

Legoland part of Dubai AED10bn mega resort plan

Dubai-based property company Meraas Holding has announced it will open three major theme parks in the first phase of its mega-leisure development – Dubai Parks and Resorts.

Work on the project began in February 2014 and will see the addition of Legoland Dubai, Motiongate Dubai and Bollywood Parks Dubai. In addition to theme park developments, a Riverpark, grand entrance plaza and a family-themed hotel are all scheduled for completion in late 2016.

The new Legoland will be the first in the Middle East and seventh worldwide, while Motiongate Dubai will be dedicated to the silver screen,



Legoland Dubai will be the first to open in the Middle East region

bringing Hollywood legends to life. Finally, Bollywood Parks Dubai will celebrate Indian cinema on a grand scale.

The planned AED10bn (US\$2.7bn, €2.1bn, £1.7bn) complex will eventually include five theme parks being built in

the Jebel Ali area of Dubai. The other two parks to be included will be an as-of-yet unnamed marine park and a safari park.

Construction consulting firm Hill International will provide Meraas with show and ride construction management services for the first phase of the build. The two-year contract is worth around AED186.9m (US\$50.8m, €39.2m, £31.5m).

The plans, backed by Dubai's ruler, Sheik Mohammed bin Rashid Al Maktoum, are part of plans to bring 20 million visitors to Dubai on an annual basis by 2020, the year the city will host the 2020 World Expo. *More: http://lei.sr?a=c9T4c_A*

Egypt's PM asks UNESCO to help protect heritage

Egyptian Prime Minister Ibrahim Mahlab has requested support from UNESCO in a bid to help preserve the nation's heritage and strengthen and develop its museum culture.

In light of reports of the ongoing looting and destruction of Egypt's historic sites, Mahlab's request will be welcomed as a signal of his commitment to dealing with the problems endangering Egypt's rich history. The Egyptian prime minister made the plea during a UNESCO delegation visit to the country earlier this month.

More: http://lei.sr/?a=4q4H7_A

£60m Science Museum transformation underway

The evolution of London's Science Museum is now well underway, with several big name architects chosen to design its new galleries, while a new exhibition space is now set to open on 25 October.

The impending Communication Gallery, designed by Universal Design Studio, is the first in the UK dedicated to the history of information and communication technology.

The £16m (US\$26m, €20m) gallery will feature more than 800 objects from the last 200 years, tracking breakthroughs that the world has seen in communication.

Zaha Hadid Architects has been chosen to design the museum's new Mathematics Gallery, which has been funded – at a cost



The Mathematics Gallery by Zaha Hadid

of £5m (US\$8m, €6.3m) - by the David and Claudia Harding Foundation. The gallery aims to explore the story behind mathematics, making it accessible and fun to the public.

Continued on back cover

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Peter Jackson to develop First World War exhibition in native New Zealand

Director Peter Jackson is developing a temporary First World War exhibition at New Zealand's former Dominion Museum Building in Wellington, to go on display from April 2015.

New Zealand-born Jackson, who filmed and directed both the *Hobbit* and *Lord of the Rings* series of films among others, will lead the creative team developing the exhibition, which was announced in August by the country's Prime Minister John Key.

"The Commemorative Exhibition will help enhance New Zealanders' understanding of the First World War and its impact on our nation," said the minister for



Jackson is best known for directing *The Lord of the Rings* films

Arts, Culture and Heritage, Christopher Finlayson. "It will draw on and complement private collections and other museums across New Zealand including the Army, Air Force and Navy service museums, and the Auckland

War Memorial Museum. It will be a tremendous addition alongside Te Papa's Gallipoli exhibition, being developed in partnership with the Weta Workshop.

More: http://lei.sr?a=n4n3N_A

Michael Bloomberg's charity grants US\$17m to cultural institutions

Bloomberg Philanthropies – the charitable arm of Michael Bloomberg's business empire – has announced that it has granted US\$17m (€13.1m, £10.5m) in funding for digital projects in cultural institutions worldwide.

Formerly known as the Digital Engagement Initiative, the newly-rechristened 'Bloomberg Connects' provides funding for the development of technology to increase access to cultural institutions and enhance visitor experiences.

As part of the rebranding, US\$17m (€13.1m, £10.5m) has been committed to support the American Museum of Natural History,



Michael Bloomberg has a reported net worth of US\$34bn

the Brooklyn Museum, the Cooper-Hewitt Smithsonian Design Museum, the San Francisco Museum of Modern Art, Singapore's Gardens by the Bay and the Science Museum in London.

The funds will be used to produce projects which include immersive rooms, interactive devices and mobile applications that use cutting-edge technology.

More: http://lei.sr?a=f2q2n_A

Canadian Science Museum ad pulled from television for being 'too violent'

A new television advert for Vancouver, Canada's, Science World Museum has been pulled on the basis that the 30-second clip is "too violent".

The comedy ad features a high-spirited man walking from his house in the early morning, only to encounter a series of mishaps, including a paper to the face, stepping onto a nail, being attacked by a puppy called Sprinkles and getting kicked on the shins by a small child.

The hapless man then gets a flaming arrow in the back before being hit (off screen) by a bus, with the man continuing to be cheerful and smile throughout the



58,000 people have watched the ad since it was uploaded

spot. A tagline then offers a scientific fact which reads "optimists feel less pain".

