

San Francisco vying for George Lucas museum

Officials in the US city of San Francisco are offering Star Wars creator George Lucas a place to exhibit his collection of art and movie memorabilia.

City mayor Edwin Lee made the proposal to Lucas to build the Lucas Cultural Arts Museum on a 2.3 acre site owned by the Port of San Francisco along the eastern waterfront.

In an open letter to Lucas, Lee wrote: "On behalf of the city and County of San Francisco, I propose an extraordinary location along our city's waterfront as the iconic new home for the Lucas Cultural Arts Museum."

Proposals to open a Lucas museum on park land at the



The proposed museum includes George Lucas' art and memorabilia

base of the Golden Gate Bridge were rejected earlier this year, but the city later offered him another location near the home

of Lucasfilm's special-effects, game unit and corporate offices. Lucas is reportedly considering taking the city's offer.

San Francisco now has to stave off rival bids for the museum from other cities, most notably Chicago, which is said to be very keen to acquire the Lucas museum and has earmarked parking lots near Soldier Field football stadium as a possible location for the attraction.

The collection includes works by Lucas' visual effects company and the proposed museum will also include temporary exhibits.

Lucas has said he plans to invest up to US\$300m (€220m, £179m), with a further US\$400m (€294m, £238m) endowment coming when he dies. *More: <http://lei.sr?a=03W11>*

Madame Tussauds makes mark in Beijing

Merlin Entertainments has launched its first attraction in the Chinese capital of Beijing – a Madame Tussauds.

The site's waxworks are a blend of Chinese stars – including Olympic Swimmer Ye Shi Wen, rockstar Cui Jian and TV presenter Yang Lan – together with familiar global stars such as David Beckham, Lady Gaga and Madonna to name a few.

It is the fourth Tussauds to open in China – joining those in Shanghai, Hong Kong and Wuhan – and Merlin's 102nd attraction worldwide.

More: <http://lei.sr?a=m9w6e>

Theme Index 2014: North America back in business

The North American theme park industry surpassed pre-recession attendance figures for the first time in 2013, recording its third straight year of growth to mark a strong recovery.

According to the annual TEA/AECOM Themed Index Report released on 3 June, attendance figures for the top 20 North American theme parks hit 135.1m in 2013.

The upswing was reflected in global figures for the top 20 theme park groups worldwide, which recorded attendance growth of 5.4 per cent.

The Asian market continued its rapid ascension to the industry's upper echelons, posting punchy figures across the board for its attractions. The top 20 Asian theme



Disney World Florida has had great success

parks saw attendances climb 7.5 per cent in 2013, while the top 15 waterparks posted the most impressive figures of all, achieving 9 per cent growth over the year.

Continued on back cover

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Pop up Hunger Games museum going on tour across the US later this summer

Lionsgate Studio's CEO Jon Feltheimer has revealed that plans are in the works to launch a travelling museum based around the hit series of books, later made into a series films – *The Hunger Games*.

During Q3 of 2015, *The Hunger Games: The Exhibition* will launch as a pop up museum at cities across the US, showcasing costumes and props from the US\$1.5bn (€1.1bn, £896m) ongoing film franchise.

“As a first step, we've already designed a state-of-the-art travelling museum involving costumes, props and other elements of the *Hunger Games* world



A Hunger Games museum will soon be travelling the US

that will begin touring the US next summer,” said Feltheimer speaking to *Entertainment Weekly*.

The franchise has become a valuable IP in the attractions world and rumours of a *Hunger*

Games theme park have been swirling in recent months, while other attractions possibilities in the future are still ‘open’, according to Lionsgate representatives.

More: <http://lei.sr?a=N9X5i>

Dubai's new AED150m safari park to launch in 2015 after a decade of delays

A safari park set to replace Dubai Zoo is scheduled for a 2015 opening, according to the park's officials.

Plans to replace Dubai's current zoo have been on the cards for nearly a decade, with plans going back as far as early 2005, while the project has been scrutinised, reworked and revised for a method of relocating around 1,000 animals from their existing habitats.

The project is estimated to cost around AED150m (US\$40.8m, €30.1m, £24.4m) and the first phase of development has just been completed, transforming the site from landfill into a construction area.



