

ISTANBUL NATIONAL AQUARIUM COMPLETED

This stunning new aquarium in Istanbul is now complete and is due to open summer 2011. Paragon Creative has been privileged to work as the lead thematic and interactive contractor. The finished results are spectacular and approach the design and fit-out of aquariums in a unique and innovative way.



We have created many varied and exciting environments including a huge corian based interactive map incorporating thousands of LEDs, a full sized Noah's Ark, a Global Warming area featuring a real iceberg, a sunken Liberty Ship wreck, a huge interactive Suez Canal model with interactives showing the progression of the build of the Canal and a Nautilus submarine experience to name only a few features.

One of our most stunning areas is the recreation of a Mediterranean cave system, measuring over 700 sq meters in area. The artificial rock work was 'live' sculpted in specially mixed sprayed concrete over a complex structural steel form, then meticulously hand painted to ensure absolute realism. One of the main challenges was to ensure the design of the cave integrated seamlessly with the numerous aquarium tanks which were already installed in the area. This was overcome by our design engineers computer modelling of the whole sub-frame system and theming prior to construction.

This is our biggest rockwork project to date and involved the use of over 20 tons of steel and 80 tons of concrete, along with our highly talented and experienced team.

This major project has involved all our departments including sculpture, metalwork, scenic and theming, interactives, design, GRP, and of course our joinery team. It has been a fantastic project for Paragon Creative to work on, utilising all our skills and creativity.

Continued on centre pages

Our client: Istanbul Aquarium

Designed by: Paragon Creative Ltd/Mike Cox/Ray Heath

WELCOME

In this newsletter we hope to give you an indication of the wide range of services and skills which we offer and to show you some of the many projects which we have completed and those on which we are currently working.

During the last 12 months we have increased our turnover by nearly 16% and have increased our workshop facility by over 20% with new prop-making, sculpting, GRP fabrication and scenic painting facilities. We have also invested in further advanced CNC routing and laser-cutting equipment.

We have added to our wide range of core skills by now offering in-tank aquarium theming, gunnite spraying and sculpting for artificial rockwork and naturalistic themed environments. We have also increased our interactive department activities with enhanced design and electronic facilities. We are also offering many design companies our detailed design services and our graphic design development facility.

In addition to our 52 full-time skilled employees we have recently employed new young trainees to strengthen our wide skill base. Our forward order book to the end of 2012 is strong with worldwide sales to museums, heritage centres, aquariums, retail outlets and theme parks.

We sincerely thank all our clients, past and present, for trusting us with their projects.

POWERHOUSE AT THE TOWER OF LONDON



'Keeper' the dragon in the White Tower

© Royal Armouries

We have recently completed our latest project at the Tower of London.

Powerhouse tells the story of the varied and pivotal roles that the Tower has played over the centuries – from Royal Mint to Armouries to Menagerie to Prison to Royal Observatory – the list goes on!

The new exhibition, housed on the top floor of the White Tower, consists of models, hands-on interactive displays, showcases, large scale steel AV structures and also what has proven to be one of our most creative challenges yet... a four metre tall dragon with a 5m wingspan, sat on a nest of gunpowder barrels and weighing in at nearly 1.5 tons.

The Dragon is an icon for the Tower and is made from over 2672 replica items, all relating to the numerous roles of the Tower.

The items incorporated include 8 breastplates, 6 muskets, 26 telescopes, 22 antique pistols, 4 swords, 4 Enfield rifles, 2 bronze canons, 20 bayonets, 15 poleaxes, 10 chain mail vests, 4 horse shaffrons, 2000 gold and silver coins, 40 shields and bucklers, 4 pairs of gauntlets, 4 pairs of pauldrons, 30m of chain, 400 'rubies', a replica Henry VIII Chain of Office, 4 bronze mortars, 8 kettle helmets, 50 replica trial plates and breathing fire (well... gold sovereigns)!

The amazing sculpture took our team over 800 man hrs to design, build and install. 'Dragon' has already tasted the limelight as he or she has been the centre of a competition on the History Channel to name him or her! The results are in and the dragon has been named 'Keeper'.

