

# AM2

The news & jobs magazine  
from Attractions Management

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## Big business for suppliers at IAAPA 2014 event

“Big starts here” was the official theme for this year’s IAAPA Attractions Expo in Orlando, Florida, and big was certainly what was delivered as millions of dollars worth of contracts were signed at the event.

Meanwhile, attendees also shared insight, sparked new relations and saw new innovations on the show’s trade floor.

Speaking at the Kick Off event, IAAPA president and CEO, Paul Noland, said to the thousands in attendance: “Whenever I visit one of these attractions, I see new menu items, new attractions, rides and new marketing campaigns. I ask the leaders of those parks ‘where do you get



Sally Corp won a Brass Ring award for its booth at this year’s event

that idea’ and more often than not they say at an IAAPA expo.”

This year’s event saw more than 1,000 companies exhib-

iting products, 225 educational speakers giving talks and more than 27,000 people from all over the world in attendance.

PHOTO: TOM ANSTLEY

Some of the more notable unveils from the trade floor included Sally’s US\$100,000 (€80,000, £64,000) Joker animatronic for the upcoming ride ‘Justice League: Battle for Metropolis 4D’, while Triotech offered new details on the ‘Voyage to the Iron Reef’ dark ride and US Thrill Rides unveiled its record-breaking ‘Polercoaster’.

Meanwhile, several top names featured in sessions throughout the week – including new IAAPA chair Gerardo Arteaga; the outgoing IAAPA chair Mario Mamon and BRC Imagination Arts’ founder and chair Bob Rogers.

More: [http://lei.sr?a=K5W4A\\_A](http://lei.sr?a=K5W4A_A)

## IAAPA an “idea factory” for zoos and aquariums

AZA chair Dennis Pate has said zoo and aquarium owners should use the recent IAAPA event as an “idea factory”, urging the community to euse the “endless aisles, endless ideas” of the week’s trade show with a view to strengthening business operations to in turn strengthen conservation missions.

Pate, who is CEO of Omaha’s Henry Doorly Zoo and Aquarium, said: “When I talk to the business leaders, they’re interested when I talk about conservation, but when I talk bottom line, they really pay attention.”

More: [http://lei.sr?a=d4U3s\\_A](http://lei.sr?a=d4U3s_A)

## New TEA president Steve Birket outlines vision

Steve Birket, director of Birket Engineering and the new president of the Themed Entertainment Association (TEA) as of 19 November, has described the areas where he hopes to drive the organisation further forward from “the strongest position it’s ever been in.”

Speaking to AM2 ahead of his inaugural address, Birket said the work outgoing president Christine Kerr has achieved in the last two years has set him up with the best possible position he could be in to succeed.

“Christine has done a fabulous job over the last two years - bringing in a new COO, helping to revamp the TEA website and develop the organisation’s Asia-Pacific division” he said. “In my term I hope to



Steve Birket takes over from Christine Kerr

boost the TEA’s work in the growing regions of Asia-Pacific and the Middle East by creating opportunities for the industry to meet and inspire each other.”

More: [http://lei.sr?a=t6k9c\\_A](http://lei.sr?a=t6k9c_A)

PHOTO: ALICE DAVIES

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## Latin America set for attractions boom says new IAAPA chair Gerardo Arteaga

Gerardo Arteaga has said that Latin America will become a "huge market" for the attractions middle class once the region stabilises.

Arteaga, general manager of Fantasilandia in Santiago, Chile, was introduced as the new IAAPA chair for 2015 during the event and has been in the Latin American attractions sector since 1977.

"It could be time because the middle class is growing and that's the main driver of the industry worldwide, that's why China is growing so dramatically," said Arteaga speaking exclusively to AM2. "But the thing that is important for Latin



Arteaga says the boom will be fueled by the middle class

America is stability, because these investments need to have very long runs in terms of 10 to 20 years.

"In Chile we have a strong operation there because it's very stable in the last four years which gives you the

chance to plan in advance. As soon as Latin America becomes stable and the middle class grows, it will become a huge market because of the amount of people in the region."

