

# RETAIL VENUES

**The Old Scroll Shop**  
The Holy Land Experience -  
Orlando, Florida

The ambience of a first-century Middle Eastern market is dramatically evoked at *The Old Scroll Shop*, The Holy Land Experience's showcase retail venue. Gifts, keepsakes, and souvenirs from Israel are displayed in a setting that expertly conveys the distinctive shapes, forms, colors, and textures of ancient Jerusalem. ITEC-produced ambient sound effects and a custom music score add to the shop's immersive quality.

**CLIENT:**  
Zion's Hope, Inc.

**SCOPE:**  
Facility Planning/Concept Creation  
Creative Development  
Entertainment Technology  
Project Production & Management

**LEVEL OF DEVELOPMENT:**  
Built



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