

Robin Hall

Master Planning | Themed Entertainment | Show Design

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As Vice President of Design and Architecture at Knott's Berry Farm theme park for 17 years, and art director at Magic Mountain for 6 years, I was instrumental in developing numerous rides and attractions for both parks, as well as master planning area development. I have been a major contributor to the city master plan for Valencia, California.

As Senior VP of Design at Vertex Productions, I have led teams on various design projects around the world for Theme Parks, City Masterplans and Museum Exhibits. I have since been the concept designer or master planner for many independent projects across the world.

In terms of Design Ethos, I believe in creating holistic "places" that have a strong masterplan theme, as well as pedestrian-level comfort. I have also been involved in the operational and construction related phases of many parks and have deep insight into what makes public places successful.



Selected Projects:

Robin Hall | Owner | 2010-Present

Responsible for design for many theme parks, water parks, marine mammal parks, and for several indoor entertainment centers, museums, and entertainment attractions. I am also involved in the Master planning of tourist towns in China and Tibet including concept design for all housing, food, retail, entertainment and cultural elements.

Haichang Ocean Park, Zhengzhou, China; Masterplanned various approaches to the site and developed all Attraction plans

Dalian Tourist Town, Dalian, China; Comprehensive masterplan of Tourist Town

DreamWorks Indoor Entertainment Park; Design options for indoor entertainment center

Vidanta Theme Park, Mexico; Planning and Design of Theme park resort centered around show lagoon

EpiQ – Qatar indoor theme park indoor theme park in Doha; Concept Design and Design Development of Indoor park in a mall in Qatar

Alamo Experience, Texas; Planning and attraction concepts and continuing to design and render to a shop drawing level

Vidanta Senses Park, Mexico

Paramount Park, Incheon, Korea

Paramount Park, Kunming, China

Paramount Park London (The Kingdom) England

Dream 'in Hong Kong, Flying Theater Pre-Show, Hong Kong

Ocean Park, Water Park Design Expert, Hong Kong

Inspire – Incheon indoor theme park in Korea

Fun Box - Indoor children's theme parks in China

DreamWorks indoor entertainment park in China

World of Dinosaurs-Jack Horner Traveling Exhibit

Zhengzhou Haichang Ocean Park in China

Wildlife Animal Museum in Sacramento, California

Mercury Studio master plan in Texas

Rock Dog theme park in China

Dinosaur Hotel and Water Park in China

Karamay Entertainment District and Industrial Zone master plan in Karamay, China

...contd. from Pg 1

Vertex Productions Inc | Senior VP of Design | 2004-2010

Responsible for design and management of all master planning and design for theme parks, water parks, attractions, resorts, museums and exhibitions.

Ocean Park, Hong Kong; Master planning and detail lay-out of all areas, theme park concept designs.

Magic Island Theme Park, Chongqing, China; Concept master plan, concept and show designs for a new theme park.

Entertainment City India, Navi Mumbai, India; Master plan for mixed-use community centered around a 'Bollywood' movie park.

Harbin Eco-City, Harbin, China; Master plan and concept design for animal park and conservation center.

Porta Moda Tunisia, Tunis, Tunisia; Master plan for new planned community centered around fashion and style.

Entertainment City Qatar, Lusail City, Doha; Design of Entertainment core for a new downtown entertainment district in Doha, Qatar

Dubailand Theme Park City; Concept master plans for four theme parks and three water parks

Museum of Science & Industry, Chicago; Master plan of museums ten year development, U-505 Experience, Fairy Castle, Fractal Maze, History of Flight, Wright Flyer, and Energy Planet

Green Hall Designs | Partner & Design principal | 1998-2002

Warner Bros., Movie World, Madrid; Master planning, themed architectural and show design for all ride packages, management of design teams, movie story boarding for the Batman simulator ride.

Knott's Berry Farm | Vice President, Design and Architecture | 1982-1998

Master planning, themed architectural design, management of design staff for all capital and maintenance projects. Major new attractions included Camp Snoopy,

Overall Masterplan, Mystery Lodge, Jaguar, Ghost Rider, Kingdom of the Dinosaurs, Knott's Camp Snoopy in Mall of America,

Castle Entertainment | Director of Planning | 1981-1982

Master planning, design of miniature golf parks and pizza restaurants

The New Land and Farming Company | Art Director, Chairman of the Architectural Committee | 1978-1981

Master planning, shopping centers and industrial buildings, art direction for all capital and maintenance projects

1972-1977 Six Flags Magic Mountain - Art Director, Planning and Development

Master planning, art direction for all capital and maintenance projects; work included Spillikin Corners Craft Village, Colossus Wooden Roller Coaster, The Revolution

1968-1971 Freelance Book Illustrator

Education

1968-1972 BFA, California Institute of the Arts/Chouinard

Vidanta Theme Park

Client: Vidanta

Location: Puerto Vallarta, Mexico

Size: 160 Acres

Stage: Concept Design

Role in project: Design Lead with Hetzel Design

[Working for Hetzel Design assisting with planning and grading concepts and continuing to design rides and themed attractions]

The project design started with the overall site and highway interchange to parking lots, cable car route, surrounding hotel/time share properties to the theme park itself. The park was centered on a large show lagoon and water show including fountains and battling ships.

The park itself was to be heavily landscaped and have multiple themed areas along with event staging area.

Developed the fire road strategy and overall circulation, sized and positioned the rides, developed the restaurant seating plans, located restrooms and back of house support, service tunnels, lagoon edge details, and developed the theme overlay plans including sculpture and mural concepts.

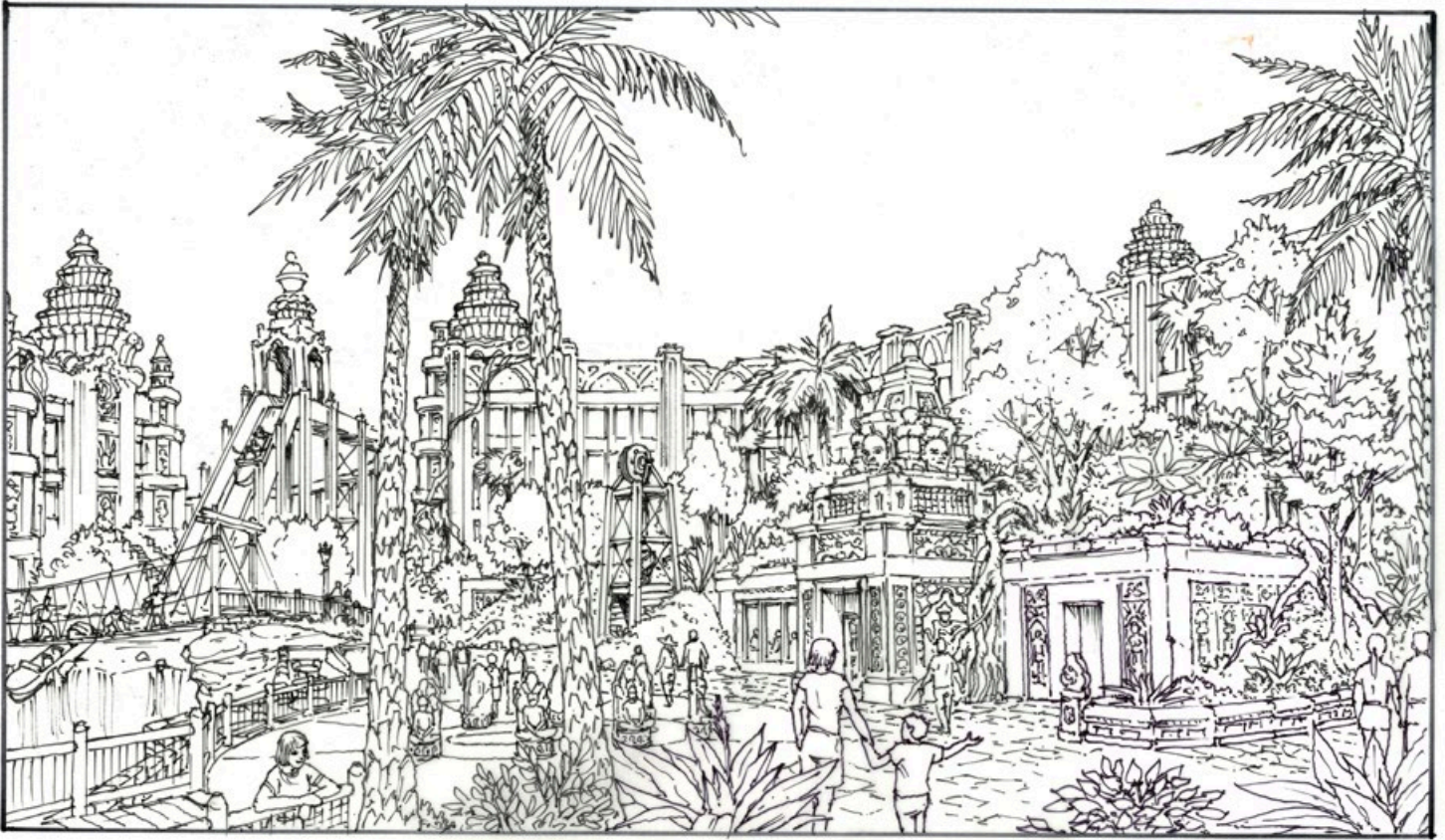


Approaching Burj 2020

Approaching Burj 2020







Mayan Forest

Resort Birdseye



Dalian Tourist Town

Client: Dubai Multi Commodities Group

Location: Dubai, UAE

Size: 10.1 Hectares

Stage: International Competition - Winning Entry

Role in project: Urban Design Lead, at WATG

[Under the guidance of Design Director, providing Design Options for the project, and subsequently designing preferred option in 3d and managing overall production and presentation]

"Burj 2020" is poised to be the world's tallest commercial tower (700 m), and will be constructed in Dubai, in time for the 2020 World Expo. Our competition deals with the Urban Design of the site. In order to create a remarkable public space in the heart of Dubai, the main tower is placed on the edge of the site for maximum visibility, and other program is arranged around to create "Dubai Square" - a 24/7 venue with active uses, and includes active shading and cooling systems essential to outdoor life in Dubai.



