

Attractions MANAGEMENT NEWS

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29 MAY 2019 ISSUE 131

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Theme Index: a record year for industry

2018 was a landmark year for the themed entertainment industry, with the latest edition of the TEA/AECOM *Theme and Museum Index* showing major theme park operators exceeding combined visitor totals of more than 500 million people for the first time ever.

Marking a 5.4 per cent rise in global attendance across the world's top 10 theme park operators, 501.2 million people visited major theme parks across the globe, with the rise representing a visitor increase of 25.4 million visitors.

According to the report, the achievement has been accomplished by focused capital investment, technology-enhanced products, intellectual property based stories, and destination tourism development.

Disney remains king, with its 157 million visitors for the year dwarfing second-placed Merlin, which welcomed 67 million visitors in 2018. Visits to Disney were up by 4.9 per cent and by 1.5 per cent at Merlin.



■ Disney attracted 157 million visits in 2018



“

Overall, it's been an outstanding year for the international market

John Robinett



NEW OPENING

Dolly Parton opens new Wildwood Grove

Dollywood's latest addition to focus on families

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MAJOR PROJECT

Orlando's Icon Park plans 'world-beating' rides for 2020

Free-standing, 400ft drop tower among additions

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ZOOS

Queensland Zoo to launch wildlife experience

Kate Jones: Project will attract 39,000 visits a year

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Attractions people

Maurer's **Torsten Schmidt** says company is testing first coaster at sea to cater for salty atmosphere

German manufacturer Maurer Rides is putting its Bolt Ultimate Sea Coaster – the first rollercoaster to be installed aboard a cruise liner – through special testing, to ensure its vehicles can remain up to scratch on the open ocean.

Speaking to Attractions Management, Torsten Schmidt, business development manager at Maurer, said the company would begin production and pre-assembly of the 220m-long (722ft) electric Spike coaster ride during Q3 2019. The coaster will be installed on the top deck of Carnival Cruise Line's new *Mardi Gras* ship.

Among the challenges of the installation are factoring in the design and movement



The Bolt
Ultimate Sea
Coaster ride
includes a
hairpin bend

"We have to see which components are sensible to use in this atmosphere"



of the ship, which don't have to be accounted for with a land-based coaster, but

Schmidt said the biggest challenge was accounting for the "aggressive atmosphere" at

sea, caused by salt in the air.

"We have to see which components are sensible to use in this atmosphere," he said. "The wind and movement of the ship are not so much of a challenge because with Bolt we will have 100 per cent traction control all of the time."

The ride accommodates two cars at a time, each holding two passengers and with the ability to reach speeds of nearly 40mph (60 kph), with an acceleration of 1.2g. The track reaches a height of 57m (187ft) above sea level, culminating with a hairpin bend around the ship's funnel. Riders' speeds are posted after the race and they have their photo taken during the ride for a keepsake.

Sir David Adjaye wins Kiran Nadar Museum job with 'sacred geometries' concept



The project is Adjaye's first cultural commission in India

Sir David Adjaye has been selected to design the new Kiran Nadar Museum of Art and Cultural Center (KNMACC) following a global competition that brought together 47 of the world's most prestigious architecture firms.

Planned for New Delhi, the attraction – Adjaye's first cultural commission in India – will house a 6,000-piece collection of South Asian contemporary art, as well as facilities for music and creative education.

"For me, this is the culmination of a personal and much longer journey"

Adjaye's "veil of triangles" design for the museum, which beat out proposals by Snøhetta, Selldorf, Ennead, and Thomas Phifer, was praised for its reference to the "sacred geometries of trees and mountains".

"For me, this is the culmination of a personal and much longer journey," commented Adjaye. "We hope this new addition will

offer a much-needed place for thinking, observing, reflecting and learning, granting a renewed sense of togetherness and belonging."

Speaking on the winning concept, Kiran Nadar – founder of KNMACC – said: "It creates a cinematic experience for visitors, who encounter artworks and artists as they move from the street through the atrium."



■ Libeskind wants to take visitors on a "pilgrimage-like journey"

"Ngaren is a call to action. As we peer back through the fossil record, we are reminded of our mortality"

Daniel Libeskind's vision for a 'museum of humankind' revealed

Polish architect Daniel Libeskind has released images of his breathtaking designs for "Ngaren" – a world history museum commissioned by famed paleoanthropologist, Professor Richard Leakey.

Set for the hills of Kenya's Rift Valley – widely recognised as the cradle of human life – the building will chart the course of sapient evolution with narrative-led exhibits that address misconceptions about extinction, climate change, war, and overpopulation.

Speaking on Ngaren, Leakey commented: "Ngaren is not just another museum, but

a call to action. As we peer back through the fossil record, through layer upon layer of long-extinct species – many of which thrived far longer than the human species is ever likely to do – we are reminded of our mortality as a species."

In 2017, Libeskind said that Ngaren "would be a physical manifestation of Africa" with a "chamber of humanity, a planetarium, and a dinosaur hall".

Project leaders have already raised over US\$4m (£3.5m, £3m) for the scheme, and aim to raise a further US\$3m by the time construction begins in 2022.

