

JORA VISION DESIGN

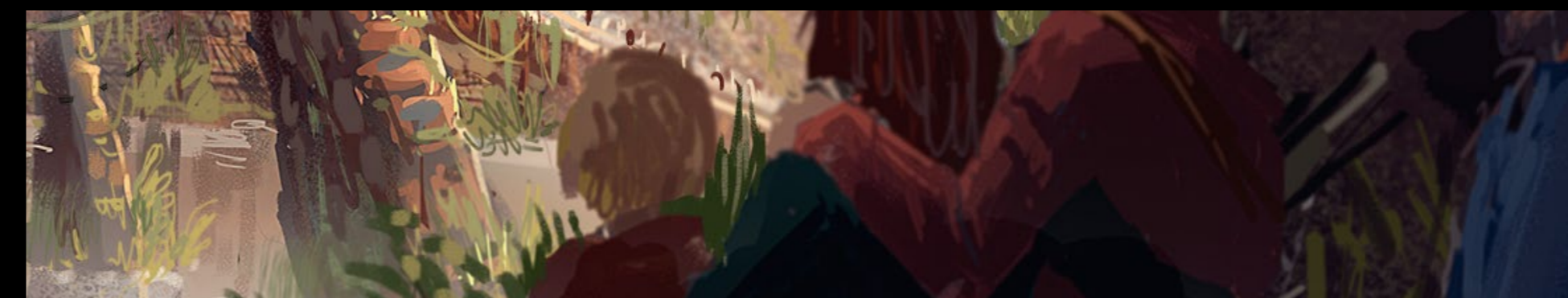


DESIGN



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# WELCOME



**THANK YOU FOR YOUR INTEREST IN JORA VISION. 25 YEARS AGO, WE FOUNDED THIS COMPANY IN PURSUIT OF A DREAM**

to build a unique design and production company for the leisure industry. Back then, I could not have imagined that we would be working with so many passionate people to become a strong, internationally recognized player in this industry. With our talents, we have been continually making ideas and stories come to life — striving always to create breathtaking experiences,

environments and attractions for any budget or size.

I believe that it's our strong combination of design, production and project management which makes us such an effective partner in design and building solutions. It allows us to customize each and every project to fit our clients' needs. Always in an open and honest way.

In this brochure, our design department unveils its magic, as we proudly present to you our main design activities and a selection of projects which

we have helped to bring to life. I hope that you enjoy it, and that you will continue to join us in pursuing our passion!

Jan Maarten de Raad  
CEO/MANAGING DIRECTOR

# DESIGN

THE DESIGN DEPARTMENT'S MAIN DISCIPLINES,  
IN NO PARTICULAR ORDER.

- ★ MASTER PLANNING
- ★ STORYTELLING
- ★ CONCEPT DESIGN
- ★ GRAPHIC DESIGN
- ★ ARCHITECTURE
- ★ SPECIAL EFFECTS
- ★ ENGINEERING
- ★ 3D MODELING
- ★ LANDSCAPING
- ★ CHARACTER DESIGN

While the steps are essentially the same for each project, larger developments require a careful systematic. Combining international architectural conventions with those of the leisure industry and our team's experience in the field, our design methodology forms the solid basis on which parks, resorts and more are built.

# METHODOLOGY

FROM THE SPARK OF AN IDEA TO READY-TO-BUILD DRAWINGS, WHAT CAN YOU EXPECT FROM JORA VISION IN A LARGE-SCALE PROJECT?

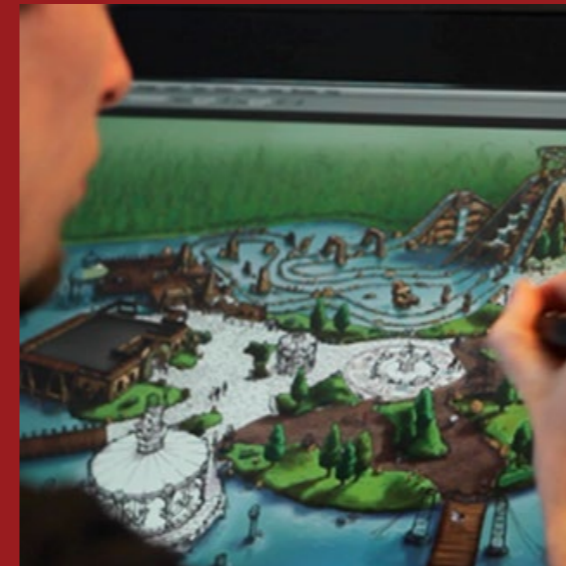
## 1 MASTER PLANNING

Rides and attractions are selected, a master plan is made and a park layout is drawn.



## 2 CONCEPT DESIGN

The approved master plan and concepts are further defined: The basis for each area is set out using artist's impressions.



## 3 SCHEMATIC DESIGN

During the Schematic Design phase, we design those elements which will be visible to guests of the park, the so-called "scope of theming". The drawings with these designs contain information about sizes, colors, materials, demarcations and other special requirements.



## 4 TENDER PACKAGES

Tender packages carefully lay out demarcations between different construction companies, and are sent out to request quotes from suppliers of themed elements.





