



Immersive Experiences

YOUR ONE STOP CREATIVE POWERHOUSE



30 years in Entertainment

Wētā Workshop is a multi-award-winning, independently owned creative company comprising seven business units. These units bring together artisans, technology specialists, and support staff, all dedicated to achieving creative excellence and innovation. We deliver top-tier products and services across a wide range of entertainment industries.

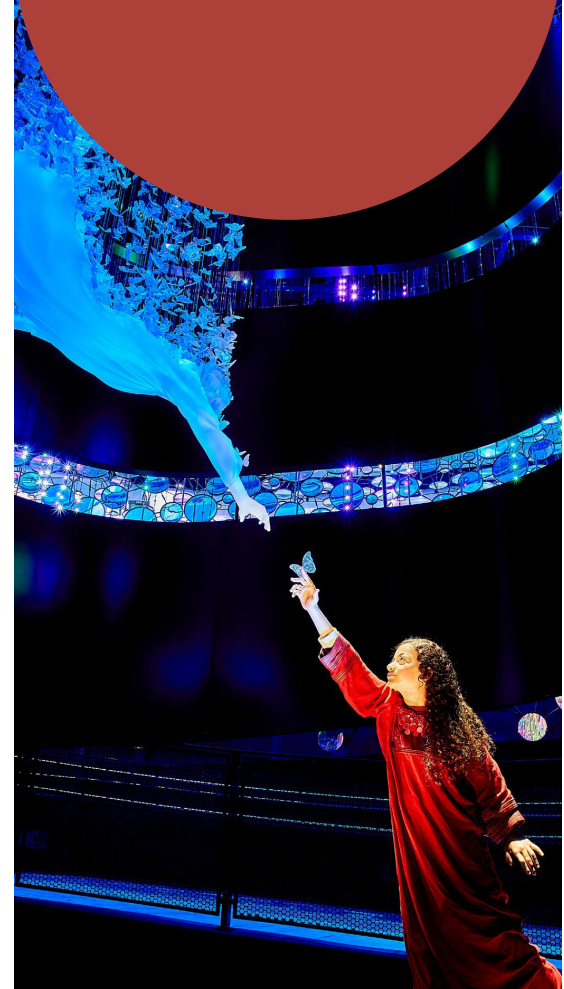
We have had the privilege of working on some of the most high-profile films in cinema history. However, we are equally proud of the work we have accomplished in all our other ventures.

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.



Our creative business designs, builds and delivers under one roof

IMMERSIVE
EXPERIENCES



CREATIVE
STUDIO



MANUFACTURE



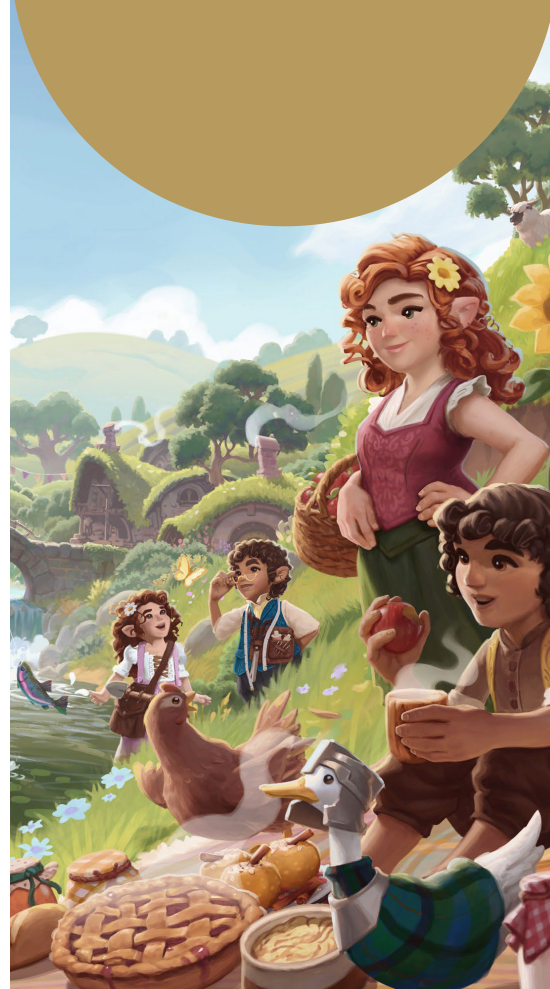
PRODUCTION
STUDIO



CONSUMER
PRODUCTS



GAME STUDIO



TOURISM



Awards

We're renowned for our creative approach across film, TV and immersive experiences for more than 30 years.

Recognised with more than 50 global awards, including three Thea Awards and five Academy Awards®.



3

THEA Award



5

Academy Awards®



4

BAFTA Awards



3

VES Awards (Visual Effects Society)



3

Golden Satellite Awards



4

New Zealand Film Awards



3

Sitges Film Festival Awards



3

Saturn Awards



2

Blooloop Innovation Award



1

Critics' Choice Movie Award



1

World Entrepreneur of the Year Award



4

Las Vegas Film Critics' Society Awards™

A photograph of a museum display of film awards. In the foreground, several Academy Awards (Oscars) are lined up on a light-colored wooden surface. To their right are several BAFTA Awards, which are bronze masks. Further back, more Oscars and other trophies are visible. In the background, glass display cases are filled with numerous smaller awards and figurines, illuminated by spotlights. The overall atmosphere is one of a prestigious collection of cinematic achievements.

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We deliver award-winning Immersive Experiences

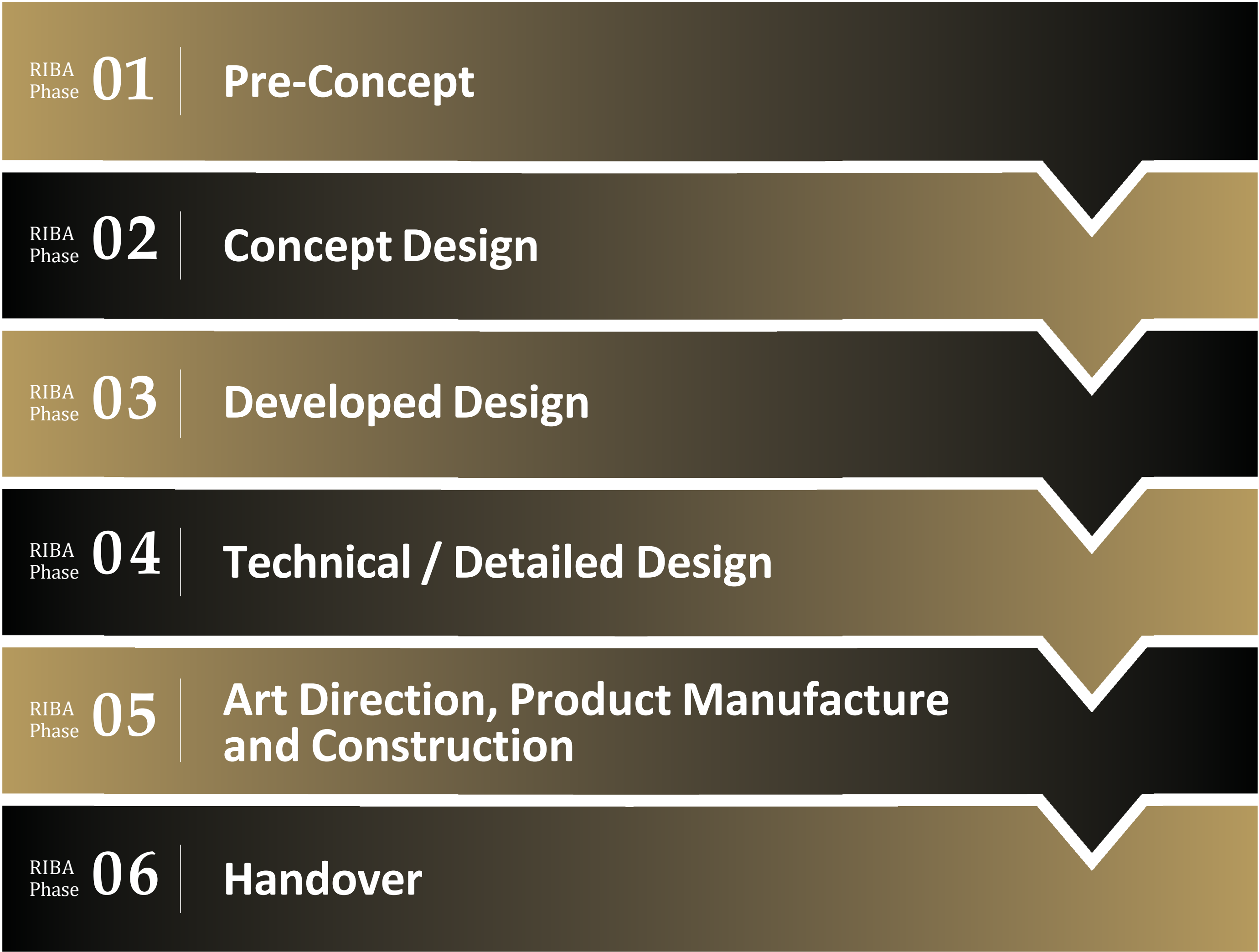
- Interactive and immersive experiences
- Museum and Cultural exhibitions
- Art exhibitions
- Expo pavilions & traveling exhibition
- Other themed entertainment

