Company Brochure 2026



FRACTAVISUAL

DESIGN . DEVELOP . DELIVER

We illuminate your ideas.

For more than a decade, FractaVisual has been a global leader in transforming bold ideas into unforgettable experiences through the power of story-telling lighting, technology and immersive attraction design. We proudly serve industry giants like, Six Flags, Disney, Universal, Gaylord Resorts, Merlin, Netflix, industry leading ride suppliers and many more.

Every extraordinary experience begins with a spark of imagination. Our passion is taking that spark and making it vibrant with life. From world-class theme parks and luxury resorts to immersive attractions, and one-of-a-kind destinations, we create moments that captivate audiences and leave lasting memories.

What truly sets us apart is our commitment to creativity. We become an extension of your team, solving the toughest challenges, protecting your vision, and delivering projects that are on time, on budget, and built to exceed expectations. No matter the scale or complexity, we thrive on turning the impossible into reality.

Behind every successful project is a team of visionary designers, creative strategists, technology innovators, and relentless problem-solvers who believe every detail matters. We're the creative force working behind the scenes, quietly shaping the experiences that people will remember for a lifetime. Fractavisual is the industry's best kept secret.

At FractaVisual, we create wonder, inspire connection, and transform one-a-kind experiences into memories that last a lifetime.

Design . Develop . Deliver

Picture: Old Westbury Gardens

Our mission statement.

The guardian of light.



Every great story begins with a spark.

Long before FractaVisual illuminated attractions around the world, there was a dragon named Hikari. Her name comes from the Japanese word for "light", representing illumination, hope, and discovery. Unlike other dragons, Hikari possessed a rare gift, she breathed living light. Wherever her light touched, ordinary places became extraordinary and quiet pathways came alive with glowing stories. But Hikari soon realized something important. Light alone wasn't enough. Without imagination, it was simply illumination. Without storytelling, it was just another fixture. The true magic happened when light, technology, art, and emotion worked together to create unforgettable experiences. That belief became the foundation of FractaVisual.

Hikari (hee-KAH-ree)

DESIGN, DEVELOP AND DELIVER

U.S. PATENTS, AND PATENTS PENDING

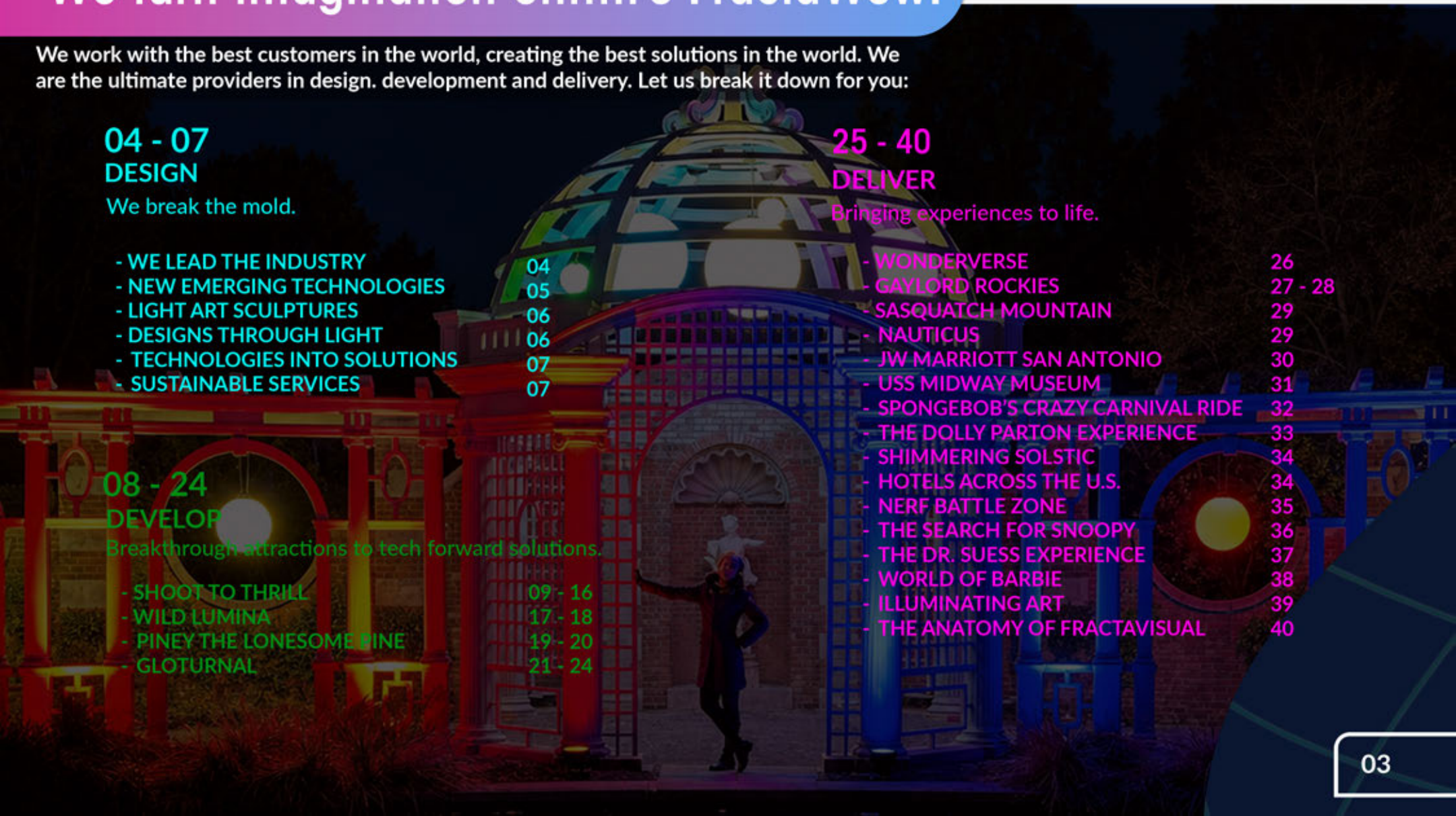
OVER A DECADE OF EXPERIENCE

CUSTOMERS WORLDWIDE

FRACTAVISUAL

We turn imagination on...it's FractaWow!

We work with the best customers in the world, creating the best solutions in the world. We are the ultimate providers in design. development and delivery. Let us break it down for you:



04 - 07
DESIGN
We break the mold.

- WE LEAD THE INDUSTRY 04
- NEW EMERGING TECHNOLOGIES 05
- LIGHT ART SCULPTURES 06
- DESIGNS THROUGH LIGHT 06
- TECHNOLOGIES INTO SOLUTIONS 07
- SUSTAINABLE SERVICES 07

08 - 24
DEVELOP
Breakthrough attractions to tech forward solutions.

- SHOOT TO THRILL 09 - 16
- WILD LUMINA 17 - 18
- PINEY THE LONESOME PINE 19 - 20
- GLOTURNAL 21 - 24

25 - 40
DELIVER
Bringing experiences to life.

