

# AM2

The news & jobs magazine  
from Attractions Management

AM2.jobs

20 SEPTEMBER 2017 ISSUE 87

## Disney commits US\$2.5m to Hurricane Irma recovery effort

As Disney reopened its Florida attractions in the wake of Hurricane Irma, the operator announced that it was giving US\$2.5m (€2.1m, £1.9m) toward recovery efforts stemming from the devastating storm.

In the wake of Irma, which is responsible for at least 39 deaths in Florida, many residents were left without power for a number of days after the storm uprooted powerlines, trees and even homes.

The funds will be used to help the response and recovery efforts of the American Red Cross, UNICEF, Save the Children, and other nonprofits.

Additionally, eligible Disney employee donations to qualified organisations involved in the relief effort will be matched by the Disney Employee Matching Gifts programme.



Disney's properties were left relatively unscathed following Irma

“As millions of people now face the daunting challenge of putting their lives and communities back together in the wake of these historic hurricanes, they need our help.”

said Disney chair and CEO, Bob Iger. “We’re donating US\$2.5m to support relief and recovery efforts in response to Hurricane Irma. This is in addition to nearly US\$16m (€13.4m, £12m) we raised after Hurricane Harvey to help ensure storm victims have the support needed to recover and rebuild.”

In addition to its donation, during the hurricane, Walt Disney World and the Disney Cruise Line donated meals, provided storage for supplies and power-utility vehicles, donated bedding to shelters, and made rooms available for first

responders. The operator says it will also be donating goods and services throughout the region as other needs are identified.

More: [http://lei.sr?a=F3m2h\\_A](http://lei.sr?a=F3m2h_A)

## Jean Nouvel’s Louvre Abu Dhabi finally gets opening date

The long-delayed and even longer-awaited Louvre Abu Dhabi has finally been given its launch date, with the Jean Nouvel-designed cultural institution officially opening to the public on 11 November.

A string of setbacks dating back by more than decade have delayed the AED4.3bn (US\$1.2bn, €1bn, £914m) project, which anchors the under-development Saadiyat Cultural District – where one day the Zayed National Museum designed by Foster and Partners and Guggenheim Abu Dhabi by Frank Gehry will follow in its footsteps.

The roof’s dome is an artwork itself, with eight layers of steel creating a ‘rain of light’ made up of 7,850 patterned perforations that use the sun to create an intricate and ever-changing pattern on the building’s interior.



The ruler of Dubai and Crown Prince of Abu Dhabi recently visited the new Louvre

Water is a key part of Nouvel’s building, with a system based on ancient engineering being used to allow water to flow between the outer areas of the museum and to the galleries inside.

In addition to the 23 permanent galleries, the museum will include exhibitions, a Children’s Museum, a restaurant and a café. Dubai-based construction firm Arabtec Holdings has been tasked with the build, with French architect Nouvel designing the structure and Abu Dhabi’s Tourism Development and Investment Company overseeing the project.

The inaugural special exhibition, *From One Louvre to Another: opening a museum for everyone*, will debut on 21 December, with the temporary exhibition tracing the history of Musée du Louvre in Paris.

More: [http://lei.sr?a=p2G5H\\_A](http://lei.sr?a=p2G5H_A)

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Stars of *Fear the Walking Dead* were on hand for the immersive attraction's launch

## ***Fear the Walking Dead* comes to Las Vegas**

AMC has teamed up with Triotech to create a new attraction in Las Vegas, based on TV series *Fear the Walking Dead*.

Inaugurated on 29 August, 'Fear the Walking Dead Survival', is part of the Fremont Street Experience – a pedestrian mall and attraction in downtown Las Vegas.

Set inside a military facility, the experience includes an escape game, a labyrinth and an

interactive ride. In the attraction, visitors explore the building, 'testing their survival skills' as they try to escape zombie hordes.

As well as developing the experience, Triotech has changed its operating model to become co-owner of the new Vegas attraction, with Fremont Street Experience handling management.

*More: [http://lei.sr?a=R6C7v\\_A](http://lei.sr?a=R6C7v_A)*

## **D'Alessandro to step down as SeaWorld names Yoshikazu Maruyama new chair**

Further strengthening its ties with China, SeaWorld has elected Zhonghong Zhuoye Group's (ZZG) Yoshikazu Maruyama as its new chair, also naming Donald C. Robinson as its lead independent director.

Following ZZG's 21 per cent purchase of SeaWorld earlier this year, plans were revealed to develop new attractions in China, Taiwan, Hong Kong and Macau.

Showing its commitment to these plans, in June SeaWorld appointed ZZG chief strategy officer Wang Yonli and Marayuma, president of ZZG's US operation, to its board of directors. Maruyama now succeeds David D'Alessandro, who was not re-elected at SeaWorld's annual meeting.

Maruyama brings a wealth of experience to the role, with more than 20 years



D'Alessandro was not re-elected at SeaWorld's annual meeting

working in the sector, including his time as chief strategy officer during the early turnaround of Universal Studios Japan.

"This transition demonstrates our dedication to ensure SeaWorld's long-term success and growth for the interests of its shareholders," said D'Alessandro.

*More: [http://lei.sr?a=W6C4D\\_A](http://lei.sr?a=W6C4D_A)*

## Lionsgate theme park developer eyes Philippines for next project

Landing International Development – the company which recently announced plans to open a fully-fledged Lionsgate theme park in South Korea – has set its sights on its next theme park target: the Philippines.

According to a statement released by the Hong Kong-based property developer, company chair and executive director Yang Zhihui met with Philippines president Rodrigo Duterte to present Landing International's proposal to build a major theme park development and integrated resort in the country.

Following the meeting, it was revealed that the resort would become Asia's first movie-themed indoor theme park, with plans also including a waterpark and additional family-friendly leisure and entertainment facilities.

"When opened, the branded theme park integrated resort will enhance the Philippines' tourism appeal and complement existing tourist attractions and resorts. It will also create significant employment opportunities for locals and returning Filipinos who are currently working overseas," said Yang.



Landing International Development is also leading South Korea's Jeju Shinwa World project

"We are honoured to share with president Duterte and his cabinet team our vision for tourism in the country and our proposal to build an iconic international-branded theme park integrated resort in the Philippines that all Filipinos will be proud of."

Landing International is new to the leisure market, shifting its focus in recent years from residential developments to operation of leisure and entertainment resorts and casinos.

*More: [http://lei.sr?a=D2n4S\\_A](http://lei.sr?a=D2n4S_A)*

## Mexico tackling heritage trafficking with new police taskforce

Mexico's police force has created a new federal division dedicated to protecting the country's cultural heritage, with the aim of tackling theft, the looting of historic artefacts and trafficking of such items.

Heritage theft is a big problem for Mexico, which has been criticised previously for a lack of coordination among its authorities in response to the theft of cultural antiquities and for a failure to preserve such items.

According to official figures from the government-run National Institute of Anthropology and History (INAH), of the 4,757 cultural objects stolen between 2003 and 2016, only 67 of those objects were ever found – a 1.4 per cent recovery rate.

Trained by the INAH and the National Institute of Fine Arts (INBA), the heritage taskforce will also receive guidance from the French Gendarmerie and the National Police Force of Colombia, with input from specialists in the US, Ecuador, Italy, Bolivia and Spain.

Speaking to *El Universal*, Benjamin Grajeda Regalado, head of Mexico's Gendarmerie, said the new division would



The Gendarmerie is a special police force set up by President Enrique Peña Nieto (left)

seek to "contribute to efforts to preserve and guarantee the security of Mexico's heritage."

The Gendarmerie is a special police force set up by President Enrique Peña Nieto in 2014. Created as an independent paramilitary force to tackle the country's worst crimes, the force of 5,000 officers focuses on protecting the population from cartels extorting money.

Cultural trafficking has been a problem across Central and South America for many years, with recent successes to tackle the problem including the return of thousands of stolen cultural heritage items to museums in Ecuador and Peru last year – one of the largest recoveries in South American history.

*More: [http://lei.sr?a=a5S7b\\_A](http://lei.sr?a=a5S7b_A)*

# Cape Town grain silo transformed into contemporary art museum

Heatherwick Studio's latest completed building, the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA) has been unveiled today (15 September) ahead of its public opening next week on Cape Town's V&A Waterfront.

The museum – the largest in the world dedicated to contemporary art from Africa and its diaspora – is housed in 9,500sq m (102,000sq ft) of custom-designed space, carved out of the city's monumental historic Grain Silo Complex structure.

The design team were tasked with giving new life to the iconic building, once South Africa's tallest, which had been disused since 1990 and is located on the edge of a historic working harbour, with the famous Table Mountain as its backdrop.

