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# AM2

The news & jobs magazine  
from Attractions Management

AM2.jobs

10 JANUARY 2018 ISSUE 95

## Loro Parque expands across Canaries with €30m aquarium

Attractions operator Loro Parque has launched the latest addition to its Canary Islands attractions portfolio – the €30m (US\$35.6m, £26.6m) Poema De Mar aquarium in Gran Canaria.

Sitting in the port area of Las Palmas, just 200m (656ft) from the popular Las Canteras beach, the Poema De Mar (which translates as ‘Poem of the Sea’) is the first Loro Parque development outside of Tenerife.

Featuring 38 display tanks and 350 species of fish, birds, small mammals, amphibians and reptiles, the 12,500sq m (134,500sq ft) venue has been masterplanned by Spanish architecture firm VDR Designs, with a focus on renewable energy and sustainability.



The aquarium has the world's largest curved window exposition

“We can also count on the tourists who come to Gran Canaria because, up to now, this kind of attraction has been missing. I think we can draw quite a lot of people.”

When exploring the aquarium, visitors will go through three areas covering surface marine ecosystems, deep marine ecosystems and freshwater species. The final area, ‘Deep Sea’, features the world’s largest curved window exposition, which is 36m (118ft) long and 7.3m (24ft) high.

The aquarium is not the only new attraction planned for Gran

Canaria, with the Kiessling Group set to build a €60m (£52.7m, US\$67m) waterpark, which is scheduled to open in 2020.

“We’re right in the harbour, next to where the cruise ships arrive, so that’s a whole new market for us,” said Loro Parque founder Wolfgang Kiessling, speaking to AM2.

More: [http://lei.sr?a=a8q9y\\_A](http://lei.sr?a=a8q9y_A)

## ‘World’s largest picture frame’ puts Dubai in portrait

The world’s largest frame has opened in Dubai, offering a surreal and symbolic perspective of the emirate’s architectural landmarks.

The structure, which measures 150m (492ft) high and 93m (305ft) wide, is formed of two towers in Zabeel Park. The towers are connected by a 100sq m (1,076sq ft) bridge located 48 storeys above the ground, from which visitors can observe the surrounding cityscape. At ground level, the resultant rectangle frames towers including the Burj Khalifa – the world’s tallest building.

The AED160m (US\$43.5m, €36.2m, £32.3m) project, called the Dubai Frame, was originally designed by Mexican architect Fernando Donis following an international competition in 2009 –



The Frame opened to the public this month

although he has claimed he was pushed aside following the win, with the building redesigned without him.

The Dubai Municipality has previously said that the Frame will attract as many as two million tourists a year, and a museum on the ground floor has opened showcasing Dubai’s transformation from fishing village to metropolis.

Starting from the mezzanine level, projections, mist effects, smells and motion evoke the feeling of being in old Dubai.

Visitors are taken up to the bridge’s partially glass-floored Sky deck to experience 360-degree views of Dubai, with augmented reality-activated screens identifying buildings and landmarks.

More: [http://lei.sr?a=z2q5W\\_A](http://lei.sr?a=z2q5W_A)

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The sign for Ireland's latest tourism campaign travelled into space via weather balloon

## Ireland uses Star Wars to boost tourism

Tourism Ireland has taken its *Star Wars* visitor campaign to a whole new level, by launching its latest project in space.

Hoping to draw extra-terrestrial eyes and possibly those a little closer to home, the interstellar campaign was launched via a weather balloon into space, to celebrate the release of *Star Wars: The Last Jedi* in December.

The billboard features an image of Unesco World Heritage site Skellig Michael, with the ad promoting "Earth's Wild Atlantic Way", 33,390m (109,500ft) above sea level.

Since the release of the first *Star Wars* film in the new trilogy, visitor figures to the island have increased, rising to 14,000 in 2016 and 16,775 in 2017.

More: [http://lei.sr?a=W8d6n\\_A](http://lei.sr?a=W8d6n_A)

## Glenn Murcutt and Wendy Lewin design submerged home for opal museum

Glenn Murcutt and Wendy Lewin are designing a museum in the Australian Outback to showcase the world's greatest public collection of rare opalised fossils from the Age of Dinosaurs.

The Australian Opal Centre will be built in the mining town of Lightning Ridge, constructed within a giant void excavated from the earth in 2013. The project is being funded

by the New South Wales government, business donations and crowdfunding.

Visitors will approach via the historic Three Mile opal field and into a structure "recessed into, and protected by the earth".

The journey will then continue into the permanent exhibitions, education and learning facilities, a cinema, gallery



The Australian Opal Centre will be built in Lightning Ridge

spaces, a research library, a scientific laboratory and underground gardens.