- WONDERVERSE 26
- GAYLORD ROCKIES 27 - 28
- SASQUATCH MOUNTAIN 29
- NAUTICUS 29
- JW MARRIOTT SAN ANTONIO 30
- USS MIDWAY MUSEUM 31
- SPONGEBOB'S CRAZY CARNIVAL RIDE 32
- THE DOLLY PARTON EXPERIENCE 33
- SHIMMERING SOLSTIC 34
- HOTELS ACROSS THE U.S. 34
- NERF BATTLE ZONE 35
- THE SEARCH FOR SNOOPY 36
- THE DR. SUESS EXPERIENCE 37
- WORLD OF BARBIE 38
- ILLUMINATING ART 39
- THE ANATOMY OF FRACTAVISUAL 40

Design.

Ideas that light the imagination.



WE LEAD THE INDUSTRY. SIMPLICITY, QUALITY & INNOVATION ARE STANDARD IN ALL OF OUR DESIGNS.

At FractaVisual, we design experiences that people remember.

By blending creative storytelling with lighting, technology and immersive experiences, we transform bold ideas into solutions and attractions that engage, inspire, and perform. Every project begins with a story and is thoughtfully designed to create emotional connections through light, motion, interaction, and atmosphere. For over 10 years we have worked with leading companes such as Merlin, Disney Research, Universal Creative, Gaylord Hotels, JW Resorts, Netflix, Sally Dark Rides, Whitewater, Scenario, Nassal, Roto, Gantom and others.



DESIGNS ARE DEVELOPED, TESTED & BUILT IN AMERICA.

Our state of the art business, with state of the art people.

Trusted by the world's leading amusement ride manufacturers, theme parks, resorts, museums, zoos, and A&E firms, we design, develop and deliver unforgettable experiences. All of FractaVisual's designs meet industry standards. We don't follow the future of immersive entertainment, we help create it.



FractaVisual has offices in both Southern California and Orlando, Florida with employees across the United States.

WE BREAK THE MOLD.

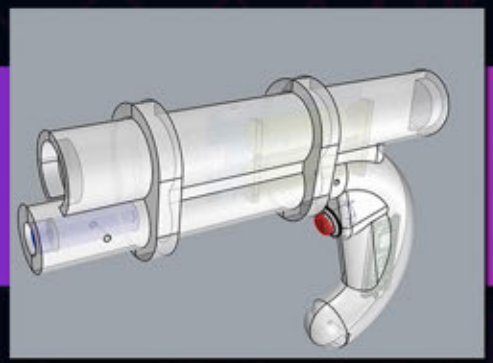


Our creative team pushes the boundaries of innovation, developing breakthrough solutions that solve real-world challenges. FractaVisual delivers reliable, high-quality experiences on time and on budget. We give our clients the confidence to focus on operations while we handle the rest.

WHAT WE OFFER:

DEVELOP AND PROTOTYPE NEW EMERGING TECHNOLOGIES

With more than a decade of design expertise, FractaVisual delivers solutions that are developed to be scalable, safe, and designed to perform. Creativity is at the core of everything we do. Whether pioneering an industry-first innovation or reinventing an existing product, we transform bold ideas into reliable solutions. Our rapid prototyping capabilities accelerate development by validating form, fit, function, and aesthetics before production begins. Using advanced 3D printing and the latest fabrication technologies, we produce accurate scale models and first articles that allow clients to see, test, and refine their vision with confidence.









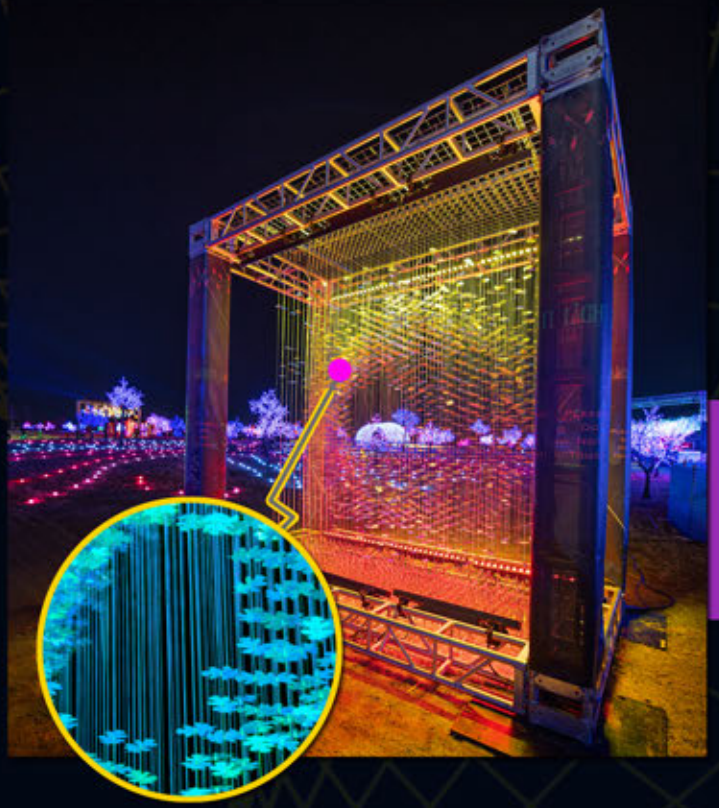


WE BREAK THE MOLD.

WHAT WE OFFER:

WE DESIGN AND CREATE TECHNOLOGY-DRIVEN LIGHT ART SCULPTURES.

Technology and light-based artistic sculptures transform ordinary spaces into unforgettable experiences. FractaVisual develops and fabricates custom illuminated sculptures that seamlessly blend art, technology, and storytelling to create iconic landmarks. From themed entertainment, resorts, zoos, to destination attractions, each installation is crafted to captivate audiences, inspire engagement, and leave a lasting impression. By combining cutting-edge lighting systems, creative design, and precision, we deliver scupltures through light that elevate environments.





STORY-DRIVEN DESIGNS THROUGH LIGHT

We combine creative vision, immersive technology, and artistic lighting to craft experiences that captivate audiences and strengthen emotional connections. Every lighting element is intentionally designed to support the narrative—guiding guests, creating atmosphere, revealing key moments, and bringing environments to life.

WE BREAK THE MOLD.

WHAT WE OFFER:



TURNING EMERGING TECHNOLOGIES INTO SOLUTIONS

FractaVisual transforms emerging technology into practical, real world solutions. We integrate the latest innovations in lighting, media, interactive systems, and automation to create reliable, scalable experiences that enhance storytelling and deliver lasting results.



SUSTAINABLE EXPERIENCE SERVICES

We strive on reducing environmental impact and improving operational efficiency. From energy-efficient lighting systems and intelligent controls to reusable scenic elements, we help clients build immersive experiences that are as responsible as they are remarkable. Our team ensures each installation minimizes waste, lowers operating costs, and remains adaptable for future enhancements.

Develop.

Immersive attractions. Unforgettable memories.









Turning light, technology, and imagination into unforgettable interactive adventures.

SHOOT TO THRILL

Where every mission comes to life.

About Shoot To Thrill

Shoot to Thrill is a premium interactive attraction that transforms guests into the heroes of the story. Armed with high-tech phasers, players explore immersive themed environments where screens, lights, props, and special effects become part of the mission. Guests compete, collaborate, and influence the adventure through their actions.

Designed as a flexible platform, Shoot to Thrill can be customized for virtually any theme or IP—from holiday adventures and haunted experiences to zoos, aquariums, museums, and family entertainment centers. Scalable for permanent, seasonal, touring, or temporary installations, it also integrates seamlessly into dark rides and existing attractions, creating unforgettable experiences that drive guest engagement and repeat visitation.

