



STORYTELLING THAT LIFTS THE SPIRIT

LOS ANGELES | ORLANDO | ATLANTA | LONDON



WE IMAGINE, DESIGN & CREATE
EXPERIENCES THAT LIFT THE SPIRIT

WHO WE HAVE SERVED

OUR CLIENTS



THEME PARKS & DESTINATIONS

WALT DISNEY
Parks and Resorts



VISITOR ATTRACTIONS



GAMING & FILM



RESORTS



CONSUMER



WELCOME TO

OUR COMPANY



Established over two decades ago, Storyland Studios was inspired by the design principles of Walt Disney and his original Imagineers. We partner with the world's leading IP owners, developers and designers to bring stories to life through our creativity, inventive storytelling and exceptional service. We imagine with you, design beside you, and together create world-class experiences and destinations.





OUR SERVICES

- Master Planning & Architecture
- Landscape Architecture & Area Development
- Experience Design & Production
- Concept & Story Development
- Digital Content Production & Integration
- Project Management
- Strategy & Consulting
- IP Creation, Curation & Activation

PROJECTS IN DEVELOPMENT ON 5 CONTINENTS

- 20+ Design & Strategy Projects for:
 - Qiddiya
 - NEOM
- Guest Attraction:
 - Ubisoft World
- Experience Design & Operations partner for:
 - Trilith Studios
- Design-Developer of Large Scale, Ground Up Projects
 - Storyville Gardens
 - Libertyland USA
 - Kebulania Film City
- Design & Fabrication Management
 - LEGOLAND® Parks; Theme park, Water Park, Hotel & Retail



WHAT OUR FRIENDS ARE SAYING

TESTIMONIALS



TONY BAXTER

CREATIVE ADVISOR | WALT DISNEY IMAGINEERING

"To find a company like Storyland Studios with the right mix of talented people possessing necessary skill sets to make things happen is a tremendous asset... Knowing Storyland's top creative leadership personally, I can attest to their fostering a culture that is passionate about every project they produce."



ANTHONY ESPARZA

FORMER CCO | SEAWORLD PARKS & ENTERTAINMENT

"The art and designs generated by Storyland are first-class, but most of all, the team are good listeners and flexible. They will hear your direction and stay close to your goals - - both financially and from a guest experience perspective. I think you'll appreciate their collaboration and approach to getting things done."



BRETT WILKES

SVP ENGINEERING & DESIGN | LEGOLAND® RESORTS (NA)

"Storyland has worked with LEGOLAND® for quite a while and they have completed several projects for us in the past and working on current items as well. They have always been responsive, competitive and overall great to work with."

OUR MODEL



Everything that we imagine, design, and create should connect to and build on a unique story. In order to do this, our job is to listen well as we take three steps to crafting the story.

