

转型

TRANSFORMATION

塑造冒险者、探险家与追寻者体验世界的方式

*Shaping How **Adventurers, Explorers, and Seekers** Experience the World*



雅斯岛海洋世界 | 阿布扎比
SeaWorld Yas Island | Abu Dhabi

转型

塑造冒险者、探险家与追寻者体验世界的方式

每个旅游景点都有其独特的故事，而每位游客都在寻找与自身深刻共鸣的体验——或许是追求刺激，或是寻求舒适，又或是渴望与周围世界建立更深层次的联系。在 PGAV，我们通过多年的观察、研究与探索，揭示了那些能够吸引游客并驱使他们前往各类景点的关键因素。

游客渴望什么？冒险？宁静？历史？

这些都有，还有超越这些的更多可能性。尽管每个人的渴望各不相同，他们的共同目标却是一致的：那就是难以忘怀的体验。我们不仅熟悉如何满足这些多样化的需求，更懂得如何带领他们踏上全新的感官与情感之旅。

TRANSFORMATION

*Shaping How **Adventurers, Explorers, and Seekers** Experience the World*

Every destination tells a story. And every visitor seeks something meaningful to them—whether it's thrills, comfort, or a deeper connection to the world around them. At PGAV, we've spent years observing, researching, and exploring to discover what captivates visitors and drives them to attractions.

What do they crave? Adventure? Serenity? History?

It's all of those and so much more. Visitors are fueled by different desires, but they all seek one thing: an unforgettable experience. We've learned to meet people where they are and then transport them somewhere new.

异世探险者 (ESCAPE VOYAGERS) 追求彻底的沉浸感，渴望穿越一扇通往新世界的大门，迷失在另一个世界中。Escape Voyagers want to step through a portal and lose themselves in another world.

动物爱好者 (ANIMAL LOVERS) 希望了解野生动物并与之建立联系，优先关注真实的互动体验以及动物健康。Animal Lovers seek understanding and connections with wildlife, prioritizing authentic encounters and animal wellbeing.

刺激追求者 (THRILL SEEKERS) 渴望肾上腺素飙升的刺激感，追求兴奋、新奇和心跳加速的瞬间——几乎接近危险。Thrill seekers crave the adrenaline rush: excitement, novelty, and pulse-racing moment— *almost* dangerous.

追求宁静者 (ZEN CHASERS) 寻找宁静，远离日常生活的喧嚣，追求奢华、平和和身心焕然一新的体验。Zen Chasers pursue tranquility, breaking away from everyday life to find luxury, peace, and renewal.

文化探索者 (CULTURE EXPLORERS) 痴迷于历史，渴望走进过去，憧憬自己置身于另一个时代。Culture Explorers are fascinated by history, eager to step into the past and envision themselves in another era.

品牌拥护者 (BRAND ADVOCATES) 崇尚品牌的个性、价值观和承诺，享受走进品牌世界、与之互动并在其中找到自我认同的机会。Brand Advocates embrace the personality, values, and promise of a brand and enjoy the chance to step inside, interact, and see themselves in the brand.

自然追寻者 (NATURE SEEKERS) 在大自然中找到宁静，那里的原始之美与简单纯粹为他们带来安慰与慰藉。Naure Seekers find peace in the wild, where untamed beauty and simplicity bring comfort and solace.

在PGAV，我们设计的旅游景点能与各类探险者产生共鸣。我们注重共情与赋能，打造能够带人们进入全新世界的场所，每一处都致力于满足他们独特的渴望与好奇心。

无论旅程将他们带向何方，我们都致力于让每个目的地成为令人难忘的体验。

At PGAV, we design destinations that resonate with every kind of explorer. We build empathy and empowerment and create places transporting people to new worlds; each made to fulfill their unique desires and curiosity.

Wherever their journey takes them, we help make the destination unforgettable.





异世探险者

(*the* **ESCAPE VOYAGER**)

撒上仙尘、挥动魔杖，或穿越神秘的入口，异世探险者渴望一种模糊现实边界的体验，踏入一个全新而迷人的世界。他们追求的是将他们从日常生活中解脱出来的旅程，进入一个充满魔法、冒险与无限可能的奇幻之地。

无论是穿越传送门进入神秘的王国，探索古老丛林的深处，还是踏上星际边缘的旅程，异世探险者都渴望将现实世界抛在脑后。每一个细节都很重要——眼前的景象、耳边的声音、触摸的质感，甚至周围的空气都应当让他们感觉真实、鲜活。他们希望被故事所包围，成为故事的积极参与者。

对于异世探险者而言，景点是一个充满想象的新世界，能让他们暂时抛开一切烦恼。在这里，每个角落都蕴藏着惊奇与发现的乐趣，新的奥秘和无限的可能性等待揭晓。互动元素、奇遇与探索机会是他们追求的关键——他们渴望在自己的奇幻故事中，体验冒险者或英雄的角色。

哪怕只是片刻，让我们一起生活在一个充满无限可能的世界吧！

With a sprinkle of fairy dust, a wave of the wand, or a walk through a portal, an Escape Voyager craves an experience where reality blurs, and they step into a new, enchanting world. They seek to be whisked away from the everyday and transported to a place where magic, adventure, and the impossible come to life.

Whether stepping through a portal to a mythical kingdom, exploring the depths of an ancient jungle, or journeying to the edge of the galaxy, the Escape Voyager seeks to leave the real world behind. Every detail matters—the sights, sounds, textures, and even the air should feel authentic and alive. They want to be enveloped by the story, actively participating in the unfolding narrative.

For the escape voyager, the attraction is a sanctuary of imagination where worries dissolve. They seek wonder, awe, and discovery, where each corner reveals new mysteries. Interactive elements, surprise encounters, and opportunities to explore are key—they want to have an adventurer; they want to be the hero.

Let's live, even for just a moment, in a place where anything is possible.



让我们一起倒数进入这段旅程！

十, 九, 八..... 阿布扎比雅斯岛海洋世界，一个充满探索、启蒙与环境保护精神的王国。

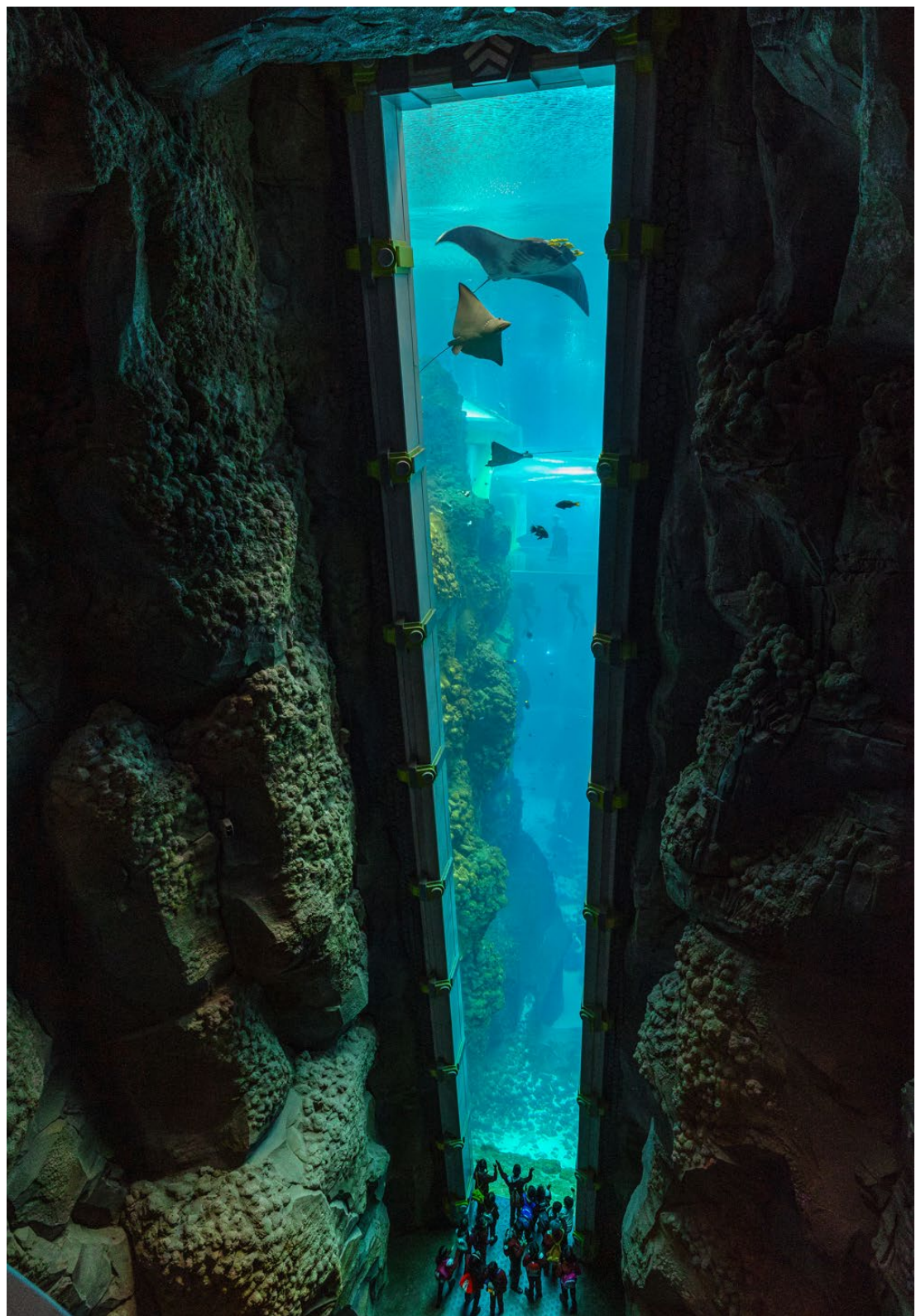
这个占地197万平方英尺的广阔室内公园，将带您进入一个融合想象与艺术的奇妙世界。走进“同一个海洋”展区，您将沉浸于360度LED大屏幕带来的震撼视觉体验，浩瀚的海洋令人陶醉。进入极地世界时，冰雪的寒冷又让人不禁发抖；而在火烈鸟泻湖的日落时分，粉色与紫色交织的天空美不胜收。透过巨大的圆形窗户，您可以一睹迷人的水下世界，仿佛与魔鬼鱼一同自在游弋。

TEN. NINE. EIGHT... realms of exploration, enlightenment, and environmental stewardship at SeaWorld Yas Island, Abu Dhabi.

