

**Creativity is at the heart of everything that we do.**

**Wētā Workshop** is a multi-award-winning creative company that has been working in the entertainment industry for the past 30 years.

Founded by **Richard Taylor and Tania Rodger**, Wētā Workshop started with humble beginnings building puppets for TV shows and advertising. The partnership with Peter Jackson marked a turning point, initially working on low to midrange films until becoming a major player in the industry after the success of The Lord of the Rings trilogy. Over time our business has continued to evolve and grow.

Wētā Workshop is an independently owned company comprising of seven business units bringing together artisans, technology specialists, and support staff, all focused on **creative excellence** and **innovation** to deliver products and services of the highest standard across a wide range of entertainment industries.

As an international company, we **prioritize our customers and clients in every decision we make**. In our pursuit of **creative immortality**, every item, experience, and project is **special to us**. We take pride in our work, believing that everything we create should stand the test of time.





**Wētā Workshop is an Arts & Entertainment company,** best known for its work on blockbuster movies, as well as being an international tourism destination, producer of Consumer Products, a Game Developer, and a creator of Immersive Experiences.

**Recognized with more than 50 global awards,** including five Academy Award's ®.



5

Academy Awards®



4

BAFTA Award



3

THEA Awards



3

Golden  
Satellite  
Awards



4

New Zealand  
Film Awards



3

VES Awards  
(Visual Effects  
Society)



3

Saturn  
Awards



2

Blooloo Innovation  
Awards



3

Sitges Film  
Festival Awards



1

World  
Entrepreneur  
of the Year  
Award



4

Las Vegas Film  
Critics' Society  
Awards™



1

Critics' Choice  
Movie Award



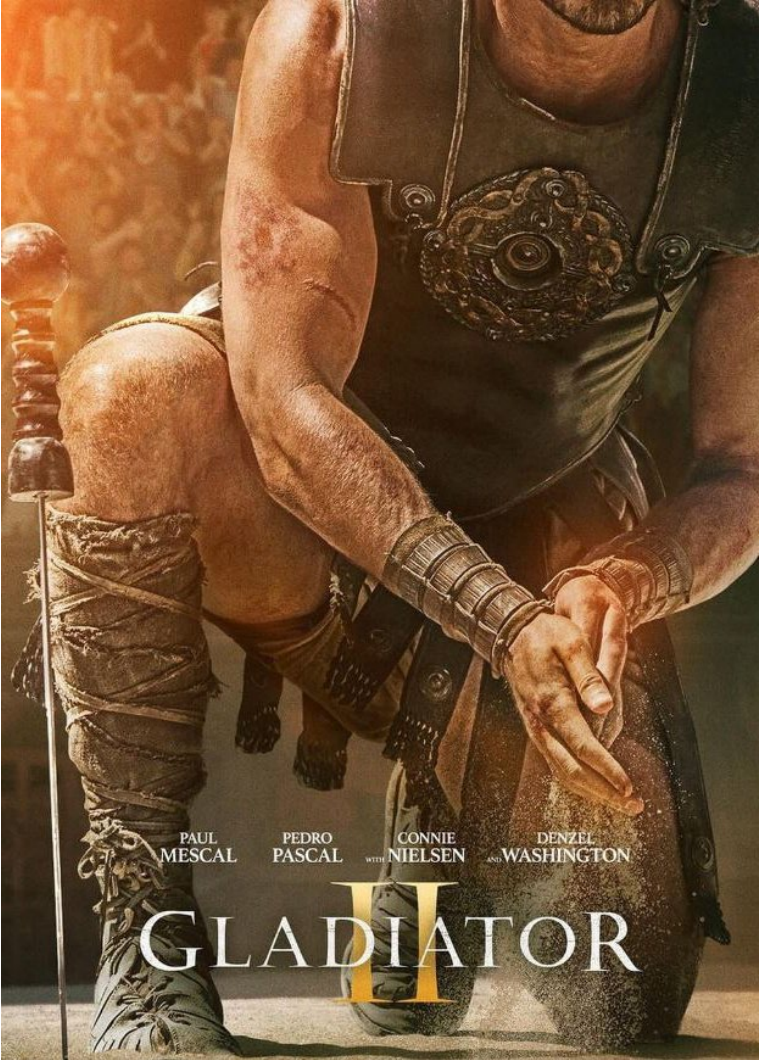


## FILMOGRAPHY



Over thirty years' experience working on some of the world's most loved entertainment.





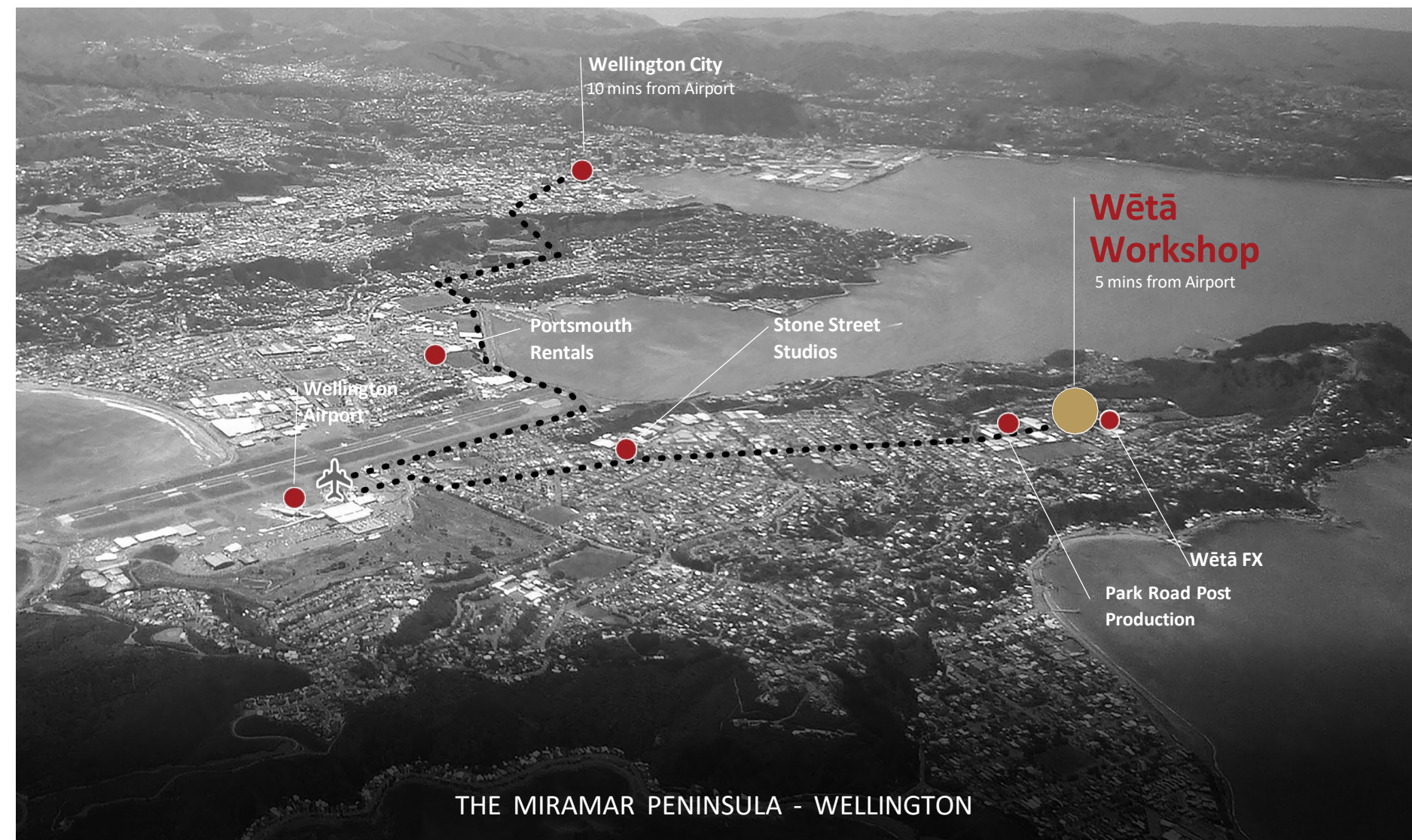


# THE WELLINGTON INFRASTRUCTURE

## END-TO-END FILMMAKING

In Wellington, New Zealand

The Miramar Peninsula in Wellington, New Zealand, boasts the infrastructure, talent, and skills necessary to produce every element of a blockbuster film. Iconic movies such as The Lord of the Rings, The Hobbit, and the Avatar films, along with numerous other large and small feature films and episodic shows, have been produced in Miramar.





