***Press release – September 24th 2024 For immediate release***

* *Jora Vision, ETF Ride Systems, and Alterface unveil more details on The Enchanted Greenhouse dark ride for Six Flags Qiddiya City*
* *The ride will have a richly themed queue line, a pre-show and seven immersive scenes*
* *“Hide and seek” interactivity encourages guests to explore the greenhouse together*
* *The high point of the presentation was the unveiling of an intricately detailed vehicle model by Neil Dwyer, VP Operations of Six Flags Qiddiya City*

**The Enchanted Greenhouse unveiled at IAAPA Expo Europe Amsterdam**

***Together with Six Flags Qiddiya City a consortium of Jora Vision, ETF Ride Systems and Alterface reveals more details on the groundbreaking interactive dark ride***

*Today at the IAAPA Expo in Amsterdam, a consortium of leading attraction design and manufacturing companies, in collaboration with Six Flags Qiddiya City, unveiled more details for "The Enchanted Greenhouse". This state-of-the-art dark ride is destined for the upcoming global entertainment destination in Saudi Arabia. The presentation showcased new visuals of the ride, details on the one-of-a-kind interactivity and an intricate model of the ride’s custom vehicle.*

**A room with a group of people in a room with a pond and mushrooms

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**Six Flags Qiddiya City: A New Frontier in Entertainment**

Neil Dwyer – VP Operations of Six Flags Qiddiya City opened the presentation by emphasizing the park's commitment to pushing the boundaries of entertainment. Six Flags Qiddiya City is poised to become a global entertainment destination and the first Six Flags park designed and built from the ground up outside North America since 1971. The park will feature record-breaking thrill rides alongside family-friendly attractions for a total of 28 rides across six uniquely themed lands. The Enchanted Greenhouse will be a cornerstone attraction of the park's Twilight Gardens land, offering an immersive experience for guests of all ages.

This ride’s interactivity fits perfectly within the singular vision of Qiddiya City. This new global destination is built from scratch on the foundations of play. Located 40 minutes away from Riyadh, the vibrant city brings entertainment, sports and culture together in a way never seen before.

"Six Flags Qiddiya City is set to redefine the theme park experience in the region,” Neil Dwyer said. “The Enchanted Greenhouse exemplifies our dedication to bringing world-class attractions that combine cutting-edge technology with immersive storytelling."

**A Magical Journey Awaits**

Jora Vision is well known as an expert on dark ride creation. Da Wang, senior design director of Jora Vision, elaborated on the ride concept: “The Enchanted Greenhouse invites guests into a mesmerizing greenhouse where nature and magic come together.” Although most of the seven scenes and the ride’s story are still classified, new visuals of the ride showed a glimpse of what we can expect: an elaborately themed queue, reminiscent of a Victorian greenhouse with Moorish influences. Additionally, Wang confirmed the ride has an extensive pre-show.

Among the visuals shared, one image of a new scene stood out: ‘The Garden of the Night’ depicts a breathtaking nighttime scene within what appears to be a bioluminescent garden. Towering, otherworldly plants with broad purple leaves create a sense of being dwarfed by the enchanted flora. Wang shared that the whole ride incorporates over 6200 replicated plants. Additionally, Jora Vision created 22 40ft containers full of theming, hinting to a richly themed world where the guest is truly immersed.

"Our vision was to create an interactive experience that enhances the story and environment," explains Wang. "Instead of only aiming for a high score, guests will be encouraged to explore and discover the wonders of this enchanted world."

**Cutting-edge interactivity**

Stéphane Battaille of Alterface highlighted the ride's groundbreaking approach to guest interaction: "We've developed a system that's intuitive yet deeply engaging. Guests will use specially designed magical dew sprayers to reveal hidden creatures, transform plants, and unlock surprising effects throughout their journey. This offers a unique "hide and seek" style of interactivity that encourages exploration and collaboration. The nature of the interactivity promotes a sense of wonder and discovery, perfectly aligned with the ride's themes of enchantment and transformation”.

Alterface presented the interactive dew sprayer that guests will use during the ride. This ornate tool features a golden body with a detailed ‘orb’ on the base and indeed looks more like a sprayer then a traditional gun often found in interactive dark rides.

Stéphane Battaille of Alterface adds, "With this magical dew sprayer the ride truly comes to life. We smartly blend physical interactives, media content and projection mapping so the guests can interact with all their surroundings. People are encouraged to work together and have a collective experience in transforming their environment.

A group of people sitting in a room

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**Bespoke Vehicles for a Magical Journey**

Ruud Koppens of ETF Ride Systems talked about the ride's custom-designed vehicles, which blend Victorian aesthetics with modern technology. "These trackless vehicles are not just modes of transport, but an integral part of the storytelling and interactivity," Koppens noted.

