

# Attractions

## MANAGEMENT NEWS

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## Cartoon Network waterpark coming to Bali

A second Cartoon Network waterpark is coming to Asia, with real-estate and hospitality investment company the MAJ Group announcing plans to develop a waterpark and family entertainment centre in Bali.

Covering 43,000sq m (462,800sq ft), the new development will feature the island's largest waterpark when it opens in 2020.

The new attraction will sit at the southernmost tip of the island and will feature a selection of rides and slides, as well as a giant surf and wave pool, and a Cartoon Network-themed indoor entertainment centre.

To realise the development, Turner Asia Pacific – which owns the rights to Cartoon Network – has entered a licensing agreement with MAJ.

“Turner and The MAJ Group share the same vision of creating the ultimate family destination in Indonesia, and the entertainment park will combine



■ The waterpark will open its doors in 2020



world-class design with unparalleled Balinese hospitality,” said Ricky Ow, president of Turner Asia Pacific. “Above all, it will offer guests genuine fun powered by Cartoon Network.”

MORE: [http://lei.sr?a=g3Y3h\\_T](http://lei.sr?a=g3Y3h_T)



**It will offer guests genuine fun powered by Cartoon Network**

Ricky Ow



**IAAPA**

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## Tarlton, Harrison and Takahashi join prestigious IAAPA Hall of Fame at Asian Attractions Expo

IAAPA is celebrating its centenary with the induction of three iconic industry leaders into its Hall of Fame, naming Masatomo Takahashi, Bernard Harrison and Kelly Tarlton as the first three inductees of the 2018 class at this year's Asia Attractions Expo.

Named a Disney Legend in 1988, Masatomo Takahashi is the first inductee into this year's class.

Responsible for bringing a Disney park to Tokyo in the 1970s, as chair of the Oriental Land Company which owns Tokyo Disneyland, Takahashi would oversee its development and expansion, turning it into one of the world's most visited



■ (L to R) Kelly Tarlton, Bernard Harrison and Masatomo Takahashi

attractions. In the late 1990s, he presented the idea for Tokyo DisneySea, which opened in 2001 just after his death in January 2000.

An advocate and promoter of ecotourism around the world, Bernard Harrison is the second inductee into

the 2018 Hall of Fame.

Creating a legacy of innovation in the zoological world that has spanned four decades, after becoming Singapore Zoo's CEO in 1994, he created the "Night Safari" – a groundbreaking concept that has been hailed

as one of the most significant paradigm shifts in zoological history. Using atmospheric lighting in a naturalistic forest setting, the Night Safari has inspired similar installations around the world, and Harrison's focus on naturalism and animal welfare has been adopted worldwide.

The final inductee, Kelly Tarlton, imagined an aquarium that could put guests underwater without them actually getting in the water. Using clear acrylic sheets and moulding them with heat into a tunnel that would provide a passage through the tank, the world's first underwater observation tunnel opened at Underwater World in Auckland, New Zealand, in 1985.

## National Trust for Scotland's **Simon Skinner** outlines earmarked £57m to protect country's heritage



■ Simon Skinner, National Trust for Scotland, chief executive

National Trust for Scotland will spend £57m (US\$76.1m, €65m) on the country's built and natural heritage, the largest and most ambitious programme for investment the charity has ever proposed.

To be spent over the course of the next five years, the Trust's plan is a framework that commits to modernising its approach. It will also introduce new, engaging and more inclusive ways to present its collections, gardens and Scotland's history.

**"This strategy outlines everything that the National Trust for Scotland stands for"**

The framework aims to increase visitor numbers to more than five million people, lifting annual donations to more than £10m (US\$13.3m, €11m) and its membership to 490,000 people.

"This strategy outlines everything that the National Trust for Scotland stands for: protecting our heritage, sharing unique experiences with people and promoting

Scotland, all through the collective endeavour of our supporters and staff," said Simon Skinner, National Trust for Scotland, chief executive.

"To do that, we need to create an efficient and sustainable business which delivers our conservation ambitions.

"This plan for the next five years sets out how we can make the Trust fit for the future."



■ Tourism Committee chairman Liow Cai Tung

**"I'd like to introduce and promote very local places and food in Johor instead of all the big theme parks we have now"**

## Theme park projects at risk, says Malaysian govt's **Liow Cai Tung**

**R**ecently announced plans to turn the Malaysian state of Johor into an economic powerhouse to rival Singapore look to have been quickly derailed following a change in government.

The Barisan Nasional Johor coalition, unveiled its promises for the state in April, promising to develop three major theme parks valued at a total RM7.5bn (US\$1.9bn, €1.6bn, £1.35bn).

Just a few weeks later however, the decades-long ruling party was defeated by the Mahathir Mohamad-led Pakatan Harapan coalition, with a new government formed.

The new administration has placed a priority on reducing Malaysia's national debt, with the ruling party reportedly shying away from major tourism ventures. Malaysian media have identified the Kota Tinggi eco-entertainment park and Sci-Fi Universe – two of the three previously-announced projects – as those on the chopping block.

"I'd like to introduce and promote very local places and food in Johor instead of all the big theme parks we have now," said Liow Cai Tung, the new tourism chair for the state, who added that it was "premature" to suggest projects would definitely be scrapped.

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## Academy Museum appoints **Brendan Connell Jr** as new chief operating officer



■ Connell Jr is the former deputy COO of the Guggenheim Museum

The under-development Academy Museum of Motion Pictures has named Brendan Connell Jr as its new chief operating officer.

Taking up his position on 20 June, the former Guggenheim Museum deputy COO is a veteran of the museums sector. Working at Guggenheim for 18 years, Connell Jr served in both managerial and legal roles. During his time at the institution, he launched a number of initiatives to reimagine the visitor experience at the museum, oversaw the

**"I look forward to building a team dedicated to innovations that energise the visitor's experience"**

redesign of its security systems and safety protocols, and served on the leadership team overseeing the restoration of the museum for the building's 50th anniversary.

"I could not be more excited about working with the museum leadership to help make the vision for this amazing film centre a reality and to establish the Academy Museum as a must-visit

destination for movie lovers from around the world," said Connell Jr. "I look forward to building a team dedicated to innovations that energise the visitor's experience at this extraordinary institution."

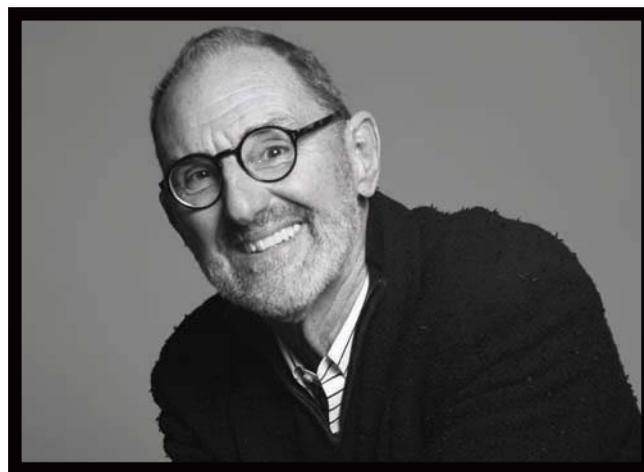
The long-awaited Academy Museum is scheduled to open in April next year. The development is costing US\$388m (€329.2m, £288.7m).