Concept rendering shown to illustrate gameplay.
Final attraction design and features may vary slightly.

MISSION: CLEANUP

RESTORE THE OCEANS. PROTECT THE FUTURE.

An adventure where every guest makes a difference.

About MISSON: CLEANUP

MISSION: CLEANUP operates off the Shoot To Thrill technology and transforms environmental education into an unforgettable adventure. Rather than simply teaching conservation, guests actively participate in restoring the ocean through fast-paced, cooperative gameplay. Every interaction reinforces positive environmental behaviors while delivering the excitement of an immersive family attraction.

The result is a scalable, high-capacity experience that entertains, educates, and inspires guests of all ages, turning ocean conservation into an adventure everyone wants to play again.



Armed with illuminated interactive controllers, players work together through a series of beautifully themed underwater environments, removing pollution, protecting wildlife, and reversing environmental damage.

MISSON: CLEANUP
Restore the Oceans. Protect the Future.

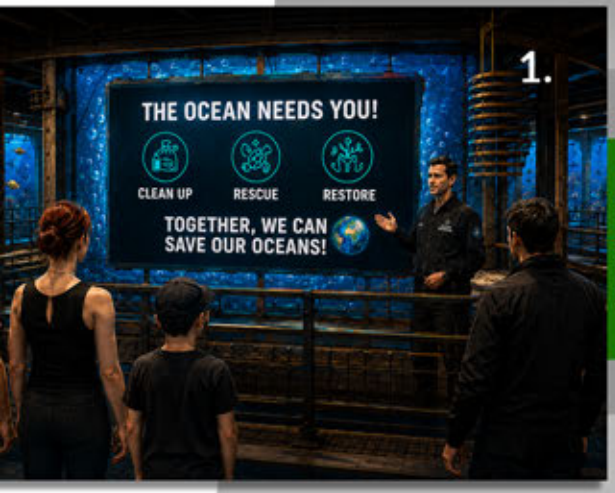


Concept rendering shown to illustrate gameplay.
Final attraction design and features may vary slightly.

Guest Experience.

Blending education with action.

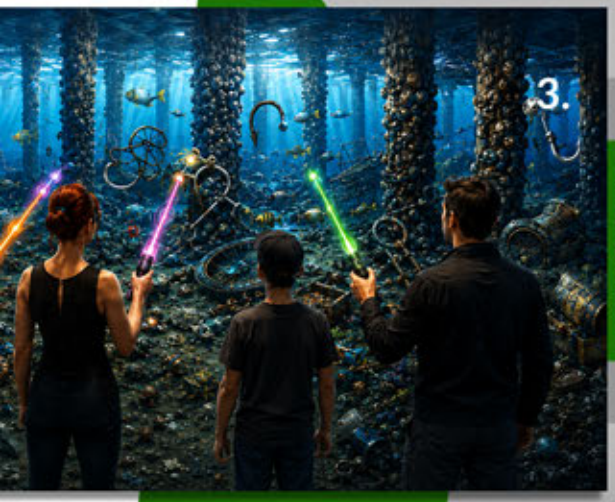
MISSION: CLEANUP
RESTORE THE OCEANS. PROTECT THE FUTURE.



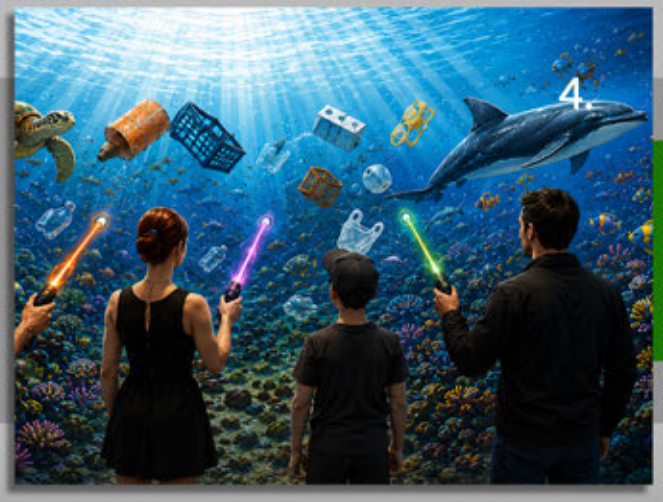
Mission Briefing
Guests receive a fast-paced introduction explaining the mission and rules.



Coral Reef Rescue
Working together, guests remove bottles, bags, and litter while protecting coral and sea life.



Fishing Pier Cleanup
Guests clear hooks, fishing line, and debris beneath a pier to protect sea turtles and fish from dangerous entanglements.



Open Ocean Recovery
Offshore pollution threatens marine life. Teams race to clear the hazards.

Concept rendering shown to illustrate gameplay.
Final attraction design and features may vary slightly.

Guest Experience Cont'd.

Blending education with action.

MISSION: CLEANUP
RESTORE THE OCEANS. PROTECT THE FUTURE.



Sunken Shipwreck
Guests contain oil leaks, collect toxic waste, uncover hidden treasures, restoring the surrounding reef together.



Mission Complete
Players leave inspired, knowing even small actions create meaningful change.



Concept rendering shown to illustrate gameplay.
Final attraction design and features may vary slightly.

Every room introduces a new mission with physical scenic elements, interactive targets, dynamic lighting, sound, and real-time scoring that encourages teamwork and repeat play.

Key features.

- Interactive illuminated controllers.
- Projection mapping and immersive media.
- Physical scenic environments.
- Interactive lighting and special effects.
- Team-based cooperative gameplay.
- Live scoring and leaderboards.
- Educational storytelling in gameplay.
- Highly repeatable experience.
- Modular scenes for scalable installations.

MISSON: CLEANUP
Restore the Oceans. Protect the Future.



Concept rendering shown to illustrate gameplay.
Final attraction design and features may vary slightly.

Optional Storylines Available.

Blending education with action.

SAFARI DEFENDERS

PROTECT WILDLIFE. PRESERVE OUR PLANET.

SAFARI DEFENDERS

PROTECT WILDLIFE. PRESERVE OUR PLANET.

Guests become safari heroes in this immersive, team-based adventure. Work together to protect wildlife, clean up the environment, and preserve the beauty of the wild!

1 PRE-SHOW BRIEFING



Guests receive their mission and learn how to use their interactive controllers to help protect wildlife.

2 SAVANNAH – CLEAN THE LAND



Remove litter and plastic waste scattered across the savannah to keep the land clean and safe for animals.

3 RIVER RESCUE – SAVE THE ANIMALS



Free animals caught in nets and remove dangerous debris from rivers and waterways.

