



The people, projects,
and trends in the world
of experience

VIRTUAL REALTY

LEGO COMPANY IS 2002 EXPERIENCE STAGER OF THE YEAR

NEW YORK, NY: The Lego Company has been honored by Strategic Horizons LLP founders Joe Pine and Jim Gilmore as the winners of the 2002 Experience Stager of the Year award. The Expy is presented each year to the one company that best exemplifies the principles and practices of Pine & Gilmore's best-selling book *The Experience Economy: Work Is Theatre & Every Business a Stage*.



The Expy was presented to the Lego Company during the annual Strategic Horizons thinkAbout event held this past September at the Hotel Avante in Mountain View, CA. At each thinkAbout, Pine & Gilmore unveil a Top Ten list of exemplary offerings in the Experience Economy, with the number one offering receiving the EXPY award.

Accepting on behalf of The Lego Company was Senior Vice President Brad Justus. "The concept of experience is in the DNA of Lego," commented Justus. "Children playing with our toys are creating their own experience; they are 'empowered' to learn through play and thereby enhance their imagination. The exact same mechanisms apply to our Legoland parks, and to our flagship website Lego.com."

Noted Joe Pine, "We chose The Lego Company because it has developed such a rich portfolio of marketing experiences that are truly engaging on their own, and also serve as tremendous vehicles for generating demand for the company's famous building bricks. The extensive breadth and depth of their experience-based offerings makes Lego our clear choice for the EXPY award."

"Lego has seamlessly mirrored the success of their many physical experiences – including the Legoland flagship location in Billund, Denmark, other theme parks, Lego Imagination Centers, and Lego Mindstorm venues – with online offerings available at experience portals like America Online and websites like Bionicle.com and Lego.com," said Jim Gilmore.

If you know of companies staging exceptional experiences for their customers, you can nominate them for consideration for next year's Expy award by sending email to thinkAbout@strategichorizons.com. The winner will be announced during the 2003 Strategic Horizons thinkAbout, to be held at the New York Marriott Marquis on Times Square on September 24+25, 2003.

Aviation Museum Ready to Take Flight

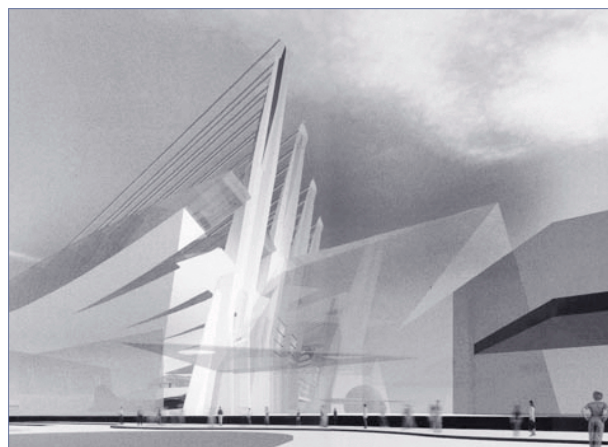
SEATTLE, WA: The Snohomish County Public Facilities District has given preliminary approval to the National Flight Interpretive Center, a collaborative effort by Snohomish County Airport-Paine Field, The Boeing Co. and the Museum of Flight in Seattle. The \$21 million project, which has been under discussion for a decade, would include construction of two new buildings totaling 63,650 square feet of space at the airport.

However, before funding is officially approved, supporters must accomplish the following tasks:

- Complete a comprehensive business plan and market potential and feasibility study by Jan. 31.
- Prepare a feasibility study by Feb. 28 for a capital campaign for raising private funds.
- Obtain a letter of support from the city of Mukilteo for the project, and a statement of the city's intent to provide utility and access approvals necessary for the museum.
- Obtain letters of intent from potential partners, including the Boeing Co. and the Museum of Flight.
- Complete a financial plan by Jan. 31.
- Show that Snohomish County supports the museum.
- Provide a design and construction schedule by the end of January.

Partnership agreements with Boeing, the public facilities district and the museum must be in place by March 31.

Boeing's nearby tour center for its airplane manufacturing plant is the county's largest tourist attraction, but tours take only 70 minutes and aren't offered on weekends. Therefore, visitors rarely spend the night—



and dollars—in Snohomish County. Proponents said coupling a new aviation museum with Boeing plant tours could boost tourism in Snohomish County by approximately 200,000 visitors every year, generating \$3.2 million annually. Boeing's gift shop, now housed in a separate building from its tour center, would be moved into the same facility, increasing retail revenues as well.

Plans call for one building to serve as an aircraft-exhibit hangar; another would house the aviation museum, a gift shop, a restaurant, Boeing's tour center and a theater. Two meeting rooms would serve as an education center for Snohomish County schools and a conference center for area businesses. Plans also call for the eventual addition of a 150 room hotel.

Under the plan, the county would own the facility and lease it to the museum and Boeing, with the Museum of Flight managing operations and providing exhibits. The county would provide \$3.4 million in public facilities district funds to back county bonds to finance its construction. The airport would invest about \$500,000 in cash upfront and \$150,000 a year. Under state funding requirements, the project would have to begin construction by 2004.

CONTACT: Dave Waggoner, director of Snohomish County Airport-Paine Field. dave.waggoner@co.snohomish.wa.us or 425.353.2110