



“imagination
is our middle name”

BRC Imagination Arts



BELIEVE

To believe in your project you must believe in three things.

1 You must believe that you can make a real, measurable difference in your community and the world – that you can attract the unconvinced and the disinterested, fire their imaginations and permanently modify their behavior through a compelling, life-changing experience during a visit of only a few hours.

2 You must believe that you can enter a crowded and competitive market place and attract both the funding and the broad audience that will most benefit from your vision.

3 You must believe that you can control the process and the budget so that you arrive at opening day without having sacrificed, lost or significantly compromised your purpose.

To achieve less would be to fail your subject, your audience, and the future.

If this is an overstatement of your goals...if all you need to do is create an elegant setting that only attracts and appeals to a small gathering of those who need no convincing, then stop reading. There are other, easier choices before you.

But if instead you want to change the world, read on.

BRC Imagination Arts can help.



stination

NASA's Kennedy Space Center Visitor Complex,
Exploration Space:
Explorers Wanted

WHAT IS **YOUR** DREAM?

"I want a place of **wonder** and beauty..."

"...it has to **take people where**
they've never gone before..."

"...a place that offers education and **inspiration...**"

"...it has to promise **excitement**, and then deliver..."

"...Not just a new place, but a **new kind** of place..."

"...discovery, **adventure** and exploration..."

If you want to create a place that touches the heart, fires the imagination and stimulates the mind of your guests...if you want to create something unique...a place that makes a real difference in the lives of others...call us.



Expo 2010 Shanghai,
Information and Communications Pavilion
by China Mobile and China Telecom

WHERE ARE YOU HEADED?

BRC serves four creative portfolios – Brand, Cultural, Entertainment and Media & Events. Many projects gain strength by borrowing techniques and knowledge from two or more portfolios.

BRAND

Corporate Brand Centers
Cities
Regions
Governments
World Expos

CULTURAL

Museums
Visitor Centers
Science Centers
Heritage Sites

ENTERTAINMENT

Theme Parks
Attractions
Mixed-Use Developments

MEDIA & EVENTS

Live Shows
Immersive Theaters
Special Venue Media

Brand Experiences

Corporate Brand Centers

Cities

Regions

Governments

World Expos

*"Never let what you can't
do interfere with what
you can do."*

—John Wooden,
Basketball Coach

BRC has been entrusted with designing and producing immersive experiences for some of the World's most respected brands. Our experience includes large-scale visitor centers, industrial tours, experiential marketing and themed attractions based on a corporate brand or intellectual property. BRC can help you engage your audience and cultivate a strong and lasting brand loyalty.



Volkswagen Gläserne Manufaktur





Heineken Experience



**Expo 2010 Shanghai,
Information and Communications Pavilion
by China Mobile and China Telecom**



**Empire State Building,
Dare to Dream Tour**

Brand Experiences

Corporate Brand Centers
Cities
Regions
Governments
World Expos

"I have learned to use the word 'impossible' with the greatest caution."

—Wernher von Braun



**Expo 2010 Shanghai,
USA Pavilion**



Ford Rouge Factory Tour



Heineken Experience



*"Far better it is to dare
mighty things, to win
glorious triumphs, even
though checkered by
failure than to take rank
with those poor spirits who
neither enjoy much nor
suffer much because they
live in a gray twilight
that knows not victory
nor defeat."*

—Theodore Roosevelt



Abbey Road Studios Experience

Cultural Experiences

Museums

Visitors Centers

Science Centers

Heritage Sites

*"To stir the emotions
is indispensable."*

—Cicero, Roman Orator
and Politician

Facts are quickly forgotten. Inspiration can last a lifetime.

BRC won't settle for crafting shows and exhibits that merely inform the guest. Our goal is to create cultural experiences so memorable that guests will leave as enthusiasts, wanting to know more. Your exhibit becomes a gateway to a lifetime of learning.



Arizona Science Center



Louisiana's Old State Capitol



Abraham Lincoln Presidential Library and Museum



NASA's Kennedy Space Center
Visitor Complex,
Apollo/Saturn V Center

Cultural Experiences

Museums
Visitor Centers
Science Centers
Heritage Sites

"In the future anything inherently boring will have to be made entertaining or risk being ignored."

