

US Senate questions museums' charitable status

The US Senate's Finance Committee has questioned whether or not some private galleries and museums are exploiting their tax-exempt status for personal gain, querying whether or not they should be receive the government subsidy.

The committee said it recently contacted a dozen museums, including the recently-opened US\$140m (€123m, £91.6m) Broad Museum in Los Angeles, requesting a number of facts and figures, including visiting hours, donations, trustees, valuations and arts loans – part of a wider effort to re-evaluate institutions that receive tax-exemption.



Senator Hatch said some institutions are abusing their tax-free status

"Tax-exempt museums should focus on providing a public good and not the art of skirting around the tax code," said Senate

Finance Committee chair, Orrin Hatch in a statement.

"While more information is needed to ensure compliance

with the tax code, one thing is clear: under the law, these organisations have a duty to promote the public interest, not well-off benefactors."

With the art market in a state of growth, it has been suggested by financial analysts that many wealthy individuals are converting their personal collections into either private charitable foundations or into museums as a way to offset costs and reduce substantial tax bills. Current US regulations mean charitable organisations can buy artworks and artefacts tax-free, which also applies to the insurance, conservation and storage of those works.

More: http://lei.sr?a=w2M5m_A

New Merlin appointment signals Chinese push

Merlin Entertainments has appointed Rachel Yun Chiang, partner at multi-billion dollar Asian investment firm Pacific Alliance Group (PAG), to its board in a non-executive director role as the company seeks to expand its reach across the Chinese attractions market.

"Rachel brings a wealth of experience in the Asian consumer and property markets," said Sir John Sunderland, non-executive chair at Merlin. "Her efforts will prove invaluable as Merlin increasingly focuses its resources and efforts towards this region."

More: http://lei.sr?a=S7a4D_A

Is Universal planning an I-Drive theme park?

Universal is remaining tight-lipped over plans to possibly develop a new theme park on more than 474-acres (1.91sq km) of land in Orlando.

The company has had a rumoured interest over the Sand Lake Road complex near Universal Boulevard, which was given more substance after county commissioners confirmed discussions with Universal.

When AM2 contacted Universal, the company declined to comment on the potential land purchase or the rumours of a new theme park development, however the *Orlando Sentinel* reports that the company has already made an offer for the land – the largest undeveloped area along the I-Drive tourism corridor –



Universal owns several attractions in Orlando

which it would purchase with one lump sum. The land purchase would also open up the possibility for new restaurants, retail and hotels from Universal.

More: http://lei.sr?a=2X8Y9_A

GET
AM2

Magazine sign up at
AM2.jobs/subs

Job board live job updates
AM2.jobs

PDF for iPad, Kindle & smart phone
AM2.jobs/pdf

Ezine sign up for weekly updates,
AM2.jobs/ezine

Online on digital turning pages
AM2.jobs/digital

Instant sign up for instant alerts,
AM2.jobs/instant

Twitter follow us:
[@am2jobs](https://twitter.com/am2jobs)

RSS sign up for job & news feeds
AM2.jobs/rss

Leisure Media

Tel: +44 (0)1462 431385

Fax: +44 (0)1462 433909

e-mail: please use contact's
fullname@leisuremedia.com**Subscriptions**

subs@leisuremedia.com

Editor

Liz Terry +44 (0)1462 431385

Head of News

Jak Phillips +44 (0)1462 471938

AM2 News Editor

Tom Anstey +44 (0)1462 471916

Attractions Management

Alice Davis +44 (0)1462 471918

Journalist

Kim Megson +44 (0)1462 471915

Jane Kitchen +44 (0)1462 471929

Matt Campelli +44 (0)1462 471912

AM2 Products Editor

Kate Corney +44 (0)1462 471922

AM2 Publisher

Julie Badrick +44 (0)1462 471919

Associate Publisher

Sarah Gibbs +44 (0)1462 471908

Sales

Simon Hinksman +44 (0)1462 471905

Jed Taylor +44 (0)1462 471914

Paul Thorman +44 (0)1462 471904

Chris Barnard +44 (0)1462 471907

Helen Andrews +44 (0)1462 471902

Design

Jack Emmerson +44 (0)1462 471136

Internet

Michael Paramore +44 (0)1462 471926

Dean Fox +44 (0)1462 471900

Tim Nash +44 (0)1462 471917

Emma Harris +44 (0)1462 471921v

Financial Administrator

Denise Adams +44 (0)1462 471930

Circulation Manager

Michael Emmerson +44 (0)1462 471932

Subscribe to AM2:Online: www.am2.jobs/subsEmail: subs@leisuremedia.com

Tel: +44 (0)1462 471913

Annual subscription rates are UK £31

Europe £41, Rest of world £62

students UK £16

AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Preview Cromatic Ltd.

