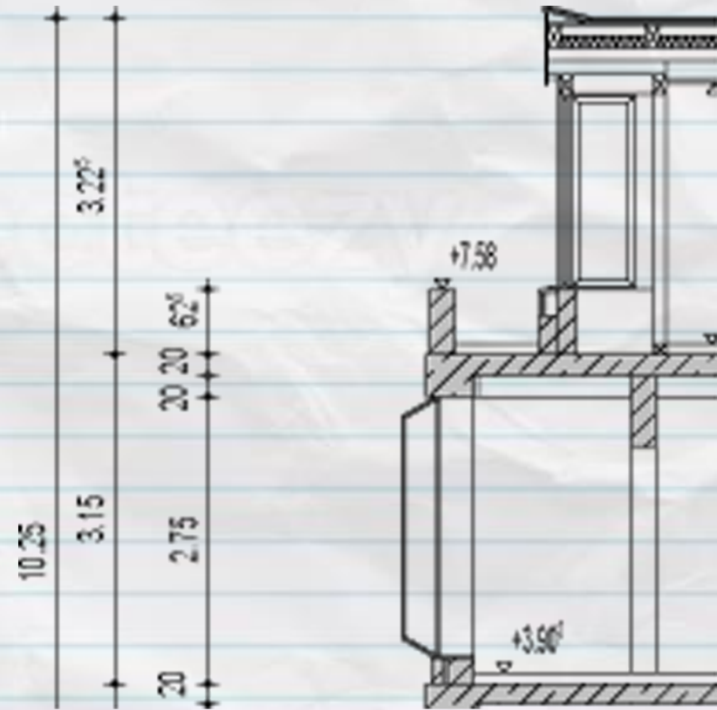
**100% windows**

**0% building**

# Keyfacts

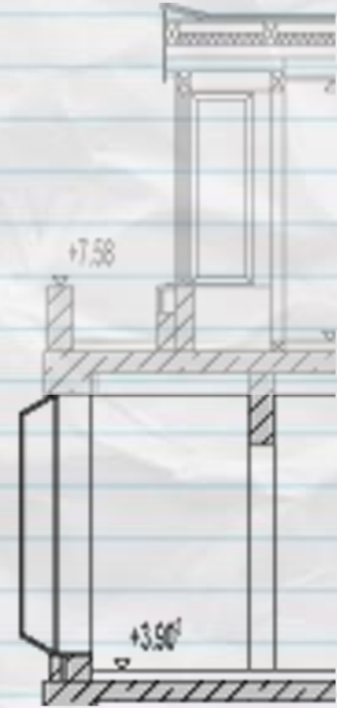
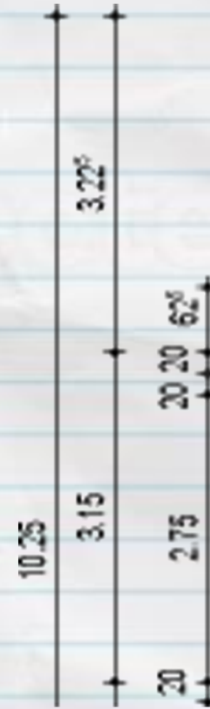
**80% WINDOWS**  
ENTIRE BUILDING

**100% WINDOWS**  
PARK LEVEL

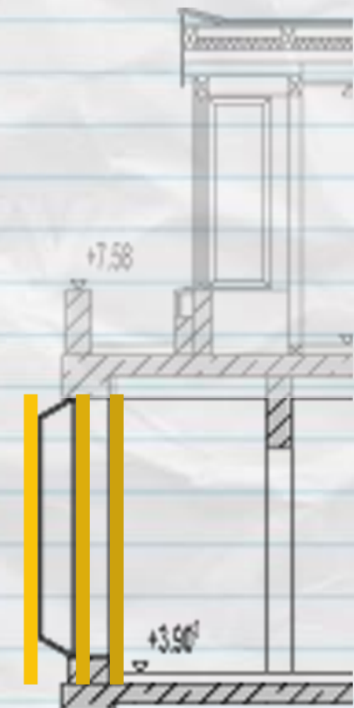




MANY WINDOWS  
BIG WINDOWS  
SPEZIAL FORM



COVER THE FRONT  
COVER FROM INSIDE



“Is there a simple and cheap way...”

