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# AM2

The news & jobs magazine  
from Attractions Management

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22 FEBRUARY 2017 ISSUE 72

## Aardman Animations outlines theme park ambitions

Aardman Animations – creator of popular IPs such as Wallace and Gromit and Shaun the Sheep – has grand plans for its attractions and live experiences division, with ambitions to create an entire theme park dedicated to the creations of the British animation studio.

In addition to existing attractions including Wallace and Gromit's Thrill-o-Matic ride at Blackpool Pleasure Beach and the Shaun the Sheep Experience at Skånes Djurpark, Aardman recently revealed plans for a Shaun the Sheep FEC concept and an Aardman Experience. But the company's vision goes beyond that, with plans for an entire theme park based on Aardman IPs.



There are plans for an entire theme park based on Aardman IPs

“We have ambitions to develop our presence within the sector,” said Ngaio Harding-Hill, senior manager of attractions and live experiences for

Aardman, speaking exclusively to *Attractions Management*.

“We’d love to create an Aardman Land with the right partner.”

In addition to its theme park ambitions, new IPs on the horizon for Aardman open up new possibilities, according to Harding-Hill.

“Nick Park’s new film, *Early Man* releases early next year,” she said. “It provides a whole new cast of characters and adventures to launch into the world of visitor attractions so there are loads of really exciting projects on the

horizon for this area of the company.”

**For more on Aardman Animations, check out the Q1 edition of *Attractions Management* magazine, available soon.**

## Senior shake up drives London Paramount project forward

London Resort Company Holdings (LRCH) has shaken up its leadership team by announcing the appointments of Humphrey Percy as its new CEO, also naming Mike Morrison and Kevin Doyle in senior roles.

Percy, who is also CEO of LRCH's parent company Kuwaiti European Holding Group (KEH), takes over from David Testa, who stepped down from the project last week.

Testa's departure follows that of Fenlon Dunphy, who left the project in August, and Tony Sefton, the man who originated the idea before leaving the project in 2015.

“David Testa has decided to step back from the KEH Group and cease his roles within all Group Companies, including LRCH,” said Percy. “David’s input into the project has been hugely appreciated and



Humphrey Percy takes over from David Testa

we wish him well in the next stage of his career. We are now entering a new exciting phase of the project as we carry out our final stage of consultation prior to submitting our Development Consent Order (DCO).”

Mike Morrison, who has previously held senior positions at investment bank Morgan Stanley and WestLB AG, takes up the role of CFO, while Kevin Doyle, who joined the project at its inception becomes Development Consent Order (DCO) coordinator.

“This announcement reaffirms our determination to submit our application for the Entertainment Resort,” added Percy. “We have a robust business plan for building a world-class entertainment resort in the UK and are ready to push forward.”

More: [http://lei.sr?a=U2f5v\\_A](http://lei.sr?a=U2f5v_A)

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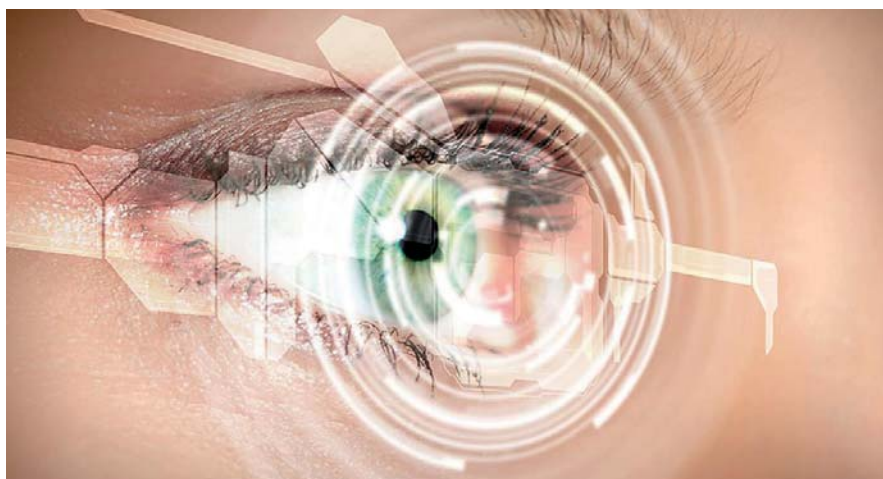
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The lens could record live video or project images using a simple blink to switch it on or off

## Sony files patent for AR contact lens

Sony has filed a patent for a new kind of augmented reality technology – a simple set of contact lenses with the ability to project or record live video.

Switched on and off by a user's blink, with the contacts able to detect if they were deliberate or not, image capture technology and data storage would be contained within the lens itself.

Piezoelectric sensors – which have the ability to generate an electric charge in response to applied mechanical stress – would mean that the device would be powered by movements of the eye.

Once developed, the smart contact lenses could be potentially used to improve vision or provide an augmented reality HUD.

More: [http://lei.sr?a=u7c3q\\_A](http://lei.sr?a=u7c3q_A)

## Nancy Spector rejoins Guggenheim Museum following 2016 departure

Nancy Spector is set to make a swift return to the Guggenheim Museum, after leaving the institution in 2016.

