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# ATTRACTIONS MANAGEMENT HANDBOOK 2012-2013

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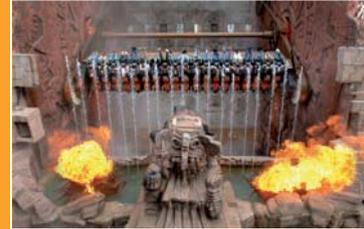
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## Welcome to the Attractions Management Handbook 2012-2013

If you needed proof that the attractions industry has come of age in spectacular fashion, a glimpse through the pages of this year's Handbook will quickly provide it.

This is especially true when you consider the industry as we know it has come into being largely in the last 30 years.

Today, significant parts of the market are outperforming other industries, private equity companies are making serious investments in both operating and supplier businesses and major sponsors – some not without controversy – such as Rio Tinto – are committing substantial funds to projects.

We have world famous architects and designers competing to work in our sector, while – importantly – we can be quietly pleased our industry-specialist practices are holding their own in this field and winning awards for their work.

The sector is being talent-spotted for its ability to engage consumers and as well as attracting a slew of major brands, this could mean we see more cross-sector deals such as that announced recently by Real Madrid Football Club (page 11).

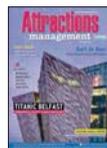
The club will put its name to a mixed-use scheme in the UAE, with a sports stadium, theme park, Real Madrid Museum, sports port, residential area and hotels. Developments such as this will create growth for industry suppliers and operators, making convergence an exciting trend which could drive diversification.

Liz Terry

Editorial Director Twitter @elizterry



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8 The popular handbook Development Pipeline



56 THEAs 20th anniversary - we think the best ever



76 Fashion shows are en vogue in museums



82 Film-based attractions are big news



124 Find out about new products on the market

## 5 WELCOME

The industry is maturing fast and its strong consumer-focus will increasingly lead to convergence and collaboration with other sectors says Liz Terry.

## 6 CONTENTS

## 8 DEVELOPMENT PIPELINE

A comprehensive news summary of forthcoming developments in the theme park, visitor attraction, waterpark, zoo, aquarium and museum sectors.

## 43 DIARY DATES

A round up of the key 2012/13 international conferences and exhibitions in the attractions industry.

## ANALYSIS AND TRENDS

### 48 TEA/AECOM GLOBAL PARKS REPORT

Dave Camp explains why the global theme park industry is going from strength to strength despite the harsh economic times.

### 52 MERGERS & ACQUISITIONS

Visitor attractions are experiencing rising attendance levels and spending, says Nigel Bland of Deloitte.

### 56 THEA AWARDS 2012

Gene Jeffers, executive director of TEA, summarises attractions awarded accolades for their outstanding work.

## 72 3D + 4D ATTRACTIONS

Robert Simpson from Electrosonic gives us the low down on how advances in technology over the past decade can enhance mixed media attractions.

## 76 FASHION SHOW

Museums are becoming the new catwalks, with the growing trend for exhibitions featuring fashion designers, says Kathleen Whyman.

## 82 ATTRACTING GREAT MOVIES

Kath Hudson talks about the latest blockbuster movie-based attractions and theme parks to hit the global market and their positive impact on secondary spend and branding.



72 The latest 3D/4D innovations and trends explained

## RESOURCES

### 88 INDUSTRY ASSOCIATIONS

Full contact details for industry associations and organisations that create the framework for the attractions sector.

### 92 COMPANY PROFILES

Find out more about top suppliers and companies from across the attractions industry.

### 124 PRODUCT BRIEFING

We reveal the latest products and innovations to hit the worldwide attractions market.

### 132 GREEN RESOURCES

Contact details of key organisations that provide information and support regarding conservation and sustainability issues affecting the attractions industry.

### 135 ADDRESS BOOK

A listing of companies that supply products specified by purchasers working in the attractions sector.

### 165 PRODUCT SELECTOR

Your handy web address book of suppliers shown by product category.

### 176 WEB DIRECTORY

A listing of key suppliers to the attractions industry.

## ATTRACTIONS MANAGEMENT

### 2012-13 HANDBOOK

The annual attractions management handbook brings together research and vital reference content. See [www.attractionshandbook.com](http://www.attractionshandbook.com) or view it online at [www.attractionshandbook.com/digital](http://www.attractionshandbook.com/digital)



## ATTRACTIONS MANAGEMENT

*Attractions Management* magazine is written for investors and developers, operators and buyers, designers and suppliers. It has a weekly ezine and a daily website: visit [www.attractionsmanagement.com](http://www.attractionsmanagement.com)



## attractionsjobs.com

### Jobs, news and training

The [attractionsjobs.com](http://attractionsjobs.com) service combines the service of *Attractions Management* magazine's global readership and *Leisure Opportunities*' high-end industry recruitment services to help you **find great staff** in the most straightforward, cost-effective way



## attractions-kit.net

### The search engine for attractions buyers

Find suppliers to equip your attraction quickly and easily. Over 57,000 buyers a month use the service, which includes sector-specific linked websites and a weekly ezine.



## FANTAWILD THEME PARK

Iran & China

■ **OPENING 2012/2013**

Chinese theme park company Fantawild is set to open a new park in Esfahan, Iran, by the end of the year, followed by another in Xiamen Tong'an, China, in early 2013.

The attractions will form part of an ambitious development pipeline for the company, which is proposing to open 10 to 13 parks across China by 2015, to complement its current portfolio of six parks.

★ [www.fantawild.com](http://www.fantawild.com)



Fantawild's ambitious development pipeline will see more than 10 new parks opening across China

## STAR TREK - TRSA

Aqaba, Jordan

■ **OPENING 2014**

Entertainment organisation Rubicon Group Holding (RGH) has been appointed to design and produce The Red Sea Astrarium (TRSA) – a 184-acre (74-hectare) themed entertainment resort in Aqaba, Jordan.

The US\$1bn (£638m, €796m) resort will be anchored by a Star Trek theme park, developed by Paramount Recreation. According to a statement from RGH, it will deliver multi-sensory “23rd-century experiences”, including a space-flight adventure featuring real-time immersive experiences.

TRSA will also feature storytelling combined with immersive entertainment experiences. Although the exact details are to be confirmed, the resort will include



numerous attractions, a large theatre and late-night entertainment, as well as accommodation, restaurants and retail.

Scheduled to open in 2014, TRSA will be designed by architectural firm Callison.

★ [www.rubiconholding.com](http://www.rubiconholding.com)

**Star Trek, Harry Potter and Hello Kitty are film based**



The inaugural Wizarding World theme park has been hailed a success and is set to be rolled out

## HARRY POTTER THEME PARKS

Hollywood, California, USA

■ OPENING TBC

Osaka, Japan

■ OPENING 2014

Warner Bros Entertainment and Universal Parks and Resorts (UPR) have announced plans to develop a new Harry Potter-themed adventure park at Universal Studios Hollywood in California.

The move follows on from the success of the inaugural Wizarding World of Harry Potter, which launched at the Universal Orlando Resort in 2010. The concept is now set for a significant expansion worldwide.

In addition, Universal Studios Japan has partnered with Warner Bros Entertainment and UPR to develop a new Harry Potter attraction in Osaka, Japan. It is due to open in late 2014.

Both attractions will offer a fully immersive environment for all the family, bringing the story of wizarding to life.

★ [www.warnerbros.com](http://www.warnerbros.com)

## ESCAPE - ADVENTUREPLAY

Teluk Bahang, Malaysia

■ OPENING 2012

The new ESCAPE park (formerly known as the Ecofun Theme Park Resort) in Malaysia will comprise three separate areas on a 44-acre (18-hectare) site: Adventureplay, Waterplay and Treetops Hotel.

The RM100m (£20.2m, €25.3m, US\$31.7m) complex will be located in Teluk Bahang on Penang island.

Work on site kicked off in November 2011, and the park's Adventureplay area is expected to open this September, with Waterplay and Treetops Hotel opening in phases over the next six years. It is hoped that the resort will attract at least one million visitors annually, and have a positive effect on local tourism services.

The park was designed by SIM Leisure – involved in Universal Studios Singapore, Wahoo Waterpark in Bahrain and Yas Island in Abu Dhabi.

★ [www.simleisure.com](http://www.simleisure.com)



SIM Leisure designed ESCAPE



Las Palm is opening Adventure World theme parks in Warsaw and Abu Dhabi

## ADVENTURE WORLDS

### Adventure World Abu Dhabi

Abu Dhabi, UAE

■ **OPENING 2014**

### Adventure World Warsaw

Grodzisk Mazowiecki, Poland

■ **OPENING 2014**

Las Palm – the company behind the proposed new Adventure World Warsaw attraction under development in Poland – is taking the concept to Abu Dhabi in the United Arab Emirates.

The consortium has already invested more than €11m (£8.8m, US\$13.8m) in the 593-acre (240-hectare) Polish attraction, which aims to offer a comparable experience to major European parks like Alton Towers, UK, and Europa Park, Germany.

Both parks will be built “in parallel”, but the €400m (£321m, US\$502m) Polish site is due to open first, in spring 2014.

Although the 198-acre (80-hectare) Adventure World Abu Dhabi will be based on the same concept as that of Adventure World Warsaw – incorporating five themed islands with 25 attractions, as well as an entertainment area with cinemas and restaurants – it will also feature elements of local culture and history, as well as the country’s largest aquapark.

The five themes at Adventure World Warsaw will be Castle Island, Creature Lagoon, Adventure Harbour, Land of Legends and Polski Plaza. The theme park is the first phase of a planned investment for the site, with a second phase set to include another theme park, an entertainment village, a wellness centre and a business centre.

AGS Architects, Vekoma and Jora Vision are working on Adventure World Warsaw.

➤ [www.laspalm.com](http://www.laspalm.com)

## DREAMLAND MARGATE

Margate, Kent, UK

■ **OPENING TBC**



An old cinema will house the cultural hub

Assael Architecture has unveiled its vision for Dreamland Margate in Kent, UK, as part of a public inquiry into whether the local authority can compulsorily purchase the site.

The London-based practice has worked up plans to protect and reuse a Grade II\*-listed cinema and scenic railway as part of a housing scheme to attract investment for the project.

A cultural and amusement hub will be at the centre of Assael’s plans for the Margate Town Centre Regeneration Company (MTCRC) and Thanet District Council-led development.

The new cultural hub will be located within the cinema, with a heritage-based theme park on site.

★ [www.assael.co.uk](http://www.assael.co.uk)



The manmade island will feature the first sports stadium that opens on to the sea

## REAL MADRID RESORT ISLAND

Al Marjan, UAE

■ OPENING 2015

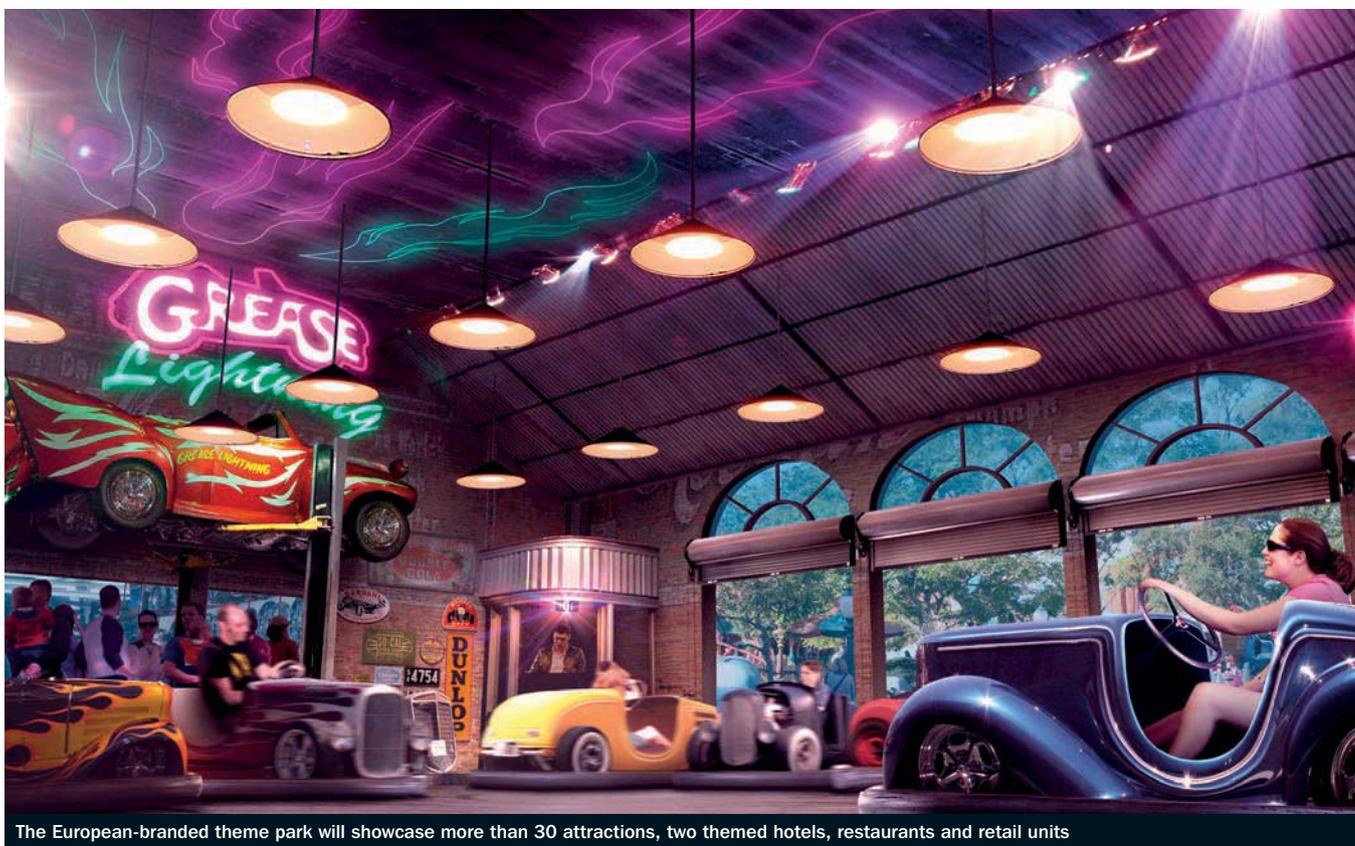
Real Madrid and the Government of Ras al-Khaimah have announced plans to establish a major new US\$1bn (£638m, €797m) visitor attraction on the artificially created island of Al Marjan in the United Arab Emirates (UAE).

Built under the Spanish football club's brand, the 50-hectare (124-acre) Real Madrid Resort Island complex will boast the first sports stadium that opens on to the sea, a theme park, a Real Madrid museum, sports facilities, a sport port, a residential area and luxury hotels.

This will be the first sports tourist complex built under the Real Madrid trademark and it will enhance the club's presence in the Middle Eastern and Asian regions.

✦ [www.realmadrid.com](http://www.realmadrid.com)

The UAE is set to become a hub for theme parks – Adventure World, Real Madrid Resort Island and Dubai Adventure Studios are set to open by 2015



The European-branded theme park will showcase more than 30 attractions, two themed hotels, restaurants and retail units

## PARAMOUNT LIFESTYLE CENTER

Alhama de Murcia, Spain

■ **OPENING 2015**

Paramount is to open its first European branded theme park in Alhama de Murcia, Spain, as part of a €1.1bn (£882m, US\$1.4bn) tourism project opening in spring 2015. Proyectos Emblemáticos Murcianos (Premursa) is behind the

scheme, which will also boast a 1 million sq m (11 million sq ft) LifeStyle Center business and leisure complex.

Premursa has secured a long-term agreement with Paramount Licensing for the development and operation of the 550,000sq m (5.9 million sq ft) park. Although Paramount will not be investing in the project, it will assist in the creation of the park, which is to feature more than 30 attractions and two themed hotels.

Retail and restaurant units and the Paramount Live live-stage spectacular will be located in the Paramount Promenade at

the grand entrance to the park. Meanwhile, the main theme park will boast four themed areas: Adventure City for action fans, Rango's West, Woodland Fantasy for children, and Plaza Futura offering science-fiction experiences.

The LifeStyle Center will offer seven hotels, a convention area and a casino, while the commercial area will feature restaurants and night-time leisure facilities. An auditorium, an exhibition room and a large convention area are also proposed.

➤ [www.premursa.com](http://www.premursa.com)

**UNIVERSAL STUDIOS  
MOSCOW**

Moscow, Russia

■ **OPENING 2018**

Russia-based property group BIN and NBC Universal propose to build a Universal Studios theme park in Moscow. According to a number of Russian media outlets, BIN is willing to spend RUB3bn (£1.9bn, €2.4bn, US\$3bn) on the 54-acre (22-hectare) site. If it goes ahead, Universal Studios Moscow could open in 2018.

✦ [www.universalstudios.com](http://www.universalstudios.com)

**DUBAI ADVENTURE STUDIOS**

Dubai, UAE

■ **OPENING 2014**

Meraas has announced plans to develop a new AED2.2bn (£382m, €477m, US\$599m) movie-based theme park in Dubai.

Dubai Adventure Studios will be located at the Meraas master development. It will form the first of a three-phase scheme covering 8 million sq ft (743,224sq m) of land.

The theme park will span 2 million sq ft (185,806sq m) and feature the latest in-technology games and new-generation rides and attractions.

✦ [www.meraas.com](http://www.meraas.com)



Hello Kitty will be Sanrio's first outdoor theme park outwith Japan

**HELLO KITTY AMUSEMENT PARK**

Anji, China

■ **OPENING 2014**

The Hello Kitty amusement park under development in Anji, China, is still on schedule to open in 2014. The development will feature five natural elements – fire, water, wood, metal and earth – and each theme will be located within a petal, thereby creating an overall flower design. Additionally, a world festival area will incor-

porate holiday and cultural celebrations, and handle increased attendance at peak festival times such as Chinese New Year.

Sanrio signed a licensing agreement with Zhejiang New Insight Leisure Tourism Development Company to enable the use of Sanrio-owned characters and intellectual property within the project, while Hettema Group has drawn up the master-plan and concept designs.

The new Hello Kitty Park amusement park will be the company's first outdoor operation outside of Japan.

✦ [www.thehettemagroup.com](http://www.thehettemagroup.com)



The sixth Legoland park worldwide

## LEGOLAND MALAYSIA

Johor, Malaysia

■ OPENING 2012

The finishing touches are being added to Legoland Malaysia, ahead of its opening on 15 September.

Located in Nusajaya, Johor, it will feature more than 40 interactive rides, shows and attractions. It will be Merlin Entertainments' sixth Legoland park worldwide – and its first in Asia.

A themed hotel within the attraction's grounds will open in 2014. It is hoped that the park will attract more than 1.5 million people a year.

The Malaysian site is the first of many new Legoland attractions planned for Asia. In September 2011, Merlin revealed that it had identified Asia Pacific as an important new development region for future Legoland developments. Work is underway on plans for a new site in Chuncheon City in South Korea.

★ [www.legoland.com.my](http://www.legoland.com.my)



The Space for Life project will incorporate a planetarium, biodome, insectarium and botanical gardens

PLANETARIUM RIO TINTO ALCAN

## RIO TINTO ALCAN PLANETARIUM

Montréal, Canada

■ OPENING 2013

The CA\$35.5m (£22.3m, €27.8m, US\$35m) Rio Tinto Alcan Planetarium at Museums Nature Montréal in Canada is set to open in April 2013.

The planetarium is the first phase of a CA\$189m (£119m, €148m, US\$186m) museum redevelopment and will join the Biodome, Insectarium and Botanical Gardens as part of a new complex called Space for Life. The Rio Tinto Alcan Planetarium itself will include two immer-

sion theatres, hosting multimedia shows using the latest technology. The first show will take visitors on a 20-minute voyage through space, while the second theatre will host a more scientific show set beneath a starry dome.

The government of Quebec, Canada, Rio Tinto Alcan and the city of Montreal will fund the planetarium. Created by architect Julien Cardin, it will be built by Group Decarel to high environmental standards. In addition to receiving the level of LEED Platinum, it will offer a living environment: eco-friendly, inside and outside, with ecological landscaping featuring revegetation of 75 per cent of the roof surface.

★ [www.planetarium.montreal.qc.ca](http://www.planetarium.montreal.qc.ca)

## GIANT'S CAUSEWAY WORLD HERITAGE SITE

County Antrim, Northern Ireland

■ OPENING 2012

The £18.5m (€23m, US\$29m) visitor centre at the Giant's Causeway World Heritage Site in County Antrim, Northern Ireland, is on schedule to open this summer.

Dublin-based architects heneghan peng are behind the design, which has received £3m (€3.7m, US\$4.7m) from the Heritage Lottery Fund and £4m (€5m, US\$6.3m) from the National Trust.

Gilbert-Ash has led the project, which has also involved McConnell Stone, Met-altech, Mastercraft, Vaughan's and Hynd's Architectural Systems.

★ [www.nationaltrust.org.uk/giants-causeway](http://www.nationaltrust.org.uk/giants-causeway)



The new world heritage site is on schedule to open this summer

## NAPOLEONLAND

Montereau, near Paris, France

■ OPENING TBC

Yves Jégo, mayor of Montereau-Fault-Yonne in central France, has announced plans to build a historical theme park celebrating the life of former French emperor Napoleon Bonaparte.

The park would be located just outside Montereau, south east of Paris – the site of the former French

leader's most famous victory against the Austrian army in 1814.

Jégo said that he is looking to secure funding of around €200m (£166m, US\$259m) for the park, which is set to include a number of attractions, a re-enactment battlefield, a museum, a hotel, restaurants and a retail park, as well as a congress centre.

Targeting families, Jégo hopes to create a rival to existing attractions in France, such as Puy du Fou and Parc Asterix.

Despite being one of the most famous French leaders of all time, Napoleon Bonaparte's controversial reign means



The park will celebrate Bonaparte's reign

that he does not have a national museum named after him.

★ <http://yvesjego.typepad.com>



The forthcoming Ferrari World opening in Spain may be built next to the existing Circuit Ricard Torno racing track in Valencia

## FERRARI WORLD

Valencia, Spain

■ OPENING 2015

Plans to develop the world's second Ferrari World, in the Spanish city of Valencia, have been revived after the local government announced its support for the scheme.

The Generalitat Valenciana, the region's governing body, is in talks with Middle East-based private investment fund Alra-

soul, which could see it donate publicly owned land to house the €1bn (£797m, US\$1.27bn) theme park and attraction.

Plans to build a Ferrari World in Valencia first announced in 2009 were put on ice soon after due to the economic crisis.

The proposed land is adjacent to the existing Circuit Ricard Torno racing track, which has a capacity of 120,000 and hosts a number of events each year, including MotoGP and testing sessions for Formula One teams.

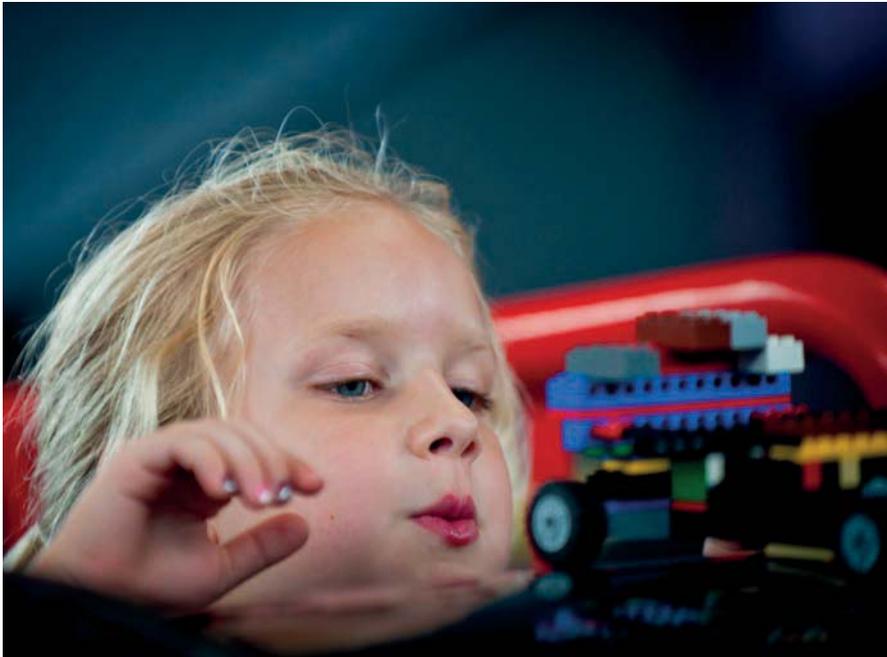
According to local media, Alrasoul will provide 30 per cent of the cash from exist-

ing funds, with the rest being financed by two banks: Credit Suisse and Banco Santander. No public money would be used for the actual development of the attraction.

If the discussions between Alrasoul and the local government are successful, construction work on the new theme park could begin as early as January 2013 with a projected opening date in 2015.

It will become the second Ferrari World-branded attraction – the first having opened in Abu Dhabi in November 2010.

➤ [www.ferrariworldabudhabi.com](http://www.ferrariworldabudhabi.com)



Merlin's new Legoland and Ocean Adventure will complement its existing Sea Life at CentrO

## OCEAN ADVENTURE PARK & LEGOLAND DISCOVERY CENTRE

Oberhausen, Germany

■ OPENING 2013

Merlin Entertainments will invest €15m (£12m, US\$19m) in developing two new attractions at the CentrO mixed-used complex in Oberhausen, Germany.

Merlin already operates a Sea Life centre at the complex – Germany's largest shopping centre – but is now planning to open its first ever Ocean Adventure Park at the site, as well as a new Legoland Discovery Centre. Both attractions are scheduled to open by April 2013 and Ocean Adven-

ture Park will be built on the site of the old CentrO.Park amusement park, which closed in 2010. Merlin secured the management of the site in March 2011.

The new attraction will operate as an extension to Merlin's existing Sea Life aquarium, and according to Glenn Earlam, managing director of Merlin's Midway Attractions, it will "take the marine experience to the next stage".

The Legoland Discovery Centre in Oberhausen, Merlin's eighth worldwide and second in Germany, will replace that currently operating in Duisburg. According to Earlam, the move to Oberhausen offers benefits such as joint ticket offers to encourage visitors to visit all three sites.

★ [www.merlinentertainments.biz](http://www.merlinentertainments.biz)

## KUNG-FU PARK

Hubei, China

■ OPENING 2015

Ikonic Entertainment Group has secured a deal with investment company Taichi Lake Group to design and develop a Tai Chi and Kung Fu-themed attraction in Hubei, China.

Ikonic will provide masterplanning, concept creation, schematic design and construction oversight services for the US\$3.1bn (£2bn, €2.5bn) project – touted as the largest theme park ever to open in China.

Due to open in 2015, it will include a Taichi Kung Fu theme park and a large theatre for live shows.

It is estimated that the agreement reached between Ikonic and Taichi Lake Group will generate several hundred jobs, as well as revenues, for numerous Los Angeles-based subcontractors and service providers over the next three years,

The agreement will feature Ikonic as the master designer and project manager for a series of projects commissioned by Taichi Lake Group. These include a Kung Fu-oriented theme park at Wudang Mountain, Hubei Province; an amusement park in Qingzhou, Shandong Province; a live show combining Daoist and Taichi Kung Fu culture with Western entertainment concepts; and a documentary on Daoism and Taichi Kung Fu.

★ <http://ikonigroup.com>

### WINE CULTURE AND TOURISM CENTER (CCTV)

Bordeaux, France

■ OPENING 2014

Casson Mann is working in partnership with Paris-based architects X-Tu on the development of a new international cultural wine centre for Bordeaux in France.

The €55m (£44m, US\$68.9m) development, which forms part of a strategy to promote the city as the world's wine capital, is due to open in 2014 and will explore the stories behind wine and its place within culture.

It is hoped that the Centre for Wine Culture and Tourism (CCTV) will examine more than 4,000 years of wine history and become an "important destination" for wine lovers and visitors.



CCTV will explore 4,000 years of wine history and promote Bordeaux as a cultural wine centre

CASSON MANN

It will be accompanied by a hologram cinema and interactive devices. Further facilities at the 10,000sq m (107,640sq ft) centre will include 'Le vin au Coeur des

civilisation' and an "atmospheric" gallery submerged into the ground.

★ [www.cassonmann.co.uk](http://www.cassonmann.co.uk)

### CARTOON NETWORK ATTRACTIONS

Asia Pacific

■ OPENING 2013

Cartoon Network Enterprises, part of the Turner Entertainment group, is to open more branded visitor attractions across Asia Pacific.

These attractions will include family entertainment centres, themed zones and learning spaces and will feature characters from the company's cartoon

portfolio, including Ben 10 and The Powerpuff Girls.

The news comes as Cartoon Network Asia Pacific acquired the rights to Chaplin and Co – a popular animated series.

The company's Korean arm has partnered with YBM Sisa to launch young children's leadership playschools, called the Learning Tree. With three currently open in Korea, there are plans to open more than a dozen across the region, including one in Thailand in 2013.

★ [www.turner.com](http://www.turner.com)





The 153-metre high Ring of Harmony wheel attraction was designed by Goddard Group as a centrepiece for the new urban development

## RING OF HARMONY

Shenfu, China

■ OPENING TBC

Construction work has begun on the Ring of Harmony wheel attraction at Shenfu New Town near Fushun in China.

The 153m (505ft)-tall attraction will form the centrepiece of Shenfu, an entirely new town being built in the Liaoning prov-

ince between the cities of Shenyang and Fushun. The wheel has been designed by Goddard Group, which has also produced part of the masterplan for the 3.9sq mile (10sq km) Shenfu New Town.

Although the Ring of Harmony will be completed first, Goddard's masterplan covers more than 0.8sq miles (2 sq km) of urban design, including housing, retail, entertainment, civic buildings and parks. It will be built over the next four to five years.

✦ [www.garygoddard.com](http://www.garygoddard.com)

Cultural projects in the pipeline include Napoleonland and the Wine Cultural Center in France and the Giant's Causeway in Northern Ireland

### ARK ENCOUNTER

Kentucky, USA

■ OPENING 2014

Plans for Ark Encounter, a US\$150m (£95.8m, €119.8m) Creationist-themed amusement park in Kentucky, US, have secured a tax boost from the state's tourism authority. The Kentucky Tourism Development Finance Authority has approved plans to grant the project up to US\$43m (£27.5m, €34.4m) worth of sales tax incentives towards its creation. The decision was taken after analysis produced by Hunden Strategic Partners (HSP) found that the development met the criteria set out in the Kentucky Tourism Development Act.

Patrick Marsh, design director of the museum, will lead the theming of the planned attractions. Noah's Animals will feature a petting zoo and a stage for daily live

animal and bird shows, while the 14-acre (5.7-hectare) Walled City will depict the pre-Flood lifestyle of the people of Noah's day – and act as a central gathering point for visitors, with shops and restaurants.

A walk-through Aviary attraction will have several viewing platforms, three types of bird sanctuary and a butterfly emporium. It will be located next to the Children's Area, featuring bridge nets, climbing areas, slides and zip lines, as well as an indoor and outdoor discovery centre on God's provision for His creation.

The 30.5m (100ft)-high Tower of Babel will comprise a pathway detailing "man's efforts to elevate himself" and exhibit languages and people groups. It will lead to a 500-seat special effects theatre presenting "Who is God?". The Journey through Biblical History area will take guests on a floating journey down the Nile River.

The First-Century Village will showcase a typical village from the North Galilee area of Israel, where Jesus conducted

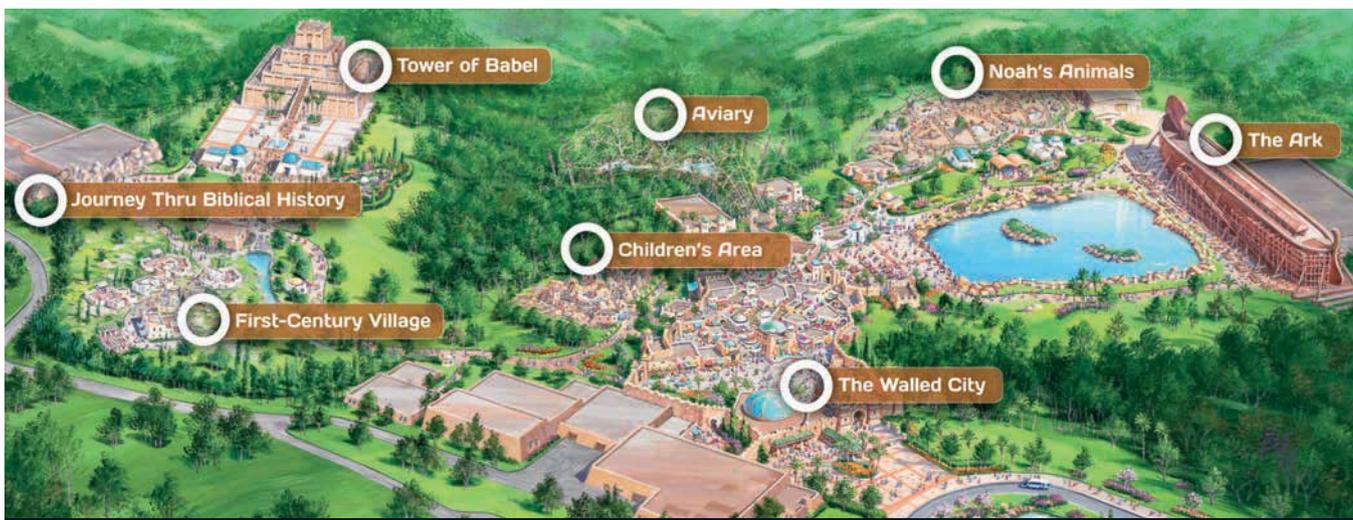
the majority of His ministry, complete with period-costumed villagers, houses, a synagogue, a sheepfold, an olive press building, watchtowers, terraced farming and a first-century dining facility.

The attraction will be owned by a private limited company investing US\$125m (£79.8m, €100m) in the project.

★ <http://arkencounter.com>



Ark Encounter has now received State backing



The Creationist-themed amusement park will be based on the people, animals, architecture and concepts described in the Bible



MASAHIKO OHKUBO/FLICKR.COM



Aimed at entertaining children up to 12 years old, the new educational concept being rolled out worldwide features a re-created city environment complete with hundreds of role-playing activities



## KIDZANIA

London, UK

■ OPENING 2014

KidZania has signed a license agreement with Longshot Kids to open its first location in the UK within two years. Longshot Kids is an affiliate of Longshot – a company led by entrepreneurs Vigors and Cadbury and the former owner of The Groucho Club.

The educational concept provides 4-12-year-old children with a realistic city environment and nearly 100 role-playing activities for a range of abilities. The indoor theme park is a city built to scale for children, complete with buildings, paved

streets, vehicles, a functioning economy and recognisable destinations in the form of “establishments” sponsored and branded by multi-national and local brands.

Children “work” across a number of jobs (as a fireman, doctor, police officer, journalist, shopkeeper) and earn kidZos – the concept’s own currency – to spend on services throughout the KidZania city.

London is a flagship European market KidZania and joins a pipeline of sites opening this year in Kuala Lumpur, Malaysia; Santiago, Chile; Cuicuilco, Mexico City, Mexico; Bangkok, Thailand; Jeddah, Saudi Arabia; and Kuwait. This will be followed by Sao Paulo, Brazil; Cairo, Egypt; Istanbul, Turkey; and Mumbai, India, in 2013.

➊ [www.kidzania.com](http://www.kidzania.com)





AMAZONE will showcase television heroes

## AMAZONE WATERPARK

Bang Saray, Thailand

■ **OPENING 2013**

The Cartoon Network AMAZONE waterpark is being built in Bang Saray on the East Coast of Thailand. Scheduled to open in 2013, Cartoon Network AMAZONE will incorporate rides themed according to popular animated series and toon heroes.

Attractions will include a large family wave pool, a winding adventure river, speed-racing slides, family raft slides and one of the world's largest interactive water play fortresses for kids. All the water rides will be themed by Turkish supplier Polin. Cartoon Network AMAZONE is being developed in conjunction with Amazon Falls Company. Phase one is already underway and when completed it will cover around 14 acres (5.7 hectares).

➤ [www.cartoonnetworkasia.com](http://www.cartoonnetworkasia.com)

## MARINE ADVENTURE PARK

Desaru, Malaysia

■ **OPENING LATE 2014**

Themed Attractions Malaysia (TAM) – the leisure and tourism arm of the state-owned Kazanah Nasional – is investing RM267m (£54m, €68m, US\$85m) in the construction and operation of two theme parks in Desaru, Johor.

One of the attractions will be a marine park with an aquarium, called Ocean

Quest, while the other will be a traditional water park called Ocean Splash. Both parks are scheduled to open in 2014.

TAM is also spearheading the expansion of the KidZania portfolio and is preparing the opening of the Puteri Harbour Entertainment complex in Nusajaya. The indoor facility is one of the five flagship zones at Puteri and will comprise The Little Big Club, designed around HIT Entertainment's popular character Hello Kitty Town, the first Hello Kitty attraction in Southern Asia, and a themed family restaurant.

➤ [www.tar.com.my](http://www.tar.com.my)



More than 40 rides will be built at Yas

## YAS WATERWORLD ABU DHABI

Yas Island, Abu Dhabi

■ **OPENING  
FOURTH QUARTER 2012**

Yas Waterworld Abu Dhabi, located adjacent to Ferrari World, has entered its final phases of development and is set to open in late 2012.

It will feature 43 rides, slides and attractions based on the adventures of the waterpark's main character, Dana – a young Emirati girl. A 45m (148ft)-high Jebel Dana will be the centrepiece of the 37-acre (15-hectare) waterpark, which will also offer restaurants and interactive games.

The waterpark was developed by Aldar Properties and will be operated by Farah Leisure Parks Management.

➤ [www.yasisland.ae](http://www.yasisland.ae)

**WET 'N' WILD SYDNEY**

Sydney, NSW, Australia

■ OPENING 2013/14

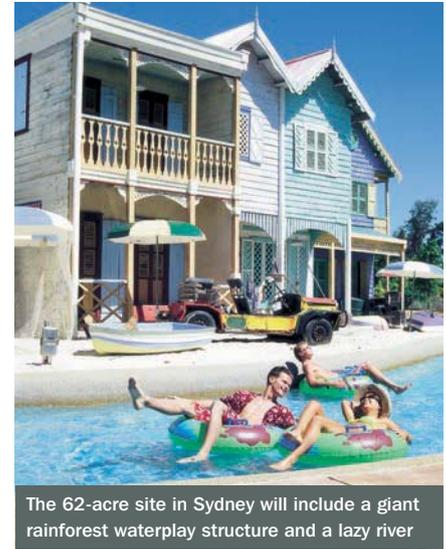
Village Roadshow is building a new AUS\$80m (£52.4m, €65.3m, US\$82.2m) waterpark in Sydney. Wet 'n' Wild Sydney will be built on a 62-acre (25-hectare) site, under a long-term lease agreement with the New South Wales Government.

Attractions are likely to include a Boomerang Bay surf school, lazy river, tots island slides pool, giant rainforest water-play structure, double python ride, double flowrider, zip line and sky coaster, as well as separate themed areas for families.



Subject to planning approval, the site is expected to open in 2013. It is intended to deliver a major boost to tourism and attract 900,000 visitors per year.

✦ [www.wetnwildsydney.com.au](http://www.wetnwildsydney.com.au)



The 62-acre site in Sydney will include a giant rainforest waterplay structure and a lazy river

**NANJING LONGMENZHEN WATER PARK**

Northern China

■ OPENING 2012

The new Nanjing Longmenzhen Water Park under development in northern China will be the first large-scale, world-class water park to be located in the region.

It will boast one of Asia's largest mix of attractions, including more than 30 slides, waterplay, pools, rivers, surfing machines and the largest surfing wave pool in China.

The 31-acre (12.5-hectare) site will be themed on traditional Chinese architecture as well as modern highlights.

Aimed at both local and international visitors of all ages, peak day attendance is expected to reach 15,000.



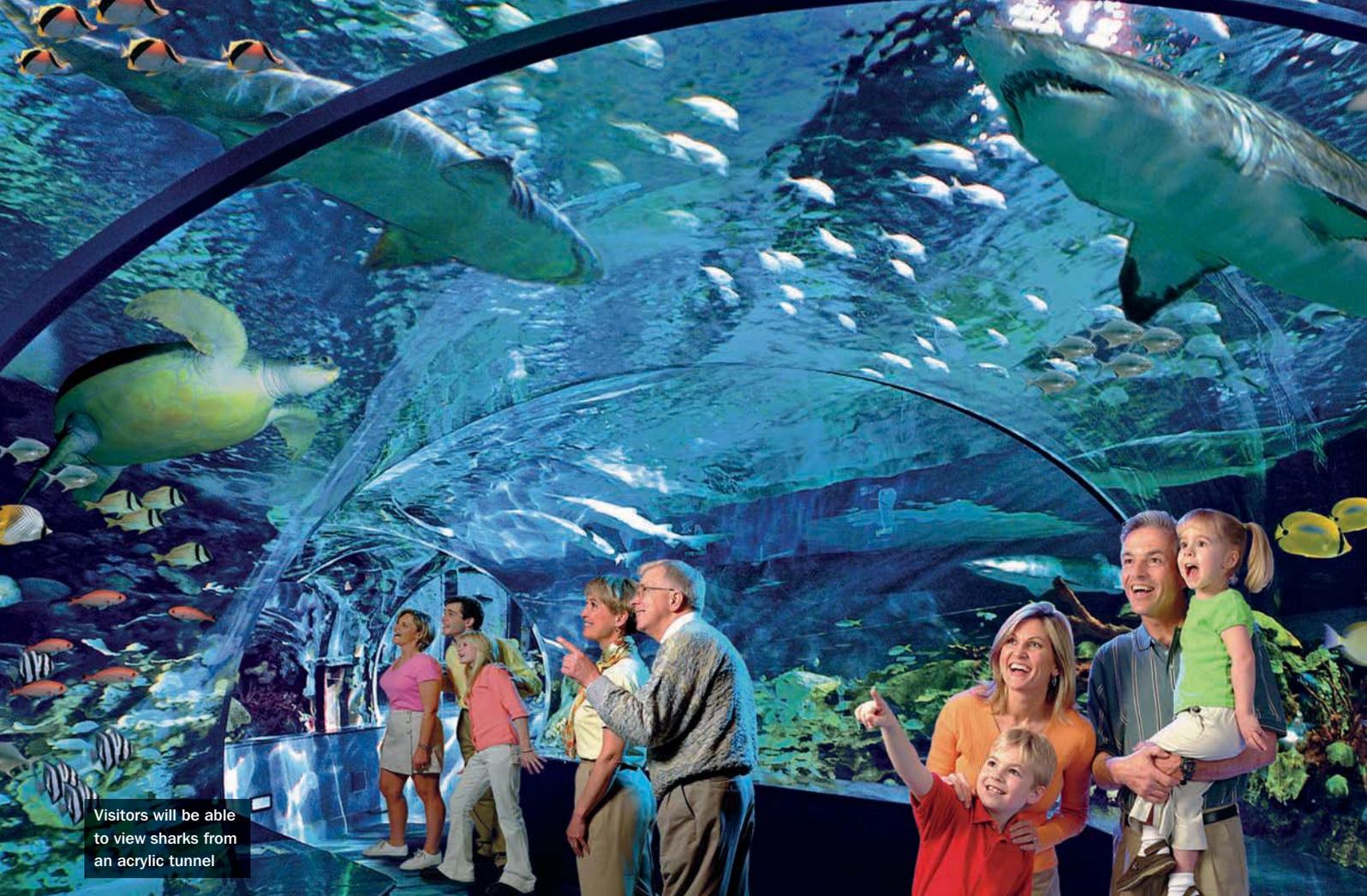
The 31-acre water park in northern China will incorporate traditional Chinese architecture

The waterpark will be centered on a 7,500sq m (80,730sq ft) wave pool, with a lazy river and two spa pool complexes, as well as a hotel and commercial district designed by Forrec.