The galleries and the atrium space at the centre of the museum have been carved from the silos' dense cellular structure of forty-two tubes. There are 6,000sq m (64,500sq ft) of exhibition space across 80 gallery spaces, a rooftop sculpture garden, storage and conservation areas, a bookshop, a restaurant, bar, and reading rooms.



The museum is housed in 9,500sq m of custom designed space

The museum also houses a costume institute and centres dedicated to photography, film, performative practice and art education.

The R500m (US\$40.3m, €33.8m, £30m) development has been created in a partnership between the Victoria & Albert Waterfront and businessman and conservationist Jochen Zeitz. *More: [http://lei.sr?a=n2p7A\\_A](http://lei.sr?a=n2p7A_A)*



The gallery is planned for Evandale Lake

## Gold Coast's twisting art gallery fast-tracked

The city council of Australia's Gold Coast has fast-tracked the building a AU\$60.5m (US\$48.1m, €40.3m) art gallery to add to its fast-developing cultural precinct.

Designed by ARM Architecture, the colourful, twisting gallery will be built to the south of the city's Evandale Lake. The building will feature up to five floors of exhibits and halls and a rooftop bar.

According to the *Gold Coast Bulletin*, work is likely to start either late next year or early 2019, and be complete by late 2020.

*More: [http://lei.sr?a=b8U9V\\_A](http://lei.sr?a=b8U9V_A)*

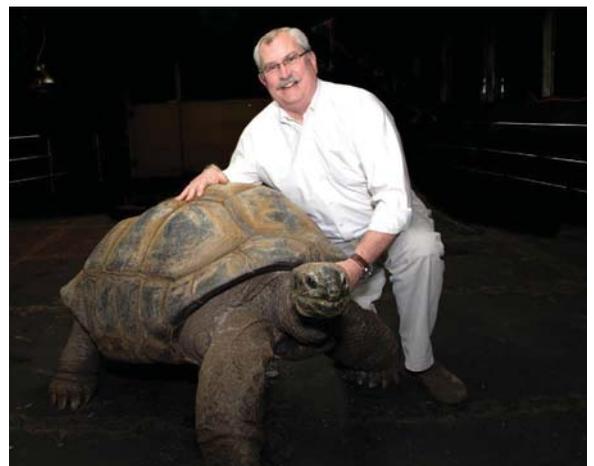
## AZA names Bronx Zoo director Jim Breheny as its new chair

The Association of Zoos and Aquariums (AZA) has named Jim Breheny, director of the Bronx Zoo, as its new chair.

As chair, Breheny, along with three other executive officers and nine board members, will be involved in every aspect of the organisation, overseeing the AZA's 231 accredited members.

Responsible for the operation and management of the Bronx Zoo, the New York Aquarium, the Central Park, Prospect Park and Queens Zoos, Breheny has also been a member of the Wildlife Conservation Society for 44 years – 36 years as a full time staff member.

"Jim has been a strong and influential voice within the AZA community for years," said Dan Ashe, president and CEO of AZA.



Jim Breheny has been a member of the WCS for 44 years

"His experience in animal welfare and husbandry, combined with an incredible commitment to field conservation and saving species, make him well-suited to lead us as the next chair of the AZA Board of Directors." *More: [http://lei.sr?a=8R3P2\\_A](http://lei.sr?a=8R3P2_A)*

## Jakarta's modern art gallery sets official opening date

A major modern art museum will open its doors in Jakarta, Indonesia, on 4 November. The opening is set to coincide with the Jakarta Biennale, and Museum MACAN will stage a variety of events to engage the city and promote its burgeoning art sector.

A passion project of Indonesian philanthropist and collector Haryanto Adikoesoemo, the multi-million dollar Museum MACAN – which stands for Modern and Contemporary Art in Nusantara – will house more than 800 works of modern and contemporary art.

The museum's maiden exhibition, *Art Turns. World Turns. Exploring the Collection of Museum MACAN*, will feature works by the nation's most respected artists, including Raden Saleh, S. Sudjojono and FX Harsono, as well as pieces by international names like Robert Rauschenberg and Yayoi Kusama.

"Museum MACAN's inaugural exhibition, curated by guest co-curators Charles Esche and Agung Hujatnika, is the first public unveiling of an extraordinary collection



The space has been designed by London-based MET Studio

developed over two decades by our founder," said Museum MACAN director Aaron Seeto.

"The works offer a reading of Indonesian art history in dialogue with world art history, and highlights the breadth and depth of the

collection, and most importantly illustrates the museum's ongoing commitment to providing a platform for Indonesian and international artists on a global scale."

More: [http://lei.sr?a=X3P6f\\_A](http://lei.sr?a=X3P6f_A)



Frank Gehry will design the museum

## Gehry on board for model railway museum

Architect Frank Gehry has been commissioned to develop the design for a model railway museum in Massachusetts, which will feature miniature work from a host of the world's leading designers.

The 83,000sq ft (7,700sq m) museum is being supported by its chief backer Thomas Krens – former director of the Solomon R. Guggenheim Foundation.

"There is no real architecture museum like this anywhere in the world," said Krens. "People like miniaturisation, and they are drawn to motion."

More: [http://lei.sr?a=w6c4a\\_A](http://lei.sr?a=w6c4a_A)

## Scottish marine group reveals plans for its new wildlife facility

A planned visitor centre dedicated to marine birds has revealed details about what guests can expect, including interactive exhibits, a marine theatre, a marine laboratory and an observatory.

The new Scottish Seabird Centre, which is being built in North Berwick, near Edinburgh, will teach visitors about the country's marine birdlife and how to protect it.

The £5.5m (US\$7.2m, €6m) centre, which hopes to attract both locals and tourists to the area, is being designed by architects Simpson and Brown, who designed the existing attraction, and exhibition designers Event Communications. Event has also consulted marine scientists, researchers and academics across Scotland.

Proposed exhibits include the installation "Planet Ocean", describing to visitors how



The new national marine centre is planned to open in 2020

all life originated from the ocean; "Marine Threshold" in which they will be immersed beneath the waves in an environment created by film projections; and "Marine Exploratory" will show everything from seabird colonies and underwater reefs to orcas and dolphins.

More: [http://lei.sr?a=u3Z2f\\_A](http://lei.sr?a=u3Z2f_A)



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26-29 SEPTEMBER 2017

**GSCA Conference & Trade Show  
Chicago, Illinois, US**

The Giant Screen Cinema Association (GSCA) Conference and Trade Show this year includes a marketing symposium to help theatres increase attendance.

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1-6 OCTOBER 2017

**AZA: Principles of Aquarium  
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10-12 OCTOBER 2017

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Tel: +44 207 921 8028

Email: [Sonia.Shann@ubm.com](mailto:Sonia.Shann@ubm.com)[www.brandlicensing.eu](http://www.brandlicensing.eu)

The conference will be hosted at the Queen Elizabeth II Conference Centre in London

4 OCTOBER 2017

**Annual National Conference  
of Visitor Attractions  
Queen Elizabeth II Conference  
Centre, London, UK**

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15-19 OCTOBER 2017

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16-19 OCTOBER 2017

**WWA Symposium and Trade Show  
West Palm Beach, Florida, US**

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20-22 OCTOBER 2017

**China Attractions Expo 2017  
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23-27 OCTOBER 2017

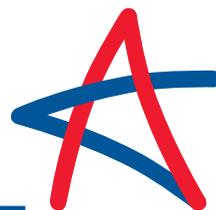
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# CHINA'S REAL-ITY EXPERIENCE

Real Madrid football club has announced plans to work with the Lai Sun Group to bring an interactive football experience in China, using the latest technologies to bring the Real experience to fans of the club

**R**eal Madrid football club has announced plans to create an interactive football experience centre as part of a major development in Zhuhai, China.

Business conglomerate the Lai Sun Group is behind the development – an integrated tourism and entertainment project called Novotown – which will, in its second phase, feature the world-first Real Madrid experience.

Utilising advanced technologies, entertainment elements and football, visitors will be able to experience a number of football encounters, managing a personalised player profile to track their progress as they move through the 12,000sq m (129,000sq ft) centre. Virtual and augmented reality will play a heavy role in the attraction, which will also include various challenges and entertainment experiences, as well as a museum chronicling Real Madrid's history.

The design of the centre has been visualised by attractions design studio iP2Entertainment, who have showcased



Visitors will find a range of interactive experiences, including information panels, trophy displays and various historical collections of Real Madrid



**This agreement makes it possible for Real Madrid to be even closer to our fans in China, a country that we all have in our hearts**

their vision in a series of new renderings and a video.

“We always want to share the feeling of belonging to this club and we’re happy because this agreement will bring us closer to a great country like China, where we’ve had a big emotional bond for some time,” said Emilio Butragueno, club director of institutional relations for Real Madrid.

