

# MAGZIN

Issue **03** | **March** 2021

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loop.** FOR 

**STORYTELLING  
AND IMMERSIVE  
THEMING ARE  
KEY TO THEME  
PARK SUCCESS**

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THE FUTURE:**

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

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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 03 | 03 2021

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Fabio Berti | Ludmila Goiciu  
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Taking care of the industry means being able to grasp the needs of the market, keeping a vigilant attention on its know-how and strengths, with an eye on innovative processes and an open and empathic conversation with the industry, in order to maintain and create solid and trustworthy partnerships.

This is the time for action, for change, in these Twenties in which we will see opportunities flourish for our Company to disintermediate communication and initiate a new dialogue with stakeholders, which gives us the opportunity to tell our story for what we are: builders of fun experiences and fantastic stories. Concrete actions supported by authentic and effective storytelling will guide the future strategic direction that will consider innovation and active engagement as the main drivers to face the scenarios we are heading towards.

The pandemic reminded us of the central role of reciprocity, of relationships, of mutualism, of cooperation: it is the moment of “taking care” and of listening, today more than ever, a feeling that has characterized the 55 years of history of Zamperla and that we celebrate, this year, by touching the chords that are part of three generations of manufacturers of makers of dreams and fun.

“Caring” means creating economic, technological, human and social value. In this period, we often talk about virtuous resilience, a strategy implemented by many companies in our industry, but not only, to survive the market dynamics dictated by the current moment. We translate this concept trying to adapt wisely to new business models, taking care of our reference territory, our team, our collaborators, and our customers.

The pandemic has shown that no single institution or individual alone can meet the economic, environmental, social and technological challenges of our complex and interdependent world. For this reason, the Zamperla Group, wants to spread a specific message, which disregards formal purposes but speaks an authentic language: We Care, because we study every day to improve amusement experiences that ensure safety and accessibility, that capture the inclinations of people and meet their needs. A study developed following a process of co-creation, of sharing and collaboration. Zamperla, after all, has been embodying that feeling of caring for 55 years, as a true family would.

*Antonio Zamperla JR,*  
CEO

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# 4 LOOKING TO THE

## Zamperla relaunches and pushes on people and innovation: two new top-notch managers to support the new CEO and accelerate growth.

In January 2021 Antonio Zamperla JR, grandson of founder Antonio Zamperla senior and son of President Alberto Zamperla was appointed new CEO and joined by Valerio Ferrari, Chief Sales Officer, and Adam Sandy, Sales & Marketing Director of the strategic Roller Coaster division.

After betting on innovation and digitalization to face recent and future challenges, in 2021 Zamperla appoints Antonio Zamperla JR, previously Chief Innovation Officer, as CEO to be ready to manage the changes of the next socio-economic situation.

Antonio Zamperla has been working side by side his father Alberto for the last twenty years, a time marked by considerable economic growth, the introduction of artificial intelligence and robotics in the design and manufacturing processes, the incredible relaunch of Coney Island through the US based company Central Amusement International, important supply contracts for the main players in the amusement industry such as Disney, Universal Studios, and Warner Bros. Just to mention a few, the design and construction of amusement parks in China, in the Philippines, Russia and the creation of Luna Farm in Italy.

"Today we can proudly say that there is no amusement park in the world without at least a Zamperla ride. However, the near future, even following the global pandemic that has hit us, needs extraordinary interventions to be able to change gear, manage the next challenges and push innovation to the maximum. I think that the appointment of Antonio as CEO, the return of Valerio and the arrival of Adam are exactly the extraordinary interventions that our company needs. My father founded Antonio Zamperla S.p.A. in 1966 and entrusted me with the objective of making our company international. Now it is high time for the third generation to bring the contribution that new technologies and new processes can guarantee to a reality like ours. Antonio will be supported by two out-of-class manag-



ers who will make it possible to attain that mixed family and managerial governance model in which we have always believed. In the US Antonio's brother Alessandro Zamperla, CEO of Central Amusement International Inc. which manages Coney Island in NY and the overseas business, remains a firm point of reference. We will be ready to ride the recovery after the ongoing pandemic! For fifty years our company has anticipated changes in society and the economy; this is certainly one of our strengths, one of the factors that has allowed us to dialogue with entertainment giants such as Disney, Universal, Warner Bros., Lego, etc." comments President Alberto Zamperla who, together with his father Antonio Zamperla senior, was inducted into the IAAPA HALL OF FAME, the honor roll of the great personalities of the entertainment industry together with Walt Disney and George Ferris, the inventor of the Ferris Wheel.