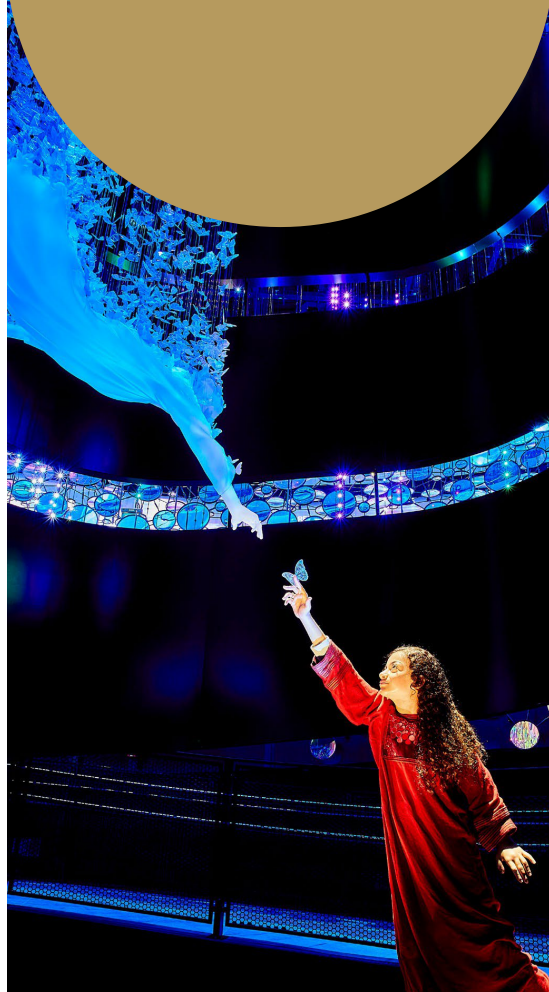
# OUR BUSINESS

**Wētā Workshop** has seven business units, four of these businesses (Creative Studio, Immersive Experiences, Manufacture & Production Studio) provide **creative services** into the entertainment industry. The other three businesses (Consumer Products, Game Studio & Tourism) deliver creative **product** to fans and consumers.

CREATIVE  
STUDIO



IMMERSIVE  
EXPERIENCES



MANUFACTURE



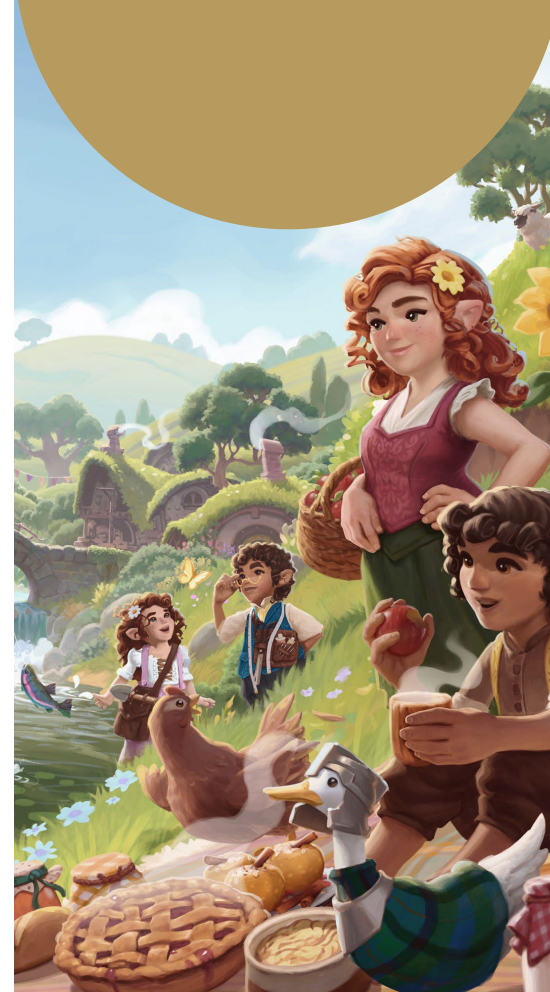
PRODUCTION  
STUDIO



CONSUMER  
PRODUCTS



GAME STUDIO



TOURISM





# CREATIVE STUDIO

## THE CREATIVE ENGINE

DEVELOP visions

CREATE worlds and cultures

DESIGN the intimate to the epic

Our team consists of over 30 professionals, including concept designers, experience designers, art directors, creative directors, graphic designers, writers, and production staff. We provide services externally to the film, TV, game industry, and internally to our Immersive Experience Studio, Manufacture division, Game Development Studio and Consumer Products team.

We specialize in developing visions, cultures, worlds, and both science fact and fiction, as well as fantasy, through ideas, concept design, and fully rendered 3D design.

**We are the creative developers and problem solvers.**

FILM TV IMMERSIVE EXPERIENCE GAME OTHER ENTERTAINMENT





# SERVICES

## CREATIVE DEVELOPMENT

- Vision and Blue-sky ideation
- Pitch packaging
- Key scene illustrations
- Ideas generation
- Augmented images
- Moodboards

## CONCEPT DESIGN

- Key scene illustrations
- Environment
- Character
- Creature
- Costume
- Props
- 2D & 3D design

## DESIGN FOR IMMERSIVE STUDIO

- Spatial design
- Schematic Design
- Lighting Design
- BIM Design
- Master Planning
- Writing

