

UAE will be 'Orlando 2.0' by 2021 says PwC report

New research from PwC's Middle East division has suggested that the UAE is starting to morph into 'Orlando 2.0' as theme park revenues have been forecast to shoot up 78 per cent by 2019, with the region becoming a serious competitor to Orlando by 2021.

Increasing from AED1.7bn (US\$470m, €420m, £306m) in 2015 to a predicted AED3bn (US\$837m, €748m, £545m) in 2019, UAE's transformation into a world-class leisure and entertainment destination, which was released at September's Vision Conference in Dubai, cited five major theme parks currently under development – three of which are part of the AED10bn



Three major theme parks are under development in Dubai alone

(US\$2.7bn, €2.4bn, £1.8bn) Motiongate Dubai mega-resort – as a reason for the significant increase in the coming years.

As recently as Aecom's 2013 Theme Park Index, no Middle East attractions appeared among the top 25 theme parks, though

this is predicted to change rapidly with the establishment of the 'Orlando 2.0' UAE.

"Globally, theme parks in Europe, the Far East and the US, Orlando in particular, dominate the market," said Philip Shepherd, Middle East Hospitality and Leisure leader at PwC speaking at the trends panel. "However, theme parks in the UAE have the potential to see more than 18 million visits by 2021. With its central global location and excellent hospitality facilities, we predict the UAE has the potential to become a serious rival to theme park world leader Orlando by 2021."

More: http://lei.sr?a=p6D6y_A

Seven-day plan for France's major institutions

The French government is pushing forward with plans to open its major institutions seven-days a week, following an announcement from French President François Hollande on 7 September.

"Starting this autumn, days that the museums were previously closed to the public, whether Monday or Tuesday, will become a day for schools," said President Hollande. "We want to offer the youth of France the chance to learn, to marvel and to be moved."

More: http://lei.sr?a=c4C5c_A

Lucas museum scales back plans to counter lawsuit

In response to a lawsuit aiming to halt development of George Lucas' legacy project on Chicago's waterfront, a revised proposal for the Lucas Museum – which includes a scaled-back building design with more green space – was unveiled during a federal court hearing on 10 September.

The new designs force Friends of the Parks – the nonprofit group suing in an attempt to halt the development on the Chicago waterfront – to adjust its lawsuit after district judge John Darrah told the group they had "no viable complaint".

The new proposal will reduce the overall size of the museum by 25 per cent, from the original seven-storey, 400,000sq ft



Lucas' museum project has reduced in size

(37,100sq m) plans to the new designs which will be around 300,000sq ft (27,900sq m), with 200,000sq ft (18,615sq m) of new parkland catering to open space advocates.

More: http://lei.sr?a=Y9V9H_A

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Annual subscription rates are UK £31

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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

Oxford and Harvard team up to battle back against ISIS heritage destruction

As ISIS continues to wage its war of hate across parts of the Middle East, destroying ancient relics and monuments as it goes, archeologists from the universities of Harvard and Oxford have teamed up with UNESCO to try and digitally preserve the region's historical architecture and artefacts.

Led by Oxford's Institute for Digital Archaeology (IDA) with contributions from the epigraphical database project at New York University's Institute for the Study of the Ancient World, the Million Image Database Project will "flood" war-torn regions with



ISIS recently destroyed the ancient city of Palmrya

thousands of 3D cameras used to scan and digitally preserve endangered sites.

The ambitious scheme is aiming to have captured one million archival-quality images in areas such as Syria, Iraq, Lebanon,

Turkey, Iran and Yemen, by 2016. By 2017 the database hopes to have captured more than 20 million images, complete with GPS data and dates taken.

More: http://lei.sr?a=K6z7X_A

Australian pop-up waterpark with record-breaking slide coming to Perth

Australia's first pop-up waterpark is set to make a splash in Perth, when Xscape at the City arrives at the Belmont Park Racecourse for a six-month run in November.

