

BTA.*la*

We Create Amazing Experiences

Think. Create. Succeed.

BTA.la

Who We Are | Our Legacy



BTA.la | Our Story

By **Thinking Differently** and **Designing Experiences**, we have **Created Success** the world over. We have created incredibly successful theme parks like much of Tokyo DisneySea, Warner Bros. Madrid and a major attraction for Universal Studios Florida. We've created Malibu estates and designed a palace for the King of Saudi Arabia. We master planned Korea's Alpensia Resort so that it could host the 2018 Winter Olympics. And it did. If you watched those Games, you've seen our work. We designed a visitor's center for Time Warner in the heart of New York City, and master planned universities and cities with a focus on the people who will study and live there.

Think Differently, Create Experiences, Succeed. It's what we do.

Think. Create. Succeed.



Our Team | Who We Are



Brent Thompson, RA

President, Chief Designer
35+ years experience

The **BIG IDEA**. The **Concept**, the **Plan**. We start with the **Big Idea**. Brent specializes in master planning and creative design of places people love. Brent has over thirty-five years of experience in creative design for a wide range of domestic and international clients.



Trey Frank, ASLA

Principal, Chief Master Planner
35+ years experience

Trey is a seasoned planner, landscape architect and entertainment designer bringing 35 years of experience in a broad range of global settings. Project work includes large-scale master plans, destination resorts, mixed-use developments, golf course communities, theme parks, in over 20 countries across five continents



Thelma Muro-Dittes

Project Manager
25+ years experience

As Project Director and Senior Designer, Thelma has led numerous large, international development efforts, including multiple Theme Park Project Developments in Europe, Asia, Latin America and the Middle East. Work includes confidential projects for three largest Movie Studios in Hollywood.



Bill Mount, RA

Senior Designer
35+ years experience

William was for many years a senior designer for a major design firm. William was sent to Beijing, China, in 2012 to establish an overseas office. His work experience over the past three decades includes every major Theme Park group, including Walt Disney, Universal Studios, Paramount, and Warner Brothers Studios.

Our Team | Who We Are



Christopher Smith

Chief Designer
25+ years experience

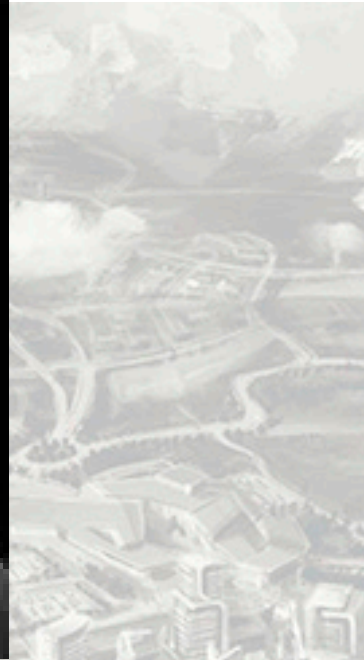
Chris has over 25 years of experience in the themed entertainment industry. Chris has provided creative leadership for major projects in Disney's vast array of theme parks that have been built, as well as many other non-Disney parks.



Juan Mayans-Boom

VR Design and Visualization Director
30+ years experience

Juan Mayans-Boom is a marketing expert who has launched and lead numerous endeavors in a diverse range of industries. A key aspect of the pre-concept analysis and design of any successful development, these assets are incorporated into the initial phases and direction of our projects to maximize market viability.



Alex Mayans

Creative Director
25+ years experience

Born in the Netherlands, Alex is a Creative Director and Art Director with over 25 years of international experience. Alex joined Thelma & Boom [partner company to BTA.la] in 2008 as Creative Director and now also oversees the Madrid office.

BTA.la

Shopping mall meets **theme park**. The best of two industries, combined. Fully integrated **Retail, Dining** and **Entertainment** destinations for sites large or small. **Entertainment** draws guests, and shopping, eating and drinking **make money**.