## **Thom Mayne** imagines 'inspiring and dynamic' new home for Orange County Museum of Art

The Orange County Museum of Art (OCMA) is to move to a new home in Costa Mesa, California, designed by Pritzker Prize-winning architect Thom Mayne and his studio Morphosis.

With nearly 25,000sq ft (2,300sq m) of exhibition galleries – approximately double the museum's current, soon-to-close location on Newport Beach – the new 52,000sq ft (4,800sq m) OCMA will host major special exhibitions alongside vast art installations. There will also be an additional 10,000sq ft (929sq m) for education programmes, performances, public gatherings, and food and beverage outlets.

"Our design for the museum evolved from both



■ Thom Mayne is a Pritzker Prize-winning architect

**"Our design for the museum evolved from both the 'outside-in' and the 'inside-out'"**

the 'outside-in' and the 'inside-out,'" said Mayne, whose brief was to provide

'flexible and functional spaces within an inviting and memorable atmosphere.'

"The building is a final puzzle piece for the campus at Segerstrom Center for the Arts, responding to the form of the neighbouring buildings and energising the plaza with a café and engaging public spaces. At the same time, the design also responds to a desire to enhance access to OCMA's permanent collection through neutral, flexible exhibition spaces that can complement art of all media."

Groundbreaking for the new building will take place in 2019 within the Segerstrom Center for the Arts complex – the county's largest centre for arts. The projected opening has been announced for 2021.

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■ Macron has allocated funds to 18 heritage sites across France

**"When it comes to heritage, we talk about the identity of our country. It is a national cause"**

## French President **Emmanuel Macron** launches heritage lottery

French President Emmanuel Macron has launched a National Lottery, created to fund heritage and art restoration projects across the country.

The lottery was announced in December last year, with the tickets expected to generate up to €20m (US\$23.8m, £17.6m) a year. Players can buy tickets for a €13m (US\$15.2m, £11.4m) jackpot, or a scratch card with a top prize of €1.5m (US\$1.75m, £1.3m).

The funds have already been allocated to 18 sites of historic, religious, architectural and cultural importance across

France, including an island fort in Brittany, a Roman aqueduct near Lyon and a disused sugar refinery on the French overseas territory of Mayotte.

"When it comes to heritage, we talk about identity of our country. It is a national cause," said Macron.

"We need to go much faster and much stronger, to protect these monuments in peril."

The lottery will be held in September for a limited period and repeated the following year. Françoise Nyssen, France's minister for culture, said that the initiative would address some of the country's heritage funding shortfall.

MUSEUMS

# FIFA World Football Museum comes to Moscow

Fifa's World Football Museum has come to Moscow, with the opening a temporary exhibition to be held through the course of this year's World Cup in Russia.

Hosted at the Hyundai Motorstudio in the Russian capital, the major exhibition – called *The History Makers* – opened on 9 June, five days ahead of the football tournament's kick off. The exhibition runs until 20 July, five days after the tournament's conclusion.

In the exhibition, visitors will learn about the history of the tournament and the fan cultures that come together as a part of that. The building's facade has also been transformed into

a giant scoreboard, which will be updated as the tournament progresses.

Two of the most prized items on display will be the iconic World Cup trophies. The current World Cup Winner's Trophy is the feature attraction, with the classic Jules Rimet Cup shipped from Fifa's Zurich museum to also go on display.

"Football fans from all around the world can look forward to visiting a lot of attractions in Moscow during the 2018 FIFA World Cup," said FIFA Secretary General, Fatma Samoura.

"This will showcase the history of the FIFA World Cup with many fascinating objects to celebrate the heritage of football."

MORE: [http://lei.sr?a=s9k5w\\_T](http://lei.sr?a=s9k5w_T)



■ The legendary Roberto Carlos was on-hand for the opening



**This unique exhibition will showcase the history of the FIFA World Cup**

Fatma Samoura

AQUARIUMS

# SeaQuest debuts interactive Colorado aquarium



**We're bringing an exciting quest that every guest takes**

Vince Covino

Aquarium operator SeaQuest has opened the doors to its latest development, with a new hands-on attraction coming to the Southwest Plaza shopping mall in Littleton, Colorado.

Covering 20,000sq ft (1,860sq m), the interactive aquarium houses 1,200 animals across 300 species.

The aquarium is divided into several themed areas – including Caribbean Cove, where visitors can see exotic marine life; the Amazon Rainforest, home to a variety of large tropical birds in a walk-through aviary; and the Egyptian Desert, which has a number of reptiles on display. An area themed on the Great



■ The aquarium is designed for children to go on a 'Quest of Edutainment'

Wall of China also allows visitors to hand feed otters, sharks and eels, while there are interactive stations throughout.

"We're bringing an exciting quest that every guest takes around the world, and we're happy to have opened our doors," said Vince Covino, SeaQuest CEO.

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## THEME PARKS

# Lotte Group unveils Magic Forest theme park

South Korea's leading theme park operator Lotte Group has revealed new details about its upcoming theme park and resort development in the city of Busan.

Designed by Legacy | GGE – the former Goddard Group – Lotte's Magic Forest is scheduled to open in mid-2021 and will cover 100,000sq m (1.1m sq ft).

Formed of six themed zones – each a different element of nature – the park will have more than a dozen family attractions and will be anchored by two signature rollercoaster experiences.

"Lotte is one of Asia's most trusted names in family entertainment," said Yaeli Chung, Legacy's managing director for Korea.

"We felt an immense sense of responsibility to help design a park worthy of the Lotte name and we believe that when 'Lotte's Magic Forest' is completed, it will be regarded as not only a commercial success, but a symbol of joy and happiness for generations to come."

The park will be located in Busan's Osiria district, adjacent to the company's existing East Busan Lotte Outlet Complex. The new attraction will accompany a host of other developments to be constructed in the nearby area, including a hillside luge and an expanded retail mall. A groundbreaking is set for early 2019.

**MORE:** [http://lei.sr?a=n4u9M\\_T](http://lei.sr?a=n4u9M_T)



■ The park will have more than a dozen family attractions



**When 'Lotte's Magic Forest' is completed, it will be regarded as not only a commercial success, but a symbol of joy and happiness for generations to come**

Yaeli Chung

## ZOOS

## German zoo recaptures escaped big cats



**They were tracked down using drones to safely locate them**

German authorities have recaptured two lions, two tigers and a jaguar that escaped from Eifel Zoo in Lünebach, using drones to track down the dangerous predators.

Local residents were put on high alert by German police when the felines went missing after heavy flooding destroyed their enclosures. They were tracked down using drones to safely locate them, according to local authorities, using tranquillisers to avoid loss of life. A runaway bear also escaped but had to be shot dead.

The zoo – owned by the Wallpott family – opened its doors in 1965,



■ A tiger was among the escaped animals

housing dogs, donkeys and wild boar. Today it is home to nearly 400 animals, welcoming up to 70,000 visitors each year. Police, firefighters and veterinarians were involved in the hunt for the escaped animals.

