

DREAMS, DESIGNS & DIVINATIONS

If only predicting the future were as simple as looking to the past. Unfortunately, it isn't that easy. That's why IPM turned to industry professionals to ruminate and prognosticate on the future of themed entertainment. Collected here for your enjoyment are some provoking, some humorous, and some prescient responses. In addition, we asked several design firms to submit their ideas for projects that should be built, but haven't yet. Perhaps over the next twelve months the ideas and drawings contained here will land themselves on the news page. Until then, enjoy!

Who are we and where are we going? Two questions certainly asked at least annually by most every one of us in our industry.

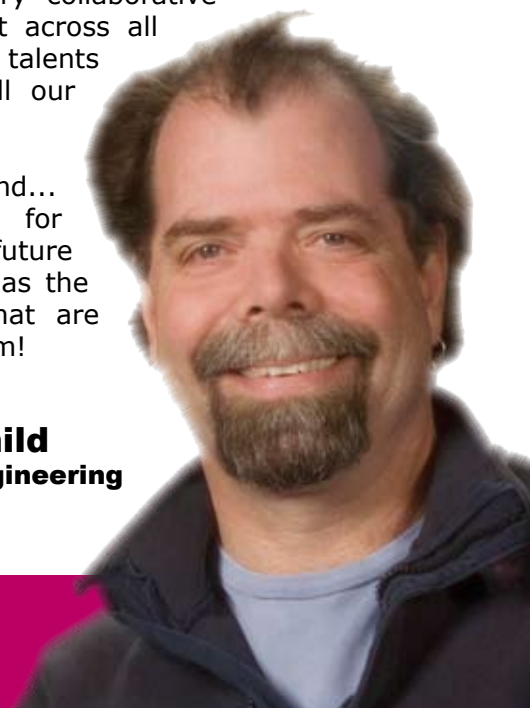
As for who we are, I think the answer is that as an industry we are an expanding collection of kindred spirits, united by a never-ending passion for creating new opportunities for storytelling in an ever-widening quantity of ways and environments. I think the growing connectivity we find available to all of us through technology continues to highlight new opportunities to create specialized public experiences. The more we are able to connect, the more we are able to learn from each other, share with each other and collaborate in new ways as we as an industry explore the creation of new forms and formats of entertainment and learning experiences.

It is important as one looks to where we are going in the future to consider that although being open to discovery is fraught with risk, it is also the opportunity that ultimately drives us forward most effectively to create the "new and different" that our audience continually seeks. The exciting future of our industry depends on

being even more willing to take risks, more open to trying new things and forming new partnerships with the ever broadening diversity of talent from around the world seeking to join in the fun of our industry. As I look back at our industry's exciting past growth and expansion I am reassured by the volume of exciting new ideas and forms of entertainment that have resulted from so many extraordinary collaborative partnerships...built across all the professions, talents and skills that fill our industry.

To infinity and beyond... the opportunities for discovering the future are as boundless as the creative minds that are challenged by them!

Rick Rothschild
Walt Disney Imagineering



With 2007 now behind us, it's a great time to pause to think about what lies ahead in Themed Entertainment. While change often seems to be the only constant in our industry, here are four trends to keep your eye on.

1. Changing Customer Behavior and New Business Models

Rising oil prices, fluctuating currencies and volatile financial markets will continue to impact on guests' travel plans – encouraging domestic travel for many while making international travel newly affordable for certain regions of the globe. Budget conscious customers will shy away from the unknown, instead favoring repeat visitation to attractions that offer consistent, high quality experiences and value for money. This encourages reinvention and enhancement of facilities instead of investing in completely new ones. In an effort to secure every last discretionary dollar, new products tailored to specific market segments will emerge such as Universal's front-of-the-line Express Plus Pass and Disney's Magic Your Way flexible, customized ticketing.

2. Fighting Increased Competition with Increased Creativity

Despite the challenging economic landscape, the industry continues to grow in leaps and bounds with new competition coming from more and more resources. The emergence of indoor water parks in North America, the upcoming lineup of World Expos in Spain, China and Korea and increasing home entertainment options are all fighting for the same share of wallet and mind. To combat this trend look for more seasonal special events and operators licensing content and even

entire park concepts to create unique points of difference. Recent examples include Universal's Simpsons and Harry Potter attractions and Paramount, Warner Bros., MGM, Dreamworks and Universal's deals with developers to create eight separate parks in Asia and the Middle East alone!