„Yes ... BUT ...“

it will look, feel and be bought  
by the guests simple and cheap

# FUTURE DESIGN

- regarding and reflecting to the new storyline: an medieval wooden facade with different styles
- vampire- & demon- fighting village
- referring design to „Flug der Dämonen“, „Scream“ & „Weinturm“
- immersive design
- customizable from the guests (s. merch concept)

# 3+ Options

- **keeping the structure of the building**
    - theming with mostly foils and decorations
    - putting facades in front of the windows
  - **putting out the windows and replace them by themed walls and facades**
  - **add a building part up to the sidewalk, in front of the existing building and façade**
- + for all options: adding towers and other building extensions**

# 1. Example

- **no building modification**

- a lot of foils (like now)
- maintaining the windows, especially their size in the parking area
- therefore we need to explain why the windows in a medieval Transylvanian village/monastery are so larger than average for that period
- the building remains in its familiar basic structure
- effect: the existing building was simply covered with foils and a little decoration
- option: roots wind around the windows (but would also have to be done from the inside)
- roof / tower elements





bright wooden  
roof covering

wooden cover  
between the floors  
(only the building  
structure)

all windows  
get foils

craftman- sign

anti- vampire decoration





add some small  
towers on top  
(Scream- Design)



another colour & material example

wooden cover between the floors (higher/ using the railing)



replacing hole  
window foils with  
braces foil`s=

better outside view



covering windows



another structure

creat a central/ vertical & eye catching effect



# Pros & Cons

- **Pros**

- easy, fast & lower cost
- construction during the season possible

- **Cons**

- quantitatively strong mix of foils and real looking decorations
- effect of the foils in relation to the real elements
- impaired view from inside to outside

## 2. Example

- no foils at park level
- facades in front or instead of the windows at park level





THEMENWELTEN

by CUAN

# Pros & Cons

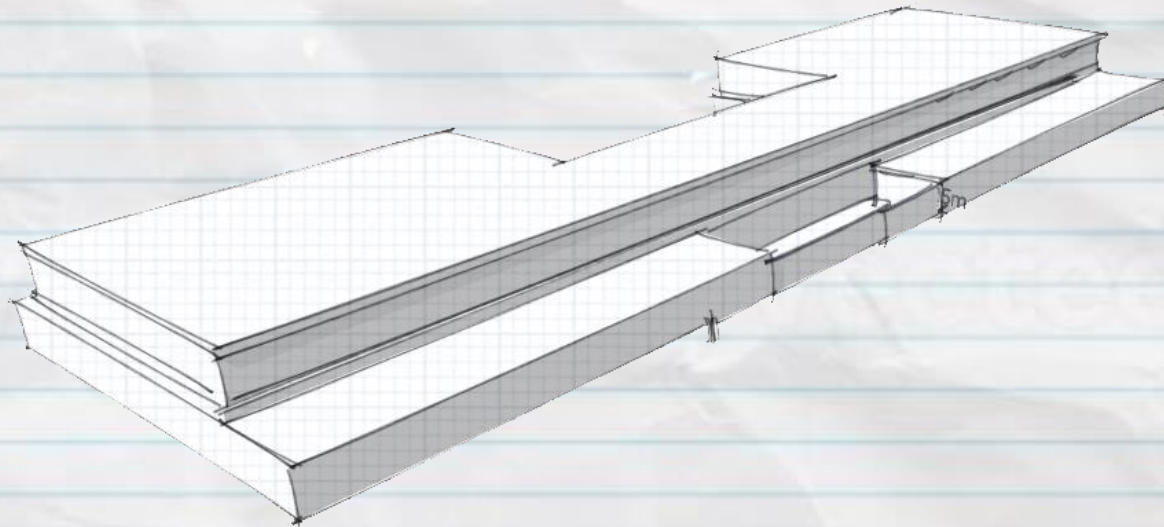
- **Pros**

- realistic looking building construction
- construction during the season possible

- **Cons**

- if we cover from the outside, it must also be blinded from the inside
- if we choose facades with smaller windows - how does it look when the old windows really continue behind the facade
- how stable are the connections from the new facade to the window surfaces
- putting out the windows in the "or" variant

