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**Euro  
Attractions  
Show**

**Amsterdam  
23-25 Sept.  
2014**

Fright Fest – Design/Building  
Cintia del Mastro  
Principal at Del Dracco Entertainment  
23/09/2014



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# Design - Building

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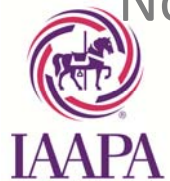
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1991

Sao Paulo - Brazil

Haunted Event in  
Playcenter

Noites do Terror



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- Focus on most important aspects of a haunted attraction.
- Design/Building, Safety, Marketing and Operations
- After seminar, team will be available outside room for further comments/questions .



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- Define your budget
- Attractions for free or extra charged?
- Define place to install the maze (indoor /outdoor)
- Do you want a maze to scare or amuse guests?
- Define theme and check backstage materials/props for recycling process and everything that can save some of your budget.
- Work together with the technical department, safety engineer in order to check what is and isn't allowed in such attraction. That will save lot of work and avoid mistakes.
- Define your team and plan the activities
- For each concept/theme add audio, light and if possible air powered effects. That will support actors performance
- Affordable effects like: pepper ghost, LCD screens, media projectors.
- Definitely add actors to your maze. They are the soul of the attraction.
- Design/concept should consider the actors performance. (also their safety)
- Make shortcuts in your maze and allow actors to act twice in some rooms.
- Scare Potential of the maze



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- Scare Potential of your maze



Funny



Scary



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- Recycling process

Examples of old materials that you can possibly use inside a maze



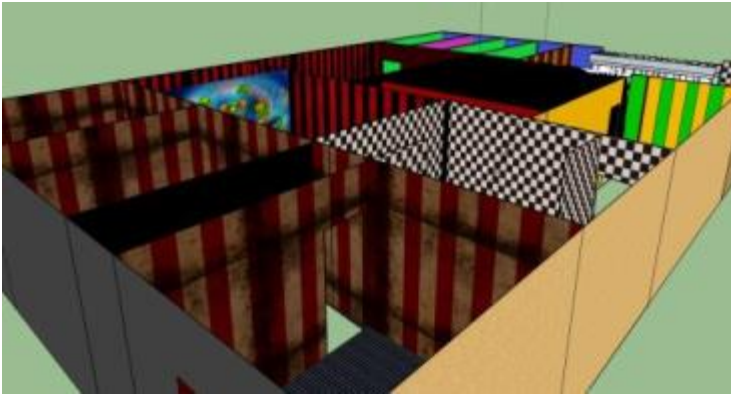
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Design  
Characters



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Phobia :  
Permanent  
Maze in  
Mirabilandia



