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# AM2

The news & jobs magazine  
from Attractions Management

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31 MAY 2017 ISSUE 79

## Disney delivers 'the impossible' with debut of Avatar land

Disney has celebrated the launch of its new *Avatar* land at Animal Kingdom, with the operator marking the occasion by hosting a 'Dedication of Pandora' at the Orlando theme park.

Based on the world of the 2009 *Avatar* movie, 'Pandora – The World of Avatar' covers roughly 12 acres (48,500sq m) and features multiple rides and attractions, entertainment, audio-animatronics, 3-D holograms as well as retail, food and beverage outlets.

The Valley of Mo'ara is the US\$500m (€446m, £386m) attraction's backdrop, with its seemingly floating mountains and bioluminescent rainforests creating an iconic attraction for Animal Kingdom.



Bob Iger (left) and James Cameron (right) attended the launch

"At Disney we have a 'how do they do that standard,'" said Disney chair Bob Iger speaking at the dedication. "We love to build things, to create things, and people look at

these creations and say 'how did they do that?' I cannot give a better example of that than what we're standing in front of right now."

*Avatar* director James Cameron worked with Disney on the creation, with Iger saying that his vision helped to "deliver the impossible."

"James Cameron could easily be a Disney Imagineer, I wish he would be a Disney Imagineer," said Iger, speaking on the creative process for the park. "He does the impossible again, and again and again, merging wonderful

storytelling with mind-blowing technology, creating experiences that no one has seen before. *Avatar* is a prime example of this."

More: [http://lei.sr?a=N7T8M\\_A](http://lei.sr?a=N7T8M_A)

## Universal's Volcano Bay officially opens doors to the public

Universal is celebrating the launch of its long-awaited Volcano Bay waterpark, which the operator has said will be a pioneer for the next generation of attractions.

The waterpark replaces Wet N' Wild Orlando following its closure on 31 December and will "redefine the waterpark experience", with everything from virtual queuing to immersive theming.

Featuring 18 attractions across four themed areas, the 28-acre (113,000sq m) park is anchored by a 200ft-high (61m) volcano structure. The park's signature ride – the Krakatau Aqua Coaster – inside the volcano.

Offering a fully immersive experience, the park features a multi-directional wave pool, sand beaches, a lazy river travelling through the volcano's hidden



Volcano Bay replaces Wet N' Wild Orlando

caves, a family raft ride and slides coming from the top of the volcano.

"It's been a six-year journey for us," said Dale Mason, vice president and executive art director of Universal Creative speaking at the launch. "We set out to create something unique – a water theme park bigger and better than anything else in the world.

"We're taking the level of immersion that we've done for many of our other attractions at Universal such as Harry Potter, and we've translated it here into a waterpark experience."

The opening also marks the debut of Tapu Tapu – a wireless device designed to interact with different elements of the attraction and to introduce virtual queuing.

More: [http://lei.sr?a=Z9V3u\\_A](http://lei.sr?a=Z9V3u_A)

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Fox recently released the latest film in the horror sci-fi franchise *Alien: Covenant*

## Fox plans free roam Alien VR experience

Fox's interactive entertainment division has announced plans to develop a free-roaming multiplayer virtual reality game based on iconic sci-fi horror franchise *Alien*.

FoxNext – made up of FoxNext Games, FoxNext VR Studio and the newly-rebranded FoxNext Destinations – unveiled the concept, which will put users directly in the *Alien* world.

While quiet on the location, Fox says the 2,000sq ft (185sq m) free-roam experience will be open to the public before the end of 2017.

Using haptic effects, including heat, mist and motion platforms, the four-player experience is being developed by tech company iP2 Entertainment and its sister company, VR content creator Pure Imagination Studios.

More: [http://lei.sr?a=s7n8j\\_A](http://lei.sr?a=s7n8j_A)

## New Australian government abandons plans for AU\$200m open-range zoo

Plans for an open-range zoo near Perth, Australia, have been scrapped after the new Labor government of Western Australia chose to derail the plans of former premier Colin Barnett.

