

TEA



march 19 2010

CONNECT

YOUR TEA STAFF

Gene Jeffers
Executive Director

Brian Szaks
Manager of Member
Relations

Carole Mumford
Manager,
Special Relations
and Events

Ann Gallagher
Office Manager

A Smash Hit! You Had To Be There!
Garner Holt Productions and AECOM present
The 16th Annual Thea Awards
The Globe Theatre, Universal Studios Hollywood
March 6, 2010

Upcoming TEA Activities

- March 25 TEA Convention Mixer at Halloween & Attractions Show, St. Louis, see p. 11
- March 25 Eastern Division "Design & Building" Mixer, Orlando, 5.30-7.30 pm, see p. 6
- April 21 TEA Eastern Behind the Scenes Orlando - Save the Date

Save The Dates: June 30 and July 1: TEA Europe & Middle East Meeting and Behind the Scenes, Nurburgring, Germany. Details to come shortly!

NOTE: TEA's SATE Europe has been postponed to early 2011.



WET's Mark Fuller accepts the Thea Lifetime Achievement Award



Presenters included (l to r) Daren Ulmer, Mousetrappe; Patti Drum, Lexington and Yvette Whitaker, Falcon's Treehouse; Alan Wilkinson, Electrosonic, Ltd.; and TEA Founder Monty Lunde



(l to r): OCT East Vice Chairman Jian Di'an accepts a Thea Award for Outstanding Achievement for The Tea Show at henzhen Resort; Richard Sherman and the 16th Annual Thea Awards Vocal Ensemble (Stewart Irel, Musical Director); and Roberta Perry, ETI and Chip Largman, Universal Creative.

More Thea Awards Gala and TEA Summit Photos on page 3

TEA



march 19 2010

CONNECT

From The President: Wow! What A Night!

Wow! All I can say is Wow! What a great weekend for the TEA!

As I stood at the podium last week during the closing segment of the THEA's, I just kept rereading the script in my mind, I was to start with WOW! The attendees thought I was lost and confused... I just kept thinking I am not a "WOW" type of guy, that word just has not been in my vocabulary for years, neat, outstanding, cool, super, great job are words you will hear me use but not WOW. I explained this to the audience, but the word WOW kept working its way out of my mouth.

It really was a WOW type of night... Great job to all that worked on, supported, and in any other way made it a WOW night for me. Here is a list of most of the names, and I am sure I will miss someone, and for that I am sorry, but as you read the list of names, you will see many of the our old guard, but most are part of the new guard. So thank you all...

A huge thanks to the production team:

Lenny Larsen, Next Generation Creative (Creative Director, Production Designer, Head Writer), Nancy Emerson, Universal Creative (Associate Show Producer), Patrick Kling, Next Generation Creative (Creative Coordinator), Carlos Miranda, Methodology (Show Producer), Ernie Merlan, Merlan Creative Studio (Media Producer), Jill Gilbert, One Plus Production (Media Producer), Tina Brower, Tina Brower Lighting Design (Lighting Designer), Tim Padilla, Universal Studios, Hollywood (Technical Director), David Aion, Aion Company (Scenic Production Supervisor), Nelson Ruger, Next Generation Creative (Production Designer), Mitch Russon, Next Generation Creative (Assistant Director/Show Writer), Samuel Miller, Next Generation Creative (Show Writer), Michael Chase, Cedar Stage Productions (Live Video Director), William Coiner (Production Show Manager), Jennifer Ludden, Universal Studios, Hollywood (Assistant Stage Manager), Lynn Allmandinger, Wells Fargo Insurance Services (House Manager), Graham Hodgson, Next Generation Creative (Scenic Draftsman), Chris Fayz (Video Editor), Art Freed, Merlan Creative Studio (Motion Graphics Editor), Andy Neil, Merlan Creative Studio (Motion Graphics Artist), Levi Ponce, Merlan Creative Studio (3D animator), Beth Semler, Merlan Creative Studio (Projection Media Designer), Karen Thompson, Merlan Creative Studio (Motion Graphics Designer), Kevin Susman (Video Segment Producer), and of course, Carole Mumford, our Manager of Special Events and Relations.

