

# Condé Nast Traveler

SPECIAL ISSUE  
ABU DHABI

TRUTH IN TRAVEL

## Abu Dhabi: RAISING THE BAR

### Theme Park Metropolis

Warner Bros. New Studio City Theme Park Has It All

### Interactive Vacationer

See Beyond the Attractions

### Fine Dining

Studio City's Organic Menu



CELEBRITY WAYFARER:

WILL SMITH



FPO

Abercrombie & Fitch





## 5 Theme Park Metropolis

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## 16 Interactive Vacationer

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## 23 Fine Dining

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MOVE AD HERE



# WELCOME TO STUDIO CITY

*THE WORLD'S  
BEST NEW THEME PARK  
HAS JUST OPENED  
ITS GATES*

FPO

As a child, I loved to travel, not so much for the joys of the cramped journeys in our family's station wagon, but because of the destination. I knew then it was my calling to see the world, and as luck and hard work would have it, I became a senior correspondent for Conde Nast's Travel Magazine, a job which provides a life full of destinations.

When my editor approached me about doing an article for the latest theme park in Abu Dhabi, I fell out of my chair... seriously, I have the bruise to prove it. I'm still a kid at heart, after all, but more importantly, I have a family of my own now, and I have long been promising them a family vacation. I called a family meeting (Connor, 13, Chloe 10, Isabella, 6), and I announced proudly, "I have a surprise for you. There is this new theme park in Abu Dhabi called..."

"WARNER BROS. STUDIO CITY ABU DHABI!!!" They all finished my sentence, even my wife, Nina. Apparently, the Internet has been abuzz about the new theme park, my wife even grabbed her phone to show me a clip her friend, Sarah, had sent her from Abu Dhabi. Sarah has even blogged about it. It seems the only creatures in this family who hadn't heard of the park are myself and our dog, Max, but even he seemed to look at me with a sense of embarrassment. "When do we leave?," my son asked.

## **The Landscape of Amusement**

The capital of the Emirates - Abu Dhabi - is staking its claim as the capital of family vacation destinations by unveiling the next generation of theme parks. The latest addition, "Warner Bros. Studio City," is far and away the most innovative and entertaining theme park in the world.



## THE FLIGHT

Remember how I said it was all about the destination? Well, that held true until I stepped on board Etihad Airlines, an airline which truly does “put the pleasure back in flying.” As the National Airline of the United Arab Emirates, Etihad promises to deliver the best of Arabian culture, and they fulfill that promise and then some. With a focus on each of us as a “distinguished Guest,” we basked in the joy of warm, considerate, generous staff who seemed to always be there when we needed them. It didn’t hurt that each of us could choose our own individual entertainment, and after just a few minutes on board, it became quite obvious why this airline has become the fastest growing airline in the history of commercial aviation.

It was sometime around 8 p.m. when we began our descent into what can only be described as an oasis, a sparkling gem amongst the Emirates, Abu Dhabi. As the lights of the sprawling city glistened across the waters of the Arabian Gulf, the bustling life of the Corniche, a waterfront thoroughfare that provides access to the gulfs turquoise waters and one of the world’s most opulent hotels, and thankfully where we will be residing during our stay, the Emirates Palace, came into view. Set on 1.3 kilometers of beachfront, the palatial structure oozes elegance and wonder even at 10,000 feet. It was truly one of the most magical sights I had ever seen, one that required I wake my kids to experience it first hand.

*We were soon all on board a beautiful new **Etihad Airlines** Super Jumbo Jet bound for **Abu Dhabi***



## THE NEXT MORNING

I woke this morning to all three of my children fully dressed, pawing at me to get ready. It didn’t take much convincing. Who wouldn’t want to jump out of bed when he is in paradise. A quick breakfast at the Cascades restaurant gave me a glimpse at not only some of the finest culinary treats in the world, but the West Wing Adventure Pool proved that Abu Dhabi has positioned itself as a complete destination, one with everything an adult or child could ever want. From the lands that first introduced language and culture, Abu Dhabi has shown a key eye to melding the past with the future, and it has done so with absolute commitment to the entire family. Whether we want to go shopping at the traditional souks for the finest of handmade carpets and textiles or dabble in haute couture at some of the best marble clad malls the world has to offer, Abu Dhabi has it. I mention shopping because, as I mentioned before, I did bring my wife, and she’s like a kid in a candy store here. But shopping will have to wait, for as I savor the last drop of my Arabic coffee, my daughter is pulling on my shirt to get to the park. With all of the other amazing options for family entertainment here, I almost forgot why we came here. But as I was about to find out, Studio City would leave an impression that I would never forget.



