

# LIVING WORLDS

AN  animal planet EXPERIENCE

# what

## Living Worlds: An Animal Planet Experience

- Travelling wildlife & conservation exhibition created by Kingsmen
- In partnership with Discovery, Inc. and Science Centre Singapore
- Edutainment show that both engages and educates
- Captivates visitors through unique and immersive experiences
- Incorporates rare video footage from Animal Planet





# what

## Objectives

- To feature a range of endangered animals, and impress upon visitors how many animals are **rapidly disappearing** from this planet
- To explore how Earth's biomes are reliant on **interdependent relationships between animals and the environments** they depend upon for survival
- To showcase Animal Planet's **vast repository of videos**, and activate its value in educating and illuminating the public on conservation
- To raise awareness on how human activity has an impact on the natural world, and how **individuals can make small but significant changes** that benefit the environment



# what

## Target Audience

- Designed for a **wide range of visitors**
- **Fun and interactive** elements for the general public and families to enjoy
- **Educational messages** interwoven to interest students and nature lovers

families



students



general public



Nature lovers



# who

## Discovery, Inc.

- Global leader in **real life entertainment**
- **No. 1** Pay TV Provider in the World
- Delivers over **8,000 hours** of original programming each year
- Available in **220** countries and territories
- **3 billion** cumulative viewers
- **75%** global brand recognition



# who

## Animal Planet

- One of Discovery, Inc.'s great global brands; a much-loved brand with a **22 year heritage**
- Available more than **205** countries and territories, and **360 million** homes
- Dedicated to creating high quality content with **global appeal**
- Combines content that explores the **undeniable bonds** forged between animals and humans
- Its mission: **To keep the childhood joy and wonder of animals alive by bringing people up close in every way**





# who

## Kingsmen Exhibits & KR+D

- Kingsmen is a leading **communication design and production** group
- Serves an international client base with **seamless end-to-end communication solutions**
- KR+D is the **creative arm** of Kingsmen
- Helps brands to design meaningful experiences **that go beyond the physical environment**
- Offers **design solutions** from strategy conceptualisation to design development and implementation across all industries

**kingsmen**  
Kingsmen Exhibits Pte Ltd



**KR+D**

THE CREATIVE ARM OF KINGSMEN GROUP

# who

## Science Centre Singapore

- Centre of Excellence for **Informal Science Education**
- Award-winning organisation that aims to make science **accessible and engaging**
- “Edutainment” Champion that aims to be the desired partner for **science and technology initiatives**
- Creates the **Alternate Classroom** through exhibitions, workshops, science shows, competitions
- Vision: **Where Science befriends and transforms the minds of millions**





# why

## Educational Messages

- Broaches a range of environmental and wildlife topics especially relevant to **science and geography**
- Discusses how different **biomes and animals are interdependent**
- Shows **factors** leading to the extinction of endangered animals
- Explores both **positive and negative human effects** on the environment
- Points out **actions** that can prevent the destruction of wildlife and ecosystems



# why

## Social Responsibility

- **Engages visitors** about endangered animals and wildlife problems through the exhibition
- Suggests **small, routine actions** visitors can create a multiplier effect to help the environment
- Reminds visitors that **everyday changes** are collectively as powerful as environmental policies
- Partners with **like-minded organisations** to promote wildlife conservation





## NARRATIVE JOURNEY

Through three overarching zones, visitors learn more about endangered animals, and how humans have a role to play in wildlife conservation.

### 01 Into the Wild

Meet the Animal Planet host who introduces and invites visitors to explore more about the planet we live in.

### 02 Living Worlds

Discover the wonders 3 of Earth's threatened natural environments, and learn more about the influence human actions have on these animals and environments.

### 03 Reel X Real

Explore how Animal Planet uses videography to aid the fight against extinction, find out what and what we as people can do to help endangered animals.

## DWELL TIME

Although visitors may walk through the exhibition at their leisure, some areas are designed to engage the visitors for longer periods than others. The estimated dwell time for this experience is around **40 to 60 minutes**.

### 01 Into the Wild

LED Video and Welcome Wall, 3 – 5 min

3 – 5 min

### 02 Living Biomes

Tropical Rainforest Biome, 7 – 10 min

Coral Reef Biome, 7 – 10 min

Sea Ice Biome, 7 – 10 min

21 – 30 min

### 03 Reel X Real

Videography Unveiled, 8 – 12 min

Between Two Worlds, 8 – 13 min

16 – 25 min

**TOTAL: 40 – 60min**



# Overall Exhibition Layout

LEGEND:

- Introduction ●
- Tropical Rainforest ●
- Coral Reef ●
- Sea Ice ●
- Reel X Reel ●
- Between Two Worlds ●
- Retail ●



