

تعرف على الديناصورات
MEET THE DINOSAURS

EDG EXHIBITS
DEVELOPMENT
GROUP

THEAIMES 

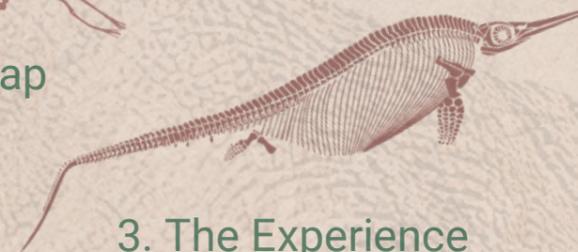
MEET THE DINOSAURS



1. Introduction



2. Map



3. The Experience



4. Local Initiatives



5. Beyond the
Exhibition



6. Merchandising



7. Educational
Programs

THIS IS A STORY ABOUT DINOSAURS



EVOLUTION: Meet the Dinosaurs combines beautiful immersive stage settings with life-size animatronic dinosaurs to create a unique experience... and to tell an important story.

The Aimes has developed an innovative format for dinosaur exhibitions. Curated by paleontologist Dr Enrico Squazzini, our journey is an expedition into the past; we take visitors through the underwater and jungle worlds of 66 million years ago, exploring big ideas like the environment, time, change and, of course, evolution as we answer the question: what happened to the T-Rex?

Designed for children of all ages, **EVOLUTION** follows the story of the ancient dinosaurs and their evolution to modern times. It's an invitation to an incredible journey, an inexhaustible source of wonder, learning and discovery.

What makes Evolution different from all other Dinosaurs' Exhibitions?

We believe that the most immersive experience you can get is the one that you still feel in your bones at the end of the day. With that as our goal, we have created a hybrid world that engages all of the senses, plus one more: that of curiosity.

The result is a unique blend of artistic and theatrical mastery, feats of mechanical engineering, engaging narrative and educational expertise – all supported by scientific fact.

The exhibition features:

30 hyper-realistic, scientifically accurate animatronic dinosaurs;

Artistic sound design to propel visitors on their journey;

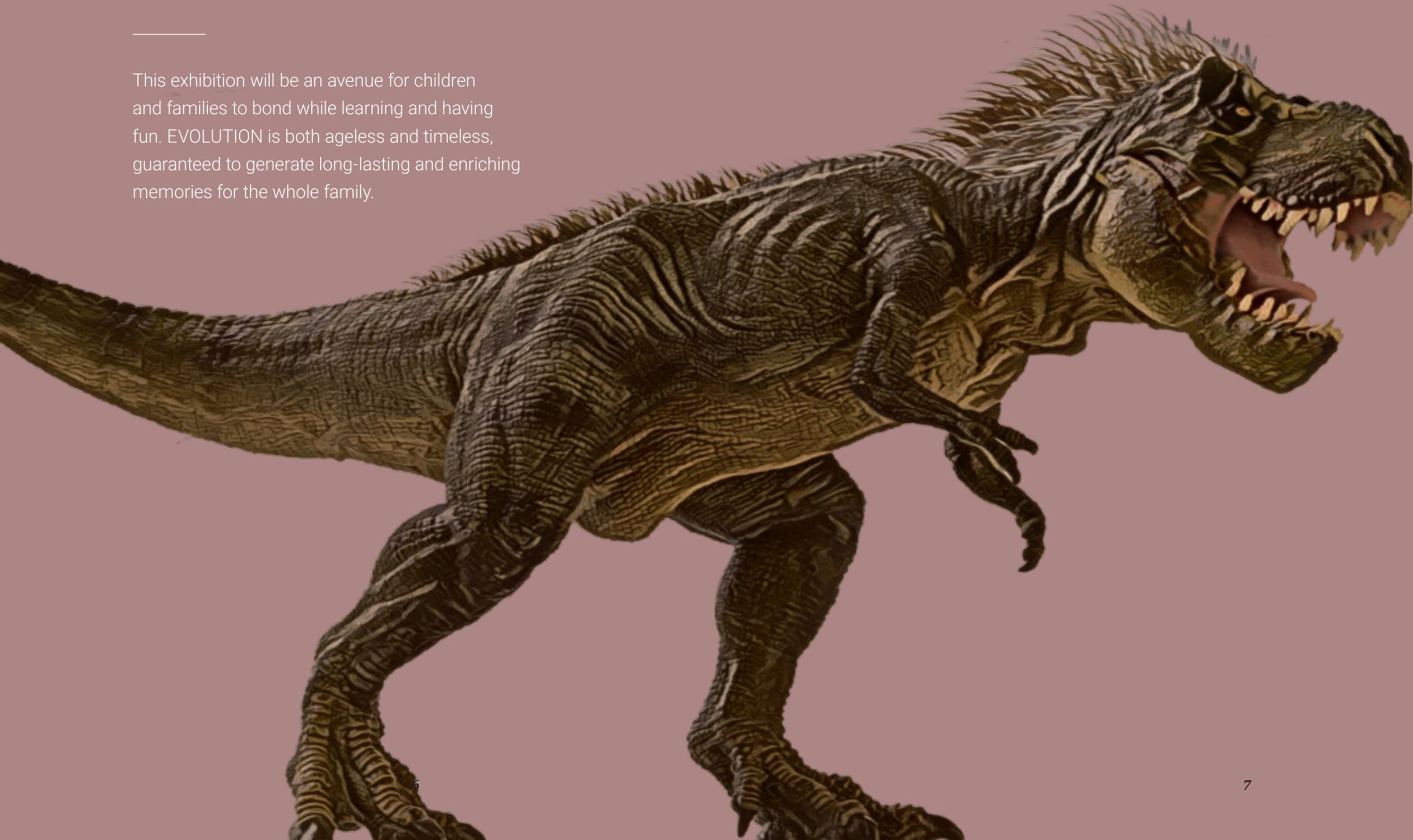
Scientific/educational interactive tools to learn everything there is to know about dinosaurs in the Cretaceous Era;

Cutting-edge technology such as multi-projection mapping and holograms.

