

GERMANY/MEDIA

COLOGNE ANNOUNCES PLANS FOR A COMMUNICATIONS CENTER

The West German city of Cologne is getting ready for the 21st century. A former freight train yard on the fringe of the city center is being developed as Media Park Cologne, a multi-million deutsche mark state-of-the-art information and communications facility projected to be ready for initial occupancy in mid-1992.

Media Park is a 50 acre lot of land, where investors can buy parcels to build their communications centers. The site will house a mix of companies that provide complementary services. Occupants will have rental access to on-site radio, video, and film studios with ancillary sound and editing facilities; offices and dressing rooms; studios for computer animation; a music recording plant, and a professional theatre. There will also be educational and research departments incorporating a film archive.

The park will have something for everybody, according to producer Bernd Schaefers, who with Dr. Utz Ingo Küpper, is managing the

project. They plan to offer the users of Media Park the most advanced technologies. "We will put up such a solid system that no one could install for themselves because no one could do it in this size," says Schaefers.

The media park, being designed along the lines of a world teleport, will provide fibre optics and I.S.D.N. systems as well as links to big data stations. Besides, they will offer training, business services, and personnel. "This will give smaller companies access to things that only bigger companies can have," says Schaefers.

The impetus behind the media park was the City of Cologne itself which, seeing the potential for an under-utilized asset, purchased the land from the German railroad and then initiated development plans. This Rhine River city, already something of a communications center with five radio and television stations, 80 independent film and television production companies, and 130 publishing

houses, is hoping to consolidate its place internationally with the media park, which when completed, will be the largest on the European continent.

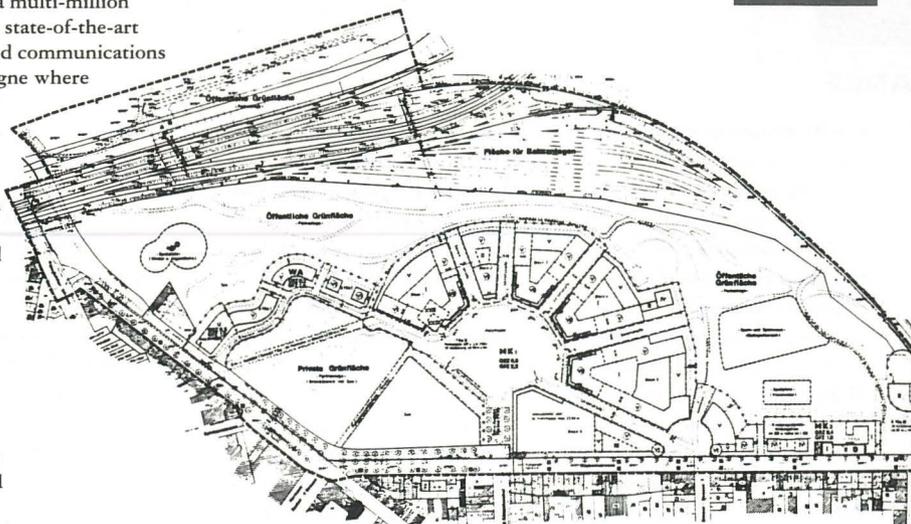
Some three to four thousand people will be employed by the various Media Park companies and some 20,000 visitors a day are anticipated. In fact, the developers envision something of a miniature city with residential housing for about 1,000 people also being built as part of the park. Other amenities include a 12-screen cineplex and concert facilities.

Designing Media Park Cologne is architect Eberhard Zeidler, head of Zeidler Roberts Partnership of Toronto, winner among 103 entrants of an international competition. Though blocks ranging from 10,000 to 35,000 square meters will be sold to individual investors, all must adhere to the overall look proscribed by the architect.

When all the facilities are built and fully equipped the price tag for Media Park Cologne will be way over one billion marks.

OWEN LEVY

Media Park is a multi-million deutsche mark state-of-the-art information and communications facility in Cologne where occupants will have rental access to on-site radio, video, and film studios with ancillary sound and editing facilities; studios for computer animation; and a professional theatre. It is projected to be ready for initial occupancy in mid-1992.



CUESHEET

JANUARY

Lightshow, National Hall, Olympia, London. 7 - 11 January. Contact: Decorative Lighting Association Ltd., Bryn, Bishops Castle, Shropshire, UK, SY9 5LE, 058/84658. Fax: 058/84669.

Paris International Lighting Exhibition, Porte d'Versailles, Paris, 12 - 17 January. Contact: Servcies Exposables, CFE-Neuble, 22 Avenue Franklin-Roosevelt, 75008 Paris, France. 1/40764500. Fax: 1/45637824.

FEBRUARY

SIEL90, Porte de Versailles, Paris. 17 - 20 February. Contact: Bernard Becker-Blenheim, 22-24, Rue du Président Wilson, 92532 Levallois-Perret, Paris. 1/47-56-50-00. Fax: 1/47-56-12-67. UK exhibitors: 1/727-1929. Fax: 1/727-0834.

MARCH

ABTT/Glasgow, Scottish Exhibition and Convention Centre, Glasgow, Scotland. 14 - 16 March. Contact: Ethel Langspreth, ABTT, 4 Great Pulteney Street, London W1R 3DF. 1/434-3901.

Arts Without Frontiers, Scottish Exhibition and Convention Centre, Glasgow, Scotland. 14- 16 March. Contact: Conference Profile Ltd., 3/4 St. Andrew's Hill, London EC4V 5BY. 1/236-4938. Fax: 01/236-1889.

Musikmesse Frankfurt International, Frankfurt Fairgrounds, Frankfurt, West Germany. 21 - 26 March. Contact: Messe Frankfurt Ltd., PO Box 970126, 6000 Frankfurt 97, West Germany. 69/75750. Fax: 69/75756433.