BTA.la Innovations

BTA.la RDE [Retail, Dining and Entertainment] Centric Planning



Program Divided **Program Along a Walk Street** **Program Looped**

Program Optimized **Entertainment Added** **Hotels Added**

BTA.la GetAway
Shop, Play, Eat, Drink and Stay



Program Divided **Program Along a Walk Street** **Program Looped**

Program Optimized **Entertainment Added** **Anchors Added**

BTA.la CityPlay
Shop, Play, Eat, Drink and Meet





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BTA.la *CityPlay*

Shop, Play, Eat, Drink and Meet





BTA.la

BTA.la *GetAway*

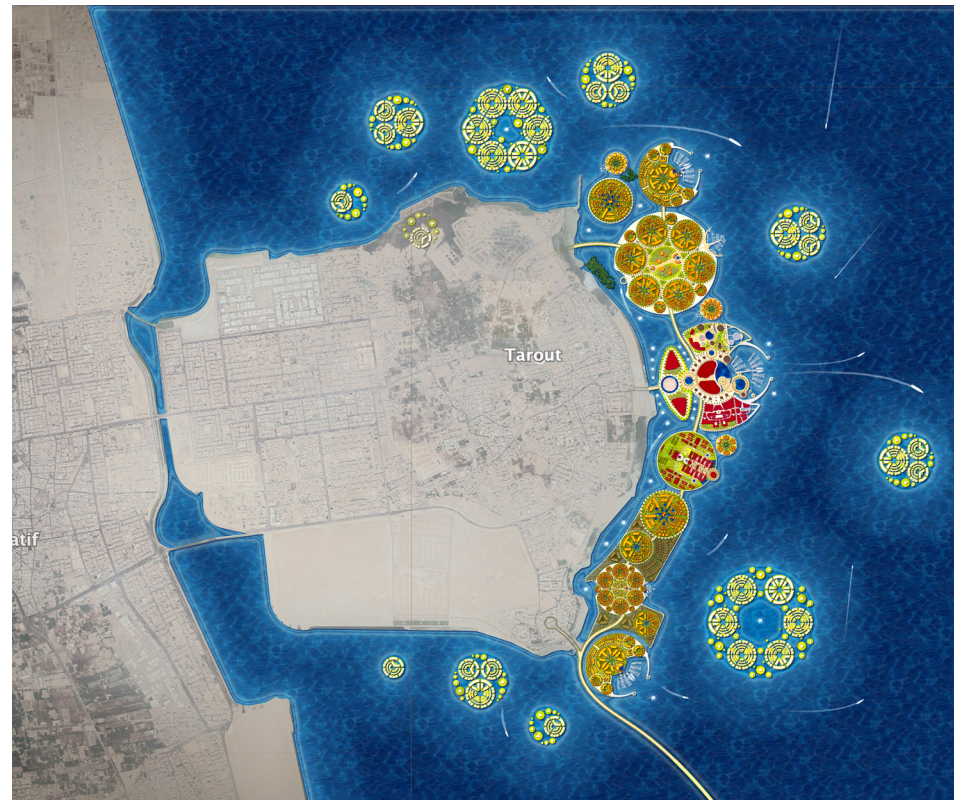
Shop, Play, Eat, Drink and Stay



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Juman Islands Resort

8 km2, Location Withheld, 2020





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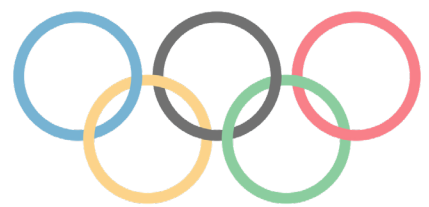


Tokyo Disney Sea

Tokyo, Japan, 1995



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2018 Winter Olympics Resort

1000 HA, Pyeongchang, Republic of South Korea





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Universal Studios Men In Black

Orlando, Florida, 1986



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Warner Bros. Movie World

50 ha, Madrid, Spain, 2001



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Cloud City Theme Park Resort

9000 mu, Sichuan, 2019



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Changsha Gu Long Hu Resort

14,000 mu, Changsha, Hunan, 2019





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Cloud Lake Resort + Water Park

5000 mu, Chengdu, Sichuan, 2007





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Xi'an AVIC Aviation Theme Park

