

# MAGAZINE

Issue 02 | December 2020

## MOVING FORWARD

**bloo loop.** FOR 

**AMUSEMENT PARKS ADOPT NEW TECHNOLOGIES AND STRATEGIES IN THE WAKE OF COVID-19**

P12

**FUN WORKING IS SOMETHING TO BE TAKEN SERIOUSLY**

P04

**WE ARE PART OF THE INNOVATION PROCESS**

P06

# IS THE NEW NORMAL

WE KEEP WORKING  
TO CREATE THE  
MOST MEMORABLE  
EXPERIENCES.  
FOR TOMORROW.

/ˌmæɡəˈziːn/

We are glad to present MAGZN, an editorial project by Zamperla born with the aim to connect not only people but also news and ideas, in our own words. A complex of entrepreneurial values, associations, expectations, and emotions.

We are thrilled to share stories related to our Company, sometimes changing perspective, giving overviews on this huge roller coaster that is the amusement industry.

Enjoy the reading!

ISSUE 02 | 12 2020

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*Be ready to revise any system, scrap any method, abandon any theory if the success of the job requires it.*

Henry Ford

Technological Innovation is something broader and more complex than a technical-scientific concept. It is a social process, dynamic in nature, that often goes hand in hand with other forms of renewal, such as product characteristics, business management techniques, distribution and production processes, marketing strategies, and tools. Innovation results from a cultural, scientific, and technical development that has materialized through research and experimentation. This is why today, more than ever, Innovation is no longer a luxury; it is a necessity.

Concerning the present situation, we believe that our industry can significantly benefit from a proactive approach to Innovation, which has always been a fundamental value for our Company. We think that the emerging technologies is better suited to address some of the most considerable challenges

coming out of the pandemic, such as the shift to remote work, the adoption of new public safety norms, the need for collaborative digital platforms, robotic and automated devices that typically require an onsite presence.

The COVID-19 pandemic has changed the way we do business, the way we approach work, digitalizing meetings and the usual trade fairs, rebalancing priorities, and making additional resiliency measures necessary to our strategic thinking cost efficiency. We believe investing in Innovation is one of the most helpful responses to this challenging time. During crises, consumers and businesses are afraid, and they are willing to think about doing things differently. They want to find faster, cheaper, and more creative solutions: Innovation happens to solve their problems. Zamperla strives to create a culture of innovation, always encouraging new projects and ideas, meanwhile cultivating creativity and an environment of supportive collaboration.

The future looks uncertain. We don't know when, or if, our society might return to normal – or what kind of scars the pandemic will leave. Probably what we need now is not going back to normal but moving into a new change.

*Antonio Zamperla JR*

## CONTENTS ISSUE 02 | 12 2020

### **P04 FUN WORKING IS SOMETHING TO BE TAKEN SERIOUSLY** 5 “Fun Working” rules

Written by  
**The Strategy Innovation Team**

### **P06 WE ARE PART OF THE INNOVATION PROCESS**

### **P08 THE ROLE OF THE MODERN ARTISAN AS AN INNOVATION MASTER**

### **P10 VIRUS PROOF ROLLER COASTERS FOR A SAFE RIDE EXPERIENCE**

### **P12 AMUSEMENT PARKS ADOPT NEW TECHNOLOGIES AND STRATEGIES IN THE WAKE OF COVID-19**

Written by  
**Charlotte Coates**  
*Bloolooop*

### **P13 LUNA FARM AND THE POSITIVE IMPACT OF AMUSEMENT PARKS ON MENTAL WELL-BEING**

### **P14 ACHIEVEMENTS**

### **P15 INTERVIEW WITH Z-HEROES**

# FUN WORKING IS SOMETHING TO BE TAKEN SERIOUSLY

## 5 “Fun Working” rules

Written by

The Strategy Innovation Team



In these last few months, you may have smiled when you saw children in need of attention invading their parents' desks while they were engaged in quite serious discussions during video calls. One of the most viewed and shared videos on the net was the live interview with Professor Robert Kelly, broadcasted by the BBC. In this video you see the expert's children bursting into the room and being frantically led back out of the room by their mother while the professor tried to answer the questions he was being asked, halfway between embarrassed and amused. Besides triggering the hilarity of the spectators, this event aroused also a few adverse reactions: according to some people, a less detached and more affectionate attitude towards both his children and his wife would have been more appropriate.

