

‘Tiger no match for wolf pack’ Wanda chair warns Disney

Wanda chair Wang Jianlin has taken aim at Disney, telling the company that “one tiger is no match for a pack of wolves” as Disney prepares to launch its first resort in China this month.

Making the comments during an appearance on China Central Television, multi-billionaire Wang escalated the rivalry between Wanda and Disney, as he aims to make his company the most powerful tourism entity in the world.

Wanda, which mainly operates in China and parts of Asia, has assets worth an estimated CN¥634bn (US\$97bn, €86.5bn, £66.5bn) with revenues of CN¥290bn (US\$44bn,



Wang wants Wanda to become the world’s largest tourism enterprise

€40bn, £30.5bn) in 2015. By contrast, Disney revenues for 2015 grew to CN¥344bn (US\$52.5bn, €47bn, £36bn).

The US\$5.5bn (€5bn, £3.8bn) Disneyland Shanghai theme park and resort is the largest foreign investment ever made by Disney.

“Over the next 10 to 20 years, Wanda must make Disney unprofitable,” said Wang. “Every park of ours has its own business model, with constant innovation while combining indoor and outdoor activities. I think that Disney’s prospects in China, at least financially, don’t look good to me.”

Wang had previously made his intentions towards Disney known, promising to surpass it as the world’s largest tourism enterprise by 2020, aiming to welcome more than 200 million people and earn annual tourism income in excess of CN¥100bn (US\$16.1bn, €14.6bn, £10.3bn) with its ‘Wanda City’ plan.

More: http://lei.sr?a=R5b5A_A

Mark Zuckerberg launches dedicated VR office in London

As the virtual reality market continues to hot up, Facebook has hired a dedicated team of experts based in London with Mark Zuckerberg aiming to become a global leader in the emerging technology.

Following Zuckerberg’s US\$2bn (€1.7bn, £1.4bn) purchase of Oculus in 2014, the UK office will be the company’s first in Europe, with former Google senior engineer Mike LeBeau heading up the London bureau.

Via LinkedIn, 12 Oculus workers are listed as working in the UK office, eight of those joining in the last six months. Facebook also has a strong presence in London, with its satellite site there the largest outside of the main US offices.



Mark Zuckerberg sees VR as the next big thing

“This really is a new communication platform,” said Zuckerberg in 2014 following the purchase of Oculus. “By feeling truly present, you can share unbounded experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures.”

2016 has been hailed as the year of VR, with the technology predicted to enjoy its first billion-dollar year, providing new opportunities to businesses that want to create more immersive experiences for their consumers. Playstation and HTC are the big competitors to the Oculus in 2016, with HTC’s Vive released in April and Playstation VR coming in October.

More: http://lei.sr?a=W2G8T_A

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Harambe was shot dead after a boy fell into the Gorilla World exhibit at Cincinnati Zoo

Public outrage over gorilla death

Cincinnati Zoo is under immense public pressure following the shooting of an endangered 400 pound gorilla.

The animal, named Harambe, was shot dead after a four-year-old boy fell 12ft (3.6m) into a shallow moat inside the Gorilla World exhibit.

Public response has been significant, with a *change.org* petition calling for "Harambe's Law" reaching more than 100,000 signa-

tures in just a few days. Celebrities have also given their take on the actions of the zoo, with Ricky Gervais, Brian May and Piers Morgan among those voicing their opinion.

"The team's quick response saved a child's life," said zoo director Thane Maynard. "We are all devastated that this tragic accident resulted in the death of a critically-endangered gorilla."

More: http://lei.sr?a=x3N7Q_A

Newmarket's landmark horseracing museum entering the final furlong

More than 25 years after its inception, work is nearing completion on Newmarket's £14m (US\$20.4m, €18.2m) National Heritage Centre for Horseracing and Sporting Art, which sees the Palace building and stables transformed to create a state-of-the-art museum dedicated to the sport of horseracing.

Celebrating more than 350 years of sporting history, Mather & Co are behind the plans.

"We've done full exhibition design across the site," said Sam Withers, project designer for Mather speaking to *AM2*. "Palace House has now been completed – that was phase one of the project. The main exhibition will be in the trainer's house. The exhibition will look at the home



The museum celebrates 350 years of sporting history

of horseracing – Newmarket – and the development of horseracing as a sport."

Now in the final stages of development, the National Heritage Centre for Horseracing and Sporting Art expects to open to the public in Q3 2016.

More: http://lei.sr?a=S9j4V_A

Norway calls on Kvorning for World Heritage plan

Danish company Kvorning Design & Communication are simultaneously developing projects across all of Norway's World Heritage sites, creating bespoke exhibitions for each site celebrating the country's history.

Kvorning beat a number of Norwegian architecture firms in a design competition for the contract, which includes the DKR24m (US\$3.65m, €3.25m, £2.55m) development of a visitor centre at each of Norway's eight World Heritage sites.

"It's going to be realised over the next two to four years," said Arne Kvorning, managing director of Kvorning, speaking to *AM2*. "Three of the sites already have a physical building but the idea is that all eight will have a building just for this exhibition."

The UNESCO project will include a basic presentation of the country's World Heritage across each site, with a bespoke exhibition for each specific project. The basic exhibition will include indoor and outdoor sections – the indoor section incorporating digital and interactive elements, and the outdoor utilising



The exhibition will focus on Norway's World Heritage, with bespoke programming for each site

analogue features. Each exhibition will be developed at a cost of around DKR3m (US\$455,000, €405,000, £315,000).

Kvorning will first develop a pilot exhibition for the rock art of Alta, which is being presented to the Norwegian World

Heritage organisation before creating a fully-working and interactive mock-up. The first of the eight exhibitions is expected to open in 2017 with further sites being rolled out between 2017 and 2019.

More: http://lei.sr?a=C4h5g_A

Katy's US\$45m Typhoon Texas opens doors during Memorial Day weekend

A waterpark in Katy, Texas, made a big splash over the weekend as it opened to the public during Memorial Day weekend in the US.

Opened on 30 May, the 25-acre (10 hectare), US\$45m (€41.2m, £31.1m) Typhoon Texas is situated close by to Katy Mills mall, which is acting as an anchor for a number of mixed-use projects including a convention centre, hotel, retail, offices and homes.

