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### **Company profile.**

Management Team:

Some facts:

The short project list:

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### **Management Team:**

The company Erik Rorsch & Partners, Minicitiisti was founded in 1993.

We are with three partners: Christiaan Kruis, Michel Dubois and Erik Rorsch. We have a varying number of staff depending on the projects we work on. We always also work together with local architects, designers and craftsmen.

The three partners individually have been active since 1954, 1960 and 1978. Giving a combined business experience of over 141 years.

We are active in the business of (re-) designing and building of landscaping, theme parks, attractions, museums and more. We also produce models in all scales and materials, for indoor and outdoor use.

### **Some facts:**

The investments in our projects range from as little as € 200.000,- to as much as over € 80 million.

The numbers of visitors vary wildly. We have designed and built profitable tourist projects with as little as 150.000 visitors, but we have also worked on projects which have 1 million and more visitors. We always create a balance between what is possible financially and visitor-wise, in order to get a profitable project, which can last for many years.

We have redeveloped quite a number of existing tourist attractions, museums and similar projects. Just two examples: The Dolfinarium, which was redone already 15 years ago but it is still going strong with minor changes since then (over 900.000 visitors) , as well as Madurodam, twice and twice over 1.000.000 visitors.

### **The short project list:**

In the period 1990-1999 we visited Singapore very frequently, as we worked for several local companies such as Singapore Cable Car, Sentosa Orchid gardens and many more. We also worked for the PSA, confidentially, preparing several studies and reorganisations of existing and new projects (see also our website) among them: -concept Marina South City Park Singapore. -The Miniature city Singapore Ltd.i.o. , preparing the feasibility study, 1996/97. Designing and preparing a program of requirements and a master plan with regard to its landscaping and integration into the surroundings.

In the 1980's our partner Christiaan Kruis was one of the first designers for the Singapore Boat Quay (see brochure in annex).

We also worked in Indonesia for such companies as Daikin, Honda-Indonesia and others to design and develop several leisure and tourism related projects.

We were involved in projects such as Cable way and an Environmental Safe Recreation Park, Lembang\_Indonesia , Recreation and Miniature park, Ciawi\_Indonesia,

A project in China, Wenzhou: preparation of a pre\_masterplan, masterplan and feasibility study for a newly to be developed Urban Park of over 100 ha. 1998/1999.

For most projects we still have brochures available, which can be shown in person.

#### **Apart from the above projects we can also mention:**

Designing and developing, redeveloping, building and co-management of projects such as Bekonscot Model Village, Swissminiatur, Miniatuur Walcheren, Miniatuur Appelscha, MiniEurope, Mini-Chateaux, MiniMundus, Mini-Turkey and many more projects. As well as the preparation and placing of over 8000 models for museums, exhibitions and miniature cities.

We were also asked to check the feasibility studies for projects such as Disneyland-Paris, Madurodam, Mini-Allgau and many more. Original designs were made for the San Diego zoo, which now has over 2 M.visitors.

Many feasibility studies were made for tourism projects in Spain, Indonesia, Malaysia, Australia, England, France, Germany, Egypt, Switzerland, Hungary and the USA.

As well as the concept for part of the Switzerland presentation at Epcot Center\_Florida\_USA and the concept for the re-development of The Golden Horn project.

Projects, mainly in The Netherlands:

- AHOY, CONCEPT INTERCULTURAL FASHION-EVENT ROTTERDAM/ NL
- AVIODROME, MASTERPLAN/ NL
- BACARDI BV, BATMIXER/ NL
- ORCHIDGARDEN, EXHIBITION HALL/ SINGAPORE
- DOLFINARIUM, THE LAGOON /NL• DR.F.J.PHILIPS, ESTATE TEGENBOSCH/ NL
- CIRCUIT ZANDVOORT, MASTERPLAN/ NL
- OTTO ENVIRONMENT, RESEARCH 'FUTURE OF PUBLIC FURNITURE;/ EUROPE
- PHILIPS, PAVILJOEN MOVING AROUND THE WORLD (SUPERVISOR)
- CITYPARK/ WENZHO
- PARK GUNUNG GEULIS, THE TANGKUBAN PARAHU/ INDONESIA
- MADURODAM, STRATEGY AND MASTERPLAN/ NL
- EXPLORATORIUM 'DISCOVERY EARTH' - CONCEPT THEMEPARK/ NL
- 'MACHINE OF IMAGINATION' - CONCEPT CULTURALPARK HELMOND/ NL
- HIGHWAY BUSINESS CENTRE DEVELOPMENT, BEST/ NL
- THEMEPARK DEVELOPMENT 'DISCOVERY OF EARTH/ THE NETHERLANDS
- MUSEUM THEATRE, WAALWIJK/
- And many many more.

*In annex the color brochure as prepared by Christiaan Kruis*



Pictures from the air of Swissminiatur and Miniatuur Appelscha.





## Swissminiatur & MiniEurope





A picture of Miniatuur Walcheren and of  
Bekonscot Model Village



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