

# FANTASIA

RAKENNE



# WHO AM I?

Jere Ruotsalainen, MM, artist  
- Creative, CEO from 2006

Field of expertise: Environmental Art, Lighting design,  
Experience Scenography



## WHO WE ARE?

- Fantasiarakenne Oy
- est. 2000, based in Kuopio
- 10 regular employees (up to 30 in season)
- turnover in 2012 ~1M€.



# WHAT WE DO?

## EXPERIENCE



# WHAT WE DO?

## SETS AND STRUCTURES RELATED TO EXPERIENCE ENVIRONMENTS





Angry Birds Land, Särkänniemi, 2012

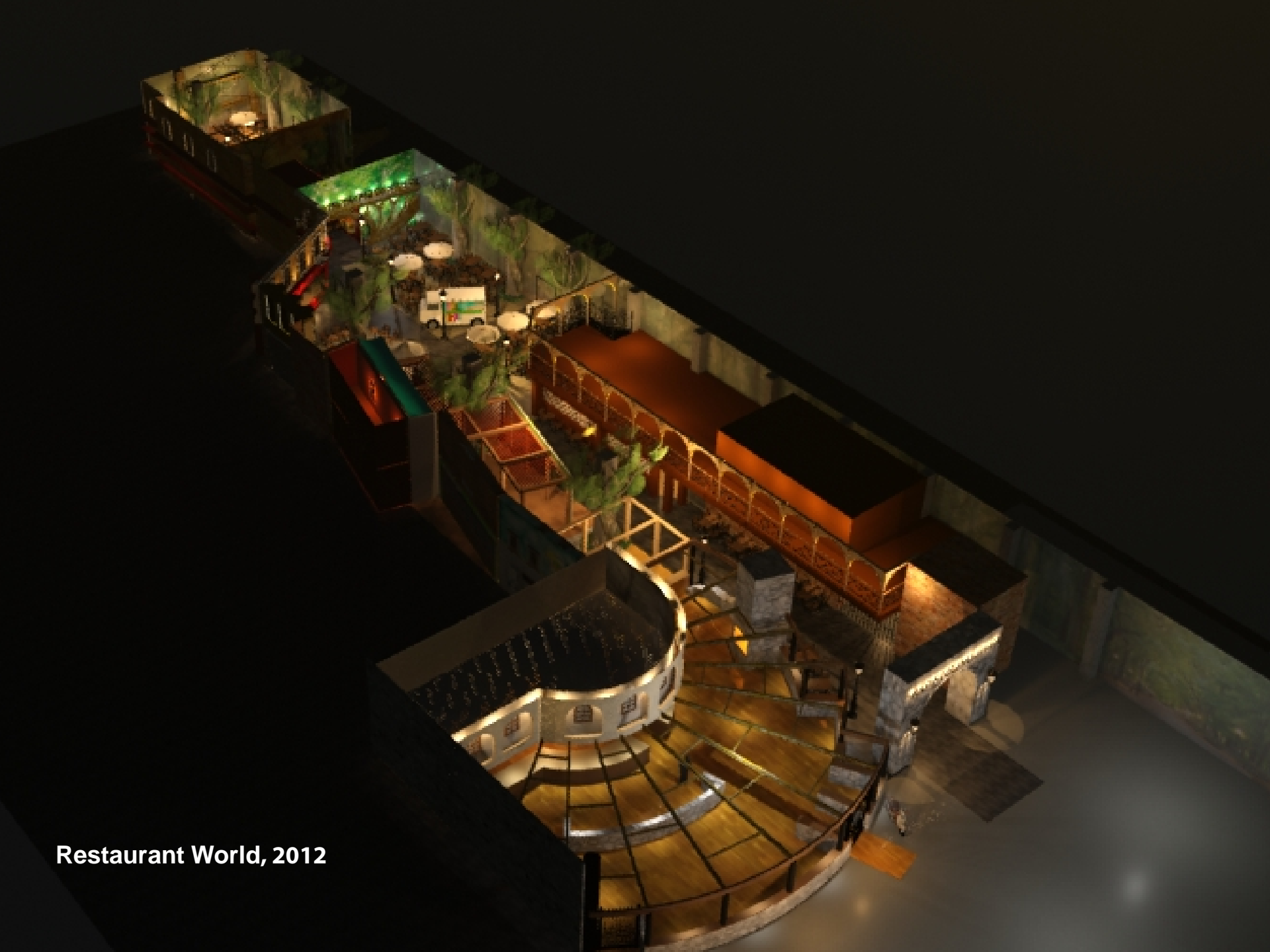


Light Poles, Arctic Circle, Rovaniemi 2007



Santa Claus Office, Arctic Circle, Rovaniemi 2007





Restaurant World, 2012



**Finnish pavilion Kirnu in Shanghai World Expo 2010  
Awarded Best pavilion in it's own Category.**

# BIZZ IDEA?

TO DO THINGS THAT NO ONE ELSE CAN DO!



# MISSION

## FIGHT AGAINST POOR IMAGINATION



# HOW WE DO THAT?

## STARTING FROM THE CONCEPT



# Process of production

Story and script fit  
in to the  
attraction's  
environment and  
business plan

Concept plan

Visualization of  
the script's mood  
and create an  
overall theme

Visual theme plan

Construction  
drawings and  
visual effects +  
final budget

Construction plan

Construction of the  
theme environment

Construction

Operational teaching  
and user's manual

Implementation

Guarantee check

Maintenance





**Without a story there's nothing where to design  
can be compared to.**

(Klingmann 2007)



**Sets needs to have a strong visual message.**

(Walt Disney)



A samurai warrior in full armor, including a helmet with large, curved horns, is silhouetted against a bright, hazy background. He is riding a dark horse. In the background, a battle scene is visible with several other samurai on horseback, some holding flags and spears. The scene is framed by two large tree trunks on either side.

