

Visitor Attractions

The Power
to Amaze





FORREC designs visitor attractions so amazing that **missing them feels like missing out.**

THE LAWS OF ATTRACTION

People always look for the next big thing.

They crave memorable moments that take them out of their everyday lives and into something new and exciting to share with family and friends.



Vidanta, Mexico





LIMITLESS POSSIBILITIES

FORREC visitor attractions take many forms. It could be a science centre, museum, pop-up exhibit, visitor centre, branded environment, outdoor exhibit or a completely unexpected and unique interpretation of the story you bring us.

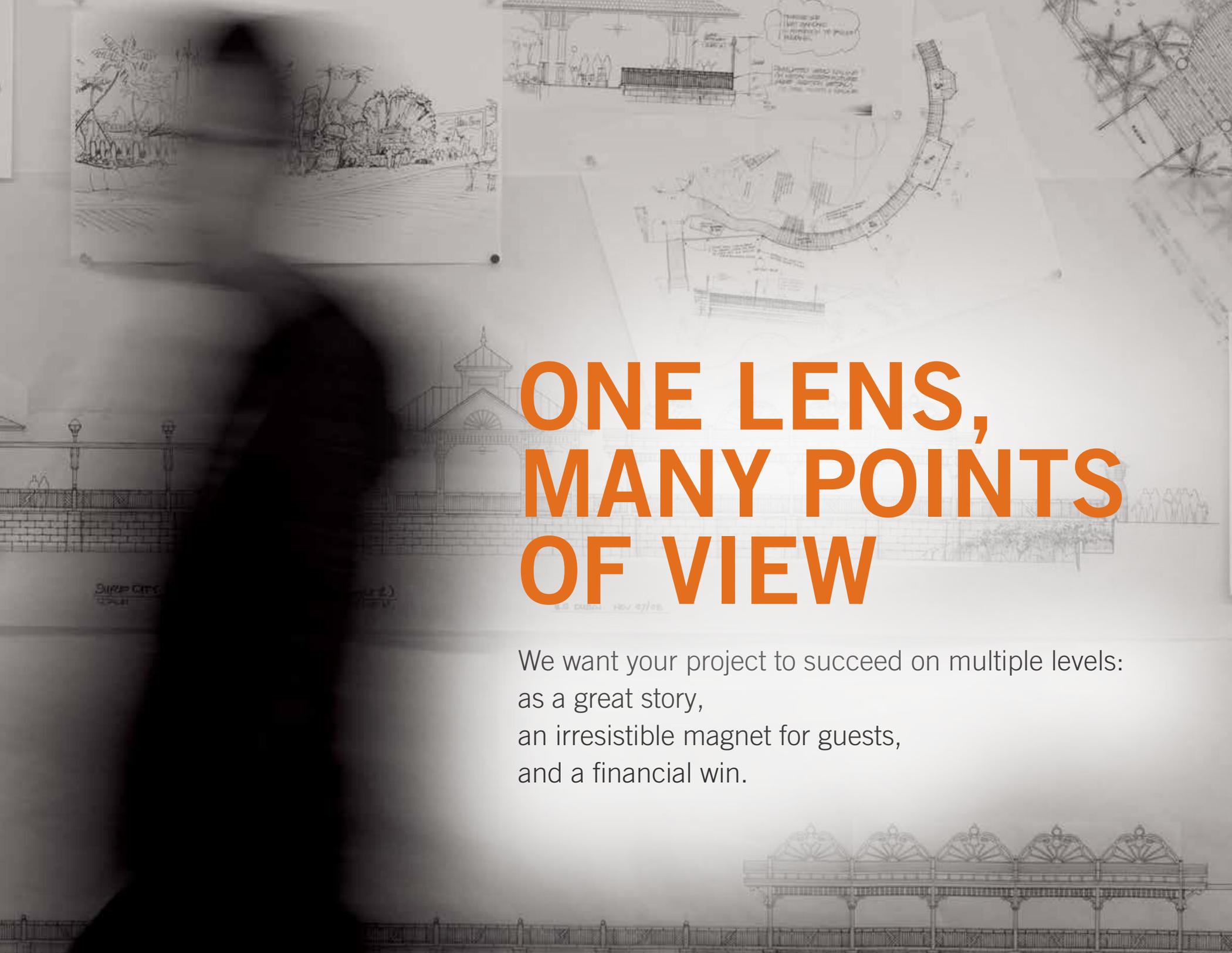
OWNING THE EXPERIENCE

People want to feel that they are actively participating in something great. It's the difference between a conversation and a lecture. It's this level of interactivity that makes FORREC visitor attractions connect on an emotional level.

THE HOT TICKET ATTRACTION

It's a fast-changing world where what's trending is what people want. Visitor attractions are nimble enough to pounce on a trend and make it a reality. A shorter development time allows visitor attractions to bring the latest and greatest to life when people want it most.





ONE LENS, MANY POINTS OF VIEW

We want your project to succeed on multiple levels:
as a great story,
an irresistible magnet for guests,
and a financial win.