Festical Street





Dalian Tourist Town



Island Town

Mountain Town



Haichang Ocean Park

Client: Haichang

Location: Zhengzhou, China

Size: 160 Acres

Stage: Concept thru Schematic Design

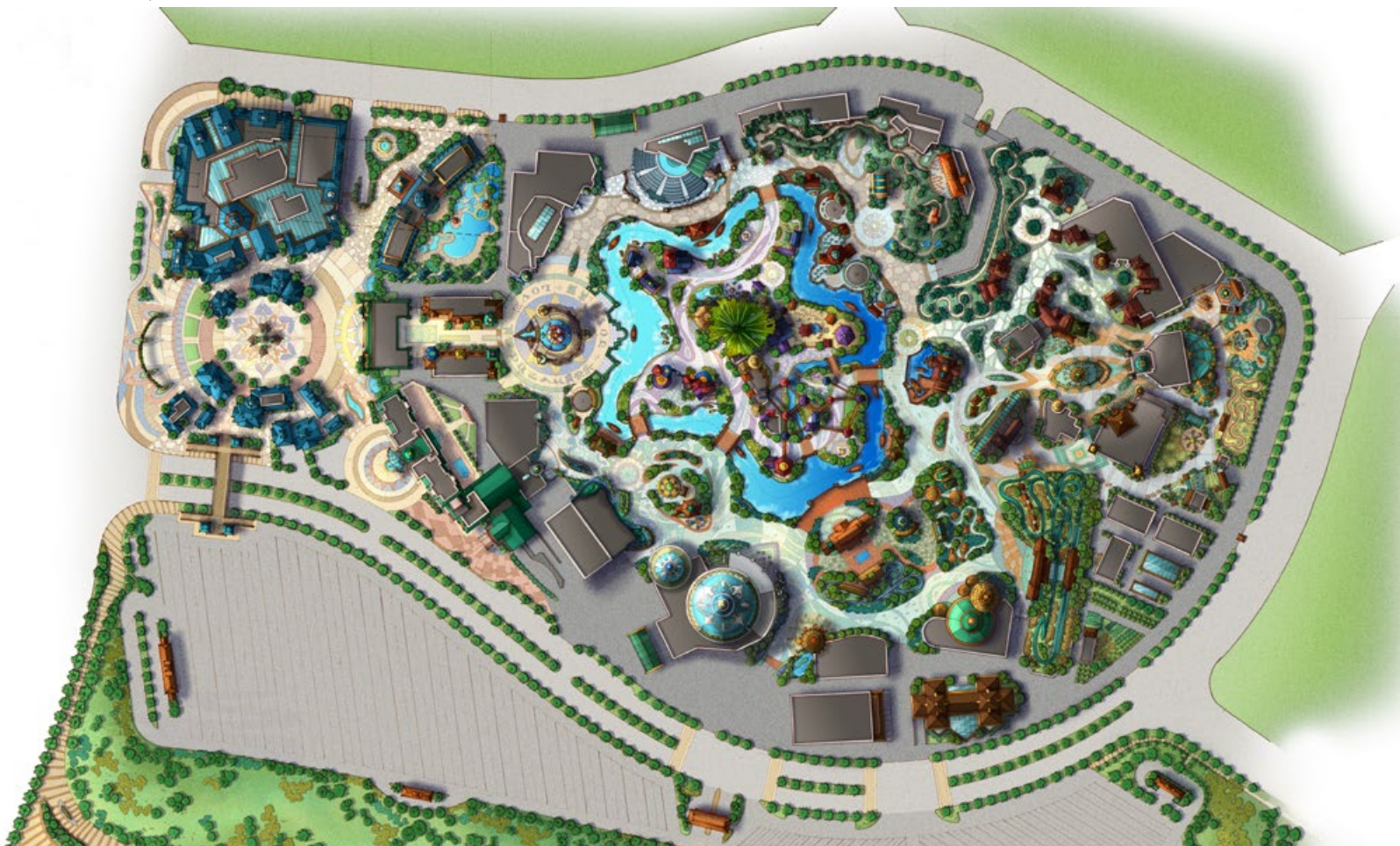
Role in project: Lead Designer

[Master planned various approaches to the overall site; including site sections and massing studies, located back of house functions and did circulation and fire lane studies. Developed all the attraction plans for ride and sea mammal attractions, story boarded various attractions, drew elevations of exterior and interior of all attractions and restaurants along with sections]

The project design included the highway interchange to parking lots, surrounding hotel and RD&E properties to the theme park itself. The park was centered on a large lagoon and the animal exhibits were laid out around this so the visitor was reminded that this was primarily a sea life park. The park itself was to be heavily landscaped and have multiple themed areas along with event staging area and future parade route. Sized queues and positioned the rides, Designed Sea Mammal exhibits; with pool sizes and back of house support, developed the restaurant seating plans, located overall park back of house support, and developed the theme overlay plans including sculpture and area development concepts.



Park Masterplan



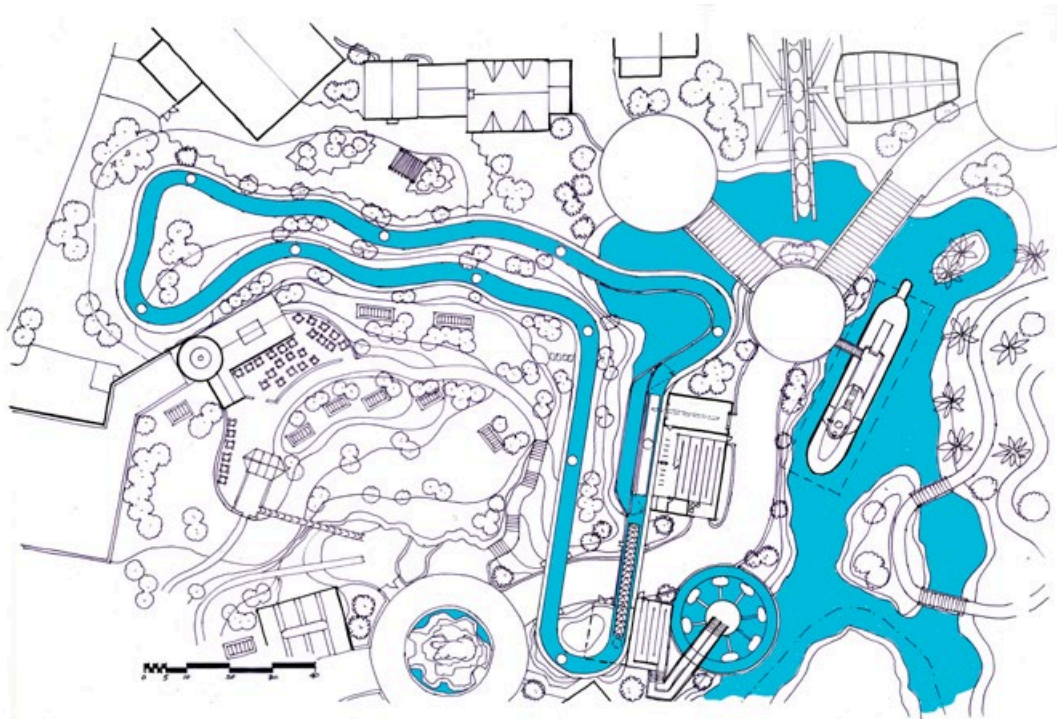
Haichang Ocean Park



Overall Birdseye

Lagoon and Park Birdseye





Detail of Flume Ride

Resort Entry area Detail



Dreamworks Indoor Park

Client: Dreamworks

Location: China

Size: 6.5 Acres

Stage: Concept to Schematic Design

Role in project: Lead Designer

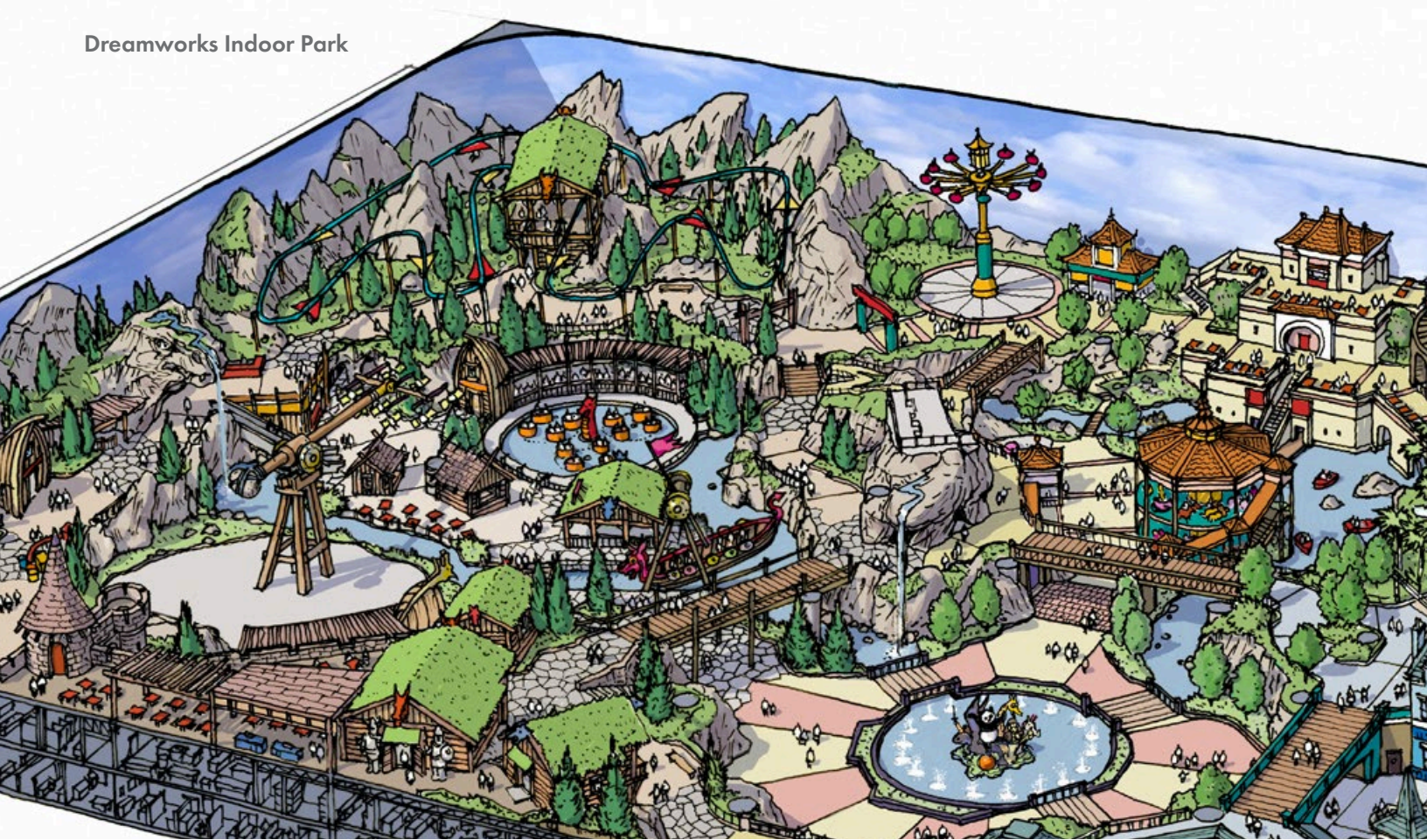
[Dreamworks approached Robin Hall and The Hettema Group to individually present concepts, and after both companies presented our initial thoughts and sketches Dreamworks suggested that we join forces to develop the concept for their park. My role was to be generating the base master plan and the Hettema Group would then develop the attractions. As it worked out, each company worked on both aspects together all the way through Schematic Design]

