

-THE ART AND MAKING OF-



TASTE
OF

—  **EUROPE**  —

THE TASTEFUL TRAVELS OF
OLIVIER FLAMBÉ



NICKY DE WAAL • WIM STRIJBOCH • TIM BEEREN • MARK VAN ROOIJ • VINGENT KEUGHEN

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WHO'S WHO

MEET OUR PROJECT TEAM



NICKY DE WAAL
Freelance Designer

Nicky is passionate about the leisure and entertainment industry. She has experience with and interest in various fields of the profession, such as: theming, decorative painting and design. In every project she undertakes she combines these elements to create the best result.

Nicky specializes in concept design, translating sketches into detailed designs for construction, style guides, color documentation and coordinating design to output.

Nicky worked for 4 years at Attractiepark Toverland. She was responsible for various projects within the park; from design phase to construction. Examples are the dive show “The Battle of Port Laguna”, themed area Avalon, entrance area Port Laguna and mascot Ivy. Currently she is working for various clients in the leisure and entertainment Industry.



WIM STRIJBOSCH
PhD candidate /
junior researcher

Wim is interested in the psychology of tourism and leisure experiences, with experiences in themed entertainment in particular. Closely aligned with this, he is currently doing a PhD on using physiological tools and neuroimaging to measure the emotions in tourism and leisure experience, in close contact with industry partners.

Before his PhD, Wim used to work at Attractiepark Toverland as a shop coordinator and supporting employee for Strategy & Development. He also did internships at Disney's Grand Floridian Resort & Spa, Floriade 2012 and Van Assendelft & Partners bv.



TIM BEEREN
Freelance
(Graphic) Designer

Storytelling is the main goal of Tims work. Every design tells its own story in a unique way.

Specialized in themed graphic design, signage design and concept designs with a magical vintage touch.

He has worked for various clients like Efteling, Walibi Holland, Intents Festival, Unlimited Snow, Plugged Live shows, 2Dutch Music Group and Lit.Joy Crate.



MARK VAN ROOIJ
Concept Developer
& Product Innovator

By positioning himself in-between the operator and the manufacturers Mark brings operational knowledge and design skills together in the purest form, ensuring that the big idea from the beginning reaches opening day.

Mark specializes in 3D visualisation, technical design and product innovation. Thanks to the continuously conversations and collaborations with various attraction and ride suppliers, AV specialists and set producers he is making sure the product quality is guaranteed.

Mark worked for 10 years at Efteling where he fulfilled many operational positions. He has completed both an engineering study and a leisure manager study. The latter gave him the opportunity to work for Cirque du Soleil and Walt Disney World for half a year as a practical internship. Today Mark works as a product developer at Swedice Ice & Snow Technology and as a concept designer at Kinetic Creative.

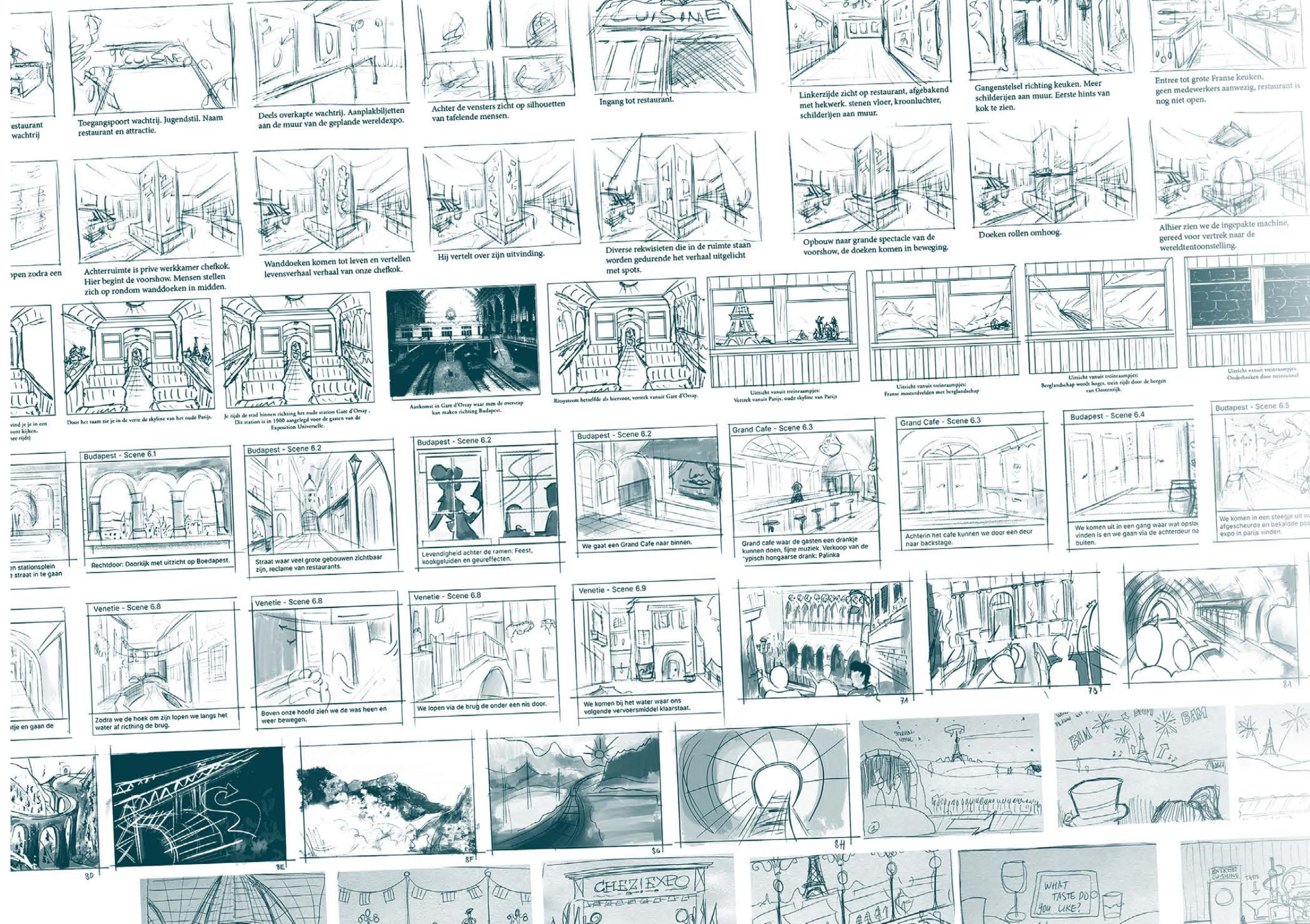


VINGENT' KEUGHEN
Freelance Illustrator
and Designer

It's his mission to make the world a clearer and more attractive place with his illustrations.

He's passionate about infographics, signage, maps, murals, editorial and live illustrations.

Illustrates for a broad arrange
of clients in diverse industries
like leisure, education,
government, b2b and tech.



INTRODUCTION

TASTE OF EUROPE

This booklet presents *Taste of Europe – The Tasteful Travels of Olivier Flambé*, an attraction concept submitted for the Storyland Design Challenge 2021. In *Taste of Europe*, culinary inventor Olivier Flambé sends guests on a journey across turn-of-the-century Europe to collect input for his newest invention: the FusionCuisine XL 1900.

Guests start their experience in a Parisian bistro in the age of the belle époque, where Olivier Flambé reveals his plans. The FusionCuisine XL 1900 is able to combine tastes from around the world into unique dishes that the world has never seen before. However, Flambé is in desperate need of input for his machine: the actual tastes from around the world themselves! Therefore, he urges guests to help him in order to be able to present

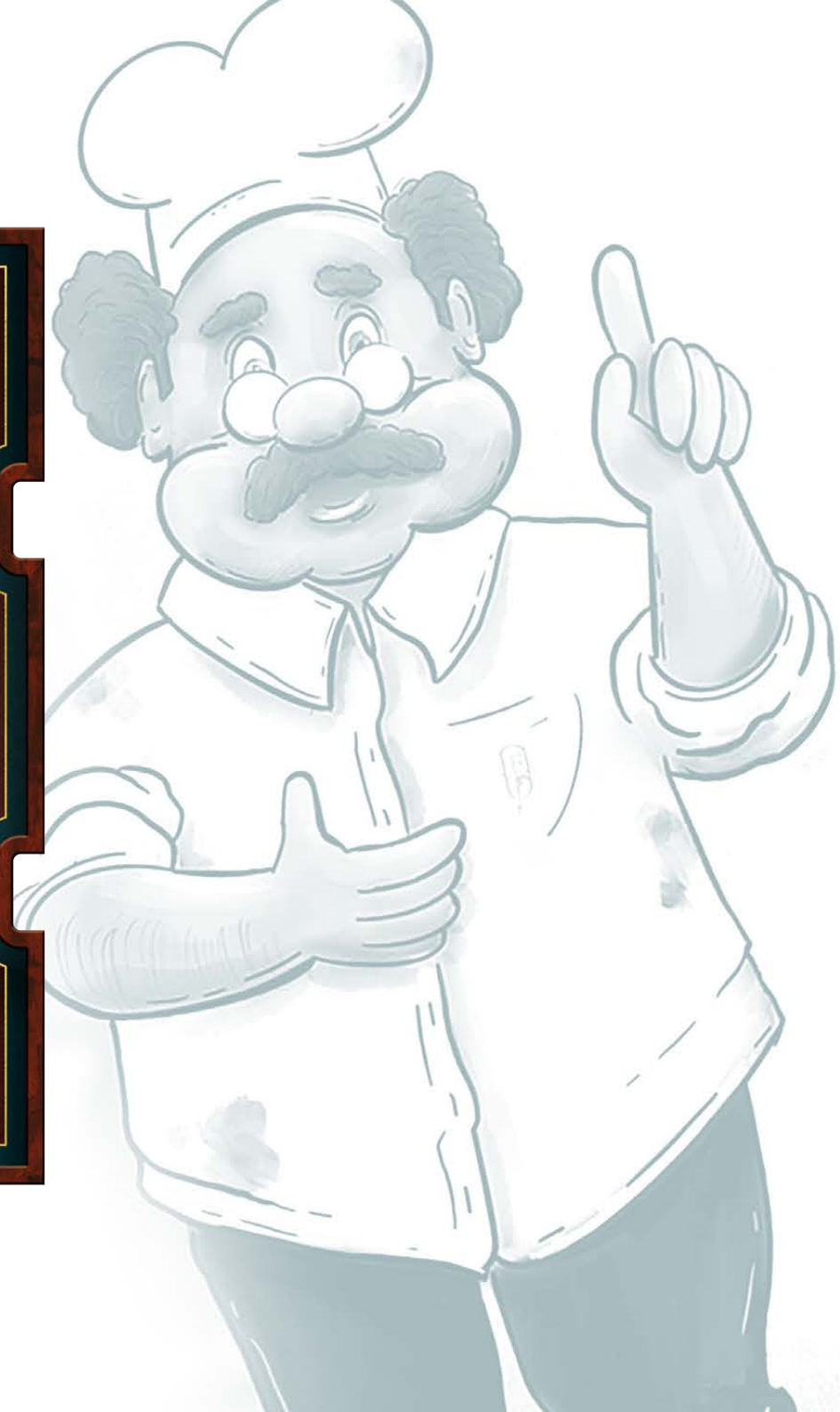
his invention at the upcoming 1900 Exposition Universelle in Paris. Guests therefore board the renowned Orient Express on an exciting trip to Eastern Europe where they can collect exotic tastes for his machine to thrive. Guest first attend Budapest, where they will unboard the train and walk all the way to Venice. From Venice, guests use the Orient Express to return to the opening of the 1900 Exposition Universelle in Paris, where Flambé hopes to present his invention in a specially designed restaurant to blow his guests away with novel tastebombs.

The concept evolves around an attraction that combines two ride systems which are connected by a walk-through. First, the Orient Express takes guests from Paris to Budapest. There, guests unboard the train to enter a walkthrough

experience which takes them from Budapest to Venice. In this walkthrough, guests are able to get in touch with various tastes from this side of the European continent. When arrived in Venice, guests board the Orient Express back to Paris. There, they arrive at the festive opening of the 1900 Exposition Universelle, where Olivier Flambé presents his FusionCuisine XL 1900 in a specially designed expo restaurant. Guests are then invited to dine at Flambé's restaurant, to discover the unique tastes that the machine is able to combine into a mouth-watering diner.

This booklet discusses the timeline of the attraction from the moment that guests arrive at the attraction until the moment that they leave the attraction to continue their day. In doing so, we discuss the façade of the building complex, the

queue line, the preshow, the outbound trip on the Orient Express, the walkthrough from Budapest to Venice and the homebound trip on the Orient Express, ending at the 1900 Expo Universelle with Olivier Flambé's innovative restaurant. Along this discussion, we introduce the various novelties of the attraction concept, such as a new ride system, a parallax effect using physical scenery and the idea of a walkthrough in the middle of a dark ride. At the end of the booklet, we discuss the various steps in the design process that have been followed to come to the eventual concept of *Taste of Europe*.



OLIVIER FLAMBÉ

BACKSTORY OF A FRIENDLY AND INVENTIVE COOK

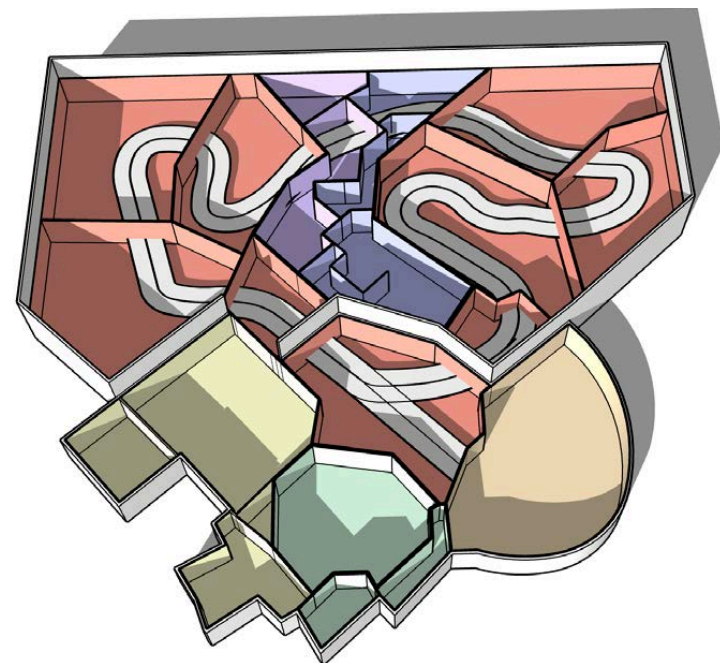
Olivier Flambé is a friendly cook who inherited a family bistro that has been in his family for as long as anyone can remember. Flambé is great at preparing the familiar dishes that are all-time favorites to every bistro guest, but Flambé is also keen of looking beyond the meals that people already know they love to eat. This is in contrast with most of his peer chefs, who think that every practice of cooking should stick to clearly defined rules and traditions as established by the masters who came before. Therefore, Flambé does not find common ground among his direct colleagues. However, undaunted as he is, Flambé uses his clever mind to come up with a solution that will surprise friend and enemy.

