



LOUIS ALFIERI

Principal/ Chief Creative Officer

Over his thirty-year career, Louis Alfieri has focused on helping owners and brands lead the advancement of global location-based entertainment. He has collaborated with clients around the world in the development of resorts, branded destinations, theme parks, and mixed-use destinations, sharing his deep knowledge of experiential design, branded experiences, and intellectual property assets.

“My aspiration is to elevate our industry by guiding owners, developers, brands, and their teams to realize their creative, financial, and guest expectation aspirations in location-based entertainment. I want to lead the way to a future where location-based entertainment inspires every person in the world.” – Louis Alfieri panelist on Global Theme Park development 2018 IAAPA Asia Expo

Louis is recognized as a trusted authority, speaking on behalf of the industry at the global IAAPA, SATE, and MAPIC conferences on topics of development, branding, and establishing industry standards. Louis is also on the board of advisors for the new global LeisurUp show being launched in November 2020 in Cannes France. He has a long track record of success collaborating with international brands and large multidisciplinary teams on the conceptualization, design, and implementation of location-based entertainment mixed-use resorts, theme parks, waterparks, museums, and cultural destinations.

Louis’ expertise in balancing creative vision with financial and schedule realities allow him to be especially effective at managing executive and shareholder expectations, guiding project realities, and realizing key consumer guest experiences. Over the course of his career, Louis has served in many roles and capacities in the location-based entertainment industry, gaining an end-to-end understanding of the process from design-to-opening and beyond. He imparts a holistic understanding of the process that translates directly to team members, fiscal institutions, brand management, strategic planning, long-range implementation, and profitable market growth opportunities.

Louis has demonstrated a talent for leading high-performance teams while managing diverse disciplines, business units, multi-cultural consensus building, and remote working locations. With his reputation for resourcefulness, commitment to quality, and passion for originality, Louis excels in assembling and leading teams of professionals from varied backgrounds to realize a vision and achieve innovative results. Louis is currently recognized as being a key leader in the opening of the Asian theme park market and pioneering luxury entertainment brand extensions in the region.

Louis has led the brand guidance, design principal development, and location-based business model strategy for companies such as Evergrande, Hengdian World Studios, Wanda, and Lamborghini. He has been responsible for the creative aspects of projects up to \$27 billion USD in magnitude. His current focus is on the numerous expansion opportunities in Asia and the Middle East.

In 2012, Louis established Raven Sun Creative, an experiential design and branding firm that specializes in guiding clients in the location-based entertainment industry with a focus on experiential design and consulting for the leisure industry. Raven Sun Creative leverages Louis's extensive knowledge and global resource network to provide actionable insights on the leisure market, entertainment business models, guest experience requirements, brand expectations, licensing, and operational realities. Raven Sun Creative's guidance has helped clients in the leisure resort destination, theme park, water park, attraction, museum, and integrated mixed-use development fields attain significant business value, execute growth opportunities, and elevate their profiles in the location-based entertainment world.

Louis resides on a 10-acre farm in Middle Grove, New York with wife, Kym, and daughter, Raven.

SPECIALTIES

- Combined Skill Set (Executive and Creative)
- Experience Development (Blue Sky to Implementation)
- Brand Strategy and Planning for the LBE market
- IP Development (Blue Sky to Implementation)
- Extensive Field Experience (Local and International)
- Creative Vision
- Developing and Maintaining Complex Client and Owner Relationships
- Extensive Fabrication, Construction, and Materials Knowledge
- Holds Patents for Ride and Simulator Development in US, China, Hong Kong, and Macau

Key Project Experience

Principal -Chief Creative Officer Raven Sun Creative Inc.

