

Brazil National Museum destroyed in fire

A major fire has destroyed Brazil's 200-year-old national museum, with officials blaming a lack of funding for what has been described as an 'incalculable' loss of historical items.

There had been a number of complaints about the condition of the centuries-old museum, with its director saying it never had "adequate support", while for years, safety experts had warned of a serious fire risk to the building.

No one was hurt in the blaze but the vast majority of the institution's 20 million items were destroyed.

Among these artefacts, the museum was home to "Luzia", a 12,000-year-old skeleton of a woman, the oldest human remains ever found in the Americas.

Other galleries were dedicated to artefacts from Egypt. The museum also housed a large European art collection and a palaeontology department.

The cause of the blaze has not yet been confirmed, but it's been reported the



■ Close to 20 million items were lost in the devastating fire

fire could have been started by a small paper hot air balloon landing on the roof.

"It's an unimaginable disaster," said museum vice-director, Luiz Duarte. "We've lost 200 years of Brazil's heritage."

MORE: http://lei.sr?a=h8u2U_T

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It's an unimaginable disaster. We've lost 200 years of Brazil's heritage

Luiz Duarte



TOURISM

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US\$1bn conservation target on track for AZA

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London's **Postal Museum** welcomes more than 200,000 visitors in debut year

Nearly 200,000 people have visited London's Postal Museum since the £26m (US\$33.6m, €28.9m) attraction's official launch one year ago.

Created to chronicle five centuries of social and communication history across Britain, the Feilden Clegg Bradley Studios-designed museum has been recognised as one of Britain's best, being named a finalist in both the Art Fund's Museum of the Year Award and for the National Lottery's heritage awards.

Located at London's largest sorting office, the Postal Museum welcomed 198,275 visitors in its debut year, with its full launch taking place on 4 September 2017.



■ The museum is celebrating after a successful first year

"The visitors, supporters and staff have made all of this possible, as well as our dedicated team of volunteers"

The Mail Rail – a century-old mail delivery line located underground in the

old engineering depot of the building – ran 9,000 times in its first year.

The underground miniature train, originally designed to quickly transport mail through London, was converted for the attraction to transport passengers through the line's historic tunnels.

"It's been a momentous first year for us," said Laura Wright, CEO at The Postal Museum.

"Since opening, we've worked tirelessly to find new and engaging ways to deliver the incredible history of human connection – through the eyes of the British postal service.

"The visitors, supporters and staff have made all of this possible, as well as our dedicated team of volunteers who donated 4,500 hours of their time to make The Postal Museum the huge success it is today."

Seattle's **Space Needle** unveils US\$100m renovation now boasting the world's only rotating glass floor



■ Olson Kundig are behind the iconic structure's renovation

In September 2017, the Space Needle began its US\$100m (€89.4m, £78.3m) renovation, designed to reignite enthusiasm around the 605-foot landmark.

Seattle-based design firm Olson Kundig are behind the renovation, adding more than 250 tons of glass and steel to increase the strength, stability, functionality, and aesthetics to the tower's overall design.

The world's first and only revolving glass floor is now suspended and spinning. Located just below the

"The renovation adds more than 250 tons of glass and steel to increase the stability and aesthetics"

open-air observation deck at the 500ft level, the new floor replaces the original glass floor – a feature of the tower when it first opened in 1962.

As before, the rotating floor will be part of a restaurant, with plans to be announced later this year.

The new glass floor is made of 10 layers of glass, including a "scuff layer" that can be removed and replaced

without compromising the floor's structural integrity.

The spinning floor can rotate at variable speeds and is capable of completing a rotation in anywhere between 20 and 90 minutes, depending on the setting.

The new floor gives a view not just of the people below, but the inner workings of the building, with the mechanics of the rotating glass floor visible.



■ Construction is set to get underway on that project in 2019

"The development is being supported as part of the AU\$208m transformation of Melbourne's art precinct"

Snøhetta and NH Architecture reimagine leisure in Melbourne

Norway's Snøhetta and Australia's NH Architecture have been appointed to reimagine the Arts Centre Melbourne in Australia.

The building, completed in 1984 and originally designed by Australian modernist Roy Grounds, will be redesigned, with modern technological advances in mind.

The development of the Arts Centre is being supported by the government of Victoria as part of the AU\$208m (US\$152m, €132m, £119m) first stage of the transformation of the city's art precinct.

A new fourth arts campus will connect to the existing theatre building, offering new and exciting spaces for rehearsals and a new tourism attraction for Melbourne – the Australian Performing Arts Gallery.

The development project will also include more than 18,000sq m (194,000sq ft) of new and upgraded public green spaces around the Arts Centre.

Snøhetta and NH Architecture are also currently collaborating on the AU\$271m (US\$199, €173m, £155m) Melbourne Park development, home of the Australian Open.

Attractions

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Modernisation of New York's **Empire State Building** continues with redeveloped entrance



■ The lobby has been recreated to the original architects' Art Deco design intent

The iconic Empire State Building, Manhattan's preeminent architectural wonder from the 1930s, now has a newly-renovated entrance, marking the first step of the redevelopment of the iconic building's exhibition hall.

The renovation, which moves the entrance from its former location on Fifth Avenue to a new location on 34th street, was carried out in order to enhance the landmark's visitor experience and highlight its history as one of the most renowned

"This reimagination of our entrance, the first phase of our completely new Observatory experience"

Art Deco structures to ever grace the New York city skyline.

Following the work, visitors can wander freely around the lobby where they can interact with various artworks and LED panels illustrating the Empire State Building's long-standing significance. Self-service ticket kiosks have also been installed to improve access for visitors and reduce lengthy lines to travel to the top of the

tower, which until 1972 was the world's tallest building.

