

FOR REC

AN EXPERIENCE
DESIGN COMPANY



**FORREC CREATES
TRANSFORMATIVE
GUEST EXPERIENCES.**



ABOUT FORREC

FORREC is an experience design company that has created some of the world's most successful leisure and entertainment destinations globally. We go above and beyond with inspiring creativity, ingenious know-how, and transformative guest experience. FORREC's extensive experience in strategy, planning, and design, allows us to create compelling guest experiences rooted in imagination and immersive storytelling for location-based entertainment including theme parks, attractions, water parks, integrated resorts, mixed-used + entertainment and landscape architecture + urban design. Headquartered in Toronto, Canada, FORREC has experience working with industry leading brands and operators all over the world, including in six continents.

We are unique as your designs.

FORREC has created some of the world's most memorable and compelling experiences, attractions, and urban places.

With over 2,500 projects in our diverse portfolio in over 60 countries, FORREC specializes in complex master planning and experimental design.

We are leaders in experience design,
**fulfilling the world's dreams for recreation,
fascination, and togetherness.**



BEN EN THEME PARK, VIETNAM



SKYTRACK, HONG KONG



AS ROMA RETAIL, DINING & ENTERTAINMENT EXPERIENCE,
ROME, ITALY



BAYSIDE MIAMI, USA



THANH XUAN PARK, HANOI, VIETNAM



CHIMELONG WATER PARK EXPANSION, GUANGZHOU, CHINA



MOTIONGATE™ DUBAI – JOHN WICK: OPEN CONTRACT, DUBAI, UAE

OUR EXPERTISE

THEME PARKS

BRANDED EXPERIENCES

MIXED-USE + ENTERTAINMENT

ATTRACTIONS

RESORTS + HOSPITALITY

LANDSCAPE ARCHITECTURE + URBAN DESIGN

WATER PARKS

SNOW PARKS

DESTINATION MASTER PLANNING



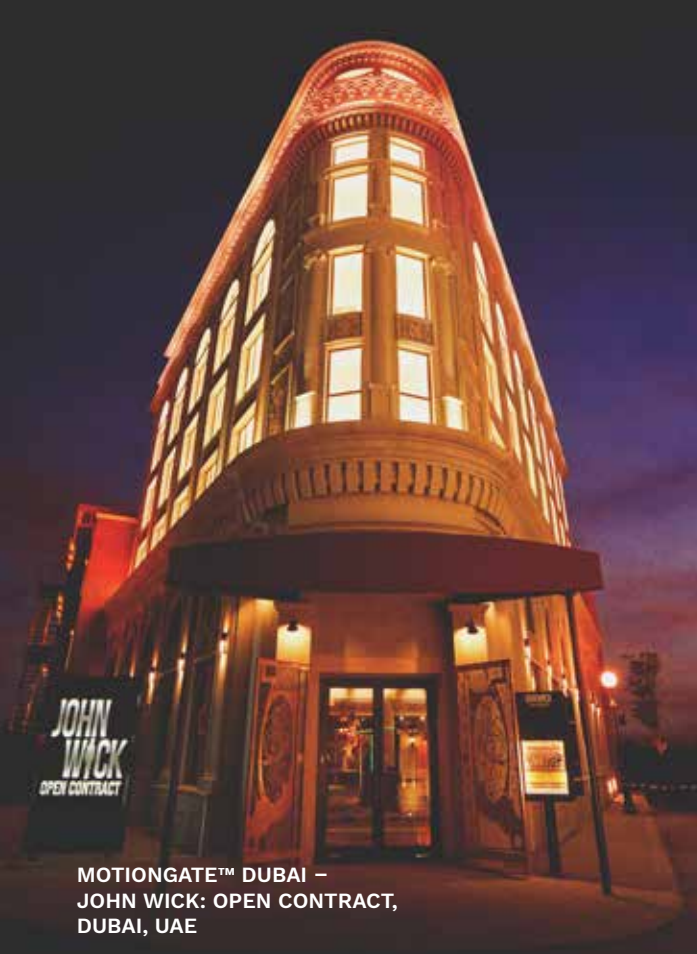
MOTIONGATE™ DUBAI – NOW YOU SEE ME
DUBAI, UAE



LEGOLAND



INDOOR THEME PARK, KOREA



MOTIONGATE™ DUBAI –
JOHN WICK: OPEN CONTRACT,
DUBAI, UAE



ANGRY BIRDS MINI GOLF – AMERICAN DREAM, USA



AS ROMA HALL OF FAME, ROME, ITALY

THEME PARKS

From retail, dining, and entertainment to thrilling attractions, we immerse guests in magical, mythical, cultural, and branded parks.