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AKG Art Museum officials hope to use expansion to develop museum into a national landmark and a "globally recognised destination"

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Attractions people

Tim Kelly: Major expansion planned for Dubai's Atlantis Aquaventure – with host of new water rides to open in 2020



■ Kelly is executive vice president and managing director at Atlantis The Palm and The Royal Atlantis.

Dubai's Atlantis Aquaventure waterpark has a major expansion on the cards, with plans to open a dozen new rides in the middle of 2020.

Adding to the 20 rides and rivers already spread across the park's 170,000sq m (1.8 million sq ft) grounds at Palm Island, the 34-metre (111.5ft) tall Trident Tower will feature a number of rides supplied by ProSlide, including MammothBlast, a 449-metre (1,473ft) family adventure water coaster that uses

"Enhancing the Atlantis offering is the natural next step in providing the best experience possible"

water propulsion technology; the Dueling PipelineBlast/ FlyingSaucer 20 hybrid ride, which propels guests through "gravity-defying" turns at high speed; and RallyRacer 32, a ride for competitive visitors.

Trident Tower will also feature an upgraded version of the park's Leap of Faith slide.

"Enhancing the Atlantis Aquaventure's offering is the natural next step in

providing the best experience possible for our visitors," said Tim Kelly, executive vice president and managing director at Atlantis The Palm and The Royal Atlantis.

"We have carefully curated each attraction to ensure that we deliver first-of-its-kind ride technology for children, families and thrill-seekers alike and we look forward to the unveiling in 2020."

Dolly Parton opens new attraction, Wildwood Grove, at Dollywood theme park

Country singer Dolly Parton's latest vision for her Dollywood theme park has been brought to life, with Wildwood Grove opening to the public at the attraction in Tennessee, US.

The expansion is a US\$37m (€33.17m, £29m), six-acre development with 11 nature-themed attractions.

At the heart of the land, a 55ft-tall (16.7m) tree grows from a cluster of natural rock and boulders, offering a natural platform for live performances from the park's entertainers.

From 15 June, at night, the tree will come to life, with a show featuring butterflies glowing in a kaleidoscope of spectacular colours.



■ Dolly Parton has been involved with the theme park since 1986

"When I was a little girl growing up in the hills of the Smoky Mountains, I'd often let my imagination just run away — something I still do now — dreaming these big dreams about what it'd be like to venture off with a family of bears into the woods, or how fun it would be to hitch a ride with the butterflies and dragonflies," said Parton.

"All us kids would splash and play in the creeks and ponds around the home and have these daydreams about the world around us, and that's what's so special about Wildwood Grove. We've been able to create a new area to allow families to experience some of those exact dreams we all had when we were little."

"We've created an area for families to experience the dreams we all had when we were little"

The expansion will feature 11 new experiences, six new rides among them.

The main attraction will be Dragonflier – a suspended family rollercoaster.

For email use:
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■ Bowman is partner at GP+B, which will oversee the project

"Our scheme aims to breathe new life into a historic landscape, creating a 21st-century destination"

Mary Bowman reveals upgrade plans for Eiffel Tower experience

The city of Paris has selected London, UK-based landscape design practice Gustafson Porter + Bowman (GP+B) to lead a €72m (US\$80.3m, £63.5m) expansion of the Eiffel Tower's surrounding public realm.

Expected to dramatically enhance and diversify visitor experience at the iconic structure, the project will see a variety of new spaces being created, including a green amphitheatre at the Place du Trocadéro, two plazas (one on each side of the Pont d'Iéna bridge), a haute-cuisine restaurant,

and a playground area.

The reimagined space will also feature walking and cycling paths, as well as a foliated promenade that will link the Eiffel Tower, the Bir Hakeim bridge, and the Museum of Quai Branly.

"Our scheme aims to breathe new life into a historic landscape, creating a 21st-century destination for one of Paris' largest parks," said Mary Bowman, partner at GP+B.

The development, which is being financed by the Eiffel Company, is expected to be completed ahead of the 2024 Paris Olympic Games.



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DEVELOPMENT PLANS

Mattel unveils plans for interactive FECs

Mattel has announced plans to open a string of interactive family entertainment centres around the world which combine physical and digital play experiences around some of its most famous brands.

The rollout of the programme begins in spring 2020, with the opening of a 25,000sq ft (7,620sq m) centre in Toronto, Canada.

It will feature distinctly themed areas for Mattel's Barbie, Hot Wheels and Mega Construx brands.

Mattel is working with out-of-home experiential entertainment specialist iP2Entertainment to offer a range of creative play possibilities for children and families.

The Barbie area will "reaffirm that girls can be anything they want", said Mattel, as it explores a mini-world that draws on the Barbie brand's mission to support 21st century learning through creativity and collaboration.

Roger Houben, CEO of iP2Entertainment said: "Our partnership with Mattel reimagines the indoor entertainment centre experience, which, until now, has seen limited innovation for nearly four decades.

"Together, we'll create brand new physical and digital play-based experiences for kids that will get them moving and engaged in ways that no small screen device could."

MORE: http://lei.sr/b7Q8B_T



■ The rollout of will begin in 2020 with an opening in Toronto

“

Indoor entertainment centres have, until now, seen limited innovation

Roger Houben

THEME PARKS

Orlando's Icon Park plans 2020 launch of 'world-beating' rides

“

Announcing the new rides on social media, Icon Park said the drop tower's seats will "rotate with an unexpected twist as it drops down"

Orlando entertainment complex Icon Park is investing in two new attractions which will both rank as the world's tallest in their field when they open in Q2 2020.

