



XPA EXPERIENTIAL ARCHITECTURE



Introduction

Experiential Architecture (XPA) provides master planning, concept, theme architecture, interior design, and operational planning for the out-of-home entertainment, tourist, hospitality industries & waterpark recreation projects. Entertainment architecture involves the creation of unique environments and experiences which immerse the visitor in an intriguing version of another place and time.

Most projects begin with a story line which guides the creative process; defining and translating the theme into physical designs that distinguish a place from the ordinary. Understanding the process of creating theme environments, XPA seeks to balance design with function, budgets and operational intent while creating unique environments and memorable experiences.

Our local knowledge and experience combined with our international state-of-the-art tourist/entertainment/recreation planning and theme design expertise make us ideally suited to the successful development of this project.

Planning and Design Offices: Las Vegas and Los Angeles, USA; Production Office: Belgrade, Serbia



JOHN KASPEROWICZ Architect / Master Planning

President / Founder

XPA Experiential Architecture

With more than thirty years of experience in the master planning, design, and creation of themed entertainment projects, John Kasperowicz has gained international recognition as a leader in the conceptualization and implementation of theme parks, museums, casinos, resorts, retail, and dining venues.



"Entertainment design is both science and art. The science requires a long list of technical specialties. The art requires that it looks as if it happened by magic."

John Kasperowicz

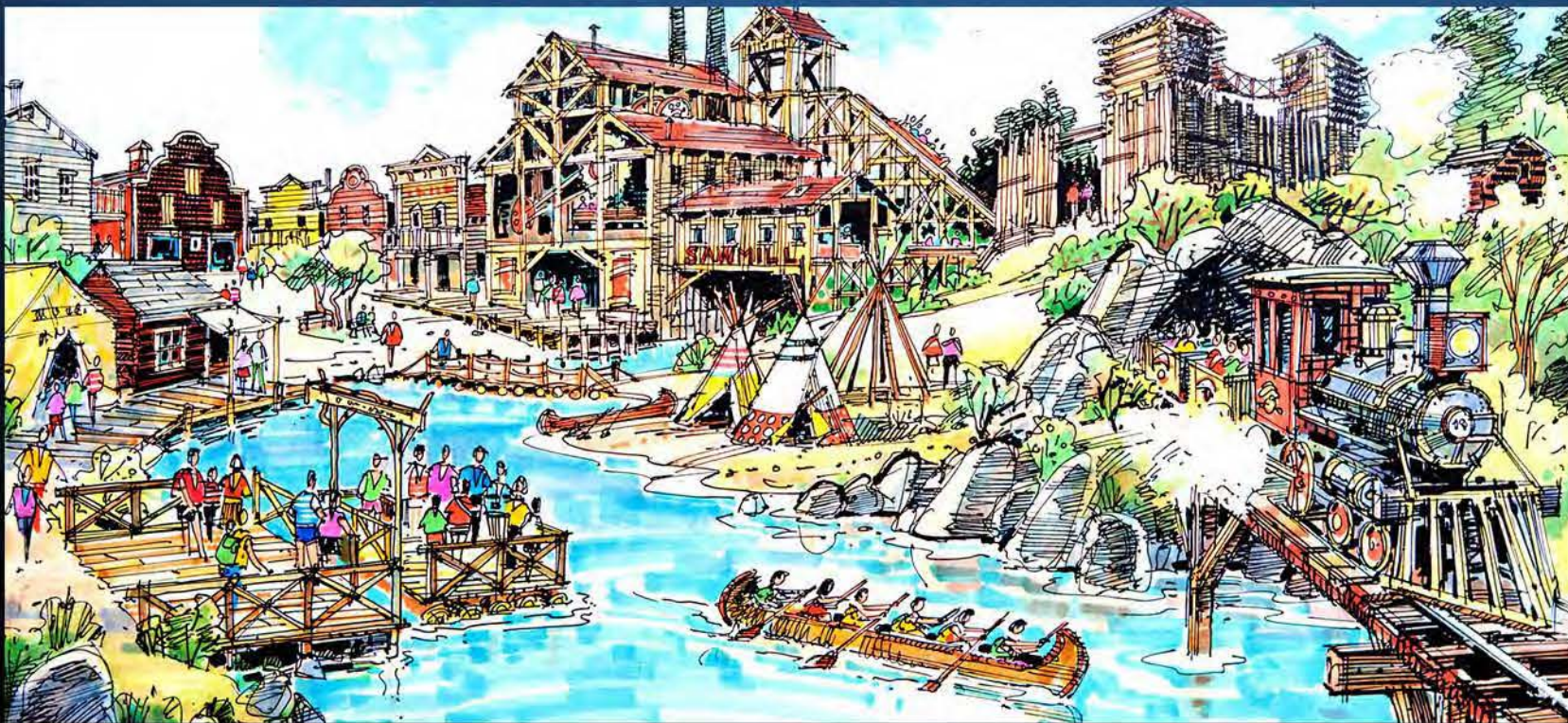
As an Imagineer with the Walt Disney Company, John was one of the original master planners and designers of EPCOT Center, World Showcase, and Tokyo Disneyland. After establishing his own firm, John developed concepts for Disney's Pleasure Island, a zone of six nightclubs at Walt Disney World, Toontown at Disneyland, Muppets 3-D theater, and Honey I Shrunk the Kids attraction at Disney MGM Studios. John and his team designed most of the themed lands and interiors for Disneyland Paris including the design of Sleeping Beauty's Castle and theme design for the Magic Kingdom Hotel. He also participated in the design of major attractions including It's A Small World, the Haunted Mansion, the Pirates of the Caribbean, and Alice's Curious Labyrinth.

