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# AM2

The news & jobs magazine  
from Attractions Management

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28 JUNE 2017 ISSUE 81

## Paramount splits from £3.2bn London theme park project

London Resort Company Holdings (LRCH) – the developer behind the Paramount theme park in Kent – has announced a surprise split from the film studio, which was to act as a masthead for the multi-billion-pound attraction.

The £3.2bn (US\$4bn, €3.6bn) London Paramount project was being lined up as a major entertainment resort, with several rides and attractions based on Paramount IPs such as *Star Trek* and *Mission Impossible*.

Those brands will no longer be used, however, a LRCH spokesperson confirmed that the project would “still be going ahead” with a new name.

AM2 understands that LRCH is exploring new IPs to replace the Paramount brands –



The project will go ahead without Paramount as its masthead

something that was previously a challenge with the overarching Paramount masthead.

It already has agreements with the BBC to use IPs such as *Dr Who* and *Top Gear*,

as well as Aardman Animations, creators of *Wallace and Gromit*.

“We are in conversations with other IP holders,” a spokesperson told AM2. “There will be major brands involved but not one overarching studio leading the way.

“It doesn’t really change anything. The branding is what will be shifting. The team, the consultants, the plans and the surveys are still working. It’s all on track from that side of things.”

LRCH’s parent company, Kuwaiti European Holding Group, has invested £35m (US\$44m, €39.6m) into the project so far. The opening date – currently scheduled for 2022 – has been pushed back three times.

More: [http://lei.sr?a=D7D7f\\_A](http://lei.sr?a=D7D7f_A)

## New York’s Met names Daniel Weiss as new president and CEO

The Metropolitan Museum of Art in New York has shaken up its leadership structure with the appointment of interim director Daniel Weiss as its new president and CEO.

Weiss, who was named Met president in March 2015, had been serving as director since Thomas Campbell’s resignation in February.

Now as the institution’s new chief executive, Weiss will lead and run the museum, filling the higher-ranking role, with the Met’s next director to report to Weiss, rather than the other way around.

At a special meeting, the Met’s Board of Trustees concluded that Weiss’s time at the museum, as well as his background as a distinguished scholar with a doctorate in art history made him the ideal candidate to lead the museum going forward.



Weiss will lead the museum in his new role

“Our museum’s collections and professional staff set the world standard for exhibitions, scholarship, preservation, education, and public programming, and as thoughtful advocates for the importance of art in our culture,” said Weiss. “I am equally humbled and excited to continue working closely with the Board and the museum’s unparalleled staff.”

The Met recently delayed US\$600m (€563.4m, £492.4m) plans to redevelop its southwest wing by as long as seven years as bosses aim to get the institution’s finances in order. The museum will begin the search for the next director immediately, with a search committee including Weiss to find a suitable candidate to fill the role.

More: [http://lei.sr?a=J4H7K\\_A](http://lei.sr?a=J4H7K_A)

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The Canadian Union of Public Employees reached an agreement with the zoo to end the strike

## Toronto Zoo reopens after five-week strike

Toronto Zoo reopened to the public on 15 June, five weeks on from a strike which closed the attraction in a dispute over job security.

More than 400 members of staff started the action after negotiations over secure contracts had broken down.

Initially, the zoo said that only full-time permanent members of staff with 11 or more years of service would have protection from

losing their jobs to independent contractors. The CUPE 1600 Union wanted protection after four years. An agreement was reached for protection after eight years.

"This was a month of struggle, for the right reasons," said Christine McKenzie, president of CUPE 1600. "I am incredibly proud of what our members have achieved."

More: [http://lei.sr?a=6k3X6\\_A](http://lei.sr?a=6k3X6_A)

## Siam Park set to gain approval for €60m Gran Canaria waterpark

Tenerife's Siam Park is on the verge of getting a sister park on neighbouring island Gran Canaria.

The €60m (£52.7m, US\$67m) Siam Park 2 is the brainchild of the Kiessling Group, which owns Loro Parque zoo and aquarium and Siam Park, which opened in 2008 – both on Tenerife. The new waterpark will be built in a similar Thai-inspired style and at Playa del Inglés, Gran Canaria.

According to the company, getting clearance for the 18-hectare (44-acre) development has taken a long time and there have been numerous hurdles to overcome to get all the correct permissions and permits in place. However, AM2 understands construction on the project is starting soon, with a projected completion date in 2.5 to 3 years time.



Siam Park 2 will be the sister park to the Tenerife version

Siam Park 2 has been held up for a number of reasons, including a legal challenge by Lebensraum Wasser, which claimed Kiessling would be using publicly owned land for a private venture. However, the Canary Islands High Court denied the claim and recognised the waterpark as being in the public interest.

More: [http://lei.sr?a=R9c7n\\_A](http://lei.sr?a=R9c7n_A)

# Hershey Entertainment planning Hersheypark expansion

The owner of Pennsylvania's Hersheypark is in the early stages of developing a masterplan for the expansion of the theme park, eyeing a piece of land adjacent to the attraction for the project.

