



CIRQUE DU SOLEIL®

Kaleida

WHERE CREATIVITY & AGILITY COLLIDE

CURATED BY ALLUREUM



DISCLAIMER

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CIRQUE DU SOLEIL®

ALLUREUM

Kaleida



CIRQUE DU SOLEIL®
ALLUREUM

GLOBAL SCALE



More than

3,200

employees



Close to

2,000

artists



More than

48

original shows presented
around the world



3rd

largest ticket seller
in the world



90

nationalities



35

spoken languages



15+ million

tickets sold on a yearly basis



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MISSION STATEMENT

Allureum is a US-based Owner/Operator that develops, funds, builds and manages multiple elevated Location Based Entertainment businesses featuring their own intellectual properties as well as through Joint Ventures and Licensing Partners.

Allureum destinations combine **compelling immersive environments and unique high-end dining** with integrated experiential entertainment that **delights, enriches and engages guests**.

Allureum is always ahead of the curve, as ongoing programmatic and content refreshes keep the experiences new and surprising.



CIRQUE DU SOLEIL



MARKET SPECIFIC CONSULTANTS



FEC Business
Advisory Services

Amusement Entertainment Management

AEM offers a full range of consulting services, including early-stage feasibility analysis, business plan development, funding assistance, and conceptual design and layout services. We assist our clients with the design and development of new-age bowling venues, family entertainment centers, waterparks and amusement parks on a worldwide basis.

DYNAMIC
DESIGNS

FEC Design
Advisory Services

Dynamic Designs

An internationally recognized design/architecture firm with more than 35 years in the entertainment marketplace, working with FEC's, theme parks, restaurants and retail alike.



CONSTRUCTION

Facility Construction
Cost Estimates

PCL Construction

From small renovations to complex billion dollar projects; from sports arenas to water treatment plants and petrochemical facilities, PCL has you covered. We redefine full-service and bring expertise across all project types, at all scales and under all procurement models.



Real Estate
Advisors

The Behar Group

The Behar Group is a Canadian brokerage and commercial real estate advisory group that offers a vast suite of services in real estate, finance, technology, asset management, mixed-use development, entertainment and hospitality. The Behar Group is known for its unique corporate culture and hands-on approach. They oversee projects from start to finish, and they creatively advise on numerous aspects of project development.



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AT A GLANCE

Kaleida invites families to scurry away into their dream circus world...only to find that this particular fantasy combines 'physical play' and 'creative play' in a way that could only come from the lovely, adventurous, bizarre, agile minds of Cirque du Soleil.

Cirque du Soleil has always served as a lightning rod of inspiration among its audiences and participants. Whether you're 7 or 77, you leave a Cirque show eager to pick up a paintbrush or pencil and start creating. You exit wondering if you could really soar on a wafting silk strand like one of the big top's incredible performers.

Kaleida is where all of those ponderings come alive, across approximately two and a half hours worth of free exploration: physical challenges, creative crafts, eclectic dining, and surprising spaces. As you return again and again to pick up new risky tricks, reserve unforgettable space for a private Cirque-tinged fête, or see what's popped up in the stunning game zones, your family will know there's no place better to play and dream.



The image shows a grand, circular interior space, possibly a library or a large hall. The ceiling is a deep red, draped fabric that hangs in deep, radial folds from a central point, creating a dome-like effect. The walls are lined with tall, dark wooden bookshelves filled with books. The floor is a light-colored, polished wood. Several large, ornate wooden pillars support the structure. The lighting is warm and ambient, with several glowing pendant lights hanging from the ceiling. In the center of the image, the word "NARRATIVE" is written in a large, white, serif font, overlaid on a dark, semi-transparent rectangular background.

NARRATIVE

NARRATIVE OVERVIEW



A target **2 ½-hour experience** begins in a surreal chamber evocative of a performance venue's **green room**, with a fluid blend of archival props and invented scenery. Already, this **family fun center's** off-kilter logic and magical realism are fully on display. At that electric moment, all boundaries vanish and you're free to explore!

From this point on, families choose their own adventures across a vast playground's worth of **physical challenges, creative crafts, eclectic dining, and surprising spaces**, all of which are intentionally hard to pin down. This is an evolving, fluid, whimsically moody space which blurs the lines between genuine athletic artistry and – well – complete and total nonsense. You are as likely to **meet a virtual juggler** as to hear that their clubs are sourced from a **magical tree** we keep in the theater wings.



