

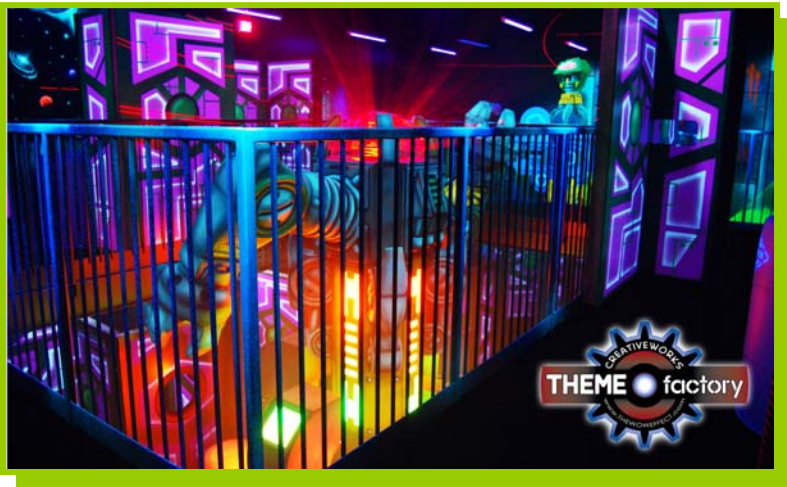
Project Profile

Client: Pinz Bowling

May 2009

Location: Oakdale, MN.

Owner: Mike Anderson



Mike Anderson was looking to create a state-of-the-art bowling center that would rival the others in his marketplace. He was looking to create the WOW factor when people first walk through his doors and to continue that experience throughout their visit. He contacted one of the top architectural firms for bowling centers in the country, Fitzgerald and Associates out of Oklahoma, to put together a plan that would usher in the next generation of bowling sites. From the beginning he was looking for the best in attractions, products and services. He came to Creative Works to help create a laser tag arena like no other.

He also had traveled to numerous sites around the country to see what each offered and what the customers of the sites thought after their playing experiences. Time and again, kids wanted something that mimicked the video console games they played - something that was exciting and different. After talking with every laser tag manufacturer, he decided to hire Creative Works to help him achieve his goals due to our approach, the options we could offer, and multiple referrals from others.

Mike's vision was to create a themed environment based on the Star Wars movies, one that was high-tech, futuristic and memorable to the players. He had seen our 14 foot tall Battle Droid in another site we did and wanted to create something more modernized with a "Transformers" feel. Creative Works took the challenge and began the process to design a 2 level laser tag arena that would make his concept a reality.

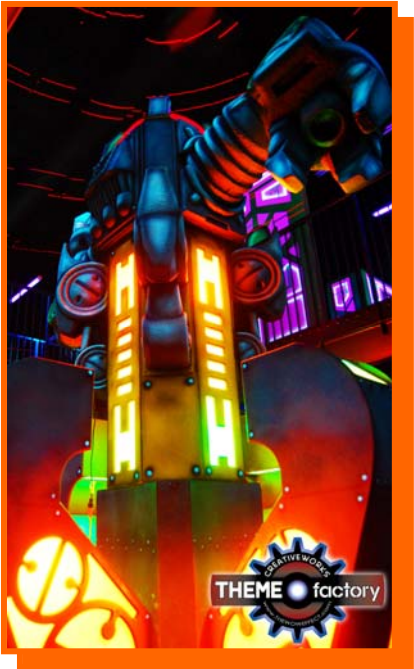


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As the key component in the game arena, we designed a cost-efficient steel play structure that would allow players to move up and down in height at various levels throughout the playing field. Among numerous props and effects, our artists then went to work to create two amazing “Transformer-like” droids for use as the target bases. We utilized our 3D scanning technology and computer modeling programs to create these virtual droids before sending them out to our fabrication departments. Many of the parts were cut on CNC routers to ensure the scale and fit would perfectly line up with the desired size we calculated for the space.



Our team also created a 16 foot tall “Assembly Droid” with two massive robotic arms, an interior illuminated core, and a 30” domed head with 56 laser lights shooting out 360 degrees around the room. This droid was placed in the center of the arena in the middle of the play structure, spanning from the floor to the ceiling. Additional props included hanging crane claws, airlock doors, machinery-like props and more. Our artist spent a week onsite creating incredible imagery on the perimeter walls, which tied everything together and made the entire atmosphere come to life. Several weeks went into the planning of this project as well as the careful integration of the various components. From concept to completion it happened in just under 3 months.



TO LEARN MORE ABOUT THE BATTLE 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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