



Firefly Creations.uk

Consult ... Design ... Coordinate ... Deliver



 (+44) 1494 583 483

 info@fireflycreations.uk

 www.fireflycreations.uk



**WE TELL STORIES.
WE CREATE ADVENTURES.
WE DELIVER EXPERIENCES.**



OUTSTANDING EXPERIENCES START WITH EPIC STORIES.

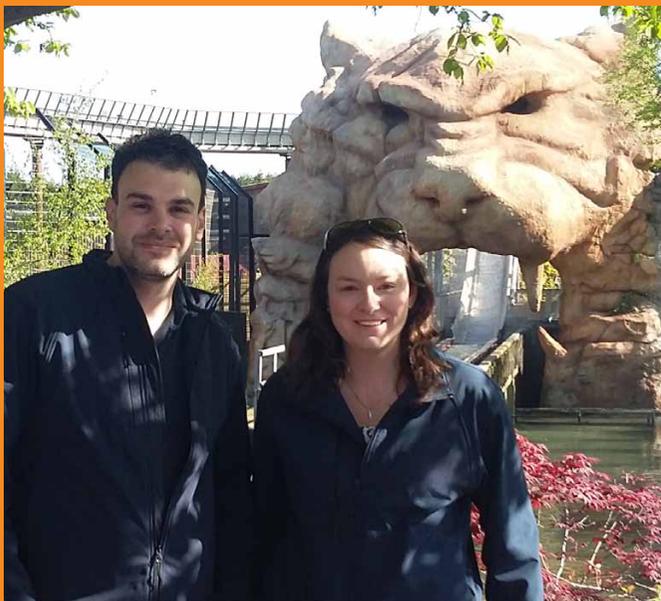
Firefly Creations

Firefly Creations develop, create and build immersive, storied experiences that will entertain generations by;

- **Developing original experiences** for theme parks, water parks, family entertainment centres, hotels, restaurants and bespoke attractions creating strong brands and stories to support world class destinations.
- **Identifying compelling propositions** to drive visitation to your destination and selecting world class innovations and hardware solutions.
- **Orchestrating the design process**, creating experiences ranging from thrilling roller coasters through to family friendly walkthroughs and everything in between.

As the conductors of the orchestra, we coordinate **leading experts in their bespoke fields** to deliver your experience/attraction. Firefly Creations can lead your project from **compelling brand proposition through to opening** or provide tailored advice at any stage in between to support your internal/existing teams.

We see all creative projects as an opera. Our role is conducting the orchestra, bringing it together to perform out its bespoke story lines and emotions again and again.



Andrew Porter, Michelle Hicks
Managing Directors: Firefly Creations.uk

About Us.

4

Andrew and Michelle have been working in the themed entertainment industry for many years leading the creation of award winning projects including educational museum experiences, state of the art roller coasters and dark rides, innovative water rides, walkthrough adventures and zoo exhibits.

Their overarching goal is to amaze, entertain and immerse an audience in a world of stories and magic in an experience they will never forget.

'I am a story teller and show director. I create and imagine new worlds and experiences that take families and friends on epic emotional adventures. Seeing their faces and smiles after an experience, laughing and having fun together, makes all the hard work and team effort worthwhile'
- Andrew Porter

'I build the dreams and bring the stories to life. I coordinate the very best experience design and construction companies from all over the world and integrate their work seamlessly. When all of the elements come together in an attraction it creates a truly magical experience' - Michelle Hicks

Themed entertainment is about bringing people together to build strong everlasting memories. Building this ethos into your products and experiences creates everlasting brands and identities for enduring success.



Concept: Kraken launched drop tower
Station design with show special effects

Our Services



- Blue sky consultation and idea generation
- Concept experience design & master planning
- Storytelling, character and brand development
- Show direction, attraction choreography & scripting
- Architectural detail & technical design
- Project management
- Consultation and team support
- On-site art direction and delivery
- Refurbishment and improvement of existing attractions

Stories are what make an attraction feel real. Every aspect of an area, design or space should have a strong relation to the narrative to create an immersive experience.