Designed and supplied by WhiteWater West and Brannon Corp, Typhoon Texas is one of the largest privately-built waterparks to open in the US over the last decade.

The park – which follows a Texan theme – features five slide towers with 1.3 miles (2km) of slides, a



The attraction has been hailed one of the area's most important

25,000sq ft (2,300sq m) wave pool, lazy river and a dedicated children's area.

Houston-based construction firm KDW handled development of the waterpark, while Dallas-based Texas Capital Bank funded the multi-million dollar venture.

More: http://lei.sr?a=R9C9t_A



MuseumNext takes place over three days

MuseumNext heads to Melbourne in 2017

MuseumNext – the conference series exploring the future of museums – comes to Australia for the first time in 2017.

MuseumNext Melbourne will take place 15 – 17 February 2017 at the Australian Centre for the Moving Image.

"We've seen great examples of best practice highlighted at our events by museums from Australia," said Jim Richardson, founder of MuseumNext. "Bringing this to Melbourne creates new opportunities for museums across the Asia-Pacific region to participate."

More: http://lei.sr?a=t5j8M_A

Engage in social change by adopting wellness

Dr Nuala Morse, postdoctoral research associate at the University of Manchester and UCL, has said more museums need to adopt wellbeing into their programming as society's attitude towards wellness starts to shift.

Speaking at the Museums and Heritage Show in London, Morse shared the results of a study carried out by the National Alliance for Museums, Health and Wellbeing, which looked at health and wellbeing activities being carried out by museums across the UK.

Preliminary reports from the mapping exercise, which took place between September 2015 and February 2016, yielded 603 results from 261 museums, including one-off events, and short-term and long-term projects related to health and wellbeing. Within these activities, a wide range of audiences are represented from older adults and those with mental health problems, to people with stroke, cancer or brain injuries. Two thirds of activities uncovered during the scoping exercise were aimed at older adults, people living with dementia, and people with mental health issues.



Dr Nuala Morse was speaking at the Museums and Heritage show in London

“The range and scope of this work reflects wider shifts in thinking about health as wellbeing more generally,” said Morse.

“This means thinking about wellness as not just the absence of ill health, but a holistic

approach where health and wellbeing are connected, and include physical, emotional and social wellbeing. The strong argument is for museums to engage in this social change.”

More: http://lei.sr?a=Z4g7w_A



The UK and China have close trade ties

UKTI plans Asia trade mission for suppliers

UK Trade & Investment (UKTI) is organising a trade mission for UK companies wanting to explore investment opportunities in the leisure, entertainment and cultural sectors in China, Hong Kong and Macau.

Designed for companies delivering AV solutions, virtual reality content, lighting and equipment to the theme park, resorts, retail and visitor attractions sectors, Experience Economy takes place between 12-24 June.

More: http://lei.sr?a=u4C6X_A

Ghana developing US\$320m world-class eco-tourism destination

Ghana's Forestry Commission has signed an agreement to develop, operate and maintain a world-class ecological park as a top eco-tourist destination worldwide.

The move comes at a time when Achimota Forest has come up against serious issues as a result of encroachment and over development. The new lease agreement, signed by the Forestry Commission and Aikan Capital Ltd, will create world-class infrastructure based on the concept of an eco park.

Achimota Forest currently attracts 20,000 visitors, generating US\$60,000 (€53,400, £41,250) annually. Following development, the government expects those numbers to rise to 100,000 visitors with an US\$8m (€7.1m, £5.5m) annual spend.



Achimota Forest will become a world-class tourism destination

Included in the Forestry Commission's US\$320m (€284.8m, £220m) tourism development plan will be the introduction of selected wildlife species for safaris, an amusement park, lodges, a spiritual enclave and a cultural village.

More: http://lei.sr?a=R5x6c_A

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World-first VR feature filmed on-board Endeavour

Oculus has teamed up with Oscar Award-winning visual effects specialists Ben Grossmann and Alex Henning to create a VR film on board the Space Shuttle Endeavour.

Shooting on the shuttle at the California Science Center in Los Angeles, the interiors of the Endeavour's flight deck and Spacehab module were filmed by a team headed up by Oculus founder Palmer Luckey.

The VR shoot also featured NASA astronauts Dan Bursch, Drew Feustel, Michael Finke, Kenneth Ham, Kay Hire, Sandra Magnus and Steven Swanson, who simulated procedures that would have taken place if Endeavour was in orbit. The astronauts were also filmed using 4K 2D cameras as they talked about their time in space.

The unique footage – shot with two OZO 3D VR cameras – will be used as a teaching tool. The footage will also become part of the exhibits for the yet-to-be-built US\$250m (€224m, £170.6m) Samuel Oschin Air and Space Center – a facility slated to open in 2018 which will house Endeavour, the ET-94 fuel tank and rocket



The footage will be used in the yet-to-be-built US\$250m Samuel Oschin Air and Space Center

boosters. The filmed interviews will also be used for future exhibitions.

Grossmann and Henning, who have been recognised for their work on the Academy Award-winning *Hugo*, are co-founders of experiential design company Magnopus.

Other members of the team involved in the shoot included Melissa Eccles, VR experience producer for *Game of Thrones*, and David Knight, a trustee of the science centre and founder of tech startup Terbine.

More: http://lei.sr?a=s9U2q_A



The museum covers Everest's history

Tibet starts work on US\$6.4m Everest museum

Work in Tibet has started on a US\$6.4m (€5.7m, £4.4m) museum about Mount Everest, with the development set to open in 2018.

Sitting at the base of Everest in Tingri County, the 234,500sq ft (22,000sq m) museum will be built over five storeys, displaying fossils collected from the mountain, as well as animal and plant specimens. The museum will also feature exhibits about local Tibetan culture and the area's relationship with the mountain.

More: http://lei.sr?a=w4W5q_A

New Aston Villa owner eyes museum and theme park for overseas visitors

Tony Xia, new owner of recently relegated English football club Aston Villa, has revealed plans to develop a theme park and museum for the club as the businessman aims to attract visitors from overseas.

Speaking in an hour-long interview from his home in Beijing following his £74.5m (US\$108.2m, €96.5m) acquisition of the club, Xia told *The Daily Mail* that the long-term plan for Villa included "a football museum and theme park to attract football tourists from China and India".

