

Shrek's Adventure is 'gamechanger' for Merlin

Eddie Saul, creative lead for Merlin Entertainment's upcoming Shrek's Adventure, has said the experience will push the company's linear attraction model to new heights.

Speaking exclusively to *AM2*, Saul – who also operates as creative lead for all of Merlin's highly popular Dungeon experiences – explained how the Shrek-themed version would be a step up on what is currently on offer.

"To put it into its basic format, we describe them as batch linear experiences," said Saul. "What that means is they are a way for people to go on an experience and feel like



The Shrek experience has been designed to be completely immersive

they can influence a story. If you go round a Dungeon, you can go and think that's the first time the show has been like

that and often it is – they're kind of spontaneous.

"The added layer you've got with the DreamWorks experience

is that world of content. DreamWorks has created such characters that kind of stick in everyone's mind. It's that layer which differentiates it from a Dungeon. We're pushing that model further and seeing what it can do."

"If you've got an IP like Pinocchio or Shrek, the context that that's set in – does that feel right? [DreamWorks] has signed off on things like that. Validation from a company such as DreamWorks is amazing for us. That fact you're getting that validation makes you want to improve that little bit more so we're trying hard to do that little bit better."

Continued on back cover

Universal files permits for waterpark development

Plans have been submitted by Universal Orlando for a waterpark development to include a volcano feature close to its Cabana Bay Beach Resort.

Sited near to the existing Wet 'n Wild Orlando waterpark – also owned and operated by Universal – the potential development was confirmed by an engineering report filed with the South Florida Water Management District.

In 2014, Universal filed permits for the then unknown project, which said construction would start November 2016 on 53 acres (214,500sq m) of land.
More: http://lei.sr?a=G2M2G_A

Dubai's Museum of the Future breaks ground

The Museum of the Future in Dubai, announced last week by Sheikh Mohammed Bin Rashid Al Maktoum, vice-president and prime minister of the United Arab Emirates, will start on site this week.

Designed by architect Shaun Killa, the AED500m (US\$136.1m, €123.2m, £89.4m) museum will be housed in a mirrored, elliptical, ring-shaped building with plans to change its exhibits every six months to keep pace with changing technology. The museum aims to be always "10 years ahead of today."

Sheikh Mohammed said the museum will provide a "permanent home for the world's greatest innovations." It will be used by people in industry, education and



The museum is scheduled to open in 2017

tourism, offering advanced courses and specialised workshops and won't just showcase prototypes, but will also develop them in special innovation labs.

More: http://lei.sr?a=d9E2A_A

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Georgia Aquarium VP, Jose Barbero, accused of animal abuse found dead

Jose Barbero, a Spanish dolphin trainer accused of abusing animals in his care, has been found dead in Mallorca, according to the Spanish National Police.

Barbero was to become vice president of Atlanta's Georgia Aquarium but was under investigation after footage – which purportedly showed the trainer hitting dolphins – was released by animal rights activists.

Georgia Aquarium rebuked the claims, launching an investigation into the matter with CEO Mark Leven stating the grainy footage was doctored.

“Georgia Aquarium began a search for truth in



Spanish police are treating Jose Barbero's death as a suicide

hopes of disproving these unsubstantiated claims,” said Leven in a statement.

“Sadly, [Barbero] and his family received death threats, and groups and individuals rushed to judge him. He was not given the

right or the privilege to be considered innocent until proven guilty.”

Barbero had worked for 37 years as a trainer and had no previous record of animal abuse.

More: http://lei.sr?a=G4t9p_A

Friends of the Parks wins early court victory in battle against Lucas museum

Friends of the Parks – the campaign group attempting to halt development of George Lucas' museum project – has scored an early victory in legal proceedings. A federal judge ruled that a lawsuit against the project could go forward and that the state of Illinois might have to change the law for the museum to be realised.

Following the ruling by US district judge, John Darrah, museum officials released a statement saying they remained “committed to and focused on building the Lucas Museum in Chicago.” Darrah ruled that the nonprofit Friends



Beijing-based MAD are lead designers for the project

of the Parks has standing to sue and that the issue required judicial intervention. He added: “Case law suggests action by the Illinois General Assembly is required to initiate the

transfer of public land held in trust for all the citizens of Illinois,” meaning that the city and park district would transfer the public land to the private museum.

More: http://lei.sr?a=N7Y9Z_A

20 Legoland developments in the pipeline

Following the release of its annual report, Merlin Entertainments has said there is potential for up to 20 new Legoland developments to be announced in the not-too-distant future.

