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- Theming and Landscaping
- Themed MultiAction® Swimming Pools
- Children Games
- Eco-Housing
- Sports Complexes
- Urban Complexes
- Hotel Complexes - Resorts

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AMUSEMENT Logic

The Company

Established in 1996 by leisure industry experts with almost twenty years of experience in the field, Amusement Logic has developed into a hugely successful international leisure company.

Based just outside Valencia, in the city of Torrent on the Eastern coast of Spain, Amusement Logic comprises of a hardworking team of professionals who provide consulting, design and construction services and supply leisure products to both public and private leisure and tourism sectors, throughout the world.

We are specialised in the design and construction and product supply for turnkey projects such as water parks, theme parks, leisure activity pools, aquatic complexes, hotels and residential developments, aquariums, adventure and extreme parks, animal parks and zoos.

We design and construct functional projects of social transcendence that endure time, delivering long-term profits for investors. We work on a global scale providing personalised services and products to our clients and our most exemplary works have been done in projects of worldwide prestige.

We only design and construct projects that we truly believe will be successful and profitable for our clients in the long-term. As such, Amusement's projects are far from standard and are developed according to the specific needs of our clients and the demands of the existing and potential future target markets. Consequently, our designs are created based on the data we previously obtain from the market studies we undertake.

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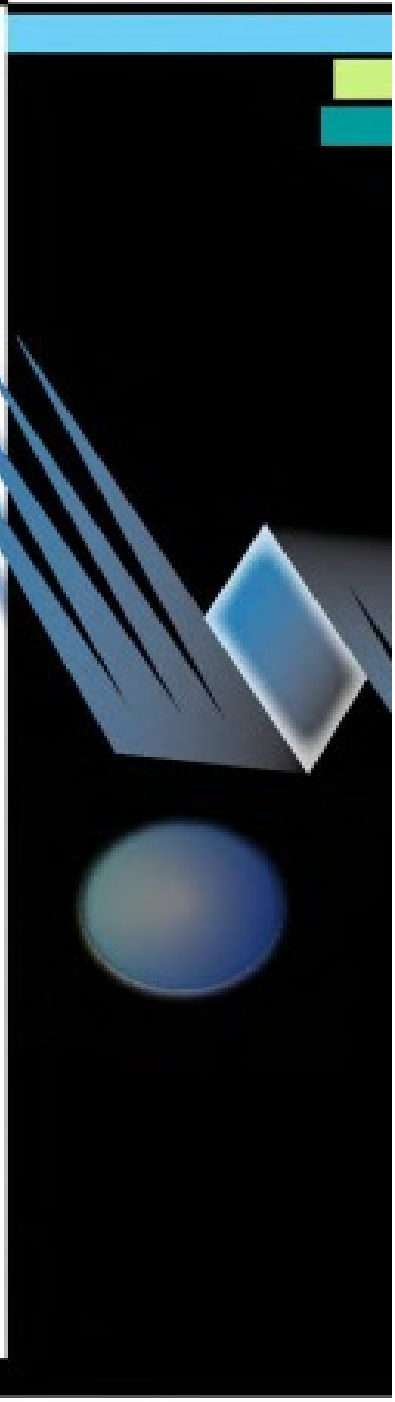
The feasibility study forms part of the integral group of services that we offer our clients which also includes:

- Conceptual design
- Basic architectural project
- Architectural execution project
- Engineering
- Project management
- Project execution and installations
- Preparation of personnel



The development of any type of leisure park, (animal park, zoo, waterpark, theme park, etc.), is a complex, interactive and interdisciplinary process of an integral nature. The necessary disciplines for the same include, creative development, market studies, financial analysis, architectonic design, engineering, production of attractions, project management, construction, and operations management. To adjust questions such as the cost, the finalisation date, the characteristics of the location, the dimension of the project, the needs of the operation, the value of the product and the market potential are key to the success of the project.

For this reason, previously to start-up, multiple economic analysis studies, physical planning, construction project and operative planning have to be carried out, which also have to be shared by all the project participants. Having a clear view of the recreational concept to be developed, the theme to recreate and the potential demand to satisfy, is the fundamental starting point.

In order to generate business, the design should respond to a triple demand: the clients' expectations, the operating requirements; the creative will of the planning and design team. In the area of Services that the company offers, we can fully manage the entire development of your project: the planning, the conceptual design, the feasibility study, the basic project and project execution, engineering and management project.

