

Our World is Water

One destination, **two** incredible journeys....



PURPOSE OF PRESENTATION

To provide the Fort Lauderdale City Commission with a phase update on the joint attraction development

Aquarium

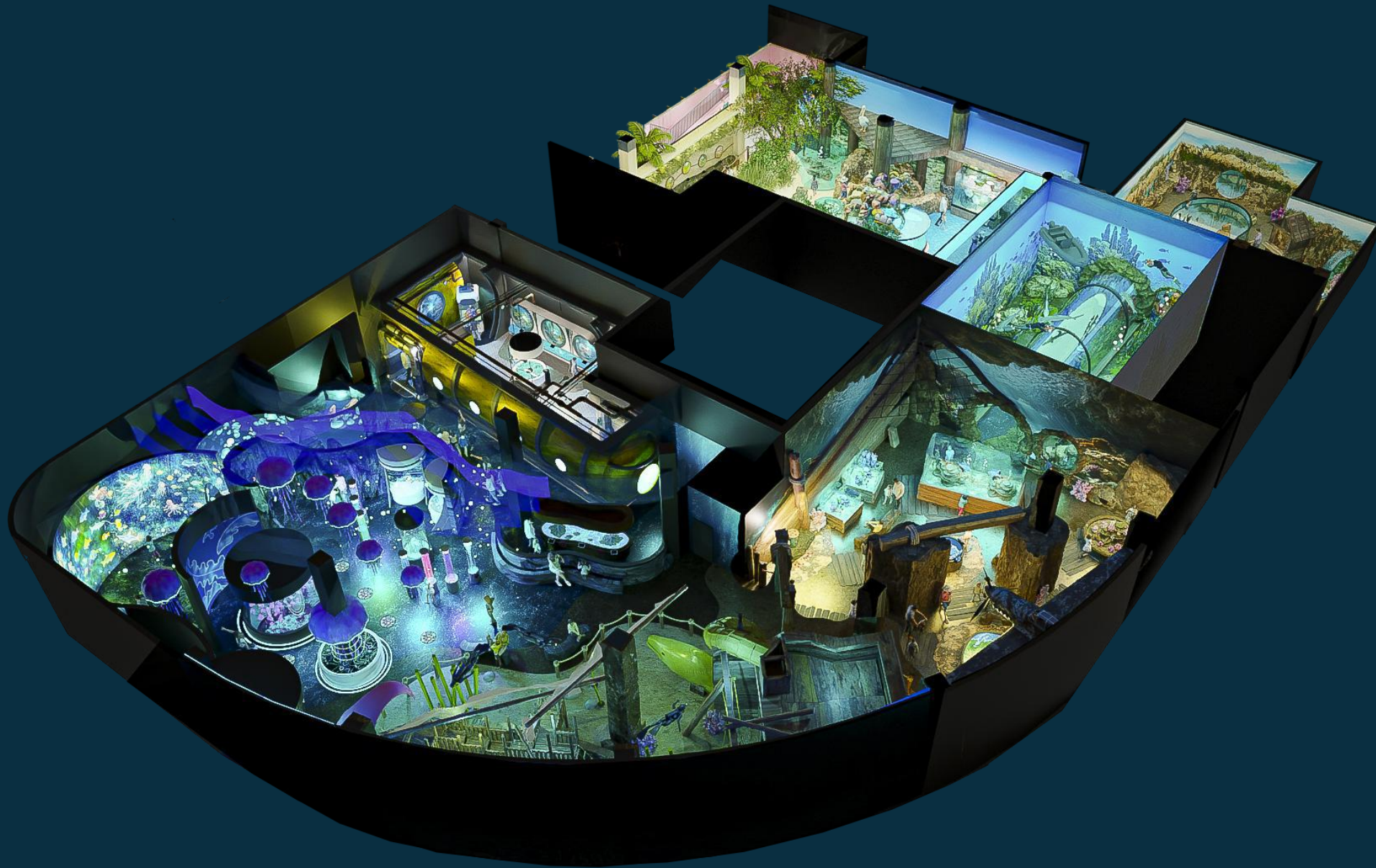
Current design renderings and development updates for the waterfront aquarium experience.

ISHOF Experience

International Swimming Hall of Fame concept visuals and experience design.

Frameless

Immersive experience renderings and creative vision for the Frameless installation.



