

# THE DEYLE GROUP

Development. Planning. Realization. Operation.





# Emotions

**"We have to understand the athletes' dreams and find out everything about the emotions and about the exciting atmosphere of sports events. Only then a quality in planning will emerge that can actually be experienced by people." – Werner Deyle, company founder**



Good architecture is gaged by the uniqueness of the solution. With creativity and competence we develop and plan your unique facility.

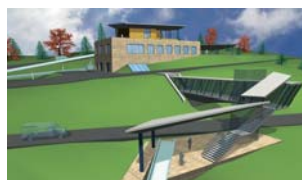


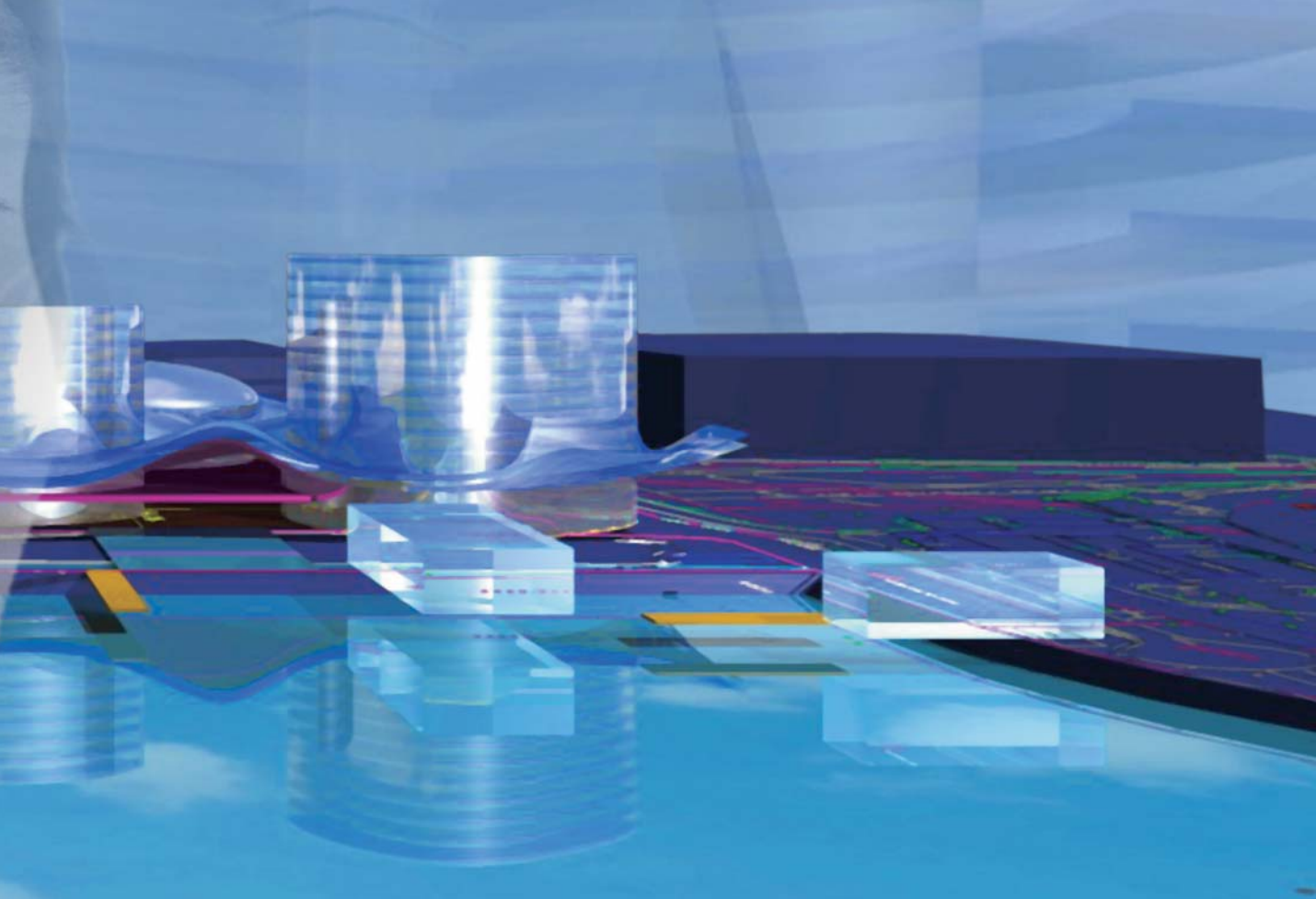
## Exact Architecture Creates Values.