Spector who left to become deputy director and chief curator of the Brooklyn Museum, rejoins her former employer under the role of chief curator and artistic director – a new position created to offer her a greater say in programming and acquisitions at Guggenheim sites worldwide.

Spector previously served at Guggenheim for more than 29 years, with her most recent roles at the institution being deputy director and then chief curator. She joined the Brooklyn Museum in April 2016, rejoining Guggenheim less than a year after her departure.

“When I was approached to be the new position of artistic director, I simply could not



Spector previously worked at Guggenheim for over 29 years

let this extraordinary opportunity – which is truly unique to the Guggenheim – pass me by,” said Spector. “I look forward to working with my Guggenheim colleagues in New York and around the world in envisioning the many innovative programmes and initiatives we will create together in the coming years.”

More: [http://lei.sr?a=w4X6g\\_A](http://lei.sr?a=w4X6g_A)

# Iger warns Trump over trade and immigration policies

Disney chief Bob Iger has warned US president Donald Trump on his trade and migration policies, particularly in terms of a Chinese trade war, potentially pitting the entertainment giant against the will of the Oval Office.

Iger, whose interests in China include Disney parks in Shanghai and Hong Kong, is a member of Trump's strategic and policy forum – a business advisory council that brings together CEOs and business leaders “who know what it takes to create jobs and drive economic growth.” Iger did not attend the President's inaugural policy forum due to a board meeting.

Among a slew of executive orders, Trump has threatened to impose a tax tariff of up to 45 per cent on Chinese goods, which could “derail global growth”, according to the International Monetary Fund (IMF).

Speaking to broadcaster *CNBC*, Iger said that China is a key market for Disney, including consumer products, films and its theme parks.

“An all-out trade war with China would be damaging I think to Disney's business and to business in general and something I think we have to be really careful about,” he added.



Iger and Disney have interests in China including Disney parks in Shanghai and Hong Kong

President Trump's highly controversial immigration travel ban – a currently-suspended order affecting immigration to the US from seven countries – was also criticised by Iger, who said that the US must demonstrate its “openness to the people of the world”.

In addition to his comments on Trump, Iger revealed new information about his position at the head of Disney, saying he was “open” to the possibility of remaining at the helm of the entertainment giant beyond 2018.

More: <http://lei.sr?a=B4F8MLA>

## Experimentarium aiming to be ‘among world's top five’

Kim Gladstone Herlev, director of Denmark's only science centre, has talked about the institution's future following its landmark DKK880m (US\$126m, €118.3m, £100.3m) redevelopment, revealing grand aims to be among the world's top five science centres worldwide.

The Experimentarium, which opened in the town of Hellerup in 1991, reopened to the public on 26 January after a complete redevelopment made more challenging by a 2015 fire that gutted the historic building.

The science centre, which adopts a hands-on approach for visitors, now has two additional floors on top of the 110-year-old building – the foundations of the city's old Tuborg beer bottling plant – with an iconic spiralling copper staircase at its heart.

“We built on top of the history so to speak, the history of science in fact because the brewing process is science,” said Herlev, speaking to *AM2*. “It has the same footprint on the ground but it's twice the size it was before.

Not resting on its laurels, the Experimentarium – which features 16 new



Director Kim Gladstone Herlev has overseen the Experimentarium's redevelopment

exhibitions – has ambitious future plans in terms of future development and its position on the world stage.

“At Easter we will open our rooftop where you can be outside doing open-air science experiments,” said Herlev. “In January 2018 we will open the first floor, which will be a science city for kids aged one to five years old.

“Our aim is to be among the five best science centres in the world within the next few years,” he continued. “Compared to Europe the Experimentarium is different from a lot of other science centres. We're able to show things that have never been shown in this context before. It's a very exciting time for Denmark.”

More: [http://lei.sr?a=8z2r6\\_A](http://lei.sr?a=8z2r6_A)



## Mandela centenary celebrated by opening burial site to public

The 100th birthday of former President and anti-apartheid revolutionary Nelson Mandela will be celebrated by renovating and opening his grave site for public viewing.

Mandela, who died in December 2013 aged 95, was buried in Qunu, Eastern Cape. Tokyo Sexwale – a former cabinet minister and trustee of the Nelson Mandela Foundation – announced the plans, which would offer the public a place of reflection over the legacy left by Mandela.

The announcement was part of “Nelson Mandela Centenary 2018 Be the Legacy” – a two-year programme to honour the former President.

The launch of the centenary programme took place during Nelson Mandela release week, which started on 11 February.

The celebration will include a number of activities through the year, both in South Africa and abroad, with a number of activities scheduled ranging from education and the arts to exhibitions and sport.



Mandela, who died in December 2013 aged 95, was buried in Qunu, Eastern Cape

South Africa's Eastern Cape provincial cabinet has already approved the Qunu development. The new site alongside Mandela's birthplace in Mvezo, fierce apartheid opponent Chris Hani's birthplace

in Cofimvaba, and former law firm partner of Mandela, and apartheid revolutionary Oliver Tambo's birthplace in Mbizana, will form part of a new “liberation heritage trail”.  
*More: [http://lei.sr?a=5v6m8\\_A](http://lei.sr?a=5v6m8_A)*



Keller is ICOM's former treasurer

### Peter Keller to lead ICOM as director general

The International Council of Museums (ICOM) has named Peter Keller as its new director general.

