

Attractions

MANAGEMENT NEWS



25 JULY 2018 ISSUE 109 www.attractionsmanagement.com

Warner Bros World comes to Abu Dhabi

One of the largest theme park developments in the history of the Middle East is celebrating its grand opening, with the launch of Yas Island's latest addition – Warner Bros World Abu Dhabi.

Dubai's ruler, Sheikh Mohammed bin Rashid Al Maktoum, and the crown prince of Abu Dhabi, Sheikh Mohamed bin Zayed Al Nahyan, inaugurated the indoor theme park on 23 July ahead of its official 25 July launch.

Featuring six immersive lands and covering 1.65 million sq ft (153,000sq m), the US\$1bn (€808m, £703m) indoor attraction has been developed by Miral, with AECOM and the Thinkwell Group working on the landmark project.

"With my brother Sheikh Mohamed bin Zayed, we have launching the Warner Bros World Abu Dhabi – a new milestone for our capital," said Rashid.

"We are developing the tourism sector to position the UAE among



■ The giant indoor theme park is expected to draw an extra five million visitors a year to Yas Island

top global destinations for family entertainment and leisure. "This is a new destination for our families and a key hub to boost the tourism sector for our national economy."

MORE: http://lei.sr?a=a7m2R_T



This is a new destination for our families and a key hub to boost the tourism sector for our national economy

Sheikh Mohammed bin Rashid Al Maktoum



VISITOR ATTRACTIONS

'Jurassic' Jeff Goldblum comes to London's Southbank

Pop-up installation wows crowds in British capital p2



MUSEUMS

Government pulls funding related to Jackson project

Director still locked with council over museum plan p4



VISITOR ATTRACTIONS

Active learning with Mario at Kidzania London

KidZania bring Nintendo Labo to London flagship p23

Science Museum Group director **Ian Blatchford** defends oil sponsorships to support finances

A collection of nearly 50 scientists has urged the London Science Museum to end three oil company partnerships, with the collective arguing the sponsorships are "undermining" the museum as a scientific institution.

Called Culture Unstained, the activist collective includes signatories such as broadcaster Chris Packham and writer Sir Jonathon Porritt, who are urging the Science Museum to drop deals with fossil fuel companies BP, Shell and Equinor.

Having obtained internal reports through Freedom of Information requests, the group says that the museum approved sponsorship deals



■ Ian Blatchford, Science Museum Group

I strongly believe we are making the right decisions to secure the long-term future of the museum for the public good

with these companies despite being aware they are involved in alleged corruption, pollution

and links to human rights violations. "The Science Museum Group's stance is

that external sponsorship is not only necessary, it is a positive aspect of the way we work," said Science Museum Group director Ian Blatchford, speaking to the Museum Association's *Museums Journal*.

"While I acknowledge the passion of campaigners who would rather we turned our backs on a variety of legitimate business sectors, I strongly believe we are making the right decisions to secure the long-term future of the museum for the public good, a stance agreed by the board of trustees. Any partner that wishes to work with us has to accept that editorial control sits firmly with the museum."

'Jurassic' **Jeff Goldblum** installation pops up on London's Southbank



■ The statue was celebrating 25 years of *Jurassic Park*

A giant statue of Jeff Goldblum has become an overnight sensation, after appearing in a tourism hotspot next to London's historic Tower Bridge.

The effigy, dubbed "Jurassic Jeff", is 25ft (7.6m) long and depicts the Hollywood star reclining in his signature open-shirted *Jurassic Park* pose, which in recent years has become the subject of meme makers worldwide.

A publicity stunt by NowTV, the temporary installation was unveiled on 18 July to mark

We've created a Jurassic-sized homage to heartthrob Jeff Goldblum

the 25th anniversary of the original *Jurassic Park* film.

"Can you believe #JurassicPark is 25? To celebrate, we've created a Jurassic-sized homage to heartthrob Jeff Goldblum. He's waiting for you at Potter's Field until dinner time tomorrow," said a NowTV Tweet.

The pop-up installation was removed on 19 July and

was free to view. The film itself was not filmed or set in London, but it doesn't seem to bother fans of the franchise, who mobbed the Tower Bridge area trying to get their own #JurassicJeff selfie.

Commenting on the unique addition to the London's iconic waterfront, the equally iconic actor praised the work, awarding it "10/10 Goldblums."



■ The Archbishop wants to prioritise the needs of the disabled over the needs of heritage

I would like legislation put through Parliament that puts disabilities above heritage

Disability over heritage, says Archbishop of Canterbury

Justin Welby – the Archbishop of Canterbury – has said that disability and accessibility should take precedence when it comes to heritage matters.

For the Church of England, all places of worship – and not only listed properties – are subject to the Faculty Jurisdiction system, which balances the needs of worship and mission with the care and conservation of the buildings. Where changes are proposed to a listed church there should be a "clear need for the works which is sufficient to outweigh the normal assumption against alteration", say the guidelines.

Despite these protections, however, heritage sometimes proves more important than access, which the Archbishop said should change.

"I would like legislation put through Parliament that puts disabilities above heritage," he said, speaking at a disability conference at Lambeth Palace – his official London residence.

"We need to be brave, so that we talk to people and listen to people with disabilities; and be radical, so that we look at what would make a real difference. So that with all that attitudinal change, there will be a culture change."

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British museum plans to borrow 'Trump Baby' – mini blimp version of US President **Donald Trump**



■ The £16,000 effigy was paid for through crowdfunding

London's British Museum is planning to borrow the Trump Baby blimp, which flew over the British capital's streets last week in protest against US President Donald Trump's visit.

Standing 6m (20ft) tall and created by artist Matt Bonner, the inflatable caricature of Trump was flown in London's Parliament Square on 13 July, protesting his visit and policies. The £16,000 (US\$21,000, €18,000) effigy of the president was crowdfunded

We're in touch with various groups and institutions who would like to host the Trump Baby

by members of the public and depicts the president as an "angry orange baby" with a snarling mouth and tiny hands. The giant balloon is also wearing a nappy and holding a mobile phone.