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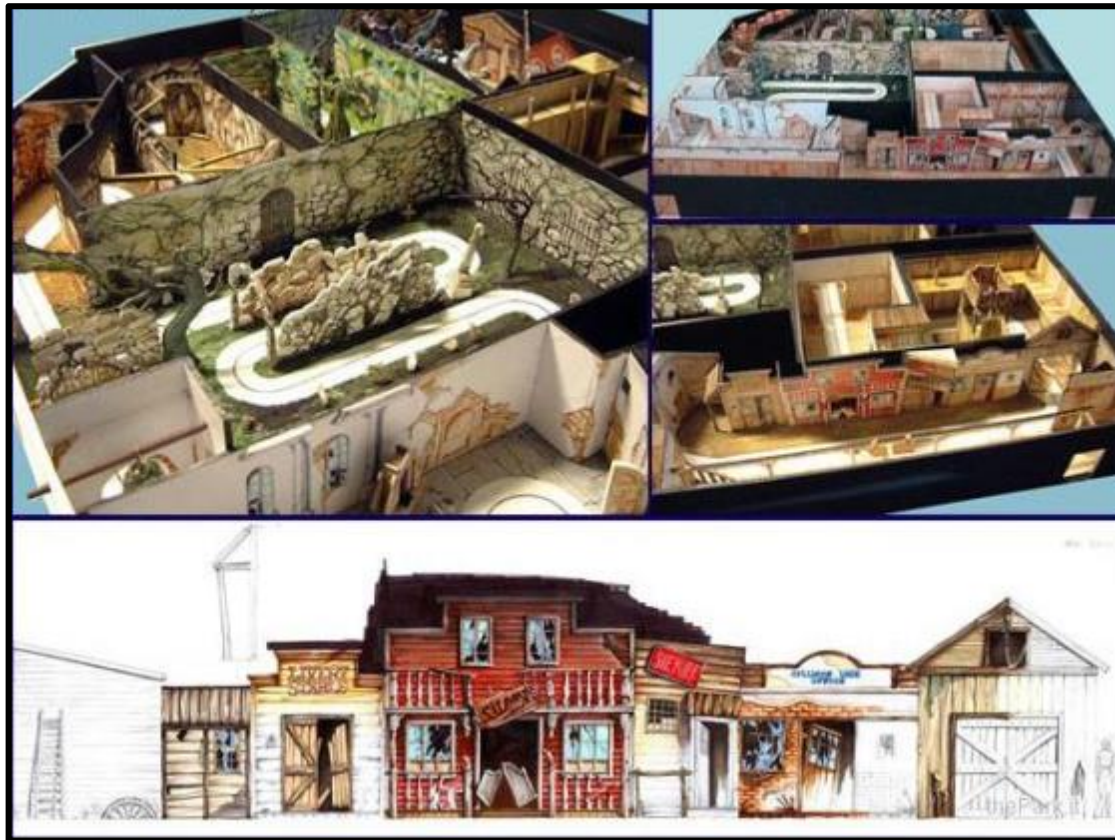
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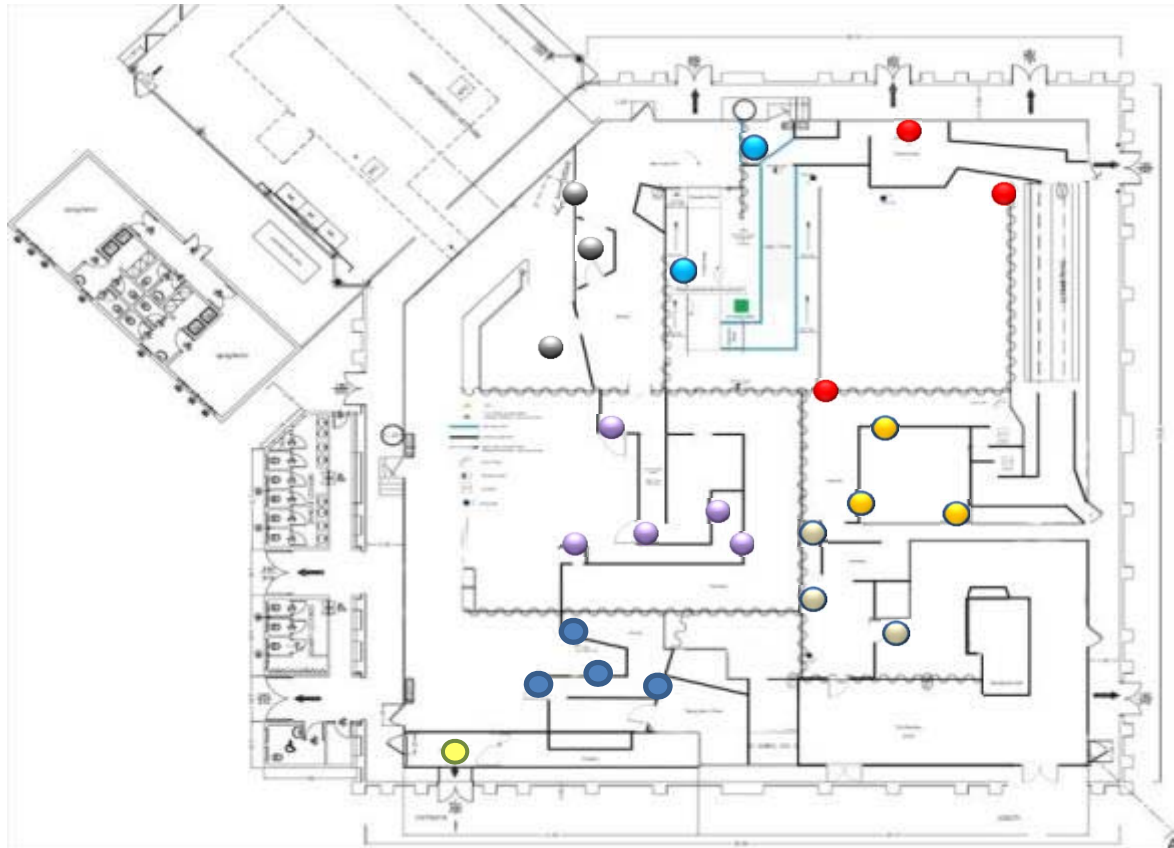
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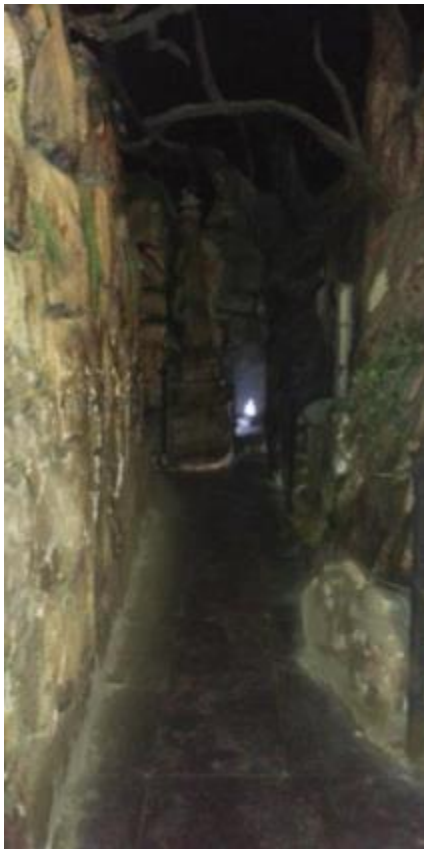


