

 **Aardman**  
is

 *Exhibitions* 

**ATTRACTIONS**

**STAGE**  
*Shows*  
**LIVE**

*experiences*





[illegible]





**ATTRACTIONS**





# ROSA & BERRY: SHAUN THE SHEEP FARM GARDEN

This April 2019 we launched our first Asian farm attraction at Rosa & Berry in Japan, the Shaun the Sheep Farm Garden.

Visitors can explore life-sized versions of the sets, such as Farmer's House and the Sheep's Barn alongside a selection of bespoke character sculptures.

The attraction also features a café with an outdoor terrace and a multipurpose facility, available for hosting exhibitions and events.





**PARADISE  
COUNTRY**



# SHAUN THE SHEEP AT PARADISE COUNTRY

In December 2018, Paradise Country in Australia's Gold Coast, welcomed Shaun to their park.

The attraction features specially created character sculptures and interactive activities such as a themed tractor ride, the 'Scraps & Taps' water play area, 'Shaun's Adventure Camp' where visitors can have a go at making their own animations, and the 'Pig's Playground'.

There's also the stage show 'Shaun's Aussie Adventure' and visitors also have the opportunity to meet Shaun and Bitzer in character meet & greets.





# FARMER TED'S: SHAUN THE SHEEP ADVENTURE

Shaun and the Flock have followed the Farmer on his holiday up North and set up camp at Farmer Ted's Adventure Farm near Ormskirk.

The first ever UK Shaun the Sheep farm attraction launched in May 2019, featuring Bitzer's Kinetic Club House, an underground 'Moley Moley' playground, 'Hog Splash' water pistol fight with the Naughty Pigs and much more.

A promotional Shaun the Sheep Movie: Farmageddon themed 'Maize Maze' also launched across the summer holidays, including an exclusive AR app trail where visitors can unlock unseen footage and scenes from the movie.





# SHAUN THE SHEEP LAND: SKÅNES DJURPARK

Shaun's first ever international attraction opened in June 2016 at Skånes Djurpark in Malmö, Sweden.

The Attraction features a Shaun the Sheep tractor ride where visitors are invited to find the flock with Shaun and Bitzer on their journey around the park who have ventured to Sweden on holiday.





# AARDMAN PRESENTS: A GRAND EXPERIENCE

In 2015 Aardman and Heritage GB created a Shaun the Sheep Experience where Visitors have the opportunity to immerse themselves in the world of Shaun the Sheep; explore the farmyard, get hands-on in the studio and learn loads of great facts about the rest of the Aardman family!

The attraction relaunched in 2018 to include immersive, walk through zones for Morph and Wallace & Gromit too, featuring a 'Morphie' screen and a real set, as well as the chance to be blasted onto the Moon in Wallace's rocket!



# WALLACE & GROMIT'S THRILL-O-MATIC

Wallace and Gromit's first-ever theme park ride, the Thrill-O-Matic, opened at Blackpool Pleasure Beach in April 2013

This £5million investment includes a dedicated 80m<sup>2</sup> retail space selling Aardman merchandise & attracts more than 500k riders annually.







# SHAUN THE SHEEP: SOYU JAPANESE PLAYPARKS

From 2017 – 2018 Aardman launched a series of Shaun the Sheep themed indoor soft play parks, in partnership with SOYU.

There are currently 6 parks open in shopping malls across Japan including: Osaka, Nagoya, Sendai, Shonan and Sapporo.





# THE BEAR & THE SQUIRREL

In 2019 Aardman produced its first 4D film in partnership with Efteling, Europe's Third Largest Theme Park located in the Netherlands.

The film launched at Efteling's Fabula attraction in December 2019, and won the Park World Excellence Award 2020 for Best Dark Ride or Media Based Experience.

The International version of the film – The Bear and the Squirrel won LeBook Connections Best CGI Award, 2019 and is being distributed by Aardman and SimEx-lwerks.







# AN ADVENTURE THROUGH TIME

Following the success of The Bear and the Squirrel, Aardman have developed 2 new IP concepts for the attraction market.

An Adventure Through Time is a dark ride concept that follows the journey of Tang, a curious young girl who wanders away from her family during a trip to the museum, and comes across the mysterious 'Finger Trap' among the exhibits.

The artefact magically transports her back in time to a host of fantastical worlds, including ancient Egypt, an 18<sup>th</sup> century Chinese pirate ship, and the land of the dinosaurs.

