

# Attractions

## MANAGEMENT NEWS



16 OCTOBER 2019 ISSUE 141 [www.attractionsmanagement.com](http://www.attractionsmanagement.com)

### Blackstone acquires stake in Great Wolf

Great Wolf Resorts is targeting accelerated growth under a new joint ownership structure that has seen hospitality and leisure investor Blackstone Real Estate Partners take a 65 per cent controlling interest in the company.

Blackstone will share ownership with Centerbridge Partners, which is the existing owner of Great Wolf, creating a new US\$2.9bn (€2.64bn, £2.34bn) joint venture.

Tyler Henritze, head of US acquisitions for Blackstone Real Estate, said the company had been impressed by the evolution and growth of the company under Centerbridge's ownership.

Great Wolf runs 18 family-oriented waterpark and entertainment resorts in the US and Canada and has opened seven new lodges since 2015.

Murray Hennessy, the CEO of Great Wolf Resorts, commented: "We are pleased to welcome Blackstone as a



■ Great Wolf lodges include indoor waterparks and a range of other recreational activities



new member of the Great Wolf pack and excited to begin the next chapter for our rapidly expanding company.

"Great Wolf stands to benefit greatly from Blackstone's world-class insights and expertise in hospitality, and values Centerbridge's continued involvement."

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**We welcome Blackstone as a new member of the Great Wolf pack**

Murray Hennessy



**SUSTAINABILITY**

**PortAventura to build Europe's largest solar park**

Park will draw a third of its energy from solar

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## Tim Marlow appointed as next director of UK's iconic Design Museum

London's Design Museum has named Tim Marlow – currently artistic director at the Royal Academy of Arts – as its new chief executive and director.

Named European Museum of the Year in 2018, the Design Museum was founded by Sir Terence Conran and opened its doors in 1989.

It is one of the world's leading museums devoted to contemporary architecture and design with work encompassing all elements of design, including fashion, product and graphic design.

Since 2006 it has staged more than 90 exhibitions and installations on contemporary design, and has increased its international



■ Marlow is currently the artistic director of Royal Academy of Arts

**"In a world-class building with an energetic and talented team, I'm fired up for the challenges which lie ahead"**

footprint with touring exhibitions across Europe, Japan, Korea and China.

Marlow brings a wealth of experience from his role at the Royal Academy of Arts, as well

as a previous ten-year stint as director of exhibitions at the contemporary art gallery White Cube from 2003 to 2014.

An award-winning broadcaster and author of numerous books and catalogues, he has lectured, chaired and participated in panel discussions on art and culture around the world.

Of his new role, he said: "The opportunity to build on the impressive work that the museum and its staff have already done in promoting the central importance of design and architecture in shaping our world is phenomenal.

"In a world-class building with an energetic and talented team, I'm fired up for the challenges which lie ahead."

## Chicago's Museum of Science and Industry to be named after **Kenneth C. Griffin** following US\$125m donation



■ Griffin is the founder of Citadel, which has more than US\$32bn in assets under management.

Billionaire hedge fund manager Kenneth C. Griffin is to have the Museum of Science and Industry (MSI) in Chicago named after him, following a donation of US\$125m (€113.5m, £98.9m).

The gift is the largest in the museum's history, and will help it secure its long term future, as well as allowing it to create The Pixel Studio – a digital gallery and performance space that MSI says will be the only experience of its kind in North America.

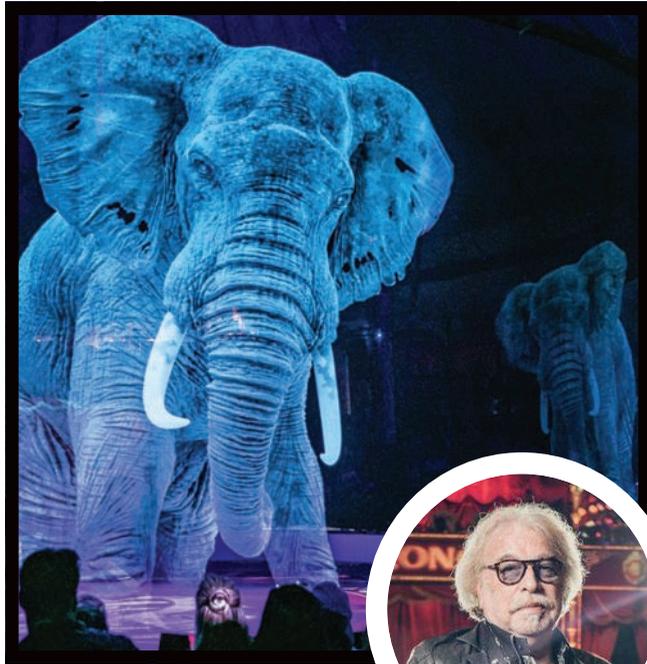
**"The Museum of Science and Industry ignites the imagination of all who visit"**

Griffin is the founder of Citadel, which reportedly has more than US\$32bn (€29bn, £25.3bn) in assets under management.

Said to be personally worth US\$9.9bn (€9bn, £7.8bn), Griffin has donated around US\$700m (€635m, £554m) to various causes, including US\$150m (€136.2m, £118.7m) to Harvard University, his alma mater.

"The Museum of Science and Industry celebrates our greatest scientific and commercial achievements and ignites the imagination of all who visit," Griffin said.

"As one of the most important institutions of science in the world, I am honoured to support MSI's mission to inspire the next generation of scientific exploration and innovation."



■ Paul (inset) said the holograms can perform a number of stunts

**“The audience is our boss and when you feel the audience does not approve of something, you have to change it”**

## **Bernhard Paul:** holographic show satisfies 'desire for new'

Sometimes public opinion, technological development and entrepreneurial spirit all align – and all three seem to have played their part in the decision by German entertainer Circus Roncalli to replace live animal acts with holographic projections of performing horses and elephants.

"Times change and so do opinions – the audience is our boss and when you feel the audience does not approve of something, you have to change it," said Roncalli founder Bernhard Paul, speaking to *Attractions Management*.

