

BRC Imagination Arts and Ford's Manufacturing Innovation Wins 2016 THEA Award for Outstanding Brand Home Theatrical Experience

BRC Imagination Arts, an experience design agency that Turns Brands Into Destinations™ created the theatrical experience “Manufacturing Innovation Theater”, which today was awarded the 2016 Thea Award for outstanding achievement for a brand experience.

Burbank, California ([PRWEB](#)) November 20, 2015 -- BRC Imagination Arts, an experience design agency that Turns Brands Into Destinations™ created the theatrical experience “Manufacturing Innovation Theater”, which today was awarded the 2016 Thea Award for outstanding achievement for a brand experience. The Manufacturing Innovation Theater is located at the Ford Rouge Factory Tour in Dearborn, Mich. The awards are given by the Themed Entertainment Association to honor creative excellence in theme parks, museums and other attractions.

The “Manufacturing Innovation Theater” experience at the Ford Rouge Factory Tour, located at the Henry Ford Museum, is a multi-sensory exploration of Ford’s innovative manufacturing process that goes into creating the new aluminum-body 2015 F-150 truck, the vehicle that took home Truck of the Year honors at the Detroit Auto Show earlier this year. The show mixes emotional storytelling with jaw-dropping media and technical effects to tell an inspiring story of human ingenuity, technology innovation and the future of 21st century manufacturing.

“We’re privileged to work with many iconic brands, including Ford, to help shape their legacies and share their inspirational stories with guests all over the world,” said Christian Lachel, executive creative director and vice president at BRC Imagination Arts. “We’re humbled to have Manufacturing Innovation recognized by the Themed Entertainment Association as among the best of the year. We hope that audiences continue to be inspired, delighted and touched by these stories for many years to come.”

The prestigious TEA Thea Award is considered one of the attractions industry's greatest honors. Recipients will be honored at the 22nd Annual Thea Awards Gala at a ticketed, black-tie dinner affair at the Disneyland Resort in Anaheim, Calif., on April 2, 2016.

About BRC Imagination Arts

BRC Imagination Arts Turns Brands Into Destinations™. It conceives, designs and makes emotionally evocative brand destinations and cultural attractions that audiences love. For more than three decades, its masterful storytellers have helped iconic brands all over the world tell their stories in ways that engage audiences and inspire brand loyalty. BRC Imagination Arts has worked with and created some of the most respected and iconic destinations in the world, including “The Heineken Experience”, “Dream Big” by China Mobile and China Telecom, “Story Garden” by AMOREPACIFIC, “The World of Coca-Cola” “The Ford Rouge Factory Tour” and “The Guinness Storehouse.” For more information, visit <http://www.brcweb.com>.



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