Promoted in partnership with Sally Dark Rides.







# A FISH TALE

A Fish Tale captures a dramatic coming-of-age adventure of a determined young fisher-boy, Jie, and his playful cormorant sidekick, Jing.

With stunning river landscapes and fantastical underwater sequences, giant predators and sensory experiences, A Fish Tale provides the inspiration for theme park attractions audiences will adore the world over, including the following 2 concepts:

- **4D FILM:** an immersive screening experience
- **DARK RIDE:** the audience will go on a 4.5min journey riding in themed baskets, following Jie and Jing through 8 scenes.

Promoted in partnership with P&P Projects.







## WALLACE & GROMIT: THE BIG FIX UP

The Big Fix Up is a brand new Wallace & Gromit adventure, told as a rich, immersive, transmedia experience.

Players will interact through both digital and physical spaces, playing games through an app, watching videos on social media, comic strips and more.

This will culminate in a collaborative, live experience, where people, using their mobile phone as a 'window', will participate in the final act of the story.

Created in partnership with Fictioneers, and funded by UK Research and Innovation (UKRI) as part of the Audience of the Future program (key part of the Government's Creative Industries Sector Deal)

Launch 18<sup>th</sup> January, 2021.









# ROSA & BERRY: FARM GARDEN CAFÉ

Shaun the Sheep Farm Garden at Rosa & Berry features a café with an outdoor terrace, Shaun-themed meals, and a multipurpose facility, available for hosting exhibitions and events.





# TOKYO RECREATION: SHAUN VILLAGE CAFÉ

In October 2019 the Shaun Village Café opened at Tokyo's new shopping mall, Grandberry Park Minami Machida, in partnership with Tokyu Recreation, part of the Tokyu Corporation group.

The café features a replica façade of the Shaun the Sheep Farmhouse, terrace, themed rooms and meals, a retail and exhibition space, and sculptures of the characters





# SHAUN THE SHEEP: JAPANESE CAFÉS

There are currently 2 Shaun the Sheep themed cafés in Japan. The Shaun the Sheep Sunday Branch café is located in the Kichijoji Parco mall in Tokyo specialises in European cuisine, while the Shaun the Sheep Farm Café in Nagoya is themed like Farmer's House.

Both cafés serve up seasonal specials for events such as Christmas and Valentine's Day, and have a retail space stocking Shaun merchandise. Visitors also have the opportunity to meet Shaun himself.

A new Shaun the Sheep takeaway café launched in Mioka Kamiohoka, Yokohama in October 2020.



 **Aardman**  
is

 *Exhibitions*   




# THE ART OF AARDMAN

Created in partnership with Art Ludique: Le Musée, Paris, The Art of Aardman is a touring exhibition that celebrates intricacy, humour and artistry of the studio.

It features over 350 objects from multiple productions, including hand crafted models, elaborate sets, props, concept drawings, character studies, storyboards and production design.

The Art of Aardman premiered in Paris from March 2015, and has since continued it's international tour to Frankfurt, Melbourne, Seoul and Daegu, South Korea.

In autumn 2020 it returned to Europe, opening at the Forum Groningen in the Netherlands.





# FORUM GRONINGEN: STORYWORLD

In January 2020, the Storyworld exhibition opened at the Forum Groningen as part of their permanent collection.

The exhibition includes an Aardman themed display comprising of digital artwork, a Farmer puppet with half exposed armature, a Shaun the Sheep walk cycle and a set of mouthpieces.

It also presents Aardman's first ever Shaun the Sheep zoetrope, which features 50 models and strobe lighting.



