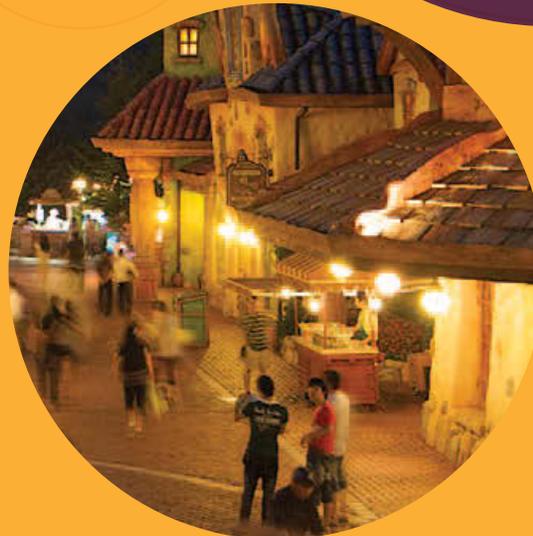


# Theme Parks

## The Business of Storytelling





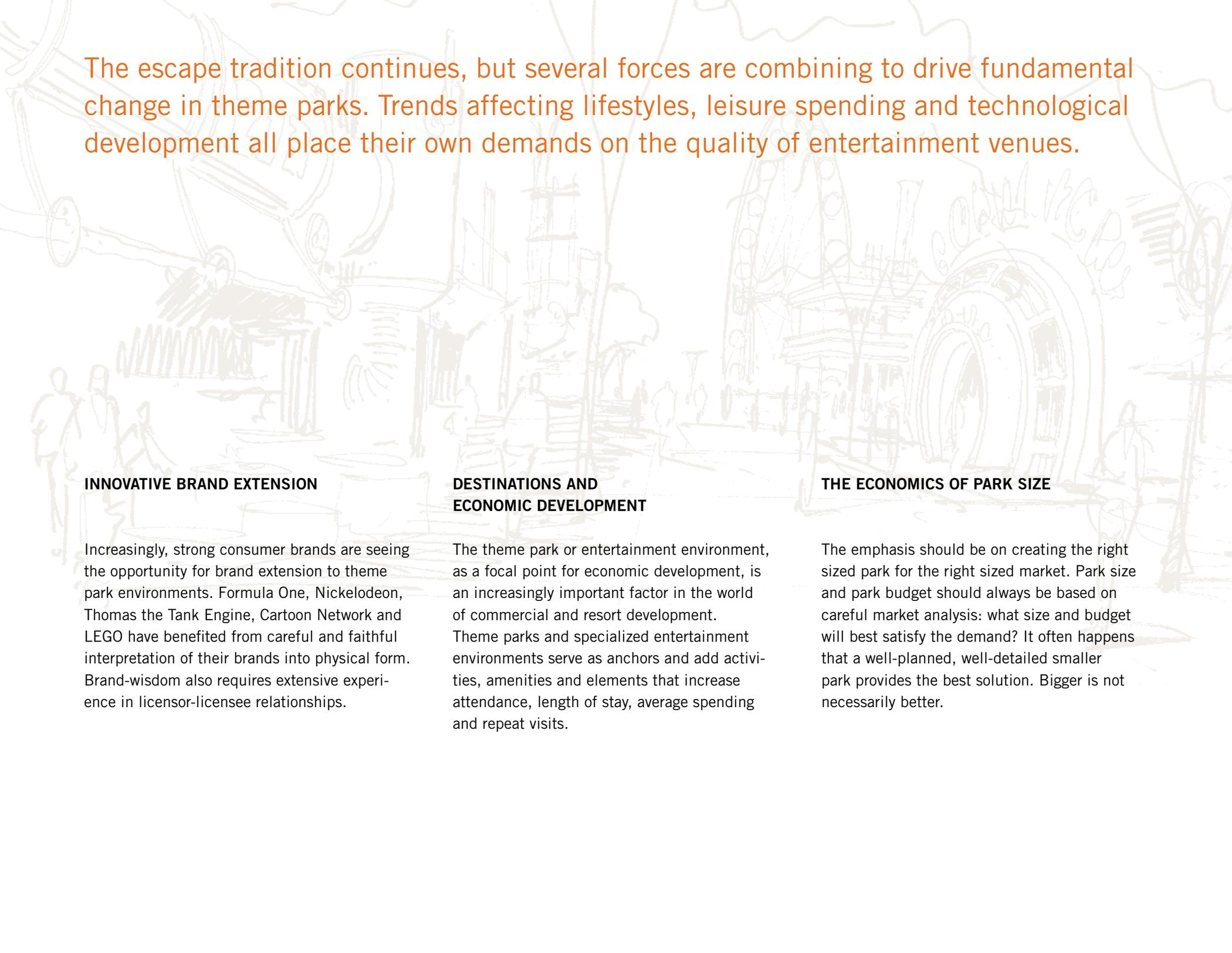
For the theme park guest, the experience is simple: immersive, entertaining and totally satisfying.

For us, theme parks are beautifully complex systems of storytelling, function, economics and human behaviour.





What's New in  
Theme Parks – A  
New Generation



The escape tradition continues, but several forces are combining to drive fundamental change in theme parks. Trends affecting lifestyles, leisure spending and technological development all place their own demands on the quality of entertainment venues.

#### **INNOVATIVE BRAND EXTENSION**

Increasingly, strong consumer brands are seeing the opportunity for brand extension to theme park environments. Formula One, Nickelodeon, Thomas the Tank Engine, Cartoon Network and LEGO have benefited from careful and faithful interpretation of their brands into physical form. Brand-wisdom also requires extensive experience in licensor-licensee relationships.

#### **DESTINATIONS AND ECONOMIC DEVELOPMENT**

The theme park or entertainment environment, as a focal point for economic development, is an increasingly important factor in the world of commercial and resort development. Theme parks and specialized entertainment environments serve as anchors and add activities, amenities and elements that increase attendance, length of stay, average spending and repeat visits.

#### **THE ECONOMICS OF PARK SIZE**

The emphasis should be on creating the right sized park for the right sized market. Park size and park budget should always be based on careful market analysis: what size and budget will best satisfy the demand? It often happens that a well-planned, well-detailed smaller park provides the best solution. Bigger is not necessarily better.

The constant shift in cultural influences, markets and global economies creates new possibilities for development, while guest expectations continue to grow. Park developers, investors and operators are responding to these new forces with new strategies, which are having an impact on the theme parks we create around the world.



#### **RE-INVESTMENT IN EXISTING PARKS**

The smartest park operators are finding new ways to refresh and renew their properties, acquiring existing properties ripe for renewal and scaling their investments to make the most of existing capacity before committing heavily to net new growth. By establishing more formal investment cycles that include a two-year “paint and paper” spruce-up and a new major attraction every five years, projects can enjoy greater long-term economic strength.

#### **KEEPING ENTERTAINMENT UP TO DATE**

As technology advances and entertainment expectations change, theme parks need to keep pace. No longer just a collection of roller coasters and themed carnival rides, contemporary parks may now include virtual environments and simulators, along with a host of high-tech attractions that are exciting and new.

#### **EXPANDING THEMES**

Theme parks have moved beyond traditional sources of inspiration. Parks now tap into history, culture, mythology, technology and many other contemporary themes in order to stay current with entertainment directions and to deepen and broaden the park’s appeal.



National Intangible Cultural Heritage Park, Chengdu, China

Why, year after year, has FORREC been able to design theme parks that delight guests and investors alike?

## Unconventional Wisdom



### **HAVE A GREAT STORY AND TELL IT EVERYWHERE**

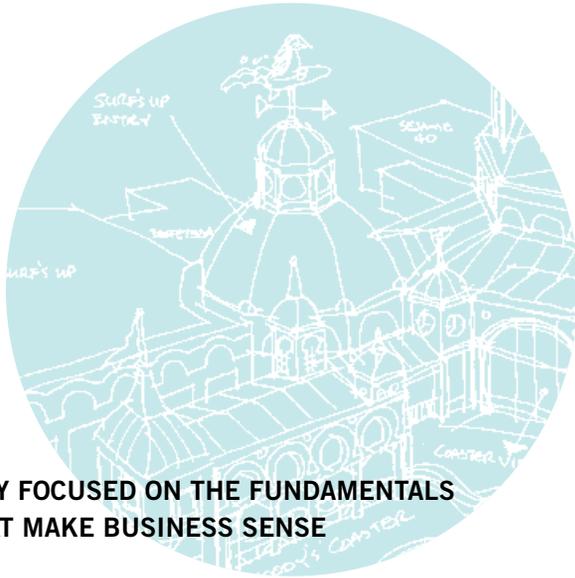
One thing that unites children and adults, cultures and segments is that everyone loves stories. Great parks and experiences are built around compelling stories that do more than inspire your guests – they provide the logic for just about every choice you make in designing and operating your park. Get the narrative right and you've got a good solid foundation.



### **TAKE THE PROVEN AND PACKAGE IT WELL**

In our experience, theme parks are not the place for high stakes risk-taking. The investment is too great and the markets are not patient if you get it wrong. Rather, the smart strategy is to take the proven facts and package them in breakthrough, creative ways. Parks that work are parks that recognize time-honoured truths of what your guests want now and what will appeal to them in the years to come.

Because 40 years of seeing our designs come to life has taught us a lot about what works. We could go on for days, but we'll sum it up in five core beliefs:



**STAY FOCUSED ON THE FUNDAMENTALS THAT MAKE BUSINESS SENSE**

It's always important to think big when it comes to theme parks, but you've got to stay connected to the realities of the guest experience – not just at the thrilling peak of a great ride, but when your guests need food, want to buy a souvenir or need a break. Taking this wider view of the experience makes business sense, as it keeps the family on the site longer, spending more, and making it more likely that they will return.

**IT'S ALL ABOUT ESCAPE**

Make no mistake. By definition, the theme park is a place of escape – a chance to step away from the big burdens of the everyday – even to break the rules a bit. The best parks are completely immersive, always entertaining and, through clever creative execution, are able to sustain the feeling of getting away from it all.

