

Tivoli Mediapolis



TIVOLI

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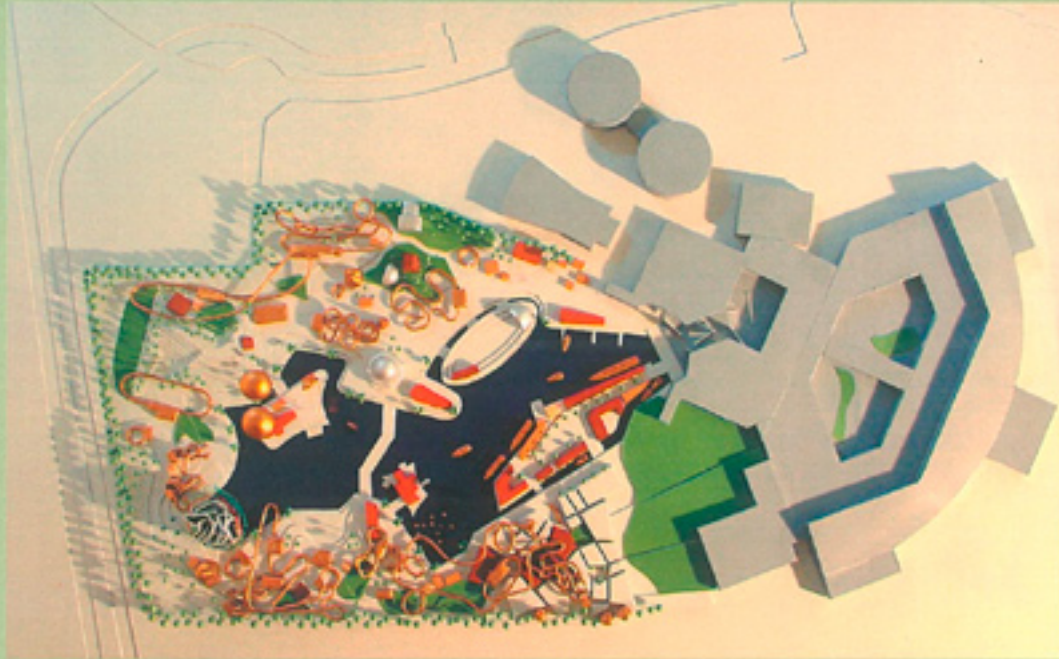


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Architectural outline & vision



The following is a short summary of the main architectural ideas in the Tivoli Mediapolis project. The project's architectural outline has been generated through a series of workshops in both Turin and Copenhagen. The participants have been Forrec, Mediapolis and Tivoli and information has been exchanged between the individual teams and hereafter used as a platform for the next design level.

Together with a ridelist, an overview of F&B, entertainment and retail it is possible to determine a number of bullet points regarding the structure of the park, composition and storyline.



Story line

The setting of Mediapolis is quite in contrast to the urban condition in which Tivoli is set. The beautiful scenery close to Ivrea contains every aspect of landscaping from mountains, forests to agricultural fields. It is quite obvious that no one can contribute to these natural settings by simply adding more natural elements. Therefore the image of Tivoli as an oasis in the centre of a dense city cannot be applied directly but must be translated by inverting the condition of the Mediapolis site to highly cultivated scenery consisting of artificial land- and cityscape.

The setting is, however, still the spirit and atmosphere of Tivoli Copenhagen, though adjusted to Northern Italian conditions and the vision of the Mediapolis Complex. This has been described in the business model and is the foundation for the design of the park.

The composition of the master plan takes the point of departure in the original plan of Tivoli Copenhagen from 1843. The geometry of the ramparts, the ravelin and the organic shape at the glacis are the structural elements that are still present in the modern timeline.

The structure of the plan is organised in three principal zones:

1. a lake/moat area
2. a ride area
3. a garden area

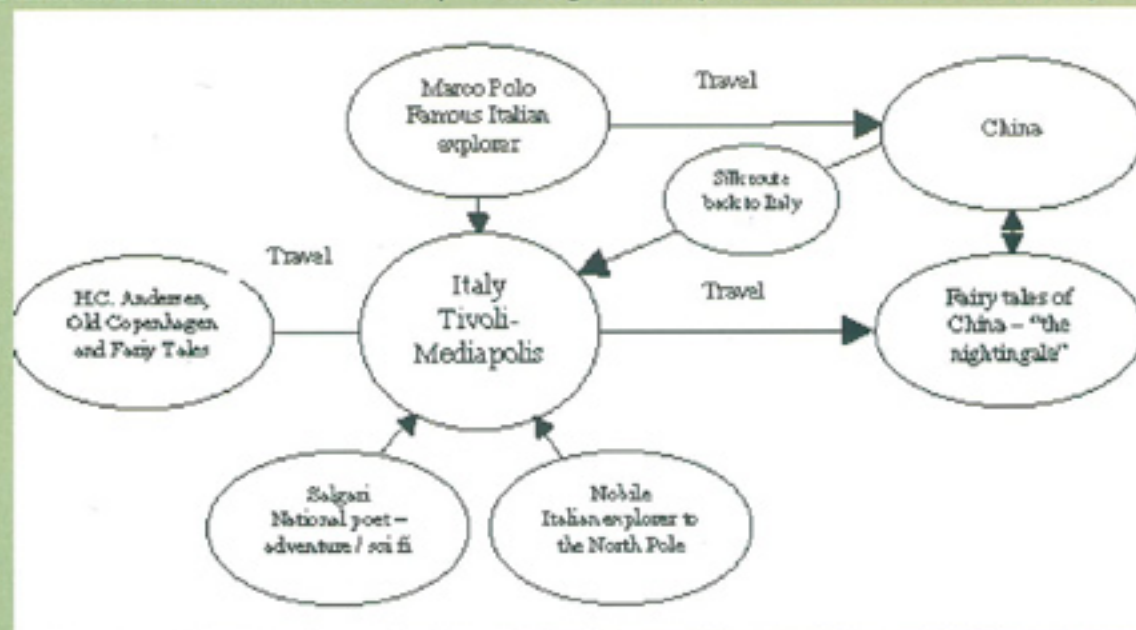
With the following themed areas:

1. Old Copenhagen and H.C. Andersen fairy tale area
2. Explorer and Adventure based on Salgari, Nobile and Marco Polo
3. China and the oriental gardens

In addition to the above mentioned there will be subareas with the islands, the open air stage and the entrance area. The entrance area will design wise be a part of Old Copenhagen.



The overall vision of Tivoli Mediapolis is to combine the Tivoli brand with a travel and adventure theme in creating the main story and feature throughout the park. The fairy tales of H.C. Andersen, his travelling to Italy, his inspiration of Tivoli and Copenhagen and the mystical tales of China are linked. Simultaneously the explorations of Marco Polo, travelling from Italy to China and taking the silk route back is integrated as well. In Addition to this the stories of the explorer Nobile and the national poet Salgari are furthermore adopted to the main story to infuse a national Italian identification of the park. All together the park creates a vision of travel, mystery and magic. Visually the links are shown in the figure below:



The composition of the park is structured in a way where each zone has its specific shape and characteristics, and inside each zone different themed areas are situated. The composition of the park underlines this major zoning where the ride area is in design a geometric shape (the rampart structure) and the garden area is designed more as an organic shaped element. The meeting of the two structures has the focus points in the shoreline of the lake. In the lake there are islands shaped as ravelins. In Tivoli Copenhagen this has in practical terms meant that a zoning of the park has emerged with a calm garden zone, a restaurant zone and a ride zone. This zoning is also used in Tivoli Mediapolis where the ride zone is placed to the south and west, and the calm zone to the north.

The graphical identity of the park has its origin in Tivoli Copenhagen with the nostalgic atmosphere but still kept in line with the service level of a modern amusement park. The balance is always to meet the expectations of the guest but at the same time to keep the magic of travelling into the maze of Tivoli. The different areas has its own themes and graphical identity but kept in line with the overall Tivoli brand concept.

The Lake

The Tivoli Lake is a main feature of the park. The size of the lake will be determined when all functions have been selected and placed. However, the purpose is to have as much water as possible. The lake is utilised in a number of different ways i.e. for boat cruises, water rides, small electrical boats etc. Consequently the lake is utilised as an attraction and has at the same time a circulative function. In contrast to Tivoli Copenhagen the lake is the central element that gives a view through the park and creates intimate areas along the canals and lagoons.

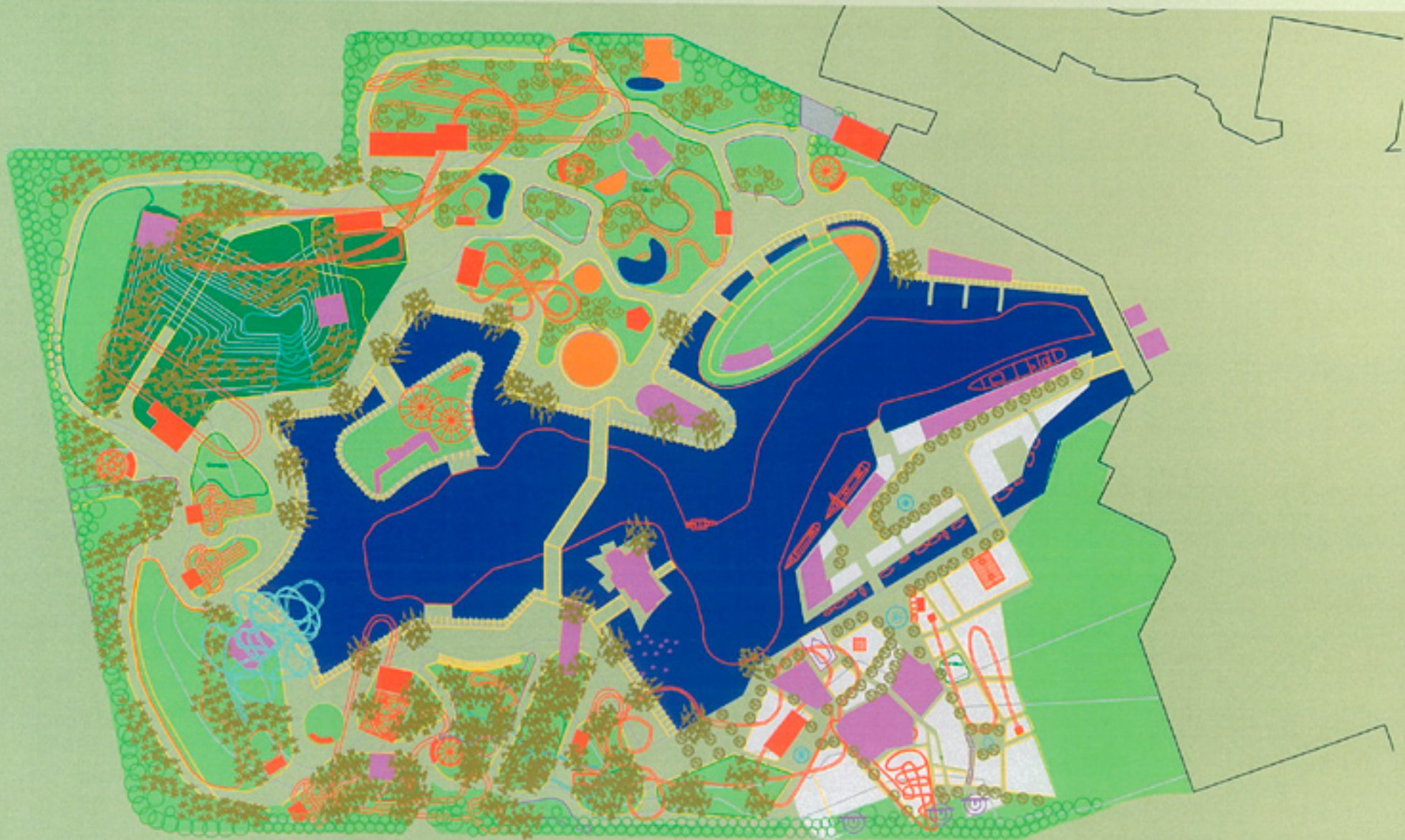
The overall design of the Mediapolis Complex is structured by a main axis that stretches from the parking area to the Tivoli park icon in the west end of the park. This axis is utilised as a main feature experienced when entering the park from the core building. This view over the lake is a key landscape attraction of the park. The perspective of the lake is supported by islands and points which in Turin was named "the pin ball" perspective. The strategy of the park is to explore the axis with the main elements organised around the lake, the inlands and the open air stage stretching from the entrance of the park (core building) to the final view of the axis, the northern light (cascades).

The composition of the lake originates in the original plan of Tivoli Copenhagen from 1843 with ravelins and ramparts on one side and the more organic elements on the other side.

Core building

The entrance to the park is through the core building where the concept is to create a set design of the New Harbour (Nyhavn) of Copenhagen, here the identity of Copenhagen and Tivoli is closely tied together. It is therefore natural to use the harbour of Copenhagen as a point of departure. The name "København" means the harbour of merchants.

In the core building the visitor will meet the harbour front and have a clear view of the axis. The set design is a collage over Copenhagen and Tivoli Icons. The elements of the core area are the advanced play grounds, smaller kiddie rides, and a merchandise outlet. In addition a restaurant and a cafe is placed towards the lake. A theatre in the core building, a slot machine and game area will function as one of the larger full year attractions. The entrance of the park is an important area that functions as an introduction to the rest of the park and at the same time function as a driver between core building and park. The service facilities, ticket booths and turnstiles are all located in the core building. When entering the park the Old Copenhagen area is placed on the left hand side with the harbour front and towers on the right hand side the guest can see the landscape area with the open air stage, the crystal palace and the garden area. Three islands are placed in the lake – Copenhagen harbour, ferry island and the balloon island. At the entrance there are three directions from which the visitor can stroll the park - either through Copenhagen or the Chinese area or on the boat cruise (Hjejlen) that cruises the lake. If the visitors chose to go through Old Copenhagen they are lead to the small island on the left hand side.



Old Copenhagen and H.C. Andersen area

The setting of the Old Copenhagen area and the main entrance is Copenhagen from 1810-1830. Narrow streets, a new classical style in buildings and the main atmosphere constitute the city of merchants. The houses are built in two storeys and roofings are covered by plaster and tile. The special Old Copenhagen atmosphere is furthermore created by the pavements consisting of concrete tiles or granite, the lamp posts and the street signs hanging from the facades guiding in different directions. The harbour on the island comprises crafts/wood, cranes/lumber, tart/barrels of herring and salt, all what a sailing nation can expect. Furthermore sails are hanging down from wooden ships docking in the harbour.

Behind the ramparts, some of the H.C. Andersen characters from the fairy tales can be experienced. In Old Copenhagen restaurants are located on the island towards the lake and the canals. Here the atmosphere is dense with high activity level and strong visual theming. In between the restaurants and rides a number of games and shops are placed to give the guest a feeling of being in a hectic city environment. The streets will be divided by small squares with characteristic fountains of Copenhagen. The Old Copenhagen area has brick houses and plastered facades as scenography and the idea is that each house/block contains a ride, restaurant, shop or retail.

From Old Copenhagen the guest travels with H.C. Andersen on the Odin Express to the fairy tale forest, where the guest meets the figures of H.C. Andersen in themed rides, restaurants and playgrounds.

In the fairy tale area a magic forest evolves. Different glades are opening in the forest where magic appears. In the forest you meet the Ugly Duckling (flume ride), the fabulous monster (carrousel), Hans the Clopper (kiddie coaster) and the Princess on the pea (play field). In front of the fairytale forest there are little mermaids sitting on rocks.

In the Fairy tales forest the open spaces are surrounded by trees and the rides are situated directly in the forest. The main building structure is small huts and pavillons as entrance area to the rides. The elements are in small scale and the main icon of the area is the ugly duckling ride which stretches from the wood and into the lake.

When entering the explorer area the H.C. Andersen fairy tale of the Snowqueen is coalesced with Nobile, Salgari and Marco Polo to combine the two areas.

Explorer

In the explorer area the thrill rides are located. The rides are based and themed on the basis of the stories of the famous Italian explorers. With the ride mix suggested in this model the explorer area will only come to its full utilisation in the second phase.

The explorer area begins with the wild nature of the North (the Nobile Zeppeliner to the North Pole). Hereafter the landscape changes to a more peaceful area with small rocks and peaceful gardens where China and the Far East functions as the key motif. The area consists of kiddie rides, playground, music pavilion and garden areas. The main attraction is the silk route where Marco Polo together with the guests will travel through different continents. The silk route is also used as the passage from the explorer area to the Chinese area.

The figures of the explorer area needs some further clarification before the full story line is settled. The familiarity of Nobile and Salgari is also to be investigated in further detail and also whether the Italians would like these to be iconised in an amusement park. Furthermore the ride build-out in phase one is so far limited and whether rides should be allocated differently in phase one should be discussed in further detail.

The Chinese area and the garden zone

Arriving with the silk route from the explorer area the visitor enters the calm garden area inspired by the magical gardens of the Far East. Here the landscape will consist of bamboo forest, flower beds combined with Japanese gardens. The main icon in China is the Chinese Tower, which can be seen from the entire park and will resemble the Japanese Tower in Copenhagen. To create the special atmosphere tea pavilions and Chinese lamps in tree tops as well as bamboo vegetation is used. In the Chinese area a larger themed playground will be surrounded by benches and options to eat – i.e. fast food and restaurants. Adjacent to the play ground will be themed vintage cars. The amusements and activities of the area are chosen to emphasise the calm and relaxed atmosphere, primarily for families with small children and seniors.

Crystal Palace is placed along the lake in the Chinese area. It is an Oriental inspired octagonal building (the Glass Hall Icon from Tivoli Copenhagen), which gives a geographical and scenic contrast in the area. The building is multi-functional and can be used for theatre, smaller shows, conferences, seminars etc.