Hershey Entertainment – parent company of the Hersheypark – owns the former Parkview Golf Course, which sits alongside the site.

In November last year, a 10-year project to relocate the Park Boulevard pathway was completed, with Hershey donating US\$9m (€8m, £7.1m) worth of land for the project. The completion of the US\$9.7m (€8.7, £7.6m) project, which was funded by local, state and federal funds, offered a safer corridor from downtown Hershey to the Hersheypark and better connected the former golf course with the Hersheypark site.

"Regarding development plans for Hersheypark, we are currently working through various concepts both internally and with a retained theme park master planning consultant," said Garrett Gallia, vice president of communications and corporate relations for Hersheypark, speaking to *AM2*.



The theme park's latest offering are its Hershey Triple Tower drop rides, which opened this year

According to Gallia, planning is currently in the early stages with an actual masterplan for the site being some years away, with different elements of the development still in discussion.

"As we imagine what the park development and expansion could be, we

are looking at many different possibilities – some of which may lead to concrete plans, some of which may not," said Gallia. "We can say that we envision a lot of exciting developments in Hersheypark's future."

More: [http://lei.sr?a=m2b6n\\_A](http://lei.sr?a=m2b6n_A)

# Suspended museum directors return to work following ruling

Five directors of Italian museums, suspended after a controversial court ruling deemed their appointments illegal, have returned to work on a temporary basis.

The historic shakeup of Italy's culture sector came in 2015, when the Italian government appointed 20 museum directors, seven foreign, to run the country's flagging cultural institutions.

On 24 May however, an administrative court in Lazio ruled that five of the 20 appointments were null and void, saying one foreigner appointed should never have been eligible and that the selection process had not been transparent. The court also objected to the fact that some of the candidates were interviewed over Skype.

Italy's highest administrative court – the Council of State – has now suspended the decision, which affects the appointments of Martina Bagnoli at the Galleria Estense in Modena; Paolo Giulierini, Eva Degl'Innocenti and Carmelo Malacrino at the National Archaeological Museums of Naples, Taranto and Reggio Calabria;



Italy's prime minister, Matteo Renzi, announced the appointments in September 2015

and Austrian Peter Assmann, director of Mantua's Ducal Palace, who was the only foreign director affected.

The effect of the court case has been significant, with Italy's culture ministry as a result amending a 2001 law which meant that non-Italian EU nationals were not able to take on public positions within the country. In a

statement the ministry said that the initial competition respected "not only European and national law, but also the highest international standards, as recognised by the International Council of Museums".

The Council of State will hold a definitive public hearing on the case on 26 October.

More: [http://lei.sr?a=P8e4E\\_A](http://lei.sr?a=P8e4E_A)

# China removes restrictions on large-scale theme park projects

China has removed restrictions on foreign investment in large-scale theme park projects, opening up the possibility for new developments in what is already a hotbed for theme parks under development.

China's leaders previously pledged to open the country's economy – the second largest in the world – to wider foreign investment.

At the end of March, China's State Council approved the establishment of seven new free trade zones to prepare for the further opening up of its economy. The zones are areas where goods may be landed, handled, manufactured and re-exported without intervention of the customs authority. China now has 11 such zones.

A total of 27 restrictions have been removed from the country's negative list for foreign investment in these areas, including large theme park projects. Under the new regulations, would-be theme park developers will no longer have to enter a joint venture with Chinese partners or let the Chinese partner take the majority share to establish an attraction.



Large theme parks were among 27 foreign investment restrictions removed from the list

As its theme park sector continues to thrive, China predicts spending at its parks to reach nearly US\$12bn (€10.7bn, £9.5bn) by 2020, with visitor numbers surpassing 330 million people. As Chinese

disposable income rises, attractions are reaping the rewards, with tourism numbers increasing as more leisure opportunities become available to tourists.

More: [http://lei.sr?a=E2x8d\\_A](http://lei.sr?a=E2x8d_A)



Ambassadors will advise on projects

## Youth ambassadors to allocate HLF millions

The Heritage Lottery Fund (HLF) has appointed 17 young people from across the UK as heritage ambassadors, with the group selected to allocate millions of pounds in lottery funding to youth-focused heritage projects.

The £10m (US\$12.6m, €11.3m) Kick the Dust grant programme has made funds worth between £500,000 (US\$631,000, €566,000) and £1m (US\$1.3m, €1.1m) available to projects where heritage and youth organisations collaborate to create opportunities for 11- to 25-year-olds to engage with heritage.

More: [http://lei.sr?a=f8X8w\\_A](http://lei.sr?a=f8X8w_A)

# Peru addressing Machu Picchu overcrowding with new permit system

The Peruvian government has introduced a permit system for Machu Picchu in an attempt to better control footfall at the Unesco World Heritage site.