## DESIGN FOR MANUFACTURE

- Organizational charts
- 3D models
- Orthographics
- Technical packs
- Logos

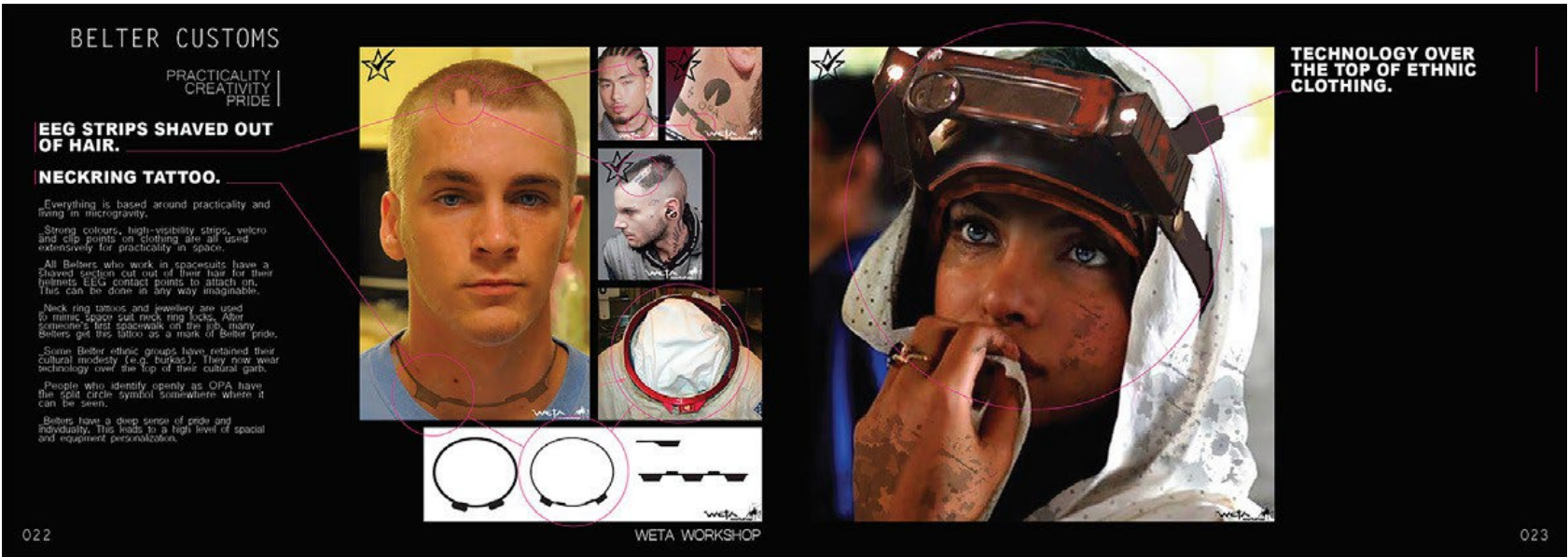


THE EXPANSE

1. HOLISTIC WORLD DESIGN



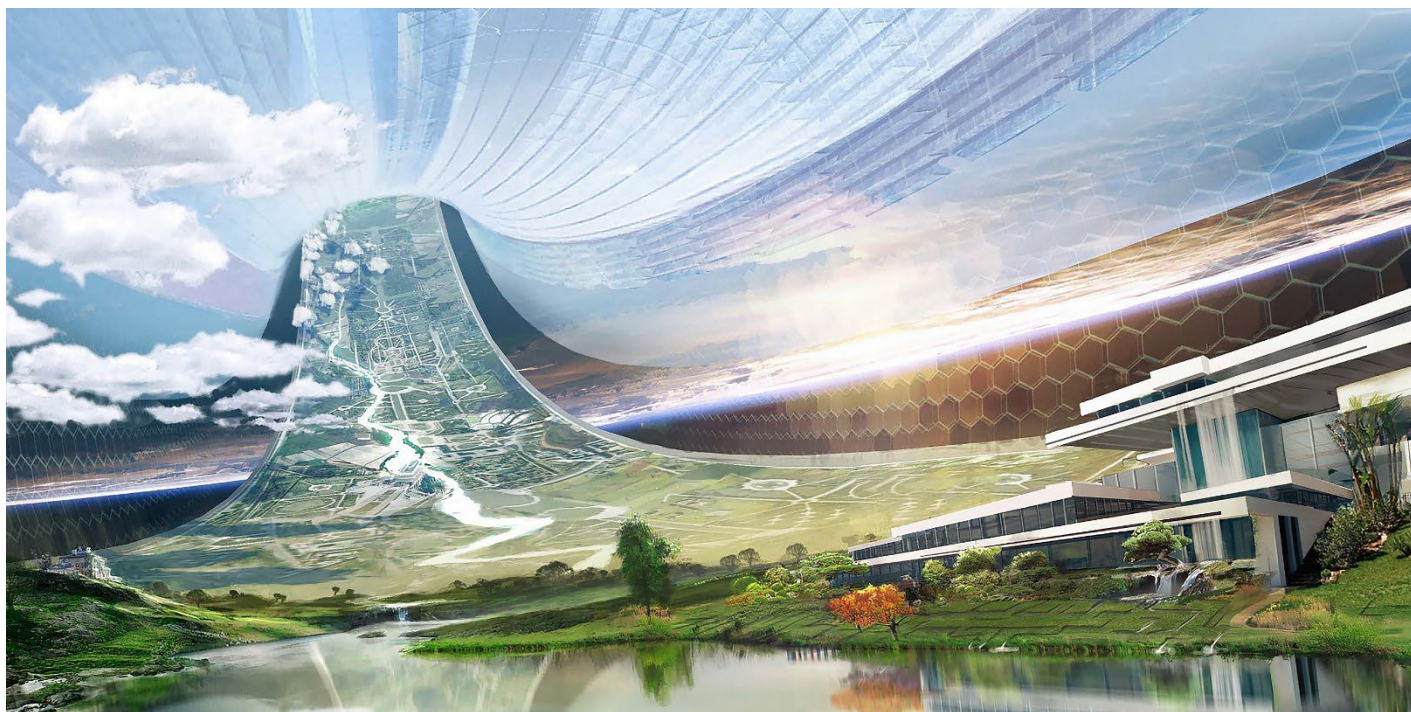
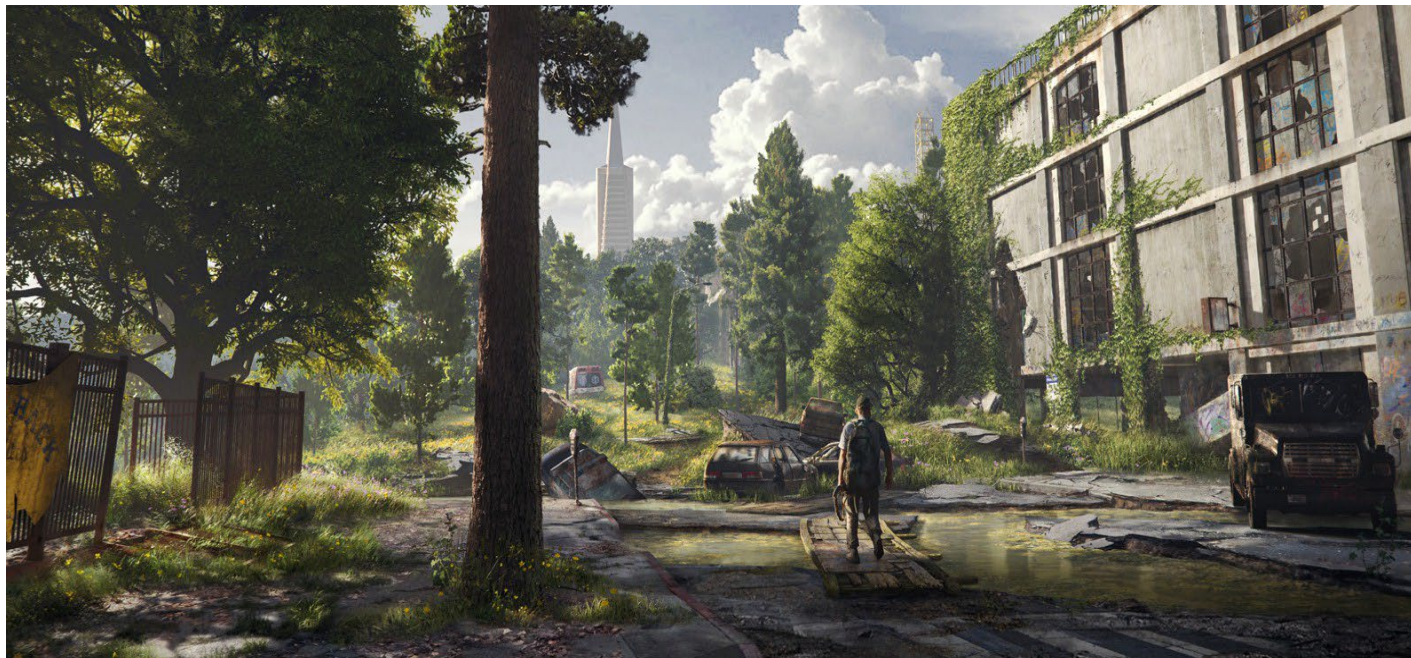
2. CULTURE CREATION



3. TECHNOLOGY DESIGN & IDENTITY

















# IMMERSIVE EXPERIENCES

## EXPERIENCE EVERYTHING

DEVELOP visions

DESIGN immersive spaces and experiences

DELIVER projects

Our team includes creative directors, experience designers, art directors, producers, and project managers, along with experts in every subject necessary to deliver museums, art attractions, 4D rides, and other location-based experiences.