"As a circus director you have to listen to the audience, but also to your heart, and to trust your own gut. I was sure and focused on giving our audience something new."

The idea for that something new seems to have germinated in Paul's mind while watching the 2018 NFL Superbowl.

"I had the wish to make something new at the circus, and when I saw Justin Timberlake performing with a hologram of Prince during the Superbowl – I was so impressed with the technology that I wanted to give it a go," he said.

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MARINE CONSERVATION

# Oregon Aquarium to build marine centre

The Oregon Coast Aquarium is raising a targeted \$18.2m (€16.5m, £14.4m) to remodel its facilities, improve its learning experience and build a marine rehabilitation centre.

Although the facility is one of only three in the Pacific Northwest to be authorised to provide critical care to endangered marine wildlife, its current rehab centre wasn't purpose-built and is housed in a refurbished warehouse.

"The building is quite old and was originally built for retail storage, so we are working to do emergency triage and procedures within a building that is not suited for animal medical care," said Evonne Mochon-Collura, curator

of fish and invertebrates at the aquarium.

She continued: "If we had a larger building that we could devote to rehabilitation, we could actually increase our ability to accept wildlife that is sick or injured and provide care on a much greater scale."

The aquarium has had 15 million visitors through its doors since it opened in 1992, but has not been renovated since.

"When the aquarium opened more than twenty-five years ago, it was never built to see the number of people that come through our doors," said president and CEO Carrie Lewis.

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■ The aquarium receives more than 420,000 visits each year



**The site wasn't built for the number of people that visit us**

Carrie Lewis

ART ATTRACTION

# David Adjaye's Ruby City art gallery has opened in Texas



**My goal was to translate Linda Pace's idea into a building**

David Adjaye

The Ruby City contemporary art centre, designed by British architect Sir David Adjaye, has opened in San Antonio, Texas.

So-called because of the ruby red colour of its precast concrete exterior, the 14,000sq ft (1,300sq m) gallery houses more than 900 paintings, sculptures, installations and video works.

Its design was inspired by the vision of the late collector and philanthropist Linda Pace and, in part, by the Spanish missions built in the US during the 16th to 19th centuries.

"My goal was to translate Linda's idea into a building that will do justice



■ The gallery's design was inspired by the vision of the late collector and philanthropist Linda Pace

to her legacy. It is a tremendous responsibility and one that is dear to my heart," said Adjaye.

"Linda had a clear vision for how the institution should be an inspirational space."

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■ The expansion was designed by architects Brooks + Scarpa

**The new structure mixes spacious, naturally-lit indoor exhibition rooms with terraces and covered outdoor spaces**

## Designs revealed for Mennello Museum expansion

Newly unveiled designs by Brooks + Scarpa and KMF Architects for a \$20m (€18m, £16m), 40,000sq ft (3,700sq m) expansion of Florida's Mennello Museum of American Art show a mixture and merging of indoor and outdoor spaces.

Integrated with the existing 12,000sq ft (1,100sq m) museum building, the new structure mixes spacious, naturally-lit indoor exhibition rooms with terraces, covered outdoor spaces, open concourses and pathways connecting them with the green and

lakeside surroundings of Lake Formosa.

There are indoor and outdoor multi-purpose spaces for events like weddings, education visits and conferences, interior spaces and walkways with floor-to-ceiling glazing and a sculpture garden for visitors to walk around. Large pale-coloured expanses, both inside and out, are offset with warmer timber surfaces.

Lawrence Scarpa, principle of Brooks + Scarpa, said: "The Mennello Museum's design is both futuristic and timeless. The design mirrors the objective of the artwork inside."

REDEVELOPMENT

# Swiss National Museum opens new wing

An overview of Swiss craftsmanship dating back a thousand years has gone on display at the Swiss National Museum in Zurich, with the opening of a new exhibition in the building's newly renovated west wing.

The Collection is stage-managed by Atelier Brückner and is set across a number of rooms that have great historical interest themselves, giving an overview of Swiss home decor from the 15th to the 17th century.

"The challenge is the existing historical structure," said Luca Tori, head exhibition curator at the museum. "The rooms themselves are the exhibit."

A total of 2,000sq m (21,500sq ft) of exhibition

space is used to display more than 7,000 exhibits, ranging from the sacred palm donkey of the 11th century, up to a noble Valentino costume from 2014.

Atelier Brückner says it has created scenography that conceives the exhibits and the rooms together, making a "readable" historic ensemble. For example, in the 16th century Rosenburg Room, there are 17th and 18th-century model ovens on display, alongside an oven that has historically been in the room.

The renovation of these rooms was managed by architects Christ & Gantenbein.

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■ The new exhibits are located at the renovated west wing



**A total of 2,000sq m (21,500sq ft) of exhibition space is used to display more than 7,000 exhibits, ranging from the sacred palm donkey of the 11th century**

SUSTAINABILITY

# PortAventura to build Europe's largest solar park



**This vision allows us to remain at the forefront of sustainability**

Fernando Aldecoa

PortAventura, the theme park and resort near Barcelona, Spain, is planning to install what will be the largest self-consumption solar plant in a European resort, enabling it to derive a third of its energy needs from the sun.

The US\$6m (€5.4m, £4.9m) project will see the installation of 22,000 solar panels, giving an installed capacity of 8.5 MWp and preventing 4,000 tonnes of carbon dioxide from being emitted every year – the equivalent to the amount of CO2 absorbed by 930,000 trees.

"The solar park is a project that acts as a lever to promote change towards



■ PortAventura will be able to draw a third of its energy needs from solar power

a more sustainable and responsible world," said Fernando Aldecoa, managing director of PortAventura World.

"This vision allows us to remain at the forefront and continue to be leaders in sustainability amongst international tourist destinations."

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IP ATTRACTIONS

# 'I'm A Celebrity' attraction planned for UK

The TV show *I'm a Celebrity... Get Me Out of Here!* is to be used as the inspiration for a new theme park being built in Salford, near Manchester, UK, where the ITV studios are based.