How we work

Our creative and project approaches track across RIBA phases from pre-concept through to handover and use.

Wētā Workshop offers comprehensive design services, with a particular focus on conceptualizing unique ideas that feature strong narratives to enhance visitor experiences.

Our immersive experience studio collaborates closely with our manufacturing team to ensure every item is executed to the highest standards. Additionally, we leverage the expertise of our tourism operations team to address all operational aspects, ensuring a seamless experience for both clients and visitors.



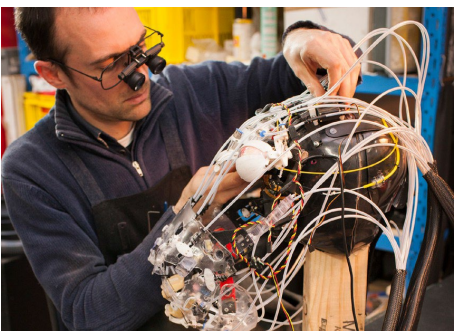
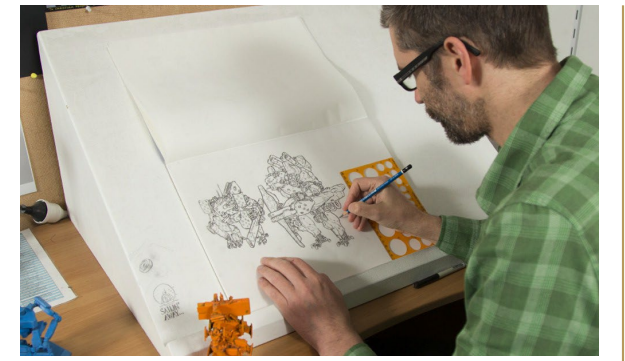
Services & Capabilities

| | | | | |
|---|---|---|--|---|
| Creative & Strategic Master Planning <ul style="list-style-type: none">• Develop strategic frameworks that align project vision with commercial goals, with operations consultation• Creative ideation, theme & narrative development, documentation packs. | Artistic Direction <ul style="list-style-type: none">• Bold artistic direction maintain the creative vision.• Our expertise covers concept refinement, design development, content creation, lighting and audio, spatial narrative, technical integration. | Master Narrative Script & Content Development <ul style="list-style-type: none">• Create strong master narratives.• Drive the key story elements and spatial design.• Visitor experience narrative development and journey planning. | Concept Design Development <ul style="list-style-type: none">• Imagination and creativity are the life-force.• Apply cinematic thinking to spatial settings, to craft original and unique experiences. | Research <ul style="list-style-type: none">• Understand a project's subject matter to manifest meaningful experiences.• Dedicated research to bring credibility and authenticity to every detail, from content to scenography. |
| Project Collaboration Clients, Partners, Vendors <ul style="list-style-type: none">• Hold excellent relationships with a global network of subject matter experts.• Value partner and client collaboration, and welcome project consortium alliances.• Partner best-in-class creative, cultural and technical companies and individuals. | Design Development, Schematic & Detail <ul style="list-style-type: none">• Robust design development includes schematic design, diagrams, reference, detailed drawings, and visualisations.• Refine design specifications for all elements to instruct fabricators, contractors, and vendors. | Multimedia Content Design & Development <ul style="list-style-type: none">• Oversee all multimedia, technical, and interactive elements.• Seamlessly integrate narrative, visuals, audio, lighting, soundscapes, and technical show/set design. | Project Management, Tender Pack Documentation <ul style="list-style-type: none">• Project manage to ensure the project is achievable and financially sound.• Expert facilitation and supervision throughout the design, build and installation phases. | Fabrication & Installation Supervision <ul style="list-style-type: none">• We ensure all vendors have the necessary guidance to achieve the creative intent.• Ensure the scenic, sculptural works, lighting, media and soundscape are installed, polished and perfected to the finest detail. |

Our facilities

Harnessing imagination and making it a reality all under one roof

- **14,000 Sqm** of creative departments
- **400+** talented crew.
- **Large working space** for building massive specialty scenery



Gallipoli

THE SCALE OF OUR WAR



Gallipoli: The Scale of Our War is an immersive museum exhibition created by Wētā Workshop in collaboration with New Zealand's national museum, Te Papa. This exhibition commemorates the 100th anniversary of the First World War, focusing on the Battle of Gallipoli, a defining moment in New Zealand's history.

Designed to engage all visitors, especially the youth of New Zealand, the exhibition offers a unique and emotional experience through impactful dioramas and bold graphical information. It centers around seven soldiers and one nurse, each figure based on real diary entries. Wētā Workshop created what they call "frozen moments," reimagining the experiences of these individuals based on their personal accounts. This approach provides a powerful and intimate glimpse into their lives during the war.

Discover the story of New Zealand soldiers in World War One through the eyes of eight ordinary people in extraordinary circumstances.