DINOSAURS

A BLOCKBUSTER THEME
FOR ALL AGES

This exhibition will be an avenue for children and families to bond while learning and having fun. EVOLUTION is both ageless and timeless, guaranteed to generate long-lasting and enriching memories for the whole family.

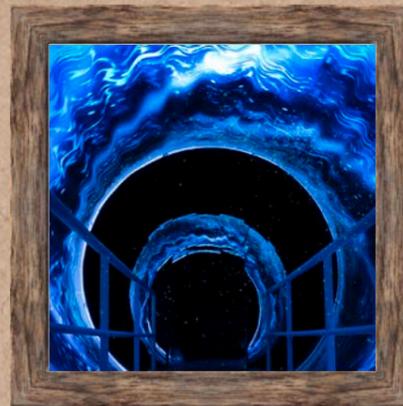


EVOLUTION JOURNEY



01 Pre-Show

This is a story about dinosaurs



02 Time Tunnel

Are you ready to journey back 66 million years?



03 Water

Explore the ancient oceans



04 Interactive Tent

Become an explorer



07 Sky

Explore the skies of today



06 Interactive Tent

Become an explorer



05 Land

Explore the ancient forest



ONCE UPON A TIME...

...a kingdom of reptiles – dinosaurs, plesiosaurs and pterosaurs – ruled the lands, skies and seas. Their reign lasted an amazing 165 million years.

Little by little the world around them changed, and they changed along with it. We call this kind of change evolution. It is why some animals fly while others can breathe underwater.

It is why dinosaurs are still among us today...

This is their story.

Visitor Journey

Visitors embarking on this immersive expedition will have no idea what to expect. They will first enter a dark space where our video screens will begin to teach them about evolutionary principles (the foundational theory here is that of plate tectonics).

This space gives visitors all the tools they need to take their first steps back to the Cretaceous Era...

Space characteristics

Area: 50 sqm

Duration: 5 min

Feature: 9 x 55" screens

Immersive

- Visitors watch a large format video as an introduction to the experience.
- A physical timeline will demonstrate that for change to happen, the vital ingredient is time (and lots of it!)

Experience

Both adults and kids will enjoy the opportunity to improve their knowledge before commencing their journey...



رحلتك عبر الزمن
تبدأ من هنا

**YOUR JOURNEY BACK
IN TIME STARTS HERE**

ENTER THE TIME TUNNEL

Have you ever travelled back in time? Well you're about to! Hold on for the ride of your lives!

Visitor Journey

An engaging and impressive visual rollercoaster, this space is a transitional experience that will transport the visitors back in time. The physical sensation will be like falling into a colorful black hole!

