## The news & jobs magazine from Attractions Management

AM2.jobs 13 MAY 2015 ISSUE 26

## Path cleared for Lucas Museum and Obama Library

A bill has been passed in Illinois by state lawmakers aimed at improving Chicago's efforts to build both the George Lucas' Museum of Narrative Art and Barack Obama's Presidential Library.

The new legislation counters a lawsuit filed by Friends of the Parks - the campaign group attempting to halt development of George Lucas' museum project and the proposed development of President Obama's Presidential Library - clarifying that the city has the right to build on parkland, including "formerly submerged land".

Friends of the Parks had previously argued that the



Barack Obama awarded George Lucas the National Medal of Arts in 2013

George Lucas museum would be built on a protected waterway, but the ruling discounts that. Speaking after the decision,

the group said that the measure will not solve the legal problem for Lucas' museum or the Presidential Library.

The legislation - which was Senate approved by a 94 to 16 vote - will now go to Illinois governor Bruce Rauner's desk. who will decide whether or not to sign the bill into law.

State senator Kwame Roul, who holds the former seat of President Obama, said: "This bill would send a strong message to the selection committee that there won't be any obstacles to the Presidential Library being built on parkland."

In a statement, Friends of the Parks said: "It is deeply troubling that officials are trying to use the Obama Library as a shield to sneak the Lucas Museum on to Lake Michigan."  $More: http://lei.sr?a=u3w3j\_A$ 

## Disney beats predictions with strong Q2 showing

The Walt Disney Company has beaten analyst estimates for its second quarter earnings, led by growth at its theme parks along with the continued success of its Frozen and Star Wars IPs.

On the stock market, earnings for Disney totalled a US\$1.23 (€1.08, £0.81) per share increase over the quarter - significantly higher than the US\$1.10 (€0.97, £0.72) predicted by market experts. Sales for the period rose 7 per cent to US\$12.5bn (€11bn, £8.2bn), higher than the projection of US\$12.3bn (€1.8bn, £8bn). More: http://lei.sr?a=a6Q6H\_A

## Milan Expo 2015 presents architectural feast

Inspirational concepts from some of the world's leading designers have gone on show with the opening of the 2015 Milan Expo.

Foster + Partners, Daniel Libeskind and Biber Architects are among the heavyweight architects and designers who have been enlisted to bring the Expo to life - with more than 10 million tickets already sold for the six-month event.

The global commercial fair is the second to be held in Milan and has been five years in the making. Under the theme 'feeding the planet, energy for life', the 2015 Expo brings together more than 145 countries to showcase 54 national pavilions that embrace technology, innovation,



Daniel Libeskind's 'Chinese dragon'pavilion

culture, traditions and creativity and how they relate to food and diet.

The Expo kicked off to much fanfare on 1 May and runs through to the end of October. More: http://lei.sr?a=a8M7R\_A

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# Judge finds largest waterpark in Canada guilty of multiple safety breaches

A judge in Ontario, Canada, has found the country's largest waterpark guilty of six safety-related charges pertaining to a number of incidentsthattookplacein2011.

Four violations of Canada's Technical Standards and Safety Act were connected to Calypso Park's Steamer ride, which recorded 10 separate incidents during the year.

The waterpark, located outside of Ottawa, also failed to report the problems immediately, according to the judge, and should have closed the rides for inspection following these accidents. The other two violations related to the lack of or poor



The park breached the Technical Standards and Safety Act

training, knowledge and education of the operators of the Bobsleigh waterslide, with the court ruling it was run in an unsafe manner.

"We're talking three years ago, and I can assure you that the training of the staff has been dramatically improved," said
Lawrence Greenspon, the lawyer representing the attraction. Sentencing in relation to the charges is due on 12 June.

More: http://lei.sr?a=W2b7f\_A

## Adventure, medieval and fantasy zones all unveiled for £2bn Paramount London

London Resort Company
Holdings (LRCH) has
released new images and
details for the £2bn (US\$3bn,
€2.8bn) Paramount London
theme park and resort
development, unveiling a
number of themed zones
with rides and attractions.