Famed for its 'Bush tucker trials', which usually involve interactions with things like bugs, spiders and all kinds of creepy-crawly, the show is fronted by presenters Ant and Dec and is filmed in the Australian rainforest.

The proposed theme park – to be called *I'm a Celebrity... Jungle Challenge* – would offer a 90-minute indoor "multi-sensory adrenaline adventure", according to the broadcaster, with challenges such as zipwires,

parachute drops, climbing walls and mazes. Visitors will collect stars as they take on the challenges, in an attempt to be crowned king or queen of the jungle.

The theme park will take up 2,500sq m (8,200sq ft) of the new £26m (US\$32m, €29.1m) Watergardens development, next to the Lowry Outlet Mall at Salford Quays.

James Penfold, controller of partnerships for ITV, said: "I'm a Celebrity...Jungle Challenge brings together the heart and soul of the series, and ITV's expertise in curating fantastic, memorable live brand experiences as a great example of our 'More Than TV' strategy."

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■ The ground has been broken on the project in Manchester



The project brings together the heart and soul of the TV series

James Penfold

HERITAGE

# "New beginning" for Acropolis Museum



We are now able to see how people lived in the shadow of the Acropolis

Dimitrios Pandermalis

The unveiling of a freshly excavated ancient settlement and the development of innovative digital representations of its exhibits have seen a new beginning for the Acropolis Museum, Athens, Greece, according to its president, Dimitrios Pandermalis.

Speaking to *Attractions Management*, Pandermalis reflected on the impact of the ancient urban development that was discovered when work first started on building the museum more than 13 years ago and the advances that the museum has made in the ways it presents its exhibits.



■ The museum is located at the iconic Acropolis site in the heart of the Greek capital Athens

"Ten years have passed quickly, but they've left a strong mark on this new beginning for the Acropolis Museum," he said.

"For the first time, we are able to see how people lived in the shadow of the Acropolis."

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# Z-MAX

## Z- MAX

The full column rotation of the Z-MAX Tower provides thrill-seekers a sprawling visual perspective of the lands surrounding it while reaching heights of 56, 68, and 80m (183, 223, 262ft). Combining those stunning visuals with unique shoot and bounce movements represents another winning attraction!

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## ACCESSIBLE ATTRACTIONS

## Morgan's Wonderland expands with sports area

Morgan's Wonderland, the completely wheelchair accessible theme park in San Antonio, Texas, has announced plans to build a new "ultra-accessible" sports complex in the city, providing 8,000sq ft (2,440sq m) of covered space for wheelchair sports.

The US\$3m (€2.7m, £2.45m) Morgan's Wonderland Sports complex will offer fitness and competition for athletes with different abilities. It will be situated on land leased from the North East Independent School District, and will mirror the inclusive mission of Morgan's Wonderland and its next-door splash park, Morgan's Inspiration Island.

Sports available will include basketball, softball, baseball, football, soccer, pickleball and tennis. The facilities will also include special LED lighting for visually-impaired athletes, wheelchair-accessible restrooms, water fountains, offices and fencing to keep balls in play.

"STRAPS has been a great success, currently involving hundreds of athletes and its growth now requires a more spacious venue," said Gordon Hartman, co-founder of The Gordon Hartman Family Foundation, which owns the park.

"Morgan's Wonderland Sports will give us plenty of room for multiple sports."

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■ The new facility has the capability of housing a number of sports



“

The new area will give us plenty of room for sports

Gordon Hartman

## MOTORING ATTRACTION

## Silverstone Experience prepares for opening

“

Set in a refurbished Second World War RAF hangar at the famous Silverstone circuit, the experience will be literally hands-on for visitors

The Silverstone Experience, a National Lottery Heritage Fund-backed project that will put the archive of the British Racing Drivers' Club (BRDC) on display to the public, will open in October.

The £20m (US\$24.6m, €22.3m) project has taken seven years to bring to fruition, with a grant of £9.1m (US\$11.2m, €10.2m) from the National Lottery, as well as high profile support from the likes of HRH Prince Harry, former Formula 1 world champion Sir Jackie Stewart, and commentator Murray Walker.

Originally due to open in July 2019, the development was delayed in



■ Organisers hope the Silverstone Experience will inspire young people to become engineers

June when construction firm Shaylor Group went into administration.

Set in a refurbished Second World War RAF hangar at the famous Silverstone circuit, the experience will feature 20 activities to try out, including changing a tyre on a F1 car, climbing into a replica 1940s GP car.

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MUSEUMS

# Polish Army Museum to undergo revamp

Architecture firm NM Architekci has won an international competition to design a permanent exhibition space for the new Polish Army Museum in Warsaw.

Announced at a press conference held at the Association of Polish Architects, the decision was based on functional, spatial, aesthetic and educational considerations, followed by the financial credibility of the project, according to the secretary of the jury, Marek Szaniawski.

Costing an estimated PLN 250m (US\$62.7m, €57m, £50.5m) and due to open in November 2020, the new museum will be housed inside the Warsaw Citadel

– a 19th century fortress in the city which served as a prison into the late 1930s.

NM Architekci's concept divides the exhibition space into three "sightseeing paths".

Either short, medium or long, visitors will be able to take in the exhibition at their own pace, with each path offering a different perspective of the exhibitions.

A striking feature of the plan will see dioramas act as "historical freeze frames", that help to provide a visual break from potential information overload, while also stimulating the imagination.

NM Architekci's concept also makes minimal use of lighting, sound and multimedia.

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■ 'Keystone' dioramas will crown each segment of the display



**NM Architekci's concept divides the exhibition space into three "sightseeing paths"**

MAJOR PROJECT

# Mississippi Aquarium sets April 2020 opening date



**The aquarium is expected to attract half-a-million visitors per year**

The Mississippi Aquarium has announced an opening date of 30 April 2020.

Currently under construction in Gulfport, Mississippi, the US\$93m (€85m, £75.7m) project will have a 5.8 acre beachfront campus, will hold more than a million gallons of both salt and fresh water, all of which will be filtered 16 times every day.

