

# Attractions

## MANAGEMENT NEWS

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18 MARCH 2020 ISSUE 152

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## Coronavirus forces Disney parks to shut

Disney has announced the closure of its US and European theme parks as a result of the ongoing coronavirus pandemic, with Universal also shutting its US parks.

For Disney, this means that Walt Disney World in Orlando, Disneyland in California and Disneyland Paris will close down, shuttering all 11 of Disney's theme parks worldwide. In addition, the company has also announced the suspension of any new departures on the Disney Cruise Line until at least the end of March.

"In an abundance of caution and in the best interest of our guests and employees, we are proceeding with the closure of our theme parks at Walt Disney World Resort in Florida and Disneyland Paris Resort, through the end of the month," said Disney CEO Bob Chapek.

Remaining open will be Disney's hotels at Disney World and Disneyland Paris. In Shanghai, the first Disney park to close, the resort has partially



■ All 11 of Disney's parks have now shut

resumed operations, with a limited number of shopping, dining and recreational experiences available.

Universal Studios Hollywood and Universal Orlando Resort will also close until the end of March.

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**We are proceeding with the closure of our theme parks**

Disney CEO Bob Chapek



EXPO

### Thinkwell's Expo2020 pavilion looks to future

US pavilion will be based on Experimental design

p8



DESIGN

### An oasis in the desert for rest and gatherings

Futurist space will host storytelling and events

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## An anonymous US\$20m donation sparks Musée d'Orsay expansion plans, as director **Laurence des Cars** explains

The Musée d'Orsay in Paris, France, has announced plans for a major expansion project following an anonymous €20m (£17.6m, US\$22.4m) donation.

The project, called Orsay Grand Ouvert – or Orsay Wide Open – is thought to have been in development for a period of several months and has now been made public following the donation.

A new wing and a 7,000sq ft (650sq m) Education Center, as well as an International Research and Resource Centre, are planned.

The d'Orsay museum hopes to have the Education Center open on its fourth floor by 2023-2024. This



PHOTO: ©SOPHIE BOEGY

■ Des Cars said the new additions to d'Orsay will open in stages

**"We're bringing together all kinds of approaches using digital technology to its fullest potential"**

space, the museum's director Laurence des Cars notes, will "bring together all kinds of

approaches and disciplines, using digital technology to its fullest potential".

Set to open between 2025 and 2026, the new wing will be dedicated to the museum's Impressionist and Postimpressionist collections, which include works from Van Gogh, Gauguin, Monet, Degas, Manet and Cézanne. It will be housed in the 13,000 sq ft (1,200sq m) South Wing.

The International Research and Resource Center is expected within the same timeframe, and will be set up off-site but near to the museum.

It will be open to students and researchers thanks to university and educational partnerships, and will be home to the d'Orsay library and archives.

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## Central Coast Aquarium's executive director **Christine Johnson** reveals plans to reopen following US\$12m renovation



■ CCA executive director Christine Johnson

The Central Coast Aquarium in Morro Bay, California, could reopen pending approval from Morro Bay City Council.

The council, which met on 10 March, has several months to decide whether or not it will back the project, which, according to a new feasibility study, could attract up to 66,000 visitors per year.

The study estimates that it would cost US\$10 - US\$12m (£8 - £10m, €9m - €11m) to transform the CCA's existing space – which

**"People miss having an aquarium so keeping to a realistic timeline is our initial challenge"**

closed to the public in 2018 – into a new 16,000sq ft (1,500sq m) aquarium.

Christine Johnson, executive director of The CCA, said: "People miss having an aquarium, so I think keeping to a timeline that's realistic is our initial challenge.

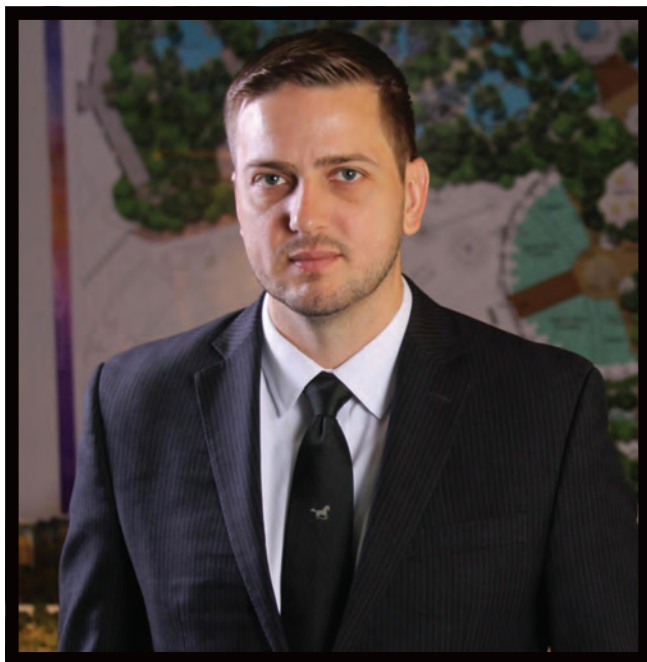
"Timing is a large one on the city's behalf because they have a lease site that hasn't been active and I know

that really does impact the businesses around the site.

"The upcoming challenge will be fundraising and grant writing to actually fund the development."

Concept drawings of the new aquarium were submitted to the council by RRM Design Group, including an exhibit visible to the public from the nearby harbour walk.