This sprawling indoor park, spanning 1.97 million square feet, beckons you into a world of imagination and artistry. Walk into One Ocean, featuring a stunning 360-degree LED screen, and you're enveloped in the vastness of the sea. You'll shiver as you enter the Arctic realms and gaze dreamily at the pink and purple as the sun sets over the Flamingo lagoon. Gaze through the looking glass of a massive circular window, offering a mesmerizing glimpse into this underwater realm, and just for a minute, you'll think you're swimming alongside a stingray.



雅斯岛海洋世界 | 阿布扎比
SeaWorld Yas Island | Abu Dhabi





我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 环境平面设计 Environmental Graphic Design
- 解说内容创作 Interpretive Writing
- 景观设计 Landscape Design
- 多媒体指导 Media Direction
- 品牌开发 Brand Development
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction
- 施工管理 Construction Administration
- 艺术指导 Art Direction





七,六,五 ... 从沙滩椅到潜水, 畅游于精美的珊瑚礁之间

欢迎来到探索湾, 这是我们精心设计的第七个主题公园——从水下的深处到树木缠绕的树冠, 每一处细节都为您精心呈现。在探索湾, 您将被带入一个隐秘且专属的天堂。跃入水中, 与活泼的海豚一起畅游, 穿越瀑布进入一个自由飞翔的鸟类栖息地, 五光十色的鸟儿在空中翱翔。每一寸空间都经过巧妙设计, 让您仿佛置身于远离尘嚣的世外桃源, 完全忘记自己正身处于一个主题公园中。

SEVEN. SIX. FIVE steps from a beach chair to snorkeling in an exquisite coral reef.

Welcome to Discovery Cove, our seventh theme park designed from the ground up—and in this case, from the depths of the water below to the trees that create a canopy overhead. Discovery Cove sweeps you away to a secluded, exclusive paradise. Dive into the water to join a playful dolphin and swim under a waterfall into the natural habitat of a free-flight aviary where the colorful birds soar above. With every inch designed to whisk you away, you'll forget you're in a theme park.

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- 环境平面设计 Environmental Graphic Design
- 景观设计 Landscape Design
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction

奖项 (AWARDS)

- 最佳海洋公园, 国际主题娱乐协会Thea主题娱乐杰出成就奖 (2001 年) Best Marine Park, Thea Awards (2001)
- 全球最佳游乐园或水上乐园, 猫途鹰 (TripAdvisor) (2014年) #1 Amusement Park or Water Park in the World, TripAdvisor (2014)
- 杰出成就海洋公园, 主题娱乐协会 Outstanding Achievement Marine Park, Themed Entertainment Association
- 第3和第4佳海洋生物公园, 今日娱乐 #3 and #4 Best Marine Life Park, Amusement Today
- 最佳水上乐园, Zagat 美国家庭旅行指南 (2010年) Top Waterpark, Zagat US Family Travel Guide (2010)





亚特兰蒂斯号航天飞机 | 肯尼迪航天中心游客参观中心 | 梅里特岛, 佛罗里达州
Space Shuttle Atlantis | Kennedy Space Center Visitor Complex | Merritt Island, Florida



四,三,二,一! 发射升空!

肯尼迪航天中心的“亚特兰蒂斯号”太空飞船带您飞向地球之上。
站在这艘历史悠久的飞船旁,您将近距离感受它的壮丽,开启一段往返太空的奇妙旅程。

FOUR. THREE. TWO. ONE.
WE HAVE LIFTOFF.

Space Shuttle Atlantis at Kennedy Space Center takes you high above Earth. Stand mesmerized within inches of the historic Atlantis spacecraft and embark on a trip to space and back again.





亚特兰蒂斯号航天飞机 | 肯尼迪航天中心游客参观中心 | 梅里特岛, 佛罗里达州
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- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction

奖项 (AWARDS)

- 美国博物馆联盟多媒体装置最高MUSE奖
Top MUSE Award in Multimedia Installations, American Alliance of Museums
- 视觉效果协会奖：特殊场地项目杰出视觉效果
Outstanding Visual Effects in a Special Venue Project, Visual Effects Society Awards
- 标识/导向/环境图形优异奖，HOW（2013年）
Merit Award for Signage/Wayfinding/Environmental Graphics, HOW (2013)
- 创意国际印刷及包装设计奖杰出创意设计银奖（2014年）
Silver Award for Outstanding Creative Design, Creativity International Print and Packaging Design Awards (2014)



动物爱好者

(*the* **ANIMAL LOVER**)

动物爱好者可以花上几个小时与狗狗一起徒步旅行，或与发出轻柔呼噜声的猫咪蜷缩在一起。然而，许多动物爱好者渴望更深层的体验。他们希望能理解并与野生动物建立真实的联系，优先考虑那些尊重并促进动物福利的互动。这不仅仅是关于观赏动物；更是通过它们的眼睛感知世界，体验它们的生活，培养同理心，激发我们付诸动物保护行动的动力。

如今，动物园和水族馆的责任远远超于展示野生动物。作为设计师，我们需要运用创造力与巧思，带领游客融入其他生物的思想与情感。当这种深刻的联系得以建立时，它将激发一种强烈的情感纽带，推动人们为保护自然世界而行动。

过去的几代人只要知道动物园和水族馆能保证动物的安全就心满意足了。但对Z世代和阿尔法世代的青少年而言，安全不是唯一重点——他们更希望看到动物们能健康快乐地生活。

Animal Lovers can spend hours hiking alongside a dog or curled up with a purring cat. But many Animal Lovers crave something even more profound. They long to understand and connect with wildlife, prioritizing authentic encounters that respect and elevate the wellbeing of the animals. It's not just about seeing animals; it's about feeling their world, experiencing life through their eyes, and fostering a sense of empathy that drives us to action.

Zoos and aquariums today must do more than showcase wildlife. As designers, we must cast a spell that lets us inhabit the mind and feel the sensations of other creatures. When these connections are created, we unleash a powerful emotional bond that inspires action and advocacy for the natural world.

Previous generations were content with knowing zoos and aquariums kept animals safe. But for Generations Z and Alpha, it's not just safety that matters—they want to know the animals are thriving.



非洲之心

哥伦布动物园和水族馆
俄亥俄州哥伦布市

走进哥伦布动物园令人叹为观止的非洲之心草原，您将有机会近距离接触那些令人惊叹的野生动物。动物爱好者可以沉浸于与雄伟物种亲密互动的奇妙体验中，并深入了解重要的保护工作。在这片专为各种动物群体的健康与丰富生活精心设计的广阔草原栖息地中漫步，您将有机会亲眼目睹动物们的自然行为。

HEART OF AFRICA

Columbus Zoo & Aquarium
Columbus, Ohio

Step into the breathtaking savannas of the Heart of Africa at Columbus Zoo, where you'll have the chance to connect with incredible wildlife up close. Animal lovers can immerse themselves in the magic of one-on-one encounters with majestic species while learning about vital conservation efforts. Wander through expansive savanna habitats designed for the wellbeing and enrichment of diverse herds, offering you the chance to see natural behaviors in action.





非洲之心 | 哥伦布动物园和水族馆 | 俄亥俄州哥伦布市
Heart of Africa | Columbus Zoo & Aquarium | Columbus, Ohio



我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
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- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 施工管理 Construction Administration
- 艺术指导 Art Direction

奖项 (AWARDS)

- 设计最高荣誉奖，动物园和水族馆协会（2015年）
Top Honor in Design, Association of Zoos and Aquariums (2015)
- 中西部最佳文化项目，《工程新闻记录》（2015年）
Midwest Best Cultural Project, Engineering News Record (2015)
- 哥伦布体验 EXPY 奖（2014 年）
Experience Columbus EXPY Award (2014)

“在我看来，为动物设计丰富多彩的栖息地，不仅是为了动物的福利，也意味着为游客提供更好的体验。游客来到动物园，是为了观察到真实的动物。如果允许并鼓励动物展现各种自然行为，那么无论对动物还是游客来说，都会是一种更具吸引力、更丰富的体验。我们照顾着这些令人难以置信、聪明、有知觉、有情感的动物，我们有责任为它们提供最好的生活体验和关爱。”

-乔纳森-施特舒尔特，
PGAV 景观与建筑设计师

“In my mind, designing habitats that are enriching for animals also translates into an even better guest experience. Visitors come to the zoo to see real animals. When animals are allowed and encouraged to exhibit a natural range of behaviors, it becomes a much more engaging and enriching experience for both animals and guests.

We have these incredible and intelligent sentient, emotional creatures in our care. We should feel obligated to give them the best range of experiences and care we can.”

-Jonathan Stechschulte,
PGAV Landscape and Architectural Designer



刚果瀑布

圣安东尼奥动物园
德克萨斯州圣安东尼奥

想象一下，当一只强壮的大猩猩在草地上跳跃或与您对视时，您正站在不远处，这一刻将成为您终生难忘的回忆。刚果瀑布是圣安东尼奥动物园未来的大猩猩之家，这个占地两英亩的壮丽栖息地将让您有机会近距离观察这些令人惊叹的动物，看到它们自由漫游、嬉戏与探索。”刚果瀑布”将是一个由八只大猩猩组成的大家庭，动物爱好者可以在这里目睹它们从觅食到攀爬的自然行为。一座 60 英尺高的塔楼为大猩猩提供了攀爬到树顶的空间，就如同它们在原始森林中一样。这个独特的栖息地邀请您走进大猩猩的世界，深入了解这些雄伟动物的生活与习性。

CONGO FALLS

*San Antonio Zoo
San Antonio, Texas*

Imagine standing just feet away as a powerful gorilla jumps through grassy terrain or locks eyes with you, creating a moment you'll never forget. At Congo Falls, the San Antonio Zoo's future home for gorillas, you'll have the chance to witness these incredible creatures up close in a stunning, two-acre habitat designed to let them roam, play, and explore. Congo Falls will be home to a family of eight gorillas, allowing animal lovers to observe their natural behaviors, from foraging to climbing. A show-stopping 60-foot tower gives the gorillas the freedom to scale to the treetops, just like they do in their native forests. This extraordinary habitat invites you into the gorillas' world, fostering a deep appreciation for these majestic animals.

