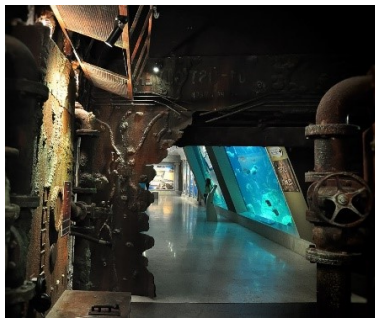


CONDENSED RESUME Ray Heath...M.A. , B.A



A professional design career within primarily 2 sectors:-

- **Visitor Attractions** – providing specialist consultancy, concepts, attraction planning, design & project management (for which the creation and use of images has been a major component in the delivery of “Edutainment” based experiences)
- Mainstream **Interior Design** within various sectors - (offices, leisure & hospitality, exhibition design)

RAY HEATH ASSOCIATES/The Edutainer

Formed my own consultancy to undertake commissions within the specialist visitor attractions, aquariums, theme park, exhibitions, commercial leisure & hospitality sectors in Europe & worldwide. mostly within large & complex multi-million pound developments including:-

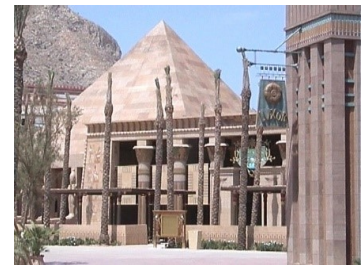
AQUARIUMS...planning & complex high-end exhibition fit-outs within:

- Istanbul Aquarium...new €85 million, 22,500 sq.m aquarium (3rd largest in Europe and 1st fully experiential “**Edutainment**” based aquarium) involving:-
 - overall aquarium planning-areas provision & layouts, concept & storyline development (overall and individual areas) , visitor route design & areas exhibition fit-out concepts, aquariological/tank theming design, concept design for large rainforest, design management of the fit-out including design development works, tendering packages, appointment of contractors, site supervision.
 - Lithuanian Sea Museum, Klaipeda, Lithuania.....aquarium layout & concept design, theming design in-tanks, storyline development & interpretation, design management to contractor appointment.
 - Qatar National Museum UAE....aquarium element layout & concept design, theming origination, tank & visitor route theming concepts, interpretation/storyline.
 - Inatura Natural History Centre, Dornburn in Austria....aquatic concept & exhibition design.
 - Neptun Oceanarium, St. Petersburg, Russia.....aquarium layout design & concepts, exhibition fit-out designs, in-tank theming designs, interpretation.
 - Wildscreen World @ Bristol (UK)..... aquarium & vivarium displays concepts.
 - Bournemouth Oceanarium (UK)..... concepts & design, including shop & restaurant.



Other RHA VISITOR ATTRACTIONS PROJECTS

- Terra Mitica Theme Park in Spain..... new \$350 million theme park....project design management requiring specialist knowledge of the creation, installation & operation of sophisticated & complex audio-visual & multimedia attractions/elements, of a vast range of interpretation types, of live performances & their technical operation, of interactives & animatronics; providing theming & fit-out consultancy, full-time site presence & planning the works of the Operations Director's site team & their supervision, plus of the works for the 7 main complex artistic attractions in the park.
- Spaceport visitor attraction in Liverpool, UK...full design management commission for this complex space travel themed attraction. To manage on the client's behalf, the exhibition services provided by others for this new complex visitor attraction including approval & signing off concept development stages, design development material, design details & specifications, audio-visual & multimedia material; interpretation, graphics
- F.A. Football Hall of Fame (UK) visitor attraction.....concept & detail, interpretation & storyline, design & site management of a number of areas.
- Feasibility study & design concepts for a new live otter attraction at the Exploris Aquarium, Portaferry, Northern Ireland
- Borrowers Attraction...UK....concepts for a proposed new visitor attraction based on the "Borrowers" childrens fantasy novel by Mary Norton
- Earth Explorer, concept development for this new attraction for Merlin Entertainments.



PRE Ray Heath Associates/the EDUTAINER

Senior Development & Design Manager, **Vardon Attractions (now Merlin Entertainments Ltd,** 2nd largest attractions company in the world after Disney)

I was responsible for the development, display concept & content of their vast number of visitor attractions which included 27 Sea Life Centres in the UK & Europe; London & York Dungeons, Nature Quest mammals attraction (now The New Forest Wildlife Park), new seal pool attraction at Scarborough (UK); for new and refurbishment project budgets & programmes.

The largest & most complex development undertaken for SeaLife was the new National SeaLife Centre in Birmingham (building designed by Foster Partners) as well as new and refurbished aquariums around the UK and western Europe, and for 2 Dungeon attractions.

Leisure Division Manager, Tibbatts Associates, Birmingham (UK) responsible for the design and project management of multi-million pound multi-leisure complexes (themed bars, restaurants, nightclubs, 10-pin bowls, bingo, multiplex cinemas, retail operations) for major blue chip leisure companies & prestigious hotels. Project Undertaken include: The Point at Bracknell multi-leisure complex for Bass leisure & Stoke Festival Park multi-leisure complex for Rank Leisure.

Senior Designer . Austin Smith Lord architects, London Undertook the design & project management for numerous major office fit-outs, mostly in the City of London for major accountancy firms & consultancies, including the largest office fit-out project in the UK (880,000 sq.m) in 1984/5 (new headquarters for Coopers & Lybrand in the City of London), responsibility for interior design throughout the development, project programmes & fit-out supervision

Senior Designer, **Robin Wade Design Associates**, Richmond, Surrey (UK) Design & project management for a number of major museum projects including the Egyptian Sculpture Galleries at the British Museum, new permanent archaeological gallery displays in Dorchester and Scunthorpe, Irish Whiskey Museum and Visitor Centre in Dublin,



Exhibition Officer, **Department of Trade and Industry**, Melbourne, Australia Responsible for design management, setting-up, fit-out construction management for Australian Trade displays around the world.

Senior Exhibition Designer, **Peter Hutchison Display Group**, Melbourne, Australia Senior Exhibition Designer for Australia's premier exhibition company, my major clients were General Motors/Holden, The Australian Wool Corporation, Shell. Responsible for the 3-D & 2-D exhibition design for major exhibitions around Australia for these large multi-national organisations.



SOME MECHANISMS I UTILISED TO ACHIEVE "EDUTAINMENT" BASED EXPERIENCES included:-

- Interactives
- Multimedia
- Virtual & Augmented Reality
- Animatronics
- Sets – Props – themed areas & items
- Sensory Interaction Elements
- Cinema – film - video
- Sound – Lighting - Special Effects
- Dark Rides
- 3D-4D experiences