“This agreement makes it possible for Real Madrid to be even closer to our fans in China, a country we all have in our hearts.”

John Tse, head of the Novotown Project for Lai Sun Group, added: “With their expertise in football training, Real Madrid will be able to bring about highly participative and personalised sports entertainment experiences.

“The interactive football centre is instrumental to develop the culture of sports

entertainment and establish a diversified range of industries to promote the region’s tourism economy. It is our aim to nurture a sporting culture, especially in the area of football, among the younger generation.”

The wider Novotown project, situated at the heart of the Hengqin New Area in Zhuhai City, covers 1.4sq km (356 acres) with the Lai Sun Group holding an 80 per cent interest in the development.

Approved in January 2015, phase one of the development will feature a Lionsgate Entertainment World, a National Geographic Ultimate Explorer attraction, healthcare and beauty cultural centre, a multi-purpose performance hall, wedding venue, Hyatt Regency Hotel, and retail and dining options. Phase one is expected to be complete in 2018. The Real Madrid experience has an opening date set for 2021.



Advanced technology offers some unique football-based activities

# A WHOLE NEW WORLD

Speaking exclusively to *AM2*, IMG Worlds of Adventure CEO Lennard Otto talks its debut year, the park's evolution and expansion plans for the business

The owners of IMG Worlds of Adventure – the world's largest indoor theme park – have ambitious plans for the brand over the next five years, with plans for an even bigger second park in Dubai and to take the concept overseas as part of a global expansion.

"It's always interesting when you launch a new industry into a market. When we launched, there was no culture for a major theme park in Dubai," said Worlds of Adventure CEO, Lennard Otto.

"There's been a lot of education, adjusting and awareness for the market from our end – along the way we had to make some changes to our business model for the park."

Worlds of Adventure's owners, the Ilyas & Mustafa Galadari Group, have set out a five-year plan for the park, with the addition of new attractions every year.

Beyond internal expansion at the park, IMG's biggest current development is Worlds of



**"We want to take our brands and this concept worldwide"**  
- Lennard Otto,  
CEO, IMG Worlds of Adventure



Design work on IMG Worlds of Legends is expected to be completed by early 2018

Legends, a second theme park opposite Worlds of Adventure roughly 30 per cent larger than the existing 1.5 million sq ft (139,354sq m) theme park.

"We're currently in the design phase of the project," Otto revealed on the new park's progress. "We expect the design phase to be completed towards the end of 2017 or start of 2018. Once that is done we'll make the public announcement for timelines in public construction and opening, as well as investment and scale."

The park's initial success has drawn the eye of a number of developers, according to Otto, who said that there are plans to take the concept worldwide, with an eye toward possible locations in China and Russia.

"When we launched the park, our focus was on being the indoor experts. We invested a lot of time

and effort from day one to grow the business internationally," he said.

"We want to take our brands and this concept worldwide. It doesn't matter if it's rain or snow, hot or cold weather, an indoor concept gives you a year-round business model, which is more and more important in today's economy.

"We've seen so much demand since opening, not only within the MENA region, but also in the Far East and Central Asia, particularly China and Russia. We've seen demand from these countries and more and more developers are approaching us to come in as a partner and/or operator."

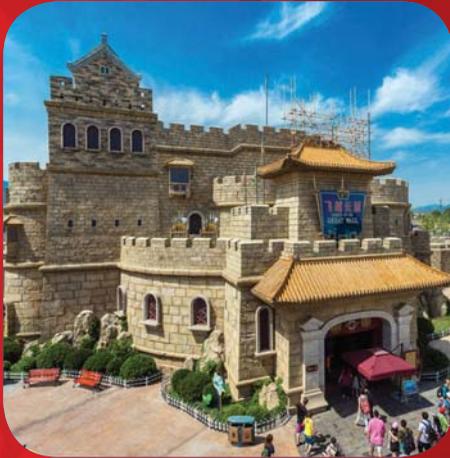


IMG's Haunted Hotel has proved its most popular attraction

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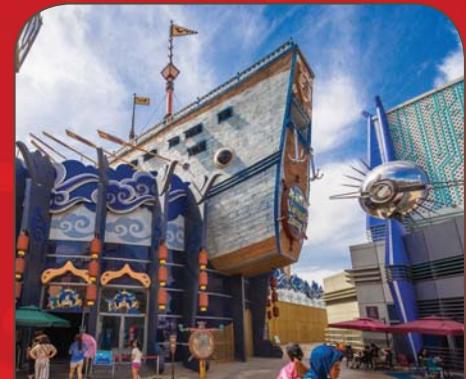
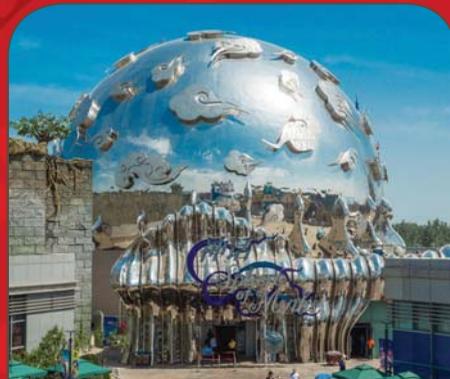


MasterPlanning  
Concept Design  
Detailed Design  
Attraction Design  
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The vibrant city of Berlin, Germany, is the backdrop for EAS 2017

# EURO ATTRACTIONS EXPO

The European edition of IAAPA's trade show returns to Berlin this September.

Here's what to expect from the show – plus, news from a selection of exhibitors

**T**he 2017 Euro Attractions Expo (EAS) is heading to Berlin, Germany, this September. In addition to the expansive trade show floor, EAS 2017 will also offer a programme of 25 educational sessions, featuring presentations by some of Europe's leading operators on industry trends, new technology, marketing and communications, entertainment, government relations, safety and security, food and beverage, games and merchandise, facility operations, human resources, and more.

The event will also include networking and behind-the-scenes tours to Berlin's tourism attractions, including Tropical Islands and Filmpark Babelsberg.

"Taking EAS to Berlin for the second time will provide value to all attendees, regardless of their background in the leisure and attractions industry," says Karen Staley, senior vice-president of IAAPA Europe, Middle East, Africa (EMEA). "Some of the best in the leisure industry are located in Germany and the strong reputation of the Berlin-Brandenburg region in hospitality and business makes it an ideal location for EAS."

## NEED TO KNOW

- What:** Euro Attractions Expo 2017
- When:** 26-28 September 2017
- Where:** Messe Berlin Exhibition Centre, Berlin
- How much:** €68 - €217
- Register:** [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS)



IAAPA

On the educators' conference bill are Christoph Kiessling (Siam Park Tenerife), Robert Dahl (Karls Tourismus), Andreas Leicht (Hansa Park), Andreas Sievering (Fort Fun), Martin Kring (Legoland Deutschland), Bruno Vanwelsenaers (Tomorrowland), Fernando Aldecoa (PortAventura World) and Andreas Knieriem (Berlin Zoo), to name just a few.

The IAAPA Safety Institute and the IAAPA Institute for Attractions Managers will also be taking place. All educational offerings at AAE can be used as credits by those seeking IAAPA Certification.

EAS 2017 expects to welcome 11,000 attendees and more than 500 exhibitors across the 11,500sqm of trade show floor.

## TRIOTECH

### Booth #20-419

For the first time in Europe, Triotech is showcasing a four-seat demo unit of its new Flying Theatre technology, which attendees will be able to try. Also in Triotech's stand, its award-winning XD Dark Ride Interactive Theatre featuring the latest interactive title, *Werewolves*. Triotech recently announced the appointment of industry veteran Tony Gattillo as regional sales director for Europe and Africa.

## BRUNSWICK

### Booth #20-910

Brunswick Bowling is promoting Epicenter, a way to bring authentic bowling to spaces with a smaller footprint. It is an all-in-one solution that appeals to all demographics, making it popular with operators of restaurants, hotels, casinos, cinemas, FECs and other venues that might not have room for traditional bowling. Epicenter increases revenues by keeping guests on the property longer and encouraging them to return.

A demo of Triotech's new ride, *The Flyer*, is being presented at the show



## DYNAMIC ATTRACTIONS

### Booth #21-301

Dynamic Attractions is introducing its Creative Studio, focused on the design, media production and storytelling that turns a "ride" into an "attraction". Servicing the Unlimited Attractions division in Orlando, Florida, the Creative Studio will provide attraction design services, drawing packages, media and animatic production, pre-visualisation, show mock-ups and ride system integration. Dynamic is best known for its Flying Theatre, SFX-Coaster and robotic-arm ride.