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Service Categories

DESIGN AND PLANNING

Not only a design filled with beauty and functionality is sufficient. Evaluating the idea and making it viable means initiating the quality control of the same, providing answers for the balance between the functional, the aesthetic, the rational economic cost, the social response and the economic profitability. Unifying these points simply means the start of the design quality.

The most important element in the gestation phase of a leisure-based business is strategic planning, in which the strategic direction and even business tactics are established. The Strategic Planning is a process of evaluation of the nature of the business that is to be created. Within this, long-term objectives are defined and strategies are developed to meet these. Furthermore, resources are located to carry out said strategies.

In Amusement Logic, we have our own Design Department, formed by highly reputed professionals with extensive experience in the conception and development of any leisure project. Once the idea is conceived, and prior to its design, the department carries out an environmental analysis as well as a forecast of future changes in the same, market tendencies etc., (including an in-depth competitor study), establishing the short, medium and long term objectives and goals, and considering how to reach the fixed objectives (studying the possible different alternatives and analysing the both the human and financial resource requirements.

For the latter, investment calculations are made that consider the execution of each of the project phases, as well as possible expansions). Implantation, construction materials, distributions, traffic, zoning, equipment, active and passive safety, operating capacity, scenography, landscaping, are very important elements which are studied in detail and are not left to guesswork, to guarantee the greatest profitability, whilst always seeking the reduction of construction costs and the least operation costs possible once up and running. Here is where we make the difference: our projects have no hidden costs.

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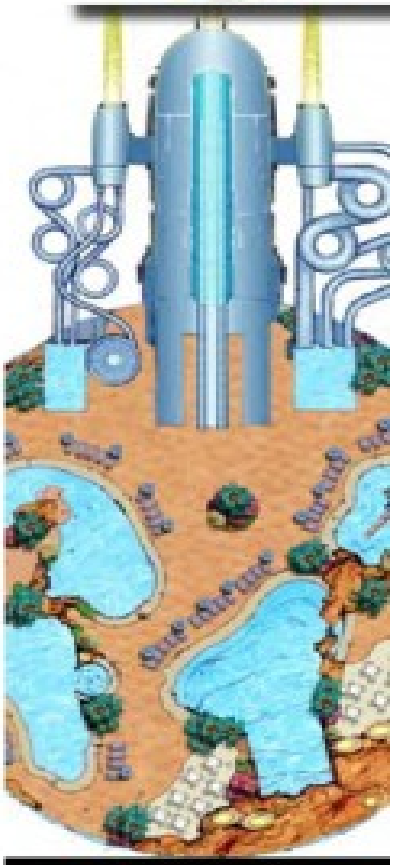
Design Mission:

- **Vision**: To look beyond the obvious and existing to discover and introduce new ideas, concepts and solutions.
- **Imagination:** Use of ingenuity, creativeness and originality to conceive an environment that captivates visitors.
- **Unique Design:** An ingenious approach to landscaping and theme architecture and design that creates a believable fantasy for the visitors.
- **Practicality:** Design to create comfort and new experiences for visitors, and an efficient operation for managers and owners.
- **Economic Insight**: Design to increase attendance and revenue, and generate repeat business.



Design Objectives:

- We have built our reputation by providing creative, unique, and yet practical design solutions. We understand the leisure customer and how to design environments to meet their needs.
- Our hands-on, team-based design style brings the design expertise, the visionary skills and the extensive entertainment industry knowledge of our key designers and technicians to each project we undertake.
- Our goal is to provide creative and innovative solutions to the design challenges of every project through imaginative theming and responsible design and to deliver the best service in the industry.

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FEASIBILITY STUDIES

Market research should be the backbone of any business strategy. Undertaken with care and creativity, the investigation becomes the means with which to enlighten decision-making. It also acts as a radar system that forewarns the company of its approaching threats and opportunities.

Amusement Logic provides the tools to align its market research efforts and business prognosis with strategy and operations. With these criteria we analyse the market to study consumer value, the area, and the competition, amongst others. And so commences the reality of an age old desire of large companies; to substantially reduce; to limits inconceivable until recent times; the margin of risk that is brought about by the creation and the development of new products, by means of the near-exact calculation of revenue and returns.

The information obtained by scientific market investigation is usually reliable and should be used as a guide in the development of business strategies. As it is a guide for communication with current and potential clients, it will help you to identify opportunities in the market, minimize risks, identify future problems and help to evaluate the results of your efforts in achieving your objectives. In achieving this information we can:

- Determine the factors that motivate the consumer to purchase our product or service.
- Identify any consumer predisposition, as a result of cultural or background influences.
- Know consumer preferences.

