

Project

Hengdian World Studios Resort

Client

Hengdian World Studios
Dongyang, Zhejiang, China



Scope of Work

Master planning, creative design, project programming and strategic planning for a comprehensive resort destination employing the facilities and content of one of the largest media development operations in the world.

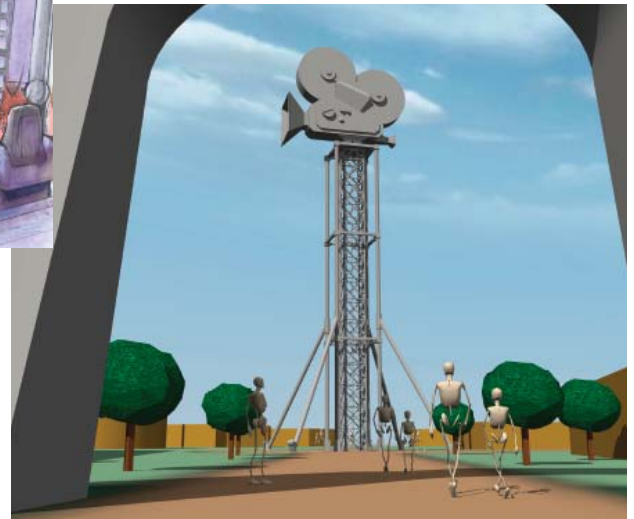
Challenges

- Integrating new theme park and resort components into a successful film and television production back lot operation.
- Creating a development scheme that would integrate the business objectives of an operating studio enterprise with a mixed-use destination themed leisure and entertainment complex.
- Developing a comprehensive transportation system addressing the resort venues and distribution of Guests through existing studio backlots located throughout a medium sized metropolitan area

The ITEC Solution

Traveling to the Far East, ITEC's Creative Group was engaged by Hengdian World Studios, China's foremost film studio backlot company to create a unique destination resort. Featured components include a theme park, a 5-star resort hotel, a Retail, Dining & Entertainment district plus guided tours of studio backlots (including a 1:1 scale replica of the Forbidden City) used in some of China's biggest films such as the recent epic, *Hero*.

Guests are invited to **"Experience the Movies"** surrounded by the glitz, glamour and excitement of Chinese and Western cinema and the movie-making process. They'll encounter family-friendly thrill rides set among a landscape of oversized film production equipment and they'll explore a splendid "garden of cinema" blossoming with imaginative movie-themed rides and shows. They



can tour amazingly detailed backlot movie sets, watch actual film shoots in progress, and even become a part of the movie magic as they are transported into their favorite film moments.

Off-site improvements were required to bring Guests to a central arrival place from where they can access all resort locations by foot or shuttle buses. The buses are equipped with an on-board *ITEC Network* intelligent multi-media system showing film clips and memorable scenes from famous movies actually filmed on these sets, along with revealing behind-the-scenes documentary footage of the production process and interviews with the movie stars and directors.

Featured components include an 80-meter tall free-fall thrill ride themed as an old-style 35mm film camera, a family roller coaster whose track appears to be a giant ribbon of movie film and many other rides, shows and attractions as well as dining and shopping experiences.



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