The 300ft (91.44m) tall Orlando Slingshot and 400ft (121.92m) tall freestanding Orlando Gyro Drop Tower would take their place close to the park's 400ft-tall Icon Orlando observation wheel, and across the park from its StarFlyer ride.

This last attraction was manufactured by Australian company Funtime, and it's reported that the new rides will be manufactured by the same company. Announcing the new rides

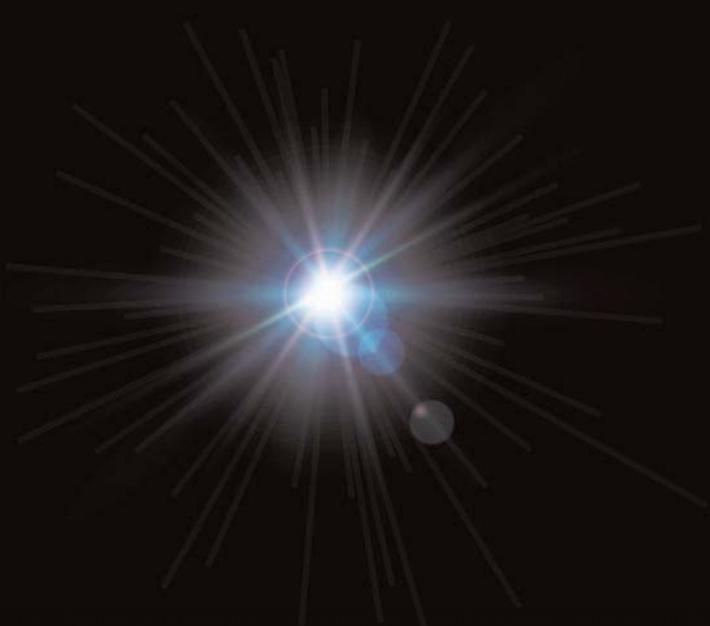


■ Icon Park's iconic, 400ft-tall observation wheel opened to the public in 2015

on social media, Icon Park said the drop tower's seats will "rotate with an unexpected twist as it drops down".

These projects were approved for the site last year, at the same time as a powered zip line was also approved. Also on the way is a US\$15m (€13.4m, £11.65m), 15,000sq ft dining and entertainment venue named Ole Red, and an Element by Westin hotel.

MORE: http://lei.sr/y5M7N_A



We think every great attraction should start with one of these.



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PUSHING BOUNDARIES

2019 Ecsite Conference

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Online registration 13 February - 21 May 2019

Main conference 6 - 8 June 2019
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The Ecsite Conference celebrates its 30th edition in 2019

We invite the science engagement community to build on three decades of science communication and look ahead, challenging the boundaries of our field and practices.

It is by pushing our own boundaries for science communication that we ourselves become inspired to walk down new and creative paths.

Experimentarium will host the 2019 Ecsite Conference, which will be held inside Experimentarium in the former Tuborg Brewery. Following a 3-year renovation, Experimentarium re-opened in January 2017 with 16 brand new exhibitions, all exploring new boundaries for science communication.

Discover the mix between old and new, unwind by the beautiful lakes, canals and sea around Copenhagen, glance at the historical architecture and enjoy Danish design. Experience Copenhagen as a smart city with its public transport, bicycle paths and public parks.

www.ecsite.eu/annual-conference

EVENTS

Registration opens for WWA Symposium

The World Waterpark Association (WWA) will hold its 39th Annual Symposium and Trade Show – the largest waterpark show in the world – at the Disney World Resort in Orlando, Florida.

Taking place between 7 and 10 October 2019, registration for the event is now open, with a huge lineup set for this year's record-breaking show.

In addition to networking events at Disney's Typhoon Lagoon and the soon-to-open H2O Live! at the nearby Margaritaville Resort, the events programme will feature more than 40 breakout sessions, workshops and roundtable events,

with speakers including some of the waterpark industry's top names.

Among them, Eric Chester – a best-selling author and leading authority on workplace culture, employee engagement, and Generation Why (a term he created for people born after 1980) – is set to deliver a keynote on what it takes to hire and motivate great employees.

On top of these events and speakers, the show's trade show floor will feature the greatest number of waterpark exhibitors at anywhere in the world, with more than 300 booths set to offer products, innovations and services designed for the sector.

MORE: http://lei.sr/j9k5v_A



■ WWA promises a "huge lineup" for this year's symposium

“

Eric Chester – a best-selling author and leading authority on workplace culture – will deliver a keynote on motivating employees

MAJOR PROJECT

Statue of Liberty Museum prepares for opening

“

The museum will be the largest addition at the iconic Liberty Island since the Statue of Liberty itself

The Statue of Liberty Museum has made its long-awaited debut in New York, US.

Designed by FXCollaborative, the 26,000 sq ft (2,415.4 sq m) attraction – said to be the largest addition to Liberty Island since the Statue of Liberty – will boast a number of exhibits produced by ESI Design, including an immersive theatre space and a gallery with the landmark's original torch.