While seemingly a stretch of the imagination



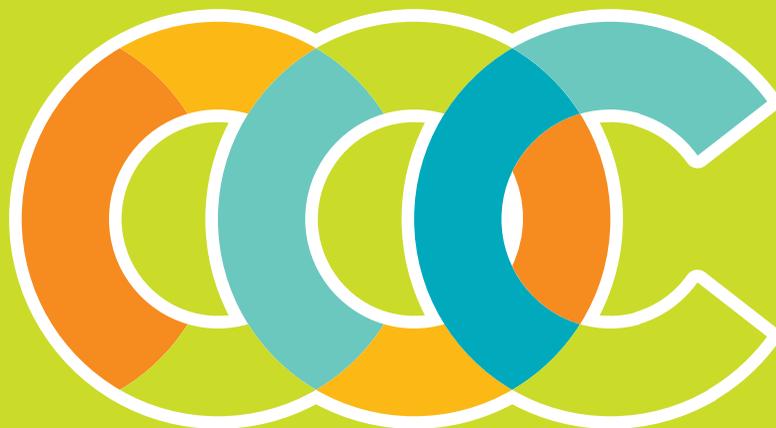
Xia has a net worth of more than £1bn (US\$1.4bn, €1.3bn)

for the club to get its own theme park, Xia has the financial strength to fund such a project, with his net worth valued at more than £1bn (US\$1.4bn, €1.3bn). The businessman

also has some experience in the sector, with his company the Recon Group operating ventures in IT, health, transport, design, tourism and finance.

More: http://lei.sr?a=y9K3x_A

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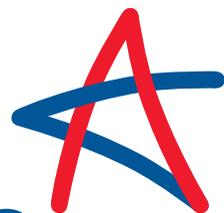
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A tale of TWO SECTORS

Disney dominates while museums spin their wheels in this year's edition of the TEA/AECOM Themed Index Report

The world's top theme parks recorded tremendous growth in 2015, while visitor numbers to museums entered overall decline, according to the 2016 edition of the TEA/AECOM Themed Index Report.

Released 25 May, the landmark 10th edition of the report – a collaboration of the Themed Entertainment Association (TEA) and the economics practice at AECOM – looks at the top worldwide theme parks, amusement parks, waterparks, museums and theme park group operators, ranking them in order by attendance and identifying any industry trends across each sector.

Mouse magic

Theme parks recorded a 7.2 per cent increase in attendance across the world's top 10 theme park groups, with the top 25 achieving a combined total of more than 5 per cent growth year-on-year.

Walt Disney are the dominant market leaders, marking a 2.7 per cent increase in visitor numbers to 137.9 million people. Merlin finished a distant second, its visitor numbers increasing 0.2 per cent as 62.9 million people visited its attractions. Universal rounds off the big three, recording an impressive 11.8 per cent increase in visitor numbers up to 44.8 million. Total attendance for theme park groups worldwide was 420.4 million, up from 382.8 million in 2014.

For individual parks, Florida's Magic Kingdom was king-of-the-hill, with a 6 per cent rise in visitor numbers to 20.5 million. Disney's theme park dominance was echoed here as it filled the top three spots, with Disneyland California and Tokyo Disneyland welcoming 18.3 million and 16.6 million visitors respectively.

Universal recorded particularly strong growth at its parks in Osaka and Orlando, something the operator attributes to the success of its Harry Potter attractions. Universal Japan's numbers rose a staggering 17.8 per cent, up to 13.9 million from 11.8 million, while Universal Orlando produced similar increases, welcoming 9.6 million visitors to record a 16 per cent attendance spike.

Top 5 Theme park groups Worldwide

DIAGRAM 1

Rank	Group	% Change	Attendance 2015	Attendance 2014
1	Walt Disney Attractions	2.7%	137,902,000	134,330,000
2	Merlin Entertainments Group	0.2%	62,900,000	52,800,000
3	Universal Parks and Resorts	11.8%	44,884,000	40,152,000
4	OCT Parks China	7.8%	30,180,000	27,990,000
5	Six Flags Inc	11.4%	28,557,000	25,638,000



Dynamics shift primes Asia as industry leader by 2020

Christine Kerr is immediate past president of the Themed Entertainment Association

The 2015 TEA AECOM Theme Index is hot off the press! The 10th anniversary edition of this respected industry publication provides a look at the global themed entertainment industry by the numbers, and includes insightful assessments of trends by senior members of the AECOM team.

According to the report, the top 10 attraction operators worldwide saw growth of more than 7 per cent and global attendance at the top 25 theme parks increased by 5.4 per cent since 2014. Similarly, attendance at the top 20 waterparks worldwide has increased by 3.7 per cent in the past year. While



the total number of visitors at the top 20 museums has slipped by 0.7 per cent since 2014, some have seen impressive double-digit growth.

The report looks at attendance and key performance indicators for theme parks, waterparks and museums (including art galleries and science centres.) The

evaluation and commentary identifies trends globally and then by region, providing valuable insight that can help anyone in the industry make decisions for short and long term planning.

In his introduction to the report, John Robinett, senior vice president of economics for AECOM, characterises the specific changes that have occurred in the business over the past 10 years as falling into three areas: industry volume, distribution and ownership. The next five years will bring some important and dramatic changes, including the opening of Disney Shanghai and Universal Beijing, along with other significant developments in the Asia Pacific region that will shift the global attendance dynamic and see the Asian market overtake North America by 2020 or sooner.



Over 60 million people visited Merlin-operated attractions like Legoland (left) and the new Shrek midway (above) in 2015; Attendance at Disney parks (right) rose 2.7 per cent



Top 5 Museums Worldwide

DIAGRAM 2

Rank	Museum Location	% Change	Attendance 2015	Attendance 2014	Free or Paid
1	Louvre, Paris, France	-6.5%	8,700,000	9,300,000	Paid
2	National Museum of China, Beijing, China	-4.5%	7,290,000	7,630,000	Free
3	National Museum of Natural History, Washington, DC, USA	-5.5%	6,900,000	7,300,000	Free
4	National Air and Space Museum, Washington, DC, USA	3.0%	6,900,000	6,700,000	Free
5	British Museum, London, UK	1.9%	6,821,000	6,695,000	Free

Diamonds in the rough

While things are looking rosy for the wider global attractions industry, museums appear to be in a phase of transition. The fourth year the report has tracked the performance of museums in its Museum Index, overall attendance saw a slight decrease, with numbers for the top 20 museums worldwide down 0.7 per cent to 106.5m – a drop of 800,000 people.