More: [http://lei.sr?a=Z5w9v\\_A](http://lei.sr?a=Z5w9v_A)

## Firm behind UK Paramount resort uses IAAPA to drive project forward

London Resort Company Holdings Ltd (LRCH), the company behind the proposed £2bn (US\$3.2bn, €2.5bn) entertainment resort in the south east of England, was aiming to drive the project forward with its debut at IAAPA 2014.

The resort – scheduled to open in 2020 and currently moving through the planning process having been classified as a project of national significance by the British government – will feature a theme park, waterpark, sports facilities, an entertainment street, staff training academy and 5,000 hotel rooms.

Speaking exclusively



The £2.5bn Paramount theme park is scheduled for 2020

to AM2, LRCH director Fenlon Dunphy said the company delegation – also comprising director David Testa and IP expert Teri Ruffley – would use its week at IAAPA to

have a small number of meetings with potential suppliers, exchange ideas and continue to build momentum behind the fast moving project.

More: [http://lei.sr?a=V5n2N\\_A](http://lei.sr?a=V5n2N_A)



# Puy du Fou reveals plans to expand into China

French history recreation theme park Puy du Fou has won the biannual Applause Award at IAAPA 2014, pipping China's Chimelong Paradise and Spain's Portaventura to the post to claim the prestigious prize, also confirming to *AM2* that there are plans for projects in China and beyond.

Upon receiving the prize – considered to be the 'Academy Award' of the amusement park industry – Puy Du Fou owner Philippe de Villiers told *AM2* that Puy du Fou won because of its uniqueness compared with the rest of the attractions sector.

"It's not an attraction park based on rides, it's a history theme park – it's a unique concept," he said. "The success of the park is rooted in the live show and this tells the story, the history of France with stunning visuals and cutting-edge technology."

De Villiers also confirmed plans for a Puy du Fou in China, confirming future developments beyond that are also in the works for the company after current projects in the UK and Russia are completed.



PHOTO: TOM ANSTLEY

Philippe de Villiers (centre) holding the Applause Award with the Puy du Fou team

"It is the same concept for all parks in development," he continued. "We are planning something close to the Great Wall of China, though at the moment we are still

formulating those plans. We have other projects in development but we want to focus on just one park at a time."

More: [http://lei.sr?a=C5D6E\\_A](http://lei.sr?a=C5D6E_A)

## World's tallest rollercoaster will be a 'gamechanger', says its creator

The theme park capital of the world is on course to quite literally scale new heights when the world's tallest rollercoaster opens in Orlando, Florida, in Q2 2017.

The record-breaking 'Polvercoaster,' designed by US Thrill Rides, will shoot riders 570ft (173m) into the air at speeds of up to 65mph (104kmph). The innovative design sees the ride travel vertically around a supporting tower, offering four minutes of twists and turns within an incredibly confined space. Speaking to *AM2*, the Polercoaster's inventor Bill Kitchen said the design represents a 'gamechanger' for rollercoasters.



The coaster will be a one-of-a-kind visitor attraction

"Orlando's home to the best attractions in the world, so if you want to get noticed you have to do something pretty spectacular," said Kitchen, who is founder and chair of US Thrill Rides.

"We're expecting there to be several more Polercoasters in Europe and China, as well as a 250ft (76m) version scheduled for 2016 at LakePoint Sporting."

More: [http://lei.sr?a=w3F3Y\\_A](http://lei.sr?a=w3F3Y_A)



Kelisky says digital is the way forward

## Non-digital parks risk '50 per cent of revenue'

As theme park technology and consumer adoption continues to advance at rapid pace, parks that fail to embrace the digital revolution will risk forfeiting half their revenues by 2020.

That was the message from Picsolve CEO Jeff Kelisky during his IAAPA address, with a prediction that print photography will be obsolete in parks by the end of the decade, with 75 per cent of global parks expected to be offering digital photography, driven by consumer demand and environmental concerns.

More: [http://lei.sr?a=v5m4z\\_A](http://lei.sr?a=v5m4z_A)

# Meraas to float AED10bn park on stock market

Dubai government-owned real-estate developer Meraas Holding is looking raise AED2.5bn (US\$689m, €554m, £434m) to finance its AED10bn (US\$2.7bn €2.2bn, £1.7m) mega-theme park resort development by selling 40 per cent of the shares for Dubai Parks & Resorts to investors through November.