We specialize in developing visions from initial concepts to full designs and tender packages. With our expertise in specialty manufacturing and tourism, we ensure that every experience is delivered precisely from vision to final execution.





# SPECIAL EVENTS & FESTIVALS



# URBAN ATTRACTIONS



# CULTURAL & HISTORICAL ATTRACTIONS



**Wētā Workshop** creates emotional, unforgettable and world-leading **Immersive Experiences**



# OUR PROCESS

**vision**

**concept**

**develop**

**project**  
management

**deliver**

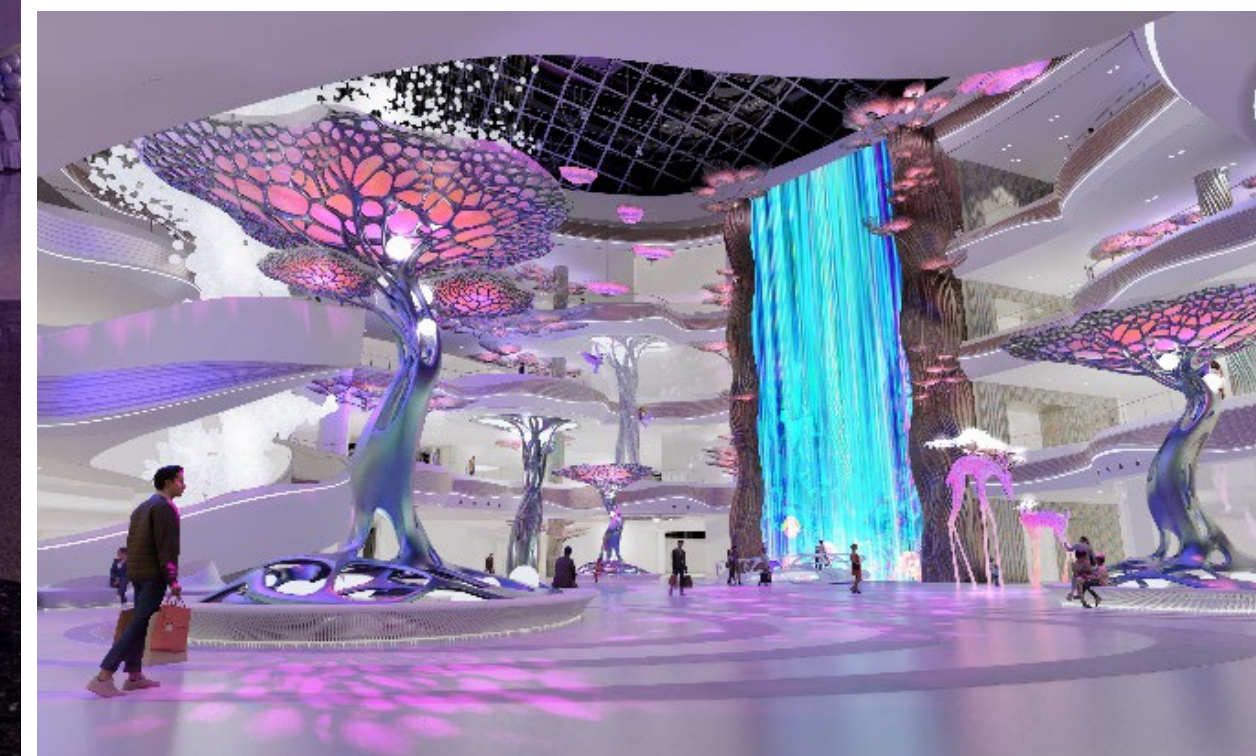
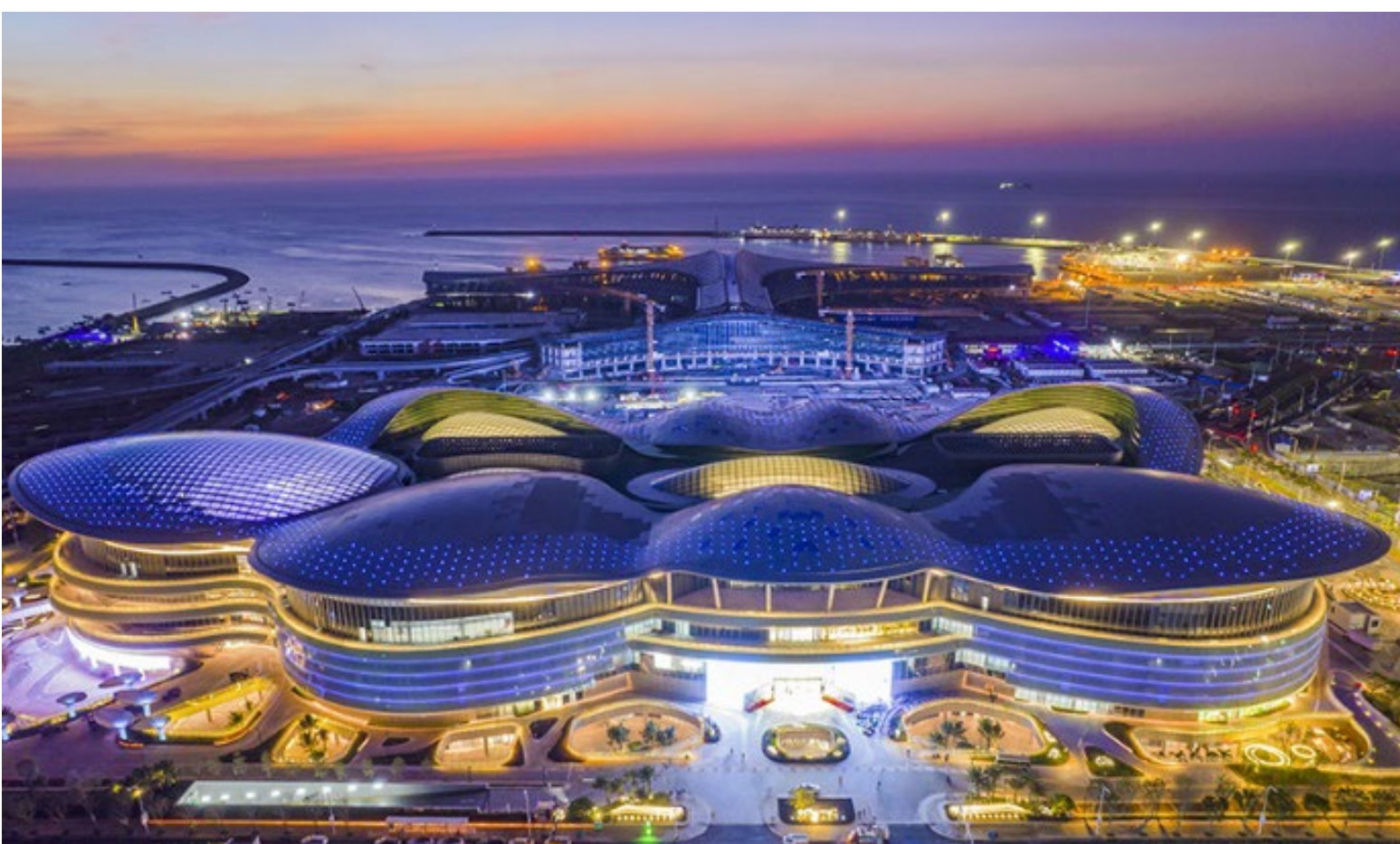




# Aura:

THE FOREST AT THE  
EDGE OF THE SKY  
(2022)

Location: Haikou International Duty-Free  
Complex, Hainan, China  
Client: China Duty-Free Group (CDF)  
Surface Area: 4,875 2500 SQM





# Gallipoli:

THE SCALE OF OUR  
WAR (2015)

Location: Wellington, New Zealand

Date: 2014–2015

Client: TePapa Tongarewa Surface

Area: 800 SQM





# Traditional Chinese Medicine Museum

Location: Zhuhai, China  
Client: Zhuhai Govt, Shambala  
Surface Area: 37,000 SQM





# MANUFACTURE

## BUILD & DELIVER EVERYTHING

We have 15 departments that provide specialized manufacturing services for the film and location-based industries. Our manufacturing team combines artisan artistry, 3D design, CNC and 3D machining, chemical technology, and innovative build methodologies to deliver world-class work.