# Digital Interactive (DI) / Video Content (VC)

## LEGEND:

**Introduction 1** – Welcome by Animal Planet talent

**VC 01** – Rainforest environment

**DI 01** – *Rainforest Explorer*

**VC 02** – Tigers

**VC 03** – Coral reef environment

**VC 04** – Parrot fish

**Into the Blue** – Dome projection

**White Out** - Pepper's ghost

**Selfie wall**

**VC 05** – Sea Ice environment

**VC 06** – Polar bears

**DI 02** – *Clearing the Air*

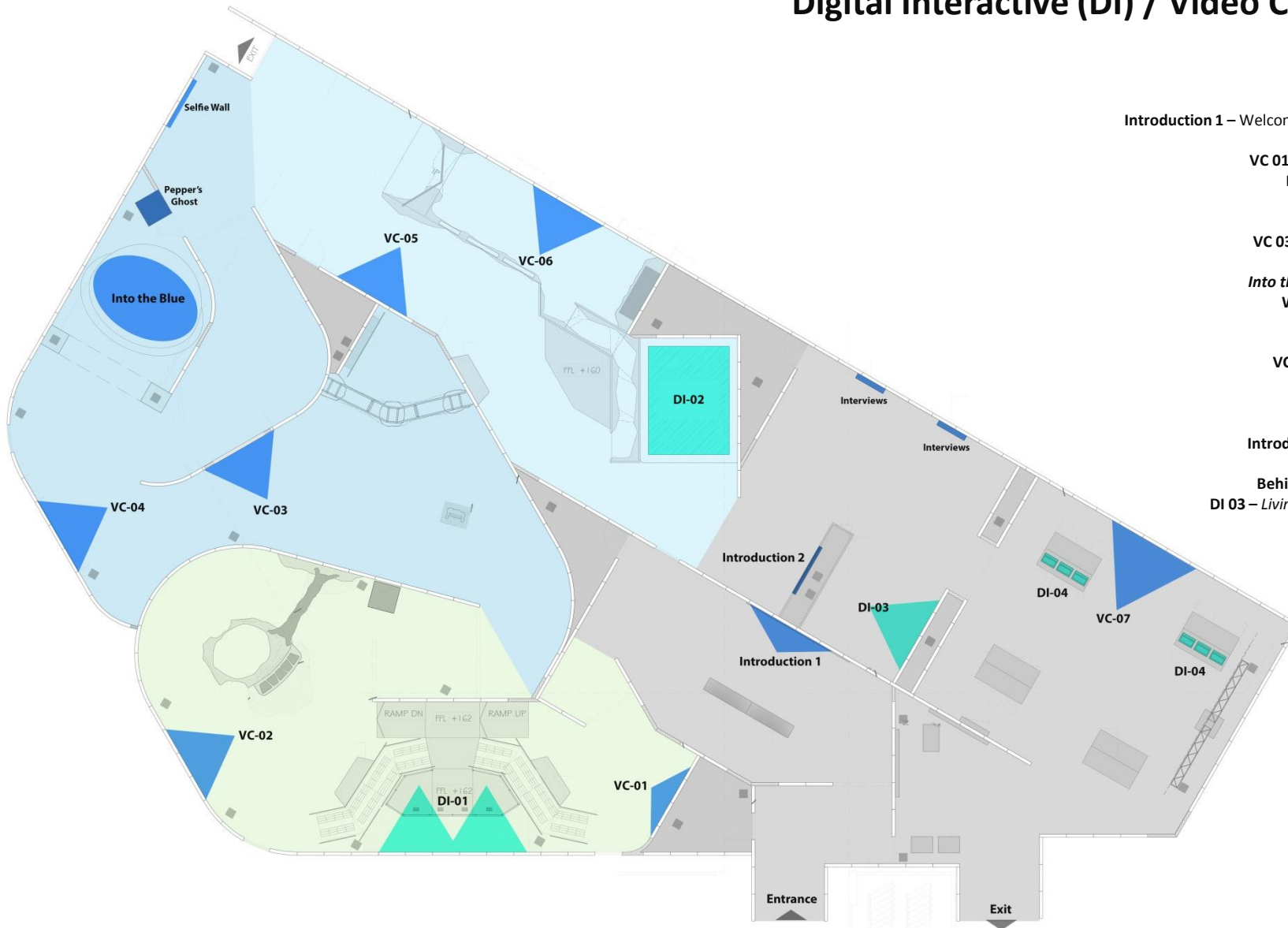
**Introduction 2** – Forrest Galante

**Behind the Scenes** - Interviews

**DI 03** – *Living Worlds Live!* – Photo-op

**VC 07** – Global warming

**DI 04** – *Colour a Friend*





# Tactile Stations (TS) / Playscapes (PS)

## LEGEND:

**TS 01** – Tools of the Trade  
**TS 02** – The Art of Stealth  
**TS 03** – Hiding in Plain Sight  
**TS 04** – Sounds of the Forest  
 Scope Exhibit

**TS 05** – Living Filters  
**TS 06** – Why Corals Glow  
**TS 07** – Reef Builders  
**TS 08** – Coral Hotel  
**TS 09** – Feeding Frenzy  
**TS 10** – Parrotfish Parade  
**TS 11** – Measure Up!

**TS 12** – Beneath the Skin  
**TS 13** – Feel the Frost  
**TS 14** – Footprints in the Snow  
**TS 15** – Sliding Sheets

**TS 16** – Hold the Pose

**PS 01** – Treetop Walk  
**PS 02** – Ice Crevasse





# Introduction



## Entrance





## Introduction

The Experience begins with an introductory video presented by Bindi Irwin, Dave Salmoni and Forrest Galante.

Meet the animal stars of the exhibition - Moa, Betula and Sikku





# Tropical rainforest **EXPERIENCE**

## Tropical Rainforest

Step into the Emerald Paradise of the tropical rainforests and find out how animals adapt to this verdant but crowded environment.





## Tropical Rainforest – Environmental Design

Immersive environments with Animal Planet projected content, gobo lights and soundscapes.





## PS 01 - Treetop Walk

Hold tight and navigate the Treetop Walk!

Visitors enjoy a play-scape as an alternative route to reach the first digital interactive at the mid-way platform, Rainforest Explorer.

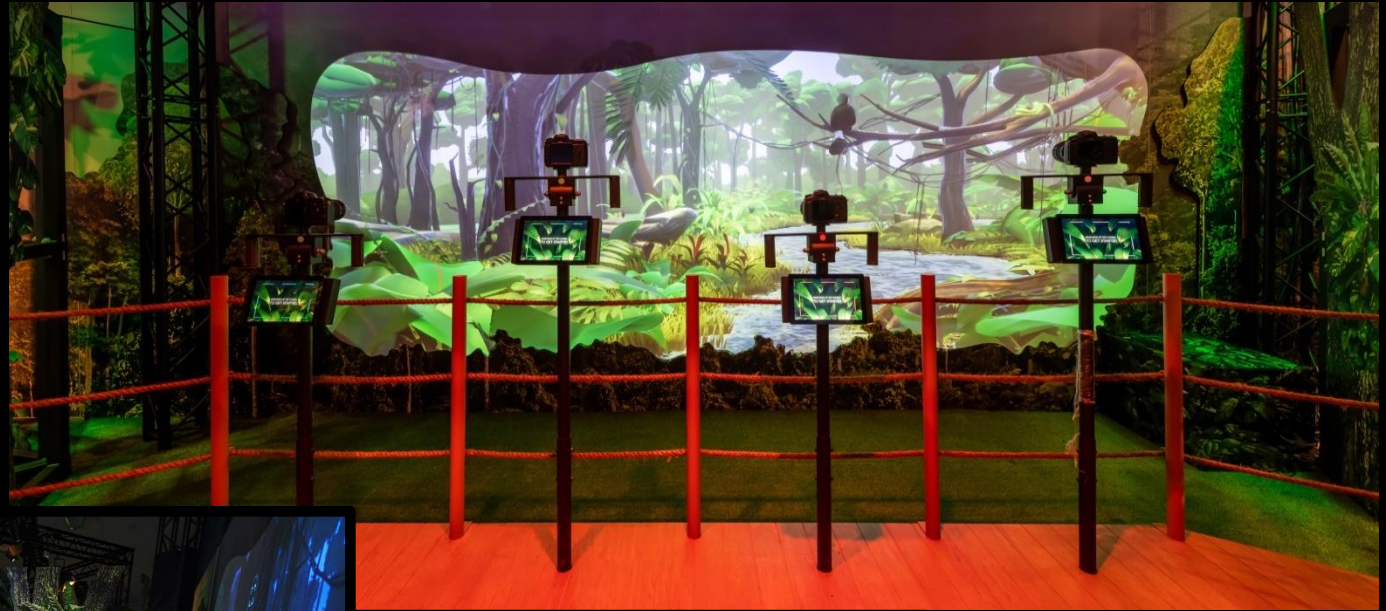




## DI 01 – Rainforest Explorer

Ready your camera!

Use the viewers to scan the environment and try to spot the different animals wandering around the rainforest. Find out more about them when you snap their picture.





## TS 01 – Tools of the Trade

Animal: Orangutan, *Pongo pygmaeus*

In complex and competitive rainforest environments, intelligence can be extremely useful. Learning to observe and exploit the environment can mean the difference between finding a meal and going hungry.

Orangutans have been observed shaping objects into tools, as well as teaching this knowledge to their offspring. In their hands, a large leaf may be an umbrella, a broken branch a shovel to dig up an ant nest, and a rock a hammer to smash hard nutshells.

In this interactive, use a stick as a tool to poke through small holes, nudging the ball of “food” through the openings in the different levels.