The global recession caused the collapse of initial plans in 2005

Work on the project started in 2012, with the next stage of development to include a zoo, safari, butterfly park, botanical garden, hotel and golf course, in addition to ed-

ucational, conservational and veterinary facilities.

Dubai Municipality has designed the zoo to be energy-efficient and will incorporate green energy into the build.

More: <http://lei.sr?a=I8u9c>

Billionaire Carlos Slim opens Mexico aquarium

The world's second richest man, Carlos Slim, has opened a four-storey underground aquarium in Mexico City at a cost of approximately MX\$250m (US\$20m, €14.6m, £11.9m).

The 37,700sq ft (3,500sq m) Inbursa Aquarium is home to 5,000 marine animals (eventually to increase to 10,000) and features 230 different species (to increase to 307) of sea creatures, split across twelve different ecological zones through its 48 showrooms and five big tanks.

The aquarium, which opened to the public on 10 June, is one of the largest in all of Latin America, comparable to those in Atlanta, Shanghai, Dubai and London.

The building includes free internet connection and a smartphone app has been developed to allow visitors to scan a chip located next to the tanks to see each species in 3D or hear an explanation.

Inbursa is located in an area monopolised by Slim, which also features the headquarters of his conglomerate, Plaza Carso. Next



The aquarium is in an area dominated by Carlos Slim's various commercial ventures

door there is the Soumaya Museum, which holds 66,000 works of art by some of the best-known European artists from the 15th through to the 20th century.

The aquarium was designed by Carlos Slim's son, Fernando Romero of Mexico-based FR-EE Architects.

More: <http://lei.sr?a=g5l3U>

Prezzemolo waterpark arrives at Italy's Gardaland theme park

A new waterpark, aimed at the kids market and based on Italian theme park Gardaland's mascot Prezzemolo, has opened at the Merlin Entertainments-owned Gardaland resort in Verona.

Visitors enter Prezzemolo Land through its medieval castle setting, which includes wet slides, water cannons and tipping buckets before moving on to an area which features a number of themed towers, trampolines and slides.

Among the various areas there is the Colour Palettes – an activity area themed around art which includes a bridge, climbing ropes and two towers; The Catapult,



Visitors to the waterpark first enter a castle setting

which includes a variety of games, shaking tunnel ropes and a slide; The Flying Machine – another fort with 'rotor blades' at its top; and the Planetarium – a space-themed hill with

an 'observatory' on top for children to explore.

Prezzemolo is popular with Italy's under-12 market, hence the reasoning behind the waterpark theme. More: <http://lei.sr?a=E2M0n>



Sports attraction numbers are increasing

Public interest in sports museums is on the up

Terry Stevens of Stevens & Associates has looked at the growing trend for sports museums and halls of fame in the latest edition of the *Attractions Management Handbook*.

He says that because sports tourism is one of the fastest-growing sectors in the world, a relatively new trend of visiting sports venues has risen, leading to the development of sports attractions.

The *Attractions Management Handbook* 2013-2014 edition is available online here: <http://lei.sr?a=y3s8K> and in print here: <http://lei.sr?a=aE4K4O>

Victorian-themed adventure park coming to Utah

A US\$100m (€73.5m, £59.7m), 45-acre Victorian-themed adventure park is planned in Utah, US, to be staffed by professional actors, offering visitors a fully-immersive visitor experience.

Planned for a July 2015 opening, Evermore will be located in the city of Pleasant Grove and in its first phase of development will feature a two-acre town square with a performance stage, gardens, five large spaces for attractions, a man-made lake with a ghost ship, a castle, 'Fairy Quest' forest, three restaurants and retail locations.

The multi-million dollar attraction will be based on a "create your own adventure" theme, where guests will experience the park based on the choices they make while interacting with Evermore's actors.

Guests will explore a mockup of Victorian London, with costumed actors playing out narratives allowing guests to immerse themselves in different storylines.

Following the first phase of development, a multi-level hotel and theatre, plus a varie-



Despite being in the US, the park will be themed around Victorian-era London

ty of further attractions – including caves, a splash pad and dive pool – will be added.

US\$20m (€14.7m, £11.9m) of the funding has been provided by Evermore CEO Ken

Bretschneider, while additional capital is being raised through a sale of private equity, including the proposed hotel.

