

# Attractions

## MANAGEMENT NEWS



### David Bowie exhibition for space centre

The UK's National Space Centre will host an immersive live experience celebrating the life of music icon David Bowie.

The ultimate LIVE immersive show will chart Bowie's life through the years from 1969 to 1972, a significant period of time which covered both Bowie's experimental phase (Space Oddity to Ziggy Stardust) and the Apollo lunar landing window.

Housed in the centre's Sir Patrick Moore Planetarium during January 2020, the experience will include live music performances by a tribute band, as well as an exhibition of media inspired by Bowie.

"As part of our celebration we have partnered with De Montfort University, Loughborough University and Leicester College to create a never before seen exhibition of fashion, textiles, art and photography inspired by David Bowie," a spokesperson for the National Space Centre said.



IMAGE: NATIONAL SPACE CENTRE

■ The experience includes live music



Paul McNicoll, Associate Professor for Student Experience at DMU, said of the exhibition in a statement: "Inspired by the Apollo missions and the work of David Bowie, they will be showcasing innovative designs across fashion, textiles, intimates, footwear and accessories."

[READ MORE ONLINE](#)



**The show will be inspired by the Apollo missions and the work of David Bowie**

Paul McNicoll



**MUSEUMS**

**European Museum of the Year nominees revealed**

61 institutions to compete for prestigious award [p4](#)



**THEME PARKS**

**Work begins on Zootopia land in Shanghai**

Disney looks to benefit from popularity of movie [p6](#)

**LATEST JOBS**



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## Holovis' Heidi Pinchal reveals details of Discovery Destinations partnership

Discovery Destinations, a specialist in real-world entertainment, has announced a new strategic partnership with UK-based immersive experience design firm Holovis.

Holovis will act as a technology partner for the company and will add new dimensions to its existing experiences through the implementation of multi-sensory and immersive effects, as well as create new immersive experiences to inspire, inform and entertain.

Holovis will deliver scalable turnkey solutions that combine AV, intuitive interactivity and emerging technologies across Discovery's entire entertainment portfolio, which



■ Pinchal said Holovis would look to enhance existing attractions

**"Guests are identified through a powerful attribute recognition engine"**

includes themed entertainment spaces, hotels, live shows, exhibits and cruise ships.

"We will also be looking at ways to extend and enhance the experience

even further by utilising our proprietary software suites such as HoloTrac," said Holovis' Heidi Pinchal.

"Guests are identified through a powerful attribute recognition engine. Their personalised adventures are driven through modules including gesture and object recognition. This allows frictionless and intuitive interaction with the space to enjoy non-linear narratives and experiences.

"By putting them in control of their own adventure they can influence the virtual world around them for experiences that different every time depending on their interests, mood and how they choose to engage."

## Former Sony MD Ian Hetherington joins VR-specialist Immotion Group



■ Hetherington was instrumental to the development of the Sony PlayStation

Ian Hetherington, former MD of Sony Computer Entertainment Europe, has joined Immotion Group, a UK-based VR firm, as chair of Immotion Studios, the company's VR experience creation arm.

During his time at Sony, Hetherington was instrumental in the design and implementation of the Sony PlayStation and oversaw its launch into the European market, which, at launch, made up more than 80 per cent of the market

**"In his new role Hetherington will oversee ongoing commercial work and create experiences for National Geographic"**

share. He also published a number of leading Playstation games, including Wipeout and Lemmings, and served as one of the mentors of Grand Theft Auto creator, David Jones.

In his new role Hetherington will oversee ongoing commercial work, as well as create a number of immersive experiences for National Geographic. He will also be responsible for

developing a catalogue of new experiences, focused on the company's partner markets.

"Ian will, I'm sure, add his own dynamism and commercial expertise to the creation of our experiences," said Martin Higginson, CEO of Immotion Group.

"He is currently working on highly engaging experiences, giving our partner sales team the perfect product."



■ Sheikha Latifa (inset) is the chair of Dubai Culture

**“Our partnership with Expo 2020 puts culture at the forefront of this event with a host of initiatives”**

## HH **Sheikha Latifa bint Mohammed bin Rashid Al Maktoum** reveals Expo 2020 plans

**D**ubai Culture & Arts Authority (Dubai Culture) is to play a key role in delivering the creative aspects of Expo 2020, the major global event to be held in the city from October 2020 to April 2021.

Named Official Cultural Supporter for the Expo, it will seek to promote and enhance the UAE's art scene, using the expo as a platform to "showcase creativity and foster global cultural collaboration", as well as supporting a range of initiatives that include an Expo-led, community-centred art programme and Dubai Culture's own annual Sikka Art Festival.