Starting on 1 July, tourists will need a timed entry permit to access the site, which will have two daily time slots, removing the existing ticketing method which has no time restrictions.

In an announcement made by Peru's Ministry of Culture, tourists wanting to visit the wonder must visit with a licensed official or guide, with advance reservations obligatory and group numbers for each guide capped at 16 people.

The timed tickets will divide into morning and afternoon, with the morning slot taking place between 6am and midday, and the afternoon slot from midday until



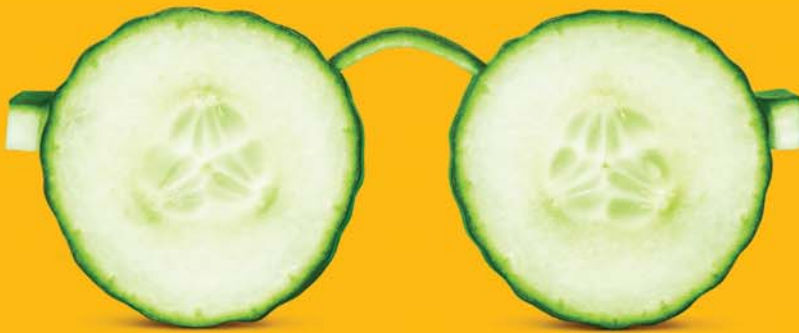
The new system aims to address issues of overcrowding

5:30pm. Visitors wanting to stay on-site all day will have to purchase two tickets.

With increased footfall having been a concern in recent years, the move will help Machu Picchu ensure a "sustainable flow" according to the ministry.

More: [http://lei.sr?a=R2T6C\\_A](http://lei.sr?a=R2T6C_A)

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## Australian government grants Art Gallery of NSW AU\$244m

Australia's minister for the arts, Don Harwin, has awarded AU\$244m (US\$186.2m, €164.8m, £145.4m) to the Art Gallery of New South Wales, with the funding going towards the museum's grand AU\$344m (US\$262.5m, €232.4m, £205.2m) expansion.

In addition to the government funding, the Sydney gallery is planning to launch a capital campaign later this year, seeking a further AU\$100m (US\$76.3m, €67.5m, £59.6m) in philanthropic support for the project, of which AU\$70m (US\$53.4m, €47.3m, £41.7m) has already been pledged.

The expansion will significantly increase space for the gallery to exhibit art, and will improve the state's ability to attract more major international art exhibitions to NSW. It is also expected to increase visitor numbers from 1.3 million to around 2 million annually.

SANAA architects' Kazuyo Sejima and Ryue Nishizawa are behind the expansion plans, which will include new educational facilities, space for live performances, open exhibition space and the re-introduction



The expansion is expected to increase visitor numbers from 1.3 million to 2 million annually

of natural light to the gallery's original 19th century exhibition spaces.

The design incorporates the gallery's surrounding topography and climate, with the exterior featuring cascading platforms

of sandstone and glass connecting the gallery to its surroundings.

The gallery is scheduled to open in 2021 ahead of the institution's 150th anniversary.

More: [http://lei.sr?a=E8e6w\\_A](http://lei.sr?a=E8e6w_A)



The museum tells the Moomin story

### Moomin Museum opens doors in Tampere

The birthplace of writer Tove Jansson is now home to a museum dedicated to her most famous creation – *The Moomins*.

The gallery in Tampere, Finland, offers the first permanent repository for Moomin memorabilia and artefacts, with the collection on display in venues across the city for the past 30 years.

Taking up residence in Tampere Hall, the newly renamed Moomin Museum is an experiential art museum showcasing original Moomin illustrations by Jansson, who was born in 1914 and died in 2001

More: [http://lei.sr?a=7p4J9\\_A](http://lei.sr?a=7p4J9_A)

## Seattle's historic Space Needle to undergo US\$100m renovation

Seattle's iconic Space Needle is about to undergo a major renovation, with a refitted observation deck, glass-floored restaurant and new elevators to be installed in a structure modernisation.

Opened in 1962 for that year's World's Fair, the tower has become a staple of the Seattle skyline.

US firm Olson Kundig Architects are behind the US\$100m (€89.4m, £78.3m) renovation, which will revamp the 184-metre-high (603.7ft) observation tower.

In an effort to preserve the historic tower, Olson Kundig's design aims to make minimal changes to the structure itself.

Olson Kundig have partnered with the City of Seattle Landmarks Preservation Board on the project, as well as a structural engineer who worked on the tower's original design.



The design makes minimal changes to the structure itself

Working with Hoffman Construction Company and Seneca Group, construction will start in September, with the first stage of development complete in June 2018. The Wright family, which owns the Space Needle is funding the entire renovation.