**We are your creative and technical problem solvers.**

FILM TV LOCATION EXPERIENCES PUBLIC ART







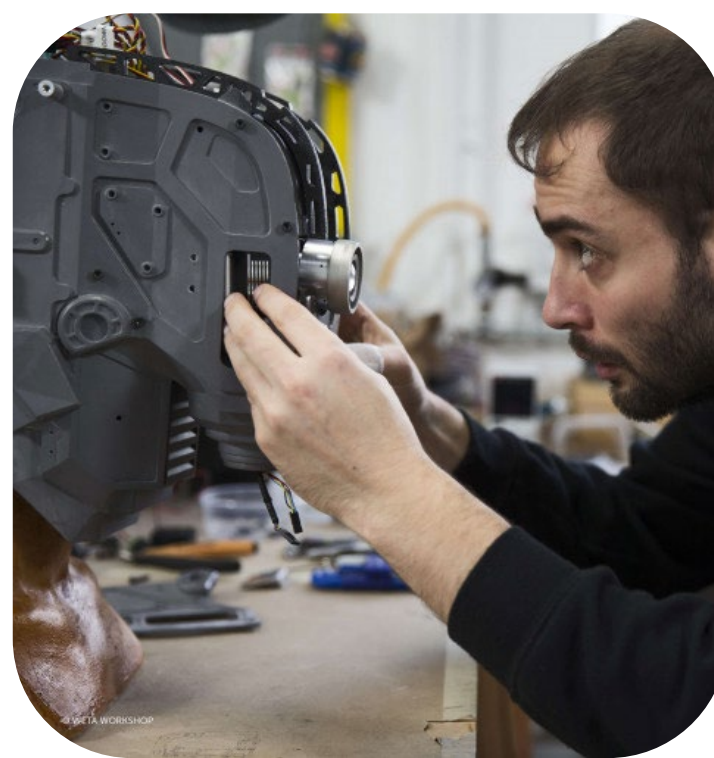
## Production Management

- Client management
- Project management
- Logistics management



## Artistic & Technical Supervision

- Costume – Pattern Make/Textile
- Specialty Costume i.e. Armour, Rigid Components, Fx Integration
- Special Makeup Fx & Prosthetics



## 3d Design & Fabricate

- Hand-Held Props
- Weapons
- Vehicles
- Main Set Components
- Sculptures
- Animatronic Puppets
- Creature Fx



## Deliver Install & Maintain

- Miniature Build & Shoot
- Scenic Contruction & Installation
- Hyper-Real Mannequins
- Vfx Lighting Dummies



## Research & Development

- 3D printing molding and materials
- Chemical, materials, paint
- Animatronic product testing



# SPECIALTY COSTUME

## Specialist Costume



## Historical or Fantasy Costume



## Superhero Costume



## Science Fiction Costume

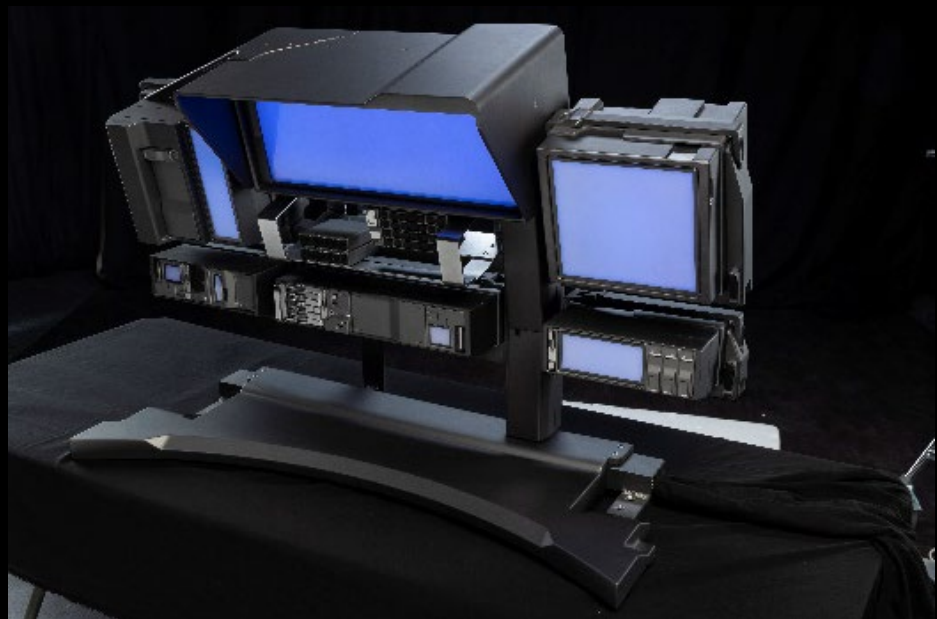
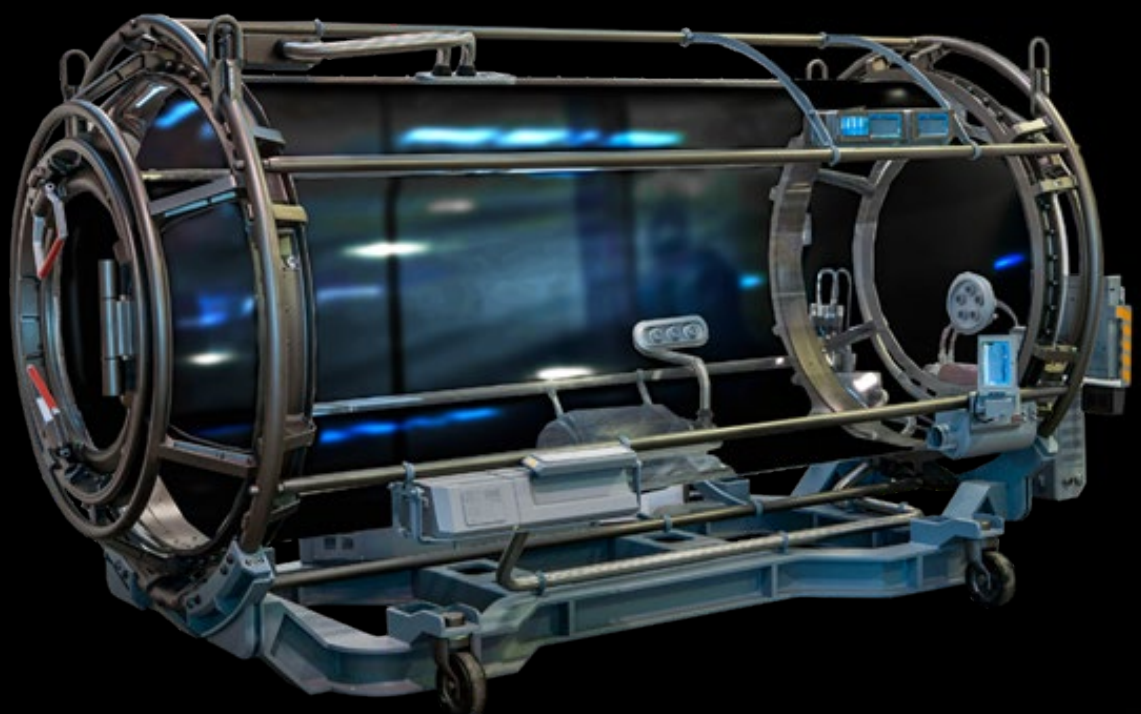








