

# CURRICULUM VITAE

## **BROOKS WEISS, AIA**

*Architect, Planner & Entertainment Designer*

### **PROFESSIONAL CAREER GOALS**

My professional goals include meeting challenging leadership roles within excellent projects, working *out-of-the-box* to reach new, global quality solutions, participating with extraordinary teams of professionals, to meet and exceed the expectations of my Clients, and to learn and enjoy myself in the process.

I have been fortunate to be able to participate successfully, in multiple situations, in the marketing, conceptualization, planning, design and management of important projects worldwide.

### **EDUCATION, REGISTRATIONS & MEMBERSHIPS**

Bachelor of Architecture (5 year degree) 1969 University of Florida  
Registered Architect AR 0005996, State of Florida, 1973 (active)  
NCARB Continuing Education Courses, ongoing CEU courses  
Registered Architect No. 5913, State of Georgia, 1986 (inactive)  
NCARB Certificate No. 874, 1986 (inactive)  
Urban Land Institute (ULI) (active)

### **RETAIL ENTERTAINMENT EXPERIENCE**

#### **eCITY: Entertainment Retail, Hospitality & TOD Urban Village Samsung EVERLAND, Seoul, South Korea**

Master Planning/Entertainment Design Consultant 2000-2001  
The HOK**Planning**Group, St. Louis

Planning/Design of separate, but integrated elements of the solution include: Entertainment Retail Zone (400,000+ SF), Multiple Hospitality site identifications/designs, Light Rail alignment & station locations, Neo-Traditional Transportation Oriented Urban Village design/planning within overall Master Planning effort of a 3500+ acre mixed-use property in an suburban area of heavy topography. My responsibilities included active participation w/ Client's professional design team (in US & Asia) and primary leadership role within HOK's team of landscape architects, planners & illustrators. Commission completed in September 2001.

**HERON City Stockholm - Kungen's Kurva, Sweden** [www.heroncity.se](http://www.heroncity.se)

Senior Project Architect, Planner &amp; Designer

1998-99 @ URS Entertainment Services (project begun @ HOK STUDIO E)

A 400,000 SF, 3 level climate-controlled Entertainment Retail Center anchored by an AMC 24 Cinema, and supported by an 1850 vehicle parking structure. The project was a Joint Venture design between HOK Studio E & Fitch~ London. Creating the concept together, we were responsible for the overall Master Plan of the site, the imaging of the structures from the freeway and the exterior architecture. Fitch~ carried the responsibilities for the interior design and signage/graphics. My responsibilities included: primary day-to-day direction of the project team in London, direct participation in the overall design, Client contact & Team presentation to the owner, Gerald Ronson, coordination and direction of the local Architects and Engineers in Stockholm, show design creation and coordination with specialty Consultants, and design of the project's icon tower.

**HERON City Santa Cruz - near Lisbon, Portugal**

Senior Project Planner &amp; Designer

1999-2000 @ URS Entertainment Services

A 450,000 SF, multi-level open-air Entertainment Retail Center with similar retail, restaurant, entertainment, cinema, hospitality and structured parking components to *HERON City Stockholm*. My responsibilities included site planning, area evaluation and documentation and presentation of the final concept.

**CityWALK - Themed Entertainment Retail Complex****Universal Studios Florida, Orlando, Florida** [www.citywalk.com](http://www.citywalk.com)

Senior Designer for the Schematic Phase, 1995-96 @ HOK Studio E

A highly themed contemporary 350,000 SF Entertainment Retail and Restaurant & Club Complex, anchored by a 16-screen Loews Cinema, *Emeril's*, *Jimmy Buffet's* and *Bob Marley's* and several other themed restaurants. The 12-acre site lies between the 20,000 car Parking Structure and the Theme Parks. *CityWalk* acts as the "catcher's mitt" for Guests entering and exiting the two Theme Parks, offering them and local Residents a world-class series of varied dining and entertainment experiences.

**FREE STYLE PARK – Entertainment Retail & Night-time District, as part of Multiple-gated Attraction Park****FreeStyle Parks International, Antalya, Turkey**

Master Planner and Designer, ITEC Entertainment, 2009

150,000 SF Entertainment Retail Zone including themed Restaurants, Retail, Group Sales and multiple Club venues as a gateway to seven themed attraction districts. This project is in response to the 200,000 hotel rooms now existing along the Mediterranean Coast at Lara Beach, catering largely to Russian and German tourists.