©Cybertrek Ltd 2015 ISSN Print: 2055-8171 Digital: 2055-818X

British Museum teams up with Google to create virtual tour of institution

A new collaboration between the British Museum and Google has made more than 4,500 objects from the national institution available to view online for free.

Partnering with the Google Cultural Institute, a selection of the British Museum's cultural treasures are now available online in a virtual version of the museum. Using an indoor version of Google's Street View, users can virtually explore the museum's permanent galleries as though they were walking around them.

In addition, specially-curated exhibits have also been developed for



Google's special technology scans the museum

the partnership, which at launch include *Celtic life in Iron Age Britain* and an exploration of *Egypt: faith after the pharaohs*.

The platform also offers never-before-possible access to certain objects.

Such examples include the 6th Century Admonitions Scroll, which can now be viewed using Gigapixel imagery – the highest ever resolution image of the fragile relic.

More: http://lei.sr?a=e7U6K_A

Canada Science and Technology Museum to be completely modernised

Ontario's Canada Science and Technology Museum in Ottawa has unveiled plans for a CA\$80m (US\$60m, €56.5m, £40m) renovation, upgrade and expansion, bringing the facility first opened in 1967 into the modern age.

Designed by Canadian architecture firm NORR, the redevelopment masterplan includes five main galleries, temporary exhibition space, an artefacts gallery, maker space and classrooms. The museum's main galleries will follow the themes of creating and using knowledge, moving and connecting, technology in our lives, transforming resources, and children. The plans also include a



Canadian architecture firm NORR are behind the plans

facade featuring a large LED screen, which received federal design approval from Canada's National Capital Commission last month.

The museum has emphasised the involvement of

cutting-edge and emerging technologies in the new galleries, with a spokesperson telling AM2 they will all include "immersive, interactive and digital aspects".

More: http://lei.sr?a=E9J4S_A

Orlando's US\$500m Skyplex gains approval

The theme park capital of the world looks set to gain the tallest rollercoaster ever built as part of a US\$500m (€472m, £333m) development after Orange County commissioners approved plans for the proposed Skyplex development on Orlando's I-Drive.

The record-breaking 'Polercoaster,' designed by US Thrill Rides, will send riders 501 ft (152.7m) into the air at speeds of up to 65 miles per hour. The innovative design sees the ride travel vertically around a supporting tower, with a four-minute descent of twists and turns inside a compact and confined space.

The Skyplex development has been strongly opposed by Universal, which fought the project on the basis of traffic concerns and the coaster's height. Universal denies its opposition is linked to its own interests, with the operator rumoured to be considering a new theme park or large-scale development on land nearby to Skyplex. Despite the park's opposition, a large majority of business leaders from the local area backed the development, with a unanimous vote for approval from county commissioners.



The Federal Aviation Authority has approved the tower's height up to 700ft

In addition to the colossal tower, the 495,000sq ft (46,000sq m) shopping and entertainment complex, designed by Orlando-based architectural firm HHCP, will feature

a surf park, ziplines, a Perkins Pancake House and a hotel. Still needing final county approval, Skyplex Orlando is expected to be open by 2018.
More: http://lei.sr?a=a6r3G_A

Smaaash's Finger Coaster lets you draw and ride your own VR rollercoaster

Mumbai-based virtual reality games developer Smaaash debuted its Finger Coaster innovation at the IAAPA attractions expo, with the new technology allowing users to draw a rollercoaster and then ride their creation in a virtual space.

"The Finger Coaster is a 'make-your-own-ride experience,'" said Smaaash's chief technology officer, Kaizad Bajina, speaking to *AM2*. "You can actually draw it out with your finger, hence the name. You can make it as long as you want with however many loops you want and then you can choose the setting whether that be a lake, theme park, frozen area or a beach."