3. Transparency and Interactivity

After a lengthy period of secrecy about future projects, operators are once again freely sharing information with Wall Street and the general public. Instead of projects leaking on the web thanks to employees and zealous fans, more and more companies will take the lead by making long term announcements (such as Disney's ambitious multi-year plans for California Adventure), to build excitement even before ground breaking. Complementing this trend is increased online interactivity and community development- allowing people to extend their experiences before, during and after visits (such as online photo and video sharing, trip planners, blogs, virtual worlds and games).

4. Back to Basics: Family Friendly Experiences, Compelling Stories and Richly Themed Environments

At the 2007 IAAPA Expo, it was fascinating how often presenters and exhibitors extolled the virtues of family friendly experiences more than 50 years after Disney proved the power of this idea. With the incredible drawing power of family-sized thrills like Disney's Expedition Everest and the on-going struggle of super-sized thrills like Six Flags, expect to see an even greater focus on family friendly adventures. However, "family" should never be confused with simplicity; the smaller the thrill, the more important the story and themed environment that supports it.

Whether you're a guest or an industry insider, 2008 definitely looks set to be a fascinating year!

Michael Reid
iconpath

Michael Reid is Director of iconpath, a Themed Experience Consultancy specializing in research, concept development, master planning, production and marketing. www.iconpath.com



MEDIAPOLIS

Mediapolis is envisioned as a mixed-use entertainment development utilizing cutting-edge, interactive technologies to showcase the high tech achievements of Italy's industrial region. Located within a 2-hour driving distance of more than 12 million people, Mediapolis would feature four major components: The Core, The Labyrinth, an Outdoor Theme Park and a Hotel and Conference Centre.

The Core, the central organizer of the entire Mediapolis development, would encompass six themed restaurants, billiards, a multi screen cinema, games arcade and bowling lanes for complete family enjoyment.

The Labyrinth, a maze of circulation paths and cull de sacs located in The Core, would host motion-based theatres, theatre in the round, dark rides, time travel simulators, a large format 4D theatre and interactive audience participation theatres designed to entertain, inform and excite guests. The most unique feature of the Labyrinth however is Digital DNA, a wireless device that would enable guests to interact not only with Labyrinth games but also with other guests.

The all-ages, seasonal outdoor theme park would offer guests a traditional amusement park experience set within beautifully landscaped grounds.

The Commercial Retail Center is envisioned as a state-of-the-art facility combining innovative services and public areas with a mix of regional and national brand Italian specialty retailers. The hotel and spa contained within the Conference Centre would cater primarily to the corporate sector through the weekdays and to families on weekends.

Forrec
forrec.com

In 2008, as travel restrictions continue to make visiting the United States a royal pain for foreign visitors, visionaries in the Middle East and Asia will, after buying up the country's remaining worthwhile assets, develop theme parks and attractions themed around the Amish Country in Pennsylvania, cornfields in the Midwest, Beale Street, the St. Louis Arch, Four Corners, and, in a theme on a theme on a theme, Las Vegas. On January 20, 2009, most of these projects will disappear into the ether. Except, of course, the Four Corners park, because there's nowhere else you could ride a roller coaster that takes you through four states. Twice.

Brad Shelton
BRC Imagination
Arts

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BEAUTIFUL WORLD

Imagine a place where people of all ages can experience nature in such a significant way – they are so overwhelmed by its beauty and amazed by the science – that it changes their commitment and connection to our planet forever.