By obtaining demographic and psychological data studied like this, much time and money is saved for the operators as the information is used to outline our clients' profile. Once all the data has been collected and processed, it is collated with the investment and strategic planning costs, from which we can then deduce the feasibility of the business to be faced.

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SCALE MODELS

The power of attraction which the model holds over the public is the reason why they are used so efficiently in sales and public relations. In Amusement Logic we are committed to the quality and exacting nature required to build realistic scale models to be used as a communication medium in public exhibitions and publicity campaigns.

We are professionals in the construction of models destined to represent architectonic and engineering designs. Our knowledge and experience allow us to confront any job in the most efficient way, in order to give our clients all the guarantees of quality of materials, quality finishes and technical accuracy. Our technical resources allow us to guarantee work based on precision and each one of our models can be considered as a functional work of art.

The use that a model has is varied. It assists in:

- The **definition of the project**: The models help the promoters, architects and engineers in different ways. But, above all, a well-constructed model is a functional and informative tool destined to answer questions and resolve potential problems.
- As a **communication tool**: A model helps people to understand a complex project, quickly and clearly.
- As **proof of feasibility**: When a model represents a project accurately and in detail, any of the elements can be studied or modified before beginning the real construction work.
- As **accreditation**: The public is used to seeing models in more important promotions. When a promoter does not have a model to show in a project of great magnitude, the credibility of a project can be questioned.
- As a **support for anticipated sales**: On making sales on the project, the purchasers want to see where their money is going and in what way it will be used, and with the model all this can be shown in maximum detail.

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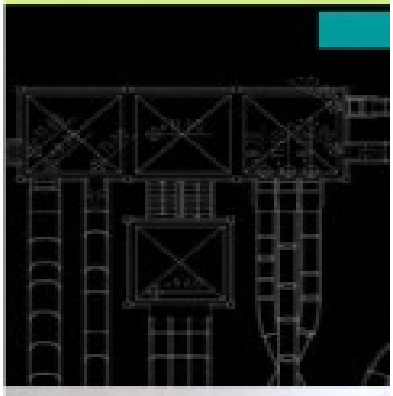
ENGINEERING

In Amusement Logic, each project is individually studied and developed, taking into account the regulations in force in the locality where the project is to be carried out.

All the safety aspects of the project, both active and passive, are also meticulously studied.

Our Technical Department possesses the most modern computerized systems, (both hardware and software), and relies on a team of high qualified engineers and technicians, responsible for the technical designs, plans and studies of hydraulic engineering and calculations of structures, (metallic and concrete), of the projects that we execute.

For highly complex engineering projects, Amusement Logic collaborates with a concentrated number of renowned specialised Spanish and international companies. We construct safe environments for unlimited fun. Safety is of utmost importance to us.

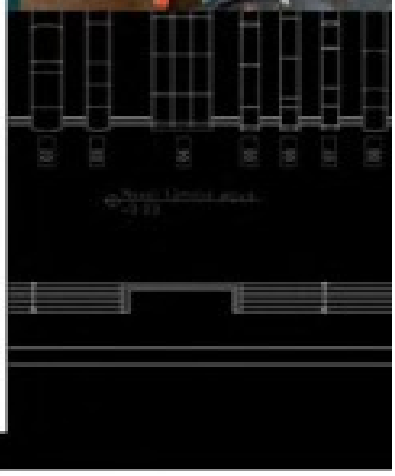


TECHNICAL PROJECT

Amusement Logic can supply the entire project of any leisure construction that is entrusted to us; a project which is required by an investor for the construction of the project and for processing and obtaining the necessary licences for opening: Conceptual design, Basic architectural project, Execution project (civil works, engineering, landscape integration), Project Management.

We always strictly observe the regulations in force in each region and all the safety aspects, both active and passive. We collaborate with the best autonomous professionals, specialised in leisure projects on a national and international scale, as well as professionals (architects and engineers), contracted by our clients in the location where the investment is to be made.

In this way, we form a unique team of professionals able to achieve the best results; always for the benefit of our clients.



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PROJECT MANAGEMENT

In Amusement Logic we always manage and supervise the construction and installation of the products that our clients contract from us, guaranteeing in this way, the correct execution and start up of the supplied equipment. For this, we rely on our highly experienced Project and Installations Management Department.