**Arena Central - Birmingham, England**

Senior Designer &amp; Show Creation, 1998-99 @ URS Entertainment Services

(project begun @ HOK Studio E)

Participant in initial brainstorming sessions and creation of the Concept with Fitch~ London, for the Entertainment Retail components of a proposed 550,000 SF Mixed-use/Office/Hotel/Residential redevelopment in Downtown Birmingham. Further responsibilities included the creation of the themes and show design for the Entertainment Retail and Attraction venues, then writing their descriptions for submission and approval by the governmental authorities.

## MIXED-USE EXPERIENCE

### ***American Tobacco Historic District – Durham, North Carolina***

Senior Designer and Planner 1999 Entertainment Services

Retrofit design for the existing site and manufacturing facilities of American Tobacco, involving a number of large buildings built over a period of time. The concept was developed, based on the Developers' desire to create a mixed-use urban experience celebrating a major force in Durham's heritage. The Lucky Strike and Old Bull buildings were adapted for use as boutique hotels, with a new Reception/Meeting Area placed in a highly retrofitted one-story building that lay between. The Power Plant was a series of Restaurants, Bars and Clubs featuring much of the old boilers and piping existing in the five-story structure. A new Retail structure, Parking Garages and a new Performing Arts facility were added to complete the mix.

### ***Wolfsburg 2025 - Wolfsburg, Germany***

Senior Project Designer & Planner, 1998-99 @ URS Entertainment Services  
(project begun @ HOK Studio E)

An international Urban Design competition to create the *VISION PLAN* for the maturation of Wolfsburg, home of *Volkswagen*.

Working directly with Chris Miles, I participated in the marketing & initial Client meetings in Germany & the creation of the 2025 Concept & Presentation. My contributions included creative theming, image identification, publication of the winning submission document, design and planning of the *Challenge District, Theme Park*, and other retail and commercial design components.

### ***Blackpool Tower - Blackpool, England***

Co-creator and Co-designer (with Chris Miles), 1998-99 @ URS Entertainment Services (project begun @ HOK Studio E)

Site visit and documentation of the 1895 Icon for the premier seaside resort town of Blackpool, and quite possibly the first example of Location Based Entertainment in the world! Building contains an Aquarium, Circus, Ballroom, and is of high exterior and interior historically architectural significance. Tasks included the photo-documentation & analysis of the existing facilities, creation of *the BIG IDEA*, and a study to reposition the Tower Building for the future tourist and resident markets of Blackpool.

### ***BAYSIDE – Town Center and TND Resort Community, Fenwick Island, DE***

**Carl M. Freeman Companies** [www.livebayside.com](http://www.livebayside.com)

Design Architect and Urban Planner for Town Center & Residential Products  
The Evans Group 2003-04

A 900+ acre environmentally appropriate development on Assawoman Bay, including a TND Town Center with Town Hall, Fire Station, Church, Golf Clubhouse, Hotel and Wellness Center/Spa modeled on a Coastal vernacular architecture. I directed and oversaw the design of thirteen different Residential products, including lofts over retail, multi-family, townhomes, and a series of price-point single family homes in four architectural styles. Each village having its own Community Recreation Center.

### ***Cape Metropole – Capetown, South Africa***

Planner, 1997 @ HOK Studio E.

A Casino-driven, Mixed-use Development, containing Hotels, Office and Residential meant to revitalize the downtown and waterfront of Capetown.

## HOSPITALITY EXPERIENCE

### **Royal Pacific Resort – Universal Studios, Orlando, Florida**

[www.loewshotels.com/en/Hotels/Royal-pacific-Resort](http://www.loewshotels.com/en/Hotels/Royal-pacific-Resort)

Special Design Consultant to Fugleberg Koch Architects (FKA), 2000  
New 1,000-key Hotel & Convention Resort at Universal Studios Florida  
Tasks included providing design guidance for a 200-seat Restaurant (*Emeril's* premier "*Tchoup Chop*", Interiors by David Rockwell) a 70,000sf Convention & Function Building, a 60,000sf Reception Bldg. & interfaces with 3 multi-story Hotel Towers. Other responsibilities included lead liaison relationships with the interior designers, landscape architects, lighting designers, and building consultants. My Asian travel and experiences were of great benefit to this Balinese-themed commission. Also, my past relationships as Design Director of FKA, and with Universal Creative provided me with insights into the culture and workings of this internationally known entertainment company and their representatives.