## The Landscape of Amusement

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## ENTRY PLAZA

It takes a lot to bowl me over. I travel the world, I have been to exotic locales and walked the halls of the Louvre, but the Entry Plaza knocked me on my butt. Okay, I tripped over a stroller as I was blindly gazing up at the entrance, but let's not dwell on a technicality. It was simply incredible! Alas, it seems we were not the only ones privy to the news Studio

City and Abu Dhabi are the hottest new destination in the world. People were converging from all directions, arriving by train, motor coach, taxi and private automobile, as well as a few brave souls who roller-bladed through the desert air to get into Studio City. Moving past groups of congregating schoolchildren and other specialty tour outings, we followed the entry promenade to the park's main gate. No expense was

spared at the entrance, right down to the ticketing booths, with colorfully emblazoned graphics of Warner Brothers characters set beneath a massive Warner Brothers logo. It was the first of what would prove to be too many photo ops for my 2GB card in my digital camera. No worries, my son will upload the photos to my computer when we get back to the hotel so I can snap during the rest of our stay here in the paradise of Abu Dhabi. We were handed our tickets, together

with invitations to receive our "Keys to the Park" (more on that later), we passed through electronic turn-styles and into a verdant courtyard with decorative shade trees and fountains that misted the breezy desert air. Transitioning from there, we came to a promenade and the beginning of what would become an unforgettable experience in Warner Brothers Studio City Abu Dhabi!



FPO



WELCOME TO **STUDIO CITY** ZONE 1:  
**ACME ADVENTURES**

**LOONEY TUNES FACT**

Spectacular 21st century theme park featuring twenty attractions set within 21 hectares—with an additional 7 hectares set aside for future expansion.



I had almost forgotten how many amazing memories of my childhood were linked to Warner Bros' properties. And my all time favorite character? Bugs Bunny. The sad look he gave that witch when she was preparing to turn him into rabbit stew in that cauldron is one I will never forget. My kids have assured I will never forget that look, because they employ it often whenever they really want something. you know the expression "puppy dog eyes?" Well, I always think "Bugs Bunny eyes" is more apropos. And my kids use it to perfection. Anyway, Bugs was the first character to greet us, along with some of his favorite friends, but watching cartoons simply pales in comparison to what we experienced at the Bugs Bunny & Friends Real Time Animation Show.

**REAL TIME ANIMATION**

Explain Real Time Animation techonology here. Lorem ipsum dolor sit amet adipiscing elit nullum consecutum forgetaboutem joey baggadonuts really knows how to bake.



**BUGS BUNNY & FRIENDS:  
REAL TIME ANIMATION SHOW**

I was immediately transported back to my childhood when I glimpsed these familiar faces from my past, but unlike my black-and-white TV with the "rabbit ears" (pun intended) antenna, this was a real time interactive show that allowed us all to speak to Bugs Bunny and receive a response. Look, my kids and wife are way more computer savvy than I, but even they had no idea how Bugs and Friends were communicating with us, except my 6-year-old daughter, who simply knew they were always real. Apparently, they hear her when she speaks to them on TV, they just can't answer back. Contractual obligations of the union, I guess, but now that they were not just actors, they were allowed to interact. Makes sense, actually. I mean, we don't go to a Broadway show and expect interactions from the actors, no matter what the blue-haired lady next to me during Les Mis believed when she kept trying to warn Valjean that Javert was coming for him.

I've always believed that the only way to truly remember your childhood is to have children of your own, because we forget what life is like when all things are brand new and the wonderment of the world is introduced for the first time. Now I know I could have saved myself the diapers and the vomit if I had just booked a trip with my wife to Studio City. Okay, I jest, and nothing can compare to the magic of being a father... but this truly is something extraordinary.

workin on it





## DUCK DODGERS/ MARVIN THE MARTIAN INTERACTIVE DARK RIDE

That's it, Abu Dhabi has now supplanted Disneyland as the coolest park in the world, and I just got off the second ride. This takes the term interactive to a new level, and by interactive I mean we get to ride on a car through another world, all the while shooting objects that pop up on the numerous screens that appear along the way. It's like being on It's a Small World, but instead of staring at a slew of characters, my family gets to shoot at them.

I'm embarrassed to admit, I was the worst shot of the group, but it didn't matter. I'll quote my son, Connor, who said, "This is awesome!" It sure was. We began by queuing up in a futuristic

airport, preparing to board our rocket ships, complete with Disintegrator Pistols that would be of extreme importance as we joined Duck Dodgers and Space Cadet Porky Pig in their battle against Marvin the Martian for interstellar domination. This ride made video games seem a thing of the past. Nothing quite compares to looking over at your wife and seeing a look of steely determination in her eyes as she shoots space goo at a bunch of Martians. I haven't seen that look since she was locked in a battle of wills with another mom trying to score the last Zhu Zhu Hamster at the mall. By the end of the ride, we were all laughing hysterically and comparing scores. Connor took first place, followed closely by the rest of the family, with me, as I mentioned, bringing up the rear. But it didn't matter. It was a blast, literally and figuratively.