Other highlights will include an Engagement Gallery, a mural comprised of the monument's original armature, and an interactive centre inviting visitors to use imagery to explore the philosophical



■ The museum will provide sweeping views of the Hudson River and the Manhattan skyline.

concept of freedom. The estimated US\$100m (£89m, £76.8m) project, which was collaboratively developed by the U.S. National Park Service and the Statue of Liberty-Ellis Island Foundation, was realised by Phelps Construction.

MORE: http://lei.sr/g6X3M_A

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competition

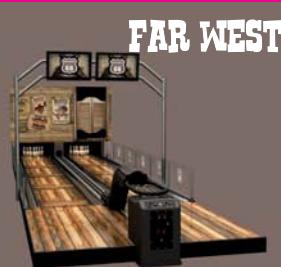
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ANIMAL ATTRACTIONS

Queensland Zoo to launch wildlife experience

The government of Queensland, Australia, has announced plans to partner with Australia Zoo – the zoo set up by the late Steve Irwin – to build an AU\$8m (US\$5.6m, €5.1m, £4.4m) wildlife camping experience.

Called Croc Hunter, the experience will be based at Australia Zoo and is forecast to bring in more than 39,000 visitors per year.

On top of the camping area, the development will also have a café, reception, entertainment and pool area, amenities, covered cooking areas, school camp facilities and a mountain bike pump track.

"When the project is fully operational, it's expected to

attract more than 39,000 annual visitors and contribute up to AU\$4.5 million in visitor expenditure a year to the region," said Queensland tourism industry development minister Kate Jones.

"We're talking about tent accommodation to caravan and RV powered sites to glamping-style tents and eco cabins."

Visit Sunshine Coast CEO Simon Latchford added: "Australia Zoo is a globally recognised premium tourism attraction for our region and this exciting expansion inclusive of glamping accommodation will not only entice more visitors but also convert day-trip visitors to stay longer and spend more."

MORE: http://lei.sr/C4N7t_A



■ The Croc Hunter attraction will cost an estimated AU\$8m



“

The project will attract more than 39,000 visitors each year

Kate Jones

NEW OPENING

£15m waterpark designed by Polin opens in Wales, UK



“

There's a real buzz surrounding SC2 across North Wales

Bobby Feeley

A new £15m (US\$19.5m, €17.3m) waterpark has opened its doors to the public in Rhyl, Wales, with three flumes for thrillseekers to enjoy.

SC2, which stretches across 1,200sq m (13,000sq ft) and was supplied by waterpark design, engineering, manufacturing and installation specialist Polin. The park will be open year-round, offering outdoor options for the summer months with a sun deck, seating terrace, beach changing huts, a bar and terrace, as well as outdoor splash pads.

The project was largely funded by public money, through local council



■ The park covers an area of 1,200sq m (13,000sq ft)

grants and a further £800,000 (US\$1m, €925,000) from the Welsh government.

"There's a real buzz surrounding SC2 across the whole of North Wales," said councillor Bobby Feeley, the council's lead member for wellbeing.

MORE: http://lei.sr/y6e4y_A

SPECIAL EXHIBIT

Golden toilet to go on show at Blenheim Palace

An exhibition of the work of Italian contemporary artist Maurizio Cattelan at Blenheim Palace, Oxfordshire, UK, is to include the installation of a working 18-carat solid gold toilet.

The toilet – an artwork named America – will be fully functioning and will be plumbed in near to the room where Winston Churchill was born in 1874.

Blenheim Palace is the ancestral home of the Dukes of Marlborough, dating back to the 1700s when it was built and named after the 1704 Battle of Blenheim, won by John Churchill, 1st Duke of Marlborough. The palace, which has its own art foundation, has previously

hosted successful art shows by Ai Weiwei, Lawrence Weiner, Michelangelo Pistoletto, Jenny Holzer and Yves Klein.

Cattelan's golden toilet exhibit was previously on display at the Guggenheim Museum in New York in 2016, where an estimated 100,000 people "used" the artwork, sometimes queueing for two hours for the privilege. The toilet was offered to Donald Trump's White House, after it requested to loan a Van Gogh from the Guggenheim for the president's living quarters, but the offer was never taken up.

Blenheim Palace will either install a queueing system or allow visitors to book slots on the toilet.

MORE: http://lei.sr/Y4e4Q_A



■ Cattelan's artwork America will be a fully-functioning exhibit

“

Cattelan's golden toilet exhibit was previously on display at the Guggenheim Museum in New York in 2016

MUSEUM

Museum extension mirrors 'constant motion' of the sky



“

The design will transform the museum into a national landmark

Janne Sirén

Berlin-based art and design team Olafur Eliasson and Sebastian Behmann, co-founders of Studio Other Spaces (SOS), have been commissioned to transform a 1960s-era courtyard into a canopied community hall at the Albright-Knox Art Gallery in Buffalo, New York.

The new atrium – dubbed Common Sky – is expected to further augment the institution's US\$160m (£142.6m, £122.8m) expansion, which is being led by the Office for Metropolitan Architecture (OMA) and which includes the creation of a 30,000 sq ft (2,787 sq m) exhibition space.



■ The addition is part of the museum's plans to become a globally recognised destination

"OMA's brilliant design and SOS's masterpiece above our new Indoor Town Square promise to transform the Buffalo AKG Art Museum into a national landmark and a globally recognised destination," commented Janne Sirén, Peggy Pierce Elfvin Director of the Albright-Knox.

