



THE  
FRANKENSTEIN  
CENTER

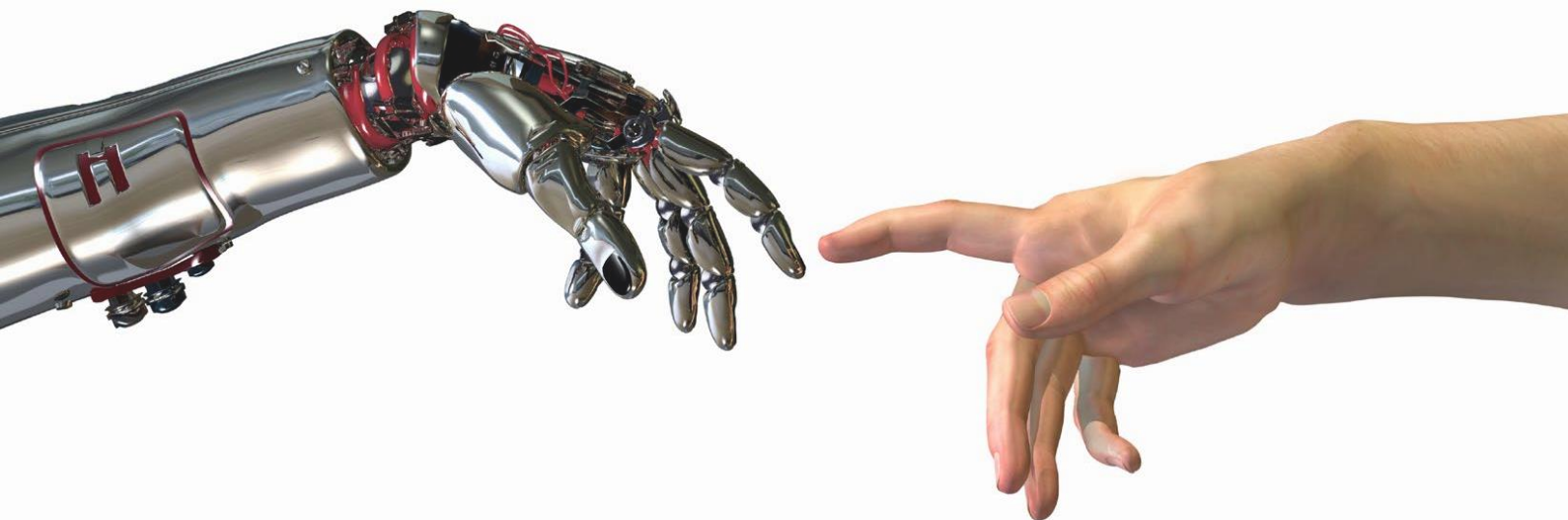
*The Architecture of human or the Inner Adventure*

# INTERNATIONAL THEME PARK PROJECT

SHORT VERSION

## WHY FRANKENSTEIN ?

**1818** - By science, Mary SHELLEY's novel, **Frankenstein or the Modern Prometheus**, pushes all boundaries; this revolutionary book, considered as the first science-fiction novel of world literature, is a bridge, a formidable opening to Modernity. This story raises fundamental questions about the origin and future of the human. It is on this unveiled heritage, this fabulous potential that influences the present and already the future that arise the genesis and the foundations of the Frankenstein Center.