The British Museum is seeking to borrow the balloon, which would go on display as part of its upcoming exhibition, *I object*, Ian Hislop's search for dissent,

which sets out to investigate "what the other people had to say – the downtrodden, the forgotten, the protestors".

"We're in touch with various other groups and institutions who would like to host the Trump Baby," said Kevin Smith – one of the people behind the blimp's creation.

"We need to sit down and go through all these offers and see what's possible."

New Zealand government pulls convention centre fund unless **Peter Jackson** can reach movie museum agreement

New Zealand's government has suspended NZ\$25m (US\$17m, €14.5m, £12.3m) financing for a convention centre in Wellington, New Zealand, with the plans on hold until Sir Peter Jackson can reach an agreement with the city over his proposed movie museum project.

The country's government had agreed the financial package to help pay for the NZ\$165m (US\$111.6m, €96m, £85.6m) development, which would also feature Jackson's museum; however, the Ministry of Business, Innovation and Employment (MBIE) has now put the request on hold.

The much-hyped museum project is currently in limbo,



■ Sir Peter Jackson first announced the project in 2015

We are working hard to make sure the Movie Museum and Convention Centre comes to fruition

with Jackson continuing to lock horns with the Wellington City Council over the project.

The development was initially approved in 2016; however, progress stalled, with Jackson

raising concerns over the council's decision not to put the design contract out for tender.

The initial agreement between Jackson and the council says that the council would finance the new building's development, while Jackson's The Movie Museum Limited would fund the museum fit-out. Part of the disagreement is over the fit-out costs with the council reportedly now expected to cover 90 per cent of the cost.

"There are a lot of major projects we know Wellingtonians are eager to see delivered," said city mayor, Justin Lester in an update on the project in April. "We are working hard in the background to make sure the Movie Museum and Convention Centre comes to fruition."



■ Wright is a surprise appointment to the role of culture secretary

{ I'm very excited to be starting a new job as Secretary of State for the DCMS }

Jeremy Wright named new culture secretary as part of chaotic reshuffle

Jeremy Wright, the MP for Kenilworth and Southam, has been named Britain's new culture secretary following a tumultuous 24 hours for the Conservative government which saw the resignations of both Boris Johnson and David Davis.

Prime Minister Theresa May was forced to reshuffle her cabinet on 9 July, following the resignations, with Brexit secretary Davis and foreign secretary Johnson both leaving over Brexit negotiations, Johnson saying that the "Brexit dream is dying, suffocated by needless self-doubt".

Matt Hancock, who has been culture secretary for just six months, has been named health secretary, replacing Jeremy Hunt – who in turn has been appointed Johnson's successor at the Foreign Office.

"Very excited to be starting a new job as Secretary of State at the Department for Digital, Culture, Media and Sport," said Wright, who was first elected an MP in 2005 at the age of 33 and is a surprise choice for the culture secretary role.

"The DCMS is a department whose work has a huge impact on our heritage, the things we enjoy now and on our national future."

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SCIENCE MUSEUMS

Buffalo Museum of Science reopens observatory

The Buffalo Museum of Science in Buffalo, New York, has celebrated the opening of its new digital planetarium, following the redevelopment of its Kellogg Observatory.

The observatory, which reopens to the public for the first time in nearly two decades, has undergone major renovations.

Part of the museum's history for close to a century, the observatory has undergone an extensive update and restoration.

Opened in 1930, the observatory closed in 1999 due to the need for repairs. It also featured outdated equipment and offered limited accessibility.

As part of its restoration, the observatory's 90-year-old

telescope has been fully restored, with the object sitting under a new aluminised steel dome. The redeveloped roof deck and dome pier are also now available.

"The Kellogg Observatory has been dormant for almost two decades, and we're thrilled to now open the skies to a new generation of explorers," said Marisa Wigglesworth, president and CEO of the Buffalo Society of Natural Sciences.

"Not only does the Kellogg Observatory provide a unique science learning destination for local and regional stargazers, but it solidifies the Buffalo Museum of Science's place as a leading resource for astronomy for our region."

MORE: http://lei.sr?a=F3H7J_T



We're thrilled to now open the skies to a new generation of explorers

Marisa Wigglesworth

VISITOR ATTRACTIONS

Cave which trapped schoolboys to become 'living museum'



It will become another major attraction for Thailand

Narongsak Osottanakorn

The cave in which 12 Thai schoolboys and their football coach were trapped for 18 days is to be turned into a museum highlighting the bold rescue operation that saw them escape unharmed.

Trapped after heavy rains partially flooded the cave, the group was found unharmed after 10 days missing. It would be a further eight days before all members of the group would be rescued, with retired Thai navy Seal diver, Saman Gunan, dying during the mission.

"This area will become a living museum, to show how the operation unfolded," said Narongsak Osottanakorn,



■ The cave was constantly drained in the operation

who headed up the rescue mission. "An interactive database will be set up. It will become another major attraction for Thailand."

Thailand's Prime Minister Prayuth Chan-ocha said that strict safety precautions would need to be the public could be given access.

MORE: http://lei.sr?a=e8f5R_T

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GALLERIES

Amos Rex gallery announces August launch

Amos Rex, a new art museum in Helsinki, is set to open in August 2018, following the refurbishment of the Lasipalatsi Building in the centre of the Finnish capital.

The €50m (US\$58m, £44.7m) project, designed by Finnish architects JKMM, will house 2,200sq m (23,600sq ft) worth of gallery space created beneath the remodelled public Lasipalatsi Square.

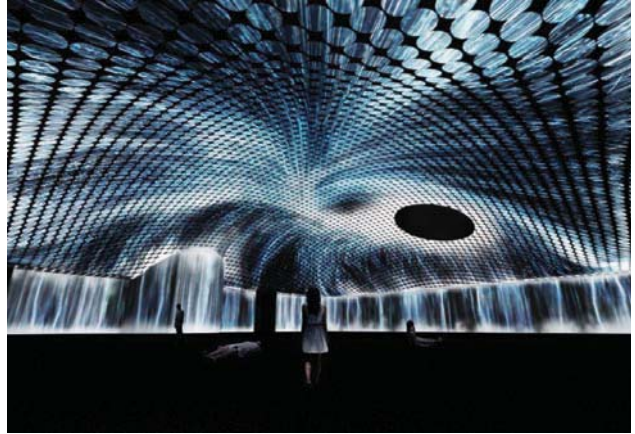
The new gallery's roof, meanwhile, is formed of numerous domes, which contain angled rooflights allowing exhibitions to be "lit with natural light if the curators choose", according to the museum.

