

The Georgia Aquarium

The Inaugural Film

VISUAL

FADE IN

1. STOCK SHOT: UNDERWATER

UNDERWATER LIFE interacting with HUMANS.

FADE TO

The SCREEN is BLACK. We read

*Several of natures people I know
and they know me;
I feel for them
a transport of cordiality.*

Emily Dickinson

FADE OUT

FADE IN

2. STOCK SHOT -- NASA FOOTAGE

FADE UP to an extended series of shots of earth below the clouds from the perspective of the SPACE

SHUTTLE: We move through different panoramas: we SEE the continents, mountain ranges and oceans.

3. STOCK SHOT: NASA FOOTAGE

Now a closer perspective: lush forests sweep to the horizon, the sparkle of city lights dot the landscape; vast deserts and ocean vistas are in clear view.

VOICE

NARRATOR (V.O.)

The earth...is very old...and very alive. For over 3.5 billion years, life has thrived here.

NARRATOR (V.O.)
(CONTINUING)

The story of The Aquarium at Underground Atlanta really begins here -- from a perspective that speaks of the miracle of the planet we inhabit, the formidable task we have to sustain it and, ultimately, the leading role our city will play in the global challenge for a better, wiser connection to the natural world.

VISUAL**3A ZOOM IN ON STOCK SHOT and****4. EXT. -- OCEAN -- MORNING**

The CAMERA is moving POV over a vast expanse of ocean, the SUN reflected on its face.

The CAMERA moves still closer to the ocean.

5. The CAMERA PLUNGES into the ocean.

5A CG: MAIN TITLE rippling up

CUT TO

6. STOCK SHOT: MARINE

POV: A series of POV shots showing specific creatures that have survived the evolutionary ages: Giant Sperm Whales, Sharks, Dolphins, Giant Clams, Octopi, Squids, etc.

CUT TO

VOICE

[SOUND: Now the MAIN THEME slowly builds.

For what is intended here is an endeavor that will give testimony to the continuing quest toward the elusive bond between humankind and the natural world. It is to this theme that the world's most advanced, interactive, learning aquarium will be dedicated.

[SFX: Big SPLASH]

[MAIN THEME FULL]

[MAIN THEME down and reprised]

NARRATOR (V.O.)
(CONTINUING)

There are 23,000 species of life in the ocean, compared to 16,000 on land. The diversity of life here is understandable -- it is where it all began. For the vast majority of species that inhabit the earth, the sea remains an older, more complete world than ours. Constantly evolving, always adapting, it is a self-contained universe of infinite diversity. Yet, it has a profound influence on the entire planet.

These ecosystems play a central role in the biological, chemical and physical cycles on which all life depends.

It is a global interdependence between ourselves, the oceans and its precious inhabitants. It forms one of the fundamental issues of our time -- time, indeed, for Atlanta's contribution.

VISUAL

7. STOCK SHOT: MONTAGE

We overlap a series of shots that combine a runner holding the Olympic torch, a Super Bowl logo sweeping the frame, the CNN Newsroom, a flashing Coca-Cola sign, the Atlanta History Center signage, Gov. Miller & Mayor Campbell.

CUT TO

8. STOCK SHOT: MONTAGE

We COMBINE a series of Aerial shots featuring the skyline of Atlanta with the above montage.

FADE TO

9. STOCK SHOT: BALTIMORE

A series of shots showing visitors at the NATIONAL AQUARIUM in BALTIMORE. We emphasize the large crowds.

CUT TO

10. STOCK SHOT: NEW ORLEANS

VARIOUS SHOTS, The New Orleans Aquarium of the America

CUT TO

11. STOCK SHOT: TENNESSEE

VARIOUS SHOT, The Tennessee Aquarium in Chattanooga

CUT TO

**12. STOCK SHOTS:
VARIOUS AQUARIUMS**

VOICE

In a decade filled with broad achievement, a world-class aquarium has immense implications for the city and state. Having staked its claim to international recognition, Atlanta has the unique opportunity create truly innovative venues in the global marketplace.

Beyond Atlanta's image of convention city and center of commerce; beyond its sweeping skyline and deep-rooted heritage, a brave, new venture beckons.

[MAIN THEME REPRISE]

From the moment it opened its doors, the National Aquarium in Baltimore, a city similar to Atlanta in both size and ambition, became the number one tourist attraction in the entire state of Maryland. Today, it's 1.5 million visitors generate over \$128 million in annual revenues, greatly increasing its appeal as a family and convention destination. But then, similar stories are unfolding across the nation.

In its first 12 months, the recently opened Aquarium of the Americas in New Orleans attracted 2.3 million people.

The Tennessee Aquarium in Chattanooga is expected to more than double its privately-funded, \$45 million investment in less than 2 years, providing crucial funds for research, exhibit upgrading and educational outreach programs.

VISUAL

VARIOUS SHOTS, The Monterey Bay Aquarium,
New England Aquarium, Ring of Fire Aquarium,
Osaka, Japan.

CUT TO

13. STOCK SHOTS: BAL/CHATT/NO

We travel through a sampling of INTERIORS of
various aquariums.