## BRING A GIANT TO LIFE!

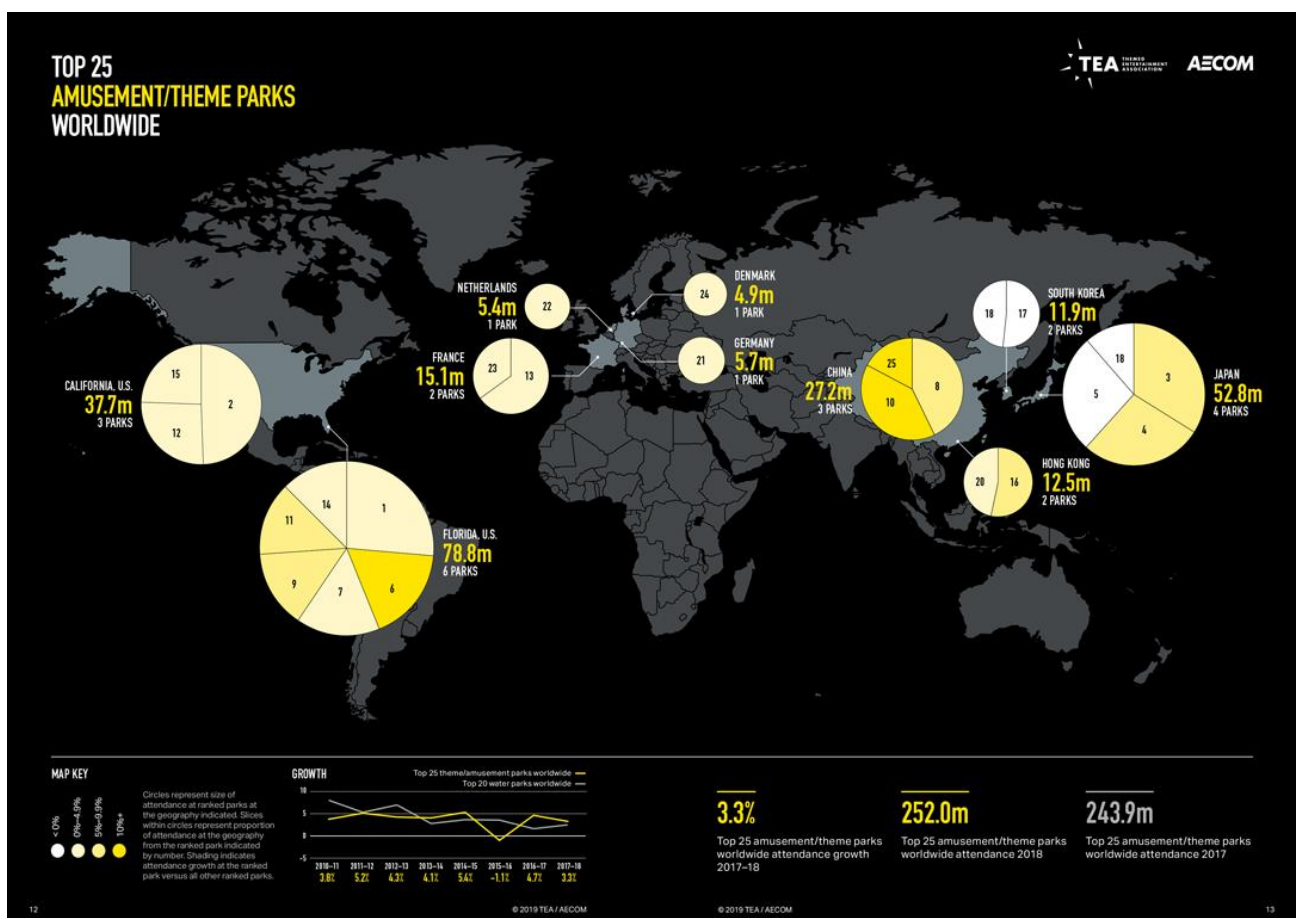
Today, there are theme parks inspired by the world of Walt Disney, superheroes, celebrities, car brands, Harry Potter franchises and even, of late and amongst others, the Star Wars saga.

**It is now our pleasure to introduce the Frankenstein Center, the first theme park in the world that turns us into heroes as it examines, analyses and deals with human.**