Space Characteristics

Area: 35 sqm
Duration: 1 min
Feature: Colourful rotating tunnel

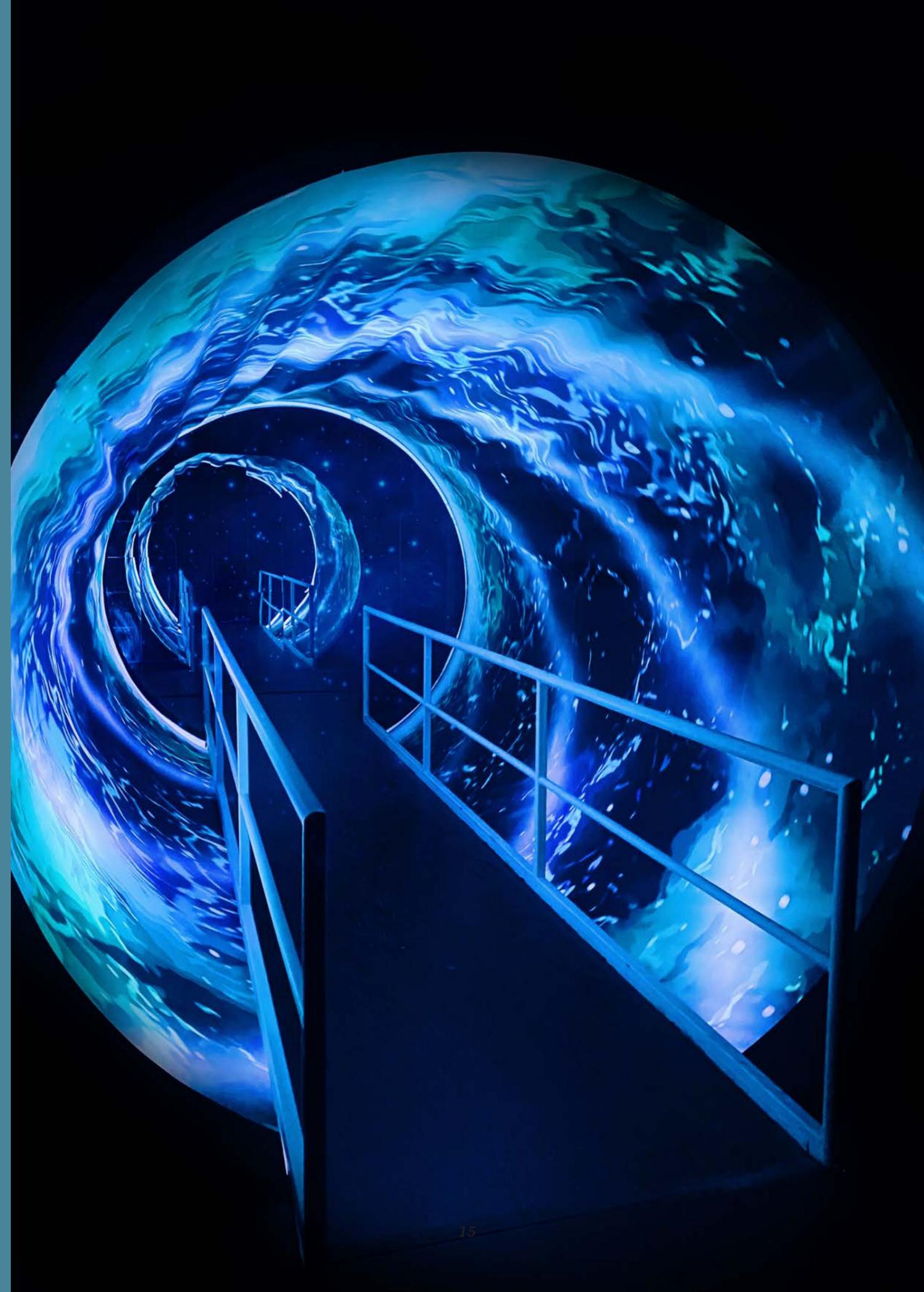
Immersive

Traversing the time tunnel will be exciting, gripping and disorienting. Balance may be

hard to maintain. Don't worry – this is just what it's like to be a time traveller!

Experience

The visitor here experiences the first space that excites all the senses, including their perception of space and time. This space creates the sensation that anything can happen on this journey – it will prepare visitors with excitement, surprise and suspense for what happens next...





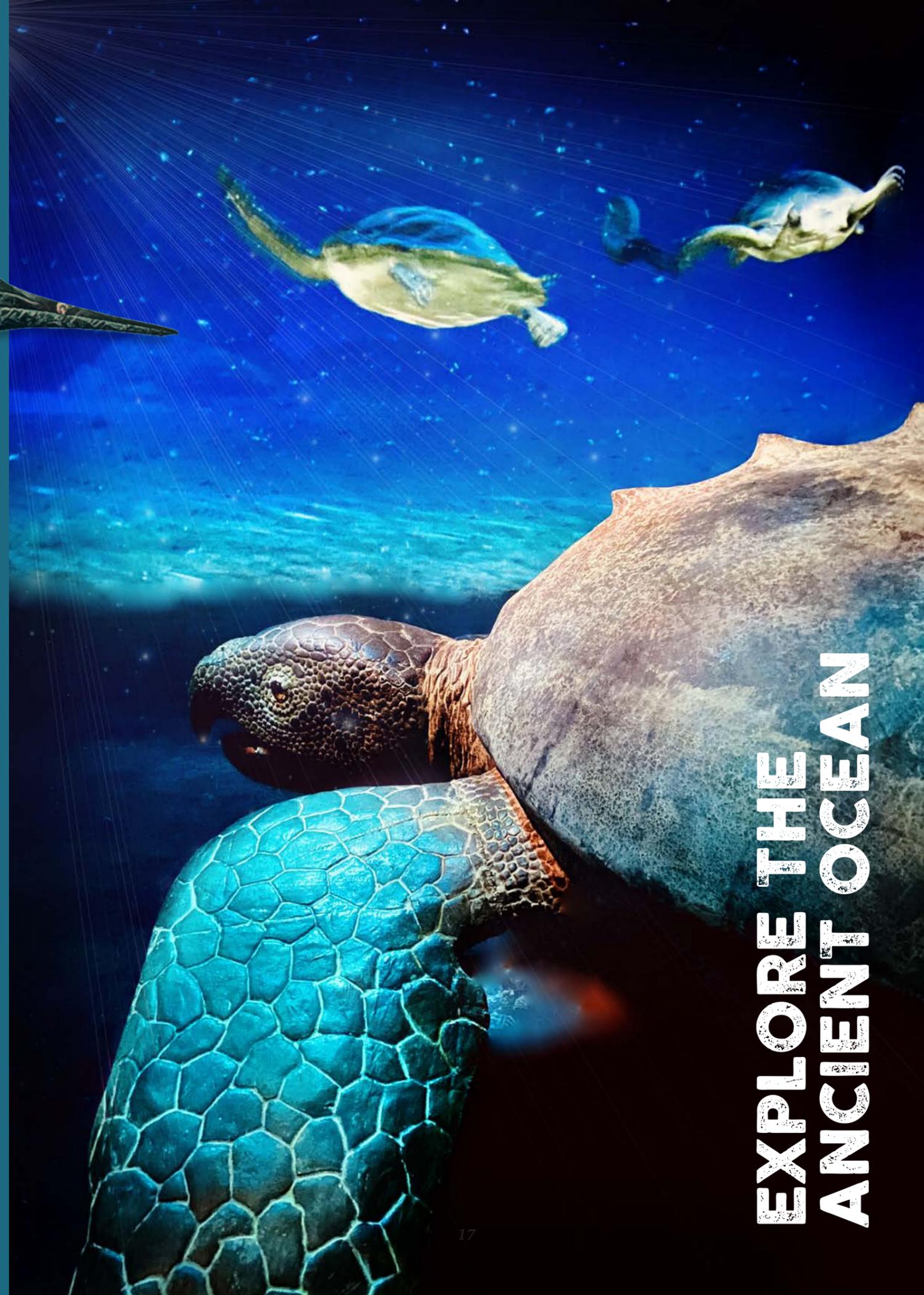
Sea levels rose. The Atlantic Ocean began to form.