With Legoland and the Lego brand in general going strong, Merlin revealed in its annual report that it has at least 20 Legoland theme parks in the pipeline.

Over the past four years, Merlin has opened new Legoland theme parks in Florida and Malaysia, and has already announced plans for Legoland theme parks in Dubai (debuting in 2016), Japan and South Korea (both debuting in 2017). According to the company's annual report, Merlin is exploring further developments in both Asia and North America.

On the back of the huge commercial success of *The Lego Movie*, Merlin recently announced further additions to its existing parks, including the development of a 4D film based on the movie, to feature in all Lego theme parks and Discovery Centres.



Lego has gone from strength to strength after coming close to going bust in the early 2000s

An annual study looking at the world's most powerful brands recently determined that Lego is the world's number one, beating the likes of PricewaterhouseCoopers, Red

Bull and Ferrari to the title. Brand Finance cited the success of *The Lego Movie* as helping push the brand to top spot for power. *More: http://lei.sr?a=y6z2n_A*

Dutch Windwheel concept combines clean, silent energy with attraction

Famous for harnessing its wind power, the Netherlands is looking to move on from the traditional windmill, with a new concept that encompasses a wind turbine, housing, a hotel and a tourist attraction, all in one.

Designed to be part energy generator, part residential and part tourist attraction, the Dutch Windwheel is a 174m (571ft) structure comprised of two giant rings. The outer ring would house 40 pods on moving rails, while the smaller inner ring would house 72 apartments, a seven-storey 160 bedroom hotel, a panoramic restaurant and a viewing



The Dutch Windwheel could change the face of clean energy

gallery. Spanning the centre of the smaller ring is a giant bladeless turbine, which generates the energy.

Lennart Graaff of developer DWC told *AM2*: "We are seriously talking

with several organisations (municipality of Rotterdam, energy corporations, research institutes, attraction developers and investors) about their involvement. *More: http://lei.sr?a=d3Q8e_A*



Thomas takes over as CEO in April

Deborah Thomas named CEO of Ardent Leisure

Deborah Thomas has replaced Greg Shaw as CEO of the Ardent Leisure Group.

Thomas takes over management at the Australian company – which among other things operates Dreamworld, White-Water World, AMF Bowling centres and a growing US entertainment business.

Previously operating as a non-executive director for Ardent, Thomas has also held roles as editor for the top magazine in Australia and as director of media, public affairs and brand development for Bauer Media. *More: http://lei.sr?a=f6Y6Z_A*

Skyspire concept touted for New Orleans

The City of New Orleans is currently evaluating private sector proposals for the redevelopment of the World Trade Center building on the banks of the Mississippi river. The building has been vacant since the late 1990s and has been subject to three previously unsuccessful redevelopment attempts.

Two Canal Street Investors – a finalist for the redevelopment – has unveiled designs for Tricentennial Tower, a 320ft (98m) observation tower and vertical gondola ride known as a Skyspire, to be constructed next to the World Trade Center building, in partnership with ride maker, US Thrill Rides.

The concept is for a gondola ride built into the shape of a double helix, providing 360° views. The patented concept is the only 360° lift system in the world.

The observation tower would feature a restaurant as well as an observation deck, in addition to an interactive experience that would provide visitors with a panoramic virtual reality tour of New Orleans throughout history.



The patented concept by US Thrill Rides is the only 360° lift system in the world

“New Orleans is in a redevelopment renaissance,” said US Thrill Rides president, Michael Kitchen, speaking to *AM2*. “Tricentennial Tower will be a spectacular addition.”

If Two Canal Street Investors win the bid, the tower would be completed by 2018 to fall in line with the city’s 300th birthday.

More: http://lei.sr?a=s8m5u_A



MOOCs offer unlimited participation

Leicester Uni launches museum studies MOOC

The University of Leicester in the UK has unveiled what will be the world’s first Massively Open Online Course (MOOC) related to museum studies.

Working in partnership with National Museums Liverpool, the MOOC – an online course aimed at unlimited participation and open access via the internet – will offer a six-week, two hours a week course exploring a range of topics about how the museum sector works and what a museum’s role is in society.

More: http://lei.sr?a=e2E4s_A

Three firms in the running to manage Europe’s largest aquarium facility

The Parks Aspro Group, Rain Forest and Vancouver Aquarium are all vying for management of L’Oceanogràfic – Europe’s largest aquarium.