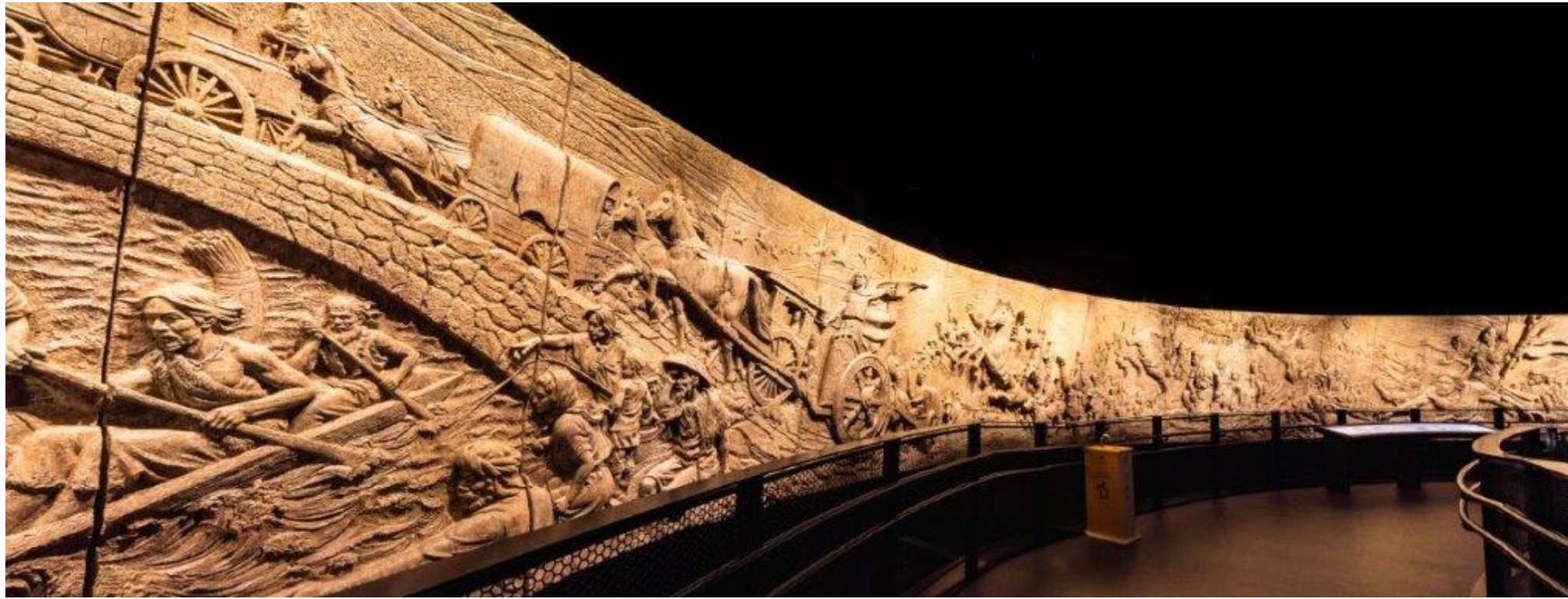
PROPS, WEAPONS & VEHICLES











60 metre bas-relief sculpture, showing the story of mobility from early mankind to space travel

# Alif:

THE MOBILITY  
PAVILLION  
(2021)

Location: Dubai, UAE

Date: 2017-2021

Client: Expo 2020 Dubai Surface Area:  
20,000 SQM

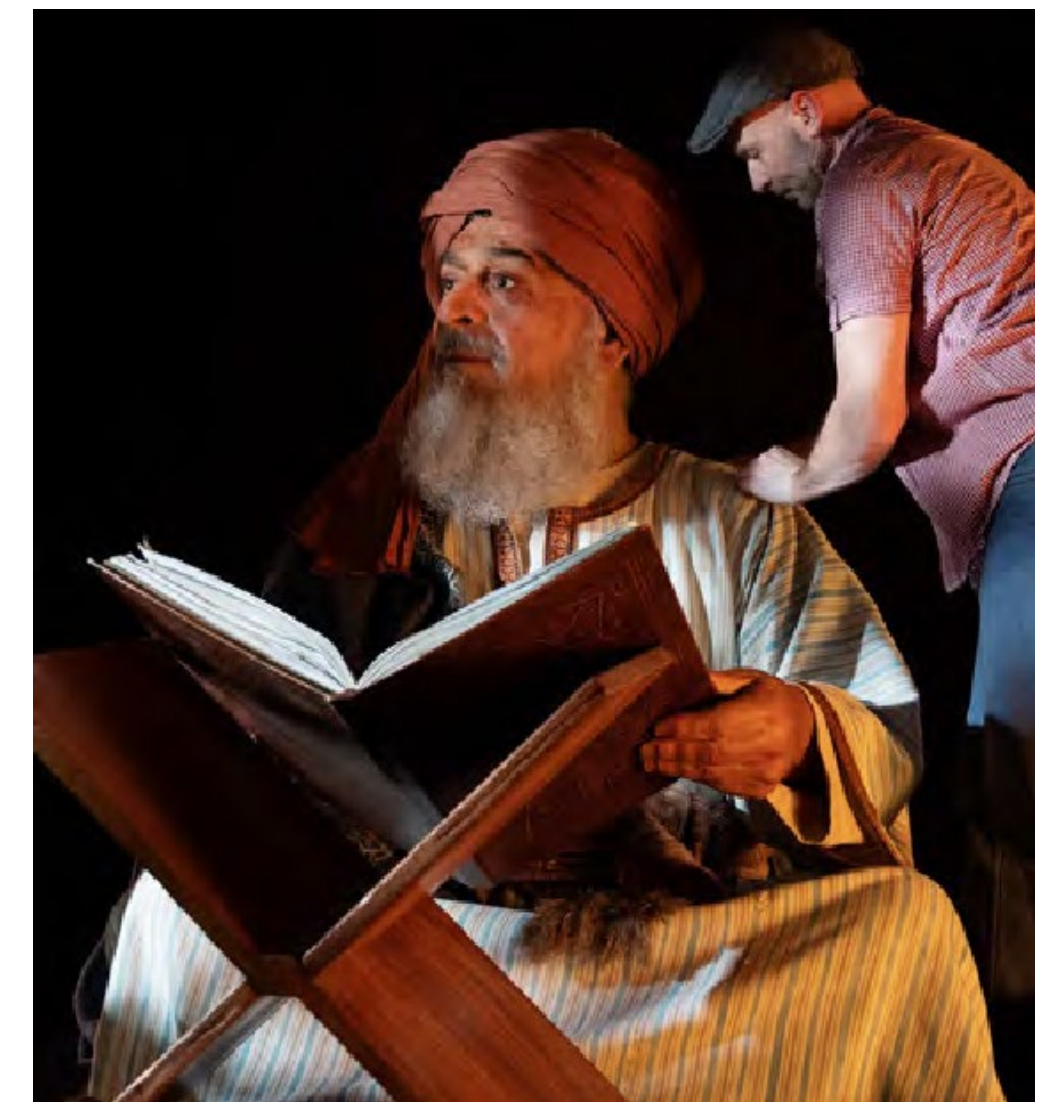
Originally built for Expo 2020 as a temporary installation. It is now a legacy project which has been extended for a further 10 years



1:1 x human scale mannequin, with acrylic sculpture



Bronze horse: 4 metre tall with 3-metre-tall acrylic foal



2.4 x human scale mannequin



## THE GIANTS

There are three giant figures representing historical figures who have significantly impacted mobility throughout history.

Every detail, from skin texture and facial hair to the fabrics, has been scaled up 8.5 times to match a 1:1 human scale.

These sculptures were sent from New Zealand to Dubai via sea freight, packaged into eight 40-foot containers.

Each sculpture can be separated into segments that fit through a 3-meter by 3-meter aperture.