Our client: Royal Armouries & Historic Royal Palaces
Designed by: Haley Sharpe Design Ltd

MUSEUM OF LIVERPOOL

We have recently installed phase one of our interactive and modelmaking packages for the new Museum of Liverpool which is one of the world's leading city history museums and is setting a benchmark for social history museums worldwide.

Our workscope includes models of the Liverpool Docks and the Pier Head. We have also created a four part model illustrating the changes over time in the suburbs of Everton. This model shows the locality as it was in 1768, 1900, 1965 and 2011 – the similarities may surprise visitors more than the changes!

We have also undertaken a number of interactives and scenic elements. The interactives are bright, fun and engaging, designed to appeal to a wide range of visitors and communicate a variety of subject matters in a variety of media.

Paragon Creative has also been responsible for Little Liverpool, a gallery for children under six. Little Liverpool is a bright interactive and thematic space with over 30 interactives based around Liverpool life.

One of our crowning glories for the museum is a life sized bas relief replica of a Liver Bird, measuring over 6m high, which will be a key attraction within the exhibition space.

Our client: National Museums Liverpool
Designed by: Redman Design and Haley Sharpe Design Ltd



A Liver Bird in production

TOURNAMENT GALLERY AT ROYAL ARMOURIES

Ever since it first opened in 1996, the Tournament Gallery has been a firm favourite with visitors to the Royal Armouries in Leeds. However, the loan of a number of the key items of Henry VIII's armour to the Tower of London for the 2009 exhibition 'Dressed to Kill' provided an ideal opportunity for the Royal Armouries to re-present the gallery and capitalise on some of the assets developed for the White Tower exhibition.

We worked closely with the Royal Armouries team to design develop new ways of interpreting the collection and displaying the armours in new and dynamic ways.



We installed new graphic interpretation, banners, set works and interactives and a large projection screen to allow short films about the armour to be played in the gallery. The audio tracks of these films resonate throughout the space bringing the sounds and the thrill of tournament into the gallery.

Karen Whitting, the Royal Armouries' Head of Creative Programmes, said; "This has been an excellent opportunity for us to offer something new to our visitors, creating a space in which they can explore our collection and its amazing stories while shaping their own experience."

Our client: Royal Armouries

Designed by: Royal Armouries and Paragon Creative

THE ROBERT BURNS BIRTHPLACE MUSEUM

Paragon Creative has produced and installed interactives, models and metalwork features for this stunning new £21 million museum. Designed by Event Communications, it opened its doors to the public in January this year.

The Robert Burns Birthplace Museum holds the world's largest collection of artefacts relating to Scotland's best known Bard. The collections include over 5,500 manuscripts, books, personal artefacts and artworks relating to Robert Burns and his legacy.



The museum in Alloway, Ayrshire, aims to attract visitors from across the world with its broad range in interpretation offering something of interest from those new to Burn's work or life-long enthusiasts.

Our work included a model of Burn's Cottage, the Burn's supper table game, a metalwork trysting tree, weather vanes, dry stone wall inserts and a stunning nightdress installation.

The whole project, which has taken six years to complete, will feature original manuscripts written by the poet and it has been nominated for the prestigious Art Fund Prize 2011.

Our client: National Trust for Scotland

Designed by: Event Communications Ltd

PICKERING TRAIN OF THOUGHT



The interactive map model

The opening of this new visitor centre marks the completion of the first and second phase of the much-anticipated £1.6 million 'Train of Thought' project aimed at regenerating the station area. The North Yorkshire Moors Railway is Britain's biggest and most popular heritage steam railway.

The new exhibition, designed by SS Crome Associates, is situated on Platform 2 of Pickering Station. Phase three of the scheme involved restoring the overall roof of the station which was completed in March. Investment in the 'Train of Thought' regeneration scheme has been made possible as a result of funding from the Heritage Lottery Fund and Yorkshire Forward.

Paragon Creative undertook the full fit out, design development, joinery, graphic production, interactives, props and modelmaking work scope of this project.

