

## Asian market booming but fears for post-World Cup Brazil



Gerardo Arteaga was named IAAPA chair in November last year

Halfway through his one-year stint at the helm of IAAPA, Gerardo Arteaga has praised the Asian attractions market, while raising concerns about the Brazil, which has seen a notable decrease in visitor numbers and investment since the conclusion of the 2014 FIFA World Cup.

Speaking exclusively to *AM2*, the IAAPA chair revealed his plans for the six months leading up to IAAPA 2015 in November, praising the Asian market for solid performances.

“With the growth we are seeing in Asia, I will be taking a deeper look at that region, starting with the Asian Attractions Expo in Hong Kong,”

said Arteaga. “China is seeing a fantastic rate of development and IAAPA is focusing on that.”

When *AM2* previously spoke to Arteaga in November, the new IAAPA chief – who is also general manager of Fantasilandia in Santiago, Chile – hinted that Latin America could become a “huge market” for the attractions middle class once the region stabilises.

On the whole, Arteaga believes signs are positive, but Brazil remains a concern. After numbers were boosted by last year’s World Cup, the country has seen a sharp decline in activity, according to Arteaga, who expressed “surprise” at the decrease in activity.

More: [http://lei.sr?a=u3M9j\\_A](http://lei.sr?a=u3M9j_A)

## UNESCO warns Australia over Great Barrier Reef

The Great Barrier Reef’s heritage status could be in jeopardy after UNESCO revealed it was considering listing the natural wonder as “in danger”, something that could potentially cripple the area’s tourism industry.

With increasingly milky waters and low-quality coral, areas of the reef are a shell of their former selves. Granted World Heritage status in 1981, the reef – which is home to more than 1,500 different species of fish – is overdeveloped, polluted and damaged by climate change, according to UNESCO.

Continued on back cover

## Merlin reopens Alton Towers after Smiler crash

Alton Towers has reopened after a six-day closure following an accident on the park’s Smiler, which, left four people seriously injured, one girl having to have her leg amputated.

The park reopened on 8 June, having been closed after a carriage full of people on the rollercoaster collided with an empty one, injuring 16 and hospitalising five.

The Smiler is subject to a legal prohibition notice until action is taken to deal with the cause of the crash. In addition to the Smiler, Merlin has temporarily closed Thorpe Park’s Saw and Chessington World of Adventures’ Dragon’s Fury and Rattlesnake rides. Spinball – also at Alton Towers – is shut until enhanced safety protocols have been implemented.



TWITTER: @KRISTYTHEMILD

16 people were on the ride when it crashed

In a statement, Merlin CEO Nick Varney said: “It is an accident that should not have happened and we are determined that it will never happen again.”

More: [http://lei.sr?a=D3x5C\\_A](http://lei.sr?a=D3x5C_A)

GET  
AM2

Magazine sign up at  
[AM2.jobs/subs](http://AM2.jobs/subs)

Job board live job updates  
[AM2.jobs](http://AM2.jobs)

PDF for iPad, Kindle & smart phone  
[AM2.jobs/pdf](http://AM2.jobs/pdf)

Ezine sign up for weekly updates,  
[AM2.jobs/ezine](http://AM2.jobs/ezine)

Online on digital turning pages  
[AM2.jobs/digital](http://AM2.jobs/digital)

Instant sign up for instant alerts,  
[AM2.jobs/instant](http://AM2.jobs/instant)

Twitter follow us:  
[@am2jobs](https://twitter.com/am2jobs)

RSS sign up for job & news feeds  
[AM2.jobs/rss](http://AM2.jobs/rss)

## Leisure Media

Tel: +44 (0)1462 431385  
 Fax: +44 (0)1462 433909  
 e-mail: please use contact's  
 fullname@leisuremedia.com

Subscriptions  
 subs@leisuremedia.com

Editor  
 Liz Terry +44 (0)1462 431385

Head of News  
 Jak Phillips +44 (0)1462 471938

AM2 News Editor  
 Tom Anstey +44 (0)1462 471916

Attractions Management  
 Alice Davis +44 (0)1462 471918

Journalist  
 Helen Andrews +44 (0)1462 471902

Architecture and Design  
 Katie Buckley +44 (0)1462 471936

AM2 Products Editor  
 Jason Holland +44 (0)1462 471922

AM2 Publisher  
 Julie Badrick +44 (0)1462 471919

Sales  
 Simon Hinksman +44 (0)1462 471905  
 Jed Taylor +44 (0)1462 471914

Paul Thorman +44 (0)1462 471904  
 Chris Barnard +44 (0)1462 471907

Design  
 Ed Gallagher +44 (0)1905 20198

Internet  
 Michael Paramore +44 (0)1462 471926  
 Dean Fox +44 (0)1462 471900

Tim Nash +44 (0)1462 471917  
 Emma Harris +44 (0)1462 471921

Financial Administrator  
 Denise Adams +44 (0)1462 471930

Circulation Manager  
 Michael Emmerson +44 (0)1462 471932

Subscribe to AM2:  
 Online: [www.am2.jobs/subs](http://www.am2.jobs/subs)  
 Email: [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

Tel: +44 (0)1462 471913  
 Annual subscription rates are UK £31  
 Europe £41, Rest of world £62  
 students UK £16

AM2 is published fortnightly by  
 The Leisure Media Company Limited, Portmill  
 House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK  
 and is distributed in the USA by SPP, 75 Aberdeen  
 Road, Emigsville, PA 17318-0437. Periodicals  
 postage paid @ Manchester, PA POSTMASTER  
 Send US address changes to Spa Opportunities,  
 c/o PO Box 437, Emigsville, PA 17318-0437.  
 The views expressed in print are those of the author  
 and do not necessarily represent those of the publisher  
 The Leisure Media Company Limited. All rights reserved.  
 No part of this publication may be reproduced, stored  
 in a retrieval system or transmitted in any form or by  
 means, electronic, mechanical, photocopying, recorded  
 or otherwise without the prior permission of the  
 copyright holder. Printed by Preview Cromatic Ltd.  
 ©Cybertrek Ltd 2015  
 ISSN Print: 2055-8171 Digital: 2055-818X

## TEA/AECOM report shows increased attendance at theme parks and museums

The TEA/AECOM Theme Index and Museum Index 2014 has been released, showing post-recession growth has been maintained in the theme park sector, while museum attendance has suffered a steep drop since 2013.

Visitors to theme parks globally grew 4 per cent in 2014, maintaining the same level of growth as in 2013.

Disney parks continue to dominate the top 10 most-visited theme parks, with Walt Disney World Florida's Magic Kingdom topping the charts and Tokyo Disneyland, Japan, in second. From an individual operator perspective,



Harry Potter attraction helped to boost Universal's figures

Universal had exceptional results this year with most parks expanding their attendance by double digits.

Meanwhile there was small attendance growth at the world's leading museums with a 1.6 per cent increase.

In 2013, attendance at the top 20 museums globally grew 7 per cent.

Visitors to waterparks globally also grew in 2014, with numbers increasing 3 per cent over the year.

More: [http://lei.sr?a=5s4V8\\_A](http://lei.sr?a=5s4V8_A)

## BRC introduces 'game-changing' sports fan experience for Milwaukee Brewers

Experience designers BRC Imagination Arts have introduced a 'game-changing' fan experience to the world of sports attractions.