"This reimagination of our entrance, the first phase of our completely new Observatory experience," said Anthony E. Malkin, chair and CEO of the Empire State Realty Trust.

"We have a high level of confidence that our work will increase customer satisfaction immensely and drive bottom-line performance."

Crocodile Dundee's fictional sequel significantly boosts Australian tourism industry

Tourist spending in Australia has grown by a huge AU\$5.8bn (US\$4.2bn, €3.7bn, £3.3bn), or 6 per cent for the year to March, according to the latest figures.

The reason for the uplift has been credited to a series of fictional trailers for the *Crocodile Dundee* movie franchise, featuring US comedy actor Danny McBride.

Tourism Australia was behind the adverts, which were part of an advertising campaign that was initially thought to be real and sparked fervour among viewers online. The board even went as far as airing one of the trailers during the NFL's Super Bowl.



■ The fictional trailers have been credited for the large increase

"We want visitors to get out into regional Australia to spend their money there too"

US visitor spending alone has increased by 4 per cent to AU\$3.8bn

(US\$2.8bn, €2.4bn, £2.2bn) in the year, according to the International Visitor

Survey – an annual survey conducted by tourism research board Tourism Research Australia. 494,000 Americans visited Australia, an 11 per cent jump.

Sydney was the most popular destination, with 4.1 million international visitors, while Tasmania saw a huge 91 per cent jump – to 300,000. International spending in Tasmania is up 107 per cent over the past five years.

"We're targeting high-yielding tourists who are going to spend more in our hotels and shops," said Tourism Minister Steve Ciobo.

"More importantly, we want visitors to get out into regional Australia to spend their money there too."



■ Parts of the indoor area will serve as music venues

"The development will serve both as an arts venue and exhibition hall, showcasing Hungary's long history of musical prowess"

Work starts on **Sou Fujimoto's** House of Hungarian Music

The House of Hungarian Music by Sou Fujimoto – the architect behind projects such as The Serpentine Gallery and the Musashino Art University Museum – is set to undergo construction on the shore of Városliget Lake in Budapest's City Park.

The building, part of an expansive national cultural initiative, will utilise transparent glass walls and a mushroom-shaped, perforated roof, to mimic the free-flowing, airy, and barrier-shattering attributes of music.

Fujimoto was awarded the contract in 2014 following

an international competition featuring the likes of AVA, Kengo Kuma, and Ziya Imren.

On completion, the development will serve both as an arts venue and exhibition hall, showcasing Hungary's long history of musical prowess. An underground space spanning 2,000sq m (21,500sq ft) will also be home to various venues for permanent and temporary exhibitions, while the first floor will house a library of world popular music.

The £213m (US\$275.6m, €236.5m) five-building museum project is being spearheaded by the The Museum of Fine Arts Budapest and the Városliget Zrt.

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HERITAGE

Tower Bridge unveils permanent exhibition

A new exhibition has opened at London's iconic Tower Bridge, marking the second phase of the redevelopment of the British landmark.

Housed inside the North and South Towers that link the bridge's high-level walkways above the River Thames, the new addition is part of a long-term strategy to develop and improve Tower Bridge's interpretation, with a renewed focus on the social history of the bridge.

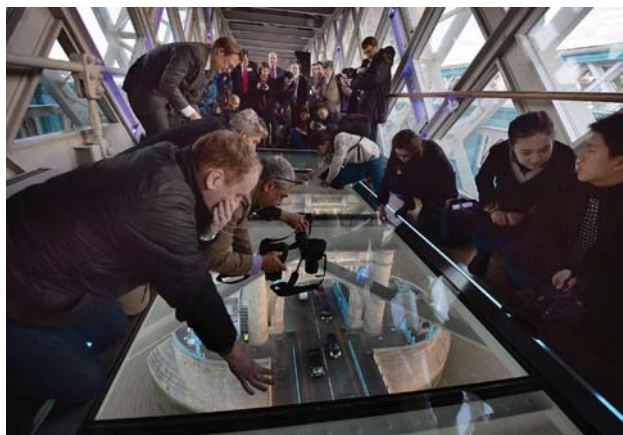
It follows the initial redevelopment of the tower's engine rooms and installation of commemorative bronze plaques into the southeast pavement in spring 2017.

In the North Tower, brand new displays alongside

original objects from the history of the bridge will showcase its planning, design and construction, while displays in the South Tower will explore its operation and maintenance up to the present day. Developed in conjunction with Leach Studio, the displays will give visitors the opportunity to "meet" the ordinary people who designed, built, and operated the London landmark.

"The project will not only celebrate the lives of the workers behind the bridge but also allow visitors to celebrate their own personal connection to the capital," said Dirk Bennett, exhibition development manager at Tower Bridge.

MORE: http://lei.sr?a=Y4K4g_T



■ The new addition improves Tower Bridge's visitor experience



The project will celebrate the lives of the workers behind the bridge

Dirk Bennett

HERITAGE

3XN's Bergen masterplan makes arena the city's hub



"We will change the area from a place for cars to a place for people"

Jan Ammundsen

Nygårdstangen Utvikling – a consortium consisting of developer Olav Thon, building management firm EDG Property and construction company Rexir – has commissioned Denmark-based architects 3XN to design a masterplan proposal for the city of Bergen, Norway.

Bergen City has ambitious plans for itself as a Unesco World Heritage Site and, in response, 3XN has created an equally bold masterplan that makes a new arena the epicentre it.

The plans connect the inner city with the coastal waterfront and provide a destination for concerts, sport and cultural events.



