

LET'S TAKE THIS TIME TO LOOK BACK AT OUR INDUSTRY'S RICH HISTORY AND FUTURE!

## THE DEAL DIARIES

### FIFTH CHAPTER: HAUNTED ATTRACTIONS

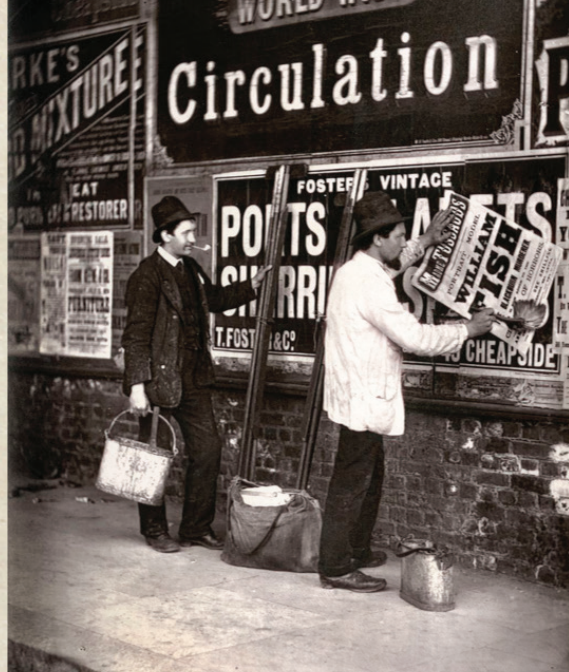
#### ARE YOU READY FOR THE THRILL?

##### THE ORIGIN:

The starting points of the spooky house date back to the nineteenth century in London, when a progression of illusions and attractions acquainted the general population with new types of horrifying amusement.

In 1802, Marie Tussaud scandalized British crowds with a show of wax models of beheaded French figures, including King Louis XVI, Marie Antoinette, Marat and Robespierre.

Tussaud's resemblances were strikingly exact, and considering the prevailing circumstances, she made masks of the French Revolution's many guillotine casualties. At the point when she set up an everlasting London show, she named her peculiar collection the 'Chamber of Horrors', a name that has adhered to the wax historical centre right up till the present time.



Year 1877 in London with a man putting up an advertisement for the Chamber of Horrors

Haunted attractions also known as 'haunts' or 'mazes' within the industry use many effects, such as intense lighting (strobe lights, black lights), animatronics, CGI, scent dispensers, fog machines, air blasters, spinning tunnels, spooky old antiques, gory images, and intense scenes of horror, terror, torment, murder, mischief, or comedy. Visitors often encounter various actors dressed up in elaborate and often scary costumes, masks, and prosthetics. These actors may perform skits or lurk and come out unexpectedly to frighten, shock, disturb, or amuse the customer.



#### HALLOWEEN-THEMED HAUNTED HOUSES

A haunted attraction is a form of live entertainment that simulates the experience of visiting haunted locations or storylines typical of horror fiction. This category of entertainment has become a crowd puller at themeparks. They usually feature fearsome sets and characters especially demons, ghosts, monsters, witches, and wizards.



A view of the amusement rides and a "ghost house" at Steeplechase Park on Coney Island, circa 1904

Today's attractions include temporarily constructed simulations of haunted houses, actual abandoned or dilapidated houses, abandoned asylums, defunct prisons, defunct or active amusement parks, defunct or active ships, defunct factories, defunct or active barns, and set up in parts of shopping malls. Outdoor places hosting such attractions include corn mazes or cornfields, farms include mazes wooded areas or forests, and parks. At the turn of the twentieth century, as Rebekah

McKendry depicts in Fangoria magazine, the nearest family members to present day frequented houses started exploring different avenues regarding grim topics.

In Paris, the Grand Guignol theatre got infamous for its dramatic delineations of realistic dissection; the theatre's chief, Max Maurey, broadly flaunted that he decided about every exhibition by the quantity of individuals who dropped, stunned, in the crowd. In 1915, an English carnival in Liphook appeared in one of the main 'phantom houses,' an early form of a business thriller attraction. The open craving for thriller was starting to grow.

Halloween themed 'frequented houses' originally emerged during the great depression as American guardians conspired up approaches to divert youthful swindlers, whose occasional tricks had raised to property harm and vandalism. The Great Depression was a time of great economic and social change that affected many parts of American life—including Halloween. Parents, concerned about their sons running amok on the 'All Hallows' Eve, organized 'haunted houses' or 'trails' to keep them off the streets.

As Hollywood began to embrace blockbuster movies like 'Halloween', 'A Nightmare on Elm Street', and 'Friday the 13th', the haunted house industry reaped the benefits. The horror boom fuelled a demand for scary attractions, not to mention cross-promotional advertisements.