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NARRATIVE OVERVIEW



In a dramatically elevated place where **you truly get to live inside a Cirque world**, there is an energizing **layered quality** to the organized chaos of activities within Kaleida.

At any given moment, you'll see kids skittering across glowing rope strands overhead, while the siblings operate **lighting** and **real-time music** in transformational retail, while the parents soak it all in from a charming world-class **counter eatery**.



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NARRATIVE OVERVIEW

Befitting Cirque's unparalleled aesthetic style, every moment feels endlessly **capturable**.

4th wall breaking audience members take to the "stage," encouraged to dress up and take on their own **character**.

Even to speak the unique, universally understood **babble** that is Kaleida's common language.

As you return again and again to pick up new risky tricks in a customized **stacked learning** program, reserve unforgettable space for a private Cirque-tinged **fête**, or see what's popped up in the stunning **game zones**, your family will know there's no place better to play and dream.



CIRQUE DU SOLEIL

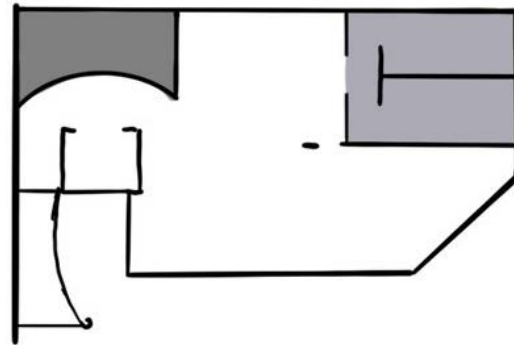
ALLUREUM

Kaleida

The background image is a close-up, low-angle shot of a stage or set. It features thick, light-brown ropes that curve across the frame. Behind the ropes are large, draped fabrics in warm, earthy tones: a deep red or terracotta fabric on the right, and a dark, almost black fabric on the left. The floor is made of light-colored wooden planks. The lighting is warm and directional, creating strong highlights and shadows that emphasize the textures of the ropes and fabrics.