THE CLIENT POINT OF VIEW

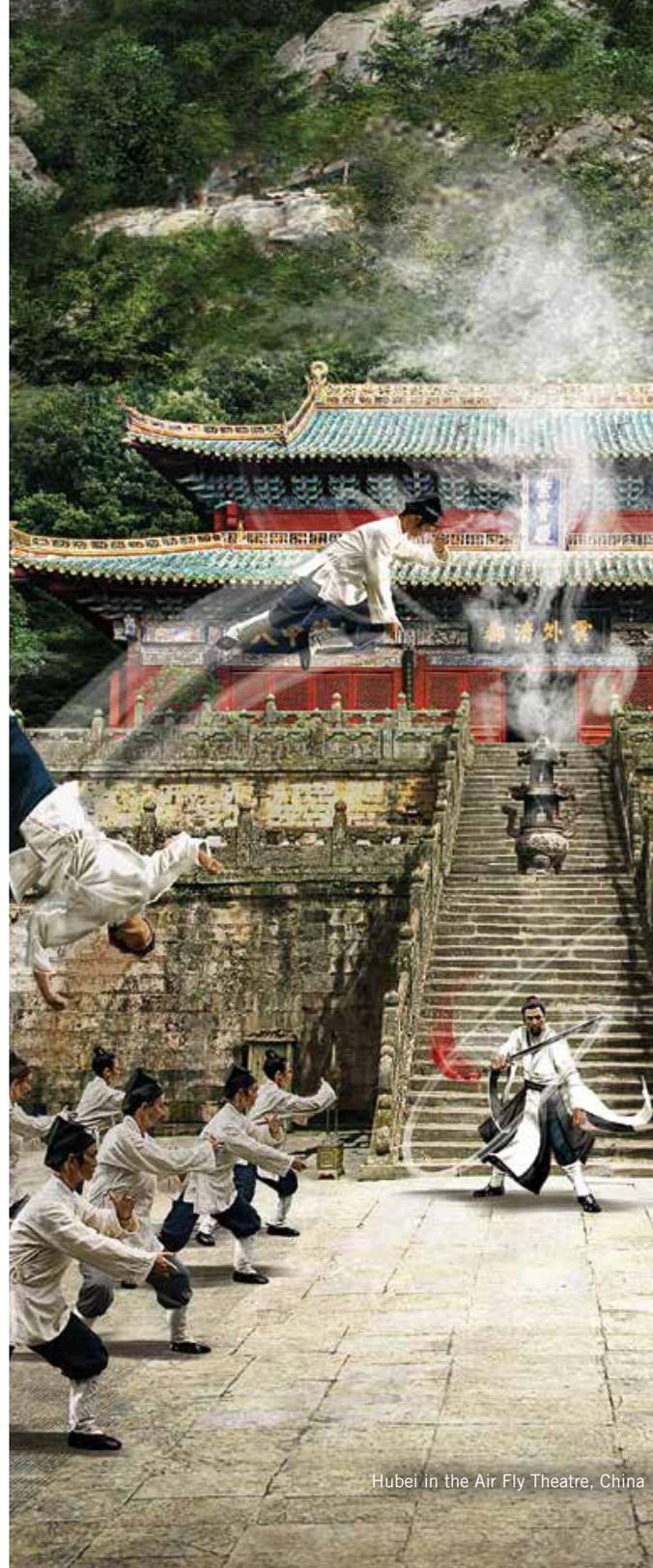
Every client is different but our starting point is always the same: your vision. We're chameleons when it comes to understanding what our clients need from us. FORREC knows one approach doesn't fit all so we find the best way to work with each of our clients.

THE GUEST POINT OF VIEW

Passivity is passé. People want to do more than just walk and look. Today's guests want to choose and curate their own experience. They want to draw out what interests them, explore at their own pace, get up close and personal and enjoy, in their own way, what the attraction has to offer. A superior guest experience is always part of FORREC's master plan.

THE FORREC POINT OF VIEW

We take the time to understand your vision so we can build a unique and compelling story around it – one that knits together the overall attraction. A good story can fill us with wonder, take us to new places and challenge our strongest beliefs. Stories attract visitors and we tell them better than anyone.



Hubei in the Air Fly Theatre, China



BUILDING ON THE BRAND: EXTENDING ITS SUCCESS

FORREC creates experiences that feel absolutely true to the brand.



BRAND IMMERSION

FORREC understands that a brand is more than just a logo. How people feel about a brand is the essence of its success. We become brand loyalists ourselves to gain the deepest possible understanding of what makes your brand tick before we develop it as an entertainment experience.

TRUSTED BY GLOBAL BRANDS

International brands like Nickelodeon and LEGOLAND come to us for our brand extension expertise again and again. BBC Worldwide chose FORREC to create attraction concepts for Top Gear, BBC Earth, CBeebies and Walking with Dinosaurs. Sanrio's Hello Kitty and HiT Entertainment's Thomas the Tank Engine and Angelina Ballerina were extended into built attractions by FORREC. We've built a reputation for innovative brand extension.

FAITHFUL INTERPRETATION

We know that people are loyal to a brand for a reason and they expect to see what they know and love in any interpretation of that brand. FORREC knows how to stay true to the brand – even when taking it in entirely new directions.



BEYOND THE OBVIOUS



THERE ARE SOLUTIONS THAT FOLLOW AN EXPECTED PATH. **THEN THERE ARE FORREC SOLUTIONS.**

BIG IDEAS MAKE A BIG DIFFERENCE

People have unlimited choices in how to spend their free time, and their expectations have never been higher. In order to grab their attention, visitor attractions have to create a buzz, arouse curiosity and spark an irresistible need to go, to be there, to live the experience. It takes big ideas and expansive thinking to create visitor attractions with that kind of power.

WE START FRESH EVERY TIME

We have no fixed house style that predetermines what your project will look like. We find what is truly unique to your project ... and never lose sight of it.

PLAY TO THE CROWD

Fun is more fun when it's shared – with family, friends or even strangers! There's an energy to being in a space with others and FORREC builds on that thrill of participation. We weave your guests into the shared spectacle and, in return, they make your visitor attraction come alive.



A dynamic, low-angle shot of two young men racing go-karts in an indoor arena. The man on the left is in a red kart, wearing a red t-shirt with 'MALIBU 22' and 'Five Point' printed on it. He is smiling broadly and looking towards the camera. The man on the right is in a yellow kart, wearing a yellow polo shirt, and has a look of intense focus and excitement. The background is a blurred orange wall, suggesting a fast-paced environment. The overall mood is energetic and fun.

EXPERIENCE MATTERS

ONE-OF-A KIND DESTINATIONS

Not every visitor attraction relies on a marquee brand to be the main draw. Many of the world's most intriguing attractions are one-of-a-kind destination experiences that have a cachet all of their own. FORREC finds and builds on the unique characteristics of a place so that your visitor attraction becomes the most memorable, most talked about destination it can be.