February 2012- Present - Greater New York City Area

- Evergrande -Executive Consultant and Global Advisor
 - Key projects include
 - Global Brand Strategic Development and Entrance into LBE
 - Ocean Flower Flagship project on Hainan Island China; Comprised of:
 - 7 manmade islands
 - 8 museums
 - 3 theme parks
 - 5 parks
 - 24 hotels, resorts, and spas
 - 25,000 residential units
 - 18 themed mixed use retail areas
 - Local infrastructure
 - Main island night show spectacular
 - 15 Fairyland Theme Park projects around China
- Baishizhou Development / LvGem Global Brand Strategic Development – Executive Consultant on 13sq km redevelopment of urban lifestyle and entertainment renewal in Shenzhen, China
- Juilongkou National Scenic Area / Spring Group Global Brand Strategic Development – Executive Consultant on national scenic area, health and wellness lifestyle, integrated destination resort in Yancheng, China
- Carnival Cruises Innovation Team; New Builds Division – Executive Consultant
 - Development of 2 prototype experiential attractions (yet to be announced)
- Hersheypark 2019 Reese’s Cupfusion Dark Ride, Hershey, Pennsylvania
 - IP / Brand development
 - Attraction design / game design (including world’s first elements) / ride design
 - Production assets
 - Supervisory services
 - Marketing assets
 - Global brand consulting
- Ubisoft Games Global Brand Strategic Development and Entrance into LBE
- Lamborghini Global Brand Strategic Development and Entrance into LBE
- Toho Studios Advisement on Godzilla Brand Strategic Entrance into LBE
- Wanda Hefei Attraction Consulting
- Wanda Qindao Attraction Consulting
- Shenzhen Advance Intelligent Company (Consulting)

- Hengdian World Studios - 5 Attractions Concept Design
 - Movie Studio Tour with 3 immersive experiences
 - Dome theater
 - Stunt Show
 - Immersive Dark Ride
 - Immersive Drop Tower
- Hershey Laff Trakk
 - IP / Brand development
 - Attraction design
 - Production assets
 - Supervisory services
 - Marketing assets
- Hersheypark Laff Trakk Sweet Lights Holiday Experience
- China Central Television Spring Gala (Concept Design)
- Shaogang Steel (Master Planning / Mixed Use / Entertainment Development Design)
- Ultra Tower Attraction, Patented in USA, China, Macau, Hong Kong
- REC-TTS Reconfigurable Environmental Combat Tactical Training Simulator (Patent Pending)

Creative Director

(Self Employed)

2010 - February 2012 (2 years)

- Dalian Wanda / Forrec Attraction Blue Sky Development in Canada I USI China
- Changchun Movie Studios / Forrec – Master Planning and Attraction Design in Changchun, China
- Haichang Discoveryland – Master Planning and Attraction Design in Changchun, China

Creative Director

Universal Creative

2006 - 2010 (4 years)

- Creative Director- Transformers 3D the Ride attraction (Hollywood and Singapore) (Attraction received 2013 THEA Award)
- Creative Director/ Producer/ Show Manager/ Media Director/ Writer- Hollywood Rip, Ride, Rockit (Orlando)
- Creative Director/ Producer/ Show Manager/ Media Director - Hollywood Dream (Osaka, Japan)
- Creative Director- Land of OZ (Osaka, Japan)

Principal**Alfieri Studios****1992- 2010 (18 years)**

- Creative projects including landscape design, placemaking, brand development, media direction, museum replicas, and personal fine art, illustration, and sculpture.
- Abraham Lincoln Presidential Library
- Orlando International Airport
- Waldorf Schools Interactive Playground Development

Director of Projects**Adirondack Scenic****2001 - 2006 (5 years)**

- Universal's "Revenge of the Mummy" attraction
- Represented Six Flags in Jackson, NJ Great Adventure as their Owner Representative in the construction of "The Golden Kingdom" attraction
- Rye Playland's Dragon Coaster
- Foxwoods Casino Rainmaker Concourse and Casino Great Cedar Casino
- The Spam Museum
- Six Flags Catwoman Stunt Show
- Toys R Us Times Square Flagship Location