Designed and operated by Australia-based Amusement Leisure Consultants, the attraction's premier feature is the fully demountable balloon/air slide – the tallest waterslide in the world in its class. The twin lane slide is 23m (75ft) high and 110m (360ft) in length. Designed by Florida-based Freestyle Inc of St Petersburg, sliders will reach speed of up to 50kmph (31mph) as they descend on the record breaking feature.



The pop-up is confirmed for Perth through November to April

Other attractions at the park include a four-lane, 15.8m (51.8ft) slide and a smaller 8.5m (27.8ft) slide, both of which are also by Freestyle. A 25m (82ft) long pool also comes as part of the

pop-up, with a second 25m kids pool featuring six small slides. Dry rides are also included, with 18 trampolines and a 70m-long (229ft) inflatable obstacle course.

More: http://lei.sr?a=N7e5a_A

WWE creates Performance Center experience tour

For the first time in its history, the WWE is opening its Performance Center – the training facility where the professional wrestling organisation hones its future stars – to the public in what is being billed as a ‘once-in-a-lifetime’ experience.

‘WWE Performance Center: All Access’ will allow 40 avid wrestling fans the unique opportunity to enter the usually off-limits training facility in Orlando, Florida, and see the ins-and-outs of what it takes to become a WWE Superstar or Diva.

Taking place for the first time on 28 September, the experience will start with a light breakfast (and later lunch) with NXT (the WWE’s developmental brand) Superstars and Divas. Guests will then get the chance to participate in a Q&A and orientation session with the NXT coaching staff, before attending a Q&A and autograph session with members of the NXT roster.

An all-access tour of the facility will give guests an inside look at everything on offer. Visitors will also be able to watch a private



PHOTO: WWE

The behind-the-scenes tour will offer access to WWE and NXT Superstars like never before

NXT training session and the be given the opportunity to create their very own wrestling promo, which they will be coached on and then cut during a special promo class.

The experience will culminate with a private NXT live event at the Performance Center which guests will help to produce and manage.

More: http://lei.sr?a=A5D6m_A

Chester Zoo debuts Monsoon Forest in phase two of £40m Islands expansion

Chester Zoo has debuted phase two of its £40m (US\$62.2m, €56.4m) Islands project, which is centred around the UK’s largest indoor zoo exhibit, Monsoon Forest.

Developed to put the spotlight on a number of endangered species from Southeast Asia, the new exhibit features its own tropical weather system and a number of tropical plant species. In addition to the Sulawesi crested macaque, rhinoceros hornbill, Asian forest tortoise and the tentacled snake, Monsoon Forest is home to two Sunda gharial crocodiles which have had a



Monsoon Forest is home to two Sunda gharial crocodiles

special enclosure developed inside the exhibition with an underwater viewing area. Also included are raised walkways and free flight areas for the enclosure’s birds.

Following a successful launch last month, Islands is expected to increase footfall at the zoo by around 150,000, bringing numbers up to 1.5 million visitors annually.

More: http://lei.sr?a=q4v7z_A



Daniels portrayed C3PO in *Star Wars*

Anthony Daniels to star at SATE conference

Anthony Daniels, the only person to appear in all seven *Star Wars* films where he played the role of C3PO, is set to star at this year’s annual SATE Conference, which happens in Pittsburgh, Pennsylvania this week.

Walt Disney Imagineering’s Scott Trowbridge will interview Daniels onstage in an ‘Inside the Actors Studio-style’ talk, with the two sharing stories exploring the changing role of technology and the effect it has had on museum installations and rides.

More: http://lei.sr?a=F2w2u_A

Ubisoft working on 'next-gen' theme park plan

Ubisoft, best known for developing video games such as *Assassins Creed*, *Splinter Cell* and *Prince of Persia*, has announced that it is working on developing a next-generation theme park in Kuala Lumpur, Malaysia, based around its most popular franchises.

Ubisoft has some previous theme park development experience, having developed the TEA Award-winning *Rabbids dark ride* at Futuroscope. Led by Ubisoft Motion Pictures, the theme park project will, according to a statement, "combine a rich portfolio of world-renowned brands and an expertise in designing highly interactive gaming experiences, to revolutionise guests' journeys."

