

ANNOUNCING NEW HIRES AT WYATT DESIGN GROUP

Kevin Mentzer returns to WDG as Attraction/Show Designer

Melissa Meddock joins as Landscape Architect-Planner

October 11, 2013 – (Pasadena, CA) Recently, Wyatt Design Group welcomed two new hires to its core staff of entertainment design specialists: Kevin Mentzer as Attraction/Show Designer and Melissa Meddock as Landscape Architect-Planner.

Designer/artist **Kevin Mentzer** returned to Wyatt Design Group as full-time core staff in the capacity of Attraction/Show Designer. Kevin has had a long, successful relationship with the company's principal Larry Wyatt on previous projects.

Getting his start as a Show Set Designer for GameWorks and Disney, then as Senior Designer at Warner Bros. International Recreation Enterprises designing new attractions and facilities, Kevin has worked on many large-scale themed entertainment projects including Paramount Spain Theme Park Justice League Interactive Dark Ride, Paramount China Theme Park, Busch Gardens Jungala, Happy Hollow Park and Zoo, and Robotland Theme Park in Korea.

Kevin's background in theatrical and film set design combined with his experience as an architect provides a unique skill set to tackle theme park and entertainment design projects. His design approach includes digital 3-D modeling and AutoCAD in combination with old school hand-drawn detailing to achieve authentic environments.

An Attraction/Show Designer takes artists' creative renderings and transforms them via drafting table and 3D software into viable, "real" spaces and environments. Whether it be an underwater sea cavern or futuristic metropolis, Kevin's job is to see each attraction and area through from concept to technical development, which in turn, is handed over to architects so that they may proceed in creating working construction documents that coherently convey the original creative intent from the design team. In evolving concept renderings into 3D models, Kevin is able to identify design conflicts early in the process and work with the creative team to eliminate such issues, while adding his own creative touches to each project as it is developed internally.

Like most in the industry, Kevin's intent originally *wasn't* themed entertainment.

"I started out doing traditional architecture," explains Kevin. "But while visiting a friend in Los Angeles, I was introduced to a film production designer who needed a draftsman for an upcoming cable movie, and offered me a job, which I took out of curiosity. That led to working as a set designer on films and commercials. Shortly thereafter, a local scene shop



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needed someone with architecture experience to interpret artist sketches for an indoor themed environment and put together shop drawings. That was the beginning!"

Kevin has maintained a working relationship with Larry Wyatt since working with him at Warner Bros. beginning in 1998, their mutual respect and admiration for one another as professionals never waning. "It takes a lot of talented people working together to make a great themed environment, says Kevin. "At Wyatt Design Group, there are no egos, just teamwork. That starts with Larry, and is reflected in each of us and our team-oriented process."

"Kevin and I have worked together for many years, beginning with Warner Bros., said Larry Wyatt. "At Wyatt Design Group, he has been a key design team member for numerous projects for Paramount, Busch Gardens Tampa, Warner Bros. and many others. His training in theatrical set design combined with his architectural design experience makes him perfect for themed entertainment projects. I am delighted to have him back on staff here at WDG."

In his down time, Kevin enjoys painting and is an active member of the South Pasadena Arts Council organizing open studio for fellow artists in his community. "My goal from the beginning of my career was to design environments that lift the human spirit above the mundane," says Kevin. "That is still my goal, and something I strive for in every moment, every pencil line, every day."

With a degree in Landscape Architecture from Cal Poly San Luis Obispo, **Melissa Meddock** has worked in the field for almost a decade, the past two years focused within the themed entertainment industry in Southern California. Prior to joining WDG, Melissa was part of the area development team for two large-scale theme park concept projects at Thinkwell in Burbank, both to be developed in China.

In her position at WDG, Melissa's design involvement begins with determination of a project's total aesthetic and operational aspects, from landscaping and hardscape to the routing and width of walkways, access roads, attraction and back of house structures. She takes concepts developed by the creative team and translates them into functioning technical plans for construction and installation of a project, whether it be a welcome center, public park, or theme park; Melissa is the bridge between blue sky and reality for area development.

"Many disciplines within the field of Landscape Architecture focus on creating spaces for people to enjoy," explains Melissa. "However, the goal and thought process in themed entertainment is focused on storytelling through design, to not only create spaces for positive interaction, but to use elements of placemaking that activate the imagination."

“Melissa’s talent, enthusiasm, and self-reliance combined with her experience in the entertainment industry makes her a perfect addition to our in-house design team,” said Larry Wyatt, Principal of Wyatt Design Group. “We are delighted to have her join the group.”

Like most professionals throughout the themed entertainment industry, Melissa never set her sights to “design theme parks”; it just happened through job opportunities and career path choices. “Being part of the themed entertainment community just happened spontaneously, and then I wanted it,” says Melissa. “I didn’t know how great it was until I began working in the field. I am so happy I fell into it, and I’m trying to fall deeper!”

Currently, Melissa is engaged in two large-scale projects for Wyatt Design Group, which we look forward to sharing more details about in the near future!

About Wyatt Design Group: Wyatt Design Group, Inc. is a multi-disciplinary entertainment design studio based in Pasadena, California, specializing in exhibitions, attractions, and leisure destinations. Its core staff has expertise in master planning, site development, architectural and interior design, and attraction design. More information on Wyatt Design Group can be found at <http://www.wyattdesigngroup.com>.

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Press Contact: Tracy Balsz marketing@wyattdesigngroup.com 323.428.9075 direct

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