

Homepage GENESIS-LAND

1. The Idea

We are planning the creation of a biblical theme-park called The Land of Genesis. You might ask yourself what the point of such a theme-park could be. In Europe, particularly in German-speaking Europe, we are experiencing a lot of discussion about whether teaching the biblical narrative should be removed from the school curriculums. In so doing, western society faces depriving its children of the knowledge about the basis of its culture: the Bible. We would like to transmit the story and message of the Bible in a modern and active way. We are convinced that people today respond to this mode of transmitting knowledge and will therefore also visit this theme-park.

We would like to transmit the story and the message of the Bible in an active and exciting way, so that many people in our society may have the opportunity to experience up close the most wonderful and fantastic love story of all time, the love story of our Creator with His creatures. With this theme-park we would like to open people's hearts to God and Jesus Christ, and thus give them the opportunity to understand and accept the Good News.

The Land of Genesis Project considers itself to be an interdenominational project realized by people who confess the Christian faith. The theme-park is to be run according to business principles and thus with time should bring in revenue which will enable it to carry out future investments. With this theme-park we would like to create for the public a place of active experience and at the same time of reflection.

2. Concept

2.1 General Concept

The Land of Genesis theme-park is conceived as being a journey in time through the history of mankind from Creation to the Fulfilment, in such a way that the visitor will be able to perceive the connecting thread which weaves through the entire biblical narrative. In the centre of the theme-park stands a construction in the form of the Ark of Noah, built according to the original size. The imposing dimensions of the ark will give the visitor a remarkable impression of its immensity. Four thematic pavilions will be built in the four corners of the park, alluding to the Earth's fundamentals as well as to the four elements: earth (Creation), water (the Flood), air (the Spirit – Jesus Christ) and fire (the End Times).

The park is arranged in three parts: on the left is time from creation until the Flood, in the middle is the Old Testament from the new beginning for mankind after the Flood until the prophet Malachi (the Book of Malachi is the last book of the Hebrew Bible, ca. 400 BC), and on the right is the time from Jesus Christ until the end times and the Fulfilment, that is, the creation of a new heaven and a new earth. The layout of the park logically leads the visitor on a chronological journey from Creation until Fulfilment.

2.2 Terrain

With over 40 attractions and buildings planned, the park requires a terrain of around 30 hectares. In order to allow for a further expansion of the park, we are assuming the need for a terrain of at least 50 hectares, which is equal to a surface area of 500,000 m² or the equal of 70 football pitches (the FIFA regulation-size football pitch is 105 m x 68 m = 7140 m²). The prerequisite for finding and determining the future terrain of the park is the already completed preliminary study as well as a detailed report on tourism and traffic in the possible localizations.

Definite decisions

- Park size surface area of around 500,000 m²
- Integral execution
- Implementation in stages
- Possibility of overnight accommodation within the park installations or outside
- Concrete presentation of possible contractors
- Program of execution
- Set date for start of construction and for opening

The optimal terrain for the park would be located in a natural area with plenty of water.

2.3 Tourism and traffic

The theme-park is an enclosed site which serves:

- entertainment and diversion
- formation and learning
- recreation and activity
- fun and play

The adjoining gastronomical and sales facilities as well as various types of places for overnight accommodation round out the proposal for this tourist destination.

An absolute must is the integration of the entire park in a green landscape with a lot of water. An intact fauna and flora which does not only need to be artificially created but is also naturally present in the near surroundings.

In order to be able to handle the necessary and expected visitor capacity, both private and public systems of communication (by air, rail, water and road) must be optimally present. The concept of the park's own water and land transport possibilities should be attractive and efficient.

Since theme-parks normally depend on a high number of visitors for commercial success, location is of utmost importance. The attractiveness of the location depends on:

- a proximate quantitatively large and qualitatively interesting source of demand which consists both of permanent residents as well as temporary visitors (tourists).

- the accessibility of the park (highways, train connection)
- the climate, average temperature, frequency of precipitation
- availability of land for construction. Theme-parks need large adjoining spaces with the lowest possible price for land.
- the business competition situation and the available infrastructure
- the political and legal frame. The political situation is to be especially taken into consideration, since this factor can account for a significant prolongation of the planning process and can thus significantly raise costs.

Therefore, only large, heavily frequented areas in the German-speaking part of Europe can be considered as possible locations. Population, number of tourists from the whole world and number of overnight stays are measurable factors for the choice of the location.

Presently we have inclined ourselves to give the following to locations a closer look:

- Berlin

In Berlin there are three possible locations being examined. From the 19th to the 21st of September, 2007, the "Bewegte Stadt" ("City on the Move") Congress took place in Berlin. This congress dealt with the future appearance of Tempelhof Airport. On our part, three persons participated in the congress and were able to make some valuable contacts.

- Rhine/Main Region with a focus on Heidelberg

The region of the Rhine and Main represents a densely populated yet at present not oversaturated market.

Switzerland and Austria are probably out of the race as a possible location of the park (too small a market), and Munich is also not being considered as a location.

Various amusement park studies have come to the conclusion that the greatest part of visitors comes from an automobile travel time radius of 1.5 hours (inhabitants and tourists). Also, with the Land of Genesis a further segment of visitors come into consideration, namely, religious people from the whole world who would not visit a "normal" amusement park.

2.4. Interactive learning / multimedia

Besides the thematic pavilions, the railways and the other attractions, "Interactive Learning" will also have a significant role in the park. Interactive Learning will offer the possibility of presenting different biblical topics in an interactive way especially to kids and young people.

Interactivity signifies the characteristic of software, for example, to offer the user various input possibilities and choices. The goal of this is to stimulate the visitor to a higher level of personal activity and creativity.