Our interactives had to be very sturdy in design so we have lift flaps, smell flaps and split revolving towers featuring four key characters from the station who can be rotated and spun to make an amalgamation of a mystery character. The model features LEDs to highlight stations, certain natural features and areas of historical importance to the visitor.

As a space which is unsupervised at times and also heavily frequented by school parties we ensured the exhibits were designed to be resilient as well as fun and informative.

We have also undertaken the theming and interactives on the station platform including a replica bookstall. This theming will help complete the atmosphere on the platform for visitors and themed event days.

Maria Vinnels, NYMR Learning Manager, wrote; "In the planning and development phase, Paragon were easy to work with and offered good practical advice based on their years of experience in their field. The installation phase went smoothly and Paragon was able to complete the installation ahead of schedule. Their installation staff were competent and consistently polite and thoughtful. All work met our expectations and has received many approving comments from staff and visitors alike."

Our client: North Yorks Moors Railway
Designed by: SS Crome Associates

NETIA

Paragon Creative together with retail design partners Drinkall Dean has been awarded the design and development for 200 Netia retail stores throughout Poland. The challenge is to create a Netia experience.

With Drinkall Dean's retail knowledge and Paragon Creative's practical experience, the challenge was to create something truly innovative and not seen in any other 'telecoms and networks' store in Europe.



First stage concept design

Netia is a leading independent fixed-line telephony operator in Poland. It operates on the basis of its own state-of-the-art fibre-optic backbone network which covers major Polish cities.



In 2010, Paragon and Drinkall Dean tendered and successfully won this innovative and exciting project that will see the start of Netia stores rolling out across Poland later this year.

Our development challenge is to provide a 'toolbox' approach to the implementation of Flagship, High Street and POS stores through a list of branded and designed items that can populate any store.

Our client: Netia
Designed by: Drinkall Dean

OXFORD UNIVERSITY PRESS MUSEUM

Paragon Creative has now completed the detailed and production design phase of this prestigious project, and offsite production has commenced, as well as the extensive graphic design stage which is being carried out by Paragon's sister company, Calvert and Pyrah.

The museum traces the history of Oxford University's involvement in printing and publishing from the fifteenth century to the present day.

The new exhibition shows the growth of OUP as a printer of academic literature, Bibles, and Prayer Books, and includes printing equipment from the seventeenth, eighteenth and nineteenth centuries. Displays also deal with notable books: Clarendon's 'History of the Great Rebellion', the first edition of 'Alice in Wonderland', and the evolution of the 'Oxford English Dictionary'.

Our work scope includes design development, graphic design, full fit out, joinery and showcases. We have had to ensure that all the cases installed are not only



Director Jackie Pyrah and designer Lisa Brown in action

aesthetically pleasing but also of the highest conservation grade to ensure the care and preservation of some of the nation's most valued and important publisher's artefacts.

Our client: Oxford University Press

Designed by: Drinkall Dean

WORLD WAR I TRENCH



The trench in production

The Museum of Lancashire in Preston is renovating seven galleries and improving visitor facilities in its Grade II listed home. Paragon Creative is working closely with the refurbishment contractors and the Council's teams to design and develop an engaging and informative 'Trench Experience'.

The plans for the refurbished museum include increased interactivity, improved access for all and of course, Paragon Creative's realistic recreated walk through a World War I trench. Key features include costumed figures, weapons from the museum's collection and interactives designed and built by the in-house team in the Lancashire Museum.

Our client: Conlon Construction

Designed by: Lancashire County Council

ROMAN ARMY MUSEUM – LONG BOW

The newly developed Roman Army Museum is located at the Roman fort of Carvoran, next to Hadrian's Wall. This new immersive exhibition focuses on the organisation of the Roman Army and its importance as an instrument of the Roman Empire, the structure of the massive military machine and the every day duties that the legionaries and auxiliary troops performed whilst living on Rome's most northern frontier.

The museum combines innovative 2D and 3D audio visual deliveries with striking displays of hundreds of artefacts unearthed as part of the Vindolanda Trust's ongoing archaeological investigations at the nearby Vindolanda Roman fort.

