

# Attractions

## MANAGEMENT NEWS

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on page 29

12 DECEMBER 2018 ISSUE 119

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## Cirque du Soleil unveils waterpark concept

New details for a series of Cirque du Soleil-themed waterparks have been unveiled by waterpark developer WhiteWater West, with designs that take spectacle and immersion to the next level.

The two companies announced a brand partnership last month during the IAAPA Attractions Expo, promising to bring Cirque-themed waterparks to life in multiple locations worldwide.

The concept imagery combines WhiteWater's waterpark expertise with Cirque du Soleil's stunning artistry.

At IAAPA, WhiteWater's Paul Chutter revealed that the company was in discussions with at least two interested parties to develop the concept, with a wider plan to build Cirque du Soleil parks worldwide under a franchise model.

The concept offers different visitor experiences for a day or night time visit. During the day, visitors can enjoy a range of water attractions for a



■ At night, waterpark attractions become stages for Cirque performers

traditional waterpark experience. At night, the waterpark is transformed, with the attractions used by visitors during the day becoming the stage for Cirque's performers.

**MORE:** [http://lei.sr/3r9G4\\_T](http://lei.sr/3r9G4_T)

“

**We will redefine the waterpark experience by delivering a spectacular attraction and entertainment experience**

Martin Boudreau, Cirque du Soleil



### THEME PARKS

**Evermore redefines theme park experience**

Ken Bretschneider speaks to Attractions Management

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### THEME PARKS

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Scott Trowbridge reveals new details

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### VISITOR ATTRACTIONS

**There's plenty of fish in the sea**

A new dolphin attraction planned for Aberdeen

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## Evermore redefining the theme park experience, says founder **Ken Bretschneider**

Evermore founder Ken Bretschneider believes the immersive theme park experience, which opened in Utah, US, this year, has added new dimensions to the traditional theme park adventure.

Speaking to *Attractions Management*, Bretschneider said the concept of Evermore is of a fantasy world where storytelling and immersive experiences are at the forefront of everything.

"We built Evermore off the idea that we can create productions that are story-driven and involve a lot of detail in the production value, almost like a film," he said. "That was always our goal. For one night you can



■ Bretschneider (right) alongside chief creative officer Josh Shipley

**"At Evermore, we offer a more elaborate and immersive production to a traditional theme park experience"**

immerse someone in a story and they can feel like they've left this humdrum world for

a moment and experience some kind of fantastical story-driven experience.

"We offer a more elaborate and immersive production within our visitor experiences to a traditional theme park experience."

The Evermore park is highly technology-driven, and Bretschneider said there would be much more to come in that regard to increase the immersive and magical qualities of the visitor experience. "I want to push Evermore in directions no-one's ever experienced before and I want to see it continue to grow," he said.

"I want to learn and discover new ways to make more magic for guests."

**For more, check out the new *Attractions Management***

## **Colin Bryan** optimistic despite tough year for Britain's Drayton Manor amid challenging financial period



■ Drayton Manor Park director Colin Bryan

Losses at UK theme park Drayton Manor Park have worsened according to the company's latest financial report, for the year ended 28 February 2018, amid a challenging period for the park.

Filed on 3 December, the report showed that turnover at the theme park, located in Staffordshire, was £22.9m for the year, falling from the previous year's total of £24.9m.

Operating loss increased to £3.9m from the 2017

**"We're seeing a return in confidence by visitors, reflected in increased numbers this season"**

figure of £1m, while the pre-tax loss for the year spiked to £4.2m, having been at £1.5m in the previous financial year.

The company attributed the huge dwindle in visitor numbers in the period – almost 70 per cent – as the primary reason for the financial troubles.

"Drayton Manor Park's results have been affected by a number of factors,

including the economy's current state of uncertainty and, following the Westminster Bridge attack, heightened armed police presence at the park," said Drayton Manor Park director Colin Bryan

"However, we're seeing a return in confidence by visitors, reflected in increased numbers this season."



■ Ros Kerslake is CEO of the Heritage Lottery Fund

**"Catalyst has empowered heritage organisations to take control of their financial destiny"**

## HLF supports more than 4,100 organisations, says **Ros Kerslake**

A new report published by Heritage Lottery Fund (HLF) has found that its Catalyst programme has led to British heritage being more resilient and less reliant on public funding.

The Catalyst programme was launched in 2012 and was designed to enable arts and heritage organisations to diversify their income streams, increase their fundraising potential and explore innovative new approaches to securing private giving.

Since then, HLF has calculated that it has given almost 20,000 people across 4,100 organisations

specialist fundraising training, mentoring and business support under the programme said the report, which was carried out by DC Research.

"Thanks to National Lottery investment, we have world-class museums and cultural institutions, award-winning parks and landscapes and thriving habitats," said HLF CEO Ros Kerslake.

"But these are challenging financial times and building resilience is vital to ensuring long-term sustainability. Catalyst has empowered heritage organisations to take control of their financial destiny."

# Attractions

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## Former V&A director **Sir Roy Strong** urges lower entrance fees for UK's galleries and museums



■ Sir Roy Strong was V&A director between 1974 and 1987

Sir Roy Strong, the former director of London's V&A Museum, has said that national galleries and museums across Britain should introduce lower entrance fees across the board and with greater concessions for younger visitors.

Strong, who was V&A director between 1974 and 1987, made the comments to *The Telegraph* newspaper, suggesting that current fees for cultural institutions are excluding the millennial generation.

**"I would much rather see a low entry fee for everyone, with concessions for students and people like that"**

"I would much rather see a low entry fee for everyone, with concessions for students and people like that," he said.

Speaking in response to a survey conducted by Ecclesiastical Insurance, Strong also said that he sees very little choice for UK museums and galleries other than to introduce entrance fees as they are "desperate for money" after exhausting fund-raising option.

The survey, which questioned 2,000 people aged between 18 and 30, found that more than a third said they never visit galleries. Nearly half of respondents also said that they would visit more if big exhibitions had cheaper tickets. The study also said that people not taken to cultural institutions as children are far less likely to visit them as adults.

## **Bart Dohmen** to head up Unlimited Snow after being named new company CEO

Unlimited Leisure has announced the appointment of former BRC Imagination Arts managing director Bart Dohmen as CEO of its Unlimited Snow Development brand.

Dohmen will take up the reins at Unlimited Snow immediately and will oversee the company's various design projects for clients at snow parks, snow domes and the like.

"With his long experience in management roles in the themed entertainment industry in both creative as technical companies, we strongly believe Bart is the right person at this stage to take Unlimited Snow to the



■ Dohmen has worked on many award-winning projects worldwide

**"We strongly believe Bart is the right person at this stage to take Unlimited Snow to the next level"**

next level," said a company statement. "Besides, his extensive network and

experience will also create new opportunities for the Unlimited Leisure Group. Not

only for the existing brands as Tape My Day, The Experience Ticket and HollandWorld, but also for new opportunities in not snow related attraction design and productions."

The company also said Dohmen's appointment will free up Kees Albers, founder and chair of Unlimited Leisure, and allow him to focus more time on other brands within the group.

Having held management positions at the likes of Rexroth, BRC Imagination Arts and Mansveld IMP, Dohmen has worked on many award-winning projects worldwide. In 2005, he was chairman of the board at TILE, an international leisure conference.



■ Young has been with the Walt Disney Company for 26 years

**"I'm thrilled to return to Hong Kong  
and work with the HKDL team  
to further grow the business"**

## Stephanie Young joins Hong Kong Disneyland as new MD

**H**ong Kong Disneyland Resort (HKDL) will have a new managing director, effective as of 1 February 2019, after Disney Parks, Experiences and Consumer Products announced the appointment of Stephanie Young to the role.

