DESIGNING EXTRAORDINARY EXPERIENCES

PAUL BULENCEA
SNOW AND MOUNTAIN TOURISM CONGRESS
PAUL BULENCEA & ROMAN EGGER
CO-AUTHOR
THE COLLEGE OF EXTRAORDINARY EXPERIENCES

PAUL BULENCEA
CO-FOUNDER
EXPERIENCE DESIGNER

PAUL
DRAW
A BRIDGE
KEY VISUALS USED BY SELECTED WINTER DESTINATIONS
“THE SHELVES ARE STILL BARE OF THE REAL INGREDIENTS WE CRAVE”

UNDERSTANDING
FORGIVENESS
TENDERNESS
CLOSENESS
INTERACTIVE HELPS DEVELOP SKILLS IS FOR THE WHOLE FAMILY PROVIDES A NEW EXPERIENCE COMBINES LEISURE AND EDUCATION
WHAT IF WE …
RE-DESIGN HIKING TRAILS INTO RELATIONSHIP BUILDING JOURNEYS
VAN GOGH BICYCLE PATH

Video Link
COMPLIMENTS

Video Link
WHAT IF …
OUR MOUNTAINS
TEACH HISTORY
FAIRWEATHER MANNOR

Video link
WHAT IF WE …
RE-DESIGN HOTELS AS EDUCATIONAL CENTERS FOR ALL AGES
THE SCHOOL OF LIFE

GOOD IDEAS FOR EVERYDAY LIFE

LOSE YOUR DREAMS

LOSE YOUR MIND

THE SCHOOL OF LIFE

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WHAT IF ...
OUR MOUNTAINS
BECOME
IMMERSIVE ART
GALLERIES
WHAT IF …
OUR ATTRACTIONS
CREATE NATURE
GUARDIANS AND
AMBASSADORS
THE ELVEN KINGDOM

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WHAT IF WE …
WORK HARD TO FIGURE IT OUT
“THE ILLITERATE OF THE 21ST CENTURY WILL NOT BE THOSE WHO CANNOT READ AND WRITE, BUT THOSE WHO CANNOT LEARN, UNLEARN AND RELEARN”
X-axis:
The five senses

Y-axis:
Intensity of a particular experience on each sense
EXPERIENCE@EXTRAORDINARY.COLLEGE
THANK YOU!
REFERENCES