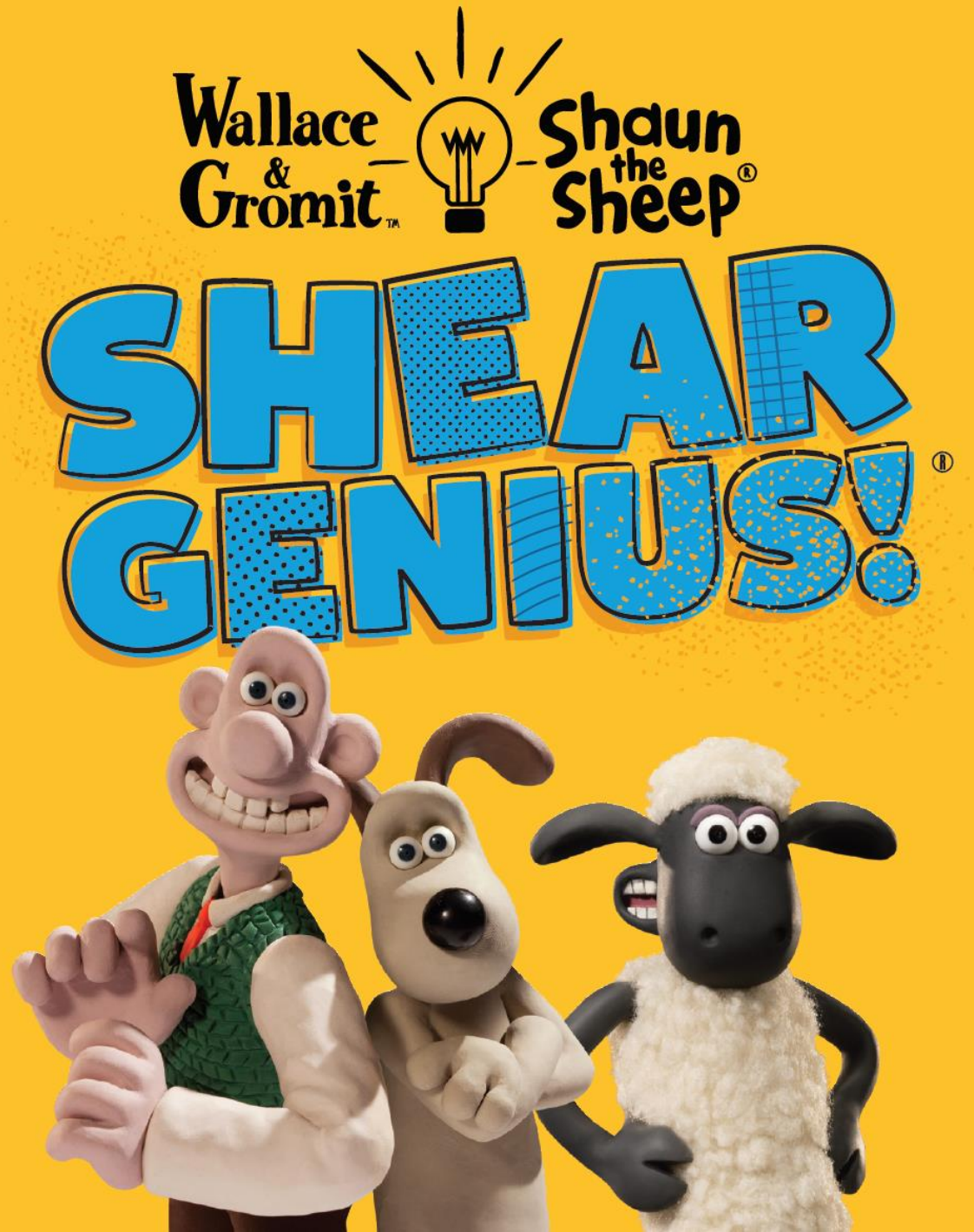


# MINNESOTA CHILDREN'S MUSEUM: SHEAR GENIUS

Coming in Spring 2022, Shear Genius is a new touring exhibition developed in partnership with the Minnesota Children's Museum.

It will be aimed at children aged 3-9 and focusses on the theme of problem solving using a range of Wallace & Gromit and Shaun the Sheep themed interactive activities and games.

The exhibition will open at the Minnesota Children's Museum and then go on to tour around the US, Canada and Mexico.





# M SHED: ANIMATING EARLY MAN

From July – November 2019 M Shed hosted the Animating Early Man exhibition, which focussed on the production processes required to create an Aardman film.

The exhibition included 8 sets, a selection of puppets, props, graphic artwork, behind the scenes images and videos, original sketches and a replica model maker's desk.

It also featured a cinema and several interactive activities such as a green screen, a camera display, a Foley area and animation stations.





# MONSTRA ANIMATION FESTIVAL

The 2019 edition of Lisbon's MONSTRA Animation Festival hosted an exhibition of Aardman sets, puppets and prop.

The display included production items from multiple Aardman brands including: Shaun the Sheep, Wallace & Gromit, Pirates, Chicken Run, Timmy Time, Morph and Early Man.

The exhibition was open from 14 February to 21 April at Lisbon's Museu Da Marioneta.