Ubisoft are partnering with RSG Group – owners of the under-development 20th Century Fox Movie Animation Park Studios – on the development. The 10,000sq m (107,600sq ft) theme park will be located in central Kuala Lumpur and will feature innovative Ubisoft-themed rides, attractions and shows. The development is scheduled for completion by 2020.



The theme park will include brands such as the popular *Assassins Creed* franchise

"Together we are creating a place where every guest is a player, every ride is a playground, every visit is a game," said Jean de Rivières, senior vice president

of Ubisoft Motion Pictures. "In RSG, we've found a partner with a wealth of expertise in theme park development."

More: http://lei.sr?a=P7V6g_A



The Storehouse beat strong competitors

Guinness Storehouse is Europe's top destination

The Guinness Storehouse in Dublin has claimed the title of Europe's leading tourist destination at the World Travel Awards in Sardinia, Italy.

During a night which also saw Russia's St Petersburg named best tourist city in Europe and Disneyland Paris awarded the title of Europe's leading themed resort, the Guinness Storehouse beat out the likes of Paris's Eiffel Tower, the Roman Colosseum and London's Buckingham Palace as the best tourist attraction to visit in Europe.

More: http://lei.sr?a=T9J5J_A

New Seychelles aquarium pushes ocean conservation message to kids

A new aquarium in the Seychelles is pushing the message of conservation by offering people a visual snorkelling experience without ever having to go into the water.

Owned by professional diver and boat charter businessman, Charles Savy, the 100 per cent Seychellois-designed and built aquarium on the reclaimed island development of Eden puts an impetus on educating children about the importance of surveying and conserving the oceans of the Seychelles, using the waters sustainably.

The aquarium has 33 tanks displaying a collection of rare



The aquarium has 33 tanks displaying rare marine life

marine life collected from the country's 115 islands. Each tank in the aquarium represents a different type of environment found on different archipelagos of the Seychelles.

An annual ticket is available for a low SR230 (US\$18, €16, £12), with monthly special exhibits looking at different aspects of marine environments.

More: http://lei.sr?a=c2j6s_A



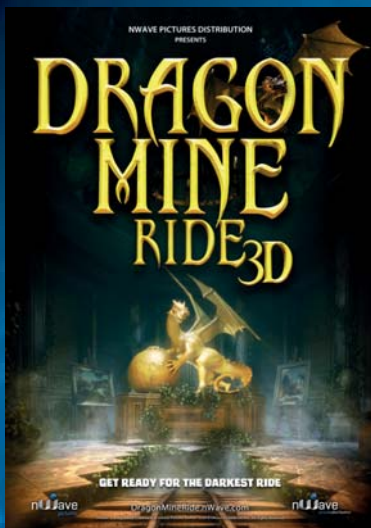
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China creates Louvre duplicate in Shijiazhuang

After drawing the ire of the Egyptian government when it created a replica sphinx last year, a Chinese theme park in Shijiazhuang has added to its collection, creating a 1:1 replica version of Paris's Louvre Pyramid.

Not sharing quite the same iconic locale, the replica Louvre Pyramid – the original of which first opened in 1989 – sits in the overgrown field of the unique amusement park/movie set in Shijiazhuang, Hebei province.

Originally designed by Chinese architect I.M. Pei, the like-for-like replica of the iconic Parisian structure now sits to the left of the fake Sphinx, while a clone of Beijing's ancient Temple of Heaven is being developed on the building's right.

When the replica sphinx was unveiled last year, government officials from Cairo lambasted the recreation, with Antiquities minister Mohamed Ibrahim claiming the copycat "harmed the cultural heritage of Egypt".



The replica Louvre sits in an overgrown field of the unique amusement park

The fake Louvre seems to have prompted a similar reaction online, with many blaming the 'duplitecture culture' – architectural replicas of tourist areas and attractions around the

world – of the country, which has previously gone as far as to recreate entire international communities for tourists to visit.

More: http://lei.sr?a=D5Y6m_A



The plans are privately financed

R\$90m aquarium will be South America's largest

The largest marine aquarium in South America, AquaRio, will open its doors to the public in March 2016.