The Louvre in France continues to be the world's most-visited museum despite a 6.5 per cent decrease in attendance. Welcoming 8.7 million people, the Parisian landmark leads the pack ahead of the National Museum of China as the second-most visited in the world at 7.3 million visitors, while Washington's National Museum of Natural History and National Air and Space

Museum tied joint third with 6.9 million visitors coming through their doors.

According to the report, attendance swings across the world's top museums are largely tied to the presence or absence of significant exhibitions or major events occurring in their host markets. The sharp drop at the Tate Modern in London, for example, was in part due to the all-time high achieved in 2014 for its Henri Matisse exhibition, exacerbated by exhibition closures at the nearby Southbank Centre. In contrast, the Victoria & Albert Museum saw a dramatic rise in attendance due to its most popular exhibition ever, Alexander McQueen: Savage Beauty.

London's status as the global capital of museums has been reaffirmed, with six of its museums in the English capital making

the top 20 list – more than any other city worldwide. The British Museum was the capital's most attended museum, with visitor numbers up 1.9 per cent in 2015 over the previous year, earning it fifth place in the global table. Other British museums in the top 20 are the National Gallery, Natural History Museum, Tate Modern, the V&A and the Science Museum.

The sector also starred some standouts, with North America's visitor numbers for museums rising 3 per cent and the Hermitage in Russia increasing numbers by 12.9 per cent. The Shanghai Science and Technology Museum recorded arguably the most impressive performance with a phenomenal year-on-year attendance increase of 40.9 per cent – up to a total of 5.95 million visitors.

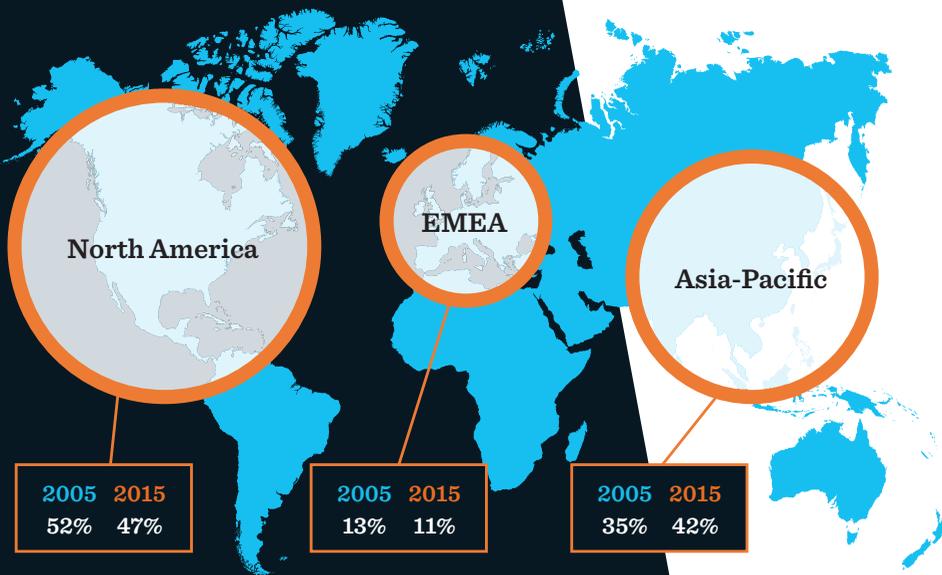
Top 5 Water Parks Worldwide

DIAGRAM 3

Rank	Park Location	% Change	Attendance 2015	Attendance 2014
1	Chimelong Water Park, Guangzhou, China	4.1%	2,352,000	2,259,000
2	Typhoon Lagoon at Disney World, Orlando, FL, USA	5.0%	2,294,000	2,185,000
3	Blizzard Beach at Disney World, Orlando, FL, USA	5.0%	2,107,000	2,007,000
4	Bahamas Aquaventure Water Park, Paradise Island (Nassau, New Providence), Bahamas	1.0%	1,868,000	1,850,000
5	Thermas Dos Laranjais, Olimpia, Brazil	-9.2%	1,761,000	1,939,000

Not much of a splash

Waterparks have remained relatively stable over the 2014-2015 period. For the world's top 20 waterparks there was a slight increase, with 28.7 million people visiting in 2015, compared to 28.1 million the year previously. Of the top 20 waterparks, Germany's Therme Erding recorded the largest visitor increase, which jumped nearly a quarter to 23.5 per cent, up to 1.2 million from 1 million in 2014. Chimelong Waterpark in Guangzhou, China, remains the most visited, with a 4.1 per cent rise in visitors to 2.35 million.



Going east

While the North America is the dominant region for global attractions, results from the past 10 years suggest Asia-Pacific is hot on its heels as geographic distribution of attractions moves east. According to the Themed Index, the Asia-Pacific region now draws 42 per cent of the world’s major attractions – an increase of 7 per cent in the last decade. This has resulted in slight dips for the North America and EMEA regions, down 5 and 2 per cent respectively.



Waterparks have stayed the course in 2015, with numbers remaining relatively stable

Margreet Papamichael,
EMEA director, AECOM

What are some of the notable successes for theme parks from this year’s Index Report?

“There’s some parks that have done tremendously well over the past decade. Puy du Fou in France is a prime example of this as they’ve grown year-on-year, going from strength-to-strength. They’ve managed to make it really relevant to the people around them and then they’ve grow organically from that.”

It wasn’t all plain sailing, what were the struggles?

“Alton Towers due to the accident has been tough. I think Merlin has done incredibly well in the way they’ve mitigated the situation. They couldn’t have handled it better and I’ve no doubt those numbers will come straight back up.”

Museums overall struggled a little, why was this?

“This is a very established market for museums. What we see are numbers are so dependant on the exhibitions that they have in-house. It’s so clear with the ups and the downs that you see for museums are very-much to do with the temporary exhibitions or any other huge event that makes that museum stand out for that year.”