The Canadian Radio-television and Telecommunications Commission said it had deemed the ad too violent

to air on TV, though, as has been the case on multiple occasions, a banned advert can end up garnering more hits should it go viral without having to pay TV fees.

More: http://lei.sr?a=z8F4D_A

Colombia's version of Brazil's 'Christ the Redeemer' nears completion

Colombia's answer to Brazil's Christ the Redeemer is nearing completion as Monumento Santisimo – the centrepiece of a new US\$23m (€17.7m, £14.2m) eco-park in Floridablanca in the north of the country – starts to take shape.

Slightly differentiating itself from the famous Brazilian statue built in the 1920s, Monumento Santisimo comprises a large statue of Jesus Christ with his left hand over his chest and at around 40m (131ft) in height, will be slightly larger in stature than Rio De Janeiro's version. It is set to open along with the eco-park at some point in 2015.



A lift to the top of the statue will also be included

In addition to the towering statue, the eco-park will feature an event hall, a 1,380m (4,528ft) cable car, a restaurant, museum, conference room, musical auditorium and large shopping mall.

The State of Santander has invested US\$23m (€17.7m, £14.2m) into the new eco-park, of which US\$1.4m (€1m, £865,000) has gone towards the statue. *More: http://lei.sr?a=M0m2a_A*

Welcome to AM2



Welcome to the latest edition of AM2, the jobs and news magazine from the team at *Attractions Management*.

AM2 – which launched in June – is going from strength to strength. The magazine is building on the work of *Attractions Management*, which celebrates its 20th anniversary in 2015.

AM2 brings you the latest news from across the industry, while also creating an effective platform for you to advertise job vacancies to career-minded industry professionals.

We hope you enjoy the magazine and welcome your feedback via email at AM2@leisuremedia.com.

You can sign up for a free digital subscription at AM2.jobs/green

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‘Explosive’ gas hinders LA’s Oscar Museum plans

A US\$300m (£183.3m, €231.7m) museum for the Oscars has come up against problems, with Los Angeles City Planning department expressing concern over potentially explosive gas pockets under the proposed site.

The department has released a draft environmental impact report on the project, which highlights deposits of methane and hydrogen sulphide gas that could potentially harm construction workers and ultimately visitors.

The planned Academy Museum of Motion Pictures – which will be dedicated to exploring and curating the history and future of the moving image – is scheduled to open in 2017 and will contain more than 290,000sq ft (26,941sq m) of galleries, exhibition spaces, movie theatres, educational areas and special event spaces.

To be located next to the Los Angeles County Museum of Art (LACMA), the Academy museum has been designed by Pritzker Prize-winning architect and designer of London’s Shard, Renzo Piano, who is working with contemporary architect Zoltan Pali.



The Academy Museum’s development could be delayed by an unforeseen plot twist

Because of the nearby active tar pits, accumulated gas has been an ongoing concern for developments in the area for the past half-century. The deposits in the area have caused

problems in the past, the most prevalent coming in 1985 when accumulated gas caused an explosion in a shop, hospitalising 23.

More: http://lei.sr/?a=J5U8W_A



Tom n Toms is behind the plans

Korea plans coffee-inspired theme park

Popular South Korean coffee shop Tom n Toms has announced plans to build an amusement park in Chuncheon in the province of Gangwon.

“The coffee theme park – the largest one in Korea – is expected to attract more than 2 million domestic and foreign visitors a year,” said Gangwon governor Choi Mun-sun. “The effect to the region is expected to be huge, ranging from vitalising the local economy to job creation and population growth.”

More: http://lei.sr?a=g6M8x_A

Orcas to be centrepiece of planned new aquarium at VDNKh in Moscow

A new aquarium is being set up at Moscow’s VDNKh exhibition centre as part of a large-scale redevelopment and will include orcas, despite ongoing controversy about keeping cetaceans in captivity.

The VDNKh – a relic of the Soviet era which is part way through a €1.5bn (US\$1.9bn, £1.2bn) revamp as modern Russia seeks to glorify the past under President Vladimir Putin – announced plans for the 40,000sq m (430,000sq ft) aquarium, which will feature the orcas as the main attraction.

Vancouver Aquarium and SeaWorld have become the



Aquariums are under pressure over keeping cetaceans

focal points in the debate over keeping sea mammals captive. Vancouver Aquarium is currently embroiled in a legal battle with the city’s Park Board over cetacean breeding

rules, while SeaWorld has been under intense pressure following the release of the documentary Blackfish, leading to a significant drop in share value.

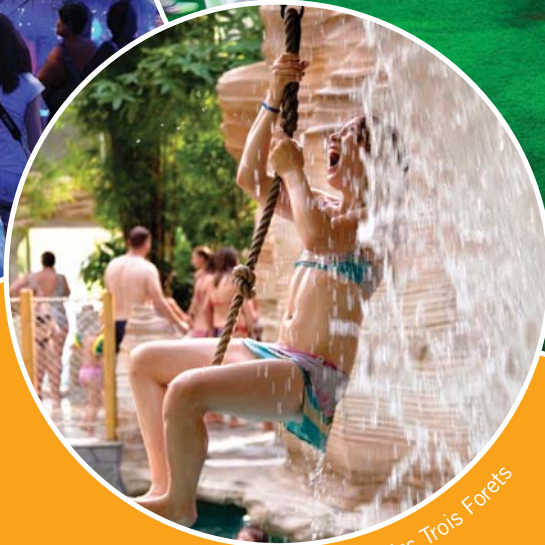
More: http://lei.sr?a=w4y4D_A



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An exciting new show for the UK attractions sector

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SHOWCASE THEIR LATEST PRODUCTS AND SERVICES



A Perfect Pedigree

The Visitor Attraction Expo (VAE) is produced by the British Association of Leisure Parks Piers and Attractions (BALPPA) in association with BACTA and EAG International.