The museum also said: "The shape of the domes is

expressed in the topography of the newly landscaped public square which sits above the galleries, as a series of gently rolling forms clad in concrete tiles."

"Integrating one of Finland's architecturally pioneering 1930s buildings – Lasipalatsi – as part of the Amos Rex project has been a moving experience," said Asmo Jaaksi, founding partner of JKMM. "By adding a bold new layer to this special site, we feel we are connecting past with present. We would like this to come across as a seamless extension as well as an exciting museum space very much of its time."

MORE: http://lei.sr?a=t8k7X_T



■ JKMM has overseen the building's refurbishment



We feel we are connecting past with present

Asmo Jaaksi

THEME PARKS

Attendance soars for Dubai Parks and Resorts in 2018



Dubai Parks and Resorts is on a clear growth trajectory

Mohamed Almula

Things are looking up for DXB Entertainments, after the operator reported more than 1.4 million visitors to Dubai Parks and Resorts in the first half 2018 – an increase of more than 46 per cent year-on-year.

The operator reported 612,000 visits in its second quarter, compared to 414,000 in the same period last year. April was the peak month for DXB, with 300,000 visits driven by the international school calendar. In the first quarter, the park welcomed 851,000 visitors.

"The first half of 2018 demonstrates that Dubai Parks and Resorts is



■ DXB experiences heavy losses in 2017

on a clear growth trajectory," said Mohamed Almula, CEO and managing director of DXB Entertainments.

"We remain confident in our growth potential as we progress through our first full year of operations."

MORE: http://lei.sr?a=A9r5h_T

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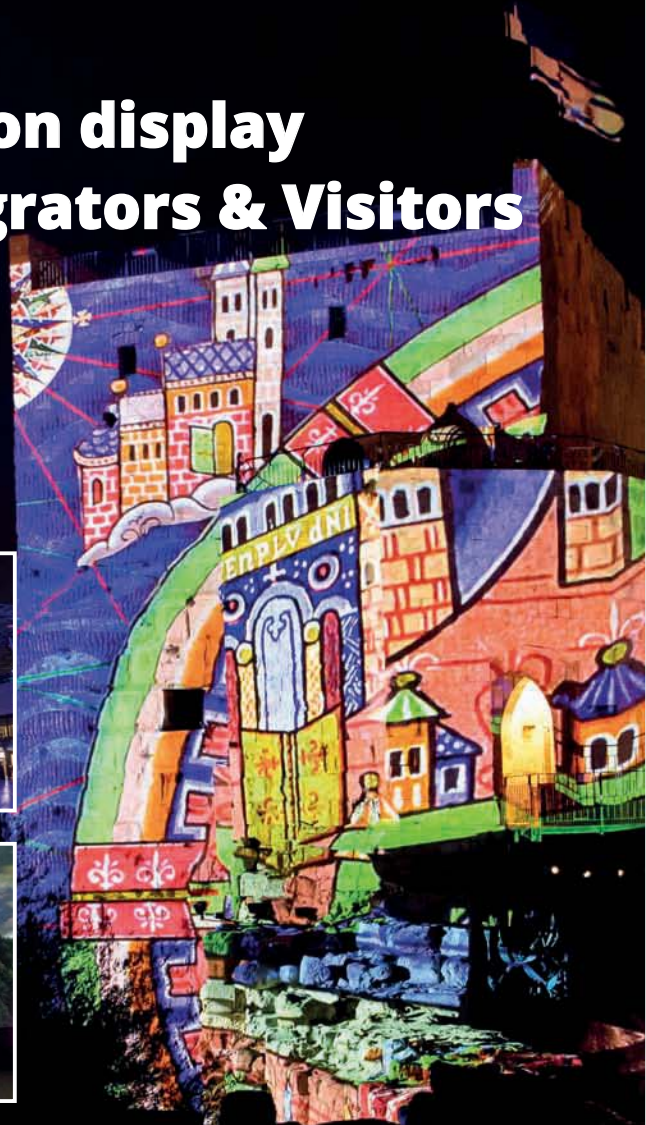
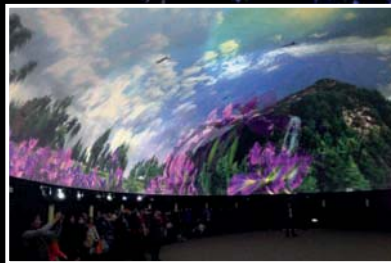
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TOURISM

Scotland confirmed to host UK's first spaceport

The Scottish Highlands are set to become the hub for British space travel, a sector which could be worth an estimated £3.8bn (US\$5bn, €4.3bn) to the UK's economy.

The government has highlighted space as a potential major revenue source for Britain, with spaceports potentially making the UK not only the first site in Europe to launch satellites, but also one of the first to capitalise on the huge potential of the commercial space age.

The A'Mhoine Peninsula in Sutherland – one of the northernmost points of Scotland – has been awarded initial funding of £2.5m (US\$3.3m, €2.8m), which

will be used to develop the UK's first vertical launch site, with the spaceport to open by the early 2020s.

Britain's blossoming space ambitions will be financed by a £50m (US\$66m, €56.6m) financial package, allocated by the government's business secretary Greg Clark. As part of that package, £2m (US\$2.7m, €2.3m) will be used to develop a horizontal launch spaceport, with locations such as Newquay, Glasgow Prestwick and Snowdonia under consideration for the site.

"This will help the UK capitalise on the huge potential of the commercial space age," said business secretary Greg Clark.

MORE: http://lei.sr?a=5J5r2_T



■ The peninsula will become the UK's first commercial spaceport



This will help the UK capitalise on the huge potential of the commercial space age

Greg Clark

WATERPARKS

Huge indoor waterpark opens in heart of Russia



It will turn into a point of attraction for tourists from other regions

Alexander Moore

LetoLeto Waterpark, a sprawling indoor attraction in Tyumen, Russia, has opened its doors, promising to keep guests warm no matter what the weather outside.

