

## Project

The Holy Land Experience™

## Client

Zion's Hope™

## Scope of Work

Concept, design, and production of total project

## Challenges

- Take guests on a journey 6000 miles away and 2000 years back in time
- Compress thousands of years of biblical history down to a three-to-four hour guest experience
- Make the experience engaging and compelling while preserving the integrity of the core message

## The ITEC Solution

### Take guests on a journey 6000 miles away and 2000 years back in time

To give guests the feeling that they have been transported from modern-day Florida to the streets of ancient Jerusalem, every aspect of the guest experience had to be consistent with the time and place. The ITEC team thoroughly researched every detail of biblical Jerusalem and its environs, with key members of the design team traveling to the Middle East for on-location research. This commitment to accuracy translates into a fully immersive environment where every element—from the architecture and costumes to the lighting and background music—is carefully designed to support the theme.

### Compress thousands of years of biblical history down to a three-to-four hour guest experience

Every ITEC project begins with the crafting of a story that forms the heart of the guest experience and guides the designers in the creative development process. With The Holy Land Experience, where the "story" is the entire Bible, ITEC's designers carefully selected personalities,



places and events that best represent key biblical ideas identified by the client. The larger story was thus broken down into separate museum-quality experiences, each able to stand alone. Collectively, however, they provide guests with a deeper, more thorough understanding of the Bible as a whole.

### Make the experience engaging and inspiring while preserving the core message

The ITEC design team utilized its extensive technological know-how to match each show or exhibit with the most appropriate but least obtrusive presentation format. This allows guests to focus their attention on the core message without being distracted by the show technology. The formats include passive themed environments, live theatrical-style presentations, and even an epic motion picture accented by dazzling in-theater special effects.



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