

Park loses US\$18m for refusing to hire non believers

A controversial theme park development based around Noah's Ark in Kentucky has been denied more than US\$18m (€14.4m, £11.5m) in state tourism tax credits based on the religious requirements of its hiring process.

Set to open in 2016, Ark Encounter came under fire in October 2014 for refusing to hire anyone who doesn't believe in the biblical flood.

The group behind the attraction – Answers in Genesis (AiG) – asks prospective employees to sign a faith statement, which includes a belief in creationism and the flood.

“As you know we have strongly supported this project, believing it to be a tourism



Religious hiring practices mean the park misses out on US\$18m

attraction based on biblical themes that would create significant jobs for the community,” said a letter from Kentucky’s

tourism, arts and heritage cabinet secretary, Bob Stewart. “However it is readily apparent that the project has

evolved from a tourist attraction to an extension of AiG’s ministry that will no longer permit the commonwealth to grant the project tourism development incentives.”

In July 2014, the Kentucky Tourism Development Finance Authority voted unanimously to give preliminary approval of the incentives for the US\$73m (€54.4m, £43m) first construction phase of the biblical theme park. The 800-acre attraction is set to feature a recreation of a village prior to the biblical floods, as well as a Tower of Babel housing an audio-visual effects theatre and a full-sized ark.

Continued on back cover (1)

Jim Atchison to step down as SeaWorld CEO

Jim Atchison, chief executive officer for SeaWorld Entertainment, is to step down from his role, effective from 15 January.

Atchison had operated as CEO since 2009. David D'Alessandro will take over as interim chair in January, until a permanent replacement is found.

In the wake of his departure, SeaWorld is expected to make US\$50m (€40.2m, £32m) worth of cuts in total, with more job losses expected to its 25,000-strong workforce with 311 workers already cut from its 11 parks and head quarters.

More: http://lei.sr?a=x8a3f_A

Egypt banks on heritage to bring back prosperity

The Egyptian government is bidding to reinvigorate its art and heritage sector through heavy investment into the renovation and restoration of its historical cultural sites and institutions.

The most significant part of the investment – the renovation of the Tutankhamun gallery at the Egyptian Museum in Cairo – is part of a seven-year project to refurbish the entire Egyptian Museum. Prime Minister Ibrahim Mahlab was on-hand for the launch of the four renovated galleries, which feature Tutankhamun’s mummy alongside various treasures that were excavated from his tomb, discovered in 1922. The gallery renovation alone is thought to have cost around US\$7.8m (€6.3m, £5m).



Egypt is using heritage to lure back tourists

The government hopes the renovation of the museum will be the first step in a bid to draw back tourists, after the country suffered from more than two years of civil unrest.

Continued on back (2)

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Taylor Swift gets dedicated exhibition at Los Angeles' Grammy Museum

A new exhibit dedicated to the life and times of Taylor Swift has been launched at Los Angeles' Grammy Museum.

Opened on 13 December – the date of the seven-time Grammy winner's 25th birthday – the exhibition includes never before seen photographs and home videos, interactive experiences, handwritten lyrics and iconic outfits, giving visitors an in-depth insight into the singer/songwriter.

"Global superstar Taylor Swift is one of popular music's biggest talents, whose music is beloved by millions of fans worldwide," said Bob Santelli, executive



Taylor Swift is a seven-time Grammy award winner

director of the Grammy Museum. "Telling the story of Taylor's remarkable rise to superstardom is something the museum is extremely excited about."

The Taylor Swift Experience runs through to 10

May 2015. Swift is the youngest artist ever to be featured in the museum's history. Past exhibitions have featured the likes of Bob Marley, John Lennon and Elvis Presley.

More: http://lei.sr?a=S8h8s_A

Infrastructure problems hamper US\$53m development of Bahrain theme park

A long-touted BD20m (US\$53m, €52.8m, £33.9m) theme park development in Bahrain has been hit by further delays after the discovery of key sewage and water infrastructure underneath the site that needs to be moved before work can go ahead.

Located near Bahrain International Airport, the state-backed development has struggled with previous delays, including resistance from municipal councillors and investors pulling out.

Work was originally due to start in February 2014, but was pushed back until April of the same year. According to Muharraq Municipality



A karting track will be included in the US\$53m development

director-general Saleh Al Fadhala, work on the development will not resume until February 2015.