ProSlide Technology has provided a number of the rides, including pipeline tube slides, Octopus racers, Tornado, TantrumALLEY, Behemoth Bowl, Double Cannon Bowl, Plummet Speed slides, Tornado

Wave and RideHouse, while Whitewater West is supplying the teen water play area, a Flow Rider, bodyslides and a 1050 Water Play structure.

The company behind the project – the Sichuan Longmenzhen Tourism & Resorts – is aiming to duplicate the success of their Happy Magic Watercube Water Park, which is Beijing's second-most visited tourist spot (after the Great Wall of China).



Visitors will be able to view sharks from an acrylic tunnel

## RIPLY'S AQUARIUM OF CANADA

Toronto, Ontario, Canada

■ OPENING 2013

Ripley Entertainment has confirmed that it will open a new aquarium in Toronto, Ontario, Canada, in summer 2013.

Ripley's Aquarium of Canada will be a 12,500sq m (135,000sq ft) family attrac-

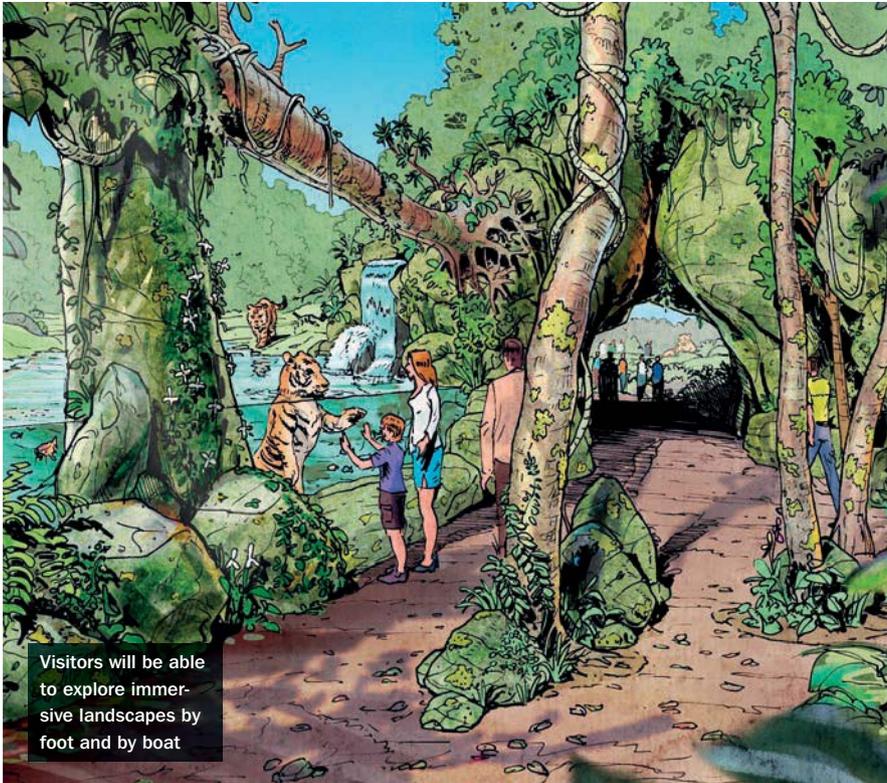
tion with more than 5.7 million litres (1.5 million gallons) of water. It will feature marine and freshwater habitats from around the world. More than 13,500 underwater creatures will be on display, including tropical reefs, Atlantic and Pacific ocean habitats, jellyfish, stingrays and Great Lakes' exhibits.

A 96m (315ft)-long moving walkway through an acrylic tunnel below a 2.84 million litre (750,000 gallon) Shark Lagoon will showcase 3 to 3.7m (10 to 12ft)-long sand tiger sharks and largemouth sawfish.

The CA\$130m (£80.6m, €100.9m, US\$126.3m) aquarium will be the third in Ripley's portfolio of attractions, following openings in Myrtle Beach, South Carolina, US, and in Gatlinburg, Tennessee, US.

The Toronto aquarium is being built on land owned by Canada Lands Company. The opening is part of the group's strategy to build more aquariums in tourist markets during the next 10 years. Ripley Entertainment is owned by Jim Pattison Group.

➤ [www.ripleyaquariums.com](http://www.ripleyaquariums.com)



Visitors will be able to explore immersive landscapes by foot and by boat

## CHESTER ZOO

Cheshire, UK

■ OPENING 2015

Chester Zoo has unveiled plans to bring the islands of Sumatra, Papua New Guinea and the Philippines to Cheshire, UK, as part of a £30m (€37.5m, US\$47m) scheme showcasing its conservation work.

The Islands project will enable visitors to explore the themed and immersive landscapes by boat or on foot, with features including educational exhibits, play areas

and eateries. There will be 25 buildings and facilities on a 0.9 mile (1.5km)-long jungle path through 50,000sq m (538,200sq ft) of landscaped gardens.

Species on show will include the Indonesian Rhinoceros Hornbill and Sumatran Orangutan. There will also be a major new Indonesian tropical house.

Architects Dan Pearlman are behind the designs for the Islands project, which Chester Zoo believes will be the first of its kind in the UK. Work is expected to start this autumn, with the entire zone planned to open to the public by Easter 2015.

★ [www.chesterzoo.org](http://www.chesterzoo.org)

## NEW YORK AQUARIUM

New York City, New York, USA

■ OPENING 2015

Work is due to begin on the US\$30m (£19.2m, €24m) Ocean Wonders: Sharks! Exhibition – the first phase of a US\$150m (£95.8m, €119.8m) expansion of the New York Aquarium.

The 4,600sq m (50,000sq ft) Ocean Wonders exhibit will accommodate 115 species of marine animals, including more than 40 sharks. Housed in an iconic new building and expected to be completed in 2015, the expansion will add more than 500,000 gallons of tank space to the aquarium's capacity.

The design has been a collaborative effort led by the in-house team at the aquarium's operator, The Wildlife Conservation Society (WCS); Seattle, US-based architects The Portico Group; and a team of consultants including Doyle Partnership. The expansion forms a 10-year partnership launched in 2009 by WCS, City of New York and Borough of Brooklyn.

★ [www.nyaquarium.com](http://www.nyaquarium.com)



Phase one will feature Ocean Wonders



The replacement aquarium at the beach will feature a dolphinarium and a zoo

## BATUMI AQUARIUM

Batumi beach, Republic of Georgia

■ OPENING 2014

A new 2,000sq m (21,530sq ft) aquarium is planned for Batumi beach in Georgia.

Denmark-based Henning Larson Architects is designing the attraction – a replacement for the port’s existing aquarium.

Featuring a dolphinarium and a zoo, the Batumi Aquarium is designed to replicate the beach’s characteristic pebbles. The formation constitutes four self-supporting exhibition areas, where each of the four stones will represent a unique marine biotype – the Aegean Sea & the Mediterranean Sea, the Indian Ocean, the Black Sea, and the Red Sea. An interactive exhibition will be created for “edutainment”.

➤ [www.henninglarsen.com](http://www.henninglarsen.com)

Zoos and aquariums are increasingly incorporating new elements, such as rides, play areas and theatres, in a bid to attract wider audiences

## ANTARCTICA - EMPIRE OF THE PENGUIN

Orlando, Florida, USA

■ OPENING 2013

SeaWorld Parks is opening a new attraction at SeaWorld Orlando and Discovery Cove, Florida, in spring 2013, called Antarctica – Empire of the Penguin.

Guests will 'travel' to the Antarctic continent and experience life through the eyes of a penguin, complete with interactive ride technologies.

Earlier this year, TurtleTrek opened at the site, allowing guests to see freshwater fish, manatees 1,500 saltwater fish and 12 turtles, as well as a 3D, 360-degree domed cinematic experience showcasing the journey of a sea turtle.

★ [www.seaworldorlando.com](http://www.seaworldorlando.com)



Guests will be able to experience life through the eyes of a penguin

## OREGON ZOO

Portland, Oregon, USA

■ OPENING TBC

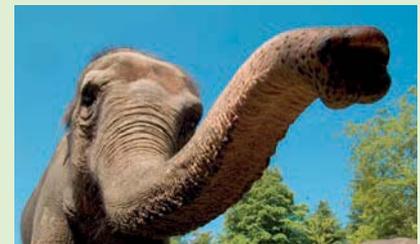
A masterplan for a US\$125m (£79.8m, €100m) improvement to be carried out over 20 years at Oregon Zoo was completed last summer by SRG Partnership, CLR Design and Atelier Dreiseitl.

The new layout will be centered on Zoo Main Street, with six animal exhibits branching off. The new elephant habitat

will be expanded to provide more stimulating spaces and terrain, while the polar bear habitat will double in size, include hills, beaches and grand views of the zoo, and the train will no longer run across the top of their home.

The 1950s concrete primate building will also be expanded and improved to provide more roaming space for the apes and monkeys. There are plans to breed chimps at the zoo to gradually boost their numbers and create a family colony.

The zoo's hippos will be moved to another zoo. They will be replaced by rhinos, which will eventually share an expanded



The elephant habitat will be expanded

Africa savanna habitat along with several other species.

★ [www.oregonzoo.org](http://www.oregonzoo.org)



The theatre building will comprise the entrance to the city of Emmen's zoological park

## EMMEN THEATRE AND ZOO

Emmen, the Netherlands

■ OPENING 2015

The Emmen Theatre and Zoo cultural building opening in Emmen, the Netherlands, in 2015 aims to combine culture and nature.

The theatre building will comprise the entrance to the city's existing 24.7-acre

(10-hectare) zoological park and will itself feature two main stages with a combined capacity of 1,150 people, an additional stage, exhibition and conference facilities.

It will be possible to move the walls of the building so it can be opened to create smaller stages, as well as outdoor stages.

Henning Larsen Architects and Dutch company Van den Berg Groep are working on the project.

➤ [www.henninglarsen.com](http://www.henninglarsen.com)

**New York, Florida and Oregon in the US will all benefit from new zoos and aquariums over the next few years**

## SAADIYAT CULTURAL DISTRICT MUSEUMS

Abu Dhabi, UAE

■ OPENING 2015-2017

Tourism Development & Investment Company (TDIC) – the organisation behind the Saadiyat Island development in Abu Dhabi – has announced that the proposed opening dates for the museums in the Saadiyat Cultural District have been delayed.

Louvre Abu Dhabi will now open in 2015, the Zayed National Museum will open two years later than anticipated, in 2016, and Guggenheim Abu Dhabi has been delayed by three years to a scheduled opening in 2017.

Louvre Abu Dhabi was designed by Pritzker Architecture prizewinner Jean Nouvel, while Zayed National Museum was designed by Pritzker Architecture prizewinner Lord Norman Foster, and Guggenheim Abu Dhabi was designed by Pritzker Architecture prizewinner Frank Gehry.

★ [www.tdic.ae](http://www.tdic.ae)

IMAGE: TOURISM DEVELOPMENT & INVESTMENT COMPANY (TDIC)



IMAGE: FOSTER + PARTNERS



All three cultural spaces have been designed by Pritzker Architecture prizewinners



IMAGE: TOURISM DEVELOPMENT & INVESTMENT COMPANY (TDIC)

## ANDERSON COLLECTION

Stanford University campus,  
Stanford, California, USA

■ OPENING 2014

Stanford University's board of trustees has approved plans for a US\$30.5m (£19.5m, €24.4m) arts museum.

New York-based Ennead Architects have been appointed to design the 2,790sq m (30,000sq ft) building to house the university's Anderson Collection in dedicated museum spaces, alongside a public lobby, offices, a conference room, a library/study and space for storing art.

Together with the also new McMurtry Building – the future home of the Department of Art & Art History – the arts museum will form the cornerstone of the

university's new arts district, called the Stanford Arts Initiative. The Anderson Collection of 121 art works has been donated by Harry W. and Mary Margaret Anderson, and Mary Patricia Anderson Pence – a Bay Area family.

Construction work on the new museum will begin in late 2012 and it is scheduled to open in late 2014.

★ [www.stanford.edu](http://www.stanford.edu)

## DATONG ART MUSEUM

Datong, China

■ OPENING 2013

Construction is underway at the 32,000sq m (344,445sq ft) Datong Art Museum in Datong New City's cultural plaza in China. The Grand Gallery will feature a 37m (121ft)-high by 80m (262ft)-wide exhibition space for large-scale works of art. The building will comprise four interconnected pyramids clad in earth-toned Corten steel, sunken into the ground, and a children's gallery, café and restaurant.

✦ [www.fosterandpartners.com](http://www.fosterandpartners.com)



The four interconnected pyramids will be clad in earth-toned Corten steel

FOSTER + PARTNERS

## NATIONAL ARMY MUSEUM

London, UK

■ OPENING 2016

The National Army Museum (NAM) in Chelsea, London, has appointed Event Communications to deliver a masterplan for the five-year transformation.

Event will work with NAM on the physical and operational £22m (€27.5m, US\$34.5m) redevelopment, which will include programming, audience development, educational outreach, collections and research strategy.

The Building for the Future project will form the centrepiece of the museum's strategy to establish itself as a "world-class museum experience" and includes the redesign of two major permanent



A 30 per cent rise in visitors is anticipated

galleries: the first covering the time period from 1680-1901 and the second covering the era of the World Wars.

Construction on site will start in 2014, with the building reopening in 2016. It is predicted that there will be a 30 per cent rise in visitors, reaching 325,000 per year.

NAM – the British Army's own museum – tells the story of the army's role and influence across the world.

✦ [www.nam.ac.uk](http://www.nam.ac.uk)

## MUSEUM - PERTH CULTURAL CENTRE

Perth, WA, Australia

■ OPENING 2019-20

Western Australia's Liberal-National government is to provide funding for a new AU\$428.3m (£267m, €331m, US\$422m) museum at Perth Cultural Centre.

Perth's new museum will double the current exhibition space to include new galleries based on three primary themes – Being Western Australian, Discovering Western Australia and Exploring the World.

It is hoped the new State Museum will be completed in 2019-20.

✦ [www.wa.gov.au](http://www.wa.gov.au)



The £77.5m museum redevelopment will provide twice as much exhibition space, as well as a new theatre and outdoor spaces

## ROYAL ALBERTA MUSEUM

Edmonton, Alberta, Canada

■ OPENING 2015

Large investments are being pumped into the expansion of art museums in China, UK and US over the next few years

Funding for the construction of the new Royal Alberta Museum in Edmonton to replace the existing 44-year-old structure has now been secured after the Government of Canada agreed to contribute CA\$122.5m (£77.5m, €97m, US\$121.4m) towards the project, with the majority to come through the Building Canada Fund (BCF).

The new 36,000q m (387,500sq ft) museum will provide double the exhibition space on offer at the existing attraction.

Multi-purpose spaces, including a theatre, a café and outdoor terraces, are planned as part of the scheme, which is designed to enhance the visitor experience and increase accessibility.

Ledcor Design-Build (Alberta), which comprises Ledcor Construction, DIALOG Design and Lundholm Associates Architects, has already been appointed by the Government of Alberta to work on the new development.

★ [www.royalalbertamuseum.ca](http://www.royalalbertamuseum.ca)



SNØHETTA

New pedestrian pathways will lead to and through the museum of modern art from surrounding streets

## SAN FRANCISCO MUSEUM OF MODERN ART

San Francisco, California, USA

■ OPENING 2016

The San Francisco Museum of Modern Art (SFMOMA) in California, US, is on track with its US\$480m (£306.4m, €383.5m) expansion plans, which will enable the museum to maximise the number and types

of spaces dedicated to education, public engagement, exhibitions and collections.

Construction on vacant areas to the rear of the museum plus a new wing will treble the existing gallery space, by providing an additional 9,290sq m (100,000sq ft), to house SFMOMA's growing art collection. A further 5,570sq m (60,000sq ft) of public space will accommodate larger and more advanced conservation facilities and an expanded library.

The ground-level galleries and orientation spaces will be free to the public. New

pedestrian pathways will lead through the museum from surrounding streets.

Architects Snøhetta released the initial design concepts in 2011, and construction is targeted to begin in 2013, with an expected opening in early 2016.

The museum will exhibit contemporary artworks from the huge private collection of Doris and the late Donald Fisher, as well as 195 major new works coming from the museum's own permanent collection.

➤ [www.sfmoma.org](http://www.sfmoma.org)

**MIAMI SCIENCE MUSEUM**

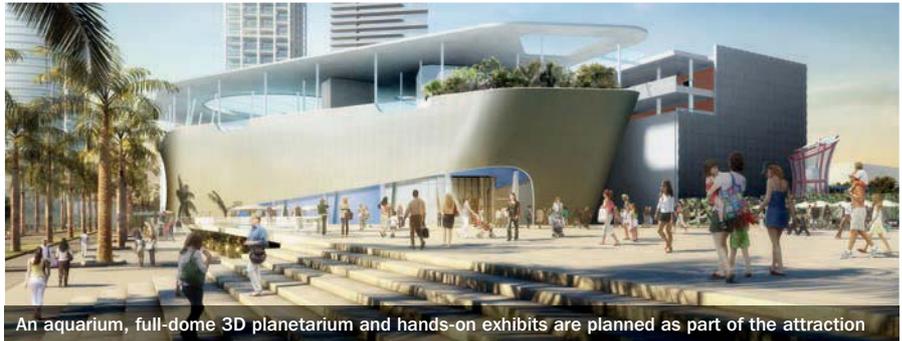
Miami, Florida, USA

■ OPENING 2015

Construction work has started on Miami Science Museum's (MSM) new US\$275m (£175.6m, €219.7m) home in Florida.

The 23,226sq m (250,000sq ft) Patricia and Phillip Frost Museum of Science has been designed by international architectural firm Grimshaw Architects.

A major 600,000 gallon (2.3 million litre) aquarium, a full-dome 3D planetarium and hands-on exhibits are planned as part of the attraction, along with two extra wings of exhibition space.



An aquarium, full-dome 3D planetarium and hands-on exhibits are planned as part of the attraction

When it opens in 2015, the science museum will be an anchor for the city's new 29-acre (11.7-hectare) Museum Park project, which overlooks Biscayne Bay. It will be accompanied by the new Pérez Art Museum Miami (see below).

MSM said its new facility will act as a "demonstration of ecological and sustainability principles" and will generate energy from renewable sources.

★ [www.miamisci.org](http://www.miamisci.org)

**PÉREZ ART MUSEUM MIAMI  
(FORMERLY MIAMI ART MUSEUM)**

Miami, Florida, USA

■ OPENING 2013

The proposed US\$220m (£140.4m, €175.8m) Miami Art Museum (MAM) under development in Florida has been re-named Pérez Art Museum Miami (PAMM), owing to a US\$35m (£22.3m, €27.9m) donation from Miami-Dade County businessman Jorge Pérez.

The new facility designed by Herzog & de Meuron will replace the existing MAM and increase the space threefold to accommodate an educational complex with facilities for art and art-making, a library, an auditorium, classrooms, and art and digital media workshops, a café and a shop.



The new Miami Art Museum has been renamed owing to a substantial donation from Jorge Pérez

The museum will be able to exhibit its entire collection of 800 international 20th and 21st century works of art in all mediums, with a special emphasis on art of the Americas, to the general public for the first time. Pérez will also donate a portion of his Latin American art collection valued at more than US\$15m (£9.6m, €12m) to the museum's permanent collection.

The three-storey museum building will sit on an elevated platform and below a canopy, which will create shaded plazas.

Vegetation will be built into the columns supporting the canopy, as part of a strategy to "bring the park into the museum".

Pérez Art Museum Miami is being constructed on a 29-acre (12-hectare) green space overlooking Biscayne Bay, which is also being overhauled to feature public gardens and sculptures.

PAAM will share the Museum Park with the Miami Science Museum (see above).

★ [www.miamiartmuseum.org](http://www.miamiartmuseum.org)



The US Freedom Pavilion will house exhibits used by the US military during WWII

## NATIONAL WWII MUSEUM

New Orleans, Louisiana, USA

■ OPENING 2012-13

The US\$300m (£191.5m, €239.7m) expansion of the National WWII Museum in New Orleans, Louisiana, has entered the next phase following the topping off of the US Freedom Pavilion: The Boeing Center.

Scheduled to open later this year, the US\$35m (£22.3m, €28m) US Freedom Pavilion will be home to a broad variety of exhibits used by the US military during WWII. These will include a number of restored airplanes – such as the heavy bomber B-17G Flying Fortress – and an interactive submarine experience based on the final mission of the USS Tang. Exhibits will also tell the human story,

highlighting the contributions of all the branches of service in WWII.

The next phase will be the establishment of a set of new permanent galleries called Campaigns of Courage. Scheduled for a 2013 opening, the 2,900sq m (31,430sq ft) galleries will explore the Allied campaigns in Asia, the Pacific, and the European theatres of war. Exhibits will examine the evolving strategy for fighting on two continents while delving into the cultural differences and extreme weather conditions that service members faced.

Visitors will receive an imprinted “dog tag”, allowing them to follow the journey of an actual participant in the war. Guests will be able to track the actions of their “character” through a number of interactive kiosks throughout the exhibits for a more personal and engaging view of the war.

➤ [www.ddaymuseum.org](http://www.ddaymuseum.org)



The museum will be dedicated to sport

## FIFA MUSEUM

Zurich, Switzerland

■ OPENING TBC

FIFA, the international governing body for football, is planning to establish a new museum dedicated to the sport as part of an expansion of its Zurich base in Switzerland.

FIFA's executive committee has agreed to invest approximately CHF180m (£119.7m, €149.8m, US\$187.5m) in the project.

The museum will comprise 3D animations, interactive experiences and a wide range of items relating to the history of football, while an extension will feature a café and a crèche.

Switzerland-based architect Tilla Theus will design the project, following his involvement in the creation of the existing FIFA headquarters' building on the outskirts of the city.

The design plans will require validation from Zurich Municipal Council before the museum development can go ahead.

★ [www.fifa.com](http://www.fifa.com)

CREDIT: MCAVIGLIA



The speech balloon-shaped structures will be surrounded by parks

## CHINA COMIC AND ANIMATION MUSEUM

Hangzhou, China

■ OPENING TBC

The €92m (£73.5m, US\$115.2m) China Comic and Animation Museum (CCAM) being built in Hangzhou, China, has been designed by architects MVRDV.

Comprising eight speech balloon-shaped structures and covering 44 acres (13.7 hectares), the development will include a series of parks on islands, a public

plaza and a 13,000sq m (139,930sq ft) convention centre. It will also boast three theatres/cinemas with an overall 1,100 seating capacity and a comic book library. One of the eight balloons will feature an interactive experience to enable visitors to experiment with animation techniques and it will also boast a giant 3D zoetrope.

The façade of the museum will be covered in a cartoon relief referring to a Chinese vase, while the monochrome white concrete façade will allow the speech balloons to function and texts to be projected onto the façade.

★ [www.mvrdv.nl](http://www.mvrdv.nl)

Massive redevelopment plans are underway at the National WWII Museum in New Orleans and the National Army Museum and Imperial War Museums in London

## NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE

Washington DC, USA

■ OPENING 2012-2016

President Barack Obama attended the ground-breaking ceremony of the US\$500m (£319.2m, €400m) National Museum of African American History and Culture (NMAAHC) at the Smithsonian Institution in February.

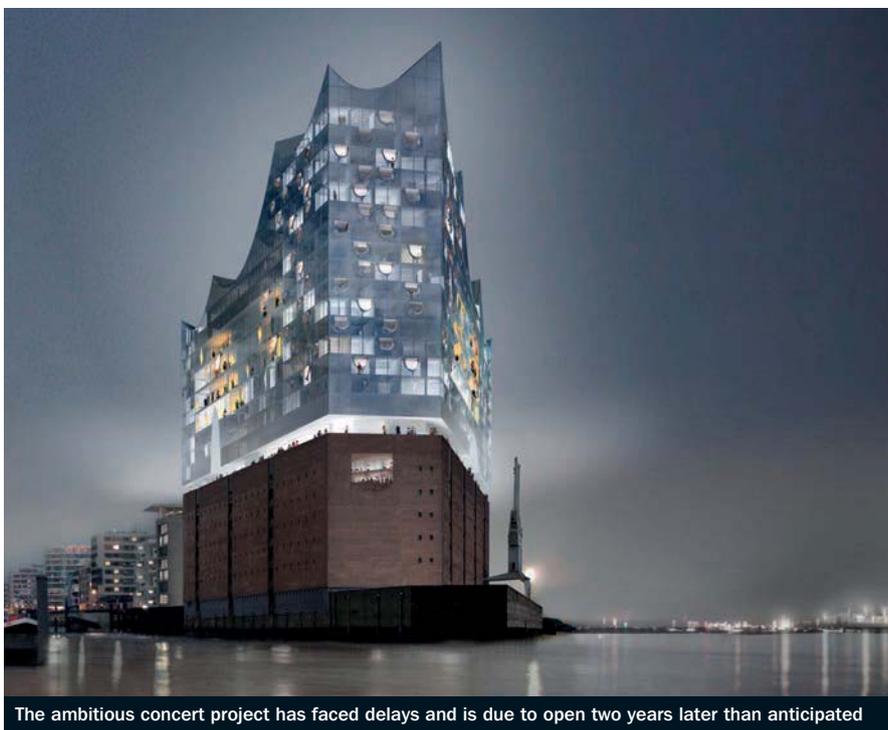
The 35,300sq m (380,000sq ft) museum charting the history of the black people in America will have a three-tiered bronze “Corona”.

FreelonAdjayeBond/SmithGroup has been selected as the museum’s architectural and engineering firm and construction will kick off this summer, with the development expected to take three years.

The museum’s inaugural exhibitions – designed by Ralph Appelbaum Associates in collaboration with the museum’s curators and historians – will focus on history, culture and community. Exhibits will be titled: Slavery and Freedom; Defending Freedom, Defining Freedom: The Era of Segregation; Beyond 1968; Power of Place; Making a Way Out of No Way; Military History; Sports: Leveling the Playing Field; and Musical Crossroads.

Additional exhibits will focus on cultural expressions and visual arts.

★ <http://nmaahc.si.edu>



The ambitious concert project has faced delays and is due to open two years later than anticipated

IMAGES: HERZOG & DE MEURON

## ELBPHILHARMONIE CONCERT HALL

Hamburg, Germany

■ OPENING 2014

Elbphilharmonie Hamburg in Germany will accommodate three concert halls and a 37m (121ft)-high glazed plaza offering 360° panoramic views of the city, in addition to a hotel, residential apartments, restaurants and bars, and a wellness area.

Designed by Herzog & de Meuron, the concert auditorium will be centered on an acoustically isolated 2,150-seat Grand Hall, resting upon huge steel springs,

complemented by a 550-capacity Recital Hall suited to chamber music and a 170-seat Kaistudio for contemporary and experimental music, children’s concerts, and orchestral and choir rehearsals.

Built on the red-brick foundations of an old cocoa bean warehouse, the 21,500sq m (231,400sq ft) glazed upper levels will rise up to a wave-shaped roof mirroring the water below in the harbour. The foundations will house Das Klingende Museum, rehearsal rooms and a garage.

This ambitious project has been delayed in its design and development owing to its complexity, pushing back the original opening date of 2012 to 2014 at the earliest.

★ [www.elbphilharmonie.com](http://www.elbphilharmonie.com)

**SAINT LOUIS ART MUSEUM, US**

St Louis, Missouri, USA

■ OPENING 2013

Significant progress has been made on the 18,600sq m (200,000sq ft) expansion project at St Louis Art Museum in Missouri, despite a 12-month delay owing to the economic downturn.

The US\$130.5m (£83.3m, €104m) project, designed by architects David Chipperfield, will expand the museum's gallery and public space by 30 per cent to provide new galleries, as well as a new museum shop, an auditorium, an education centre and a 140-seat restaurant overlooking Art Hill in Forest Park.

The new wing will be wrapped in full-height panels of concrete, glass and metal and will feature huge windows, providing views of the surrounding parkland.

A mid-2013 grand opening of the new Museum Campus is anticipated.



The museum's existing gallery and public space will almost treble in size

Saint Louis is one of the nation's leading art museums with collections that include works of art of exceptional quality from virtually every culture and time period. Areas of notable depth include Oceanic art, pre-Columbian art, ancient Chinese bronzes and European and American art of the late 19th and 20th centuries.

✦ [www.slam.org](http://www.slam.org)



SAINT LOUIS ART MUSEUM

**GRAND EGYPTIAN MUSEUM**

Giza, Egypt

■ OPENING 2015

The US\$550m (£351.1m, €439.4m) Grand Egyptian Museum being built next door to the pyramids at Giza will house a museum connected to a conference centre via a courtyard accommodating a 121-tonne statue of Rameses II.

It will comprise 24,000sq m (258,300sq ft) of exhibition space



The geometric facade will be illuminated

devoted to Egyptian history – including the Tutankhamen collection housed in the Egyptian Museum in Cairo and the Solar Boat housed beside the pyramids – and

an 800-seat auditorium. Nearby buildings will house a restaurant.

The dramatic main façade will feature an 800m (2,620ft)-long translucent stone wall created from a series of triangles creating a geometric pattern, rising in places to 40m (131ft) and illuminated by dramatic lighting. Extensive gardens at the 124-acre (50-hectare) site will provide parkland.

The project has proved to be a tough undertaking, pushing back the original opening date from 2013 to 2015.

✦ [www.hparc.com](http://www.hparc.com) / [www.arup.com](http://www.arup.com)



A wall of stone funerary blocks will form a barrier between the galleries and restoration area



## MUSÉE DE LA ROMANITÉ

Narbonne, France

■ OPENING TBC

Foster + Partners and museum designer Adrien Gardere are designing a new museum for Roman artefacts in Narbonne.

The single-storey museum will feature a collection of more than 1,000 ancient stone relief funerary blocks, excavated nearby, to create a natural barrier between the public galleries featuring permanent and temporary exhibitions and the private restoration spaces. The building will also accommodate a multimedia education centre, a library and a wide public plaza.

★ [www.fosterandpartners.com](http://www.fosterandpartners.com)



A series of tree huts will each incorporate an exhibition

## CHILDREN'S INTERACTIVE MUSEUM

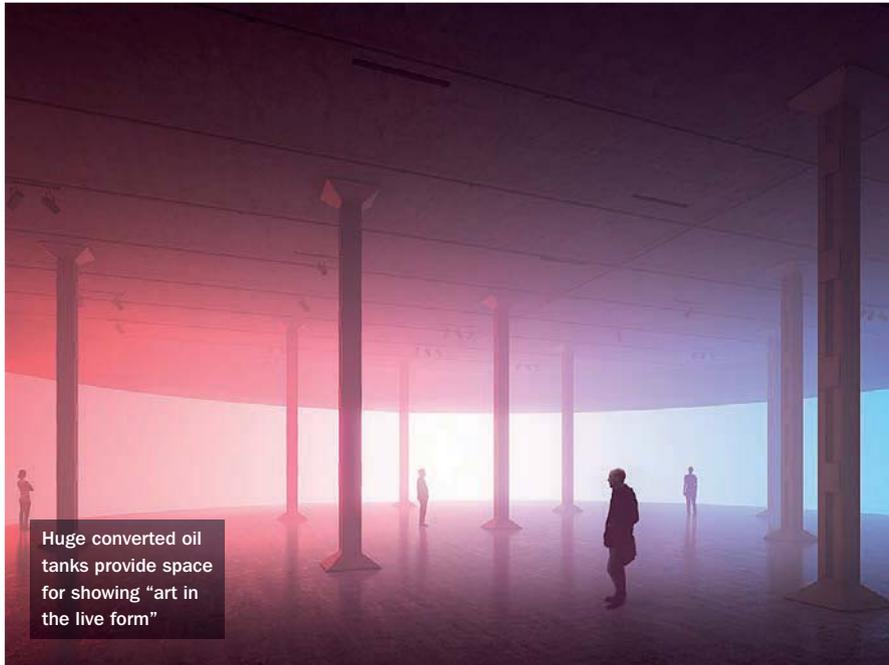
Riyadh, Saudi Arabia

■ OPENING 2014

The Children's Interactive Museum in the King Abdullah Financial District of Riyadh will open in 2014.

Designed by Henning Larsen Architects, the 14,000sq m (150,700sq ft) museum will feature a series of differently sized tree huts, with each hut incorporating an exhibition. The aim is to fire the imagination of visitors via stories and play.

★ [www.henninglarsen.com](http://www.henninglarsen.com)



Huge converted oil tanks provide space for showing “art in the live form”

## TATE MODERN

London, UK

■ OPENING 2012-2016

Phase two of the Tate Modern £215m (€156.4m, US\$195.8m) redevelopment project will provide more floors of galleries and increase the art gallery’s exhibition space by 70 per cent. It is due for completion in 2016 and beyond.

Designed by Herzog & de Meuron, the massive extension will include the creation of a spectacular new building adjoining the existing Tate Modern to the south.

Phase one of the expansion plans – the world’s first permanent exhibition space for live art, installation and perfor-

mance works within the former London power station’s oil tanks – was unveiled in July to coincide with the London 2012 Cultural Olympiad.

The circular spaces (vacant since the Bankside Power Station was decommissioned in 1981) span 30m (98ft) across by 7m (23ft) high. The first exhibition features Korean artist Sung Hwan Kim and will host the 15-week Art in Action festival.

According to Tate Trustees, phase one was made possible by donations, who so far have raised over three quarters of the total capital costs. Adding to private donations, Tate has received £50m (€62.6m, US\$78.3m) from the government and a further £7m (€8.8m, US\$11m) from the Greater London Authority.

★ [www.tate.org.uk](http://www.tate.org.uk)

## MUSEUM OF MATHEMATICS (MOMATH)

New York City, New York, USA

■ OPENING 2012

MoMath is on schedule to open this autumn, near Madison Square Park in New York, US. The museum will be entirely dedicated to mathematics and will focus on hands-on learning via engaging exhibits, puzzles, games and prizes. The museum has received a US\$2m (£1.3m, €1.6m) grant from Google.

★ <http://momath.org>

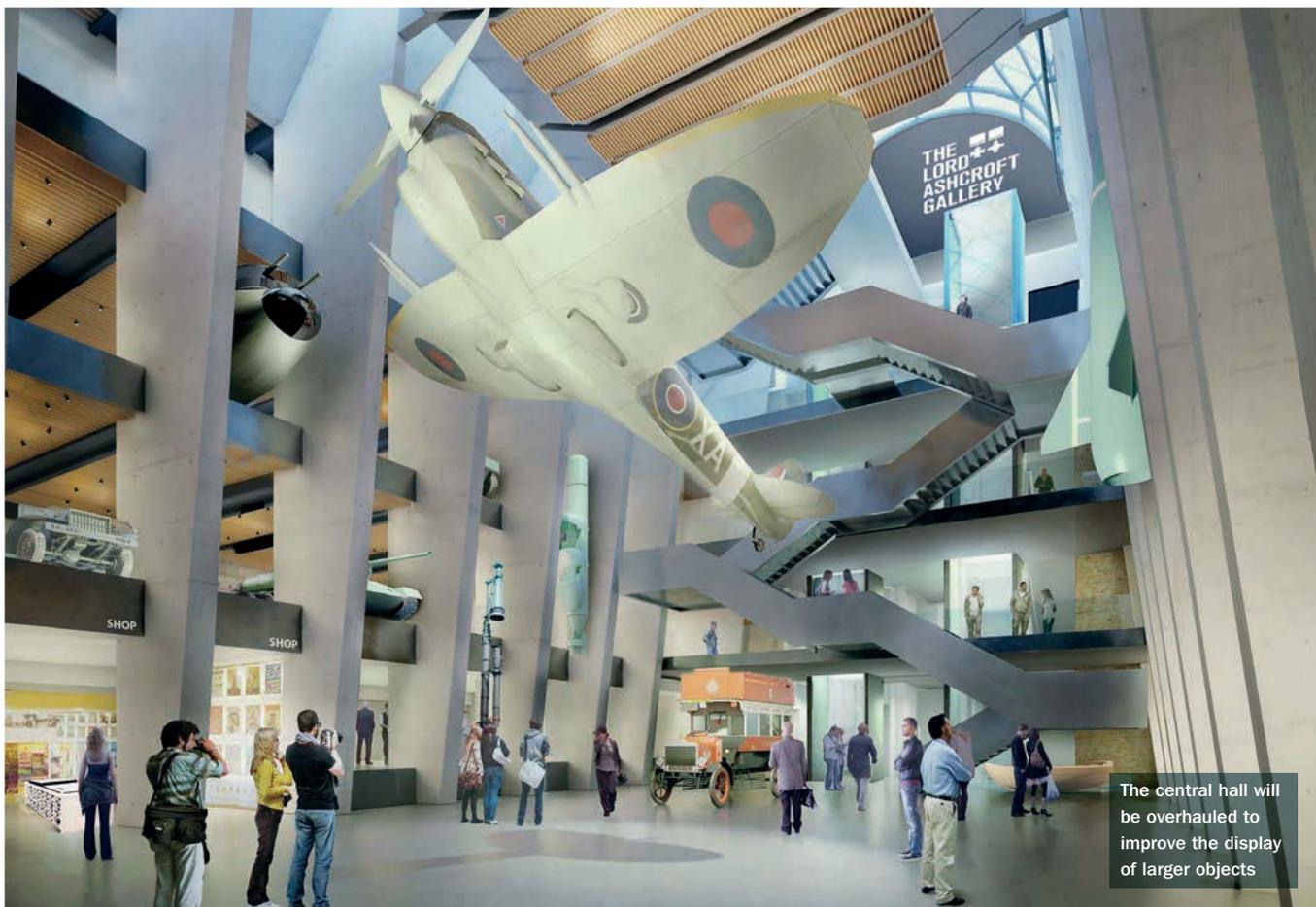
## BALTIMORE MUSEUM OF ART (BMA)

Baltimore, Maryland, USA

■ OPENING 2012

The first phase of the US\$24m (£15.3m, €19.2m) Baltimore Museum of Art museum project in Baltimore is near completion, with the opening of the renovated and re-installed contemporary wing. Dozens of recent acquisitions will be exhibited when the contemporary galleries reopen, as well as three dedicated spaces for changing exhibitions, including a black box gallery for film, video and digital presentations.

★ [www.artbma.org](http://www.artbma.org)



The central hall will be overhauled to improve the display of larger objects

## IMPERIAL WAR MUSEUM

London, UK

■ OPENING 2014

Imperial War Museum (IWM) has submitted a listed building and planning application to Southwark Council to transform its flagship branch in south London.

The proposals focus on the first phase of a longer term masterplan for IWM London, drawn up in partnership with renowned UK-based architects Foster + Partners. Lend Lease Construction has been confirmed as the construction management contractor on the scheme, which also involves exhibition designer Casson Mann.

The plans will see new, larger First World Galleries created in order to enable IWM London to display more of its collection,

while its central hall is set to be completely overhauled. New central hall terrace displays for improved interpretation of the museum's larger objects also form part of the project, along with additional gallery space at the top of the attraction.

Work is to be completed in 2014 to commemorate the Centenary of the outbreak of the First World War.

➤ [www.iwm.org.uk](http://www.iwm.org.uk)



Visitors can jam at interactive stations

## NATIONAL BLUES MUSEUM

St Louis, Missouri, USA

■ OPENING TBC

A new National Blues Museum is being proposed for St Louis, Missouri, US, as part of plans to reinvigorate the city's riverfront area.

The museum will feature interactive exhibits, 2,320sq m (25,000sq ft) of programming space and a 100-seat theatre. The central hub will be The Blues Lab, housing a number of interactive stations, where visitors can try out and record their 'jamming' skills.

The Icons/Legends and Timeline exhibits will chart the history of blues music by presenting imagery, artefacts and interactive tables. A variety of public programmes and members-only activities will also encourage repeat visits to the museum.

The museum is to be a centre-piece for the US\$500m (£319.2m, €400m) Gateway Arch park rehabilitation programme.

★ [www.nationalbluesmuseum.org](http://www.nationalbluesmuseum.org)



The cultural complex is just one of numerous large projects planned for the Albanian capital

## ALBANIAN MUSEUM COMPLEX

Tirana, Albania

■ OPENING TBC

Architects BIG and builder Buro Happold are among the team developing a new 27,000sq m (290,625sq ft) cultural centre and museum in Tirana, Albania.

The complex will include a Museum of Religious Harmony, an Islamic cultural and heritage centre, and a mosque.

The winning entry was selected from a shortlist of five finalists: Spanish Architect Andreas Perea Ortega; Architecture Studio from France; Dutch SeARCH and London-based Zaha Hadid.