Launched after requests from within the industry, VAE will provide the perfect platform for suppliers to showcase their latest products and services for the visitor attractions sector. The show will, however, be much more than a trade exhibition.

BALPPA's mission is to support owners, managers, suppliers and developers of leisure parks, piers, zoos, indoor play and static attractions.

BALPPA chief executive, Paul Kelly, reveals the motivation behind the show: "The BALPPA membership includes more than 100 trade suppliers, many of whom have been requesting their own show. We believe that VAE will sit well within our strategy of supporting members through seminars, education programmes and the provision of networking facilities," explained Paul.



Paul Kelly, BALPPA
chief executive

In Perfect Company

The Visitor Attraction Expo is free to enter for all attractions industry professionals and will take place at ExCel London alongside EAG International, the UK's most successful amusements and coin-op event. Attracting more than 5,000 visitors from 62 countries annually, EAG International owes much of its success to the fact that

it is a show put on by the industry for the industry. The newly launched VAE will follow the same mantra.

Access to the two shows will be via a single badge and with a growing crossover between the amusements and attractions sectors there is likely to be a strong flow of visitors between the events.

Perfect Timing

Many manufacturers launch new products early in the New Year and January is also the time when the operators of parks and attractions are available and actively looking for equipment and new ideas. With many networking and social events

surrounding the show there is a great opportunity to discuss the events of the previous season and prospects for the coming year.

Perfect Location

The Visitor Attraction Expo will start life in style! Its home, the award-winning ExCel London, is one of the world's best equipped and most accessible exhibition venues.

Those unfamiliar with the ExCel campus cannot fail to be impressed by its scale and the standard of facilities on offer. In fact the entire surrounding area has benefitted from a £3.5bn infrastructure overhaul, making it readily accessible by air, road and rail.

For air travellers, London City Airport is a few minutes' taxi ride from ExCel. London City handles more than 350 flights a day to 40 UK and international destinations. London's Heathrow, Stansted and Gatwick airports are all within one-and-a-half hours' journey time.

London ExCel boasts three on site Docklands Light Railway (DLR) stations, connecting with the Jubilee line on the London Underground.

For those arriving by car, ExCel is located close to the M25, London's orbital motorway. Parking is immediately below



ExCel London



the exhibition concourse, with 2,700 (reasonably priced) spaces. Visitors opting to stay on site will be spoilt for choice. The ExCel campus offers hotels at almost every level, with a combined total of 1,400 rooms, plus a further 1,900 are located within a short walking distance. In total there are more than 10,000 rooms within 20 minutes of ExCel. For those preferring to stay further afield, the historic areas of Greenwich and Tower Hill are both a short distance away.

Why you should attend

Focused on the UK and run by the UK attractions industry for the benefit of the entire UK attractions industry, VAE is free to enter and should not be missed.

Products

You will see and interact with hundreds of high quality products and services designed to help drive business revenues and increase efficiency. Many products will be on show for the first time.

Seminars and Master Classes

BALPPA is justifiably proud of its reputation for seminars and educational programmes. In fact, education and training are cornerstones of the Association's



activities, with many leading UK operators benefiting from the service. An exciting seminar and master class programme is currently being finalised for VAE and will be announced shortly. All subjects will be highly focused on the current needs and issues facing the UK attractions sector.

Networking

We believe that the trading of ideas is as important as the trade in products. Ours is a gregarious industry and VAE will be the

perfect place to meet industry colleagues, to socialise, and to trade ideas and initiatives in a relaxed and agreeable environment.

And finally.....

Tuesday Night is Party Night ! VAE exhibitors and visitors will join the legendary First Night Party to be held at ExCel's Fox Bar. For many the First Night Party is the main networking and social event of the year. More than 1,000 show-goers will enjoy fantastic food and drink along with live music and dancing well into the night. Tickets will be available from exhibitors during the show.

Register for the Visitor Attraction Expo at www.attractionsexpo.co.uk

For further information contact:

Karen Cooke – Event Organiser

Email: karencooke@swanevents.co.uk

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Croatia's first waterpark opens in Brtonigla

Polin has teamed up with construction firm Istrakop to open Istralandia Aquapark – Croatia's first waterpark development.

The €10m (US\$13m, £8m) waterpark in Brtonigla, which features a 27m-high (88.6-ft-high) waterslide and 2,500sq m (26,910sq ft) wave pool, uses 90 per cent recycled water taken from local groundwells.

Also included in the 4,500sq m (48,400sq ft) development is a splash boat slide, kids multi-slide, 'black hole' enclosed tube slide and a children's play area featuring a variety of child-friendly small slides.

The waterpark, which opened earlier in the summer, has proved to be a success, according to Istrakop owner Branko Kovacic.

