

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

THE DEAL DIARIES

SEVENTH CHAPTER: INFLATABLE ATTRACTIONS

ARE YOU READY FOR SOME FUN IN THE SUN?

THE ORIGIN:

Inflatables are likewise alluded to as jumping castles, bouncy houses, fun mansions, inflatable bouncers, moonwalks, spacewalks, party jumpers, inflatable rides, and so forth. After some time, increasingly more inflatable delight gadgets have been created in the business, for example, inflatable slides, inflatable obstruction courses, inflatable climbing dividers among others. Please read on to know more about the historical backdrop of inflatables, who designed the inflatable and when bounced houses got well known.



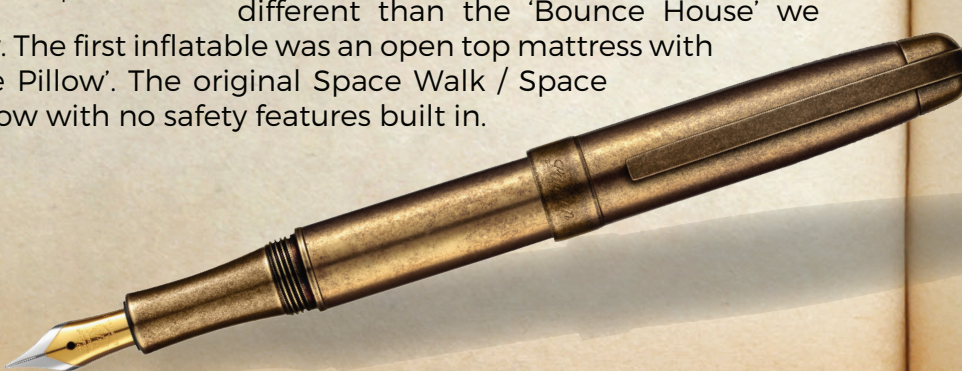
The first ever inflatable attraction

So, WHO BUILT THE FIRST INFLATABLE STRUCTURE?

Way back in 1959 John Scurlock in Shreveport, Louisiana, a NASA engineer was attempting to solve a different problem. In the 50's tennis courts were made of clay. This was a challenge when it rained. John had the task to create a cover that was easily stored and could be pulled out and deployed quickly at the first hint of rain to protect the tennis courts. Upon completion of one of the prototypes some of his workers were having a lot of fun jumping on the inflatable air mattress, and that's when the concept was born. It was a fortunate stroke of serendipity. John would later become the industry leader in anything inflatable. Most notably he invented the safety air cushion still used today for fire and rescue to catch people jumping from buildings or heights. The original inflatables were completely different than the 'Bounce House' we

The early space pillow concept

have grown to love today. The first inflatable was an open top mattress with no sides, called a 'Space Pillow'. The original Space Walk / Space Pillow was just an air pillow with no safety features built in.



THE FIRST INFLATABLE RENTAL COMPANY:

Scurlock did not enter the inflatable rental business toward the start, he adhered to planning inflatable tents, signs and air pads for the US government. In 1966 his wife, Frances opened the first inflatable rental company and by 1976 they were building custom units for other rental companies. In 1967, a pressurised inflatable top was added, it required two fans and got hot in the summer like a greenhouse. That version was called 'Space Walk' and was adopted as the company name. In 1969, she charged \$19.95 for 24 hours.

In 1974, to solve the heat problem, a new product line called 'Jupiter Jump' was created that had inflated columns that supported netting walls which allowed the air to pass through. Further enhancements of this style were developed such as a line of castles and animals which are referred to as the 'Inflatable Zoo'. In 1976 is when Space walks, Bounce Houses, Jump House, Jumpy House started to pick up in popularity. Bounce Houses were marketed through children's events such as birthday parties, school fairs and company picnics.

So, in 1976 the couple fabricated their own distribution center where they could make and lease inflatable gathering items. At the point when the inflatable moonwalks appeared in America during the 1970s, they stood out as truly newsworthy and have since advanced into the lives of families everywhere all over the world. Back in the old days, individuals purchased inflatable moonwalks just for fairs and jamborees, as the cost was restrictive.

