

Aztec on the River™

Lobby Multimedia Attraction

Large Format Theater Pre-Show and Special Effects Show (2006)

Aztec Theater, San Antonio, Texas

Aztec on the River is a magnificent and historically important 1920's movie theater in San Antonio, Texas. Science North produced three separate shows comprising a larger narrative experience with a beginning, a middle, and an end.

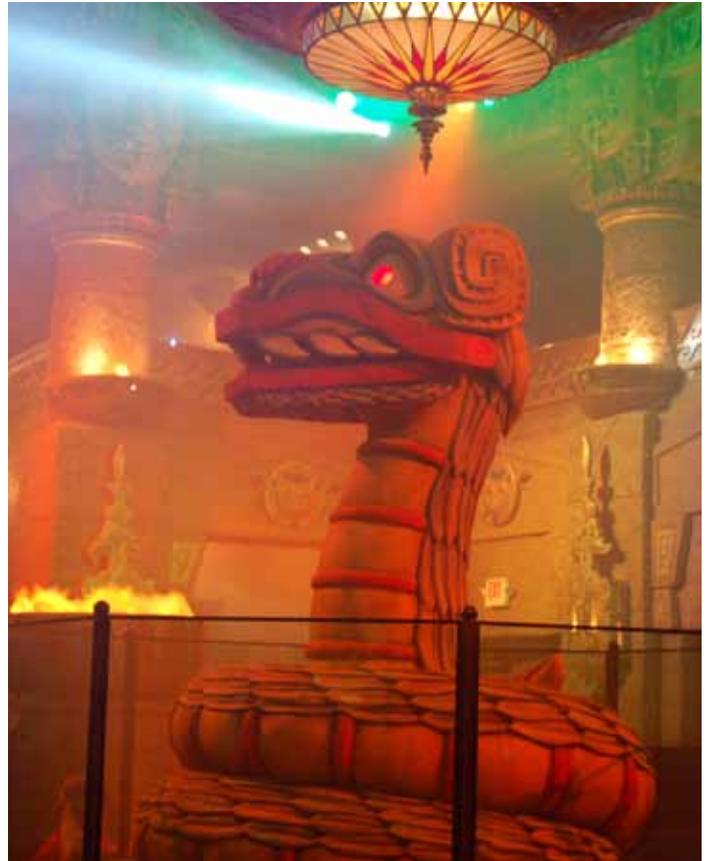
The three elements are:

- a *Lobby Show*, celebrating the building itself
- a *Large Format Theater Pre-Show*, celebrating the silent film era and preparing the audience for the feature presentation
- an intimate *Special Effects Show*, drawing visitors towards the Riverwalk level of the building.

Awakening of the Temple, Lobby Show

The Lobby Show awakens the Aztec spirits in the theater and highlights the amazing architectural, artistic, and historic features of the building.

This spectacular multi-sensory show honors ancient culture as the inspiration for the design of the building itself, which is modeled on an Aztec temple. Just as the old theater has been restored to vigorous glory, our Aztec narrator, Xotchitl, comes to life as one of the stone faces in the temple. With his gentle guidance, an ancient legend incorporating two traditional Mesoamerican themes is told dramatically with animation, animatronics, and custom special effects.



Media Solutions

Custom animatronic Quetzalcoatl, "the feathered serpent" rises from the floor

Video mask projection animates a stone face sculpture creating a living narrator interface

Simulated smoke and fire effects

Multiple projection screens

Seamless integration into the grand design ensures the building itself remains the star of the show

Large Format Theater Pre-Show

This 5-minute large format film celebrates the Aztec Theater's life and history. The film begins with a collage of scenes from the silent film era, presented, as they originally were, with the marvelous live music of the original Wurlitzer Organ. Then the show moves on to the cinematic wizardry of the present day Aztec Theater. The production connects and contrasts old and new film technologies, and introduces the audience to Simex-Iwerks!.

Media Solutions

Archival stock and documentary footage
Original Wurlitzer organ programmed to play at specific intervals



Special Effects Show, Riverwalk Level

This subtle, creative, and dramatic experience focuses on a quiet old worker who haunts the old mechanical room of the theater. This ethereal figure moves dutifully around the equipment, running and maintaining it. A monitor outside the mechanical room provides details about the fascinating equipment that the ghostly mechanic appears to be patiently operating.

This gently nostalgic exhibit serves not only to give a thoughtful conclusion to a visitor's full experience, it also steers them gently back towards the outside world, elegantly assisting traffic flow.

Media Solutions

Peppers Ghost effect
Images appear mid air within the space
Customized lighting
Showcase existing mechanical equipment

Footprint 30,000 sq. ft.

Value \$2.6 million



Awards:

TEA's Thea Award:
Outstanding Achievement



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