### 3. Example



building- expansion at park level up to the sidewalk



# Pros & Cons

- **Pros**

- also realistic looking building construction
- more usable space
- old windows are inside and can be covered more easily

- **Cons**

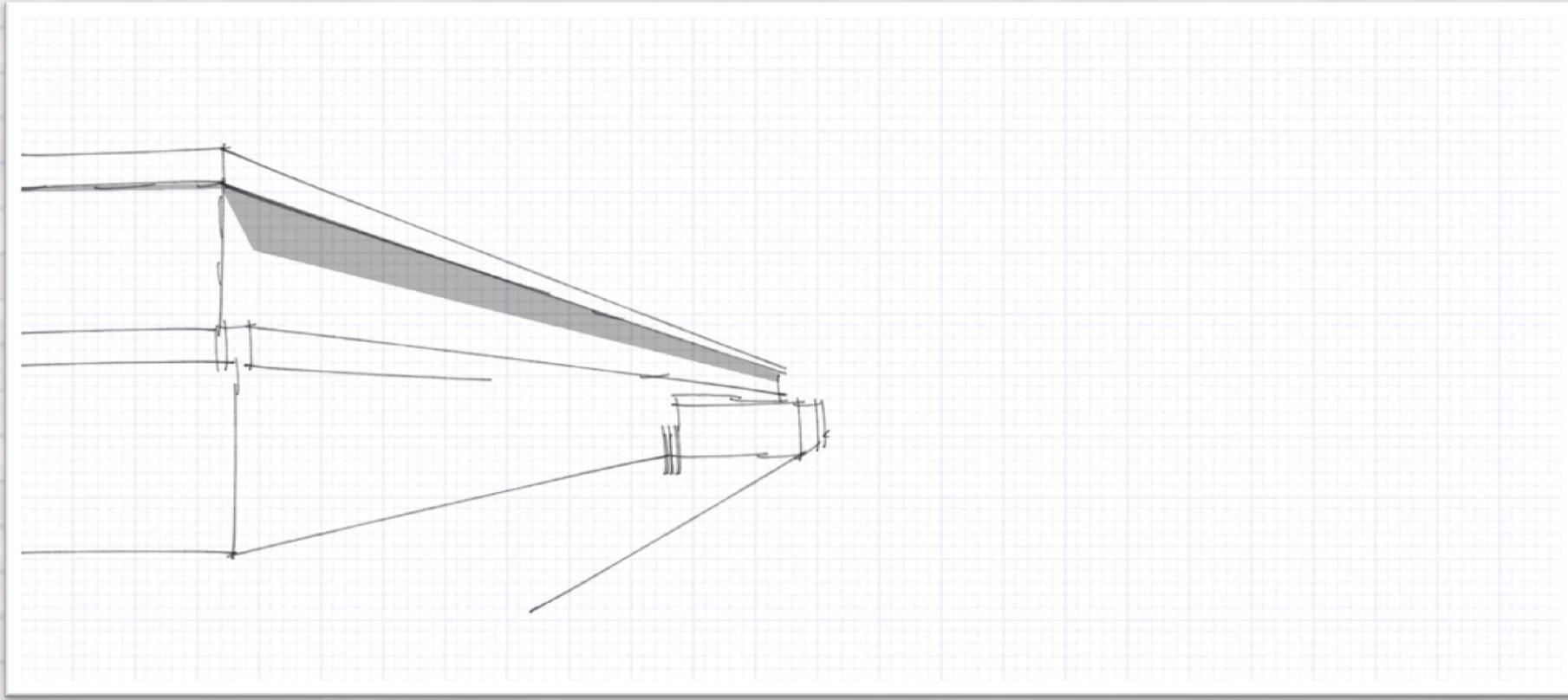
- construction can only be at offseason

## The „+“ Example

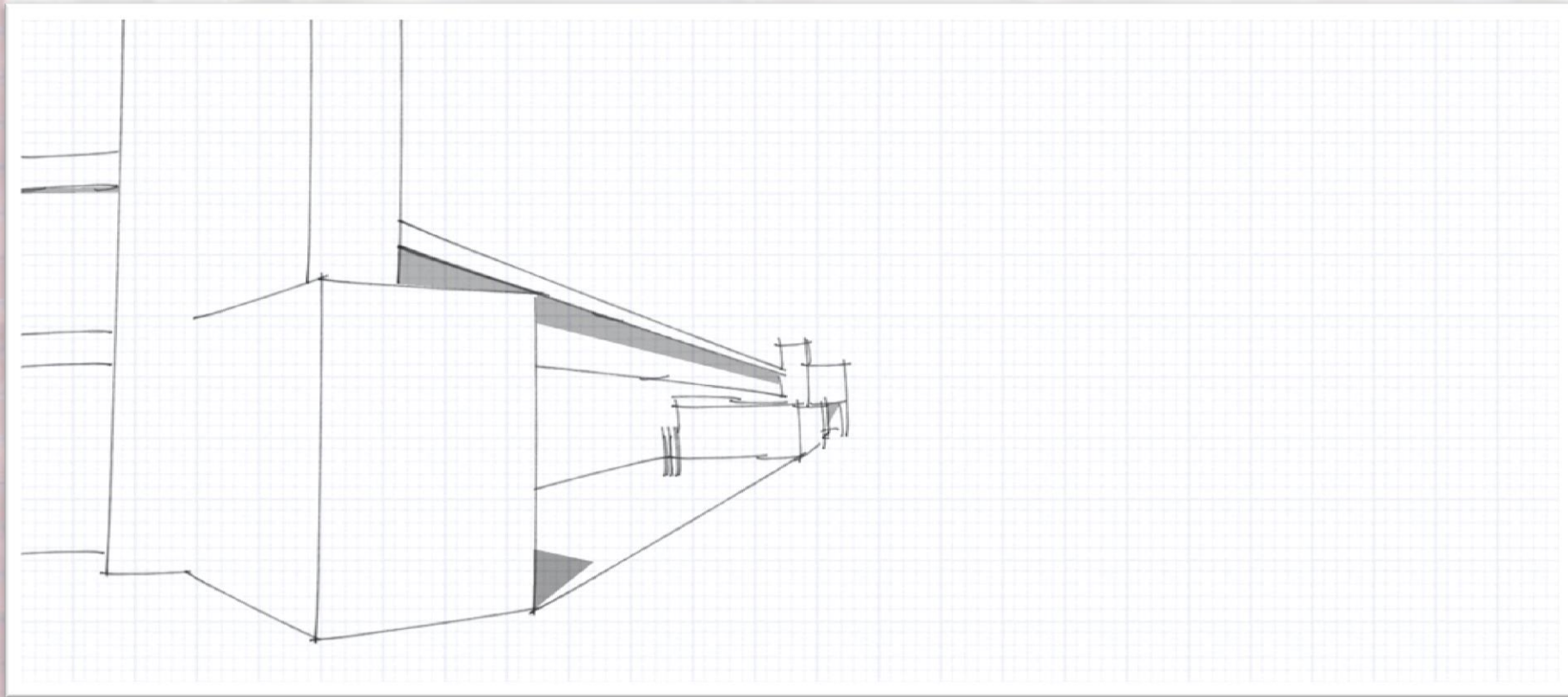
Look like it's a new building

- actual example picture
- left corner
- to show the focus on the corner design









# Pros

- people know the building for centuries
- we play with the structure, corners of the building and the middle part
- transform & split/ divide the building from one big cohesive into different sectors/ parts
- let it grow
- so we change and go out of the structure, form and size
- through the guest- perspectives we hide some parts of the building with the towers and new structures
- also then we have space for lighting and effects
- **it doesn't feel at the first look, that we just covered the old building or it is the old building**

- keeping the lantern as an reference point in the coming designs





# Kloster Schänke



# . Variant (changes to before .)

- building a front facade up to the sidewalk
- keeping the windows of the building in the restaurant and getting them into the storyline because of their special structure, design, material and size)
- roofing with fake grass panels

here is what this can look like:

# Kloster Schänke



. Variant (changes to before .)

