

Annex 1.1

Facts

- The Blue Planet

The Blue Planet is Europe's largest and most significant aquarium with an outstanding location on the shores of Øresund, only eight kilometres from the Copenhagen City Hall Square. Moreover, the aquarium in Taarnby Municipality is ideally located with motorways, Copenhagen Airport, the Øresund Bridge, Metro and international trains within few hundred meters.

The Blue Planet will be one of Denmark's five most prominent tourist attractions. At the tourism conference "A New Way to Grow" 2012, the Blue Planet was chosen as Denmark's best lighthouse project within experience economy, because of its potential for growth, influence on regional development, innovation, realization as well as its uniqueness and 'reason to go'.

The History behind Denmark's Aquarium

Denmark's Aquarium was founded by civil engineer and contractor Knud Højgaard. It opened for the public in 1939 just four months before the break out of World War II and seven months before the occupation of Denmark. The consequence was closed borders and considerable problems in getting hold of exotic animals to the aquarium. However, through an impressive effort with Danish and home reared fish the aquarium was kept open and active. After the war, the aquarium was in a bad shape, and Knud Højgaard initiated extensive renovations. During the next decades the building went through several modernizations and enlargements.

For more than 73 years the original building in Charlottenlund was the setting for enjoyment and education for all ages. For the last years, however, the establishment was run down and a continuous demand for expansions and high end technologies was the order of the day.

Preparations for The Blue Planet

Already in the mid-90s, Jesper Horsted, curator of Denmark's Aquarium, outlined the first ideas on how a totally new and modern aquarium should be designed. The old building needed a total renovation which would be costly without even providing guests with a significant better experience. A much needed enlargement was neither possible at the site nor economically feasible with regard to the overall improvement of the attraction of the aquarium.

What was needed was a new location and new framings to give coming generations of visitors new and outstanding adventures. Inspired by visits to the world's most exciting aquariums and spiced up with ideas of his own, Jesper Horsted formulated his wishes for the design of a totally new Danish Aquarium. Principles which were later to become the fundament for the international competition of The Blue Planet.

Now, Denmark's Aquarium is again at the international forefront with world class architecture, thousands of animals from all over the world and advanced presentation technologies.

Construction Milestones

12 December 2007	Five Danish and one German architecture firms were invited to participate in the competition for Denmark's new aquarium – The Blue Planet. The studios were chosen after a prequalification with 38 companies from Sweden, the Netherlands, France, Germany, the United Kingdom, Norway, Japan, Austria, USA and Denmark.
14 March 2008	Studios submit proposals
28 April 2008	Two studios are selected to continue in the competition to design the Blue Planet
27 June 2008	Winner of the competition is disclosed
July 2008	Planning of the Blue Planet starts
1 October 2010	Construction starts
October 2010 - January 2011	Cleaning out of the construction site
January 2011	Driving 1,200 foundation piles down to the chalk bed in a depth of 12-14 meters
February 2011	Placing of sea water intake app. 1,7 kilometres out in the sea. Also an intake for cooling water for buildings and aquariums were placed 300 metres from the shoreline
March 2011	Concreting of bottom plate for the ocean aquarium. The bottom plate is composed of 400 cubic meters concrete and 200 tons of reinforcement which is cast in one go
July 2011	First steel arches are raised
August 2011	Deck above the ocean aquarium is cast. Construction of aquarium technology is started – it is finalised in October 2012
September 2011	Six acrylic underwater windows – each weighing 12 tonnes – arrive from the producer in the USA and are lifted into the Blue Planet
21 March 2013	Her Majesty the Queen inaugurates The Blue Planet
22 March 2013	The Blue Planet opens for the public

Responsible for construction

Client	Bygningsfonden Den Blå Planet
Architect and consultant	3XN A/S
Consulting engineers	Moe & Brødsgaard A/S
Consultant, landscape	HJ Landskab A/S
Consultant, exhibition	Kvorning design & kommunikation
Large constructions	MT Højgaard, Hoffmann A/S, Kai Andersen A/S, E. Pihl & Søn A/S
Aquarium technique, total construction	AAT Advanced Aquarium Technologies
Landscaping	HJ Landskab
Client consultant	PLH Arkitekter A/S