■ Bergen City has ambitious plans for itself as a Unesco World Heritage Site

"In developing this new arena, we considered the characteristics of Bergen as it is now and envisioned how it can be in the future," said Jan Ammundsen, senior partner and head of design at 3XN.

"We will change the area from a place for cars to a place for people."

MORE: http://lei.sr?a=s8X3t_T

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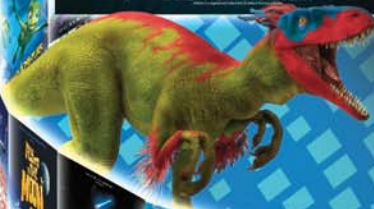
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EVENTS

Education programme revealed for EAS 2018

This year's Euro Attractions Show (EAS) will feature more than 100 hours of educational sessions, making it one of the largest learning programmes in the event's history.

Attendees to the show – which takes place in Amsterdam from 25 to 27 September – will be able to choose from seven different seminar tracks, covering topics from guest experience, digital, revenue, global challenges and marketing to design.

A brand new education track, focused on local challenges – outlining the challenges facing the saturated tourism market in Amsterdam – will also make its debut at the show.

Those taking part in the educational sessions will be eligible to receive eight credit hours toward IAAPA Certification, the official mark of professional achievement in the global attractions industry.

In addition to the 17 education sessions, attendees can also participate in various in-depth learning programmes and events – such as a three-day attractions industry management development course at the IAAPA Institute for Attractions Managers at Efteling theme park.

EAS is organised by IAAPA and is the largest conference and trade show dedicated to the attractions industry in the EMEA region.

MORE: http://lei.sr?a=r7q4E_T



Attendees will be able to choose from seven education tracks



In addition to the 17 education sessions, attendees can also participate in various in-depth learning programmes and events

MUSEUMS

British Motor Museum offers series of classic car workshops



Guests will take part in an informative day aimed at those who wish to buy and own a classic car

The British Motor Museum is inviting its visitors to learn new skills with a series of motoring related workshops.

Taking place in the coming months, the workshops will enable participants to learn skills from professionals in photography, creative writing, drawing and classic car ownership. Courses include entry to the museum so participants can also explore the collection.

The first session kicks off on 6 October, with 'Cars through the Lens' for aspiring photographers.

On 20 October, guests will take part in an informative day aimed at those



Experts will deliver guidance on car ownership

who wish to buy and own a classic car. Experts will deliver guidance on classic car ownership and provide basic practical workshop maintenance sessions. Participants will also have the opportunity ride in a variety of classic cars.

MORE: http://lei.sr?a=Y6G2r_T

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Visitors are immersed in the Sanfermines in Pamplona or the Tomatina in Buñol

Anton Vidal, director general, Poble Espanyol



Spanish heritage

Anton Vidal, director general of Poble Espanyol, talks about the park's success and continued improvements

