

A child with long brown hair, wearing a light-colored long-sleeved shirt and olive green shorts, stands barefoot on a circular glass platform. The platform is part of a larger structure that includes large, white, bat-like wings with orange-brown veins. The child's arms are outstretched, and they are looking directly at the camera. The background is a deep blue with white, cloud-like patterns. The entire scene is framed by a dark blue border.

GIANLUCA FALLETTA

**FROM CONCEPT
TO AMUSEMENT**

WHO I AM?

Gianluca Falletta is an Italian creative visionary specializing or, better said, focusing mainly on the entertainment and amusement industry.

Deemed as one of the very few, genuine Italian *Imagineers*, after spending his apprenticeship at Filmmaster Events, one of the top live-events agencies in the world, Gianluca has been asked to design world-renowned amusement parks and rides and was part of the start-up team for Cinecittà World, Luneur Park in Italy and many other amusement parks and Family Entertainment Centers all over the world, combining the idea off creativity and narrative values with the need to offer innovative and immersive experiences to audiences.



PASSION, CREATIVITY, EMOTIONS!

"WHAT WE DO GOES WAY BEYOND A SIMPLE JOB AND IT NEVER CEASES TO STIR OUR EMOTIONS"



Gianluca conceives, from scratch, both the creative and artistic projects of amusement parks and rides all over the world, each with a high emotional significance, aimed at immersing the spectator in amazing realms.



From big productions to open-air events, through indoor/outdoor shows in theme parks, imagination has no limits! It means giving emotions in the blink of an eye and creating unforgettable instants.



Gianluca never ceases to stir his own emotions through his work. With a constantly evolving approach he aims at creating tangible and memorable dreams, always engaging audiences in new realities.

IF YOU CAN DREAM IT YOU CAN DO IT

The term *Imagineer*, coined by Alcoa Corporation and made famous by the Walt Disney Company, was born by the juxtaposition of the words *Imagination* and *Engineering*.

The people involved in this industry are certainly dreamers, however with the solid ground and meticulousness of an engineer.

All art forms convey in this industry, a multifaceted environment in which a multidisciplinary mindset is required as much as it is propelled.



FILMMASTER GROUP

In 2007 Gianluca started a fruitful collaboration with Filmmaster Events, one of the largest entertainment agencies in the world.

It was here, thanks to the superintendence and loving guidance of Alfredo Accatino, that Gianluca earned for himself the title of *Imagineer*. Coined by Walt Disney himself for his creative team it is a term which he intended to define his staff of creators/dreamers/makers.

During his time with Filmmaster, Gianluca managed two major theme parks: Cinecittà World (open July 2014) and Luneur Park (open October 2016).