Like many other videos shared on social media, this episode provides us with an interesting stimulus to reflect on the redefinition of professionalism and the increasingly blurred boundary between private life and work. Even if we will not stay in smart working forever, even if we will not always have children at home while we work, these situations will be increasingly frequent, hence this issue is certainly worth being investigated.

First of all, it is important to have a clear idea of what smart working means.

Agile working, also improperly called smart working, has been defined in the Italian law as “a manner of performance of the employment contract

**FOLLOWING THE PANDEMIC, HOMES HAVE BECOME THE QUINTESSENTIAL WORKPLACES WHERE PEOPLE PURSUE THEIR PROFESSION.**

agreed upon between the two parties, also arranged in phases, cycles and according to specific objectives, that may involve the absence of a rigid work schedule or work place limitations and the use of high-tech devices and tools.

As a consequence of the pandemic, homes have become the quintessential workplaces where people pursue their profession. For smart working to be effectively smart, it is therefore necessary to take into consideration the needs of all the inhabitants of a home and especially of those who take fun more seriously than work, i.e. children and grandchildren, for example. We should consider our children and grandchildren's desire to be close to us, to have us participate in their



very serious games. In fact, playing is the favorite activity of children, but it is often neglected by parents: many underestimate the importance of sharing this activity with their children, i.e. a unique opportunity to get to know each other and strengthen bonds and complicity. In fact, the presence of a child's mother and/or father allows the child to express his/her emotions, to know himself/herself and to develop imagination and creativity in a safe atmosphere, protected by the adult, whom he/she trusts blindly.

How can we ensure that the seriousness of play is not sacrificed for the seriousness of work? They seem incompatible needs and methods, however, smart working can be an incredible resource to promote the union of these two opposite needs. How? By transforming work into something which is much more than smart. By transforming work into something FUN!

Here are **5 rules** to better support smart and fun working, which we have conceived revising in our own way many considerations that have been made on this subject:

**1**

**Explain the situation to your children:** make them feel part is the best way to reassure them and allow them to live the new everyday life in a serene and peaceful way.

**2**

**Inform your colleagues and customers of possible interruptions:** you are not the only one to experience this situation, so understanding is almost certain.

**3**

**Set up a "smart work" area:** having a workstation of your own will allow you to work without interruptions.

**4**

**Set up a "fun work" area,** i.e. an area that, unlike the previous one, allows you to work while sharing the place with your children and give yourself breaks to spend time with them.

**5**

**Learn to understand when to be smart and when to be fun.**

Moreover, fun working from home offers you the unparalleled opportunity to observe how your children prefer to spend their time: a company that deals with entertainment can only draw important and certainly stimulating considerations to develop new ideas and projects, perhaps imagining new spaces where play and work can coexist.

From this point of view, Lego is one of the best examples. At the end of the 90s the company was experiencing a serious crisis, and to better understand the tastes of children, it asked some ethnographic experts to observe them while playing. The data collected was used to change Lego's corporate strategy and to bring bricks back among the games most coveted by children, and not only. Thanks to this research, in fact, Lego also managed to conquer a new target, adults, thus considerably expanding its core audience. This is not, after all, a practice totally unknown to Zamperla's modus operandi: Alberto Zamperla recalls that intuitions about the development of new rides came from the moments he used to spend playing with his sons, Antonio and Alessandro, and while observing their games.

Try and look for the fun side of your smart working: even if you may not be enlightened by any brilliant idea, you will certainly discover a different way to better enjoy your time at home!

Innovation means improving our work every day, thinking outside the box, asking ourselves what we can do more to exceed the expectations. To us innovate means doing better than what we are already accomplishing in terms of finding new solutions, implementing projects, and adapting to future market demands.

