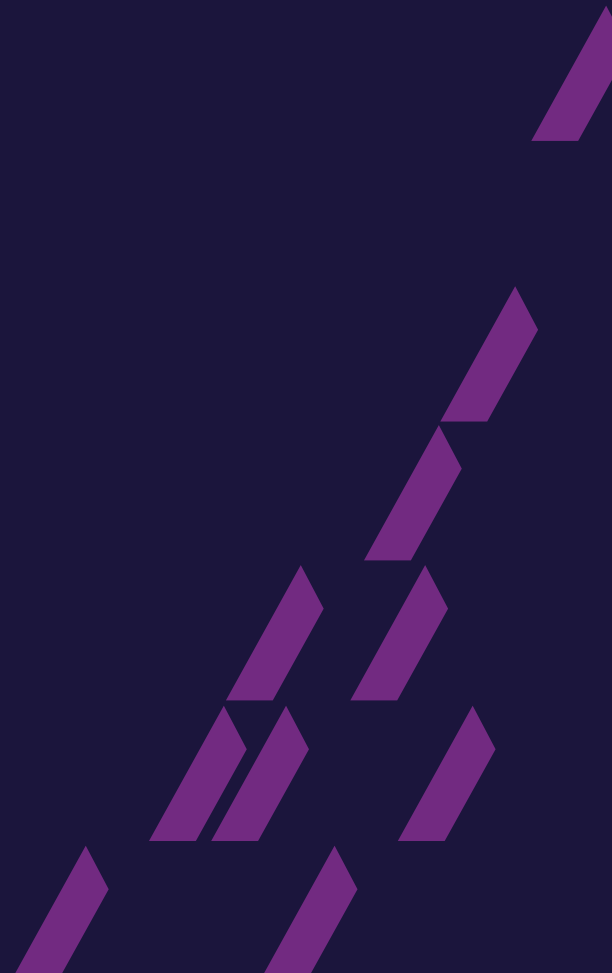




**Project Portfolio • Fall 2018**



An aerial photograph of a theme park, heavily overlaid with a semi-transparent purple filter. The image shows various structures, including a roller coaster with yellow tracks in the upper left, a large building with red banners in the center-right, and a crowd of people in the lower foreground. The text 'THEME PARKS & ATTRACTIONS' is prominently displayed in white, bold, sans-serif font across the middle of the image.

# THEME PARKS & ATTRACTIONS

...that suspend disbelief, immerse and thrill.





## Project Description

A partnership between Lionsgate and Landing Jeju Development Co. Ltd., Lionsgate Movie World is Lionsgate's first branded outdoor theme park and largest theme park to-date. The 1.3 million-square-foot attraction, located within Jeju Shinhwa World, will feature six immersive zones based on the studio's biggest franchises, making guests feel as if they've stepped into the universe of these blockbuster films. JRA is providing planning, design, executive media production, project management, and art direction for this blockbuster attraction.

# Lionsgate Movie World

Jeju, South Korea





## Project Description

Steelers Country, set to open within the historic Kennywood amusement park in 2019, is a one-of-a-kind themed land that celebrates the beloved Pittsburgh Steelers football team, while putting fans at the center of the action. This highly anticipated attraction area will feature the record-setting Steel Curtain roller coaster, as well as interactive and immersive experiences, games, food, and retail offerings. JRA is providing planning, content development, design, and art direction for an attraction sure to delight the Steeler fans and adrenaline junkies alike.



# Steelers Country at Kennywood

West Mifflin, Pennsylvania, USA



# “THE MAGIC IS REAL.”

Theme Park Insider

## Project Description

Ferrari World Abu Dhabi offers an exhilarating ride for every guest. The attraction is one of the largest indoor theme parks in the world, housing 925,000 square feet of space. It also boasts the world's fastest roller coaster – Formula Rossa. State-of-the-art racing simulators, a driving school, and a museum are just a few of the 20 attractions in the park. JRA provided master planning, content development, design, executive media production, project management and art direction for this thrilling theme park.



## Ferrari World Abu Dhabi

Yas Island, Abu Dhabi, United Arab Emirates



# THEA AWARD 2003 SPECIAL ACHIEVEMENT

Themed Entertainment  
Association (TEA)

## Project Description

LEGOLAND® California is a unique interactive family theme park dedicated to the imagination and heroism of children. Resting within 128 acres of park-like setting, LEGOLAND® California takes its inspiration from the company's world-famous LEGO bricks. Within the park are five main activity areas: Village Green, Fun Town, Castle Hill, Imagination Zone and Miniland. Each area features a variety of LEGO-themed interactives, rides, shows, playscapes and building workshops. JRA provided planning, concept development, and design for this popular theme park.



**LEGOLAND® California**

Carlsbad, California, USA





# 1<sup>ST</sup> PLACE BEST NEW PRODUCT

IAAPA Brass Ring Awards 1996

## Project Description

Situated within 150 acres of wooded landscape, LEGOLAND® Windsor has five main activity areas, interspersed with “peaceful clusters.” Each area relates to a different LEGO play theme, with interactive rides, shows, playscapes, building workshops, driving schools and a “Miniland” — a series of scenes from European cities, re-created in astonishing detail from millions of LEGO bricks. Working closely with the LEGO Group, JRA provided planning, concept development, and design for the park, as well as scripting for several live shows.



**LEGOLAND® Windsor**

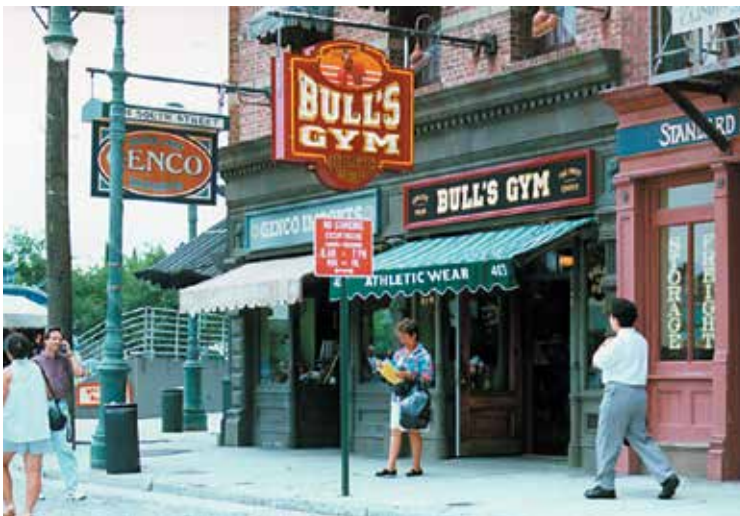
Windsor, UK





## Project Description

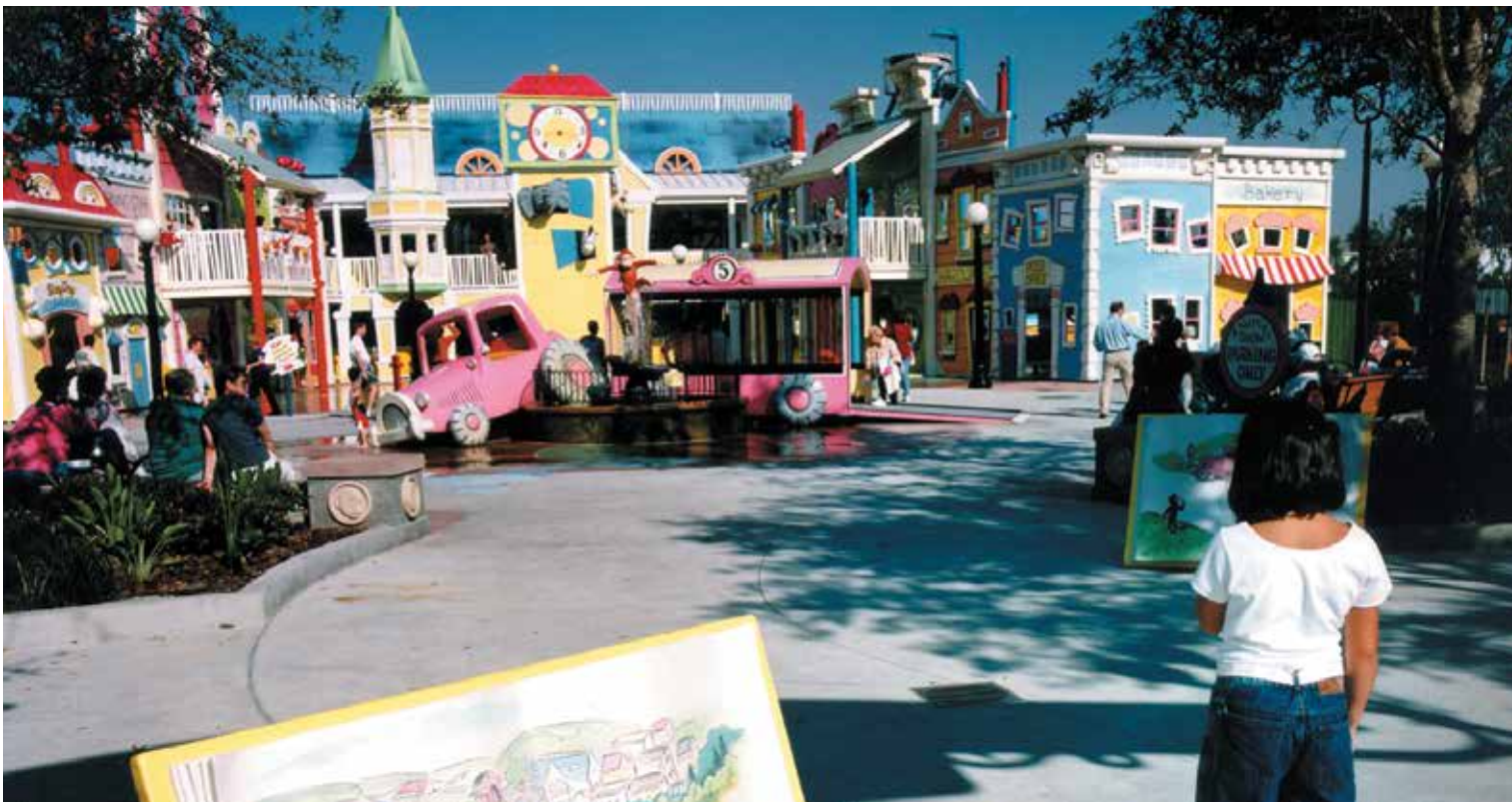
In collaboration with Universal's art directors and project managers, JRA provided concept development and design for the "set streets" of Universal Studios® Florida. Hollywood Boulevard re-creates the era's Art Deco opulence and elegance. Music, props and period automobiles complete the authentic reproduction of 1920's Hollywood. New York City's ambiance was captured through close attention to authentic architectural detailing and materials. Built for filming purposes, this cosmopolitan streetscape was achieved by reproducing historic buildings and architectural details characteristic of the Big Apple's long and varied history.



**Universal Studios® Florida** | **Set Streets**

Orlando, Florida, USA





## Project Description

Working with Universal Creative, Morris Architects and SCS Interactive, Inc., JRA helped to bring the famous Curious George storybooks to life in a vibrant and fanciful area within Universal Studios® Florida, called Curious George Goes to Town<sup>SM</sup>. Children and adults alike can enjoy a myriad of water and dry play elements and interactive experiences. JRA assisted with the original story line as well as provided area master planning, interactive concepts, and detailed design of the facades and play elements.