Flambé is greatly fascinated by the inventions that have been made in his age: the Industrial

Revolution. In order to convince his peer chefs that cooking too may largely benefit from innovations and novelties, he thinks along the lines of the great inventors of his age and comes up with a machine that is able to combine tastes from all over the world into unique dishes with innovative yet pleasurable taste combinations. The platform to present new inventions is the Expo Universelle, which happens to be organized in Paris this year. Flambé goes to work and spends night after night on his machine, which he starts to call the FusionCuisine XL 1900. With the machine being almost ready, the only thing missing is the various tastes from across the world which form the input for the machine to create novel taste combinations that blow every dining guest away. Would you be willing to help him?

OPPOSITE:
Sketches and Character
design of Olivier Flambé
by Vincent Keuchen

Frame:
by Tim Beeren



OPPOSITE:
3D render
building and ride
by Mark van Rooij

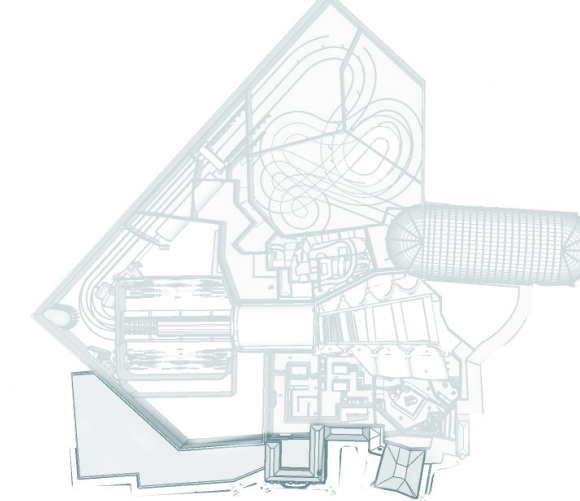
RIGHT:
3D sketch
and full area render
by Mark van Rooij





ENTRANCE AREA

VISIT MONTMARTRE

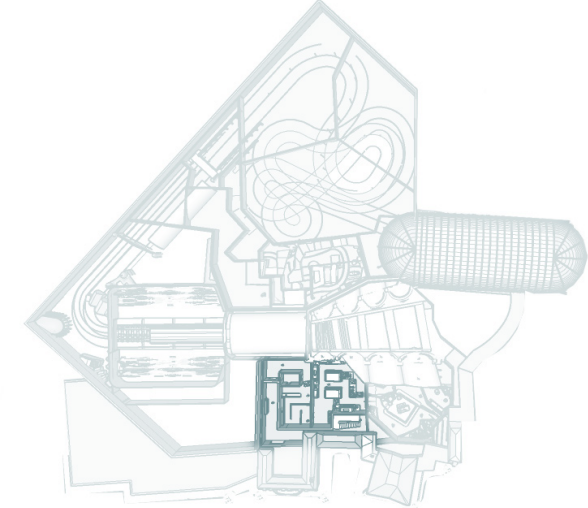


As mentioned before, the concept of Taste of Europe is set in a turn-of-the-century Paris. Therefore, the façade of the building complex is themed after the French capital; particularly after the 18th arrondissement of Montmartre: the birthplace of the French bistro. Characteristic of this part of Paris, the façade of the building complex is filled with small-scale shops and food and beverage outlets. As the Paris in the current concept is about to host the 1900 Expo Universelle, various pamphlets are distributed across the façade. One restaurant in the façade stands out, *Bistrot de Olivier Flambé*, the staff entrance of which forms the entrance for the attraction.



OPPOSITE:
Façade concept
Le Bistrot de
Olivier Flambé
by Tim Bieren

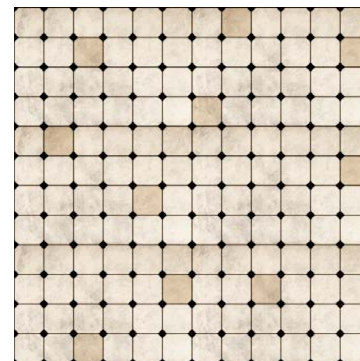
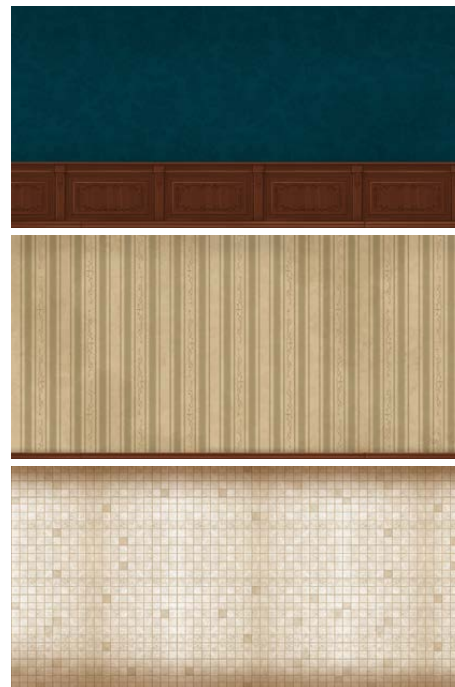
TOP & RIGHT:
3D Model
by Mark van Rooij



QUEUE

EXPLORE OLIVIER'S KITCHEN

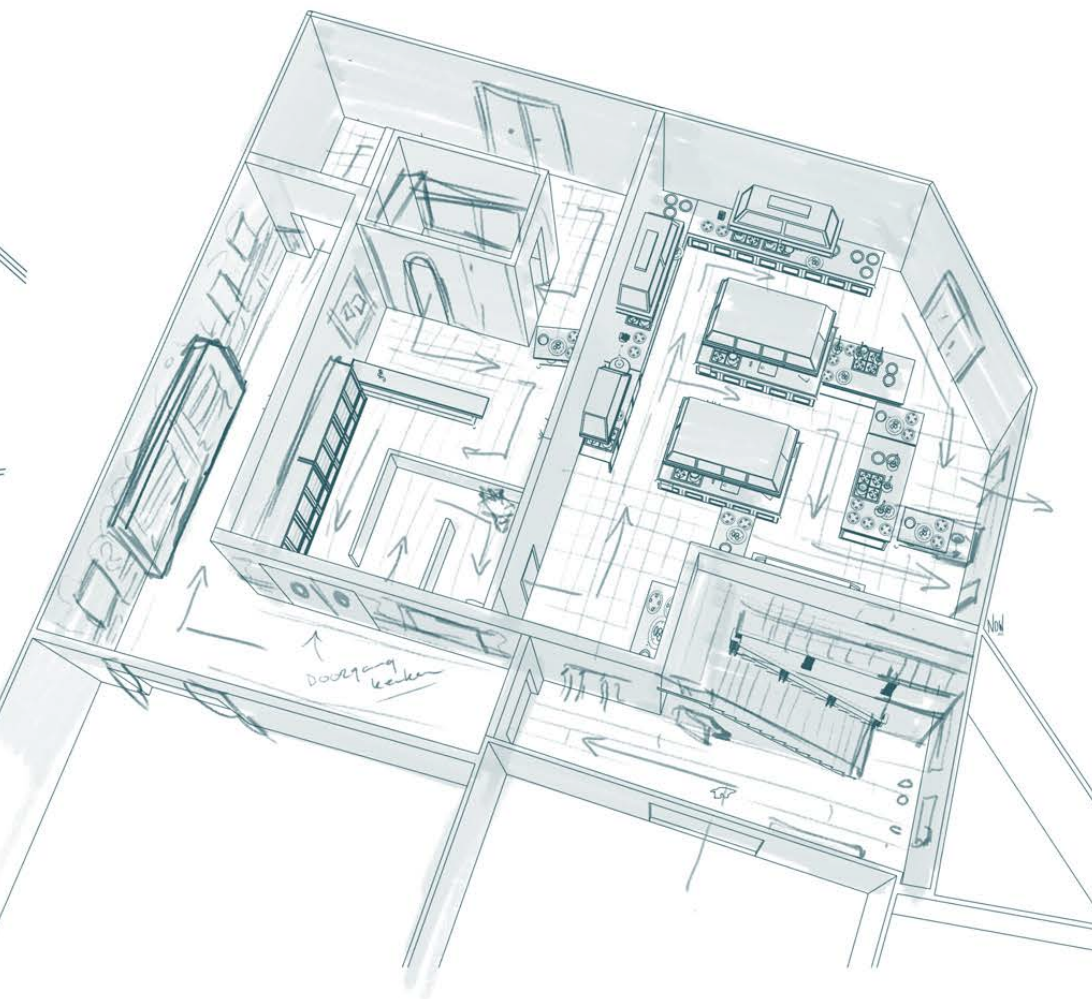
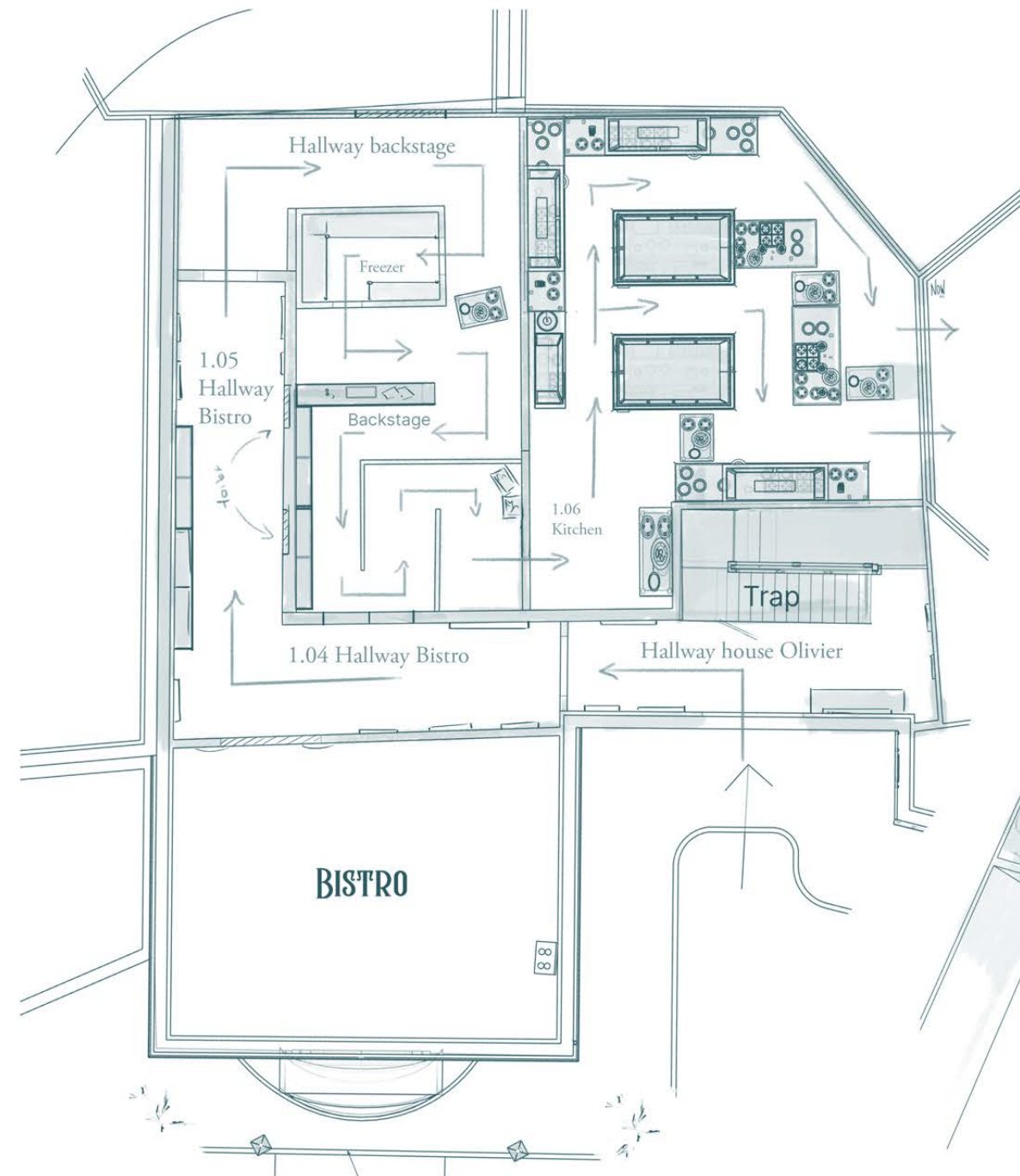
Guests enter the attraction by entering the staff entrance of *Bistrot de Olivier Flambé*. While they first walk through the front-stage parts of the restaurant, the queue soon takes guests through the kitchen where various pots and pans are holding the ingredients for tonight's opening. The kitchen is filled with raw ingredients, from vegetables and potatoes on the kitchen top, to various large pieces of fish and meat in the fridge. At the end of the queue, guests are divided into two groups and positioned in front of two closed doors, of which a sign indicates that they lead to a storage space.