The new images, displayed as part of a public consultation in Kent, show Adventure Isle – a jungle-themed zone which includes a white water rapids ride; Myth & Legends Castle – a medieval castle; Paramount Port Bay – a fantasy historical port; and Port Plaza – an area connected to both the castle and port following the same historical theme. Other zones planned for the park

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Designs for the park's jungle-themed zone Adventure Isle

include Land of Legends, Cartoon Circus, the Star Trek-themed Starfleet Command, Action Square and Entertainment City.

Speaking to AM2, a representative for LRCH

confirmed that Farrells are masterplanning the entire development. Meanwhile, Ray Hole Architects will act as core facilities architects for the project. More: http://lei.sr?a=W3y7x\_A

## **Putin-backed Crimean Puy Du Fou takes shape**

Nicolas De Villiers, president of the award-winning historical theme park Puy du Fou, has revealed exclusive details about the franchise's controversial new development in the highly-disputed Crimea region on the Russia/Ukraine border.

Crimea – last year annexed by Russia from Ukraine – continues to be a battleground in the area along the region's border. More than a year later, the dispute between the two countries over sovereignty and control of the peninsula continues to rage on.

"Historically speaking, Crimea was Russian for centuries," said Nicolas De Villiers speaking exclusively to Attractions Management. It's complex and we can't judge. Now Crimea is Russian again and we hope our scheme can provide a peaceful means to help people find their identity, and also act as an economic driver."

In August 2014, Puy du Fou founder Philippe de Villiers – father of Nicolas – met with Russian President Vladimir Putin to sign deals to bring Puy du Fou to Moscow and Crimea.



The scripts will mix fact with legendary characters to "create a compelling, original show"

"We met with [Putin]," continued Nicolas.
"It was wonderful and completely unexpected.
When he found out that we wanted to set up a
theme park in Crimea, he wanted to encourage

this kind of initiative and wanted to see us."
• A full interview with Nicolas De Villiers is available in the Q2 edition of *Attractions Management*, available now: http://lei.sr?a=L4l9i

# Orlando Eye forms centrepiece of US\$250m I-Drive 360 development

Merlin Entertainments'
Orlando Eye sits at the heart
of Orlando's new US\$250m
(€224m, £163m) I-Drive 360
entertainment and dining
destination, which opened to
the public on 4 May.

Developed in a partnership including Flag Luxury Group; SFX Entertainment; The Torino Companies; and Unicorp National Developments, The Orlando Eye offers unparalleled views of Orlando and central Florida.

In addition to the wheel, I-Drive 360 is anchored by Merlin's Sea Life Orlando and Madame Tussauds. Sea Life Orlando includes 30 different displays and three interactive ocean envi-



Guests were treated to live music at I-Drive 360's soft opening

ronments, while Tussauds offers a range of waxworks depicting celebrities around the world, with unique additions including a Walt Disney area for the theme park capital of the

world. Skeletons, Animals Unveiled! also joins the attractions lineup with more than 400 animal skeletons exhibited at the first-of-its-kind museum.

More: http://lei.sr?a=C4X9c\_A



The scroll dates back 2,000 years

## 10 Commandments scroll makes rare appearance

The oldest known copy of the Bible's 10 Commandments has gone on rare display at Jerusalem's Israel Museum, two weeks before the fragile manuscript is set to be returned to a pitch-black climate-controlled storage facility.

Part of the Dead Sea Scrolls, the text has never-before been displayed in Israel and, due to its delicate condition, has only ever been shown in a handful of brief exhibits abroad.

The scroll will be returned to climate-controlled storage on 14 May. More: http://lei.sr?a=c4B4m\_A

## **AM2** PROMOTIONAL FEATURE



# Visitor Attraction Expo moves forward with industry support

On 15 January the doors closed on the very first Visitor Attraction Expo with exhibitors and participants reporting a successful launch.

he Visitor Attraction Expo
(VAE) was promoted by BALPPA
in association with BACTA and
Swan Events after repeated
requests from suppliers working in the UK
attractions sector.

BALPPA's Paul Kelly explains: "VAE has to be different. After all there are a number of very large successful shows targeted to different audiences worldwide. Our vision is for a smaller, more personal event which the UK attractions industry can call its own."

From the outset, VAE had several advantages. The show was staged alongside EAG International – the definitive event for the UK and European coin-op and amusements markets. Many of EAG's 5,000 plus participants are already active in the attractions sector, providing a boost to traffic between both shows.