THE GUEST EXPERIENCE DONE RIGHT

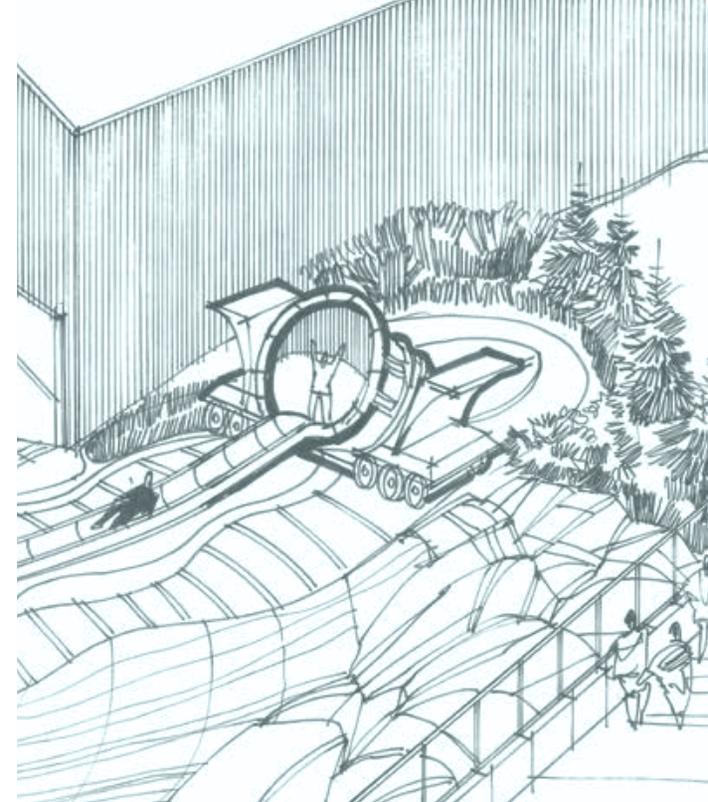
Visitors want to feel welcomed from the moment they arrive, and cared for throughout. Feeling lost – intellectually or physically – quickly erodes the experience. FORREC's guest-centred approach treats people like they're invited guests, not casual visitors.

THE HIERARCHY OF NEEDS

Unless basic needs are satisfied, the overall guest experience feels unfulfilled. FORREC makes sure every detail is in place, from an engaging entrance to circulation patterns, washroom locations, wayfinding, food service and retail. We specialize in designing comforts and amenities that are completely intuitive to the guest's hierarchy of needs.

POWERHOUSE IDEAS THAT WORK

We're creative, but we're also grounded in the fundamentals. Brilliant ideas have to be buildable and they have to work within your business parameters. We relate to your need to focus on attendance, build audience profile, further the mission and build the brand. Our creative solutions work in tandem with your business priorities.



Dynamic Earth Science Park, Canada



OUR SERVICES

MASTER PLANNING

The roadmap to success

PROGRAM DEVELOPMENT

From raw data to buildable reality

ARCHITECTURE

Shaping the vision into bricks and mortar

LANDSCAPE ARCHITECTURE

Creating a sense of place

INTERIOR DESIGN

Taking the story inside

ATTRACTION DESIGN

The thrill factor

GRAPHIC DESIGN & SIGNAGE

Creating a unified identity

WAYFINDING

Providing guidance and information

EXHIBIT DESIGN

Making a good show of it

ART DIRECTION

Designing the story that sets the mood

DESIGN MANAGEMENT

Making sure the big ideas don't get lost

ON-SITE SUPERVISION

Expertise as needed

OUR STUDIOS

CREATIVE

Our creative studio is a playground where ideas come to life as illustrations, storyboards, character development, animations, 3-D flythroughs, interactive models and the most creative expressions of the imagination we can come up with.

ARCHITECTURE

Entertainment design presents some of architecture's most unique challenges and unusual structures. Our architecture studio responds with a truly remarkable combination of expertise and creativity that delivers a buildable vision every time.

LANDSCAPE ARCHITECTURE

FORREC was founded by landscape architects over 30 years ago. It's a discipline we've mastered with so much skill and originality that we're considered trailblazers in the field, with an international reputation for master planning.

INTERIOR DESIGN

From making the most fantastic themes flow seamlessly from the outside in, to understanding every nuance of best practices and building codes, our interior design studio makes interior spaces work perfectly.

GRAPHICS

Our graphics studio uses images, text, colours and shapes to communicate fluently. This team knows how to turn signage, wayfinding and branding into a beautifully crafted package that is absolutely intuitive to guests.

HOW IT ALL CAME TO BE

From theme parks, water parks and resorts to retail and mixed-use spaces and visitor attractions, FORREC cross-pollinates the entertainment value in everything we do.

A detailed architectural sketch in black ink on a light background. The drawing depicts a large, modern interior space. The ceiling is a prominent feature, with a series of parallel lines radiating from a central point, suggesting a curved or vaulted structure. A large, curved wall or partition is visible on the left side. In the center, a tall, slender column supports the ceiling. To the right, there is a circular area, possibly a stage or a performance space, with a person standing in the middle. The sketch includes various lines, curves, and shading to convey depth and perspective. The overall style is that of a conceptual architectural drawing.

◀ THE FORREC ADVANTAGE



The FORREC story began over 30 years ago, when we found ourselves filling an entertainment design niche in Canada – and discovered that we were extraordinarily good at it.

We master planned Canada's first regional theme park, Canada's Wonderland. We set the standard for a whole new kind of retail adventure with West Edmonton Mall and its World Water Park – the world's largest indoor water park at the time. We were doing what no one else dared.

FORREC quickly gained a reputation for creating game-changing, breakthrough entertainment designs that actually worked. The world took notice and soon we were completing projects for high-profile international clients in over 20 countries. Along the way, we refined our skills, honed our expertise and stretched our creative muscle. We've always kept on top of the latest trends and technologies so that we can offer our clients a suite of services that no one else can.

BETTER VISITOR ATTRACTIONS

We bring 30+ years of multi-sector experience to every visitor attraction we design. What we know about making theme parks fun is scalable to visitor attractions. Our storytelling expertise behind high concept water parks, our experiential mindset for creating immersive resort experiences and our absolute obsession for making guests feel welcome – it can all be applied to making visitor attractions the not-to-be-missed experiences they need to be.