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■ Legacy president Taylor Jeffs revealed a new partnership with OCT

{ **"OCT's unflinching support of China's theme park and tourist industry is what made them so successful"** }

## Legacy president **Taylor Jeffs** hails OCT's 'beautiful audacity'

Chinese theme park operator OCT Group has announced a new partnership with Legacy Entertainment, which will see the creation of a ninth Happy Valley theme park in Zhengzhou.

OCT's Happy Valley brand currently has seven theme parks in its portfolio, with its eighth, Happy Valley Nanjing, expected to open later this year.

Since the company's flagship, Happy Valley Shenzhen, opened in 1998, the brand has experienced rapid growth with several parks opening in major cities

across China, including Beijing, Shanghai, Chengdu, Wuhan, Tianjin and Chongqing.

"OCT's unflinching support of China's theme park and tourism industry is a testament to what made them so successful over the last two decades," said Taylor Jeffs, Legacy's president and chief creative officer.

"They have the beautiful audacity to look beyond the temporary setback of the next few months, and instead, toward the next generation of attractions within China's domestic theme park industry."

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## IAAPA president **Hal McEvoy**: Expo Asia will not happen this year due to impact of the coronavirus pandemic



■ Hal McEvoy, president and CEO, IAAPA

[▶ Play Video](#)

In response to the global coronavirus outbreak, IAAPA Expo Asia, which was set for Macao, China in June, has been postponed.

The Expo, one of IAAPA's big three events for the year alongside its European and Orlando events, was scheduled to take place 8-11 June 2020 but will now take place around the same time in 2021, with the event also set for June.

"The health and safety of our members and our team is always our top priority," said

**"The health and safety of our members and our team is always our top priority"**

Hal McEvoy, president and CEO, IAAPA. "After extensive evaluation and input from members, the IAAPA board of directors has made the decision to postpone IAAPA Expo Asia 2020. Since early January, we have been closely monitoring the rapidly evolving coronavirus outbreak and have been in constant contact with our global team and members. While this is

not an easy decision, we are confident it is the right one, and in the best interest of our exhibitors and attendees."

He added that the decision to postpone the Expo until 2021 was based on the latest information – including global travel restrictions, the current public health situation, and continued fears regarding COVID-19.

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## Jenny Waldman named director of the Art Fund – will succeed Stephen Deuchar in the role

Jenny Waldman, the former director of the highly-successful 14-18 NOW campaign, has been named director of Art Fund. She will replace the outgoing Stephen Deuchar and is set to take up the position on 6 April.

The official art programme for the First World War Centenary, 14-18 NOW commissioned more than 100 works from world-renowned contemporary artists. Among these were Jeremy Deller, who created a tribute to the Somme and Sir Peter Jackson, who created the award-winning film *They Shall Not Grow Old*.

Waldman also acted as a creative producer for the London 2012 Festival – the finale of the Cultural Olympiad



■ Jenny Waldman said she is excited at the new challenges ahead

**"It's a great honour and very exciting to join Art Fund at this point in its 117-year history"**

for the London 2012 Olympic and Paralympic Games. From 1999 to 2011, she was

public programmes consultant to Somerset House Trust, where she developed its

highly successful outdoor concert and film seasons, as well commissioning site-specific art installations.

She has also commissioned large-scale performing arts events for Tate Modern and Tate Britain.

"It's a great honour and very exciting to join Art Fund at this point in its 117-year history," she said. "Art Fund plays a crucial role in supporting museums and galleries across the UK and the opportunity to build on the impressive work that Stephen Deuchar and his team have done over the past decade is inspiring."

After taking up her new post in April, she will start full time from 11 May.

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■ Susanne Mørch Koch has been named Tivoli's new CEO

{ **"Susanne has proven her strengths as a leader of complex organisations in fast-changing times"** }

## Susanne Mørch Koch appointed new CEO of Denmark's Tivoli

**S**usanne Mørch Koch has been named Tivoli's new CEO, following a recruitment process to find a permanent replacement for Lars Liebst, who leaves the role after nearly 24 years at the helm.

Leaving her role at Danske Spil – Denmark's national lottery – after three years with the organisation, Koch is also a board member of COOP Denmark and Scandic Hotel Group and the former CCO of Danish railway company DSB.

Koch will take up her position by 1 September. Lars Liebst – who announced his departure in December – will

retain his position in the interim, stepping down after Koch takes up the role.

"Susanne has proven her strengths as a leader of complex organisations in fast-changing times when she had to secure and future-proof traditional companies and at the same time live up to customers' and the public's high expectations for operations, renewal and good experiences," said Tivoli chair, Tom Knutzen

TEA/AECOM Theme Index ranks Tivoli as the fifth-most visited theme park in the EMEA region.

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## WATERPARKS

# Therme Group in partnership with Wund

Wellbeing developer Therme Group has announced a strategic partnership with thermal leisure operator Wund Holding to accelerate the company's business growth, with immediate plans for four destinations worldwide.

Therme currently has active projects in mainland Europe, North America, Asia Pacific and the UK, the latter being a £175m (US\$228.7m, €205.7m) scheme in Manchester, UK which was granted planning permission on 5 March.

The 113,000sq m (1.2 million sq ft) development on the site of EventCity in Trafford will be a tropical-themed, warm-water wellbeing resort that is set to open

in 2022, anchored by a 65,000sq m (700,000sq ft) main building, which will include a waterpark and wellbeing facilities, as well as botanical gardens.