The Sibentel Holding development has been built in partnership with Turkey's Polin Waterparks and is being billed as the largest in Russia.

LetoLeto boasts a number of water attractions, including more than a kilometre's worth of thrilling slides, a 21-metre tall slide, a 750sq m (8,000sq ft) wave pool and a half-a-kilometre lazy river ride. Polin installed Turbulance, Windigo and Magic Hole slides.



■ The waterpark opened its doors in July

"LetoLeto will turn into a point of attraction for tourists from other regions of the country," said Tyumen acting governor Alexander Moore.

"I am sure that it will become one of the favourite places for family recreation for Tyumen citizens."

MORE: http://lei.sr?a=n9j9K_O

ARTS AND CULTURE

Royal art to be moved during palace refurb

More than 10,000 works of art from the British royal family's private collection will be relocated during the £369m (US\$489.6m, €416.8m) refurbishment of Buckingham Palace, with some of the works to potentially be loaned out to public institutions.

The entire east wing of the palace will be emptied in April 2019 so the historic landmark can undergo urgent works.

The works – which are part of the Royal Collection – include porcelain, furniture, tapestries and paintings. According to a spokesperson for the palace, in addition to relocating some of the works of art to other parts of the building, there are

"opportunities" to move works to other parts of the Royal Palaces estate and to loan out certain works of art to public institutions.

The work is the biggest undertaking for the property since World War Two. As part of the refurbishment, the palace's 33-year-old boilers will be replaced, as will 100 miles of electrical cable and 20 miles of lead and cast iron pipework.

The Queen will retain her residence during the works.

First used as a palace by Queen Victoria, the property has not been redecorated since 1952. As an attraction, it draws an estimated 500,000 visitors each year.

MORE: http://lei.sr?a=Y5N4n_T



■ More than 10,000 works will be moved from the east wing



The entire east wing of the palace will be emptied in April 2019 so the historic landmark can undergo urgent works

INSIGHT

Azerbaijan to host 2019 session of World Heritage Committee



Azerbaijan's minister for culture, Abulfaz Garayev, will act as chair for the 2019 committee

The 43rd session of Unesco's World Heritage Committee will take place in Baku, Azerbaijan, it has been revealed.

Taking place between 30 June and 10 July next year, the annual meeting aims to regularly examine the state of conservation of properties inscribed on the World Heritage List, adding or removing properties from the prestigious list as appropriate.

Azerbaijan's minister for culture, Abulfaz Garayev, will act as chair for the 2019 committee, with representatives from Brazil, Burkina Faso, Indonesia, Norway and Tunisia acting as vice chairs.



■ The session will take place in Baku, Azerbaijan

Azerbaijan currently has two sites on the World Heritage List – the Walled City of Baku with the Shirvanshah's Palace and Maiden Tower, and Gobustan Rock Art Cultural Landscape.

MORE: http://lei.sr?a=z6k2P_T

The International Association of Amusement Parks and Attractions presents

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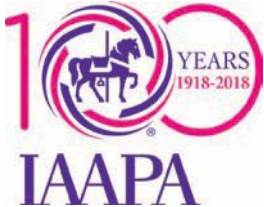
Entertainment and Events

Concert venues, sports arenas, summer/music festivals, carnivals



Attractions industry professionals will be gathering in Amsterdam

EURO ATTRACTIONS SHOW 2018



100 years of IAAPA

Celebrating its 100th anniversary in 2018, the International Association of Amusement Parks and Attractions (IAAPA) began in 1918. IAAPA has become the largest international trade association for permanently located attractions and is dedicated to the preservation and prosperity of the global attractions industry.

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EAS
Euro Attractions Show

Registration is now open for IAAPA's European trade show, which returns to the historic city of Amsterdam. Don't miss out!

It's the largest gathering of the leisure, tourism and entertainment industry in Europe, and this year it's set to be bigger than ever. For the third time, the Euro Attractions Show (EAS) returns to the RAI Amsterdam Convention Centre in Amsterdam, the Netherlands, with the show expanding so rapidly that

Where and when ...

Location:
RAI Amsterdam Convention Centre

Dates:
Conference:
23-27 September, 2018
Trade Show:
25-27 September, 2018

trends, and explore the newest innovative technologies to the market, with more than 500 exhibiting companies.

Conference programme
Taking place 25 to 27 September, EAS 2018 boasts the most extensive conference programme yet, with a broad selection of seminars over the course of the three days. Want to learn how to better cater to guests with special needs? Or how to incorporate food trends from around the world into your F&B offer? How to run a more sustainable operation? Or how to reinvent your tired marketing campaigns? All of these topics and many more will be addressed by the best in the industry sharing their expertise and experience.

Furthermore, the 2018 edition of the Leadership Breakfast, Waterpark Forum, Young Professionals Forum, and Lunch and Learn will be taking place, along

the organisers have added an extra exhibition hall. The trade show floor will cover more than 14,000sqm over five halls to accommodate the ever-growing interest from exhibitors and attendees alike.

More than 12,000 leisure and attractions industry professionals – including 8,000 influential buyers – from more than 100 countries will descend on Amsterdam for EAS 2018, to network, discover the latest



EAS boasts 100 hours of seminars



More than 12,000 attendees from 107 countries are expected, with more than 500 exhibitors at the expo



IAAPA EMEA Forums

IAAPA is continuing to develop its programming across the EMEA region, with the IAAPA EMEA Winter Forum held in Dubai in January and the Spring Forum held in May in Ireland. Look out for next year's forum dates.



On the show floor ...

- innovative tech
- rollercoasters
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- children's rides
- water slides and aquaplay
- rafts and flumes
- swimming pools and wave pools
- theming and design
- architecture and masterplanning
- engineering and intergration
- scenery and sets
- park photography
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- light and sound
- 4D/5D films
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- animatronics
- climbing walls and zip lines
- inflatables
- ticketing and software systems
- gifts, novelties and plush
- costumes and uniforms
- arcade and video games
- go-karts and bowling



with the flagship CEO Talks, which will be focusing on the Dutch leisure industry.