For the theme park guest, the experience is simple: immersive, memorable, entertaining, and rewarding. For FORREC, theme parks are beautifully complex systems of storytelling, function, economics, and human behaviour. From Creative Design to programming, planning, detailed design, through to In-Field Art Direction, FORREC is an industry leader when it comes to creating theme parks. Our unique approach to designing successful theme parks stems from our ability to understand the importance of time-honored truths of what guests want now and in the future.

We know how to: plan for moving large volumes of guests around seamlessly, design a ride program that matches the forecasted guest numbers and age-ranges, and reconcile the fundamentals that govern all theme park design with the particularities of differing IPs. Lastly, we have developed inherent showmanship that guides where to spend money for maximum entertainment value, and where to save money. FORREC has the industry-leading know-how to help mitigate risk such as designing a building a too large or a food unit with not enough capacity, or creating the appropriate attraction mix, or not building in enough entertainment units per hour. FORREC stays focused on the fundamentals that make business sense including staying connected to the realities of the guest experience.

As the designer of choice for some of the world's biggest brands and operators including Universal Studios, Merlin Entertainments, Six Flags, Sun Group and DXB Entertainments, we put our creativity front and center to build memorable, magical places of escape that guests will want to revisit again and again.

BRANDED EXPERIENCES

Bringing your brand and IP to life with immersive experiences that create excitement, wonder, and brand enthusiasts.

For over 20 years, we've built long-lasting relationships with brands like Universal Studios, LEGOLAND®, Mattel™, Hasbro™, Nickelodeon™, Lionsgate, Formula 1, Snoopy™, and National Geographic to name a few to create compelling, memorable, and impactful IP-based attractions. We help brands develop strong, engaging, concise, story-driven IP-based experiences – one where guests will want to keep coming back. We're always looking for opportunities to take your brand to the next level. Whether that means creating a brand-new immersive experience or a prototype of your attraction, we bring the world's most trusted brands to life through passion, hands-on work, and creative collaboration with the brands and our clients to make sure every detail is meticulously on brand and expanding its ecosystem.



FORTUNE BAY TOURISM CITY, HENGQIN BAY, CHINA



ALPHA CITY TOURISM DESTINATION MASTER PLAN, HANGZHOU, CHINA



XIANGSHAN MOVIE PARK, NINGBO, CHINA



NIAGARA PARKS POWER STATION, NIAGARA, CANADA



XIXI PARK, HANGZHOU, CHINA



SUGAR LOAF CABLE CARS, RIO DE JANEIRO, BRAZIL

MIXED-USE + ENTERTAINMENT

Creating spaces and places to promote commerce, entertainment, community, recreation, health, and happiness.

What sets FORREC apart from our competitors is the ability to design the right mix of living, working, retail, and entertainment to create compelling and memorable experiences worth coming back for. We are guided by the fundamental principle that the quality of our built environment has a direct influence on the quality of our lives, our work and our leisure time.

We are an expert in the art of placemaking; we create spaces that foster community, sustainability, economic growth, and inclusion. Our designs always reflect an artful combination of dynamic public space, exciting architecture and just the right mix of retail, food, and entertainment. FORREC pays careful attention to distinguishing factors, such as site character, location, and program. By balancing these elements, mixing retail and non-retail in just the right proportions and adding in the active, changing dynamics of the customer experience, we can open up and offer exciting new possibilities. By putting people first, we create unforgettable experiences that stir people's emotions, while promoting business vitality.

ATTRACTIONS

Stories attract visitors.
We tell them better than anyone.

FORREC designs amazing attractions that create memorable and compelling moments that take guests out of their everyday lives and into something new and exciting. With decades of experience in the design of attractions, we're creative and innovative but also rooted in design fundamentals that work in tandem with your business goals.

Our attractions take on many forms including destination attractions, museums, exhibition pop-ups, stand-alone attractions, cultural centers, attractions within a theme park, or an out of the box experience with a completely unexpected story you bring to us to transform. Grounded in the guest experience, FORREC creates a product that communicates your story and vision. Our attractions capture shared experiences through socializing and recreation, while being educational, interactive, and entertaining.



