



## PLANNING COMMITTEE BIOS



### **Larry Tuch**

Principal, Narrative Concepts

Larry Tuch is a writer and creative consultant working in the areas of themed entertainment, interactive media and place making. He has written for primetime television dramas and worked as a freelance writer and interactive designer for Paramount Pictures and Walt Disney Imagineering.

Larry's most cutting-edge work has been in the field of interactive and immersive environments. He was the Head Writer and co-designer for the Paramount Television Group's StoryDrive™ Engine Project which focused on blending Hollywood-style story and character development with interactive design. He has scripted large screen virtual reality theater scenarios for the USC Institute for Creative Technologies and was the narrative designer for *Ashes to Ashes*, a VR theater project that presented the personal narratives of survivors of the 9-11 tragedy (in collaboration with the Virtual Reality Application Center at Iowa State University). For the Wyatt Design Group, he scripted and did the navigational design for prototype large format VR "tours" of the Mogao Cave Temples, a World Heritage Site located on the fabled Silk Road in China's Gansu Province.

In the fields of Place Making and Experience Design, Larry has worked on the creative development teams for the location-based *AOL Time Warner Experience* and the City of Cerritos' *Library of the Future*. The library project produced a concept design for an experiential learning center combining advanced media technologies with a themed environment.

Larry's current projects in the areas of Place Making and Experience Design include creative consulting for Pacific Park on the Santa Monica Pier (with fellow TEA member Jeff Mayer and master planning consultant Terry Palmer) and a flagship property for a projected chain of family recreation centers.



## **Lisa P. Nash, Producer**

Lisa Nash is a seasoned Show Producer who brings exceptional drive, a sense of humor and a deep appreciation for the design process to effectively and efficiently motivate and lead teams in the collaborative development, design and production of high quality Themed Entertainment. She competently and comfortably works across disciplines to produce projects of all scopes and budgets on time and on schedule. Over the past 15 years, Lisa has worked with many of the industry's pre-eminent entertainment design firms leveraging some of the world's best-known brands to produce successful, exciting and repeatable guest experiences for her clients. Many of her projects have won THEA Awards.

A representative listing of Lisa's projects:

**Universal Studio's "Transformers" Attraction** (for The Hetteema Group)

**Dreamworks Dubailand Theme Park** (for The Hetteema Group)

**"Beyond All Boundaries" 4D Theater Experience** for the National World War II Museum (New Orleans)  
(for The Hetteema Group)

**Warner Bros Movie World Abu Dhabi** (for Wyatt Design Group | MSI)

**Toyko Disneyland's "Jubilation" 25<sup>th</sup> Anniversary Parade** (for On Track Themes)

**Tiger Beer Visitor Experience** (Singapore) (for BRC Imagination Arts)

**Busch Gardens Tampa Jungala Land** (for Wyatt Design Group | MSI)

**Hershey's Great American Chocolate Tour** (for On Track Themes)

**Abraham Lincoln Presidential Library and Museum** (for BRC Imagination Arts)

**Olympic Spirit Toronto** (for Gary Goddard Entertainment)

**The Grammy Exposition, New Orleans** (for Landmark Entertainment Group)

**Hershey's Really Big 3D Show** (for Landmark Entertainment Group)

**The Mask in 3D, Parque Temático en Madrid** (for Landmark Entertainment Group)

Lisa bridged from Marketing and Consumer Products to Location Based Entertainment through 6 years with Viacom Consumer Products, the licensing division of Paramount Pictures. There, she developed promotional events, touring exhibits & attractions and restaurants leveraging the studio's "evergreen" intellectual properties such as Star Trek, Mission Impossible, Forrest Gump, Frasier, Cheers, even an Audrey Hepburn "Breakfast at Tiffany's" Barbie doll with Mattel!

# SATE 09

storytelling / architecture / technology / experience



Lenny Larsen

**LENNY LARSEN – Chief Creative Officer**

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Lenny Larsen is an accomplished creative director/show designer for theatrical and themed entertainment experiences. He holds a bachelor's degree in themed entertainment design and a master's degree in entertainment technology both from Carnegie Mellon University's Entertainment Technology Center (ETC). Originally trained as a theatrical designer and director, Lenny is responsible for developing the creative vision behind more than sixty major projects including themed attractions, museums, and theatrical productions. With extensive experience and proven proficiency in the worlds of design, technology, production, and even operations, he brings a comprehensive and well-rounded background to each and every project. Lenny has been a growing presence in the themed entertainment industry since 2000. From an early start in theme park operations as a performer at Walt Disney World to his most recent role leading the conception and design of numerous Landmark Entertainment Group projects around the world, Lenny is quickly earning an international reputation for his contributions to innovative and immersive entertainment experiences. Building on his passion for pushing the creative envelope and commitment to growing the next generation of the industry, Lenny also serves as Vice President for the board of directors for the Western Division of the Themed Entertainment Association (TEA), an international organization representing creators of compelling places and experiences.

## **ABOUT NEXT GENERATION CREATIVE, LLC**

Next Generation Creative (NGC) brings together top talent from a diverse array of disciplines with a single focus: changing the way people look at and interact with entertainment environments, live events, and media offerings. With a talented creative team of producers, directors, designers, technologists, programmers, and artists we approach projects with both sides of the brain, merging compelling storytelling and dynamic visuals with state-of-the-art technology to conceive and develop innovative new places and experiences. Next Generation Creative is a versatile resource for the world's leisure and entertainment developments: from conceptual narratives and storyboards to show set and lighting design... from technology development to on-site direction and project installation... chances are NGC can help make whatever is in your imagination into a reality. The team at Next Generation Creative has been responsible for the design and production of immersive environments and experiences for resorts, theme parks and attractions, large-scale special events, theatrical productions, and myriad museums and other venues across the country and around the world... from LA to Orlando, from London to Shanghai. Next Generation Creative was founded in 2006 by graduates of Carnegie Mellon University's Entertainment Technology Center, a program recognized around the world for excellence in entertainment experience design. Their collective clients have included Walt Disney Imagineering, Thinkwell Design & Production,

Landmark Entertainment Group, the Brand Experience Lab, the Carnegie Museums of Pittsburgh, and countless others



## **Carole Mumford - TEA**

Carole Mumford is the Manager of Special Relations and Events for the Themed Entertainment Association (TEA) where she is responsible for coordinating annual events such as the Thea Awards and SATE conference.

As an accomplished event coordinator Carole has produced successful conferences and trade shows for organizations such as the Disneyana focused NFFC, as well as a wide variety of humane groups. Carole's passion for animals led to her serving as Director of Volunteers for a humane organization where she motivated and led teams in the production of numerous successful events.

As a partner in the creation of the publishing company Camphor Tree Publishers, she was responsible for the development and promotion of such popular books as, "Disneyland, the Nickel Tour" as well as books on some of The Disney Company's greatest legends.

Her extensive experience in event coordination brought her to the TEA where she enjoys working with the many talented leaders of the themed entertainment industry.