Keller, who has been director of Salzburg Cathedral Museum in Austria since 2002, has more than quintupled visitor numbers after initiating a merger with three other museums to form the DomQuartier Salzburg in 2014.

In his new role, Keller will focus on enhancing the organisation of ICOM's head office, and on improving communication both internally with the National and International Committees.

*More: [http://lei.sr?a=A3x6u\\_A](http://lei.sr?a=A3x6u_A)*

## Museum dedicated to Bolivia's President opens in remote town of Orinoca

A US\$7m (€6.5m, £5.6m) museum dedicated to Bolivian President Evo Morales has opened its doors in the leader's small hometown of Orinoca.

The town, which has a population of just 163 people, was home to Morales – Bolivia's first indigenous President.

Following his election in 2006 Morales ordered the museum's construction to celebrate the president, Bolivia's indigenous people, and as a place to exhibit hundreds of his gifts as well as photos, videos and archeological treasures.

Dubbed The Museum of the Democratic and Cultural Revolution, the institution, which Morales has called “the largest and most modern in Latin America”, tells the history of the country focused around his achievements.



Morales has been praised for reducing poverty and illiteracy

Some have criticised the museum's location, calling it a waste of money too remote to attract tourists. The museum's inauguration occurred in La Paz, roughly 400km (250m) away from Orinoca, which is situated high up in the Bolivian altiplano.

*More: [http://lei.sr?a=y2y8g\\_A](http://lei.sr?a=y2y8g_A)*



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# Saudi Arabia investment fund considering Six Flags stake

Saudi Arabia's Public Investment Fund (PIF) – set up to manage the country's sovereign wealth and facilitate development of its national economy – is interested in purchasing a stake in Six Flags, according to reports.

The US\$2tn (€1.87tn, £1.59tn) PIF, is currently looking at taking up a stake in the Texas-based theme park operator, which is currently going through the process of expanding its business on a global scale.

According to *Bloomberg*, the kingdom has started negotiations with Six Flags to open its first park in Saudi Arabia, though an agreement is yet to be reached, with potential locations including Riyadh, Jeddah and Red Sea resort.

Part of Saudi Arabia's Vision 2030 plan – which like much of the Middle East is aiming to reduce reliance on oil – includes a relaxation of the rules on its entertainment sector in an area which traditionally has been ultra-conservative, with particularly harsh laws in relation to women. By 2030, Saudi Arabia wants to have more than 450 clubs providing a



Saudi Arabia's sovereign investment fund could be about to acquire a stake in the operator

variety of cultural activities and events, with the aim of doubling household spending on recreation to 6 per cent.

For Six Flags, a franchise model has been set up to support its upcoming parks, with

the operator recently breaking ground on its first venture in the Middle East with Six Flags Dubai – the latest addition to the multi-billion dollar Dubai Parks and Resorts development.

More: [http://lei.sr?a=K9h6c\\_A](http://lei.sr?a=K9h6c_A)



An atrium is surrounded by water

## Ocean Discovery Centre proposed for Canada

The Nanaimo Deep Discovery Association (NDDA) has showcased plans for a new CA\$40m (US\$30.6m, €28.5m, £24.5m) attraction in British Columbia, Canada, designed to connect people with the ocean environment and deep-sea technology.

The facility, according to the NDDA, would be a unique, educational, ocean experience attracting visitors with a range of displays and activities, some static, some "virtual", some "interactive", and some "living".

More: [http://lei.sr?a=p2z5T\\_A](http://lei.sr?a=p2z5T_A)

## Mobile AR, new media and 'Matthew Effect' trends highlighted by Ecsite

The European Network of Science Centers and Museums (Ecsite) has used an amalgamation of professional predictions and analyses to highlight a number of trends for 2017.

Ursula Lavrencic, concept developer and designer for Infotude and Informationlab in Slovenia, discussed mobile augmented reality in wider context of the effect of AR and VR in relation to science engagement.

"Mobile AR will revolutionise how we perceive, teach about and understand our environment," she said. "Together with VR this will cause higher demand for digital content provided by museums and science centres."

Also highlighted was New Media Education, exploring topics such

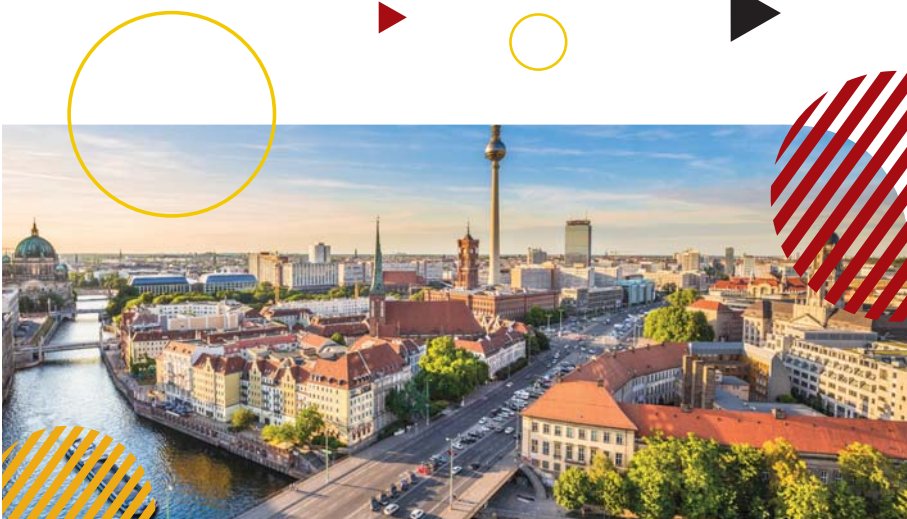


The Matthew Effect questions who benefits from science centres

as how the internet works, what a fact is and how social networks work.

