



CASE STUDY

WORLD OF WONDERS - DOHA, QATAR

created by

THEMICS  **THEMING EXPERTS**



CREATING WONDERS

INTRODUCING



THEMICS PHILIPPINES INC.

Themics is an experienced theming supplier that guides you from concept design to production, and installation. The production facility is located at the heart of the Philippines, and attracts talented artists to produce high-quality, durable thematic elements for theme parks, FECs, museums, resorts, and other leisure businesses. Specializing in theming and design, Themics is fully committed to bringing quality products to our clients that meet the high standards of the industry.

With the growing opportunities, Themics Europe B.V. was established to accommodate more clients overseas. Our European team is happy to assist you with translating your ideas into real-life projects.

Our factory is located in the Philippines where more than 300 skilled artists, who have 40+ years of experience, work on a wide range of projects around the globe. Their expertise includes sculpting, molding, structural engineering, mechanical and electrical production, concept design, digital arts, assembly, lighting, and programming. This ensures full quality control throughout the development and manufacturing process up to installation at your unique destination.

To ensure quality products and services, we are using durable materials such as fiberglass, resin, metal, rubber, woods, and other similar materials, based on the client's preference and project requirements. Our adaptability to various methodologies enables us to grow, improve, and reach new horizons that guarantee customer satisfaction.



AURA GROUP

Aura Group is a large operator in the hospitality and leisure industry, running successful franchises and various upscale locations on a global scale. Within Qatar, Aura Entertainment is even the largest operator of entertainment experiences with its several venues spread across the country. Having experienced rapid growth while developing their various concepts and destinations, they have decided to expand their entertainment branch with a new FEC brand in 2021 - 'World of Wonders'.

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WORLD OF WONDERS

'World of Wonders', or 'WoW' for short, was developed to be a state-of-the-art indoor entertainment park, offering a wide range of activities for families and individuals of all ages. The three-story building is divided into multiple themed zones with immersive experiences and fun games for everyone. Across the zones, visitors can try themed rides, attractions, educational activities and arcade games while being immersed in a different place on Earth. To create this engaging environment, Themics was tapped to equip each floor and themed area with wall coverings, gates, counters, signs, furniture, shelving and every other theming element that can be found throughout the FEC.

Each themed area requires a different style and approach, in order to deliver an authentic result to the client. The different zones consist of an Arctic Adventure, Jungle Outpost, Magma Cavern, Spaceport and a Deep Sea Base. Apart from that, there are many other attractions and playing areas to explore, such as a birthday room, Toddler Area and bowling, as well as a shop, cafes and other F&B options.

Located on the Al Markhiya Street, this FEC truly adds something to the local community as well as offering a fun day to visitors travelling from far away. Everyone is welcome to interact with each other on the three floors and experience a unique environment that can only be found in World of Wonders.



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EXPLORING THE PROCESS

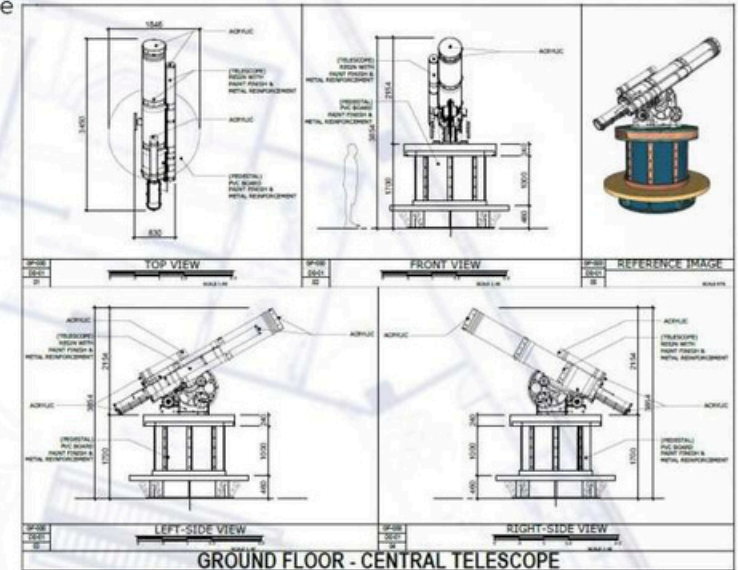
1. CONCEPT DESIGN

At the beginning of the project, we received the existing concept design which were provided by the well-known company Falcon's Creative. The immersive designs showed the promising plans for a future FEC, that would enrich the entertainment market of Doha.



2. SCHEMATIC DESIGN

From the concepts design on, Themics took over to create the detailed drawings and production files, necessary to execute the existing plans. At the same time, we thought along with the client to include all their last wishes and adjustments. It was the aim to stay true to the original concept while accommodating to the client's timeline and budget.



3. PRODUCTION

Once designs were finalized and approved, Themics got the green light on starting production. At the Philippine factory, the team worked hard to execute all the diverse theming. With thorough consultation and feedback from the client, it was made sure that the items were prepared to reach their satisfaction.



CREATING WONDERS

EXPLORING THE PROCESS

4. INSTALLATION

Not only the production, but also the installation of the items were part of Themics' scope. A team traveled to Doha to make sure everything there will look wonderful, working from the ground floor to the second floor.



5. FINAL RESULT

By the beginning of 2023, all floors have opened their doors to the public and welcomed eager visitors that wanted to explore and embark on adventures in the World of Wonders. The team of Themics is very proud of the result that this truly wonderful cooperation has brought.



CREATING WONDERS

GROUND FLOOR

The ground floor is where visitors get their first glimpse of the World of Wonders. With a diverse and wonderful offering, this Family Entertainment Center welcomes all visitors in the entrance hall. From there, visitors can choose which Wonder to discover first.