ONE

DISCOVER THE SETTING

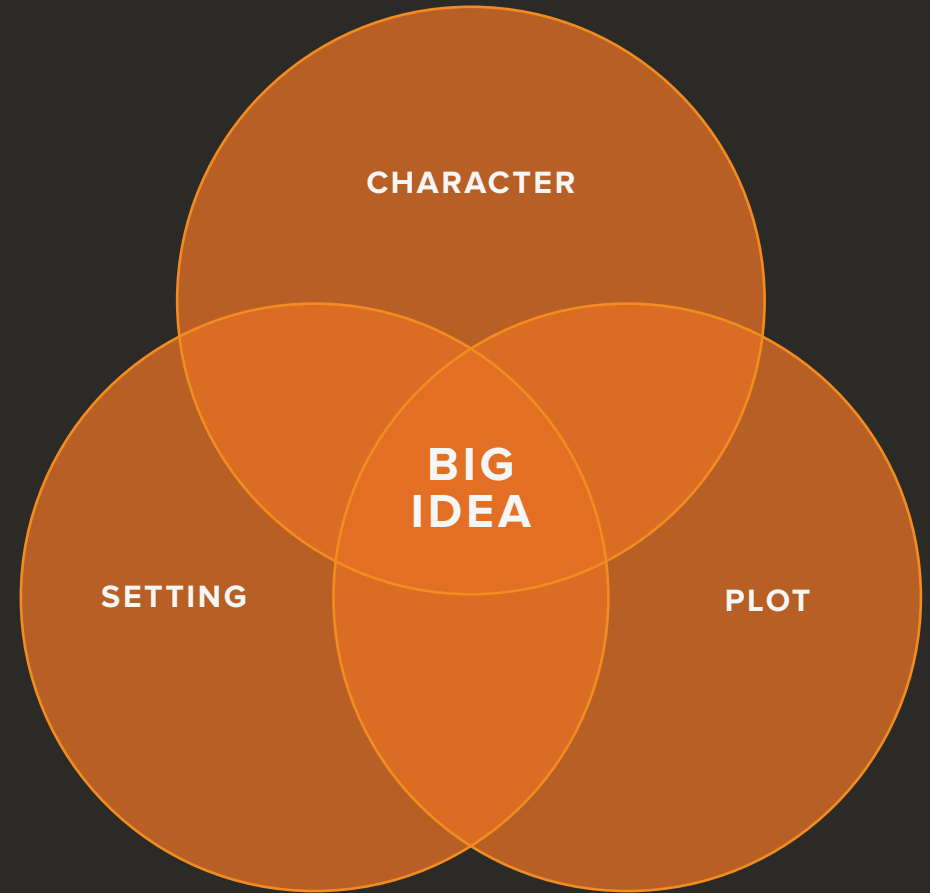
TWO

CLARIFY THE CHARACTERS

THREE

DISTILL THE PLOT

From these activities a BIG IDEA emerges - the heart of the story and our guide through the rest of the design process.



WORLDWIDE

OUR TEAM



LOS ANGELES, US

- Design Studio
- Ozone Story Tech
- Creative Services

ATLANTA, US

- Operational Leadership
- Experience Production
- Project Management

ORLANDO, US

- Strategic Services
- Project Management
- Creative Services

LONDON, UK

- International Leadership
- Strategic Services
- Project Development



Peter McGowan

Founder & Chief
Executive Officer



Mel McGowan

Founder & Chief
Creative Officer



Ben Thomspson

Partner & Chief
Executive Officer of
Storyland Locations



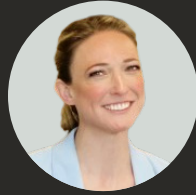
Rob Moffat

Principal Director of
Landscape & Area
Development



Sean Featonby

Director of Business
Development



Marie Rayner

Director of Project
Development



Danielle Mercado

Director of Interior
Design



Tyler Thornberg

Vice President of
Business Development



Jeff Damron

SVP Master Planning,
Architecture & Design



Kevin Blakeney

Director of Master
Planning



Kelsey Sibal

Executive Director of
Operations



Joe Sibal

Director of Digital
Design



OUR 3 DIMENSIONS OF STORYTELLING

STORYTELLING



STRATEGIC STORYTELLING

Design that you walk away with.



INTERACTIVE STORYTELLING

Design you engage with.



SPATIAL STORYTELLING

Design that you walk into.

OUR PROCESS



OUR END-TO-END PROCESS

Everything that we imagine, design, and create connects to and builds on a unique story.

IMAGINE

1. DISCOVERY: WHO IS YOUR SHERPA?

We kick off by gathering the essential project information that will help us define objectives and desired outcomes.

Throughout this phase, our experts collaborate with your team to envision the future, uncover your unique story, and devise a Proposal to bring it to life in your location.

2. PRE-PRODUCTION: WHERE DO WE WANT TO GO?

This stage serves as a roadmap for the Experience Design journey.

The goal of this stage is to establish a Project Development Plan, including a description of the project, a Master Budget, and a Master Schedule, as well as parameters for criteria of success.

3. BLUESKY: WHAT'S THE BIG IDEA?

Our creative phase begins with our proprietary Story Circle session, where we work with you and the team of core stakeholders to conceptualize, understand, and articulate the placemaking implications of the unique CHARACTER, PLOT, and SETTING of each project.

We then transform the right mix of site, story, and economics into a "BIG IDEA" that informs everyone of the thousands of design and development decisions throughout the life of the project.

4. CONCEPT DEVELOPMENT: WHAT SHOULD IT FEEL LIKE?

Building upon the BIG IDEA, a cohesive StoryBoard package documents the proposed guest journey. Our AICP-led Master Plans integrate multiple disciplines including architecture, landscape, engineering & experience design into guiding vision documentation.

Our multi-disciplinary design process creates the foundation for a built environment that fully considers functional & experiential needs.

DESIGN

CREATE

5. DESIGN INTENT DOCUMENTATION: WHAT SHOULD IT LOOK LIKE?

We refine the approved Concept into scaled Schematics and Design Development.

Serving as the bridge between imaginative concepts and practical implementation, it ensures that the final design harmoniously aligns with the overall theme, narrative, and objectives of the themed experience.

6. CONSTRUCTION DOCUMENTATION: HOW WILL WE BUILD IT?

During this stage, all Production and Construction Documents are meticulously developed, providing essential guidance for consultants, vendors, and contractors tasked with project implementation.

Final documentation serves as a critical guide for fabrication shops and on-site construction.

Our collaborative approach ensures ongoing alignment with the project's Big Idea.

7. CONSTRUCTION & PRODUCTION: HOW DO WE GET IT RIGHT?

Our relentless focus is on the complete delivery of stories effectively told in space on budget and on time.

We manage production and media, whilst partnering with construction and fabrication partners, which remain under our supervision and creative guidance.