The Selig Experience honours retiring Major League Baseball (MLB) commissioner and former Milwaukee Brewers owner, Allan 'Bud' Selig. Opened at Miller Park – the home of the Brewers – the experience features a multimedia presentation telling the story of Selig's role in saving MLB in Milwaukee, his efforts to bring the Brewers into the city and his work to promote and grow the game in his home town.



The main multimedia show for has been produced by BRC

"I think that's going to be a new source of business, not just for BRC but the whole industry, upgrading the visitor experience," said BRC's founder and chair, Bob Rogers, speaking exclusively

to AM2. "Wouldn't it be great if there was something that was better than a little highlight reel or a trophy case in the corner? That's what this thing is going to set off"

More: [http://lei.sr?a=R2r8d\\_A](http://lei.sr?a=R2r8d_A)

# £27m Puy du Fou attraction coming to England

Puy du Fou is bringing its unique style of grandiose live entertainment to the UK after gaining approval from local authorities for the development of Eleven Arches, with the £27m (US\$41.4m, €36.7m) attraction coming to the northeast of England in June 2016.

Having won backing for the project in Bishop Auckland, County Durham, the team behind the development view the multi-million pound visitor attraction as the key part of the wider regeneration of Bishop Auckland and the surrounding area.

“We’ve entered into an artistic partnership with Puy du Fou and over the last 24 months their creative team has worked with us and they are now standing ready to help us deliver the show that we built and wrote together,” said Anne-Isabella Daulon, CEO of Eleven Arches, speaking at the press launch this week. “Profits from the show will be reinvested back into the show. We hope to create a long-lasting regeneration loop based on this model.”

Modelled on the success of the not-for-profit Puy du Fou historical theme



Puy Du Fou’s unique style of live-action entertainment is coming to the UK in 2016

park in France, the Eleven Arches night show will be run up to 30 times a year, with the 90-minute extravaganza – which uses 1,000 trained volunteers (see page 20) – to be held at

Auckland Castle. It will tell the story of 2,000 years of history – starting in Roman times and going all the way up to World War II.

More: [http://lei.sr?a=w3v4J\\_A](http://lei.sr?a=w3v4J_A)

## Anonymous hackers publish private data after breaching JAZA websites

Days after voting to ban the use of dolphins captured during the controversial Taiji dolphin hunts, the Japanese Association of Zoos and Aquariums (JAZA) revealed that notorious hacking group Anonymous had stolen the phone numbers and email addresses of its members, as well as other sensitive data.

JAZA said in a statement that the network of hackers and activists managed to infiltrate two JAZA websites, retrieve member-only information and publish the data online. In response, the body temporarily shut down the websites affected by the security breach.



Anonymous had criticised Japan over its whaling activity

Among the data stolen are details of species procurement and the breeding records of animals held by JAZA members.

“We are at risk of further attacks, so we

stepped up security. We have also alerted member facilities and asked them to change their workers’ email addresses,” said a spokesperson for JAZA.

More: [http://lei.sr?a=T4N4Q\\_A](http://lei.sr?a=T4N4Q_A)



SANAA will design the new gallery

## SANAA wins bid to design AU\$450m Sydney gallery

Kazuyo Sejima and Ryue Nishizawa’s vision for Sydney’s Art Gallery of New South Wales will be realised after SANAA architects were named winners of the contest to design the AU\$450m (US\$344m, €315.6m, £225.2m) revamp of the facility and surrounding area.

The expansion and redevelopment will include new educational facilities, space for live performances, open exhibition space and the re-introduction of natural light to the gallery’s original 19th century exhibition spaces.

More: [http://lei.sr?a=v4D4B\\_A](http://lei.sr?a=v4D4B_A)

# Iceland's man-made IceCave opens to the public

One of the largest man-made structures in the world has opened inside Iceland's Langjökull Glacier in the shape of IceCave – a development designed for visitors to see the naturally occurring blue ice phenomenon.

Backed by leading pension fund investors and the Icelandair Group, the network of man-made tunnels stretches back as far as 300m (984ft) into the solid ice glacier – the second-largest in Iceland – and a further 30m (98ft) below the surface.

In the works since 2010, the US\$2.5m (€2.1m, £1.6m) IceCave features an impressive list of experts who worked to make the project a reality, including one of Iceland's leading geophysicists and glacial experts, Ari Trausti, plus a team of specialist construction workers. Iceland-based engineering and consulting company EFLA dug the glacier's tunnels.

Visitors from across the world can now see blue ice. Each year, the ice cap is covered in roughly six metres of fresh snow, which on one side is compacted by the weight of the snow,



The network of man-made tunnels stretches back as far as 300m (984ft) into the solid ice

and on the other, is melted by the warmth from the sun. That snow turns to ice, which over time becomes denser until it eventually forms blue ice, only seen under these conditions.

Once operating under a full calendar, visitors can embark on the weather-dependent adventure between March and October.

More: [http://lei.sr?a=V9S2b\\_A](http://lei.sr?a=V9S2b_A)



Spreepark first opened in 1969

## Abandoned theme park could get €10m revamp

Grün Berlin GmbH – an open space developer in the German capital – is considering plans to redevelop a theme park which closed its doors 13 years ago.

Located in Berlin, Spreepark has been awarded multiple grants by the European Union to restore the park to its former glory. A €10m (US\$11.2m, £7.2m) figure has been touted for the development, though nothing is yet set in stone, with a representative for confirming to AM2 Grün Berlin is involved in exploratory talks.

More: [http://lei.sr?a=Z8w6H\\_A](http://lei.sr?a=Z8w6H_A)

## Universal confirms plans for multi-million dollar Volcano Bay waterpark

After months of speculation, Universal has officially announced plans to open a new multi-million dollar waterpark in Orlando.

Called Volcano Bay, Universal filed plans for the development back in February. Now confirmed, Volcano Bay will sit next to Islands of Adventure to become the company's third stand-alone attraction.

According to a statement released by Universal, the attraction will be highly themed, with a completely immersive environment inspired by tropical islands. Volcano Bay will complement Universal's existing Cabana Bay Beach



The new waterpark is scheduled for opening in 2017

Resort and according to the plans will include a 'volcano' with slides, a wave pool, lazy river and rapids ride.

The park is due to open in 2017, with work tentatively scheduled to

start in November 2016 on 53 acres (214,500sq m) of land. Whether the waterpark would be included in Universal's multi-park ticket is yet to be confirmed.

More: [http://lei.sr?a=F4S4e\\_A](http://lei.sr?a=F4S4e_A)

**NEW!**

## **No Boundaries™**

*We've created a one-of-a-kind attraction that weaves together four unique harnessed and free play zones with multiple activities and challenges including the thrilling aerial zip track.*



**WHITEWATER®**  
*Attractions*

WhiteWater Attractions is the integration of Hopkins Rides and Prime Interactives to create unique experiences for the entire amusement industry.

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



**EAS**

**Euro  
Attractions  
Show**

**EAS 2015**

**Location:** Swedish Exhibition & Congress Centre, Liseberg, Gothenburg, Sweden

**Dates:** 6-8 October 2015

**Who's there:** 425 exhibitors and more than 9,000 attendees

**What's on:** 20 hours of educational sessions and tours

**Tickets:** \$65 for members and \$85 for non-members



# Euro Attractions Show 2015

October's Euro Attractions Show promises to be bigger and brighter than ever. IAAPA invites all its members and friends to Sweden for the industry event of the year

**T**he Euro Attractions Show (EAS) 2015, Europe's premier event for the attractions industry, will take place from 6-8 October 2015 at the Swedish Exhibition and Congress Centre in Gothenburg,

Sweden, next to one of the finest theme parks in Europe: Liseberg.