The design will be brought to life using a combination of ancient and modern technologies that allow the building to provide its own energy, water, light and fresh air, without being connected to mains power.

More: [http://lei.sr?a=y9b4D\\_A](http://lei.sr?a=y9b4D_A)

## Fire meets wood as Alton Towers unveils £16m rollercoaster

Alton Towers theme park has revealed details of its secret two-year ride project – a wooden coaster with a six-storey flaming structure as its centrepiece.

The first such ride to combine wood and fire according to Merlin, the £16m (US\$21.6m, €18m) 'Wicker Man' has been created by Great Coasters International.

While sharing its name with the 1970s British cult horror film starring Christopher Lee, the ride is actually inspired by the beliefs of multiple cultures.

The 57.5ft-tall (17.5m) 'wicker man' will burst into flames as riders race through the flaming structure three times during the course of the ride.

The park said it has used the "latest in proven safety technology" and that rigorous testing is taking place before launch.

Plans for the ride were first submitted in June 2016, showing the 2,028 ft-long (618m) wooden coaster replacing the park's flume ride.

Then called 'SW8' or 'Secret Weapon 8', a design and access statement submitted by Nathaniel Lichfield & Partners said the coaster



The wicker man will burst into flames as riders race through the flaming structure three times

will be made of dark-stained timber elements, predominantly made of southern yellow pine.

The statement also said the ride will include themed sound tunnels, as well as an area at the entrance to the ride which will feature a 140-second pre-show for up

to 50 people. A new themed area around the attraction, which will feature a shop, games unit and food kiosk, is also included.

The ride has been set an opening date of Q2 2018 in time for the summer season.

More: [http://lei.sr?a=U3N5t\\_A](http://lei.sr?a=U3N5t_A)

## New designs show ski attraction for power plant's rooftop

Danish landscape architects SLA have revealed their final design drawings for the rooftop park set to adorn Bjarke Ingels Group's (BIG) forthcoming Amager Resource Center – one of 2018's most-anticipated buildings.

The centre, located in an industrial area of Copenhagen, is a waste-to-energy plant with unique public offerings – including a climbing wall on one facade and a 500m ski slope down its descending roof.

Both the slope and a surrounding rooftop park and activity landscape have been masterplanned by BIG, with SLA collaborating with the firm to deliver the 16,000sq m (172,000sq ft) project.

Their newly released design drawings reveal how hiking trails, playgrounds, street fitness zones, trail running, vantage points and shelters will be incorporated into the nature-filled scheme.

"The project has been very challenging," said SLA partner Rasmus Astrup. "Not only because of the extreme natural – and unnatural – conditions of the site and the



Multiple leisure activities will be incorporated into the rooftop scheme

rooftop itself, which put severe stress on plants, trees and landscape, but also because we've had to ensure that the rooftop's many activities are realised in an accessible, intuitive and inviting manner.

"The goal is to ensure that Amager Bakke will become an eventful recreational public space with a strong aesthetic and

sensuous city nature that gives value for all Copenhageners – all year round."

The plant is expected to provide 160,000 homes with hot water and power 62,500 homes in the Danish capital. Engineering firm MOE and landscape contractor Malmos are working alongside SLA and BIG on the project.

More: [http://lei.sr?a=q6D6h\\_A](http://lei.sr?a=q6D6h_A)

## Work begins on Hungary's Museum of Ethnography

Construction of the new Museum of Ethnography is underway in Budapest, Hungary.

Site clearance has begun in Városliget (City Park) and work started on the foundations of the 31,400sq m (338,000sq ft) building, which will be formed by a gradually curving convex volume with an intricate, partly-golden patterned facade and a grass-covered roof.

Hungarian architects Napur won an international design competition for the project in May 2016 – overcoming high-profile competition from 14 other design teams, including the likes of MVRDV, Bjarke Ingels Group (BIG) and the Office for Metropolitan Architecture (OMA).

“Innovation for us does not mean for us to use new technologies or new materials,” said Napur senior architects Marcel Ferencz and György Détári, speaking to *AM2* after the win.

“It’s using common structures and materials to achieve the dreamt of architectural effect.”



The quarter has been projected to draw an extra 300,000 tourists to Budapest every year

Architects and designers Rudolf Mihály, Orfi József, Bodonyi Csaba, Dávid Papp and Exon 2000 are also involved in the project, which will house a collection of more than 400,000 of Hungary's historical documents.

The Museum of Ethnography is a major component of a wider HUF75bn (US\$285m, €240m, £213m) museum quarter scheme in Budapest's City Park. *More: [http://lei.sr?a=g9r8r\\_A](http://lei.sr?a=g9r8r_A)*



The Pavilion will move to Kuala Lumpur

### Serpentine Pavilion finds home in Malaysia

Diébédo Francis Kéré's acclaimed 2017 Serpentine Pavilion – one of London's architectural highlights last year – has found a new home in Malaysia.