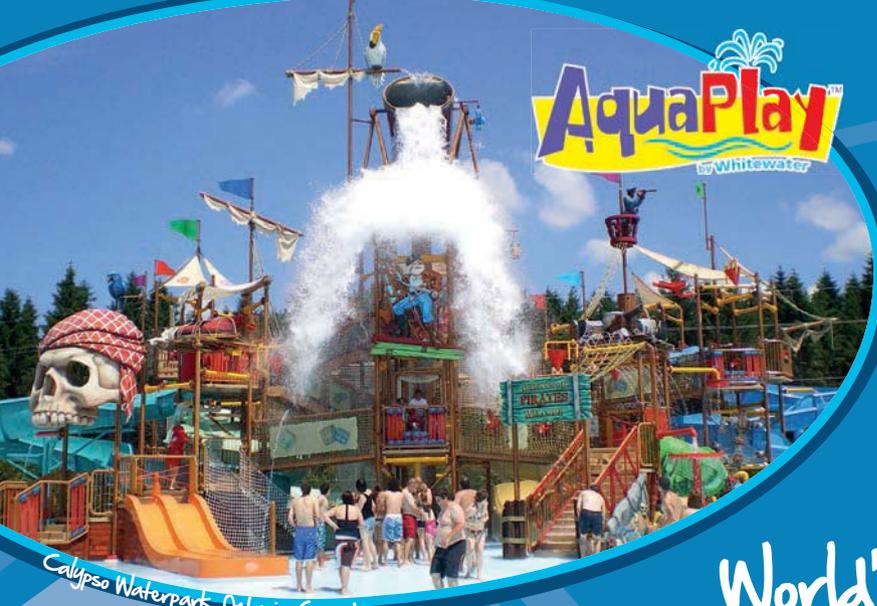
The plans comprise one part of numerous large projects planned for the Albanian capital, Tirana, which is undergoing a large-scale urban transformation. The government is investing huge amounts in

the restoration and refurbishment of existing buildings, the construction of a series of new public and private urban structures, and the complete reconceptualisation of the city's Scanderbeg Square. The square will be the site of the new cultural complex and plans include opening up a series of plazas to serve as an urban extension of the place of worship.

★ [www.big.dk](http://www.big.dk)



Scanderbeg Square is to be revamped



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**Waves**  
by whitewater

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Waterville, Gulf Shores, AL

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The Waterpark Company

**5-9 AUGUST 2012****SIGGRAPH 2012**

Los Angeles Convention Center,  
LA, California, USA

SIGGRAPH 2012 will bring thousands of computer graphics and interactive technology professionals from six continents to Los Angeles for the industry's most respected technical and creative programmes focusing on research, science, art, animation, music, gaming, interactivity, education and the web. This year will see the introduction of SIGGRAPH Mobile – a first-time SIGGRAPH programme showcasing the incredible advancements in the field of mobile graphics and apps.

Tel: +1 630 434 7779

Email: [online form](mailto:online_form)

<http://s2012.siggraph.org>

**8-13 SEPTEMBER 2012****Association of Zoos & Aquariums (AZA) Annual Conference 2012**

Phoenix Convention Center,  
Phoenix, Arizona, USA

The premier event for zoo and aquarium professionals, AZA's Annual Conference brings together leaders in our community for six days of networking with peers; exploration of new ideas and best practices; sharing of successful programmes; and learning about new technology, products and services. Attendees are guaranteed to be challenged with vibrant speakers from inside and outside the community, expert-led educational programming, face-to-face meetings with colleagues, and more than 130 service providers in the exhibit hall, as well as networking and social events.

Tel: +1 301 562 0777 (ext. 247)

Email: [cwallen@aza.org](mailto:cwallen@aza.org)

[www.aza.org](http://www.aza.org)

**10-11 SEPTEMBER 2012****Event Organisers Summit**

Grange Tower Bridge Hotel, London, UK

The international summit is specifically organised for executives, managers, directors and buyers directly responsible for the purchase of products and services for their organisation's events.

Tel: +44 1992 374 100

Email: [enquiries@forumevents.co.uk](mailto:enquiries@forumevents.co.uk)

[www.forumevents.co.uk](http://www.forumevents.co.uk)

**18-20 SEPTEMBER 2012****Giant Screen Cinema Association (GSCA) Conference**

Esquire IMAX Theatre,  
Sacramento, California, USA

The GSCA allows industry-related individuals and members with an opportunity to preview new films, films in production and films in development. The conference also provides networking opportunities and professional development sessions.

Tel: +1 540 872 3905

Email: [tammy@giantsscreencinema.com](mailto:tammy@giantsscreencinema.com)

[www.giantsscreencinema.com](http://www.giantsscreencinema.com)

**18-20 SEPTEMBER 2012****Leisure Industry Week (LIW)**

NEC, Birmingham, UK

Since launching in 1989, Leisure Industry Week has established itself as the trade show for the UK out of home leisure sector. It represents the entire spectrum of leisure operators, including health clubs, theme parks, gyms, play centres, sports clubs, farm parks and bars. The annual event is free to visitors who have pre-registered.

Tel: +44 20 7955 3969

Email: [Jonny.Sullens@ubm.com](mailto:Jonny.Sullens@ubm.com)

[www.ubm.com](http://www.ubm.com)

**19-21 SEPTEMBER 2012****SATE 2012 – Themed Entertainment Association (TEA) Summit**

Newport Bay Hotel, Disneyland  
Paris, Paris, France

The theme for SATE 2012 is Cultural Diversity in Themed Entertainment: Obstacle or Opportunity? We address the question – Armed with the storytelling techniques, architectural standards, and technologies of globalization, is 'themed entertainment' contributing to unproductive stereotypes, highlighting our cultural differences, or is it giving our global community a tremendous opportunity to find new ways of expression through its diversity?

Tel: +1 818 843 8497

Email: [info@teaconnect.org](mailto:info@teaconnect.org)

<http://teaconnect.org/2012>

**24-28 SEPTEMBER 2012****Museums Australia – National Conference 2012**

University of Adelaide, Adelaide,  
South Australia, Australia

A major event on the calendar in Australia, the national conference attracts around 500 delegates, including leading museum professionals from around the world. The sixteenth conference will be themed Research and Collections in a Connected World and look at how museums and galleries can contribute to the needs of a world awash with information but hungry for meaning? To address this important and timely question, the diverse programme of events will explore the potential of research by museums, with museums and about museums.

Tel: +61 2 6281 6624

Email: [conference@conlog.com.au](mailto:conference@conlog.com.au)

<http://ma2012.org.au>

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MILAN ORLANDO UK

## 30 SEPTEMBER - 3 OCTOBER 2012

### 12th World Leisure Congress

Palacongressi di Rimini, Rimini, Italy

The congress attracts academics, educators, students, researchers and professionals working in leisure, recreation, tourism and sports to discuss the academic, social and political issues surrounding the theme Leisure and Transformation.

Tel: +39 541 711 513

Email: [segreteria@riminiworldleisure.com](mailto:segreteria@riminiworldleisure.com)  
[www.riminiworldleisure.com](http://www.riminiworldleisure.com)

## 2-5 OCTOBER 2012

### World Waterpark Association (WWA) – 32nd Annual Symposium & Trade Show

Paris Hotel & Conference Center,  
Las Vegas, Nevada, USA

WWA features sessions on topics related to all segments of the waterpark industry. The comprehensive waterpark educational programme offers over 50 seminars and workshops on water leisure topics.

Tel: +1 913 599 0300

Email: [wwamemberinfo@waterparks.org](mailto:wwamemberinfo@waterparks.org)  
[www.waterparks.org](http://www.waterparks.org)

## 9-11 OCTOBER 2012

### Euro Attractions Show (EAS) 2012

Messe Berlin, Berlin, Germany

The event attracts operators interested in learning how best to increase revenue at their attraction, provide a better service, improve profit and attract more guests. EAS features more than 300 exhibitors, seminars and workshops. Around 8,000 visitors from 100 countries attend the annual event, which is organised by IAAPA.

Tel: +32 2401 6161

Email: [jwahl@IAAPA.org](mailto:jwahl@IAAPA.org)  
[www.IAAPA.org/europe](http://www.IAAPA.org/europe)

## 11 OCTOBER 2012

### Annual National Conference of Visitor Attractions (VAC) 2012

Queen Elizabeth II Conference Centre,  
London, UK

The eighth event run by the industry, for the industry and firmly established as the place to meet and network with contemporaries and participate in an innovative and stimulating programme. Topics will include Attractions Performance 2011 – Prospects for 2012 and the Future Outlook, People Power... Bringing Attractions Alive, Making More Money, and Marketing Magic.

Tel: +44 20 8748 8868

Email: [info@vac2012.co.uk](mailto:info@vac2012.co.uk)  
[www.vac2012.co.uk](http://www.vac2012.co.uk)

## 17-18 OCTOBER 2012

### Showman's Show 2012

Newbury Showground, Berkshire, UK

A comprehensive exhibition of products, services and entertainment for the outdoor and special events sectors. The show attracts almost 5,000 visitors over two days and has in excess of 340 exhibitors showcasing structures, equipment and entertainment products and services demanded by the events industry.

Tel: +44 1747 854 099

Email: [info@showmans-directory.co.uk](mailto:info@showmans-directory.co.uk)  
[www.showmans-directory.co.uk](http://www.showmans-directory.co.uk)

## 6 NOVEMBER 2012

### BISL Annual Conference

Lord's Cricket Ground, London, UK

The strategic body representing the private sector in the sport and leisure industry.

Tel: +44 20 8255 3782

Email: [amanda.fry@bisl.org](mailto:amanda.fry@bisl.org)  
[www.bisl.org](http://www.bisl.org)

**8-9 NOVEMBER 2012**

### **Museums Association (MA) Annual Conference**

Edinburgh International Conference  
Centre, Edinburgh, UK

The professional association for UK museums and heritage sites brings together over 1,500 senior staff to discuss the latest issues, learn about best practice and meet leading suppliers and consultants.

Tel: **+44 20 7426 6945**

Email: [lorraine@museumsassociation.org](mailto:lorraine@museumsassociation.org)  
[www.museumsassociation.org](http://www.museumsassociation.org)

**12-16 NOVEMBER 2012**

### **IAAPA Attractions Expo 2012**

Orange County Convention Center,  
Orlando, Florida, USA

The show floor, 85 educational sessions and networking events will provide opportunities for important connections, new ideas and innovative product discoveries.

Tel: **+1 703 836 4800**

Email: [PCroteau@iaapa.org](mailto:PCroteau@iaapa.org)  
[www.iaapa.org](http://www.iaapa.org)

**28 NOVEMBER - 1 DECEMBER 2012**

### **SIGGRAPH ASIA 2012**

Singapore EXPO Convention and  
Exhibition Centre, Singapore

The fifth conference will showcase products and services from various sectors related to the computer graphics and interactive technology sector. See exciting new developments in technology and offerings from vendors of hardware, software and services. Production houses and studios also recruit at the SIGGRAPH ASIA event.

Tel: **+65 6500 6725**

Email: [online form](mailto:online form)  
[www.siggraph.org/asia2012](http://www.siggraph.org/asia2012)

[www.attractionshandbook.com](http://www.attractionshandbook.com)

**17-19 DECEMBER 2012**

### **3rd International Architectural Conservation Conference**

Dubai World Trade Centre, Dubai, UAE

Aiming to expand knowledge on recent concepts and approaches in the conservation of cultural heritage, 3IACCE invites regional and international visitors, exhibitors, sponsors and speakers to come together and meet curators, managers and directors of heritage, museum and cultural attractions across the Middle East.

Tel **+971 2 401 2777**

Email: [info@architecturalconservation.info](mailto:info@architecturalconservation.info)  
[www.architecturalconservation.com](http://www.architecturalconservation.com)

**22-24 JANUARY 2013**

### **EAG International Expo**

ExCel, London, UK

The fourth expo aims to attract around 6,000 visitors from around 45 countries. It will showcase new innovative products from 180 manufacturers and suppliers representing every sector of the coin-operated, amusement and attractions industries. EAG is supported by BALPPA and Euromat.

Tel: **+44 1582 767 254**

Email: [karencooke@eagexpo.com](mailto:karencooke@eagexpo.com)  
[www.eagexpo.com](http://www.eagexpo.com)

**29-31 JANUARY 2013**

### **IAAPI Amusement Expo 2013**

Pragati Maidan, New Delhi, India

The Indian Association Of Amusement Parks & Industries (IAAPI) is an apex body representing the interests of a diverse range of amusement and leisure business in India. This is the 13th expo.

Tel: **+91 99674 99933**

Email: [aarti@iaapi.org](mailto:aarti@iaapi.org)  
[www.iaapi.org](http://www.iaapi.org)

**IAAPA Best New Product & Impact  
Award 2011**

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Photo Courtesy of Beachpark



## 25 FEBRUARY - 1 MARCH 2013

### TED 2013 & TEDActive 2013

Long Beach & Pal Springs, California, USA

This year, the Technology, Entertainment, Design conference is staging a global talent search to bring together the most remarkable line up in TED's history. A series of special TED salons in cities around the world will enable us to discover a broad new array of thinkers and doers. And the best will be invited to California in February 2013 to share their work with the world. Welcome to TED2013: The Young. The Wise. The Undiscovered.

Tel: **212 346 9333**

Email: **online form**

<http://conferences.ted.com/TED2013>

## 12-13 MARCH 2013

### Retail Business Technology Expo 2013

Earl's Court, London, UK

The programme features 130 presentations, debates, discussions and panels on multichannel, eCommerce, internationalisation, loss prevention and fraud, stores, operations, logistics and marketing.

Tel: **+44 (0)20 8874 2728**

Email: **nick@retailbusinesstechnologyexpo.com**

[www.retailbusinesstechnologyexpo.com](http://www.retailbusinesstechnologyexpo.com)

## 14-15 MAY 2013

### Museums + Heritage Show 2013

Olympia, London, UK

The show features the latest industry developments, products and policies affecting museums, galleries, historic houses and other cultural and heritage attractions.

Tel: **+44 (0)1905 724 734**

Email: **felicity@everyevent.co.uk**

[www.museumsandheritage.com](http://www.museumsandheritage.com)

## 19-22 MAY 2013

### AAM Annual Meeting & Museum Expo

Baltimore Convention Center,  
Baltimore, Maryland, USA

The 107th expo is the largest gathering of museum professionals in the world. A new, crowd-sourced session proposal approach is being introduced for 2013 – calls for the proposals kicked off in July 2012.

Tel: **+1 202 289 1818**

Email: **registration@aam-us.org**

[www.aam-us.org](http://www.aam-us.org)

## 23-24 MAY 2013

### MuseumNext

Venue TBC, Amsterdam

MuseumNext focuses on social and digital media for the museum sector, showcasing best practice from some of the world's most exciting cultural institutions. The event attracts an international audience, with delegates from over 30 countries.

Tel: **+44 (0)191 261 9894**

Email: **jimrichardson2@mac.com**

[www.museumnext.org](http://www.museumnext.org)

## 4-7 JUNE 2013

### Asian Attractions Expo

Sands Expo & Convention Center,  
Marina Bay Sands, Singapore

The trade show attracts more than 4,500 attractions industry professionals, who gather to share ideas on how to increase profits, thrill guests and improve operations. The programme will showcase the latest industry developments, best practices and trends, with seminars on safety, employee engagement and social media.

Tel: **+1 703 836 4800**

Email: **convention@iaapa.org**

[www.iaapa.org](http://www.iaapa.org)

## 6-8 JUNE 2013

### Ecsite Annual Conference

Swedish Conference Centre,  
Gothenburg, Sweden

The event will focus on how science centres and museums can help future generations innovate for social well-being.

Tel: **+32 2 649 7383**

Email: **info@ecsite.eu**

[www.ecsite.eu](http://www.ecsite.eu)

## 10-13 JUNE 2013

### 9th Annual International Conference on Tourism

Venue TBC, Athens, Greece

The event will bring together scholars, researchers and students working in tourism.

Tel: **+30 210 36 34 210**

Email: **atiner@atiner.gr**

[www.atiner.gr/tourism.htm](http://www.atiner.gr/tourism.htm)

## TBC JUNE 2013

### Vision XS – The 9th Operators' Conference

Venue TBC, UK

The conference includes international speakers, case studies and workshops.

Tel: **+44 1235 420 327**

Email: **Patti@visionxs.com**

<http://conference.visionxs.co.uk>

## 9-12 JULY 2013

### AIM 2013

University of Wollongong,  
Wollongong, NSW, Australia

The exhibit represents the mechatronics, robotics, control and automation sector.

Tel: **+61 2 4221 4145**

Email: **gursel@uow.edu.au**

[www.aim2013.org](http://www.aim2013.org)

# ATTRACTIONS MANAGEMENT HANDBOOK

## ANALYSIS & TRENDS

TEA/AECOM Global Parks Report .....	p48
Mergers & Acquisitions .....	p52
Thea Awards 2012 .....	p56
3D + 4D Attractions .....	p72
Fashion Show .....	p76
Attracting Great Movies .....	p82



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**TEA/AECOM**

**Global**

**Parks Report**

The global theme park industry is riding the waves of the recession with sustained growth and record levels of visitor attendance at some parks, reports Dave Camp

**THEME PARK ADMISSIONS GROW**

One of the most remarkable characteristics of the industry is that through the longest, deepest recession ever encountered, it's been one of the few sectors that has been exhibiting sustained growth.

Despite, or perhaps due to, the tough economic times the global theme park industry is continuing to go from strength to strength. Total admissions to the world's top 25 theme parks rose to a new record volume in 2011. More than 196 million visits were made to these parks – almost four per cent more than in 2010 and a growth of over six per cent since 2007.

[www.attractionshandbook.com](http://www.attractionshandbook.com)



Last year saw visitor numbers to Harry Potter at Universal Orlando rise by 29 per cent, while Ocean Park in Hong Kong secured a 29 per cent growth rate

As shown in Table 1, Disney parks remain the most popular in the world and the only ones to attract more than 10 million visits annually. The impact of the Japanese tsunami can be seen in the data for the Tokyo Disney parks – despite being closed for over a month, they remained the third and fourth most visited parks in the world.

Most of the top 25 parks increased their visitor numbers in 2011 with some parks showing exceptional growth. The ongoing appeal of Harry Potter increased visitors to Universal's Islands of Adventure by 29 per cent in 2011 – on top of a 42 per cent rise in 2010. In two years, this rise has added up to almost 3.5 million additional visits. No wonder Universal aims to add Harry Potter lands to their parks in Hollywood and Japan.

The big growth in 2011 took place in Asia. Ocean Park in Hong Kong (28.7 per cent), Hong Kong Disneyland (14 per cent) and Nagashima Spa Land in Japan (30.3 per cent) all reported double-digit percentage attendance growth. The only other top 25 worldwide park to achieve this was SeaWorld California and Islands of Adventure in the USA. The impressive growth in Asian parks has resulted in attendance rates at the top 20 parks in Asia combined breaking the 100 million figure for the first time. North America still tops the geographic rankings, but Asia is catching up fast and if the pace of growth continues Asia will soon outshine North America.

**TABLE 1: TOP 25 AMUSEMENT PARKS/THEME PARKS WORLDWIDE (2010)**

Rank	Park and Location	% Change 2010/2011	Attendance 2011	Attendance 2010
1	Magic Kingdom at Walt Disney World, Lake Buena Vista, FL, USA	1.0%	17,142,000	16,972,000
2	Disneyland, Anaheim, CA, USA	1.0%	16,140,000	15,980,000
3	Tokyo Disneyland, Tokyo, Japan	-3.2%	13,996,000	14,452,000
4	Tokyo Disney Sea, Tokyo, Japan	-5.8%	11,930,000	12,663,000
5	Disneyland Park at Disneyland Paris, Marne-La-Vallée, France	4.7%	10,990,000	10,500,000
6	Epcot at Walt Disney World, Lake Buena Vista, FL, USA	0.0%	10,825,000	10,825,000
7	Disney's Animal Kingdom at Walt Disney World, Lake Buena Vista, FL, USA	1.0%	9,783,000	9,686,000
8	Disney's Hollywood Studios at Walt Disney World, Lake Buena Vista, FL, USA	1.0%	9,699,000	9,603,000
9	Universal Studios Japan, Osaka, Japan	4.2%	8,500,000	8,160,000
10	Islands of Adventure at Universal Orlando, FL, USA	29.0%	7,674,000	5,949,000
11	Ocean Park, Hong Kong SAR	28.7%	6,955,000	5,404,000
12	Everland, Gyeonggi-Do, South Korea	-4.6%	6,570,000	6,884,000
13	Disney's California Adventure, Anaheim, CA, USA	1.0%	6,341,000	6,278,000
14	Universal Studios at Universal Orlando, FL, USA	2.0%	6,044,000	5,925,000
15	Hong Kong Disneyland, Hong Kong SAR	13.5%	5,900,000	5,200,000
16	Nagashima Spa Land, Kuwana, Japan	30.3%	5,820,000	4,465,000
17	Lotte World, Seoul, South Korea	4.1%	5,780,000	5,551,000
18	SeaWorld Florida, Orlando, FL, USA	2.0%	5,202,000	5,100,000
19	Universal Studios Hollywood, Universal City, CA, USA	2.0%	5,141,000	5,040,000
20	Walt Disney Studios Park at Disneyland Paris, Marne-La-Vallée, France	4.7%	4,710,000	4,500,000
21	Europa Park, Rust, Germany	5.9%	4,500,000	4,250,000
22	SeaWorld California, San Diego, CA, USA	13.0%	4,294,000	3,800,000
23	Busch Gardens Tampa Bay, Tampa, FL, USA	2.0%	4,284,000	4,200,000
24	De Efteling, Kaatsheuvel, the Netherlands	3.1%	4,125,000	4,000,000
25	Tivoli Gardens, Copenhagen, Denmark	7.2%	3,963,000	3,696,000
<b>TOTAL</b>		<b>3.8%</b>	<b>196,308,000</b>	<b>189,083,000</b>

Attendance figures are estimates, based on company information, annual reports, published information and from reliable TEA/AECOM industry and tourism sources. Per cent changes for 2011 for certain parks are based on adjusted/updated figures for 2010, thus not directly comparable to the published TEA/AECOM list for 2010/09 or previous reports. Source: TEA and AECOM.

## HOT NUMBERS

### KEY FACTS

- 196 million visits to world's top 25 theme parks in 2011; 3.8 per cent rise
- 337 million visits to attractions run by top 10 operating groups in 2011; 4.6 per cent rise
- 127 million visits to top 20 North American theme parks in 2011; 2.9 per cent rise
- 103 million visits to top 20 Asian theme parks in 2011; 7.5 per cent rise
- 58 million visits to top 20 European theme parks in 2011; 2.8 per cent rise
- 24 million visits to world's top 20 water parks in 2011; 8.2 per cent rise



Sésame Aventura benefitted PortAventura

**TABLE 2: TOP 20 AMUSEMENT PARKS/THEME PARKS IN EUROPE (2011 & 2010)**

Rank	Park and Location	% Change 2010/2011	Attendance 2011	Attendance 2010
1	Disneyland Park at Disneyland Paris, Marne-La-Vallée, France	4.7%	10,990,000	10,500,000
2	Walt Disney Studios Park at Disneyland Paris, Marne-La-Vallée, France	4.7%	4,710,000	4,500,000
3	Europa Park, Rust, Germany	5.9%	4,500,000	4,250,000
4	De Efteling, Kaatsheuvel, the Netherlands	3.1%	4,125,000	4,000,000
5	Tivoli Gardens, Copenhagen, Denmark	7.2%	3,963,000	3,696,000
6	Port Aventura, Salou, Spain	15.5%	3,522,000	3,050,000
7	Liseberg, Gothenburg, Sweden	0.0%	2,900,000	2,900,000
8	Gardaland, Castelnovo Del Garda, Italy	1.8%	2,850,000	2,800,000
9	Alton Towers, UK	-5.5%	2,600,000	2,750,000
10	Legoland Windsor, UK	0.0%	1,900,000	1,900,000
11	Thorpe Park, UK	2.7%	1,900,000	1,850,000
12	Phantasialand, Germany	-5.4%	1,750,000	1,850,000
13	Futuroscope, Jaunay-Clan, France	-4.6%	1,741,000	1,825,000
14	Legoland Billund, Denmark	-3.0%	1,600,000	1,650,000
15	Parc Asterix, Plailly, France	-4.1%	1,595,000	1,663,000
16	Puy Du Fou, Les Epesses, France	2.0%	1,500,000	1,470,000
17	Mirabilandia, Savio, Italy	-1.6%	1,481,000	1,505,000
18	Gronalund, Stockholm, Sweden	12.1%	1,464,000	1,306,000
19	Slagharen, Harderberg, the Netherlands	-4.4%	1,400,000	1,464,000
20	Heide Park, Soltau, Germany	0.0%	1,350,000	1,350,000
<b>TOTAL</b>		<b>2.8%</b>	<b>57,841,000</b>	<b>56,279,000</b>

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### BOOST FOR EUROPEAN PARKS

European theme parks have continued to grow attendance levels despite the ongoing problems in the eurozone. An increase of almost three per cent over the top 20 parks in 2011 is something of a story of two halves – most of the top 10 parks saw admissions increase, while most of those in the bottom half of Table 2 saw declining or stable visitor levels.

The biggest growth was at PortAventura in Spain, where new owners InvestIndustriale opened a new Sesame Street-themed kiddie area called Sésamo Aventura, which

helped the park achieve a 16 per cent increase in visitors compared with 2010. Gronalund, Tivoli Gardens, Europa Park and Disney's Paris parks all saw above-average increases in attendance rates in 2011.

An ongoing feature of the European market is their onsite growth. The majority of the top 20 parks have their own hotels and these have helped them to increase visitor volumes. The recession has worked to the benefit of these hotels. When families cut back on summer holidays, theme park visits can become an extra-special treat by the inclusion of an overnight stay at an onsite hotel.

## OPERATOR GROWTH CONTINUES

While transactions have slowed down over the past few years, the strength of the theme park operator groups has continued to grow (see Table 3). An increase of almost five per cent in 2011 saw nearly 337 million visits being made to parks and attractions run by the top 10 theme park chains worldwide.

Merlin has consolidated its position as the second-most visited theme park chain worldwide, with a 13 per cent increase in visitor volumes in 2011. A similar growth rate at Universal parks saw them move into a clear third position. The only change in the order from 2010 was SeaWorld Parks overtaking Cedar Fair to move into sixth place.

Merlin is continuing to expand with the development of new midway attractions in various locations around the world and OCT Parks is building new sites in China, but most of the other groups are holding steady at the moment. We do not expect much in the way of transactions until the economy shows signs of picking up and capital becomes more readily available. The challenge facing the market is that the frenzy of activity pre-recession drove prices up to higher multiples than are currently considered appropriate, so some form of value correction may be needed for deals to start happening again.

## WHAT'S IN STORE FOR 2012?

Well the five-year old recession remains with us and shows little sign of ending; indeed there are worrying signs from Europe that, if the doom-mongers are to be believed, may indicate a further five years of grievance.

But if the past five years are anything to go by, as long as theme park operators around the world continue with their ongoing investment and strong marketing skills they should have less to worry about than businesses in other parts of the economy. ●



Attendance rates remained the same at Legoland Windsor, but fell by three per cent at the Billund site

**TABLE 3: TOP 10 THEME PARK CHAINS WORLDWIDE (2011 & 2010)**

Rank	Group	% Change 2010/2011	Attendance 2011	Attendance 2010
1	Walt Disney Attractions	0.7%	121,400,000	120,600,000
2	Merlin Entertainments Group	13.2%	46,400,000	41,000,000
3	Universal Studios Recreation Group	13.7%	30,800,000	27,100,000
4	Parques Reunidos	1.6%	26,218,000	25,800,000
5	Six Flags Inc	0.0%	24,300,000	24,300,000
6	SeaWorld Parks & Entertainment	5.4%	23,600,000	22,400,000
7	Cedar Fair Entertainment Company	2.6%	23,400,000	22,800,000
8	OCT Parks China	12.6%	21,731,000	19,300,000
9	Herschend Entertainment	-1.0%	9,500,000	9,600,000
10	Compagnie des Alpes	2.4%	9,212,000	9,000,000
<b>TOTAL</b>		<b>4.6%</b>	<b>336,561,000</b>	<b>321,900,000</b>

Attendance figures are estimates, based on company information, annual reports, published information and from reliable TEA/AECOM industry and tourism sources. Per cent changes for 2011 for certain parks are based on adjusted/updated figures for 2010, thus not directly comparable to the published TEA/AECOM list for 2010/09 or previous reports. Source: TEA and AECOM.



# Mergers & Acquisitions 2012

Nigel Bland explains why attractions remain interesting to investors, despite the economic backdrop

It has been another year of dire headlines about the state of the European economy and the constriction of the supply of capital. Whilst the United States showed some signs of recovery, massive national and personal debts slowed growth in Europe and pushed the UK into a double-dip recession. Although Asia's economies continued to expand, the growth rates were lower.

## MAJOR OPERATOR GROWTH

So, surely, theme parks and other visitor attractions should be struggling? Apparently not. The figures in Table 1 show that the top five operators all achieved like-for-like growth between 2010 and 2011, as indeed they did last year. This reflects a growth in both visits,

which were 1-2 per cent higher, and spend, which showed a 3-8 per cent rise.

French theme park operator Grévin et Cie found it slightly tougher, as did Spanish operator Aspro Ocio, in 2010 – possibly owing to a higher proportion of regional (rather than national) attractions. Even in Europe, where the economies were weakest, there was still growth for the major operators.

Additionally, the major charging UK heritage and wildlife attractions (see Table 2) posted a strong growth in total visits after a more mixed performance in 2010. This surprisingly robust performance was replicated in other areas of the leisure economy, with many of the major operators of theatres, cinemas and restaurants achieving growth; albeit relatively modest in some cases.

However, the outlook is considered by many to be more challenging. Forecast growth rates for all the major European economies in 2012/13 have been cut significantly and there is considerable uncertainty around the future of the Euro. A number of leisure companies have reported a difficult Q1 and many analysts believe it will be harder to achieve like-for-like growth this year.

## DRIVING M&A

Parques Reunidos made two acquisitions (see Table 3) earlier this year: Slagharen (one of the largest theme parks in the Netherlands) and Noah's Ark (one of the largest waterparks in the USA). This business was acquired in 2007 and has therefore been held for a relatively long time by private equity standards. Given the scale of the business, a trade buyer is unlikely and the larger secondary PE deals are constrained by lack of debt. So, the most likely exit may be a flotation. However, with new issues on public markets remaining few and far between, it may be a while before Arle Capital Partners is able to exit.

The same may also apply to the owners of Merlin (CVC / Blackstone / KIRKBI), which pulled back from a flotation in 2010 and are now looking at an exit in 2013/14. In the meantime they continue to build their

TABLE 1: PERFORMANCE OF THE MAJOR OPERATORS

Company	Sites (Dec 2011)	Countries	Visits 2011 (m)	Revenue growth rates (%)	
				2010-11	2009-10
Disney	13	4	120.0	10.0	1.0
Merlin Entertainment	77	19	47.3	18.1 <sup>1</sup>	4.1
Parques Reunidos	72	10	26.2	8.2	2.6
Six Flags	19	3	24.3	3.8	9.0
Cedar Fair	17	2	23.4	5.2	6.6
Aspro Ocio	40	8	9.0 <sup>2</sup>	n/a	(7.8)
Grévin et Cie	15	3	7.5	(0.2)	3.6

<sup>1</sup> Like-for-like growth: 7.9 per cent. <sup>2</sup> 2010. Source: annual accounts.



Since acquiring London and York Dungeons, Merlin has since expanded and owns 86 sites

**TABLE 2: PERFORMANCE OF MAJOR CHARGING UK ATTRACTIONS**

Attraction	Visits	Visit growth rates (%)	
	2011 (m)	2010-11	2009-10
Tower of London	2.5	5.9	1.9
Chester Zoo	1.4	11	(6.8)
Edinburgh Castle	1.3	8.0	1.0
Roman Baths	1.1	7.0	2.0
Stonehenge	1.1	9.0	2.0
London Zoo	1.1	7.9	(4.9)
Eden Project	1.0	0.1	(2.7)

Source: ALVA

Despite the double-dip recession, the top five operators of theme parks and attractions have experienced increased attendance numbers and a rise in visitor spending

**TABLE 3: MERGERS AND ACQUISITIONS IN 2012**

Date (2012)	Target	Country	Acquirer	Currency	Price	EBITDA	Multiple
January	Fort Fun	Germany	One World Group	€	6.0	0.56	10.8x
February	Living and Leisure	Australia	Merlin	Aus\$	244.0	34.0	7.2x
March	Noah's Ark	USA	Parques Reunidos	US\$	n/a	n/a	n/a
April	Slagharen	the Netherlands	Parques Reunidos	€	10.3	n/a	n/a
May	Great Wolf Resorts	USA	Apollo Global	US\$	794.0	83.0	9.6x

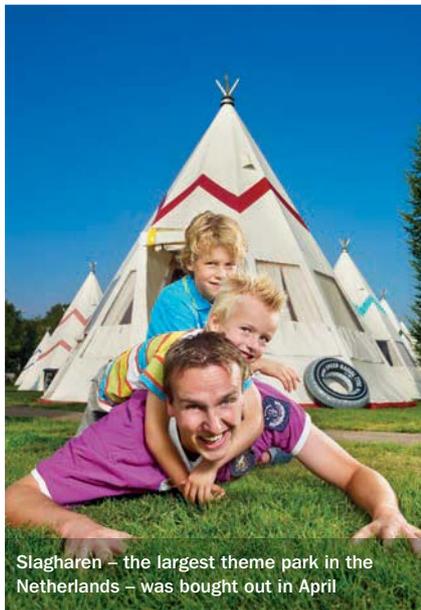
Source: press releases

portfolio with the acquisition of the nine attractions that comprise the Living and Leisure Group. Aspro Ocio also made their first acquisition in a while in July, buying the family leisure park Linnaeushof in the Netherlands.

Grévin completed its tidying up exercise with the disposal of Fort Fun to One World Group. Grévin has now sold off the attractions it felt were non-core and is looking to expand with an opening in Montreal, Canada, and a potential site in Prague, Czech Republic. In the UK, Ian Cunningham and Michael Enright have set up Livingstone Leisure Ltd, which acquired Birdland from the Trigg Family. There has been less M&A activity in the supply chain: Lo-Q (which was considering acquisitions this time last year) is focusing its investment on product development. Similarly, Best Union, which made a number of acquisitions in 2010, did not make any further buys in 2011.

Pricing for the two deals was 7.2x EBITDA for Living and Leisure and 10.8x EBITDA for Fort Fun; both higher than the multiples paid last year, which were in a range of 5.8x to 6.8x EBITDA. Despite all the economic challenges, pricing for good assets has remained strong over the last five years. This in part reflects the strong availability of equity capital which has compensated for reduced amounts of debt funding.

The interest of institutional equity in the larger business was shown by the bidding war



Slagharen – the largest theme park in the Netherlands – was bought out in April

between KSL Capital and Apollo Global Management. Apollo ultimately won, but had to pay 9.6x EBITDA for the hotel and waterpark business over Great Wolf Resorts.

We've also been approached by US Capital Funds looking to invest in the sector, which together with the interest from trade, makes it a good time to sell the larger destination leisure attractions. For smaller sites it is less easy, owing to less appetite for consideration or acquisition at this level. The acquirers of

A number of leisure companies have already reported difficult like-for-like growth rates in the first quarter of this year, indicating a more challenging outlook for 2012/13

Fort Fun were a family (Christine and Mathew Ziegler) and for many individual attractions, private buyers remain the most likely option if the current owners wish to sell.

### FUTURE ACTIVITY

M&A activity is driven by the availability of capital and the availability of quality, growing assets or companies. In 2011 and the first part of 2012, there was a reasonable supply of equity (particularly from the private equity



Parques Reunidos acquired Noah's Ark – the largest waterpark in the USA – in March

funds) but a more constrained supply of debt. This increased the cost of capital which, combined with uncertain (though in the end satisfactory) trading conditions, limited the levels of M&A activity. In the short term these conditions will persist but there is still a strong and reasonably priced market for quality assets that can show they have continued to perform over the last few years.

In the private sector there is a polarisation of ownership, with a handful of major

international players owned by private equity or listed on the stock markets. There is then very little in the way of mid-market businesses with the majority of the remaining operators and their key suppliers being owned by private shareholders.

So where is the next mid-scale/large company coming from? One source could be the consolidation of the supply chain where there are significant synergies in terms of being able to effectively market to and supply

a fragmented international client base. On the other hand, who knows where the next Merlin will start. Twenty years ago Vardon Plc bought London and York Dungeons to found the business, which is now called Merlin and has expanded to some 86 sites. ●

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**Nigel Bland leads the destination leisure sector at Deloitte, providing corporate finance advice to owners and investors**

# Thea Awards 2012

Gene Jeffers presents a summary of the attractions, individuals and specialist suppliers who won accolades at the recent Thea Awards for their outstanding work in creating compelling places and experiences



**L**ike the Themed Entertainment Association itself, the Thea Awards were created to bring recognition to achievement, talent and personal excellence within the themed entertainment industry worldwide.

From a modest beginning in 1994, the Thea Awards have grown to be internationally recognised as both a symbol and a celebration of excellence.

Professionals from across the industry and also the public are welcome to attend the black-tie Annual Thea Awards Gala, which is a gathering of the industry's most creative talent.

The name of the awards is a play on three words: the first is "Thea" – the Greek goddess from whom all light emanates. The second is "Theater" – a word derived from the goddess

Thea. The third – of course – is TEA – the name of our association.

The 2012 Annual Thea Awards Gala, held at the Grand Ballroom of the Disneyland Hotel in Anaheim, US on 17 March, was presented by AECOM, with major support from Walt Disney Parks & Resorts and acknowledged a wide range of attractions and individuals for their outstanding work and contribution.

## THE BUZZ PRICE THEA AWARD

Joe Rohde

RECOGNISING A LIFETIME  
OF DISTINGUISHED ACHIEVEMENTS

Joe Rohde, a 30-year veteran of The Walt Disney Company, started his career as a model designer on Epcot, and continuing with projects for Disneyland Park in Anaheim, California; Walt Disney World Resort in Orlando, Florida; and Disneyland Paris, France.

Joe led the team that conceptualised, designed and built Disney's Animal Kingdom

at the Walt Disney World Resort, where he continues to oversee new attractions. He is also responsible for the creative design and content of Aulani – A Disney Resort and Spa at Ko Olina, O'ahu, Hawai'i, which opened in August 2011.

The creation of Disney's Animal Kingdom – with its strong wildlife conservation message – involved years of research and negotiation with members of the scientific community, the world of zoos and representatives of the indigenous communities who were involved in the stories which are told within the park.

Joe was also instrumental in developing the Disney Worldwide Conservation Fund, which has allocated more than US\$10m (£6.4m, €8m) to projects around the world. ●



Rohde led the team behind Animal Kingdom



The Cinéscénie:  
Local volunteers have  
been integral to the  
long-term success of  
Puy du Fou in France

## THEA CLASSIC AWARD

Puy du Fou

LE GRAND PARC AND CINÉSCÉNIE,  
VENDÉE, FRANCE

Puy du Fou was honoured with the Thea Classic Award, only one of which is given each year to acknowledge exemplary parks or attractions that have stood the test of time.

Founded by Philippe de Villiers 33 years ago, Puy du Fou has become a unique, world-class destination and an international leader in its field. Anyone who has experi-

enced either the Puy du Fou's Grand Parc – with its many live shows – or the night-time spectacular which is the Cinéscénie, has been amazed by the creativity of the theming, the quality of the achievement, the daring of the performance, the amazing music and the excellence of the services and technology.

Each attraction within the Grande Parc is unique and home-designed, mixing history-based content with smart technologies and fabulous performances by humans, animals and behind-the-scenes wizards. All of this is infused with passion, talent, volunteerism and inspired leadership. The difficulty in describing the experience to people who haven't seen it is that the attractions' individual shows are as good or better than almost any stunt

spectacular which takes place in other theme parks – such is the standard achieved.

Some of Puy du Fou's success can be attributed to de Villiers' vision of using local volunteers to fill many of the park's positions. Reaching to the future, Puy du Fou has also created an "academy" that teaches the skills necessary to guarantee the availability of trained volunteers. Children and young adults can study dance, horsemanship, acrobatics, fencing, fire eating, falconry and many other skill sets which are involved in putting together Puy du Fou's spectacular shows.

Accordingly, these two separate attractions that collaborate to form a single, compelling, world-class visitor experience were awarded the 2012 Thea Classic Award. ● ▶

# Thea Awards for Outstanding Achievement

Every year, a number of Thea Awards for Outstanding Achievement (AOA) are presented to parks, attractions and live events that represent, as the name of the award

says, outstanding achievement in the creation of compelling guest experiences. The recipients can range from relatively small, limited budget projects to major live events or even entire theme parks. The mix this

past year was highly international, and included museums, theme parks, live spectacles and more – all created with immense skill and built around a story or narrative essential to the experience.

## SPACE FANTASY THE RIDE

Universal Studios, Japan

ATTRACTION

Space Fantasy The Ride is an interior spinning rollercoaster, featuring 19 eight-seater solar shuttles. Riders are propelled through stunning colourful vistas and fun encounters with such fanciful characters as Cosmia The Princess of the solar system, GBOT, your guide and the playful Sun Fairies.

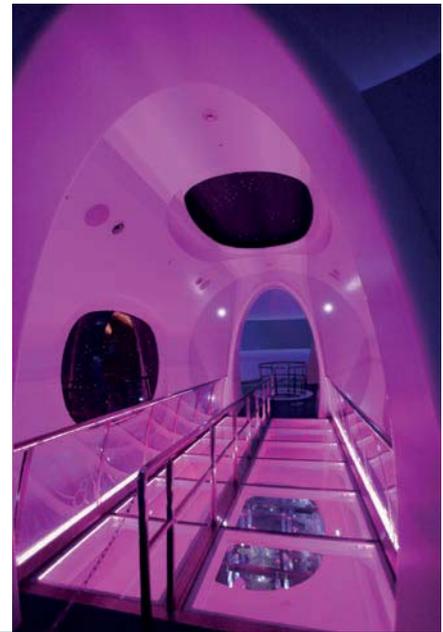
This spinning rollercoaster was retrofitted into an existing rollercoaster and features a highly themed queue, engaging effects and charming characters. The ride is a whirl of dazzling colour, light and thrills, delivered by a technical potpourri of 3D cameras, scanning lasers, violet fibres and fibreoptics and videowalls to create starfields, stardust clouds, star falls, dusty nebulas and a sonic boom blast.