Dreamworks wanted four lands within their space; Kung Fu Panda, Madagascar, Shrek, and How to Train Your Dragon. These lands all needed to enter through one central area that highlighted the Dreamworks brand. The project was to keep each space isolated from the other except at the central distribution zone. They wanted the project to be a black box and the surrounding walls to be scenically treated to enhance the story telling for each movie property.



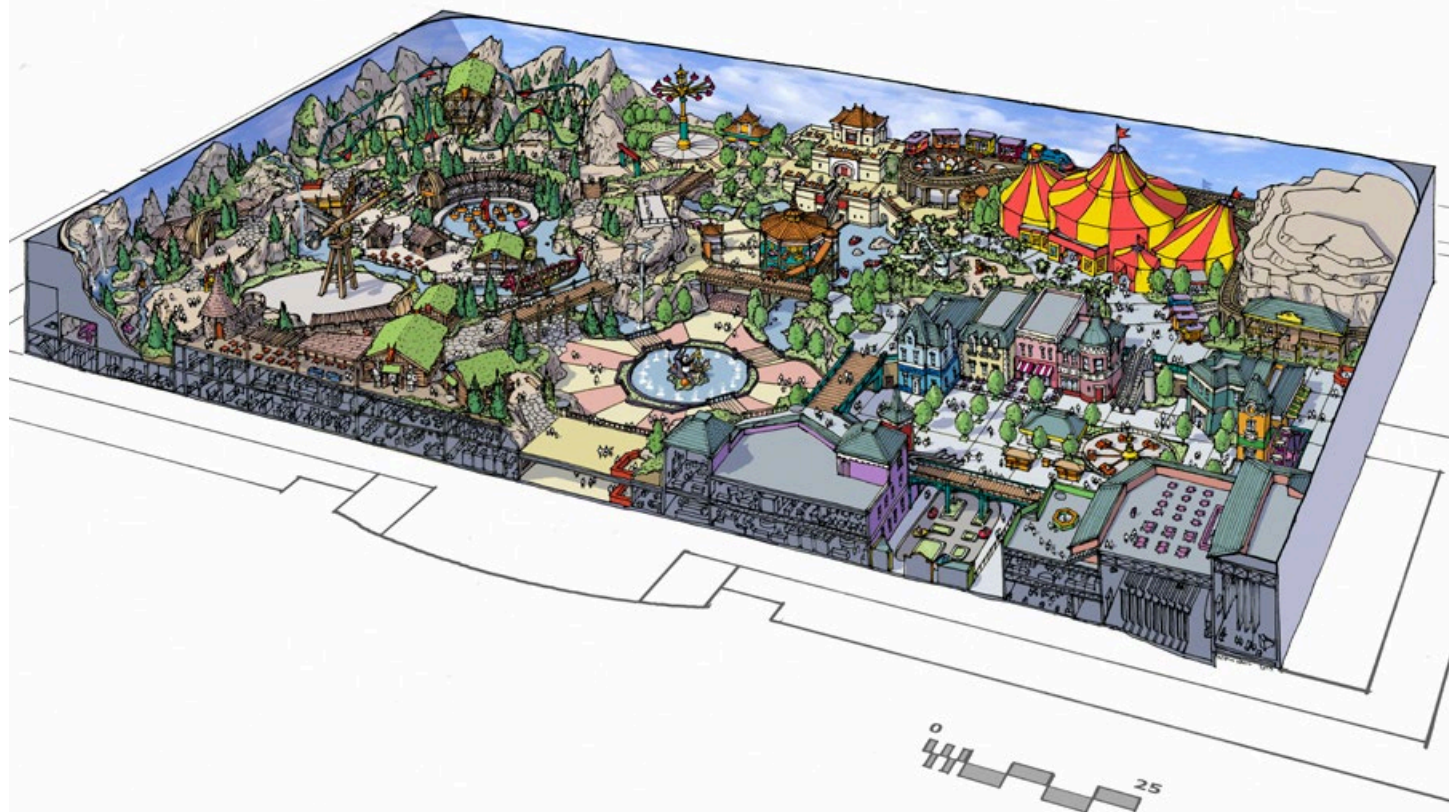
Park Plan





Mountain Zone

Park Birdseye



EpiQ - Qatar Indoor Park

Client: Halui Real Estate co.

Location: Doha, Qatar

Size: 7 acres

Stage: Concept thru Construction Drawings

Role in project: Designer/Planner

[Working for Hetzel Design assisting with planning and attraction concepts and continuing to design rides and themed attractions]

The project design started with taking over an ongoing theme park design in a large mall. The previous design was replaced Hetzel Design was put in charge of delivering the final design and assistance through the construction stage. The original design was rejected and Hetzel design was tasked with coming up with a new design that include three rides whose foundations were already poured and had to be worked around. The new design was to have multiple themed areas which we were tasked to develop. The work included overall circulation, sizing and positioning the rides, generating restaurant seating plans, retail interiors, locating restrooms, back of house support, and theme overlay plans including sculpture and area development concepts