**TURNING HARDWARE SOLUTIONS INTO
BESPOKE ADVENTURES**





Concept: Last One Standing
VR / AR laser battle arena

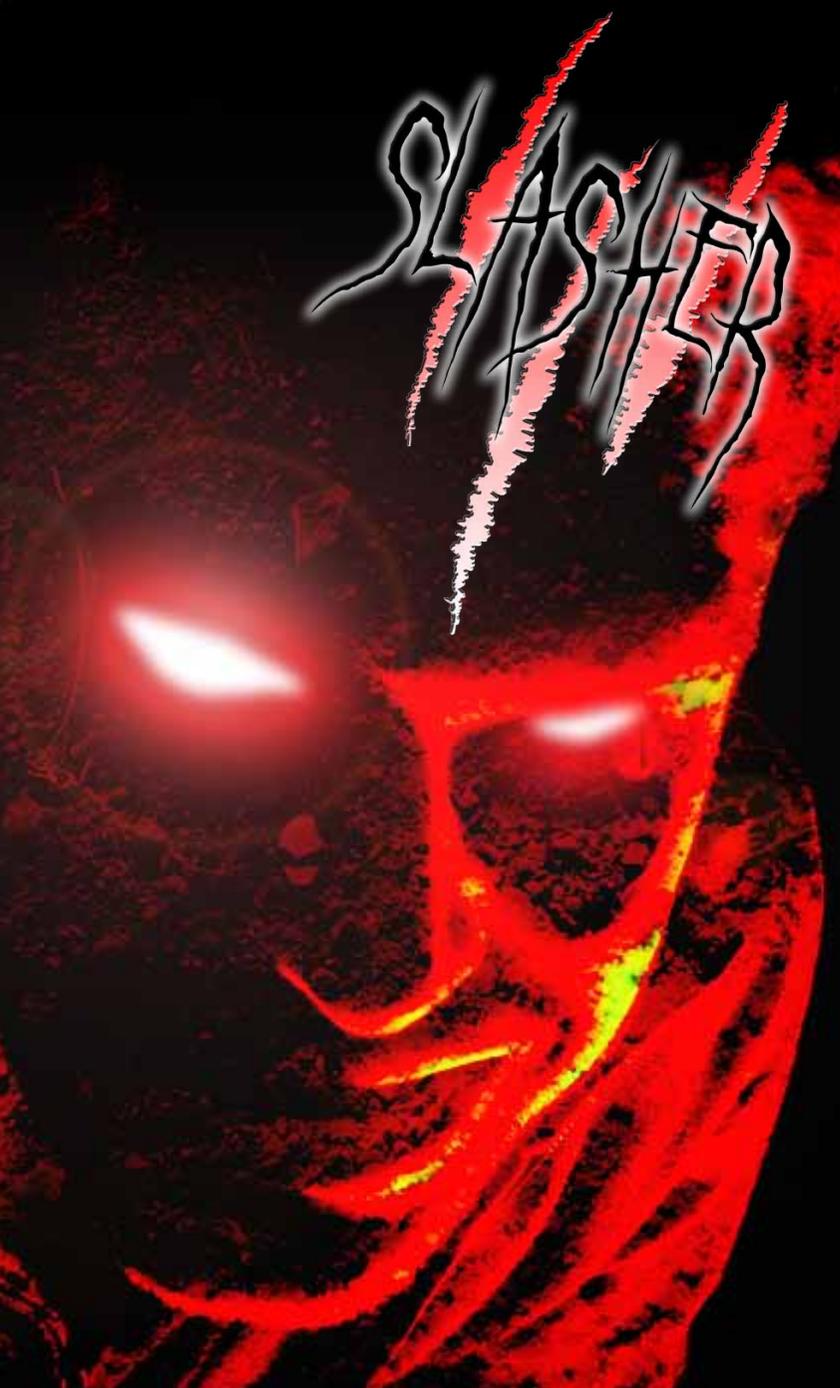
Intellectual Property

We have vast experience developing **strong identities through original intellectual property** as well as **working closely with licence holders** to ensure their brand image, stories and characters are honoured while **creating an outstanding attraction experience**.