## WILE E. COYOTE DROPTOWER

Walking up through the entrance to the ride, we were greeted by an assortment of ACME products, old favorites from the cartoons: the dynamite, the ubiquitous anvil. We had apparently entered the world of Wile E Coyote, and like him, we could hear the sounds of that dastardly Roadrunner "Meep-meeping" beckoning us forward to join Wile E on the hunt.

In a cloud of smoke and a rush of sound, the Roadrunner tore by us and we were swung upwards into motion as the chase began. With the help of our 3-D glasses, we could see Roadrunner so closely we could almost reach out and touch him, which naturally, we all tried to do. We were almost unaware that this chase was leading us ever closer to the top of the tower. And then we had him, standing on a cliff ledge unable to get away. As we edged towards him the rock way, flipping the Roadrunner neatly behind us to safety as we tilted out over an expansive and terrifying drop. Almost as if in slow motion, we pitched further forward. Coyote turns to us with a look: "Here we go again...", and then we are falling. But this was no fake drop. The entire ride plummeted from 200 feet at stomach churning speed and landed in blast of color, smoke, and noise just like the cartoons. We were all screaming and laughing, and sure enough, when the dust had settled and Wile E. Coyote climbed out from the crater we had created, Roadrunner stopped in front of us for a brief "Meep-mep" before darting off. What a ride!

*WE COULD SEE  
ROADRUNNER SO  
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ALMOST REACH OUT  
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ACME INDUSTRIES 4D THEATER

There was a time when I thought 3-D was the coolest thing available in theater format, but that was before my trip to Studio City. Who knew it would take a trip across the world to learn of a technology my kids apparently were already well aware of. It’s called 4-D, which is one better than 3-D, right? Actually, it’s about 10 better than 3-D, because it doesn’t just attack the visual senses, it goes after all of them.

With an amazingly fun-filled 3-D film thrilling us, replete with all the Looney Tunes characters who were so instrumental in crafting my sense of humor, the theater itself became part of the journey. When things exploded on screen, the seats literally shook and smoke came billowing out of the walls. When something splashed on screen, yep, we got sprayed with water. And it was all fun and games until Marvin the Martian jabbed his spear at us as we were poked in our seat backs. Upon exiting the 4-D theater, I couldn’t help but chuckle at what had just happened, and apparently neither could the rest of the audience members, who spent an uncomfortably long time pointing at me and tittering. If this was the only ride in the park, it would be worth queuing up for, but we’re just getting started.



**THE EXTRA DIMENSION**  
Explain 4D theater. Lorem ipsum dolor sit amet  
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TASMANIAN DEVIL  
RIVER RAFTING ADVENTURE

I honestly never knew how much fun it could be to get wet while not wearing a bathing-suit, but the out of control River Rafting Adventure was a blast. Cranking that wheel around and whipping through the waters, I realized this trip to Studio City was like ten vacations in one. I thought once about inner-tubing down the Snake River, but I think I just did.

EFLMER FUDD’S CATCH THAT WABBIT

Admittedly, unlike my yearning to one day see Wile E. Coyote lay his mitts on Roadrunner, I never wanted Elmer Fudd to catch Bugs Bunny. But catching that “wabbit” was probably never as much fun for Fudd as it was for us in the Splash Battle, a water soaked firing game that proved to be yet another perfectly crafted event.

YOSEMITE SAM’S RAILROAD

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WELCOME TO **STUDIO CITY** ZONE 2:

# ANIMATION NATION

## SCOOBY DOO'S HAUNTED PALACE

I love Scooby Doo. He was my introduction to the mystery long before I picked a Nancy Drew novel, and I have since passed this love onto my children. The great thing is, they all have become very good at figuring out the mysteries right along with Scooby Doo. They talk to the television, imploring Scooby to pick up on the clues they have uncovered. Of course, Scooby and Shaggy never quite getting around to thanking them... until now. With just enough frightening elements to keep the kids and audience intrigued, Studio City has managed to create one of the most uniquely interesting haunted houses ever. It doesn't hurt that our guides are

*LOREM IPSUM  
DOLOR SIT AMET ADIPISCING*



Scooby, Shaggy and Velma, but the incredible thing here is they interact with the audience, allowing us for the first time to help in their quest to catch the ghosts. I was reprimanded for my errant thoughts about the haunted happenings, both by Shaggy and my daughter Chloe, but my wife was lauded as a brilliant investigator. The Scooby Doo gang spoke to us and took our advice. We got to choose which path we would take, what scary room we would enter, and no matter what way we chose, it was a thrill. But wouldn't you know it, at the end of the ride, when we had caught the culprit, it turned out to be a ruse. It was a guy pretending to be a ghost to scare the town. Some things never change.



workin on it

FPO

workin on it

ACME INDUSTRIES 4D THEATER

Okay, this is unbelievably cool. I loved pinball as a kid, but as an adult? It's just never held the same appeal it had once I grew up. But that all changed, cause you ain't seen pinball till you've experienced Giant Pinball. I felt like a Lilliputian playing on Gulliver's pinball machine.

