



# Firefly Creations.uk

Consult ... Design ... Coordinate ... Deliver



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**BY TELLING STORIES.  
WE CREATE ADVENTURES.  
AND PRODUCE NEW EXPERIENCES.**





# OUTSTANDING EXPERIENCES START WITH EPIC STORIES.

## Firefly Creations

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Firefly Creations design and produce state-of-the-art storied visitor attractions and experiences. From initial concept through to opening, we excel at bringing stories to life utilising leading hardware solutions to drive footfall, build brand identity and create extraordinary experiences.

### Our Expertise:

- Theme Parks & Resorts
- Waterparks
- Entertainment Centres
- Museums & Exhibits
- Zoos & Aquariums
- Live Shows & Events
- Experiential Retail
- Themed Hotels & Restaurants

What worlds can we create for you?

We see all creative projects as an opera. Our role is conducting the orchestra, bringing it together to perform out its bespoke story lines and emotions again and again.

**WE BUILD ON YOUR  
DREAMS TO DELIVER  
THE CREATIVE  
VISION IN REALITY.**

## About Us

Co-Founders Andrew Porter and Michelle Hicks **lead the creation and vision** of **award winning projects** including educational museum experiences, state of the art roller coasters and dark rides, innovative water rides, walkthrough adventures and zoo exhibits.

Their **overarching goal** is to lead teams of individually picked specialists to **amaze, entertain and immerse an audience in a world of stories and magic** in an experience they will never forget.

Our team have **spearheaded the creation of a wide range of world class, bespoke attractions**. Combining storytelling and creativity with architecture and engineering, they ensure no stone is left unturned during the design process.

Through multiple roles spanning their careers, our team has successfully delivered projects for leading organisations including Dreamworks, Sony, LEGO Group, Magic Light Pictures, eOne and Merlin Entertainments to name a few.

Themed entertainment is about bringing people together to build strong everlasting memories. Building this ethos into your products and experiences creates everlasting brands and identities for enduring success.





Concept: Kraken launched drop tower  
Station design with show special effects

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## Why Choose Firefly Creations?

At Firefly Creations we push the boundaries of **attraction design** to create the experiences of the **future**. We are continuously **innovating** and **no two attractions will be the same** as we explore the creative vision and shatter technical boundaries to make the **impossible a reality**. We work with leading ride manufacturers and technological innovators to provide **bespoke experiences** individually crafted to meet the needs of your destination.

Our teams are created by selecting **leading specialists in their fields** to deliver brandable **creative storytelling** with an in-depth understanding of **buildability**, operational requirements and **game-changing technology**. At all project stages we bring together this expertise to create **groundbreaking experiences** that not only look fantastic on paper but can be turned into a **reality** at your destination.





# **TURNING HARDWARE SOLUTIONS INTO BESPOKE ADVENTURES**





Concept: Last One Standing  
VR / AR laser battle arena

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## Our Services

- Blue-sky consultation and idea generation
- Concept design & masterplanning
- Architectural detail & technical design
- Storytelling, character and brand development
- Show direction, attraction choreography & scripting
- Project management
- Consultation and team support
- On-site art direction and delivery
- Refurbishment and improvement of existing attractions

Stories are what make an attraction feel real. Every aspect of an area, design or space should have a strong relation to the narrative to create an immersive experience.





## Stories & Experiences

**We approach all of our projects with a story.** Stories connect to audiences on an emotional level and take them on journeys and adventures they never thought possible. **Through development of strong stories, emotional connections and engaging brand development we create projects to drive visitation,** brand awareness and a stronger guest experience.