Paragon Creative was contracted by Edinburgh based museum design specialists, Studio MB, to design, deliver and install a Roman Syrian archer's bow interactive which allows visitors to test their skill by firing a replica Roman bow. It's not as easy as it looks in the movies!

We sculpted the bow based upon historical information and cast it in a modern composite material to give it a life-like draw weight.

Our client: Studio MB

Designed by: Paragon Creative

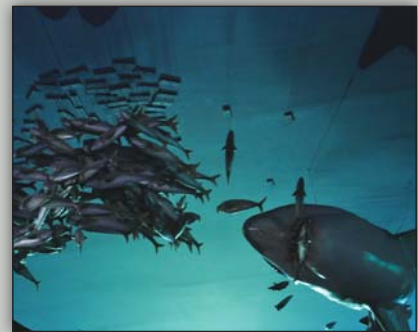


ISTANBUL AQUARIUM

Continued from page 1.

A selection of photographs of our heavily themed galleries.





QUEST TO SAVE THE RAINFOREST

Following the successful completion of the Istanbul Aquarium we have been asked to create two secondary attractions within the Aquarium to launch in December 2011, six months after the Aquarium opening next month.

The first attraction will be Quest to Save the Rainforest. This highly interactive and highly themed attraction covers ten zones and will feature battles with loggers, finding medicine in the rainforest, crossing treacherous water... lots of physical, mental and skill based challenges. This is a large Quest capable of entertaining over 1.5 million visitors per year.

The second attraction will be Europe's largest interactive Mirror Maze. The task will be to find the 'source of the

Amazon'. The Maze will be themed as a Rain Forest with 1000's of trees and 200sqm of canopy. There will also be animals and scares within the theming to keep audiences on their toes!



Our client: Istanbul Aquarium
Designed by: Paragon Creative

THE GALLIPOLI CENTRE

We are proud to be working with one of our Turkish clients and the Turkish Government to build a new immersive visitor centre based at Gallipoli on the west coast of Turkey.

The Kabatebe Simulation Centre is a new museum built into the hillside at Gallipoli and is the only building to have been granted permission to be constructed on the protected battlefield site. The Centre will include full 5D experiences spread over 13 galleries and utilising contemporary film, cutting edge 3D CGI animation, panoramic screens with moving stages and heavily themed environments with special effects to tell the story of the WW1 Gallipoli Campaign.

Our work scope includes building two replica Krupps 240mm Fortress guns, both measuring over 12m long; a large recreation of a section of HMS Ocean with fully functioning recoiling and smoking naval guns measuring



Corporal Seyit – a key Turkish figure in the Gallipoli campaign



8m long Krupps gun barrels in production



Clay sculpting of an injured soldier

7m long; a full size replica mine ship with mines and moving deck; trench scenes and numerous museum quality sculpted soldiers and their equipment.

The Campaign took place at the peninsula of Gallipoli in the Ottoman Empire between 25 April 1915 and 9 January 1916. A joint British and French operation, made up in the majority by the Australian and New Zealand Army Corps (ANZAC), was mounted to capture the Ottoman capital of Constantinople and secure a sea route to Russia. The attempt failed, with heavy casualties on both sides.

Anzac Day, 25 April remains the most significant commemoration of military casualties and veterans in Australia and New Zealand.

Our client: Benart
Designed by: Mart and Paragon Creative

YOUTH OF THE NILE MUSEUM, CAIRO



Over the past year we have been design developing and building large parts of the 'Youth of the Nile Museum', formerly the Suzanne Mubarak Children's Museum in Cairo. The Museum is not merely a building displaying objects, but rather a pioneer experience in Egypt where building, park and child interact and are integrated.

It will host 100,000 children each year and will provide learning support and hands-on teaching for children aged from eight to fourteen years old.