One potentially negative trend is known as the "Matthew Effect" – a happenstance where scientific programmes are serving communities that are already well-served.

More: [http://lei.sr?a=z2M4R\\_A](http://lei.sr?a=z2M4R_A)



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23 FEBRUARY 2017

### **TEA NextGen Conference**

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A full day conference mixing themed entertainment professionals with its NextGen student body. Following presentations from speakers, students will be challenged to group work supervised by attending professionals. Email: [info@teaconnect.org](mailto:info@teaconnect.org)

Tel: +1 818 843 8497

[www.teaconnect.org](http://www.teaconnect.org)

2-4 MARCH 2017

### **RAAPA 2017**

**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.

Email: [raapa@raapa.ru](mailto:raapa@raapa.ru)

Tel: +7 (495) 234 50 15

[www.raapa.ru](http://www.raapa.ru)

9-11 MARCH 2017

### **AAA 2017**

**China Import and Export Fair Pazhou Complex, Guangzhou, China**

The Asia Amusement & Attractions Expo covers 80,000sq m (860,000sq ft) and will have a number of top suppliers exhibiting, with companies coming from more than 30 countries worldwide to showcase their products.

Email: [gzhw@grandeurhk.com](mailto:gzhw@grandeurhk.com)

Tel: +86 20 2331 8547

[www.chinaexhibition.com](http://www.chinaexhibition.com)

13-16 MARCH 2017

### **EAZA EZE Conference 2017**

**Paris Zoo, Paris, France**

The biennial EAZA European Zoo Educators conference brings together educators from across Europe for three days of presentations, workshops and activities focused on sharing good practice and highlighting future trends.

Email: [info@eaza.net](mailto:info@eaza.net)

Tel: +31 20 520 07 50

[www.eaza.net](http://www.eaza.net)



Universal Studios Hollywood will be among the tour locations during the IAAPA event

8 MARCH 2017

### **IAAPA Leadership Conference Anaheim/Hollywood, California**

For owners and operators, the IAAPA Leadership Conference 2017 provides fresh perspectives and unique ideas to enhance the guest experience and drive

business. 2017 tour locations include Disney's California Adventure, Knott's Berry Farm and Universal Studios Hollywood.

Email: [iaapa@iaapa.org](mailto:iaapa@iaapa.org)

Tel: +1 703 836 4800

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

27-29 MARCH 2017

### **DEAL 2017**

**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.

Email: [lilia@iecdubai.com](mailto:lilia@iecdubai.com)

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[www.dealmiddleeastshow.com](http://www.dealmiddleeastshow.com)

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 best practice within the world of museums, galleries, and cultural and heritage visitor attractions. Email: [anna@museumsandheritage.com](mailto:anna@museumsandheritage.com)

Tel: +44 1905 724 734

[www.museumsandheritage.com/show](http://www.museumsandheritage.com/show)

5-7 APRIL 2017

### **Zoo Design Conference**

**University of Wroclaw, Poland**

Three days of moderate sessions dedicated to zoo design trends and developments, enrichment for animal welfare and the technical aspects of zoo design, as well as best practice for large and small facilities.

Email: [darek.zdziszynski@mcc.org.pl](mailto:darek.zdziszynski@mcc.org.pl)

[www.zoodesignconference.com](http://www.zoodesignconference.com)

7-10 MAY 2017

### **AAM MuseumExpo 2017**

**St Louis, Missouri, US**

The American Alliance of Museums (AAM) will host more than 5,000 museums professionals in May when they convene for the organisation's Annual Meeting and MuseumExpo. This year's meeting will explore "Gateways to Understanding: Diversity, Equity, Accessibility, and Inclusion in Museums". More than 100 sessions are scheduled to take place, with topics ranging from collections management and curatorial practice, to education and audience research.

