

The 31st Annual Thea Award Winners

The Buzz Price Thea Award for a Lifetime of Outstanding Achievement

- Rick Rothschild, Founder and Chief Creative, FAR Out! Creative Direction

The Thea Catalyst Award

- Dayton Schroeder, AIA, Vice President and Design Director, SmithGroup
- Naoki Tanaka, Creative Director, Dentsu Lab Tokyo

The Thea Classic Award

- The Amazing Adventures of Spider-Man, Islands of Adventure, Universal Orlando Resort

Thea Awards for Outstanding Achievement

- *Attraction, Limited Budget:* The Ladder – Immersive Gaming, Los Angeles, California, USA
- *Attraction:* Voltron Nevera powered by Rimac, Europa Park, Rust, Baden-Württemberg, Germany
- *Attraction, Limited Budget:* Adventure Play at Windsor Great Park, Windsor, United Kingdom
- *Children’s Museum, Limited Budget:* NEOBIO Museum, Shanghai, China
- *Immersive Land:* Valley of Witches, Ghibli Park, Nagakute City, Aichi Prefecture, Japan
- *Immersive Show/Hotel Lobby Transformation, Limited Budget:* The Legend of Luna: A Great Wolf Story, Great Wolf Lodge, Perryville Maryland, USA
- *Immersive Technology and Production:* The Sphere, Las Vegas, Nevada, USA
- *International Live Spectacular:* 2024 Paris Olympic and Paralympic Opening Ceremonies, Paris, France
- *Live Event:* Kiss of The Sea (Nụ hôn của Biển Cả), Sunset Town, Vietnam
- *Marine Theme Park:* Chimelong Spaceship, Zhuhai, Guangdong, China
- *Museum:* International African American Museum, Charleston, South Carolina, USA
- *Museum Attraction:* The Priddy Family Foundation Freedom Theater at the National WWII Museum, New Orleans, Louisiana, USA
- *Spectacular Show:* Chimelong Show, Chimelong Theater, Zhuhai, China
- *Technological Innovation:* BDX Droids Star Wars Galaxy’s Edge, Walt Disney Imagineering Research & Development (Glendale, CA) and Disney Research Zurich (Switzerland)
- *Theme Park Land:* Fantasy Springs, Tokyo DisneySea, Tokyo, Japan
- *Theme Park Land:* Zootopia, Shanghai Disney Resort, Shanghai, China
- *Waterpaark:* Aquascope, Futuroscope, Jaunay-Marigny, France

TEA Recognition of Merit (New for 2025)

- *Attraction, Limited Budget:* Treasure Hunt: The Ride, Monterey Bay, California, USA
- *Connected Immersion Event, Limited Budget:* The DigiWave Experience, Kaohsiung, Taiwan
- *Immersive Gaming, Limited Budget:* The Time Travel Agency at Electric Forest Festival, Rothbury, Michigan, USA

The Peter Chernack Distinguished Service Award

- Lynn Willrich, Co-Owner I Director, D J Willrich, Ltd.