Buildings for the public have an impact on the identity and living quality of a town, a city, a region. Especially when planning sports, hotel and leisure facilities the resulting significance and responsibility have to be given special consideration: By carefully including open spaces into the creative development; by fulfilling aesthetic standards, letting forms and materials speak for themselves and by profound know-how which naturally unites both design and functionality.

Only then can architecture fulfil its inherent task: namely to create unique living areas, to express the nature of a building within a public context and at the same time to treat its surroundings with respect.

Such high claims to the quality of planning require a special amount of trust – trust in the creativity and the expertise of the planning partner to be chosen by you, the client.





With this responsibility in mind the Deyle Group has been working for more than 40 years. Even in the mid-sixties company founder Werner Deyle disclosed to himself the sports world with the 400-m speed skating rink in Inzell and the world's first artificial ice bob and luge run (Königssee). Since then the company has won international acclaim in the fields of architecture and the construction of modern sports facilities. Again and again organizing committees of Olympic Games, European and world championships are putting reliance on the creativity and competence of Deyle.

Even in the growing market of hotel and leisure facilities Deyle is one of the pacemakers. What in the mid-eighties started with building and operating one of the first leisure pools, today constitutes a part of the company's central area of expertise. Whether multi-purpose facility for sports and leisure, wellness or adventure pool, event facility or tourist infrastructure – each Deyle project bears the creative and competent mark of the specialist.



#### **Excerpt from our list of planning references**

- Municipal Pool Derendorf  
Düsseldorf  
modernization/expansion of  
the art nouveau style pool
- Fair and Event Hall  
Wanderer District  
Chemnitz
- Hockenheim Ring  
south grand stand
- Biathlon Stadium Oberhof
- Mercedes-AMG  
production hall  
Affalterbach
- Olympic Winter Games 2006  
Turin bob and luge track
- HanseDom Stralsund  
leisure and recreation park  
with 4-star hotel

The best solutions will result when creative and experienced specialists work together under one and the same roof.

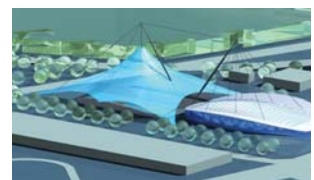
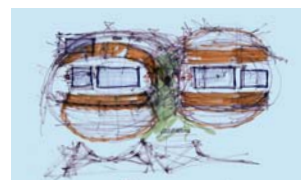


## Profound Competence Generates Impulses.

The general concepts of today's facilities offer tomorrow's options. The course for flexible utilization, the significance of technological solutions and economic efficiency in the operation of sports, hotel and leisure facilities is set today.

However, gain is not to be achieved by duplicating standard models but rather by minutely responding to the specific requirements of the client. With architecture, construction, technology and operation concepts, those who leave the customary paths will open up interesting chances leading to viable future-oriented solutions.

This appeal for the readiness for innovation made to all those involved in a project is not so much a question of valour but rather one of profound competence.





Our innovation impetus lies in top sports and the comprehensive experience drawn from numerous facilities for which we have been providing operational management. Working hand in hand, the expert teams of the Deyle Group consisting of architects, engineers and business managers have constantly expanded their expertise by working on exacting projects. Any challenge - whether of a design, technical or economic nature – will lead us to a new top performance. Any new task will profit from our pool of specialists.

An example is our development of the first flexible utilization concepts in order to achieve a maximum utilization capacity by combining both sports and leisure facilities. The first leisure facility employing the technology of reusing waste heat originates with Deyle, just like the philosophy of making facilities for top sports work out financially by integrating leisure-time use. The Deyle Group is a renowned member of various sports expert groups and organizations, develops guidelines as well as norms and it is actively involved in future development: With the intention of always being up to date, always thinking and acting one step ahead.