—John Nesbitt, author of Megatrends, Editor of "Trends" Newsletter



Louisiana's Old State Capitol



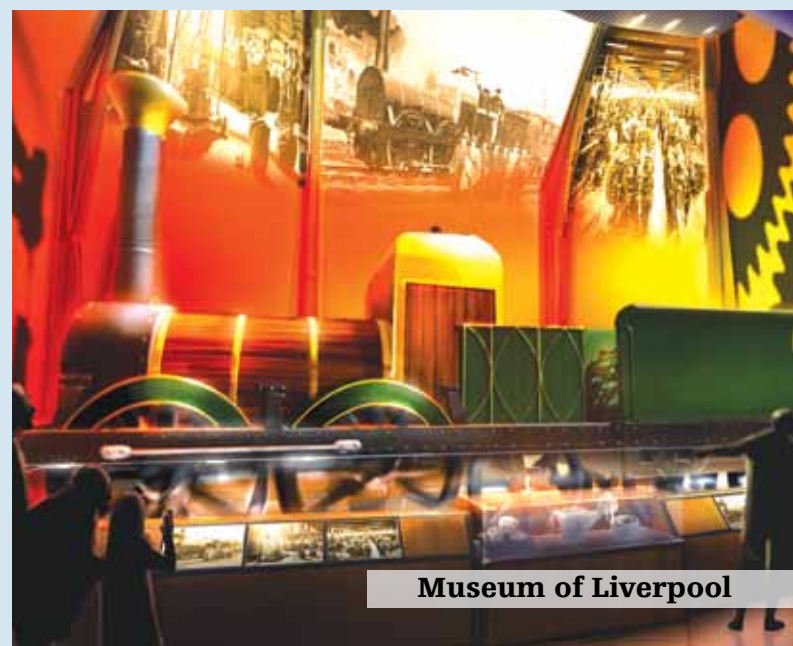
Martin Luther Experience



**NASA's Kennedy Space Center Visitor Complex,
Exploration Space:
Explorers Wanted**

*"Obstacles are those
frightful things you see
when you take your
eyes off your goal."*

—Henry Ford



Museum of Liverpool

Entertainment Experiences

Theme Parks

Attractions

Mixed-Use Developments

"Proceed from the dream outward."

—Carl Jung

Big fun, done big! For over a quarter century, we've been creating world-class, one-of-a-kind entertainment experiences for audiences around the globe. We bring experience, commitment, and our unique approach to storytelling to every project, be it a theme park, attraction, or mixed-use development.



