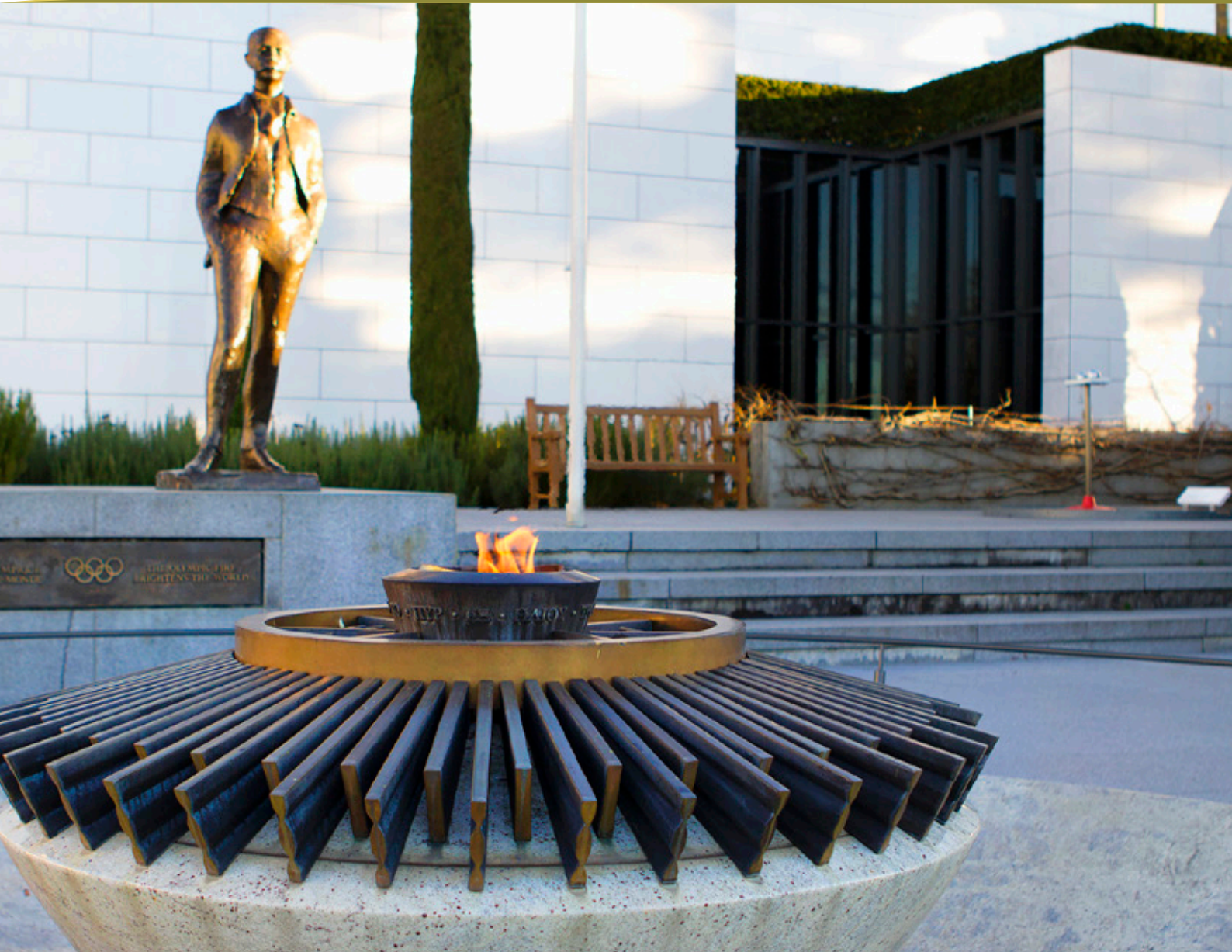




representing creators of compelling places and experiences worldwide



NEWSLETTER

Europe & Middle East Division

January 2015

WELCOME

NEWSLETTER

Europe & Middle East Division

January 2015



Welcome to the first Newsletter of the New Year, it already promises to be a busy one, within the TEA at least!