Networking and events

EAS offers unmissable occasions for expanding networks and connecting with colleagues from throughout the region and world. These connections can open the marketplace and information sharing can create opportunities to grow your business.

The EAS 2018 Opening Reception takes place at Strand Zuid, conveniently located next to the trade show halls. Following the show, attendees who have registered for the After-Show Tour will visit Toverland and Efteling, while this year's behind-the-scenes eduTour takes place at Walibi Holland. ●

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- heritage and tourist attractions
- museums and science centres
- casinos
- parks and recreation facilities
- concessionaires
- waterparks
- family entertainment centres
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www.IAAPA.org/EAS

A Caribbean creation

Opening of Caribbean's first adventure theme park increases tourism potential for Trinidad



Trinidad's tourism industry could be about to get a significant boost, following the launch of the Caribbean's first ever adventure theme park.

Also the first theme park to ever open in Trinidad, the pirate-themed Skallywag Bay represents a significant opportunity for the island nation, which is trying to further develop its tourism sector.

At present Trinidad's tourism share in the Caribbean is small – just 2 per cent of overall annual visitation – with oil production the country's main source of income.

Welcoming just over 400,000 visitors each year, tourism on the island is expected to grow rapidly in the coming years, with renewed focus around events, such as the world-renowned Carnival J'ouvert, combined with new tourism-focused developments.

"Tourism for Trinidad has been typically centred around island activities such as beach trips, resorts, hiking, nature tours and diving," said Rossi Plotluri, one of Skallywag Bay's owners, speaking to Attractions Management.

"Carnival brings thousands of people a year according to our islands during February. But beyond that we don't offer enough to sustain the length of stay to more than a day or two.

"We'd like tourists to observe more

“ We dare to dream big and one day when you least expect it, those dreams can become a reality ”



We took elements of our Caribbean roots and crafted something uniquely original around our own story

of our islands, giving them the option to visit a locally-created theme park. We believe a visit will add a day or two extra to their vacation plans, which is not only good for us, but is also good for food vendors, hotels, local stores and the general tourism economy."

Offering families the chance to explore the land of the "Gruffles", the park, conceptualised and masterplanned by the Imagination Corporation, includes a railroad, bumper boats, climbing wall, three family rides, an elaborate adventure golf course and a children's play area.

According to Plotluri, the park is a reimagining of the story of Robin Hood, with good pirates taking from bad pirates to give back to the people.

"We took elements of our Caribbean roots and crafted something uniquely original around our own story of pirates and hopefully our presentation will

show off our hard work," he said.

"It's scary building something that people have not done before in this region, especially an original idea that's not rooted to a conglomerate.

"We hope that this reimagining of an old story resonates enough with many people to draw parallels of these themes to their daily lives."

Opened on 14 July, visitors to the park, located on the Williams Bay waterfront, have been very positive, says Plotluri.

"The general reception has been a lot of open mouths, shocked that we were able to build what we built in their backyard and have it look like something that they've never seen in this region before," he said.

"We've got a number of improvements scheduled for the park. It's important not to get overly ambitious, but we dare to dream big and one day when you least expect it, those dreams can become a reality."



Rossi Plotluri is one of the co-owners of Skallywag Bay



Hogwarts to Hastings

English Heritage launches campaign after survey reveals children are more likely to experience a castle in fiction than reality



■ Kate Mavor is chief executive of English Heritage

English Heritage has launched a new campaign for families to visit its castles, after a survey by the organisation revealed that children's memories of castles are more than twice as likely to have come from film and fiction instead of a real-life visit.

A 2,000 person survey of both children and adults showed that while most adults' first castle sightings are likely to have been in real life, almost two thirds of children remember their first memories

from fictitious castles featured in the likes of Harry Potter, Cinderella and Frozen.

Of the children surveyed, more than two thirds said that they enjoyed visiting castles, however less than 40 per cent had visited one in the last year, and 12 per cent had never been to one.

English Heritage manages 66 castles – more than any other organisation in Britain. In an effort to boost attendance through the summer months, the body has launched #LoveCastles – a campaign aiming to bring more



■ Young people are more likely to have first experienced a castle in fiction rather than reality

families to these historic sites.

As part of the campaign, English Heritage will offer a variety of events, ranging from jousting tournaments to sandcastle building workshops.

"While most of us can remember our first trip to a castle – whether on a day out with the family or a school trip – today's children are increasingly likely to catch their first glimpse of a castle on a screen rather than in real life," said Kate Mavor, chief executive of English Heritage.

"This summer, English Heritage is

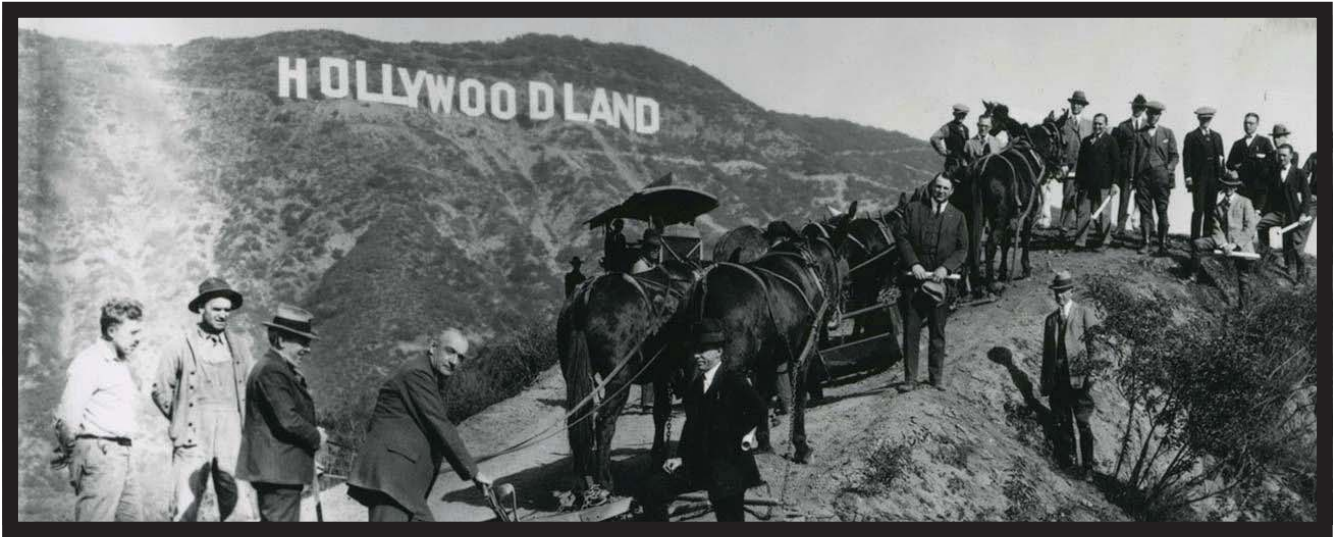


Today's children are increasingly likely to catch their first glimpse of a castle on a screen rather than in real life