The aquarium will house alligators, river otters, fish, dolphins, stingrays and birds.

As a celebration of Mississippi's unique marsh and gulf environments, the aquarium is expected to attract half-a-million visitors per year, employing more than 100 full and part-time employees.



■ The aquarium will spread across 5.8 acres and will hold more than a million gallons of water

Included in the attractions will be a 30ft-long (9.1m) underwater tunnel that surrounds visitors with sea life, and exterior habitats that are 1,600ft (488m) long.

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Tom Mehrmann, president and general manager of Universal Beijing Resort



# Chinese dreams

Universal Studios has revealed the creative vision behind its forthcoming Beijing resort, detailing seven themed lands



■ Due to open in 2021, the site will be the largest Universal theme park in the world

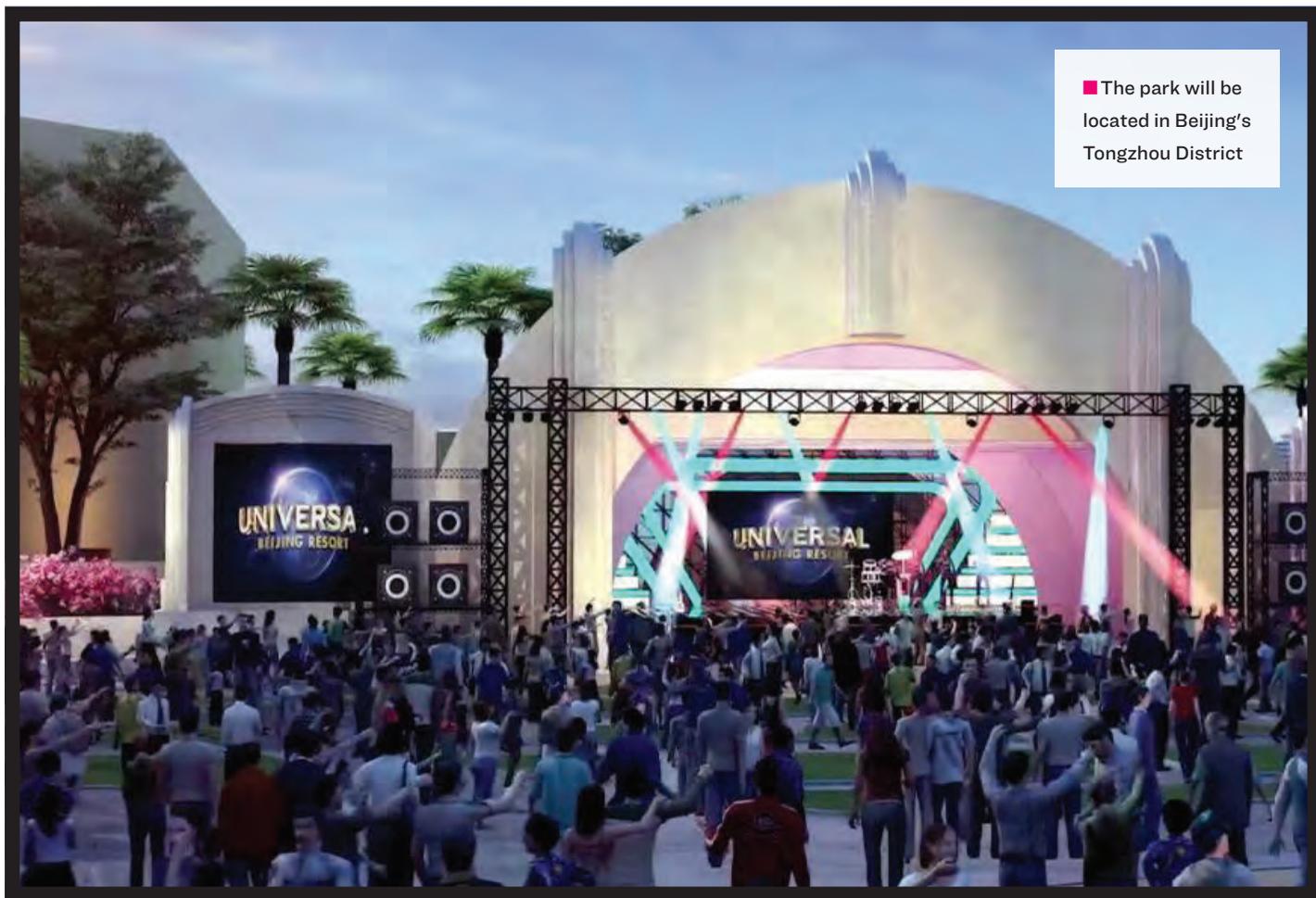
Universal Studios' under-construction Beijing theme park and resort will feature seven immersive, themed lands, it has announced.

Due to open in 2021, the site will be the largest Universal theme park in the world. The seven themed lands that have been announced are: *Kung Fu Panda Land of Awesomeness*; *Transformers: Minion Land*; *The Wizarding World of Harry Potter*; *Jurassic World Isla Nublar*; *Hollywood Boulevard*; and *WaterWorld*.

## New lands

All of these lands promise to bring their worlds and characters to life and deliver immersive experiences for visitors, as well as dining and entertainment offerings. The Hollywood land features a Lights, Camera, Action! attraction featuring directors Steven Spielberg

■ The park will be located in Beijing's Tongzhou District



We will immerse our guests in experiences that bring their favourite stories and characters to life in entirely new ways

and Zhang Yimou, and leads visitors into the behind-the-scenes glitz and glamour of Hollywood special effects.

The world's first Universal-themed resort hotel – the Universal Studios Grand Hotel – will offer a contemporary version of the Hollywood Golden Age, surrounding guests with the world of the movies, while a second hotel – the NUO Resort Hotel – immerses guests in Chinese cultural heritage and modern elegance, providing a "tranquil island" amidst the fast pace of the resort.