MORE: http://lei.sr/C8d4H_A

“

We have created experiences that are immersive, that tell stories and are organic to the brands

Jenefer Brown, senior vice president of global live and location based entertainment at Lionsgate



Exporting experiences

US entertainment giant Lionsgate has announced details of the rides and VR experiences it will deliver for its major Chinese theme park project



Lionsgate Entertainment World is set to open in July 2019 on Hengqin Island

New information has been released about the thrill rides and virtual reality experiences planned by movie producer and entertainment company Lionsgate for its new Chinese theme park, Lionsgate Entertainment World.

Experiences based on Lionsgate movies – such as *Hunger Games* and *Twilight* – are set to feature in the more than 25 rides and VR experiences at the park, which is being touted as "the world's first vertical theme park". Set to open in July 2019, the park will be set in a 10-storey-high futuristic-looking building on Hengqin Island in Zhuhai, close to the Chinese border with Macau.

Branded stories

"We found a way to create this theme park experience inside one



■ Artwork produced to convey the Gods of Egypt rollercoaster

We found a way to create this theme park experience inside one box over multiple floors

box over multiple floors," said Jenefer Brown, senior vice president of Global Live and Location Based Entertainment at Lionsgate.

"We created experiences that are immersive, that tell stories and are organic to the brands."

Mixed reality

Among the attractions are a motion simulator 3D ride experience called The Hunger Games: Mockingjay Flight Rebel Escape, a Twilight-themed Midnight Ride, in which four people can take a virtual dirt-bike ride with Jacob Black and a pack of wolves through moonlit woods while an evil creature roams the area looking for blood.

Additional movies featured at the theme park include *Gods of Egypt*, *Escape Plan*, *Divergent* and *Now You See Me*.

A Battle for Eternity VR rollercoaster ride is based on the first of these, while in Escape Plan: Prison Break, 20 people can work together to break out of a maximum security prison, facing physical challenges along the way.

Getting into character

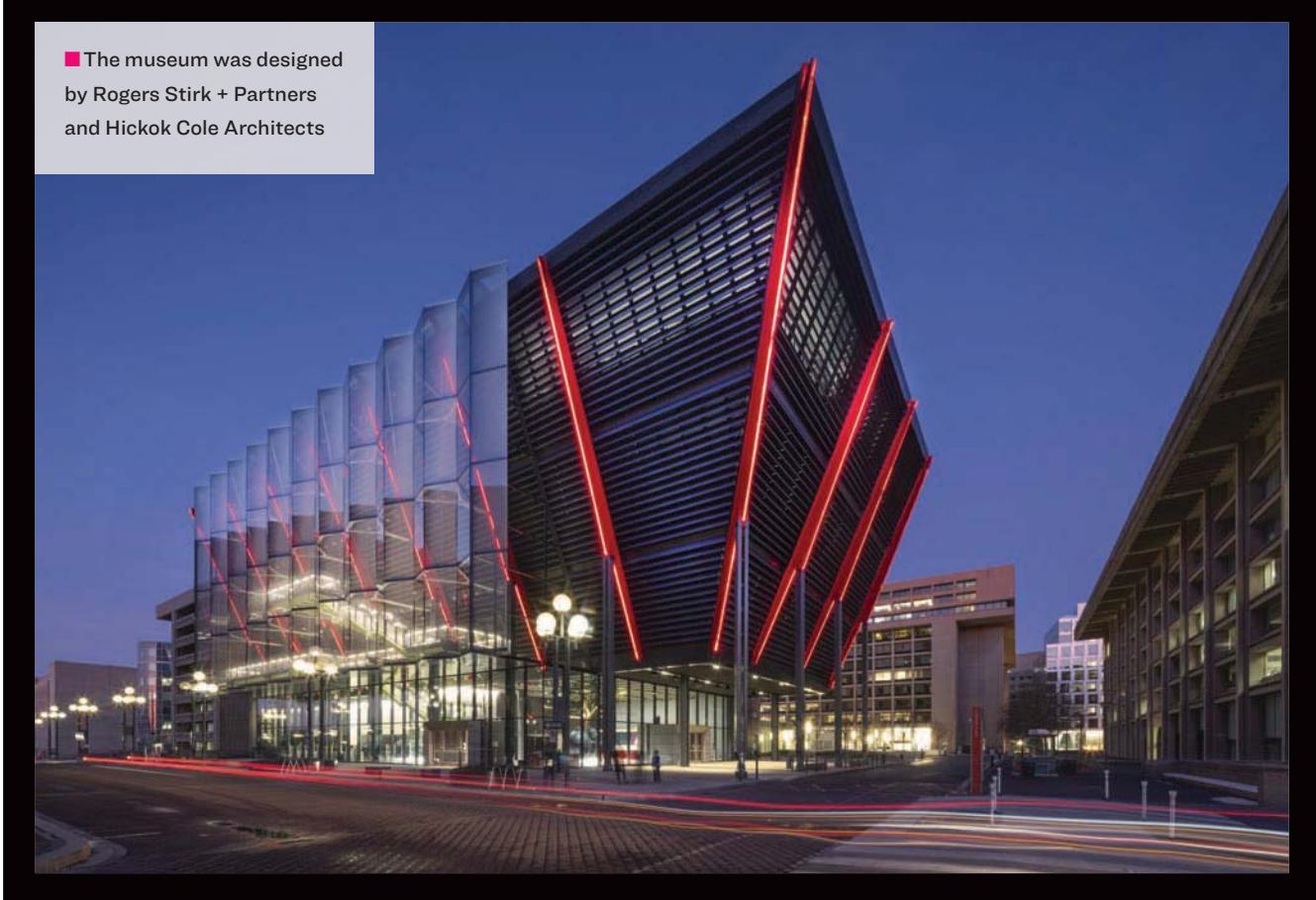
Hunger Games fans can also wander around the lobby area of The Capitol, where they can dress up and get their hair, makeup and nails done to look like a citizen of the films, as well as dine in restaurants serving dishes inspired by the films' districts.