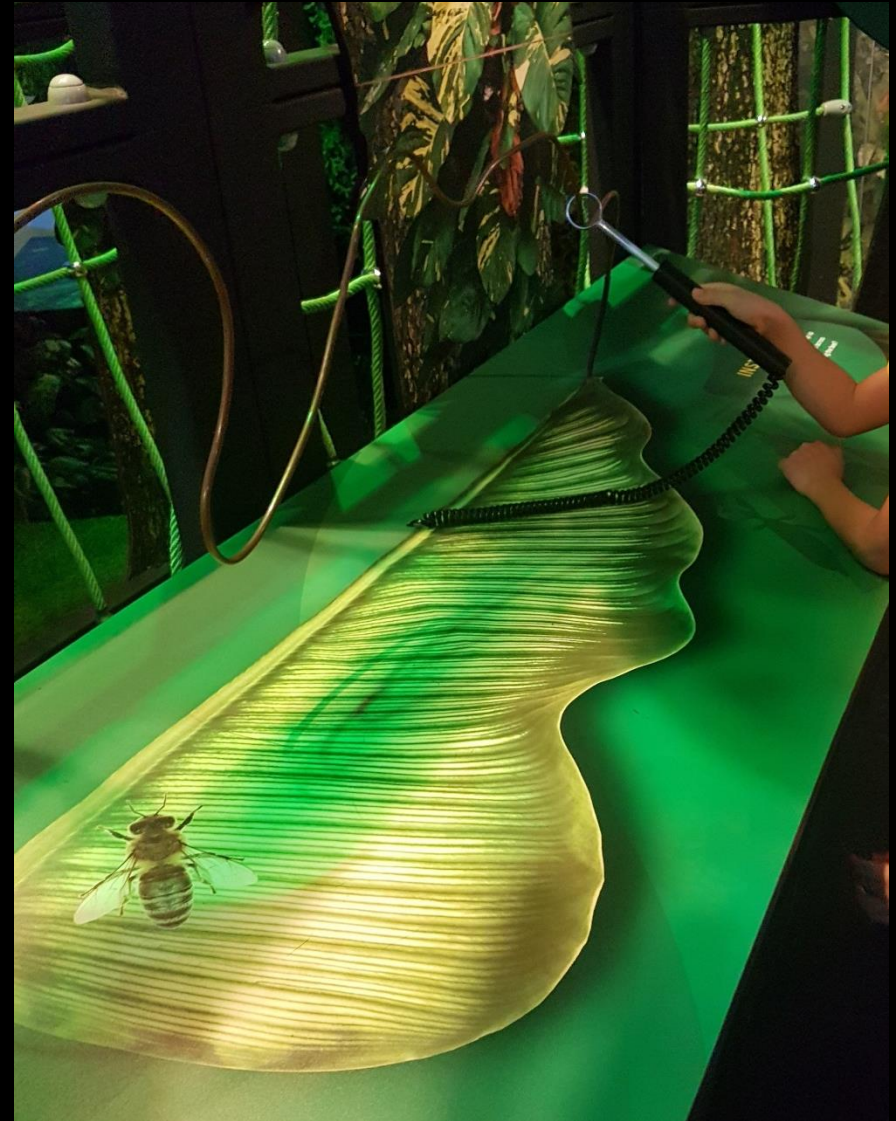


## TS 02 – The Art of Stealth

In a dense rainforest full of places to hide, being stealthy helps you sneak up on prey, and hides you from predators. Giant Asian Mantises (*Hierodula membranacea*) are masters of the stealthy hunt.

When it comes to staying undetected, shapes, colours, movement and even scent can give the game away. Blending into their surroundings, mantises move slowly and deliberately to close the distance, before striking rapidly to capture prey.

This interactive tests the skill and patience of visitors as they carefully navigate the buzz wire from one side to the other without disturbing their prey!





## TS 03 – Hiding in Plain Sight

Standing out in a rainforest can be dangerous. Being visible increases your chances of alerting your prey, or worse, attracting a predator.

Most rainforest species employ some form of camouflage, using the environment to hide them from sight. Colours, shapes, and patterns – these are the tools of a master of camouflage.

Try spotting these animals in their native environments below. Lift the panel to break their deception.



Outside-picture



Inside-picture





## TS 04 - Sounds of the Forest

A rainforest is never truly silent. Night and day, it is alive with the calls of animals, the buzz of insects, and the rustle of unseen movement.

Animals use sound for many things, including staking their claim to territory, attracting a mate, or alerting their kin to a predator.

(instructions)

Some noises are so odd, it's hard to imagine what they are for! Step in to hear familiar sounds from surprising sources.

Animals sounds:

- *Superb Lyrebird*: Sounds like a chainsaw
- *Black Crested Gibbon*: Sounds like a car alarm
- *Hercules beetle*: Sounds like a motorbike
- *Coppersmith Barbet*: Sounds like a hammer
- *Smoky jungle frog*: sounds like a cat

**Superb Lyrebirds** (*Menura novaehollandiae*) are the rainforest's champion mimics. Buzzing chainsaws are just one of many sounds they copy to attract a mate.

**Smoky Jungle Frogs** (*Leptodactylus pentadactylus*) startle predators that grab them with unsettling, high-pitched shrieks.

Like most gibbons, **Black Crested Gibbons** (*Hylobates concolor*) use howls and shrieks to signal everything from danger to anger.

**Hercules Beetle** (*Dynastes hercules*) rubs its wings across its body to make a thrumming noise like a motorcycle engine. This surprisingly loud noise warns predators to stay away.

**Coppersmith Barbets** (*Psilopogon haemacephalus*) is named for their clanging calls, which sound like a hammer striking a sheet of metal.





## Tropical Rainforest – Environmental Design

Immersive environments with Animal Planet projected content, gobo lights and soundscapes.





## Scope Interactive

Life can be found everywhere in the rainforests, even in the smallest of places.

Use a scope camera and to look into the fallen tree trunk, and find out more about the animals hidden inside.



# Tropical reef EXPERIENCE



## Tropical Reef

EXIT

### LIVING FILTERS

Living filters are a type of coral that can filter out pollutants from the water. They are found in many tropical reefs and are an important part of the ecosystem.



### CHARLE W. DUBOIS

Charles W. Dubois was a pioneer in the study of coral reefs. He was the first to describe the structure of the coral skeleton and to show that it is made of calcium carbonate.

### REEFING THE TOWN

Reefing the town is a project that aims to protect the coral reefs around the town of Dubois. It involves planting coral and other marine life around the town to create a natural barrier against the sea.

### THE LITTLEST BUILDERS

The littlest builders are the small corals that live in the shallow water of the reef. They are the first to settle on a new piece of coral and they are the foundation for the rest of the reef.

### UNDERSEA CITIES



### MOA'S AZURE KINGDOM

Moa's Azure Kingdom is a beautiful underwater world. It is home to many different species of coral and fish. The coral is made of calcium carbonate and it is the foundation for the rest of the reef.

Just as the people of the world live in different countries, so do the fish of the ocean. They live in different parts of the ocean and they have different habits and customs.

Therefore the fish are the people of this living world, picking up pieces of coral and making it a part of their home. They are the littlest builders of this living world.

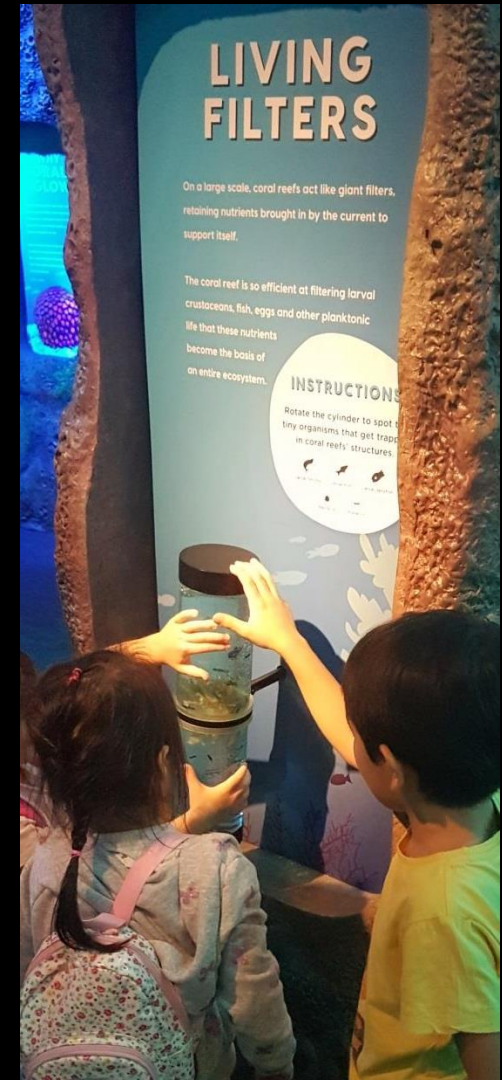




## TS 05 - Living Filters

On a large scale, coral reefs act as giant filters, trapping nutrients brought by the current to support itself. The coral reef is so efficient at trapping larval crustaceans, fish, eggs and other planktonic life that these nutrients become the basis of an entire ecosystem.

Rotate the cylinder and see how the filter traps the small objects, to understand how reefs work to trap microorganisms that attract the many animals who feed on them.