Email: [registration@aam-us.org](mailto:registration@aam-us.org)

Tel: +1 202 289 1818

[www.annualmeeting.aam-us.org](http://www.annualmeeting.aam-us.org)

17-18 MAY 2017

### **Museums + Heritage Show**

**Kensington Olympia, London, UK**

The free-to-attend Museums + Heritage Show offers two days of seminars, cultural attraction experts and sector





## Cultural and Historic Futures

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**8:30AM – 5:00PM National Motor Museum, Beaulieu**



### **SATE returns to Europe and in full SATE style!**

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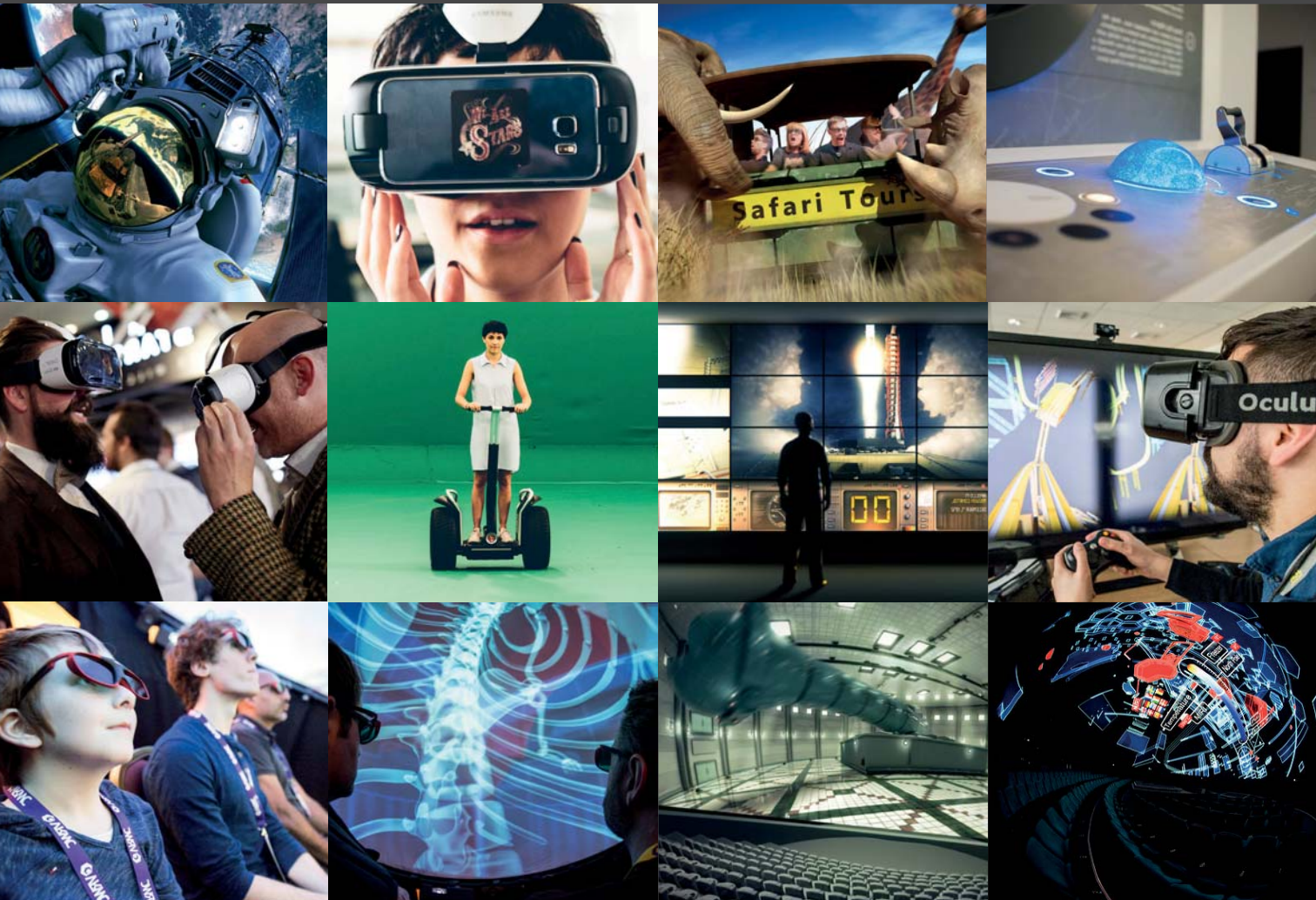
- How do great museums and historic houses best tell their stories?
- Should we integrate the experience into the architectural space or re-invent it in a new visitor attraction?
- What unique challenges do theme parks face in a culturally-rich visitor attraction landscape?
- What part do technology and new story-telling techniques play in attracting new audiences?

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# Competitors not a concern for Cedar Fair, says CEO Matt Ouimet

With California's hotbed of theme park attractions all making significant investment into new developments, Cedar Fair CEO Matt Ouimet has said the company does not feel pressured to make the same commitment at Knott's Farm following a record annual earnings report.

Speaking during an earnings call, Ouimet was questioned about about park investments and whether those would rise in the wake of increased competition. Last year, Universal Studios Hollywood launched its Wizarding World of Harry Potter attraction, while Disneyland California is preparing for the launch of its Star Wars land in 2019.

"We will not respond in capital to whatever Disney does or whatever Universal does, that's not part of our playbook," said Ouimet.

"What we will do is continue to position Knott's as the community's park and the expansion of our waterpark is a good example of where we can differentiate Knott's from the other players at a modest capital investment.



Ouimet believes Knott's Berry does not need to compete with Disney or Universal to be a success

"You'll continue to see us investing in Knott's. We believe there's still running room, particularly when we're priced at about US\$100 for a season pass and other players are well above that for a single day at this point."

For 2016, Cedar Fair recorded its seventh straight year of record results, reporting a 4 per cent increase of US\$53m (€49.8m, £42.4m) in net revenues to US\$1.29bn (€1.21bn, £1bn).