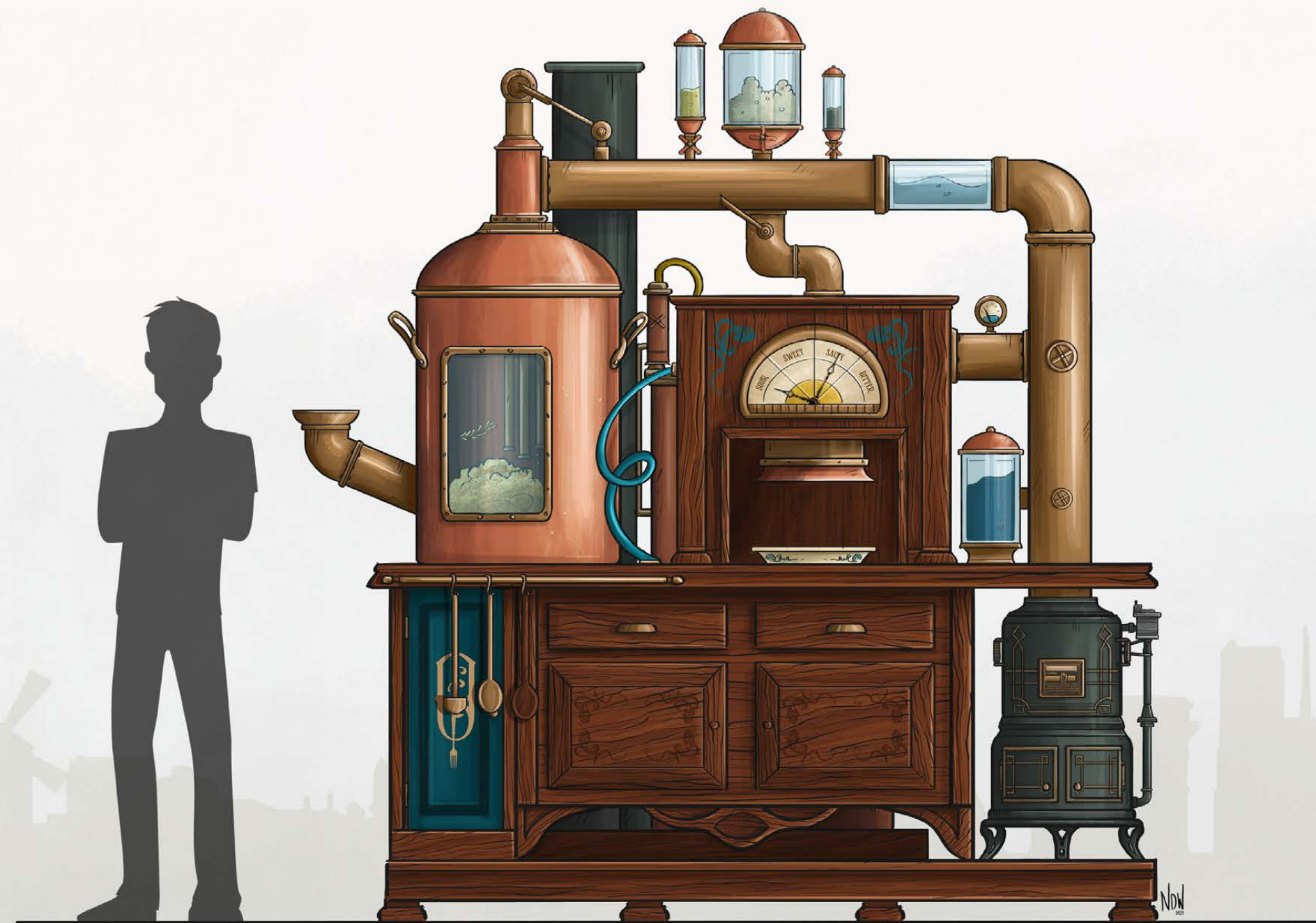


OPPOSITE:
3D Model / Que sketch
by Mark van Rooij
& Nicky de Wael

TOP:
3D Model
by Mark van Rooij

Right:
Wall/ floor textures
for que model
by Nicky de Wael
& Tim Beeren

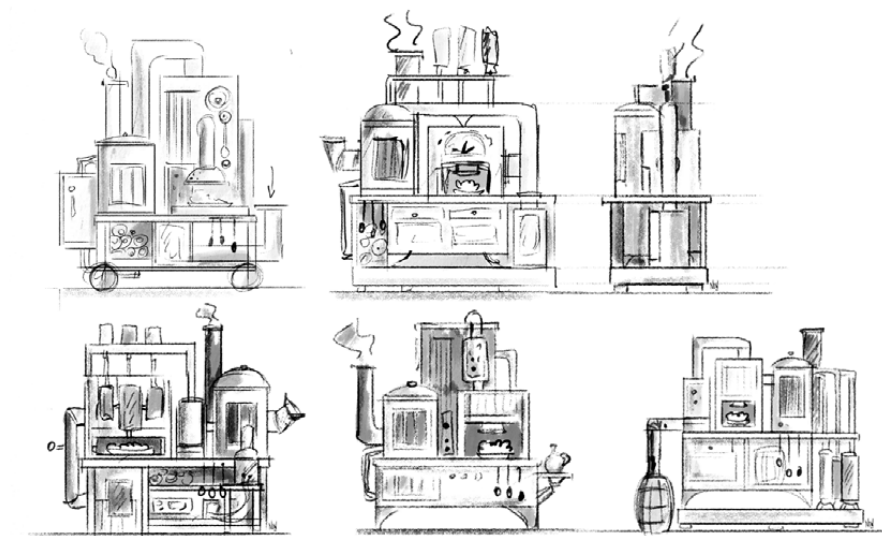




PRESHOW

MEET THE FUSION CUISINE XL 1900

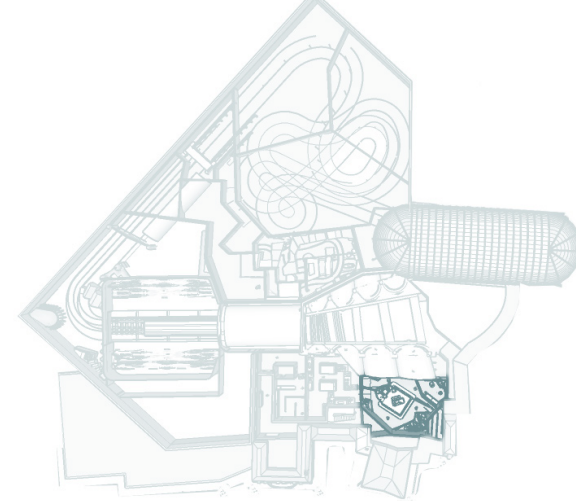
After the doors to the storage space have opened, guests enter a messy room, with restaurant furniture, kitchen equipment and crates and baskets stacked against the walls. In the center of the room, an enormous object is set on a small stage, hidden under large cloths. As soon as all guests have stepped into the room, the lights dim and the voice of Olivier Flambé can be heard over a makeshift speaker installation. Flambé addresses all guests and introduces them to the plans for his latest invention: the *FusionCuisine XL 1900*. As he speaks out the words, the cloths are automatically lifted from the machine, thus revealing Flambé's newest invention in its full glory. The *FusionCuisine XL 1900* is able to combine tastes from all over the world



OPPOSITE:
Concept art of the
Fusion Cuisine XL
by Nicky de Waal

TOP:
3D Model
by Mark van Rooij

RIGHT: Sketches for
the Fusion Cuisine XL
by Nicky de Waal



into unique dishes with complex yet refined taste profiles. However, Flambé has been spending all of his time on constructing the machine, and has not been able to spend much time on collecting existing taste profiles from across the world as the input for his machine. As time is pressing – he intends to present his invention on the 1900 Expo Universelle in Paris, which is about to take place soon – Flambé asks for guests to spread across the world to collect these tastes for him.

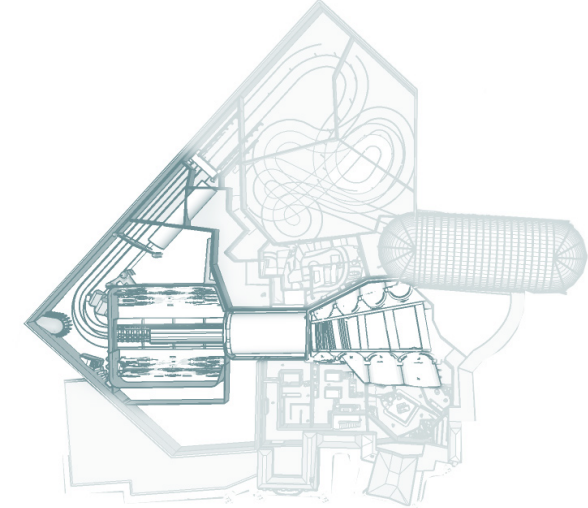
The current group of guests is being asked to travel to Budapest and Venice using the renowned Orient Express, in order to be able to collect tastes from that part of the European continent. Flambé urges the guests to take a secret passageway to the Gare d’Orsay, a station built in the center of Paris for the upcoming Expo. There, guests can take the Orient Express towards Budapest to set out on their journey.

RIGHT:
Concept art preshow
by Nicky de Waal

NEXT PAGE:
3d render Gare d’Orsay
by Mark van Rooij



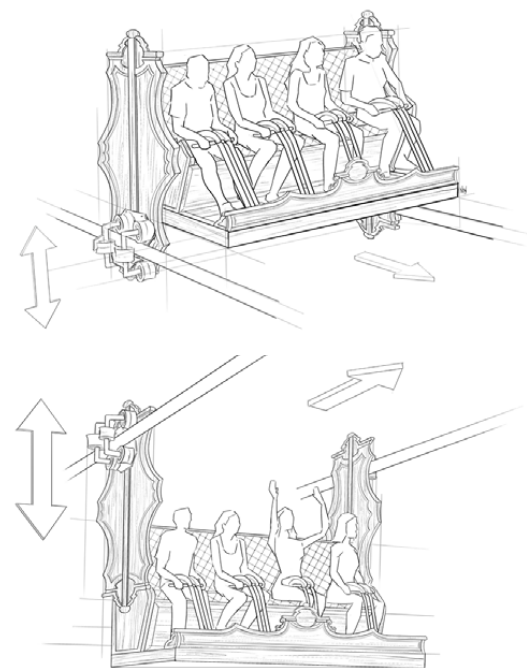




THE TRIP TO BUDAPEST

RIDE 1

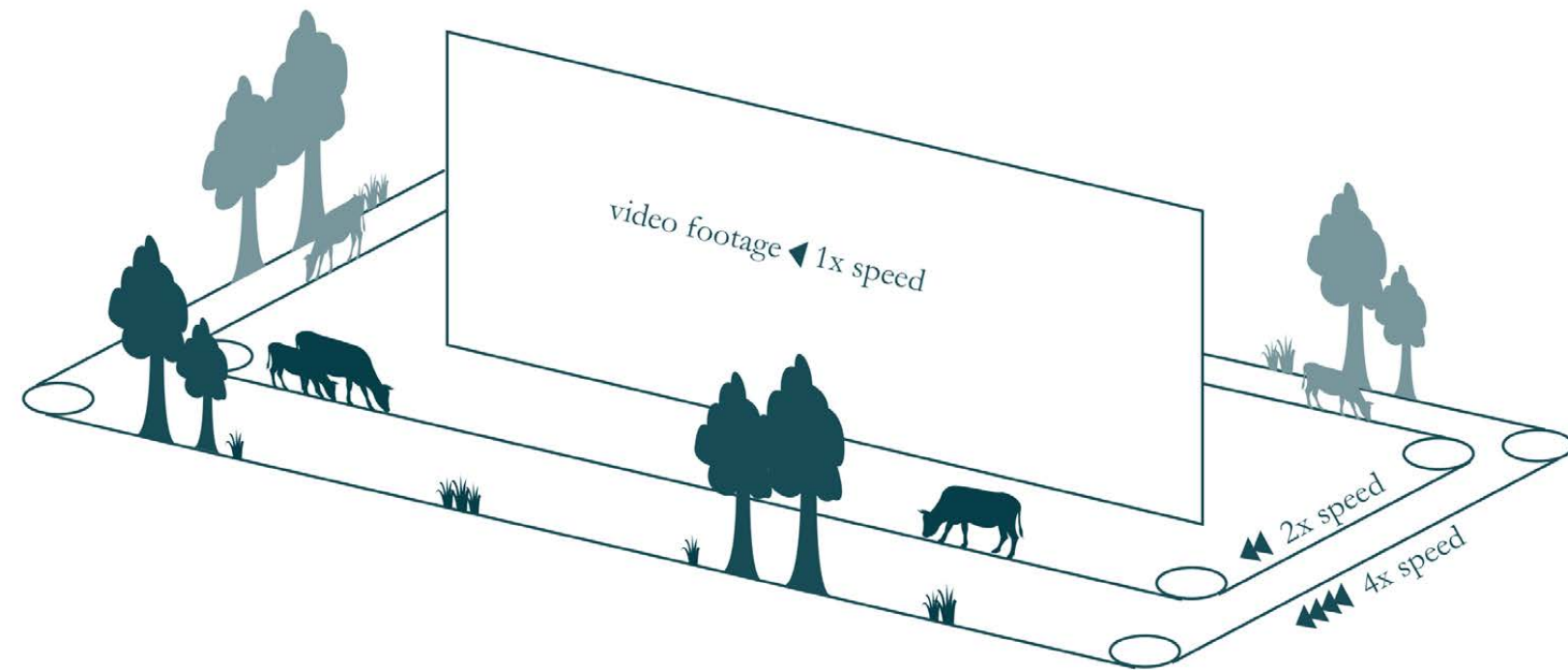
The trip from Paris to Budapest consists of a couple of scenes. First, guests step on the luxurious Orient Express at the Gare d'Orsay (the station). After having boarded, the train departs from the station and enters a tunnel (scene), which eventually leads to the French landscape (scene). In this scene, an innovative system is being used to create a parallax effect with physical scenery. Using this technology, guests are being taken from the French countryside through the lower mountain regions of Germany and Austria to the Hungarian capital of Budapest. Daytime slowly turns into nighttime, and in the next scene (unboarding station), the Orient Express arrives at the station in Budapest. There, guests leave the train to set foot on a walking trip from Budapest to Venice.