One of our biggest responsibilities is to achieve the right balance between quality and production efficiency, a challenge that we face every day to optimize our work and to accomplish the highest professional standards of excellence. The Zamperla innovation team has developed and initiated multiple projects in which we strongly believe, since we give a lot of importance to the modernization process and, of course, we are already part of it.

We are proud to state that we have invested in some of the latest technologies to upgrade our ability to provide a more agile service. We use a Robotic Milling Cell to mill models, a 3D scanner and, just recently, we installed our third automated vertical warehouse.

We realized that keeping at pace with the innovation process is an investment that allows us to reach a higher level of quality, helping craftsmen to complete their works, and providing efficiency and time flexibility. Certainly, the purpose of Zamperla is to guarantee the best service by improving our production skills.



## AUTOMATED VERTICAL WAREHOUSE

The automated vertical warehouse is a helpful and convenient technology that enables us to gain space and to speed up the picking action, while increasing the storage capacities (weights and volumes) for the same occupied area. Having gained 200 m<sup>3</sup> of storage space has allowed us to work in an orderly fashion and, thanks to our specialized and proactive team who constantly manages the warehouses, we are able to prepare the assemblies for work orders in a very rapid, flexible and agile way.

WE ARE  
PART OF  
THE INNOVATION  
PROCESSES

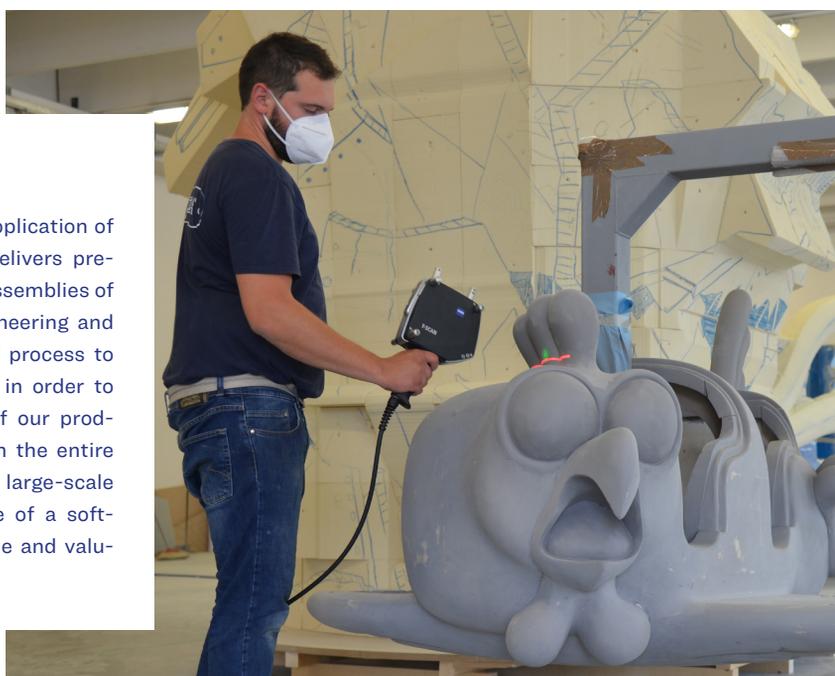


## ROBOTIC MILLING CELL

The Robotic Milling Cell is the first anthropomorphic robot of the Zamperla Group, which gives us the possibility to mill several materials, including polyurethane and plastic. According to software simulations, the time to develop a model can be exactly halved, which means a remarkable increase in productivity. The machine is programmed to do the rough-hew, while our craftsmen put their valuable artistic vision to create a stylish and customized product.

## 3D SCANNER

The 3D Scanner, thanks to the application of Reverse Engineering software, delivers precise digital 3D models and CAD assemblies of physical objects for design, engineering and manufacturing. It's a very useful process to accelerate product development in order to design the internal mechanics of our products. We are now autonomous in the entire process, able to scan models of large-scale dimensions and through the use of a software, collect and store our unique and valuable artistic know-how.



