

the ITEC SOLUTION

PROJECT

Client
Sea World of Florida

Scope of Work
Project design,
art direction,
and production
management

Challenges

- Create a unique, and instantly recognizable vehicle to promote Sea World of Florida's new Journey to Atlantis attraction and herald its new image as an "adventure park"
- Incorporate an assortment of special effects and hi-tech gadgets, including a radio broadcast booth, while keeping the vehicle transportable from coast to coast
- Make it capable of carrying three passengers and a driver in limousine style luxury

The ITEC Solution

Create a unique, memorable, and instantly recognizable promotional vehicle

To devise a vehicle to promote Sea World of Florida's new Journey to Atlantis thrill ride and usher in the new "adventure park" image, ITEC's designers began by inventing a tale about a vehicle designed to search land and sea for the legendary lost city of Atlantis. Using this premise, the designers combined the sleek organic shapes of aquatic creatures with the aerodynamic contours of modern jet fighters. The result, S.E.A. Force One, is part stingray and part F-16 fighter: graceful, yet stealthy and adventurous.



Incorporate an assortment of special effects and hi-tech gadgets while keeping the vehicle transportable from coast to coast
Conceived as a "rolling theme park attraction," S.E.A. Force One includes fog generators, ripple projectors, a water cannon, a video camera, top-mounted flame-throwing exhaust pipes, a 3,600-watt audio system, a radio broadcast booth, a tracking satellite dish and a sound board as well as many other entertaining gizmos, gadgets and effects. Squeezing them all into one sleek vehicle that could be transported and driven on public roads required ITEC's expertise in design, lighting, audio, video, special effects, interiors, art direction and production management.

Make it capable of carrying three passengers in limousine style luxury
S.E.A. Force One is actually bigger on the inside than on the outside, thanks to the ingenious use of a hydraulic scissors lift to elevate the opulent 3-passenger cabin several feet above the vehicle. Through this and other creative solutions, ITEC was able to provide a comfortable, stylish ride for the "scientists."



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