calling on families up and down the country to reverse this trend, and take a day out to a real life castle, where kids can run around in the sunshine.

"From Norman earthworks to mighty royal fortresses and from Cornwall to Northumberland, these castles and forts tell the turbulent and often surprising story of power, war and siege in England.

"We encourage you to explore the history of castles through time, learn more about medieval life, and plan a memorable day out at a castle near you."



■ The sign was originally created in 1923 as an advertisement for a local real estate development

An eye in the sky

Warner Bros proposes US\$100m aerial tramway to iconic Hollywood sign



We've been around a long time, we're local, and we believe we have a good answer

Jon Gilbert, Warner Bros

Warner Bros has offered up US\$100m (€85.6m, £75.7m) to finance a proposed cable car system taking visiting tourists to and from the iconic Hollywood sign.

Erected in 1923, the sign originally read "Hollywoodland", before the "land" was removed in 1949. The sign – originally created as an advertisement for local real estate development – is a popular tourist draw but is difficult to visit up close.

In recent years, residents of the Hollywood hills have been swamped by tourists and traffic, with the proposed tramway designed to alleviate the issue. Starting at the Warner Bros Studios in Burbank, the proposed Hollywood Skyway would climb a mile up, taking six minutes to travel to a viewing platform

close to the California landmark.

With the development – which will take five years to complete – Warner Bros will be aiming to take a larger share of Los Angeles' tourism pie by offering better tourist access to the sign.

In 2015, the studio invested US\$13m (€11.1m, £9.8m) into the Warner Bros Studio Tour Hollywood, which takes visitors behind the scenes of how movies and TV shows are made. The addition of the cable car, which would depart from the same location, will help to lure more tourists to both attractions. Under the proposed scheme, Warner Bros would share potential revenue with the city.

"This requires a bold solution," said Warner Bros facilities head Jon Gilbert, speaking to the *Los Angeles Times*.

"If we really want to make a difference, it's got to be something compelling. Partial solutions are not going to do



■ The sign is a popular tourist draw but is difficult to visit up close

the trick, and people will continue to inundate the neighbourhoods.

"We know the problem is getting worse, and the city is looking for a solution. We've been around a long time, we're local, and we believe we have a good answer."

This is not the first time such a scheme has been proposed. Most recently, Los Angeles mayor Eric Garcetti proposed a gondola system to travel from Universal Studios. Alex von Furstenberg – an investor and the son of fashion designers Diane von Fürstenberg and Prince Egon von Fürstenberg – has also proposed such a system from the Los Angeles Zoo.

■ The proposed cable car system would offer increased access to the Hollywood Hills

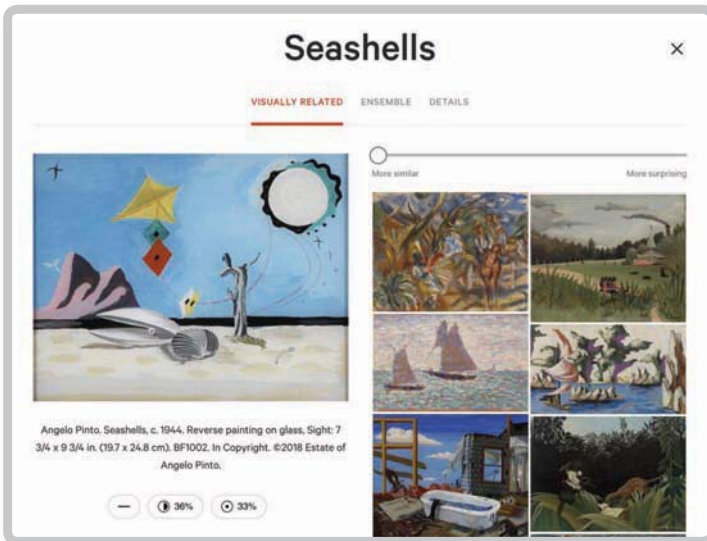
“ If we really want to make a difference, it’s got to be something compelling ”



PRODUCT INNOVATION

Suppliers tell Attractions Management News about their latest product, design and technology launches

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● When the user selects a particular piece, it offers it alongside visually related works, which then offers a slider toggle from similar to obscure

Barnes Foundation uses intelligent machines to offer new ways of interpreting art collections



● Martha Lucy, deputy director for education and public programmes at the Barnes

Philadelphia's Barnes Foundation art gallery has used machine learning to create an intelligent art critic, with the technology able to interpret and pair digital artwork together to recognise art style, objects and even images of Jesus.

Created to help users view the artificially generated art collections, the new AI can identify basic elements in an artwork – such as people, objects and animals – which it will then categorise and place in different artificially-generated collections. The technology, however, sees and interprets

things differently to a human. Through computer vision, art is looked at differently, for example, the program interpreting many works by Renoir as being filled with stuffed animals and teddy bears.

"I've been working on an essay about Renoir's obsession with the sense of touch, which I'm trying to link with his desire to revive artisanal values during the industrial era," Martha Lucy, deputy director for education and public programmes at the Barnes.

"A big part of my argument rests on proving (to the extent this is possible) that Renoir was

deliberately trying to evoke the sense of touch in his paintings of fleshy naked women. So discovering that the computer was seeing teddy bears – soft things – was good news.