Other facts

Total budget, 2013 prices	App. 730 million DKK – inclusive the value of the building site etc.
Gross area	App. 10,000 square meters, whereof app. 5,000 square meters exhibition. Outdoor area app. 2,000 square meters plus parking area for 200 vehicles, in total parking for 575 vehicles

Main sponsors

- Realdania: app. 300 million DKK
- Knud Højgaards Fond: 100 million DK
- Tårnby Municipality: The building site etc.
- Dronning Margrethes og Prins Henriks Fond: 100,000 DKK

Real Estate Financing

- LR Realkredit A/S: 238 million DKK

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Facts

- Architecture and Design

Architecture: 3XN

The whirlpool

Inspired by the shape of water in endless motion, Denmark's new National Aquarium, The Blue Planet is shaped as a great whirlpool, and the building itself tells the story of what awaits inside.

The Blue Planet is located on an elevated headland towards the sea, north of Kastrup Harbor. Located right next to the water, the whirlpool binds land and sea together. The building's distinctive shape is clearly visible for travelers arriving by plane to the nearby Copenhagen Airport. The facade is covered with small diamond-shaped aluminum plates, known as *shingles*, which adapts to the building's organic form. Just as water aluminum mirrors the colors and light of the sky and thus the building has a very varied expression - like nature itself. As the flow of water, the building is flexible and dynamic, and this means that the lines of the whirlpool can be continued in future expansions.

Into another world

Visitors reach the entrance by following the first and longest of the whirlpool's whirls, already starting in the landscape. With a smooth transition the landscape surpasses for the building, while the outdoor ponds mark the unique experience that awaits the aquarium visitors as they enter The Blue Planet: the whirlpool has pulled them into another world - a world beneath the surface of the sea.

Flexible movement between exhibitions

A circular foyer is the center of motion around the aquarium, and it is here visitors choose which river, lake or ocean to explore. By enabling multiple routes the risk of queues in front of individual aquariums is reduced. Each exhibition has its own theme and entrance from the foyer, where sound and images are used to introduce the atmosphere of the different exhibition areas. The restaurant enjoys a magnificent view of the sea, which begins just a few meters away.

Complex Building Project

The Blue Planet is a building of high complexity, which at one time creates a one of a kind setting for a unique and economically sustainable cultural experience, while creating the framework for the complex ecosystem of some of the world's most sensitive animal species. 3XN has been the project manager for a total of fifteen sub-consultants. From the very beginning ambitions have been high, and the organic forms of the complex facade have been a challenge, which have required a strong collaboration between the consultants.

Press Contact: Didde Fuhr Pedersen, dfp@3xn.dk, +45 3264 2310, Strandgade 73, 1401, København K, www.3xn.com

Engineering: Moe & Brødsgaard

Civil works

Moe & Brødsgaard designed the overall planning and layout of the outside areas. The building extends beyond the original coastline, placing special requirements on the facility's structures in a terrain with tendency to subsidence.

The structure is founded on piles and all of the sewage structures are suspended in the concrete structure. A service line was built 1.6 km out into the Øresund to obtain suitable water for the aquariums.

Construction

Using 3D modelling, we designed the building's advanced concrete and steel structures. The building's architectural facade design forms the basis for the design of the steel structures. The load-bearing system consists of 54 unique steel frames, which via their radial positioning and geometry forms the base of the curved facades.

The concrete structures around the aquariums are exposed to an aggressive saltwater environment, which imposes extreme requirements on the structures' lifetime and corrosion protection.

HVAC in the aquarium

3D modelling was used in the design of the numerous installations, e.g. Amazonas. We designed the installations for the aquarium technology and humidity and heating control of special climatic areas is designed to fit inside the building's advanced geometry. The cooling system for aquariums and climate system for public areas use seawater from Øresund.