The Pantomime Theatre, which is a multifunctional stage that can be used for smaller concerts (unplugged), ballet and artist shows and a small music pavilion for classical music are also located in the Chinese area. The visitors enters a quite area with good views of the lake, beautiful flower beds, oriental gardens and beautiful artificial landscape elements. When relaxing in the garden the scenery of the explorer area and Old Copenhagen can be enjoyed away from the noise of the ride zone. The landscape is laid down in parcels and the binding elements are the trees and rocks and the cultivated Chinese and Japanese gardens.

From the Chinese area the visitor can cross the Tivoli bridge or move towards the crystal palace and the open air stage themed as Rosenborg Castle, and in that way the journey ends as it started in Old Copenhagen at the exit/entrance and with Rosenborg Castle as one of the icons.

Presently a drop tower is placed in the Chinese area. One could envisage that this could be moved to the explorer area, though this needs more discussions and clarification.

Main Icons

The main icons of the park are the cascade fountain (the Northern Light) at the end of the lake, Crystal Palace (glass hall icon of Tivoli), the pantomime theatre, the open air stage, the Balloons, the balloon ferris wheel, the Ferry Inn, the Odin Express and "Grøften". The hanging willows along the lake is used for the illumination and lighting of the park at night time and creates a magic atmosphere of the lake resembling the atmosphere of Tivoli Copenhagen. The lighting arches known from the Tivoli lake in Copenhagen and in Japan will also surround the lake in Tivoli Mediapolis. Benches and signs along the lake will follow the principals of Copenhagen, though the changes in zones will also affect the visual outlook of the lake front.

Lighting and Illuminations

Tivoli's lighting and illuminations have always been very important parameters to obtain the special and unique ambience. This will also be transferred to Tivoli Mediapolis. One of the principal lighting qualities lies in the huge amount of small fixtures of relatively low light intensity.

Another special characteristic is the low luminous intensity. The luminous intensity is deliberately kept very low compared to other amusement parks, malls and public areas. The low intensity fixtures are set very carefully to form a decorative and romantic environment in a sufficient amount to ensure that there aren't any dark areas left where guests feel unsafe. Luminous intensities exceeding 100 lux are only accepted on special sculptural elements or signs.

The Tivoli Globe Diffuser is the backbone in Tivoli Lighting and will also be used to a wide extent in Tivoli Mediapolis. It is an incandescent tungsten lamp, 5 – 10 W wattage with a unique diffuser in white or coloured glass to soften the light. Apart from the Tivoli Globe Diffuser there is a great variety in the luminaires used in Tivoli. All fixtures should have a distinct design quality when seen at daytime, night fall and night time. Many of the fixtures are custom designed to Tivoli by in-house architects and designers as for example the Tivoli lamp. Furthermore the luminous intensity creates the romantic atmosphere when night falls. Blinking lights, neon and fluorescent lamps are not accepted.

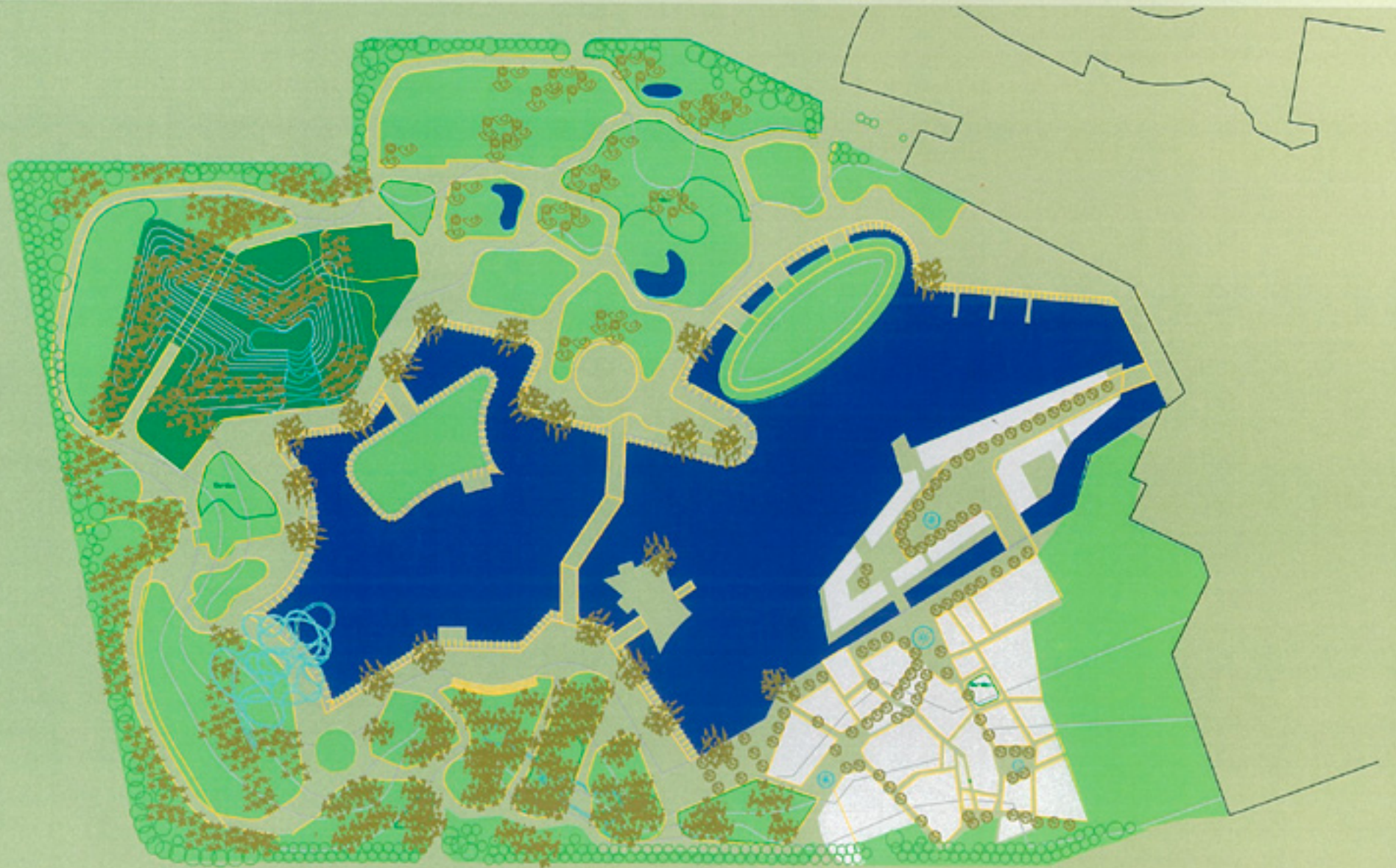
It is, however, important to address potential cultural difference between Northern and Southern Europe. A Tivoli park will divert characteristically from other parks in the region when it comes to lighting of the park. It is envisaged that approximately 12.000 light bulbs will be spread throughout the park and used in different ways: lighting of pathways, lightning of landscape, shore lightning and light bulbs in trees and on amusements. The intention is to create a magic universe which has its starting point in the world of Tivoli, but still contains new interpretations. The cascade water of the northern lights is used as fluctuating lights supporter and so are the islands and the ships in the overall space of the park.

The light is used to create a different atmosphere throughout the day and during the evening and lights are in general used as an attraction for the visitors.

The Lightning will consist of the following elements:

1. Electric arcs along the lake.
2. Electric arcs on all bridges.
3. Lanterns are placed on every ship.
4. In Old Copenhagen street lights, lights from windows and Tivoli lights in the towers.
5. Fairytale Forest has lights in the trees, and incandescent lights in the terrain which gives the affect of fireflies and thereby a magic atmosphere.

Fireworks and illuminations is a great part of the heritage of Tivoli. The firework shows is placed by the lake close to the open air stage. The fireworks will take place one time a week and on flag days. The illuminations will take place every night and are thought of as a high-tech solution which uses lights, water and laser altogether. The illumination show is situated in the Fairy Tale area.



Vegetation, landscape elements and pathways

The landscape is created by the terrain, the pathways and the trees. There will be established a terrain vague with proportionally small differences in height, averagely 1-2½ meters. This gives the opportunity of creating small slopes in the terrain, oblique streets, simultaneously creating intimacy still with variation. All pathways are consolidated but with different coverings creating scenographic differences within each themed area. In Old Copenhagen there is a paraphrase on the paved stones, in the fairytale forest the pathways are covered with gravel and "leaves", in the Explorer area the pathways are covered with gravel and granite and in the Chinese area the pavement is paraphrased with larger pieces of granite. All together this creates a diversity in the park, which are still in coherence with each other.

The pathways will in most of the park have a sinuous nature where the visual distance from one point to the next is difficult to determine. One should be able to explore and get lost in Tivoli Mediapolis, though without feeling unsafe due to safe atmosphere, the limited size and the visual icons of the park.

The main pathway is placed along the shore of the lake. By varying the width of the pathway, enveloped space and contractions can be made to give variation in the experience of each guest. Along the main pathway several secondary pathways stem from this and curves into the themed areas and circulates the amusements. Furthermore, even smaller pathways surrounding the amusements are established to increase the guest experience of the space of the garden, and are also used to form a space to handle queing.

The larger elements such as the harbor shore consist of a mixture of wood and stone, the area in front of the open air stage consists of asphalt with gravel on top, the main pathway along the lake consists of gravel. The trees emphasize the character in each area but along the shore of the lake, which is one of the main motifs of the park, the trees consist of whipping willows and gathered trees. In Old Copenhagen more urban vegetation is created with lime trees surrounding squares and streets. This scenery is dissolved as you move towards the fairytale forest with motifs consisting of flowerbeds as a forest floor along with beech trees in between the amusements. In the explorer area the vegetation is rougher with pinewood and smaller wilderness bushes combined with different types of moss. This transition from the explorer area towards the Chinese is illustrated by large trees and changing in towards a more cultivated scenery with Chinese cherry trees and finer garden areas. In the area surrounding "The Crystal Palace" and the area in front of the open air stage chestnut trees are planted to bring volume to the area as well as defining the shapes of the vegetation.

The vegetation of the park is as following:

1. Pollarded lime trees in Old Copenhagen.
2. Beach wood in fairytale forest.
3. Pinewood in the explorer area.
4. Bamboo and Chinese cherry trees in the Chinese area.
5. Willow trees are placed along the lake

The pathways will have the following characteristics:

1. In Old Copenhagen pathways are covered with granite and paving stones.
2. In fairytale forest pathways are covered with gravel and flags
3. In explorer/adventure area the pathways are covered with granite on islands.
4. In the Chinese area the pathways are covered with Chinese granite and placed in spheres.
5. The area in front of the open air stage is covered with gravel.
6. By the crystal palace yellow tiles and Para frames the English garden.

Water elements

The main water element of the park is the Tivoli lake and the the space between the islands and main shore creates canals that gives a new dimension in the experience of the space surrounding the lake. From the different themed areas streams flows toward the lake, and the landscape design of each is specifically linked to the area. The small stream in the H.C. Andersen fairy tale area stem from the explorer area, which originates as a foss. The cascades is a paraphaze of the northen light using water as a medium and indirect light. Decentrale fountains and other more punctual water element would be situated in the different zones.

The main water elements are:

1. The lake
2. Fountains in Old Copenhagen.
3. Brooklets in the Fairytale area.
4. Cascades in the explorer/adventure area.
5. In the Chinese and Japanese area streams will be placed
6. In the explorer/adventure area all dramatic elements are individually lighted and the cascades is lighted to give the same effect as the Northern light.

Service facilities

In each themed area service functions are centrally situated. This is also indicated by the primary road established as a technical service support around the park. Along this road garbage and storage facilities will be situated. The service and ticket sale will be situated in the core building in New Harbor, and the rest of the administration, service and staff will be situated in the North West part of the park by the reserved area for technical facilities/1. floor.

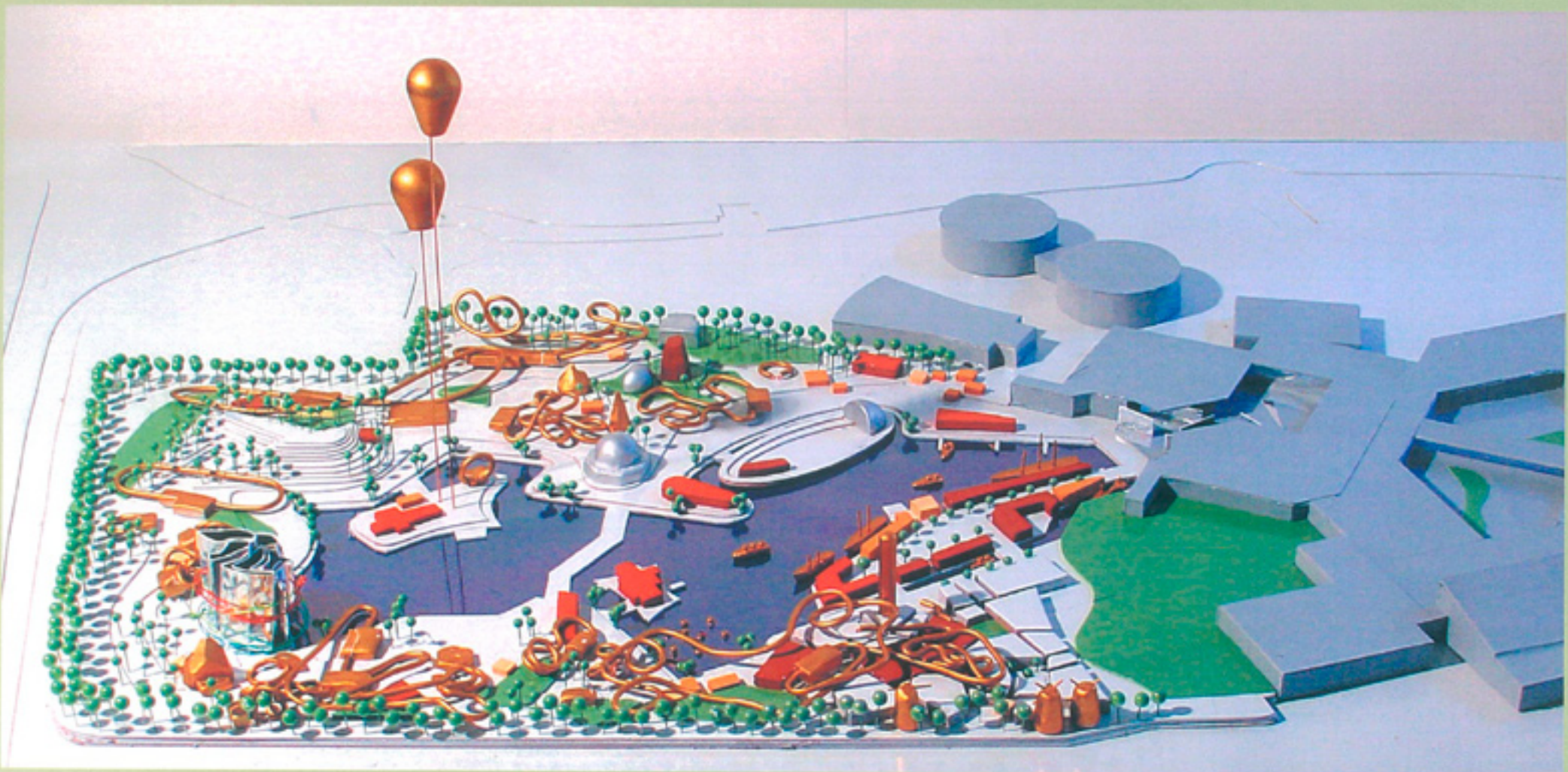
Development area

The development areas are planned accordingly to future integration in the main structure of the park. There has been chosen a structure where the development area is divided out on several areas. This gives the opportunity to add to each area i.e. Old Copenhagen, Fairytale forest, explorer area and the Chinese area can individually develop new themed rides, garden areas or new functions. Along with this it is possible to develop new areas or themes because the open structure of Tivoli gives one the opportunity to visually create different themes with the garden as the connecting element.

Contamination zone

The contamination area in the core building has between Tivoli and Mediapolis been discussed thoroughly. The immediate suggestion is the following:

The design inside the core building takes its point of departure in the mirage, mirrors and projections of the house of mirrors. In considering this the contamination area integrates both the high-tech vision of Mediapolis and the vision of Tivoli by using these motifs. The area is to be defined as a children's playground, retail shops, simulator/4D and a café facing the entrance of the park. Furthermore the service and ticket area is also placed in the core building. It is the purpose to situate the turnstiles so that queuing does not obstruct the natural flow of the core building and still give sufficient space to access the park. In the design proposal of Tivoli the current structure of the core building has been maintained and the elements in the core laid out for further discussion.