New premier Mark McGowan, who was sworn into his position in March, said that Labor had never been committed to the idea, which Barnett announced in November with a AU\$200m

(US\$148m, €133m, £116m) price tag and 10-year development timeline.

Environment minister Stephen Dawson also confirmed that development of the open-range zoo was not part of the new government's election commitments.

Originally planned for Lower Chittering, north of Perth, the conservation and



The plan would have helped Perth Zoo's breeding programme

recreation reserve was going to allow animals such as giraffes, zebras and rhinoceroses to roam the 7sq km (2.7sq mi) area. The reserve was designed to allow the nearby Perth Zoo to expand its breeding programmes because it cannot facilitate big breeding herds.

More: [http://lei.sr?a=v6X6k\\_A](http://lei.sr?a=v6X6k_A)

## TEA president targets overseas presence for ‘truly global TEA’

David Willrich, president of the Themed Entertainment Association (TEA), wants build on the organisation’s success in Europe, the Middle East and Asia, with plans to host more TEA events outside of North America.

Willrich, who succeeded Steve Birket in November as TEA president, wants to expand on the steady growth enjoyed by the organisation in recent years, with Europe a prime target for increased membership.

“When I was European president, we had 120 members and I think out of that, 50 were in the UK,” said Willrich, speaking to *AM2*.

“Flagship events were happening in the US. There were 800 members there so it’s understandable they were held in the US, but we needed something in the UK and Europe.

“During my presidency I am aiming to make the TEA more international – meaning we want to move from being an association with a global outreach to being a truly global association. This means giving more support to the European and Asian divisions.”



David Willrich became TEA president in November following a unanimous vote

Asked how a push into Europe would affect the TEA’s US members, Willrich was positive.

“Our prime sponsorship is coming from the US. The prime membership is there but there is a universal desire that the TEA should grow,” he said. “With growth there are going to

be cultural differences and influences coming in from countries outside of the US. These need be taken on board in terms of what we do and how we do it, but it will strengthen the TEA, making membership truly global.”

*More: [http://lei.sr?a=P8w8p\\_A](http://lei.sr?a=P8w8p_A)*

## SeaWorld announces plans for second Sesame Place park

SeaWorld Entertainment and the Sesame Workshop have announced joint plans to develop a second Sesame Place theme park in the US and a new Sesame Street land at SeaWorld Orlando.

To be opened in a yet-to-be determined location, the Sesame Place attraction has been announced 37 years after the launch of the first Sesame Place, which opened its doors in Langhorne, Pennsylvania, in 1980.

A new licence agreement between Sesame Workshop and SeaWorld will see the new attraction open its doors “no later than mid-2021”, with SeaWorld granted the option to build further Sesame Place theme parks throughout the US, where the operator is an exclusive partner.

“We know that the magic of theme parks gives families a unique and powerful way to experience and delight in the Sesame Street characters,” said Jeffrey D. Dunn, CEO of Sesame Workshop. “Building more Sesame Place theme parks will enable us to connect with even more families and provide funding that supports our non-profit mission.”



A new licence agreement will see the new attraction open its doors ‘no later than mid-2021’

The new park will feature a variety of family rides, water slides, live character shows, a daily parade, and seasonal events, with Sesame Place also extending Sesame Workshop’s commitment to social impact work with its ‘Sesame Place Cares’ annual series of events to take place both in and outside of the park

The new agreement also makes it possible for SeaWorld’s San Antonio and San Diego theme parks, as well as its Busch Gardens theme parks to continue to use the Sesame Street IP in its existing attractions. A new Sesame Street land will also be built at SeaWorld Orlando by Q3 2022.