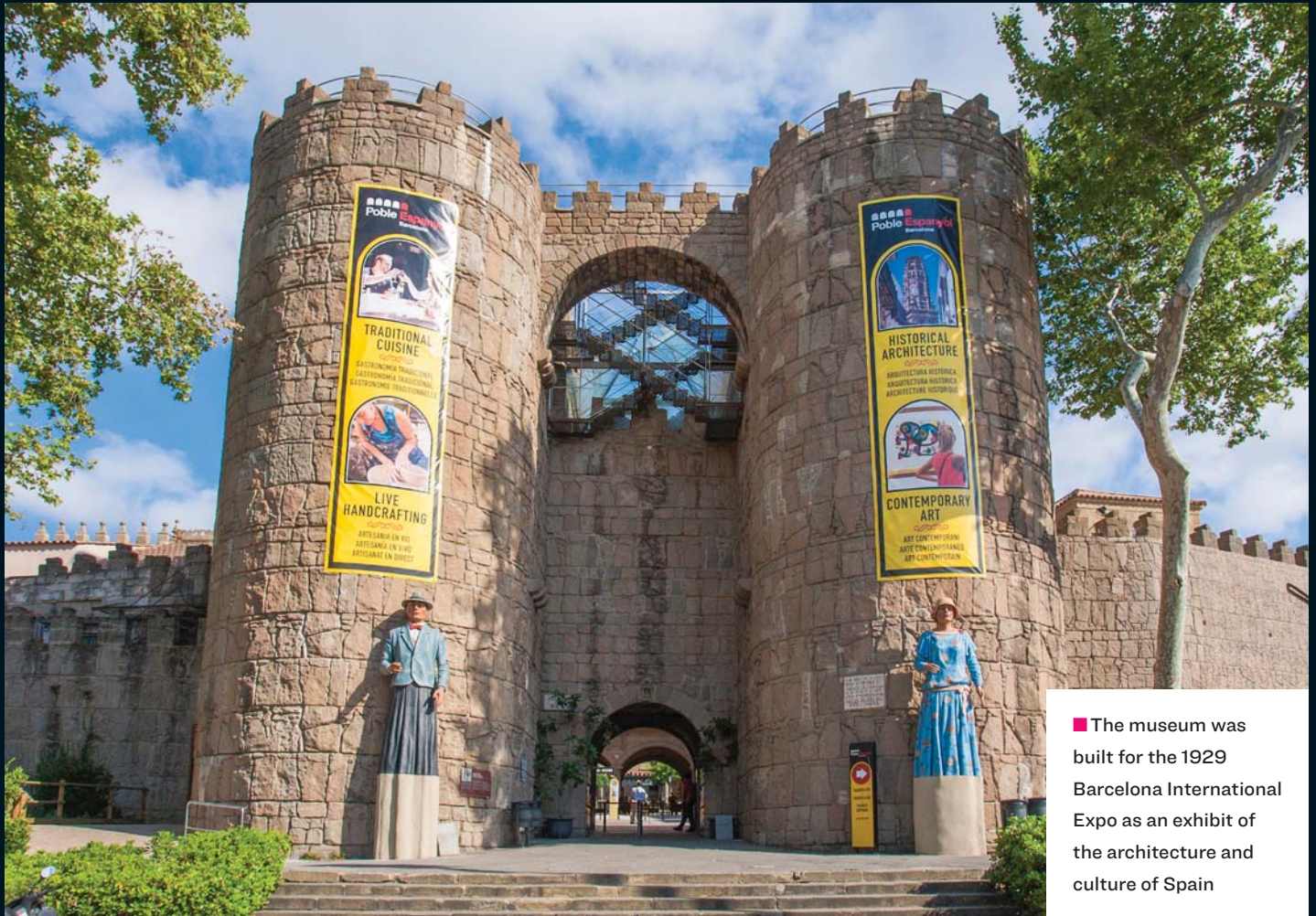


■ The Poble Espanyol has replications of 117 buildings representing fifteen communities of Spain

Poble Espanyol, a 90-year-old theme park in Barcelona, Spain, is admired by Michael Eisner, Disney chair and chief executive of 21 years.

“Eisner did an interview with a Barcelona newspaper and said that he always visits Poble Espanyol when he's in Barcelona,” says Anton Vidal, director general of the Catalan attraction. “For him, it's the first theme park in the world and it inspired Disney and the theme park concept. Now, theme parks of course are very different, but the concept was born here.”

Poble Espanyol was established for the 1929 Barcelona International Expo to show the world the Spanish way of living. The idea was to build a town using different architectural styles of the area, such as Roman, Gothic, Mudéjar, Renaissance and Baroque. The park's creators visited 1,600 Iberian towns and villages looking for their inspiration. The site is also





■ The site is home to a contemporary art gallery called the Fran Daurel Museum

- home to the Fran Daurel Museum, a contemporary art gallery with works by Pablo Picasso, Salvador Dalí, Joan Miró and other famed Spanish artists.

Poble Espanyol escaped being demolished after the World Fair and grew to be one of Spain's best-loved attractions, recording almost 2 million visits in 2017.

Though its aim is to immerse guests in an environment that's true to history, Vidal says it was important to invest in the future success of the attraction.

A 10-year improvement plan costing more than €10m (US\$11.4m) has just been completed with the opening of its final phase, a €2.3m state-of-the-art multimedia experience.

"These modern installations are designed to show how people live now in the five regions of Spain, and through this we hope to explain the 'Spanish soul'," says Vidal. "For the Fiesta zone, we recorded 180 hours of footage at nine different fiesta locations

over a whole year to create this visual spectacular. With the sound of the fiesta all around them and surrounded by the 10-metre-tall 4K screens, visitors will feel as though they're in the middle of the Sanfermines in Pamplona or the Tomatina in Buñol, for example."

The state-of-the-art multimedia installations were handled by Mediapro and bring a "dynamic and didactic" element to Poble Espanyol that's both engaging and capable of evoking emotions. Two further areas have also been completed: a welcome zone with interactive touch screen technology, which introduces visitors to the history of the attraction and helps them plan their visit; and the Feeling Spain zone, which takes visitors on a multi-sensory journey across Spain.

"We also did not want to introduce too much multimedia and technology because we don't want to compromise the feel of the park," says Vidal. "You



■ Poble Espanyol has undergone a 10-year, €10m improvement plan

could put multimedia attractions anywhere but you cannot build a town like this."

Aside from the new investments, Vidal keeps people coming back to Poble Espanyol by working with different partners to host a varied offer of events, such as the OFFSonar electronic music festival, Barcelona Marionettes Festival, Rock and Grill Festival and Biergarten festival. ●

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The art of pain relief

Study shows benefits of museum visits for chronic pain sufferers



■ Art Rx tours were launched at the Crocker Art Museum in 2014

A new study has suggested that touring a museum can have an analgesic effect on helping to alleviate the symptoms of people suffering from chronic pain.

Published in the journal *Pain Medicine*, research looked at Art Rx tours, where 56 patients with chronic pain took part in a series of private tours at the Crocker Art Museum in Sacramento, California.

The tours focused on the museum experience rather than specific objects of art, concentrating on just three-to-five paintings or other art objects during the one-hour sessions. Whenever possible, a gallery was blocked off to the public, so study participants could also have privacy and be encouraged by a comfortable discussion.

The tours proved to be very beneficial, with more than half (57 per cent) of those who took part reporting reduced levels of pain up to three weeks following their visit. In addition, a lot of the participants reported a decrease in social disconnection, which the journal said was a common byproduct of chronic pain. They said that the museum tour offered a distraction from pain, with discussion of art making them feel more connected to those around them.

“Faced with the dual public health crises of chronic pain and misuse of opioid analgesics, it’s essential that the social component of pain is both acknowledged

Faced with the dual public health crises of chronic pain, it’s essential that the social component of pain is both acknowledged and addressed



Participants found Art Rx to be, among other things, inclusive, validating, and socially engaging

and addressed," wrote lead author Ian Koebner, PhD, who also highlighted the "seldom addressed social dimension of pain".

No healthcare professionals are involved with Art Rx – a nonprofit organisation which aims to heal through the power of visual art. Researchers said this offered a "less stigmatising and more normalising" experience than traditional art therapy, as it doesn't involve explicit treatment or diagnosis of medical or mental health problems.