**Universal Studios Florida**

Orlando, Florida, USA

**Curious George Goes to Town<sup>SM</sup>**





## Project Description

Based on the acclaimed international television series "Barney & Friends," this popular attraction was designed as a place where children could do more than just meet the purple dinosaur. Children participate in an environmental theater filled with brilliantly colored flora, trees and indoor clouds and stars. Outside the theater, there are several play and learning areas for children and their parents. JRA provided planning, concept development, and design for this colorful attraction.



**Universal Studios Florida**

Orlando, Florida, USA

**A Day in the Park with Barney**





## Project Description

Basing the theme on Steven Spielberg's animated film "An American Tail: Fievel Goes West," JRA worked with Universal's Planning and Development team to create a "backlot" of movie props and "mouse-built" contraptions. Children and their parents can explore the fantasy play elements and "giant-scaled" environments, take a ride down a 30-foot-high water slide, jump into a giant "bean skillet" filled with plastic balls or splash in the interactive 25-foot tall "water pump" fountain. JRA provided planning, concept development, and design for this one-of-a-kind playground.





## Project Description

JRA provided master planning and design for the elements within the Warner Bros. Backlot at Six Flags St. Louis. The Backlot features the Batmobile Plaza, Batman The Ride, Gotham City Park, Gotham cityscapes stretching over 500 feet, two theaters, Studio Commissary, a 1950's burger restaurant and a 1920's gas station. The two-story facades were designed to resemble the cityscapes of Gotham, the fictional city from the blockbuster "Batman" movies. In addition, JRA worked on the design and landscaping of Gotham City Park, retail and food service carts and all signage and graphics.



## Warner Bros. Backlot at Six Flags St. Louis

St. Louis, Missouri, USA





### Project Description

At Six Flags St. Louis and Six Flags Over Texas, Mr. Freeze, the villain of the hit Warner Bros. movie "Batman and Robin", has set up a covert cryogenics lab within Snowy's Ice Cream Factory. After a chilly wait in the roller coaster's queue line, visitors blast through a 190-foot icy tunnel at nearly 70 miles per hour. They are then hurled through 1,300 feet of diving, twisting, track before they are sent back to the icy tunnel - in reverse! JRA designed themed interiors and exteriors for the popular coaster.

## Mr. Freeze at Six Flags Over Texas and Six Flags St. Louis

Dallas, Texas, USA and St. Louis, Missouri, USA



## Project Description

Through the use of themed architecture, detailed facades, authentic props and environmental signage, JRA helped Six Flags Over Texas re-create a deserted Texas oil town of the late 1800's. Throughout this area, visitors are surrounded by abandoned buildings, old trucks, dilapidated stores and even a vacant train depot. Boomtown serves as a thematic link between the park's Gotham/D.C. Comics area and Texas Old South area. JRA provided story line development, concept design and schematic design.



## Boomtown at Six Flags Over Texas

Dallas, Texas, USA



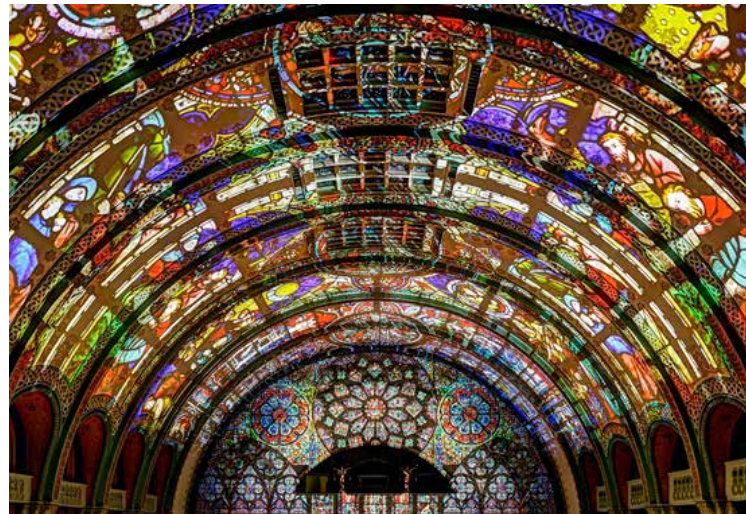


# 2015 THEA AWARD FOR EXCELLENCE ON A LIMITED BUDGET

Themed Entertainment  
Association (TEA)

## Project Description

Projected on the 65-foot tall ceilings of St. Louis Union Station's Grand Hall, this 3D experience is comprised of 30 vignettes, all stretching the barrier of creative design, innovation and historical storytelling. Visitors can take in the remarkable animation in vivid color with music and narration of historical portions provided by television and film personalities closely connected to St. Louis, including John Goodman, Jon Hamm, and Bob Costas. JRA provided writing and content development for this groundbreaking projection mapping spectacle.



## Grand Hall Experience at St. Louis Union

St. Louis, Missouri, USA





## Project Description

Celebrating art, history, and folklore is much more exciting when people can experience roller coasters, retail, and shows in the process. As Russia's first modern theme park, Sochi Park is home to the country's highest and fastest roller coaster. Rides, stylized architecture, and interactive experiences driven by fairytale storylines and state-of-the-art technology have helped attract thousands of visitors since the attraction opened for the 2014 Olympic games. JRA provided planning, concept development, design, and art direction for this 133-acre theme park.



# Sochi Park

Sochi, Russia





## Project Description

Nestled between the Taurus Mountains in Turkey and the Mediterranean Sea, Rixos Hotels' The Land of Legends resort has become the hottest destination on the Turkish Riviera. The grand, \$1 billion Land of Legends resort—designed with a Greek Poseidon theme and a nod to the Roman Empire—features a luxurious five-star hotel, wildlife park, shopping boulevard, and viewing terrace. JRA provided planning, content development, and design for the resort's 84-acre theme park.



# The Land of Legends

Antalya, Turkey



# // DREAM DESIGN. //

2018 Aquatics International

## Project Description

The 69-acre Legends of Aqua water park plays a featured role in Rixos Hotels' The Land of Legends resort. The park features an aquarium, a dolphinarium, a 5D cinema, a glass-walled restaurant and over 72 aquatic slides and attractions, several of which are the first of their kind in the region. JRA provided planning, content development and design for this water park that offers fun for water park enthusiasts of all ages.



## Legends of Aqua

Antalya, Turkey





## Project Description

Crystal Lagoon Water Theme Park, part of the Sharjah Waterfront City development, was envisioned to spread over 1.5 million square feet and include 40 water and dry rides, including a first-of-its-kind coaster that would combine the action of a water ride with the interactivity of a video game. The park would also feature family rides, thrill rides, 4D dark rides, a state-of-the-art planetarium, and numerous children's rides. JRA provided planning, content development, and design for the proposed theme park.

# Crystal Lagoon Water Theme Park

Sharjah, United Arab Emirates





## Project Description

Boasting more than 75 water play features, White Water Tree House Island is one of the largest water play systems in the world. Highlights include a playground net climb with four water slides capable of accommodating 500 guests at one time and a variety of water play devices that encourage interaction. This combination of water play and playground entertains and challenges visitors of all ages. JRA provided complete planning and design for this award-winning attraction.



## TreeHouse Island at Six Flags Whitewater

Marietta, Georgia, USA





## Project Description

JRA, in cooperation with Upland Design, provided an overall master plan, outlining a series of enhancements for Blackberry Farm, a popular family attraction located outside of Chicago. This living history museum is set upon 54 scenic acres containing a lake, several ponds and a meandering stream. Phase I of the master plan includes infrastructure upgrades to the concession areas, events plaza and picnic area, as well as a new adventure play area and boat dock for pedal and fishing boats.



## Blackberry Farm

Aurora, Illinois, USA





## Project Description

At Angry Birds Activity Park, a mash-up of play and sensory thrills allows families to immerse themselves in the world of Angry Birds while interacting with cultural elements from St. Petersburg. Theatrical lighting, special effects, and various media enhance the experience. Located in the Europolis mall, the 40,000-square-foot park is a masterful combination of retail shopping and entertainment. JRA provided master planning, concept development, and design for this charming children's attraction.



# Angry Birds Activity Park

St. Petersburg, Russia





## Project Description

The Harborland Theme Park was commissioned and overseen by the NETD, a government organization charged with creating a 39.6-square-kilometer development zone in the bustling port city of Ningbo. As a first step in our planning, content development, and design process, JRA created a fairytale story around which the park was developed. The story was inspired by the phoenix, which is a mythological fire bird and a symbol of happiness in Chinese culture.



## Harborland Theme Park

Ningbo, China





## Project Description

Opened in 2005, Universe is a science theme park that educates children and young people about science, technology and engineering in an inspirational and entertaining manner. The beautifully landscaped park features over 200 interactive experiences, as well as a number of live shows, galleries, theatrical experiences and simulators. JRA worked with Universe's senior management to create a Conceptual Master Plan outlining how the park will be transformed over the next few years into a more entertaining, destination attraction.



**Universe**

Nordberg, Denmark





## Bubba Gump's Shrimp Shack

The beloved film character of Forrest Gump was the inspiration for Bubba Gump's Shrimp Shack at King's Island, which opened in June 2003. Using the film as a touchstone, JRA designers, with assistance from Kings Island's Design & Entertainment group, decided that Forrest would decorate a restaurant of his own as a scrapbook, one that emphasized the helpful people and significant events in his life. JRA provided planning, content development, design, and art direction for this immersive food and beverage attraction.

## Happy Days Diner

The Happy Days Diner at Kings Dominion was inspired by the TV show "Happy Days" and has the look and feel of a 1950s diner. Mementos from the show are spotlighted, as is footage featuring Fonzie, Richie Cunningham and other characters from the sitcom. JRA provided planning, content development, design, project management, and art direction for this nostalgic food and beverage attraction.



## Paramount Parks

Theme Parks & Attractions





## London Paramount

The proposed London Paramount Entertainment Resort offered a number of themed zones, with exciting rides and attractions for families, children and the more adventurous thrill-seeking visitor. At the heart of the Entertainment Resort was Entertainment City, providing a wide range of indoor, covered and open-air themed attractions, as well as a variety of cafes, bars, restaurants, and Europe's largest indoor water park. JRA worked with a variety of designers, intellectual properties and license holders to master plan the guest experience.

## Al Jazeera Park

JRA provided master planning for the Al Qasba Development Authority's re-development of Sharjah's 36-acre Al Jazeera Park. The new plan calls for a combination of rides and waterfront restaurants, making it an immersive zone of fun and entertainment for local Sharjan residents and families. Current plans call for themed areas reflecting a variety of ancient civilizations, including Roman, Persian, Ottoman and Arabian. It is hoped that this redeveloped space will become the region's most social downtown park and will draw approximately 300,000 visitors per year.



## London Paramount • Al Jazeera Park

Theme Parks & Attractions





## Amazing Chicago

Part fun house and part cultural journey, the Amazing Chicago attraction at Navy Pier invites guests to navigate a series of mirror mazes and twisted tunnels, all set within a Chicago landscape. Once inside Amazing Chicago, the city's first full-sensory maze experience, guests journey through various infinity-maze corridors and colorful sets depicting Chicago scenes. Special effects, music and narration bring the sights and sounds of Chicago to life. JRA provided planning, content development, design, project management, and art direction for this amusing, yet disorienting, attraction.

## Dollywood's Heartsong Theater

Dollywood's "Heartsong" attraction is a "multi-sensory, multi-dimensional theater experience" that combines a 65mm film, a lush in-theater environment, animation, various special effects, live performers, and an elaborate score featuring both old favorites and a newly written song by Dolly Parton, all in a 325-seat theater that comes to life with blooming flowers, butterflies and a thunderstorm. JRA provided planning, content development, design, executive media production, project management, and art direction for this immersive, multi-faceted theater.