# MASTER PLANNING

**WHEN THE BUSINESS CASE MEETS A CREATIVE CONCEPT, A MASTER PLAN BEGINS TO TAKE SHAPE.**

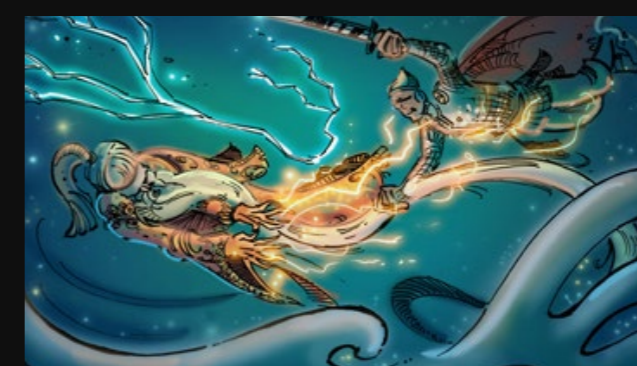
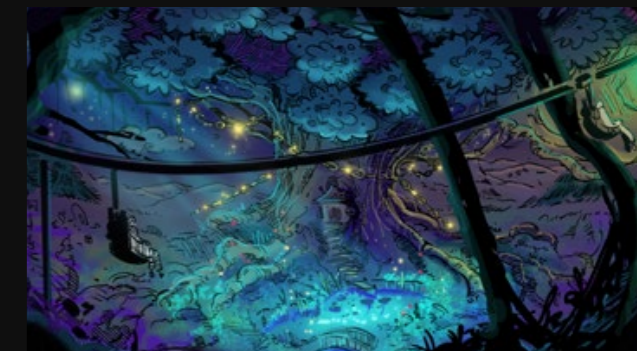
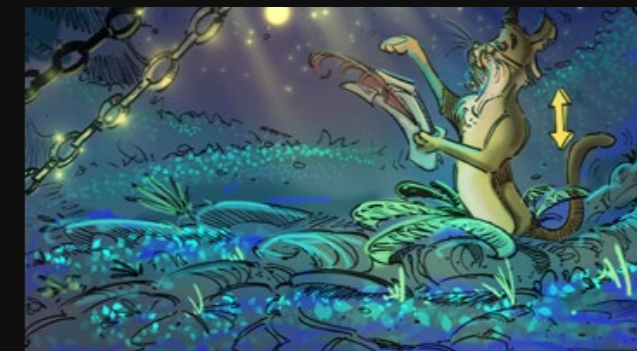
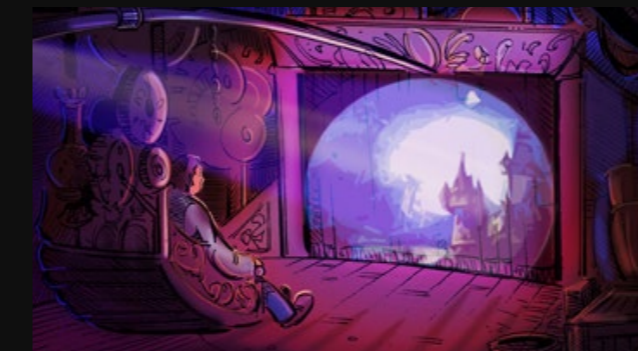
It takes artists, engineers, landscape architects and show writers to create an out-of-the-box setup that also functions operationally — a tailored environment that works. Where will it be situated? What is the local climate? What are our target markets? How many visitors are expected and how will they circulate? These questions and many more form the pivotal stage known as master planning.



# STORYTELLING

## THEME PARKS CAN TAKE THEIR AUDIENCE TO A LEVEL OF IMMERSION THAT GOES BEYOND THAT OF A MOVIE.

A story can take people back in time, into the future, it can place them in faraway lands or imaginary realms. What makes theme parks unique, however, is their ability to take the experience to a whole new sensory level: the audience can participate in the story and the set is all around them! The story line comes right at the start of the design process, guiding us in every step of the way. As with a movie, every element should be in sync. Everything has to be carefully designed; each façade, light fixture, trash can, kiosk and attraction is part of the story. The story line is the thread running all the way through the design process.





# CONCEPT DESIGN



**CONCEPT ART IS WHERE THE SPARK OF AN IDEA TURNS INTO VISUAL COMMUNICATION.**

Our in-house artists can draw any style for any type of environment, from stylized and cartoonish to hyper-realistic, from nostalgic to futuristic, and everything in between. In this conceptual phase, the artists work closely with our engineers and other specialists in order to ensure that the designs remain realistic and feasible in terms of dimensions, construction, operations and budget.

