



EDG | PSA

EDG + EDGpsa are innovative destination development partners for resorts, hotels, entertainment retail, theme parks, animal parks, and related mixed-use real estate venues worldwide, focusing on projects with entertainment elements.

We specialize in development strategies, master planning, branding, project and design management, and operational planning services for owners and investors seeking innovative and unique destination experiences.



Who

EDG|PSA

EDGpsa works comprehensively with offices throughout the world.

This allows our clients to customize their service needs to their unique project, or we can support the full life of the project from idea generation through implementation and opening day

**EDGcompany
Los Angeles**

EDGCOMPANY PROVIDES INNOVATIVE REAL ESTATE AND DEVELOPMENT SERVICES ACTING AS URBAN STRATEGIST FOR MIXED USE, COMMERCIAL, ENTERTAINMENT, RESORT, AND TOURISM DEVELOPMENT THROUGHOUT THE WORLD.

**EDGventures
Shanghai**

EDGVENTURES PARTNERS WITH GOVERNMENT GROUPS AND OWNERS TO CONNECT REAL ESTATE AND BRANDS WITH INVESTORS AND DEVELOPERS TO CREATE NEXT GENERATION SOLUTIONS.

**EDGpsa
Riyadh**

EDGPSA WAS FORMED IN REPOSE TO THE GROWING KSA ENTERTAINMENT AND TOURISM SECTOR AS A VITAL STRATEGY TO DIVERSIFY THE LOCAL ECONOMY TO THE BENEFIT OF ALL SAUDI CITIZENS BY PROVIDING COMPREHENSIVE DESIGN AND IMPLEMENTATION SERVICES.

We know entertainment

We best represent the Owner's goals and objectives

We can deliver a complete service

We are local with an international outreach



Why

EDG|PSA

We work at the intersection of project management, design, and entertainment, to deliver the highest quality projects that are innovative, buildable, on time, and on budget to ensure project success.