Aura

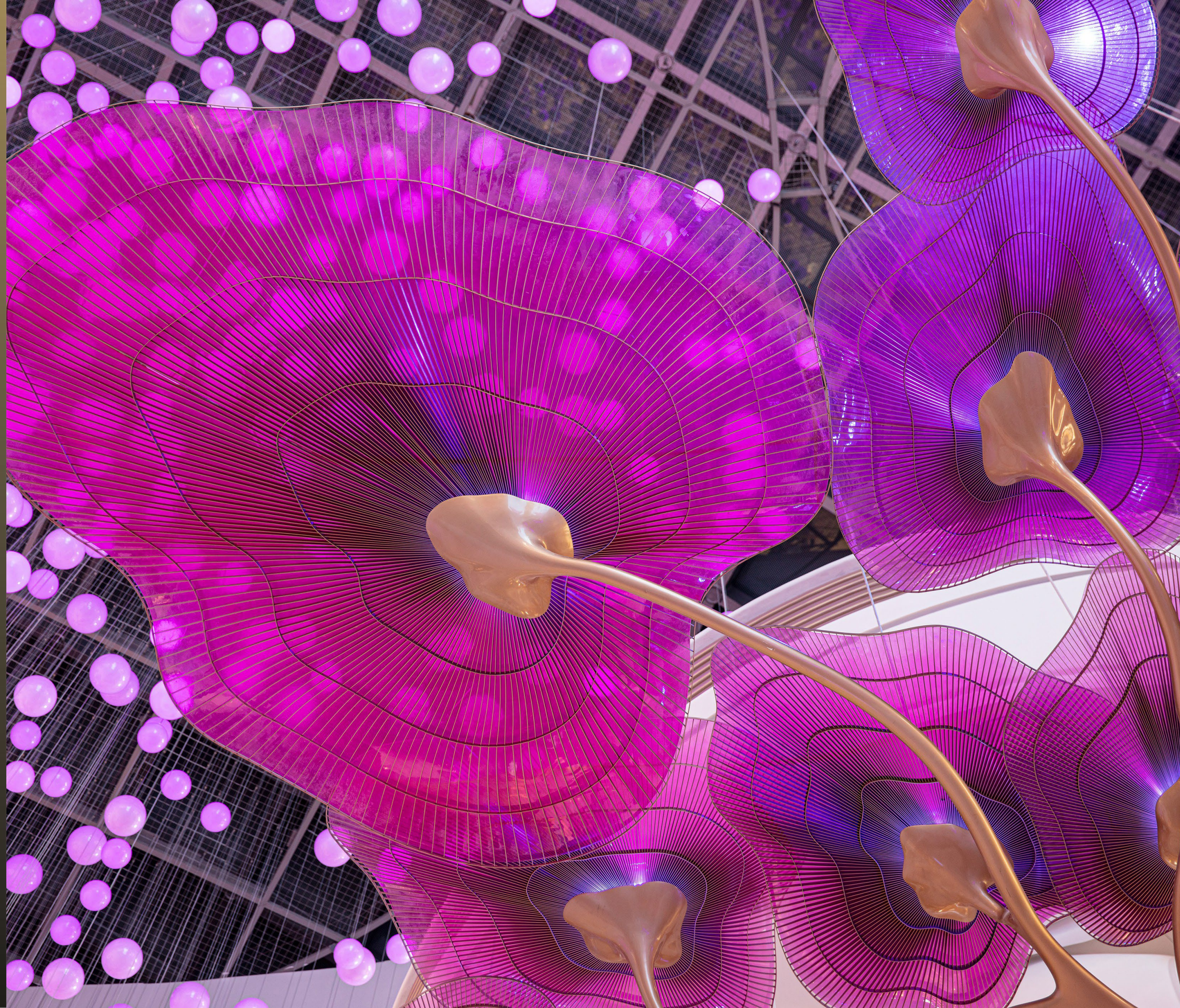
THE FOREST AT THE EDGE OF THE SKY

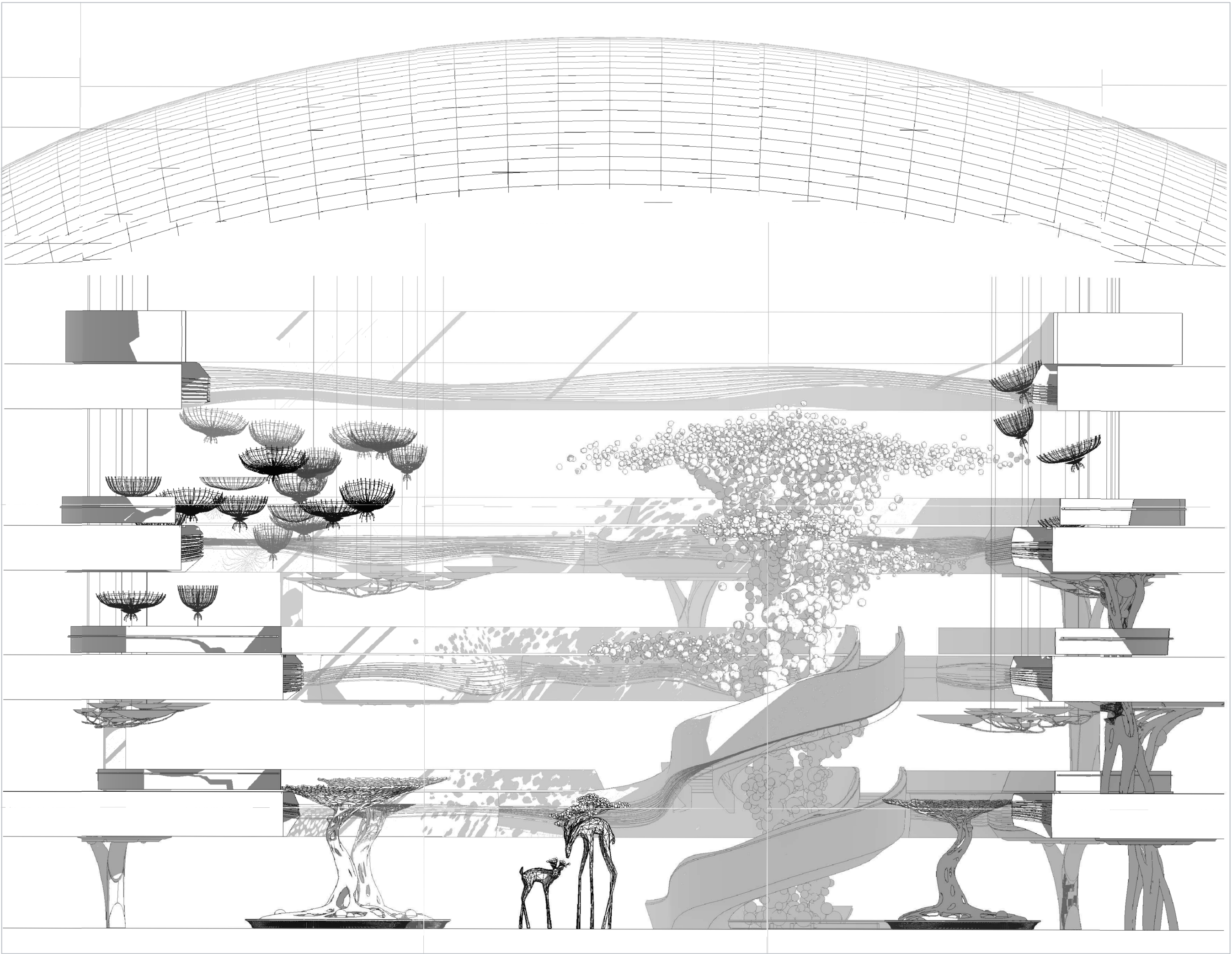
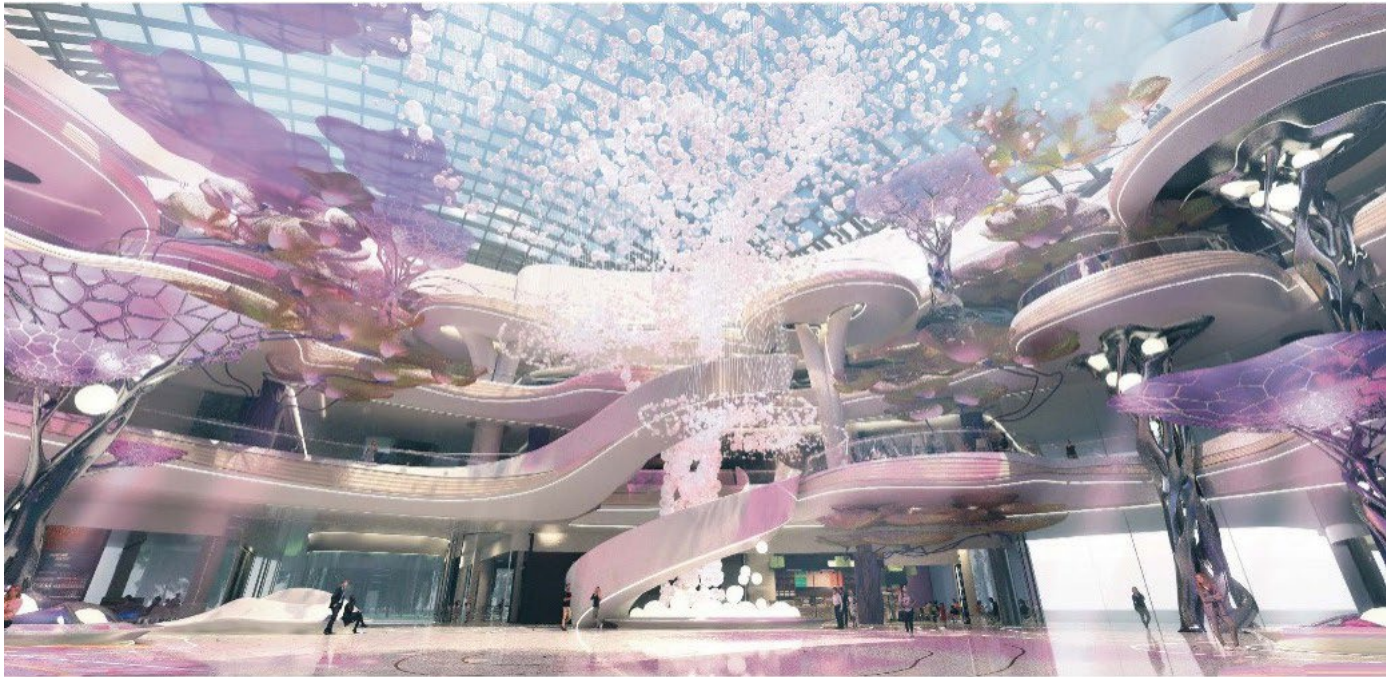


