

DreamWorks acquisition signals theme park IP battle

With Comcast confirming the US\$3.8bn (€3.4bn, £2.6bn) acquisition of DreamWorks, sources close to the deal say the move isn't about acquiring its famous IPs to produce movies, rather to boost its theme park businesses and accelerate consumer products.

According to *The Wall Street Journal*, the takeover of DreamWorks will see the departure of chief executive Jeffrey Katzenberg, who has been part of the company since its foundation in 1994.

The move by Comcast is similar to that of Disney, which in the past decade has acquired companies including



How To Train Your Dragon is among the DreamWorks IPs acquired

Marvel Entertainment and Lucasfilm, both of which have been roaring successes for the entertainment giant.

Following the acquisition, the DreamWorks portfolio will be mined for IPs such as *Shrek*, *Madagascar* and *How*

to Train Your Dragon, which will be used as attractions at its theme parks, opening up a host of new characters for Universal to play with. In addition to acquiring DreamWorks IPs, the move also gives Comcast access to the likes of *Casper the Friendly Ghost*, *Lassie* and *Where's Wally* after DreamWorks acquired Classic Media for US\$155m (€136.5m, £106.5m) in 2012.

Comcast subsidiary NBCUniversal has more than doubled investment in its parks, promising at least one great new attraction for each Universal theme park every year.

More: http://lei.sr?a=y8p8E_A

MuseumNext forecasts future of museums sector

Delegates working in the museums sector descended on Dublin last month as MuseumNext brought its popular event to Ireland for the first time.

Taking place between 18 and 20 April, an all-star lineup gave a number of talks in and around Dublin, with topics as varied as how virtual reality for chickens can draw people to science centres, to how museums can be used as a tool for social change.

AM2 was on-hand at the event and has a rundown of what took place over the course of three days.

Continued on page 2

Rio's Museum of Tomorrow builds a lasting legacy

The team behind Rio's recently opened Museum of Tomorrow has said that they want the museum to act as a hub of culture, information and science, inspiring the local community to great things and to leave a lasting legacy in the build up to this year's Olympic and Paralympic Games.

Speaking exclusively to AM2, Luiz Alberto Oliveira, chief curator at the museum, said that the Santiago Calatrava structure was a key part of the process to renew the Guanabara Bay region, which has received significant government investment ahead of the Games.

"It's a project with 20 years' scope and something we'll be monitoring,"



The museum is at the heart of a regeneration

said Oliveira. "We set a schedule of goals and steps that should be accomplished and we will spread out the word about this development.

Continued on back cover

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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 2016 ISSN Print: 2055-8171 Digital: 2055-818X

Is VR for chickens the best way to ignite interest in science?



Second Livestock envisaged VR for chickens so they could feel like they live a free-range life

In his last day as CEO of Science Gallery International, Michael John Gorman addressed delegates at MuseumNext, demonstrating how to use the abstract – such as VR for chickens – to start debate in a museum setting.

Starting as a small part of Trinity College Dublin and now growing as a global network which will comprise eight galleries worldwide by 2020, Gorman has shaped the institution into an attraction that welcomes more than 400,000 people annually.

“Science Gallery is a place where science and art collide. Originally it was a space designed to teach the ‘ignorant public’ the truth of science,” he said. “We had to go on a real journey with scientists to say that it was about opening up science and the future to conversation at the boundaries between science and art.”

Gorman detailed several concepts displayed at the Science Gallery, a project known as “Second Livestock” among the most unique.

“It’s VR for chickens,” said Gorman explaining the project. “I think it’s a wonderful example of a project that provokes you and makes you think about what kind of future we want to live in. The idea is that battery chickens or battery hens could feel like free range chickens in VR. It brings you into that space of conversation about what kind of world do we want to have? It’s a conversation provocation.”

Gorman said the heart of Science Gallery’s success is its three main principles when developing new concepts and exhibits.

“Our core principals for everything we do at the Science Gallery are connection, participation and surprise,” he said.

“Every experience should offer a new opportunity for social connection. Participation is the idea that Science Gallery is the opportunity to get involved and to contribute.

“Surprise – capturing people’s imagination – is the most difficult to sustain. At the

groundbreaking for Science Gallery London they decided ‘forget the pick axes and the shovels, let’s create a crystal made out of spit’. Everyone spat into a bucket and an artist will transform that into a crystal which will then become part of the foundation of the Science Gallery in London. That’s something rather unexpected I think you’ll agree and that’s what we mean by surprise.”

More: http://lei.sr?a=g7B2u_A



Gorman shaped Science Gallery as its founding director

Experts debate role of brand homes as museums

A leading panel of experts have addressed 'non-museums' moving into the museum space and how the sector should react to brand homes encroaching on its territory.