"Participants found Art Rx to be, among other things, inclusive, validating, and socially engaging. These qualities stood in stark contrast to the isolating nature of chronic pain described in their personal histories and the negative encounters many of them had



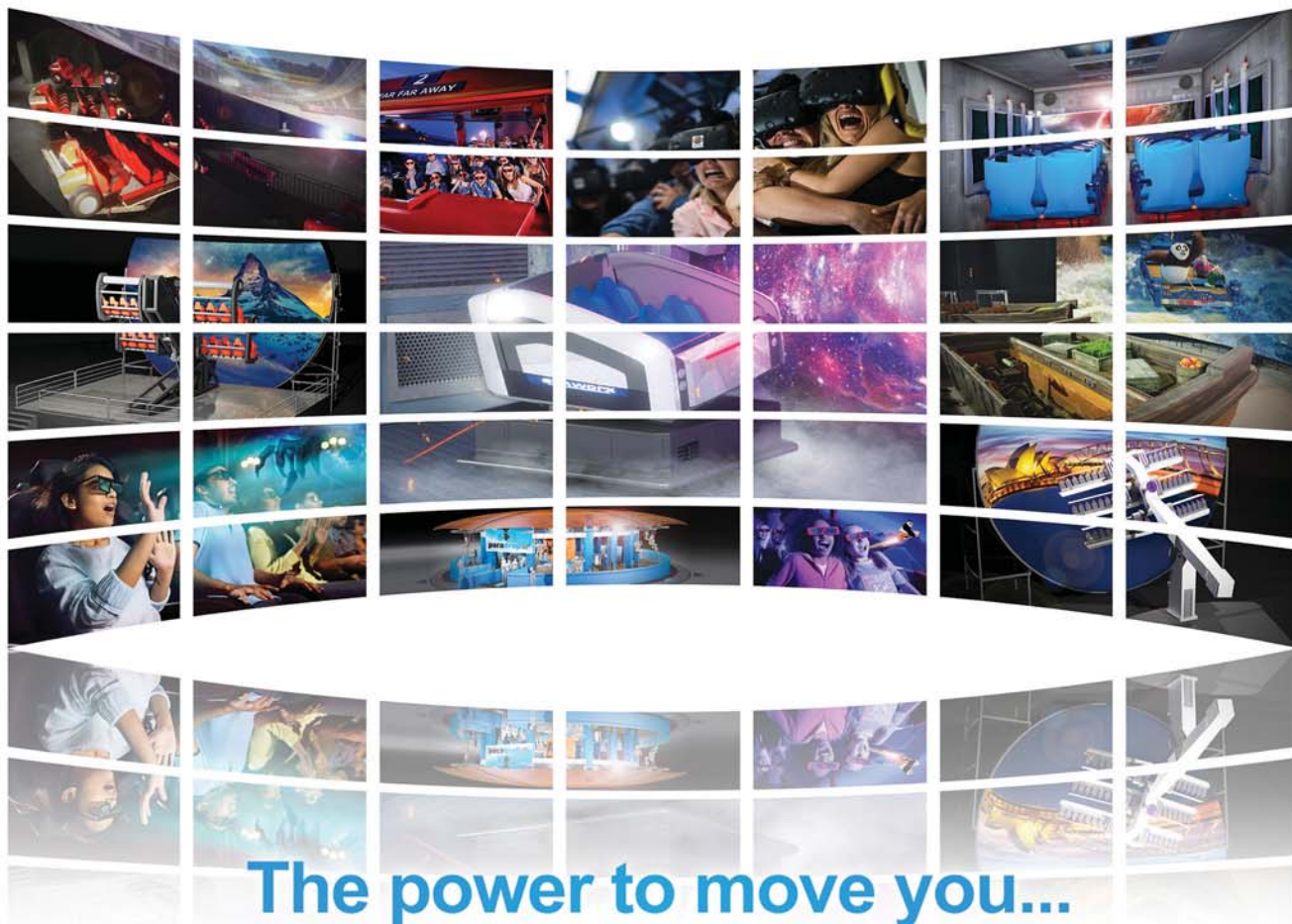
with the health care system," said Koebner.

"Socially based interventions for individuals with chronic pain supported by health care organisations, such as Art Rx, may help

to mitigate not only the experience of isolation, but also the distressing associations that many individuals with chronic pain have with the healthcare system." ●

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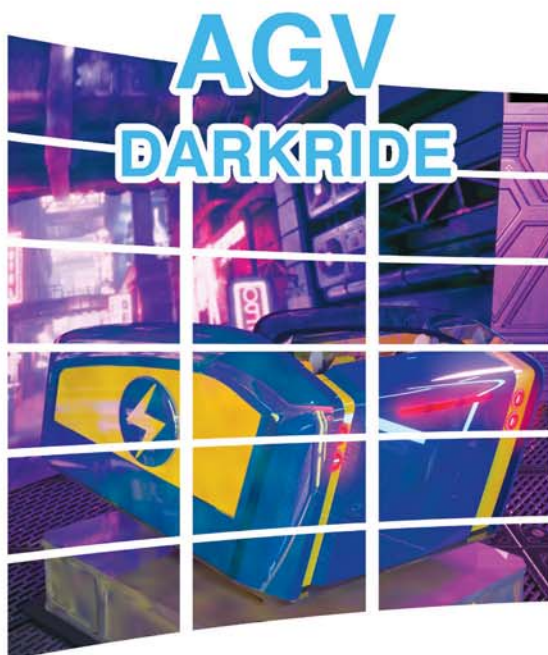
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■ Ark for Iraq has been granted £99,246 for the endangered watercraft heritage of the country

Global heritage protection

Britain's Cultural Protection Fund allocates
£3m to heritage protection overseas

A number of heritage projects in the Middle East and Africa have been given millions in funding by Britain's Department for Digital, Culture, Media and Sport (DCMS) and the British Council.