Our 2014 SATE Academy Day programme was a great success; we delivered on the promise of hosting six events in six countries! In fact your board improved on that, and made it seven!

The events we organise count for nothing if they are not well attended and I am happy to report all were, and the feedback was very positive. We want to do even better this year and provide good quality events that make the time you invest in them even more worthwhile. Our aim for each event is that it will prove informative and of course a great opportunity to network.

A key concern I have had for the last 12 months has been our commitment to the NextGen initiative in our division and finding a way to really kick-start some activity. There have been lots of meetings and conversations and I am pleased to report that our first major event is about to happen at Fontys Academy for Creative Industries, Tilburg, Netherlands. We are supporting a one-day programme set up by the university for their students; which is a really exciting step forward.

NextGen, to me, is not just about working with Universities to ensure we get students leaving with relevant qualifications and meeting students to enthuse them to join our industry, it is also about supporting college and university leavers once they join companies within the industry.

We have two boards members under 30 and I have three staff under 30, championed by my son Chris, who is very quick to give a younger persons perspective! Therefore, as it seems you can only exploit your family these days I challenged him to help set up a group (which I refer to as NextGen+) within our division and to write something for this newsletter, which you can read further in!

WELCOME

NEWSLETTER

Europe & Middle East Division

January 2015

I can't sign off for this month without thanking YOUR board. I have been on the board for six years and this is the hardest working board I have had the pleasure of working with. Every member of the board has pulled their weight and taken an active role in helping with our event programme. Thank you team!

Finally, at our board meeting at IAAPA in November I am pleased to report that Paul Kent was elected to succeed me as Divisional President at IAAPA this year and is therefore, President Elect AKA "Learner President" of the E&ME board.

I look forward to welcoming you to one of our events this year!

David Willrich

President - Europe & Middle East Division



THE OLYMPIC MUSEUM - BY ROSALIND JOHNSON

(Director - A Different View)

I'm excited. No, that's not right at all. I'm beyond excited, I'm beside myself, jumping up and down like a kid, waiting to visit the Olympic Museum in Lausanne. For a start I'm married to a retired professional sportsman, so there's a healthy love of the Olympics in my household. But more than that my professional world is very much about creating museum and cultural experiences and I was itching to see how the museum has been recently transformed.

The event began on Thursday night with a TEA mixer followed by dinner. As a relative newcomer to the TEA family, it was a real pleasure to bring colleagues into such a welcoming group.

Friday began with a morning of presentations firstly from the Director of the Museum, Francis Gabet, followed by insightful talks from Mather & Co, Electronsonic, Centre Screen and Paragon Creative.

Francis set the scene and talked about the Museum and how their mission was "to inspire a better world through sport." No small task then to translate that into a museum experience.

To give some idea of the scale of the project Paragon Creative gave us some interesting stats; over 1200 objects displayed, 2km of ceiling baffles, 2.5km of silicon cord 1,850 man-nights in Switzerland, more than 250 return flights, 35 mechanical interactives...

It was a big project.



SATE ACADEMY DAYS

NEWSLETTER

Europe & Middle East Division

January 2015

Following a wonderful lunch in the rooftop café, we enjoyed an afternoon exploring the museum, discovering quite brilliant design, attention to detail in the finish and some fun games at the end to test our sporting prowess.

Thank you TEA for such a great event.

Next one please...



E&ME 2015 OVERVIEW... BY DAVID CAMP

2014 was a year of mixed fortunes across Europe. Generally, Northern European parks had a better time of it than those in Southern Europe. Many German, UK, Dutch and Belgian parks saw increases in attendance with Europa Park leading the charge and reaching the five million visitor mark for the first time.