Overall Birdseye

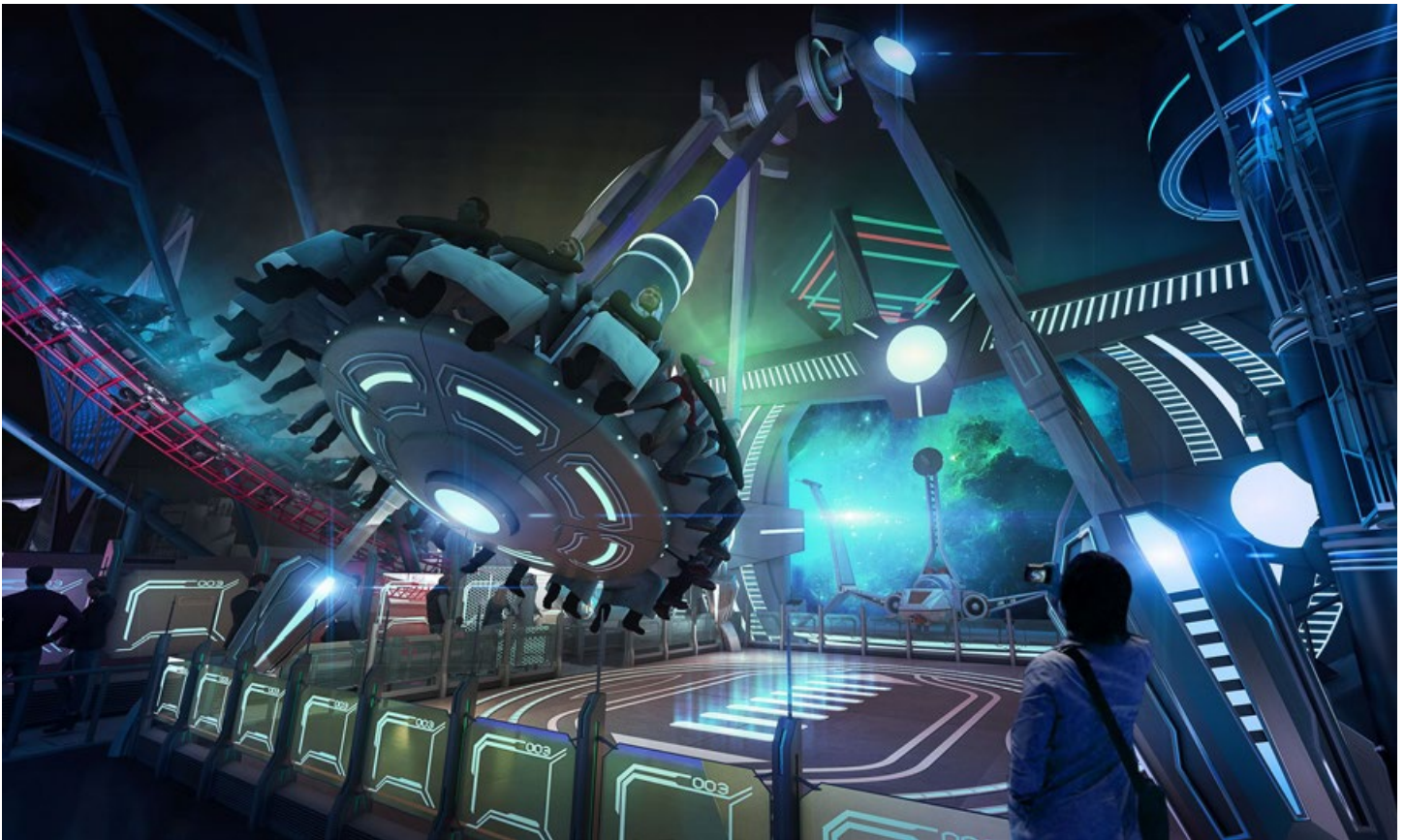




Park Plan

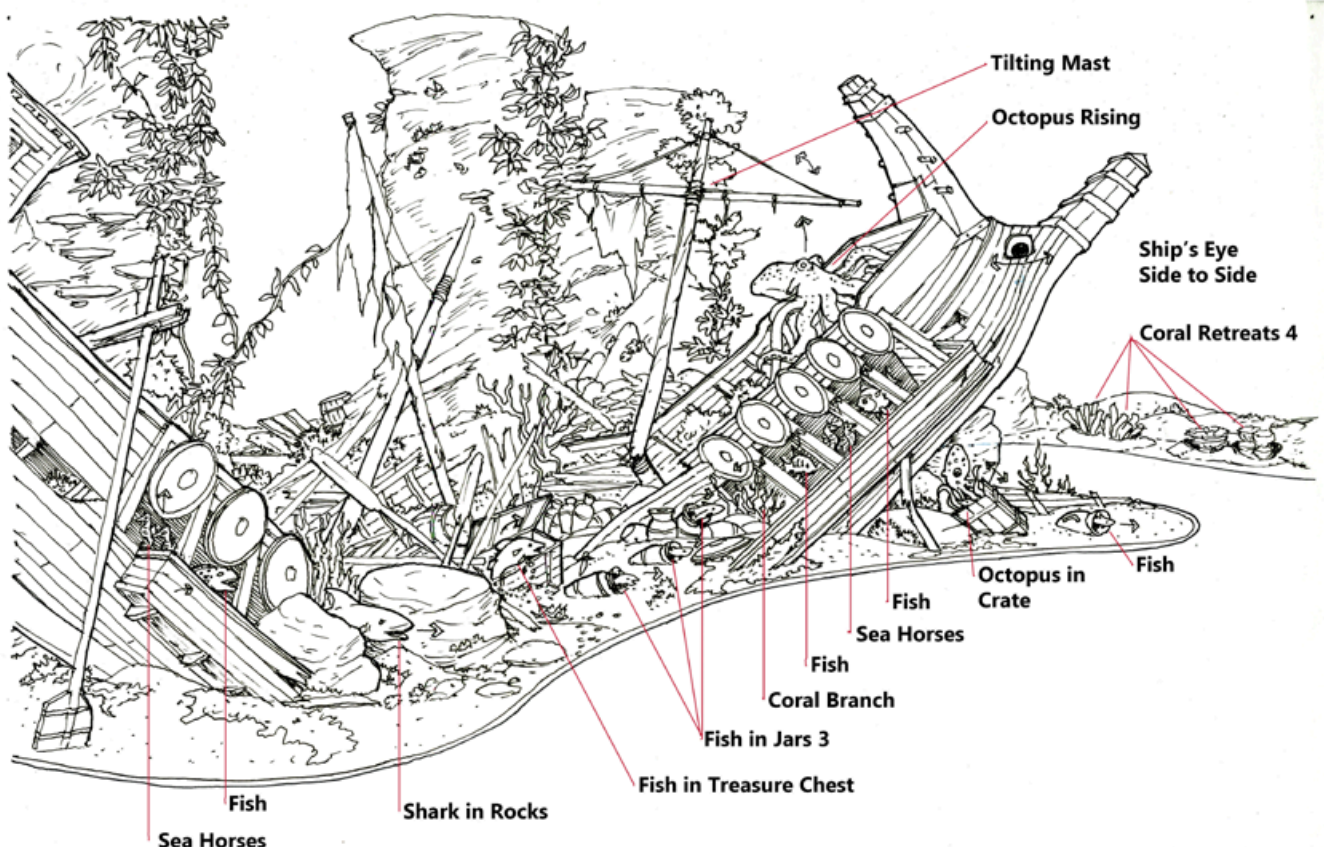
Park Entry





Ride Theming

Boat attraction Theming



Ocean Park Redevelopment

Client: Ocean Park Corporation

Location: Hong Kong

Size: 30 Hectares

Stage: Redevelopment Construction Completed

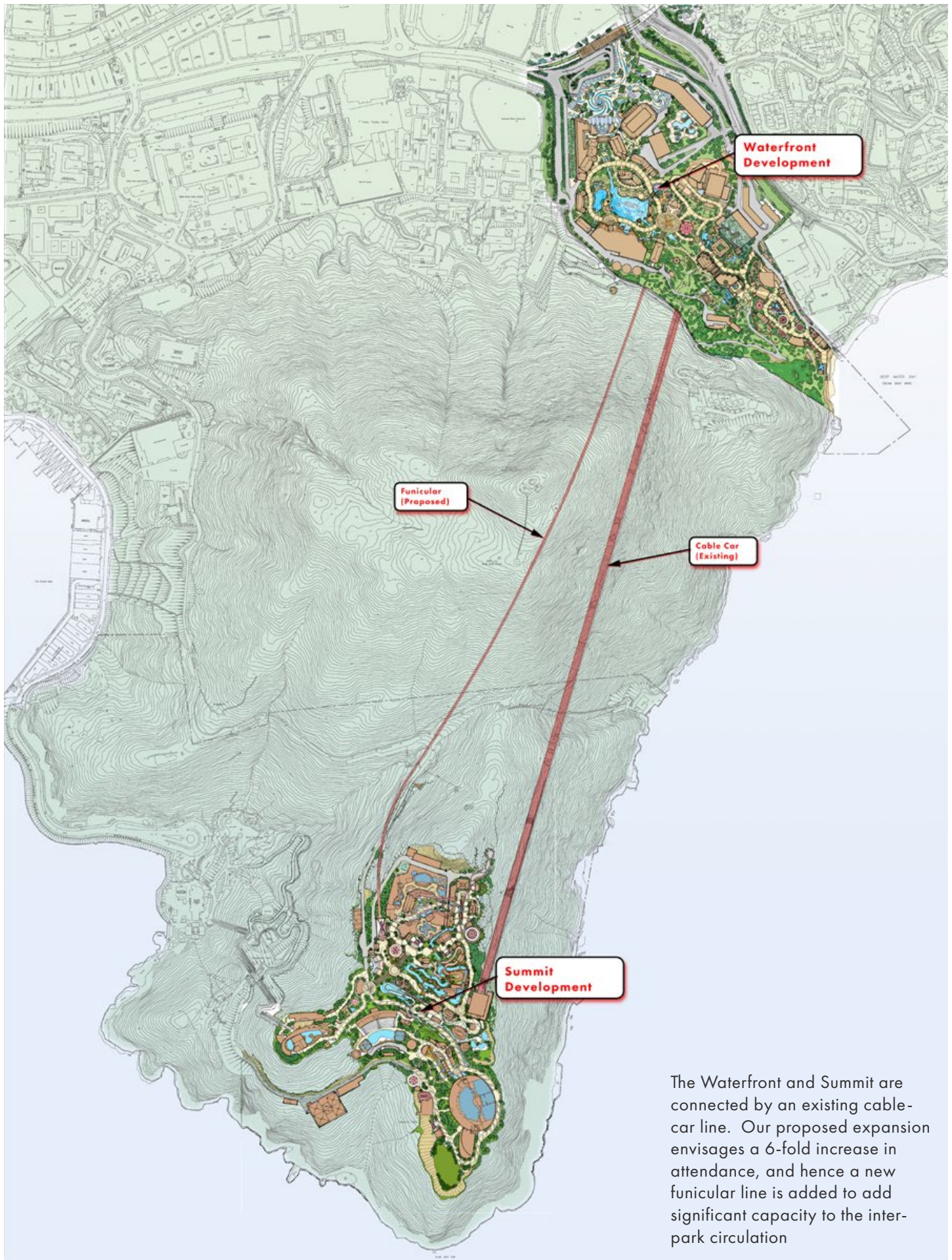
Role in project: Design Lead, at Vertex Productions

Vertex Productions completed a redevelopment program for Ocean Park that nearly doubles its size and aims to achieve a 6-fold increase in attendance. When completed, these changes and additions will make Ocean Park one of the world's largest themed attraction/animal parks. Vertex designed the new masterplan and additional attractions for the park. This effort involved an emphasis on phasing, so that the park could keep running through construction. The nature of the project demanded a rigorous amount of coordination between various disciplines from Infrastructure to Zoology to Show Set design.



Ocean Park Gate



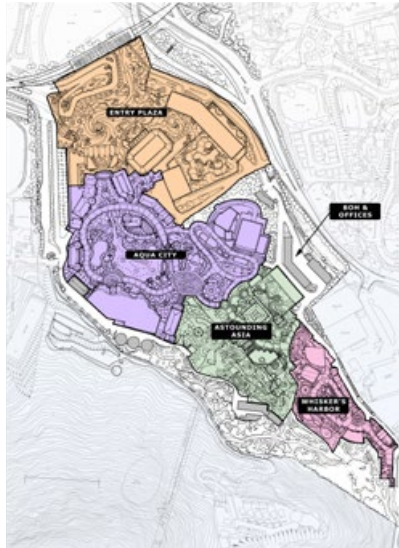


The Waterfront and Summit are connected by an existing cable-car line. Our proposed expansion envisages a 6-fold increase in attendance, and hence a new funicular line is added to add significant capacity to the inter-park circulation

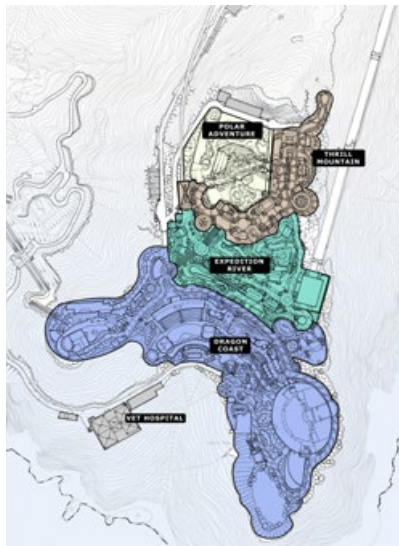
Ocean Park Redevelopment



Waterfront Masterplan, Zoning Plan and Circulation



Summit Masterplan, Zoning Plan and Circulation



Ocean Park Redevelopment



Approaching the summit from the existing Cable Car

Completed Construction of Summit Expansion





"Old Hong Kong" Thematic Area

Summit Coaster Area



Ordos Culture Park

Client: Ordos Cultural Industry Park

Location: Ordos, Inner Mongolia, China

Size: 566 Hectares

Stage: Concept Design

Role in project: Design Lead, at Vertex Productions

This 1400-acre development is a new city that is created around a Theater and Performing Arts District in Inner Mongolia.

