

Theme park plan is Indonesia's answer to Narnia

Themed entertainment specialists Zeitgeist Design + Production (ZD+P) have promised Indonesia's first world-class theme park, using a combination of a dramatic natural setting and cutting-edge technology to create a "Narnia-like" immersive experience never before seen in the region.

The US\$500m (€464.5m, £331.5m) development just outside the Indonesian capital of Jakarta was announced by the Media Nusantara Citra Group (MNC) in November. MNC, which operates around 70 per cent of television broadcasts in Southeast Asia, is planning to use the park's original IPs in its own



The park will be spread across five immersive fantasy lands

programming, as the concept reverses the trend seen in most major theme parks of using top-rate IPs to draw in visitors.

"In a way we're combining nature and fantasy, almost in a *Lord of the Rings* or *Hobbit* fashion," said ZD+P president

and chief experience officer, Ryan Harmon, speaking exclusively to AM2. "The park is already a beautiful, dynamic site with jungles, canyons and cliffs, so we're taking advantage of the natural side of things. It's woven in. We're letting the land tell its story.

"We envisage it as being like going to Narnia or Middle Earth. It's its own immersive world which has a relation to the real world, which we call the outside lands, but it's like playing an immersive videogame where you play a role in this world and its multiple perspectives on the same story."

Continued on back cover

Australia looks at national lottery heritage fund plan

Australia's federal government is considering introducing a national lottery to fund projects preserving the country's heritage sites.

Taking up a model similar of that to the UK's Heritage Lottery Fund (HLF) – which has raised more than £3bn (US\$4.5bn, €4bn) since its inception in 1994, funding more than 200 major projects – the idea would "make a lasting difference for heritage, people and communities," according to the Australia's environment minister Greg Hunt.

More: http://lei.sr?a=s5u5F_A

Shia LaBeouf sets up call centre in Liverpool

Liverpool's Foundation for Art and Creative Technology (FACT) recently teamed up with Hollywood actor Shia LaBeouf to deliver a very unique temporary installation.

Debuted on 10 December, the #TOUCHMYSOUL exhibition by LaBeouf, British artist Luke Turner and Finnish artist Nastja Säde Rönkkö, featured the trio sitting at a "call centre" inside the UK art gallery, asking members of the public to phone in and "touch [Shia's] soul".

Those wishing to touch LaBeouf's soul could phone the call centre, while a live stream was also available to those not in attendance for the five day spectacle. LaBeouf – who has starred in blockbusters



LaBeouf has become known for his odd works

such as *Transformers* – has become well known in recent years for often odd public art performances exploring the nature of fame and the public persona.

More: http://lei.sr?a=T2h2p_A

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Milwaukee Art Museum reopens doors following US\$34m redevelopment

A six-year, US\$34m (€32m, £22.5m) renovation of the Milwaukee Art Museum (MAM) has been completed, with a grand reopening of the institute last month.

The multi-year development – carried out by Hunzinger Construction with HGA as architects of record – includes a revisioning of MAM's Collection Galleries, as well as new work on its 1957 War Memorial Center and 1975 extension, as well as a new east entry addition.

The renovated Collection Galleries and new east entrance now double the previous amount of exhibition space,



HGA were architects of record for the six-year redevelopment

allowing the museum to display up to 2,500 pieces of its 30,000-strong collection at one time.

As part of the opening, MAM has also unveiled the 10,000sq ft (929sq m) Herzfeld Center for

Photography and Media Arts, which marks the first time the museum has dedicated permanent gallery space to photography, video and light based media.

More: http://lei.sr?a=x3N7Q_A

Sydney's Taronga Zoo plans AU\$44m eco-resort to draw international visits

Taronga Zoo in Sydney, Australia, is seeking permission to develop a AU\$44m (US\$32.1m, €29.6m, £21.3m) eco-resort inside the zoo in an effort to draw more international visitors to the harbourside attraction.

The masterplan will "deliver a new overnight conservation experience", according to a planning document, which will allow visitors "total immersion" within the Australia Habitat section of the zoo, which showcases native animals.

The eco-resort will comprise five luxury pods wrapped around a wildlife sanctuary to house animals including wallabies, echidnas,



The plans are centred around native animals and fauna

bandicoots, platypus, koalas and freshwater eels. Each pod will range in height from two to four storeys, offering 58 bedrooms and four suites in total. The development will also include a four-storey

kitchen and dining facility, as well as a guest lodge housing a bar and reception area. A spokesperson told AM2 architects and contractors were yet to be appointed.