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along on magnetic tracks, but the operative word there is tracks. This ride is trackless. Where you go is up to chance, and wherever those giant paddles would launch us next. That's right, the paddles are operative as well, and nothing quite compares to the anticipation of gliding down that pinball machine towards the uncertain future of where the paddles might send us next.

ACME INDUSTRIES 4D THEATER

I love Scooby Doo. He was my introduction to the mystery long before I picked a Nancy Drew novel, and I have since passed this love onto my children. The great thing is, they all have become very good at figuring out the mysteries right along with Scooby Doo. They talk to the television, imploring Scooby to pick up on the clues they have uncovered. Of course, Scooby and Shaggy never quite getting around to thanking them... until now. With just enough frightening elements to keep the kids and audience intrigued, Studio City has managed to create on of the most uniquely interesting haunted houses ever. It doesn't hurt that our guides are Scooby, Shaggy and Velma, but the incredible thing here is they interact with the audience, allowing us for the first time to help in their quest to catch the ghosts. I was reprimanded for my errant thoughts about the haunted happenings, both by Shaggy and my daughter Chloe, but my wife was lauded as a brilliant investigator. The Scooby Doo gang spoke to us and took our advice. We got to choose which path we would take, what scary room we would enter, and no matter what way we chose, it was a thrill. But wouldn't you know it, at the end of the ride, when we had caught the culprit, it

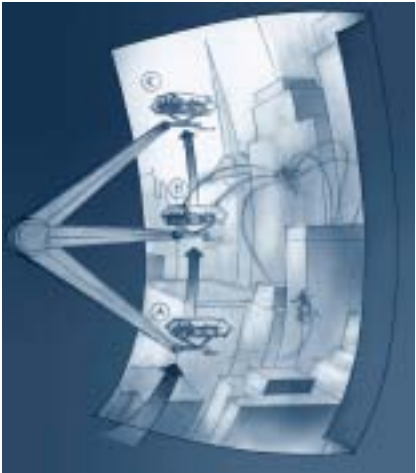






WELCOME TO **STUDIO CITY** ZONE 3:

# DC UNIVERSE



### RIDE ALONG WITH BATMAN

Every theme park has its “star” attractions - and RIDE ALONG WITH BATMAN is clearly one of several at this park. We all remember the Bat Cave from the numerous retellings of the story of Batman, but here we get to not only go inside the Bat Cave (we virtually queue up in the Bat Cave, marveling at all of Bruce’s goodies and high tech weaponry), we are invited to climb aboard the Batmobile and go for a “ride along” with one of the world’s most famous crime-fighters. But buckle up, cause with some of the most dastardly villains ever imagined, riding along with Batman is no walk in the park.

Ride Along with Batman combines never-before-seen motion technology with the thrills of a state-of-the-art free-fall ride. The result is a spectacular show/ride experience that puts you right in the middle of a battle between Batman and the bad guys and ends with an exhilarating, soaring thrill ride off the top of one of the highest skyscrapers in Gotham City and past exploding helicopters. It was like being IN a Batman movie instead of just watching one.

