

For Immediate Release

The World's Tallest Moving Statue to be Created at American Dream Mall Titled - The Giant - the High-Tech Attraction Features a Spectacular 5 Story LED Clad Moving Statue That Can Transform into Anyone

January 16th , 2024 – **The Giant Company Attractions Limited** (Dublin, Ireland) and American Dream Mall (East Rutherford, NJ) are delighted to announce a partnership to develop the world's first Giant Visitor Attraction called The Giant at American Dream. The anticipated opening of **The Giant** is January 2025.

American Dream is the second largest mall in the US and is known for its innovative mix of entertainment, retail, and dining. **The Giant** at American Dream will feature the world's tallest moving statue standing 16.5 meters high (54 feet/5 stories). **The Giant** is an androgynous anthropomorphic shaped statue with a skin of custom created LEDs, its arms and head move to a diversity of positions. **The Giant** instantly transforms into an infinite array of spectacular images. Using patented LED and scanning technologies, **The Giant** comes to life displaying any person - men, women, and children - from celebrities and historical figures to visitors to the attraction.

In addition to **The Giant** statue, the attraction features **The Giant** Exhibition, a futuristic environment with a themed immersive visitor experience, volumetric scanning pods and other engaging elements. Visitors to **The Giant** attraction are scanned in a state - of-the-art volumetric scanning theater and are displayed on the Giant statue resulting in the portrait of a lifetime and the most amazing selfie on earth. As the visitor is scanned a holographic avatar - an exact representation of the visitor - is generated. This three-dimensional hologram is displayed and manipulated through the subject's smartphone and can transport the visitor (through her avatar) to a diversity of fascinating and engaging augmented and virtual reality environments and experiences.

Every hour **The Giant** puts on a show for visitors to the mall. The statue will transform into an extraordinary person - a giant from today or yesteryear - including, historical figures, contemporary stars, artists, celebrities, sports heroes, inventors, scientists, humanitarians, and other inspiring figures. In addition to its ability to morph into any person, the Giant's arms and head move – adding to the drama of the performances - and it speaks, sings, and recites lines of verse and prose. A myriad of surrounding screens and additional visual and aural effects will make these hourly presentations must-see spectacles for all mall goers.

The Giant will also be a remarkable platform for brand celebration, the display of artworks, and a backdrop for concerts and other performances and events.

Don Ghermezian, CEO of Triple Five Group, owners, and operators of American Dream, says, *“The Giant brilliantly represents American Dream's commitment to deliver an innovative one-of-a-kind world class experience for all our visitors. It will be a unique and spectacular addition to the center, and we are looking forward to seeing our visitors become Giants.”*

Director of Development of The Giant Attractions Company, Eric Fraad, relates, *“We are excited to build the world’s first Giant at American Dream. Besides the iconic stature of the attraction The Giant is devoted to the empowerment and development of human potential. Everyone can strive to improve themselves and their communities, and everyone can aspire to become a Giant – that’s the American Dream!”*

About American Dream (www.americandream.com)

American Dream, developed by Triple Five Group, is an unparalleled mix of world-class entertainment, retail and dining, comprising more than 3 million square feet just minutes away from New York City in East Rutherford, New Jersey. American Dream is home to leading attractions, including DreamWorks Water Park, Nickelodeon Universe Theme Park, LEGOLAND Discovery Center, SEA LIFE Aquarium, Big SNOW Ski Hill, Dream Wheel – a 300-foot observation wheel overlooking the NYC skyline, as well as attractions debuting soon such as The Game Room Powered by Hasbro and Skip Barber Racing Go-Kart Academy. American Dream's immersive luxury shopping and dining experience – The Avenue – features Saks Fifth Avenue, Hermès, Rolex, Cartier, Watches of Switzerland, Saint Laurent, Tiffany & Co., Gucci, Balenciaga, Dolce & Gabbana, Ferrari, Gentle Monster, Canada Goose, Carpaccio, a fine-dining Italian restaurant, and much more. The retail and dining collection is further expanded with flagship locations for Aritzia, H&M, PRIMARK, Uniqlo, Sephora and Zara; as well as the Toys"R"Us global flagship, the only standalone location in the U.S, the first-ever MrBeast Burger restaurant, and the world's first and only "candy department store," IT’SUGAR.

About The Giant Company (www.thegiantcompany.ie)

The Giant Company Attractions Limited is an Dublin-headquartered organization that has developed and is rolling out The Giant, a cutting-edge visitor attraction for the 21st century. The Giant is being developed worldwide with the first attraction planned to open at American Dream in early 2025. In addition to indoor situated Giants - such as the one for American Dream - stand-alone visitor attractions are in development in cities around the world. These attractions feature a 40-meter-tall statue (minimum) which stands on a custom designed building which includes, a high-tech exhibition, special events space and themed retail and dining options. Each attraction will be part of an international network of Giants which can share content on other Giant statues and participate in events bringing people together in countries around the globe. Also in development is the Mobile Giant, a 25-meter-tall statue that will tour and be installed at major sporting and entertainment events around the world. Recently The Giant Company opened an exhibition space in central Dublin to showcase the concept to potential stakeholders, interested parties and investors. The showroom displays functional prototypes of The Giant, scanning systems, scaled models, immersive films, and other examples of the new technologies that distinguish and position the project as a cutting-edge attraction. The Giant Company is exploring select sites in Ireland to develop a bespoke Giant visitor attraction for the residential and tourist market.

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