More: <http://lei.sr?a=Q2i2L>



Pablo has worked in attractions 16 years

New senior manager of EU operations for IAAPA

The International Association of Amusement Parks and Attractions (IAAPA) has appointed Pablo Moragrega as senior manager of European operations, starting in July.

Moragrega will be responsible for recruitment and retention of IAAPA's Europe members and will also develop and implement educational offerings.

More: <http://lei.sr?a=v4R5m>

North Korea needs more 4D cinemas says Supreme Leader Kim Jong-un

North Korea's leader Kim Jong-un has suggested installing further 4D cinemas outside of Pyongyang, the country's capital.

The 4D technology, used to immerse North Korean citizens into the outside world at the Runga People's Pleasure Ground in Pyongyang, was created in the Democratic People's Republic of Korea (DPRK).

North Korean state media has released a video of the visitor experiences at the 4D Simulation Cinema.

The video – which shows visitors being vigorously thrown around as they watch computer generated shark attacks, military



Kim Jong-un was impressed after visiting a 4D cinema

battles and dinosaur scenes – was released by foreign-facing broadcaster *Voice of Korea*.

According to the *Korea Central News Agency* (KCNA), Kim Jong-un que-

ried the quality, sound effects and 4D elements of the films, also suggesting that additional theatres be built in each of North Korea's eight provincial capitals.

More: <http://lei.sr?a=Z9R9A>

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US\$67m Charlie Chaplin museum coming in 2016

A CHF60m (US\$67m, €49m, £40m) museum dedicated to the life and times of Charlie Chaplin at the former home of the Swiss cinema legend is set to open in 2016.

The currently run-down Manoir de Ban in Corsier sur-Vevey, where Chaplin died in 1977, was bought by Luxembourgian investment firm Genii Capital in 2008.

Overlooking the Swiss Alps, Manoir de Ban was the main place where Chaplin made films, wrote books and composed musical scores for his works.

The estate, which Chaplin made his home in 1952 after being banned from returning to the US because of his alleged political leanings, consists of an area of about 14 hectares (34.5 acres) and comprises the house, a farm, woodland, terraces and gardens.

The new Chaplin's World Museum will cover more than 3,000sq m (32,200sq ft) of Chaplin memorabilia, presented as multimedia, cinematographic and the virtual world of the silent film star.

The site will include a movie theatre, out-



The legendary Charlie Chaplin had an acting career spanning more than 60 years

door stage, two additional buildings – which will be used to recreate sets from Chaplin's movies – and a film school. In addition, photographs and records dedicated to the

actor's rise from his impoverished London beginnings to international fame for his movies and characters will be on display.

More: <http://lei.sr?a=w2H8f>



Angry Birds has come to Thorpe Park

Visitors flock to Angry Birds at Thorpe Park

The Angry Birds brand has nested at Thorpe Park, UK, following the opening of the brand new Angry Birds Land, with a large area of the park having been redeveloped to include the popular IP.

The park now includes the world's first Angry Birds 4D experience, telling the tale of the Angry Birds through a high-paced experience, while Thorpe Park's 100ft (30.4m) drop tower has undergone a rebranding. The dodgems attraction, retail and catering outlets now also don the Angry Birds' colours.

More: <http://lei.sr?a=m9e8P>

SeaWorld takes another hit as STA removes it from its travel database

STA Travel – one of the world's largest youth travel agencies – has made a double U-turn on a pledge to stop selling trips to SeaWorld, reimplementing a ban it announced and then subsequently withdrew.

The travel company, which is targeted towards the youth market, blamed “internal confusion” for the company's announcement, saying the move was made to ensure its products were both “high quality” and “responsible.”

SeaWorld has come under fire in recent months in the wake of CNN's controversial documentary *Blackfish*, which recounts the 2010



SeaWorld has claimed *Blackfish* is ‘grossly one-sided’

death of trainer Dawn Brancheau, who was killed by a whale in Orlando, Florida. The documentary claimed that by being kept in captivity for entertainment the whale was driven to madness.

SeaWorld has strongly disputed the allegations of *Blackfish* and has called the film grossly one-sided and the “severely flawed product of animal activists.”