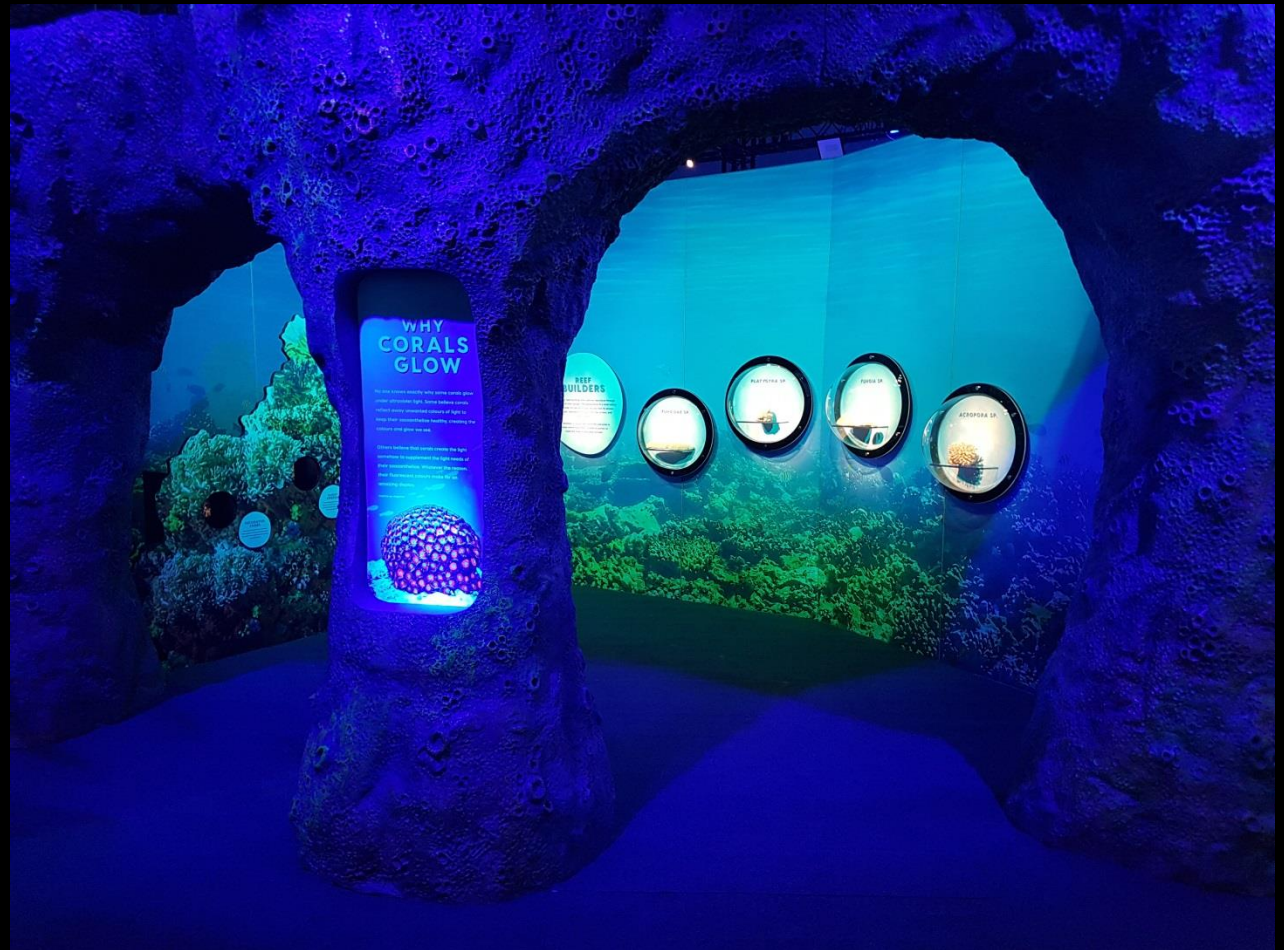




## TS 06 – Why Corals Glow

No one knows exactly why some corals glow under ultraviolet light. Some believe corals reflect away unwanted colours of light to keep their zooxanthellae healthy, creating the colours and glow we see.

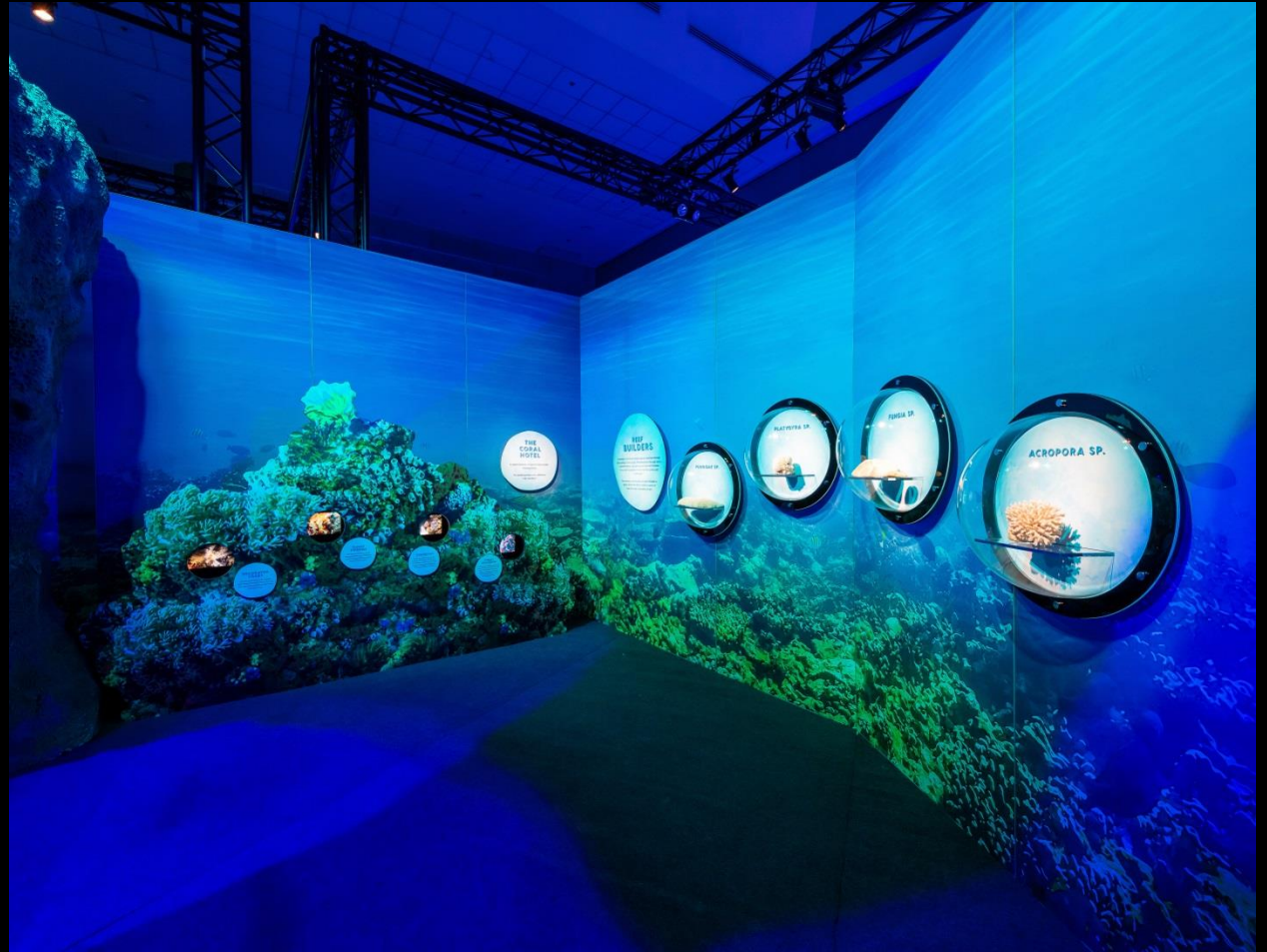
Others believe that corals create the light somehow to supplement the light needs of their zooxanthellae. Whatever the reason, their fluorescent colours make for an amazing display.



## TS 07 – Reef Builders

The appearance of a coral colony is determined not just by its species, but also the colony's access to sunlight, availability of food brought by the current, and much more.