*LOREM IPSUM  
DOLOR SIT AMET ADIPISCING*







**WITH THE HELP OF MASDAR  
SUPERMAN BRINGS  
CLEAN POWER TO THE WORLD**

## SUPERMAN SAVES THE PLANET

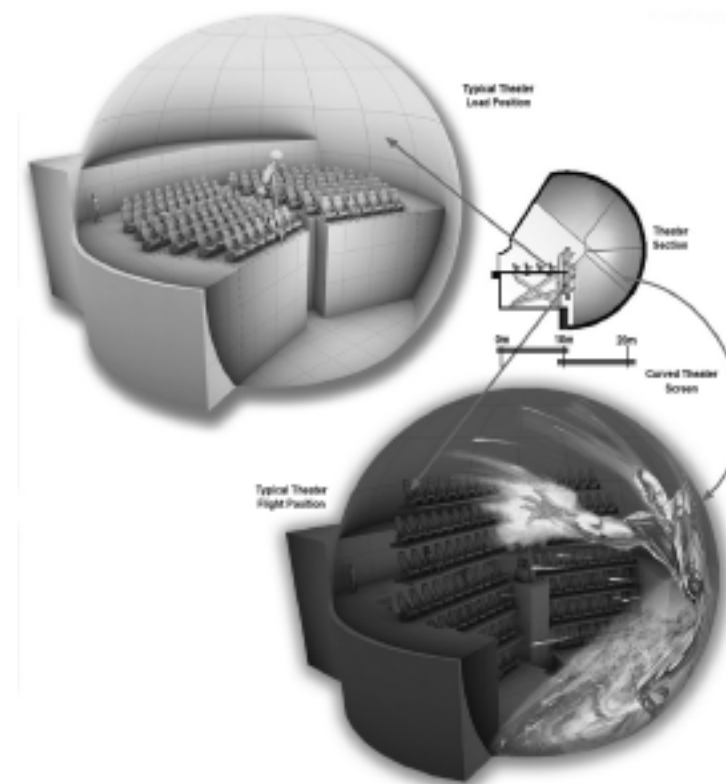
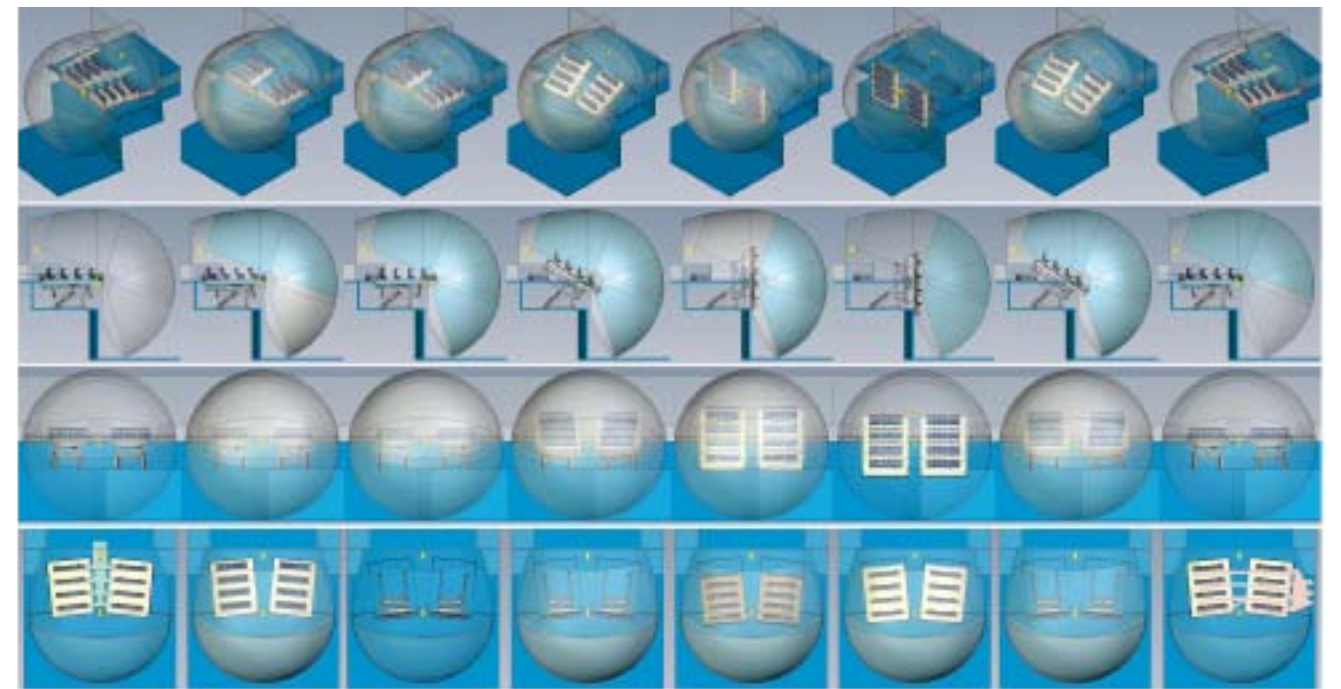
This ride left us all speechless. The experience, the way the theater transformed so that each and every one of us felt as if we were soaring, riding along, right there with Superman himself, the incredible visuals that celebrated Earth and the multitude of life on it. Going a step beyond the usual theme park thrill, we all felt a newfound appreciation for just how wondrous our planet really is.

The story found Lex Luthor back at it again, only this time, he planned to melt the polar icecaps, raising the ocean levels to wipe out the beaches and leave his newly purchased lands

as the most expensive real estate in the world. Of course, Lex Luthor is a greedy man who never thinks about the adverse effects his plans may have on the planet as a whole. Lex has created a Climate Buster machine that is destroying Earth's atmosphere and raising the temperature of the world. He has shut down power grids across the lands, rendering us powerless against his nefarious plan. But when we ride along with Superman, we get to watch firsthand as he saves the day, using technologies from MASDAR, one of the world's leading innovators of renewable and sustainable energy, to bring power back to the world and pull the plug on Lex Luthor and his Climate Buster.