Intellectual properties create a connection with your audience, enabling your business to launch a strong immersive attraction to **solidify your marketing, attract footfall and create opportunities** to branch out into games, apps, film, merchandise, audio and printed media. This drives **extra revenue** giving your brand a presence in consumers' homes and creating a 'fan base'.

We develop compelling propositions appealing to current market trends to support the production of creative briefs. These briefs can be market tested before heading into more detailed discussions and designs. Through this process we can monitor the feasibility of the ideas alongside project parameters such as budget and delivery timescales.

Each experience is developed into a strong storied narrative engaging guests before, during and after their visit. The characters that live and exist there are the start of establishing a strong presence, reason and grounding for the whole experience which people will talk about and share, making your brand intellectual property stand out, ensuring the experience lives on outside of the attraction.



Product: Slasher - You Cannot Kill Evil
Award winning horror experience

Stories & Experiences

We approach all of our projects with a story. Stories connect to audiences on an emotional level and take them on journeys and adventures they never thought possible. **This is the core of our business, strong stories, emotional connections and engaging brand development to help drive visitation,** brand awareness and a stronger guest experience.

The storyline is developed and translated into the attraction experience through the production of storyboards and the creation of unforgettable characters. **We then lead a team of experienced production partners to bring those stories to life using the latest ride hardware and technology advancements.**

Brand Development

A new attraction is a large investment - **creating a strong brand, photo presence and sense of aspirational achievement** strengthens the appeal to visit and take home a piece of the experience to remember. We turn your attraction into an **opportunity to build a wider brand with potential for merchandise ranges, film/TV, printed media and games.**

CREATING NEW INNOVATIONS TO ATTRACT A DIGITAL GENERATION





Concept: Kraken launched drop tower
Epic show controlled external feature

Concept Attraction Design

We produce **compelling propositions and original intellectual properties to complement your existing brand** and make your new development stand out against the competition. **Tailored attraction concepts are produced based on your individual client needs**, be it a family entertainment centre, theme park, restaurant, roller coaster, immersive dark ride or a family friendly educational walkthrough.

Our concept designs are developed with budgets in mind so you can be certain **all visuals presented are not only beautiful but are achievable** within the constraints of the project.

Master Planning

We can help you to **grow your existing park**, planning for new lands adding to your existing portfolio of attractions, or **maximising the space available to plan new destinations** formed of incredible worlds of fantasy. Our focus for all projects is creating marketable experiences to drive footfall.