The trade show floor will offer more than 425 exhibitors from over 35 countries. More than 9,000 attendees will see products including rollercoasters and

attractions, ticketing services, 4D and 5D theatres, water rides, rides for small children, themed areas and much more. All EAS attendees will also have the opportunity to enjoy Liseberg.

EAS 2015 will also offer more than 20 hours of educational sessions, forums, attractions tours, leadership development and networking events to improve your business.

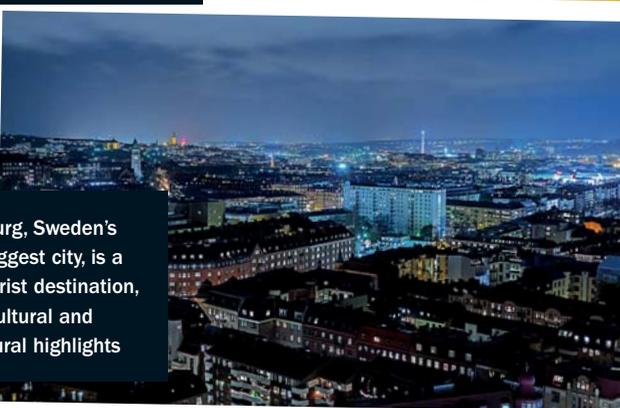
EAS 2015 is the one-stop destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers and anyone interested in the industry.

**More than 9,000 industry professionals are expected to attend from:**

- Amusement and theme parks
- Hotels and resorts
- Waterparks and resorts
- Casinos
- Family entertainment centres
- Concessions
- Zoos and aquariums
- Historic and tourist attractions
- Museums and science centers
- Go-kart facilities
- Attractions and more!



Almost 11,000 attendees came to last year's Euro Attractions Show in Amsterdam, the Netherlands



Gothenburg, Sweden's second-biggest city, is a popular tourist destination, with cultural and architectural highlights

### IAAPA Europe

To better serve our European members, IAAPA have opened up a European Office in Brussels, Belgium. With this initiative, IAAPA are committed to creating a full service association in Europe, which will offer monitoring, advising, lobbying and PR services, as well as the latest knowledge and education on ride safety, industry data and best practice among members.

IAAPA organises the Euro Attractions Show – the premier industry trade show in the region.

In Europe, the association is guided by the European Advisory Committee and four sub committees: Education, Government Relations, Manufacturers and Suppliers and Safety. With the Advisory Committee, they discuss and support the work of IAAPA. They are comprised of volunteers from IAAPA member companies from across Europe.

#### More information:

Visit [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS) or contact the IAAPA Europe offices at [Europe@IAAPA.org](mailto:Europe@IAAPA.org)

### IAAPA

The International Association of Amusement Parks and Attractions (IAAPA) is the premier trade association for the attractions industry worldwide. Founded in 1918, IAAPA is the largest international trade association for permanently situated amusement facilities and attractions, and is dedicated to the preservation and prosperity of the industry.

Headquartered in Alexandria, Virginia, US, IAAPA maintains offices in Brussels, Hong Kong, Mexico City and Orlando.

#### Mission Statement

“Our mission is to serve the membership by promoting safe operations, global development, professional growth and the commercial success of the amusement parks and attractions industry.”

### IAAPA hosts three trade shows on an annual basis:

- Asian Attractions Expo from June 17-19 in Hong Kong, China, in 2015.
- Euro Attractions Expo will be hosted in Gothenburg, Sweden, in 2015. It will be the first fully integrated trade show with – Liseberg – one of the major theme parks in Europe, just across the street.
- IAAPA Attractions Expo from 16-20 November in Orlando, Florida, US.

### The first EAS fully integrated with a major park

Registration is now open for EAS 2015. The event will take place from 6-8 October 2015 at the Swedish Exhibition and Congress Centre in Gothenburg, Sweden, next to Liseberg theme park. This makes it the first fully integrated Euro Attractions Show, with the convention centre and hotel directly attached to one of the continent's major amusement parks.

Attendees receive evening access to Liseberg Park when they register for EAS 2015.

### REGISTER HERE:

[www.iaapa.org/expo/euro-attractions-show/registration](http://www.iaapa.org/expo/euro-attractions-show/registration)



# AM2

## DIARY DATES

7-10 JUNE 2015

### Theme Parks & Entertainment Development Summit

Abu Dhabi, UAE

Leading Middle East theme parks and waterpark project owners will be speaking at the first ever theme park and entertainment development summit. The event, organised by global events company IQPC Middle East, will be a unique opportunity for theme park developers and suppliers to discuss key strategies to develop world-class theme parks in the region through robust planning, innovative design and successful partnerships.

Tel: +97 143 642 975

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

11-13 JUNE 2015

### TEA - SATE Academy Day Europa Park, Rust, Germany

The Themed Entertainment Association's (TEA) Europe and Middle East Division will hold a SATE (Storytelling, Architecture, Technology, Experience) Academy Day in June. Following the theme of storytelling, the member-only three-day event costs €50 (US\$54, £36).

Tel: +1 818 843 8497

Email: [SATE@teaconnect.org](mailto:SATE@teaconnect.org)

<http://lei.sr?a=x9i7J>

16-19 JUN 2015

### IAAPA Asian Attractions Expo Hong Kong Convention and Exhibition Centre, Hong Kong, China

Join colleagues and industry leaders in Hong Kong for the premier conference and exhibition designed specifically for attractions professionals in the Asian market. Take your business to new heights with the knowledge, connections, and expertise you'll find at Asian Attractions Expo 2015 with visitors from more than 65 different countries.

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

Tel: +1 703 836 4800

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



PHOTO: ECSITE

Last year's Ecsite Annual Conference took place at Museon in The Hague, Netherlands

11-13 JUNE 2015

### Ecsite Annual Conference Museo delle Scienze (MUSE), Trento, Italy

One of the sector's leading stages for showcasing research into public engagement with science.

The schedule revolves around more than 90 sessions, including talks by high-profile speakers, debates and workshops. There's also a trade show event with more than 50 exhibitors.

Tel: +32 2 649 7383

[www.ecsite.eu](http://www.ecsite.eu)

26 SEPTEMBER 2015

### MuseumNext Indianapolis Indianapolis Museum of Art, US

In September 2015, MuseumNext will come to the US for the first time, bringing with it exploratory talks on engaging visitors with new technology and industry trends.

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

Tel: +43 22 162 915

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

6-8 OCTOBER 2015

### Euro Attractions Show 2015 Svenska Massan Exhibition Center, Gothenburg, Sweden

With innovative ideas and products from more than 425 exhibiting companies from around the world, join colleagues and industry leaders for the premier conference and exhibition designed specifically for international attractions professionals. Enter into an inspiring world of exhibits, seminars and networking events all with one of Europe's premier parks next door – Liseberg.

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

Tel: +43 (0) 22 162 915

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

20-23 OCTOBER 2015

### World Waterpark Association Symposium & Trade Show Palm Springs Convention Center, California, US

The WWA's Annual Symposium & Trade Show brings together hundreds of water leisure owners, operators, developers, designers and manufacturers for four days of education, networking and exhibiting – the only event specifically for waterparks.