Stepping up with financial or in-kind support for the 16th Thea Awards Gala were:

Garner Holt Productions and AECOM (title sponsors), Gist Decor (scenery fabrication), LA Propoint (lighting and equipment support), Electrosonic (projection equipment), Philips/Color Kinetics (LED lighting), ETC Architectural (lighting gear), Warner Bros. (additional scenic fabrication), Rando Productions (staging), Universal Creative (additional production support), PRG Lighting (lighting gear), X-nth (wine service), Modern Masters (special scenic finish), MediaMation (Jazz Band), Animal Makers (macaw puppet)

The THEA's were not the only TEA event for the weekend. The Summit was once again a sellout. The new schedule of the business of business on Thursday and then reviewing the case studies of some of the THEA recipients was a hit. Great job Kelly Ryner, Thinkwell Group and Roberta Perry, ETI, you keep raising the Bar for the event.

And in the middle of it all, our Second Annual THEA golf outing attracted some 30 brave souls to the golf course at the Rose Bowl. All finished 9 and some finished the 18 holes before Mother Nature opened up with a rain shower. Next year I understand it will be a golf and poker outing. Brian Leonard told me that the profits from the golf outing are slated to help offset the new web site and database development.

The last two things to be on the lookout for is our Social media sites. We have sites on LinkedIn and Facebook, both are called the "Themed Entertainment Association", please join up and help us grow these forms of networking. After all, our surveys keep telling us that our networking events are why most of you value your membership in the TEA. Finally, speaking of Surveys, we will be sending one out to all of you asking for your input about how often you want to see something in your email from the TEA.

So if you missed the sell out TEA weekend events, you missed one of our best! The production team was great, the venue was great, the food was great, the projects were great. All I can say is thank you all, for letting me hear so many positive comments about the event.

Cheers

A handwritten signature in blue ink that reads "Steve Thorburn".

Steve Thorburn, PE, Thorburn Associates

International Board President, Themed Entertainment Association



TEA



march 19 2010

CONNECT

Thea Awards A Sampler!



(l to r): Laura Foster, Please Touch Museum; Lifetime Achievement Recipient Bob Gurr and Wayne LaBar, Skyscraper; Geoff Benham, Melco Crown Entertainment and Cecil Magpuri, Falcon's Treehouse; Kevin Rafferty, WDI; Lifetime Achievement Recipient Marty Sklar, Marty Sklar Creative



(l to r); Ross Osserman, Universal Creative; Christine Kerr, BaAM Productions and Lifetime Achievement Recipient Tony Baxter, WDI; Phil Hettema, The Hettema Group; Jody Van Meter and Garner Holt, Garner Holt Productions



(l to r): Brian Leonard, Dillon Works!; Michael Mercadante, Main Street Design and Julie Moskalyk, Science North



(l to r): Bob Rogers, BRC Imagination Arts; TEA President Steve Thorburn, Thorburn Associates; and Kelly Ryner, Thinkwell Group

Dark Rides & Shows • Interactive Exhibits • Props & Scenery • Mechanical Media • Show Control

LIFEFORMATIONS
art and technology studio

Animatronics • Portrait Figures • Diorama Figures • Scientific Models

Six Time THEA Award Winner!

2029 WoodBridge Blvd
Bowling Green, OH 43402

419-352-2101
www.lifeformations.com

TEA



march 19 2010

CONNECT

TEA Summit Master Class and Case Studies



(l to r): Christine Kerr, BaAM Productions; Steve Thorburn, Thorburn Associates, Brian Leonard, Dillon Works!, Jody Van Meter, Garner Holt Productions; Surprise Guest Nancy Cartwright, the voice of Bart Simpson; Dave Schmitt, ProFun Management, John Robinett, Economics at AECOM; Kelly Ryner, Thinkwell Group.



(l to r): David Price, David A. Price Architects; Dan Christman, X-nth; Larry Wyatt, MSI and Joe Bokelman, ETC; George Wiktor, The Hettema Group; Ross Osterman, Universal Creative.