Electrical systems

Monitoring and regulation of the technical installations is integrated into a Building Management System. The BMS processes information from technical systems such as the aquarium system, fuse system, heating, cooling and ventilation system and lighting in the public area. 3D design has contributed to the design and coordination of the advanced systems.

Press Contact: Henrik Tinning, Head of Department, hti@moe.dk, 2540 0036

Exhibition Design: Kvorning Design & Communication

Kvorning Design & Communication have created a complete experience of life in fresh- and saltwater across the earth for The Blue Planet. The concept sucks the visitor into an underwater universe with an atmosphere that will fascinate and enchant both children and adults.

The exhibition is a total concept offering all visitors a sensuous and captivating experience of life in and under the water. A mixture of light, sound, advanced AV-technology, projections, film, interactivity, graphics, illustrations and signs aimed at all age levels ensures that every visitor, regardless of background or interests, has the best experience possible. Moreover, the concept sets new standards for aquarium facilitation and design.

Kvorning and partners have developed, produced and implemented the exhibition- and facilitation concept as well as the light and sound concept. Content and overall concept was developed together with Denmark's Aquarium.

Facts:

- Partners: Light and sound design was developed and implemented with Kvorning's partners on the project, Jesper Kongshaug and Anders Jørgensen/Stouenborg.
- Implementation: Kvorning Design & Communication have delivered the exhibition and facilitation project on a turnkey basis together with the studio's network of partners and subcontractors.

Press contact: Pernille Wahlgren, project developer, Kvorning Design & Communication, +45 3395 0120, pernillew@kvorning.dk, www.kvorning.com

Aquarium Technology: AAT Advanced Aquarium Technologies

The aquarium technologies delivered include pumps, filters, tubing and acrylic glazings as well as the rock works are designed and manufactured by the Australian aquarium company, Advanced Aquarium Technologies.

The technology ensures an independent supply for each of the different types of water. The supply system shall be able to handle the aggressive corrosion properties of warm saltwater. Moreover it is important that the 4 million liters of water in the ocean tank can be filtered and sanitized once every hour. Finally, the system shall also be able to safeguard that all spill water has been cleaned before it is let out into nature.

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- Company Profile – The Blue Planet, Denmark's Aquarium

The Blue Planet is founded on the existing legacy of Denmark's Aquarium focusing on exhibitions, information, teaching, research and the protection of environment and nature.

As the trends go, many people today actively seek out events which combine entertainment with information and contemplation. At the Blue Planet we therefore have high ambitions with what we offer.

Our product is a unique experience where amusement, fascination and knowledge are united and presented in dazzling sceneries. Animals from all over the world are displayed scientifically correct in astonishing architecture and assisted by state of the art aquarium technologies. Truly the life of the oceans has never before been presented with such breathtaking views.

It is the ambition of Denmark's Aquarium to become an internationally acknowledged destination attracting guests from all over our blue planet. An enthusiastic staff, a strong brand and a healthy economy which allows for continued innovation and progress.

Business Base

The Blue Planet expects to attain 700,000 visitors annually and to be ranked among Denmark's top five destinations.

Calculations demonstrate a catchment of 4.1million people living within 2 hours travel time by car and 6.5 million within 3 hours driving time. The Blue Planet is ideally located in the centre of an effective traffic hub, close to the metro, motor way, less than a stone throw from Copenhagen International Airport, and close to the cruise line facilities in the Port of Copenhagen. The main target group of visitors are families with children living 2 hrs by car from The Blue Planet.

The Blue Planet also wants to make a strong effort towards the B2B segment by engaging in strategic partnerships. In this segment, The Blue Planet holds a strong position through its unique location, refined architecture, beautiful and exciting adventures and high class gastronomy.

Revenues come from entrance fees, sponsorships, funding, public grants, revenues from special events, store sales and rent from the restaurant.

