

COMPANY PROFILE

Name : **VALERIO MAZZOLI STUDIO**
Address Main Office : **Via Papa Giovanni XXIII, 7**
23889 S. MARIA HOE' (LC)
ITALY

Correspondent Office Brazil, Sao Paulo
United Arab Emirates, Abu Dhabi

ACTIVITY SECTORS

Design and concept for:
Themed parks concept
Hotel Resort
Casinos
Dark rides
Outlet Villages
Family Entertainment Center
Shopping malls
Water Parks
Retail environments
Cultural attraction
Urban and resort planning
Sport Village
And all need design for the thematization for entertainment

The peculiar activity of Valerio Mazzoli Studio is composed by the development of the projects in the amplest variety of the subjects. Spacing from Theme Parks to urbanistic projects of great impact, not limiting himself at the project but developing the following phases:

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1st PHASE

- a. meeting with the Client to establish his need and to know the target he want to pursue;
- b. study of the feasibility of the project from an economical point of view, which includes:
 - concept;
 - choice of thematic;
 - analysis of the project.

After the Client's approval, we go through the:

2nd PHASE

- a. detailed analysis of the project;
- b. Master-plan;
- c. first coloured illustrations
- d. revision and confirmation of the budget;
- e. client's approval

3rd PHASE

- a. development of the project through:
 - technical drawings;
 - development of the artistically part;
 - realization of the scale model, which is a real and detailed reproduction of the budget

4th PHASE

- a. study of building, urbanization, civil works, engineering;
- b. study of sets;
- c. study of thematic;
- d. study of audio mixer;
- e. study of video/light;
- f. quality management on site

Valerio Mazzoli Studio for different years is in a Joint Venture with Cinecittà Studios, the greatest European film studios for the production of film, TV productions and set decoration. With Valerio Mazzoli Studio Cinecittà realizes the projects in the various constructive phases.

CURRICULUM OF VALERIO MAZZOLI

Valerio Mazzoli is born in the 1950; he frequents the artistic high school and the school of Art in the Sforza Castle.

He begins his career as illustrator and cartoonist with Premium Company, realizing promotional and advertising material for big society: Mottà, Nestlè, Locatelli, etc...

He collaborates with the Italian office of Walt Disney, in the 1976 was called by Walt Disney Company in Los Angeles. He married Fawzia and they moved in United States. A period of innovative and exciting life, the reality become a dream as in the more beautiful Disney's fables.

The initial period was in the legendary Disney Studios of Burbank, a legendary world where was born the biggest masterpieces of Disney. To side of his idols Ken Anderson, Floyd Gofferson, Olly Jonston etc. he collaborated at the prestigious projects: Bianca & Bernie, Pete's Dragon, the Mad Butler, etc...

After a period of two years he moved in WED (Walt Elias Disney) Entertainment, the sector where theme parks are developed and created; a new experience. A magic world, here with big artist like Mark Davis, John Hench, Ray Bradburry and the astronaut Gordon Cooper he collaborates at projects like Epcot Center - Florida, Disney Tokyo, Disneyland in California.

Here Valerio's tendency to the design develops. In the meantime he knows Carlo Rambaldi and became friends, Carlo just won the Oscar for King Kong. This meets instigates the passion for the special effects.

With Fawzia decides to return in Italy and invests his experience. The Disney grants him an expectation.

Back in Italy Valerio devotes to the cinema and to the publicity realizing special effects for movie as: Io sto con gli Ippopotami (I stay with the hippos), Contamination, Concorde Affaire and advertising spot for Candy, Barilla, and other big brands; a happy period in which is born the first child Davide.

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In the 1983 the meeting with Gardaland, a modest theme park on the shores of the Garda lake, an important collaboration were born and during more than 20 years, realizing all the development of the park and the biggest attractions: the King Valley, the African ride, the Merlin Castle, Fantasy Kingdom, etc..

In the end of the years 80, the Disney called Mazzoli for Disneyland Paris, given to his company eleven attractions to realize, the Sleeping Beauty Castle, Pinocchio, Cinderella, Peter Pan, and other.

In the meantime Lucrezia is born. The name of Valerio Mazzoli turns the world, so he signs and realizes big projects for Sanrio in Tokyo, the Chocolate Factory in Terra Encantada in Rio de Janeiro, Leonardo Project in Jakarta, Aereo Magico in Barcelona, Magical Empire in Las Vegas at Caesar Palace, etc...

Today Mazzoli plans and follows great projects as Fashion District in Valmontone - Roma, the biggest outlet in Europe, Grand Hotel Villa Serbelloni in Bellagio on Como Lake. At the moment besides Fashion District Valmontone, Mazzoli realizing an other outlet in Molfetta supported from a theme park. He also is the creative and artistic director of the first park in Greece and he realizing a project for a FEC to Riyadh, a theme park in Egypt and various shopping mall and outlet.

Valerio Mazzoli Studio begin an accord with Cinecittà Studios - Rome, the great place for cinema for the European and the world, for unite our self resources and produce on vast scale scenography, special effects for theme park and naturally movie.

Valerio Mazzoli is realizing the first thematized project for Cinecittà Studios, a Back-lot-Tour with guided visits in the real world of movie and Television, not a false set for theme park.

An activity continually in ferment, an evolution of ideas, a life to the insignia of the creativeness.

One of the flowers in the Mazzoli's buttonhole is the big project of the new Theme Park in Roma, one of the most important Parks in Europe, with an innovative unique theme, of great tradition. Innovative attractions projected in exclusive, a grandiose job for the first great theme park in the Eternal City: Rome.