Lionsgate Entertainment World, which is being developed by Zhuhai Hengqin Laisun Creative Culture City Co, working with experience designers Thinkwell Group, will be located at a new destination called Novotown on Hengqin Island.



■ The theme park will be set in a 10-storey-high futuristic building

■ The museum was designed by Rogers Stirk + Partners and Hickok Cole Architects



Spy games

The ground-breaking, US\$162m spy museum has finally reopened its doors to the public in Washington D.C.



■ Milton Maltz, founder of SPY

The long-awaited International Spy Museum (SPY) – has officially opened to the public in Washington, D.C. Designed by Rogers Stirk + Partners and Hickok Cole Architects, the revamped 11,400 sq m facility features the world's largest collection of espionage artefacts.

Adding to the experience

The US\$162m (€144.7m, £126.5m) redevelopment has seen the museum gain a rooftop terrace, retail and lobby

areas, and three floors of exhibits. There is also a new set of interactive and narrative-based galleries and installations by Gallagher & Associates (G&A), including an infinity mirror room and an RFID-powered simulator.

"Our vision for the new SPY invites the audience into a world of intrigue – a personal exploration that immerses visitors into the experience of living their cover," explained Cybelle Jones, principal at G&A. "Through objects, immersion, light, and media, the



The International Spy Museum (SPY) features a number of interactive exhibits that explore post-9/11 security issues

visitor becomes the subject, and the exhibits become the stage."

Pulling back the curtain

Another key experience that has been added during the extensive redevelopment is "Red-Teaming", a game that lets participants take on the role of the US president and employ strategic techniques to recreate the process of locating Osama bin Laden.

"We thought it was vitally important to address spying in the post 9/11

We hope visitors will walk out of SPY empowered by their new knowledge of the intelligence world

world, and operations we could not have even imagined 17 years ago," commented Milton Maltz, founder of SPY.

Speaking on the opening, Anna Slafer, the museum's vice president of exhibitions and programs, said: "We hope our visitors will walk out of SPY's doors empowered by their new knowledge of the intelligence world, understanding its role in our lives and world events – as well as how their oversight responsibilities as citizens can help shape that role."

“

It is important for commercial producers of exhibitions to have a clear and deep understanding of their market

Bernadine Bröcker Wieder



Creating value

A report has claimed that museums and heritage attractions are showing an 'uncommercial' attitude to the US\$5.9bn touring exhibitions market



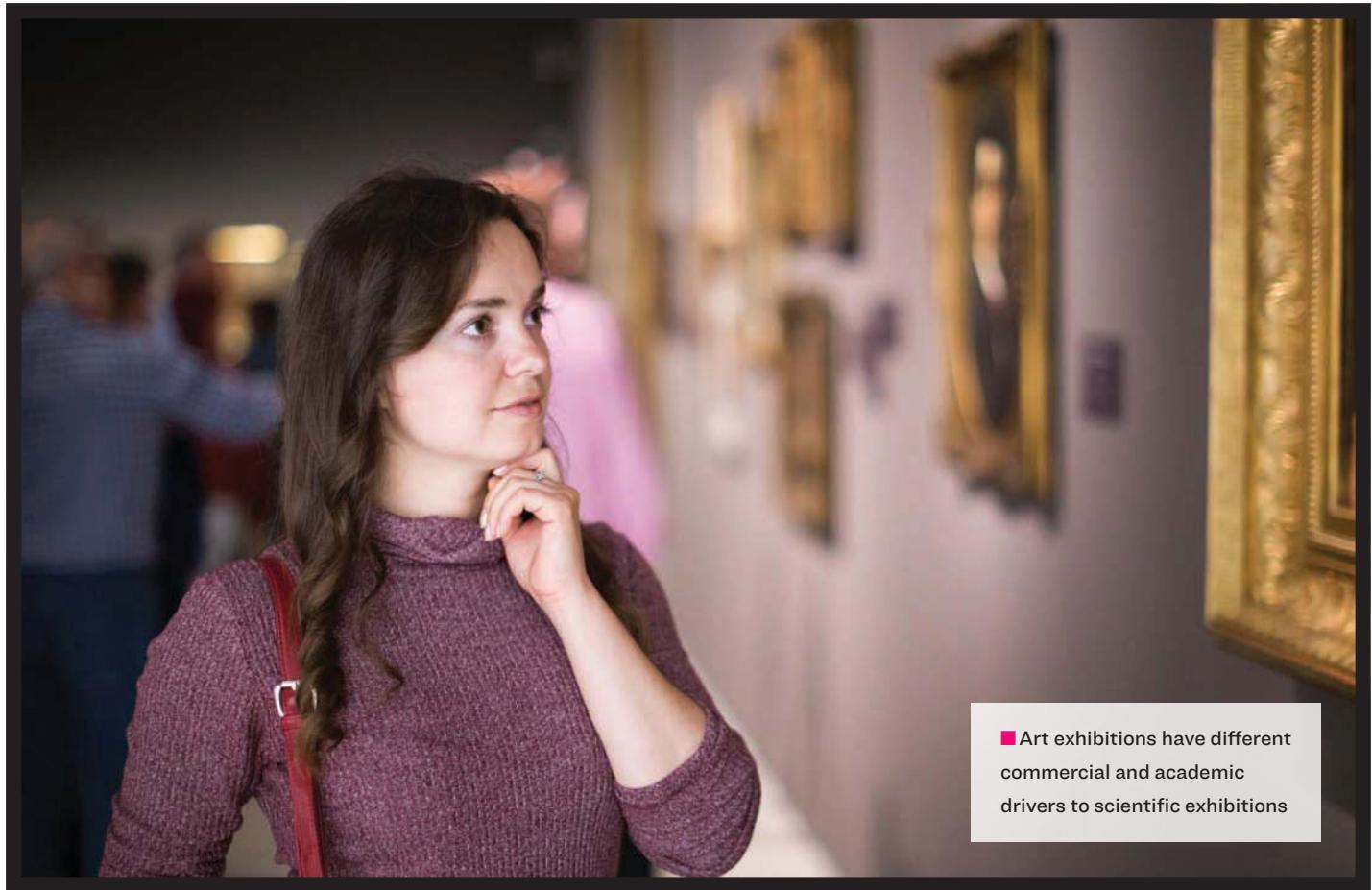
■ Bernadine Bröcker Wieder, CEO of Vastari (left) with Francesca Polo, Vastari's chief operating officer