The January dates worked well for UK operators seeking new products for the coming season and there was a strong contingent already in London for BALPPA events.

As far as the venue is concerned, VAE has started its life in style at a truly world-class location. ExCel London has won numerous international awards for the standard of its The event offered a chance to meet with existing and potential customers

facilities and convenience of access and is a perfect fit for VAE.

"For a first event, it certainly met our expectations. Many exhibitors had a good show and there was no shortage of interesting and innovative products on the exhibition floor," said Swan Events' Karen Cooke.

"There was a highly informative seminar programme which was well attended. Since the event many who were in attendance have come forward with helpful comments

and suggestions; I think the industry really understands what we wish to achieve."

VAE's visitors were treated to a wide range of new products, with companies ranging from small new entrants to large and well established businesses. Despite VAE's local pretensions, exhibitors travelled from as far away as India and the US to be part of the inaugural event. Most exhibitors felt that the gamble of attending a new show had paid off. On the final day, Matt Clarkson of Simworx commented: "It's been a good show with a lot of interest in our immersive attractions." Jonathan Pache of Veqtor UK said that he found VAE to be "a great show and a worthwhile investment."

Regency Purchasing invested in two stands, with head of sales Ben Hoskin saying: "It's been good to meet up with many of our existing customers and we've also experienced a lot of interest from start-up businesses within the leisure sector."

Over at Innovative Leisure, Phil Pickersgill commented: "We were pleased with the number of visitors who came to examine our climbing walls in detail, including BALPPA members, operators from the indoor play sector and, in particular, visitors from the EAG show floor. The level of enquiries was

#### PROMOTIONAL FEATURE











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## There was no shortage of interesting and innovative products on the exhibition floor, as well as a highly informative seminar programme.

significantly above those received when we exhibited at EAG prior to its partnership with the VAE."

Play Bus' 'difficult to miss' exhibit displayed a double-decker bus fully fitted-out as an indoor play centre. Design and development director Steve Plimmer confirmed that the company had a good show: "We've had serious enquiries from a wide variety of locations, including Russia and Africa. Play Bus has really opened their eyes to the possibilities for indoor play."

For many of VAE's visitors, a tour of the adjacent EAG show revealed numerous incremental revenue opportunities. The combined range of new and exciting products was very impressive, with something for almost every leisure operator, including: 4D simulation, admission and crowd control systems, battery powered

cars, dodgem cars, dark ride systems, financial services, go-karts, high ropes and climbing walls, indoor play, inflatables, kiddy rides, laser games, procurement and purchasing solutions, redemption prizes and gift items, ticketing and couponing solutions, video games, visitor transport vehicles and more.

The Visitor Attraction Expo 2016 will take place at ExCel London from 12-14 January 2016 and is a must-attend for operators of parks, zoos, piers, indoor play centres and the increasing variety of permanent visitor attractions.

VAE 2016 will be free to visitors and sufficiently affordable to attract smaller innovators and embryonic supply businesses wishing to exhibit.

The attractions sector is innovative, highly flexible and not backward in

promoting its interests. VAE's organisers hope that the show will reflect this spirit and that the UK industry will increasingly view the event as its own.

In the words of organiser Karen Cooke: "We have a highly flexible organisation and if you have any ideas or suggestions, we'll move heaven and earth to accommodate you. After all, it's your show!"

Karen Cooke may be contacted on +44(0)1582 767254 or via karencooke@swanevents.co.uk www.attractionsexpo.co.uk



## Tate Modern and Tate Britain seek new directors

Chris Dercon has chosen to step down from his role as director of London's Tate Modern. the second recent departure from a Tate gallery following the earlier resignation of Tate Britain's Penelope Curtis at the end of March.

Dercon, who was appointed director at the Tate Modern in 2011, has taken up a new role as director of the Volksbühne, an experimental theatre in Berlin first opened in December 1914. Dercon takes over from Frank Castorf, who had been in the role since 1992.

Dercon will not depart immediately, taking up his new position in Q3 2017, allowing an extended departure to see through the completion of Tate Modern's £215m extension, which is scheduled to be finished in 2016.