In the warm, shallow seas that spilled onto the continents, the long-necked plesiosaurs gave way to the giant, snakelike mosasaurs. Rays and modern sharks became common. The first fully marine turtles emerged.

Visitor Journey

After crossing a series of narrow corridors, visitors arrive under a vast ocean. Here they can discover and touch the animals of the Cretaceous Era. They are welcomed by a family of morays

hidden in the rocks, then come across the big turtles in the cave and can pet the Mosasaurus – while Ichthyosaurs swim above their heads.



**EXPLORE THE
ANCIENT OCEAN**



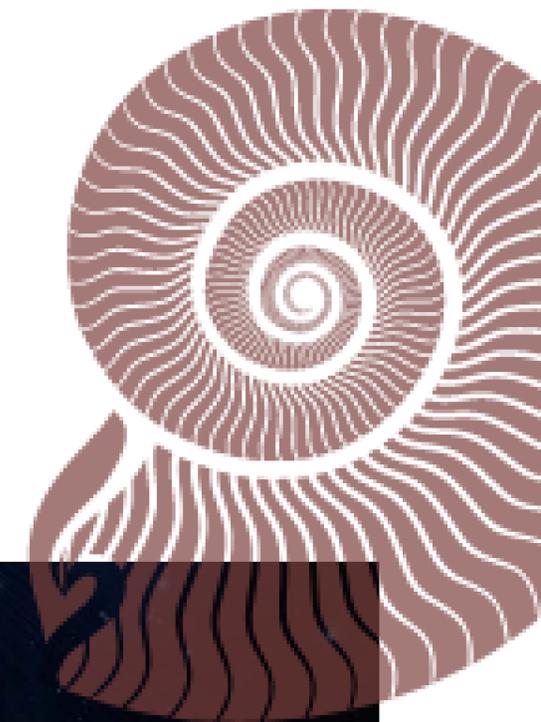
Immersive

A dreamy soundtrack smoothly envelopes the visitors as they enter a very different tunnel – the magical movements of a school of fish here introduce them to the underwater realm.

An incredible reconstruction of the ancient Cretaceous ocean will unfold before the visitors, creating a mood that is magical, poetic and awe-inspiring.

Experience

Visitors will discover and interact with life-size animatronics in a fully-realistic set made of rocks, sand and bubbles, surrounded by amazing projections and sound.



Space Characteristics

Area: 350 sqm

Duration: 15 min

Features:

1 x Mosasaurus 8m long

2 x Archelon 4m

3 x Ichthyosaurus 1.5/3/5 m

3 x Moranisax

1 x projection (50m x 6m)

1 x projection corridor (5x3m)

Sound design



LIFE IN THE MESOZOIC OCEAN

The Ichthyosaur and the Mosasaur evolved from ancestors that lived on the land. Through generations, the water shaped them to be good at swimming. While they lived under water, the Mosasaur, the Ichthyosaur and the giant Archelon still came up to the surface to breathe air. Evolution happens slowly but it makes a big splash!

Visitor Journey

Visitors now enter an educational transition space where the creatures of the Mesozoic ocean to be explored through gamification.

They can unlock the secrets of the ancient ocean, clear away sand, piece together fossils and discover how the oceans themselves evolved.



Space Characteristics

Area: 45 sqm
Duration: 10 min
Feature:
4 interactive screens

Immersive

- Interactive games draw out the story of ancient marine animals and the world they lived in.
- Under the paleontologist's tent visitors can explore the discoveries from the previous space!

Experience

Together with their families, kids can enjoy an interactive game where they find fossils, piece them together and learn more about ancient creatures.



SENSORY CAVE

A dark hole dares the visitors to proceed into the unknown, while the sounds of a swarm of bees prepares them for something utterly astonishing on the other side of the cave...



WALK THROUGH THE ANCIENT JUNGLE



Heavy rains made the lands more humid. The very first flowers in the world bloomed. A dinosaur the size of a small child evolved into a giant super predator. The first of the Tyrannosaurus Rex was born. Along with others like the Velociraptor and the giant winged Pteranodon, the mighty T-rex makes several appearances in the immersive jungle...

Visitor journey

Indeed, visitors won't believe their eyes as they emerge into a hyperrealistic forest that hosts an incredible variety of species, with twists and surprises in every corner. Visitors will be

living in the forest and they will meet dinosaurs in situations like feeding, hunting and interacting with others.