More: [http://lei.sr?a=n3x3d\\_A](http://lei.sr?a=n3x3d_A)

## Polar Ocean World, planetarium and ski park in Shanghai Pudong masterplan

A Polar Ocean World for Shanghai along with a ski park and planetarium have been identified as part of a larger masterplan to redevelop the city's Pudong area, drawing up to 10 million visitors annually.

The development will feature the 300,000sq m (3.2 million sq ft) Shanghai Polar Ocean World, housing four interactive animal exhibits, three theatres and 15 further entertainment facilities.

Polar Ocean World will complement the Winter Star ski park, which according to the city's development committee will be one of the largest indoor ski attractions in the world.

Covering 213,000sq m (2.4m sq ft), the attraction will comprise a skating rink, slopes with "the world's longest indoor ski trail," an area for ice sculpture, dining and retail.



Officials are aiming for the port area to become a 'new town'

Shanghai Planetarium, designed by Ennead Architects, broke ground in November last year and will feature an optical planetarium, a digital sky theatre, cinema, solar telescope, observatory and a range of galleries.

More: [http://lei.sr?a=M2g3j\\_A](http://lei.sr?a=M2g3j_A)



The park will be built in five phases

## Giant waterpark for Copenhagen scheme

One of the largest indoor water-parks in the world is coming to Copenhagen after Høje-Taastrup Municipality revealed plans for a 360,000sq m (3.9m sq ft) mega-leisure development in the Danish city.

Dubbed "Nordic Water Universe", the development – which is four times the size of Copenhagen's Tivoli Gardens – will be split into two parts, the first comprising a 11,700sq m (126,000sq ft) waterpark and amusement area, and the second a recreational nature park.

More: [http://lei.sr?a=N7P7R\\_A](http://lei.sr?a=N7P7R_A)



Around US\$1bn (€948m, £807m) was invested in MagicBand

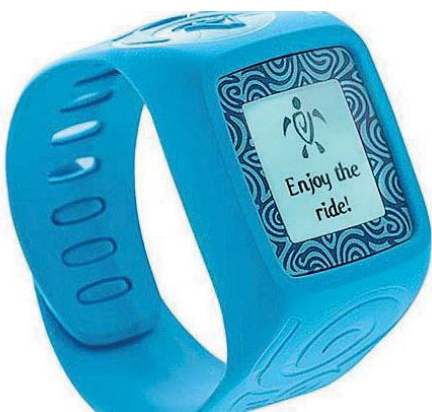
## Disney launches MagicBand 2 wearable technology

Disney has launched its new wearable device, the second version of its hit MagicBand product.

Around US\$1bn (€948m, £807m) was invested in the MagicBand technology which is now appearing in its second form as MagicBand 2. In addition to serving as a park entry ticket, FastPass payment system and hotel room key,

the new band will also offer a sleeker, curvier design and a detachable disk that can be put into an accessory called the MagicKeeper.

The latter has been designed for guests who don't want to wear the MagicBand on their wrists and can be worn around the neck or attached to anything via a detachable clip.



The wrist band eliminates the need for queuing

## Volcano Bay unveils new Tapu Tapu wristbands

Universal Orlando Resort's new water park, Volcano Bay, will provide guests with its new Tapu Tapu wearables.

Visitors will be issued with the Tapu Tapu wearable as they enter the park.

Designed to provide a hassle-free experience, the wearables feature a Virtual Line app that allows guests to virtually wait in line for attractions.

Guests tap their Tapu Tapu to totems located at attraction entrances to receive a return time, meaning they can then enjoy other experiences at the resort while they wait.

The interactive wearable also allows visitors to explore TapTu Play experiences located throughout the park, including enabling them to control water in various ways.



Falcon's Creative is developing its AR and VR capabilities

## Falcon's Creative hints at VR/AR breakthroughs for sector

Falcon's Creative has launched a virtual reality and augmented reality studio where it will develop cutting-edge entertainment content for its attractions clients.

In a newly released video, the Falcon's Creative team announced its new venture into providing VR, AR and mixed reality content, and also revealed some of its

breakthroughs in harnessing these technologies for attractions environments.

"I put on the HMD [head-mounted display] and I'm blown away by the escapism, but what we do to take that to a larger group is where we're quite excited to start sharing some of that logic," said Falcon's Creative president Cecil Magpuri.



Gbvi created custom solutions for the planetarium

## Sciss and Gbvi collaboration creates view of universe

The Maloka Centro Interactivo in Bogotá, Colombia has reopened its doors as a Sciss Colourspace theatre, following a state-of-the-art refurbishment.

The museum partnered with Sciss, a provider of planetarium and fulldome solutions, and Gbvi Technology (Gbvi), a specialist in optical blending solutions for multi-channel projection environments,

to create the first 8K 3D planetarium in South America.

The theatre was transformed into a five-channel digital fulldome experience with Gbvi Chronos glass plate blending technology to offer guests a stunning visual display.

The existing projectors were replaced with five Christie Mirage 304K projectors, with optical blends for each channel.