PRELIMINARY LAYOUT

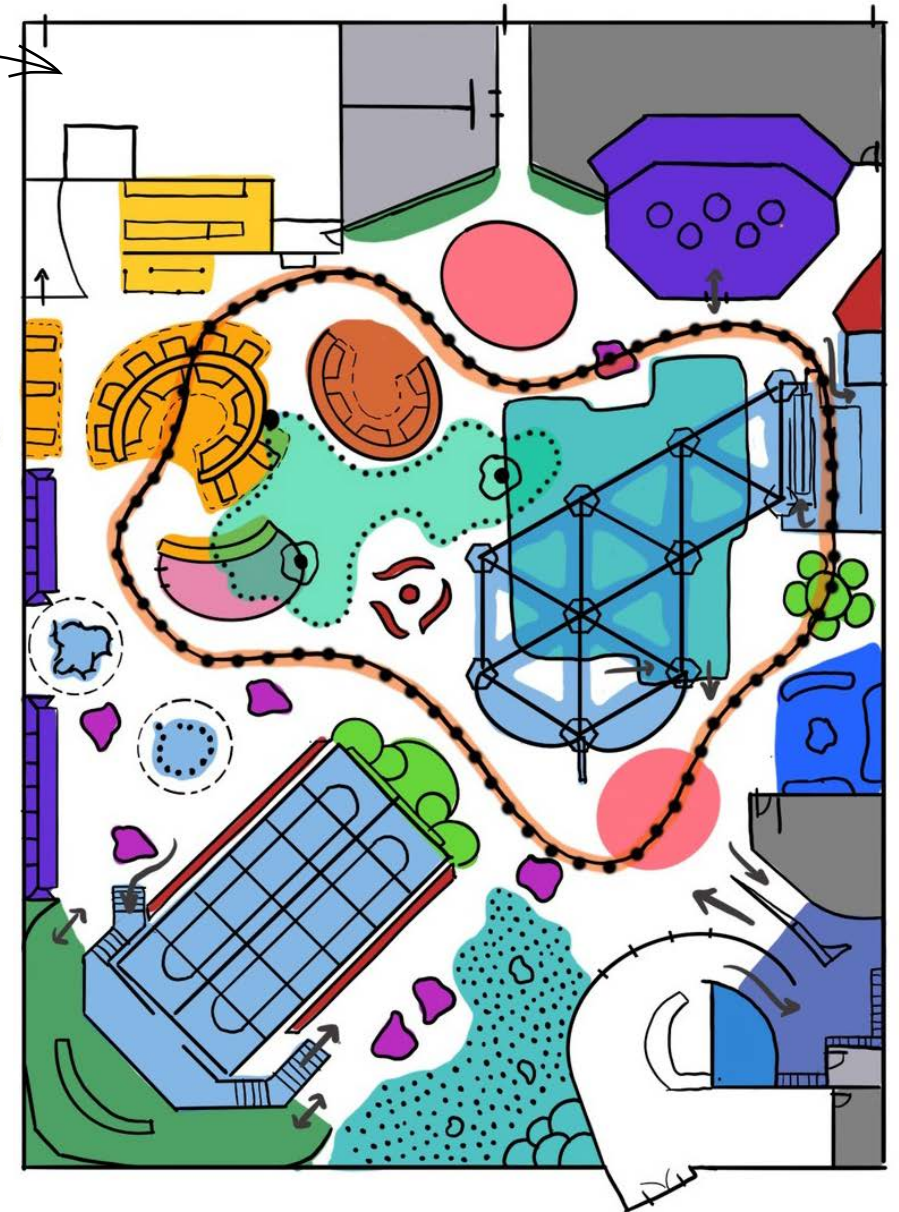
PRELIMINARY LAYOUT MAP



SERVICE
DINING
SEATING
BATHROOM
BOH

INTERACTIVE
PHOTO/POSE ?????
CLOWNS / MINI STAGE?
MAKEUP
OVERHEAD COASTER
PARTY LOW TIER
HARNESSED - LIMITED
"KNOBS, + LEVERS"