BETTER ENTERTAINMENT DESIGN

It's not just what stand-alone visitor attractions can take from our other sectors; it's what they can bring in return. FORREC can design visitor attractions specifically to bring heart and soul to retail and mixed-use projects. We can use visitor attractions to add a defining point of difference to resorts. With FORREC, every aspect of entertainment design is covered.



CASE STUDIES

WHO'S BEHIND A VISITOR ATTRACTION?

Our clients are as diverse as the stories they want to tell.
From individuals with an idea, to government agencies with a
mission, we make sure we understand what's important to you.

SANRIO

HELLO KITTY TOWN

Experiencing the culture of cuteness





BRAND Hello Kitty – Sanrio
CLIENT/DEVELOPER Khazanah Nasional Bhd,
Themed Attractions and
Resorts Sdn Bhd (TAR)
LOCATION Puteri Harbour, Johor, Malaysia
OPENED 2012
SIZE 2,200 sq. m.
SCOPE Concept design, design
development and site review





THE TAKEAWAY

The extended experience created by FORREC so completely captures the Hello Kitty culture that every detail rings true for Hello Kitty fans.

THE CHALLENGE

Hello Kitty, Sanrio's immensely popular global brand, was existing very successfully in the realm of merchandising. The challenge was to translate this iconic brand into an entirely new realm – that of environments, rides and experiences. This had to be done within the limited space of our client's existing facility, which also had to be shared with other branded characters from a different IP holder.

THE SOLUTION

FORREC was keenly aware that Hello Kitty fans know every aspect of their beloved character right down to the tiniest detail. In creating a 3-D world around her, we knew we had to get it right with an audience that knows instinctively when it's wrong. To keep Hello Kitty distinct from the other branded characters, we gave her a floor of her own in our client's four-storey building.

Hello Kitty Town was meticulously designed to reflect all things "Kitty," particularly the colour pink. Guests can visit her house, explore an interactive maze, take a spin on the teacup ride, be entertained by Hello Kitty and her friends at the Purrfect Stage and get creative in the craft areas.

THOMAS THE TANK ENGINE AND THE LITTLE BIG CLUB

Multiple brands in perfect harmony





Children can be the most devoted and discerning brand loyalists. To them, the characters are already real, so any expanded experiences have to live up to their expectations.

THE CHALLENGE

Our developer client had secured the rights to branded characters from two different IP holders: Sanrio's Hello Kitty and five additional characters from HiT Entertainment (a subsidiary of Mattel Inc.) Both IP holders had sensitivities around how their brands were depicted.





THE SOLUTION

FORREC worked closely with our client and all stakeholders to set the stage for multi-branded success. We assigned the first floor above the entrance level to Sanrio's Hello Kitty, the top floor to Thomas the Tank Engine and the middle floor to what we called The Little Big Club, with a membership of Barney, Angelina Ballerina, Bob the Builder and Pingu.

Since the HiT characters were all based on animated TV series, we leveraged their two-dimensional TV environments and transformed them into authentic-looking 3-D experiences. Thomas the Tank Engine chugs happily through an English village resembling Sodor Island.

Barney's playground, Angelina's Dance Academy, Bob the Builder's construction yard and Pingu's igloo are designed to facilitate seamless flow from one to the next. Keeping the characters within their own distinct environments helped guests understand and easily navigate the experience.

BRAND Thomas the Tank Engine, Bob the Builder, Angelina Ballerina, Barney, Pingu – HiT Entertainment

CLIENT/DEVELOPER Khazanah Nasional Bhd, Themed Attractions and Resorts Sdn Bhd (TAR)

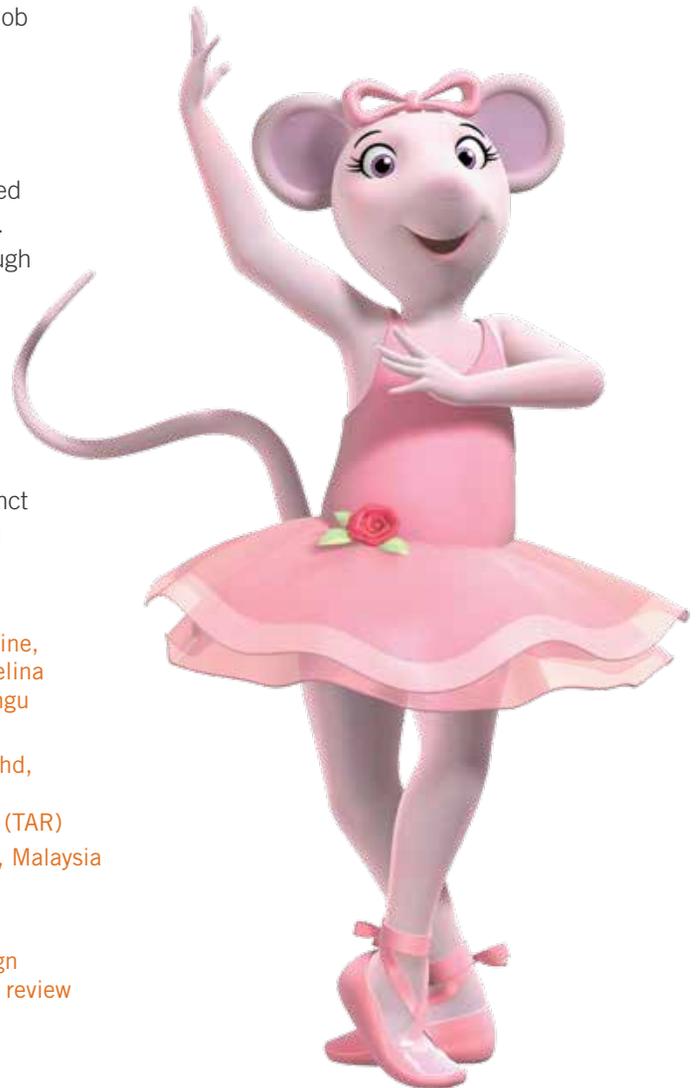
LOCATION Puteri Harbour, Johor, Malaysia

OPENED 2012

SIZE 4,600 sq. m.

SCOPE Concept design, design development and site review

From the entrance level, a central atrium provides a clear view of the attraction floors above. This orientation space leads to smaller organizational spaces from which guests can easily find the attractions that interest them.