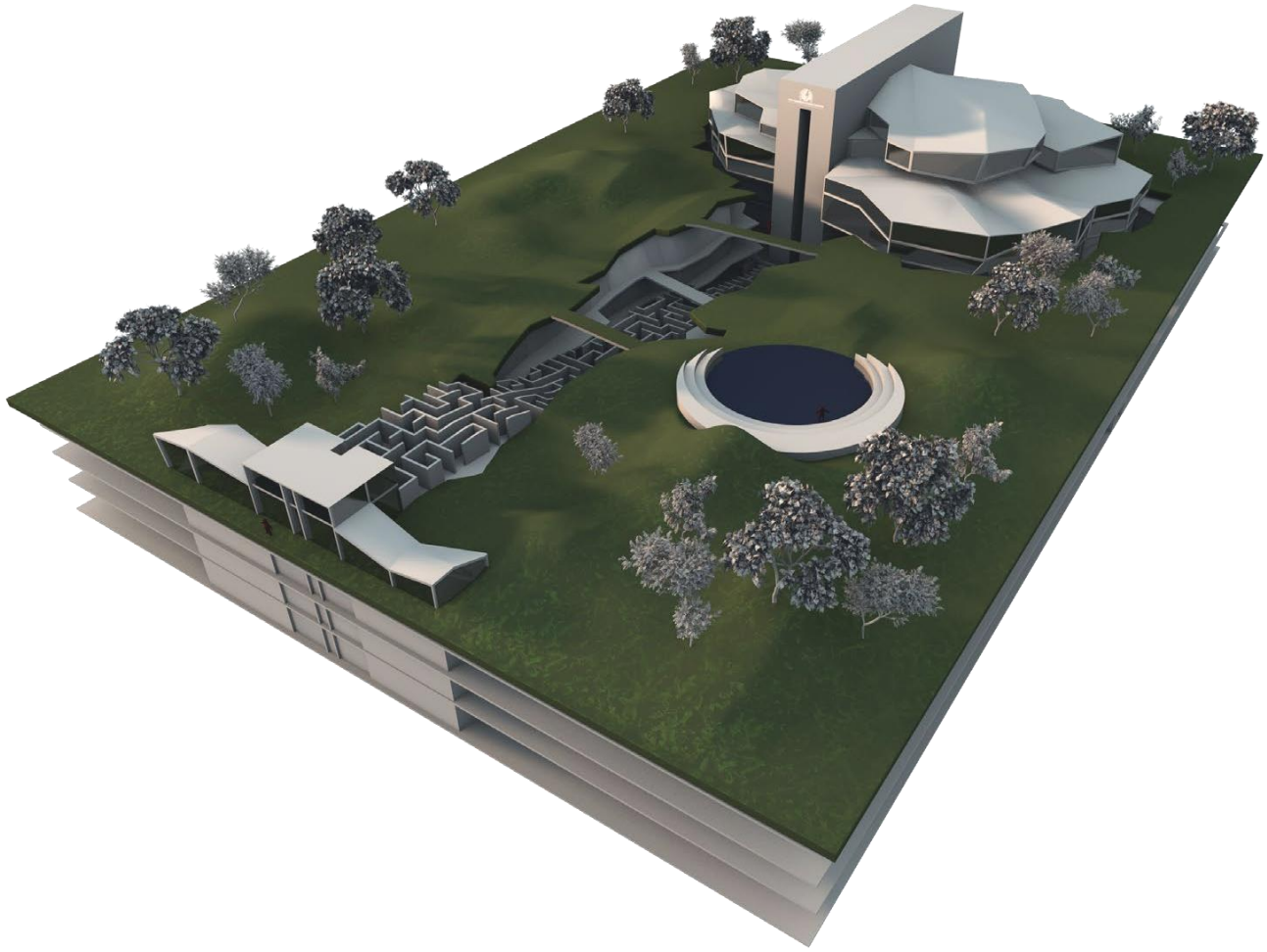
Imagine the Frankenstein Center: a complex that brings together an extraordinary theme park, a cultural and scientific center dedicated to the arts and technological innovations, a private school teaching digital arts and philosophy with close ties to start-ups and the spheres of business and education, a Motion Capture studio, a multipurpose and futuristic show venue and a mythological field of initiation for children that will transport them to the sources of mythology. There are also three fully virtual and adaptable museums that form a one of a kind international hub for the research and study of Man, and finally, an area for experiments offering a large number of previously unseen attractions.