More: [http://lei.sr?a=4p8r3\\_A](http://lei.sr?a=4p8r3_A)



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5-7 AUGUST 2017

### **Amusement & Attractions Africa** Johannesburg, South Africa

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7-8 SEPTEMBER

### **BALPPA Autumn Conference** Devon, UK

This year's British Association of Leisure Parks, Piers and Attractions (BALPPA) Autumn Conference features a charity golf day, a member meeting, attraction visits at Crealy Great Adventure Park and Resort and Paignton Zoo, and a conference dinner at Exeter Castle.

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

9-13 SEPTEMBER 2017

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

The Association of Zoos & Aquariums (AZA) Annual Conference is the largest, most comprehensive zoo and aquarium professionals' event in the world. More than 150 companies and organisations will showcase their latest products to 2,800 delegates from AZA aquariums and zoos.

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19-23 SEPTEMBER 2017

### **EAZA Annual Conference** Wildlands Adventure Zoo, Emmen, Netherlands

The European Association of Zoos and Aquaria (EAZA) Conference is the biggest annual gathering of the European zoo and aquarium community. More than 600 delegates are expected



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30 JULY-3 AUGUST 2017

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24-28 SEPTEMBER 2017

### **Euro Attractions Show** Berlin, Germany

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26-29 SEPTEMBER 2017

### **GSCA Conference & Trade Show** Chicago, Illinois, US

The Giant Screen Cinema Association (GSCA) Conference and Trade Show this year includes a marketing symposium to help theaters increase attendance.

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1-6 OCTOBER 2017

### **AZA: Principles of Aquarium Husbandry, Design and Leadership** Shedd Aquarium, Chicago, Illinois, US

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4 OCTOBER 2017

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City Z is the debut title from Anvio, with players fighting zombies as they ascend a derelict tower in central Moscow

## Moscow startup eyes global expansion with next-gen, free-roam VR experiences

**Anvio VR has big ambitions for its own brand of virtual reality attractions**

**R**ussian virtual reality startup Anvio VR is looking to make waves with its debut product – a free-roam multiplayer zombie shooter which tracks the entire human body.

Called *City Z*, the experience, which debuted in Moscow in April and is powered by Oculus Rift, uses sensors placed on the hands, feet and back, which interact with infrared

cameras, meaning players' avatars move exactly as they are in real life. Anvio's offering is currently the only system available for virtual reality with full-body tracking.

In the game, players must complete a series of levels, taking out a number of zombies before ascending to the next level as they make their way up a tower block in a post-apocalyptic version of the Russian capital. Some levels are zombie-free and

require balancing acts over perceived drops, while others feature a non-stop horde of undead surging towards players. Others use darkness to incite fear, with sudden zombie attacks coming from the shadows.

Players move through a physical arena, with the game designed so they don't leave its confines, while simultaneously creating the illusion they are exploring an expansive space in an immersive virtual world.

The setup in Moscow can comfortably accommodate four players, though Anvio's system can host more.

"The biggest advantage of this kind of space is you can do the same thing with any game, including level progression," said Anvio founder Eldar Iskhakov, speaking to *AM2*.

"Once you've got this physical space set up and you've got several games in your library, you are able to switch games on the fly and appeal to different customers and attract repeat customers wanting new experiences."

Following its launch, Anvio is planning to open a second attraction – this time in London. Currently seeking a site suitable for Anvio's offering in the British capital, the company is also seeking partners on the basis of a franchise and licensing model to launch further Anvio attractions worldwide.



**Anvio VR's free-roam system is the only one currently on the market offering full-body tracking**



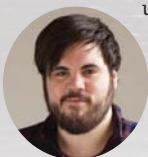
The *Attractions Management* editorial team got a hands-on look when they travelled to Moscow to try out Anvio's virtual offering

### Tom Anstey, Managing Editor, AM2

"Having tried several virtual reality experiences – both as static and moving attractions – nothing has felt as immersive and complete as the offering from Anvio VR.

In addition to the full-body tracking offered by the Anvio product, the multi-level game means you feel as though you're going on a journey despite the fact you're really pacing an empty room.

From balancing on pipes to mowing down hordes of the



undead, *City Z* offers a great mix so it doesn't feel like you're doing the same process over and over again.

As an avid gamer this experience matches up to similar games such as *Left 4 Dead* and goes on to deliver so much more. If each experience is as crisp as this, and if virtual reality keeps developing at the rate it has in recent years, it won't be long before this kind of product is making a huge impact on a worldwide scale."

### Alice Davis, Managing Editor, Attractions Management

"I'm a non-gamer and someone who always achieves the lowest score in this kind of exercise, but once I was immersed in the zombie battlefield, that didn't matter.

All that mattered was shooting as many of the attacking zombies as possible. *City Z* lasts a long time in comparison to other VR experiences, so you completely lose yourself in the story and focus on achieving your aims, such as finding the



generator to get to the next level.

The game is also punctuated by quieter moments where you can admire the stunning views or take in the clever detail of the closer surrounds inside the derelict tower block. It's an intense experience where my heart rate was definitely elevated and I was literally scared of walking over a narrow bridge 15 imaginary storeys above ground level. I certainly screamed aloud several times!"