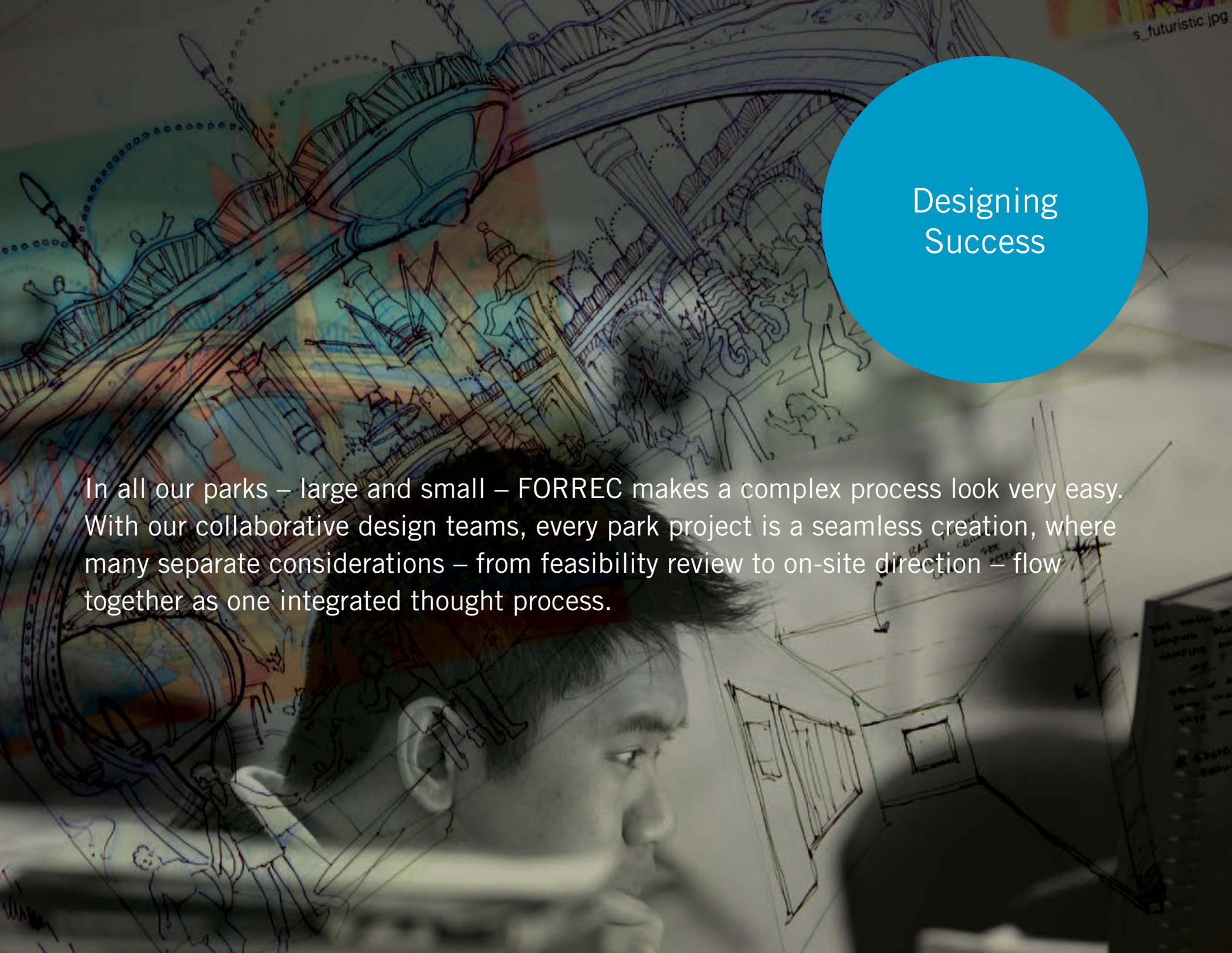


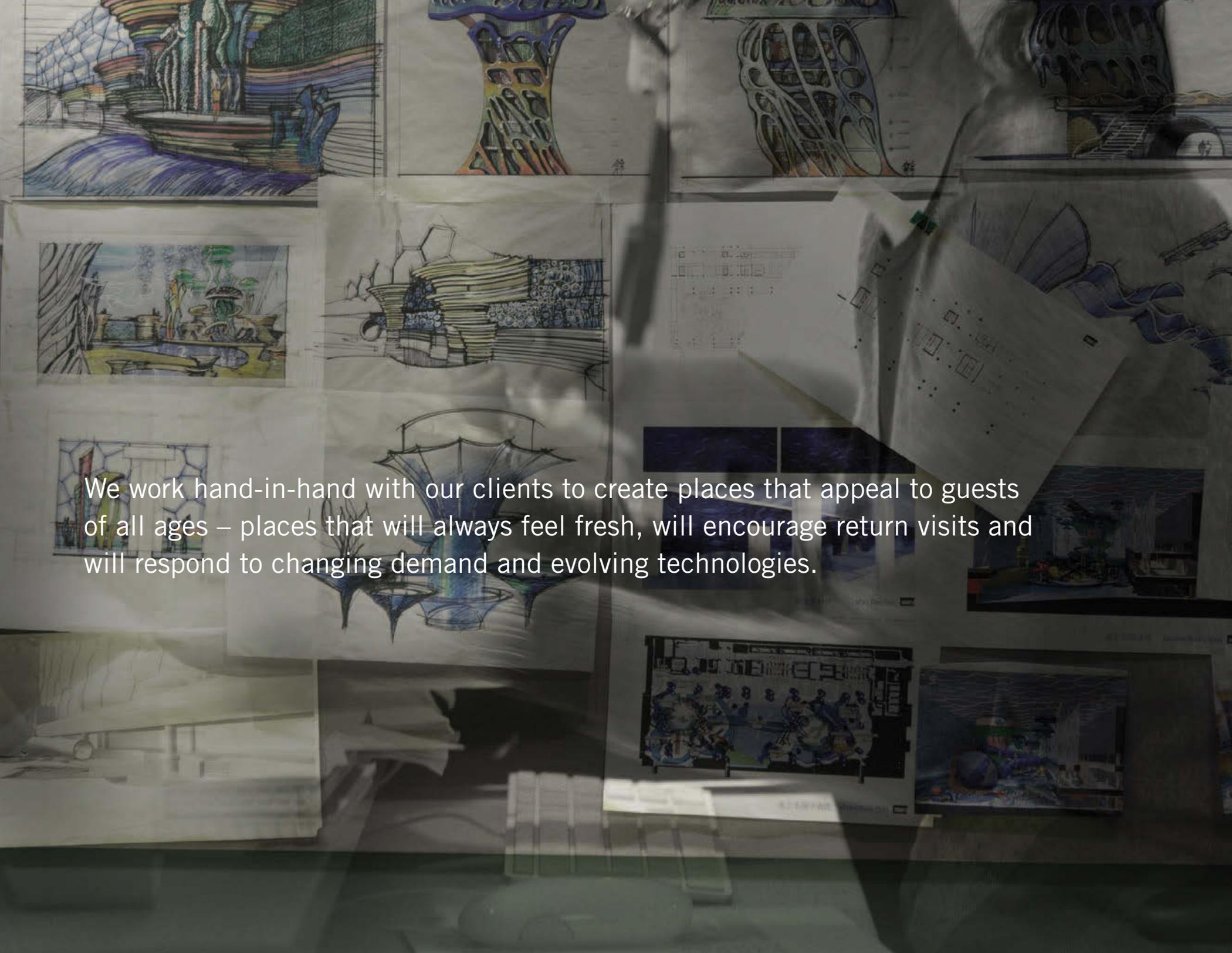
**BOOST THE OPPORTUNITY WITH DESTINATION PLANNING**

Whatever the scale of your park, making it a destination contributes to the long-term economics of your investment. A smart master plan that recognizes site potential and natural assets, and considers the linkages to the surrounding commercial, retail, hospitality and transportation, will go a long way toward setting the stage for the bigger opportunity – even if it takes years to get there.

# Designing Success

In all our parks – large and small – FORREC makes a complex process look very easy. With our collaborative design teams, every park project is a seamless creation, where many separate considerations – from feasibility review to on-site direction – flow together as one integrated thought process.





We work hand-in-hand with our clients to create places that appeal to guests of all ages – places that will always feel fresh, will encourage return visits and will respond to changing demand and evolving technologies.

## FEASIBILITY REVIEW AND CAPACITY ANALYSIS

### Understanding the demand

With over 40 years of industry experience, our principals are well versed in the business aspects of theme park and entertainment planning. We are able to converse with and work closely with feasibility consultants to review statistics and market analyses, and to distill spreadsheets into drawings.

## PROGRAM DEVELOPMENT

### From raw numbers to buildable reality

The Program provides the link between the park's requirements and the Master Plan. It describes, in simple numbers, the unique guest elements and the secondary facilities that will provide an efficient and profitable park operation. The Program takes account of market demographics, thematic requirements and budget. Careful consideration is given to the expectations of the target audience and to the times of day, week and year that attendance can be expected. The Program's goal is to create a park that is well balanced, appropriately targeted and financially viable.

The  
Design Process:  
Creative, Integrated,  
Practical

## RIDE SELECTION AND THEMING

### The "Wow" factor

A theme park's real show-stoppers are, without question, its rides. So very early in the conceptual process, a Rides and Attractions Matrix is developed that will enable designers to select, customize, theme and coordinate their work systematically and according to the numbers. The Matrix also provides a checklist with which other park components can be coordinated. FORREC's industry experience enables us to offer full ride coordination services from selection and integration right through to tendering and on-site direction.

## LANDSCAPE ARCHITECTURE

### A theme park is still a *park*

It's not just about the scenery. Landscape architecture considers all of the park's outdoor spaces – the connecting, gathering, open and circulation areas – planted, paved, water-filled or furnished, designed and executed to the tiniest detail. It includes walls, fences, bridges, paving, sound, lighting, special props, fountains and signage, in addition to the lush green areas that have helped to make FORREC parks among the best-landscaped parks in the world. FORREC's in-house landscape architects create memorable spaces that extend the theme without compromising comfort.

## INTERIOR DESIGN

### Memorable indoor experiences

Interior design brings the theme indoors, extending it into food and beverage service, retail spaces, entertainment facilities and public areas. In addition, it provides for the maximum efficiency of the many service and secondary functions. FORREC's in-house interior design team provides a spectrum of services, from space planning through detail design to construction – constantly attuned to the Big Picture ideas of the park, but never losing sight of technical requirements and budgetary considerations.

## MASTER PLANNING

### A development guidebook

From concept to completion, the Master Plan provides a graphic description of the park's organization, circulation patterns and zones, and the relationship of its individual parts. The sizes and details of the parts may evolve over time, but the Master Plan's basic structure remains intact. The Master Plan begins as a statement of intent and evolves into a source of reference for design and construction, a measuring stick for the completed project and, finally, a template to guide future growth.

## GRAPHIC DESIGN AND WAYFINDING

### Narrative, information, direction and character

Signage and graphics don't just inform. Like every park element, they add to the narrative that establishes the park's character. Whether directional, informational or descriptive, painted, printed or constructed, signs and graphics must be both useful and entertaining. Branded products need special care, since the logo or identity may not previously have appeared in a natural context. FORREC's in-house team services include coordinating specialty designers, fabricators and suppliers.

## STORYLINE AND THEMATIC DEVELOPMENT

### Stories weave the park together

Stories are the foundation of every theme park. Just as the Master Plan guides physical development, the storyline guides the development of the park's character. Stories generate the theme, establish the unique identity and provide continuity throughout the park. A story may be provided by the client or by the FORREC design team. It may exist before the theme park is ever conceived – as in the case of branded products – or it may develop gradually, offering direction as the park's design unfolds.