What are the strengths of the waterpark market?

“The whole section of Europe is doing well in areas where historically they have a cultural link with water-



based treatments for health. They utilise that cultural connection to take to and enjoy the water.”

The Themed Index has reached a landmark 10th year. What will the report look like 10 years from now?

“I think we’re all waiting to see what happens in the Middle East. A lot of people are saying Orlando 2.0 for Dubai, I don’t think it’s quite that. Orlando grew organically bit by bit and that’s not what they’re doing in the Middle East. If you draw a comparison of the way the retail industry grew in Dubai, I think that’s more interesting. We all said ‘you can’t build another mall’ and they would and it would be hugely successful. Taking a broader point of view, adding the theme park to the destination makes the location.”

POLIN: 40 AND FABULOUS

Polin's patented technologies, extensive R&D and creative flair have made it one of the world's leading waterpark design and manufacturing companies.

Director of marketing and communications Sohret Pakis tells the story

How has Polin developed in recent years?

Polin is one of the world leaders in the design, engineering, manufacturing and installation of waterparks, waterslides and waterplay attractions. To date, Polin Waterparks has designed and installed more than 2,500 waterparks in 100 countries around the world. We are a growing company in terms of numbers, plant capacity, turnover, number of projects, number of countries, awards and brand awareness.

We've worked with a wide variety of clients, installing the first waterparks in many countries and award-winning rides at parks with world-renowned reputations.

Which projects stand out?

Cartoon Network Amazone in Thailand was a game-changing project for us. Polin themed each and every waterslide in the internationally branded water theme park and received the WWA Leading Edge Award.

King Cobra is a great example of a themed waterslide that's a game-changing concept in the industry. It has won many awards, including Best Waterslide in Europe in 2012, 2013, 2014 and 2015.



■ Polin's marketing director Sohret Pakis

What projects should we look out for?

We have many installations opening in 2016, including Amaazia Waterpark in Surat, India; Paradis des Zibanes in Biskra, Algeria; Mega Fun Waterpark in Anji, China; Blueland Waterpark in Chittagong Port, Bangladesh; Harmony of the Seas Cruise Waterpark and many more.

What is your signature product?

In terms of technologies, RTM closed-moulding manufacturing (Resin Transfer

Molding) has been pioneered by Polin since 2006. The technique has many advantages, not only creating the best-looking slides with a perfectly smooth and shiny finish on both sides, but also producing stronger, lighter slides in less time and with less waste. Today the industry is heading toward closed-moulding as the leading technology displaces the conventional or traditional methods. Plus, we offer our patented NLE, SPE, and translucent rides in RTM.

Our newest signature rides are especially exciting. These new offerings present unparalleled design, intense rider experiences and creative theming. King Cobra is the first waterslide to offer a theme built into its fibreglass design. And it doesn't have to be based on a cobra – we're creating a dragon-themed version for a project in China and a ship-themed one for a project in Indonesia.

Polin offers combo and hybrid options, with multiple slide experiences in one ride.

What is the latest development from Polin R&D?

We've created seven new design options that can be customised for each specific



■ Polin worked on Cartoon Network Amazone, Bang Saray, Thailand



■ Polin designed Santorini Water Fantasy in Phetchaburi, Thailand



■ Agua Mágica in Sevilla, Spain, was designed and supplied by Polin

project. The options are Graffiti, Mosaic, Triangulated, Wood 'n Slide, Reflection, Honeycomb and Slide 'n Roll. With this array of different effects, we believe a new level of waterpark design is possible.

What is your USP?

I believe it is our maintained focus on three important principles that shapes our approach in everything we do. These three principles are innovation, quality and technology. Each and every step we have taken throughout the past 40 years has benefited our operation because everything is shaped around these.

We have also set three technology targets as primary objectives for the next few years. The first is to be the technology leader among waterslide suppliers. To support this effort, we have stepped up our investment in technology over the past couple of years. Specifically, we have invested in composites manufacturing technologies, simulation and computer-aided design and development, material technology (such as surfacing materials, nonslip surfaces and coatings on soft surfaces, splash pads, and special effects) and technology-integrated products.

How would you sum up Polin's 40 years of success?

Polin has perfected hundreds of exclusive and successful projects all around the world: outdoor parks, indoor parks and hotel/resort packages. Polin has worked on Europe's largest waterpark, Europe's largest indoor waterpark, the Middle East's largest waterpark, and award-winning waterparks in Iran, Russia, Turkey, Vietnam, Ukraine, Greece, Czech Republic and many more.

Some were immense projects with 50 waterslides and many kids' play attractions; some were smaller parks with fewer attractions. Some were themed, and some were not. Many were parks with world-renowned reputations, and others were local venues. Some were indoor, and some were outdoor. We have been fortunate to work with a wide variety of clients, installing our signature rides or creating specially designed rides.

Here at Polin, we've been proud to work with clients who are open to our ideas and who have allowed us to collaborate on some fabulous projects. Polin is 40 years old, and look forward to the next 40 years in the industry. ●

POLIN TIMELINE

- 1976** Polin founded in Istanbul to make GRP (fibreglass) products

- 1980s** Polin produces waterslides for customers in Turkey, Germany and Austria

- 1992** Polin products gain German TUV certification

- 1996** Polin completes first waterpark in Russia

- 1999** Polin joins WWA and EWA

- 2001** Polin completes Aquarena in Budapest

- 2003** Polin begins to export to the US, completes Hurgada in Egypt and Aquacity in Turkey

- 2006** Polin began RTM (Resin Transfer Molding) production

- 2006-2007** Polin completes waterparks in Ukraine, Syria, Vietnam, Greece, Czech Republic and the Middle East

- 2007** Polin introduces a new translucent RTM waterslide technology

- 2009** Polin introduces the NLE and SPE systems

- 2010** Polin patents King Cobra waterslide

- 2014** Polin moves to new facility, the largest waterslide manufacturing plant in the world

- 2015** Polin becomes exclusive global distributor for American Wave Machines and WOW Wave Ball

ADVENTURES IN THE WILD



IDEATTACK's new project in Hainan, China, introduces the storytelling elements of a theme park to the oceanarium concept. Founders Natasha Varnica and Dan Thomas explain



What is the project?