The attraction in Brazil's Porto Maravilha was originally scheduled to open at the end of 2015, but construction delays meant the opening was pushed back to March. The R\$90m (US\$25.9m, €23.2m, £16.6m) development is spread over six storeys (including a basement level) and will be home to 8,000 animals across 350 species of shark, sea turtle, sting ray and fish.

More: http://lei.sr?a=S6f2j_A

Busch Gardens brings in *Blair Witch* producer to direct halloween event

In what seems to be a recurring theme among the world's theme parks pushing for boosted attendances through the Halloween period, filmmaker Robin Cowie – best-known for producing *The Blair Witch Project* – has been enlisted by Busch Gardens to produce the park's Howl-O-Scream fright fest for 2015.

Following in the footsteps of the likes of Guillermo del Toro, Rob Zombie and Robert Kirkman – who have all had input into creating horror mazes for theme parks after directing and producing cult horror flicks – Cowie



Unearthed: Scarlett's Revenge will be a new addition

will create a theme for SeaWorld Entertainment's theme parks in Tampa, Williamsburg, and San Antonio. By bringing in the horror aficionado, Seaworld Entertainment will be

hoping to boost ticket sales at a time when the company is suffering across the board, with its latest earnings report marking an 84 per cent drop in profits.

More: http://lei.sr?a=R3M7a_A



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BALPPA Autumn Conference 2015

Blackpool Pleasure Beach, Blackpool, UK

The 2015 version of BALPPA's autumn conference will be based in-and-around Blackpool Pleasure Beach. Open to all BALPPA members, the day one itinerary includes a charity golf day, visit to Blackpool Tower, dinner, Blackpool Illuminations tram tour and an overnight stay. Day two will include a member meeting, tour of the Pleasure Beach and lunch. Members will also get the chance to raise any questions they may have with an update on BALPPA's activities including political lobbying, legislation and events also on the cards.

Email: events@balppa.org

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www.balppa.org

26 SEPTEMBER 2015

MuseumNext Indianapolis **Indianapolis Museum of Art, US**

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

Email: kala@museumnext.com

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PHOTO: AL AIN ZOO

The event will take place inside the expanded Al Ain Zoo

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WAZA Annual Conference **Sheikh Zayed Desert Learning Centre, Al Ain, UAE**

The 70th annual World Association of Zoos and Aquariums (WAZA) conference follows the theme of

"Zoos and Aquariums making a difference in Conservation and Animal welfare". More than 300 WAZA representatives are expected to attend.

Email: secretariat@waza.org

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5-6 NOVEMBER 2015

Museums Association Conference & Exhibition 2015 **ICC Birmingham, UK**

The event is the largest event of its kind for museum and heritage professionals in Europe with more than 1,500 attendees from all over the world coming together to discuss the key issues affecting the sector. There will be more than 90 stands bringing the latest practice, technology and hardware from suppliers and consultants.

Email: lorraine@museumsassociation.org

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Sydney's Goods Line opens to public for first time

The first phase of Sydney's new linear park, inspired by New York's High Line, has opened to the public for the first time.

The AU\$15m (US\$10.5m, €9.3m, £6.9m) first phase of the Goods Line in central Sydney, designed by Aspect Studios and Choi Ropiha Figuera (CHROFI), opens up a new pedestrian and cycle network from the Australian city's railway square and ultimo neighbourhood to the iconic Darling Harbour.

The eco-friendly green corridor, which follows the path of a former train line, was commissioned by the Sydney Harbour Foreshore Authority and comprises a series of integrated platforms which cater to leisure, offering scope for gigs, pop-up events, green spaces and recreation. Once complete, the Goods Line will stretch 500m (1,640ft) and will be split into two sections – the Goods Line North and the Goods Line South.

The opening of the Goods Line will be followed by development of the southern section, with plans to go out to tender later this year and construction due to start in early 2016.



The opening of the northern section will be followed by development of the southern section

“The revitalisation is expressed via a singular move”, said a representative of CHROFI. “The laying of a new datum, a precast concrete ‘figure’

onto the existing railway corridor, articulating the site's history and concurrently telling the story of today.”