**ONE OF OUR BIGGEST RESPONSIBILITIES IS TO ACHIEVE THE RIGHT BALANCE BETWEEN QUALITY AND PRODUCTION EFFICIENCY**

# NOVATION

# S

# THE ROLE OF THE MODERN ARTIST IN AN INNOVATION MASTER





Artisanship is a word that holds multiple meanings, often associated with the renowned “know-how”, or with the culture of making. The modern artisan is an artist that respects the tradition, but he/she is led to innovation. He/she is flexible and independent, naturally combines knowledge (theoretical culture) with know-how (practical culture) in a constant process of reshaping and reinventing his work.

Craftsmanship is born from a technical act that sometimes has created real artistic trends: from the creation of a product or a tool, or the invention of a specific material (from fabrics to ceramics). It is therefore a sophisticated form of innovation that can lead to new growth dynamics. In Zamperla, we do understand the importance of the perfect balance between craftsmanship and technology and the importance of an artisanal vision of innovation which focuses not so much on substitution, but on empowerment to either develop more precise products, or develop them faster and with less effort.

The modern craftsman is technological, he/she prefers to call himself/herself a “maker”, combining tradition and technology to bring modernization. For many years crafts and manual professions have been considered a legacy of the past, but we believe that only technological research can help us design the future. It is the union, rather than the contrast, of these two worlds that creates a powerful accelerator of innovation, the keystone of a change.

A craftsman innovates through the tools of his work, through new materials and new approaches. The craftsman’s work doesn’t consist in uncritically preserving the past, but it implies a process of transformation over time and the acceptance of the challenge of technology.



Italy is the country of “makers” par excellence: this means that our artisans are the protagonists of a new industrial revolution centered on a different idea of work and value that allows to mix craft skills with industrial skills for a sustainable economic one for the future. Experimental projects and real experiences taking place in the world confirm that the evolution of traditional craftsman know-how through contemporary technological tools is a shared strategy that can be declined in different ways.

With our division and “craft laboratory” Area Manuale, we work with a 20 years of experience in the fields of prototyping and molds. We believe that top level technologies can only enhance the quality and the mastery of our craftsmen’s work, optimizing the production without affecting excellence.

# VIRUS PRE ROLLER C

Having fun, feeling safe. That is the current challenge Amusement Parks are facing with the Coronavirus Pandemic and the connected regulations and access restrictions related to rides.

The return to amusement parks after the lockdown is a complex affair, with visitors having to deal with various guidelines alongside the concerns of employees, suppliers, and customers. Given the unusual circumstances placed upon them, it is perhaps no surprise that technology is playing a major part in the re-opening.

## THE RETURN TO AMUSEMENT PARKS AFTER THE LOCKDOWN IS A COMPLEX AFFAIR.

The Zamperla Group has conducted a strategic study related to visitor flows within parks and has developed a new solution for disinfecting rides as a result. This new system helps operators to clean and disinfect roller coaster vehicles effectively, to prevent the spread of viruses, and bacteria, while ensuring the cleanliness and safety of surfaces.

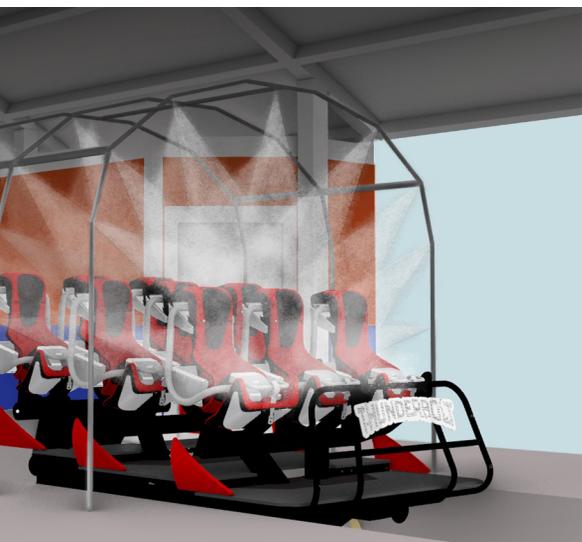
The Wash-Through Ride System is a tunnel or suspended structure that arches above the vehicle and uses a sanitizing fog to clean it, either before loading passengers or while they are seated. The misting system is also easy to customize so that it can fit in with existing theming, as a non-invasive solution. The sanitizing mist itself is colorless, odorless, and non-alcohol-based, for a pleasant experience. It has a biocidal action that lasts up to 18 hours on surfaces but does not leave them wet or cause any damage, ruining the fiberglass.