A final aspect of the first phase of the development is Universal CityWalk Beijing – a retail, dining and entertainment complex, with award-winning restaurants, clubs and a movie theatre.

### Continued expansion

As reported in *Attractions Management* in September 2019, the second

phase of development will include a second theme park, a waterpark and five more resort hotels.

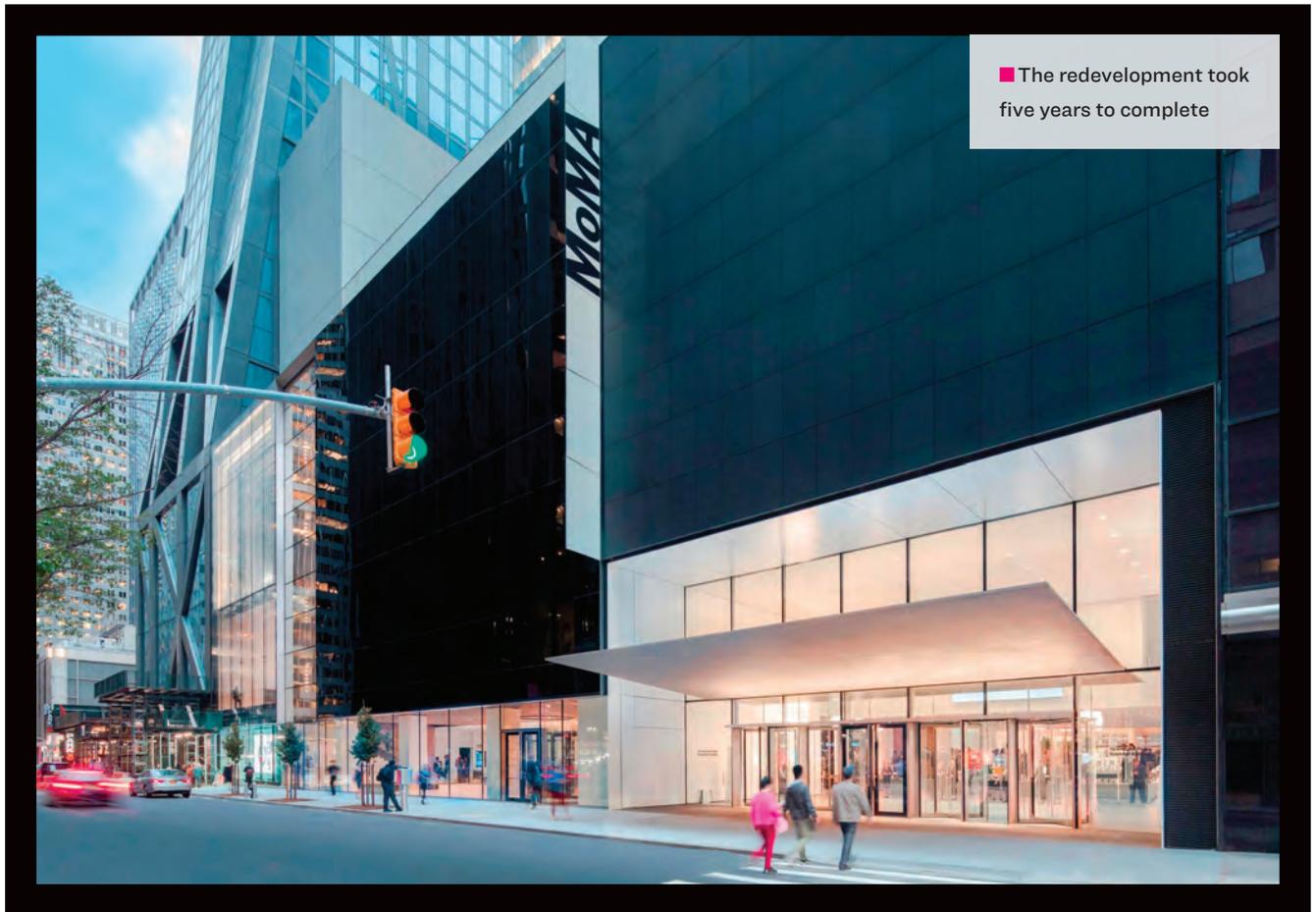
Located in Beijing's Tongzhou District, the Universal Beijing Resort will occupy about 420 acres of a 1,000 acre site in the central part of the city's Cultural Tourism Zone, and is expected to play a key role in elevating Beijing's cultural and tourism landscape.

"We will immerse our guests in incredible experiences that bring their favourite stories and characters to life in entirely new ways," said Tom Mehrmann, president and general manager of Universal Beijing Resort.

"Our theme park will showcase the best Universal rides, as well as all-new, unique experiences specially created to reflect China's rich cultural heritage. We are looking forward to sharing these exciting experiences with millions of visitors."

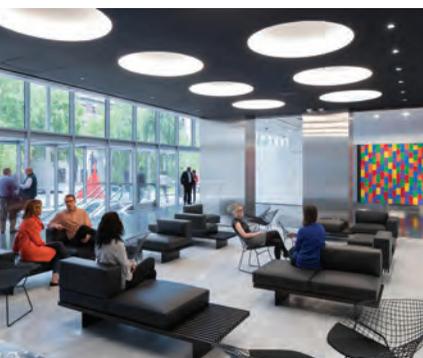


■ Universal Beijing will cover a land area of around 420 acres



## Modern designs

After a five-year, \$450m renovation, New York's Museum of Modern Art is reopening with 102,000sq ft (9,500sq m) of new gallery space



■ As well as new galleries, the work has added spaces to 'pause'

**N**ew York's iconic Museum of Modern Art (MoMA) is preparing to reopen following a comprehensive, five-year redevelopment programme.

Costing an estimated US\$450m, the work has added an extra 102,000sq ft (9,500sq m) of new gallery and public space to MoMA – widely recognised as one of the largest and most influential museums of modern art in the world.