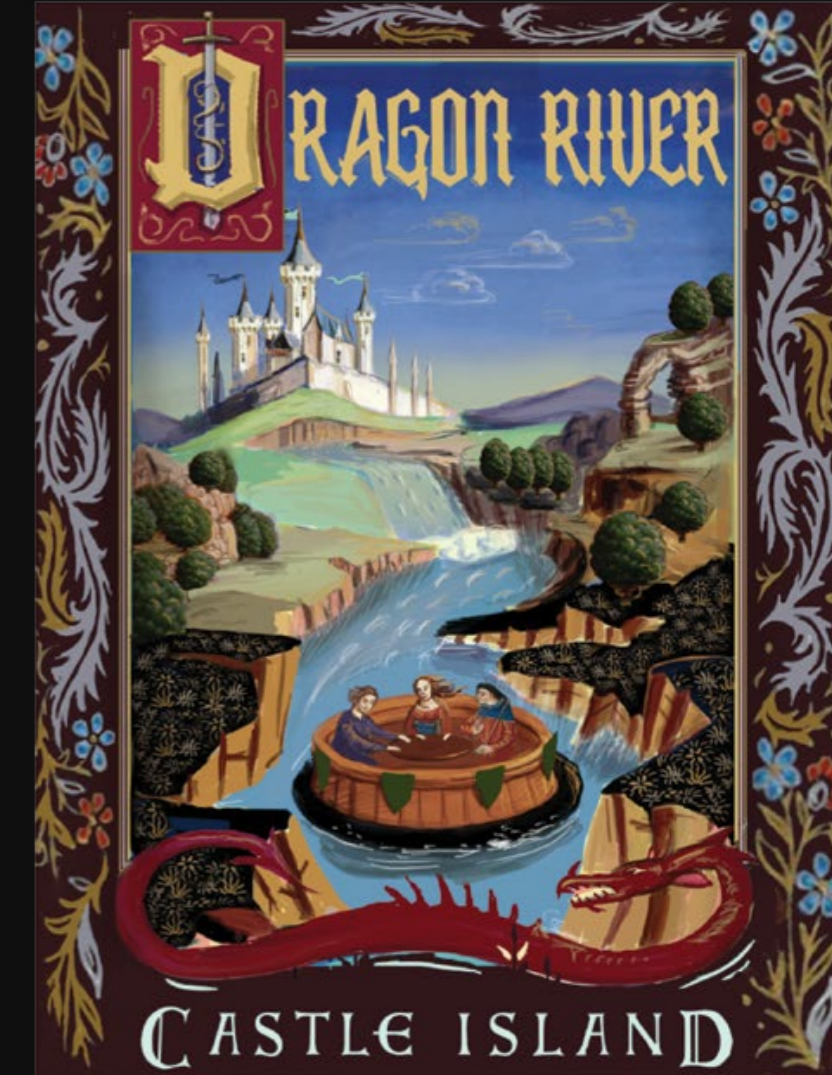






# GRAPHIC DESIGN

**GRAPHICS MUST COMMUNICATE AS WELL AS FURTHER THE EXPERIENCE IN A THEME PARK ENVIRONMENT.** For a single park, we have designed over 1,000 graphics — including signposts, marquees, posters, trash cans and information signs. Our graphic designers make sure each graphic fits its environment, and we keep track of each one in order to prevent the clutter of makeshift signs once the park or attraction begins operation.



# ARCHITECTURE

**WE PRIDE OURSELVES ON OUR OUT-OF-THE-BOX YET PRACTICAL MENTALITY, ENSURING INNOVATION AND MAXIMUM FUNCTIONALITY IN EACH BUILDING WE DESIGN.**

Our team of experienced architects works closely with our artists and designers for every building, housing dark rides, restaurants, indoor playgrounds or even resort hotels.