Awarded by the Cultural Protection Fund (CPF) – created to safeguard heritage of international importance threatened by conflict in the Middle East and North Africa – more than £3m (US\$3.9m, €3.4m) has been awarded to nine heritage projects.

A grant of £1m (US\$1.3m, €1.1m) has been awarded to the Palestinian Ministry of Tourism and Antiquities to restore the four historic centres in the occupied Palestinian territories.

In Western Sudan, £997,000 (US\$1.29m, €1.11m) will be used to restore three community museums in Omdurman, El Obeid, and Nyala, providing for the educational and cultural needs for communities, visitors and tourists.

Led by University of Glasgow, £301,178 (US\$389,600, €335,000) will be used

to monitor site damage to the heritage of Garmian in the Kurdistan region of Iraq.

Musical heritage is also to be protected, with a £296,060 (US\$383,000 €329,500) awarded to preserve and promote traditional Syrian music.

In Lebanon, the Institute for Heritage and Sustainable Human Development has been awarded £100,000 (US\$129,000, €111,000) to collect, archive and share the skills and traditions of the Bekkaa Valleys Bedouins. £100,000 will also go to World Monuments Fund



■ Nine different projects
will receive funding
from the Cultural
Protection Funding

Britain, with money used to plan the future of Amedi, an ancient citadel in the Kurdistan region of Iraq.

A project to document Palestinian ethnographic heritage has been allocated £94,650. Led by The Palestine Institute for Biodiversity and Sustainability at Bethlehem University, this project will pay particular attention to agricultural practices along the cultural route of 'Abraham's path' in the Occupied Palestinian Territories. A project called Ark for Iraq has been granted £99,246.

In the country's south, Iraq's traditional boats represent a craft tradition sustained since earliest recorded history in the Tigris-Euphrates river system. Constructed largely from locally harvested materials, they are shaped by the ecology of their place of origin.

Finally, to assess the condition of the Afghan national art collection, £50,000 (US\$64,000, €55,600) has been granted to the Foundation of Culture & Civil Society, which will lead efforts to carry out a preliminary needs assessments

and restoration work on 150 paintings within the Afghan National Collection, which were destroyed by the Taliban.

"Tragically we have seen some of the world's greatest cultural treasures destroyed in recent years, said Britain's minister for arts, heritage and tourism, Michael Ellis.

"It's important, and right, that we share our expertise and support communities around the world to help preserve art, culture and heritage of global significance." ●

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We're well on the way to meeting and exceeding our ambitious goal to invest US\$1bn in conservation within the next five years

Dan Ashe, president and CEO, AZA



Conservation nation

AZA's US\$1bn conservation target on track after record year



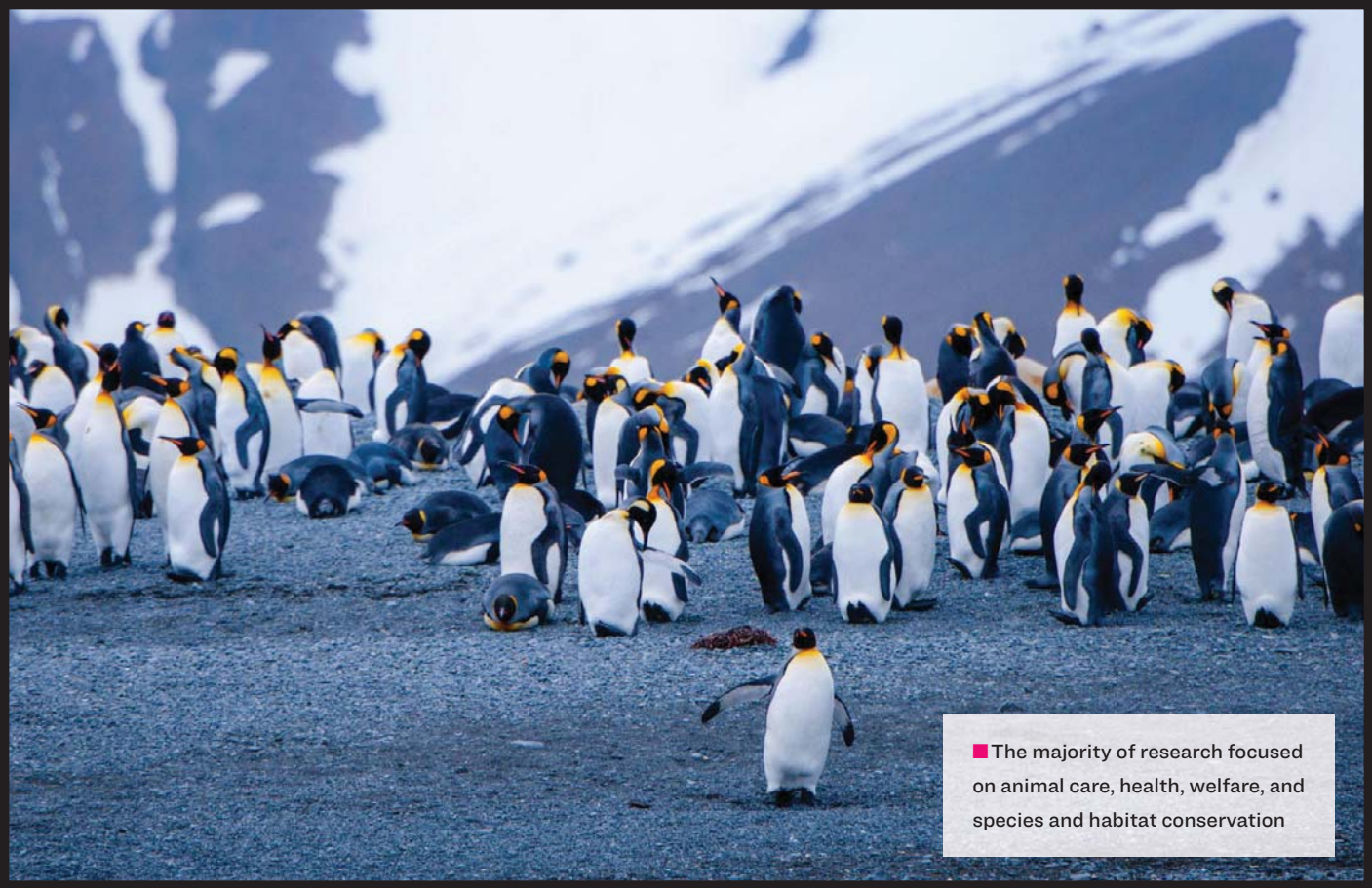
■ The AZA community spent US\$25m conducting 1,280 research projects