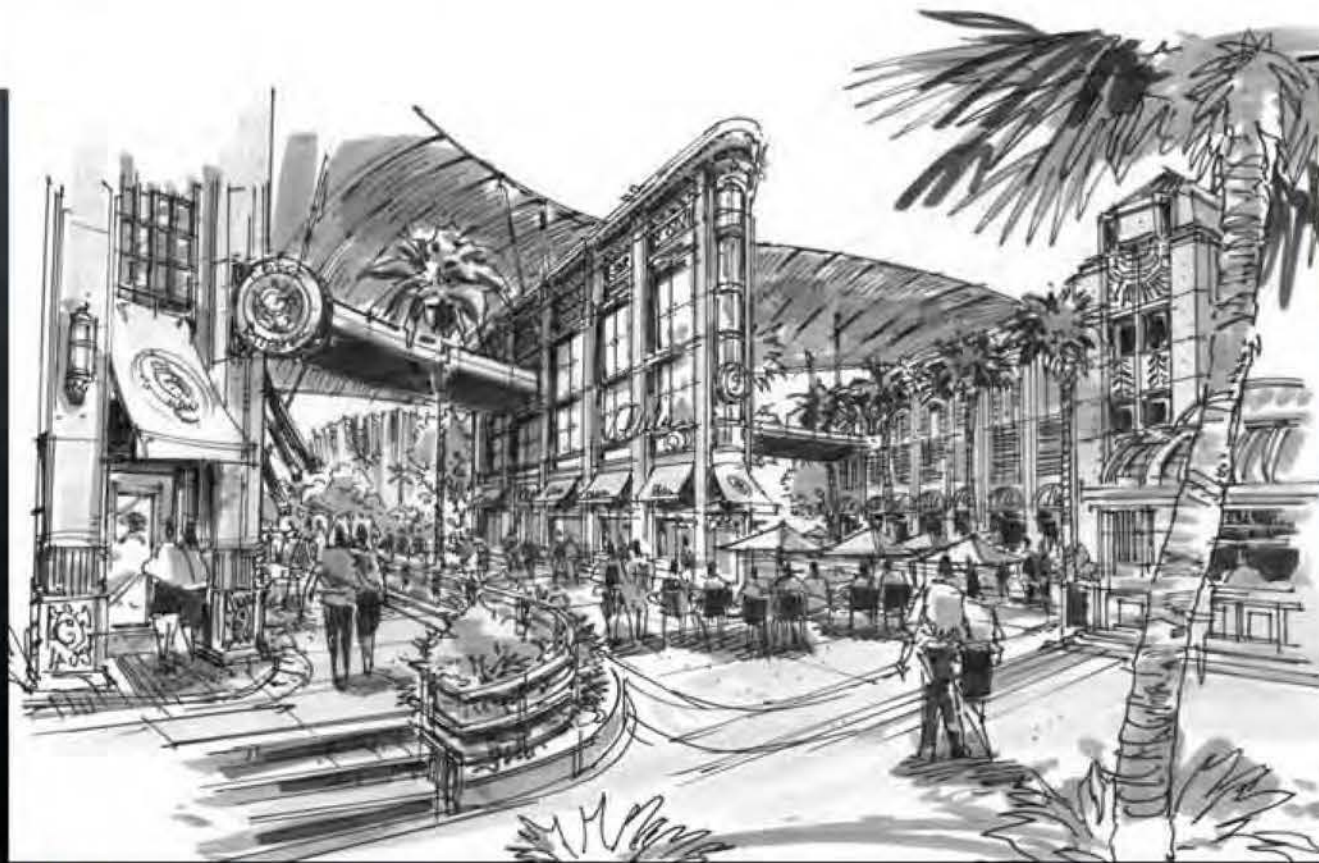
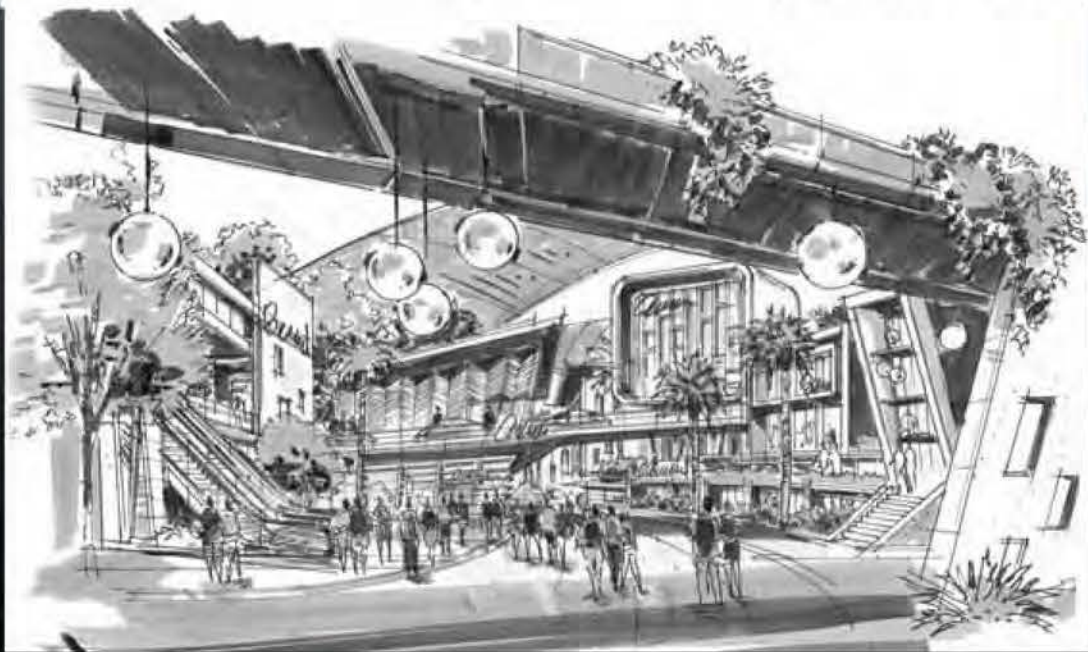
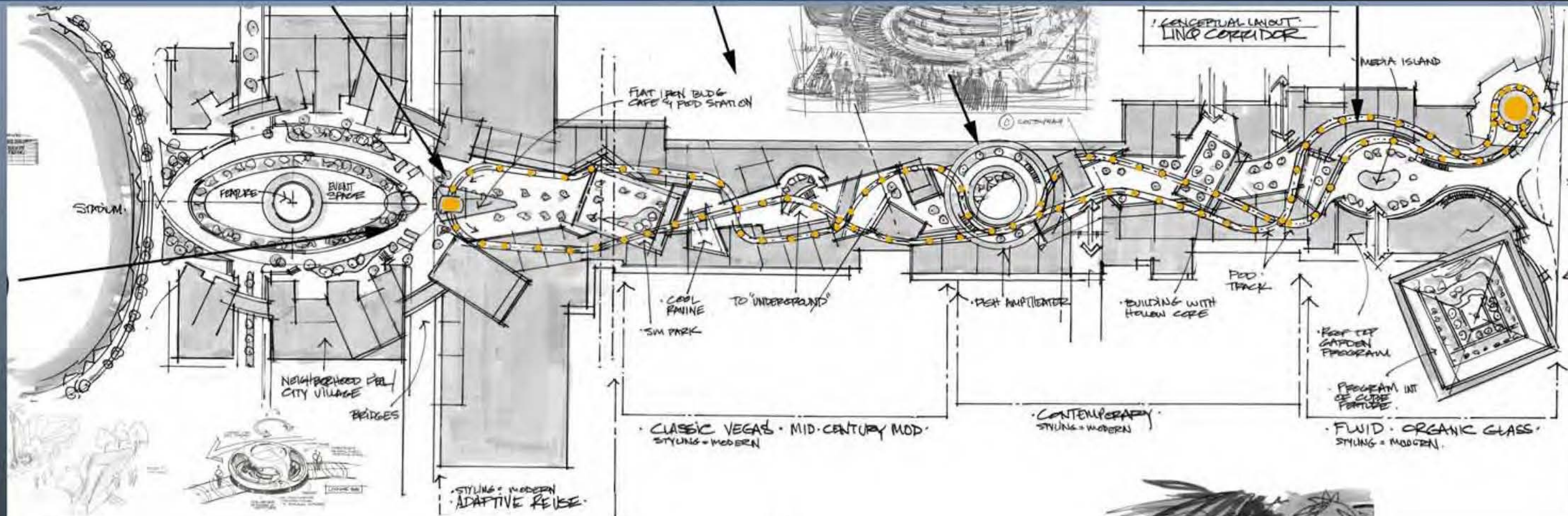
In addition, John's team of architects, show and interior designers and planners developed designs for projects that included master planning and attraction design of LEGOLAND, Warner Brothers theme parks in Spain and England, Ecocentrum cultural entertainment center in Manila, Raging Waters water park, and the Starland theme park in Australia. John's firm also designed several casinos, the Roy Rogers theme retail and dining center, and highly themed nightclub restaurants in Barcelona and Hong Kong. John led expansion efforts as principal architect at Knott's Berry Farm, resulting in the development of the popular series of Camp Snoopy Theme Parks