More: <http://lei.sr?a=u9A5b>

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DIARY DATES

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MuseumNext

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Now in its sixth year, MuseumNext brings together the leading themes, trends and related best practice in the industry with the aim of providing a clear insight into how innovation and technology are shaping our institutions and the world around us. The conference in Gateshead will offer three streams of presentations, workshops and conference sessions, as well as a series of fringe events.

www.museumnext.org

8-11 JULY 2014

AIM 2014

Mercure Hotel, Besançon, France

The 2014 IEEE/ASME International Conference on Advanced Intelligent Mechatronics (AIM 2014) will bring together an international community of experts to discuss new research results, perspectives on future developments and innovative applications relevant to mechatronics, robotics, control, automation, and related areas. The theme for the annual conference is 'From Smart Systems to Smart Matters', highlighting functional integration for multi-scale technologies ensuring societal needs.

Email: aim2014@femto-st.fr

www.aim2014.org

10-14 AUGUST 2014

Siggraph 2014

Vancouver Convention Centre, Vancouver, Canada

The Siggraph conference and exhibition is a five-day interdisciplinary educational experience including a three-day commercial exhibition that attracts hundreds of exhibitors from around the world. The conference's installations provide close-up views of the latest in digital art, emerging technologies, and hands-on opportunities for creative collaboration.

Tel: +1 805 677-4294

<http://s2014.siggraph.org/>



The event will take place at the China National Convention Center in Beijing

17-20 JUNE 2014

IAAPA Asian Attractions Expo 2014

China National Convention Center, Beijing, China

Join colleagues and industry leaders for the conference and exhibition designed

specifically for attractions professionals in the Asian market. More than 250 exhibiting companies offer face-to-face time with more than 5,000 professionals representing the attractions industry.

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20-23 SEPTEMBER 2014

GSCA International Conference and Trade Show Toronto, Ontario, Canada

The three-day event attracts hundreds of visitors to learn more about giant screen audiences from the results of the GSCA Audience Research Survey. Attendees can view the latest new films on flat and dome screens, as well as see what's in production and development, gain insight from industry leaders and exchange best practices. Sessions cover marketing, production and postproduction, alternative content, digital for domes and more. The trade show will also allow visitors to meet with distributors.

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www.giantscreencinema.com

9-10 OCTOBER 2014

Museums Association Conference & Exhibition 2014 Wales Millennium Centre, Cardiff, Wales

The exhibition is the largest event of its kind for museums and heritage professionals in Europe and is free to attend. Around 70 companies will

be exhibiting, covering all aspects of museum work from displays and showcases to exhibition design, lighting to retail, merchandising to ticketing, and insurance to collections management. The exhibition will feature a number of MP workshops, giving visitors a chance to hear from leading museum professionals about the latest practice across all areas of the museum sector.

<http://www.museumsassociation.org/>

APRIL 26-29 2015

2015 Annual Meeting & MuseumExpo

Atlanta, US

The annual meeting and expo held over three days looks at how museums can gain an innovation edge, and how they can to engage, support and sustain innovation in communities. Visitors can learn how museums serve as engines of innovation, with examples of the best recent innovations in education, and the latest models in conservation, exhibitions, audience engagement, development and more.

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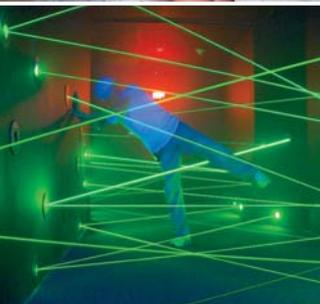
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IAAPA



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The waterslide is one of the largest in Europe

Twin racing waterslide thrills at Aqualand Maspalomas

Polin has successfully installed a Racer Twin Turbulance waterslide in time for Aqualand Maspalomas' new season. It is the first of its kind in Spain, and one of the biggest waterslides in Europe.

The ride features two circular, racing tube slides, in which two people per tube race down a path before reaching an enclosure that suddenly plummets them

down a nearly vertical drop. The double-tubes then diverge into two separate slides and propel the riders vertically uphill. A reverse path continues the ride backward over a hill, into a valley and ending in a dry-out.