It's a thrilling experience that delivers an engaging story using advanced effects in a meaningful way, making an on-the-spot connection with its target audience. ●

**Client:** Universal Studios Japan

**TEA members on the project:**

Universal Studios Japan ([www.usj.co.jp](http://www.usj.co.jp))



Guests are propelled through stunning colourful vistas at Space Fantasy The Ride

The annual awards acknowledge theme parks and attractions, both large and small, that offer visitors a compelling and original experience, regardless of the operator's budget

## BARNAS BRANNSTASJON (CHILDREN'S FIRE STATION)

Kongeparken, Norway

ATTRACTION ON A LIMITED BUDGET

What child does not, at some point, dream of being a firefighter? In this free-standing attraction at Kongeparken in Stavanger, Norway, children can live out the fantasy.

They receive training as recruit firefighters and are then called upon to put on fire fighter jackets, slide down a fire house pole, board a giant toy fire truck and power it to race to the 'fire' – safely created by fog in a giant doll house-like structure. Children then pump and aim water cannon to put out the 'fire'.

At the end, each child gets a certificate declaring them to be a fire inspector. On the back of the certificate is a list of items for the children to inspect in their own home, so children come away with new knowledge and a new personal identity linked to fire safety.

This adorable, free-standing attraction combines playful fun with a serious and important educational experience. Although created on a limited budget, the artistry and craftsmanship of Barnas Brannstasjon is excellent and charming. And yet it conveys deadly serious information about fire safety with play in a way that treats children with respect, by giving them adult responsibility. This experience exemplifies the highest standards of themed entertainment. ●

**Client:** Kongeparken, Algard, Norway  
([www.kongeparken.no](http://www.kongeparken.no))

**TEA members on the project:** The GW Group, George Wiktor ([www.gwgweb.com](http://www.gwgweb.com)) and Visual Terrain, Lisa Passamonte Green



Barnas Brannstasjon combines playful fun with an important educational experience – the well-designed attraction conveys a serious message in a colourful and interactive way



## ARTHUR, L'AVENTURE 4D

Parc du Futuroscope,  
Vienne, France

ATTRACTION

From the moment guests enter Arthur, L'Aventure 4D, they find themselves immersed in the charming underground world of the mythical Minimoy creatures.

The stunning two-storey sets cover all surfaces of the queue area, walls, floors and ceilings to create an organic, underground world of soil, tunnels, roots and creatures. From the queue, our quest leads us to the 4D sensory experience aboard a 25-seat, insect-shaped, motion-base vehicle, which mimics the flight of a ladybug as we fly through the world of the Minimoy. The 3D, tactile effects and story surprises are excellent, creating the feeling of flying through the threads of a cobweb, being brushed by a frog's wet tongue or colliding with an angry bee.

Arthur, L'Aventure 4D provides an excellent story, interior placemaking, 3D imagery and imaginative simulation movements. It is perfectly adapted to the Futuroscope audience, for which it was specifically designed, and it is the number one attraction of the park, achieving extremely high rates of satisfaction by its mostly French visitors.

The queue area is especially outstanding, featuring a miniature underground world that completely plunges guests into the story. The photographs don't do justice to the curving walls, ceilings, floors and props, which together with excellent theatrical lighting, convincingly hide fire sprinklers, convenience outlets and air registers, thereby submerging guests completely into the story. The craftsmanship and artistry of the



queue area are also absolutely world-class, fanciful and completely charming in both conception and execution.

The overall guest experience at L'Aventure 4D demonstrates world-class technical, artistic and storytelling excellence. ●

**Client:** Futuroscope, Chasseneuil-du-Poitou, France ([www.futuroscope.com](http://www.futuroscope.com))

**TEA members on the project:** Jora Vision, Jan Maarten de Raad ([www.joravision.com](http://www.joravision.com)) and Kraftwerk Living Technologies, Markus Beyr ([www.kraftwerk.at](http://www.kraftwerk.at))



## THE STAR TOURS – THE ADVENTURES CONTINUE

Disneyland, Anaheim, California, and Disney's Hollywood Studios at Walt Disney World Resort, Orlando, Florida, USA

ATTRACTION REFRESH



'C3PO' Anthony Daniels with R2D2 and storm troopers at the THEAs: the challenge for Star Tours was to remain true to the original vivid stories

This nomination recognised the complete reimagining of Star Tours – the first simulator experience in a themed environment.

The original attraction has been in operation since 1987, but new technologies had become available that could enhance the experience. At the same time, the Star Wars mythology has remained relevant to successive generations of fans. The challenge was to remain true to the vivid stories while making use of these new technical tools and guest interactive capabilities.

The refreshed attraction has succeeded both operationally and with the extremely loyal Star Wars' fan base. For the guests, the most compelling feature is the variable content that affords multiple storylines, locations and characters. This element of surprise drives multi-generational audiences to return again and again to explore different vistas into many realms of the Star Wars Galaxy.

Today's audience expectations for a high-tech science-fantasy world as renowned

as Star Wars far surpass the analogue entertainment world that existed back in 1987 when Disney originated this granddaddy of simulators, which later became an industry template.

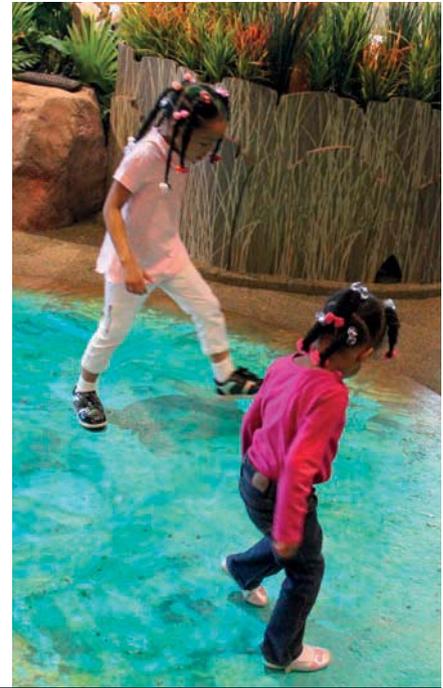
To achieve a breakthrough experience, all new "state of the art" 3D digital media systems were a given, but what really brings Star Tours – The Adventures Continue to life is a unique branching story structure employing multiple destinations and characters. This non-traditional storytelling device provides 54 potential show experiences, evoking guests' curiosity and resulting in a dramatic increase in attraction repeatability.

To bring a layer of personalisation and relevance, image capture systems are used to integrate riders into the varied story branches. All of this is fed into multiple motion programs which have been designed for each random sequence, creating a multiplicity of options for the 54 distinct profiles and unique real-time guest integrations.

While the major components create the guest "wows", every nook and cranny along the pre-show queue was given new story elements and advanced special effects. This has extended the experience of this "galaxy far, far away" way beyond the doors of the Starspeeder 1000 and repositions the whole experience firmly in a new century. ●

**Client:** Walt Disney Imagineering

**TEA members on the project:** Walt Disney Imagineering FAR Out! Creative Direction, Rick Rothschild; American Scenic, Phil Bloom ([www.americanscenic.com](http://www.americanscenic.com)); Birket Engineering, Steve Birket ([www.birket.com](http://www.birket.com)); Electrosonic, Chris Conte ([www.electrosonic.com](http://www.electrosonic.com)); Entertainment Techknowledgey, Kane Fritz ([www.entertainmenttechknowledgey.com](http://www.entertainmenttechknowledgey.com)); Exp, Dan Christman; Mivan, Stephen Mills ([www.mivan.com](http://www.mivan.com)); Morris Architects, James Pope ([www.morrisarchitects.com](http://www.morrisarchitects.com)); Technical Multimedia Design, David Revel ([www.techmdinc.com](http://www.techmdinc.com)); and TWT – The Wheel Thing, Frank Weigand ([www.theTWTgroup.com](http://www.theTWTgroup.com))



The highly educational and interactive environment displays scientific content in an artful and entertaining manner that is attractive to young guests

## FERNBANK NATUREQUEST

Fernbank Museum of  
Natural History, Atlanta, GA, USA

MUSEUM EXHIBIT

NatureQuest is a new exhibit at the Fernbank Museum of Natural History that recreates the natural environments of Georgia, USA. Mountains, forests, swamps, estuaries, caves and underwater areas are connected by a virtual river teeming with fish, which originates at an interactive fog screen waterfall. The environments contain remnants of scientific field research and interactives for guest “sci-

entists” to continue their research, such as an archaeological dig site, spelunker’s tools in an explorable cave and researcher notes in the swamp. The swamp and river have animal habitats that visitors can engage with. The centre of the attraction contains a clubhouse with exhibits where objects come to life while children’s play features themed to the environment provide active play experiences.

This modest scaled and budgeted attraction (US\$8m, £5.1m, €6.4m) is exceptionally well-themed and seamlessly integrates entertainment technology into a highly educational and interactive environment. Scientific content is artfully embedded into various aspects of the exhibit, such that the interactions with elements are very intuitive and interesting for its young audience. For

example, the fish in the river which are regionally accurate dart away or swim up as the children waded through, while nightvision viewers allow visitors to look at nocturnal animals in the swamp area.

There are more than 50 interactive elements in the exhibit. The scenery and lighting are well-designed to create a sense of wonder and discovery and many of the exhibits can be easily rotated with additional content provided by the designers. ●

**Client:** Fernbank Museum of Natural History, Atlanta, GA, USA ([www.fernbankmuseum.org](http://www.fernbankmuseum.org))

**TEA members on the project:** Thinkwell Group, Kelly Ryner ([www.thinkwellgroup.com](http://www.thinkwellgroup.com)); Mousetrappe, Daren Ulmer ([www.mousetrappe.com](http://www.mousetrappe.com)); and The Nassal Company, Matt Brown ([www.nassal.com](http://www.nassal.com))

## YOU! THE EXPERIENCE

Museum of Science and Industry, Chicago, IL, USA

MUSEUM EXHIBIT

This 15,000sq ft (1,394sq m) exhibit is a celebration of body, mind and spirit, which explores many aspects of personal health and well being. It showcases the extraordinary workings of our bodies, the effects of lifestyle choices we make, the impact of our environment and the role of medical technology.

More than 50 interactive elements, each unique in character, engage the audience across a diverse spectrum of topics, from birth and reproduction and individual organ systems to lifestyle choices, diet, medical innovation and ultimately aging and life expectancy.

These include a giant, interactive 13" heart; a human-sized cardio "Hamster Wheel"; "Stay Active," demonstrating how the physically challenged overcome barriers; "Mirror, Mirror", demonstrating the expression and perception of emotions; and "Your Appetite" – a series of lighthearted interactives about healthy eating choices.



The exhibit has strong educational content

A wide array of media segments, each sensitively designed for its specific topic, supplement the experience, and guests can swipe their admission ticket throughout the exhibit to aggregate additional data and links to access when they return home. The exhibit is also supported by a rich programme of educational information for guests, students and teachers alike.

"YOU! the Experience" presents its subject matter at an unprecedented scale and does so with imagination, creativity, excellent design and, most of all, with sensitivity in its presentation. It successfully covers an ambitiously broad range of subject matter, but the developers of the project looked at each facet of the story individually, selecting presentation modes and designing interactives which engage and communicate for that specific piece of the story.

The exhibit can be experienced on a "macro" level, focusing on the largest and most obviously dynamic exhibits, but each topic presented also has considerable depth which can immerse the visitor in the exhibit for many hours and multiple visits.

Appealing and engaging across the full demographic range, "YOU! The Experience" is a thoughtful and memorably engaging museum exhibit presentation that demonstrates the very best of compelling design and execution, said the judges. ●

**Client:** Museum of Science and Industry, Chicago, USA ([www.msichicago.org](http://www.msichicago.org))

**TEA members on the project:** Museum of Science and Industry, Chicago, John Beckman ([www.msichicago.org](http://www.msichicago.org)); Hunt Design, Jennifer Bressler ([www.huntdesign.com](http://www.huntdesign.com)); Cortina Productions, Jim Cortina ([www.cortinaproductions.com](http://www.cortinaproductions.com)); Snibbe Interactive, Scott Snibbe ([www.snibbeinteractive.com](http://www.snibbeinteractive.com)); Design Island, Tim Steinouer ([www.design-island.com](http://www.design-island.com)); and Mad Systems, Tricia Rodriguez ([www.madsystems.com](http://www.madsystems.com))



Over 50 interactive elements demonstrate the workings of our bodies, minds and spirit



## THE CHANGING CLIMATE SHOW

Science North, Sudbury,  
ON, Canada

SCIENCE CENTRE ATTRACTION ON  
A LIMITED BUDGET

“The Changing Climate Show” at Science North in Ontario is a brand new, multimedia presentation that combines media technologies, theatrical effects and purpose-built environments to create an experience communicating a difficult topic in a memorable, educational and entertaining way. It leads the audience on an exploration of the ongoing effects of climate change and looks for ways that humans can meet these challenges with creative and innovative ideas.

Drawing on the success of an earlier show, the design intent and execution is whimsical and unexpected. Audiences are greeted by a loveable, original and expanded cast of animated sheep. As the story unfolds on multiple video screens, it is punctuated by creative set elements that are revealed by carefully timed lighting and motion.

Creating an approachable show about climate change is a difficult task, but it is achieved through the use of approachable characters and appropriate media and theatrical technologies cleverly integrated to tell a compelling story. Audiences are treated to an educational and highly entertaining show that breaks down one of the most complex science topics of our time. All for less than US\$600,000 (£382,950, €478,800). ●

**Client:** Science North, Sudbury, ON, Canada  
([www.sciencenorth.ca](http://www.sciencenorth.ca))

**TEA member on the project:** Science North,  
Julie Moskalyk ([www.sciencenorth.ca](http://www.sciencenorth.ca))



Theatrical technology and media combined with approachable characters creates a compelling show





Visitors are engaged, entertained and educated in a compelling way

## GHOST OF THE CASTLE

Louisiana's Old State Capitol,  
Baton Rouge, LA, USA

CULTURAL HERITAGE ATTRACTION  
ON A LIMITED BUDGET

“Ghost of the Castle” is an experiential, multimedia presentation which brings the colourful history of the Louisiana Old State Capitol building (the “Castle”) to life for the audience. The venerable building has been burned, captured in war, abused, looted and repeatedly allowed to fall into disrepair, and yet, each time the building has risen from the ashes to be rejuvenated through the determination and spirit of the Louisiana people.

The “ghost” of the title is Sarah Morgan, a former resident of the castle who unexpect-

edly “appears” to the audience in a large mirror. As a spectral witness to the life of the building, she relates the history of the castle in a deeply moving and engaging way. The show appears as if from nowhere, eventually surrounding the audience completely through the use of 3D effects, hidden projection, sound and lighting – transporting the audience back through time to relive key moments in the life of the castle. The entire production was installed on a limited budget in a heritage building without disturbing or modifying any historic structural elements.

This project demonstrates excellence and creativity in the application of the arts and sciences of themed entertainment. It combines a wide variety of techniques in new ways, and the result is a memorable, story-based experience which fosters an emotional connection to the “Castle”.

In addition to conceiving and creating the entire project on a limited budget, due to the

preservation classification of the structure itself, the entire production had to be installed without modifications or structural changes which would disturb the classic elements of the building. The ingenious approach of the design team completely disguises the technical elements of the show, hiding projectors, lighting instruments and speakers within false walls, soffits and ceiling panels, behind mirrors and within chandeliers. The results are transparent to the guests who are only aware of being engaged, entertained and educated in a magical and compelling way. ●

**Client:** State of Louisiana, Lt. Gov. Jay Dardenne  
**TEA members on the project:** BRC Imagination Arts, Bob Rogers ([www.brcweb.com](http://www.brcweb.com)); Yeager Design, Fabian Yeager ([www.yeagerdesign.com](http://www.yeagerdesign.com)); Soundelux, Julia Bianco ([www.soundelux.com](http://www.soundelux.com)); Kneupper Music, David Kneupper ([www.kneuppermusic.com](http://www.kneuppermusic.com)); and The TWT Group, Frank Weigand ([www.theTWT-group.com](http://www.theTWT-group.com))



The Crane Dance – a technical marvel featuring the largest animatronic creatures in the world – crosses cultural boundaries and amazes guests of all ages

## CRANE DANCE

Resorts World Sentosa, Singapore

SHOW SPECTACULAR

**Question:** What weighs 160 tonnes, stands over 90ft (27.4m) tall and is – well – in love?  
**Answer:** The cranes that perform every evening at Sentosa Island. These mechanical marvels are the largest animatronics in the world.

Located on a man-made island in the channel between Resorts World Sentosa and the Singapore mainland, the cranes “dance”, flap their watery wings and, via digital

screens, bless the guests at Resorts World with love, long-life and good fortune. Through the use of ultra-sophisticated computer and motion controls, similar to those used on Japanese bullet trains, the cranes move with a grace and precision that is patterned after the mating rituals of real cranes.

Additional character and personality are expressed via the crane’s specially designed digital eyes. Each 6ft (1.8m)-diameter eye can blink, squint and react to movements, while expressing wonder, amazement and affection. The large 26 x 26ft (8 x 8m) digital screen on each crane shows video images, illustrating their inner workings and affection for the other. The motion control system is so precise that the two independent screens can

become one contiguous screen as the cranes “project” their love to the audience.

The wings of each crane incorporate multiple jets of water that spray thousands of gallons of sea water up to 40ft (12m) in pulsing arcs, creating enormous flapping wings. Accentuated with pyro, theatrical lighting and audio effects, The Crane Dance is a technical marvel that crosses cultural boundaries and amazes guests of all ages. ●

**Client:** Resorts World, Sentosa ([www.rwsentosa.com](http://www.rwsentosa.com))  
**TEA members on the project:** Entertainment Design Corporation, Jeremy Railton ([www.entdesign.com](http://www.entdesign.com)); Lightswitch, Norm Schwab ([www.lightswitch.net](http://www.lightswitch.net)); OASE, Peter Kok; and The Producers Group, Andrew Rubio ([www.producers-group.com](http://www.producers-group.com))

## THE MAGIC, THE MEMORIES AND YOU!

Walt Disney World's Magic  
Kingdom, Orlando, FL, USA

SHOW SPECTACULAR

A new nightly show at Cinderella's Castle in the Magic Kingdom – “The Magic, The Memories and You!” is a richly emotional and spectacular 10-minute show presentation.

Using classic Disney icons and images, the show uses “mapped projection” to transform the castle into an ever-changing canvas. Photographers spend the day in the park capturing thousands of images of the guests having fun. Five hundred of these images are incorporated into that night's show. The result? A show that differs at every performance and engages the audience in a unique way, and at a whole new level. It demonstrates excellence for the artistic and creative way that technology is used to create memorable and compelling experiences, visual creativity and adept directorial pacing. ●

**Client:** Disney Creative Entertainment

**TEA members on the project:** Mousetrappe, Daren Ulmer ([www.mousetrappe.com](http://www.mousetrappe.com))



“Mapped projection” transforms Cinderella's Castle into an ever-changing canvas



The 360-degree show ensured an amazing experience for all the guests

## YO MÉXICO, CELEBRATION OF THE CENTURY OF THE MEXICAN REVOLUTION

Mexico City, Mexico

LIVE SHOW EVENT SPECTACULAR

Yo México was a 90-minute live multimedia show that celebrated the “Century of the Mexican Revolution”. At a cost of approximately US\$20m (£12.7m, €15.9m), the show ran from 10-14 November 2010 in El

Zocalo – Mexico City’s main square – and was enjoyed by over three million spectators.

Yo México broke the mould for arena spectacles by placing the audience within a 360-degree theatrical environment. The five main stages, connected by walkways, ensured that all guests could enjoy a front seat at various times during the show. Yo México sustained the clear and definitive historical narrative throughout the 90 minutes – a difficult challenge for large arena spectacles. Architectural texture mapping on surrounding buildings and the artful use of poetry, music and dance also created a poetic journey through a 100 years of Mexican history.

Apart from the innovative broad concept, Yo México’s production team used architectural texture mapping – a projection system that is becoming more popular around the world because of its dramatic effect. The show flow graph was masterful. There were huge moments of spectacle and drama, yet the production was able to create intimate moments of poetry and dance without losing any intensity, energy or focus. ●

**Client:** National Institute of Historical Studies of the Mexican Revolution

**TEA members on the project:** Zes Petits Français, Martin Arnaud ([www.lespetitsfrancais.fr](http://www.lespetitsfrancais.fr))



Assorted flying gear enables acrobatic aerial displays directly above the heads of the audience

## THE HOUSE OF DANCING WATER

City of Dreams, Macau

LIVE SHOW SPECTACULAR

The perfect storm of Franco Dragone's artistic vision, Lawrence Ho's business acumen and cutting-edge technology bring to life a classic Chinese tale of love triumphant over evil, with the assistance of 80 performers and 120 support staff in a live show in Macau.

House of Dancing Water is all things compelling – on steroids. Spectacular scenes and storms, audiovisuals and special effects are set against the backdrop of dramatically

innovative water-based staging. The audience is unaware that they are suspended on cantilevered seating over the pool. During the show eight principal lifts and three secondary lifts convert the performance area from a 26ft (8m)-deep pool to a solid-floor, dry stage in less than 60 seconds. Overhead, assorted flying gear enables acrobatic aerial displays.

The show is housed in a 2,000-seat purpose-built theatre, designed by Pei Partnership Architects, featuring a 3.7 million gallon swimming pool – making it five times larger than an Olympic pool. Other statistics for this US\$250m (£159m, €199m) attraction are mind-boggling:

- 239 automated fountains
- A boiling water effect delivers around 125,000 litres of air per minute

- A rain effect delivers around 6,000 gallons of water per minute

Fog covers the pool surface in 10 seconds. Transforming what could have been just a lot of technology into a live experience surpassing all benchmarks in the field was a creative team that included associate artistic director Giuliano Peparini, set designer Michel Crete, costume designer Suzy Benzinger, lighting designer Luc Lafortune and sound designer Francois Bergeron.

The show not only raises the bar for immersive destination live events, it also stands as a beacon of excellence embodying the best of design, technology and execution. ●

**Client:** Franco Dragone Entertainment Group and Melco Entertainment



The attraction's innovative use of a dual-loop rollercoaster allows diners to be served healthy and seasonally varied food in a visually entertaining way

## FOODLOOP

Europa-Park, Rust, Germany

THEMED RESTAURANT EXPERIENCE

Parents often tell their kids to stop playing with their food. FoodLoop Restaurant at Europa-Park has created an innovated theme park experience where your food has as much fun as you. This restaurant employs a dual-loop rollercoaster to serve cooking pots and bottles to your table. Guests order their meal from interactive touch screens at their

table. When the food is ready for delivery, it is loaded onto the steel coaster track that loops, corkscrews and winds its way from the kitchen on the upper floor through the dining room to your table. The experience is visual entertainment as diners watch their food being served.

The integration of historic and modern theming in a dining environment along with the coaster design and engineering make this a "wow" experience. The concept required that rare combination of idea and detailed execution in the development of the coaster track, cooking pots and carrier system. The menu includes healthy fare with regional and seasonal influences. At FoodLoop the food

delivery is the attraction, giving new meaning to the concept of culinary delight. ●

**Client:** Europa-Park, Rust, Germany  
([www.europapark.com](http://www.europapark.com))



A great idea combined with brilliant design

## ANIMATION MAGIC

Animator's Palate Restaurant  
aboard Disney Cruise Line's Ship  
– Disney Fantasy

INGENIOUS USE OF TECHNOLOGY

Animator's Palate Restaurant on the Disney Fantasy brings the visual joy of Disney animation into the dining room with a new show called "Animation Magic".

Guests are invited to draw their own character using a simple template on their placemat. After dinner, animated curtains are opened on screens and Sorcerer Mickey conjures guests' drawings – now fully animated and brought to life side-by-side with characters such as Mickey Mouse and Snow White in scenes from beloved Disney movies.

At the conclusion of the show, Mickey returns to say "so long" to the guests and, as he does, credits roll on screen showing each

guest's name as a guest animator. Delightful image capturing and video magic make it possible for a guest's sketch to come to life moments after being drawn. The amazing animation, from a simple facial expression to a complicated dance step, is made possible by ingenious technology. Everyone from Grandpa to a child can see their drawings come alive. A refreshing new take on "interactive" without the typical monitor screen. ●

**Client:** Disney Cruise Line

**TEA members contributing to the project:** Walt Disney Imagineering ([www.thewaltdisneycompany.com](http://www.thewaltdisneycompany.com)); Polysonics, Howard Schlieper ([www.polysonics-corp.com](http://www.polysonics-corp.com)); and FUNA, Brian Paiva ([www.funa.com](http://www.funa.com))

A listing of Thea Awards and project credits from 1994-2012 and instructions on how to submit a project for a Thea Award are on the TEA website: [www.teaconnect.org](http://www.teaconnect.org)



Awarded for an inventive use of technology



Diners at the Disney Cruise Line Ship are invited to draw their own characters

# 3D+4D ATTRACTIONS

Technological advances can benefit well-designed and renowned attractions

ROBERT SIMPSON • FOUNDER & DIRECTOR • ELECTROSONIC GROUP

**M**emorable attractions are only achieved when there is a good story to be told, and when great attention is paid to the quality of every aspect of the attraction. The technology used is secondary, although many buyers seem to think that the technology is the only thing that matters. However, the good news is that developments in technology over the last ten years have made the realisation of complex mixed media shows much easier.

## WHAT IS 3D?

Strictly speaking this is the presentation of three-dimensional images that reflect the real world – so as your point of view changes, the image itself also changes.

Several teams are currently working on “light field” projection systems that provide this continuously changing viewpoint. In terms of an actual product, Holografika of Budapest is probably the furthest ahead – it offers both 70-inch self-contained displays and a “theatre” projection system. In both cases the view change is continuous, without any interruption or any need to stand in a “sweet spot” position. No special glasses are

needed. Unfortunately the system needs a lot of projectors – the theatre system uses 100 projectors to produce a 3m (10ft)-wide image for the audience.

While it is certainly possible that such systems will become practical as the basis of attractions, for the time being “3D” is taken to mean “stereoscopic” – a system in which a scene is observed from a single viewpoint, but which presents separate images for the left and right eyes. The brain fuses these two views in a “stereopsis” process in order to create strong depth cues.

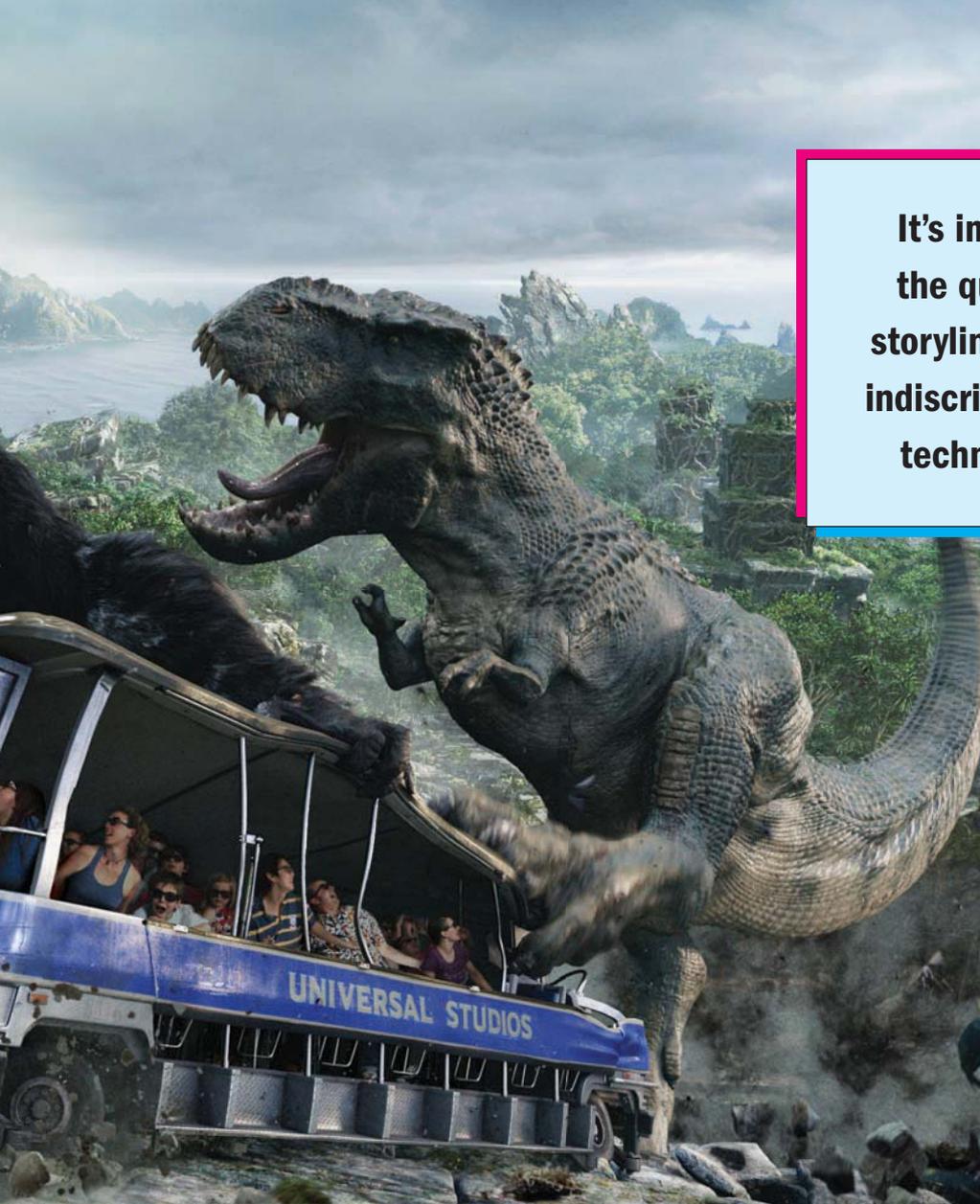
It is important to acknowledge that all the basic rules about stereoscopic images were developed in the 19th century for still images and throughout the 20th century for moving images; however, all this work depended on the use of photographs and movie film. From the perspective of the attractions sector, the rules remain relevant but the presentation technology is now obsolete. The change from systems based on 35mm- and 70mm-film to entirely electronic systems has been remarkably swift – until just a few years ago it was impossible to project large images electronically, but now this is the only practical way.



The massive 3D King Kong attraction at Universal Studios Hollywood features two huge screens, together measuring the same as 16 standard movie theatre screens

## HOW ARE 3D IMAGES PRESENTED?

Leaving aside small-scale displays suitable for signage and small exhibit applications, all large 3D images for attractions are presented by projection. The projector specification depends on the size and quality of the image



**It's important to ensure that the quality of an attraction's storyline is not compromised by indiscriminate use of 3D and 4D technological developments**

moving towards "4K" (4096 x 2160) for premium venues, whereas major theme park attractions are already using 4K, especially for immersive large images where the audience is close to the screen, as 4K offers more picture detail and hides individual pixels.

A significant issue with 3D images is the "frame rate". Traditional cinema, and the first wave of digital cinema, uses 24 frames per second (TV uses 25 or 30 fps). To eliminate flicker, the image is also typically "triple flashed" at 72 fps, but this does not eliminate the motion blur inherent in 24 fps.

Back in the late 1970s, Douglas Trumbull introduced "Showscan" – a movie presentation system running at 60 fps, which created much improved motion and allowed brighter images to be projected. It formed the basis of many attractions but ultimately the costs and problems of film running at such a high speed led to the format's demise. Now, with electronic projection, higher frame rates are practical and are recommended for attractions (usually 30, 48 or 60 fps). Mainstream cinema is also embracing higher frame rates and is used by film makers such as James Cameron and Peter Jackson.

Typical 3D screens may be between 20 and 60 feet (6–18 metres) wide; however,

required as well as the duty cycle expected; however, any serious attraction would use projectors of a similar class to those now used for digital cinema. (In this regard, more than 50 per cent of the world's cinema screens have already "gone digital" and it is

expected that by the end of 2014 there will be 100 per cent coverage, with "real film" being reserved for archival screenings only.)

The resolution of the projector(s) is typically a minimum of "HD" (1920 x 1080 pixels) or "2K" (2048 x 1080). Digital cinema is

## 3D/4D

this is not a limitation as multiple projectors with image blending can produce images of any size. Universal Studios Hollywood claims on its website that its King Kong attraction is the largest 3D installation ever produced, with two screens each measuring 187ft wide x 40ft high (57m x 12m) – the equivalent of 16 movie theatre screens – and with the show running at 60 fps.

3D requires the projection system to display two images and the viewer to have a means of separating them. In practice this means “glasses”. The usual principle is that the left and right eye images are each projected through a filter, and the glasses are fitted with matching “passive” filters which only pass the required image. An alternative method is to project each eye image alternately, and use “active” shutter glasses that

TABLE: EXAMPLES OF SINGLE PROJECTOR 3D SYSTEMS USED IN THE CINEMA

System	Principle	Glasses
ExpanD	IR transmitter	Active switching glasses
RealD	Switching filter, circular polarisation	Passive polarised glasses
Master Image	Rotating filter, circular polarisation	Passive polarised glasses
LC-Tech, Lightspeed Design	Switching filter, circular polarisation	Passive polarised glasses
Infitec (also Dolby)	Colour band pass rotating filter	Passive band pass filter glasses
Panavision (Omega Optical)	Colour band pass rotating filter	Passive band pass filter glasses

let the correct image through to the matching eye. Active glasses systems are easy to install and are suitable for smaller attractions, but they are too expensive in terms of running costs for large-scale attractions.

Traditionally, 3D in attractions has been projected using two projectors, each with the appropriate filter. This method is still recommended for major attractions because

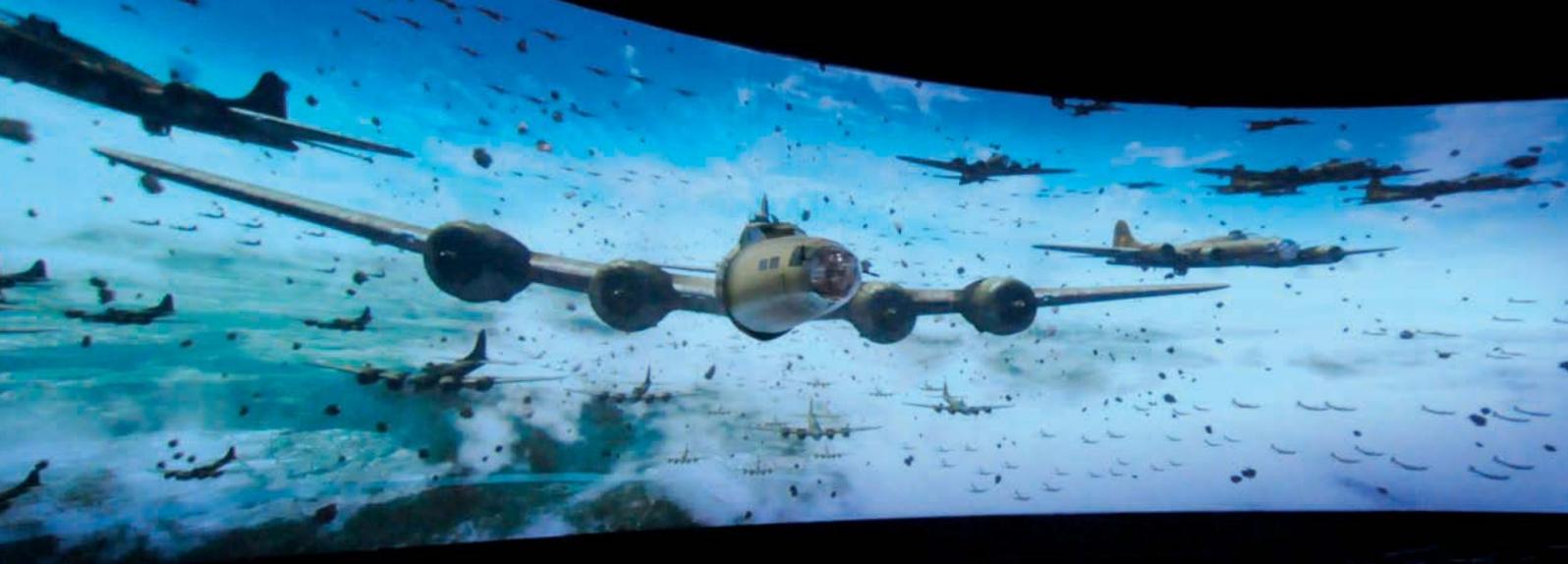
it gives more light and provides redundancy (if one projector fails, the other keeps the show going in “2D”; although its filter must be removed when this happens). However, twin projection in the cinema would be impractical and expensive, so single projector 3D projection is the norm (see the above table), and the approach is valid for smaller attractions. Here the images are presented alternately, usually each at 72 fps, making 144 fps in total. The appropriate filter is inserted in the light path either by a rotating wheel carrying the two filters or by a special type of liquid crystal panel that switches electrically.

There are two main types of filter. The polarisation filter is the most common as it has the advantage of low-cost glasses, although this does depend on the screen retaining the polarisation – it requires a “silver” screen, and projection on shaped or curved surfaces may not work. The alternative is the “colour band pass filter” which, besides overcoming these disadvantages, can provide superior image separation (any “crosstalk” between the two images leads to “ghosting” and possibly headaches!). The glasses are more expensive, but are robust and can withstand more than 1,000 wash cycles, so the actual cost of ownership may not be higher.

When it opened in 1999 the Spider-Man™ ride at Universal Islands of Adventure in Orlando, USA, was immediately recognised as outstanding. Its multiple 3D scenes used giant 70mm movie projectors and polarising



Universal's 3D Spider-Man™ ride has been re-engineered to use the latest projection system



Victory Theater in New Orleans uses dramatic 2D presentations accompanied by immersive images in preference to 3D and 4D imaging techniques

filters. In May 2012 Universal announced that the whole ride had been re-engineered to use the latest 4K electronic projection and Infitec filters to give superior image separation.

### WHAT IS 4D?

One suspects that the term “4D” is a marketing department’s invention. It is now taken to mean a show where the main imagery is presented by 3D projection, but supported by numerous other elements programmed to operate in synchronisation with the main film, such as lighting effects, fog, water droplets, air jets and moving seats, as well as shows based on moving “simulator” platforms.

In general the more intense the physical experience, the shorter the show, and in practice the best shows use such effects sparingly. If simulator platforms are employed, the effectiveness of the show is highly dependent on the way that they are programmed. Badly programmed shows result in nausea, while those with excellent programming provide all the thrills without the protein spill. An example of good programming is the GM-SAIC Pavilion at EXPO 2010, which used 4D techniques in its Motoring in 2030 show and included programmable seats.

### ALTERNATIVES TO 3D – IMMERSIVE IMAGES

While 3D presentations are popular, it’s worth remembering that a proportion of the audience does not have functioning stereopsis and that, in some cases, dramatic 2D presentations accompanied by immersive images can be just as effective.

An example is the Victory Theater at the World War II Museum in New Orleans, USA; it has a giant 115ft x 28ft (35m x 8.5m) screen which is actually a “scrim” or gauze. A second screen is set 20ft (6m) behind the main screen so that the creation of spectacular effects can actually impart a 3D appearance to the show (produced by Hettema Group).

### 3D AUDIO

Sound is as important as vision in attractions. Multi-track sound is now the norm, often using formats like Dolby™ 5:1 or 7:1 (the “1” usually refers to a sub-bass channel that is not directional). These can give excellent results in the hands of good designers and producers but, as with “3D” not being “real” three dimensions, it could be said that a similar situation exists for sound. Some

people certainly think so and, as with “light field” image projection, there are proponents of “sound field” audio presentation.

The Iosono™ system developed in Germany uses as many as 380 channels and a near continuous array of loudspeakers to precisely locate sound anywhere in the auditorium, and several other systems are being proposed. The advice here is the same as for all aspects of show technology – “try before you buy”. ●



Bob Simpson is a director of the international Electrosonic Group, which he co-founded in 1964. Simpson is a frequent writer and lecturer on audio visual and lighting control topics – his books include *Effective Audio Visual*, *Videowalls – The Book of the Big Electronic Image and Lighting Control – Technology and Applications*. Simpson has worked on many corporate, control room, EXPO, museum, theme park and permanent exhibition audio visual projects. He is a member of SMPTE, SID and IESNA (all USA) and a fellow of BKSTS (UK).

# Fashion Show

KATHLEEN WHYMAN • MANAGING EDITOR • ATTRACTIONS MANAGEMENT

Whether it's an antidote to the economic climate or the opportunity to indulge our love of popular culture, exhibitions profiling fashion designers are in vogue

## The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk

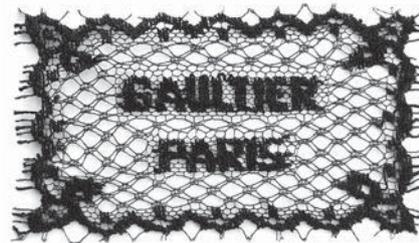
*de Young Museum Fine Arts, San Francisco, USA*

**A**nimated mannequins and a moving catwalk are bringing couture to life at *The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk*, currently on display at the de Young Fine Arts Museum, San Francisco (FAMSF), USA.

The exhibition features 140 ensembles spanning 35 years from the French designer's couture and ready-to-wear collections. A complementary multimedia installation is broken down into six thematic sections tracing Gaultier's influences, from Paris to the world of science fiction. These include: The Odyssey of Jean Paul Gaultier, which welcomes the visitor with singing mannequins and a special cameo by the designer; The Boudoir showcases Gaultier's collaboration with Madonna and includes two iconic corsets from the singer's 1990 World Tour that launched the cone bra into fashion iconography; and Metropolis, a presentation of his work for film,

performance pieces and his relationships with pop icons like Kylie Minogue.