THE TAKEAWAY

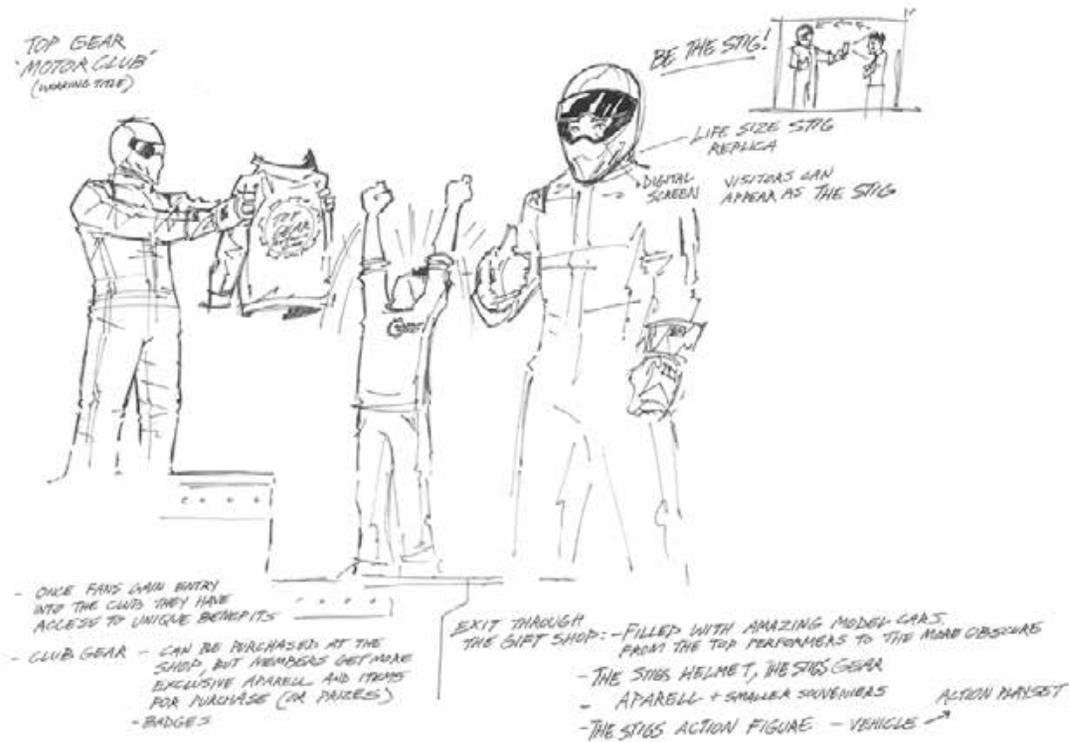
FORREC successfully blended the brands in a harmonious, playful environment that maintains the distinct identity of each.



BBC WORLDWIDE

From TV screen to bricks
and mortar attractions





Examining the DNA of BBC Worldwide's four most popular TV shows, including Top Gear.

THE CHALLENGE

In order to build their brand's global reach and reputation, BBC Worldwide wanted to develop their own range of high-level attraction concepts and touring experiences. They also needed recommendations for what level of detail was appropriate for taking these concepts to market, and how best to identify and approach the potential licensees who could make it happen on the ground.





THE TAKEAWAY

BBC Worldwide needed a leader in entertainment design to create strongly defined concepts that are market-ready.

THE SOLUTION

BBC Worldwide needed new eyes and fresh insights on how to create and market their own entertainment designs. FORREC was able to provide that – and more.

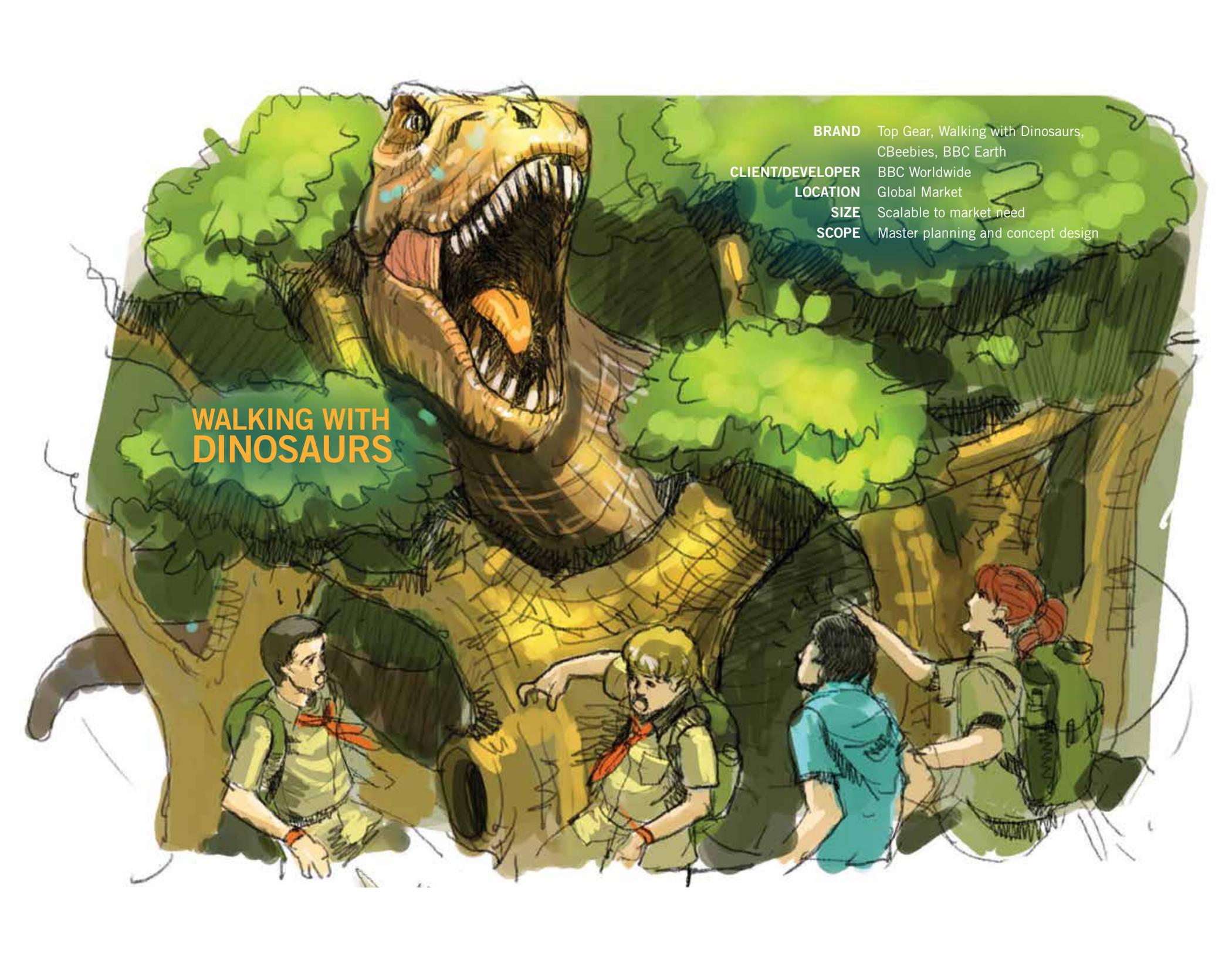
We saw the Top Gear branded attraction as a club that invites guests to make the leap from observer to participant. Distinct activity zones would give guests the chance to test their car knowledge, go behind the scenes of the show itself, see live stunt shows and events, and compete against each other in high-end simulators and rides.