More: http://lei.sr?a=g2Q4v_A



“Superhenge” could boost tourism

Stonehenge researchers discover “superhenge”

Archaeologists mapping the earth beneath Stonehenge have discovered what has been dubbed “superhenge”, a collection of nearly 100 stone monoliths dating back around 4,500 years.

The site – which is five times larger than its ‘little brother’ – will become a part of the exhibition at the Stonehenge visitor centre, while plans for unearthing the stones and turning superhenge into a visitor attraction in its own right are currently being considered by the local authority.

More: http://lei.sr?a=f6T8z_A

Frost Museum of Science closes ahead of move to downtown Miami in 2016

The Patricia and Phillip Frost Museum of Science has closed its doors for the first time in more than 50 years ahead of its US\$275m (€212m, £168.5m) move to a new location in downtown Miami in early 2016.

The new three-storey, 250,000sq ft (32,225sq m) facility – currently under construction in a prominent location on the Miami waterfront alongside the city's 40-acre Museum Park and Perez Art Museum Miami – broke ground in early 2012 and is set to be completed by the end of 2015. An architectural team led by London-based



A planetarium will form part of the museum's ‘living core’

Grimshaw Architects worked on the design of the new museum, while Skanska USA is operating as construction manager and Hill International is managing the project.

A museum representative told AM2 that “every aspect of the Patricia and Phillip Frost Museum of Science is designed to inspire the mind and engage the senses.”

More: http://lei.sr?a=T8w9K_A

Second zoo development planned for Sydney

John Burgess, managing director of Sydney Zoo and founder of Sydney Aquarium, has announced plans for an AU\$36m (US\$25m, €22.3m, £16.3m) second zoo in Sydney, with the new facility set for the city's western suburbs after securing capital for the development through private fundraising.

Working in partnership with Allen Partners and Sturt Capital Partners, Burgess will develop the plans initially unveiled by NSW premier Mike Baird in March.

Burgess, who sold his company Sydney Attractions to Village Roadshow for AU\$141m (US\$97.6m, €87.4m, £63.9m) in 2008, will head up the new zoo as managing director. The proposal in the Western Sydney Parklands at Bungarribee, covers 165,000sq m (40.7 acres) and could house up to 500 animals in luxury, according to Burgess.

"The animals are the rockstars of the zoo," said Burgess. "As such they will receive world-class care with extra large enclosures and animal experts on site."



John Burgess will develop the plans initially unveiled by NSW premier Mike Baird in March

ASPECT Studios are in charge of landscape architecture, while MISHO+Associates are masterplanning the site with contributions from urban developer JBA, engineering

consultancy from Lindsay Dynan and Evolve Engineering, transport consultancy from GTA and conceptual images by Off the Cuffe.

More: http://lei.sr?a=E2m3s_A



The design creates a free-floating feel

numen/for use create explorable exhibition

Croatian-Austrian design collective numen/for use have unveiled a new installation at Aut. Architektur und Tirol museum in Innsbruck, Austria comprising a series of interactive, explorable, stitched safety nets.

According to numen/for use, "as they climb, creep and wiggle their way through the jagged progression of the 'tube', entrants encounter irregular diagonals and oblique perspectives that allow them to experience the architectural environment from unexpected angles.

More: http://lei.sr?a=U4T4x_A

Nicholas Stubbs designs revolving observation pod for heritage city

Plans for a world-first revolving glass observation pod in the centre of Bath, UK, have been unveiled by SRA Architects co-founder Nicholas Stubbs.

The £5m (US\$7.7m, €6.9m) plans would see the rotating 65m-tall (213ft) 'AquEye' built on the Somerset city's Pulteney Weir Island next to the historic Pulteney Bridge.

The structure, made up of two long masts, holds an observation pod at the end of it which would swing out over the River Avon, rising up above the historic city as it turns to offer a view of the surrounding area. The pod is capable of handling 25



Preservation advocates say that the pod is poorly located

passengers per 'flight,' with three ascensions an hour offering unrivalled views of the largely Georgian and Roman-era city. The high-tech, low profile design has been created

specifically for a historic city such as Bath, so as not to have a significant visual impact on the surroundings.

