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NEWSLETTER APRIL 2014

Opening of new aquatic area in La Sirène campsite

As we have been reporting in recent months, this year we completed a significant expansion in La Sirène campsite, in Argelès-sur-mer, France.

The campsite has added a zone of mobile-homes and to service them, we have designed and executed a new and modern leisure area. It includes two heated pools, (one for children and another for adults), a pool with an interactive game and a group of four slides. All of which has

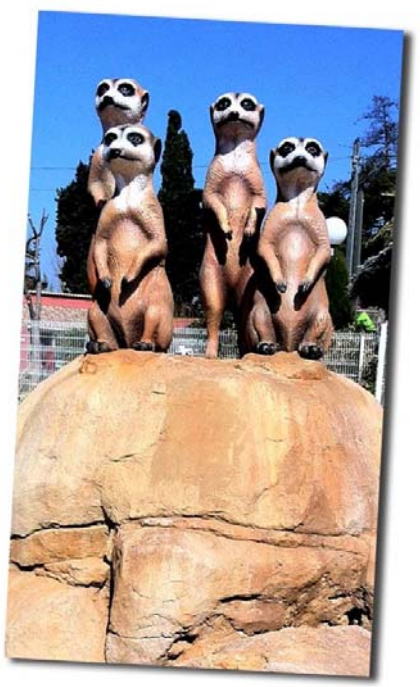
theming that integrates into the campsite's environment and ambience.

With this expansion, La Sirène campsite has consolidated itself as one of the major campsites in southern France and its aquatic space is one of the largest in Europe. It is also considered as one of the most luxurious campsites with the highest standards of quality.

We have been collaborating with the campsite owners for almost 20 years now, during which we have worked not only in La Sirène, but also in the group's other campsites. For Amusement Logic S.L. it is a great pleasure to add another project of reference in France and Europe. We have satisfied client expectations once again, in the agreed time, without overspend and with exquisite finishes and quality standards.

From here, we would like to congratulate La Sirène and all their team for this landmark project, thank them for entrusting our company once more and wish them another successful season in 2014.

Completion of the theming in Camping Cap Soleil's aquatic area



Continuing with projects carried out this season in the French campsite sector, we are equally pleased to announce that we have completed on time, the theming works of the aquatic area in Camping Cap Soleil. Located in Vias Plage, this campsite already had an African ambience, which we reinforced with the complete theming of the aquatic zone.

The current leisure pool reflects the landscape of an African savannah, in which we can find anything from the typical baobabs to a varied sample of fauna, (elephants, lions, zebras, giraffes, snakes, and hippopotami). All of this is combined with traditional African figures, to produce the perfect backdrop for relaxing and enjoying the sun, water and landscape.

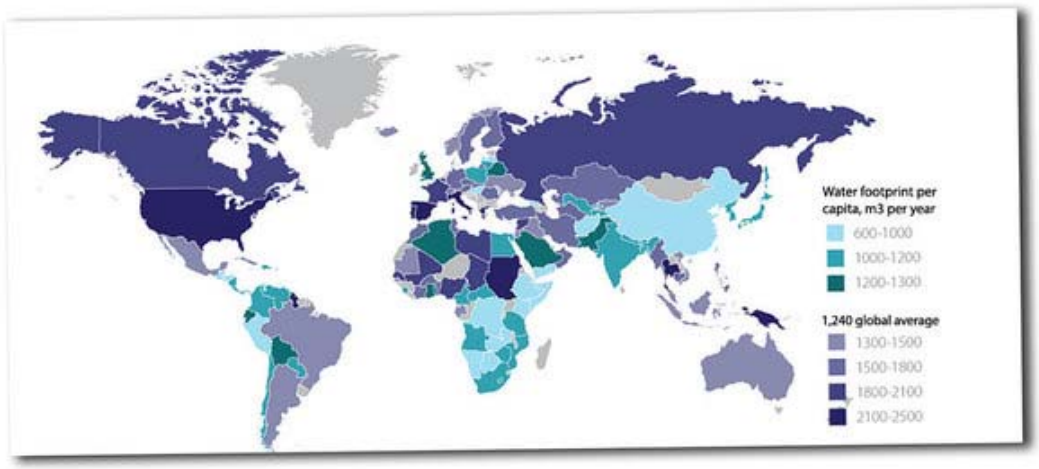
In the theming of the adults' area, we have followed highly realistic criteria in the finish of the figures, whilst in the children's area, we have created a lovely mosaic of animals and figures to amuse and entertain the kids.