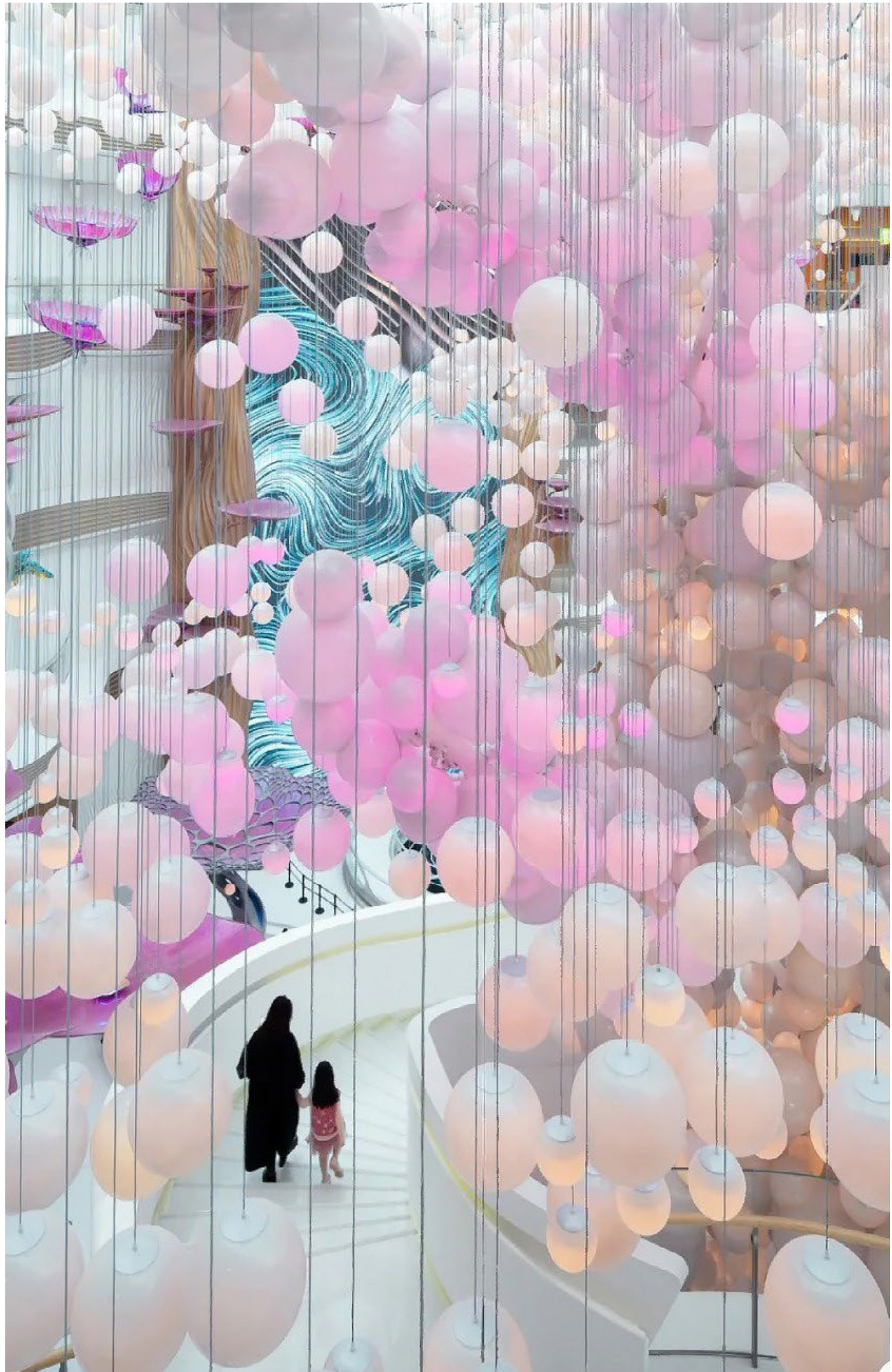
Haikou International Duty-Free Shopping Complex showcases Wētā Workshop's *Aura: The Forest at the Edge of the Sky*, bespoke experience, filling a massive, five-story high, 50-metre-wide central atrium within the complex. Inspired by lush jungles, and seemingly other-worldly wildlife, Wētā Workshop created a narrative that invites visitors to journey into a fantastical architectural and multimedia space filled with scenic sculptural installations, including a 47-metre-long escalator ride within the trunk of a giant fallen tree.

Visitors are immersed in a state-of-the-art multimedia show experience, where the 25.9-metre-high Tree of Light, made of 4,443 individually controlled orbs, respond to the content on a spectacular five-story high LED screen. On the ground floor of the atrium sculptural installations, inspired by the natural flora of Hainan Island, fill every corner. The collective intent was to create a culturally rich, and wonderfully unique location-based experience, where customers are treated as both audience members, and participants.

Explore a portal into the fantastical world of Hainan, a celebration of the natural wonder of this island.











Alif

EXPO DUBAI 2020 MOBILITY PAVILLION

We collaborated with the client to develop a unique narrative and vision centered on the human endeavor of mobility, highlighting significant Arab historical figures. Our goal was to create impactful moments that would educate visitors about the region's history and the importance of these historical figures in the story of mobility.

The Mobility Pavilion is a multi storey experience, which is a combination of very technical audiovisual displays and impactful dioramas and sculptural elements.

In delivering the experience within the Mobility Pavilion, we partnered with over 15 other companies. We are very proud that what was initially intended to be a six-month exhibition has become a legacy project for Dubai, remaining open to the public.