**Imagine a space that has come to life. An evolutionary and multifaceted place of discovery that invites visitors from across the globe to dive headfirst into the most extraordinary adventure: the adventure of human!**

**THE AMUSEMENT PARK AND MUSEUM INDUSTRY AN INCREASINGLY POWERFUL ECONOMIC POWERHOUSE.  
IN 2020, THIS MARKET WILL HAVE REACHED 44.3 BILLION DOLLARS.**



Sources : SuperData research, Aecom, Tea, © 2017 – 2018



## THE FRANKENSTEIN CENTER

### KNOWLEDGE AT THE HEART OF ENTERTAINMENT

The Center is a recreational space, a journey of adventure and immersion. It is a vast complex built on a 1.5-hectare space that spans 5 levels both aerial and underground. **It can be used regardless of the day, time, climate or season.**

Aimed at international visitors, the Frankenstein Center is a highly ambitious, innovative, multidisciplinary and interconnected project. It is a combination of science, education and amusement, driving considerable interaction with the general public.

Ultimately, this International Center is **a franchise** built for the world's large metropolises; **an embassy of science**, which has earned its position as **the largest space for experiments in the use of artificial intelligence, virtual reality and other similar new immersive technologies.**

## AN INNOVATIVE LEARNING EXPERIENCE

INTEGRATING THE PUBLIC SO THEY BECOME ACTIVE THINKERS AND PLAY AN ACTIVE ROLE IN THE GREAT EXHIBITS ON DISPLAY

Currently, at theme parks, museums, exhibitions and any other type of presentation or show, the public always finds itself passively observing the action that is taking place right before their eyes.

But if the audience is immersed in a universe in such a way that they live and experience a concept with their own body, they will absorb the information a lot more easily than by remaining a passive spectator.

**Today, thanks to technological advancements, artificial intelligence, virtual and augmented reality, as well as holograms, mechanical engineering, true to size sets and the use of actors, this adventure can be experienced like never before.**

## BE THE HERO OF THE GREAT ADVENTURE !



# THE FRANKENSTEIN CENTER'S OPERATING SYSTEM

## WHEN TWO FORCES COLLIDE

**The Mary Shelley Institute** and **the Studio National des Arts Contemporains Le Fresnoy** are the cultural, artistic, pedagogical, research, creation and production center of the Frankenstein Center and its extension in theme park. The interaction between these main structures of the Frankenstein Center, is its driving force.

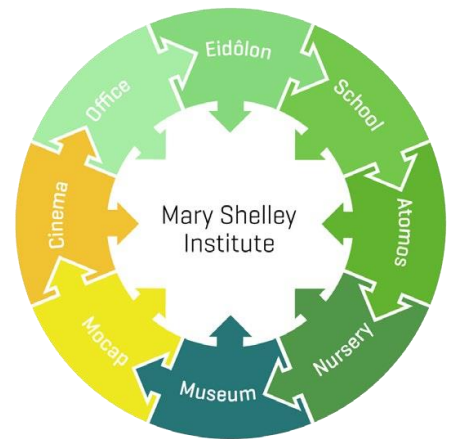
### THE MARY SHELLEY INSTITUTE – THE VIRTUOUS CIRCLE

The Mary Shelley Institute is the «control panel» of the Frankenstein Center. It is composed of eight interconnected major areas, that together form a dynamic and homogeneous group\*.

The Institute can deliver its full impact when its eight specific fields work hand in hand.