Young has been with Disney for 26 years, fulfilling various leadership roles in the firm in that time, including CFO of HKDL between 2006 and 2009.

During that time as CFO at the resort, she worked on the capital realignment plan that made an expansion

of HKDL – which brought Toy Story Land, Grizzly Gulch and Mystic Manor to the park – possible.

"I'm thrilled to return to Hong Kong and work with the HKDL team to further grow the business," said Young. "The city played an important part in the life of my family and I look forward to returning to work with the Hong Kong tourism industry in reinforcing its position as a premier tourist destination."

Young will replace Samuel Lau, who is returning to Orlando for a role at Disney World in February 2019.

## MEET THE TEAM

For email use:  
fullname@leisuremedia.com



Editor  
**Liz Terry**  
+44 (0)1462 431385



Managing editor  
**Tom Anstey**  
+44 (0)1462 471916



Publisher  
**Julie Badrick**  
+44 (0)1462 471971



Advertising sales  
**Paul Thorman**  
+44 (0)1462 471904



Advertising sales  
**Sarah Gibbs**  
+44 (0)1462 471908



Advertising sales  
**Chris Barnard**  
+44 (0)1462 471907



Advertising sales  
**Gurpreet Lidder**  
+44 (0)1462 471914



Newsdesk  
**Tom Walker**  
+44 (0)1462 431385



Product Editor  
**Lauren Heath-Jones**  
+44 (0)1462 471927



Circulation  
**Joe Neary**  
+44 (0)1462 471910

## THEME PARKS

# Toy Story hotel planned for Disney Tokyo

A hotel based on the Toy Story film franchise will be added to Tokyo Disney Resort as part of its expansion plans, with 600 rooms based on the bedroom of Andy, the central character in the films.

Due to open in 2021, the hotel will be designed to look like the world created in the Toy Story movies, where "everything looks like it's made of toys", according to Disney Parks editorial content director, Thomas Smith.

Inside the rooms, there will be replicas of Woody, Buzz Lightyear and other IPs from the movies, as well as immersive features based on the franchise.

The expansion plans at Tokyo Disney Resort were

announced earlier this year and will cost a total of ¥300bn (US\$2.68bn, €2.25bn, £1.98bn).

The plans include new attractions based on Beauty and the Beast and Big Hero 6, as well as a Frozen-themed area.

Speaking at a ceremony celebrating the park's 35th anniversary at the time of the expansion announcement, Toshio Kagami, Tokyo Disney Resort CEO, said: "We would like to create a Tokyo Disney Resort that fulfils new dreams."

The theme park welcomes more than 30 million visitors annually, making the huge expansion a necessity.

MORE: [http://lei.sr/r9q8v\\_T](http://lei.sr/r9q8v_T)



■ The hotel comes as part of the major expansion of Tokyo Disney



**We would like to create a Tokyo Disney Resort that fulfils new dreams**

Toshio Kagami

## AQUARIUMS

# US\$51m aquarium project for Missouri given green light



**We're glad to be moving forward with this process**

Tej Sundher, Kuvera

A long-vacant property in the city of Branson, Missouri, US, is to be transformed into a US\$51m (€45m, £40.5m) aquarium following a vote from city officials.

The 46,000sq ft (4,274sq m) development will be created by Los Angeles-based Kuvera Partners through its affiliate company Branson Entertainment Center – Branson (BECB).

Called Aquarium at the Boardwalk, the new attraction will take visitors on an underwater journey, enjoying views of a wide variety of marine life. Kuvera Partners designed and planned the



■ Kuvera Partners are behind the aquarium's design

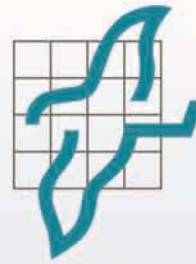
aquarium in collaboration with St. Louis-based PGAV Destinations, an aquarium specialist that has been designing zoo and aquarium exhibits for over 50 years for clients including Georgia Aquarium, SeaWorld and Chimelong Ocean Kingdom in Zhuhai, China.

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## WATERPARKS

# ADG to design Margaritaville waterpark

The Aquatic Development Group has been selected to design and build the Orlando newest waterpark – part of the US\$750m (€661m, £589.6m) Margaritaville Resort currently under construction in the area.

Set to open by the end of Q2 2019, the US\$40m (€35.3m, £31.5m) waterpark will cover 46,500sq m (500,000sq ft) and will be home to 15 water attractions.

Included will be a 24,000sq ft (2,200sq m) dual beach wave pool, a 1,300 ft long (400m) lazy river with a 500sq ft (46.5sq m) apron beach entry, a basketball and crossing lagoon, a multi-level play structure, kids activity pool and nine water slides.

The waterpark, which is the first to open in Kissimmee in more than 13 years, will be the first in the area to include an adults-only section. In this part of the waterpark will be a 2,500sq ft (232sq m) pool surrounded by a large deck.

The waterpark is set to use the Vantage, wearable wristband technology. This waterproof tech can be used for multiple purposes, including sharing things on social media and signing into rides.

The wider resort will also feature 200,000sq ft (18,500sq m) of retail, as well as 300 timeshare properties and a 184-bedroom hotel.

MORE: [http://lei.sr/E4s7S\\_T](http://lei.sr/E4s7S_T)



■ The Margaritaville Resort will be the 13th of its kind



**The waterpark is the first to open in Kissimmee in more than 13 years**

## SCIENCE CENTRES

# Northern Light reimagines science gallery as a circus



**We created a surreal space with things that seem impossible**

Steven Schaecken

Exhibition and gallery designer Northern Light has redesigned the kids' gallery for Ciência Viva – an interactive science and technology centre in Lisbon – turning it into a circus-themed space.

With a focus on play and interaction, the new children's gallery at Ciência Viva has been opened up by the Dutch firm and is laden with bold graphics, bright hues, lights and kaleidoscopic mirrors.

The new gallery has a number of hands-on features for children to tackle, including swings, poles and rotary wheels.