Dubai Culture says its vision is to make Dubai a global centre for arts and culture, an "incubator for creativity and a thriving hub for talent".

"Our partnership with Expo 2020 puts culture at the forefront of this event with a host of initiatives, programmes and creative work environments that manifest Dubai's vision as the city of the future," said Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Dubai Culture chair.

"It will strengthen the UAE's international standing, enrich its cultural portfolio, and promote its rich heritage."

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EUROPE'S LARGEST

# Moscow's Dream Island park set for 2020 launch

Construction work on the Dream Island Park, a new theme park in Moscow, is progressing towards a first phase opening date of 29 February 2020.

The park, which is situated on 100 hectares of the Nagatinsky floodplain near Moscow city centre, says it will be the largest indoor theme park in Europe. A second phase of construction will see the creation of a landscaped promenade with a hotel and children's yachting school by 2021.

There are eight thematic areas of the park: Fairytale Village, Snow Queen Castle, Dream Race, Mowgli in the Land of Dinosaurs, Hotel Transylvania, Hello Kitty,

Teenage Mutant Ninja Turtles, and Smurfs Village. Within these lands are around 35 different experiences, both interactive and extreme, as well as a host of food and beverage facilities.

A City Promenade of pedestrian galleries made in the architectural styles of different countries allows guests to wander the streets of Rome, Barcelona, London and Beverly Hills.

The attraction will also house a 44-hectare landscape park with sports, children's and family recreation areas.

The US\$1.5bn (€1.35bn, £1.14bn) park is expected to draw 7.5 million guests per year.

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■ The attraction will be Europe's largest indoor theme park



**50 million people per year will be able to visit the Dream Island complex, including 7.5 million staying as guests**

AWARDS

## Nominees named for European Museum of the Year



**Among the nominated museums are eight from Switzerland, six from Russia and five each from Belgium, the Netherlands and Poland**

The European Museum of the Year 2020 will be won by one of 61 nominated institutions now announced by the European Museum Forum.

Among those included are eight from Switzerland, including the Landesmuseum in Zurich, six from Russia, including the AZ Museum in Moscow, and five from each of Belgium, the Netherlands and Poland, such as the Koers Museum of Cycle Racing in Roeselare, the Polish Song Museum in Opole, and the Anne Frank House in Amsterdam.

There were also four from Spain, and three each from the UK, France,



■ V&A Dundee, which opened in 2018, is on the list

Germany. These include the Athletic Bilbao Museum, the V&A Dundee, the Musée de Lodève in Lodève, and the Deutsches Spionagemuseum in Berlin.

The award winner will be announced at the European Museum Forum Annual Conference in April 2020.

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■ The Museo Nazionale della Resistenza will chart the history of WWII

**“The museum will offer multimedia displays, as well as physical exhibitions”**

## €17.5m plans to open National Resistance museum in Milan

Italy's culture minister Dario Franceschini has announced plans for a national museum dedicated to the Italian Resistance movement during World War II in Milan.

The museum, called the Museo Nazionale della Resistenza, has been in development for a number of years, with ministers finally agreeing to add an additional €15m (US\$16.7m, £12.5m) to the €2.5m (US\$2.8m, £2.1m) budget, bringing the total to €17.5m (US\$19.5m, £14.6m).

The museum will be dedicated to the memory of Italian anti-fascist rebels,

also known as partigiano, and will be located in the Piazza Baiamonti, opposite the Fondazione Feltrinelli, a research institute, housed in a glass pyramid, which focuses on history, equality and citizens' rights. The museum will be housed in its own pyramid-style building designed by Swiss architecture firm Herzog & de Meuron.

According to Paolo Pezzino, historian and head of the Parri Institute, which studies the liberation movement, the museum will offer multimedia displays, as well as physical exhibitions.

ACCIDENT INVESTIGATION

# Take action to 'prevent future park deaths'

UK theme parks have been advised to take action to prevent future deaths, following the conclusion of an inquest into the accidental death of Evha Jannath at Drayton Manor in 2017.

The 11-year-old from Leicester was killed on a water rapids ride called Splash Canyon in May of that year, after she stood up in the boat just as it hit a buffer designed to direct boats to the end of the ride.

Although a conclusion of accidental death was recorded, the coroner's report by South Staffordshire assistant coroner Margaret Jones said that action should be taken by all theme parks to prevent future deaths.

"I believe you have the power to take such action," the report stated.

