Museums and Science Centres
Engage, Explore, Entertain
Forrec has an international reputation for creating the ‘Big Idea’ – imaginative and successful guest experiences that are focused on our client’s vision and strategic directives. We understand how complex cultural tourism attractions work and we provide the planning and design expertise to make them successful.
A global laboratory: discover what success looks like.

Our experience has taken us around the world to design and direct projects in every major economic region. Through our global work we are in constant contact with the latest trends in entertainment, leisure and popular culture. We use this insight to make sure every project is locally relevant and fits with the latest global trends.
Selected Project List

**ATTRACTIONS**

- **2013**
  - TIANJIN SCIENCE DISCOVERY CENTRE
  - Tianjin, China

- **2010**
  - BAT CAVE, ROYAL ONTARIO MUSEUM
  - Toronto, Canada

- **2007**
  - F1-X EXHIBITS
  - Dubai, UAE

- **2006**
  - MUSKOKA BOAT & HERITAGE CENTRE
  - Gravenhurst, Canada

- **2005**
  - ANTIQUE BOAT MUSEUM
  - Clayton, USA
  - SHANGHAI SCIENCE & TECHNOLOGY MUSEUM
  - Shanghai, China

- **2003**
  - HUMMINGBIRD CENTRE
  - Toronto, Canada
  - PEARL TOWER
  - Shanghai, China
  - MGM NIAGARA
  - Niagara Falls, Canada

**DESIGN STUDIES**

- **2014**
  - THE MEXICAN MUSEUM
  - San Francisco, USA

- **2012**
  - PORTSMOUTH HISTORIC DOCKYARD
  - Portsmouth, U.K.

- **2007**
  - SINGAPORE TOURISM STUDY
  - Singapore

- **2006**
  - LANG PIONEER VILLAGE
  - Peterborough, Canada
  - WELLAND CANAL CENTRE
  - St. Catharines, Canada

- **2003**
  - GYEONGYU WORLD CULTURAL EXPO PARK
  - Gyeongyu, South Korea
  - SOUKRA GARDENS
  - Tunis, Tunisia

- **2002**
  - CANADA OLYMPIC PARK
  - Calgary, Canada
  - CELEBRATION PLACE
  - Yong In, South Korea

- **2001**
  - OPERA PARK
  - Rome, Italy

- **2000**
  - MEDIAPOLIS
  - Ivrea, Italy

- **1999**
  - METRO TORONTO ZOO
  - Toronto, Canada
  - SUWON KOREAN HERITAGE PARK
  - Suwon, South Korea
  - TAMAN FESTIVAL BALI
  - Bali, Indonesia

- **1998**
  - LA CIUDAD DE LA LUZ
  - Alicante, Spain

- **1988**
  - RIVERDALE FARM
  - Toronto, Canada

- **1986**
  - EXPO 86
  - Vancouver, Canada
  - KAWARTHA HORSE PARK
  - Peterborough, Canada
  - ONTARIO NORTH
  - Toronto, Canada

- **1975**
  - WRITING ON STONE NATIONAL PARK
  - Canada
Company Profile

We design immersive, themed environments that integrate traditional media with innovative state-of-the-art entertainment technologies to create exciting and memorable experiences for our international clients and their guests.

We offer design expertise and a proven understanding of how complex cultural entertainment attractions work and what makes them successful. Our skills and interests are directed towards developing new models for the way cultural attractions engage their audiences through entertainment experiences, learning activities and themed retail and hospitality amenities.

We work collaboratively and with enthusiasm to design vibrant guest experiences that have appeal to families of all ages – to create attractions that will always appear fresh, will encourage return visitation and are responsive to future changes and evolving technologies.

Our depth of expertise, range of services and track record of accomplishment over four decades of international experience has given Forrec a thorough understanding of all cultural tourism sectors, including: large-scale urban and resort environments, entertainment attractions, national parks, retail and hospitality environments and branding, science centres and museums, theme and water parks.

Our extensive body of work includes cultural tourism attractions in the USA, Canada, the UK, India, China, Mexico, the Middle East, SE Asia, Australia and Europe.

Our strengths lie in a unique combination of creativity, experience and practicality – a factor that has earned us the trust of some of the most successful entertainment companies in the world, such as Universal Studios, LEGOLAND, Shanghai Science & Technology Museum, Samsung Everland and more.