See how corals grow in different shapes and forms, creating the vibrant and unusual shapes around the reef.



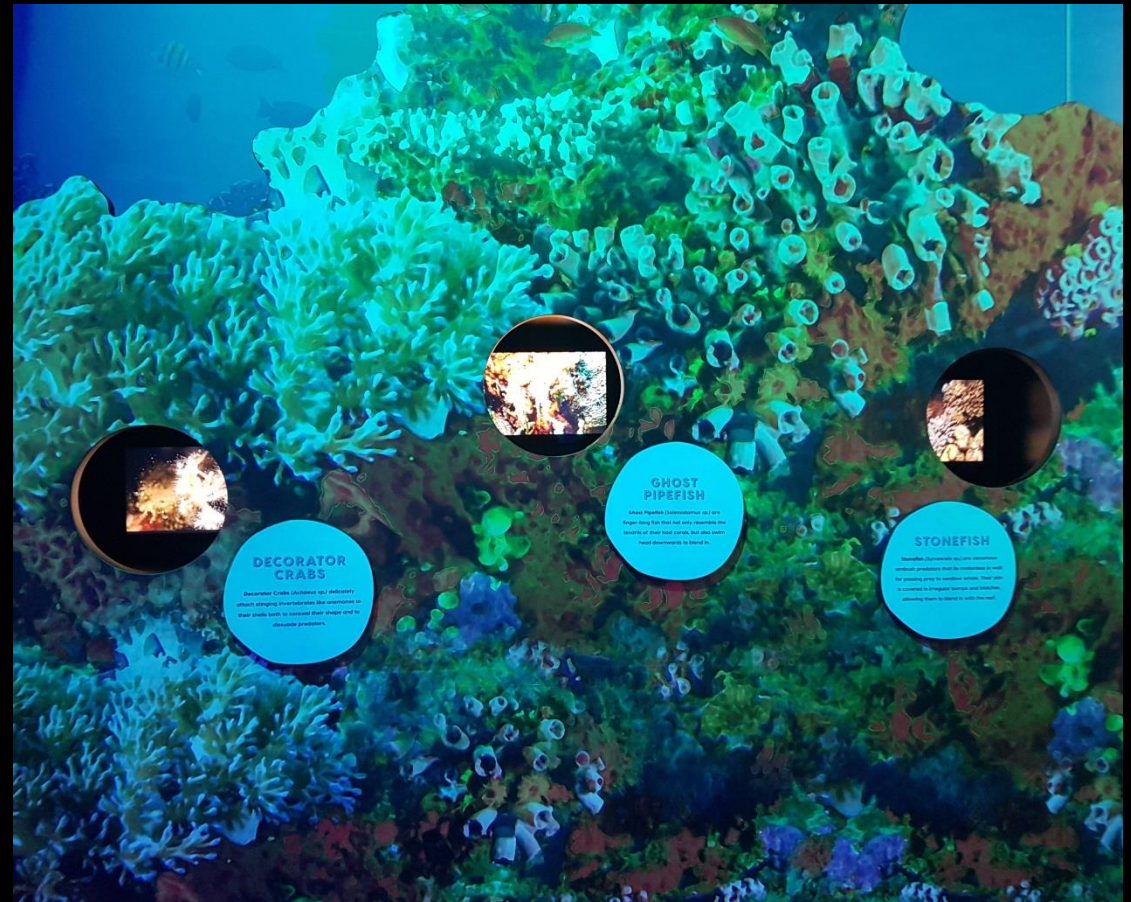


## TS 08 – Coral Hotel

A great diversity of species find shelter among corals.  
Try spotting these very different reef dwellers!