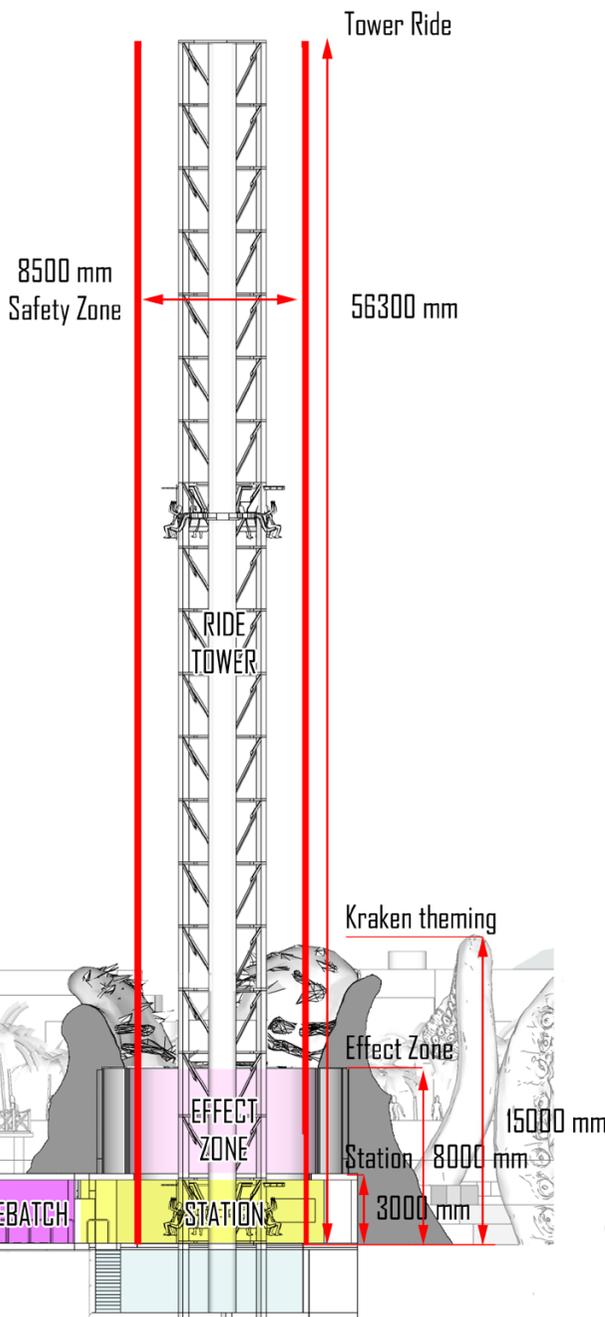
All operational requirements are considered including locations for utilities, retail, food and beverage offerings and other **opportunities to drive secondary spend** whilst ensuring your experience amazes all who visit.

