

# Fun Works opens first multi-level indoor entertainment concept at Yas Mall



Silvio Liedtke (right) with Ibrahim Al Janahi



Landmark Leisure, the leisure business of the Landmark Group, has opened its wonder-filled house of play, Fun Works, at Yas Mall in Abu Dhabi

The multi-level family entertainment centre was inaugurated at a fun-filled ceremony by Silvio Liedtke, COO Landmark Leisure, and Steve Bunce, director of retail asset management at Aldar Properties, with Ibrahim Al Janahi, deputy CEO of Jafza and chief commercial officer of Economic Zones World and children of Biet Al Maqdas School in Abu Dhabi attending.

Fun Works offers a synergised entertainment mix that appeals to children of all age-groups, where little guests empowered to innovate, make decisions, take risks and discover their own potential in a wonder-filled environment. It blends playful learning experiences with its bespoke attractions - Wizz Works and My Works – and unique rides, including three first-of-their-kind in the region - Yolo Works, a drifting roller coaster; Work It Works, a ride powered by



the kids themselves; and Loop Works, a sky-flying adventure ride on a rotating plane.

Wizz Works is a five-level soft play area with 200+ activities spread over 20,000 sqft for children to build their physical skills and take risks.

My Works comprises 10 workshops to stimulate the mental aptitude of children and inculcate a sense of accomplishment through the concept of 'playful learning' under the guidance of 'worklings' - mascots who assist children and guide their play learning.

Conceptualised as the Landmark Group's predominant leisure brand, Fun Works will create a global benchmark for entertainment brands in the region. "Fun Works is a milestone for Landmark Leisure, the first large-format FEC where playful learning and thrilling experiences come together. It took two years of hard work to create this concept for our little guests. It reflects our business commitment to provide meaningful learning experiences through play for children in the region," says Silvio Liedtke.