"We came up with the metaphor of the circus for this discovery area, as



■ The new gallery opened on 20 November

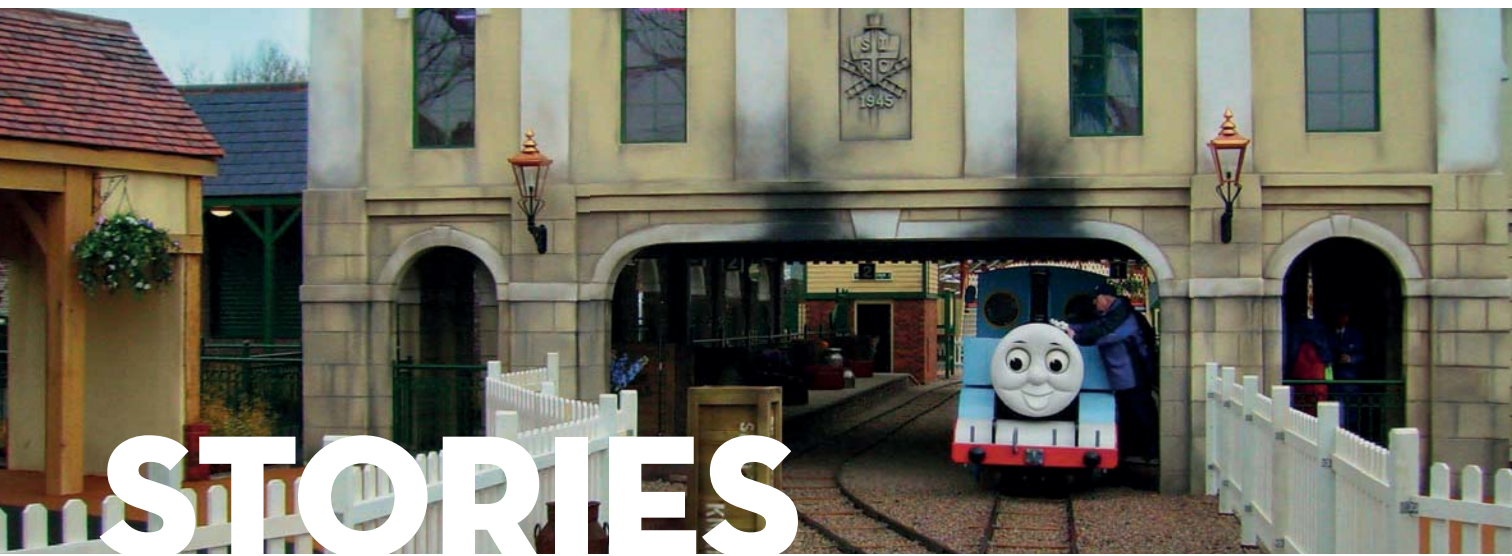
it has such powerful connotations of magic, emotion and thrills," said Steven Schaecken, director of NorthernLight.

"Since we learn by doing, kids discover science by physically interacting with a diversity of installations."

MORE: [http://lei.sr/7n6t2\\_T](http://lei.sr/7n6t2_T)



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## THEME PARKS

# Millennium Falcon unveiled at Galaxy's Edge

With Disney's Star Wars-themed lands close to opening at its Florida and California theme parks, the operator has shared a first close-up picture of its new Millennium Falcon ride, a major part of the new immersive worlds.

Last month, Scott Trowbridge, portfolio creative executive at Walt Disney Imagineering, revealed that the ride will be called Millennium Falcon: Smugglers Run. The ride, says Disney, will give guests the opportunity to get behind the controls of the legendary spaceship in one of three flight crew roles.

Last month Disney also introduced a second signature attraction, Star Wars: Rise

of the Resistance, which it said would put visitors in the middle of an epic battle between Resistance and Imperial troops.

Due to arrive at Disney California in Summer 2019, and in Florida during the Autumn of 2019, both Star Wars-inspired lands will, according to Disney, "transport guests to a never-before-seen planet, a remote trading port and one of the last stops before Wild Space, where Star Wars characters and their stories come to life."

Disney also has plans for an immersive Star Wars-themed hotel experience and a new Star Wars area as part of Disneyland Paris.

MORE: [http://lei.sr/2N5M6\\_T](http://lei.sr/2N5M6_T)



■ Disney's revealed its Millennium Falcon for the first time



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**This mission will have an impact on your overall, land-wide story**

Scott Trowbridge

## MUSEUMS

# British Museum to host largest manga exhibition outside Japan



“

**It is our privilege to invite the masters of manga to this exhibition**

Hartwig Fischer

The British Museum in London is set to host the largest ever exhibition of the manga comics and graphic novels to outside of the art form's native Japan.

The Citi Exhibition Manga, launching in May 2019, will display the art of manga as well as looking at how it emerged in Japan and how it grew to become a worldwide cultural phenomenon.

The exhibition will display everything from earlier forms of manga such as the designs by famous 19th Century Japanese artists such as Katsushika Hokusai and Kawanabe Kyosai through to current 21st Century stars.



■ Manga art dates back to the late 19th century

"The British Museum cares for one of the finest collections of Japanese graphic art in the world," said Hartwig Fischer, director of the British Museum.

"It's our privilege to invite the modern masters to join with the great masters of the past such as Hokusai and Kyosai."

MORE: [http://lei.sr?a=n9j9K\\_O](http://lei.sr?a=n9j9K_O)

## WATERPARKS

# Parques Reunidos acquires Tropical Islands

Spanish operator Parques Reunidos has acquired the world's largest indoor waterpark, Germany's Tropical Islands, from Malaysian firm Tanjong for €226m (US\$257.3m, £203.3m).

The move marks the largest single-park acquisition in Parques Reunidos' history and is a huge addition to its portfolio.

Tropical Islands is a combination of a water park and other leisure offerings, with various lodging facilities that stay open year-round due to its indoor setting. It's located approximately 60 kilometres (37 miles) south of Berlin, close to the cities of Dresden and Leipzig, as well as the Polish and the Czech borders.

"Germany is a strategic market for Parques Reunidos. As well as representing a truly unique opportunity in itself, Tropical Islands also reinforces our market positioning in the country, where together with Movie Park and Belantis we will reach 3 million visitors," said Richard Golding, chair of Parques Reunidos.

"The indoor setting of the park will allow us to extend the season of our European business and provides an attractive source of resilience against external conditions."

Tropical Islands welcomes 1.3 million visitors annually and has revenues of €71m (US\$80.5m, £64m) per year.

MORE: [http://lei.sr/4c4y2\\_T](http://lei.sr/4c4y2_T)



■ Tropical Islands is the largest indoor waterpark in the world



“

**The indoor setting of the park will allow us to extend the season of our European business**

Richard Golding

## MUSEUMS

# Smithsonian memorial gets Native American funding



“

**This gift from the tribes enables us to create a national memorial**

Kevin Gover

A new memorial in tribute to the service of Native Americans in the US Armed Forces will be built at the Smithsonian's National Museum of the American Indian, following a US\$1m (€880,000, £783,000) gift from the Cheyenne and Arapaho Tribes.

Situated at the National Mall in Washington DC, the memorial was commissioned by the US Congress to give "all Americans the opportunity to learn of the proud and courageous tradition of service" shown by Native Americans, going back to the 18th century American War of Independence.



■ The memorial is due to be completed in 2020

"This gift gives us a national memorial that will serve as a reminder to everyone visiting the National Mall of the service and patriotism of Native veterans, soldiers and their families," said Kevin Gover (Pawnee), director of the museum.

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# A new kind of immersive theatre

War of the Worlds to be reimagined as high-tech immersive experience for London



■ The new experience is based on composer Jeff Wayne's 1978 musical version of *The War of the Worlds*

Taking my musical Version of The War of The Worlds and turning it into a VR experience is groundbreaking

A new experience combining state-of-the-art technologies and immersive theatre is set to debut in London next year, with H. G. Wells'