Email: [aezra@waterparks.org](mailto:aezra@waterparks.org)

Tel: +1 913 599 0300

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

16-20 NOVEMBER 2015

### IAAPA Attractions Expo 2015 Orange County Convention Center, Orlando, Florida, US

With more than 27,000 people in attendance, IAAPA 2015 is the premier conference and trade show for the global attractions industry. The event features new products from 1,000 exhibiting companies and includes a variety of educational sessions.

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

Tel: +1 703 836 4800

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

# Be Thrilled



Photo courtesy of AtmosFear, Liseberg

Be  
There

## An Exhilarating Event to Stimulate Your Business

Innovations and knowledge from special events and seminars.

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

Liseberg  
Sweden  
6-8 Oct. 2015

EAS

Euro  
Attractions  
Show



IAAPA

Gothenburg, Sweden • 6-8 Oct. 2015 • The Swedish Exhibition & Congress Centre



Amusement Parks  
& Attractions



Family Entertainment  
Centres



Water Parks  
& Resorts



Museums &  
Science Centres



Zoos &  
Aquariums



Manufacturers  
& Suppliers

Forums  
Networking  
Workshops



Products  
Tours  
Exhibitions



Special Events  
Best Practices  
Seminars



# FORREC

## Designing Success

Water Parks  
Theme Parks  
Entertainment Centres  
Museums and Science Centres  
Retail and Mixed-Use  
Resorts

Visit us at  
AAE Hong Kong  
Booth 624

[designs@forrec.com](mailto:designs@forrec.com)

# Kennedy Space Center announces expansion plans

Florida's Kennedy Space Center has broken ground on its next big visitor attraction – Heroes and Legends – which will include the US Astronaut Hall of Fame.

Operated by Delaware North – the company which runs the Kennedy Space Center's visitor complex – the new attraction will bring to life the stories of the US astronauts, using augmented reality and advanced hologram technology to immerse visitors in the stories coming to life in front of them.

Falcon's Treehouse is behind the new development, with services being supplied by the design firm including concept design, schematics, design development, media production and executive production. Electrosonic will be supplying AV systems and Orlando-based The Nassal Company will look at theming elements. Finally, construction firm HW Davis have been named as engineers.

The highlight of the visitor attraction will be a 3D omnidirectional theatre, designed to make guests feel as though they are floating in space. Imagery shot in outer space will

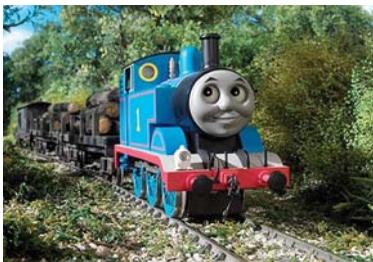


The attraction will culminate with an exhibit looking at the US Astronaut Hall of Fame

envelop them as Hall of Fame astronauts, including Alan Shepard, John Glenn, Jim Lovell and Neil Armstrong, will join them in their virtual journey into the vast unknown.

The attraction will culminate with the US Astronaut Hall of Fame, allowing guests to look at the 100 astronauts inducted to date.

More: [http://lei.sr?a=W4N7T\\_A](http://lei.sr?a=W4N7T_A)



Thomas recently turned 70-years-old

## Thomas the Tank Engine worth £1bn annually

The *Thomas the Tank Engine* IP has been valued at £1bn (US\$1.57bn, €1.38bn), 70 years on from the publication of the first book by Reverend W Awdry.

Since its creation in 1945, Thomas has gone from a series of children's books, to a television series, to a movie, to a number of attractions worldwide, with the brand visible in more than 120 countries.

In the attractions realm, plans are in the works for a Thomas park in Massachusetts, while the IP has been touted key to the survival of heritage railways worldwide.

More: [http://lei.sr?a=Z2Y6z\\_A](http://lei.sr?a=Z2Y6z_A)

## Japan and Korea in bitter dispute over UNESCO World Heritage listing

Japanese officials' plans to put several mines, shipyards and factories from World War II onto UNESCO's World Heritage list have been placed under scrutiny, after South Korea said the sites were used to force Koreans into slave labour.

The row between the two nations focuses on whether they qualify solely for their role in the 19th century rise of Japan or whether the period where Koreans were forced to labour – between 1910 and the end of World War II – is a factor.

Korea's UNESCO ambassador, Choi Jong-moon, was seeking to reach an understanding for Japan's



Hashima Island is one of the sites Korea wants removed

bid to grant 23 Japanese industrial sites UNESCO World Heritage status.

In seven of these sites, Korea says 60,000 of its people were forced to work for no pay. At the

most notorious of the seven sites, Hashima Island near Nagasaki, 600 Koreans worked in coal mines, with many dying from exposure or overwork.

More: [http://lei.sr?a=G3Z3R\\_A](http://lei.sr?a=G3Z3R_A)

# Universal plans Wizarding World in California

Hogwarts is on its way to California after Universal announced plans for its hugely successful Wizarding World of Harry Potter attraction to feature at its Hollywood park.

Anchored by signature attraction Harry Potter and the Forbidden Journey, the new Harry Potter attraction will aim to offer the same authenticity and attention to detail as its counterparts at Universal Orlando and Universal Japan.

With Hogwarts Castle serving as a focal point for the new attraction, visitors will be offered an immersive world, faithfully recreated as JK Rowling imagined it. Guests will also be able to visit classic locations such as the Three Broomsticks and Hogs Head pubs, as well as Honeydukes, Ollivanders, Owl Post, Zonko's Joke Shop, Wiseacre's Wizarding Equipment, Dervish and Banges, Gladrags Wizardwear and Filch's Emporium of Confiscated Goods.

The 3D ride in the multi-million dollar attraction will take guests on a journey into many memorable scenes alongside main characters Harry, Ron and Hermione. Trav-



The Harry Potter world will be faithfully recreated as JK Rowling imagined it

elling by Floo powder, guests will seemingly soar high above Hogwarts, partake in a Quidditch match, narrowly escape a dragon attack and have a close encounter with the

Whomping Willow. Flight of the Hippogriff will also make its debut as Universal Studios Hollywood's first outdoor coaster.

More: [http://lei.sr?a=A4E9a\\_A](http://lei.sr?a=A4E9a_A)



KDK developed the exhibition design

## Prison Museum tells real-life story of inhabitants

The 162-year-old Prison Museum in Horsens, Denmark, has reopened to the public after a Dkr21.8m (US\$3.2m, €2.9m, £2m) redesign and refurbishment of the former state prison, with the expansion telling the story of the people who lived and worked in the facility.

Upon entering the former prison, visitors check in by selecting one of 10 different authentic identities, offering a personalised experience of either a prisoner or a guard as they explore the facility.

More: [http://lei.sr?a=A3x9z\\_A](http://lei.sr?a=A3x9z_A)

## International Design Competition announced for expansive art gallery

Qatar Museums has started its search for an architect to design a one million square foot art gallery in Doha, Qatar.

The Art Mill International Design Competition will remodel the Qatar Flour Mills, using existing grain silos within the architecture to create one of the largest art galleries in the world.

The site is around 83,500sq m (898,787sq ft) with extensive outside space integrated with the design, giving opportunities for cross-programming and public engagement, as well as creating a sustainable setting.

The gallery is sited on Doha's cultural and historic waterfront, next to I.M. Pei's



The gallery is sited on Doha's cultural and historic waterfront

Museum of Islamic Art, and Jean Nouvel's National Museum of Qatar, which is currently under construction.