**"Today you fight zombies, tomorrow you're exploring the underground city of a lost civilisation. The possibilities are endless"**

While *City Z* is currently the only game in its library, Anvio is not resting on its laurels, with a second adventure game in the style of *Tomb Raider* or *Indiana Jones* already in the works and further games in the pipeline.

"We're strictly doing no guns on this one," said Iskhakov, explaining the adventure concept. "At the start you go down into a huge cave, which is essentially like a lost city. There's a lake at the bottom of this cave where you can see treasure, so you have to traverse it and go all the way down through different puzzles and traps. Environmental elements you already have in *City Z*, such as walking over narrow planks, are going to be included. We're going to have dark traps, labyrinths – things like that."

The Moscow site charges between RUB6000 (US\$100, €90, £80) and RUB8000



The *City Z* experience culminates with a rooftop battle

(US\$134, €120, £105) for a 45-minute session of up to four people, with the VR element lasting roughly 30 minutes.

"The experience is quite expensive by Moscow standards," said Iskhakov. "But we've had fantastic bookings so far because we offer a high-quality product.

"We can do more than four people, but in the space we have, four people is optimum. We don't want people running

into each other. Our priority is always that this is fun for the customer. We don't want to impede the experience.


"We use one of the best engines and the best equipment publicly available and put a lot of effort into making it work seamlessly," he continued. "Virtual space can be very diverse. Today you fight zombies, tomorrow you're exploring the underground city of a lost civilisation. The possibilities are endless." ●

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ENTERTAINMENT

# Welcome to the house of fun

A crowdfunding campaign has been launched to revive classic British kids show *Fun House* as a visitor attraction. AM2 finds out more.

Nostalgia is likely to play a key role in determining whether or not hit 90s kids show *Fun House* will be resurrected as a visitor attraction, after a team including former show host Pat Sharp launched an IndieGoGo campaign to revive the show in London.

Mark Wells and Glen Middleham – who have more than 45 years of television production experience between them – are behind the project, as well as Sharp and original show producer Scott Stone.

The team are seeking £650,000 (US\$825,000, €739,000) to bring a Fun House attraction to life, with fans able to pre-purchase tickets as part of the campaign.

“There’s a big amount of social media activity running alongside it. *Fun House* just seems to be one of those shows that people have this incredible affection for,” Wells told AM2.

“There’s obviously a set demographic. If you’re in your 30s then you’re likely to have watched the show at some point in your childhood. We felt from a demographic point of view it was an incredibly attractive proposition.

“It reminds people of a time in their lives where they didn’t have a care in the world. They would come home and they would turn on the TV at 4:45pm to enjoy this fantastic



*Fun House* host Pat Sharp has been actively involved in the fundraising campaign for the attraction

colorful, bright, lively, noisy show for half-an-hour. That’s what we’re tapping into – the feeling of that experience.”

Ahead of creating the fundraising campaign, Wells contacted Pat Sharp, who he had worked with earlier in his career.

“Pat was incredibly supportive from the get go,” he said. “There isn’t a day that goes by where somebody doesn’t come up to him on the street and talk about *Fun House*, so he was instantly interested in what we might be able to achieve. We were absolutely sure that if we wanted to do this we had to have Pat’s support from the outset.”

If crowdfunding is successful, a senior management team will be brought in to bridge the gap between attractions and entertainment production. A couple of sites within Greater London are currently being discussed for the *Fun House* attraction, though those have not yet been revealed. The experience, which will last around two hours, has been pencilled in for a launch date of early 2018.



*Fun House* first debuted on ITV in 1989



***Fun House* just seems to be one of those shows that people have this incredible affection for**

*Fun House* aired on CITV from 1989 to 1999, having been adapted from a US show of the same name. On the show, two teams each consisting of a boy and girl representing schools from around the UK would compete over three rounds. Round one would typically use gunge in some form, with round two being a go-kart race. The show would culminate with a dash into the Fun House, which contestants would have to race around to win prizes. ●