The Association of Zoos and Aquariums (AZA) is on target to spend US\$1bn (€859m, £772m) on conservation efforts within the next five years, after

the organisation reported record breaking contributions from its members benefitting multiple initiatives worldwide.

In 2017, AZA members funded a record-breaking US\$220m (€189m, £170m) for field conservation initiatives. Included within that figure, AZA members contributed US\$15.7m (€13.5m, £12.1m) towards the organisation's SAFE (Saving Animals From Extinction) programme – a scheme that prioritises strategic planning for field conservation within the AZA community and builds on existing recovery plans for the world's most threatened species.

"AZA and its member facilities are committed to a mission of conserving



■ The majority of research focused on animal care, health, welfare, and species and habitat conservation

The knowledge AZA-accredited zoos and aquariums have developed to manage the animals in our care is now being directly applied to species in the wild

wildlife and wild places,” said Dan Ashe, AZA president and CEO.

“We’re consistently increasing efforts to save species from extinction through AZA SAFE and other local and international projects. We’re well on the way to meeting and exceeding our ambitious goal to invest US\$1bn in conservation within the next five years.”

Revealed as part of the AZA’s *Annual Report on Conservation and Science (ARCS)*, in 2017, the organisation’s members ran conservation programmes in 128 countries, which the report says benefitted 863 species and subspecies. More than 280 of those were listed as endangered or threatened under the US Endangered Species Act.

The report also highlighted AZA members’ efforts in education, research and green practice.

In 2017, AZA-accredited and certified facilities reported carrying

out 2,800 education programmes that helped raise awareness about conservation issues and inspired visitors to protect nature, reaching an audience of more than 70 million.

The AZA community also spent US\$25m (€21.5m, £19.3m) on research in 2017, conducting 1,280 research projects and advancing scientific knowledge of 485 species and subspecies, the majority focusing on animal care, health, welfare, and species and habitat conservation.

“The knowledge AZA-accredited zoos and aquariums have developed to manage the animals in our care is now being directly applied to species in the wild,” said Ashe.

“The conservation area is constantly changing while AZA and our partners continue to develop expertise to save species.” ●



■ The AZA’s global community contributes to a myriad of projects worldwide

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● The visitor attraction will take guests on a journey through Liverpool's rich cultural heritage

Holovis to bring Royal Liver Building to life as part of multi-million pound revamp



● Peter Cliff, Holovis
creative director

Heritage Great Britain has announced plans to breathe new life into iconic Liverpool landmark, the Royal Liver Building, which will feature a new visitor attraction with a spectacular projection mapped show.

The multi-million pound renovation is being spearheaded by the building's owners, Corestate Capital and Farhad Moshiri, and CBRE, a Liverpool-based building consultancy. Plans include new office space, a restaurant, gym, and two large atria with a café and bar, as well as a new visitor centre experience.

The visitor centre will take guests on a tour of the building, culminating in the projection mapped show. Developed by experience design firm Holovis, the show will be a celebration of Liverpool's rich cultural heritage. It will take guests on a journey through the city's history, beginning with the industrial boom of the late 1800s all the way through to modern day.

"This is more than just discovering Liverpool's history", said Holovis creative director, Peter Cliff.

"Through this projection mapped experience with accompanying surround

audio, guests will become immersed into each scene and feel like they are a part of it, experiencing the key moments as they would have been.

"We're also going to be putting the experience into the hands of guests through an AR app with selfie filters and media sequences triggered from artefacts and merchandise."

Holovis is currently working with Heritage Great Britain on a series of signature destination attractions, across both the private and public sectors.

ATTRACTIONS-KIT KEYWORD

HOLOVIS

Red Raion to debut new VR films at Euro Attractions Show



● The films are modern takes on traditional children's stories

Italian VR movie production company Red Raion will premiere two new VR/5D movies at this year's Euro Attractions Show (EAS) in Amsterdam.

The new films, *Pinocchio - A Modern Tale*, and *Peter Pan - Saving Tinkerbell*, are a modern take on the classic children's stories, which have been transformed into VR experiences.

Pinocchio is a thrilling ride film set in a steampunk universe. It takes guests on an exhilarating journey with



● Peter Pan and Pinocchio have been transformed into VR experiences

Pinocchio, reimagined as a little robot boy, as he flies over the city on a rusty hoverboard.

Peter Pan see's guests take flight with the boy who'll never grow up as he flies across Neverland to rescue his faithful pixie sidekick from the clutches of his nemesis, Captain Hook.

The company will offer visitors the opportunity to experience

its new productions, thanks to support from hardware partner Amega, which will supply a two-seat VR simulator for the show.

EAS will take place between 25 and 27 September at RAI Amsterdam. It's expected to attract 12,000 professionals.