# WALLACE & GROMIT AT THE ROYAL MINT EXPERIENCE

In 2019 the Royal Mint developed a commemorative coin as part of the Wallace & Gromit 30<sup>th</sup> anniversary celebrations.

Royal Mint hosted a small Wallace & Gromit exhibition at their visitor centre in Pontyclun, Wales.

The display included 2 production sets and featured themed graphics and a Wallace & Gromit timeline. Visitors could also press their own W&G coin onsite.

The exhibition ran from October 2019 – March 2020.





# WE THE CURIOUS: ANIMATE IT

At We The Curious in Bristol, Aardman has a permanent presence in the museum's collection as part of the Animate It exhibition.

Visitors have the opportunity to see production items, including models, props, as well as a Wallace & Gromit set with interactive lighting.

The display also includes animation stations, storyboarding activities and a Morph praxinoscope.





# SHAUN THE SHEEP: JAPANESE EXHIBITIONS

The Shaun the Sheep touring exhibition, featured original sets, puppets and props, and opened at Matsuya department store in Ginza, Tokyo in August 2016.

The exhibition continued to tour Japan until 2018, opening in the following cities:

- Tokyo: Aug 2016
- Osaka: Dec 2016 – Jan 2017
- Nagoya: Mar – Apr 2017
- Hiroshima: Jul – Aug 2017
- Ehime: Sep – Oct 2017
- Miyazaki: 9 Dec 2017 - Jan 2018
- Okayama: Mar - May 2018
- Shonan: May – Jun 2018

A new Japanese touring exhibition is in development for launch in Spring 2022.





# WALLACE & GROMIT: FUTURE ENGINEERS

Wallace & Gromit joined forces with the brilliant Northern engineers, Stephenson and Armstrong as part of a summer long exhibition in Newcastle in July 2018.

The exhibition was accompanied by a series of workshops and forms part of the Great Exhibition Of The North – aimed to inspire young inventors and engineers. The exhibition received 2500 visitors and received some great press coverage locally.





# M SHED: WALLACE & GROMIT FROM THE DRAWING BOARD

From May – September 2014 M Shed hosted the Wallace & Gromit: From the Drawing Board exhibition, as part of the W&G 25<sup>th</sup> anniversary.

The exhibition featured sketches, storyboards, a selection of Nick Park's notebooks, as well as a range of production items such as sets, props and puppets.

The show focussed on how Aardman's humorous storylines are created what inspires W&G's makers, and how the much-loved characters have developed over time.





# WALLACE & GROMIT: WORLD OF CRACKING IDEAS

Launched at the Science Museum, London in 2009 & created in partnership with the IPO, designed to inspire young inventors

This family-oriented exhibition presented the stories behind essential inventions from the printing press to the telephone, as well as some of the UK's earliest patented inventions, the first 100 of which are held in the Science Museum's collections. Visitors encountered the devices as they explored Wallace and Gromit's house through a combination of interactive exhibits, creative activities and animated displays.

Successful UK tour was followed by 2 key venues in Australia with over 50,000 visitors in the UK alone.





 **Aardman**  
*is*

**STAGE**  
*Shows*





CIRCA

# Shaun SHEEP'S CIRCUS SHOW



## CIRCA: SHAUN THE SHEEP'S CIRCUS SHOW

In collaboration with Circa Contemporary Circus, one of the world's leading performance companies, Aardman is launching a new circus-theatre production for audiences of all ages: Shaun the Sheep's Circus Show.

The show opens at QPAC, Brisbane in March 2021, followed by an Australian national tour across the year before a global tour launching in the UK & Europe in 2022.



# Wallace & Gromit's MUSICAL MARVELS

A cracking **LIVE** orchestral tour



## WALLACE & GROMIT'S MUSICAL MARVELS

A live, interactive, family orchestral event featuring bespoke Wallace & Gromit animation, followed by a screening of one of the classic half hours accompanied by a live orchestral soundtrack.

Launched at The Royal Albert Hall in July 2012 as their flagship family Proms event. Subsequent tour in Melbourne, Brighton Dome and the Hammersmith Apollo.

The show returned to the UK in May 2019 to kick off Wallace & Gromit's 30<sup>th</sup> anniversary year, touring 18 UK venues and this time including an orchestrated screening of *The Wrong Trousers* and a VIP premiere at the NFTS to celebrate where Wallace & Gromit were 'born'!