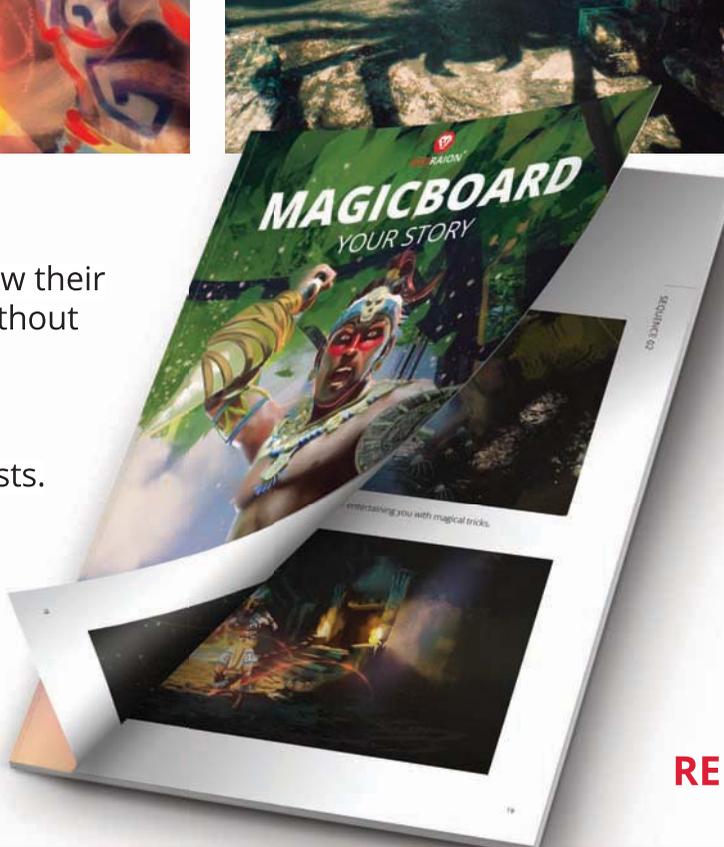
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WATERPARKS

# Atlantis Sanya mega-waterpark opens in China

The largest waterpark in Asia has opened its doors as part of a major resort development in Sanya, China.

Located on the island of Hainan – referred to as the "Hawaii of China" thanks to its warm climate and numerous beaches – the waterpark is the third Atlantis Aquaventure Waterpark to open worldwide.

Covering 200,000sq m (2.15m sq ft), the attraction boasts 15 waterslides, with theming based on the ancient Atlantis civilisation. The park also has a 1.8km-long (1.1mi) lazy river. ProSlide has been working on the waterpark and its 15 rides, including a FreeFall plunge slide that travels through an underwater shark tank.

"Atlantis Sanya and Aquaventure is the ultimate vacation destination in the region – it delivers so many incredible guest experiences in one park experience," said ProSlide CEO and president Rick Hunter.

"Consumers in China are hungry to experience the absolute best in waterparks, and ProSlide is up to that challenge. We're energised by that demand."

The waterpark is part of the larger Atlantis Sanya, the first Atlantis resort to come to China. Opened on 28 April, Fosun International is behind the US\$1.74bn (€1.49bn, £1.3bn), 540,000sq m (5.8m sq ft) development, which features 1,324 bedrooms.

MORE: [http://lei.sr?a=p5f9c\\_T](http://lei.sr?a=p5f9c_T)



■ The waterpark is part of the larger Atlantis Sanya



**Atlantis Sanya is the ultimate vacation destination in the region**

Rick Hunter

MUSEUMS

# Dubai's Museum of the Future seeks new technologies



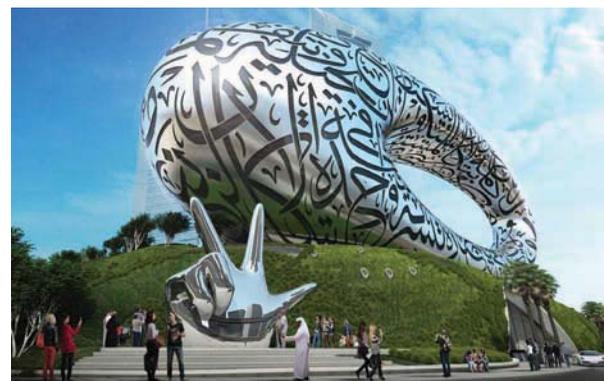
**Come to Dubai to showcase your most innovative technologies**

Dr. Noah Raford

Dubai's upcoming Museum of the Future has launched a new scheme designed to catch the eye of technology companies offering futuristic solutions for visitor experiences.

The accelerator programme will see 15 companies flown to Dubai to demonstrate innovative technologies, develop pilot project proposals and compete for funded projects that could be used in the future within the museum.

"We invite all the selected companies to come to Dubai to test and showcase their most innovative technologies," said Dr. Noah Raford, COO and futurist-in-chief at



■ The museum will open to the public next year

the Dubai Future Foundation. "If you have a product or a solution which you think might help us solve the challenges that are part of the accelerator's programme, we look forward to your application and if successful, welcoming you to Dubai to help build the future together."

MORE: [http://lei.sr?a=n9j9K\\_O](http://lei.sr?a=n9j9K_O)

VISITOR ATTRACTIONS

# Biodome ecotourist attraction for UAE

London practice Baharash Architecture have designed three self-sustaining biodome attractions for the United Arab Emirates (UAE), which are being developed to promote the country's booming ecotourism market.

By 2021 United Arab Emirates is expected to attract 45 million visitors, many of whom will be drawn to its mountain ranges.

Located in the eastern part of the UAE, in the Al Hajar Mountains, the project will provide facilities for a wildlife conservation centre, a restaurant, educational workshops and an adventure-based wilderness retreat – all housed within the three giant domes.

The structures will be made from prefabricated components to minimise disruption and allow fast assembly on site. They will be powered by 100 per cent renewable energy, and recycled wastewater will be used for irrigation.

“These biodomes are examples of a semi-subterranean typology that provides passive cooling benefits and is in harmony with nature,” said Baharash Bagherian, design director and founder of Baharash Architecture. “The bioclimatic indoor environments will provide visitors with thermal comfort, restorative and therapeutic benefits”.

MORE: [http://lei.sr?a=h8r5Y\\_T](http://lei.sr?a=h8r5Y_T)



Structures will be made from prefabricated components



**These biodomes are examples of a semi-subterranean typology**

Baharash Bagherian

THEME PARKS

# Sylvanian Families theme park coming to Japan

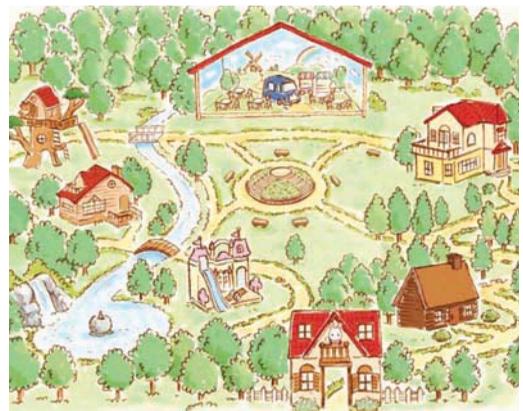


**Visitors will meet the inhabitants of Sylvania, who they can interact with in the attraction**

Popular children's toy brand Sylvanian Families is celebrating its 35th anniversary by opening its own theme park attraction.