8. PRE & POST-OPENING: WHAT'S NEXT?

At the pre-opening stage, we deliver training, implement procedures, ensure equipment and inventories are accurate, and run attraction 'cycling to confirm reliability — all of which leads to a successful operational launch.

Subsequent stages for brand, guest/employee experience and marketing strategy lead to the grand opening, which serves as the culmination of the entire project's development.

Beyond opening day, we maintain support through rehabilitation/expansion phases.

STUDIOS

STRATEGIC STORYTELLING

GOING BEYOND DESIGN WORK, STORYLAND STUDIOS HAS HELPED CLIENTS ACROSS THE GLOBE DEVELOP NEW ATTRACTIONS AND INNOVATE EXISTING PROPERTIES WITH SUPPORT SERVICES THAT ENCOMPASS EVERY FACET OF THE THEMED ENTERTAINMENT ECOSYSTEM.

HOW IT WORKS

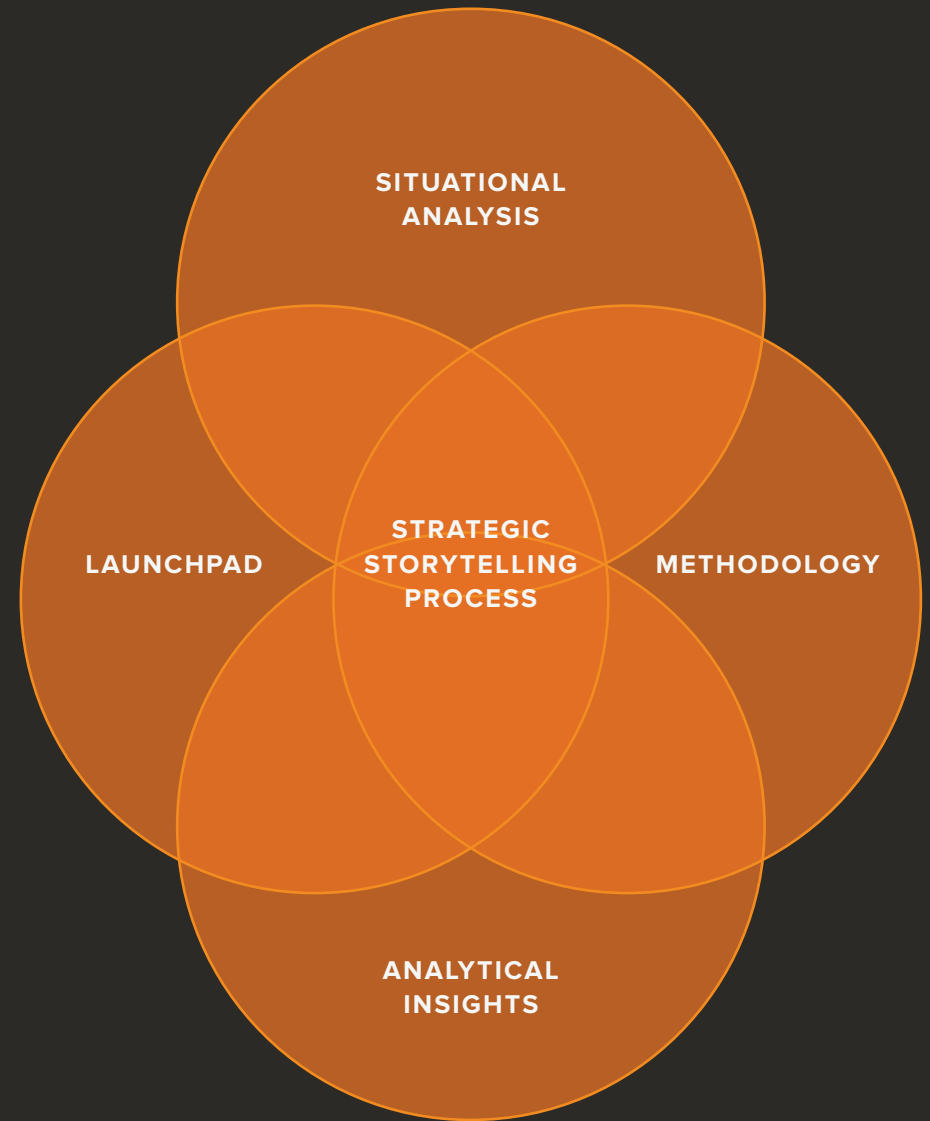


Storyland Studios goes beyond creative design, uniquely positioned as a leading **STRATEGY** and **CONSULTING** firm in the themed entertainment sector. Our team of seasoned consultants combine extensive industry **KNOWLEDGE**, innovative **STRATEGIES**, and a deep understanding of **GLOBAL TRENDS**.

Our comprehensive suite of services encompasses every facet of the themed entertainment ecosystem. For us, the 'what' is just as important as the 'how.'