## Dollywood's Heartsong Theater • Amazing Chicago

Theme Parks & Attractions





## King's City Theme Park

"King's City" was a unique biblical theme park located adjacent to the Red Sea in Eilat, Israel that featured a variety of environments and attractions built around the stories of King Solomon. Attractions included a film-based simulator, an interactive "Cave of Illusions," and a boat ride through a series of Biblical scenes, ending with a thrilling plunge down "King Solomon's Waterfalls." JRA provided planning, content development and design for this theological theme park.

## The Merlion at Sentosa Island

JRA provided planning, content development, design, executive media production, project management, and art direction services for one of Sentosa Island's most popular attractions, the 37-meter-tall Merlion. This whimsical re-envisioning includes an animated theater show, a lively pre-show, and greater guest interactivity. The Merlion was completed as part of an award-winning collaboration with BRC Imagination Arts to redevelop several key attractions at Sentosa.



## King's City Theme Park • The Merlion

Theme Parks & Attractions





## Casino Pier

Casino Pier hired JRA to provide master planning and programming services for its rebuilding effort in the wake of Hurricane Sandy in 2012. Casino Pier previously housed 38 rides, as well as a rooftop miniature golf course, concessions stands, and boardwalk games. JRA's proposed master plan called for the boardwalk and pier to retain those rides that were salvaged after the hurricane, while at the same time using this rebuilding opportunity to update the park's ride mix with new family attractions and to refresh food, beverage and retail outlets.

## Jenkinson's Boardwalk

Jenkinson's Boardwalk Fun House is a tribute to the carnival fun houses of yesteryear, with old and new tricks employed to ensure guests have an amusing visit. Mazes, foreshortened rooms, echo chambers, rotating tunnels, trick mirrors, air blasts, sound effects, calliope music, black lights and moving floors are just a few of the classic fun house elements used effectively to create a disorienting, laugh-filled journey. JRA provided master planning, content development and design for this light-hearted attraction.



## Casino Pier • Jenkinson's Boardwalk

Theme Parks & Attractions





## Space Center Houston

JRA worked with the senior management of Space Center Houston on the development of a Conceptual Master Plan that outlines upgrades to the overall visitor experience over the next ten years.

## Anapa Theme Park

JRA provided master planning and conceptual design for a 5-hectare, US\$125 million theme park in Anapa, a tourist town on Russia's Black Sea coast that attracts over three million visitors each year. The park was organized into zones based on the six continents of the world – Europe, Asia, Africa, Australia & Oceania, Antarctica and the Americas. The park's overall storyline invites guests to go on an exploration through various time periods and cultures.



## Space Center Houston • Anapa Theme Park

Theme Parks & Attractions





## Ponte 16 Resort

The HK\$2.4 billion integrated resort, situated on a 2.3-hectare waterfront site within Macau's Inner Harbor, consists of 1.3 million square feet of high-quality entertainment and attractions, including a five-star hotel, a casino, and an entertainment complex. The resort was conceptualized by JRA and features a variety of themed areas, shows, restaurants and retail experiences.

## New Yuan Ming Palace

Working closely with EDAW Hong Kong, JRA provided theming as part of a larger feasibility analysis and renovation plan for the New Yuan Ming Palace in Zhuhai, China. This partial reproduction of Beijing's once famous Old Summer Palace has been a popular destination in southern China. The renovation plan was launched to reinvigorate the 140-hectare park in anticipation of its 10-year anniversary. New attractions and programs were added to available space, while existing attractions are being adapted to meet the ever-demanding market expectations.



## Ponte 16 Resort • New Yuan Ming Palace

Theme Parks & Attractions





## Santa's Village

Opened in 1953, Santa's Village is a Christmas-themed amusement park located in Jefferson, New Hampshire. This popular park is designed to entertain children and their families through a variety of charming rides, attraction, shows and events. JRA provided master planning and conceptual design for one of the park's themed areas, outlining a variety of suggested thematic enhancements, new rides, attractions, shops and food/beverage experiences.

## CXTX Auto Park

JRA developed the conceptual design for the CXTX Auto Park. The idea behind the CXTX Auto Park is both simple and powerful. Develop an "only here" experience with one of a kind activities and auto-related attractions, some of which appeal to specific audiences, some of which appeal to many or all audiences. Mix these attractions with the environments that transport people away from there ordinary, every day lives, freeing them to enjoy, play and imagine in a automobile universe.



## Santa's Village • CXTX Auto Park

Theme Parks & Attractions



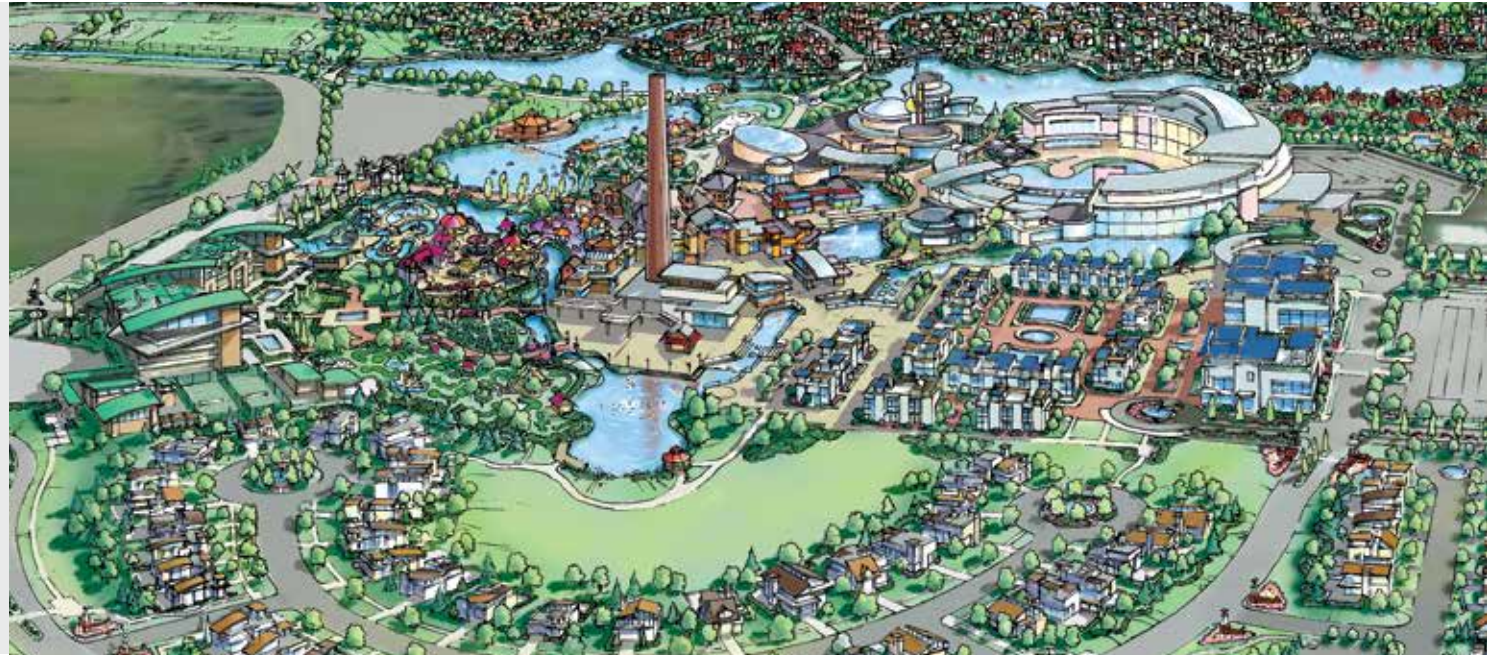


## Six Flags Calabar Theme Park

JRA worked with the Cross River State Government and Six Flags to develop a conceptual master plan for a regional theme park planned near Calabar, Nigeria. The park was designed on a approximately 250-acre (100-hectare) site and featured a number of exciting rides, shows, attractions and environments based upon Nigerian stories, myths and folktales.

## Bansko-Razlog

JRA provided a conceptual master plan for an ambitious new urban development planned for a former manufacturing site in the Bansko-Razlog Valley region of Bulgaria. JRA worked with the development team to create a 10-year strategic plan outlining how the site can be transformed into a year-round development. Specific site components included residential, entertainment, food and hotels, with an underlying theme based upon the area's ties to water.



## Six Flags Calabar Theme Park • Bansko-Razlog

Theme Parks & Attractions



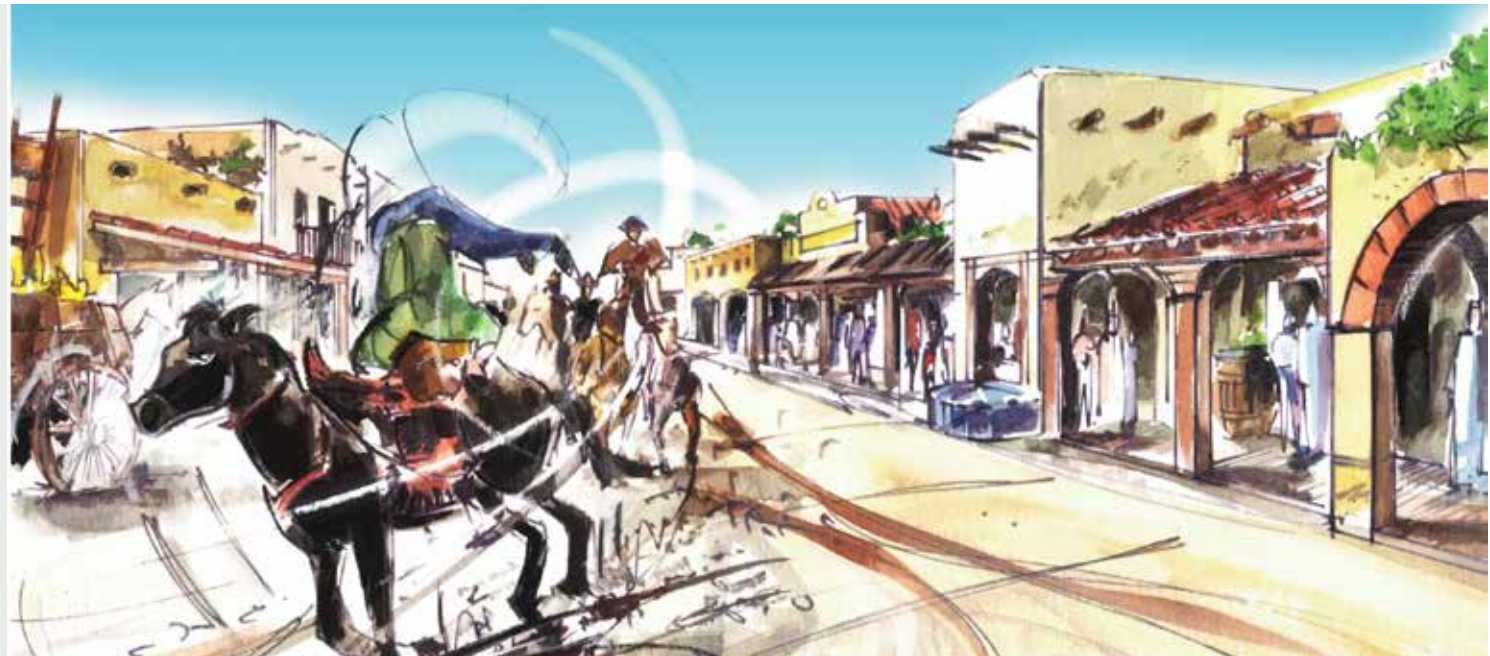


## Restless Planet

Restless Planet was designed to blend entertainment and natural history experiences into a first-of-its-kind destination. Working with London's Natural History Museum, world-renowned paleontologist Dr. Jack Horner of "Jurassic Park" fame, rh Architects and other experts, the team developed a synergy of architecture and experiences that took guests on "the world's ultimate theme ride back into the mists of time," enabling them to explore Earth as it was millions of years ago.

