



sprk

spectacular lighting shows
for events & exhibitions

Media kit

what we do

SPRK designs and installs innovative, high-impact turnkey lighting for theme parks, resorts, special and seasonal events, family entertainment centers, and more. Our award-winning work represents a wide range of budget requirements, environments and design challenges. From new facilities, old exhibits and worn-out guest queues, we're masters of healing bloated budgets and tired attractions with a guest-centric approach.

our history

SPRK principal and founder Matt Cooper's passion for lighting was obvious from a young age when administrators handed him the figurative keys to the neglected high school auditorium. Matt organized and rehabbed gear, enlisted the help of fellow students and squeezed every ounce of potential from that Little Theater That Could.

While Cooper still enjoys hands-on work, his flair for entertainment lighting led him to open SPRK in 2018. He was inspired by the challenges of themed attraction projects, the mix of artistic disciplines and the thrill of collaboration with other artists.

SPRK's scrappy budgeting and outside-the-box problem solving has rescued many theme parks and family entertainment centers.

The Themed Entertainment Association has recognized SPRK's outstanding work with a 2022 Thea Award for Gideon's Bakehouse at Walt Disney World's Disney Springs in Orlando, Fla.

contact us

Office: (859) 554-0739

Cell: (859) 552-7495

matt@sprklighting.com

Find us online: <https://sprklighting.com/>

Instagram: <https://www.instagram.com/sprklighting/>

YouTube: https://www.youtube.com/channel/UCBZb7VKFoapNg8nbdI_abPQ

notable projects

2021 Pumpkins at Callaway Resort & Gardens in Pine Mountain, Ga.

Clever lighting at this popular seasonal attraction brings its towering Pumpkin Tree and Enchanted Pumpkin Forest to life for guests.

2020 Chuggington Live! by Herschend Family Entertainment

Chuggington Live! is a touring musical experience for preschoolers based on the top-rated children's show and produced by Herschend Enterprises.

2020 Gideon's Bakehouse at Walt Disney World's Disney Springs

Fans wait in line for hours to get into Gideon's—not just for their famous cookies, but for the eerie atmosphere. This highly themed retail environment uses lighting and other special effects to immerse guests in the story. **Winner of a 2021 Thea Award from the Themed Entertainment Association.**

2020 Mystic River Falls at Silver Dollar City in Branson, Mo.

This epic rafting ride takes riders back in time on an expedition through the Ozarks. SPRK's lighting work enhances the adventure with details such as custom-designed low-voltage light sources in authentic oil lamps.

Since 2019 Pumpkin Nights at Silver Dollar City in Branson, Mo.

This fan-favorite seasonal event, part of the park's Harvest Festival, boasts 10,000 intricately jack o' lanterns and a host of other spooky features. SPRK worked with Silver Dollar City's internal team to create internally illuminated sculptures and implement the property's first park-wide architectural lighting system. **USA Today Reader's Choice Award winner.**

2018-2019 Glacier Ridge Christmas Experience at Dollywood in Pigeon Forge, Tenn.

SPRK was integral to the creation and expansion of this event that brings the season alive with a 130-foot programmable light tunnel, a one-of-a-kind light installation that mimics the aurora borealis, and a 50-foot-tall Christmas tree dripping with lights! **USA Today Reader's Choice Award winner.**

Since 2017 Great Pumpkin Luminights at Dollywood in Pigeon Forge, Tenn.

SPRK joined the Dollywood design team to develop this award-winning, first-of-its-kind seasonal event. SPRK designed internal illumination for sculptures and improved lighting for existing buildings and structures. **USA Today Reader's Choice Award winner.**

2017-2019 Milliken Outdoor Adventure Center in Detroit, Mich.

One of downtown Detroit's first rejuvenation initiatives, OAC features interactive experiences, a huge cave, a three-story tree with rope bridges, and a massive waterfall. SPRK designed and implemented theatrical treatments, the first phase of the property's park-wide lighting control system, and collaborated on general illumination strategies.