"What about when it reads the work of art as something that you never would have anticipated? When it perceives something that actually makes you look at a familiar object in a totally new way?"

"These weird misreadings could stretch the brain, and this is always good for art history."

ATTRACTIONS-KIT KEYWORD

BARNES FOUNDATION

KidZania teams up with Nintendo for London Labo experience



● The new addition uses its handheld Switch device, along with a series of cardboard DIY kits crafted to work with the console

KidZania's London attraction at the Westfield Shopping Centre has made a new addition to the pint-sized indoor city – the Nintendo Labo.

Teaming with Nintendo for the experience, the new addition uses its handheld Switch device, along with a series of cardboard DIY kits crafted to work with the console. In the workshop, visitors will "make, play and discover" as they use the Switch, learning how the technology shapes ideas into reality.

"The Nintendo Labo Workshop is designed to inspire creative minds and playful hearts alike,"



● Mario was on-hand for the launch of the new space in KidZania London

said Nicolas Wegnez, general manager for Nintendo UK.

"We hope that each and every child that undertakes the workshop will leave with a smile on their face having enjoyed making, playing and discovering with Nintendo Labo."

Nintendo Labo is the latest addition for KidZania London, which has been regularly updating

its offering to bring back repeat customers. Spanning 75,000sq ft (7,000sq m) the £30m (US\$39.1m, €33.6m) attraction opened its doors in 2015 and offers role-play sessions across more than 60 different professions for children aged 4-14.

ATTRACTIONS-KIT KEYWORD
NINTENDO

FRANCHISES

Holovis and Merlin Magic Making brings Justice League down under

Madame Tussauds Sydney has opened Justice League A Call for Heroes following its successful launch in Orlando, Florida last month.

The Justice League A Call for Heroes is a walkthrough attraction that puts guests at the centre of the action, by bringing superheroes,

including Batman, Superman and Wonder Woman, to life through immersive projection mapping, enhanced audio, lighting effects and other SFX, such as sound and wind.

The Sydney branch of the attraction features the new addition of The Flash, a DC superhero with superhuman



● Peter Cliff, Holovis

speed. To unlock The Flash's immersive sequence guests run as fast as they can alongside him to trigger his super speed.

The attraction was masterminded by Merlin Entertainment's creative division, Merlin Magic Making, in association with experience design firm Holovis, who

created the AV, show lighting and interactive elements, and theming company Daniel's Wood Land.

"This level of interaction with the figures is one of the most immersive and unique experiences ever produced by the Madame Tussauds brand worldwide," said Holovis creative director Peter Cliff.

"To ensure that the characters and the guests are still the star of the show, we've used invisible technologies to facilitate this experience, with guests carrying out the motion-based tasks entirely naturally, then being amazed by the immersive scenes that might engulf them."

ATTRACTIONS-KIT KEYWORD
HOLOVIS



● Guests interact with Flash by running alongside him as fast as they can

29-30 AUGUST 2018

Music Tourism Convention

Cologne, Germany

Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers, from festivals to heritage, music trails to food and music partnerships.

Email: info@sounddiplomacy.com

www.musictourismconvention.com

18-22 SEPTEMBER 2018

EAZA Annual Conference 2018

Athens, Greece

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

Tel: +31 20 520 0750

Email: info@eaza.net

www.eaza.net

23-27 JUNE 2018

AZA Annual Conference

Seattle, US

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

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25-27 SEPTEMBER 2018

Euro Attractions Show

Amsterdam, Netherlands

EAS 2018 is an all-encompassing destination for leisure and attractions industry professionals, including



