



# WORLDWIDE ENTERTAINMENT SOLUTIONS

## Featuring: The Billy Graham Library



### CLIENT

Billy Graham Evangelistic Association

### PROJECT TYPE

Cultural Attraction

### PROJECT LOCATION

Charlotte, North Carolina



### ITEC'S ROLE

Comprehensive project design, development and total exhibit production.

### PROJECT DESCRIPTION

The Billy Graham Library occupies a 40,000 square foot facility located on a 63 acre site.

The library presents the Billy Graham story using immersive exhibits and environments integrating 60 years of film, video, still images and artifacts into a compelling guest experience.

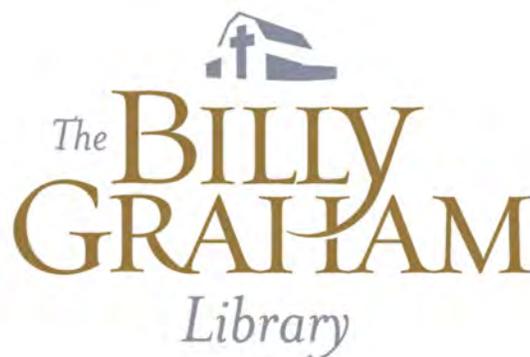
Billy Graham's childhood home which has been restored and is filled with family photos and personal items from the Graham family is included on the library site.

The facility also hosts a themed café and retail shop, 18 foot tall glass-fronted bookcases, administrative offices and archival space.

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## SCOPE OF WORK

- Master plan the site, creating a permanent physical setting for the Billy Graham Boyhood Home and Library and an immersive guest experience, all organized around the Billy Graham story of his mission, his ministry and his team.
- Distill six decades of archival film, photography, video and audio media, as well as extensive personal memorabilia to visually support a sequence of exhibits that form a cohesive one-hour walkthrough presentation.
- Design, build and install three dimensional scenics, murals, graphics, casework, props, furnishings, interior finishes, animatronics and exhibit imagery.
- Engineer, fabricate, install and program technical support systems, including audio and video systems, exhibit lighting and exhibit automated controls.
- Design and produce a visitor café and a Christian bookstore that also displays thousands of Dr. Graham's personal book collection.



## THE ITEC SOLUTION

ITEC's creative team extensively researched Billy Graham's life and ministry in developing its story-based presentation approach. At the same time, ITEC worked closely with key representatives of the Billy Graham Evangelistic Association to assure the accuracy of their concepts and designs.

By expertly employing today's advanced entertainment technology platforms to communicate Dr. Graham's enduring message, ITEC enhances the Billy Graham Evangelistic Association's ability to connect with a younger generation of visitors.

## ABOUT ITEC

ITEC Entertainment Corporation is the global industry leader of award-winning, entertainment solutions that ignite the dreams of hundreds of millions of people all over the world. ITEC's culture of performance and innovation pushes the frontiers of themed entertainment design, production and technology to new heights. Founded in 1986, ITEC has delivered over 300 of the most successful and comprehensive guest experiences.

ITEC's story-based approach leads guests on a tour that introduces them to the ideas, experiences and individuals that inspired Billy Graham. In this way, the Billy Graham Library enables audiences to "walk in Billy's shoes," shadowing the milestones in his celebrated life and career.

The library was dedicated on May 31, 2007 and was attended by Billy Graham, former Presidents Carter, Clinton and Bush and a crowd of close to 1,500.