Penelope Curtis parted ways with Tate Britain in March to also take up a new role, this time at Lisbon's Gulbenkian museum - which houses a collection of ancient and modern art in Portugal's capital.

Curtis - who was appointed Tate Britain director in 2010 and oversaw the £45m redevelopment of the London gallery, as well as a



Penelope Curtis and Chris Dercon are both soon to part ways with Tate for new roles overseas

rehang of the entire collection - will become the first foreign director of the Gulbenkian.

Curtis had received some criticism during her time at the Tate. During her tenure, visitor numbers fell 10 per cent in 2013 to 1.38 million and even further in 2014 to 1.36 million - 20th place in a table of UK attractions. More: http://lei.sr?a=x5C2J\_A



James Cameron is overseeing the exhibit

## Avatar exhibit to go on global tour during 2016

Marketing company Global Experience Specialists and film producers Twentieth Century Fox are teaming up to create an interactive touring exhibition based on the 2009 blockbuster Avatar.

Preparing a worldwide tour in 2016 ahead of the franchise's planned sequel, the 10,000sq ft (929sq m) exhibition will showcase the creatures and environments of Pandora, the setting of the first film, which is the highest-grossing movie of all time, drawing US\$2.8bn (€2.6bn, £1.8bn) at the box-office.  $More: http://lei.sr?a=G9d6y\_A$ 

## Aquatopia Waterpark opens as part of US\$163m Pennsylvania ski resort

The largest indoor waterpark on the US's east coast has opened in Pennsylvania as part of a US\$163m (€145.3m, £107.3m) ski resort and spa development.

Supplied by WhiteWater West, the 130,000sq ft (12,140sq m) Aquatopia Indoor Waterpark on Camelback Mountain will operate all-year-round and features seven pools, 13 water slides, a surfing simulator, interactive water play centres, private cabanas and a swim up-bar.

The 553.000sa ft (51,375sq m) resort also features a fitness centre, 20,000sq ft (1,858sq m) of meeting space, several

Twitter: @AM2jobs



The water play structure has been touted as 'next generation'

restaurants and a five-room adult-only spa. Other entertainment options include the 45,000sq ft (4,180sq m) Arcadia Family Adventure Center offering two levels of activities

complete with arcade, indoor ropes course, nine-hole mini-golf, laser tag arena, bowling and a laser maze. The centre also includes a children's spa. More: http://lei.sr?a=N6A2e\_A

## Jim Beam to join Kentucky's Urban Bourbon Trail

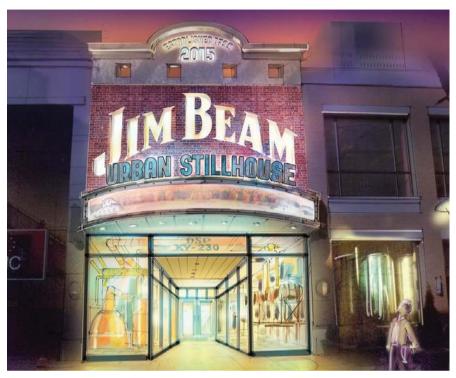
Work is progressing on a new attraction for spirit maker Beam Suntory – the Jim Beam Urban Stillhouse in Louisville, Kentucky.

Located below Beam Suntory's Louisville office, the multi-million dollar experience will include a small working distillery, a bottling line, a tasting experience and a selection of Jim Beam-branded merchandise for sale.

Scheduled to open at the end of 2015,
Jack Rouse Associates (JRA) are providing
planning, design and project management
services for the experiential components of the
4,300sq ft (400sq m) Urban Stillhouse. Having
also worked on the US\$18m (€16m, £11.8m)
Jim Beam American Stillhouse and Distillery
Tour in Clermont, JRA are well placed to
provide an immersive visitor experience
for the bourbon brand. Sullivan & Cozart
are operating as contractors on the project.

The new visitor experience will be part of the Urban Bourbon Trail – an area of Louisville where at one point in the 1920s, as many as 50 bourbon distilleries were still active.

More: http://lei.sr?a=3m9e7\_A



The multi-milion dollar visitor attraction is scheduled to open towards the end of 2015



Tornadoes caused chaos in Oklahoma

## Tigers and bears escape safari park after tornado

A series of tornadoes caused havoc in Oklahoma on 6 May, causing a number of exotic animals, including tigers and bears, to escape from a wildlife park.

