

# Project Profile

**Client:** Perfect Games

**April 2009**

**Location:** Ames, IA.

**Owners:** Bryan & Shelley Kinneer



Bryan and Shelley Kinneer approached us in late 2008 about the new family entertainment center that they were opening called Perfect Games. Meeting with them at the IAAPA tradeshow last November in Orlando, we discussed their project further and learned just how important our specialized theming was going to be. The center was planned to include 24 lanes of bowling, a multi-level laser tag attraction, and inflatables for the younger kids. They also had plans for a sports bar and full restaurant, all designed to give their guests a complete experience.

One of their main concerns was ensuring Perfect Games would be a special facility; one that was unique and appealing in their marketplace. With this in mind they developed a 1920's to 1940's gangster concept - Chicago style. They wanted to give their venue an edge, while still being a comfortable and fun place for the family to spend the day. With movies such as Dick Tracy and Roger Rabbit as reference material, they approached us to develop Gangster Quest.

Gangster Quest took our previously developed Urban Quest theme and added several twists to it, namely with silhouettes of gangsters hiding around corners, murals of city skylines blown out on the walls, and 1920's references. In addition to the unique theming inside the laser tag environment, they asked us to take it one step further and create a façade for the outside of their briefing and vesting rooms. This façade in their lobby would give the appearance of an old gangster hideout as the entrance to the laser tag attraction. The custom hideout included 3D brick and stucco texture reminiscent of a worn-down building, as well as illuminated windows with the gangsters watching over their territory.



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With custom projects, there are always some obstacles that must be overcome. The biggest challenge is ensuring we accurately visualize the customer's concept and bring their vision to reality at completion. Making a realistic façade for the gangster hideout was a small challenge that required the right combination of materials and graphics to get just right.



From the outset, the Kinneers had a vision in mind of what they wanted to accomplish with the theme of their facility. We were then able to transform that vision into reality. It's always a good feeling when you are able to help someone realize a goal. With a planned opening in the middle of May, they are excited to unveil their new facility to the community in Ames, Iowa and feel confident that choosing a custom theme was the right choice.

*TO LEARN MORE ABOUT THE URBAN QUEST THEME and how Creative Works can design and build your site for operational efficiency and maximum profit, review our [Theme Factory Brochure](#), our [Laser Tag Brochure](#), and **call our Theme Factory toll free at 877-843-6348**. Our themes are customizable for all types of entertainment attractions, from laser tag arenas and blacklight golf courses to dark rides, tourist attractions, amusement & theme park rides and more.*

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