OPPOSITE:
Ride impression
by Nicky de Waal

TOP:
3D Model
by Mark van Rooij

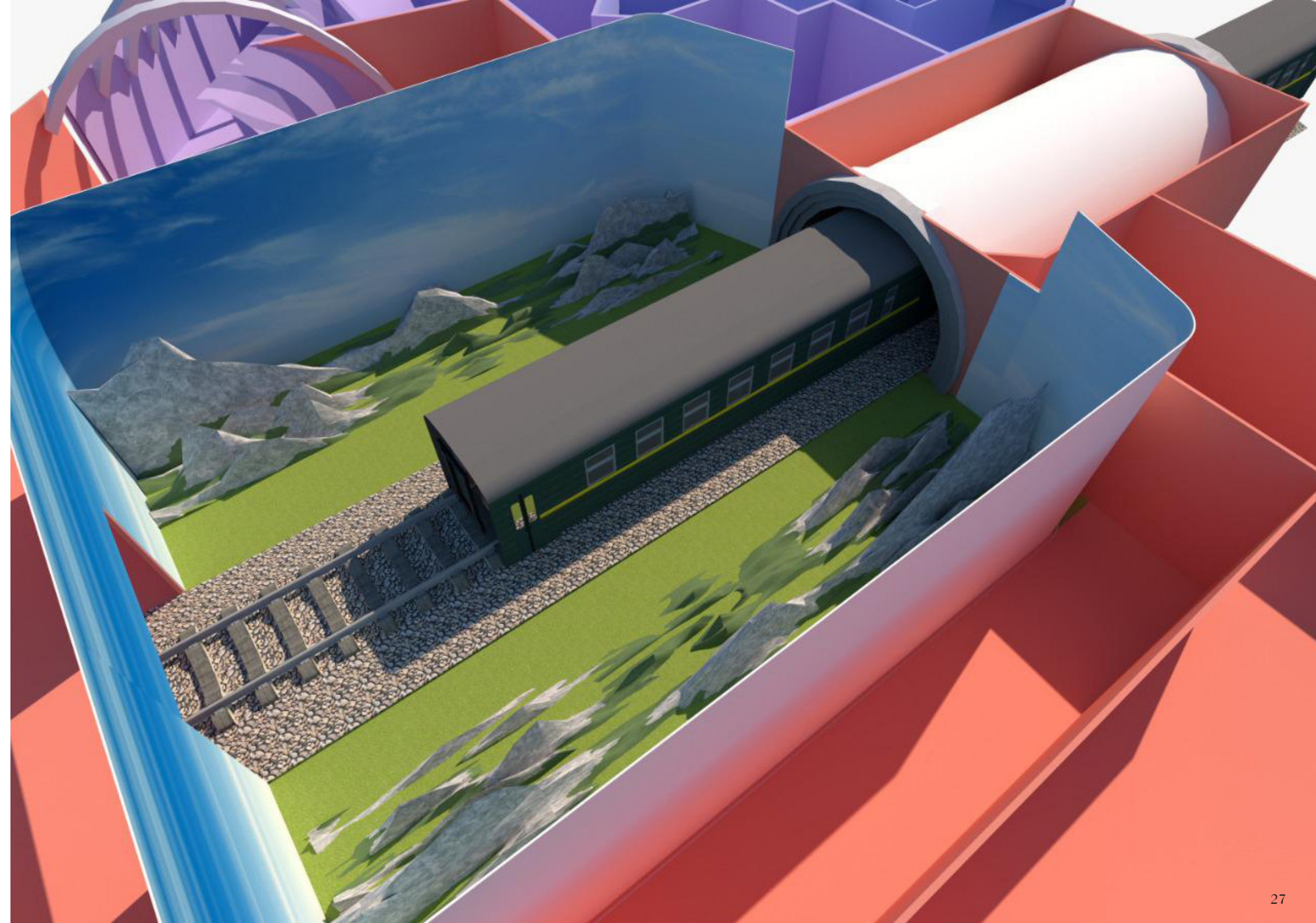
RIGHT:
Vehicle design sketches
by Nicky de Waal



OPPOSITE:
3D render scene 4
by Mark van Rooij

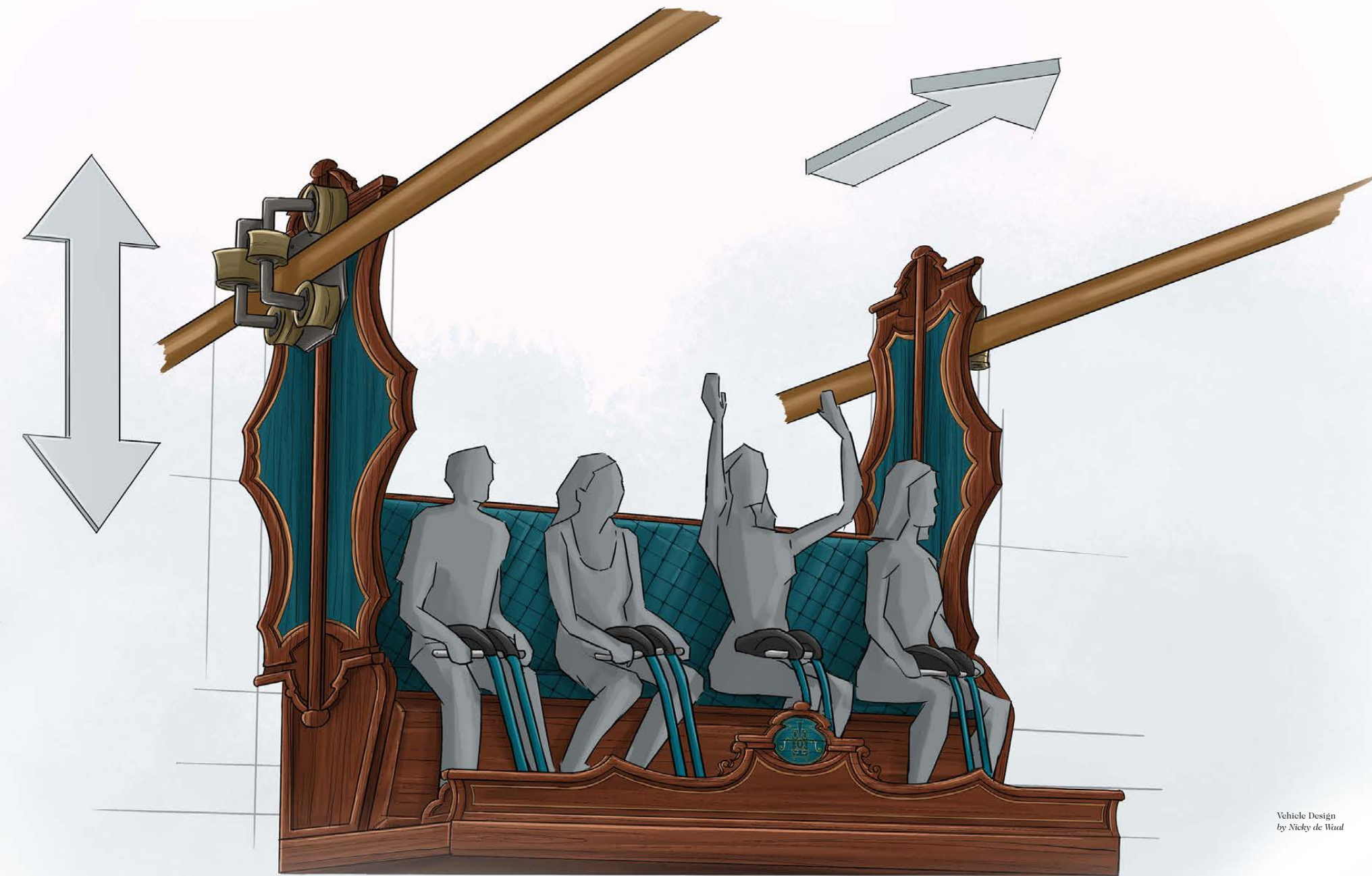
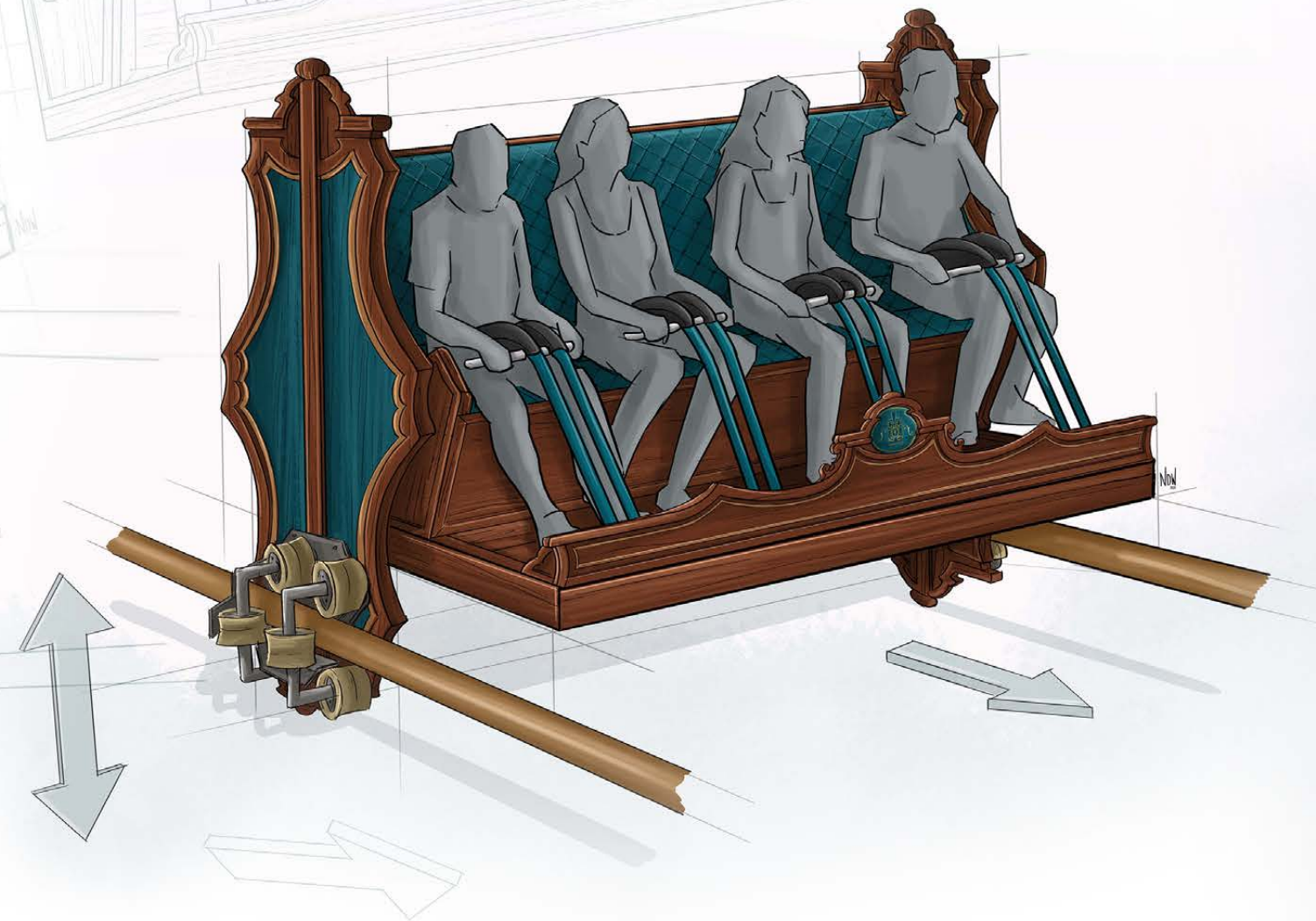
LEFT:
Parallax effect model
by Wim Strijbosch

The parallax effect uses a combination of both video footage and physical scenery. In the back of the room, a video screen displays those vistas that are furthest away from the train cabin. In front of the screen, there is a series of moving belts with scenery on top of them that rotate at various speeds: the closer to the train cabin, the faster the rotation of the belts. Scenery on the belt consist of objects that can frequently pass by, such as trees, bushes or posts with railway cables. Scenery on the video screen consist of vistas that change from the French countryside to the Hungarian plains, thus mimicking the idea of travelling from one European country to another. Using the system of props passing by at varying levels of speed, this set-up allows for mimicking the typical experience on a train that objects closeby seem to pass quicker than those faraway.