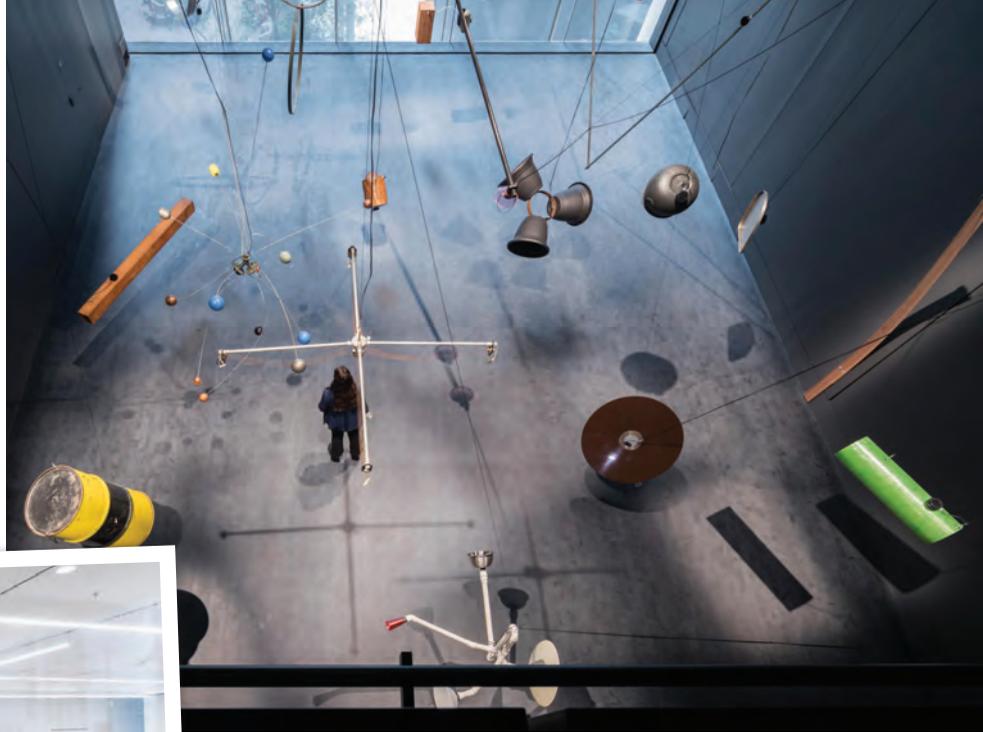
Designed by Diller Scofidio + Renfro, working with Gensler, the renovation has

seen the building's footprint increased to 708,000sq ft (66,000sq m), with gallery space increased by around a third to 166,000sq ft (15,000sq m).

### New spaces

Among the new additions are a space for performance, process and time-based art and a new, experimental Creativity Lab, which will be programmed by MoMA's Education Department.

Elsewhere, a number of the museum's existing galleries have



Existing galleries have been updated to be more flexible and technologically sophisticated

been updated to be more flexible and technologically sophisticated.

The main lobby has been opened up to be brighter and provide a better connection between West 53rd and 54th Streets, with revamped entrances and a new glass façade on 53rd Street.

Indeed, access and circulation around the building have been improved in general, with a number of new routes being created around the building – alongside spaces and areas to pause and reflect.



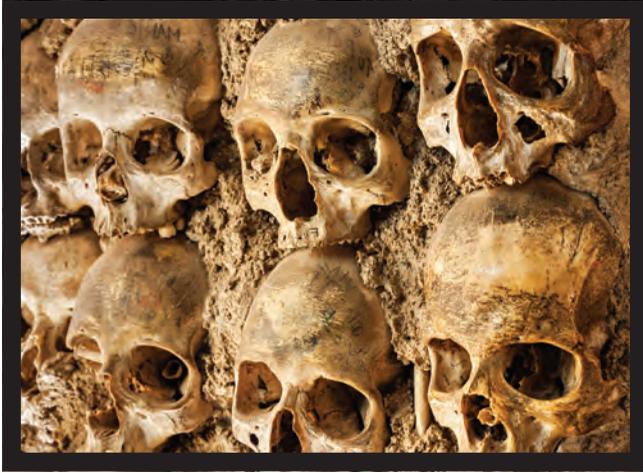
## Access and circulation around the building has been improved in general, with more routes around the building

The shop has also been expanded and reshaped to sit across two levels.

The expansion came at the expense of Tod Williams and Billie Tsien's American Folk Art Museum, which was demolished to make space for the expanded building. In fact, MoMA now also stretches into part of Jean Nouvel's adjacent 53 West 53.

The first phase of the renovation was completed in 2017.

The MoMa was first launched in 1929 by Abby Rockefeller and two of her friends.



■ The macabre Chapel of Bones (left) is a popular dark tourist destination in Portugal – as is the secretive nation of North Korea (right)

## The dark side

Humans are, by nature, drawn to the macabre and also enjoy being scared – a trait which is now helping to fuel dark tourism



■ The nuclear accident site at Chernobyl has received visitors since 2011 – and its popularity is likely to increase thanks to a recent TV series

**Y**ou don't have to visit a war zone or a former concentration camp to be a dark tourist. Everyone has a bit of a dark tourist in

them: who wouldn't visit Pompeii if they were going to Naples – or seek out Berlin Wall remnants during a visit to the city?

This type of travel is growing exponentially and encompasses everything from war museums and memorials, to places where both man-made and natural disasters have taken place, creating an unlikely link between trauma and tourism.

### The dark tourist

Before the 9/11 tragedy, the World Trade Centre's observation deck drew around 1.8 million visitors annually. This number has doubled since it has become the Ground Zero memorial. The notorious



Visitors to the Chernobyl exclusion zone must carry a Geiger counter at all times

## We're seeing an explosion of niche markets within heritage tourism – and dark tourism is definitely one of those

Polish concentration camp, Auschwitz, has seen also visits rise from 500,000 people in 2001, to 1.5 million in 2014.

“There’s definitely a crossover between dark tourism and heritage tourism, but we’re seeing an explosion of niche markets in tourism and dark tourism is one of those,” says Andrew Fry, a lecturer researching the subject at the University of Plymouth.