This place will act as a new downtown district for the new city and has an amalgam of styles and architectures that will make it a true cultural center in this region of China. Also located on the site are a College Campus and Media offices to foster film and post-production industries .

With significant visual and physical links to the natural resources around, there is a plethora of residential offerings that act as site infill and provide a captive residential base.



Option 2 (Chosen): "Theater Row" - A linear agglomeration of Venues







Cultural and commercial district along waterfront

The Contemporary Mongolian theater with acrobatics and media is the crown jewel of the theater district. Its architectural vocabulary is derived from traditional Mongolian tents and forms a climate controlled public space



Magic Island, Chongqing

Client: Kingrun Group

Location: Chongqing, China

Size: 62.5 Hectares

Stage: Concept Design

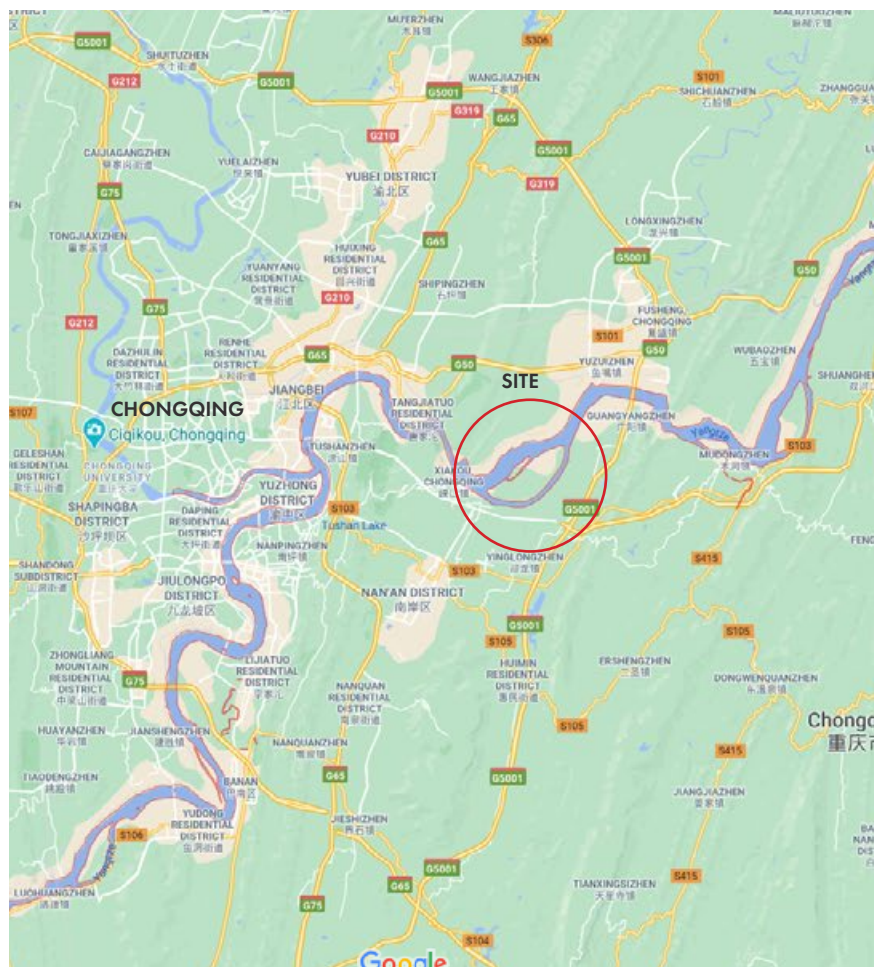
Role in project: Design Lead, at Vertex Productions

This theme park is a unique development, located on Peach Blossom Island, about 15 kms from Chongqing City. The theme park is meant to anchor the development as a resort destination, and also serve the new residential developments being build adjacent to the site.

The park itself is divided into several "Lands", each with a unique theme. These range from the kids Elf Town, to Future Technology and Adventure Jungle for older age groups. A significant challenge in this project is the steep topography that tis part of the site. Various terraces are created, with these "lands" occupying each terrace to create unique flow and view conditions.