## ATTRACTION DESIGN

### Art and technology combine to stir the senses

An "attraction" might be a feature installation within a theme park or a stand-alone facility. In-park attractions offer a major opportunity to expand the theme. They often combine high-tech ride systems, multimedia, interactive theatre and immersive special effects to create exhilarating experiences. In designing these environments, it is essential to make sure that components compliment one another and that the technology never upstages the excitement.

## ARCHITECTURAL DESIGN

### Ideas in three dimensions

In theme park design, the visitor experience comes first. To allow for this, traditional architectural priorities often have to be reshuffled, so that buildings conform completely to the users' comfort and enjoyment. Theme parks represent a complicated collection of buildings and spaces: in addition to the main spaces and structures, there are secondary amenities – service areas, back-of-house functions and other necessary facilities. To maintain the balance between a memorable guest experience and a seamless park operation, requires careful design – and a lot of experience.

## DESIGN MANAGEMENT

### Preserving the core concepts

In a successful park, the core design ideas are evident in every aspect of the guest experience. FORREC's Design Management service ensures that the Big Picture concept has not been diluted by the time the finishing details are applied. Working on behalf of the client, our specialized knowledge allows us to expand the standard reviews and on-site direction to include items and construction methods that are unique to theme parks. We work closely with clients, construction managers, local design teams and contractors – anywhere in the world.



The  
FORREC  
Story

“People often ask: How did FORREC start? I wish I could say it was all carefully planned, but like many things in life, it was a matter of recognizing opportunities and running with them.”

– Gord Dorrett, *FORREC President*



Our first big opportunity came in the mid-1960s, when FORREC's parent firm was chosen to design several pavilions and an amusement park for the Expo 67 World's Fair in Montreal. It was a curious assignment for a group of landscape architects to undertake, but we thought an amusement park is basically a "park" and away we went. The result was an enormously successful "one-off" project.

It was another decade before the next opportunity presented itself. In the late 1970s, Taft Broadcasting approached us with a proposal to master-plan Canada's first theme park: Canada's Wonderland. We were by then the country's largest landscape architecture office (and we now had entertainment design experience). We accepted the job eagerly – after all, a theme park is still a "park" – thinking that it was another one-off opportunity to explore new design directions.

We didn't have to wait another decade for our next venture into entertainment. In 1982 West Edmonton Mall, wishing to distinguish itself from other shopping centres, had hit on the idea of creating the world's largest indoor theme park. The success of the country's first outdoor theme park convinced them that we were the right firm for the job. For us, it was a new opportunity to build on our entertainment portfolio.

On the strength of these two ground breaking projects, we began to attract other commissions and, by the 1980s, park projects large and small were flowing into the office with regularity.

We soon began to realize that theme parks were, after all, not "just parks", but sophisticated and complex projects that would require a whole new set of skills to design properly. So we made the decision, then and there, that if we were going to get into the theme park business then we had to build new design skills and learn the business. We expanded our original landscape firm to include architects, interior designers, graphic designers, new creative talent, story writers and a whole network of specialist consultants in fields ranging from finance to kitchens and lighting to operations, so that we could provide our new theme park clients with a comprehensive approach to designing their parks. FORREC became – and remains – the world's largest professional firm dedicated to entertainment design.

Far from being one-off projects, Expo 67, Canada's Wonderland and West Edmonton Mall proved to be the beginning of a professional odyssey that has already lasted nearly 40 years and, happily, shows no sign of slowing down.

## Theme parks in operation or under construction

1967

EXPO '67 AND LA RONDE THEME PARK  
Montreal, Canada

1981

CANADA'S WONDERLAND  
Toronto, Canada

1983

WEST EDMONTON MALL  
Edmonton, Canada

1985

PLAYLAND AMUSEMENT PARK  
PINE, Vancouver, Canada

1988

CHOCOLATE THEME PARK  
St-Stephen, Canada

1990

UNIVERSAL STUDIOS USA  
Orlando, USA

CHILDREN'S VILLAGE RHYL  
Rhyl, Wales

1991

FIESTA TEXAS  
San Antonio, USA

LULU ISLAND  
Abu Dhabi, UAE

1992

ONTARIO PLACE GREAT WILDERNESS ADVENTURE  
Toronto, Canada

OBERSHAUSEN  
Germany

1993

DAZZELAND  
Niagara Falls, Canada

FUTURE WORLD  
Bangkok, Thailand

1994

SUZHOU THEME PARK  
Suzhou, China

LA RONDE MEDIEVAL VILLAGE  
Montreal, Canada

1995

ONTARIO PLACE EXPANSION  
Toronto, Canada

UNIVERSAL STUDIOS  
Hollywood, USA

1996

TAMAN FESTIVAL BALI  
Indonesia

LA RONDE GARDENS  
Montreal, Canada

1997

DREAMLAND  
Cairo, Egypt

SIAM PARK  
Bangkok, Thailand

1998

UNIVERSAL'S ISLANDS OF ADVENTURE PORT OF ENTRY  
Orlando, USA

LA CIUDAD DE LA LUZ  
Alicante, Spain

2000

LEGOLAND EXPANSION  
California, USA

HOLIDAY PARK  
Germany

2001

LEGOLAND DEUTSCHLAND  
Günzburg, Germany

GLOBO TV THEME PARK  
Rio de Janeiro, Brazil

2002

CELEBRATION CITY  
Branson, USA

NODDY THEME PARK  
Wuhan, China

2003

LEGOLAND DEUTSCHLAND  
Günzburg, Germany

DREAMWORLD  
Australia

2003

CELEBRATION CITY  
Branson, USA

MEDIAPOLIS  
Ivrea, Italy

## Theme park design studies

WALIBI WAVRE  
Brussels, Belgium

THEKWINI  
ADVENTURE WORLD  
South Africa

CARMAN AUTO  
THEME PARK  
Cheju-do, Korea

LEGOLAND JAPAN  
Japan

PARCO LUNEUR  
Rome, Italy

TUSSAUDS GROUP  
Thorpe Park, Alton Park

CITY OF JOY THEME PARK  
Alahssa, Saudi Arabia

FORREC's  
Theme Park  
Experience

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

**DOLLYWOOD MASTERPLAN EXPANSION**  
Pigeon Forge, USA

**UNIVERSAL STUDIOS SHANGHAI**  
Shanghai, China

**DOLLYWOOD COUNTRY FAIR**  
Pigeon Forge, USA

**DUBAI OASIS**  
Dubai, UAE

**AQUA DUNYA THEME PARK**  
Dubai, UAE

**SILVER DOLLAR CITY GRAND EXPOSITION**  
Branson, USA

**AESOP'S VILLAGE AT EVERLAND**  
South Korea

**CHANDIGARH MIXED-USE**  
Chandigarh, India

**MONGOLIAN THEME PARK**  
Mongolia

**F1-X THEME PARK**  
Dubai, UAE

**EVERLAND T-EXPRESS**  
Seoul, Korea

**CHIMELONG THEME PARK**  
Guangzhou, China

**ERBIL ENTERTAINMENT PARK**  
Kurdistan, Iraq

**HERSHEYPARK**  
Hershey, USA

**DOLLYWOOD MYSTERY MINE**  
Pigeon Forge, USA

**SILVER DOLLAR CITY BARN SWING**  
Branson, USA

**HOTGO THEME PARK**  
Shenyang, China

**UNIVERSAL STUDIOS DUBAILAND**  
Dubai, UAE

**GYEONGJU WORLD RENOVATION**  
Gyeongju, Korea

**DOLLYWOOD SPLASH BATTLE**  
Pigeon Forge, USA

**HARMONY WORLD CULTURE PARK**  
Hong Kong

**TIANJIN AMUSEMENT PARK**  
Tianjin, China

2009

**WANDA DALIAN THEME PARK RESORT**  
Dalian, China

**XUZHOU THEME PARK**  
Xuzhou, China

**UNIVERSAL STUDIOS SINGAPORE**  
Sentosa Island, Singapore

**CHINA FILM THEME PARK**  
Beijing, China

**DISCOVERYLAND EXPANSION**  
Dalian, China

**LEGOLAND FLORIDA**  
Florida, USA

**PLAYLAND AMUSEMENT PARK EXPANSION, PNE**  
Vancouver, Canada

**COTAL THEME PARK**  
Macau

**LEGOLAND MALAYSIA**  
Johor Bahru, Malaysia

**HAICHANG POLAR OCEAN WORLD**  
Shanghai, China

**ENCHANTED KINGDOM EXPANSION**  
Manila, Philippines

**UNIVERSAL STUDIOS MOSCOW**  
Moscow, Russia

2013

**HENGDIAN STUDIOS 5 ATTRACTIONS**  
Hengdian, China

**WANDA WUXI THEME PARK**  
Wuxi, China

**SIX FLAGS, DUBAI**  
Dubai, UAE

**DOLLYWOOD FIRECHASER EXPRESS COASTER**  
Pigeon Forge, USA

**WANDA WUHAN MOVIE PARK**  
Hubei, China

**SEA WORLD & BBC ATTRACTIONS**

**CHIMELONG QINGYUAN FOREST PARK**  
Guangdong, China

**HAPPY CHINA VALLEY THEME PARK**  
Xi'an, China

**WANDA XISHUANGBANNA INTERNATIONAL THEME PARK**  
Jinghong, Yunnan, China

2016

**LEGOLAND DUBAI**  
Dubai, UAE

**OCEAN PARADISE, LINGSHUI**  
Hainan Island, China

**WANDA NANZHANG THEME PARK**  
Nanchang, Jiangxi, China

**LEGOLAND KOREA, LEGOLAND JAPAN**

2017

**CHIMELONG OCEAN KINGDOM EXPANSION**  
Zhuhai, China

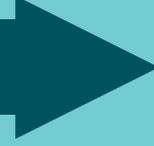
**UNIVERSAL STUDIOS BEIJING**  
Beijing, China