The report has been sent to Alton Towers, Legoland, Thorpe Park, Merlin Entertainments and Lightwater Valley Theme Park, as well as Drayton Manor, and sets out a duty for Drayton Manor to respond in detail to matters raised at the inquest – and for all the theme parks to respond to the report by 8 January 2020, with details of actions taken or proposed to be taken.

A number of concerns were raised by the coroner, including that CCTV was not being sufficiently well monitored and responded to.

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■ The Splash Canyon ride has remained closed since the accident



**The report has been sent to a number of parks – and sets out a duty for Drayton Manor to respond in detail to matters raised at the inquest**

EXPANSION

# Work begins on Zootopia land at Shanghai Disney Resort



**This is a significant milestone in Zootopia's development**

Joe Schott

Shanghai Disney Resort has begun construction of its second major expansion site since opening in 2016, with the Zootopia-themed land set to be located next to the theme park's Fantasyland attraction.

Based on the Disney movie of the same name, which has achieved extraordinary popularity in China, the Zootopia attraction will include entertainment, merchandise, and food and beverage offerings.

"We're pleased to announce the start of main construction for the new land today, a significant milestone in its development,"



■ Zootopia will be the park's second major expansion

said Joe Schott, president and general manager of the Shanghai Disney Resort.

"This expansion demonstrates Shanghai Disney Resort's commitment to bringing new and unique experiences to our guests, offering more reasons for them to come to visit us again and again."

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**NEW OPENING**

# Disney Springs debut for Cirque du Soleil show

A new Cirque du Soleil show is set to open next year at Disney Springs, part of the Walt Disney World Resort in Florida.

Drawn to Life is the product of a collaboration between Cirque du Soleil, Walt Disney Animation Studios and Walt Disney Imagineering.

It tells the story of Julie, a girl who discovers an unfinished animation piece, left as an unexpected gift by her late father. Guided by a "surprising pencil", she goes on a quest sprinkled with Disney childhood memories, where she learns to imagine new possibilities and animate the story of her future.

The show will open for previews on 20 March

2020, and will officially premiere on 17 April 2020.

"In creating this show, we've brought to life an extraordinary new entertainment experience for the whole family," said Josh D'Amaro, president of Walt Disney World Resort.

"It blends all the heart, humour and joy of Disney storytelling with dazzling new acrobatic performances and effects never before seen in a Cirque du Soleil production."

The result of years of research and collaboration between the teams, Drawn to Life will have an international cast of 65 artists and will run at the 1,580-spectator Cirque du Soleil theatre in Disney Springs five days a week.

**READ MORE ONLINE**



■ The show will make its debut at Disney Springs in April 2020



**We've brought to life an extraordinary new experience**

Josh d'Amaro

**FOREST ATTRACTION**

# Bewilderwood to open second site in Cheshire, UK



**We continue to nurture a creative spirit**

Tom Blofeld

Bewilderwood, a UK-based adventure park that combines storytelling with outdoor play, is set to open its second site in the county of Cheshire.

The new park, which is expected to open in Q2 2020, will occupy 70-acres of countryside beside the historic Cholmondeley Castle in South Cheshire, and expects to welcome more than 300,000 visitors per year.

Designed to encourage families to engage in traditional outdoor play, Bewilderwood is located in canopied forest and doesn't offer traditional theme park rides or attractions, but instead



■ Bewilderwood encourages families to play

activities such as ziplining, arts and crafts, storytelling and face painting.

"From the beginning, we set out to be a smaller, more authentic and intimate experience," Blofeld said. "And we continue to nurture a creative spirit."

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**SCIENCE CENTRES**

# Children's Science Center secures final grant

The Children's Science Center (CSC), an upcoming science centre in Sterling, Virginia, has received a US\$10m (£7.5m, €8.9m) donation from the Northwest Federal Credit Union that will enable the centre to begin construction.

Expected to cost US\$75m (£56.9m, €67.2), the CSC is reported to have raised 85 per cent of its overall goal, with funding from the state's General Assembly and the Loudoun County Board of Supervisors also committed to the project.

Situated on donated land on the Kincora development, a few miles north of the Dulles International Airport, the new centre will occupy an area of 70,000sq ft (6,500sq m)

and offer a number of innovative science and discovery experiences based on STEM topics, as well as a comprehensive programme of 'maker'-style exhibits.

It's expected to welcome more than 300,000 visitors per year and will act as an extension of the Science Museum of Virginia in Richmond and the nearby Children's Science Centre Lab at the Fair Oaks Mall in Fairfax.