**Working with our team of experienced production partners, we bring those stories to life using the latest ride hardware and technology advancements.**

## Brand Development

A new attraction is a large investment - **creating a strong brand, photo presence and sense of aspirational achievement** strengthens the appeal to visit and take home a piece of the experience to remember. We turn your attraction into an **opportunity to build a wider brand with potential for merchandise ranges, film/TV, printed media and games.**

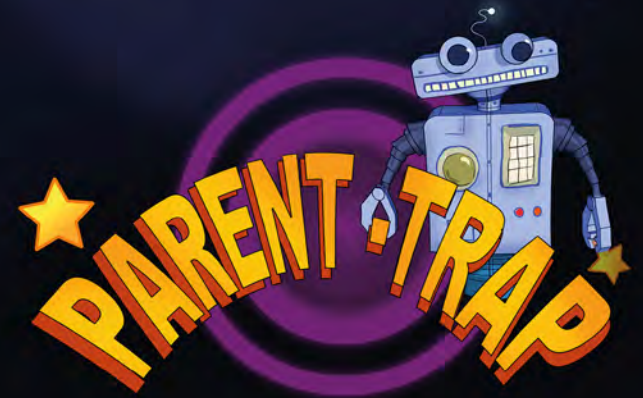
Product: Slasher - You Cannot Kill Evil  
Award winning horror experience





# CREATING NEW INNOVATIONS TO ATTRACT A DIGITAL GENERATION

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# BLUE-SKY DEVELOPMENT



**A village lost for centuries in an enchanted wood.  
The goblins set the Nightmare horse loose seeking  
revenge on the villagers.**





# DETAILED ATTRACTION DESIGN



**Journey to the nightmare tree....  
Ride the Nightmare horse to tire it out and save the  
village...**



**EPIC ICONIC ATTRACTION!**

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**Maybe the villagers will sleep peacefully this night?**







Concept: Kraken launched drop tower  
Epic show controlled external feature

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## Masterplanning

We can help you to **grow your existing park**, planning for new lands adding to your existing portfolio of attractions, or **maximising the space available to plan new destinations** formed of incredible worlds of fantasy. Our focus for all projects is creating marketable experiences to drive footfall.

**All operational requirements are considered** including locations for utilities, retail, food and beverage offerings and other **opportunities to drive secondary spend** whilst ensuring your experience amazes all who visit.

## Concept Attraction Design

We produce **tailored attraction concepts** based on existing and bespoke intellectual properties developed to complement and grow your brand.

We are proud that all of our concepts can be **built in reality**. Using our operational knowledge and technical expertise, we consider buildability, guest flow and capacity from this early stage so you can be confident the concept you see can be delivered.