The ILHAM Gallery in Kuala Lumpur has announced it has been able to acquire the popular pavilion “due to the generous donations by our philanthropic friends and supporters”.

The structure will be transported to Malaysia early this year, and ILHAM plans to eventually install it in a public space for the Malaysian public. Details of the exact location are yet to be revealed.

*More: [http://lei.sr?a=s5p9m\\_A](http://lei.sr?a=s5p9m_A)*

## King Richard III car park gets heritage status from Historic England

A car park in Leicester that famously turned out to be the burial place of King Richard III has been given protected status by Historic England.

The medieval Greyfriars site where Richard was laid to rest in 1485 following his death in the Battle of Bosworth now lies beneath the car park, which has been listed as a monument.

The designation means the site – which dates back to 1220 – would require developers to obtain special consent before work or changes can be made.

“The discovery of Richard III's skeleton was an extraordinary archaeological find and an incredible moment in British history,” said minister for Arts, Heritage and Tourism John Glen. “By protecting this site as a scheduled monument, we're ensuring



Richard's face has been recreated based on the remains

the remains of this once lost medieval friary buried under Leicester are preserved for future generations.”

The discovery of the remains of Richard led to a tourism boost for Leicester, with a visitor centre opened in July 2014.

*More: [http://lei.sr?a=A4T2N\\_A](http://lei.sr?a=A4T2N_A)*



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# SIMWORX FLYING HIGH

Simworx launches the Mini Flying Theatre, a smaller footprint, budget-friendly option using the latest cutting-edge ride technology

**D**ynamic simulation attractions specialist Simworx has added a new attraction to its product range – the Mini Flying Theatre. Developed as a less expensive option to the larger Flying Theatre, also offered by Simworx in partnership with Dutch ride manufacturer Mondial, the Mini Flying Theatre brings this increasingly popular type of attraction into the reach of smaller operators, with both a more accessible price range and smaller overall footprint, but still utilising the latest, cutting-edge ride technology.

Featuring an immersive, large-format, quarter-dome screen concept, the Mini Flying Theatre offers 20 seats, which are accessed via entrance and exit routes on side gangways from a pre-show area, providing for an approximate hourly capacity of up to 250 guests. Riders are seated in a normal horizontal plane in four rows of five, two on each side of a central holding structure, one behind the other. As the attraction cycle begins, the seats are lifted into the air in a smooth transition to panorama mode in front of the dome screen, with the rear rows moving above those in front.

### Unique movements

Riders experience unique movements fully synchronised to the movie being played on the screen, including programmable heave and tilt along with forward and backward motion, while the sensation of flying is enhanced by the riders' legs dangling freely.

### TURNKEY SOLUTION

As with all its products, Simworx offers a full turnkey package for the Mini Flying Theatre which includes:

- In-theatre effects
- 3D projection system
- Surround sound
- Show control equipment
- Theming
- Pre-show/post-show
- Custom film productions
- 3D glasses and glasses cleaning machines

In-show effects such as water spray, wind, snow, bubbles, smoke and special-effects lighting provide operators with a truly sensational ride, which is sure to excite, surprise and entertain guests of all ages.

The Mini Flying Theatre is supplied with surround-sound audio and an HD2K or 4K 3D projection system. In addition to the motion synchronisation, the attraction is fully interfaced to projection and sound systems and uses custom show reels on a digital format AV solution. Retractable safety monitored seatbelts are also incorporated as a standard feature.

### Competitive price point

“The Mini Flying Theatre is a great addition to our product range and provides operators of all kinds of venues with an opportunity to add such an attraction at a very competitive price point,” says Terry Monkton, Simworx managing director.

“Flying Theatres are proving popular with the whole family – something we have seen with our larger, 60 seat models. But for those with smaller budgets, they have often not been a realistic option. This latest Simworx development makes the possibility of adding a Flying Theatre much more credible for many more operators and I’m delighted we’ve now added it to our ever-growing range of media-based attractions.”