(l to r): Cliff Warner, Thinkwell Group, David Aion, The AION Co., Steve Thorburn, Thorburn Associates; Group selecting quotes



(l to r): Daniel Burzlaff, Utopia; Alan Wilkinson, Electrosonic Ltd., Cecil Magpuri, Falcon's Treehouse, Mark Benham, Melco Crown; Rebecca Mysliwy, UK Trade & Investment.

Two great firms become one...

Gallegos Lighting

Experience the Power of Light



THORBURN ASSOCIATES
TECHNOLOGY AND ACOUSTIC CONSULTANTS

LOS ANGELES • SAN FRANCISCO • RALEIGH-DURHAM • SANTA FE

www.TA-inc.com

510.886.7826

www.gallegoslighting.com

818.535.1180

TEA



march 19 2010

CONNECT

TEA Summit Master Class and Case Studies



The 2010 TEA Summit Master Class Photo!



TEA Founder Monty Lunde,
Technifex



(l to r): Bart Dohmen, BRC Imagination Arts; Mark Fuller, WET



(l to r): Please Touch Museum's Helen Bertrand and Laura Foster; Ravi Johan, Southland Stone.



(Above)Walt Disney's Robert Coltrn, Kevin Rafferty, Lori Coltrin, Sue Bryan; (Right) Dr. Charlie Yang, ACIBA

SPECIAL EFFECTS

Fire and fog, light and sound, disappearing acts and astounding feats of magic...

Garner Holt Productions

Complete special effects design and fabrication for theme parks, museums, restaurants and retail locations...

825 East Cooley Avenue
San Bernardino, CA 92408
(909) 799-3030 • www.garnerholt.com

Your show. Our Business.®

TEA



march 19 2010

CONNECT

Members in the News

Natural Phenomena To Take Guests By Storm at MSI

Be blown away by a 40 foot tornado swirling before you. See bolts of lightning crack over your head. Trigger an avalanche. Unleash a tsunami wave. It's all possible as of yesterday as the Museum of Science and Industry, Chicago (MSI) unveiled Science Storms, a dramatic permanent exhibit in the newly-named Allstate Court. "Creating transformative experiences tht get people excited about the world around them is what the museum does best," said David Mosena, president and CEO of MSI. "This exhibit will provide real experiences that reinforce essential scientific principles -- as well as curiosity that lasts a lifetime."

Inside the 26,000 sq. foot exhibit, you'll investigate the basic principles of chemistry and physics that are responsible for nature's biggest wonders, while you get a hands-on, up close look at these wonders themselves. Sciecne Storms puts you in the middle of the action and lets you search for answers as to how and why things happen in nature.

Science Storms is brought to the visitor by the generous support of The Allstate Foundation, Mr. & Mrs. David Grainger and the Grainger Foundation, with additional major funding by the U.S. Dept. of Energy.

TO MAKE IT HAPPEN YOU NEED ONE THING,
EVERYTHING.

Sign Manufacturing

Project Management

Design & Engineering

Sign Installation

DON BELL SIGNS

365 Oak Plaza • Port Orange, FL 32127 • 800.824.0080 • www.donbellsigns.com

LAS VEGAS • ATLANTA • ORLANDO • MIAMI • KANSAS CITY

EVENT INVITATION

march 2010

TEA



REPRESENTING
CREATORS OF
COMPELLING
PLACES & EXPERIENCES

eastern north america Design and Building Mixer



Join us for this fantastic mixer where you can network, mix and mingle with 28 other local organizations of builders, designers, fabricators, contractors and owners. Located at the amazing Embers lounge with great outdoor space in central downtown Orlando.

Parking available at nearby public garages.

March 25, 2010

5:30-7:30pm

Embers

**Downtown Orlando
42 W. Central Blvd**

**RSVP to:
eastevents@teaconnect.org**

TEA



march 19 2010

CONNECT

Tender, RFP and Bid Opportunities

We apologize if some of the deadlines are short, but feel it important to list such projects, leaving decision to respond or not up to you.

Texas Huntsville – AV, lighting, production services. Deadline is March 24. email Brian@TEAConnect.org and ask for Texas Huntsville AV.