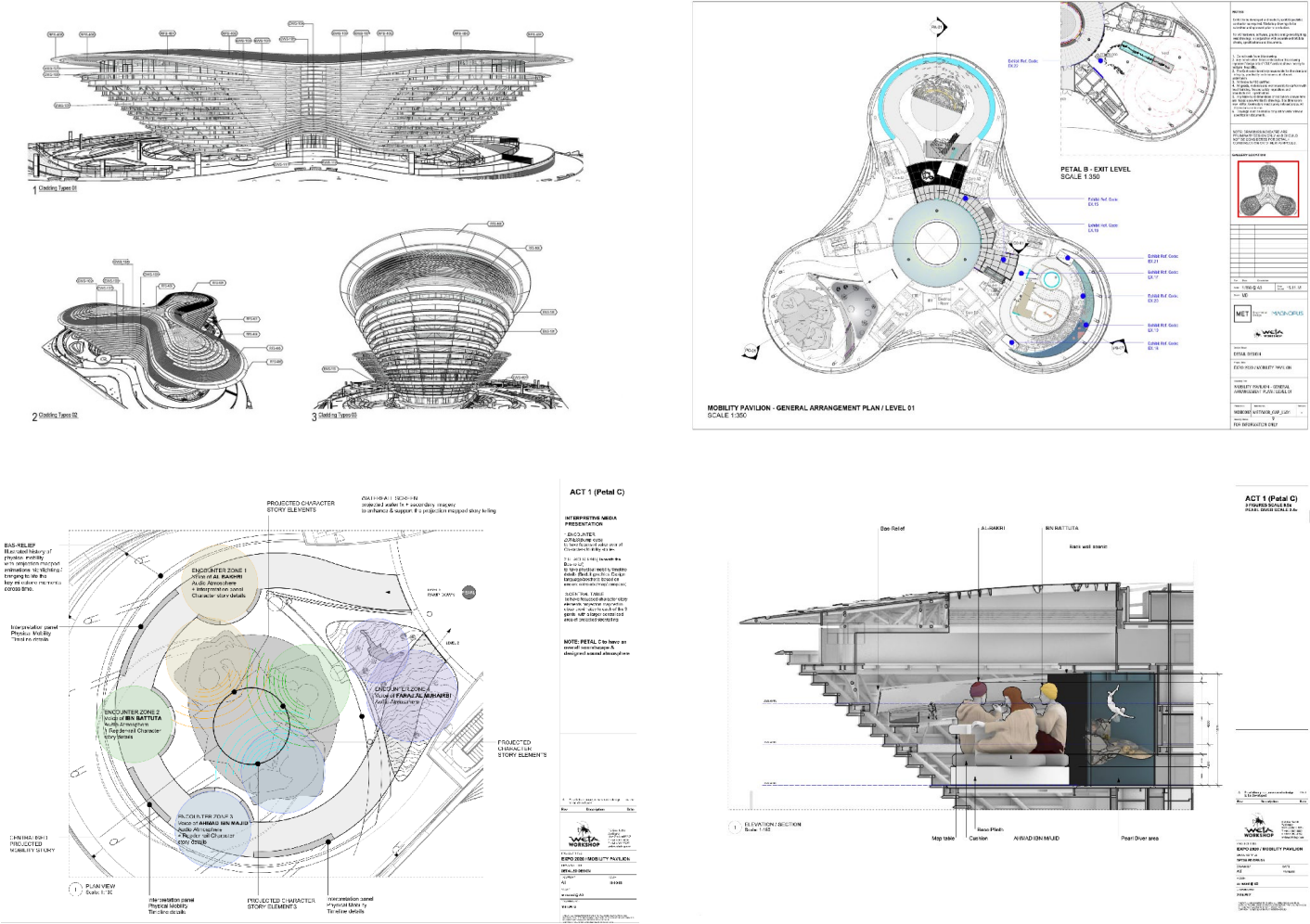
The centre piece of the experience were three seated hyper-real figures, which were 8.5 times larger than human scale. Each figure is 10 metres tall and required the sculptures to be designed and built to fit through a 3-metre square aperture, due to the limited access into the building for installation.

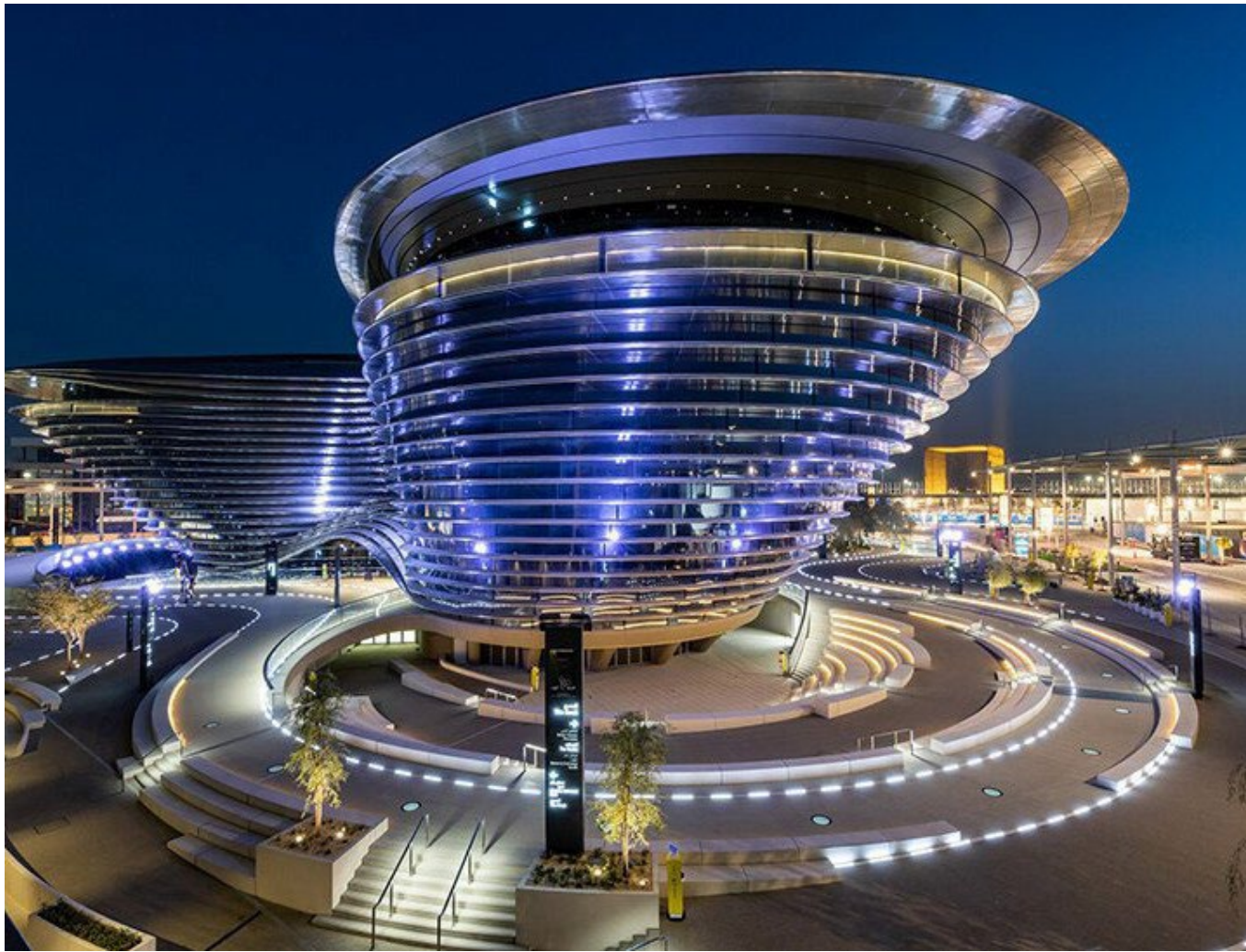
Encounter the giants of mobility, global leaders in the rich story of the United Arab Emirates.



Design

One of the design challenges in creating the experience for the Mobility Pavilion was the building’s unusual shape. Originally designed for office use, it features a larger volume at the top and a smaller footprint at the base. We needed to develop a compelling visitor experience that could accommodate up to 10,000 visitors daily while ensuring it was impactful and memorable.