The storm caused an estimated US\$50,000 (€44,124,£32,837) worth of damage at Tiger Safari. Tigers and other animals from the zoo escaped the safari park in Tuttle before being recaptured with the help of the Grady County Sheriff's Office. Local residents were put on brief alert, being told to stay indoors while the animals were recaptured.

\*\*More: http://lei.sr?a=3k3A2\_A\*\*

# Renovation work on Danish science centre continues following major fire

Kim Gladstone Herlev, executive director at Hellerup, Denmark's, Experimentarium has confirmed that work has resumed after a fire "more or less completely destroyed" the popular science centre.

The Experimentarium is undergoing a DKR339m (US\$49.5m, €45.4m, £32.4m) redevelopment.

"Since February 2014, Experimentarium has been temporarily located on Paper Island during the renovation of the Hellerup building, said Herlev. "For this reason, no harm came to visitors or the unique exhibitions.

"Experimentarium management has begun



The museum's director has said work will continue

to determine what will be needed in order to ensure the transfer of the building in line with the current schedule. Construction work has restarted in areas not affected by the fire." The centre's renovation planned to retain 70 per cent of the original building. Ejendomsselskabet is the developer for the project, while CEBRA is consulting. More: http://lei.sr?a=v7b8M\_A

# AM2 DIARY DATES

21-22 MAY 2015

## IAAPA Europe Spring Forum Istanbul, Turkey

IAAPA Europe hosts the fourth IAAPA Europe Spring Forum offering two days of unique experiences in Istanbul. The first day of the event will include backstage tours of Vialand – a multi-entertainment facility – with presentations on safety taking place. Day two will include a tour of the first European Kidzania, with presentations from some of the largest developers of future amusement parks, multi-entertainment centres and waterparks in Turkey.

Tel: +1703 836 4800 Email: iaapa@iaapa.org http://lei.sr?a=h8X4w

7-10 JUNE 2015

## Theme Parks & Entertainment Development Summit

Abu Dhabi, UAE

Leading Middle East theme parks and water park project owners will be speaking at the first ever theme park and entertainment development summit. The event, organised by global events company IQPC Middle East, will be a unique opportunity for theme park developers and suppliers to discuss key strategies to develop world-class theme parks in the region through robust planning, innovative design and successful partnerships.

Tel: +97 143 642 975 www.themeparksme.com

11-13 JUNE 2015

## **TEA - SATE Academy Day**

Europa Park, Rust, Germany

The Themed Entertainment
Association's (TEA) Europe and
Middle East Division will hold a
SATE (Storytelling, Architecture,
Technology, Experience) Academy
Day in June. Following the theme of
storytelling, the member-only three-day
event costs €50 (US\$54, £36).

Tel: +1 818 843 8497 Email: SATE@teaconnect.org



Last year's Ecsite Annual Conference took place at Museon in The Hague, Netherlands

11-13 JUNE 2015

#### **Ecsite Annual Conference**

Museo delle Scienze (MUSE), Trento, Italy

One of the sector's leading stages for showcasing research into public engagement with science. The schedule revolves around more than 90 sessions, including talks by high-profile speakers, debates and workshops. There's also a trade show event with more than 50 exhibitors. Tel: +32 2 649 7383 www.ecsite.eu

16-19 JUN 2015

## **IAAPA Asian Attractions Expo**

Hong Kong Convention and Exhibition Centre, Hong Kong, China

Join colleagues and industry leaders in Hong Kong for the premier conference and exhibition designed specifically for attractions professionals in the Asian market. Take your business to new heights with the knowledge, connections, and expertise you'll find at Asian Attractions Expo 2015. The annual event draws 7,000 attractions industry professionals and more than 300 exhibiting companies. Those in attendance represent visitors from more than 65 countries. Email: iaapa@iaapa.org Tel: +17038364800 www.iaapa.org