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# NEW CEO AND TWO NEW ENTRIES OF MANAGEMENT TEAM

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# FUTURE



Valerio Ferrari, born in Vicenza, class of '63, a lover of the human factor 'despite' his degree in Mechanical Engineering, is an excellent business co-ordinator. In recent years he has covered the position of CO-CEO for the Swiss competitor Intamin, but he is not new to Zamperla. Indeed, Valerio is one of the managers who has contributed to the growth of the Zamperla company from 1991 to through 2018 and scored important successes including the realization of the first Zamperla amusement park in Central Park, Victorian Gardens NYC, the reopening of Coney Island and the re-launch of Minitalia, Leolandia, in Italy. "The assignments carried out in recent years have allowed me to look at the sector from a new point of view, to acquire ideas and skills that have allowed me to improve the vision of future scenarios. It is in Zamperla that I want to bring all this, the company that for many years I have considered as my second family, which has a brand recognized all over the world and a very strong value proposition, trying to apply the most innovative technologies present on the market to the entertainment industry, to continue improving the end-user experience without forgetting safety, efficiency and maintainability" comments Valerio Ferrari who returns to the company with the role of Chief Sales Officer of the whole Group.

Adam Sandy, from the US, has spent his entire career in the entertainment industry; the twenty years spent in Ride Entertainment and the many interventions, publications and studies on the sector have made him one of the most qualified voices in the Roller Coaster market. "I am thrilled to be joining the Zamperla team, a company that has played a vital role in the entertainment industry around the world. It is on the Zamperla rides that my children had their first incredible experiences. I am delighted to be part of this new chapter in Zamperla's history that will bring innovation, technology, and creativity to the roller coaster industry.

"When the world is no longer afraid and is finally free to have fun again, it will begin to immerse itself in the places where magic, fairy tale and adrenaline come together to create unique and intense experiences. Zamperla will then be ready with its people, its technology, its design, its taste, and its skills, in two words, its Italian talent. We will be able to give people again the opportunity to dream and we will contribute to the economic reconstruction of our region and our country", comments President Alberto Zamperla.

The position as CEO is a challenge that Antonio Zamperla JR has been preparing for since he was a child because he grew up on the rides designed in the Altavilla Vicentina headquarters and in the simulation rooms of the R&D division, surrounded by engineers and designers. Gentle leadership coupled with a boundless passion for technology will be two of the strengths that will contribute to writing the next new page: "I've been trying the rides with my father since I was a child, and my grandfather has always been one of my superheroes ... I've never been afraid of even the most adrenaline-pumping roller coasters, so I'm not afraid of this new challenge that I will face with determination, commitment and the spirit of the Zamperla family".





# ZAMPERLA ROLLERCOASTERS BUSINESS UNIT: WHAT'S NEXT?







The unique challenges of a pandemic aside, our goals between now and the Orlando Expo are to start telling our story to the client base and roll out our new coaster concepts. As a company we have made significant strides in the past decade when it comes to coaster design and engineering. We have a great group of designers that not only come up with great coaster concepts, but also can carry their design through to the end product.

The part of the story that our customers have not known is how we have implemented change, especially over the past eight years. In the past two months alone we have told our story to clients around the world about the projects that have challenged us and allowed us to create better products.

The NineInverted at Universal Studios Singapore, Super Twister at Warner Brothers Movie World, Factory Coaster at Wuxi Sunac Land and the Junior Coaster at Ferrari World are some examples of innovative projects where we exceeded client expectations and came up with unique concepts outside of our comfort zone.

## **WE WILL SURPRISE THE INDUSTRY OVER THE NEXT FEW YEARS WITH OUR COMBINATION OF INNOVATION ENGINEERING AND FIRST-TO-MARKET CONCEPTS WE SHARE.**



We will surprise the industry over the next few years with our combination of innovation engineering and first-to-market concepts we share. Be sure to watch the key Zamperla social media channels over throughout 2021 as we unveil our new concepts to fans in real time. In addition, we will work on fan engagement by creating new social media channels that focus on the product and projects the Coaster Team is working on. We know that we can be an industry leader when it comes to roller coasters and are excited about the concepts we will unveil between now and IAAPA.

The current economic conditions paired with the travel restrictions brought on by COVID are more than a little challenging. However, we know that once things start to open the parks will come back strong. This is why in addition to new concepts we are working to get the word out about Zamperla's coaster designs. Adam Sandy will be on four roller coaster podcasts this spring representing the Coaster Team talking about our history and hinting at new initiatives. In addition, we will continue to utilize professional resources like LinkedIn, which the Americas team has really done a great job with, to grow general industry awareness about our initiatives. All of these are pieces of the messaging puzzle that we will use to get the word out about Zamperla's new coaster concepts.



