**Press release**

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**Weta Studio Tours Heading to MEETINGS 2017**

Hobbits. Dwarves. Elves. Turning CEOs into fantastical creatures is all in a day’s work for the Weta Studio Tours crew. As visitor numbers continue to grow, the tourism division of Weta Workshop – Miramar’s Academy Award-winning special effects facility – has expanded to meet unprecedented demand from the Conferences, Events and Incentives market. The overwhelmingly positive response from attendees hungry for unforgettable behind-the-scenes experiences has fuelled a focus on totally immersive, totally customisable, group filmmaking events.

On May 31st, attendees of MEETINGS 2017 will get to see that filmmaking magic in action. Weta Studio Tours will be showcasing at the Wellington stand over the two days of the conference. On display: the New Zealand Film Commission’s incredible Red Robe Geisha, created by Weta Workshop for *Ghost in the Shell;* the live creation of a sculpture byaward-winning Weta Workshop technician, Sofia Bue; and the opportunity to go into the draw to be transformed into a fantastical creature at the Mix and Mingle.

Weta Workshop is known for its work on some of the world’s biggest blockbusters, from *The Lord of the Rings* and *The Hobbit* motion picture trilogies, to *Avatar, Ghost in the Shell, King Kong, The Chronicles of Narnia,* and *District 9*. Weta Studio Tours works with event organisers to immerse groups in the creativity behind the movie magic. Endlessly customisable, immersive behind-the-scenes tours are seamlessly integrated with hands-on activities taught by Weta Workshop crew.

Events with Weta Studio Tours take place at a range of facilities on the Miramar Peninsula; among them, Weta Workshop’s dedicated, off-premises space for groups of up to 80 people. Launched in 2014 in response to increased demand for group offerings, the facility includes a tour section where guests can explore the world of Weta Workshop, as well as space for activities, presentations and demonstrations. Led by artists and technicians from Weta Workshop, guests can experience the intricate art of chainmaille making; witness their CEO or colleague be transformed into a fantastical creature through the magic of silicone prosthetics; and roll up their sleeves to make their own fake blood, an art Weta Workshop perfected on films like Peter Jackson’s *Braindead.*

Authentic and bespoke, Weta Studio Tours events can be tailor-made to a range of budgets and can even be hosted off-site, with groups of almost any size. With exciting new tour content added regularly, and an increasing menu of hands-on options, there are more reasons than ever for groups to indulge in a day of filmmaking creativity on the Miramar Peninsula.

**For imagery requests, please contact Sara McKeown**

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