A STORYTELLING TECHNIQUE THAT IS DRIVING TOURISM TO DESTINATIONS

Thessaloniki, October 11th, 2018
HOW CULTURE CAN BE BROUGHT TO LIFE?

HOW TECHNOLOGY CAN ENHANCE THE TRAVELERS’ EXPERIENCE?

HOW STORYTELLING CAN INSPIRE THE TRAVELERS?
WHAT WILL MAKE A DESTINATION EVEN MORE SUCCESSFUL TOMORROW?

WHAT MAKES A DESTINATION SUCCESSFUL TODAY?

WHAT ARE THE ATTRACTIONS OFFERED TODAY?

WHAT ARE THE ATTRACTIONS TO OFFER TOMORROW?
WHAT WILL GIVE TO TRAVELERS THE URGE TO VISIT NOW?

WHAT WILL KEEP THEM COMING BACK?

WHAT WILL KEEP THEM STAYING LONGER?
CULTURE AND HISTORY OF THOUSANDS OF DESTINATIONS DESERVE TO BE HIGHLIGHTED THROUGH STORYTELLING EXPERIENCES

PUT IT ON THE MAP!
TELLING STORIES THROUGH MULTIMEDIA SPECTACULARS

STORYTELLING + ARCHITECTURE = TECHNOLOGIES
SHOW EXPERIENCE

think spectacular
USUAL INGREDIENTS OF A MULTIMEDIA SPECTACULAR

- STORYTELLING
- ARCHITECTURE
- WATER
- LIGHTS
- VIDEO
- LASER
- FIRE
- SOUND
WITH THIS COMBINATION OF INGREDIENTS, FROM OUTSIDE, A SUCCESSFUL SHOW LOOKS LIKE THIS…
...BUT IN REALITY, FROM INSIDE, THIS IS MORE COMPLEX!
A COMPLEX RECIPE REQUIRING SECRET INGREDIENTS...
MANY PEOPLE HAVE A SPECIFIC KNOW-HOW IN THOSE DIFFERENT FIELDS OF EXPERTISE…
THERE ARE SOME PEOPLE WHO KNOW-HOW TO COMBINE SOME OF THOSE INGREDIENTS TOGETHER

WATER
LASER
LIGHT

WATER SHOW

SOUND
THERE ARE SOME PEOPLE WHO KNOW-HOW TO COMBINE SOME OF THOSE INGREDIENTS TOGETHER

VIDEO MAPPING SHOW

STORYTELLING

ARCHITECTURE

VIDEO

SOUND
A FEW PEOPLE ARE TRYING TO COMBINE THEM ALL TOGETHER

MULTIMEDIA SHOW

STORYTELLING
ARCHITECTURE
WATER
LASER
LIGHT
FIRE
VIDEO
SOUND

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ALMOST NOBODY KNOWS HOW TO COMBINE IT IN NEW, EXCITING & INNOVATIVE WAYS!

MULTIMEDIA SPECTACULAR EXPERIENCE!

STORYTELLING
ARCHITECTURE
WATER
LASER
LIGHT
FIRE
VIDEO
SOUND
HOW DO WE, AT ECA2, CREATE A MULTIMEDIA SPECTACULAR?
WE TAKE INSPIRATION FROM THE LOCAL CULTURE

ARCHITECTURE

SPORT

MUSIC

STORIES, LEGENDS AND FAIRY TALES

HISTORY

CUSTOMS & TRADITIONS

COSTUMES

NATURAL ENVIRONMENT
TO DESIGN AN IMMERSIVE ENVIRONMENT

TO WRITE A STORY WITH AN UNIVERSAL APPEAL
THEN, WE PLAY WITH OUR FAVORITE INGREDIENTS
TO COMPOSE A SECRET RECIPE
INGREDIENTS BEING MUCH MORE THAN JUST MULTIMEDIA TECHNOLOGIES... BUT ACTORS IN OUR SHOWS!
WHY & HOW DO WE CHOOSE THOSE TECHNICS TO BRING STORIES TO LIFE?
STORYTELLING

A method to speak to people’s heart that gives an emotional rhythm to an experience

ARCHITECTURE

Offers a scenic environment, a representation of what we are about to tell

WATER

Generates poetry and provides texture to other technologies

LIGHT

Highlights any kind of atmospheres

VIDEO

Images to show a story’s progression

LASER

Short-lived architecture of space to dazzle and puzzle the spectator

FIRE

Strength, anger, heat, fear, surprise... to infuse unusual theatrical emotions

SOUND

Captures the global essence of a show, characterizes sequences and emphasizes the other technologies
A VERY SPECIFIC STORYTELLING APPROACH THAT CONSIDERS EVERY SINGLE MULTIMEDIA EFFECT AS AN ESSENTIAL PROTAGONIST WITHIN A SHOW EXPERIENCE.
UNIQUE FAMILY BRAND IP CAN BE ENTIRELY CREATED FOR AND DEDICATED TO OUR SHOWS

STORYTELLING
THE STAGE DESIGN EXPERTISE IS ESSENTIAL TO GIVE BIRTH TO THE STORYTELLING IDEA BEFORE HOSTING STATE-OF-THE-ART MULTIMEDIA TECHNOLOGIES
WATER

A PHYSICAL ENTITY THAT COULD TAKE ANY KIND OF SHAPE TO GENERATE DIFFERENT EMOTIONS

- Fan Jets
- Geysers
- Jumping Jets
- Moving Jets
- Mist
- Arches
- Straight Jets
- Calice
WATER

A MAGICAL SUPPORT TO TELL STORIES WITH VIDEO & LASER

CASCADE SCREEN

WATER SCREEN
WATER

WHEN A TECHNOLOGY DOESN’T EXIST...