1000 mu, Xi'an, Shaanxi, 2015





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Zhuhai AVIC Aviation Park

1450 mu, Zhuhai, Shangdong, 2016



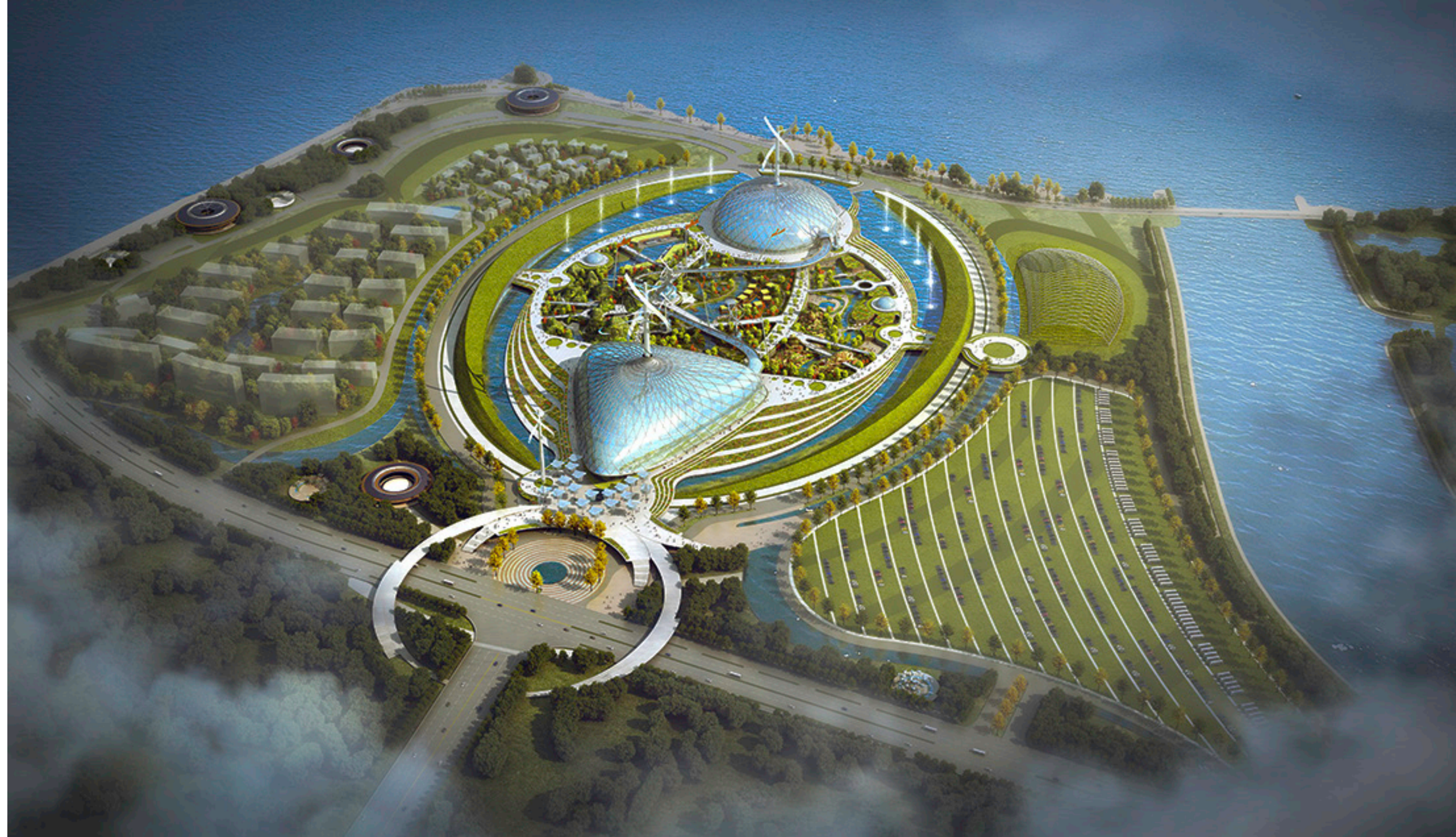
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金茂集团
JIN MAO GROUP