The project is a themed marine animal park with aquarium, envisioned as highly immersive, entertaining and experiential destination. Seaworld Adventure Park is a high-end themed environment with rides, a "lifestyle complex" with an original dining and retail offer, a vacation leisure park and educational and interactive animal exhibit.

Where is it?

Seaworld Adventure Park is a part of the Ocean Flower Island project, a 380-hectare (939-acre) mega-tourism zone on an artificial archipelago off Hainan, China.

What is your role on the project?

IDEATTACK is creator of all aspects of this complex project, including the architecture and masterplan of the park; ride and show design; planning and design of animal exhibits; planning and design of dining and retail content and the creation of the unique aquatic exhibit programme.

The team included marine-life specialists who selected the animal species for the park. Our job included aquatic engineering, sizing the animal exhibits, planning back-of-house animal care facilities and water, maintenance and utility considerations unique to aquatic park design.

ABOUT SEAWORLD ADVENTURE PARK

Operator: Evergrande Group
Size: 130,000sqm
Visitor capacity: 15,000 a day
Dwell time: 5 hours
Budget: \$240m
Opening: 2017

When does it open and how much is it costing?

It opens at the end of 2017. The cost is \$240m (£167m, €212m).

Who is the target audience?

Domestic and international tourists to Hainan Island.

Can you describe your design?

The park features four distinct zones: Boardwalk Zone, Polar World Zone, Deep Sea Fantasy Zone and Tropical World Zone. The inspiration for this project stems from this exotic location of Ocean Flower Island and its surroundings as well as deep sea exploration, South Pole and North Pole expeditions and wildlife conservation research.

What is the design's aim?

The goal was to make a new type of ocean park destination which combines a theme park and oceanarium with lifestyle and leisure qualities and experiences.

What themes are present?

Climate change issues, marine life preservation and ecological awareness topics are interwoven with the main themes and presented in a fun and exciting way as a part of the overall storyline.

What makes it different?

The park is conceived as a highly immersive, story-driven environment and not as a typical animal exhibit-based ocean park. As an immersive, entertaining and experiential destination it is closer to a theme park than a typical ocean park where emphasis is on aquatic exhibits and less on theme and storylines. Also, the lifestyle component, with customised retail and dining, is unique to this park.

What is the centrepiece?

There are several key points: the lake with its iconic tower, which is accessible from every part of the park; the Snow Mountain and Tropical Mountain and the 10,000sqm (108,000sq ft) indoor Grand Aquarium.



THE FOUR ZONES

The Boardwalk - Harbor Village

Visitors arrive on a long wooden deck with pier-like buildings surrounded by water. On the left is a polar environment with snow-covered mountains, icebergs and frozen ocean. On the right, green mountains covered with tropical plants and exotic rockwork. The Boardwalk contains several F&B outlets in its Fisherman's Village, a special effects show, a lighthouse, food carts and themed sitting areas. Performers add to the experience.

Polar World - Snow Empire

Polar World is a themed zone of the Seaworld Adventure Park dedicated to animals living in polar regions. The iconic Snow Mountain houses white whale and penguin exhibits, with the polar bear exhibit on its foothills. Other attractions include sea lions, walrus and seals, a 5D submarine ride, children's waterplay area and special events area.

Tropical World - South Sea Paradise

Tropical World is themed on warmer climates with lush tropical landscape. The manatee exhibit and jungle river aquarium are located here. Other key live animal attractions include the parrot show, touch pool and flamingo, turtle and crocodile exhibits. There are also rides, restaurants and a special event area for weddings and corporate parties. Visitors can also see monkey trainers, snake charmers, tribal dancers, musicians, fire eaters and acrobats.

Deep Ocean Fantasy - Empire of the Deep

Deep Ocean Fantasy World is the largest of four thematic zones. One of its key attractions is the indoor Grand Aquarium housing diverse ocean life exhibits. The other major attraction is high-capacity dolphin stadium. There is also a 4D theatre, carousel, and lighthouse.



IDEATTACK's renderings show different zones and concepts within the \$240m Seaworld Adventure Park, including the Polar World zone (above) and the Tropical World zone (below). The Boardwalk connects the different areas of the park, which is centred around a magical lake



More than **350 exhibitors** will be at

Asian Attractions Expo

at Shanghai New International Expo Centre - we look at what's new

<p>ASIAN</p> <p>Attractions Expo</p>	<p>Location: Shanghai New International Expo Centre, Shanghai, China</p>	
	<p>Dates: 13-16 June 2016</p>	
	<p>Who's there: More than 350 exhibitors and 8,000 attendees</p>	
	<p>What's on: 11 education sessions</p>	
	<p>On-site tickets: \$100</p>	



Vekoma's latest UK rollercoaster

Vekoma

Vekoma is presenting two new thrill coasters set to launch this year and next. Both custom-designed, Space Warp will open at Energylandia in Poland in 2016 and Fire Storm will open at Vinpearl Thu Thiem in Vietnam in 2017. Vekoma has also installed two family coasters at Paulton's Park in the UK, a Boomerang and a Suspended Family Coaster.

Booth #1350



The *Walking Dead*-inspired dark ride

Sally

Sally will present, in partnership with AMC and Striker Entertainment, the *Walking Dead: Battle For Survival*, a long-awaited immersive dark ride based on the award-winning television series. This dark ride features interactivity, multi-DOF ride vehicles, media-based scenes, highly immersive theming with ultra-realistic sets, scenery and animation and 4D special effects, including real fire, wind and fog. Sally is also presenting VOLCANIKUS! 4-D, an original IP. The all-new interactive dark ride journeys into the fiery depths of Inferno Island, where guests do battle with prehistoric beasts, evil statues, huge carnivorous plants, living lava warriors and other fantastic elements.

Booth #1550

Gateway

Gateway is debuting its new product, Galaxy Connect, a cloud-based platform that connects attractions suppliers with third-party distributors to enable selling of live tickets to attractions anywhere in the world. It's integrated with LvMama, TongCheng and CTrip, three of the leading travel service providers in China.