The Finger Coaster debuted at this year's IAAPA show

Once users have drawn their coaster, up to four can ride the attraction, sitting in a rollercoaster car on a motion platform while wearing a head-mounted virtual reality device. To

complete the experience, sounds of the rollercoaster are played to the riders, while a fan activates at certain points to simulate downhill sections of the virtual ride.
More: http://lei.sr?a=6f3p5_A



The boat is resting 90ft below water

Mexico sinks navy vessel to create scuba park

A Navy boat off the coast of Rosarito Beach in Baja California, Mexico, has been deliberately sunk as a first step in creating a "hispanic Atlantis" for divers.

In addition to the 220ft-long (67m) sunken Uribe 121 boat, the Rosarito Marine Park will also feature an underwater sculpture garden, as well as three more sunken ships and several pyramids.

The US\$600,000 (€567,000, £400,000) project has won the backing Mexican officials, gaining support on a federal, state and municipal level.
More: http://lei.sr?a=2g5c6_A

Star Wars comes to Disney's Hollywood Studios

Hollywood Studios at Disney World Florida has debuted its new *Star Wars* attraction – the largest land expansion in company history – opening just ahead of the movie premiere for *Star Wars: The Force Awakens*, which hits cinemas on 18 December.

At the hub of the 56,655sq m (609,840sq ft) experience will be *Star Wars Launch Bay*.

Once inside, guests can interact with signature *Star Wars* characters such as Darth Vader, while exploring several galleries showcasing memorabilia and large-scale replicas of *Star Wars* props. A recreation of the famous cantina scene is also included, while video games are available in a special zone.

Star Tours, which first opened at Disneyland California in 1987, has had a complete update. 'Star Tours – The Adventures Continue', offers an experience based on characters and adventures from the new addition to the franchise. Incorporating a 3D experience with a motion simulator ride, the *Star Tours* sequel will take riders to multiple locations from the *Star Wars* universe, where they



Star Wars Launch Bay will act as a hub for the new Star Wars Land

will interact with characters from the saga.

The new addition to Hollywood Studios is just the start for Disney and *Star Wars*, with the operator currently planning to send *Star Wars*

Launch Bay to its new resort in Shanghai and *Star Tours* to its Tokyo park, as well as a new *Star Wars Land* at Disneyland California.

More: http://lei.sr?a=r4X2f_A



Otto has led several ventures in the UAE

IMG Worlds of Adventure names Lennard Otto CEO

IMG Worlds of Adventure, coming to the UAE early next year, has appointed industry veteran Lennard Otto as its new chief executive officer.

As CEO, Otto will oversee the park's strategic vision, direction and operational leadership, working to establish the attraction as one of the Middle East's leading theme park destinations. Otto will also spearhead the park's future development, with plans to expand on the existing attraction and to attract a global audience.

More: http://lei.sr?a=m9x9k_A

Six concept bridges to King Arthur's mythical Tintagel Castle unveiled

English Heritage has unveiled a series of six possible designs for a new footbridge at Tintagel Castle, a site long associated with the legend of King Arthur.

The 13th century castle sits on a jagged rock outcrop. The castle is among the remains of a much earlier settlement, dating from the fifth to seventh centuries.

The bridge would link the outcrop to the mainland, following the path of the castle's original crossing. The bridge will be used as an educational tool, helping tourists to better understand the site's history.

Six teams have been shortlisted from a list of



Six teams have been shortlisted from a list of 137 applicants

137 applicants across 27 countries. The finalists include UK-based Marks Barfield, Wilkinson Eyre and Niall McLaughlin; France-based Dietmar Feichtinger and RFR with

Jean-Francois Blassel; and Belgium-based Ney & Partners Civil Engineers with William Matthews Associates, Ettwein Bridges and Waagner Biro. More: http://lei.sr?a=J7F9y_A



VEKOMA'S SUSPENDED FAMILY COASTER

Feet dangling in the air, high speed, exciting curves, guaranteed for **freedom**, **fun**, **thrill** and **excitement**. An exhilarating experience for everyone!

FAMILY COASTERS THRILL & MEGA COASTERS INDOOR & CUSTOM DESIGNED ATTRACTIONS & SPECIALITIES



VEKOMA™

RIDES MANUFACTURING BV

SCHAAPWEG 18 6063 BA VLODROP THE NETHERLANDS
TEL +31 (0)475 409222 FAX +31 (0)475 402115 WWW.VEKOMA.COM

Chicago Blues Experience coming to Navy Pier

A museum dedicated to the Chicago blues is coming to Illinois, with plans by BRC Imagination Arts to give the genre a new home on the city's historic Navy Pier.