"This is a natural step for both companies and will consolidate our future position as a global wellbeing leader," said CEO, Dr Robert Hanea. "This ongoing partnership will enable us to continue to create the world's most advanced family-friendly wellbeing resorts for customers worldwide."

The site will be divided into four areas including a waterpark and relaxation areas featuring saunas, spas and mineral pools.

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■ Plans feature a tropical-themed warm water park



“

**This is the world's most family-friendly wellbeing resort**

Dr Robert Hanea

## MUSEUMS

# Louvre closes, reopens, then closes again due to Covid-19



“

**All of those who have purchased tickets will receive a refund**

Jean-Luc Martinez

Louvre, the world's most visited museum, has closed indefinitely as part of measures to combat COVID-19.

Under French law the museum was forced to close after Louvre employees raised concerns over potential infection.

However, in March staff voted overwhelmingly to return to work, after management presented a number of new measures to protect employees and visitors from the virus.

The reopening only lasted for a matter of days, as the COVID-19 (Coronavirus) outbreak then spread across the French capital.



■ The Louvre has now closed 'until further notice'

"The Musée du Louvre, Tuileries Garden and Cour Carrée will remain closed until further notice," the museum said in a statement.

Jean-Luc Martinez, president of the Louvre, added: "All those who have purchased a ticket online will automatically receive a refund."

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## MUSEUM

## Drake's Island fortress to reopen as museum

Drake's Island, a former fort and prison located off the coast of Plymouth, UK, reopened on 15 March for a one-off tour after closing more than 30 years ago, with further plans to open a museum and heritage centre on-site.

Covering 24,000sq m (261,000sq ft), the island, named for renowned Elizabethan adventurer Sir Francis Drake, is home to a 16th-century barracks, a network of underground tunnels and a pier. It boasts a rich history, with stories of brandy smuggling, as well as a 1957 hoax 'invasion' by a band of schoolboys.

Closed to the public in 1989, Drake's Island has

planning permission for a luxury hotel and spa, which was granted in 2017.

Current plans include a living museum and heritage centre, while a water sports centre is also under consideration. The island was purchased in August 2019 by Plymouth businessman Morgan Phillips – a former Royal Navy engineer and founder of Guardian Industrial UK.

Following the one-off tour, Phillips plans to reopen the island fully, with the museum and heritage centre at the heart of those plans. In a statement, he said that he wanted to "restore it for the people of Plymouth and visitors".

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■ Drake's Island is a former fort and prison off Plymouth



“

**We want to restore it for the people**

Morgan Phillips

## EXPO

## Thinkwell's US pavilion for Expo 2020 explores the future



“

**This is made possible by Thinkwell's global footprint**

Amin Rashmani

The US pavilion for Expo 2020 Dubai is to be designed by the experiential design and production agency Thinkwell Group and will explore "the exciting future made possible by American innovation, vision, and enterprise".

The building will be designed in such a way as to appear to be moving at times and will house exhibits about journeying to Mars, the city of the future and 3D-printed prosthetics and organs.

"As an American-Lebanese dual citizen working in the UAE, it is incredibly exciting to be a part of the United States' participation that is made possible thanks



■ Thinkwell will design the US pavilion at Expo 2020

to Thinkwell's local presence and global footprint," said Amin Rashmani, managing director for EMEA at Thinkwell Group.

It was conceived by a consortium of 13 leading American organisations and is lit with the colours of the American flag.

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## DESERT PAVILION

# 3D-printed desert pavilion acts as an oasis

The Middle East Architecture Network (MEAN\*) have designed a pavilion for rest and gatherings in the Wadi Rum desert valley in the south of Jordan that responds to the ancient landscape using current design and building technologies.

The pavilion was conceived to provide shade and a space to rest during the day, as well as a place for celebration, storytelling and gatherings at night. It will also offer a model for building structures on Mars, with the landscape of the area being a close match for the planet.

MEAN\* said: "Inspired by the ingenuity of the mobile architecture of the local Bedouins, we were inclined to

simulate a tent-form using the 'Mesh Relaxation' parametric strategy, which generates a digital Catenary mesh geometry, in equilibrium."

The team based the layout of the mesh structure on the magnetic force patterns that form between a number of points, using a script to both generate the shape and divide it into sections that could be produced by the industrial robot they were to use.

They continued: "Taking reference from the lightweight geodesic dome system of Mars Camp, which is located on a plot near the site, the design team envisioned a novel system of 3D-printed panels."

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■ The pavilion is a 'model for building structures on Mars'



“

**The pavilion provides shade and a space to rest**

Riyad Joucka

## INSIGHT

## Plopsa group announces Czech expansion with new theme park



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**I'm convinced this can be a success story**

Steve Van den Kerkhof

Plopsa Group, the theme park division of family entertainment company Studio 100, has announced plans for a new indoor theme park in Prague, the Czech Republic.

The new park is expected to open in 2021, with construction set to begin as soon as possible. It will be the first Plopsaland theme park in the Czech Republic and will centre around Maya the Bee – a Studio 100 character. Plans include 15 attractions, including a rollercoaster, tower and whirlingig are included in the plans.