ATTRactions-KIT KEYWORD
RED RAION

Installations

Simworx and Frontgrid debut ParadropVR system in Denmark

Denmark's Universe Science Park has become the first location to feature the new ParadropVR attraction, developed by Simworx and partner company Frontgrid.

The four-person ParadropVR features dynamic physical

movement with free roam VR content. Both the physical and virtual gameplay is completely controlled by the visitor, providing a realistic flying experience.

There's a social gaming aspect to the ride too, in

order to encourage repeat business. Spectators are able to watch the action on TV screens installed on each unit and a scoreboard displays how well guests have fared on the attraction compared to fellow visitors at the park.

The new addition is a key element of Universe Science Park's dedicated VR zone, which first opened to the public in 2017.

"We're proud to have the world's first ParadropVR and our guests are very pleased with it," Said Jonas Luttermann, Universe Science Park's COO.

"My favourite guest feedback is from a 'fear of heights family', who ended up paragliding in Austria this summer after several visits to Universe.



● Jonas Luttermann, USP COO

"They have told us how they challenged the levels and got more and more points in the game on each and every visit. These amazing experiences triggered an urge to try it in reality."

ATTRactions-KIT KEYWORDS
SIMWORX, FRONTGRID



● The four-person ParadropVR features dynamic physical movement

Diary dates

18-22 SEPTEMBER 2018

EAZA Annual Conference 2018

Athens, Greece

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

Tel: +31 20 520 0750

Email: info@eaza.net

www.eaza.net

23-27 SEPTEMBER 2018

AZA Annual Conference

Seattle, US

The largest professional zoo event in the US, the AZA Annual Conference offers attendees the chance for networking and learning opportunities, and the opportunity to get a closer look at cutting edge products and zoo service providers. More than 2,500 delegates are expected to attend this year's event.

Tel: +1 301 562 0777

Email: cwallen@aza.org

www.annual.aza.org

25-27 SEPTEMBER 2018

Euro Attractions Show

Amsterdam, Netherlands

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

Tel: +1 703/836-4800

Email: iaapa@iaapa.org

www.IAAPA.org



■ The show features a large show floor and more than 45 sessions and workshops

23-26 OCTOBER 2018

World Waterpark Association (WWA) Show

Westgate Resort & Convention Center, Las Vegas, US

The World Waterpark Association Show brings together water leisure

professionals from waterparks, resorts and aquatic venues of all shapes and sizes for four days of education, shopping and networking time.

Tel: +1-913-599-0300

Contact: aezra@waterparks.org

www.wwashow.org

4-5 OCTOBER 2018

TEA SATE Orlando - SeaWorld Orlando, US

TEA's signature international conference brings together the brightest minds and top decision makers exploring what's next in Storytelling, Architecture, Technology and Experience in themed entertainment. This year's event takes place at SeaWorld's Ports of Call – its special events complex.

Tel: +1 703/836-4800

Email: iaapa@iaapa.org

www.IAAPA.org

4 OCTOBER 2018

Vistor Attractions Conference Queen Elizabeth II Conference Centre, London, UK

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Tel: +44 (0)207 0456921

www.vacevents.com

5 OCTOBER 2018

MuseumNext Tech Amsterdam, Netherlands

An event which focuses on the digital side of museums, MuseumNext Tech returns for its second edition, with speakers from MoMA, Science Museum London and Adidas among those set to appear. The event aims to provide an opportunity to learn about the latest digital developments for museums.

Tel: +44 (0) 191 2573439

Contact: jim@museumnext.com

www.museumnext.com

5-10 NOVEMBER 2018

International Aquarium Congress Fukushima, Japan

The International Aquarium Congress (IAC) began in 1960 under the name International Congress of Aquariology. Held every four years, representatives from more than 600 aquariums gather to discuss the water-world's ecosystem, as well as the latest trends and developments in the aquarium world.

Tel: +81 3 5796 5445

Contact: reg-iac2018@convention.co.jp

www.2018iacfukushima.com

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4 October 2018

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Location: New York, NY, USA

Marketing and Sales Coordinator

Salary: Competitive
Company: Merlin Entertainments Group
Location: Kansas City, Missouri, USA

Logistics and Procurement Manager

Salary: Competitive
Company: Legoland
Location: Goshen, NY, USA

Landscape Specialist

Salary: Competitive
Company: Legoland
Location: Winter Haven, Florida, USA

HR Officer

Salary: Competitive
Company: Falls Creek
Location: Australian Alps, Brumby VIC, Australia

Health and Safety Manager

Salary: Competitive
Company: Sea Life
Location: Sydney NSW, Australia

Head of Public Relations

Salary: Competitive
Company: Legoland
Location: Winter Haven, Florida, USA

Head of eCommerce - North America

Salary: Competitive
Company: Merlin Entertainments Group
Location: Orlando, Florida, USA

Guest Experience Host - Operations

Salary: Competitive
Company: Legoland Discovery Centre
Location: Grapevine, Texas, USA

Graphic Artist

Salary: Competitive **Company:** Legoland
Location: Winter Haven, Florida, USA

Facilities Lead Technician

Salary: Competitive
Company: Legoland Discovery Centre
Location: Kansas City, Missouri, USA

Financial Planning and Analysis Manager

Salary: Competitive
Company: Merlin Entertainments Group
Location: Orlando, Florida, USA

Finance Director

Salary: Competitive
Company: Legoland **Location:** New York, NY, USA

Facilities Supervisor

Salary: Competitive
Company: Legoland Discovery Centre
Location: Atlanta, Georgia, USA

Facilities Manager

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Location: Somerville, Massachusetts, USA

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