The Top Gear Club was meant to create a sense of belonging and provide in-depth, multi-layered experiences designed to draw repeat visits.

Walking with Dinosaurs was designed as an active base camp for a present-day dinosaur dig. Guests would embark on an expedition where dinosaurs seem to come alive in an environment enhanced by sound, smell, movement and touch.

We imagined the CBeebies branded attraction as a Playhouse laid out in rooms that encourage interactive and free play with these familiar TV characters.

For BBC Earth, the challenge was finding a way to scale down an entire planet into a manageable attraction.



WALKING WITH DINOSAURS

BRAND Top Gear, Walking with Dinosaurs,
CBeebies, BBC Earth

CLIENT/DEVELOPER BBC Worldwide

LOCATION Global Market

SIZE Scalable to market need

SCOPE Master planning and concept design



LONGLEAT

SAFARI AND ADVENTURE PARK

New narrative, new possibilities



CLIENT/DEVELOPER Longleat Safari
and Adventure Park

LOCATION Warminster, UK

SIZE 3,600 ha / 9,000 acres

SCOPE Master planning

THE CHALLENGE

This cherished heritage attraction is famous for being the first safari park outside of Africa. The drive-through lion exhibit that opened to the public 50 years ago is now creating major traffic backups, while other parts of the park are under-attended. Attractions that were added over time have limited thematic connection to each other. As Longleat's popularity continues to grow, expanding the capacity of the park has become essential to its future success.

THE SOLUTION

FORREC's 10-year master plan stitches together the safari park and the rest of this unique property through storytelling. Beyond lions and exotic animals, Longleat's tale includes the notable architecture of the house, the distinct landscape design, and the heirlooms of the family that has lived there for 600 years. FORREC saw great potential in having guests come for the animals and stay for the history.

By telling the broader story, we spark interest in Longleat's many other features. We also added more guest amenities, improved parking and encouraged alternative circulation patterns to help spread out the crowds, all while respecting the constraints of Longleat's historical designation. The new narrative has guests seeing Longleat in a whole new light and will encourage them to stay longer.

THE TAKEAWAY

FORREC's master plan revitalizes Longleat, helps set its course for continuing success, and demonstrates how creative planning can increase the capacity of even a finite footprint.



GLACIER DISCOVERY CENTRE

Exploring the icy heart of a glacier

CREVASSE
HEART OF A FROZEN GIANT



CLIENT/DEVELOPER Brewster Travel Canada
LOCATION Jasper, Canada
SIZE 3,500 sq. m.
SCOPE Master planning
and concept design

THE TAKEAWAY

FORREC found a way to make a natural wonder like the Athabasca Glacier even more thrilling.



THE CHALLENGE

The Glacier Discovery Centre is located in Jasper National Park at the foot of the Athabasca Glacier, the most visited glacier in North America. Guests currently perceive this building to be nothing more than a ticket wicket and pitstop on the way to the glacier. With Parks Canada as a stakeholder, our client wanted to completely reimagine the building's interior so that it would play more of a role in the overall glacier experience and increase revenue generation.

THE SOLUTION

FORREC's master plan transforms the Discovery Centre into an attraction called Crevasse: Heart of a Frozen Giant. It gives guests a spectacular perspective from inside the glacier. The building's front façade would become a full-height glass atrium that echoes the shape of the glacier.

An ice-like feature wall would extend to the third floor, where guests enter a 360° theatre for a breathtaking simulated flight over the Columbia Icefield and down into a crevasse.

Exiting the theatre, they would experience a visceral passage through an authentic two-storey crevasse environment. Just as it all seems to cave in, they emerge into daylight and a view of the real Athabasca Glacier.

FORREC's master plan further enhances the guest experience with a buffet-style eatery, an evening aurora borealis dinner show, an exclusive Ice Bar serving glacially-inspired beverages and snacks, and a base camp cafeteria for casual dining.



