

Project

Realms of Imagination Theme Park

Client

Xi'an Quijiang Happy World Co., Ltd.
Xi'an, Shaanxi, China

Scope of Work

Master planning, creative design and project programming

Challenges

- Master plan a resort site that includes a theme park, a mixed-use development, hotels and theatres
- Capacity: 3,500,000 guest visits per year
- Scheduled opening: Summer 2007
- Create unique characters for branding, usage in the theme park and serial cartoon development

The ITEC Solution

ITEC's Creative Group was employed to create a regional theme park as part of a greater urban redevelopment effort in Xi'an. They conceived and master planned a park where each zone explores different manifestations of the Guests' imaginations where daredevil teens are kings or a beautiful mermaid rescues lost Guests or even a fanciful world from the imagination of a creative child with a box of crayons.

At **Realms of Imagination** theme park, Guests leave the ordinary world behind to enter a world where incredible adventures await them around every corner. In the park's five exciting Realms, Guests can free their imaginations and send them soaring to new heights. Enthralling attractions are set in active themed environments filled with brilliant colors, sounds and music, dramatic architecture and landscaping, and an assortment of intriguing characters. Guests can also indulge themselves with a tantalizing selection of dining and retail opportunities.

The five themed Realms radiate like rays of light from the park's center where a huge swooping, horseshoe-shaped structure pulses with a continual cascade of colorful video imagery



across its great curving surfaces. Traveling outward, Guests will discover amazing attractions that overflow with ingenuity, creativity and inventiveness—including cutting-edge rides and breathtaking entertainment. They'll relive the whimsy and wonder of childhood in the *Cartoon Realm*...uncover the amazing secrets of the *Lost Jungle Realm*...put their timing, coordination, and nerves to the ultimate test in *Extreme City*...explore the outer limits of scientific endeavor in the *Sci-Fi Future Realm*... and plunge to the ocean depths to encounter the legendary lost continent of *Atlantis, Realm of the Sea*.



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