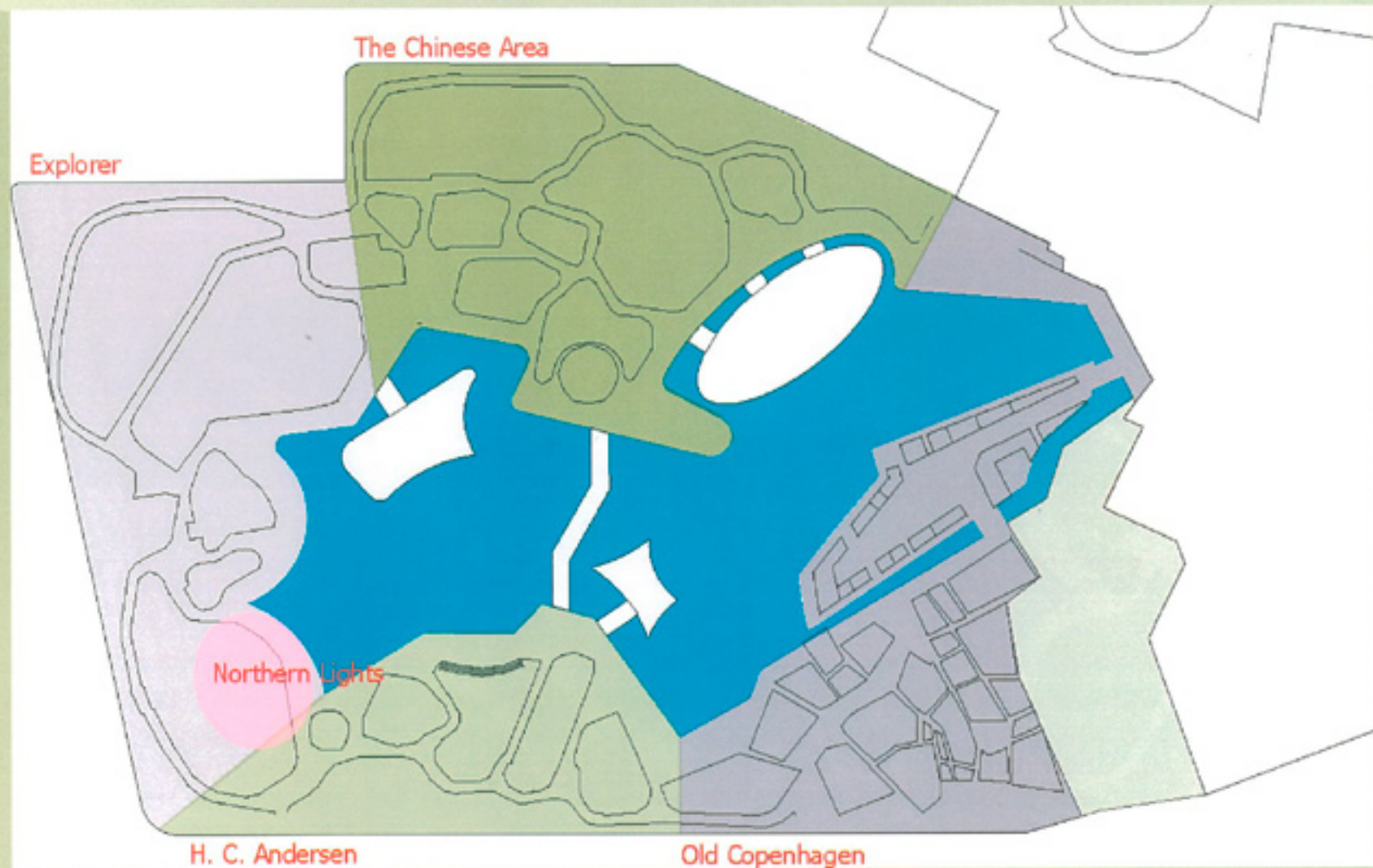
Bird view of The Tivoli Mediapolis Park

The Lake



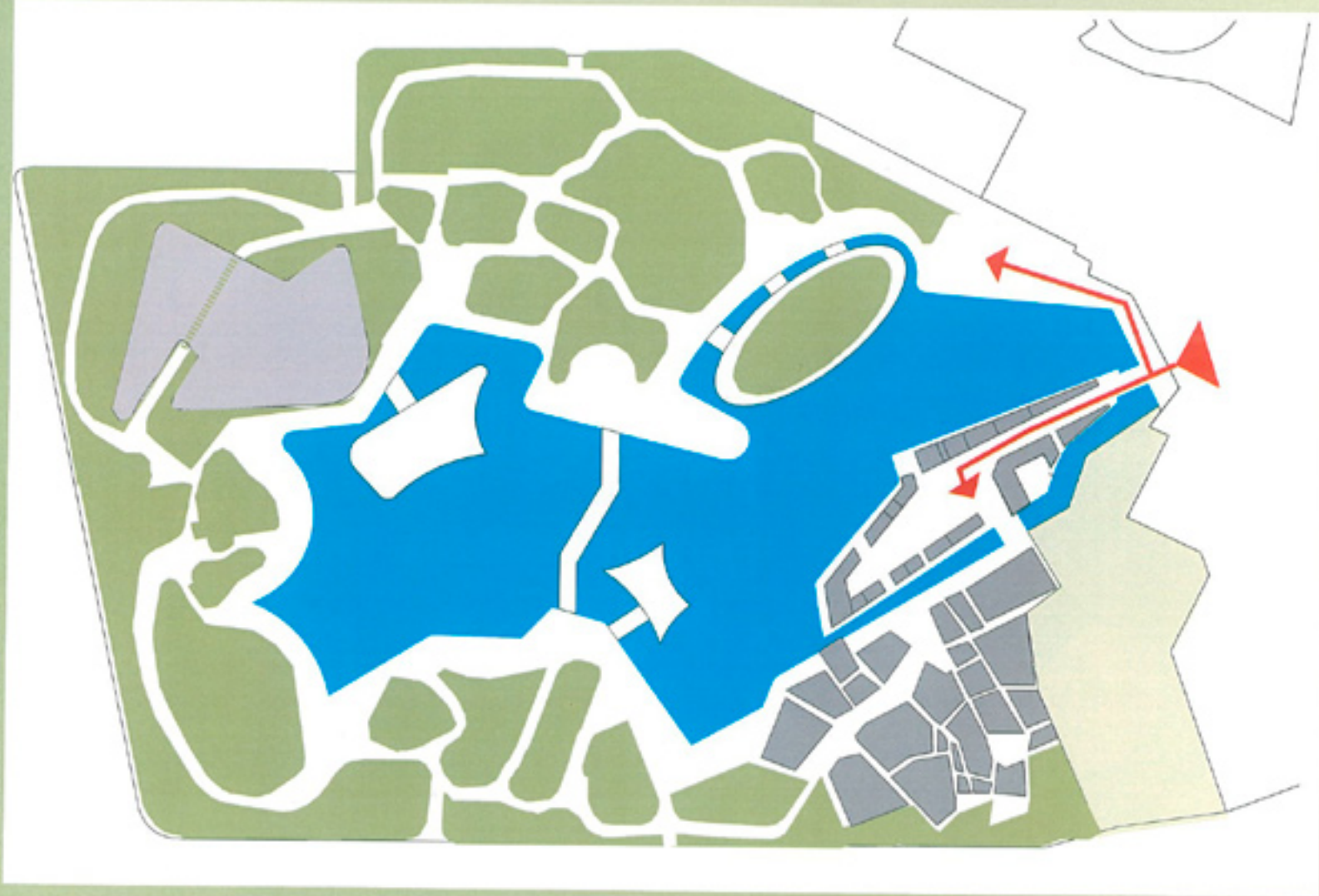
The lake is the park's main character and the idea is to support the axis of the park from the core building towards the icon of the "Northern Lights". The shape of the lake is inspired by the geometry of the ramparts but delicately formed so that they visualize openings, envelopes and contractions of the peripheral space.

Sub-zones



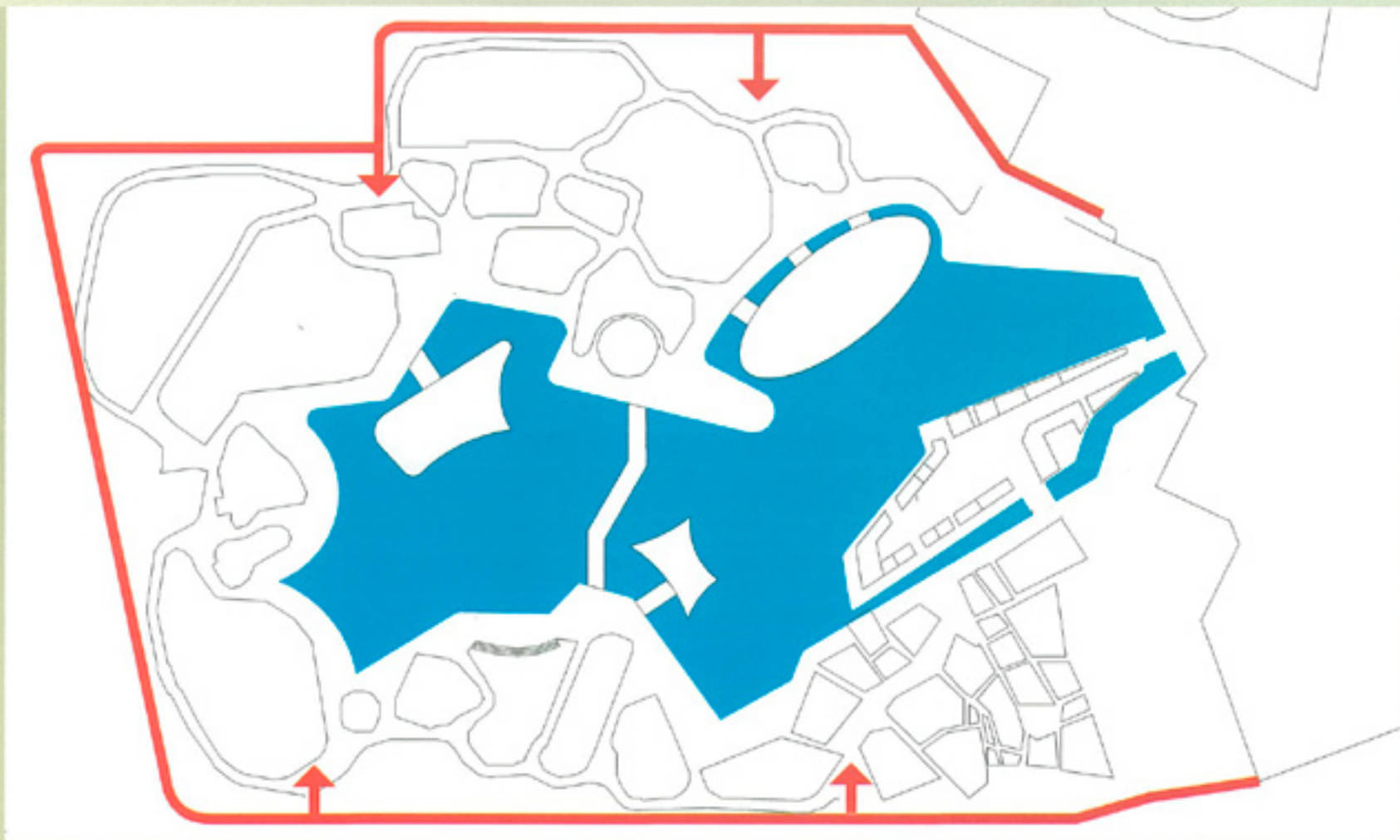
The park is divided in three main zones: The Entertainment, The Lake and the Garden Zone. Among these there are a number of sub-zones which represent Old Copenhagen, The Fairy Tale Forest, Explorer Area and the China Area.

Circulation



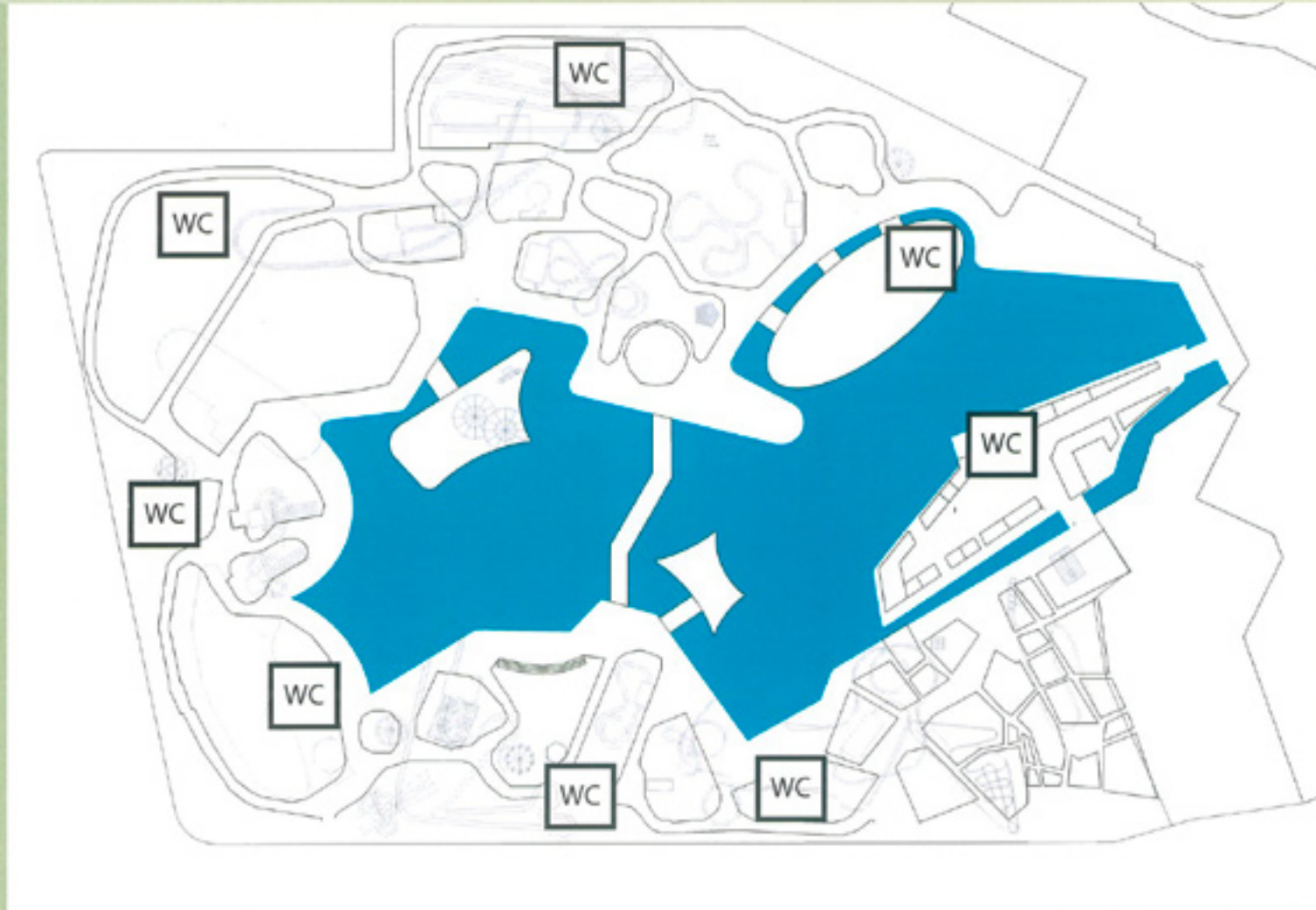
The main pathway is placed along the shore of the lake with bridges connecting the islands. From the main pathway, secondary pathways lead into the sub-zones.

Service Road



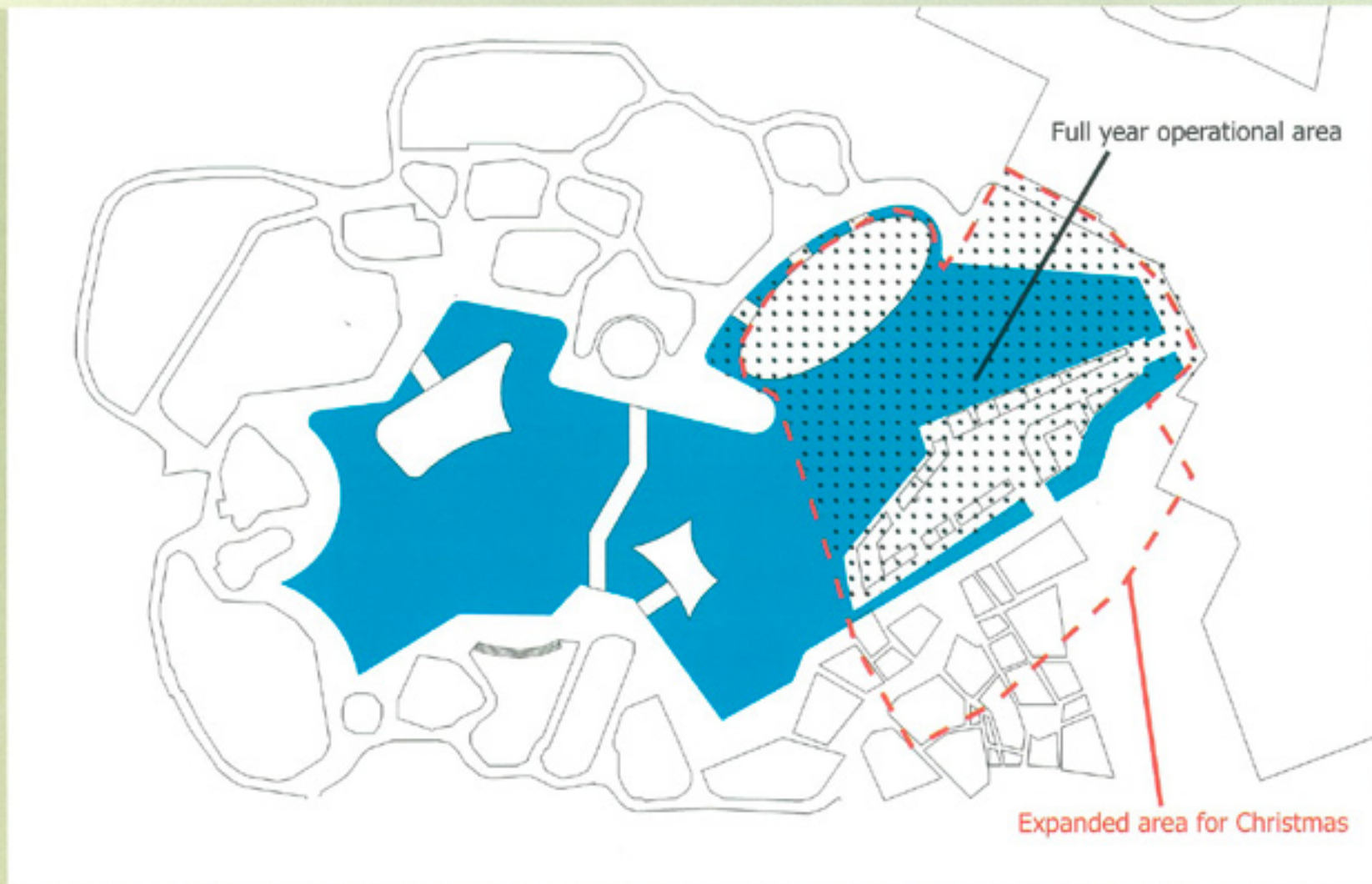
All development zones are placed so that they naturally form part of the existing terrain. In this way future developments will still be news but not a revolution of the park, rather a natural evolution. A perimeter round will be established around the Garden that, on one hand, will be used as service route and on the other hand, as access for the Tivoli Guard, activities of the School of Music's musical activities. Furthermore, a cellar is established at the Open Air stage. The service facilities that are sketched at the core building also take form as a natural part of the Tivoli Park. At the moment the Administration building which is checkpoint for staffs, is proposed placed by the technical facilities towards Northeast (1st floor).