## Al Kaheel

Al Kaheel was envisioned as an educational theme park and working horse farm dedicated to man's relationship with the horse. Initial concepts included an interactive and multimedia horse museum, along with daily attractions such as virtual reality rides, stunt shows, horse presentations, hay rides, desert trekking and horse drawn carriage tours. JRA provided planning, content development, and design for this equine attraction.



## Restless Planet • Al Kaheel

Theme Parks & Attractions





## ZDF Medienpark

JRA worked with German television giant ZDF to develop a concept for the proposed ZDF Medienpark. The first phase of the project is planned as an enclosed facility offering real and simulated experiences based on a variety of ZDF television programs.

## Lok Kawi Seaside Resort

The Lok Kawi Seaside Resort is a planned 50-acre tourist attraction on the northern coast of Borneo. Phase I included a themed entertainment area featuring a large wave pool and several water slides throughout the adult area, teenage area and children's play area. Phase II involved the development of several themed thrill rides including a rapid river ride, spill-water ride, flume ride, adult bumper boat rides and the addition of several water slides. JRA provided conceptual design and a master plan of the entertainment components.



## ZDF Medienpark • Lok Kawi Seaside Resort

Theme Parks & Attractions





## Cheyenne Mountain Zoological Park

The 4.5-acre African Rift Valley Exhibit combines hands-on interactives, a multimedia presentation, and an engaging storybook method of interpretation that helps visitors appreciate both the uniqueness of Africa and the many ways that its Rift Valley area is closer to their everyday lives than they might think. The exhibit encourages visitors to make their own discoveries, and very few interpretive text panels are used. JRA provided planning, content development, design, executive media production, project management and art direction for this highly interactive exhibit.

## Texas Wild! at the Fort Worth Zoo

Texas Wild! is an eight-acre exhibit at the Fort Worth Zoo highlighting the abundant, unique, and varied wildlife of Texas. The exhibit focuses on the tremendous diversity in both the flora and fauna of this unique state, while highlighting the positive role man can play in both the environment and its wildlife. Displays highlight indigenous wildlife species in scenarios that emphasize the powerful dynamics of nature. JRA provided planning, content development, design, executive media production, project management, and art direction for this important conservation exhibit.



## Cheyenne Mountain Zoo • Ft. Worth Zoo

Theme Parks & Attractions





## Cincinnati Zoo Wings of the World

JRA was responsible for the conceptual and schematic exhibit design and final graphic design for a renovated birdhouse at the Cincinnati Zoo. The exhibit traces the evolution of birds and their physical adaptations to varied natural environments. Children-focused interactives include a device allowing children to test the water displacement between a webbed and clawed foot, a three-dimensional bird of prey "head" helping visitors to "see" like a bird and a hand-crank air blower that teaches the basic principles of flight.

## Columbus Zoo Pachyderm Exhibit

The Columbus Zoo's pachyderm exhibit provides visitors with an opportunity to view African elephants, Asian elephants and rhinos from an interior space as well as from several realistic outdoor locations. JRA worked with the zoo's staff to create interpretive elements throughout the area that teach visitors more about the featured animals. The elements include "Conservation Stations" and hands-on interactive exhibits that allow guests to learn more about life from an elephant's perspective.



## Cincinnati Zoo • Columbus Zoo

Theme Parks & Attractions



A photograph of the Jim Beam distillery building, a large two-story structure with a gambrel roof. The building features the 'JIM BEAM' logo in large letters and a smaller 'AMERICAN STILLHOUSE' sign above the entrance. A white delivery truck is parked on the left, and a group of people is walking in the foreground. The entire image is covered with a semi-transparent purple filter.

# BRAND EXPERIENCES

...that emotionally connect to consumers.





## Project Description

Crayola Experience, the “Most Colorful Place on Earth”, awakens the maker in all of us through hands-on activities designed to nurture the creative spirit and stimulate the imagination. Sixty thousand square feet of family fun and 21 interactive, one-of-a-kind attractions let guests immerse all their senses in the magic of color and experience the wonder, whimsy, and nostalgia of this iconic brand. JRA provided planning, content development, design, executive media production, project management, and art direction for this vibrant attraction.



# Crayola Experience

Easton, Pennsylvania, USA



# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

Inside the 92,000-square-foot World of Coca-Cola, visitors can sample more than 100 Coca-Cola beverages from around the world, get “Bubble-ized” and share their images with friends, and meet the famous Coca-Cola polar bear. This attraction leads the way in environmental performance and sustainable design and has welcomed more than 10 million people since it opened in 2007. JRA provided planning, content development, design, executive media production, project management, and art direction for this refreshing brand attraction.



## World of Coca-Cola

Atlanta, Georgia, USA





## Project Description

Three years after opening the World of Coca-Cola, The Coca-Cola Company and JRA scored another win with their pavilion at the 2010 Shanghai World Expo. Based on the magical, mystical world within every Coke machine, The Happiness Factory delighted Expo attendees with its colorful characters, humorous 4D film, a multitude of photo ops, and of course, a taste of the world's favorite beverage! JRA again provided planning, content development, design, executive media production, project management, and art direction services to the Coca-Cola Company.



# The Coca-Cola Pavilion 2010 Shanghai World Expo

Shanghai, China



# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

Appleton Estate, one of world's oldest distilleries, has recently been refreshed with a \$7.2 million renovation to its visitor center. The new Joy Spence Appleton Estate Rum Experience tantalizes all of the senses through its comprehensive tour and "only-here" exclusives. The indoor-outdoor tour features media, hands-on experiences, behind-the-scenes exhibits, breathtaking views, and of course, a tasting room. JRA provided planning, content development, design, executive media production, project management and art direction for this spirited rum attraction.



## The Joy Spence Appleton Estate Rum Experience

Siloah, St. Elizabeth, Jamaica





# “WORLD’S BEST DISTILLERY TOURS.”

CNN

## Project Description

Already the crown jewel of the Bourbon Trail, Jim Beam wanted to fully engage fans in its methods, flavors, and family history. JRA took to heart the Beam mantra “Come as a friend. Leave as family” and created a multi-sensory tour at its distillery. The attraction features an interactive bourbon-making display, a tour of the entire process from mashing to bottling, and a cozy tasting area. JRA provided planning, content development, design, executive media production, project management, and art direction for this refreshing attraction.



## Jim Beam American Stillhouse

Clermont, Kentucky, USA



# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

Building on the success of American Stillhouse, Jim Beam asked JRA to serve up another attraction two years later. The 4,300-square-foot Jim Beam Urban Stillhouse offers a hands-on bourbon experience within Fifth Street Live, Louisville's most vibrant entertainment district. The Urban Stillhouse operates a small working distillery, a bottling line, a tasting experience, and merchandise. JRA again provided planning, content development, design, project management, and art direction services for the world's #1 bourbon.



## Jim Beam Urban Stillhouse

Louisville, Kentucky, USA





## Project Description

The TOYOTA Experience Center employs leading edge technology to express TOYOTA's North American past, present, and future in an architecturally elite, interactive environment. The Center aims to inspire team members to live the company's core values and build on its greatest achievements. Throughout the space, there is an emphasis on the people who have contributed their talent and energy to make TOYOTA the company it is today. JRA is providing planning, design and project management for the Center's various phases. Phase 1 of the project opened in 2018, while the final phase is set to open in the Fall of 2019.



# TOYOTA Experience Center

Plano, Texas, USA





# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

Guests can witness the power, performance, and craftsmanship of this legendary automaker through a state-of-the-art corporate visitor center. Nestled on 40+ acres at Volkswagen's headquarters, the 125,000-square-foot Autostadt features an exposition-style corporate forum, auto museum, showroom, theaters, pavilions for each of the company's many brands, as well as multi-sensory experiences celebrating the company's history and impact on world culture. JRA provided planning, content development, design, executive media production, project management and art direction for this highly popular brand attraction.



## Volkswagen Autostadt

Wolfsburg, Germany





# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

At the SPAM® Museum, guests can view the “world’s largest collection of spiced pork artifacts,” test their height against cans of SPAM, run, jump and slide in a SPAM-themed playground, and simulate making a can of SPAM. The 14,000-square-foot museum celebrates the brand’s history with the military, its iconic popularity around the globe, and its line of products today. JRA provided planning, content development, design, executive media production, project management, and art direction for this museum full of meaty content.



**SPAM® Museum**

Austin, Minnesota, USA





## Project Description

As a global leader in imaging technology, Kodak is using its new Experience Center to celebrate its current innovations in imaging, printing, software, consumer products and intellectual property solutions, while giving a nod to its storied past. The 8,000-square-foot Center, opening in late 2018, includes a refreshed lobby, exhibits on Kodak's innovations and community impact, a café, and a retail area. JRA is providing planning, content development, design, project management, and art direction to bring the Kodak Experience Center into focus.

# Kodak Experience Center

Rochester, New York, USA





## Project Description

The CR Smith Museum preserves and celebrates the history of American Airlines and the aviation industry, as well as educating visitors about the science of flight, airline operations & aviation careers. The goal of the museum is to establish a point of pride for American Airlines team members and their unique professions, while creating a learning opportunity for the general public. JRA provided planning, concept development, and design for the renovation, the first in the museum's 25-year history.



# American Airlines CR Smith Museum

Fort Worth, Texas, USA



## Jack Daniel's Distillery Tour

Each year, over 200,000 visitors from around the world come to Lynchburg, Tennessee to take a free tour of Jack Daniel's distillery, which is the oldest in the United States. The distillery's original tour included graphics, displays and media experiences, addressing topics ranging from single barrel whiskey to the bottling process. Working closely with Jack Daniels' parent company, Brown-Forman, JRA provided planning, content development, design, executive media production, project management, and art direction for this beloved beverage attraction.



## Pepsi Cornerstone Sponsorship Zone

JRA worked with Pepsi's senior management, creative agency TBWA/Chiat/Day and Van Wagner, LLC to develop a variety of thematic environments, innovative graphic displays and interactive media presentations that work together to immerse guests within Pepsi's various iconic brands for the developing New Meadowlands Stadium.

**Jack Daniel's • Pepsi**

Corporate Visitor Centers



## GE Learning Center

Adjacent to GE Aircraft Engine's headquarters and manufacturing plant, the GE Learning Center includes several display areas that trace the evolution of GE's industry-leading jet engine business. Specific exhibit areas and components include nine display zones featuring 26 jet engines, interactive kiosks, media presentations and graphic displays. JRA provided conceptual design for the GE Learning Center.



## Inside CNN

Inside CNN takes guests on a behind-the-scenes look at the World's News Leader. The guided tours provide guests with a dramatic look at the history of CNN's various networks, events, and studios. In addition to a studio tour, the experience includes a number of displays, interpretive graphics and multimedia presentations. JRA provided planning, content development, design, executive media production, project management, and art direction for the tour and related experiences.