**WANDA GUANGZHOU THEME PARK**  
Guangzhou, China

**LEGOLAND KOREA, LEGOLAND JAPAN**

2018

2019

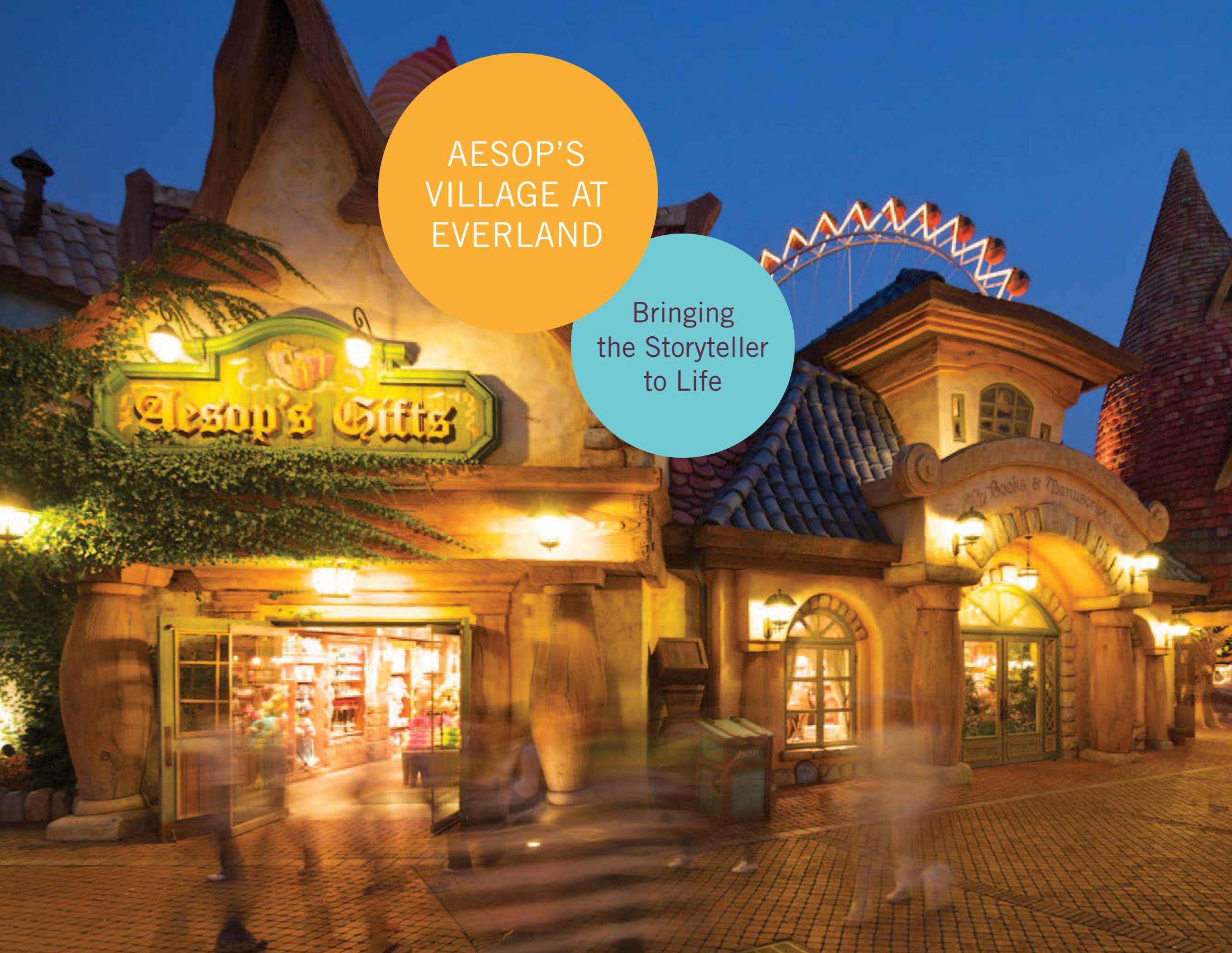


# Case Studies

Every theme park is unique because every client, site and market is unique.

Our time-tested, constantly tweaked creative process provides a strong, consistent design framework. But it is the challenge of fulfilling the dreams of each individual client that provides our greatest pleasure – and our proudest accomplishments.

The examples on the following pages show how, together with our clients, we have developed unique solutions to some challenging and fascinating design problems.



AESOP'S  
VILLAGE AT  
EVERLAND

Bringing  
the Storyteller  
to Life

“Everyone knows Aesop’s stories, but no one ever talks about the man himself. So we created the character.”

## A New Standard for Theme Parks in Korea



<b>CLIENT</b>	Samsung Everland
<b>LOCATION</b>	Everland Theme Park, Seoul, Korea
<b>OPENED</b>	2005
<b>DURATION</b>	3 years from start to opening day
<b>SIZE</b>	150,000 sq. ft. / 14,000 sq. m.
<b>SCOPE</b>	Concept design through to design development: <ul style="list-style-type: none"><li>- master planning</li><li>- area development</li><li>- architecture</li><li>- interiors</li><li>- graphics and signage</li><li>- ride and attraction selection and theming</li></ul>
<b>CONSTRUCTION COST</b>	\$230/sq. ft. / \$2500/sq. m.

“We started by imagining the places that inspired Aesop: the desk where he wrote his stories, the balcony with the telescope where he could gaze at the stars, and his special place: the garden.”



#### **THE OPPORTUNITY**

**Design a great new attraction in an existing park**

Our client, Samsung Everland, had everything in place to make this a breakthrough project: a popular existing park, a solid reputation, a strong project team and a commitment to be part of the creative process. But the dramatic site demanded a novel design approach. FOR-REC was familiar with the site – and its challenges – and was eager to help the client reach its ambitious goal.

#### **THE BIG IDEA**

**Give the stories a home**

Samsung Everland wanted to build a new attraction based on stories and suggested Aesop’s fables as our starting point. The idea had a lot going for it: it involved not one, but many great stories; it was a perfect fit for a children’s area; the stories were well-known in Korea; the stories were thousands of years old and were without copyright restrictions; and the whole idea had enormous marketing possibilities. The challenge was to take this group of unconnected stories and give them a home – a village where all of the characters could live as neighbours, with Aesop’s own house at the centre of it all.



## A Storybook Village on Steep Terrain

### **OVERALL APPROACH**

#### **Create a plan that's comfortable**

FORREC had already created a new master plan for the original Everland, so when we were invited to design the children's park-within-a-park, we had a good head start.

The master plan is clearly expressed in the site layout. Aesop's house, high on a hill, marks the centre of the village, with everything else gathered around it, connected by simple paths. The neighbourhoods surrounding the house use similar colours, shapes and details, so there is a comfortable continuity to the whole experience, as you might find in an established village.

### **THE DETAILS**

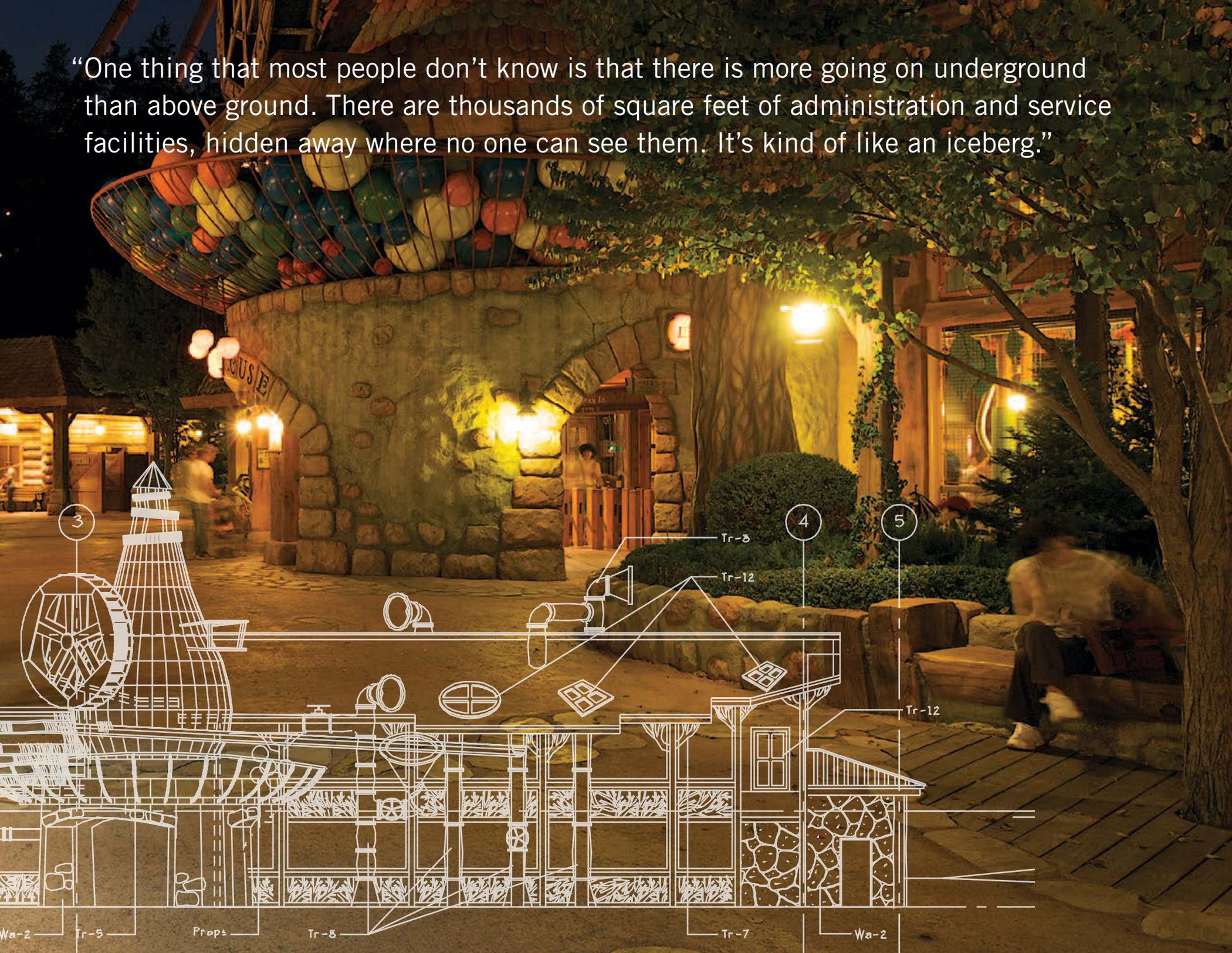
#### **Work with the site**

Building on a steep and uneven site created some challenges, but it also presented some real opportunities to create more interesting pedestrian spaces, with a variety of levels and elevated views over the park. It also made it possible to place the "back-of-house" functions underground, out of sight.

In every zone, in every park, the details of pedestrian movement, use of theme and the delicate balance of comfort and excitement are important considerations. This is especially true when small children – as well as the adults who come with them – are involved.



“One thing that most people don’t know is that there is more going on underground than above ground. There are thousands of square feet of administration and service facilities, hidden away where no one can see them. It’s kind of like an iceberg.”