Shares in the theme park development are being offered at UAD1 (US\$0.27, €0.12, £0.17) each on the Dubai Financial Market, with the IPO period running between 17-30 November.

Institutions will be allocated up to 60 per cent of the shares on offer, while the UAE federal government's sovereign-wealth fund has the right to take 5 per cent of the allocation.

The development will comprise in the first phase of the project, Legoland Dubai, Motiongate Dubai and Bollywood Parks Dubai. Two further theme parks are planned during the second phase of development and these will feature an as-of-yet unnamed marine park and a safari park. In addition to theme park developments, a Riverpark,



Motiongate Dubai will be part of an AED10bn (US\$2.7bn €2.2bn, £1.7m) mega development

grand entrance plaza and a Marriott hotel are all scheduled for completion in late 2016.

The plans, backed by Dubai ruler Sheikh Mohammed bin Rashid Al Maktoum, are

part of plans to bring 20 million visitors to Dubai on an annual basis by 2020 – the year the city will host the 2020 World Expo.

More: [http://lei.sr?a=P9b9E\\_A](http://lei.sr?a=P9b9E_A)



Legal complications delayed the launch

## Delhi Eye opens three years after completion

India's Delhi Eye – a 200ft (61m) high ferris wheel in Okhla, south New Delhi – has finally been opened to the public several years after construction on the project was finished.

Completed in 2011, the wheel was mired in controversy with a court-appointed committee overseeing encroachments on the nearby Kalindi Kunj public garden. The wheel fell within a 300m (984ft) strip where private and commercial construction is not permitted. Those issues have now been resolved.

More: [http://lei.sr?a=H6T5p\\_A](http://lei.sr?a=H6T5p_A)

## British Museum's first 'downloadable collection' for 3D printing is launched

The British Museum is allowing people with 3D printers to bring its artefacts to life using an online platform to print the works at home.

Working in collaboration with online 3D model hoster Sketchfab, the museum has released 14 pieces of its collection available for anyone with the capability to download and print them off anywhere in the world.

The museum's first downloadable collection features models of busts, statues and sarcophagi, including a first century bust of Zeus, a marble head of Julius Caesar and the head of Egyptian



Egyptian pharaoh Amenemhat III is available to download

pharaoh Amenemhat III from 1800 BC.

The British Museum has recently been looking at ways to expand towards new technological horizons, with another endeavour

aimed at rebuilding the entire museum inside the videogame *Minecraft*. Prior to that, the institution also started a Wikipedia-esque crowd-sourcing project.

More: [http://lei.sr?a=z4v5T\\_A](http://lei.sr?a=z4v5T_A)



# Not your average Ride in the Dark

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# Giant US\$100m aquarium coming to Mississippi

The city of Gulfport, Mississippi, is working on bringing one of the largest aquariums in the US to fruition as part of a US\$120m (€96.4m, £75.6m) mixed-use development.

According to the city's chief administrative officer, John Kelly, the aquarium would cost US\$100m (€80m, £63m) and would replace the one lost to Hurricane Katrina in 2005. The new facility will not be paid for using taxpayers' money.

The city is hoping to have land assembled for the aquarium by the end of 2014, while a further assessment is still needed to work out the aquarium's size, ticket prices, attractions and exhibits. The city is planning to fund the project through bonds, with the proceeds then repaid from the aquarium profits and related revenues.

"If we are successful in building what we want to build," said Kelly, "it could be the sixth- or seventh-largest aquarium in all of the United States."

Gulfport officials have spoken with the former aquarium's owner Moby Solangi



The aquarium would replace the previous one lost to Hurricane Katrina in 2005

about operating an aquarium, but a deal is yet to be reached.

"We have told them that we'll be delighted to work with them once they have some

funding in place," said Solangi speaking to local press. "The most important part is funding. The rest of it is all talk."

More: [http://lei.sr?a=P6J5X\\_A](http://lei.sr?a=P6J5X_A)



Lee says investment will boost tourism

## Singapore must invest in attractions says PM

To grow Singaporean tourism over the next half century, the country must invest in new attractions and refresh existing ones, according to the country's Prime Minister, Lee Hsien Loong.

Speaking at the Tourism50 gala dinner, organised by the Singapore Tourism Board (STB), the Prime Minister said the country has to invest in capabilities, refresh its attractions and deepen its engagement with locals so it can overcome competition from other destinations.