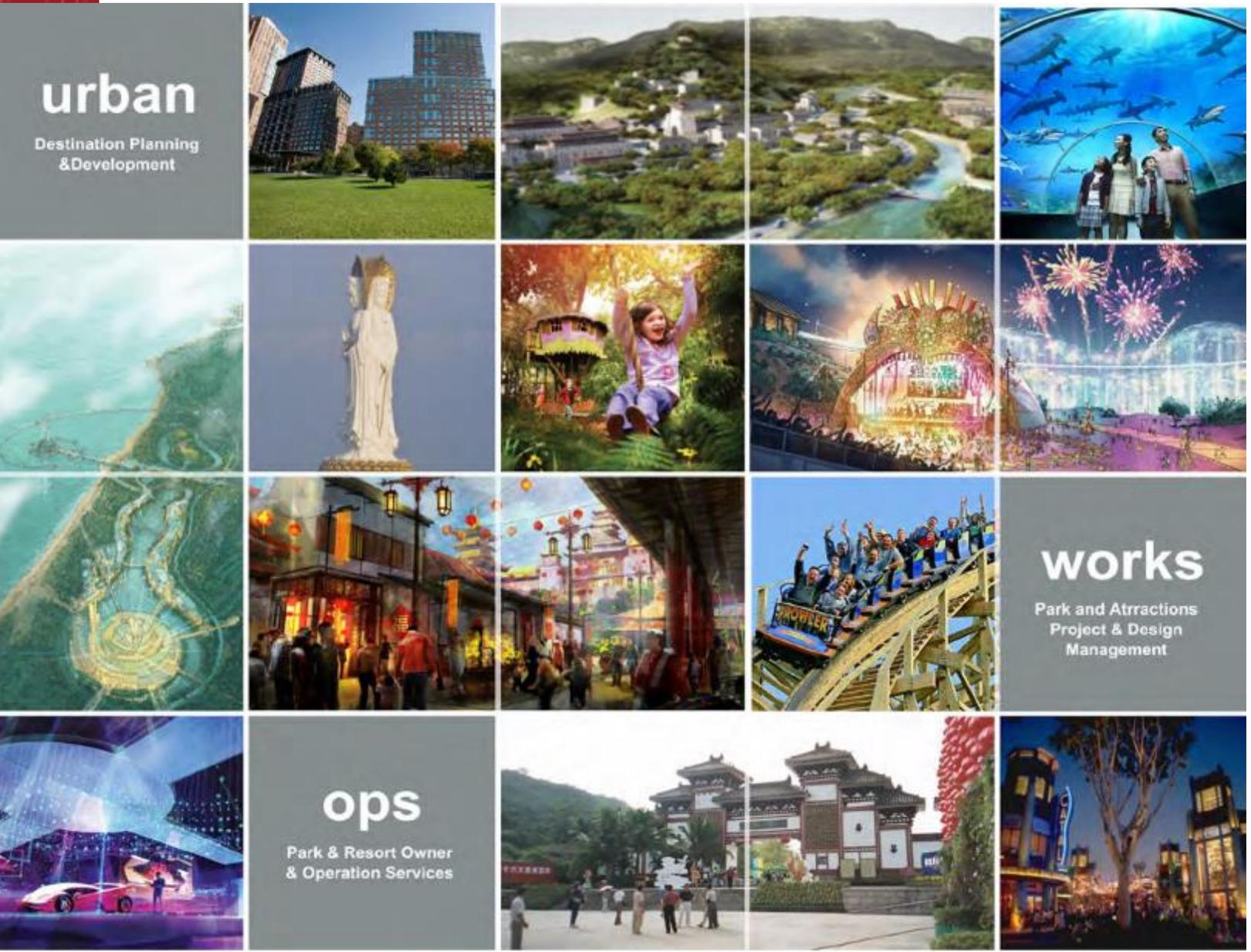
How

EDG|PSA

We practice **VALUE ENGINEERING** as a design generator

...not just a peer review or cost-minimization practice. It is a creative and organized exercise of a set of disciplined procedures that analyze the requirements of a project to reach the optimum value of essential functions at the lowest total cost for the initial and long-term investment.

VALUE ENGINEERING



urban
Destination Planning
& Development

works
Park and Attractions
Project & Design
Management

ops
Park & Resort Owner
& Operation Services

MIXED-USE REAL ESTATE
 DESTINATION RESORTS
 THEME PARKS
 RESORT HOTELS
 TOURISM STRATEGY
 RETAIL, DINING & ENTERTAINMENT
 ENTERTAINMENT ATTRACTIONS
 ANIMAL-BASED ATTRACTIONS
 CULTURAL ATTRACTIONS
 SHOWS AND EVENTS

Markets

EDG|PSA

Tourism Planning & Strategy Master Planning

Development Feasibility & Strategy

Entertainment District Creation

Vision Planning

Development Management

Land Use Planning

Government Support Advisory

Site Planning

Design Guidelines

URBAN

Destination Planning & Development

DISNEYLAND RESORT EXPANSION ANAHEIM, CALIFORNIA, USA

As Director of Development Management for Walt Disney Imagineering, Thomas Kozlowski led the master plan implementation team responsible for developing the vision and facilitating the integration of Disneyland, Disney's California Adventure, Downtown Disney retail and entertainment, 2200 hotel rooms including Disney's Grand Californian, a 10,000-car parking structure, public roads, streetscape improvements, environmental branding, a graphics and identity program, future development planning and strategy, public/private partnerships and entitlements for the US\$2 billion expansion of the 550-acre Disneyland and 1100-acre Anaheim Resort Districts.



THE NANSHAN DREAM SANYA, HAINAN, CHINA

Following on the success of the Nanshan Cultural Tourism Zone in Sanya, China EDG was brought in to develop a plan that would modernize and bring the project into the 21st century as an international tourism destination capable of competing with projects in Southeast Asia such as Thailand and Malaysia.