It's international tour launches in Japan and New Zealand in spring 2022.





# WALLACE & GROMIT: IN CONCERT

A Grand Day Out, The Wrong Trousers and A Matter of Loaf & Death are all now available to hire as 'In Concert' packages with live orchestral accompaniment – the perfect addition to these wonderful classic films for any theatre, festival or venue looking for a cracking musical event. Options for full symphony or chamber orchestra available, hire fee dependent on venue size.

A unique way to bring these famous scores to life and get your audience tapping along! Appearing at Lincoln Cathedral in January 2020.

Aardman is pleased to offer these fantastic film scores to schools and educational organisations for free.





# ANIMATE IT! LIVE

An interactive live show featuring Shaun the Sheep, Morph and Wallace & Gromit, where the audience are joined by a trainee animator and a trainee director to learn some top tips about stop-frame animation from an expert at Aardman – and even become the stars of an animated movie!

Developed in partnership with Butlin's and Dan Colman Ltd for Butlin's 'Astonishing Family Science Weekends' at all 3 of their venues across the UK in 2015 and 2016.

The show also toured Park Resorts holiday parks in summer 2016, and took was hosted by P&O Cruises in summer 2017.

The show is part of the schedule of celebrations for the opening of the refurbished W5 Science Centre, Belfast in summer 2021.





# SHAUN THE SHEEP LIVE!

## STAGE SHOWS

The Shaun the Sheep musical theatre show launched in 2011 and toured 34 venues across the UK.

A new theatrical show launched in the Middle East in Autumn 2014, and continued to tour the GCC states including Egypt, Saudi Arabia and Qatar.

The Shaun the Sheep Chinese stage show titled 'Save Our Tree' opened in January 2016, and toured China throughout 2018, while in Europe another new show titled 'Bitzer in Love' toured Benelux from Sep 2017 – Jun 2018.

A new touring Shaun the Sheep stage show, The Visitor, launched in China in June 2019 and continues its national tour.





# THE MOSSY BOTTOM FARM PUPPET SHOW

The Mossy Bottom Farm Show features a cast of puppets, a life size replica of the famous Mossy Bottom set and heaps of madcap fun from Aardman's family-favourite TV show.

The show premiered and toured Haven Holiday parks during summer 2016 and featured Championsheeps games and a Meet & Greet experience.





**Aardman**

*is*

**LIVE**

*experiences*





# CHAMPIONSHEEPS LIVE!

Championsheeps Live is an action-packed village fete-themed sports day, with games that the whole family can enjoy together.

There are 8 different presenter-led activities to choose from, meaning the event can be scaled up or down depending on requirements. It can be held outdoors or indoors.

Previous events include: Eden Project, BBC Media City, We The Curious, Whipsnade, Haven, Thornwick Bay, Dreamland Margate and many more.





# SHAUN THE SHEEP'S VEGETABLE ORCHESTRA

Vegetable Orchestra is an interactive musical activity where kids craft and decorate their own 'vegetable instruments' out of paper and then join a Shaun character performer for a group sing-a-long performance lead by our farm hand presenters.

Suitable for shopping centres, festivals, venue foyers, theme parks. Vegetable instrument-making workshop package bolt on also available.

The activity formed part of BBC Music Day content in 2016 at Colston Hall.





# SHAKE IT WITH SHAUN: LIVE

In this presenter-led dance activity, kids are given a step-by-step demonstration on how to perform the moves from our bespoke [Shake it with Shaun](#) animation, which was created as part of Shaun's 20th anniversary celebrations.

A special surprise guest is revealed during the final performance of the dance – Shaun the Sheep himself.

Shake it with Shaun premiered at Rave-A-Roo at Ministry of Sound in November 2017, and in 2019 was featured at Camp Bestival and House of Common Festival.





# MODEL MAKING WORKSHOPS

These fun, hands-on clay modelling sessions are run by our team of expert model makers from the Aardman studio.

Participants get the chance to get creative with clay and discover how to make their own model of one of our classic characters, which they then get to take home with them. They also have the opportunity to ask the model maker any questions they have about our titles and our production processes.

Suitable for all ages and abilities, and a firm favourite at family-friendly festivals, schools, universities and cultural organisations.





# AWAY DAY WORKSHOPS

Our adult-focused Away Days offer organisations a creative alternative for corporate team building events.

We provide participants with the unique opportunity to learn how to make their own clay models of our world-famous characters, discover how to create an animation, and learn some of the tricks of the trade from our studio.