The 93,000sq m (1,000,000sq ft) development will include an ice

rink, indoor sports arena, aquatic museum, karting track, Bahrain's first indoor ski slope, rides, a mosque and a three-storey shopping centre.

More: http://lei.sr?a=z8T4j_A

Bio-activated horror maze planned for UK in 2015

Interactive games company Slingshot, creators of the highly successful *2.8 Hours Later* zombie experience, has revealed plans for a unique bio-activated horror maze to debut in the UK in 2015.

Themed around Robert Louis Stevenson's novel *Jekyll and Hyde*, the *Jekyll 2.0* indoor horror maze will be formed around a matrix of rooms. Each room will have four doors and the aim of the game is for participants to find their way through this maze to a central point and out again. Somewhere in the maze is a monster players have to try and avoid.

To navigate the maze, technology that measure biometrics will enable users to activate the world around them using the body. For example, they can breathe on a door lock to unlock it, hold their breath to switch the lights on and off or raise their heartbeat to change the soundtrack. Guests rigged up with biosensors move through the maze using this technology, which is linked to a central system.

"We're aiming for the 'Playstation Generation,'" said Simon Evans, director



The attraction will be themed around Robert Louis Stevenson's *Jekyll and Hyde*

of Slingshot, speaking to *AM2*. "One thing that characterises them is that they all play games and they respond to game-type things. We use those mechanics to create an

attraction experience and our medium to long-term aim is to build a boutique theme park. *Hyde* is a step towards that."

More: http://lei.sr?a=x7n4v_A

Canberra Zoo's luxury lodges allow guests to take a walk on the wildside

Australia's Canberra National Zoo & Aquarium has launched a unique new hotel offering, allowing guests the opportunity to reside alongside sharks, bears, lions and an array of other wildlife in its new range of luxury suites.

The Jamala Wildlife Lodge is an all-inclusive African-themed luxury experience, which offers accommodation, dining, behind the scenes tours and the opportunity to get up close and personal with a number of animals from the comfort of a hotel room.

The first of the new offerings is the uShaka Lodge, a residence situated



The rooms allow guests to interact directly with animals

within the aquarium building that features a shark tank in the lounge.

The new Giraffe Tree-houses feature six suites where guests can feed the animals from their private

balcony. For the most adventurous, five individual Jungle Bungalows will put guests within inches of either a pride of lions, pack of cheetahs or brown bears.

More: http://lei.sr?a=F2J6t_A



Norwegian Escape will set sail in 2015

Cruise line to launch largest waterpark at sea

A vessel in Norwegian Cruise Line's fleet is set to boast the largest waterpark at sea, with the company unveiling an exciting raft of leisure facilities for the upcoming liner.

The 4,200-passenger ship, known as Norwegian Escape, will feature Aqua Racer – a tandem slide where competitors can race side-by-side on tubes; Free Fall – a side-by-side set of slides where passengers free fall into a loop as the floor drops underneath them; a dedicated Kids' Aqua Park; two pools; and four spa pools.

More: http://lei.sr?a=s6x9w_A

FR-EE to design Latin American Art Museum Miami

Fernando Romero, principal architect at Mexican design firm FR-EE, has unveiled designs for a new Latin American Art Museum (LAAM) to be built in Miami, Florida.

Plans for the US\$50m (€40.4m, £31.9m) LAAM were revealed during Art Basel and Design Miami at the start of December 2014. Split over four levels and covering 8,361sq m (90,000sq ft), the ground floor will be used to showcase emerging artists and provide a space that contemporary Latin American art can be seen and interacted with.

There will be space for temporary exhibitions and the LAAM's permanent collections will be on view on the second floor. Gary Nader, a Miami-based art collector is behind the new facility.

To help pay for the development, the museum will be woven into a residential tower where it will act as the main entrance and access point for 111 proposed apartments. A residential development is also on the cards.

In a statement from FR-EE, the design of the building is "inspired by the different



The LAAM Miami will be split over four sections, with each part relating to the city itself

sections of the urban composite of Miami, whose outline give shape to each of the four levels." External and internal staircases allow ease of access and terraces will be used to

create sculptural gardens. A shop and a cafe will also be woven into the design. LAAM Miami is scheduled to open in early 2016.