Service Facilities



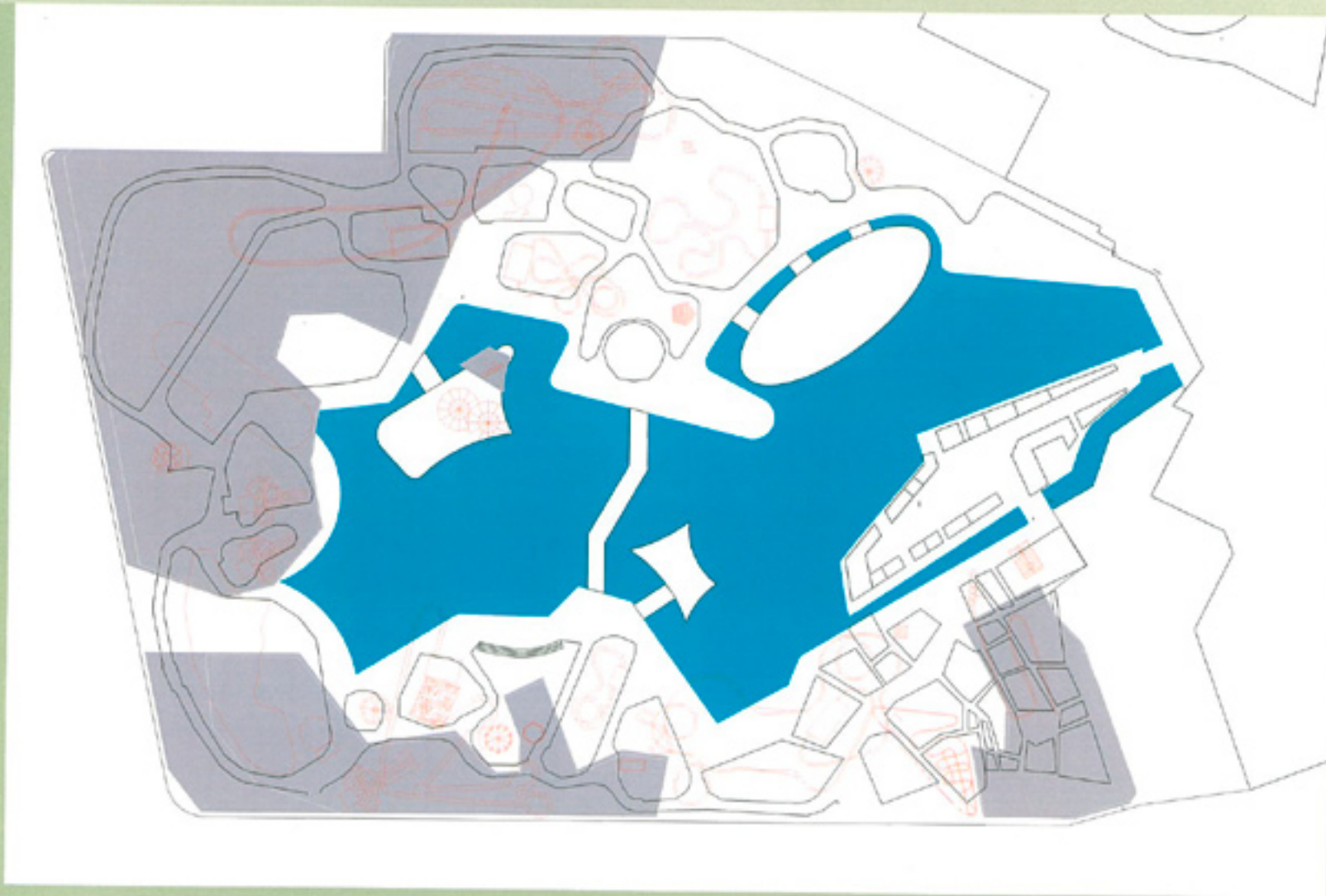
Service facilities are placed centrally at every sub-zone and the central service centre is placed in the core building. Toilets, telephones and overview maps will be placed at each sub-centre so that they can be thought of as checkpoints.

Seasons



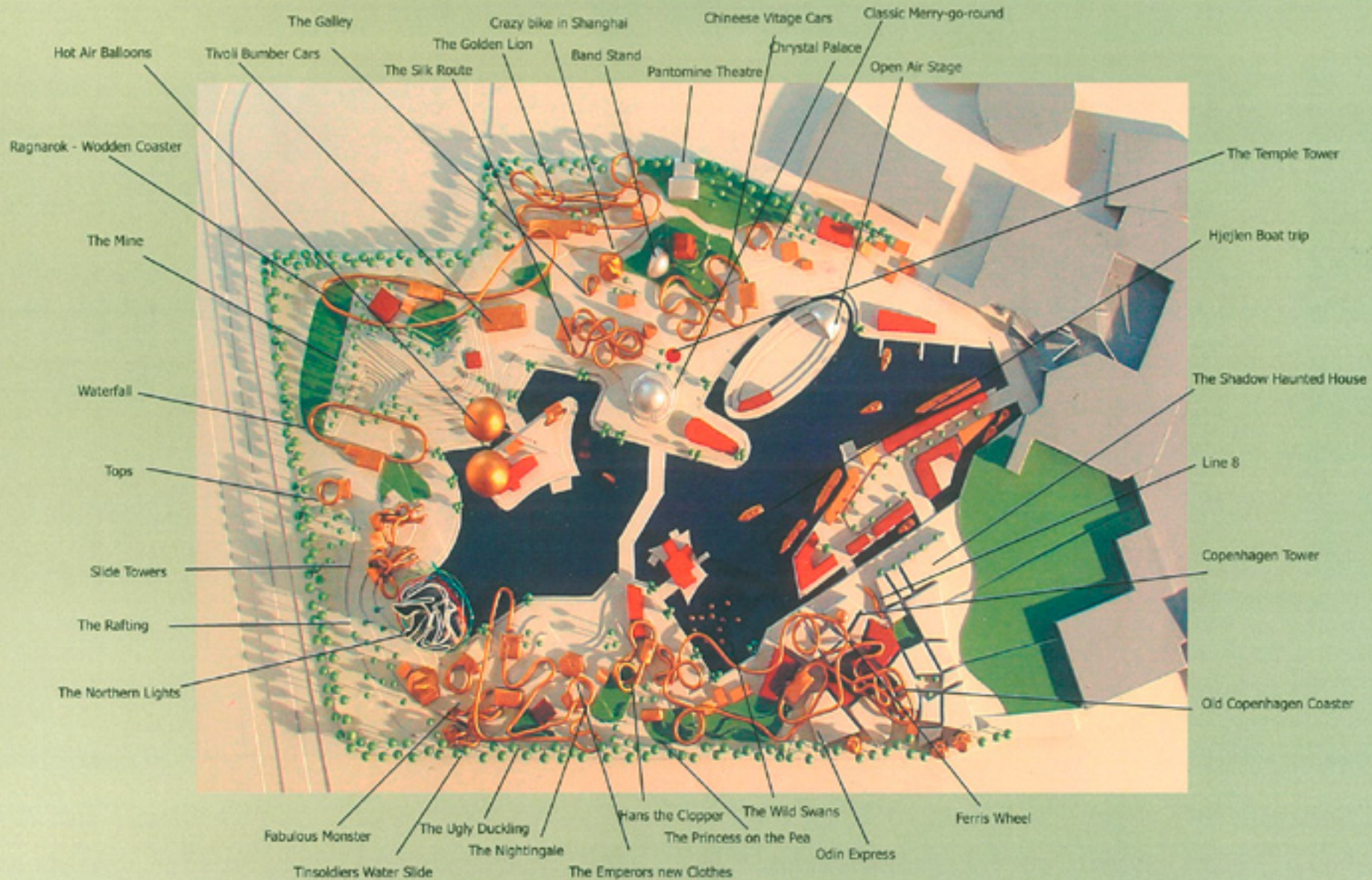
This diagram shows the area that are full year operational as well as the expansion of the area in the winter season.

Future expansions



Future expansions are the yellow areas of the park.

Map of Attractions



Core Building



Core building

We enter Tivoli Mediapolis from the core building through an amazing mirror cabinet. The walls are covered by mirrors and various projections. The guests are seized with enthusiasm and are enshrouded by the magic; all of which creates a gate to something special and unique.

Entrance to Tivoli Mediapolis



When entering the park from the core building there is a complete change in scenery and atmosphere. The view over the lake and the openness of the park is the first impression of Tivoli Mediapolis. The lighting on the square in front of the core building consists of standard lamps with glass globes which are also found in Tivoli Copenhagen.

The lake is situated in the centre of the park and the steamboat Hjejlen transports the guests on the lake where it docks on certain designated piers.

To the left of the entrance Old Copenhagen emerges with its oblique houses, tile roofs, towers, mills and roller coasters. Furthermore, a bridge from the harbour area of Old Copenhagen leads to the Harbour Island. On Harbour Island the tall houses on piles create a town area where the two lighthouses light up in the dark. At the end of the lake the Cascade Restaurant is situated in an overwhelming glass construction.

The Explorer area is placed in the opposite end of the park. It is possible to see the great coasters and the two balloon rides, Airship Italia 1 & 2. To the right hand side Crystal Palace is situated in the garden area with its back facing Little China.

Old Copenhagen & Harbour Island



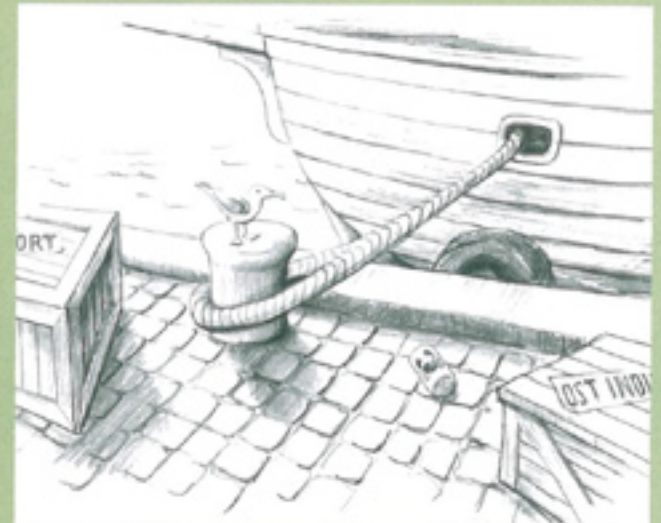
The Harbour area is framed by tall storehouses that contain restaurants and cafes. Old Cranes, coils of rope, transport boxes, anchors and fishing nets along with the pathway consisting of paving stones create the harbour atmosphere. The restaurants are called The flying Dutchman and The Whale Fish and are themed accordingly. A small wooden bridge leads the guests from the Harbour area and into Old Copenhagen where the atmosphere is inspired from Nyhavn in Copenhagen – a port in the middle of the city with beautiful old houses and various restaurants together with old sailing ships along the waterfront.



A sight from Old Copenhagen towards Balloon Islands.



Shore of the harbor which together with cafés, restaurants, coils of rope, wooden boxes and ships altogether creates an atmosphere similar to Nyhavn in Copenhagen.



The old wooden ships in New harbour have squeaking cordages. Boxes with things from abroad are left on the shore.

Old Copenhagen



The atmosphere is Copenhagen anno 1860. The city is a mixture of a small town village and a metropolis with a special atmosphere. The crooked streets and small cozy squares with oblique houses consist of restaurants, cafes, shops and amusements. On the squares and in the garden areas are planted trees and flowers. The many towers lift themselves over the rooftops of the city, several take part in the amusements of the areas. The old street lights are adapted from the existing Tivoli lamps, but in a down scaled version.



The squares special atmosphere and coziness is created by old street lights, sidewalk cafés' and small alleys.



Alley area which indicates a street environment with small oblique houses.



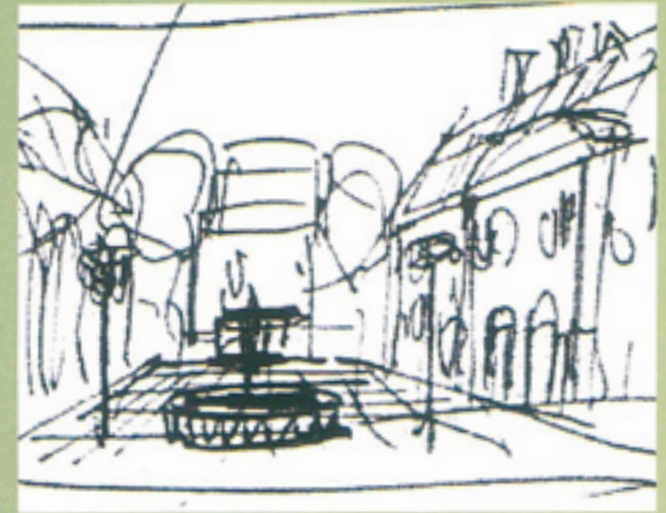
The Ferris-wheel gives the guest a possibility to see the park from above the ground, The Ferris-wheel is a Tivoli Icon.



The harbor stream between Old Copenhagen and the harbor with bridges combining the different areas of the park.



The harbor area with old houses and cranes.



The square with a fountain in the middle.



The towers of the city can be seen above the red tiles on the roofs of the houses. A roller coaster twists itself in and out of the mountain.



Inspiration of a city environment.



In a dark alley of "Nyhavn" bloodthirsty pirates await. The sketch shows the house of ghosts, called "Ghost Inn", as well as small pubs and hidden inns. This could for example be the "Café Old Black Joe".

H.C. Andersen



The area exudes of the great writer's fairytale world. We stroll through the magic forest where behind every scrub and in every glade creatures and scenery from H.C. Andersen's stories appear. From left you see The Nightingale and the water ride "The Ugly Duckling" where the guests are transformed from ugly ducklings to swans. In the "Emperors New Clothes" the guests are gratified and astonished by their own distorted reflections. Furthermore, the forest contains a statue of the poet himself and a number of his characters. In the background we catch a glimpse of the rollercoaster, "Hans the Clopper". The lamps hanging from the trees twirl around from the top branches of the tree using the wind to twirl. Altogether this gives the impression of a fairytale atmosphere.



In the top of the trees the little fairies have their home. As part of the play ground in fairy tale land children can visit the little fairies' world and exit the area using the slide or the stairs.

Point of view:

In the top of the trees a tree house is seen with a slide and stairs.



On the kiddie slide, named "Hans the Clopper", kids slide in the wooded shoes of Hans the Clopper passing the castle of the Princess of the pea and other effects from the fairy tales of H.C. Andersen.

Point of view:

One can catch a glimpse of the Odin express and Old Copenhagen in the back ground.



On the journey through the universe of Hans the Clopper, the wooded shoe passes through a tree with a little tree house in it. This house is situated close to the tree house of the play grounds roller coaster.



The Princess of the Pea's castle is in-takable! On the play ground one can charge the castle and save the princess while the enemy escapes by a secret slide to exit. Next to the castle kids can bounce in the inflatable amusement of the Princess on the pea or use the little marry-go-round in front of the castle.

Point of view:

A glimpse of Hans the Clopper can be seen in the back ground.



The castle which is called Princess on the Pea, is placed in the play ground area for children.



On the marry-go-round, named "The Fabulous Monster", the kids can choose between a terrifying troll or the beautiful unicorn.

Point of view:

The marry-go-round is placed on a square in the fairy tale zone and in the back - ground one can catch a glimpse of the Nightingale, Hans the Clopper and the Fairy Tale House.



As a transition between the "Old Copenhagen" area and the "H.C. Andersen" area the houses become more and more fairy tale-like. From a little half-timbered house a soft and cosy voice is heard.

Point of view:

On a little square with cafés etc. a house is found where fairy tales are read aloud. In the back ground the roller coaster, named Hans the Clopper, is seen.

