

Christian Lachel

ICP Pavilion Creative Director and Vice President
BRC Imagination Arts

As one of the themed entertainment industry's leading creative directors, Christian brings incredible creativity, leadership, design expertise, business acumen, and strategic thinking to BRC's clients and projects. His design philosophy of immersing guests in an "emotional journey" is at the heart of Christian's contributions to numerous breakthrough projects for a diverse range of clients, ranging from entertainment attractions, major brands, corporations, world expo pavilions, museums, cultural, nature & heritage attractions, government agencies, and global tourist destinations.

Christian has worked extensively on BRC projects throughout China and has spent the last three years focused on the Expo 2010 Shanghai. Providing creative assistance for a variety of pavilions including the China National Pavilion, USA Pavilion and SAIC-GM Pavilion, Christian lead the creative team for the Information and Communications Pavilion from tender through production. Collaborating closely with senior leadership at China Mobile and China Telecom, he helped create & produce a unique interactive pavilion experience that aligns with the future vision of both companies. The result, is a pavilion that is a big hit with audiences, emotionally connecting the story of communication with kids and families.

Christian is a member of the U.S. Green Building Council, a LEED accredited professional, and a past board member of the Society of Environmental & Graphic Design. He occasionally teaches courses in Experience and Environmental Design at the Art Center College of Design in Pasadena, CA, where he graduated with honors. His life and work have been further enriched by his training experience with the United States Navy and Special Warfare Leadership.