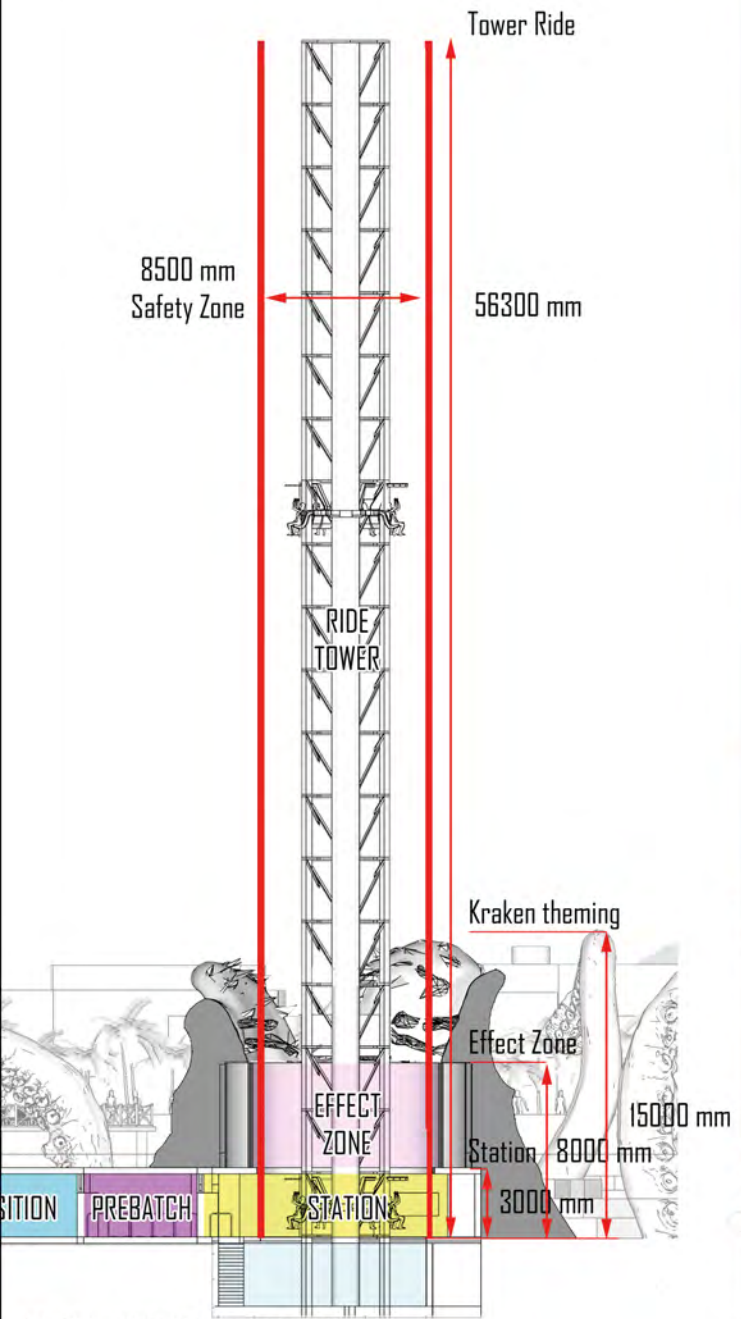


An aerial view of a highly detailed and immersive themed land development. The central feature is a large, dark, multi-tentacled Kraken emerging from a body of water, with its tentacles reaching towards the shore. To the left, a massive, rocky structure resembling a giant's head with a crown and a waterfall is integrated into the landscape. A tall, wooden crane stands prominently in the center. To the right, a cluster of wooden buildings, including a fish market with a sign that says 'FISH', and a pirate ship are visible. The entire area is surrounded by lush greenery and a path where many people are walking, suggesting a popular tourist destination.

