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TAKING OFF

## Spy Guy

*Matthew DuPlessie, 28, museum and theme park exhibit entrepreneur.*

**IDOL HANDS** "People want to be James Bond or Indiana Jones," says DuPlessie, whose business is letting them do just that. After working with Disney and Universal Studios, the Attleboro native wanted to create his own "walk-through adventure" that would be "part museum exhibit, part live-action video game, part haunted house." **PYRAMID SCHEME**

The MIT-trained engineer got a Harvard MBA, then lined up investors for Tomb, his effects-heavy amusement in the Fenway that drew 50,000 visitors last year. **GAME BOY** Now DuPlessie has 3,500 square feet and a seven-figure budget to create an espionage-themed attraction for the International Spy Museum in Washington, D.C. DuPlessie hopes his safecracking, code-breaking adventure will attract 120,000 annual visitors after opening next spring.

**ACTION HERO** DuPlessie started the business to avoid his own worst nightmare: "cubicle jobs where you're chained to your chair all day doing heavy math." Looks as if he wriggled out of that one. — Ethan Gilsdorf