CINECITTÀ WORLD

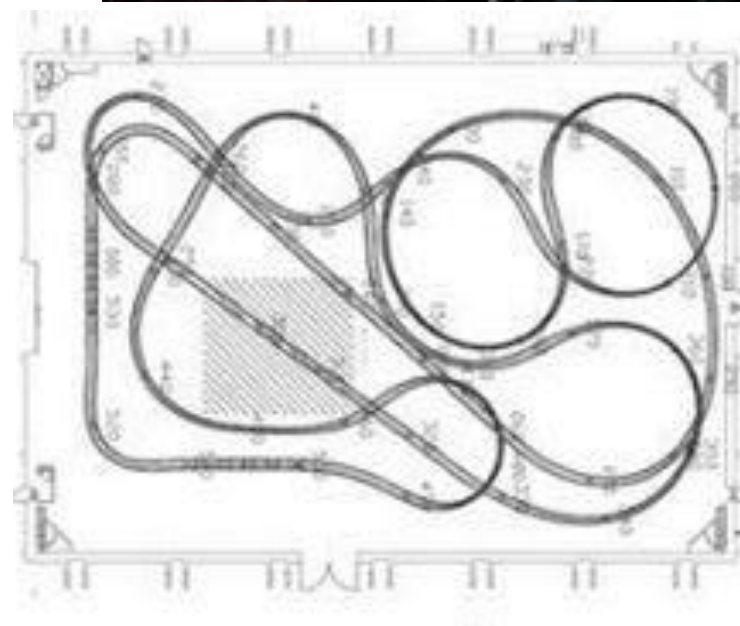
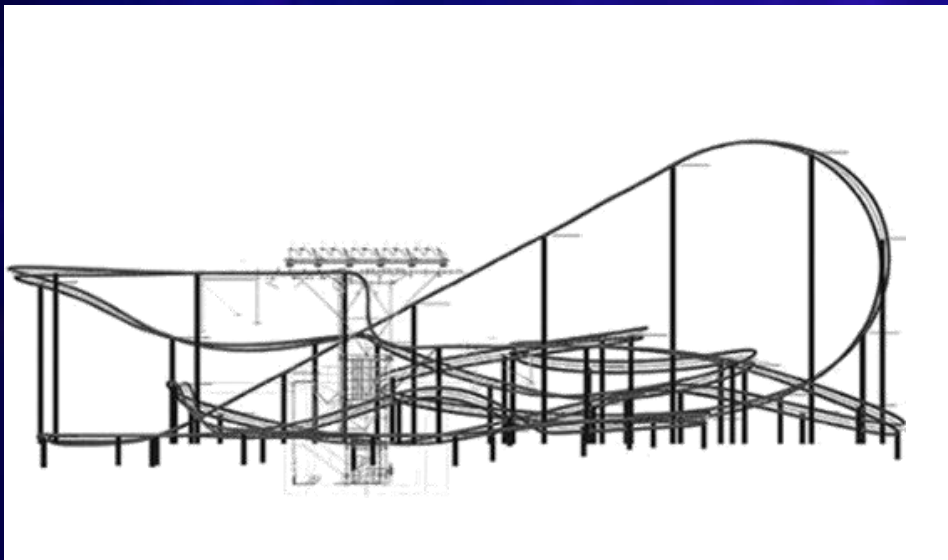
Amongst the Cinecittà World designs he feels more inclined to, we like to mention Darkmare (now renamed Inferno), an indoor rollercoaster inspired to and video-mapped with Dante Alighieri's *Inferno*; the steam-punk themed kids' section Sognolabio, created with Zamperla SPA and, last but not least, Altair CCW-0204, a 10-inversion-coaster enclosed in a spaceship, a modern, intergalactic take on Noah's Ark.

At Cinecittà World, under the strategic leadership of Francesco Giustino, he had a chance to work hands-on with the brightest European creative minds, sharing his vision with legendary artists such as three times Oscar recipient Dante Ferretti.









LUNEUR PARK

Working at the Luneur Park, the oldest amusement park in Italy, spanning from creative concept, theming and storytelling of the renewed park, Gianluca was free to explore the depths of his own imagination creating a number of unique attractions included in his *Garden of Marvels* (Banzai, Lunasfera, Draco Arena, the Elves' Pathway and MagiCircus, to name a few). He was also able to put his hands on celebrated vintage rides, considered to be true "monuments" for Roman visitors: the large Ferris Wheel, the kids' ride "BrucoMela" (the first worm-coaster prototype in the world), the Jumbo and King Arthur's Knights rides.









"The thing i love the most is reviving an exixting amusement park, or even one that's been abandoned. Getting back in touch with the visitors is such a thrill!"

HORROR LIVE EXPERIENCE

In the past few years, Gianluca Falletta has created **Hel**, Horror Experience Live, a brand whose aim is to design and theme Haunted House walkthroughs conceived with a completely new format, which can morph into different environments (from Bathory's House to a Freak Circus, from an abandoned Asylum to a serial killer's apartment) thus offering constantly evolving experiences and meet the visitors', the clients' and the agencies' taste at one time.