ART + DESIGN
NO HARNESSED GAME
(WATCHABLE)
UNHARNESSED
FREE-PLAY
OVERHEAD NO HARNESSED
FREE PLAY
TOTS



CONCEPT PLAN

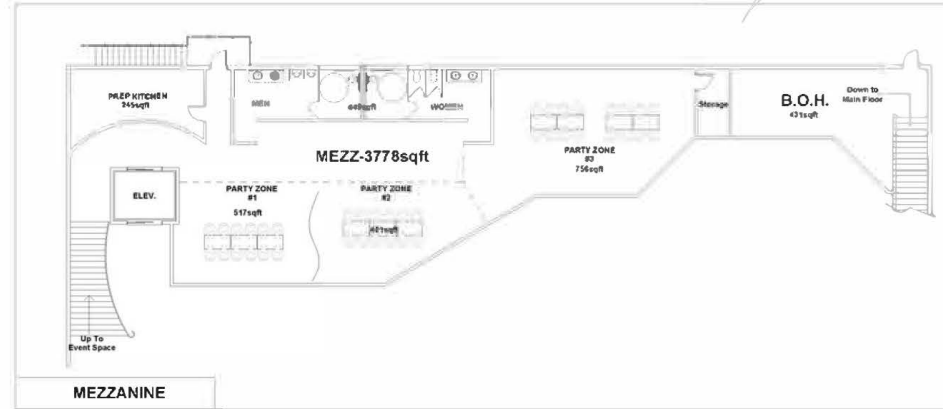


SEATING CAPACITY

Dining: 112

Pods: 50-60

Party: 40-60



BUILDING/SPACE REQUIREMENTS

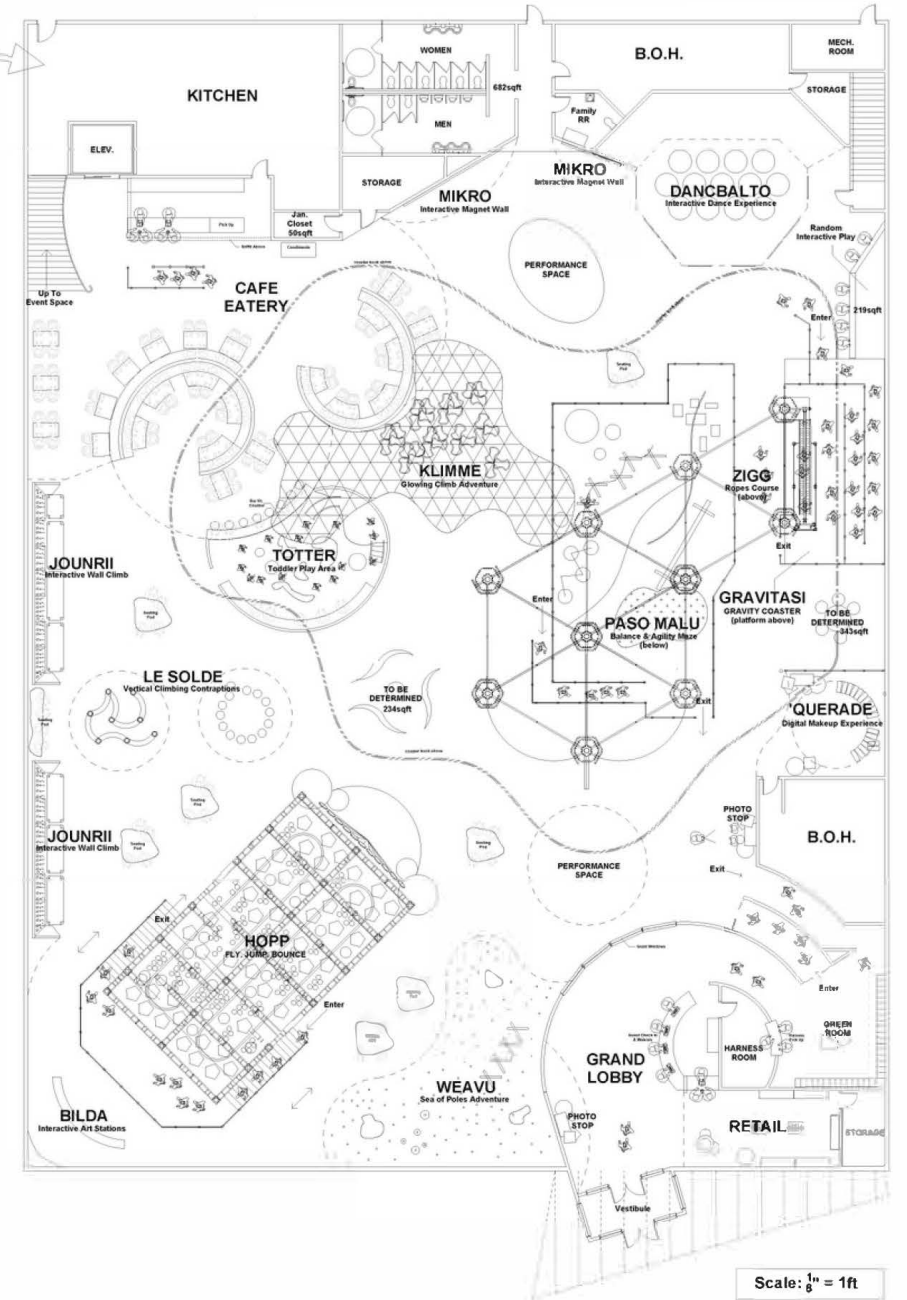
Overall Space Dimensions: 150 ft. x 200 ft.

Ground Floor Area: 30,000 sq.ft.

Mezzanine Level: 3,778 sq.ft.

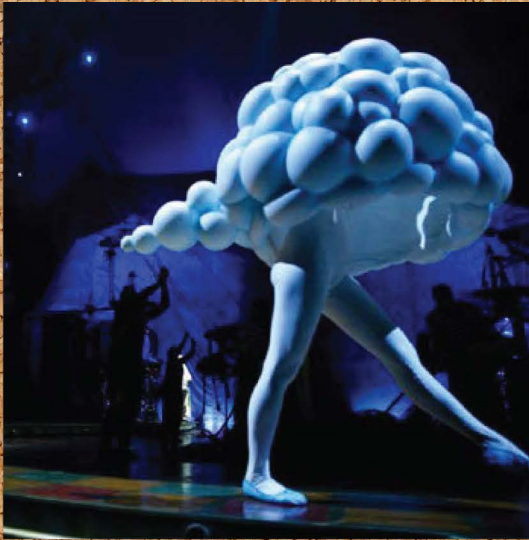
Total Square Footage: 33,778 sq.ft.

Minimum Ceiling Heights: 7.5-8 meters
24-27 ft. +++



The background of the image is a soft-focus bokeh effect. It consists of numerous out-of-focus light circles in various shades of blue, teal, and purple. These circles vary in size and brightness, creating a dreamy, ethereal atmosphere. The colors are most vibrant in the center and fade slightly towards the edges.