By contrast a number of Spanish, French and Italian parks saw declines with bad weather being the main problem there. Disneyland Paris struggled again in 2014 with 800,000 fewer visits to the parks in 2014 than 2013, which itself was one million below the 2012 figure. Park management hope that the recent refinancing will allow for much-needed reinvestment.

Spring and summer 2015 will see a number of exciting new attractions coming to Europe's parks. As ever, new coasters are grabbing the headlines with De Efteling unveiling their Baron 1898 dive coaster this summer with a reported price tag of €18m and Gardaland has a similar budget for their new coaster, Oblivion: The Black Hole. In addition Ireland's Tayto Park is looking to establish itself as a major player with the opening of a 3,000 m wooden coaster.

There are new thrill rides too; in Blackpool the new Red Arrows Sky Force will see riders fly up to 22m in the air as they pilot their planes, while Liseberg is adding a new 30m high spinning ride.

Bobbejaanland will open a new €5m Forbidden Caves dark ride in this year, while at Hansa Park the Kärnan dark ride coaster will be the park's largest ever investment. Young families are not being forgotten either with Djurs Sommerland opening a new children's area, Drayton Manor Park is expanding their popular Thomas Land area, LEGOLAND Windsor opening a Heartlake City area and Dreamland in Margate targeting a summer 2015 relaunch.

Alton Towers will open their Enchanted Village accommodation development in April with five treehouses and 120 lodges to further expand their on-site accommodation offer and in Belgium, Plopsaland de Panne will open their new water park – Plop Aqua.

The big event for 2015 is the Milan Expo that will run from 1 May to 31 October 2015 with the theme of Feed the Planet, Energy for Life. The expo is aiming to attract 20 million visits over its 180 day opening period.

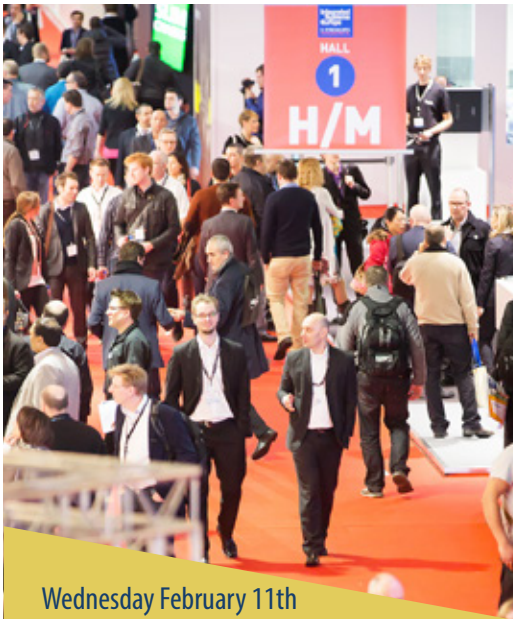
And finally, towards the end of 2015, the €100m Louvre Abu Dhabi will open on UAE National Day, December 2nd.

As you will see from the diary below we can announce three of the venues and all six countries for our first six events. Our standard flyer will be issued to publicise each event, but booking early is advised as some will have limited numbers. There will not be a conference fee for members, although there will be some venue charges that we will pass on at cost. There will be a charge for non-members, refundable against membership fees for joining within a month of attending a SATE Academy Day.

February	10-12th	Integrated Systems Europe, Amsterdam	TECHNOLOGY
March	12-13th	Titanic, Belfast	EXPERIENCE
April	13th	DEAL, Dubai	EXPERIENCE
June	11-12th	Europa Park, Germany	STORYTELLING
July	2-3rd	Puy du Fou, France	STORYTELLING
September	TBC	TBC - Barcelona	TBC

Don't forget, TEA events are not just limited to the people that receive all the TEA information within your company, they are open to all members of staff within your company young or old! Some events could prove very beneficial to younger members of the team as part of the general learning process of what makes this industry tick!