More: http://lei.sr?a=Q4f4a_A



The green land was set aside in 1971

Environmental concerns over AU theme park plans

Chinese developers are considering turning green land near Dandenong, Victoria, into a 43-hectare theme park, raising concern among environmentalists trying to protect the area's designated 'green wedges'.

In wake of the potential development, campaigners have called on local parties to reinforce their commitment to protecting the south-eastern green wedge in the area, which covers about 93sq km.

Details of what will feature in Meixun Australia's park have not been revealed.

More: http://lei.sr?a=Y8V8z_A

Hourglass installed as the Egyptian Museum of Turin nears completion

A large hourglass has been installed in Turin, Italy's, Piazza San Carlo, counting down progress as the €50m (US\$62.3m, £39.7m) redevelopment of the city's Egyptian Museum reaches its final stages.

Scheduled to fully reopen on 1 April 2015, Museo Egizio is one of the world's oldest Egyptian museums. Founded in 1824, it ranks second only to its counterpart in Cairo. The museum is at the centre of a major transformation project which is nearing completion after nearly nine years of planning and three years of development. Once complete, the work



The hourglass is counting down to the museum's inauguration

will almost double the size of the museum.

A new exhibition: *Immortals - The art and knowledge of the ancient Egyptians* will be the centre-piece of the development,

with Milan-based Migliore and Servetto Architects functioning as interior designers for the project, along with Turin-based architects Isolarchitetti.

More: http://lei.sr?a=N3s3Y_A



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New 'super museum' to be built in Copenhagen

By 2020, a new super museum will be constructed in central Copenhagen, dubbed the Natural History Museum of Denmark.

Blending together three of the city's existing institutions, the Natural History Museum, the Geological Museum and the Botanical Museum, the new facility is expected to be one of the largest of its kind in the world.

Following a recent DKR550m (€73.93m, US\$91m, £58.1m) grant from several private foundations, the University of Copenhagen is now able to build the new museum, which will include expansion of some existing buildings.

Danish practice Lundgaard & Tranberg Arkitekter – in partnership with Claus Pryds – is designing the new museum. It is expected that the entire project will cost around DKR950m (€128m, US\$157m, £100.4m) to construct.

The new designs boast 12,000sq m (129,166sq ft) of exhibition space, with a new 'Whale Hall' acting as a centrepiece. This will be used to showcase some of the museum's 50 whale species in its collection, as well as



The three merging museums have more than 14 million items in their combined collections

providing access to the rest of the building. A new underground facility for archiving and storage will also be constructed as well as spaces for research, teaching and administration.

The project's backers are hoping that, once complete, the museum will attract more than 400,000 visitors on an annual basis.

More: http://lei.sr?a=s8c9h_A



The development is focused around kids

Kentucky Science Center to have US\$3.3m revamp

Louisville's Kentucky Science Center is about to undergo a US\$3.3m (€2.6m, £2.1m) renovation to improve its offering to children.

The first floor will be completely reinvented, using funding from private donors and community grants to merge existing exhibit space and provide better flow on the floor.

The centre's early childhood gallery and KidZone will merge with a new Science in Play exhibit to offer an enhanced experience for children.

More: http://lei.sr?a=N6p8E_A

South Korea's new US\$1.7bn resort and casino set for launch during 2017

Paradise Sega Sammy – South Korea's first integrated resort – has been given an opening date of March 2017 following a groundbreaking ceremony for the US\$1.7bn (€1.4bn, £1.1bn) casino, hotel, spa and theme park project.

A joint venture between Japanese entertainment company Sega Sammy Holdings and Korean casino operator Paradise Group, the resort will cater to both business visitors and tourists, offering a five-star hotel, a foreigner-only casino, convention centre, indoor theme park, restaurants and a standalone healing spa.

A complex housing multiple visitor attractions



The US\$1.7bn project has been in the works since 2011

will include a theme park using 3D technology, a museum dedicated to South Korean culture, Korean restaurants and an art gallery.

Several major architectural firms have signed up

for the project, including Wimberly Allison Tong & Goo, GA Design International, Hirsch Bedner Associates, Hawkins Brown and Lifescapes International.