FAMSF curator of costume and textile arts Jill D'Alessandro says: "We've tried to capture the playfulness, the whimsy, the humour and the raw energy of Gaultier's world." However, there's also a serious message behind the exhibition. Clothing, or fashion, has historically been used for social and political means," D'Alessandro explains. "As Gaultier says, his 'main influence is what's happening today. Fashion must correspond to the aspirations of the moment and reflect current events. Designers are the catalyst of their time; their role is to translate the change, the mutations, the evolution of society.' This is why Jean Paul Gaultier is one of the most influential designers of the past few decades and why he warrants an exhibition."



Gaultier's childhood teddy featuring the cone bra

Organised by the Montreal Museum of Fine Arts, Canada, in collaboration with the Maison Jean Paul Gaultier, the Fashion World exhibition will move to Fundación Mapfre – Instituto de Cultura, Madrid, Spain, in August, and then on to Kunsthal Rotterdam, the Netherlands in 2013.



The show will move to Madrid and Rotterdam



The exhibit features 140 Gaultier ensembles



Mirrored surfaces reflect the famous red soles

### Christian Louboutin

*Design Museum, London, UK*

**T**wenty years of red soles are being celebrated at the Design Museum in London in an exhibition marking the anniversary of French shoe designer Christian Louboutin's first boutique in Paris.

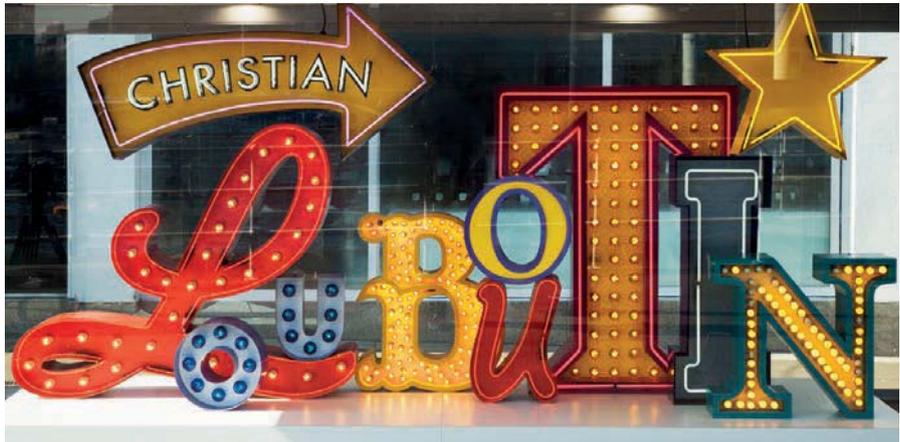
Visitors are shown how Louboutin's luxury shoes, with their instantly recognisable glossy red soles, are a fusion of fashion, craftsmanship, engineering and sculpture. A selection of shoes from collections spanning 20 years, and personal mementos from his own archive, including early sketches and shoe designs, are used to showcase Louboutin's artistic personality, his career to date and the many sources of his creativity.

The exhibition also celebrates Louboutin's design process, revealing how a shoe is constructed, from the initial drawing and prototype through to production in the factory.

Curator Donna Loveday welcomes the collaboration. "Fashion is an important strand within our exhibition programme and I saw the opportunity for the first UK retrospective exhibition of Louboutin's work," she says.



The exhibition focuses on the craftsmanship and design techniques used in Louboutin's theatrical shoes



**Elsa Schiaparelli and Miuccia Prada's Impossible Conversations**  
*Metropolitan Museum of Art, New York, USA*

**F**ilm director, screenwriter and producer Baz Luhrmann has created a series of films for an exhibition on designers Elsa Schiaparelli and Miuccia Prada, which is on display at the Metropolitan Museum of Art (Met) in New York.

The Met's Spring 2012 Costume Institute exhibition, *Schiaparelli and Prada: Impossible Conversations*, explores the affinities between Elsa Schiaparelli and Miuccia Prada, two Italian designers from different eras.

It features 100 designs and 40 accessories by Schiaparelli (1890–1973) from the late 1920s to the early 1950s, and by Prada from the late 1980s to the present.

Eight short videos created by Luhrmann, in which Prada talks with Schiaparelli (played by actress Judy Davis), animate the entry gallery and the seven themed sections of the exhibition and provide the thread that connects the objects. In the films, "Schiap" and Prada talk at a dining table. The dialogue has been created using paraphrased excerpts from Schiaparelli's autobiography, *Shocking Life*, and Prada's filmed remarks.



The collection of 100 outfits is complemented by eight short videos featuring the two designers

*"Fashion must correspond to the aspirations of the moment and reflect current events. Designers are the catalyst of their time; their role is to translate the change, the mutations, the evolution of society." Jean Paul Gaultier*



The *Impossible Conversations* exhibition explores the affinities between two great Italian designers of our time: Elsa Schiaparelli and Miuccia Prada



The showcase explores Saint Laurent's 40-year career in fashion

**Yves Saint Laurent:  
The Retrospective**  
Denver Art Museum, USA

**D**enver Art Museum (DAM) is the only USA venue to host *Yves Saint Laurent: The Retrospective*. Showcasing 200 haute couture garments, photos, drawings, personal objects from his studio and film archives, the exhibition explores Saint Laurent's 40-year career, from his time at Dior in 1958 through to his collection of evening dresses from 2002. Videos show Saint Laurent (YSL) at work while hands-on, interactive spaces, including the Fashion Studio, encourage visitors to sketch, drape fabric on mannequins, make mood boards and feel the fabrics YSL used in his haute couture collections.

Created by Fondation Pierre Bergé-Yves Saint Laurent, the exhibition aims to provide a dynamic path through YSL's life and designs. *The Retrospective* is on display in the DAM's Hamilton Building, which was specially created for international travelling exhibitions.

"The architectural elements of the Daniel Libeskind-designed building perfectly complement the revolutionary designs of Saint Laurent," says Lindsey Housel, master teacher for architecture, design and graphics and manager of digital engagement programs at the DAM. The time felt right for the museum to provide a focused exploration of a designer's career.

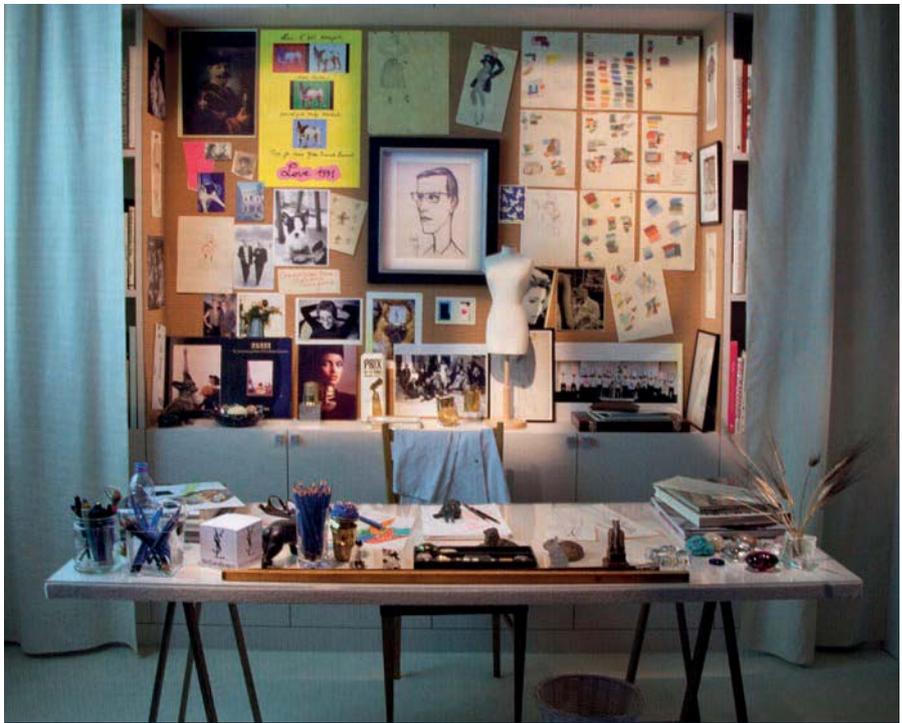
"With all of the excitement and interest around fashion designing in popular culture and on TV, there seems to be an increased awareness of fashion design," says Housel. ●



200 haute couture garments are on display



Visitors are encouraged to make mood boards



The exhibition features photos, drawings and personal items from Saint Laurent's studio and film archives



*"With all the excitement and interest around fashion designing in popular culture and on TV, there seems to be an increased awareness of fashion design"*  
*Lindsey Honsel*



# Attracting great movies

It's a tried and tested concept: films create the world and attractions allow us to enter it. *Kath Hudson* looks at some of the latest combinations

**W**ith the high-profile launch of The Making of Harry Potter tour and the announcement that Disney is going to launch an attraction based on Avatar, film attractions are big news at the moment. They make popular reference points, are a massive marketing pull and provide a lucrative opportunity for secondary spend, with character photo shoots, merchandise and even hospitality.

For a film attraction to work, it needs to be both a massive hit and content rich. Avatar made US\$2.8bn (£1.7bn, €2.2bn) worldwide and is set in a fictional world inhabited by mythical creatures, so ticks both these boxes. Walt Disney Imagineers recently announced a

partnership with James Cameron's Lightstorm Entertainment and Fox Filmed Entertainment to create an attraction based on the fantasy world of the Avatar film.

Disney chief executive, Robert Iger, says that for film attractions to draw customers, they generally need to be based on films with sequels and ancillary businesses, like toys and children's clothes. Iger says Avatar fits

the bill: "The property is only going to continue to grow and expand, with new stories, new characters and new environments."

Disney's Animal Kingdom, at Walt Disney World Resort, will be the first site for the Avatar attraction. Construction begins next year, but the launch date isn't until 2015, at the earliest. Details are yet to be revealed, but the attractions are likely to include

The new Avatar attraction at Animal Kingdom in Orlando will recreate the mythical world





Star Tours: The Adventures Continue incorporates new 3D effects and story combinations

**For a film to work, it needs to be both amassive hit and content rich – Avatar ticks both of these boxes**

recreations of environments from Avatar and possibly the two sequel films, planned for 2014 and 2015. Set in the fictional world of Pandora, Avatar is populated with exotic creatures, plants and scenery. Many of those elements, including a bioluminescent forest and dragon-like flying animals, are likely to be part of the Disney World installation, according to the chair of Disney Parks and Resorts, Thomas Staggs.

Although some fans have been disappointed Disney has strayed from its own stories and characters, it has done so when considered lucrative. The first Disney attrac-

tion based on a non-Disney film was the Star Tours motion simulator ride, centered on the Star Wars series. These films seem to inspire generation after generation. Coinciding with the launch of the 3D film and the Clone Wars cartoons, Disney updated its Star Wars ride last year at Disneyland Park and Disneyland's Hollywood Studios. Next spring it will launch at Tokyo Disneyland. (See page 61 for details of Star Tours' 2012 THEA award).

Star Tours: The Adventures Continue uses the original ride system, with new 3D effects and 54 story combinations, to take guests through the world of Star Wars.



Disney updated its Star Tours motion simulator ride to coincide with the launch of the 3D film





To celebrate the park's 25th anniversary, Chessington World of Adventures in the UK has launched a live stage show based on DreamWorks' Madagascar films

## > INTERNATIONAL BRANDING

Mike Freuh, vice president of SimEx-Iwerks, has a history of translating films into successful attractions and agrees the film has to be an international hit: "To translate a film or television series into an attraction, the content should be based on an established, internationally recognised brand. We want to see successful box office results, or high television ratings, worldwide. Our attractions are attended by a global audience, so the content should reflect that."

SimEx-Iwerks' most successful current films are Yogi Bear 4D and Dora and Diego's 4D Adventure, based on a film and a TV series, respectively. This season saw the launch of its latest film attraction: Ice Age Dawn of the Dinosaurs 4D Experience, at Alton Towers, UK, and Gardaland, Italy. The project was a joint venture with Merlin Entertainments and Twentieth Century Fox, which retains the intellectual property rights in return for royalties, or a share of the ticket price. Ice Age is one of Fox Consumer Products' most successful family franchises, but this attraction will remain exclusive to Merlin.

The attraction is a completely immersive entertainment attraction, combining 3D film footage from the third movie franchise, with exhilarating, synchronised physical effects, such as icy blasts, snow and bubbles. After leaving the experience, guests enter a themed area, where they can meet costumed characters and purchase merchandise. Alton Towers has also designed two Ice Age-themed bedrooms inside its Splash Landings Hotel.

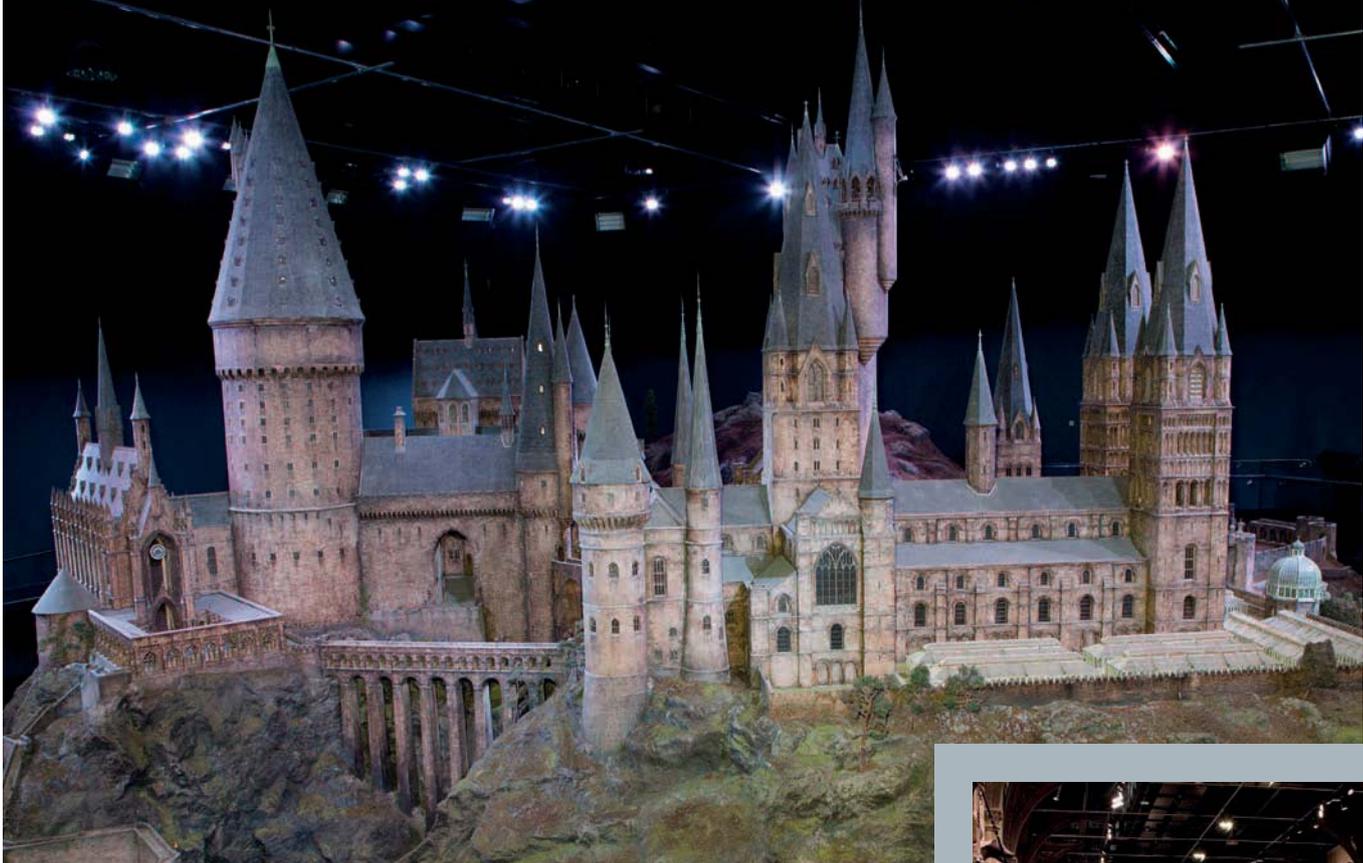
Another Merlin attraction, Chessington World of Adventures Resort in the UK, has launched a live stage show based on the

characters from DreamWorks' Madagascar films for this season, as part of the park's 25th anniversary celebrations. The film's characters and penguins host a party with fun songs and dancing in a new live show, in the jungle surroundings of the new land Africa. DreamWorks retains the copyright to all related characters and properties.

The film has inspired opportunities for secondary spend: visitors can pose with the characters, there's a new range of African merchandise at the African Trading Co shop and refreshments at the new Coffee Hut.

Ice Age Dawn of the Dinosaurs 4D Experience was recently launched at Alton Towers in the UK





Fans of Harry Potter can go behind the scenes and walk through the famous film sets on a studio tour

## A LOOK BEHIND THE SCENES

A lucky generation had the privilege of growing up with the Harry Potter series. Now that the books and films have come to an end, The Making of Harry Potter studio tour, a partnership between Harry Potter and Warner Bros, is keeping the magic alive. Harry Potter fans can console themselves by having their photo taken on a broom, supping a glass of Butterbeer or choosing a wand at the shop.

Located at Leavesden, where the films were made, fans can go behind the scenes, walk through the famous sets, such as The Great Hall of Hogwarts and Diagon Alley, and see costumes, props and animatronics up close. Unlike most other film attractions, which have to be created, this attraction evolved from

the making of the film. There was a wealth of content to choose from, as everything was carefully stored and well made.

“The reasons why our tour is so popular is twofold,” says Sarah Roots, VP of Warner Bros Studio Tour London. “People get to experience a behind the scenes look at how films are made and discover the incredible skill and craftsmanship which goes into the process. They can also find out about special effects, animatronics and CGI, which obviously played such a key part in the Harry Potter films. The other great attraction is that everything in the tour is authentic and was actually used in the films.”

Unlike Universal Studio’s The Wizarding World of Harry Potter, the UK attraction



invites the viewer to step away from what they have seen on screen and instead see it through the eyes of the cast and crew. So, they are told a few secrets, such as that in the end the actors had to sit on their beds at an angle because they had actually outgrown them.

## FILM ATTRACTIONS

### > MERCHANDISING OPPORTUNITIES

We are so used to seeing Hello Kitty on everything from clothes to tableware that many might not be aware that the concept found fame as a Japanese TV series. Now a Hello Kitty Park is due to open in China in 2014.

Interestingly, the inspiration for the design of the US\$215m (£134m, €166m) attraction comes mainly from its beautiful natural surroundings – the park is set in the midst of a region famed for its bamboo groves and forests – rather than the character. Although the cute kitten will make its presence known with the branding and merchandising.

“Hello Kitty Park will be sensitively integrated into the landscape, with ecological themes, such as sustainability, recycling and alternative energy sources featured throughout the park’s attractions,” says park designer Phil Hetteema, president and founder of The Hetteema Group.

“Because it’s such a beautiful setting, the park will also have a nature theme which makes it non-typical compared to theme parks here.”

Sanrio, which developed Hello Kitty back in 1960, has three theme parks in Japan and this is its first international site. It has entered into an agreement with Zhejiang New Insight Leisure Tourism Development Co, the developer of the project, for use of Sanrio characters and related intellectual property.



Opening in 2014 in China, the Hello Kitty Park is based on the Japanese television series

It’s not just theme parks that have recognised the allure of films – museums are also getting in on the act. The National Motor Museum in the UK has vehicles from the James Bond movies as its special attraction this year: the 50th anniversary of the film series and the 40th anniversary of the museum. Bond in Motion features 50 vehicles from the seminal films – the largest official collection of Bond vehicles the world has ever seen, including bikes, trikes, sleds, boats and cars. Similarly, the Titanic Belfast, northern Ireland’s latest attraction,

which honours the 100th anniversary of the tragedy, couldn’t resist a mention of the film in its Myths and Legends gallery.

### REINVESTMENT

Although great for business, the main threat to film attractions is that the novelty may wear off once the films become old. Only films with sequels ensure longevity. Most attractions recognise they will need to reinvest, as with Disney’s Star Tours. Merlin allows around three years for reinvestment and Harry Potter is rumoured to have a reinvestment fund. ●

The National Motor Museum in the UK is celebrating its 40th anniversary by showcasing 50 vehicles from the James Bond films



# ATTRACTIONS MANAGEMENT HANDBOOK

## RESOURCES

Trade Associations .....	p88
Company Profiles .....	p92
Product Briefing .....	p124
Green Resources .....	p132
Address Book .....	p135
Product Selector .....	p165
Web Directory .....	p176

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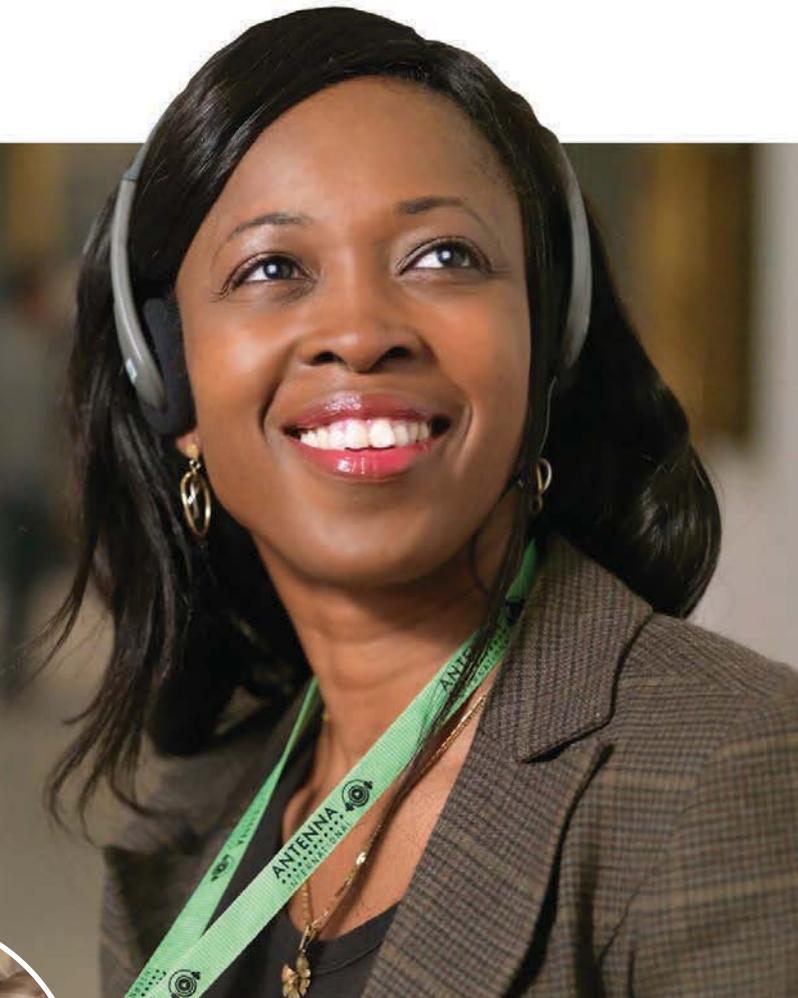
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## Antenna International

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Janet Matricciani, CEO

### Background briefing

Antenna International™ began life in 1984 as part of an experimental performing arts group. Our passion for storytelling, creativity and innovation has inspired us to become the world's leading provider of visitor digital media applications and handheld multimedia experiences. Antenna is wholly owned by the private investment Wicks Group LLC based in New York, USA.

### Main products & services

Antenna designs and produces award-winning mobile digital experiences for visitors to cultural and heritage attractions, engaging a wide spectrum of audiences in multiple languages via a broad range of technology and platforms.

Our Digital Media team's 30 years of experience is recognised for its creativity and innovation, bringing stories, objects and events to life, reinforcing learning and enhancing what the visitor sees and experiences in relation to any given space.

### Additional products & services

Antenna also designs and manufactures bespoke, for-purpose multimedia guide hardware solutions, available for purchase

and lease. Our Client Services team is also on hand to provide comprehensive staffing solutions along with operational and marketing support in order to ensure the success of our clients' handheld guides.

### Unique selling points

Antenna is dedicated to providing the highest quality products and services. It is the only company to offer the most advanced multimedia handset in its class: XP-Iris™ – the first industry-dedicated device to incorporate touchscreen technology and the familiarity of an award-winning keypad design. When used with Antenna's multi-platform publishing software, these new products are set to push boundaries.

### Key customers

The Louvre, Stonehenge, Statue of Liberty and Ellis Island, Giant's Causeway, Metropolitan Museum of Art, Edinburgh Castle, Vatican Museums, Graceland and Alcatraz.

### Where in the world?

Clients in more than 50 countries, with core markets in North America and Europe as well as a growing business in the emerging markets.

### Plans for 2012

Successfully launching new products and services into the cultural attractions and tourism markets, as well as branching out to new geographical locations.

To establish Antenna Publisher™ software as a service product line, while launching new software solutions, multi-platform digital distribution services and groundbreaking bespoke hardware technology.

Antenna Publisher™ enables clients to create, update and publish content to multiple platforms, including user-owned devices and Antenna's new XP-Iris™ multimedia player.

Antenna aims to branch out its storytelling services and expertise to help global brands and tourism companies talk to their customers in engaging ways, through a mix of digital media consultancy and licensing of the software. Antenna's XP-Iris™ multimedia player has also recently upgraded existing equipment at the Statue of Liberty and Ellis Island, while new installations include Giant's Causeway, Croke Park and Turner Contemporary.

### Key personnel

Janet Matricciani, CEO; Carl Fazio, chief finance and operating officer.



## THEME AND SPECIALTY CONSTRUCTION

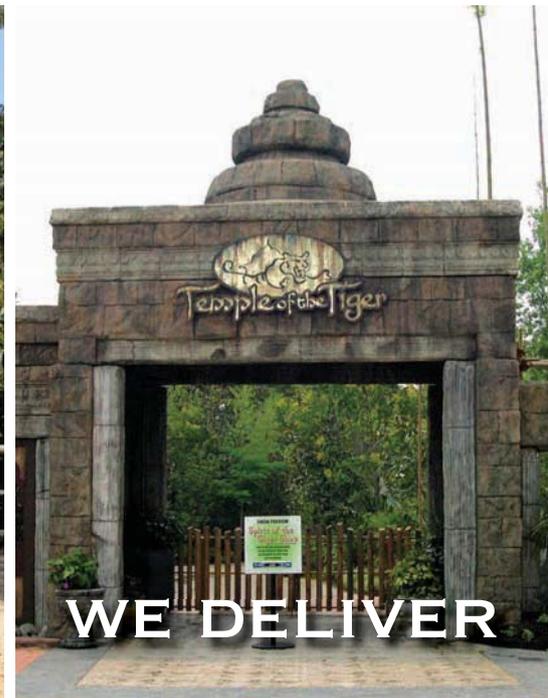
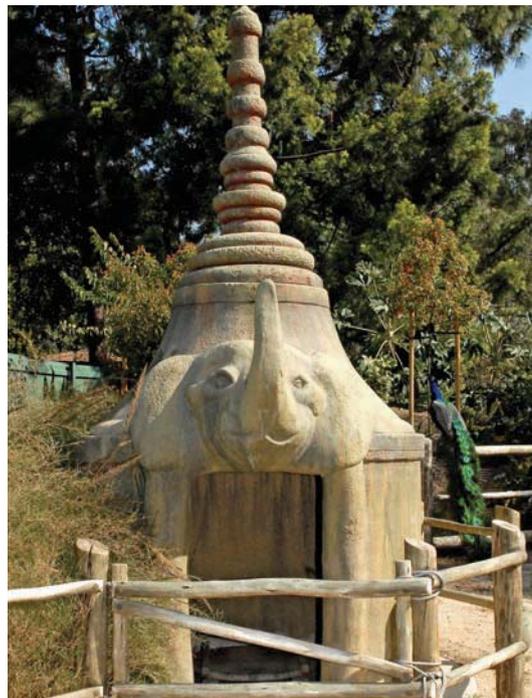
### YOU DREAM

Since 1957, COST has been actively involved in award winning theme and specialty construction work. Our scope includes shop drawings, modeling and construction of simulated rock work, trees, theme façades, water features, decorative coral, and sculptures. Whatever theme environment you dream, COST will deliver.

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## COST of Wisconsin Inc

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**Christopher Foster,**  
vice president of  
sales and marketing

### Background briefing

Jon J. Stanwyck founded the company in 1957.

### Main products & services

COST of Wisconsin has been an industry leader in theme and specialty construction services since 1957. Our areas of specialisation include exhibit fabrication, theme facades, faux finishes, water features, aquariums and sculptural elements.

### Additional services

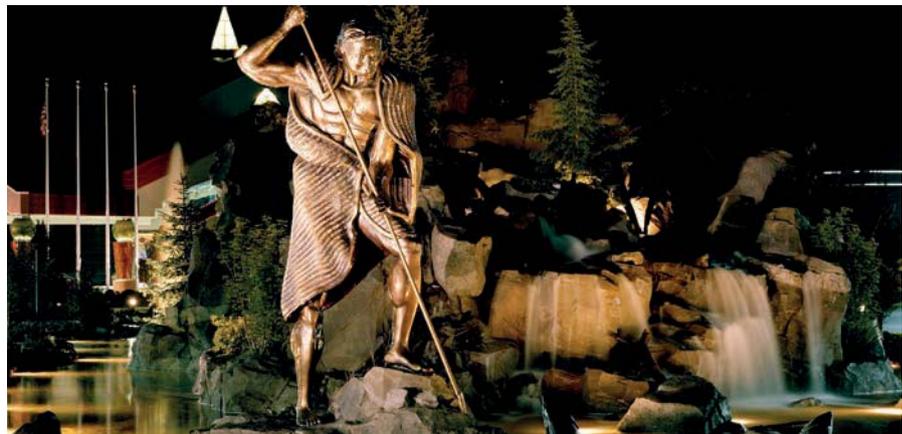
In addition, COST provides consultation services, shop drawings, engineering, 3D and scale modelling for thematic features.

### Unique selling points

COST's longevity within the theme construction industry is second to none. We have a 140,000sq ft (13,000sq m) plant where we fabricate concrete and manufacture fibre-reinforced plastic (FRP), glass-fibre reinforced gypsum (GFRG), urethanes, epoxies, acrylics, decorative metals and glass products.

### Key customers

We work with theme parks, zoos, aquariums, casinos and museums.



**COST specialises in exhibit fabrication, theme facades and sculptural elements**

### Where in the world?

We have offices in the USA, Canada and the UAE. We distribute throughout North America, the Middle East, Europe and Asia.

### Plans for 2012

We aim to further develop the Computer Aided Framework System (CAFS) that we launched in 2011.

Major new projects include Disneyworld Disney Art of Animation Resort Rain Forest Cafe, FL; National Zoo, Washington DC;

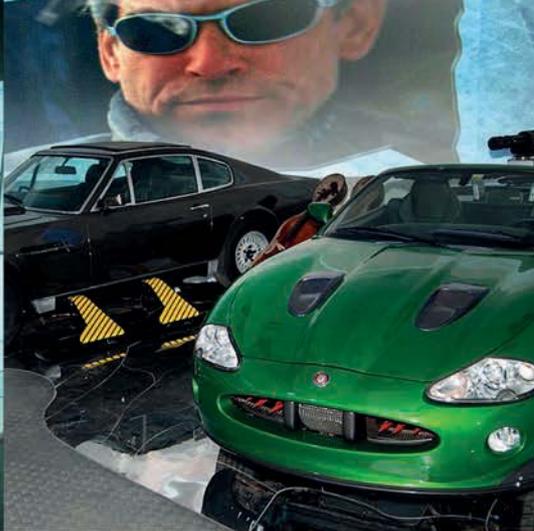
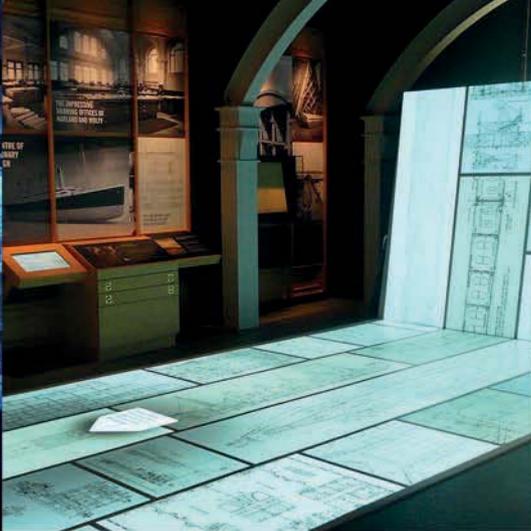
Fresno's Chaffee Zoo, CA; Assiniboine Park Zoo, Winnipeg, Canada; Isle of Capri, Cape Girardeau, MO; Jimmy Buffett's Margaritaville Casino, MI; City of Owensboro, KY.

### 2012 trade shows

IAAPA, AZA, G2E and NIGA.

### Key personnel

Christopher Foster, vice president of sales and marketing; Richard Haas, vice president of operations; Jack Beatty, senior estimator.



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## DJW

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Website: [www.djwillrich.co.uk](http://www.djwillrich.co.uk)



David Willrich,  
managing director

### Background briefing

DJW was founded in 1986 by husband and wife team David and Lynn Willrich.

### Main products and services

The company is an audio-visual systems integrator company, offering an AV consultancy, system design, equipment supply and installation, system programming and commissioning service to clients.



DJW worked on the Titanic Belfast project

### Additional services

DJW offers thematic lighting design, supply, installation and commissioning, as well as motion-base/simulator programming.

### Unique selling points

DJW is not tied into any supplier and can offer equipment to suit the needs of any given project. The company is known for its friendly and flexible approach, providing an excellent service on time and to budget.

### Key customers

Mainly museums and theme parks.

### Where in the world?

DJW offers an international service. During the past 26 years, DJW has undertaken projects in North America, Europe, the Middle East and the Far East.

### Plans for 2012

To build on the company's already high standards, provide a first-class service to clients and hopefully make a profit!

The company entered the Eastern European market in 2012 – completing a project in Hungary and is currently working on another project in Poland.

### 2012 trade shows

We have already exhibited at the M&H Show, attended ISE and the Celebrations for the 20th Anniversary of TEA at the THEA Awards. We will also attend EAS and IAAPA, and support the AV Industry Awards.

### Key personnel

David Willrich, managing director; Lynn Willrich, director; Josh Miller, director.

### What the clients say

“It was very obvious from the first interview that DJW were the preferred bidder, with a thorough enthusiasm and understanding of the practical requirements of the project and the needs to work in budget and timescale for our Titanic Belfast project.”  
*Kevin Murphy, development director, Event Communications, UK*

“This incredible technology has made it possible for us to have a one of a kind attraction in Edmonton. The experience is immersive; the sound and images take us on a journey and we always leave smiling and in awe.”

*Amanda Bergen, artistic director, Fort Edmonton Park, Edmonton, Canada*

EAS

Euro  
Attractions  
Show



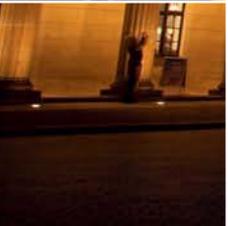
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## IAAPA Europe

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**Karen Staley,**  
vice president

### Background briefing

The International Association of Amusement Parks and Attractions (IAAPA) was founded in 1918 as a member organisation. In 2008, IAAPA Europe was officially incorporated. It has five staff members and is headquartered in Brussels, Belgium.

### Main services

Promoting the attractions sector via activity in education, government relations, industry data, market connections and safety.

### Additional services

Helping our members to obtain access to the worldwide network of members to promote their businesses. IAAPA Europe hosts one of the three trade shows owned by IAAPA – the Euro Attractions Show (EAS). It is held in different countries around Europe – this year in Berlin and next year in Paris.

### Unique selling points

We serve the membership base by promoting safe operations, global development, professional growth and the commercial success of the amusement parks and attractions industry across Europe at the EU level.

### Key customers

IAAPA represents manufacturers, suppliers, consultants, individuals, amusement parks, theme parks, waterparks, family entertainment centres, zoos, aquariums, museums, science centres, attractions, holiday resorts and casinos.

### Where in the world?

IAAPA represents more than 4,000 facility, supplier and individual members from over 90 countries. IAAPA Europe is responsible for EAS, but IAAPA staff is equally present at all major industry and networking events.

### Plans for 2012

IAAPA Europe will continue its work as the only cross-national association for the complete leisure and attractions industry. It will expand its political platform to further promote and support the attractions industry.

IAAPA Europe continuously expands and improves the Euro Attractions Show. The conference programme has been expanded to include waterparks and indoor playground seminars. In addition, IAAPA Europe offers two Safety Seminar programmes and three webinars a year on subjects of interest to the industry.

IAAPA Europe already has members in 35 countries throughout Europe. The organisation will continue to reach out to the emerging markets of the continent.

Euro Attractions Show in Berlin this year is expected to welcome participants from more than 100 countries.

With growing membership and the biggest EAS to date, IAAPA Europe has expanded its office with additional staff, but will still serve its members from Brussels.

IAAPA Europe will focus on improving safety in parks through the update of the EN 13.814. It will improve its overall involvement in the EU and continue to expand its political platform.

IAAPA will also continue to develop data on the industry for benchmarking purposes and to monitor the future development of the attractions industry overall.

### 2012 trade shows

Euro Attractions Show (EAS) and IAAPA Attractions Expo.

### Key personnel

Karen Staley, vice president; Andrea Kolar, sales manager; Jakob Wahl, programme manager.

A woman with long dark hair is looking down at a document. A hand is pointing to a specific part of the document. The background is a dark teal color with a faint red and white pattern.

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## Forrec Ltd

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Website: [www.forrec.com](http://www.forrec.com)



Gordon Dorrett, president

### Background briefing

Our vision is a world that works, plays, lives and shops in places that are smarter, more productive and totally people-centric.

### Main services

For over 40 years, we have been developing projects from the initial concept to the opening day. Starting with sound master-planning, Forrec provides a complete range of design services, including programme development, design management, attraction design, landscape architecture, interior design, graphics and signage, exhibit design and architecture.

### Additional services

Existing facilities review – Forrec analyses existing facilities and undertakes visitor and revenue enhancement studies, including refurbishing, replanning, expanding and reorganising.

### Unique selling points

We are a 100 per cent Canadian company, although perhaps best known for our work outside of Canada. Because we work in seven different sectors and combine nearly 100 varied design professionals, all col-

laborating under one roof, we are able to conceive and realise the creative potential in a wide range of projects, from mixed-use retail to cultural attractions.

### Key customers

Universal Studios, LEGOLAND Development Corporation, Cirque du Soleil, The Tus-sauds Group, Center Parcs, Royal Ontario Museum, BBC Worldwide, Shanghai Science and Technology Museum, Herschend Family Entertainment Corporation and OCT Group, China.

### Where in the world?

Clients in more than 60 countries on six continents. Our extensive body of work is both global and local.

### Plans for 2012

We will continue to expand our offices in Europe and Asia and explore new ways of providing leisure-time experiences in existing and emerging markets worldwide. We have also expanded the Toronto office to accommodate our growing professional team.

### 2012 trade shows

Asian Attractions Expo, WWA, EAS, IAAPA.

### Key personnel

Gordon Dorrett, president and CEO; Anthony Van Dam (Asia), Steven Rhys (Americas, Middle East, Europe), executive vice presidents; Linda Hung (theme parks), Steve Shah (retail and mixed-use), John Plumpton (entertainment centres), Gunta Mackars (resorts and communities), Lou Vivic (waterparks) and Matt Dawson (science and culture), senior directors.

### What the clients say

“When we started the development of The Villages, we were delighted that we had found a design firm that understood our objectives and had the experience to help us realise them.”

*Tracy Mathews, vice president of design, The Villages, FL, USA*

“I often go straight to Forrec when I want to create a new concept. Together, we explore, invent, plan, sketch and refine the details. I know I can count on them and the more we work together, the more creative we get.”

*Michel Linet-Frion, creative director, Groupe Pierre & Vacances*

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Mike Furnam, director of sales and marketing

### Background briefing

Gateway Ticketing Systems was established in 1988.

### Main products

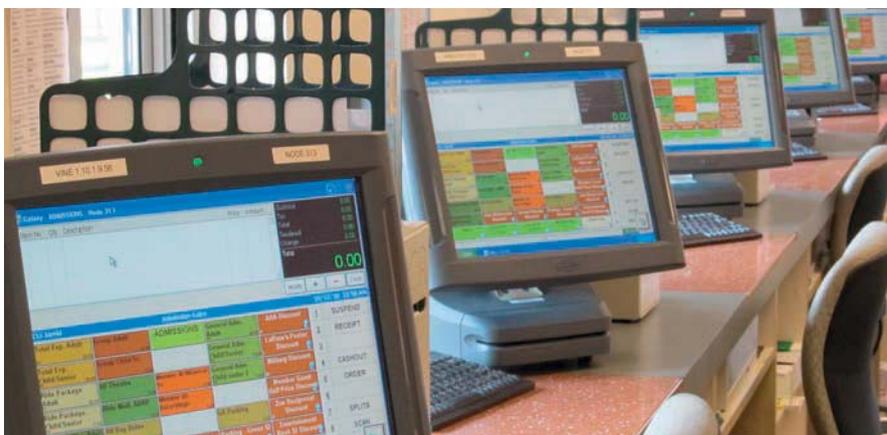
Our newly released eGalaxy Mobile Web Store solution helps customers improve operations and efficiency while increasing sales. Consumers increasingly expect to use their mobile devices for day-to-day activities, and ticketing is no different. The eGalaxy Mobile Web Store meets that expectation and enables our customers to configure products targeted specifically towards mobile consumers.

### Additional services

Gateway offers software, hardware, consulting and engineering services. The company's network of international resellers provides local customer support.

### Unique selling points

The Galaxy Product Suite offers a robust, revenue-generating, point-of-sale solution spanning across all revenue collection points: ticketing, retail and food, membership, group sales, admission control, kiosk and integrated online products.



Gateway's highly experienced staff ensure a consultative approach to your success.

### Key customers

National September 11 Memorial & Museum, Merlin Entertainments, Universal Studios Orlando, San Diego Zoo, Natural History Museum of Los Angeles County, Empire State Building and Statue Cruises.

### Where in the world?

Installed in more than 30 countries representing all continents, except for Antarctica.

### Plans for 2012

Roll out of the eGalaxy Mobile Web Store and the launch of the all new, Galaxy Roam.