We are making a **considerable** effort to ensure that these events are worthwhile in every respect. They are a **major** benefit to being a member as during the year we are going to be hearing from top people in the industry from all over the world. Our hosts should not be forgotten either, as they are opening their doors and often giving up their own time to take part in our event. We hope by moving around the division all our members will have the opportunity to attend at least one event.



Wednesday February 11th
Chair – Paul Kent & David Willrich

INTEGRATED SYSTEMS EUROPE

TECHNOLOGY

ISE is Europe's biggest Audio Visual technology show. As in past years, we are happy to lay on a VIP tour assuming adequate demand.

The tour is for non-technical members only, wishing to get a better understanding of Audio Visual equipment relevant to the 'World of Themed Entertainment and Attractions'. The tour will be during the afternoon of Wednesday 11th February, your guides will be Paul Kent and David Willrich.



Friday March 13th
Chair - TBC

TITANIC BELFAST

EXPERIENCE

A great opportunity to see a 2014 Thea Award winner! This is very much a world class attraction and has really put Belfast on the tourist map. The iconic building and exhibition are quite literally meters away from where the ship was designed and built.

This will be your chance to hear the story behind the story. We plan to have a mixer Thursday evening March 12th in the Harbour area prior to the SATE Academy day on March 13th.



Monday April 13th
Chair – TBC

DEAL

EXPERIENCE

We are currently planning a one-day event to align with DEAL in Dubai, further details will be circulated in due course.



Friday June 12th
Chair - TBC

EUROPA PARK

STORYTELLING

Details will be coming out soon for this Academy Day. It will start on June 11th with an evening mixer and on June the 12th will follow our standard format of morning presentations and a park tour in the afternoon.

Europa Park are kindly reserving rooms in one of their hotels but these will only be held for short time, therefore, once registration opens please register to ensure you get a room!



Friday July 3rd
Chair – TBC

PUY DU FOU

STORYTELLING

Further details will follow for this exciting event; beginning on the first evening with the Dinner show at Halle Renaissance followed by Les Orgues de Feu.

The next day will follow the SATE Academy day format with morning presentations and an afternoon to yourself in the park. That evening we will gather for the Cinéscénie show, which is unique to Puy du Fou and a real MUST see.

A flyer will be issued soon because of accommodation bookings.

COMING SOON

TBC - BARCELONA

TBC

Returning refreshed from the summer break, the event will provide an opportunity for a visit to Barcelona, further details to be announced.

September
Chair - TBC

IMMERSIVE CAR PARKS

NEWSLETTER

Europe & Middle East Division

January 2015

IMMERSIVE CAR PARKS... BY JONATHAN BONNER

Following the IAAPA expo I took some time out to visit Walt Disney World (I call it 'research' – whether you believe me or not is up to you) and whilst visiting the stunning Animal Kingdom theme park, I spent some time in Dinoland at 'Chester & Hester's Dinorama'. For those of you who haven't visited, this area is themed to a cheap desert roadside dinosaur attraction and contains some standard off the shelf rides and midway style games. - All covering a faux car park (complete with white lines and cracks in the concrete).

Based upon Walt Disney's rule that everything within a Disney Park should revolve around story – there actually is a backstory to this area, and it is actually quite a detailed one. I won't explain it here but a quick Google search will come up with many blogs on the subject. This is an area of Walt Disney World that seems to polarize people.

Because the area is essentially themed to be a cheap roadside attraction and Disney has done such a good job in putting it across with the theming, a fair few guests actually consider it a relatively poor addition to the theme park, especially compared with the incredibly impressive and imposing 'Expedition Everest' attraction (a favourite of mine) which sits very close by in the park.

