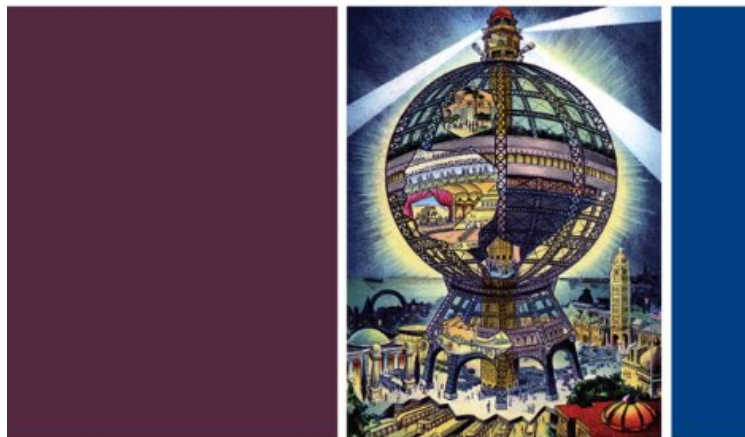


# The Immersive Worlds Handbook: Designing Theme Parks and Consumer Spaces

*Scott Lukas*


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the immersive worlds handbook  
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**Scott Lukas : The Immersive Worlds Handbook: Designing Theme Parks and Consumer Spaces** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Immersive Worlds Handbook: Designing Theme Parks and Consumer Spaces:

3 of 3 people found the following review helpful. A Worthwhile and Practical Guide to Entertainment DesignBy Nimmo SandilandsIt's refreshing to find a design guide that doesn't begin and end with the Disney parks. They get the odd mention here and there, but this book goes far and wide in looking for examples to demonstrate its principles. And it doesn't shy away from bad examples either. There's lots of interviews from across relevant industries and lots of practical information. If John Hench's 'Designing Disney' is the theoretical design manual, this is the practical one - aimed not just at amateur devotees and students, but management and staff at existing facilities wanting to go a step further. My only real gripe was with some of the chapter layouts - some headings and section breaks are poorly defined. Images are also often poorly captioned. Minor issues though. Not a simple read, but worthwhile. 2 of 2 people found the following review helpful. Five StarsBy Chai Chin HuaInspiring and Wonderfully organized and written for people in the field of UXUI and exhibition design too. 3 of 3 people found the following review helpful. Great book on theme design!By IronfareA very descriptive well written book, destined to provoke thought on cutting edge themed design. A must have reference book for arcitects, designers, and decorators to learn from and reference regularly!

Scott Lukas, famed industry expert on designing themed spaces, brings you a book that focuses on the imaginative world of themed, immersive and consumer spaces. Whether or not you are involved in designing a theme park, cultural museum, shop, or other entertainment space, you will benefit from the insider tips, experiences, and techniques highlighted in this practical guide. Make your themed spaces come to life and become true, immersive worlds. The book features informative sidebars addressing possible design issues and current trends; case studies and interviews with real-world designers, and further reading suggestions. The book also includes a companion website, as well as exercises that accompany each chapter, lavish photos, illustrations, and tables.

About the Author Scott A. Lukas is a key writer, speaker, and consultant on Themed Entertainment. He has written numerous books and articles on the subject of theme parks, shopping malls, themed spaces, video games, and other contemporary consumer spaces. A recognized authority in the field, Scott has provided keynote addresses and workshops in Germany, Orlando, and California, including at the Themed Entertainment Association conference and Disney/ABC/Pixar events. He has been recognized with four teaching awards in his field.