More: [http://lei.sr?a=R4G7a\\_A](http://lei.sr?a=R4G7a_A)

## Former East Germany Cold War bunker could become new tourist attraction

A giant abandoned Cold War era nuclear bunker in Germany could be about to become a visitor attraction dedicated to the history of the former East Germany.

The 7,750sq m (83,400sq ft), three storey, underground bunker – capable of withstanding a nuclear attack – was built to protect former leader of East Germany, Erich Honecker, in the event of nuclear war between the west and the Soviet Union.

'Honecker's Bunker' – located to the north of Berlin – was built to accommodate up to 400 people and was abandoned at the end of the Cold War. The site was briefly reopened



The bunker is an unused relic of the Cold War

in 2008 for three months, drawing around 20,000 visitors. A similar bunker designed to protect West Germany's leaders opened in 2008 and attracts around 80,000 people annually.

Lead developer Hannes Hensel is looking to raise €1.5m (US\$1.9m, £1.2m) to fund the museum opening. Plans include an on-site hotel and a restaurant.

More: [http://lei.sr?a=r8m8P\\_A](http://lei.sr?a=r8m8P_A)



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# AM2

## DIARY DATES

2-3 DECEMBER 2014

### Remix Summit LDN

Google Town Hall, London, UK

The Remix Summit explores the intersection between culture, technology and entrepreneurship, tackling the big issues facing the cultural sector by bringing together leaders from across industries. Remix facilitates the exchange of ideas and insights, fostering dialog and collaboration. Attendance costs £495 (US\$775, €624) plus VAT.

Register: <http://lei.sr?a=D3e0R>

Email: [hello@remixsummits.com](mailto:hello@remixsummits.com)

[www.remixsummits.com/ldn/](http://www.remixsummits.com/ldn/)

13-15 JANUARY 2015

### Visitor Attraction Expo

ExCel London Exhibition Centre

The Visitor Attraction Expo will take place alongside EAG International, with a single visitor badge providing access to both events. Come face-to-face with target buyers and showcase and promote your brand, services and products at this unique expo. Follow up sales and make solid business relations at the VAE's various networking events.

Tel: +44 1582 767 254

Email: [sales@swanevents.co.uk](mailto:sales@swanevents.co.uk)

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

16-20 MARCH 2015

### TED 2015: Truth & Dare

Vancouver, Canada

A fast-paced, highly curated five-day stage programme featuring TED's popular 18-minute talks, plus music, comedy, tech demos, short talks, video interludes and other surprises. Optional pre-conference activities include carefully curated TED-only tours, while immersive evening events at Vancouver's most intriguing spots, art exhibits, and other experiences will all be on offer at the five-day conference.

Tel: +1 212 346 9333

Fax: +1 212 227 6397

Email: [registration@ted.com](mailto:registration@ted.com)

[conferences.ted.com/TED2015](http://conferences.ted.com/TED2015)



The event will be taking place inside Switzerland's Olympic Museum in Lausanne

11-12 DECEMBER 2014

### SATE Academy Day

The Olympic Museum,  
Lausanne, Switzerland

A series of presentations will take place over two days from invited guest speakers including the Olympic

Museum's Francis Gabet. The event will cover Europe and the Middle East. Attendance is €12 (US\$15, £9) for members, while non-members can attend for €52 (US\$65, £41).

Register: <http://lei.sr?a=R8u2t>

Tel: +1 818 843 8497

14-16 APRIL 2015

### Dubai Entertainment Amusement and Leisure Show (DEAL)

World Trade Centre, Dubai,  
United Arab Emirates

The Dubai Entertainment Amusement and Leisure Show (DEAL) is the Middle East's annual focal point for all stakeholders in the amusement and related industries looking for a successful entry or greater growth in the region's markets. Now in its 21st edition, DEAL is the only platform in the Middle East for exhibitors in these industries to connect with buyers, for buyers to see and test the latest products and services, and for professionals to share best practice and make new industry contacts.

With last year's show generating a record number of exhibitors and visitors, and most of them pledging to return, DEAL 2015 is expected to witness an even larger gathering of key players and visitors in the amusement industry from the Middle East, African, Mediterranean, and Asian countries.