More: http://lei.sr?a=e3p5r_A

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IAAPI Amusement Expo 2015 **Bombay Exhibition** **Centre, Mumbai, India**

The three day IAAPI Amusement Expo brings a comprehensive range of products and services offered by the industry under one roof. It provides an opportunity to interact with the end users. The venue offers an ideal business environment to explore new avenues of growth and also provides an exposure to international trends through its many foreign participants.

Email: info@iaapi.org
www.iaapi.org

6-7 MARCH 2015

RAAPA Expo 2015 **All-Russia Exhibition Centre** **Moscow, Russia**

The two day RAAPA Expo is the premier trade show of the year in the Russian amusement industry.

Covering all sectors of the attractions industry, RAAPA 2015 welcomes park owners, government representatives, network operators, tourism companies, event-agencies, entrepreneurs and more to the annual event.

Email: raapa@raapa.ru
www.raapa.ru/march2015

16-20 MARCH 2015

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The event will be taking place inside the ExCel London Exhibition Centre

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2015 Annual Meeting & **MuseumExpo** **Atlanta, US**

The annual meeting and expo held over three days looks at how museums can gain an innovation edge, and how they can to engage, support and sustain innovation in communities. Visitors to the event can learn how museums serve as engines of innovation, with examples of recent innovations in education. The latest innovative models in conservation, exhibitions, audience engagement, development and more will be showcased at the event.
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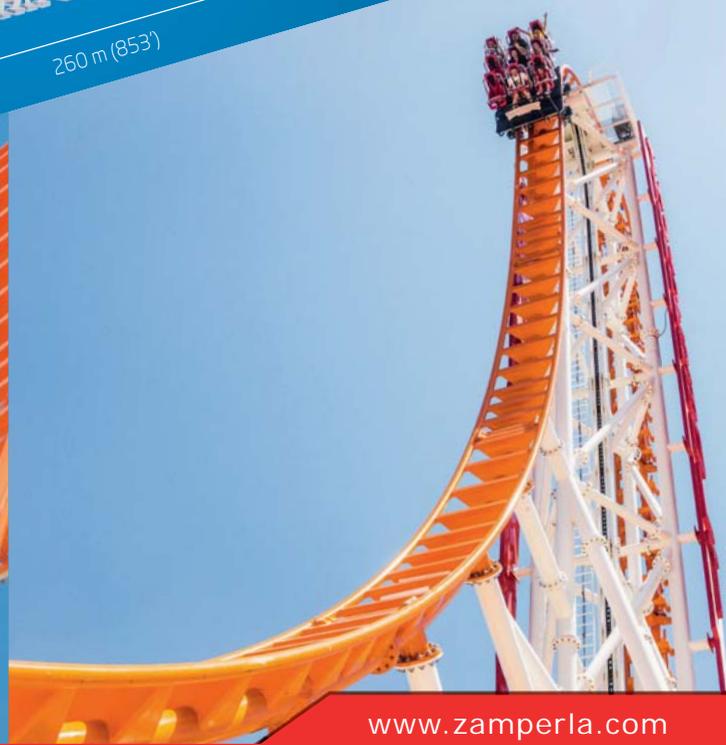
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The MPti in use at the Van Gogh Museum in Amsterdam

Multimedia guide paints picture for Van Gogh visitors

Imagineear’s latest multimedia guide has launched at the Van Gogh Museum in Amsterdam, Netherlands.

Engineered for the repeat rental market, the ‘media-packer touch interactive’, or ‘MPti’, provides a fully interactive touch screen and features a camera. It is also WiFi, radio frequency, Bluetooth, GPS and FSK enabled.

The Van Gogh Museum’s use of the multimedia guide comes as part of a new presentation of its permanent collection, which takes advantage of digital technology and also includes a new website and app created by digital agency Fabrique.

Imagineear’s MPti device comes in 10 languages and has been designed to be robust.



A ball kicked ‘over the top’ during The Somme is on display

Exhibition explores football and the First World War

A new exhibition which looks at the truth behind the Christmas Truce matches of the First World War, as well as the role played by a number of footballers in the conflict, has been designed by Mather & Co.

The Greater Game – Football & The First World War opened for the first time at the National Football Museum in Manchester, UK

on 19 December 2014 and runs until 6 September 2015.

“Even in some of the world’s darkest times, the love of football and the spirit of the game continues. This is captured beautifully in *The Greater Game* with never before seen film footage and first-hand accounts,” commented museum director Kevin Moore.