It will be a challenging year, but we believe that come IAAPA life will look better and Zamperla's Roller Coaster Business Unit will already occupy a new market space. Our team will be a force of innovation, not duplication, and take the market by storm.

# Z-FUN WEEK

**We present the  
Funweek as a  
parade, an ode to  
fun, with its own  
recognizable  
visual identity,  
colorful and bright.**

Celebrations in Zamperla has always been on the agenda. We are a big community of people that enjoys working together as our focus is to create Fun and to experience it as much as we can while designing it.

Last year, we took the time to study new technologies, embrace our collective creativity, and bring new ideas to light. The daily motivation was the desire to bring people back to the parks, to satisfy their need for fun, and for them to be able to savor those unique experiences once again.

All of this is why we've decided to host a Funweek. Halfway through each month, Funweek will not only be full of surprises and special projects; but will become a regular event designed to discover a brand-new product through the end of 2021. We present the *Funweek* as a digital parade, an ode to fun, with its own recognizable visual identity, colorful and bright.

There will be many big announcements, a lot of exciting weeks, a fixed appointment to discover what we have been working on in recent months and





# AN ODE TO FUN AND CREATIVITY



which new products will populate the world of amusement parks.

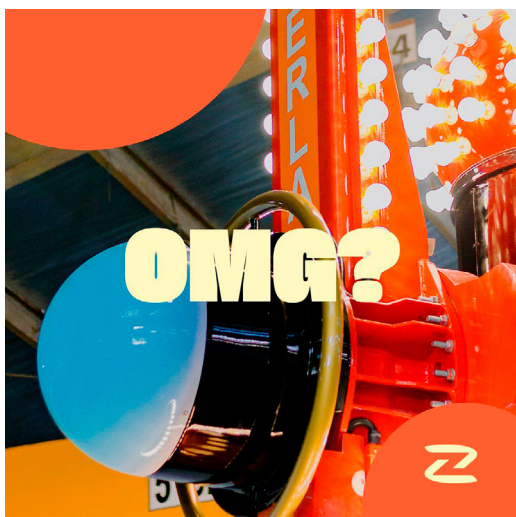
Thanks to the collaboration of our engineers and creatives, we will be able to illustrate and explain the new attractions, in a unique journey into the world of design, research and imaginary that lies behind the creation of a Zamperla attraction.

We will lead a long parade throughout the year: the journey has already started in February with the launch of our ChronoZ, perfect for the entire family, with ideal dimensions for every kind of location - both indoor and outdoor spaces, thanks to its compact footprint.

The second stop on our Funweek parade sees the launch of Gryphon. One of the few rides in the market offering a single rider experience, a modern attraction which reminds guests of old-fashioned classics with a thrilling combination of gravity and accelerations.

Z-Funweek is a digital project created with the goal of connecting people, continuing to actively engage our community, and showcasing the challenging work we've done over the past year!

To keep you updated on the Z-Funweek project and discover all the digital events we have planned follow Zamperla's social media channels!





# STORYTELLING AND IMMERSIVE THEMING ARE KEY TO THEME PARK SUCCESS



Written by  
**Charlotte Coates**  
*Blooloop*

Creating a richly themed environment to ensure theme park guests have a visit to remember is nothing new. Consider Disneyland Park in Anaheim, which first opened in 1955. When creating his new park, it was important to Walt Disney that every single thing contributed to one unifying theme statement. His mission was to create a theme park with a unique identity.

Today, Disney is still leading the way when it comes to immersive themed environments that tell an engaging story, right up to the recent addition of the Star Wars: Galaxy's Edge themed lands, as well as Avengers Campus which is expected to open later this year. Hot on its heels is Universal, with the hugely popular Wizarding World of Harry Potter and the eagerly awaited Super Nintendo World.

But you don't have to be a huge theme park to achieve the same results. There are many examples of parks that use their own brand of storytelling to create an unforgettable experience, from small family-run parks to brand new ideas.

One park which has taken the concept of story-





telling to new levels is Evermore in Utah, USA. Part live-action roleplay, part choose your own adventure experience, visitors leave behind the real world when they enter the park. Once inside, they are surrounded by Evermorian – team members who stay in character, embodying a range of magical creatures from fairies to goblins. Guests, or World Walkers as they are known, can interact with the fantasy land, take on quests and even alter the storyline of the park.