4 POACHING PATROL – STOP THE THREAT



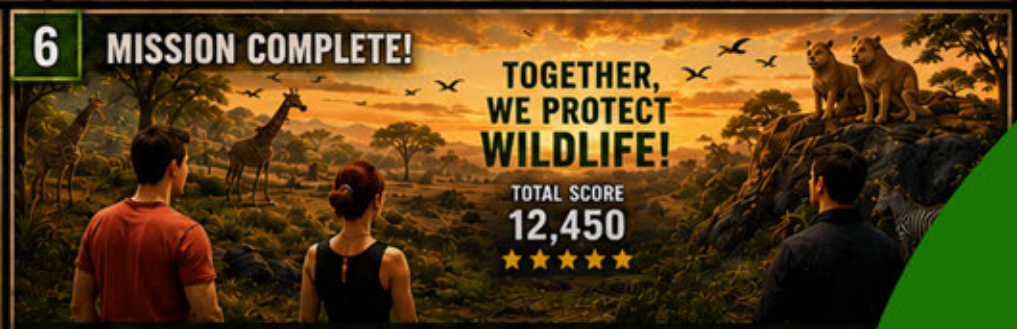
Take down poaching equipment and stop poachers from harming endangered animals.

5 HABITAT RESTORE – HEAL THE WILD



Plant trees, restore natural habitats, and help nature thrive for future generations.

6 MISSION COMPLETE!



Wildlife is safe, habitats are restored, and the future is brighter thanks to your team's efforts!



About ELF FORCE DELTA

Guests are recruited as the newest members of this top-secret holiday response unit. After receiving their interactive phasers and mission briefing, they must race through a series of immersive environments, working together to restore Christmas before the countdown clock reaches midnight.

The result is a scalable, portable, and high-capacity experience that entertains, educates, and inspires guests of all ages, turning ocean conservation into an adventure everyone wants to play again.

The modular Shoot To Thrill technology platform allows the adventure to evolve each season with new missions, storylines, and characters, ensuring Elf Force Delta remains a fresh holiday tradition that families will want to experience year after year.

Guest Experience.

4 MISSONS TO COMPLETE TO BECOME ELF FORCE DELTA



Mission 1: Operation Cookie Chaos
Players identify and shoot the correct holiday ingredients while avoiding spoiled food.

Mission 2: Toy Factory Rescue
Guests blast defective toys into repair stations while protecting finished toys from sabotage.

Mission 3: Rooftop Delivery Training
Players guide parachuting elves onto rooftops while avoiding bright security lights to expose the operation.

Mission 4: Silent Night
Players repair the Christmas tree, restore stockings, and keep the house peaceful all while avoiding anything that might wake the family.



Concept rendering shown to illustrate gameplay.
Final attraction design and features may vary slightly.





Where stories come to light.

Light. Story. Experience.





Wild Lumina

An IlluiNature Experience

When the sun sets, the zoo transforms into something extraordinary. WildLumina: An IllumiNature Experience is a premium nighttime attraction that immerses guests in a breathtaking world where light, nature, and imagination become one. Winding pathways lead visitors through spectacular illuminated environments filled with larger-than-life wildlife lanterns, glowing forests, interactive light installations, and unforgettable moments of discovery.





More than a lantern festival, WildLumina is a fully immersive storytelling experience that celebrates the beauty, mystery, and wonder of nature after dark. By blending premium lighting design, immersive technology, and artistic craftsmanship, IllumiNature creates an experience that captivates guests of every generation while giving zoos a signature nighttime attraction unlike anything else.

Where stories come to light.

Light. Story. Experience.

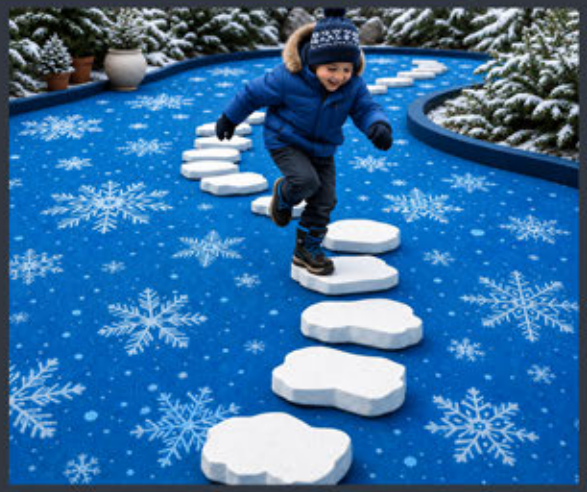


The experience seamlessly blends nature with technology, creating a playful environment that feels both organic and fantastical. It is an iconic photo opportunity, an unforgettable family moment, and a signature scene guests will remember long after their visit. Designed for zoos, museums, and resorts. The result is a high-capacity attraction that increases dwell time, drives repeat visitation, and generates powerful social media engagement through iconic, photo-worthy environments.

Where stories come to light.

Light. Story. Experience.





PINEY THE LONESOME PINE

Every Christmas tree has a story. This one just needs help finding its way home. Piney the Lonesome Pine is an immersive, family-friendly holiday activation that transforms a traditional Christmas tree farm into a magical, story-driven adventure filled with interactive moments, memorable traditions, and festive surprises. Blending theatrical storytelling, technology, games, and seasonal charm, guests don't simply choose a Christmas tree—they become part of Piney's journey.



Designed as a turnkey activation, the experience can operate as a ticketed attraction, promotional event, corporate activation, or branded sponsorship opportunity. The modular arena scales from intimate community events to large festivals, allowing operators to maximize throughput while creating an energetic visual centerpiece that attracts participants and spectators alike.



Where stories come to light.

Light. Story. Experience.



Piney the Lonesome Pine creates an emotional reason to explore every corner of the farm while encouraging families to spend more time together. Rather than simply shopping for a Christmas tree, guests become active participants in a heartwarming holiday story that builds lasting traditions year after year. Designed to increase dwell time, encourage food and retail spending, generate premium upcharge experiences, and inspire annual repeat visitation, Piney the Lonesome Pine is a holiday attraction where every family becomes part of the story and every Christmas tree truly comes home.







GLOturnal
Kingdom after dark.

An interactive night experience where the kingdom comes alive after dark.

About GLOTURNAL

GLOturnal transforms zoos, nature parks, and wildlife attractions into breathtaking nighttime adventures where light becomes the storyteller. Guests embark on a self-guided journey through illuminated trails filled with glowing wildlife, interactive lighting, projection mapping, soundscapes, and magical moments around every corner.

Each step uncovers something new. Hidden creatures emerge from the darkness, pathways respond to movement, forests shimmer with color, and larger-than-life nocturnal animals guide guests through an unforgettable adventure. Educational moments blend seamlessly with immersive entertainment.



Designed to increase evening attendance and extend operating hours, GLOturnal creates a premium nighttime attraction that generates repeat visitation while celebrating the beauty and mystery of the natural world. The result is an experience that is emotional, memorable, and unlike anything guests have experienced during the day.

GLOturnal
Kingdom After Dark.

Concept rendering shown to illustrate walkthrough. Final design may slightly vary.

Guest Experience.

As daylight fades, a new world awakens.



Arrival
Guests enter an illuminated gateway as the ordinary world fades away and the adventure begins.



The Path Awakens
Thousands of glowing lights guide visitors deeper into a magical nighttime landscape.



Night Creatures Appear
Projection mapping and illuminated wildlife reveal the hidden kingdom that comes alive after dark.



Interactive Discovery
Responsive lighting and effects react to every movement, immersing guests in the story.

Concept rendering shown to illustrate walkthrough. Final design and may slightly vary.

Guest Experience Cont'd.