BABYLON HOTEL, HO CHI MINH CITY, VIETNAM



THE VILLAGES, LADY LAKE, USA



ST. ELIZABETH MILLS, HAMILTON, CANADA



STANLEY GREENE PARK, TORONTO, CANADA



COPPS PIER, HAMILTON, CANADA



SCARBOROUGH CIVIC CENTER, TORONTO, CANADA

RESORTS + HOSPITALITY

Successful resorts are places of escape where people want to be – for a few days, a few weeks...or a lifetime.

In today's new world, recreational possibilities are endless and FORREC specializes in understanding who your guests are, what they want and need, and the type of experience they are after within your project's environment. Through placemaking, creating unique destinations, thoughtful design, planning, and collaboration, we make sure those environments work, including highlighting guest comforts and engaging activities. In resort and hospitality design, interior spaces make just as much of an impact as the exteriors, and we see every detail, big and small, as an opportunity to exceed guest and client expectations. What brings the FORREC advantage is we have no fixed style that predetermines what your project looks like. We find what is unique to your project, and build on those characteristics, ensuring it's the most memorable and talked about place it can be. As resorts combine a variety of experiences from relaxation to active play, to dining, shopping, adventure, education, culinary, and finally cultural experiences we can design a traditional looking project or a contemporary one as we are known for creating diversified environments that can meet a variety of needs.

LANDSCAPE ARCHITECTURE + URBAN DESIGN

From local to global, we design outdoor spaces that defy the everyday.

As a company formed by landscape architects, FORREC continues to excel at designs that create compelling urban, entertainment, and recreational places around the world. Our experience includes everything from fantastical theme parks to bold, urban, and recreational places, to award-winning parks, trails, streetscapes, campuses, green roofs and more!

We are skilled at mapping the relationship between elements and guide how people interact with the space. Our designs harmoniously connect people to places ensuring they are accessible and inclusive, as well as sustainable. It is at the detailed scale that our Landscape Architects make meaningful sustainable decisions – whether it is about detailing for storm water run-off, specifying sustainable building materials, evaluating urban spaces, and rethinking what is natural, or incorporating feedback from the people that visit and live in the community, we take immense pride in our sustainability practices.

Many of our landscape architects are LEED accredited, a mark of excellence for green design, and experts in Revit, MicroStation, BIM (Building Information Modelling), and state-of-the-art visualization tools.

When it comes to urban design, we understand how to work with world-class developers and governing agencies, so that every project is a success.



GYEONGJU WORLD RESORT, GYEONGJU-SI, KOREA



XIANGJIANG JOY CITY - HAPPY SNOWY AREA, CHANGSHA, CHINA



HAPPY MAGIC WATERCUBE, BEIJING, CHINA



CONFIDENTIAL WATER PARK, SE ASIA



CENTER PARCS DOMAINE DES TROIS FORÊTS, MOSELLE, FRANCE

SNOW PARKS

Bringing a winter wonderland to you, 365 days a year.

The magic and play of snow can now be experienced all year long, no matter the season! From ski hills, to sledding, to winter activities and cozy retreats, FORREC creates experiences that embrace the frosty weather no matter the season, forecast or location.

For many people where frosty weather may not exist, our snow parks are your guests' first opportunity to really experience the true nature of the winter season and all that it has to offer. With FORREC's headquarters in Toronto, Canada, a four-season environment, we have the real-world knowledge to provide a true, one-of-a-kind dynamic experience.

Designing with nature in mind coupled with our innovative, out-of-the-box thinking, FORREC can transform any entertainment experience into a winter wonderland that is visited repeatedly. With our deep roots in landscape architecture and extensive experience in landscape design, we use this knowledge to create spaces that mirror the same experience one might get outdoors, but indoors. This is what makes us the best at it.

WATER PARKS

The most successful water parks in the world don't just deliver on clients' expectations, they make a splash.

Creating water parks that are exuberant, fun, and memorable takes more than clever engineering. We've found that the key to FORREC's success is our ability to understand the many personalities of water and the ways people interact with it. We harmoniously combine landscape, architecture, and attraction design to deliver unforgettable guest experiences through creativity, innovative design, a diversity of programming, and thoughtful planning. What separates FORREC from the pack is our innate ability to focus on the experience for the guest. This means our designed water parks are places guests will want to spend the entire day, with the right mix of exciting slides, relaxing water experiences like lazy rivers, and beautiful landscapes and amenities for out of water experiences. We create holistic environments that include play and relaxation whether outdoors or indoors, where our multidisciplinary approach offers a full vision of a water-based experience.