- customize the tower with colours and a roof reagrding to Scream

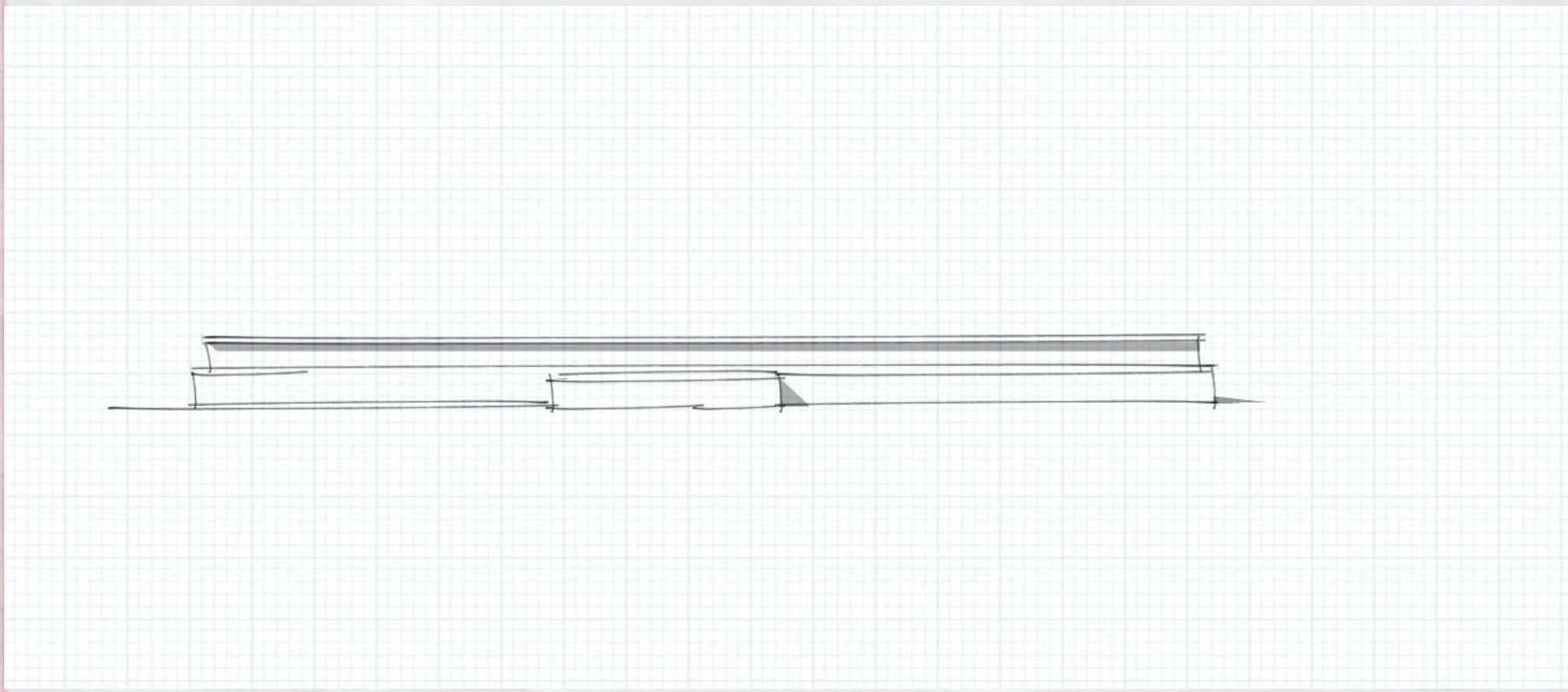
here is what this can look like:

