

VM+SD

VISUAL MERCHANDISING AND STORE DESIGN

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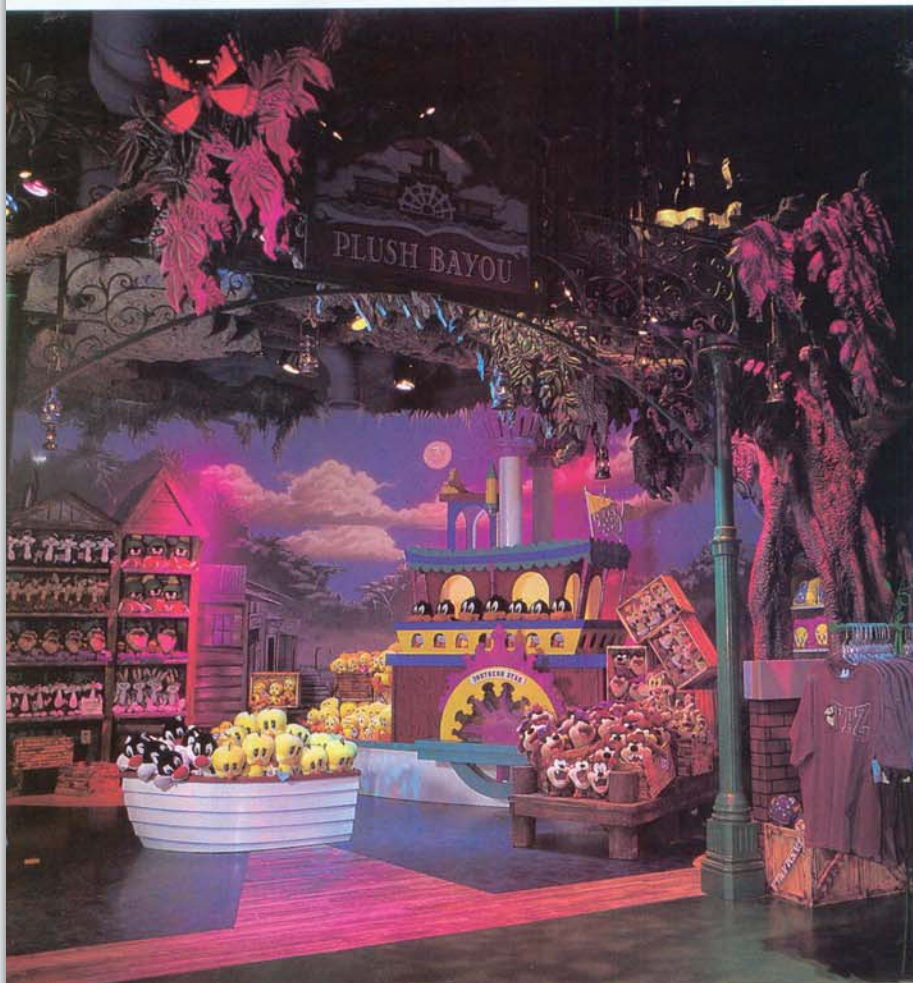


SIX FLAGS OVER SHOPPING

If you prefer retail over roller coasters, now there's another reason to visit Atlanta's Six Flags Over Georgia Theme Park. The Promenade at Six Flags is the park's renovated main entrance, which includes 7000 square feet of new retail space.

The Looney Tunes™ Exposition capitalizes on Six Flags' cartoon properties. "Hosted" by the original Dixie Chicken, Foghorn Leghorn, it consists of five themed areas including Bugs' Plantation House, a 40- by 20-foot merchandise façade fashioned after *Gone With the Wind's* Tara. It's inhabited by – who else? – Bugs Butler and Lola O'Hare.

And that's not all, folks. Plush Bayou, a heavily themed area featuring Looney Tunes plush toys and other themed merchandise, sports a theatrical bayou backdrop and sound effects, as well as vinyl flooring that simulates a dock on water. Fixtures and props take the form of a turning paddlewheel, a boat and a bayou shack. All in all, the 4500-square-foot retail space reads like a big pop-up book come to life.



DESIGN: Six Flags Over Georgia Theme Park – Mickey Campbell, manager of merchandise presentation and store design (original concept and store design); Matt McCoy, principal designer and stylist; Patrece Julian, project coordinator; Rick Clark, lighting designer
PROJECT ARCHITECT: MB&E, Barnegat, N.J.
GENERAL CONTRACTOR: New South, Atlanta
SUPPLIERS: Flooring: Amtico Intl. Inc., Atlanta; Interior Theme Fabrication: Creative Arts Unltd., Tampa; IC Studios Inc., Atlanta
Scenic Painting: IC Studios Inc., Atlanta
Fixturing: Presentations Plus, Long Lake, Minn.
Forms: Seven Continents, Toronto
Lighting: Barbizon, New York City; Electronic Theatrical Controls, Middleton, Wis.