



Cityneon owns Jurassic World exhibition



Jurassic World: The Exhibition is a licensed spin-off from the blockbuster movie *Jurassic World* (left), and it brings dinosaurs to life through life-size animatronic and computer-generated imagery (CGI) effects. PHOTO: UNIVERSAL PICTURES

By Judith Tan
juditht@sph.com.sg
[JudithTanBT](https://www.facebook.com/JudithTanBT)

Singapore

GETTING up close and personal with the dinosaurs of *Jurassic World* is now closer to home.

The major spectacle, inspired by the Hollywood blockbuster *Jurassic Park* franchise, now belongs to Cityneon Holdings, a creator of innovative and interactive exhibitions in Singapore.

The mainboard-listed company has acquired full global rights to *Jurassic World* Exhibition when it entered into a sale and purchase agreement to acquire all of JP Exhibitions LLC for US\$25 million.

The move allows Cityneon to make full use of the exhibition's intellectual property (IP) rights in partnership with global movie titan Universal Studios, it announced in a Singapore

Exchange filing on Wednesday evening.

Jurassic World: The Exhibition is a licensed spin-off from the blockbuster movie *Jurassic World*, and it brings dinosaurs to life through life-size animatronic and computer-generated imagery (CGI) effects.

The latest purchase is Cityneon's third IP acquisition and association with a blockbuster movie franchise. The first two were Disney's *Marvel Avengers S.T.A.T.I.O.N.* and Hasbro's *Transformers Autobots Alliance*.

The *Jurassic World* Exhibition acquisition also came in the wake of Lucrum 1 Investment's procurement of 52.5 per cent of Cityneon shares from its previous major shareholder for about US\$85 million in July.

It made Lucrum 1, a consortium led by executive chairman and group CEO of Cityneon Ron Tan, the group's

largest shareholder.

With this latest acquisition, Cityneon is able to bring a multi-sensory dinosaur experience to "even more markets around Asia and the rest of the world", Mr Tan said.

He said Cityneon has always "sought to engage audiences with rich, hands-on experiences that resonate with their interests and aspirations".

"With *Jurassic World: The Exhibition*, we affirm once again our commitment to offer all our visitors a stirring, unforgettable, interactive experience," he said, adding that the group will begin to construct a second immersive experience set immediately.

Vice-president of live entertainment at Universal Brand Development Carol Nygren said: "With the continued global strength of the *Jurassic World* brand, we're devoted to bringing the exhibition to fans worldwide and seeing their excitement to be im-

mersed in the world of *Jurassic* dinosaurs."

Tom Zaller, manager of JP Exhibitions and president of Imagine Exhibitions, added: "This new relationship with Cityneon offers a great promise for all parties involved; Cityneon understands the industry and has the ability to expand on the incredible success of the exhibition."

Jurassic World: The Exhibition was developed in close collaboration with renowned paleontologist Jack Horner, who served as the adviser on *Jurassic World*, the movie.

The exhibition is imbued with interactive educational elements, inspired by the real-world science of dinosaur DNA that allowed *Jurassic World* to come to life. Visitors will explore a towering *brachiosaurus*, come face-to-face with a velociraptor, and get a rare up-close look at the most vicious dinosaur of them all, the *tyrannosaurus* rex.