The time taken for the Wash-Through Ride System is around 45 seconds, with 15 seconds of spraying and 30 seconds to the biocidal action to be activated. Operators can choose how often the cleaning cycle takes place, it can be done every 5 or 10 rides and is fully automatic for ease of use as we are focused on remote operation to minimize human supervision, and therefore, the additional risk of spreading COVID-19 while running the system.



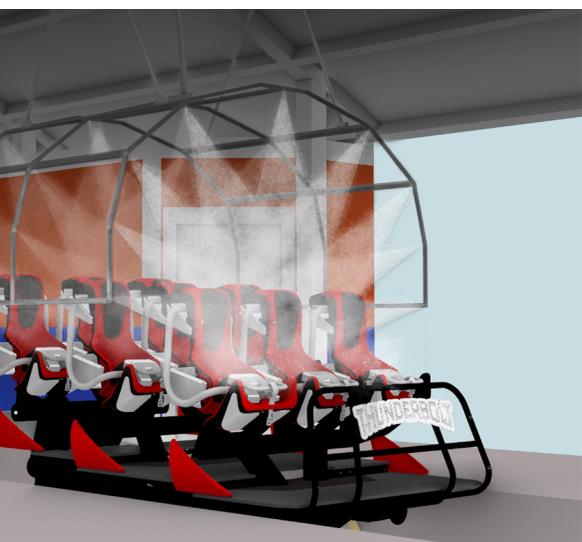
# FOR RIDE EXP

# ROOF COASTERS



The Wash-Through Ride System is a practical and multifunctional apparatus it can be turned into a structure for washing vehicles at the end of the day, based on the liquid inserted inside the pipes (cleaning soap or any other kind of detergent), or a refreshing walk-through tunnel, in relation with the requirements of the park.

**WE WANT TO  
BE CLOSE TO  
OUR CLIENTS  
BY DEVELOPING  
EFFECTIVE  
SOLUTIONS TO  
OPTIMIZE THEIR  
BUSINESS.**



In response to the COVID-19 emergency we want to be close to our clients by developing effective solutions for the safety of visitors within amusement parks, always supporting customers to optimize their business. We propose our disinfectant system for coasters as a turnkey solution or leaving all the necessary instructions to the customer for the autonomous installation of the device.

Virus proof roller coasters' seats are the first step for the reliable reopening of Amusement Parks, improving and optimizing cleaning processes, guaranteeing the fastest solution to have a fun ride, in all safety, speeding up waiting times.

# R A SAFE PERIENCE

# AMUSEMENT PARKS ADOPT NEW TECHNOLOGIES AND STRATEGIES IN THE WAKE OF COVID-19



Written by  
**Charlotte Coates**  
*BlooLoop*

Amusement parks adopt new technologies and strategies in the wake of COVID-19

It has been over six months since the global pandemic caused amusement parks around the world to close their doors to the public. While many were able to reopen during the summer, more waves of the virus are now causing a second round of closures, with further lockdowns recently announced in many parts of Europe.

For instance, at the end of October, it was announced that all theme parks in Italy were to close for four weeks. Disneyland Paris is also closed again, along with other attractions in the country, following the latest direction from authorities in France. Spain, the UK, Germany and others are all facing similar measures. Meanwhile, Disneyland theme parks in California have still not reopened after shutting the gates in March.

Even for those attractions that are able to open, it is not business as usual and many parks have adopted new technologies and strategies to keep visitors safe. So, what does this new normal look like?

Amusement parks must consider how to reopen and provide a fun experience for guests, while also keeping them safe. One key way of preventing the spread of the virus is to ensure that guests keep their distance, both from employees and from fellow visitors. There are several ways that technology can help with this.

