

## **Falcon's Treehouse Designing Master Plan for China's OCT Eco Park.**

Orlando, Florida – May 12, 2006 – When OCT, a Chinese land development firm and owner of a veritable theme park empire, determined the need for a first class family destination, they engaged none other than Orlando-based **Falcon's Treehouse, LLC**, world-renowned for its unique storytelling designs. It was a smart move. In no time, FTH elevated the concept and defined how it could be successfully executed. The result was OCT Eco Park.

Built into the side of a mountain, OCT's Eco Park embraces an idyllic, unobtrusive setting that promotes the beauty of nature while offering guests the enjoyment of dozens of unique and compelling rides, attractions, exhibits, restaurants and retail. The park is an expression of the importance of conservation and the search for renewable energy. "The entire design respects and embraces the surrounding natural environment, so every element will be organically integrated into the local ecoscape," said Cecil Magpuri, President of Falcon's Treehouse.

The Falcon's Treehouse mission is to enrich lives worldwide through unparalleled storytelling, creating the highest quality destinations, attractions, events and entertainment. "We strive to achieve a higher goal with our theme park designs", says Cecil. "By creating a storyline that makes environmental awareness fresh and exciting, we can capture people's imaginations and inspire them to conserve our precious resources."

It's all part of FTH's unique brand of "elemental storytelling", which strives to distill the familiar conventions of narrative story forms down to their most essential components, tapping directly into primal human perceptions and responses. Thus, elemental stories are able to transcend ordinary barriers of language, culture, age, gender, and worldview. They certainly succeeded with OCT Eco Park. "Guests will be completely immersed in a thrilling environmental adventure that will take them deep beneath the surface of earth, out into the far reaches of outer space, and into the uncharted depths of the ocean to search for renewable energy sources," explains Cecil Magpuri.

Scheduled to open in conjunction with China's New Year's celebration, Eco Park, located near the thriving metropolis of Shenzhen, "promises to deliver an unprecedented family entertainment destination in an unconventional package," says Magpuri. "The challenge for the team at Falcon's Treehouse was to master plan an exciting, engaging theme park experience while redefining the conventions generally associated with traditional parks."

"The solution," says Cecil, "sprang from the influence of some of my favorite artists, most notably the abstract naturalist, Andy Goldsworthy." Utilizing combinations of natural materials in unique patterns and applying them in unexpected ways, then weaving them with a compelling storyline, the master planning team at Falcon's Treehouse has created a distinctly earthy yet undeniably fantastic environment that promises to connect guests with nature while pushing the limits of their imaginations.

With Eco Park opening next year in China, Falcon's Treehouse is focused on the successful completion of their innovative master planning effort. Currently under contract as the master planners for the groundbreaking visitor experience, Destiny USA and the San Diego's Wild Animal Park, Falcon's Treehouse is also developing attractions and experiences for India's Ramoji Film City and Europe's Star Parks.

### **About Falcon's Treehouse, LLC**

Falcon's Treehouse, LLC is a creative services firm specializing in creating immersive technology driven experiences designed to thrill and amaze today's sophisticated audiences. Utilizing the most advanced technologies in design, turnkey management and production services, Falcon's Treehouse is a leader in the entertainment and destination industries. Since its inception, Falcon's Treehouse has generated a wide spectrum of work for high-profile clients like Disney, Universal, SeaWorld, Busch Gardens, Coca-Cola, OCT, Ramoji Film City, Zoological Society of San Diego, Space Center Houston, and Hard Rock. Cecil Magpuri, President of Falcon's Treehouse, is perhaps best known for his innovative use of technology in such attractions as the award-winning *Curse of DarkKastle* at Busch Gardens Williamsburg and as cocreator of *Twister* at Universal Studios in Orlando. Falcon's Treehouse, LLC, headquartered in Orlando, Florida, has a website at [www.falconstreehouse.com](http://www.falconstreehouse.com).

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