



# CTICC

## hosts first interactive Dinosaur Exhibition

The Cape Town International Convention Centre (CTICC) will host the first interactive dinosaur exhibition to ever hit the shores of Cape Town.

According to CTICC, General Manager for Commercial and Business Development, Megan Arendse, the centre's exhibition halls will be transformed into a prehistoric backdrop for the Days of the Dinosaur exhibition that will be held at the CTICC in August 2014. This event, a first for South Africa, will feature over 45 roaring, moving, life-sized dinosaurs and two dinosaur skeletons set against a prehistoric paradise,

which dates back to 65 million years ago.

"This is the first time in the centre's 10 year history that the CTICC will play host to an exhibition of this nature", says Arendse. "We are excited to be the host of this event and look forward to partnering with the organisers, Huisgenoot, YOU and DRUM magazines to host this unique exhibition", she adds. For this event over 4000 square metres of exhibition space will be converted into an Exhibition Arena, 3D Cinema and an interactive area for the kids featuring an excavation zone.

The 20 day exhibition will afford visitors with a multi-sensory experience, as

interactive rides and activities will be on offer. The event organisers were looking for an exciting new event that could span across all three magazine brands and appeal to a diverse audience.

One of the key content pillars of this exhibition is the educational aspect. From the beginning to the end the exhibition has been designed to afford both adults and children the opportunity to be transported back in time and learn about the fascinating era of the dinosaurs.

"The event organisers chose to partner with the CTICC on this event due to the central location and flexibility of the venue", says Arendse. "Over the last few years we have seen an increasing trend of new interactive exhibitions and events coming to the fore", she adds. The CTICC has played host to unique events such as Disney on Ice, where the centre's exhibition halls were converted into an ice rink and the Reversing the Legacy exhibition, which recreated the Apartheid regime.

With the centre's imminent expansion kicking off this year, the CTICC's exhibition capacity is set to almost double. "This will play an instrumental role in helping us to advance the local exhibition industry by attracting new events to Cape Town", concludes Arendse. 📍