# SPECIAL EFFECTS

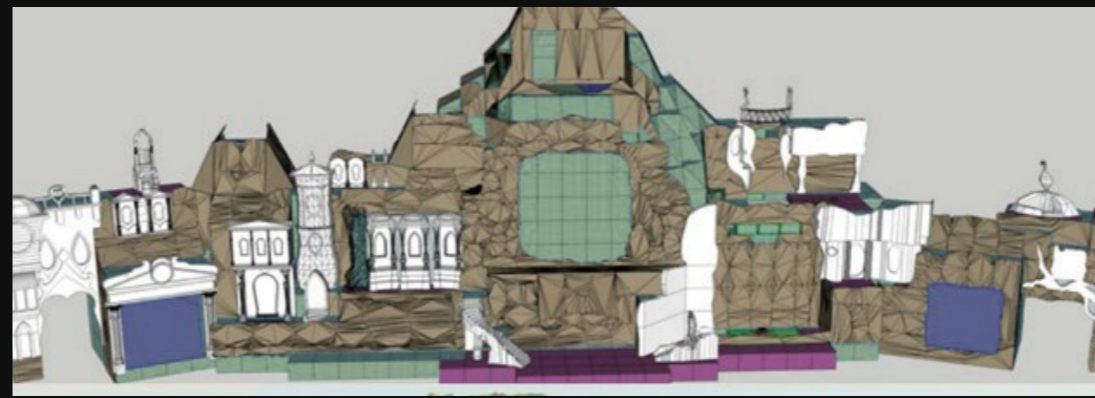
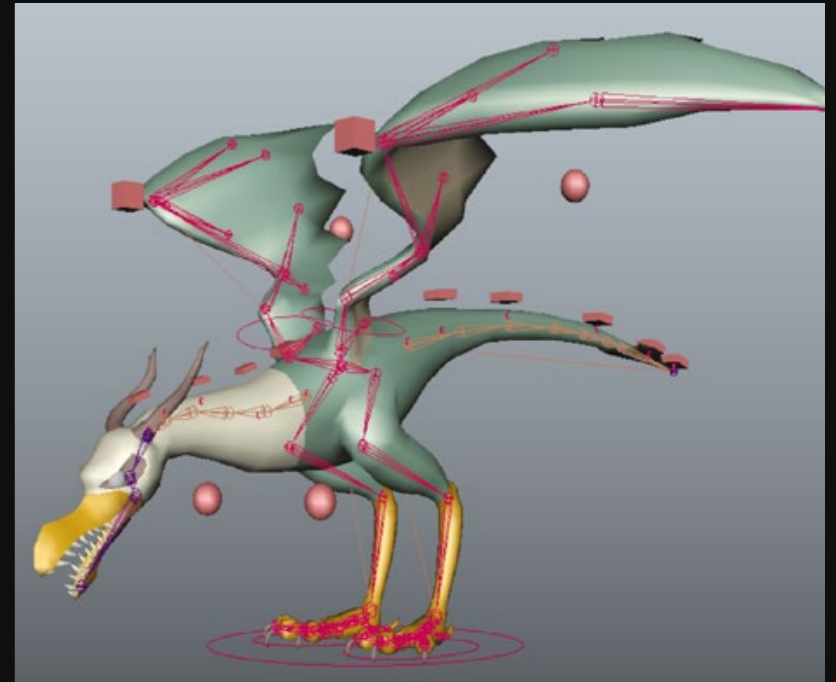
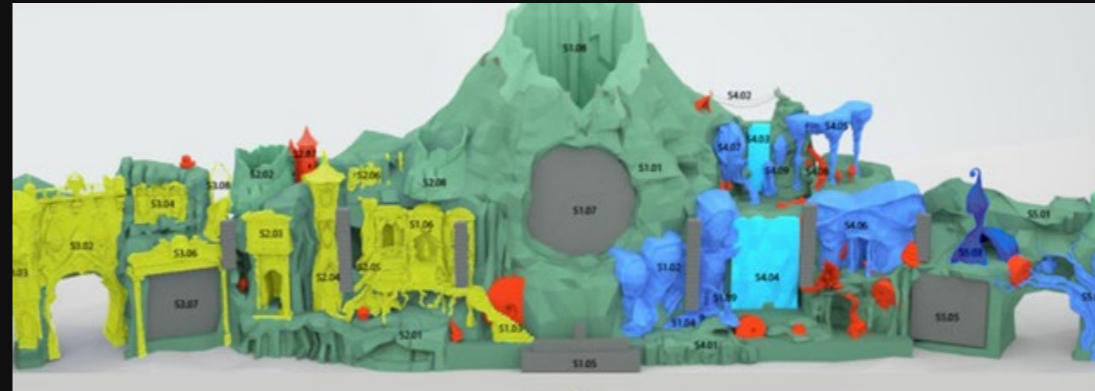
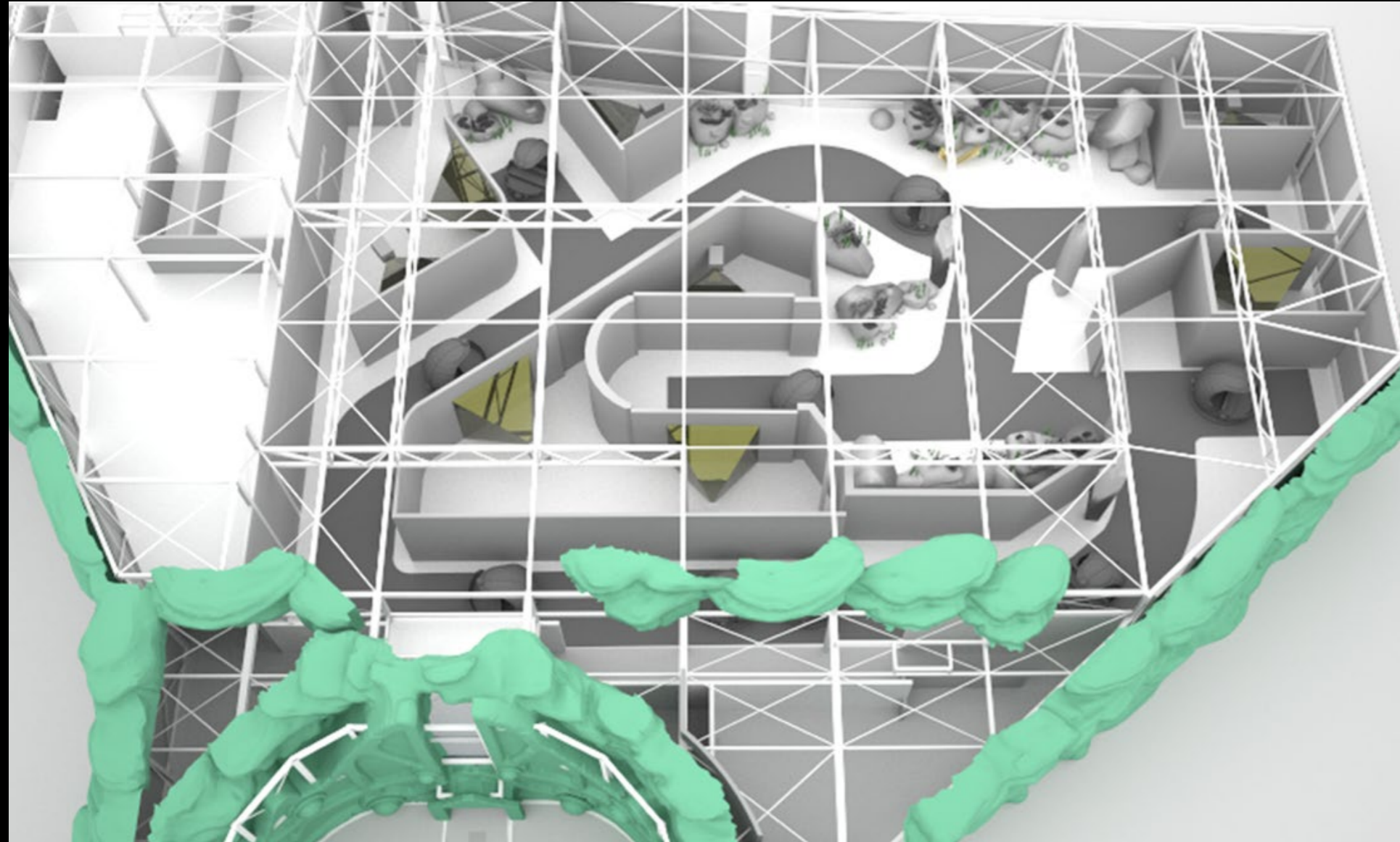
**SPECIAL EFFECTS AND LIGHTING, FOR INDOOR AND OUTDOOR PURPOSES, ARE ALWAYS TAKEN INTO ACCOUNT WHEN DESIGNING AN ATTRACTION OR AREA.**