Notable brand homes-cum-museums that have opened up in recent times, include the Louis Vuitton Foundation (LVMH) in Paris. Acting as a venue for art and culture, the €100m (US\$113.5m, £78m) LVMH also acts a public home for the Louis Vuitton brand, creating a new type of museum experience.

"It's more about the audiences now, who have much more access to everything," said Fiona Ross, founding director EPIC Ireland. "The ability to have a museum for someone like Louis Vuitton just seems like a natural extension of their brand. It's another way for brands to engage with the public.

"I think if it brings more people to engage with museums, brand homes are a good thing."

Ngaire Blankenberg, who is internationally recognised for her work planning innovative cultural spaces, said that a watchful eye should be kept on brand homes.

"From my point of view, the issue is the idea



The Louis Vuitton Foundation (LVMH) in Paris is among the most impressive brand homes

of public benefit," she said. "It's not so much an issue of who's behind the museum, but the policies in place to ensure impartiality."

Shannon Darrough, who leads the Department of Digital Media at MoMA, said that it could be tough for smaller museums.

"We're all competing for that Saturday afternoon," he said. "As more people enter this field there's more and more stuff to take up our time. I think it's something we all have to learn, support and embrace."

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

Museums a tool for social change, says Fleming

David Fleming, director of National Museums Liverpool (NML), has said that modern museums need to act as "agents of social change", evolving from their more traditional counterparts to make visitors think more about their experience.

"First and foremost, we believe museums are educational and places for ideas and dialogue," said Fleming speaking at the MuseumNext conference in Dublin. "At NML, we use museum structure, devices and techniques to do that. We believe in the power of museums to help promote active citizenship."

Addressing a room full of museum delegates, Fleming outlined his vision for museums and the important role they play in starting discussions about sometimes difficult subjects.

"Acting as agents of social change is what our museum service is all about," he said. "Wherever we work we try to have a social edge. We're very conscious of our function as a museum. Some shy away saying they want to remain neutral but I don't accept

any museum is unbiased. They pretend to be neutral but they're full of opinion, they're full of bias. Even the most traditional museum is full of the biases of those who run it. They avoid covering topics which for me is a cop out. Everyone in this audience has an opinion and every decision they make influences their work."

Discussing the traditional museum, Fleming said that model is outdated for a contemporary audience, with more expected from museums in the modern era.

"Traditional museum work was based around scholarship and looking after collections," he said. "Modern society demands more of their cultural institutions. Your museum needs to reflect what your values are and what your mission is. If you



David Fleming thinks museums need to do more for change

do that it means everyone can have an idea of what it is you're up to. Traditionally, old fashioned museums were a bit isolationist. You've got to work a lot harder if you're going to engage society at large. Working through clear, values and clear objectives is what makes the modern museum magic."

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

Art the Throne immersive experience hypes show

HBO has turned to the world of art to promote its latest series of *Game of Thrones*, hosting an immersive art experience influenced by iconic moments in the hit TV series.

Taking place in New York's Angel Orensanz Center, *Art the Throne* featured five *Game of Thrones*-inspired art installations on display throughout the gothic space.

For the exhibition, HBO selected a diverse group of artists to reinterpret scenes from the series through "elaborate and mesmerising art installations, bringing The Seven Kingdoms to life."

"*Game of Thrones* embodies creativity at its finest," said Lucinda Martinez, senior vice president of HBO Multicultural Marketing. "*Art The Throne* celebrates imagination, ingenuity, and creative genius, the foundation upon which Westeros is built. HBO is excited to embark on this creative journey; we're thrilled to share these creations with the *Game of Thrones* and artistic communities."



Paper sculptor Jeff Nishinaka created a life-size White Walker for the experience

Art the Throne launched on 16 April with the release of five video diaries capturing the artists' creative process. An event took place on 20 April with a

number of high-profile celebrities and actors from the show in attendance, with the event wrapping up on 21 April. *More: http://lei.sr?a=d4P9N_A*



A million people are expected in year one

US\$46m Thai waterpark opens doors in Pattaya

Southeast Asia's largest waterpark is on course for a big future as the US\$46m (€40.8m, £32.4m) Pattaya attraction in Thailand prepares to open its doors.

Designed by Hassell Architects with WhiteWater West and Pentair acting as suppliers, the Thailand Board of Investment-approved development offers 21 state-of-the-art waterslides in addition to a raft of features including a dedicated kids zone a double wave pool, lazy river, caves, water features, spa pools and relaxation pools.

More: http://lei.sr?a=6w4k9_A

Ferrari's global theme park expansion continues in China and North America

Ferrari is seeking out sites for its first theme parks in North America and China, according to reports.

According to *Bloomberg*, Ferrari will follow up on its first theme park in Abu Dhabi and its upcoming one in Spain with a third park in China, plus by a fourth park in North America.

