

**Project Phases - Steiner Sarnen Schweiz AG (current version)**

Phase	0-INITIAL PHASE	1-VISION	FEASIBILITY <small>(optional)</small>	2A-CREATIVE CONCEPT	2B-TECHNICAL CONCEPT	3-PLANNING	4-REALISATION	5-FOLLOW-UP SUPPORT	
Proposition	Request and contract	Finding a compelling idea	Clarifying the feasibility	Deepening the vision	Preparing the planning	Solving the details	Controlling quality, dates and costs	Adjusting and finalising the project	
General information	<b>Basis</b>	Request from the client	Briefing by client	Vision	Vision Feedback by client Feasibility study	Project book with all creative information	Concept book with all creative and technical information	Plans Specifications Storyboards	
	<b>SIA Phase 112:2014</b>	-	1 Strategic planning	2 Preliminary studies	3 Project planning	3 Project planning	4 Launching tenders	5 Realisation	6 Management
	<b>Conditions</b>	Submitting an offer Clarifying contract details		Consideration of legal aspects	Advance inquiry of construction	Inquiry of construction	Construction permit	Construction permit and construction law	Operation
Duties Steiner Sarnen Schweiz	<b>Content / Structure</b>		Defining goals and thesis Defining experience / format Setting the focus	Reconciling the basic conditions	Creating the concept book Contentual, narrative and creative development of the attraction	Contentual support of the technical implementation	Asserting content and structure	Contentual support	Reviewing comprehensibility
	<b>Story / Dramaturgy</b>		Assorting benchmarks Determining themes Creating content and stories		Researching and deepening the content and story	Contentual support of the technical implementation	Writing the storyboard and the script	Direction Accompanying texts	Optimising the emotional effect
	<b>Scenography / Staging</b>		Developing the staging Outlining the main scene Defining the visitor flow	Reconciling the basic conditions	Drafting the staging Synopsis of the attraction	Technical implementation of the creative concept	Implementation plans Specifications Offers, service contracts	Creative directorship Approval of the installation Documentation	Corrective actions Guarantee work
	<b>Architecture</b>		Assorting benchmarks Analysing spatial situation Project studies 1:500 / 1:200	Reconciling the basic conditions: Preliminary clarification of the construction, review of the spatial plan	Project outlines 1:100	Project 1:50 Construction permit	Execution plans 1:50/20 Specifications Offers, service contracts	Construction management, work plans, contracts, approvals, documentation	Corrective actions Guarantee work
	<b>Costs / Timetable</b>		Rough cost estimate ±25% Rough timetable	Reconciling the conditions Revising the rough cost estimate	Cost estimate ±20%	Cost estimate ±15% Planning and realisation schedule	Cost proposal ±10% Schedule of the construction process	Cost control Payment plan Coordination construction process	Billing of the construction
Duties of the client	<b>Basics / Contents</b>	Intensive dialogue with SSS	Providing plan material Preparing content	Clarifications	Support of contentual and creative conception process	Support of technical conception process		Approvals	Setting up longterm strategy
	<b>Operations / Marketing</b>		Analysing the potential Conducting market research Estimating operation costs	Clarifications	Formulating operating concept Developing marketing strategy	Public relations	Developing business organisation Public relations	Staff training Opening / initial operation Advertisement / PR	Ensuring smooth operation Setting up advertising measures
	<b>Finance</b>	Specifications of investment volume	Defining investment Determining financing model	Clarifications Financial sustainability Cost Ceiling	Securing finances	Cost estimate of operation and maintenance	Operation and maintenance costs Cost control	Start of operation and maintenance cost projection	Maintenance plan
Goals	<b>Outcome of the phase</b>	Briefing documents Offer for vision phase Projectsheets	Booklet describing visions / presentation Cost estimate Timetable	Adjusting vision regarding the outcomes of the feasibility study Proof of feasibility	Create concept book, content, story and staging	Concept book with all creative and technical decisions	Execution plans, finding partners for the realisation, storyboard	Building inspection Documentation	Happy visitors
	<b>Decisions</b>	Contract for vision phase	Selection of one vision Confirmation for next project phase	Continuation or termination of the project	Creative concept freeze	Technical concept freeze	Awarding of contracts, construction approval	Commissioning of the project by the operator	Longterm support