LUNA FARM

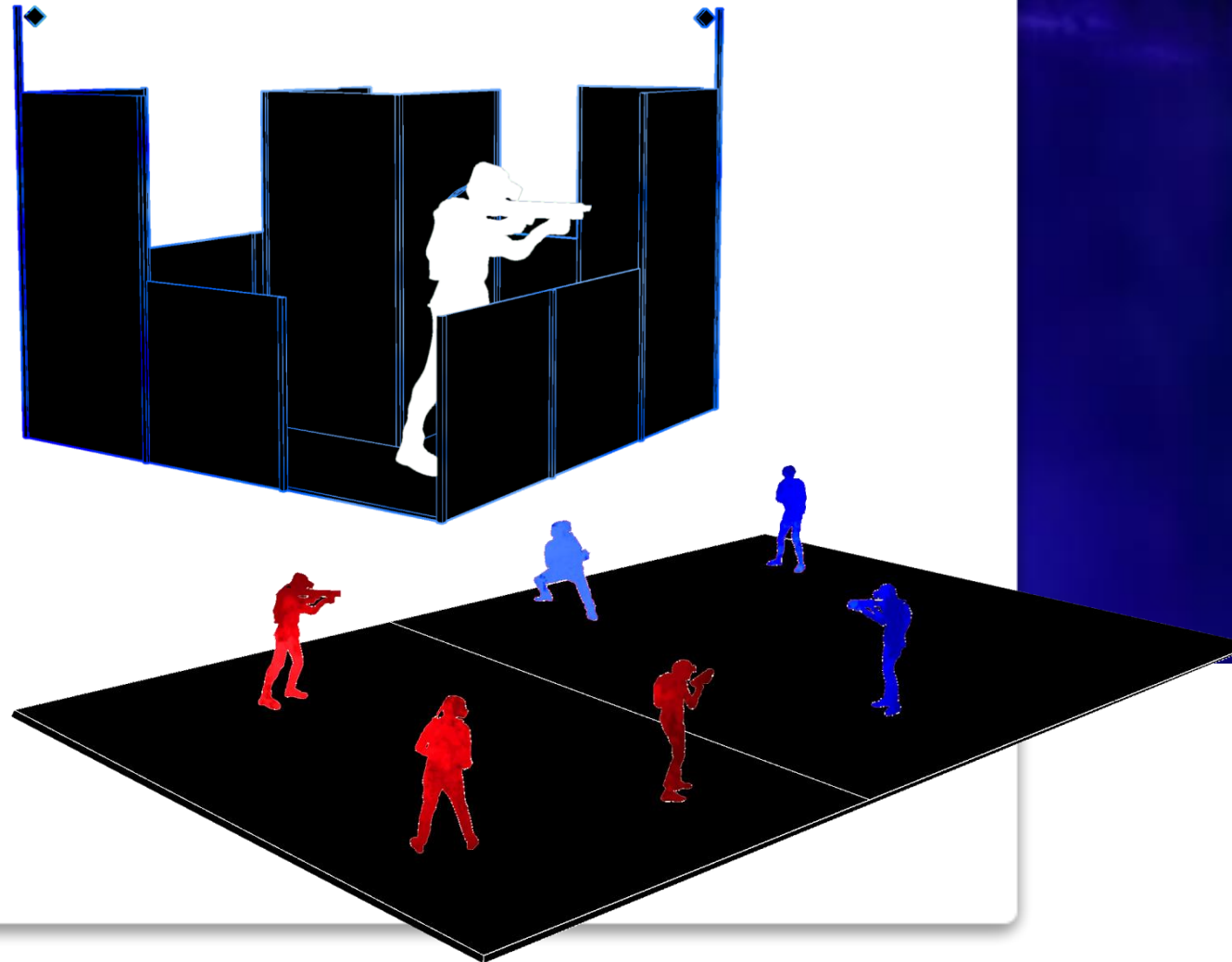
For Zamperla spa, directed by Andrea Caldonazzi from Theme Park Project, he was responsible for the entire sonic experience of the brand new “Luna Farm”, situated in Fico Eataly World, in Bologna: original soundtrack, main theme, bgm, sfx). “A fun and totalizing experience”, he defines it, “which made me understand how important each single ingredient is in creating the right magic and gift theme park visitors with a true immersive experience.