The solution became The Nanshan Dream Culture Park – the world's first cultural Disney World uniting the ideas of Buddhism, Taoism, and Confucianism into one comprehensive and seamless resort experience. The master plan and strategy includes an expanded Dongtian Taoist Park (Big and Small Cave), the expanded Nanshan Cultural Tourism Zone, and a new concept for the Confucius Culture Tourism Zone within the 2090 hectare master plan.



HONGKONG DISNEYLAND RESORT HONGKONG, CHINA

The Hong Kong Disneyland Resort, located on reclaimed land on Lantau Island, Hong Kong, is Disney's first theme park in China. While with Walt Disney Parks & Resorts, Thomas Kozlowski led the master plan and development framework for the Hong Kong Government Works package for the new US\$3.2 billion, 800-acre resort consisting of phase 1 and future build-out of 2 theme parks, including Hong Kong Disneyland, 6 themed hotels, a proposed 650,000 sf retail and entertainment district, identity program, and all related public improvements including MTR line extension, inter-modal transit link, MTR station and associated facilities, government facilities, and ferry terminal.



HUANGGUOSHU FALLS NATIONAL PARK ANSHUN, CHINA

Huangguoshu Falls is home to the largest series of waterfalls in Asia. EDG was commissioned to study how to increase tourism to the area in general and create more of an international tourism destination while leveraging a series of underperforming tourism resources. The result is the comprehensive branding of the Huangguoshu Falls Tourism District; “China’s first National Park for the 21st Century” with Huangguoshu Falls at the center. The strategy includes repositioning all of the existing tourism attractions with new development programs into three related zones bringing with it increased tourism and investment to the Falls and Guizhou Province as well.

EDG was instrumental in identifying funding sources for initial land acquisition, infrastructure development, upgrade existing facilities, develop new resort locations, and subsequently increased tourism attendances and the number of stay days.





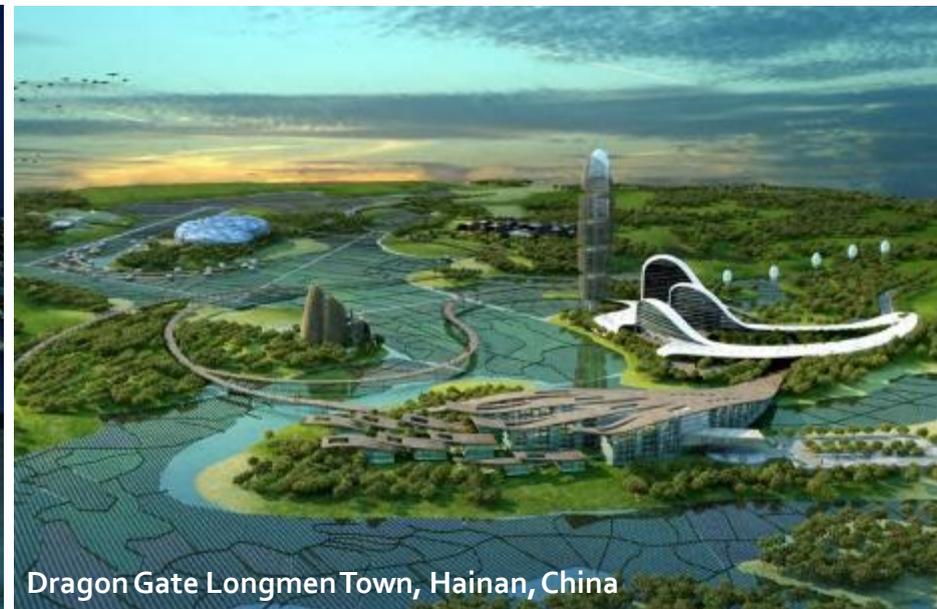
Colorful Guizhou, China



Permanent Convention Site of COIFAIR , China



The Wave at Incheon, South Korea



Dragon Gate Longmen Town, Hainan, China



Golden Lighthouse Resort, , China

Brainstorming /
Charrettes

Project
Implementation
Strategy

Concept and
Attraction
Ideation

Operational
Modeling

Entertainment
Programming

Design
Management

Project
Repositioning

Entertainment
Production

IP Advisement

Value
Engineering

WORKS

Theme Park and FECs

DESTINATION PARADISE HARBIN, CHINA

EDG was engaged to review and analyze the overall architectural concept for a proposed 400,000 square meter indoor shopping and dining mall located within new residential complex outside of Harbin, China, home of the Annual Harbin Ice Festival that draws in excess of one million visitors per yearly winter season.

