



# THE LANDMARK

## *APPROACH TO THE DESIGN & DEVELOPMENT OF THEMED ENTERTAINMENT PROJECTS*

### Phase I: Concept Design & Master Plan

The concept represents the creative spark that will power your entire enterprise. Likewise, the master plan becomes the blue print for transforming the conceptual vision into reality.

**a) Project Initiation and Kick-Off Meeting:** Project goals and guidelines are established and agreed to by Landmark and its client. At the same time, any creative ideas are presented. The basic ideas are next reviewed by key management personnel. Finally, Landmark's economic feasibility firm's goals are reviewed and agreed to. The site is visited and reviewed, then the creative process begins. Once the meeting is over, the Landmark team returns to our office in the United States and puts together a direction report which will be reviewed and approved by the client before any real work begins. Clear communication is very important in the beginning stage of any new project.

**b) Concept Creation:** The Landmark design team, consisting of writers, designers, artists, and show directors is assembled. In all cases, each project is led by a senior Landmark executive. The process of creating the concept begins with the creation of the program, land uses, and Master Plan working in concert with the economic feasibility planning consultant.

**c) Economic Feasibility Planning:** The Landmark feasibility firm establishes the market conditions, sizing of all facilities and the financial planning parameters for the project. Beginning operational requirements are established. The Landmark design team and its consultants interface with the feasibility group at this time to ensure Landmark's concept will work within reasonable fiscal realities.

**d) Midpoint Review:** With roughly 50% of the concept work complete, the Landmark team meets with the client to review the general creative direction. The client provides input into the overall approach. This includes presenting the Master Plan and creative vision, including show attractions ideas with the direction established, new storyboards, perspective sketches and color renderings that are developed to reflect the Master Plan and establish the total vision for the project.. Additionally, the Market Study and the beginning of the

Feasibility Report are presented at this time. The client provides input into the overall approach, and adjustments are incorporated as needed as we move forward.

**e) Master Plan:** As the concept and visualization of the project is being finalized and is incorporated into the Master Plan. This plan now incorporates the requirements for proper sizing of all attractions, provides the initial circulation and traffic plan, integrates all of the elements and balances the mix of shows, rides, retail and other elements as required by the feasibility team's initial estimates.

**f) Media Presentation:** Once all of the Concept Design is approved, then Landmark will create a three to five minute video that gives a view of what the attraction or theme park will look and feel like as we go inside. We create a CGI (Computed Generated Imagery) model of the entire project and/or attraction(s) and put the viewer into the project like your there on opening day. The illustrations that were created to show the "look and feel" of the project and it's key attractions are scanned and panned for use in this video. There is a concise narration and original music to bring it all together, so that the government, investors, or third party operators can fully understand the project and get excited about it's potential.

**g) Final Presentation:** The project is represented in a power point presentation with renderings, drawings and plans. Included, is a Project Book with a written "walk-through" and corresponding show illustrations that make up the project. It presents each show and attraction. Of course the media or video presentation is included in this presentation as well. In addition to the creative content, a preliminary project schedule is produced along with an opinion of probable costs. The concept, budget and schedule must conform to the economic feasibility study, and the total package is provided to the client as an integrated presentation.

**Cost & Schedule (Concept Design):** The time frame to complete the work at the Concept Phase is four to six months. The actual time will depend on the deliverables and the complexity of the project. The cost runs from \$250,000 to \$1,300,000 USD depending on the deliverables and complexity of the project. A proposal can be requested by our potential clients. Before that proposal can be completed, we must first determine the deliverables and complexity of the project that the client is looking for.

## Phase II: Schematic Design & Design Development

Once the concept and Master Plan is approved, now the vision of the project must be realized. Most important to the future success of the project is the design of the attractions and their smooth operations. The project show design team is charged with the responsibility of expanding the concepts into working plans and scripts. As the rides, show and special effects elements are developed; the Master Plan flexes and shapes itself to meet the design requirements. From the agreed design direction developed in the Concept Phase, the following are the necessary design disciplines:

**a) Show Design:** Individual show and attraction teams are assigned to each ride, show or special attraction. Writers, designers, and directors work together on the details of each attraction or show. The show information is merged into the design drawing package, the project specifications are now set.

**b) Technical Design:** Based upon the show, ride and attraction design, Landmark's technical staff documents the preliminary specifications for ride and show equipment, lighting, audio special effects and other special systems.

**c) Architectural Design:** The schematic design step involves intensive communication among the Landmark designers, with the architect and the client. Landmark orchestrates the show design with facility design and the all programming and input is given to the project architect for incorporation into the facility planning. On-going meetings with the client take place during this intensive period of design. An effort must be made now to make sure there is a fully integrated design that includes both shows & attractions and facilities necessary to function.

**Study Model:** During the schematic design phase, a scale physical or C.G.I. model of the project is developed. This 3D study model allows the client to see a dimensional representation of the project while it is still possible to make minor changes to the design.

**d) Design Development:** Upon approval of the schematic design, the project moves into the design development stage where every detail of the design must be realized. Landmark designers develop all the ride and show scripts and all art direction details while working closely with the architect to create a package of working drawings including engineering for the project.