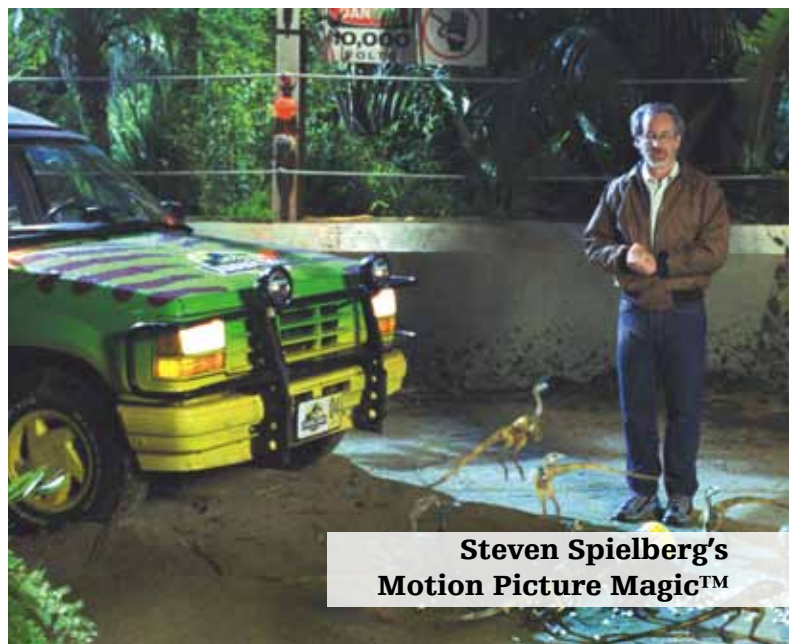
Freej Theme Park



Sharm El Sheikh



**NASA's Kennedy Space Center Visitor Complex,
Shuttle Launch Experience**



**Steven Spielberg's
Motion Picture Magic™**

Entertainment Experiences

Theme Parks

Attractions

Mixed-Use Developments

"There are no rules, only sins. And the cardinal sin is dullness."

—Frank Capra, Film Director



Hainan Space Park



SyFy Experience



Universal Studios Japan,
Animation Celebration®

*"Seek to fascinate rather
than impress your guests."*

—Lars Liebst, Tivoli Gardens



**Knott's Theme Park,
Mystery Lodge**

Media & Events

Live Shows

Immersive Theaters

Special Venue Media

*"Excellence is doing
a common thing in
an uncommon way."*

—Booker T. Washington

BRC Imagination Arts began as a media production company. Starting with our first job in 1981 (for Walt Disney's Epcot Center), clients have been coming to us for innovative, one-of-a-kind immersive media experiences.

BRC team members have helped create spectacular live events for over thirty years, from the NFL Experience at the Super Bowl, to an award-winning international theater in the Middle East and Europe, to ice show extravaganzas.



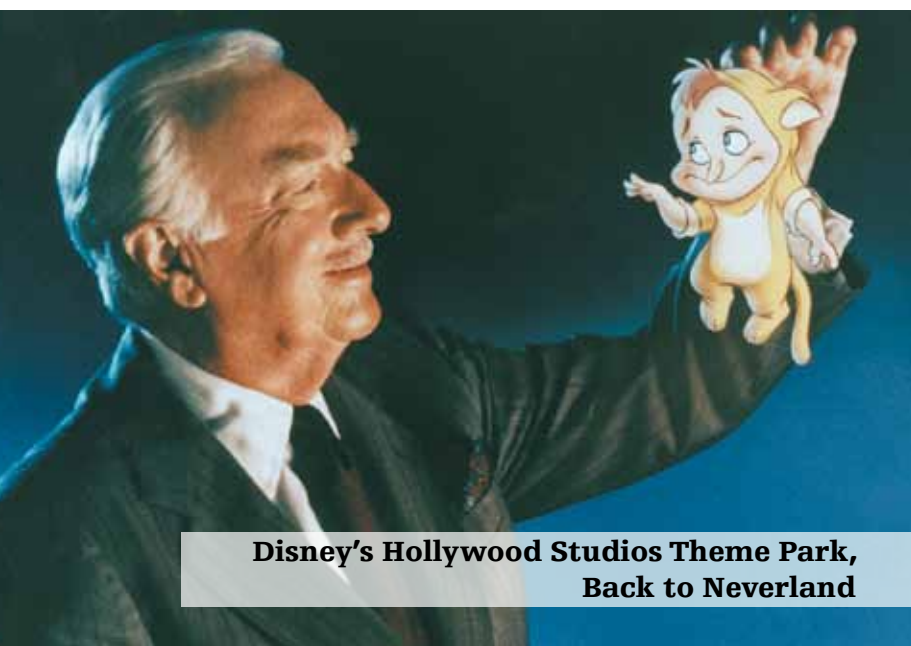
**World Expo Vancouver, Canada,
Rainbow War**
Nominated for an Academy Award™