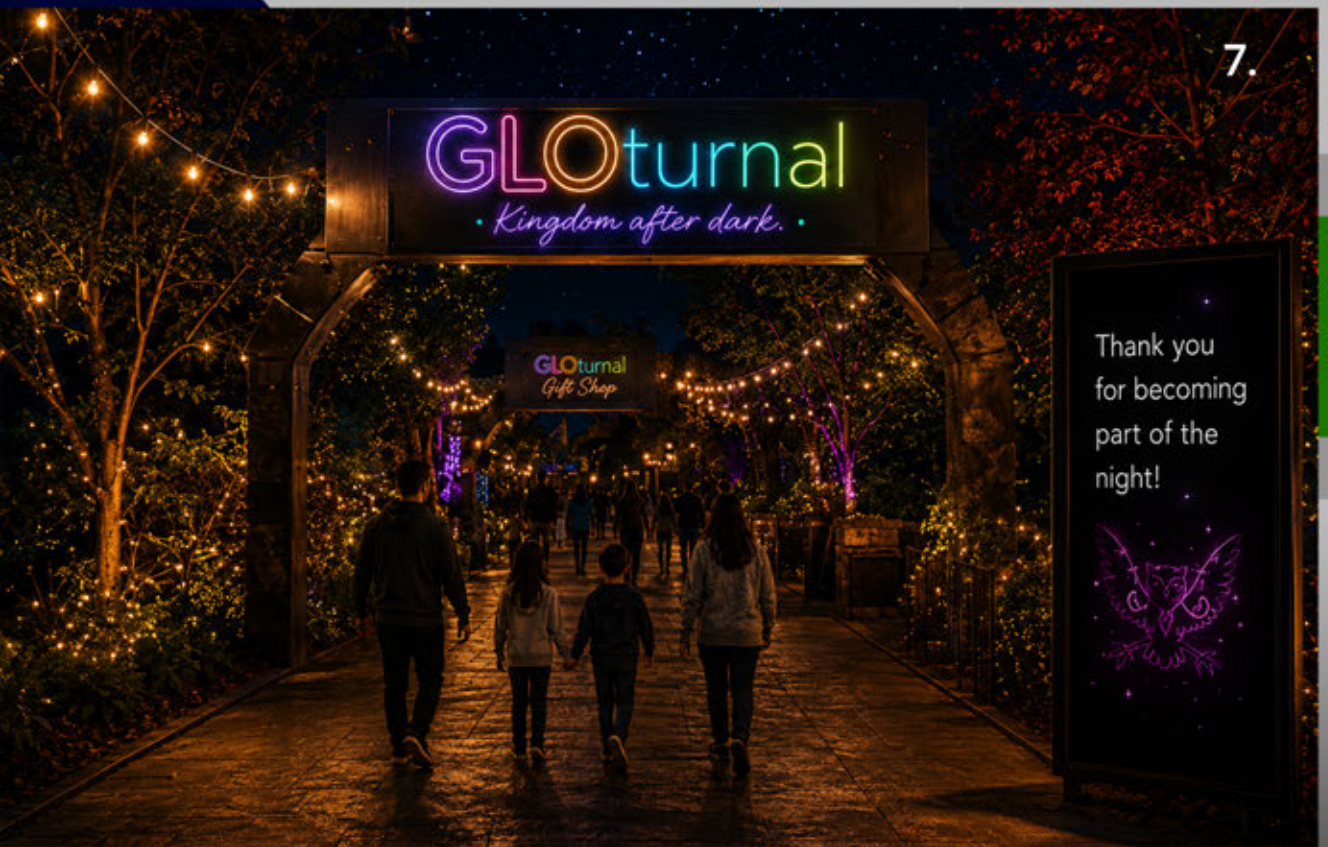
As daylight fades, a new world awakens.



Play and Learn
Interactive stations engage families with wildlife and conservation.



Grand Finale
Spectacular finale celebrates the nocturnal world with synchronized light and music.



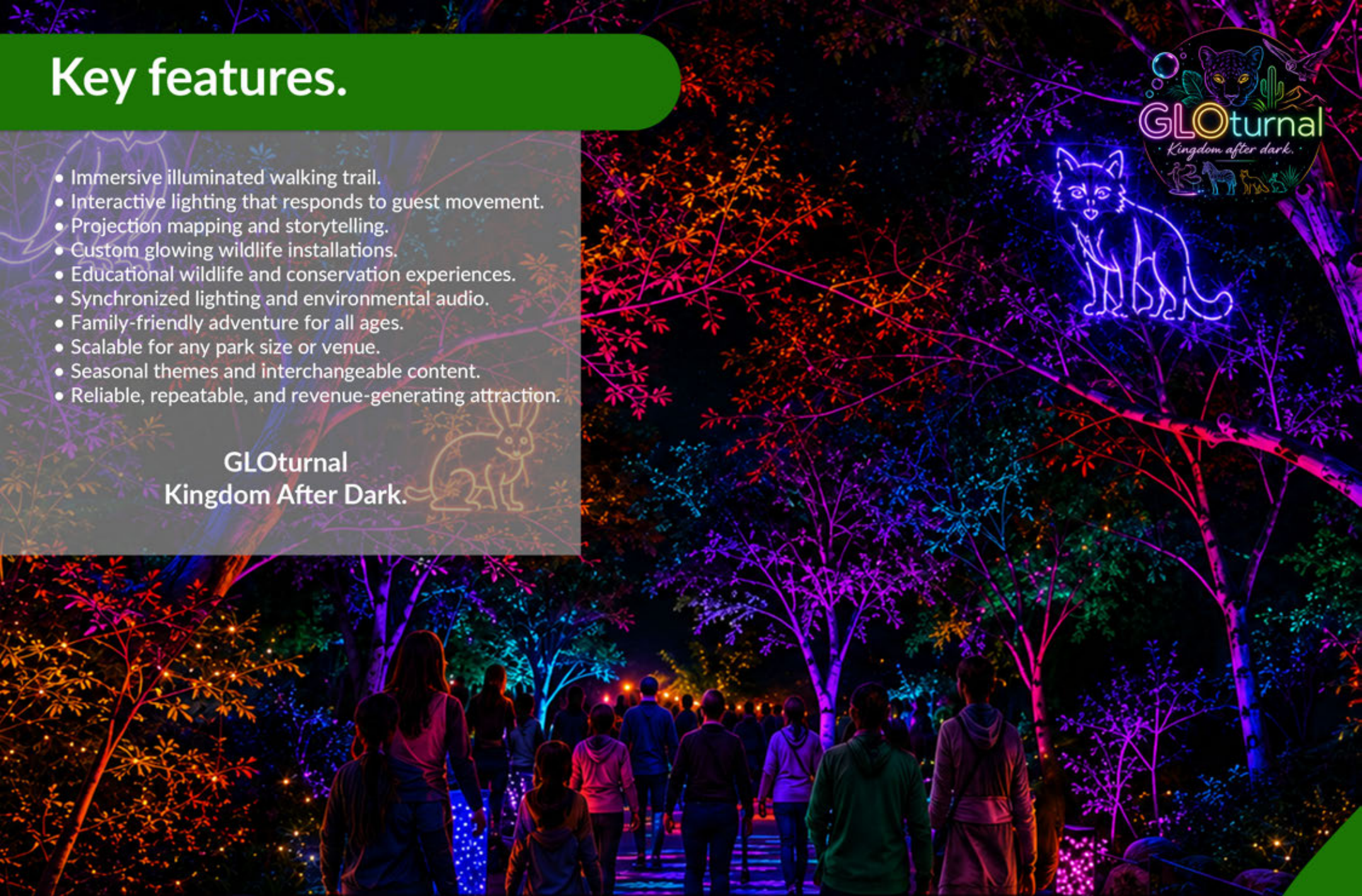
Take the Magic Home
Guests exit inspired, carrying lasting memories and a deeper appreciation for the beauty of nature after dark.