### 2012 trade shows

PVA MariTrends; IAAP; DEAL; AAM Expo; IAAPA Asia; AZA; WWA; EAS; ASTC; IAAPA Attractions Expo.

### Key personnel

Michael Andre, president; Darryl Moser, executive vice president; Mike Furman, director of sales and marketing.

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Play & Attractions at Leisure Industry Week (LIW) provides a dedicated forum for the family entertainment and visitor attraction sectors to do business with market leading suppliers. LIW is the ideal platform to:

- Explore indoor and outdoor play equipment
- Test and compare new products
- Discover avenues for secondary spend
- Keep up with the latest industry developments



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LEISURE  
INDUSTRY  
WEEK



Joel Willmore, sales manager

18-20 Sept 2012 · NEC Birmingham UK

### Background briefing

Leisure Industry Week (LIW) was launched in 1989 and is owned by UBM.

### Main services

LIW is the leading trade show for the entire out-of-home leisure industry. It takes place every September at the NEC in Birmingham, UK.

The Play & Attractions section of the show is aimed at the family entertainment and visitor attractions community. Attendees are able to explore the latest indoor and outdoor play equipment, test the newest innovations to hit the market and keep up with trends and best practice advice with a top-quality free education programme.

### Additional services

The exhibition is divided into six sectors: Play & Attractions, Eat & Drink, Pool & Spa, Health & Fitness, Sport, and Leisure Facilities. These combine to provide visitors with the chance to test and compare products from the entire industry while opening up avenues for secondary spend.

LIW provides access to a vast range of leading suppliers displaying the latest

products and services available to the leisure industry, interactive features to enhance the visitor experience and live demonstrations to showcase innovative products.

### Unique selling points

This is the UK's leading trade show, covering the entire out-of-home leisure industry, where over 300 market-leading suppliers from the leisure industry all gather in one place. In addition, the show is supported by the Fitness Industry Association (FIA) and Play Providers Association (PPM).

The exhibition provides attendees with an ideal opportunity to meet with key buyers and leading suppliers face-to-face, as well as gain access to new markets via the LIW sectors. The most innovative products on the market can be tested and compared, and more than 150 hours of free high-quality education are on offer.

### Key customers

Visitors to LIW include owners, operators and managers from visitor and family attractions, indoor and outdoor play centres, local authorities, holiday centres, health clubs, spas, swimming pools and hotels.

### Where in the world?

Clients in more than 60 countries on six continents. Our extensive body of work is both global and local.

### Plans for 2012

To increase year-on-year visitor footfall to the show, confirming it as the place to find market leaders in innovation. New at the show this year: CPD-accredited REPs National Convention, RoSPA Health & Safety Advice Clinic, and the Zip Wire Experience.

### Key personnel

David Sanvoisin, event manager; Joel Willmore, sales manager; Cassandra Grant, marketing manager

### What the clients say

"Our new product Cool Detective was borne out of discussions we had at last year's show where we won a huge franchise contract – it's great to see so many visitors." *Kate Gaskin, director, Right Angle Events*

"We're a big supporter of LIW. I can't think of another show in the UK or Europe that brings everyone all together in one place." *Phil Pickersgil, MD, Innovative Leisure*



## Polin Waterparks and Pool Systems

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Enver Pakis, founder

### Background briefing

Polin Waterparks was founded in Istanbul, Turkey, in 1976.

### Main products & services

Polin designs, manufactures, engineers and installs waterparks, waterslides and waterplay attractions.

### Unique selling points

Polin is a pioneer in the advancement and application of closed-molded manufacturing technology in waterslide development.

Polin offers both bowl rides and family rides featuring RTM techniques, as well as its unique and patented Natural Light Effect technology, Special Pattern Effects technology in RTM and translucent RTM waterslides.

The company also provides a wide range of slides, including signature rides like the patented King Cobra, Magic Spheres, Spheres, Magi Cone and Space Shuttle.

### Key customers

We work with waterpark owners and operators; hotel and resort owners and operators; aquatic designers; architects; investors and construction companies.



Polin designed and installed the King Cobra waterslide at Maxx Royal Antalya in Turkey

### Where in the world?

Eighty-two countries worldwide.

### Plans for 2012

Polin is committed to providing the best-quality product and service by investing in continuous research and development

We plan to further expand our L-RTM line while introducing new signature rides and innovations. We will be launching a new waterslide by the end of 2012.

We will also be involved in projects at 250 waterparks this year, including Cartoon Network Amazone Waterpark, Thailand; GMOC Waterpark, China; Aqualand Waterpark Expansions, France; and Bugs Waterpark, Indonesia.

### 2012 trade shows

IAAPA Asia, Hong Kong; EAS, Germany; WWA USA; Interbad, Germany; IAAPA, USA; and Aqualie, France.

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Nathan Jones, Vice President of Sales and Marketing

### Background briefing

Prime Play by WhiteWater was founded in 1993, and in 2001 became a division of WhiteWater West Industries Ltd.

### Main products

Prime Play has been creating active attractions that are fun for the entire family for nearly 20 years. As a world leader in the design and manufacture of active play attractions, Prime Play brings a world of imagination to life.

Prime Play products include the Adventure Trail, Sky Trail® Ropes Course, CTS Zip Lines, Soft Contained Play, Climbing Walls, The Dig, Foam Factory®, Ballocity™, Cushie Collection, Toddler Play, Spinning Rapids™ Ride, Water Coaster™ and the AquaCourse™.

### Additional services

Prime Play's in-house team of industry experts also provides a range of services: ranging from architecture, designing and theming to manufacturing, project management, installation and retrofitting.

### Unique selling points

We specialise in masterplanning, integrated product mix and turnkey operations.

### Key customers

Family Entertainment Centres, amusement and theme parks, waterparks, bowling centres, zoos and aquariums, museums, recreation centres, hotels and resorts, restaurants and cruise ships.

### Where in the world?

All continents except for Antarctica.

### Plans for 2012

Prime Play will develop its integrated Family Adventure Park concept and grow as a world leader in Family Entertainment Centres and as a designer and manufacturer of attractions. Prime Play introduced the integration of water and spray elements to its Adventure Trail.

### 2012 trade shows

International Bowl Expo, AZA, WWA, EAS and IAAPA.

### Key personnel

Teri Ruffley, Managing Director;  
Nathan Jones, Vice President of Sales and Marketing, Americas; Doug Smith, Vice President of Business Development;  
Seth Foster, Vice President of Sales, USA.



Prime Play's Adventure Trail at SeaWorld

### What the clients say

"To create the industry's first on-board ropes course we would need the expertise of Prime Play. From the beginning, they were able to solve our engineering challenges and balance the need for family fun." *Lania Rittenhouse, Vice President of Product Development, Carnival Cruise Lines*

"The new Ballocity™ and ropes course have sparked increased interest. This is the third I've purchased and all of them are still attracting guests and operating perfectly." *Eric Barnes, Owner, Thrill It Fun Center, Orange, CA, USA*



## QW Theme Park Wheel Programme

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- We can help reduce or increase noise of wheels in application.
- Full traceability service from start to finish of all manufactured wheels.
- Improve wear through using materials such as Vulkollan® or Nylon.
- Mimic the properties of rubber, but with other advantages, with our QWE material.
- Direct business to business communication.
- Expert analysis of wheels and ride conditions.
- We welcome guests to our facilities, so you can see all processes and equipment.

QW utilise their experience of processing and knowledge of material performance to offer customers a professional service from material specification through product and tooling design to the finished item.

QW pride themselves on their innovative use of both technology and technique to solving customers' application problems. With over 35 year's castable Polyurethane experience, you can have confidence in our products.



## QWheels

Church Road, Lydney, Gloucestershire, GL15 5EN, UK

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Fax: +44 (0)1594 843 586

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Website: [www.qwheels.co.uk](http://www.qwheels.co.uk)

Skype: [callum.robin](https://www.skype.com/people/callum.robin)

[@QWheels](https://www.facebook.com/QWheelsUK) [www.facebook.com/QWheelsUK](https://www.facebook.com/QWheelsUK)

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[www.qwheels.co.uk](http://www.qwheels.co.uk)



**Callum Robin,**  
business manager

### Background briefing

QWheels was founded in 1971 as a subsidiary of the Watts Group of Companies.

### Main products & services

QWheels provides polyurethane wheels for theme park rides. The company is able to provide a recovering service, advice on the best materials to use, and supply brand new complete wheels.

### Additional services

QWheels also manufactures a wide range of industrial polyurethane wheels for pallet and fork trucks, and numerous engineering products manufactured from polyurethane. Owing to the company's expertise in this area, further help and support can be provided as required.

### Unique selling points

With more than 40 years of experience working with polyurethane, QWheels is able to provide guidance on technical issues, as well as assistance in design concepts and queries from the first steps to guidance during ongoing projects.

### Key customers

QWheels is a key supplier to a number of leading theme parks in the UK and Europe.

### Where in the world?

As a group, QWheels distributes to 75 countries worldwide, with a number of key distributors throughout Europe.

### Plans for 2012

QWheels is constantly developing new products in conjunction with customers and by gauging the market place. A new

website will also be launched in 2012. The company is currently setting up more distributors to widen the product range available to customers in Europe. Owing to interest shown by ride manufactures, more wheels are being used as an OEM choice.

### 2012 trade shows

Berlin, BALPPA and IAPPA.

### Key personnel

Callum Robin, business manager;  
Elaine Powell, sales administrator.



### What the clients say

"We have been working with QW for several years and have enjoyed the quality of product and service – offering more than just a wheel recovering service by actually taking an interest in the rides and application." *David Cadell, Cadells Amusements, Brean Leisure Park, UK*

"We've been working with QW/Watts Urethane Products for years and they never fail to deliver a quality product." *David Bennet, Alton Towers Resort, Merlin*



**BHSTS masterplan**  
Brighton



**Fashion Hotel**  
Dubai



**Rainforest House**  
Hannover



**Int. Sports Village**  
Cardiff



**VW Pavilion**  
Autostadt



**Restless Planet**  
Dubailand



**Ripleys BION  
Museum**  
London



**VW Brandland**  
Wolfsburg



**Bentley Pavilion**  
Autostadt



**Marwell  
Restaurant**  
Hampshire



**Film and Music  
Hotel**



**Grand Pier**  
Weston-Super-Mare



**Gorilla Enclosure**  
Durrell Wildlife



**Lingfield  
Racecourse**  
Surrey



**VW Theatre**



**Railway Station**  
Castellon



**Care for the Rare**  
Dubai



**Marwell Meerkats**



**Umbrella Sports**  
Newcastle



**Durrell Visitor  
Centre**



**Brunei Bridge**  
South East Asia



**Balloon  
Apartments**  
London



**Marwell Gibbons**

# rayhole architects

...museums brandlands cultural attractions botanic gardens  
zoos safari parks visitor centres themed attractions mixed  
development heritage centres science centres hotels restaurants...

## Ray Hole Architects

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Fax: +44 (0)20 8662 4609

Email: [rh@rh-architects.com](mailto:rh@rh-architects.com)

Website: [www.rayhole-architects.com](http://www.rayhole-architects.com)



Ray Hole, founder and MD

### Background briefing

Founded in 2004 by managing director Ray Hole, with director Garry Reynolds.

### Main services

ray hole architects are chartered RIBA architects and provide strategic master-planning and full architectural design and consultancy services, predominantly in the leisure, entertainment and cultural visitor attraction sectors.

Project roles include acting as project architect, lead consultant and client representative, advising built environment advisors and assisting other lead design consultants.

### Additional services

ray hole architects can also provide additional and complementary support and design/consultancy services to clients' in-house and external professional teams, depending on the project structure, requirements and context.

Our range of complementary services can be combined in order to realise achievable yet technically innovative and sustainable solutions delivered through well-proven design management processes.

### Unique selling points

ray hole architects are international, award-winning architects underpinned by more than 30 years of experience gained in highly creative, multi-disciplinary design environments. The company adheres to an 'experience economic' philosophy – whilst actively exploring numerous influences to develop an overall approach to design and architecture, thereby providing 'added value' to clients, stakeholders, end-users, society and the environment.

### Key customers

Our attitude, understanding and experience is forging an increasingly influential role in assisting our clients to redefine the cultural, heritage, science, industrial, wildlife and themed visitor attraction sectors, but also in creating new opportunities within the commercial/industrial workplace.

### Where in the world?

We have live projects in the UK, Europe, Middle East and South East Asia, but have also worked in South Africa. We represent the UK on trade missions arranged through the UK T+I, in addition to attendance at international conference and trade shows.

### Plans for 2012

Developing an even greater understanding of sector trends is fundamental to our continued ability to deliver commercially sound, revenue-generating and operationally efficient visitor experiences. Therefore, active membership of appropriate client bodies and participation in industry conferences and international trade missions is crucial.

China has been elusive to our practice until now. A number of pressing challenges face this increasingly powerful economy, which could provide potential opportunities for us to introduce our broader knowledge base and design approach.

We will develop the core team at our London-based studio, but continue to be as flexible and receptive as possible in the current cautiously optimistic market.

We have a range of live projects in design development, which should shortly convert to on-site implementation, such as museums in Saudi Arabia, zoo masterplans in the UK and an unusual boutique 'hotel'.

### 2012 trade shows

BIAZA, IAAPA, ECSITE, EAS, SATE, LIW, Vision XS, M+H and Global Business Summit.

# SALLY CORPORATION

## Experience You Can Count On



**NEW! EXCITING, CHALLENGING NEW DARK RIDE  
WITH INTERACTIVE VIDEO TECHNOLOGY**



Terra Mitica  
Benidorm, Spain



Cedar Fair



Hersheypark - Hershey, PA.



Legoland - Windsor, UK



Family Kingdom  
Myrtle Beach, S.C.



Elitch Gardens  
Denver, CO.



Teruel, Spain



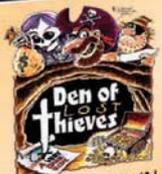
Walibi Belgium



Jazzland (Six Flags)  
New Orleans



Six Flags - St. Louis



Indiana Beach, IN.  
Seoul Land, S. Korea



Paramount Parks, Warner  
Bros. Movie World, Spain



Hard Rock Park  
Myrtle Beach, S.C.



Astrid Lindgrens Värld  
Vimmerby, Sweden



Legoland  
California, Florida, Malaysia



Holiday World  
Santa Claus, IN.

### Great Dark Rides Worldwide!

For 35 years clients have counted on the Sally team to create outstanding animatronics and dark rides...year after year, project after project.

## Sally Corporation

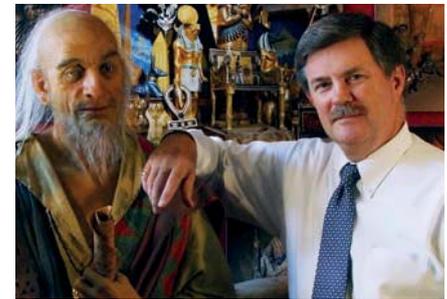
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FL 32204-1609, USA

Tel: +1 904 355 7100

Fax: +1 904 355 7170

Email: [sally@sallycorp.com](mailto:sally@sallycorp.com)

Website: [www.sallycorp.com](http://www.sallycorp.com)



Chair and CEO John Wood with Nazeer from *The Challenge of Tutankhamen* at Walibi Belgium near Brussels

### Background briefing

Sally Corporation was founded in 1977 to merge technology and art into memorable entertainment and educational experiences. Since then, the company has designed and fabricated thousands of animatronic characters, productions and museum exhibits, and has played a lead role in the resurgence and development of classic and interactive dark rides for parks and attractions worldwide.

### Main products & services

Sally has built a solid reputation for innovation, quality and service. The company reinvented the traditional dark ride with its successful ride/game adventures, making them affordable, flexible and operator friendly. An experienced staff of designers, sculptors, artists, writers/producers, technical and electronics experts, together with dedicated project management, makes the difference.

### Additional services

In addition to building custom rides, shows and animatronics, Sally Corporation specialises in redesigning and renovating existing rides and attractions: whether it's

a newly themed ride to fit an old footprint or new characters and special effects to bring the attraction back to life, Sally has the skills to make it a star attraction.

### Key customers

Sally Corporation's international clientele includes Universal Studios, Legoland Parks, Merlin Entertainments, Paramount Parks, Six Flags, Walibi, Seoul Land, OCT (Happy Valley parks), Terra Mitica, St Louis Zoo, Tower Bridge, Hersheypark, The Tate Gallery, Missouri Botanical Gardens, Liseberg, Tivoli Gardens, Warner Bros Movie World, Ocean Park, and many others.

### 2012 trade shows

IAAPA in the USA, Asia and Europe.



*Reese's Xtreme Cup Challenge* is an interactive, black light, dark ride at Hersheypark in the USA

### Key personnel

John Wood, CEO; Fitz Otis, sales manager; Drew Hunter, VP design; Donna Gentry, VP projects; Todd Gillrup, VP production; Jan Sherman, AVP creative services; David Ciciora, director ride systems.

# simworx

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Bespoke Film Content  
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For Entertainment and Education

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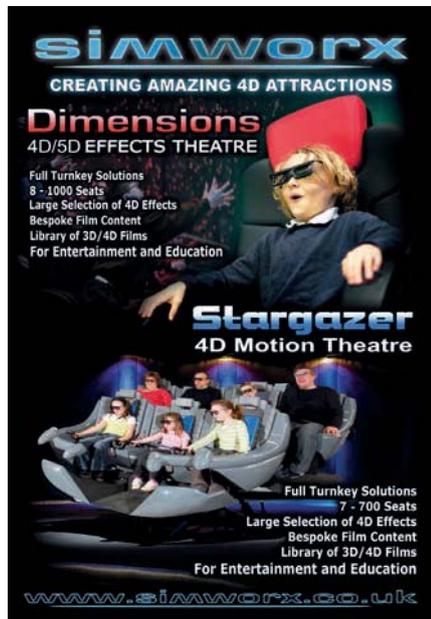
 @SIMWORX  SimworxUK



Terry Monkton,  
managing director

### Background briefing

Terry Monkton and Andrew Roberts founded Simworx in 2005 having worked in the entertainment simulation industry since 1997.



A designer and developer of 4D attractions

### Main products

Simworx designs, manufactures and develops 4D cinemas and motion simulation attractions for worldwide entertainment, education and corporate markets.

### Additional services

Simworx is involved in product development, manufacturing and service support, film content, motion programming and the creation of complete themed attractions.

### Unique selling points

The company also offers clients a genuine turnkey service, with unparalleled after-service and support.

### Key customers

Mainly theme parks, museums, zoos, aquariums, space and science centres, corporate promotion, family entertainment centres and cinemas.

### Where in the world?

Simworx works with and distributes to companies worldwide.

### Plans for 2012

With installations carried out in

Indonesia, Denmark, Cyprus, Vietnam during the first 6 months of 2012, the remainder of 2012, sees 3 UK installations and one in Italy. With 2 new products being launched at the end of 2012, Simworx will continue to expand its workforce and developing first class media based attractions. Simworx Middle East has been established during 2012, and there are plans to establish further offices worldwide.

### 2012 trade shows

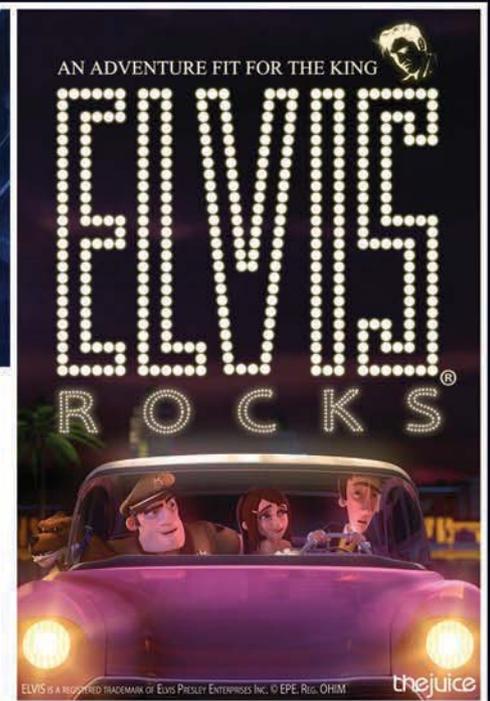
Dubai Entertainment Amusement and Leisure Show, Asian Attractions Expo, Euro Attractions Show and IAAPA.

### Key personnel

Terry Monkton, managing director;  
Andrew Roberts, technical director.

### What the clients say

"All the guys from Simworx have been fantastic. We are very pleased with the response to the 4D cinema. It appeals to children and adults alike. The reactions from the visitors are just unbelievable!"  
*David Bryans, general manager, Heritage Attractions, Lands End, UK*



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[info@thejuice.com](mailto:info@thejuice.com)

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3d/4d/5d attraction & ride films

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<https://twitter.com/thejuicefilms>

# thejuice



Pauline Quayle, founder

### Background briefing

The Juice was founded in 2010 in the UK by Pauline Quayle and James Brocklehurst with a very clear aim – to provide quality content, choice, flexibility and affordability in the marketplace. The team began with the exclusive distribution of several titles from the award-winning studios Red Star 3D, with more studio titles being added to the collection. The Juice's mantra is that quality is paramount.

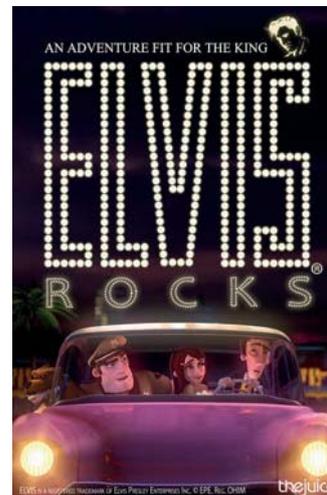
### Main products & services

In 2011 The Juice began to produce their own films in collaboration with other talented studios they found along the way and further extended their library. The company's first ride was commissioned for the film *Hover Chase*, which was produced by Lightworx and released in July 2011. This proved to be very successful and The Juice went on to produce their first branded attraction film called *Elvis Rocks*, which was released this June. *Elvis Rocks* is a clever combination of a modern day story intertwined with music by rock star Elvis to create a storyline and music track appealing to all age groups, ranging from grandparents to grandchildren. The Juice

aimed to create true family entertainment by bringing together generations and no less than seven iconic Elvis hits with an amusing and dynamic storyline. Recognising the pulling power of branded films, The Juice has negotiated several new licences and aims to introduce a range of original ideas to give the company a uniqueness within the attractions sector.

### Additional services

In addition to film distribution, The Juice has a creative team that works on customised generic and branded film projects for clients. Recognising that the name of the game is to help clients to maximise their potential when showcasing films at their venues, The Juice also offers clients with an opportunity to buy merchandise from approved factories and, where possible, sponsorship opportunities.



### Key customers

Theme parks, family entertainment centres, museums, standalone attractions, resorts, cruise ships, exhibitions, museums, science centres, planetariums, zoos and aquariums.

### Where in the world?

The Juice has a global reach, but prides itself on providing a 'local service', so the company is keen to continue to provide quality films, choice, flexibility and a competitive edge to its clients.

### Plans for 2012

The Juice has forged strong links with several hardware partners and is now working on a new affordable method of film encryption, which will be offered to other studios to enable protection against copyright – available from early 2013. Thinking outside of the box and monitoring new developments will always remain at the heart of the business, with new trends being the lifeblood of the company's future success.

# XD

**DARKRIDE**  
INTERACTIVE THEATER



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incredible new  
interactive ride!”

## INVENTING THE FUTURE

Triotech is proud to introduce the next generation of immersive and interactive thrill rides. Our flagship products offer intense and realistic ride film experiences via a multi seat motion platform, interactive gameplay and realtime graphics, creating excellent revenue for operators.



### TRIOTECH HEAD OFFICE

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+1 514-354-8999

### INTERNATIONAL SALES

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g.salabi@trio-tech.com

**TRIOTECH**  
WWW.TRIO-TECH.COM

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[www.youtube.com/TriotechAmusement](http://www.youtube.com/TriotechAmusement)

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[company/783183?trk=tyah](http://www.linkedin.com/company/783183?trk=tyah)

# TRIOTECH



The sales team at Triotech

### Background briefing

Triotech was founded in 1999 by Ernest Yale, an entrepreneur whose vision of incorporating technology and amusement games resulted in one of the attractions industry's leading immersive and interactive companies.

### Main products

The XD Theater is the industry leader for a totally unique 6D immersive experience that incorporates exhilarating motion, wind and light – allowing the end user to ride the movie in an intense and very fun way.

The XD Dark Ride is a multi-sensory, interactive game that uses real-time 3D graphics, provides instant feedback and is highly responsive, with the world's fastest targeting system. It has unique game play and fully immerses riders in the experience.

### Additional products

Triotech is also the manufacturer of the Typhoon – a coin-operated immersive experience that includes motion seats and wind effects. Continually ranked the number one video simulator by operators in *Play Meter*, it transforms any space into an instant attraction.

### Unique selling points

Triotech creates intense, exciting and memorable multi-sensory interactive attractions that are simple to operate and reliable. Triotech products are unrivalled in their quality, superior technology and unique way in which they have redefined immersive experiences.

Our products are adaptable and can be installed in any location without major construction. They provide unparalleled motion experiences that are centralised around our single- or double-seat motion actuator – a very thrilling and memorable ride. Triotech products are turnkey and low maintenance.

### Key customers

Any location that serves large groups of customers on a daily basis is a good fit with our products. Tourist attractions, theme parks, shopping destinations and family entertainment centres are the primary sweet spot, but with customised concepts we can create any immersive or interactive experience for specific locations.

### Where in the world?

More than 100 installations worldwide and global distribution channels.

### Plans for 2012

For Triotech, the combination of strong, compelling content and technological advancements creates an enormous amount of opportunity to deliver our products in innovative ways. We will continue to focus on creating new platforms of interactive attractions and redefine immersive experiences throughout 2012 and 2013.

This year we launched the XD Dark Ride – a 7D technology attraction which has revolutionised interactivity during an immersive experience. It is a new concept that incorporates a large multi-player attraction with an interactive gaming element, combined with the Triotech exclusive motion system. At the Asian Attractions Expo in June 2012, we launched our latest interactive movie, *Zombies*, in association with the opening of a new office in China.

### 2012 trade shows

EAS, UK, and IAAPA Orlando, USA.

### Key personnel

Jacques Drouin, chair; Ernest Yale, president & CEO; Sylvain Larose, COO; Gabi Salabi, VP WW sales; Loïc Berthout, VP partnerships.



T U R N I N G   Y O U R   W O R L D   A R O U N D



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[WWW.VEKOMA.COM](http://WWW.VEKOMA.COM)

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Website: [www.vekoma.com](http://www.vekoma.com)



### Background briefing

Vekoma has been in the amusement industry for more than 50 years. Vekoma Rides Manufacturing, Vekoma Rides Engineering and Vekoma Rides Parts & Services are all part of the Vekoma Rides Group.

### Product range

Vekoma offers the in-house design, engineering and manufacturing of a full range of coasters and attractions, including standard and custom designed family coasters, thrill and mega coasters, indoor and custom-designed coasters, and attractions and specialties.

### Main products

Vekoma Rides Manufacturing is one of the largest roller coaster manufacturers in the world and a market leader in the amusement industry. With in-house concept design, engineering and manufacturing divisions, we're in a unique position. Custom-designed attractions are one of our highly valued specialties.

### Additional services

Vekoma Rides Parts and Services offer our customers after-sales service in the

broadest sense of the word. We offer maintenance check-up programmes, spare parts, rehabs and customised service contracts, so that the reliability and availability of Vekoma coasters and attractions are maintained to the highest possible level.

### Key customers

Vekoma is proud to state that its coasters are installed worldwide. You will find Vekoma coasters in major theme and attraction parks, as well as in family parks, FECs and shopping centres. Vekoma works closely with owners, developers and designers to offer unique and high-quality coasters and attractions.

### 2012 trade shows

IAAPA Attractions Expo, USA; IAAPA Asian Attractions Expo, Hong Kong; Euro Attractions Expo, UK; DEAL, Dubai; and several shows in Asia (CAAPA) and Russia (RAAPA and EAAPA).



Vekoma is one of the largest coaster manufacturers in the world

### Key personnel

Henk Roodenburg, CEO;  
Peter van Bilsen, Sr. VP marketing and sales; Charlotte van Etten, account manager; Stefan Holtman, account manager.



### MEDIAMATION'S 4D LEGO

MediaMation, which supplies and manufactures 4D/5D motion EFX theatres and seats, is to provide a turnkey 4D theatre for Merlin Entertainments' new Legoland Discovery Centre in Yonkers, New York, USA, opening in 2013. The 98-seat Lego® 4D cinema will feature customised seats and include wind, rain, lightning and snow effects. Mediamation has already installed 4D theatre technology in all four of the USA Legoland Discovery Centres.

ATTRACTIONS-KIT.NET KEYWORD: **MEDIAMATION**

### WATCHOUT FOR DATATON

Dataton's WATCHOUT multimedia content playback solution has been featured on a multi-faceted 228m screen in a Chinese exhibition called Old Beijing Gets Moving.

Located in Beijing's National Conference Centre, the exhibition was inspired by A Glance Round Old Beijing, a panorama of the city as it was in the 1930s originally created as an extended scrolled image by the painter Wang Daguang.

### SARNER BOARDS HMS BELFAST

Exhibition design company Sarnar has installed a new attraction aboard London's HMS Belfast, enabling visitors to relive the battle of the North Cape in WW2. Groups of 15-20 visitors can now step into the Gun Turret Experience : A Sailor's Story, 1943, which follows the story of a young sailor aboard Belfast on Boxing Day 1943. Using moving platforms, smell and smoke machines, audio and sound effects, moving guns and projection systems, the space – housed inside one of the ship's original triple gun turrets – recreates the sensations of war at sea.



ATTRACTIONS-KIT.NET KEYWORD: **SARNER**



ATTRACTIONS-KIT.NET KEYWORD: **IE PARK**

### IE PARK & RIDE IN ITALY

IE Park has built a 45m x 11m Ice Mountain ride for one of Italy's most well-known travelling showmen, Mauro Viviani. It debuted this year at Magic World in Naples, Italy. The half pipe-shaped structure offers different activities in one structure: it can be covered in artificial snow, used for summer tubing and rock climbing, and also offers free fall drop experiences. The ride can be moved to new sites on four trailers.

With WATCHOUT blending and synchronising the images of 56 digital video projectors, Daguang's painting has been brought to life as an animated video featuring 1,000 ancient buildings, enhanced by moving images of the people who once inhabited them going about their day.

On entering the exhibition, visitors pass in front of a custom-built projection screen that measures 3m high x 228m long.

ATTRACTIONS-KIT.NET KEYWORD: **DATATON**



## TAPEMYDAY VIDEO SYSTEM

TapeMyDay is a fully automatic visitor video generating system for rides and attractions. Customised wireless on-ride and cabled off-ride solutions can be installed at amusement facilities – theme parks, water-parks, family entertainment centres, snow domes, ice rinks, zoos and sports venues.

High-definition cameras equipped with tracking and tracing software simultaneously film large numbers of people, with

specific visitors being automatically recognised and filmed throughout their stay.

TapeMyDay automatically creates, processes and distributes personalised videos, available for download within 24 hours. This is a great revenue generator. The download creates repeat visits by customers to the attraction's website, while easy upload to YouTube, Facebook and Google guarantees unlimited worldwide publicity.

ATTRACTIONS-KIT.NET KEYWORD: **TAPEMYDAY**

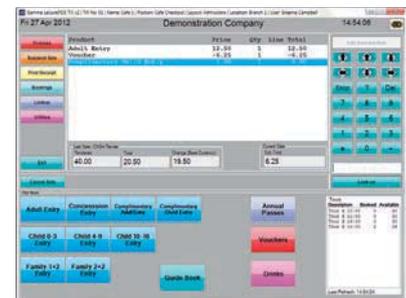


## CONNECTING WORLD TO CULTURE

Antenna International™ is launching a new range of software solutions, multi-platform digital distribution services and handheld multimedia guides. Antenna Publisher™ and Antenna Publisher Pro™ are powerful software packages enabling company's to create, update and publish content to multiple platforms, including user-owned devices and Antenna's new XP-Iris™ multimedia player. The XP-Iris™ audio and multimedia handset incorporates touch-screen technology, an award-winning keypad design and is Wi-Fi enabled.



ATTRACTIONS-KIT.NET KEYWORD: **ANTENNA**



## LATEST LEISUREPOS

Gamma Dataware has launched a new version of its LeisurePOS Software, which runs on a SQL server platform using the latest Microsoft NET development tools. The upgrade brings a tremendous improvement to the functionality of the existing interface for both front of house and back office environments. The improvements in functionality include the ability to select different user views, a more flexible user interface at POS, a more modern look and feel to the onscreen environment and greater integration across the platform modules.

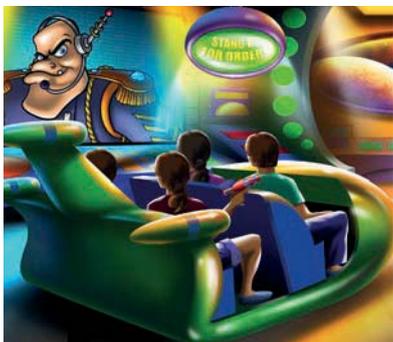
ATTRACTIONS-KIT.NET KEYWORD: **GAMMA DATA**



## KINGDOM OF DREAMS

Martin Professional has installed its lighting equipment at the Kingdom of Dreams – a new entertainment destination in India. The attraction focuses on an auditorium designed to look like a palace, which has been rigged with the company's MAC 2000 series and Exterior 1200™, 600™ and Inground 200™ luminaires.

ATTRACTIONS-KIT.NET KEYWORD: **MARTIN PRO**



## POWER BLAST X DARK RIDE

Sally Corporation has introduced Power Blast X – an interactive dark ride concept featuring unique VIPER SixD video technology. This space-age adventure has interactive video game-type elements, interactive animatronics, fixed and moving targets, rotating vehicles, seat vibration and other special effects. The shooting device allows the rider to track six degrees of motion, giving the video images a 3D quality that can be moved forward/backward, up/down, left/right or even rotated.

ATTRACTIONS-KIT.NET KEYWORD: **SALLY CORP**

## SIMWORX STARGAZER

Simworx has completed the installation of a Stargazer 4D motion theatre at Danfoss Universe in Denmark.

Danfoss Universe is a hands-on science theme park aimed at children and adults, where visitors can play their way to a knowledge of science, experiencing the world of science and technology and fulfilled natural phenomena within a host of different buildings and areas.

## DJW INNOVATE COUNTRY PARK

AV specialist DJ Willrich (DJW) gave the recently re-opened Durlston Country Park in Dorset, UK, a technological makeover.

The visitor centre now boasts interactive and educational displays, including a Multimedia Daily Diary, which the park's rangers can update daily with events and news and a large multiscreen show featuring a year in the life of Durlston and displaying images of the country park throughout the seasons. This is next to a screen showing a film which illustrates what can be found in rocks within the park, these are then lit up at specific points.



ATTRACTIONS-KIT.NET KEYWORD: **DJW**



ATTRACTIONS-KIT.NET KEYWORD: **MARMAX**

## GOING GREEN WITH MARMAX

Marmax Products, which manufactures outdoor furniture from recycled plastic bottles, has supplied a range of items to Cadbury World in Birmingham, UK. All outdated wooden furniture has been replaced with more than 50 heavy-duty picnic benches featuring extra-long table tops for wheelchair accessibility. Specially designed picnic cabins shaped like safari jeeps are also planned for the attraction.

Situated in an existing building at the venue, the Stargazer 4D motion theatre features 28 seats in four, seven-seater pods, each incorporating a six DOF dynamic hydraulic motion base.

Danfoss is one of the largest industrial companies in its home country and a global group and a leader in the research, development, production, sales and service of mechanical and electronic components.

ATTRACTIONS-KIT.NET KEYWORD: **SIMWORX**



## POLIN RIDES AMAZONE

Polin is the official waterslide supplier for the new Cartoon Network AMAZONE water-park, which is currently under construction in Bang Saray, close to Pattaya, on the East Coast of Thailand.

Scheduled to open in 2013, Cartoon Network AMAZONE is a nod to the Amazon Rainforest, which incorporates popular animated series and toon heroes Ben 10, The Power puff Girls and Johnny Bravo.

The park will feature signature attractions including a gigantic family wave pool, a winding adventure river, speed-racing slides, family raft slides and one of the world's largest interactive waterplay fortresses for kids. All will be themed by Polin.

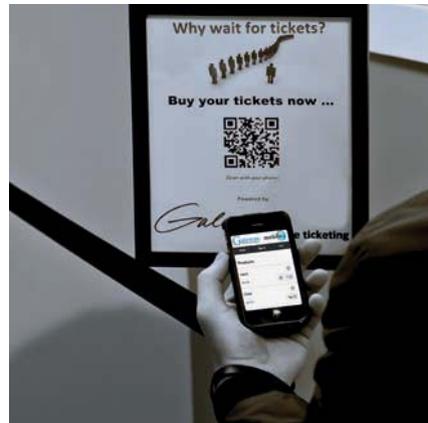
Polin is also releasing its updated King Cobra waterslide, which features two double tubes allowing guests to race through a circular path with twists and turns.

ATTRACTIONS-KIT.NET KEYWORD: **POLIN**



## GATEWAY'S 'ANYWHERE, ANYTIME' TICKETING

The new eGalaxy Mobile Web Store solution from Gateway Ticketing Systems has been designed to help customers improve operations and efficiency while increasing sales. It enables Gateway customers to configure products targeted specifically toward mobile consumers. It encourages guests to use their phones to make purchases en route or on arrival to avoid lines, and guests can also order additional event tickets from inside the attraction without returning to the gate. The solution means no ticket lines and no lost tickets.



ATTRACTIONS-KIT.NET KEYWORD: **GATEWAY**



## SOUND IDEA

Timberplay has introduced new Sound Posts – self-powered using either solar power or via a hand-operated dynamo. The information system has a total recording time of 48 or 24 minutes, depending on the model selected. The dynamo powered U-turn Round Sound Post has been developed for outdoor use and can hold up to eight messages, so can be used to relay several different messages or sound effects and different language versions of the same message. The stainless-steel casing is virtually maintenance free.

ATTRACTIONS-KIT.NET KEYWORD: **TIMBERPLAY**



## HUSS TOWER FOR MERLIN

HUSS Park Attractions built an observation tower on the Weymouth seafront, UK. Operated by Merlin Entertainments, the 53m (174ft) tower with a rotating gondola accommodates 70 guests. It provides 360-degree views over the English Channel and was completed ahead of schedule, in time for the 2012 Olympic sailing events.

ATTRACTIONS-KIT.NET KEYWORD: **HUSS**



## AN EYE FOR SAMSUNG

The capsules on the EDF Energy London Eye have been fitted with Samsung Galaxy Tab 10.1 devices in a move to enhance the flight experience for visitors. The interactive guides enable guests to access key information on 44 famous London landmarks by touching the landmark on a screen. In addition, guests can enjoy 24-hour time-lapse photography and 360-degree day and night views. The cantilevered observation wheel is operated by Merlin Entertainments.

ATTRACTIONS-KIT.NET KEYWORD: **SAMSUNG**

## VEKOMA DEBUTS YAS WATERWORLD

Vekoma Rides Manufacturing's suspended family coaster Splash Party will soon make its debut at Yas Waterworld Aqua Park in Abu Dhabi as the Bandit Bomber.

This new custom design has been created to be a fun and interactive coaster, based on existing and proven technology. The 515-metre long coaster will be equipped with single four-passenger

## CLIP'N'CLIMB CONCEPT

Climbing wall provider Entre-Prises has introduced the Clip'n'Climb concept into Europe, following its successful launch in Australasia and North America. The first of the new facilities has opened in Exeter, UK, with Clip'n'Climb designed to focus on the fun – rather than the sport – of climbing. Offering challenges that appeal to youngsters looking to graduate from soft play through to visitors simply looking for something different, it provides 26 different climbing walls with moving parts, inflatable sections, speed climbs, Velcro walls, and see-through climbs.



ATTRACTIONS-KIT.NET KEYWORD: **ENTER-PRISES**



ATTRACTIONS-KIT.NET KEYWORD: **SOLI**

## BUMPER TIME FOR SOLI

IE Park/SOLI Bumper Cars has delivered new bumper cars and tracks to two of Asia's largest theme parks. Hong Kong's Ocean Park has taken delivery of 27 Bumper Blaster vehicles, while Lotte World in Seoul has installed a new track for its existing fleet of adult Charlie cars. These new models feature a higher head restraint, larger polyurethane seats, three-point safety belts, lights and headrests.

coaches featuring the company's new seat and restraint design, whereby each coach is equipped with water bombs and laser guns to add further interactive fun elements to the coaster. From an impressive 23-metre lift height, the vehicles will dive into a series of exciting drops at a speed of up to 50 km per hour, travelling over various splash zones, experiencing dips and hills and curving around a mountain.

ATTRACTIONS-KIT.NET KEYWORD: **VEKOMA**



## KRAFTWERK GETS WET IN 5D

Kraftwerk Living Technologies presents the ultimate Multi-D Cinema Experience for waterparks, with the development of Waterplexx 5D theatre – an unique attraction enabling its guests to enjoy a 5D experience wearing swimwear.

Taking the form of the more familiar 4D theatre, Waterplexx 5D incorporates seats and a motion base enhanced for operation in totally wet environments. Additional fea-

tures include 3D HD projection, surround sound, silver screen and numerous special effects such as wind, fog, lasers and ambient lighting. The effects make particular use of water – from the front, from the walls and from the roof, while moving seats, both in sync with the movie scenes, aim to immerse visitors directly into the film, turning each show into an unforgettable, wet and splashy adventure.

ATTRACTIONS-KIT.NET KEYWORD: **KRAFTWERK**



## INNOVATIVE ZIP LINE

Innovative Leisure has unveiled the Mobile Zip Line. Already proving a major success in the USA, the new attraction is manufactured by Spectrum Sports International and will be distributed exclusively in the UK and Europe by Innovative Leisure. The new attraction won the Best New Product Award the 2011 IAAPA Expo and is the first commercially available portable zip line. Access is via a 30-inch wide staircase taking participants to a height of 8.3m. At the top, riders enter the launch barrel which protects them from fall exposure until they are safely connected to the zip line.