**Abraham Lincoln
Presidential Library and Museum**



**Expo 2010 Shanghai,
Information and Communications Pavilion**



**Disney's Hollywood Studios Theme Park,
Back to Neverland**



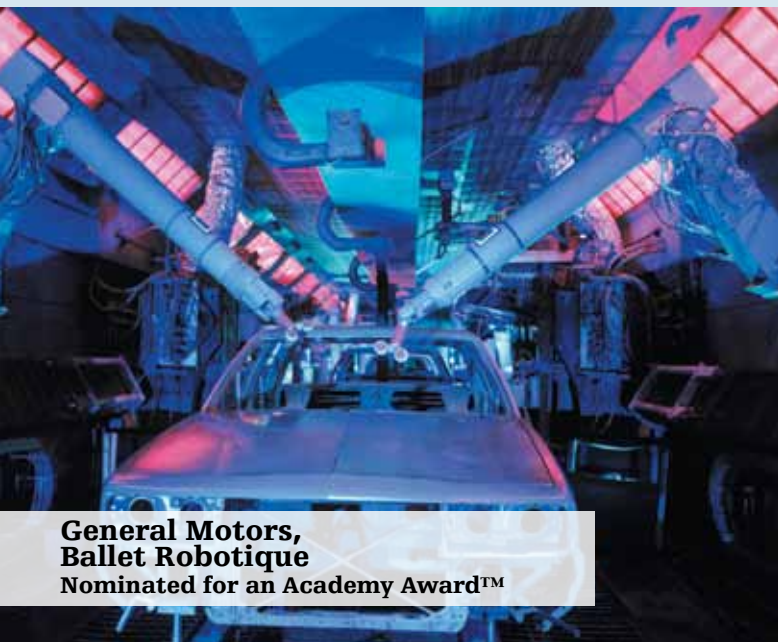
Texas Spirit Theater

Media & Events

Live Shows
Immersive Theaters
Special Venue Media

*"You can waken men only
by dreaming their dreams
more clearly than they
dream themselves."*

—Alexander Herzen



**General Motors,
Ballet Robotique**
Nominated for an Academy Award™



**Taejon Expo,
Postcards for the Korean Air Pavilion**



Heineken Experience

"Never doubt that a small group of thoughtful, committed individuals can change the world. Indeed, it is the only thing that ever has."

—Margaret Mead,
American Anthropologist



**Expo 2010 Shanghai,
Information and Communications Pavilion**



**Expo 2010 Shanghai,
USA Pavilion**



"THE FUTURE OF AMERICA STARTS IN THE HEARTLAND"



- CREATIVITY
- IMAGINATION
- ENTERPRISE
- OPTIMISM
- HUB
- OPPORTUNITY
- RESOURCES
- LEADERSHIP



"ALL ABOARD!"
Entry to Hall of FAMES
STATION PREPARED AT
REAL STATION

STATEMENT
BUILDING THE ENGINES OF
FREEDOM!

THE ROAD AHEAD

For over a quarter of a century, we've been creating award-winning visitor experiences, on time, on budget, above expectations and enjoyed by millions. Our services include:

Vision Planning



Concept Development



Schematic Design



Design Detail



Construction/Production/Installation

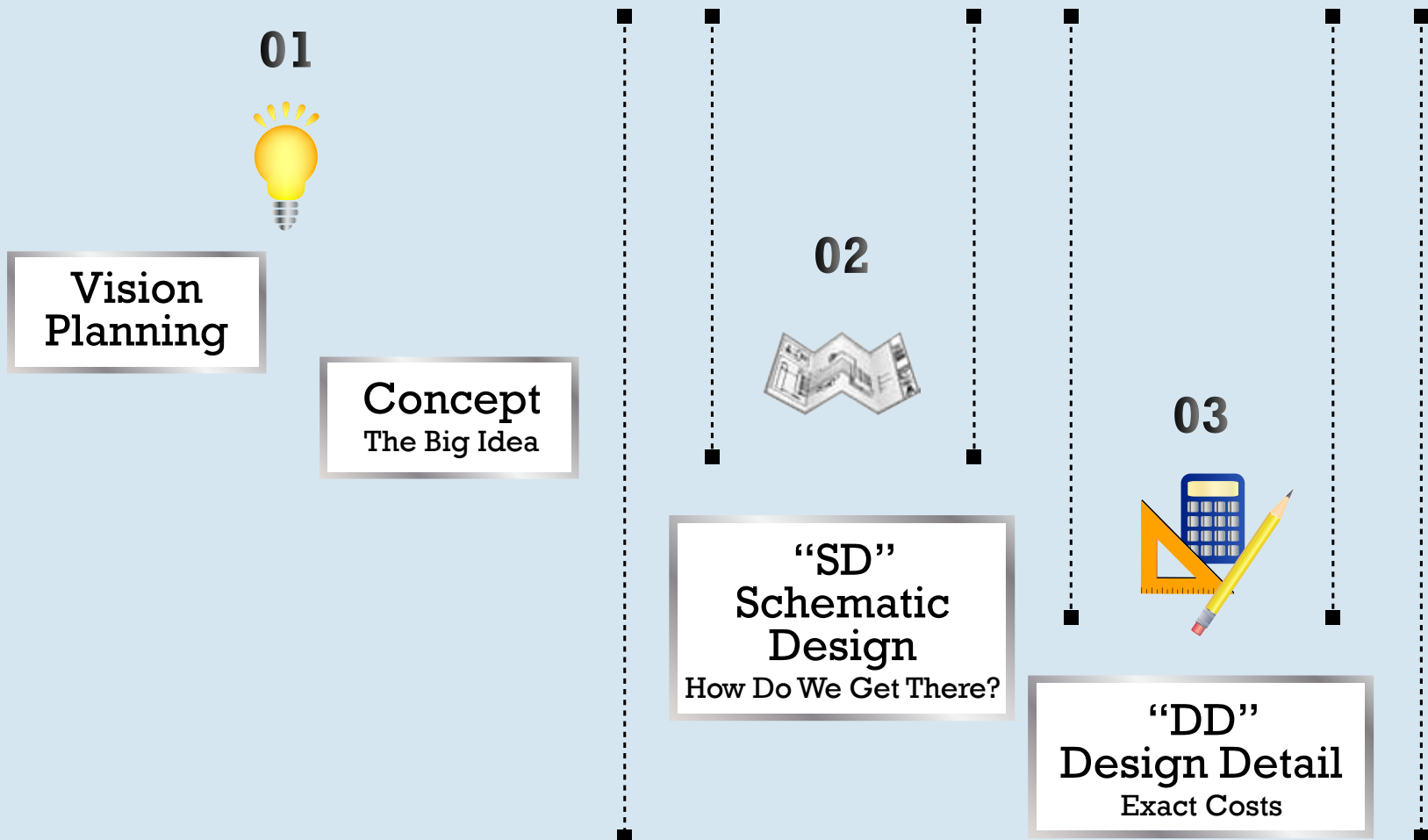


Project Management



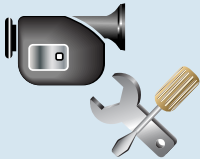
Operational Leadership

PROJECT LIFECYCLE



BRC begins each new project by using a proven step-by-step process that guides you from idea to operation. Throughout the process, our goal is to enable you to lead. We do this by helping you understand your choices so you can make the informed decision that is right for your project. Together, we can create wonders.

04



**Construction
& Production**
Build It; Do It

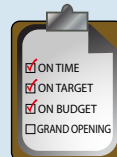
Dust
Free

05



Installation
Install Technology

06



**Soft
Opening**
Testing, Training
& Adjusting

Grand
Opening



07



Warranty



Vision Planning

With our help, you create the philosophical foundation that will guide your project through all phases of development. We know the right questions to ask to draw you out and help you capture and articulate your project and objectives.

"Stories can render the ordinary magical, make the frightening safe, make the mysterious comprehensible, simplify an increasingly complex world, make ordinary reality larger than life, describe hidden connections or educate and inform."