**GE Aircraft Engines • CNN**

Corporate Visitor Centers





## Animal Planet Rescue Vehicle

Working with Discovery Communications, Animal Planet Network and the American Humane Association (AHA), JRA created a traveling event that allows guests to tour the AHA's animal rescue vehicle. The visitor experience begins with a stroll through Animal Planet Park, an interactive area featuring videos, interactive displays and live events, before boarding the rescue vehicle for a hand-on tour. JRA provided content development, design, executive media production, project management, and art direction for this informative, animal-focused experience.

## National Geographic Museum

The National Geographic Society hired JRA to provide concept planning for its proposed Explorers Hall re-design. Charged with creating a defining, energizing and "must see" space, JRA conceptualized three new components for Explorers Hall.



## Animal Planet • National Geographic

Corporate Visitor Centers





## Dell Executive Briefing Center

JRA helped Dell transform a room of the executive briefing center at the company's headquarters into an interactive experience that would highlight the company's product line, incorporating a glowing, blue showcase of Dell products. Customers were able to interact with Dell products in this area while meeting with Dell executives. The new room was such so successful that Dell re-hired JRA to design another segment located in the center's front lobby area. JRA provided planning, design and project management for the briefing center.

## Lucent Technologies Briefing Center

"Optical fiber in a way you have never experienced it before." That was the charge given by the Optical Fiber Solutions group of Lucent Technologies when they asked JRA to provide planning, content development, design, executive media production, project management, and art direction services for their customer showcase and briefing center in Atlanta. JRA's designers combined user-friendly functionality with cutting-edge aesthetics to create an eye-catching 5,000-square-foot company showcase and working environment.



## Dell • Lucent Technologies

Corporate Visitor Centers





## Roshen

Roshen is one of the world's leading confectionary companies. JRA recently worked with the Ukrainian-based company to develop an exciting attraction concept that takes guests on a whirlwind tour of the company's manufacturing facilities. A complimentary attraction concept features a series of beautifully abstract environments highlighted by a one-of-a-kind observation tower.

## Expo 2017 Astana

Expo 2017 Astana was an International Exposition which took place in Astana, Kazakhstan during the summer months. JRA worked with the organizers of this highly successful expo to develop concepts for a variety of attractions, exhibits and shows based upon the event's theme of "Future Energy."



## Roshen • Expo 2017 Astana

Corporate Visitor Centers



## Tabasco Visitor Center

JRA worked with McIlhenny Company to develop a conceptual master plan for a new Factory Tour at their home on Avery Island, Louisiana. Plans called for a variety of site enhancements, a new restaurant, and an area for seasonal experiences. The new visitor experience was designed to use the factory's entire site to tell the story of the TABASCO® product from field to bottle, while also providing other areas for guests to learn about the history of the brand, family and Avery Island.



## Bugatti

JRA developed a concept for Bugatti in China that celebrated Bugatti's artistic heritage, superlative history, and its luxurious future. JRA's concept told the story of Bugatti throughout four levels of an iconic, historic building utilizing a variety of media and display technologies.

## Tabasco Visitor Center • Bugatti

Corporate Visitor Centers





# MUSEUMS & SCIENCE CENTERS

That engage audiences on a personal level...





“...ONE OF THE  
**BEST MUSEUMS**  
IN THE COUNTRY.”

CONDE NAST • TRAVELER

### Project Description

The National Comedy Center is the first state-of-the-art museum to celebrate the history of American comedic icons and innovators. Visitors to the 37,000-square-foot Center register their comedic tastes through an RFID bracelet. They then travel through over 50 interactive exhibits guaranteed to tickle their funny bone. Guests go behind the scenes to see the process of creating comedy and can even do a little performing themselves. JRA provided planning, content development, design, executive media production, project management and art direction for this hilarious attraction.



**National Comedy Center**

Jamestown, New York, USA





# THEA AWARD OUTSTANDING ACHIEVEMENT SCIENCE MUSEUM 2014

Themed Entertainment  
Association (TEA)

## Project Description

"The Mind Museum", is an innovative science center that serves as the cultural anchor for Manila's 593-acre Bonifacio Global City development. Within the 49,000-square-foot museum's five major galleries are story topics including The Universe, Life, Nature, The Atom and Technology. Each major exhibit gallery, or "sphere," includes an iconic centerpiece surrounded by 25 to 30 exhibits embedded within the gallery aesthetic. While JRA provided planning and design services, the studio worked hand-in-hand with local scientists and craftspeople, resulting in a source of profound national pride.



## The Mind Museum

Taguig, Manila, Philippines



# IMPACT AWARD & BEST NEW PRODUCT

2016 IAAPA Brass Ring Awards

## Project Description

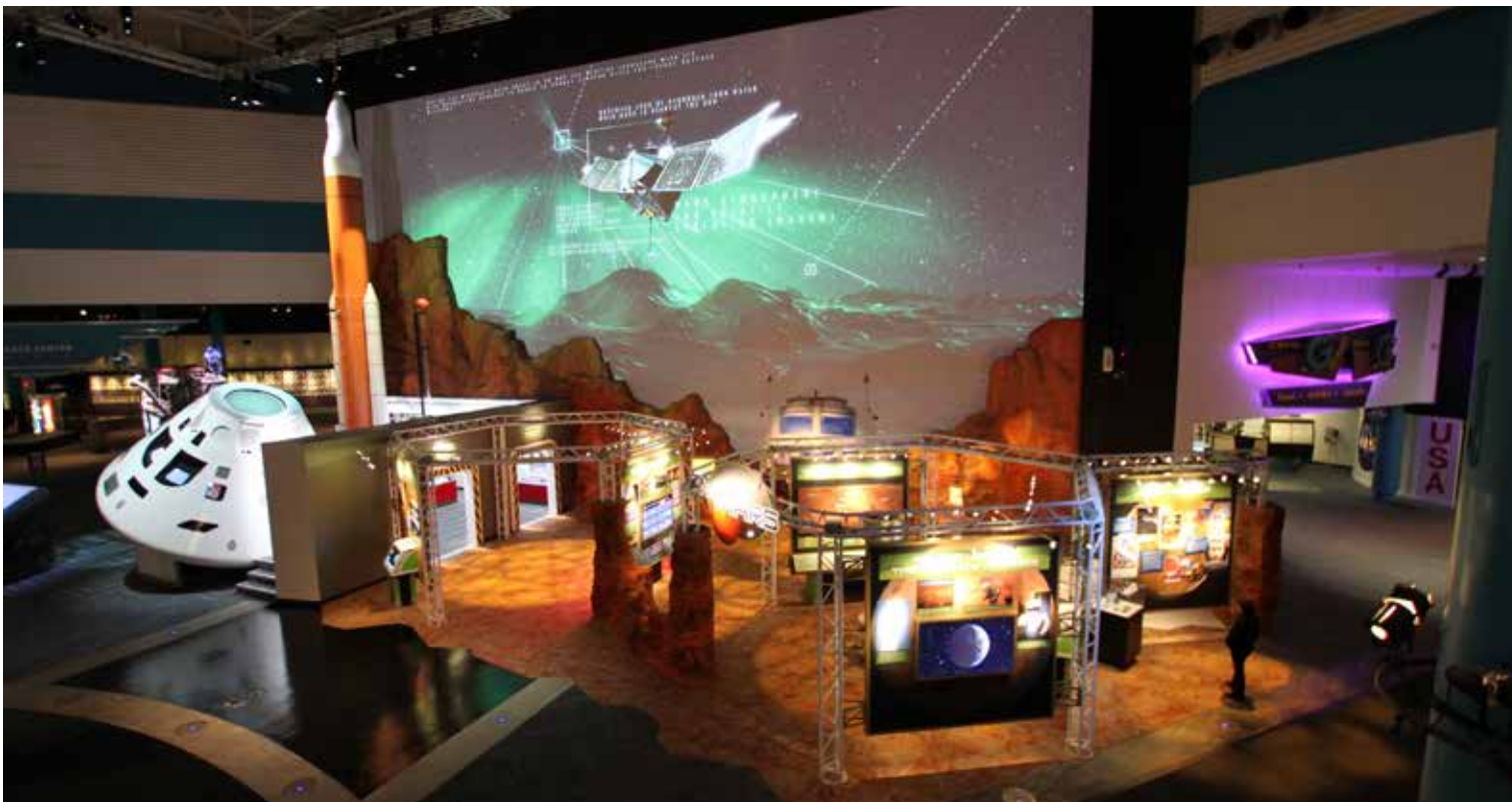
Our mission: to create the only place on the planet where you can see a shuttle mounted to the original NASA 905 shuttle carrier aircraft and discover the intricate workings of both. At Space Center Houston's Independence Plaza, visitors can be immersed in the joy of learning by exploring the vessels that gave humans a new perspective of Earth. JRA provided planning, content development, design, executive media production, project management, and art direction to deliver an award-winning space science exhibit. Mission accomplished.



## Space Center Houston's Independence Plaza

Houston, Texas, USA





## Project Description

Space Center Houston's "Mission Mars" exhibit offers an immersive experience about the Red Planet, as well as an opportunity to peer inside an Orion spacecraft model, stand close to a giant model rocket, and walk on a virtual Mars environment. Is there life on Mars? What kind of spacecraft could get us there? And how would we get back to Earth? JRA provided planning, content development design, executive media production, project management, and art direction for this engaging, interactive look at deep space exploration.



# Space Center Houston's Mission Mars

Houston, Texas, USA





## Project Description

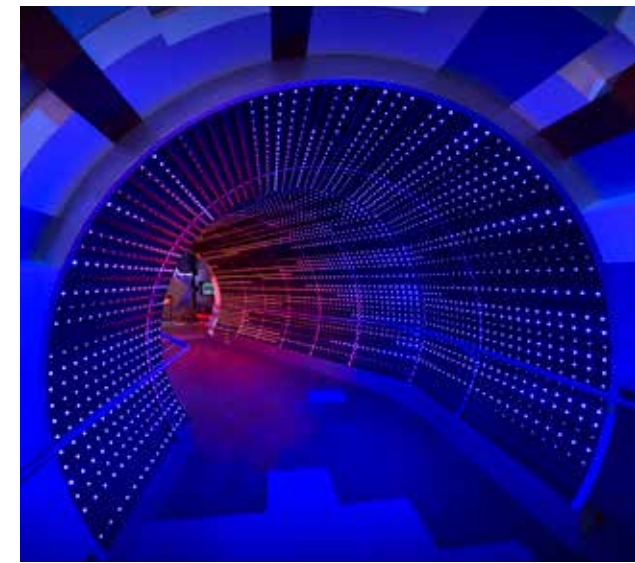
The Energy Exhibit, located within the King Abdulaziz Center for World Culture complex, provides a hands-on, immersive experience exploring the world of petroleum, energy, and technology. State-of-the-art exhibits, theaters, and programs within the 25,000-square-foot science center educate visitors on the oil and energy industry in an engaging manner, with an overarching goal of inspiring young Saudis to consider careers in energy science. JRA provided planning, content development, design, executive media production, project management and art direction for this innovative science center.



## Energy Exhibit

Dhahran, Saudi Arabia





## Project Description

The King Salman Science Oasis is a unique museum that combines science, culture, nature, commerce and faith. The goal of the science center is to improve awareness of science and to improve scientific knowledge and its practical application toward the benefit of mankind. JRA provided planning, content development, design, executive media production, project management and art direction for two galleries within the science center. The galleries feature a variety of immersive environments, beautiful displays, exciting exhibits and media experiences to educate guests about petroleum geology.