Firstly, we have seen many parks close their physical ticket booths and instead ask guests to pre-book their tickets online. This prevents large queues at entrances and also reduces the need for close contact between staff and visitors. Guests simply need to scan their e-ticket on arrival, accessed using their mobile phone.



Therefore, there is no need for paper tickets and cards or cash to change hands, minimising the chance for germs to spread. In addition to this, online ticketing also helps operators to spread crowds out throughout the day by allocating time slots when booking.

This cashless model is being replicated at many other touchpoints throughout amusement parks too. For instance, Six Flags Entertainment Corporation launched a new food ordering system within the Six Flags mobile app earlier this year. The new system will allow guests at Six Flags theme parks across America to order food contact-free. They can choose and customise their order, pay through the app and then collect. Again, this minimises contact with other park guests, as it provides an alternative to long food and beverage queues.

Other amusement parks are also offering guests a chance to book specific rides and shows, as well as order and pay for merchandise through their park apps.

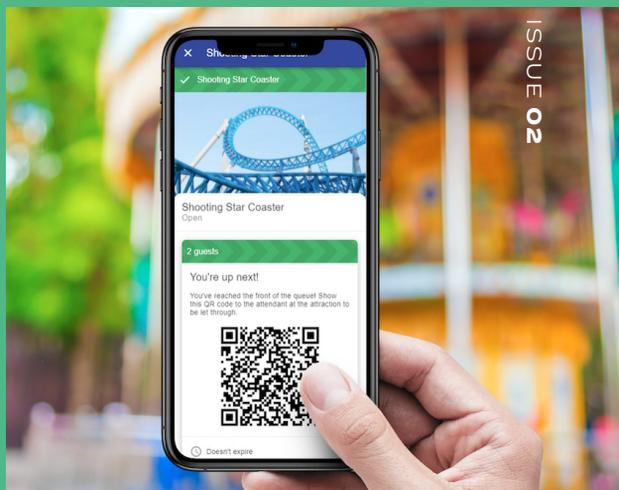


There are many new technology solutions on the market to help operators meet their cleaning goals, from DOF Robotics' autonomous disinfection robots to Zamperla's own wash-through ride system.

As well as introducing new technology, amusement parks are also introducing new signage to help people stick to social distancing guidelines, increasing the number of handwashing stations available to the public and, in many cases, making face coverings mandatory.

After a difficult year, people are keen to return to amusement parks, when they do reopen, where they can have fun shared experiences. And amusement parks are committed, as they always have been, to providing these experiences safely and enjoyably.

However, operators need to understand that guests' needs will have changed over the last few months. Visitors will now place more value on health and safety. If amusement parks can use the technologies and strategies mentioned above to meet these needs and can communicate that fact effectively, then they have an opportunity to build trust and weather this storm.



As well as queues for entry and refreshments, one familiar part of a theme park visit for many is queuing for attractions themselves. Operators are also working to minimise the time spent in ride queues in their efforts to prevent the spread of COVID-19. Virtual queuing is not a new concept, but the pandemic has certainly caused an accelerated adoption of this technology. Many parks are now offering the chance to queue virtually through an app, with providers such as acceso and Attractions.io providing easy-to-use solutions.

Virtual queuing has several benefits, aside from helping to combat the pandemic. From a customer point of view, the less time spent in a queue, the better. This extra time is spent elsewhere in the park, enjoying a memorable day out as well as spending on refreshments and merchandise – which is a win for park operators too.

Amusement parks have also had to step up their cleaning routines in response to the threat of COVID-19. Where cleaning previously would have been done behind the scenes, many visitors now want to see evidence of regular cleaning and disinfection procedures around the park.



# LUNA FARM AND THE POSITIVE IMPACT OF AMUSEMENT PARKS ON MENTAL WELL-BEING

Since the beginning of the emergency, Safety has been a number one priority: our group has started to rethink the experience of the park and the rides, considering how social distancing would have affected the entertainment industry and trying to find several operational solutions to help the sector to recover and contain the spread of the virus. Through constant research and new innovative implementations, we tried to find the best answers to face the emergency, to help our industry and customers, focusing on the safety and wellbeing of amusement parks visitors.