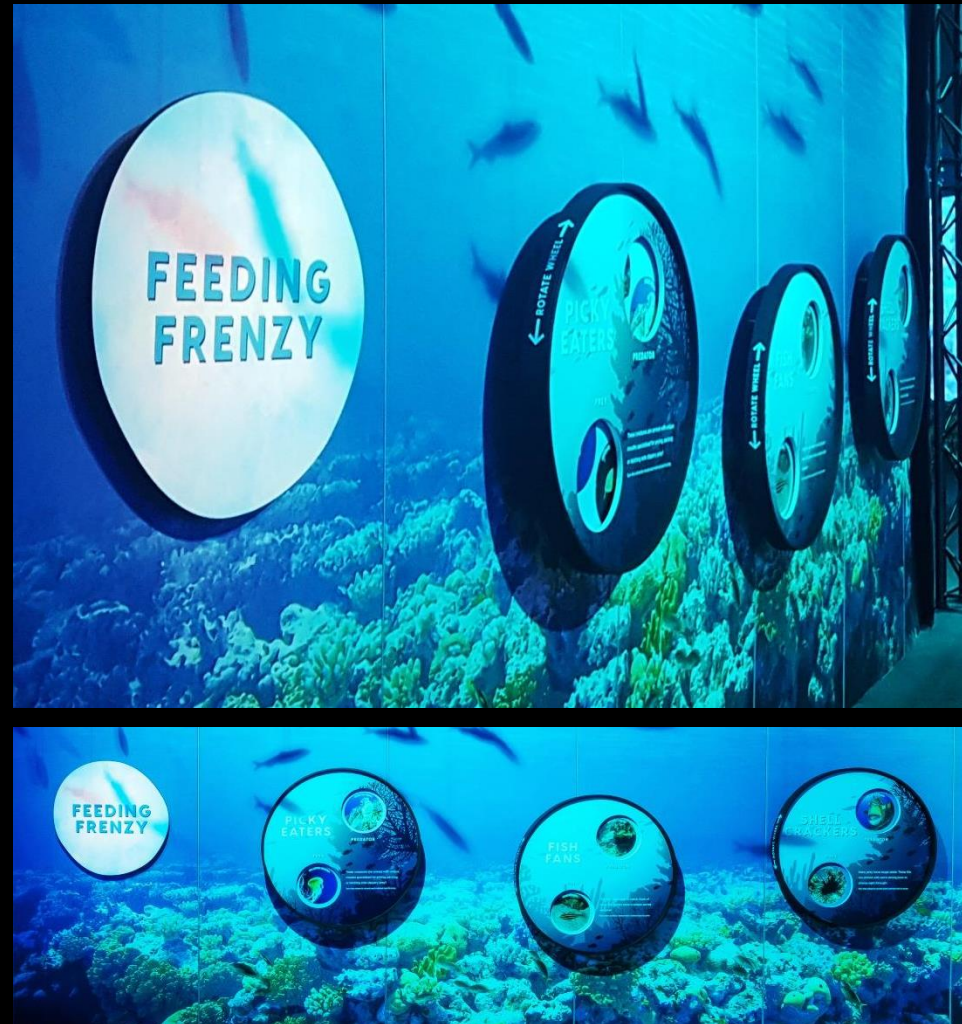
### Animals

- *Pygmy Seahorse*
- *Stone Fish*
- *Ghost pipefish*
- *Decorator crab*



## TS 09 - Feeding Frenzy

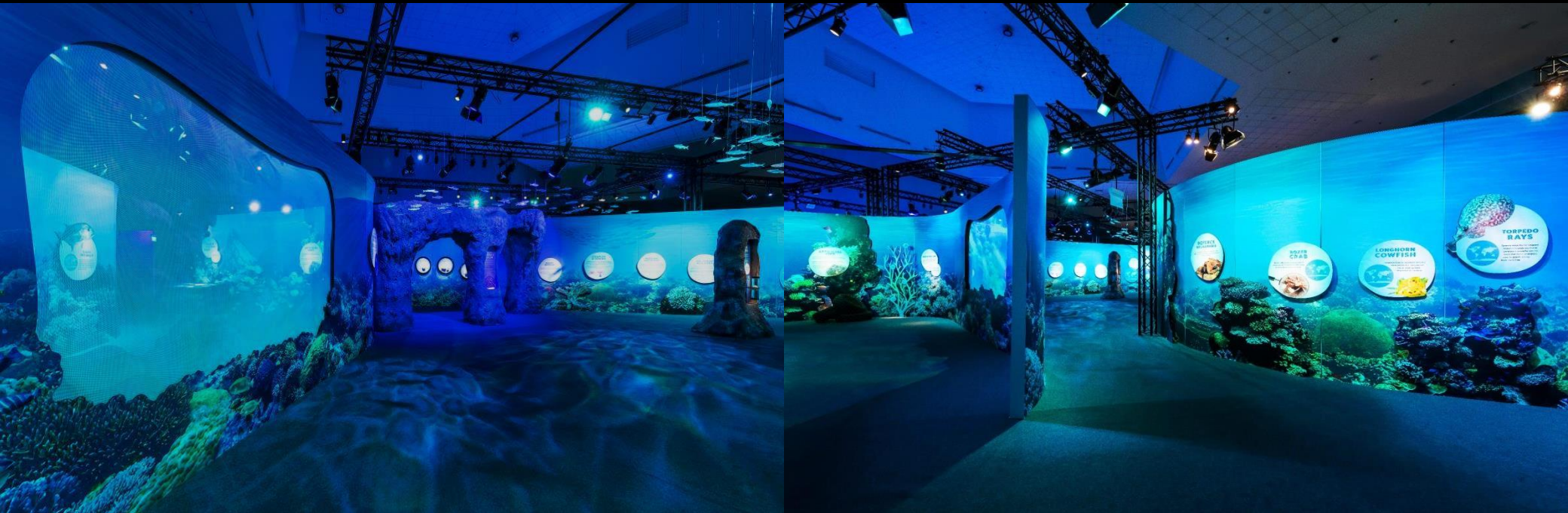
Rotate the wheel to find out more about individual adaptations that these sea creatures have, helping them to feed on different types of food in the reef.





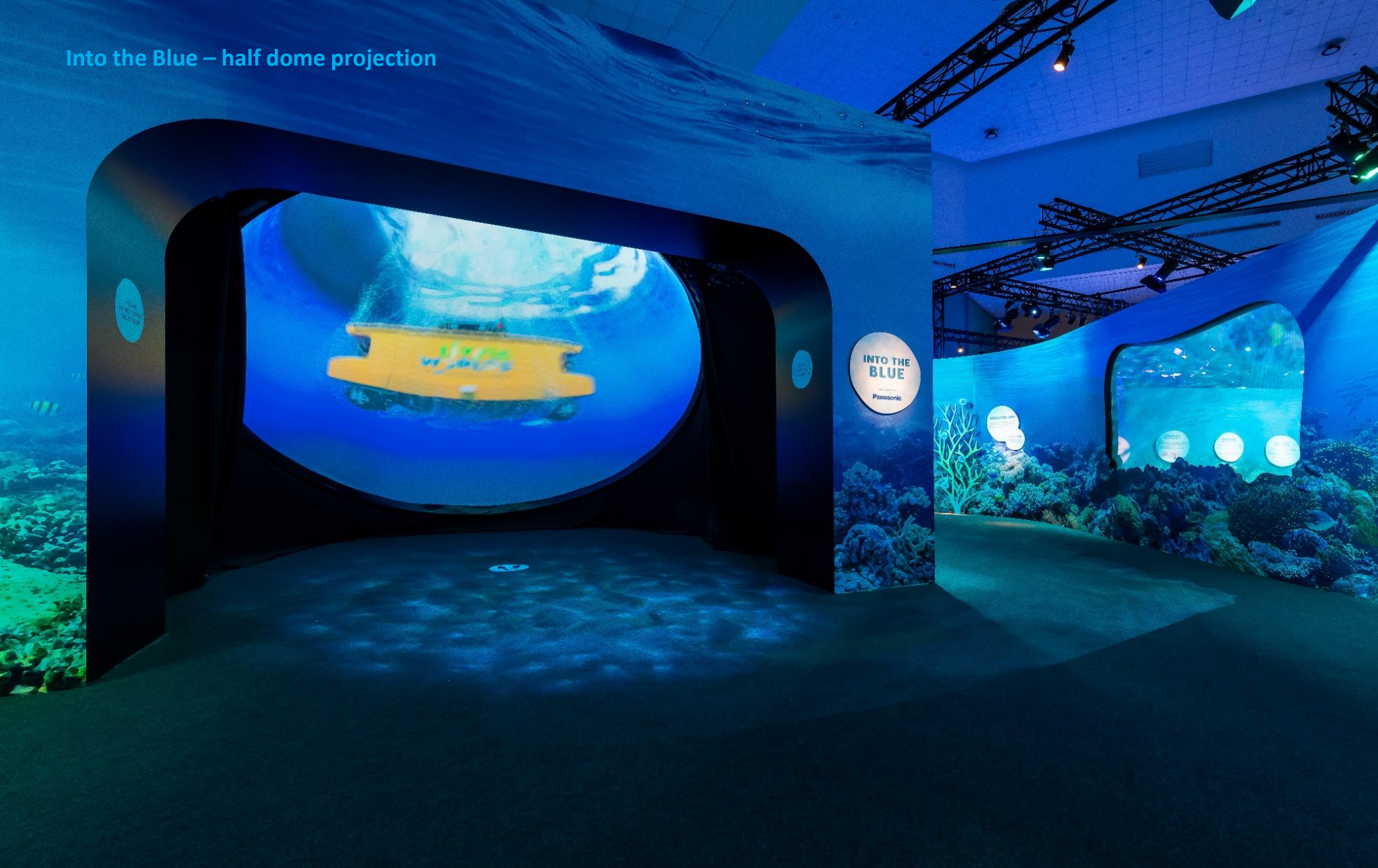
## Tropical Reef – Environmental Design

Immersive environments with Animal Planet projected content, gobo lights and soundscapes.





## Into the Blue – half dome projection





## Into the Blue

Hop aboard the Animal Planet submarine to explore the reef! This customised animated dome projection takes visitors on a journey to see all manner of sea creatures underwater.

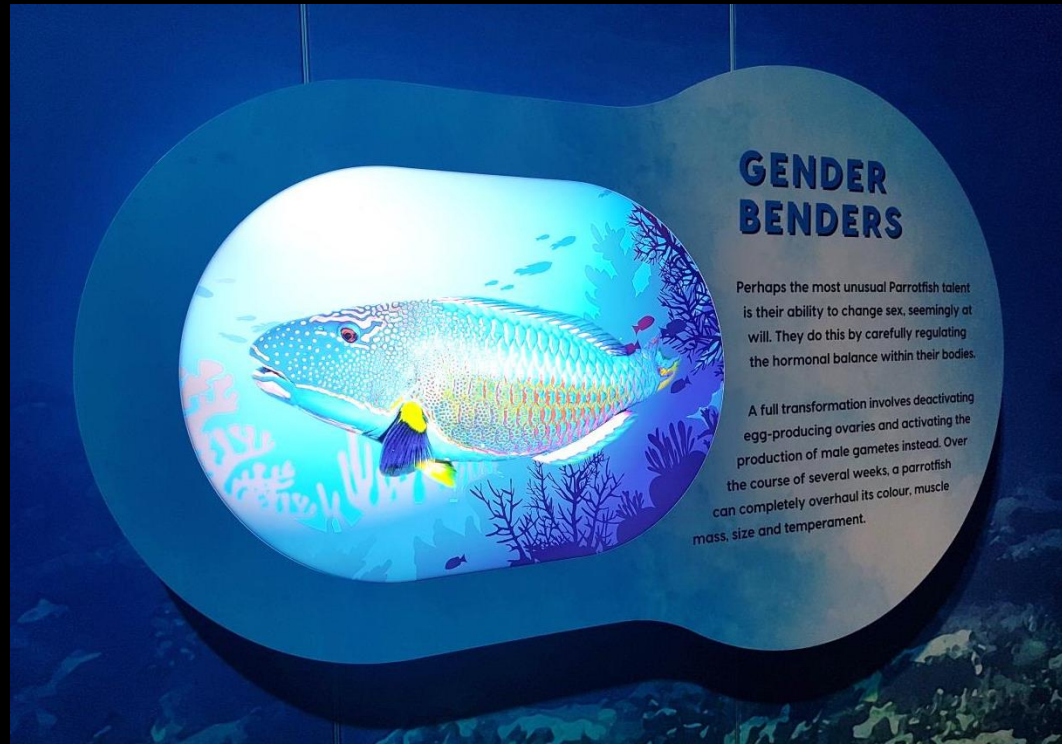




## TS 10 – Gender Benders

Perhaps the most unusual of all Parrotfish abilities is their ability to change sex, seemingly at will. They achieve this amazing change by carefully regulating the hormonal balance within their bodies.