Sound, light and movement are essential to atmosphere, even outside of dark rides and shows. Together with our sister company Jora Entertainment, we are able to engineer effects, lighting and special equipment. This makes it possible for us to deliver a highly detailed and accurate design package.



# ENGINEERING

**ENGINEERING: TRANSLATING IDEAS INTO BUILDABLE REALITY.**  
An idea will remain an idea until every design challenge has a practical solution and a construction drawing. From the start of the design process, artists, engineers and project managers cooperate, so that we can come to ingenious discoveries together.

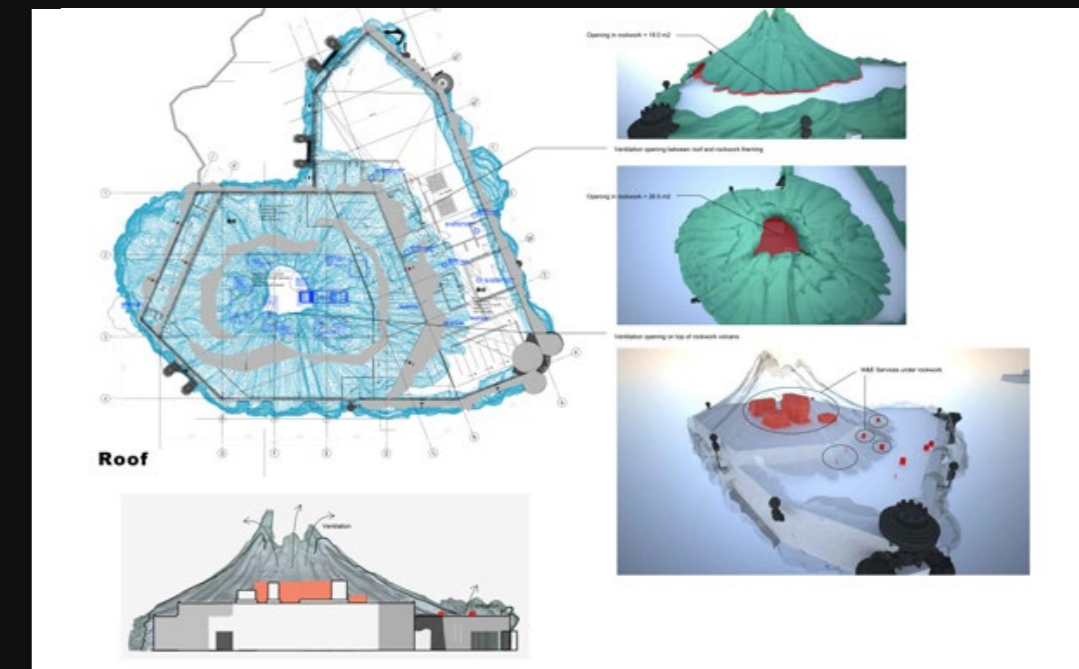
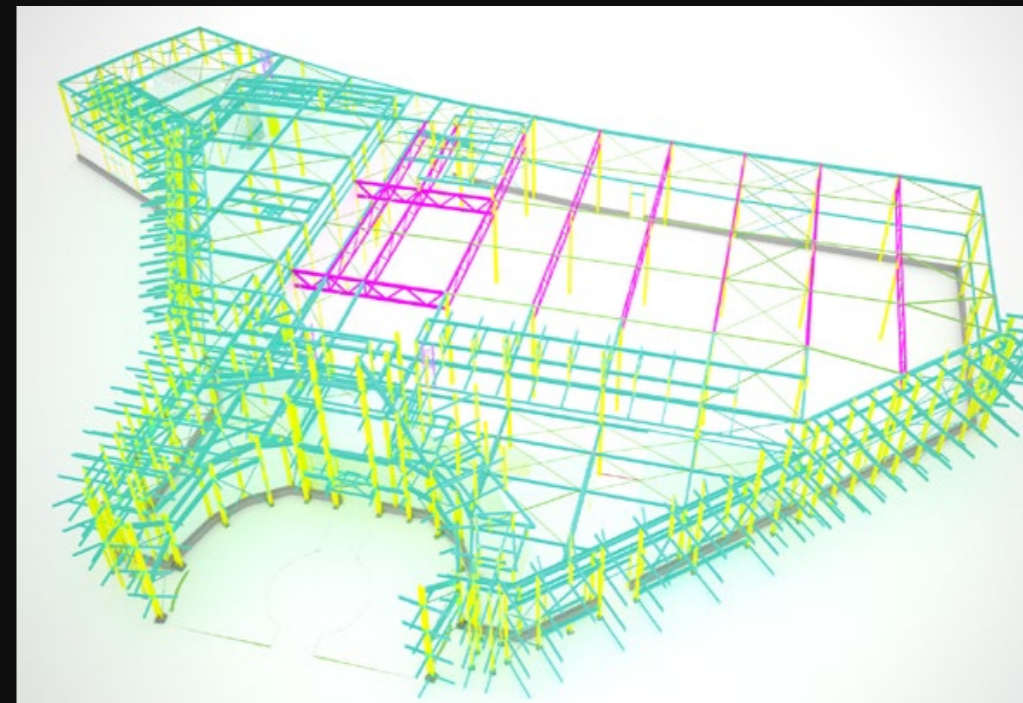