ATTRACTIONS-KIT.NET KEYWORD: **INNOVATIVE**



## HIPPO'S NEW PLAY PLATFORM

Hippo Leisure has launched its new interactive Play Platform at Windsor Leisure Centre in Berkshire, UK. The structure comprises three multi-level platforms housing a strategic combination of high, low, bright, innovative water features which guide visitors through to the exit via a family friendly multi-slide.

ATTRACTIONS-KIT.NET KEYWORD: **HIPPO**



## WORLD OF BATTERY RIDES

World of Rides is releasing a new collection of coin-operated battery rides, including the Super Bike Trike, Off-Road Jeep, Bumper Cars and Bumper Boats. Ever-improving battery technology means that their larger capacity batteries last throughout a full working day and no longer have to be changed every four hours. They can even be recharged overnight in situ. New designs include direct-drive motors in all the land-based rides and internal drive motors in all the water-based rides.

ATTRACTIONS-KIT.NET KEYWORD: **WORLD OF RIDES**

## PRODUCTS



### SEVERN TRAIN TO OMAN

Severn-Lamb has delivered a new electric train to one of Oman's premier tourist attractions. The custom-designed train, built entirely at Severn-Lamb's manufacturing plant, carries up to 48 passengers. It uses electricity on demand, eliminating the need for batteries and the down time for recharging, improvements which will increase the potential number of daily visitors from 760 to 2,000. Passengers board through sliding doors and information is provided via audio and flat screens.

ATTRACTIONS-KIT.NET KEYWORD: **SEVERN**

### AIR RACE EVOLUTION TAKES OFF

Since debuting the Air Race at Coney Island, New York, in 2010, Zamperla launched a second version of the ride at Aquashow in Portugal in 2011 and is set to roll out the product out worldwide. Air Race replicates the experiences and sensations of an acrobatic aeroplane flight, with banks, loops, dives and weightlessness. The first version accommodated up to 24 riders at one time in six, four-seater aeroplanes. In 2012, a further seven versions will be installed in Chile, North Korea, China, Ukraine, Indonesia, Australia and the USA.



ATTRACTIONS-KIT.NET KEYWORD: **ZAMPERLA**



ATTRACTIONS-KIT.NET KEYWORD: **BALDWIN BOXALL**

### TITANIC VOICE EVACUATION

Safety systems manufacturer Baldwin Boxall has supplied a voice evacuation system to the newly opened Titanic Belfast attraction in Northern Ireland. The eight-zone centralised voice evacuation system provides phased evacuation to all areas of the attraction, while inputs to the system include background music, localised paging microphones, multi-zone microphones and all call fire microphones.

### PRIME PLAY'S WOW FACTOR

Opening this spring in Coconut Creek, Florida, and built by Prime Play, Wow Factory will offer the largest Ropes Course and Ballocity in southern Florida.

The new Sky Trail Ropes Course will challenge guests to traverse a 20ft-high, 42ft-long and 64ft-wide (6m x 13m x 20m) attraction, while being firmly harnessed into a closed-tracking safety system the entire time.

The Ballocity attraction will showcase custom Wow Factory theming and three levels with a range of activities that promote interaction between the levels as well as between guests. Activities will include a vacuum system from the ground floor to the third level, as well as a dumping bucket which kids can help to fill up before the timer goes off when it drops—hundreds of foam balls.

ATTRACTIONS-KIT.NET KEYWORD: **PRIME PLAY**



## WHITEWATER WEST

Set to open this summer, Alabama's Splash Adventure park will feature the world's first AquaCourse – WhiteWater's newest innovation.

The multi-level play experience involves guests traversing an exhilarating course of ropes, towers, bridges and zip lines while being safely harnessed. Providing a distinct family experience, individual guests determine their own challenges, while still

sharing the complete AquaCourse™ experience with their whole family.

By removing all the barriers of typical waterplay structures – such as decks and handrails – guests can safely interact with others without any obstacles getting in the way. Geysers bubble up from below, sprays drop from overhead and water guns shoot from side to side. AquaCourse is available in various models.

ATTRACTIONS-KIT.NET KEYWORD: **WHITEWATER**



## UNIVERSAL TRANSFORMATION

Universal Studios Hollywood in Los Angeles, USA, has opened its latest 3D ride – Transformers™: The Ride-3D – based on the iconic robotic brand from play company Hasbro. The attraction fuses 3D-HD media, flight simulation technology and special effects with action sequences to immerse guests in the action-packed world of the Transformers. The thrill ride propels guests along a 610-metre (2,000-foot) track, surrounded by 14 massive screens up to 18 metres (60 feet) high in places to engulf the thrill-seekers. The ride was created by Universal Creative and Hasbro.



ATTRACTIONS-KIT.NET KEYWORD: **NBC UNIVERSAL**



## ROBE LIGHTS DROPLET

Robe's Anolis ArcPad 48 LED fixtures are internally lighting artist Stuart Green's gleaming Droplet sculpture in Canberra, Australia. Green was commissioned to create Droplet by the Australian Capital Territory Government. The 6m tall by 3m wide stainless steel work has a curved and pleated shell made from laser cut 316 marine grade stainless steel. A 10-degree tilt allows the object to be easily interpreted from a distance, but features intricate details on closer inspection.

ATTRACTIONS-KIT.NET KEYWORD: **ROBE UK**



## WATERPLAY HITS STADIUM

Waterplay has installed an aquatic play pad at Coveleski Stadium in Indiana, USA. It features 16 multi-coloured ground sprays with integrated LED lights and a flush LED light for accent lighting after dark. It's the first of its kind to be located in a stadium and allows parents to enjoy the game while the children splash around.

ATTRACTIONS-KIT.NET KEYWORD: **WATERPLAY SOLUTIONS**

## GREEN RESOURCES

### Alupro

UK

Tel +44 (0)1527 597 757

[www.alupro.org.uk](http://www.alupro.org.uk)

A not-for-profit company representing the leading aluminium packaging producers and re-processors in the UK.

### AsialsGreen (AIG)

USA

[www.asiaisgreen.com](http://www.asiaisgreen.com)

AIG helps businesses in Asia to reduce their impact on the environment. It includes news, directories and events.

### AskNature

USA

[www.asknature.org](http://www.asknature.org)

A resource for the biomimicry community looking for planet-friendly solutions.

### Australian Conservation Foundation

Australia

[www.acfonline.org.au](http://www.acfonline.org.au)

The organisation works to protect, restore and sustain the environment.

### Business Commitment to the Environment (BCE) Awards

UK

Tel +44 (0)870 190 6053

[www.bceawards.org](http://www.bceawards.org)

Established to recognise businesses whose activities enhance the environment, while meeting commercial demands.

### The Carbon Trust

UK

Tel +44 (0)20 7832 4802

[www.carbontrust.com](http://www.carbontrust.com)

The trust's mission is to accelerate a low-carbon economy by working with organisations to reduce emissions.

### Carbon Managers

UK

Tel +44 (0)8700 766 766

[www.carbonmanagers.com](http://www.carbonmanagers.com)

Carbon Managers optimise businesses' increasing awareness of carbon issues.

### Centre for Alternative Technology

UK

Tel +44 (0)1654 705 950

[www.cat.org.uk](http://www.cat.org.uk)

A leading organisation demonstrating ecological technologies and lifestyles, offering information and training courses.

### The Chartered Institute of Waste Management

UK

Tel +44 (0)1604 620 426

[www.ciwim.co.uk](http://www.ciwim.co.uk)

The leading professional body for waste and resource management.

### Earth 911 for Business

USA

<http://earth911.com>

This site offers free advice to small businesses on waste reduction and recycling paper, metal, glass and plastic.

### EC3 Global

Australia

Tel +61 7 3238 1900

[www.ec3global.com](http://www.ec3global.com)

The management arm of the Green Globe environmental benchmarking programme.

### EcoDirectory

Australia

Tel +61 2 8005 1267

[www.ecodirectory.com.au](http://www.ecodirectory.com.au)

A free online directory of environmental products, services and resources to help individuals and businesses.

### Ecotourism Australia

Australia

Tel +61 7 3252 1530

[www.ecotourism.org.au](http://www.ecotourism.org.au)

An organisation with members from the attractions and tourism industries.

### EMAS

France

Tel +33 1 53 90 11 75

<http://ec.europa.eu/environment/emas>

A certification system and management tool for companies and organisations.

### Emirates Environmental Group

UAE

Tel +971 4 344 8622

[www.eeg-uae.org](http://www.eeg-uae.org)

An NGO devoted to protecting the environment through education, action programmes and community involvement.

### Energy Star

USA

Tel +1 888 782 7937

[www.energystar.gov](http://www.energystar.gov)

A US initiative focused on energy-efficient products, practices and strategies.

### Environmental Data Interactive Exchange (Edie)

UK

Tel +44 (0)20 8651 7100

[www.edie.net](http://www.edie.net)

An online resource offering international environmental news and information.

### European Platform on Lifecycle Assessment

Brussels and Luxembourg

<http://lca.jrc.ec.europa.eu>

A site with free guidelines to help businesses create a lifecycle assessment of (eco-profile) of products and services.

**Forum for the Future**

UK

Tel +44 (0)20 7324 3630

[www.forumforthefuture.org](http://www.forumforthefuture.org)

An independent non-profit organisation working with businesses to bring about sustainable development.

**Friends of the Earth**

UK

Tel +44 (0)20 7490 1555

[www.foe.co.uk](http://www.foe.co.uk)

An environmental charity providing an information line for free advice.

**The GHG Protocol**

USA

[www.ghgprotocol.org](http://www.ghgprotocol.org)

A free accounting tool to help governments and businesses manage greenhouse gas emissions.

**The Green Guide**

USA

Tel +1 813 979 6845

<http://environment.nationalgeographic.com/environment/green-guide>

An online magazine on green living tips, product reviews and environmental news.

**Global Action Plan**

UK

Tel +44 (0)20 7420 4444

[www.globalactionplan.org.uk](http://www.globalactionplan.org.uk)

The plan helps businesses and individuals to cut their carbon footprint.

**Global Footprint Network**

USA

Tel +1 510 839 8879

[www.footprintnetwork.org](http://www.footprintnetwork.org)

The organisation offers a tool to measure the overall human impact on the earth.

**Green Biz**

USA

Tel +1 510 550 8285

[www.greenbiz.com](http://www.greenbiz.com)

It offers online news and information showing how to achieve environmental responsibility within a business.

**GreenBlue**

USA

Tel +1 434 817 1424

[www.greenblue.org](http://www.greenblue.org)

A not-for-profit institute encouraging industries to go green, behind projects like the Sustainable Packaging Coalition.

**Green Building**

South Africa

Tel +27 21 447 4733

[www.greenbuilding.co.za](http://www.greenbuilding.co.za)

A website focusing on environmentally friendly building in South Africa.

**Greenleisure.net**

UK

Tel +44 (0)1462 431 385

[www.greenleisure.net](http://www.greenleisure.net)

A website offering from Leisure Media, publishers of this handbook, offering green-related news and product stories.

**Green Lodging News**

USA

[www.greenlodgingnews.com](http://www.greenlodgingnews.com)

An online magazine and website giving daily updates on environmental news in the global hospitality industry.

**Green Pages**

Switzerland

Tel +41 44 272 3479

[www.eco-web.com](http://www.eco-web.com)

An online directory of environmental technology, products and services.

**Green Tourism Business Scheme**

UK

Tel +44 (0)1738 632 162

[www.green-business.co.uk](http://www.green-business.co.uk)

A national sustainable tourism certification scheme for the UK validated by VisitBritain.

**Green Washing Index**

USA

[www.greenwashingindex.com](http://www.greenwashingindex.com)

A company dedicated to educating consumers and exposing 'green fraud'.

**Groundwork**

UK

Tel +44 (0)121 236 8565

[www.groundwork.org.uk](http://www.groundwork.org.uk)

Groundwork helps to deliver projects that offer local environmental improvements.

**International Organization for Standardization**

Switzerland

Tel +41 22 749 01 11

[www.iso.org](http://www.iso.org) or [www.14000.org](http://www.14000.org)

ISO 14000 is a series of documents giving environmental management advice.

**Leapfrog**

UK

Tel +44 (0)20 7825 3479

<http://carbonleapfrog.org>

An organisation that channels free services from businesses into activities that deliver carbon reductions.

**Leadership in Energy and Environmental Design**

USA

Tel +1 202 742 3792

[www.usgbc.org](http://www.usgbc.org)

A third-party certification programme and nationally recognised benchmark for high-performance green buildings.

## GREEN RESOURCES

### The National Industrial Symbiosis Programme

UK

Tel +44 (0)845 094 9501

[www.nisp.org.uk](http://www.nisp.org.uk)

A free business programme delivering bottom line benefits while generating positive outcomes for the environment.

### National Resources Conservation Service

USA

Tel +1 202 720 2791

[www.nrcs.usda.gov](http://www.nrcs.usda.gov)

This service gives advice to land owners on how to conserve water and soil.

### National Resources Defense Council

USA

Tel +1 212 727 2700

[www.nrdc.org/enterprise/greeningadvisor](http://www.nrdc.org/enterprise/greeningadvisor)

A guide providing information on a myriad of topics relating to sustainability.

### NetRegs

UK

Tel +44 (0)370 850 6506

[www.environment-agency.gov.uk/netregs](http://www.environment-agency.gov.uk/netregs)

Free environmental guidance for small- and medium-sized businesses in the UK.

### Responsible Purchasing Network

USA

[www.responsiblepurchasing.org](http://www.responsiblepurchasing.org)

An organisation of buyers dedicated to socially responsible purchasing.

### The Swan

Sweden

Tel +46 8 55 55 24 00

[www.svanen.se](http://www.svanen.se)

The official certifying body for the Nordic countries covering 70 product categories.

### TCO Development

Sweden

Tel +46 8 782 92 00

[www.tcodevelopment.com](http://www.tcodevelopment.com)

The company behind TCO certification: an international labelling system for environmentally sound office equipment.

### Terra Infirma

UK

Tel +44 (0)191 265 7899

[www.terrainfirma.co.uk](http://www.terrainfirma.co.uk)

Terra helps organisations take a proactive approach to environmental issues.

### Total Environment Centre

Australia

Tel +61 2 9211 5022

[www.tec.org.au](http://www.tec.org.au)

A not-for-profit group in Australia campaigning on environmental issues.

### Tourism and Hospitality Institute for Sustainable Development (THISD)

Switzerland

[www.thisd.org](http://www.thisd.org)

An association aimed at encouraging sustainability in tourism and hospitality.

### Tropical Science Center

Costa Rica

Tel +506 2253 3267

[www.cct.or.cr/english](http://www.cct.or.cr/english)

An environmental NGO carrying out studies in Latin America, Africa and Asia.

### Water Footprint Network

The Netherlands

Tel +31 53 489 4320

[www.waterfootprint.org](http://www.waterfootprint.org)

The WFN helps businesses and organisations calculate and reduce their 'water footprint' and avoid water pollution.

### World Business Council for Sustainable Development

Switzerland

Tel +41 22 839 3100

[www.wbcasd.org](http://www.wbcasd.org)

This association shares knowledge on sustainable development.

### World Green Building Council

USA

[www.worldgbc.org](http://www.worldgbc.org)

A coalition of national Green Building Councils influencing green building.

### World Heritage Alliance

USA

Tel +1 202 887 9040

[www.worldheritagealliance.org](http://www.worldheritagealliance.org)

An initiative that encourages the travel industry to adopt sustainable business practices and promotes local economic development at UNESCO sites.

### World Resources Institute

USA

Tel +1 202 729 7600

[www.wri.org](http://www.wri.org)

An environmental think-tank that finds practical ways to protect the earth.

### WRAP

UK

Tel +44 (0)808 100 2040

[www.wrap.org.uk](http://www.wrap.org.uk)

A not-for-profit company backed by government funding to help recycling take off in the UK.

### Yayasan IDEP Foundation

Indonesia

Tel +62 361 294 993

[www.idepfoundation.org](http://www.idepfoundation.org)

An NGO promoting sustainable living solutions to businesses and communities.

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[www.21stcenturyav.com](http://www.21stcenturyav.com)

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[www.3dcustomfoam.com](http://www.3dcustomfoam.com)

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Email: [info@3dexperience.co.uk](mailto:info@3dexperience.co.uk)

[www.3dexperience.co.uk](http://www.3dexperience.co.uk)

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Heist, B-8300, Belgium

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Fax: +32 50 340 332

Email: use online form

[www.3dba.be](http://www.3dba.be)

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[www.abaudiovisual.co.uk](http://www.abaudiovisual.co.uk)

**Academy Studios**

70 Galli Drive, Novato,  
CA 94949, USA

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Fax: +1 415 883 1031

Email: use online form

[www.academystudios.com](http://www.academystudios.com)

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300 Colonial Center Parkway, Suite  
150, Lake Mary, FL 32746, USAA

Tel: +1 407 333 7311

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Email: [info@accesso.com](mailto:info@accesso.com)

[www.accesso.com](http://www.accesso.com)

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PO Box 18, Vial Principal, Poligono  
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Tel: +34 961 240 688

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[www.rootstein.com](http://www.rootstein.com)

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NY 12809, USA

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[www.nhm.ac.uk/business-centre](http://www.nhm.ac.uk/business-centre)

## The Natural History Museum Touring Exhibitions

Cromwell Road, London,  
SW7 5BD, UK

Tel: +44 (0)20 7942 6245

Email: [use online form](mailto:use online form)

[www.nhm.ac.uk/business-centre](http://www.nhm.ac.uk/business-centre)

## The One Off

22a Arlington Way, London,  
EC1R 1UY, UK

Tel: +44 (0)20 7833 9450

Email: [info@theoneoff.com](mailto:info@theoneoff.com)

[www.theoneoff.com](http://www.theoneoff.com)

## The Projection Studio

29 Holden Road, Woodside  
Park, London, N12 8HS, UK

Tel: +44 (0)20 8293 4270

Fax: + 44 (0)20 8858 1707

Email: [info@theprojectionstudio.com](mailto:info@theprojectionstudio.com)

[www.theprojectionstudio.com](http://www.theprojectionstudio.com)

## The Robot Factory Inc

3740 Interpark Drive, Colorado  
Springs, CO 80907, USA

Tel: +1 719 447 0331

Fax: +1 719 447 0332

Email: [info@robotfactory.com](mailto:info@robotfactory.com)

[www.robotfactory.com](http://www.robotfactory.com)

## The Smiling Lion Company

Temple House, Hoop Lane,  
London, NW11 7NE, UK

Tel: +44 (0)20 8458 0458

Fax: +44 (0)20 8455 5265

Email: [info@smilinglion.co.uk](mailto:info@smilinglion.co.uk)

[www.smilinglion.co.uk](http://www.smilinglion.co.uk)

## The Works

Cedan House, 102 Kirkstall  
Road, Leeds, LS3 1JA, UK

Tel: +44 (0)113 244 1334

Fax: +44 (0)113 244 0959

Email: [use online form](mailto:use online form)

[www.worksltd.co.uk](http://www.worksltd.co.uk)

## Themescape Art Studios Inc

4720 Chino Avenue, Studio A,  
Chino Ave, CA 91710, USA

Tel: +1 909 627 1922

Fax: +1 909 627 4475

Email: [info@themescapeart.com](mailto:info@themescapeart.com)

[www.themescapeart.com](http://www.themescapeart.com)

## Theming & Animatronics Industries S.A.

Mittenwalderstr. 38, 82467  
Garmisch-Partenkirchen, Germany

Tel: +49 7541 730 4286

Email: [sales@taaindustries.com](mailto:sales@taaindustries.com)

[www.taaindustries.com](http://www.taaindustries.com)

## Thinkwell Design & Production

695 South Glenwood,  
Burbank, CA 91506, USA

Tel: +1 818 333 3444

Email: [brains@thinkwelldesign.com](mailto:brains@thinkwelldesign.com)

[www.thinkwelldesign.com](http://www.thinkwelldesign.com)

## Ticket International

Julius-Saxler-Strasse 11,  
D-54550, Germany

Tel: +49 65 92 95 99 0

Fax: +49 65 92 95 99 99

Email: [info@ticket-international.com](mailto:info@ticket-international.com)

[www.ticket-international.com](http://www.ticket-international.com)

**Timberplay Ltd**

Aizlewood's Mill, Nursery Street,  
Sheffield, S3 8GG, UK  
Tel: +44 (0)114 282 3474  
Fax: +44 (0)114 282 3463  
Email: [use online form](mailto:useonlineform@timberplay.com)  
[www.timberplay.com](http://www.timberplay.com)

**TOA Corporation (UK) Ltd**

HQ3, Unit 2, Hook Rise South,  
Surbiton, KT6 7LD, UK  
Tel: +44 (0)870 774 0987  
Fax: +44 (0)870 777 0839  
Email: [info@toa.co.uk](mailto:info@toa.co.uk)  
[www.toa-corp.co.uk](http://www.toa-corp.co.uk)

**TOR Systems Ltd**

58 Longton Road, Trentham,  
Stoke on Trent, ST4 8YZ, UK  
Tel: +44 (0)1782 644 755  
Fax: +44 (0)1782 644 346  
Email: [sales@torsystems.co.uk](mailto:sales@torsystems.co.uk)  
[www.torsystems.co.uk](http://www.torsystems.co.uk)

**Tornado International Ltd**

Unit 28, Greenlane Industrial  
Estate, 2nd Avenue, Bordesley  
Green, Birmingham, B9 5QP, UK  
Tel: +44 (0)121 773 1827  
Email: [sales@tornado-uk.com](mailto:sales@tornado-uk.com)  
[www.tornado-uk.com](http://www.tornado-uk.com)

**Totally Dynamic**

Unit 18 Francis Way, Bowthorpe  
Employment Area, Norwich,  
NR5 9JA, UK  
Tel: +44 (0)871 702 9597  
Email: [norfolk@totally-dynamic.co.uk](mailto:norfolk@totally-dynamic.co.uk)  
[www.totally-dynamic.co.uk](http://www.totally-dynamic.co.uk)

**Triotech**

2030 Pie-IX Boulevard, Suite 307,  
Montreal, Quebec, H1V 2C8, Canada  
Tel: +1 514 354 8999  
Fax: +1 514 354 8968  
Email: [info@trio-tech.com](mailto:info@trio-tech.com)  
[www.trio-tech.com](http://www.trio-tech.com)

**TTSP**

90-98 Goswell Road,  
London, EC1V 7RD, UK  
Tel: +44 (0)20 7490 8899  
Fax: +44 (0)20 7490 5845  
Email: [enquiry@ttsp.com](mailto:enquiry@ttsp.com)  
[www.ttsp.com](http://www.ttsp.com)

**Turner Media Innovations**

Turner House, 16 Great Marlborough  
Street, London, W1F 7HS, UK  
Tel: +44 (0)20 7693 1143  
Email: [hello@turnermediainnovations.com](mailto:hello@turnermediainnovations.com)  
[www.turnermediainnovations.com](http://www.turnermediainnovations.com)

**UK Hydrosrides**

Waterpark House, Green Lane,  
Llantwit Major, Vale of  
Glamorgan, CF61 1YW, UK  
Tel: +44 (0)1446 794 649  
Fax: +44 (0)1446 794 023  
Email: [gareth.lucas@ukhydrosrides.com](mailto:gareth.lucas@ukhydrosrides.com)  
[www.ukhydrosrides.com](http://www.ukhydrosrides.com)

**United Exhibits Group (UEG)**

Vimmelskafte 47 3th, DK-1161  
Copenhagen K, Denmark  
Tel: +45 7023 5555  
Fax: +45 7023 5554  
Email: [adm@ueg.dk](mailto:adm@ueg.dk)  
[www.unitedexhibits.com](http://www.unitedexhibits.com)

**United International Leisure AG**

Aubuentd 36, 9490 Vaduz,  
Principality of Liechtenstein  
Email: [info@amusement-rides.com](mailto:info@amusement-rides.com)  
[www.amusement-rides.com](http://www.amusement-rides.com)

**Unlimited Snow**

PO Box 75835, NL-1070, AV  
Amsterdam, the Netherlands  
Tel: + 31 20 471 4640  
Fax: + 31 8 4710 6619  
Email: [us@snow.biz](mailto:us@snow.biz)  
[www.snow.biz](http://www.snow.biz)

**Ustigate Waterplay Ltd**

11 Masthead, Capstan Court,  
Crossways Business Park,  
Dartford, DA2 6QG, UK  
Tel: +44 (0)1322 424 445  
Fax: +44 (0)1322 424 449  
Email: [sales@ustigate.co.uk](mailto:sales@ustigate.co.uk)  
[www.ustigatewaterplay.co.uk](http://www.ustigatewaterplay.co.uk)

**UV/FX Scenic Productions**

171 Pier Avenue, Suite 355,  
Santa Monica, CA 90405, USA  
Tel: +1 310 821 2657  
Fax: +1 310 392 6817  
Email: [uvfx@uvfx.com](mailto:uvfx@uvfx.com)  
[www.uvfx.com](http://www.uvfx.com)

**ValleyCrest Landscape**

24151 Ventura Boulevard,  
Calabasas, CA 91302, USA  
Tel: +1 818 223 8500  
Email: [use online form](mailto:useonlineform@valleycrest.com)  
[www.valleycrest.com](http://www.valleycrest.com)

## Van Egdom B.V.

Strijkviertel 9, 3454 PG,  
De Meern, the Netherlands  
Tel: +31 30 666 2104  
Fax: +31 30 666 1904  
Email: [info@vanegdom.nl](mailto:info@vanegdom.nl)  
[www.vanegdom.nl](http://www.vanegdom.nl)

## Vekoma Rides Manufacturing B.V.

Schaapweg 18, 6063 BA  
Vlodrop, the Netherlands  
Tel: +31 475 409 222  
Fax: +31 475 402 115  
Email: [sales@vekoma.com](mailto:sales@vekoma.com)  
[www.vekoma.com](http://www.vekoma.com)

## Visual Sports Systems (VSS)

329a Millway Avenue, Concord,  
Ontario, L4K 4T3, Canada  
Tel: +1 905 883 4461  
Fax: +1 905 731 2607  
Email: [use online form](mailto:useonlineform@visualsportssys.com)  
[www.visualsportssys.com](http://www.visualsportssys.com)

## WA Fairhurst & Partners

225 Bath Street, Glasgow,  
G2 4GZ, UK  
Tel: +44 (0)141 204 8800  
Fax: +44 (0)141 204 8801  
Email: [glasgow@fairhurst.co.uk](mailto:glasgow@fairhurst.co.uk)  
[www.fairhurst.co.uk](http://www.fairhurst.co.uk)

## Wai Lee Video Amusement Co. Ltd

18/F Ginza Plaza, 2A Sai Yeung  
Choi Street South, Mongkok,  
Kowloon, Hong Kong  
Tel: +852 2729 8342  
Fax: +852 2387 9291  
Email: [sales@wailee.com](mailto:sales@wailee.com)  
[www.wailee.com](http://www.wailee.com)

## Water Fun Products

#3, 1381 Hastings Crescent,  
SE Calgary, Alberta, T2G 4C8,  
Canada  
Tel: +1 403 612 2911  
Email: [info@waterfunproducts.com](mailto:info@waterfunproducts.com)  
[www.waterfunproducts.com](http://www.waterfunproducts.com)

## Water Sculptures Ltd

Unit 4, Stevant Way, White Lund,  
Morecambe, LA3 3PU, UK  
Tel: +44 (0)1524 377 07  
Fax: +44 (0)1524 377 17  
Email: [info@watersculptures.co.uk](mailto:info@watersculptures.co.uk)  
[www.watersculptures.co.uk](http://www.watersculptures.co.uk)

## Waterplay Solutions Corp

1451B Ellis Street, Kelowna,  
British Columbia, V1Y 2A3,  
Canada  
Tel: +1 250 712 3393  
Fax: +1 250 861 4814  
Email: [admin@waterplay.com](mailto:admin@waterplay.com)  
[www.waterplay.com](http://www.waterplay.com)

## Waterworks International

2100 Old Gravois, High  
Ridge, MO 63049, USA  
Tel: +1 800 932 3123  
Email: [sales@waterworksiinternational.com](mailto:sales@waterworksiinternational.com)  
[www.waterworksiinternational.com](http://www.waterworksiinternational.com)

## Whitewater West Industries Ltd

6700 McMillan Way, Richmond,  
British Columbia, V6W 1J7, Canada  
Tel: +1 604 273 1068  
Fax: +1 604 273 4518  
Email: [sales@whitewaterwest.com](mailto:sales@whitewaterwest.com)  
[www.whitewaterwest.com](http://www.whitewaterwest.com)

## Wiegand Slides / Josef Wiegand GmbH & Co KG

Landstrasse 12-14, 36169  
Rasdorf, Germany  
Tel: +49 6651 9800  
Fax: +49 6651 379  
Email: [info@wiegandslide.de](mailto:info@wiegandslide.de)  
[www.wiegandslide.com](http://www.wiegandslide.com)

## Wilkinson Eyre Architects

3 Bowling Green Lane,  
London, EC1R 0BJ, UK  
Tel: +44 (0)20 7608 7900  
Fax: +44 (0)20 7608 7901  
Email: [info@wilkinsoneyre.com](mailto:info@wilkinsoneyre.com)  
[www.wilkinsoneyre.com](http://www.wilkinsoneyre.com)

## Wisdom Industries Ltd

PO Box 5000, Sterling,  
CA 80751, USA  
Tel: +1 970 522 7515  
Email: [info@wisdomrides.com](mailto:info@wisdomrides.com)  
[www.wisdomrides.com](http://www.wisdomrides.com)

## World of Rides

The Fun Factory, 31 Third Avenue,  
Drum Industrial Estate, Chester-le-  
Street, Co. Durham, DH2 1AY, UK  
Tel: +44 (0)191 492 0999  
Fax: +44 (0)191 492 0888  
Email: [info@worldofrides.com](mailto:info@worldofrides.com)  
[www.worldofrides.com](http://www.worldofrides.com)

## Zebec

PO Box 181570, Fairfield,  
OH 45018, USA  
Tel: +1 513 829 5533  
Fax: +1 513 892 7466  
Email: [zebec@zebec.com](mailto:zebec@zebec.com)  
[www.zebec.com](http://www.zebec.com)

**AMUSEMENTS/RIDES**

**3DBA 3D Branded Attractions**

[www.3dba.be](http://www.3dba.be)

**Air Games Maxi Fun**

[www.maxi-fun.com](http://www.maxi-fun.com)

**Alan Keef Ltd**

[www.alankeef.co.uk](http://www.alankeef.co.uk)

**AMA Amusement Automaten**

[www.ama-ag.de](http://www.ama-ag.de)

**Amusement Logic S.L.**

[www.amusementlogic.es](http://www.amusementlogic.es)

**Amusement Ride Services**

[www.amusementrideservices.com](http://www.amusementrideservices.com)

**Amusement Services International**

[www.asi-world.com](http://www.asi-world.com)

**Amutec**

[www.amutec.co.uk](http://www.amutec.co.uk)

**Antonio Zamperla SpA**

[www.zamperla.it](http://www.zamperla.it)

**Ballpool EU**

[www.ball-pool.eu](http://www.ball-pool.eu)

**Bekonscot Model Village**

[www.bekonscot.co.uk](http://www.bekonscot.co.uk)

**Bertazzon 3B Srl**

[www.bertazzon.com](http://www.bertazzon.com)

**Bob's Space Racers Inc**

[www.bobsspacracers.com](http://www.bobsspacracers.com)

**Bungee Trampoline.com**

[www.bungeetrampoline.com](http://www.bungeetrampoline.com)

**C Melchers GmbH & Co**

[www.melchers.com.sg](http://www.melchers.com.sg)

**Chance Morgan Inc**

[www.chancemorgan.com](http://www.chancemorgan.com)

**Clive Newman Leisure and Transportation**

[www.wiegandslide.com](http://www.wiegandslide.com)

**Coastal Amusement Inc**

[www.coastalamusements.com](http://www.coastalamusements.com)

**DBA Adventure Golf Services**

[www.adventureandfun.com](http://www.adventureandfun.com)

**Dotto Trains**

[www.dottotrains.com](http://www.dottotrains.com)

**Ecar**

[www.ecarjuegos.com.ar](http://www.ecarjuegos.com.ar)

**Eli Bridge Co**

[www.elibridge.com](http://www.elibridge.com)

**ETF Ride Systems**

[www.etf.nl](http://www.etf.nl)

**Ets Marcel Lutz**

[www.marcel-lutz.fr](http://www.marcel-lutz.fr)

**Eurobungy Germany**

[www.eurobungy.com](http://www.eurobungy.com)

**EuroJumper**

[www.eurojumper.pl](http://www.eurojumper.pl)

**FAB - Freizeit Anlagen Bau Sarl**

[www.fab.lu](http://www.fab.lu)

**Fabbri Group**

[www.fabbrigroup.com](http://www.fabbrigroup.com)

**Fastline Group**

[www.fastlinegroup.com](http://www.fastlinegroup.com)

**Formula K**

[www.formula-k.co.uk](http://www.formula-k.co.uk)

**Frolicker Electronic Co., Ltd**

[www.frolicker.com.tw](http://www.frolicker.com.tw)

**Gerstlauer Elektro GmbH**

[www.gerstlauer-rides.de](http://www.gerstlauer-rides.de)

**GoalStriker Group Ltd**

[www.goalstriker.com](http://www.goalstriker.com)

**Gosetto Srl**

[www.gosetto.com](http://www.gosetto.com)

**Group Motoi**

[www.motoi.it](http://www.motoi.it)

**Grow Through Play**

[www.growthroughplay.co.uk](http://www.growthroughplay.co.uk)

**Hafema Water Rides GmbH**

[www.hafema.de](http://www.hafema.de)

**Heege Freizeittechnik**

[www.heege-freizeittechnik.de](http://www.heege-freizeittechnik.de)

**Hopkins Rides, LLC**

[www.hopkinsrides.com](http://www.hopkinsrides.com)

**Huss Park Attractions**

[www.hussrides.com](http://www.hussrides.com)

**IE Park srl SOLI Bumper Cars**

[www.iepark.com](http://www.iepark.com)

**Intamin AG**

[www.intaminworldwide.com](http://www.intaminworldwide.com)

**Interactive Productline AB / Mindball**

[www.mindball.se](http://www.mindball.se)

**Intermark Ride Group**

[www.intermarkridegroup.com](http://www.intermarkridegroup.com)

**International Rides Management**

[www.irmpri.com](http://www.irmpri.com)

**iocus Systems GmbH**

[www.iocus-systems.com](http://www.iocus-systems.com)

**Ital International LLC**

[www.italintl.com](http://www.italintl.com)

**Jesler Enterprises Inc**

[www.jesler.com](http://www.jesler.com)

**Join2Jump / Air Adventures Nederland**

[www.join2jump.com](http://www.join2jump.com)

**KMG Europe**

[www.kmg.nl](http://www.kmg.nl)

**Konami Amusement of Europe Ltd**

[www.konami.co.uk](http://www.konami.co.uk)

**Kraftwerk Living Technologies**

[www.kraftwerk.at](http://www.kraftwerk.at)

**Laser Star Amusement Inc**

[www.lasershootinggalleries.com](http://www.lasershootinggalleries.com)

**Leisure Labs LLC**

[www.leisurelabsllc.com](http://www.leisurelabsllc.com)

**Lindstrand Balloons Ltd**

[www.lindstrand.co.uk](http://www.lindstrand.co.uk)

**Mack Rides GmbH & Co KG**

[www.mack-rides.com](http://www.mack-rides.com)

**Magnetar Technologies Corp**

[www.magnetarcorp.com](http://www.magnetarcorp.com)

**Majestic Manufacturing**

[www.majesticrides.com](http://www.majesticrides.com)

**Maurer Sohne**

[www.maurer-sohne.com](http://www.maurer-sohne.com)

**Mecpower-Tecway**

[www.mecpower.com.cn](http://www.mecpower.com.cn)

**Memo Park sas**

[www.memopark.it](http://www.memopark.it)

**Montic Fischer**

[www.montic.de](http://www.montic.de)

**Moser Rides**

[www.moserrides.com](http://www.moserrides.com)

**Pan Amusements**

[www.panamusements.com](http://www.panamusements.com)

**Pax Company**

[www.pax.ru/en](http://www.pax.ru/en)

**Peter Petz Productions GmbH**

[www.peter-petz.de](http://www.peter-petz.de)

**Pouzet et Cie**

[www.pouzet-group.com](http://www.pouzet-group.com)

**Prat Trains Touristiques**

[www.prattrains.com](http://www.prattrains.com)

## ► AMUSEMENTS/RIDES

### **Premier Rides (US)**

[www.premier-rides.com](http://www.premier-rides.com)

### **PremierWorld Technology Ltd**

[www.premierworld.com](http://www.premierworld.com)

### **Preston and Barbieri Group**

[www.rides.it](http://www.rides.it)

### **Prime Pedal Karts**

[www.primekarts.com](http://www.primekarts.com)

### **QubicaAMF**

[www.qubicaamf.com](http://www.qubicaamf.com)

### **Rainbow Rides Ltd**

[www.rainbowrides.co.uk](http://www.rainbowrides.co.uk)

### **Ride Entertainment Systems**

[www.rideentertainment.com](http://www.rideentertainment.com)

### **RobotsRus / Robogeddon**

[www.robogeddon.com](http://www.robogeddon.com)

### **S&S Worldwide**

[www.engineeringexcitement.com](http://www.engineeringexcitement.com)

### **Sally Corporation**

[www.sallycorp.com](http://www.sallycorp.com)

### **Sandy Creek Mining Company Inc**

[www.sandycreekmining.com](http://www.sandycreekmining.com)

### **Sanoyas Hishino Meisho Corp**

[www.sanoyas-leisure.com](http://www.sanoyas-leisure.com)

### **Sartori**

[www.sartorirides.net](http://www.sartorirides.net)

### **Sega**

[www.sega.co.uk](http://www.sega.co.uk)

### **Sela Cars S.R.L.**

[www.selacarshop.com](http://www.selacarshop.com)

### **Severn-Lamb Ltd**

[www.severn-lamb.com](http://www.severn-lamb.com)

### **Simworx**

[www.simworx.co.uk](http://www.simworx.co.uk)

### **Skytrack**

[www.skytrack.nl](http://www.skytrack.nl)

### **Spellmann Bowling**

[www.spellmann.de](http://www.spellmann.de)

### **Spibox**

[www.spibox.com](http://www.spibox.com)

### **TAB-Austria**

[www.tab.at](http://www.tab.at)

### **Tai Tin Amusement Ltd**

[www.taitin.com.hk](http://www.taitin.com.hk)

### **Technical Park / Mel Park**

[www.technicalpark.com](http://www.technicalpark.com)

### **Tornado International Ltd**

[www.tornado-uk.com](http://www.tornado-uk.com)

### **Triotech**

[www.trio-tech.com](http://www.trio-tech.com)

### **United International Leisure AG**

[www.amusement-rides.com](http://www.amusement-rides.com)

### **Vekoma Rides Manufacturing B.V.**

[www.vekoma.com](http://www.vekoma.com)

### **Videotronics UK**

[www.videotronicsuk.com](http://www.videotronicsuk.com)

### **Wai Lee Video Amusement Co. Ltd**

[www.wailee.com](http://www.wailee.com)

### **Wiegand Slides /**

### **Josef Wiegand GmbH & Co KG**

[www.wiegandslide.com](http://www.wiegandslide.com)

### **Wisdom Industries Ltd**

[www.wisdomrides.com](http://www.wisdomrides.com)

### **World of Rides**

[www.worldofrides.com](http://www.worldofrides.com)

## ANIMATRONICS

### **Adel Rootstein Ltd**

[www.rootstein.com](http://www.rootstein.com)

### **Advanced Animations Inc**

[www.advancedanimations.com](http://www.advancedanimations.com)

### **Amusement Electronics Co.**

[www.amusementelectronics.com](http://www.amusementelectronics.com)

### **ATOM Ltd**

[www.atomltd.com](http://www.atomltd.com)

### **Chris Hillman Creative**

[www.christopherhillman.com](http://www.christopherhillman.com)

### **David Aldridge Animations Ltd**

[www.aldridge-animation.co.uk](http://www.aldridge-animation.co.uk)

### **David Hayes Studios**

[www.davidhayes.co.uk](http://www.davidhayes.co.uk)

### **GEP Productions**

[www.gepproductions.com](http://www.gepproductions.com)

### **Gilderfluke & Company**

[www.gilderfluke.com](http://www.gilderfluke.com)

### **Heimo**

[www.heimocom](http://www.heimocom)

### **Jim Henson's Creature Shop**

[www.henson.com](http://www.henson.com)

### **Kokoro Company Ltd**

[www.kokoro-dreams.co.jp/english](http://www.kokoro-dreams.co.jp/english)

### **Meticulous Ltd**

[www.meticulousltd.co.uk](http://www.meticulousltd.co.uk)

### **NHM Planning & Design Consulting**

[www.nhm.ac.uk/business-centre](http://www.nhm.ac.uk/business-centre)

### **NHM Touring Exhibitions**

[www.nhm.ac.uk/business-centre](http://www.nhm.ac.uk/business-centre)

### **Sally Corporation**

[www.sallycorp.com](http://www.sallycorp.com)

### **Theming & Animatronics Industries S.A.**

[www.taaindustries.com](http://www.taaindustries.com)

## 3D/4D/5D THEATRES

### **3DBA**

[www.3dba.com](http://www.3dba.com)

### **Global Immersion**

[www.globalimmersion.com](http://www.globalimmersion.com)

### **Kraftwerk Living Technologies**

[www.kraftwerk.at](http://www.kraftwerk.at)

### **LCI Productions Ltd**

[www.lci-uk.com](http://www.lci-uk.com)

### **Simworx**

[www.simworx.co.uk](http://www.simworx.co.uk)

### **The Juice Brand Ltd**

[www.thejuice.com](http://www.thejuice.com)

## ADVENTURE GOLF

### **Themescape Adventure Golf Services**

[www.themescape.co.uk](http://www.themescape.co.uk)

## AQUARIUMS

### **Casco Group**

[www.casco-group.com](http://www.casco-group.com)