"Great science centres and museums are reflections of their communities, both as they exist and their aspirations for the future. Our plans reflect these hopes, dreams and ambitions " said officials from the centre.

**READ MORE ONLINE**



■ The new centre is expected to cost US\$75m to build



**Great science centres are reflections of their communities, both as they exist and their aspirations for the future**

Children's Science Center

**ARCHITECTURE**

# MAAS design challenges "the perception of museums"



**We envisage the Powerhouse Parramatta as a hyper-platform**

Moreau Kusunoki

Moreau Kusunoki Architects, working with local firm Genton, have won a competition to transform Sydney's Museum of Applied Arts & Sciences (MAAS) with a design aimed at "challenging the perception of a conventional museum".

The new Powerhouse Parramatta venue is envisaged as a multi-functional space, comprising seven flexible areas that will allow the museum to host a variety of exhibitions and immersive experiences, as well as showcase its collection.

Beyond its cultural offering, the destination is conceived to be a "transparent urban lounge" that will



■ The MAAS building will have a latched exoskeleton

welcome Sydney's diverse communities to riverfront 24-hours public spaces.

Moreau Kusunoki said: "We envisage the Powerhouse Parramatta as a hyper-platform, a building with limitless potential which continuously evolves."

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# NEBULAZ

## NEBULAZ

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# Industrial action

Disneyland workers file lawsuit against their employer, claiming their minimum wage rate based on city "subsidy"



■ Disneyland Resort has said the "Measure L" does not apply to it

**D**isneyland Resort in Anaheim, California, has been hit with a class-action lawsuit by five workers, who claim that the resort is failing to pay "living wage" hourly rates to its workforce.

## MEASURE L

The dispute centres around a ballot measure (Measure L) that Anaheim voters backed in 2018, in which any hospitality business located in Anaheim's resort district that benefits from a city subsidy must pay workers a minimum of US\$15 per hour (€13.50, £11.40). Measure L was also backed by Unite Here Local 11, which represents hotel and restaurant workers at the resort.

The bone of contention, however, is whether tax dollars from the city to pay off construction bonds on a US\$108m (€97.4m, £82m) six-storey parking garage on the resort constitute a subsidy, thereby triggering the requirement to pay the 15 dollar rate. According to a report in the *LA Times*, most of those tax dollars come from Disney, but some also come from bed taxes from hotels throughout the city.

## CONTRASTING VIEWS

"Our position is that this is clearly a subsidy," said Randy Renick, an attorney for one of the five plaintiffs.

“ We have yet to see the lawsuit, but the union coalition is well aware that the city attorney has previously looked at the issue ”

■ Hundreds of Disney employees could benefit from the lawsuit, if it is successful



## More than 400 current and former resort employees could potentially be parties to the action being taken

However, Disneyland spokeswoman Liz Jaeger countered: "We have yet to see the lawsuit, but the union coalition is well aware that the city attorney has previously looked at the issue and clearly stated that Measure L does not apply to the Disneyland Resort."

This relates to an opinion given by Anaheim City attorney Robert Fabela in October 2018, which said that "although there are many moving parts to the bond transaction, it does not appear to incorporate a direct city subsidy".

### CLASS-ACTION

The lawsuit, which has been filed in Orange County Superior Court in Santa Ana, California, names subcontractors and lessees for Disney, Sodexo and SodexoMagic, which operate restaurants and coffee shops in the resort.

The lawsuit also states that more than 400 current and former resort

employees could potentially be parties to the action being taken.

What must first be determined by the judge is whether the case can proceed as a class-action lawsuit, and the *LA Times* said that the court may also have to decide upon the definition of a city subsidy, based upon the intent of those who brought Measure L to voters last year. If the lawsuit does succeed, it could mean that the workers are owed millions of dollars in back wages.

The *LA Times* reports that, before Measure L was voted on last year, Disneyland Resort requested that Anaheim nullify two tax break deals it had with the city, which the city council agreed to do. These tax breaks were "causing strife with the city", said the newspaper, and it added that, the deals having been nullified, "it appeared that Measure L would no longer apply to the Disneyland Resort". ●



■ Disneyland Resort has denied that the Measure L would be applicable to it



Our entry explores themes typical of our architecture, such as humanity, the character of the place and the spirit they create

Samuli Miettinen

# Northern designs

The National Museum of Finland has revealed ambitious plans to expand and launch a new annexe, designed by JKMM Architects



■ The works will include exhibition space and workshops, a new restaurant in the enclosed garden, improved accessibility and a new museum entrance

**J**KMM Architects have won a competition to create a new annexe for the National Museum of Finland with a disc-shaped, pavilion-like design that connects its interior with the museum's previously underused garden through floor-to-ceiling windows.