ATTRACTION OVERVIEW



01 BEACHFRONT ENTRANCE



02 SAND DUNE WALKWAY



03 WADING INTO SHALLOWS



04 SHALLOW REEF TOUCH POOLS



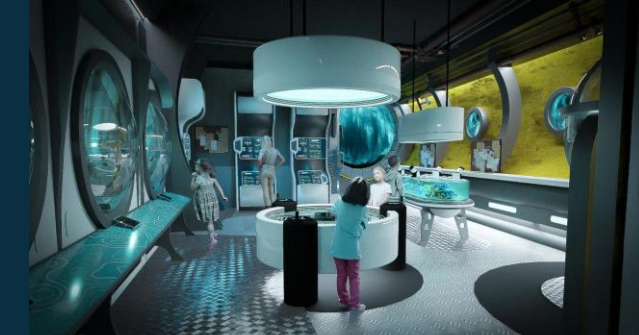
05 OCEAN TUNNEL



06 MID REEF SHIPWRECKS



07 MYSTERIES OF DEEP REEF



08 RESEARCH STATION FINALE

GUEST JOURNEY

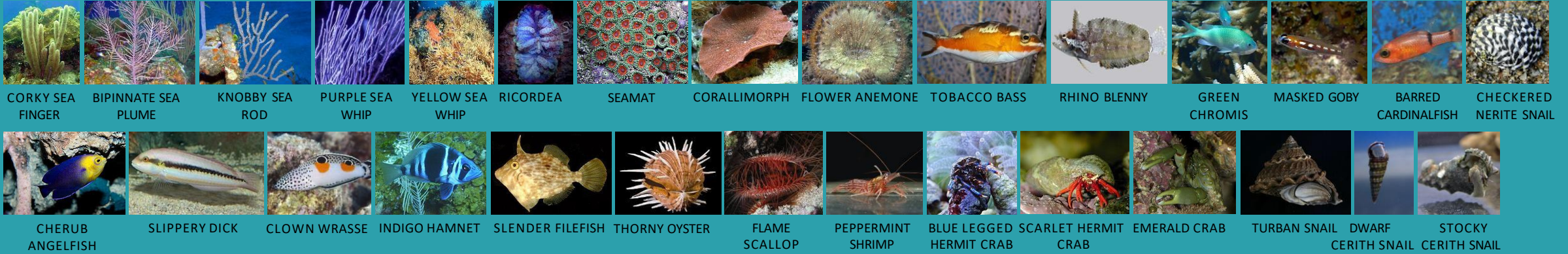


BEACH TO SHALLOWS 3D VIEWS



BEACH TO SHALLOWS 3D VIEWS

LIVE CORAL - SOFT



LIVE CORAL - STONY





BEACH TO SHALLOWS 3D VIEWS



Beach to Shallows

The journey begins on a sunlit beach, where newly hatched turtles emerge from the sand and instinctively move toward the glittering water. One hatchling gives an indication for you to follow them!

The newly hatched turtle must navigate towering crabs, mangroves and an ominous looking Pelican. The supports of a giant pier provide somewhere to hide. Small fish dart through the clear shallows, while the deep ocean wall shimmers beyond, full of mystery. As waves roll in, one powerful surge lifts the young turtle from the shoreline and carries it away from the safety of the beach into something entirely new.

Key Environmental Learning for Guests

- The vulnerability of hatchlings during their first journey
- The importance of healthy beaches, seagrass, and protected shorelines
- The variety and importance of shallow habitats
- Why only a small number of hatchlings reach the open ocean

“The sand is warm beneath my flippers, the water sparkles ahead, and with my brothers and sisters beside me, I follow the pull of the sea towards my first great adventure.”

NARRATIVE



SHALLOW REEF



SHALLOW REEF 3D VIEWS



SHALLOW REEF INTERACTIVE – OCEAN TUNNEL



Shallows & The Ocean Tank

Now a juvenile, the turtle settles into the rocky shallows, where coral outcrops and reef formations create a busy and ever-changing environment.

Strange and wonderful marine species appear around every corner, and the turtle learns where to feed, how to shelter, and when to move on. This is a place of learning and curiosity, getting up close with some wonderful animals.

Curiosity draws the turtle beyond familiar waters and into the open ocean. Gliding through the ocean tunnel, bonnethead and nurse sharks move effortlessly nearby, while snorkelers and sea-scooter explorers observe the turtle on its journey.

Key Environmental Learning for Guests

- The role of rocky shallows and coral habitats as nursery environments
- How young turtles find food and co-exist with other species
- How to respectfully observe and interactive with animals
- How humans can explore the ocean responsibly

“These rocky shallows are my classroom. I meet new animals, taste new foods and become more inquisitive”

NARRATIVE



MID REEF



MID REEF 3D VIEWS



MID REEF
3D VIEWS



MID REEF

3D VIEWS



NARRATIVE

Mid Reef & Shipwreck

Colour and movement surround the turtle as it reaches the mid reef, where coral structures form a thriving underwater community.

Fish of every shape and size weave through the reef, revealing a delicate balance of life. Through a passage, an old shipwreck emerges, now home to a giant moray eel guarding a hidden treasure. Divers circle above in a race against time to find the bounty, while a magical mermaid encounter brings the reef's stories, history, and imagination alive!

Key Environmental Learning for Guests

- Coral reefs as complex, living ecosystems
- The balance between species that keeps reefs healthy
- Shipwrecks as artificial reefs and historical habitats
- The wonderful fish of the reef and their associated corals