Competition organisers are calling for an accomplished design, with

architectural integrity and presence. The design contest is being organised by Malcolm Reading Consultants and will take place in three stages.

More: [http://lei.sr?a=x9u8K\\_A](http://lei.sr?a=x9u8K_A)



# IDEATTACK®

## SURRENDER TO EXCELLENCE

**IDEATTACK is a creative maverick with a new perspective, bringing custom-made one-of-a-kind attractions typologies to a world that needs something different**



**T**he Los Angeles-based company is inventing new types of leisure destinations that are more progressive, profitable, high quality and achievable on a realistic budget.

IDEATTACK specializes in the design of large-scale, mixed-use tourism destinations, but the magic happens at the human scale. The cultural values of the location drive the design process, and the IDEATTACK flair for originality, boldness and innovation

is what creates an unforgettable experience/attraction.

IDEATTACK was founded in 2004 by Natasha Varnica and Dan Thomas. Bringing together their expertise in architecture and entertainment design, they saw the need for planners of a new type of mixed-use project that requires expertise in both disciplines.

“These mixed-use projects need both areas of knowledge,” says Varnica. “There are traditional architecture practices and specialised firms for entertainment design, but none of them fill the needs of mixed-use leisure tourism projects. We realised

that a combination of experience from both worlds would give the best results.”

Varnica and Thomas are now running a company of 50 staff, with projects across the world. The hands-on founders manage every one of IDEATTACK’s projects from conception through to opening day, offering a holistic service that’s entirely tailored to each individual site and market.

Varnica and Thomas reveal IDEATTACK’s approach to design, planning and client relationships, and why it’s time the industry embraced new ways of thinking.

### **What are your roles at IDEATTACK?**

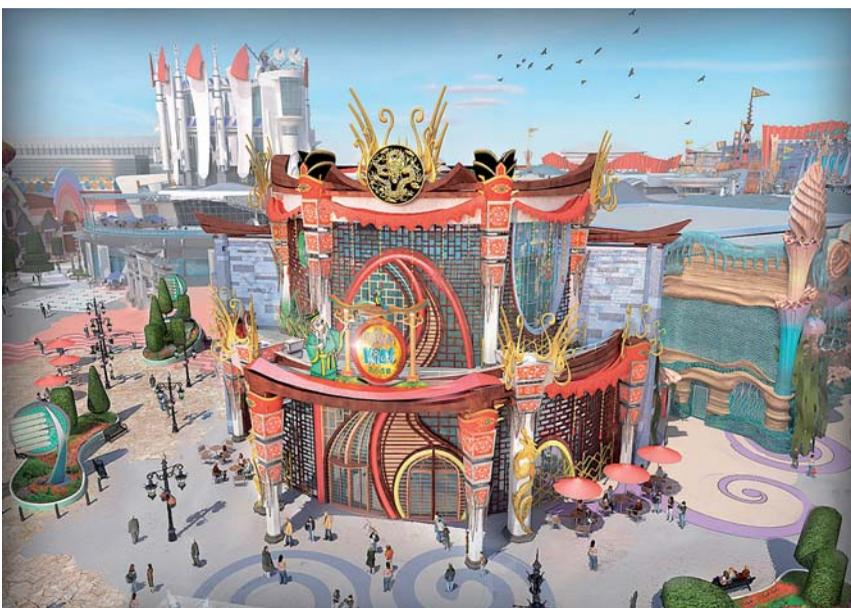
**Dan Thomas:** Natasha and I are the founders, owners and partners of IDEATTACK. In general, I’m in charge of the creative and architectural design side and Natasha is in charge of organisation and execution, but our involvement is always mixed. The type of projects IDEATTACK does require a mixing of thinking.

**Natasha Varnica:** Since one of my backgrounds is in humanities, I’m also very involved in the cultural side of projects. It would be very hard to clearly separate our roles in the brainstorming phase.

### **What type of projects do you take on?**

**Dan Thomas:** We focus on delivering the highest quality. Therefore, we don’t take every project on. We choose projects where the developer has decided to take on the project in full so we can completely dedicate ourselves to it.

**Natasha Varnica:** Our policy is that a project we’re involved in must be conceived



An attraction inspired by Chinese culture at “Fun Capital” theme park, Changping, China



Magic Farm, at “Fun Capital” theme park, draws on local farming traditions to create a fantasy eco-world of giant plants

**Every project is an authorship project – you’re the creator of a special world that’s different from the one outside**

by us. We don’t provide services at random stages during project development. We work only on a project from the beginning, and wouldn’t take over someone else’s concept. You have to understand what the thought process was from the very beginning so it’s very important for us to be on a project from the ideation and concept design stage and continue working on the project at consequent stages to the end.

**What is the process you go through with a new client?**

**Dan Thomas:** For the big projects, we meet the clients to discuss the project and visit the site. Then, we do the contract and proceed with the design. This is part of making sure we have the opportunity to choose projects that will be realised. We need to be clear who the client is, who the developer is, how experienced they are, and whether they have a similar understanding of what we all want to achieve.

It’s really important for us to meet the clients because we do expect to be involved from the top to bottom of the project. We hesitate to work with

**IDEATTACK Services**

- International Tourism Zones
- Custom Theme Parks
- Lifestyle Centres and Themed Retail
- Cultural Attractions
- Immersive Interactive Environments
- Destination Resorts

IDEATTACK covers all stages of project development: Master Planning and Concept Design, Attraction Design, Architecture, Schematic Design, Design Development, Market and Feasibility study, Brand Design, Project Management, Equipment Selection, Construction Supervision, Operation Support

disconnected groups that are, for example, part of a bigger conglomerate and not truly in charge of the project and as such don’t have deep interest in the project’s future.

**Natasha Varnica:** In almost all the cases when a client invites us, they expect us

to give them direction. They often don’t have a clear idea of what they want to do, and they like to listen to what we suggest. That’s one of our services. We examine the location and we suggest the best approach and type of project for that location, taking into consideration our broad global knowledge of the industry and understanding of the world’s dynamics.

**You design and implement one-of-a-kind projects. Why is important for you to be bold and original?**

**Dan Thomas:** There’s a huge interest in leisure tourism projects across the entire planet, and we have to look for new options.

We have to look at solutions that are maybe new types of developments. Sometimes our approach is completely new, and sometimes the client is not ready for it or doesn’t want to push the envelope – but that’s what is going on now, creating new types of projects. We’re breaking the mould.

**Natasha Varnica:** In some ways I feel we don’t even have a name for this industry that we think we’re a part of and a name for these groundbreaking new types of

## IDEATTACK Clients

- Private developers
- High-profile investment groups
- Public conglomerates
- Real estate companies
- City governments
- Influential entrepreneurs

projects. It's not purely entertainment design, it's not typical architecture. It's time for a new term for the industry as a whole and the type of projects we're doing.