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灵长类动物树冠步道

圣路易斯动物园
密苏里州圣路易斯

踏入灵长类动物树冠步道，历史悠久的灵长类动物馆与户外栖息地在此巧妙融合。在高耸的梧桐树之间，你将看到灵长类动物在一系列相互连接的栖息地中自在探索，这些“空中小径”将八个独立区域串联一体。通过精细管理的门控系统与通道设计，最多可组合出多达70种不同的空间布局。沿着公众步道前行，林间小径与高架栈道交织其间，让你与树冠并肩，沉浸在森林的景色与声响之中。灵长类动物树冠步道还设有游客可攀爬设施和互动解说装置，让你近距离、沉浸式地体验灵长类动物的森林家园。

PRIMATE CANOPY TRAILS

Saint Louis Zoo
St. Louis, Missouri

Step into Primate Canopy Trails, where the charm of the historic Primate House is integrated with an outdoor primate habitat. Among the towering sycamore trees, you'll watch the primates explore a series of interconnected habitats linked by 'sky trails' that link eight distinct habitats, while careful management of doors and gates creates up to 70 different combinations of spaces. Follow the public trail, with its mix of paths and elevated boardwalks, and find yourself at eye level with the canopy, surrounded by the sights and sounds of the forest. Primate Canopy Trails also includes human climbing and interpretive structures, allowing you to experience the primates' forest homes up close and personal.

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- 施工管理 Construction Administration
- 艺术指导 Art Direction

奖项 (AWARDS)

- AISC 2023 IDEAS² 优异奖
AISC 2023 IDEAS² Merit Award
- 最佳项目奖，最佳文化/宗教项目奖，ENR大奖（2020年）
Best Projects, Best Project Cultural/Worship Award, ENR Awards 2020





圣路易斯水族馆

密苏里州圣路易斯

这座优雅设计的蒸汽朋克主题水族馆，将人类的旅行故事与密苏里河和密西西比河自圣路易斯奔流入海的自然脉络相连接。PGAV设计师以圣路易斯著名的19世纪火车棚独特的形状与历史为灵感，在这块富有趣味和变化的“画布”上展开创作。

游客旅程从一个以钟表为主题的水族馆开始，那里展示着各种本地的鱼类，随后踏上由圣路易斯本地人约翰·古德曼担任解说的沉浸式“列车之旅”。多层高、多物种共存的栖息环境，包括设有J形观景窗的深海鲨鱼缸，为动物们提供了宽敞的生活空间；而整整一层的触摸池和河流戏水区，则吸引着社区居民一次又一次地前来体验与探索。

SAINT LOUIS AQUARIUM

St. Louis, Missouri

An elegantly designed steampunk-themed aquarium that connects human travel stories to the natural flow of the Missouri and Mississippi Rivers from St. Louis to the ocean's greatest depths.

The unique shape and history of St. Louis' famous 19th century train shed was a fun and twisty canvas for PGAV designers. The guest journey begins with a clock-themed aquarium featuring local fish and continues with a media-based “train ride” narrated by St. Louis native John Goodman. Multi-story, multi-species habitats, including a J-window deep water shark tank, provide the animals with generous space while a full floor of touch pools and river splash tables keeps community members returning time and again.





我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 景观设计 Landscape Design
- 品牌开发 Brand Development
- 施工管理 Construction Administration
- 艺术指导 Art Direction

奖项 (AWARDS)

- 卓越成就奖:入口体验, 2021 年 国际主题娱乐协会Thea主题娱乐杰出成就奖
Outstanding Achievement: Entrance Experience, THEA Awards 2021
- 美国建筑师协会圣路易斯分会2020年室内设计奖
AIA St. Louis Interiors Design Award 2020
- 最佳改建/翻新项目奖, 《工程新闻记录》 (2020年)
Renovation/Restoration Best Project Award, Engineering News Record, 2020





长隆海洋王国

中国珠海横琴

长隆海洋王国为喜爱海洋动物的游客提供了难忘的体验。这座世界级海洋主题公园让您近距离接触多种奇妙非凡的海洋生物，精心设计的故事情节将动物、游乐设施和表演融为一体。在这里，每一刻都让您以全新视角探索海洋世界，深入了解并欣赏这些迷人的生命。长隆秉承创新理念，将动物福利置于首位，利用尖端技术拉近人与动物的距离，为游客打造了独一无二令人难忘的互动体验。对于动物爱好者而言，这是一段走进海洋深处的奇妙旅程，探险与保护在这里达成了完美平衡。

CHIMELONG OCEAN KINGDOM

Hengquin, Zhuhai, China

For those who cherish the beauty of marine animals, Chimelong Ocean Kingdom offers an unforgettable experience. This world-class marine theme park brings you face-to-face with extraordinary ocean creatures. The storytelling blurs the boundaries between animals, rides, and shows. Each moment in the park lets you connect with the marine world in new and exciting ways, offering a deeper understanding and appreciation for these fascinating creatures. Chimelong's innovative approach also prioritizes animal welfare, with cutting-edge efforts to break down barriers between you and the animals, creating personal and unforgettable encounters. For animal lovers, it's a journey into the heart of the ocean, where adventure meets conservation.





我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 施工管理 Construction Administration
- 艺术指导 Art Direction

奖项 (AWARDS)

- 国际主题娱乐协会Thea主题娱乐杰出成就奖（2014年）
Award for Outstanding Achievement, Thea Awards (2014)
- 《吉尼斯世界纪录》(2014年): 全球最大水族馆、全球最大水族馆水池、全球最大水下观景穹顶、全球最大水族馆窗户以及全球最大亚克力板
Guinness Book of World Records (2014): World's Largest Aquarium, World's Largest Aquarium Tank, World's Largest Underwater Viewing Dome, World's Largest Aquarium Window, and World's Largest Acrylic Panel
- 亚洲首个翼型过山车：飞越热带雨林
First Winged Roller Coaster in Asia: Flying Over the Rainforest



长隆海洋王国 | 中国珠海横琴
Chimelong Ocean Kingdom | Hengquin, Zhuhai, China







Credit: Georgia Aquarium

乔治亚水族馆

佐治亚州亚特兰大

走进佐治亚水族馆的海底世界，踏上一次身临其境的奇妙之旅。透过宽大的观景窗，穿越亚克力隧道，与海洋中最壮丽的生物亲密接触。从优雅的海龟到威严的鲨鱼，每一次相遇都令人难以忘怀。这些栖息地不仅展示了它们迷人的魅力，还让您更加深入地了解它们在海洋生态系统中的关键角色。近距离感受它们的美丽与力量，将激发您保护海洋生物的热情，加入全球海洋保护的行列。

GEORGIA AQUARIUM

Atlanta, Georgia

Step into a world beneath the waves at Georgia Aquarium, where expansive underwater viewing windows, mesmerizing acrylic tunnels, and interactive pop-up windows bring you face-to-face with the ocean's most majestic creatures. From graceful sea turtles to awe-inspiring sharks, every turn offers an unforgettable encounter. These habitats are designed to captivate you and deepen your understanding of the vital roles these animals play in our oceans. As you witness their beauty and power up close, you'll feel inspired to join the global movement to protect and preserve marine life.



我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 解说内容创作 Interpretive Writing
- 多媒体指导 Media Direction
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction

奖项 (AWARDS)

- 北美最佳水族馆，《今日美国》10佳读者选择旅行奖 (2014年)
Best North American Aquarium, USA Today 10Best Readers’ Choice Travel Awards (2014)
- 美国第二佳水族馆，猫途鹰 (TripAdvisor) (2014)
Number Two Aquarium in America, TripAdvisor (2014)
- 世界第三佳水族馆，猫途鹰 (TripAdvisor) (2014年)
Number Three Aquarium in the World, TripAdvisor (2014)
- 亚特兰大市杰出社区项目卓越奖—海豚展区扩建，亚特兰大市中心发展组织
Atlanta Downtown Excellence Award for Outstanding Community Project, Dolphin Expansion, Central Atlanta Progress
- 最佳整体项目评委奖—海豚展区扩建，2010年度最佳奖项计划，东南地区建筑杂志
Judges Award for Best Overall Project, Dolphin Expansion, Best of 2010 Awards Program, SouTheast Construction Magazine
- 最佳文化项目奖，海豚展区扩建，2010年度最佳奖项计划，东南地区建筑杂志
Best Cultural Project, Dolphin Expansion, Best of 2010 Awards Program, SouTheast Construction Magazine
- 最佳水族馆奖，国际主题娱乐协会Thea主题娱乐杰出成就奖(2007年)
Best Aquarium, Thea Awards (2007)
- 水族馆杰出成就奖，国际主题娱乐协会Thea主题娱乐杰出成就奖(2006年)
Outstanding Achievement in Aquariums, Thea Awards (2006)
- 吉尼斯世界纪录：世界最大水族馆(2005年)
Guinness Book of World Records: World’s Largest Aquarium (2005)
- 2021年度最佳项目，体育/娱乐奖：乔治亚水族馆食肉动物展区，ENR（工程新闻纪录）奖 2021年
2021 Best Projects, Sports/Entertainment Award: Georgia Aquarium Predator Exhibit, ENR Awards 2021
- 东南地区最佳娱乐项目奖—太阳信托码头225，最佳体育/娱乐项目奖，东南地区工程新闻纪录
Best SouTheast Entertainment Project Award, SunTrust Pier 225, Best Projects Sports/Entertainment Project Award, Engineering News Record SouTheast