# 3D MODELING



**WHEN DESIGNING COMPLEX STRUCTURES SUCH AS ARTIFICIAL MOUNTAINS, 3D MODELING IS AN IMPORTANT PART OF THE DESIGN PROCESS.**

After determining the look of the structure through concept design, a volume model is made, which is then scanned in 3D and digitized. The highly precise drawings we are able to produce through this process ensure highest-quality rockwork, for example.





# LANDSCAPING

**LANDSCAPING IS WHAT SEPARATES A THEME PARK FROM A COLLECTION OF RIDES.**

From rolling hillsides to planters, from paving to flowers and trees, we are able to design full landscaping packages.

MASS MODEL IN COOPERATION WITH JAN KEMPE/EMMEN ZOO.

# CHARACTER DESIGN



**THEMED ATTRACTIONS OFTEN REQUIRE FACES AND PERSONALITIES.**

From dark ride scenes to merchandise, from signage to walk-around characters, custom characters inject life into their surroundings. Jora Vision has extensive experience in a wide range of styles.

# PROJECTS



**TEMA ISTANBUL**

**TEMA ISTANBUL IS SET TO BE THE LEISURE HEART OF AN AMBITIOUS NEW URBAN DEVELOPMENT IN TURKEY'S LARGEST CITY.** Here, tenants of the surrounding apartments, guests of the brand-new hotels and visitors from all around the vast metropolitan area will be able to enjoy a park filled with the spirit of discovery. With its ambitious regard for quality and storytelling, Tema Istanbul will set a new standard for Turkey.



# ADVENTURE WORLD WARSAW

FOR ADVENTURE WORLD WARSAW, A PLANNED THEME PARK RESORT BASED ON THEMES AND LEGENDS FROM AROUND THE WORLD, Jora Vision developed the master plan and the total design of the park. We created a story where all myths and legends come alive in great ride experiences, show venues, merchandise locations and restaurants.