Paragon Creative is undertaking major set works, interactives, model making and theming packages for the first floor gallery and the interactives in the basement level. We are producing a variety of exhibits including – a demonstration of traffic movement around Cairo; energy sustainability and The Aswan Dam; a bas relief archaeological dig; an immersive green screen swimming interactive with coral rock work theming in the Red Sea; a sand blower interactive about the production and movement of sand dunes; a Jeep which vibrates and recreates a dune drive; interactive boats with screens for game play; a Nile table model interactive incorporating a 12m long bas relief showing life, tourism, nature and business on the Nile, including working cranes, models of wildlife and boats.

The recent overthrow of President Mubarak caused major challenges for our installation team (who were in Cairo at the time of the revolution) but the project is back on track and is due to open in June 2011.

Our client: Egyptian Army

Designed by: Kraemer Design & Production Inc



FORT NELSON

We are delighted to be working with the Royal Armouries again. This time we are undertaking the physical interactives package for Fort Nelson in Portsmouth.

Fort Nelson was built in the 1860s as part of a large chain of fortifications designed to protect the great naval harbour of Portsmouth in Hampshire and its Royal Dockyard from a feared French invasion.

The site covers 19 acres and is now fully restored, the Fort stands today as a monument to the skills and ingenuity of Victorian engineering and architecture.

The museum opened in 1995 as the home to the Royal Armouries collection of artillery displaying over 350 big guns and historic canons from the national collection of arms and armour.

The interactives are designed to illustrate a number of key subjects relating to the Fort's history.

These include a 'how the fort was built' interactive, a smelly slopping out bucket, a giant magnifying slider and a semaphores and flags interactive, and our 'Touch - Look - Listen' interactive from our joint interactives products range produced in conjunction with the Royal Armouries.

Designed by Haley Sharpe, the work scope is utilising the skills of our interactives team as well as our joinery, set works and props departments.

Our client: Royal Armouries

Designed by: Haley Sharpe Design Ltd

WE REBUILD THE UNSINKABLE

A major new Titanic visitor attraction is being built in Belfast. Paragon Creative has been awarded the key contracts for the Scenic fit-out of the dark ride and the Interactives contract. Event Communications designed the exhibition, after winning a competitive pitch tendered by the Northern Ireland Tourist Board.

Event Communication's design takes visitors on 'a journey' beginning in a gallery exploring Belfast's industrial, shipbuilding and maritime history. Visitors will then be taken up through the building, passing a huge replica of the propeller, to a six-minute audio-visual ride showcasing the creation of the vessel. A 'flying theatre' will finish the visitor experience, featuring cutting-edge moving seats suspending visitors over a cinema screen.

The attraction, currently called the Titanic/Maritime Heritage Signature Project exhibition is to be set within a £97m Eric Kuhne and Associates-designed landmark in Belfast's docklands. This iconic building will be a landmark tourism, leisure and cultural facility, over five storeys high

and will be located at the head of the Titanic and Olympic slipways in the heart of Titanic Quarter.

When complete, the building will be nearly twice the size of Belfast City Hall and will be the central feature of the overall Titanic Quarter development. The shape of the building is derived from the five pointed 'white star' logo of the White Star Line Shipping Company.

Harcourt Construction (NI) Ltd is overseeing the construction of this new project, the largest urban regeneration project in Europe.

The Titanic Signature Building will be capable of hosting in the region of 900,000 visitors per annum, including up to 400,000 visitors to the exhibition.

It's a stunning project and we are very proud to be involved in this world-class attraction.

Our client: Harcourt Construction
Designed by: Event Communications Ltd

TITANIC CENTENARY EXHIBITION



Recreating the Titanic

This new exhibition is due to open in Spring 2011 at the Ulster Folk and Transport Museum marking the centenary of the launch of the Titanic. The exhibition will draw on National Museums Northern Ireland's collections, featuring more than 500 original artefacts.

Paragon Creative is creating four exciting and new interactive displays to help with the interpretation of this epic story – Riveting, Communications, Connections and a central display model featuring a Morse Code interactive. The exhibition investigates why the Titanic was built in Belfast and how local enterprise and skills combined to produce such a spectacular vessel. Visitors can also discover life on board through fascinating objects and personal stories.