Tel: +971 4 3435777

Email: [lilia@iec.ae](mailto:lilia@iec.ae)

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

26-29 APRIL 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 to the event can learn how museums serve as engines of innovation, with examples of recent innovations in education. The latest innovative models in conservation, exhibitions, audience engagement, development and more will be showcased at the event.

Tel: +1 202 289 1818

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

29-30 APRIL 2015

### The Museums + Heritage Show Kensington Olympia, London, UK

The free-to-attend event offers two days of free talks, features, cultural attraction experts and sector suppliers. 2015's show offers first rate advice, ideas and tools that you can walk away with and put into practice in your own organisations. [museumsandheritage.com/show/visiting](http://museumsandheritage.com/show/visiting)





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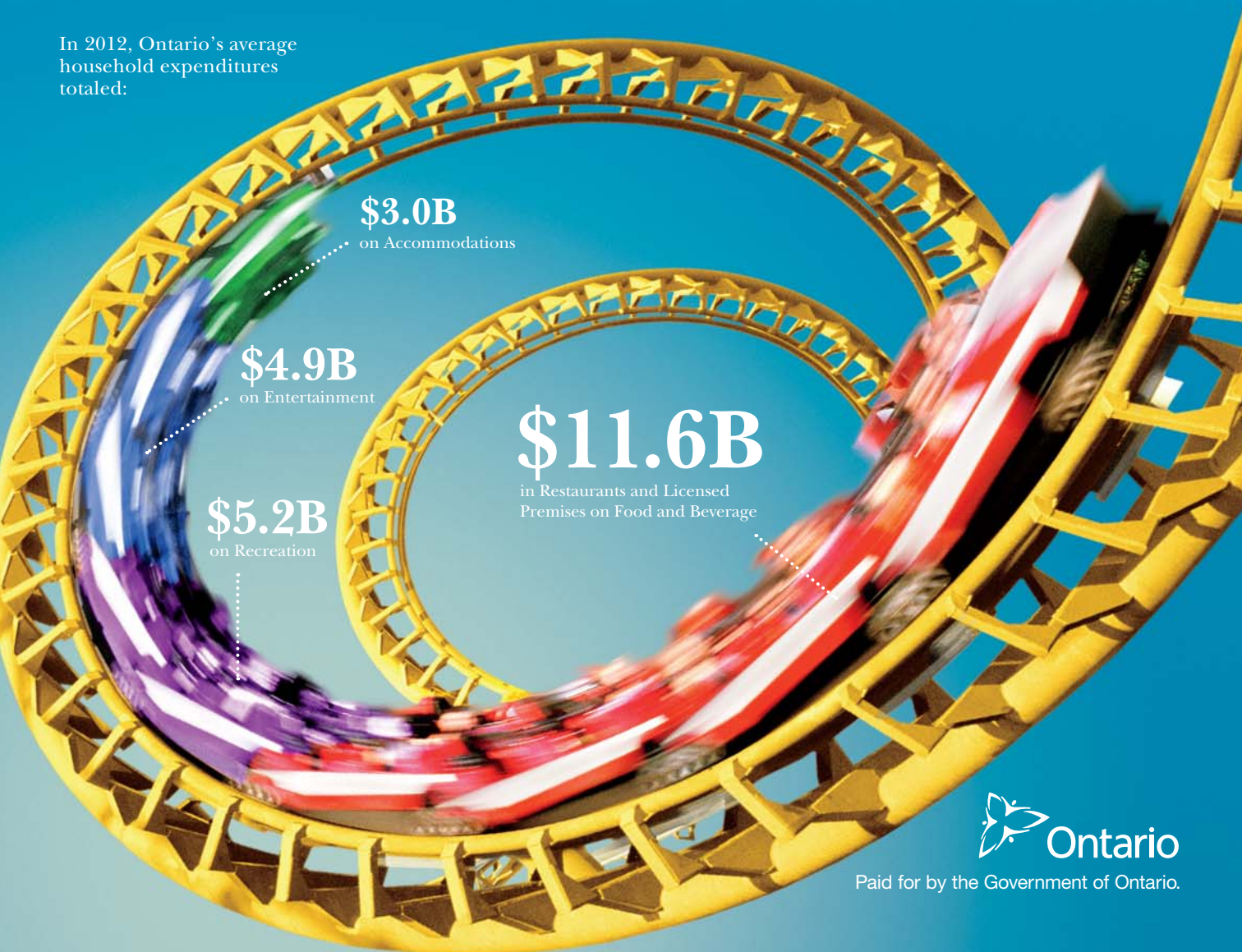