ENTRANCE HALL

The entrance hall is the visitors' starting point for an exciting journey through this FEC. In the center of the hall is a unique telescope that immediately catches the eye and gives a taste of how far the visitors' journey can go in this World of Wonders. In addition, the entrance hall functions as the first introduction to what other things the ground floor has to offer, for instance a restaurant, a shop and a Toddler area where young visitors can enjoy a playful environment themed with butterflies.



SHOP

In the store, young and old can feast their eyes on the most beautiful products. In this open corner of the ground floor, Themics realized the cash register, the counters and shelves of the store with an industrial style that matches the theming applied throughout the whole ground floor. In addition, Themics provided the installation of all the lighting, showcasing all of the wonderful merchandise.



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FIRST FLOOR

The first floor offers a diverse range of themed areas allowing visitors to immerse themselves in many wonders. Travel to the earth's centre in the Magma Cavern, swing between the vines in the Jungle Area and experience the freezing atmosphere of the Arctic Area. Overall a very interactive floor where visitors can be challenged by playing games with friends and family.

JUNGLE OUTPOST

The Jungle Outpost is all about climbing and clambering. For younger visitors there is a large climbing course where they can move through the jungle like Tarzan. Themics got the opportunity to theme all columns and ceiling beams, by cladding them with resin items in a jungle stone style. This particular kind, reminding of the Ancient central American Inca signature, immerses the visitors to an active and mysterious environment.



ARCTIC ADVENTURE

Travel to Earth's northernmost region in the Arctic Adventure. This freezing area features a large slide and is completely themed in a cold ice style, cladded with ice formations. Besides supplying the slide and ice, Themics also provided the two penguins and the polar bear placed next to the slide. This area has plenty of space to play games added by different projectors.



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FIRST FLOOR

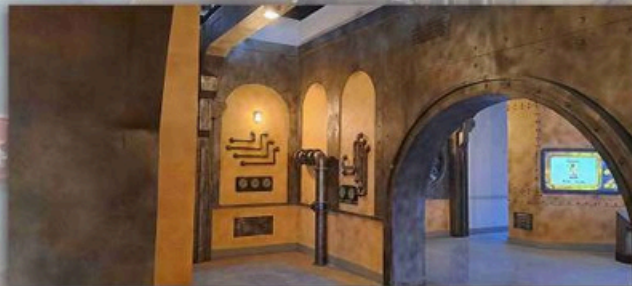
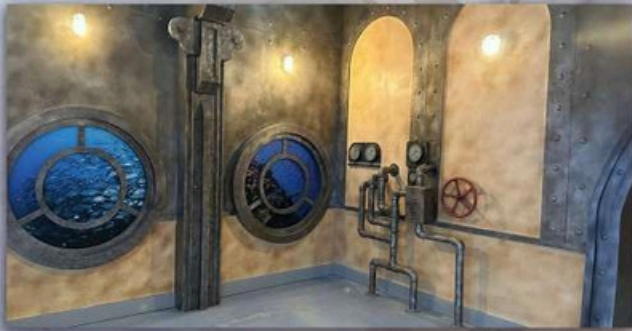
MAGMA CAVERN

A deeper layer of the World can be experienced by visitors in the Magma Cavern. This highly interactive area offers various games provided by Themics. One of these games is the Fossil Dig, where visitors get to dig out dinosaur bones from under the sand like a palaeontologist and also eventually combine them according to the correct species. Another game that Themics supplied is the Marble table, where visitors can compete with each other in exciting marble races.



Glowing magma flows pass visitors as they immerse themselves in the deep crust of the Earth. For this area, a special archway was produced in which lights inside the arch create the special magma effect, that suits very well with the theming of the rest of this area. Besides that, all wall coverings were supplied by Themics in the same theme that creates a very unique experience in the Magma Cavern.





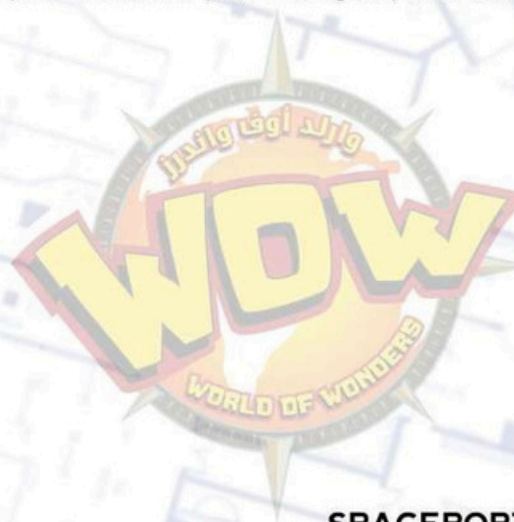
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SECOND FLOOR

On the second floor, visitors will be able to enjoy two more themed areas. The Deep Sea Base and the Spaceport, both make for valuable additions to the FEC's offerings. Going deep under water and up in space, guests of World of Wonders immerse into new adventures far from their regular lives on land.

DEEP SEA BASE

In the Deep Sea Base, visitors can immerse themselves in a submarine-themed environment and learn new things about the sea and its creatures. Panels, decorated with various pipes, ducts and wheels were created partly with fiberglass and graphics and were detailed with big visible bolts. All together the themed walls create a Jules Verne's Nautilus-esque atmosphere found far (20,000 leagues) under the sea.



SPACEPORT

In the Spaceport, visitors will embark on a trip beyond the well-known grounds of the Earth. With help of the immersive theming, they are transported to the inside of a spaceship and will learn what it means to walk in astronaut boots. Carefully integrated lighting combined with the futuristic panels, create an engaging atmosphere that's out of this world!



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