KRAKEN COVE FULLY IMMERSIVE STORIED LAND DEVELOPMENT

Copyright Firefly Creations Ltd

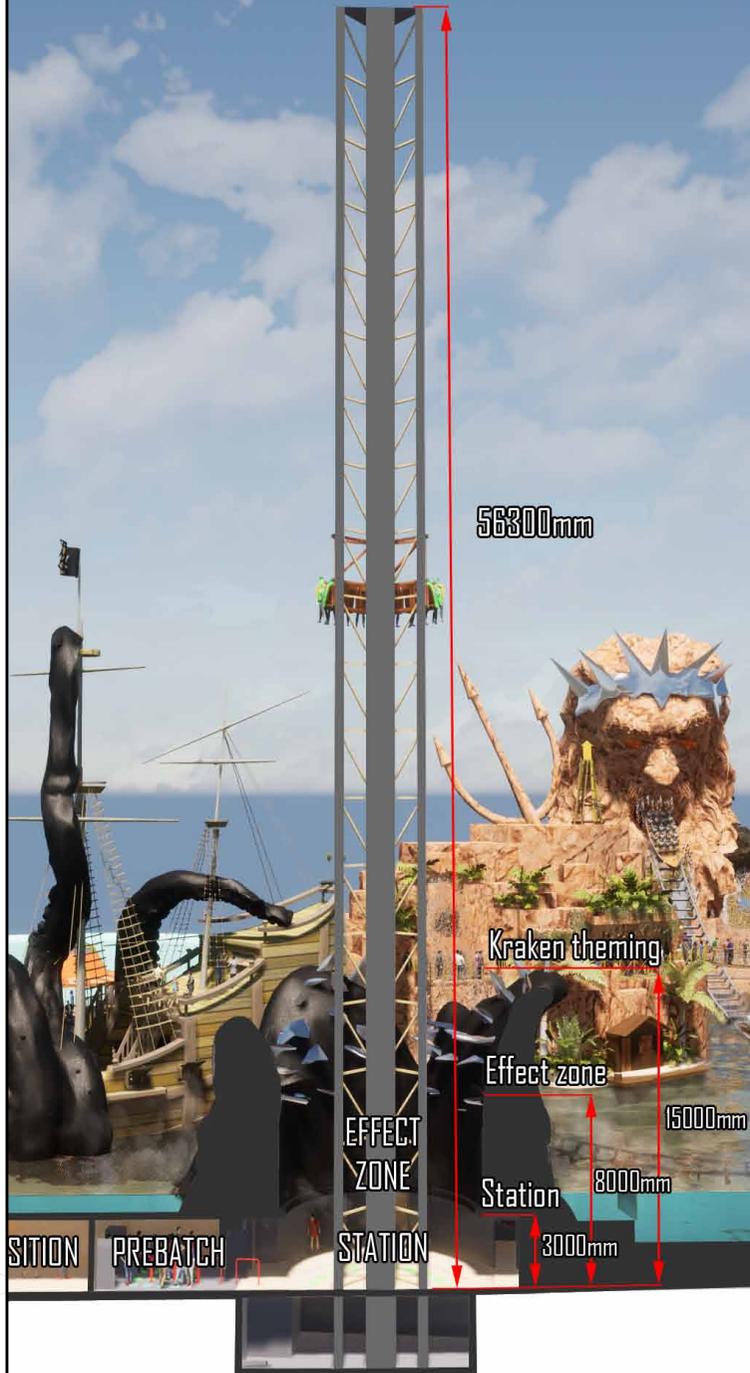