# KRAKEN COVE FULLY IMMERSIVE STORIED LAND DEVELOPMENT



# ARCHITECTURAL & TECHNICAL



KRAKEN - DROP TOWER - SECTION A.A  
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# SCALE RENDERED 3D MODELS

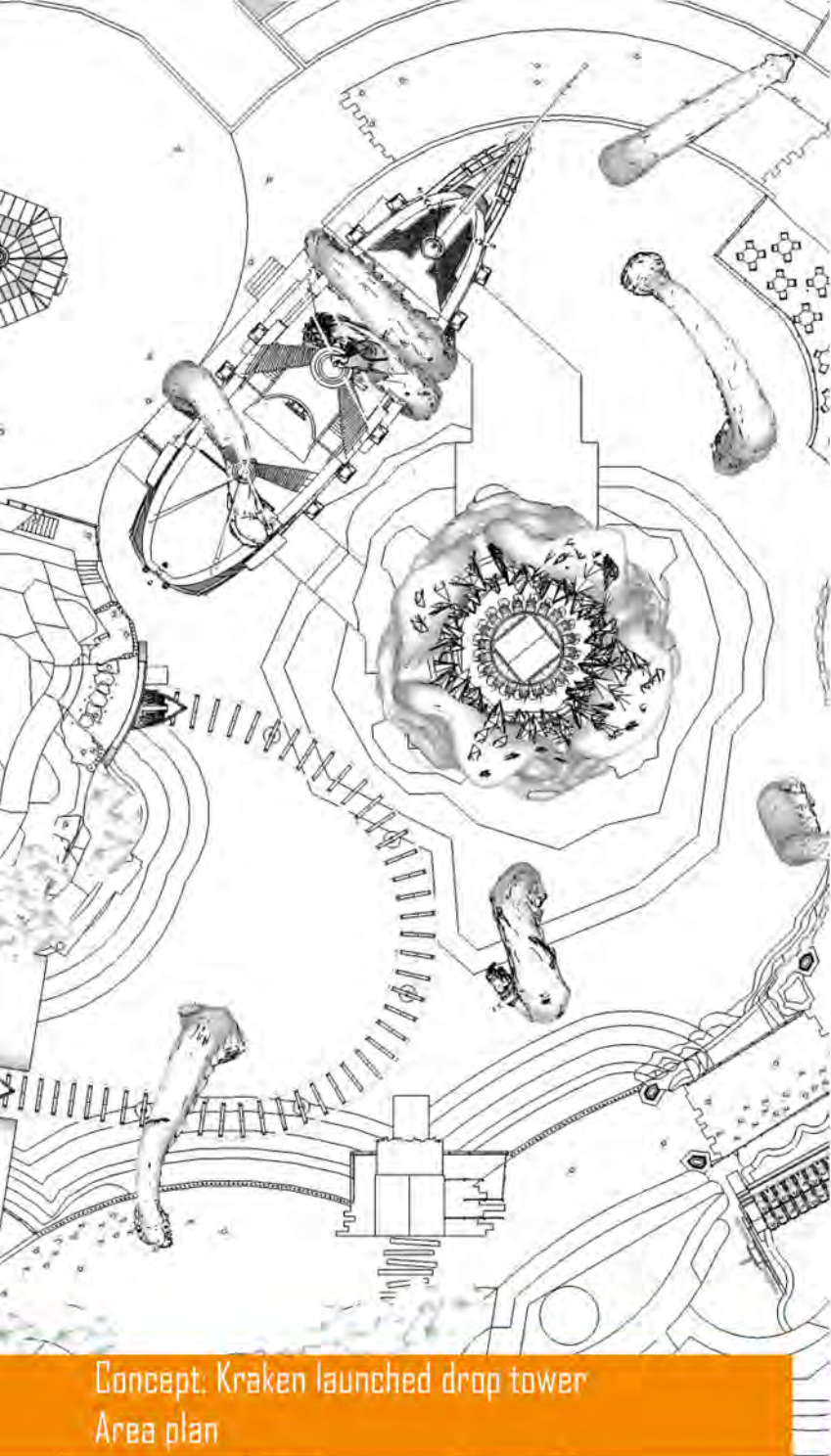


KRAKEN - DROP TOWER - SECTION A.A

# DETAILED ILLUSTRATIONS







Concept: Kraken launched drop tower  
Area plan

## Technical Design & Detailing

We believe in the **design of buildable attractions**. All of our work from the concept to delivery is focused around **architectural modelling, detailed operational planning and realistic budget breakdowns** to ensure we can deliver the **exceptional experience your business deserves**.

We use spatial planning, **guest flow and throughput analysis** to review **operations**. Scaled 3D models not only provide a visual tool but allow coordination with specialist suppliers to ensure a **seamless transition from paper into reality**.

## Consultation & Team Support

Working as an "extra pair of eyes" for many clients, applying our **vast experience and knowledge** to their unique projects.

We can review the operation of your existing/proposed attraction to **ensure the anticipated throughputs are realistic**, verify the project budget and programme and identify ways to **save time and money whilst ensuring your attraction operates as planned** from day one.





## Project Management & On-site Art Direction

Management of each stage of the project from the initial concept stage through to opening day, working within your budget and programme constraints. We provide on-site art and show direction to ensure all designs, show elements and brands are delivered, installed and working as intended.

Our expertise includes management of multiple suppliers to ensure funds are invested where they will deliver maximum impact. Where challenges arise we will work with you to identify innovative solutions without sacrificing the creative intent.

## Refurbishment & Improvement

It is important to ensure **existing attractions are kept up to date** and remain relevant to your audience to **encourage new and repeat visitation**. Instead of replacing attractions in their entirety we can **identify improvements to prolong the life of your attraction and improve guest satisfaction**.

Our experience refurbishing existing attractions ranges **from limited budget refreshes through to full rethemes** utilising existing ride systems. If you are looking to update one of your attractions we will identify solutions to deliver **maximum impact with the funds available**.





Product: Soul Seekers - Helton Grand  
Theatrical experience and escape room

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## Maximising Your Investment

There are many challenges in developing a **new entertainment product** and following trends and popular culture is becoming increasingly difficult in an ever changing hyper-social society. You need to **feel comfortable that your investment will deliver a return for the business.**

Our experience working within and for **leading entertainment establishments** means we understand the challenges associated with creation of **award winning experiences** that carry on performing to drive spend even when the attraction has closed.

Working with you at any project stage we coordinate the creative, design and construction process, identifying **extra revenue generating opportunities** and producing the **core compelling propositions** that will entice the target audience out of their homes and to your location.

*We work to entertain and engage with guests. The experiences we design reflect on the brand and quality that our clients expect.*





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