Opening as part of the Comorebi Mori no Ibaraido – a theme park in the city of Inashiki in the Ibaraki Prefecture, Japan – Sylvanian Park will cover 3,320sq m (36,000sq ft) and will be a recreation of the fictional Sylvania village.

Offering visitors the chance to explore the houses and familiar toy sets, visitors will meet the inhabitants of Sylvania, who they can interact with in the attraction. Additionally



The park will open to the public on 23 June

signature Sylvanian Village sights such as the Glitter Lake and Sesrugi River have been recreated within the park, while a costume and face painting area will allow kids to be transformed into Sylvanian Family members.

MORE: [http://lei.sr?a=Z7P6k\\_T](http://lei.sr?a=Z7P6k_T)

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#### Entertainment and Events

Concert venues, sports arenas, summer/music festivals, carnivals

# GRANDE DESIGNS

With work well underway on its groundbreaking collaboration with China's Evergrande Group, IDEATTACK shares details of three brand new attractions in the pipeline

IDEATTACK, a global leader in tourism and leisure destination creation, is moving forward in the design phase of two major theme parks for China's Evergrande Group, located in Kaifeng and Changsha cities.

Evergrande, one of the largest real-estate companies in eastern Asia, has exclusively partnered with IDEATTACK on several theme parks set to open within the next few years, following a rigorous round of bidding and concept pitches by many of the top design firms in the industry.

Over the past several months, IDEATTACK has been developing thrilling concepts for world-class attractions that will immerse guests in exotic, faraway places and enchanted worlds straight out of storybooks and the most fantastical reaches of the imagination.

IDEATTACK is dedicated to creating guest experiences of the highest order, combining excellence in storytelling with cutting-edge placemaking technology and dazzling visual effects that will redefine the art of themed entertainment in China and beyond.

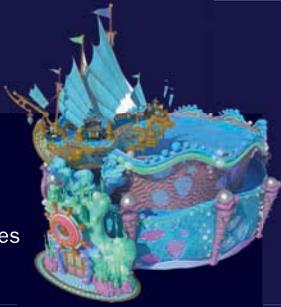


Curse of the Jaguar is a terrifying walk-through haunted house attraction conceptualised by IDEATTACK

## AIR RACE

Air Race takes guests on a journey beneath the ocean, where a Mermaid King presides over a royal pavilion, entered through an antechamber made of coral fans and seashells of all shapes and sizes. Here in the boarding area, the king appears on a video wall to invite everyone to celebrate his reign.

The Mermaid King takes his guests on a 'flying' tour of his underwater kingdom aboard shell-inspired vehicles, travelling through schools of fish, sharks and dolphins, while the long tentacles of jellyfish drift down from above.



## CURSE OF THE JAGUAR

Curse of the Jaguar is a terrifying walk-through haunted attraction experience that places guests in the middle of an ancient Mayan pyramid, where evil spirits do their best to make the intruders permanent residents. The journey begins at an abandoned tourist expedition office in the South American jungle.

With startling visual effects and terrifying jump scare moments, will the jaguar god of the underworld show mercy on the group of guests?



## GUARDIANS OF THE AMAZON

The Guardians of the Amazon is a river ride adventure through the heart of the rainforest. Filled with danger and wonder, the family-friendly attraction educates guests about the Amazon region, its people and many different creatures, and the dangers of deforestation.

Guests follow a jungle path into the village of an indigenous tribe where they meet Mateo, a native boy who talks about being a volunteer for the Amazon Patrol and the various beliefs of his elders.

Boarding a 20-passenger boat ride, the adventure begins, drifting past stunning sets accompanied by elaborate lighting and special effects, a rousing musical score, and a heart-pounding climactic moment – resulting in one of the largest flume drops in the country.



# Horse Power

Porsche commits to green and education initiatives by opening safari experience at Leipzig factory



■ The reserve is home to a range of wild animals

**P**orsche has created an unexpected new attraction at its factory site in Leipzig, Germany, opening a children's 'safari'

experience on the company's 1.32sq km (0.5sq mi) off-road course.

Open from 9 July until 3 August, the Porsche Safari will take children aged 8-11 on a 2.5 mile (4km) tour of the site, where they will explore the area's diverse habitat over the course of four hours.

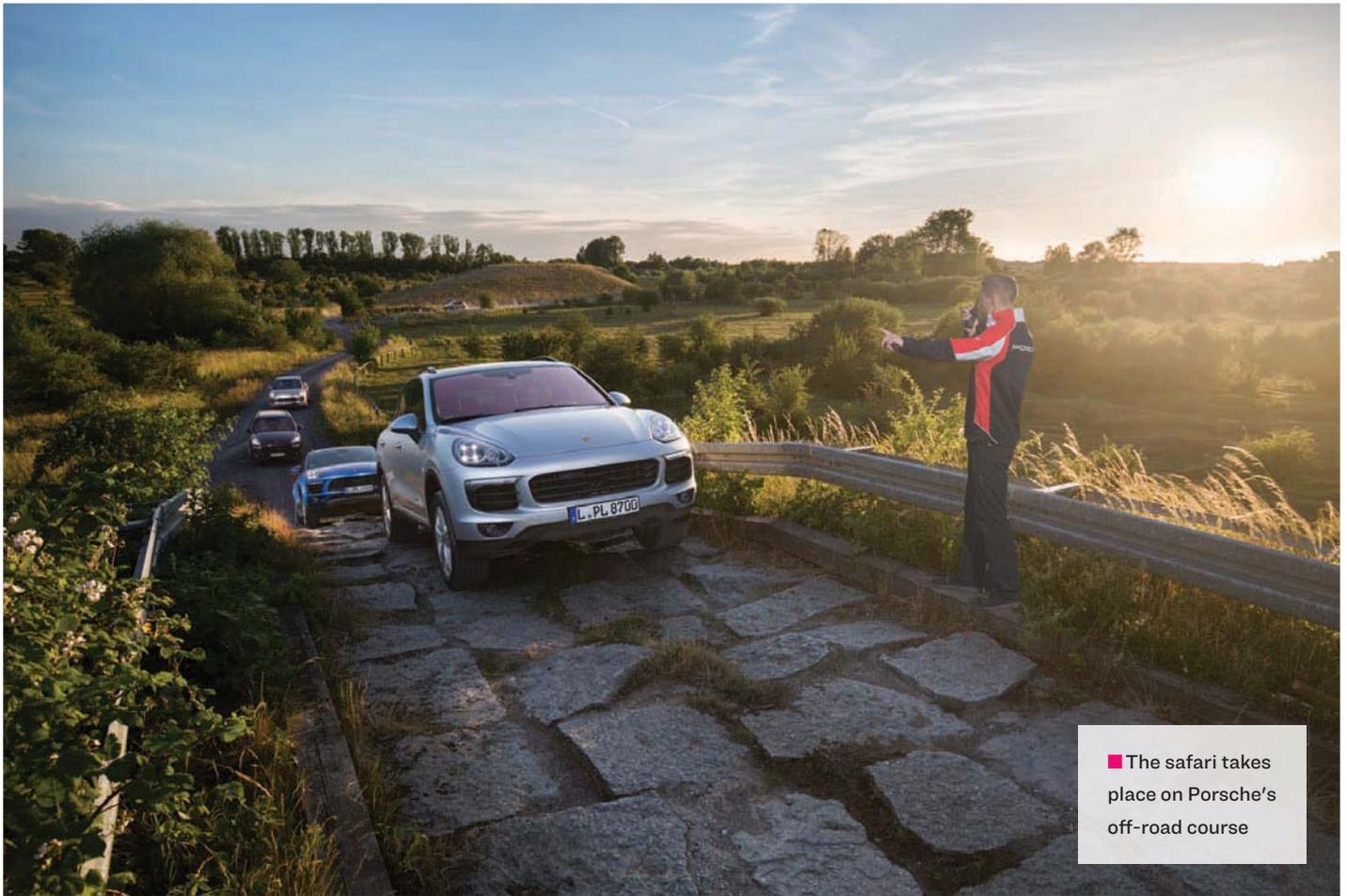
Porsche is pitching the experience as an "outdoor classroom", with two different programmes related to Germany's school curriculum. Two different tours will be available, with one focusing on the area's birdlife and another on the reserve's aurochs and Exmoor ponies. Porsche is working with the Leipzig Alluvial Forest Station on the experience.