Concept rendering shown to illustrate walkthrough. Final design and may slightly vary.

Key features.

- Immersive illuminated walking trail.
- Interactive lighting that responds to guest movement.
- Projection mapping and storytelling.
- Custom glowing wildlife installations.
- Educational wildlife and conservation experiences.
- Synchronized lighting and environmental audio.
- Family-friendly adventure for all ages.
- Scalable for any park size or venue.
- Seasonal themes and interchangeable content.
- Reliable, repeatable, and revenue-generating attraction.

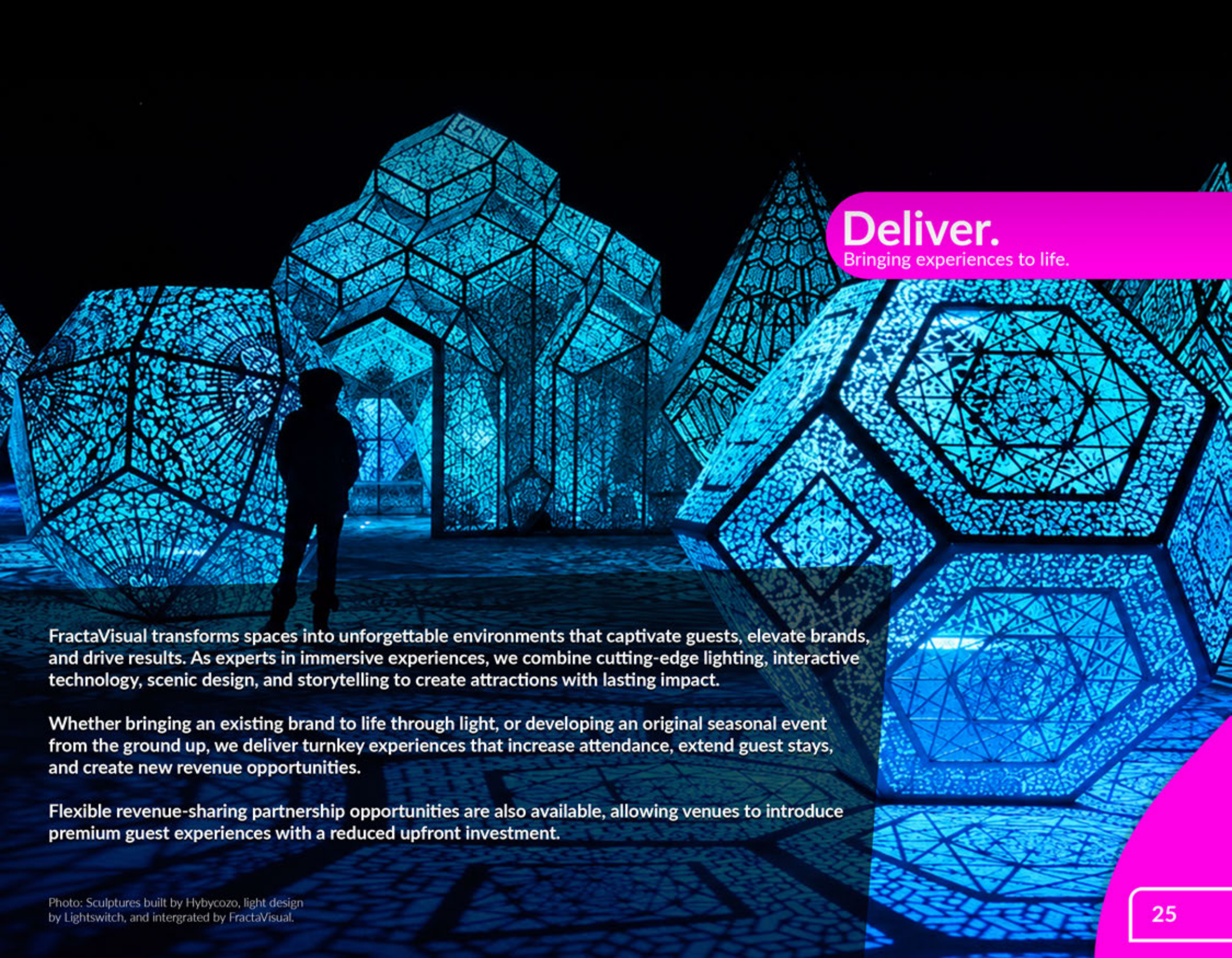
GLOturnal
Kingdom After Dark.



GLOturnal transforms outdoor spaces into premium nighttime attractions with minimal impact on daytime operations. Immersive lighting, storytelling, and interactive technology extend guest stays, boost admissions, increase food and retail sales, and create unforgettable after-dark experiences that drive repeat visits.

Deliver.

Bringing experiences to life.



FractaVisual transforms spaces into unforgettable environments that captivate guests, elevate brands, and drive results. As experts in immersive experiences, we combine cutting-edge lighting, interactive technology, scenic design, and storytelling to create attractions with lasting impact.

Whether bringing an existing brand to life through light, or developing an original seasonal event from the ground up, we deliver turnkey experiences that increase attendance, extend guest stays, and create new revenue opportunities.

Flexible revenue-sharing partnership opportunities are also available, allowing venues to introduce premium guest experiences with a reduced upfront investment.

Photo: Sculptures built by Hybycozo, light design by Lightswitch, and intergrated by FractaVisual.

Turning vision into light.

Illuminating extraordinary experiences.

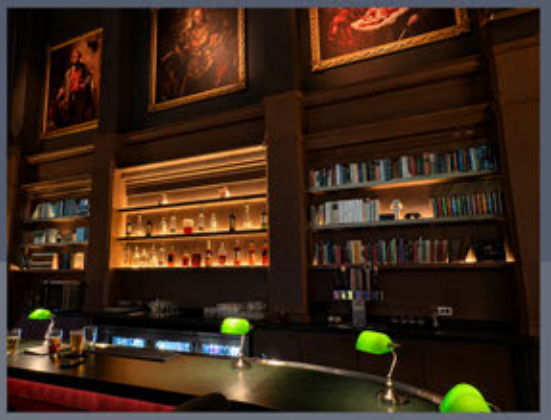


WONDERVERSE, CHICAGO

FractaVisual designed and developed custom lighting solutions for Sony Wonderverse, using light as a storytelling element to elevate every guest experience. Our team created specialty themed fixtures for multiple environments, including the Ghostbusters™ speakeasy, where immersive lighting transformed the library-inspired bar into a mysterious, supernatural destination.

The team also developed the Mobius Illuminous, a one-of-a-kind sculptural chandelier featuring dynamic LED light bars that race with vibrant, ever-changing colors, creating a striking centerpiece that blends art, technology, and immersive design.









Turning vision into light.

Illuminating extraordinary experiences.