### **Bayside Hotel and Wellness Center/Spa – Bayside at Fenwick Island, DE Carl M. Freeman Companies**

Design Architect at The Evans Group 2004

115-key Boutique Hotel on Jack Nicklaus Signature Golf Course and 60,000 SF Wellness Center/Spa with skybridge connector.

## THEME PARKS & ATTRACTION EXPERIENCE

### **The Revenge of the Mummy- The RIDE – Universal Studios Singapore Resorts World Sentosa, Singapore 2009**

[www.rwsentosa.com/Attractions/UniversalStudiosSingapore](http://www.rwsentosa.com/Attractions/UniversalStudiosSingapore)

Producer and Facility Architect for \$25 M, 65,000 SF Attraction, ITEC Entertainment  
Responsibilities included Survey and Documentation of existing attraction in Orlando, development of new theme and scenic design of three of eight scenes, transmission of facility data to Architect-of-Record and ITEC Staff in Singapore, development of resource data for submittal to Singapore Fire Officials and overseeing Document Control, and interface with multiple technical and scenic vendors supplying services.

### **Rajahland Theme Parks - New Delhi & locations in India**

Entertainment Design Consultant to Lighthouse Creative, 2002.

Master Planning of new Theme Parks, Water Parks, 200,000sf Entertainment Retail Centers within Mixed-use Developments. Annual attendance estimated at 1.5-2 million for Theme Parks, 750,000 for Water Park. Other sites include Hotels/Commercial.

### **Galaxy Theme Park - Lisbon, Portugal**

Senior Designer, Planner & Project Design Architect, 1998-2000

URS Entertainment Services

Concept, Master Planning and Architectural Schematic Design Services & Documentation for a 1.5 million annual attendance Theme Park. Assistant Design Director and Resource Manager to a team of ten architects & graphic illustrators for the 57 hectare (140 acre) Theme Park. My responsibilities included the concept & design of the Mainstreet Entry & Hub; *Old Portugal*- one of the 5 sub-themed districts; the F&B/BOH/Service strategy and access loop; and the two structured Carparks for a total of 3,000+ cars. I also mentored to the staff in the creation of 100,000+ SF multi-level Entertainment Retail/Entry Experience to the Theme Park.

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**LEGOLAND California - Carlsbad, California**

Design Manager & Project Architect, 1996-97 @ HOK Studio E

After visiting the LEGO Parks In Denmark & England, I worked directly with LEGO's Designers & Managers from Schematics through Design Development on this 29 acre (in-park), 1.4 million annual attendance, \$125 million USD Theme Park. My responsibilities included weekly interaction & direction of ten designers @ HOK Los Angeles, local consultant architects, designers and planners, engineers, and vendors in both L.A. and Carlsbad. My design tasks responded to all built components in the Park, as Art Director or Designer, and coordination of Area Development, F&B venues and BOH/Administrative Services.

**Sunway Lagoon Water Park - Kuala Lumpur, Malaysia**

Conceptual Planner/Design Consultant, 1995 to Malik Lip & Associates. Phase II Expansion included development of Lagoon-edge Promenades, Passive Parks with attractions, F&B and Group venues, and inclusion of existing Amphitheatre.

**SamaWorld Theme Park - Kuala Lumpur, Malaysia**

Design Director, 1994-95, Independent Consultant to the Malaysian Owner.

A special experience in my life, SamaWorld was a \$150 million USD Theme Park in the Genting Highlands, a mile *above* K.L.! I came to the project to complete the original design and direct the Tender Documentation Phase and Construction of what might have been a truly unique Park. As Design Director, I worked directly with the Project Director, Lee Nesler, and maintained direct daily contact with the Client and Bovis, the Construction Manager, and directed the design aspects of ten talented designers and the local Malaysian architects & engineers. My design tasks included Park building components & Area Development within the Park, logistical strategies outside the Park, Show Design, Identity graphics/Signage, a 1200 vehicle Carpark & the Employee Residence Compound.