The first example of Simworx’s newest product has already been sold and will make its debut in March 2019. ●

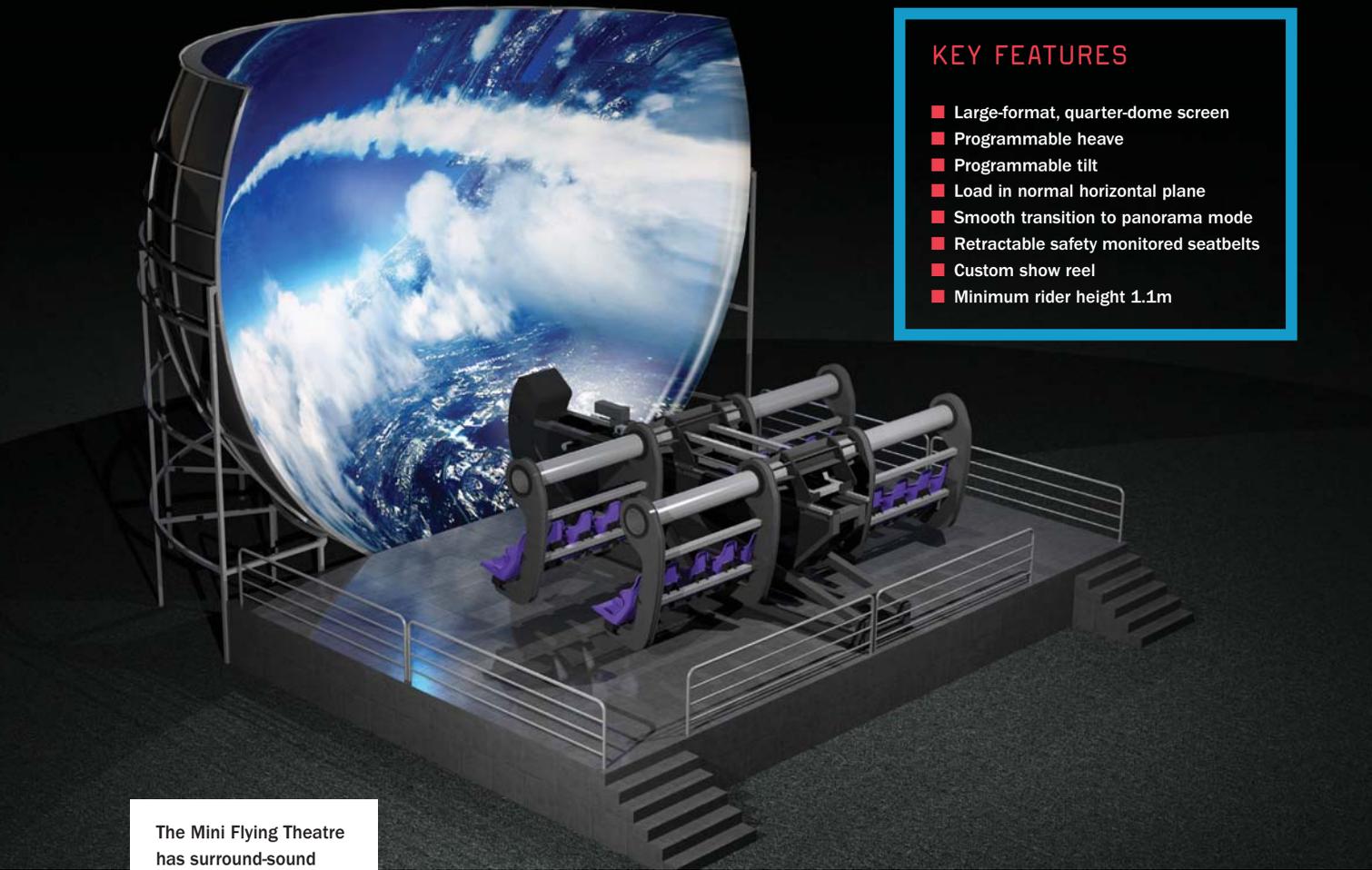


The Mini Flying Theatre has 20 seats, which are accessed from the entrance and exit routes on the side gangways



FOR THOSE WITH SMALLER BUDGETS, FLYING THEATRES HAVE NOT BEEN A REALISTIC OPTION. THIS LATEST SIMWORX DEVELOPMENT MAKES THE POSSIBILITY MORE CREDIBLE