More often than not, theming is designed to transport guests to a place they would never normally get the chance to visit. Even those environments themed to fairly normal places are given a fictional hook – For example The Daily Bugle offices in the Spider-man ride queue are made special because guests get to walk through the place where Peter Parker 'actually'



IMMERSIVE CAR PARKS

NEWSLETTER

Europe & Middle East Division

January 2015

works in the Marvel comic books. 'Chester and Hester's Dinorama' is an interesting one for me, as it is purposefully designed to be cheesy, tacky and a 'rip off' (and of course, nostalgic) - the kind of place that someone would normally not wish to visit on vacation.

It could be argued that Disney has simply used 'backstory' as an excuse to dress up a range of off-the-shelf rides & fairground style attractions in an empty space at relatively low cost, to then wink and say 'it is supposed to be bad'. Or is this just a case of the theming being so convincing, and the backstory being just a bit too subtle for the average guest that people actually feel like they are at a tacky roadside attraction, when they are expecting 'Disney'. I'll let you decide.

Personally, I quite like it and can't help but be impressed with some of the detail that has actually gone into the more-subtle theming to make it genuinely seem like a run-down amusement attraction of old.

Plus, it is probably the most highly themed car park I've ever visited...



MIND THAT GAP...

BY CHRIS WILLRICH (Project Manager - D J Willrich Ltd) &

STEFAN VERSLEEUWEN (Marketing & Business Development - P&P Projects B.V.)

We've had the good fortune of attending quite a number of TEA events over the last few years and the one thing we always notice is that the average age of people at TEA mixers is quite high. All these knowledgeable, respected people are sat in a room and only a few people under 30 there to soak it up. There's NextGEN then there is 'that gap' between that and the team of people on the board (with few exceptions).

The TEA has a fantastic mentality of friendly competition between organisations offering the same things. The mixers work and generally the people there are high up in their organisations talking laughing and joking together. We think it's safe to say they all deserve their seat at the table.

But where are the young people to fill 'That gap'?

We appreciate it is hard to justify bringing 'young blood' to mixers because of the cost involved, but we urge you all to weigh up the cost against the reward.

Going to TEA events has taught us an awful lot! But the most important thing it does for us is to re-enforce our passion and enthusiasm for our industry and our jobs. It is hard for younger people to spot their place in this industry as it is predominantly populated by the over 40's. Once out of the NextGEN group there is no real interaction with anyone your age in the industry until you're a board member. This makes it hard to see your path in the industry or organisation and it's quite isolated. Going to a mixer with the great and good of our industry opens our eyes to all that is out there for us. Our understanding of how the industry works grows and for us it raises the bar of what we want to achieve and think we can achieve within the realms of our jobs.

We have a new TEA Facebook page for the younger generations in the TEA within our division. Not to show off the massive works our companies are turning out but more to enjoy the little wins we all achieve! Artist impressions, designs and completed equipment racks as well as jokes and working disasters. To be able to see what others are doing and ask for help or suggestions and, in that, meeting and talking to people in the same age range to perk up our passion and enthusiasm for what we do.

This all comes under the name 'NextGEN+'

<https://www.facebook.com/pages/Themed-Entertainment-Association-EME-Division-NextGen/788567651222262?sk=timeline>

Please do pass this on to any of your staff that may have an interest; with more people the NextGEN and NextGEN+ community can grow, to help support and connect young professionals throughout our industry.

In future we hope it can work with the senior board and the NextGEN group to plug 'that gap'. It could also work closely with Universities and Colleges using relatable and similarly aged professionals to show a student there's a brilliant industry here and they could have a place in it!

NEXTGEN DAY

We are excited to report that Fontys Academy for Creative Industries, Tilburg, Netherlands are hosting a NextGen day at their university campus on Monday February 2nd 2105.

This event is a NextGen event primarily for students and recently graduated NextGen members of the TEA. If you have staff that fall into this category i.e. recent college or university leavers and are in their first job, they are welcome to attend too.

There are limited places so please email memberservices@teaconnect.org for further information if you wish to attend.