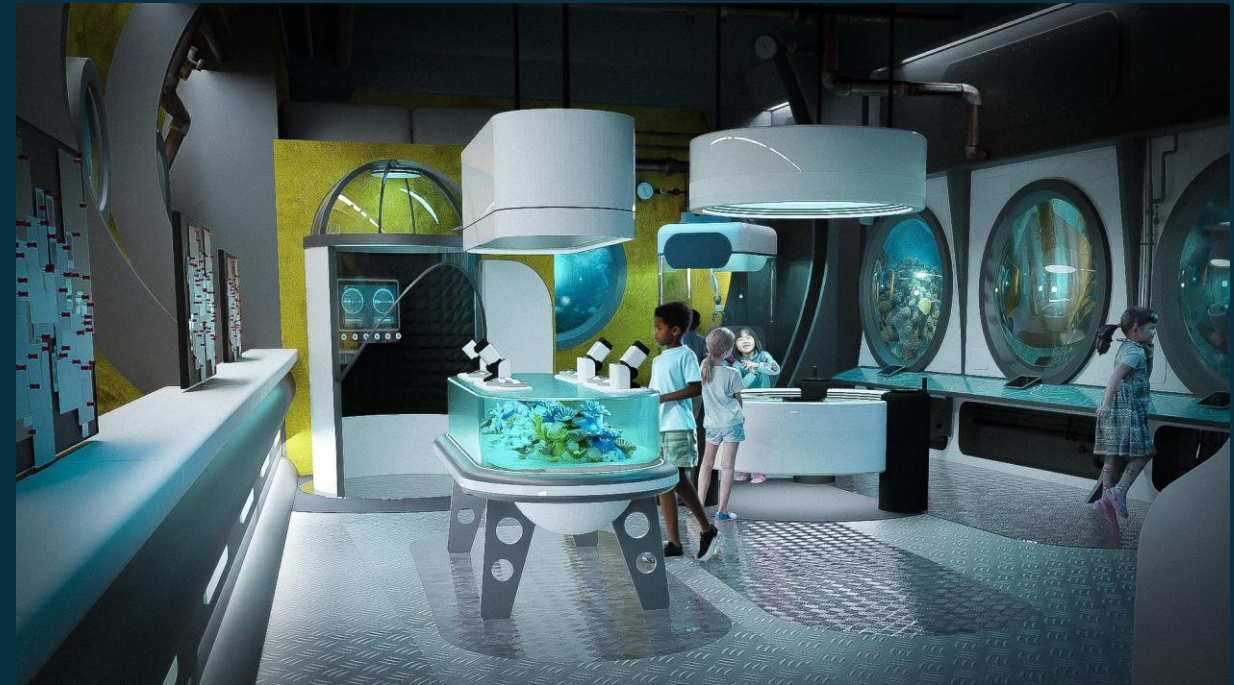
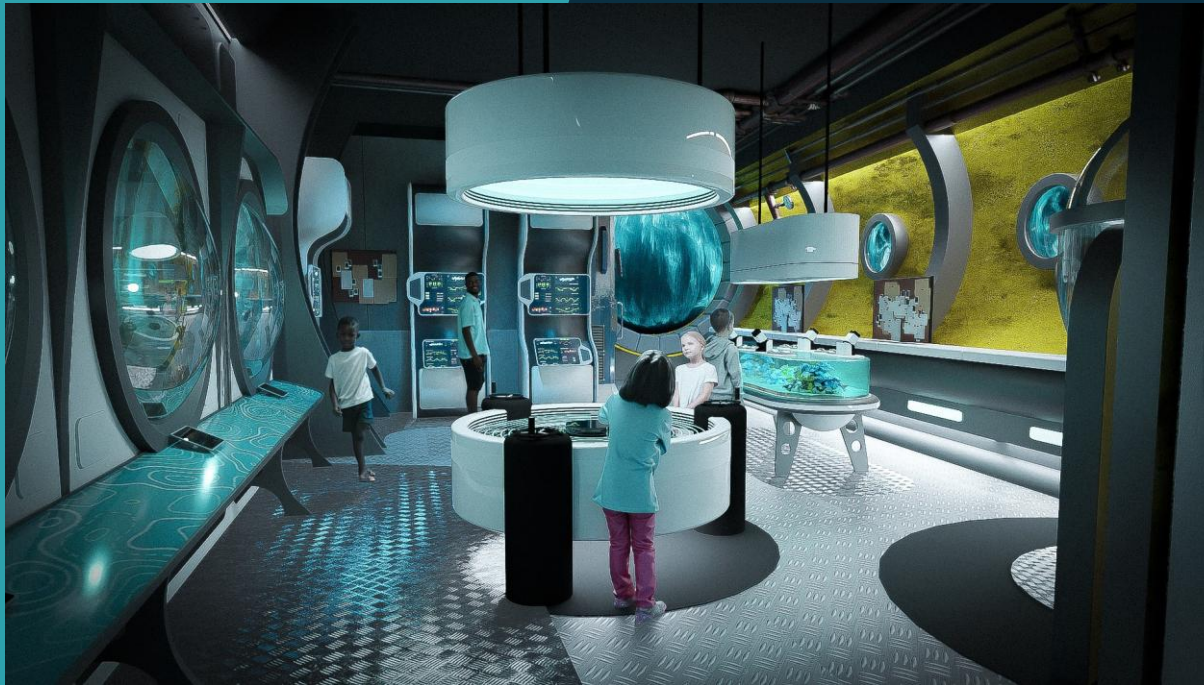
"The reef is alive with color and movement. I weave through coral and discover an old shipwreck full of secrets. Friends, stories, and a little magic remind me how everything here depends on balance."



DEEP REEF



DEEP REEF
3D VIEWS



DEEP REEF 3D VIEWS



Deep Reef & Research Base

Drawn by glowing light, the turtle descends into the deep ocean, where bioluminescent creatures shimmer and jellyfish drift through the darkness.

Whale songs echo as an underwater research base appears, quietly observing and protecting the ocean. Pausing at the window, the turtle seems to thank the researchers for their tireless work before swimming onward to distant breeding grounds, ready to begin the cycle again.

Key Environmental Learning for Guests

- Deep-sea ecosystems and bioluminescence
- The importance of scientific research and conservation
- How protection efforts help marine life
- The life cycle of sea turtles and why long-term conservation matters

“Glowing lights guide me deeper than ever before. Jellyfish drift, whales sing, and I see humans working quietly to protect my ocean home. With their help, I am ready to continue my journey.”

NARRATIVE

ISHOF Experience



LIFT EXPERIENCE



LIFT EXPERIENCE

Guests exit the Aquarium's Deep Reef Research Lab via lift. Themed to look like the extension of the lab, it ascends the depths back to the surface.

Screen above simulates the lift rising up from the depths

Digital screen shows the depths guests are rising from

Screens on both sides of the lift emulate viewing portals stopping at 3 different depths
Between each depth state, rapid bubbles give the impression the lift is moving rapidly through the depths