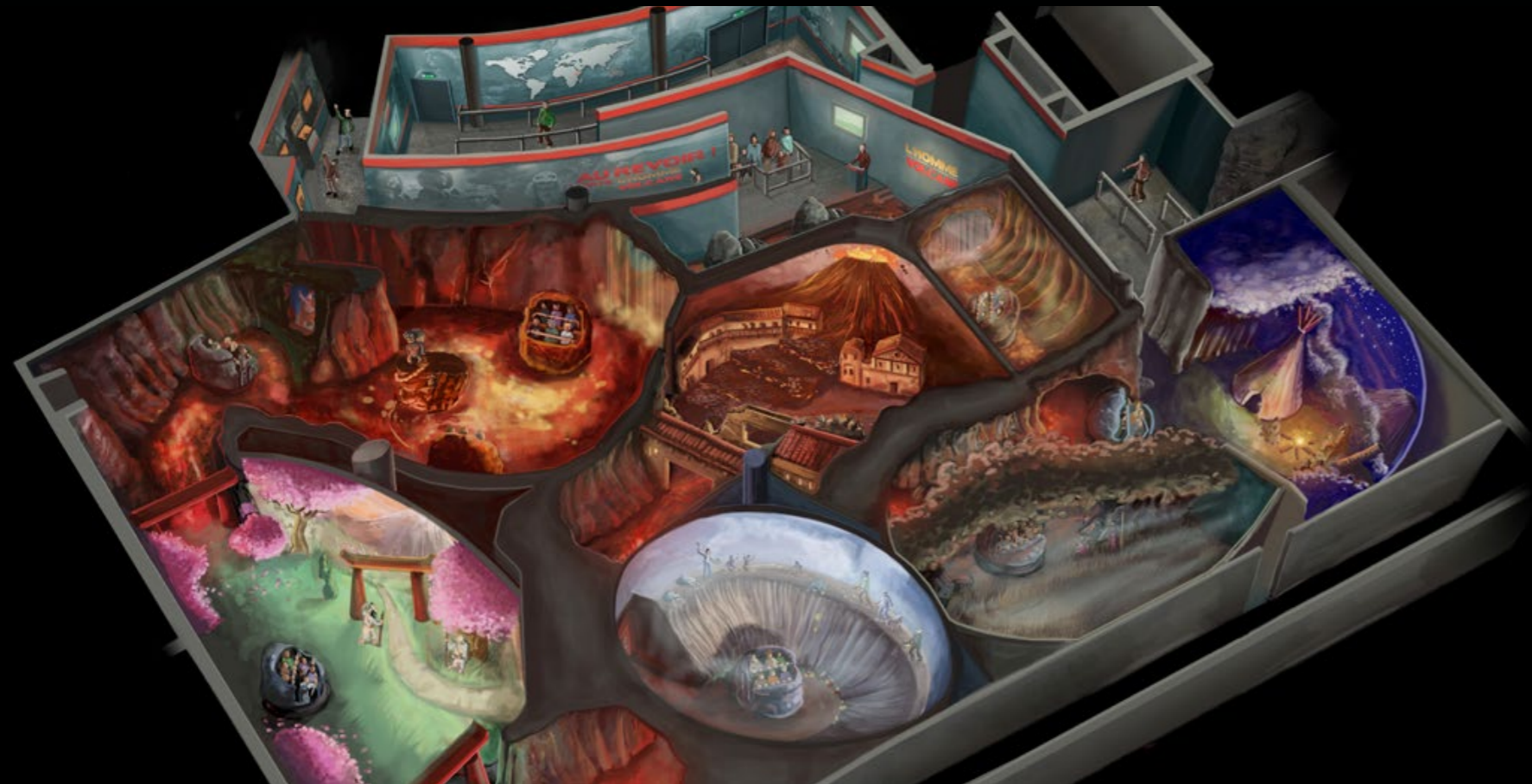
# EMMEN ZOO

**EMMEN ZOO WAS IN NEED OF MODERNIZATION. WITH LITTLE SPACE TO EXPAND, A DECISION WAS MADE TO START ALMOST FROM SCRATCH AND BUILD A NEW PARK.**

This provided Jora Vision with a unique opportunity as we took on the bulk of the design, including massive expanses of rockwork and elaborate themed zones.

The brand new Emmen Animal Adventure Park is scheduled to open in 2016.





## VULCANIA DARK RIDE

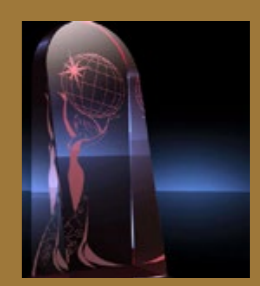
FOR FRENCH EDUTAINMENT PARK VULCANIA, JORA VISION DESIGNED AND BUILT "VOLCANS SACRÉS" TO MATCH THE PARK'S AIM OF COMBINING EDUCATION and immersive entertainment. Using innovative effects (video mapping, scents, smoke and lighting effects), the attraction showcases man's relationship with volcanoes in different time periods.

Volcans Sacrés, which opened to the public in Spring 2013, stands as an example of an industry trend in which traditional museum institutions are taking a cue from theme parks, using their methods of storytelling to achieve their goals and expand their audience.



# THE FORGOTTEN MINE ADVENTURE GOLF

**THE HISTORY OF THE MINING DISTRICT MOLENHEIDE, BELGIUM WAS THE INSPIRATION FOR THIS MINI GOLF ADVENTURE.**  
The course is abundant with interactive features, with guests' golf balls activating unexpected scenery elements. Transporting conveyer belts, exploding dynamite, water effects and kinetic machinery enhance and influence games in surprising ways.



Jora Vision was awarded a THEA AWARD for best themed attraction on a limited budget by the Themed Entertainment Association for this attraction.

# WALIBI RIDE UPGRADE

A VETERAN COASTER IN WALIBI BELGIUM WAS UPDATED FOR THE 21ST CENTURY. Jora Vision developed special effects to enliven the newly-covered tracks, a new vehicle design, and a range of graphics which adorn the exterior and interior queue of the ride now called "Psyké Underground".



# DOLFINARIUM SHOW

WITH "AQUA BELLA", JORA ENTERTAINMENT FULFILLED THE WISH TO CONVEY THE CORE MESSAGE OF DOLFINARIUM IN AN INNOVATIVE, LIVELY AND IMAGINATIVE WAY. Jora Vision meanwhile brought the venue itself into the 21st century, with a full makeover of the theater and foyer areas.