The development will be funded by investment from Czech-based



■ The new park will be centred around Maya the Bee

investment firms TNI Group and Kaprain with Steve Van den Kerkhof, Plopsa Group CEO, explaining: "I'm pleased we can work with Czech partners and I'm convinced the three of us can turn this into a success story."

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## WORKSPACES

# Former MI15 bunker now mixed use destination

Studio RHE is converting a 1.5ac (0.6ha) underground bunker that developer General Projects suggests may once have been occupied by MI5 into a subterranean mixed-use destination.

Located in Vauxhall, London, Storybox will provide 58,000sq ft (5,400sq m) of flexible space for creative industries workspaces, as well as occupiers like pod hotels, urban farms, R&D labs and fitness clubs.

It has been designed with cultural, educational and research bodies in mind and is set within 1ac (0.4ha) of public realm gardens.

A series of sculptures commissioned by placemaking agency Futurecity and created

by artist Tom Price will animate the destination.

The site was acquired by General Projects in partnership with the British Airways Pension Fund, with work due to begin on-site imminently and completion expected in mid-2020.

Studio RHE is a London-based architecture and design practice with a global reputation for delivering bold, innovative residential, leisure and workplace environments who are at the forefront of thinking on new trends.

Their work has been recognised at the highest level for the world's leading innovative hotel and resort design and for hands-on project delivery.

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■ Studio RHE has converted a MI15 bunker into a mixed use site



“

**Storybox will provide flexible space for creative industries**

Richard Hywel Evans

## MUSEUMS

# Toolkit launched to help boost museum AI projects



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**The toolkit serves as a foundation for critical engagement**

Dr Elena Villaespesa

A free planning toolkit to help museums develop Artificial Intelligence (AI) projects has been launched by The Museums + AI Network – a group of senior museum professionals and academics in the UK and US that have come together to discuss how AI can fit within a museum context.

AI: A Museum Planning Toolkit is the result of their discussions, workshops and events, as well as a series of public events called "Curator: Computer: Creator", that sought more diverse voices on how AI might work for museums.

"The toolkit is designed to start a conversation," said the network's Dr



■ The free AI planning toolkit offers useful guidance

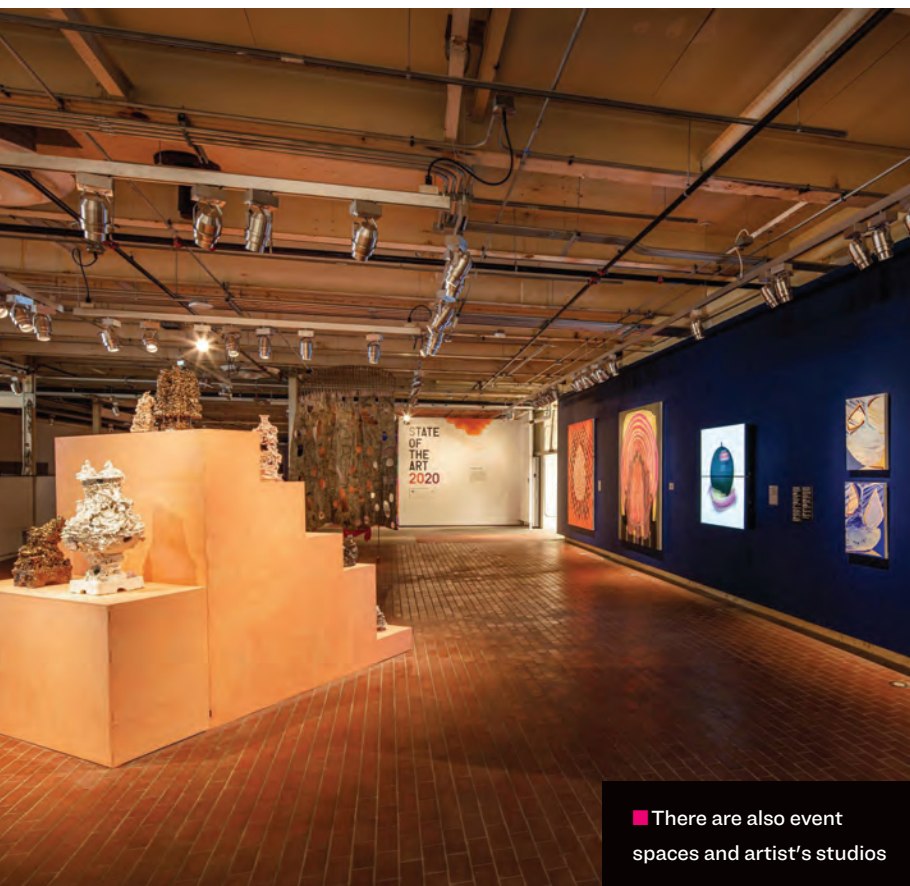
Elena Villaespesa, who added: "It does not provide all the answers, or indeed offer solutions, but instead it serves as a foundation for critical engagement with these technologies and the possibilities and challenges that they offer."

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# A unique cultural hub

A former cheese factory in Arkansas is set to become a contemporary arts space for the Crystal Bridges Museum.



■ There are also event spaces and artist's studios

**W**heeler Kearns Architects have been transforming a former cheese factory in the

US city of Bentonville, Arkansas, into a multidisciplinary space for visual, performing and culinary artists

The Momentary was opened at the end of February as a satellite location of the Crystal Bridges Museum of American Art, which is also in Bentonville.