A group of boys pushing through a crowd at a Halloween party in the 1930s



#### NEXT STOP: TREND GROWS IN AMERICA



Three Time Grammy Award Winning Rapper and Actor Ludacris stopped by Netherworld

The most unnerving frequented place of late 2000's was a goliath stroll through fascination situated in the previous Georgia Antique Center in the edges of Atlanta. Named 'Netherworld', it highlights 3D embellishments, elevated entertainers and flesh-eating crows. Netherworld startles so viably, so inevitably, that individuals with heart conditions are cautioned against purchasing tickets.

#### HAUNTED MANSION:

One of the most beloved and popular attractions at the Disney parks is the Haunted Mansion. Dating back to 1969 when it first opened at Disneyland, the iconic ride celebrated its 50th anniversary in 2019. There are several themes at the Haunted Mansion and one of the most head-scratching illusions is one of the least sophisticated. In the Grand Ballroom scene, ghosts fade in and out of view as they dine at a long banquet table and dance around a pipe organ. Startling in its realism, the illusion is based on Pepper's Ghost effect popularized in the 1800s.

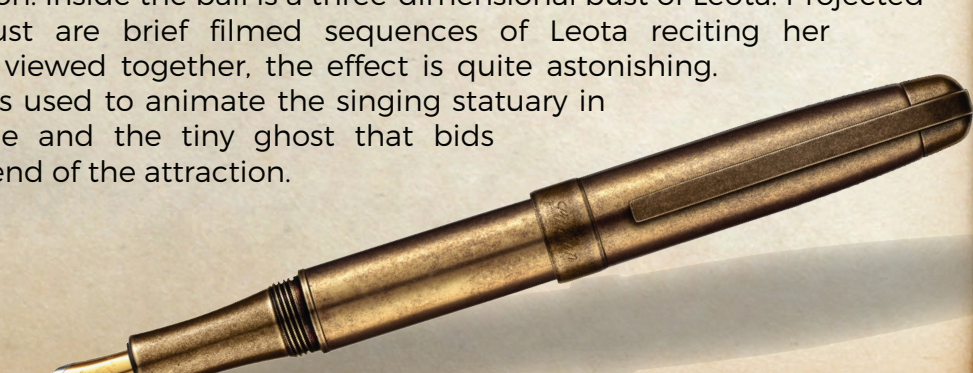
The props in the room are real; the ghosts are images of animatronic characters reflected in the glass in front of the scene. When guests ride by in their Doom Buggies, both the reflected images and the room visible through the glass merge into one scene. Universal Studios Florida uses a version of this effect for attractions including Fast & Furious Supercharged and Harry Potter and the Escape from Gringotts.



Haunted Mansion - The Hitchhiking Ghosts

Madame Leota, the disembodied spirit in the crystal ball, is also a relatively simple, yet wildly effective illusion. Inside the ball is a three-dimensional bust of Leota. Projected onto the white bust are brief filmed sequences of Leota reciting her incantations. When viewed together, the effect is quite astonishing.

The same concept is used to animate the singing statuary in the graveyard scene and the tiny ghost that bids farewell at the very end of the attraction.



While the customers would even now support the Haunted Mansion at Disneyland as the first, its vacation overlay is the thing that puts it over the top. Throughout the fall, Disney has consolidated the characters from The Nightmare Before Christmas into the fascination, entirely changing the ride involvement with the procedure.

#### IDEA MOVES TO IMG ADVENTURES IN DUBAI



Spooktacular Haunted Hotel is revealed at IMG Worlds of Adventure

Extending across 1.5 million square feet, IMG Worlds of Adventure, created by the UAE-based Ilyas and Mustafa Galadari Group, is an indoor amusement park near Global Village on Shaikh Mohammad Bin Zayed Road, with four universes: Marvel, Cartoon Network, Lost Valley and IMG Boulevard.

Halloween occasions clearly have been an extraordinary accomplishment for any amusement park across the globe. When they began building the IMG World, they observed that there weren't any haunted houses or Halloween concepts in

themeparks at this scale in the market. So, they built a world-class indoor amusement park, along with a haunted hotel experience to engage with the audience.

They have a broad, exceptionally creative content which was only created for IMG World by their conceptualisers in the United States. This is one of the main fascinations for youngsters and grown-ups at the amusement park.

This 15+ attraction is not a ride as there is no vehicle that brings you into the experience. To make it more interesting for their customers, they have live entertainers through the whole journey who are interfacing and meddling with the visitors as they stroll through.

As opposed to an obstacle or an issue it was a prospect in contrast to other world attractions, such as, at Disney, IMG Adventures is a 100% vivid encounter. The principal draft idea came up in mid-2013 when the main representations of the content were composed. From that point, they went into the video and projection component to make it a unique and thrilling experience.



Glimpse of Haunted Hotel at IMG Worlds of Adventure

