



## **Cecil Magpuri – President/Chief Creative Officer**

Cecil founded Falcon's Creative Group in 2000, hoping for a place where his imagination could soar. This powerful dreamer's visions have taken flight in the hands of a talented team, shaping immersive experiences that make the unimaginable a reality. While the internationally-recognized firm continues to expand and attract top talent, at its core remains one man's inspiring pursuit of innovative quality entertainment.

Cecil collected the tools of his trade alongside some of the brightest minds in the industry. He holds a BFA in Environmental Design from San Diego State University. In 1992, he joined Iwerks Entertainment, where he quickly gained traction as an important project design voice. He transitioned to Universal Studios as a Creative Manager and Creative Director, a pivotal force behind Terminator 2: 3D and Twister: Ride It Out! His tenure called upon expertise in production, concept design, and art direction. It was a major undertaking – one that gained Cecil widespread recognition – but it was nothing compared to the challenge of leading his own creative firm.

Cecil nurtured the humble roots of Falcon's with unfettered design savvy and robust architectural understanding. He delivers superior results within realistic technical boundaries that do justice to clients' ideas. Cecil has conceived master planning for an astonishing variety of clients and projects including Disney, Chimelong Group, IMG Worlds of Adventure, SeaWorld Parks & Entertainment, and Universal Studios. He has led multiple Thea and VES award-winning ventures, such as Curse of DarkKastle, Charlie and the Chocolate Factory, and Dragon's Treasure™. Cecil understands how to transform a spark of inspiration into a vast bonfire of creativity. For all this success, Cecil's future – and the future of Falcon's – is just getting started. Imagine that.