# King Salman Science Oasis

Riyadh, Saudi Arabia



# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

For history, space, and technology enthusiasts, the renovated and expanded South Carolina museum is a must-see. JRA served as thematic design consultant for the museum – the first in which visitors can see an observatory, 55-foot digital planetarium, and 4D multi-sensory theatre in one place. This award-winning, 75,000-square-foot cultural institution covers art, cultural history, natural history and science and technology. JRA's design embraced the building's historic use as a mill, incorporating rustic charm to the museum's lobby, exhibit, and retail areas.



## South Carolina State Museum

Columbia, South Carolina, USA



# 2017 PRESIDENT'S AWARD

Texas Association of Museums

## Project Description

Come along on the half-billion-year quest for the ultimate energy solution at the Permian Basin Petroleum Museum. This 32,000-square-foot energy science museum, which offers interactive media, engaging artifacts, and stunning dioramas, plunges visitors into the depths of the Permian Reef, invites them on a journey through Midland's Boomtown era, and launches them on a futuristic voyage around the world. JRA provided planning, concept development, design, executive media production, project management, and art direction for the museum's full-scale renovation.



## Permian Basin Petroleum Museum

Midland, Texas, USA





### Project Description

Nestled among the Rocky Mountains, the Gateway Colorado Auto Museum showcases the collection of Discovery Communications, Inc. founder John Hendricks, using his cars to tell the story of the performing art of the American automobile. The 28,000-square-foot museum takes visitors on a multimedia tour through American automotive history, beginning with the first American-made car and ending in the muscle car era. JRA provided planning, content development, and design for this sophisticated automobile collection.



## Gateway Colorado Auto Museum

Gateway, Colorado, USA



# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

The National Underground Railroad Freedom Center seeks to foster safe, open, and honest dialogue on issues of freedom. Guests can watch a short film narrated by Oprah, and then take a walk through a gallery of artifacts, media, and vignettes that trace 300 years of slavery in North America. The final gallery of the 25,000-square-foot Center features examples of “unfreedoms” extending from the late 19th century to the present day. JRA provided planning, content development, design, executive media production, project management, and art direction for this thought-provoking attraction.



## National Underground Railroad Freedom Center

Cincinnati, Ohio, USA



# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

The vision of the Milton J. Rubenstein Museum of Science & Technology (MOST) is "to be a pre-eminent science and technology center, inspiring all generations through hands-on education and entertainment." JRA has enjoyed a long relationship with MOST to refine its the content and conceptual direction, and has provided planning, content development and design services for over 20,000 square feet of exhibits ranging on topics including life sciences, geology, energy, flight, and communication.



## MOST Science Center

Syracuse, New York, USA





# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

Working with Science Centre Singapore's in-house design staff, JRA planned and designed a vibrant new atrium, integrating some of the museum's off-the-shelf exhibits into a high-energy, high impact experience that features live actors, special effects, and dramatic lighting. This atrium show culminates in a thunderous crescendo of lightning from an iconic Tesla coil, inspiring visitors to "spark" an interest in science.

**Science Centre Singapore**

Singapore





## Project Description

As guests enter Science Centre Singapore, they can now get a peek into the "Mind's Eye", an exhibition on illusions and human perception. As visitors grapple with over 30 exhibits, they reveal just how their senses and mind can fool them into believing. The illusions here portray the difference between what we experience/sense and what is actually perceived and are designed to capture the imagination and explore the science behind optical illusions. JRA provided planning, content development, and design for The Mind's Eye gallery.





## Ripley's Believe It or Not!

Ripley's Believe It Or Not! London Museum featured a variety immersive environments, attractions and of one-of-a-kind artifacts, including an actual section of the Berlin Wall, genuine shrunk heads, a vampire killing kit, a four-meter long model of London's Tower Bridge made out of matchsticks and a 545-pound meteorite.



## Tibbals Learning Center

The \$15.6-million Tibbals Learning Center tells the story of the American circus and immerses guests in the sights, sounds and magic of the greatest traveling show. Specific exhibits in the 12,000-square-foot gallery include: a circus costume gallery, a 3-D time line, and an interactive poster display, as well as the Golden Age Theater and a Contemporary Circus Gallery. JRA provided planning, design, and project management for this high-flying experience.

**Ripley's Believe It or Not! • Tibbals Learning Center**

Museums





## Fort Siloso at Sentosa Island

Fort Siloso at Sentosa Island is Singapore's only preserved coastal fortification. This historic site now serves as a popular interpretive attraction and houses a comprehensive overview of Singapore's World War II history. Updates included more accessible walking routes, new interpretive experiences, relocated exhibits and exciting multimedia shows, each providing insight into the diversity of people and events surrounding the Fort's rich history. JRA provided planning, content development, design, executive media production, project management, and art direction for this historical attraction.

## Mapping Our Tears

"Mapping Our Tears", a former project of Cincinnati's Holocaust and Humanity Center, brought stories of Holocaust survivors to life by immersing visitors in an exhibit designed to resemble an attic from a European home of the 1930s. In early 2019, the Center will open its new, 12,000-square-foot museum, which will chronicle the rise of Nazism, recount the stories of survivors who rebuilt their lives in Cincinnati, and use the lessons of the Holocaust to inspire action today. JRA is providing planning, design, and project management alongside internationally-renowned firm, Berenbaum Jacobs and Associates.



## Fort Siloso • Mapping Our Tears

Museums





## Arab American National Museum

The Arab American National Museum highlights the positive impact that Arab Americans have made and continue to make in the United States. The museum is organized in four sections: Arab contributions to world culture; "Coming to America", which tells how various Arab Americans arrived in the U.S.; "Living in America", which talks about the day-to-day experiences of Arab Americans; and "Making an Impact", which celebrates the contributions of Arab Americans to American art, entertainment, politics and culture.

## King Abdullah: Values & Wisdom

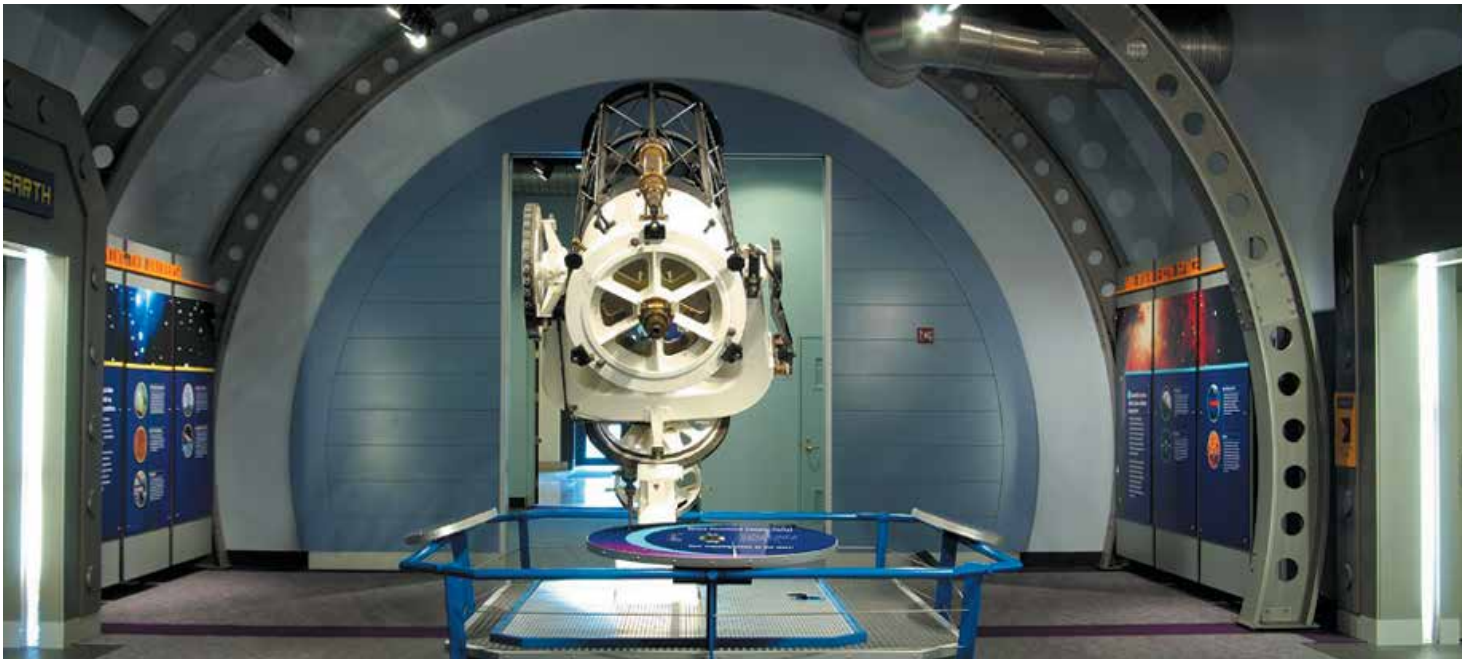
"King Abdullah: Values and Wisdom", the Introductory Convoy of the 2018 King Abdullah Exhibition, traveled to 20 cities throughout the Kingdom of Saudi Arabia. The collected artifacts, photographs and videos featured in the traveling exhibit were part of an intensive effort aimed at preserving King Abdullah's legacy and promoting his values and wisdom, both locally and globally. The History Factory, JRA, and The Brand Experience worked together to provide planning, design, and project management services.



## King Abdullah: Values & Wisdom • Arab American National Museum

Museums





## The Franklin Institute Space Command

As part of a larger and ongoing renovation at The Franklin Institute, the museum developed "Space Command", a 5,000-square-foot astronomy exhibit. The primary focus of the Space Command exhibit is to familiarize visitors with the basic components of the universe, the solar system, the methods used by astronomers to examine very distant objects, and the legacy and future of manned space exploration. JRA provided planning, content development, and design for this interactive space science zone.

## Kennedy Space Center Early Space Exploration

The 8,500-square-foot Early Space Exploration exhibit at Kennedy Space Center told the story of the early days of NASA and the American space effort. Organized by space achievements from the early twentieth century through the 1970s, the exhibit guided more than three million guests a year through a comprehensive and compelling history, using artifacts, media, and the jewel of the exhibit: the actual Mercury Mission Control Room. JRA provided planning, design, and project management for the out-of-this-world attraction.





## Sue the T.rex The Field Museum

JRA is honored to have worked with The Field Museum on the display of “Sue,” the largest and most complete Tyrannosaurus rex fossil ever found. The centerpiece of the popular exhibit is the 42-foot long fossil, while a variety of modular exhibit components located adjacent to the main display further educate visitors on a variety of topics including the discovery and preparation of the Sue fossil, physical attributes of the T.rex and general paleontology. JRA provided complete design and production for the exhibit.



## A T.rex Named Sue Traveling Exhibit

JRA worked with The Field Museum’s in-house staff to design and produce a traveling exhibit showcasing a cast of “Sue” – the largest, most complete Tyrannosaurus rex ever found. This 5,000-square-foot bilingual exhibit features a cast of the 42-foot long creature, as well as a variety of modular interactives and displays. Topics of discussion include the evolving scientific view of the T. rex, the discovery and preparation of the Sue fossil and general paleontology. Breakthrough images from The Field Museum’s CT scan of the Sue skull are also presented via an exciting video presentation.

## Sue the T.rex & A T.rex Named Sue at The Field Museum

Museums



## Cincinnati History Museum

JRA provided planning, content development, design, project management and art direction for the Museum's Public Landing Gallery, which required minute attention to detail to achieve historical accuracy. JRA's design team researched, located and acquired much of the historic architectural hardware used in the gallery's buildings, and each building was "aged" by a team of scenic painters to add peeling paint, dirt, flood lines and hand-worn patina.



