



Larry Tuch

Principal, Narrative Concepts

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

In the area of interpretive and experiential learning environments, Larry's projects have ranged from museum exhibits to cultural heritage. He has worked as a creative consultant to the Franklin Institute and Science Museum and the LAPD Historical Society. As a member of the development team for the City of Cerritos' *Library of the Future*, he was one of the creators of the concept design for an experiential learning center combining advanced media technologies with a themed environment. For the Wyatt Design Group, he scripted prototype IMAX-size virtual reality theater "tours" of the Mogao "Thousand Buddha Caves," a U.N. World Heritage Site located on the fabled Silk Road in China's Gansu Province.

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. In addition to his work on the "Thousand Buddha Caves" project, he has scripted large screen virtual reality theater scenarios for the USC Institute for Creative Technologies and the U.S. Army. He was also 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).

In the field of Place Making, Larry's work focuses on shaping the stories and themes that inform the design of visitor destinations. Past projects have included the location-based *AOL Time Warner Experience* and creative consulting for Pacific Park on the Santa Monica Pier. He is currently working with Jeff Mayer & Partners on the conceptual development of a master plan for a new community and tourist destination in Baoji, People's Republic of China.

Larry is a member of the Writers Guild of America, west and the International Board of Directors of the Themed Entertainment Association. He has served on the Industry Advisory Council of the University of California Digital Media Initiative Program and taught Interactive Narrative as a Visiting Assistant Professor at UCLA's School of Theater, Film and Television. His Interactive and Immersive projects have been profiled in the Wall Street Journal, the Christian Science Monitor and "Digital Storytelling: A Creator's Guide to Interactive Entertainment" written by Carolyn Miller (Focal Press).