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## **JBA's Artistic Engineering team partners with industry expert, David Price**

**LAS VEGAS (July 5, 2016)** – JBA Consulting Engineers has announced that attraction architect David Price, Founder of Price Leisure Group and son of Disney Legend Harrison "Buzz" Price, will serve as Executive Advisor to JBA's CEO Jim Gist and JBA's Artistic Engineering group. David will represent JBA and Artistic Engineering in the themed entertainment sectors, positioning the firm as a global thought leader. Having grown up in the business, David brings a lifetime of professional experience, relationships and understanding of the leisure industry with a wide-ranging background in attractions and entertainment oriented projects worldwide.

In making the announcement, Jim Gist went on to say - "I could not be happier to have David Price join JBA and our Artistic Engineering™ group. JBA has been evolving since 1966, engineering solutions for complex buildings across multiple building sectors and this represents the next step to better serve the creative design communities we work with every day. Artistic Engineering™ is focused on Bringing Experiences to Life™ by leveraging technology to engineer the blue-sky creative experiences owners and designers have developed. David will leverage his experience to help coordinate communications and bridge a gap between our Artistic Engineers and the creative teams. He will represent JBA and Artistic Engineering™ at industry events, serve as an advisor to me personally and work globally to elevate the conversation our Artistic Engineers have to deliver a 'WOW' experience through progressive engineering."

David is the Themed Entertainment Association (TEA) Western Division President, an organization representing creators of compelling places and experiences worldwide. David sees TEA as "the NASA of the entertainment industry." According to David, "JBA's Artistic Engineering fits into the creative heart of our industry with demonstrated expertise in MEP engineering, fire protection, acoustics, audiovisual, show control, lighting, telecommunications and security/surveillance design."

JBA has a proven 50-year record serving major design studios, content creators, architects, operators, owners, fabricators and integrators. According to Gist, "David's special industry background and experience will help to further position JBA's Artistic Engineering group as a collaborative minded go-to engineering resource within the creative design communities we serve".

### **About JBA Consulting Engineers**

JBA Consulting Engineers is an international engineering consulting firm founded in 1966. JBA provides technical engineering expertise for a variety of commercial building projects, including acoustical services, Artistic Engineering, audiovisual, code consulting, electrical, fire protection, master planning, mechanical, plumbing, security design and telecommunications. Headquartered in Las Vegas, JBA has offices in Atlanta, Boston, Hong Kong, Irvine, Los Angeles, Macau, New Orleans, Phoenix and Shanghai.

Over the last five decades, JBA has expanded its expertise by embracing cutting-edge technology and mastering sustainable design and international design standards. The firm deploys a team of Trusted Advisors™ to deliver these state-of-the-art designs and consulting services throughout the world. For more information about JBA please visit [jbace.com](http://jbace.com) or contact Jennie Bowman at [jennie.bowman@jbace.com](mailto:jennie.bowman@jbace.com).