## The Henry Ford Journey to the Model T

"Journey to the Model T" at The Henry Ford traces the story of the Ford Motor Company founder from his boyhood years on a farm in rural Michigan to his development of the first "people's car." JRA provided planning, content development, and design services, with the goal of crafting an experience around existing buildings that highlighted significant artifacts relating to Henry Ford's early life and development of the Model T.

**Cincinnati History Museum • The Henry Ford Museum**

Museums





## Chisholm Trail Heritage Center

The Chisholm Trail Heritage Center features over 6,000 square feet of new exhibits and theatrical experiences that introduce visitors to the history and romance of the Old Chisholm Trail, the major route along which Texas cattle ranchers drove their herds north through Oklahoma to railroad points in Kansas. JRA provided planning, content development, design, media production, project management, and art direction for the museum's exhibits, as well as its multimedia, highly-immersive theaters.

## Wyoming Territorial Park

The Wyoming Territorial Park was created to accurately depict the 19th century American West, with particular emphasis on the High Plains. An End-of-Tracks Town of the late 1860s was re-created as part of the living history museum, and five re-created buildings serve as a focal point. Its centerpiece, Wyoming Territorial Prison, was fully restored and operates as a museum. JRA's project team provided planning, content development, and design for the museum interior, in addition to art directing its artifact displays.



# Chisholm Trail Heritage Center • Wyoming Territorial Park

Museums



## AEGIS Theater at Nauticus

Nauticus celebrates our connections with today's maritime world. The AEGIS Theater at Nauticus used live actors, interactive technology, film and special effects to give guests a sense of what it would be like to work in the Command Information Center of an AEGIS-equipped missile cruiser during an enemy attack. JRA provided planning, content development, design, executive media production, project management and art direction for this immersive theater experience.



## The MacArthur Memorial

The Memorial's beautiful and historic exhibits go beyond the life of five-star Army General Douglas MacArthur to tell a story deeply intertwined with American history. Features include a re-creation of a World War I trench, a five-foot model of the PT boat that MacArthur used during his treacherous journey from the Philippines' Corregidor Island, and personal artifacts from the MacArthur family. JRA provided planning, content development, design, project management, and art direction for this emotionally-charged historical museum.

**AEGIS Theater • The MacArthur Memorial**

Museums



## **Go For Broke National Education Center**

During World War II, "Go For Broke!" was the rallying cry for the predominantly Japanese-American 100th Battalion and became the inspirational motto for all of the Japanese American units who served during the world conflict. Despite the fact that many of their family members were being held in U.S. internment camps, Japanese-American soldiers quickly became known for their loyalty, valor and military effectiveness. The Center teaches visitors the values of citizenship, patriotism, and leadership through the stories of these legendary soldiers. JRA worked with the 100th/442nd/MIS WWII Memorial Foundation to plan & design the center.



## **The National Park Service Washington Monument Interpretive Center**

Developed to serve as a temporary visitors center during the restoration process of the national monument, The National Park Service Washington Monument Interpretive Center provided more than one million visitors with an in-depth look at one of the world's most famous landmarks. JRA was responsible for the complete planning and design of the engaging interpretive facility at the base of the scaffolding system. The result was a rich journey through the history of not only the Washington Monument, but also Washington, the man and city.

**Go For Broke • Washington Monument Interpretive Center**

Museums



A young girl with blonde hair, wearing a green raincoat and a white flower headband, is leaning over a white tub filled with water. She is holding a yellow toy shovel in her right hand and reaching into the water with her left hand. Various colorful toys, including a fishing rod, a red toy car, and several small animal figurines, are floating in the water. The background is a wooden fence. The entire image has a purple tint.

# CHILDREN'S EXPERIENCES

...that spark minds and create smiles.





# ONE OF THE “7 BEST KIDS MUSEUMS IN THE USA.”

[TravelingMom.com](https://TravelingMom.com)

## Project Description

Inside Children’s Museum of Atlanta, children can travel the world, launch a rocket, or create a theatrical masterpiece. Wanting to appeal to older age groups, increase attendance, and deepen their teaching of STEAM (science, technology, engineering, art, and math), the 16,000-square-foot museum set out on an \$8.9 million renovation. JRA provided planning, concept development, design, executive media production, project management and art direction for the renovation, which has led to an attendance increase of 60,000 per year.



## Children’s Museum of Atlanta

Atlanta, Georgia, USA



# “ONE OF THE 10 BEST CHILDREN’S MUSEUMS IN THE COUNTRY.”

Parents Magazine

## Project Description

Imagination is the name of the game at Kohl Children’s Museum of Greater Chicago. Whether it’s shopping at the Whole Foods Market, laying bricks on the Hands On House, or examining X-rays at the Pet Vet, children eight and younger have ample opportunities for pretend-based play. Other areas in the museum’s 17,000 square feet of exhibits include a doll nursery, art studio, play cafe, and water table. JRA provided planning, content development, design, project management, and art direction for this nationally-renowned children’s museum.



## Kohl Children’s Museum of Greater Chicago

Glenview, Illinois, USA





# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

The Golisano Children's Museum of Naples features 15,000 square feet of indoor exhibit space, as well as an outdoor exhibit entitled, "Beautifully Outdoors". From climbing through an igloo to dancing through the leaves, the museum provides vibrant, colorful spaces for children to learn about Naples' unique regional history, agriculture, geography, and climate. JRA provided planning, concept development, design, project management, and art direction for this STEAM-based, brain building attraction, which has served as a major tourism and employment catalyst for the area.



**Golisano Children's Museum of Naples**

Naples, Florida, USA





## Project Description

KidsSTOP™ is Singapore's first and only children's science center for ages 8 years old and below. With an exclusive 3,000-square-meter gallery built to encourage playful exploration, KidsSTOP™ comprises 17 zones and feature areas designed around four themes – Imagine, Experience, Discover and Dream. These zones and feature areas employ STEAM (Science, Technology, Engineering, Art and Mathematics), principles through activity, play and exploration. JRA provided planning, content development, and design for this educational attraction.



**KidsSTOP™ at Science Centre Singapore**

Singapore





## Project Description

Imaginosity is Ireland's first and only interactive children's museum and offers a unique space for children and families to play, create, and learn in together. The 8,000-square-foot museum emphasizes arts and literacy education through a combination of exhibits and programming, and its design is reflective of the local culture. Specific exhibit areas include a mini-town, construction zone, art studios, performance art spaces, and a whimsical two-story climbing structure. JRA provided planning, content development, design, project management, and art direction for this whimsical museum.



## Imaginosity, Dublin Children's Museum

Dublin, Ireland





# “STAR OF SIOUXLAND” AWARD 2016

Siouxland Chamber of Commerce

## Project Description

LaunchPAD Children’s Museum, a 10,000-square-foot attraction targeted to children from infancy to age ten, teaches kids about construction, architecture, water, wind, agriculture, and role-playing—all while building, splashing, and laughing. The PAD in LaunchPAD stands for “play and discover,” because the exhibits are experiential and hands-on, encouraging imagination, problem solving and open-ended exploration. JRA provided planning, content development, and design for the museum, which doubled its attendance goal in its first year and has served as an economic engine for the region.



**LaunchPAD Children’s Museum**

Sioux City, Iowa, USA





## Project Description

The Peoria PlayHouse Children's Museum inspires children to become "explorers and creators of the world" through six colorful exhibit areas. These engaging play spaces stimulate imagination and creativity while celebrating the past, present and future of the Peoria community. Within the museum's 8,000 square feet of exhibit space, children eight years and younger can wield a hammer, harvest vegetables, maneuver boats, and dig through sand. JRA provided planning, content development, design, project management, and art direction for this unique educational play space.



# The Peoria Playhouse Children's Museum

Peoria, Illinois, USA





# CERTIFICATE OF EXCELLENCE

TripAdvisor

## Project Description

The McKenna Children's Museum features over 10,000 square feet of exhibits for children and their caregivers, offering visitors of all ages the ability to experience the joy of learning in a wholesome, safe, welcoming environment. The museum's exhibits and programs reflect the diverse cultures of the local region and were developed with the most current knowledge of the physical, cognitive, social, and emotional needs of children. JRA provided planning, content development, design, project management and art direction for this nationally-recognized children's museum.

## McKenna Children's Museum

New Braunfels, Texas, USA





## Project Description

As the first stand-alone, play-based children's museum in China, Lao Niu Children's Discovery Museum lets children use their minds and bodies to observe, practice, and explore creative play experiences themed to the Chinese zodiac. In its 26,000 square feet, kids from infancy to age seven can explore, discover, improve cooperation and attentiveness, and learn good judgment through testing, exploring, and problem solving. JRA provided planning, content development, design, project management and art direction for this fanciful children's museum.



# Lao Niu Children's Discovery Museum

Beijing, China





## Project Description

The Children's Enlightenment Center at Songqingling Children's Museum features more than 20,000 square feet of exhibits for children and their caregivers. Here children can explore the worlds of Circle Town, Secret Water World, Rainbow Island, Sky City and Candy Gardens. In partnership with Star Group, JRA recently provided planning, content development, and design for the galleries, which expand the horizons of children's development both educationally and physically.

## Songqingling Children's Museum

Beijing, China





## Project Description

It's not everywhere that you can pull a 10-ton locomotive by hand. But you can at Enginuity! This educational attraction, located within the Ironbridge Gorge UNESCO World Heritage site, offers 20,000 square feet of science-based exhibits, covering everything from earthquakes to electricity. Various activities showcase the ideas of engineering in a historical context while connecting them to contemporary design and technology. JRA provided planning, content development, design, executive media production, project management, and art direction for this engaging science center.



# Enginuity

Coalbrookdale, UK





## Project Description

Through its visually exciting and highly interactive exhibits, the 5,000-square-foot Corpus Christi Museum of Science and History's H-E-B Science Center aims to inspire and educate children and adults in the sciences. The Science Center flows from micro to macro with hands-on, larger than life exhibits that include: Chemistry, Particles, Cells, DNA, Engineering, Math, Physics, Space, a Planetarium and Paleontology. JRA provided planning, content development, design, project management, and art direction for this STEAM-based children's science center.

# Corpus Christi Museum of Science and History H-E-B Science Center

Corpus Christi, Texas, USA





## Project Description

JRA worked with Imagine Exhibitions and Rovio Entertainment to develop a 10,000-square-foot traveling exhibit celebrating the art and science of the world's most downloaded game - Angry Birds. "Angry Birds Universe: The Art and Science Behind a Global Phenomenon", features a variety of interactives, immersive environments and media activities that bring the world of Angry Birds to life while teaching a variety of science, technology, engineering, art and math (STEAM) principles in an engaging manner. JRA provided planning, content, and design for this dynamic, game-based attraction.



# Angry Birds Universe

Traveling Exhibition





## Water Works • COSI Toledo

JRA worked with COSI's in-house creative team to plan and design "Water Works," an 8,000-square-foot area of the museum focusing on the principles of water. This educational waterplay area provided visitors with the opportunity to explore a variety of topics, including the scientific characteristics of water, the role of water in our everyday lives, the role of water in weather phenomena and the importance of water commerce and exploration.

## El Museo de los Niños

JRA is honored to have worked with the First Lady of Guatemala to bring her country its premier museum for children. The mission of El Museo de los Niños is two-fold: to improve children's lives through education and to encourage children to establish peaceful relationships. Six colorful galleries housing experiential exhibits engage children, inviting them to explore universal information on science, health and geography. JRA provided planning, content development, design, project management and art direction for this vibrant children's museum.