*More: [http://lei.sr?a=5g3H7\\_A](http://lei.sr?a=5g3H7_A)*

## Italian government giving away more than 100 heritage sites

Italy's government is giving away more than 100 historic buildings for free on the understanding that any prospective owners must turn their site into a heritage attraction.

Hoping to breathe new life into disused public buildings, including castles, farmhouses and monasteries, the scheme was unveiled by the government-run Agenzia del Demanio (ADD) – Italy's state property agency.

"The goal is for private and public buildings which are no longer used to be transformed into facilities for pilgrims, hikers, tourists and cyclists," said ADD's Roberto Reggi, speaking to *The Local*.

Any successful applicants will also receive an "Art Bonus" – a tax break on charitable donations – a scheme which first became available in 2015 and can be used for things such as restoration of historic buildings.

Winning bidders will gain a nine-year lease on the properties, with the option to renew for a further nine years. Those who are believed to have a strong restoration and operation plan can be given a 50-year lease.



Montefiore Castle, located in the territory of Recanati, is among the sites up for grabs

"Tourism could be the engine for Italian economic growth if the country addresses the necessary efforts to bring to the surface this hidden potential," said a statement from ADD.

"It offers valuable opportunities for adding value to Italian historic and artistic heritage, attracting new resources for their conservation and enhancement."

More: [http://lei.sr?a=k5w6f\\_A](http://lei.sr?a=k5w6f_A)



A waterpark anchors the development

### Waterpark at the heart of Niagara's Wonderfalls

The developer of a proposed US\$150m (€135.6m, £116.4m) waterpark development in Niagara Falls, New York, is eyeing a 2020 completion date for the long-touted project.

A public-private partnership between the Uniland Development Company and the state, the updated Wonderfalls masterplan sees a glass-enclosed waterpark at the heart of a complex surrounded by restaurants and retail to "create a vibrant pedestrian experience".

More: [http://lei.sr?a=y7H5A\\_A](http://lei.sr?a=y7H5A_A)

## Daring prison break recreated for exhibition at Denmark's Prison Museum

Horsens's 162-year-old Prison Museum in Denmark has debuted a new permanent exhibition chronicling the escape of former prisoner Carl August Lorentzen.

The exhibition, called *Lorentzen's tunnel*, tells the story of Lorentzen, a burglar who, after 11 months of work, had dug an 18-metre-long (60 foot) tunnel that led him to freedom on Christmas Eve 1949, leaving a note in his cell saying "where there's a will, there's a way". While the daring escape only lasted eight days before his recapture, Lorentzen became infamous as a "gentleman thief" and as an escape artist.

The exhibition – funded by the Nordea-foundation – includes a replica of the tunnel, reconstructed from photos, drawings and archaeological excavations. Using



Kvorning Design created the new exhibition at the museum

interactive, digital and analogue elements to depict elements of Carl August Lorentzen's upbringing, placements, love life and prison sentences, visitors can experience the prison department and the cell where Lorentzen served his sentence 68 years ago.

More: [http://lei.sr?a=K3K7E\\_A](http://lei.sr?a=K3K7E_A)



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DrageKongen is part of the upcoming Asia zone at the park

## Leisure Expert Group breathes fire into dragon coaster

Dutch firm Leisure Expert Group (LEG) has been working with Djurs Sommerland in Denmark, on its latest coaster and expansion project.

Djurs Sommerland's biggest investment has been DrageKongen, Europe's fastest and longest suspended coaster, manufactured by Intamin. LEG worked on the art direction, the technical design, AV and effects.

LEG is a specialist in all manner of work across the leisure industry, from designing and building a new attraction, creating a festival or show, or upgrading an existing experience.

The 825-metre DrageKongen track is sited in a Asian-inspired jungle-themed area with a 4-metre-high dragon temple at its centre.