## MASDAR

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## DOME RIDE

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**SOMETHING ABOUT  
DOME FLYING THEATER**





### GREEN LANTERN'S LIGHT

My youngest daughter loved the Green Lantern movie, and although she won't admit it, Ryan Reynolds' chiseled abs might have been what convinced my wife to see it for the third time. So when we spotted the Green Lantern's Light ride, we bolted for the line. There was a bit of a line to get in, so Connor and Chloe took the time to play with their KEY devices to learn some interesting facts about the Green Lantern and his power ring.

Green Lantern's Light is truly an immersive interactive ride. We all felt like we were inside a mammoth video game, participating actively in it by having control of Green Lantern's powers! And boy, did we come face-to-face with some of Green Lantern's most ornery adversaries.

### LIGHT BEAMS

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### IT FELT LIKE BEING INSIDE A MASSIVE VIDEO GAME



### JUSTICE LEAGUE CENTRIFUCAR

Connor and Chloe took one look at the CENTRIFUCAR attraction and ran for the queue line. I glanced back at Nina, who gave me an understanding smile and I raced off to join them. Nina and Isabella would wait for us in front of Aquaman's Journey Undersea.

It's not possible to describe the Centrifucar attraction without giving away the big surprise, so as they say, don't shoot the messenger. We boarded the Justice League's Centrifucar as test pilots tasked with taking the latest version of the Justice League's amazing Centrifucar (the kids were as amazed as I learning about centrifugal force) on a test drive. Imagine our amazed reaction when each coaster car separated into FOUR individual vehicles... only to rejoin at the end of a whirlwind "barnstorming" session!





WELCOME TO **STUDIO CITY** ZONE 4:

# STUDIO BACKLOT

## THE BACKLOT

I was never a fan of walking tours, but the operative term here is “was.” That has changed now that I took my family through the “backlot” tour of Studio City, where we were able to get a hands on view of the sets, costumes and props of Warner Bros. most famous movies. The kids ducked inside the phone booth from the Matrix for a quick photo op, while I marveled at the car of my dreams, The General Lee from the Dukes of Hazard. And then it was off for a trek through the streets of 19th Century England from Sherlock Holmes.



**BLADE RUNNER BAZAAR**

It was time for some food and drink, and the Blade Runner Bazaar provided quite a backdrop. The food servers were all dressed as Replicants and as we shopped for memorabilia, it was as though we had been transported into the future, where bright neon lights illuminated flying cars overhead.



**THE MATRIX VR CAVE**

I could never quite get my wife, Nina, to enjoy the Matrix movies as much as I do, but I think she will reconsider after experiencing the Matrix Virtual Reality Cave.

The ride begins by posing a question: The blue pill or the red? Well, we take the red, of course, and what we get is an incredibly realistic journey through the Matrix, where we fight alongside Neo and Morpheus in an effort to save Trinity from

those wicked looking mechanical creatures that are trying to rip us apart. My favorite moment was when we entered the time freeze, where everything stopped, allowing us a chance to get an up close and personal look at all the G Men we were about to kick butt on.

Ever wanted to dodge bullets like Neo? Well, at Studio City Abu Dhabi, that dream becomes a reality... a virtual reality!



**DUKES OF HAZARD LIVE CAR STUNT SHOW**

Car chases are, for me, the greatest adrenaline rush a film can offer, but they don't hold a candle to a real life car stunt show. Buckle up with Bo and Luke Duke as they evade Boss Hog and literally soar through the air in the General Lee. Explosions abound in this thrill ride, and judging by the look on my son's face, I've got another car chase fan in the family.