Booth #1536

Huss

Several prestigious Huss projects will be highlighted at AAE Shanghai, including the opening of the world-first Hybrid Condor in Tivoli Gardens, Denmark and Huss Ride Classics at Romon U-Park in Ningbo, China. Huss is also unveiling a new project, the film-based ride attraction Movie Base XS with an extremely small footprint, leading to a minimised overall investment. The new Movie Base XS is an evolution of the existing Movie Base Classic attraction, a 4D dynamic motion simulator.



Condor at Tivoli Gardens

Holovis

Holovis Attractions invites attendees to step inside a mixed reality world of VR, AR and real-time media on Booth 3313. Using its Mixed Reality (MR) design capabilities, the company will be showcasing its ability to transform any passive experience, such as queue lines, pre-shows or even the attractions structures themselves into extended experiences, gamifying every element and connecting them through park-wide apps, introducing a whole new level to the guest experience.

Booth #3313



Augmented reality at the Holovis booth



Seaworld Adventure Park, China

IdeAttack

IdeAttack is presenting its 13-hectare (32-acre) Seaworld Adventure Park project, part of the Ocean Flower Island project, a mega-tourism zone on an artificial archipelago located off the north coast of Hainan, China. It features four distinct zones:

Boardwalk, Polar World, Deep Sea Fantasy and Tropical World. The park is designed as a highly immersive, entertaining and experiential destination combining themed environments with rides, lifestyle and leisure park elements and animal exhibits.

Booth #1144



Singha at Siam Park, Tenerife

ProSlide

ProSlide is presenting Singha at Siam Park in Tenerife, Spain, a new slide that incorporates ProSlide's FlyingSAUCER features into its RocketBLAST water coaster, with patented water jet and boat design. The four-person RocketBLAST water coaster marries technologies from ProSlide LIM coasters with turbine technology to take water propulsion to a new level. The water coasters allow 100 per cent steeper hills than traditional blast coasters, 50 per cent more capacity and 60 per cent more efficiency.

Booth #1402

Forrec

EVPs Anthony Van Dam and Cale Heit will be on hand to talk about Forrec's latest built project, Wanda Xishuangbanna in China. Another hot topic for Forrec is their branded attraction work for popular TV show *Top Gear* and three other BBC Worldwide properties. Collaborations with IP-holders like Sanrio (Hello Kitty) is a Forrec specialty.

Booth #1250



Forrec is working with *Top Gear*

Sanderson Group

Sanderson Group is an international thematic design and construction corporation with proven experience delivering world-renowned attractions and destinations since 1989. Sanderson Group offers its clients full turn-key solutions covering every stage of project development including conceptual design, masterplanning, feasibility and market analysis, construction documents, construction and operations.

Booth #1301

See nWave's latest 4D film



nWave

For over 20 years, nWave has been a market leader in the production and distribution of high quality and innovative content, including 4D/3D attraction films, 3D/2D ride simulation films, and 3D/2D educational documentaries for giant screen IMAX theatres and digital 3D cinemas.

Booth #1530

International Play Company

FEC Builders is a new division at International Play Company. The FEC Builders team changes the way a design is approached, inspiring new branded attractions and bringing new levels of creativity to each project. International Play Company has developed numerous edutainment facilities and independent environments for entertainment facilities. The company's educational turn-key attractions are suited to science centres, zoos and museums among other environments.

Booth #1705

Disney will set the bar again



■ Dennis Speigel, ITPS

recently visited the site of Shanghai Disney Resort. It's a magnificent park. The scale is enormous and the market is enormous, with 330 million income-qualified people able to arrive by car or by train within two-and-a-half hours.

At ITPS, we predict attendance of between 12 and 15 million in the first year, but there are some estimates that estimate 25 to 30 million. Therefore one of the major issues is managing capacity and crowds. At the World Expo in Shanghai in 2010 there were days when the US Pavilion was attracting 200,000 visitors, and the expo drew 73 million people in its six-month run. This means Disney has to pull out all the stops when it comes to handling visitor expectations and making sure people



Mulan, a Chinese Disney character, is seen from the Voyage to the Crystal Grotto



The new Shanghai resort is the largest foreign investment ever made by Disney

One side effect that could have a long-term impact is the drop-off in attendance at theme parks in Hong Kong

understand the ticketing system, capacity issues and when dates are sold out.

The Shanghai castle is a huge icon that's been embellished to the nth degree. Visitors can move through the castle, which has attractions and restaurants inside.

In terms of the product offer in the rest of the park, the architectural design and the storyboards speak to Chinese culture. Disney has missed how important that is in some of their parks – in France, for example, and in Japan they had to retrofit to better communicate with the audience.

Side effects

One side effect – and Disney is already beginning to experience this – is a drop-off in attendance at the Hong Kong park. Some of that is due to the changing economic situation throughout China and also pullback by the mainland Chinese from Hong Kong, which has also affected Chimelong Ocean Park, but a lot of the reason is that people are waiting for Shanghai Disney to open.

This could have a long-term impact as the Shanghai park becomes Disney's mainstay in the region. Certainly people who go to Hong Kong are still going to go Disneyland

and Chimelong Ocean Park, but people who are choosing where to go to have a Disney experience will choose Shanghai.

Having said that, there's a lot going on in China with Dalian Wanda expanding, Six Flags building multiple parks with the Riverside Group, the OCT organisation and Chimelong expected to expand and Universal coming into Beijing in 2019. If Disney had come into this market 15 years ago, things would have been very different, but today there's a lot of competition and it's very heady, very good competition.

Disney has the product right, the location right and the sizing right, so I think, all things considered – and provided the Chinese economy doesn't collapse – it's a home run. The experience is going to set the bar for the whole industry again – as Disney so often does.

International Theme Park Services (ITPS) is a management and consultancy firm based in Ohio, Connecticut. President Dennis Speigel has more than 50 years experience in the attractions industry.
www.interthemepark.com

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

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Based in the London Borough of Merton, Deen City Farm is one of the capital's oldest community farms. Spread over 5 acres and consisting of a working farm, riding school, community garden and training cafe, we combine rural activities and education to actively engage local people, irrespective of their background or abilities.

We are currently seeking to recruit an ambitious Operations Manager to oversee the day to day running of the Farm. Reporting directly to the board of trustees, the role is responsible for providing strategic direction and managing a team of staff and volunteers to ensure that the charity delivers in line with its mission.