Immersive

- The scene will shift from day to night, then from night to day, to heighten the realism and immersion of the experience.
- The dinosaurs in this space will move realistically, mimicking the movements the ancient animals:
- T-Rex(es) in action, fighting for territory before disappearing into the mist
- Psittacosaurus and Zalambdalestes living in harmony
- A large cave where the visitor can pass in or out; some holes will hide small zalambdalestes living in their environment

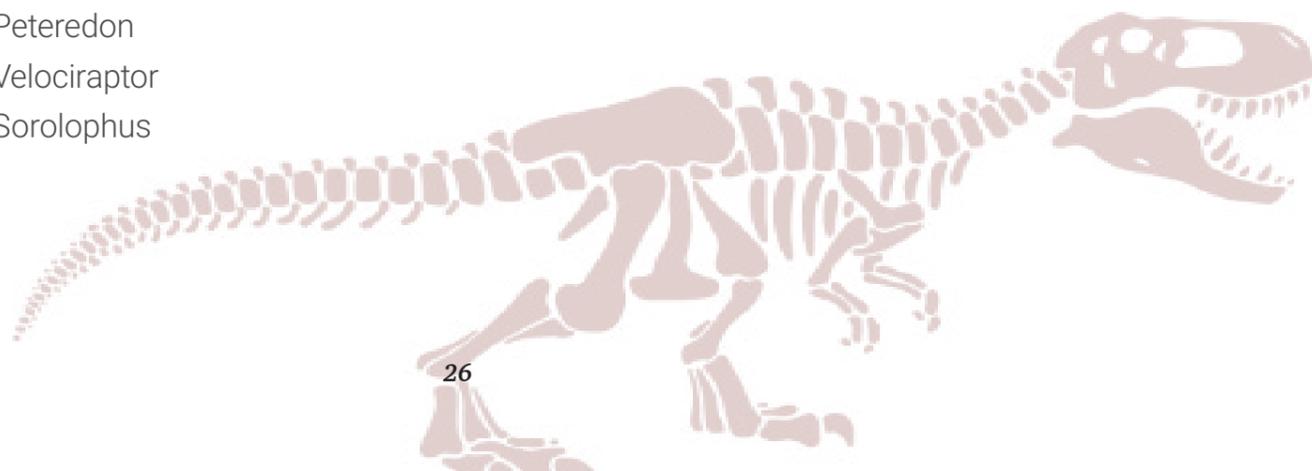
- Along a peaceful river bank, the Protoceratops and their nest in the clearings
- Tsintaosaurus congregate around the waterfall facing the Saurolophus
- On nearby rocks, Pteranodons fearfully await... then...
- Velociraptors attack their prey!

Experience

Using the senses rather than words or narration, this experience allows visitors to get up close and personal with a whole host of living beings in their natural habitat.

Space characteristics

- | | |
|--------------------------|-----------------------------|
| Area: 430 sqm | 2 x Psittacosaurus |
| Duration: 20 min | 3 x Zalambdaleste |
| Exhibit: | 1 x Hologram |
| 1 x T-Rex | 1 x water feature |
| 1 x T-Rex head | 1 x lake |
| 2 x Protoceratops | 2 x projections |
| 2 x Protoceratops babies | 11 min light and sound show |
| 2 x Tsintaosaurus | |
| 1 x Pterodactyl | |
| 2 x Velociraptor | |
| 3 x Saurolophus | |





LIFE IN THE MESOZOIC JUNGLE

As lands moved around the globe, so did the dinosaurs. With less space to roam, dinosaurs had to compete. A dinosaur the size of a small child evolved into a super predator. The first Tyrannosaurus Rex was born. Unlike the giant T-rex, a few dinosaurs shrunk and evolved wings to fly away!

Visitor Journey

This transition space will inspire curiosity. It will motivate visitors to observe the past and present of our world, and inspire the younger generations with an interest in science, as well as the responsibility of being a citizen of the world.

As before, visitors will can unlock the secrets of the ancient jungle, clear away sand, piece together fossils and discover how the lands shifted over time.



BECOME AN EXPLORER

Space Characteristics

Area: 45 sqm
 Duration: 10 min
 Exhibit:
 4 x interactive screens

Immersive

Here, interactive games further unlock the stories of specific dinosaurs and the world they lived in. The paleontologist's tent allows visitors to explore the discoveries from the previous jungle space.

Experience

Together with their families, kids can enjoy an interactive game where they find fossils, piece them together and learn more about ancient creatures.



DISCOVER THE DINOSAURS OF OUR TIME

Dinosaurs walked the Earth for an amazing 165 million years. Their kind witnessed the birth of mountains and oceans. They lived through climate change, earthquakes and volcanic eruptions... Not all could adapt to the changing world and many dinosaurs disappeared. Their absence left space for others to grow. A few dinosaurs evolved to survive. 66 million years later, they are still among us.

Today we call them birds.

Visitor Journey

The visitors are immersed in the skies of today.



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الارض لمدة 165 مليون سنة.
نظامنا واستطاعت تجاوز التغير
البراكين لم تستطع جميع
لم التكيف والتكيف المجد منها.
كفي تأخذ حياتها. تطورت بعض
أه على قيد الحياة. حتى أنها ما
مد 66 مليون سنة.
اليوم اسم الطيور.

Space Characteristics

Area: 30 sqm

Duration: 5 min

Exhibit:

immersive projection

sound design

Immersive

A spectacular projection will overwhelm the visitors with the skies of the Mesozoic Era and transform into the skies of our current era that we all recognise.