More: http://lei.sr?a=e4d4H_A

Sir Peter Jackson to invest millions in museum

Film maker Sir Peter Jackson will invest millions of dollars into a blockbuster movie museum and convention centre in his home town of Wellington, New Zealand.

The NZ\$134m (US\$88.7m, €81.7m, £59.1m), three-storey development, which will cover more than 10,000sq m (107,639sq ft) of prime waterfront land, will be built in the heart of Wellington's central business district, pending city council approval.

Also backed by Weta Workshop co-founder, Sir Richard Taylor – who worked closely with Jackson on special effects for the Lord of the Rings trilogy and King Kong – the pair have formed a new company, known as The Movie Museum Ltd, and are making substantial investments in the new development.

The museum will offer both permanent and temporary exhibition space, as well as a shop, café and office space.

In addition to memorabilia from the sets of Jackson's movies or sets created by Weta Workshop, the museum will feature items from the pair's personal memorabilia collections.



Along with Taylor, Jackson will make a substantial investment into the movie museum project

The project, which would be a joint venture with the council, would be developed over the course of a decade, creating more than 1,000 jobs. The

internal fit-out of the museum would be paid for by Jackson and Taylor, with the council funding the convention centre.

More: http://lei.sr?a=e3k6S_A

Dreamland blames council blunders for £5m loss during opening season

Heritage attraction Dreamland is in troubled waters, entering into a voluntary debt plan just six months after the historic attraction reopened to the public.

Sands Heritage, the body behind the attraction in Margate, UK, has recorded a net loss of £5m (US\$7.6m, €6.9m) since Dreamland reopened on 19 June.

An insolvency firm has been appointed for payments to suppliers after hundreds of bills were left unpaid. Under the repayment plan the park will continue to run with the debts paid over five years up to 2021.

Sands Heritage has said that the cash crisis



Dreamland blames poor management from the council's side

the park currently finds itself in is the result of poor management from the council's side, with the operator alleging the body broke key contractual agreements, leading to huge

losses in revenue over the busy summer trading period.

The council agreed to pay £1.05m (US\$1.6m, €1.45m) in compensation costs but denies a breach of contract.

More: http://lei.sr?a=E2r5v_A



The park is one of the largest in Nigeria

Nigeria preparing for major theme park launch

A N6bn (US\$3m, €2.7m, £2m) theme park in Nigeria is applying the finishing touches ahead of an 18 December opening in Makogi Oba, with further investment into the international-standard attraction promised by the project's backers.

Speaking ahead of the opening, Solution Media and Infotech chair Adeyanju Lipede, who backed the project, said that the attraction would provide a major stimulus to the local area, improving land value, income and safety.

More: http://lei.sr?a=t5j8M_A

Families will spend more on IP-led experiences

A new report by the Thinkwell Group has said that families are generally inclined to visit and spend more on experiences featuring popular intellectual properties.

The third edition of Thinkwell's annual *Guest Experience Trend Report* focused on consumers' experiences at family-friendly location-based entertainment venues.

The study aimed to determine whether or not families would be inclined to visit an attraction more often and spend more money on purchases if they were branded with a specific IP from a major motion picture, television show, video game or book. To achieve this, the experience design group polled 1,032 adults with children, analysing their spending choices at these venues, specifically FECs, children's museums, aquariums, zoos, and restaurants.

The power of a strong IP was shown in the survey, with 76 per cent of respondents stating that they would enjoy an experience at an FEC more if it were infused with a



Both Marvel and Lego are prime examples of brands and IPs driving visitors to attractions

recognisable brand. More than 62 per cent also said they were more likely to spend money on food, souvenirs, and merchandise if they included characters or imagery

from a popular brand. In addition, 72 per cent also said they would visit more often if the attraction was based on a popular IP.

More: <http://lei.sr?a=N4N4JA>



TBC's Brent Bushnell and Eric Gradman

Two Bit Circus receives US\$6.5m investment

Entertainment engineering collective Two Bit Circus – a “modern high-tech circus creating the future of fun” – has won a US\$6.5m (€5.9m, £4.3m) investment from a trio of venture capital groups.