"The park has been a big hit," said Kovacic speaking to AM2. "By the end of this season we will start designing a programme to further expand the facilities at the water park. With the success we've had so far, there's no stopping the project and it is likely that we will continue to expand over the next few years into the space we have available.



The park has enjoyed a successful debut season with plans to further develop the attraction

Aside from water-based activities, the park also offers visitors facilities for badminton and volleyball. The current season was supposed to run till September

15, though thanks to the exceptionally good weather, that date has now been extended to finish up around mid-October.

More: http://lei.sr?a=A2q5u_A



Voldemort will star in the plans

Harry Potter studios to unveil dark arts section

Harry Potter's loyal army of fans has an insatiable appetite for all things related to the boy wizard and now Warner Bros Studio Tour London has announced it will be opening a new permanent addition to the popular Harry Potter visitor attraction.

"The Dark Arts feature will showcase the darkest parts of the films and include some props and costumes that have never been on public display before."

said Sarah Roots, vice president of Warner Bros Studio Tour London.

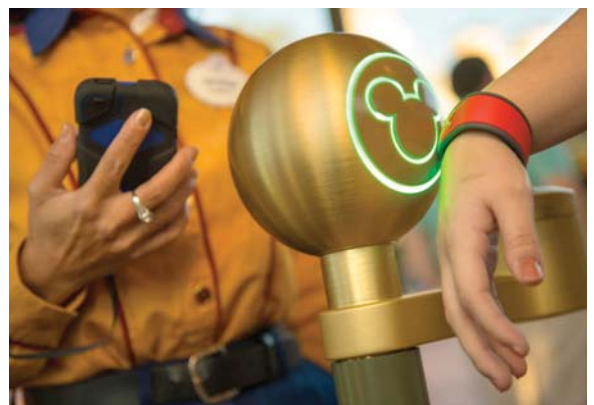
More: http://lei.sr?a=J5T8S_A

Singapore trials wearable tags following success of Disney's MyMagic+ tech

The Singapore Tourist Board (STB) is looking at using radio frequency identification technology (RFID) – similar to that launched in Disney theme parks earlier this year – to boost tourism spending and improve the country's visitor experience.

Inspired by the success of the MyMagic+ wristbands at Disney World in Florida, the STB hopes the technology will be able to provide consumer behavioural insights and make the visitor experience smoother and more enjoyable.

From November 2014 to January 2015, 1,000 tags and 20 tag-reading



The tech is inspired by Disney's MyMagic+ wrist bands

detectors will be installed on a trial basis at two yet-to-be-determined locations – one a tourist attraction, the other a conference and exhibition venue in the country.

According to tender documents, the devices will be able to request rights for social media use – including posting images – and suggest personalised purchases.

More: http://lei.sr?a=E3c6Q_A



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Museums Association Conference & Exhibition 2014 Wales Millennium Centre, Cardiff, Wales

The exhibition is the largest event of its kind for museums and heritage professionals in Europe and is free to attend. Around 70 companies will be exhibiting, covering all aspects

of museum work from displays and showcases to exhibition design, lighting to retail, merchandising to ticketing, and insurance to collections management.

The exhibition will feature a number of MP workshops, giving visitors a chance to hear from leading museum professionals about the latest practice across all areas of the museum sector.

www.museumsassociation.org/

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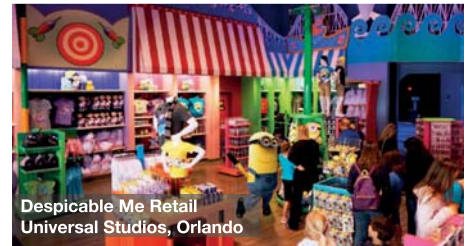
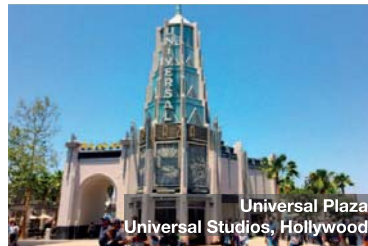
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Coca-Cola sponsors 62% of water/theme parks

Coca-Cola is the most active sponsor of theme and water parks worldwide, with the soft-drink giant sponsoring more than six out of every 10 parks, according to new research.

62 per cent of theme parks and water parks surveyed by IEG research reported that the beverage producer was a sponsor, with Panama Jack International following way off in second place with 32 per cent, while Mars and Unilever are joint third at 24 per cent.

The research also suggested that the most active type of sponsors for theme and water parks are food manufacturers, which are 10.5 times more likely to sponsor themed-attractions compared to other types of sponsors, while cars are the least likely sector to sponsor a theme or water park.

Figures released in 2009 on global theme park sponsorship placed total revenues at around US\$250m (€193m, £153.9m), meaning Coca-Cola would be responsible for around US\$155m (€119.9m, £95.4m) of that total, though figures will likely have increased since the last survey.



Coca-Cola contributes around US\$155m annually to theme and water parks in sponsorship

Parks sponsored by Coca-Cola include the likes of Universal, Six Flags, SeaWorld and Disney to name a few, with the most obvious reason for the drinks giants' ubiquity being

that its beverages are an ideal fit for outdoor attractions, which are generally in hot climates, with a young target market.