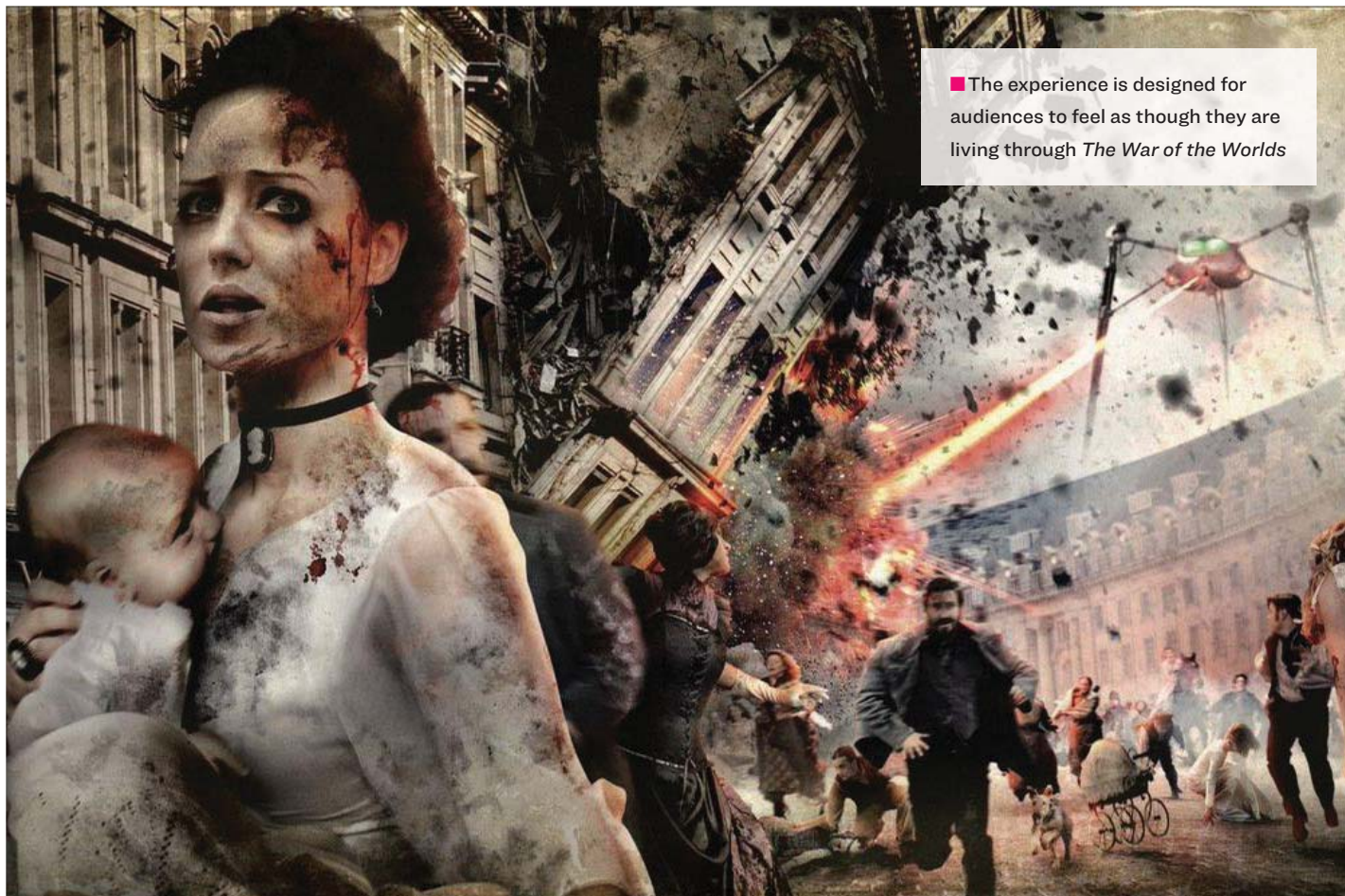
The War of the Worlds to be completely reimagined as a mixed reality show.

Based on composer Jeff Wayne's 1978 musical version of the science fiction novel, 'layered reality' company dotdotdot have partnered with the musician to reimagine his work, which is among the top 40 best selling albums of all time in the UK.

Using virtual reality, holograms and other new technologies, the experience is designed for audiences to feel as though they are living through The War of the Worlds, which was originally written in 1898 and is one of the earliest stories to detail a conflict between mankind and an extraterrestrial race.

Taking place inside a 22,000sq ft (2,000sq m) multi-level site at the Old London Metal Exchange, VR, haptic and multisensory elements will mean visitors will be able to smell things like grass and feel the earth shake as the first Martians land.

Both live and virtual actors will guide small groups as they walk, crawl and slide through different scenes, including Primrose Hill where the Martians meet their demise and the seafront, where the



■ The experience is designed for audiences to feel as though they are living through *The War of the Worlds*

“ By using technology in a way never been seen before, we’re able to allow people to step within and feel part of the story ”

battle between the Martians and Thunder Child comes to its dramatic conclusion.

"By using technology in a way never been seen before, we're able to allow people to step within and feel part of the story, rather than simply observing from the outside," said Andrew McGuinness, founder and CEO of dotdotdot.

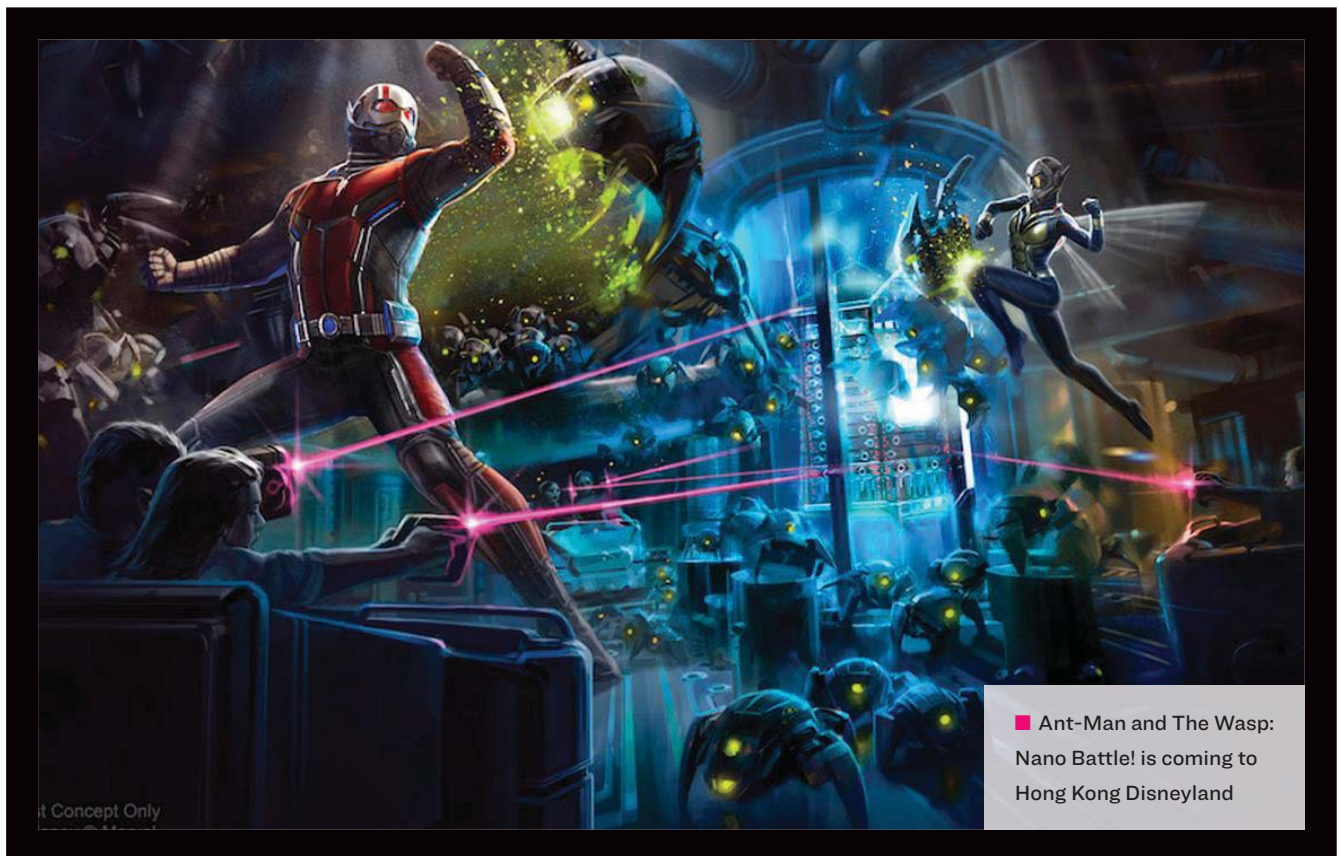
"The scale of the production, the music, next-generation technology and theatre will work together to immerse the audience in a way that will shock, surprise and delight, with guests experiencing the same emotions they would feel if they were actually living within the story."