ARCHITECTURAL & TECHNICAL



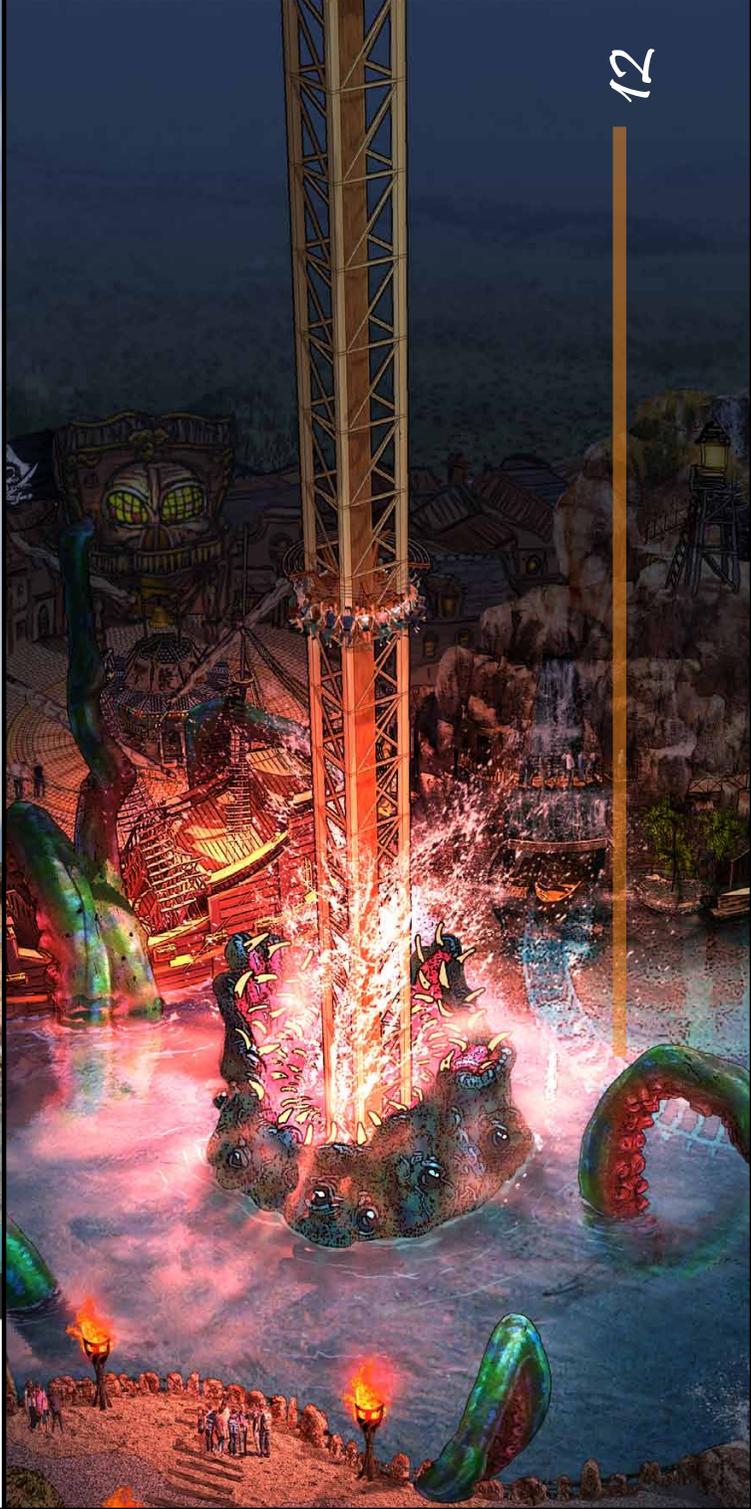
KRAKEN - DROP TOWER - SECTION A.A
Copyright Firefly Creations Ltd