A full transformation involves deactivating their egg-producing ovaries and activating the production of male gametes instead, as well as a complete overhaul of colour, muscle mass, size and temperament, over the course of several weeks.

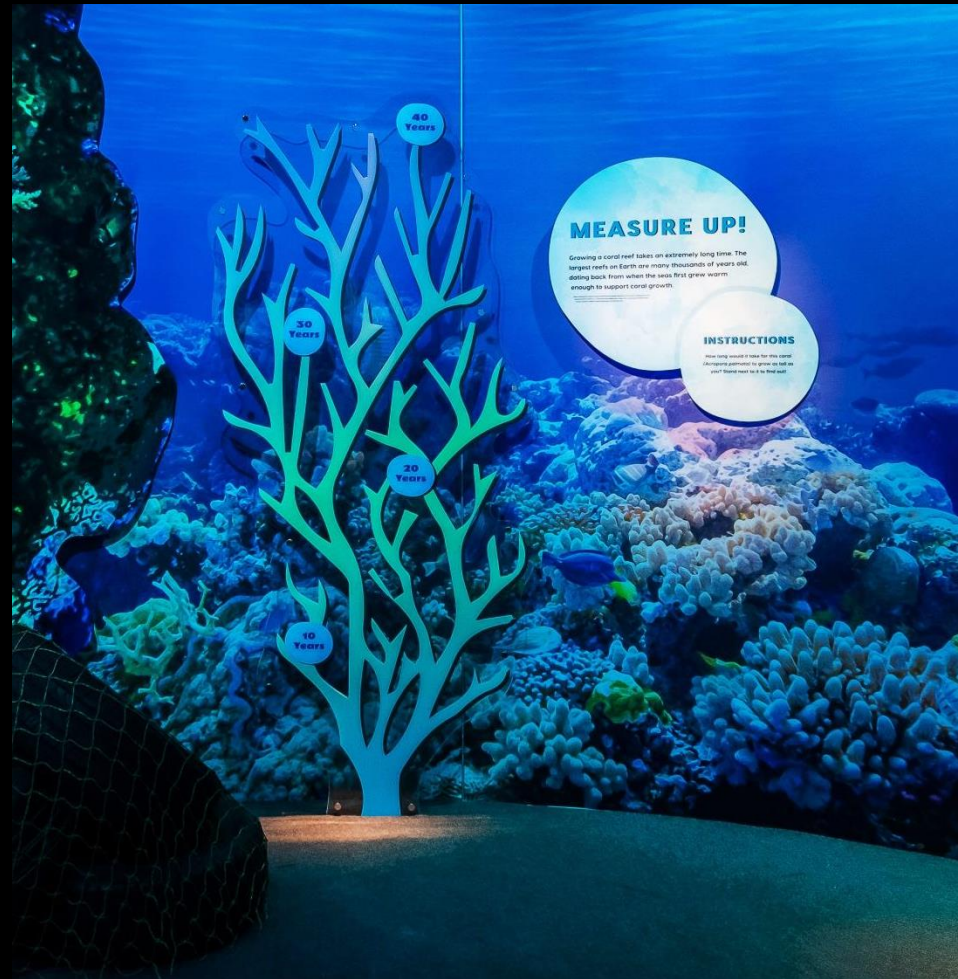




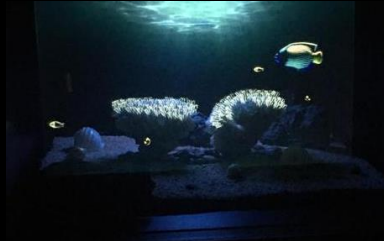
## TS 11 – Measure Up!

Growing a coral reef takes an extremely long time. The largest reefs on Earth are many thousands of years old, dating back from when the seas first grew warm enough to support coral growth.

Find the year of your birth, to discover how tall you would be if you were born a coral polyp!



## Pepper's Ghost / Selfie Wall



### Pepper's Ghost – White Out

Coral bleaching is a stark reminder of how coral reefs are affected by the changing climate around them.

Learn more about how coral bleaching happens in this Pepper's ghost interactive

### Selfie Wall

Add yourself to the vibrant underwater colonies in our selfie wall!





# Sea Ice EXPERIENCE

# Sea Ice



## SIKKU'S IVORY EXPANSE

Black bears in the frigid Living World of polar sea ice. These icy arctic mountains are formed from huge sheets of frozen water that float on the surface of the ocean in the coldest extremes of the Earth.

Unlike other Living Worlds, sea ice does not melt at year's end, but grows back again during the winter months, melting and refreezing during summer. This ice is translucent, and breaks easily under the heavy weight, though only the sea's vast depths for natural resources against one another. But also against the icy environment and human impact.

Sikku and other Polar Bears have learned to use their challenging environment to their advantage, hunting prey in ever-changing conditions. Elsewhere, Polar Bears have become the largest land predators on Earth, in this immaculate Living World.



## ENDS OF THE EARTH

Black bears in the frigid Living World of polar sea ice. These icy arctic mountains are formed from huge sheets of frozen water that float on the surface of the ocean in the coldest extremes of the Earth.



## SNOW-PLACE LIKE HOME

Black bears in the frigid Living World of polar sea ice. These icy arctic mountains are formed from huge sheets of frozen water that float on the surface of the ocean in the coldest extremes of the Earth.

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Black bears in the frigid Living World of polar sea ice. These icy arctic mountains are formed from huge sheets of frozen water that float on the surface of the ocean in the coldest extremes of the Earth.



## TS 12 – Beneath the Skin

There is more to survival than meets the eye. These secret insulation methods help animals resist the lethal cold.

Swipe the panels to discover what goes on beneath the surface of the different animals.

Animals:

- Emperor Penguin
- Polar Bear
- Walrus

Front side: Life-size graphic of the animals





## Sea Ice – Environmental Design

Immersive environments with Animal Planet projected content, gobo lights and soundscapes.



### SNOW-PLACE LIKE HOME

Polar bears often spend up to 100 days a year on sea ice.

Once they have given birth, the new cubs stay with their mothers for up to 10 months. It is during this time that the cubs learn to hunt and survive in the icy wilderness.



### ICE CALVING





## Sea Ice – Environmental Design

Immersive environments with Animal Planet projected content, gobo lights and soundscapes.





## TS 13 – Feel the Frost

The temperature of sea water must fall below zero to form ice. Even though it is formed from salty seas, ice contains no salt, and is extremely buoyant.

Cold, slippery and sometimes unstable, the surface of sheet ice is biting cold and tough to walk on.

Touch the ice to feel what sea ice dwellers experience.





## PS 02 – Ice Crevasse

Descend from the Ice Cave through a Crevasse. Manoeuvre through the narrow walls and duck under the ridges to reach the ground



## TS 14 – Footprints in the Snow

The feet of sea ice dwellers are among their most important assets. On surfaces that may fracture underfoot at the slightest misstep, paws and claws must make their owners light and nimble, yet remain thick-skinned enough to insulate them from the frozen ground.

Touch the animal paws to feel how different feet have adapted to life on ice.

### Animals

- Polar Bear
- Adelie Penguin
- Reindeer

**Polar Bears** have flat, leathery paws to better spread their weight on thin ice, help them walk silently, and paddle through water. Their curved claws reach 5cm in length, ideal for hooking onto ice floe edges to fish themselves out of water.