# HERE'S WHY ONTARIO, CANADA IS YOUR NEXT BIG IDEA

Ontario boasts natural gems like Niagara Falls and the Northern Lights, luxurious urban accommodation and culture like the new Shangri-La Hotel and the Toronto International Film Festival, making it a choice destination for more than 140 million tourists annually. Ontario's diverse population of 13.5 million speaks over 100 languages, an advantage when welcoming global visitors. Thousands of industry-ready graduates from over 20 colleges offering hospitality programs are here to help your business thrive. Low corporate tax rates and competitive business costs means a big opportunity for success. Bring your tourism experience to a thrilling market. Make Ontario your next big idea.

[YourNextBigIdea.ca/Tourism](http://YourNextBigIdea.ca/Tourism)

In 2012, Ontario's average household expenditures totaled:



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LatiTube is an experiential surfing attraction for all ages

### LatiTube rides wave to WhiteWater product stable

Surf's up for WhiteWater following its acquisition of the 'LatiTube' line of products. In what is a worldwide deal, with the exception of New Zealand and Australia, the surfing attraction joins the WhiteWater family range.

The surfing system is already on show at water-parks such as Wet'n'Wild in Sydney, Australia, and is

designed to provide surfers with the experience of riding an ocean-like tube.

The attraction is suitable for riders of all abilities as the operator can easily adjust the wave to match the surfer's movements and skill level.

LatiTube founder Steve Kriticos has also joined WhiteWater's Wave Division as part of the acquisition.



Cruden CEO Maarten van Donselaar unveiled the attraction

### Cruden powerboat simulator makes waves at IAAPA

A world champion river racing driver helped launch Cruden's new powerboat simulator for the attractions industry.

'PowerBoat 5CTR', a five-seater simulator, uses an actual 16ft (4.8m) Phantom racing powerboat body. It was unveiled at the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando,

with champion driver Ricky Maldonado and three passengers taking to the waves.

Cruden has applied the same detailed modeling approach to wave and boat dynamics and professional image generation as it takes with its race car simulators. Data from the Dutch military's interceptor vessels was used to ensure accuracy of motion.



The Magic Memories team celebrated its first IAAPA award

### Ring's the thing for Magic Memories in award success

Magic Memories' San Francisco Dungeon Photobook has been awarded an IAAPA 2014 Brass Ring Award.

The photographic solutions company came out on top in the category 'Best Hard Good – Under 1 Million Attendance' in the 'Games & Retail Excellence' section of IAAPA's Brass Ring Awards, which honour innovation in the industry.

Magic Memories' San Francisco Dungeon Photobook is a personalised product that is intended to capture the experience of the California, attraction. "This is our first IAAPA award," said Magic Memories' CEO John Wikstrom.

"Our role is to personalise content and present it back to the guests as stories; stories that become memories."



AmpTraXX is a DSP-enabled 16-channel ride vehicle amplifier

### Teaming with Oceaneering amplifies Alcorn success

Alcorn McBride has joined forces with Oceaneering Entertainment Systems to develop 'AmpTraXX' – a DSP-enabled 16-channel ride vehicle amplifier.

The new product is intended as a companion to Alcorn's 'RideTraXX' 16-channel solid-state audio playback system and 'TourTraXX' GPS-triggered

multi-channel audio player. Applications include not only theme park ride vehicles, but also multi-lingual transportation systems and tour buses.

AmpTraXX, which was displayed at IAAPA, will make its debut on board Oceaneering's newest product, 'EVO-6', a fully-programmable, fully motion-based six-passenger tracked ride system.

# Redeveloped US\$20m Michigan waterpark reopens

A US\$20m (€16m, £12.5m), four-year expansion of facilities at Zehnder's Splash Village Hotel & Waterpark in Frankenmuth, Michigan, has been completed with the site now boasting a 60ft (18m) raft ride and an array of new attractions.