The US\$45m (€42.5m, £30m) Chicago Blues Experience, on track to open during Q3 of 2017, is based away from the south side of the city where the style originated. The area of the city, once home to many of the long-gone blues clubs, is now home to a large number of empty and boarded-up houses. The new development moves away from that area and is instead situated in a prime location on Navy Pier, with the development comprising a museum, educational and cultural complex, as well as a concert venue and restaurants.

Working alongside VOA, the architecture firm that redeveloped Navy Pier in the 1990s, the 60,000sq ft (5,574sq m) BRC-designed attraction will chronicle the history of Chicago blues up to the modern day, featuring interactive exhibits such as 'A Recording Date at Chess Records', which will put visitors into



An all-star team including blues legend Buddy Guy are involved in the project

a simulated recording session with Muddy Waters, Willie Dixon and Buddy Guy. In addition to the museum, the Chicago Blues Experience will feature a large performance

venue with capacity 600 people, as well as a blues-inspired dining space by Levy Restaurants and a 200-seat music lounge.

More: http://lei.sr?a=a4P4K_A



The trademark protects Disney IPs

China grants Disney special trademark ahead of debut

The Chinese government has granted special protection to the Walt Disney Company ahead of the US firm's theme park debut in Shanghai next year.

Chinese officials will carry out a year-long crackdown on unauthorised and counterfeit Disney properties as part of a wider effort to address concerns that Chinese knock-offs are damaging the country's reputation.

The State Administration for Industry and Commerce said the move would "promote development of a fair market".

More: http://lei.sr?a=g8P3C_A

UK cultural attractions to be protected despite funding cuts, says chancellor

Arts Council England (ACE) and the UK's national museums and galleries will not feel the sting of a 5 per cent cut to the Department for Culture, Media and Sport's (DCMS) budget, with chancellor George Osborne in fact promising to increase culture funding.

As part of the changes to the DCMS budget, administration costs are set to be cut by a fifth.

Concerns had been raised over the future of the UK's culture sector, which relies heavily on government funding, with many major cultural attractions free-to-visit. However, Osborne said that ACE and



Institutions such as the National Gallery will remain free

the UK's national museums and galleries will enjoy an increase in funding up to 2020 – a rise of between 1-2 per cent over five years.

ACE currently funds a combination of 684

museums, galleries, opera, theatre and dance companies across the UK, with the news guaranteeing existing funding for the foreseeable future.

More: http://lei.sr?a=W7j7W_A

SAVE THE DATE

EURO ATTRACTIONS SHOW 2016



WHERE THE BUSINESS OF FUN BEGINS

20–22 September

Fira Gran Via, Barcelona, Spain

www.IAAPA.org/EAS

EAS

**Euro
Attractions
Show**



IAAPA

AM2

DIARY DATES

12-14 JANUARY 2016

EAG International/Visitor Attraction Expo

ExCel London Exhibition Centre, London, UK

Since its launch in 2010, EAG has become the definitive annual event for amusement and coin-op industry professionals from the UK, Europe and beyond. The Visitor Attraction Expo made its debut in 2014 and returns in 2015, offering the UK's leisure parks, piers, zoos and static attractions sector an annual event which it can call its own.
Tel: +44 158 276 7254
www.attractionsexpo.co.uk
karencooke@eagexpo.com

3-5 MARCH 2016

RAAPA 2016

Moscow, Russia

Organised by the Russian Association of Amusement Parks and Attractions (RAAPA), the event is the premier trade show in the Russian amusement industry. Exhibitors from across the sector will be showcasing products, with representatives of the sector encouraged to attend.
Email: raapa@raapa.ru
Tel: +7 (495) 234-50-15
www.raapa.ru

9-11 MARCH 2016

IAAPA Leadership Conference 2016

Mexico City, Mexico

Join attractions industry colleagues to understand the value of leveraging your company's unique story to increase customer retention and build loyalty. Whether you are at the beginning stages of defining your story, need ideas to embrace and integrate your story, or are looking to reinvent your story altogether, the IAAPA Leadership Conference will help you amplify your company's brand to build memorable experiences.
Email: dwilliams@IAAPA.org
Tel: +1 703/836-4800