乔治亚水族馆 | 佐治亚州亚特兰大
Georgia Aquarium | Atlanta, Georgia



刺激追求者

(*the* THRILL SEEKER)

刺激追求者希望感受到强烈的刺激，这种感受能让他们肾上腺素飙升、心跳加速，满脸通红。摩天轮虽风景优美，但并不能满足他们对刺激的需求。在虚拟现实技术日益普及的今天，只需戴上耳机，便可“身临其境”于任何地方。

这让我们必须更进一步提升刺激体验的新奇程度。——所以，我们需要更具创造力。

艺术的精髓在于让追求刺激的人创造一种恰到好处的恐惧感，既能让他们心潮澎湃，又绝不会真正置他们于危险之中。为实现这一点，我们需巧妙利用各种感官“武器”：肾上腺素飙升的失控速度、攀爬到令人眩晕的危险高度的快感、自由落体的刺激感，以及水花突然溅起的惊喜。同时，还需激发他们的想象力，将每一个游乐项目置于生动的情境中，讲述扣人心弦的故事。

刺激追求者热衷于体验不确定性带来的悬念与战胜恐惧的成就感。他们追求足够强烈的感官刺激来摆脱无聊，渴望打破束缚，尽情释放内心的呐喊。研究发现，这类人通常思想开放、聪明灵活、活力四射、好奇心旺盛。他们乐于冒险，在人类早期历史中，寻求刺激的人往往是最成功的猎手。变化与新奇不仅不会让他们不安，反而激发他们的渴望，无论是身体上的挑战还是心理上的探索。

因此，我们同时满足他们的这两种需求

The Thrill Seeker wants to feel something so intense that it takes over, rides the crest of adrenaline, and leaves their heart racing, their face flushed with endorphins. The Ferris wheel offers a lovely view but won't cut it for the thrill seeker. And in a world filled with virtual reality where you can go anywhere from a headset, we need to up the ante. So we had to get creative.

The art is to scare thrill-seekers just enough—without ever putting them in danger. That means using every sensory weapon we can find: breakaway speed, the exhilaration of climbing to a precarious height, the rush of diving, the sudden splash of water. But it also means tricking people's imagination by placing each ride in a vivid context, telling a story.

Thrill-seekers want the suspense of uncertainty, the exhilaration of triumphing over fear. They want sensations intense enough to cast out boredom. They want to lose their inhibitions and screeeeeeeeaaaaammm.

We've found this type to be open-minded, intelligent, adventuresome, energetic, curious, and a little restless. They don't mind taking a risk—after all, early in human history, thrill seekers were the successful hunters. Change and novelty don't alarm them; to the contrary, they crave new twists and turns, whether they're physical or psychological.

So we give them both.

银河护卫队:宇宙大逆转

沃尔特迪士尼世界度假区最受欢迎景点之一
未来世界主题公园
佛罗里达州奥兰多

“银河护卫队:宇宙大逆转”，为宇宙增添了无穷惊喜！每一个元素都经过精心打造，既忠实于原IP，又充满了乐趣与刺激。当游客登上“星际跳跃”游乐设施时，期待与兴奋瞬间迸发。全向过山车巧妙结合了飞车发射与独立旋转车厢，为游客带来如旋风般的奇妙冒险。该游乐系统可360度旋转，每一个急转弯和翻滚都让游客完全沉浸在沿途的媒体和特效中。从躲避小行星、穿越星云，到加入热闹的舞蹈对决，刺激与欢乐始终贯穿其中，精彩永不停歇！

GUARDIANS OF THE GALAXY: COSMIC REWIND

Walt Disney World Resort
EPCOT
Orlando, Florida

With Guardians of the Galaxy: Cosmic Rewind, the universe is full of surprises. Each element of Guardians of the Galaxy: Cosmic Rewind has been meticulously crafted to radiate the fun and excitement of the universe while staying true to the IP. Anticipation crackles in the air as guests board the Starjumper ride vehicle. It's a whirlwind adventure on the OmniCoaster, which combines a launch coaster with individually controlled spinning cars. The ride system's ability to rotate 360 degrees ensures that every twist and turn keeps the guest fully immersed in the media and special effects along the track that tell the story. From dodging asteroids, racing through nebulae, or engaging in a dance-off, the action never stops.

我们的角色 (OUR ROLE)

- 执业建筑师 Architect of Record

奖项 (AWARDS)

- 卓越成就奖：景点类，国际主题娱乐协会Thea主题娱乐杰出成就奖
Outstanding Achievement: Attraction, THEA Awards



Credit: WDW MAGIC

Guardians of the Galaxy: Cosmic Rewind | EPCOT | Orlando, Florida



Credit: Jeremy Thompson



Credit: WDW MAGIC



Credit: WDW MAGIC



“整体体验让你仿佛进入另一个世界，但又不会让你觉得失去了想要体验的现实部分。你想感受到过山车的震动，脸上吹来的风；你想听到朋友在过山车突然反向发射时的尖叫声。”

-杰夫-哈夫里克
PGAV 副总裁

“The overall experience should transport you but not make you feel it takes away from the parts of reality you want to experience.

You want to feel the vibration of the ride, the wind on your face.You want to hear your friend scream when the coaster reverse launches unexpectedly.”

-Jeff Havlik,
PGAV Vice President



魔鬼鱼过山车

奥兰多海洋世界
佛罗里达州奥兰多

在奥兰多海洋世界的魔鬼鱼过山车上，展翅翱翔、俯冲掠波，体验一场如魔鬼鱼般自由飞翔的冒险。排队时，你将漫步穿越一座迷人的海滨小镇，途经一座令人叹为观止的水族馆，五彩斑斓的海洋生物环绕四周，模糊了过山车与动物互动之间的界限。观赏魔鬼鱼优雅地在水中滑行，它们流畅而迷人的动作令人陶醉。很快，你将成为其中的一员。登上过山车，仿佛化身魔鬼鱼，面朝下悬挂在空中，模拟魔鬼鱼翱翔海中的姿态。飞掠湖面时，轨道带起阵阵水花与清凉，每个弯道都精准捕捉魔鬼鱼那柔美而催眠般的流动节奏。

MANTA

SeaWorld Orlando
Orlando, Florida

Soar, swoop, and skim the waves on Manta at SeaWorld Orlando. As you wind through the queue, you'll wander through a seaside village. Pass through a stunning aquarium, where vibrant marine life surrounds you, blurring the line between coaster and animal encounters. Watch graceful rays glide through the water, their fluid motions mesmerizing—soon, you'll become one. You'll be soaring yourself as you board the coaster—suspended face-down, mirroring the majestic ray's movements. Hover above the lake's surface, feeling a cool splash as you sweep through the track. Every turn captured the fluid, hypnotic motion of the elegant ray.

我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 景观设计 Landscape Design
- 品牌开发 Brand Development
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction
- 施工管理 Construction Administration
- 艺术指导 Art Direction
- 景点概念设计 Attraction Conceptual Design

奖项 (AWARDS)

- 最佳新景点，主题公园内幕
Best New Attraction, Theme Park Insider
- 国家游乐园历史协会最佳新景点奖
Best New Attraction, National Amusement Park Historical Association
- 地平线奖，佛罗里达大区建筑商协会
Horizon Award, AGC of Greater Florida
- 《东南建设杂志》最佳体育/娱乐类
Best in “Sports/Recreation,” Southeast Construction Magazine
- 旋转门奖，《娱乐今日》
Turnstile Award, Amusement Today



西班牙法拉利乐园

冒险港

西班牙萨洛

法拉利乐园展现了速度的魅力，带你体验极速的震撼。在这里，一切都为激发肾上腺素而设计，充满了刺激与挑战。当你挑战创纪录的“红色力量”过山车时，你将感受那股强烈的冲击力，在令人屏息的五秒钟内从零加速到111英里每小时，并飞速冲上367英尺的高空。准备迎接一场惊心动魄的极速冒险，尽情释放你的肾上腺素吧！