The competition brief sought additional exhibition space and workshops, a new restaurant in the enclosed garden, improved accessibility and a new museum entrance.

## **CURVED GLAZING**

Called Atlas, JKMM's proposal was inspired by similar pavilion structures used in park-like settings.

It is designed to house a stepped public square that welcomes visitors and provide access to new exhibition galleries and spaces, as well as a restaurant with

■ JKMM's proposal was inspired by similar pavilion structures used in park-like settings



## The fact that the grand curving ceiling is visible from the underground foyer lends a wonderful mood to the interior

views into the garden that can be used independently of the rest of the museum.

The volume will be wrapped in curved glazing to fill the interior with natural light and giving the impression that the 1,320sq m (14,200sq ft) saucer-shaped, white concrete roof is balanced on a central plinth.

### SPIRITUAL SPACE

Explaining the design, Samuli Miettinen, the project's main designer and founding partner at JKMM Architects, said:

"Our entry explores themes typical of our architecture, such as humanity, the character of the place and the spirit that they create together.

"The National Museum of Finland belongs to everyone. It contains the ingredients for the common good for everyone in Finland. This is why we wanted to create an annexe to the

National Museum with architecture that is easy to understand for all visitors, but also elicits a wide range of interpretations."

In their assessment, the competition jury said: "The fact that the grand curving ceiling is visible from the underground foyer lends a wonderful mood to the interior and is excellent for visitor orientation. The entry is functionally very good, uncontrived and handsome. The foyer spaces and curving ceiling can be used for exhibitions to project their themes externally. The spaces are easily approachable and locatable."

First launched in 1916, the museum (in Finnish: Kansallismuseo) presents Finnish history from the Stone Age to the present day, through objects and cultural history.

The new annexe is due to be opened to the public in 2025. ●



■ The annex will house a stepped public square that welcomes visitors



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# PRODUCT INNOVATION

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● Reese's Cupfusion takes guests on an adventure through a futuristic Reese's factory

## Reeses Cupfusion opens at Hersheypark



● Vikki Hultquist

Alterface has partnered with Sally Dark Rides and Raven Sun Creative to create a new dark ride experience at the Hersheypark in Pennsylvania, US.

Called Reese's Cupfusion, the ride takes guests on an adventure through a futuristic Reese's factory where they become agents tasked with protecting the Crystal Cup, a legendary artefact that stores Cupfusion energy, powered by the love of peanut butter cups, to power the factory.

Riders, under the leadership of Commander Cup, go into battle against Mint the Merciless and the League of Misfit Candy,

who are out to steal the cup. As they make their way through the ride, guests score points by shooting fixed- and motion-based targets and can unlock additional features, as well as score bonus points through co-operative game play.

Vikki Hultquist, general manager of attractions and entertainment at Hersheypark, said: "It's a sweet and sensory adventure that creates a unique and memorable experience. As our first story-based attraction, it offers multiple ways to play all year round."

The ride was constructed by Sally, with all creative elements

were designed by Raven Sun Creative. Alterface were responsible for the interactivity, installing its Salto show management technology, which manages the ride's complex gameplay, as well as audio, lighting, shooting, animatronics and video content.

Rich Hill, creative director at Sally Dark rides, said: "The ride is a big step forward for interactive dark rides as there are more targets in this ride than any attraction in the world."

ATTRACTIONS-KIT KEYWORD

SALLY

## Digital Projection brings history to life at St Stephan's Cathedral



● Mark Wadsworth

St Stephan's, a Baroque cathedral in Passau, Germany, has celebrated its 350-year history with Symphony of Light and Sound, a spectacular videomapped show, projected on to the façade of the cathedral.

Telling the story of the Baroque cathedral, which is home to the largest cathedral organ in the world and was created by Italian masters in the 17th century, the multi-media show features sacred Christian music and take viewers on a journey



● The show is powered by an M-Vision Laser 18K projector

through time, showcasing the church in all of its iterations throughout the years.

The show was delivered by German company GF Bühnenfabrik and is powered by Digital Projection's M-Vision Laser 18K, a single chip DLP projector that offers an output of 18,000 lumens and 10,000:1 contrast ratio.

Mark Wadsworth, VP of global marketing at Digital Projection, said: "Thanks to its high brightness output and performance, a single projector allowed to map the entire cathedral to deliver a pristine show."