6-8 OCTOBER 2015

#### **Euro Attractions Show 2015**

Svenska Massan Exhibition Center, Gothenburg, Sweden

With innovative ideas and products from more than 425 exhibiting companies from around the world, join colleagues and industry leaders for the premier conference and exhibition designed specifically for international attractions professionals. Enter into an inspiring world of exhibits, seminars and networking events all with one of Europe's premier parks next door-Liseberg. Attendees have access to Lisebeg park to ride, see, network and enjoy the biggest gathering of the European Attractions Industry. Email: europe@iaapa.org
Tel: +43 (0) 22 162 915
www.IAAPA.org/EAS

16-20 NOVEMBER 2015

## **IAAPA Attractions Expo 2015**

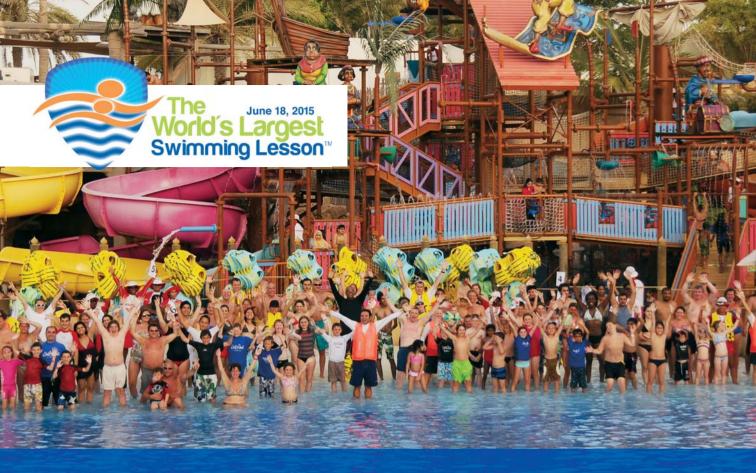
Orange County Convention Center, Orlando, Florida, US

With more than 27,000 people in attendance, IAAPA 2015 is the premier conference and trade show for the global attractions industry. The event features new products from 1,000 exhibiting companies and includes a variety of educational sessions.

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## SpongeBob attraction advances digital puppetry

SimEx-Iwerks and Super 78 have created a SpongeBob-themed attraction for Texas' Moody Gardens.

Called 'SpongeBob SubPants Adventure', the theatre-based submarine adventure is opening on 23 May. Using 3D technology, guests are able to have real-time conversations with characters and can choose their path through the ride.

To further immerse guests, four large viewing portholes bring the experience of the entire submarine to life.

SimEx-Iwerks
Entertainment created custom
seats, designed and installed
all theatre systems and
programmed special effects,
working with Super 78 to
integrate a virtual actor system
into the overall attraction.



#### Sally's Nightmare attraction opens at Gröna Lund

Sally Corporation's new walk-through haunted house attraction has opened at Stockholm, Sweden's Gröna Lund seaside amusement park.

'House of Nightmares' is set in an old Victorian mansion and focuses on the evil Dr. Morphio – a crazed scientist carrying out experiments about nightmares. Special effects, lighting and sound are used to set the mood, while scenic elements enhance the back story. Animatronic characters and props, CGI video effects, live wire illumination, video projection, Pepper's Ghost illusions, ultraviolet illumination and live performers are also used in the specially designed attraction, which opened its doors on 25 April.



#### WhiteWater supplies US\$13.4m waterpark in Indonesia

WhiteWater West has supplied the first ever Kid's Boomerango & Kid's AquaSphere slides at a new waterpark in Jakarta, Indonesia.

Asian property giant Sinar Mas has opened the US\$13.4m (€12.6m, £9m) waterpark at the centre of a new masterplanned community, known as Grand Wisata. With a capacity of 6,000 people, the 75,000sq m (807,200sq ft) Go!Wet waterpark is the largest in Indonesia and has also been fitted with two AquaPlay structures, Indonesia's largest wave pool and a wave river, as well as WhiteWater's signature SuperBowl, Boomerango, Rattler, Constrictor and Python slides.



## A dolphin adventure with an environmental message

Niceberg Studios has announced the launch of its latest 3D/4D attraction film, 'Little Dolphin'.

In the film, the audience joins a young dolphin on a marine adventure, navigating the ocean in search of his lost mother. The Belgiummade production targets 3D cinemas and 4D theatres in theme parks as well as other

attractions like aquariums, zoos and other venues.