The 63,000sq ft (5,900sq m) facility was conceived with the aim of providing a unique cultural hub with engaging indoor and outdoor areas.

In seeking to achieve that, as much of the existing structure was retained as possible, with elements added in materials like steel and glass to differentiate them.

The galleries are housed in the oldest part of the original building, which covers over 24,000sq ft (2,200sq m). A multidisciplinary performance space, seating up to 350 people, is located in the old milk intake room and there's a black box theatre with retractable seating for up to 100 people located in the old fermentation room.

Perhaps the most unusual space is the building's 70ft (21m)-high tower, which allows for vertical circulation.

**“** We have maintained the industrial integrity of the building and preserved connections between the past and present **”**





■ There is also a panoramic bar



## The idea of a new space came after curators met with 1,000 artists across the country



It houses mezzanines used for visual arts, performance and social events and is topped with a bar that has panoramic views and a floor skylight looking down to the museum below.

### Authenticity of design

There are also event spaces, artist studios, a variety of other food and drink outlets, while outdoor spaces include courtyards, a green and a canopy-covered area.

Calli Verkamp, lead architect for the project at Wheeler Kearns, said: "The design centres on authenticity. Embracing the history of the site, it maintains the industrial integrity of the building and preserves connections between the past and present that it represents for the community."

The idea of a new space stems from the Crystal Bridges Museum's recent 'State of the Art' exhibition,

for which curators met with 1,000 artists across the country in a survey of contemporary American art.

"Art is being created all across America, every day, and 'State of the Art' was our call to action to pay attention," said Rod Bigelow, executive director of the museum.

"While the museum features five centuries of American art, this new space will focus on today's arts, artists, and the innovations of our time."

The fresh counterpart will be 1.5 miles away from the existing Crystal Bridges Museum and will be one of the largest museum openings in America's central states, away from the East and West Coasts.

The Crystal Bridges Museum, which opened in 2011, is the brainchild of Walmart heiress Alice Walton. Her family's renowned foundation has backed the transformation of the old cheese factory.



■ Calli Verkamp, is lead architect for the project at Wheeler Kearns

■ Edge allows visitors to lean out over Manhattan and take in panoramic views

▶ Play Video



# Living life on the Edge

The highest outdoor observation deck in the western hemisphere has opened



■ William Pedersen, KPF

**T**he highest observation deck in the western hemisphere, designed by Kohn Pedersen Fox (KPF), has opened at Hudson Yards in New York after nearly two years of design, building work and construction.

Edge takes the form of a triangular platform that extends 80ft (24m) out from the 100th floor of 30 Hudson Yards at a height of 1,131ft (345m).

William Pedersen, founding and design principal at KPF, says the deck has been

designed to form part of the building's dialogue with the surrounding city.

"The Edge observation deck is the most dramatic in a series of gestures which link KPF's buildings, in the Hudson Yards development, to the principal surrounding structures of the city," he said.

"Gesturing directly towards the Empire State Building, and higher than its observation deck, the Edge pays homage to its role as the most emblematic of all New York buildings."





■ Edge extends 80ft (24m) out from the 100th floor of 30 Hudson Yards at a height of 1,131ft (345m)

### Marvel of modern engineering

Described by KPF as "marvel of modern engineering and structural design", the deck measures 7,500sq ft (697sq m), is made of 15 sections that are bolted together and weighs around 765,000lb (347,000kg).

Featuring a glass floor and 9ft (3m)-high outwardly-angled glass walls, it allows visitors to look directly down to the ground, to lean out over Manhattan and to take in panoramic views of up to 80mi (130km). As part of the attraction, there



We are thrilled to be a part of this incredible project which takes visitors on an experimental journey and breathtaking views

is a restaurant, bar and event space on the 101st floor, the interior of which was designed by Rockwell Group, and an experience leading up to the observation deck called 'Journey to Edge' that was created by LAB at Rockwell Group, the firm's experience design studio.

Melissa Hoffman, principal and studio leader for LAB at Rockwell Group, said: "We are thrilled to be a part of this incredible project which takes visitors on an experimental journey to reveal breathtaking views."





It is a truly innovative project  
fitting this neighbourhood  
and historic building

Flores and Prats

# Artistic creation

Derelict 1930s theatre and music hall in Brussels  
to be converted for social programming



■ A large, open atrium will host debates,  
art and music performances

**F**lores & Prats and Ouest Architecture triumphed in a competition to convert a derelict old theatre and music hall into an open, inclusive public space in Brussels, Belgium.

The Ancien Théâtre des Variétés was originally designed by modernist architect Victor Bourgeois and built in the 1930s.

Having been converted into a Cinerama venue in the 1960s, it was eventually abandoned in the 1980s.

Now, the 5,000sq m (54,000sq ft) building will be reactivated for hosting the social agenda programme of its new owner Bruxelles Laïque.

The building's shape and materials will be retained where possible, honouring its history, and it will be converted to house two theatres, offices, dressing rooms, a café-bar and an open forum space and its large, open

■ The building was originally designed as a theatre and music-hall



## We're adding a new chapter to this historic building by converting it into a new laboratory for artistic creation

atrium, intended by the architects as an interior urban square – will host debates, art and music performances.

### Announcing the decision

In announcing its decision, the jury stated: "The spaces, volumes and materials of the project are of great quality and they benefit, among other things, from great interior luminosity. The project is strongly determined by the installation of a very high skylight providing zenithal light in the heart of the plot up to the forum level.