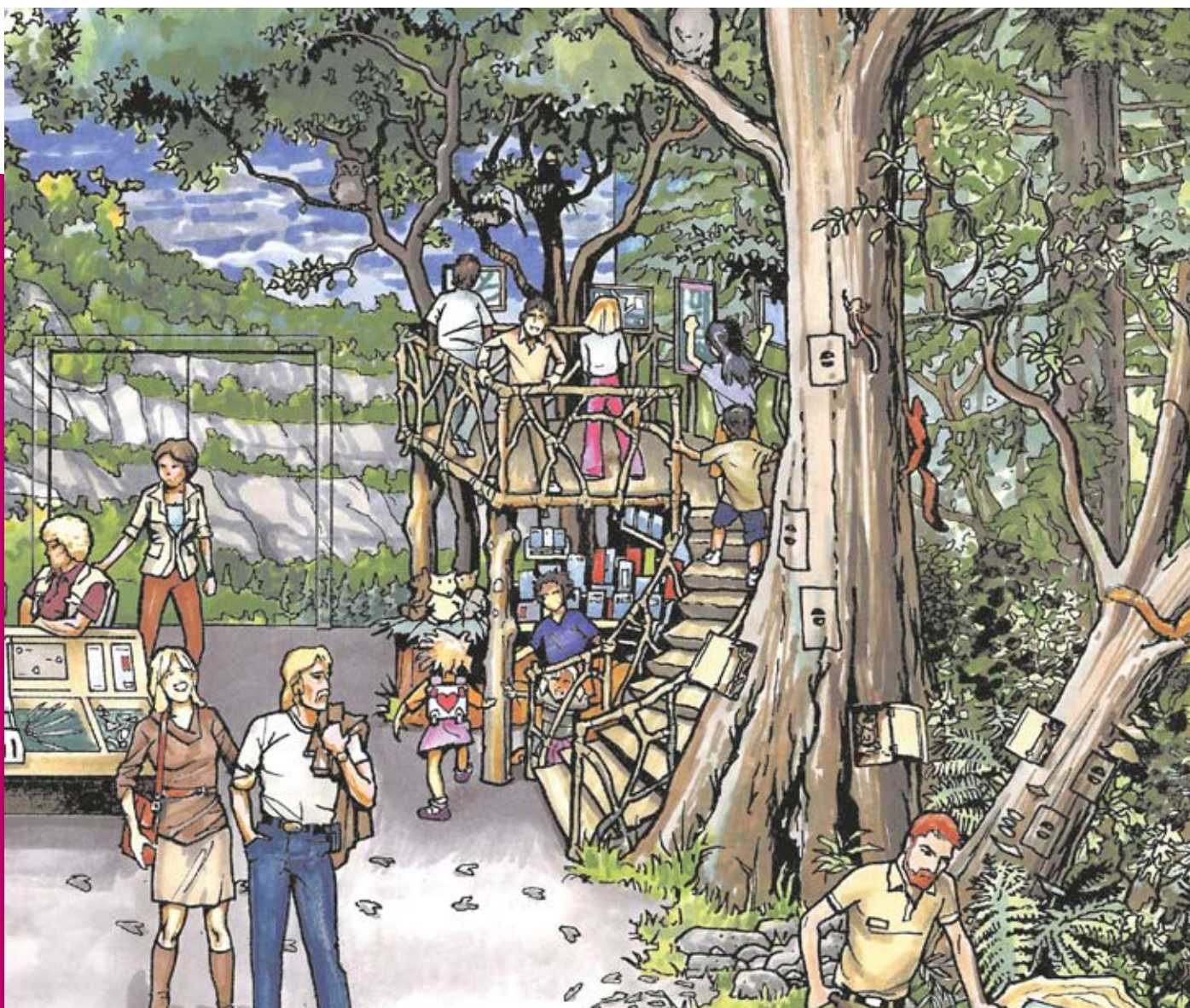
This experience would use the science and beauty of the plant world as the primary themes to create a space where visitors can be immersed in a world of botanical science. It would be a natural, outdoor setting using the components of an ecosystem

as its framework. Through the course of the experience visitors would be able to view the wonders of this world from many perspectives - on a micro and a macro level, the good and the bad. They would explore as if they were as small as an ant, as if they were a bird overhead and as if they were a worm underground. In the process of exploring the beauty, fragility and wonder of our “world garden”, visitors would be inspired to become the guardians of all they have witnessed. They would be so overwhelmed and so

fundamentally changed by what they have seen, touched, heard, smelled and felt that they would emerge from the experience committed to protecting their world.