Zamperla has always been involved in entertainment, not a day goes by in which our staff is not busy designing magical, adrenaline-pumping experiences. At the same time, the whole sector, that is, amusement builders and park operators, has developed very high skills in terms of safety and quality and it is this experience that has allowed the representatives of our industry to contribute to the design of safe procedures to counter the spread of COVID-19.





We started to strictly apply these measures inside our farm-themed amusement park, located in FICO, Italy, the largest food park in the world, that has been open for three months until the new government-imposed restrictions, at the end of October. Luna Farm is an indoor park of 6,500 square meters, structured to accommodate up to 1200 visitors instantly – a capacity that was reduced to 300 to comply with applicable limitations. During the months of lockdown, Luna Farm has worked with families and institutions to rethink the experience of the park and adapt it to the exceptional circumstances that we are facing. From this confrontation the access to the park was then regulated by specific guidelines: the entrance ticket was replaced with the possibility to buy individual rides or just enjoy the environment eating some popcorns while relaxing inside the farm area. The park's protocol provided numerous precautions, such as contingent number of entrances thanks to a people counter provided by Z+, regulating access on the attractions with a new formula, mandatory to wear a face mask, periodic sanitization (repeated cleaning and disinfection), but also online reservation system, contactless payments and an accurate system of horizontal and vertical signage.

We consider ourselves as a serious and socially responsible industry that produces “dreams and well-being” through our attractions and the management of our amusement parks, a company that is also particularly committed to the issues of inclusivity and disability, thanks to an interdisciplinary research group composed of internal designers and external specialists such as Dr. Stefania Cerino, Dr. Francesco Manfredi and Gianni Chiari. These are in this case collaborators and professionals who share a very high specialization and with a very strong social motivation: “to make the world feel good and to entertain”.

That's why, because of the overwhelming period we are facing, our company has promoted research that aims to explore how amusement parks can be a valuable way of fighting the malaise and stress that people have been feeling as a



result of COVID-19. Psychiatrist specialized in stress rehabilitation, dr. Stefania Cerino, asserts that playful spaces such as theme parks could be an important tool for mental wellbeing to counteract the negative impact of COVID-19. The positive emotions caused by a safe, socially distanced attraction can indeed have a strong psychological effect, helping people to recover and restore after the crisis.

“We have all been swamped by the events and we have been thrown into a silent and empty world due to the lockdown; which distanced us from work, from affections, from moments of fun and left great perplexities about the future.” Says Dr. Cerino. “The social isolation that COVID-19 force us to have, can cause many repercussions on general well-being. Apart from the most serious situations...a series of difficulties in people's daily lives have also emerged, such as discomfort, feelings of inadequacy and emptiness, anxiety and worries of various kinds. Going to the amusement park means immersing yourself in a magical atmosphere, in a refined environment, where you can share pleasant moments with your family and other people, in a unifying dimension.”

We look forward to experiencing once again that kind of fun and emotions, in all safety. In the meantime, we keep working to guarantee your security and wellbeing, for tomorrow.

# ACHIEVEMENTS

In these challenging times, we are proud and glad to share the achievements we have accomplished this year and we want to thank all of our Zamperla family for the excellent results attained, our customers for the reliability and trust, and our supporters for inspiring us every day in creating the best experiences of amusement.



## BEST NEW PRODUCT FOR THEME PARKS

with the Disk'O Coaster



## EUROPE'S BEST NEW RIDES

Our NebulaZ "The Airbot" in Walibi Rhône-Alpes, France, is the "Europe's Best New Rides 2020".