Last month, Ferrari inked a non-binding agreement with Chinese property developer BAIC Eternaland Property and the Beijing Automotive Group to build the luxury car-maker's first theme park in China.

Further reports have suggested that in North America, Ferrari is looking



Ferrari's next theme park opens next year at PortaVentura

at potential sites in Mexico, Las Vegas and Florida, or the possibility of a partnership with an existing park as an immersive land.

Ferrari also said last year when it filed for its

IPO that it was looking at opening "one theme park in each of the main geographic areas where we operate, including North America and Asia."

More: http://lei.sr?a=X6W4V_A



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Nepal rebuilding heritage sites one year after quake

After significant delays and generally slow progress, Nepal's prime minister has said work is finally set to start on key heritage sites destroyed by last year's earthquake.

The massive quake, which left more than 8,000 people dead – injuring a further 21,000 – took a massive toll on Nepal, which is still trying to recover one year on.

When the quake struck on 25 April 2015, more than 600 historic structures were destroyed, along with half-a-million homes.

Speaking at the 17th century Anantapur temple, which was among the heritage sites damaged as a result of the 7.8 magnitude quake, Prime Minister Khadga Prasad Oli offered prayers and said that work would begin on rebuilding the temple in addition to three other sites in Kathmandu, which included the palaces and temples at Kathmandu's Durbar Square and heritage sites in Patan and Bhaktapur.

Despite foreign donors pledging a figure thought to be around US\$4.1bn (£3.6bn, £2.8bn) towards reconstruction of Nepal's homes and historic structures, very little



Durbar Square was severely damaged after the major earthquake

work has actually been done so far to repair them. International aid groups have blamed the delay on bureaucratic wrangling, with the government taking months to set up

its National Reconstruction Authority, which was only formed in December 2015 – eight months after the earthquake struck.

More: http://lei.sr?a=9U4b6_A



Long has more than 30 years experience

Parques Reunidos name Peter Long new chair

The Parques Reunidos Group – operator of 55 visitor attractions worldwide – has announced several new appointments to its board with Peter Long named its new chair.

Long, who has more than 30 years of international leisure travel industry experience started in the industry in 1984 at International Leisure Group.

In addition to Long's appointment, Nicolás Villén and Johan Svanstrom have been appointed as independent non-executive directors.

More: http://lei.sr?a=S6A6V_A

Florida zoo increasing educational reach with US\$25m training facility

Central Florida Zoo and Botanical Gardens has unveiled plans to build a US\$25m (£22.1m, £17.1m) teaching facility to offer educational programming for young students up to college-graduate level.

The Orlando Sentinel reports that the new teaching unit will include an open range with a variety of exotic animals, such as giraffes, zebras and gazelles on display.

The circular open area will be surrounded by four buildings made up of a veterinary teaching hospital, a learning centre, auditorium and an animal shelter, according to preliminary design plans



The zoo's educational scheme serves 191,000 children annually

presented to Seminole County commissioners.

In order to fund the development, the zoo must first generate US\$2m (US\$1.8m, £1.4m) through private donations or from

local government funding.

This money will be used for clearing land and installing utility lines on the 69,000sq m (740,500sq ft) area adjacent to the zoo's main facility.

More: http://lei.sr?a=a3N7H_A



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IAAPA Institute for Attractions Leaders

Kaatsheuvel, Netherlands | 29 May – 3 June, 2016 | www.IAAPA.org/connect/EMEA

Hosted in conjunction with Efteling and the Breda University of Applied Sciences, the IAAPA Institute for Attractions Leaders is an innovative program that focuses on developing the key leadership qualities needed to take your attraction to the next level and offers key insights on how to:

Discover and cultivate strong personal leadership skills

Leverage personal leadership strengths to delight your guests and staff

Strategize how to influence positive change at your company

Featuring integrated instruction, daily keynote speakers, and interactive class work, the Institute also provides a unique forum for you to hone your leadership skills as you connect with your peers and build a strong network within the attractions and leisure industry.

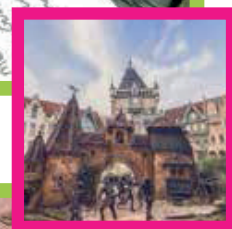
If you, or members of your team, have more than five or more years of experience and are interested in learning more how the Institute can make a positive impact on the leadership of your organization, **please visit www.IAAPA.org/connect/EMEA**.



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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 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 and brightest.

Email: anna@museumsandheritage.com

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museumsandheritage.com/show

26-27 MAY 2016

International Conference on Hospitality & Tourism Management 2016

Bangkok, Thailand

ICOHT is one of the most innovative forums to discuss tourism and hospitality-related issues, policies, challenges and future directions. ICOHT 2016 organises for the 4th consecutive year with the theme of "Tourism as a driver of economic growth, inclusive development and environmental sustainability; a global solution for a better future for the planet" and is co-hosted by Middlesex University Business School, United Kingdom and TIIKM Conferences.