■ SIGGRAPH offers a platform to showcase different emerging technologies

12-16 AUGUST 2018

SIGGRAPH 2018

Vancouver, Canada

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4-5 OCTOBER 2018

TEA SATE Orlando - SeaWorld Orlando, US

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4 OCTOBER 2018

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

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5 OCTOBER 2018

MuseumNext Tech Amsterdam, Netherlands

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

Tel: +44 (0) 191 2573439

Contact: jim@museumnext.com

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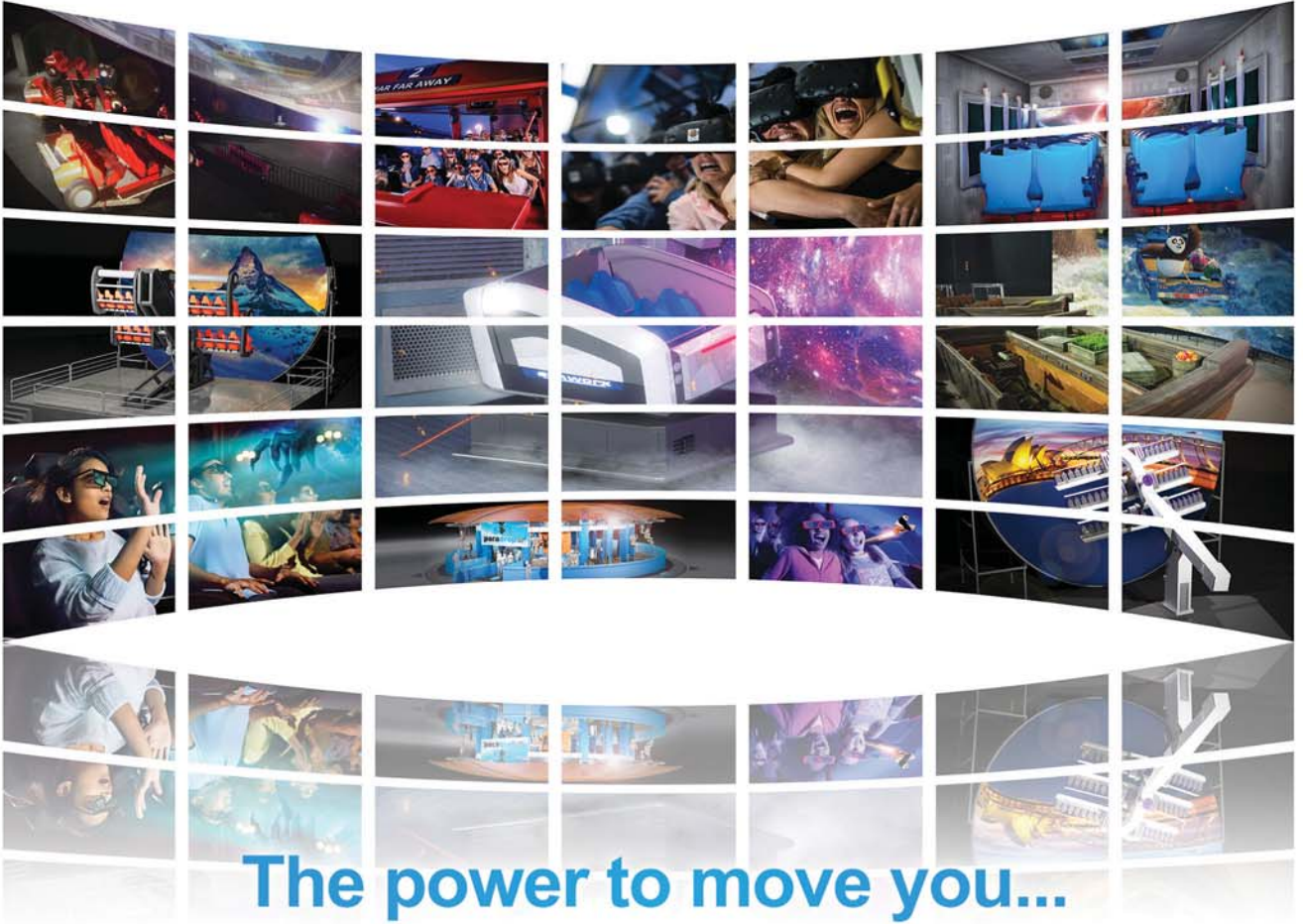
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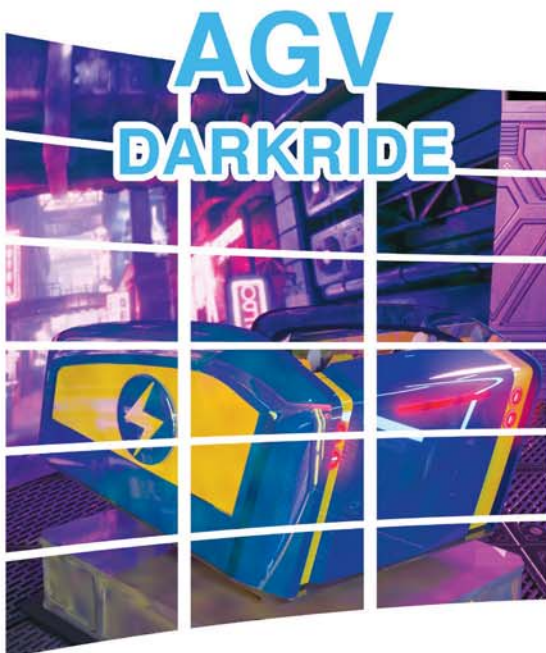
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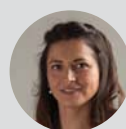
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Overnight Accommodation Manager



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The post holder is responsible for managing ZSL's Overnight Experiences at both ZSL London Zoo and ZSL Whipsnade Zoo. This currently includes Gir Lion Lodges, Lookout Lodges, BedBUGS sleepovers and Nature Nights camping. This role is responsible for all operational delivery, concept development and content design of our accommodation packages.

The Overnight Experiences Manager will also be supporting ZSL's Animal Experiences Manager to ensure effective management of the entire ZSL Experiences Portfolio.

Please note: This position can be primarily based at either ZSL London Zoo or ZSL Whipsnade Zoo but will require travel to the other site (minimum one day per week).

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Royal Botanic Gardens
Kew

Location: Wakehurst, West Sussex

Salary: £24,835 per annum, pro-rata (10 months FTC, Maternity Cover)

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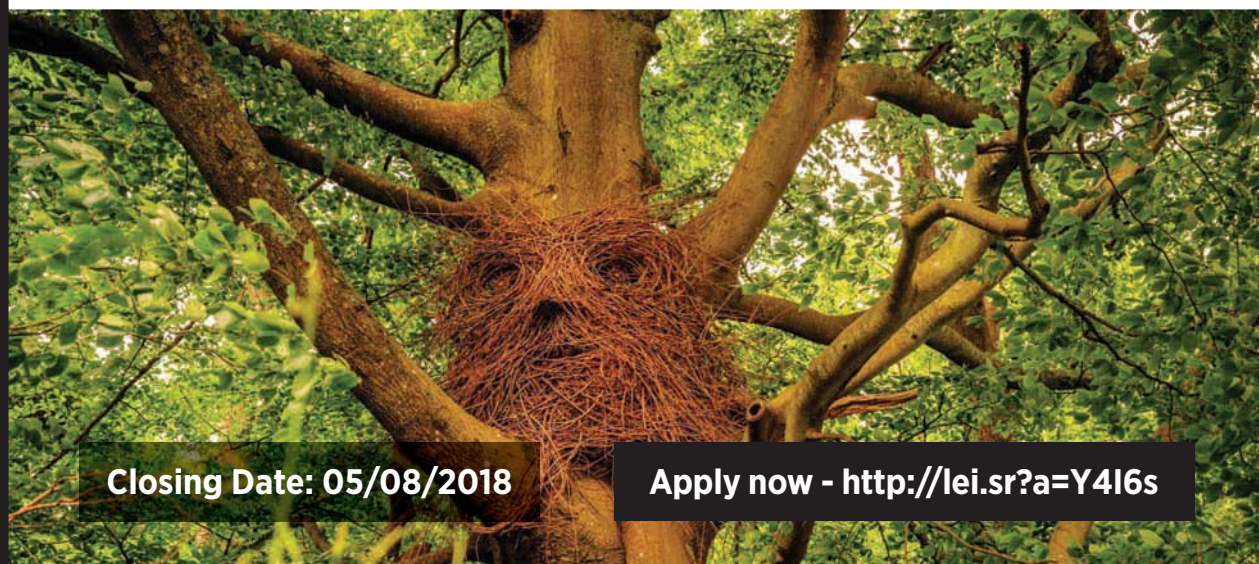
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