Site location



Overall Layout of Island

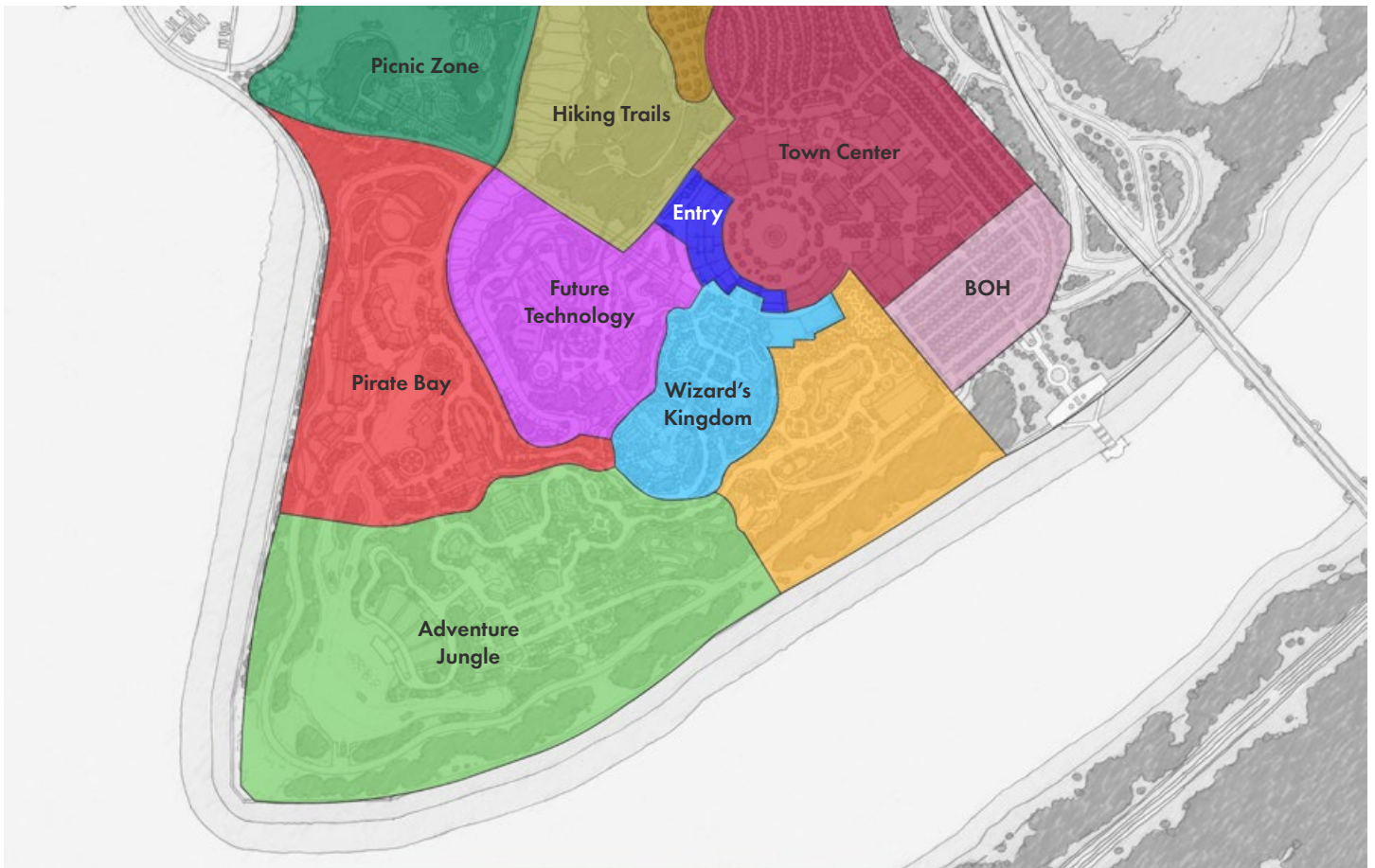




Approaching Peach Blossom Island
Theme Park Masterplan



Magic Island



Zoning Plan

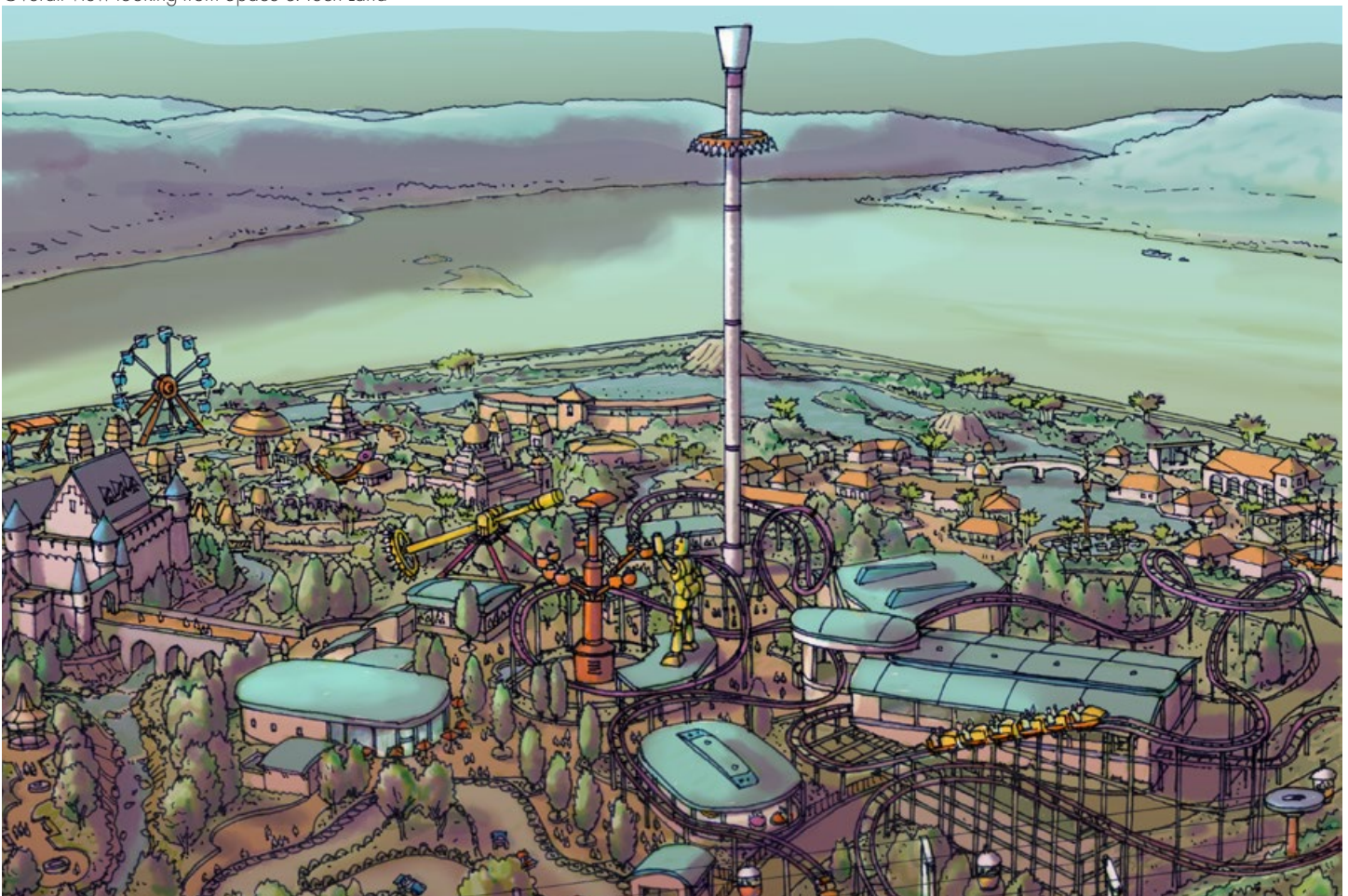
Park Birdseye





View looking back towards Entry

Overall View looking from Space & Tech Land



Entertainment City India

Client: Abu Dhabi Investment House (ADIH)

Location: Navi Mumbai, India

Size: 160 Hectares

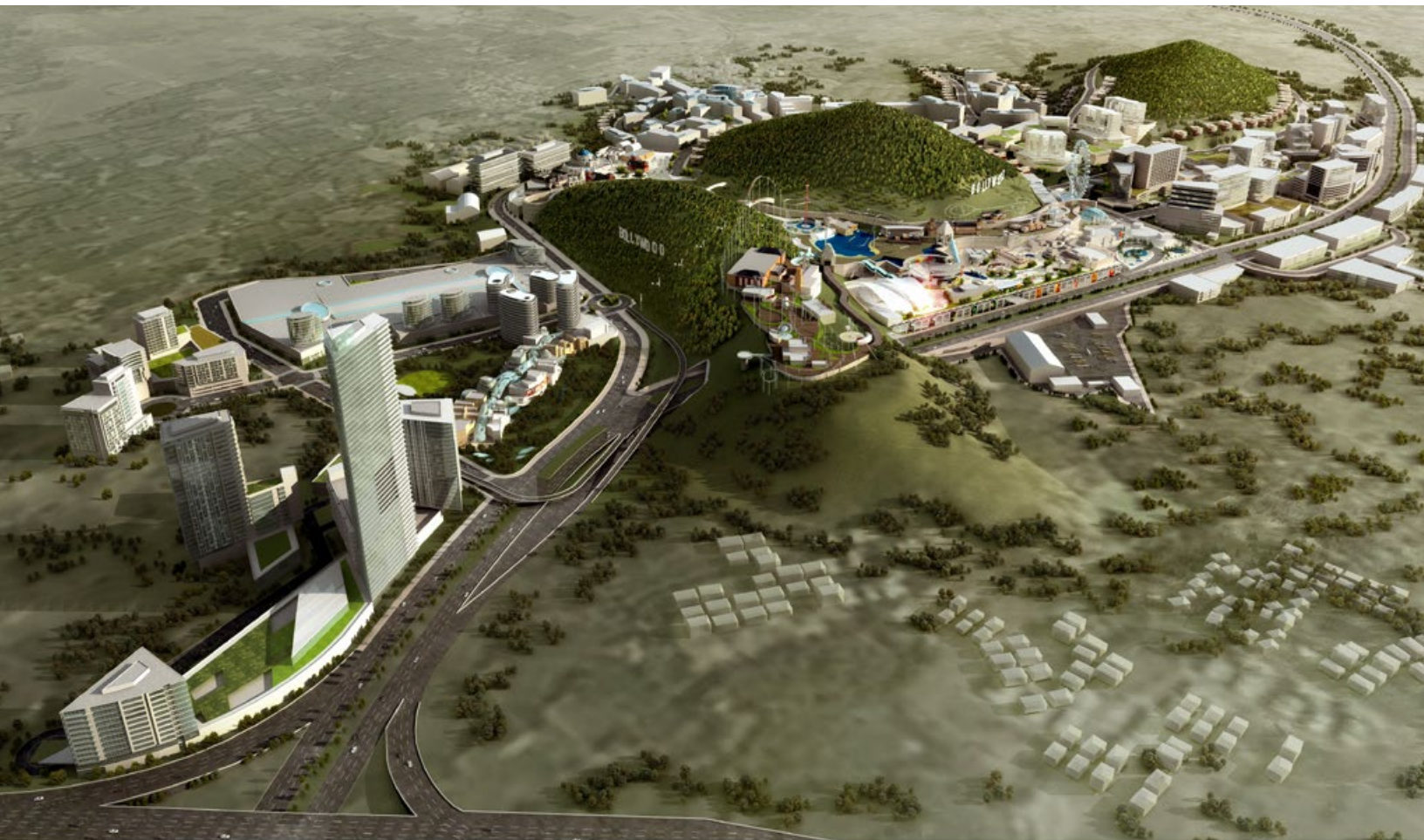
Stage: Concept Design

Role in project: Design Lead, at Vertex Productions

This 400-acre development is located right off the Mumbai-Pune Expressway, and is the Central Entertainment District for the residential and office developments in and around the site. The core of the entertainment area is a Theme Park, a Retail & Dining Street and a Mall. These are complimented by working studios and a backlot tour, where Bollywood movies will be created. This project will be a significant Live-Work-Play destination in the area, and will owe its success to the rich mix of program in the site, as well as its proximity to both urban centers of Mumbai and Pune.



Entertainment City Birdseye





Overall Masterplan

Theme Park Masterplan





Theme Park Birdseye

Movie Park Detail



Entertainment City Qatar

Client: Abu Dhabi Investment House (ADIH)

Location: Doha, Qatar

Size: 97 Hectares

Stage: Concept Design

Role in project: Design Lead, at Vertex Productions

This 240 acre destination development is considered the modern model for smart growth development in Lusail, Doha. Integrating transit into an efficient multi-use environment incorporating entertainment, employment, shopping, and housing, provides a welcoming and hospitable face to the world.

Distinct neighborhood themes are used as connections to lead visitors along a journey, rich in contextual meaning while maximizing pace and encouraging visitor movement throughout the city. Enclosed Entertainment venues like the FEC, Indoor Theme Park and Snow Play park, in conjunction with the Water Park enliven the Entertainment City and are linked by a rich pedestrian Waterscape.