Our client: Patton Heritage
Designed by: Haley Sharpe Design Ltd

DUNBRODY

Paragon Creative has been contracted by Studio SP in Edinburgh to theme and fit-out a new visitor centre in New Ross, Eire which opens in June 2011. The visitor experience includes an on shore interpretation centre and a tour on board The Dunbrody, which is a replica 176ft long 19th century sailing ship.

Visitors to the new centre will see the historic background to the Great Famine, and the reason why so many people were forced to emigrate on sailing ships like Dunbrody to America in the mid 19th century. The ship is fitted out exactly as it would have been for a voyage to America.

After the on-board experience there are further galleries on-shore which describe the arrival and the new life in America. This visitor experience provides a unique insight into a period of history which shaped modern day Ireland and America.

Our client: JFK Trust
Designed by: Studio SP



ROBIN HOODS BAY



The aquarium in the new exhibition centre

The Old Coastguard Station is a National Trust Visitor Centre at Robin Hoods Bay, in North Yorkshire. This restored coastal lookout station is home to an exciting new exhibition and education centre, showing how the elements have shaped this beautiful part of the coastline.

Designed by Touchwood Design of Devon, Paragon Creative designed and installed a range of interactives demonstrating wind speeds, wave erosion and the tides, we also undertook the full fit-out and theming of the displays and installed a new themed aquarium tank

to replicate life in the rock pools in the bay.

Alan Simons of Touchwood Design said "We appointed Paragon to produce interactive machines for a coastal interpretation visitor centre, as their pedigree in this area is unsurpassed in the UK. I liked their attitude throughout. In particular, making the interactives visitor-proof by design. The skills they possess in-house are astonishing. The results are fantastic and I have a happy client."



Eleanor Pyrah meets Eleanor Pyrah

Our client: The National Trust
Designed by: Touchwood Design

DEEP AQUARIUM TANK

The Deep in Hull unveiled its new Amazon Explorers' Den for February half term this year. The new den features live insects and carnivorous plants and features a live link to the Brazilian Amazon, where The Deep is now sponsoring a ranger.

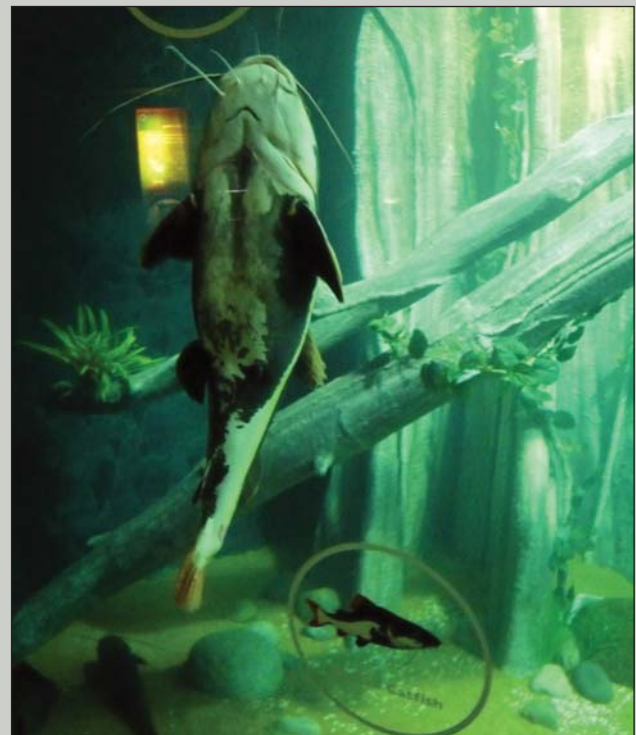
Freshwater fish are now displayed at the Deep subaquarium for the first time, and Paragon Creative was contracted to create the in-tank theming consisting of huge mangrove tree roots, built offsite in our York workshops and installed in-tank by divers whilst the tank was still full of water. The display is part of the Deep's involvement with the International Year of Biodiversity, organised by the United Nations.

The project was to transform a rather dated North Sea display into an Amazonian flooded forest. The tank which boasts a 7m by 3m acrylic window has extremely limited access and could not be drained during construction.