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26-29 MAY 2016

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13-16 JUNE 2016

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9-11 JUNE 2016

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The Graz Children's Museum, Universalmuseum Joanneum, Graz, Austria

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27-30 JUNE 2016

2016 World Leisure Congress

Durban, South Africa

The first World Leisure Congress on the African continent will be

hosted by the Leisure and Recreation Association of South Africa (LARASA).

The aim is to explore the main theme "Challenges, Choices and Consequences" by creating a platform for professionals from diverse fields to interact, share and present a context for leisure services and opportunities. larasa.org.za

7-11 SEPTEMBER 2016

AZA Annual Conference 2016

San Diego, California, US

For more than 85 years, the AZA Annual Conference is where business solutions, new trends and science-based know-how converge. The premier event for zoo and aquarium professionals, the conference will be hosted by San Diego Zoo, San Diego Zoo Safari Park, and SeaWorld San Diego, bringing together more than 2,000 leaders in the community, from a wide variety of disciplines for several days of networking events, exploration of new ideas and best practices, and learning about new technology, products, and services.

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A DIGITAL REVOLUTION

James Davis – the man heading up Google’s Cultural Institute talks to AM2 about how the company is changing the game when it comes to culture

When Google launched its Cultural Institute in 2011, its goal was to make important cultural material available and accessible to everyone and to digitally preserve it to educate and inspire future generations.

Since then, the project has gone from strength-to-strength, with more than 1,000 cultural partners from 60 countries, and several-thousand exhibits and millions of artefacts digitised in its public archive.

In addition, more than 675,000 people have created galleries on the platform, telling their own stories and curating their own exhibitions, while the project has a large and critically engaged social following.

As it continues to add to its archive and team with more and more institutions around the world, the Institute is also trying to stay on the cutting edge, creating innovation for the sector as it operates. For example, it uses its own various Google platforms, as well as its physical Culture Lab in Paris, to develop a new way of thinking and to drive forward a new approach to art and culture using future technologies.

James Davis, program manager of the Google Cultural Institute, explained to AM2 News Editor Tom Anstey how Google’s technological advances will benefit the future of the arts and culture sectors.

What does digital bring to the table when it comes to art and culture?

“I think digital culture is heading to much bigger audiences. One of the real compelling reasons to have digital cultural experiences is that if you’re interested in something on the other side of the world, that might be an obstacle for you going to see it. However, if it’s available on a web address or just in your pocket, then it’s extremely accessible to you.”

How does this benefit museums and galleries?

“We are absolutely convinced that the global audience for culture will increase because of people having access to cultural organisations all around the world. As a result, I think and hope that physical attendance will increase. It’s something we’ve begun to see anecdotally. If you get a larger audience interested in this topic – you might be introducing people to a particular museum for the very first time, for example – some of them are going to go to that museum who weren’t going to go beforehand. That’s the direction that the Google Cultural Institute is heading.”



James Davis is program manager at the Google Cultural Institute

Is digital opening up a new pathway for the consumer? Is that your aim?

“I think Google has created a new way into art and culture for consumers and audiences. We hope to develop best standards in the field. We know what we’re doing with technology so we hope to be able to create standards that become more shareable with the culture sector. We want the sector to benefit from our investments in experimentation and iteration over the last few years.”

So the Institute is here to complement a cultural experience?