Entertainment City Birdseye

Land Use Plan



Circulation Plan





Approaching Bin 2020

Approaching Bin 2020

Entertainment City from Doha Creek

Souk Waterscape connecting all entertainment venues



Dubailand Theme Park City Masterplan

Client: Tatweer

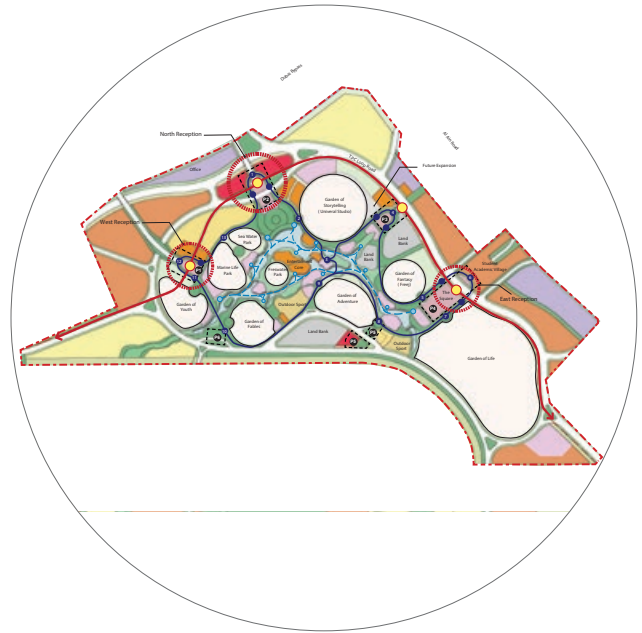
Location: Dubai, UAE

Size: 18,000 Hectares

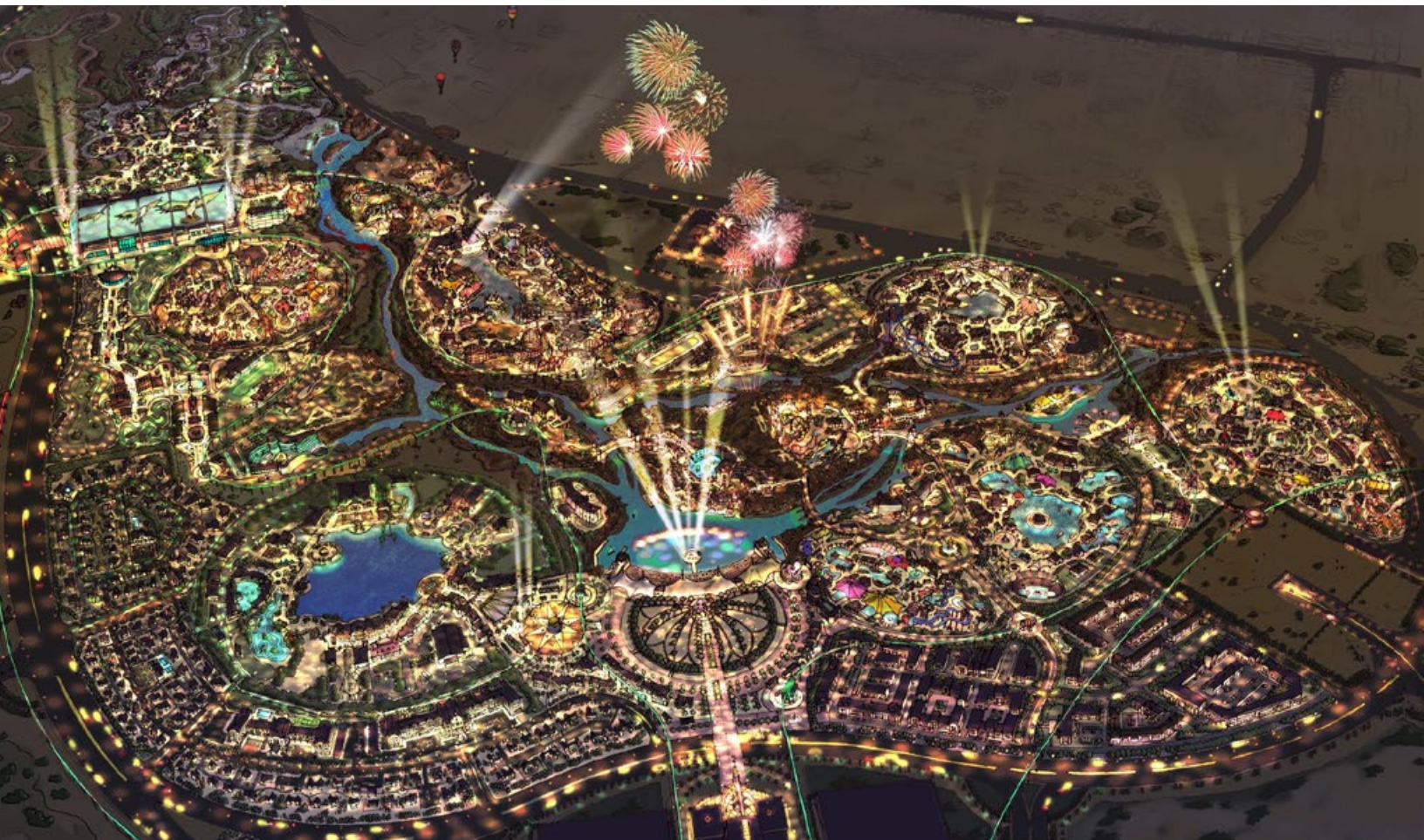
Stage: Masterplan Framework

Role in project: Design Lead at Vertex Productions

The Dubailand theme park city is spread over 18,000 hectares and is slated to be the largest tourist destination in the world when fully developed. The concept calls for 5 major theme parks, 3 water parks, an extreme sports park and an animal park. An artificial canyon runs through the length of the site providing for a natural wind corridor for the hot desert climate of Dubai.