**LuLu Leisure Island – Abu Dhabi, United Arab Emirates**

Special Planning/Design Consultant, 1991 to HHCP Design International

Paid International Competition (which we won!) for a 1350 acre manmade island, \$1 billion USD Leisure & Cultural Development in Abu Dhabi Bay. Responsibilities included team management, cultural research, client contact with German partner (fUb/Wenzel & Partner BDU), design/art direction/coordination of several religious & culturally Historic Village components, Water Park and other entertainment, agricultural and animal venues throughout the island.

**Awaji Sealife Park & Amusement Park – Sano Island in Osaka Bay, Japan**

1990-91 @ HHCP Design International

1) *Sealife Park*- Team Architect & Associate Designer for this \$1 billion USD state of the art Marine Mammal Park with 30 major attraction structures; 2) *Amusement Park*- Project Architect/Designer, managed design team, wrote the themed concepts, art directed themed architectural images, and published Concept Document for this five-acre Second Gate.

**Worldpark – Baltimore, Maryland (Westinghouse Corp.)**

Senior Project Planner/Designer/Manager 1990-91 @ HHCP Design International

A Cultural Theme Park representing the religions and philosophies of Asia, and bringing them to the population of the Northeast Corridor of the USA. Park Concept portrayed the cultures of 7 primary countries of Asia, using the travels of Marco Polo. The *Whole Earth Pavilion* was proposed to monitor the health of the planet.

***Gardaland Theme Park- Castel Nuovo (Verona), Italy***

Senior Project Designer/Planner 1990-91 @ HHCP Design International

An intensive 5-week (living and working on-site) Master Plan/Study to review Park Expansion plans, Guest experience, Theming, Circulation, Ride mix, Operations, Vehicular arrival & Parking issues, Identity & Signage and the long-term capitalization/implementation of Master Plan.

***Leofoo Village – Taipei, Taiwan***

Senior Project Designer/Planner 1990 @ HHCP Design International and FUTURIST Ride & Show

The complete master planning and redesign of the existing *Leofoo Safari Wildlife Park* into a 250 acre Theme Park, Sports/Recreation & Golf Complex, a Cultural Center, and Destination Resort Hotels themed to each of the sub-theme zones of the Park. Entered through the *Chinese Garden*, the continents of the world came alive to all visitors. Animals were “re-environmentalized” into each zone, still maintaining their natural habitats. This concept was later implemented by another design firm and built in a *surprisingly similar manner* as we had originally designed!

**TRADITIONAL ARCHITECTURE**

Prior to 1989, my most significant architectural experiences occurred at my own firm, **Catalyst Architecture Inc.** (1977-89) in Orlando. I was President and the Design Partner, and involved in all aspects of a general architectural practice and a corporate member of A.I.A. Here are but a few of the representative projects in several market areas:

***Commercial:*****Sand Lake IV Office Building – Orlando, Florida**

Land Planner & Co-Designer 1987, for the Pizzuti Company, at Catalyst Architecture  
A 10-story, \$9 million USD, 126,000 SF Office Tower over a 480 car Parking Garage, located in south Orlando, FL.

***Government:*****Orlando International Airport, Phase II Expansion - Orlando, Florida**

Associate Designer to KBJ Architects' Walter Taylor, 1987-88 at Catalyst Architecture  
This \$400 million USD Landside Terminal & 24 gate Airside Terminal, including new FIS facility, 400-key Hotel, & Parking Garage.

**Winter Park Civic Center – City of Winter Park, Florida**

Partner-in-Charge & Designer 1986 at Catalyst Architecture for City of Winter Park  
A \$1.4 million USD, 12,500 SF, multi-purpose meeting facility w/ catering kitchen & breakout rooms.

***Education:*****Dr. Phillips High School – Orlando, Orange Co., Florida**

Design Principal 1986-87, at Catalyst Architecture for Orange County School Board  
The first new High School built in Orange County in 25 years! “The Educational City of Tomorrow” a 2,500 student capacity, \$25 million USD, 330,000 SF facility on 50 acres, adjacent to Universal Studios Florida.