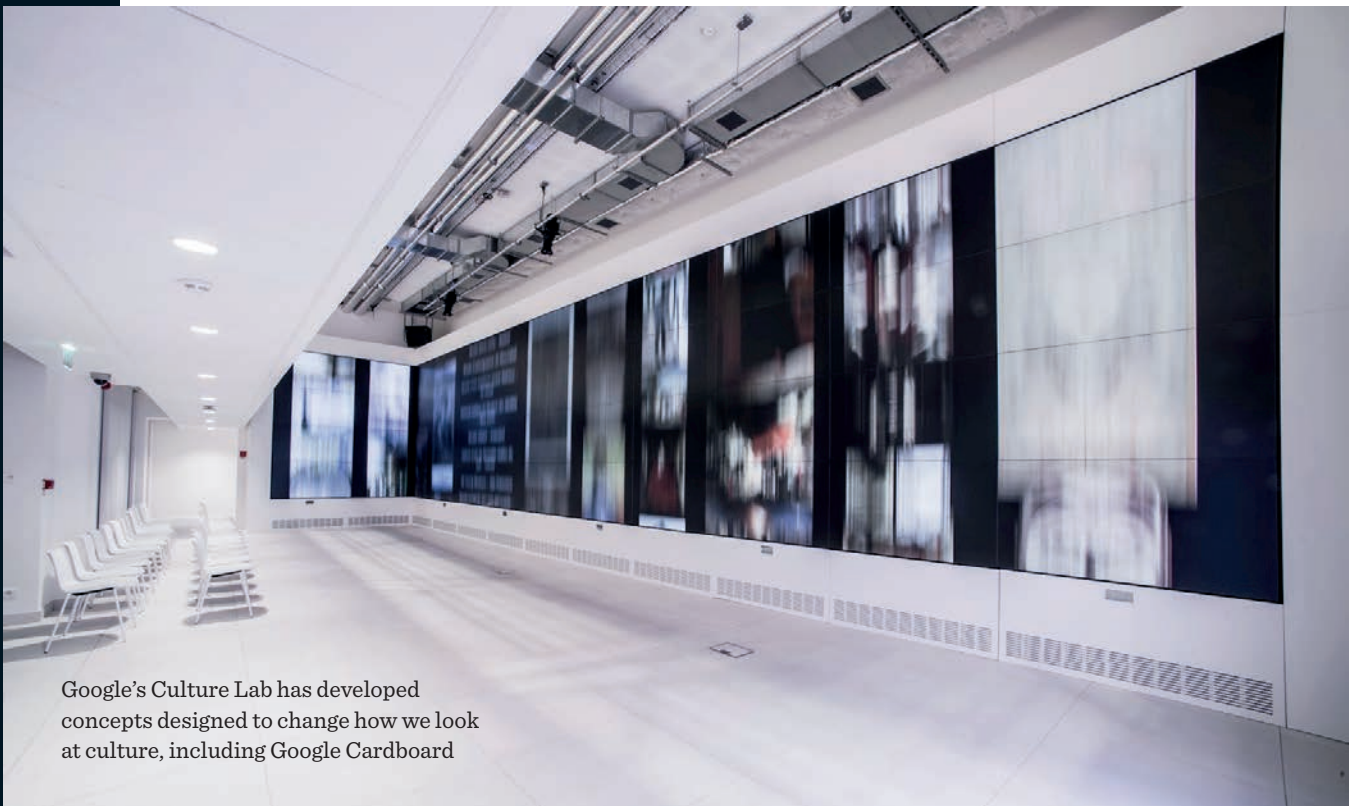
“We don’t want to change the nature of how cultural experiences occur because we’re not cultural experts and that’s not our job. We want to add a digital component to them rather than take away from the experience.”

What’s next for the Institute?

“We have a continuing iteration process so we’ve been working on our mobile app and we’re going into more experimentation with machine learning. Applying our powerful algorithms to cultural artefacts, we’re trying to see how we can provide access to them, how we can encourage serendipitous encounters and what useful ways that might be integrated with other experiences through platforms like Google Now and Google Search.

“The second thing we’re looking at is virtual reality. We’re very proud that Google Cardboard came from our Culture Lab. We’re really intrigued about the possibilities of VR and 360 video – those are the two big areas for us coming next.”

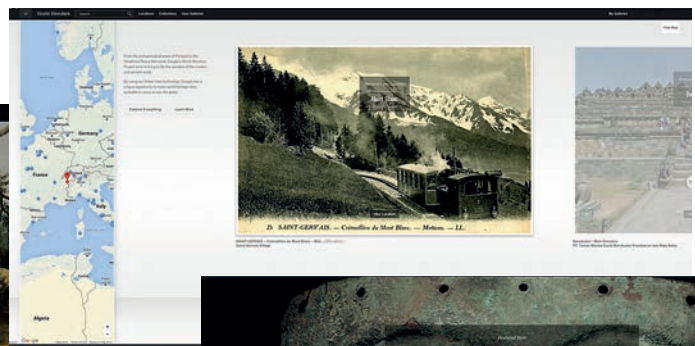
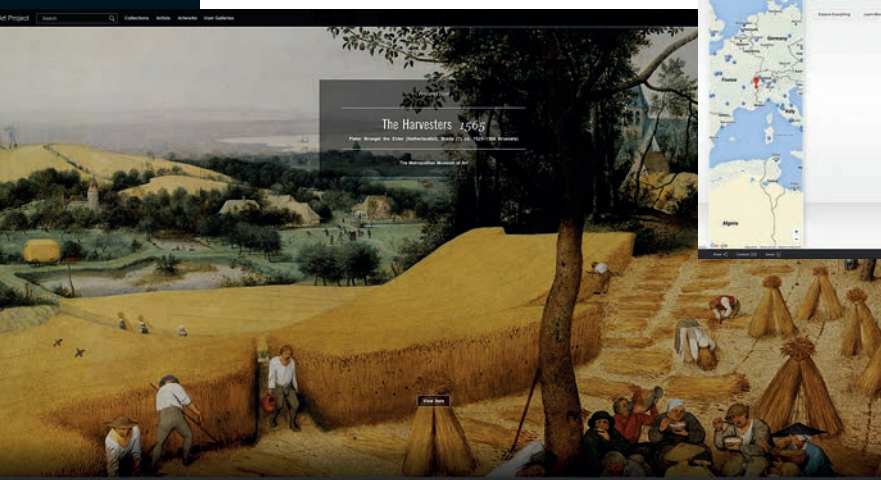
I think digital culture is heading to much bigger audiences