Virginia Portsmouth – Multimedia classroom design, install. Deadline is March 24. email Brian@TEAConnect.org and ask for Virginia Portsmouth multimedia.

North Carolina Raleigh – interactive flame simulator. Deadline is March 25. email Brian@TEAConnect.org and ask for North Carolina Raleigh interactive flame.

West Virginia – wayside exhibit planning, fabrication and installation. Up to five contracts. Deadline is March 25. Email Brian@TEAConnect.org and ask for West Virginia wayside exhibit.

Czech Republic Brno – theatre construction, AV, lighting installation. Doc is in Czech. Deadline is March 29. email Brian@TEAConnect.org and ask for Czech Republic Brno theatre.

California Inyo – design, fabricate, install interpretive exhibits. Deadline is March 30. Email Brian@TEAConnect.org and ask for California Inyo interpretive exhibits.

California San Luis Obispo – sign design and consulting. Deadline is April 1. Email Brian@TEAConnect.org and ask for California San Luis Obispo signs.

Virginia Richmond – visitor center exhibits design and fabrication. Deadline is April 1. Email Brian@TEAConnect.org and ask for Virginia Richmond visitor center.

UK Milton Keynes – museum interpretation design. Deadline is April 1. email Brian@TEAConnect.org and ask for UK MILTON Keynes museum interpretation.

Texas Huntsville – Event design, graphic services. Deadline is April 1. email Brian@TEAConnect.org and ask for Texas Huntsville event.

Virginia Richmond – visitor center exhibits design and fabrication. Deadline is April 1. email Brian@TEAConnect.org and ask for Virginia Richmond visitor center.

Turn **YOUR** creativity into Engineered Entertainment with **RANDO PRODUCTIONS**

RANDO PRODUCTIONS

INDUSTRIES SERVED

- Theme-park
- Museum/Aquarium
- Television Commercials
- Music Videos
- Exhibits/Trade Show
- Mobile Entertainment Systems
- Others requiring specialty equipment

OUR COMBINED EXPERIENCE COVERS

- CONCEPT THRU COMPLETION**
Turnkey Systems
- SPECIAL EFFECTS**
Fog, smoke, water + flame effects
- MECHANICAL EFFECTS/SHOW ACTION EQUIPMENT**
Hydraulics, pneumatics, rigging
- THEMED SCENERY/THEME PARK PARADE FLOATS**
Automation and control systems
- ENGINEERING SERVICES**
Facility interface determination, equipment development & troubleshooting
- CUSTOM RENTAL EQUIPMENT**
Turntables, rolling rooms, pumps, heavy truss & tanks.
- MOCK UP**
- DEMONSTRATION**
- RAPID-PROTOTYPING**

RANDO PRODUCTIONS, INC
CREATING TOMORROWS ENTERTAINMENT TODAY
818.982.4300
RANDOPRODUCTIONS.COM
joer@randoproductions.com
11919 Sherman Road, North Hollywood, Ca 91605



DESIGN DEVELOPMENT • SET CONSTRUCTION • SPECIAL EFFECTS • THEATRICAL RIGGING • FLYING
Museums, Theme Parks, TV Studios, Casinos, Theatres & Live Events

416.410.1102 www.performancesolutions.net

celebrating our 20th anniversary



TEA



march 19 2010

CONNECT

Tenders, RFPS and Bids

UK Manchester – museum exhibit design, fabrication, installation for football museum. Deadline April 5. email Brian@TEAConnect.org and ask for UK Manchester museum exhibit.

Sweden Stockholm – wide range of exhibition services, including design, interpretation, stands, etc. Doc is in Swedish. Deadline is April 6. email Brian@TEAConnect.org and ask for Sweden Stockholm exhibition services.

Spain Quart – museum fitout. Doc is in Spanish, deadline is April 7. Email Brian@TEAConnect.org and ask for Spain Quart museum fitout.

New York Suffolk County – seeking replacement for planetarium projector. Deadline is April 12. email Brian@TEAConnect.org and ask for New York Suffolk planetarium projector.

Luxembourg – multimedia installations. Doc is in French. Deadline is April 12. email Brian@TEAConnect.org and ask for Luxembourg multimedia installations.