During cold months **Reindeer** (*Rangifer tarandus*) foot pads shrink, harden, and grow a layer of hair. These give them more grip as they migrate across sea ice.

**Adelie Penguin** (*Pygoscelis adeliae*) feet have pronounced claws to help grip onto slippery surfaces.



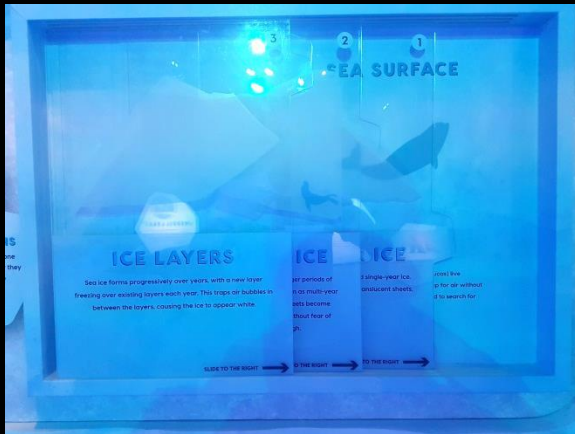


## TS 15 – Sliding Sheets

Ice in these Living Worlds can vary greatly in thickness, as they melt and freeze with changes in climate.

The thickness of ice is vitally important to animals who use it, as they cannot walk over ice that is too thin. On the flip side, ice that is too thick can prevent marine mammals from breaking through to breathe.

Slide sheets of ice over one another to find out how they affect the animals who use them.



## DI 02 – Clearing the Air

Like many other environments, Sea Ice is affected by climate change and greenhouse gases, the vast sheets of ice becoming smaller and remaining for shorter periods. Animals like polar bears, who rely on these icy plains to hunt for food, feel the effect, as their hunting period grows smaller each year.

In this floor based interactive game, help the polar bear cross the ice and reach its food! Step on the carbon dioxide bubbles to spawn the ice for the polar bear to walk from one end of the ice to the other.







# Reel X Reel

## Reel X Reel

After exploring the Natural World, discover how Animal Planet captures these amazing environments through their cameras, and brings them to you in the comfort of your home!



### VIDEOGRAPHY UNVEILED

Discover the secrets of the world's most elusive animals through the eyes of Animal Planet's videographers. Learn how they capture stunning footage in the most challenging environments, from the depths of the ocean to the peaks of the world's highest mountains.

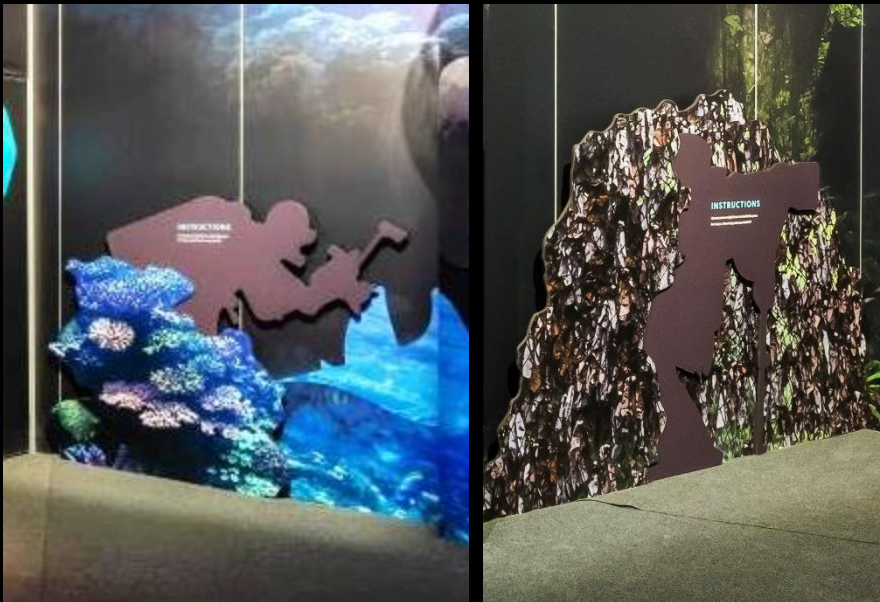




## TS 16 – Hold the Pose

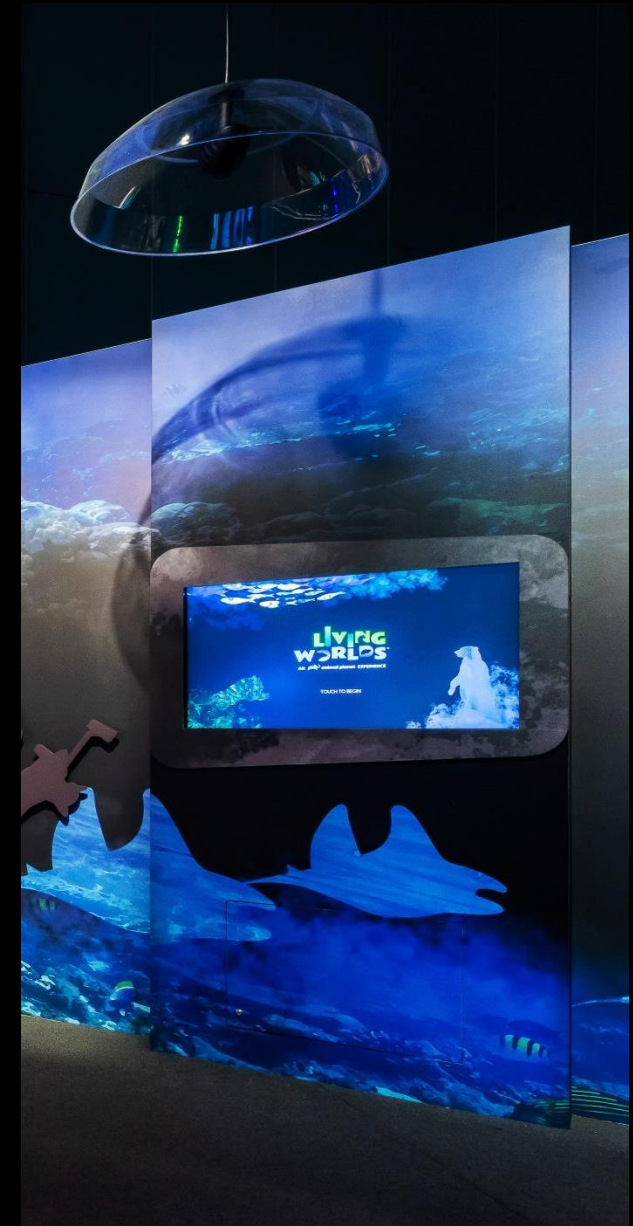
Wildlife videography sometimes requires the crew to wait for animals to appear, sometimes staying in the same spot for hours.

Mimic these poses dotted around the zone to, similar to the ones cameramen do on wildlife sets. Once you disturb your subject, be prepared to start all over!



## Behind the Scenes - Interviews

Have you ever wondered how Animal Planet creates their amazing wildlife shows? Listen to the interviews from the cast and crew – from producers to cameramen – and discover how they work together to create these magical programmes.





## DI 03 – Living Worlds Live! Photo-Op

Get a chance to experience the fun of being a wildlife host! Grab some props and interact with your favourite animals in this augmented reality green screen. Take a photo and a gif with them to commemorate your visit!

Visitors may select from different environments, as well as choose the animal they wish to pose with.





# Between Two Worlds

Living Worlds: An Animal Planet Experience



kingsmen



## Between Two Worlds



## DI 04 – Colour A Friend

Have you ever wanted to make an elephant pink, or a rainbow polar bear? Get creative, choose your favourite animal and customise your new friend to your heart's content. Email the creation to yourself!





## The Living Worlds Tree

Every little action can make an impact to help the Natural World. Write down how you would like to help the natural world, and fold your pledge into a firefly to add to the Living Worlds Tree!





## Retail

Purchase exclusive merchandise ranging from T-shirts and caps to socks and pins.





# Living WORLDS

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