In order to create a unique tourism experience for Harbin, this concept focused on the idea of "Year-Round Summer," an indoor water and interactive/virtual reality games park; Destination Paradise".

Related theming, themed facades, and entertainment attractions are interspersed throughout the mall structure, with a "VR Games Volcano" as its iconic focus.

EDG was responsible for full the market and feasibility, concept documentation, cost and schedule, recommendations for required building modifications, branding, and character development.



PLANET J MACAU, CHINA

Leveraging Macau's gambling destination pivot and refocus to include more family entertainment, Planet J Macau will be the "World's First Player-centric Live Action Role Play Theme Park".

Armed with a "Magic Scroll" – a small tablet device loaded with Planet J apps and connected to a master computer – guests adopt a fantasy persona to act out a series of customized gaming challenges to drive the forces of evil from the mythical Stone Kingdom. Multi-game development assures that each repeat visit will present new unique challenges for each guest.

EDG crafted this themed fantasy world from blue sky planning to documentation and was also responsible for project management from design thru construction. The Macau location will be the first of several Planet J's to be built around the world.



HK OCEAN PARK Hong Kong, China

Located on the Aberdeen side of Hong Kong Island, Ocean Park is one of the most famous and largest ocean-based theme parks in the world. As part of the current HK\$7 billion redevelopment to reposition the park, EDG principals were instrumental in the overall park design and planning to add 4 new themed lands and innovative animal-based attractions, redevelop the existing park entrance and arrival sequence, and connect the "Waterfront" to the "Summit" via a new funicular. Their roles included project master plan analysis, project design and delivery strategy, development advice, design and production management, budgeting and scheduling, and overall park programming and metrics to guide growth for attractions, retail, restaurants, and event spaces.



SANYA BAY MANGROVE RESORT WATER PARK

SANYA BAY, HAINAN, CHINA

AECOM and its Beijing based team has collaborated with EDG on the design of a new water park resort for the Sanya Bay Mangrove Resort. EDG was contracted to provide operational programming, design input, implementation strategies for all water attractions, procurement and operations planning services for the resort water park development with a targeted annual attendance of 365,000 and 4,500 resort keys..





