



falcon's treehouse

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FALCON'S TREEHOUSE DESIGNS TOP CONTENDER IN INTERNATIONAL DESIGN & MASTER PLANNING COMPETITION

Orlando, FL

Falcons Treehouse, LLC announced today that Seoul Enchanted Forest, a magnificent master planning effort took second prize in the International Competition for Seoul Grand Park's Renovation. Conceived to help turn Seoul Grand Park into a park with international brand recognition, the contest attracted more than 100 entries from design firms located all around the world.

As part of an international consortium, Falcon's Treehouse was responsible for the design of Seoul Enchanted Forest's entertainment aspects and overarching storyline. The entertainment design included the master plan & attraction program for a theme park, water park and fantastic aquarium.

"This was an amazing competition to be part of. It is an honor to have taken second place when there were so many excellent entries!" says Cecil Magpuri, President and Creative Director of Falcon's Treehouse. "We're very proud of the park we created. By weaving together the storylines of the theme parks and water park while integrating them into the storyline of the whole development we created a powerful identity; an identity that was recognized by the judges in the competition."

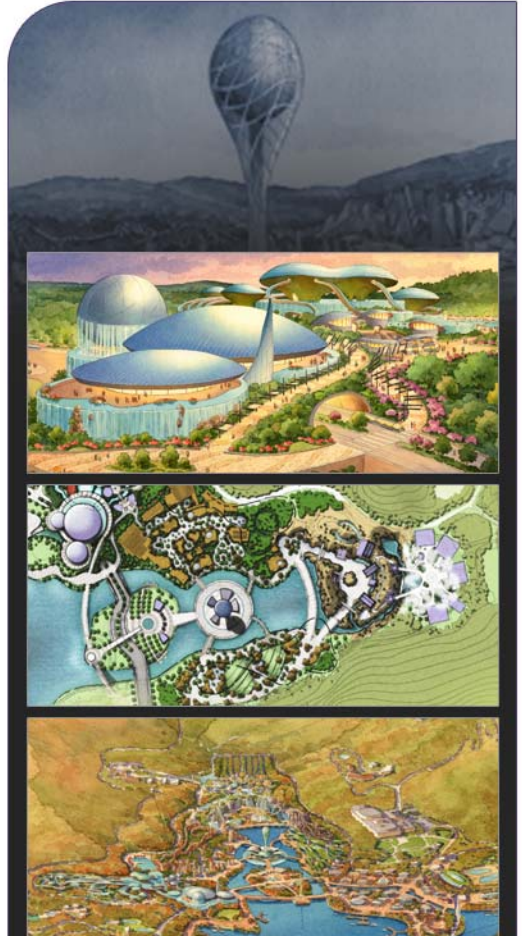
With a unique storyline, and fantastical theme, Seoul Enchanted Forest will immerse guests in an ancient, mystical tale of the uniting of five kingdoms into one, where guests don't just experience the world around them, they become part of it. State of the art attraction technology, high-caliber thrill rides and the newest in media-based themed entertainment will make Seoul Enchanted Forest one of the most cutting-edge theme parks on the planet.

"Creating Seoul Enchanted Forest allowed us to expand creatively and design fresh and new concepts for the parks," says Cecil Magpuri, "and we certainly had fun doing so!"

Falcon's Treehouse is currently involved in bringing new and exciting experiences to life, with several projects under construction in Asia, including a fantastic and unique experience for the 2010 Shanghai World Expo.

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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, 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 DarKastle 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