Eden EXP Nature EXPERIENCE

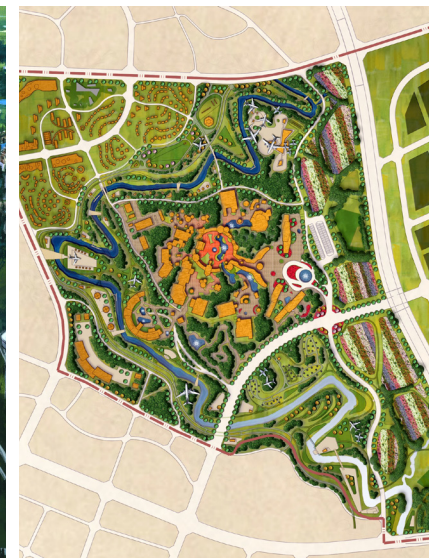
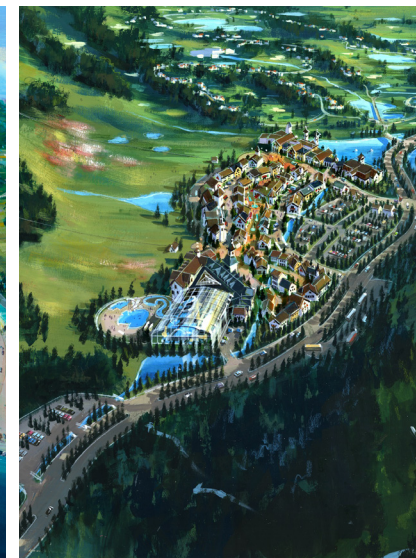
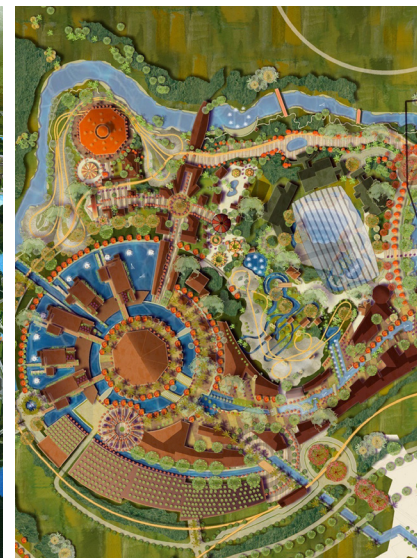
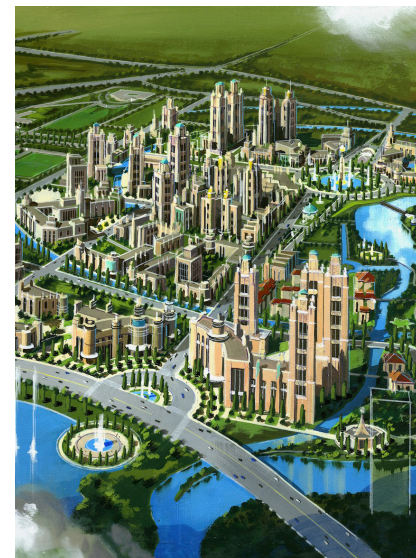