The 90-minute experience concludes with a visit to a steampunk-themed bar, which will use digital technologies "to transform its surroundings".

"Taking my musical version of *The War of The Worlds* and turning it into a VR experience is groundbreaking," said Jeff Wayne. "I can't wait to 'live' it myself."



■ Virtual reality will play a large role in the new theatre experience



# Disney's Marvel-ous plan

Ant-Man leads the way as Disney unveils future Marvel additions for its parks



■ Scot Drake, creative executive  
Marvel Global Portfolio, Walt  
Disney Imagineering

Disney has unveiled a new interactive attraction based on its *Ant-Man* IP, with a raft of other Marvel super-hero experiences lined up for the operator's parks worldwide in the coming years.

Called 'Ant-Man and The Wasp: Nano Battle!', the new ride will open at Hong Kong Disneyland in March 2019. The attraction will allow visitors to join the heroes in a fight against Arnim Zola and his army of Hydra Swarm-bots, with Paul

Rudd and Evangeline Lilly – stars of the *Ant-Man* films – making an appearance.

In addition to unveiling the new attraction, Disney also revealed that new Marvel super-hero experiences are also soon to be launched at both its California Adventure park and at Disneyland Paris.

There are a number of existing Marvel experiences at Disney's parks. In Hong Kong, the park already features its Iron Man Experience, which was its first Marvel-themed ride, and will have an entire Marvel-themed area



■ Guests will soon encounter characters such as Doctor Strange, Spider-Man, Iron Man, Captain Marvel, Black Panther, Captain America and more

open to guests when the resort's expansion is complete in 2023.

In addition, last year in California, Marvel opened its Guardians of the Galaxy – Mission: Breakout ride. In Paris, guests will soon encounter heroes "in new and exciting ways", from the "mystic arts of Doctor Strange to the gravity-defying feats of Spider-Man". Iron Man, Captain Marvel, Black Panther, Captain America are also among the superheroes expected to "leap into action on a moment's notice".



**We're collaborating closely with our partners across Studios and Entertainment to create exciting experiences**

"We're collaborating closely with our partners across Studios and Entertainment to create exciting experiences and attractions where you can join your favourite superheroes at Disney Parks and Resorts," said Scot Drake, creative executive for the Marvel Global Portfolio at Walt Disney Imagineering.

"Together, we are expanding this epic story universe in a way that, for the first time ever, will allow you to take on an active role alongside these superheroes."



Torry Battery overlooks one of the best dolphin viewing points in Europe

Fiona McIntyre



## Plenty of fish in the sea

Plans submitted to transform former Aberdeen artillery placement into dolphin watch site



3D image by T Proctor, G Dewell, RBA FRAS Architects ©

■ Shipping containers will be used to create viewing facilities at the Battery site

A proposal has been put forward to build a new £10m (US\$12.7m, €11.2m) visitor centre overlooking the harbour in Aberdeen, Scotland, with the new attraction dedicated to watching wild dolphins.

To be built at the harbour's entrance inside the Torry Battery – a former artillery placement used in both World Wars – the Greyhope Bay organisation has submitted plans to turn the site into a dolphin observation and leisure and marine science facility, a change in its original plan which would have seen the facility built in Greyhope Bay near the city.

The proposed location is a good fit for the centre, with the Battery's car park already an active site for wildlife conservation charity the RSPB, which since 2013 has used



## “ We’re planning to create a building that will allow people to view our city, beach and bustling harbour in comfort ”

it for its 'Dolphinwatch' scheme. Greyhope Bay's "Dolphins at the Battery" plan would complement this through a phased development that would start with a viewing platform, exhibition space, café and toilets.

To be built in multiple phases, the first for the multi-million-pound venture would cost just £200,000 (US\$255,000, €225,000) and could be completed by June 2019.

"Torry Battery overlooks one of the best dolphin viewing points in Europe," said Fiona McIntyre, managing director of Greyhope Bay. "We're planning to create a building that will allow people to view this – our city, beach and bustling harbour – in comfort, for the first time."

Plans for the development are being designed by Professor Gokay Deveci of Scott Sutherland School of Architecture at Robert Gordon University,

working with Bryan Gray at Dynamix Modular. The initial phase would use two repurposed shipping containers, clad in Scottish larch wood and fronted with glass for viewing purposes.

"Using a pre-existing structure delivers an affordable and fully recyclable unit with minimum impact on site and a ready-made canvas to build a unique window to the sea," said Deveci.

The first phase, according to McIntyre, will be free to visit with an option to make a donation to the centre. She added: "We have been greatly encouraged by Aberdeen City Council's enthusiasm for the site to be utilised, and Historic Environment Scotland's positive reaction to our ideas."

Aberdeen is regarded as one of the best places in Europe to watch bottlenose dolphins. Also seen on occasion are porpoises and sometimes minke whales.



■ Aberdeen is famous for its dolphins

PROMOTION

IDE**A**TTACK®

# 21<sup>ST</sup> CENTURY INNOVATION

IdeAttack specialises in the planning and design of high-end tourism destinations. Its president, Dan Thomas, explains more about the company and its work overseas in China



IdeAttack has helped create many of the world's most spectacular tourism and leisure destinations



**B**ased in Pasadena, California, IdeAttack is a world leader in the tourism and leisure design industry, with projects in more than 28 countries.

Among its offerings, the company specialises in custom theme parks, cultural attractions, water parks, ocean parks, entertainment centres, large scale mixed-use developments, destination resorts, immersive entertainment environments and immersive entertainment environments.

Dedicated to creating guest experiences of the highest order, combining excellence in storytelling with cutting-edge placemaking technology and dazzling visual effects that will redefine the art of themed entertainment, it's currently working China, where it has two major projects on the go.

Evergrande, one of the largest real-estate companies in eastern Asia, has exclusively partnered with IdeAttack on several theme parks set to open within the next few years, following a rigorous round of bidding and concept pitches by many of the top design firms in the industry. ►

Along with Natasha Varnica,  
Dan Thomas co-founded  
IdeAttack in 2004

## PROMOTION

- “We’re the general contractor for two Evergrande theme parks, located in cities of Kaifeng and Changsha,” says company president Dan Thomas.

“As a part of these projects, we’re in the process of designing and producing 34 rides, attractions and shows. These include various dark rides, flume rides, boat rides, 4D and 5D simulators and theaters, as well as interactive walkthroughs, special effect shows and stunt shows.”

The company’s mission is simple. Since its inception, Thomas says its had one goal: to create new forms of innovative tourism and entertainment destinations for global market.

“We’re developing new ideas and approaches that will combine existing industry experience with new tourism project models that will cater the current and near future audience,” he says.

“We’re doing this for a number of sectors, including theme parks, waterparks, themed resorts, tourism and leisure zones, entertainment centres, cultural attractions, mixed-use retail and lifestyle centres.