# PRODUCTION STUDIO

A **Production Studio** and **creative agency** that develops vision, concepts and presentations as well as producing content for various platforms.

FILM TV GAME OTHER ENTERTAINMENT





# Jay Chou:

## METaverse PROJECTS

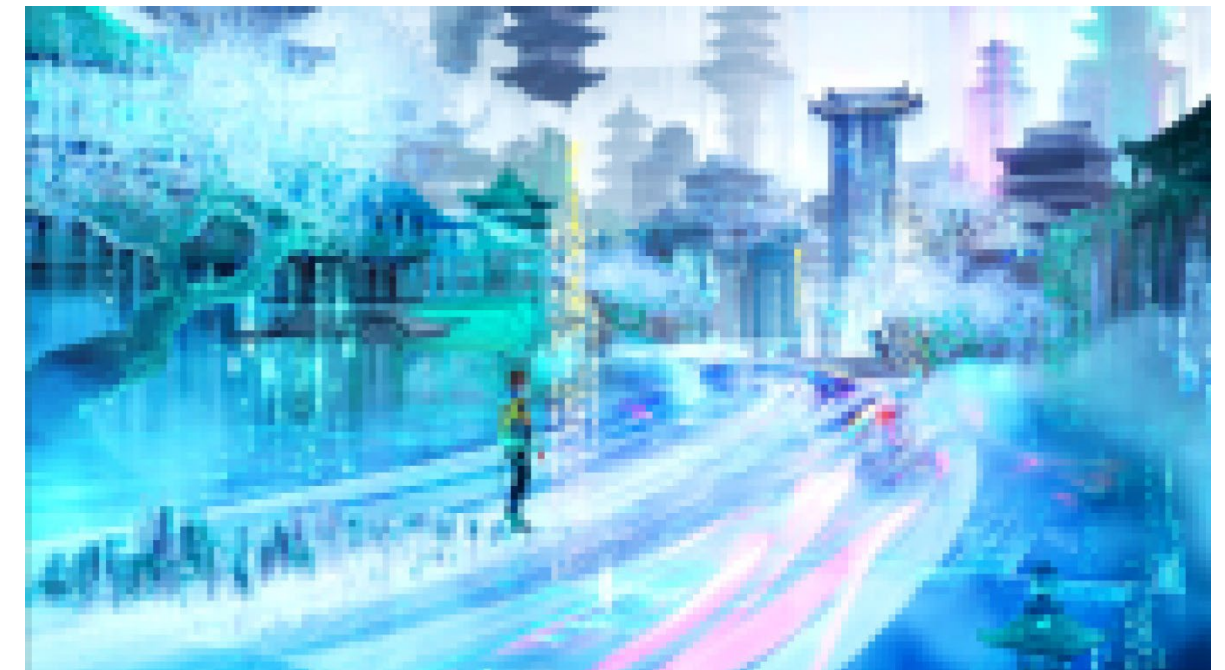
- Virtual character creation
- Promotional campaigns
- Virtual concert
- Location-based experience
- Multi-platform content



# SOV:

## MULTI-PLATFORM PROJECTS

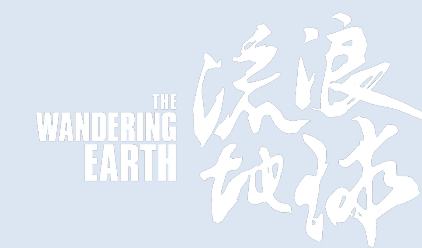
- Virtual character creation
- Promotional campaigns
- Music video



# Content Production:

## VARIOUS PLATFORM PROJECTS - CHINA

- Film/TV
- Streaming
- Other platforms



SHORT FILM – UNTITLED  
PROJECT



# CONSUMER PRODUCTS

We create **authentic touchpoints** for **fans** to **reconnect** to the **characters** and immerse themselves in the **worlds that they love**.

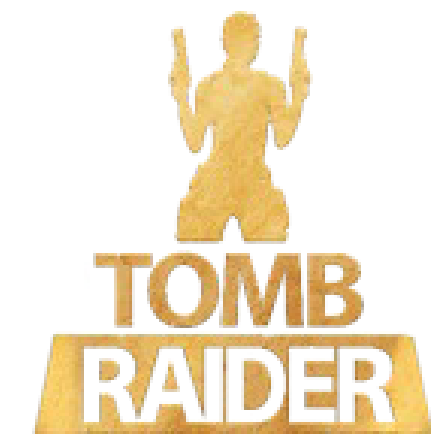
Wētā Workshop collectibles encapsulate memory-evoking moments back to special experiences. Stemming from a way to provide consistent creative work for our skilled sculptors in between screen projects, Wētā Workshop collectibles are brought to fans by the same incredible artists who work on films, applying the same high quality and fastidious detail as one would experience on set.

FILM TV GAME MUSIC OTHER ENTERTAINMENT













Wētā Workshop partners with some of the worlds leading entertainment studios, to create collectibles from a diverse portfolio of properties.





Wētā Workshop offers a diverse range of product categories, to cater to a variety of consumer groups and levels of fandom.