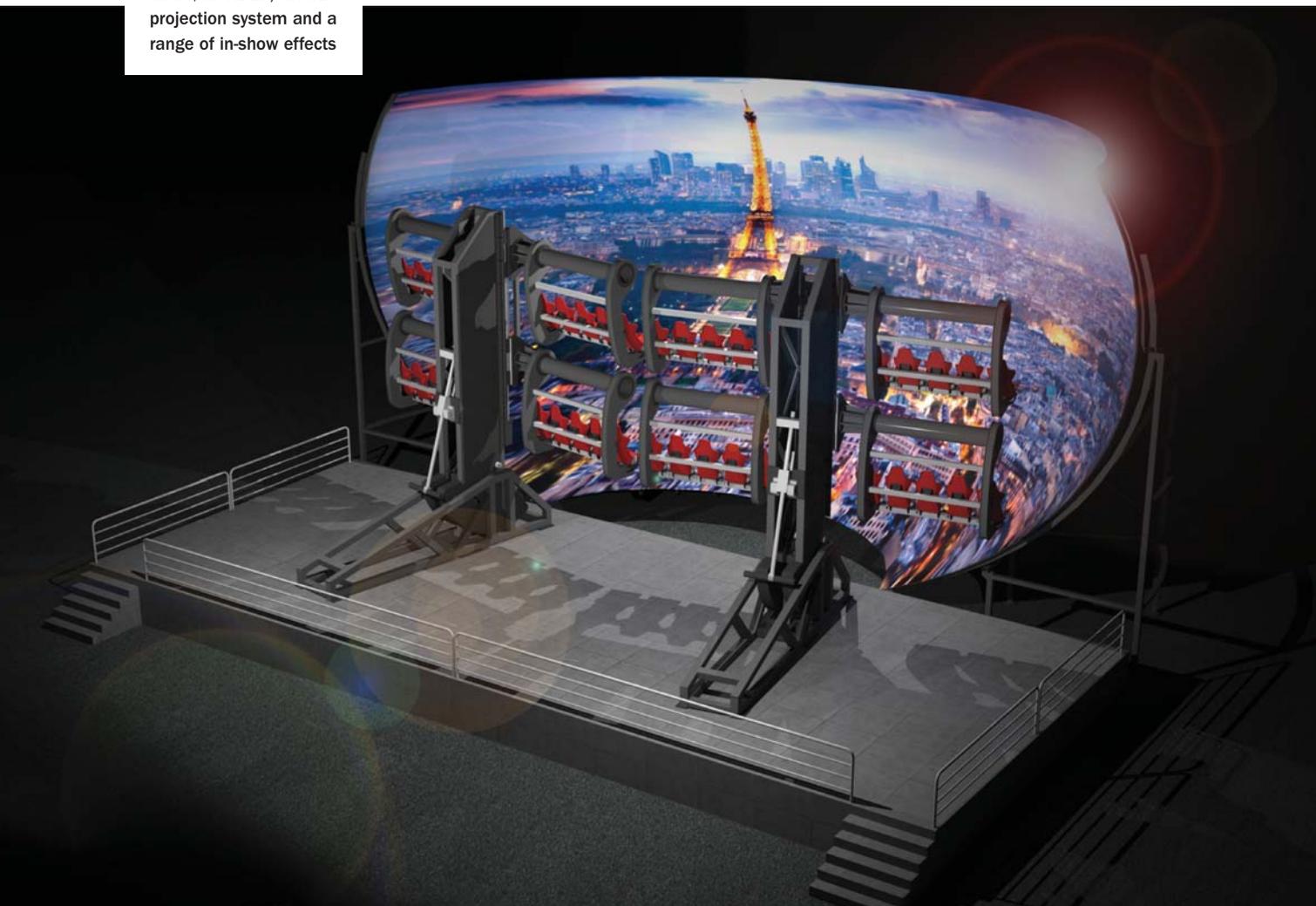




## KEY FEATURES

- Large-format, quarter-dome screen
- Programmable heave
- Programmable tilt
- Load in normal horizontal plane
- Smooth transition to panorama mode
- Retractable safety monitored seatbelts
- Custom show reel
- Minimum rider height 1.1m

The Mini Flying Theatre has surround-sound audio, an HD2K/4K 3D projection system and a range of in-show effects



# ATTRACTIONS KICKOFF

As the visitor attractions sector gears up for the year ahead, AM2 looks at what's to come in the pipeline for 2018.

## Pixar Pier comes to Disney's California Adventure

One of the major openings for 2018 comes from Disney, which is in the process of reimagining Paradise Pier at its California Adventure park into an area dedicated exclusively to Pixar creations.

Renamed Pixar Pier, the new attraction is set for the third quarter and will feature four different themed neighbourhoods using the studio's most popular IPs, anchored by the new *Incredibles*-inspired 'Incredicoaster' – a transformation of the existing Ingenieur Büro Stengel GmbH-designed California Screamin' ride.

## Panda paradise at Copenhagen Zoo

Renowned architect Bjarke Ingels is behind a new panda enclosure at Copenhagen Zoo, with the yin-yang shaped habitat set to open to the public at the end of the year.

The US\$22m (€20m, £17m) exhibit will house two giant pandas offered on loan to Denmark, and will be built on the footprint of the zoo's former elephant enclosure.

Ingels and his design firm, BIG, are working on the design with landscape architects Schonherr. The team has designed an environment as close to the pandas' natural habitat as possible.