## BEST NEW PRODUCT FOR FECS

with the Air Race



## EUROPEAN STAR AWARD

Kirmes & Park Revue

**IN THE SHORTLIST OF PARK WORLD EXCELLENCE AWARDS 2020, IN THE FOLLOWING CATEGORIES**

**BEST ROLLER COASTER**

with our Formula Rossa Junior at Ferrari World Abu Dhabi

**BEST PRODUCT INNOVATION**

with NebulaZ at Walibi Rhône-Alpes

**BEST FEC**

with our amusement park Luna Farm



Interview with  
**Mattia Bastianello**

**Production Process  
Innovation Leader**

Zamperla enthusiast since 2016

**WHAT DO YOU LOVE TO DO WHEN YOU DON'T THINK ABOUT INNOVATION PROCESSES?**

I am interested in the connection between design and sustainability; I really enjoy woodworking, which is the perfect combination of the two themes. One of my hobbies is, indeed, the self-handling of furnishing elements with wood I collect walking in nature.

**WHICH ARE THE GREATEST ACCOMPLISHMENTS OF YOUR WORK?**

The focus of my job is the cooperation between people and innovation processes. I constantly study to implement new technologies, so the best achievement I can reach is realizing how people can effectively improve their work and accomplish the best results thanks also to my research, giving the company more efficient and practical solutions.

**ZAMPERLA IS SYNONYM OF...**

FUTURE. We are living in a period of continuous changes so that business is unstable. We want to guarantee an agile service to customers and to respond quickly to market variations, that is the reason why we are working internally on strategy, leadership, and innovation.

**“REIMAGINING THE FUTURE” MEANS ALSO FIND NEW WAYS OF APPROACHING WORK. DO YOU THINK THAT THE LAST 8 MONTHS HAVE CHANGED YOUR APPROACH TO WORK AND YOUR ROUTINE?**

The substance has not changed. We can affirm that goals are clearly changed a bit, but we can't stop improving our abilities. I believe that we must take advantage of this tough period because it represents a great opportunity to work on new methods and to increase our knowledge, in order to restart stronger and more motivated than ever.



Interview with  
**Ramon Rosario**

**Sales Director, Zamperla Inc.**

Zamperla enthusiast since 1995

**WHAT DO YOU LOVE TO DO WHEN YOU DON'T THINK ABOUT INNOVATION PROCESSES?**

Spending the always appreciated time with my family.

**WHICH ARE THE GREATEST ACCOMPLISHMENTS OF YOUR WORK?**

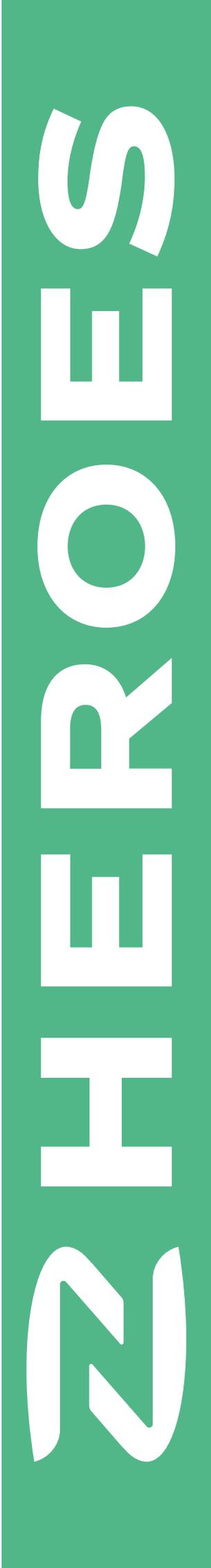
Our business is built on being able to provide shareable moments of laughter and escape for families around the world.

**ZAMPERLA IS SYNONYM OF...**

Perseverance. In these globally uncertain times, it is more important than ever to strengthen the connections we have with all those we know.

**“REIMAGINING THE FUTURE” MEANS ALSO FIND NEW WAYS OF APPROACHING WORK. DO YOU THINK THAT THE LAST 8 MONTHS HAVE CHANGED YOUR APPROACH TO WORK AND YOUR ROUTINE?**

Because of COVID, the cross-collaboration with colleagues around the world have increased. This has given us a broader understanding of the global market and the challenges our clients face daily.





## THE NEW WAVE OF FUN!

Get ready to be immersed into a unique ride concept that doubles the fun and creates a real show: the adrenaline of bounces and a huge splash into the water is enhanced with an interactive videogame section.

[zamperla.com](http://zamperla.com)

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AVEZ





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