The campsite has been showing the works' progress, month by month on the social networks and has been able to improve on reservations from the previous year. This reflects the transformation of the behavioural patterns of clients who increasingly use the internet and social networks to make holiday decisions. It also shows the value that clients assign to leisure areas in establishments such as campsites, being one of the elements that they value with greater consideration, when choosing between one destination and another.

This is another example of the custom-made works that we can carry out in Amusement Logic, S.L., providing solutions that respond to each client's specific needs, adapting to the spaces, time and budgets that are available in each case.

The water footprint of a waterpark

Whilst it is not yet a maximum priority of the population, there is no doubt that environmental sensitivity has increased significantly in recent decades. The ecologist movement of the 60s was a minority, almost quaint, until the first political green movements in the 70s. At the end of the 80s, the term "sustainable development" was coined, and since the conference in Rio in 1992, the term forms part of our everyday vocabulary and fills media headlines. However, people are usually ahead of government, consumer habits are ahead of legislation and standards and new generations are more concerned with these issues than older ones.



Even in the United States, the largest water resources consumer per capita in the world, surveys indicate that 9 out of 10 people are worried about the environment. In regards to leisure, 70% of surveyed amusement park visitors would prefer parks to be more sustainable, especially youngsters, (75% in the case of the under-35s, and 52% in those of 55 and over). 34% of the total number surveyed would even be prepared to spend a little more to visit a sustainable attraction. Generally, the young public is educated and show scepticism of "green" proposals that do not irrefutably demonstrate that they are so.

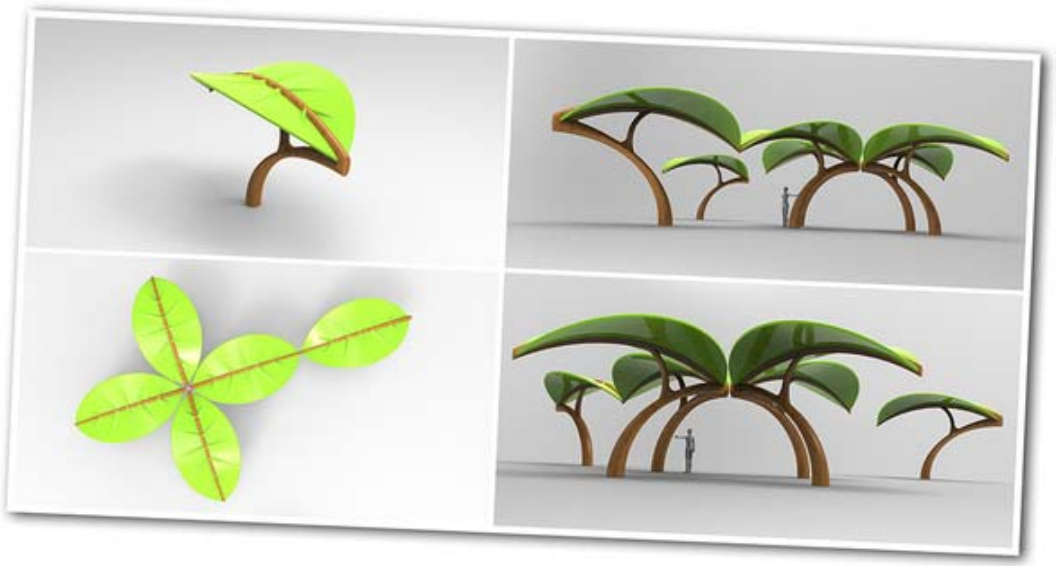
The consumption of resources concerns all operators. It represents a significant percentage of operational costs and is increasingly so with the increase in energy prices. Overall, it can be said that parks try not to squander. However, the majority of waterparks do not have clear water-saving policies, the most important natural resource on the planet and which is in serious danger of becoming scarce. Water is also the base of their business. A waterpark consumes less water than a golf-course, but it could consume even less.