**SHERLOCK HOLMES MOVIE MAGIC SHOW**

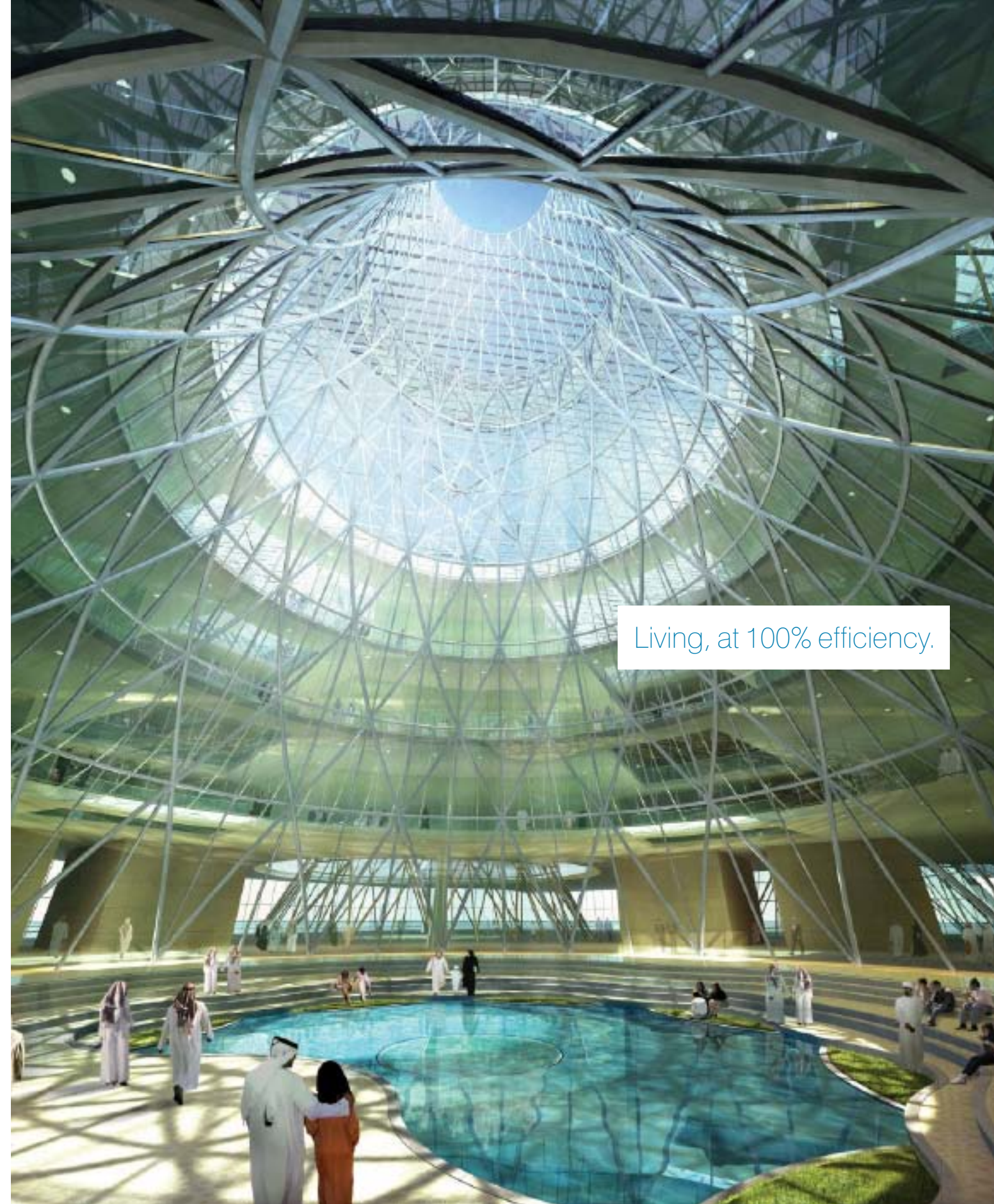
It was time to put our sleuth suits on as we joined with Sherlock Holmes and Doctor Watson to uncover the mysteries surrounding the magic of movies.







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Living, at 100% efficiency.







**WILL SMITH:** We caught up with The Fresh Prince during his visit to the **WB Studio City**’s grand opening to get his thoughts on the new park



**Will, have you and the family visited Abu Dhabi before this trip?**

Mauris at sem et augue porta euismod. Nunc et velit a mauris dictum semper. Suspendisse potenti. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam vitae metus vel lectus posuere ultricies mollis vestibulum sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

**Do you and Jada have any special plans?**

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**SMITH FAMILY FAVORITES @ WB STUDIO CITY**

**WILL**

*Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam vitae metus vel lectus posuere ultricies mollis vestibulum sapien.*

**JADA**

*Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.*

**WILLOW**

*Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam vitae metus vel lectus posuere ultricies mollis vestibulum sapien.*

**JADEN**

*Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam vitae metus vel lectus posuere ultricies mollis vestibulum sapien.*

Smith may be one of the most common names in America, but this Smith family is anything but ordinary. Will Smith is known as “Mr. July” for the box office bucks he rakes in every summer for his blockbuster films. His wife, Jada Pinkett Smith, does it all—she’s a singer as well as the star of the TNT series Hawthorne. And together, they’re raising three kids—Trey, Jaden and Willow—and have created one of the most talented families in Hollywood. But all work and no play is not what the Smith family is all about. We recently sat down with the Smiths to ask them about a recent family vacation they all took to Warner Bros. Studio City Abu Dhabi.

Q: With so many places to choose from, and let’s be honest, you guys can afford to travel anywhere you’d like, why did you choose Abu Dhabi?

WILL: (Laughs) Yeah, we make a lot of money, but remember the way we make that money is by staying really busy. It makes our time together that much more special, so we needed to make sure that when we all did get a moment to travel together, it had to be special.

