

Hill International, Project Manager of the first Indoor Entertainment Center (IEC) of *Parques Reunidos* and Nickelodeon.



The project, promoted by *Parques Reunidos* in the Thader Shopping Center in Murcia, opened December 1st after two and a half years of work.

December 1, 2017. Getting the little ones to live an immersive experience in the world of Nickelodeon, with characters like SpongeBob SquarePants, or Paw Patrol among others, was the objective transmitted by *Parques Reunidos* and their partner Nickelodeon to the **Hill International** team at the beginning of the more than two and a half years of work that has been dedicated to the creation of this Indoor Entertainment Center (IEC) in the Thader Shopping Center, belonging to Merlin Properties. The first Nickelodeon Adventure Park is inaugurated in Murcia, in which **Hill** has managed the project, from the concept phase to its total culmination, coordinating the work of about thirty specialized suppliers in each of the pieces and experiences that they make up the park.

The development of Indoor Entertainment Centers (IECs), located both in shopping malls and in iconic urban locations, is one of *Parques Reunidos*' main growth strategies because it contributes to increasing the company's income stability by reducing weather-related seasonality. *Parques*

Reunidos has a strong expansion plan for this kind of centers, which will be open to the public year-round.



“The arrival of Nickelodeon Adventure to Thader reflects MERLIN’s investment on innovation and on front-line Retail, while also strengthening this mall’s image as an entertainment and shopping destination within the Murcia region and all its surrounding areas. Nickelodeon Adventure clearly combines MERLIN’s current plans for the future: Entertainment, Education, and

improving Client Experience, all happening simultaneously in a space designed to meet an increasingly demanding audience who are looking for new entertainment concepts” mentioned MERLIN Properties’ CEO, Ismael Clemente.

"The design phase has had a great weight in our work", explains the person in charge of the project management team for this project, Vivianne Sabah, "we have dedicated a lot of effort and time to develop the Nickelodeon ideas with the requirements of our client Parks gathered for this center in order to get these intangibles to be concreted in a real project ". Being an original development, the **Hill International** team had to work very closely with the promoter, *Parques Reunidos*, and with Nickelodeon, to materialize the sensations and experiences that the creators of the concept were trying to convey.

The park has different interactive spaces dedicated exclusively to each of Nickelodeon's most famous characters, offering a totally immersive experience, such as SpongeBob's sailing school; a specific area of Dog Patrol; different spaces dedicated to Dora the Explorer, the Rugrats, the Magical Godfathers and an adventure park animated by the Ninja Turtles in which the children will enjoy different climbing routes and tunnels.

Additionally, the center has themed birthday rooms with Nickelodeon characters, an interactive area, as a 4D cinema and educational areas for school groups.

"The center, that is inaugurated today is a significant exponent of the new trends in the repositioning of shopping centers, whose objective is to revitalize the commercial experience through new proposals for leisure and restoration for these spaces", underlined Marian Prieto, Country Manager of **Hill International in Spain**, present at the opening of the park.