Pixar Pier was one of several announcements made by Disney for its parks during D23 in 2017

## Sydney's cage-free zoo

Another major zoo project set to open in 2018 is a AU\$36m (US\$28.8m, €24m, £21.3m) 'cage free' zoo in Sydney, Australia.

First touted in September 2015, the proposal for the Western Sydney Parklands – masterplanned by Australian design firm Misho + Associates (M+A) in conjunction with landscape architecture from Aspect Studios – will create natural-looking spaces developed to showcase animals from around the world over 165,000sq m (1.8 million sq ft).

The zoo will feature 30 exhibits, including African safari animals and an Aboriginal and natural heritage programme focusing on Western Sydney's Darug people.

## Méga Parc's mega makeover

In Canada, one of the country's largest indoor theme parks is undergoing a total redevelopment, with a record-breaking gravity coaster travelling through a spokeless

Ferris wheel at the heart of the CA\$52m (US\$41m, €34.6m, £30.8m) redevelopment.

Built in Quebec in the 1980s, Méga Parc is getting a complete overhaul, with the majority of existing rides replaced and the park to be themed on steampunk and the industrial revolution.

The park sits within Quebec's Les Galeries de la Capitale mall. A grand reopening is set for December 2018.

## Warner Bros billion dollar build

IPs such as *Bugs Bunny* and *Scooby Doo* will sit alongside brands including *Batman*, *Superman* and *Wonder Woman*, when a US\$1bn (€882m, £698m) venture by Warner Bros opens its doors in Abu Dhabi's Yas Island.

Construction is well underway at the park, slated to open later this year. A wide range of Warner Bros' global IPs will feature at the park and hotel, as will DC Comics, with the brands incorporated



The V&A Dundee – Scotland's first design museum – is a sister to London's Victoria and Albert



The circular shaped facility at Copenhagen Zoo is divided into two halves, one for the female and one for the male panda

into Gotham City, Metropolis, Looney Toons and Hanna-Barbera themed zones.

### Sochi's Olympic reimagination

A unique "crossover of art biennale and science gallery" is coming to Russia in February, with the former media centre for the 2014 Winter Olympics undergoing a transformation as it is repurposed as a culture venue for Sochi.

With 40,000sq m (430,500sq ft) of exhibition space, the Sirius Art and Science Park is being developed as a hybrid science centre and art museum.

Divided into four themed zones, the development features interactive media and experiences using new technology, while also incorporating hands-on science centre exhibits. In addition to scientific exhibits, contemporary artworks of both local and international artists will be on display.

The park will also feature a planetarium, food court and an outdoor area with a cinema and observatorium.

### Oman's undersea adventure

Oman will soon be home to one of the largest aquariums in the Middle East as the Sultanate continues to diversify its tourism offering to draw overseas visitors.

Set to open in the city of Seeb's Palm Mall in the first quarter of 2018, the aquarium will be 8,000sq m (86,000sq ft) in size and will feature a collection of 30,000 marine creatures across 55 exhibit tanks and three storeys.

The main ocean tank will be 1.7 million litres and will house fish and sharks found on the coast of Oman.

### Made in Jamaica

One of the major projects coming out of the Caribbean centres around a US\$7.2m (€6.8m, £6m) upgrade to Jamaica's Appleton Estate Rum Tour, with Jack Rouse Associates (JRA) taking charge of completely redeveloping the historic brand's visitor experience.

Reopening on 18 January, the estate, which dates back to 1749, has undergone a major visitor-focused transformation, which includes the addition of modern rum tasting rooms, an expansive retail store, and a new restaurant and lounge. There is also talk of possible future development of a boutique hotel in the future

### Making a splash in Coventry

Recently named the next UK City of Culture, Coventry is also making a splash in the waterpark sector, with a "game-

changing" £37m (US\$49m, €43.7m) waterpark set to open in the city this year.

Set to include a wave pool, six waterslides, a lazy river toddlers' splash area, a 25m (82ft) pool, a spa and a sauna, Faulkner Browns Architects and Water Technology Inc (WTI) are behind the development, which sits adjacent to the historic Christchurch Tower.

### V&A comes to Dundee

Heading north to Scotland, the long-awaited £80m (US\$103.7m, €92m) V&A Dundee is set to open before the year's end as part of the city's revitalised waterfront.

The flagship Scottish museum will host major exhibitions, celebrate design heritage, inspire and promote contemporary talent, and encourage future design innovation. Its permanent collections in the Scottish Design Galleries will be accompanied by international touring exhibitions from the V&A, making Dundee the only location in the UK outside London to receive its works.