Their son Frank expanded their rental concept throughout the United States under the brand names 'Space Walk' and 'Inflatable Zoo'. Frank also was the first person to open up an inflatable indoor play park called 'Fun Factory' on Thanksgiving Day in 1986, in Louisiana. In 1987 he opened a second indoor inflatable park called 'Fun Plex' in Tennessee. Frank was also the creator behind the first commercial inflatable water slide called the 'Aqua Tunnel'. By 1975 Neiman Marcus included a closed inflatable trampoline 'The Moon Walk' and advertised and marketed for its increased safety features of it being enclosed.

OTHER TYPES OF INFLATABLES:

After the initial design of inflatable jumping castle hit the markets in the 1970s and 80s, party rental companies started to capitalize on the trend and began designing various other fun inflatable structure for parties and events, such as inflatable dry slides and water slides, bounce house with slide combos, crazy inflatable obstacle courses and mazes, interactive sport games and water games, etc. Various styles and designs for you to choose from when planning a child's birthday party. This is what is so unique and diverse about inflatable equipment in the present day.



Wedding inflatables targeting adults

The inflatable bouncers are not only for children now, there are more inflatable structures suitable for adults. The kids play toy has now transformed into a full range of inflatables for adults, ranging from adult commercial bouncers, inflatable pubs and tents to huge inflatable cartoons and advertising signs, and inflatable movie screens for night-time events.



BIG BOUNCE AMERICA - THE WORLD'S LARGEST BOUNCE HOUSE



monster slide. Another new attraction is airSPACE. This bounce house in three sections is themed around spaceships, aliens and oversized planets. It also showcases a 60-ft tall maze.

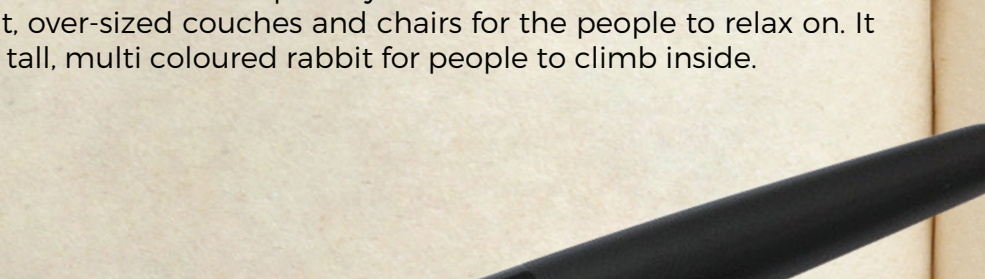
Both Grahame and Craig are from Glasgow, and they presently run these concepts everywhere across the world, including Big Bounce America. This amazing concept covers an area of over 13,000 square feet and rises 32ft from the ground to the tip of their candy-colored turrets. The manufacturers have worked exceptionally hard to ensure there is never a dull moment in this world's biggest Bounce House.

They created an inflatable landscape that is filled with some of the most unique, completely customized attractions for its consumers. Its massive bounce concept doesn't just look spectacular, but it really does have something for all age groups within its four walls of fun.



Cameron Craig and Grahame Ferguson at The Big Bounce America

Currently they have got basketball hoops for those big-air slam-dunks, climbing towers that touch the sky, a giant slide that transports you outside the main structure and lands you into a ball-pit, over-sized couches and chairs for the people to relax on. It also has a massive 20ft tall, multi coloured rabbit for people to climb inside.



AQUAFUN - WORLD'S LARGEST INFLATABLE WATERPARK IN DUBAI



region, this inflatable park causes the must schedule for anybody searching for some beachside thrills. Although it might be difficult to see from the beginning, whole drifting park actually says 'I love Dubai'. AquaFun keeps both children and grown-ups engaged for quite a long time. AquaFun is an ideal way to have some fun in the sun. It has become one of the Top 5 Water Parks in Dubai and provides an unrivalled platform for companions, families and gatherings. Being the largest inflatable Water Park, they have become a 'must-do' activity while in Dubai.

AquaFun inflatable waterpark in Dubai is the world's largest. Traversing an aggregate of 2,700sqm, there are 74 unique games to climb, bounce and slide around perpetually at this bright park. They broke the record for having the world's biggest inflatable water park at an estimation of 130 x 33M, over 72+ obstacles and 25 meters out in the Sea. This Dubai based water park is not your normal water park as it floats on the ocean and the waterpark enthusiasts will also occasionally get an experience of the fun beneath.

Extending out 20m into the ocean from the well-known Jumeirah Beach Residences

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AquaFun located in Jumeirah Beach, Dubai