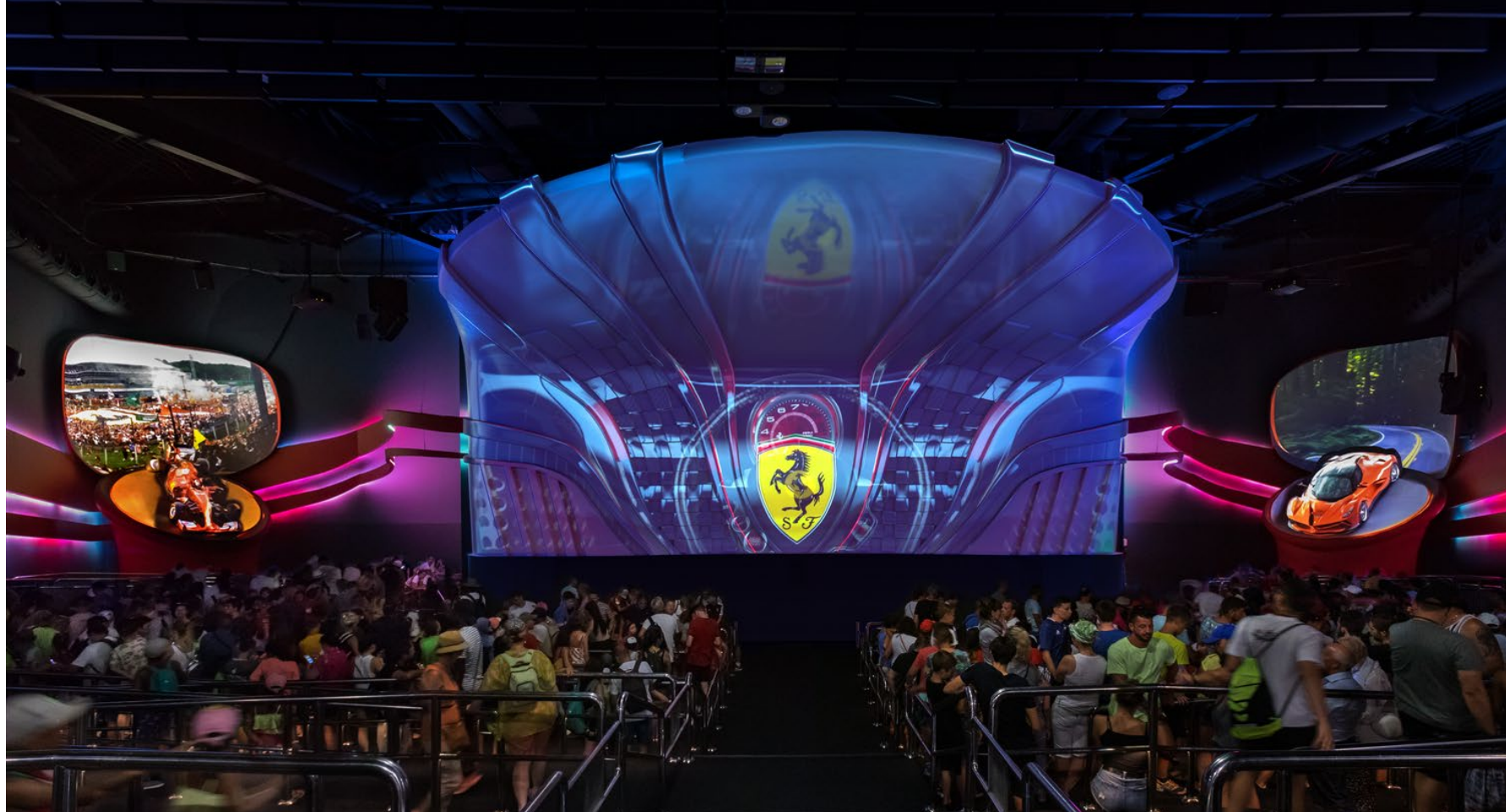
FERRARI LAND

PortAventura World

Salou, Spain

Ferrari embodies the essence of speed; at Ferrari Land, everything is engineered for adrenaline. Feel the rush as you take on the record-breaking Red Force, accelerating from 0 to 111 m.p.h. in a breathtaking five seconds and soaring to a towering 367 feet. Get ready for an unforgettable high-speed adventure!





我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 景观设计 Landscape Design
- 品牌开发 Brand Development
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction





Credit: Busch Gardens

猎豹狩猎

坦帕布什花园

佛罗里达州坦帕市

猎豹是世界上速度最快的陆地动物，狩猎时时速可达65至75英里。这听起来很快，但很难想象那种飞驰的感觉。布什花园坦帕的猎豹狩猎过山车让游客亲身体验在塞伦盖蒂平原上飞奔的感觉。作为世界上最长的发射过山车之一，它的灵感来源于猎豹的奔跑轨迹，将游客带入一条专为世界上最快陆地动物设计的极速跑道。

CHEETAH HUNT

Busch Gardens

Tampa, Florida

Consider the cheetah, the world's fastest land animal, capable of reaching 65 to 75 mph while hunting. That sounds fast, but it's hard to imagine what that really feels like. Enter Cheetah Hunt at Busch Gardens Tampa, a roller coaster designed to give guests a visceral sense of what sprinting across the Serengeti is like. One of the longest launch coasters in the world, the cheetah-inspired coaster launches guests directly alongside Cheetah Run, a sprinting course for the fastest land animal in the world.

我们的角色 (OUR ROLE)

- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 互动体验设计 Interactive Experience Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 景观设计 Landscape Design
- 品牌开发 Brand Development
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction
- 施工管理 Construction Administration
- 艺术指导 Art Direction





追求宁静者

(*the* ZEN CHASER)

逃离。摆脱平凡的生活。彻底解放自己，用奢华的放松替代紧张的工作责任和日常烦恼。追求宁静者寻求内心的平静与满足。

他们寻找宁静的环境，在这里能够与大自然共鸣、反思，并在兴奋中找到平和。安静、精心设计的花园，蜿蜒的小径两旁绿树成荫，以及融合自然元素的空间，都是不可或缺的。追求宁静者渴望远离人群和喧嚣，或是寻找一个拥有美丽景色的遮荫座位区，或是一片能让他们重新充电的隐秘树林。

追求宁静者希望通过鸟鸣或潺潺流水等温和的方式调动感官。艺术装置、雕塑花园，甚至是以自然、文化或精神为主题的小型冥思展览，都能为他们的体验增添深度。追寻宁静的人们寻求一种帮助他们重新认识自我、深思熟虑的逃离日常生活方式。

逃离日常式度假能打破压力的累积，改变身体的化学反应，通过睡眠、放松和愉悦来恢复自然的平衡。人们不再同时做多件事。正如乔纳·莱赫尔在他的神经科学与文化博客《前额皮质》中所写：“一些新的科学研究者认为，逃离——无论去哪儿——是有效思考的基本习惯。”当人们从任务和生产力的压力中解脱出来时，他们的思维变得更加富有创造力。甚至可以完全不去思考，让大脑得到休息。追求宁静者明白，单纯做自己是多么令人愉悦。

Escape. A break from ordinary life. A chance to trade stress-clenched, 24/7 job responsibilities and the worries of everyday life for uninterrupted luxury and relaxation. The Zen Chaser seeks peace and contentment.

They're looking for serene environments where they can connect with nature, reflect, and find peace amidst the excitement. Quiet, beautifully designed gardens, meandering paths lined with trees, and spaces integrating natural elements are essential. The Zen Chaser craves places to escape the crowds and noise, perhaps with shaded seating areas offering scenic views or hidden groves where they can recharge.

A Zen Chaser wants to engage their senses in calming ways, like birdsong or rushing water. Art installations, sculpture gardens, or even small contemplative exhibits focused on nature, culture, or spirituality would add depth to their experience. Zen chasers seek a thoughtful escape that helps them reconnect with themselves.

Escape vacations interrupt the cumulative piling-on of stress, changing the body's chemistry and using sleep, relaxation, and happiness to restore a natural balance. People stop multitasking. "Several new science players suggest that getting away—and it doesn't even matter where you're going—is an essential habit of effective thinking," writes Johah Lehrer in "The Frontal Cortex," his blog on neuroscience and culture. Released from the pressure to accomplish and be productive, people think more creatively. Or they don't think at all and rest their brains. Zen Chasers know how delightful it is to just be.

鲁兰蒂卡

德国鲁斯特欧洲公园

鲁兰蒂卡 位于欧洲公园，带领游客进入一个古老的斯堪的纳维亚世界。这个主题乐园专为营造宁静舒适的氛围而设计。在可爱的小章鱼斯诺里的引导下，游客可以探索九个各具特色的主题区域，每个区域都展示着独特的美景。

鲁兰蒂卡邀请游客走进静谧的洞穴，在温柔的波浪池中放松身心，或在潺潺的瀑布下轻轻漂浮。茂密的自然景观为游客提供了随心所欲的自由游览空间。无论是在如画的环境中漫步，还是在平静的水面上悠然漂浮，鲁兰蒂卡的每一个角落都充满了静思与宁静的享受。

RULANTICA

Europa-Park

Rust, Germany

Rulantica at Europa-Park offers an escape into an ancient Scandinavian land. The park is designed to immerse guests in a serene and calming atmosphere. With the charming young octopus Snorri as their guide, visitors can explore nine distinct themed settings, each offering its own beauty. Rulantica invites guests to discover tranquil grottos, relax in gentle wave pools, and float peacefully under cascading waterfalls. Lush landscapes allow visitors to move at their own pace. Whether strolling through the scenic environments or floating lazily in the water, Rulantica offers moments of quiet reflection and peaceful enjoyment at every turn.

我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design

奖项 (AWARDS)

- 世界水上乐园先进奖，世界水上乐园协会 (2020年)
WWA Leading Edge Award, World Waterpark Association 2020
- 最佳水上乐园，乐园世界卓越奖 (2020年)
Best Water Park, Park World Excellence Awards 2020



Credit: Europa-Park





水上乐园

海洋世界

佛罗里达州奥兰多市, 德克萨斯州圣安东尼奥市, 加利福尼亚州圣地亚哥市

海洋世界水上乐园以南海风格为设计灵感，大胆创新了传统水上乐园，令来自世界各地的游客赞叹不已。乐园内设施丰富多样，既有水上乐园常见的高速刺激项目，又巧妙融合了宁静的泻湖、轻柔拍打的波浪池以及仿佛延绵至天际的沙滩，为游客带来独特的放松与畅快体验。

AQUATICA

SeaWorld

Orlando, Florida; San Antonio, Texas; San Diego, California

SeaWorld's South Seas-inspired Aquatica wows guests from around the world with its innovative take on the traditional water park. It offers diverse attractions with the high-speed thrills you expect at a water park, blending them with peaceful lagoons, a lapping wave pool, and seemingly endless sandy beaches.





我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 建筑设计 Architectural Design
- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 环境平面设计 Environmental Graphic Design
- 景观设计 Landscape Design
- 品牌开发 Brand Development
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction

奖项 (AWARDS)

- 年度最佳水上乐园，惊险刺激背后杂志 Waterpark of the Year, Behind the Thrills
- 全球十大极限水滑道，旅游频道 #10 Most Extreme Water Slides in the World, Travel Channel
- 水上乐园行业领导奖，世界水上乐园协会 Industry Leadership Award in Waterparks, World Waterpark Association
- 行业创新奖，世界水上乐园协会 Industry Innovation Award, World Waterpark Association





鹿茸山村和乡村酒店

比尔特莫庄园北卡罗来纳州阿什维尔

比尔特莫庄园坐落在阿巴拉契亚山脉的美丽自然景色中，面积达8,000英亩。这里是放慢脚步、尽情享受宁静时光的理想之地。您可以在庄园的小径上漫步，徜徉在美丽的花园中，或在舒适的住宿环境中放松身心。在探索庄园的同时，还可以品尝美酒，享受购物和用餐，体验一段奢华的度假时光。

ANTLER HILL VILLAGE AND VILLAGE HOTEL

Biltmore Estate
Asheville, North Carolina

Biltmore Estate comprises 8,000 acres set in the natural beauty of the Appalachian Mountains. It beckons you to step back and relax in the enchanting accommodations or stroll through the trails and beautiful gardens. As you explore the estate, sip a glass of wine, go shopping, dine, and enjoy luxury accommodations.