Architect Kengo Kuma's design was inspired by the cliffs along Scotland's north-eastern coastline, and as such none of the external building walls are straight. The shape was designed in advance using 3D modelling, and the panels were then cast in moulds. ●

**AM2****DIARY DATES**

15 JANUARY 2018

**BALPPA Annual General Meeting**  
Park Plaza Hotel, Waterloo,  
London, UK

A meeting for the British Association of Leisure Parks, Piers and Attractions to present to its members activity during 2017.  
Tel: +44 0207 403 4455  
Email: [information@balppa.org](mailto:information@balppa.org)  
[www.balppa.org](http://www.balppa.org)

16-18 JANUARY 2018

**EAG International and  
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ExCel, London, UK

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

28-30 JANUARY 2018

**IAAPA FEC Summit**  
Laguna cliffs Marriot Resrt & Spa,  
Laguna Beach, California, US

Family Entertainment Center (FEC) operators from around the globe will gather for the sixth annual IAAPA FEC summit.  
Tel: +1 703 299 5761  
Email: [lhutcheson@iaapa.org](mailto:lhutcheson@iaapa.org)  
[www.iaapa.org](http://www.iaapa.org)

1-3 FEBRUARY 2018

**ATRA X Exhibition and Conference**  
Istanbul Expo Center,  
Istanbul, Turkey

The only specialised trade event of the amusement industry in Turkey and the region, ATRAX offers an effective business platform for buyers. The conference will bring together people to discuss the major issues in the sector and develop a strategic road map for the sector.  
Tel: +90 212 570 63 05  
Email: [tureks@tureksfuar.com.tr](mailto:tureks@tureksfuar.com.tr)  
[www.atraxexpo.com/en](http://www.atraxexpo.com/en)



**HAuNTcon** brings together members of the haunted attractions sector

12-15 JANUARY 2018

**HAuNTcon**  
Ernest N Morial Convention Center  
New Orleans, LA

The Haunted Attraction National Tradeshow and Conference (HAuNTcon) expo and conference

features more than 50 hours of creative sessions, seminars, hands-on workshops, make up and product demonstrations, and the latest products for the haunted sector.  
Tel: +1 203 242 8712  
Email: [mvinci@urban-expo.com](mailto:mvinci@urban-expo.com)

27 FEBRUARY - 1 MARCH 2018

**IAAPI Amusement Expo**  
Bombay Exhibition  
Centre, Mumbai, India

The Indian Association of Amusement Parks and Industries' (IAAPI) annual expo brings a comprehensive range of products offered by the industry under one roof. Major players from the sector will share learning, innovation, projects and experiences.  
Tel: +91 22 6523 1643  
Email: [info@iaapi.org](mailto:info@iaapi.org)  
[www.iaapi.org](http://www.iaapi.org)

Parks and Attractions (RAAPA) Expo allows attendees to meet potential customers and partners from Russia and abroad. In addition to exhibiting companies, owners and top managers of amusement parks, FECs, waterparks, resorts and other leisure facilities, representatives of cities' and regions' administrations, chain operators, event agencies, tourism companies, developers, entrepreneurs and suppliers of amusement industry will be in attendance.  
Tel: +7 495 234 50 15  
Email: [raapa@raapa.ru](mailto:raapa@raapa.ru)  
[www.raapa.ru/en/march2018](http://www.raapa.ru/en/march2018)

27 FEBRUARY - 1 MARCH 2018

**Amusement Expo International**  
Las Vegas Convention Center,  
Las Vegas, Nevada, US

The annual event for the coin-op and revenue-generating amusement, music and family entertainment industry.  
Tel: +1 708 226 1300  
Email: [info@amusementexpo.org](mailto:info@amusementexpo.org)  
[www.amusementexpo.org](http://www.amusementexpo.org)

6-9 MARCH 2018

**IAAPA Leadership Conference**  
Osaka and Tokyo, Japan

Attendees to IAAPA's annual Leadership Conference will experience four days of thought-provoking discussions, behind-the-scenes tours, and networking with like-minded individuals that will inspire innovation and success. A number of tours take place during the conference, including a visit to Universal Studios Japan.  
Tel: +1 321 319 7600  
Email: [dwilliams@IAAPA.org](mailto:dwilliams@IAAPA.org)  
[www.iaapa.org](http://www.iaapa.org)

1-3 MARCH 2018

**RAAPA Expo 2018**  
Moscow VDHN, pav. 75, Russia  
The Russian Association of Amusement



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Visitors are given a glimpse into the 'Golden Age of Travel'

**Jora Vision creates immersive travel exhibition**

Dutch design firm Jora Vision has partnered with Nordic Exhibitions & Events to create *Legendary Trunks*, a travelling immersive experience that takes visitors on a journey through the 'Golden Age of Travel' through a collection of iconic Louis Vuitton trunks.