Experience

A dramatic video and soundtrack will carry away the visitors and flood their senses – a powerful and emotional climax to the exhibition before visitors return to reality.

TODAY, WE CALL THEM BIRDS

Paleontology has made many profound discoveries in recent decades. One of the most surprising? Many dinosaurs species, including the fearsome T-Rex and the Velociraptor, didn't actually disappear but rather transitioned into something new and very familiar to us: birds!



LEARN FROM THE PAST

We share our home planet with many living beings. In the modern world, plants, insects, reptiles, fish, birds and mammals are all affected by the actions of humans. Each has evolved from ancient survivors of the past. They deserve our respect. They also need a healthy planet.

If we take on the role of guardians of nature, we can preserve the delicate balance of our beloved green world – not only for ourselves, but for all living beings that our miraculous planet has nourished for generations.

Change for the better is always within our grasp. Become a guardian of nature today.

This exhibition is a vessel for a bigger purpose: to raise awareness about global change.

At our journey's end, we will give visitors the opportunity to support local initiatives



CHANGE THE FUTURE

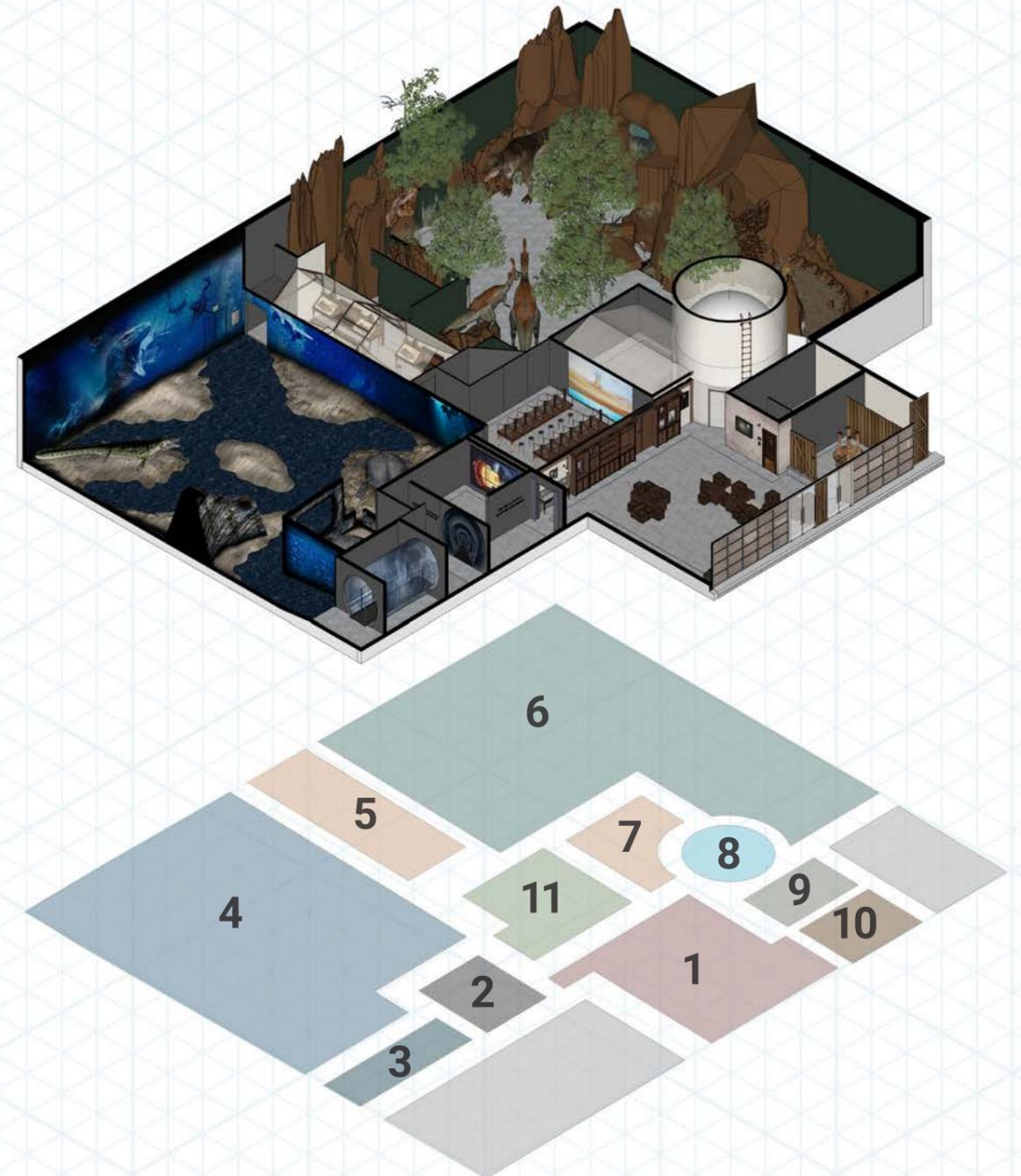
BEYOND THE EXHIBITION

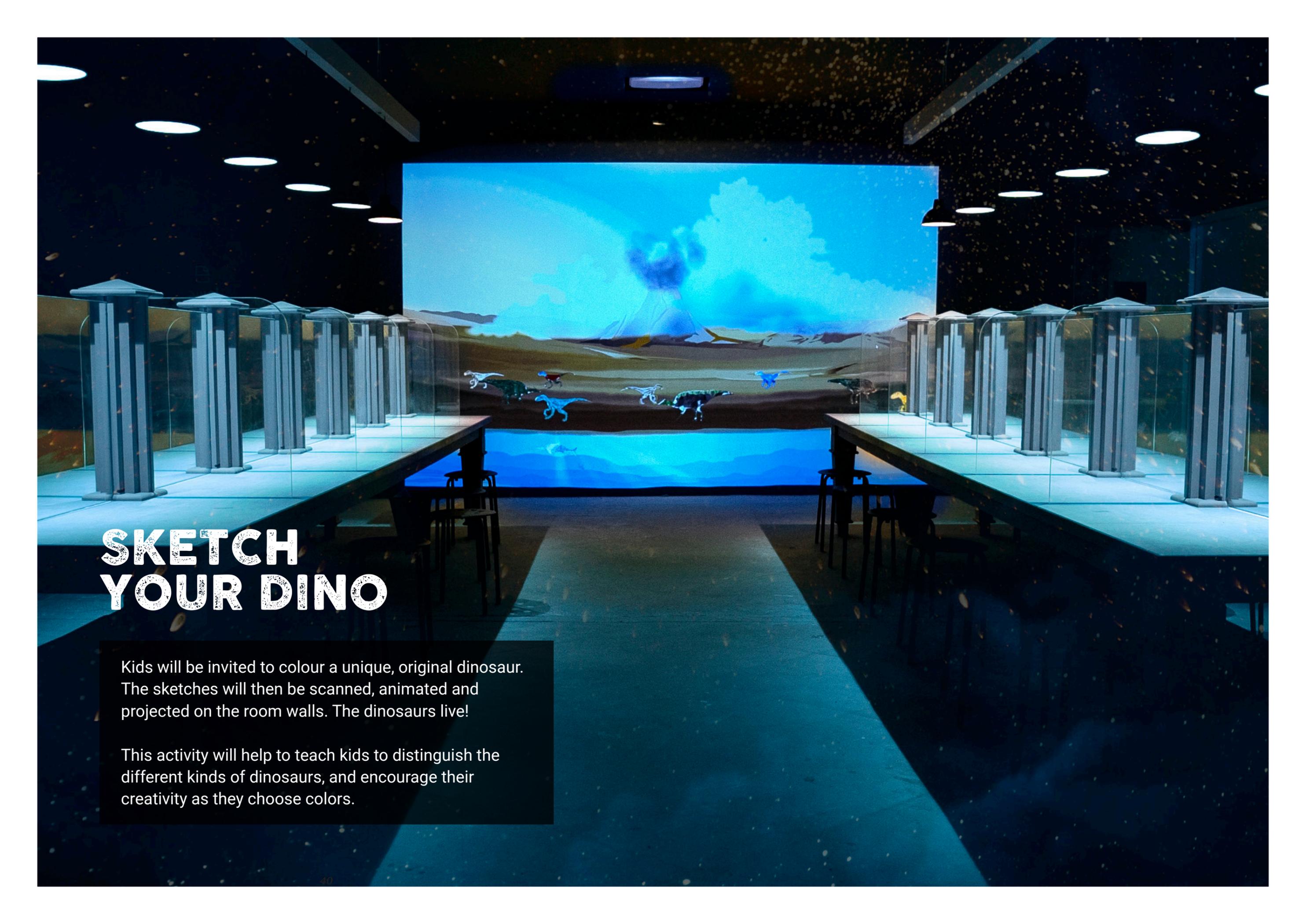
In addition to the exhibition itself, EVOLUTION: Meet the Dinosaurs offers numerous opportunities to extend the visitor experience in interactive and engaging ways.

These additional opportunities will generate repeat visits, encourage bookings in groups or for special occasions, provide souvenirs for visitors, motivate sharing and organic visitor-shared content on social media, and generate additional income.

Key

- | | |
|-------------------|----------------------|
| 1. Reception | 7. Transition 2 |
| 2. Pre-show | 8. Skies of today |
| 3. Time-tunnel | 9. Dino cage |
| 4. Ancient ocean | 10. Egg nursery |
| 5. Transition 1 | 11. Sketch your dino |
| 6. Ancient Forest | |