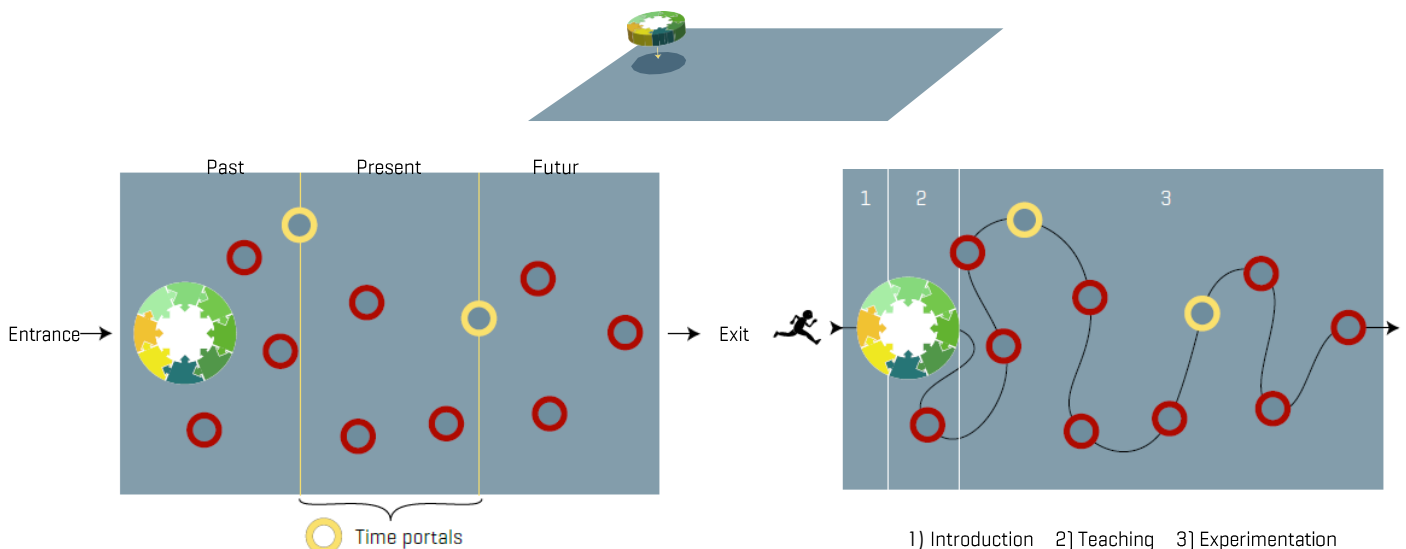
This is what we refer to as the virtuous circle: **Science, Art and Philosophy** collaborate closely to provide **teaching, creation, research, innovation** and, finally, **production**.

\* To find out the description and function of each of these eight elements, you can go to the website of the Frankenstein Center or consult its presentation file.



### THE ZONE OF CROSS REALITIES - WHEN EXPERIMENTATION PUTS KNOWLEDGE TO THE TEST FOR THE PURPOSE OF COMPREHENSION AND INTEGRATION

The Zone of Cross Realities is the main focal point of the Center's attractions. It is the Frankenstein Center's vast playground of games and experiences for the general public. Everything that is intellectually contemplated, conceived and developed within the Center and everything that is displayed to the audience is put forward and tested in the Zone of Cross Realities.





## A NEW APPROACH: THE TWIN CENTERS

### WHEN THE FRANKENSTEIN CENTER JOINS FORCES WITH ITS REFLECTION

**The Frankenstein Center has a twin brother, a digital double that is modeled entirely on its image and is active on the virtual Cloud.**

The physical Center and the digital one interact to serve the general public. They coexist and offer the audience a completely new way to discover, visit, play, learn and experiment.

**There are therefore two types of visit offered by the Center: the first is physical and in real-time, the second is a virtual world through which the Frankenstein Center's different hidden levels can be discovered.**



Finally, the concept of the Twin Centers is considered a realization of the museums of the future, a technological challenge and an entirely connected network. This has heavily influenced the design of the entire complex, its attractions and all other areas designed to be places of magic and illusion where the marvelous and the mysterious enhance the visitor experience in terms of education and enjoyment.

## THE FRANKENSTEIN CENTER, A THEME PARK?

**The Frankenstein Center is composed of two complementary spaces: the Mary Shelley Institute and the Zone of Cross Realities. It expands over a 1.5 hectare space and spans 5 levels, both aerial and underground.**

**Nevertheless, the Center can be extended depending on the needs, wishes and expectations of the host nation.**

In this instance, if the dimensions of the Mary Shelley Institute vary very little, the Zone of Cross Realities can be extended as desired, transforming the entire complex into a true theme park, stretching over three levels in a magical 30 hectare setting.