France Paris – videoproduction. Doc is in French. Deadline is April 12. email Brian@TEAConnect.org and ask for France Paris videoproduction.

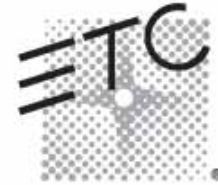
Luxembourg – multimedia installations. Doc is in French. Deadline is April 12. email Brian@TEAConnect.org and ask for Luxembourg multimedia.

Florida Miami – graphics and signage design build. Deadline is April 12. email Brian@TEAConnect.org and ask for Florida Miami graphics.

Spain Cheste – event sound system for street Valencia race. Doc is in Spanish. Deadline is Apr. 13. Email Brian@TEAConnect.org and ask for Spain Cheste sound system.

UK London – museum integrated design services prior information notice. Date for tender procedures to begin is Apr. 14. Email Brian@TEAConnect.org and ask for UK London museum integrated design.

UK York – architectural design services for York Minster revealed. Deadline is April 13. email Brian@TEAConnect.org and ask for UK york architecture.



ETC – providing the most innovative products to lighting professionals for 35 years.

Contact the ETC professional serving you:

- Karl Haas, Western Region Sales Manager
- Bryan Yeager, Central Region Sales Manager
- Craig Fox, Northeast Region Sales Manager
- George Doukas, Southeast Region Sales Manager
- Bryan Palmer, Architectural Controls Product Manager
- Joe Bokelman, Market Manager



Source Four™

SENSOR®

selador series
by ETC

Americas Tel +1 608 831 4116 • Europe Tel +44 (0)20 8896 1000
Asia Tel +852 2799 1220 • www.etcconnect.com

TAYLOR STUDIOS INC.
THEMATIC DESIGN & FABRICATION

The first and only firm in the industry to offer a **FIVE YEAR warranty!**

visit taylorstudios.com/tea to learn more.

1320 Harmon Drive,
Rantoul, IL 61866
217.893.4874

Life Underground
Audubon Insectarium
New Orleans, LA
Photo © Herb N. Byers, Jr.

TEA



march 19 2010

CONNECT

Members in the News

Norway Trondheim – museum architectural and engineering services. Deadline is April 13. email Brian@TEAConnect.org and ask for Norway Trondheim architecture.

France Paris – exhibit installation. Doc is in French. Deadline is April 15. email Brian@TEAConnect.org and ask for France Paris exhibit installation.

France Amiens – video production. Doc is in French, Deadline is April 16. email Brian@TEAConnect.org and ask for France Amiens video production.

Belgium Lanaken – museum services. Doc is in Flemish. Deadline is April 19. email Brian@TEAConnect.org and ask for Belgium Lanaken museum.

Belgium Brussels – videoproduction. Doc is in French Deadline is April 19. email Brian@TEAConnect.org and ask for Belgium Brussels videoproduction.

Germany Berlin – video film production. Doc is in German. Deadline is Apr. 19. Email Brian@TEAConnect.org and ask for Germany Berlin video.

Belgium Genk – museum exhibition. Doc is in Flemish. Deadline is April 19. email Brian@TEAConnect.org and ask for Belgium Genk museum exhibition.

UK Bristol - interactive AV equipment for vision research. Deadline is April 20. email Brian@TEAConnect.org and ask for UK Bristol interactive AV.

Spain Canet de Mar – museum exhibit. Doc is in Spanish. Deadline is April 20. email Brian@TEAConnect.org and ask for Spain Canet de Mar museum.

France Paris – museum exhibit. Doc is in French. Deadline is April 26. email Brian@TEAConnect.org and ask for France Paris museum exhibit.

New York Suffolk – planetarium projector replacement. Deadline is May 3. email Brian@TEAConnect.org and ask for New York Suffolk planetarium projector.

Italy Genoa – themed construction. Doc is in Italian. Deadline is May 6. email Brian@TEAConnect.org and ask for Italy Genoa themed construction.

Want your company news to be featured in TEA Connect?