### Planning begins



Whether small project or major facility, whether part service or overall solution – those who work with us will get more: the grand total of quality, experience and knowledge – all in one.



## Quality Through Network Thinking.

Competition pressure among the operators of sports, hotel and leisure facilities is increasing together with the requirements imposed when modernizing or constructing new projects. Planning procedures are getting more and more complex along with a continuing demand for ever more technological development as well as an ever increasing cost pressure. In order to counteract this pressure it is important to reduce interfaces throughout the entire planning and construction process, to advance interdisciplinary communication and to create a common identity for one's aims, because everything interacts: architecture and utilization concepts as well as energy technology and operation costs.

Only he who knows the various fields of competence and their complexities will also be able to determine the factors that will precondition success. This is a view which will provide you – as the client – with valuable synergies and a new quality through efficiency.

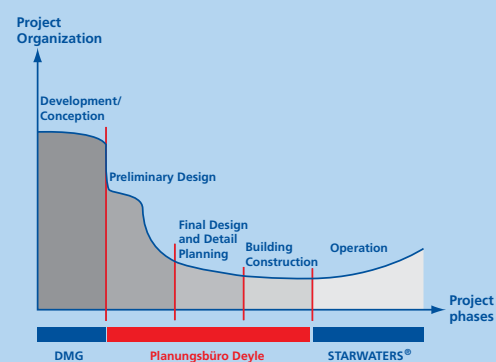


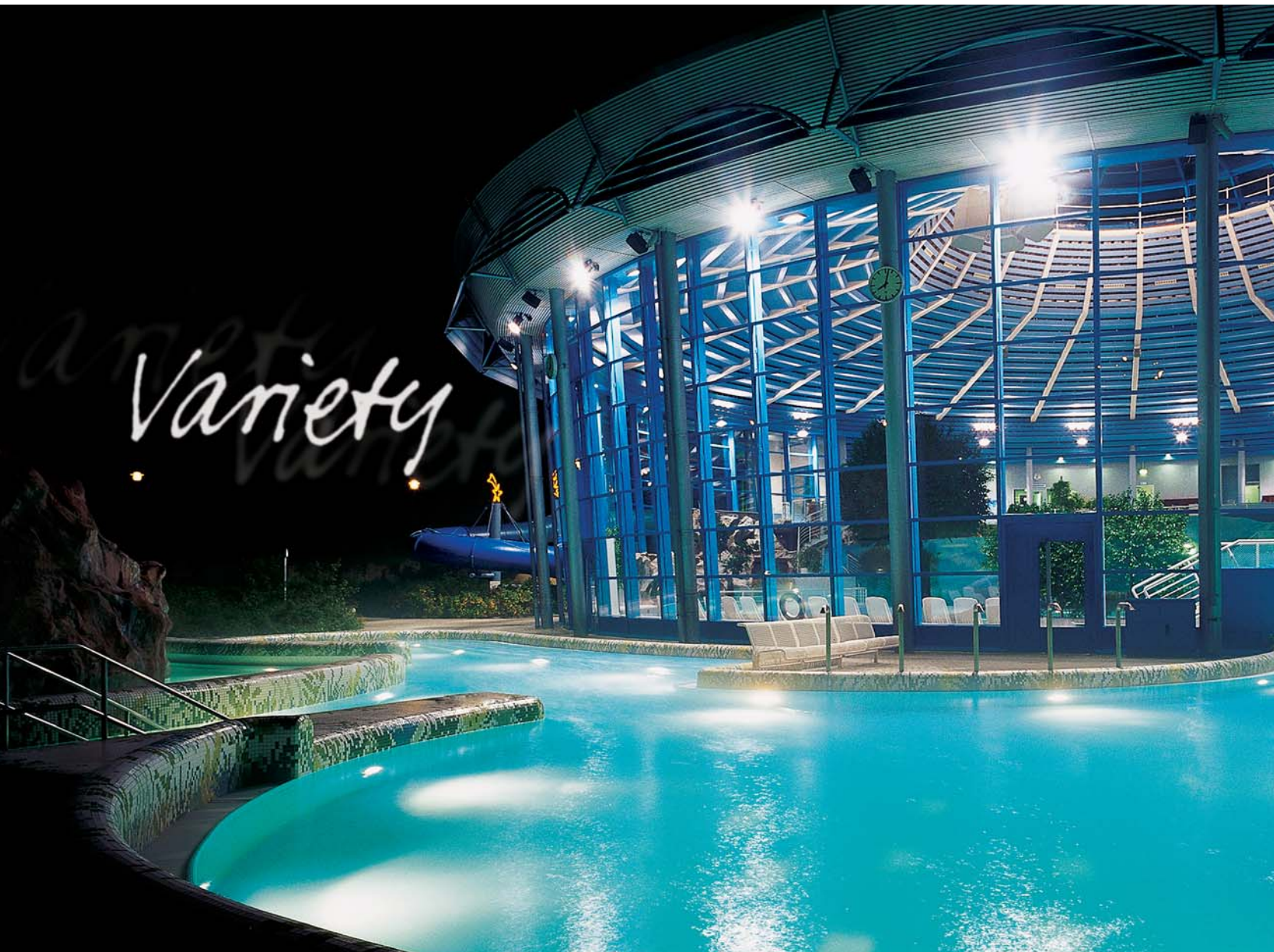


With the business fields of development, planning and management the Deyle Group unites this collective competence. We consider ourselves an ever-learning organization and value our common pool of knowledge which ranges from current trends in customer behaviour over technical figures drawn from operating experience to special solutions. Biased views are ruled out by interdisciplinary communication and integral solutions are pursued as early as during the initial stages of the projection phase.

Therefore not only part services but the entire process and the final result will gain quality. Topics like optimization of planning, schedule and costs are all integrated as of the first draft. All functional requirements are met with fastidious design because even in the design phase architects, engineers and operators intensively exchange ideas.