Building on more than a decade of successful partnerships around the globe, IdeAttack can work on a project of any scale. Combining design, detailed development, and quality production, the company has helped to create some of the world’s most impressive visitor attractions.

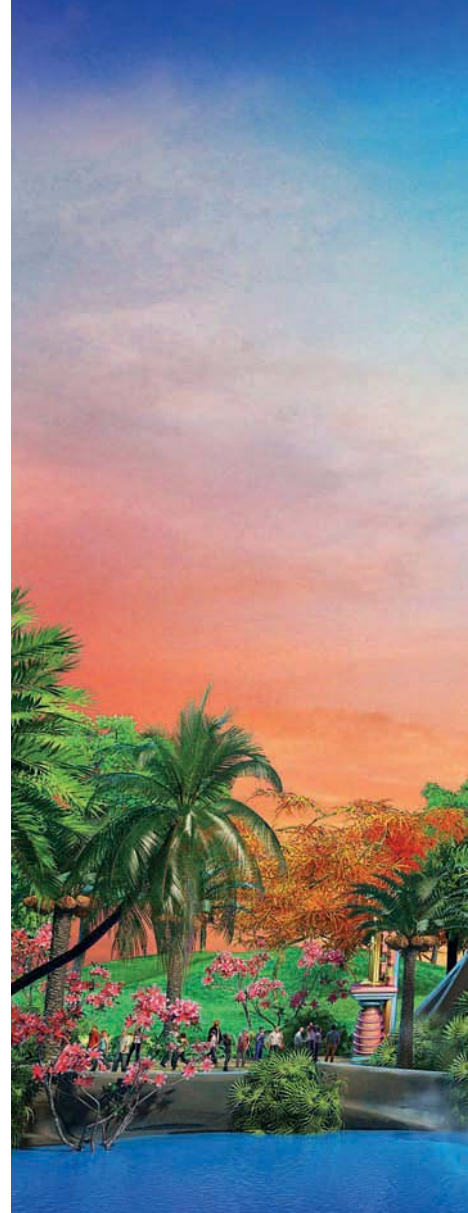
“For a project we offer a number of services,” says Thomas. “These include planning, concept design, schematic design, design development, architecture, attraction design and production, brand development, signage and graphic design, character design and feasibility studies.”

IdeAttack can include among its clients Busch Gardens, Paramount Parks, Universal Studios, SeaWorld, Warner Bros and Royal Caribbean International. With such an impressive list, it’s no wonder the company is in demand.

“Our key clients are real-estate developers, tourism developers and government organisations, says Thomas. “There’s a need for quality leisure and entertainment spaces where people can spend quality time with their families, friends or partners, out of their homes. In today’s global, growing, fast developing world, there’s increasing lack of such spaces. IdeAttack can supply that.

“One of our strongest goals is to always create unique visions that are financially viable and highly marketable: delivering one of a kind projects, on budget and always on schedules.

“With new and exciting ideas being generated all the time, Ideattack continues to lead the charge for bold and innovative entertainment solutions, well into the 21st century.”



Since its foundation, the company has developed major attractions over six continents



IdeAttack offers comprehensive project development from start to finish

## Mastering the planning and design of entertainment destinations in China

One of the company's key markets is China, which is currently experiencing a boom in theme park and wider attractions development. With great knowledge of the region, Thomas explains the challenges and solutions of working in this part of the world.

"Working in China for more than 15 years, we had the opportunity to follow the development of the country's theme park industry from its beginnings in the early 2000s to today's booming period," he says.

"Our company's main development period overlaps with that of China's theme park industry, meaning that in certain ways we grew together.

"This enables us to be a conscious participant in Chinese theme park industry today, and not just a 'foreign design' import, which is very important because the Chinese theme park industry has its own characteristics and differences."

With more than 200 theme park developments currently

“  
We've had the opportunity to follow the development of the country's theme park industry from its beginnings in the early 2000s to today's booming period

underway in China, scrutiny has been placed on some of these projects, with the country's government raising concerns over potentially unpayable debts and low grade or copycat developments. That can prove a tricky situation for developers but one the Ideattack is prepared for.

"As a company striving to help bringing top quality projects to the region as its full participant, we analyse the advantages, disadvantages and peculiarities of this process in China today, and take action to achieve the best possible results," says Thomas.

"IdeAttack believes the Chinese theme park market is now at the turning point of the development. All necessary aspects for the successful theme park development are now there and we're convinced that when the market can overcome its issues, it will thrive as our projects in the region have done."

Phone: +1 626 204 4087 • Fax: +1 626 441 4496 • Email: [info@ideattack.com](mailto:info@ideattack.com) • Website: [www.ideattack.com](http://www.ideattack.com)

# PRODUCT INNOVATION

Suppliers tell Attractions Management News  
about their latest product, design  
and technology launches

For the latest supplier  
news and company  
information, visit  
**attractions-kit.net**



● Ultra-high resolution cameras made specifically for artworks were deployed to several galleries around the world

## Google collaborates with Netherlands' Mauritshuis to create virtual museum dedicated to artist **Johannes Vermeer**



● Johannes Vermeer's  
works are now on display  
in the virtual museum

The complete works of  
17th-century Dutch painter  
Johannes Vermeer – a  
collection of 36 paintings spread  
throughout 18 collections in  
Europe and the US – can now  
be viewed in one place thanks  
to a new initiative between The  
Hague's Mauritshuis gallery,  
and Google Arts and Culture.

Drawing upon the help of 17  
cultural partners, Vermeer's  
works were captured in ultra-  
high resolution, making it  
possible to zoom in and out  
as desired, and then installed  
within a virtual museum.

Called Meet Vermeer,  
the paintings are gathered

within an augmented reality  
Pocket Gallery on the Google  
Arts and Culture app.

The paintings appear life-  
sized and perfectly illuminated  
in the virtual space.

In addition, Google's Street  
View technology is also  
utilised, with photography  
also allowing visitors to  
navigate famous museums

Partners to the initiative are:

- **Netherlands:** Mauritshuis, Rijksmuseum
- **US:** Metropolitan Museum of Art, The National Gallery of Art, Washington DC, The Frick Collection, Isabella Stewart Gardner Museum,

Leiden Collection

- **UK:** The National Gallery London, Kenwood House / English Heritage, Scottish National Gallery, Royal Collection Buckingham Palace
- **Ireland:** National Gallery of Ireland
- **France:** The Louvre
- **Germany:** Gemaeldegalerie Alte Meister, Staatliche Kunstsammlungen Dresden, Herzog Anton-Ulrich-Museum, Staedel Museum
- **Austria:** Kunsthistorisches Museum Wien

ATTRACTIONS-KIT KEYWORD

GOOGLE

## Polin debuts world's first transparent waterslide



● Ali Cansun, Polin

**P**olin Waterparks has launched the world's first ever transparent composite slide.

One of three new products launched at IAAPA, the slide, called Glassy, was developed in the company's R&D centre and is produced using Light Resin Transfer Molding (LRTM), a cost-effective manufacturing process that creates long-lasting and uniformly smooth/even products without creating environmental emissions. Unlike traditional acrylic waterslides, Glassy is completely transparent and the finish does not degrade over time.



● The Glassy waterslide utilises a number of Polin innovations

Polin has been championing this technique in the manufacture of waterslides since 2006, when it converted 100 per cent of its fibreglass production to LRTM.

The slide builds on a number of a Polin's innovations including: special lighting effects and integrated sound effects, as well as transparent

and patterned composites unique to the company.