The half-closed/half-open waterslide is manufactured with resin transfer molding technology, offering a smooth and shiny finish on both sides.



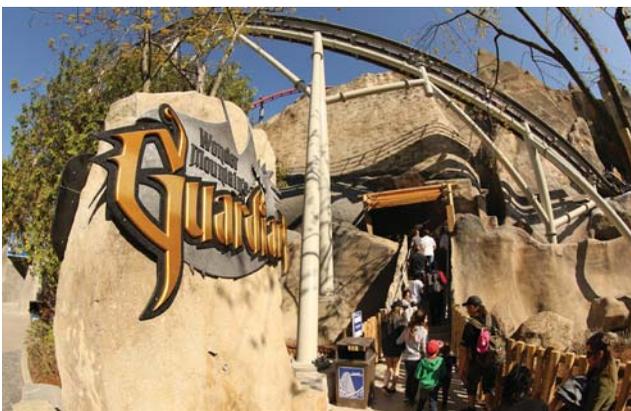
The animatronic is mainly aimed at children

Animatronic animal show opens at China hotel

Sally Corporation has provided nine life-size animatronic models for China's first ever animal restaurant show. The show debuted at the Chimelong Hotel's White Tiger restaurant in Guangzhou in April.

The show is designed to entertain primarily children during the restaurant's breakfast, lunch and evening dinner periods with songs, jokes, and stories.

There are five shows in total, two of which last eight minutes while the other three have a running time of four minutes. Additionally, children can interact with a 'Grandfather Tree' model in between shows by pushing a built-in handprint that activates it. The character then "talks" for between thirty and forty-five seconds each time.



Wonder Mountain's Guardian is a dark ride/roller coaster

Longest interactive wall adds wonder to Canadian park

Triotech's latest interactive dark ride has opened at the Canada's Wonderland theme park.

'Wonder Mountain's Guardian' is described by the Montreal, Canada-based company as a 3D adventure with 4D effects and interactivity. It is a combination interactive dark ride and roller coaster.

As part of the ride, Triotech says it has developed and

installed the longest interactive wall ever integrated into a theme park attraction. The wall is 152m (500ft) in length and stands 4m (13ft) high.

The ride begins outside the theme park's iconic mountain where riders enter specially adapted vehicles. They are then transported under the mountain, navigating through to a dragon's lair at the mountain's core.



Polin's supplied the slides for the H2O Aquapark

Polin slides fuel water park's success

A Russian water park which features waterslides manufactured and supplied by Polin has won critical acclaim.

H2O Aquapark opened in June 2013 as part of the Horizon Megacenter Mall in Rostov-on-Don, Russia, following five months of construction. The park recently won international recognition when it was awarded a 'Golden Pony'

award from publisher Facto Edizioni and Games & Parks Industry magazine.

H2O's owners specifically requested that Polin include attractions that featured its resin transfer moulding technology, which is not only a useful manufacturing process but provides the finished rides with a shiny interior and exterior.

Weishar named dean at Florida State University

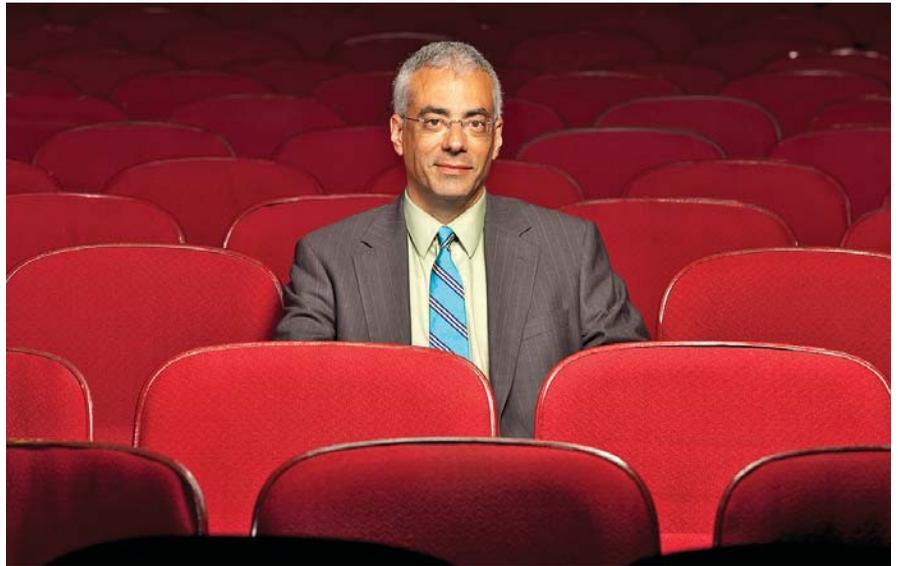
Peter Weishar has been appointed dean of Florida State University's College of Visual Arts, Theatre and Dance (CVATD), leaving his previous position as dean at the Savannah College of Art and Design's (SCAD) School of Entertainment Arts.