Our list of comprehensive services for design through construction includes:

- Portfolio strategy and asset modeling
- Benchmarking
- Financial Planning
- Feasibility Studies
- IP Market Analysis and Partnership Strategy
- IP Liason and Deal Negotiation
- Operational Planning





BOEGA ISLAND, PORTUGAL

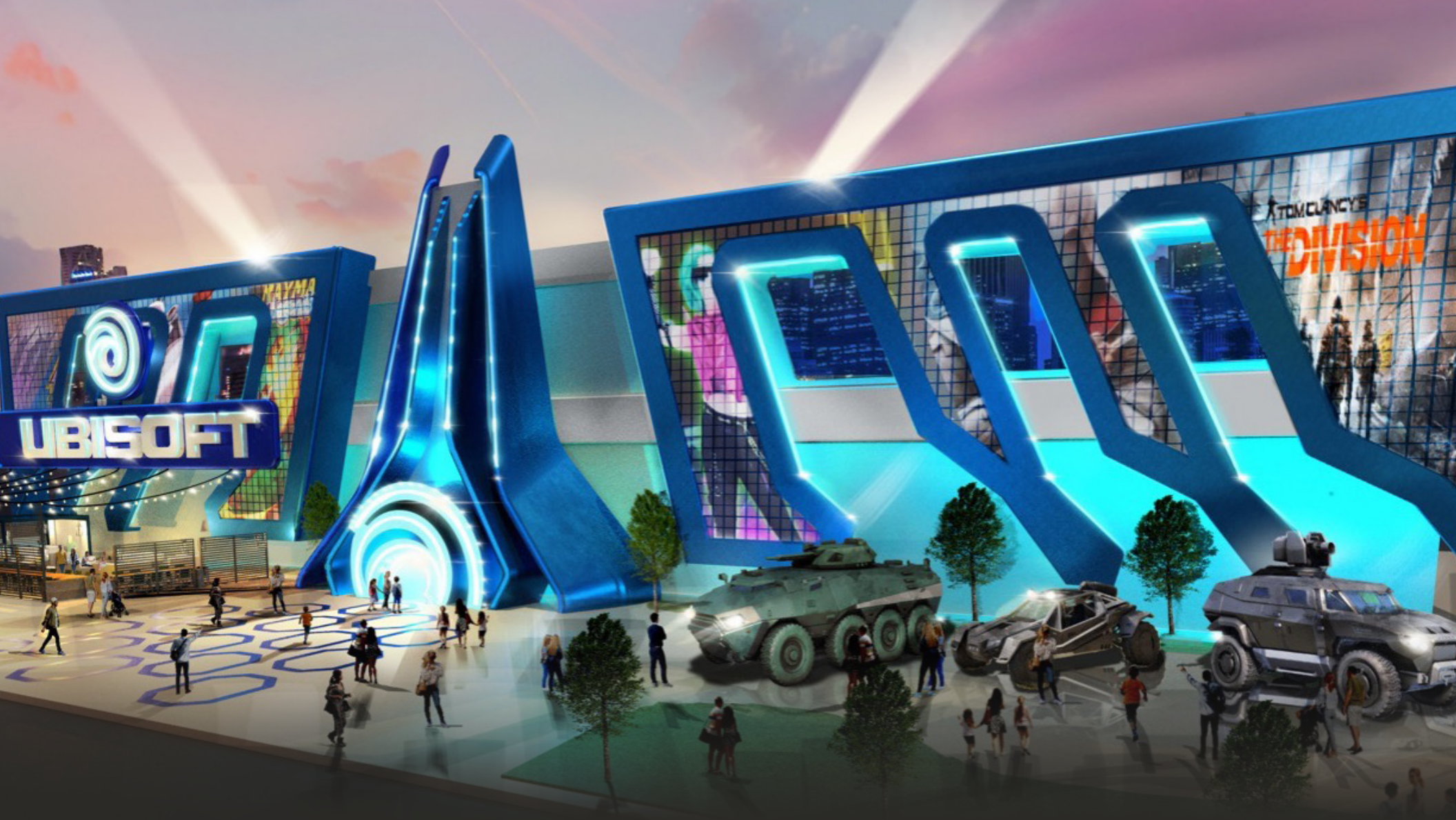
PORTO BOEGA

A WORLD-CLASS RESORT, WORKING IN HARMONY WITH
THE LOCAL CULTURE, COMMUNITY AND ENVIRONMENT.

STRATEGY &
CONSULTING

MASTER PLANNING
& ARCHITECTURE

EXPERIENCE DESIGN
& CREATIVE



📍 MULTIPLE LOCATIONS

UBISOFT WORLD

DESIGNING THE FIRST THEME PARK YOU CAN PLAY, WITH
LEADING GAME DESIGNER UBISOFT ENTERTAINMENT.

