

Robert P. Rowe

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OBJECTIVE: Show Producer

PROFESSIONAL PROFILE

Thirty-five years of experience in all aspects of Theme Park operation and design, with major emphasis on attraction design. Adapting a show concept to create a story line that will translate into a three dimensional ride-thru experience. Breaking down the scenes, writing the script describing scenery, characters, music and narrations. Providing architects with building information, laying out the ride tracks. Directing model makers, lighting designers, set designers and other show designers and technical designers in all details of the design intent. Responsibilities ranged from \$42 million dollar Seuss Landing facades to zero budget for Euro Disneyland Preview Center.

Computer Skills

- Proficient with SketchUp, Photoshop, PowerPoint, MS Word and other basic Macintosh programs

ACCOMPLISHMENTS

The Milton Paul Company (www.MiltonPaul.com)

Vice-President, Creative Designer

Ten years to present

- Conceived and designed resort project including master planning and unit design
- Created project program covering the number of units, costs per unit and income derived
- Managed the creation of the complete project business plan
- Designed and programmed retail, dining and entertainment venue to compliment the resort
- Managed the creation of the retail dining and entertainment business plan

Independent Consultant

Art Director/Senior Show Set Designer/Writer/Researcher

Ten years

ShoConcepts – Art Director

- Designed and created flying dark ride attraction for Universal Studios Singapore
- Directed show set designers, CAD operators, and 3D modelers in the creation of a digital “fly-thru” study model of flying dark ride
- Designed and created theme “land” based upon the motion picture “Shrek”
- Designed two theaters to compliment themed land

Universal Studios, Inc. – Art Director/Senior Show Set Designer

- Senior Show Set Designer – Templo del Fuego for Universal Studios Port Aventura
- Art Director/Senior Show Set Designer – Unrealized expansion for Islands of Adventure
- Designed all scenic elements for show and façade
- Directed draftsmen to create a completed set drawing package

Irwin Allen Productions/Space Production – Writer/Researcher

- Initial development of Style Guide for Irwin Allen’s popular TV shows of the 60s
- Researched and developed listing of past licensed products
- Provided synopsis and guide for all characters, equipment and location

H.S.I. Productions – Researcher

- Provided research for Brady Bunch House for “Old Navy” TV commercials

Los Angeles County Fair – Art Director

- Provided research and art direction of Brady Bunch House stair hall for photo op
- Coordinated set design with prop designer recreating the set with rentals of many original props and dressings

Universal Studios, Inc.

Three and one-half years

Art Director/Senior Show Set Designer

Islands of Adventure - Seuss Landing

- Designing and drafting architectural facades based on Dr. Seuss works
- Art direction of 1/2" scale model based on designs
- Field art direction for facades of eight buildings including all aspect of construction as it relates to the art direction with strong emphasis on the sculptural carving of the unique façade shapes
- Direction of architects, contractors, scenic painters, and others associated with building a theme park

Universal Studios, Japan

- Designing and drafting stage for Live Animal Actors
- Master planned and Designed "Snoopy Studios" including: raft slide, hedge maze, outdoor play areas, retail store, indoor roller coaster, and interactive play area
- Directed show set designers, model makers, color stylist and others completing schematic design

Landmark Entertainment Group

One and one-half years

Show Director

ITT Sheraton, Desert Kingdom, Attraction

- Designed ride track for a boat ride adventure unrealized
- Directed storyboard development
- Staging and lying out show elements

The Walt Disney Company

Disneyland - Five years

Design Consultant – Entertainment Department

- Future Concept Development: Designed ride-thru attractions featuring live entertainment
- Marketing: Created renderings for character marketing tours
- Produced Capacity Analysis for Future Concept Attractions
- Wrote Concepts for various live entertainment based attractions

Walt Disney Imagineering - Five years

Show Designer

Unrealized Attraction - Tokyo Disneyland

Lead Show Designer for unrealized attraction and land

- Created several ride tracks before settling on an *Omnimover* version
- Conceived ride vehicles for each version
- Wrote script, incorporating songs from the animated films
- Supervised model makers, architects and show set designers
- Produced ride-through video tape of the model showing guests point-of-view

Snow White, Pinocchio and Peter Pan Attractions - Euro Disneyland

Show Designer for Snow White, Pinocchio and Peter Pan Attractions, U.S.A. and France

Preview Center - Euro Disneyland

Producer/Director, Art Director responsible for design, field art direction and installation

Disneyland International - Three years

Production Artist

Walt Disney Attractions Documentation

- Technical drawings for Disneyland and Walt Disney World training manuals

Disneyland - Eleven years

Attractions Host

- Fantasyland/Tomorrowland