According to Niceberg Studios, the nine-minute film features a subtle yet positive underlying ecological message.

The stereoscopic 3D film is compatible with all major simulator and motion theatre brands, and has been designed with 4D effects in mind.

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## Munich's Nazi museum looks at city's dark past

The city of Munich has opened
NS-Dokumentationszentrum München –
The Munich Documentation Centre for the
History of National Socialism – a museum
and education hub focusing on the city's role
as the birthplace of fascism in Germany.

Sitting on the site of the "Brown House" – the Nazi Party's former headquarters – the €28m (US\$31.1m, £20.6m) museum was opened on 31 April – the 70th anniversary of the city's liberation by US troops.

The white cube design by Berlin-based architects Georg Scheel Wetzel represents a counterpoint to the Nazi Party buildings in its vicinity. According to the architects, its design allows a diverse array of visual connections to be made. The centre's exhibition design has prioritised learning and understanding.

The museum's main feature is a permanent exhibition documenting the history of National Socialism in Munich, the specific role the city played in the dictatorship's terror system and the difficulties faced in dealing with this past since 1945.



The museum sits on the site of the former Nazi Party headquarters in central Munich

Space for temporary exhibitions devoted to various themes is included in the six-storey museum, as well as a range of education services, such as tours, seminars and talks with witnesses. The centre also offers a learning space kitted out with interactive media tables, research stations, a library and seminar rooms. More: http://lei.sr?a=B6p7F\_A



The exhibit looks at the history of games

## Barbican's videogame exhibit comes to Canada

The Barbican's touring videogame exhibition, *Game On*, has come to Canada for the first time, with the installation at Montreal Science Centre becoming the country's largest-ever videogame exhibition.

The 10,000sq ft (929sq m) exhibtion is divided into nine zones exploring the design process through to the finished product, as well as the cultural influence of videogames around the word and the impact they have on society.

More: http://lei.sr?a=s8z4W\_A

# UNESCO designates nine Mexican sites for special heritage protection

The Mexican government has worked with UNESCO to enter nine heritage sites into its International Register of Cultural Property Under Special Protection in an effort to protect the cultural sites in times of war.

According to the Mexican
Secretariat of Foreign Affairs
– a department within the
Mexican government –
UNESCO will now offer
the nine sites "special
protection", with the heritage
body and government
working together to impose,
promote and implement
humanitarian international
law at the locations.

Included in the agreement are the pre-Columbian-era



Palenque Temple is one of the nine designated sites

cities of Palenque,
Teotihuacan, Chichen
Itza, Yucatan, El Tajin, and
Uxmal, as well as the ancient
Mayan city of Calakmul and
the archaeological zones of
Monte Alban and Paquime.

The sites will now prepare plans ahead of potential natural or man-made disasters, with UNESCO striving to combat cultural trafficking and site damage.

More: http://lei.sr?a=e5k2d\_A



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"Benefits include improved sales of the guidebook, more visitors using the Roman Baths Kitchen café. Staff are engaging with our customers and selling more proactively than before they had the CREW training. Customer spend per head has improved significantly."

Katie Smith, Visitor Services Manager, Heritage Services, the Roman Baths





## Retail and Ticketing Manager

The National Marine Aquarium is looking to recruit a Retail & Ticketing Manager with strong industry background in high volume retail outlets

You will have significant experience in both the planning and operational aspects of the business, with a strong commercial understanding and a desire to excel.

This is a permanent, full time position of 37.5 hours a week based on a shift pattern including evenings, weekends and Bank Holidays. Salary dependent on experience.