# Zoos should ‘shed guilt’ and highlight conservation work, says WAZA CEO

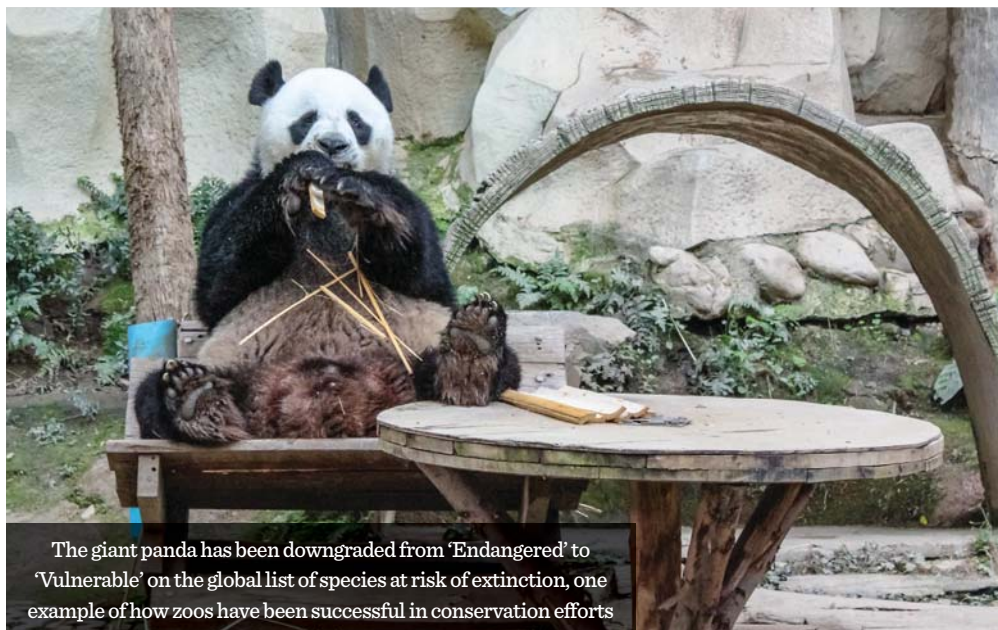
The World Association of Zoos and Aquariums’ new chair Doug Cress thinks industry operators need to speak up and let themselves be heard when it comes to animal welfare and conservation

The new CEO of the World Association of Zoos and Aquariums (WAZA) has said that zoos and aquariums need to be more vocal about the conservation work they do, saying that many feel “guilty” over some of the perceptions relating to animals in captivity.

With the world’s zoos and aquariums able to reach an estimated 700 million people worldwide every year, they offer an unparalleled platform to raise awareness over conservation and species preservation, he added.

Appointed WAZA chair in March, Doug Cress wants to raise the profile of both zoos and aquariums, letting the world know what they do and why they do it.

“Part of the problem is zoos and aquariums still feel guilty,” said Cress, speaking to *Attractions Management*. “They feel guilty about the 20th century, carrying around this tradition of iron bars and imprisonment and punishment. In fact if you look at the record, they are the ones who have saved species from extinction



and who reintroduced species to the wild.”

Zoos and aquariums find themselves under public scrutiny often, with the killing of Harambe the gorilla a recent example of this. Cress acknowledged that these incidents shouldn’t happen, but that they were in the minority across a body of good work carried out by zoos and aquariums.

“The animal welfare issue is always one that trips us up, because often it’s a cheap win,” he said.

“It’s easier to get everybody angry when a keeper hits an elephant and the video goes viral. But does that really reflect the industry? Of course not.

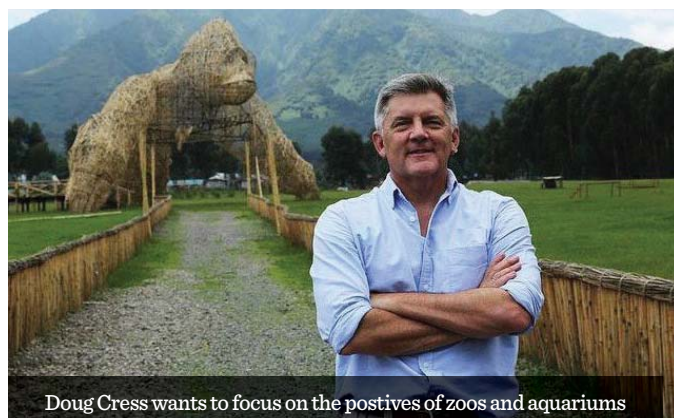
“My job is to accentuate the positives, so I will be putting a real focus on welfare. Of course,

when things like that happen, we don’t want to overlook them. We want to pool our resources and focus on making sure it doesn’t happen again.

“We also want to make sure that when we have a bad day or a video goes viral or an accident happens, we don’t let the entire industry be pulled down. Those incidents are regrettable. They happen, but they don’t reflect the industry every single day. Harambe was not shot because zoos exist.

“Anticipate where those problems might come up but also having an overwhelming number of examples of the good work that zoos and aquariums do is important. That’s going to be a real focus.” ●

*To hear more from Doug Cress, check out the latest edition of *Attractions Management*, which is available now.*



Doug Cress wants to focus on the positives of zoos and aquariums

“  
The animal welfare issue is always one that trips us up, because often it’s a cheap win

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The robotic arm is synced with the virtual reality experience

## Holovis debuts new robotic VR experience at AAE

Holovis has debuted a new virtual reality ride at this year's Asian Attractions Expo (AAE), combining interactive VR with a robotic arm to create a flying taxi ride through Singapore.

Dubbed R3ex – rideable real time robot experiences – guests can ride the two-seat, four axis robot arm, which synchronises movement with VR to create an immersive experience.

"Theme park guests want new kinds of out-of-home experiences that stretch and test their senses like never before," said Holovis CEO Stuart Hetherington.

