



# WORLDWIDE ENTERTAINMENT SOLUTIONS

Featuring: MUTINY BAY

## CLIENT

Treasure Island Casino and Hotel

## PROJECT TYPE

Entertainment Center

## PROJECT LOCATION

Las Vegas, Nevada



## ITEC'S ROLE

ITEC created and oversaw construction of a themed environment for video and arcade games, providing show and control system design, art direction and project management.

## PROJECT DESCRIPTION

Amidst the glamour of Las Vegas, Treasure Island Casino asked ITEC to create a family fun environment complete with theming based on the Robert Louis Stevenson novel, "Treasure Island." Gathering their creative talents, ITEC created a child's dream play arena filled with pirates, adventure and a bounty of treasures.



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## SCOPE OF WORK

- Develop a concept in keeping with an existing Treasure Island theme.
- Develop animated characters for entertainment.
- Create an atmosphere of excitement, rich with the history of the past and alive with the action of today's pirates at play.

## THE ITEC SOLUTION

The mission ITEC designers faced was creating a family fun environment amidst the glitz and glamour of a Las Vegas casino. The entire hotel is centered on the theme of Robert Louis Stevenson's great novel "Treasure Island." The ITEC team put their creative talents to work developing a child's dream play arena filled with pirates, adventure and great treasures.

ITEC created an authentic looking Moorish castle as the entry to the arcade area. Passing through the gates of the castle, fun-seekers find themselves in the "armory" resplendent with swords, spears and other pirate protection. The veranda overlooks a festive carnival plaza that holds many different types of midway and carnival games. This overlook area also gives parents a place to view their kids while they play.

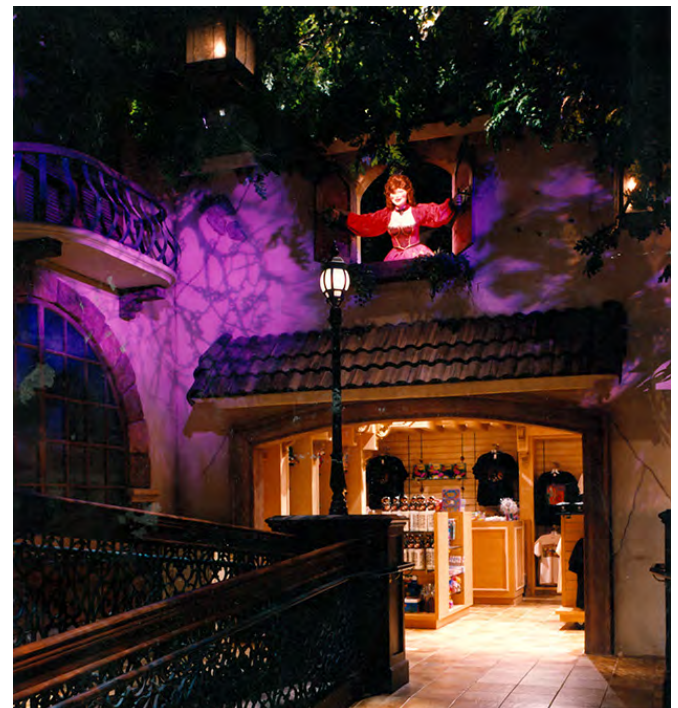
On the plaza, the various games are set into themed kiosks, completing the unified look of the area. Two large trees cover the plaza, their branches covered with flickering lanterns.

For added engagement, ITEC conceived authentic characters to entertain the young patrons, including: two skeletons spin yarns of pirate battles of yore, their eyes sparkling and torsos twisting; a pirate that shouts warnings to game players and tells animated parrots and



chickens to pipe down; and a gypsy that yells encouragement to the players, urging them to do their best.

By incorporating a sophisticated, custom-designed show control system, combined with imaginative art direction, ITEC completed the project to rave reviews from both owners and guests.



## 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.

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