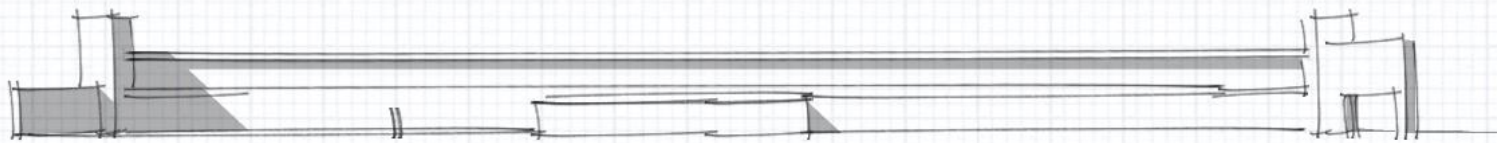


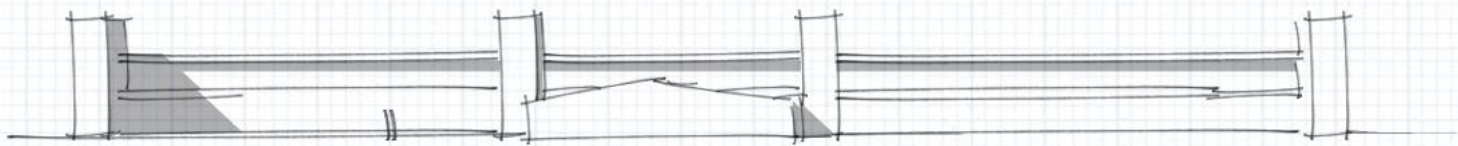
# Kloster Schänke

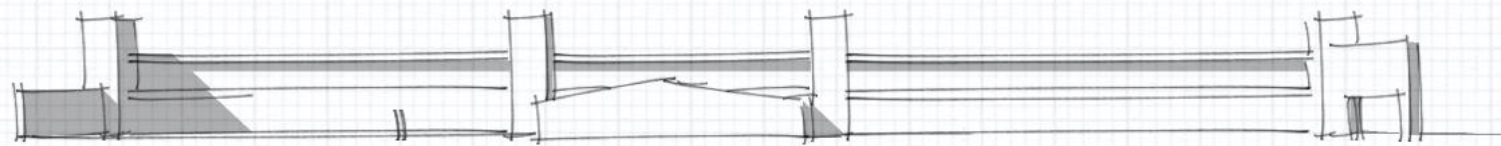












# Experiences

Gastro

Shop

Merch

Attraction

Immersive & interactive

Experiences

Bridge part of the building  
Constructions as an experience



# Recommendation

- making it „right“ – if U take money in your hand, it must be worth
- complete opening to the guests, means with attractions, gastro, shop & experiences (if not, it's just a theming and not so worthy for the guests- starting with a minimum of one experience)
- DDS- Concept - additions over the next years (f.e. the middle part of the building with the tunnel/ bridge and the inside experiences can be added after a few years), lightings, sounds and effects or we start building the towers, stop for the season, so it looks like an ongoing building and finish it to the next season- start
- mapping concept for the towers
- taking out the windows on the park level (keeping them as possible, because I want them to put in the „Recycling Concept“ and still have an idea were the< will come up again)
- the overhaul of the adminstration buidling will be a great sign for the people, but they must have or be given also a usage





# Priorities

- before we start, we have to check, what the building „can“, its structure and statics
- only then we'll know exactly what we can design and plan AND when we can start



# Future Transilvania

- own Halloween, unique in the world, with its own storyline and characters, transferable to all MERLIN attractions and all dungeons worldwide
- adding more and more characters, also limited editions of only one year
- constantly growing theming area through exciting new storyline
- every year the guest immersive themselves more intensively in the story
- BOB Bahn gets an upgrade
- "Scream" gets a story and an immersive experience for all guests staying outside

# MONDAY SCHEDULE

- **administration building**
  - talking about our teaser concept so far
  - how and when do/ can we realize it
  - what can we do and what do we have to check before starting (statics, etc.)
  - holistic concept
  - building Tour
- **the MMM concepts** – old and new (Dämonen, Colossos, Dark Ride, Limit)
  - what do we think about it
  - what can we expect and when from the Masterplan & what do we still know
  - what do we expect from Transilvania (f.e. Name of the land, theming, story, characters, future attractions, expandings, etc)
  - A special eye on the dark ride, our recommendations & advices
  - dark ride location tour
- **next season**
  - **season start** – what do we have and give the guests, also regarding to the competitors (Serengeti Park, Hanso Park) they have a world premiere Rollercoaster and an ongoing theming work and their biggest news of the last years)
  - we from QUAN have a season- (starting) concept in progress
    - therefore we have to talk about major descissions about theming,, story, characters, future projekts, etc. (a basis masterplan)
  - **FKF convention**
  - **winter opening**
  - **how can we optimize the workflow and descissions**