The four-person raft ride is among the new additions, which also includes the installation of poolside cabanas complete with mini refrigerators, safes and flatscreen TVs. There will also be a 20-person spa pool and a slide that drops users 20ft (6m) through a chamber onto a water slide.

Around 30,000sq ft (2,787sq m) of space has been added to the now 50,000sq ft (4,645sq m) waterpark, which includes a lazy river, 400-gallon dumping bucket, water geysers, a four-storey tube slide and a café.

The development has been part-financed through US\$5m (€4m, £3.1m) in loan enhancement funds from the Michigan Economic Development Corporation's Loan Participation Program. A further US\$862,000 (€693,000, £543,000) has been contributed by



The development has nearly doubled the size of the Frankenmuth waterpark in Michigan

the Downtown Development Authority. The remainder has been privately sourced.

"Zehnder's has been instrumental in contributing to the growth and success of

Frankenmuth and is well known as one of the top family attractions in the state," said Michigan State governor Rick Snyder.

More: [http://lei.sr?a=W8N5m\\_A](http://lei.sr?a=W8N5m_A)



The path is illuminated by solar power

## Artistic Van Gogh cycle trail comes to Netherlands

Dutch designer Daan Roosegaarde has unveiled what is arguably the world's most artistic cycle path in Eindhoven, the Netherlands, to commemorate the 125th anniversary of Vincent Van Gogh's death.

The high-end cycling highway consists of more than 50,000 solar powered, glow in the dark stones which appear to glitter and swirl in a Van Gogh-like fashion after dark. The installation was inspired by Van Gogh's famous 'Starry Night' oil on canvas painting.

More: [http://lei.sr?a=C6Z8X\\_A](http://lei.sr?a=C6Z8X_A)

## US\$5.2m Ball State planetarium in Muncie becomes the largest in Indiana

A new US\$5.2m (€4.2m, £3.3m) planetarium, the largest in the US state of Indiana, has opened at Ball State University in Muncie.

The new institution's 52ft (16m) diameter dome and state-of-the-art hybrid star projector are part of a project to expand and replace the original and significantly smaller planetarium, which stood for 46 years and welcomed around 500,000 visitors in its lifetime.

Prior to the expansion, the facility – which was used by both visitors and astronomy students – was turning away visitors due to lack of space. Seating



The planetarium has undergone a full redevelopment

capacity in the new planetarium has more than doubled, taking the spot previously occupied by the planetarium at the University of Notre Dame as the largest in the state.

The new and enhanced planetarium will provide better programming for students and more opportunities for members of the public to use the space.

More: [http://lei.sr?a=Q8K4H\\_A](http://lei.sr?a=Q8K4H_A)