**Residential:****5 Senior Living Communities for OXFORD Development in Florida, Georgia and North Carolina & Prototype Manual**

PIC/Design Principal 1984-88, at Catalyst Architecture for five 250 – 350 unit luxury communities, \$15 million USD (average), with 25,000 SF Commons Bldg., Independent Living Units & Assisted Living component on 25-40 acre sites; also I co-authored with Oxford's Director of Technical Services, a 200 page illustrated Development & Design Manual for this market product.

**Sun Bay Club Condominiums – Maitland Center, Florida**

PIC & Designer/Planner 1983, at Catalyst Architecture for this *Builder's Magazine* Grand Award winning project. Master Plan & Design of 54 unit, \$2.5 million USD, on Lake Dunn w/ Recreation Bldg., pool & tennis.

**Historic Preservation & Adaptive Reuse:****Dr. Phillips Center for the Performing Arts – Orlando, FL**

PIC & Design Principal at Catalyst Architecture for this \$4.2 million USD, 65,000 SF, adaptive reuse of Orlando's 1926 Power Plant into a multi-functional home for the Ballet, Opera, and Theater Companies of Orlando. A joint effort with other design firms in Orlando.

**INTERNATIONAL LIVING & TRAVELING EXPERIENCES**

Italy (6 wks), France, China, Singapore, Taiwan, Malaysia (1.5 years), Sipadan, Thailand, Viet Nam, South Korea, Brunei, Bali, Saudi Arabia, Sweden, Mexico, Malta, Barbados, Antigua, Nassau, Puerto Rico, Jamaica, St. Lucia, Germany, England (3 mos), Denmark, Spain, Portugal, St. Louis (8 mos) & Los Angeles (6 mos)

**INTERESTS & PASSIONS**

Travel, Photography, Creative Writing, Reading, Scuba Diving

**REFERENCES**

Mr. **Bill Coan**, President of ITEC Entertainment Corporation

Voice: 407.226.0200 Orlando, FL

Mr. **Don Evans**, President of The Evans Group

Voice: 407.650.8770 Orlando, FL

Mr. **Mark Woodbury**, President of Universal Creative

Voice: 407.224.3000 Orlando, FL

Mr. **Steve Baker**, President & CEO, Baker Leisure Group Inc.

Voice: 407.351.0425 Orlando, FL

Mr. **Chip Crawford**, Sr. VP, Director, HOKPlanningGroup

Voice: 314.421.2000 St. Louis, MO

Mr. **Ron Pizzuti**, Chairman & CEO, Pizzuti Realty/Development

Voice: 614.280.4000 Columbus, OH & Orlando, FL

Mr. **Adrian Gorton**, Design/Art Director- Film & Themed Entertainment

Voice: 310.874.2156 Los Angeles, CA

## PORTFOLIO

I have numerous examples of my work available. These include master plans, conceptual and technical drawings, written documents and art-directed renderings of many projects for which I have been responsible. I am very happy to compile work examples pertinent to a specific Client and/or project request. I also have assembled a compilation of work for general review.

## PERSONAL NOTES

Born in Glen Ridge, New Jersey, my family relocated to St. Petersburg, Florida when I was fifteen. I graduated from the **University of Florida's College of Architecture (5-year program)** at twenty-two years of age. I married my high school sweetheart, Susie. We have two daughters, Stacey and Samantha. We have lived in Winter Park since 1976, in a home we designed and completely renovated/expanded in 1981.

I am in excellent health, exercise regularly and have never smoked cigarettes. I have completed the 14-week Dale Carnegie Course in effective speaking, human relations and leadership. I have been active in the Presbyterian Church, served on the Boards of the Orlando Theatre Project, the Boys & Girls Clubs of Central Florida, and the Downtown Orlando YMCA. In addition, I have been a member of the Kiwanis Club, the Associate Board of the Florida Symphony Orchestra, and a Trustee of the Ivanhoe Foundation (for the development of The Dr. Phillips Center for the Performing Arts). I recently served on the fund raising committee of the Preserve *CASA FELIZ*, a successful historic preservation effort in Winter Park, FL.

I have been active in the American Institute of Architects, where I was **President of the A.I.A. Mid-Florida Chapter** in 1985. I Co-Chaired the A.I.A. Urban Design Committee in 1986, and was a member of the Steering Committee for the A.I.A. National Convention in Orlando in 1987. I have been an active participant in community and A.I.A. sponsored charettes and workshops throughout Florida since 1972. I also maintain current membership in the **Urban Land Institute** and am a former member of **IAAPA**.