STRATEGY &
CONSULTING

EXPERIENCE DESIGN
& CREATIVE

MASTER PLANNING & ARCHITECTURE

FOLLOWING THE ESTABLISHMENT OF THE BIG IDEA, OUR SEASONED MASTER PLANNERS AND ARCHITECTS COLLABORATE WITH CREATIVE LEADERS TO CONCEPTUALIZE AND DESIGN THE CORRECT PROGRAM IN ORDER FOR THE PROJECT TO DEVELOP.

HOW IT WORKS

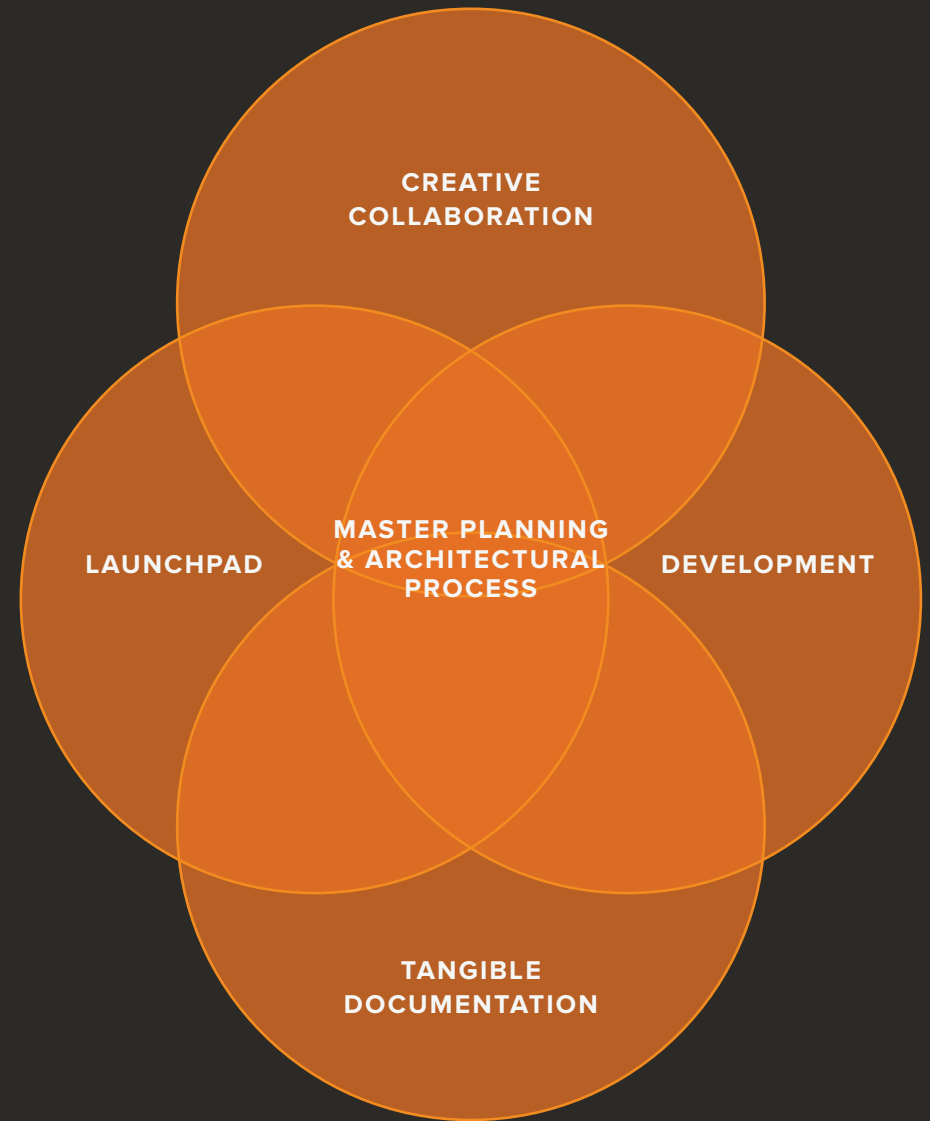


Together with our clients, we develop **MASTER PLANS** and **THREE-DIMENSIONAL PERSPECTIVES** that drive the project's direction. Subsequently, this process facilitates a smooth transition from a unified design concept to tangible documentation, which then propels the project into procurement stages.

Led by industry mastermind **JEFF DAMRON**, our robust team of Architects, Landscape Architects, Interior Designers, and Environmental Graphic Designers is equipped to take your idea from concept to construction.

Our list of services for design through construction includes...