All the tank dressing which includes two massive buttress roots had to be made in pieces and then assembled under water by the Deep's Dive Team. The new tank graphics undertaken by Calvert & Pyrah are a new, stylish and effective way of listing the tank species in an aquarium.

The tank now houses Pacu, Silver Arawana, Redtailed Catfish and fresh water turtles.

Colin Brown The Deep's Chief Executive added "We always knew this had the potential to be a very difficult project, access to the tank is very restricted and our timescales were short, but Paragon worked with us closely all the



The Amazon tank

way through and have delivered a stunning product which we, and more importantly the public are very impressed with. The guys at Paragon did a great job for us."

Our client: The Deep
Designed by: Paragon Creative Ltd

CLARA BOG



Paragon Creative was commissioned to produce lifelike models for the new Clara Bog Visitor Centre in County Offaly in Ireland.

Clara Bog is home to many rare and unusual flora and is considered a raised bog of such importance that it is currently being considered for inclusion as a UNESCO heritage site. The bog features a boardwalk which permits walkers to safely cross the bog.



The new visitor centre contains a range of media including graphic displays, artefacts and multimedia interpretation. Our models provide visitors with a close-up and detailed perspective of some of the flora and fauna which may otherwise go unnoticed in this rich and diverse environmental setting.

Our highly intricate models include a barrel of preserved bog butter, a curlew, dragonflies, sundew plants and a raft spider all realistically recreated and set within natural bases.

Our client: **Patton Heritage**
Designed by: **Bright 3D**

PALACE AQUARIUM

Working in conjunction with Aquarium Design International Ltd, Paragon Creative has completed a bespoke piece of in-tank coral theming for a private home aquarium in London.

Following our successful collaboration with Aquarium Design Ltd whilst working together on the Heron Tower project, this new coral work features specific coral species displayed in a manner that is ultra-naturalistic.

Our client: **Aquarium Design International Ltd**
Designed by: **Aquarium Design International Ltd**

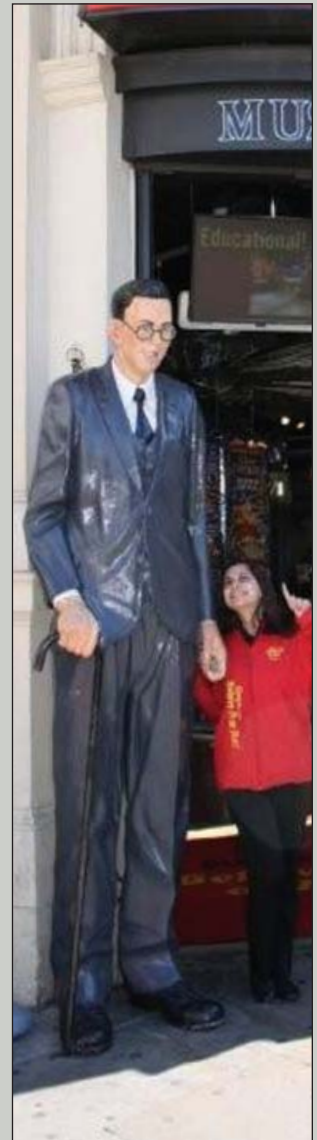
TALL MAN RIPLEY'S

We were recently contracted by Ripley's Believe it or Not in Piccadilly Circus to sculpt and cast a figure of Robert Pershing Wadlow (February 22, 1918 – July 15, 1940) who was the tallest person in history for whom there is irrefutable evidence. He now stands proudly outside Ripley's Believe it or Not at 1 Piccadilly.

Wadlow reached 8ft 11.1in (2.72m) in height and weighed 485lb (220kg) at his death at age 22. His great size and his continued growth in adulthood was due to an over active pituitary gland which results in an abnormally high level of human growth hormone. There showed no indication of an end to his growth throughout this short life.

An estimated 40,000 people attended Wadlow's funeral on July 19. He was buried in a 10ft long (3.0m), half-ton coffin that required twelve pallbearers to carry.

Our client: **Ripley's Believe it or Not!**
Designed by: **Paragon Creative Ltd**



For further information about our range of services please contact us:

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