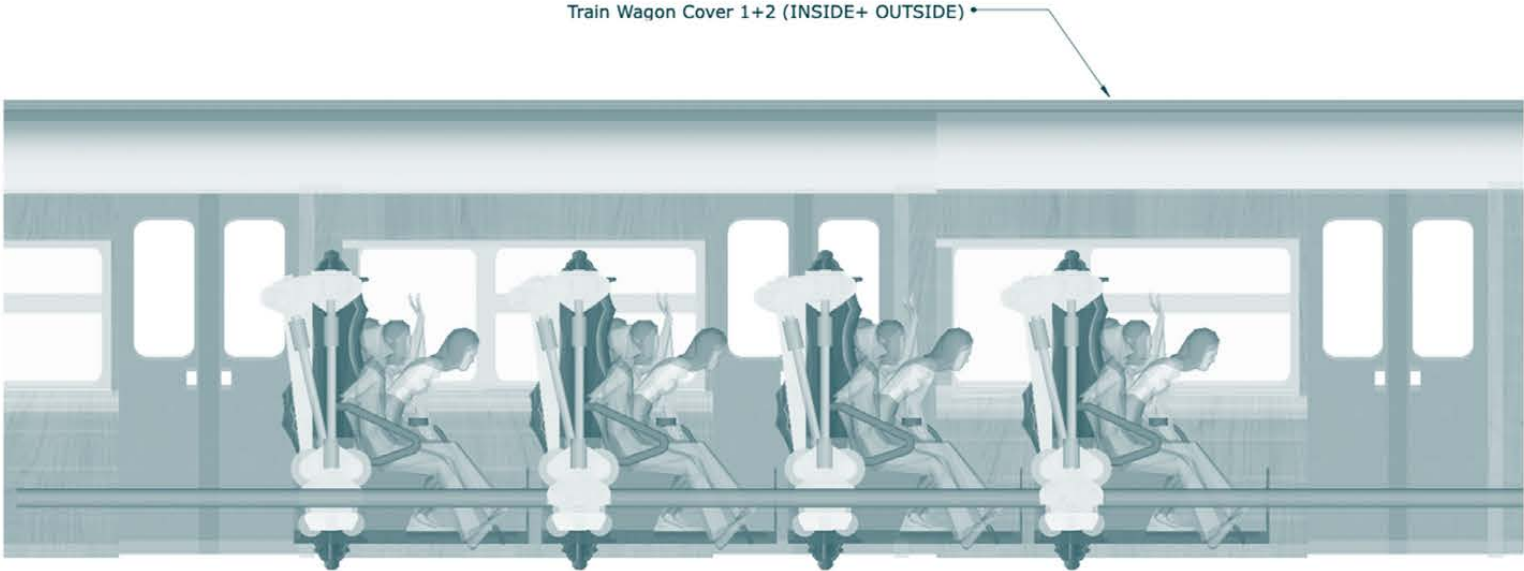
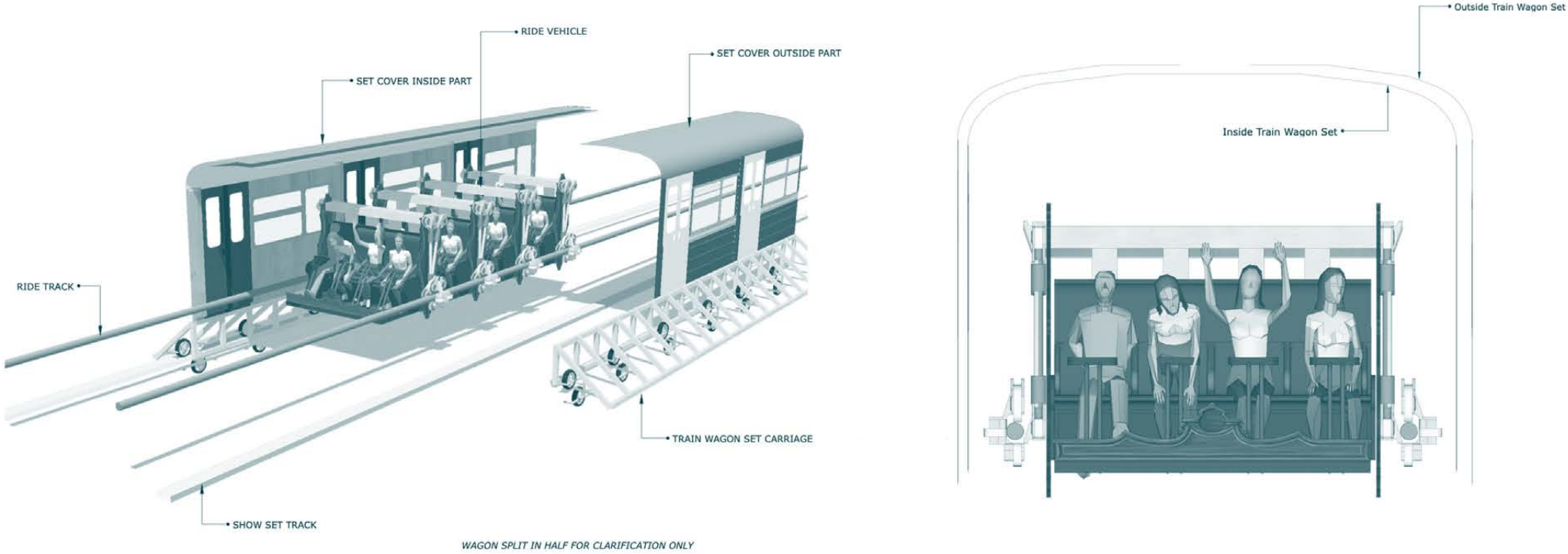
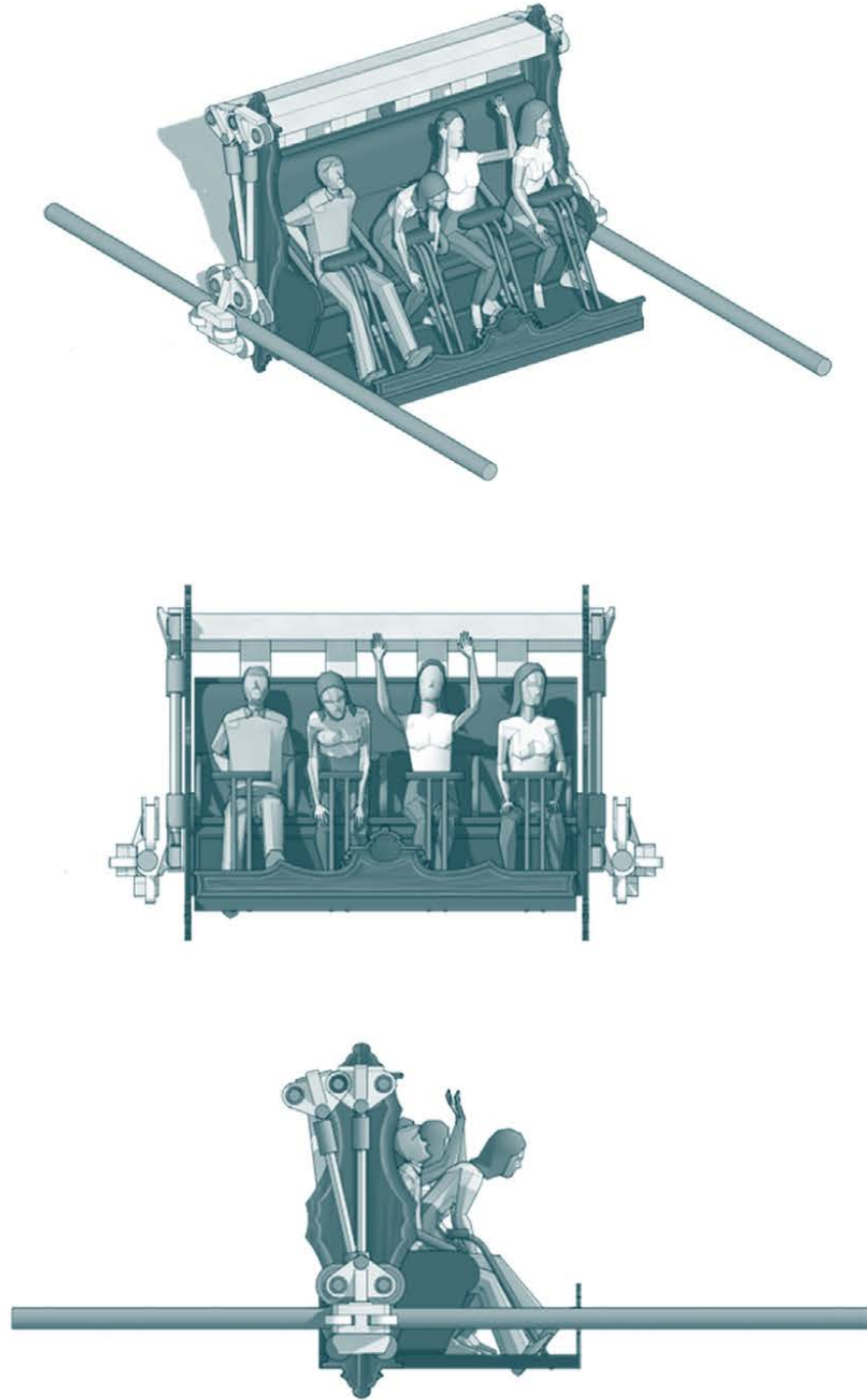


The ride system as used in this attraction is referred to as the SideRail System (SRS) and is specially developed for the Taste of Europe concept. As can be seen from the figures presented on this page, in the SRS, guests sit in a coach that is connected to two separate rails on the side of the vehicle, which are mutually connected outside of the guests view – much like in a pipeline coaster. The benefit of using rails on the side, is that the coach can move up and down as well, which allows for creating minor freefall segments in the ride.

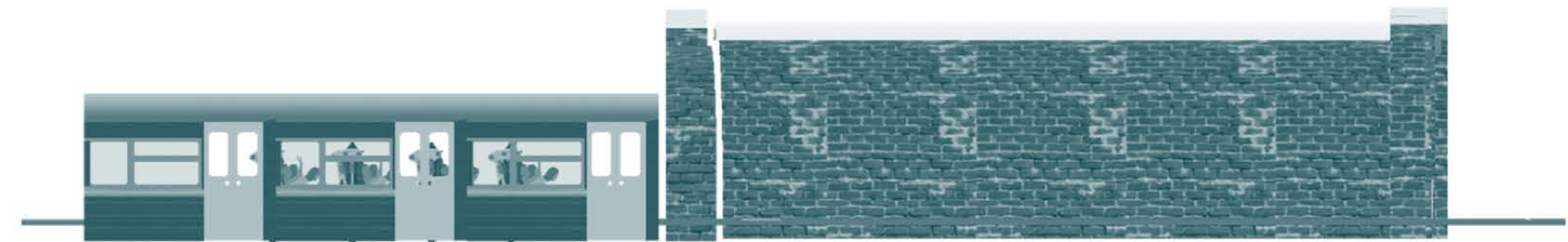
In Taste of Europe, the coach is positioned on top of the rail for the majority of the ride so as to simulate a tranquil train ride. In one segment of the ride where the train accidentally follows a more perilous railroad track which seems to be under construction, the ride vehicle falls down so as to suggest that the track is collapsing. Subsequently, the ride then follows a coaster track while hanging under the track. Both the collapse of the railroad track and the coaster section take place in the dark, so that guests won't notice how this is done from a technical point of view. After the coaster section of the ride has ended, the coach is slowly lifted upwards again, so that when coming out of the dark section, everything seems to be as normal again.



Obviously, the SRS does not look like an actual train wagon, which hampers evoking the experience of being on the Orient Express. To mimic a train-like experience, we therefore developed a system with a series of moving set pieces of train wagon interiors that move along with the SRS vehicles. Through the use of dark tunnels, these set pieces can be overlapped and separated from one another without guests' notice, as displayed in the figures on this page, allowing for a smooth train experience.



FOLLOWING PAGES:
Vehicle layout
& 3d model
by Mark van Rooij



RIDE VEHICLE + TRAIN WAGON SET COVER 1+2

TUNNEL



TRAIN WAGON SET 1 (OUTSIDE COVER)



TUNNEL

RIDE VEHICLE + TRAIN WAGON SET 2 (INSIDE COVER)



TRAIN WAGON SET 1 (OUTSIDE COVER)

TUNNEL

RIDE VEHICLE + TRAIN WAGON SET 2 (INSIDE COVER)