**simworx®****ROBOCOASTER®**

**Simworx RoboCoaster Ltd is a UK company and operates from a modern manufacturing facility in Kingswinford, West Midlands. Europe's leading provider of 4D theatre and amusement ride motion systems and audio visual technology, Simworx are currently engaging in an exciting period of expansion and new product introductions to a global market.**

## PROJECT MANAGER

**W**e are currently seeking an experienced Project Manager to be responsible for the overall direction, coordination, implementation, execution, control and completion of projects ensuring compliance with company strategy, commitments and goals.

Reporting to the Head of Engineering Projects, the Project Manager will ensure that all projects are delivered on-time, within scope and within budget. They will establish and maintain relationships with the client, all stakeholders and third parties/vendors through delivering quality customer/client service.

They must also ensure adherence to Simworx Quality Procedures and Health and Safety at all times.

The role will involve travel both in the UK and abroad on company business possibly at short notice.

The successful candidate will have proven working experience in a project based role with a solid technical background and understanding or hands-on experience in the delivery of mechanical and electronic systems. It be beneficial if they also had working experience of the theme park industry.

They will come from a great educational background, preferably in the fields of computer science or engineering for technical project managers. An AMP / PRINCE II certification would be beneficial.

➔ Apply now: <http://lei.sr?a=L5N9K>

## TECHNICAL SERVICES MANAGER

**T**he Technical Services Manager is responsible for running all aspects of Technical Support Services including heading a team of six or more technical staff with the objective of ensuring all projects and service requests are resourced and delivered in line with business expectations.

The role is expected to provide strong leadership and to promote best practices in managing interrelated projects and service to ensure successful delivery. This role will also ensure project resources have the correct toolsets and processes in place and that all relevant staff are trained and equipped to deliver successfully.

The successful candidate will provide expert technical knowledge, support and monitoring of site progress and report accurate status to the Head of Projects

Strong project or programme management and commercial and organisational skills are fundamental, as is the ability to liaise with people at all levels of the organisation.

The continued development, and on-going iteration of the Simworx's Technical support delivery processes is a key part of the Technical Services Managers role.

➔ Apply now: <http://lei.sr?a=2Z3S5>

## SITE INSTALLATION SUPERVISOR

**W**e require an experienced individual to supervise the installation on site of Simworx Projects and the subcontract installation teams at worldwide locations.

This will include Installation of Ride systems, the completion of relevant documentation and the responsibility for complying with the requirements of the Health & Safety regulations on site.

The Role also requires that the candidate has commercial awareness, has the ability to interact confidently with customers, be a good point of contact and able to provide training on equipment and products.

The Site Installations Supervisor must have recognised qualifications in one or more of the below disciplines: Mechanical Engineering/ Maintenance, Electronics and Electrical Engineering, Construction Management, Site Health & Safety.

They will have experience of providing engineering field installation services for electrical and mechanical motion systems, be able to understand and work from site installation plans and have excellent oral and written communication skills.

A working knowledge of Hydraulic systems and/ or Pneumatic systems would also be beneficial.

➔ Apply now: <http://lei.sr?a=Q4C8V>



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## Director of Business Development Sales/Marketing

**Salary:** Competitive (commensurate with experience)

**Job location:** Los Angeles, United States



Launched in 1997, Super 78 is an award winning dynamic themed attraction designer, entertainment company in Silver Lake that has successfully designed, produced and installed dozens of attractions at theme parks around the globe.

### Job Description

Super 78 is looking to expand its core team with a self-motivated, experienced Business Development | Sales and Marketing genius. The ideal candidate will have a minimum of three years of experience and expertise in media and technology, covering a range of platforms that include multiple media formats and attractions. Candidates will also help to develop and bring to market a range of intellectual property for experiential entertainment products, which includes both media and technology.

Expertise and experience in negotiating licensing agreements, and creating and managing new business initiatives, plus identifying and maximizing business opportunities in the film and theme park industry. Assessing and developing strategies to capitalize on new proprietary technologies will be critical for this motivating team-builder with a proven track record of revenue enhancement and increasing market share.

### Responsibilities

- Create and execute comprehensive Sales and Marketing Plans
- Generate sales opportunities across multiple platforms and products
- Manage all aspects of the multi-month & multi-year sales cycle

- Product sales and licensing plus
- Contract review and negotiation
- Oversee sales/content and promotional materials
- Competitor Analysis
- Travel - Trade show and Conferences, Client meetings

### Experience

- 3-5 years minimum understanding of media based attractions
- Proven track record of creating a sales pipeline
- Understanding technology product development
- Project management background
- Worked with or as part of a design team
- Understanding of high-end entertainment facilities
- Appreciation and understanding of the anatomy and entertainment value of successful theme parks, museums, and attractions.

Provide integrated solutions for clients - actualizing facilities and attractions of the highest entertainment value, quality. Understanding of effective entertainment facility configuration combined with a passion to help clients realize their goals, and ultimately drive revenue by improving every guest's visit.

