

LARRY TUCH

Narrative Concepts

Place Making • Interactive • Themed & Immersive Environments

Specializing in...

Story and design concepts that speak to the imaginations and emotions of a wide variety of audiences through on-screen media, immersive environments, and scripted spaces.

Narrative design and scriptwriting for traditional, interactive, and themed entertainment as well as museums, cultural heritage sites and branded experiences.

VISITOR DESTINATIONS: PLACE MAKING & EXPERIENCE DESIGN

Caribbean Island Resort. Thematic concepts and stories for a 200-acre island resort designed to accommodate 8,000 guests. Stories were created to support branding and thematic design of water park attractions and environments, resort architecture, landscaping, and recreational amenities as well as retail and food and beverage offerings. Master planning by Atkins North America. Project lead for Atkins: Frances Boettcher AIA, Associate Vice President.

Pacific Park on the Santa Monica Pier. Creative consultant for a conceptual master plan aimed at preparing the park for an expansion of its attraction offerings and reimagining public space for the Pier overall. Planning and creative work included architectural enhancements, new approaches to themed design and concepts for adjacent high-end retail and dining. Consulting team included Jeff Mayer AIA (team leader) and master planning consultant Terry Palmer.

Shigushan Area Vision Plan – Baoji, Shaanxi Province, PRC. Member of the creative consulting team responsible for conceptual development of a master plan for a new community and tourist destination featuring cultural, resort and retail-entertainment districts. Responsibilities included writing the narrative describing the visitor experience. Master planning: Jeff Mayer + Partners

Jade Peacock County – Mangshi, Yunnan Province, PRC. Developed programmatic and creative concepts in support of master planning for a residential and resort community near Mangshi. The master planning mix includes a town center with cultural venues, retail-entertainment, and dining as well as a “Great Park” combining botanical gardens, “demonstration” agriculture, a heritage village, museums, and recreational areas. Master Planning: Bassenian-Lagoni Architects, Jeff Mayer AIA, Director of International Planning.

High1 Waterworld – Seoul, Republic of Korea. Thematic concepts, design and back story with key characters for the design and master planning of a water park to be built as part of a resort complex at Kangwon, near Seoul. Creative design and Master planning consulting by Atkins North America, Frances Boettcher AIA, Associate Vice President. Creative Lead: Brooks Weiss.

Al Khawr and Al Wakrah, Qatar. Thematic concepts and stories for Al Khawr, a water park and Al Wakrah, a theme park, in Doha, Qatar. Creative and master planning team included Sevak Petrosian, NexTep Design (project lead) and Jeff Mayer AIA, Jeff Mayer, Bassenian-Lagoni Architects.

Tianjin Blue Coast – Tianjin, PRC. Created the thematic and branding concept for a mixed-use complex. The complex, currently in the architectural design stage, consists of two towers housing a hotel, offices, residential floors, retail and restaurants. Provided creative guidance for the development of a physical metaphor for the concept: a signature water and light sculpture to be showcased in a five-story atrium. Jeff Mayer + Partners.

AOL Time Warner. Story and consulting for brand experience attractions planned for AOL Time Warner's headquarters in Manhattan. Wrote the treatment for the venue's proposed large screen signature film, *Inside Out: The Story of the Storytellers*. Producer, Creative Lead: Peter Chernack, CEO, Metavision Corp.

Current Projects – 2014 (Non-disclosure status):

Armenian Cultural Heritage Site. Concept development and experience design for a medieval complex and adjacent areas. The project's goal is to develop interpretive stories and presentation for the medieval complex and to develop adjacent areas as an expanded visitor destination with mixed use, hospitality and recreational components.

Themed resort – Hubei Province, PRC. Concept development and thematic design for a resort featuring an expansive pedestrian street with themed retail and dining, park areas with water features and programmed entertainment including live performance as well as sound and light performances with video projection. An adjacent, connected "world" will include multiple themed lands featuring a variety of rides and immersive attractions.

MUSEUMS, CULTURAL HERITAGE, EXPERIENTIAL LEARNING ENVIRONMENTS

The Franklin Institute and Science Museum, Philadelphia. *Your Brain.* Early-stage creative consulting regarding concepts and content (teamed with writers Chick Russell and Adam Bezark) for the Franklin's 8,500 square foot exhibit, filled with interactive activities demonstrating how the brain processes images, sounds and feelings.

Dunhuang Research Academy, Dunhuang, PRC. *Cave Temples of Mogao Virtual Tour.* Script for prototype large screen virtual reality "tours" of the Mogao Cave Temples at Dunhuang, an ancient oasis town on China's fabled Silk Road. Produced by the Wyatt Design Group in collaboration with Edwards Technologies, Inc. and Northwestern University. Funded by the Mellon Foundation.