### **Theming & Animatronics Industries S.A.**

[www.taaindustries.com](http://www.taaindustries.com)

## ARCHITECTS/DESIGNERS

### **Aedas Architects**

[www.aedas.com](http://www.aedas.com)

### **AFL**

[www.afl-uk.com](http://www.afl-uk.com)

**Archer Partnership**

[www.archerpartnership.co.uk](http://www.archerpartnership.co.uk)

**Atlam Design Partnership**

[www.atlamdesignworldwide.com](http://www.atlamdesignworldwide.com)

**Austin-Smith Lord**

[www.austinsmithlord.com](http://www.austinsmithlord.com)

**BCA London**

[www.bcalondon.com](http://www.bcalondon.com)

**BDS Architects Ltd**

[www.bdsarchitects.co.uk](http://www.bdsarchitects.co.uk)

**Benoy**

[www.benoy.com](http://www.benoy.com)

**BH&M Architects**

[www.bhmarchitects.com](http://www.bhmarchitects.com)

**Bignell Shacklady Ewing**

[www.bignellshackladyewing.com](http://www.bignellshackladyewing.com)

**Blue Ant Design**

[www.blueantdesign.com](http://www.blueantdesign.com)

**Blueprint Interior Design Inc**

[www.blueprintdesign.com](http://www.blueprintdesign.com)

**Boyes Rees Architects Ltd**

[www.boyesrees.co.uk](http://www.boyesrees.co.uk)

**Cadmium Design**

[www.cadmiumdesign.co.uk](http://www.cadmiumdesign.co.uk)

**Colwyn Foulkes & Partners**

[www.colwynfoulkes.co.uk](http://www.colwynfoulkes.co.uk)

**cpd design**

[www.cpd-design.co.uk](http://www.cpd-design.co.uk)

**Crane & Associates**

[www.craneassociates.com](http://www.craneassociates.com)

**Creative Solutions (Design & Theming) Ltd**

[www.creativesolutions-uk.com](http://www.creativesolutions-uk.com)

**Cunningham Group**

[www.cunningham.com](http://www.cunningham.com)

**EDSA**

[www.edsaplan.com](http://www.edsaplan.com)

**FaulknerBrowns**

[www.faulknerbrowns.co.uk](http://www.faulknerbrowns.co.uk)

**Goddard Wybor Practice**

[www.gwp-arch.com](http://www.gwp-arch.com)

**Hankinson Duckett Associates**

[www.hda-enviro.co.uk](http://www.hda-enviro.co.uk)

**HKS Sports Design Group**

[www.hksinc.com](http://www.hksinc.com)

**HOK International Ltd**

[www.hok.com](http://www.hok.com)

**Househam Henderson**

[www.hharchitects.co.uk](http://www.hharchitects.co.uk)

**Hypsos**

[www.hypsos.com](http://www.hypsos.com)

**Ibex Interiors Ltd**

[www.ibex-interiors.co.uk](http://www.ibex-interiors.co.uk)

**IDA Chartered Design Consultants**

[www.ida-designs.com](http://www.ida-designs.com)

**Idea Architects & Design Consultant**

[www.thinkidea.co.uk](http://www.thinkidea.co.uk)

**International Concept Management Inc**

[www.icm-corp.com](http://www.icm-corp.com)

**Janvs Design**

[www.janvs.com](http://www.janvs.com)

**John Duffy Design Group**

[www.jddg.ie](http://www.jddg.ie)

**Jonathan Smith & Partners**

[www.jsparchitecture.com](http://www.jsparchitecture.com)

**Karl Steiner AG Management Services**

[www.steiner.ch](http://www.steiner.ch)

**Lazenby Design Associates**

[www.lazenbydesign.com](http://www.lazenbydesign.com)

**Lifeforms Design**

[www.lifeforms-design.com](http://www.lifeforms-design.com)

**Lifschutz Davidson Sandilands**

[www.lifschutzdavidson.com](http://www.lifschutzdavidson.com)

**Maber Associates**

[www.maber.co.uk](http://www.maber.co.uk)

**Mackenzie Wheeler**

[www.mackenziewheeler.co.uk](http://www.mackenziewheeler.co.uk)

**MASS Designers**

[www.massdesigners.com](http://www.massdesigners.com)

**McFarlane Latter Architects**

[www.mcfarlanelatter.co.uk](http://www.mcfarlanelatter.co.uk)

**MET Studio**

[www.metstudio.com](http://www.metstudio.com)

**Michael Lee Design**

[www.michaelleedesign.com](http://www.michaelleedesign.com)

**Ocean Design**

[www.bardesign.co.uk](http://www.bardesign.co.uk)

**Peckham Guyton Albers & Viets Inc**

[www.pgav.com](http://www.pgav.com)

**Penoyre & Prasad LLP**

[www.penoyre-prasad.net](http://www.penoyre-prasad.net)

**Peter Brett Associates**

[www.pba.co.uk](http://www.pba.co.uk)

**Phos Architects LLP**

[www.phosarchitects.co.uk](http://www.phosarchitects.co.uk)

**Ray Hole Architects**

[www.rayhole-architects.com](http://www.rayhole-architects.com)

**RTKL**

[www.rtkl.com](http://www.rtkl.com)

**S&P Architects**

[www.s-parchitects.com](http://www.s-parchitects.com)

**Scapedesign Associates Ltd**

[www.scapeda.co.uk](http://www.scapeda.co.uk)

**Steelman Partners**

[www.paulsteelman.com](http://www.paulsteelman.com)

**The Great Escape**

[www.thege.ca](http://www.thege.ca)

**The Miller Partnership**

[www.millerpartnership.com](http://www.millerpartnership.com)

**TTSP**

[www.ttsp.com](http://www.ttsp.com)

**Valley Crest**

[www.valleycrest.com](http://www.valleycrest.com)

**Vincent & Goring**

[www.vincent-goring.co.uk](http://www.vincent-goring.co.uk)

**WA Fairhurst & Partners**

[www.fairhurst.co.uk](http://www.fairhurst.co.uk)

**Wilkinson Eyre Architects Ltd**

[www.wilkinsoneyre.com](http://www.wilkinsoneyre.com)

**Wimberly Allison Tong & Goo / WATG**

[www.watg.com](http://www.watg.com)

**WS Atkins Consultants Ltd**

[www.wsatkins.co.uk](http://www.wsatkins.co.uk)

**Zynk Design**

[www.zynkdesign.com](http://www.zynkdesign.com)

**AUDIO TOUR GUIDES**

**Antenna International**

[www.antennainternational.com](http://www.antennainternational.com)

**Audioposts Ltd**

[www.audioposts.co.uk](http://www.audioposts.co.uk)

**Dataton AB**

[www.dataton.com](http://www.dataton.com)

**E-J Electronics Co. Ltd**

[www.okayo.com](http://www.okayo.com)

**Ophrys Systemes**

[www.ophrys.net](http://www.ophrys.net)

## ▶ AUDIO TOUR GUIDES

### **Orbital Sound**

[www.orbitalsound.co.uk](http://www.orbitalsound.co.uk)

### **Phonak AG**

[www.phonak.com](http://www.phonak.com)

## AV/MULTIMEDIA/SOUND

### **21st Century AV Ltd**

[www.21stcenturyav.com](http://www.21stcenturyav.com)

### **3D Experience**

[www.3dexperience.co.uk](http://www.3dexperience.co.uk)

### **A+K UK Ltd**

[www.anders-kern.co.uk](http://www.anders-kern.co.uk)

### **AB Audio Visual Ltd**

[www.abaudiovisual.co.uk](http://www.abaudiovisual.co.uk)

### **Adam Hall Ltd**

[www.adamhall.co.uk](http://www.adamhall.co.uk)

### **Addabox Sound**

[www.addabox.com](http://www.addabox.com)

### **ADI UK Ltd**

[www.theadigroup.com](http://www.theadigroup.com)

### **ADTEC Inc**

[www.adtec.nl](http://www.adtec.nl)

### **Airsound LLP**

[www.airsound.net](http://www.airsound.net)

### **Airwave Europe Ltd**

[www.airwave.tv](http://www.airwave.tv)

### **Alcons Audio B.V.**

[www.alconsaudio.com](http://www.alconsaudio.com)

### **Apogee Sound Inc**

[www.apogee-sound.com](http://www.apogee-sound.com)

### **Arcstream AV Ltd**

[www.arcstreamav.com](http://www.arcstreamav.com)

### **Armstrong World Industries Ltd**

[www.armstrong-ceilings.co.uk](http://www.armstrong-ceilings.co.uk)

### **Atacama Ltd**

[www.atacama.co.uk](http://www.atacama.co.uk)

### **Ateis UK**

[www.ateis.co.uk](http://www.ateis.co.uk)

### **Audeon Ltd**

[www.audeon.co.uk](http://www.audeon.co.uk)

### **Audio Technology & Communications (AT&C Ltd)**

[www.atandc.net](http://www.atandc.net)

### **Audio Visual Consultants**

[www.avc-edinburgh.co.uk](http://www.avc-edinburgh.co.uk)

### **Audio Visual Experience**

[www.ave1.com](http://www.ave1.com)

### **Audio-Technica Ltd**

[www.audio-technica.com](http://www.audio-technica.com)

### **Autograph Sound Recording**

[www.autograph.co.uk](http://www.autograph.co.uk)

### **AV North East Ltd**

[http://avnortheast.bttradespace.com](http://http://avnortheast.bttradespace.com)

### **Barco United Kingdom**

[www.barco.com](http://www.barco.com)

### **Batwin & Robin Productions**

[www.batwinandrobin.com](http://www.batwinandrobin.com)

### **Bose Ltd**

[www.bose.co.uk/business\\_solutions](http://www.bose.co.uk/business_solutions)

### **Bretford Manufacturing Ltd**

[www.bretforduk.com](http://www.bretforduk.com)

### **BrightSign**

[www.brightsign.biz](http://www.brightsign.biz)

### **BSS Audio**

[www.bss.co.uk](http://www.bss.co.uk)

### **C-Burn Systems**

[www.c-burn.com](http://www.c-burn.com)

### **Cambridge Multimedia Ltd**

[www.cmgroup.co.uk](http://www.cmgroup.co.uk)

### **Centre Screen Productions**

[www.centrescreen.co.uk](http://www.centrescreen.co.uk)

### **CGA Integration**

[www.cga-ltd.co.uk](http://www.cga-ltd.co.uk)

### **Christie Digital Systems**

[www.christiedigital.co.uk](http://www.christiedigital.co.uk)

### **Cloud Electronics Ltd**

[www.cloud.co.uk](http://www.cloud.co.uk)

### **CP Sound**

[www.cpsound.co.uk](http://www.cpsound.co.uk)

### **Creative Technology Ltd**

[www.ctlondon.com](http://www.ctlondon.com)

### **CUK Audio**

[www.cuk-audio.com](http://www.cuk-audio.com)

### **CVA**

[www.cvasound.com](http://www.cvasound.com)

### **D&M Professional Europe**

[www.d-mpro.eu.com](http://www.d-mpro.eu.com)

### **Dataton AB**

[www.dataton.com](http://www.dataton.com)

### **Denon**

[www.denon.com](http://www.denon.com)

### **DTS**

[www.dts.com](http://www.dts.com)

### **DJ Willrich Ltd (DJW)**

[www.djwillrich.com](http://www.djwillrich.com)

### **DNH Worldwide**

[www.dnh.co.uk](http://www.dnh.co.uk)

### **Elbow Productions**

[www.elbowproductions.com](http://www.elbowproductions.com)

### **Electracoustic**

[www.electracoustic.co.uk](http://www.electracoustic.co.uk)

### **Electro-Voice**

[www.electrovoice.com](http://www.electrovoice.com)

### **Electrosonic**

[www.electrosonic.com](http://www.electrosonic.com)

### **EPOC System AB**

[www.epocsystem.se](http://www.epocsystem.se)

### **ETC UK Ltd**

[www.projecting.co.uk](http://www.projecting.co.uk)

### **Fisher Audio Visual**

[www.fisheraudiovisual.co.uk](http://www.fisheraudiovisual.co.uk)

### **FT Audio Visual**

[www.ftav.co.uk](http://www.ftav.co.uk)

### **Fuzion Plc**

[www.fuzion.co.uk](http://www.fuzion.co.uk)

### **Global Immersion**

[www.globalimmersion.com](http://www.globalimmersion.com)

### **GMS**

[www.gmsmusic.com](http://www.gmsmusic.com)

### **Harkness Screens**

[www.harkness-screens.com](http://www.harkness-screens.com)

### **Heritage Multimedia**

[www.heritage-multimedia.co.uk](http://www.heritage-multimedia.co.uk)

### **Integrated Circles Ltd**

[www.integrated-circles.com](http://www.integrated-circles.com)

### **Interactive Media Solutions GmbH**

[www.im-solutions.com](http://www.im-solutions.com)

### **IOSONO GmbH**

[www.iosono-sound.com](http://www.iosono-sound.com)

### **iRobic AV**

[www.selector.net](http://www.selector.net)

### **Jamo A/S**

[www.jamo.com](http://www.jamo.com)

## **KEF Audio UK**

[www.kef.com](http://www.kef.com)

## **Klark Teknik Group**

[www.klarkteknik.com](http://www.klarkteknik.com)

## **KLE Audiovisual Ltd (KLEAV)**

[www.kleav.co.uk](http://www.kleav.co.uk)

## **Knight Electronics**

[www.addabox.com](http://www.addabox.com)

## **Kraftwerk Living Technologies**

[www.kraftwerk.at](http://www.kraftwerk.at)

## **Laservision Pty Ltd**

[www.laservision.com.au](http://www.laservision.com.au)

## **LCI Productions Ltd**

[www.lci-uk.com](http://www.lci-uk.com)

## **Leisure Sound Solutions Ltd**

[www.leisuresoundsolutions.co.uk](http://www.leisuresoundsolutions.co.uk)

## **Leisuretec Distribution**

[www.leisuretec.co.uk](http://www.leisuretec.co.uk)

## **Lifestyle Entertainment Solutions Ltd**

[www.lifestylesolutions.co.uk](http://www.lifestylesolutions.co.uk)

## **Loud Technologies plc**

[www.loudtechinc.com](http://www.loudtechinc.com)

## **M-Jay Electronics Ltd**

[www.audeon.co.uk](http://www.audeon.co.uk)

## **Magenta Research Ltd**

[www.magenta-research.com](http://www.magenta-research.com)

## **Marquee Audio**

[www.marqueeaudio.co.uk](http://www.marqueeaudio.co.uk)

## **Martin Audio Ltd**

[www.martin-audio.com](http://www.martin-audio.com)

## **Martin Professional**

[www.martin.com](http://www.martin.com)

## **MSP**

[www.msp-av.co.uk](http://www.msp-av.co.uk)

## **Midwich Ltd**

[www.midwich.com](http://www.midwich.com)

## **Mission Group**

[www.mission.co.uk](http://www.mission.co.uk)

## **Mitsubishi Electric Europe BV**

[www.mitsubishielectric.co.uk](http://www.mitsubishielectric.co.uk)

## **Optoma Europe Ltd**

[www.optoma.co.uk](http://www.optoma.co.uk)

## **Pacific Wave**

[www.pacificwave.co.uk](http://www.pacificwave.co.uk)

## **PAI Group**

[www.paigroup.com](http://www.paigroup.com)

## **Panasonic**

<http://panasonic.net/prodisplays>

## **Paradigm Audio Visual Ltd**

[www.rearpro.com](http://www.rearpro.com)

## **Peavey Electronics Ltd**

[www.peavey-eu.com](http://www.peavey-eu.com)

## **POLARaudio**

[www.polaraudio.co.uk](http://www.polaraudio.co.uk)

## **Precise Pro Audio Hire**

[www.preciseaudiohire.com](http://www.preciseaudiohire.com)

## **Presentation Service Providers (PSP)**

[www.pspav.com](http://www.pspav.com)

## **PRG Lighting**

[www.prg.com](http://www.prg.com)

## **projectiondesign**

[www.projectiondesign.com](http://www.projectiondesign.com)

## **Purchase AV Ltd**

[www.purchaseav.co.uk](http://www.purchaseav.co.uk)

## **Samsung Electronics Ltd**

[www.samsung.com/uk](http://www.samsung.com/uk)

## **Sarner Ltd**

[www.sarner.com](http://www.sarner.com)

## **Saville Audio Visual**

[www.saville.co.uk](http://www.saville.co.uk)

## **Sennheiser UK Ltd**

[www.sennheiser.co.uk](http://www.sennheiser.co.uk)

## **Simon-Kaloi Engineering**

[www.skeng.com](http://www.skeng.com)

## **SNP Productions**

[www.snp-productions.co.uk](http://www.snp-productions.co.uk)

## **Softeq Development Ltd**

[www.softeq.com](http://www.softeq.com)

## **Sony UK Ltd**

[www.sony.co.uk](http://www.sony.co.uk)

## **Sound & Secure Systems Ltd**

[www.soundnsecure.com](http://www.soundnsecure.com)

## **Sound Associates Ltd**

[www.soundassociates.co.uk](http://www.soundassociates.co.uk)

## **Sound Leisure**

[www.slretail.co.uk](http://www.slretail.co.uk)

## **Sound Services**

[www.soundservices.co.uk](http://www.soundservices.co.uk)

## **Sound Technology Ltd**

[www.soundtech.co.uk](http://www.soundtech.co.uk)

## **Soundcraft**

[www.soundcraft.com](http://www.soundcraft.com)

## **SoundGuys**

[www.soundguys.co.uk](http://www.soundguys.co.uk)

## **Soundpower Ltd**

[www.soundpower.co.uk](http://www.soundpower.co.uk)

## **Sporting Performance Ltd**

[www.sportingperformance.com](http://www.sportingperformance.com)

## **Stage Accompany**

[www.stageaccompany.com](http://www.stageaccompany.com)

## **Stealth Acoustics**

[www.stealthacoustics.com](http://www.stealthacoustics.com)

## **Sysco Audio Visual Solutions**

[www.syscoav.co.uk](http://www.syscoav.co.uk)

## **Tannoy Ltd**

[www.tannoy.com](http://www.tannoy.com)

## **The Projection Studio**

[www.theprojectionstudio.com](http://www.theprojectionstudio.com)

## **The Sound Workshop Ltd**

[www.thesoundworkshop.com](http://www.thesoundworkshop.com)

## **The Soundbeam Project Ltd**

[www.soundbeam.co.uk](http://www.soundbeam.co.uk)

## **TMC**

[www.tmc.ltd.uk](http://www.tmc.ltd.uk)

## **TOA Corporation (UK) Ltd**

[www.toa-corp.co.uk](http://www.toa-corp.co.uk)

## **Touch Vision**

[www.touchvision.tv](http://www.touchvision.tv)

## **TransTec bv**

[www.transtec.nl](http://www.transtec.nl)

## **Turbosound Ltd**

[www.turbosound.com](http://www.turbosound.com)

## **Turner Media Innovations**

[www.turnermediainnovations.com](http://www.turnermediainnovations.com)

## **Unicol Engineering**

[www.unicol.com](http://www.unicol.com)

## **Unique Systems UK Ltd**

[www.unique-online.co.uk](http://www.unique-online.co.uk)

## **Vaughan Sound Installations**

[www.vaughansound.co.uk](http://www.vaughansound.co.uk)

## **Videotree Ltd**

[www.videotree.com](http://www.videotree.com)

## **Vieta Pro**

[www.vietapro.com](http://www.vietapro.com)

## **Viewfax Multimedia Ltd**

[www.viewfax.com](http://www.viewfax.com)

## **Void Acoustics**

[www.voidaudio.com](http://www.voidaudio.com)

## ► AV/MULTIMEDIA/SOUND

### Waves System / I.D. AL

www.id-al.com

### Wharfedale International Ltd

www.wharfedale.co.uk

### Wilding Sound Ltd

www.wildingsound.co.uk

## CATERING

### Frutina

www.frutina.com

## CLIMBING WALLS

### Entre-Prises (UK) Ltd

www.ep-uk.com

### Innovative Leisure Ltd

www.innovativeleisure.co.uk

### Prime Play

www.primeplay.com

## CONSULTANTS

### AECOM

www.aecom.com

### Barry Noble Consultancy

www.barrynoble.co.uk

### DP Associates GB Ltd

www.dpassociates.uk.com

### Leisure Development Partners LLP

http://leisuredevelopment.co.uk

### LM Associates

www.lm-associates.co.uk

### Locum Consulting

www.locumconsulting.com

### Turner Media Innovations

www.turnermediainnovations.com

## COSTUME

### Aardvark Mascots

www.aardvarkmascots.com

### Alinco Costumes

www.alincocostumes.com

### Costumes with Character Ltd

www.costumeswithcharacter.com

### Cowan Costumes Inc

www.cowancostumes.com

### Curlywilly Productions Ltd

www.curlywilly.com

### Custom Characters

www.customcharacters.com

### Dreamation Inc

www.dreamation.com

### Frenzy Creative

www.frenzycreative.co.uk

### Metropolis Productions

www.metropolis-productions.com

### Morris Costumes

www.morriscostumes.com

### Rainbow Productions

www.rainbowproductions.co.uk

## DARK RIDES

### Alterface

www.alterface.com

### Triotech

www.trio-tech.com

## DESIGN

### A Basic Service

www.abasicservice.com

### Academy Studios

www.academystudios.com

### Action Park

www.action-park.es

### Agenda Design Associates

www.agendadesign.com

### Apogee Attractions Inc

www.apogeeattractions.com

### Artech Design & Productions

www.artech-hk.com

### Artwork Creative

www.artwork-creative.com

### Atkins Heneghan

www.atkinsheneghan.com

### Atmosphere

www.zebweb.co.uk

### Baf Graphics

www.baf.co.uk

### Beauchamp Design Ltd

www.beauchampdesign.co.uk

### BRC Imagination Arts

www.brcweb.com

### Brennan Design LLP

www.brennanwhalley.co.uk

### Broadbent

www.sbal.co.uk

### Chicago Scenic Studios

www.chicagoscenic.com

### Concept International Design Ltd

www.concept-i-design.com

### Dawson Design

www.dawsondesign.com

### designLSM

www.designlsm.com

### DP Associates GB Ltd

www.dpassociates.uk.com

### Duncan & Miller

www.duncanmillerdesign.com

### Entertainment Design Corporation

www.entdesign.com

### Event Communications Ltd

www.eventcomm.com

### Exposed Design Consultants

www.exposed.co.uk

### Forrec Ltd

www.forrec.com

### Four IV

www.fouriv.com

### Fresh Technologies

www.freshtechnologies.com

### Fulcrum Lighting

www.fulcrum.uk.com

### GHT Ltd

www.ghtltd.com

### Haley Sharpe Design Ltd

www.haleysharpe.com

### Hunt Design Associates

www.huntdesign.com

### Ian Bishop Design Ltd

www.ianbishopdesign.co.uk

### Imagemakers

www.imagemakers.uk.com

## Interaction

[www.interaction.uk.com](http://www.interaction.uk.com)

## International Theme Park Services Inc

[www.interthemapark.com](http://www.interthemapark.com)

## Jack Rouse Associates

[www.jackrouse.com](http://www.jackrouse.com)

## Jellybean Creative Ltd

[www.jellybeancreative.com](http://www.jellybeancreative.com)

## Keane Brands

[www.keanebrands.com](http://www.keanebrands.com)

## KHS&S Contractors

[www.khss.com](http://www.khss.com)

## KidzStuff

[www.kidzstuff.uk.com](http://www.kidzstuff.uk.com)

## Land Design Studio Ltd

[www.landedesignstudio.co.uk](http://www.landedesignstudio.co.uk)

## Landmark Entertainment Group

[www.landmarkusa.com](http://www.landmarkusa.com)

## LARC

[www.larcinc.com](http://www.larcinc.com)

## Metavision Corporation

[www.metavision.com](http://www.metavision.com)

## Mytton Williams Ltd

[www.myttonwilliams.co.uk](http://www.myttonwilliams.co.uk)

## Newangle

[www.newangle.co.uk](http://www.newangle.co.uk)

## Northern Light

[www.northernlight.nl](http://www.northernlight.nl)

## Pyott

[www.pyott.co.uk](http://www.pyott.co.uk)

## Quarry Fold Studio

[www.quarryfoldstudio.com](http://www.quarryfoldstudio.com)

## Rhythm & Hues Inc

[www.rhythm.com](http://www.rhythm.com)

## Sanchuri Design Ltd

[www.sanchuri.co.uk](http://www.sanchuri.co.uk)

## Saturn Projects Ltd

[www.saturnprojects.com](http://www.saturnprojects.com)

## seymourpowell

[www.seymourpowell.com](http://www.seymourpowell.com)

## Simon Morris Associates

[www.madesignstudios.com](http://www.madesignstudios.com)

## Spiral Productions

[www.spiralproductions.co.uk](http://www.spiralproductions.co.uk)

## Start JudgeGill

[www.startjg.com](http://www.startjg.com)

## The Creative Store

[www.thecreativestore.co.uk](http://www.thecreativestore.co.uk)

## The Deluxe Group

[www.thedeluxegroup.com](http://www.thedeluxegroup.com)

## The Ideas Company

[www.theideas.co.uk](http://www.theideas.co.uk)

## The One Off

[www.theoneoff.com](http://www.theoneoff.com)

## The Works

[www.worksltd.co.uk](http://www.worksltd.co.uk)

## Themescape Art Studios Inc

[www.themescapeart.com](http://www.themescapeart.com)

## Thinkwell Design & Production

[www.thinkwelldesign.com](http://www.thinkwelldesign.com)

## Transactis

[www.transactis.co.uk](http://www.transactis.co.uk)

## TVS Media Ltd

[www.tvsmedia.com](http://www.tvsmedia.com)

## Vision XS

[www.visionxs.co.uk](http://www.visionxs.co.uk)

## DIGITAL THEATRES

### Sky-Scan Inc

[www.skyscan.com](http://www.skyscan.com)

## EXHIBITIONS & DISPLAYS

### B Brown Display Materials Ltd

[www.bbrown.co.uk](http://www.bbrown.co.uk)

### Exhibition Solutions Ltd

[www.exhibition-solutions.co.uk](http://www.exhibition-solutions.co.uk)

### ID Ess CD Ltd

[www.idesscd.co.uk](http://www.idesscd.co.uk)

### Kurt Huttering GmbH

[www.huettinger.de](http://www.huettinger.de)

### Marler Haley

[www.marlerhaley.co.uk](http://www.marlerhaley.co.uk)

### Melville Exhibitions & Museums

[www.melville.co.uk](http://www.melville.co.uk)

### Milosgroup Entertainment

[www.milosgroup.com](http://www.milosgroup.com)

### Real Studios

[www.realstudios.co.uk](http://www.realstudios.co.uk)

### Silverwood Exhibitions Ltd

[www.silverwood-exhibitions.com](http://www.silverwood-exhibitions.com)

## Superchrome Services Ltd

[www.superchromeservices.com](http://www.superchromeservices.com)

## Wire Fittings Designs Ltd

[www.wirefittings.co.uk](http://www.wirefittings.co.uk)

## HERITAGE VISITOR GUIDEBOOKS

### Hudson's Heritage Group

[www.hudsons.co.uk](http://www.hudsons.co.uk)

## INSURANCE

### Ecclesiastical

[www.ecclesiastical.com](http://www.ecclesiastical.com)

## INTERACTIVE ATTRACTIONS

### 3DBA 3D Branded Attractions

[www.3dba.be](http://www.3dba.be)

### Alterface

[www.alterface.com](http://www.alterface.com)

### Creative Kingdom LLC / MagiQuest

[www.creativekingdom.com](http://www.creativekingdom.com)

### Intelligent Gaming Solutions

[www.intelligentgaming.co.uk](http://www.intelligentgaming.co.uk)

### Kraftwerk Living Technologies

[www.kraftwerk.at](http://www.kraftwerk.at)

### Lagotronics

[www.lagotronics.com](http://www.lagotronics.com)

### OptiMusic i-Tech Ltd

[www.optimusic.com](http://www.optimusic.com)

### Raw Thrills Inc

[www.rawthrills.com](http://www.rawthrills.com)

### Sally Corporation

[www.sallycorp.com](http://www.sallycorp.com)

### Simworx

[www.simworx.co.uk](http://www.simworx.co.uk)

### Triotech

[www.trio-tech.com](http://www.trio-tech.com)

### Visual Sports Systems (VSS)

[www.visualsportssys.com](http://www.visualsportssys.com)

## LARGE FORMAT FILM

### nWave

[www.nwave.com](http://www.nwave.com)

### IMAX

[www.imax.com](http://www.imax.com)

## MERCHANDISING

### Turner Media Innovations

[www.turnermediainnovations.com](http://www.turnermediainnovations.com)

## MUSEUM SUPPLIES

### Dauphin Restoration Ltd

[www.dauphin.co.uk](http://www.dauphin.co.uk)

### EDM Ltd

[www.edm.ltd.uk](http://www.edm.ltd.uk)

### Fractal

[www.fractal.be](http://www.fractal.be)

### GK Beulah & Co Ltd

[www.beulah.co.uk](http://www.beulah.co.uk)

### Gallery Systems

[www.galleriesystems.com](http://www.galleriesystems.com)

### Glomas UK Ltd

[www.glomas.com](http://www.glomas.com)

### Hudson's Heritage Group

[www.hudsons.co.uk](http://www.hudsons.co.uk)

### King & McGaw

[www.kingandmcgaw.com](http://www.kingandmcgaw.com)

### Lord Cultural Resources

[www.lord.ca](http://www.lord.ca)

### McKenzie Clark

[www.mckenzieclark.co.uk](http://www.mckenzieclark.co.uk)

### Polstore Storage Systems

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[www.secol.co.uk](http://www.secol.co.uk)

### Sightline Studios

[www.calgaryvideoproductionservices.com](http://www.calgaryvideoproductionservices.com)

### Visual Systems Sales Ltd

[www.visualsystems.co.uk](http://www.visualsystems.co.uk)

## OUTDOOR FURNITURE

### Marmax Products

[www.marmaxproducts.co.uk](http://www.marmaxproducts.co.uk)

## PEOPLE MOVERS

### Dotto Trains

[www.dottotrains.com](http://www.dottotrains.com)

### Jackson Lift Services

[www.jacksonlifts.com](http://www.jacksonlifts.com)

### Movetech UK

[www.turntable.co.uk](http://www.turntable.co.uk)

### Pickerings Ltd

[www.pickerings.co.uk](http://www.pickerings.co.uk)

### Severn Lamb

[www.severn-lamb.com](http://www.severn-lamb.com)

## PLANETARIUMS

### Global Immersion

[www.globalimmersion.com](http://www.globalimmersion.com)

### NSC Creative

[www.nsccreative.com](http://www.nsccreative.com)

### Sky-Scan Inc

[www.skyscan.com](http://www.skyscan.com)

## PLAY

### Prime Play

[www.primeplay.com](http://www.primeplay.com)

### Proludic Play Equipment

[www.proludicplayequipment.co.uk](http://www.proludicplayequipment.co.uk)

### SMP Playgrounds

[www.smp.co.uk](http://www.smp.co.uk)

### Timberplay Ltd

[www.timberplay.com](http://www.timberplay.com)

## PHOTOSOUVENIRS

### TapeMyDay

[www.tapemyday.com](http://www.tapemyday.com)

## ROBOTS/ROBOTICS

### BlueBotics SA

[www.bluebotics.com](http://www.bluebotics.com)

### Kuka Robotics

[www.kuka-robotics.com](http://www.kuka-robotics.com)

### Robocoaster Ltd

[www.robocoaster.com](http://www.robocoaster.com)

### The Robot Factory

[www.robotfactory.com](http://www.robotfactory.com)

## ROPE COURSES

### Innovative Leisure Ltd

[www.innovativeleisure.co.uk](http://www.innovativeleisure.co.uk)

### Prime Play

[www.primeplay.com](http://www.primeplay.com)

## SHOW CONTROL

### Associates in Media Engineering

[www.media-engine.com](http://www.media-engine.com)

### Kinesys

[www.kinesys.co.uk](http://www.kinesys.co.uk)

### Lift Turn Move Ltd

[www.liftturnmove.co.uk](http://www.liftturnmove.co.uk)

### Medialon SA

[www.medialon.com](http://www.medialon.com)

### MediaMation

[www.mediamat.com](http://www.mediamat.com)

### Out Board

[www.outboard.co.uk](http://www.outboard.co.uk)

### ShowSys

[www.showsys.com](http://www.showsys.com)

### Skjonberg Controls Inc

[www.skjonberg.com](http://www.skjonberg.com)

### Slingco Ltd

[www.slingco.co.uk](http://www.slingco.co.uk)

### United Exhibits Group (UEG)

[www.unitedexhibits.com](http://www.unitedexhibits.com)

**SPECIAL EFFECTS**

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www.back-stage.com

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**Mad Science Inc**  
www.madscience.org

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www.metropolisav.com

**PeopleVisionFX**  
www.peoplevisionfx.com

**RLH Enterprises LLC**  
www.rlhfx.com

**Sigma Services Inc**  
www.sigmaservices.com

**Sky-Skan Inc**  
www.skyskan.com

**The Effects Company**  
www.effectSCO.com

**Unlimited Snow**  
www.snow.biz

**UV/FX Scenic Productions**  
www.uvfx.com

**Wildfire**  
www.wildfirefx.com

**WOW!Works**  
www.wow-works.com

**THEME PARK WHEELS**

**QWheels**  
www.qwheels.co.uk

**THEMING**

**3D Custom Foam Inc**  
www.3dcustomfoam.com

**Adirondack Studios**  
www.adkstudios.com

**Adrian Fisher Mazes Ltd**  
www.fishermazes.com

**Artem**  
www.artem.com

**AVG Inc**  
www.a-v-g.com

**BEST Constructors Ltd**  
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**Bruns B.V.**  
www.bruns.nl

**Cod Steaks**  
www.codsteaks.com

**COST of Wisconsin Inc**  
www.costofwisconsin.com

**Cubic Design & Construction Ltd**  
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**Design & Display Structures Ltd**  
www.design-and-display.co.uk

**Design Compendium**  
http://designcompendium.com

**Dillon Works**  
www.dillonworks.com

**Eastwood Cook**  
www.eastwoodcook.com

**F & D Scene Changes Ltd**  
www.fdscenechanges.com

**Farmer Attraction Development Ltd**  
www.farmer.co.uk

**Futur-2**  
www.futur-2.com

**ITEC Entertainment Corporation**  
www.itec.com

**Its Alive Co**  
www.itsaliveco.com

**Jora Vision**  
www.joravision.com

**Lexington**  
www.lexingtonscenery.com

**Meticulous Ltd**  
www.meticulousltd.co.uk

**Mivan**  
www.mivan.com

**MTE Studios**  
www.mtestudios.com

**NatureMaker**  
www.naturemaker.com

**P&P Projects B.V.**  
www.ppprojects.com

**Parsons**  
www.parsons.com

**Preserved Treescapes International**  
www.treescapes.com

**R & R Creative Amusement Designs Inc**  
www.randrdesign.com

**Richard York Musician Interpreter**  
www.richard-york.co.uk

**Rocas & Design**  
www.rocas-design.com

**Roché Design**  
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**Rock & Waterscape**  
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**Rock Themes International Ltd**  
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**Saturn Projects Ltd**  
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**Spitz Inc**  
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**Storyland Studios**  
www.storylandstudios.com

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**Technifex Inc**  
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**Technovations**  
www.technovations.co.uk

**Theming & Animatronics Industries S.A.**  
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**The Larson Company**  
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**The Nassal Company**  
www.nassal.com

**Totally Dynamic**  
www.totally-dynamic.co.uk

## TICKETING & ACCESS CONTROL

### Accesso

www.accesso.com

### Baldwin Boxall Communications Ltd

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www.bemrosebooth.com

### Citizen Systems Europe

www.citizen-europe.com

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### Ctronix Ltd

www.ctronix.com

### Deltronic Labs

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### Extremetix Inc

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### Enta Ticketing Soluton

www.enta.com

### Gamma Dataware Ltd

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### Gateway Ticketing Systems Inc

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### Handrail Systems

http://architecturalhandrail.hollaender.com

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### Muncie Novelty Company Inc

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### OmniTicket Network

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www.otot.ws

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www.reftech.com

### Resort Technology Partners

www.rtp.com

### Lonsto (International) Ltd

www.lonsto.co.uk

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www.satoeurope.com

### SKIDATA

www.skidata.com

### Syndicate UK Ltd

www.syndicateprinters.com

### Ticket International

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### Tickets.com Ltd

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### TOR Systems Ltd

www.torsystems.co.uk

### Totem Ticketing

www.tempspace.isys-computers.co.uk

### Weldon, Williams & Lick Inc

www.wwlinc.com

## WATER LEISURE

### Aqua Drolics

www.aquadrolics.nl

### Aqua Leisure International

www.aqua-leisure.co.uk

### Aquatic Development Group

www.aquaticgroup.com

### Aquosis Ltd

www.aquosis.co.uk

### Australian Waterslides & Leisure

www.waterslide.net

### Big Squirt!

www.bigsquirt.com

### Canadian Spa Company Ltd

www.canadianspacompany.com

### Empex Watertoys

www.watertoys.com

### Epsan Water Fly UK Ltd

www.epsanwaterfly.com

### Firma Mazur

www.mazur.net.pl

### Floaties By Styrox

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### Flume Rider Waterslides and Flumes

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### Glatz Pioneer

www.glatzpioneer.co.uk

### Golden Coast Ltd

www.goldenc.com

### Hippo Leisure Products Ltd

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JakaBel Ltd

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### Kraftwerk Living Technologies

www.kraftwerk.at

### Kusser Aicha Granitwerke

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### Neuman Pools Inc

www.neumanpools.com

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http://nola7.com

### Ocmis (UK) Ltd

www.ocmis.com

### OpenAire Inc

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### Polin

www.polin.com.tr

### ProSlide Technology Inc

www.proslide.com

### PurePlay Waterparks

www.pureplaywaterparks.com

### Sevylor Europe (Groupe Zodiac)

www.sevylor.com

### Styrox (UK) Ltd

www.styrox.co.uk

### System UVEX

www.systemuvex.co.uk

### SSP Water & Play

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### The Floatworks

www.i-sopod.com

### UK Hydrosides Ltd

www.ukhydrosides.com

### Ustigate Waterplay Ltd

www.ustigatewaterplay.co.uk

### Van Egdom B.V.

www.vanegdom.nl

### Water Fun Products

www.waterfunproducts.com

### Waterplay Solutions Corp

www.waterplay.com

**Waterwalkerz**

www.waterwalkerz.com

**Waterworks International**

www.waterworks-fountains.com

**Whitewater West Industries Ltd**

www.whitewaterwest.com

**Zebec**

www.zebec.com

**WATER SPECIAL EFFECTS**

**Aqua Pharos**

www.aquapharos.net

**Aquality Trading & Consulting**

www.aqua-lity.co.uk

**Brahma Granitech**

www.brahmagranitech.com

**Premier Fountains**

www.premierworld.com

**Water Sculptures**

www.watersculptures.co.uk

**WATER TREATMENT**

**ALcontrol Laboratories**

www.alcontrol.com

**Alfa Laval Ltd**

www.alfalaval.co.uk

**Aluline Environmental Solutions**

www.aluline-environmental.co.uk

**ATG UV Technology**

www.atguv.com

**Chemidose Ltd**

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**Cistermiser**

www.cistermiser.co.uk

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www.dianapure.com

**Euroflo Fluid Handling**

www.euroflo.net

**GB Environmental**

www.gb-environmental.com

**Geberit Gruppe**

www.geberit.com

**Hanovia Ltd**

www.hanovia.com

**Hydroscape Ltd**

www.hydroscape.co.uk

**Industrial Purification Systems Ltd (IPS)**

www.industrial-purification.co.uk

**Kinetico Water**

www.kinetico.co.uk

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www.leisureteq.co.uk

**Lowara UK Ltd**

www.lowara.co.uk

**Topline Electronics Ltd**

www.topline.uk.net

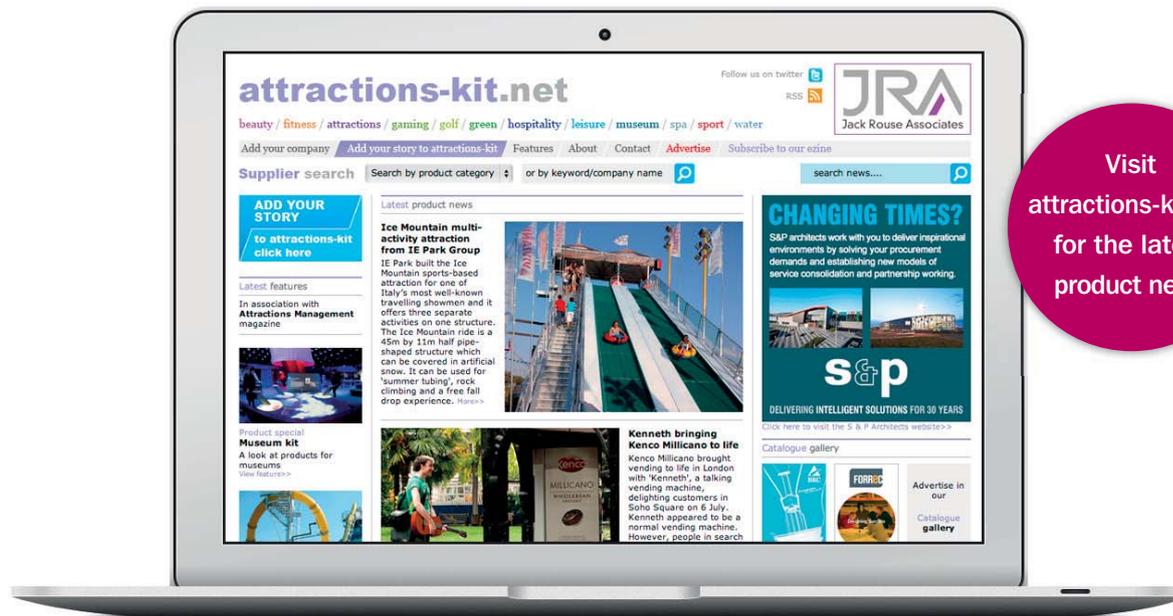
**Watling Hope**

www.watling-hope.co.uk

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