To apply, please send your full CV with a covering letter setting out your experience and suitability for the role to:

Mark Du'chesne, Head of Front of House Operations, National Marine Aquarium, Rope Walk, Coxside, Plymouth, PL4 0LF

Or email: mark.duchesne@national-aquarium.co.uk

Closing Date: 26th May November 2015

#### A full Job Description can be found at: www.national-aquarium.co.uk/jobs

The National Marine Aquarium Ltd welcomes applications from all sections of the community and is an Equal Opportunities employer. Only candidates invited for interview will be contacted



For more details on the following jobs visit www.am2.jobs or to advertise call Julie on +44 (0)1462 471919



## Hotel Duty Manager

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

#### Executive - Entertainment

Company: Legoland Malaysia

Location: Johor Darul Takzim, Malaysia

## Sales Executive

Company: Legoland Malaysia

Location: Johor Darul Takzim, Malaysia

## **■** Guest Experience Manager

Company: Madame Tussauds Las Vegas Location: Nevada-Las Vegas, United States

## Director of Operations

Company: Merlin Entertainments Group Ltd Location: New York-New York, United States

## Guest Experience Manager

Company: Madame Tussauds New York Location: New York-New York. United States

## General Manager

Company: Team Sport Karting

Location: London Docklands, United Kingdom

## General Manager

Company: Team Sport Karting

Location: North West of England, United Kingdom

#### Retail and Ticketing Manager

Company: National Marine Aquarium Location: Plymouth, United Kingdom

#### Operations Manager

Company: National Media Museum Location: Bradford , United Kingdom

## Hotel Excellence Manager

Company: LEGOLAND California

Location: California-Carlsbad, United States

#### ■ Facilities Maintenance Technician

Company: Legoland Discovery Chicago Location: Illinois-Schaumburg, United States

## **■ Entertainment Technical Supervisor**

Company: LEGOLAND California

Location: California-Carlsbad, United States

## Operations Manager-SLCH

Company: Sea Life

Location: North Carolina, United States

#### Executive Assistant

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

## **■ Entertainment Supervisor**

LEGOLAND California

Location: California-Carlsbad, United States

## Hotel Resident Manager

Gardaland Resort

Location: Castelnuovo del Garda, Italy

## ■ Visitor Experience Manager

Company: Museum of Science and Industry Location: Manchester, United Kingdom

## Interactors

Company: Warner Bros. Studio Tour London Location: Leavesden, Herts, United Kingdom

#### Retail Associates

Company: Warner Bros. Studio Tour London Location: Leavesden, Herts, United Kingdom

## Car Parkers and Hosts

Company: Warner Bros. Studio Tour London Location: Leavesden, Herts, United Kingdom

## Bars and Events Manager

Company: Planning Solutions Limited

Location: Burton Upon Trent

# Universal signs deal with Nintendo for exclusive use of IPs in theme parks

IPs such as Mario, Zelda and Pokémon could soon be coming to Universal's theme parks and resorts after the company agreed a deal with Nintendo to create rides, shows and other attractions based around the videogame developer's top franchises.

The freshly-signed deal looks to be one of Nintendo's first steps to further expand the reach of its character franchises – something its president and CEO Satoru Iwata promised in 2014.

The deal, which will see
Nintendo characters move
exclusively to Universal
theme parks, will use
"immersive experiences,"
according to a joint statement.



Nintendo IPs will soon be appearing in Universal theme parks

"Nintendo has created remarkable and imaginative worlds filled with captivating stories and beloved characters", said the statement. "Now, for the first time, those stories and characters will be brought to life in entirely

new ways – only at Universal theme parks."

Universal and Nintendo will now sit down to create concepts, with announcements on what those will be expected shortly.

More: http://lei.sr?a=q3d8D\_A

# UNESCO mobilises experts to assess earthquake damage to Nepal heritage

Following the loss of culture and human life in the wake of the Nepal earthquake, UNESCO is taking steps to asses and try to manage the damage to heritage sites across the country.

After preliminary
assessments on the ground,
UNESCO has determined
that Durbar Squares of
Patan, Hanuman Dhoka
(Kathmandu) and Bhaktapur
have taken the most damage,
with the sites almost fully
destroyed. By contrast, the
World heritage sites of the
Birthplace of the Lord Buddha,
and Chitwan National Park
have been left relatively
unscathed by the massive
quake and aftershocks.



Nepal has suffered cultural and human loss since the quake

Nepal's natural heritage sites have also been affected, particularly Sagarmatha National Park and Mount Everest.

The 7.8 magnitude earthquake, which has to

date killed at least 8,000 people in Nepal and injured at least 16,000, has affected more than eight million people, also destroying around 70,000 homes.

More: http://lei.sr?a=Q8Z7v\_A

#### ADDRESS BOOK

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

Email: rlf@tnaqua.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

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