Alterface unveiled the Smurfs dark ride and Lucky Luke theatre

## Alterface creates The Smurfs and Lucky Luke attractions

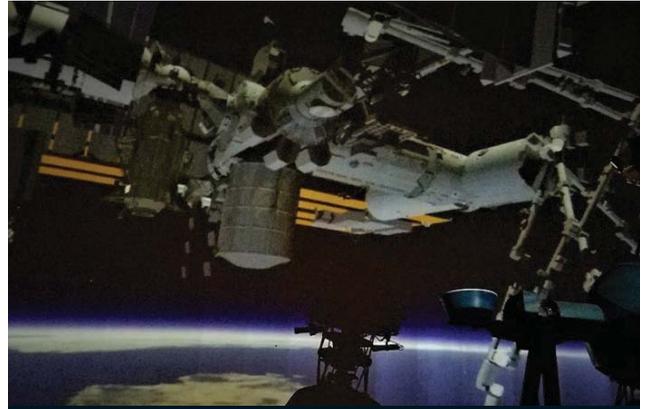
Belgian media company Alterface has installed two interactive attractions at Comics Station Antwerp.

Alterface were commissioned to create The Smurfs dark ride and the Lucky Luke theatre at the park.

Benoit Cornet, founder and CEO of Alterface, says: "For the Smurf ride we dug into our 3D Vision background

and developed a system that tracks the movement of passive wands in front of a screen. No electronics, just a wand to help accomplish the Smurfs' mission."

For the Lucky Luke theatre Alterface used its Salto show control technology to create a media show. It features a wagon-styled room with a number of audience-facing screens concealed by sliding doors.



7thSense installed its media server and show control system

## 7thSense completes Sussex planetarium installation

The South Downs Planetarium in Chichester, Sussex, UK, has reopened following a technology upgrade, which included a new show control system and media server from 7thSense Design (7thSense).

The Delta Nano media server was selected as a cost-effective yet powerful solution for the two-channel fulldome display.

Richard Brown, CTO of 7thSense, says: "There's a huge amount of content management and control functionality - our development team customised the management interface so that any operators or presenters can lead a show without any training or technical support. A wireless touchpad allows for easy, intuitive theatre control and instant show management."



Racing Legends takes riders on a journey through time

## Simworx Racing Legends attraction opens at Ferrari Land

The UK-based attractions specialist has created the Racing Legends motion theatre for Ferrari Land in PortAventura World in Spain.

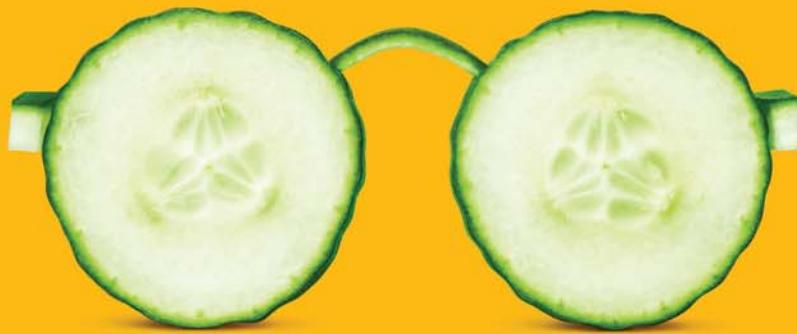
The attraction is housed within the Ferrari Experience, the central feature of the park which plays host to a number of Ferrari attractions and exhibits.

Racing Legends is an immersive experience that takes

riders on a journey through time with Scuderia Ferrari. Riders experience Formula 1's evolution, on a ride around the world's most famous racing circuits.

Simworx sales director Edward Pawley says: "We are proud to have been involved in the Ferrari Land project and to have helped create a fun, exciting and entertaining attraction at the park for all the family."