Be it the construction of a water park, theme park, or any other class of leisure project, it holds no secrets for us. They are complex projects, but we have them under our complete control.

Furthermore, our clients have at their disposal our experience and advice for all those elements of the project which have been contracted to third party companies who are not specialised or familiar with the construction of this type of projects. Because in Amusement Logic we are used to working as a team: so that the Project wins, or in other words, so that our Clients win.

Numerous projects successfully carried out and years of experience endorse us in the development and construction of water parks, theme parks, animal parks, theming and decoration and MultiAction® multiple activity pools. Without forgetting our latest creation, Extreme Parks and Adventure Parks.

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Product Categories

WATER PARKS

Since their introduction in the late 1940's, waterparks have grown in popularity. Spain has the largest number of water parks by population in the world, while The United States has the largest and most concentrated waterpark market, with over a thousand waterparks.

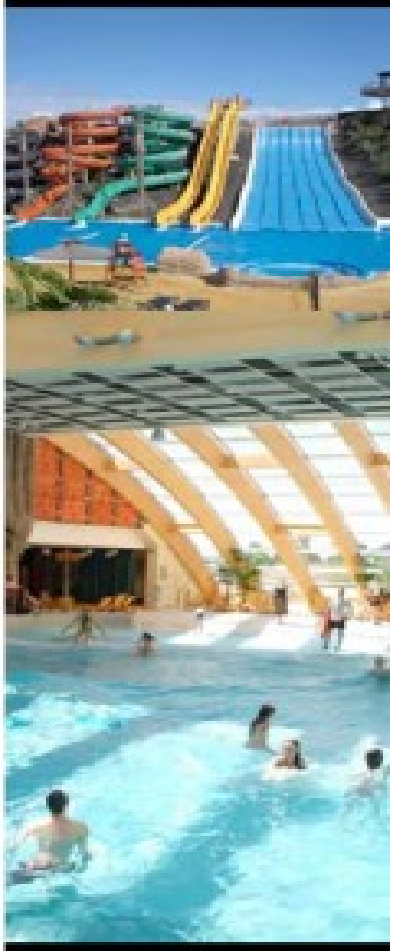
Major organizations are IAAPA (International Association of Amusement Parks and Attractions) and WWA (World Waterpark Association).

Spas are beginning to resemble mini-waterparks that in turn bear a closer resemblance to mountain resorts, as they become four-seasons destinations. As such, the entire amusement and leisure-time industry is becoming even more concentrated as winter sports mix with summertime water rides – both in terms of time and space. A concentration process can be observed in the hybrid segments of theme-, amusement-, and waterparks.

Likewise, some waterparks are more spa-oriented, with no water slides, but instead with lots of saunas, steam rooms, "adventure showers", relaxation-oriented waterplay areas and children's playground areas.

Amusement Logic is the only company in the leisure industry which offers the widest and most complete range of services and products for the water park sector:

- Concept design, Estimation of initial investment, Market research and Feasibility studies, Architecture and engineering.
- Supply and installation of water slides, games and attractions, water movement machinery such as wave pools or lazy rivers, metal towers and structures, hydraulic equipment, irrigation networks, residual water treatment equipment. Construction of swimming pools and plantrooms, paving, theming elements and products for landscaping integration.



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THEME PARKS

Modern amusement parks now run differently than those of years past. Amusement parks are usually owned by a large corporate conglomerate that allows capital investment unknown by the traditional family-owned parks. They can either be based on a central theme or, divided into several distinctly themed areas, lands or "spaces." Large resorts, such as Walt Disney World in Florida, (United States), actually house several different theme parks within their confines.

Amusement Logic has participated in the construction of the major Spanish theme parks, more notably Terra Mitica in Benidorm, the Warner Bros. Park in Madrid and the Nature Park also located in Madrid.

We can build the most imaginative and entertaining environments and are specialists in the recreation of environments and settings of any era and architectonic style and also in the reproduction of exotic scenery, creating identical replicates of nature.

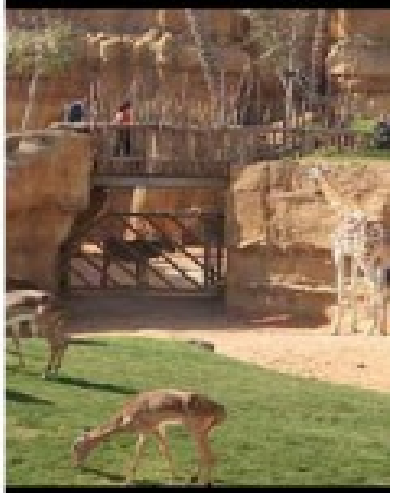
We place all our experience at your disposal; trust us with your dream project and we will create it for you. We are able to shape your vision into a profit-making reality.