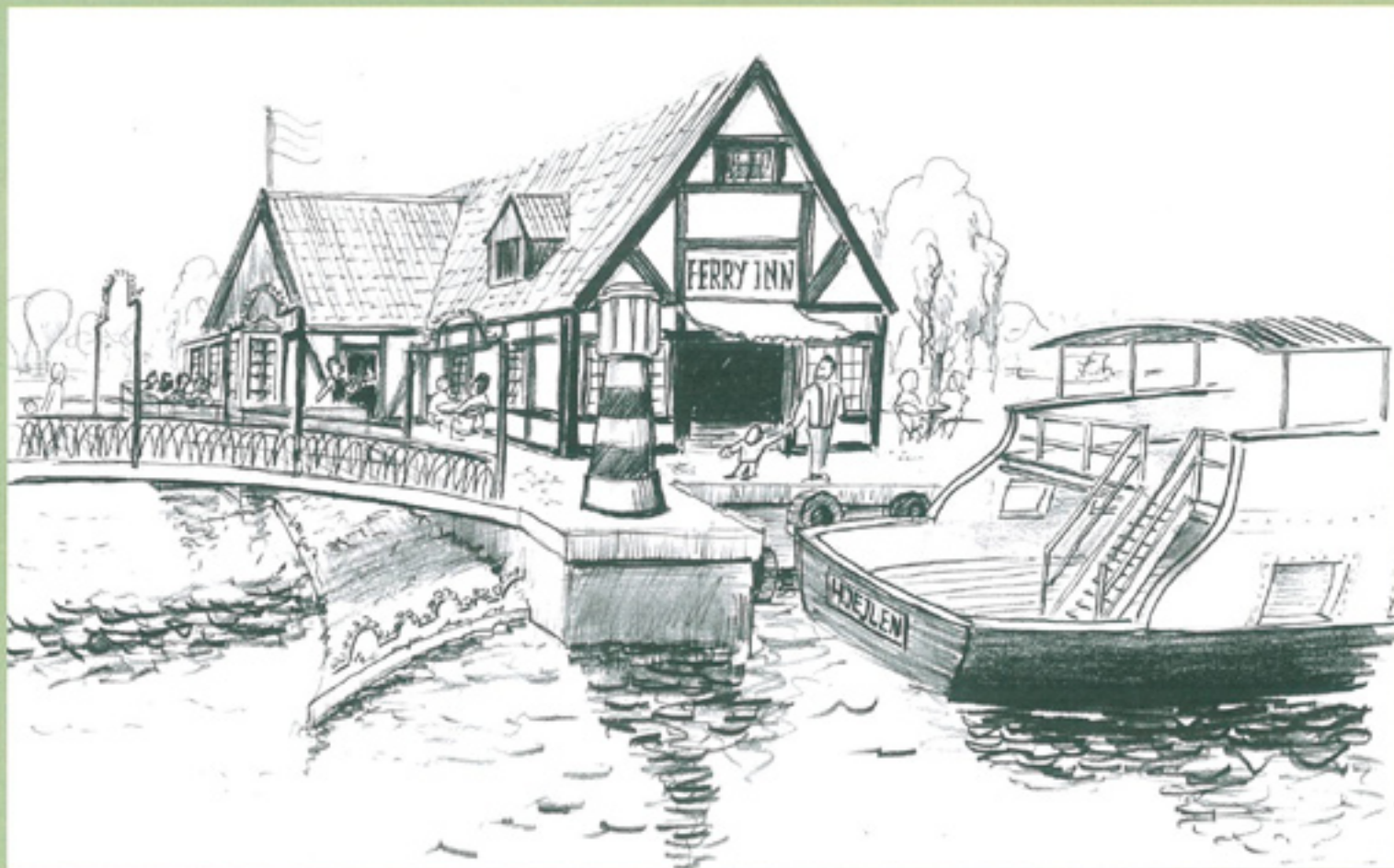


After blinking a couple of times you discover the cosy old library which you are right in the middle of. Here H.C. Andersen in person is reading aloud his spell binding fairy tales, also in Italian!!

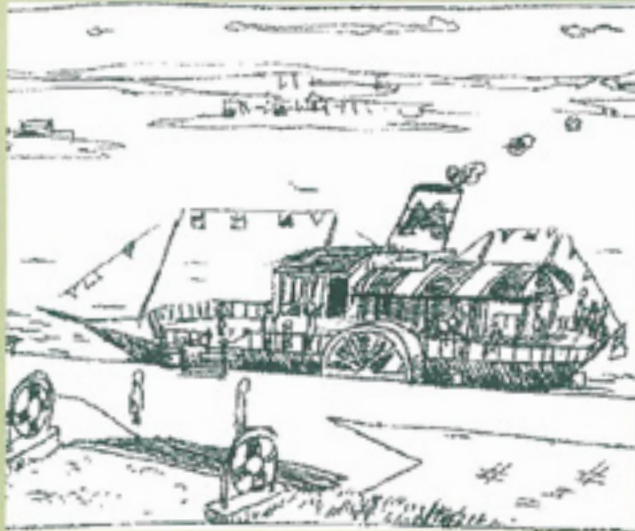


The Snow Queen rules her cold realm in the walk of same name.

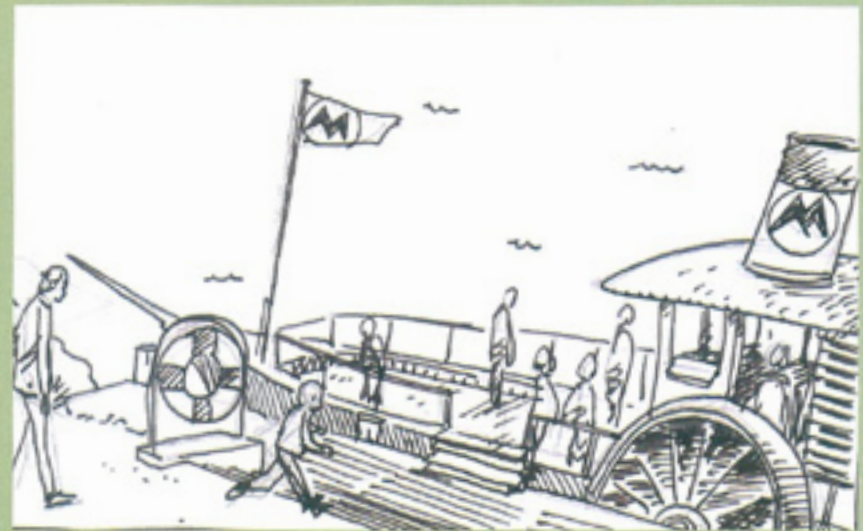
The Ferry Island



On the island where the Steam Boat Golden Plover lies, the Ferry Inn is obviously found. Here you can enjoy a solid meal and enjoy the view across the lake while awaiting the ferry.

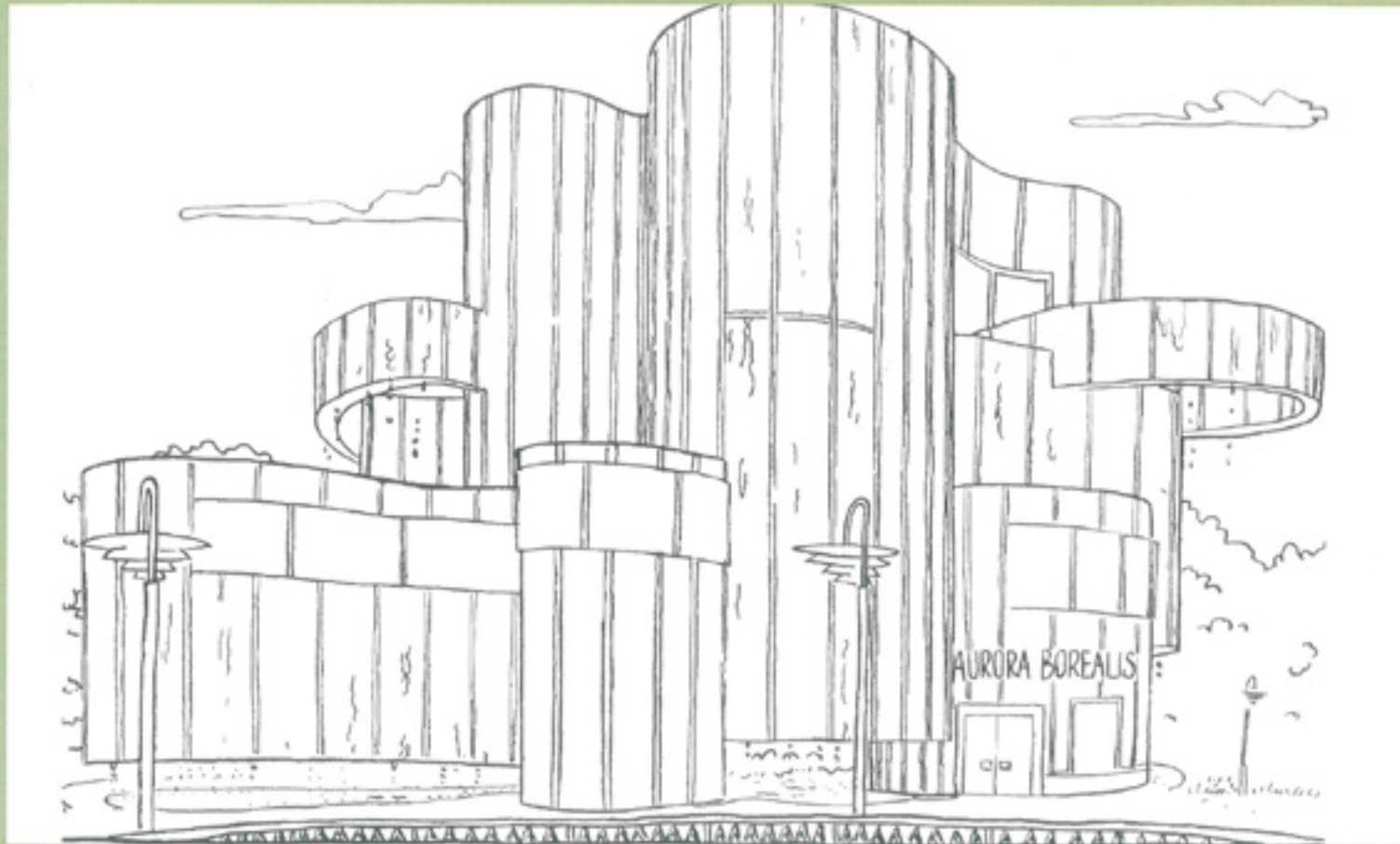


The romantic steamboat offers cruises on the lake.



On its way the steamboat docks at various places that altogether combines the lake with the several areas of the park.

The Northern Lights - (Aurora Borealis)



The landmark of the park is the voluminous, strutting building of the Northern Lights, "Aurora Borealis". The surface of the glass facade reflects the light as a crystal. The many reflections create a perfect illusion of the Northern lights passing faintly in the sky, altogether a precious stone with numerous nuances and facets. Behind the springy curves the building houses the gourmet restaurant the Northern Lights where the guests can enjoy the beautiful view towards the entrance of the park. The restaurant Northern Lights is unique, and is situated in relation to the lake and main pathway which run along the facade. The building creates the transition from the fairytale area to the explorer area.



The picture shows the structure of the Northern Lights from a top view.



The picture is the inspiration to the Northern Lights



The picture is the inspiration to the Northern Lights

Explorer



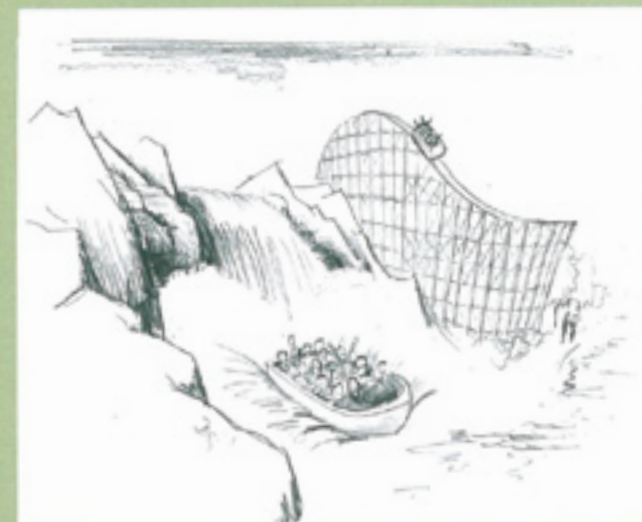
The theme is a mixture of adventure and action. Explorers such as Salgari and Nobile. From the left you will see "The Mine", a huge roller coaster which wind in and around the huge mountain. The Airship Italia is one of the two airships which bring guests high above ground to a beautiful view over the park. The bumper cars "Paris-Dakar" is designed as expeditions jeeps. The core building in "Paris-Dakar" reminds one of a Bedouin tent. The lightning consists of various Tivoli lamps, for example small glass globes on "Paris-Dakar" and the lamp on the "Mine" will be in three sizes on the entrance and inside the "Mine".



The wooden coaster "The Mine" twines in and about the mountain.



A glimpse of a stroll along the side of "The Mine" and the mountains crooked pathways.



A warning sign says: "Caution! Water spraying". On this ride you will become a little wet, but the diversion of the ride will compensate for this. Adrenalin is accumulated as you rise to the top of the roller coaster and is released as it accelerates.

Point of view:
Behind the gushing water the wooden coaster, called "The Mine" is seen.

Explorer - Salgari



Mr. Salgari.

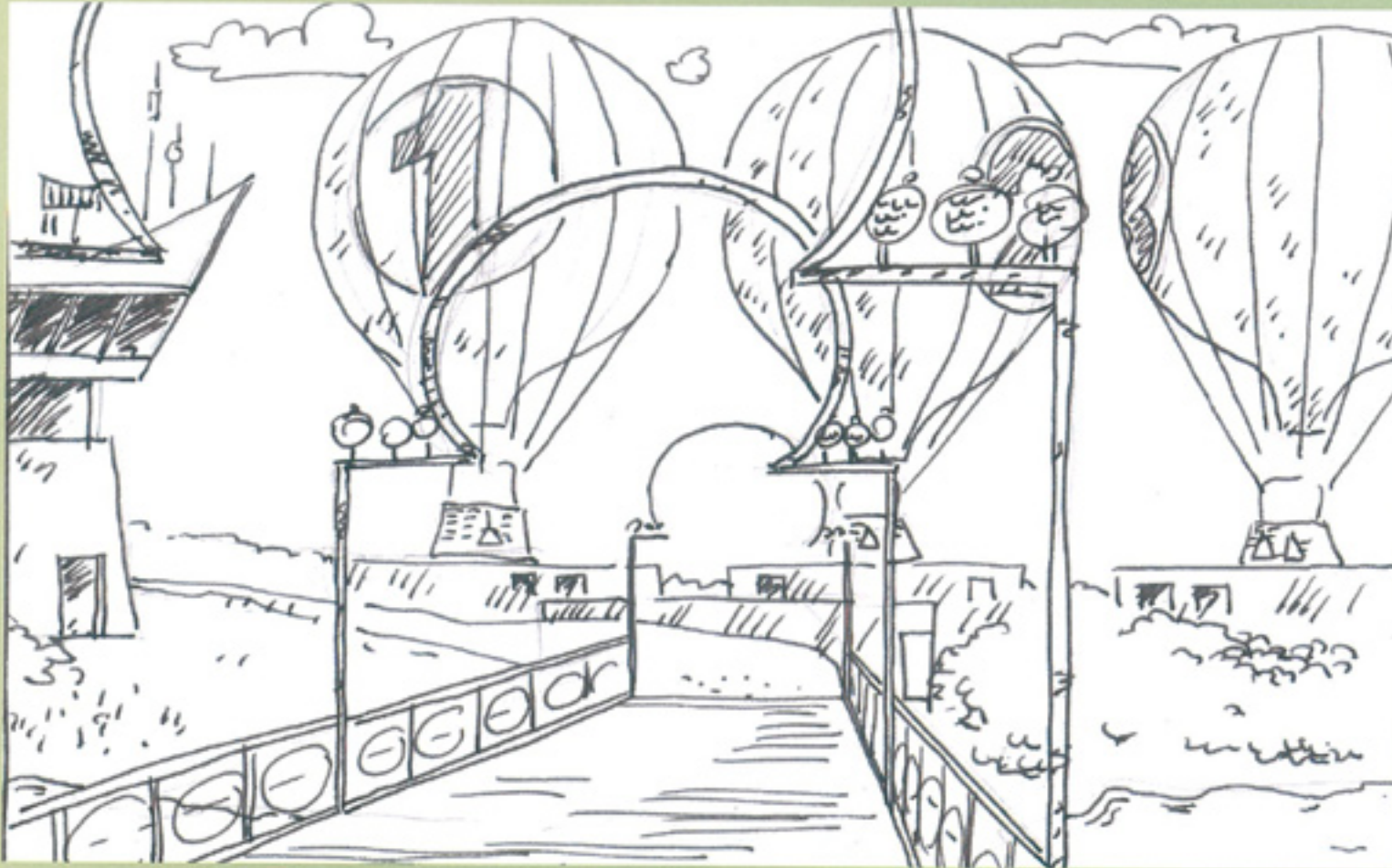


The book of Emilio Salgaris "Sandokan, the great" could inspire the park to a tiger striped roller coaster.

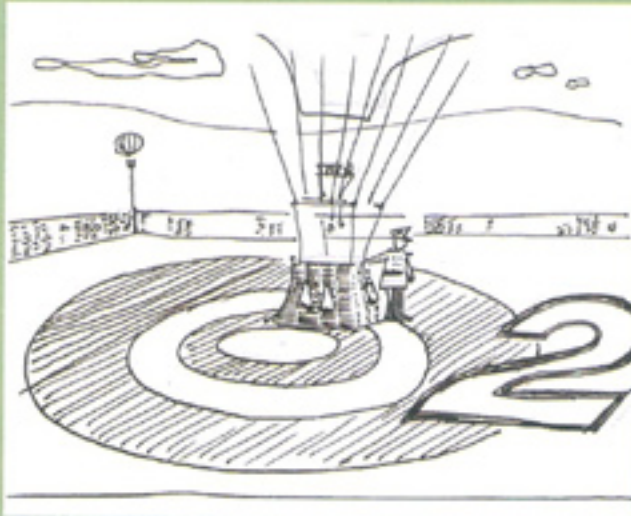


The inspiration of Salgari

Balloon Island



We are walking across the bridge through the balloon shaped arches towards the balloon island. The huge hot-air balloons sway calmly and wait on their platforms while the flight controller in the conning tower supervises that everything follows procedures.



There are several runways on the balloon island and the staffs of the "Airship Island" ensure that the passengers get safely on and off board again.



It is possible from the balloon to enjoy the view of the Tivoli Mediapolis Park.



The restaurant, called "Grøften"

The atmosphere in the restaurant is created by the scenery, where balloons in the ceiling among other things contribute to the cosy environment.