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- 说明性平面设计 Interpretive Graphic Design
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文化探索者

(*the* CULTURE EXPLORER)

对历史充满热情的文化探索者喜欢沉浸在历史的丰富画卷中。他们被历史遗迹所吸引，无论古代遗址还是宏伟的地标建筑，他们都会积极寻找机会去探索。对他们来说，每一座纪念碑、城堡或博物馆都在讲述着一个故事，揭开时间的层层帷幕，将他们与塑造世界的生活、事件和文化联系起来。在参观之前，他们往往会进行广泛的研究，珍惜踏上前人足迹的机会，深刻体会每一处历史遗迹的重要意义。

他们热爱与历史的联结，喜欢脚踏实地、扎根于历史，感受与前人息息相通的深刻联系。近年来，这类旅行者的数量显著增加，这或许与过度商业化的历史包装现象泛滥有关——虚构事实，模糊真实与虚假之间的界限——使得过去三十年里，对真实历史感兴趣的旅行者比例大幅上升。

渴求知识的文化爱好者希望参观真正的历史遗址，而不是人为制造的景点。他们希望参与历史情境，设身处地地思考：“如果是我，我会怎么做？”然而，他们并非空想家，而是注重在扎实学习的基础上，稳步而有条理地深入探索。对于这些人来说，我们提供的内容必须是真实的，而非虚假、低俗或被扭曲的，同时也要贴近他们的生活，具备启发性和历史背景。

文化探索者通常重视忠诚与传统，喜欢秩序和连续性，通过了解过去来找到自己在世界中的位置。他们喜欢倾听真实、生动的故事，而不是随意堆砌的事实。他们也希望亲眼见证这些故事发生的原始地点，将历史与现实紧密联系，激发内心的共鸣和深思。

A culture explorer with a passion for history thrives on immersing themselves in the rich tapestry of the past. They are captivated by historical places, whether ancient ruins or stately landmarks, and they actively seek opportunities to explore these sites. For them, every monument, castle, or museum tells a story, unlocking layers of time and connecting them to the lives, events, and cultures that shaped the world. They often research extensively before visiting, savoring the chance to walk in the footsteps of those who came before and deeply appreciating the significance of each place they encounter.

They like to feel grounded, rooted, and connected to all that came before them. And their numbers are increasing: Perhaps because there's been such an explosion of commercialized history—distorting the truth and blurring the lines between the genuine and the disingenuous—the percentage of travelers interested in authentic history has shot up in the past three decades.

Hungry for knowledge, culture vultures want to visit real historical sites, not manufactured ones. They want to be part of what happened there, to wonder, “What would I have done?” Yet they're not fanciful. They build steadily and methodically on what they've learned. What we give them must be authentic, not fake, cheesy, or distorted. It also has to be linked to their lives, illuminated, given context and background.

Culture Explorers tend to value loyalty and tradition. They like order and continuity and finding their own place in the world by understanding what went before them. They like hearing true, vivid stories, not just facts spewed at random. And they want to see the original sites where those stories unfolded.



史密森国家航空航天博物馆公共区

T公共区

华盛顿特区

踏上华盛顿特区国家航空航天博物馆公共区的探索之旅。这片超过两个足球场大小的空间通过大厅和露台打造了流畅的参观路径，将生动的叙事与引人入胜的展示巧妙结合，显著提升了参观体验。经过这些变革性的升级，公共区已成为探索航空与太空旅行奇迹的理想起点。

SMITHSONIAN NATIONAL AIR & SPACE MUSEUM

The Commons

Washington, D.C.

Embark on a journey through The Commons at the National Air & Space Museum in Washington, D.C. Spanning over two football fields, The Commons offers connective experiences through the concourse and terraces, with captivating storytelling that perfectly complements the galleries and elevates the visitor experience. With these transformative changes, The Commons is the perfect launch pad for anyone exploring the wonders of aviation and space travel.

我们的角色 (OUR ROLE)

- 展区设计 Exhibit Design
- 室内设计 Interior Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 多媒体制作 Media Production
- 多媒体指导 Media Direction



“如果历史以故事的形式传授，它将铭刻于心，永不被遗忘。”

-拉迪亚德·吉卜林

“If history were taught in the form of stories, it would never be forgotten.”

-Rudyard Kipling



1904 年世界博览会展厅

密苏里历史博物馆
密苏里州圣路易斯市

密苏里州历史博物馆焕然一新的展览带您穿越时空，踏上一段引人入胜的旅程，重温1904年世界博览会的辉煌盛景。通过生动再现的场景，展览揭示了博览会的复杂细节与宏大规模。三维工艺模型和投影映射技术的巧妙运用，让1904年世博会在观众眼前栩栩如生，为参观者提供了一场将过去与当下紧密相连的沉浸式体验。展览不仅展现了博览会的壮丽辉煌，还忠实地讲述了其完整的历史故事。通过多媒体作品，展览揭示了一些鲜为人知的事件，并探讨了诸如“人类动物园”与种族隔离等发人深省的议题。这是一段以敏感视角展开的叙事，为参观者提供了深入了解历史、更具意义的体验。

1904 WORLD'S FAIR GALLERY

Missouri History Museum
St. Louis, Missouri

A revitalized exhibit at the Missouri History Museum invites you to step back in time and take a mesmerizing journey through the grandeur of the 1904 World's Fair via a recreated landscape that unveils the fair's intricate details and vast scope. Watch as the 1904 World's Fair comes to life through 3-D crafted models and projection mapping, offering a vivid experience that ties the past to the present-day landscape. While the exhibit showcases the opulence of the fair, it also aims to provide an honest portrayal of the whole story. Media pieces share untold stories, addressing challenging aspects, including the fair's “human zoo” and issues of segregation. It's a narrative that unfolds with sensitivity, allowing visitors to connect with history on a deeper and more meaningful level.

我们的角色 (OUR ROLE)

- 展区设计 Exhibit Design
- 说明性平面设计 Interpretive Graphic Design
- 多媒体制作 Media Production
- 多媒体内容写作 Media Writing
- 多媒体指导 Media Direction

阿拉莫

德克萨斯州圣安东尼奥

对于一个珍视历史的人来说，参观阿拉莫就像步入美国复杂历史的核心。这座位于德克萨斯州圣安东尼奥的标志性遗址象征着深刻且往往相互交织的叙事。从最初的传教所到军事要塞，再到战场，它最终成为繁荣城市的奠基石，承载着数百年的故事与变迁。

2016年，PGAV Destinations团队接过这项非凡的使命：重新构思如何向公众传递这段丰富而深远的历史。

THE ALAMO

San Antonio, Texas

Visiting The Alamo transports you into the heart of America’s complex past. This historic site in San Antonio, Texas, symbolizes deeply held and often competing narratives. From its beginnings as a mission, then a fort, a battlefield, and ultimately the foundation of a bustling city, The Alamo carries centuries of stories within its walls.

In 2016, the team at PGAV Destinations was tasked with a remarkable challenge: to help reshape how this rich history is shared with the public.

我们的角色 (OUR ROLE)

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- 环境平面设计 Environmental Graphic Design
- 解说内容创作 Interpretive Writing
- 现场施工管理 On-site Construction Administration
- 现场艺术指导 On-site Art Direction
- 施工管理 Construction Administration
- 艺术指导 Art Direction





品牌拥护者

(*the* **BRAND ADVOCATE**)

品牌拥护者在听到目的地名称或看到其标志时，常常会兴奋不已。这种反应不仅源于与品牌相关的视觉效果或情感体验，更深层次地与目的地的独特个性以及它传递的核心价值观、道德理念和使命感息息相关。拥护者坚信，这个目的地能够兑现它的承诺——无论是提供卓越的质量、可靠的服务，还是纯粹的欢乐体验。对他们而言，前往目的地是值得投入时间与金钱的行为，这种信任也进一步巩固了他们对品牌的忠诚。

PGAV曾与全球最知名的一些品牌合作。我们深信，最成功的品牌表达不仅停留于物理环境，而是通过创造全新的体验，让游客走进品牌，与品牌互动，并在其中发现自己的身影。这些体验塑造了难以忘怀的瞬间，还创造了充满情感与共鸣的可分享内容，鼓励游客通过品牌表达自我。

我们致力于帮助品牌打造强大、简洁且富有故事性的核心信息，同时制定最佳策略和渠道，将这些信息传递给未来的拥护者。通过品牌的力量，我们引领目的地故事的演绎与发展。这些故事通常从地点的独特属性和项目目标中汲取灵感，为游客提供线索、接触点的路线图，以及丰富的互动体验机会。

Brand Advocates do a little happy dance when they hear the name of a destination or spot its logo. It's not just about the visuals or emotions tied to the brand; it's about the destination's personality and how it communicates its core values, ethics, and purpose. Advocates believe the destination delivers on its promises—whether that's providing quality, dependability, or fun. For them, visiting the destination is worth their time and money and reinforces their trust in the brand.

PGAV has worked with some of the most recognizable brands in the world. We believe the most successful brand expression goes beyond the physical environment, creating new experiences that allow guests to step inside, interact, and see themselves in the brand. These experiences create memorable moments and shareable content, allowing guests to talk about themselves through the brand.

We help brands develop strong, concise, story-driven messages—and the best strategy and scope for sharing them with future brand advocates. We utilize the brand to guide the development of a story about the destination. Drawing inspiration from the location and the project goals, the story provides a thread for the guest to follow, a roadmap for touchpoints, and opportunities for interaction.

好时巧克力世界和巧克力小镇

好时公园
宾夕法尼亚州赫尔希

在好时巧克力城展开一场甜蜜的冒险！从第一缕诱人的巧克力香气扑鼻而来，你便被引入一个充满甜蜜与惊喜的沉浸式巧克力世界，尽情体验好时品牌的魅力。每个景点都与好时的品牌形象完美结合，让你的游览成为一次纯粹的快乐之旅，深深沉浸于这个标志性品牌的传统与故事之中。

HERSHEY'S CHOCOLATE WORLD AND CHOCOLATETOWN

Hersheypark
Hershey, Pennsylvania

Unwrap an adventure at Hershey's Chocolatetown! From the moment you catch that irresistible first whiff of chocolate, you're invited into a sweet, immersive experience that celebrates the Hershey brand. Each attraction seamlessly connects with Hershey's identity, turning your visit into a journey of pure delight wrapped in the tradition of this iconic brand.