ANIMAL PARKS

The design, construction and recreation of animal habitats hold no secrets for Amusement Logic.

We have participated in the construction of important animal parks, such as "The Oceanographic", the largest aquarium in Europe, the Bioparc Zoo in Valencia, Spain, and in the major zoological parks of the United Arab Emirates, in the emirates of Sharjah and Al Ain.

Nowadays, visits to animal parks and zoos are no longer two-dimensional occurrences where people stare at animals through bars, but rewarding experiences where visitors are not only entertained observing animals in natural habitats, but are also educated and learn to appreciate the importance of the role animals have in the long-term survival of our ecosystems. Amusement has played an integral part in this change in perception and way of thinking by designing and constructing innovative projects that take our client's, their visitors and the animals' needs into account.



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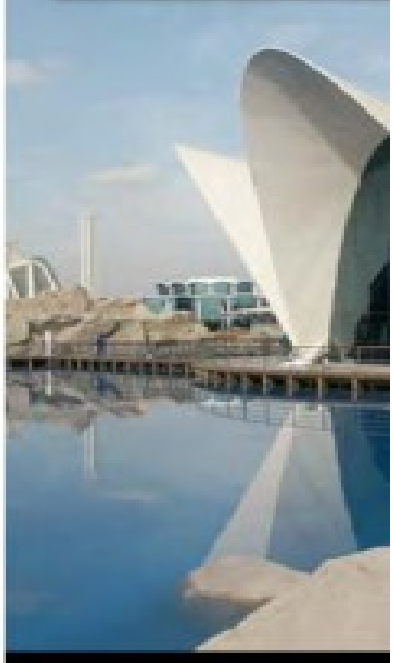
Our design philosophy is based on the ethical principle of preserving the physical psychological health and well being of the animals. The habitats that we design for them allow them to develop the activities typical to each species; running, jumping, swimming, flying, playing. The environmental conditions to which the animals are accustomed are also taken into account, as are their cohabitation practices, allowing the animals to live as they do in the wild, whether on their own, in pairs or in groups.

Just as in nature, the environment the animals inhabit should be a place of outstanding natural beauty. This environment in which no obvious barriers are appreciated, is shared with the visitors who enjoy observing the animals in complete safety, without causing a detrimental impact on the animals' welfare.

Our designs of zoos and animal parks achieve the creation of multi-purpose installations that should be considered as being:

- Natural environments where the shared spaces are based on zoogeographic and environmental motives and where a wide range of animal species can grow and develop and flourish.
- Leisure centres where people can enjoy themselves and spend relaxing days out and in which guests of all ages discover activities adequate to their needs and desires, which favours the family focus of the projects and which is consequently transformed into repeated visits.
- Environmental education centres where environmental culture and the conservation of species are promoted and where visitors may attend talks, participate in guided visits, learning and increasing their wildlife knowledge.
- Economic motors; well designed installations will attract tourism and visitors to the area, create employment, stimulate collaboration from local businesses, foment services and transportation infrastructures and encourage economic and financial participation from local and national entities.



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ADVENTURE PARKS

Amusement Logic has developed a new concept on a worldwide level in the leisure park sector: Extreme Parks®. Contemplated for year-through operations, the Extreme Parks ® are one step ahead of the traditional water and theme parks, so widely extended nowadays. The Extreme Parks ® add pure adrenalin to the more typical relaxation and fun elements of a park. Sports and exercise in complete safety. Since the circuits are flexible in size, grade of difficulty and duration, this allows any type of person to use them...and above all, have fun.

The Extreme Parks ® can be composed of different elements, meaning that these projects can be adjusted to the tastes and preferences of the determined groups of potential clients. This therefore ensures a high influx of users and consequently, high profitability and a rapid return on investment.