MOOD BOARDS



Costume Heavy Clowning

--None of these to be taken as direct lifts--

Clowning elements without as much performance in it. Things like the fish bite helmets can go over a simple uniform or costume. Many of them are faceless, headless. Playing them straight adds to the surreality and the dream elements of the space.

The employee walks around as if they aren't mostly hidden by some crazy element. They're a walking photo op, and can act as if there's nothing at all strange about what they're wearing.



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Employee Uniforms

--None of these to be taken as direct lifts--

Nod towards clowning with the surreal.

Man with many hats.

Wacky fabric in a full suit.

Improvised hats.

Glowing clothing.

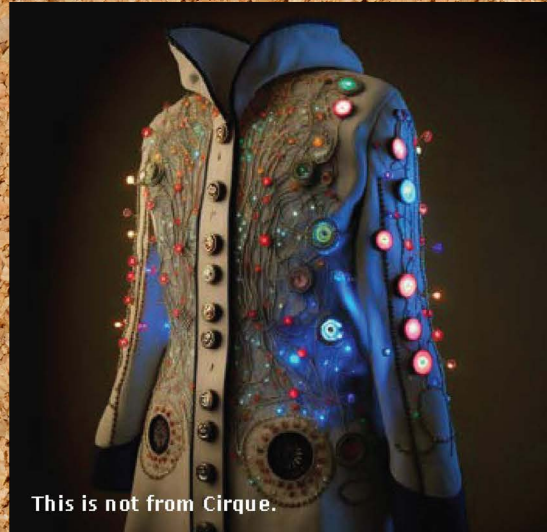
Size distortion clothing.



Don't get into makeup, only things that can be taken on and off for a shift.

Probably done with an actual uniform, standardized, and we have a box of glorified fascinators that get added to it.

Kurios is a nice reference for the idea of random accessories.



This is not from Cirque.

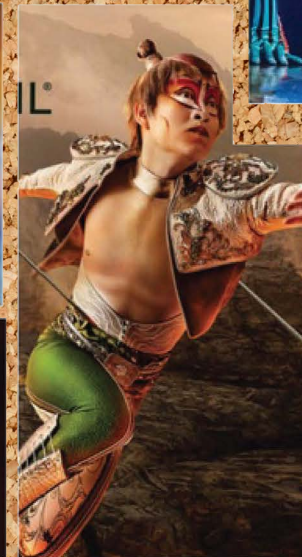


<< Tablets carried in cases or decor that get opened up with a bit of drama, so it isn't a Guy walking around with an iPad in hand.

90% of cirque costumes have something we could use as the start point for designs. Lots of their costumes are literally thumb loop shawl shapes printed on very stretchy fabric.

There's reference points for bracers, gauntlets, cuffs, etc.

CAN'T USE:
feathery looks from Mystere, silk looks from Luzia, anything with drapes, swags, or swingy bits. For safety it all needs to be very very close to skin.



A wide-angle photograph of a theater stage. The stage is framed by heavy blue curtains. Above the stage, a large mural depicts a scene with several figures, including what appear to be angels or cherubs. The stage floor is dark, and there are some small lights visible. The overall atmosphere is dramatic and theatrical.

PLANNING GUIDELINES

EXPERIENCE KEY COMPONENTS



TARGET AGE
7 to 77



PER CAPITA SPEND

AVG PC Spend - CAD \$47.65

AVG Ticket Price - CAD \$33.12

Food and Beverage - CAD \$8.00

Merchandise - CAD \$4.00

Lockers - CAD \$0.60

Add-Ons: CAD \$1.46

Site Rental: CAD \$0.60

North American Corporate FEC Average

Admission: \$19.60 USD/ \$26.46 CAD

Other: \$7.30 USD/ \$9.86 CAD

APC Spend Total: \$26.90 USD/ \$36.32 CAD

INDOOR



LOCATION

Mall or black box



SPACE

Up to 2,300-2,800 m²
(25-30k sq ft)
indoor ceiling height
up to 8m (24 ft)



ACTIVITIES

Mix of immersive
and actives

- Ideally in a mall or black box with high-traffic
- Price per visitor + ancillary revenues
- 60 min average visit
- High attendance (up to 250K visitors/year)
- Allow at least 6h/day opening time
- Scalable based on floor space available



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THE BEHAR GROUP
BROKERAGE & COMMERCIAL
REAL ESTATE SERVICES

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