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6-8 JUNE 2017

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11 JUNE 2017

### **International Symposium on Electronic Art 2017** Manizales, Colombia

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15-17 JUNE 2017

### **Ecsite Annual Conference 2017** Porto, Portugal

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22-24 JUNE 2017

### **AIM National Conference 2017** Chatham, UK

2017 is the Association of Independent Museum's (AIM) 40th year, so this year's National Conference will provide the opportunity to focus on how independents prosper under effective leadership, through inspirational stories from AIM members.  
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26-28 JUNE 2017

### **MuseumNext Europe** Rotterdam, Netherlands

A major conference on the future of museums, MuseumNext Rotterdam will be the ninth European conference. This year's MuseumNext focuses on 'Museum Gamechangers' and will be a celebration of the people, ideas and technologies that are changing the landscape of the museum sector. Alongside professional development opportunities offered by a programme of keynote speeches, presentations and workshops, delegates will also have access to cultural activities across Rotterdam.  
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5-7 AUGUST 2017

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9-13 SEPTEMBER 2017

### **AZA Annual Conference** Indianapolis Zoo, Indiana, US

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# GOING UNDERGROUND

The Museum of London is digging deep at its new home in the historic Smithfield Market, uncovering forgotten history at the building's very foundations. *AM2* finds out more.

**A**s the Museum of London formulates plans for its £250m (US\$324m, €291m) move to the historic Smithfield Market, its exhibition team is digging deep to present London's past in new ways – including opening up the site's underground passages for a glimpse of what the city was like in Victorian times.

## A rich history

The museum was given the green light to move to its new home in January 2016, after alternative redevelopment plans for Smithfield were abandoned. It will retain many of the Victorian-era buildings on the site, incorporating them into the museum's design and, in some cases, its exhibitions.

The Smithfield complex dates back more than 800 years, with a livestock market occupying the site as early as the 10th century. It has existed in its current guise since 1866 and still operates today as London's only major meat market.

## Hidden treasures

During their exploration of the site, museum officials discovered some interesting features in the building's underground



Alex Werner is lead curator at the museum



The Museum of London wants to turn a live railway track into a living exhibition at its new home

tunnels, which could be used as a live representation of London's history.

One of the key findings was that Thameslink trains between Farringdon and City Thameslink travel beneath Smithfield market, and that the line is accessible from the building's lower levels.

"When we discovered more about the building, we found that the trains actually pass through the basement of the building," said Alex Werner, lead curator for the Museum of London, speaking to *AM2*.

"It's not completely shut off when you go down there. You can actually see the trains passing through the site. Being a museum, the idea that we could create some kind of spectacular space which allows us to give an interpretation of what you're seeing, as well as the possibility of people passing in the train actually looking into the museum, is very exciting."

**"The average passer-by would have no concept of this hidden landscape beneath London"**

## Past meets present

The museum has a vision, currently in the planning phase, to make the train tunnel running through the building transparent – creating a unique real-life exhibit telling the story of Smithfield, with the railway line dating back to the 19th century.

"Occupying the westernmost portion of Smithfield Market, the railway lines that run under there came in the 1880s and 1890s," said Werner. "You have to imagine this sort of cavernous, underground world in the Smithfield area. The average passer-by would have no concept of this hidden landscape beneath London."

“You have to dig a bit deeper but it gives us the chance to unlock some of London’s lost history.”

### Go with the flow

Another unique discovery was the emergence of the “lost” River Fleet – one of a series of canals and rivers buried beneath London’s streets more than 150 years ago.

The Fleet, which runs off of the River Thames, flows beneath the Smithfield site and was uncovered in the building’s depths. Eventually incorporated into a sewer system following the Great Stink of 1858, the Fleet was once a broad tidal basin several hundred feet wide at its entrance. It also acted as a water supply for the market.

Still at an early stage of planning, the museum wants to incorporate viewpoints of the underground river into its design.

“At one side of the basement site, you’ve got the line where the river runs,” said Werner. “It’s one of London’s lost rivers covered over in the 19th century. It was converted into a glorified sewer but it’s still there. It runs quite close to the westernmost edge of the museum site. We’re exploring at the moment how to link that up and having a viewing point onto the Victorian-era sewers. The story is such a compelling one – the year of the great stink and the building of the sewers – saving London when it was on the brink of disaster.”