John designed and was the lead writer for **The Imagination Workshop Children's Museum in Temecula, California, awarded a THEA award by the Themed Entertainment Association. Toon City in Jeddah, Saudi Arabia, designed by John, was recognized as top FEC in the World by IAAPA.** Currently, in partnership with Phil Hettema, John is acting as the design architect for Caesars High Roller in Las Vegas, which will be the world's tallest observation wheel upon its completion in late 2013. As the principal architectural design consultant to The Hettema Group, John led the master planning and design of Sanrio Hello Kitty theme park in China, the Malaysia Truly Asia Centre in Kuala Lumpur, and Everland theme park in Korea, among others.



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For The Hettema Group

Everland Sky Cruise, South Korea

ENTERTAINMENT ARCHITECTURE



Mystery Lodge Theater, Knott's Berry Farm - 1996
Show Set



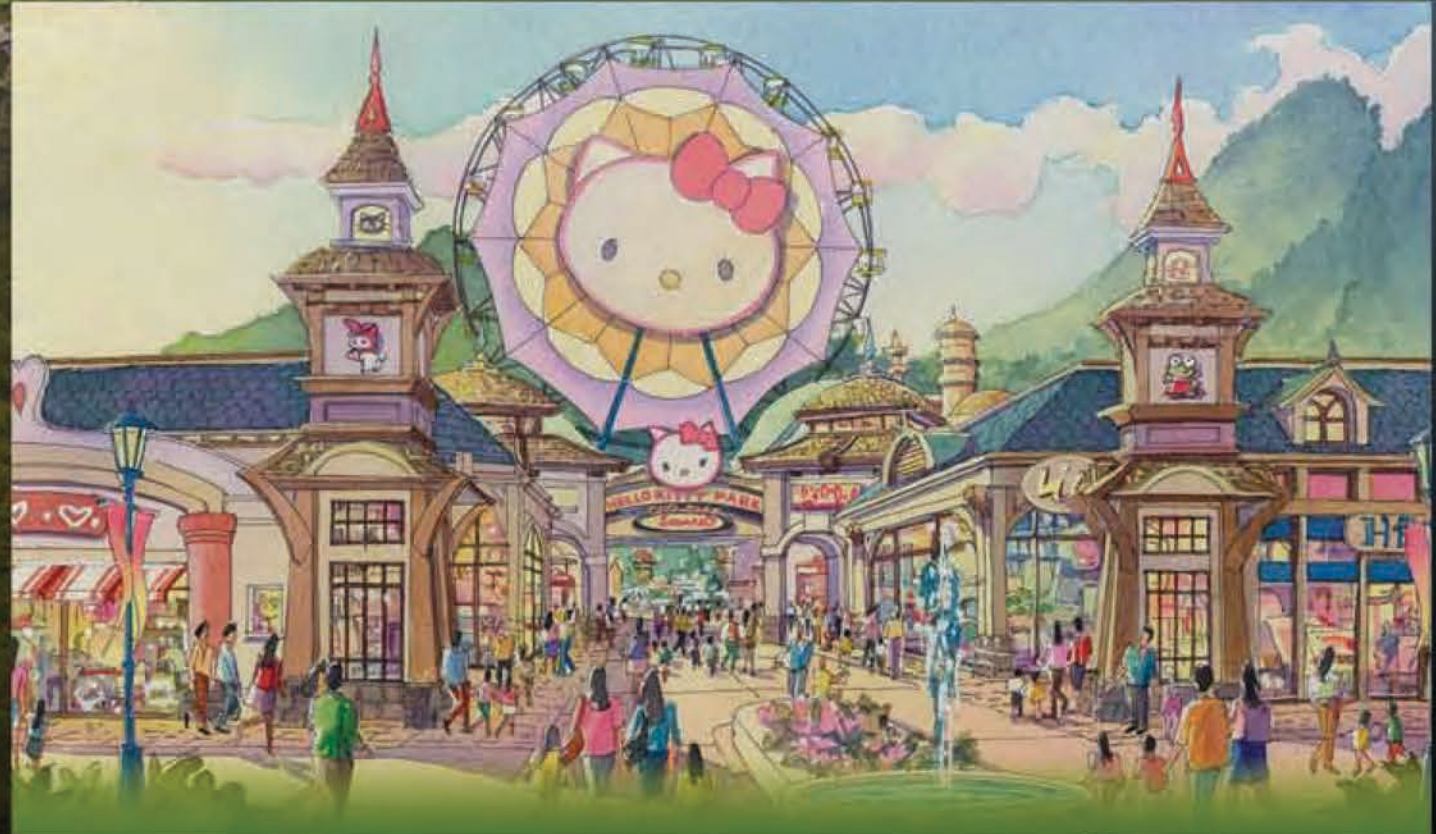
TEA THEMED ENTERTAINMENT ASSOCIATION

1996 Thea Award Recipient



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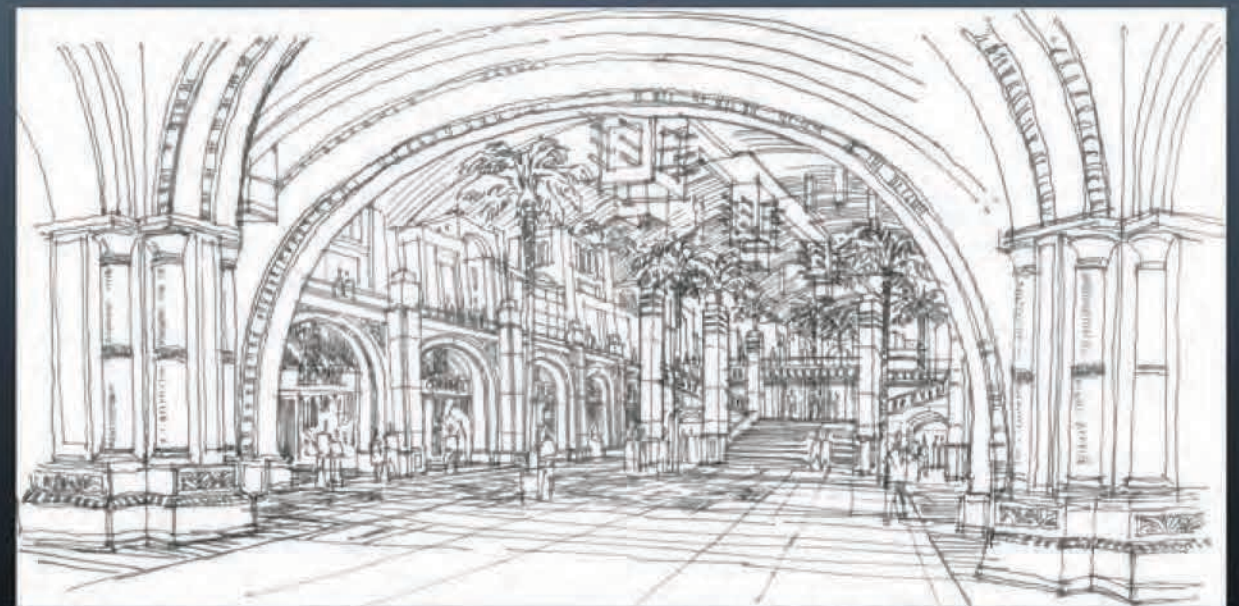
ENTERTAINMENT ARCHITECTURE



Hello Kitty Park, China

ENTERTAINMENT ARCHITECTURE

For The Hettema Group



For The Hettema Group

Themed Resort, Middle East

ENTERTAINMENT ARCHITECTURE



For The Hettema Group

Retail Dining Entertainment Center, Middle East

ENTERTAINMENT ARCHITECTURE



TEA
THEMED
ENTERTAINMENT
ASSOCIATION

2000 Thea Award Recipient



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COSI Adventure Experience, Columbus Ohio
Concept and Show Set Design