"R3ex is a new type of attraction where the dramatic impact of robotics has been integrated and appropriately layered with other technologies, all working with specially designed real-time media."



The waterpark will feature a number of Polin attractions

## Polin to supply Coventry's £37m waterpark development

Waterslide manufacturer Polin is supplying an under-development waterpark in Coventry, UK.

The £37m (US\$49m, €43.7m) water park, which was granted planning permission last year, will feature an indoor waterpark, a 25 m swimming pool, a gym, a climbing wall, squash courts, a dance studio, a day spa and administrative areas.

The waterpark will feature a range of Polin slides that have been specially adapted to suit the dimensions of the spire. All rides will have reduced heights, with the Space Hole measuring 14.62 m (48 ft) high and the other slides measuring 11.5 m (37.7 ft) tall. The rides, excluding the Space Hole, will also feature dry out exits without swimming pools.



Larva features Red and Yellow as its signature characters

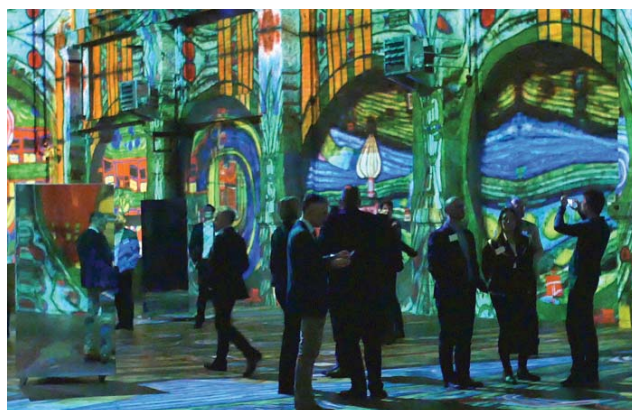
## Triotech teams with Jeju Shinhwa for Larva attractions

Triotech will develop two new attractions for South Korea's Jeju Shinhwa World, with the attractions based on animated comedy series *Larva*.

Announced at the Asian Attractions Expo (AAE) in Singapore, Triotech announced plans to develop an interactive dark ride in addition to an interactive walkthrough attraction.

The dark ride will feature themed ride vehicles with signature characters Red and Yellow guiding guests on a tour of iconic sites.

The second attraction is a walkthrough type experience where guests will go on a time travelling journey, featuring key moments in the history of both mankind and South Korea.



Optoma has completed the installation with Kunstkraftwerk

## Kunstkraftwerk's Devon Miles chooses Optoma

A recent art installation at a power plant in Leipzig, Germany, used 55 shortthrow Optoma Proscene projectors to incorporate contemporary art with the industrial structure.

Devon Miles, who oversees immersive video art at Kunstkraftwerk, says the artist Gianfranco Iannuzzi warned him not to "lose a pixel".

"I knew that we had to

preserve as many pixels as possible," said Miles.

"Some parts of the video content are 17000 x 1920 pixels. We were heavily relying on the lens shift feature since the projectors were to be mounted at very steep angles to achieve the maximum projection area. We chose the EH503 because it offered the most complete set of features in that price range."

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## Managing Director

**Salary:** c.£60,000 + bonus + benefits

**Job Location:** Northamptonshire, United Kingdom



As 'the Home of Children's Play', Wicksteed Park is Northamptonshire's leading visitor attraction and attracts over half a million visitors a year to its 27 rides and other attractions. For more information, see [www.wicksteedpark.co.uk](http://www.wicksteedpark.co.uk)

Having made major investments in both rides and the infrastructure of the Park, we are now seeking to appoint an experienced visitor attraction professional to develop the Park for future generations. The successful applicant will be able to demonstrate the following attributes and achievements:

- Degree level
- Strong commercial focus
- Effective planning, marketing and operational skills
- Natural, hands-on leader who motivates and inspires staff
- Strategic thinker able to anticipate changing customer demands
- Capable of balancing charitable and educational output with strong revenue and profit generation
- Strong communicator able to manage multiple disciplines
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- Able to identify, evaluate and execute sometimes competing investment strategies

You will have delivered significant levels of growth within your career to date.

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Application by CV and covering letter - click here: <http://bit.ly/2shU8EB>

**CLOSING DATE IS 20TH JULY 2017.**

*No Agencies.*

## Head of Site

**Royal Horticultural Society**

**Salary:** circa £70k

**Location:** Woking, Surrey, United Kingdom



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RHS Garden Wisley is currently going through an exciting change programme of £60m+ capital investment which will create world class welcome buildings, catering facilities and a Centre for Horticultural Science and Learning which will establish RHS Garden Wisley as the premier horticultural visitor destination in the UK.