Based in Valencia, Spain, L’Oceanogràfic’s parent company – The City of Arts and Sciences of Valencia (COSATU) – announced in July it was looking to outsource management of the complex consisting of L’Agora, a multi-functional space with capacity for 6,075 and the aquarium, which first opened in 2003.

According to the tender, COSATU will retain the management of the Museum of Sciences Prince



The aquarium complex first opened its doors in 2003

Felipe, Hemisfèric and public areas, while a private company will handle L’Oceanogràfic and L’Agora.

The United Parks Group, which currently manages the property on behalf of

COSATU, has said it will not be applying for the tender, stating the project carries a “high financial and economic risk”. The winner will be announced in April.

More: http://lei.sr?a=Y6m4Q_A



3D/4D ATTRACTION AND RIDE FILMS



Ennead chosen for Shanghai Planetarium

Ennead Architects have revealed futuristic plans for the new Shanghai Planetarium after the New York-based design firm won an international contest for its commission.

The 38,000sq m (409,000sq ft) development – a part of the Shanghai Science and Technology Museum – has been designed to celebrate the continuum of time and space. In linking the new Museum to both scientific purpose and to the celestial references of buildings throughout history, the exhibits and architecture will “communicate what it means to be human in a vast and largely unknown universe”, according to Ennead partner and design principal, Thomas Wong.

The firm’s design strategy has been based on orbital motion. An oculus, inverted dome and sphere comprise the central body of the architecture, with the building form, programme and circulation incorporating orbital movement, supporting the flow of visitors through the galleries and the three central bodies.

Also included in the development will be an expansive ‘green zone’, as well as gardens



An oculus, inverted dome and sphere comprise the central body of the architecture

incorporating an exterior exhibitory with a 24m (79ft) -high solar telescope, youth observation camp and observatory. Speaking to AM2, a representative for the planetarium

said that at this stage, development costs are being kept confidential and the expected completion date will be some time in 2018.

More: http://lei.sr?a=Z4w8Z_A



The waterpark follows a Mexican theme

Slagharen €6m waterpark development opens May

A €6m (US\$6.7m, £4.3m) waterpark in the Netherlands is entering the final stages of development before its grand opening at Slagharen on 1 May.

The 5,200sq m (56,000sq ft) development – known as Aqua Mexicana – consists of 10 slides supplied by Van Egdom, totalling 546m (1,791ft) in length. Madrid-based Rocas & Design has worked on the design of the waterpark, while construction work has been carried out by Slagharen with the help of local sub-contractors.

More: http://lei.sr?a=G7w8E_A

Disney says virtual reality “cave” is the future of immersive technology

Walt Disney Imagineering creative technologies lead, Bei Yang, has said Disney’s shying away from the popular virtual reality (VR) headset model and instead is looking at the potential for a fully immersive VR environment.

Emerging forms of VR are based around head-mounted displays, with Oculus Rift and the Samsung Gear both popular devices in the VR realm. Speaking at the Game Developers Conference in San Francisco, Yang said Disney has been looking at “caves”, as an alternative. The caves would be lined wall-to-wall with super high resolution displays, with interactive features included.



PHOTO: DISNEY IMAGINEERING

Disney’s Digital Immersive Showroom is the basic concept

According to Yang, the cave approach would help to cut the motion sickness many can get while using VR. The stereoscopic 3D effects used by headsets, would be replaced by motion tracking

2D images that would appear to have depth, using dynamic perspective to a much larger scale than previously seen. The approach also allows for a multi-person experience.

More: http://lei.sr?a=K2Q9P_A

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Photo courtesy of IAAPA

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14-16 APRIL 2015

Dubai Entertainment Amusement and Leisure Show (DEAL)

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The Dubai Entertainment Amusement and Leisure Show (DEAL) is the Middle East's annual focal point for all stakeholders in the amusement and related industries looking for a successful entry or greater growth in the region's markets. Now in its 21st edition, DEAL is the only platform in the Middle East for exhibitors in these industries to connect with buyers, for buyers to see and test the latest products and services, and for professionals to share best practice and make new industry contacts.