The funding will mainly be used to grow the company's STEAM Carnival initiative into a national brand. STEAM Carnival is a touring pop-up-style event that gets kids to engage with science, technology, engineering, art and maths in a project-based, hands-on way in a fun environment.

More: <http://lei.sr?a=g7b5JA>

Team behind Crystal Maze experience confirm London location for attraction

Crowdfunded plans to revive hit UK 90s game show *The Crystal Maze* as a visitor attraction are finally set to become reality, with a venue in London, set designer and ticket information for the immersive experience confirmed by its developers.

The trio of Ben Hodges, Tom Lionetti-Maguire and Dean Rodgers launched an ambitious IndieGoGo campaign in June to develop a full-scale replica of the show. The crowdfunding effort by far exceeded expectations, raising £930,000 (US\$1.4m, €1.3m) – nearly half-a-million pounds more than the original target goal.



The experience will be a faithful recreation of the 90s show

Set creator Steve Scott, who has previously worked on films including *Titanic*, *Hellboy* and *Die Another Day*, is behind the attraction's design. The show's original creator,

Malcolm Hayworth, is also part of the development team, as is Zodiac Rights, the production company that owns the *The Crystal Maze* concept.

More: http://lei.sr?a=Q4Y7D_A

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Mack developing nine major VR rollercoasters

AM2 can exclusively reveal that Mack Rides and VR Coaster are working on at least nine new virtual reality rollercoasters, with the new technology set to be announced for a major attraction in January.

Mack and VR Coaster have been testing the emerging technology since 2013, with the first VR coaster making its debut at Europa Park in September to critical acclaim.

Using precise synchronisation, riders are shown a 3D animated world, matching a basic track with the option to add in non-existent ride elements. Using VR the manufacturer can manipulate the rider's perception of speed, height, length and dimensions, completely changing the layout and locale of the track.

"We are currently working on nine coasters," said VR Coaster's Thomas Wagner, inventor of the one-of-a-kind technology, speaking to AM2. "We have clients all over the world. One of the major attractions will open up publicly in January but there will be many rides that will be coming up one after the other – we have our hands full."



VR rollercoasters will be making their mark on the attractions industry over the next year

There is some indication that the January announcement will be for a major theme park in the UK, possibly at Alton Towers, though Mack would not confirm this. The ride

developer did tell AM2 that it's working with several major IPs for branded VR experiences, which will be revealed in the coming months.

More: http://lei.sr?a=s9U2q_A



Gray (left) replaces Pawley (right)

Simworx shuffle sees two new appointments

Media-based dynamic simulation attraction developer Simworx has announced two new appointments to its growing team.

Simworx – which purchased RoboCoaster earlier this year with the help of a £4.5m (£6.8m, €6.2m) investment from the Business Growth Fund – has named Ed Pawley as its new sales director. In addition, Andy Gray, formerly of the Science Museum Group, replaces Pawley as the company's new business development manager.

More: http://lei.sr?a=t9d4g_A

Famous Beatles spiritual retreat in India reopened as a tourist attraction

A site best known as a spiritual retreat for The Beatles has been turned into an attraction following restoration work.

The band famously spent two months in 1968 at the sanctuary in Rishikesh, India, with the Fab Four seeking inspiration and enlightenment to write some of their most famous songs – 48 in total – many for their *White Album*.

The forest had previously been a popular tourist hotspot for Beatles fans, but the site had entered a state of disrepair after being abandoned in the 1970s. State officials have since sent in cleaning teams to revive the area for tourists.



The Beatles stayed at the retreat while seeking enlightenment

"We have cleaned up the place and lined the pathways with flowers. We are making some gardens and putting some benches for visitors," said senior forestry official Rajendra Nautiyal speaking

to the BBC. "We are introducing a nature trail and bird walk. We also plan to set up a café and a souvenir shop. We want to retain the place's rustic look."

More: http://lei.sr?a=Q7q6F_A



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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.
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Star Wars exhibition comes to Times Square NY

Discovery Times Square has teamed with the Lucas Museum of Narrative Art (LMoNA) and the Smithsonian Institution Traveling Exhibition Service (SITES) to bring a temporary *Star Wars* exhibition to New York.