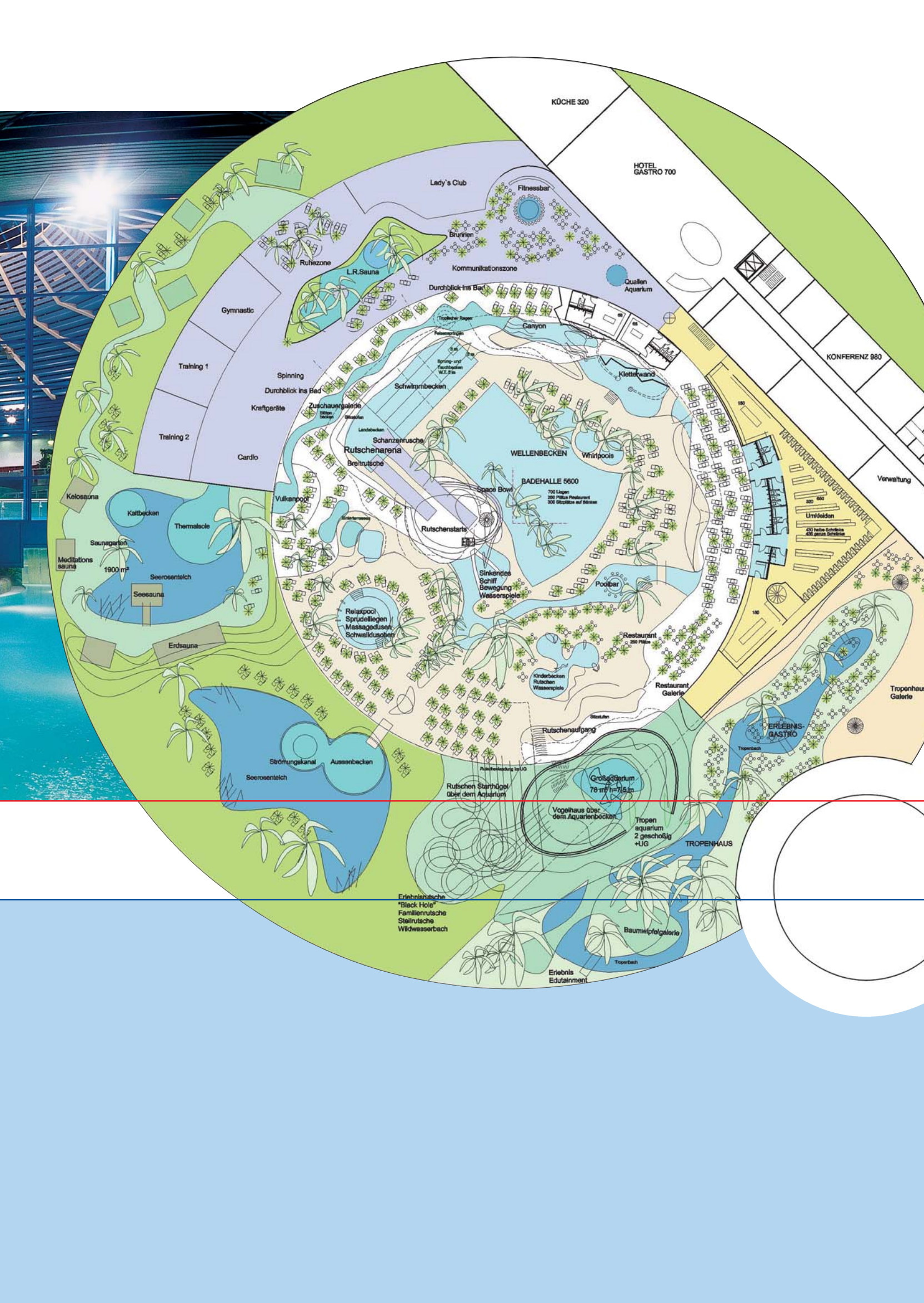
### Our integral approach





Variety

**“Deciding factor is the user with his preferences, habits and wishes. By respecting those and by using all synergies in the planning, conception and operating process we shall gain maximum profitability.” – Uwe Deyle, acting partner**



KÜCHE 320

HOTEL GASTRO 700

Lady's Club

Flussbar

Ruhezone

L.R.Sauna

Brünnen

Kommunikationszone

Durchblick ins Bad

Qualien Aquarium

Gymnastic

Training 1

Training 2

Spinning

Durchblick ins Bad

Kraftgeräte

Cardio

Zuschauergalerie

Schwimmbecken

Landsbecken

Schanzenrutsche

Rutschenarena

Breitrutsche

WELLENBECKEN

Whirlpools

BADEHALLE 5600

700 Liegen

200 Fitness Restaurant

300 Sitzplätze auf Balkon

Rutschenstarts

Space Bowl

Sinkendes Schiff

Bewegung

Wasserspiele

Poolbar

Restaurant

200 Plätze

Restaurant Galerie

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

Restaurant

200 Plätze

KONFERENZ 980

Verwaltung

Umkleiden

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

200 Plätze

Kelosauna

Kaltbecken

Thermalecke

Saunagarten

1900 m<sup>2</sup>

Meditations sauna

Seerosenteich

Seesauna

Erdsauna

Vulkanpool

Relaxpool

Sprudeliegen

Massageliegen

Schwaldläschen

Stromungskanal

Aussenbecken

Seerosenteich

Edelrutsche

"Black Hole"

Familierrutsche

Steilrutsche

Wildwasserbach

Rutschensturz

über dem Aquarium

Rutschensturz

über dem Aquarium

Rutschensturz

über dem Aquarium

Rutschensturz

über dem Aquarium

Rutschensturz

über dem Aquarium

Größtes Aquarium

78 m x 7,5 m

Vogelhaus über dem Aquariumbecken

Tropen aquarium

2 geschosig

+UG

Tropenhaus

Baumwipfgalerie

Tropenbach

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Erlebnis Edutainment

Tropenhaus Galerie

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

ERLEBNIS-GASTRO

Considering that the subsequent operating costs are mainly already determined by the planning, it becomes clear that it won't do to economize on the economic concept.