MuseumNext will this year be held inside Dublin's famous Mansion House

18-20 APRIL 2016

MuseumNext

Mansion House, Dublin, Ireland

MuseumNext is a major conference on the future of museums. Since 2009 it has acted as a platform for showcasing best practice today to shine a light on

the museum of tomorrow. MuseumNext Dublin will be the eighth European conference and will feature a day of activity highlighting Dublin followed by two days of curated conference sessions.
Email: kala@museumnext.com
www.museumnext.com/conference

16-20 MARCH 2016

TED2016: Truth and Dare

Whistler and Vancouver, Canada

A week-long conference about ideas. Onstage, speakers will challenge notions of truth and dare to imagine the future. From this one-week conference, TED Talks will be released throughout 2016.
Email: registration@ted.com
Tel: +1 212-346-9333
conferences.ted.com

19-21 APRIL 2016

DEAL 2016

Dubai World Trade Centre, United Arab Emirates

Held annually, DEAL is the region's most anticipated and biggest attraction for global and local stakeholders in the amusement and entertainment industries that are looking for a strong entry into these markets. The show in 2015 ushered in more than 300 firms from across 33 countries and attracted 7189 quality trade visitors and 64 new exhibitors. On its 22nd edition, DEAL 2016 expects to witness an even larger gathering of key players and visitors in the amusement industry from Middle East, African,

Mediterranean, and Asian countries. With last year's show breaking the record of the number of new and old exhibitors and visitors since the show's inception in 1995, DEAL has developed into an unrivalled platform that gathers exhibitors, buyers, and professionals from the international amusement and entertainment industry.
Email: some@iecdubai.com
Tel: +971 4 3435777
www.dealmiddleeastshow.com

18-19 MAY 2016

Museums + Heritage Show

Kensington Olympia, London, UK

The free-to-attend Museums + Heritage Show offers two days of seminars, features, cultural attraction experts and sector suppliers. Those in attendance are given first-rate advice, ideas and tools that they can walk away with and put into practice in their own organisations. An awards ceremony will also take place, recognising the sector's best with a submission deadline set for 1 February.
Email: anna@museumsandheritage.com
Tel: +44 1905 724 734
museumsandheritage.com/show



International

THE AMUSEMENT
& LEISURE SHOW



**DON'T MISS THE
MOST IMPORTANT
EVENT OF THE YEAR!**

12-14 JANUARY 2016

ExCeL London Exhibition Centre

www.eagexpo.com

www.attractionsexpo.co.uk

Presented by



T: +44 (0)1582 767 254

E: sales@swanevents.co.uk

Presented by



ATTRACTION PLANNING & DESIGN THEMING CREATION & DELIVERY

Theme Parks & Attractions | Visitor Attractions | Zoos & Aquariums | Retail & Hospitality Spaces

We believe that imagination & quality craftsmanship are key. With one of the best-equipped facilities in Europe and a large, multi-disciplined team that offers a wealth of experience in the international market, we strive to deliver a solid return on investment to our stakeholders & truly memorable experiences to their guests.

Services

- Dedicated design management
- Cost analysis & scheduling
- Research & brainstorming
- Guest / user experience analysis
- Storyboarding & storytelling
- Masterplanning
- Technical design
- Concept development & design
- 3D modelling
- Character & creature development
- Graphic & mural design



DESIGN

CREATE



Facilities & Skills

- 7-axis CNC robotic sculpting
- 3-axis flatbed CNC cutting
- Dual-component spray systems
- GRP / FRP spraying
- Rota-casting
- Spray bake & spray booths
- Joinery & metal fabrication
- Sculpting
- Mould making
- Coating, resins & GRP
- Scenic painting

DELIVER



Let us prove ourselves...

We're so confident that you'll want to continue using our attraction design service, that we're offering all new customers...

25% DISCOUNT
on design services

Terms & Conditions
Valid only for new customers on their first project.
Discount based on standard studio rates, for a maximum of 20 days studio time. Valid until 31/12/15.