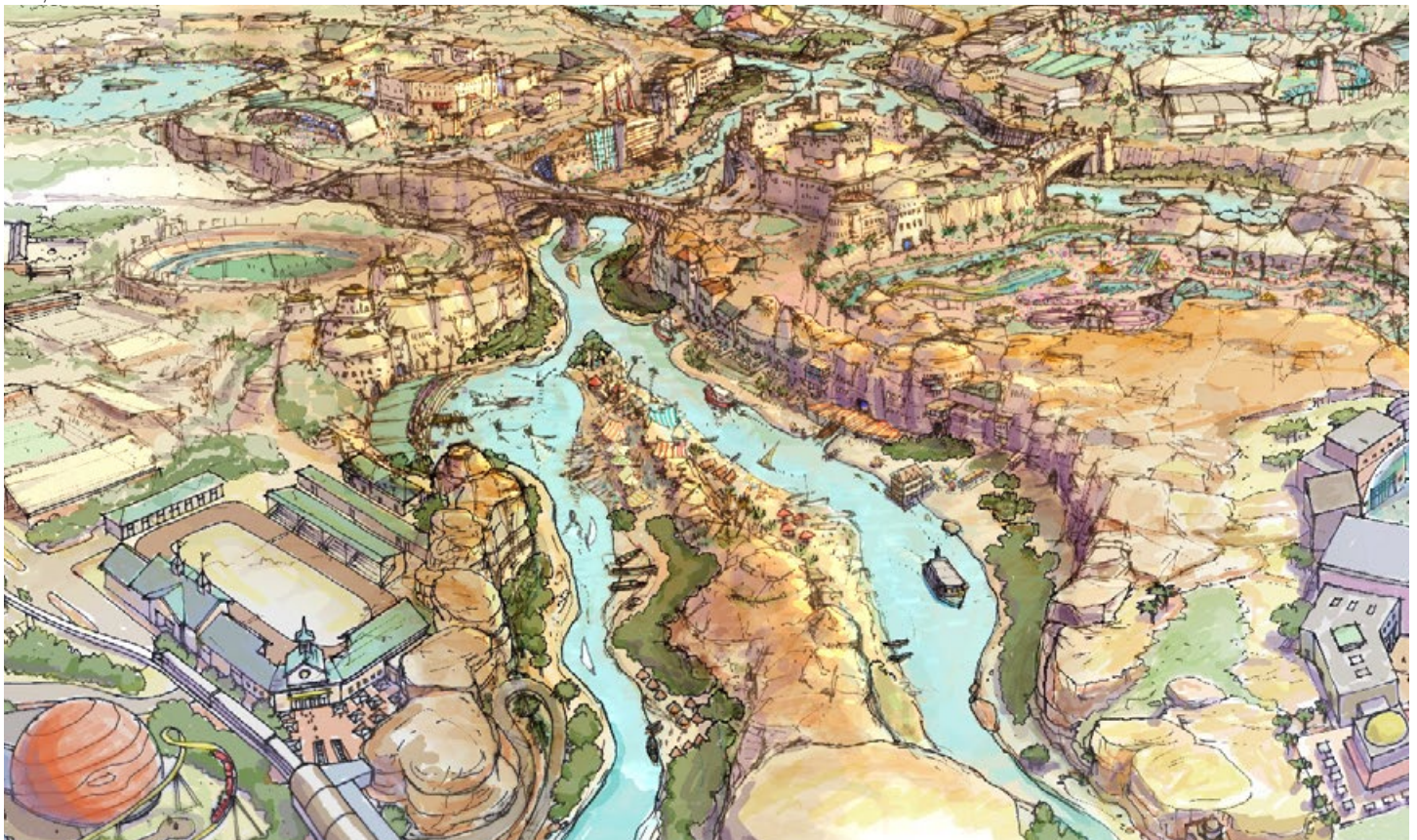
Dubailand Theme Park City Birdseye

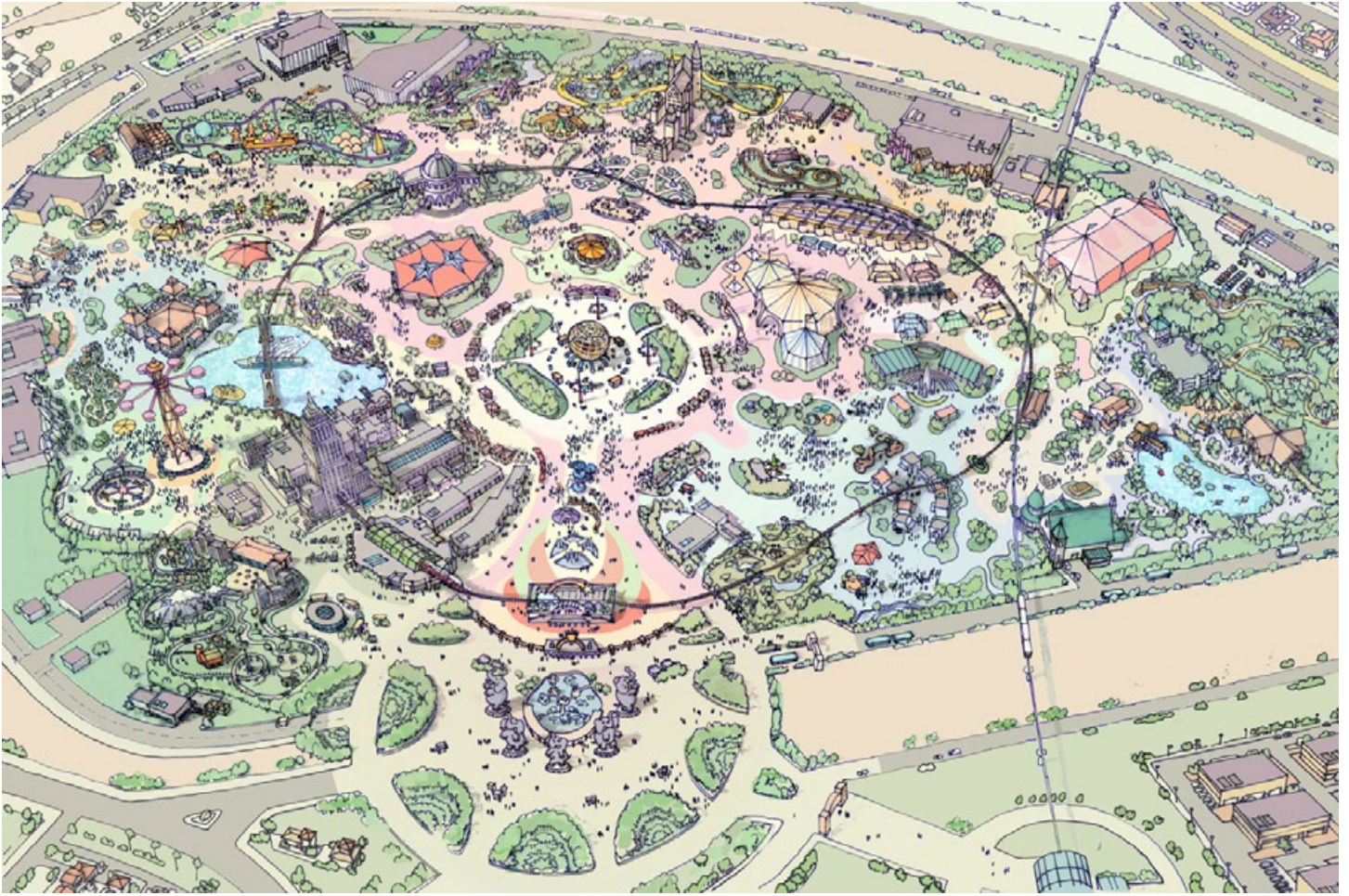




Parks Masterplan

Canyon





Kids Theme Park

Water Show Spectacular



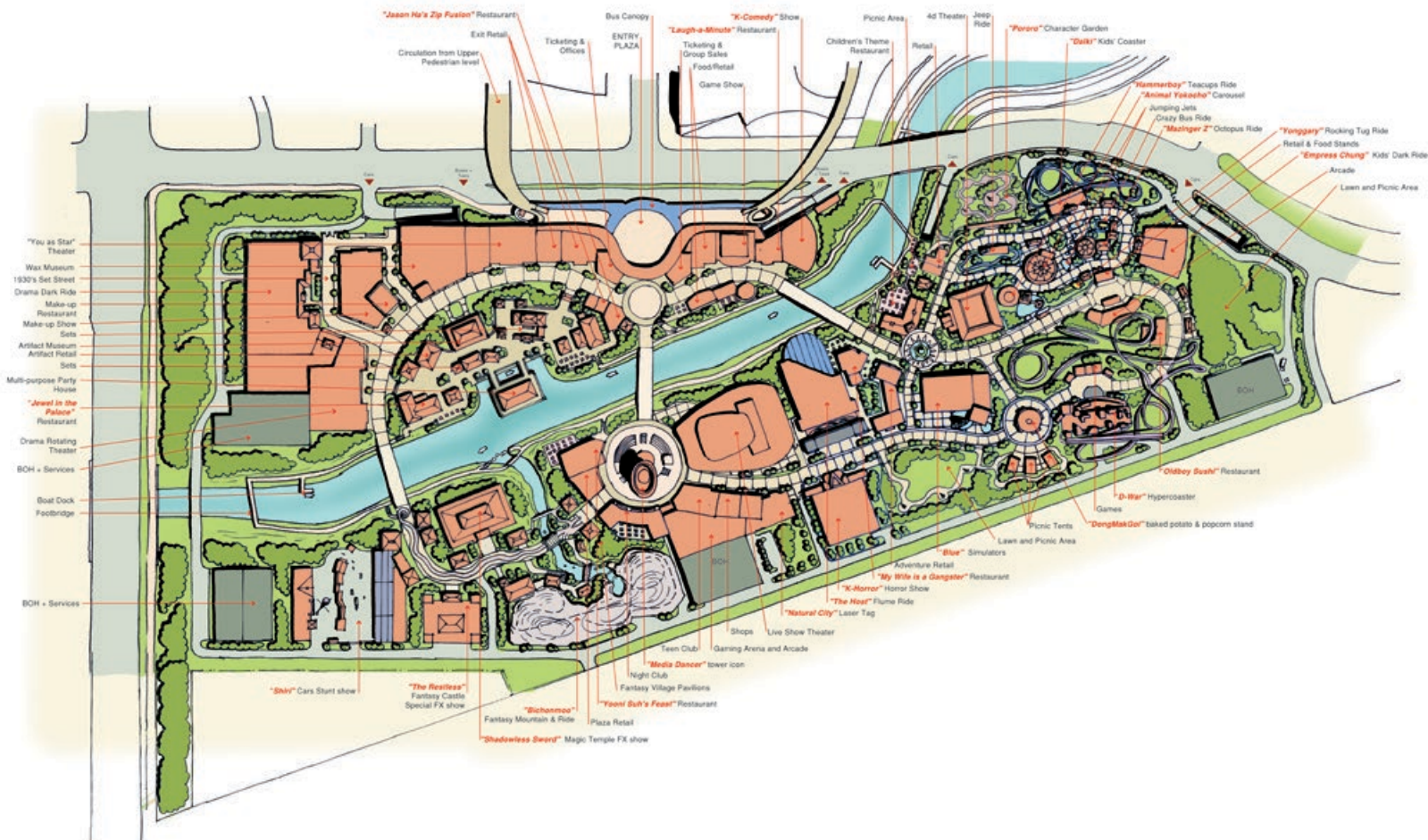
Hallyuworld Korea

Client: Undisclosed
Location: Ilsan, Korea
Size: 32 Hectares
Stage: Pre concept Design
Role in project: Design Lead at Vertex Productions

This Korean Culture park in Ilsan, South Korea celebrates the 'Korean Wave' phenomenon. This phenomenon is expressed through an amalgam of Korean Movies, Television, Music and Pop Culture. The 80 acre park, estimated at a cost of \$ 500m, contains different lands to celebrate this phenomenon and lend it a physical location.



Hallyuworld Masterplan





Park Aerial

Detail of Fantasy Zone





Historical Area

View of Hallyu Stream and Parks



Knotts Berry Farm

Client: Dubai Multi Commodities Group

Location: Dubai, UAE

Size: 10.1 Hectares

Stage: International Competition - Winning Entry

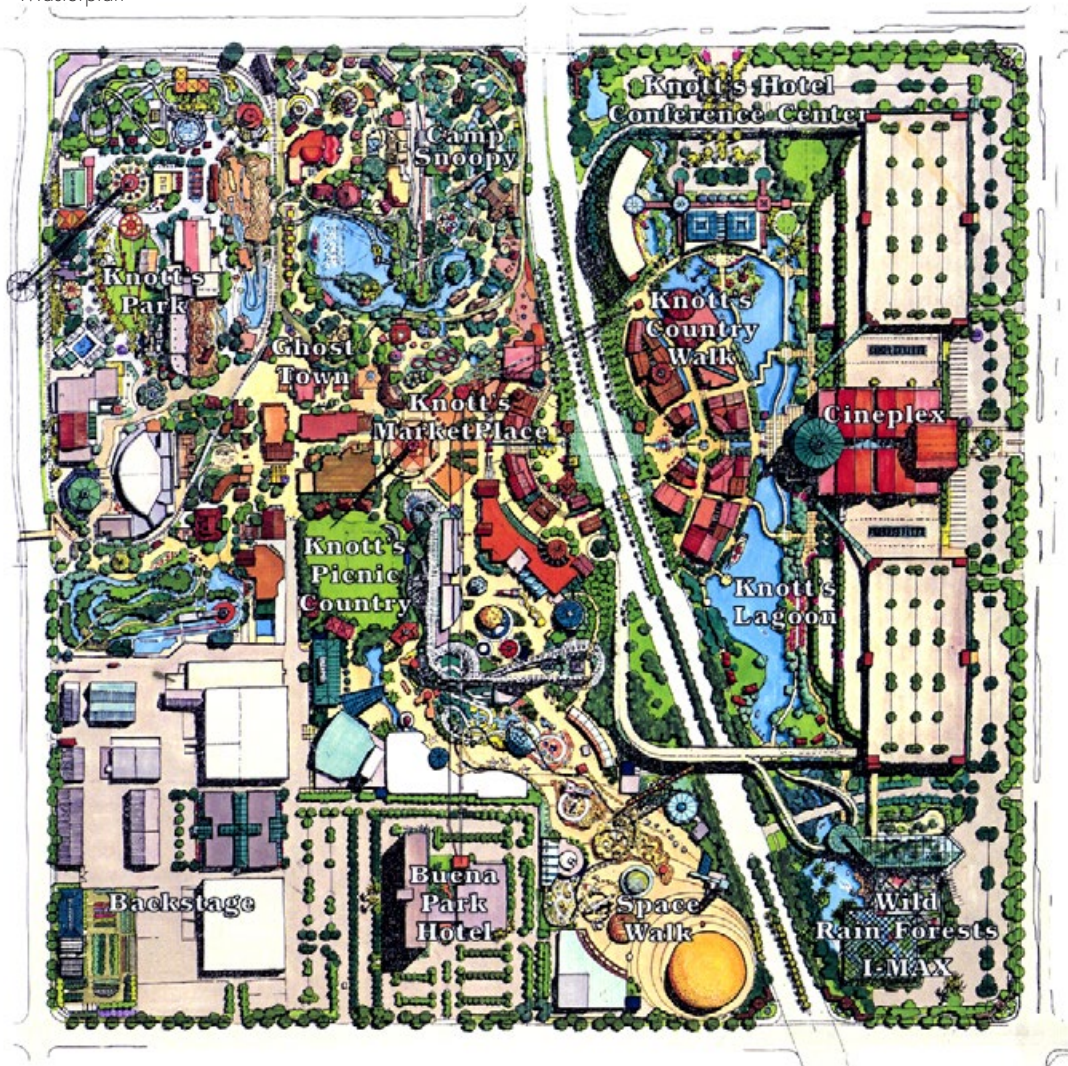
Role in project: Urban Design Lead, at WATG

[Under the guidance of Design Director, providing Design Options for the project, and subsequently designing preferred option in 3d and managing overall production and presentation]

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Masterplan





Boardwalk Rides

Birdseye View





Mystery Lodge

Mystery Lodge Show





Jaguar Coaster Area

Jaguar Coaster Ride





Camp Snoopy at Mall of America Plan

Camp Snoopy Interior





Market @ Camp Snoopy

Coaster and Balloon Ride