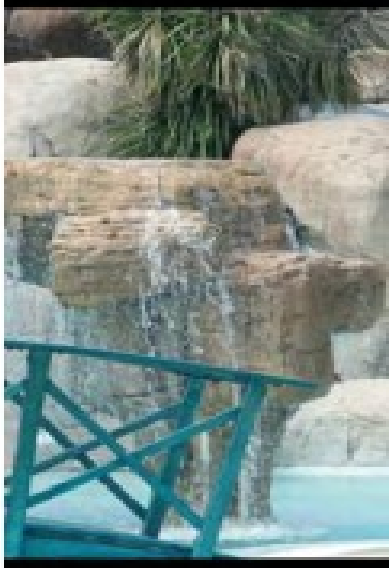
We are also introducing to the market a brand new concept of indoor – outdoor adventure parks, formed by a combination of different family-oriented adventure and leisure attractions that allow operation throughout the whole year.

THEMING AND LANDSCAPING

Theming is the "the use of an overarching theme to create a holistic and integrated spatial organization of a consumer venue." Themes are usually derived from history, or other cultures, but can also be based on fantasy. Theming can vary in intensity from just interior design, to whole architecture based on the theme. Theming is applied to themed spaces which may include theme parks, water parks, animal parks, adventure parks, swimming pools, restaurants, casinos, museums, airports, resorts and other spaces.

With the combination of a team of highly qualified professionals and the use of a wide range of construction products, (both traditional and latest generation), theming and landscape integration know no limits in Amusement Logic. We are specialized in theming, which allows the reproduction of any landscape and environment with lifelike reality.

Our main specialisation is the artificial creation of rock textures and coverings, by means of the application of mortar and additives in-situ, with our own know-how and unrivalled special techniques developed by our exclusive artists



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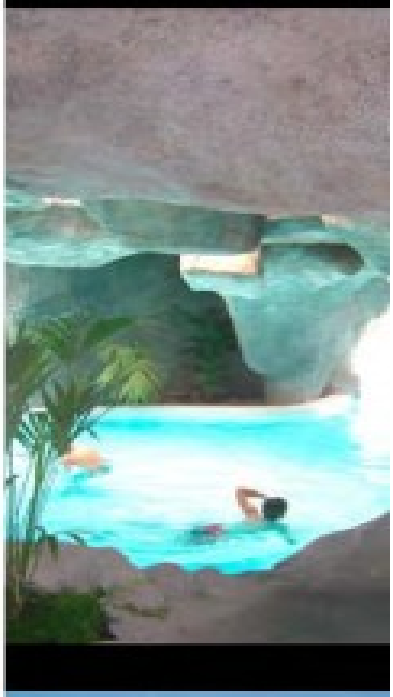
THEMED MULTIACTION SWIMMING POOLS

Amusement Logic has put an end to the traditional concept of a swimming pool such as it was known, converting it into areas of aquatic activities and relaxation for the use of all the family, where water is only one element more in a natural, fun environment.

Areas of water artificially divided with unique theming and integration, forming diverse zones of amusement: Swimming areas / Slides and games areas / Children's area / Exercise area / Talasotherapy area / Relaxation area. An adequate water treatment system is vital in any project where water is present. For us in Amusement Logic, perfect filtration and water purification treatment is essential.

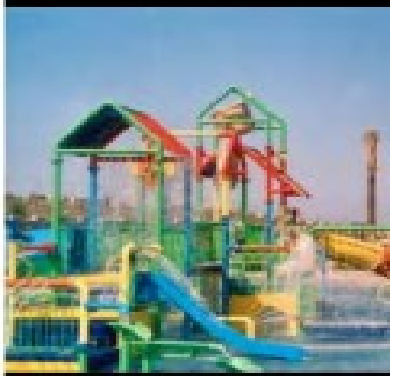
As a result, besides offering developed hydraulic engineering that complies with the strictest regulations in force, we supply and install hydraulic equipment and accessories of reputed international quality, such as the brand, Astral, world leader in the sector. Filtration and purification of public swimming pools, pumps for water slides, water movement and waterfalls, equipment for the treatment of residual water, irrigation systems…we offer a complete range of water products for any leisure project – and of course, of the highest quality.



CHILDREN'S GAMES

Amusement Logic offers a wide range of children's games and attractions for any leisure project. We also offer made-to-measure, personalized games and attractions, manufactured by Amusement Logic, offering an infinity of different combinations for all types of children's areas, water parks, theme parks and urban parks.

All our children's games and attractions, and likewise, all the products which we market, comply with the European Regulations in regards to the quality of materials and product safety. For safe and long-lasting fun. At Amusement Logic, the children are the most important – they always come first.