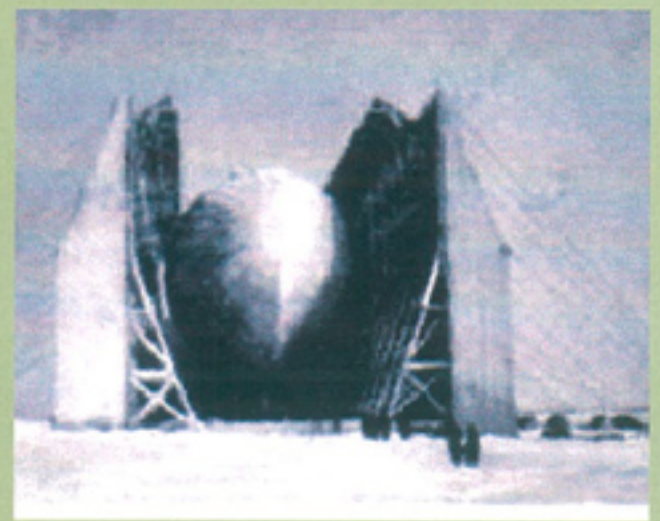
Balloon Island - Nobile



Mr. Nobile.



Inspiration of Nobile



Inspiration of Nobile

Marco Polo



The adventurer Marco Polo is probably the best known traveller on the Silk route. He explored most of China and his journeys through Asia lasted more than 24 years.



This is the mapped route of Marco Polo's travels. Both the map and his travel narratives witness of an impressive life time achievement.



Along the route of Marco Polo the Himalaya mountains with temples, mountain caravans and "Big foot" are viewed. On the shiny surface of the water of the Biscay mysterious ships are envisioned. Furthermore, the desert of Sahara with its caravans of dromedaries can be seen when riding the junior coaster, named "the silk route". The coaster is following the tracks travelled by Marco Polo.

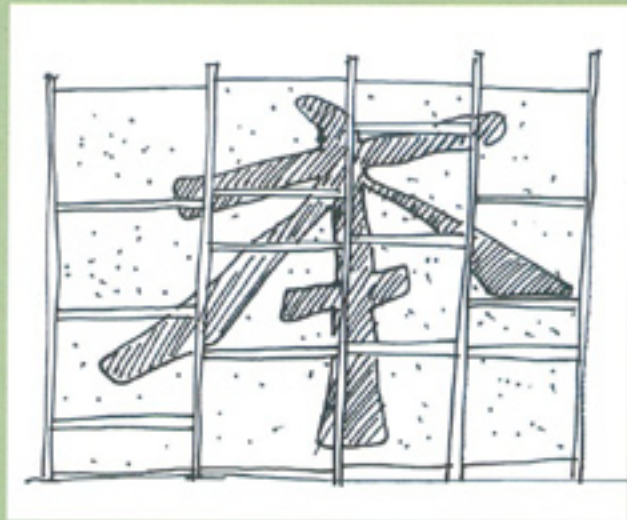
Point of view:

In the back ground one can catch glimpse of the wooden coaster and "the mine" weaving with the silk route in the transition between the Explorer area and Chinese area.

The Chinese area



The Chinese area offers an intense atmosphere created by the scenography of the area. Luxuriant vegetation, lamps, banners and other graphics takes part in creating an imaginative effect of a fairytale-like China. From left you see bamboo vegetation, Chinese rice lamp with banners and larch trees, which is an important component of the vegetation of the area. The amusements in the area consist of: "The Golden Lion" and "The Temple Tower", both high powered rides. Furthermore, the area offers a rotating amusement named "The Crazy Bike in Shanghai", where the guests sits in Bike rickshaws. In the Chinese Tower you can enjoy authentic food courses, and at the bandstand live music and other shows amuses the guests.



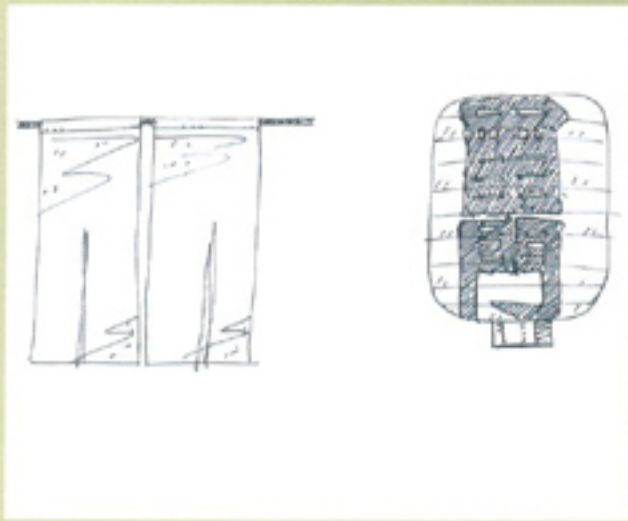
Strange signs looking like letters tells the story of areas from afar. The Chinese area is for example to be decorated with signs stamped on the glass walls.



Marco Polo traveled along the Silk route to China. This is an early sketch of "the golden lion" themed into the Chinese area.



With one billion people in China bike riding is a necessity. "Crazy bike in Shanghai" is a rotating ride themed as if one is riding a bike.



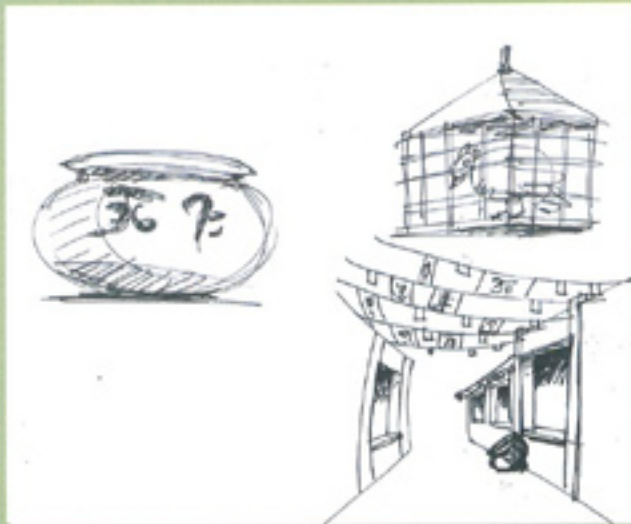
The neighbour of China is also represented in the Park. These sketches envision a typical Japanese curtain and a painted paper lamp.



In South East Asia and especially in Japan there is a strong tradition of the finest gardening. The sketch shows a stone garden with concrete, stones and bonzais.



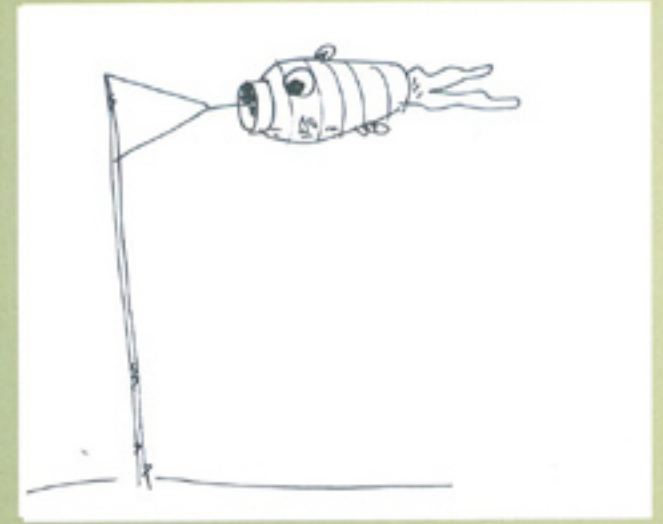
A world wide renown view from Beijing – bikes parked all possible places.



At the down town markets of Beijing one can buy almost everything ranging from beautifully decorated pottery to chickens and other animals.



Little symphonies of soft bell ringing are heard from hanging mobiles.



In the South East Asian countries are well known for their abilities to create hanging glides. This sketch shows a streamer designed as a "dragon-fish".



The sketch shows an urban area in "Little China", which is primarily decorated by banners with Chinese signs.

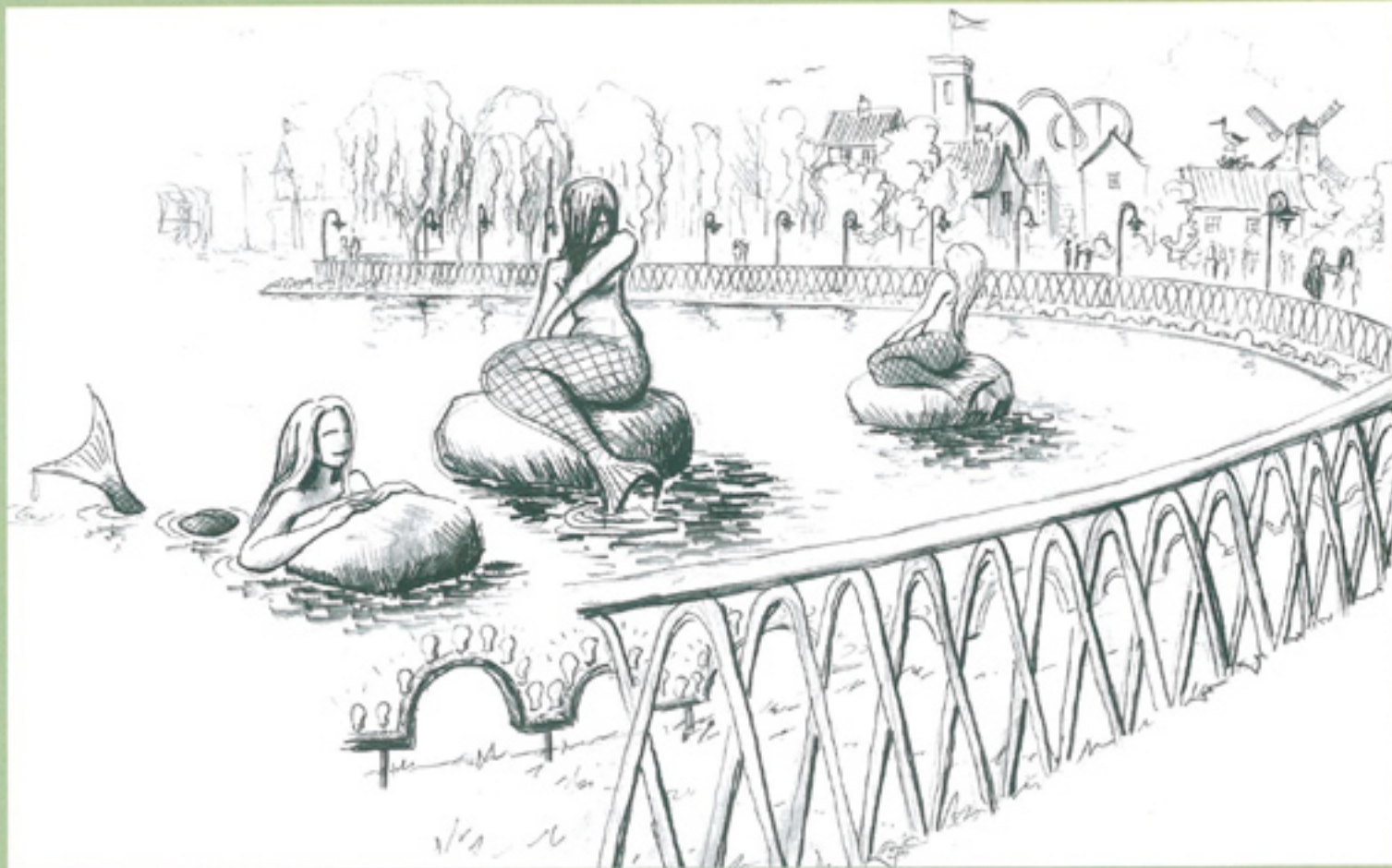


The Chinese vintage cars is an amusement similar to the one in Tivoli, Copenhagen although one will find rickshaws, bikes and bumped cars of the 1950'ies.



As in Tivoli Copenhagen the Chinese tower rises above the Chinese area as an icon for the area. The Chinese tower is especially beautiful at night when it's lighted as a jewel case.

Landscape - The Lake



When strolling on the pathway around the lake, you meet groups of Little Mermaids.

Point of view:

In the outer rim of the H.C. Andersen area a little group of mermaids is seen and faintly in the back-ground is a view of Old Copenhagen. The fence is surrounding the Tivoli lake in Copenhagen and by the shore of the water one can see the light arcs of Tivoli as well. Along the lake the pathway is lighted by special Tivoli lamps.

Landscape - The Park



While waiting for the illumination show, one can feed the ducks of the lake or grab a snack at the fast food restaurant called "The Tall Castle".

Point of view:

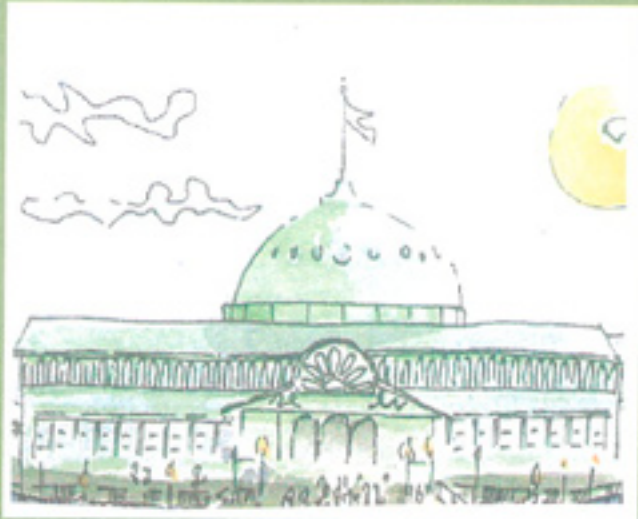
The landscape facing the lake is built with terraces to have higher capacity for watching the illumination show. On the left the water ride called "The Ugly Duckling" is faintly seen. If strolling by "The Tall Tower" one passes the restaurant called "the Northern Lights".



Along the shore of the lake the weeping willows hang with their leaves at the border shore while in silence they observe their own reflections in the water.



The sketch shows the beautiful lamps of Tivoli, specially drawn for Tivoli by famed Danish architect Poul Henningsen.



The impressive Crystal Palace building houses a concert and conference hall.



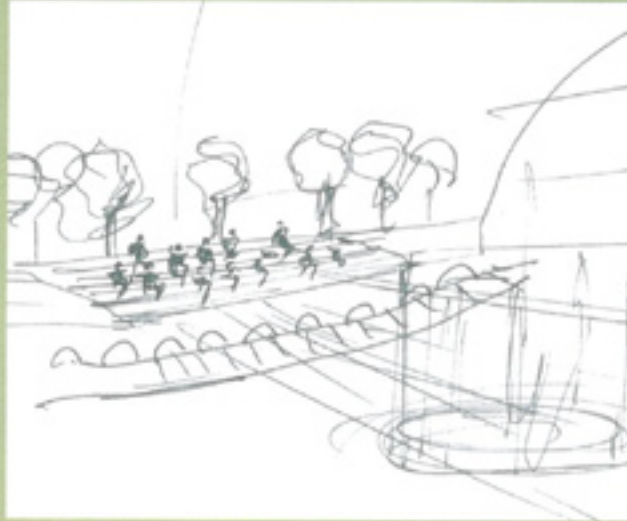
The Castle houses the Tivoli Boys Guard. Each day the proud boys of the Tivoli Guard change guard in front of the Castle before they march into the park at full musical throttle!



With Line 8 you can take a ride through the Park in the old tramcars.



The Hanging Gardens are one of Tivoli's recognizable garden elements.



Among the Park's garden elements numerous variations of the water theme can be found.



The main path along the lake offers romantic scenery.

Landscape - Open Air Stage



On the oval island strolling guests, from the large scene, can enjoy various artists and musicians as well as the view across the lake.

Ride List

The selection of rides for Tivoli Mediapolis has taken its departure in four criteria: **Capacity, Quality, Portfolio** and **Concept-compliance**.

This assessment has resulted in the following assortment of rides, broken down in phase 1 and 2 as well as compared to the original proposal from Forrec (please note, that the phasing of the rides are not definitive at this stage):

Tivoli Rides Phase 1	Area/Zone	Type	Capacity	Segment	Suggested supplier
Hjejlen	All	Boattrip	600	Family	
Childrens Playfield	All	Playground	500	Children	
Old Copenhagen Coaster	Old Copenhagen	Wild Mouse	900	Family	Gerstlauer
The Odin Express	Old Copenhagen	Powered Coaster	900	Family	Mack
Copenhagen Tower	Old Copenhagen	Junior Drop	400	Children	Gebr. Heege
Ferris Wheel	Old Copenhagen	Panoramic Wheel	350	Family	Zierer
The Shadow	Old Copenhagen	Haunted House	400	Family	Mack/Heimo
The Nightingale	H.C. Andersen	Spinning Ride	500	Children	Huss
Panda	H.C. Andersen	Kiddie Coaster	300	Family	Zierer
The Wild Swans	H.C. Andersen	Boats	400	Family	
Hans the Clopper	H.C. Andersen	Kiddie Coaster	400	Children	Gerstlauer
The Ugly Duckling	H.C. Andersen	Flume Ride	800	Family	Mack
The Snow Queen	H.C. Andersen	Walk Through	300	Family	
The Fabulous Monster	H.C. Andersen	Carroussel	700	Children	
Tivoli Bumper Cars	Explorer	Bumper Cars	800	Family	IE Park
Hot Air Balloon	Balloon Island	Balloon Ride	100	Family	
The Silk Route	China	Junior Suspended Coaster	600	Family	Vekoma
Chinese Vintage Cars	China	Miniature Cars	400	Children	Chance Morgan
The Temple Tower	China	Drop Tower	400	Thrill	S&S
Merry-Go-Round	Park	Carroussel	700	Children	Bertazzon
Line 8	All	Streetcar	400	Family	Dotto
Total			10850		

Ride List

Tivoli Rides Phase 2	Area/Zone	Type	Capacity	Segment	Suggested Supplier
Tunnel of Love	Old Copenhagen	Dark Ride	800	Family	Mack/Heimo
Tinsoldier	H.C. Andersen	Water Slide	400	Children	
The Princess on the Pea	H.C. Andersen	Inflatable	200	Children	
The Emperors New Clothes	H.C. Andersen	Hall of mirrors	200	Family	
Sky Mountain	H.C. Andersen	High Speed Carroussel	700	Thrill	
The Rafting	H.C. Andersen	River Rapids	1000	Family	Intamin
Slide Towers	Explorer	Slides	500	Children	
Water fall	Explorer	Spillwater	900	Family	Intamin
Tops	Explorer	Teacups	400	Children	Zamperla
Ragnarok	Explorer	Wooden Coaster	900	Family	S&S
The Mine	Explorer	Dark Water Ride	800	Family	
Balloon Ride (Ferris Wheel)	Explorer	Panorama Wheel	300	Family	
The Galley	China	Matterhorn	700	Family	Huss
The Crazy Bike in Shanghai	China	Carroussel	300	Children	Zamperla
The Golden Lion - Coaster	China	Looping Coaster	1100	Thrill	B&M
Total			9200		

Rides - Explanatory notes

As seen above, there is good overlap between the two proposals. The same applies for the estimated **capacity**, however Tivoli's estimation is slightly higher. This is not at least due to expected shorter stays, which can heighten the demand (on a short stay, guests are less willing to stand in lines).