“Working with the Wētā Workshop team was an unforgettable journey for the Expo 2020 Dubai team. It was a true partnership based on trust and a shared vision that brought to life an experience that was magical, timeless, and literally larger than life! Alongside being creative geniuses, the team at Wētā Workshop are remarkable human beings who are a gift to the world of experience.”

مرجان فریدونی, Marjan Faraidooni Chief HR &
Visitor Experience Officer, Expo 2020 Dubai

WĒTĀ WORKSHOP

Unleashed

OUR MOVIE MAKING EXPERIENCE



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

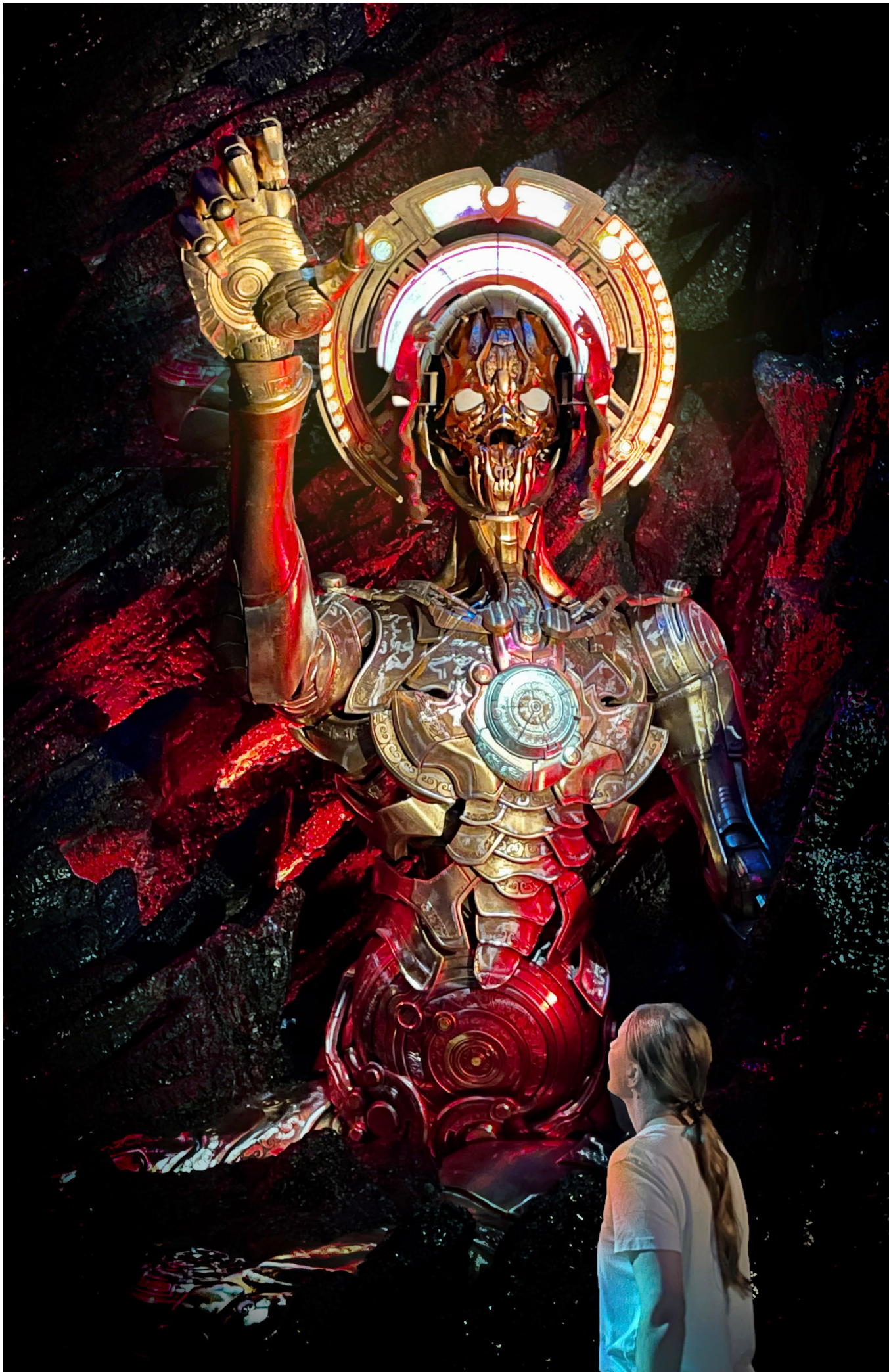
Opened in 2020 and located in Auckland's SkyCity precinct, Wētā Workshop Unleashed pushes the boundaries of reality, with three make-believe film sets.

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.

Unleash your creativity in a behind-the-scenes film tour like no other.







TCM

TRADITIONAL CHINESE MEDICINE

In a building inspired by an unfurling lotus flower is a museum that will forever change how the world and Chinese people view traditional Chinese medicine.

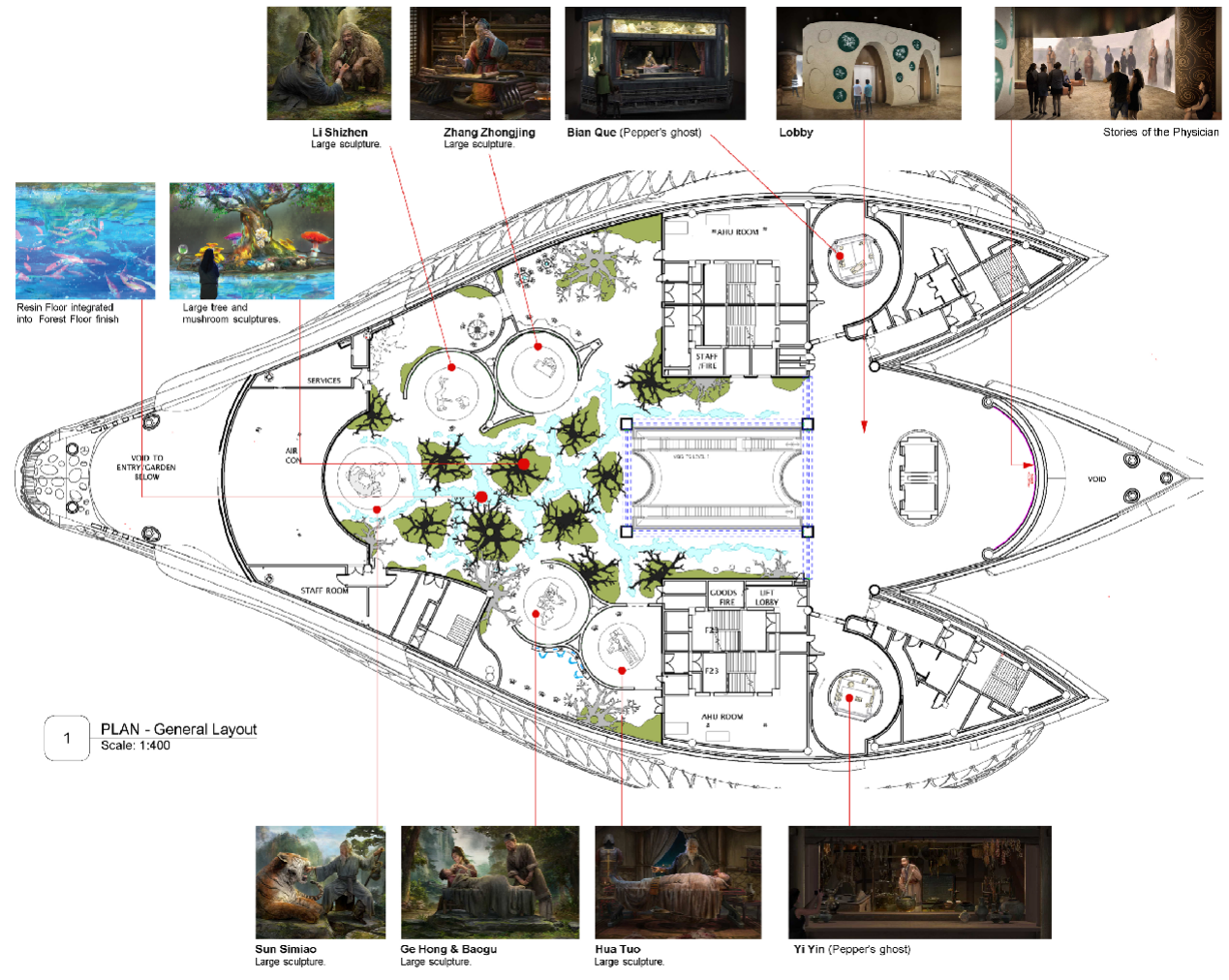
We were invited by entertainment company Shambala Ltd to form part of a New Zealand/China consortium of creative designers, technicians, engineers, and architects.