Taken from the collection of the upcoming LMoNA – George Lucas's legacy project – *Star Wars and the Power of Costume: The Exhibition* showcases the costumes from the legendary franchise displayed in equally iconic settings. Among the attire on display are outfits which in many cases created the character, such as Darth Vader, C-3PO, Princess Leia and the Stormtrooper army.

"The detailed precision of a design can be as bold a measure of storytelling as words on a page, leading to truths at the core of a character, situation or shared history," said George Lucas.

"From initial concept drawings to complex physical constructions, the costumes featured in this exhibition serve to further define crucial aspects of worlds created to move, educate and entertain us, and to inspire the imagination."



Many iconic costumes and props are on display, including C3PO, BB-8 and R2D2

The exhibition opened to the public in November and will be on view until 5 September 2016. Discovery Times Square is also host to several other temporary

exhibitions, including *Hunger Games: The Exhibition*, which *Attractions Management* recently covered in an in-depth feature.

More: http://lei.sr?a=a6h5v_A



1 Undershaft will be as tall as The Shard

London's tallest building to offer free public access

Plans to build the tallest skyscraper in the City of London have been unveiled by Eric Parry Architects, who say it will feature the UK's highest free public viewing gallery.

At a height of 309.6m (1,000ft), 1 Undershaft will be as tall as its Renzo Piano-designed neighbour The Shard – currently the tallest building in western Europe. It will be located in the heart of the capital's financial district, between the Gherkin and the Cheesegrater.

More: http://lei.sr?a=g4C4g_A

Heritage delegates gather in Malta for UNESCO disaster management training

A collaboration of UNESCO groups gathered in Malta last month to deliver training in disaster risk reduction principles, also incorporating heritage professionals in the body's management plans for cultural heritage sites.

Made up of the UNESCO Regional Bureau for Science and Culture in Europe, the Section on Earth Sciences and Geo-Hazards Risk Reduction, Natural Sciences Sector of UNESCO, and the Maltese National Commission for UNESCO, the organisation brought together heritage experts, site managers and emergency responders from the South-East European



Attendees gathered in the UNESCO-listed city of Valletta

and Mediterranean regions for the workshop sessions.

During the six-day event, which took place between 14-19 November, participants were taught preparatory measures to help mitigate or

effectively reduce the impact of natural disasters, which in the long run will help to avoid high expenditure in the response and post-disaster recovery stage.

More: http://lei.sr?a=H4g6m_A



The VR headset is the first to be targeted specifically at kids

Mattel and Google tie-up reimagines View-Master

View-Master – a popular children's toy since the 1960s – could be the next big step in affordable, commercial virtual reality following a tie-up between Mattel and Google to create a new iteration of the device based on VR using smartphones.

The original View-Master used a thin cardboard disk with seven small colour photographs on film.

When looked at through a viewfinder, the stereoscopic image would create the illusion of a 3D scene.

The modern era version does away with the original format, instead using a smartphone placed inside a plastic headset to create a virtual image. The new View-Master still uses a reel, this time however with only a QR code in the centre.



Barco's F32 projectors have been installed in the museum

Barco partners Mons Memorial to tell wartime story

Barco's F32 projectors have been installed in the Mons Memorial Museum, using modern technologies to bring history to life.

High-contrast imagery, games and interactive tables are used throughout the museum – which re-opened after renovations in Mons, Belgium in April – as well as a 3D holograph, the Angel of Mons.

Eleven Barco F32 projectors – which can be configured according to a range of colour wheel options – and two Barco business projectors are used in the museum. The PFWU-51B business projector, with Clickshare option, was chosen for the educational area, and a CVHD-31B projector supports the museum's mobile presentation.



Wings VIOSO uses a camera to automatically realign images

AV Stumpf takes pain out of projection alignment

AV Stumpf has launched a new set of solutions for the attraction industry.

The new technology has been installed in T-Rex Café in Disney Springs, helping to create a cinematic-quality meteor shower and asteroid show several times an hour. Five 4K-lumen projectors deliver the show, which are now handled by AV Stumpf's

Wings VIOSO system, including alignment of projectors.

The new product range hinges on the company's Avio Manager 2.0 software, which simplifies systems infrastructure management by automatically recognising and configuring projectors, scaler/switchers, displays and other devices, no matter what make or model.