Learning theory is woven in throughout the sessions, as participants are encouraged to focus on communication and team building skills, while taking part in fun group activities and challenges.





# STORYBOARDING WORKSHOPS

In these interactive workshops participants learn from an expert Aardman story artist how to create a visual narrative and bring their ideas to life, with examples from some of our best-loved titles.

They also get trips and tricks on how to draw their favourite Aardman characters.





# DIGITAL WORKSHOPS

In addition to the workshops we run as live events, we now also offer digital versions of these sessions online. The workshops present the same content, but allow participants to take part from home, and from anywhere in the world!

These can be either pre-recorded, or can be run as interactive live-streamed events and are available across a multitude of platforms.





# CHARACTER PERFORMERS: MEET & GREET

Shaun, Bitzer, Timmy and Wallace & Gromit can be hired individually or as a group directly from Rainbow Productions in the UK.

Each costume comes with a professional actor and the hire fee includes all travel and expenses. Characters can also present a story-time narration from our publishing range.

W&G costume hire now also offers a set of trail assets to encourage visitors to access all area within an attraction setting.

International and multi-territory licenses available.





# WALLACE & GROMIT'S DAY OUT AT BRISTOL ZOO

Wallace & Gromit and Feathers McGraw took up residence at Bristol Zoo from July to October 2019 to help visitors learn how to become a trainee zoo-keeper.

Featuring a new trail which helps families learn about the most important jobs in the zoo such as choosing the right food for each animal or designing an enclosure, whilst keeping a lookout for Feathers McGraw who has hidden around the zoo too! Also featuring hosting meet & greet events and model making workshops.





# THE CHEESE FESTIVAL

As part of Wallace & Gromit's 30<sup>th</sup> anniversary celebrations, the famous duo formed part of a touring Cheese Festival, visiting 18 cities up and down the UK throughout 2019.

Visitors could meet the characters, take part in a model making workshop, sit in the famous Top Bun Van whilst watching the classic films and of course sample and buy lots of cheese!