"The work on the listed façade and its enhancement are very much appreciated, as well as the creation of an interior street linking Rue de Malines and Rue Saint Pierre."

The Ancien Théâtre des Variétés, dating back to the 1930s, had once been one of the most modern venues

in Brussels during the golden age of the city's show and entertainment culture.

The building was originally designed as a theatre and music-hall by local modernist architect Victor Bourgeois. It was later converted into a great Cinerama in the 1960s before finally becoming vacant in the 1980s.

Flores & Prats said: "Together with Bruxelles Laïque and our team of experts, we will work on adding a new chapter to this historic building by converting it into a new International laboratory for artistic creation."

The project opens a new chapter in the history of the place with attention paid to its future users.

"It is a project fitting this neighbourhood and building," Flores and Prats added. "With its historical qualities, it is a truly innovative and impressive architectural project."



■ The building will be reactivated for hosting the social agenda programme of its new owner Bruxelles Laïque.



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● Rafael Pavón

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HTC Vive has partnered with Rafael Pavón, an acclaimed virtual reality (VR) and augmented reality (AR) director and creative producer, to develop *Memoria: Stories of La Garma*, a new interactive VR documentary experience in Santander, Spain.

*Memoria* takes visitors inside the La Garma cave complex, rediscovered in 1995. A UNESCO World Heritage Site, the caves date back more than 16,000 years.

La Garma is known for its parietal art – cave paintings – and for having one of the best preserved

floors from the Paleolithic period, containing more than 4000 fossils.

It debuted at the Museum of Prehistory and Archaeology of Cantabria in Santander, Spain and will now be available for virtual viewers to experience, using the HTC Vive Headset, via Viveport, a VR subscription service from HTC.

Set during the Paleolithic era, the experience tells the story of a hunting party returning to their home in the caves, only to find it has been blocked off by a landslide, sealing the caves in time and preserving thousands of

artefacts in the process. Since the caves' rediscovery, only around 50 people – including Pavón – have entered them.

The VR documentary is narrated by Geraldine Chaplin, renowned actress and daughter of comedy legend, Charlie Chaplin, and lasts approximately eight minutes.

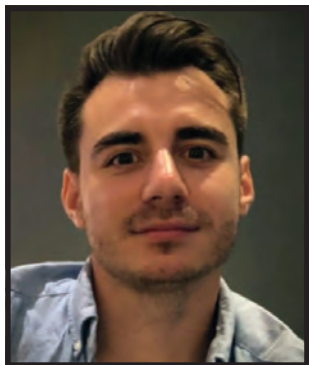
It was nominated for the Best Documentary Experience at Raindance Immersive, a film festival which champions independent film making worldwide.

**ATTRACTIONS-KIT KEYWORD**

**HTC VIVE**



## Anima-AR brings CGI into real world settings, says **Jake Slack**



● Jake Slack, AnimaLive

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AnimaLive, a UK-based live character animation specialist, has launched Anima-AR, a new system that integrates computer-generated images into real-world environments.

Designed to enhance the visitor experience, Anima-AR consists of a set of pre-made games, videos and quizzes, that users can access via a smartphone. Visitors simply scan a 'trigger' with their device, which launches content on to their screens. The initial launch has been designed



● Anima-AR is designed to enhance the visitor experience

for family entertainment centres (FECs), while a second batch for museums and science centres is currently in development.

"The biggest challenge facing operators when implementing an AR attraction is they don't know where to start," said AnimaLive chief technology officer Jake Slack.

"Often the resulting development costs are higher than the available budgets and projects never get off the ground. We've put together a series of pre-made AR applications which can be used universally."

.....  
**ATTRACTIONS-KIT KEYWORD**

**ANIMALIVE**  
.....

## Papillon Translations transforms visitor experience, says **Steve Kent**

A new translation app, aimed at the tourism and attractions industries, has launched.

Called Papillon Translations, the app is designed to enhance the visitor experiences in museums and art galleries by offering foreign language commentaries for key exhibits.

Visitors simply download the app on to their device and scan QR codes to bring up a written description in the relevant language.

Users can also scan images without the need for QR codes, providing full functionality without changing the visual aesthetic of a space.



● The app offers hundreds of languages for overseas visitors



● Steve Kent, Papillon Translations

As well as written messages, including a dyslexia-friendly font, Papillon also provides audio options in more than 250 different language options, with more than 15,000 translators having contributed to the app in 172 languages.

Users can even save their favourite images from the

venue, enabling them to continue their experience after they've returned home.

It has already been implemented at the World of James Herriot museum in Thirsk, North Yorkshire, as well as Bedern Hall, a historic site in York, operated by the York's Museum Trust, and plans to roll out at a number of other venues across the UK.

"We've spent a lot of time ensuring that the app is fully fit for purpose and now have a product that will make a real difference to the user experience," said Steve Kent, MD of Papillon Translations.