—Ryan Mathews, Futurist,
FirstMatter



Concept Illustration



Completed Project



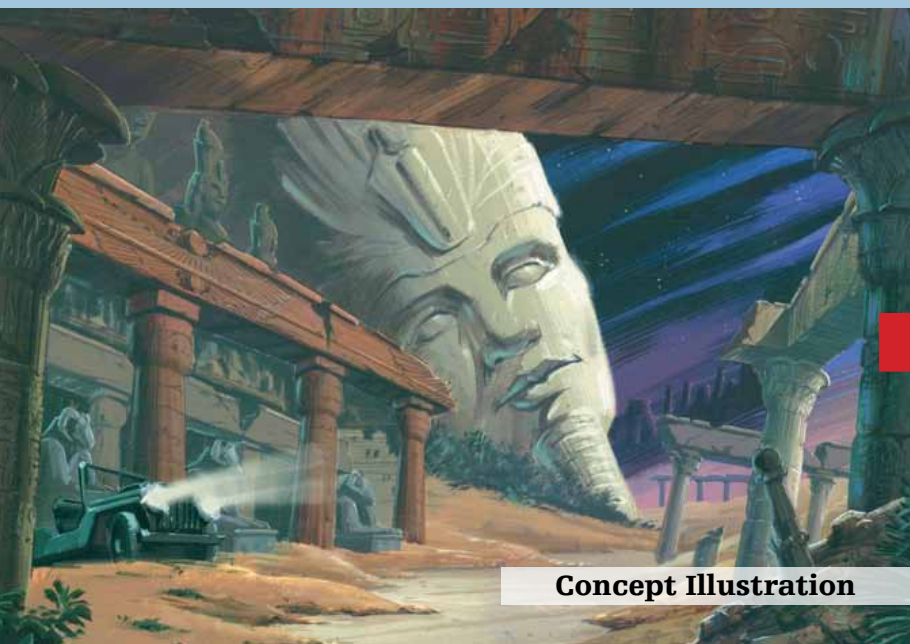
Concept Development

We package that vision, giving you a presentation that will help you win support and build consensus. BRC will give your story and project form, shape, color and life.

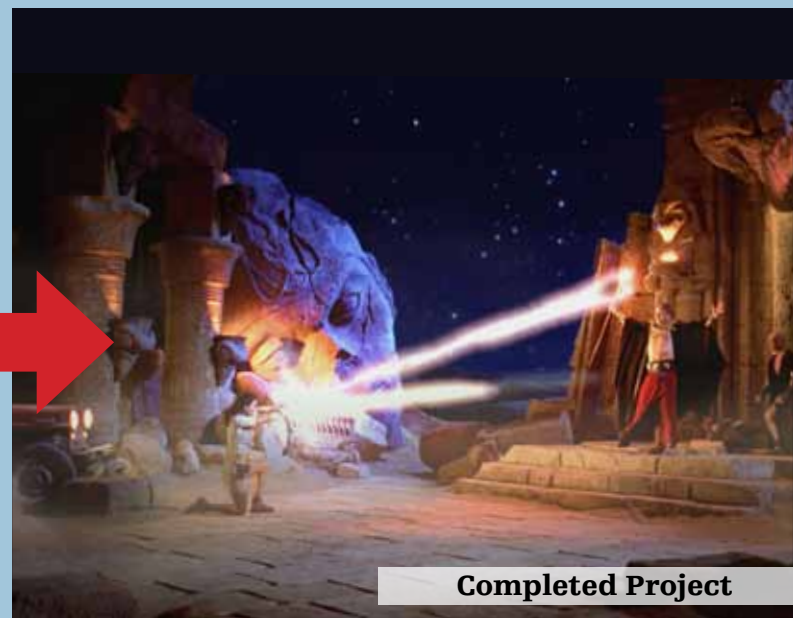


"Discovery consists of seeing what everybody has seen and thinking what nobody has thought."

