

## For More Information

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The Universal Orlando Foundation Library at UCF's Rosen College of Hospitality Management contains a collection of materials related to the hospitality and tourism industries, including many items on theme park design and management. The Universal Orlando Foundation Library is open to the public and the UCF community six days a week and is located

at 9907 Universal Blvd., near International Drive and the heart of central Florida's tourism area. For more information, visit the Universal Orlando Foundation Library's homepage at <http://library.ucf.edu/rosen> or call 407-903-8100.

The UCF Library's Special Collections Department holds some of Stephen Lodwick's original drawings and several of his limited edition books, as well as rare and archival material on a wide range of subjects, including hospitality and tourism. The Special Collections Department is open to the public and to the UCF community 8 a.m.-5 p.m. Monday-Friday (closed major and university holidays) and is located on the 5th floor of the main UCF Library. For more information, visit the Special Collections homepage at <http://library.ucf.edu/specialcollections> or call 407-823-2576.

## Exhibit Design

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**Universal Orlando Foundation Library  
At the Rosen College of Hospitality Management**

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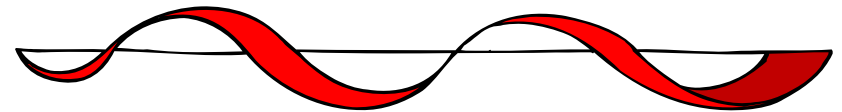
Universal Orlando  
Foundation Library  
At Rosen College

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# The Making of an Amusement Park Attraction: Stephen Danks Lodwick And the Creation of Dudley Do-Right's Ripsaw Falls

August 16th—October 15th, 2004



*A Special Exhibit Co-Produced by:*

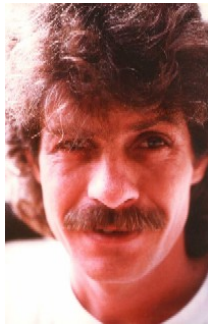
The Universal Orlando Foundation Library  
At the Rosen College of Hospitality Management

*and*

The Special Collections Department  
At the UCF Main Library

# Stephen Lodwick

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Stephen Danks Lodwick (1947-2002) was an illustrator and concept designer for theme park rides, exhibits, and attractions. He operated his own design studio Mighty Scenic Inc., and worked for several major players in the attraction industry.

As part of the Universal Studios Creative team in the mid-1990s, Mr. Lodwick helped design portions of Universal's Islands of Adventure theme park. He was especially instrumental in the design of Dudley Do-Right's Ripsaw Falls water ride. We are fortunate to

have some of Mr. Lodwick's original concept drawings for this attraction.

Mr. Lodwick also worked for Walt Disney Imagineering in the late 1990s (where he helped design attractions at theme parks in California and Paris), as well as for organizations such as MCA Recreation Group, Landmark Entertainment Group, and Paramount Parks.

After his death, Mr. Lodwick's family kindly donated his personal collection of over 1,000 books and drawings to the UCF Libraries. Most of his books are now a part of UCF Libraries' circulating collection, while rare items and original drawings are housed in Special Collections.

## Inspiration

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Mr. Lodwick's personal library clearly served as inspiration for his conceptual design projects. In addition to works on art, design, and architecture, his collection included books on topics such as cartoons, restaurants and diners, national parks, wildlife, ghost towns, and general American and Canadian history.



The first portion of our exhibit features a small selection of books that Mr. Lodwick owned and which might have served as inspiration for his work on Dudley Do-Right's Ripsaw Falls.

## Creation

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Designing a modern amusement park attraction is a large and complex endeavor carried out by a staff of many talented individuals. At the heart of any good ride, however, is a vision. Mr. Lodwick was particularly skilled at envisioning a good ride and at creating precise storyboards that would guide the design and production of an attraction.



The second portion of our exhibit features some of Mr. Lodwick's original concept drawings and storyboards for Dudley Do-Right's Ripsaw Falls. The ride's story and theming are based on a classic cartoon entitled "Dudley Do-Right of the Mounties," which ran on the popular *Bullwinkle Show* in the 1960s. The cartoons—and the ride—

revolved around the adventures of Dudley Do-Right, a Royal Canadian Mountie who frequently had to save his boss's daughter, Nell, from the evil clutches of his arch-nemesis, Snidely Whiplash.

## Realization

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After years of planning and construction, Dudley Do-Right's Ripsaw Falls opened at Universal's Islands of Adventure theme park in 1999. It remains one of the park's most popular attractions and is considered one of the better "log flume" water rides in the country.



Photo courtesy of Universal Orlando

The third portion of our exhibit features promotional materials designed to advertise the opening of the ride, as well as some photographs of the ride under construction and, finally, in action!