TRAIN WAGON 2 (INSIDE COVER) MOVES SLOWLY BACKWARDS WAITING FOR THE NEXT RIDE VEHICLE TO COME



RIDE VEHICLES SLOW DOWN

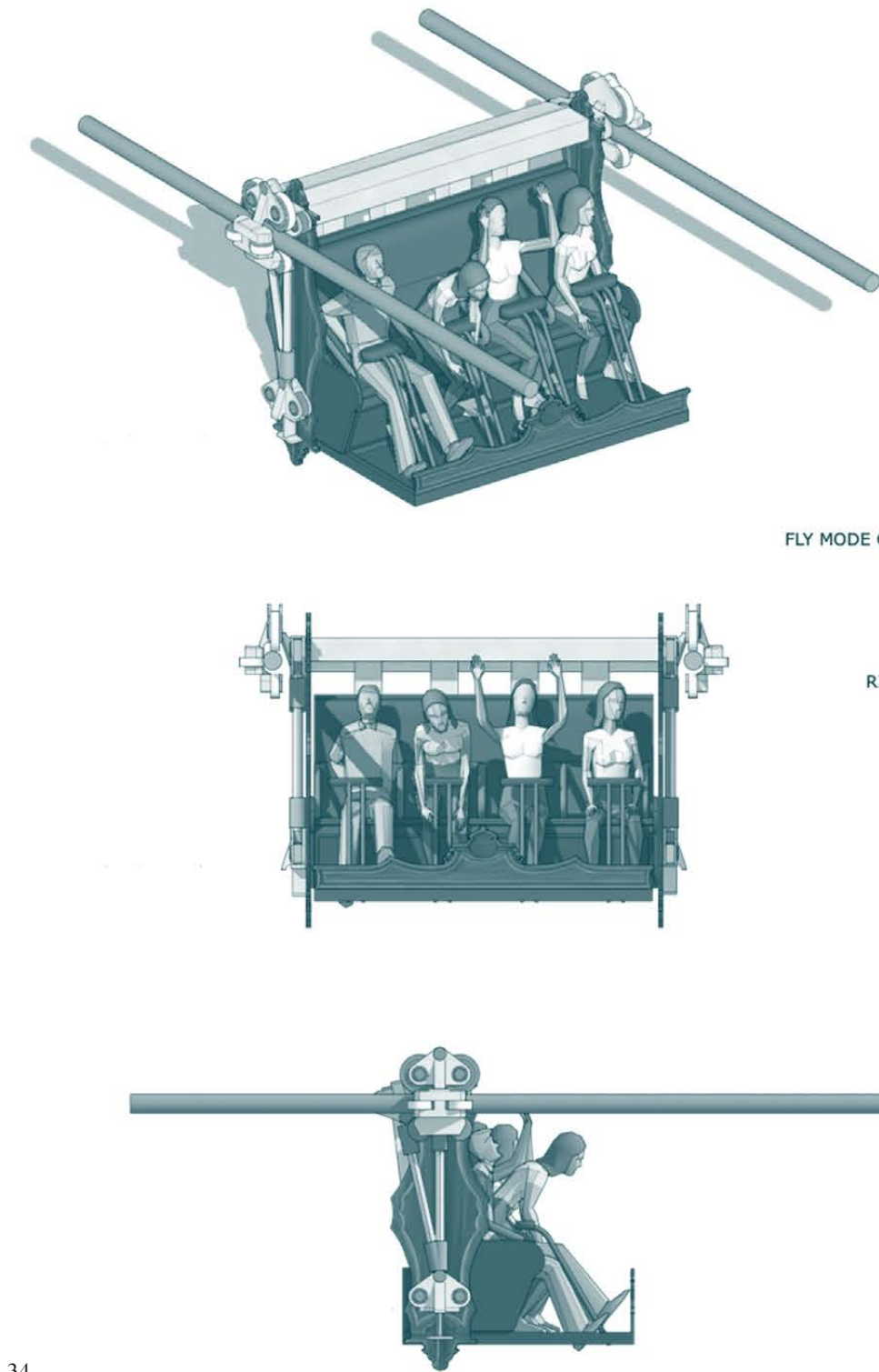
BLOCK SECTION

TUNNEL

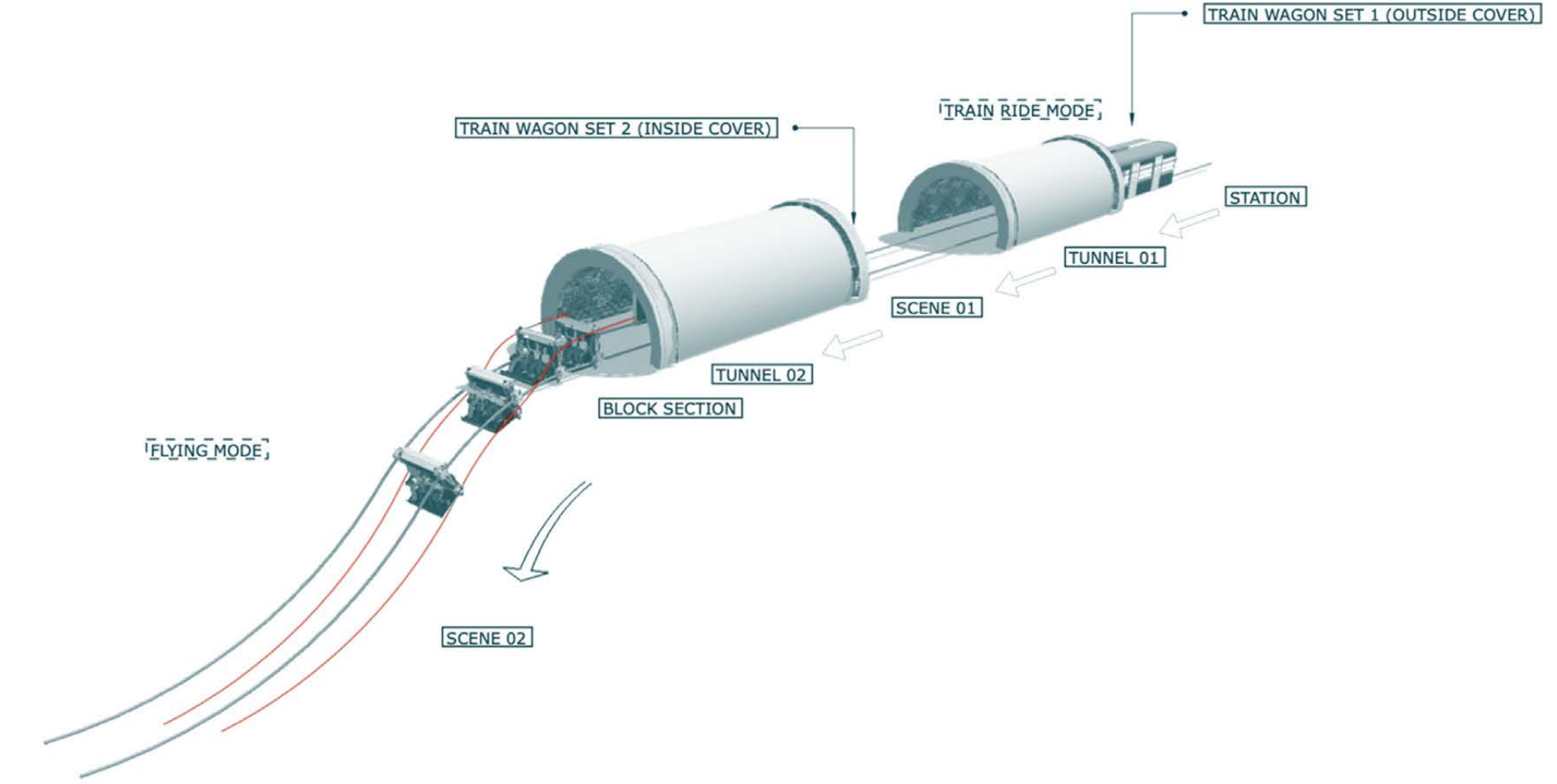
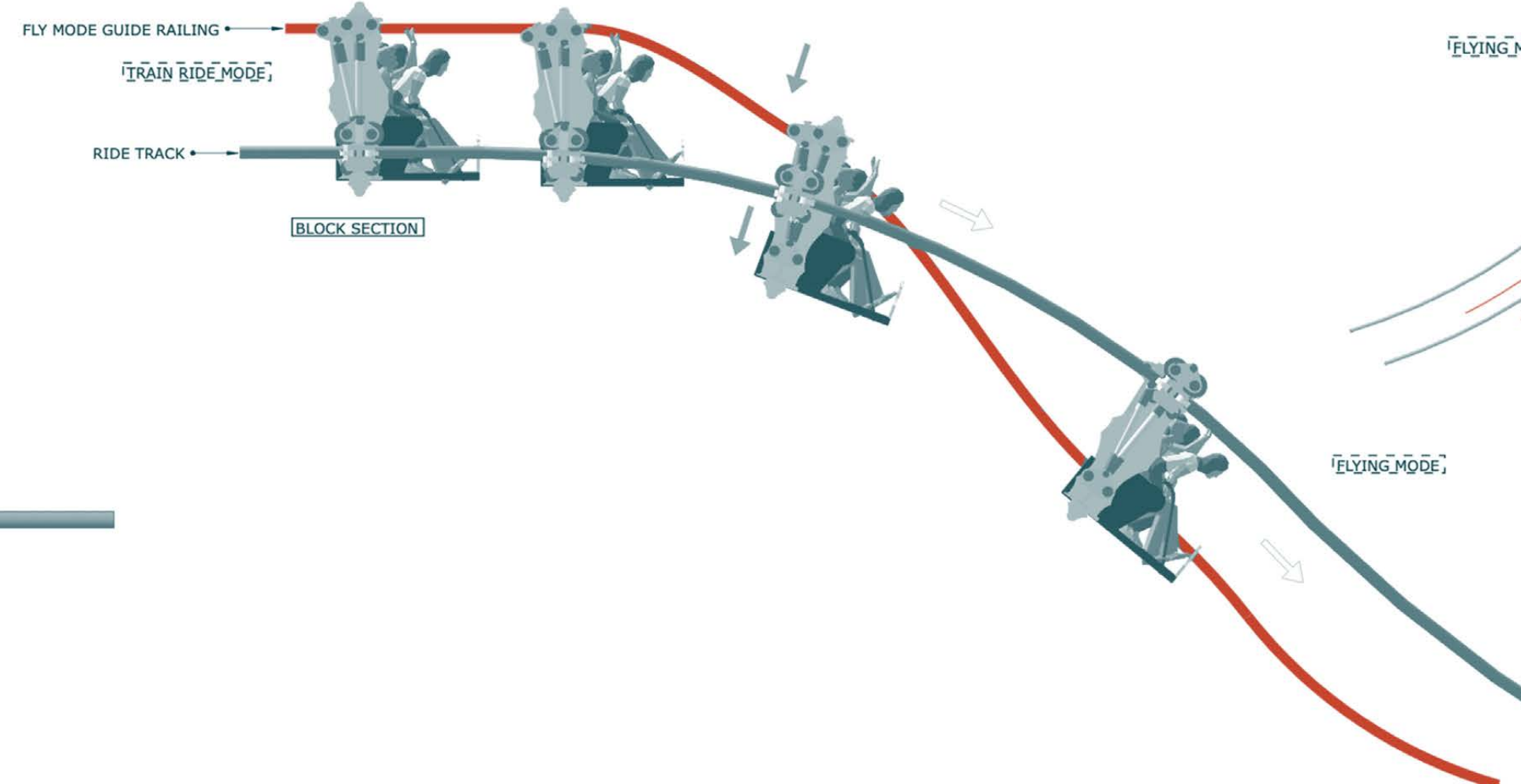
RIDE VEHICLES RELEASE INDIVIDUAL

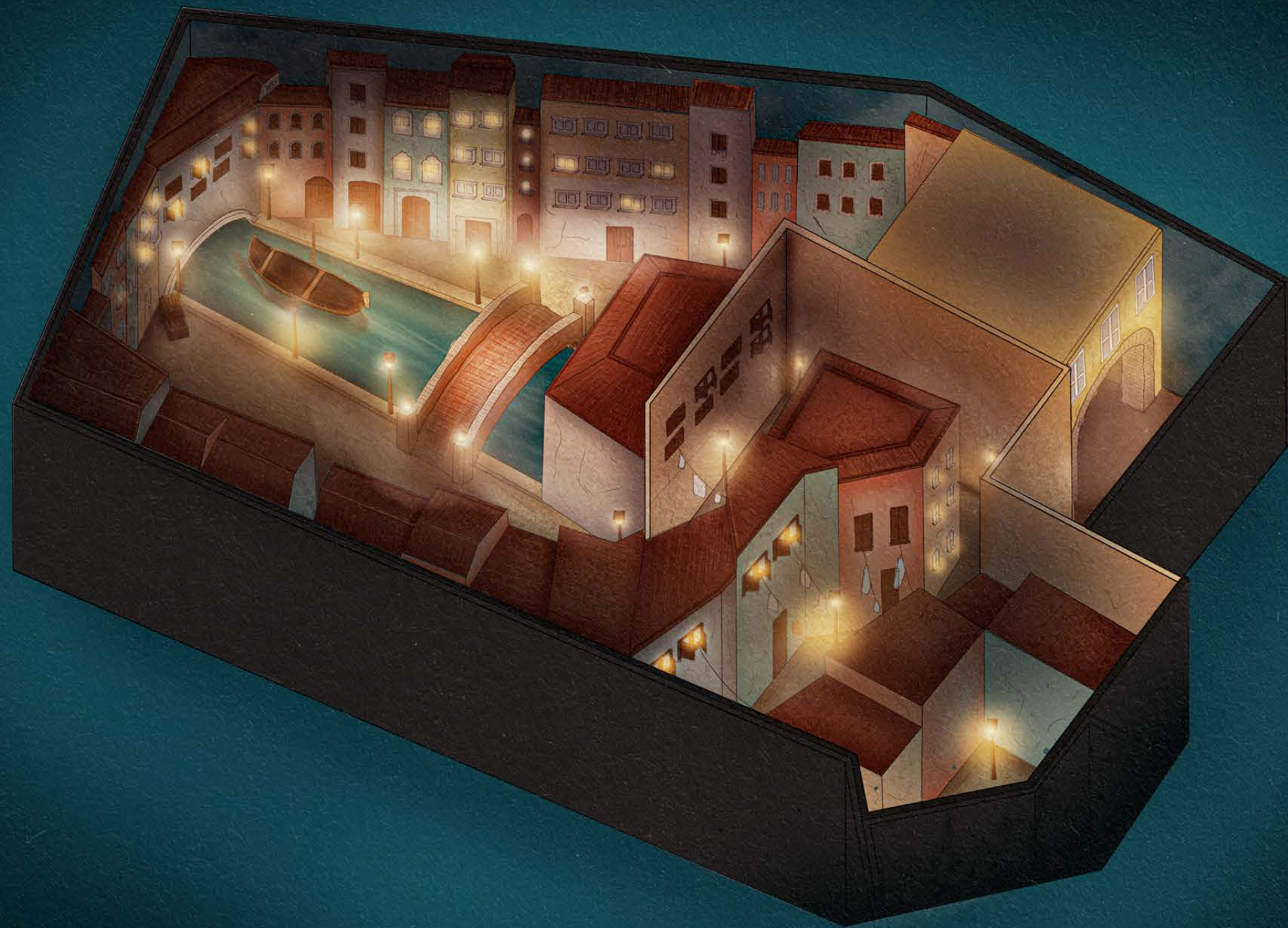


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RIDE VEHICLES CONNECTS TO SEPARATE FLY GUIDE RAILING
PUSHING THE CAR SUSPENSION DOWN ALONG SHOCK ABSORBERS

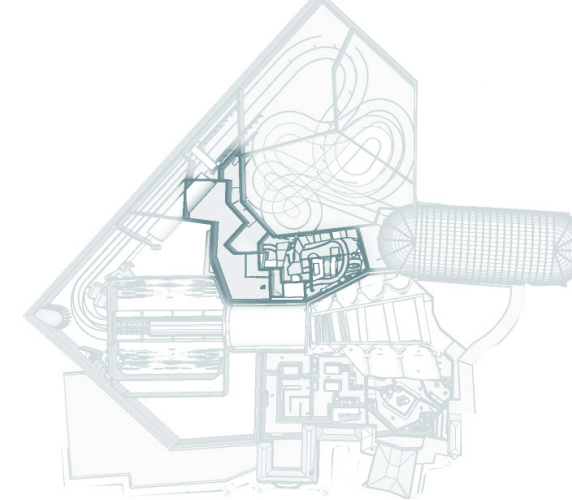
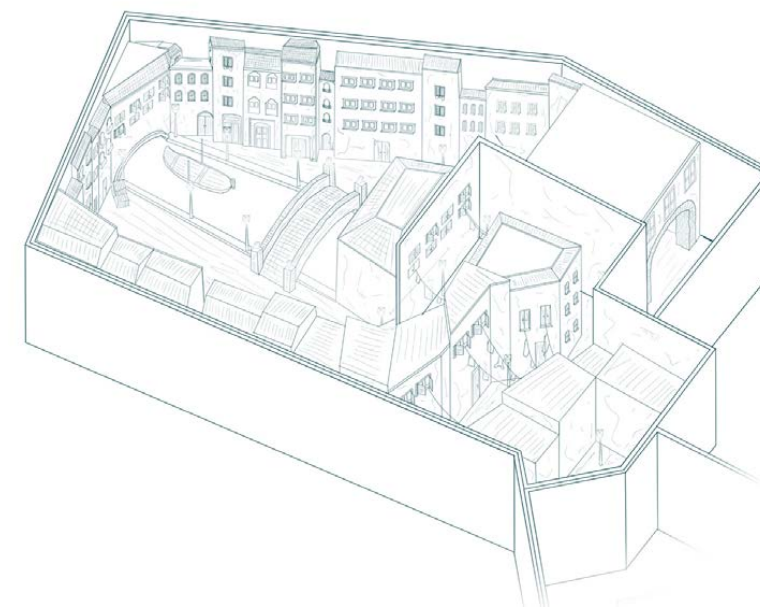




THE WALK FROM BUDAPEST TO VENICE

WALKTHROUGH EXPERIENCE

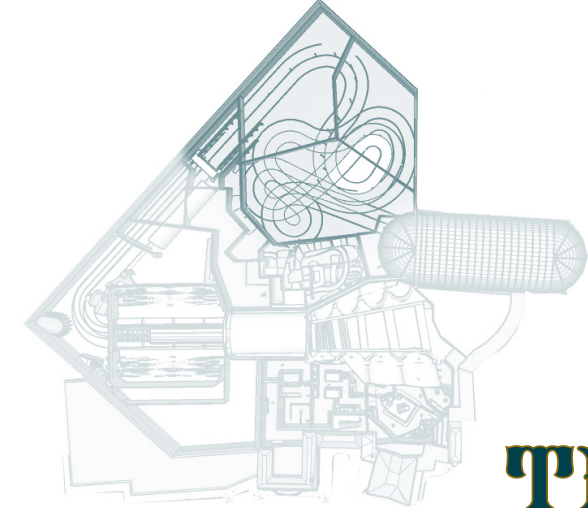
The walkthrough takes guests from Budapest's grand station to the narrow streets which are filled with cafés and food stalls, in order for guests to collect the tastes for Flambé's FusionCuisine XL 1900. Guests continue their tour through the Budapest alleys, which slowly evolve into the narrow streets of Venice, which presents some typical food outlets on their own. At the end of the walkthrough, which has taken guests over the Venice canals and across famous Venetian landmarks, they arrive at Venice's station to step on the Orient Express and to return back to Paris, hopefully with enough input for Flambé's machine.