## COSI Toledo • El Museo de los Niños

Children's Experiences





## Children's World at Guangdong Science Center

The 450,000-square-foot Guangdong Science Center is considered the largest science-technology center in the world. JRA provided planning, content development, and design for its 20,000-square-foot "Children's World," which takes children on an interactive exploration of their home, neighborhood, city and world. Highlights include a children's driving school and mechanic shop, a role-play farm where children can pick their own fruit, a sand pit where guests can unearth dinosaur "fossils", a walk-through body experience, and a dynamic water play area.

## KidzWorld at Malaysia National Science Centre

The mission of the National Science Centre is to promote awareness, interest and understanding of Science and Technology to increase the knowledge of the Malaysian citizens. The overall concept of the Centre is to link science with the environment, religion, and all other aspects of life. JRA provided complete planning, content development, design, and art direction for KidzWorld, an area of the Centre created to excite the minds of children 7 to 12 years old.



# Guangdong Science Center • Malaysia National Science Centre

Children's Experiences





# SPORTS ATTRACTIONS

...that inspire lifelong fans.





## Project Description

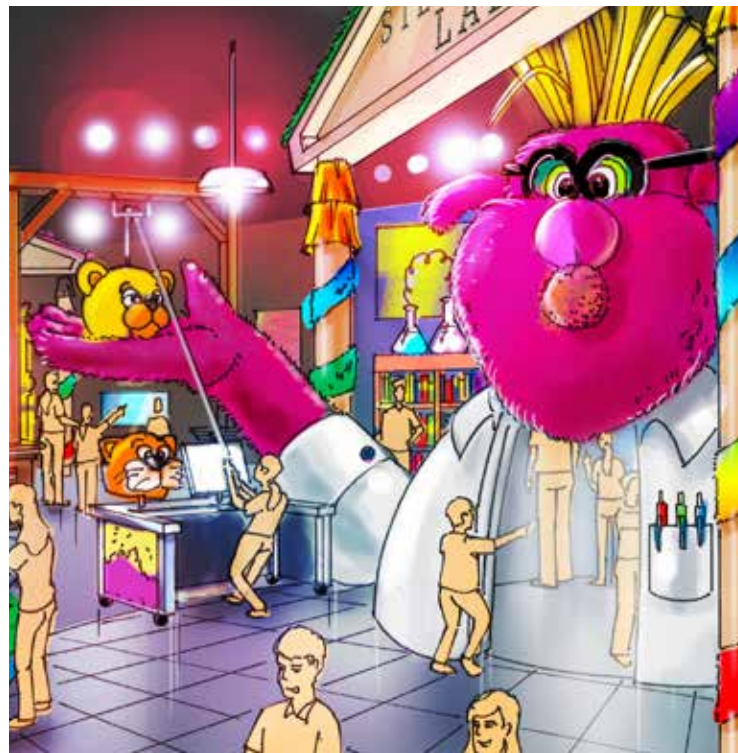
The Motorsports Hall of Fame of America (MSHFA) is the only hall of fame that encompasses the full spectrum of American motorsports. The exhibits within the 27,000-square-foot MSHFA help guests honor the pioneers and master racers of America's motorsports heritage, as well as drag racing, aviation, motorcycles and powerboats, sports cars, stock cars, open wheel racing and the racing world at large. JRA provided planning, content development, graphic design, project management, and art direction for this adrenaline-pumping attraction.



# Motorsports Hall of Fame of America

Daytona, Florida, USA





## Project Description

The sports world's tribe of furry and feathered creatures will soon have a home at the Mascot Hall of Fame. Set to open in early 2019, this 12,000-square-foot family fun zone aims to make people laugh and draw them closer to the teams they love, while educating families on the art and science of mascots. JRA is providing planning, content development, design, executive media production, project management, and art direction for this fantastically fuzzy attraction.



## Mascot Hall of Fame

Whiting, Indiana, USA





## Project Description

LifeSports is a next-generation regional field sports destination. Combining year-round sports and recreation programming with specialty retail, restaurants and entertainment offerings, these state-of-the-art facilities will set a new standard for sports entertainment. JRA is providing planning, content development, and design for the attraction, which is currently in development.



# LifeSports Sports Attraction

Confidential – In Development





## Project Description

This family-focused attraction will use sports of all sorts to explore science, technology, engineering, the arts, and math (STEAM). Challenging both body and mind, activities will encourage physical activity, promote literacy, and encouraging healthy habits. But with all of the running, jumping, dribbling, and kicking they'll be doing, all that children will be thinking is that they never want to leave. JRA is providing planning, content development and design for this fun-filled family sports attraction.



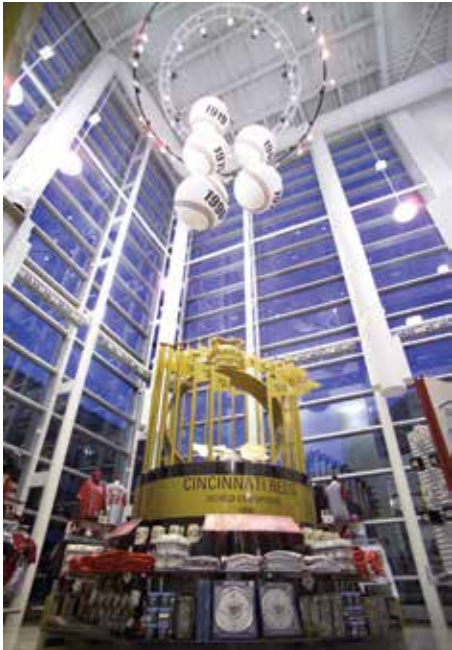
## Northwest Arena Kidzone

Jamestown, New York, USA



## Cincinnati Reds Hall of Fame and Museum

The history of America's oldest professional baseball team is captured in the Cincinnati Reds Hall of Fame and Museum. This 20,000-square-foot museum features one-of-a-kind artifacts, dioramas, theaters and interactives. JRA provided planning, design, executive media production, project management, and art direction for this popular local sports attraction.



## Cincinnati Reds Fan Zone & Team Shop

JRA also created a series of interactive experiences for the Great American Ballpark Fan Zone and designed the Reds' Team Shop. Parents can take their kids to the Zone to burn off energy at a base-running activity called "Run it Out" or compare bat sizes at "Bat Weight." Fans can check out the day's lineup, complete with pictures of players, and young pitchers can place their fingers on painted baseballs to learn how the pros throw curve and fork balls. Other activities include a speed pitch and unique photo opportunities.

# Cincinnati Reds

Sports





## Green Bay Packers Hall of Fame

The original 25,000-square-foot Green Bay Packers Hall of Fame did more than simply celebrate the team's best players and coaches. Attractions included a multimedia time line, the Weather Theater, Ice Bowl diorama, trivia challenge game, recreated locker room, a re-creation of Vince Lombardi's office, and of course, an exhibit dedicated to the 126 enshrined players. JRA provided planning, concept development, design, executive media production, project management and art direction for an attraction that gave Packer fans another reason to cheer.

## Indiana Pacers' Fieldhouse

JRA provided planning, content development, design, project management, and art direction services for the 10,000-square-foot Pacers retail store at the team's Bankers' Life Fieldhouse arena. In addition to retail, the space includes the Rafters Bar, a Dunkin' Donuts shop, and basketball interactives and participatory events at which visitors of any age can test their skills. JRA also designed sponsorship interactives throughout the arena and coordinated the space and design of Pepsi Square, an upper concourse pavilion.



# Green Bay Packers Hall of Fame • Indiana Pacers' Fieldhouse

Sports





## University of Kentucky Basketball Museum

The University of Kentucky Basketball Museum exposed visitors to more than just the rich history of Wildcat basketball. The exhibits explored such sports science topics as the effect of the ball's trajectory on a shot's outcome; the involvement of the muscular, skeletal, and nervous systems in a jump shot; and the nutritional needs of the average athlete. Memorabilia, immersive exhibits, and theaters rounded out the experience. JRA provided planning, content development, and design for an attraction that celebrated not just a single team, but an entire sport.

## NCAA Hall of Champions

The NCAA Hall of Champions honors American collegiate athletes with 30,000 square feet of exhibits related to the association's history and 24 recognized sports. The museum features a 4,000-square-foot "Play" gallery filled with interactive sports exhibits, a high-definition theater that allows guests to see, hear, and feel the excitement of NCAA competition, and of course, a Hall of Honor. JRA provided planning, content development, design, executive media production, project management and art direction for this sporty attraction.



**University of Kentucky Basketball Museum • NCAA Hall of Champions**

Sports





## The Ohio State University Athletic Hall of Fame

The Ohio State University's Athletic Hall of Fame, coupled with super-graphics and timelines in the arena's main concourses, pays tribute to remarkable student athletes from each of OSU's varsity sports. Notable athletes that attended OSU include: track legend Jesse Owens, golfer Jack Nicklaus, and Olympian Stephanie Hightower. Together, the Hall of Fame and graphics celebrate the "Tradition, People and Excellence" of OSU athletics. JRA provided planning, content development, design, project management, and art direction for this celebratory sports attraction.

## Michigan State University Athletics Hall of Fame

Located in the Student-Athlete Academic Center, the Michigan State University Athletics Hall of Fame featured 11 large wall murals of MSU giants, as well as a reader rail filled with 63 signature moments since the school's beginnings in 1855. Banners representing each of MSU's 26 varsity sports and frosted glass plaques rounded out the Hall of Fame. Theatrical lighting, light boxes and its colorful design made the Hall of Fame the nighttime jewel of the campus. JRA provided planning, design, and project management to help fans achieve maximum "Spartan pride".







## Thunder Road USA: The Georgia Racing Hall of Fame

Capitalizing on the growing interest in NASCAR and the rich history of racing in Georgia, Thunder Road USA quickly became one of the sport's top attractions. This 30,000-square-foot facility contained state-of-the-art interactive exhibits, immersive theaters, motion simulators, one-of-a-kind artifacts, children's play areas and a variety of food and retail spaces, as well as the official Georgia Racing Hall of Fame. JRA provided planning, content development, design, executive media production, project management, and art direction for this high-octane attraction.

## DAYTONA USA

JRA delivered planning, content development, design and executive media production for this award-winning, 50,000-square-foot visitor center, which was open year-round for private events surrounding the 28 racing events held at Daytona International Speedway every year. Special features included interactive challenges, trivia games, an elaborate robotics display, and a full-scale slice of Daytona's 31° banked track.



# Georgia Racing Hall of Fame • DAYTONA USA

Sports





## American Airlines Arena TXU Concourse

As one of American Airlines Arena's main sponsors, TXU Energy wanted to reach out to its diverse audience with a fun, memorable experience conveying the Texas-based company's history, mission and services. Working with TXU's in-house team, JRA created a series of themed environments, graphic elements and interactives to help the company use its sponsor concourse to its best advantage. The result is an exciting sponsorship zone that quickly became a facility favorite. JRA provided planning, content development, design, project management, and art direction for this interactive fun zone.

## Columbus Blue Jackets

"Provide world class, major league sports entertainment." That was the goal of the NHL Columbus Blue Jackets as they developed their new Nationwide Arena. JRA planned, designed, and realized a series of fan-friendly interactives and corporate sponsorship zones that extended the entertainment beyond center ice. These attractions seamlessly blended fun, education, and corporate messaging, resulting in a "hat trick" of fun-filled experiences for every Jackets fan.



## American Airlines Arena TXU Concourse • Columbus Blue Jackets

Sports



JRA