Museums that host touring exhibitions are less concerned with profitability, seeking mostly just to cover their costs – in contrast to the tour operators themselves, who prioritise revenue generation over recouping costs in a market worth US\$5.9bn (€5.3m, £4.6bn).

This is a key finding of a new report by Vastari, a technology company that tries to facilitate the connections between museums and collectors around the world, and which successfully matched content to more than 450 exhibitions in 2018. The report's valuation of the global museum exhibitions market is equivalent to almost 10 per cent of the entire global art market.

Understanding the market

The disparity in commercial outlook between museums and exhibition operators can influence decision-making



■ Art exhibitions have different commercial and academic drivers to scientific exhibitions

US institutions are more entrepreneurial than their European counterparts, are privately funded and have smaller budgets

when striking deals over paying for setting up an exhibition and sharing ticket revenues. Many host institutions that rely on public money do not see themselves as commercial enterprises, and are also, therefore, less likely to go into partnership with commercial exhibition producers, according to the study – titled the *Vastari Exhibition Finance Report*.

"This shows how important it is for commercial producers of exhibitions to have a clear and deep understanding of their market, or they risk wasting a great deal of time and money targeting the wrong potential partners," commented Vastari CEO Bernadine Bröcker Wieder.

The disparity becomes more pronounced in certain geographical areas – specifically between European and US institutions.

"US institutions are more entrepreneurial, are privately funded and have smaller operating budgets.

Fund-raising is much more central to day-to-day activity," notes Francesca Polo, Vastari's COO. "In Paris, on the other hand, institutions will strictly divide the commercial from the academic. The concept that you could have some crossover is really contentious."

Science vs art

The Vastari report also identifies differences in approach between science exhibitions and art exhibitions, with the priority of academic credentials over income generation being a far more contentious point with fine art exhibitions than scientific exhibitions.

The report looks at the state, scope and trends of global museum exhibitions, considering factors such as why institutions host or tour exhibitions, what budgets are, who they will or will not partner with, and their priorities and expectations from such ventures.



■ Highly popular exhibitions currently touring the world include one featuring the iconic Terracotta Warriors

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● The *Simpsons in 4D* takes guests on a special-effects-filled adventure with the world's favourite animated family

Long-awaited *The Simpsons in 4D* attraction opens at historic Myrtle Beach



● Michael Needham, founder and CEO, SimEx-Iwerks

A new Simpsons-themed 4D theatre attraction has opened at Broadway at the Beach, an entertainment complex in Myrtle Beach, South Carolina.

Called *The Simpsons in 4D*, the attraction was developed by SimEx-Iwerks in partnership with FoxNext Destinations and Gracie Films and takes guests on a dynamic special-effects-filled adventure with the world's favourite animated family.

Billed as a 'family-friendly' motion experience, the attraction is based inside a state-of-the-art 4D theatre designed to resemble

Springfield's premier cinema, the Aztec Theater. The extensive theming includes a queue of Springfield residents lining up to join Homer and Marge on the red carpet to celebrate the career of fan-favourite Troy McClure, while a preshow – featuring Springfield's finest, including cartoon caperers Itchy & Scratches – is screened.

Next door to the theatre is the Kwik-E-Mart, a fully-themed convenience store, selling Springfield staples including Buzz Cola, Heat-Lamp Hot Dogs, Lard Lad Donuts and Squishees, alongside

an array of Simpsons-themed merchandise.