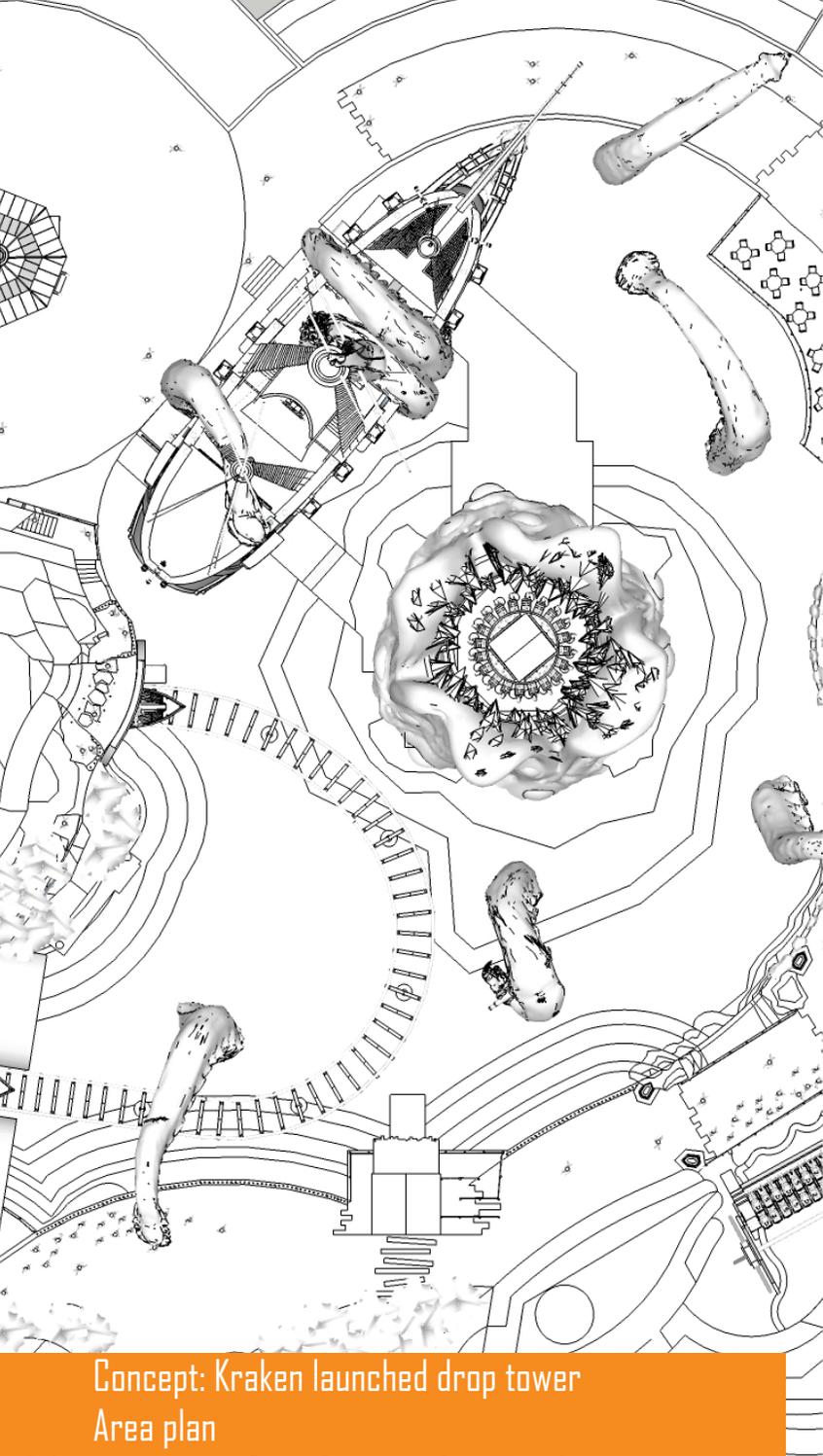
SCALE RENDERED 3D MODELS



KRAKEN - DROP TOWER - SECTION A.A

DETAILED ILLUSTRATIONS





Concept: Kraken launched drop tower
Area plan

Technical Design & Detailing

We believe in the **design of buildable attractions**. All of our work from the concept to delivery is focused around **architectural modelling, detailed operational planning and realistic budget breakdowns** to ensure we can deliver the **exceptional experience your business deserves**.

We use spatial planning, **guest flow and throughput analysis** to review the **operation of attractions/lands**. Scaled 3D models not only provide a visual tool but allow coordination with specialist suppliers to ensure a **seamless transition from paper into reality**.

Refurbishment & Improvement

It is important to ensure **existing attractions are kept up to date** and remain relevant to your audience to **encourage new and repeat visitation**. Instead of replacing attractions in their entirety we can **identify improvements to prolong the life of your attraction and improve guest satisfaction**.

Our experience refurbishing existing attractions ranges **from limited budget refreshes through to full rethemes** utilising existing ride systems. If you are looking to update one of your attractions we will identify solutions to deliver **maximum impact with the funds available**.



Product: Soul Seekers - Helton Grand
Theatrical experience and escape room

Maximising Your Investment

There are many challenges in developing a **new entertainment product** and following trends and popular culture is becoming increasingly difficult in an ever changing hyper-social society. You need to **feel comfortable that your investment will deliver a return for the business.**

Our experience working within and for **leading entertainment establishments** means we understand the challenges associated with creation of **award winning experiences** that carry on performing to drive spend even when the attraction has closed.

Working with you at any project stage we coordinate the creative, design and construction process, identifying **extra revenue generating opportunities** and producing the **core compelling propositions** that will entice the target audience out of their homes and to your location.

We work to entertain and engage with guests. The experiences we design reflect on the brand and quality that our clients expect.



Consultation & Team Support

Working as an “extra pair of eyes” for many clients, applying our **vast experience and knowledge** to their unique projects.

We can review the operation of your existing/proposed attraction to **ensure the anticipated throughputs are realistic**, verify the project budget and programme and identify ways to **save time and money whilst ensuring your attraction operates as planned** from day one.

Project Management & On-Site Art Direction

Management of each stage of the project from the initial concept stage through to opening day, working within your budget and programme constraints. We provide **on-site art and show direction to ensure all designs, show elements and brands are delivered**, installed and working as intended.

Our expertise includes management of multiple suppliers to ensure **funds are invested where they will deliver maximum impact**. Where challenges arise we will work with you to identify innovative solutions without sacrificing the creative intent.



Firefly Creations.uk



(+44) 1494 583 483



info@fireflycreations.uk



www.fireflycreations.uk



www.linkedin.com/company/fireflycreations