The ‘lost’ River Fleet, which runs under Smithfield, could become a museum exhibition

### More to come

According to Werner, the potential of London’s underground is massive, with the hidden history drawing public interest and more history yet to be discovered.

“We’re exploring. We haven’t found everything,” he said. “There are a number

of tunnels that have become disused or blocked up. We’ll have to interpret the paths that they used to run because a lot are no longer there. You can still make out the features though and the structure of the general market building is there.

“You have to dig a bit deeper but it gives us the chance to unlock some lost history. It’s one of central London’s last hidden spaces. I think this underground world has really captured the public’s imagination. It’s a challenge in terms of presenting as an exhibition because how do you create these galleries? You have to link it in some way to the Victorian era city. That’s the period all this happened. This was when London was the world’s largest and most powerful city. These reasons are sort of technological achievements of the age and they were putting things you see in practice today back then.”

The museum announced plans to relocate in March 2015, with management citing a number of problems at its current site including poor accessibility, an ageing building and a poor location. Stanton Williams and Asif Khan are the project architects. The new site is scheduled to open in 2022.



The Museum of London is scheduled to move to its new Smithfield home in 2022

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*"We have worked very closely with CREW over the last few years to improve our guest experience developing our staff, supervisor and management teams. This has made huge improvements in our staff performance and across the whole team, departments have completely changed the way they interact with our guests. The team are much happier, the guests are even happier and each season we continue to perform better and have the best guest feedback we have every had!"*

Ross Snipp MSc, Flamingo Land Deputy Executive  
 Vice-Chair of BIAZA living Collections Committee





## Arcades Manager – Drayton Manor Park

HB Leisure is a leading operator of family arcades. One of our key UK partners is iconic theme park Drayton Manor Park.

We are now seeking an experienced and passionate **Arcades Manager** to manage the Family Entertainment Centres (FEC's) at Drayton Manor.

You will be responsible for managing the business performance of the FEC estate at the theme park and hotel, ensuring that budgeted targets are achieved for all the arcade and novelty equipment around the site and that high operating standards are adhered to.

**Your background:**

- An experienced arcades manager, ideally with an FEC background.
- Proven experience of leadership and people management.
- Excellent communication and working relationship building skills.
- You will be self-directed and highly motivated.
- Technical machine knowledge would be a distinct advantage.

We offer a competitive salary between £20,000 - £25,000 pa plus a bonus scheme dependent on ability and experience.

**To Apply:** <http://lei.sr?a=u9Q2r>



## Maintenance Assistant

Salary: Competitive

Job location: Wadebridge, Cornwall, United Kingdom

We are currently looking to recruit a maintenance assistant for an exciting opportunity to get hands-on with Adventure Park.

**Requirements:**

- Provide exceptional customer service to all guests and ensure they have lasting magical moments at the Adventure Park
- Work in a team and autonomously
- Ensure that health & safety is adhered too at all times
- General maintenance of the Park including fixing rides and ensuring that the Park is looking vibrant and welcoming.

**Benefits Include:**

- Bonus incentives for membership sales and customer service
- Company pension scheme
- 20% employee discount on all park purchases
- Membership for employee and immediate family in the same house
- Staff incentives including go-karting, team building sports and end of season party
- Build a career in a thriving working environment



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● **Arcades Manager -  
Drayton Manor Park**

HB Leisure

Salary: £20,000 - £25,000 pa plus Bonus Scheme  
Job location: Tamworth, United Kingdom

● **Physical Activity and  
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North Kesteven District Council

Salary: £38,237 - £40,057 pa  
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● **Commercial Manager**