—Albert Szent-Gyorgyi,
Nobel Prize-Winning
Biochemist



Concept Illustration



Completed Project

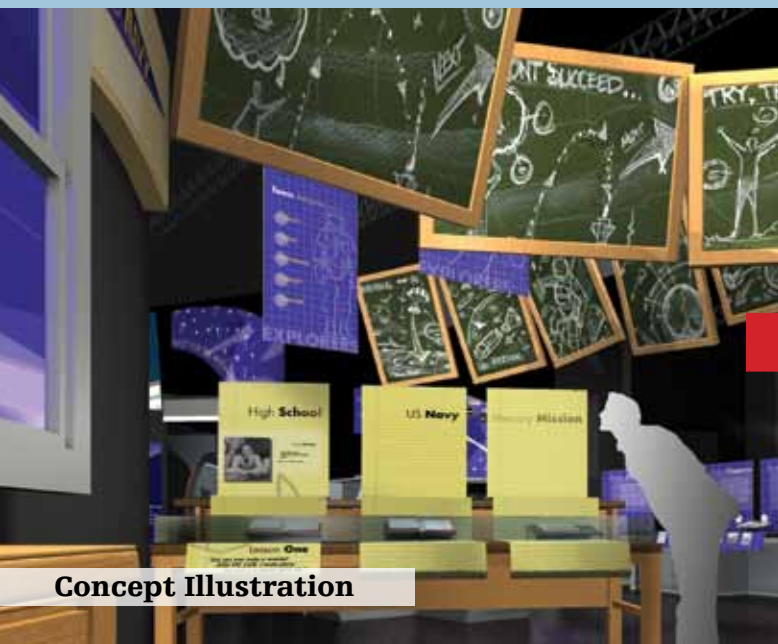


Schematic Design

We continue to develop your concept, defining each of the pieces in order to create the “road map” for your projects’ execution and production. We outline the beats of your story, both narratively and visually. We design your theming, shows, and attractions. And we develop Rough Order of Magnitude (ROM) Facility Requirements, Budgets, and Schedules.

“The world is moving so fast these days that the man who says it can’t be done is generally interrupted by someone doing it.”

—Harry Emerson Fosdick



Concept Illustration

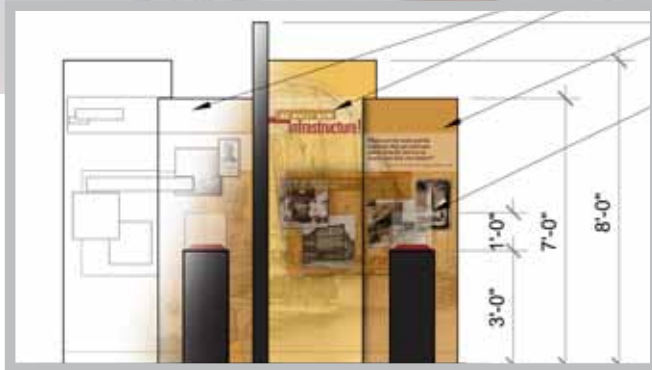


Completed Project



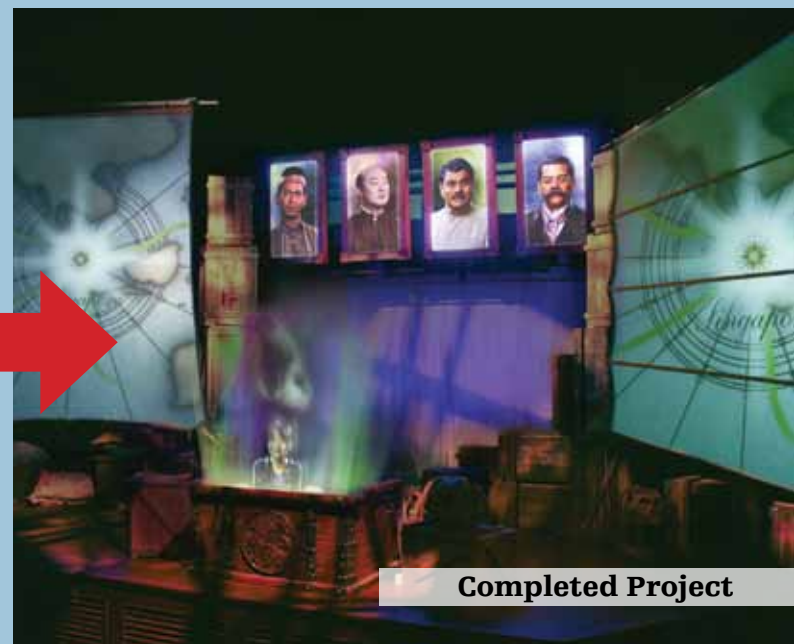
Design Detail

Next, we turn your creative vision into the practical designs, strategies and plans necessary to build and produce your project. The resulting presentation/exhibition packages will include an accurate cost estimate for the Production, Installation, and Warranty of the presentations.