- Master Planning
- Programming
- Architecture
- Interior Design
- Landscape Design
- Environmental Graphics
- Design Documentation — SD-CD





📍 SOUTH DAKOTA, US

LIBERTYLAND USA

A MAJOR REGIONAL ENTERTAINMENT AND RESIDENTIAL
DESTINATION IN THE HEART OF THE BLACK HILLS

MASTER PLANNING
& ARCHITECTURE

STRATEGY &
CONSULTING

EXPERIENCE DESIGN
& CREATIVE



TENNESSEE, US

STORYVILLE GARDENS

AN IMMERSIVE, INTERACTIVE THEME PARK
FEATURING BELOVED STORIES FROM AROUND THE WORLD.

MASTER PLANNING
& ARCHITECTURE

EXPERIENCE DESIGN & CREATIVE

STORYLAND STUDIOS HAS WORKED WITH SOME OF THE LARGEST THEMED ENTERTAINMENT COMPANIES
IN THE WORLD, DESIGNING INNOVATIVE AND IMMERSIVE EXPERIENCES THAT LIFT THE SPIRIT.
CREATIVITY IS TRULY AT THE HEART OF EVERY PROJECT WE ENGAGE.

HOW IT WORKS

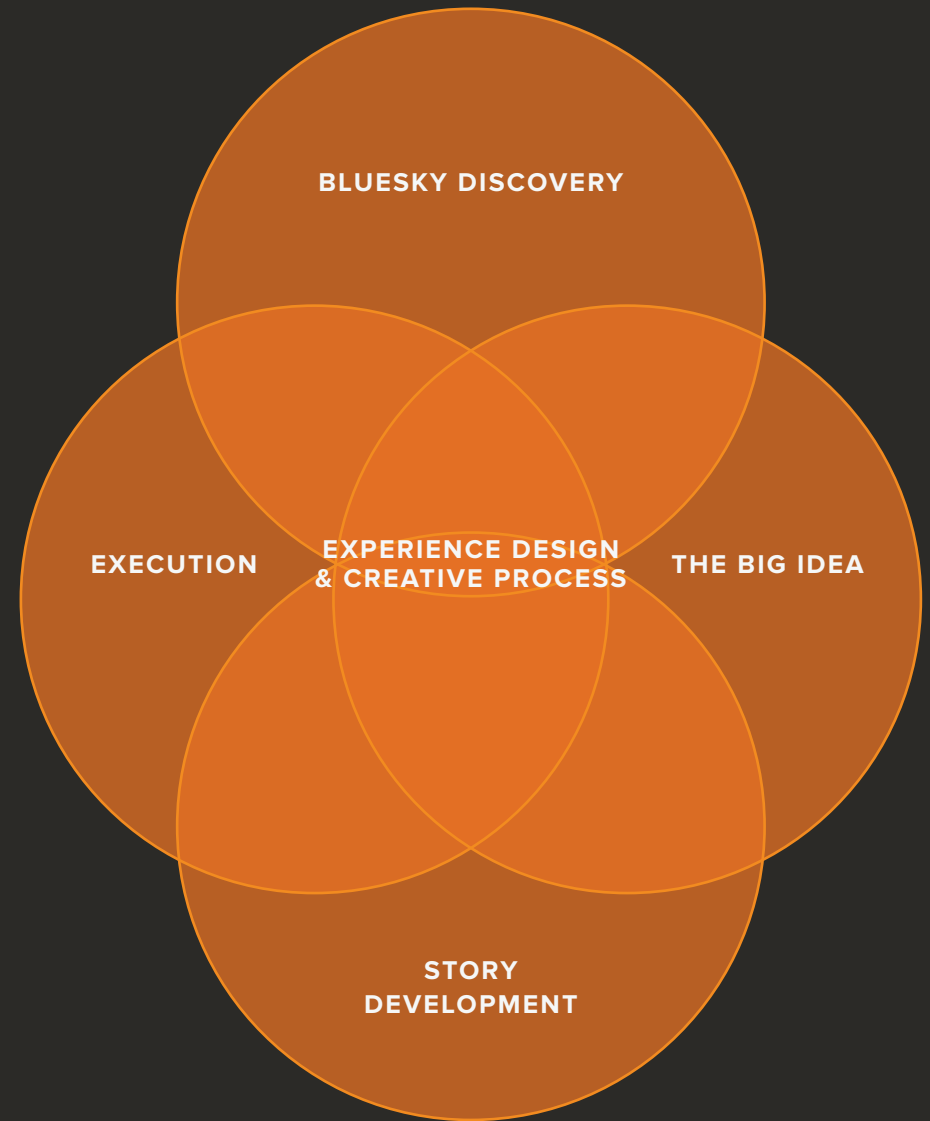


Great projects are anchored by engaging, connected stories, and the best stories have multiple dimensions: **PLOT**, **SETTING**, and **CHARACTER**. The Storyland Studios team works with clients to unearth various story layers – all of which combine to form the **BIG IDEA**.

Led by one of the preeminent concept designers and creative leaders in the location-based entertainment industry, the **STORYLAND** team is equipped to guide clients through an expansive and imaginative creative process.