Screen within the floor simulates the lift rising up from the depths

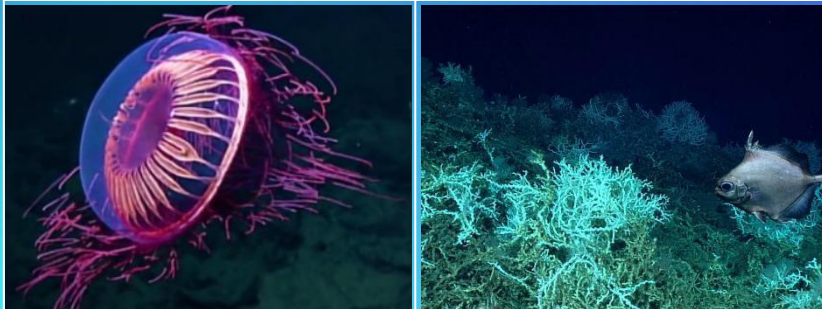
SHALLOW REEF



MID REEF

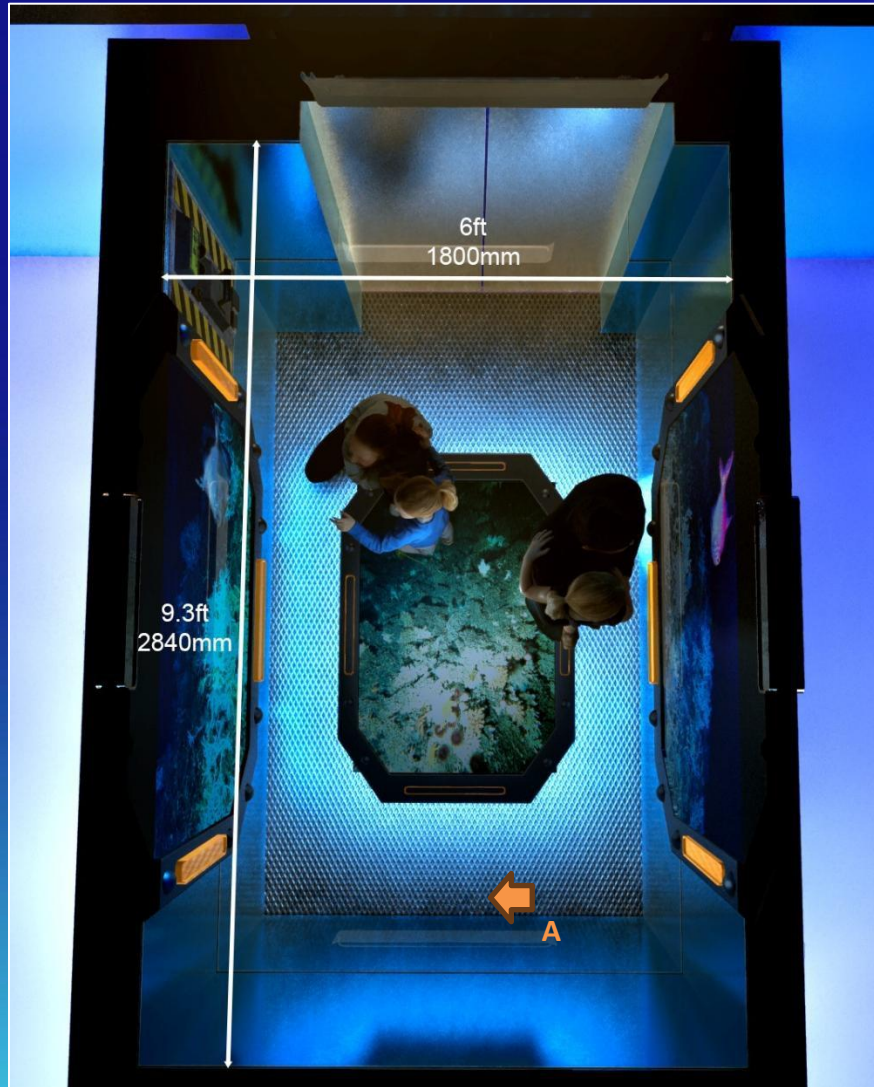


DEEP REEF

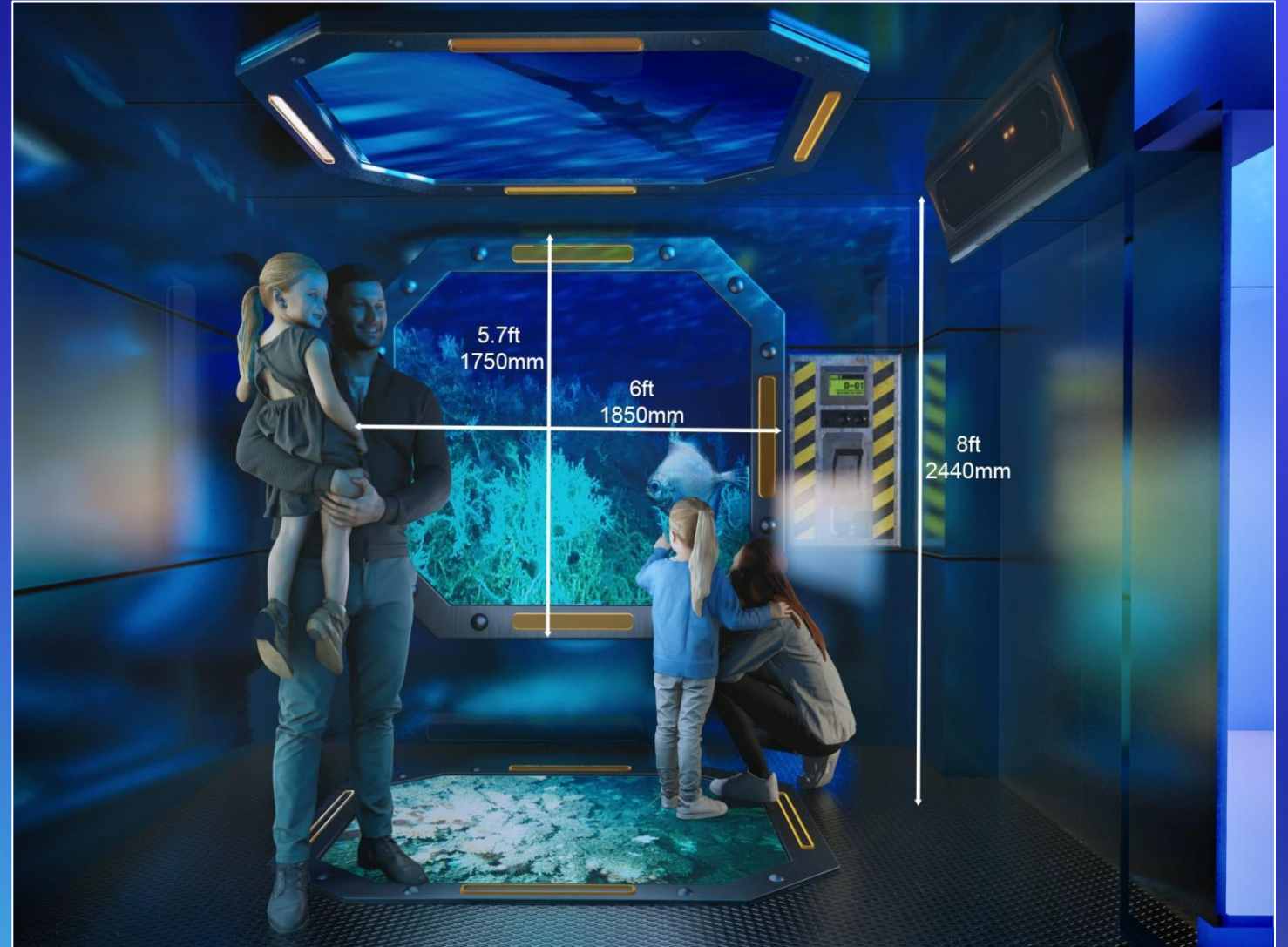


LIFT EXPERIENCE

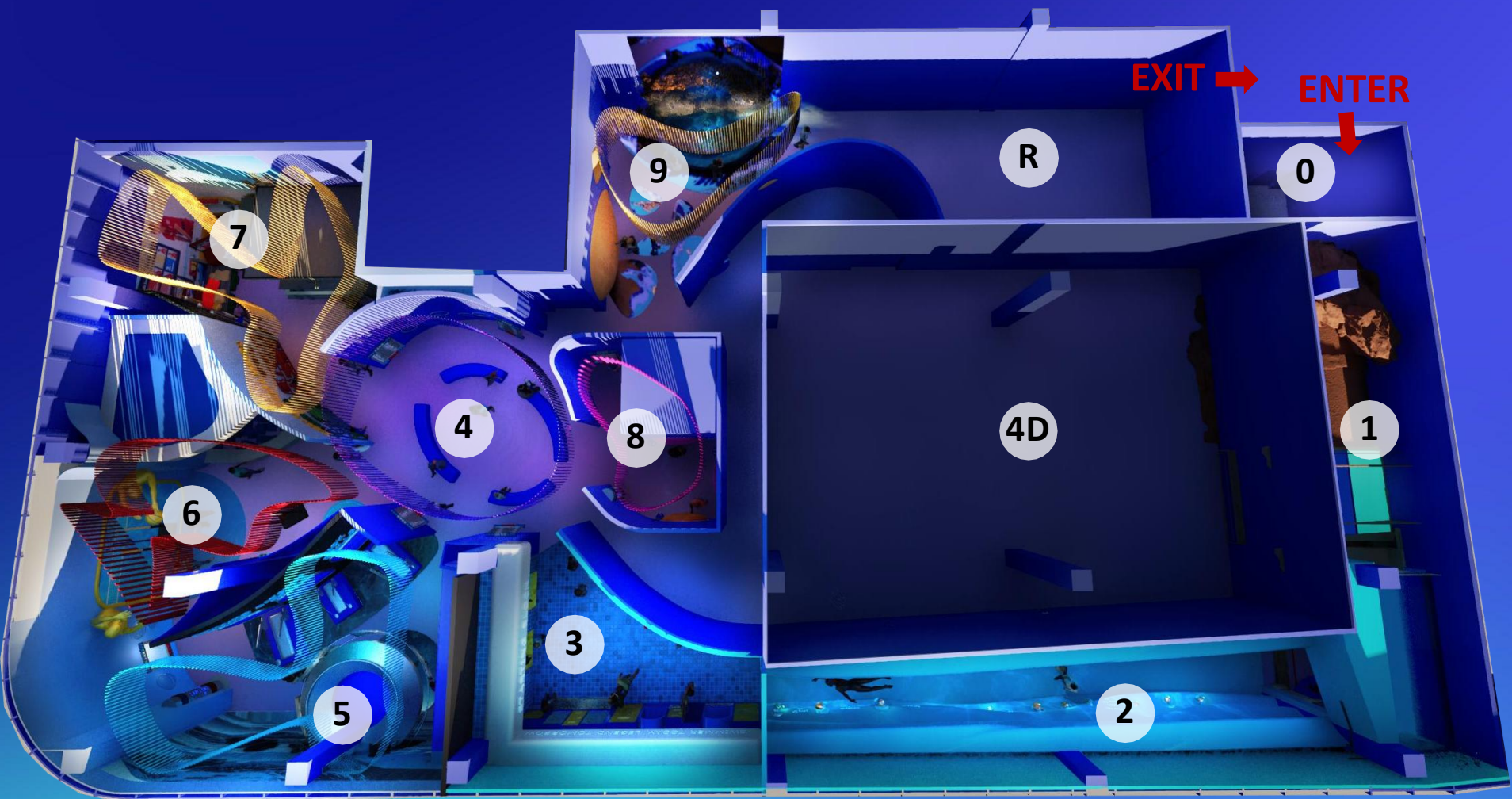
Please note: all dims are indicative and must be checked on site prior to fabrication.



PLAN



SECTION A



- 0** ENTRANCE LOBBY
- 1** THE AQUATIC ORIGINS
"The History of Swimming"
- 2** THE CURRENT OF CHAMPIONS
"ISHOF Inductee display"
- 3** THE STARTING BLOCK
"The Making of an Athlete"
- 4** FIRST SPLASH
"Energy Arena"
- 5** ENDURANCE & ELEMENTS
"Ultimate Resilience Test"
- 6** PRECISION & POWER
"Biomechanics Playground"
- 7** SURVIVAL & RESCUE
"Little Lifeguard Academy"
- 8** ART & FLOW
"Beauty of Synchronization"
- 9** INTO THE BLUE
"We Are Born Swimmers"
- 4D** 4D CINEMA
- R** RETAIL

ISHOF EXPERIENCE LAYOUT











Michael Phelps
(2023)
28 Olympic Medals
USA

Caeleb Dressel
9 Olympic Golds
USA

Leon Marchand
5 Olympic Medals
FRA

Andrea Fuentes
(2023)
Artistic Swimmer
ESP

SWIMMER TODAY, LEGEND TOMORROW



STARTING BLOCK



3 STARTING BLOCK

PERSONALISED SWIM BAND

Here guests can scan their wristbands to learn about how they can be used throughout the interactive parts of the experience. Each band contains **RFID/NFC technology**, allowing guests to collect and store their personal achievements as they move through the experience. At this station, guests can check and update their details- name, age, and more using the on-screen prompts and built-in readers.

The station itself is styled like a nostalgic **vending machine**, inspired by the bright colours and rhythmic pattern of classic **swim lane rings**, setting the tone for the experience ahead.



