



**MSI ENTERTAINMENT STUDIO TRANSFORMS BACK INTO  
WYATT DESIGN GROUP, INC.**

**Award-winning master planner and entertainment designer Larry Wyatt  
re-emphasizing core strengths in entertainment and attractions industry.**

**October 15, 2012 (PASADENA, CA)**—Award-winning entertainment design studio Wyatt Design Group, Inc. (WDG) has spun off from their affiliation with Columbus, Ohio based planning and landscape design firm, MKSK (formerly known as MSI Design). The separation allows each office to focus on their core strengths and market sectors. The two now independent groups will retain their proven team approach when the nature or scale of the project would benefit from a collaborative effort. “Re-establishing my group as an independent design studio will allow us to be more specialized to the worldwide entertainment and leisure industry, and yet we can tap the resources at MKSK for larger development projects involving urban planning and landscape design,” remarks Larry Wyatt, founder and lead designer of Wyatt Design Group.

Wyatt Design Group, Inc. originally launched in 1999 as an entertainment design group based in Pasadena, California offering master planning, conceptual design, attraction and show design. In 2006 they joined MSI Design as their California office, which later merged into MKSK in 2011. The combined goal was to expand the landscape architect firm’s reach into the attraction and leisure markets and for WDG to provide full service offerings. “Our six years as MSI Design have been a very successful, collaboration of creating award-winning projects together. Now we are excited with our new focus as an independent studio to concentrate our services to the entertainment industry,” remarks Wyatt.

Most recently, MSI Design and Wyatt Design Group completed show design for the immersive, interactive attraction “Justice League-Alien Invasion 3D” interactive ride

produced by Sally Industries, which opened in September of this year at Warner Bros. Movie World Australia. Wyatt Design Group designers collaborated with Sally's in-house creative and technical team to create an interactive attraction that employs cutting edge media-based technology. Other recent projects include a strategic master plan for Hershey's Chocolate World and concept design of a theme park for WATG. "We are excited for Larry and the team at Wyatt Design Group and are sure of their continued success. We have enjoyed our professional relationship with our colleagues for many years, and look forward to continuing to collaborate in the future," comments Keith Myers, Senior Principal at MKSK.

What's next for the newly re-launched Wyatt Design Group? Details of current and upcoming projects are confidential, but they include an indoor snow attraction, theme park projects in Asia and the Middle East, and an entertainment resort in Las Vegas. The group is wasting no time in moving forward with its re-established presence in the entertainment industry.

**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 show design. More information on Wyatt Design Group can be found at <http://www.wyattdesigngroup.com>.

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Tags: Larry Wyatt, Wyatt Design Group, entertainment design, master planning, conceptual design, show set design, leisure industry, entertainment design studio