Could we possibly create a transformational experience that can alter even the most cynical and critical visitor, an experience whose purpose is to fundamentally change our mindset so that we become more globally aware and sensitive to our footprints on the planet?

BaAM Productions
baamproductions.com

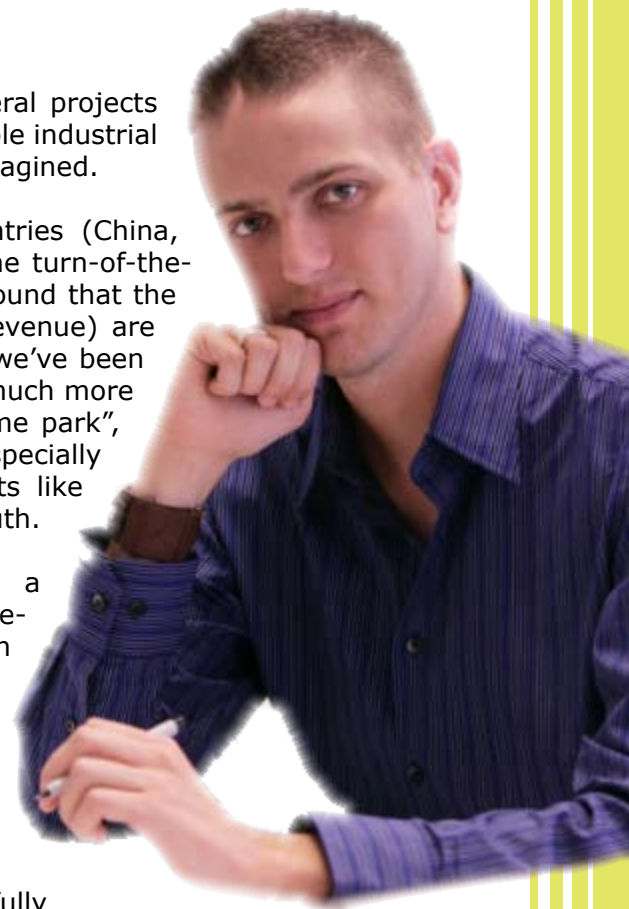


Recently I've been granted the privilege of helming several projects abroad and in that, have had a front-row seat to a veritable industrial revolution unfolding more rapidly than anyone could have imagined.

We're consistently finding that guests in developing countries (China, Indonesia) are very much where Americans were around the turn-of-the-century in terms of product-sophistication. Therein, we've found that the most successful parks (both in terms of attendance and revenue) are those without gates (or minimal admission fees). In turn, we've been approaching our current roster of projects in these regions much more in the European tradition by putting the "park back in theme park", as we've coined it. I foresee this evolution to accelerate especially as international brands like Disney plant a flag in markets like Shanghai, assuming they avoid the mistakes made down south.

In more-developed markets like Korea and Singapore, a movement towards content based attractions (dark rides, large-scale theatres) is set to explode onto the scene as American brands move in, forcing existing local parks to step up or shut down.

Domestically, everyone is finally catching on to what Disney's known for decades now; content is king. With the recent epic successes of regional themed attractions (including Mystery Mine, The Curse of DarKastle, the new Hershey's Chocolate World, and such), other parks will hopefully follow foot and realize there's immediate and lasting values to themed attractions that a coaster can never deliver.



Taylor Jeffs
Gary Goddard Entertainment

This year's IAAPA in Orlando was the busiest I've ever seen it, which struck me as a signpost for our industry. It also seemed appropriate that the theme of this year's conference was "Expand Your Universe" because as I look ahead, I see multiple promising opportunities in regions far beyond Orlando. The Middle East, for example, is bristling with grand and exciting projects inching closer and closer toward construction. In a year or two several of these larger-than-life attractions will welcome their first visitors.

Farther east in China, emerging worlds of new business beckon as theme parks and other venues are being contemplated or planned for larger cities beyond Beijing and Shanghai. India, too, is beginning to yield the fruit of its many years of preparation for large-scale attraction projects.