ATTRACTIONS-KIT KEYWORD  
DIGITAL PROJECTION

## Squint/Opera delivers digital exhibit at Empire State Building

Squint/Opera has completed the final phase of a new permanent and immersive digital exhibition at the Empire State Building.

Part of the iconic New York building's reimagined Observatory Experience, the new exhibit spans more than 35,000 sq ft (3250 sq m) and

features large scale projection-mapped displays and single-use virtual viewers. It was developed in partnership with exhibition designer firm Thinc Design and creative audio studio Antfood, with Squint/Opera creating all of the digital elements for more than 40 unique exhibits within the permanent exhibition.



● Callum Cooper

Throughout the process Squint/Opera – a creative digital studio with offices in London, UK and in New York – used Spaceform, a data-driven VR design tool developed to build a 3D visualisation of the Empire State Building interior.

Callum Cooper, director at Squint/Opera said: "The

Empire State Building's Observatory Experience exhibition was ambitious from start to finish and gave Squint/Opera's creatives the opportunity to collaborate with historians and top film talent to create an experience which truly brings together the physical and the digital."

"The result is a multi-sensory journey through one of the world's most famous buildings. Projects with such a wide range of media-driven experiences are rare, and it is wonderful to know that the experience of millions of visitors each year will be enhanced by our work."

ATTRACTIONS-KIT KEYWORD  
SQUINT/OPERA



● Guests to the exhibit will be able to climb into King Kong's paw hand

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

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27 JAN - 1 FEB 2020

### IAAPA EMEA Summit 2020

Johannesburg & Cape Town, South Africa

In 2020, IAAPA will make history by hosting the very first IAAPA EMEA Summit in Africa. The event will offer delegates the opportunity to find out about the African leisure industry at first hand and connect with local industry experts over six days.

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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. As well as a heavy focus on theme parks, the show features a number of exhibitor categories – such as VR, AR, FECs and 4D theatres.

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

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



■ The symposium charts the current trends of the global waterpark industry

6-9 OCTOBER 2020

### WWA ANNUAL SYMPOSIUM & TRADE SHOW

Las Vegas, US

The premium event for the global water park industry combines an educational programme – supported by the world's

largest gathering of waterpark experts – with a large trade show floor filled with products and services. The show is also famous for its networking opportunities.

Tel: +1-913-599-0300

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

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

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.

Tel: +1 989 774 6099

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

22-24 SEPTEMBER 2020

### IAAPA Expo Europe

London, England

IAAPA Expo Europe 2020 will be an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 15,000 industry professionals are expected to attend.

Tel: +1 321-319-7600

Contact: [IAAPA@IAAPA.org](mailto:IAAPA@IAAPA.org)

17-20 NOVEMBER 2020

### 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)

# EAG

ENTERTAINMENT, ATTRACTIONS  
& GAMING INTERNATIONAL EXPO

14-16 JANUARY 2020 | EXCEL LONDON

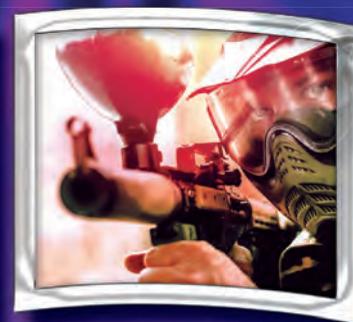
## LOOKING FOR NEW IDEAS TO ATTRACT VISITORS TO YOUR VENUE?

### BE PART OF THE ACTION!

Come to the **Entertainment, Attractions & Gaming International Expo** at London ExCeL from **14-16 January 2020** to source a wealth of fresh ideas to excite, amuse and entertain your visitors and keep them coming back for more!

**EAG: EVERYTHING ENTERTAINMENT  
IN ONE PLACE!**

**REGISTER NOW  
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COMPLIMENTARY  
TICKET AT  
[WWW.EAGEXPO.COM](http://WWW.EAGEXPO.COM)**



# Attractions Find great staff™

## 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)**



## Operations Manager

Salary: circa £30,000 pa  
(dependant on experience)

Location: Cheshire, UK

**We are currently searching high and low for an Operations Manager for our newest site in Cheshire, opening Spring 2020!**

BeWILDerwood is one of the most successful visitor attractions in the East of England. Beautifully designed to be in keeping with its natural surroundings, the park encourages outdoor, nostalgic play and creates lasting memories.

Filled with zip lines, slides, mazes and magical treehouses our visitors run WILD in our beautiful canopied forest together as a family. Adults are encouraged to play alongside the children, evoking their inner WILD child, promoting the nostalgic feel of playing in the woods and getting muddy knees along the way!