## GATEWAY

### Booth #20-704

Gateway Ticketing Systems is showcasing its customer relationship management solution, CRM Plus Powered by Galaxy, at this year's Euro Attractions Show in Berlin. CRM Plus combines all the ticket, food and beverage, retail purchasing and usage information from the Galaxy Product Suite with marketing touchpoints to provide a 360° view of guest behaviour. Gateway says CRM Plus empowers customers to deliver "the right experience, at the right time, in the right way to the right people".



## WHITEWATER

### Booth #18-411

As you stand at the base of No Boundaries, the giant structure towers 70-feet (21-metres) above you, creating a skyline-defining presence. WhiteWater describes it as a truly iconic attraction, offering high-thrill zip coasters and challenging climbing activities for guests of all ages and skill levels. No Boundaries integrates different ways to play within one attraction, accommodating up to 750 happy guests per hour.

## ALTERFACE

### Booth #21-811

Alterface is working with Jora Vision to build the interactive dark ride *Bazylyszek*, which will be installed at a theme park in Silesia, Poland. Part of the recently rebranded *Legendia* (formerly *Slaskie Wesole Miasteczko*), the attraction boasts the latest in dark ride technology. Alterface is overseeing the total ride experience as main contractor for the attraction, applying interactive technology including video mapping, show control and shooting devices. Jora Vision is devising the theming.

EAS attendees can find out about WhiteWater's No Boundaries attractions

## NWAVE

### Booth #18-713

At EAS, nWave is presenting *Son of Bigfoot 4D*. Follow Adam Harrison on his wild adventure to find his father, Bigfoot. In *Return to the Lost World*, watch out for ferocious dinosaurs as an expedition returns to a familiar island. EAS attendees are invited to stop by the booth for an exclusive preview of these exciting attraction films.

## THE PRODUCERS GROUP

### Booth #23-1108

The Producers Group has teamed up with US coaster maker Premier Rides to create a turnkey attraction that combines the dark ride with the dining room. Extraordinary Voyages Adventure Dining (EVAD) takes place in a 80-seat vehicle, departing at intervals of between 45 and 90 minutes. The vehicle, *Centurion*, takes its passengers on a journey that stops at different points to immerse them in a variety of



HUSS is presenting the film-based ride experience, Explorer

► destination-inspired scenarios. During this adventure, the passengers are served food and beverages that complement the story.

**HUSS**

**Booth #20-705**

At EAS, HUSS is highlighting its film-based ride attractions, Explorer and Movie Base XS. Movie Base XS is a “next generation” flying theatre, which is smaller and more compact than the original version. Explorer provides visitors with the sensation of being immersed in the scenes which surround them, via a 360° screen. It accommodates guests of all ages, is accessible to those with disabilities, offers a high capacity and works with any theme. The improved Shot 'n Drop Maxi will also be on show.

**VEKOMA**

**Booth #20-411, #20-413**

Vekoma’s Bermuda Blitz has debuted at Legendia Poland – the Lech Coaster. The coaster is 908 metres in length and stands 40 metres high, combining a variety of ride elements in a compact design. The ride constantly changes direction, both vertically and horizontally, while forces change from positive to negative and back – it’s a fast paced, extreme experience.

**RED RAION**

**Booth #23-304**

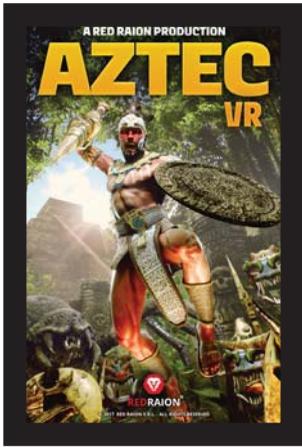
VR media company Red Raion is showcasing two new virtual reality movies: Aztec VR and Dystopia VR. Red Raion provides a full line-up of CGI virtual reality films specifically designed for amusement

Red Raion is presenting two CGI virtual reality films, Aztec and Dystopia

**LAGOTRONICS**

**Booth #18-213**

Lagotronics Projects is showing a sneak preview of a new interactive ride concept that combines the company’s GameChanger with a brand new IP and game. Farm Fair is an interactive rotating dark ride (patent-protected), completely designed in a farm theme. Lagotronics is showing the model of its GameChanger and several completed projects.



**INTAMIN**

**Booth #20-709**

Celebrating 50 years of innovation and success, Intamin is presenting several new products at this years EAS Show in Berlin, including a number of LSM Launch Coasters and Family Launch Coasters. Intamin has also worked with Attraktion! to create the Dome Ride Theatre – a next generation immersive media based attraction. Visit the booth to find out more.

**OPEN AIRE**

**Booth #18-704**

Visit OpenAire at EAS to find out about retractable structures across Europe. OpenAire’s team of experts has completed nearly 1,000 unique retractable roof enclosures and operable skylights for venues of every size and kind, including many groundbreaking designs across Europe. Many clients see increased business after opting for an OpenAire solution.

**WALLTOPIA**

**Booth #18-912**

Walltopia Adventure promotes active entertainment all around the globe. Manufacturing climbing walls for 19 years, the company makes attractions that engage the adventurous spirit of participants through



Find out about Vekoma’s Bermuda Blitz coaster at EAS

sport, fun and adventure. Walltopia has a team of over 500 professionals and the largest production capacity in the industry. Its brands include Rollglider, Ropetopia, Fun Walls, Rocktopia, Ninja Course and Adventure Hub.

**PREMIER RIDES**

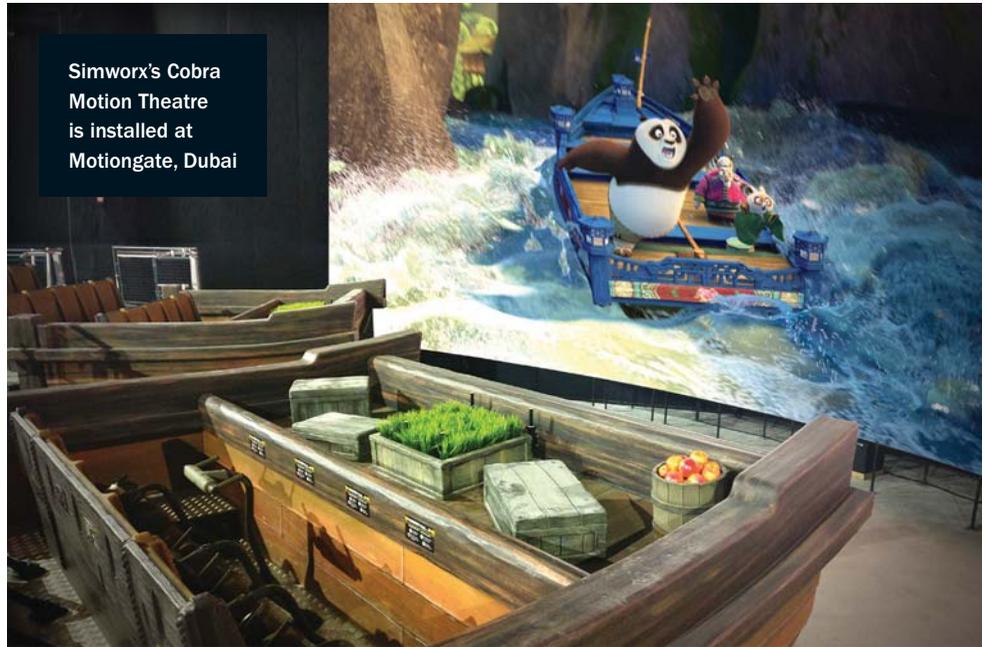
**Booth #20-417**

Premier Rides has completed a high-tech, triple-launch coaster at Särkänniemi Amusement Park in Finland. The Hype coaster, which opened in June, is the largest investment in the theme park's history. Premier Rides is known for focusing on large, technically complex projects that incorporate the newest technologies. The coaster maker has provided the ride equipment for award-winning attractions like Revenge of the Mummy at Universal Studios and the world record-breaking Full Throttle at Six Flags Magic Mountain in California.

**INTERLINK**

**Booth #20-107**

Interlink has installed a SuperFlume water ride at Tayto Park, in Meath, Ireland. The SuperFlume is a new design, which is gradually replacing the older traditional Log Flumes in the market. The SuperFlume



Simworx's Cobra Motion Theatre is installed at Motiongate, Dubai

boats are six-seaters and provide a more comfortable experience compared to the older design. The ride, named Viking Voyage, includes three lifts and chutes, one of which incorporates a "speed curve" and another a surprise reverse drop. The Deluxe Group managed the ride theming.