It is hoped that AquEye will be open by 2017.

More: http://lei.sr?a=b6b6W_A

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A word from Nathalie Depetro, MAPIC Director

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This is a unique opportunity for leisure operators and leisure brands to meet with global retail real estate developers looking for new leisure concepts

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Location: West Cornwall

Salary: Approx. £40,000

Closing date: Sunday 11th October 2015



About St Michael's Mount:

As one of the most instantly recognizable landmarks in the country, St Michael's Mount is a National Trust property, family home, island community and entrancing visitor destination all rolled into one.

St Michael's Mount welcomes as many as 300,000 visitors a year into the castle grounds, gardens and village. The island has a restaurant, café, two shops and a picturesque harbour. It's also home to 12 families which play a vital supporting role in its upkeep, such as running the boats and tending to the gardens. From the peak Summer seasons of April through to October, more than 90 of our seasonal staff members will be welcome on board to offer our visitors an enjoyable day out on the Mount.

About the role:

We are seeking an exceptional General Manager with a passion for and commitment to St Michael's Mount to work with the CEO and the St Aubyn family to run all aspects of the business and manage the island team to deliver a memorable visitor experience and to achieve the financial targets in the commercial areas.

The Head of Island Operations provides leadership and direction for the Castle and Gardens, Car Parks, Catering, Retail and Boating. They will also be in charge of National Trust operations including Conservation and Maintenance through the Castle Steward & Island Facilities Manager, as well as membership recruitment through the National Trust Recruitment Team and Events.

About you:

Proven experience within a commercial and operational role in a similar business (over 200,000 visitors) is essential. As the leader of a large team of customer facing people you will be able to communicate effectively at all levels to motivate and drive results and be able to create a positive and innovative working atmosphere. You will have excellent organisational skills, enjoy challenging situations and getting into the operational detail. You will be able to demonstrate sound commercial and business acumen that has been proven in your previous roles and have experience of managing trading enterprises. On top of your commercial and operational expertise, you must have a contagious passion for delivering exceptional standards, service and storytelling in a b2c environment.

For more details and to apply, please visit:

www.stmichaelsmount.co.uk/work-for-us

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

Shanghai government shuts down toxic industrial sites around Disneyland

More than 150 industrial sites heavily polluting the atmosphere near the under-development Shanghai Disneyland will be closed by the end of 2016 as Chinese officials start to establish a tourism zone in the area.

The plans are part of a larger Shanghai initiative to cut coal consumption by 40,000 tons every year. Various forms of pollution have increased as China has industrialised, which have caused widespread environmental and health problems. Shanghai in particular burns more coal than any other place in the country and has one of the most polluted atmospheres



Pollution is a serious problem for Shanghai and wider China

as a result – standing at five times the Chinese average.

The Pudong New Area tourism site currently houses 153 enterprises assessed as heavy energy polluters. In addition to removing industrial polluters,

the Pudong New Area government said it will introduce and promote tourism, agriculture, public services and eco-friendly sectors surrounding Shanghai Disneyland.

More: http://lei.sr?a=s8d3V_A

Slipknot create horror attraction to debut in California for Halloween

Heavy metal band Slipknot have taken a step outside of their usual musical zone to launch their own haunted house attraction as part of the returning Scream Park Sacramento.

Well known for their on-stage theatrics and outfits, the horror concept should be right up the band's alley, who will launch the attraction in Sacramento, California, on 2 October running until 1 November.

Included in the popup will be three different haunted houses and 'live horror entertainment'.

"Full immersion in horror is right in line with much



Slipknot are well known for their theatrics and outfits

of what Slipknot stands for," said a spokesperson. "Slipknot's driving forces have been brilliant music and showmanship, coupled with a profound willingness to unsettle."

Details about the attraction have been scarce, though it is known one of the mazes will be pitch black, with entrants only being given a torch to navigate the hallways.

More: http://lei.sr?a=Y8D2H_A

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