DYNAMIC EARTH

SCIENCE PARK

Playing with the science of mining

CLIENT/DEVELOPER	Science North
LOCATION	Sudbury, Canada
OPENED	2016
SIZE	1,500 sq. m.
SCOPE	Master planning, concept design, schematic design, design development, construction documentation, site review, construction review

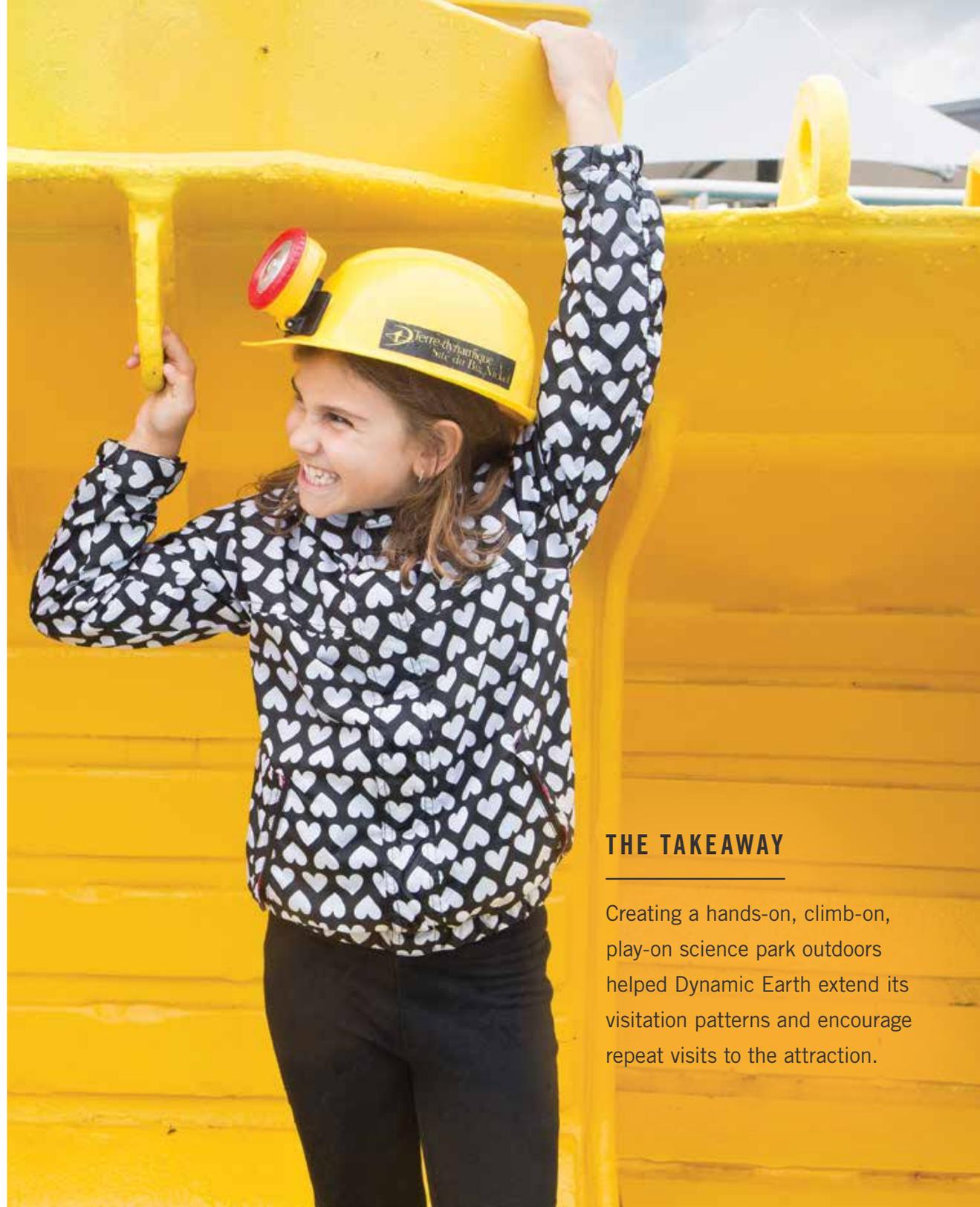
THE CHALLENGE

Dynamic Earth is a visitor attraction located on the site of the iconic Big Nickel in Sudbury. It is owned and operated by Northern Ontario's largest tourism attraction, Science North. Dynamic Earth's previous development phases focused on interior spaces, exhibits and multimedia shows, including the Big Nickel underground mine tour. What was lacking on the 14-hectare site was an outdoor experience that would expand the scope of Dynamic Earth and the story it could tell.

THE SOLUTION

FORREC shaped the client's initial ideas for the 1,500 square metre outdoor science park into a cohesive, compelling guest experience. Three play zones tell the story of Sudbury's rich mining heritage through play structures and experiences designed for that purpose. As part of the storyline, full-sized mining equipment such as an underground loader, ore cars and slag pots were integrated into the design.

Play helmets and safety vests are issued to guests entering the science park. They can act like molten slag flowing down the slag slide, explore fossils, ride a seismic wave and climb up from the depths of one of Sudbury's deepest and oldest mines. At the park's outdoor amphitheatre, the stage is the dump box of a massive underground truck.



THE TAKEAWAY

Creating a hands-on, climb-on, play-on science park outdoors helped Dynamic Earth extend its visitation patterns and encourage repeat visits to the attraction.

PORTSMOUTH

HISTORIC DOCKYARD

Anchoring a historic landmark



SINGAPORE TOURISM BOARD

Future plans for an exciting city



Shaping a second vibrant business district with appeal to locals and tourists alike.



THE CHALLENGE

Singapore's Jurong Lake District is being developed as a vibrant second central business district. The Singapore government set aside a long and narrow 23-hectare parcel of land along one side of the lake that they wanted turned into an attractive family-friendly leisure destination. It had to appeal equally to locals and tourists and had to make sense with the adjacent developments.

THE SOLUTION

FORREC saw the site not as one destination, but as two. Working closely with the client and market feasibility consultants, we determined that the larger, wider portion, which is close to the future high-speed rail station, would be a gated premier urban water park resort. Featuring a yet-to-be-determined global family brand, this large, uniquely themed indoor/outdoor water park with a hotel on-site would encourage multi-day stays.

Our plan for the second site is a family attraction hub called Technopolis, thematically associated with the future science centre to be located nearby. Families could wander through the area freely and choose from a cluster of small-to-medium-sized gated visitor attractions designed for child-friendly edutainment. The area would be connected on all sides to the surrounding urban context.

As an alternative to the water park resort, FORREC presented a third option called Adventure Mountain. A steep-sided 70-metre tall "mountain" would be erected as the focal point of a Rocky Mountain-like experience that includes activities like rock climbing, zip-lining, archery, caving, canoeing and more.