### Perks & Culture

- Generous Vacation/Time Off Package
- Health Insurance
- Creative workspace and relaxed environment
- Kitchen stocked with lunch items, snacks & beverages
- Dog and people friendly environment



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● **Project Manager**

Simworx

Salary: Competitive

Job location: Kingswinford, UK

● **Head of Marketing**

Royal Museums Greenwich

Salary: £45,000 to £55,000 per annum plus PRP

Job location: London, UK

● **Director of Business Development Sales/Marketing**

Super 78

Salary: Competitive

Job location: Los Angeles, USA

● **Site Installation Supervisor**

Simworx

Salary: Competitive

Job location: Kingswinford / Mobile, UK

● **Technical Services Manager**

Simworx

Salary: Competitive

Job location: Kingswinford, UK

● **Commercial Event Sales Manager**

Parkwood Leisure

Salary: Competitive

Job location: Crawley, UK

● **Head Chef**

Parkwood Leisure

Salary: Competitive

Job location: Crawley, UK

● **Segway Events - Windsor Seasonal Event Assistant**

Big Bang Promotions

Salary: £7,500 (£288 per week)

Job location: Windsor, UK

● **Duty Manager (Events)**

Sea Life

Salary: Competitive

Job location: Minnesota, USA

● **HR Advisor**

Merlin Entertainments Group

Salary: Competitive

Job location: Chessington, UK

● **Duty Manager**

Madame Tussauds

Salary: Competitive

Job location: San Francisco, USA

● **Operations Host**

Madame Tussauds

Salary: Competitive

Job location: London, UK

● **Duty Manager - Events**

Legoland Discovery Centre

Salary: Competitive

Job location: Dallas, USA

● **Trade Partnerships Executive**

Legoland Discovery Centre

Salary: Competitive

Job location: Manchester, UK

● **Commercial Team Leader**

Sea Life

Salary: Competitive

Job location: Minnesota, USA

● **Regional Head of Marketing**

Merlin Entertainments Group

Salary: Competitive

Job location: New York NY, USA

● **UK Bungee Crew - O2 Arena**

Big Bang Promotions

Salary: £8.50-£11.50 per hour

Job location: London, UK

● **Asst Man. Commercial Ops and Customer Experience**

Vibrant Partnerships

Salary: £33,000

Job location: Lee Valley, UK

● **Asst Man. Product Delivery and Development**

Vibrant Partnerships

Salary: £33,000

Job location: Lee Valley, UK

● **Assistant Master Model Builder**

Legoland Discovery Centre

Salary: Competitive

Job location: Kansas City, USA

## Disney significantly ups stake in Euro Disney pledging €1.5bn cash injection

Disney is planning to buy an additional 9 per cent stake in Euro Disney, increasing total ownership in Disneyland Paris to 85.7 per cent.

The purchase represents 90 per cent of Saudi Prince Alwaleed Bin Talal's Kingdom Holding's shares, which Disney will purchase for €2 (US\$2.12, £1.70) per share paid in shares of common stock. Disney representatives also said the company plans to make a cash tender offer for all remaining outstanding shares of Euro Disney at the same price.

Subsequent to the completion of the tender offer, Disney has also said it is committed to support a recapitalisation of up to €1.5bn (US\$1.6bn, £1.3bn) for the Euro



Disney has upped its stake in Euro Disney in recent years

Disney group of companies to address its financial needs.

Euro Disney has struggled financially for several years, with the company carrying out a €1bn (US\$1.06bn, £852m) restructuring of its debt in 2014.

Disney issued a rights issue open to all investors in 2015, with its third-largest stakeholder Invesco selling its 6 per cent stake in the business.

*More: [http://lei.sr?a=q3W4K\\_A](http://lei.sr?a=q3W4K_A)*

## China halts development of US\$2.6bn Lotte theme park over missile dispute

China's government has halted the progress of a US\$2.6bn (€2.4bn, £2bn) theme park – developed by South Korean firm Lotte Group – in apparent retaliation to South Korea's decision to deploy a US missile shield.

Some of South Korea's largest companies were threatened over Seoul's decision to deploy the Thaad US ballistic missile shield, according to multiple reports, with the Lotte Group – the project's developer – included among those companies.

Lotte Group – the largest operator of hotels and theme parks in South Korea – is currently developing Lotte Town, which is scheduled to open in Shenyang by 2019.



Development of Lotte Town has been temporarily stopped

According to reports, the government gave the order to suspend the development in December, but it is hoped that work can start again in March. Korea's finance minister Yoo Il-ho had previously voiced

concerns that China could be taking unfair and indirect action against its companies, with a number having various imports blocked over the international political feud.

*More: [http://lei.sr?a=m7B6T\\_A](http://lei.sr?a=m7B6T_A)*

### American Association of Museums (AAM)

T: +1 202 289 1818 W: [www.aam-us.org](http://www.aam-us.org)

### Association of American Zoos & Aquariums

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

### Association of Art Museum Directors

T: +1 212 754 8084 W: [www.aamd.org](http://www.aamd.org)

### Association of Independent Museums (AIM)

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### Association of Leading Visitor Attractions (ALVA)

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### 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)

T: +61 7 3807 35 08 W: [www.aalara.com.au](http://www.aalara.com.au)

### European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: [www.eaasi.org](http://www.eaasi.org)

### European Association of Zoos and Aquaria (EZA)

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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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### The Aquarium & Zoo Facilities Association (AZFA)

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### The Canadian Museums Association

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### The Canadian Association of Science Centres (CASC)

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