As a member of the Senior Management team, the Operations Manager for BeWILDerwood Cheshire is one of the most senior and key positions for the successful setup and operation for our new home.

We are looking for someone with proven experience in managing and developing large, diverse teams, with a passion for delivering tip top customer service and experience of venue management.

This is a unique opportunity to be involved in both the setup and delivery of what promises to be an exciting venture. We are looking for someone who will enjoy working in a fast-paced, fun and collaborative environment... No two days at BeWILDerwood are the same!

This is a permanent, full-time role that requires a flexible approach to hours and days worked. Previous applicants need not apply.

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

 [Apply Now](#)



# the York Dungeon

## WANTED!

### ~~Chief Peasant~~ General Manager

We are offering a unique opportunity for a highly motivated, dynamic, and talented Chief Peasant General manager to lead one of York's most popular attractions and be responsible for growing the success of this scary fun experience! Got what it takes to deliver truly horrible memorable experiences?

Reporting to the Regional General Manager for the UK & Ireland, the key aim of this role is to deliver the financial targets for the attraction whilst maintaining the brand standards of presentation and operation daily.

You will work with our mischievous marketing team to create and execute a marketing strategy which drives visitor volume to the Dungeon.

Apart from causing outrage, you will produce and work to a business plan across the year, be responsible for financial planning and forecasting of revenue streams; implement strategies in commercial areas including retail, photography and events and work closely with the brand and attraction marketing teams (did we say mischievous?) to support and drive these functions.

You'll be responsible for the delivery of excellent customer KPI's and will also lead the operational, technical and performance teams and will motivate them to be personality-driven performers who inspire revulsion.

About you...

- You will have a flair for networking, communicating and building strong, lasting relationships across the business and have significant management experience at a senior level in a complex, multi-functional commercial business, preferably in the attraction/tourism field.
- You will possess excellent commercial and financial acumen as well as a real creative and unique flair.
- You'll be resolute in your opinions and be gifted in the art of condemnation!

Does this sound like it could be you?

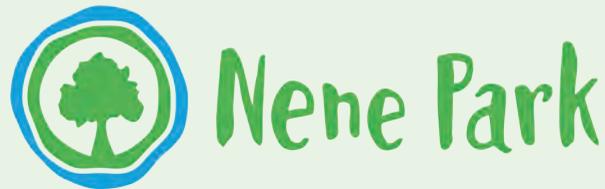
The cell doors are open and ready to welcome you... with a salary of circa £45,000.00 per annum, 33 days holiday (including bank holidays), Private Medical Insurance (Single Cover\*), and much more!



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



 [Apply Now](#)



Nene Park

## Visitor Centre Manager

(£25,625 to £28,034 per annum, dependent upon experience)

This is an exciting opportunity to manage the Visitor Centre and retail operations at Ferry Meadows. Your focus will be to create an engaging and welcoming visitor hub and develop an innovative and relevant retail offer which reflects the high quality and varied visitor experience across the Park.

The right candidate will be experienced in sourcing and merchandising high quality products and will be creative, with limitless enthusiasm and a proactive approach to customer care. Your responsibilities will include the gift shop areas located in the Visitor Centre and Nene Outdoors water sports and activity centre. You will also promote local produce and work with our volunteers to create and market natural Nene Park products. For an informal discussion please contact Oliver Burke, Head of Operations, on 01733 367579.

**CLOSING DATE FOR APPLICATIONS: 5PM, MONDAY 6TH JANUARY.**

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



 **Apply Now**



ZOOLOGICAL SOCIETY OF LONDON



# London Zoo Commercial Manager

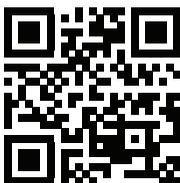
Salary: £55,533-60,282 p.a. (dependant on experience)

We're ZSL, an international conservation charity. Our vision is a world where wildlife thrives and we're working every day to achieve this. From investigating the health threats facing animals, to helping people and wildlife live alongside each other, we are committed to bringing wildlife back from the brink of extinction. Through the work of our pioneering scientists, our dedicated conservationists and our unrivalled animal experts in our two zoos, we guide and enable others in the UK and all across the world. Inspiring, informing, empowering – working for wildlife.

ZSL London Zoo is looking for a **Commercial Manager** to define the commercial strategy for London Zoo in order to maximise sales and profit. The successful candidate will be responsible for ensuring visitor satisfaction and achieving the income and profit budgets for several key revenue streams across commercial operations for the zoo including admissions income, donations, gift aid, catering, retail, hospitality events and experiences.