The experience, which has opened at the Beurs Van Berlage in Amsterdam, is

an interactive walk-through that brings the trunks' stories to life through immersive displays that provide a contextual touchpoint and an environmental narrative. It is designed to offer a glimpse into key historical events, including the sinking of the Titanic, while the previous owner's personal belongings provide an insight into their lifestyle.



Riders can interact with Paddington by moving their heads

**Paddington Bear ride opens at Europa-Park**

Europa-Park has partnered with MackMedia to create a brand new virtual reality ride, featuring beloved children's character, Paddington Bear.

The ride takes place on the park's existing Aldenexpress Coastality ride, expanding the ride's VR offering, and takes visitors on an interactive adventure with Paddington himself.

Wearing VR headsets, riders race through London on a double decker bus, scoring points as they go. The ride features interactive elements that allow guests to interact with Paddington using head movements. MackMedia worked with Gameloft to develop the animation, which is an extension of the company's *Paddington Run* game.



Houglund has three decades of entertainment experience

**Todd Houglund to head up TPG's new Florida office**

The Producers Group (TPG) has announced the appointment of industry veteran Todd Houglund, who has been named general manager of TPG's new office opening in Orlando, Florida.

The office will give the company, which has offices in Los Angeles, Dubai and Shanghai, a direct presence in the theme park capital.

Houglund joins TPG with more than 30 years experience in the industry. He has previously served as the executive director of Operations and Entertainment at Ocean Park Corporation in Hong Kong, where he was responsible for the strategic and executive management of more than 2000 staff across 10 departments.



Pirates of Bacalar takes riders on a thrilling high seas adventure

**Simworx to open Immersive attraction at Amikoo**

Dynamic media-based attractions specialist Simworx has announced that it will supply an updated version of its Immersive Tunnel ride for the highly-anticipated Amikoo Resort Park in Mexico.

Expected in March 2019, the Piratas de Bacalar (Pirates of Bacalar) ride will form part of the park's initial phase. Amikoo Park will feature

24 attractions, restaurants and live shows spread across four Mayan-themed lands: Park Maya Extreme, Maya Adventure, Maya Discovery and Amikoo Land.

The park will also play host to the Amikoo Resort Collection and Amikoo Downtown, the home of the Simworx Piratas de Bacalar Immersive Tunnel ride.

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Salary: Competitive

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Salary: £38,237 - £40,057 pa

Job location: Lincolnshire, United Kingdom

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Salary: £45,888 - £50,339 pa

Job location: Bath, United Kingdom

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

# Mount Fuji World Heritage Center opens in shadow of famous volcano

The Pritzker-winning architect Shigeru Ban has completed the dramatic Mount Fuji World Heritage Center in Japan's Yamanashi prefecture, with a design that mimics the famous dormant volcano.

Located 20 miles southwest of the natural landmark, Ban's 3,400sq m (36,500sq ft) facility is formed by an inverted latticed timber cone, that appears mountainous when seen in the large reflecting pool at the front of the complex.

Inside, exhibitions tell the story of the 3,776m (12,389ft) World Heritage site, the history of the Fuji-ko religion it inspired, and its role in popular culture. Facilities include a 4K theatre, a library, an event space, a



The facility is formed by an inverted latticed timber cone

restaurant and a shop.

Visitors can ascend the building via a 193m (633ft) spiral slope that simulates a climb up the volcano – Japan's highest peak. A viewing tower in the cone

with full-height glazing frames the real thing in the distance.

Mount Fuji was recognised as a UNESCO World Heritage Site in 2013. *More: [http://lei.sr?a=P3x3T\\_A](http://lei.sr?a=P3x3T_A)*

# Fire kills 13 Patas monkeys after tearing through enclosure at Woburn Safari Park

Thirteen patas monkeys have died at Woburn Safari Park following a fire at the attraction in Bedfordshire, UK.

The fire started in the early hours of Tuesday 2 January in the patas monkey house, within the drive-through section of the park, causing the enclosure's roof to collapse.

"Devastatingly for everyone at the park, none of the 13 animals could be saved," said a statement from Woburn Safari Park.

"All other animals within the drive-through enclosure were monitored, but not affected."

The park remains open to the public but the jungle enclosure will remain



The deadly blaze started in the patas monkey house

closed while investigators search for the cause of the fire.

The tragedy occurred just 10 days after a similar incident at London Zoo, where an aardvark and

four meerkats died when a blaze tore through the zoo's Animal Adventure area, gift shop and café.

The cause of the London Zoo fire is also *More: [http://lei.sr?a=b2W5a\\_A](http://lei.sr?a=b2W5a_A)*

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