Designed for peri-urban areas, this park will have the same mode of operation as the Frankenstein Center on which it is based. Only the dimensions will vary, allowing this new space to present a much higher number of attractions to the general public and a more elaborate and larger scaled journey of experimentation, thereby accentuating the principle of immersivity applied to the general public.



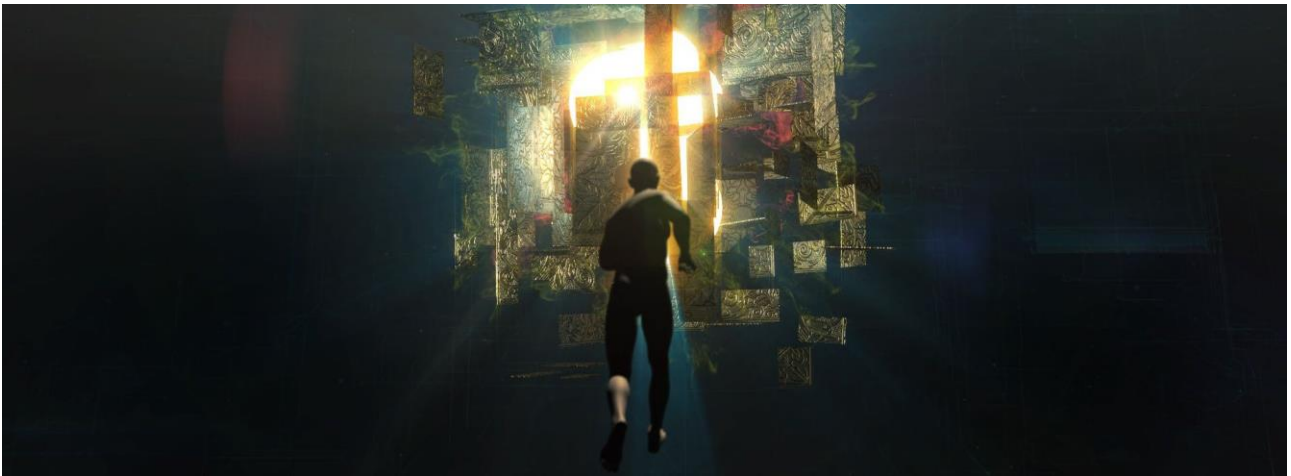
## THE FRANKENSTEIN CENTER'S ATTRACTIONS

### UNDERSTANDING BY DOING

Everything about the attractions at the Frankenstein Center is made and designed so that the visitor — after being immersed in a given universe and scenario and during a temporal journey through three eras: past, present and future — can gradually take control of the proposed “big game”, by reflecting and by his or her actions.

**From Frankenstein Center to the extension of its thematic park, this project offers the international public from 20 to 68 striking, totally innovative attractions, most of them never seen to this day.\***

\* The description of the attractions and their speci\_c function can be found on the website of the Frankenstein Center and in its presentation file.



## THE FRANKENSTEIN CENTER AND CHILDREN

**The Frankenstein Center pays particular attention to the world of childhood: education, transmission of culture and traditions, preparation for adulthood through knowledge and entertainment, are for the creators of the Center Frankenstein elements of utmost importance.**

To find out the world entirely dedicated to children developed by the Frankenstein Center, please consult the presentation folder of the Center, or visit the project website.

## CONVENTIONS AND EVENTS

### COMIC-CON, FINALE E-SPORT, CONTESTS, FESTIVALS AND OTHERS

**Throughout the year, the Frankenstein Center hosts high-profile cultural events.** Importantly and by sponsoring these events, the Frankenstein Center gains international recognition and can establish valuable connections with important contributors to the industries involved. At the same time, these events ensure a high annual number of visitors to the site itself and to its host nation, generating significant cultural and financial benefits.

## THE FRANKENSTEIN CENTER AND ITS HOST COUNTRY

### AN EXTREMELY CLOSE COLLABORATION

**This project must be the result of a close collaboration between our teams and partners and the host country's government, artists, experts, architects and creators as well as its schools and universities.**

Only by being established in this way can the Center have its full impact. This is one of the main foundations on which the idea of the Frankenstein Center has developed.