The National Military Museum opened in December 2014

Syx software is selected at new military museum

A new museum in the Netherlands is using Syx Automations solutions for ticketing software and access control.

The National Military Museum (NMM) in Soest opened on 13 December 2014, welcoming 8,500 visitors in its first weekend.

Covering the history of the armed forces of the Netherlands, the museum’s collection

features tanks, helicopters, fighter planes, uniforms, paintings and old printed papers and utensils.

Syx Automations delivered an in-the-cloud solution for ticketing sales and shop sales, with the NMM’s shop being equipped with a self-service kiosk. The museum’s website integrates ‘ReCreateX’ web services for online ticket sales.



Seattle’s Pacific Science Center will use Accesso software

Four US cultural venues sign on for Accesso solutions

Four cultural venues in the US have recently signed agreements to use Accesso Technology Group’s ‘Siriusware Salespoint’ solutions.

The contracts wins are for The Children’s Museum of Indianapolis, the Whitney Museum of American Art in New York, the Philadelphia Museum of Art and the Pacific Science Center in Seattle.

The four venues will make use of a variety of Siriusware Salespoint solutions covering e-commerce and front gate ticketing, access control, group sales, memberships, kiosks, food and beverage, and retail.

Accesso said integrating technology into the guest experience, both customer-facing and back-end, was a challenge facing cultural attractions.

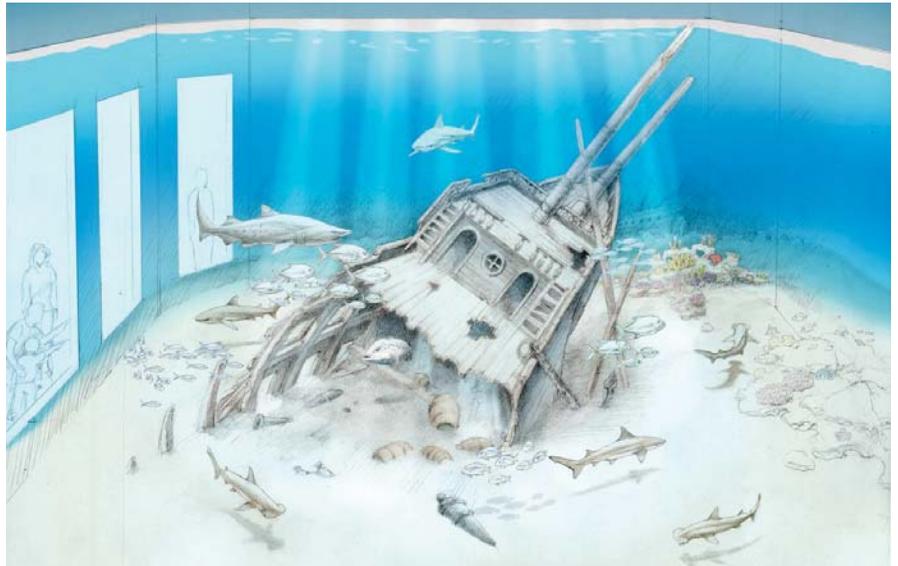
Land purchased for US\$8m Florida aquarium

A new US\$8m (€6.5m, £5.1m) aquarium is coming to Florida in 2015 following the purchase of a 20,000sq m (215,000sq ft) site for the development in St Augustine.

The privately-funded aquarium project will be constructed in two phases. Phase one will consist of an 80,000 gallon outdoor snorkelling pool, along with a zip line crossing 'Shark Lagoon' and a high ropes adventure course. Phase two will add 4,000sq m (43,000sq ft) of indoor/outdoor exhibit space housing more than 70 Florida marine species. A full-service restaurant will also be on-site.

As part of the development, a recreated 17th century shipwreck will be featured inside the main indoor exhibit alongside a variety of sharks, rays, eels and reef fish. The indoor section will also include a ray tank allowing guests to touch and feed cownose rays.

Phase one of the project is expected to break ground in early 2015, with a public launch at the start of Q2. The remainder of



The new aquarium's main exhibit will feature a recreated 17th century shipwreck

the development is expected to be ready by Q3 of 2016. Dougherty Sommers Architects are behind the designs, while Baker Klein Engineering is handling civil engineering. Design,

fabrication and installation of the aquarium's exhibits are being handled by St Augustine-based Marine Conservation Partners.

