

Daren Ulmer

President/CCO
Mousetrappe



*Premier Media Designer, Industry Leader and Creative Artist, **Daren Ulmer** is pushing **Mousetrappe**, an experiential media firm headquartered in Pasadena, CA to provide high-level creative development and direction of intricate media designs and productions. Daren is the left and right brain for the company – managing to handle both the creative and technical disciplines for all complex media-based projects. He and Mousetrappe are known for expert innovations worldwide — continually improving the way media is implemented to advance story and enhance space.*

For 20 years, Ulmer has been a key contributor to the experiential attractions and entertainment industry with a solid reputation for problem solving ahead of the curve, avoiding costly issues that can plague sophisticated productions, and empowering creative directors to use media in ways they may not have known were possible. Daren and Mousetrappe just get it done — without drama or headaches, they simply know how to make media work.

Daren was the driving force behind the look, visual effects, and overall media design, post-production and installation of “Beyond All Boundaries” the multi-sensory cinematic experience and AAM Muse Gold Award winner for the National WWII Museum in New Orleans. A Visual Effects Society (VES) award nominee, “Beyond All Boundaries” set a new standard for excellence and received praise from the New York Post stating, “In the future, all history will be taught like this.” Having worked very closely with Executive Producer, Tom Hanks and Creative Director/Producer, Phil Hetteema at The Hetteema Group, Daren is proud of the numerous accolades and national media attention the project received.

Most recently, Mousetrappe designed the architectural projection covering Hogwarts Castle for Thinkwell’s production of the nighttime spectacular for the VIP opening event of “The Wizarding World of Harry Potter” at Universal Orlando Resort. The complexities of the rockwork and Hogwarts Castle created, quite possibly, the most complex architecturally registered projections ever created, utilizing eight never-before-used HD Christie projectors and footage taken from the Harry Potter motion pictures and original CGI effects to match the look of the films.

Mousetrappe enjoys strong working relationships with WDI, Disney Creative Entertainment, Universal Studios (Japan & Florida), Busch Gardens (Tampa), The Hetteema Group and Thinkwell Design & Production. Currently Mousetrappe is providing media designs and plans for several upcoming theme parks, resorts, cruise ships, and museum developments across the country and internationally.

Ulmer began his career at The Walt Disney Company (spanning nearly 10 years) in various capacities such as creative development, management and production for theme parks and special events worldwide where he played a vital role in the conversion to digital playback and workflow for shows, rides, and parades including “Small World - Holiday” (Disneyland), “Mulan Parade” (Disneyland and Disney Hollywood Studios) and “Fantasmic!” (Disney Hollywood Studios).

Mr. Ulmer is an active member of the Themed Entertainment Association (TEA), currently serving on the International Board and is a past president of the Western Division. A recent guest speaker at the Counsel of American Jewish Museums with Moderator Marty Sklar, SATE 2010 presenting “Beyond All Boundaries” with The Hetteema Group, and Daren is scheduled to speak at IAAPA in November 2010.

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