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26-29 APRIL 2015

2015 Annual Meeting & MuseumExpo Atlanta, US

The annual meeting and expo held over three days looks at how museums can gain an innovation edge and how they can engage, support and sustain innovation in communities. Visitors

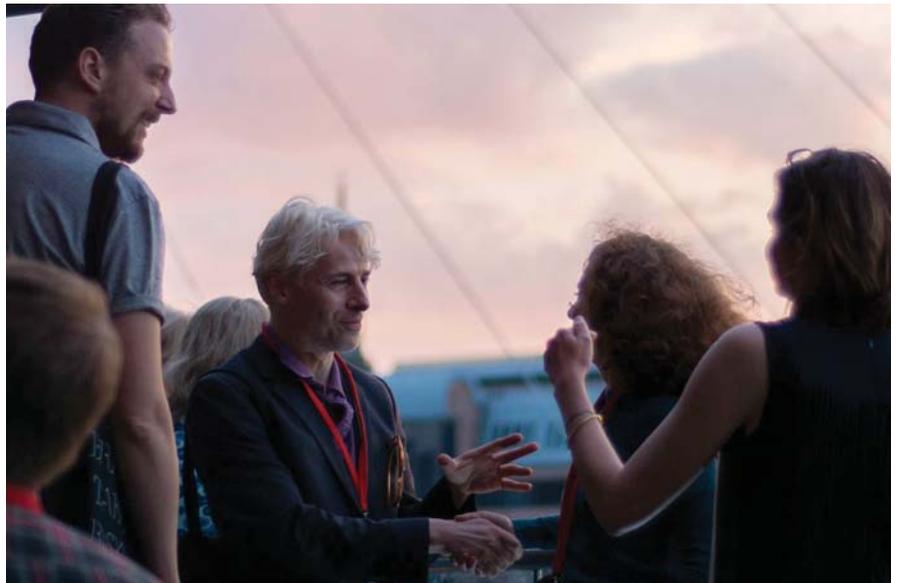


PHOTO: MUSEUMNEXT

Last year's event brought together top names in the museum sector to talk latest innovations

19-21 APRIL 2015

MuseumNext Bâtiment des Forces Motrices, Geneva, Switzerland

Europe's biggest conference on industry innovation and technology in the museum sector will explore

ways of engaging visitors with new technology and industry trends. A one day conference fringe and two days of presentations, workshops and debate.

Tel: +44 (0) 191 261 9894

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www.museumnext.com

to the event can learn how museums serve as engines of innovation, with examples of recent innovations in education. The latest innovative models in conservation, exhibitions, audience engagement, development and more will be showcased at the event.

Tel: +1 202 289 1818

www.aam-us.org

29-30 APRIL 2015

The Museums + Heritage Show Kensington Olympia, London, UK

The free-to-attend event offers two days of talks, features, cultural attraction experts and sector suppliers. 2015's show offers first rate advice, ideas and tools that you can walk away with and put into practice in your own organisations.

museumsandheritage.com/show/visiting

7-10 JUNE 2015

Theme Parks & Entertainment Development Summit Abu Dhabi, UAE

Leading Middle East theme parks and water park project owners will be speaking at the first ever theme park and entertainment development summit.

The event, organised by global events company IQPC Middle East, will be a unique opportunity for theme park developers and suppliers to discuss key strategies to develop world-class theme parks in the region through robust planning, innovative design and successful partnerships.

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11-13 JUNE 2015

2015 Ecsite Annual Conference Museo delle Scienze, Trento, Italy

Ecsite is the European network of science centres and museums, linking science communication professionals in more than 400 institutions in 50 countries. Its annual conference brings those professionals together for a three-day event. Chosen to echo the theme for the 2015 Milan Expo, the theme "Food for curious minds" offers room for metaphoric interpretations but also invites to tackle the topic of food and energy.

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Artist Sofles' works were projected onto a Melbourne mural

Projection tech launches street art into mainstream

Graffiti artists were able to express their artworks using technology from TDC – Technical Direction Company as part of a cultural event.

Australia's annual 'White Night Melbourne' took place on 21 February, with the projected street art among the highlights. The interactive mural project, 'Sofles – Graffiti Mapped', was curated by

Juddy Roller and featured the work of Australian street artist Sofles. Using TDC's projection mapping technology, the graffiti artwork was displayed on Melbourne's largest mural, which is five stories high and 70m long.

TDC also provided video projection technology across a number of the exhibits at the White Night Melbourne event.