Google's Culture Lab has developed concepts designed to change how we look at culture, including Google Cardboard



The project now has more than 1,000 partners from 60 countries, and has millions of artefacts digitised in its public archive



We don't want to change the nature of how cultural experiences occur because we're not cultural experts and that's not our job

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Jim Atchison leaves SeaWorld in board shakeup

SeaWorld Entertainment has announced the departure of former CEO Jim Atchison from the company's board, also appointing two veteran theme park industry executives – Ron Bension and Donald Robinson – to roles at the head of the company.

Atchison, who faced difficulties stemming from the anti-SeaWorld documentary *Blackfish*, stepped down as CEO in January 2015, having held the position since 2009. He resigned from the company's board on 15 April, but will still work with SeaWorld for the next three years as a consultant.

"As we have transformed SeaWorld over the past year, the board has taken decisive action on several fronts to best serve the interests of all our shareholders and other stakeholders," said SeaWorld chair David D'Alessandro.

"Adding these two independent theme park industry veterans to our already broadly experienced board, together with enhancements to our governance practices,



Atchison was appointed SeaWorld CEO in 2009 and was replaced by Joel Manby last year

is consistent with our priorities and reflects constructive input from our shareholders."

SeaWorld has been trending positively in recent times, with its recent announcement to

end orca captivity in its parks and a near 20 per cent jump in stock value, which is predicted to rise even higher as the year goes on.

More: http://lei.sr?a=k3B3m_A



Glastonbury could be coming to Longleat

Longleat 'exploring' idea of hosting Glastonbury

Longleat Safari and Adventure Park has confirmed it's had talks with the organisers of Glastonbury about hosting the world-famous music festival in 2018.

"They have talked to us on a very, very preliminary level," Longleat CEO Bob Montgomery told *AM2*. "We'll explore it. They're thinking of 2018, so we do have some time to at least look at it, but it's very, very speculative."

Longleat is less than an hour's drive from the Somerset farm where the festival is traditionally held.

More: http://lei.sr?a=T9E8E_A

Man sentenced to less than five years for deadly fire at Taiwan waterpark

Lu Chung-chi, the man responsible for organising a waterpark party that ended in a fatal explosion that killed 15 people, has been jailed for four years and 10 months.

Receiving his sentence in court in Shilin, Taipei, Lu was found guilty of negligence. He did not attend the verdict. Some victims and their relatives have been telling the local press that the sentence is not long enough.

More than 500 people were injured and 15 people died when a starch-based powder ignited during a Color Play Asia event at the Formosa waterpark in New Taipei City, Taiwan, on 27 June 2015. The flames engulfed a large



More than 500 people were injured by the firestorm

portion of the dance area almost instantaneously.

"Most of the victims were very young and their wonderful lives were about to start. They had beautiful dreams to be realised," said

a press statement provided by the court. "Because of the explosion, 15 of them lost their lives and most of the survivors suffer tremendous physical and emotional pain."

More: http://lei.sr?a=9B9j8_A



IAAPA gathers best and brightest at Institute for Attractions Leaders 2016

The new professional development programme designed to create the attractions industry's future leaders

IAAPA's Institute for Attractions Leaders comes to the Netherlands at the end of May for a weeklong programme designed specifically for attractions and leisure industry professionals.

Taking place between 29 May - 3 June, the five-day event is designed to discover and cultivate a strong leadership style, and teach how to leverage good leadership skills.

The 2016 programme is hosted by IAAPA in conjunction with Efteling and the Breda University of Applied Sciences in the Netherlands.



leisure and attractions industry will be on hand, with educational credit going toward the new IAAPA Certification programme.

The event will feature integrated instruction, daily keynote speakers, and interactive class work designed to foster the development of individual leadership styles. The unique learning environment will allow attendees to interact with each other and build a network within the attractions and leisure industry. Participants include directors

and managers with five to 10 years of experience who represent amusement and theme parks, waterparks, family entertainment centres, zoos, aquariums, museums, science centres, and manufacturer and supplier companies.