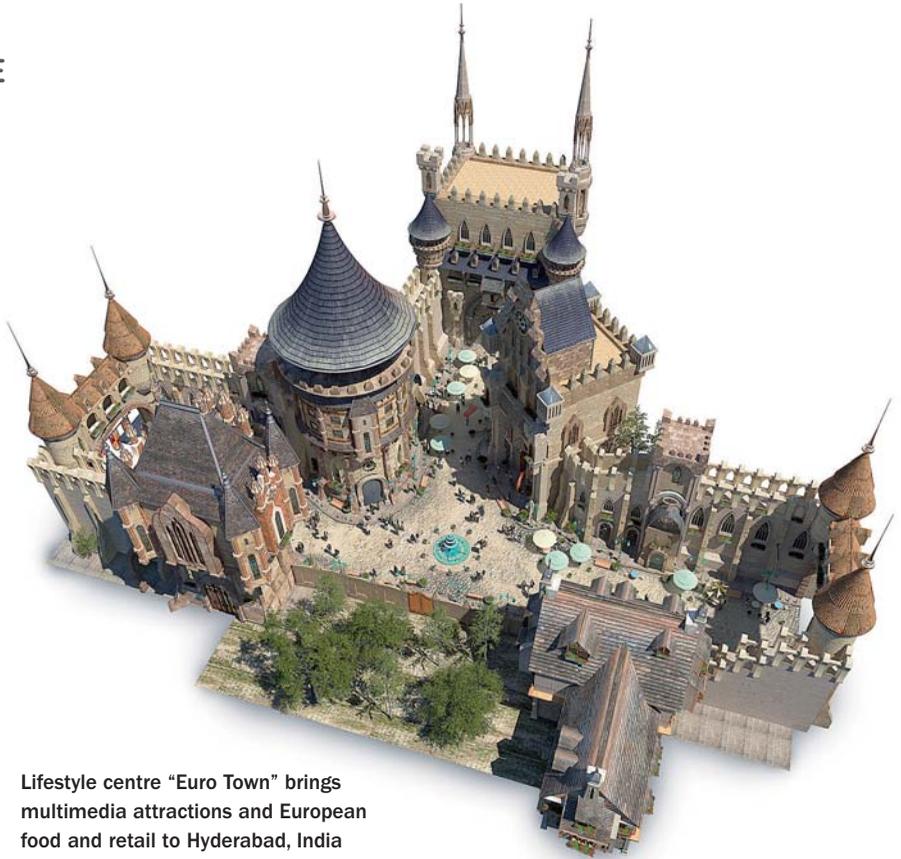
### How do you see the industry landscape changing?

**Dan Thomas:** We're trying to open up the industry. People say the US is a saturated market; Japan is saturated, South Korea is about to be saturated. In fact, the US has 300 million inhabitants and maybe two major tourism destinations with quality theme parks. In the UK, for example, there are a couple of parks but they're leaning towards amusement parks – mostly rides.

So, so-called saturated markets actually have vast opportunities, especially today when most cities are not built at the human scale. In new markets, like China or Korea, the newly built cities are unappealing and most of the living space is not inspiring at all – most of these places are missing the human touch.

**Natasha Varnica:** At the weekend, people don't actually have many places to spend their leisure time. They used to go to shopping malls – which are dying now – and in many places in the world there's not anything to do that's special.

I think "theme park" is a term that usually describes traditional amusement parks, but for us, a theme park is much more. It's a rich, elaborate, human scale, soft, immersive environment with intangible values. These types of values are applicable in all kinds of tourism environments, from commercial



Lifestyle centre "Euro Town" brings multimedia attractions and European food and retail to Hyderabad, India

developments with mostly retail, F&B content, to historical heritage sites, national parks, destination resorts, entertainment centres and other types of tourism developments.

### How important is it to draw inspiration from the culture and heritage of the site location?

**Dan Thomas:** Cultural values are very important. If you look at successful parks like Disneyland, they are based on culture, a Euro-American culture. The only problem is, it's the same thing repeated over and over again. New markets have cultures completely untouched in that way. In China, there's an extremely rich culture that's practically untapped – or when it's been attempted it's not been very successful.

Every country has unique cultural elements and we have a very deep interest in using these new cultural environments to develop attractions of world-class quality.

If you travel abroad these days, there's a good chance it'll be hard to tell where

you are because every place is starting to look the same – that's the impact of globalisation. For us that's also the challenge. We want to use these different cultural values to make unique projects. People appreciate that, not just those who live there, but those who travel there.

### What's your design philosophy with these tourism projects?

**Natasha Varnica:** We value encyclopedic knowledge, open-mindedness, imagination and innovation as key factors in the creation of original projects. We try to use cultures, historical and geographical settings in our design approach in a realistic, feasible way that fits unique environments of our projects.

Tourism projects are created in a comprehensive way so they have layers of gradual immersion into the theme or story of the project. They form a coherent world of rich, enhanced experience.

Our projects are about the environment. When it's mixed-use, it's not only about



"Old City", a fantasy theme park near Prague, Czech Republic, will incorporate oriental themes into its historical European setting



IDEATTACK designs for Yulin Tourism Zone in China (top left, top right) and Zilant City in Russia (bottom left, bottom right)



**“Theme park” usually describes traditional amusement parks, but for IDEATTACK a theme park is a rich, elaborate, soft, immersive environment with intangible values**

the attractions and rides but it’s about what’s outside and surrounding you – that’s where people spend most of their time. In the creation of these soft spaces, it’s that intangible value that we create that should connect all the elements in a way that makes sense.

Every project is an authorship project – you’re the creator of a special world that’s different from the one outside.

**Is it difficult to balance the business needs of a project with the artistic vision?**

**Dan Thomas:** We advise the client to balance the process in a way that business needs don’t over-dominate the creative vision of the project, but we also understand that the business will bring income to the destination and keep it alive – it’s a fine line. The two sides complement each other because if the environment is attractive, people will come and boost the business.

**Natasha Varnica:** The timing of when the project is commissioned is also important. We prefer to come to markets when they are in need of something special.

**What challenges is the industry facing?**

**Dan Thomas:** One of the main challenges in the industry is how to complete all potential projects in a quality way. In our industry this is so important because the quality is the value of the project. Without it, it loses the point. You can do residential blocks badly and people will still live there, but these projects are different.

You have to make them appealing so people can make the choice to visit them. Tourism destinations have to be special in order to attract people. The “specialness” of a tourism destination is a determining criterion for its success in comparison to other destination choices that people have.

Another concern is some of these projects tend to be extremely expensive to realise and can only be sustained in a few locations in the world at the time. They can exist in these certain locations, but what about the rest of the world?

We want to make the cost more realistic. We believe you can develop world-class projects with quality design and vision on a much more realistic budget, and then they can serve a lot more cities and countries.

**What would you like to see happen?**

**Natasha Varnica:** Our industry has a responsibility to educate itself about the cultures and countries where it is working. Without doing that, we’re not able to interpret their stories, their cultural values.

We need to be more serious about what we do for the reputation of our industry. We’re concerned that if the industry doesn’t make good progress, the developers will give up – and that may happen.

**What’s IDEATTACK’s greatest success?**

**Dan Thomas:** We’re constantly making steps forward and we’ve had many achievements. At the moment, several of our projects in China are under construction and we believe they will stand out in terms of quality of experience.

We’re working on a special and different theme park located in Changping, between Beijing and the Great Wall of China.

It strikes the balance of budget and quality and we believe it will be an eye-opener to developers – hopefully, they’ll realise you don’t need billions of dollars to create high-quality projects. ●



The Aquadek now dominates at Lagan Valley Leisure Plex

## Empex installs Aquadek at Northern Ireland pool

Empex Watertoys has designed a new water play area in Northern Ireland's largest leisure pool, the Lagan Valley Leisure Plex in Lisburn City.

As part of Lisburn City Council's major renovation works at the facility, Empex was awarded the design competition to supply a water play area. A new 'Aquadek' has been created to add interac-

tivity and a kids waterslide to the facility, with the structure now dominating the free form family fun pool area.