Our services include every aspect, discipline and stage of design, planning and implementation of a project – from concept to completion. Included in this package of services is:

- Program Development
- Master Planning
- Design Management
- Architectural Design
- Interior Design
- Landscape Architecture
- Exhibit Design
- Graphic and Signage Design
- Attraction Design
Upon being retained as designers for a project, Forrec assigns a team with the appropriate skills and expertise. While every project is certainly unique, there are a number of major milestones in the design and development process, including:

**Programming.** This is an initial step, often done in collaboration with a client’s team, to define the broad goals and objectives for the project and define its functional requirements. First, we work together to outline a shared vision for the project. Then we study the site alternatives and spatial needs, we assess the mix of programs and activities and identify the types of facilities and operations required. We typically develop architectural, interpretive and operational models to test the functional and financial implications of the project. Each cultural attraction is unique and varies in scale and complexity. It is our underlying aim to find the right balance for a project between the site, the programs, operations and facilities and the funding.

**Concept Design.** In this creative stage, a collection of exciting ideas is distilled into a comprehensive thematic story line. We identify and describe in written and visual form, the imaginative guest experiences and outcomes that will result from our dynamic planning and design. A comprehensive series of colour renderings are used to illustrate these unique guest experiences, and also to provide insight into the practical details that exist between the diverse and complex arrangement of guest services and facilities.

During the Design Development phase our attention focuses on translating into reality all those conceptual ideas in the design that will give an attraction its own distinctive character. Forrec designers are meticulous about ensuring that facades, interiors, landscape treatments, special props, street furnishing and signage reinforce the original creative concepts.

However, this does not conclude our involvement in a project. Forrec’s in-depth expertise in the review of construction drawings and On-Site Design Supervision has consistently proven its value in saving our clients precious time and money. Our 40 years of experience collaborating with specialist consultants and local engineers, architects and builders the world over can help ensure that technical specifications, aesthetic criteria and project budgets are met.
Rejuvenating a popular, spooky attraction
Bat Cave at the ROM

CLIENT
Royal Ontario Museum

PROJECT
Bat Cave at the Royal Ontario Museum

LOCATION
Toronto, Canada

SCOPE
Master plan and concept design through to site supervision

OPENED
2010
The Bat Cave has been a popular family attraction at the ROM since it was installed in 1987. However it suffered over time due to its popularity as significant wear and tear indicated that it needed to be redone. The redesigned Bat Cave Exhibit experience has been greatly improved to create an immersive environment that is more exciting, better replicates an actual cave and includes other senses beyond simply visual. The revitalized exhibit also includes clearer and more engaging entrance spaces, re-worked sequences and improved information throughout.
Creating an international standard
Shanghai Science and Technology Museum

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<tr>
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<tr>
<td>Shanghai Science and Technology Museum</td>
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<td>Shanghai, China</td>
<td>Master plan, concept through to detail design and on-site supervision for Phase 2 exhibit areas</td>
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The Shanghai Science and Technology Museum is a cultural attraction destination with an important social and cultural vision to: ‘Revitalize the Nation through Science and Education’. Forrec’s work involved the Exhibit Master Planning and Design Consultation of Phase 2 for six new themed galleries exploring scientific knowledge with a special focus on making learning entertaining and accessible to youth.
A spider’s-eye view of the world
Spider Exhibit

CLIENT
Shanghai Science and Technology Museum

PROJECT
STM - Spider Exhibit

LOCATION
Shanghai, China

SCOPE
Master plan and concept design

OPENED
2005
While supervising the design and construction of Phase 2 for the SSTM, Forrec was asked to consult and design a new Spiders zone based on exhibits donated from a major North American Science Museum. Working closely with the client, Forrec catalogued and organized the exhibits in preparation for developing the master plan that grouped the displays into a coherent storyline. Forrec designed the overall thematic environment, immersing the visitor into the complex world of Spiders.
Keeping heritage afloat
Muskoka Boat and Heritage Centre

CLIENT
Town of Gravenhurst

PROJECT
Muskoka Boat and Heritage Centre

LOCATION
Gravenhurst, Canada

SCOPE
Full service architectural and interior design and exhibit design including on-site supervision, museum identity graphics and fund-raising materials.