The presentations and shows, especially in the four pavilions, will be carried out with multimedia. Presentations using different means and media are nothing new. However, multimedia distinguishes itself above all through the use of digital material. The essential thing in multimedia is the integration and simultaneous use of different

media such as text, graphics, video and sound in one medium. Nevertheless, besides the use of multimedia, interactivity, multitasking (simultaneous execution of multiple processes) and parallelism (parallel use of multiple media presentations) also play an important role.

2.5 Gastronomy / Merchandising

Different restaurants and snack bars will be set up in many places on the premises of the park. The restaurants will serve above all specialty dishes of the different time periods. The most important restaurants are located in the following places:

- City of Enoch, pre-Flood age
- Panorama Restaurant on the Tower of Babel, post-Flood age
- Desert Tent Restaurant, time of Abraham and the Old Testament
- Amphitheatre, Roman times
- City of Jerusalem, times of Jesus Christ

Various shops and ateliers are planned in the different cities and attractions where historical garments, commodities, art work and souvenirs will be sold. We expect that these shops will be run by independent entrepreneurs on their own account. The main shopping mall will be the City of Jerusalem, which is located close to the parking entrance.

Hotels and accommodations will be planned once the characteristics of the location of the park are known. Possibilities ranging from a desert tent youth hostel to four star hotels are foreseen.

3. Actions

3.1 Project Phase 3

Having concluded Phase 2 of the Project (Preliminary Study), we are now starting Phase 3, the Feasibility and Localization Study, which should be concluded by the middle of 2008. Phase 3 has the following objectives:

- Deciding on the location
- Deciding on the size of the theme park
- Gaining political support for the project in its location
- Popularization of the Project

To achieve these objectives, we have planned the following actions for the next half year:

- Realization of a Feasibility and Localization Study
- Draw up a business plan (taking into account the results of the study)
- Calculate the investment costs
- Evaluate possible locations
- Acquire financial resources for the Detailed Study
- Create an overview map in 1:500 scale
- Create a simple model of the park in 1:500 scale 500

Redesign our homepage
Hold a press conference

According to preliminary estimates the costs of Phase 3 of the GENESIS-LAND project will be about 250,000 CHF. The most expensive element within that is the Feasibility and Localization Study. We hope that this study will provide us with a more solid basis for making decisions on the location, size and means of financing of the park.

3.2 Calendar

Calendar		2005				2006				2007				2008				2009				2010				2011			
Nr	Actions	1. Quarter	2. Quarter	3. Quarter	4. Quarter	1. Quarter	2. Quarter	3. Quarter	4. Quarter	1. Quarter	2. Quarter	3. Quarter	4. Quarter	1. Quarter	2. Quarter	3. Quarter	4. Quarter	1. Quarter	2. Quarter	3. Quarter	4. Quarter	1. Quarter	2. Quarter	3. Quarter	4. Quarter	1. Quarter	2. Quarter	3. Quarter	
0	Preparation	█																											
1	Preliminary Study Realization				█	█	█	█																					
2	Feasibility Study Financing								█	█	█	█																	
3	Feasibility Study Realization									█	█	█	█																
4	Detailed Study Realization										█	█	█	█															
5	Project Financing													█	█	█	█												
6	Land Development														█	█	█	█											
7	Project Realization (Construction)															█	█	█	█	█	█	█	█	█	█	█	█	█	█
8	Theme-Park Opening																											█	█
	Project Phase	1				2				3				4				5				6							
	Project Phase 1	Preparation																											
	Project Phase 2	Preliminary Study																											
	Project Phase 3	Feasibility and Localization Study																											
	Project Phase 4	Detailed Study																											
	Project Phase 5	Realization																											
	Project Phase 6	Theme-Park Opening																											

The calendar consists of 6 Project phases. With the finalization of the preliminary study Phase 2 was concluded. Phase 1 included the initial conception, the making of the GENESIS-LAND brochure as well as the hosting of the presentation-evening on the 22nd of June, 2005 in the Krone Hotel in Zurich. The result of Phase 2 is the present preliminary study with the GENESIS-LAND book. This book is the result of the preliminary study which was prepared by our project team, consisting of 12 persons, and which took over a year to execute. The book contains an overview of the park and a DVD with the promotional film. With the decision of the General Meeting of Genesis-Land Co. on the 6th of September, 2007 and the subscription of new stock capital in the amount of 250,000 CHF, we have been able to commence Phase 3.

4. Epilogue

In the beginning we had the idea that we wanted to create something unique, something which still did not exist in the world. Because we wanted to realize some biblical theme, we quickly settled on the idea of making the Ark of Noah. The basic idea back then was to rebuild the Ark of Noah in original size and to make it a meeting place dedicated to biblical and cultural issues. However then we asked

ourselves if this in itself would be attractive enough for visitors, and that is how the idea of building a theme-park eventually developed. We then looked for someone who could make 3D pictures of the ark, and, once that was achieved, we put together a 12-page brochure with those pictures and with some very simple overview pictures of the park. On June 22nd, 2005 a presentation evening for the project was organized in Zürich. In that evening over half of the project team was constituted.

The first project team meeting took place in September of 2005, and with the successive five project team meetings and the so-called “artistic meetings”, the preliminary study was executed in the space of less than one year. It was not always easy to shape the ideas of around a dozen collaborators into one plan, but the differences of opinion were always resolved in a context of mutual respect and in a friendly atmosphere. It was an exciting time of very intensive work, and in this place we would like to most cordially thank all of the participants for the wonderful collaboration, and express our joy at the idea of the further development and execution of this exciting project.

Jona, in September of 2007
Executive Board of Genesis-Land Co.