LAPD Historical Society and Museum. Research, creative treatment and design synopsis for an interactive exhibit/attraction based on the Fire Arms Training Simulator at the Los Angeles Police Department's training academy.

City of Cerritos' Library of the Future. Writer and member of the concept development team. The team's initial goal was to create a conceptual design for an experiential learning center combining advanced information and media technologies with a themed environment and experience design.

INTERACTIVE ENTERTAINMENT

Paramount Pictures. Head Writer and interactive designer on the *StoryDrive™ Engine project* which was created to provide Paramount with new techniques and technology for interactive story telling.

Brøderbund Software. Contributing scriptwriter for editions of the popular educational geography-based games *Where in the World is Carmen Sandiego?* and *Where in the U.S.A. is Carmen Sandiego?*

Philips Interactive Media of America, Sidewalk Studios. Scriptwriting for CD-I programs produced by the in-house developer of children's programs for Philips.

VIRTUAL REALITY - IMMERSIVE ENVIRONMENTS

USC Institute for Creative Technologies. Narrative design and scriptwriting for experimental large screen (30' x 8') VR theatre experiences featuring 10.2 channel surround sound. Scenarios focused on tactical and problem-solving skills for U.S. soldiers involved in peacekeeping missions in the Balkans.

Virtual Reality Applications Center (VRAC), Iowa State University. *Ashes to Ashes.* Narrative design for an interactive large screen VR environment in which participants can explore the experiences of survivors of the 9/11 attack on the World Trade Center in Manhattan.

BRC Imagination Arts. *Battle Stations 21.* Contributing writer to an immersive training environment for the U.S. Navy's National Training Center. Battle Stations 21 is a twelve-hour, scenario-driven exercise designed to take place aboard a mockup of a guided missile cruiser.

MARKETING AND PROMOTION

Writer of live shows, videos, speeches, brochures and roll-out presentations for the following applications: Corporate image, product promotion, investor relations, sales, fundraising, customer meetings, and incentive travel. **Clients:** SUN Microsystems, Motorola, Aerospace Corp., Great Western Financial, ARCO, Transamerica Life, Toyota, Honda, Symantec/Peter Norton.

EDUCATIONAL FILMS AND VIDEOS

Programs for Parents and Children (K-12). Topics include: AIDS, child abuse, parenting skills, distinguished people in history and contemporary society, crime prevention, and poisonous plants. Producers include: Walt Disney Educational Media, Filmfair, Churchill Films, Kaiser Permanente.

TEACHING

UCLA School of Theater, Film & Television - Dept. of Film, Television and Digital Media

Lecturer, Visiting Assistant Professor. Designed and taught the following courses: *Interactive Narrative: Place, Media, Story* (Graduate and Undergraduate levels) 2013, *Independent Video Games: Concept Development Lab* (Graduate level) 2009-2011, *Interactive Narrative* (Undergraduate level), 2007.

PROFESSIONAL AND ACADEMIC WORKSHOPS: DESIGNER AND PRESENTER

Jora Vision B.V., Rijnsburg, The Netherlands

Designed and presented a two-day seminar on story for Jora Vision, a leading designer of theme parks and leisure destinations in Europe and Asia. The seminar, presented to Jora Vision's designers and invited clients, focused on story as the foundation for design and for long-term strategy in the areas of branding and development.

UCLA School of Theater, Film, and Television

Story instructor for the school's "Storytelling and Technology" program. The program, sponsored by the Italian Government, brings accomplished Italian media students, chosen through a national competition, to UCLA for a workshop focusing on digital media design and production.

EDUCATION

Graduate School: UCLA Theatre Arts Department, Motion Picture Division. 1971-1973. **Undergraduate:** University of California at Santa Barbara. B.A., English 1969.

ASSOCIATIONS

- Writers Guild of America, west. Member, Emerging Technology Advisory Committee (2007-2008), New Media Caucus Steering Committee (2006-2008).
- Themed Entertainment Association. Member, International Board of Directors (2004-2010). Vice President & Member of the Executive Committee (2009-2010)
- UCLA-Industry Transformative Media Consortium. Member, advisory working group for long range planning of academic programs and research in digital media at UCLA (2007-2008)
- Industry Advisory Council, University of California Digital Media Innovation Program, 1999-2003.
- Editorial Board, ACM Computers in Entertainment Online Magazine.

CONTACT INFORMATION:

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