Guests can use their bespoke bands to log their progress to help build their personal swim avatar



INTERACTIVES

LAP LOGS

When buying their ticket, guests will receive an RFID/NFC Swimband- their personal digital swim pass, which will unlock an experience that's tailored to them.

As guests progress through the exhibition's zones, achievements can be logged in real time. Every challenge, every drill, every dive they complete build a dynamic digital representation (swim avatar) of their endurance, form, and skill.

Guests' unique Swim Avatars would feature:

- Highlight clips (e.g., slo-mo dives)
- Scores and splash ratings
- Endurance metrics
- Personal badges and rankings
- Option to share a personalized "Athlete Journey Reel" that celebrates your wins on socials.

AV Content:

- Station readers at the end of each active zone
- Audio speakers – Activation sound bite to confirm logging of stats

Sponsorship opportunities

'Powered by': Garmin, Speedo, Fitbit etc...

INTERACTIVES



Guests can also use their bespoke bands to log their progress to help build their personal swim avatar



4 FIRST SPLASH

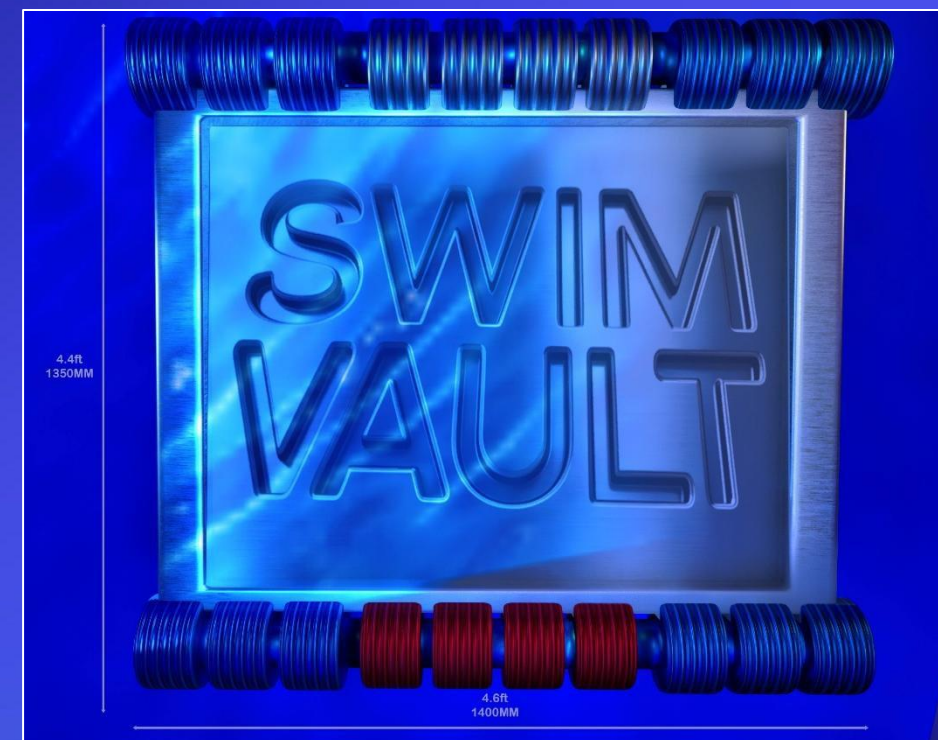


SWIM VAULTS

Items from the ISHOF archive will be displayed throughout the experience alongside interactive display hubs (Vaults). Guests will be able to use these to access the full digital archive.



The Vault itself is styled and inspired by the bright colours and rhythmic pattern of classic **swim lane rings**. Guests can navigate the Swim Vault of historic archival content by rolling the red rings.



Interactive Archive Navigation

Guests explore historic Olympic swimming content through a physical, intuitive interaction. Oversized red lane rings are mounted horizontally and can be rolled by hand.

As guests rotate each ring, **archival content scrolls and shifts** in real time:

- Historic race footage
- Training photographs
- Athlete profiles and milestones
- Iconic Olympic moments

ARCHIVAL CONTENT



SCULLING CATCHUP DRILLS

SCULLING DRILLS	
DISTANCE: 2500M	80
SETS: 10X100	AVG. PACE: 1:25/100M
INTERVAL: 1:30	1:30
AVG. PACE: 1:25/100M	CALORIES BURNED
CALORIES BURNED: 450	450

CATCHUP DRILLS	
DISTANCE: 2500M	80
SETS: 10X100	AVG. PACE: 1:25/100M
INTERVAL: 1:30	1:30
AVG. PACE: 1:25/100M	CALORIES BURNED
CALORIES BURNED: 450	450

KICK DRILLS

KICK DRILLS	
DISTANCE: 2500M	80
SETS: 10X100	AVG. PACE: 1:25/100M
INTERVAL: 1:30	1:30
AVG. PACE: 1:25/100M	CALORIES BURNED
CALORIES BURNED: 450	450





PUSH
YOUR LIMIT

PUSH
YOUR LIMIT

PUSH
YOUR LIMIT

6 PRECISION & POWER

WINGS OF A CHAMPION



MY WINGSPAN:
45% of Olympic Reach



LAP LOG

LAP LOG

6 PRECISION & POWER

SPLASH DOWN SLAM- THINK FAST, MOVE FASTER

Water Polo Practice Zone, a high-energy, interactive challenge that blends sport, strategy, and stamina.

Guests test their reflexes, aim, and teamwork in a dry-land simulation that captures the intensity of a real water polo match.

Through motion sensors, projection mapping, and responsive gameplay, participants experience what it's like to read the play, make the shot, and defend the goal.

Play modes: Ability to do single play or compete with a partner.



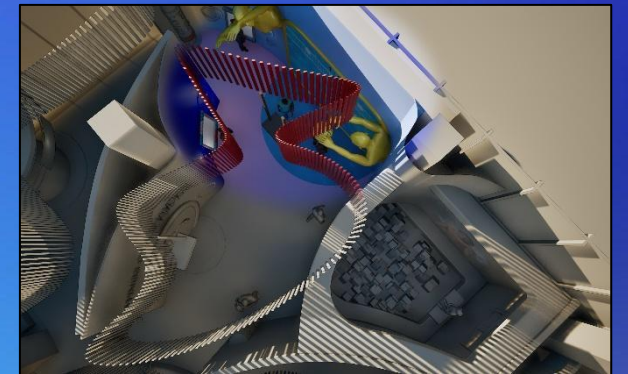
FRONT VIEW

Interactive Batak style wall with projection mapped game play and responsive motion tracking features.