Colorful Guizhou, China



Xi'an Entertainment City, China



Cinemagic City, China



Colorful Guizhou, China



Huangguoshu National Park, China



Disneyland Resort Anaheim, CA, USA

KUN MING OCEAN PARK
KUNMING, CHINA



BRC RICE DREAM SPACE PARK
TIANJIN, CHINA



Brainstorming /
Charrettes

Project
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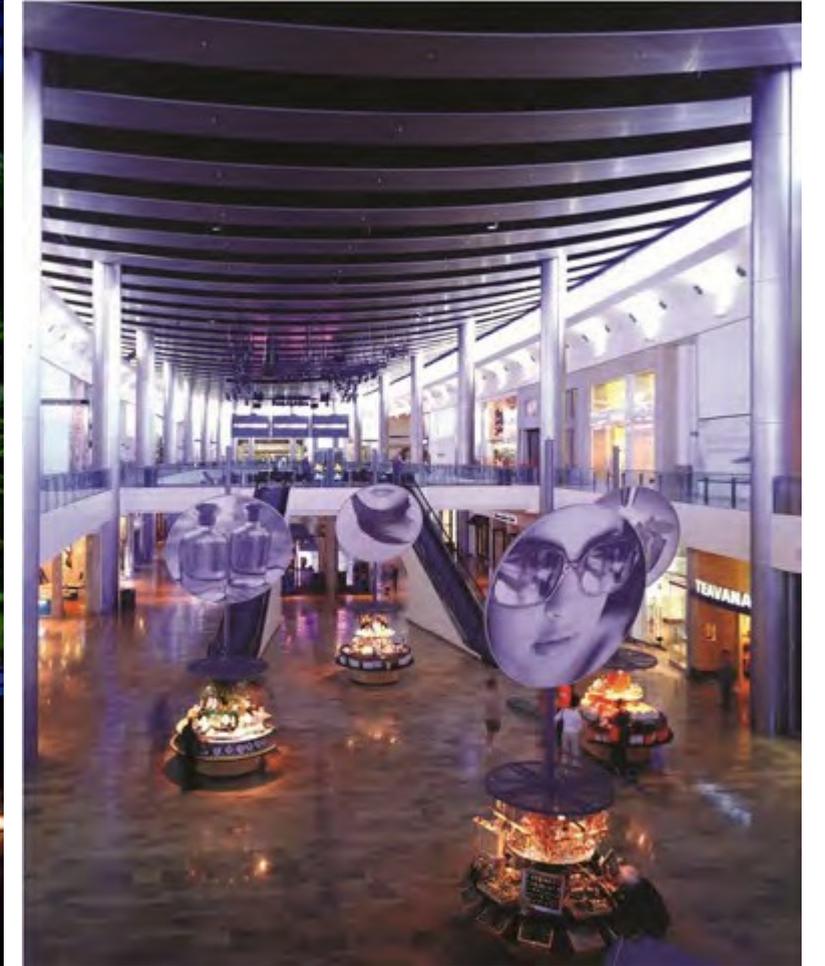
IP Advisement

Value
Engineering

WORKS

RDE and Hotels

FASHION SHOW
LAS VEGAS, USA



DISNEYLAND RESORT ANAHEIM, CALIFORNIA, USA

The Disneyland Resort is the transformation of one of the world's most beloved theme parks into a multi-day, mixed-use, entertainment destination district and tourism zone in the city of Anaheim. As Director of Development Management for Walt Disney Imagineering, Thomas Kozlowski led the master plan implementation team responsible for developing the vision and facilitating the integration of Disneyland, Disney's California Adventure, Downtown Disney retail and entertainment, 2200 hotel rooms including Disney's Grand Californian, a 10,000-car parking structure, public roads, streetscape improvements, environmental branding, a graphics and identity program, future development planning and strategy, public/private partnerships and entitlements for the US\$2 billion expansion of the 550-acre Disneyland and 1100-acre Anaheim Resort Districts.



VICTORY PLAZA
Dallas, USA



Brainstorming /
Charrettes

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Entertainment
Production

IP Advisement

Value
Engineering

OPS and PM

Project Management and Owners
Representaion

HONG KONG OCEAN PARK

ABERDEEN, HONG KONG SAR, CHINA

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PLANET J MACAU, CHINA

Leveraging Macau's gambling destination pivot and refocus to include more family entertainment, Planet j Macau, opening in 2016, will be the "World's First Player Centric Live Action role Play Theme Park". Located in the Venetian Sands Cotai Central, the 10,000 square meter Planet j Macau is a revolutionary indoor entertainment model breaking out from traditional theme parks. Armed with their Magic Scroll - a smart phone loaded with Planet j apps and connected to a master computer - guests will adopt a fantasy persona to act out a series of customized physical and intellectual challenges to drive evil from the mythical Stone King- dom. Multiple game development assures that each new repeat visit will be unique. Eventually to be integrated to an O2O platform, the project is designed for both active participants and the enjoyment of observers/audience. EDG created the highly themed fantasy world from concept to documentation and was also responsible for executive project management through construction to opening as well as operations advisement. The Macau location will be the first of several Planet js to be built throughout the world.

Planet J, Macau - Art works



Planet J, Macau - Actual pictures



THE VOID

United States,
Europe, and Asia

Executive project management for the VOID for their rollouts of multiple sites throughout the United States, Europe and parts of Asia. Leading the teams from concept, design, fabrication, construction, installation of high-tech equipment to grand opening of each site.