Sr.Project Manager I Project Manager**Sparks Exhibits****1999-2001 (2 years)**

- Superbowl Half Time Show
- CBS NFL Sets
- Early Space Exploration Exhibit; NASA Kennedy Space Center Visitor Complex
- Disney's EPCOT Center Mouse Gears Retail Shop
- XM Radio Headquarters and CES Exhibit Booth
- Loews Squirrel Hill and Jersey Gardens Flagship theaters
- Amgen Pharmaceuticals Visitor Center
- Government of Egypt's Electric Authority Visitor's Center
- Gloria Estefan's Atlantis Bahamas – Global Concert

Sr.Project Manager**Sightline Studios****1997-1999 (2 years)**

- Universal Islands of Adventure "Sindbad's Eighth Voyage" stunt show attraction
- Universal Islands of Adventure · Doctor Doom's Fearfall

- Universal Islands of Adventure - Hulk Coaster

Sr. Production Manager

The Nassal Company

1995-1997 (2 years)

- Seaworld's Journey to Atlantis
- Legoland Germany
- Islands of Adventure Seuss Landings
- Bongo's Cuban Café
- Caesar's Palace Race for Atlantis IMAX Ride
- Global Distribution of the Disney Store
- FAO Schwartz Pointe Orlando Retail Store
- FAO Schwartz Caesar's Palace Retail Store
- Global Disney stores
- Lego Flagship store Disney Marketplace

Principal

Exoscope Design and Fabrication

1992-1995 (3 years)

- Batman Stunt Shows for all Six Flags Parks
- Disney's EPCOT Center Norway Pavilion
- Disney's EPCOT Center Parkwide Holiday Overlay
- Bronner's Christmas World
- FAO Schwartz New York Retail Store
- Evans Group Tradeshow Exhibit

Awards

- 2013 THEA for Outstanding Achievement Universal's Transformers 3D the Ride attraction (Singapore and Hollywood)

Speaking Engagements

- 2017 Cornell University Theme Park Design
- 2018 Cornell University Theme Park Design
- 2018 (June) IAAPA Asia Expo – Panelist in the development of Theme Parks for the global market
- 2018 (November) MAPIC – Presenter on behalf of the TEA – Experiential Entertainment – Expanding the Brand Space
- 2019 (June)- InfoComm – Presenter – Retailtainment – State of the leisure industry and how to use leisure to drive destination growth
- 2019 (June) – InfoComm – Moderator – Theme Parks – How theme parks drive mixed used resort development complexes
- 2019 (June) TEA SATE – Presenter – The importance of brand storytelling

- 2019 (September) IAAPA Expo Europe Show - Panelist for TEA on the development of attractions with a limited budget and space constraints
- 2019 (November) TEA Talks – Working in China - Panelist
- 2019 (November) MAPIC – Presenter on behalf of the TEA – Technology and Play – Trends and Strategies to Build Brand Success
- 2019-(November) Brand Experience Magazine Using Collaboration to disrupt and drive innovation
- 2019- (December) - Asia Attractions Summit Guangzhou – Presenter – Strategies for Investment and Development in the Asian Market
- 2020 (May) LiesurUp Experiences for Tomorrow - reopening amid COVID 19 In-depth Conversation with Massmiliano Freddi
- 2020 (June) LiesurUp Experiences for Tomorrow – Expert panelist trends related to Covid19
- 2020-(September) - CESC – Casino and E Sports Conference – Presenter and Moderator – How LBE can transform the world
- 2020- (November) LeisurUp – Presenter and Moderator - Working Globally and Locally in Location Based Entertainment

Associations

- LeisurUp – Board of Advisors
- Themed Entertainment Association (TEA)
- IAAPA (International Association of Amusement Parks and Attractions)
- CAAPA (China Association of Amusement Parks and Attractions)
- Protecting Land And Nature (PLAN)

Associations (Continued)

- Ringling College of Art and Design Alumni Association

Years of Experience

- +30

Education

- Ringling College of Art and Design – Bachelor’s Degree
- Manatee Community College
- Florida School of General Construction