This project is the first in the world of its kind. It is a completely innovative economic model and strives to be a technological showcase and a true ambassador of the host country's national identity. We are certain that its unique nature will make it one of the most broadcast cultural and touristic sites on an international scale.

### MAKING IT HAPPEN

**To give life to the Frankenstein Center, we must of course make a complete modeling of this project.** To do this, we have established a three-phase development, which is described in the presentation file of the Center and in the documents that complement it.

ACHIEVING THIS COMPLEX TASK REQUIRES FUNDING AND THIS IS PRECISELY THE PURPOSE OF THESE PRESENTATIONS.

**Thank you for your interest in the Frankenstein Center. To find out the most global, essential and strategic benefits produced by the Center, to discover the entirety of this project, its development phases, the team that is at its origin and all the information concerning this new generation space, you are invited to read the presentation package of the Frankenstein Center, its budget, the supporting documents and the Frankenstein Center website.**

**“I’ve seen things you people wouldn’t believe.”**

The replicant Roy Batty [Rutger Hauer] in Blade Runner, by Ridley Scott (1982); dialogue of Hampton Fancher and David Peoples.

# **FOCUS** A COMPARISON OF THE FRANKENSTEIN CENTER AND ITS THEME PARK EXTENSION

## **THE FRANKENSTEIN CENTER**

### **1.5 hectares**

1 aerial level and 4 underground levels

### **75.000 m2 surface area**

3 worlds: Past, Present, Future

THE FRANKENSTEIN CENTER

### **The Mary Shelley Institute**

Administration and Management Office  
School of Concept Art and Philosophy  
Atomos Lab  
Eidolon Studio  
Motion Capture studio, Cinema-Theater  
Museum space, the House of Three Worlds,  
The Great Hall of Museums

### **The Zone of Cross Realities on 3 hectares / 2 underground levels**

The Labyrinth, The Forest of Myths,  
The Road of the Past, The Odyssey

### **20 never before seen attractions:**

The House of Three Worlds, Genesis

Sport + E-Sport - The Agora  
The Nursery - The Circle

Comic Con, ESWC, conferences and big events  
1 Image Festival

Galleries, exhibition rooms, shows  
Library, media library, accommodation  
Boutiques, shopping center, restaurants, cafés  
Play areas, shows  
Parking - equipment rooms

## **FRANKENSTEIN CENTER'S THEME PARK**

### **30 hectares**

1 aerial level and 2 underground levels

### **300.000 m2 surface area**

3 worlds: Past, Present, Future

THE FRANKENSTEIN CENTER

### **The Mary Shelley Institute**

Administration and Management Office  
School of Concept Art and Philosophy  
Atomos Lab  
Eidolon Studio  
Motion Capture studio, Cinema-Theater  
Museum space, the House of Three Worlds,  
The Great Hall of Museums

### **The Zone of Cross Realities on 30 hectares / 1 aerial level and 2 underground levels**

The Tartarus  
The Forest of Myths  
The Labyrinth  
The City of the Past  
The Alchemical Castle  
The Divided Village, The Odyssey, The Road of the Future

### **68 never before seen attractions:**

The House of Three Worlds, Genesis

The biggest multiplayer arena in the world  
Alternative Universes  
The Nursery  
The Circle

Terrain roller-coasters, monorails  
An aquatic journey of adventure  
Water, aerial and foot paths  
Hotels, swimming pools, spa, gourmet restaurants

Comic Con, ESWC, conferences and big events  
1 Image Festival

Galleries, exhibition rooms, areas for gaming shows  
Library, media library, accommodation  
Boutiques, shopping centre, restaurants, cafés  
Play areas, shows  
Parking - equipment rooms

In its great study of human, the Frankenstein Center defends and promotes Knowledge, Art and Science to better understand our natural, technical, social and human world.

[www.frankensteincenter.com](http://www.frankensteincenter.com)  
[www.threegoldendoors.swiss](http://www.threegoldendoors.swiss)



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