.....  
**ATTRACTIONS-KIT KEYWORD**

**PAPILLON TRANSLATIONS**  
.....

Leisure industry professionals share how they got to where they are today

### Steve Lomas

DIRECTOR OF PARK OPERATIONS

Drayton Manor

Guest's expectations for high-quality experiences are ever growing

Steve Lomas has been working in the attractions industry on and off since 1990. He started his career as park presentation manager at Alton Towers and, after a stint working at the Food Standards Agency, now works as the director of Park Operations at Drayton Manor.



first see Thomas the Tank Engine on the turntable when they enter Thomas Land, for them it's the real Island of Sodor. Those reactions are when you know you've got it right, especially as you know just how much time and energy goes into preparing your product. Without a doubt guest's expectations for high-quality, immersive experiences at budget prices are ever growing and forms an ever-increasing challenge, but it's worth it when guests are happy."

### Tell us about your career

"I started my career in agriculture and trained at Harper Adams University, until a seasonal role, running a new farm exhibition at Alton Towers, appeared on the college noticeboard. I got the job and very quickly fell in love with the theme park industry. This was in 1990. In the same year, Alton Towers was sold by John Broome and family to the Tussauds Group. This cemented my migration from agriculture to leisure. After that the 'growing of crops' became the 'production of magical guest memories'. I stayed in theme parks for 10 years, in early 2000 and for the next 15 years I worked outside the industry, taking roles in operational management with the Whitbread Beer Company and the Food Standards Agency. In 2015, I was delighted to rejoin the industry as the director of Park Operations at Drayton Manor. Since then I've been working with the park owners, the Bryan family, to develop and enhance the operation of the rides and zoo platforms at the business."

### What's your favourite thing about your job?

"I'm always motivated by the excited response from our guests, particularly our younger guests, who can't contain their excitement when they

### Careers advice

Chase your passion, not your pension. If you do something you really love, then success in all measures will naturally follow and your career path will have a more natural progression. Equally so, never lose sight of your own family and keep them as your priority."



■ Reactions to the park are the best part of the job, says Lomas



# Attractions

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## MANAGEMENT NEWS



Recruitment headaches?  
Looking for great people?

## Attractions Management News can help

### Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 100th issue of AM News, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

### I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

### What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

Hope to hear from you soon on +44 (0)1462 431385 or email [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)



Nene Park

## Visitor Operations Manager

Peterborough, Cambridgeshire

£29,500 - £32,275 per annum, dependent upon experience

This is an exciting opportunity to oversee the management of the visitor centres and visitor experience in Nene Park, creating engaging and welcoming hubs for visitors to the Park and improving our opportunities to deliver high-quality events and visitor services.

The right candidate will be enthusiastic and experienced in managing creative and successful visitor operations and visitor centres/retail outlets. They will be able to think creatively and will be responsible for leading on the retail and visitor operations located in Nene Park's Visitor Centre and Nene Outdoors water sports and activity centre. The role will involve sourcing and promoting sustainable products including from local businesses and some created within Nene Park. It will also involve working with the wider Nene Park team to develop new and exciting opportunities for the Park and its visitors.

Please note that all applications need to be made on the application form provided and CVs cannot be accepted.

**CLOSING DATE: 9am ON MONDAY 23 MARCH**

For more information about the role and to apply please click 'apply now' or scan QR code.



 **Apply Now**

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# GENERAL MANAGER

Do you have the Magic in you to create memorable experiences  
all for the love of fun? Do you wish to cast a spell of  
laughter and enjoyment to the people around you?

Want to join a team that creates smiles and memories globally on a daily basis?

Then you have the magic to be Team Merlin at  
LEGOLAND Discovery Center Atlanta!

## Your Magical Role

With a key focus on the operational management and commercial profitability of the attraction, the General Manager will ensure that financial and visitor performance targets are consistently met, while ensuring the customer experience remains consistently high. You will develop and lead your on-site teams, while also establishing yourself in the local community for the benefit of the business.

## Your Magical Ingredients

- Minimum 5 years of senior management experience within an operations and/or retail environment; including a visitor attraction, theme park, museum, hotel, theater or entertainment environment.
- Leadership experience within a business of 1 million+ annual revenue and/or 50+ employees. Knowledge of financial reporting, budgets, and forecasting.
- Bachelor's degree in business, economics, finance, or related field.

## About The Benefits

In return, you will find a competitive salary and benefits package and you will benefit from free entry to all of our Merlin attractions worldwide. In addition, you can expect continued growth from joining an exciting, global organization.

## About Us

Merlin Entertainments, Ltd. is a business built on fun. We are the world's second-largest visitor attraction operator. We run some of the best-known names in global leisure, these include the likes of SEA LIFE, Madame Tussauds, the Dungeons, the Eye brand, and LEGOLAND. Our objective is to provide a truly memorable experience and a great day out for all members of the family.

Apply now by clicking below  
or scanning QR code.

 **Apply Now**





## Technical Manager

Madame Tussauds, New York

***Build yourself a more exciting future at Madame Tussauds NY!***

*Do you have the Magic in you to create memorable experiences all for the love of fun?*

*Do you wish to cast a spell of laughter and enjoyment to the people around you?*

*Want to join a team that creates smiles and memories globally on a daily basis?*

*Then you have the magic to be Team Merlin at Madame Tussauds NY!*

The Facilities Manager is a vital role to Team Merlin to ensure that all the fun and magic is being delivered at optimal level. As a Facilities Manager you will provide excellent customer service to external and internal customers while maintaining a safe, clean and fun environment for all who enter.