3

4

5

Tr-8

Tr-12

Tr-12

Wa-2

Tr-5

Props

Tr-8

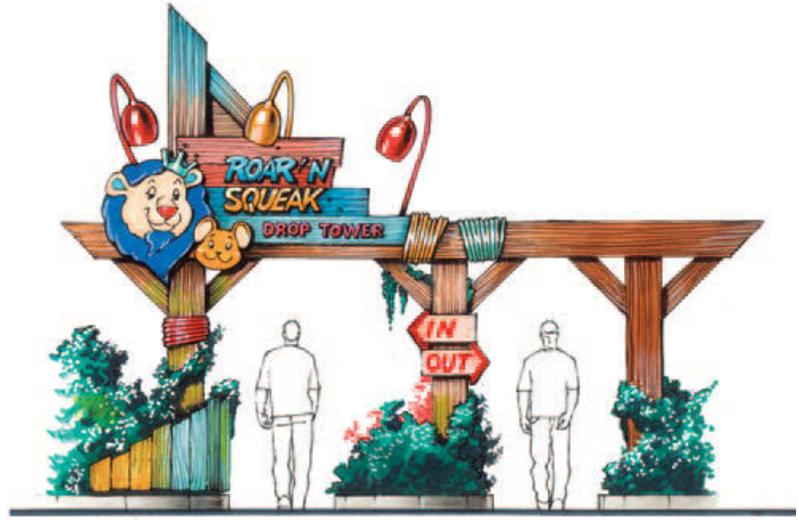
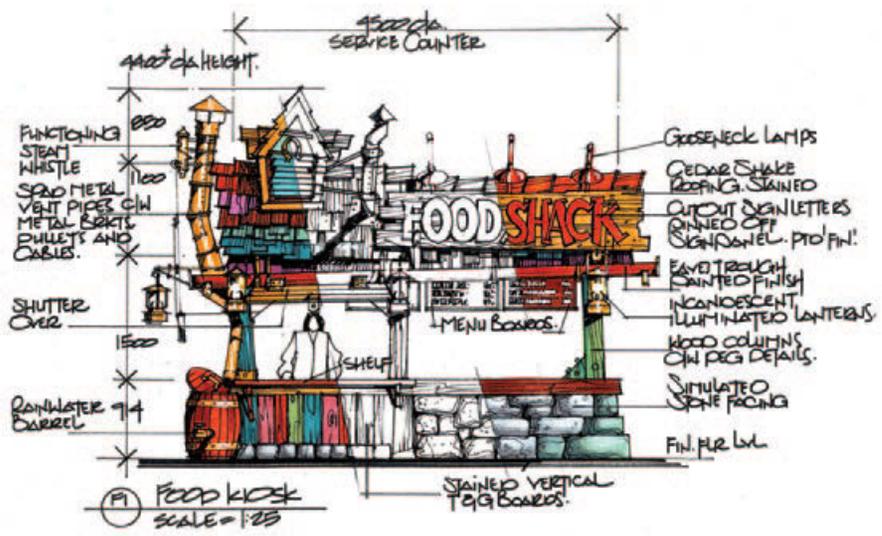
Tr-7

Wa-2



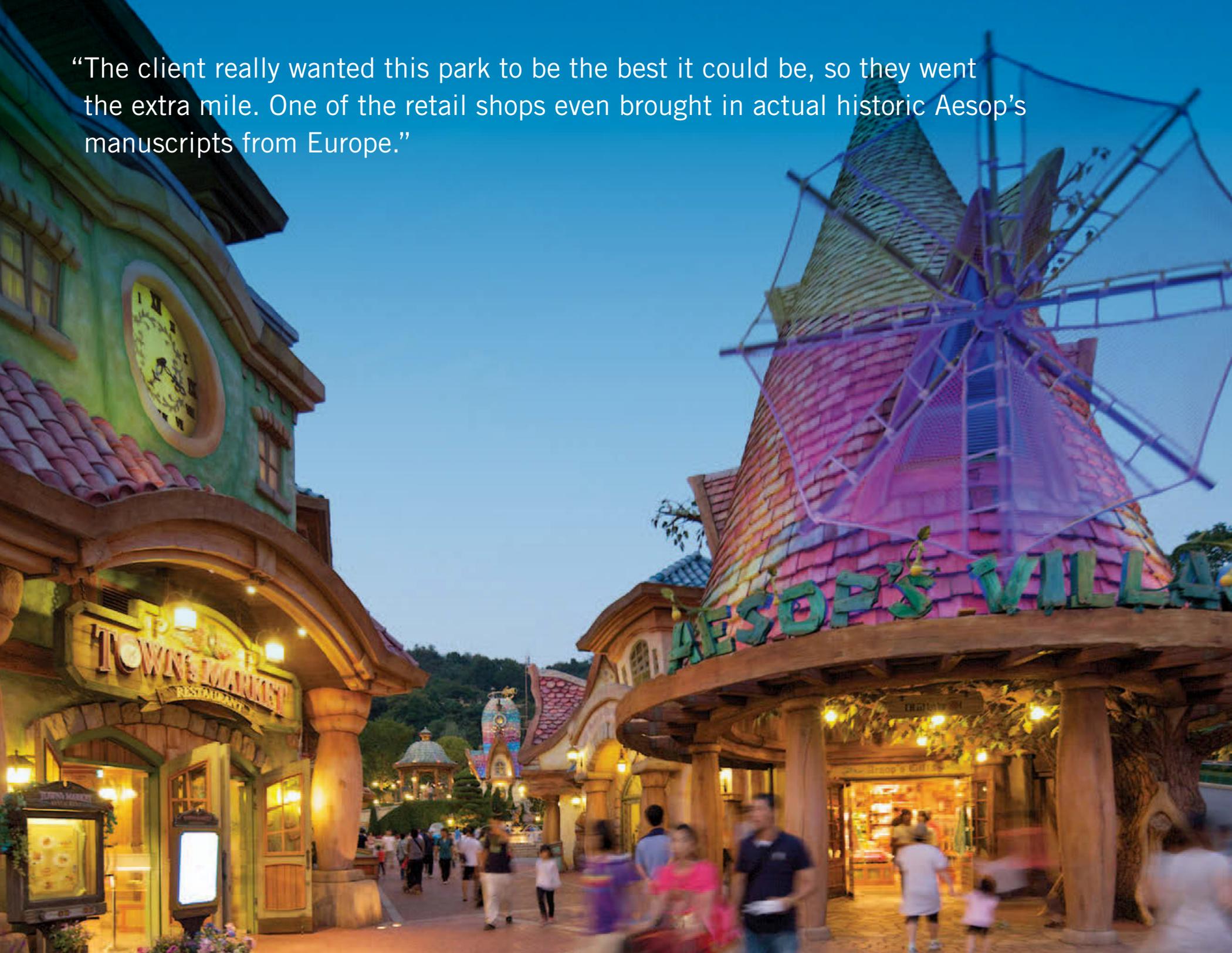
“ON BEHALF OF THE STAFF AND EMPLOYEES  
OF SAMSUNG EVERLAND, WE THANK YOU FOR  
ALL THE HARD WORK AND DEDICATION.”

- **Robin Park**, Samsung Everland President  
*Aesop's Village Award of Appreciation*





“The client really wanted this park to be the best it could be, so they went the extra mile. One of the retail shops even brought in actual historic Aesop’s manuscripts from Europe.”



“These things were definitely over the top as far as theme park design is concerned, but they set an incredibly high standard that the rest of Everland – and every park in Korea, from now on – will have to try to match.”

## **THE PROCESS**

### **A team effort**

The Samsung Everland team embraced FORREC's design concept and devoted themselves to helping the designers follow through with their ideas wherever possible. They retained a special art director who set up a workshop and yard, and trained the local craftsmen to generate special wood, rock and painting effects. For the garden, they retained a local landscape specialist who hand-selected each tree. The consultants and local trades also directed their energies into the design ideas and details. During the construction phase, everyone – FORREC, Everland, consultants and trades – remained watchful, to make sure that the design intent was carried all the way through.

## **ELEMENTS**

### **Details working together**

The success of Aesop's Village comes from two things: a strong overall concept and the combined successes of many smaller areas working together. These smaller pieces are really the nuts and bolts of the Big Idea – the buildings, the signs and graphics, the landscaped areas, the themed rides, the interiors, and the little bits of character that bring the idea to life.

From the overall concept to the tiniest detail, Aesop's Village is the result of the skill and experience of a range of design professionals working together to make countless design decisions.

## **RESULTS**

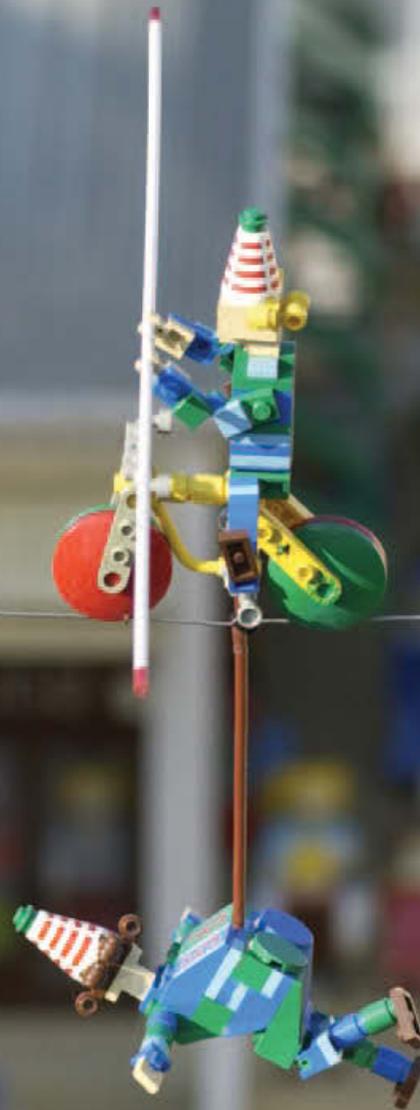
### **A brand new model**

To satisfy Everland's goal of setting a new standard of excellence, FORREC worked closely with the client team to create a complete park environment. Aesop's Village has gone beyond expectations. It is now a marquee attraction and has become the first of many story-based attractions in development for Everland.



LEGOLAND  
DEUTSCHLAND

50 Million  
LEGO Bricks  
Await  
Discovery





Build a Great  
Park and a  
Great Model for  
Future Parks

<b>CLIENT</b>	LEGOLAND Global Family Attractions
<b>LOCATION</b>	Günzburg, Germany
<b>OPENED</b>	May 15, 2002
<b>DURATION</b>	4 years from start to opening day
<b>SIZE</b>	24.4 ha.
<b>SCOPE</b>	Lead consultant responsible for coordination of all consultant work and: <ul style="list-style-type: none"><li>- master planning</li><li>- architecture</li><li>- area development</li><li>- interior design</li><li>- signage and graphics</li><li>- ride and attraction design and coordination</li><li>- construction</li></ul>
<b>COST</b>	180 million (\$US)

“We created an exciting new experience by introducing a well-loved toy into a whole new environment.”



**THE OPPORTUNITY**  
**Build on success**

With three successful parks already in operation, LEGOLAND wanted its next project to set a new standard of quality for its parks around the world. So they picked out the best of previous parks, made improvements on them where needed and added new experiences. To go along with the design improvements, LEGOLAND also wanted a better system of documentation so that, with adjustments for site conditions, standard drawings and instructions could be used for future parks.

**THE BIG IDEA**  
**Learn by playing**

LEGO believes that children learn and grow through active, inquiring and constructive play. The challenge was to bring this philosophy to life in an exciting and entertaining full-size play-and-learn family environment using LEGO blocks and products. Each of the park zones includes a variety of play experiences that focus on hands-on, rather than passive, activity.