More: http://lei.sr?a=n2v3g_A



PHOTO: BALMORI/COOPER ROBERTSON & PARTNERS

One of the four potential designs

Designs revealed for Washington bridge park

Following a six month nationwide competition, four multidisciplinary architecture and design teams have been chosen to reveal their design concepts for Washington DC's first elevated park.

Balmori Associates / Cooper, Robertson & Partners, OLIN / OMA, Stoss Landscape Urbanism / Høweler + Yoon Architecture and Wallace Roberts & Todd (WRT) / NEXT Architects / Magnusson Klemencic Associates were all selected to showcase plans for the bridge/park hybrid.

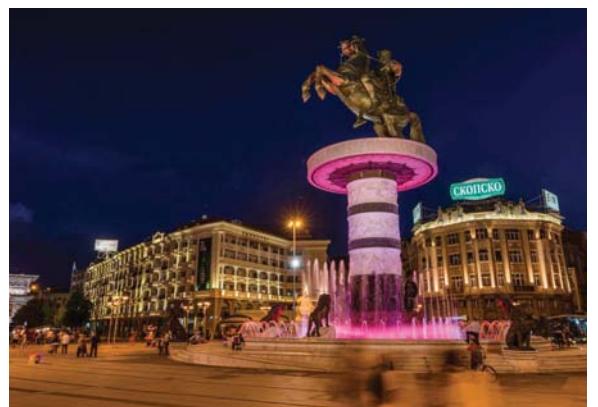
More: http://lei.sr?a=G7T9t_A

Macedonia looks for national identity as capital undergoes €500m culture revamp

Macedonia's capital of Skopje is undergoing a major revamp, but some are calling the controversial makeover a "crime" against heritage and culture.

Skopje, which became the capital of Macedonia in 1991 after the breakup of Yugoslavia, is trying to make a name for itself on the international stage, using eye-catching architecture to entice visitors from abroad.

The €500m (US\$656m, £395m) Skopje 2014 project is financed by the Macedonian government, so the main ideology being decided by the ruling party – VRMO-DPMNE – with the project aiming to give



Alexander the Great is now centre-stage in Macedonia Square

the city a more "classic" appeal by the end of 2014.

Nearing the final phase of a four-year project, around 20 new buildings and 40 monuments have been completed or are nearing

completion, though the revamp has been heavily criticised as a waste of resources in a country where unemployment and poverty are both high.

More: http://lei.sr?a=m5W6D_A



The complete simulator will be showcased at IAAPA 2014

Cruden to unveil powerboat simulator at IAAPA show

A new powerboat simulator will be unveiled by Cruden at the IAAPA Attractions Expo in Orlando in November.

The Cruden Powerboat 5CTR is an interactive experience for up to five guests, with emphasis on accuracy and realism. The Dutch company says it has applied the same detailed modeling approach to wave and boat dynamics and professional image

generation that feature in industry-standard race car simulators.

Cruden launched the powerboat's 'vehicle model' and seascape visuals at IAAPA 2013, but will now showcase the complete simulator – with boat body and interior, including seats, steering wheel and controls.

In the virtual attraction, two or more boats can race against each other at a time.



Several Polin slides have been installed at Aqua Magica in Spain

Adding a waterpark for expansion a 'growing trend'

The US\$6.5m (€5m, £4m) addition of a new waterpark at Isla Magica theme park is the latest example of a growing trend in Europe, according to Polin.

Park owners the Looping Group partnered with Turkish company Polin for the creation of the new Aqua Magica waterpark, which has been added as a major part of a strategy to ensure long-term

guest interest at the Seville, Spain-based Isla Magica.

"We know that these waterslides will help build guest loyalty because they are unique and thrilling. Plus, we'll provide an actual beach experience with our wave pool in an area of Spain that is far from the coast," said Laurent Bruloy, CEO of France-headquartered Looping Group.



Boys vs Girls will be teased at EAS 2014

The Juice to distribute epic battle of the sexes 4D film

A new 4D attraction film that offers a unique take on the battle of the sexes will be distributed by The Juice. The film is currently in production and will be available for licensing in March 2015.

The concept of the film, 'Boys vs Girls', is that girls are from Venus, boys are from Mars and Earth is the battleground – and it takes

in locations from the giant planets of deep space to the tiny world of a garden.

Created for all the family, the film uses comedy, action, adventure and romance to complement the effects.

A teaser of the film will be showcased at EAS 2014, taking place from 23-25 September 2014 at the Amsterdam RAI.



Holo-Gauze is an easy-to-transport 3D display solution

Portability and affordability the keys to 3D solution

A new type of 3D display solution has been launched by Holotronica. 'Holo-Gauze' comprises a metallic transparent gauze and is designed to be used with 3D polarised projection systems. It can also achieve believable 2D hologram effects.

According to Holotronica, Holo-Gauze has been created to be easier to transport and more

affordable than traditional Pepper's Ghost systems. Audio-visual artist and composer Stuart Warren-Hill, founder of Hexstatic and co-founder of the Big Chill festival in the early 90s, says he devised the system "out of necessity" when he required a portable holographic 3D display to tour his new 3D Blu-ray and CD project, Holotronica.



The park has averaged 18,000 guests a day for four months

Whitewater supplies Lotte World waterpark

South Korea's Lotte World has officially opened the first phase of a Polynesian themed waterpark, with WhiteWater serving as exclusive supplier of waterpark's products.