**PROSLIDE**

**Booth #18-401**

Six Flags Fiesta Texas has just opened their ProSlide RocketBLAST LTG (Low-to-Grade) FlyingSAUCER hybrid, branded Thunder Rapids by the park. According to ProSlide, the RocketBLAST takes water propulsion coasters to a new level with 100 per cent steeper hills than traditional 'blaster' coasters, 100 per cent more capacity and 60 per cent more efficiency. The massive FlyingSAUCER shape is steeply angled to create a thrilling 'drop-and-dive' sensation. And LTG means more options, lower cost, and differentiated coaster performance.

ProSlide's Thunder Rapids uses state-of-the-art water jet propulsion technology for faster uphill speeds

**SIMWORX**

**Booth #18-709**

Dynamic simulation attractions specialist Simworx is promoting its full range of media-based products at the Euro Attractions Show this year, examples of which can be found at numerous venues around the world. Attendees can find out more about Simworx's 4D/5D effects cinemas, Immersive Tunnels, 360° Flying Theatres, AGV dark rides, Stargazer motion theatres and various products under the RoboCoaster umbrella. The show will also see the launch of a brand new product, the ParadröPVR, an immersive, virtual reality attraction.

**SIMEX-IWERKS**

**Booth #18-311**

SimEx-Iwerks continues to refine its flying theatre product line with 6DVX. The 6DVX Flying Theatre system evolved from the SimEx-Iwerks 6D Vertical Flying Theatre at Enchanted Kingdom in the Philippines. 6DVX offers a world-class flying experience that can fit into existing spaces and compact footprints with substantial cost savings, as well as taking advantage of SimEx-Iwerks' extensive film catalogue.

**HOLOVIS**

**Booth #22-1104**

At the Berlin trade show, Holovis is demonstrating its new attraction concept, R3ex (Rideable Realtime Robotic Experiences). Augmented reality will be used to depict a scale model of the giant robot arm and four-seat guest experience. R3ex consists of real-time immersive visuals with gesture-based interactivity, synchronised with the dynamic motion of the robot and networked, guest-to-guest storytelling.

**SALLY**

**Booth #18-205**

Sally Corp will be on hand to discuss turnkey dark ride attractions with parks and entertainment facilities worldwide. Sally has new dark rides to present based on two of today's most popular franchises, The Walking Dead and Five Nights At Freddy's. In addition to our IP-centred products, our dark ride selection includes rides of all sizes and themes, including Power Blast, Challenge of Tutankhamon, Ghost Blasters, Scream in the Dark, Forbidden Island, and Zombie Apocalypse, to name a few. ●



# WE ARE STORY ENGINEERS

Sysco Productions is a world-class experience delivery company, working for global clients in the museum and heritage, exhibition, and sports and leisure industries

**F**or 20 years, Sysco has worked at the heart of the creative profession and has built up a wealth of exceptional expertise working at the intersection between storytelling art and engineering science.

Sysco delivers projects across the UK and worldwide, with its head office and research and development centre in Godalming, Surrey. Founded in 1998, the company was formed to support the growing demand for multidisciplinary engineering teams that truly understand the application of audiovisual technology.

The first project undertaken by Sysco was the design and delivery of elements of the Millennium Dome's visitor experience. This served as an important introduction to many of the UK's leading experience designers who were impressed by the team's 'can-do' attitude, creative vision and collaborative approach to working.



Graeme Bunyan (left) and Hugo Roche, Sysco

### International reputation

Since then, the team has grown into a sales-focused, market-leading AV integration company with an international reputation for managing the complex relationship between creative ambition, robust engineering, budget and time.

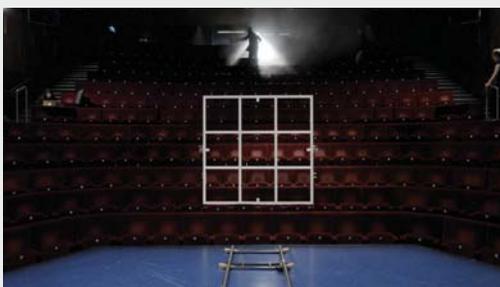
During this time, audiovisual technology has transformed from the pre-digital age of working with light and sound, into a phenomenal tool capable of bringing visions of different spaces to life. It has

the enormous capacity to provoke human emotion and create long-lasting memories. The accelerated development of technologies, virtual and augmented realities, robotics and artificial intelligence is generating new applications, changing the way people interact and experience their world.

Employing AV to rearticulate stories in a variety of markets, Sysco has become an integral force within the industry as a systems integrator, designing and delivering audio, visual and control systems packages for attractions and leisure clients such as Imperial War Museum, the Victoria and Albert (V&A) Museum, Science Museum, Twickenham Stadium and Ascot Racecourse.

### Story engineers

However, the technology is only a small component within the project delivery process. To support this evolution from systems integration into the world of



Embracing the evolution from systems integration into the world of storytelling and engagement, Sysco is rebranding as Story Engineers



Choosing the right technological medium is central to every project, whether depicting a tepidarium at the Roman Baths (above) or robots at the Science Museum in London



As Story Engineers, Sysco reimagines space with technology, maximising the potential to create memories and trigger emotions in order to produce an experience that lingers long after the event

storytelling and narrative engagement Sysco have rebranded as Story Engineers. At the heart of every experience is a story that needs to be told, whether that's in an exhibition, a museum, an arena, a visitor centre, a stadium or a theatre.

Through the dynamic developments of technology, there remains an undeniable truth that real-world engagement and collective experiences will forever sit at the heart of who we all are as people. As Story Engineers, Sysco reimagines space with technology, maximising the potential to create memories and trigger emotions in order to produce an experience that lingers with you long after the event.

"It is the trinity of space, storytelling and engineering that are the three pillars of our approach. Stories with a clear narrative need to evolve from the client's creative vision and the challenge is about framing this story within the discipline and physical constraints of the space," says Hugo Roche, Sysco's managing director.

### The methodology grid

The Sysco 'Story Engineering' methodology plays a vital role in this process. It's defined by four key phases; Imagining, Engineering, Implementation and Synthesis. The tool underpinning this approach is best

### CURRENT / FORTHCOMING PROJECTS:

- Brooklands Museum: Aircraft Factory & Racetrack Revival (2017) – Permanent Installation
- Aerospace Bristol (2017) – Permanent Installation
- Snowdonia National Park: Yr Ysgwrn (2017) – Permanent Installation
- National Maritime Museum: Endeavour Galleries (2018) – Permanent Installation

### RECENT PROJECTS:

- Science Museum: Robots (2017) – Temporary Exhibition
- The Roman Baths: Tepidarium (2017) – Permanent Installation
- The Historic Dockyard Chatham (2016) – Permanent Installation
- V&A: You Say you want a Revolution? Records & Rebels 1966-1970 (2016) – Temporary Exhibition
- Lincoln Castle: Revealed (2015) – Iconic Spaces
- Milan Expo UAE Pavilion (2015) – Temporary Exhibition

described as a grid, the cornerstone of the new brand and brand identity. The logo is a visual representation of this, a device to represent the world we live in, framing the different elements of a story and a visual connection between it and the context. It is sometimes as simple as a uniform design interpretation of the space; more often, it is a device used as a framework to interpret the constraints, opportunities and dynamic nature of the space and its objects.

Behind the methodology, the grid and Sysco's evolution is a workforce driven by passion, people and experience delivery. Twenty years of delivery has taught us that nothing works unless it all works and that projects start with people, not systems. Whether working with exhibition/experience designers, fit-out contractors, media creatives or working for end clients, the mission at the very core is to deliver world-class experiences; engineering imagined ideas into powerful realities.

"The focus should always be to find appropriate technology to complement and enhance, not overpower or distract. Our mantra is that technology is an enabler, it should never dominate the story. If it's doing its job correctly, you may never even know it's there," says Graeme Bunyan, Sysco's director of technology. ●

# Blue Planet



The highly anticipated new themed land, Pandora – The World Of Avatar, has opened in Florida. Lauren Heath-Jones shares her experience of Disney’s latest investment

Disney’s Animal Kingdom has recently welcomed a new addition to the park, the long anticipated Pandora – the World of Avatar. Replacing Camp Minnie-Mickey, Pandora – the World of Avatar is a \$500m (€446m, £386m) immersive land inspired by James Cameron’s 2009 Academy Award-winning blockbuster.

The new land is a standalone experience, separate from the story of the films, and set a generation after the events of *Avatar*. The Na’vi (Pandora’s indigenous humanoid species) have achieved peace with humans – thanks to the film’s protagonist, Jake Sully – and have reclaimed their land from the RDA mining company. They have also developed a partnership with travel agency Alpha Centauri Expeditions (ACE) to showcase Pandora as a conservation site, research facility and spectacular eco-tourist destination, dedicated to the study and preservation of the native flora and fauna.