## A Plan That Reflects the Park's Philosophy



### **OVERALL APPROACH**

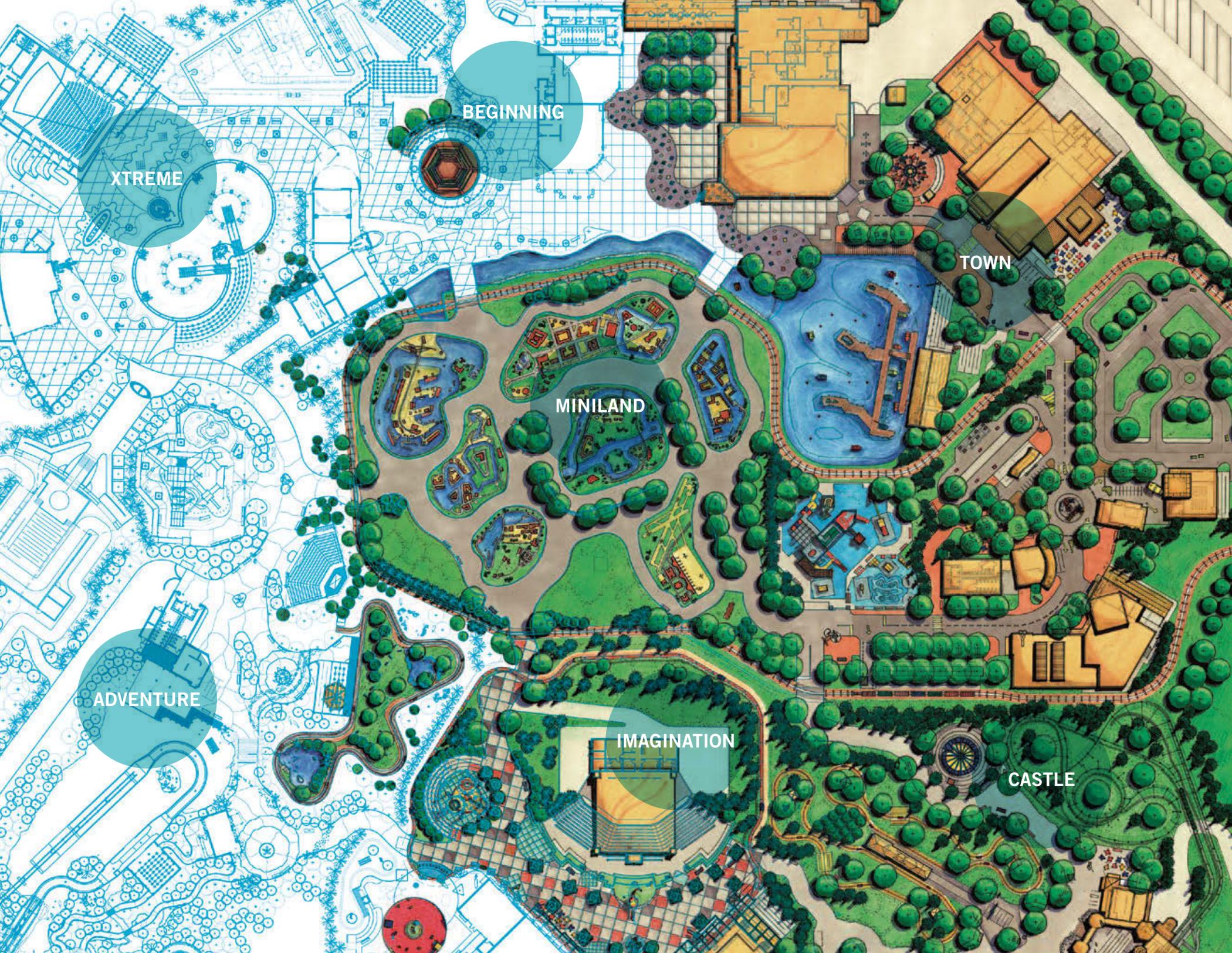
**Create a great Master Plan  
(start with a strong concept)**

FORREC based the Master Plan on LEGOLAND's basic concept, which was clear and strong, so that over the course of the project the plan changed very little. When tweaks had to be made, the Master Plan acted as the guide, but its basic organization stayed intact. This success was due mostly to the client's strong philosophy, which the FORREC team was able to express in a design solution that would act as a model for future projects.

### **THE DETAILS**

**Especially the budget**

When you think of LEGO, you probably think of tiny details. So when we designed the park, we wanted to create little play environments – “little moments” – everywhere. FORREC and LEGOLAND also directed this attention to detail toward the project budget, which was closely watched, even beyond the customary reviews. The advantage to this constant attention was that adjustments could be made as needed. Cost savings or overruns in any one area could immediately be balanced out in other areas. Budget surprises were always small and manageable, so that the project schedule and overall budget were kept on target at all times.



XTREME

BEGINNING

TOWN

MINILAND

ADVENTURE

IMAGINATION

CASTLE

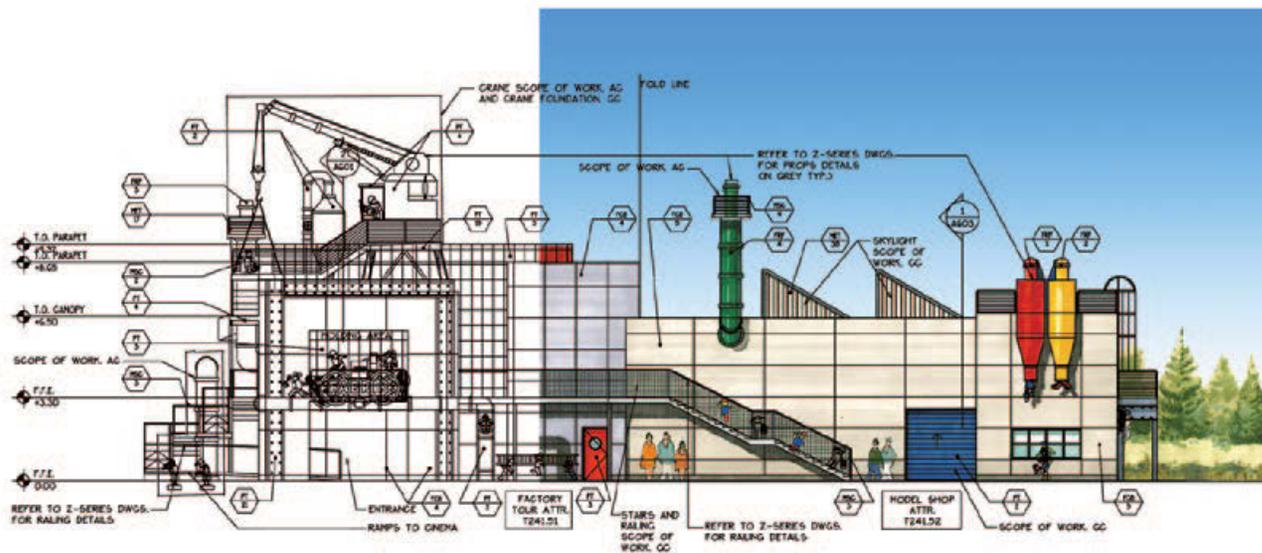


“LEGOLAND HAS ENJOYED A TEN YEAR WORKING RELATIONSHIP WITH FORREC. THEY PLAY A KEY ROLE IN OUR PLANNING AND DEVELOPMENT FOR NEW LEGOLAND PARKS AND THEIR INVOLVEMENT HAS BECOME INVALUABLE.”

- John Jakobsen, *President and General Manager*  
LEGOLAND, California

“Everyone who worked on the project felt like part of a family. We grew as individuals and as a team. And we accomplished something that children and their parents will enjoy for a long time.”





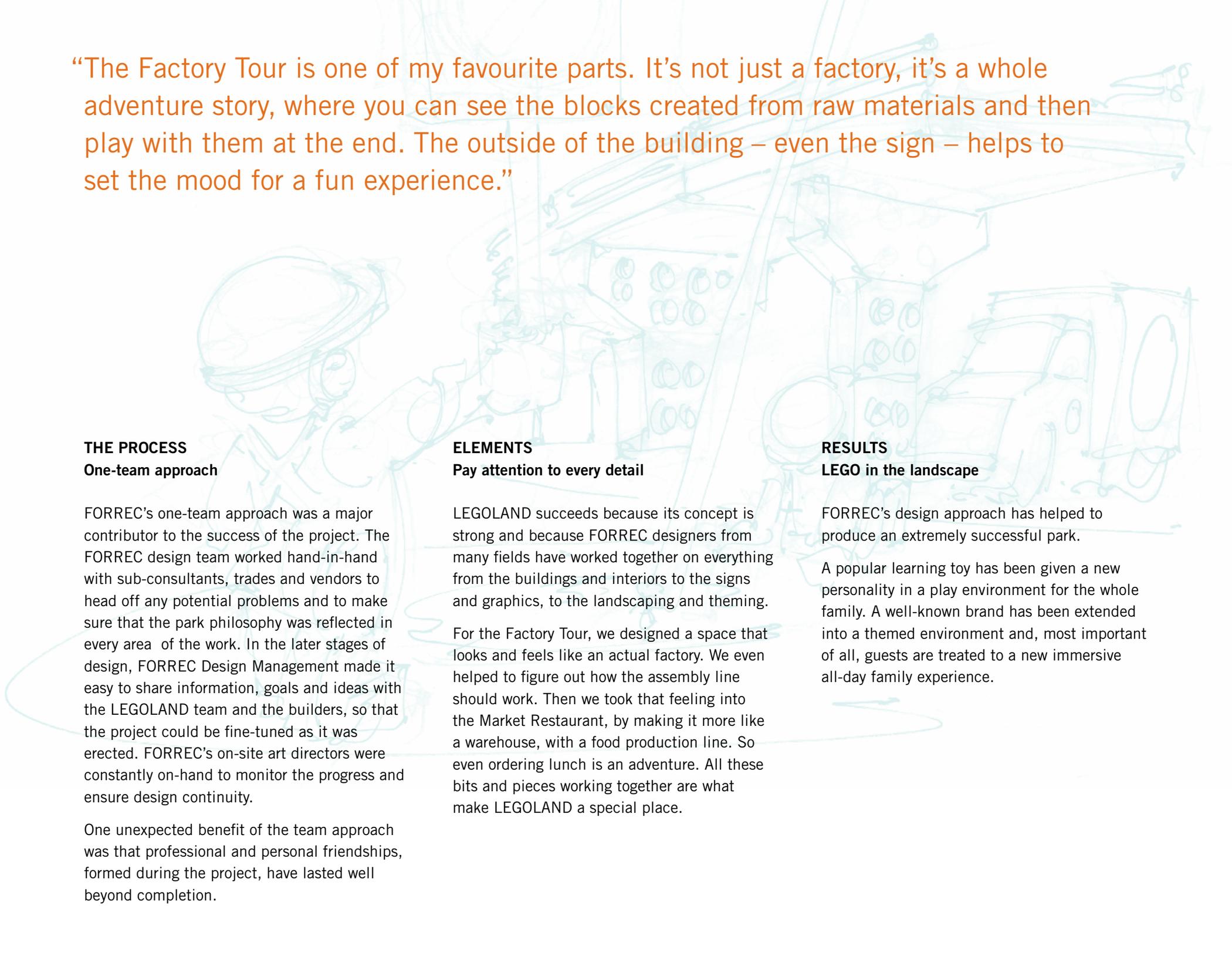
With LEGO products as a starting point, the FORREC design team created seven separate themed areas – Beginning, Town, Castle, Imagination, Land of Adventure, Xtreme and Miniland – that would engage all members of the family in active discovery play.