It is the first of three phases of construction of the waterpark at the Seoul recreation complex, with attendance of 18,000 guests per day recorded since opening.

Whitewater rides at the park include 'Surf Wave Pool' – the third largest in the world – and 'Abyss', as well as a 2,000sq m (21,500sq ft) 'AquaPlay' structure and an indoor 'Rattler' ride also feature.

The park opened in May but the completion date of phase three has not been revealed. Lotte also houses the world's largest indoor theme park.



DPA provided assistance in planning and layout of the new area

DPA adds adventure to amusement park masterplan

DP Associates (DPA) has played a major part in the development and creation of a new indoor section of the Adventure Island amusement park in Southend, UK.

Although originally briefed to provide the site masterplan for the £5m (US\$8.1m, €6.3m) attraction space – which is intended to enable the park to increase its opening periods

and add an all-year-round operational element – DPA also provided assistance in planning the content and layout of the new area, and helped the operator to understand how it should integrate into the normal requirements of the business.

The new indoor facility is scheduled to be open in or before February 2015.



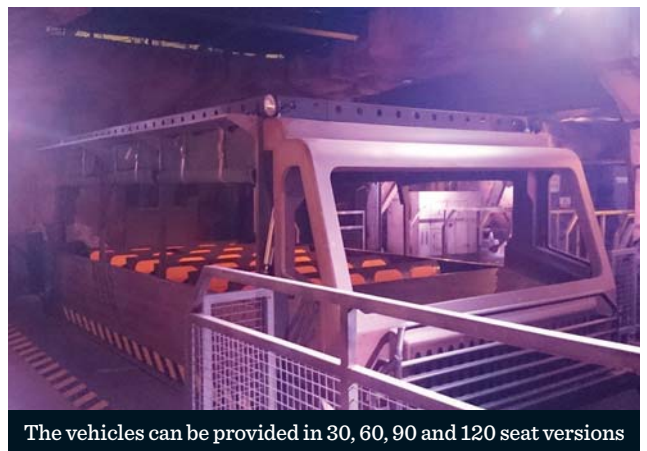
The character 'Cyborg' recruits guest for their 'mission'

Sally details Six Flags dark ride project

Sally Corporation has revealed full details of the DC Comics universe dark ride it is developing for Six Flags theme parks.

Alterface, which is providing interactivity for the Sally-led project, has already announced its role in helping to create 'Justice League: Battle For Metropolis', which is set to open in 2015 at both Six Flags Over Texas and Six Flags St. Louis.

The attraction features superheroes such as Superman, Batman and Wonder Woman "battling alongside park guests" as they attempt to defeat notorious villains such as The Joker and save Metropolis from destruction. Guests are recruited by Cyborg and the animatronic demonstrates how to defeat the villains with laser blasters.



The vehicles can be provided in 30, 60, 90 and 120 seat versions

Simworx launches new immersive dinosaur tunnel

Simworx has opened its first "immersive tunnel" ride as part of a new attraction at the Movie Park Germany theme park.

The ride features as the final part of the attraction 'The Lost Temple', and consists of two 30-seat 'Jeep' styled simulator units which sit on a dynamic, 3DOF (three degrees of freedom) motion base. The vehicles are

boarded in a themed loading bay, and initially move along a short track in order to enter the main show area, which incorporates a 5m (16ft) high, 46m (151ft) long, 360 degree screen. 3D film projection combines with a range of 4D effects to create a fully immersive experience featuring dinosaurs in an ancient temple setting.

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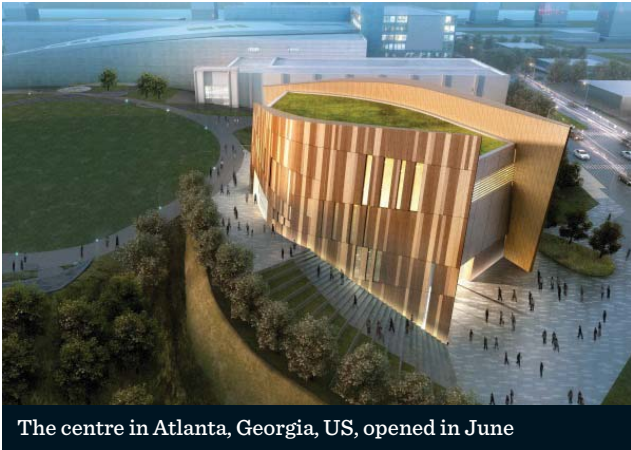
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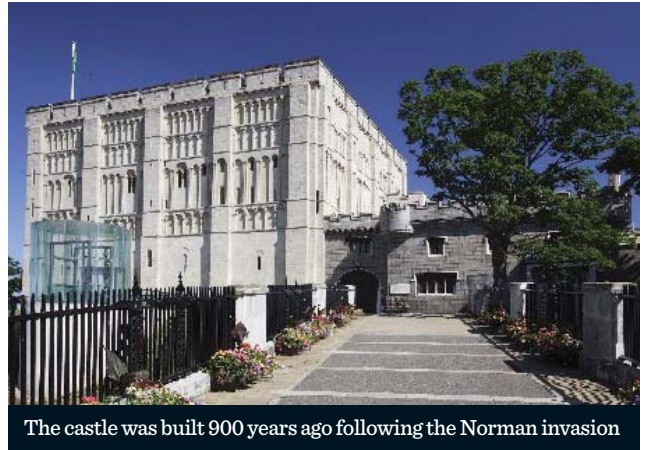
The centre in Atlanta, Georgia, US, opened in June

Gateway provides ticketing to new human rights centre

A strong reputation and the ability to scale up as required in the future were cited as the main reasons for Gateway Ticketing Systems' contract win at The National Center for Civil and Human Rights.