我们的角色 (OUR ROLE)

- 总体规划 Master Plan
- 展区设计 Exhibit Design
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- 环境平面设计 Environmental Graphic Design
- 多媒体指导 Media Direction
- 品牌开发 Brand Development
- 施工管理 Construction Administration
- 艺术指导 Art Direction

奖项 (AWARDS)

- 标识与图形元素奖，Shop! 设计奖 (2019年)
Elements Award for Signage and Graphics, Shop! Design Awards 2019
- 公共区域银奖，Shop! 设计奖 (2019年)
Silver Award for Common Area, Shop! Design Awards 2019





百威游客中心与啤酒博物馆 密苏里州圣路易斯

百威品牌的热情好客和高品质传统在品酒室和游览体验中得到了完美呈现。每一个细节——从档案中汲取的丰富传统元素到现代流畅的设计——都彰显了该品牌追求卓越承诺。这不仅仅是一次参观，更是一场深度的感官之旅，让您在品尝美酒的同时，沉浸于品牌背后深厚的历史与传统。

ANHEUSER-BUSCH VISITOR CENTER AND BREWERY MUSEUM

St. Louis, Missouri

Anheuser-Busch's legacy of hospitality and quality is on full display in their tasting rooms and tours. Every detail—from the rich heritage elements drawn from the archives to the sleek, modern design—reinforces the brand's commitment to excellence. It's more than a tour; it's a sensory journey that indulges you to sip and savor the tradition behind the brand.

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芝麻街乐园

圣地亚哥海洋世界
加利福尼亚州丘拉维斯塔

快来体验吧！踏上标志性的123号门廊，与您最喜爱的芝麻街朋友们一起享受宾至如归的体验。从超级格罗弗的箱式过山车到曲奇怪兽的曲奇速降塔，每一个游乐设施和景点都让您与深受喜爱的卡通人物亲密互动，为您带来无尽的欢乐、笑声和珍贵的友谊。芝麻街寓教于乐的精神融入每一项体验，让每一次游玩都仿佛与朋友一起开启全新的冒险旅程。

SESAME PLACE

*SeaWorld San Diego
Chula Vista, California*

Come and play! Step onto the iconic 123 stoop and feel like you're at home with your favorite Sesame Street friends. Every ride and attraction—from the Super Grover Box Car Coaster to Cookie Monster's Cookie Drop—brings beloved characters to life, creating moments of joy, laughter, and the timeless lessons of friendship. Sesame Street's brand of playful learning is woven into every experience, making each visit feel like an adventure with friends.





我们的角色 (OUR ROLE)

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- 室内设计 Interior Design
- 环境平面设计 Environmental Graphic Design
- 说明性平面设计 Interpretive Graphic Design
- 景观设计 Landscape Design
- 施工管理 Construction Administration
- 艺术指导 Art Direction



“人的想象力无穷无尽，
令人难以置信。”

-埃尔莫

“It’s incredible where you can go with your imagination.”

-Elmo



钢人队名人堂博物馆

宾夕法尼亚州匹兹堡

观众的呐喊声、计时器的滴答声以及钢人队球迷钟爱挥舞的”恐怖毛巾”掀起的兴奋浪潮，共同营造了钢人队名人殿堂的终极沉浸式体验。匹兹堡钢人名人堂博物馆通过生动的环境音效、精彩的视频和互动触摸屏，让游客深入感受钢人队的辉煌历史，整个馆内充满了标志性的金色与黑色主题。在博物馆的每一个角落，游客都能感受到环绕耳畔的橄榄球氛围——从热情的欢呼声到激烈比赛的现场音效，每一处都让人热血沸腾。

STEELERS HALL OF HONOR MUSEUM

Pittsburgh, Pennsylvania

The roar of the crowd, the sound of the game clock ticking down, the Terrible Towels creating a cyclone of excitement.

The Pittsburgh Steelers Hall of Honor Museum immerses you in Steelers history with ambient sound, videos, and interactive touchscreens, all adorned in the iconic gold and black. Throughout the museum, sounds of Steelers football surround you, including cheering crowds and the sounds of game time.

我们的角色 (OUR ROLE)

- 建筑设计 Architectural Design
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行星乐园

肯尼迪航天中心游客参观中心
佛罗里达州梅里特岛

在肯尼迪航天中心，你可以通过行星乐园开启一段引人入胜的宇宙探险之旅。沉浸式互动体验激发了各个年龄段探险者的无限想象力。这个以太空为主题的环境巧妙融合了刺激的大型运动游戏和丰富的互动学习机会。行星乐园通过视觉震撼的图形和尖端的游戏技术，以迷人而富有吸引力的方式展示科学概念，即使是最年幼的太空探险家也会为之着迷。从儿童到成人，每个人都能通过这种富有趣味和高度互动的展示方式，轻松学习科学知识，享受探索宇宙的奇妙体验。

PLANET PLAY

Kennedy Space Center Visitor Complex
Merritt Island, Florida

Inside Kennedy Space Center, you can embark on a captivating odyssey through the cosmos with Planet Play, an immersive and interactive experience that ignites the imagination of explorers of all ages. This space-themed environment offers a thrilling blend of gross motor play and interactive learning opportunities. With visually stunning graphics and cutting-edge gaming technology, Planet Play presents scientific concepts in an enchanting and engaging way, captivating even the youngest space explorers. From children to adults, everyone can learn about since through this playful and highly engaging presentation.

- #### 我们的角色 (OUR ROLE)

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自然探索者

(*the* NATURE SEEKER)

自然探索者渴望亲自体验并深度观察，而不是仅仅站在栏杆前说声“噢”。然而，探索未知领域需要精准的地图、详尽的研究、数周的准备以及明智的向导。为此，PGAV 提供全方位的准备工作，指引旅行者前行。这不仅是探索过程的一部分，更为他们提供最佳观赏位置，确保他们能够亲身感受这些自然奇观，创造难忘的体验。

世界探索者在海外旅行时，不会选择麦当劳作为目的地。他们远离图书馆的扶手椅和旅游幻灯片，渴望与世界亲密接触，亲自体验这个世界的壮丽。他们不愿错过任何一个地标，也不愿忽视任何一个奇观，因为每个人心中都有一份梦想清单，等待着去实现。

当他们站在世界奇观面前时，心中涌起久违的敬畏之情，这种情感在现代生活中已经变得稀缺。他们全身心地投入其中，被眼前浩瀚的景象所震撼，这一切让他们的烦恼显得微不足道，激发了无尽的想象力。如果能与亲人一同分享这一刻，震撼感将成倍增加，因为亲人们也能亲眼见证这份奇迹，共同感受这份无法言喻的震撼与喜悦。

The Nature Seeker wants to see—*really* see—not just stand at a railing and say, “Oooh.” But exploring unknown territory requires accurate maps, careful study, weeks of preparation, and a wise guide. So PGAV does the prep work, orienting travelers in ways that are half the fun of the experience and giving them the best vantage points to see the wonder for themselves.

Nature Seekers don’t hunt down a McDonald’s when they’re abroad. They shun armchairs and travel slides. They want to be there and experience the world’s grandeur for themselves. Why go through life without noting its landmarks, marveling at its amazements? They’ve got a bucket list.

And when they’re standing before a true, natural wonder, they feel the age-old sense of awe that’s been drained from so much of modern life. Entirely absorbed, they’re caught up in the immensity of what they’re seeing and hearing. It dwarfs their worries and sets their imagination free. And if they share the wonder with loved ones, its impact doubles.

尼亚加拉大瀑布游客欢迎中心

尼亚加拉瀑布
加拿大安大略省

尼亚加拉大瀑布令人叹为观止：您将亲眼目睹世界五分之一的水量从悬崖上倾泻而下。然而，我们希望让这份体验更加深刻，让您在离开尼亚加拉后，依然深深铭刻在心。在我们翻新游客欢迎中心时，我们新增了“尼亚加拉之愤怒”4D体验。通过这项创新，您不仅能看到和聆听大地古老的变迁，还能感受到北极风的强烈、雪花的飘落以及光线的微妙变化。当脚下的地板倾斜并震动时，整个身体都会感受到震撼。走出体验区时，这种震撼感将深刻留在您的记忆中，成为您与大自然奇迹之间更加深远的联系。

TABLE ROCK WELCOME CENTRE

Niagara Falls
Ontario, Canada

Niagara Falls drops anybody’s jaw: You’re watching one-fifth of the world’s water tumbling off a cliff. But we wanted to deepen that experience and let it live inside you long after you leave Niagara. When we renovated Table Rock Welcome Centre, we added Niagara’s Fury, a 4-D interpretation that allows you to see and hear the ancient changes of the earth, feel the shear of an arctic wind, and watch the snow fall and the light change. When the floor beneath your feet tilts and trembles, you feel the rumbling in your entire body. And when you emerge, the sense of wonder is even more profound.

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- 多媒体指导 Media Direction
- 多媒体制作 Media Production
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国家地理 大峡谷游客中心 亚利桑那州图萨扬

国家地理大峡谷游客中心为您的大峡谷之旅提供完美准备，让您可以轻松游览，尽情欣赏这片壮丽景色，而无需为行程安排感到压力。作为游客体力与智力的“装备提供者”，这里为您提供全面的支持，确保您获得最佳的峡谷体验。

NATIONAL GEOGRAPHIC GRAND CANYON VISITOR CENTER

Tusayan, Arizona

The National Geographic Grand Canyon Visitor Center ensures you are prepared for your visit to the Grand Canyon so the view can take your breath away rather than being exhausted by planning. By serving as a physical and intellectual “outfitter,” this destination empowers visitors to seek the best Canyon experience possible.