Ali Cansun, Polin's director of R&D said: "As a pioneer of the amusement industry, we are proud to announce Glassy Waterslide, which will make a dynamic difference."

.....  
**ATTRACTIONS-KIT KEYWORD**  
**POLIN**  
.....

## AWARDS

## Sally and Six Flags win TEA Thea award for Justice League ride

**S**ally's Justice League: Battle for Metropolis dark ride won the award for Outstanding Achievement at this year's TEA Thea Awards.

The ride, which is located at Six Flags Magic Mountain in California, was developed in partnership with Six Flags Entertainment Corporation and

DC Entertainments and has previously won IAAPA's Best New Product and Impact Awards.

Now in its seventh iteration, Justice League bridges the gap between a traditional dark ride and a thrill ride. It combines physical and animated sets with animatronics, 3D video, projection mapping, special



● John Wood, Sally

John Wood, chairman and CEO of Sally Corp said: "Winning a Thea Award for Justice League: Battle for Metropolis is amongst the highest honours an attraction can receive.

"We are delighted that Six Flags Corporation has been recognised for its bold move into the themed entertainment arena with such an advanced and highly acclaimed dark ride attraction. Being recognised by your peer professionals for this achievement makes it all the more special."

Neal Thurman, park president at Six Flags Magic Mountain, said: "We are thrilled and humbled to receive this recognition."

.....  
**ATTRACTIONS-KIT KEYWORD**  
**SALLY**  
.....



● Justice League: Battle for Metropolis won a prestigious Thea award

effects, stun-blasters, interactive targets and custom-created soundtracks to create a exhilarating interactive adventure suitable for the entire family.

It is currently in operation at several Six Flags parks across the US and Mexico, including Six Flags Over Texas and Six Flags St. Louis.

## Diary dates

15-17 JANUARY 2019

### **EAG/Visitor Attractions Expo**

**ExCeL Exhibition**

**Centre, London, UK**

Both EAG International and Visitor Attraction Expo are presented by the industry's trade associations BACTA and BALPPA. The event will showcase more than 300 manufacturers from around the world, with well over 100 leisure brands represented.

**Tel: +44 (0) 1582 767 254**

**Contact: karencooke@swanevents.co.uk**

**www.attractionsexpo.co.uk**

25-27 JANUARY 2019

### **HAuNTcon**

**New Orleans, Louisiana, US**

HAuNTcon, the leading event for haunted attractions, is a trade-only event that brings industry professionals together each year. Owned by Urban Expositions, a Clarion Events Company, the event provides a platform for sourcing, learning, and networking. The event is co-located with the Halloween and Party Expo.

**Contact: esaunders@urban-expo.com**

**www.hauntcon.co**

27-29 JANUARY 2019

### **IAAPA FEC Summit**

**Hyatt Regency Lost Pines**

**Resort, Austin, Texas, US**

Family entertainment center (FEC) operators from around the globe gather at this yearly event to learn the latest best practices and share ideas. IAAPA FEC Summit 2019 is an educational event for FEC owners and operators with a specific focus on building the skill sets necessary for success in the attractions industry. Three days of learning.

**Tel: +1 703 836 48007**

**Contact: iaapa@iaapa.org**

**www.iaapa.org**



■ The 2019 event will bring new technologies and networking possibilities under one roof

26-28 MARCH 2019

### **Amusement Expo International**

**Las Vegas Convention Center,**

**North Hall 1, Nevada, US**

The three-day Amusement Expo

International, targeting the

amusement and FEC sectors, will

consist of a one-day conference and educational schedule – covering a number of topical issues – followed by a two-day exhibition.

**Tel: +1 708 226 1300**

**Contact: info@amusementexpo.org**

**www.amusementexpo.org**

6-8 MARCH 2019

### **IAAPI Expo**

**Bombay Exhibition Centre,**

**Goregaon East, Mumbai, India**

The three day exhibition will provide a platform to share and learn new ideas.

Big players from the industry will share their learning, innovative ideas, schemes and experience. As well as a large show floor, there is also a seminar programme which will see a wide range of topical issues related to the amusement industry being discussed in depth.

**Tel: +91 902 903 1643**

**Contact: info@iaapi.org**

**www.iaapi.org**

25-27 MAR 2019

### **Dubai Entertainment Amusement and Leisure Exhibition (DEAL)**

**Dubai World Trade Centre,**

**Dubai, United Arab Emirates**

DEAL is the region's largest trade show for the theme park and amusement industries. In 2019, the event will be celebrating its silver jubilee year as it is being held for the 25th time. Its popularity as a marketplace for the region's visitor attraction industry

means that it brings in some of the biggest names across the US, Europe, Asia, Africa – and of course the Middle East to participate and exhibit.

**Tel: +971 4 3435777**

**Contact: lilia@iecdubai.com**

**www.dealmiddleeastshow.com**

9-11 MAY 2019

### **Asia Amusement & Attractions Expo (AAA) 2019**

**China Import & Export Fair Complex (Area A)**

This years event is set to cover an exhibition area of more than 100,000sq m, with 3,000 booths and more than 500 exhibitors. AAA – which as integrated with the CIAE & TPAAE shows – has become the largest event of games, amusement, theme parks and attractions in Asia. It is an exciting market, as China is poised to surpass the US and become the largest theme park market in 2020. As a result, In 2019, AAA is expecting to double the turnout of international exhibitors.

**Tel: +86-20-22106418**

**Contact: grand.ti@grahw.com**

**www.aaaexpos.com**

SAVE THE DATE!

# IAAPA ATTRACTIONS EXPO 2019



**Conference** Nov. 18–22, 2019 | **Trade Show** Nov. 19–22, 2019

Orange County Convention Center | Orlando, FL, US

[www.IAAPA.org/IAAPAAttractionsExpo](http://www.IAAPA.org/IAAPAAttractionsExpo)

[PICSOLVE]

# SUPER SELFIE

Capturing your visitors and destination in one shareable moment



**W**henever a guest visits an iconic destination, they want to share great photos from their day, but picking the best image can be hard. They want to show their excitement but also how amazing the destination is. This isn't always possible with a typical selfie, but thanks to the new 'Super Selfie', this can be achieved.

Thanks to Picsolve's exclusive partnership with *Panora.me*, the Super Selfie takes the stunning backdrop of any destination and combines it with a 'selfie' of the guests to create a short video with a fantastic zooming out effect.

## How does it work?

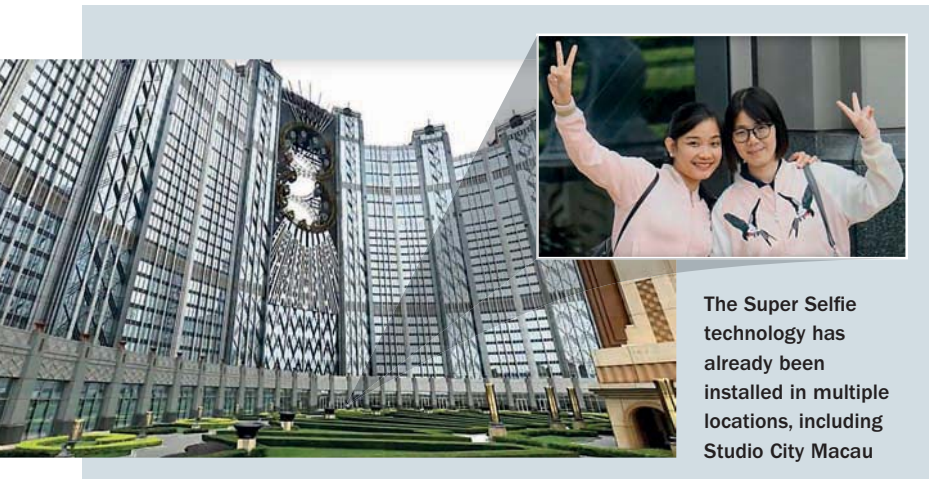
Visitors pose for a camera located in a distant location. The camera captures the visitors and the backdrop using multiple cameras. It's then stitched together to create a piece of video content that starts with a close-up of the visitors and dramatically zooms out to reveal a panoramic backdrop.

