



The Jurassic Park Institute Tour makes effective use of a well-known brand in an “edutainment” context, adds in excellent design and concept, and raises the bar of dramatic/experiential presentation far beyond what is normally seen in a museum or most theme parks. Additionally this exhibit is all the more impressive because it was achieved in a temporary, moveable facility. The Jurassic Park Institute Tour is a touring exhibit of over 50,000 square feet that combines life-size animatronic dinosaurs, live performers, multimedia, and environmental settings. These locations—ranging from jungle to laboratory—present a totally immersive “edutainment” experience that leverages public interest in the Jurassic Park brand to engage and educate visitors. Designed as a series of guided, pulsed “scenes,” costumed actors escort visitors through the Ingen complex, where they encounter the DNA labs, dinosaur veterinary compounds and ultimately face to face encounters with raptors and tyrannosaurs! The dinosaurs, which incorporate the original sculpted Stan Winston dinosaur molds created for the Jurassic Park films, are fully animated figures, and are presented as “real creatures” throughout, resulting in an overall “story” experience for the visitors. The presentation modes vary widely, with actors repelling in from the ceiling and dinosaurs bursting through an overhead jungle canopy. The overall effect takes the mixture of education and entertainment to a new level of experience.

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