This bold, dynamic and highly creative vision weaves together mythology, history and contemporary applications of traditional Chinese medicine. Large scale sculptures, sophisticated spatial design, ground-breaking digital learning experiences and intelligent sound and lighting solutions come together harmoniously. The result is respectful, contemporary and utterly compelling, that educates and captivates in equal measure.

In this creative collaboration, we led the development of the architectural design concepts for the building, and the design of the exhibition, creating hero sculptural elements, whilst overseeing the art direction for our Chinese fabrication vendors.

Celebrating the history of Chinese health, the mythological origins and practitioners of the future.







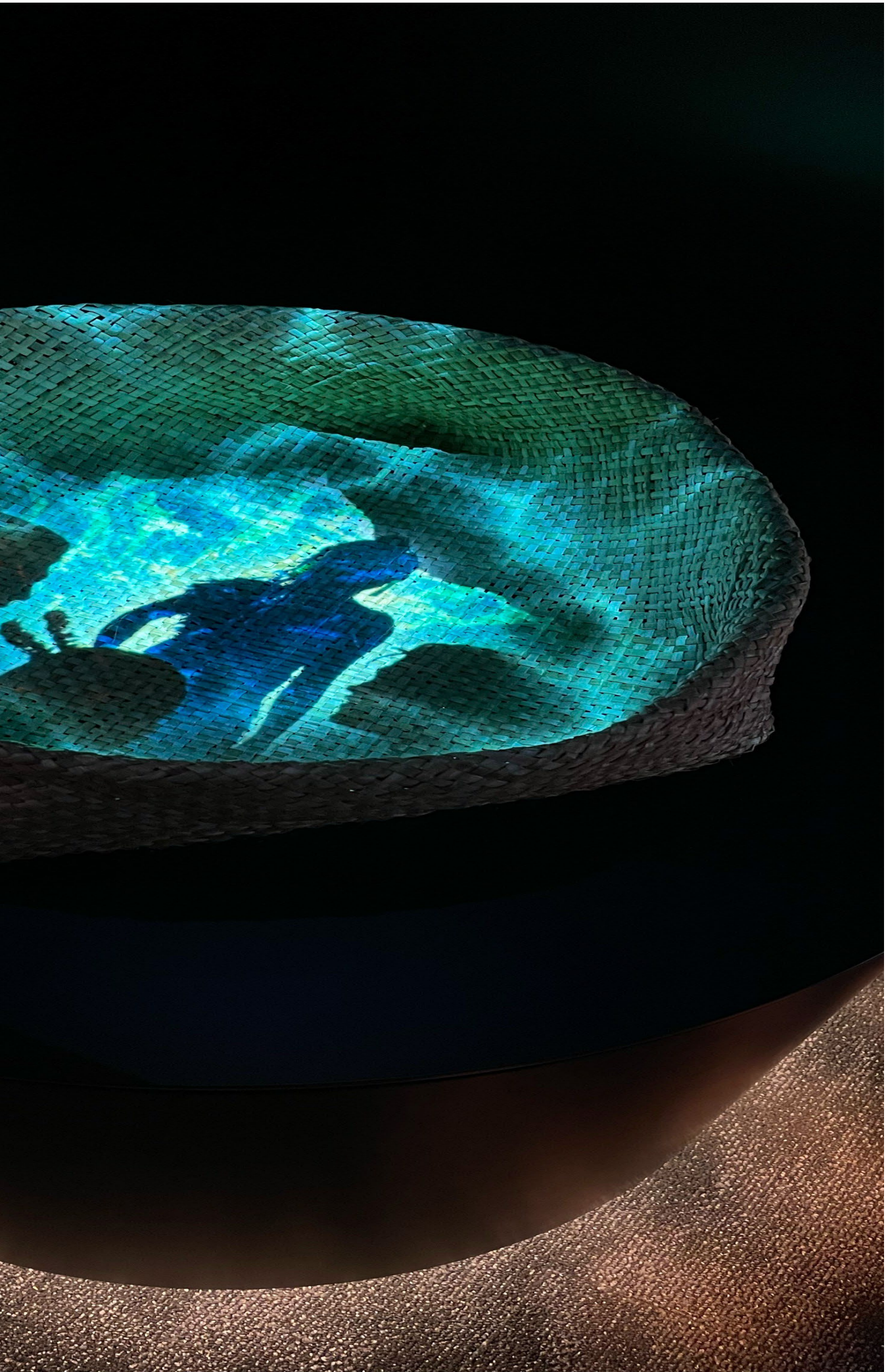
Pounamu Pathway

Pounamu Pathway is a ground-breaking tourism initiative, a triumph of indigenous co-design, celebrating the culture, history, and natural heritage of New Zealand's West Coast. Māwhera's *Te Pā Pounamu*, the first of the four visitors centres, immerses visitors in stories of the people of the Great Māwhera Pā (settlement), on the very land where it once stood. The experience focuses on stories of ancestors, settlements, battles, legends, trade, and most of all, pounamu (greenstone).

Further inside, visitors are transported to the bloody "Pounamu Wars", in an immersive 360 audio show, the battles that won Poutini Ngāi Tahu guardianship of precious pounamu (jade). Digital interactives and artworks allow visitors to encounter legends of giants and trade. Visitors discover life on the pā through a looped recreation of a day in the life, and hear moving stories of pride and resilience from the people of Māwhera today in the "People Pou".

Discover indigenous Māori tribe, Poutini Ngāi Tahu, guardians of New Zealand jade, on the site of their original village.