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ECO-HOUSING

In 2006, Amusement Logic, together with designer and theme sculptor Francisco Luengo Vicente, formed the company Arquitectura Tecnotemática for the development of new building and housing construction systems. Based on a sustainable eco-friendly architecture, its design takes five factors into consideration; the ecosystem in which it is to be established, energy systems which encourage energy-saving, construction materials, recycling and re-use of waste and spatial planning.

The housing is designed to observe the highest aesthetic standards and contemplate low energy consumption techniques. With its intelligent environmental design, heating and cooling loads are greatly reduced. They are habitats where to live and enjoy nature to the full.

In the following pages, we have included a list of representative projects that we have undertaken and further design references. Should any additional information be required on our company's products and services, please do not hesitate to contact us.

For more information, please visit www.arquitecturatecnotematica.es

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SPORTS COMPLEXES

Amusement Logic consists of a professional technical group, specialised in the promotion and development of sport and recreation. One current trend in sports complexes is to integrate diverse equipment in one same complex, to form one single sporting infrastructure that allows users to practice different sports.

For us, each project is unique and requires a different focus depending on the diverse internal and external factors to which it is subject. The sports complexes that we create are exclusive and personalised and combine a great variety of sports installations: swimming pools, saunas, spas, tennis, paddle tennis and squash courts, ice-skating, surf pools, rock climbing walls, adventure sports circuits, etc...

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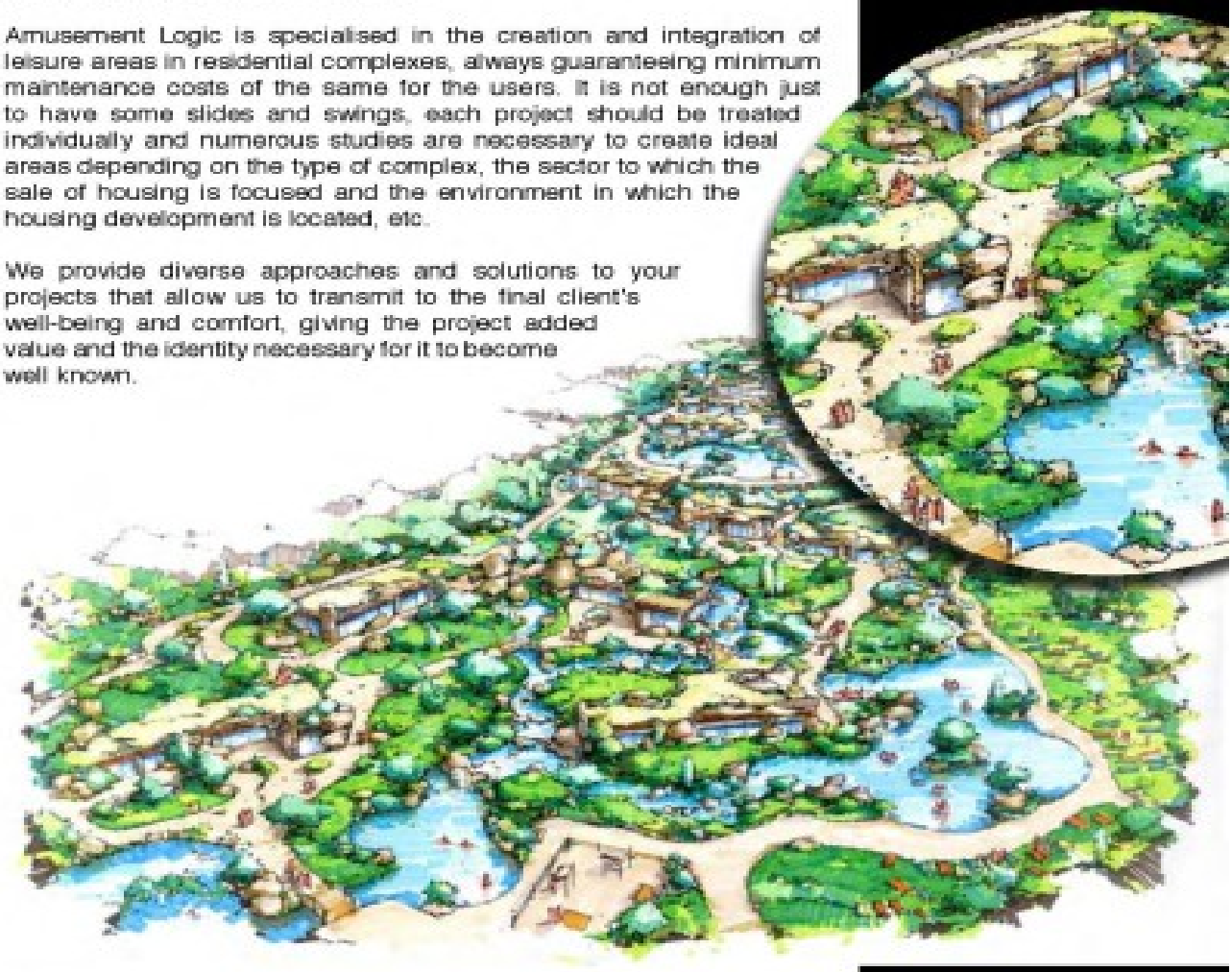
AMUSEMENT Logic