Empex has also added interactive water features for children aged up to 12, designed to let them both play and learn about water.

The company also recently completed an installation at Singapore's Sports Hub.



The Houla Hoop is suitable for all ages, even small children

## WhiteWater fulfils Hoop dreams at Swiss waterpark

Switzerland's Aquaparc has taken delivery of Europe's first 'Fusion Waterslide' from WhiteWater. Called the 'Houla Hoop', the attraction opened at the waterpark in Le Bouveret in late March.

The Houla Hoop combines the high banking turns of WhiteWater's 'Constrictor' with the near vertical oscillations of its 'Rattler'.

The project posed a unique design and installation challenge of fitting a large amount of new fiberglass into a tangle of waterslide flumes, according to WhiteWater. The company developed a detailed 3D environment of the site that allowed it "to minimise any potential interference with the existing structural supports and waterslides".



A rendering of the SplashGolf product from Adventure Golf

## Making a splash with new adventure golf attraction

Adventure Golf Services describes its new offering as "water mini golf on a splash pad". 'SplashGolf' takes players and the game itself into an interactive water environment.

Scott Lundmark, Adventure Golf Services president, said: "It combines two age-old fun attractions – splash pads and mini golf – into one completely new, interactive water based

game attracting all age groups for more family fun."

Lundmark said the product is suitable for waterparks, amusement parks, tourist attractions, resorts and hotels, campgrounds, parks and recreation centres.

A smaller model, called SplashGolf Jr, has a lower price and fits more locations where space is limited.



Splash World Waterpark at the Hotel Globales Playa Estepona

## Spanish resort unveils Polin-designed waterpark

Designed and supplied by Polin, Splash World Waterpark has opened in Malaga, Spain.

It covers more than 215,278sq ft (20,000sq m) and is located at the Hotel Globales Playa Estepona. Polin used RTM manufactured waterslides throughout the park, a technology it says offers low emissions as well as components that are

stronger, lighter and have uniform thickness, making them easy to install. The company said its process also gave both sides of every waterslide component a smooth, silky finish.

Among the rides installed are a 'Multi Slide', 'Kamikaze', 'Black Hole', 'Aquatube' and two 'Space Holes', as well as a play structure for children.



Concept art for the upcoming installation on Langkawi

### Dino Island dark ride by Simworx coming to Malaysia

Simworx has signed a deal to supply a dino-themed immersive tunnel to a cable car and adventure park attraction on the popular Malaysian island of Langkawi.

The attraction will be a 30-seater version of Simworx's tracked tram ride, which will be accompanied by an original ride film, which is called Dinosaur Island.

The contract has been signed with Panorama Langkawi. In the Simworx installation, scheduled to open in November 2015, a jeep-like ride takes visitors into the show area, where the experience includes 3DOF motion with platform drops and immersive 3D projection to the front and two sides of the car.



Sonic Rose is meant to transform the traditional stage space

### Danny Rose unveils Sonic Rose multimedia experience

Art and design team Danny Rose premiered its 'Sonic Rose' sound spatialisation operatic multimedia experience at an event in Milan, Italy.

The system for multi-channel sound spatialisation was developed specifically for Paris-based Danny Rose by Emanuele De Raymondi and Jacopo Carreras. It made its debut at 'The Eyes Of The

Resistance' event, held across two locations including the House of Memory in Milan. It was to mark the occasion of the Italian Resistance's 70th anniversary, as part of INSMLI - Italy's National Institute for Liberation Movement Studies.

It was also staged for an inauguration of the Resistance Museum in Milan.



The demo took place at giant screen theatre La Géode in Paris

### Cinemeccanica unveils digital 3D LUX cinema laser

Cinema projection company Cinemeccanica performed a digital 3D laser projection demo at the Euromax conference, held between 7-9 June.

The company said the demo is designed to enable comparison of its new 6P laser light source LUX solution to other market leaders, such as the 15/70 IMAX projection system and Xenon digital projection.

The LUX cinema laser provides a 30 per cent increase in brightness, a lifetime of 30,000 hours, and a 50 per cent increase in energy efficiency, according to Cinemeccanica.

The annual Euromax event is held by the European Association for Giant Screen and Documentary Cinema, and was hosted at giant screen theatre La Géode in Paris.



WhiteWater staff joined park owners during the ceremony

### Ground broken at China's Yinji Xinmi Waterpark

The groundbreaking ceremony for China's Yinji Xinmi Waterpark has taken place.

Scheduled to be completed in spring 2016, the waterpark will be one of the first destinations in the world to unveil WhiteWater Attractions' 'No Boundaries', which combines climbing walls, an adventure trail, ropes course and zip lines. In total, WhiteWater said more than US\$34m

(€30.3m, £22.2m) worth of waterslides, design services, and AquaPlay structures would go into this project, and it is sole equipment supplier.

"This project marks the largest order of waterpark products and attractions for WhiteWater and for the entire industry," said Geoff Chutter, CEO & president of WhiteWater.

# Steve Boyd to head up Eleven Arches academy

As part of plans to bring a £27m (US\$41.4m, €36.7m) Puy Du Fou attraction to the UK, the team behind the project has brought in Steve Boyd – the man who choreographed the London 2012 Olympic Games opening ceremony among others – to train 1,000 volunteers for the night spectacle known as Eleven Arches.

Boyd, who has masterminded public involvement for every Olympics since 1992, will serve in the debut season as creative director and head of volunteer activation for the training academy.

1,000 volunteers trained by the Eleven Arches will not only perform on-stage, but will also act as technical crew and handle elements such as first-aid, costume design, pyrotechnics and prop making. Boyd and the Puy du Fou team created four masterclasses – pyro, combat, horse riding and human animation.

“Puy du Fou has the artistic side taken care of,” said Boyd speaking exclusively to AM2. “I’m getting everybody ready for them. We’re finding the right people, we’re getting



Steve Boyd has choreographed such events as the Olympics, Super Bowl and Oscars

the ethos of volunteering and community together so everyone’s on the same level. Getting them working as a team. [Puy du Fou] are the guts of it, I’m getting them the

right candidates. Training is like a cross between a really good wedding reception and gym class, it’s all about community.”

More: [http://lei.sr?a=J9C4u\\_A](http://lei.sr?a=J9C4u_A)



Pokémon Lab makes its debut on 8 July

## Pokémon exhibit coming to Tokyo science centre

Kids will be getting a unique lesson in science at Tokyo’s Miraikan Science Museum this summer, when a Pokémon-themed lab exhibit opens at the institute.

The *Pokémon Lab* exhibit, to be split across three rooms, will recreate the opening scenes of the popular games in the franchise, where players choose their starter *Pokémon*. Through the exhibit, children will be tasked with imagining what it would be like to study *Pokémon* as a professor.

More: [http://lei.sr?a=K8C8r\\_A](http://lei.sr?a=K8C8r_A)

## Alabama’s Cook Natural Science Museum moving to new US\$17m home

The Cook Natural Science Museum in Decatur, Alabama, has unveiled plans for a brand new US\$17m (€15.6m, £11m) facility, which will see the museum move from what was once a by-appointment warehouse tour into a fully-fledged educational facility.

Increasing in size from 5,000sq ft (464sq m) to 57,000sq ft (5,295sq m), the interactive museum, designed by Huntsville-based Fuqua & Partners Architects, will move from its current home to a new location in downtown Decatur.