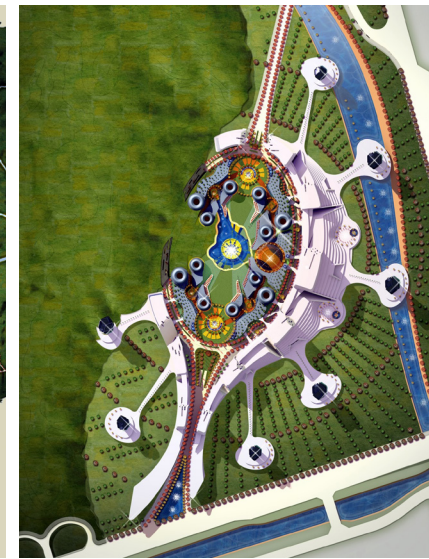
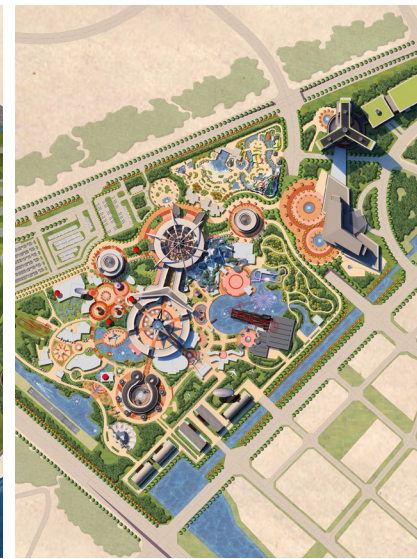
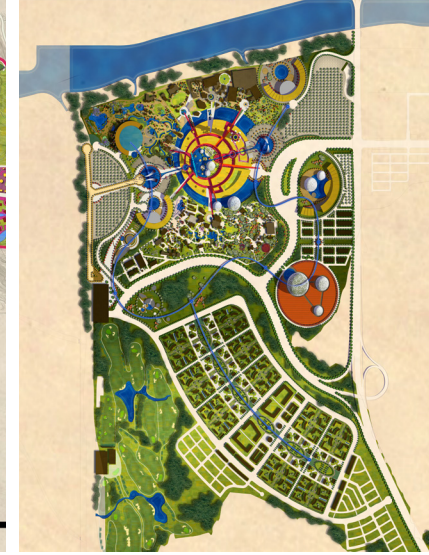
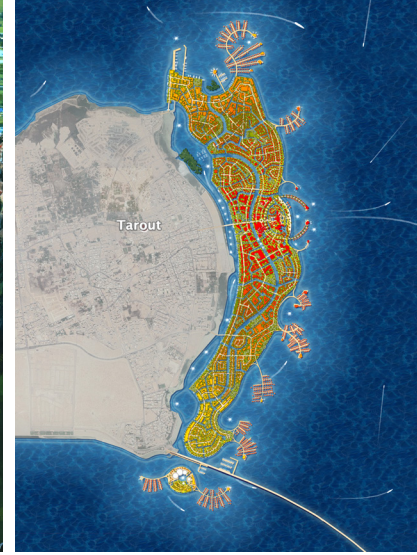
1450 mu, Qingdao, Shangdong, 2016