With a visual of the loading station on the background, Koppens explained the Multi Mover utilize ETF's advanced autonomous navigation system, allowing for smooth, surprising movements that enhance the ride experience as guests journey through The Enchanted Greenhouse. With a track of 160m and twelve 6-seater vehicles the ride is no small one. The two-way communication system in the vehicle allows for all the interactives to be activated with a press on the trigger as it communicates directly with the show control.

A room with a large lamp and a large clock

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**More Than Just a Ride**

The highlight of the presentation was the unveiling of a model of The Enchanted Greenhouse's bespoke ride vehicle. Neil Dwyer unveiled the meticulously crafted model, created by Jora Vision. The vehicle's design features a teal and copper color scheme. Seating six passengers in two rows, the vehicle boasts an elegant butterfly motif emblazoned on its façade. Another notable feature is the illuminated tank at the rear.

The Enchanted Greenhouse represents a significant leap forward in dark ride design. By combining Jora Vision's immersive storytelling and theming, Alterface's innovative interactivity, and ETF's advanced ride systems, the attraction offers a multi-layered experience that caters to a wide range of guests.

"The Enchanted Greenhouse is more than just a ride," concluded Jan Maarten de Raad of Jora Vision. "It's a fully realized world that invites guests to become part of its magic. We believe it will set a new standard for family attractions in the region and beyond."

**About Qiddiya City**

Qiddiya City is Qiddiya's inaugural project; the world’s first purpose-built city dedicated to play. Located at the heart of the Tuwaiq Mountains just 40 minutes from the capital of Riyadh, the vibrant city brings entertainment, sports and culture together to create a unique and unforgettable destination like no other on the planet.

Qiddiya City will boast more than 400 tourist attractions and experiences including high-energy entertainment venues, branded theme parks and world-leading stadiums and arenas. It is set to play host to some of the world's biggest sports competitions, festivals, concerts, and cultural events.

The city will feature the iconic Prince Mohammed bin Salman Stadium, a new FIFA-compliant multisport venue, a dedicated motorsport precinct featuring the Qiddiya City Speed Park Track, two championship golf courses and a futuristic Performing Arts Centre. It will also boast a collection of high-energy theme parks including the world’s first Dragon Ball theme park, Six Flags Qiddiya City and Aquarabia, the first water theme park in Saudi Arabia.

As well as integrating play into people’s daily lives through record-breaking attractions and leading global events, Qiddiya City will be a place to live and work. Designed for long-term living it will feature modern infrastructure and amenities that are seamlessly integrated with nature and Qiddiya’s stunning surrounding natural environment. The city will be conveniently connected to Riyadh by major highways and will be part of Riyadh's public transport network.

[https://qiddiya.com/qiddiya-city](https://qiddiya.com/qiddiya-city/gaming/)

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A black and white photo of a black background

Description automatically generatedJora Vision’s design expertise and building mastery makes for a one-stop-shop for themed entertainment. With over 30 years of experience, we are Europe’s most seasoned company for design and build. Starting with your dreams and goals, we use our storytelling expertise to create themed experiences beyond imagination.

Our home offices in the Netherlands brim with activity of over 50 specialist designers and expert craftspeople: from architects to carpenters. With over 3000 square meters of workshops, we are well equipped to create even the biggest experiences in-house.

Our projects have won multiple THEA-Awards. From the only mini golf experience ever to win one, to the Quake tourist experience in Lisbon: we are proud to have received 8 of these ‘Oscars of themed entertainment’. Two of these are for dark rides, our secret passion.

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ETF Ride Systems develops rides that enhance the experience of your

theme park, museum or event. Whether you are looking for a track-

bound or trackless ride on the ground, in the water, elevated or suspended. All our ride concepts have the flexibility to integrate your

specific requirements and merge discretely into your parks backdrop or

to represent a specific theme. ETF Ride Systems is your reliable partner

with decades of experience around the world.

We develop customized rides based on proven technology. This can be together with any partner for decoration, media integration or for animation to create that unique ride suitable for the whole family.

Founded in 2001 and headquartered in Belgium, Alterface is a global leader in crafting cutting-edge interactive dark rides and attractions for theme parks and entertainment centers. We offer both comprehensive technology and turnkey creative solutions for attraction operators worldwide.

Visitors can experience Alterface’s interactive rides at premier destinations such as Walibi Belgium, Legendia, Qingdao Wanda, Warner Bros. World, Jardin d’Acclimatation, Phantasialand, Six Flags, Lego Discovery Centers, Ferrari World, IMG, Lotte World, Yumiyuri land, Hersheypark, PortAventura, Lost Island, and many more.

The company has earned multiple Thea Awards for Outstanding Achievement, in addition to numerous industry honors, including Brass Ring Awards, Park World Excellence Awards, and European Star Awards.