On a smaller scale is BeWILDerwood in the UK. Here, creator Tom Blofeld did not just build a physical world, he also wrote into existence a whole story, featuring fanciful creatures and woodland adventures. Both the theme park itself and the accompanying novels soon proved to be a hit with audiences. Guests can enjoy rustic attractions such as ziplines, rope bridges and tree-houses, and should also keep their eyes peeled for the Crocklebogs, Boggles and Twiggles that live in the woods, according to the stories.

Meanwhile, Parc Astérix in France immerses visitors into the world of the beloved Astérix comics, created by Albert Uderzo and René Goscinny. This theme park is home to a variety of rides themed around historic cultures such as the Gauls, the Romans, the Ancient Greeks and the Ancient Egyptians. The distinctive visual style of the Astérix world unifies the attractions across the park. Recently, Parc Astérix announced that it was recommitting to this core theme by closing



its dolphinarium and scrapping live cetacean shows.

So why is theming and storytelling important, and why have these parks gone to the effort of creating such intricate worlds? After all, there are many different elements that make a theme park visit enjoyable and memorable – from exciting rides to good food to excellent customer service. And not even the best theme or story will disguise these if they are not up to standard.

However, with the rise of the experience economy, operators need to offer something different to get people through the door. Today's audiences are more likely to spend money on experiences than on products and are looking for a memorable day out. A unifying theme or story is a way of engaging with visitors and making a meaningful connection, helping them leave the real world behind for a day. It brings together everything a theme park has to offer in one appealing package – its unique selling point.



# IN SEARCH OF NEW AMUSEMENT TRENDS



Written by

**The Strategy Innovation Team**

We can consider trends as tendencies, general orientations that are common to large sections of the population. A concept often associated with the world of fashion, it is also applicable to other sectors and areas of consumption: food, construction, music and even body care.

The search for the “new”, typical of the fashion world, is the driver that makes the trend wheel turn. Today we like it, tomorrow who knows. By definition, a trend is destined to die and then, perhaps, to reborn.

Although it takes on a less frenetic speed than fashion, all activities related to entertainment are subject to a continuous variation of trends. A company engaged in this sector must know how to intercept these tendencies by monitoring its market and, above all, the stimuli that arrive from society in general. Fundamental research activity to be able to propose, before others, new attractions, and new shows.

The most noticeable trend in the industry can be described as a true technological invasion. Artificial intelligence, augmented reality, IoT and nanotechnology are just a few well-known examples of how technology is increasingly present and appreciated by consumers. Like Edge Innovations, a New Zealand-based high-tech systems company, which has developed a very lifelike robot-dolphin. The company hopes that this robot can be used in amusement parks, in the world of cinema and aquariums, thus replacing animals in captivity. This dolphin-robot makes possible the realization of the dream of many







children and adults: to be able to swim alongside a dolphin without forcing it into an aquarium.

Another trend that you can't miss is... But why make a list of the most obvious trends? If we are talking about fun, the most interesting things are not those that are in front of everyone's eyes, such as the technological invasion. Fun, by definition, is mainly characterized by a change of state from the normal flow of events. The verb "divertire" (to entertain) derives from the Latin *divertere* which refers to turning elsewhere, moving away, and making a person take another direction.

So, if we want to entertain, rather than the trends that everyone observes we need to look

around to the right and left, hopefully also in the opposite direction. The most fun and useful hunt is for future trends, those that are still somewhat hidden or simply obscured by the more fashionable ones. For example, if we take our eyes off the technological invasion, we may find that there is a growing interest in disconnection, contact with nature and home. Neo-ruralism or unplugged tourism are two examples of this nascent trend. The prodigies of augmented reality have been smashed to the sound of "likes" by a father who, to entertain his daughter, has created a wonderful homemade roller coaster using a normal TV and a laundry basket!

The wheel of trends spinning makes old habits resurface. To understand the next trends, as in fashion, it is advisable to also know the past ones that are destined to return. Try to believe it. The board game market is growing fast, driven only in part by the pandemic.

Many of the trends in the industry are tied together to characters created by cartoon and video game production companies. The themes of attractions inspired by these characters we know are mostly targeted at children. And everyone is wondering what will be the next cartoon hero to succeed. But if we look the other way, we notice an ever-growing group of white-haired people who would love to have a fun time. It's the silver economy! Even adults want to be entertained and maybe get in shape. It's no coincidence that Lego has dedicated a large part of its products to those who are no longer young: constructions that recall films of the past and television series.