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Our Master Planning Work

Worldwide, 1990 - 2020





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Deco City Urban Plan

Chengdu, China, 2012



Hong Feng Spa Resort

Guiyang, China, 2015





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Aphae Island Resort

Aphae do, South Korea, 2004



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Butterfly City Urban Plan

Aphae do, South Korea, 2004

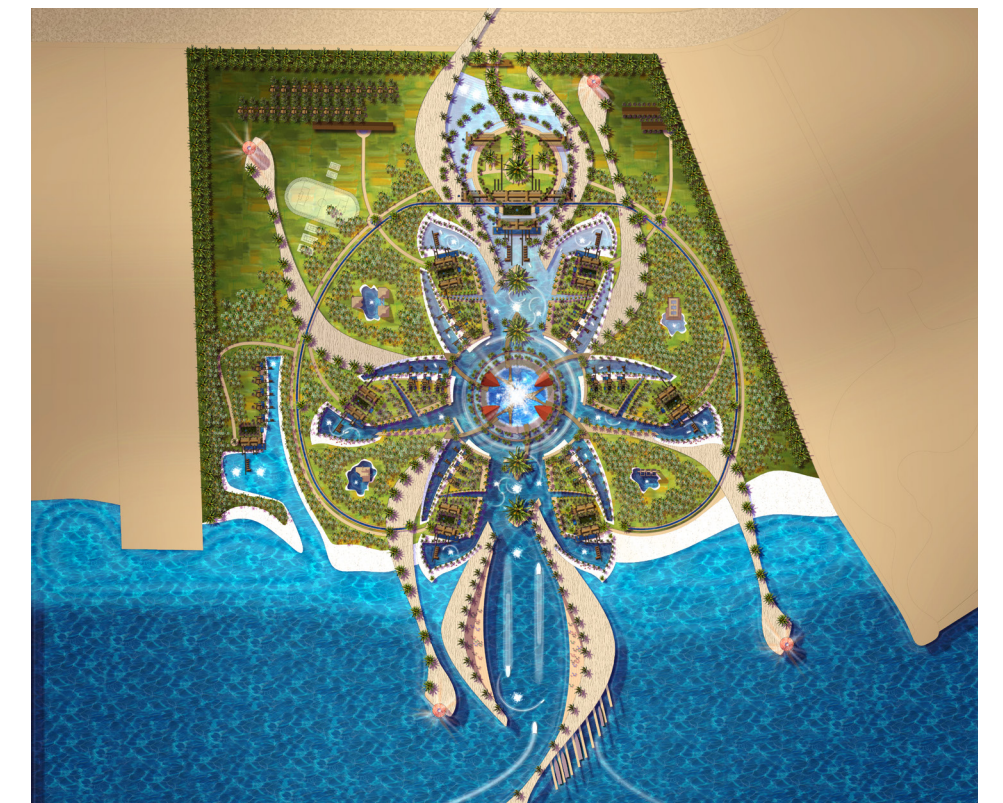




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King Salman's Red Sea Palace

Jedd ah, Saudi Arabia, 2010





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Our Retail Experience Work

Worldwide, 1983 - 2020





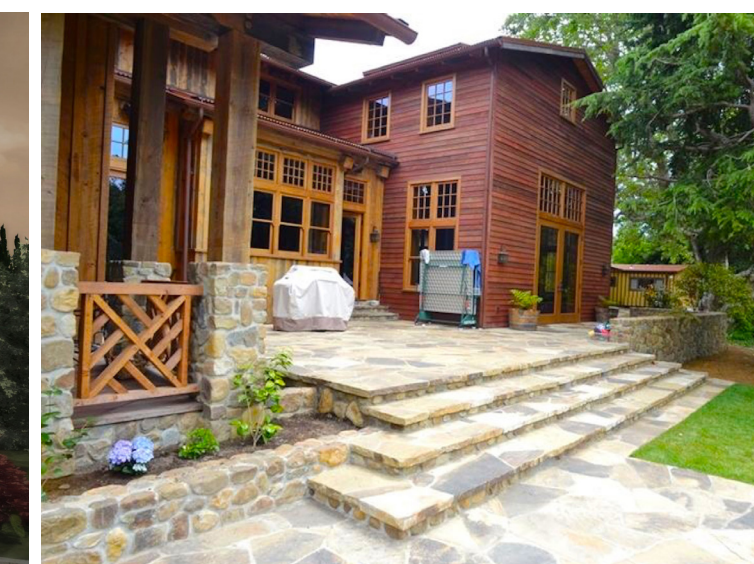
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TimeWarner

Time Warner Experience

20,000 sf, New York City, 2001





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Our Residential Work

Worldwide, 1983 - 2020





“Quote

One Can't Download An Experience. One can't download an evening out with friends. One can't download a crowded theater or concert venue packed with screaming fans. **People Crave Experiences.** Shared experiences. Memorable experiences with friends or family. **We Create Experiences .**

Brent Thompson

Think Differently .

Rearrange the pieces. Understand the **goals.** **Rethink.** Incorporate **Proven New Technologies.** Make it **Better.** We create new ideas because we can. Because we know so well how to create visitor experiences that succeed. **Think Differently. Think Better.**

Create Experiences .

Experience sells. Life is made of experiences. Great experiences make magic. **Magic Makes Money.** People crave experiences. **Shared Experiences.** Memorable experiences with friends or family. **We Create Experiences.**

Succeed .

Success matters. Successful projects are those that are approved, built, well-loved and profitable— they make **Memories.** They make **Money.** Few designers focus on the client's success. **Our Focus Is Creating Success.**



**Pre Design
Advisory**

Design Process Advisory

Advisor to Chairman
Team Pubic Face
Meet Clients
Meet Gov Officials
Design Firm Selection
Design Firm Criteria
Meet Design Firms
Design Firm Analysis

**Pre Design
Expertise**

Client Presentations
Gov. Presentations
Foreign Firm Oversight
Local Firm Oversight
Brainstorming

