



## CONGRESS CENTER HAMBURG HAMBURG, GERMANY

Smart Space, BuroHappold Engineering's people movement consultancy team optimised the space use, layouts, wayfinding and circulation strategy to maximise the utilisation, efficiency, flexibility, and visitor experience for Congress Center Hamburg (CCH), a major convention centre and exhibition venue in Germany.

Space is a rare commodity today. Maximising the utilisation from a building's limited footprint is crucial to success and longevity. Due to several limitations the Congress Centre Hamburg is only able to run events with a maximum occupancy of roughly 7,500 people, compared to an original design capacity of up to 14,000 people. Our work is enabling the enhancement of the CCH capacity to over 19,000 people, with multiple events running in parallel.

This challenging aim has been achieved through a combination of high level strategy and detailed design developments that cover event organisation policy, operational

management, wayfinding strategy, spatial layout, and circulation design.

Working closely with the client's design and project delivery team Rege and Tim Hupe Architects, our approach included:

- A new entrance Hall with large orientation space and a flexible design with clear visibility to the key destinations
- An intuitive wayfinding strategy ensuring effective segregation
- Efficient airport-style mobile registration facilities, with all key functions such as registration, printing, cloakrooms, etc
- Integrated circulation strategy to allow joint/separate use of exhibition, conference, breakout, dining & circulation space
- Optimised logistics provision with parallel loading / unloading
- Optimised capacities of circulation elements

Beginning with a rigorous data capture survey of the existing facilities during a conference event, we developed a comprehensive understanding of the limitations of the current design as well as defining the modelling parameters. Modelling included flow diagram mapping, visibility and accessibility analysis, and dynamic simulations to test and optimise the organisation of various events within the proposed design.

This allowed us to help the design team and operator in optioneering the various layouts and processes within the new design.

CLIENT  
Rege

ARCHITECT  
Tim Hupe Architects

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Smart Space – People Flow & Space Analysis

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