“Everyone’s motives are different. Some tourists may have a curiosity about the unusual and death, some are attracted to horror. For others, it can be voyeuristic or a desire for empathy with the victims of atrocity and suffering.

“However, more recently, we’re seeing that tourists want an authentic experience and for those who are seeking authenticity, their motivations include seeking the truth in pursuit of knowledge and social responsibilities,

such as not being forgotten or making the same mistakes.”

### Nuclear tours

Chernobyl, the Ukrainian site of the 1986 nuclear disaster is one site which is currently experiencing massive growth in popularity, thanks partly to the eponymous HBO series, which tells the story behind the horrific tragedy.

The former nuclear power station has been open to the public since 2011 and this year, tour operators predict visits will more than double to 150,000 people.

Despite visitors having to carry a Geiger counter to check radiation levels as they explore the site, Ukrainian President, Volodymyr Zelensky wants to “shake the dark tourist association” of Chernobyl and for the site to be recognised as a legitimate tourist attraction.



The Band-e Amir National Park in central Afghanistan

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20-30 OCTOBER 2019

**World Leisure Expo & Forum**  
**Hangzhou International**  
**Expo Center**  
**Hangzhou, China**

The World Leisure Expo & Forum is a series of exhibits, special events, festivals and training programs designed to showcase and demonstrate leisure's potential to improve our quality of life.

Based on the success of previous editions (2006, 2011 and 2017), the Fourth World Expo and Forum will be held once again in the city of Hangzhou, China, in 2019.

Tel: +1 989 774 6099

Contact:

[communication@worldleisure.org](mailto:communication@worldleisure.org)  
[worldleisure.org/expo/](http://worldleisure.org/expo/)

18-22 NOVEMBER 2019

**IAAPA Expo**  
**Orange County Convention**  
**Center, Florida, US**

The world's largest business event for the global visitor attractions industry. The trade floor features 1,000 companies from around the world who will showcase the new products and services, as well as an extensive programme of seminars and workshops.

Tel: +1 703 836 4800

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

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

14-16 JANUARY 2020

**Visitor Attraction Expo**  
**ExCel London, United Kingdom**

EAG International and the Visitor Attractions Expo have been designed to help delegates keep up-to-date with what's new in amusements and leisure. A large exhibition features the very latest products and innovations,



■ The event will offer a close-up look at the unique attractions of Hainan, China

15-17 OCTOBER 2019

**IAAPA Asia Pacific Summit**  
**Hainan Island, China**

The three-day event will offer industry professionals to participate in high-level networking, be inspired from carefully chosen presentations and to

experience the world-class attractions in Hainan, China. In total, there will be three "behind-the-scenes" facility tours at Mission Hills Haikou, Atlantis Sanya and Hainan Ocean Paradise.

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

[www.iaapa.org/connect/asia-pacific](http://www.iaapa.org/connect/asia-pacific)

as well as a seminar programme and strong networking opportunities for visitor attractions professionals.

Tel: +44 (0)1582 767254

Contact:

[karencooke@swanevents.co.uk](mailto:karencooke@swanevents.co.uk)

[www.attractionsexpo.co.uk](http://www.attractionsexpo.co.uk)

23-25 MARCH 2020

**Dubai Entertainment Amusement**  
**and Leisure Exhibition (DEAL)**

**Dubai World Trade Centre**  
**Dubai, United Arab Emirates**

The largest trade show for the theme park and amusement industries in the Middle East, DEAL is marketed as a 'thought leader' in the region for redefining the amusement industry. As well as a heavy focus on theme parks, the show features a number of exhibitor categories – covering topics such as VR, augmented reality, FECs, coin operated machines, waterparks and simulators and 4D theatres.

Tel: +971 +971 4 3435777

Contact: [lilia@iecdubai.com](mailto:lilia@iecdubai.com)

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

9-11 JUNE 2020

**IAAPA Expo Asia 2020**  
**Macao, China**

IAAPA Expo Asia is IAAPA's exclusive Expo in the Asia Pacific region. It is part of the organisation's regional event programme and attracts industry professionals from around the world to learn and experience what's new and innovative in the rapidly growing Asian attractions market.

Tel: +1 852 2538 8799

Contact: [asiapacific@iaapa.org](mailto:asiapacific@iaapa.org)

10-23 OCTOBER 2020

**World Leisure Congress 2020**  
**Pinggu, Beijing, China**

The 16th World Leisure Congress will be hosted by the Beijing City Government and co-organized by World Leisure Organization (WLO). The Congress theme "Leisure Makes Life Better" aims to promote the concept of leisure for all and throughout the whole year.

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## MANAGEMENT NEWS



Recruitment headaches?  
Looking for great people?

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### 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



Gurpreet Lidder

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



# Head of Visitor Operations

£50,000 - £60,186 per annum, depending on skills and experience

**You get great pleasure from knowing that every visitor to Kew has an unforgettable experience, one they remember for all the right reasons and you will know that your team have made that happen.**

Joining the Horticulture, Learnings and Operations Directorate, you will provide effective leadership to the Visitor Hosting, Constabulary and Explorer teams, and you will be the key relationship manager for our catering contractor. You will play an instrumental role in maintaining and developing an outstanding level of customer service and experience at Kew Gardens, taking responsibility for all areas of daily visitor operations.

Kew is the world's leading botanic gardens, at the forefront of plant and fungal science, a UNESCO World Heritage Site and a major visitor attraction. We want a world where plants and fungi are understood, valued and conserved – because our lives depend on them.

We use the power of our science and the rich diversity of our gardens and collections to provide knowledge, inspiration and understanding of why plants and fungi matter to everyone.

With experience of managing multi-venue catering contractors, a security team and security systems, and legislation around large public venues, you will be an excellent leader and communicator, who will motivate and develop your teams to deliver to high standards and provide exceptional service at all times.