## Long-term Rentability As Common Objective.

For clients, investors and operators the new construction or redevelopment of a sports, hotel and leisure facility will always be a special project. Therefore those responsible for the project consulting are especially required to take into account all critical factors for success during the various phases. This includes the correct evaluation of possible risks as well as the advice in choosing the appropriate financing model and a realistic estimate of the utilization figures. Furthermore, for the success of a project it is of central importance, from the very beginning to include in the joint decision-making all factors influencing investment volume, time schedules and optimization of operation.

Considering the differing sets of interests it is not always easy to find a consensus of the interests of the parties involved. Their aim, however, is the same: constructing a facility which will be permanently profitable.



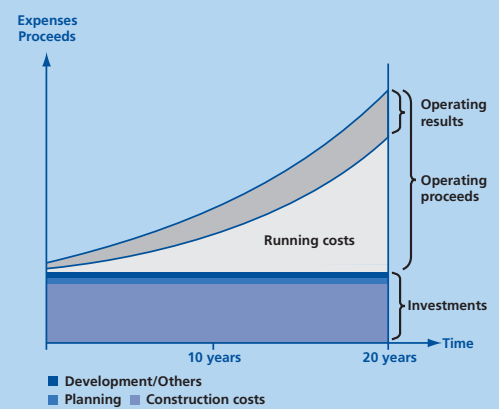


The Deyle Group knows all those interests and motivations from its own experience. Due to over 40 years of planning activity we know the architectural demands, the responsibilities of the planner and the requirements of project management. Substantial investment in our own facilities and several million visitors every year have made us recognize the risk of the investors as much as the operators' pressure to succeed.

And therefore we also know the rules for success and are diligently mindful of observing them or applying them profitably. We will show you how to attract varying circles of visitors thus increasing utilization figures. Together with you we will develop your personal investor and operator concept, determining all factors that will in future influence the operating costs already during the planning phase. The aim of all new constructions and restructuring concepts will always be to make "our" facilities future-oriented and permanently attractive.



### Setting the course for a project's long life



The best chances for a successful operation lie in professionally developing instruments and measures, collectively testing and multiplying them, as well as in the cooperation within an efficient community.



## Collective Success Through Cooperation.

Many municipalities and investors are looking for a professional partner to whom they would like to assign the operation of their sports and leisure facilities thus reasonably relieving themselves. This goes together with a wish for certitude that the individual facility will be operated profitably, on top standard and that it will draw the expected crowds.

It is also important to profit from the classical advantages of cooperation like good purchasing conditions, benchmarking or network cooperation. They offer an added value which singly would hardly be achievable. After all, advantages through synergies can only be gained, if several facilities and businesses bunch up to form a market-relevant size.

Years ago this fact has prompted us into developing a unique brand and operating concept, which by now has been put into practice with numerous facilities while at the same time preserving the respective individual identity.





The STARWATERS® brand is outward identification sign and at the same time quality seal. It represents a cooperation system which takes care of all operational concerns of its partners and optimizes synergies without restricting their autonomy. Several differering operating concepts can be chosen: they range from occasional support to complete adoption of responsibility.

STARWATERS® facilities have access to professional instruments that cover all labour, operational and technical concerns. A multitude of marketing and sales measures provides the best conditions for a sustainable market penetration. The Group even helps in case of bottlenecks and specific problems: for example through flexible assignment of personnel resources and expert advice from our pool of competent experts.

**Excerpt from our  
operating references**

- Königstherme Königsbrunn
- Eistreff Königsbrunn
- Leisure Park Stausee Hohenfelden
- Titania Thermal Pool Neusäß
- Avenida Thermal Pool Hohenfelden
- Taubertsbergbad Mainz
- HanseDom Stralsund
- Vital Therme Oberstdorf



Whether modernizing a municipal indoor pool under preservation order or developing a “visitor’s magnet” for sports and leisure-time activities: with the Deyle Group you will find assistance for your specific set of requirements.