Another important criterion in the selection of rides is **quality**. Tivoli has a long tradition for buying rides of a high quality standard – for safety-, reliability- as well as guest-experience reasons. To obtain this aim of high quality rides, the suppliers of these should be selected very carefully. It is Tivoli's experience, that the best products can be purchased from German, Dutch, Swiss, American and some of the finer Italian manufacturers, illustrated by the table below:

The list is not complete and is to be used only as an illustration. In the selection and composition of the rides it is furthermore of great importance to cater the whole family, since this is going to be the primary segment. Therefore the **portfolio** is very much oriented towards families and children, and only to some extent towards the teenage-market, as illustrated in the table below:

Also drawn from above is the fact that the master plan does not as such divide the park into different zones for different segments. Thus it is a very specific quality of Tivoli to mix different experiences as well as environment, where families can stay together throughout the visit. Tivoli should gather the families – not divide them.

As for the **concept-compliance**, all rides should be 1) compliant with the overall Tivoli concept (not too noisy or dominant) and 2) it should be possible to "Tivolize" these in a way, so that they blend in with the environment (but not necessarily the very extensive storytelling-thematization, which for example the Disney parks represent). Furthermore the rides should be sculptural and preferably free standing in the sense that passive capacity plays a large role in the spatial experience of Tivoli.

One criterion, which at this point only to a limited extent has been taken into account is **Cultural fit**. In the selection of rides, this criterion is perhaps the most important of them all, why the next phase should include a very thorough cultural assessment of the preference of the local amusement park visitors.

To illustrate the importance of this assessment, the two existing North Italian parks (Mirabilandia and Gardaland) experience quite low average ridership on their thrill-rides (inverted coasters, free fall towers) while the family oriented experiences are much more popular with the guests. Therefore the area of cultural fit needs further investigations.

Economy of the ride program

Ride Program Tivoli - All Cost in Euro

Phase 1						
Name	Type	Ride	Foundation	Installation	Theming	Total
Hjejlen	Boat Trip	600,000.00	-	-	400,000.00	1,000,000.00
Childrens playfield	Playground	300,000.00	-	-	-	300,000.00
Old Copenhagen coaster	Wild Mouse	1,000,000.00	30,000.00	150,000.00	200,000.00	1,380,000.00
Chinese Vintage cars	Miniature cars	50,000.00	50,000.00	-	50,000.00	150,000.00
The Nightingale	Spinning Ride	1,000,000.00	50,000.00	50,000.00	200,000.00	1,300,000.00
Hans the Clopper	Kiddie Coaster	500,000.00	30,000.00	100,000.00	100,000.00	730,000.00
The Temple Tower	Drop Tower	1,500,000.00	100,000.00	350,000.00	100,000.00	2,050,000.00
The wild Swans	Boats	150,000.00	-	50,000.00	100,000.00	300,000.00
Hot air ballooon	Balloon Ride	300,000.00	25,000.00	100,000.00	100,000.00	525,000.00
Panda	Kiddie Coaster	500,000.00	30,000.00	100,000.00	100,000.00	730,000.00
The Ugly Duckling	Flume Ride	2,000,000.00	600,000.00	300,000.00	500,000.00	3,400,000.00
Tivoli Bumper cars	Bumper Cars	300,000.00	-	50,000.00	100,000.00	450,000.00
The Odin Express	Powered Coaster	1,600,000.00	100,000.00	150,000.00	100,000.00	1,950,000.00
Copenhagen Tower	Junior Drop	300,000.00	20,000.00	20,000.00	50,000.00	390,000.00
The Silk Route	Supended Coaster	3,000,000.00	300,000.00	250,000.00	200,000.00	3,750,000.00
Ferris Wheel	Panoramic Wheel	200,000.00	20,000.00	25,000.00	75,000.00	320,000.00
Merry go around	Carroussel	500,000.00	10,000.00	25,000.00	100,000.00	635,000.00
The Shadow	Haunted House	1,500,000.00	50,000.00	200,000.00	1,500,000.00	3,250,000.00
The Snow Queen	Walk Through	-	-	250,000.00	1,500,000.00	1,750,000.00
The Faboulous Monster	Carroussel	500,000.00	10,000.00	25,000.00	100,000.00	635,000.00
Line 8	Street Car	200,000.00	-	-	100,000.00	300,000.00
Total Phase 1						25,295,000.00

Ride Program Tivoli - All Cost in Euro

Phase 2						
Name	Type	Ride	Foundation	Installation	Theming	Total
Waterfall		1,500,000.00	2,000,000.00	750,000.00	750,000.00	5,000,000.00
Tops		550,000.00	50,000.00	75,000.00	100,000.00	775,000.00
Ragnarok		7,000,000.00	500,000.00	2,000,000.00	200,000.00	9,700,000.00
The Rafting		1,500,000.00	2,000,000.00	750,000.00	750,000.00	5,000,000.00
Power Surge		1,500,000.00	100,000.00	200,000.00	200,000.00	2,000,000.00
The Galley		1,000,000.00	30,000.00	150,000.00	200,000.00	1,380,000.00
Slide Towers		75,000.00	5,000.00	10,000.00	25,000.00	115,000.00
Tin Soldier	Water slide	150,000.00	5,000.00	10,000.00	25,000.00	190,000.00
The Mine	Boat Ride	2,000,000.00	600,000.00	300,000.00	1,000,000.00	3,900,000.00
The Princess on the Pea	Playground	150,000.00	-	-	-	150,000.00
The Crazy Bike in Shanghai	Carroussel	500,000.00	10,000.00	25,000.00	100,000.00	635,000.00
Tunnel of Love	Dark Ride	1,500,000.00	50,000.00	200,000.00	1,500,000.00	3,250,000.00
The Emperors new clothes	Hall of Mirrors	-	-	200,000.00	750,000.00	950,000.00
The golden lion	Steel Coaster	6,500,000.00	300,000.00	650,000.00	100,000.00	7,550,000.00
Balloon ride	Ferris Wheel	200,000.00	20,000.00	25,000.00	75,000.00	320,000.00
Total Phase 2						40,915,000.00
Grand Total						66,210,000.00

Games

Tivoli games concept

In Tivoli Copenhagen there are several different elements of the games concept. First of all Tivoli Copenhagen have slot machines which are popular among elderly people attracted from all over the city. These machines create strong revenues for Tivoli. The slot machines are closely related to the urban area of Copenhagen and in off seasons there is access from the outside of Tivoli. Furthermore Tivoli has duck ponds and the wheel of fortune which accommodate all the family segments. Moreover, Tivoli has game arcades and shooting ranges which accommodate the young adult segment and the family segments i.e. mostly boys and their fathers.

In Tivoli there is a wide variety of different games and the size of the area is typically between 8-25m² (except for the game arcades and slot machine area) and in most cases of light wooden structure. The gaming structure is a mix between Tivoli owned and outsourced games. The income of the leased games is app. € 700.000 a year.

The overall purpose of the games is first of all to make earnings for Tivoli. Furthermore the games are to create atmosphere and entertainment that are different from the rides. In Tivoli Copenhagen the different games are placed between the rides to give a more intimate feeling of entertainment when the visitors are not using the rides. At the same time the games are a very cheap way to create entertainment for the visitors and at the same time satisfy their natural desire for competition. In Tivoli Copenhagen there is a limit by law that the value of the prize is not to exceed € 45, though the size of the prize is not essential as much as the gaming in itself.

Tivoli Mediapolis games concept

The different games have to be designed and themed according to the zoning of the park. This is important as the visitors will consider the games as a natural, implemented part of the zone. This will create the atmosphere of intimacy and activity in the zone. The games enable the families to compete against each other, which will function as a driver towards the next game a little further along the strolling pathway. At the same time it gives the spectators (the visitors passing by) a possibility to stop and enjoy the games and the atmosphere surrounding them.

The placement of the games in Tivoli Mediapolis is of strong importance. The different games have to be placed in between the rides to create a dense atmosphere in the areas of Old Copenhagen, Fairytale forest and the ride area. The explanation of the placement of the games between the major rides is evident from the experiences of Tivoli Copenhagen where the games have a synergy effect as the visitors will have to pass them when they stroll from one ride to another. This effect is first of all generated because of the strong concentration of rides, games etc. but also because the visitors are prone to use the games again and again once they get started. The foot print of the different game units should not be more than 25 m² (except for game arcade and area for slot machines), though depending on the type of game, to ensure the intimate atmosphere and a rich variety of supply. It is very important that the games are themed in accordance with the theming of the area/zone.

It is anticipated that the usage of the games will follow the same pattern as in Denmark both when it comes to extent and segmentation. Accordingly the slot machines will accommodate primarily the seniors but also the young adults. The duck ponds, the wheel of fortune and these types of games will accommodate the family segments and the young adults. These kinds of games are very important because of the family orientation of the park. The more advanced games should also be represented in the park but in lesser quantity. This also ensures a mix between the advanced games in the core and the more traditional family based games of the park. The shooting range and a possible game arcade will accommodate the young adults and the family segments.

Taking the slot machines into account Mediapolis is first of all to examine whether these are legal according to Italian law. Secondly it should be considered, if slot machines can be legally placed in the core building to ensure access all year around. In continuation of this a game arcade should be placed in the core building because of the low costs of such games, their accessibility and popularity.

As examples of types of games in Tivoli Copenhagen the following can be mentioned:

The cheerful kitchen

The cheerful kitchen is a game where the guest must pay a typically small fee and in return gets to smash china with balls made out of wood. This is a very simple game where there is no price to win, but smashing plates and cups creates an atmosphere where winning consist of smashing the most china. The primitive games attract typically all guests in the park since the game is for everyone and the cost is low.

The shooting range

The shooting range gives the guest an opportunity for a small amount to shoot on a target. There are fairly small prices to win, but then again winning a price is not essential. The shooting range is typically themed, i.e. Chinese theme or Hunting theme, this to form a general impression of the park. This game primarily attracts a younger segment or family with children and is a typical father/son activity.

In considering the game mix, the exact mix is to be tested in focus group interviews. In such interviews it is also relevant to have the respondents account for whether slot machines etc. are acceptable in this kind of an amusement park.

Food & Beverages

Tivoli restaurant concept

Tivoli's management model on restaurants, fast food etc. is composed of both central and de-central outsourcing. All in all Tivoli has 40 restaurants and cafés. Centrally outsourced is Tivoli's management on fast food in a joint-venture company with Compass group. De-centrally outsourced are the restaurants by individual leasing contracts. These leasing contracts for the restaurants are based on a variable turnover dependent rent ranging from 6 – 23 % (on average 14%) to Tivoli. This means that revenue of Tivoli Copenhagen's restaurants is primarily originated in rental income from lease-holders.

The restaurants of Tivoli Copenhagen are segmented according to the general price level of Copenhagen and needs of the guests. The total seating capacity of Tivoli Copenhagen is 9.469 and approximately 80 % of Tivoli guests eat in one of Tivoli's restaurants or fast food courts.

Tivoli has four categories of restaurants: Gourmet, 1. class, family and fast food. App. 60 % of the total revenue of restaurants comes from gourmet and 1.class restaurants, but at the same time Tivoli has an over-capacity of seats in gourmet restaurants. Tivoli Copenhagen is therefore making an effort to strengthen the family restaurant concept by better matching the price level outside the Garden which will create an incentive and not a barrier to this segment to eat in the garden.

Mediapolis restaurant concept

ERA has for Mediapolis projected a first year attendance of 1,57 million visitors. The seating capacity is estimated to 1700 and stabile for the following years. First of all Tivoli International takes this estimate to be a little low considering that ERA projected the park to be a destination park which typically does not have that much seating capacity. Secondly Tivoli International has according to the business model changed the park from a destination park to a program park i.e. visitors of the park have a different visitation pattern and a shorter average length of stay. This gives different requirements on the number of restaurants, how they are placed and segmented in combination with Italian dining habits. According to the F&B report from Cini-Little International, Inc. the design day seating requirement is 2098 i.e. this gives a maximum capacity of 2750 seats when maximum efficiency on seating is obtained. Tivoli International endorses the F&B report which lists a total of 20 unit's restaurant program all though more minor fast food units will be needed. Furthermore it should be considered adding more seat capacity to the gourmet, trattoria and enoteca restaurants as the low number of seats makes it very hard to create a profitable business. Tivoli International considers a balance in the catering supply between a typical destination park and Tivoli Copenhagen as an optimal composition.

The Mediapolis position between Milan and Turin can be an advantage for the Mediapolis Complex and the park as it reduces competition from restaurants in the surrounding area. At the same time the placement of the site can be a disadvantage as the "drop by" visitors will be reduced although the presence of the shopping centre on the other side will increase the opportunity for "drop by" visitors to the park.

Gourmet restaurants can be considered a gamble because it can be hard to attract the relevant segments. In gambling Tivoli International means that this depends on how successfully the complex can attract the conference and business clientele. In consequence Mediapolis has to ensure synergy between the park and the hotel. The conference and business clientele is attractive to Mediapolis because of its position between Turin and Milan. Furthermore the Mediapolis Complex is situated 30 minutes drive from two international airports. With this in mind it should be possible to create conference and business arrangements (packages) that will attract companies to the Mediapolis Complex. One or two of the gourmet restaurants are to be placed close to the core building as the conference and business clientele not necessarily want to stroll the park. The gourmet restaurants should be differentiated in variation and also in prize i.e. the best restaurant should have at least one Michelin star. This will give the opportunity to promote the restaurant externally and even to make it an attraction in itself i.e. the reputation of the restaurant will be the driver of its guests.

The family restaurants (enoteca and trattoria) will accommodate the family day tripper in the upper segment and the family shopper segments and also seniors. Whereas lower segments primarily will use fast food outlets and cafés. These segments are very important as they are considered the main driver of the Tivoli Park. Therefore these restaurants both have to be placed close to the core to ensure easy access, and further away from the core as we want the guests to stroll the entire park. These restaurants will function as a magnet on the above mentioned segments and the seating capacity in these restaurants is therefore important. The functionality of the restaurants will primarily be in the evenings around dinner time, but also in connection with the entertainment and events of the park.

As discussed at the work session on June 16-17th the Cavanese region has great potential in the North Italian market of seniors because of its many seniors who can be assessed as potential visitors of the Mediapolis Complex. This assessment is based on guest synergy created by making the core function as a magnet on the seniors i.e. the core becomes a driver for strolling into the Tivoli Park. Seniors then have the possibility of strolling the core as well as the park. This puts more emphasis on seniors as a primary segment because they will create constant life both in the core and the park. This segment is not considered a high spender but it is important group in relation to creating a continuous flow through the entire Mediapolis Complex.

The fast food outlets are also of importance to the park. The fast food is often the most profitable and it is easy to manage. It is to be emphasised strongly that the fast food concept is not understood in a traditional American way but taking into account the Italian fast food culture i.e. making the fast food outlets according to an Italian fast food model. Themed fast food outlets can be considered but is not in line with the ERA assessments on the viability of Mediapolis because the demand of such fast food brands in Italy has not experienced the same trend as in the rest of Europe. The function of the fast food outlets is primarily to accommodate the young adult and the lower end of the two family segments. The outlets have to be spread all over the park and have a fairly large seating capacity. This is seen in connection with the average length of stay on 3-4 hours.

Also included in the restaurant concept are the numerous shops selling candy, ice cream and beer etc. These shops attract all segments and have to be spread all over the park but mostly concentrated along the main pathways and in the back of the park because strolling through the park for a certain amount of time will create a demand for such products mostly from the children and the teens to their parents. These shops does not require a lot of seating capacity in the immediate area but is supplied with seating places all over the park in combination with views of scenery etc.

In taking into account the number and types of restaurants the distribution of these are of importance. The over all distribution of the restaurants takes its point of departure from the contamination area. Furthermore the restaurants will be themed in accordance to the zoning.

The area including the contamination area, the harbour island and the zone of "Old Copenhagen" is the primary area of food concentration. This area will contain all of the F&B report mentioned restaurants and fast food units, except fine dining. These restaurants are to be placed as close to the lake as possible to incorporate the view over the lake and the rest of the park. This area i.e. the island and some of the "Old Copenhagen" area, is also meant to be open in the winter season.

In the area of the fairy tale forest to the explorer universe of Nobile & Salgari the concentration of restaurants will refer to fast food and bar units as they are considered "fuel" during the strolling of the park. This is taking into account the fact that the ride zone is primarily in this area and that these areas do not need as many restaurants as the entertainment areas.