The theming, in typical Disney style, is breathtaking, with the Pandora experience

starting the moment guests set foot on the bridge that connects it to Discovery Island. From the first step, you’re in the world of Cameron’s imagination; a world originally achieved through CGI technology, now flawlessly rendered in real life.

## Magical planet

It’s easy to believe that you’ve arrived on a lush and beautiful planet, that is both alien and familiar. With its floating mountains, interesting and beautiful plant life, stunning water features and the



Avatar director James Cameron (above) attended the Pandora launch; Na’vi River Journey travels into a bioluminescent forest





The Valley of Mo'ara, with its floating mountains, is the backdrop for the US\$500m (€446m, £386m) attraction

“ FROM THE FIRST STEP, YOU'RE IN THE WORLD OF CAMERON'S IMAGINATION; A WORLD ORIGINALLY ACHIEVED THROUGH CGI TECHNOLOGY, NOW FLAWLESSLY RENDERED IN REAL LIFE ”

sounds of exotic and unknown animals filling the air, Pandora is captivating.

On entry, guests are welcomed with a sign briefly explaining the Na'vi partnership with ACE and are greeted by a gigantic alien plant, a purple and green pod known as a Flaksa Reclinata, that interacts with guests by spouting steam and water when touched.

I spent my first 15 minutes in Pandora taking in the spectacle, before heading straight for Avatar Flight of Passage ride, stopping only to look on in awe at the floating mountains. Accomplished with a combination of steel rods, forced perspective and the magic of Disney's Imagineers, it's these mountains, more than anything, I think, that make you believe you're on another planet.

**Technical issues**

I was brought back down to Earth with a bump, however, when I arrived at Avatar Flight of Passage to find it was closed, alongside Pandora's other major attraction, the Na'vi River Journey. The Na'vi River Journey was shut due to technical difficulties and Avatar Flight of Passage due to an emergency that was never fully explained, but was rumoured to be a fire.



**LOCATION**  
Pandora – World of Avatar is located at Disney's Animal Kingdom at Walt Disney World Resort in Lake Buena Vista, Orlando, Florida.

**ADMISSION PRICES**  
A one-day ticket costs US\$119 (£91, €102) for an adult and US\$113 (£86, €97) for a child. A two-day ticket costs US\$220 (£169, €189) for an adult and US\$207 (£159, €177) for a child.

**Avatar 2 is expected to hit cinemas in December 2018, almost a decade since production was first announced**

Having opened only two weeks previously, hiccups were to be expected, but I couldn't help feeling disappointed. Anticipating huge crowds, I'd headed early to Pandora in an attempt to avoid the long lines. Now it seemed queues would be inevitable.

The Cast Members at this time were courteous and professional, but not

# AM2 MYSTERY SHOPPER



Pandora covers 12 acres and has two signature rides; (below) the queue line for Flight of Passage

▶ particularly helpful. It wasn't made clear why we were being evacuated.

## Queue quandry

Once the technical issues had been resolved, I headed back to Pandora. Queue times were in excess of three hours and unfortunately there were no single-rider queues and fast passes for the day for both rides had long since sold out, and I'd been unable to get them through the app. Realising that I was facing a three hour wait by myself – an unthinkable tedious task – the Cast Member felt sorry for me and gave me fast pass access, becoming my favourite person in the process.

The only downside to the fast pass queue was missing out on the extensive theming throughout the queue line. I have since heard that the staging

is incredible, reminiscent of a film set, with meticulous attention to detail and a floating avatar in an incubation tank serving as a spectacular focal point, but when on a short trip as I was, I just couldn't justify the time.

## Flight of Passage

Avatar Flight of Passage is a 3D augmented reality flying simulator ride. Riders are taken on a spectacular journey across the Pandoran landscape, on the back of a banshee (a large bird-like predator native to Pandora).

Riders sit astride the body of a bike and are clamped into place, before they are neurologically connected to their avatar. It essentially provides the rider with the same experience that Jake would have had in the film. It is one of the best rides I

## PLACEMAKING PANDORA

**Joe Rohde,**  
Walt Disney  
Imagineering  
portfolio creative  
executive,  
who joined  
Imagineering in



1980, was lead designer on Disney's Animal Kingdom before heading up the Avatar – World of Pandora project.

The two worlds work seamlessly thanks to a shared design philosophy. Disney's Animal Kingdom and Pandora are both about the intrinsic value of nature and the idea of transformation through adventure, says Rohde.

"The World of Pandora is meant to be real," says the veteran creative. "The story we're telling about Pandora is our own story, Animal Kingdom's story. And we're setting it long after the films, so we can talk about Pandora in a way that harmonises with Animal Kingdom itself."

"At Disney's Animal Kingdom we try to make the experiences you are having relate to experiences in the world. It's not exactly a fantasy, it's more like a journey to another land," Rohde says, giving as an example the Africa and Asia zones, which are based on real-world places with design and architecture recreated as closely as possible to the real thing.

The same is true in Pandora. For example, the Imagineers created Na'vi crafts by drawing on Indonesian weaving techniques. The use of natural elements like water features, plants and trees and animals helps make the Pandoran environment feel authentic. Disney Imagineers also created a soundscape that evokes an alien jungle and there are plenty of signs of the Na'vi culture, like cave paintings and totems.

have ever experienced. It was completely immersive and multi-sensory, with bursts of wind whipping my hair, sea spray splashing my face and a sweet, earthy scent permeating the air when flying through the rainforest. There was even an incredible moment where the seat mimicked the panted breathing of the banshee. It was truly incredible and emotional. I left the ride feeling elated and a little bit tearful.

## Retailing

After riding Flight of Passage I spent some time in Windtraders, Pandora's gift shop. The first thing that struck me about Windtraders was the total





Pandora's plants are bioluminescent and interactive. A soundscape was specially created to make it feel like an alien jungle



In the 4½-minute Na'vi River Journey, guests travel on a reed boat and meet a 10-foot-tall audio-animatronic Na'vi Shaman of Songs



# AM2 MYSTERY SHOPPER



The Satu'i Canteen is themed around a former RDA mess hall



“ WHILE SORELY TEMPTED TO DROP \$70 ON A NA’VI IN MY OWN IMAGE, I RESISTED AND SETTLED FOR A VEIN POD KRISPY TREAT INSTEAD ”

► absence of general Disney merchandise, which has been eschewed for a wide variety of souvenirs, including t-shirts, mugs, plush, action figures, clothing and collectible items, themed around the Avatar universe, ensuring the guest is totally immersed in Pandora, where the inclusion of Mickey and others would shatter the illusion.

Windtraders has three in-store experiences exclusive to Pandora. The first involves a small, mechanical banshee, that was very popular with guests. The banshees perch on their owner’s shoulder, via a cross body shoulder strap, and are controlled by a handheld device that allows them to move their heads and flap their wings. Guests are guided through an official ceremony, bonding the banshee to its new owner once it has been purchased.

With a reservation, guests can create a custom Na’vi action figure in their own likeness. A facial scan is carried out and

## WHAT’S THE SCORE?

Staff 9/10  
Cleanliness 10/10  
Toilets 7/10  
Experience 9/10  
Value for money 8/10  
Overall experience 9/10

guests can then choose their figure’s facial features and body type, as well as additional extras including clothes and accessories. While sorely tempted to drop \$70 (£54, €60) on a Na’vi in my own image, I resisted and settled for a Vein Pod Krispy Treat instead.

The third experience was an interactive station where guests could create their very own, authentic Na’vi necklaces.

## Na’vi River Journey

I headed for the Na’vi River Ride. With queue times over three-and-a-half hours, I decided to head out of Pandora, stopping to ask a Cast Member when to return for reduced queue times. I was told that late

afternoon was my best bet, as Pandora gets really busy at night with guests queuing to see the bioluminescent wonderland that Pandora transforms into after dark.

A few hours later, the waiting time for the Na’vi River Journey had reduced by more than half. The time went quickly, thanks to the stellar staging throughout the queue line, which meant that there was always something interesting to see and interact with, and Disney providing free Wi-Fi. Before I knew it, I was heading into the ride.

The Na’vi River Journey is a traditional river ride, in a similar vein to Disney classics like the Pirates of the Caribbean and It’s a Small World attractions. Guests are taken on an tour down the Kasvapan River, through gorgeous, bioluminescent rainforest, in search of the Shaman of Songs. Riders are treated to animal sightings and rare glimpses of the Na’vi, before coming face to face with the Shaman, an impossibly real-looking audio-animatronic – and Disney’s most sophisticated to date. The ride is executed beautifully. I only wish I’d experienced it first so I could fully appreciate it for the work of art it is. However, for me, its brilliance is overshadowed by that of Flight of Passage.