“We worked closely with the client every moment of the project – from initial programming to construction. It was like watching a dream come to life.”

Bring the Client's  
Philosophy to Life





“The Factory Tour is one of my favourite parts. It’s not just a factory, it’s a whole adventure story, where you can see the blocks created from raw materials and then play with them at the end. The outside of the building – even the sign – helps to set the mood for a fun experience.”

## **THE PROCESS**

### **One-team approach**

FORREC’s one-team approach was a major contributor to the success of the project. The FORREC design team worked hand-in-hand with sub-consultants, trades and vendors to head off any potential problems and to make sure that the park philosophy was reflected in every area of the work. In the later stages of design, FORREC Design Management made it easy to share information, goals and ideas with the LEGOLAND team and the builders, so that the project could be fine-tuned as it was erected. FORREC’s on-site art directors were constantly on-hand to monitor the progress and ensure design continuity.

One unexpected benefit of the team approach was that professional and personal friendships, formed during the project, have lasted well beyond completion.

## **ELEMENTS**

### **Pay attention to every detail**

LEGOLAND succeeds because its concept is strong and because FORREC designers from many fields have worked together on everything from the buildings and interiors to the signs and graphics, to the landscaping and theming.

For the Factory Tour, we designed a space that looks and feels like an actual factory. We even helped to figure out how the assembly line should work. Then we took that feeling into the Market Restaurant, by making it more like a warehouse, with a food production line. So even ordering lunch is an adventure. All these bits and pieces working together are what make LEGOLAND a special place.

## **RESULTS**

### **LEGO in the landscape**

FORREC’s design approach has helped to produce an extremely successful park.

A popular learning toy has been given a new personality in a play environment for the whole family. A well-known brand has been extended into a themed environment and, most important of all, guests are treated to a new immersive all-day family experience.

# Selected Theme Park Projects



# A gateway to excitement

## Universal Studios Islands of Adventure – Port of Entry



### CLIENT

Universal Orlando

### PROJECT

Universal Studios Islands of Adventure – Port of Entry

### LOCATION

Orlando, Florida, USA

### SCOPE

Design and documentation of all aspects of the multi-themed building exteriors

### OPENED

1999

An extension of Universal Studios Florida, Islands of Adventure remains one of the most technologically sophisticated theme parks in the world. Our design for the Port of Entry incorporates an imaginative mix of flamboyant architecture to create a fictional port from which guests can begin their journey to any of the park's five islands.



# A true classic

## Universal Studios Florida



### CLIENT

A Universal/  
Rank Group Joint  
Venture

### PROJECT

Universal Studios  
Florida

### LOCATION

Orlando,  
Florida, USA

### SCOPE

Master  
planning, design  
development  
and construction  
documentation

for all area  
development  
of the site and  
all site-related  
features. Design  
development of

all set facades  
[in association  
with USF's Art  
department].

### OPENED

1990



Not just the most spectacular movie studio theme park in the world, but also a working film and TV production facility, USF encompasses a variety of movie set environments, each offering a mix of film-based attractions, along with intensively themed food service and retail facilities. FORREC provided master planning, design development and construction documentation for the site's area development and all site-related features. The park opened in 1990 and FORREC senior staff continues to consult as needed.

# A new theme park standard for the Middle East

## Universal Studios Dubailand

Working with the Universal Studios creative team, FORREC has created a first-of-its-kind tourism destination and a star attraction for Dubailand. Universal Studios Dubailand launches visitors on memorable experiences inspired by the great stories from the golden age of Hollywood. Dubailand immerses visitors in the delights of intricately designed environments, including a spectacular theme park and a variety of world-class hospitality experiences.



CLIENT	PROJECT	LOCATION	SCOPE	SIZE
Universal Studios Dubai	Universal Studios Dubailand	Dubai, UAE	Master plan, program development, concept design and schematic design	80 ha

# Clever planning and 2 new lands

## Universal Studios Singapore

Following the overall master planning of Resorts World\*, FORREC worked in concert with the Universal Studios creative team to complete the design and area development for Universal Studios Singapore (USS). Having worked with Universal Studios on four other parks, the development of USS proved to be an effective and rewarding collaboration. Clever planning allowed the park to accommodate all the required program elements into a limited site and introduce two exciting new lands.



*\* in conjunction with Michael Graves & Associates (hotel architects) and DP Architects Pte. Ltd. (architect of record)*

CLIENT	PROJECT	LOCATION	SCOPE	SIZE	OPENED
Universal Studios Singapore	Universal Studios Singapore	Sentosa, Singapore	Master plan, area development	25 ha	2010



Opened in 2012, the Malaysia park is the first LEGOLAND in Asia. At the heart of the 26 hectare park, with over 40 attractions are the iconic LEGO bricks. LEGO toys are more popular than ever, in this larger than life play-and-learn family environment. Designed to open all-year long, LEGOLAND Malaysia is planned with ample shade and canopies for protection against the region's plentiful sun and rain.

# A year-round park

## LEGOLAND Malaysia



CLIENT	PROJECT	LOCATION	SCOPE	SIZE	OPENED
Iskandar Investment Berhad	LEGOLAND Malaysia	Johor Bahru, Malaysia	Master plan, program develop- ment, concept design through to detail design, construction docu- mentation review	26 ha	2012

# Taking the best of previous LEGOLANDs

## LEGOLAND Florida

Located on the site of the former Cypress Gardens Theme Park, LEGOLAND Florida, with 50 attractions, is the largest of the LEGOLAND parks. In LEGOLAND Florida, the best features of the other LEGOLAND parks have been adapted for the site and a number of existing Cypress Gardens rides and shows have been rethemed to express the LEGOLAND brand. For maximum efficiency, the park has been strategically planned to maintain as much existing infrastructure as possible, including general grades, buildings, utilities, trees and Botanical Gardens.



CLIENT	PROJECT	LOCATION	SCOPE	concept through	SIZE	OPENED
Merlin Entertainments Group	LEGOLAND Florida	Winter Haven, Florida, USA	Master plan and program development for the overall park,	to schematic design of the landscape and new architecture	35 ha	2011

# Celebrating all that is China

## Happy China Valley Theme Park

Happy China Valley celebrates the many interlocking cultures and histories of one of the world's largest and most vibrant countries. Guests of all ages will enjoy visiting ancient dynasties, travelling the fabled silk road, immersing themselves in ancient myths and legends. The Theme Park is divided into five exciting zones, collectively representing the Spirit that is China.



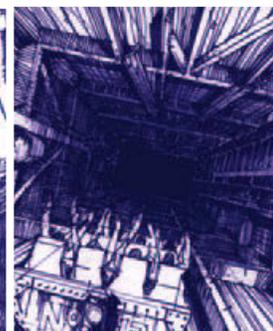
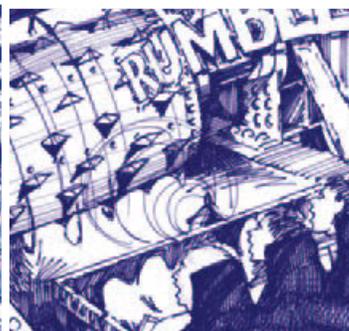
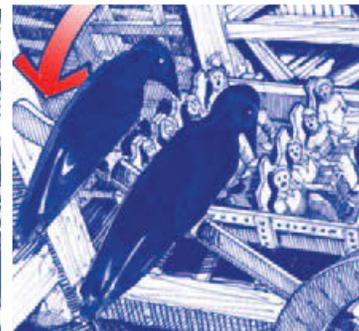
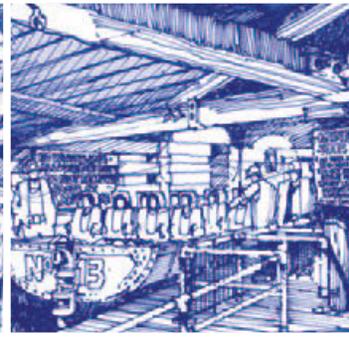
CLIENT	PROJECT	LOCATION	SCOPE	SIZE
Shaanxi Culture Industry Investment Holdings (Group) Co. Ltd.	Happy China Valley Theme Park	Xi'an, Shaanxi, China	Concept master plan	40 ha

The Herschend Family Entertainment Company chose FORREC to help them create a thrilling and distinctive new dark-ride roller coaster for Dollywood, one of their nationally renowned theme parks. The Mystery Mine ride takes adventurous visitors on a high-speed runaway train ride through a 1900s-era hard rock mine shaft, including an 85-foot vertical drop. The attraction opened to wild acclaim; one reviewer called it “gob-smacking.”