Our 16-week creative process typically involves the following aspects:

- High-Quality Concept Imagery
- Aerial Plans
- Master Plans
- POVs of Individual Zones & Attractions
- High-Level CapEx Estimations
- Unique BlueSky Workshop
- IP and/or Narrative Development



IP CREATION, CURATION, & ACTIVATION

STORYLAND STUDIOS HAS CREATIVE WORKING RELATIONSHIPS THAT ENABLE US TO DEVELOP BESPOKE
INTELLECTUAL PROPERTIES THAT CAN BE INTEGRATED INTO AND THROUGH OUR PROJECTS, NO
MATTER THE SCENARIO.

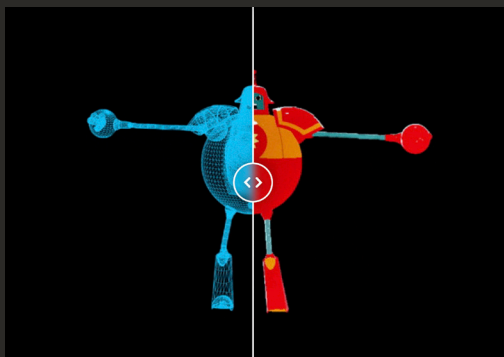
IP CREATION, CURATION, & ACTIVATION

HOW IT WORKS



Our successful collaboration with our sister Studio, Ozone Story Tech, is vital to ensure our clients can bring feature-film quality characters to real-time environments, on any type of screen, for anyone.

Ozone characters are engaging, scalable, and have a broad emotional range. They're designed to appear at the same consistently high quality, no matter the platform.



FILM & TV

TRADITIONAL 3D ANIMATION

FILM & TV

VIRTUAL PRODUCTION

GAMES

INTERACTIVE MEDIA

WEB/MOBILE

AUGMENTED REALITY

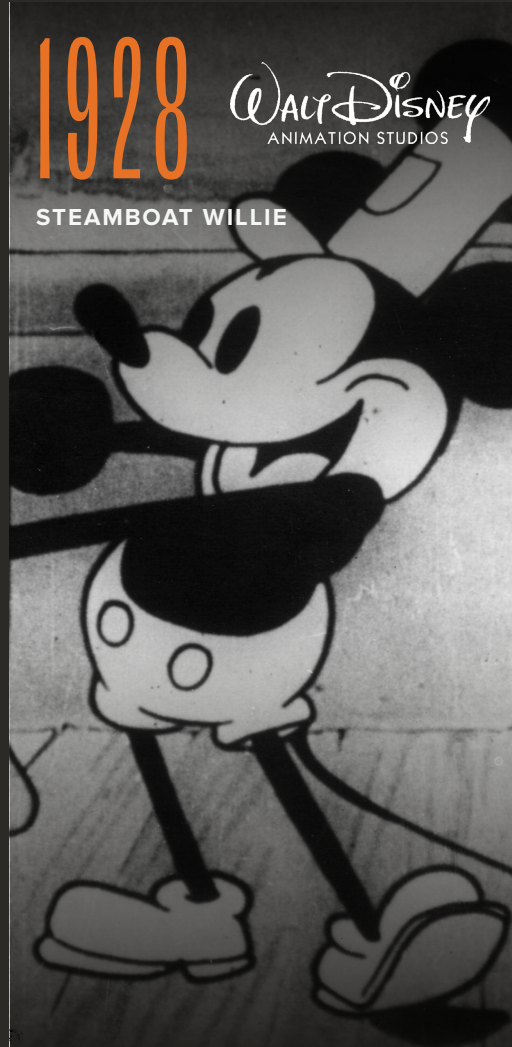
METaverse/VR

IMMERSIVE EXPERIENCES

STORYTELLING



Feature film animation averages \$2M per minute with non-portable characters. With one of a kind, patented technology, Ozone enables studios and artists to 'rig once and deploy anywhere' — enabling feature film-quality characters to move seamlessly across all media platforms (TV, Film, Games, & Interactive Spaces) in real time.

**ANIMATION 1.0**

Synchronized Audio

**ANIMATION 2.0**

Digital 3D

**ANIMATION 3.0**

Anywhere with Agency

FEATURE FILM QUALITY
PORTABLE FILE FORMAT
VIRTUAL PRODUCTION
COST-EFFECTIVE
INTERACTIVE



Significant trends are coming together to create a unique opportunity for IP owners:

CONVERGENCE

of Media Platforms

GROWTH

of Gaming IP

ACCELERATION

of IP Deployment

YESTERDAY

1983: ORIGINAL MARIO BROS. GAME RELEASES



1996: FIRST POKÉMON GAME RELEASES



2016: POKÉMON GO MOBILE GAME



2023: POKÉPARK KANTO ANNOUNCED FOR JAPAN



1993: SUPER MARIO BROS. MOVIE



1998: POKÉMON: THE FIRST MOVIE



2021: SUPER NINTENDO WORLD JAPAN



2023: SUPER NINTENDO WORLD HOLLYWOOD

TODAY

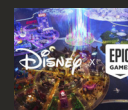
2009: LEAGUE OF LEGENDS GAME RELEASES



2018: LOL+MARVEL COLLABORATION



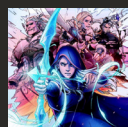
2021: ARCANE RELEASES ON NETFLIX



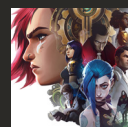
2024: WORLD'S FIRST GAMING & ESPORTS DISTRICT



2011: FIRST LOL WORLD CHAMPIONSHIP COMPETITION



2019: LOL WORLD CHAMPIONSHIP 100M UNIQUE VIEWERS WITH VENUES IN BERLIN, MADRID, & PARIS



2024: DISNEY + EPIC GAMES \$1.5B IP PARTNERSHIP



HOW IT WORKS

**QUALITY = COMPLEXITY AND MONEY**

Every character deployed across a different application — film to game, mobile to merchandise — has to be recreated using tools that can't achieve the original level of quality, emotion, and connection as feature film-quality characters.

Current animation technology is expensive and not able to deliver what's needed with the rapidly changing demands of the converging markets.





📍 MULTIPLE, US

SUPER GIANT ROBOT BROTHERS

“OZONE-BASED CHARACTERS WERE COMPLETED IN ROUGHLY 1/3 THE TIME COMPARED TO OUR PREVIOUS PIPELINE.”

ASSOCIATE PRODUCER

REEL FX | NETFLIX ANIMATED SERIES SGRB

IP CREATION, CURATION & ACTIVATION

The series had 10 episodes, 5000 shots and 150 characters, all created using Ozone. Here is how Ozone could work for you:

- Drops into Studio-Standard Pipelines
- Operates in Real Time Game Engines
- Portage Next-Gen File Format
- Collection of Reusable Feature Film-Quality Character Rigs
- Optimized Runtimes of Modern CPU & GPU Architectures

(Images belong to original owners; Images Sources from Netflix.)



WALT DISNEY

“WE KEEP MOVING FORWARD, OPENING NEW DOORS
AND DOING NEW THINGS BECAUSE WE’RE CURIOUS AND
CURIOSITY KEEPS LEADING US DOWN NEW PATHS.”

OUR SPOTLIGHT PROJECTS

A PEEK BEHIND THE CURTAIN AT A FEW OF THE STUDIO'S MOST
EXCITING PROJECTS, ALL AT DIFFERENT PHASES!

STUDIOS



 CALIFORNIA, US

LAUNCH POINTE LAKE ELSINORE

LEVERAGING STORYTELLING AND PLACEMAKING TO TRANSFORM A MUNICIPAL CAMPGROUND INTO A THRIVING RV AND BOATING DESTINATION.

EXPERIENCE DESIGN
& CREATIVE

BRAND STRATEGY
& POSITIONING

WAYFINDING &
PLACEMAKING



CALIFORNIA, US

PROP SHOP PIZZERIA

ELEVATING AN OUTDOOR, QUICK-SERVICE MEAL STOP TO A QUALITY, INDOOR DINING EXPERIENCE.

EXPERIENCE DESIGN
& CREATIVE

CONCEPT
DEVELOPMENT



THE BOULEVARD, RIYADH, KSA

ZZZ: THE EXPERIENCE

PARTNERING WITH QIDDIYA GAMING TO IMMERSE GUESTS IN THE WORLD OF ZENLESS ZONE ZERO, A POPULAR HOYOVERSE GAME.

EXPERIENCE DESIGN
& CREATIVE

TECHNICAL
SERVICES



📍 CALIFORNIA, US

LEGOLAND® HOTEL

BRINGING THE LEGOLAND® WATER PARK IN CALIFORNIA TO LIFE FOR A SPLASHING GOOD TIME.

EXPERIENCE DESIGN
& CREATIVE



OKLAHOMA, US

BETHANY CHILDREN'S HEALTH CENTER

TRANSFORMING A BELOVED CHILDREN'S HOSPITAL THROUGH HEARTFELT SPATIAL STORYTELLING.

EXPERIENCE DESIGN
& CREATIVE

ARCHITECTURE, LANDSCAPE,
& INTERIOR DESIGN

BRAND
& CULTURE



GLOBAL

S.S. SESAME STREET

FROM PORTS OF PLAY TO MEMORIES THAT LAST A LIFETIME, EVERY VOYAGE FILLED WITH IMAGINATION, DISCOVERY, AND JOY

EXPERIENCE DESIGN
& CREATIVE

CONCEPT
DEVELOPMENT

SO WHERE TO NEXT?

HELLO@STORYLANDSTUDIOS.COM

STUDIOS