"As a nature conservation station and out-of-school education site, inspiring children and young people to be interested in nature is close to our hearts," said Forest Station chair, Detlef Bäsler.

"In collaboration with Porsche, we can expand our offering and offer an attractive programme to young explorers."

The move, says Porsche, is part of the German car manufacturer's efforts to improve its environmental approach, which has seen a whole nature reserve grow around its off-road area. As well as

It is important to us that we have an ongoing commitment to the environment and education



■ The safari takes place on Porsche's off-road course

## “ We look forward to opening up the natural areas at our plant to children and young people for Porsche Safari ”

being home to its ponies and aurochs, the reserve is also home to a range of wild animals, such as birds, deer, bats, badgers and frogs. The course is also home to 3 million honey bees – a key part of Porsche's sustainability initiative.

The safari experience is also part of Porsche's commitment to youth development. Other programmes include its work with German football team RB Leipzig to support youth football and courses it offers at the Porsche technology workshop.

"It is important to us that we have an ongoing commitment to the environment and education," said Gerd Rupp, chair at Porsche Leipzig.

"We have a specialist partner at our side in the form of the Leipzig Alluvial Forest Station and we look forward to opening up the natural areas at our plant to children and young people for Porsche Safari."



■ (Left to right) Detlef Bäsler, Gerd Rupp and Dr. Joachim Laml



## Build on a legacy

London mayor Sadiq Khan unveils new-look designs for city's former Olympic site



■ London mayor Sadiq Khan

**L**ondon mayor Sadiq Khan has set out a £1.1bn (US\$1.47bn, €1.25bn) vision for East Bank at Queen Elizabeth Olympic Park – a brand new masterplan for the former 'Olympicopolis' cultural scheme.

The waterfront site has been redesigned by architects Allies and Morrison, O'Donnell + Tuomey, and Camps Felip Arquitecturia, following detailed public consultation.

Envisioned as “a new powerhouse of culture, education, innovation and growth,” the project was first planned to secure

the cultural legacy of the London 2012 Olympics through art and learning.

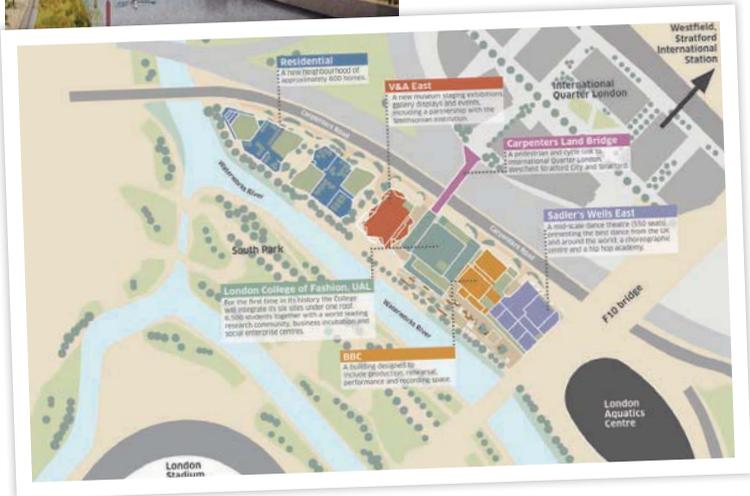
Inspired by the success of the South Bank, it will provide a home for cultural institutions including Sadler's Wells, the London College of Fashion and the V&A.

There will also be a new home for the BBC Symphony Orchestra & Chorus and BBC Singers along with recording studios.

East Bank will be spread across three sites – UCL East (UCL's new campus), Stratford Waterfront (BBC, the V&A including a partnership with the Smithsonian



■ The project was first planned to secure the cultural legacy of the London 2012 Olympics



Institution, Sadler's Wells and UAL's London College of Fashion) and Here East (the V&A's new Collection and Research Centre, and an existing space for UCL).

The government has secured £151m for the project, and the mayor's office is providing £385m.

"Great cities are defined by their ambition as much as their achievements – East Bank is the most ambitious new project of its kind for decades," said Khan. "I have made culture, innovation and growth a top priority, and as London's centre of gravity



**Great cities are defined by their ambition as much as their achievements – East Bank is the most ambitious new project of its kind for decades**

extends east, I'm delighted that we're placing culture and education at the heart of this development and the Olympic legacy.

"My vision for East Bank is one where everyone, regardless of their background, can access world-class culture and education on their doorstep. East Bank is a fantastic collaboration of interdisciplinary work and world-class institutions that will drive forward growth and inspire more young Londoners to take up creative careers, transforming the communities of east London."