我们的角色 (OUR ROLE)

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祖父山

北卡罗来纳州林维尔

在祖父山自然保护区，您将沉浸在令人叹为观止的自然景观中。这里是自然爱好者的理想之地，提供360度全景视野和与自然亲密接触的机会。高空悬索桥让您以独特的方式欣赏壮丽景色，丰富的动物栖息地则让您有机会与当地野生动物近距离接触。您可以自由探索，也可以参与富有启发性的沉浸式项目，激发对自然保护的热情。威尔逊自然探索中心通过展示祖父山独特生态系统的微妙平衡，进一步推动自然保护使命。作为联合国教科文组织认定的国际生物圈保护区，祖父山为您提供与大自然亲近的绝佳机会。在这里，您可以停下来，呼吸清新的山间空气，感受大自然带来的焕然活力。

GRANDFATHER MOUNTAIN

Linville, North Carolina

At Grandfather Mountain's nature preserve, a world of breathtaking natural beauty awaits. For nature lovers, it's a chance to lose yourself in 360-degree views of majestic landscapes and engage with the environment. The Mile High Swinging Bridge offers an exhilarating way to take in the stunning vistas, while the animal habitats provide a rare opportunity to connect with local wildlife. Explore at your own pace or dive into immersive programming designed to inspire your love for conservation. The Wilson Center for Nature Discovery furthers this mission with exhibits that reveal the delicate balance of Grandfather's unique ecology, recognized as a UNESCO International Biosphere Reserve. Stay a while, breathe in the mountain air, and let the natural world renew your spirit.

我们的角色 (OUR ROLE)

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Credit (all): Grandfather Mountain Stewardship Foundation



与大自然的连接是吸引25%游客选择参观景点的关键因素。

-PGAV 2024年游客之声

Connection to nature is a powerful catalyst for **25%** of visits to attractions.

-PGAV's Voice of the Visitor 2024



红宝石瀑布

田纳西州查塔努加市

准备好让红宝石瀑布的自然奇观将您带入大自然的怀抱吧！作为美国最高的地下瀑布，红宝石瀑布隐藏在瞭望山山脉深处，水流从峭壁间奔腾而下，展现出震撼的自然之美。红宝石瀑布的多媒体体验将您带入这片景观的核心，让您在听到瀑布轰鸣之前，就已能感受到它的磅礴气势。结束地下之旅后，您可以在宽阔的户外广场放松身心，或在观景台上欣赏壮丽景色，这里是观赏田纳西州山丘日出和日落的最佳位置。无论是寻求冒险，还是渴望宁静，红宝石瀑布都将为您带来难忘的体验，让您尽情拥抱周围的自然美景。

RUBY FALLS

Chattanooga, Tennessee

Prepare to be captivated by the natural wonder of Ruby Falls, where water cascades down America's tallest underground waterfall, hidden deep beneath Lookout Mountain. Ruby Falls' multimedia experiences transport you into the heart of the landscape before you even hear the waterfall's thunderous roar. AAfter your journey underground, relax in the expansive outdoor plaza or enjoy the stunning views from the observation deck, which is perfect for watching sunrises and sunsets over the Tennessee hills. Whether you're here for the adventure or the peace, Ruby Falls invites you to linger and embrace the natural beauty around you.

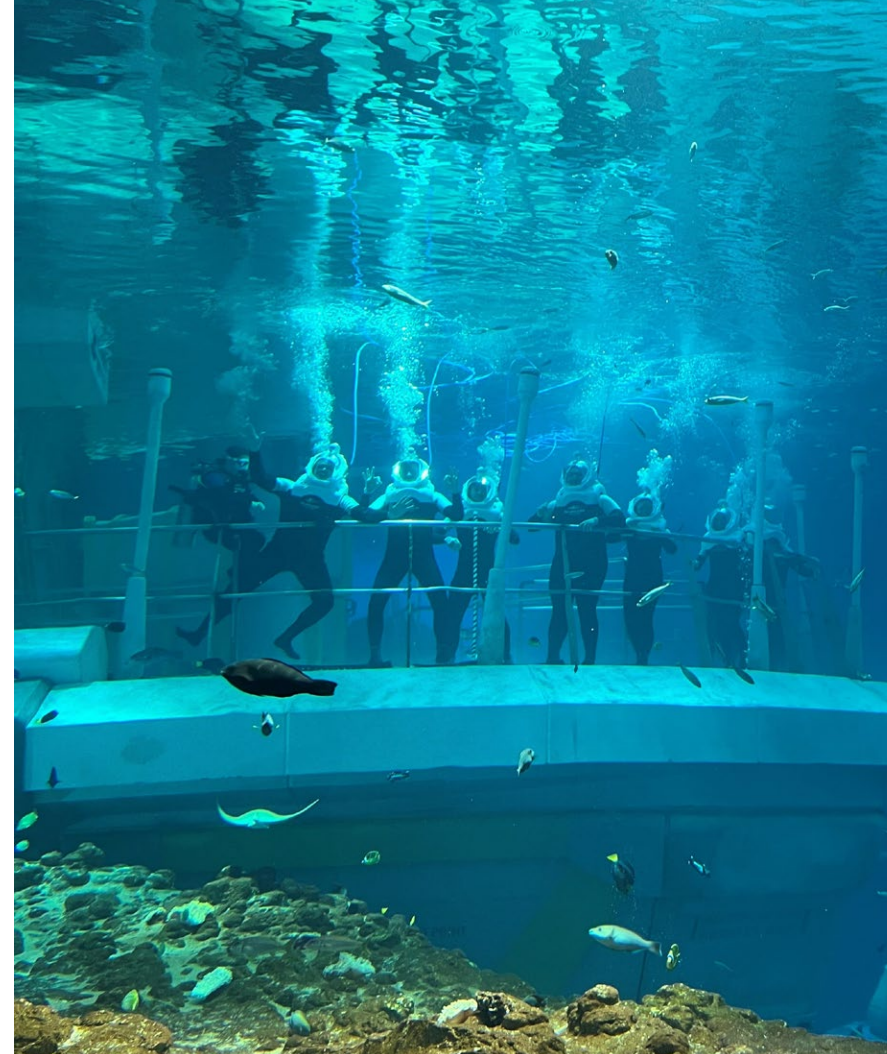
我们的角色 (OUR ROLE)

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关于我们

(WHO WE ARE)



PGAV的设计师可以从虚空中召唤城堡，或让兔子从计算机生成的魔术帽中现身。但在我们拿起画板或笔记本之前，我们会倾听、思考，追寻内心的梦想。我们探索最疯狂的可能性，发掘其中蕴含的深层真理。

PGAV designers can pull a castle out of thin air or a rabbit out of a computer-generated hat. But before we reach for a sketchpad or laptop, we **listen, think, and dream deeply**. We explore even the wildest possibilities and dig for the underlying truths.



我们的探索始于1969年，一个问题： ‘人们想要什么？’

为了解答这个问题，我们借鉴了著名心理学家亚伯拉罕·马斯洛博士备受推崇的心理学理论——需求层次理论。在这一模型中，基本的身体舒适和安全需求位于首位，其次是情感健康的需求，最终达到更深层次的需求，如教育、快乐和自我实现。我们将这一理论应用于旅游领域，探索如何打造更具层次感与深度的旅行体验。

Our approach began in 1969 with the simple question, “What do people want?”

To answer, we turned to Dr. Abraham Maslow’s highly regarded psychological theory, The Hierarchy of Needs. In this model, basic physical comforts and safety come first, followed by feelings of emotional wellness, culminating in profound needs like education, joy, and self-actualization. We applied this theory to the world of travel.



旅行时，首要的是感到满足和安全——没有饥饿的肚子、干渴的喉咙，也不必担心卫生间、个人安全或迷路的问题。接下来，你和你的同伴希望能感受到热情的欢迎、尊重和关怀，周围的人以善意对待每一个人。只有在这些基本需求得到满足之后，真正的乐趣才会开始——那就是发现新的景色、感受和故事。

When you travel, the first priority is feeling satisfied and safe—no growling stomachs, parched throats, or concerns about restrooms, personal safety, or getting lost. Next, you and your companions want to feel welcomed, respected, and cared for by people who treat everyone with kindness. Only once these needs are met can the real fun begin—the discovery of new sights, sensations, and stories.

旅行的意义在于摆脱日常的束缚——办公室、日程、例行公事——走进一个更加奇妙的世界。

它或许是一个百年前的世界，一个充满异域风情的遥远之地，又或许是一个充满你从未邂逅的生物和体验的世界。

这是一个让你不仅能焕然一新，而且能深刻改变自己的世界。

Travel is about breaking free from everyday constraints—the office, the agenda, the routine—and stepping into a more wondrous world.

Maybe it’s a world from 100 years ago, an exotic, faraway place, or one filled with creatures and experiences you’d never otherwise encounter.

It’s a world you can leave not only refreshed but profoundly changed.



要使体验具有这种力量，它必须是真实的，而不是虚假的、过于复杂的或粗俗的商业性的。它必须是独特的一富有原创性与艺术性。它应该触动你的心灵、思想和感官，而不是依赖噱头或机械化的手段。它应该会令你心跳加速，给你留下生动鲜活的回忆，让你感觉与共同经历这段旅程的朋友或家人更加亲密相连。

这些是普遍适用的原则，但它们会根据你所追寻的目的地类型而以不同形式呈现。每一个 PGAV 项目都以独特的方式回应并满足人类需求层次，从基础到深层，层层递进。

让我们携手共创独一无二的体验！

For an experience to have that kind of power, it must be authentic—not fake, overcomplicated, or crassly commercial. It must be unique—original and artful. It should engage your heart, mind, and senses, avoiding gimmicks and mechanical tricks. And it should leave you exhilarated, filled with vivid memories, and feeling even closer to the friends or family who shared the journey.

These are the universals. They manifest differently depending on the type of destination you seek. Each PGAV project fills the hierarchy of needs in its own way.

Let’s build an experience together!



PGAV 旅游景点设计公司

规划与设计领域的全球领先者

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