Pandora – the World of Avatar is a stunning new attraction, and its placement at Disney’s Animal Kingdom has breathed life back into this park, making it a new priority for visitors as a result of this tactical investment ●



Visitors can purchase a small mechanical banshee in the Windtraders retail experience



# SCREAM PARK

With the Halloween season fast-approaching, operators around the world are ready to terrify their visitors as they reach for a slice of October’s lucrative pumpkin pie.

A firm staple of the attractions sector, prompting millions of people to visit theme parks and other attractions worldwide, Halloween is worth more than US\$7bn (€5.8bn, £5.3bn) a year to the US market alone – and the event is the second-largest commercial programme only to Christmas.

What’s on offer for the crowds in search of a scare this year? AM2 had a look at some of the biggest, most impressive and most intriguing projects to make their Halloween debuts in 2017.

Thorpe Park made its *Walking Dead* announcement by creating a gory “living” billboard in London



## THE WALKING DEAD ARRIVES AT THORPE PARK

Earlier this year, Merlin’s Thorpe Park promised to “up the ante” in the lead up to Halloween, and the operator has delivered, confirming plans to bring global IP *The Walking Dead* to the park for its popular Fright Night events in a deal exclusive to the UK.

The new attractions will both be horror mazes, one indoor and one outdoor. The first maze, called *The Walking Dead: Living Nightmare*, sees visitors experience iconic scenes seen in season seven of the show, with the maze centred around the character Negan. The second maze, *The Walking Dead: Sanctum*, has guests following in the footsteps of survivors, as they attempt to navigate their way past the roaming walkers, or risk capture.

Thorpe Park kicks off its largest ever Fright Night event on 29 September, with the event running until 31 October – more days than ever before. Attractions returning for this year’s event include *SAW Alive*, *Big Top* and *Platform 15*.



## GUARDIANS' HALLOWEEN MAKEOVER

Disney's new *Guardians of the Galaxy* ride at California Adventure is getting a makeover for Halloween, with a new story called *Monsters After Dark* putting visitors on a mission to rescue Groot from the Collector and his monsters.

By day *Guardians of the Galaxy – Mission: Breakout!* will operate as normal, but once the sun sets each evening during Halloween time at Disneyland, it will transform into *Guardians of the Galaxy – Monsters After Dark*.

In the story for this new attraction, the Guardians have escaped The Collector's Fortress, but accidentally left Groot behind. Guests are enlisted by Rocket to distract the creatures that have been released inside The Collector's Fortress so he can find Groot.



*Monsters After Dark* features a composition written by *Guardians of the Galaxy Vol. 2* film composer Tyler Bates

## NEW LINE UP FOR KNOTT'S



Knott's Berry Farm – one of the originators of Halloween at theme parks – started its festivities in 1973, with its Scary Farm event growing year-on-year with more than 400,000 annual visitors.

The operator debuts three new mazes this year out of a total of nine. The first, called *Trick or Treat: Lights Out*, is an interactive maze using a "faulty" torch, as visitors explore a haunted house.

Its second maze, called *Pumpkin Eater*, is set around *The Hollow*, with guests going on a journey around a town with the same name where they will face a "cave of insects" and have to solve a maze of thorns blocking the exit.

The third new maze, aptly named *Dark Ride: Castle of Chaos*, is set inside an 'abandoned' dark ride where visitors must explore the attraction, populated by its shunned performers.

## UNIVERSAL'S HORROR SPECTACULAR

Never one to be outdone when it comes to this time of year, Universal Studios has gone all out once again for this year's Halloween Horror Nights.

A new *Saw*-themed maze is coming to the park to coincide with the theatrical release of the franchise's eighth movie, *Jigsaw*, which comes out in October.

A change from the park's other Halloween attractions, *Saw: The Games of Jigsaw*, will place visitors into traps associated with the franchise, including *The Razor Wire Maze* and *The Reverse Bear Trap*. Additionally, traps from the

upcoming film will be present in the form of a "living preview".

As well as the new *Saw* maze, Blumhouse Productions, responsible for horror flicks such as *The Purge*, *Sinister* and *Insidious* will be bringing those IPs to life in a house based on the three franchises.

"The advantage to creating a house with multiple IPs living inside its decaying walls is each scene is a completely different world," said Charles Gray, show director for Halloween Horror Nights. "What ties the scenes together are the otherworldly themes that run in all of the films."



A number of new mazes feature at this year's Halloween Horror Nights

Dark Harbour has become a popular event for the Queen Mary



**HIGH SEAS FRIGHTS**

The Queen Mary, now a hotel, historic landmark and entertainment venue – will host its annual pop-up Dark Harbour event this year, with new experiences including a new maze and ice bar.

This year’s event features a fourth maze on-board for the first time in the ship’s history, with ‘Feast’ exploring parts of the ship never-before accessible to guests during Dark Harbour. Based on the fictional story of a chef during World War Two who would prep soldiers for his dishes before being caught, visitors must escape the chef and his henchmen or risk being “served”.

The all-new ice bar, called The Meat Locker, is an extension of the experience, themed as the chef’s freezer where he “puts his latest victims on ice”. Chilled to 7°F (-14°C), guests will spend 20 minutes inside the bar, with offerings including a selection of flavored vodkas.

The meat theme continues with ‘Chef’s Feast Experience’ – a VIP addition where the Chef himself will take visitors on a trip through the galley in the brand new maze.

The newest addition to the horror lineup this year is Feast, with the ghost of an evil chef hunting down victims on board the Queen Mary (left)



Visitors must escape zombies across a 100,000sq m area at Everland



### SOUTH KOREA'S ZOMBIE CITY

South Korea's largest theme park, Everland, started its Halloween festivities early this year, debuting "Blood City" for its visitors on 7 September. Covering 100,000sq m (25 acres), the park's sprawling Alpine Area, Amazon Express and Safari World areas have fallen victim to an outbreak, closed off by the authorities. Everland's visitors are set the task of venturing into the area to search for survivors.

At the city's entrance, a makeup area will allow guests to be made up as zombies, but inside there will 100 zombie actors exploring the compound, ready to rush unsuspecting visitors. Zombie flash mobs and opportunities to take selfies with the zombies will also be part of the experience.



A makeup station also allows guests to be painted up as zombies

### AND FINALLY

If all that is a bit much, there's always the option of Mickey's Not-So-Scary Halloween Party at Disney World in Florida.

The light-hearted Disney take on Halloween includes a ride of the headless horseman, a supernatural fireworks display and trick or

treat station offering sweets and healthy alternatives. Visitors will also get the chance to meet, greet and pose with Disney characters decked out in Halloween costumes.

The event started on 25 August – its earliest debut ever – and runs until 31 October.



The Disney Halloween offering focuses on fun rather than fear



Eleven Arches is looking for talented individuals to join its Marketing and Production teams as 'Kynren – an epic tale of England' moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart. The roles offer successful candidates the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.



**We are recruiting for key marketing positions which will enable us to build our brand and develop opportunities and channels for ticket sales.**

### **DIRECTOR OF MARKETING & COMMUNICATIONS**

The Director of Marketing and Communications is responsible for maximising all streams of revenue, through developing B2C and B2B sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community. Reporting to the Chief Executive Officer, you will be responsible for orchestrating and driving the overall marketing strategy and leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels and optimise the customer booking journey. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

### **HEAD OF BUSINESS DEVELOPMENT**

We are looking for an experienced marketing professional to drive the strategic development of our sales channels - trade, partnership and consumer - and deliver the marketing plan to achieve our sales objective. Reporting to the Director of Marketing and Communications, you will be responsible for the day-to-day running of all marketing operations, building the presence and profile of Kynren and Eleven Arches in the North East, nationally and internationally, building relationships with the travel industry and developing programmes and packages to help us broaden the reach and appeal of Kynren to new and growing audiences. You will also work closely with the communities, councils, organisations and businesses in Bishop Auckland, County Durham and the North East to develop their collaboration with and support for Kynren.

### **HEAD OF COMMUNICATIONS**

We are looking for an experienced communications professional who will be instrumental in creating PR opportunities and engineering engaging content. If you have journalistic tendencies, an ear for good story and flair for great copy, this role could be ideal for you. Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

**In addition, we are keen to hear from individuals with a background in show production to assist with the delivery of our world-class show:**

### **STAGE MANAGER**

You will be instrumental in assisting the Creative Director and the Creative & Production Team to deliver the best possible performances of Kynren from the start to the close of each season. In addition to being involved in the technical and creative aspects of the production, this role also involves leading the cast and crew during rehearsals and throughout the performance season.

### **ASSOCIATE PRODUCER**

Acting as a hub and support the Creative Director, the Producer and Executive Producer in co-ordinating all activities undertaken by various departments within the organisation, you will ensure that deadlines are met and that preparations for the show run smoothly. This project management role is pivotal in enabling the creative team to concentrate on the creative aspects, and head of departments to deliver on their respective mandates.

