



Case Study Dinosaurs in the Wild

CLIENT	Dinosaurs in the Wild UK
PROJECT	Dinosaurs in the Wild
PERIOD	February - September 2018
LOCATION	Royal Greenwich Peninsula, London
STRUCTURE	Evolution, Alu Hall, Alure Globe



The Assignment

Dinosaurs in the Wild, billed as the greatest safari ever, is a jaw-dropping spectacular for all the family where visitors are transported back in time to see, and even feel, what life was like 67 million years ago, surrounded by prehistoric animals. The interactive experience – described by visitors as “thrilling”, “amazing” and “a little bit scary” – is the brainchild of Creative Director Tim Haines, the inspiration behind the BBC’s award-winning *Walking with Dinosaurs* documentary series and the ITV drama *Primeval*.

A heady mix of immersive theatre, theme park fun and the latest scientific research, Dinosaurs in the Wild uses dramatic storytelling, high-tech animation and exciting 3D audio-visual effects. More than 100 artists and technicians created the unique experience which features eight prehistoric giants, including the iconic *Tyrannosaurus rex*, the three-horned *Triceratops*, the towering *Alamosaurus* and the amazing *Quetzalcoatlus*, the largest creature ever to fly.

After successful seasons in Birmingham and Manchester at existing event centres, Dinosaurs in the Wild came to London. But there was no permanent building in the capital available to accommodate such a large show for a long period of time. So, organisers turned to temporary structure specialists Neptunus to create a bespoke venue where families could experience ‘live’ dinosaurs as they have never seen them before.

The Solution

Neptunus rose to the occasion by constructing a temporary building with reinforced flooring and load-bearing roofs that would have been more than capable of accommodating even the largest prehistoric creatures to have walked the Earth. Although, of course, the creatures weren’t really inside the temporary structure, the mammoth amount of sophisticated equipment required in the building to provide the immersive 4D experience was colossal – and Neptunus’ temporary buildings were certainly more than capable of accommodating all the very heavy and specialist technology that needed to be installed.

It took an eight-strong team just three weeks to build the innovative venue on the Greenwich Peninsula, close to London’s O2 Arena, utilising the company’s state-of-the-art Evolution



technology. The eight-metre-tall Evolution Structure covered 3,400 square metres and incorporated black-out skins to provide a dark interior.

1,600 square metres of Alu Hall structures were constructed behind the temporary building to accommodate the requirements of the back-of-house support team, while a 600-square-metre Alure Globe structure links to the Evolution to form a foyer and reception area for visitors.

The Challenges

The organisers required a modern but robust building with all the attributes of a permanent building. The structures required special adaptation to the flooring to accommodate the show's exceptionally heavy equipment. The Evolution roofing system also has the capacity to support heavy loads which was another important aspect for the organisers. The venue houses two spectacular time machines and an extraordinary dinosaur research station, TimeBase 67 – built 67 million years in the past. Visitors and their guides tour a range of laboratories and witness wonders like dinosaurs hatching, an autopsy on a giant *Pachycephalosaurus*, and an observation lookout where dinosaurs roam in the wild all around them.

The Verdict

Nick Levitt, Production Manager for Dinosaurs in the Wild, said: "Dinosaurs in the Wild is a hugely popular interactive show for all the family that requires lots of space to accommodate our massive installations and the myriad of technology for our spectacular special effects. Neptunus are able to provide us with a really versatile and flexible temporary structure where visitors can embrace the whole unique prehistoric experience."

Trish McClenaghan, Event Manager for Dinosaurs in the Wild, said: "The temporary structure is really great. From the visitor's point of view there is no difference in the experience in this temporary building than for the events we staged at the NEC in Birmingham and EventCity in Manchester, it is just the same. The Dinosaurs in the Wild experience has been designed to be staged in different places and as the temporary structures are so good, it means that we have the ability to take the show anywhere."



FACTS & FIGURES



Bespoke venue where families could experience 'live' dinosaurs



February - September 2018



Built within just 3 weeks



5,600 square meter



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