This role manages a large team operating across multiple functions and is responsible for the effective management of this team and the commercial operations they are delivering.

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



 [Apply Now](#)

**CLOSING DATE:**  
22/12/2019



## ATTRACTIONS ASSISTANT MANAGER

Reference: req4585

Something very exciting is underway in Goshen, New York. Opening July 4, 2020, LEGOLAND Resort in New York is Merlin's biggest single investment to date and you could play a crucial part of this amazing project!



We're now looking for a unique person who has a passion for Theme Parks and partnerships with Tech Services, Health and Safety, HR and Marketing, 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

The Attractions Assistant Manager will manage the daily operation of the Attractions department. Supervises, monitors, and evaluates the work performance of the Attractions Operators and Hosts. Ensures that LEGOLAND New York Resort's overall presentation is to the highest quality standards in the industry.

### About You

We are looking for someone with a minimum of three years safety-focused or related customer service experience. A minimum of one year of supervisory experience is preferred. A bachelor's degree in business, management or closely related field (or equivalent education and experience) is preferred. The role requires experience in budget preparation and control (operating expenses and labor).

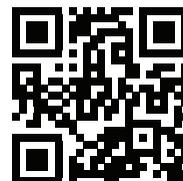
If you have the magic to create smiles and memories on a daily basis then you want to be Team LEGOLAND New York Resort..

### 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. 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. LEGOLAND New York Resort takes pride in building amazing teams with diverse experiences and ideas, by driving inclusion and innovation in the workplace.

Come work with us and you will see how at LEGOLAND New York Resort no two days are the same.

 [Apply Now](#)





## OPERATIONS MANAGER

Madame Tussauds, Hollywood, Los Angeles, CA, USA

### About The Role

Manage a team of fun, driven, enthusiastic, magical, and memorable experience makers. The Operations Manager is responsible for the day-to-day smooth and profitable operation of our dynamic attraction and has the ability to work at a quick pace and exhibit situational flexibility. Through diligent work and optimal fun you will strive to achieve the financial targets as well as lead and develop your team.

### About You

- Minimum of 3-5 years of service industry experience with 3 years of management experience required including a visitor attraction, theme park, museum, hotel or theater environment; or equivalent combination of experience and education.
- Passion for providing excellent experiences to our guests is critical. This combined with your excellent communication, negotiation, interpersonal and organizational skills will be vital in driving visitor numbers to the attraction and getting the most out of your team.

### 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

Merlin Entertainments, is a business built on fun. We are the world's second-largest visitor attraction operator. 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.

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

 [Apply Now](#)



For more details on the following jobs visit  
[www.attractionsmanagement.com](http://www.attractionsmanagement.com) or to  
advertise call the team on +44 (0)1462 431385



### Head of Marketing

Salary: £50,000 - £60,00  
Company: Merlin Entertainments Group  
Location: Blackpool, UK

### General Manager

Salary: Circa £45k  
Company: The York Dungeon  
Location: York, UK

### Operations Manager

Salary: circa £30,000 pa  
Company: BeWILDerwood  
Location: Cheshire, UK

### London Zoo

#### Commercial Manager

Salary: £55,533 - £60,282 pa  
Company: Zoological Society of London  
Location: London, UK

#### Visitor Centre Manager

Salary: £25,625 to £28,034 pa  
Company: Nene Park  
Location: Peterborough, UK

#### Front Office Clerk

Salary: Competitive  
Company: Gardaland Resort  
Location: Castelnuovo del Garda, VR, Italy

#### Education Specialist

Salary: Competitive  
Company: Sea Life  
Location: East Rutherford, NJ, USA

### Attractions Assistant Manager

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

### HR Manager

Salary: Competitive  
Company: Madame Tussauds  
Location: Tokyo, Japan

### Operations Manager

Salary: Competitive  
Company: Madame Tussauds  
Location: Hollywood, Los Angeles, USA

### Marketing Manager

Salary: Competitive  
Company: Legoland Discovery Centre  
Location: Chadstone VIC, Australia

### Retail Manager

Salary: Competitive  
Company: Legoland Discovery Centre  
Location: Milpitas, CA, USA

### Marketing Insights Manager

Company: Legoland  
Location: Winter Haven, FL, USA

### Guest Experience Manager

Salary: Competitive Salary  
Company: Legoland Discovery Centre  
Location: Somerville, MA, USA

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



PolinWaterparks  
THE EXPERIENCE

# EXPLORE

## THIS UNIQUE EXPERIENCE

THAT WILL GUIDE YOU  
THROUGH **TIME & SPACE!**



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when are you?