As of Head of RHS Garden Wisley you will be responsible for delivering an excellent customer experience, ensuring we maintain growth by increasing engagement and delivering a strong financial performance to deliver our charitable aims. Your core focus will be the visitor experience (through imaginative delivery of service, interpretation, events and engagement). The position will be both challenging and rewarding and we are looking for an exceptional person to become the driving force behind continued operational and commercial success of the garden. You will have one eye firmly

on the day to day but will be also adept at planning and delivering the future. You will spearhead a culture of positive improvement, with a 'can do' attitude and motivational leadership style.

You will have a keen interest in horticulture, experience in working with visitors and customers in a similar or related environment, worked within a senior management team on strategic planning and have a wealth of ideas on attracting and delighting visitors of all ages and backgrounds. Experience of working on HLF funded projects would be an advantage. An inclusive approach to working and a desire to maintain the existing supportive environment for our staff will help to provide you with the resources you need to be successful in this role.

### HOW TO APPLY

For further information about the role and details on how to apply please go to <http://bit.ly/2u8uR00>

The closing date for applications is Friday 7 July 2017. First interviews will take place at RHS Garden Wisley on Thursday 20 July 2017.

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



● **Managing Director**

Wicksteed Park

Salary: c.£60,000 + bonus + benefits

Job location: Northamptonshire, United Kingdom

● **Head of Site**

Royal Horticultural Society

Salary: circa £70k

Job location: Woking, Surrey, United Kingdom

● **Theatre Caretaker**

Parkwood Leisure

Salary: £10,000

Job location: Maidstone, United Kingdom

● **Recruitment Manager**

Legoland

Salary: Competitive

Job location: Windsor, United Kingdom

● **Facilities Manager**

Madame Tussauds

Salary: Competitive

Job location: Hollywood, United States

● **Head of eCommerce**

Merlin Entertainments Group

Salary: Competitive

Job location: Chessington, United Kingdom

● **Project Manager (Europe)**

Merlin Entertainments Group

Salary: Competitive

Job location: London, United Kingdom

● **Head of Merlin Annual Pass**

Merlin Entertainments Group

Salary: Competitive

Job location: Chessington, United Kingdom

● **Finance Director**

Thorpe Park Resort

Salary: Competitive

Job location: Chertsey, United Kingdom

● **Technical Manager**

The Dungeons

Salary: Competitive

Job location: Edinburgh, United Kingdom

● **General Manager**

Madame Tussauds

Salary: Competitive

Job location: Nashville, United States

● **General Manager**

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Salary: Competitive

Job location: Orlando, United States

● **Cluster Operations Manager**

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● **Digital Marketing Specialist**

Legoland

Salary: Competitive

Job location: California, United States

● **Water Park Lead Lifeguard**

Legoland

Salary: Competitive

Job location: California, United States

● **Duty Manager**

Madame Tussauds

Salary: Competitive

Job location: Hollywood, United States

● **Project Manager (Europe)**

Merlin Entertainments Group

Salary: Competitive

Job location: London, United Kingdom

● **Operations Assistants**

Parkwood Leisure

Salary: Up to £8.00 per hour

Job location: Nottingham, United Kingdom

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

## SeaWorld handed government subpoena requests over *Blackfish* controversy

SeaWorld has revealed it is being investigated by two US federal agencies looking into public statements by executives before and during August 2014, including comments about the controversial *Blackfish* documentary.

The company was served with subpoenas from both the US Department of Justice and the US Securities and Exchange Commission in connection to statements made by the company regarding “the impact of *Blackfish* and trading in the company’s securities”.

“On 16 June 2017, the company’s Board of Directors formed a special committee comprised of independent directors with respect to these inquiries,” said a company



The subpoenas relate to comments before August 2014

filing to the Securities and Exchange Commission. “The special committee has engaged counsel to advise and assist the committee.”

A company representative told AM2 that SeaWorld

was cooperating with the inquiries and that it intended to “continue to cooperate with any government requests or inquiries”.

More: [http://lei.sr?a=m5w7n\\_A](http://lei.sr?a=m5w7n_A)

## World-first waterpark for the disabled opens at Morgan’s Wonderland

Morgan’s Wonderland has launched its new super-accessible waterpark, with the multi-million dollar expansion opening to the public on 17 June.

Catering specifically to the disabled, the San Antonio theme park broke ground on the US\$17m (€15.2m, £13.4m) project in November 2015, with construction starting in January 2016.

Based on five themed areas, Morgan’s Inspiration Island is completely wheelchair accessible, and offers a selection of waterpark objects including raintrees, falls, pools, geysers, jets, water cannons and tipping buckets. A river boat ride will also take visitors through a jungle setting



The San Antonio-based theme park broke ground in 2015

with bird and animal sounds playing in the background.

Private areas are available for guests to transfer out of their wheelchairs into waterproof wheelchairs. Other facilities include the

food outlets; the Surf Shack Gifts and Gear sundries shop; a panoramic viewing deck; an air-conditioned party/meeting room; and private cabanas for rent.

More: [http://lei.sr?a=w5j9z\\_A](http://lei.sr?a=w5j9z_A)

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### Association of American Zoos & Aquariums

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

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