The Boyertown, Pennsylvania-based company was selected as the ticketing and access control provider for the centre, which opened in

June in Atlanta, and provides a full range of functionalities for ticket sales, group sales and membership support. The museum is located next to the World of Coca-Cola and the Georgia Aquarium, which are also Gateway customers. Drawing on the experience of these attractions, Gateway said the centre would quickly be able to establish best-practices.



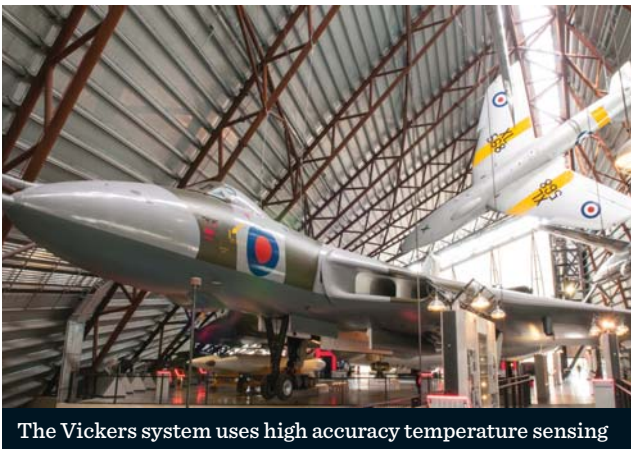
The castle was built 900 years ago following the Norman invasion

Norwich Castle installs Syx Automations software

Syx Automations' 'ReCreateX' software has been installed at Norwich Castle in the UK.

The system will be used to support admissions, group bookings, event sales, stock control and catering sales across the castle's main entrance, café, halls, rotunda and shop. ReCreateX will also unify the castle's operations, reporting and membership scheme.

Norwich Castle is a medieval royal fortification in Norwich, Norfolk, which was built 900 years ago in the aftermath of the Norman conquest of England. The site now houses the Norwich Castle Museum and features collections of fine art, archaeology, and natural history. The Royal Norfolk Regimental Museum is also located at the castle.



The Vickers system uses high accuracy temperature sensing

Cutting energy costs allows RAF museum to take flight

The Royal Air Force (RAF) Museum Cosford is hoping to cut the cost of heating its hangars after signing Vickers Energy Group to install its energy management system.

The Shropshire museum hopes to save more than £25,000 per year by converting to the Vickers Energy Management System – it was previously heating its three hangars by

using gas fired radiant tube heating built in the 1930s.

Vickers Energy last year delivered a system to regulate the heating in the museum's largest hangar, which was costing £50,000 a year to heat. The system has already reduced gas consumption by 28 per cent and CO2 emissions by 96 tonnes per year at the 5,000ft2 hangar – leading to a saving of £14,000.



Innovative Leisure will unveil its wares at EAS 2014

Innovative Leisure showcases product range

A wide range of products will be displayed by UK-based adventure attractions company Innovative Leisure at this year's Euro Attractions Show (EAS).

At EAS, being held at the Amsterdam RAI between 23-25 September, a fully built-up Sky Tykes junior ropes course will be on show, following on from recent

installations of the product at four UK venues. These were at Center Parcs Longleat; the Fun Shack indoor play centre in Stockton-on-Tees; Action Stations at Portsmouth's Historic Dockyard; and the National Water Sports Centre in Nottingham.

The company has also announced several Water Wars installations in 2014.

St Kitts ‘must do more’ towards heritage training

Dr David Doyle – the St Kitts and Nevis ambassador to UNESCO – has said that more needs to be done in terms of training young people in heritage to boost tourism in the country.

Dr Doyle was meeting with stakeholders of the St Kitts National Commission, updating its members on activities and programmes being pursued by UNESCO. He outlined the organisation’s significant programmes and projects that have been undertaken or are soon to be implemented.

“We are seeking US\$72,000 (€55,600, £44,100) to enable residents in the Cayon area to launch a marketing campaign to publicise and promote their area as a tourist attraction, as an area for school visits to see the flora and the fauna, to encourage the training of tour guides to help existing guides,” said Dr Doyle, speaking to *The St Kitts Nevis Observer*. “We are just about to launch and implement three major projects on youth and human rights approved by UNESCO a couple of weeks ago, the training of single fathers, as we have a challenge in



St Kitts and Nevis has a rich history, which Dr Doyle believes could be further enhanced

relation to young men in this country, and there is a training program for Nevis on history and African ancestry that is within the framework of the slave route project.”

On St Kitts alone there are more than 250 documented sites, though not all have been developed as official tourism sites.