ENTERTAINMENT ARCHITECTURE



Imagination Workshop Children's Museum,
Temecula California

ENTERTAINMENT ARCHITECTURE





Warner Brothers Theme Park Madrid / Spain



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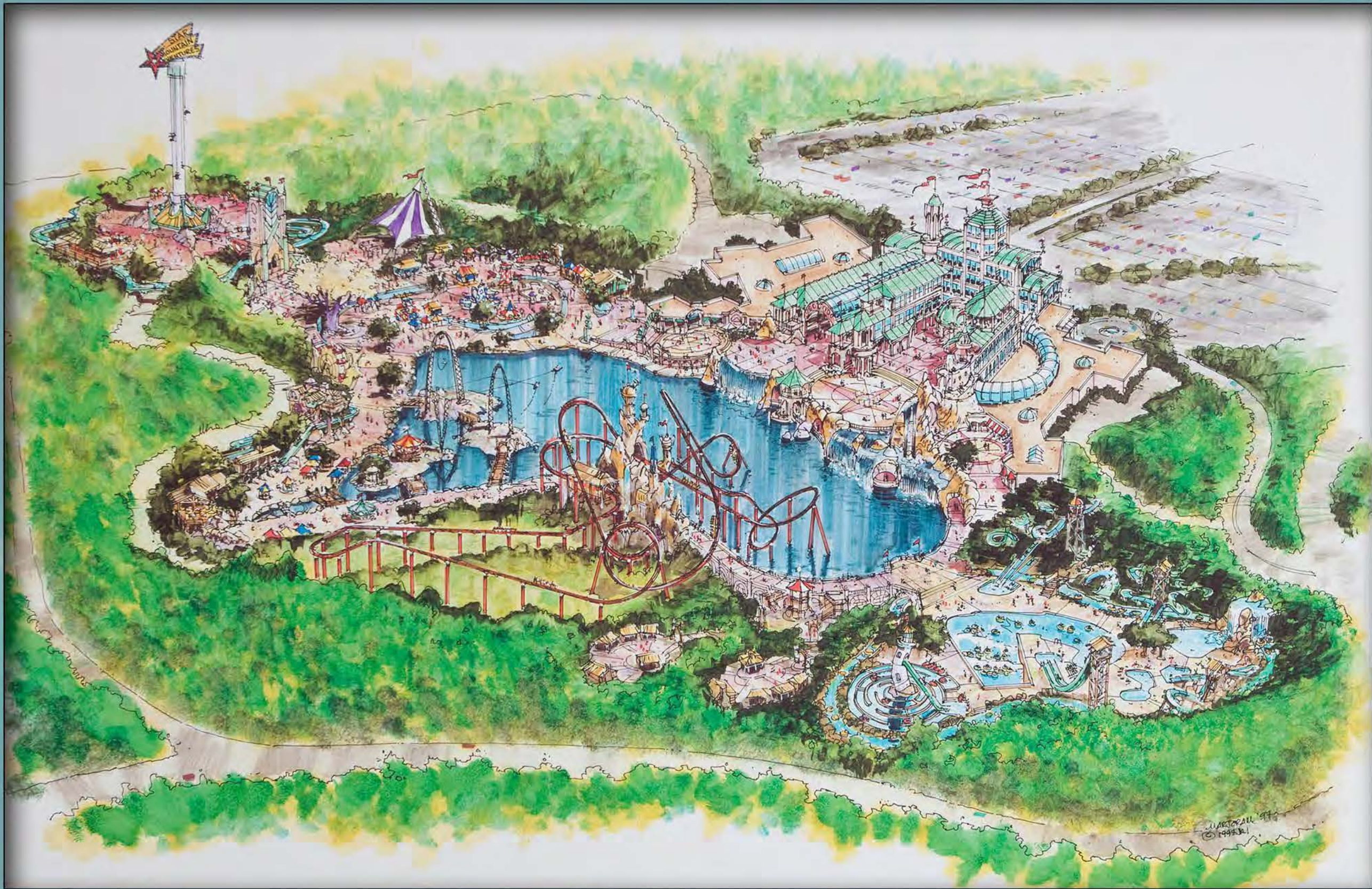
Ecocentrum Retail, Dining, and Entertainment District / Manila-Philippines



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Star Mountain Resort



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Star Mountain Resort

RESORT ARCHITECTURE

Hotel Exterior Disneyland Paris
Magic Kingdom



Hilton Casino

Hotel Exterior Disneyland Paris / Hilton Casino

RESORT ARCHITECTURE



Riverboat Casino, Indiana



Hilton Casino



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Ontario Urban Development



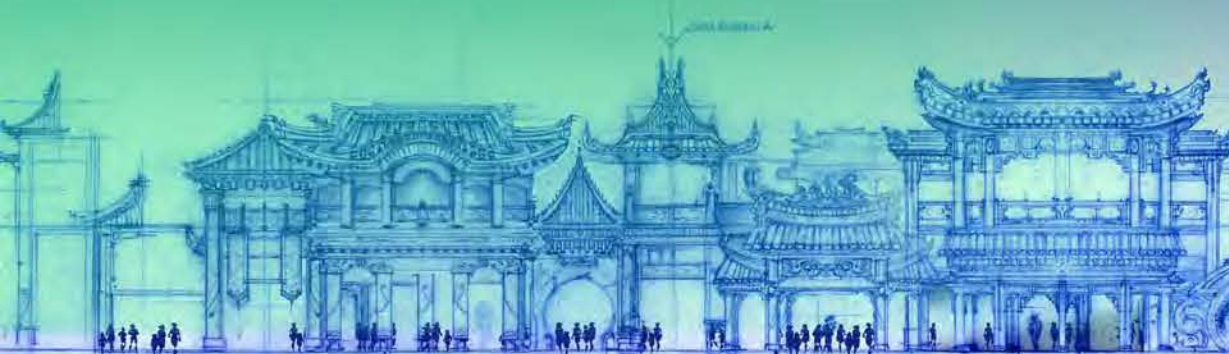


Festival Bay Orlando Florida

RETAIL ENVIRONMENTS



Retail, Dining, and Entertainment District



9 8 7 6 5 4 3 2 1

Disneyland PARIS



Disneyland Paris

ENTERTAINMENT ARCHITECTURE



Main Street Station



Town Square Disneyland Paris



Frontierland



Disneyland Paris

ENTERTAINMENT ARCHITECTURE



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Main Street Disneyland Paris



