

## *John Paul Geurts*

Vice President, Creative Director  
Nickelodeon Recreation

*The last 16 years of a 22 year design career has been focused on creating Nickelodeon experiences. John Paul has become the driving force for all creative and brand expressions for the Nickelodeon Recreation group. Today that business encompasses partnerships with eleven Theme Parks worldwide, Nickelodeon Resorts including the Nickelodeon Family Suites in Orlando, and domestic and international live entertainment.*

*All design and story driven content is managed by John Paul and his collaborative team. From walk around characters to thrill rides, this amazing group touches it all. Keeping a wide range of partners excited about Nickelodeon is at the core of his day to day work. With John Paul's leadership, the Nickelodeon shows and attractions remain fresh and current. The unique look of these projects is the hallmark. He is constantly striving to improve the guest experience and reinvent the environment that allows families to play together.*

*Prior to working with Nickelodeon, John Paul had a large clientel in both the legitimate theatre and hospitality industries. While living in New York, he worked with some of the most prestigious directors and designers in the business. In 1989, he Art Directed three of the original attractions for Universal Studios Florida. He later created Halloween Horror Nights for and the original Christmas Holiday Event for Universal as well. Other clients and projects have included Disney's Boardwalk, Epcot's Mission Space, Universal Studios Hollywood, Silver Dollar City, MTV and Microsoft.*

*The original education and work in live theatre continues to drive his story telling ability and collaborative skills. He is know as a "Director's Designer." He works tirelessly to tell the story through visual interpretation without ego or prejudice. John Paul's work was heralded in the New York Times as being "unique and beautiful" for his production design of Glimmerglass Opera's Albert Herring.*

*His career spans from regional projects to multimillion dollar resorts and attractions at some of the most prestigious theme all over the world. At the heart of his creative leadership is a commitment to high quality, unique interpretation and always keeping the focus on the audience and their needs.*