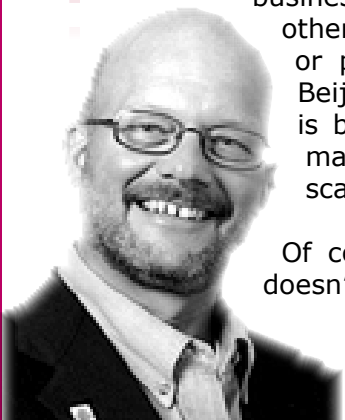
Of course, "expanding our universe" doesn't mean overlooking America,

where work continues to be steady, if not on the same imposing scale as projects currently underway in other parts of the world.

Interestingly, our work at Jack Rouse Associates tracks this same worldwide pattern. We continue to make progress on the Ferrari Theme Park attraction in Abu Dhabi and the Restless Planet dinosaur theme park in Dubai; the 20,000 square-foot children's area planned for China's Guangdong Science Center; and our work for a variety of U.S. professional sports teams eager to field unique and engaging fan experiences.

The palpable, enthusiastic buzz I sensed at IAAPA, it seems to me, defines the current state of our industry.

Keith James
Jack Rouse Associates



What can we say about the future of the industry – isn't it a roller coaster all by itself? Some years there is so much work we don't know how to handle it all, other years are very meager, and we've seen everything in the middle, too. With potentially vast emerging markets for our skills and experience in the Middle East and the Far East, there are huge opportunities that will change how and where we expect to do business. As for the technology– we have some major changes coming up (even for those of us who are at the front-edge of the technology) that we will see over the next years. Shared-life audio and video systems that cover not only our home, but also our offices and will include us wherever we are, will put enormous pressure on the theme park, museum and entertainment industry to keep coming up with experiences that people just cannot have at home.

This is an exciting time – but it's been an exciting time since I started in this industry around '85. Things, fortunately, change all the time, new ideas and crazy concepts galore, and there clearly are more challenges and interesting days to come

for those who are willing to put in the effort. For us, the future of the industry is not just centered on conventional AV, but specifically in providing exhibits that entertain, educate and motivate. Having equipment in house that cuts effortlessly through 6" of stainless steel using nothing but a jet of water with some sand in it, and that allows us to "print" devices in 3D that we only ever previously get to see on a computer screen is quite incredible – and we're only just at the beginning of a new era that will take this further than we can even start to imagine.

Maris J. Ensing
Mad SYSTEMS Inc.
madsystems.com



It seems that each year about this time experts are asked to weigh-in on the status of our industry and to predict its future. All us designers and developers step up to the plate and take a swing hoping to make a connection with the very thing that will become new, inspired or dare

I say unique. I keep a clip of a phrase near my desk and turn to it quite often for creative clarity; it reads "Quest for the genuinely new." I take it as a command more than a statement and over the years I have tried to do just that, to seek out that of which is truly different and compelling, but in the words of our plain-spoken leader, "it's hard work." Indeed it is. It's often hard to define what is new and harder yet to package it into a compelling experience that fits into one's current project base.

For me the future isn't about the grandest, tallest, most expensive or even the most creative production, but rather a journey's end which results in the discovery of a single new thing that can translate into an exceptional, experiential environment. My future, therefore, is to develop a compelling exhibit, show or attraction that stands the industry on its ear by presenting something truly special and genuinely new.

I challenge us all to devote our near future in the quest for this elusive thing that is certain to not only bolster its discoverer's stock but more importantly help to maintain the great continuum of our industry that is creative development.

Daniel Burzlaff
Utopia Entertainment, Inc.