CLIENT/DEVELOPER Singapore Tourism Board
LOCATION Jurong Lake District, Singapore
SIZE 23 ha
SCOPE Master planning and concept design

THE TAKEAWAY

In this instance of a blank slate with no predetermined program, FORREC proposed what is right for the site, which is not necessarily the same as what is expected.



SSTM

SHANGHAI SCIENCE AND TECHNOLOGY MUSEUM

Making science more exciting for youth



THE CHALLENGE

With a mandate to revitalize the nation's youth through science and education, expectations for SSTM (Shanghai Science and Technology Museum) were very high. It had to appeal to the public at large and teenagers specifically. Because it would be competing with all the other diversions trying to attract this audience, it had to strike a balance between education and entertainment.

CLIENT/DEVELOPER	Shanghai Science and Technology Centre
LOCATION	Shanghai, China
OPENED	2005
SIZE	13,000 sq. m.
SCOPE	Master planning, concept design, design development and site review





THE TAKEAWAY

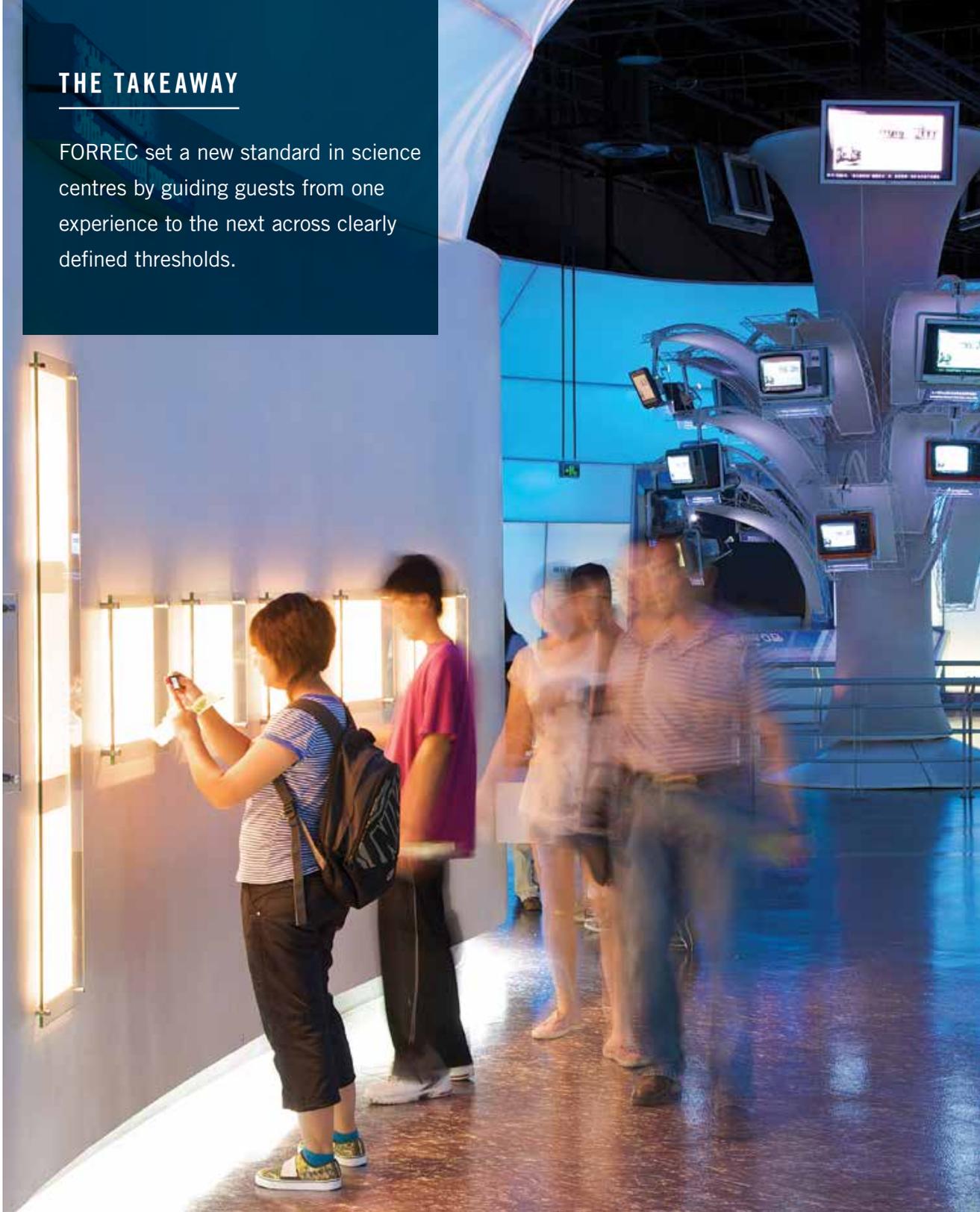
FORREC set a new standard in science centres by guiding guests from one experience to the next across clearly defined thresholds.

THE SOLUTION

FORREC carefully reviewed the program supplied by the client and realized that, in order to satisfy the museum's goals, some liberties would have to be taken. The program content, while certainly educational, was essentially passive. We knew from experience that, in order to engage teenagers, it would have to be elevated to a much more interactive level.

FORREC divided the space into themed exhibit galleries, each of which is entered through a unique portal that represents opening a door of knowledge and leads to an introduction area that describes the educational message inside. Guests then experience one or more exciting attractions before entering an interactive free flow area where fun activities allow them to apply what they've learned.

The FORREC-designed attractions include a dark ride through the human body, an ecological disaster theatre, a laser nuclear energy ride and a simulated journey inside a computer. FORREC used the latest available technology to create breakthrough experiences that turned learning into fun and science into entertainment.





Designing success means creating places
and experiences that put people first – and
make business sense.

VISITOR ATTRACTIONS
RETAIL AND MIXED-USE
RESORTS
THEME PARKS
WATER PARKS

FORREC.COM

**Please contact us to find out more
about how we can help you realize
your vision of success.**

Suite 100C, 219 Dufferin Street
Toronto, Ontario, Canada
M6K 3J1
T: 416 696 8686
F: 416 696 8866
E: designs@forrec.com
www.forrec.com



Designing Success