We have made sure that our touristic and cultural assets offer something for every possible demographic and nationality

Sultan Al Dhaheri



# United Attractions Emirate

Visitor attractions key for Abu Dhabi as Emirate aims to double visitor numbers by 2021

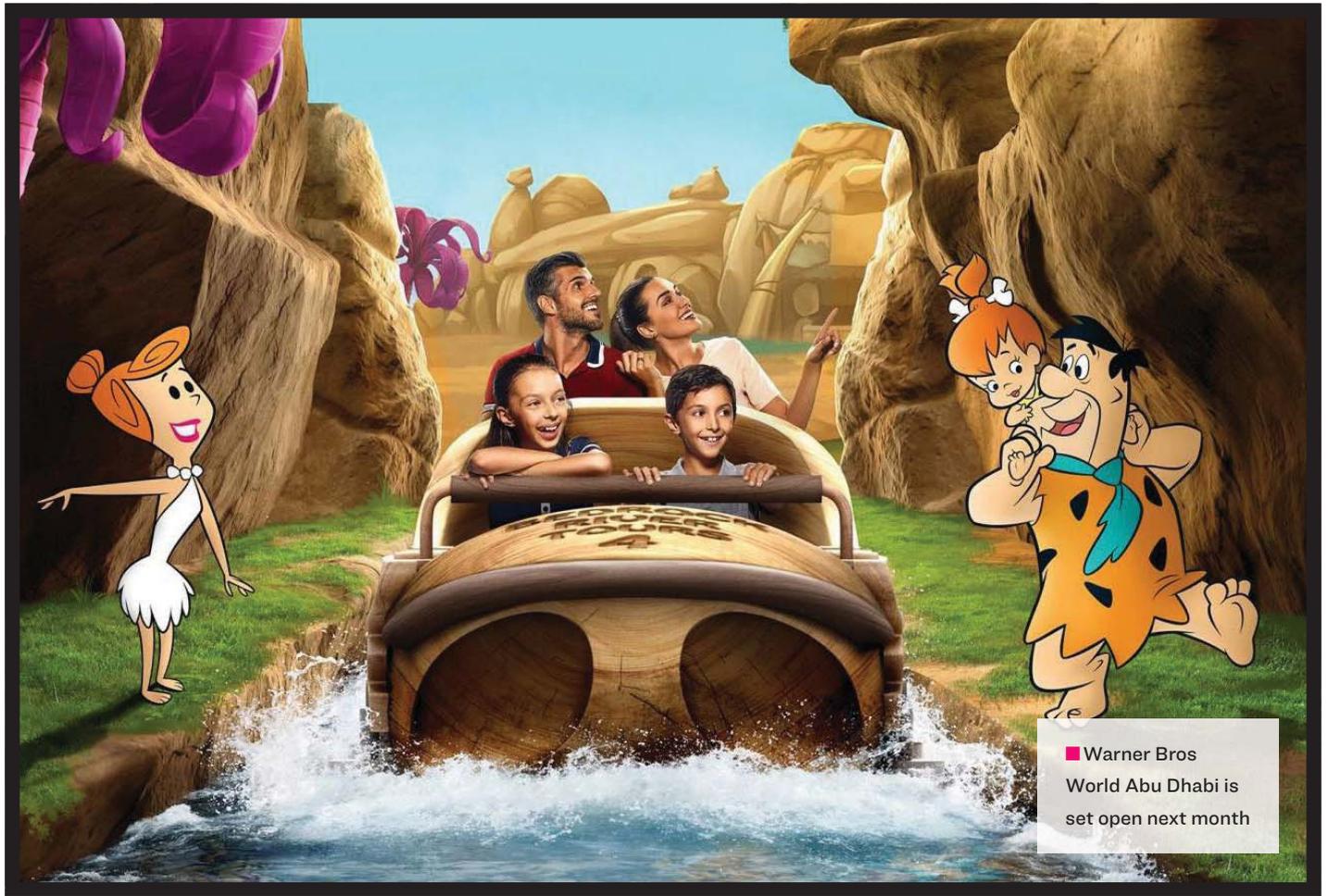


■ Ferrari World Abu Dhabi is among the offerings available as part of Yas Island

**S**ultan Al Dhaheri, the executive director for Abu Dhabi's Department of Culture and Tourism, has identified the visitor attractions sector as a key component of the Emirate's tourism strategy, breaking down how the region will almost double its visitor numbers by 2021.

Abu Dhabi has set a tourism target of 8.5 million visitors by 2021, up from current figures, which stand at 4.4 million a year. The emirate has recognised tourism as one of its 12 "engines" of economic diversification. The sector, says Abu Dhabi's government, is a strategic pillar to realise its 2030 economic vision, which is aiming for a reduced reliance on the oil sector as a source of economic activity over time and a greater focus on knowledge-based industries in the future.

"To reach our visitor target of 8.5 million visitors by 2021, we are working



## Warner Bros World will add another super new facet to our burgeoning tourist proposition for families

hard to continue to develop Abu Dhabi as an inspiring destination to experience cultural authenticity, diverse natural offerings, dynamic family-leisure entertainment and ambitious business opportunities," said Al Dhaheri, speaking to *Attractions Management*.

With Abu Dhabi opening a number of major attractions developments in recent years and with more still under development, Dhaheri called them, alongside a growing programme of cultural events, a "key component" of the country's tourism strategy. The next major development comes in July in the form of Warner Bros World, the US\$1bn (€808m, £703m), 1.65 million sq ft (153,000sq m) indoor theme park, which will add to the offering of Abu Dhabi and Yas Island ahead of further planned launches.

"Warner Bros World will add another super new facet to our burgeoning tourist

proposition for families," said Al Dhaheri.

"Sitting alongside Yas Waterworld and Ferrari World Abu Dhabi, Warner Bros World will reinforce Yas Island as the go-to destination for thrill-seekers of all ages. Looking further ahead, we have SeaWorld Abu Dhabi, scheduled to open in 2022, which will be the first-ever SeaWorld to open outside the US.

"We have made sure that our touristic and cultural assets offer something for every possible demographic and nationality. As we add more to our destination proposition, we make sure each component adds to rather than replicates the attractions we already have online.

"Abu Dhabi is a true destination of distinction, with something extraordinary here for everyone."

**For more from Sultan Al Dhaheri, check out the Q2 edition of *Attractions Management*, available now.**



■ A SeaWorld park is coming to Abu Dhabi

# PRODUCT INNOVATION

Suppliers tell Attractions Management News about their latest product, design and technology launches

For the latest supplier news and company information, visit [attractions-kit.net](http://attractions-kit.net)



● Guests step onto the rooftops of the Gotham City Police Department and summon Batman using the iconic Bat Signal

## Holovis and Daniel's Wood brings the Justice League to life at Madame Tussauds Orlando



● Andy Dauterman, director of Custom and Theming Projects at Daniel's Wood

Madame Tussauds Orlando has unveiled a brand new walk-through attraction combining projection mapping, enhanced audio and SFX, enabling visitors to interact with DC's Justice League. Developed by experience design firm Holovis in partnership with the Merlin Magic Making team and theming design company Daniel's Wood Land, 'Justice League A Call for Heroes' is billed as the most immersive and unique experience ever produced for the Madame Tussauds brand. Guests enter the experience to find that LexCorp, the megacorporation owned by

Superman's nemesis Lex Luthor, has had a major technological fault with potentially disastrous consequences. Visitors must then partner with the League to stop LexCorp from destroying the world. Holovis was responsible for the design, production and delivery of the audio-visual, show lighting and interactive elements of the experience, as well as creating bespoke immersive content and show scenes, using IP from the 2017 film. "This attraction is breaking the mould for Madame Tussauds by letting guests interact with and star in the attraction alongside the wax figures in a way never

before experience," said Holovis experience designer Jon Tozer. "We believe that the best technology is invisible, facilitating an amazing experience but without the guests being aware of the high-tech environment around them, and that is exactly what has been delivered." Andy Dauterman, director of Custom and Theming Projects at Daniel's Wood, added: "We were excited to step up to the challenge of both designing and fabricating the themed environments and interactives." **ATTRACTIONS-KIT KEYWORD**  
**HOLOVIS**

## Huss to open Explorer attraction at Amikoo Resort



● Mirko J Schulze, CEO of Huss Park Attractions

German attractions manufacturer Huss Park Attractions has announced that it will be opening its first Explorer attraction at the Amikoo Resort Destination Theme Park next year.