With opening hours every day all year round – from 10:00 to 18:00 – the number of opening days have been maximized. Every Monday is Blue Monday, where the entrance is open until 21:00. Rebates on ordinary entrance tickets as well as the Blue Card (season pass) are available from digital platforms. Guests with Blue Cards are offered a variety of special events at favourable prices.

In the restaurant, The Blue Planet offers a varied menu with special attention to fish and seafood for all ages. The restaurant is inspired by the Nordic kitchen and has a terrific view on Øresund. 200 guests can be seated inside and 100 outside.

In The Blue Planet shop there is a variety of merchandises and gifts are offered.

Management and staff

The Blue Planet is a unique work place focussing on attracting and retaining the most qualified executives and staff.

At the time of opening, The Blue Planet has 101 full time and blue collar employees.

Management team:

Dorte Gleie, CEO

Jens Berthol Hansen, CFO

Mette Broksø Thygesen, Commercial Director

Jesper Horsted, Scientific Director

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Facts

- Animals at the Blue Planet, Denmark's Aquarium

With The Blue Planet, world class dissemination of the fascinating life of the oceans is the order of the day in Denmark's new aquarium, and here the exciting stories about life in the deep are told.

Even though 70 per cent of the earth is covered by water still thousands if not millions of species and mysteries are unknown to man. The Blue Planet transforms knowledge into entertainment and shows the mystics under the sea essential to all life on the planet. Through the encounters with rare and well known species guests are puzzled and challenged.

The Blue Planet is the only aquarium in Denmark that focuses on all aquatic life – from cold and warm waters, fresh and salt.

More than ever before, audiences at The Blue Planet can interact with animals. Feeding and breeding among piranha fish and sea lions are on close display –and how easy octopuses for instance are able learn new tricks as well.

The ambition of The Blue Planet is to raise guests' awareness about environment, nature and sustainability below the sea in an entertaining and attentive manner, that give instant bursts of adrenalin and long lasting reflections.

From the tropics to the poles

Coral reefs

One huge aquarium displays colourful fishes of many species living in and by the corals. The variety of animals is separated in four different aquariums invisible to the human eye. In the middle the living corals, on both sides the beautiful coral eating fish, and in the back the reef predators such as bass, Napoleon fish (humphead wrasse), and sharks

Ocean tank

Largest of all aquariums is the ocean tank. Here in the four million litre basin, spectacular hammerhead sharks, elegant rays, mystical moray eels and hundreds of small fish are swimming around. Through a 16 metres long acrylic tunnel below the water visitors can experience the animals at very close range, and from a large amphitheatre stand facing the huge (16 x 8 metres), specially designed glazing visitors can watch the other residents such as the giant bass, barracudas and tropical mackerels.

Africa's lakes

Nowhere else in the world there are so many lakes with such different species as in Africa. Five large aquariums demonstrate the diversity of life in Africa's greatest lakes: Victoria, Tanganyika, and Malawi. The gorgeous aquariums are fitted with African granite rock. All ornamentation from sand, rock to canoes have

been selected and collected in Africa by staff of The Blue Planet. Apart from the many colourful fish, dwarf crocodiles, sump turtles and the big Nile perch.

Amazonas

The world's longest river, the Amazon River, holds an incredible wildlife which is on display in the large rain forest hall. Here you will find free-flying birds and butterflies in myriads of colours. The rain forest hall also has four large aquariums which can be looked at both from above and from underneath. Here Europe's largest colony of 3,000 piranhas and a male and female anaconda (one of the world's largest snakes) inhabit the area close to the great waterfall. Here also giga arapaimas, red tailed cat fish and a cousin to the piranha, the omnivorous pacu, reside.

The Faro bird cliff

In this specially made display visitors get a first-hand experience of the peculiar life below the sea at the Faro Islands and the many birds which live by the sea. The construction which rises 15 metres to the open sky is the home to puffins and other sea birds. In the water swim siki sharks, halibuts and catfish.