More: http://lei.sr?a=m6A4J_A



The scheme teaches heritage restoration

Saudi Arabia looks to restore heritage buildings

A 60-day programme, conducted by Saudi Arabia’s National Urban Heritage Center (NUHC) and giving Saudi students comprehensive training in heritage renovation, has been completed by a class of graduates.

The series of training programmes led by the affiliate of the Saudi Commission for Tourism and Antiquities, was undertaken by students of engineering and architecture from a number of Saudi universities, including Al Qassim University.

More: http://lei.sr?a=9Y2y6_A

Team from zoo in Trinidad travel to Orlando, Florida for advanced training

Staff from the Emperor Valley Zoo in Trinidad along with a contingent from the Zoological Society of Trinidad and Tobago (ZSTT), have travelled to Orlando, Florida to undergo special training with the Association of Zoos and Aquariums (AZA) as part of a strategic objective for continuous learning by staff members at the zoo.

Led by ZSTT VP Benjamin De La Rosa, the training sessions form part of a wider scheme aimed to bring together the zoo community from the western hemisphere to share and discover new skills in the field of animals and animal care.



Staff at the zoo will enhance their learning on animal care

“We are mindful of the need to provide the best care for our animals and enhance the visitor’s experience.” said ZSTT president Gupte Lutchemedial. “Exposing staff to training at such a forum where

these perspectives are shared can only prove beneficial.

“Our thrust is a holistic approach to meet the requirements needed to gain international standards.”

More: http://lei.sr?a=6w7J2_A

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Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration



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Having pioneered attraction photography in 1994, Picsolve has twenty years of experience working with a diverse range of global entertainment and leisure brands across theme parks, attractions, waterparks and tourist destinations and operating in 4 continents. We are chosen for our ability to apply our retail excellence, award winning technology and innovative thinking to create richly enhanced guest experiences and new revenue streams through a successful image capture and distribution solution.

Our core expertise in designing end-to-end capture and distribution platforms to power retailing solutions is unparalleled within the industry, with staff all over the world offering support when and where our partners need it. Blending creativity with commercial acumen to transform the industry standard and with on-going investment in next level retail practices and online digital platforms, including mobile apps - we deliver a new vision of

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Reporting to the COO (North America), and working closely with the Global Business Development Director, this senior appointment is a pivotal step in Picsolve's ongoing commitment to continued growth in the expanding North America market. We are seeking an exceptionally talented and experienced professional to strengthen our existing presence. Key responsibilities will include:

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- Working with the Executive Team to develop new business development strategies for adjacent market sectors.
- Produce quality RFP documentation and creative decks to present to customers and at industry exhibitions to validate our market position as sector leaders ensuring that the Value Proposition and Picsolve USPs and KSPs are easily identifiable.
- Monitoring and reporting on market and competitor activities and provide relevant

reports and information.

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You will probably be educated to degree level and have held a senior management role in business development in a dynamic business previously, ideally within the leisure and entertainment industry.

You must be able to demonstrate and evidence a proven track record of delivering agreed annual sales contribution targets for new and existing business, developing new business opportunities, securing contract renewals and maintaining crucial new business pipelines.

There will be significant travel within the US and occasional travel globally therefore you will need to be flexible and have all the required documentation to travel.

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You will focus on team development to ensure the highest standards of park presentation are met with excellent and consistent product delivery. Whilst not essential, experience in rides, maintenance or facilities management would be advantageous.

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■ **Splash Team Member**

Company: Butlins
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■ **Promotions Manager**

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London's Science Museum names array of high profile architects for revamp

Continued from front cover

Another recent announcement and due to open in 2016, Muf Architecture has been appointed to design a £4m (US\$6.5m, €5m) Interactive Gallery, 'encapsulating the awe of science and maths.'

Despite Wilkinson Eyre's £150m (US\$243m, €188m) masterplan for the Science Museum being rejected in 2011, the London-based practice has come back into the fold to design £24m (US\$38.9m, €30.1m) worth of Medical Galleries for the iconic institute.

The new galleries will take up the entire first floor of the the museum, covering 3,000sq m (32,292sq ft) of



The Medical Galleries from architects Wilkinson Eyre

space, and will house objects that explore the last 400 years of medical science.

Finally, Coffey Architects, has been picked to design a £1.8m (US\$2.9m, €2.3m) library and research centre for

the Science Museum, a further part of the five year masterplan that will transform around a third of the world-renowned museum over the course of the next five years.

More: http://lei.sr?a=n6e5K_A

Grand Canyon development 'serious threat' to future of the national park

Fans of the Grand Canyon's natural beauty might have to go and see it sooner rather than later, as a proposed 1.7sq km (0.65m) development including restaurants, hotel, multimedia complex and shops is being planned for the eastern portion of the US wonder.

The proposed Grand Canyon Escalade has come up against fierce opposition, with plans also featuring the installation of an eight-person gondola to carry tourists to the canyon floor where they could visit a restaurant on the Colorado riverside and a Navajoland Discovery Center, which would be overseen by an advisory board.



The development has come up against much criticism

The US Park Service has opposed the construction, with the body concerned that the development may have an impact on the scenery and wildlife of the area. Grand Canyon superintendent Dave

Uberuaga told *The Times* that the development is a "serious threat to the future of the park," while certain regulations could seriously hinder development plans.

More: http://lei.sr?a=V5j2p_A

American Association of Museums (AAM)

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Association of American Zoos & Aquariums

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