Luckily, some of the new waterparks are already designed taking into account sustainable criteria, integrating environmentally respectful technologies from the beginning. Filters that need less washing, local chlorine generation systems, chlorine-free treatments, rainwater recovery, reduction of night-time evaporation, LED lighting instead of incandescent, renewable generation, distributed pumping instead of centralised. All these technologies exist and waterpark designers are constantly developing new methods to reduce environmental impact, not only of the attractions but the whole of the parks' facilities.

There is already official recognition of environmental policies, in the form of the international ISO 14001 certification, or Estidama's Pearl Rating System. An increasing number of parks are ascribed to them, such as Yas Island in Abu Dhabi or Center Parcs throughout the whole of Europe. The United States, where more than half of the world's waterparks are found, has yet to seriously implement sustainable

criteria and show the positive results that they generate. The adoption of this type of policies not only reduces environmental impact. It also means savings in operating costs and improvement of the facility's image. That is a sustainable waterpark.

3D Tech themed covers for shades



We're presenting a new shade cover for public spaces, produced with our exclusive 3DTech system, which allows the creation of self-supporting structures with high added-value. The giant leaves allow for variations in shape and orientation and the curved stems produce harmoniously combined, elegant outlines to frame routes, or to highlight resting or break areas.

Thanks to the qualities of 3DTech, we can apply any texture and colour on the leaves and branches, to strengthen the organic or geometrical characteristics, adapting them to any aesthetic criteria of the surroundings where they are to be installed. The system of giant leaves permits hydraulic circuits on the interior of the structure, to install misting sprays for very dry climates.

Art and architecture in the design of leisure complexes. How a project's profitability largely depends on the care of aesthetics and artistic character by the developers and designers.

In previous newsletters, we charted a course through the first theming milestones in leisure projects until well into the 20th century. What about the architecture? Was it affected by these radical changes in the population's leisure and consumer habits? Firstly, a little bit of history. After the Second World War, mass consumer culture transformed the world of music, painting and fashion and also of course, architecture. The population's life, consumer and leisure habits evolved together with capitalism and the development of new machines. Of course, the different artistic expressions also began to echo these changes, amongst them architecture and urban planning. The study of Venturi and Scott Brown, Learning from Las Vegas, (1972), is relevant because of its influence on the development of a large part of architectonic representation of later decades. In this study, the authors argued that architecture should express and represent the commercial context from which it was emerging. From an architecture that sought functionality,

evolved architecture that takes into account advertising and the relationship with products of mass consumption. During recent decades, we have witnessed as such the blossoming of scenographic architecture, in which buildings tend to be conceived as icons, bringing architecture closer to a mass consumer audience and furthermore connecting elite design to everyday culture. Frank Gehry was one of the first star architects to reconcile structure and decoration in his buildings, even applying the first 3D computer design systems.

In these moments of monumental architectural blooming, trends are appearing that champion nicer, more habitable and human spaces, with the integration of green areas and incorporation of new materials that allow short construction times and high energy efficiency.

In Amusement Logic we are aware of these trends, we have studied them and follow them closely and we understand that this knowledge and its application forms one of the foundations of our design process.

We believe that leisure complex design should take well into account the evolution of contemporary architectonic representation at the end of the 20th century and at the start of the 21st. Strict care of the architecture and theming of a leisure project is equally or more crucial for its profitability and success, than the functionality of its facilities or the variety of attractions and services. In this sense, just the know-how and intelligence of the design team is not enough, but the developers need to be aware of the importance of this design aspect for the success, profitability and relevance of their project. For example, in short, if we put two leisure projects to compete against each other, the one whose architecture, visitable spaces and theming are coherent in style and consistent in quality, will be more successful with the public and obtain greater social and cultural relevance, even though it has fewer attractions than its competitors.