More: http://lei.sr?a=X4W3T_A



Rooms will be geothermally powered

Euro Disney's 'organic city' resort breaks ground

French Prime Minister Manuel Valls was in attendance at the breaking ground ceremony for the €700m (US\$871m, £554m) Villages Nature, a joint venture between Euro Disney and Pierre & Vacances-Center Parcs Group.

The first stage of the Villages Nature eco-destination, costing about €500m (US\$622m, £396m), is scheduled to open in Q3 2016, with 916 cottages and apartments and 75 per cent of the recreational facilities completed.

More: http://lei.sr?a=y2f5E_A

Sydney's Powerhouse Museum moves west to spread culture across the city

As part of a plan by Australia's New South Wales (NSW) government to boost cultural offerings outside of central Sydney, the Parramatta area in the west of the city is about to gain a new science museum, relocated from the inner-city suburb of Ultimo.

The Powerhouse Museum, which has been in Ultimo since 1988, houses a collection of more than 400,000 objects. Operating primarily as a science museum, the Powerhouse also includes a collection reflecting Australia's history in decorative arts, transport, costumes and media, alongside science, technology, communications, transport and space.



The current Powerhouse Museum is near central Sydney

While a site for the relocation has not yet been confirmed, one potential area which has been identified is the Old Kings School in Parramatta. At present, less than five per cent of

funding for arts in Sydney goes to the west of the city.

NSW premier, Mike Baird, would not commit to a timeframe until project stakeholders had been consulted.

More: http://lei.sr?a=D8q3G_A

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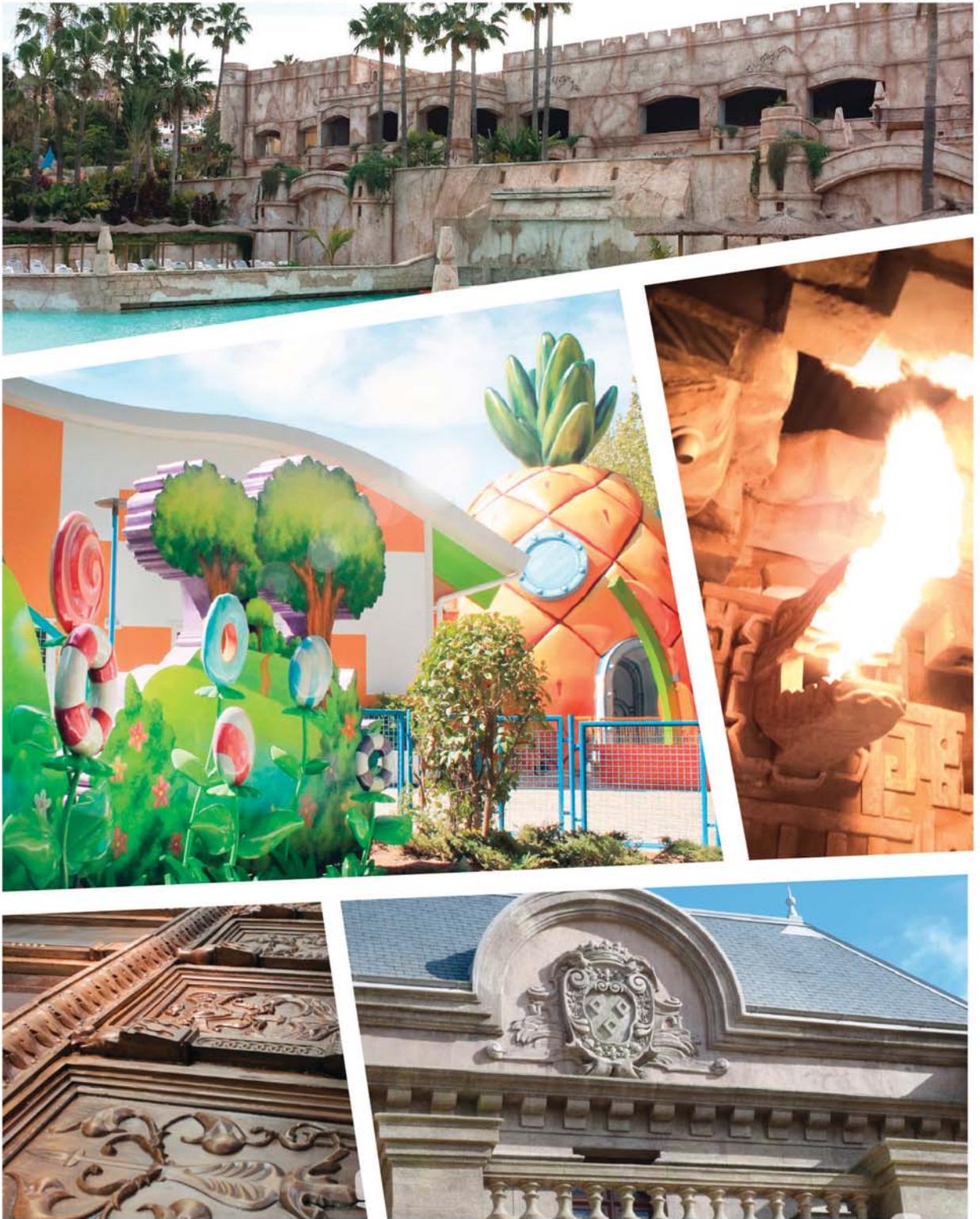
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Company: Gardaland Resort
Location: Castelnuovo del Garda,, Italy