URBAN COMPLEXES

New lifestyles have brought with them a considerable change in the perception of housing. What we are really searching for are leisure and sports spaces that allow us to experience an enjoyable, fun and healthy stay: to enjoy our free time without having to travel and in short, a better quality life with our families.

Amusement Logic is specialised in the creation and integration of leisure areas in residential complexes, always guaranteeing minimum maintenance costs of the same for the users. It is not enough just to have some slides and swings, each project should be treated individually and numerous studies are necessary to create ideal areas depending on the type of complex, the sector to which the sale of housing is focused and the environment in which the housing development is located, etc.

We provide diverse approaches and solutions to your projects that allow us to transmit to the final client's well-being and comfort, giving the project added value and the identity necessary for it to become well known.



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Company Profile

AMUSEMENT Logic

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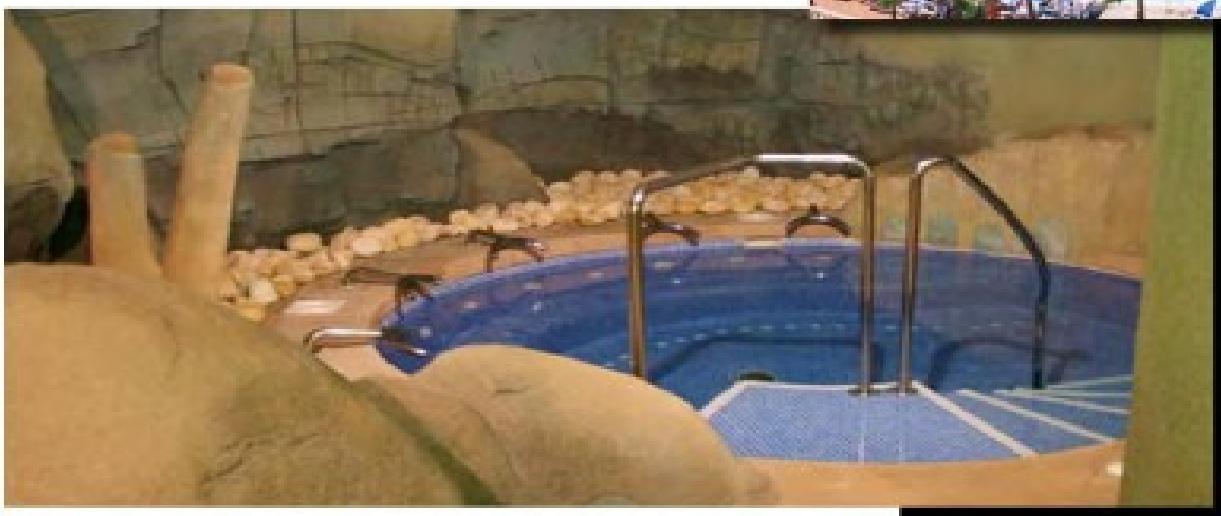
HOTEL COMPLEXES - RESORTS

The hotel complexes or resorts have been converted into places destined for relaxation and / or recreation. These complexes of great magnitude, are a vital environment that groups together an infrastructure of services and amenities in one same space: hotels, leisure and amusement parks, shopping areas, sports complexes, cinemas, restaurants, etc., some of which even resemble mini-cities where visitors have all kinds of products and services in their reach.

Responding to this new trend, Amusement Logic designs and promotes complexes that integrate all these aspects in a harmonious way. Our experience and know-how in the design and construction of all types of leisure and sports complexes allow us to strategically and functionally integrate in one complex, different areas that combine sports, leisure, adventure and relaxation.

They are complex projects that require rigorous studies and extensive knowledge of the leisure sector in general. Only a company such as ours, a specialist in all types of leisure projects, is capable of providing a global and rewarding focus to this type of complexes.



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