OCT ZHENGZHOU JINSHUIHE PROJECT, ZHENGZHOU, CHINA

DESTINATION MASTER PLANNING

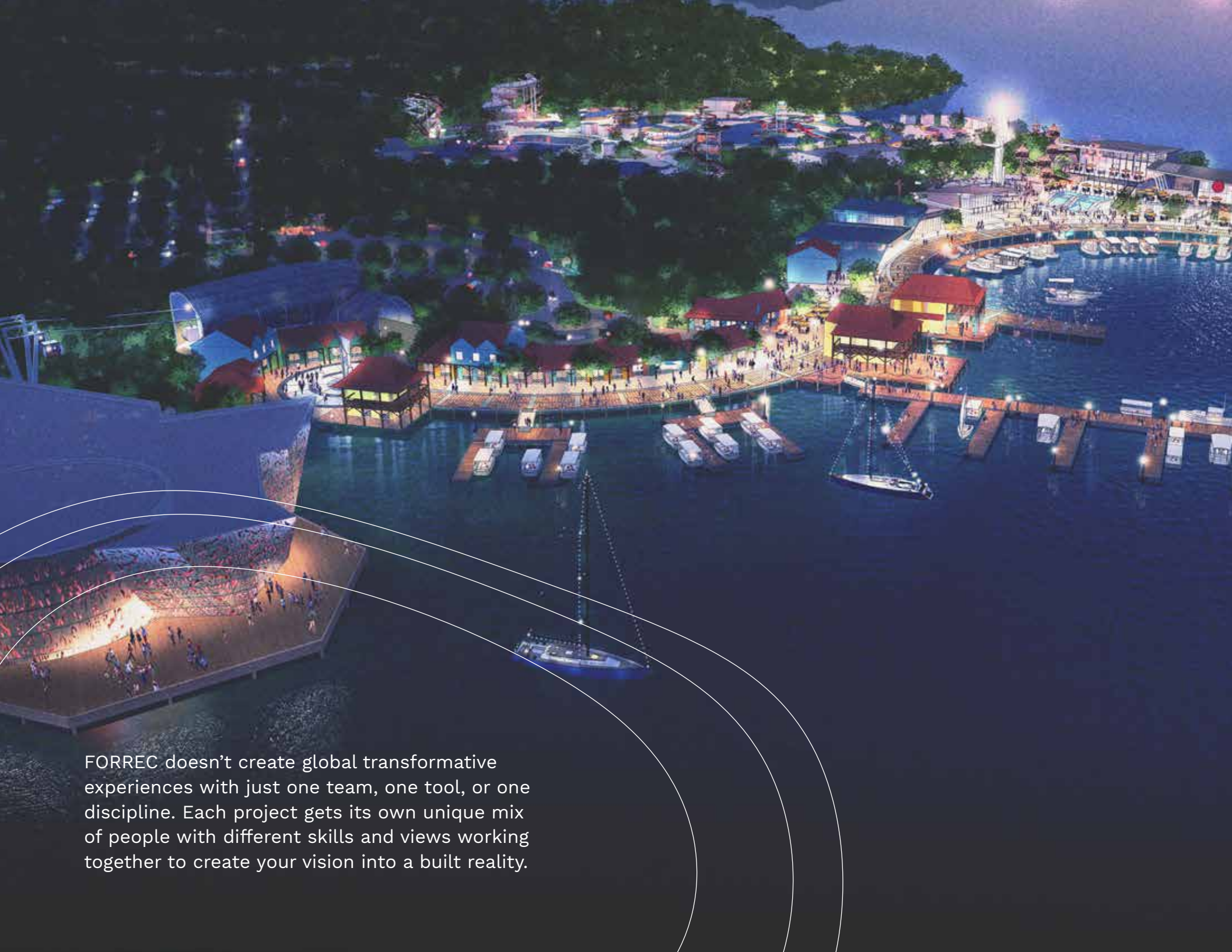
Turning your large-scale project into a world-class destination.

With decades of experience under our belt in Destination Master Planning, we are confident in our approach to deconstruct the guest journey and create complex master plans. We look at the big picture and think through how people not only visit cities but how they live in them, including what they do in them from an urban planning and experience perspective. We know how to create the ideal, vibrant mix of features and amenities that visitors and residents alike will find undeniably alluring including branded entertainment and experiences, retail, dining, entertainment zones, commercial, cultural centers, luxury, and family hotels, and more. We are experts at master planning communities where people live, work and shop and collaborate with every level of government and with private developers to find sustainable and inclusive ways to stay connected with people and nature, whether it's a single building or a whole new population center. All while maximizing your revenue potential and guest dwell time.