Directional audio: Located behind wall and overhead producing realistic crowd cheering you on as you defend your goal and strike to perfect slam down splash slam.



Short-throw Projector: Mounted overhead projecting Moving ripples, wave sprays, ball trajectories, and splash impacts.



INTERACTIVES

7 SURVIVAL & RESCUE

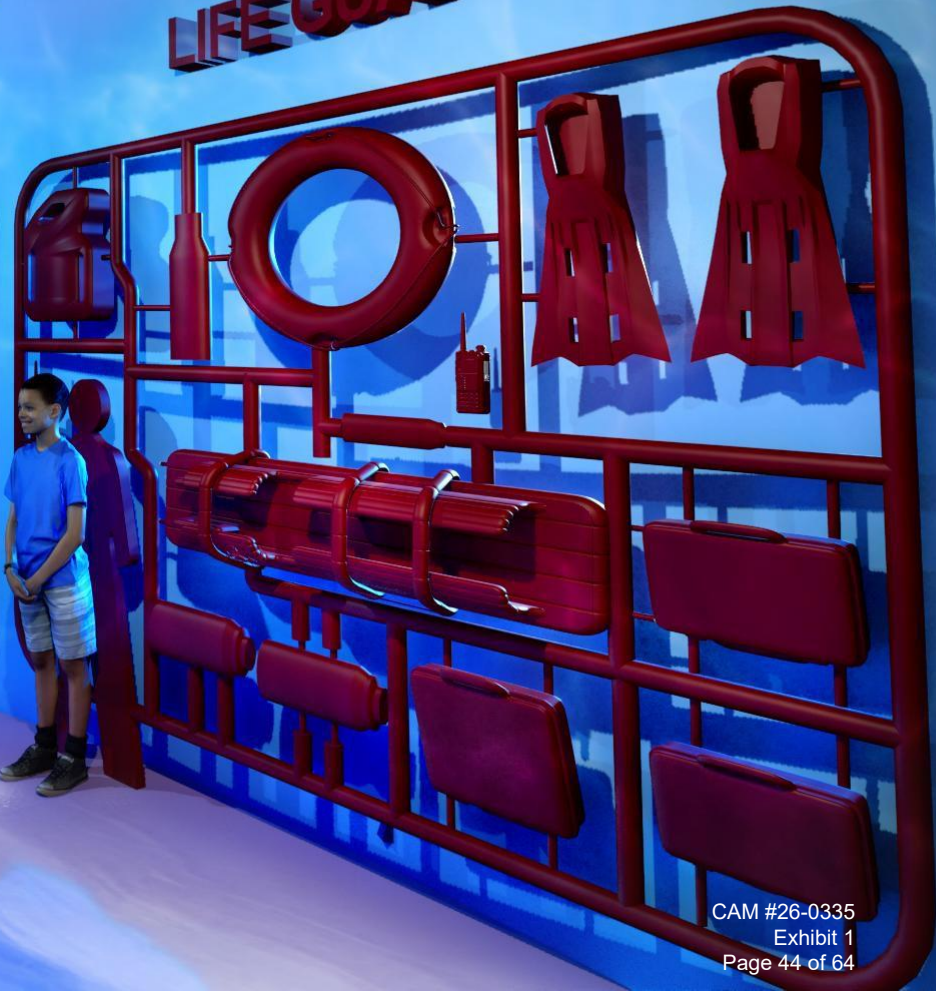


EVERY TOOL HAS A MISSION

LIFE GUARD

BEACH CONSERVATION

LAP LOG



ION

ARD





RAISE THE FLAG