Outdoor display

Outside the Blue Planes there is a lake with carps and sea lions. The sea can also be looked at from the inside of the aquarium.

Fast Facts

Aquarium

- The Blue Planet contains app. 7 million litres water
- Seawater for the cold salt water aquariums are pumped in from the Øresund through a 1,7 km long tube
- All water in the aquariums is filtered and sanitized every hour and reused
- The largest aquarium, the Ocean Tank, contains 4 million litres water
- The acrylic glazing in the Ocean Tank is 16 metres long, 8 metres high and 48 centimetres thick – it weighs app. 60 tonnes
- In total there are 53 aquariums and displays

Animals

- The Blue Planet is home to 450 different species, 20,000 fish and other aquatic animals
- 3,000 fish/animals have been moved from the old Denmark's Aquarium in Charlottenlund - 17,000 new residents have been welcomed
- The majority of the animals have been flown in from all over the world – most of them from Asia
- In a 10 metres long sensory aquarium guest can touch ordinary aquatic animals from the sea around Denmark
- The largest animals are the hammerhead shark which can be up to 3-4 metres long

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Facts

- Research and Science at The Blue Planet, Denmark's Aquarium

The world of water is mysterious. Around 70 per cent of our planet is covered by water, but most of us only have a vague understanding of what is going on below the surface. The oceans, lakes and rivers hold myriads of unknown species and plants. And still there is much to explore about the things we believe we know.

The Blue Planet, Denmark's Aquarium, provides excellent opportunities to engage on this journey and to contribute with new knowledge. Research is a focal activity for the Blue Planet. Therefore, the Aquarium's own scientific expertise collaborates with external Danish and international scientists. Among the partners in Denmark are the Faculty of Health and Medical Studies, the Natural History Museum of Denmark, University of Copenhagen, and the Technical University of Denmark.

The scientific collaborations are decided by a combination of where The Blue Planet is best suited to contribute and where the audience gets the best experiences based on new research.

Among the studies already underway is a registry of animal life in Øresund just outside The Blue Planet and a multi-track project about venomous sea serpents from New Guinea.

Nature conservation

Over-fishing and pollution threaten life in oceans, lakes and rivers of the world. Nationally and internationally, the Blue Planet collaborates to safe guard essential nature. European zoos and aquariums have obliged each other to share knowledge on how to prevent the extermination of endangered species.

Among its staff, The Blue Planet has several experts in how to get the residents of the aquarium to breed, which for some species is a very difficult task. In collaboration with external scientists, The Blue Planet is keen to explore the riddles of replication.

Naturally, it is emblematic for the Blue Planet to be sustainable and self-sufficient - and in every way possible to further solutions that benefit environment and nature.

Dissemination

The Blue Planet offers exquisite sceneries and fascinating animals. But also, visitors will have the opportunity to explore aquatic life hands on. With highly motivated staff to tell the fantastic stories about each and individual aquarium and with state of the art technology, dissemination on the Blue Planet is at a high international level. Fantastic facts about everything from the tiniest clown fish to the huge hammerhead sharks are being communicated personally by our trainers with the assistance of front line digital platforms – including an app for both children and adults.

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Facts

-Learning

Getting close to real, live animals from oceans all over our beautiful blue planet is a unique experience for students of all ages. The Blue Planet's services for schools and teachers transform learning about life in the oceans to a joyful play with senses and imagination – instead of traditional studies with books and digital tools.

A total of 50,000 pupils and students from schools and other educational institutions in Denmark and southern Sweden are expected each year at The Blue Planet. 25,000 of these will take part in educational sessions planned and executed by instructors from The Blue Planet. The other 25,000 will visit The Blue Planet with their own teachers and will of course be able to make use of educational materials developed by the staff of The Blue Planet.

The Blue Planet's educational sessions run for 90 minutes and the specially prepared materials are developed in collaboration with teachers and learning specialists. The sessions are arranged so that they reflect the study plans for schools and youth educational institutions.