CUT TO

14. STOCK SHOT: BAL/CHATT/NO

We see people using INTERACTIVE DISPLAYS and
interacting with animals

CUT TO

15. STOCK SHOTS: BAL/CAM/NO

VARIOUS SHOTS of visitors waiting to enter an
Aquarium; browsing in the gift shop; using the vending
areas; dining in the restaurant.

CUT TO

VOICE

NARRATOR V.O.

(CONTINUING)

This is, indeed, the age of aquariums. Nearly two dozen now
grace cityscapes all over the world -- and no wonder: part
zoo, part botanical garden, aviary and natural history
museum, these urban expositions have become people-
magnets that extend the visits of out-of-towners and draw
residents back time and time again.

Bold design and new materials have allowed architects to
fashion interiors that recreate natural habitats so realistically,
animals breed and behave as they would in the wild.

Planners have immersed people in environments that
enlighten them, not only about various species, but about the
worlds they inhabit.

NARRATOR (V.O.)

(CONTINUING)

The results have been dramatic: an onslaught of visitors,
many of them upscale, many of them spending upwards of
two hours in the facility. In fact, more than half of all
visitors travel at least 100 miles to visit these environments.

VISUAL

16. STOCK SHOTS: VARIOUS ATTRACTIONS

VARIOUS SHOTS, Baltimore's Harbor Place, the Aquarium in the FRGND; downtown Boston featuring the New England Aquarium;

CUT TO

17. STOCK SHOT: SKYLINE

Now we are looking at aerial footage of downtown Atlanta, showing the site of The Aquarium at Underground Atlanta next to The World of Coca-Cola and Underground, as we

CUT TO

18. CG SEQUENCE

Now we see a WIRE FRAME of a *generic* rendering of The Aquarium at Underground Atlanta rising from its proposed site. As we describe it, the outside of the structure is covered with an exterior finish. We see it gleaming in the sunlight as the CAMERA revolves around it from different perspectives.

CUT TO

19. CG SEQUENCE

Now the CAMERA ZOOMS into the front of the building, past the World of Coca-Cola, monumental plazas and fountains.

VOICE

When placed in proximity to local attractions, such as festivals, marketplaces and museums, Aquariums become a focal point for mass visitation and a major revitalizer of urban areas.

[THEME: A DRAMATIC UPTURN]

Perhaps as no facility of its kind, The Aquarium at Underground Atlanta is poised for such a venture.

Rising majestically from its strategic site next to Underground Atlanta and The World of Coca-Cola, The Aquarium is a direct link to the city's 18 million annual visitors -- 11 million alone to Underground.

With access to 8,000 parking spaces and 2 MARTA stations, the Aquarium is primed to become one of the city's premier attractions when it opens in mid-1998.

NARRATOR (V.O.)
(CONTINUING)

Present projections estimate 2 million visitors a year will walk through its doors.

VISUAL**20. CG SEQUENCE**

We ENTER its doors. There are huge murals on the side walls. We SEE escalators in the BKGND. We MOVE among futuristic kiosks, topped with transparent, iridescent spinning globes.

21. CG SEQUENCE

Now we MOVE into one of the globes as we

CUT TO

**22. STOCK SHOT:
BALTIMORE/CAMDEN/N.O.**

CLOSE SHOT of a series of interactive displays showing aquatic habitats. We SEE fingers enter the frame and touch the screen. We see the FACES of children reacting.

CUT TO

23. CG SEQUENCE

Now we are MOVING through a simulated forest and river showing the GEORGIA exhibit.

CUT TO

24. CG SEQUENCE

We are MOVING through a simulated display of the PACIFIC. We SEE the various fish and wildlife in the holding areas.

VOICE

They will behold one of the most progressive, imaginative showcases ever to be dedicated to ecological diversity. . .

. . . a deeply instructive, wholly interactive facility that will dramatically increase our understanding of aquatic habitats by utilizing the most sophisticated, technologically-advanced learning methods.

Its scope will be as ambitious as the city it serves. For example, people will experience environments that exist less than an hour from the Aquarium's doors. . .

NARRATOR (V.O.)

(CONTINUING)

. . . as well as halfway around the world. For the calling of The Aquarium at Underground Atlanta is a global one, an evolving mission that will respond to the ever-changing marine environment.

VISUAL**VOICE**

CUT TO

25. STOCK SHOT: INSTRUCTION

A series of shots showing teaching situations; groups of children in a classroom; a guide pointing out a display to a visitor; a lab setting.

In conjunction with the now nationally-recognized Zoo Atlanta, The Aquarium will be anything but a gallery of underwater displays. There will be classrooms, underwater television studios, hands-on field trips and daily events. Special emphasis will be on outreach programs to the 320,000 elementary and secondary students in the region. The Aquarium will also work closely with The Atlanta Botanical Gardens, Atlanta's public schools, local and state universities and research and educational facilities.

CUT TO

26. BACK TO SCENE 20

The building glistens in the sunlight.

27. STOCK SHOT: NIGHT SKYLINE

Aerial footage taken at NIGHT of Atlanta. We see the lit up skyline of its office buildings.

[MAIN THEME TO APEX]

It is an ambitious challenge -- one that will present the world with an entirely new dimension of Atlanta.

A city that now lights up the sky with its intensity can help light the world with leadership in global conservation.

28. TITLE: AQUARIUM LOGO over skyline

FADE OUT