# A “gob-smacking” ride

## Dollywood Mystery Mine



### CLIENT

Herschend Family  
Entertainment  
Company

### PROJECT

Dollywood Mystery  
Mine Dark Ride

### LOCATION

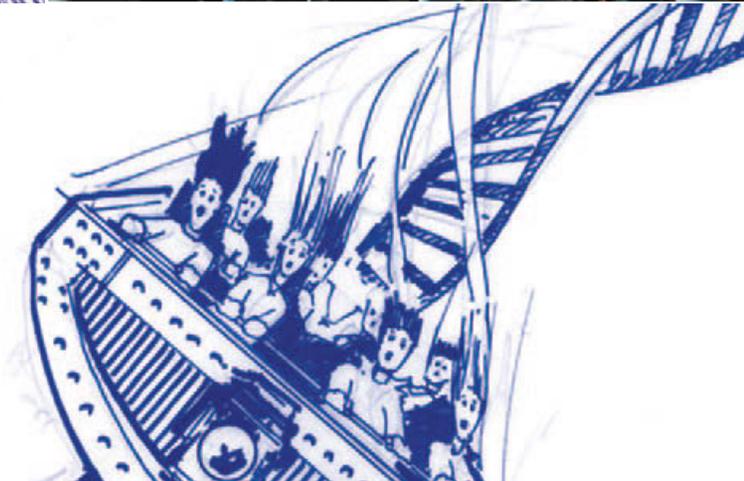
Pigeon Forge,  
Tennessee, USA

### SCOPE

Master plan, pro-  
gram development,  
concept design  
through to com-  
prehensive design  
documentation

### OPENED

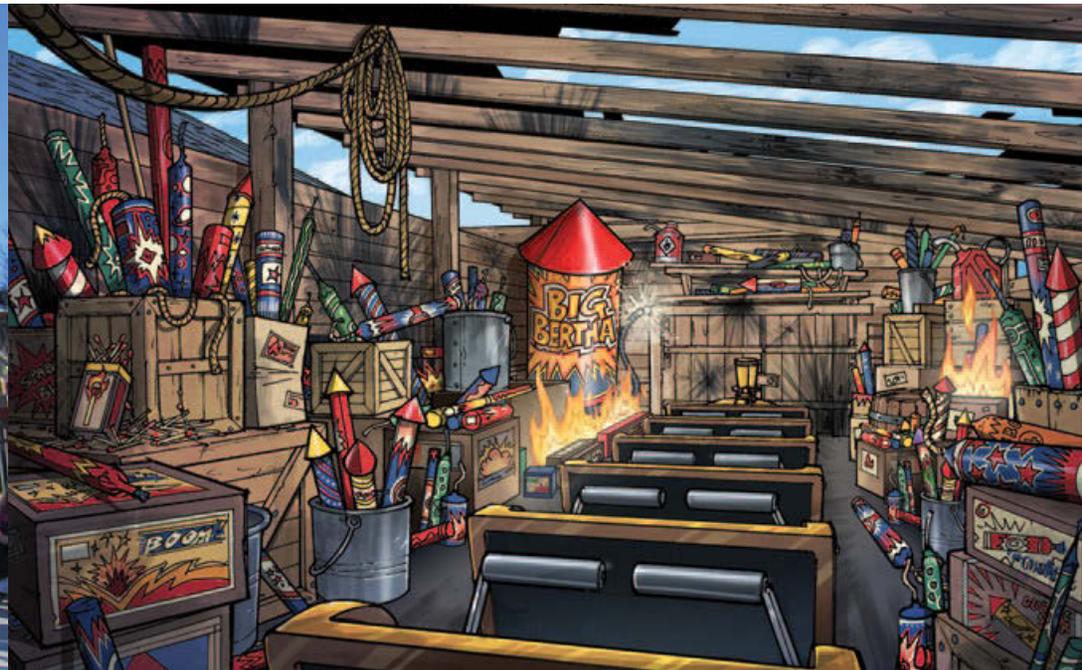
2007



# Where lightning strikes, many times a day

## Firechaser Express, Dollywood

North America's first "dual-launch family coaster," this thrill-packed ride puts the guest literally in the hot-seat. When a dry-lightning fire threatens to engulf Crazy Craig's Gas and Fireworks Emporium, only the new recruits (that's us) will be able to save the day. Launched onto a rickety track, we arrive at the Emporium only moments before the huge explosion, whose force sends us careering backwards, along a different perilous route, back to the station.



### CLIENT

Herschend Family  
Entertainment

### PROJECT

Firechaser Express

### LOCATION

Pigeon Forge,  
Tennessee, USA

### SCOPE

Master plan,  
concept to detail  
design

### OPENED

2014

# Five zones of movie excitement

## China Film Theme Park

At China Film Studio, 19 hectares of land have been set aside for a world-class theme park, to promote film and television development, celebrate popular film culture, and deliver an exciting theme park experience. The central garden, China Film Plaza, is surrounded by five indoor themed zones, representing Cartoons, Historical Epics, Science Fiction, Action and Adventure. A multipurpose theatre, tram tour and tower ride, are signature attractions that integrate the Plaza with the five zones.

**CLIENT**

China Film Group

**PROJECT**

China Film  
Theme Park

**LOCATION**

Beijing, China

**SCOPE**

Master plan and  
concept design

**SIZE**

19 ha

# A green entertainment counterpoint

## Wanda Nanchang Theme Park

The rich culture of Nanchang and Jiangxi Province is celebrated in this theme park, part of the Wanda City development. In a region well known for its lakes and mountains, the five zones of the outdoor park surround an existing central lagoon to recall the natural, cultural and mythical environments of this storied region in a garden-oriented setting. Not to let the passive beauty of the landscape fool you, there are a number of record breaking rides for China which will impress any thrill seeker.

**CLIENT**

Wanda Group

**PROJECT**

Wanda Nanchang  
Theme Park

**LOCATION**

Nanchang, Jiangxi,  
China

**SIZE**

78 ha

**SCOPE**

Master plan and  
concept design to  
detail design

**OPENING**

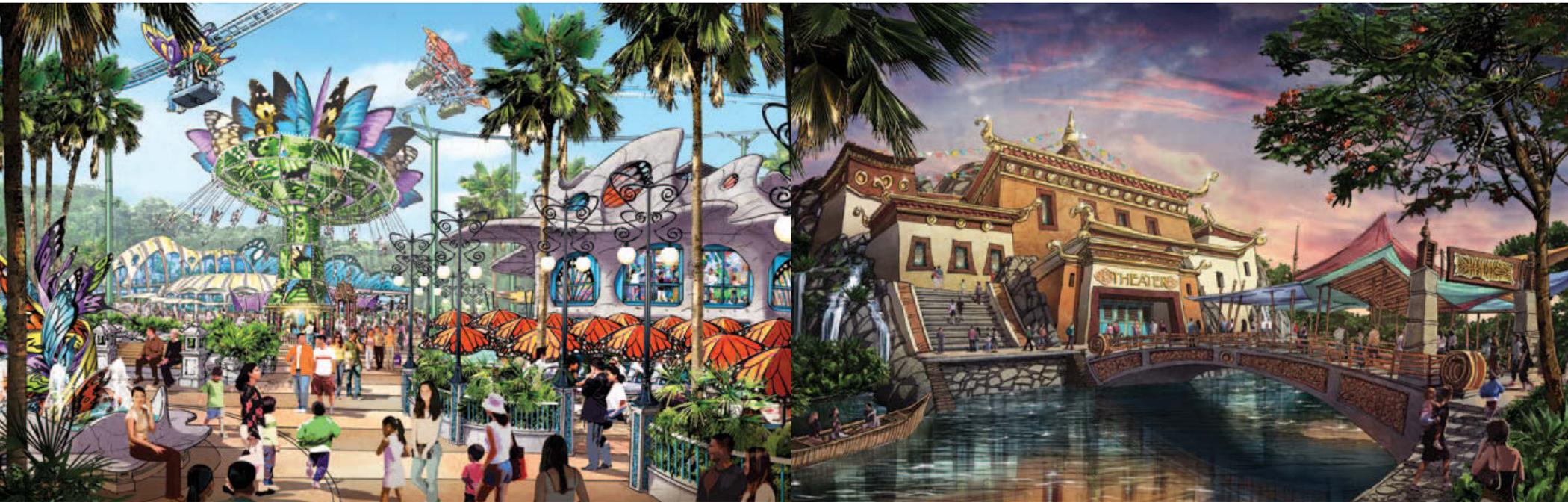
2016



# A resort that celebrates diversity

## Wanda Xishuangbanna International Theme Park

Located in China's lush, tropical Yunnan province, the Wanda Resort comprises, hotels, a commercial district, a golf course, residential districts, along with a unique destination theme park. Embracing the colours, culture and natural wonders of Xishuangbanna, the park includes five distinct "lands" and a water park to express the diversity of the region. The arrival plaza also functions as a free zone, uniquely designed for Water Festival celebrations.



CLIENT	PROJECT	LOCATION	SCOPE
Wanda Group	Wanda Xishuangbanna Theme Park	Jinghong, Yunnan, China	Master plan, concept to detail design



The Enchanted Kingdom Theme Park is based on the popular storybook *The Story of Enchanted Kingdom*, which describes the many thrilling adventures of The Wizard Eldar. In the theme park, scenes from Eldar's travels are vividly brought to life with exciting rides and attractions. This extremely successful park shows great growth potential in terms of attendance (from two million to three million) and area (from 12 hectares to 35 hectares).



# A storybook comes to life

## Enchanted Kingdom



**CLIENT**  
Enchanted  
Kingdom

**PROJECT**  
Enchanted  
Kingdom

**LOCATION**  
Santa Rosa,  
Philippines

**SCOPE**  
Master plan and  
concept design

**SIZE**  
20 ha

# Guiding the future

## Discoveryland

FORREC studied the existing park, developed a long range 10 year master plan with creative overview to guide the park for successful development and growth to double the attendance.



CLIENT	PROJECT	LOCATION	SCOPE	SIZE
Haichang Group	Discoveryland	Dalian, China	Existing park review, 10 year master plan study	47 ha

# A world of animals protected by a watchful tiger

## Earth Kingdom – Chimelong Theme Park

Earth Kingdom extends the Chimelong brand and its major themes – Animals, Nature, Entertainment and Tourism – into an exciting new environment that explores the world of land and air creatures, reflected in buildings, attractions and landscape elements throughout the site. The centrally located Earth Kingdom Icon consists of a carved animal-themed base, supporting a watchful, resting tiger and is visible from throughout the park and approaches. Within the Theme Park, zones represent five groups of creatures – Bears, Monkeys, Cats, Birds and Insects – and include attractions and a live-action animal theatre.



CLIENT	PROJECT	LOCATION	SCOPE
Chimelong Group Co. Ltd.	Chimelong Theme Park	Panyu, Guangzhou, China	Concept master plan

# A crystal lagoon and an adventurous traveller

## Lingshui Bay Ocean Theme Park

On a spectacular site, by a clear-water lagoon in Hainan Island, the client wished to create an integrated resort, as part of a larger strategy to develop the area as a tourist destination. FORREC was commissioned to prepare a master plan that included resort hotels, a water park, and a theme park with an unusual storyline based on an inventive traveller and his friends. With the plan now approved, detailed design is underway.



CLIENT	PROJECT	LOCATION	SCOPE	SIZE
R&F Properties	Lingshui Bay Ocean Theme Park	Lingshui, Hainan, China	Master plan, program development and concept design through detail design	53 ha



# SEA GARDENS



# A unique multi-storey movie experience

## Wanda Wuhan Movie Park

This multi-level facility is the world's only indoor movie theme park. Motion-based excitement is provided by six multi-sensory theatres, including a 4-D theatre, a flying theatre, a motion base simulator ride, a media/live action theatre, a disaster theatre and an interactive dark ride. A retail/food and beverage component ties together the thrilling park experience.



### CLIENT

Wanda Group

### PROJECT

Wanda Wuhan  
Movie Park

### LOCATION

Hubei, China

### SCOPE

Concept design,  
schematic  
design, detail  
design review,  
construction  
design review,  
media review

### SIZE

49,000 m<sup>2</sup>



STREETS OF

STARBLAZER



**Starblazer:**  
Journey Through the Black Hole  
星際的意外-黑洞之旅

Arrival in the Air  
飛越天空



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.

**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](mailto:designs@forrec.com)  
[www.forrec.com](http://www.forrec.com)



Designing Success