Effective 1 July, Weishar will oversee operations at the CVATD, which encompasses six academic departments awarding bachelors of science, arts, and fine arts; masters of science, and fine arts; plus specialists and doctorates of philosophy to over 300 students each year.

In addition, the dean will oversee the Florida State University Museum of Fine Arts, the Facility for Arts Research in Tallahassee and the John and Mable Ringling Center for the Arts in Sarasota.

Weishar leaves his role at SCAD after nearly a decade of service, having taken the reigns there in 2004.

While at SCAD, Weishar helped launch the first themed entertainment design degree in 2012, which teaches students to



Weishar takes up the role following a nine-year stint at the Savannah College of Art and Design

tell a story and create a compelling environment for visitors through attractions.

Prior to his time at SCAD, Weishar served as a professor of computer animation and

new media, as well as acting director of the animation programme at New York University Tisch School of the Arts.

More: <http://lei.sr?a=3T9e7>



Volunteers will be trained at the zoo

Amarillo Zoo offers summer training scheme

Amarillo Zoo in Texas, US is hosting a summer training programme, offering volunteers the chance to get experience working in an active zoo.

The course will give volunteers the chance to work with the animals, educate park guests and help with events.

Amarillo Zoo will soon be conducting interviews for successful applicants who will then attend a training class and will work at least one four-hour shift a month throughout the summer months of this year.

More: <http://lei.sr?a=U2U5F>

Training scheme aims to develop better heritage tourism in Africa

Forty members of UNESCO and the African World Heritage Fund (AWHF) met last month to participate in a series of 'Entrepreneurial Training Workshops for World Heritage,' with the courses aiming to better educate site managers and community representatives on how to utilise and manage the continent's heritage sites.

The workshops were held in Accra, Ghana and in Saloum Delta, Senegal, with participants from 15 African nations represented over the two 10-day sessions.

Both workshops are part of an ongoing programme to address priority areas identified in a five-year plan,



PHOTO: AFRICAN WORLD HERITAGE FUND

The courses aim to educate those running heritage sites

which identified the need to facilitate beneficiation activities for communities living in and around World Heritage properties.

The scheme is part one of a three-part project,

which includes the 10-day workshops, followed by a five-month mentorship phase and finally a 20-day field project at UNESCO heritage sites.

More: <http://lei.sr?a=c6E5D>

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Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration



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Lakes Aquarium

Commercial Manager

Lakes Aquarium is a small visitor attraction on the southern shore of Lake Windermere in the picturesque tourist area of the Lake District. Encompassing a fresh water aquarium, two retail outlets and two catering outlets, the attraction is an established fixture in the local tourism offer and attracts approximately 100,000 visitors per year.

We are currently seeking a Commercial Manager, dedicated to increasing secondary spend and visitor levels and expand commercial opportunities.

Reporting to the Operations Manager and UK Director, the Commercial Manager will be responsible for all Commercial aspects of the Lakes Aquarium and will maintain and grow the level of income and gross profit achieved through the following areas: Visitor levels, ticket income, catering, retail, photos and other income. As such they will manage the admissions, retail and catering departments. Working closely alongside the Operations Manager they will be supported by a retail supervisor and catering supervisor. The Commercial Manager will be an active member of the Duty Management Team and so will be expected to work duty weekends and evenings. They will also deputise for the Operations Manager in their absence.