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CLIENTS LIST

DISNEY PARIS/FRANCE

FANTASYLAND

- Sleeping beauty Castle
- Cinderella
- Peter Pan
- Pinocchio & Snow White
- Small World
- Train Station
- Kiosk
- Old Mill

FRONTIERLAND

- Phantom Manor
- Grand Canyon

GARDALAND/ITALY

- Dracula Castle
- Train Station
- Western Village
- Dragon Prezzemolo Gallery
- Arabian Souk
- Valley of the Kings
- African Adventure
- Self-service Bar Aladdin
- Tudor Village
- Barbie Pavilion Mattel
- Pirate Galleon
- Merlin the Magician
- Elves Village
- Mad House
- Do-Re-Mi Farm
- Tree Boulevard Fantasy Kingdom
- Fantasy Kingdom Shop

ZAMPERLA/ITALY

- King Kong

PLV/SINGAPORE

- Omniscient Sun

TIBIDABO/SPAIN

- Tibimagic Dark-Ride

BRACALANDIA/PORTUGAL

- The Funny Swamp

SANRIO/JAPAN

- Food Machine (in conjunction with LANDMARK)
- Paper Show (in conjunction with LANDMARK)

P.T. PEMBANGUNAN/INDONESIA

- Leonardo Project

MIRABILANDIA/ITALY

- The Professor & the Magician
- Police School
- Entrance (Concept Design)

PRATER/AUSTRIA

- Dino Park
- Crazy Castle

LE CARAVELLE/ITALY

- Cristoforo Colombo's trip (Concept Design)

CAESAR PALACE/USA

- Magical Empire – Las Vegas (in conjunction with LANDMARK)
- Pier – Atlantic City (Concept Design)

CANEVA/ITALY

- Hollywood Studio (Concept Design)

ACQUASPLASH/ITALY

- Gulliverlandia (Concept Design)

VEZZOLA/ITALY

- Adventure World (Concept Design)

LE COMPA/FRANCE

- Museum de Pratiques Agricoles

CONNYLAND/SWITZERLAND

- Dino Show

PINFARI/ITALY

- Horror House

PHANTASIALAND/GERMANY

- Yucatan – Monorail Station
- Master Plan (Concept Design)

TERRA ENCANTADA/BRASIL

- Chocolate Factory (in conjunction with FIONDA)
- Castle (Concept Design)

DPK/BRASIL

- Planeta Azul – Theme Park – Idea, Project and Development Master Plan

M.G.M./USA

- James Bond Restaurant – Las Vegas (Concept Design)

AVENTURA EM LISBOA/PORTUGAL

- Master Plan (Concept Design)

LC – KAZAKISTAN – RUSSIA

- Dino Park

JSC QUARTA – EKATERINBURG – RUSSIA

- The World of the Time Machine (Concept Design)

LUNEUR – ROMA – ITALY

- Horror House

HOLIDAY PARK – GERMANY

- Flume-ride theme (Concept Design)

VALLONE – FRANCE

- Western Carousel

NATURAL HISTORY MUSEUM – MILAN – ITALY

- Italian Fauna Diorama

INTERESSE PRODUCTION – MILAN – ITALY

- Diorama of Prehistoric Man

POLIVIDEO TV- LOCARNO SWITZERLAND

- Music Muppet Show

TV ARABE UNITE – KUWAIT

- Muppet Show

ALTYN TARAZ – ALMATY – KASAKISTAN

- The Magic World (Concept Design)

FANTASY WORLD – ITALY

- Children Zone “the Castle”

FIONDA – SAO PAOLO – BRAZIL

- The Chocolate Factory Dark-Ride

CASINO FOX TOWN – MENDRISIO – SWITZERLAND

- Casino

DOMINA HOTEL – SHARM EL SHEIK – EGYPT

- Pleasure Island – (Concept Design and Master Plan)

L’INNOMINATO – ITALY

- Benetton Store

GRAND HOTEL VILLA SERBELLONI – BELLAGGIO – ITALY

- Themed Zone (restaurant, swimming pool, clubs, Beauty farm, etc...)

PLAYTIME – ITALY

- Milano Dream Theme Park (Concept Design, Master Plan)

FOTON EDUTAINMENT – UNITED ARAB EMIRATES

- The World of Mr. Clock – F.E.C.

SICEP SPA – ITALY

- Mongibel Theme Park (Concept Design, Master Plan)

CHUDO GRAD – MOSCOW – RUSSIA

- Gorky Park Theme Park (Concept Design, Master Plan)
- Cinema Festival (Concept Design, Master Plan)

CLINIQUE DU LEVANT – BEIRUTH – LEBANON

- Maternity Clinique (Concept Design)

KHALDE HOTEL RESORT – BEIRUTH – LEBANON

- Hotel Resort (Concept Design)

S.B.F. SRL – ITALY

- L'allegria Fattoria – Merry go Round (Concept Design, scenographic realization)

DRACO SPA – ITALY

- Fashion District Outlet di Valmontone – Roma (Project, concept design, scale model, Supervisor of Construction)
- Fashion District Outlet di Molfetta – Bari (Project, concept design, Supervisor of Construction)
- Theme Park – Valmontone – Roma (Project, Concept Design, Master Plan)
- Theme Park – Molfetta – Bari (Project, Concept Design, Master Plan)

AL HOKAIR COMPANY – SAUDI ARABIA

- Tabuk Center – FEC in shopping Mall – Rijhad (Concept Design, Definitive Project with planning Budget and technical description)

PANACEA – ITALY

- Master Plan with the urbanization of the little city village for shopping with all the thematization's building

CONSORZIO SVILUPPO E COSTRUZIONI – BARI -ITALY

- Project for Hotel Resort with service center and laguna

PLAYMART S.P.A. – ITALY

- Project for F.E.C. in Libano, Beirut
- Project for F.E.C. in Saudi Arabia, Dammam