

Project

SkyVenture CityWalk

Studio City, California, USA

Client

SkyVenture®

Scope of Work

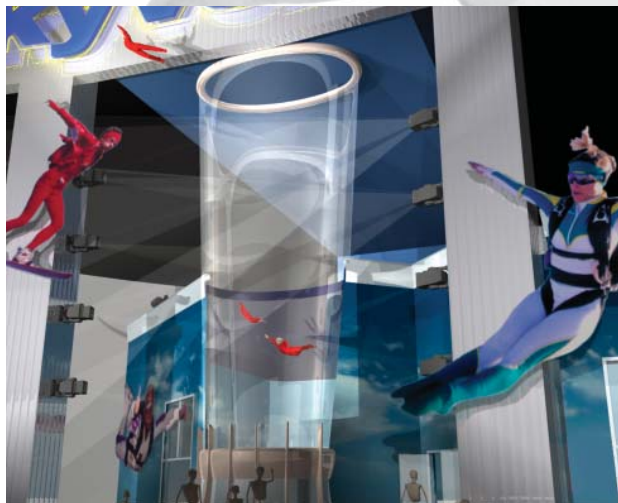
Creative design, graphic design, project planning and programming

Challenges

- Plan an attraction to fit into an empty lot in the middle of an existing Retail, Dining and Entertainment district
- To provide a high-level of Guest visibility for the SkyVenture® attraction at Universal Hollywood's CityWalk.
- Contend with many established and popular attractions in a highly competitive market

The ITEC Solution

Whether Guests are walking to or from Universal Studios Hollywood or just hanging out at Universal's CityWalk, they cannot miss seeing the SkyVenture® attraction. A full-scale Cessna 182, propeller spinning and motor revving is soaring over fifty feet above everything else around and is clearly visible from hundreds of feet in both directions. Long before Guests stand in front of the attraction, the figures of skydivers caught in mid-flight after their leap from the plane tell the



story of what this place is all about: human body flight.

The front of the attraction is a show in itself: a wide clear tube standing over 35 foot tall stands towering over CityWalk's promenade with people inside of it...flying! A crowd gathers at most any-time day or night to watch other fly freely within this vertical wind tunnel; many of them can't resist realizing their own dreams of human flight and go in to experience it themselves.



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