Send press releases and images to Gene@TEAConnect.org for consideration. We accept news from TEA members about new projects that are opening, new people or promotions, new partnerships, and so on. We do not accept direct product or service announcements, but will accept those if placed within a story or item about a new project. All releases should be stand-alone documents, preferably in Word or pdf format, and may be accompanied by images and photos. We do not extract items from existing newsletters,

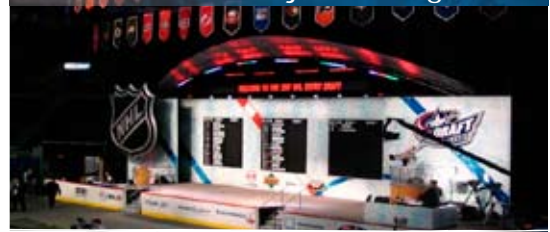
BaAM

working with
designers, architects & producers
to get it done

Design Development



Project Management



Production & Installation



www.baamproductions.com

TEA



march 19 2010

CONNECT

Golf Outing Report Student Seeking Internship

A Hole New Meaning To Golfing In The Rough!

Toughing it out amidst sporadic downpours, the 2010 TEA Golf Outing, held at Brookside Golf Course in Pasadena, was still a great success! Thank you to all the sponsors: BRC Imagination Arts, Thinkwell Group, Garner Holt Productions, Lexington, ETI, Thorburn & Associates, Univeral Creative, Technifex, Wildfire F/X, Modern Masters, Dillon Works!, and Leff Brain Productions. (Next year we might be asking for an umbrella sponsor...)

First Place went to the Modern Masters/Wildfire F/X team, followed by Dillon Works, and Visual Terrain taking Third Place.

Thank you to all the participants who braved the unusual SoCal conditions (especially those who finished all 18 holes), and we look forward to your participation in a bigger, and even better event next year!

Looking For An Excellent Intern?

My name is Eli Sokol and I am a sophomore architecture student at Washington University in St. Louis. I am currently seeking a summer design internship, preferably in California, Orlando, or New York (but definitely open to other possibilities). I am proficient in AutoCAD, Revit, InDesign, Photoshop, Illustrator, Sketch-Up, and Microsoft Office. I also have five years of drafting and model building experience. I have previous creative work experience with the J Co LLC, Burger King Corporation, and Oppenheim Architecture and Design. I have a tremendous passion for the theme design industry, and I am looking for a place where I can bring my creative insight to the table as well as broaden my own horizons. I'd be happy to send you my resume and/or some samples of my work. Please email me at SokolArchitecture@gmail.com or feel free to give me a call at +1 305 439-2235.

PROFESSIONAL
**HD 3D
Projection**

- Single-Lens 3D Projector
- Polarization Modulator
- Lightweight Glasses
- eCinemas small or large

High-quality, uncomplicated stereoscopic 3D has arrived!
It's never been this easy to deliver the excitement of the third dimension to your guests...DON'T MISS OUT!

DepthQ by **Lightspeed DESIGN**
STEREOSCOPIC

1611 116th Ave NE, Suite 112 • Bellevue, WA 98004
www.depthq.com • www.lightspeeddesign.com



inspiration comes in many forms...
...ours comes in a can



Your Source for
Theme Inspired Paints and Coatings



Metallic Paint
COLLECTION™



ARCAT



(800) 942-3166 • modernmasters.com

TEA



march 19 2010

CONNECT

A Unique Opportunity

EVENT INVITATION

march 2010

TEA



REPRESENTING
CREATORS OF
COMPELLING
PLACES & EXPERIENCES

eastern north america

Convention Mixer



Join Members of the Themed Entertainment Association, Staff as well as attendees to the Halloween and Attractions Show as we mix and mingle, surrounded by the beautiful and eclectic City Museum. Parking and admission are free!

**Thursday
March 25, 2010**

6-8 pm

**Cabin Inn
City Museum**

**701 North 15th Street
St. Louis MO**

**RSVP to:
brian@teaconnect.org**

When You Absolutely Must Blow Your Audience Away!