UK: 0800 211 8604 International: +44 (0) 121 730 2400 info@scruffydogltd.com www.scruffydogltd.com

Head Office: Unit E3, OYO Business Park, Park Lane, Birmingham, B35 6AN, United Kingdom



The ride combines high-definition media, special effects and water

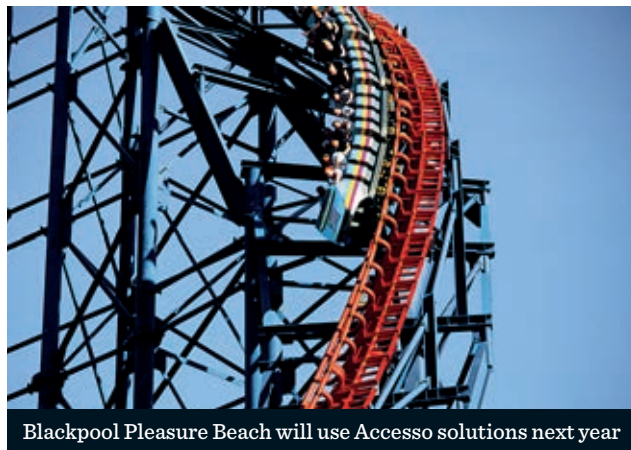
Cavu Designwerks develops dark water ride concept

Media-based attractions specialist Cavu Designwerks has revealed plans for a brand new dark water ride concept.

Amazon Drifter is a combination of immersive high-definition media, special effects and water. Currently under development, the company is creating a layout with a potential rollout for 2016.

The 12 passenger concept, themed around an Amazon

River adventure, floats down a waterway in a trough. Below the boat will be a submerged conveyor belt with a motion base underneath it. Using this technology, the dark water ride will be able to bounce the boat up, roll it from side-to-side and even turn it 360 degrees. On- and off-board SFX elements such as wind, mist, scent, heat and cool air also add to the immersive experience.



Blackpool Pleasure Beach will use Accesso solutions next year

Accesso to roll out Siriusware solutions in Blackpool

Blackpool Pleasure Beach is to use point-of-sale solutions by Accesso for the 2016 season.

The Lancashire-based amusement park will use the Accesso's LoQueue ride reservation system for five years, and is adding the technology firm's Siriusware point-of-sale and guest management capabilities, including front gate ticketing, season pass

processing, access control, group sales, gift card management, food and beverage and retail point-of-sale.

Tom Burnet, Accesso CEO said: "This agreement reinforces our strategy of offering leading technology solutions to the global attractions market."

Blackpool is the first in Europe to adopt the solution since Accesso acquired Siriusware.



Attraktion!'s Dome Ride Theater is planned for Lewa Wonderland

Attraktion! plans multisensory theatres in China

Attraktion! is to create a Dome Ride for Lewa Wonderland in Xian, China following its installation of a 4D theatre.

The 4D immersive experience lets 600 visitors enjoy a multi-sensory experience with highly elaborate special effects. The screen features 4K 3D projection with motion seats. Since launching the waterproof 5D theatre attraction in Ningbo

Hangzhouwan Dream Hotspring Water World, Attraktion! is now developing similar Cinesplash5D theaters for Wanda Group in Qingdao and Wuxi.

Apart from a completely waterproof theatrical fitout with moving seats, Cinesplash5D's special effects include water floods and explosions, waterfalls, water fountains, water guns and more.



Syx software was installed during the refurb of Dreamland

Margate's Dreamland chooses Syx ticketing software

Syx Automations was chosen in 2015 to provide the ticketing and membership software for Dreamland Margate– Britain's oldest amusement park.

This major Kent attraction reopened to visitors on 19 June after an extensive £18m refurbishment, during which a number of its original rides were restored to their former glory. Pre-sales started at the

end of March and a queue of eager visitors waited in line for the opportunity to own part of the park's heritage in the form of a limited edition memento ticket, fashioned from a block of wood from the original scenic railway planks.

Syx Automations was on hand to support the opening, after installing 35 POS stations and turnstiles.

Newly revamped Rodin Museum reopens in Paris

A museum dedicated to Auguste Rodin has reopened in Paris on the famed French sculptor's 175th birthday.

Hotel Biron – the 18th century Parisian mansion that hosts the museum – partially shut in 2012 and closed to the public completely at the start of 2015 for a €16m (US\$17.1m, £11.3m) overhaul. This included urgent floor repairs and a complete redesign of its interiors – the first such redesign since Rodin himself used the venue as a studio until his death in 1917.

Rodin, famed for pieces such as “The Thinker” and “The Kiss”, also had a private personal art collection including works by Edvard Munch and Vincent Van Gogh, which are on display for visitors to enjoy.