OPPOSITE:
Venice
walkthrough impression
by Tim Beeren

TOP:
3D Model
by Mark van Rooij

LEFT:
Venice walkthrough
linework by Tim Beeren

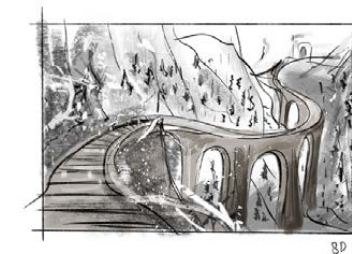
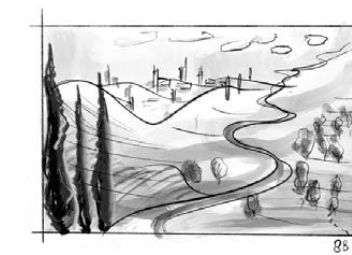
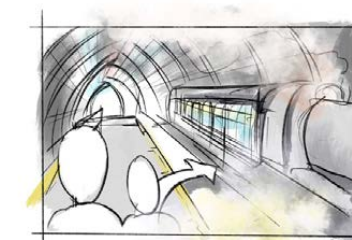
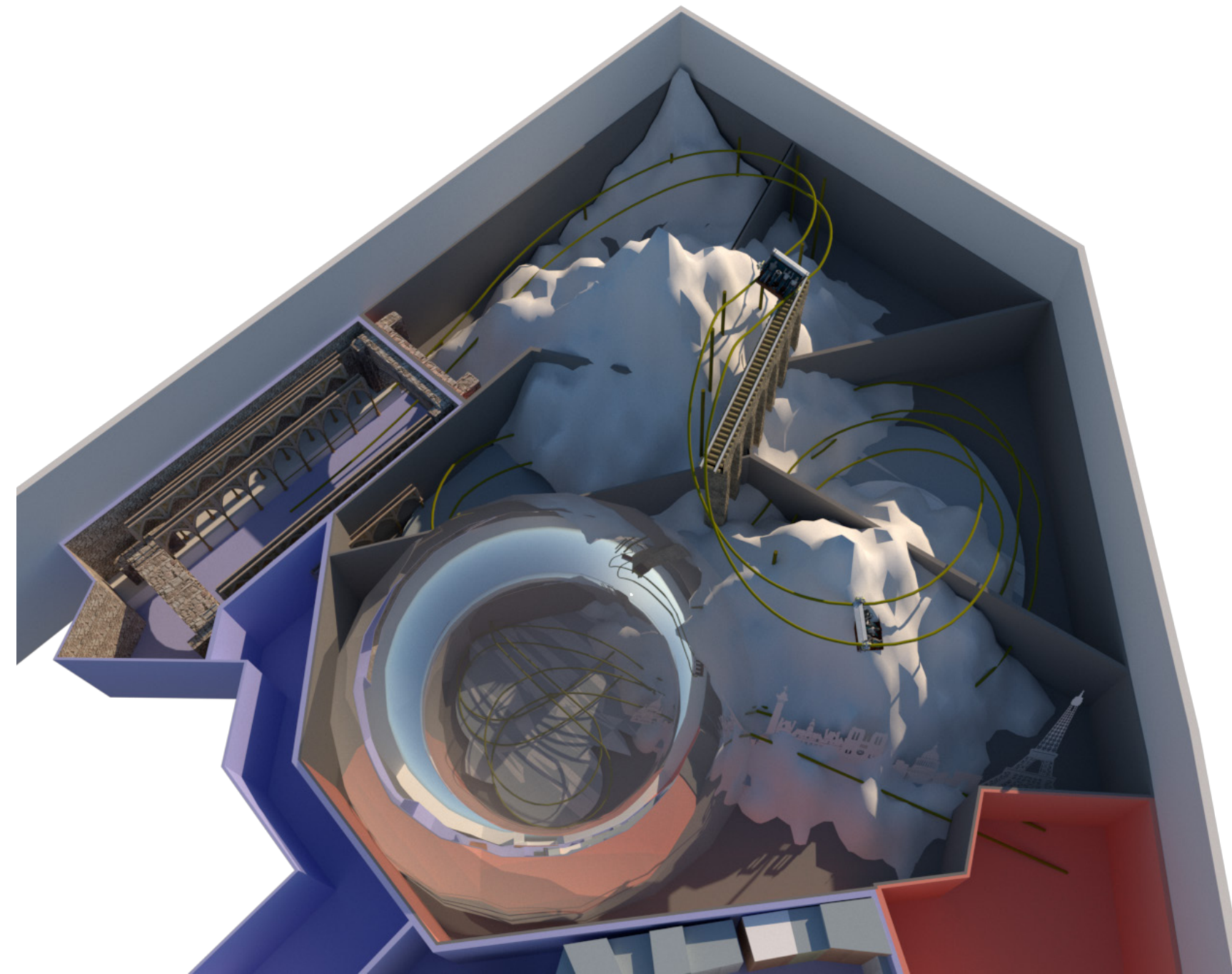


THE TRIP FROM VENICE TO 1900 EXPO UNIVERSELLE

RIDE 2

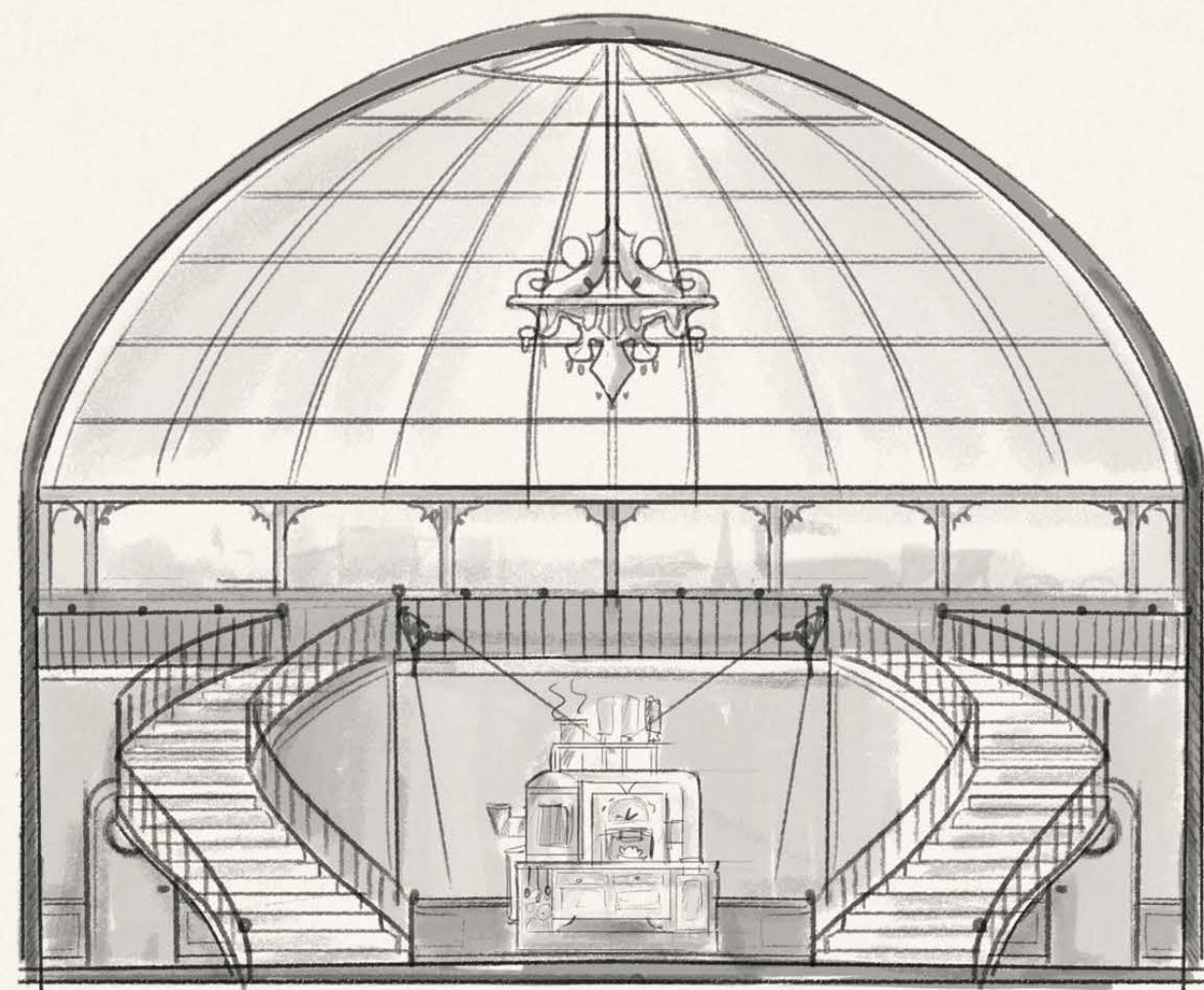
Like the trip from Paris to Budapest, the trip from Venice to the 1900 Expo Universelle in Paris consists of a couple of scenes. First, the Orient Express takes guests through a typical Tuscan landscape, complete with cypresses and green hills covered by cornfields (scene). Then, guests enter a tunnel (scene), which takes them from a sunny Tuscan landscape to a snowy mountain landscape (scene). After the train enters another tunnel (scene), the train is accidentally switched onto a track which appeared to be under construction, and therefore ends into a rollerecoaster-like experience with all kinds of twists and turns (scene). The trip to Paris thus turns out to be not as romantic and relaxed as the trip to Budapest. After an eerie section, eventually, the train starts running at a slower

pace again and comes out of the tunnel onto the French countryside (scene). In the distance, the skyline of Paris can be seen, with an illuminated Eiffel Tower and fireworks going off to celebrate the opening of the 1900 Expo Universelle. After another tunnel (scene), the train returns back to the Gare d'Orsay (unboarding station). This time, the Gare d'Orsay is decorated with French flags and the festive fireworks can be seen through the glass panels in the cast-iron roof. Guests can leave the train as soon as it has come to a full standstill and deliver their input of tastes to Olivier Flambé, who is dying to demonstrate his invention at the expo restaurant.



OPPOSITE:
3D Render
+ storyboard sketches
by Mark van Rooij

TOP:
3D Model
by Mark van Rooij

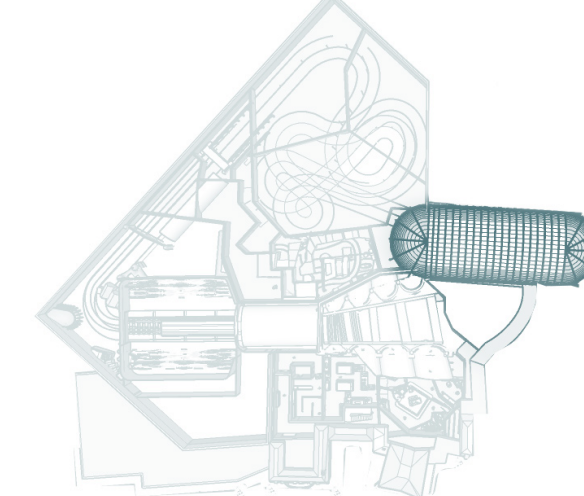


EXPO RESTAURANT

WELCOME TO THE WORLD EXPO

Olivier Flambé's Expo Restaurant is set in a typical expo setting of a crystal palace. Through the glass panels in the cast-iron roofing, one can see the twinkling stars of the night sky over Paris. One side of the building is the main part of the restaurant, where tables are aligned along the walls of the cast-iron building structure. On the other side is the main section of the restaurant: the now fully functioning *FusionCuisine XL 1900*. Set between two winding staircases on a small stage, Flambé's invention is hard at work with a little puff of smoke coming out of the machine every now and then, and gears and indicators turning into every direction. The *FusionCuisine XL 1900* is connected to the kitchen, where the dishes are prepared according

to the machine's elaborate instructions. On top of the kitchen, when climbing the winding staircases, guests can take a seat on a series of tables along a balustrade that offers a stunning view of the skyline of the city of light, with the Eiffel Tower towering over the typical Parisian rooftops. The restaurant offers a variety of dishes, which are mostly based on fusion cooking, combining flavors from all over the world into unique taste bombs. This way, guests can truly experience the benefits of the invention of Olivier Flambé and get a true sense of the taste of Europe.



OPPOSITE:
Sketch restaurant stairs
by Nicky de Wit

TOP:
3D Model
by Mark van Rooij



While the entrance façade of the attraction is themed after Montmartre, the exit façade is themed after 1900 Expo Universelle architecture, which uses cast iron roofing structures filled with glass and more robust, classical masonry as compared to the cosy Montmartre. Furthermore, there are gardens and flower patches, which are classically organized (geometric shapes, large walkways with lawns in the middle surrounded by hedges). Whereas Montmartre is aimed at evoking cosy feelings, this side of the building complex is aimed at evoking stature and grandeur, demonstrating the pride of France. Hopefully, that is the same feeling that guests leave the attraction with, now that they have helped Flambé in completing his invention for the *Fusion Cuisison XL 1900* to steal the show of the expo.

LEFT:
Impression restaurant
"Expo 1900"
by Tim Beeren

PROCESS

CREATING A NEW RIDE

This section describes an overview of the creative process behind Taste of Europe – The Tasteful Travels of Olivier Flambé.

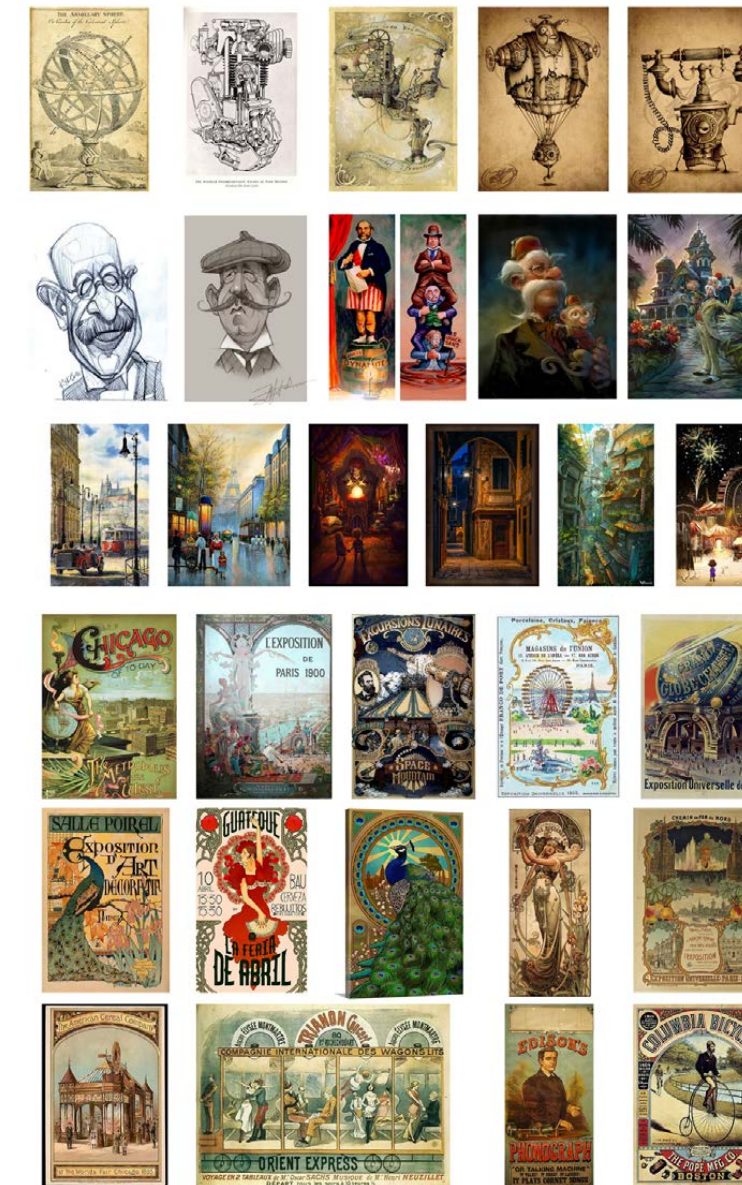
Accompanied to a textual description of this process, various creative outings are displayed to get a visual sense of the development process of the final concept as presented in the previous sections.