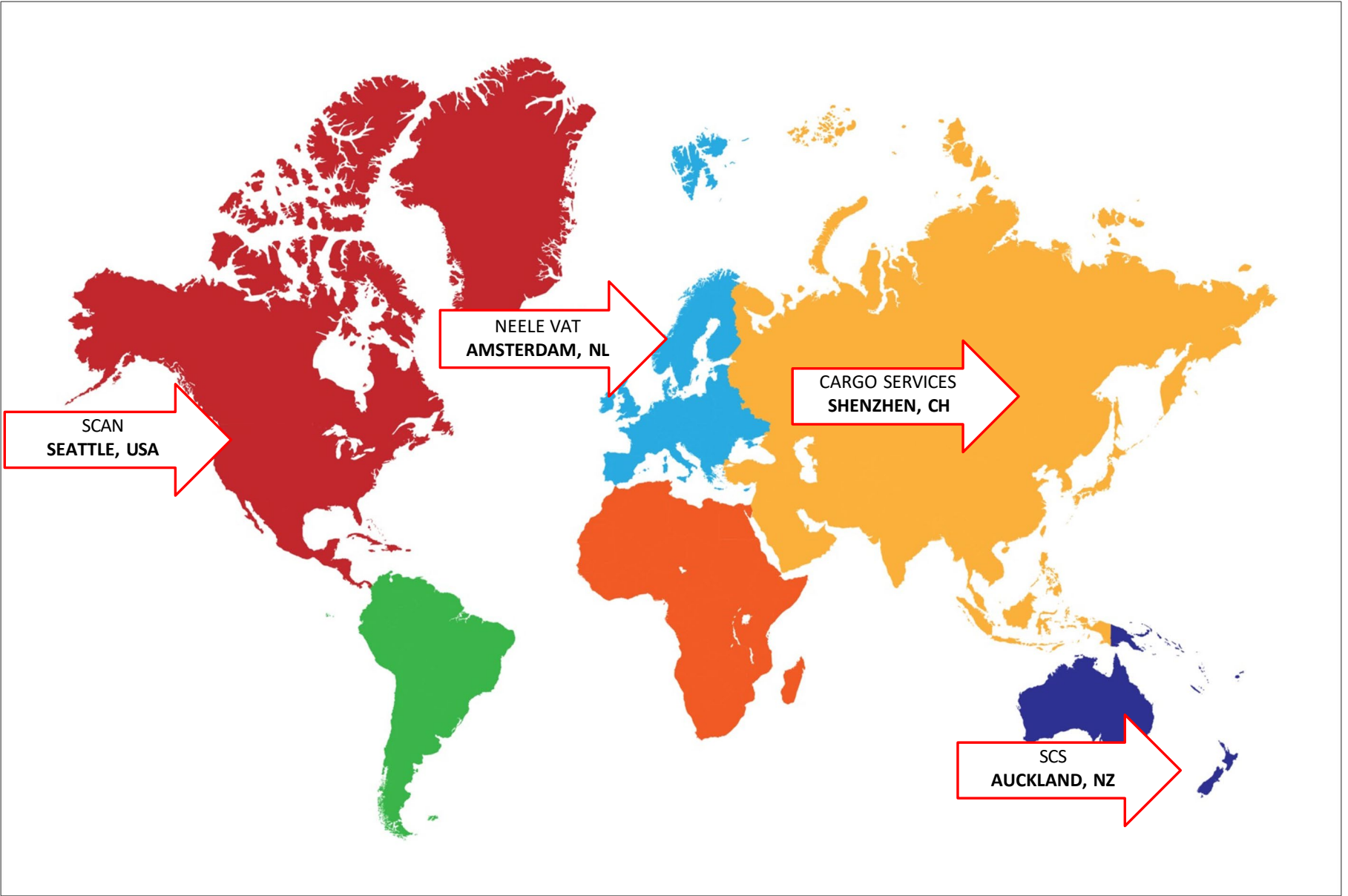
GENERAL MERCH	MINI EPICS	MINIATURE STATUES	ENVIRONMENTS	CLASSIC SERIES STATUES	PREMIUM STATUES	MASTERS COLLECTION	COLLABORATIONS
<ul style="list-style-type: none"><li>• Prop Replicas, Art Prints, Jewellery, Pins, Magnets, Key Rings &amp; Accessories</li><li>• Designed by Wētā Workshop artists</li><li>• Affordable and small</li><li>• Something for everyone</li></ul>	<ul style="list-style-type: none"><li>• Premium vinyl figure</li><li>• Stylized</li><li>• Scale: Approx. 1:10</li><li>• Height: Approx. 3” – 9”</li><li>• Features: Signature “Mini Epics Curl”; Exaggerated proportions and expressions; captures the character’s personality and likeness.</li><li>• Packaging: Branded line Each IP is represented by a colour</li></ul>	<ul style="list-style-type: none"><li>• Realistic and detailed</li><li>• Various scales</li><li>• Simple, but unique base</li><li>• Approx. 4” – 8” in height</li><li>• Gateway to collecting polystone figures from Wētā Workshop</li><li>• Opportunity to offer large creatures at an accessible price</li></ul>	<ul style="list-style-type: none"><li>• Realistic and detailed</li><li>• Various scales</li><li>• Polyresin is the primary material</li><li>• Occasional light up features</li><li>• Hobbit Holes range are open edition &amp; affordable</li><li>• Limited Edition Environments provide more detail, size, and overall complexity</li></ul>	<ul style="list-style-type: none"><li>• 1:6 scale</li><li>• Realistic &amp; detailed</li><li>• Polyresin is the primary material</li><li>• Approx. 12” – 18” tall</li><li>• Open Edition</li><li>• Simple museum pose &amp; fits a specific aesthetic</li><li>• An entry to collecting 1:6 scale polystone</li></ul>	<ul style="list-style-type: none"><li>• Various scaled</li><li>• Realistic &amp; highly detailed</li><li>• Polyresin is the primary material</li><li>• Environmental elements</li><li>• Approx. 24”+ in height</li><li>• Limited Edition / Limited Buy Period</li><li>• Opportunity to sculpt characters with complex design and dynamic poses</li><li>• Occasional special effects like lighting, moving parts and swappable elements</li></ul>	<ul style="list-style-type: none"><li>• Hyper realistic &amp; detailed sculpt</li><li>• Mixed media</li><li>• Approx. 40”+</li><li>• Very limited edition sizes</li><li>• Opportunity to experiment with new techniques &amp; perform innovative R&amp;D</li><li>• Is the penultimate expression of Wētā Workshop Artistry</li></ul>	<p>Wētā Workshop is developing new products in partnership with the creators of the IP, in a variety of formats that target a specific fan base. Together, our creative teams will collaborate throughout the whole project, including art direction, launch plans, and marketing.</p>
USD \$9.99 - \$199	USD \$39.99 - \$149.99	USD \$119 - \$179	USD \$79 - \$1,299	USD \$399	USD \$449 - \$1,599	USD \$1,599 - \$3,499	VARIOUS
							





Wētā Workshop Consumer Products are available globally, whether direct to consumer via our own eCommerce site (wetanz.com) retail sites (Weta Caves), or via one of our Master Distributors who service global retail chains, ecommerce sites and pop culture specialist retailers worldwide.

Product distribution is managed via a global network of 3PL facilities servicing all regions: Amsterdam NL, Seattle USA, Shenzhen CH and Auckland NZ





# GAME STUDIO

We create **rich worlds of wonder** and **craft immersive stories** through **interactive play**.

Wētā Workshop's Game Studio is filled to the brim with creative game developers. Unleashing our imaginations to create immersive game worlds is what truly drives and inspires us.

From concept design to polished product, we bring our ideas to life in the games we create.

ALL PLATFORMS







# DR. GRORDBORT'S

We began collaborating with Magic Leap in 2013, as they were developing the first mixed reality headset for general consumers. During this time, we created a mixed reality game called Dr. Grordbort's Invaders, designing gameplay to fully leverage the innovative technology, which had never been seen in a game before.

Dr. Grordbort's Invaders, initially launched in 2018 as part of the operating system for Magic Leap's head-mounted hardware, faced a significant setback in 2020. That year, Magic Leap pivoted from targeting the general consumer market to focusing on the enterprise sector, which limited the game's exposure and access to a broader audience.





# Tales of the Shire

Wētā Workshop Game Studio are currently developing Tales of the Shire, a heart-warming new The Lord of the Rings™ game in partnership with Private Division.

Drawing on our extensive experience working on Middle-earth films and our long-standing relationship with Middle-earth Enterprises, we decided it was time to create a game that would fully utilize our skills and expertise in this beloved world. Our goal was to develop something truly immersive, allowing players to step out of their everyday lives and into a game they would want to stay in.

The result is a cozy simulation game about living life as a Hobbit in the Shire of Middle-earth.

The game has been in development for 2 years and will be released on all platforms in early 2025



# TOURISM

We create **exciting and engaging encounters** for **fans** to experience and re-visit **their favourite worlds**.

**Wētā Workshop** owns and operates two successful tourism experiences in New Zealand, one at our home in **Wellington**, and another in our largest city, **Auckland**.

LOCATION BASED EXPERIENCES







Our **Wellington** offering showcases the genuine home of creativity where **Wētā Workshop began...**

Originally developed as a popup business in Wellington to give the general public a glimpse behind the scenes of Wētā Workshop, the experience's success led us to make it a permanent attraction.

Having been open for 13 years we now welcome over 90,000 guests annually, offering an opportunity to look through a **window into our workshop**, learn who we are, what we do and how we do it.

The Wellington Wētā Workshop experience is a well-established and reputable choice for local and international traveler's, with the iconic Wētā Cave trolls ready to greet buzzing visitors year-round.



Images: Wētā Workshop Tour - Wellington



# WĒTĀ WORKSHOP UNLEASHED!



Wētā Workshop Unleashed is a celebration of creativity through an immersive and interactive experience, encouraging guests to **embark on their own creative journey**.

Opened in 2020 and located in **Auckland's** SkyCity precinct, Wētā Workshop Unleashed pushes the boundaries of reality, with **three make-believe film sets**.

Our **THEA Award winning experience** hosts over 100,000 guests annually. Welcomed by our animatronic security guard orc, **Jeff**, guests make their way through a **90-minute guided tour**, where they explore the worlds of **Horror, Fantasy & Sci-Fi** in the making.

Guests can also get hands on with our **World Building** or **Special Effects Makeup Workshops**, dine under our Robot and UFO at one of our **"out of this world"** events, or kick off their love of crafting using tools & maker kits from our Wētā Cave.







# Ngā mihi nui, Thank You