## Key Benefits

For Picsolve's partners, it produces a short, shareable piece of video content that is effective for social reach, ideal for brand activation, and something visitors cannot capture themselves.



The Super Selfie uses multiple cameras to create a close up shot zooming out into a panorama of the attraction



The Super Selfie technology has already been installed in multiple locations, including Studio City Macau

For visitors, it creates unique and instantly-shareable content that captures a memorable and enjoyable experience.

The Super Selfie is now live in multiple locations, including Studio City Macau.

"We wanted to offer our guests an engaging way of capturing the scale and the beauty of our resort in one amazing piece of content, that guests would also want to share again and again," says Aaron Glade, assistant director, Entertainment Operations at Studio City Macau.

"The Super Selfie was the perfect piece of technology to do this and we are really pleased to be the first in Asia to have this installed. The response from our guests has been brilliant." ●

# Attractions

Find great staff™

## MANAGEMENT NEWS



**Recruitment headaches?  
Looking for great people?**

**Attractions Management News can help**

### **Tell me about Attractions Management News**

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

### **How does it work?**

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### **There are loads of recruitment services, how is AM News special?**

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### **What are the most powerful features?**

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 100th issue of AM News, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

### **I hear you're part of Leisure Media**

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

### **What packages are available?**

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### **Is there more?**

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### **What now?**

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

### **Meet the Attractions Management News recruitment team**



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

**Hope to hear from you soon on +44 (0)1462 431385 or email [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)**

For more details on the following jobs visit  
[www.attractionsmanagement.com](http://www.attractionsmanagement.com) or to  
 advertise call the team on +44 (0)1462 431385



## Fundraising Officer

**Salary:** Circa £30,000  
**Company:** Eastleigh Borough Council  
**Location:** Eastleigh, UK

## Team Leader

**Salary:** £23,111 - £26,470 Pro Rata per annum  
**Company:** West Cheshire Museums  
**Location:** Marston, Northwich, UK

## Head of Technical Operations

**Salary:** Competitive  
**Company:** Eleven Arches  
**Location:** Bishop Auckland, UK

## Visitor Services Officer

**Salary:** £19,995 - £21,175 per annum  
**Company:** Forestry Commission  
**Location:** Buckinghamshire, UK

## Visitor Services Officer

**Salary:** £19,995 - £21,175 per annum  
**Company:** Forestry Commission  
**Location:** Buckinghamshire, UK

## Sales Manager

**Salary:** Competitive Salary and Benefits  
**Company:** Hoburne Ltd  
**Location:** Cotswold, UK

## Technician

**Salary:** Competitive  
**Company:** Eleven Arches  
**Location:** Bishop Auckland, UK

## Recreation Ranger High Lodge

**Salary:** Competitive Salary and Benefits  
**Company:** Forestry Commission  
**Location:** Thetford, UK

## Caravan Sales Team

**Salary:** Competitive Salary and Benefits  
**Company:** Hoburne Ltd  
**Location:** South West England, UK

## Studios Manager

**Salary:** Competitive  
**Company:** Madame Tussauds  
**Location:** New York, New York, USA

## Senior Mammal Trainer

**Salary:** Competitive  
**Company:** Sea Life  
**Location:** Mooloolaba QLD, Australia

## Logistics & Procurement Manager

**Salary:** Competitive  
**Company:** Legoland  
**Location:** New York, NY, USA

## Assistant Attraction Manager

**Salary:** £17,777-£18,777  
**Company:** Chessington World of Adventures  
**Location:** Chessington, UK

## Head of Sales

**Salary:** Competitive  
**Company:** Merlin Entertainments Group  
**Location:** Goshen, New York, USA

## Food and Beverage Director

**Salary:** Competitive  
**Company:** Legoland  
**Location:** Goshen, New York, USA

## Finance Systems Data Analyst

**Salary:** Competitive  
**Company:** Merlin Entertainments Group  
**Location:** Chessington, UK

## Animation Technician

**Salary:** Competitive  
**Company:** Legoland  
**Location:** Windsor, UK

## Admissions Duty Supervisor

**Salary:** Competitive  
**Company:** Sea Life  
**Location:** Sydney NSW, Australia

## Duty Manager

**Salary:** Competitive  
**Company:** Legoland Discovery Centre  
**Location:** Ontario, Canada

## Creative Assistant

**Salary:** Competitive  
**Company:** Legoland  
**Location:** Windsor, UK

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



**We are Eleven Arches, the producers of “Kynren – an epic tale of England”.**

The show is world class and rated in the TripAdvisor Top 3 UK performances.

Kynren is the UK's biggest live production since London 2012 and is presented on a 7½ acre stage of land and water with a cast and crew of 1,000 professionally trained volunteers. Kynren was created with world renowned Puy du Fou (winner of the prestigious Applause Award and the Thea Classic Award) as our artistic partner. The next leg of our incredible journey is to follow Puy du Fou's steps with the development of a new daytime theme park.

We are looking for an experienced and talented **Head of Technical Operations** and an experienced and high calibre **Technician** to strengthen the Technical team as the show moves into its fourth season and we embark on our next exciting chapter.



## HEAD OF TECHNICAL OPERATIONS

The Head of Technical Operations role offers the successful candidate the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, often unpredictable, high-octane environment that accompanies the production of a world-class show. Reporting to the Executive Committee, you will work at an operational level to plan and supervise the construction of new attractions as well as leading and delivering the technical operations of the show and site.

The Head of Technical Operations sets up, directs and runs Kynren with a passionate team that includes volunteers and a small team of employed Technicians. As we plan future shows, they will be run with a team of paid Technicians as part of season long operations outside of Kynren nights.

You will be called upon to deal with a wide range of technical issues and will have a strong working knowledge of techniques, methods and procedures of show production gained in a visitor attraction, theatrical or outside broadcast environment.

## TECHNICIAN

As a Technician you will help us develop our ideas and realise our creative vision. You will install, operate and maintain all of our show systems alongside providing training, coaching and support for our volunteer technical teams.

*Our base is in Bishop Auckland in picturesque County Durham. We're 25 minutes from both Durham and Darlington mainline stations with Newcastle, Teesdale, Weardale and the Yorkshire Dales within commuting distance. It's a great place to live and work.*

**For more information on these roles and to apply please click links below:**

**Head of Technical Operations**

<http://lei.sr/0g4d4>

**Technician**

<http://lei.sr/x7b3U>



# Polin Aquariums

CONCEPT + DESIGN  
CONSTRUCTION + MANAGEMENT

## EXPERIENCE THE UNDERWATER



Polin Aquariums, as the result of the partnership between Polin and Ocean Aquariums, has a team of experts that can provide all details needed in projects including conceptual designs, engineering, architecture, construction, business plans, procurement of living creatures and brand identities. With this team of experienced architects, engineers, biologists, veterinarians and technical experts, the success of the attraction centers is built with a deep knowledge and wealth of experience.

[polinaquariums.com](http://polinaquariums.com)



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