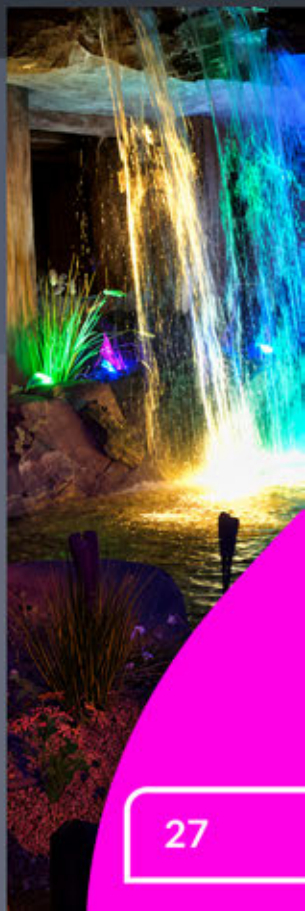


GAYLORD ROCKIES, COLORADO

FractaVisual designed, developed and delivered the Gaylord Rockies Resort's atrium an immersive experience with custom lighting, projection mapping, and special effects integrated into its signature waterfalls and rockscapes. Seasonal shows featured vibrant lighting, blacklight effects, and animated projections that captivated guests of all ages.

Beyond the atrium, FractaVisual created a stunning outdoor Forest of Lights, extending the holiday magic throughout the resort's adventure zone with an unforgettable nighttime experience.





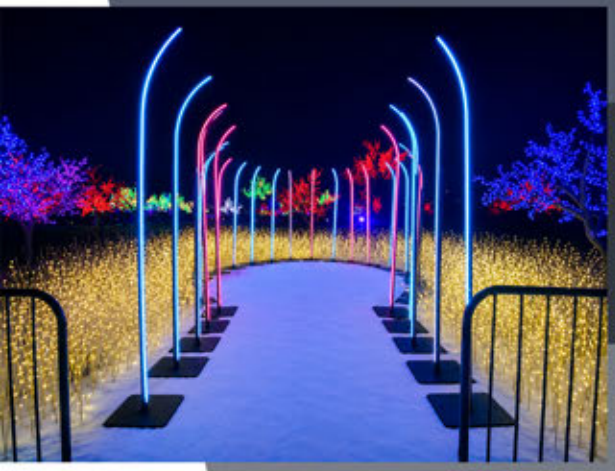
Turning vision into light.

Illuminating extraordinary experiences.

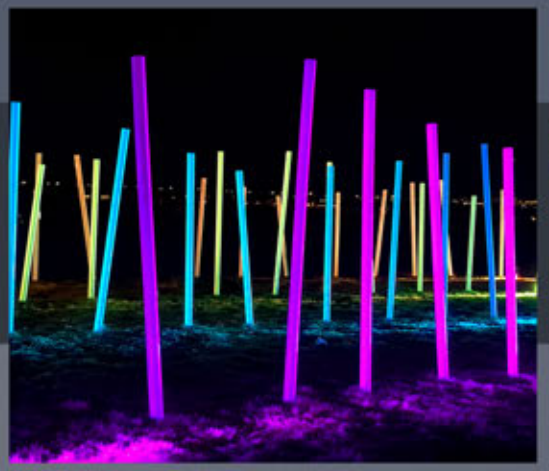
GAYLORD ROCKIES, COLORADO









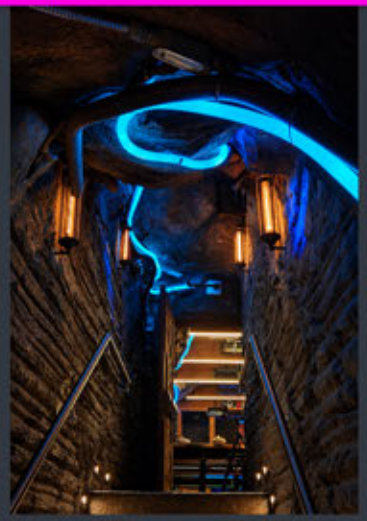




Turning vision into light.

Illuminating extraordinary experiences.





SASQUATCH MOUNTAIN

FractaVisual elevated the Sasquatch Mountain experience from the moment guests arrive. Dynamic architectural lighting brings the massive Sasquatch animatronic and themed entrance to life, creating an unforgettable first impression. Inside the queue, FractaVisual designed high-voltage electrical effects with synchronized arcs, flashes, and sound to build suspense and immerse guests before they even board. These enhancements seamlessly amplify the attraction's multi-sensory virtual reality adventure, where riders embark on a thrilling Bigfoot expedition through the Pacific Northwest.







NAUTICUS MARITIME CENTER

FractaVisual designed and developed a custom interactive LED chandelier for Nauticus, the premier maritime discovery center and science museum on Norfolk's waterfront. Inspired by the movement and energy of the ocean, the installation responds to guests below with dynamic waves of light and color, transforming the ceiling into a living work of art.









Turning vision into light.

Illuminating extraordinary experiences.



JW MARRIOTT

SAN ANTONIO HILL COUNTRY

FractaVisual brought the holidays to life with the design, technical integration, and installation of JW Marriott's 50+ foot illuminated Christmas tree—the stunning centerpiece of Hill Country Christmas and the Light Up the Night celebration. Design for maximum visual impact and flawless operation, the tree creates an unforgettable arrival moment that delights guests and anchors the resort's signature holiday experience.















Turning vision into light.

Illuminating extraordinary experiences.



USS MIDWAY MUSEUM

FractaVisual designed and integrated a strategic lighting system that transforms the USS Midway Museum into a more immersive and engaging guest experience. Carefully placed illumination highlights the ship's historic living quarters, workspaces, exhibits, artifacts, and interpretive timelines, guiding visitors through the stories of those who served aboard the legendary aircraft carrier. As one of San Diego's most iconic attractions, the USS Midway Museum now uses light to deepen storytelling, strengthen emotional connections, and bring the ship's history and legacy vividly to life.









Turning vision into light.

Illuminating extraordinary experiences.

SPONGEBOB'S CRAZY CARNIVAL RIDE



FractaVisual was hired by Sally Dark Rides to design, fabricate, and integrate custom lighting fixtures, specialty gobos, and immersive show lighting for their dark ride, SpongeBob's Crazy Carnival Ride, at Circus Circus Hotel & Casino in Las Vegas. Our lighting solutions transformed the attraction with dynamic underwater effects, animated bubble projections, and flowing ocean ripples that enhanced every scene. Seamlessly integrated into the ride experience, these custom elements reinforced the storytelling and created the sensation of journeying through the vibrant world of Bikini Bottom alongside SpongeBob and friends.

















Turning vision into light.

Illuminating extraordinary experiences.



DOLLY PARTON EXPERIENCE

FractaVisual enhanced The Dolly Parton Experience with custom gobos and specialty lighting that brings every gallery to life. Carefully crafted illumination highlights Dolly's treasured artifacts, instruments, and personal memorabilia while creating a warm, cinematic atmosphere that guides guests through her remarkable journey. Located at Dollywood, the immersive walkthrough celebrates the life, legacy, and extraordinary career of the Queen of Country, inviting guests to explore authentic exhibits and interactive experiences that tell Dolly's inspiring story.

















Turning vision into light.

Illuminating extraordinary experiences.