Michael Needham, founder and CEO of SimEx-Iwerks Entertainment, said: "We are excited to share this immersive, multi-sensory experience featuring the world's most advanced 4D attraction technology. The reaction to the opening of the Kwik-E-Mart has been overwhelmingly positive and we see fans from all generations thrilled to be part of The Simpsons story."

ATTRACTIOnS-KIT KEYWORD

SIMEX-IWERKS

Optoma brings The World of Beatrix Potter to life



● Tom Elleray, MD of Soundsmith

The World of Beatrix Potter in Cumbria, UK has undergone a tech overhaul, carried out by AV specialist Soundsmith, that has seen the addition of new projection displays powered by Optoma projectors.

Developed by the attraction's creative team, the displays were designed to reinvigorate the attraction and serve the dual purpose of showcasing Beatrix Potter's iconic artwork as well as guiding visitors around the space.

The display features a collage, made up of thousands of artificial maple leaves, that



● A ZU150 projector was installed in The Old Laundry Theatre to be used during the *Where is Peter Rabbit?* musical

floats above the main display and provides a 3D surface for moving content, while large leaf shaped displays hang from the ceiling and show illustrations and text from Potter's beloved children's books to tie in with each zone in the attraction.

Tom Elleray, MD of Soundsmiths, said: "The vibrancy of the images and video

is just stunning. It is especially impressive when you consider the environment in which the projection is taking place.

"The new displays really 'lift' the experience to another dimension and reinvigorate what was already a brilliant attraction."

ATTRactions-KIT KEYWORD
SOUNDSSMITH

VRStudios creates Men in Black VR for Dave & Buster's

VRStudios, creator of turnkey multiplayer virtual reality (VR) attractions for location-based entertainment operators, has announced that it will develop a new experience exclusive to Dave & Buster's, a US-based restaurant and entertainment chain.

Called *Men in Black: Galactic Getaway*, the attraction is billed as a 'zany, action packed interactive experience' and transforms players into unwitting MIB agents tasked with preventing a gang of infamous aliens escaping.

Joined by two wisecracking alien guides, players travel



● Chanel Summers

across landscapes in London, UK and New York to recapture the escaped aliens before they can destroy the planet.

Developed in partnership with independent studio Strange Reptile, the experience features a number of variable elements – such as randomised player characters

and randomly assigned weapons as well as a range of different endings to ensure that players never get the same experience twice.

"We are extremely proud of our latest game's incredibly rich and deep experience that will keep players coming back for more," said Chanel Summers, VP of Creative Development at VRStudios.

"We have combined the classic elements of Men in Black with some all-new story elements, weapons and characters, plaus gags galore, including a surprise finale that evokes the charm of Men in Black."

ATTRactions-KIT KEYWORD
VRSTUDIOS



● The attraction was developed in partnership with Strange Reptile

Diary dates

11-14 JUNE 2019

IAAPA Expo Asia

**Shanghai New International
Expo Centre**

IAAPA Expo Asia is IAAPA's exclusive Expo in the Asia Pacific region. It attracts industry professionals from around the world, offering them the opportunity to learn and experience what's new, innovative and next. As well as educational sessions, more than 300 global companies will showcase new products and services.

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www.iaapa.org/expos/iaapa-expo-asia

25-27 JUNE 2019

BALPPA Summer Conference 2019

**The Balmer Lawn Hotel
and Carey's Manor Hotel,
Hampshire, UK**

The annual Summer Conference will this year take place in the picturesque setting of New Forest in the south of England. All BALPPA Members are cordially invited to join three days of informative fun!

Tel: +44 (0)207 403 4455

Contact: events@balppa.org

30 JUN - 10 JUL 2019

UNESCO World Heritage Committee session

Baku, Azerbaijan

The 43rd session of Unesco's World Heritage Committee will take place in Baku, Azerbaijan between 30 June and 10 July. 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.

Tel: +33 (0)1 45 68 11 04

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This year's conference will again take place at the QEII centre in central London

3 OCTOBER 2019

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IAAPA Expo Europe Paris Expo Porte de Versailles, France

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Contact: akolar@IAAPA.org

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products and services to the largest gathering of science museum professionals from across the globe. Nearly 2,000 attendees from science centres, museums, nature centres, aquariums, planetariums and natural history museums will take part. They come to network, attend more than 100 sessions and learn about products or services.

Tel: +1 202 783 7200

Contact: kellies@astc.org

www.astc.org/conference

18-22 NOVEMBER 2019

IAAPA Expo Orange County Convention Florida, US

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Attractions MANAGEMENT NEWS

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You will have significant experience of creating and producing interpretation and engagement activities for a diverse audience across a range of attractions. You will also be a proactive self-starter, and an excellent communicator able to cultivate strong working relationships across departments and with external organisations.

For further details or to apply, please send your CV and covering letter, including your salary expectations by visiting:

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Location: Auburn Hills, Michigan, USA

Commercial Duty Manager

Salary: Competitive
Company: Sea Life
Location: Grapevine, Texas, USA

Seasonal Operations Trainer

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

Marketing Insights Manager

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

General Manager

Salary: Competitive
Company: Legoland Discovery Centre
Location: Yonkers, New York, USA

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