JADA: It wasn’t about money, it was about where we felt we could get everything we wanted in one place. And Abu Dhabi fit the bill perfectly.

JADEN: Mom and Dad told us, “Pick a place you’d want to go if this was your last vacation for a long time, cause it might be. For me, it was easy.”

WILLOW: It was my idea, really. I showed Jaden some video from the Batman ride at Studio City on Youtube and he started thinking it was his idea.

Q: Was it important to you that Studio City is the world’s first “Green” Theme Park?

WILL: Oh, you do your homework, huh? Yeah, for me it’s very important. Listen, I’ve been to theme parks before, so it’s not like it was a make or break that our vacation had to be green, but when we learned Studio City was built with saving the environment in mind, it sealed the deal.

JADA: Remember, we’re parents first, and we feel an obligation to our children and their children to reduce the damage we inflict on the planet. We try to do our part on a daily basis to reduce our carbon imprint, and Abu Dhabi ended up teaching us a lot about what can be done to further that effort.

WILLOW: Yeah, we like to recycle and stuff, and Mom has always taught us to leave everything and everyone a little better off than we found them.

JADEN: I went for the rides.

WILL: The adults in this family all agree that the goal for the children is for them to be their best selves. I just want them to live in service to greatness. I want them to live and to create in a way that when people see it, people are inspired and people become better just by having contact with their excellence. And I believe Studio City, through their close collaboration with MASDAR, has created this park with the same philosophy. I truly believe everybody who goes to the park leaves with a better understanding of what it takes to make the world a better place for all living creatures.

TREY: He went for the rides!

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ROBOT ARM?







# Green Amusement park

## Lorem Ipsum

With a heritage tied to life in the harsh and unforgiving desert, Abu Dhabi's leadership well understands the lessons of traditional desert living, where sustainable practices and resource conservation are not just slogans, but are essential to survival in such surroundings. That's why the emirate's leadership understands the tremendous challenges posed by climate change, environmental degradation and the need to find sustainable energy sources.

Abu Dhabi has traditionally played a leading role in global energy markets as a significant hydrocarbon producer. Through Masdar, it seeks to leverage its substantial resources and experience in this sector



to maintain its leadership position in an evolving world energy market that is increasingly looking to renewable energy. Through Masdar, Abu Dhabi aspires to be an international hub for renewable energy, new energy and sustainable technologies, thereby balancing its already strong hydrocarbon position.

This leadership is expressed in other ways as well. While Abu Dhabi has always been known as a global energy player, through Masdar, it is demonstrating what a responsible oil producer can do to help create a balance between hydrocarbons and renewable energy in addressing both climate change and energy security.

Aspiring to be one of the most sustainable cities in the world, approximately 6km2 Masdar City is an emerging global clean-technology cluster that places its resident companies in the heart of the global renewable energy and cleantech industry. Situated 17km from downtown Abu Dhabi, Masdar City is a high-density, pedestrian-friendly development where current and future renewable energy and clean technologies are showcased, marketed, researched, developed, tested and implemented.

## Lorem Ipsum Callout

Morbi vel ligula quis felis posuere cursus et vel velit. Vivamus scelerisque nunc quis turpis fermentum aliquam. Fusce rutrum, ligula ac faucibus mattis, odio mi tincidunt .



## Lorem Ipsum

Mauris at sem et augue porta euismod. Nunc et velit a mauris dictum semper. Suspendisse potenti.



## Dolor Sit

Fusce rutrum, ligula ac faucibus mattis, odio mi tincidunt massa, non luctus turpis lacus nec purus.







A full-page advertisement for Etihad Airways. The background image shows actress Katrina Kaif reclining in a wide airplane seat, holding a magazine. She is wearing a white top, a beige blazer, and light-colored trousers. A red handbag is on the seat next to her. The cabin interior, including overhead storage bins and a window, is visible in the background.

Katrina likes  
to kick back.

[etihadairways.com](http://etihadairways.com)

**In the World's Best Business Class.\***

Katrina likes nothing but the best. Her very own 180° fully flat bed. A personal Food & Beverage Manager serving her what she wants, when she wants. And all the room in the world to unwind. You don't have to be Katrina to enjoy the best in the business.

How would **you** like to fly with the **best**?

\*2009 Skytrax Awards. Product may vary according to route and market.

الإتihad  
**ETIHAD**  
AIRWAYS

FROM ABU DHABI TO THE WORLD





# Feature Story 3

The Key To Studio City  
Behind the Scenes & Inside the Rides

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2 Page story about virtual park within a park

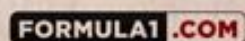


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2-4 Page story about exclusive ride  
technologies

2-4 Page story about exclusive ride  
technologies











food

F&B @ Studio City