FREELANCE IMAGINEER

From 2017 Gianluca has been working freelance around the world involved, on one side, in digital requalification projects – Virtual and Augmented Reality – and on the other conceiving new installations and brand new parks.





PHYGITAL THEME PARK

As for “immersive realities” in the forefront, just as he was for the transition between live and virtual events, there’s Gianluca Falletta, an international *imager* responsible for designing a number of parks, rides and visitors’ experiences, a true forerunner in the use of new technologies, long before the current global situation. His work hinges on the audience, the true protagonist, through the analysis of a number of different angles, heterogeneous IT and gaming skills, different modes and times of fruition according to the target audience and a multitude of devices. The fundamental idea on which this analysis is based is certainly the attention span implied in the use of new media and technologies. Gianluca deems that the true difference is in the ideas behind any experience. These are strictly connected with the storytelling and the memorable emotional response they stir in the audience and, ultimately, they flow into the attraction. Thanks to new technologies the more traditional forms of mass entertainment are evolving, overcoming the old concept of mirroring reality.





“A number of national and international projects are asking us to create digital environments, created with Unreal Engine just like contemporary videogames. This allows gamers to be attracted by the park experience they’ve always loved. Not just single rides but theatres and stores, presenting themselves just like virtual theme parks would, *augmenting* – so to speak – through the implied storytelling, their physical counterpart, which is now being denied by the global sanitary situation. Such projects, however, are not an end in themselves. Due to the budget optimization which led to the design of such environments, as soon as the parks will re-open, they will come in handy for a more flexible, hybrid experience. They will offer new and unusual trans-medial contents or simply transform your typical websites in web-apps, where people can visit the park just by clicking their mouse, book hotels, browse through restaurant menus, buy merchandising by looking at the items’ amazing 3D renderings”.

CONCEPT DESIGN: CREATIVE BIBLE



Gianluca Falletta's work as *Imagineer* stems from the study and analysis of the clients' requests, elaborating the reasons behind the choice of the location and the developing potential of the structure-to-be, considering the cost of operation and minimizing all non-relevant choices.



Once a study has been carried out and shared, the next step would be creating a "Design Document" meaning laying out the format, the Creative Bible, which will serve as a foundation and a useful insight tool describing the project in its entirety.

CONCEPT DESIGN: CREATIVE BIBLE

From choosing the lot for the project, to the allotment of each single ride, from evaluating the landscape mood to the *look and feel* of the urban furniture, always keeping in mind the theming, scenarios, the colour palette, all the way down to the employees clothing, food and beverage choices, the musical atmosphere and lighting.

Creative projects are so thorough as to become a useful guide for all those professionals who will be involved in the creation of the entertainment division of the park and are designed to maximize the visitors' experience in the long run and, therefore, to the return of the investment.



PARTNERS AND FRIENDS



SHOW E EVENTI

**"UN'EMOZIONE NON PUÒ ESSERE
CATALOGATA IN UN PROGETTO: TUTTO
DEVE ESSERE INTEGRATO E OTTIMIZZATO
PER CREARE ESPERIENZE E RICORDI..."**

Gianluca Falletta, finalista di Italia's Got Talent 2019 grazie alle sue performance di videomapping ha dimostrato sempre di coniugare in maniera perfetta arte performativa, emozioni e storytelling. Gianluca si occupa della direzione creativa ed artistica di eventi, convention, festival con l'obiettivo di realizzare progetti dall'alto contenuto emozionale, indimenticabili e notiziabili.





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LAST UPDATE
10 DICEMBRE 2020