10 GUIDELINES FOR DESIGNING MULTI-DIMENSIONAL INTERACTIVE EXPERIENCES... BY KLAUS SOMMER PAULSEN **Part 2 of 2**

For the experience and storytelling professionals who have updating your perspective on interactive design as one of your New Year's resolutions, this is the final part of our 10 Guidelines for Designing Multi-Dimensional Interactive Experiences. You will find the first 5 Guidelines in our October newsletter, and as it was stated back then, please allow me to remind you: These are indeed Guidelines, and not Rules, written from a less than objective perspective in no particular order, by someone who has had his hands and mind into interactive multimedia as it has evolved over the last two decades.

Guideline #06: The CULTURAL Dimension

To understand people and truly let an experience become something they can relate to, sometimes translating words is not enough. You may understand what words mean according to the dictionary, but do you know what words mean to your new audience? You will have to understand the culture of the ones you are trying to reach.

When bringing in ideas, and perhaps even IPs developed elsewhere in the world, you will have to do a cultural translation, adapting it to another culture's understanding of the world. The same goes for visuals and characters. In some places kids and animals are adorable, and other places not so much so. Culture is what holds communities and organizations together, so ultimately you would want your experience to reflect, and even become part of the culture of your audience.

Guideline #07: The ERROR! Dimension

Sometimes it seems like everybody design for when things go right, and of course the successful outcome of every experience and its parts is what we strive for. But I am sorry to say that optimism sometimes reaches the level of naiveté in the world of digital development, diplomatically put. I have even met programmers and project managers that could not come up with a clear answer, when asked what their risk assessment and management procedure was.

Now, errors in the virtual realm is admittedly not as fatally important as making certain that visitors do not go flying off the roller coaster. However, the impact to the visitor experience of not having a fully working guide system, online presentations and interactive installations is not to be ignored. Not only should you anticipate what could go wrong, you should in fact be designing for errors. What should occur when what you intended do not happen?

Guideline #08: The NEXT Dimension

If you sometime feel overwhelmed by trying to keep up discovering The Next Big Thing in the sometimes tumultuous world of online, digital, social and mobile media, you should find some solace in the fact that you are far from the only one. Something new always comes up, but consider that as part of the charm of working with interactive, digital experiences.

Here is your tip for keeping an eye on what new technology could make a difference to your visitors. Keep an eye on them - the visitors, that is. People trends and interests will help you predict technology trends beyond what is adapted by the limited group of first movers, and indicate what a mass audience will understand, adore and engage with.

Guideline #09: The PERSONAL Dimension

When it comes to visitors, we tend to think in groups of people, because it helps give direction and focus. Such as, what are the characteristics of this and this target group? However, we have to remember, that for each of us, user experiences are personal experiences. Period.

With the new possibilities of a vast number of simultaneous interactive scenarios based on the information we get from and give to each individual visitor, we are given the possibility of adding multiple new dimensions to the services and experiences we provide. Note that this new data application should be part of personalization, not digitization. If we remember that, we will use the new technology just right. Eventually, it will give us the possibility of a scenario not unlike a scene in the sci-fi classic *Close Encounter of the Third Kind*. Once everything is set up and initialized, just stand back and enjoy the computer playing the music.

Guideline #10: The RELATIONSHIP Dimension

If your visitors do not relate and react to your design, it is irrelevant. Not just to them, but in general, as they were the ones you were supposed to engage with in the first place. One way of becoming relevant is by understanding the dynamics of the relationship of the people that are your visitors. Too often they are just labeled "Families", with the assumption that is an entity that is understood and lived by all. But the dynamics of visitors are much more complex.

10 GUIDELINES FOR DESIGNING MULTI-DIMENSIONAL INTERACTIVE EXPERIENCES

NEWSLETTER

Europe & Middle East Division

January 2015

Just look at the Western world. In many countries, a considerable part of grown-ups are single, and the average age is up. Whenever I point this out, my American friends tend to be the ones sending me the most skeptical looks. They should not, as 50,2% of the adult population in the US are now single, according to a September 2014 article by Bloomberg. All of this actually presents some remarkable new ways of approaching the idea of who is in your audience, with "Families" just being one of several "Groups of People".