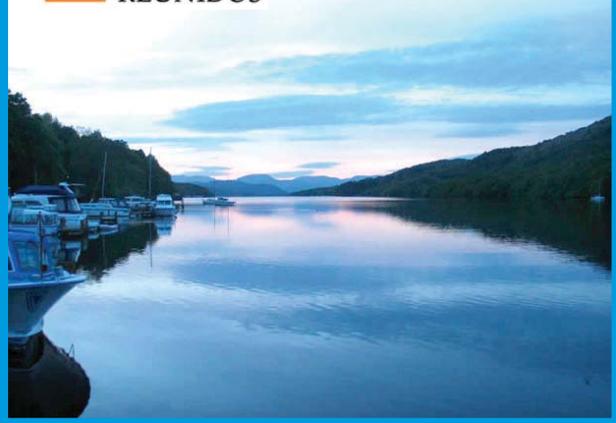
The prospective candidate will be an experienced senior leisure professional, an accomplished and experienced team leader, combining strategic and business awareness with the ability to influence and collaborate across the whole organisation

They must have Catering, Retail management experience.

Please send a detailed CV and covering letter explaining why you wish to be considered for this post to James Eels, Oceanarium, Pier Approach, Bournemouth, BH2 5AA or by email to james.eels@reallive.co.uk

Closing date for applicants: 30th June 2014

Salary £22k per annum plus bonus and benefits.
Job Description on application.



Consultancy Manager Commercial

Salary: £43,000 per annum

Location: Tisbury Hub, Wiltshire

Reference: IRC16698

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To find out more visit www.am2.jobs
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The news & jobs magazine
from Attractions Management

Next issue:

25 June 2014

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Tel: +44 (0)1462 471908

Email: rickypopat@leisuremedia.com

AM2 is published every two weeks

Marketing & Events Manager



ABOUT THE MUSEUM

The Museum Of Army Flying in Hampshire exists for the education, inspiration and enjoyment of all. It is home to a unique collection of military aviation history, one of both international and national importance, providing an imaginative glimpse of "soldiers in the air" and life on the Home Front. It also benefits from being the official Army Air Corps archive, providing artefacts (not least attack helicopters) and unique archive materials, managed by a professional management team and a voluntary support team, while being an independent charity and commercial enterprise. The AAC training base, with frequent flight movements, is just a few hundred metres away.

ABOUT THE ROLE

- The Marketing & Events Manager's key responsibilities are:
- To lead all of the marketing, multimedia storytelling and PR initiatives of the Museum
- To develop an exciting and attractive public events calendar
- To develop the venue's private and corporate events revenues.
- The Marketing & Events Manager reports directly to the Chief Executive.

KEY DUTIES

- Develop and implement the marketing strategy and ongoing marketing programme for the Museum.
- Instigate new and creative ideas for Museum events and manage all such events, from small private dinners to large, themed activity days and community projects.
- Co-ordinate with colleagues to execute all marketing activities for Museum events, exhibitions and programmes including regular e-newsletters, quarterly printed newsletters, press releases, event signage, calendar and social media outlet updates.
- Be responsible for branding, website content, updates and development.
- Research, develop and implement PR campaigns to expand the awareness and reach of the Museum, and enhance its reputation.
- Oversee the purchase, design and placement of all advertising for events, exhibitions and campaigns.
- Manage the full time Marketing Officer to ensure maximum productivity
- Work with staff and volunteers to support their participation in all events and marketing led activities.
- Develop a close relationship with the AAC ensuring that they are fully conversant with, and ideally supportive of, all Museum activities.
- Be responsible for expanding the Museum's reach and support of community partners.

REQUIRED PERSONAL CAPABILITIES AND EXPERIENCE

- Creativity in terms of developing marketing and PR initiatives and campaigns, events and corporate opportunities.
- Marketing experience from working in the museum sector and/or a visitor attraction is highly desirable.
- Superb communication and writing skills.
- Personable and diplomatic working with diverse Museum stakeholders.
- Fearless in reaching out to the media, and possessing the confidence to act as Museum spokesperson as required.
- Self-driven, self-starter with the ability to multi-task, with a hand-on approach and the ability to manage projects, as well as delegate and lead interns effectively.
- Enthusiastic about team work, with an ability to work well with staff, volunteers and interns.
- Happy to work with a variety of social media tools, and initiate creative approaches both online and in the community.
- Comfortable working with Photoshop and other packages.
- Must possess a clean driving licence.