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# Questions?





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**Fright Fest - Safety**  
Vittorio Santelmo  
Technical Director at Mirabilandia  
23/09/2014



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## PUBLIC ENEMY #1



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# Safety

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Consider safety items during design process

## Local and European rules

1. Location
2. Structures
3. Fire load/fire reaction
4. Crowding
5. Escaping roads and distances
6. Fire extinguishing
7. Electrical plants/lights
8. Emergency managing
9. ...special effects



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## 1. Location

- Outdoor / indoor ?
- Safety distances from other buildings
- Easy access for Fire Brigades vehicles
- Avoid/reduce communication with not related activities



## 2. Structures

- Staticity of walls, floors, roofs
- Always consider possible loads of several people
- Scenographies
- Suspended loads
- Fix everything that can be reachable from the visitors (furnishings, etc)
- ...get a certificate of suitability for static from an engineer.

## 3. Fire load/fire reaction

- Calculate the proper specific fire load of the building (“wood equivalent “ kg/sqm) ==> verify the fire resistance of the structures (R=Loadbearing capacity; E=Integrity; I=Insulation)
- Consider all materials have a fire reaction (furnishing, tents, decorations...)
- Use certified materials:
  - ☐ A1-A2=non combustible;
  - ☐ B=combustible not flammable).
- Take into consideration:
  - ☐ Intended use, stated by the certification (floor, walls, etc.)
  - ☐ Accessories classifications (smoke production, dripping...)
- Fire-retardant treatment can also help

## 4. Crowding

- Crowding generally increase all the dangers...
- When possible limit the crowding to a maximum of 0,7 pp/sqm
- Manage access/eggress (do know how many people are inside)
- Actors of scaring = actors of safety
  - ➔ Relate and assign N. of actors to N. of visitors
- Consider the outflow capacity (N° and width of exit doors)

## 5. Escaping roads and distances

- When possible give more than 1 direction to escape
- Reduce as much as possible the distances of safety doors
- Safety doors shall be visible in the dark (!)
- Escaping roads shall be at least 1,2 m wide / 2 m high
- If some parts of the maze do not comply, provide alternative roads

## 6. Fire extinguishing

- Outside = hydrants
- Inside
  - Portable extinguisher (powder, CO2)
  - Fire blankets
  - Don't save money, consider a proper quantity and distribution
  - NB placed in suitable positions (close to exit doors, etc), and visible
- Sprinklers...



## 7. Electrical plants/lights

- Statistically: first cause of fire and fire propagation!
- General criteria of standard compliant plants :
  - ☐ flameproof cables
  - ☐ directs and indirect contact protection
  - ☐ earth connection
  - ☐ protection by residual current devices
  - ☐ external general breaker
  - ☐ temperature and distance of lights
- Emergency lights (not only in case of blackout)...
- Audio and video are electrical plants!