For the revamp, Richard Duplat acted as chief architect of historical monuments, while Atelier de l’Île’s Domonique Brard was charged with exhibition design. English paint manufacturer Farrow & Ball was also involved, handling colour enhancement. The museum now offers improved layout



Project costs were partially funded by using Rodin's original moulds to cast new bronzes

and intelligent lighting effects designed to allow visitors to get closer to Rodin's works and to see them in the best possible way. The exhibition space is spread across 18

rooms, with visitors taking a chronological journey through Rodin's life and being offered a thematic exploration of his work.

More: http://lei.sr?a=9x7V7_A



The accident has driven visitors away

Alton Towers to cut 190 jobs after Smiler accident

Alton Towers is to cut around ten per cent of its work force following a drop in revenue in the wake of its serious Smiler rollercoaster crash earlier this year.

The Merlin Entertainments theme park, which employs 2,000 people, has said it will cut up to 190 jobs following the drop in attendance during the Q3 period of 2015.

The attraction took a serious hit financially following the accident in which five people were badly injured – two later lost limbs.

More: http://lei.sr?a=r2y8W_A

Morgan's Wonderland breaks ground on waterpark for disabled people

Morgan's Wonderland – a Texas-based theme park catering to the disabled – has broken ground on a multi-million dollar expansion for the world's first ultra-accessible waterpark.

Designed for guests of all ages and abilities, the tropically-themed Morgan's Inspiration Island will be based around six major elements. A river boat ride will take guests on a journey through a jungle setting, surrounded by five water play areas. Every element of the park will be wheelchair accessible, while special bands will be able to tell parents the whereabouts of children within the park.



The development has been in the pipeline since 2013

To realise the waterpark, the team at Morgan's Wonderland worked with several waterpark consultants based in Texas, Arizona, Florida and Canada, as well as a team of doctors and

special needs therapists, to create an attraction suitable for disabled children. Luna Architecture and Design have been charged with masterplanning the project.

More: http://lei.sr?a=B8g3E_A

Training that works.



CREW understand that staff development can be difficult and time consuming, but we know that your people can make the difference between a good business and a great business.

CREW training will:

- Inspire great customer service
- Boost retail and FOH confidence
- Enhance communication and presentation skills
- Develop interactive talks and shows
- Improve team morale
- Increase revenue

"As a direct result of CREW training our fund pot for "Gems of the Jungle" at £5000 in August went through the roof and we amassed a further £18,000 in just six weeks. Brilliant!" (summer season 2011)

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



www.crew.uk.net
info@crew.uk.net
0845 260 4414



Help us deliver
'spectacular'



'Kynren' - an epic tale of England.

Our live action night show opens it's first season in
July 2016 in Bishop Auckland, County Durham.

We are seeking:

Technical Director
Artistic Manager
Cavalry Stable Manager
Senior Groom

Join a new breed of visitor attraction
www.elevenarches.org/careers

This is the story of us...

Flatts Farm, Bishop Auckland, County Durham, DL14 7SF

W elevenarches.org f [facebook.com/elevenarches](https://www.facebook.com/elevenarches) t twitter.com/elevenarches

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



■ **Technical Director**

Eleven Arches

Salary: Competitive

Job location: North East, UK

■ **Lee Valley White Water Centre Manager**

Lee Valley Leisure Trust

Salary: Competitive

Job location: Hertfordshire/London

■ **Park Manager of Sales, Revenue**

Alpamare Waterpark

Salary: £30,000

Job location: Scarborough

■ **Park Manager of Operations**

Alpamare Waterpark

Salary: £30,000

Job location: Scarborough, UK

■ **Cavalry Senior Groom**

Eleven Arches

Salary: Competitive

Job location: North East, UK

■ **Cavalry Stable Manager**

Eleven Arches

Salary: Competitive

Job location: North East, UK

■ **Customer Experience Director (CED)**

Dynamic Earth Enterprises Ltd

Salary: Competitive

Job location: Edinburgh

■ **Duty Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Michigan, USA

■ **Visitor Development Officer**

Suffolk County Council

Salary: £23,698 - £27,123

Job location: Brandon, Suffolk, UK

■ **Waterpark Designer (Architect)**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, Canada

■ **General Manager**

The Eye Brand

Salary: Competitive

Job location: London, UK

■ **Profit Protection Manager**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Mechanical Designer**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, Canada