Small Small World



Haunted Mansion





Toon City-Jeddah

Winner of
Top FECs of the World
For the year 2003



Knotts Berry Farm



Toon Town Disneyland



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Downtown
DISNEY



Downtown Disney



Downtown Disney

NIGHTLIFE



XPA Experiential Architecture



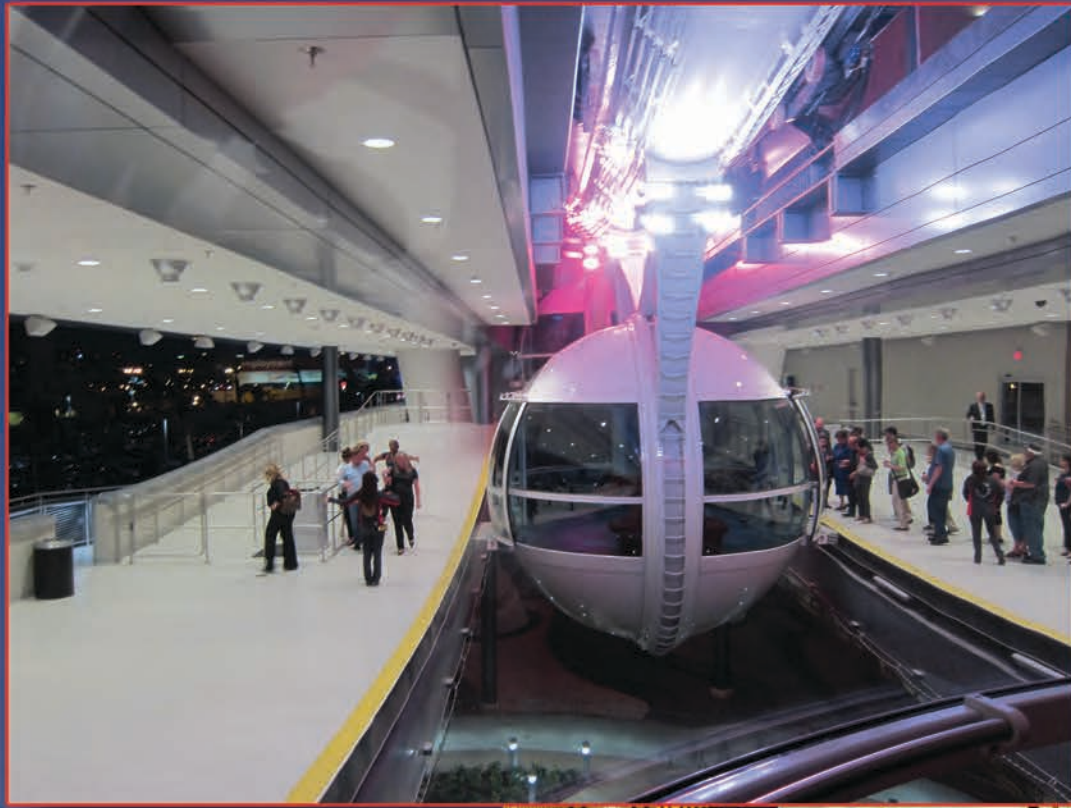
“The High Roller” Worlds Tallest Ferris Wheel



The High Roller, a planned Las Vegas observation wheel that's set to be the largest in the world—taller than both the London Eye and the Singapore Flyer



"The High Roller" Worlds Tallest Ferris Wheel



PLANNING

- Strategic Planning
- Programming
- Master Planning
- Site Design
- Food Service Planning
- Merchandise Planning

PRODUCTION

- Architecture & Engineering
- Schematic & Design Development
- Construction Documentation
- Graphics, Signage & Logos

DESIGN

- Concept Design
- Theme Design & Architecture
- Theme Story Concepts
- Brand Identity
- Theme Interior Design
- Exhibit Design

IMPLEMENTATION

- Construction Administration
- City/County Submittals
- Art Direction & Quality Control
- Theme Construction Management
- Operations Management

RETAIL

- Shopping Centers
- Prototype Retail
- Theme Retail Centers
- Festival & Life Style Retail
- Theme Restaurants & Stores

HOSPITALITY

- Resort Hotels
- Resort Residential
- Transportation
- Mixed-use Developments

ENTERTAINMENT

- Casino & Hotel Resorts
- Indian Gaming
- Theme Parks
- Cultural Centers
- Museums & Science Centers
- Rides, Shows & Exhibits

RECREATION

- Family Entertainment Centers
- Fairs & Exposition
- Water Parks
- Ecotourism Parks
- Movie & Live Performance Theaters

HISTORIC

- Restoration and Reuse
- Reconstruction



PROJECT HISTORY



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Disney

- Tokyo Disneyland Master Plan**
- EPCOT World Showcase Planning and Design**
- Haunted Mansion Ride**
Disneyland Paris
- It's a Small World Ride**
Disneyland Paris
- Muppet's 3-D Theater**
Disneyland California
- Honey I Shrunk the Kids attraction**
Disney MGM Studios
- Muppets 3-D Theater at Disneyland**
Anaheim, California
- Disneyland Toon Town**
Anaheim, California
- Sleeping Beauty's Castle**
Disneyland Paris
- Fantasyland**
Disneyland Paris
- Mainstreet**
Disneyland Paris