Bath and North East Somerset Council

Salary: £45,888 - £50,339 pa  
Job location: Bath, United Kingdom

● **Maintenance Assistant**

Camel Creek

Salary: Competitive  
Job location: Cornwall, United Kingdom

● **Technical Services Technician**

Warner Bros. Studios Leavesden

Salary: Competitive  
Job location: Leavesden, United Kingdom

● **Duty Manager**

Legoland

Salary: Competitive  
Job location: Michigan, United States

● **Social Media Specialist**

Madame Tussauds

Salary: Competitive  
Job location: New York NY, United States

● **Marketing and Sales Coordinator**

Madame Tussauds

Salary: Competitive  
Job location: New York NY, United States

● **Maintenance Director**

Legoland

Salary: Competitive  
Job location: California, United States

● **VIP Unit Lead**

Legoland

Salary: Competitive  
Job location: California , United States

● **Executive Assistant**

Madame Tussauds

Salary: Competitive  
Job location: New York NY , United States

● **Electrical Maintenance Engineer**

Alton Towers Theme Park

Salary: £33,677  
Job location: Stoke-on-Trent, United Kingdom

● **Head of Merlin Annual Pass**

Merlin Entertainments Group

Salary: Competitive  
Job location: Chessington, United Kingdom

● **Retail Manager**

The Eye Brand

Salary: Competitive  
Job location: Orlando, United States

● **Operations Manager**

The Eye Brand

Salary: Competitive  
Job location: Orlando, United States

● **Hotel Food and  
Beverage Supervisor**

Legoland

Salary: Competitive  
Job location: Windsor, United Kingdom

● **Commercial Administrator**

Thorpe Park Resort

Salary: Competitive  
Job location: Chertsey, United Kingdom

● **Group Product  
Excellence Manager**

Merlin Entertainments Group

Salary: Competitive  
Job location: Poole, United Kingdom

For more details on the above jobs visit [www.am2.jobs](http://www.am2.jobs)

# Cincinnati Zoo to reopen former home of Harambe after US\$12m expansion

Ohio's Cincinnati Zoo is set to reopen its revamped Gorilla World exhibit early next month, just over a year after the controversial killing of inhabitant Harambe.

The first of a two-phase expansion, the new US\$12m (€10.7m, £9.2m) gorilla habitat was announced in September 2015 before Harambe's death on 28 May 2016.

Phase one of the development includes improved landscaping and more space in the outdoor habitat, with an energy-efficient stream and waterfall. The first phase also includes modernised living areas for the gorillas and a new behind-the-scenes configuration that provides them with spatial



The primate's death was met with international outrage

variety and easy options to move past one another.

Phase two, expected to be completed by the third quarter, will feature a large indoor space around the same size as the existing

outdoor area. The new indoor area space will help the zoo in areas such as husbandry and improved care, also allowing it to show gorillas every day of the year.

More: [http://lei.sr?a=C2U4w\\_A](http://lei.sr?a=C2U4w_A)

# Michael Bloomberg donates US\$75m to under development Shed arts venue

Former New York City mayor Michael Bloomberg has donated US\$75m (€66.8m, £58.3m) to The Shed – an under construction cultural institution in New York's Hudson Yards district.

Bloomberg made an initial donation of US\$15m (€13.3m, £11.7m) in 2012, contributing a further US\$60m (€53.5m, £46.6m) towards the project. His donation brings total funds raised up to US\$421m (€375m, £327.4m) as part of a US\$500m (€445.5m, £388.8m) capital funding campaign.

"I've always believed the arts have a unique ability to benefit cities by attracting creative individuals of every kind, strengthening communities and driving



Bloomberg has donated a further US\$60m towards the project

economic growth," said Bloomberg. "The Shed will help New York achieve all three goals."

Architects Diller Scofidio + Renfro and design studio Rockwell Group unveiled

plans for the expandable venue in November last year, which will host performances, concerts, visual art, music, and other events when it opens in early 2019.

More: [http://lei.sr?a=Y5y2m\\_A](http://lei.sr?a=Y5y2m_A)

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## Australian Amusement Leisure & Recreation Association (AALARA)

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