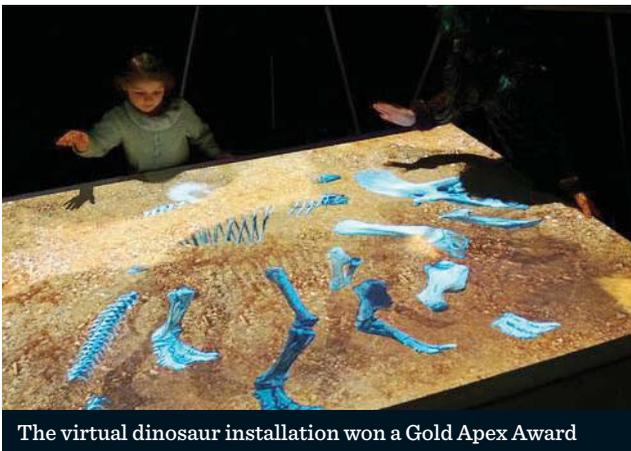
A snapshot of the First World War Galleries at the memorial

Dynamic lighting for Australian world war galleries

Customised LED lighting fixtures from Gantom Lighting & Controls have been used in revamped galleries at the Australian War Memorial in Canberra. The fixtures illuminate both the historic dioramas and the display cases of the First World War Galleries, which re-opened to the public in December 2014, and are part of a new lighting

design by Benjamin Cisterne. Lighting the dioramas called for fixtures that combined theatricality with durability, according to Cisterne. "The Gantom fixtures enabled us to focus and colour a theatrical scene for each [diorama] that has reference to place and time of day, and conveys the mood of the imagery," he said.

PHOTO: JOHN GOLLINGS



The virtual dinosaur installation won a Gold Apex Award

Golden moment for GestureTek's digital dinosaur dig

GestureTek's digital signage installation at the Skylon Tower in Niagara Falls came away with the Gold Apex Award for the Arts, Entertainment and Recreation category at the Digital Signage Expo's (DSE) awards ceremony.

The 'Virtual Dinosaur Dig' installation featured two immersive gesture controlled virtual reality dinosaur experi-

ences, with a display platform that lets multiple users reach over and into the projected display, to wipe away the virtual sand and dirt until they revealed a scattered selection of dinosaur bones.

Once the virtual bones have been pushed into place, the triceratops will materialise in its original form and roar at the guests.



Round 1's Arlington, Texas location will use the POS system

Fifth Round 1 implementation for Embed system

Embed's debit card and point of sale system has been installed at a fifth Round 1 Bowling & Amusement location in the US.

The Embed system is now in operation at the entertainment company's location in Arlington, Texas. It is being used for food and beverage sales, cashless operation of games, and management of

the redemption display. Round 1 facilities include bowling lanes, arcade games, karaoke rooms, billiards, darts, and ping pong. The company also deploys the Embed system in Bloomingdale, Illinois, as well as Moreno Valley, City of Industry and Lakewood, which are all based in California.

Twycross Zoo unveils £55m great apes masterplan

Twycross Zoo, which sits on the border of Leicestershire and Warwickshire in the UK, has announced a £55m (US\$82m, €77.7m) investment programme aimed at boosting visitor numbers and improving animal welfare.

Masterplanned by Weedon Architects, the attraction is planning to bring in bonobos, chimpanzees, gorillas and orangutans in to its proposed new great ape centre.

£10m (US\$15m, €14.1m) will be spent over the course of the next three years, with plans including a moated island complex to house Gibbon Forest opening in Q3 of 2015 along with a new water play area and café.

“The site layout along with strategic planting and landscaping has been designed to give a naturalistic habitat for the gibbons, while minimising the effect of visitors’ physical presence, allowing for an immersive but non-intrusive experience,” said Stuart Cureen, associate at Weedon Architects speaking to *AM2* on the new gibbon habitat. “Twycross Zoo has a strong focus on delivering conservation messages



The plans are centred around a great ape habitat, which will be the centrepiece of the zoo

to its visitor, so the internal themed environment will focus attention onto the nature of the gibbon in its natural habitat, as well as highlighting conservation threats.”

It is hoped that once the 20-year masterplan is complete the zoo will double its annual visitor numbers of 500,000.

More: http://lei.sr?a=Q4y8A_A



Imagica theme park opened in April 2013

Adlabs IPO plans to fund two more theme parks

Adlabs Entertainment – owner of Adlabs Imagica in Kerala – is planning to set up a second theme park in India, this time in Hyderabad, with further plans for a third park in the Delhi area after that.

Adlabs is looking to raise INR4.67bn (US\$75m, €67.8m, £49.1m). Proceeds generated by an IPO will go towards repayment of debt and investment into the theme park developments. A spokesperson told *AM2* the development would come up over the next four to five years.

More: http://lei.sr?a=A3p8b_A

Could Bjarke Ingel’s Dryline proposal be the next High Line for New York?

Bjarke Ingels (BIG) and Rebuild by Design have laid out plans for “The Dryline” – a leisure-oriented storm barrier for New York City.