■ **Mechanical Designer, Product Development**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, BC, Canada

■ **Head of Operations**

Merlin Entertainments

Group Ltd

Salary: Competitive

Job location: CA, San Francisco, USA

■ **Rides and Attractions Assistant Area Manager**

Chessington World of Adventures

Salary: Competitive

Job location: Chessington, UK

■ **Figure Maintenance Manager**

Madame Tussauds

Salary: Competitive

Job location: NY, New York, USA

■ **Marketing Coordinator**

Legoland Discovery Centre

Salary: Competitive

Job location: MO, Kansas City, USA

■ **Communications, Fundraising and Engagement Manager**

Merlin Entertainments

Group Ltd

Salary: Competitive

Job location: Poole, UK

■ **Hotel Operations Manager**

Warwick Castle

Salary: Competitive

Job location: Warwick, UK

■ **Estimator**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, BC, Canada

■ **Co-op Student, Mechanical Design**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, Canada

■ **Visitor Attraction Director**

Cofely UK-ArcelorMittal Orbit

Salary: Competitive

Job location: Queen Elizabeth Olympic Park, London, UK

■ **Product Excellence Assistant Manager**

Merlin Entertainments

Group Ltd

Salary: Competitive

Job location: Poole, Dorset, UK

■ **Project Manager**

Legoland

Salary: Competitive

Job location: FL, Winter Haven, USA

■ **Model Builder - Lego Studios**

Legoland

Salary: Competitive

Job location: California-Carlsbad, USA

■ **Operations Support Analyst**

Merlin Entertainments

Group Ltd

Salary: Competitive

Job location: Chessington, UK

■ **Intellectual Property Manager**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Assistant Manager - Events Photo Team**

Sea Life

Salary: Competitive

Job location: Great Yarmouth, UK

■ **Duty Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, USA

■ **Senior Aquarist**

The Eye Brand

Salary: Competitive

Job location: Florida-Orlando, USA

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

Jurassic World exhibition coming to Australia ahead of worldwide tour

Imagine Exhibitions has teamed up with Universal to develop a touring exhibition based on the *Jurassic World* franchise, debuting at Australia's Melbourne Museum ahead of a worldwide tour in 2016.

Currently under development, 'Jurassic World: The Exhibition' will feature a selection of full-size animatronic dinosaurs, which will be brought to life across a selection of immersive sets inspired by the latest film in the series.

Making sure attention to detail is accurate, paleontologist Jack Horner, who also served as a paleontological advisor for *Jurassic*



Imagine Exhibition's Tom Zaller with a life-size dinosaur

World, is working with the team to create interactive educational elements, to teach visitors about the prehistoric creatures.

Creature Technology Company, known for its awe-inspiring animal

animatronics in arena and stage shows, is developing the robotic dinosaurs, having previously worked on the arena version of *Walking with Dinosaurs*.

More: http://lei.sr?a=U5p8w_A

Unique pop-up exhibition in New York explores feelings through senses

Scent manufacturer Glade has teamed up with Radical Media to create a pop-up exhibition and experience in New York for the eyes, ears, nose and hands.

Glade, usually seen on supermarket shelves in the air freshener section, has taken a unique approach to unveiling its new line of scents with the multi-sensory experience completely built around the senses.

The exhibition uses five scents representing the emotional states of optimism, joy, invigoration, exhilaration and calm. Radical Media – a global studio who have produced award-winning and



One room creates digital halos as you walk around it

projects in a variety of media including film, television, branded content, live events, music videos and interactive media – then created an experience to match each of these

emotions in a meeting of the mind and nostrils.

The exhibition opened on 24 November and will be on display and free-to-visit until 15 December.

More: http://lei.sr?a=S9X6m_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)

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

Association of Science and Technology Centers (ASTC)

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

Association of Scottish Visitor Attractions (ASVA)

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

Association of Zoos and Aquariums (AZA)

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

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

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

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

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

Historic Houses Association (HHA)

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

Indian Association of Amusement Parks & Industries (IAAPI)

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

International Association of Amusement Parks & Attractions (IAAPA)

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

International Planetarium Society

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

Irish Science Centres Awareness Network (ISCAN)

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

Museums Australia

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

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

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

Outdoor Amusement Business Association (OABA)

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

The Aquarium & Zoo Facilities Association (AZFA)

E: rff@tnaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (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