IAAPA partners with local university and attractions

The education content is tailored to the attractions and leisure industry by top professors from the Breda University

Develop key leadership qualities

Attendees to the event will be able to learn from some of the best the industry has to offer, with keynote speakers including director of Efteling Imagineering, Olaf Vughts, and Marjolein Mens, who is manager of strategy and research for the park. In addition, trend watchers of the



IAAPA EMEA presents its new professional development programme for the leisure industry's future leaders



“The IAAPA Institute for Attractions Leaders is a dynamic leadership programme that provides aspirational learning and knowledge”

The leadership event is being hosted by Efteling theme park in Kaatsheuvel, Netherlands

of Applied Sciences. Programme topics include inspirational leadership, effective team coaching, introduction in the principles of storytelling, models reflecting how engaging experiences take place, developments in consumer leisure behaviour, cross-over innovation thinking and more, with hands-on experiences provided by Efteling.

“The IAAPA Institute for Attractions Leaders is a dynamic leadership programme that provides aspirational learning and knowledge to strengthen the skill set of the industry's future leaders,” said Karen Staley, senior vice president of IAAPA EMEA. “IAAPA's cooperation with Efteling and the Breda University of Applied Sciences enables us to provide premier learning and professional development to our members.”

The event complements two institutes currently offered by IAAPA, the IAAPA Institute for Executive Education and IAAPA Institute for Attractions Managers.

Additional information and registration details are available at www.IAAPA.org/connect/emea/iaapa-institute-for-attractions-leaders-2016.

Attractions industry professionals can also attend the IAAPA EMEA Spring Forum 2016 in Peschiera, Italy, from 23-25 May. Registration information is available at www.iaapa.org/connect/emea/. The Euro Attractions Show 2016 will take place in Barcelona, Spain, from 19-22 September. Attendees will experience the largest show floor in the events' history.



A queue for the body dryer at Universal's Jurassic Park Ride

UK body dryer company wins Queen's recognition

Haystack Dryers, a Dorset-based company that manufactures body dryers for theme parks, zoos and other attractions, has been honoured with the Queen's Award for Enterprise.

The company, which was founded in 2000, won the business award in the International Trade category, thanks to its impressive export growth rate over the past six

years. Haystack Dryers can be found in 35 countries across the world, with overseas customers making up 85 per cent of sales.

"Winning the Queens Award is a huge honour not just for the company but for all of our employees, who have contributed to the company's success," said Paul Thomas, Haystack Dryers managing director.



The Colospace 3D Wall at Ars Electronica in Linz, Austria

3D wall projects Seoul Science Centre to the next level

Sciss is installing a Colospace 3D Wall in Seoul Science Centre, a special attraction that brings a new level of realism to space imagery.

The state-commissioned science centre, opening later this year, will boast a 58sq m (624sq ft) wall-and-floor Colospace 3D Wall capable of projecting stunning visualisations that appear to float in the air.

The attraction made the purchase after seeing the Deep Space installation at Ars Electronica in Linz, Austria – also powered by Sciss.

Sciss is providing a turnkey solution to Seoul Science Centre, including the Colospace 3D Wall, Uniview data visualisation software and two Sony VPL-GTZ280 projectors.



The eight-pole attraction has more than 40 activity elements

Innovative Leisure opens sky-high four-level ropes course

The UK-based adventure attractions specialist Innovative Leisure has opened a 17m (55.8m) -high, four-level high ropes adventure course at the Tees Barrage International White Water venue in Stockton on Tees in north east England.

Tees Active Leisure, operators of the venue in conjunction with Stockton Borough Council, opened

the new Sky Trail High Ropes Course, called Airtrail, in February 2016.

The new high ropes facility for the whole family incorporates a junior Sky Tykes course and attracted 1,500 participants in its first week.

The course can cater for up to 70 participants per session, with 60 able to enjoy the main Sky Trail experience at any one time.



Uphill Flying Boats waterslide at Austin Heights waterpark

Polin installs combo slides at new Malaysia waterpark

Polin's combo waterslides are the star of the show at Austin Heights waterpark in Johor, Malaysia, which features 12 outdoor attractions and a range of indoor activities.

The tropical-themed attraction boasts a Black Hole and Turbulance combo waterslide as its centrepiece, as well as a Black Hole and Flying Boats combo, which propels riders

along a high-speed ride before a final unexpected drop.

Polin has also installed a Multi Surf race slide, Flying Boats and Uphill Flying Boats, Racer Twin Space Boat and children's waterplay Aquatower zone.

More is planned for Austin Heights, including a 300-room hotel, a village mall and an international convention and a banquet hall.

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



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HERITAGE
PORTFOLIO**BRITISH AIRWAYS i360**

British Airways i360 in Brighton is the world's tallest moving observation tower conceived and designed by Marks Barfield Architects, creators of the London Eye. The British Airways i360 will include a fine dining Brasserie for up to 400 guests, Tea Rooms, Beach Café and private dining facilities as well as "The Pod".