A farm-themed timber playhouse from Russell Play

Russell Play brings children's play equipment offer to VAE

Russell Play is presenting its outdoor play equipment and design services at the Visitor Attraction Expo (VAE).

Russell Play designs, builds and installs play areas and outdoor play equipment for children of all ages and abilities. Every installation is custom-designed to meet the site's requirements and from a choice of timber, steel and

rope equipment. Russell Play believes an attractive play facility is central to any family attraction, and can help a business attract more visitors and increase revenue. The sales, design and installation teams will be on hand at stand 969 to discuss client's individual needs at VAE.

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Cofely UK-ArcelorMittal Orbit

Salary: Competitive

Job location: Queen Elizabeth Olympic Park, London, UK

■ **Park Manager of Operations**

Alpamare Waterpark

Salary: £30,000

Job location: Scarborough, UK

■ **Rides and Attractions Assistant Area Manager**

Chessington World of Adventures

Salary: Competitive

Job location: Chessington, UK

■ **Cavalry Stable Manager**

Eleven Arches

Salary: Competitive

Job location: North East, United Kingdom

■ **Seasonal, Weekend and Holiday Instructors**

Go Ape

Salary: Competitive

Job location: Thetford, UK

■ **Arcade Manager-Alton Towers Resort**

HB Leisure

Salary: Competitive

Job location: Alton, Staffordshire, UK

■ **Duty Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, USA

■ **Park Manager of Sales, Revenue**

Alpamare Waterpark Scarborough

Salary: £30,000

Job location: Scarborough

■ **Profit Protection Manager**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Intellectual Property Manager**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Communications, Fundraising and Engagement Manager**

Merlin Entertainments Group Ltd

Salary: Competitive

Job location: Poole, UK

■ **Operations Support Analyst**

Merlin Entertainments Group Ltd

Salary: Competitive

Job location: Chessington, UK

■ **Assistant Manager - Events Photo Team**

Sea Life

Salary: Competitive

Job location: Great Yarmouth, UK

■ **Cavalry Senior Groom**

Eleven Arches

Salary: Competitive

Job location: North East, UK

■ **Customer Experience Director (CED)**

Dynamic Earth Enterprises Ltd

Salary: Competitive

Job location: Edinburgh

■ **Duty Manager (Guest Experience)**

Legoland Discovery Centre

Salary: Competitive

Job location: Michigan, USA

■ **Model Builder-Lego Studios**

Legoland

Salary: Competitive

Job location: CA, Carlsbad, USA

Emerging tech sets Indonesian theme park plan apart from its competitors

Continued from front cover

In addition to using distinctive design and architecture in each of the park's five regions to create an immersive experience, a number of interactive experiences will be incorporated via smartphone, augmented reality and gaming throughout the planned Indonesian attraction.

"One example of the kind of things we're looking at is using overhead projection in our restaurants to create characters and little things running around your table," said Zeitgeist Design + Production's (ZD+P) Greg Harmon. "Using your phone



Using technology, the park will be brought to life for visitors

as a binocular you will be able to look up at the mountain and see dragons up there shooting fire. Even the queue lines will be interactive, incorporating beacon technology for gaming.

Harmon revealed the park will comprise a mix of thrill rides, family rides and media-based attractions which do not currently exist in the region.

More: http://lei.sr?a=U9Q2y_A

Architect behind 'The Giant' reveals the big picture for ambitious plans

Kieran Stanley, founder and CEO of Dan Pearlman architects has revealed new details about the Giant project, due to take its first big steps in Berlin in 2017.

The Giant – which comprises a multi-storey sculpture mounted on a plinth housing a museum – will take the form of a mythical giant, with moving limbs and eyes, and the ability to take the form of any person in history using tens of thousands of LEDs.

"We're looking for inner cities, so prime locations," said Stanley speaking exclusively to *AM2*. "We're also very definitely open to unusual locations which are in need of development."



The Giant can take the image of any person using LEDs

Each giant in individual cities will have its own style and personality, with Dan Pearlman's design able to go as high as 20 storeys and pose in any position. At present, Giant Company

CEO Paddy Dunning is in discussions to bring giants to Amsterdam, Istanbul, New Orleans and San Francisco, as well as locations in Russia, Australia and Mexico.

More: http://lei.sr?a=k7X2Q_A

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- Association of Independent Museums (AIM)**
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