In the garden zone the concentration of restaurants will increase again both at the lake but also in the back of the garden zone to accommodate the guests who acquire more calmed areas for dining. Furthermore two fine dining restaurants are placed in this area. The first restaurant is to be placed close to the Crystal Palace with view of the lake and the rest of the park. The second is to be placed close to the hotels to accommodate access from both the hotels, concert hall and from the park to utilize the view of the garden zone and the open-air stage. The rationale for this is based on experiences from the Legoland hotels where the conference and business clientele would have their meals in the park close to the atmosphere and livelihood of guests instead of the hotel restaurants which were almost empty. In connection to this Legoland closed the table served hotel restaurant and instead utilised the capacity of the park.

In the overall restaurant concept, ownership issues should also be taken into consideration. The gourmet restaurants have to have an outside operator to ensure top quality. It is recommended Mediapolis to create lease agreements for operators containing a fixed market based rent for all restaurants etc. resting on sqm. estimates to optimise the revenues of the restaurant areas.

The family restaurants, fast food outlets and the candy shops should be operated by Mediapolis. It is Tivoli International's experience that these operations will create revenues of greater proportions than using an outside operator. The possibility of a franchise can be considered, though it should be fitted to the atmosphere of the park etc.

Restaurant list

Name	Type	Area / Zone	Capacity	Guests
Café	-	Entrance	41	All segments
Minor fast food	-	Entrance	64	All segments
Nyhavn 17	Trattoria	The Harbour Island	138	Family, seniors
Buffereria	-	The Harbour Island	209	Family, young adults
Bar	-	The Harbour Island	73	All segments
Old Black Jewel	Trattoria	Old Copenhagen	138	Upper Family, seniors
Marché	-	Old Copenhagen	230	Family, young adults
Major fast food	-	Old Copenhagen	109	Lower family, young adults
Major fast food	-	H.C. Andersen	109	Lower family, young adults
Høje Slot	Minor fast food	H.C. Andersen	64	All segments
The Ferry Inn	Trattoria	The Ferry Island	138	Family, seniors
Northern Lights	Fine Dining	Northern Lights	88	Upper family, seniors etc.
Major fast food	-	Explorer	109	Lower family, young adults
Bar	-	Explorer	73	All segments
Grøften	Enoteca	The Balloon Island	112	Family, seniors, young adults
Crystal Dining	Fine Dining	Pier	88	Upper family, seniors etc.
Chinese Tower	Minor fast food	Park	64	All segments
Enoteca	-	Park	112	Family, seniors, young adults
Tivoli Dining	Fine Dining	Park	88	Upper family, seniors etc.
Café	-	Open Air Stage	41	All segments

Entertainment/program

Tivoli Copenhagen

In Tivoli Copenhagen there are more than 3000 events throughout the year related to entertainment. There are both guest performers and permanent staff employed for the entire season. Tivoli has three main stages: 1. the concert hall (1800 seats), 2. the open air stage (max 20,000 people) and 3. the glass hall (900 seats). In addition there are two music pavilions (the harmony pavilion and the pavilion for the big band), the Pantomime Theatre for the comedia del arte, kids theatre and smaller areas for events.

The permanent events are:

- Friday rock in Tivoli
- Tivoli Boys Guard (Tivoli Garden)
- Promenade orchestra
- Big Band
- Pantomime Ballet Troup
- Symphony Orchestra
- Fireworks (Saturday)
- Tivoli Illuminations (every day)
- Flower parade
- H.C. Parade (2005)
- Kids theatre
- Swing time (Saturdays)
- Artist show (every day on the open air stage)

In addition to this there are 150-200 guest performers in the park throughout the season

Festivals are:

- Christmas in Tivoli
- Beer festival
- Jazz festival
- Love day
- Greenlander day
- Flower festival
- Handicap day
- Music school day



The overall idea of the entertainment programme is that there should be a high degree of cultural diversity and through that an offer to everyone from classical music to rock, from ballet to street dance, from traditional theatre to experimental theatre and from fireworks to laser illuminations. At the same time the entertainment functions as a key element in the park when it comes to visitation. The variety is vast and is also one of the reasons why Tivoli has a visitation pattern quite different from other parks. For example on a typical day the number of visitors is doubled from 17.00 to 23.00.

Tivoli Mediapolis

Because of the placement of the Mediapolis complex the overall strategy on entertainment should focus on events, typically on weekends, instead of a specific entertainment programme through out the week. This taking into account the envisaged segments relevant for the Mediapolis Complex. It is the opinion of Tivoli International that events on Fridays, Saturdays and Sundays can attract a large amount of guests which will not be possible on ordinary weekdays. The events should then be of larger scale to attract the segment of young adults which is considered having a fair amount of "pocket money" to spend in the park at these events.

A weekly Friday/Saturday rock event combined with the studio in the core building will be an obvious synergy between core building and park. Another interesting option is to utilise the studio performers in the park on week-days - for example unplugged concerts in the park at the pantomime theatre could be an interesting option to exploit in order to create an on-going entertainment in the park.

On the other hand the idea of using entertainment to create an atmosphere in the park and to keep people longer in the park or attract other segments of the population is still highly relevant, even though not located in the city. The programme should try to satisfy the demand of the segments defined in the business model. Therefore the kids oriented entertainment such as parades and kids theatre should be combined with classical music for the seniors and rock music for the young adults.

In other words the entertainment programme at Tivoli Mediapolis will be less than in Tivoli Copenhagen but significantly more than in the traditional destination park. Tivoli Mediapolis is envisaged to have two main stages: 1. the glass hall (Crystal Palace 900-1000 seats) combined conference and theatre, 2. the open air stage (max 12,000 people on the lake). In addition there is a smaller theatre in the core building used for 4D films, shows and events, a music pavilions potentially also used as kids theatre, a pantomime theatre, which will be used for ballet, unplugged music and smaller events and an area where the Tivoli Illuminations can be seen on the lake. The boys guard will have its "barracks" at the open air stage.

An important observation is that the park will not have very expensive shows (both investment and variable cost wise) as can be seen in many of the branded parks for example as in Warner Bros in Madrid. The park will focus on atmosphere generating shows that will create an intimate feeling for the visitor.

The permanent entertainment is envisaged to include the following elements:

Permanent Program

- Boys guard
- H.C. Andersen parade
- Fire works (open air stage)
- Illuminations (on the lake)
- Kids theatre (H.C. Andersen area)
- H.C. Andersen reading room
- Classical quartet (pavilion)
- Artist show (open air stage and pavilion)

Event based:

- Friday or/and Saturday concerts
- Guest performing Comedia del arte
- Unplugged – Universal Music
- TV related performances on the open air stage
- Guest musicians for the pavilion (classical atmosphere creating)

Festivals

- Wine festival (Piemonte wines)
- Christmas
- Beer festival
- Festival for the Canavese region / Orange Festival

To summarise the entertainment venue is a complex mix of different elements, but with the purpose of creating atmosphere and life to the park and to extend the stay of the visitor. The entertainment programme should also be a driver to attract the non-typical park visitor to the park and hereby restaurant capacity can be utilised at a higher level. A precise entertainment plan should be developed on top of the overall guidelines described above.

Show list

Attractions/Shows	Area/Zone	Footprint	Capacity
Tivoli Illuminations	Lake		
Fairytale reading pavillion	H.C. Andersen	50 m2	
Park Pavillion/ Children Theatre	H.C. Andersen	150 m2	300
The Chinese Tower	China	350 m2	600
Japaneese Garden	China		
Pantomime Theatre	Park	300 m2	
Open Air Stage	Park	3500 m2	12000
Chrystal Palace 4D Cinema	Park	490 m2	900
Boys Guard Parade	Park		
Band Stand	Park	20 m2	

Retail/merchandise

Retail of Tivoli, Copenhagen

Over the past few years Tivoli has taken an erratic course on the retail programme. Tivoli has experimented with different thematic concepts and more expensive and high quality Tivoli branded products. In doing this Tivoli tried to expand the product lines because of our relatively few products which are typical for the Tivoli brand. Tivoli is currently working with three concepts for retail:

- 1) Tivoli branded products encompassing classical merchandise which are typical Tivoli icons – products as Pjerrot, Columbine and Harlekin etc. Furthermore Tivoli has developed a product line of unique products of high quality from Tivoli - with the Tivoli name, logo or icons discreetly placed on the products. An example of this is Tivoli branded clothing.

It is the intention of Tivoli in Copenhagen to develop a branded icon/mascot in connection with the summer season 2005 (the 200 years birthday of H.C. Andersen). It is the intention to use one of the figures from the fairy tales and produce an icon that can be used in the merchandise. Along the same lines Tivoli is planning a H.C. Andersen parade (in co-operation with Disney), which will use the mascot in order to create an identity throughout the garden. Such a mascot can also be used in the marketing of the park. One icon, which could be relevant is the "The ugly Duckling" which can be combined with the above mentioned zone of H.C.Andersen.

A new development in Tivoli Copenhagen is also to produce merchandise that is related to specific rides. This year merchandise related to the "Mine" and to "Valhalla" has been introduced with good results. The sale of merchandise has been supported by the kids theatre where a play based on the storyline of the "Mine" has been composed. In that way the exposure of the icons is bigger with higher sale in the merchandise outlets.

- 2) Non-branded products. These products are mostly ornamental with high emphasis on trendy looks i.e. these products are often found in life style magazines.
- 3) Products of convenience which cover requirements of the guests during their visit to Tivoli i.e. umbrellas etc. or products that strengthens their experience of Tivoli.

The strength of Tivoli retail is that Tivoli is the most well known name and place in Denmark. Branded products account for 45 % of all retail. New selections and shop arrangements secured a growth in 2002 of 7-9 % a guest. Moreover Tivoli has great experience with different thematized product lines and types of shops.

In spite of Tivoli's well known name the turnover of Tivoli retail is limited. This illustrates that Tivoli is facing some problems in transforming the Tivoli brand into actual merchandise. One of the problems is that the location and the visibility of the merchandise shops are not optimal in the garden. Furthermore the visitation pattern in Tivoli with many local visitors are also decreasing the potential for increasing the merchandise sale. Under all circumstances Tivoli merchandise strategy is currently being changed, which implicates that greater synergy between rides, entertainment and merchandise is needed in order to boost the sale.

Retail of Mediapolis

In preparing the overall concept of retail to Tivoli Mediapolis it is important to draw on the experiences of Tivoli, Copenhagen. Tivoli Mediapolis will because of the site and attraction of certain segments have the possibility of a better positioning of branded retail which is outlined below:

- 1) Overall it is possible for Mediapolis to place retail shops and stores strategically in accordance with planning of the park based on guest flow and logistics projected in the master plan.
- 2) For Tivoli Mediapolis it is important to deliberately work with icons transferred from Tivoli, Copenhagen in positioning the Tivoli brand. Furthermore Tivoli Mediapolis should consider creating an icon of their own i.e. a Mediapolis inspired mascot to be positioned at the same level as the Tivoli icons.
- 3) The more homogeneous visitor group is quite opposite from the guest flow of Tivoli, Copenhagen which gives Mediapolis better possibilities and opportunities in targeting retail products directly at certain products.

From a planning perspective Tivoli Mediapolis will work with the following elements. There will be three shops on the site, one (the biggest in the core building) and two in the park one on the island in Old Copenhagen and one in the Chinese area. In addition to these shops photo shops will be on the flume ride and the coasters. If it is possible to have themed merchandise related to the ride as for example the "mine" in Tivoli then smaller outlets will be placed adjacent to the ride. A themed balloon sales outlet will be placed in the Chinese area in connection with playground or kiddie rides.

From a product point of view the goods should be inexpensive but of good quality. Focus should be on mass sales and on the sales of the goods that are related to the mascot. One interesting merchandise product in the park could be the "build a bear®" concept that has been very successful in USA and Canada.

The mascot development in Copenhagen will be highly relevant for Mediapolis since such development is also related to parades, fairytales and the H.C. Andersen themed area. Current products used in Tivoli that could be transferred directly is:

Product	Description
Harlekin/Columbine/Pjerrot	Figures from the Pantomime Theatre (Comedia Del Arte)
The Tivoli Boys Guard	Wooden figure designed by famous designer Kaj Bojesen
The Tivoli "Red" attendant	Different products related to the classical Tivoli uniform
H.C. Andersen line	Different products using H.C. Andersen fairy tales
Multi colour line	A wide variety of goods using the Tivoli Logo, t-shirts, cups, umbrellas, ball pens, etc.
Tivoli Icon	Different products related to icons in Tivoli
Tivoli Logo merchandise	A wide variety of goods using the Tivoli Logo, t-shirts, cups, umbrellas, ball pens, etc.

Tivoli pink heart	Themed clothes for girls
Tivoli collage	Themed clothes for boys
The dragon "perlemor"	Themed goods related to the "Mine" ride
Swords and shields - Valhalla	Themed goods related to the "Valhalla" ride

To summarise: The merchandise outlets will have the following characteristics and approximate foot print:

Name	Footprint	Placement	Main Segments
Tivoli Shop 1	300m ²	Entrance area	Family day tripper
Tivoli Shop 2	200m ²	Chinese area	Family day tripper
Tivoli Shop 3	100m ²	Old Copenhagen	Family day tripper
Photo shop 1	15m ²	Icon Coaster	Family and younger adults
Photo shop 2	15m ²	Icon flume ride	Family and younger adults
Photo shop 3	15m ²	Coaster	Family and younger adults
Ride shop 1	Mobile	Related to selected themed ride but flexible (Perlemor)	Kids
Ride shop 2	Mobile	Related to selected themed ride but flexible (Ugly Duckling)	Kids
Balloon sales	Mobile	Located close to the open air stage and the entrance area	Kids

From an economic perspective Tivoli Mediapolis can not expect to have a turnover on merchandise that is comparable with other branded parks such as Lego, Warner Bros or Universal. In comparison with Tivoli in Copenhagen it is, however, expected that a higher percentage of the turnover will come from merchandise. This is primarily based on the fact that Tivoli in Copenhagen has a high percentage of repeat local visitors that are generally spending less on merchandise. Tivoli Mediapolis will have a fairly high percentage of family day trippers, which are typically high spenders on merchandise. At the same time the chance of creating a mascot from the very beginning either based on figures from Copenhagen or a figure created in Italy will give the park a good opportunity of creating synergy between rides, marketing and merchandise.



View of the Park and the entire Mediapolis Complex.

Process development - Attractions



Garden of Mist



Hovering Islands



Lovely Picnic



Magic Dance Pavillion

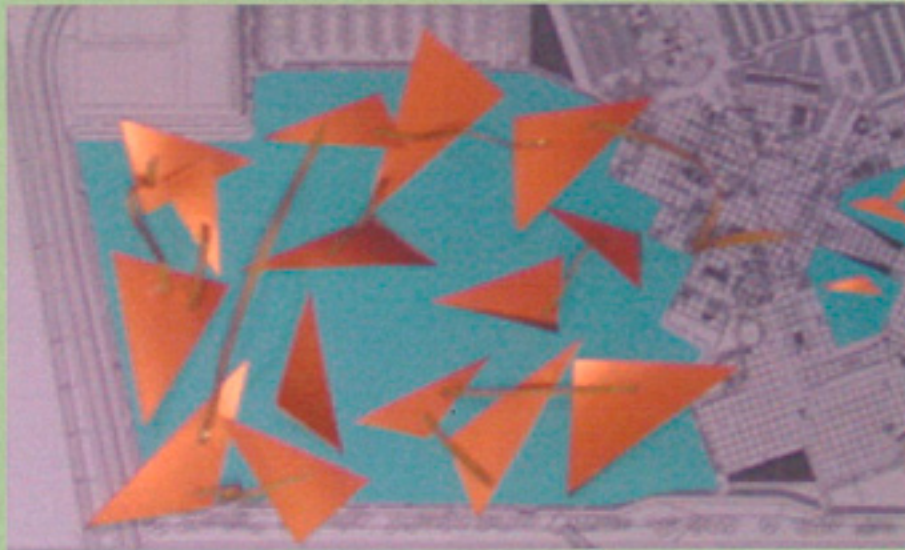


Slow Land



Space Travel

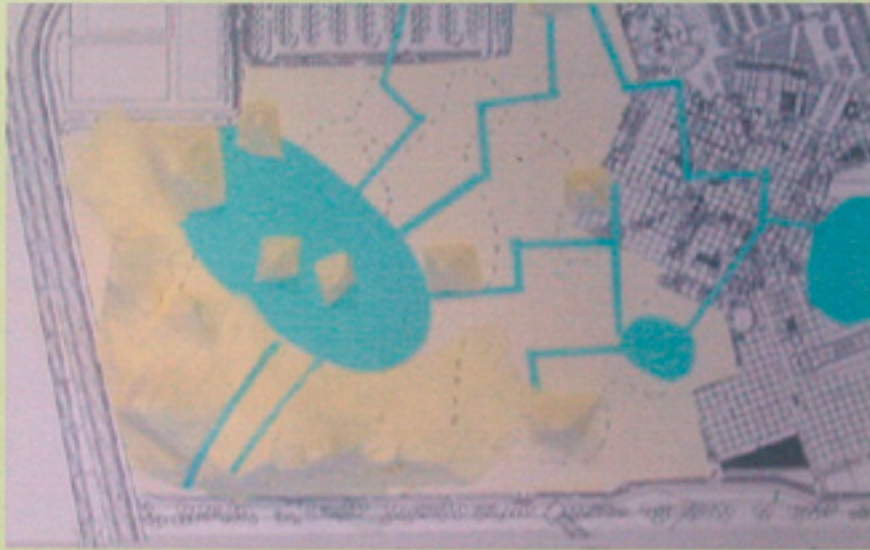
Process development -The Shape of the Park



Model of June 6th.



Model of June 6th.



Model of June 6th.



Model of June 13th.



Model of June 15th.



Model of June 16th.



Model of June 16th.



Model of July 21st.