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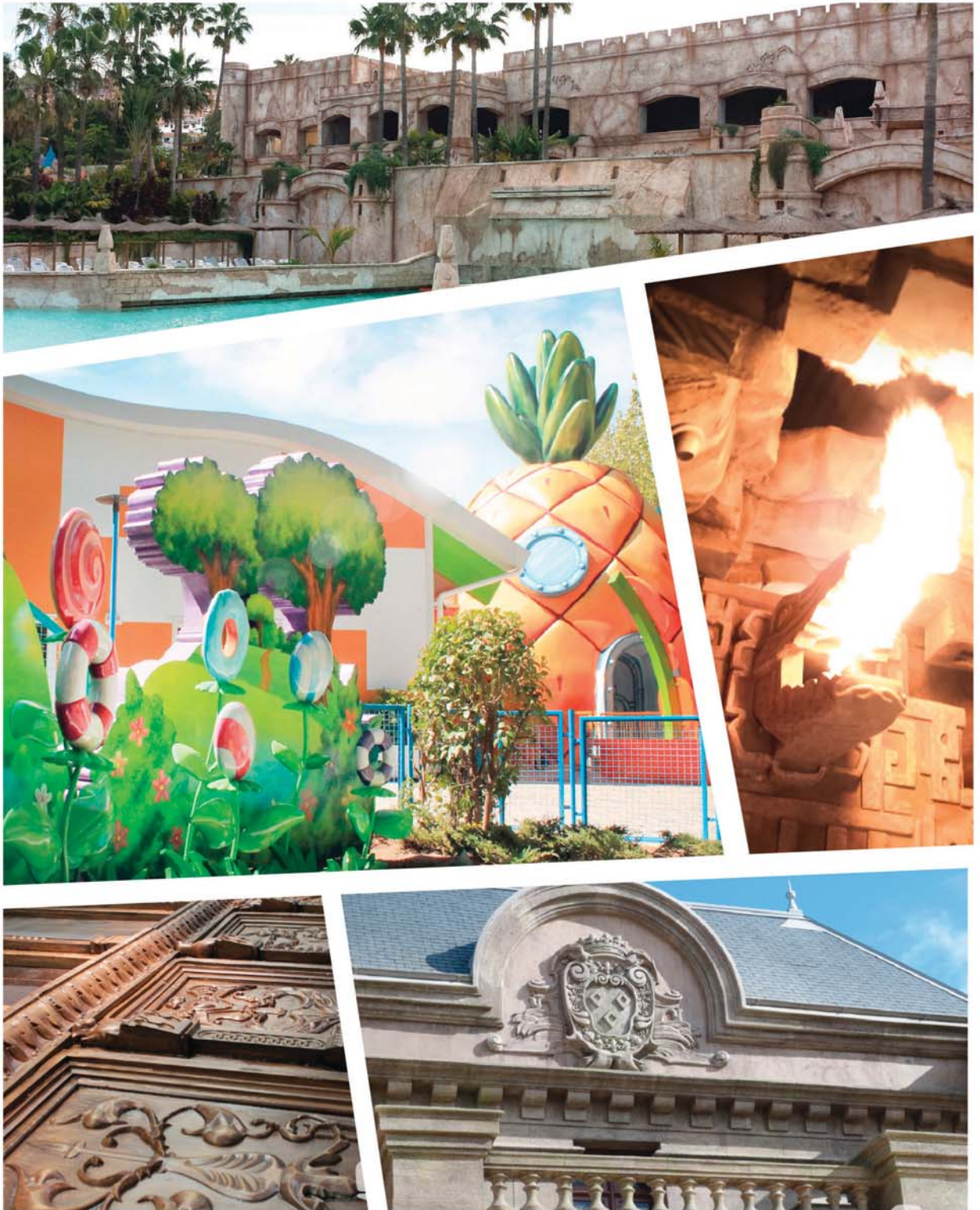
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## Bjarke Ingels unveils US\$2bn masterplan for Washington's Smithsonian Institution

A proposed masterplan for the Smithsonian Museum in Washington D.C, was unveiled this week by the Bjarke Ingels Group (BIG), re-imagining the South Mall campus and the area around the Smithsonian's iconic 'Castle'.

Founded in 1846, the Smithsonian Institution is one of the world's largest museum and research complexes, boasting the National Zoological Park and 19 museums and galleries.

It is expected that the plan will be implemented over the next 10-20 years with an estimated cost of US\$2bn (£1.6bn, £1.3bn). The plan is not a quick-fix for the museum and the proposed



BIG's US\$2bn long-term masterplan for the Smithsonian

masterplan combines several major projects that need to be worked on.

BIG's masterplan aims to give the site a radical reinterpretation, according to Bjarke Ingels, founder of BIG: "By forging new links

between the various technical, programmatic, logistical and curatorial demands, we have created a new landscape of connectivity and possibility."

More: <http://lei.sr?a=E2A9XA>

## Tunisian village turned into open air art gallery by 150 graffiti artists

The Tunisian village of Erriadh is receiving an influx of tourists after turning the entire community into an open-air graffiti art gallery.

The village, situated on the island of Djerba, welcomed 150 artists from 30 countries over the summer to put a little colour into the Tunisian white stone buildings in a first-of-its kind project for the African nation.

Previously Djerba was most well known for being the largest island in North Africa. Now the buildings in Erriadh have been used as canvases for graffiti art.

Internationally renowned graffiti artists have been



150 graffiti artists collaborated to turn the town into a gallery

involved in the project, including Mexico's Curiot, Liliwenn from France and Saudi artist Deyaa.

According to local officials, tourist numbers have increased as a result of

the unique art gallery and the village has also become somewhat of an online phenomenon, garnering more than three million hits in the last month alone.

More: <http://lei.sr?a=w6D9ZA>

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