UV Scenery From UV/FX

The Entertainment Industry's
UV Design and Painting Experts

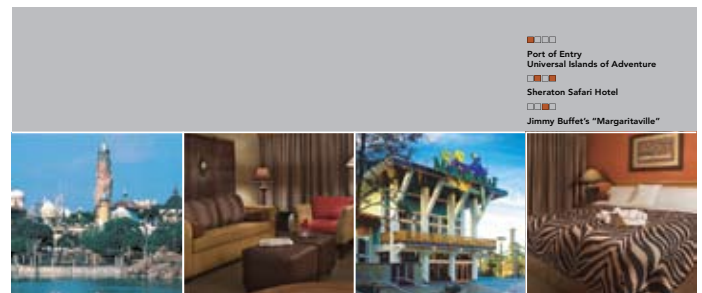
The World Leader In Custom Day To Night

Dual Image Complete Invisible Single Image UV 3-D Scenery and more...

UV FX TOURING SCENERY & BACKDROPS

T-310-821-2657 www.uvfx.com

Fall Out Boy RBD Gary Allan Los Lonely Boys Jet Jason Mraz
 Wicked Wisdom Brand New Dame Edna Shaqir Dave Matthews Band John Fogerty Creed Oasis
 The Village People The Offspring
 The Gospel Tour
 NONG PING VILLAGE
 SOUTHERN COMFORT TOUR
 2008 Superbowl Halftime Show 120' circle
 Insane Clown Posse Meatloaf Alice Cooper Chicago Bjorn Again



Port of Entry
 Universal Islands of Adventure
 Sheraton Safari Hotel
 Jimmy Buffet's "Margaritaville"

Experience the satisfaction of seeing your vision materialize.

We create environments that connect with guests' desires and inspire solutions that foster memorable experiences.

With over 10,000 hotel rooms and over a million square feet of conference space in more than 50 hotels, resorts, casinos and themed entertainment venues, VOA consistently ranks among the world's top Architecture, Planning and Interior Design Firms.

Create + Inspire + Connect



VOA Associates Incorporated
Architecture, Planning and Interior Design
Jonathan F. Douglas, AIA, Managing Principal
4776 New Broad Street, Suite 200
Orlando, Florida 32814
407.425.2500 www.voa.com



Electrosonic Helps Visitors Explore Highly-Interactive Expedition Health Exhibit at the Denver Museum of Nature & Science

Visitors to the Denver Museum of Nature & Science's Expedition Health Exhibit quickly find themselves engaged in highly interactive and personalized activities featuring AV displays, projection and touchscreens from Electrosonic. The primary challenge of the project was the tight confines available for the installation. Each station was built with the minimum equipment necessary. Simplicity was the key to the design. The 10,000 sq. foot health-science exhibit is about how the human body constantly changes and adapts in ways you can see, measure and optimize. The experience is framed by the compelling story of an authentic Rocky Mountain expedition organized by the museum as a keystone of its Health Science Initiative. "Expedition Health has been one of the most fun and interactive exhibits we've been involved with," says Guy fronte, Electrosonic's co-project manager with Gary Barnes. "The real challenge was making all of the electronics fit into the very compact spaces."

Upon entry, visitors sign in, electronically select a virtual "buddy," and receive a Peak Pass card to activate key components of the exhibit. The Peak Pass components recognize visitors, recall their personal data, and enable them to record their own performance at some of those components. At the exit, visitors can print out a personal profile with data and images as a take-home souvenir. A unique login number allow them to extend their experience on the Expedition Health website.

More info: www.electrosonic.com

Lighting system integration

production

installation

BIRKET Specialty Lighting
A DIVISION OF BIRKET ENGINEERING, INC.

- **LIGHTING SYSTEM** integration and production for architectural & themed applications
- **CUSTOM** fixture design
- **GUEST-GRABBING** interactives
- **EFFICIENT LED** replacement analysis for hotels, retail, and resorts

407.290.2000
www.birketspecialtylighting.com

AESO
ARTISTIC ENTERTAINMENT SERVICES

SET DESIGN & CONSTRUCTION
SCENIC ART PAINTING
GRAPHIC PRINT & SIGNAGE
METAL & FIBERGLASS FABRICATION
STRUCTURAL/MECH. ENGINEERING

www.aescreative.com