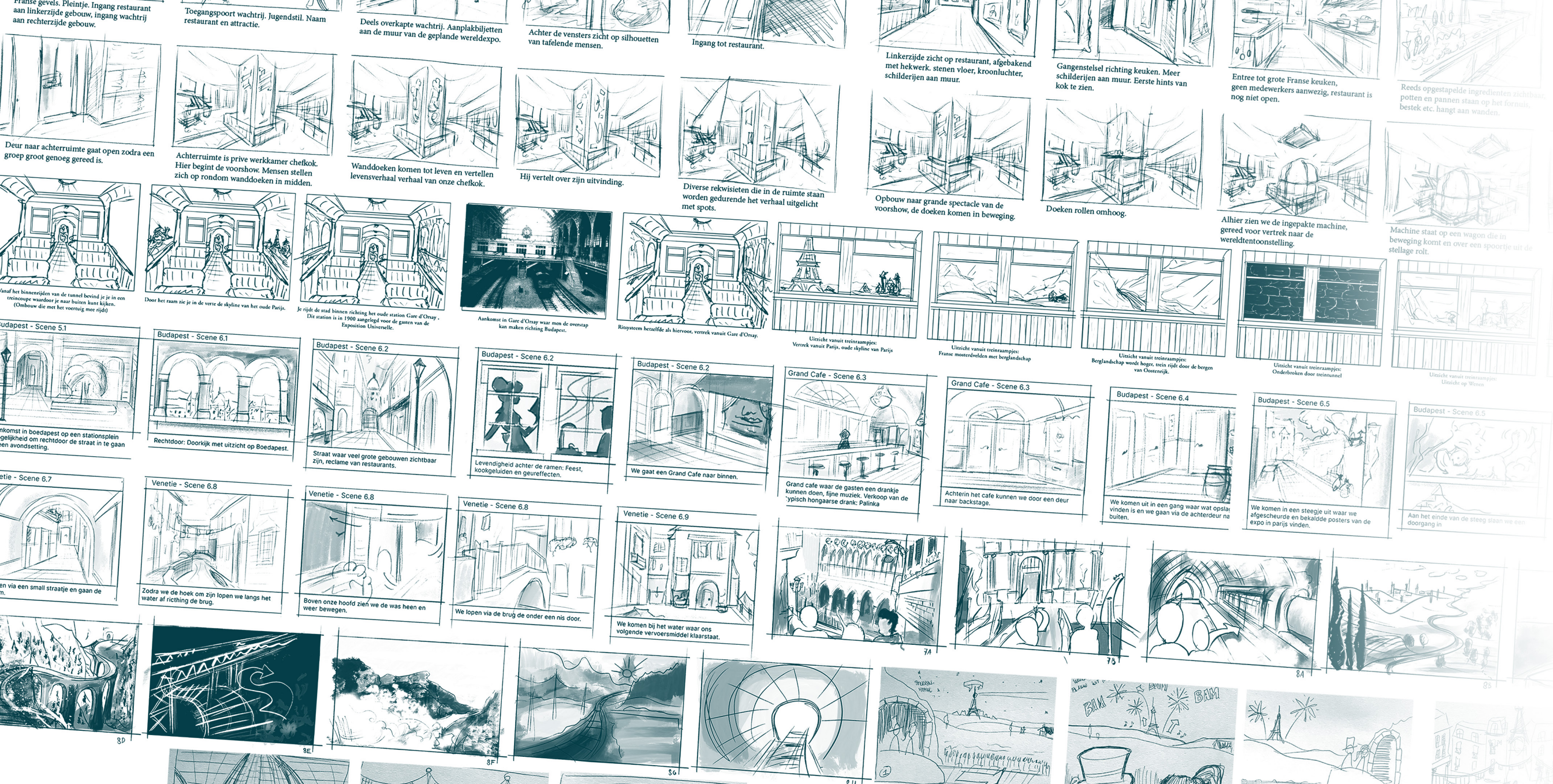
Before the start of a first meeting, all individual team members prepared 5 first ideas for an attraction concept, which varied from a dark ride depicting the fables of Jean de la Fontaine to a Black Mirror-like experience. While presenting, it became clear that there was one returning theme that enthused all five of us: the romance of travelling in times of the belle époque. This theme became the starting point for further development.

In a subsequent session, the romance of travelling in the belle époque was linked to other renowned features from that age: the luxurious Orient Express, the Industrial Revolution with patents being presented at World's Fairs, with the 1900 World's Fair in Paris in Particular, the naivety of independent inventors leading to groundbreaking inventions, cast-iron roof structures and art nouveau – to name just a few. Following the principle that if all five of us get very excited about something, it is very likely that others will be excited about that something as well, we used these elements as a starting point for follow-up research. This resulted into an inspiration portfolio filled with hundreds of images.

While working on the inspiration portfolio, we found out that the World's Fairs were also a platform for popularizing innovations in the field of foods. This formed the starting point for our story about an inventor, Olivier Flambé, that aspired to build a machine that could combine tastes from all over the world into unique dishes: the origins of fusion cooking. We linked this innovation to the previously mentioned theme of the romance of travelling, which brought us to the idea of a quest for flavors around the world, which could be used for Flambé's invention. Linking it to the idea of the Orient Express, we eventually came to the core concept of Taste of Europe: culinary inventor Olivier Flambé sends guests on a journey across turn-of-the-century Europe to collect input for his newest invention, the FusionCuisine XL 1900, which he hopes to present at the 1900 Expo Universelle.

While developing this story, we thought it would be important to focus on two innovations: a novel ride system, and the idea that you could step out in the middle of an attraction to further explore a world that you usually are only passively transported through. Therefore, we focused on an attraction that we cut into three segments: an outbound ride on the Orient Express, an immersive walkthrough through an exotic destination, and a homebound trip on the Orient Express as well. As a starting point, we chose Paris as the capital of the belle époque and famous for the 1900 Exposition Universelle.



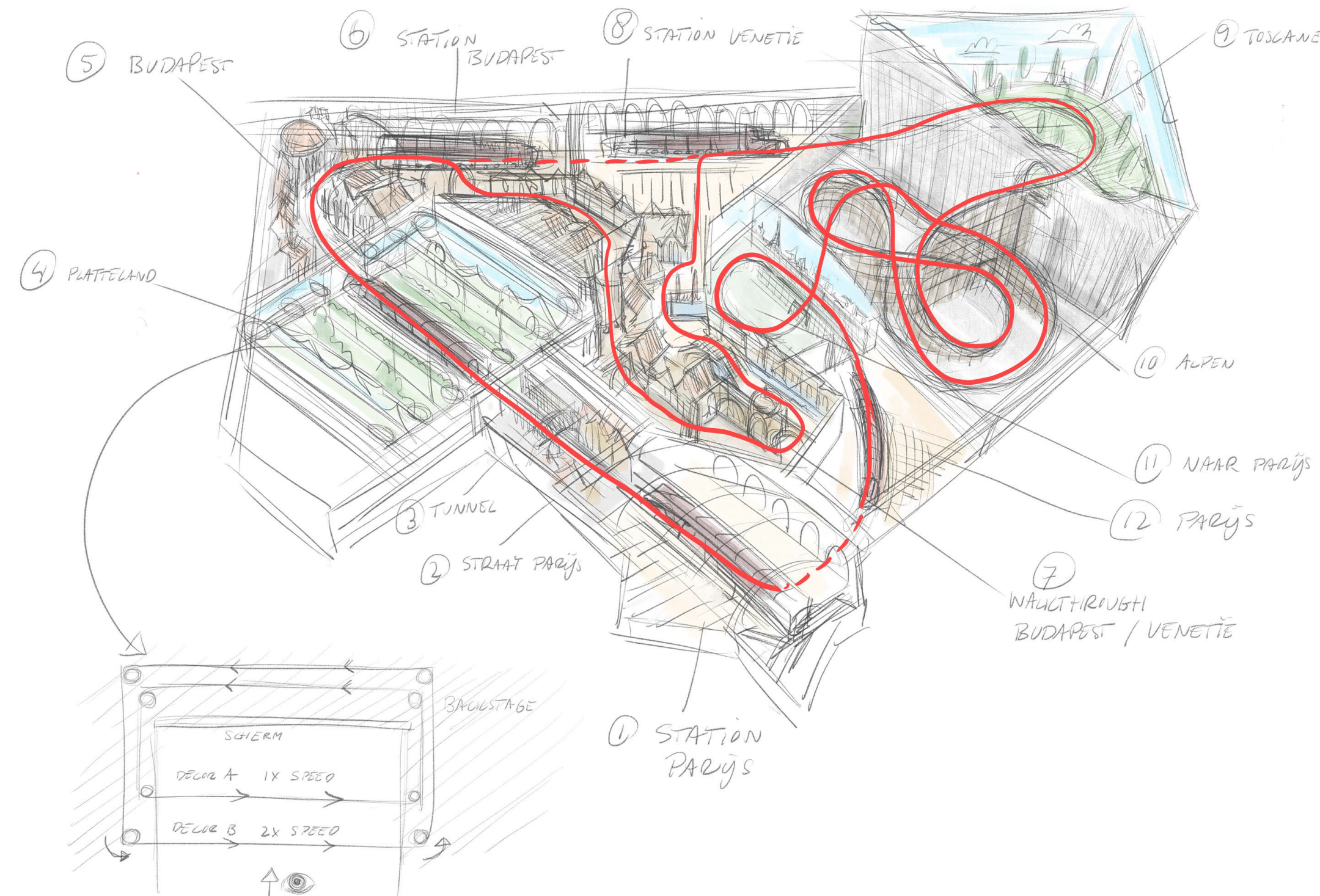
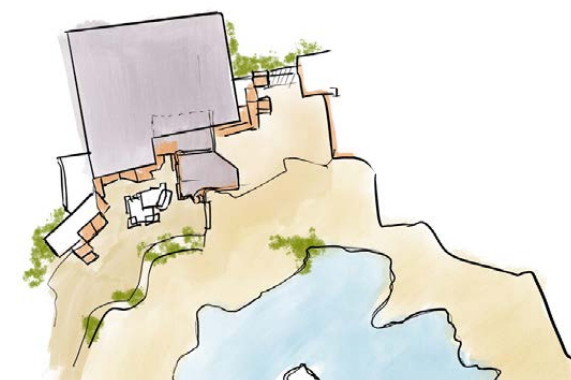
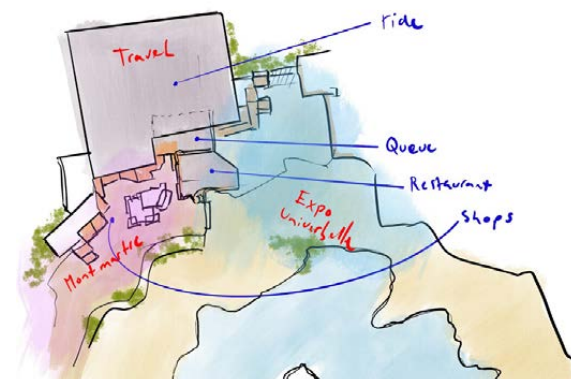


As destinations for the Orient Express, we chose Budapest and Venice. Budapest was chosen because it has never been featured in an attraction before, and Venice was chosen because of its link to the famous Italian cuisine. Another motivation is that the cultures of Venice and Budapest are closely connected, which would allow for a smooth transition from Budapest to Venice by means of a walkthrough that would connect the two. Finally, we decided to include a restaurant at the end of the attraction, as we argued that an attraction about a culinary topic should by definition include a restaurant as well.

As soon as this rough storyline was set out, we cut the story into five segments to be divided among the five team members. Each team member was then asked to draw a storyboard for his respective fifth of the ride. Eventually, the storyboards were brought together and finalized into one final storyboard that we all agreed on. This storyboard led to the creation of a bubble diagram for a first idea of the lay-out of the ride. The bubble diagram was soon transformed into a lay-out with more realistic dimensions. To decide on the scope of our building complex, we performed a benchmark analysis of comparable ride buildings.

LEFT:
Storyboard drawings
by all team members

The lay-out of the building complex was then transformed into a 3D model using Google SketchUp. With the storyline being clearly defined, the model was collaboratively filled with detailed elements to save time and effort. When sufficiently filled, stills were taken from the SketchUp model, which formed the input for further visualization and concept design by means of traditional drawing tools, as well as Photoshop. The storyline, together with the visualizations and the 3D model then formed the input for the final concept as presented in this concept book, which was formatted into one document following a carefully designed graphical style sheet. Finally, having invested in the concept for a long time and having pondered lots of suggestions, we chose a name for the concept that grasps together the culinary aspect of the concept, as well as the romance of travelling that it all began with.



OPPOSITE:
Full ride sketch
by Vincent Keuchen
& Mark van Rooij

Right:
Surface studies
by Mark van Rooij



BON VOYAGE!

Taste of Europe combines several elements that greatly enthuse us as a design team. From the grandeur of a turn-of-the-century Europe and the romance of travelling using the Orient Express to the exquisite art nouveau of the French capital, and the naivety of a self-made inventor, steered by a vision to make the world a better place. We hope that *Taste of Europe* provides the reader with just as much joy as we had in developing it. Bon voyage!

LEFT:
Birdseye view
attraction area and ride
by Nicky de Waal

LEFT:
Logo by Tim Beeren



FIN