WE INVENT IT!

THEN WE MANUFACTURE IT!

SPIRO SCREEN®

CASCADE SCREEN®
LIGHT

LIGHTING EFFECTS COULD LITERALLY TRANSFORM THE SAME ENVIRONMENT INTO MANY DIFFERENT SCENERIES
VIDEO

A PREVAILING MEDIA TO TELL A STORY WHICH BECOMES EVEN MORE POWERFUL WHEN THE SUPPORT IS DIFFERENT THAN A REGULAR SCREEN AND WHEN COMBINED WITH OTHER EFFECTS.

WATER JETS

COMPLEX 3D SHAPES MADE OF THEMING ROCKS

WATER SCREEN + CURVED CONCRETE SAILS

A SINGLE CURVED SURFACE OF 20,000+SQM
VIDEO

INTRODUCING THE MOTION CAPTURE TECHNOLOGY TO IMPROVE THE CINEMATIC ART OF ANIMATION IN COMBINATION WITH STATE-OF-THE-ART MULTIMEDIA EFFECTS.
LASER

IN THE SAME ENVIRONMENT, LASER EFFECTS COULD MAKE THE SPECTATORS LOSE THEIR KEY SPACE MARKERS…
LASER

IN THE SAME ENVIRONMENT, LASER EFFECTS COULD MAKE THE SPECTATORS LOSE THEIR KEY SPACE MARKERS...

AND THROW THEM IN A DIFFERENT DECOR IN THE BLINK OF AN EYE

BEFORE LASER EFFECT...
LASER

WE ALSO CHALLENGE THE WAY LASERS COULD BE USED BY COMBINING THEM WITH VIDEO PROJECTION.
FIRE

FIREWORKS ARE OBVIOUSLY A TYPE OF MEDIA THAT EVERYONE CAN USE IN A SHOW BUT INTEGRATED WITH ALL MULTIMEDIA EFFECTS IT TAKES ANOTHER DIMENSION.
FIRE
FLAMES EFFECTS OFFER ANOTHER RANGE OF SENSATIONS AND EMOTIONS...
MORE SPECIFICALLY WHEN COMBINED WITH WATER AND/OR CAST
AN ORIGINAL SOUNDTRACK IS MANDATORY IN ORDER TO REFLECT THE UNIQUE ATMOSPHERE GENERATED BY A MULTIMEDIA ENVIRONMENT AND A SPECIFIC STORYTELLING
3 FINALLY, WE INTEGRATE THOSE TECHNOLOGIES
MASTERING THE COMPLEXITY OF INTEGRATING CUSTOMIZED TECHNOLOGIES...

INTO AN TAYLOR-MADE AUTOMATED CONTROL SYSTEM
THIS IS WHAT MAKES THE DNA OF OUR MULTIMEDIA SPECTACULARS SO SPECIAL

BUT HOW DO WE GET TO THIS RESULT?
THANKS TO THE MOST DARING TALENTS IN SHOWMANSHIP…

KNOWING HOW TO SPEAK TO EACH OTHER SINCE 30 YEARS
A collaboration of multidisciplinary composers being experts in their own fields and elevating their skills when working together.
A FORWARD-THinking PROCESS CONTRIBUTING...

TO A DESTINATION!
MULTI-GENERATIONS
CONTRIBUTING TO THE LEGACY OF A WORLD-CLASS DESTINATION
EDUCATE TRAVELERS ABOUT WORLD HERITAGE SITES

INCA PYRAMIDS, VERACRUZ, MEXICO
EXPANSION OF THE OFFER, INCREASE OF F&B, RETAIL AND ACCOMMODATION

OCT BAY, SHENZHEN, CHINA
A ONCE IN A LIFETIME EXPERIENCE
FOCUS ON EMOTION

RED SQUARE, MOSCOW, RUSSIA
UNFORGETTABLE

DANUBE RIVER, BUDAPEST, HUNGARY
AN EXPERIENCE UNIQUELY LINKED TO A DESTINATION WITH LOCAL FLAVOR

WUYISHAN, FUJIAN PROVINCE, CHINA
ENGAGEMENT
TURN TRAVELERS INTO AMBASSADORS

THRILL EACH SPECTATOR WITH SUCH EMOTION, THEY BECOME ENGAGED, ACTIVATED, MOBILISED (WORD OF MOUTH, SOCIAL MEDIA).
THEY SAY IT!

« An average of +7 to +12% increase in F&B after we implemented our new night show »

« +5% annual attendance in the park »

« visitors are now booking 1 or 2 additional nights in our hotels »

« the attraction that generates the most visibility and word of mouth on social medias »

« thanks to a night show we introduced for the very first time an end-of-the-day ticket »

« 7 years in a row ranked in the top 3 attractions to experience in our Destination »
COMING SOON IN 2019…

…ON THE SILK ROAD!

LANZHOU, GANSU PROVINCE, CHINA
COMING SOON IN 2019...

...ON THE SILK ROAD!

LANZHOU, GANSU PROVINCE, CHINA
THANK YOU!

HAPPY VALLEY, SHANGHAI, CHINA