



Europe & Middle East Candidate

**Fabien Manuel**  
Creative Development Manager / Concept Designer  
Compagnie des Alpes  
Primary Location: France  
*Running for 1<sup>st</sup> term*



### **ABOUT THE APPLICANT:**

Being a speaker at TEA SATE 2023 gave me the opportunity to become a member of this organization for 20 min: it was an incredible personal challenge and reinforced my desire to get involved in this "professional family". The TEA provides an ideal setting for meeting, exchanging and sharing with talent from all over the world for mutual enrichment.

I've turned my ten years' experience as an art director in advertising into a passion: story telling for our theme parks. A professional transition is like a life challenge. I discovered what it meant to offer a chance to a new generation: I was given the opportunity to realize my potential, with only my passion for immersive experiences and the development of a totally fictitious project that combined my two passions - theme parks and advertising: Adsland Park... Today, I can thank my managers for believing in me when I was hired by Compagnie des Alpes (CDA) in 2014.

As Creative Development Manager and Concept Designer, CDA gives me the opportunity to work on a wide variety of subjects for which I provide art direction. In 2014, I was able to work on the new universes that feed the content of the Walibi brand in Europe. Since 2016, these universes have been progressively implemented in french and belgian parks. Walibi Rhône-Alpes was 90% masterplanned and redesigned on a rather limited budget (35 million euros): one of the challenges I remain most proud of. I also had the chance to rethink the new version of meet and greet characters for Parc Astérix, and to take part in a major international project as lead designer for a brand-new Snow dome near Shanghai (opening October 2023).

Very much involved in inter-professional exchange, I'm working on a better professional synergy between the creative teams at Disneyland Paris (led by Tracy Eck's successors) and Compagnie des Alpes to establish a more fluid sharing of our experiences. Doing conferences about my work at several art schools in Paris, Speaker IAAPA 2018, and Speaker SATE 2023, I'm constantly finding ways to promote our skills and professions.

## **VISION FOR THE TEA:**

I was given a chance. I've learned. Today, I want to pass it on. We're a small, privileged group of enthusiasts who know how lucky we are, which is why I'm keen to share and open up our experience to future generations, one of the key points of the TEA's values. Today, I'd like to bring these values to the fore and reach out to those who wish to join our professional world.

Finding new talents and offering opportunities to a new generation to make their dreams come true is what drives me in my day-to-day work. In the future, I'd like to work with and benefit from the infrastructure of an existing art school, to develop the first apprentice learning program for our professions in France with a european reach: storytelling, concept arts, innovative creative processes, AI, sustainable development...

I'm convinced combining business expertise from Compagnie des Alpes - Europe's leading leisure company - with the advice and support of TEA members would greatly facilitate the process. Through my conferences at art schools in Paris, I hope to create vocations among students, and raise the visibility of our business sector and of TEA among potential future members.

## **SKILLS AND CORE COMPETENCIES**

Actually, I handle a variety of subjects for CDA has enabled me to set up multi-disciplinary creative teams according to the needs of our parks. In this way, I can focus more on lead design for large and small budgets. This agility gives me the opportunity to follow my projects from concept design phase until delivery on site.

I'd like to make this expertise available to other TEA members who wish to exchange and share with me: conferences, mentoring, guidelines, and make the TEA a reference for innovative creative processes (use of AI, thinking more in line with the environment, etc.).