**For more information and to apply with your CV and covering letter, please visit: <http://lei.sr?a=J6i4Y>**

For more details on the following jobs visit [www.am2.jobs](http://www.am2.jobs) or to advertise call Sarah on +44 (0)1462 471908



● **Promotions and Education Manager, London Zoo**

Zoological Society of London  
Job location: Camden, London, UK

● **Stage Manager**

Kynren  
Job location: Bishop Auckland, UK

● **Head of Communications**

Kynren  
Job location: Bishop Auckland, UK

● **Head of Marketing**

Kynren  
Job location: Bishop Auckland, UK

● **Director of Marketing**

Kynren  
Job location: Bishop Auckland, UK

● **Operations Manager**

The Fairground Heritage Trust  
Job location: Milford, Devon, UK

● **Regional Controller**

Madame Tussauds  
Job location: New York, United States

● **Associate Producer**

Kynren  
Job location: Bishop Auckland, UK

● **Guest Experience Host - Education Team**

Sea Life  
Job location: Michigan, Detroit, MI, United States

● **Retail Director**

Legoland  
Job location: Carlsbad, CA, United States

For more details on the above jobs visit [www.am2.jobs](http://www.am2.jobs)

**LOTTERY FUNDED** City of Stoke-on-Trent

**Stoke-on-Trent City Council is advertising the opportunities to operate Pleasure Boats and Amusement Attractions at Hanley Park, Stoke-on-Trent.**

Situated in the city's University Quarter midway between the City Centre and the main railway station, Hanley Park annually welcomes 1 million visitors. Thanks to a 4.6 million grant award from the Heritage Lottery Fund, the park is currently being regenerated through an exciting £6 million comprehensive restoration scheme, scheduled for completion in summer 2018.

Such significant investment is enabling Hanley Park to re-establish itself as a successful, high quality visitor attraction of regional importance, providing visitor facilities expected of such a city park. It is anticipated that the annual visitor numbers will increase by 40% once the project is complete to 1.4 million.

The City Council is offering a minimum 10 year contract for the following opportunities on a customer pay and play basis, located in the newly restored park:

**Pleasure Boats**  
To be run for 6 months a year, and to include the lease of a wet/dry dock in the boathouse and the licence to operate on the lake, landing platform and to moor on the central island. Vessels can include rowing boats, canoes, kayaks, pedalos or electric boats.

**Amusement Attractions**  
To operate up to five mobile and/or semi-permanent amusement attractions in the park and could include Inflatables, Children's Rides, Mini Cars, Trampolines, Mini Golf, Donkeys, Any other suitable attraction.

To apply for the above opportunities and for a detailed tender brief, contact Stoke-on Trent City Council at: [www.stoke.gov.uk/homepage/74/tender\\_and\\_quotation\\_opportunities](http://www.stoke.gov.uk/homepage/74/tender_and_quotation_opportunities)

Walsall Council wishes to seek views and opinions from the marketplace on the proposal to grant a long-term leasehold interest in the town's New Art Gallery.

The council wants to gauge the level of interest and welcome innovative solutions that could meet the Council's objectives and financial challenges as well as meeting Arts Council of England's funding requirements.

The New Art Gallery is an iconic arts venue in Walsall, West Midlands. It has international significance. The Gallery is recognised by Arts Council England (ACE) as a National Portfolio Organisation, and is jointly funded by ACE and Walsall Council.

The aspiration is for the New Art Gallery Walsall to retain its status as a National Portfolio Organisation, and to continue to provide high quality cultural and education services to the people of Walsall and the West Midlands.

The Council wish to secure a viable and sustainable future for the New Art Gallery Walsall, and recognise that this will need to involve a very significant reduction on the dependency on the annual Council subsidy.

The Council and ACE wish to explore innovative new governance, funding and management structures; to develop an exciting and ambitious vision and proposition to engage the people of Walsall and beyond; to raise aspirations and civic pride through the delivery of a world class cultural offer.

The Prospectus sets out the nature of the opportunity, and details of the exhibitions and collections held at the Gallery. In the first instance interested parties should contact: <https://in-tendhost.co.uk/walsallcouncil>

to request a copy of this prospectus and a supplementary questionnaire which we ask if you to complete and return.

# LVMH to turn Paris garden into a €60m theme park to ‘rival Disneyland’

Luxury goods giant LVMH have announced a €60m (US\$71.4m, £55m) plan to turn Paris’ 19th-century leisure park, the Jardin d’Acclimatation, into one of France’s top three most-visited theme parks.

Work to restore the historic sections of the park and to build 17 new attractions – many of which will be themed around the steampunk genre – began on 4 September and is expected to last until May 2018.

The park has been managed by LVMH since 1984, which owns an 80 per cent stake in partnership with Compagnie des Alpes, which owns the remaining 20 per cent.



Restoration work on the park started on 4 September

LVMH have stated the project will widen the appeal of Jardin, hopefully increasing visitor numbers up to three million annually by 2025.

LVMH is also working on another Paris attraction,

having unveiled plans in March to renovate the disused Musee National des Arts et Traditions Populaires, located adjacent to the Jardin d’Acclimatation.

More: [http://lei.sr?a=p4K5C\\_A](http://lei.sr?a=p4K5C_A)

# IT pop-up attraction comes to Hollywood

A pop-up attraction landed on Hollywood’s Walk of Fame last month, with a recreation of the house from the remake of Stephen King’s *IT* opening to the public ahead of the movie’s release on 8 September.

Created by Warner Bros, the haunted house was extremely popular following its opening, with average queue lines upwards of two hours and online reservations sold out through its run, which ended on 10 September.

Exploring in “Loser Club” groups of seven guests were guided by “Georgie”, with the experience lasting roughly 20 minutes. Inside the 5,000sq ft (464sq m) attraction, guests – who had to sign a waiver before entering – experienced “pneumatic



A remake of *IT* hit cinemas worldwide on 8 September

surprises, live actors, animatronic characters, and state-of-the-art lighting, audio, and video”.

The recently-released *IT* is the first of a planned US\$45m (€37.8m, £34.7m) duology based on the 1986 Stephen King horror novel of the same

name. It also aired as a 1990 two-part miniseries, which revolve around a predatory alien shapeshifter with the ability to transform itself into its prey’s worst fears, allowing it to exploit the phobias of its victims.

More: [http://lei.sr?a=F3K2R\\_A](http://lei.sr?a=F3K2R_A)

## American Association of Museums (AAM)

T: +1 202 289 1818 W: [www.aam-us.org](http://www.aam-us.org)

## Association of American Zoos & Aquariums

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

## Association of Art Museum Directors

T: +1 212 754 8084 W: [www.aamd.org](http://www.aamd.org)

## Association of Independent Museums (AIM)

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

## Association of Leading Visitor Attractions (ALVA)

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

## Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: [www.astc.org](http://www.astc.org)

## Association of Scottish Visitor Attractions (ASVA)

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

## Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

## Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: [www.aalara.com.au](http://www.aalara.com.au)

## European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: [www.eaasi.org](http://www.eaasi.org)

## European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: [www.eaza.net](http://www.eaza.net)

## European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: [www.ecsite.eu](http://www.ecsite.eu)

## Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: [www.giantscreencinema.com](http://www.giantscreencinema.com)

## Historic Houses Association (HHA)

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

## Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: [www.iaapi.org](http://www.iaapi.org)

## International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: [www.iaapa.org](http://www.iaapa.org)

## International Planetarium Society

T: +1 808 969 9735 W: [www.ips-planetarium.org](http://www.ips-planetarium.org)

## Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: [www.iscan.ie](http://www.iscan.ie)

## Museums Australia

T: +61 2 6230 0346 W: [www.museumsaustralia.org.au](http://www.museumsaustralia.org.au)

## National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: [www.farmattractions.net](http://www.farmattractions.net)

## NAVET

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

## Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: [www.oaba.org](http://www.oaba.org)

## The Aquarium & Zoo Facilities Association (AZFA)

E: [rff@tnaqua.org](mailto:rff@tnaqua.org) W: [www.azfa.org](http://www.azfa.org)

## The Canadian Museums Association

T: +1 613 567 0099 W: [www.museums.ca](http://www.museums.ca)

## The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: [www.canadiansciencecentres.ca](http://www.canadiansciencecentres.ca)

## Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: [www.teaconnect.org](http://www.teaconnect.org)

## World Waterpark Association (WWA)

T: +1 913 599 0300 W: [www.waterparks.org](http://www.waterparks.org)

## Zoo & Aquarium Association

T: +61 2 9978 4797 W: [www.zooaquarium.org.au](http://www.zooaquarium.org.au)