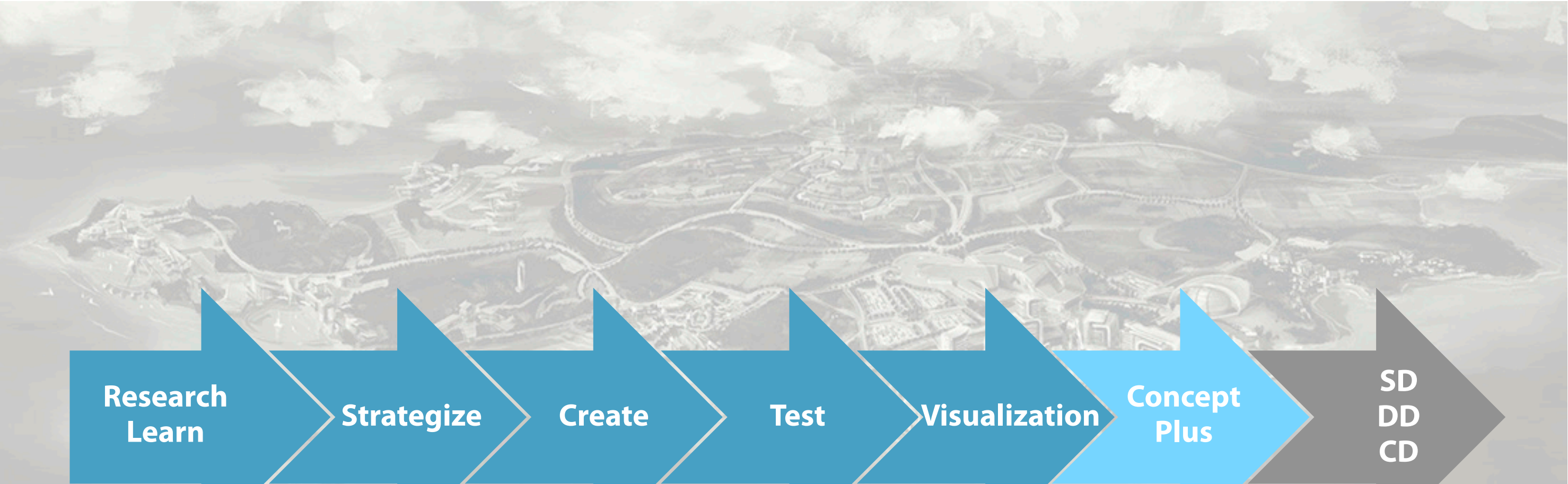
**Design Process
Expertise**

Design Reviews
Design Oversight
Progress Meetings
Peer Review
Quality Control

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Our Process | Expert Services





Research
Learn

Client Goals
Government Goals
Site Analysis
Planning Rules - **LDI**
Benchmarking

Concept Design Scope

*By others

Strategize

Client Strategies
Gov. Strategies
Opportunities
Constrains
Proposed Program
Financial Strategy*

Create

"Blue Sky" Ideas
Bubble Diagrams
Image Studies
Storyline | Narrative

Test

Site Capacity
Draft Master Plan
Draft Massing
Functional Diagrams
SketchUp Views
LDI Review*
Financial Review*

Visualization

Illustrations
Plans
Elevations
Diagrams

Concept
Plus

Plus is More

Development:
Key Plan Elements
Key Built Elements
Guidance for **LDI**
Technical Planning

Scope Plus

SD
DD
CD

LDI Effort
BTA.la Advisory

LDI Scope

BTA.la

Our Process | Design Services



Our Services | What We Do



Master Planning .

The **BIG IDEA**. The **Concept**, the **Plan**. We start with the **Big Idea**. What is the **Dream**? How do we transform the dream into reality? We master plan projects both huge and small. Every plan we create focuses on **Experiences**. **On Success. On Living.**

Experience Design .

Life is a **Stream of Experiences**. Some are magical. **We Make Magical Experiences. Magical Memories, magical Appeal, moments, Engagement, Energy and Hospitality.** We focus on creating places that make **Magical Experiences**.

Architectural Design .

Beautiful Architecture. **Memorable Experiences.** Success. It's what we do. Architecture is the body, experiences are the soul. Success, the dream made real, is the result. We create **Beautiful Architecture** as **Your** eye perceives beauty.

Expert Consulting .

Our **Experts** are available to **Make Presentations** of your company credentials or of your projects to **Clients, Investors** or **Government Officials**, serving as the **Public Face of Your Company** on a part time, monthly basis.

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Our Partners | Trusted By The Best



Deloitte.



SONY



GAMEWORKS



TimeWarner



OCT



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