ZONES:

Upper Left - Adult / Passive Area
 Center Top - Passive Family Rides
 Upper Right - Younger Kids Area
 Lower Right - Family Games / Waves
 Center - Aggressive Family Rides
 Center Bottom - Surfing Area
 Bottom Left - Teen / Older Kids

**MAJOR ATTRACTIONS:**

- 1 Main Entrance with concessions, retail, arcade, restrooms, lockers, staff offices, flagstand, first aid, pool equipment, etc.
- 2 Elevated Courtyard & Fountain, River Tunnel (glies underneath on islands, River cuts through islands)
- 3 Adult Leisure Pool with Sunning Shelves and Spas on Islands, River cuts through islands
- 4 Beach Rental Slides
- 5 Elevated Spas and Rental Cabanas with Lounging Areas
- 6 Swim-up and Walk-up Bar/Concessions Family Slide Complex with Two In-Line Boat Rides and one Family Raft Boat Ride
- 7 Central Building with Multiple Concessions and Food Court with restaurants, flagstand, first aid, & pool equipment
- 8 Large Children's and Toddler Pool with long beach entry, miniature river, themed ship-wreck island, large multi-level themed Play-Structure with water-sprinkles
- 9 Wet Deck Area
- 10 Secondary Entrance with restrooms, lockers, & pool equipment
- 11 Water Play area with Water Wars, water games, exclusive Soaker Spring
- 12 Multi-Level Playfeatures in Lagoon part of Wave Pool
- 13 Mega Wave Pool with reduced waves for family use including island retreats at the beach
- 14 Additional Wave Pool with extreme waves for surfing and adventurous play
- 15 Rock Climbing Wall
- 16 Adult Retreat with Grotto Spa and Cold Soak
- 17 Downhill River Rapids with Up hill Conveyor, Tunnel, and Canyon
- 18 Slide Complex with Dark Raft Rides, Tornado Ride, and Boomerango tube ride that leads into the river.
- 19 Surfing Concession / Bar / Restrooms
- 20 Cliff Diving and Deep Water Plunge Pool
- 21 Three Multi-person Surf Machines for competition
- 22 Elevated themed arcade and concession with near underneath
- 23 Invertible Wave Pool with river cutting across
- 24 High Thrill Slide Complex with inner tube slides and reculating tube ride feeding into the river, body slides, speed slides, uphill downhill water cannons, and tube boat ride.
- 25 Activity Pool area with basketball, foosball, water game, vortex pool, waterwalks, and a slide tower on islands with the river flowing through it.
- 26 Band Volleyball Area

AMUSEMENT WATERPARK

25 ACRES (10 HECTARES)

1120 Dallas Street
 Sauk City, Wisconsin
 USA, 53583-1862
 Phone: 608-643-4100
 Fax: 608-643-7999



PARADISE FOUND

Imagine, as you approach this wondrous waterpark, you will be entering into 25 acres of a secret African oasis. This is a waterpark of which dreams are made because of the endless choices for each member of the family!

First you must pass through a grand entrance, a beautifully paved, elevated courtyard with a bubbling water fountain; but look out below; it's the river passing right under your feet! The adventure river will first take you past the sand volleyball courts followed by the high thrill slide complex, tantalizing you with visions of high speed twisting and turning slides.

With the excitement of the slides behind you, you will pass under the elevated themed arcade and concession stand. Here the river splits. Do you go right, or do you go left? If you go right you will either wander around

the wave pool and head toward the activity pool, or you can take a ride up the conveyor belt to the mountain. The mountain is the home of the dark raft ride, tornado ride, and boomerang tube ride that will flush you back into the adventure river. Eventually, it is time to move on, and as you continue down the river, you will encounter downhill river rapids while navigating through a dark tunnel and canyon.

If you chose to follow the fork in the river to the left, you will head into the wave pool, and be in for a bumpy ride. The river continues through the wave pool and over to the activity pool.

Eventually the split river becomes one again and takes you toward the adult leisure pool which features a terraced landscape, sunning shelves, hidden spas, and an adults-only swim-up bar.

Nearby, Shipwreck Island includes a themed pirate boat with slides,

activities and small lagoons. This area is specially designed for your young family members. Just a hop, skip and jump away is the largest attraction that the park offers -- a mega-wave and surf pool. One portion of the wave pool consists of leisurely waves for family use. The other portion boasts extreme waves for surfing and adventurous play.

If you find the surf pool too crowded or you're not experienced enough for its waves; head over to the free standing multi-person surf machines.

Wow! What a day! With all the fun and entertainment that this waterpark has to offer, the entire family will sleep well tonight. This experience is unsurpassable and will forever be in the memories of those who visit.

Ramaker & Associates
 ramaker.com