The futuristic pod will slowly glide to 450 feet and offer breath taking 360 degree views and be the home of the Sky Bar. Additionally there will be unique beach-side event space for up to 1,000 for weddings, conferences, receptions and dinners and the pod can be hired exclusively for events.

We are Heritage Portfolio, a UK catering partner working for discerning clients in venues of distinction with the aim of helping our clients to create an experience beyond food. We have a number of exciting roles available for our prestigious contract due to open this summer on the Brighton Sea Front.

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We are looking for an experienced General Manager with experience of working in 5 star restaurants with local knowledge and experience of working in the Brighton and Hove area. A passion for food, beverage and exceptional service is essential as you must be able to bring new innovation in terms of food & beverage. Sound financial acumen and great client relationships are a must.

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This is a fast paced and interesting role - where no two days are the same and a creative innovative approach is a must - you will work with our client to open this iconic venue to deliver food and beverage innovation and exceptional service whilst also delivering financial targets.

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■ **Head of Business
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Salary: Competitive

Job location: RZSS
Edinburgh Zoo,
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■ **IT Local Support
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Salary: Competitive

Job location: Castelnovo
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■ **Graphic Designer**

Legoland

Salary: Competitive

Job location: Florida,
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Legoland

Salary: Competitive

Job location: Johor, Malaysia

■ **Guest Experience
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Merlin Entertainments
Group

Salary: Competitive

Job location: Orlando,
United States

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Interpretation**

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Salary: Competitive

Job location: Warwick,
United Kingdom

■ **Marketing
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Sea Life

Salary: Competitive

Job location: Birmingham,
United Kingdom

■ **Manager -
Retail Buying**

Legoland

Salary: Competitive

Job location: Johor, Malaysia

NAVE programme targets Rio's most impoverished areas with cultural hubs

Continued from front cover

In its efforts to enhance the lives of the local community, the Museum of Tomorrow is part of NAVE – a programme oriented to the research and development of educational solutions using the communication and information technologies in middle school, educating students for professions in the digital area.

The museum links up with NAVE, acting as a hub for offshoots all around Rio.

“There’s 22 institutions, 22 locations projects but there are actually nine built hubs operating in the very poor places, very dark places, places where bodies were thrown. They went there and



NAVE aims to help some of Rio's poorest areas thrive and grow

they put a cultural centre there with the main objective of spreading out the word of science,” said Oliveira. “They offer students courses, internet and they have links with many other cultural

institutions. Our aim is to become the mothership of this fleet, giving them access to our vast network of information from our 80 partner institutions.”

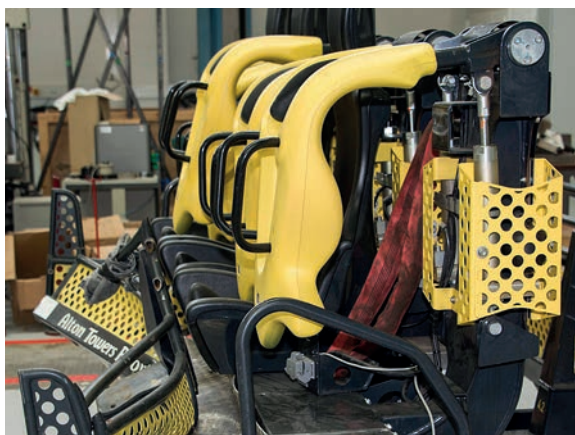
More: http://lei.sr?a=Q2P2R_A

Merlin pleads guilty over Alton Towers Smiler crash, faces fines in the millions

Alton Towers owner Merlin Entertainments has pleaded guilty in court to breaking health and safety laws in relation to the Smiler rollercoaster crash that seriously injured five passengers, including two people who underwent leg amputations.

In a hearing on 22 April, Merlin admitted breaching health and safety laws, meaning the firm will face an unlimited fine, expected to be in the millions of pounds, when it is sentenced at a later date.

The Smiler reopened for the first time in March. The ride has since been equipped with new safety features, including



16 were injured in June last year as a result of the accident

technical improvements. Staff have also been given additional training.

The park has also added further protocols to the manual override process so that a senior staff

member has to authorise and action the decision.

Additional surveillance cameras and additional staff inspection checks have also been put in place.

More: http://lei.sr?a=r8S7a_A

ADDRESS BOOK

American Association of Museums (AAM)

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

Association of American Zoos & Aquariums

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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)

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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)

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Historic Houses Association (HHA)

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Indian Association of Amusement Parks & Industries (IAAPI)

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International Association of Amusement Parks & Attractions (IAAPA)

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International Planetarium Society

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Irish Science Centres Awareness Network (ISCAN)

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Museums Australia

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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)

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World Waterpark Association (WWA)

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Zoo & Aquarium Association

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