**e) Art Director's Model:** During the final stages of design development, an art director's model will be created. This model is a full color, highly detailed representation of the final product. The model is incorporated into the final design development package as a fully realized prototype of the project.

**f) Mock-Ups – Proof of Technical & Art Direction:** As the design is being finalized, a new idea or technology might need to be mocked up during the design phase to show both the client and Landmark team what will be required to be completed during this phase. We do this before the construction document for this attraction design or technology is bid to a vendor.

**g) Final Presentation:** The Final Presentation takes the form of detailed design drawings, written attraction descriptions, color boards, technical specifications, study models and art director's models. From this final design presentation bid packages can be developed for virtually every aspect of the project.

**Cost & Schedule (Design Development):** The schedule for this phase is normally eight (8) months to eighteen (18) months. Landmark will utilize consultants and their in-house staff to create the total project team. The fees are between eight to twelve percent (8-12%) of the total cost of the project or single attraction. This does not include expenses like travel, international or domestic. The bigger the project is, then the lower the percentage for the Landmark design costs. Also, the complexity of the project will create the required fees to properly design the project that will be easy to operate and work to be a successful project from a financial basis. For this, we will use the percentages, but only

as a guiding point. Actual costs will be figured out, and a fixed fee will be developed and presented to the client for their approval.

### Phase III: Construction Documents, Bid Packages & Field Supervision

With the design development complete, and with the approved construction budget and schedule in place, the Landmark architect prepares the construction documents. Landmark's producers and technical design staff ensure the design and theming is adhered to while the Landmark Producers Group assumes the role of attraction producer.

**a) Bid Packages:** With the approved design drawings complete, Landmark's technical designers supervise creation of the bid packages. Landmark manages the bidding processes for the client, negotiating the contracts and providing a list of recommended suppliers.

**b) Construction Drawings:** The architect prepares the construction drawings. Landmark show & attraction designers check the work to ensure adherence to the design and show intent.

**c) Field Supervision:** As construction begins, Landmark designers, technicians and entertainment directors provide any design clarifications and art direction as required on-site and periodically review the construction at the site to be certain the intended effect is achieved.

**d) Installation Supervision:** Once the facility nears completion, Landmark's crew of designers, technicians and directors go through installation tests and adjustments of all the show elements.

**e) Art Direction:** Ongoing art direction services are provided to ensure the Landmark designs are faithfully executed. Art directors travel to vendor facilities to review scenic elements during construction, and to the site to oversee final scenic treatments and installation progress.

### Phase IV, Entertainment Production, Total Project Integration

Once the design is complete the Landmark Producer's Group produces the entertainment software and hardware. This is done as the facilities are being built on site. The Producer's Group consists of producers, directors, production managers, filmmakers, composers and technical directors. Landmark Producers Group understands how an attraction is brought to life once the design is complete. This division is responsible for the total integration of all show systems into the show & attraction buildings.

**a) Producer Services:** The task of this Group is to integrate all of the entertainment systems, including; casting, staging, computer programming, and rehearsal of live performances, film and video production, special effects, sound track recording, lighting, audio and show control.

**b) Show Directors:** Landmark's show directors provide total creative direction for rides, live shows, animatronic attractions and special effects spectacles.

**c) Lighting Directors:** Lighting directors establish the look and feel for every attraction through creative lighting design. This is both show and architectural lighting.

**d) Audio Design Directors:** Audio design directors establish a complete audio environment that will enhance the show's production value.

**e) Show Control & Programming Directors:** Programmers provide exact timings for every element of every attraction.

**f) Procurement Supervision:** Landmark's procurement services provide for the total negotiation, contracting and purchasing of ride and show systems, and for the purchase of all special equipment as required for theme parks and attractions.

### Installation, Programming & Training

Once the facility is completed, installation and programming begins. Landmark's team of producers, directors, programmers and technical directors oversee every aspect of this effort. This includes theming, interior design, special effects, lighting, audio, show control and live stage production.

**Cost & Schedule (Construction, Field Supervision, & Production):** The time frame to complete the work at the Construction Phase is eight (8) to twelve (12) months. The actual time will depend on the deliverables and the complexity of the project. The cost will be bid based on the overall project needs. A rough estimate would be from three percent to six percent (3%-6%) of the total project costs. Also, depending on the deliverables and complexity of the project. A proposal can be requested by our potential clients. Before that proposal can be completed, we must first determine the deliverables and complexity of the project from the client.

### Opening & Beyond

Landmark's on-site team is there through opening day and thereafter for as long as needed, providing a smooth transition from design and production to daily operations.

### Summary

In over 35 countries on 5 continents, Landmark has designed and supervised construction of unique new theme parks and attraction of every kind. Landmark has pioneered new technologies for entertainment real estate development that has set new standards of excellence for the industry. No other company provides the kind of hands-on leadership that Landmark is long known for providing. Thank you for providing Landmark with an opportunity to turn your dream into a reality; a new entertainment destination.