Following the devastation caused by Hurricane Sandy in 2012, where more than US\$19bn (€17.9bn, £12.6bn) of damage was inflicted on New York, Rebuild by Design – a federally-funded initiative – and the US Department of Housing and Urban Development (HUD) – has attempted to address the weaknesses the storm revealed.

The Dryline concept has been envisaged as a continuous 10 mile (16km) stretch, acting as a protective system around



The Dryline would be a welcome defence for New York City

Manhattan, with BIG intending to build leisure into every aspect of the design. Those elements will include active learning spaces, cultural space, cycle paths, parks, public

green space, several plazas, harbour bath swimming and an aquarium. The main defensive element will be a protective wall that will double as a public art space.

More: http://lei.sr?a=z6W5W_A

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Company: Legoland Discovery
Location: Massachusetts, United States

■ **Duty Manager**

Company: Legoland Discovery
Location: Massachusetts, United States

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Location: Paignton, Devon, United Kingdom

■ **Visitor Experience Delivery Manager**

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Location: Letchworth, United Kingdom

■ **Arcade Manager**

Company: Namco Operations Europe Ltd
Location: Various

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Company: National Trust
Location: Cambridgeshire, United Kingdom

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Company: Maidstone Borough Council
Location: Maidstone, United Kingdom

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Company: Gardaland Resort
Location: Castelnovo del Garda, Italy

■ **General Manager**

Company: Cotswold Farm Park
Location: Gloucester, United Kingdom

■ **Rides Maintenance Technician**

Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Events Manager**

Company: Madame Tussauds Hollywood
Location: California-Hollywood, United States

■ **Commerical Host**

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

■ **SeaQuarium Attraction Manager**

Company: SeaQuarium
Location: Weston-Super-Mare, United Kingdom

■ **Marketing Coordinator**

Company: Bewilderwood
Location: Norwich, United Kingdom

■ **Hylands House Manager**

Company: Chelmsford City Council
Location: Chelmsford, United Kingdom

■ **Entertainment Supervisor**

Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Aquarist**

Company: Sea Life
Location: Minnesota-Bloomington, United States

■ **Guest Experience Manager**

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

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

Merlin and English Heritage working together on upcoming Shrek attraction

Continued from front cover

Merlin Entertainments' creative lead Eddie Saul has revealed to AM2 how the attractions giant has worked with English Heritage to ensure its new Shrek attraction won't have any impact on the Grade II Listed County Hall housing it.

Collins Construction is working on the build, which comprises several rooms built inside the larger rooms of County Hall so as not to damage the building's interior.

"One example is Rumpelstiltskin's Carriage," said Saul. "It used to be (former London Mayor) Ken Livingstone's office but obviously we've had to change it quite a bit!



Rumpelstiltskin's Carriage is in the former mayor's office

"Rather than fight [English Heritage] we've taken it on board. We go into rooms and think 'let it have that look'. People will go in there and say 'wow'. To have some of these spaces are amazing. Working with English Heritage, they

say we have to conform to X, Y and Z, but they've been very accommodating with what we've done."

Shrek's Adventure opens in July with tickets going on sale in March.

More: http://lei.sr?a=F7W4H_A

Iraq calls for coalition air support to protect under-fire historical sites

Iraq's tourism and antiquities minister, Adel Fahad al-Shershah, has said the US-led coalition carrying out air strikes against the radical Islamic State (IS) must try to protect the country's archaeological sites being destroyed by the terrorist group.

IS recently released footage of the group destroying artefacts in Mosul. The group then bulldozed the 13th century BC city of Nimrud, followed closely by the fortress city of Hatra, which is more than 2,000 years old and is a UNESCO world heritage site.

"The sky is not in the hands of the Iraqis, the sky is not in our hands.



The fortress city of Hatra has been bulldozed by IS

Therefore, the international community must move with the means it has," said al-Shershah. "We request aerial support."

IS has tried to justify its destruction of antiquities

by saying they works are "idolatrous", but according to authorities, the group has been trafficking the items to fund its assault on the Middle East.

More: http://lei.sr?a=T6M8d_A

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

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

Association of Leading Visitor Attractions (ALVA)

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Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

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Association of Zoos and Aquariums (AZA)

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Australian Amusement Leisure & Recreation Association (AALARA)

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European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

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European Network of Science Centres and Museums (Ecsite)

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Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

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

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

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NAVET

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Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

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The Canadian Museums Association

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The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)

T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaquarium.org.au

PHOTO: UNESCO/Venture Dauge