New live exhibits will include a saltwater



Fuqua & Partners Architects designed the museum

aquarium, jellyfish tanks and animal terrariums. Plans also feature a cave with the museum’s rock and mineral collection, a wetlands exhibit, two classrooms, a multi-purpose room,

5,000sq ft (5,295sq m) of temporary exhibition space and resources for school outreach programmes. A café is also included in the plans, as well as a 140-seat theatre.

More: [http://lei.sr?a=N9X9b\\_A](http://lei.sr?a=N9X9b_A)



# EXPERIENCE THE EXPERIENCE



**PolinWaterparks**

polin.com.tr      polinwaterparks

# Training that works.



CREW understand that staff development can be difficult and time consuming, but we know that your people can make the difference between a good business and a great business.

CREW training will:

- Inspire great customer service
- Boost retail and FOH confidence
- Enhance communication and presentation skills
- Develop interactive talks and shows
- Improve team morale
- Increase revenue

*"As a direct result of CREW training our fund pot for "Gems of the Jungle" at £5000 in August went through the roof and we amassed a further £18,000 in just six weeks. Brilliant!" (summer season 2011)*

Dianne Eade, Newquay Zoo  
Head of Finance, Human Resources and Administration



[www.crew.uk.net](http://www.crew.uk.net)

[info@crew.uk.net](mailto:info@crew.uk.net)

**0845 260 4414**

For more details on the following jobs visit [www.am2.jobs](http://www.am2.jobs) or to advertise call Julie on +44 (0)1462 471919



■ **Operations Manager**

Company: Legoland Discovery Center Atlanta  
Location: Georgia-Atlanta, United States

■ **Head of Sales**

Company: Legoland Malaysia  
Location: Johor Darul Takzim, Malaysia

■ **Experiences Brand /Sales Manager**

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, United States

■ **VIP Experiences Coordinator**

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, United States

■ **General Manager - Cluster**

Company: Merlin Entertainments Group Ltd  
Location: California-San Francisco, United States

■ **Rides Maintenance Technician**

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

■ **Operations Manager**

Company: National Media Museum  
Location: Bradford , United Kingdom

■ **Bars and Events Manager**

Company: Planning Solutions Limited  
Location: Burton Upon Trent

■ **Resort Marketing Manager**

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

■ **Senior Aquarist**

Company: Sea Life  
Location: Michigan-Auburn Hills, United States

■ **Guest Services Duty Manager**

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

■ **Public Relations Manager**

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, United States

■ **Aquarist**

Company: Sea Life  
Location: Missouri-Kansas City, United States

■ **Guest Liaison Assistant**

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, United States

■ **Promotions Team**

Company: Sea Life  
Location: Minnesota-Bloomington, United States

■ **Guest Communications Coordinator**

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

■ **Visitor Services Manager**

Company: National Trust  
Location: Nottinghamshire, United Kingdom

■ **Guest Services Manager**

Company: Bristol Zoo Gardens  
Location: Bristol, United Kingdom

■ **Commercial Supervisor**

Company: Legoland Discovery Chicago  
Location: Illinois-Schaumburg, United States

■ **Attractions Area Lead**

Company: LEGOLAND Florida  
Location: Florida-Winter Haven, United States

■ **Hotel Resident Manager**

Company: Gardaland Resort  
Location: Castelnuovo del Garda, Italy

■ **Aquarist Sea Life Jesolo**

Gardaland Resort  
Location: Castelnuovo del Garda, Italy

## UNESCO threatens 'in danger' listing for Australia's Great Barrier Reef

*Continued from front cover*

Following concerns that an 'in danger' listing for Australia's Great Barrier Reef was imminent, a draft decision by UNESCO proposes not to list the natural wonder as in danger immediately, but does put Australia on notice, requesting a progress report by 1 December 2016.

Over the course of the last 30 years, the Great Barrier Reef – made up of 600 islands and 3,000 coral reefs – has lost 50 per cent of its coral. The region contributes around AU\$6bn (US\$4.6bn, €4.2bn, £3bn) to the Australian economy.



UNESCO says the reef is polluted and overdeveloped

An in danger listing would be a heavy blow to tourism for the area and the coastal communities which rely on the reef as a source of income.

The government has pledged more than AU\$2bn

(US\$1.5bn, €1.4bn, £1bn) to the reef over the next 10 years divided over four federal agencies, six state agencies and several major research programmes.

*More: [http://lei.sr?a=U8P8H\\_A](http://lei.sr?a=U8P8H_A)*

## Hettema Group-designed One World Observatory opens to the public

New York's One World Trade Center has cut the ribbon on the Hettema Group-designed One World Observatory, allowing visitors to venture to the very top of the western-hemisphere's tallest skyscraper.

The "entertainment experience" – managed by Legends Hospitality – is comprised of a 120,000sq ft (11,148sq m) observation deck at the top of the US\$3.9bn (€3.6bn, £2.6bn) Skidmore, Owings and Merrill-designed (SOM) tower, along with an accompanying ground-floor experience. Speaking



One World Observatory sits at the top of New York's skyline

to AM2 a Hettema spokesperson said that from the start, the goal was not to focus on 9/11, rather the future and the vibrancy and resiliency of New York City. The tower

itself was constructed by Tishman Realty & Construction – the firm that built the original World Trade Centers destroyed in the 9/11 attacks.

*More: [http://lei.sr?a=w5Z3g\\_A](http://lei.sr?a=w5Z3g_A)*

### American Association of Museums (AAM)

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

### Association of American Zoos & Aquariums

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

### Association of Art Museum Directors

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

### Association of Independent Museums (AIM)

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

### Association of Leading Visitor Attractions (ALVA)

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

### Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: [www.astc.org](http://www.astc.org)

### Association of Scottish Visitor Attractions (ASVA)

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

### Association of Zoos and Aquariums (AZA)

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

### Australian Amusement Leisure & Recreation Association (AALARA)

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

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

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

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

T: +31 20 520 07 50 W: [www.eaza.net](http://www.eaza.net)

### European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: [www.ecsite.eu](http://www.ecsite.eu)

### Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: [www.giantscreencinema.com](http://www.giantscreencinema.com)

### Historic Houses Association (HHA)

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

### Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: [www.iaapi.org](http://www.iaapi.org)

### International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: [www.iaapa.org](http://www.iaapa.org)

### International Planetarium Society

T: +1 808 969 9735 W: [www.ips-planetarium.org](http://www.ips-planetarium.org)

### Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: [www.iscan.ie](http://www.iscan.ie)

### Museums Australia

T: +61 2 6230 0346 W: [www.museumsaustralia.org.au](http://www.museumsaustralia.org.au)

### National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: [www.farmattractions.net](http://www.farmattractions.net)

### NAVET

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

### Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: [www.oaba.org](http://www.oaba.org)

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

Email: [r1f@tnaqua.org](mailto:r1f@tnaqua.org) W: [www.azfa.org](http://www.azfa.org)

### The Canadian Museums Association

T: +1 613 567 0099 W: [www.museums.ca](http://www.museums.ca)

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

T: +613 566 4247 W: [www.canadiansciencecentres.ca](http://www.canadiansciencecentres.ca)

### Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: [www.teaconnect.org](http://www.teaconnect.org)

### World Waterpark Association (WWA)

T: +1 913 599 0300 W: [www.waterparks.org](http://www.waterparks.org)

### Zoo & Aquarium Association

T: +61 2 9978 4797 W: [www.zooaquarium.org.au](http://www.zooaquarium.org.au)