In summary, let us have fun hunting down the most hidden trends, the ones that are less talked about. We don't have to look for predictability - how boring is that?



# INNOVATIVE DIGITAL TRANSFORMATION IN THE ENTERTAINMENT INDUSTRY

Zamperla faces the digital conversion in a historical moment that sees digital transformation and innovative services as essential tools to meet the needs of an evolving market in a combination of technology, skills and valuable partnerships.

Our Company is investing in the development of innovative services to support customers' digital transformation, but also in software skills alongside those on network and emerging technologies. We will promote on-demand usage by integrating more and more innovative and artificial intelligence technologies and capabilities to in-

novate, increase and develop skills, particularly in the software area.

At the same time, we are defining new methodologies and internal action to develop new skills, working extensively with external partners and universities: we firmly believe that collaboration will lead to the transfer of valuable resources.

In these past months, a new research and innovation plan has been pursued, coordinated by the lead Zamperla Group, thanks to the R&D department dedicated to the technical implementation within the company.



The research and innovation work carried out in this project, with a high technological component, has been realized thanks to the collaboration between the companies Antonio Zamperla S.p.A., Array System s.r.l., XTeam Software Solutions s.r.l.s. and the University of Padua.

This study was born to develop a prototype for an innovative hardware and software platform that allows the connection of the attractions of an amusement park to the platform itself using an advanced sensor system, related to the proper functioning of the machine and its components, as well as monitoring the user experience. The realization of this platform and of the modules from which it is composed represents an innovative application of digital transformation to the world of parks and rides.

Through this platform, a system was created for the acquisition of data from the machines and for their storage on a database designed ad hoc. These data were then used to develop models capable of describing the normal operation of some key components through machine learning techniques.

Software for the management of ordinary and extraordinary maintenance of the machines was also integrated into the platform.

Another key component of this project was the development of a prototype application for tablets and smartphones to further enhance the amusement park experience for visitors, with a focus on accessibility for people with special needs.



## Interview with **Fabio Berti**

**New Technologies  
Chief Engineer**

Zamperla enthusiast since 1995

### **WHAT DO YOU LOVE TO DO WHEN YOU DON'T THINK ABOUT TECHNOLOGY ENGINEERING?**

I love to do anything and everything. From spending quality time with my family, to woodworking, building furniture or toys for my son, from gardening to Argentine tango, my passion for several years now.

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

Certainly, the acquisition of know-how by the electrical and software development department has allowed the creation and implementation of a division that did not exist in the company before: the Research and Development Dept. A great satisfaction lies in having brought to fruition what previously did not exist in our market, thanks not only to the technological connection and implementation but also thanks to the human connection.

### **ZAMPERLA IS SYNONYM OF...**

Applied innovation, not only to processes, but also to products and services. And surely Zamperla is also synonymous with family.

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

From a practical standpoint there has been a lot to do, it has been a busy, but challenging year for my work. Smart working helps to manage one's routine and timing in a more flexible way, allowing to focus more on the result. I also find that the internal dialogue, but also the dialogue with external collaborators, has had a strong improvement, thanks to a more direct, straightforward and, in a few words, effective communication.



## Interview with **Ludmila Goiciu**

**CIS Area Sales Manager**

Zamperla enthusiast since 2011

### **WHAT DO YOU LOVE TO DO WHEN YOU DO NOT THINK ABOUT SELLING ZAMPERLA RIDES?**

I love travelling, discovering new places and countries. When it will be safe to travel again, one of my favorite destinations is Scandinavia.

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

The realization of complex projects for Zamperla's commercial dynamics: concluding with success a negotiation and achieving specific goals are professionally very rewarding. In my area market patience and emotional intelligence are basic to reach set goals.

### **ZAMPERLA IS SYNONYM OF...**

ALL IN ONE. A wide range of products, where every detail and process behind are important and enhanced. Zamperla is synonymous of great potential, the possibility of growth and continuous challenge: no project is the same as another!

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

For sure, contacts between colleagues and customers have reached a higher level and we are getting more involved. Virtual meetings have reduced the distance and have become habitual.

NEW  
FORE  
WE  
IN



# CHRONOZ



The ChronoZ has the ideal dimension for every kind of location, both indoor and outdoor spaces, thanks to its contained footprint, meeting different needs, and guaranteeing a family-affair of fun and adventure!

Discover more on [zamperla.com](https://www.zamperla.com) and follow us on @





**Z-FUN  
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Prepare yourself for a great 2021:  
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