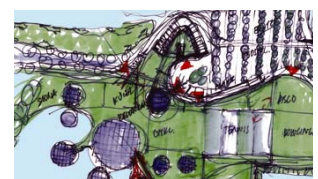
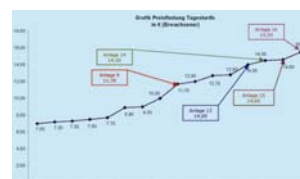
## Guidance From Development Up To Operation.

There are good reasons for employing external know-how for the construction or operation of sports, hotel and leisure facilities. It is advisable anywhere: when awarding the contract for a new construction project, when reconstructing and redeveloping, but also during operation, when profitability and utilization deficits within the general operation are detected.

The increasing demand for professional guidance has to be considered as being quite independent from the size or budget of a facility. It refers to concrete and special knowledge of individual topics as well as to the wish for a comprehensive and complete service.

Expert advice is what counts for you. Meaning experts who do not only know about concepts but practical experts who can provide know-how from consolidated consultancy up to guidance during the realization process of a project.

Perhaps it is due to our specialization and experience that the Deyle Group has been asked more and more frequently to also provide consulting services.





Thus during all project phases we work with a methodical and fully developed elaborate set of conceptual instruments devised to be used either selectively or comprehensively according to your requirements. During the initial orientation we help you with the determination of both actual situation and targets. During the analysis phase the choice of site, potential, competition and feasibility will be checked accordingly. Our conceptual ideas are required during the actual project development phase, ranging from the financing and investor concept over subject strategies to the completion of a facility up to the point when it is ready to be operated.

The Deyle Group can be depended upon especially as far as project realization is concerned: We apply our know-how to the planning and control process of the project, make cost and rentability calculations and we also carry out project controlling. Interim and facility management are only two examples of the scope of services we provide and with which we want to further your facility even during operation.

**Comprehensive competence  
for each project**





Uwe Deyle



Uwe Walter

---

## THE DEYLE GROUP

### Development. Planning. Realization. Operation.

---

In 1964 Werner Deyle founded Planungsbüro Deyle with its headquarters in Stuttgart. This family business has always planned exacting building construction projects - especially in the field of international event and top sports facilities. Consequently Deyle has been attending to numerous training centres for various kinds of sports disciplines for many years. After planning artificial ice tracks and numerous further facilities for mass and top sports Deyle began developing innovative water worlds and adventure pools. With Königstherme one of the first leisure and adventure pools was opened as early as 1984, and it is even today successfully operated by the Deyle Group.

Today the Deyle Group is considered a specialist for the development, planning, realization and operation of sports, hotel and leisure facilities. National and international training centres and facilities for Olympic Games, world and European championships bear the Deyle mark. In recognition of his special dedication to the construction of modern leisure and sports facilities as well as for his development of energy-saving technologies Werner Deyle was awarded the Order of Merit of the Federal Republic of Germany in 1985. By working in numerous national and international organisations and professional associations the Deyle Group actively participates in shaping the development of the construction of modern sports and leisure facilities.



Reinhard Kubens



Mark Tom Pösken

## THE DEYLE GROUP



### Planungsbüro Deyle GmbH

### Deyle Management GmbH

Management  
Uwe Deyle Uwe Walter Reinhard Kubens

Management  
Uwe Deyle Mark Tom Pösken

Architecture	Building Services	General planning	Project controlling/ Awards process	Project development/ Conception	Operation	Consulting	General undertaking
--------------	-------------------	------------------	--	------------------------------------	-----------	------------	---------------------

STARWATERS®  
Facilities



# THE DEYLE GROUP



**Planungsbüro Deyle GmbH**  
**Deyle Management GmbH**  
Krötenweg 13  
D-70499 Stuttgart

Telefon +49 (0) 711.9866-00  
Telefax +49 (0) 711.9866-200  
info@deyle.de

[www.deyle.de](http://www.deyle.de)  
[www.starwaters.de](http://www.starwaters.de)