SHIMMERING SOLSTICE

FractaVisual transformed the gardens into a breathtaking nighttime journey through light, blending illuminated sculptures, interactive experiences, immersive projections, and stunning visual environments. Spanning the estate's iconic Walled Garden, Rose Garden, South Lawn, and Allée, each installation Fractavisual developed and delivered, invited guests to discover a magical landscape where every path revealed a new story brought to life through light.

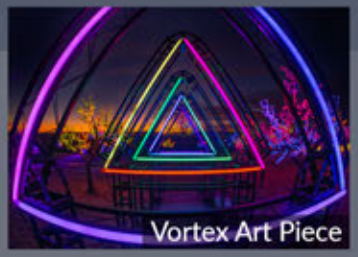






GAYLORD HOTELS ACROSS THE UNITED STATES

FractaVisual is the trusted lighting partner behind immersive seasonal experiences at Gaylord Hotels nationwide. For years, we've designed, developed, and delivered turnkey lighting solutions that transform each property into a breathtaking nighttime destination. From custom lighting sculptures and illuminated landscapes to interactive displays and signature holiday moments, our creative lighting systems create unforgettable guest experiences that families return to year after year. Every location. Every season. Every installation FractaVisual is the trusted partner of Gaylord Hotels.



Vortex Art Piece





Gaylord Rockies Light



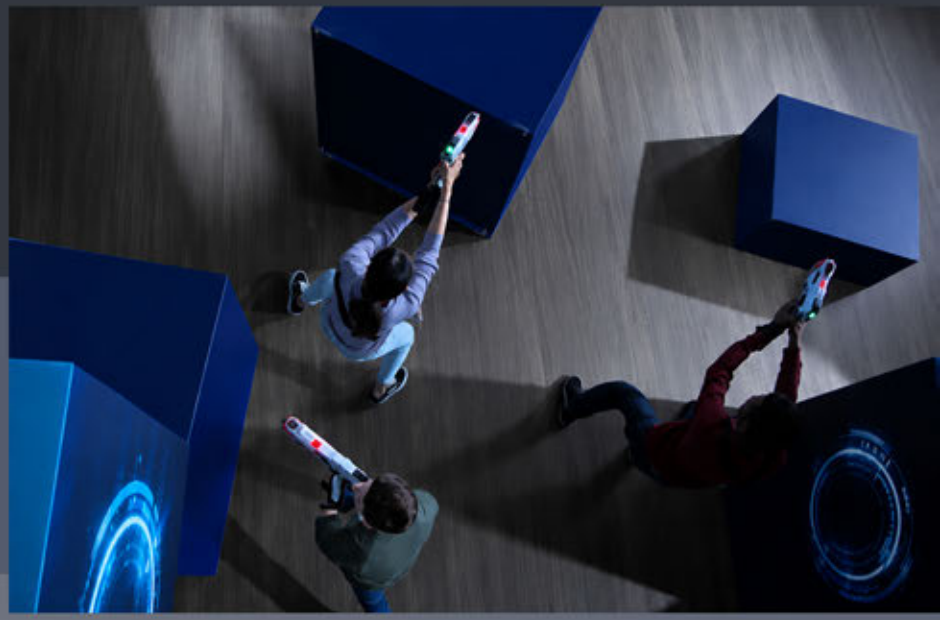
Where stories come to light.

Light. Story. Experience.



NERF® BATTLE ZONE

FractaVisual's custom gobos and cinematic action lighting set the stage for an intense NERF Battle Zone, transforming any venue into a high-energy tactical battleground where guests become the heroes.



FractaVisual elevated the NERF Battle Zone with cinematic, story-driven lighting that transformed into action-packed battlefields. Utilizing premium portable lighting, dynamic gobos, atmospheric effects, synchronized audio, and rapid-deployment technology.







Where stories come to light.

Light. Story. Experience.



THE SEARCH FOR SNOOPY A PEANUTS® ADVENTURE

FractaVisual brought the world of Snoopy & The Great Mystery Club to life through interactive lighting, custom gobo projections, and story-driven lighting that transformed every scene into a living adventure. As families joined Snoopy and the Peanuts gang to solve a series of delightful mysteries and revealed new discoveries. By seamlessly blending technology, lighting, and storytelling, FractaVisual created an engaging, walk-through experience where every guest became an active part of the story.





FractaVisual developed an interactive floor experience that responded to guest movement, transforming every step into a playful part of the Snoopy & The Great Mystery Club adventure.







Where stories come to light.

Light. Story. Experience.

THE DR. SEUSS EXPERIENCE®

FractaVisual transformed The Dr. Seuss Experience into a vibrant world of light, color, and imagination. Bold lighting effects, dynamic color changes, and theatrical illumination brought every whimsical environment to life, amplifying the playful spirit and larger-than-life creativity that defines Dr. Seuss.





Every walkthrough was uniquely lit to reflect the personality, mood, and story of each iconic world. From warm, magical moments to wild explosions of color and energy, every scene featured its own lighting identity, guiding guests through an unforgettable journey where light became part of the storytelling.

Where stories come to light.

Light. Story. Experience.



WORLD OF BARBIE®

FractaVisual elevated the World of Barbie experience with vibrant, dynamic lighting that brought every interactive moment to life. Brilliant color, immersive effects, and precisely illuminated feature pieces transformed each environment into a bold, photo-ready destination, amplifying Barbie's signature style while enhancing guest engagement. The result was a brighter, more energetic experience where every scene celebrated the iconic brand with unforgettable visual impact.



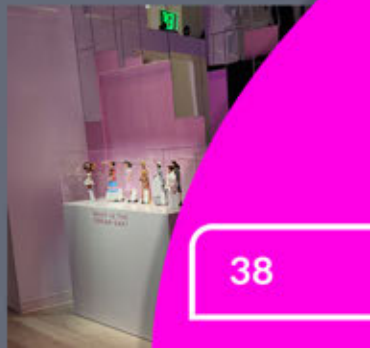






FractaVisual's bold washes of pink, punchy color transitions, dynamic lighting effects, and carefully crafted scene illumination brought Barbie's iconic world to life, making every interactive space feel energetic, immersive, and larger than life. Precision museum-quality lighting also showcased each Barbie doll, costume, accessory, and collectible with exceptional clarity while protecting the artifacts, creating a premium storytelling environment.





Illuminating Art.

Each art piece tells a story through light.

Where Light Becomes Story.

FractaVisual designs custom themed light art sculptures that do more than illuminate a space, they tell a story. Every design is crafted with purpose, blending artistry, technology, and imagination to transform ordinary environments into unforgettable experiences. Each light sculpture is created to captivate guests and bring every narrative to life.

















Turning vision into light.

Illuminating extraordinary experiences.

Art Installation at the Moxi in Santa Barbara called "Inspirations in Color and Light."

The anatomy of FractaVisual

Creating lasting memories and what's next.

DISCOVER
Every great solution begins with understanding the challenge.

IMAGINE
Ideas become possibilities.

DESIGN
Vision takes place.

DEVELOP
Innovation meets execution.

DELIVER
Bringing experiences to life.

Design . Develop . Deliver



FRACTAVISUAL

FractaVisual
10265 Indiana Court.
Rancho Cucamonga,
California 91730
USA

+1.909.324.2002
creative@fractavisual.com
www.fractavisual.com