### Preferred Qualifications

- 3+ years of relevant experience.
- High School Diploma, and/or equivalent certificate or equivalent experience.
- Strong knowledge of HVAC systems and knowledge of A/V systems a plus.
- Possess strong communication skills (both verbal and written).
- Proven ability to work on multiple projects simultaneously and multi task as necessary to meet a deadline.
- Great organization skills, detail oriented and self-starter.
- Excellent solving problems and analytical skills to develop appropriate solutions.

### About The Benefits

- Perhaps the biggest benefits of joining us are the outstanding opportunities for career development within our exciting, global organization.
- Flexible hours
- Merlin Magic Pass which give you free admission to Merlin attractions worldwide
- Competitive 401K
- FUN working environment and much more!

### About Us

Madame Tussauds is the ultimate celebrity fun day out, where else can you get up close and personal with A-List celebrities, sporting legends, political heavyweights and historical icons and relive the lives, events and moments that made the world talk about them. Merlin Entertainments, Ltd. Merlin Entertainments is a business built on fun. We are the world's second-largest visitor attraction operator. We run some of the best known names in global leisure.

For more information click  
'apply now' or scan QR code

 **Apply Now**







**We are searching for an *Attraction Manager* at our Peppa Pig World of Play attraction.**

***Jump into the world of Peppa Pig to laugh, learn and play!***



**Attractions Manager**

Reference: req4612

**Peppa Pig World of Play, Schaumburg, IL, USA**

**Opening in 2020, Peppa Pig World of Play Chicago is an indoor family play attraction, designed for pre-school children and their families.**

Do you have the Magic in you to create memorable experiences all for the love of fun? Do you wish to cast a spell of laughter and enjoyment to the people around you? Want to join a team that creates smiles and memories globally on a daily basis? Then you have the magic to be Team Merlin at Peppa Pig World of Play Chicago!

#### **Your Magical Role**

The role of the Attraction Manager is to ensure the effective pre-opening, launch and post-opening operation of our 3rd Peppa Pig World of Play attraction in North America.

#### **Your Magical Ingredients**

- Embraces the idea of encouraging and empowering Playmakers to provide inspirational guest experiences
- Minimum of 3-5 years of relevant service industry experience; preferably with strong operations and retail management knowledge

#### **About The Benefits**

In return you will find a competitive salary and benefits package. In addition, you can expect continued growth of joining an exciting, global organization.

#### **About Us**

Jump into the world of Peppa Pig to explore and discover, interact and engage in fourteen themed play areas and an unforgettable adventure with Peppa and her friends. Peppa Pig World of Play – snorts and giggles for all the family!

We offer flexible opportunities, in a totally unique environment. We know this is a great place to work, but don't just take our word for it, click here

 **Play Video**

For more information and to apply, click below or scan QR code.

 **Apply Now**





Something very exciting is underway in Goshen, New York. Due to open in 2020, LEGOLAND Park and Hotel in New York is Merlin's biggest single investment to date and you could play a crucial part in this amazing project!



We're now looking for a unique person who has a passion for Facilities who will lead the way in Delivering the Magic as we bring the world's ninth LEGOLAND Park to life brick by brick. You will support bringing the project from construction to a bricktastic place filled with smiles.

#### About The Role

- Safe maintenance and technical operation of all buildings and infrastructure
- Ensure strict compliance with all relevant health & safety legislation/requirements, maintaining detailed and comprehensive records
- Maintenance of exceptional safety standards for both guests and staff
- Responsible for carrying out planned maintenance work, this includes daily inspections, periodic inspections as per internal schedules, building inspections, installation work around the site
- Respond to breakdown situations and carry out the required corrective action, such as building works, plumbing and the like
- Responsible for the keeping of buildings records. Carry out risk assessments for the Facilities department, reviewing and updating codes of practice and work instructions
- Manage projects
- Responsible for the utilities (heat/gas/water/electric)
- Participate in the park duty program

#### About You

Must have a high school diploma or equivalent. Must be solutions-oriented. Must have integrity and high standards around compliance and safety. Must be able to manage a budget and assets including labor, material and services. Should be able to manage projects and multiple tasks all at the same time. Must be able to communicate internally and externally with a variety of different types of individuals within and outside of the organization.

#### About Us

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, eight hotels and three holiday villages in 22 countries across four continents and we run some of the best-known names in global leisure. These include the likes of SEA LIFE, Madame Tussauds, the Dungeons, the Eye brand, and LEGOLAND. Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

Apply now by clicking below or scanning QR code.





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advertise call the team on +44 (0)1462 431385



## Duty Manager - Retail

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**Company:** Legoland Discovery  
Centre

**Location:** Concord, Vaughan,  
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## Technical Manager

**Salary:** Competitive

**Company:** Madame Tussauds

**Location:** New York, NY, USA

## General Manager

**Salary:** Competitive

**Company:** Legoland Discovery  
Centre

**Location:** Atlanta, Georgia, USA

## Head Aquarist

**Salary:** Competitive

**Company:** Sea Life

**Location:** Mooloolaba QLD, Australia

## Social Media Manager

**Salary:** Competitive

**Company:** Legoland

**Location:** Winter Haven, FL, USA

## Facilities Manager

**Salary:** Competitive

**Company:** Legoland

**Location:** Goshen, NY, USA

## Visitor Operations Manager

**Salary:** £29,500 - £32,275 per  
annum, dependent upon experience

**Company:** Nene Park

**Location:** Peterborough, UK

For more details on the above jobs visit  
[www.attractionsmanagement.com](http://www.attractionsmanagement.com)



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