SKETCH YOUR DINO

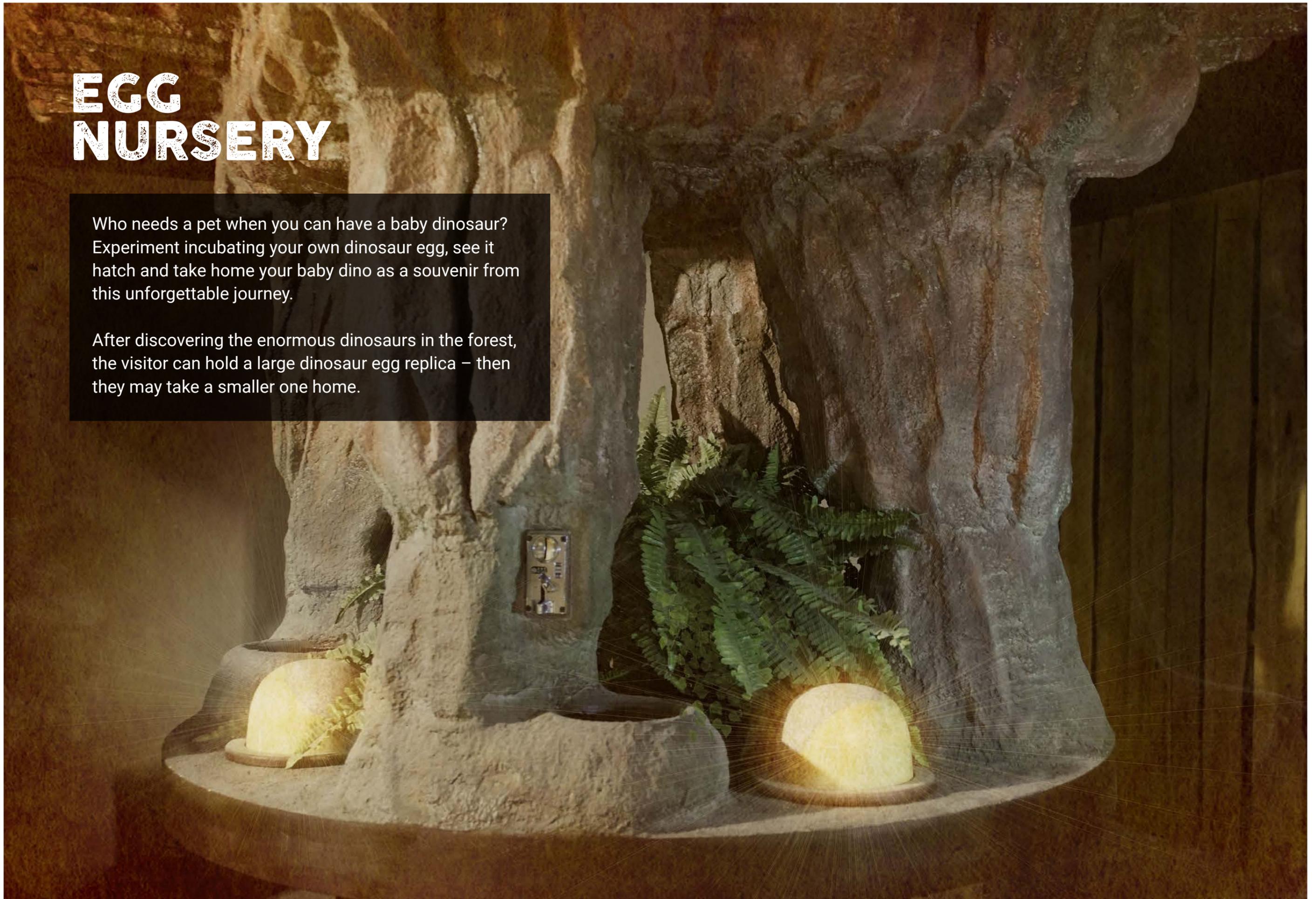
Kids will be invited to colour a unique, original dinosaur. The sketches will then be scanned, animated and projected on the room walls. The dinosaurs live!

This activity will help to teach kids to distinguish the different kinds of dinosaurs, and encourage their creativity as they choose colors.

EGG NURSERY

Who needs a pet when you can have a baby dinosaur? Experiment incubating your own dinosaur egg, see it hatch and take home your baby dino as a souvenir from this unforgettable journey.

After discovering the enormous dinosaurs in the forest, the visitor can hold a large dinosaur egg replica – then they may take a smaller one home.



#DARETOENTER



DINO CAGE

Experience the thrill of a close encounter with a huge, wild and hungry T-Rex!

Visitors are invited to enter in a cage where they will be the object of interest of a very angry dinosaur. The photo booth automatically captures the most dramatic moment – face to face with a T-Rex! – which visitors can print and take home.

CABINET OF PALEONTOLOGY

This is a themed common space that will immediately immerse visitors in the world of paleontology. It can also function as a waiting room, reception, information, retail store, ticketing area, entrance and/or exit for the exhibition as a whole.



MERCHANDISING

The range of merchandise has been developed to perfectly complement the overall visitor experience and to enhance the sense of brand identity.



EDUCATIONAL PROGRAMS

EVOLUTION is a field trip opportunity guaranteed to provide a fun and comprehensive learning experience for all school grades.

Created with pedagogical expertise, these educational programs will provide teachers with content that ranges from history to geography, science, mathematics, technology and even engineering.

It's also a great opportunity to develop human skills by promoting inclusion alongside communication skills, teamwork and awareness of environmental responsibility.

A Shared Journey

Inclusion & Social Awareness - Any age group

Curriculum Focus: Social Emotional Learning

Inviting students on a shared adventure to meet the dinosaurs.

Our Dear Planet

Learning about Earth - 8 +

Curriculum Focus: Geography and Geology

Change is a constant on our planet. Learn how the continuous interaction of Earth's layers leads to shifting continents, new mountains and oceans.

Discover a New World

Explore the senses - 3-5 years

Curriculum Focus: Language, Physical Education, Art and Science

This immersive exhibition is a new world for young children, who can see, touch and discover novel experiences.

A Tyrannosaurus Rex is the central focus, shown in profile with its mouth wide open, revealing sharp teeth and a pinkish interior. It is positioned in a lush, dark green prehistoric forest. In the upper left, a Pterosaur is captured in flight against a hazy, sunlit sky. The overall atmosphere is mysterious and ancient, with soft light filtering through the trees.

**ARE YOU READY TO MEET
THE DINOSAURS?**

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