International Projects

- Toon City Entertainment Center**
Jeddah, Saudi Arabia
- Riyadh Valley Resort**
Riyadh, Saudi Arabia
- China Gate Restaurant**
Jeddah, Saudi Arabia
- Fun Marina FEC**
Jeddah, Saudi Arabia
- Qatar Cultural & Historic Museum**
Qatar
- Calgary Stampede Theme Park**
Alberta, Canada
- Taitung Resort, Hotel, Theme Park & Waterpark**
Taitung, Taiwan
- Kowloon Club Rooftop Entertainment Center**
Hong Kong, R.O.C.
- The Shanghai Resort / Arts & Entertainment Village**
Shanghai, China
- 999 Center Hospitality Club**
Shenzhen, China
- Fantasy World Family Entertainment Center**
Budapest, Hungary

- Toon Saloon, Cartoon Themed Restaurant**
Barcelona, Spain
- Warner Bros. Theme Park**
Madrid, Spain
- Earth, Wind & Water Theme Park**
South Korea
- Ecocentrum Theme Park**
Manilla, Philippines
- Tren de la Costa Amusement Park**
Buenos Aires, Argentina
- Starland Resort & Cultural Experience**
Queensland, Australia
- Kolon Entertainment Center**
Sinapore
- Window on China, Theme Park**
Taichung, Taiwan

Theme Parks

- Knott's Berry Farm Planning and Design**
- LEGOLAND Master Plan**
- Santa Monica Pier Amusement Zone**
Santa Monica, California
- Calico Square, Knott's Berry Farm**
Buena Park, California
- Choctaw Theme Park/Waterpark**
Philadelphia, Mississippi
- LEGO LAND Theme Park Prototype**
United States
- Camp Snoopy Theme Park**
Knott's Berry Farm
Buena Park, California
- Hilton/Boomtown Indoor Theme Park**
Lawrenceburg, Indiana
- Camp Snoopy, Cedar Point Park**
Sandusky, Ohio

Water Parks

- Raging Waters Waterpark**
San Dimas, California
- Splash Town Waterpark**
Houston, Texas
- Pirates Cove Waterpark**
Redondo Beach, California

- Pirates Cove Waterpark**
Redondo Beach, California
- Patriots Point Waterpark**
Charleston, South Carolina
- Bad River Waterpark**
Beloit, Wisconsin

Casinos

- Linq High Roller Observation Wheel**
Caesar's Las Vegas
- Silverton (Boomtown) Casino**
Las Vegas, Nevada
- Oceana Casino - Entertainment / Waterpark Resort**
Las Vegas, Nevada
- Pacific Casino & Entertainment Center**
Bell, California
- Nanaimo Casino, Indoor Entertainment & Waterpark Resort**
Las Vegas, Nevada
- Lake of the Torches Casino**
Lac Du Flambeau, Wisconsin
- Crow Creek Casino**
Roseberg, Oregon
- Loire Valley Hotel Casino Resort, Master Plan**
Glendale, Nevada
- Firefly Creek Casino Resort**
Master Plan
Granite Falls, Minnesota
- Wild Horse Hotel Casino Resort**
Pendleton, Oregon
- Mazatzal Tonto Apache Casino**
Payson, Arizona
- Sky City Casino**
Black Hawk Lodge & Casino Prototype
Santa Fe, New Mexico
- Saint Louis Riverboat Casino**
Saint Louis, Missouri
- Boardwalk Hotel & Casino**
Las Vegas, Nevada
- Sac & Fox Casino**
Hiawatha, Kansas
- Nisqually Casino**
Olympia, Washington

- Woodlands Hotel Casino**
Beloit, Wisconsin
- Tradewinds Casino**
Pomona, California

Retail & Dining

- Christmas Store, Universal Studios**
Universal City, California
- Dale Rogers Themed Retail / Dining/Entertainment Center**
Victorville, California
- Retail/Dining/Entertainment Complex**
Anaheim, California
- Boatworks Retail/Dining/Entertainment Complex**
Loma Linda, California
- Galeano Winery Tour/Retail/Dining/Entertainment Center**
Mira Loma, California
- Festival Bay Theme Shopping Mall**
Orlando, Florida
- Ontario Towne Retail, Dining & Events Center**
Ontario, California
- Tuscany Theme Dining & Events Center**
Murrieta, California
- Diamond World, Forum Shops**
Las Vegas, Nevada

Other Projects

- Titanic 100th Anniversary Exhibit**
- Adventure Exhibit, COSI Science Center**
Columbus, Ohio
- Imagination Workshop Children's Museum**
Temecula, California
- San Manuel Cultural Center**
Highland, California
- Country Fair Entertainment Park**
Long Island, New York
- Flintstones Family Entertainment Center Prototype**
- Metropolis Family Entertainment Center**
Henderson, Nevada
- Metrolink Station South**
Pomona, California
- Los Angeles County Fairplex**
Monorail Station
Pomona, California



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