 **Purple**
Marine Pest
(jellyfish, stingrays
& dangerous fish)

 **Red**
High Wave
(rough conditions
such as strong
and/or curving)



Life Saving Resuscitation Guide

1. Check Responsiveness		2. Call help	
3. Chest Compressions		3. Compressions	

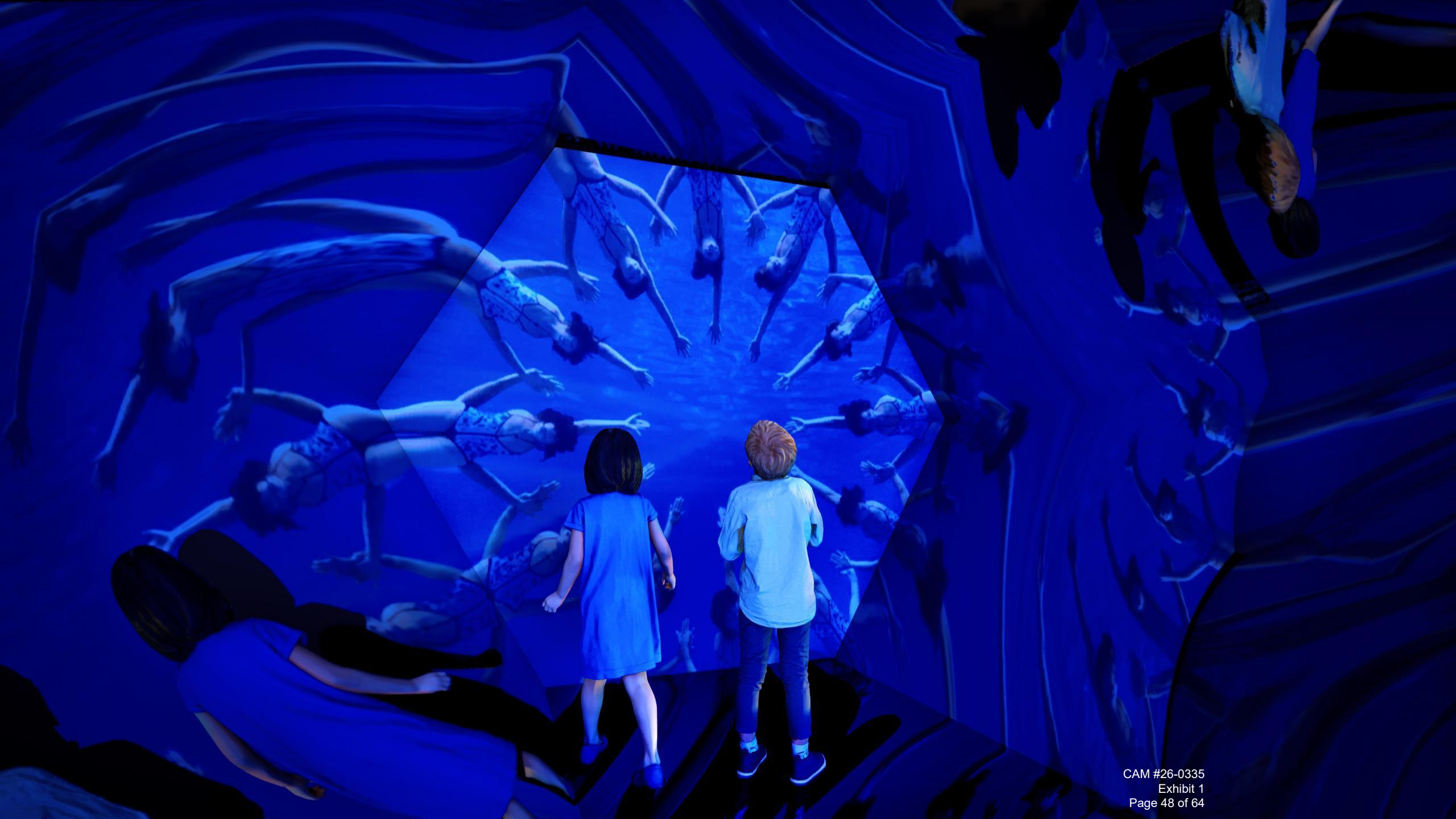


LIFEGUARD

CHOOSE YOUR MISSION

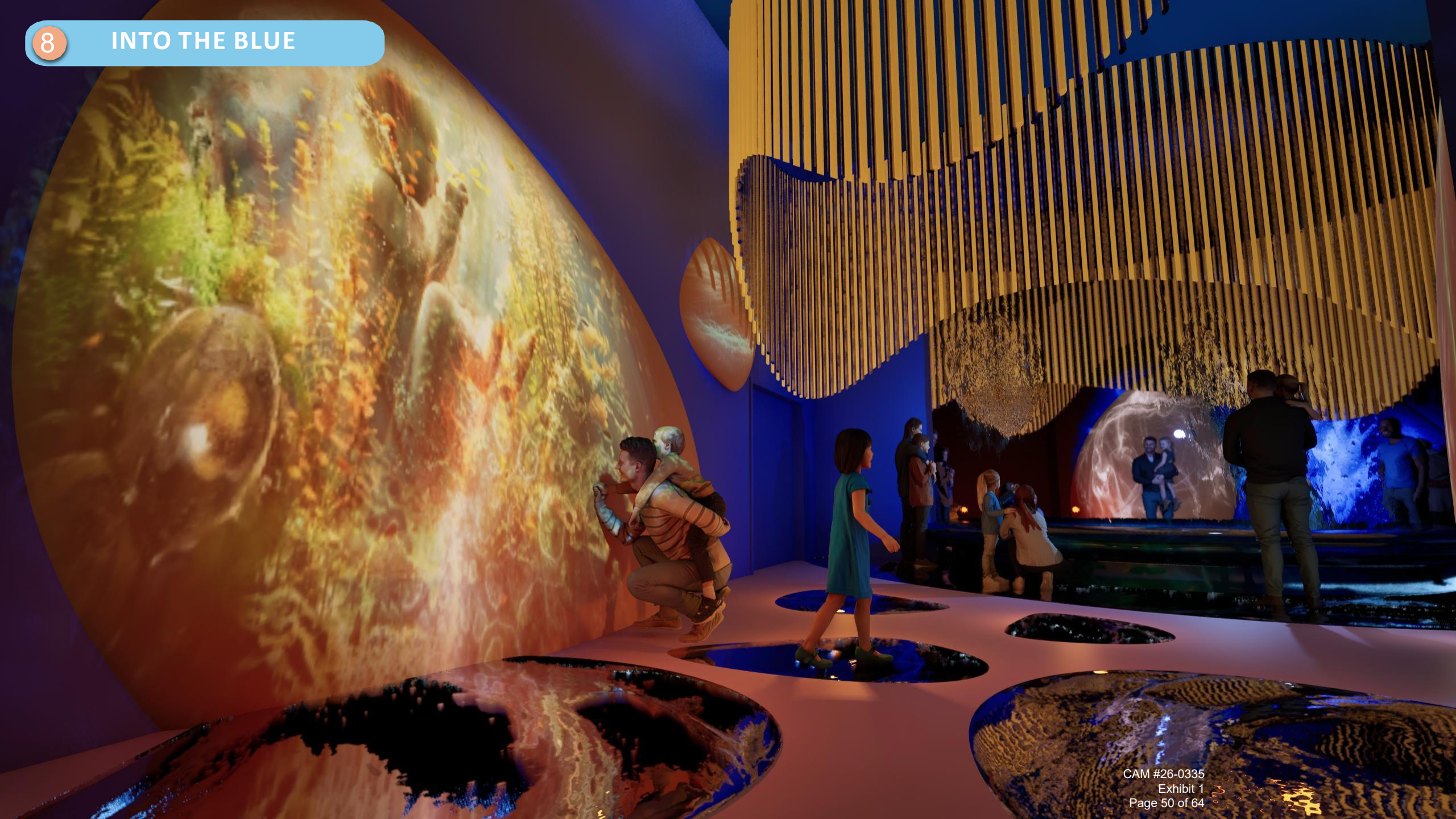






TACTILE SIGNALS
COMMUNICATING
UNDER WATER









4 D Theater



FRAMELESS®