**CLOSING DATE: 03/11/2019**

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

 **Apply Now**





WARNER BROS.  
STUDIO TOUR  
LONDON



**Warner Bros. Studio Tour London - The Making of Harry Potter**

is the only place in the world to showcase the authentic sets, props and behind-the-scenes secrets of the Harry Potter films at the location where they were made. It has attracted over 12 million visitors since opening in 2012 and has received over 40,000 reviews on TripAdvisor with 96% rating the experience as 'excellent' or 'very good'. Since launching, additions to the Tour include Platform 9 + featuring the original Hogwarts Express, the Forbidden Forest and Gringotts Wizarding Bank.



## Retail Team Leader

Due to constant growth and expansion we are now seeking a new Team Leader to join this very fast, high growth, multimillion-pound operation. The successful post holder will support our Retail Manager to maximise sales and profit performance of Warner Bros. Studio Tour London through customer service, implementation of commercial standards and effective stock management.

We are seeking a strong team leader who has experience of motivating individuals to achieve team goals along with demonstrable success of delivering enhanced customer experience from customer feedback.

For more information  
click apply now or  
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## Warehouse Team Leader

We are seeking a Team Leader to lead and support all retail and commercial functions of Warner Bros. Studio Tour London. The successful post holder will lead our busy warehouse team to ensure the efficient storage of items, directing staff to pick and pack accurately, making sure deliveries meet deadlines and implementing continuous improvement initiatives.

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# Operations Manager

THE NATIONAL TRUST FOR SCOTLAND

SALARY: £40,732

A visible and senior management role where, in addition to the general operations management of the properties in pursuit of the National Trust for Scotland's aims and objectives.

The post holder will be responsible for the development of the property operating business planning process, utilising key sources of information and needs (e.g. conservation management plan; visitor/market research) to present effective and accountable business plans which underpin the properties financial performances, visitor experience, conservation delivery, reputation and maintenance.

The post is based at Inverewe Garden and reports to the General Manager for the North West and islands Region.

**CLOSING DATE: 18 OCT 2019**



Scan QR code for more information and to apply.



 [Apply Now](#)

# Active Kids

## Adventure Park

# Operations Manager

**Location:** Perthshire, Scotland

**Salary:** Dependent upon experience, employers contributory pension scheme provided and accommodation available

Active Kids Adventure Park is now looking for a dynamic and highly motivated individual to lead an energetic and creative team.

The park is one of the region's leading children's activity centres, attracting over 70,000 visitors every year and currently providing both indoor and outdoor play, animal paddocks, a coffee shop and a retail outlet. An ideal candidate would have business, marketing and leisure management experience.

This is a particularly exciting and challenging career opportunity for an entrepreneurial individual, joining the team when plans for significant expansion of both facilities and ingredients of the business are well underway. The successful candidate would be an integral part of this process and will have the ability and motivation to both grow with and drive the business to the next level.

The operations manager will be responsible for all day-to-day running of the Adventure Park, maintaining a consistently high standard of customer service with a problem solving approach. The role requires a flexible working attitude especially, during the busy summer months, excellent interpersonal and communication skills and a creative outlook, to deliver a wholly positive experience to all visiting families.

**If you feel that you have the experience and skills to contribute to this developing business, please scan QR code or click below.**

Closing date:  
1st November



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Royal Botanic Gardens  
**Kew**

# Visitor Experience and Commercial Manager

**2 x Vacancies**

**£32,000 per annum, pro rata if part time**

**1 x full time 36 hours, 1 x part time 21.6 hours**

**We're looking for an energetic, experienced leaders to join our Visitor Experience & Commercial team at Wakehurst.**

You'll be at the forefront of delivering an engaging and unique visitor experience, inspiring your team to exceed visitor and commercial targets. Reporting into the Head of Visitor Experience and Commercial this role will be instrumental in driving visitor excellence and ensuring the delivery of optimised revenue through admissions, retail, membership and other commercial activity including through our 3rd party catering and venue hire contract.

Royal Botanic Gardens, Kew is the world leader in botanic science and conservation, with two leading visitor attractions: Kew Gardens and Wakehurst.

Wakehurst is Kew's wild botanic garden in Sussex and one of the South East's leading visitor destinations, with over 500 acres of formal gardens and designed landscapes, wild woodlands and a tranquil nature reserve. It is also home to the world-leading Millennium Seed Bank, a Site of Special Scientific Interest (SSSI), an Elizabethan mansion and a plant collection of rarity, beauty and scientific purpose.

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

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## Head of Visitor Operations

**Salary:** £50,000 - £60,186 pa, depending on skills and experience  
**Company:** Royal Botanic Gardens Kew  
**Location:** Richmond, UK

## Warehouse Team Leader

**Salary:** Competitive Salary  
**Company:** Warner Bros. Studio Tour  
**Location:** Leavesden, London, UK

## Retail Team Leader

**Salary:** Competitive Salary  
**Company:** Warner Bros. Studio Tour  
**Location:** Leavesden, London, UK

## Visitor Experience and Commercial Manager

**Salary:** £32,000 per annum  
**Company:** Royal Botanic Gardens Kew  
**Location:** Haywards Heath, UK

## Operations Manager

**Salary:** Dependent upon experience  
**Company:** Active Kids Adventure Park  
**Location:** Perthshire, UK

## Operations Manager

**Salary:** £40,732  
**Company:** The National Trust for Scotland  
**Location:** Poolewe, Achnasheen, UK

## Education Manager

**Salary:** Competitive  
**Company:** Sea Life  
**Location:** Tempe, AZ, USA

## Commercial Guest Experience Manager

**Salary:** Competitive  
**Company:** Madame Tussauds  
**Location:** New York, NY, USA

## Technical Manager

**Salary:** Competitive  
**Company:** Legoland Discovery Centre  
**Location:** Atlanta, GA, USA

## Operations Manager

**Salary:** Competitive  
**Company:** Legoland Discovery Centre  
**Location:** Yonkers, NY, USA

## Camerieri Di Sala/Bar

**Salary:** Competitive  
**Company:** Gardaland Resort  
**Location:** Verona, VR, Italy

For more details on the above jobs visit  
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