From master planning parks, plazas, lifestyle communities, commercial districts, to entire tourist destinations, we focus on the guest journey to maximize your project's potential, connecting people to community, and ensuring it's a destination for all seasons.



QINGDAO INTERNATIONAL TOURIST CITY, QINGDAO, CHINA



FORREC doesn't create global transformative experiences with just one team, one tool, or one discipline. Each project gets its own unique mix of people with different skills and views working together to create your vision into a built reality.

OUR SERVICES



IDEATE

From strategic visioning to brand activation, we are experts in ideation and creating original concepts – an essential part of the design and creative process.

- Strategic Visioning
- Attraction Audit & Revitalization
- Brand Activation



CREATE

FORREC makes a complex process look very easy. With our collaborative teams, every project is a seamless creation, where many separate considerations – from concept design, program development, master planning, and experience planning, flow together as one integrated process to achieve the strategic vision.

- Concept Design
- Program Development
- Master Planning
- Experience Planning



DESIGN

When it comes to the design phases of your project, we offer everything from pre-design to schematic design to design development, to construction documentation.

- Design Management
- Experience Design
- Architecture Design
- Landscape Architecture Design
- Interior Design
- Show Set Design
- Signage + Wayfinding
- Graphic Design
- 3D Visualization
- Media Design



REALIZE

At the final development stages of a project, we provide design intent direction for material fabrication, content production, and site construction. Our team delivers the vision using a full spectrum of creative and management services to meet the objectives of projects at all scales.

- Media Production
- In-Field Art Direction
- In-Field Project Review



LEGOLAND KOREA



NICKELODEON - MALL OF CHINA, CHONGQING, CHINA



UNIVERSAL STUDIOS FLORIDA, ORLANDO, USA

CLIENTS

Our work has taken us around the globe, creating some of the most iconic experience design projects, as well as planning and designing beautiful and functional urban spaces locally. FORREC prides itself on working with a diverse portfolio of clients where we have opportunities to continually learn new ways of doing things, but we also get to offer our years of know-how from working with operators and developers from around the globe. Whether large or small, global, local, branded, unbranded, or commercial or non-profit, we love working on a variety of projects, keeping a finger on the pulse of industry trends.

Just a sampling of who we work with...



WE ARE BOTH THE DREAMERS AND THE DOERS.
CREATIVITY AND INNOVATION ARE AT THE
HEART OF WHO WE ARE; IT'S NOT JUST
WHAT WE DO, IT'S PART OF OUR IDENTITY.



VINPEARL INTERNATIONAL THEME PARK RESORT, VIETNAM



COPPS PIER, HAMILTON, CANADA

WHAT WE OFFER

ELEVATED CREATIVITY

Our creative designs not only work but are industry-leading and inspired by creative and imaginative minds.

UNPARALLELED EXPERIENCE

As design managers and lead consultants, our knowledge base approach and stellar reputation for delivering the highest level of design mean we produce exceptional experiences.

EXCEPTIONAL TALENT

As subject-matter experts (SMEs) and licensed professionals in the experience design industry, we only work with the best. We cultivate and elevate our people.

DELIVERING THE VISION

Our team can deliver a full spectrum of creative and management services to meet the objectives of any experiential design project at all scales, globally. Our adaptability, cultural sensitivity and SME bench-strength ensure we bring a diverse and experienced team of industry leaders to any project.

UNPRECEDENTED RELATIONSHIPS

The very essence of who we are as a company is relationships and how well together, we collaborate. We have incredible long-lasting relationships, which speaks to how well we work and collaborate with the entire team, starting with our clients, strategic partners, brands, operators, our studios, and with our consultants.



FORREC is an international experience design company with its headquarters in Toronto, Canada.

The very essence of who we are as a company is collaboration. On every project we collaborate within our studios, our clients, with our strategic partners, our consultants, and the brands and operators we work with.

INTERESTED IN WORKING WITH US?

HEAD OFFICE

219 Dufferin St.
Suite 100C, South Building
Toronto, ON, M6K 3J1
Canada
business@forrec.com
416 696 8686

SHANGHAI OFFICE

William Wang, Regional Director
Shanghai, China
china@forrec.com
+86 186 2136 4899

FORREC.COM



FOR REC

FORREC.COM