Guideline #11: The EXPANDING Dimension

I know, the title of these articles is 10 Guidelines for Designing Multi-Dimensional Interactive Experiences. By adding Guideline #11, I would like to make a point: If you think these guidelines are all there is, you could be in trouble. In an expanding and ever-evolving digital multiverse, things inevitably will change. So will rules and guidelines. In fact, somewhere down the line, if we should create a new list of 10 Guidelines, it may hold several other items than the ones you have just read. One thing you can be sure of, though. The list will always include Guideline #11: When designing interactive experiences, the world will never be exactly the same.

Thank you for reading. If you think this is completely bonkers, I would love to hear your point of view. After all, interaction is not about technology, but about what happens between people.

This two-part article is based on a presentation from a TEA SATE Academy Day event in Copenhagen, June 2014. To learn more about TEA SATE Academy Days, please contact TEA EME Division President David Willrich (dwillrich@djwillrich.com) or follow TEA EME Division's Facebook page www.facebook.com/TEAEME.

Klaus Sommer Paulsen is CEO & Founder of ADVENTURELAB : Strategic Experience Design Studio (www.adventurelab.dk) and a board member of the Themed Entertainment Association (TEA) EME Division (www.teaconnect.org).

If you want to get in touch with Klaus, he can be contacted through: klaus@adventurelab.dk or +45 2721 2021. You are hereby also invited to connect on LinkedIn: dk.linkedin.com/in/klauspaulsen/

THE TEAM

NEWSLETTER

Europe & Middle East Division

January 2015

YOUR EUROPEAN AND MIDDLE EASTERN BOARD

David Willrich – Divisional President

dwillrich@djwillrich.com

Martin Barratt

MRBarratt@aol.com

Jonathan Bonner

jonathan@paragon-creative.co.uk

David Camp

david.camp@djintcon.com

Oscar Garcia-Pañella

oscargp@enti.cat

David Gray

David.gray@oasisppd.com

Michel Linet Frion

michel.linetfrion@groupepvcpc.com

Paul Kent

Paul.Kent@electrosonic.com

Alexander Korting
Germany

info@alexkorting.de



David López

david@edl.cat

Laura Marakowits

marakowits@hotmail.com

Klaus Sommer Paulsen

klaus@adventurelab.dk

Philipp van Stratum

Philipp@ppprojects.com

Evelyne Villame

evelyne.villame@free.fr

ADMINISTRATION

Annika Oetken

annikaoetken@live.de

EMEEvents@teaconnect.org



DO YOU NEED OUR HELP IN THESE DIFFICULT TIMES?

CAN'T SEE THE WOOD FOR THE TREES?

There is a TEA support service for those members who are finding times difficult. This is not a legal or financial service but more an opportunity to talk, get advice and benefit from the experience of others who may have been in a similar situation. Obviously, this would be totally confidential service.

If you need to talk, in confidence, contact Nick Farmer nick@farmer.co.uk or Phil Hartley Phil@PHA-INT.com

BIG THANKYOU

NEWSLETTER

Europe & Middle East Division

January 2015

blooloop

MEDIALON

7th
Sense

GEL
GARMENDALE
ENGINEERING LIMITED

 FARMER Attraction development

DJW
TAKING TECHNOLOGY FURTHER

 مشاريع الواحة
OASIS enterprises
الشهراوي AL SHIRAWI
Professional Projects Division قسم المشاريع المتخصصة



* martinbarratt

ELECTROSONIC

TIVOLI
.....



ADVENTURELAB
AUDIENCE INTERACTION BY DESIGN


CREATIVE WATER



P&P Projects
think work deliver

 THONE & PARTNER



 THE OLYMPIC MUSEUM

PARAGONCREATIVE