Billed as the perfect mix of entertainment and education, the film-based attraction takes guests on a deep sea exploration, showcasing the sea life in Mexico.

Designed to simulate the sensation of being plunged under the sea, the attraction features a 360-degree screen



● The experience takes guests on an underwater exploration

capable of supporting large-format images, projections, sound effects and scents to create an 'unprecedented' ride experience.

Guests enter the attraction via a themed loading area before boarding a 70-seat submarine-themed gondola. Once onboard guests are taken into a projected scene of a

fascinating underwater world.

"We are thrilled to announce our first Explorer project and are especially happy that it will be installed in such a significant new development," said Mirko J Schulze, CEO of Huss Park Attractions.

ATTRACTIONS-KIT KEYWORD  
**HUSS**

## Asian Attractions Expo

## WhiteWater signs exclusive distribution deal with Life Floor

WhiteWater has entered into a new partnership with flooring manufacturer, Life Floor that will see the supplier act as the exclusive distributor of Life Floor's foam-rubber flooring for the global water park market.

The patented flooring system is designed to significantly reduce the risk of slips and

falls, the primary cause of injury in water parks, and consists of cushioned tiles with non-slip, 'soft fall' technology that ensures injuries are minimised when accidents do occur.

The tiles are completely waterproof and are very durable, lasting just as long underwater as they do above water.



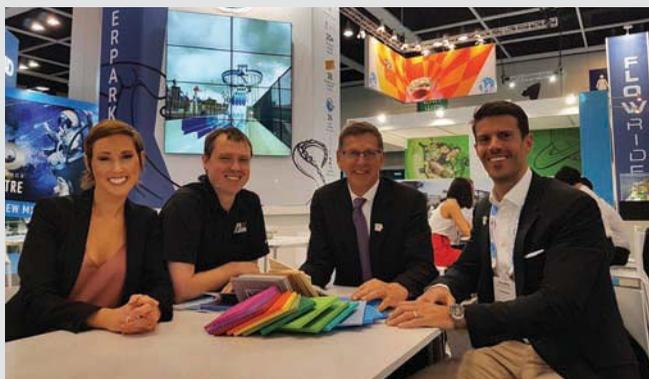
● WhiteWater president and CEO Geoff Chutter

"Simply put, they play differently. The forgiving surface isn't abrasive, it's soft on bare feet and won't skin knees."

Jonathan Keller, CEO of Life Floor, said: "Working with WhiteWater was an obvious choice to access a wider market, but we've also found that the missions which drive our companies are very aligned. Both companies are single minded about delivering fun safely with the highest quality products."

WhiteWater president and CEO Geoff Chutter also said: "The partnership further confirms WhiteWater's designs and offerings as the safest in the industry."

ATTRACTIONS-KIT KEYWORD  
**WHITEWATER**



● WhiteWater made the announcement at AAE in Hong Kong

The tiles have an anti-microbial closed-cell construction and are also resistant to chlorine and UV damage.

"On Life Floor, kids feel safer and freer to push their boundaries without the fear of getting hurt," said Chris Biancofiore, product manager for Interactive Water Play Products.

23-30 JUNE 2018

### **International Symposium on Electronic Art**

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■ Learning opportunities and networking events are available at MuseumNext

18-20 JUNE 2018

### **MuseumNext Europe The Royal Geographic Society, London, UK**

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to hear inspiring presentations, pick up career skills in expert hosted workshops and network with fellow delegates.

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29-30 AUGUST 2018

### **Music Tourism Convention Cologne, Germany**

Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers, from festivals to heritage, music trails to food and music partnerships.

Email: [info@sounddiplomacy.com](mailto:info@sounddiplomacy.com)

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

attendees the chance for networking and learning opportunities, and the chance to get a closer look at cutting and products and zoo service providers. More than 2,500 delegates are expected to attend this year's event.

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[www.annual.aza.org](http://www.annual.aza.org)

18-22 SEPTEMBER 2018

### **EAZA Annual Conference 2018 Athens, Greece**

Hosted by the Attica Zoological Park team, the EAZA Annual Conference 2018 is the largest zoo conference in Europe and will take place in Athens, at the Megaron Athens International Conference Centre.

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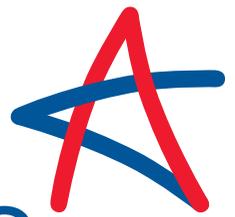
### **Euro Attractions Show Amsterdam, Netherlands**

EAS 2018 is an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 12,000 leisure and tourism industry professionals from more than 100 countries, including 500 manufacturer and supplier companies, will gather at EAS 2018 to network, discover the latest trends, and explore innovative technologies.

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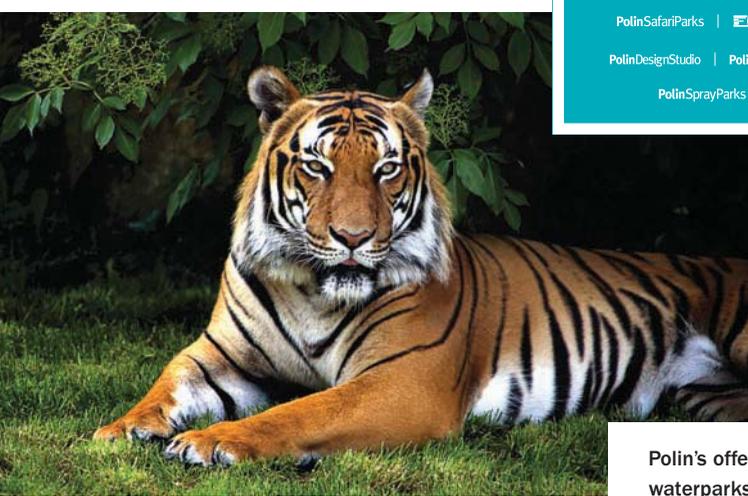
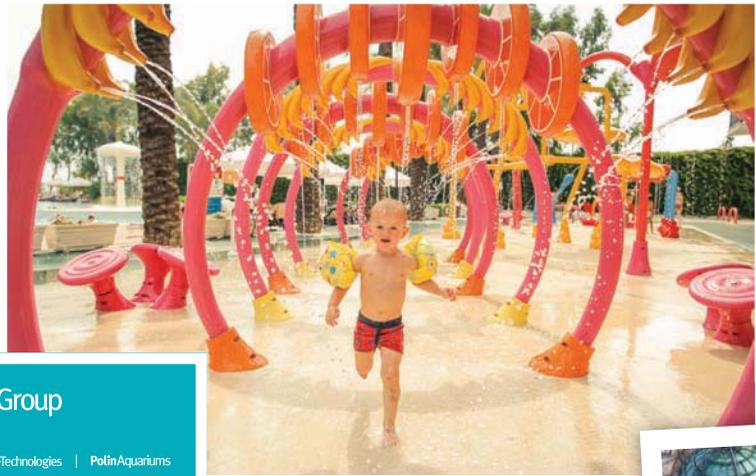
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# POLIN ANNOUNCES NEW GROUP STRUCTURE