SALARY & TERMS

£28,000pa – but open to negotiation for an exceptional candidate. A performance related incentive package is offered in addition to the basic salary. This is a full time position, but days/hours can be flexible as agreed with the Chief Executive. The Museum of Army Flying is committed to providing equal and independent access to all collections and services to everybody, regardless of their gender, age, social status, ability, race, ethnic origin, language, religion or sexual orientation.

APPLICATION PROCEDURE:

The closing date for applications is Monday June 30th 2014
Interviews will be held on Wednesday 9th July 2014
Please send CVs and covering letters only to Gina Cherrett:
gina@cherrettpricepr.com

AM2 JOBS ONLINE

For more details on the following jobs visit www.am2.jobs or to advertise call Ricky on +44 (0)1462 471908



Marketing and Events Manager

Company: Museum of Army Flying
Location: Hampshire, United Kingdom

Commercial Manager

Company: Lakes Aquarium
Location: Lake Windermere, Cumbria, United Kingdom

Consultancy Manager - Commercial

Company: National Trust
Location: Tisbury Hub, Wiltshire, United Kingdom

Addetti Front Office

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Entertainment Show Technician

Company: LEGOLAND Florida
Location: Florida-Winter Haven, United States

Addetti Ristorazione

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Technician

Company: Legoland Discovery Center
Location: New York-Yonkers, United States

Duty Manager

Company: Madame Tussauds San Francisco
Location: California-San Francisco, United States

Addetti Attrazioni

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Operations Supervisor

Company: Merlin Entertainments Group Ltd
Location: Minnesota-Bloomington, United States

Facilities Technician

Company: Sea Life
Location: Missouri-Kansas City, United States

Personale Sealife

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

An ddetti Accoglienza, Informazioni

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Market Research Executive

Company: Merlin Entertainments Group Ltd
Location: London, United Kingdom

Resort Sales Coordinator

Company: Chessington World of Adventures
Location: Surrey, United Kingdom

For more details: www.am2.jobs

Bezos Center seeking to safeguard future, says MOHAI's Leonard Garfield

The Museum of History & Industry's (MOHAI) Bezos Center for Innovation in Seattle, US is seeking to help educate people about workforce principles and community mindsets to safeguard the future, according to MOHAI executive director Leonard Garfield.

The US\$10m (€7.3m, £6m) centre has been created to explore the progress of innovation over the past 100 years, through the use of exhibits, programmes and interactive displays.

Part-funded by Amazon founder Jeff Bezos, the museum has exhibits designed by Olson Kundig Architects and Pacific Studio.

"We set out to present



Garfield hopes the centre will help to safeguard our future

the story of innovation and engage the community, encouraging young people to discuss the tradition of innovation," said Garfield in the Q2 2014 edition of *Attractions Management*.

"To safeguard our own future, we want to prepare

the workforce mindset.

"It's not just about inspiring the next generation. We want young people to understand that innovation comes in all areas: not just research and development."

More: <http://lei.sr?a=c6h6a>

Themed Index 2014: Good year for museums – attendance up 7.2 per cent

Continued from front cover

It was a good 12 months for the world's museums according to the 2014 Themed Index report, which said global attendance figures for the top 20 increased by 7.2 per cent.

The Louvre in Paris retained top spot in the museum sector for the seventh consecutive year, welcoming 9.3 million visitors under its famous glass pyramid in the heart of the French capital.

"Leisure and travel industries are maturing in the West and breaking new ground in the East," said Themed Entertainment Association (TEA)



The Louvre is the most visited museum worldwide

president Christine Kerr of BaAM Productions.

"It's an exciting, creative time for our industry. We are honoured to be partnering with AECOM

for the seventh consecutive year on this annual study, a critical resource for anyone with an interest in the leisure and travel sector."

More: <http://lei.sr?a=K5Q3x>

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: www.alva.org.uk

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: www.asva.co.uk

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: www.hha.org.uk

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

T: +46 (0)33 41 00 09 W: www.navet.com

Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

Email: r1f@tinaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)

T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaquarium.org.au