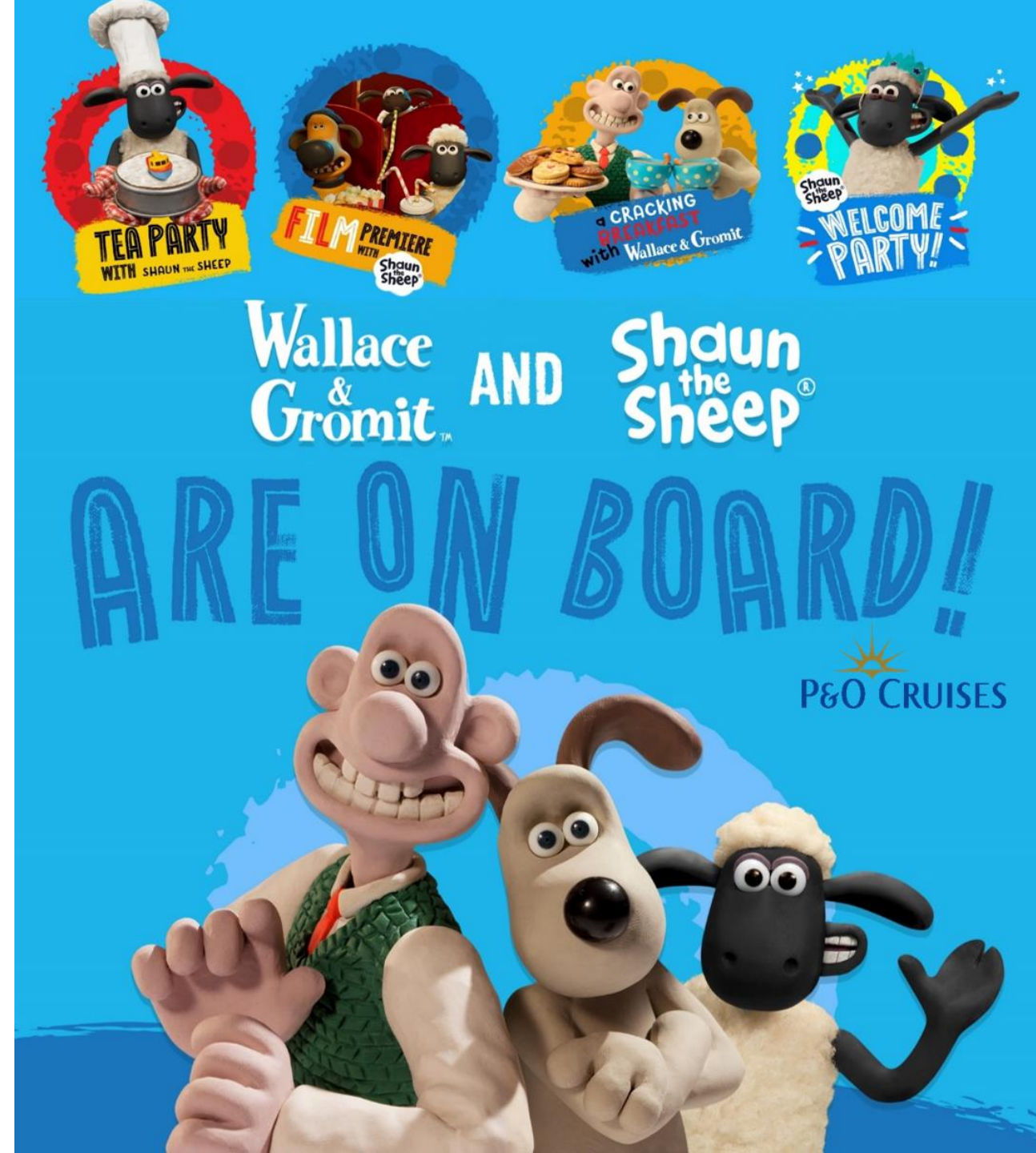


# P&O CRUISES

Shaun and Wallace & Gromit have boarded one of P&O's cruise liners, Azura in 2019 to embark upon a series of event activities with the character costumes which the whole family can enjoy.

From Breakfast and Welcome Parties to Storytime and Sports Day, guests can get up close and personal with the characters and even make their own clay models to take back to their cabins.

We hope to extend this partnership across multiple ships from 2021.







**Aardman**

*is*

*Art*

**TRAILS**





# GROMIT UNLEASHED TRAILS

Gromit Unleashed was a public art exhibition in the city of Bristol. Giant, 5ft sculptures of Gromit were 'unleashed' onto the streets of Bristol.

Each sculpture was individually designed and created by invited artists, creating a trail of eighty unique pieces of art and formed an art exhibition for ten weeks over the summer of 2013.

At the end of the public art exhibition, the sculptures were auctioned to raise funds for Wallace & Gromit's Grand Appeal, the Bristol Children's Hospital Charity.

Miniature collectibles were developed and still sell out fast 3 years later! Incredibly the total raised was £5.5m!

In 2018 The Grand Appeal launched Gromit Unleashed 2, which raised an incredible £1.6m across the auction and donation points along the trail.





# SHAUN IN THE CITY TRAILS

The Shaun in the City trail featured 120 5ft Shaun the Sheep sculptures which were decorated by celebrity and local artists. The trail took place in both London and Bristol from March - September 2015, with sculptures placed in key tourist locations across the cities. An exhibition of all 120 sculptures in September 2015 was followed by a charity auction in Bristol which raised over £1 million.

Following on from the success of UK trail, a Japanese trail titled Shaun in Shibuya was launched in 2016. After the trail concluded, the sculptures were auctioned off for charity with the proceeds going to the Japanese Red Cross. Among the designs included where Japan's famous Hello Kitty character, Shaun the Sushi, a Thunderbird and many more designed by fantastic artists from across the globe.







**MALL**  
*Shows*



# MALL INSTALLATIONS: CHINA

Events in 20 cities across China including Beijing, Shanghai, Nanjing and Danyang.

STS mall installation at Joy City Mall, Beijing attracted over 1.5 million visitors!





# MALL EVENT: INDONESIA

Shaun the Sheep Mall Tour – an exciting new Mall show with additional interactive family activities toured Indonesia 2014 – 2015.





# MALL INSTALLATIONS

## HONG KONG

Shaun the Sheep installation at New Town Plaza shopping Mall, Hong Kong. Aardman Model Maker Jim Parkyn visited for press and model making workshops. Two mall locations each displaying 30 Shaun sculptures: Gateway and Ocean Terminal. Sponsored event where all funds raised were donated to HK Blood cancer foundation.







**Aardman**  
**ATTRACTIONS**  
**FOR**  
*Further*  
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