## 8. Emergency managing

- Actors of scaring = actors of safety → Train the actors for the emergency!
- Cases of emergency:
  - ☐ Behaviour of guests
  - ☐ Short circuit
  - ☐ Principle of fire
  - ☐ Illness/injuring accident
- Assign jobs (who does what): speed is essential
- Communication systems
  - ☐ From actor to actors (walky-talkies, others)
  - ☐ From manager to visitors (warning message, alarm...)
  - ☐ From maze to remote control room (telephone, fixed plant...)

## 9. ...special effects!

- To amaze visitors is never easy → evaluate carefully...
- Firecrackers
- Laser emitters
- CE markings (China Export?)
- Protection against crushing, impact or entanglement
- ...



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Fright Fest - Marketing  
Peggy Verelst  
Marketing Director at Bobbejaanland  
23/09/2014



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**1999  
Horrorfest Movie Park**

**2000  
Monsterfestival Walibi**

**2000  
Fright nights Walibi**

**2001  
Horrorfest Bellewaerde**



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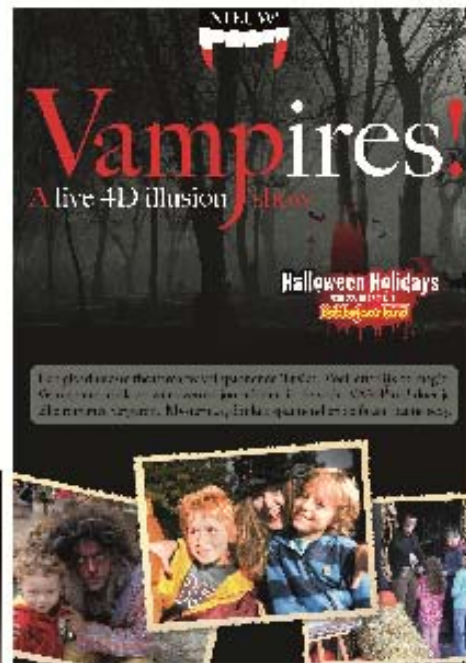
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## Fright Fest - Operations

Jorg Kraft

Entertainment Manager at Movie Park Germany

23/09/2014



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## Nr. 1 Casting/Auditions

- Find a date and make it an open casting.
- Invite press for the casting.
- Think about what kind of “Monsters” you require?
- Important: Make-up und costumes should be provided for the casting.
- Casting should take place inside of an existing maze.
- Give them a short training.
- Take your time for the casting members.



## Nr. 2 Training

- Safety training.
- Make-up training.
- Acting and training of the assigned characters.
- Behavior of your cast members.
- Teach them how to work with props, decorations, sets,  
➤ make-up and cleanliness.
- Do a full rehearsal one day and invite other cast members  
➤ of your park to test the Maze and your “Monsters”



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## Nr. 3 Operating the Daily Operation

- Q-line (Safety Boards, ID Control, Q-line Entertainment)
- Technical Start-up & Check (Lights, Sound, Smoke, Animatronics, Scare Buttons, Repairs)
- Monster check (Make-up & Costume-check, Position Control)
- Group selection (How Many, Drunk or Aggressive Guests)
- Monster break (Enough Breakers)
- Closing (Technical Check and Cleanliness, Monster Check-out)



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## Nr. 4 Quality Management

- Notes & Cross Training.
- Q-line Entertainment and Operation.
- Dealing with aggressive or intoxicated guests.
- Weekly safety training. (evacuations and emergency stops)
- Team Leader. (Duties)
- Show Technician. (Duties)
- Complaint Management.



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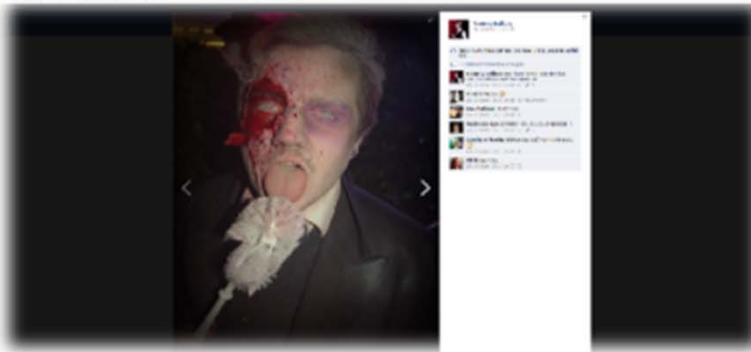
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## Nr. 5 Social Media & Park Fans

- Facebook Page.
- How to deal with Park Fans.



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## A Little Before & Afters



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## A Little Before & Afters



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