I maintain a strong network of relationships with architects, planners, designers, show producers, manufacturers, producers and fabricators of themed entertainment components as well as retail & feasibility experts the world over. My photographic files include over 10,000 images of people, places, buildings, art, details and landscapes, captured by me all over the world.

## CAREER PATH

### **ITEC Entertainment**

**9.2008 - 2.2010**

Producer/Show Architect

Producer for *The Revenge of the MUMMY* for Universal Studios Singapore on Sentosa Island. Working with a team of talented design/engineering professionals in Singapore and Orlando, Brooks managed the interface of Show & Facility design, signage/graphics package and challenges associated with this \$25+ Million USD entertainment attraction. Brooks has also been the key planner for *FreeStyle Lara Park* in Antalya, Turkey, with primary responsibility for the Entertainment Retail and Nighttime Village at the heart of this 850-acre attraction.

### **The Evans Group**

**5.2003 – 8.2008**

Vice President/Director of Urban Design

In charge of Mixed-use, Entertainment, Retail & Special Projects, including Bayside, a 900-acre project with multiple residential villages with Town Center on the bay in Delaware; Independence Park, a 43-acre mixed-use residential, office and retail PUD in Tampa; Dock Maarten, a boutique hotel, uplands condo retail and restaurant mixed-use project in Phillipsburg, St. Maarten; and Plaza on Main, a mixed-use urban redesign of a city block in Downtown Sarasota, Florida. While at The Evans Group, Brooks also has retained his relationship with HOK PlanningGroup and has done a waterpark and themed entertainment/retail core components for a new town in Doha, Qatar and the Gold Coast Railroad Museum in Miami, Florida.

### **WeissDESIGN**

**4.2000 – 5.2003**

Principal/Sole Proprietor

Specializing in Entertainment Design, Planning & Architecture.

Offering a customized team approach to Clients worldwide for placemaking, themed entertainment retail venues, theme parks, urban design, historical, cultural, and mixed-use projects.

### **URS Entertainment Services**

**3.1999 – 4.2000**

Senior Associate & Senior Designer/Planner

Moving with 25 colleagues from HOK Studio E, I maintained my senior status and responsibilities for key projects such as theme parks, entertainment/retail venues, animal exhibits, historic adaptive reuse projects in the USA and Europe.

### **HOK Studio E**

**11.1995 – 3.1999**

Vice President & Senior Designer/Planner

The first professional employed at the outset of the creation of this new entertainment company within HOK. I was responsible for recruiting new staff, design and set-up of the new studio, and placed in primary design/planning roles on such projects as Universal Studios CityWalk, Orlando, LEGOLAND California, HERON CITY Stockholm, & RAJAHLAND Theme Park, New Delhi.

### **FUGLEBERG KOCH ARCHITECTS**

**9.1995 – 11.1995**

Director of Design

**4.1993 – 4.1994**

Director responsibilities of a leading architectural firm of 75 people with a national reputation for hospitality, multi-family residential, and entertainment retail. Duties spanned lead design roles and direction of teams for planning and design. With partners' permission, I took a sabbatical to become the Design Director for SamaWorld Theme Park in Kuala Lumpur.

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- SamaWorld* Theme Park Sdn. Bhd.** **4.1994 – 8.1995**  
Design Director  
Independent Consultant working directly for the Malaysian company to complete the planning, design, and construction of a \$150 million USD Theme Park near K.L. I worked with a world-class team of American designers (see description, p. 4).
- C. T. HSU INTERNATIONAL INC.** **10.1992 - 4.1993**  
Project Director
- WEISS Design Studio** **7.1991 – 10.1992**  
Principal/ Sole Proprietor
- HHCP Design International Inc.** **10.1989 – 7.1991**  
Senior Project Designer  
Significant involvement in Awaji Sealife Park, Japan, including a second gate themed attraction park; Leofoo Village, Taiwan; Lu Lu Island, Abu Dhabi; Minachuchi Cho Destination Resort; World Park, Maryland and other attractions worldwide.
- CATALYST Architecture** **4.1977 – 10. 1989**  
**President/Design Partner**  
General architectural practice in Orlando focusing on Education, Commercial, Residential and Historical/Adaptive Reuse projects.

**END**