OPENED
2006
Muskoka Wharf is an exciting $150 million, 89 acre project on the Lake Muskoka shoreline, in Gravenhurst. One of the key attractions is the Muskoka Boat & Heritage Centre. The exhibits in this space use real collections from photo archives to trace the history and cultural development of the Muskoka Lakes region. This all-season, engaging attraction includes a large collection of actual working wooden boats, a section of a steamship, engines, horns and other historical memorabilia.
A historic landmark refreshed
Portsmouth Historic Dockyard

Home to Lord Nelson’s flagship HMS Victory and the new Mary Rose Museum, Portsmouth Historic Dockyard is a world-class visitor attraction. To further broaden its appeal, Forrec and the UK consulting firm A Different View undertook to develop a visitor experience master plan. The work included a visitor experience analysis; recommendations for additional attractions; visitor experience design improvements; strategies for enhancing sense of place; an interpretation plan, and a performance analysis.
Bringing movies to life

Cinema Celebrations

Cinema Celebrations is a museum of the history of Chinese cinema, from origins to the present day. The museum design uses storytelling techniques and technologies normally found in the attractions industry. Visitors begin their visit by entering an art deco-style museum environment which pays homage to the history of Shanghai movie-making of the 1920s and 1930s. Rather than a regular museum visit, visitors discover that they are in for a special tour as they get to see the museum ‘after dark’, and witness seemingly static museum objects spring to life.

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<td>China</td>
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Discover the world we share

The Tianjin Science Discovery Centre & Planetarium

The 3000-square-metre Discover Centre is a state-of-the-art digital planetarium in Tianjin, China, that features high-definition films, dynamic science exhibitions and travelling exhibitions. The project will provide an informal learning experience that will expose the target audience – mainly families and school groups – to scientific concepts in fun ways that fuel an interest in science that can be further explored elsewhere. The Centre is planned to open in 2014 within the newly constructed SM Mall.
An immersive F1 racing environment
F1-X Theme Park Dubai Exhibits

There are four distinct interpretive attractions designed to engage visitors of all levels of appreciation of Formula One racing. For example, the Decades Experience is a historical timeline organized into a series of theatrical immersive environments. The F1 Junior Academy will be a fun-filled interactive resource while the International Pavilion will celebrate the global presence and popular appeal of F1 racing.
Planning for the future
Singapore Tourism Study

Forrec was commissioned to review Singapore’s existing tourist attractions, research international benchmarks and outline creative and programming concepts and plans for potential future attractions that would meet Singapore’s 2015 target tourism levels. A “GAP” analysis identified a series of master plan concept designs options and facility programs that were used to motivate key tourism sectors including: Aquariums, Art Galleries and Science Museums, Entertainment and Recreational attractions.
A wild ride into the future of mankind
World Expo 2010 Shanghai - Urban Planet Pavilion

Challenged to create a world-class experience with a visitor flow-rate of 6,000 ppl per hour, Forrec developed an innovative design utilizing immersive theatrical and entertainment ride systems in concert with a wide range of interactive computer attractions and participatory exhibits. The exhibit takes visitors on a theatrical metaphoric journey exploring humankind's influence on future global urbanization and ecological sustainability.
The Mexican Museum is undergoing a transformation of its mission, its collection, its operations and its position in the marketplace as it relocates to a new 50,000 square feet facility in the vibrant South of Market cultural district. Forrec is working as part of an integrated consultant team with AECOM that is together providing strategic planning, market feasibility analysis and museum concept development/ space programming for the Museum in its new location. Forrec’s work on the museum concept development/ space programming will form the basis for the architectural design to be led by the well-known Mexican architect Enrique Norton.
A 10-year vision

Toronto Zoo

Forrec led a planning and design team focused on charting the future growth potential for one of North America’s largest zoos. The scope included improving the visitor experience and enhancing revenue opportunities at the zoo.

The master plan and concepts have formed the basis of the capital expansion plan for the zoo.

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CLIENT
Toronto Zoo

LOCATION
Toronto, Canada

PROJECT
Toronto Zoo

SCOPE
Master plan and concept design
Designing success means creating places and experiences that put people first – and make business sense.
We have succeeded by combining big-picture creative with strict attention to detail. We design and deliver breakthrough projects, where people and their experiences come first. Our vision is a world that works, plays, shops and lives in places that are smarter, more functional and totally people-centred.

Forrec designs success.