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The closing date for applications is 5pm on June 17th, 2016 pm, with first stage interviews scheduled to take place over the weekend of June 25th/26th.



With regret, only shortlisted candidates will be contacted.

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Head of Catering Services

Marwell Wildlife

Salary: Competitive

Job location: Winchester, Hants, United Kingdom

A rare and exciting opportunity has arisen for a Head of Catering Services to join the leadership team here at Marwell Wildlife.

In this pivotal senior management role you will ensure the delivery of an exceptional catering experience to our zoo guests, working collaboratively with the Guest Services Director to develop our Food & Beverage strategy. You will use your wide experience and passion for developing and delivering a unique and successful Food & Beverage proposition, focusing on product innovation, presentation, sales and especially, service. You will have significant and demonstrable experience of working in a senior management position in a commercial and guest facing catering environment and a proven track record in increasing spend per head, whilst ensuring margins are diligently protected. With a 10 year, multi-million pound capital development programme currently in progress, you will lead the charge to ensure that our Food & Beverage offer complements and adds real value to the rest of the zoo experience.

Your unmatched guest service skills and vibrant style of leadership will enable you to inspire our committed and successful team to exceed guest expectations, helping to maintain Marwell Wildlife's reputation as a benchmark visitor attraction.



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Job location: Aberfeldy, Perthshire

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Working closely with the Dewar's / Malts brand marketing team to ensure consistency and correct look and feel – the key function is to drive business to the brand home.

Requirements:

- Extensive sales and or marketing experience from within the leisure, tourism or hospitality industry.
- Experience of working with a premium or high profile brand.
- Marketing qualification or equivalent experience.
- Experience of media buying and working with agencies.
- Budget Management experience.
- Event / PR Management.
- Team management responsibility.

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Salary: Up to £30k per annum depending on experience
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Merlin Entertainments Group
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■ **Head of Catering Services**

Marwell Wildlife
Salary: Competitive
Job location: Winchester, Hants, United Kingdom

■ **Marketing Manager**

Madame Tussauds
Salary: Competitive
Job location: Nashville, United States

■ **Senior Sales Executive**

Legoland
Salary: Competitive
Job location: Johor, Malaysia

■ **Customer Service Hosts**

Madame Tussauds
Salary: Competitive
Job location: Blackpool, United Kingdom

■ **Health and Safety Advisor**

Thorpe Park Resort
Salary: Competitive
Job location: Chertsey, United Kingdom

■ **Attractions and Shows Team Leader**

Warwick Castle
Salary: Competitive
Job location: Warwick, United Kingdom

■ **Duty Manager**

Sea Life
Salary: Competitive
Job location: Minnesota, United States

■ **Lead Aquarist**

Sea Life
Salary: Competitive
Job location: Melbourne, Australia

■ **Sales, Events and Marketing Manager (Visitor Centre)**

Dewar's Aberfeldy Distillery
Salary: Competitive
Job location: Aberfeldy, Perthshire

■ **Commercial Manager**

Legoland Discovery Centre
Salary: Competitive
Job location: Atlanta, United States

■ **Entertainments Creative Manager**

Alton Towers Theme Park
Salary: £29,828.00
Job location: Staffordshire, United Kingdom

■ **Retail Supervisor**

Legoland Discovery Centre
Salary: Competitive
Job location: Arizona, United States

■ **Marketing Assistant**

Legoland
Salary: Competitive
Job location: Windsor, United Kingdom

■ **General Manager MT Dubai**

Madame Tussauds
Salary: Competitive
Job location: Dubai, United Arab Emirates

■ **Audio, Visual, Lighting Facilities Supervisor**

Madame Tussauds
Salary: Competitive
Job location: New York, United States

■ **VIP Team Lead**

Legoland
Salary: Competitive
Job location: California Resort, United States

■ **Studios Artist**

Madame Tussauds
Salary: Competitive
Job location: San Francisco, United States

■ **Technician - Model Resetter**

Legoland
Salary: Competitive
Job location: Johor, Malaysia

■ **Admission Assistant / Guest Service Assistant**

Legoland
Salary: Competitive
Job location: Johor, Malaysia

■ **Sales Executive**

Legoland
Salary: Competitive
Job location: Johor, Malaysia

■ **Retail Store Manager**

Legoland
Salary: Competitive
Job location: California, United States

For more details on the above jobs visit www.am2.jobs

Disused industrial land next to train station to become Lausanne culture hub

Lausanne in Switzerland has unveiled plans to combine the city's three major art and design museums into a single cultural hub, with all three institutions getting new homes as part of the landmark development.

Known as Plateforme10, the three museums will sit on 22,000sq m (237,000sq ft) of repurposed land next to the city's main train station.

Laid out as "an esplanade revealing the scope of the emerging district devoted to the fine arts, design and photography", architecture firm Barozzi/Veiga have worked on the Musée Cantonal des Beux-Arts.



The expansive development is due for completion in 2020

The museum will be bordered by a series of arcades to form a "cultural driveway" to both the Musée de l'Elysée photography museum and the Museum of Contemporary Design and

Applied Arts. Portuguese architects Aires Mateus are developing both museums as a single coherent experience inside one building.

More: http://lei.sr?a=n7g3U_A

Bronx Museum of the Arts unveils first phase of US\$25m architecture overhaul

New York's Bronx Museum of the Arts has announced plans for a multi-million dollar architectural overhaul, resulting in more space for the institution's public programmes and exhibitions.

A public-private partnership between the museum and city of New York, the US\$25m (£22.4m, £17m) project is being funded by the NYC Department of Cultural Affairs and overseen by the NYC Department of Design and Construction.

Venezuelan-American architect Mónica Ponce de León and her interdisciplinary practice MPdL Studio have been selected for phase one of the development to redesign



Further phases of the development are yet to be announced

the museum's South Wing Atrium, which will be renamed the Gallery Cube.

The building will be transformed from opaque to transparent, while works will also

be carried out to make it energy-efficient. The Gallery Cube will also be used as a connecting point between the museum's north and south wings.

More: http://lei.sr?a=j6J8a_A

- American Association of Museums (AAM)**
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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)**
E: rif@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 (CASCC)**
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