Winner of a 2013 IAAPA BRASS RING AWARD.



2013 Brass Ring Awards



# PLASWIJCK PLAYGROUND

JORA VISION DESIGNED AND BUILT "THE HOUSE IN THE HILL".

In Rotterdam's Plaswijck Park, kids find themselves in Grandma and Grandpa's house, and once there they can do everything that they are not allowed to do at home... Like jumping on the beds, sliding down the banisters, climbing in the birdcage and clambering all over the bookcase.



Our production facility transforms designs into reality. Creative builders and engineers, all experts in their respective fields, work together to produce spectacular projects. Scale models, steel construction, wood engineering, sculpting and coating, rockwork, decorative painting and murals, animatronics and special effects; we offer a wide range of crafts and services to create experiences that guests will never forget.



# PRODUCTION

# PROJECT MANAGEMENT



Our project management services guide projects through design, tender and production phases. Services include procurement, coordination of theming with ride suppliers, on-site art direction, and production of theming. These professionals make sure projects run on time, within budget and adhere to quality and safety norms.



# JORA ENTERTAINMENT

**THE SPECIALIST IN TURNKEY MARKETABLE SHOWS AND EVENTS FROM THE MASTER PLANNING TO** the actual operations of the show or event. Storylines, show concepts, lighting, video, audio, show control, casting or special effects, Jora Entertainment has the knowledge and experience to tell a story.

With over ten years of experience and several industry awards, Jora Entertainment helps make concepts become reality.

[www.joraentertainment.com](http://www.joraentertainment.com)

# JORA GROUP

**THE JORA GROUP CONSISTS OF JORA VISION, JORA ENTERTAINMENT AND JORA GRAPHICS. TOGETHER, WE ARE ABLE TO OFFER A WIDE ARRAY OF HIGH-QUALITY SERVICES.**

# JORA GRAPHICS

**A FULL-SERVICE ORGANIZATION PROVIDING CUSTOM SOLUTIONS FOR INDOOR AND OUTDOOR VISUALS.** Visual solutions for events, trade fairs or the retail industry, from small to large and from standard to custom-made, Jora Graphics delivers it all.

[www.joragraphics.com](http://www.joragraphics.com)



# CLIENTS

Adventure World Warsaw, Poland  
Aile Darong Indoor Park, China  
Amersfoort Zoo, The Netherlands  
Amsterdam Airport Schiphol, The Netherlands  
Anapa Theme park, Russia  
Avifauna Bird Park, The Netherlands  
Beerze Bulten Holiday Park, The Netherlands  
Blijdorp Zoo, The Netherlands  
Bubbel Jungle Kids Indoor, The Netherlands  
Center Parcs, Europe  
China Merchants Shekou, China  
Crimea Meganom Park, Ukraine  
De Beren Restaurant Chain, The Netherlands  
De Bongerd Holiday Park, The Netherlands  
De Efteling, The Netherlands  
De Scheg skating rink, The Netherlands  
Deutsche Bank, The Netherlands  
Disneyland Paris, France  
Djurs Sommerland, Denmark  
Dolfinarium Harderwijk, The Netherlands  
Drievliet, The Netherlands  
Duinrell, The Netherlands  
Eastern Plaza, The Netherlands  
Emmen Zoo, The Netherlands  
Escher Deierepark, Luxembourg  
Europapark, Germany  
Floriade Flower Bulb Expo, The Netherlands  
Fun Arena, Germany  
Fun Go, Finland  
Funtasia FEC, Ireland

Futuroscope, France  
Gamestate Kerkrade, The Netherlands  
Grévin Prague, Czech Republic  
Gulli Parc, France  
Hangzhou Bay National Wetland Park, China  
Hellendoorn, The Netherlands  
Historium Brugge, Belgium  
ID&T Tomorrowland, Belgium  
Insomniac, USA  
Julianahoeve Holiday Park, The Netherlands  
Kolmården Zoo, Sweden  
Koningin Juliana Toren, The Netherlands  
Landal Greenparks, The Netherlands  
Madurodam, The Netherlands  
Metterwoon Shopping Mall, The Netherlands  
Molenheide Holiday Park, Belgium  
Moscow Park Craftsman Town, Russia  
Océade, Belgium  
Ouwehands Zoo, The Netherlands  
Parc Astérix, France  
Party Center Duinenzathe, The Netherlands  
Perry Sport, The Netherlands  
Plaswijck Park, The Netherlands  
Plopsaland, Belgium  
Red Bull, The Netherlands  
Rhône-Alpes Pavilion World Expo, China  
Sensazia Wok & Golf, The Netherlands  
Slagharen, The Netherlands  
Snow Village Jeddah, Saudi Arabia  
Sporwegmuseum, The Netherlands

Tema Istanbul, Turkey  
Tivoli, Denmark  
Tony's Mystery Golf, The Netherlands  
Toverland, The Netherlands  
Vulcania, France  
Walibi Belgium, Belgium  
Walibi Holland, The Netherlands  
Wanda City Hefei, China  
Wonderland, China  
World of Toilets, Germany  
Wuhan Zoo, China  
Yumble Roermond, The Netherlands



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