The Blue Planet's School Service meets students and teachers in a specially designed reception area bordering two large classrooms. Both rooms are equipped with seven laboratory desks with supply of cold or warm, fresh or salt water. At these tables the students can observe and examine fish and other sea animals. Also, the classrooms are furnished with interactive screens and seats.

Children visiting The Blue Planet as ordinary guest are offered a special Blue Planet App which is both a tool for entertainment and education.

Educational goal

The educational goal is to engage students in the fascinating life and diversities of aquatic animals and plants. Students get very close to the animals and get real understanding that we are all part of nature's big puzzle.

The long term goal is that The Blue Planet shall nurture students' understanding of nature's contexts and man's connectivity and dependency of nature's cycles – and thereby inspire students for a more sustainable lifestyle and appreciation of nature.

Pupils come close to animals

- Examining and observing living animals at close range in classrooms

- Experiencing living animals in specially organized setting, where zookeepers feed or in other ways activate the animals

- Catching and examining living animals at sea in Øresund

Professional teaching

Sessions that challenge students to observe animals, ask questions and formulate observations which are put into perspective and professional concepts by the instructors

Sessions are described thoroughly so that it is easy to understand which common goals, curriculums and study plans are supported

Sessions are dialogue based focusing on students' need to develop conceptual understanding based on scientific thinking

Professional instructors specialized in biology and with educational training.

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Facts

- Claus Meyer and former noma-profiles shall dine The Blue Planet

Visiting The Blue Planet is a total experience in all things fish. Not least in the restaurant of The Blue Planet. Here renowned chef Claus Meyer reigns together with two of world famous Danish restaurant noma's former key personalities Torsten Vildgaard and Søren Westh.

When The Blue Planet opens March 22 there will also be fish on the dish. The ambition is to create an experience which unifies the totality of Denmark's new top attraction. A sensation where the heart will feel strongly for life in the oceans and where one's stomach will be treated with the sea can offer.

Claus Meyer is looking forward to put a significant gastronomic signature on The Blue Planet's beautiful architecture where the guests are dining with a direct view to Øresund:

"You will not find a more spectacular locality for serving tasty, fresh fish and seafood than at The Blue Planet. With our menu, deeply rooted in the Nordic cuisine and changing seasons, we are aiming at being an appreciated part of a thrilling visit below the surface of the oceans of the world."

Meyer's Kitchen will be in charge of the restaurant, which will be named Øst (East). Together with former Noma chefs Torsten Vildgaard and Søren Westh and among hammerhead sharks and pirate fish Claus Meyer will serve unique menus for parties and at events.

Mette Broksø Thygesen, commercial director of the Blue Planet, is excited about the collaboration:

"A visit to the Blue Planet is orchestrated to be a total experience where also the food we serve for our guests ties in to the fascinating world below the sea. With Meyer's Kitchen, Torsten Vildgaard and Søren Westh at the helm we are looking forward to serve healthy food with a touch for all ages."

[Restaurant Øst](#) will be a modern eatery with simple dishes depending on the ever changing seasons, deeply rooted in the best of Nordic traditions and with a special focus on fish and seafood from local areas. In the weekends lunch will be an inspiring buffet with Meyer's juniper smoked salmon, butter fried fish balls with freshly made remoulade, scrimps from Greenland boiled in seawater, delicious salads and Nordic cheese.. And every Monday evening, the restaurant is open and serves mussels with ramson and birch wine – and Meyer's own edition of 'fish 'n chips'.

Bread and cakes are also a speciality of Meyer's universe, the coffees are grinded by Coffee Estate, and the beer is brewed by hand at Nørrebro Bryghus. The apple juice is from Lilleø, the apple island par excellence south of Sealand. Sommelier Rasmus Ambi has composed the wine list.

Øst seats 300 persons, with 100 seats outside when weather permits. Opening hours are Monday 10:00-21:00, Tuesday to Sunday 10:00-18:00. Øst seats up to 500 guests at special events outside normal opening hours..

Further information

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