**Tales and myths creates great stories.**

(Rolf Jensen 1999)

# **Experience Scenography Guidelines**

- 1. Story**
- 2. Drama and choreography**
- 3. Detail and structure**
- 4. Perspective and scale**
- 5. Multisensory appeal**
- 6. Light and color**
- 7. Storyboard**

(Ruotsalainen 2010)



**Story**

**+**

**Atmosphere**

**Multisensory appeal**

**Functionality**

**+**

**Imagination**

**= Memorable experience**

**NEW BIZZ?**

**STARTING FROM THE CONCEPT**



# WHAT IS THE PROBLEM?

## SANTA CLAUS APPEARANCE





*It is always out there. . .*



**CHINESE REINDEERS**



**SANTA IN SHOPPING MALL**

15/12/2010 07:17





**SANTA'S COTTAGE**

15/12/2010 07:27

# SANTA CLAUS IN THE FUTURE?





GLOBE OF  
CHRISTMAS

GLOBE OF  
CHRISTMAS

Campaign  
Ads

AR

Game

SOME

Mobile  
App

Costumes

4D  
Theater

**Santa  
Claus**

WWW

Packages

Advent  
Calendar

Pop-up  
Shop

Products

Events

Santa's  
Cottage set

online

Santa Claus  
Office  
Rovaniemi

Lights

Sounds

Deco-  
rations



GLOBE OF  
CHRISTMAS

2012

2013

2014

Santa  
Claus

Santa's  
Cottage  
set

Pop-up  
Shop

Ads

Lights

Deco-  
rations

Advent  
Calendar

WWW

SOME

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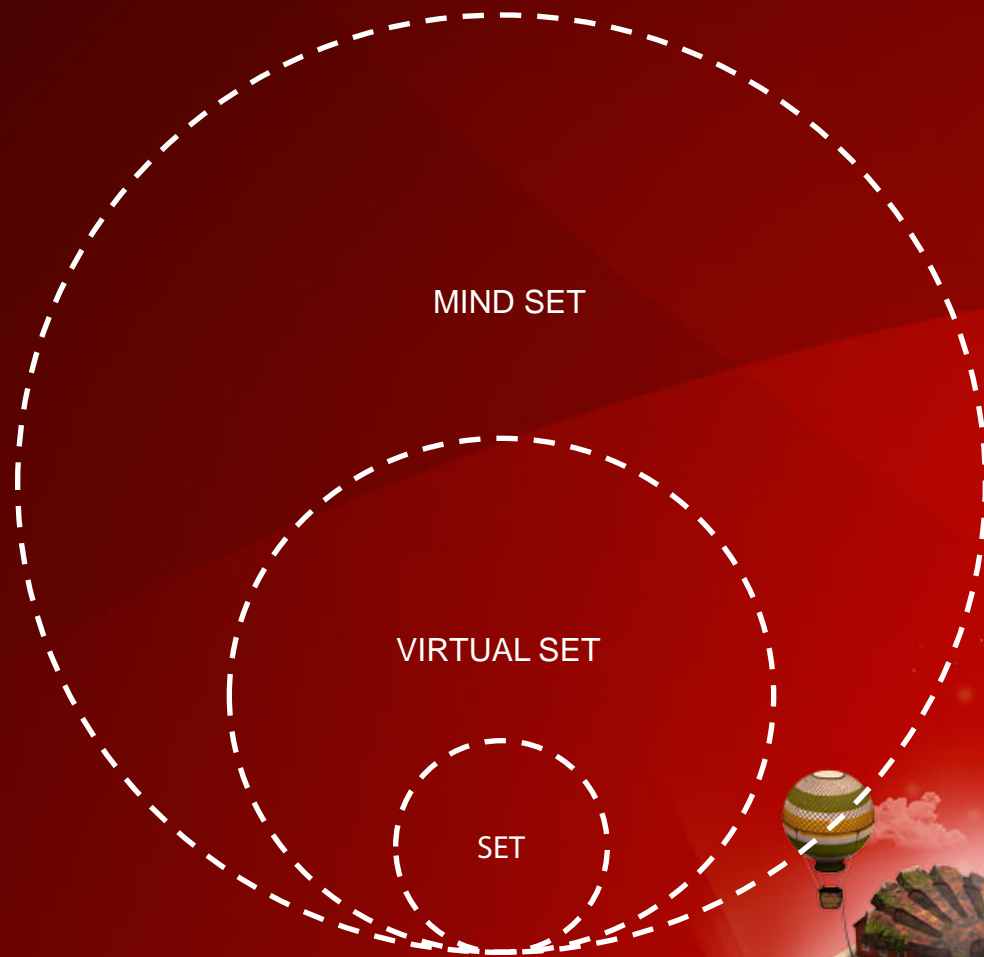
# FANTASIA

RAKENNE

FANTASY



REALITY



# References

- ANGRY BIRDS LAND Särkänniemi, Finland - Theme set design and construction
- Santa Claus Office, Rovaniemi, Finland – Concept, interior set and lighting design, construction
- World Expo 2010 Shanghai, Best Concept, finnish pavilion
- Linnanmäki amusement park – Theme set designs and constructions in various attractions
- Moomin world theme park - Theme set design and construction
- Tykkimäki amusement park - Theme set design and construction
- Finnish Embassy Christmas lights, Berlin – Concept and lighting design



If we lose a detail, we  
lose it all!





# Thank you!

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New experiences online...