Recognised for its continuous innovation and its role as game changer, Polin now has the ability to grow even faster as it is formally reorganised under Polin Group

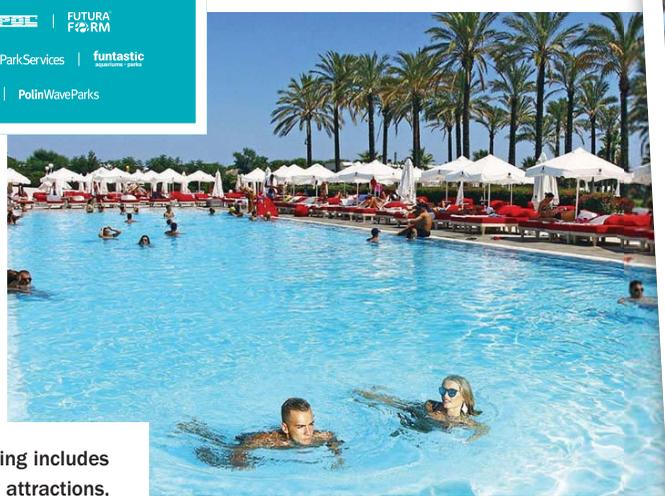


**PolinGroup**

PolinWaterparks | PolinGameTechnologies | PolinAquariums

PolinSafariParks | FUTURE FORM | Funtastic

PolinDesignStudio | PolinParkServices | PolinSprayParks | PolinWaveParks



Polin's offering includes waterparks, attractions, game tech, aquariums, safari parks and theming





A major milestone for the Polin brand was recently reached with the establishment of Polin Holding under the brand name Polin Group. All of the companies and brands incorporated within Polin Group will be housed under one of four main umbrellas: amusement attractions, composites manufacturing, park development and Funtastic parks.

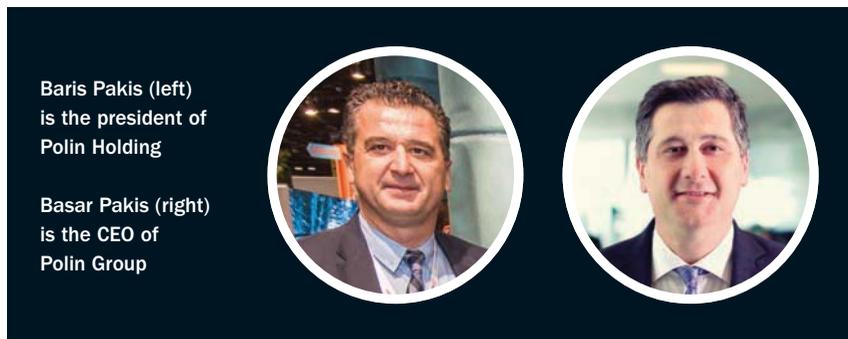
Founded in 1976, Polin Waterparks has become a world leader in the design, production, engineering and installation of waterparks and waterplay structures while differentiating itself from competitors with its innovative solutions and sustained focus on research and development (R&D).

“This change recognises the new role that our company plays in the global amusement industry today,” says Dr Baris Pakis, president of Polin Holding. “Our company is recognised as a leader in the worldwide market. Many know us as the ‘game changer’ due to our innovation and success in completing 3,000 waterpark projects in 105 countries. We are confident that our company can become even more successful in the future.”



Polin Group is made up of amusement attractions, composites manufacturing, park development and Funtastic parks

The company’s knowledgeable and creative team of engineers and designers have helped Polin to gain invaluable experience worldwide. Each team member



Baris Pakis (left) is the president of Polin Holding

Basar Pakis (right) is the CEO of Polin Group

## “ WE ARE TRULY A ONE-STOP SHOP FOR OUR CLIENTS AND PARTNERS ”

shares their intelligence and successes with all other service units within the company, each now organised within its own structure and working toward the overall vision: to be “always innovative”, to deliver “worldwide superior quality” and to maintain the level of “technology leadership” for each individual brand.

### The birth of Polin Holdings

The internationally successful brands that Polin Waterparks created within its own organisation led to the firm’s decision to reshape its organisational structure and develop into a holding company.

With this renewed organisational plan, Polin Group aims to increase profitability, efficiency and the scope of the group by offering more integrated solutions. Ultimately, the new organisation will allow the business to meet the varying expectations for best-of-class products and services in the amusement parks industry. The framework of the Polin Group will be:

- **Amusement attractions**, which includes Polin waterparks, attractions, game technologies, aquariums, safari parks and theming
- **Composites manufacturing**, which includes composites and the Fipol and Futuraform companies
- **Park development**, which includes the design studio, park services, project development and investment planning and management
- **Funtastic parks**, which includes Funtastic aquariums, Funtastic waterparks and Funtastic amusement parks

### New management and structure

At the top management level of Polin Holding, Baris Pakis has been named president, and Basar Pakis takes the reins as group CEO. Four units will be deliver support services to Polin Holdings:

business development directorate, marketing and corporate communications directorate, strategy and human resources directorate and financial affairs directorate.

Within this context, there have been some organisational changes. Dr Kubilay Alpdogan has been appointed general manager of Polin Waterparks. Prior to this, Alpdogan was director of sales and design for five years and manager of sales and design for five years. Over these 10 years, Alpdogan has been managing the domestic and global sales teams, architectural and conceptual design teams. Before joining Polin, Alpdogan gained his career experience working with Arçelik-LG Electronics and EGS Bank and has an MSc in Engineering Management and PhD in Industrial Engineering.

Meanwhile, Bilge Pakis has been appointed to the position of sales and design director, having served as design manager of Polin Waterparks for 13 years.

Polin Group business development director Eyup Ispiroglu will be responsible for creating new products and services for the group companies. Marketing and corporate communications director Sohret Pakis will oversee marketing and communication activities of the Polin Group. Strategy and human resources director Muge Tolunay Gundogdu will handle all processes related to human resources. And financial affairs director Erdal Bulut will manage all finances.

Basar Pakis, CEO of Polin Group, says the new structure allows clients to receive all needed solutions under one umbrella with many value-added services.

“We will deliver the synergy that comes from a multi-levelled firm,” he explains. “From our fully qualified human resources staff to our self-improved organisational structure, we are truly a one-stop shop for our clients and partners.” ●

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### Marketing and Sales Executive

Salary: Competitive  
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Location: Minnesota, USA

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Location: New York, NY, USA

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### Marketing Manager

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### Project Manager

Salary: Competitive  
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Location: Lake Wales, FL, USA

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Location: Dallas, TX, USA

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**Closing date for Expressions of Interest is 17:00 on Friday 15 June 2018**

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