Te Arawhata

NEW ZEALAND LIBERATION MUSEUM

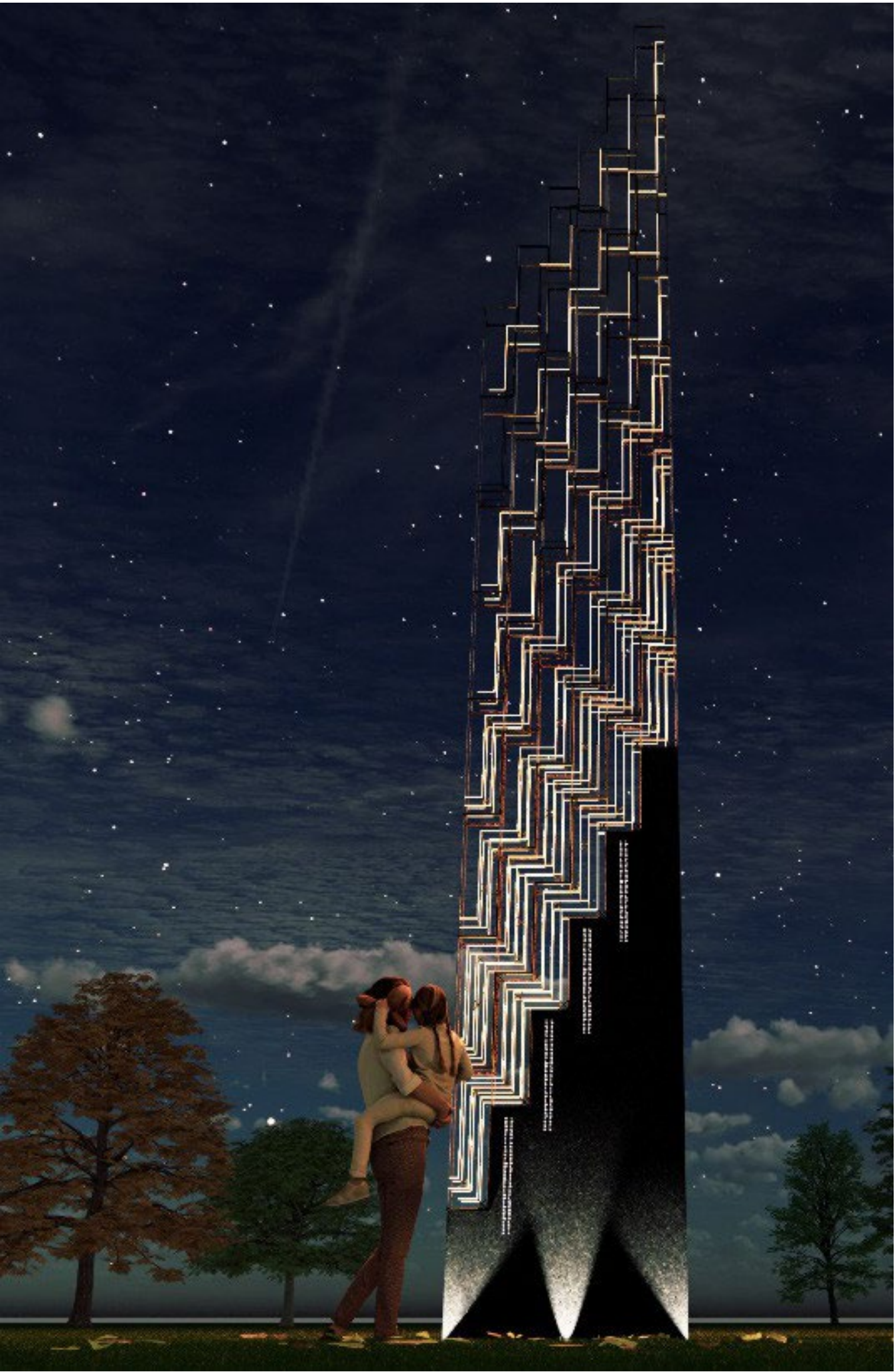
A “living memorial”, driven by comprehensive research, interviews with descendants of both Le Quesnoy residents and soldiers who liberated the town. *Te Arawhata*’s experience spaces reflect key themes of freedom, friendship and the future, honouring the 12,500 New Zealanders who died in France and Belgium during World War 1. Key scenic experiences share the tension and elation of events at the climax of the Great War.

Flowers of Le Quesnoy interactive wall, an ever-changing artwork of remembrance where visitors share their stories and experiences. Immersive sensory cinematic environments where visitors experience dramatic stories of a town under enemy occupation.

Wētā Workshop designed, fabricated, shipped and installed this unique gesture to freedom, friendship, and peace. Multi-media artworks blend traditional and contemporary museum storytelling, wrapped around a central staircase that guides visitors to higher plains of understanding and empathy, all located in a refurbished 1800’s chateau honouring the historic town of Le Quesnoy, France.

Delve into tension and triumph in this living memorial to the heroes of Le Quesnoy



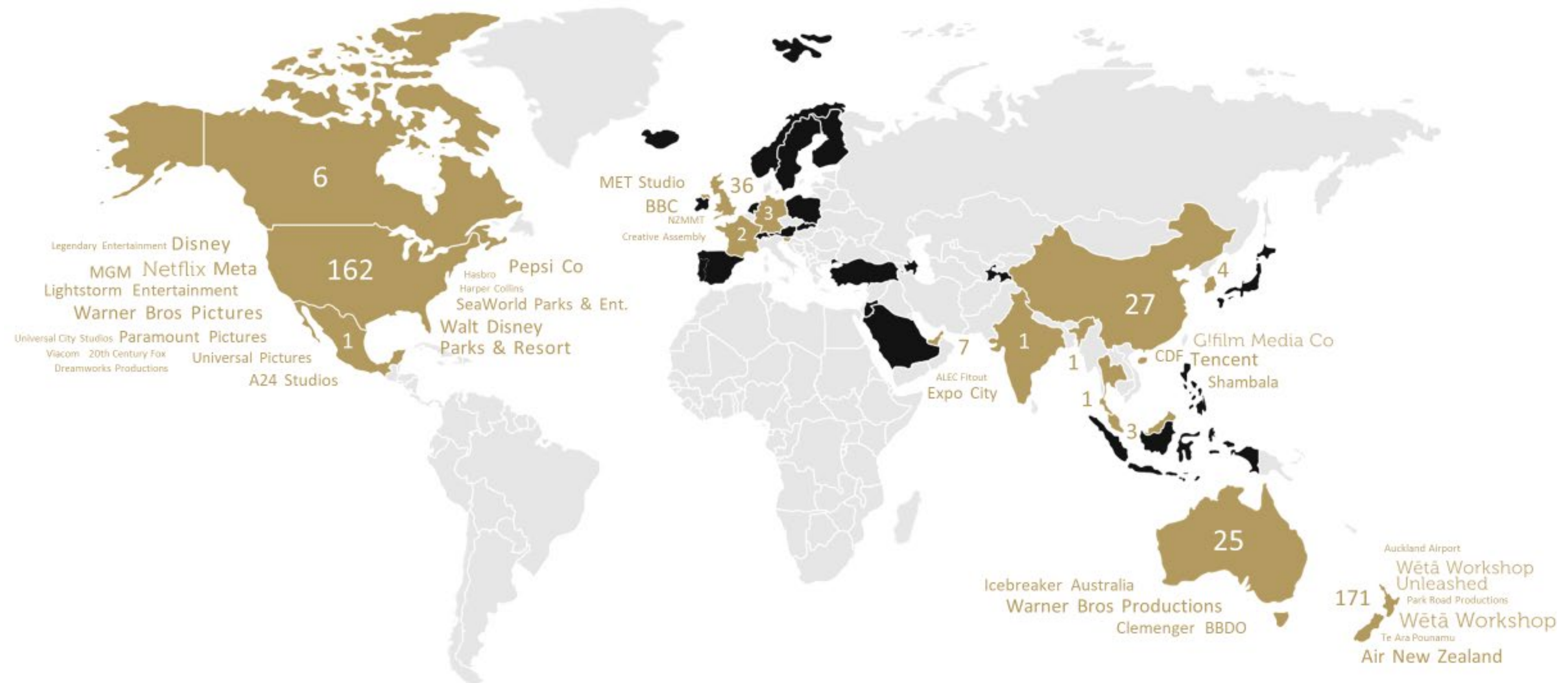


We deliver everywhere

Weta Workshop is an international company providing creative services and products globally. Our primary regions of operation include the Middle East, Asia, and the United States. Additionally, we have collaborated with clients in the United Kingdom and delivered projects across Europe, Canada, India, and Australia.

We work closely with clients to identify the most suitable and productive processes, ensuring the best results for each project. Our comprehensive services encompass client relationship management, project management, logistics, and installation, anywhere in the world as needed.

Key clients



Who we've worked with



Marjan Faraidooni - Expo City Dubai

Chief HR Officer & Chief of Education & Culture



Thank you.

YOUR FRIENDS AT WĒTĀ WORKSHOP

wetaworkshop.com

Catherine Ormandy

Executive Producer:

Immersive Experiences

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