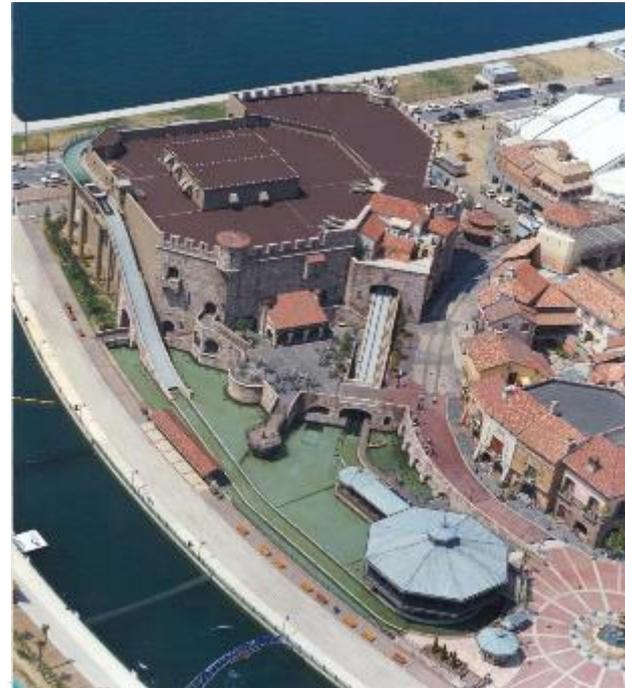
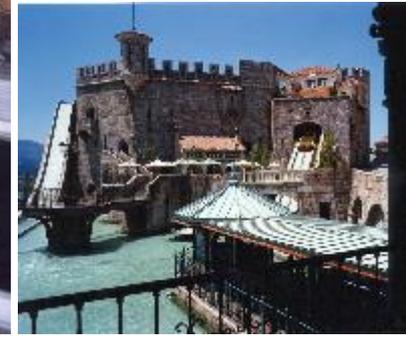
The Void is an Experiential Hyper Reality company that takes Virtual Reality to the next step and beyond. Partnering with the likes of Disney, Pixar, Marvel and Sony Studios, the Void puts guests in the middle of a battle with Darth Vader; fighting ghosts and the Stay-Puff Marshmallow Man, and slinging pancakes against evil rabbits in Wreck-It Ralph. The Void is the industry leader in Location Based Virtual Reality with ten locations up and operating including at Disneyland and Walt Disney World, with more on the way.



Porta Europa, Wakajama, Japan



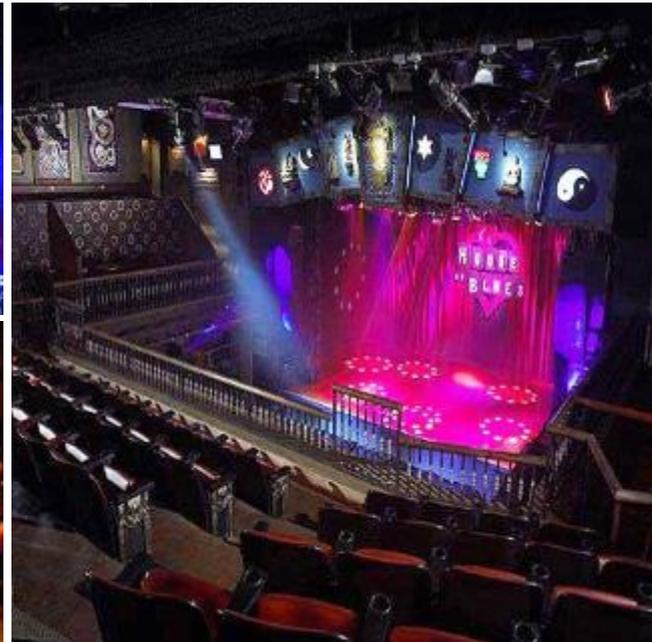
Universal Studios



Sega Gameworks



House of Blues in Salt Lake City, San Jose and San Diego





Planet J, Macau, China



Free Style Music Park, South Carolina, USA



Global Village, Dubailand, Dubai, UAE





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