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Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Visitor Operations Manager**

Company: National Trust
Location: Telford, Shropshire, United Kingdom

■ **General Manager**

Company: Orr Simpson
Location: Yorkshire, United Kingdom

■ **Marketing Coordinator**

Company: Madame Tussauds New York
Location: New York-New York, United States

■ **Duty Manager - Admissions**

Company: Merlin Entertainments Group Ltd
Location: Florida-Orlando, United States

■ **Marketing Coordinator**

Company: Madame Tussauds Hollywood
Location: California-Hollywood, United States

■ **Commercial Supervisor**

Company: Legoland Discovery Center
Location: New York-Yonkers, United States

■ **Hotel Resident Manager**

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

■ **Visitor Experience Manager**

Company: National Trust
Location: Hertfordshire, United Kingdom

For more details on the above jobs visit www.am2.jobs

Noah theme park opts to take state of Kentucky to court over tax credit refusal

Continued from front cover (1)

The biblical theme park denied US\$18m (€14.4m, £11.5m) in tourism tax credits because of its discriminatory hiring procedure, has said it will be taking the state of Kentucky to court for what it calls a violation of federal and state law.

Speaking on behalf of Answers in Genesis (AiG), Mike Johnson, chief counsel for Freedom Guard accused “radical atheist organisations” of applying political pressure to force the state to change its mind.

“You can’t treat religious groups differently,” said Johnson speaking to *Fox News*. “It’s well established



The park is still scheduled to open as planned in 2016

in federal and state law in Kentucky and elsewhere that a religious entity can employ a religious preference in its hiring. There’s nothing unusual or controversial about it at all, that’s how they maintain their identity.

“The state of Kentucky knew these things from the get go and it’s disingenuous for them to say that’s a problem now. It’s also unlawful and that’s why they’ve got a problem.”

More: http://lei.sr?a=6S2V9_A

Egyptian Museum renovation to lead the way in country’s heritage push

Continued from front cover (2)

Further plans for the Egyptian Museum – which first opened in 1902 – includes the demolition of a building that used to be the headquarters of the former government, partially destroyed during the January 2013 revolution.

The building stands between the museum and the river Nile, and will be replaced with a botanical garden and an open-air museum. The renovation is being aided by the Egyptian government, with added funds from the European Union and international donors.

Also this month, a colossal statue of Amenhotep III



The iconic Egyptian Museum opened more than 100 years ago

– that was toppled more than 3,000 years ago – was re-erected and restored to its former glory at Egypt’s temple city of Luxor.

Beyond backing projects, the government is looking

to protect its existing treasures, recently calling on UNESCO in a bid to help preserve the nation’s heritage and strengthen and develop its museum culture.

More: http://lei.sr?a=m5W4c_A

American Association of Museums (AAM)

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

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: www.alva.org.uk

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: www.asva.co.uk

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: www.hha.org.uk

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

T: +46 (0)33 41 00 09 W: www.navet.com

Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

Email: r1f@tnaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)

T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaquarium.org.au