"There is no technique that I wouldn't use if it might get a kid interested in physics."

—Dr. Tuzo Wilson,
Physics Professor





Construction, Production and Installation

BRC has the industry's best reputation for delivering its work on time, on budget and on target. With state-of-the-art technologies, old world craftsmanship and a master's eye for detail, your story will come to life.

"The producer's job is to make sure everyone is making the same movie."

—David Puttnam, Producer of "Chariots of Fire" and "Memphis Belle"



Concept Illustration



Completed Project



Project Management

In the fog of battle, the original vision can get lost. That's why every phase of your project must be managed and guided, so the full impact of your initial vision is delivered on time and on budget. Your BRC production team will deliver a solid, seamless, effective visitor experience.

Operational Leadership

BRC delivers projects that are operationally practical and that endure through time. For everything we produce, BRC provides a warranty for the critical first year of operation because your success is our primary purpose.

"What is original and striking and persuades does not come from a committee."

—Julie Cellini, Chair,
Illinois Historic
Preservation Agency



Concept Illustration



Completed Project

SELECTED CLIENT LIST

► BRAND

Heineken Experience
Empire State Building
Ford Motor Company
USA Pavilion, World Expos 2005/2010
China Mobile and China Telecom
General Motors
Sears Tower
Volkswagen
Guinness
Dentsu Inc.
Procter & Gamble
Pepsi
Korean Air
GE
Walmart
Dell
Guizhou Province, China
SAIC Motor

► CULTURAL

Abraham Lincoln Presidential Library & Museum
Academy of Motion Picture Arts and Sciences
Adler Planetarium
American Civil War Center
Arizona Science Center
The Henry Ford
Louisiana's Old State Capitol
NASA
National Health Museum
National Museums Liverpool
New Jersey State Aquarium
Rotterdam Zoo
Scottsdale Museum of the West
Tennessee State Museum
Virginia State Capitol
Wells Fargo History Museums

► ENTERTAINMENT

Hainan Space Park, China Aerospace
Lotte World
Freej Theme Park, Dubailand
DreamWorks Theme Park, Dubailand
Walt Disney Feature Animation
Universal Creative, Universal Studios Japan
Warner Bros. Recreational Enterprises Division
Bible Park USA
Knott's Theme Park
Paramount Studios
Royal Caribbean Cruises
Sentosa Island, Singapore
Africa the Park

► MEDIA & EVENTS

Universal Creative, Universal Studios Japan
USA Pavilion, Expo 2005, Aichi Japan
Texas State History Museum
Disney Feature Animation
Korean Air
Canadian Pacific Ltd.
General Motors
NASA
Ford Motor Company
Abraham Lincoln Presidential Library & Museum
Images of Singapore, Sentosa Island
Adler Planetarium



CORPORATE HEADQUARTERS
2711 Winona Avenue
Burbank, California 91504
United States of America
P +1 818 841 8084
F +1 818 841 4996

CONTINENTAL EUROPE
Science Park Eindhoven 5644
5692 EN Eindhoven
P.O. Box 1245
5602 BE Eindhoven
The Netherlands
P +31 40 2676 871
F +31 40 2676 895

CHINA
Suite A405, Tomorrow Square
399 West Nanjing Road, Shanghai
200003, China
P +86 21 2308 1077
F +86 21 2308 1199

邮编
中国上海市南京西路399号
明天广场A405室
邮编 200003
电话 +86 21 2308 1077
传真 +86 21 2308 1199

UNITED KINGDOM
8 Kimblesworth Grange
Potterhouse Lane
Durham DH1 5SL
United Kingdom
P +44 (0) 7879 655950
F +44 (0) 1913 719141

brcweb.com



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*“Your confidence in a creative idea is
directly related to who is doing it.”*

– John Krug, General Motors

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