Storyland
DESIGN CHALLENGE
2024 Participant Brief

For distribution: **27th May 2024**
Submission deadline: **30th August 2024**

Overview

Location-based entertainment **(LBE)** is a rapidly growing industry that combines elements of hospitality, leisure and retail. It is a consumer-facing category that offers unique experiences to visitors in physical destinations.

These venues are designed to provide consumers with entertainment, education, and immersive experiences that they cannot get at home.
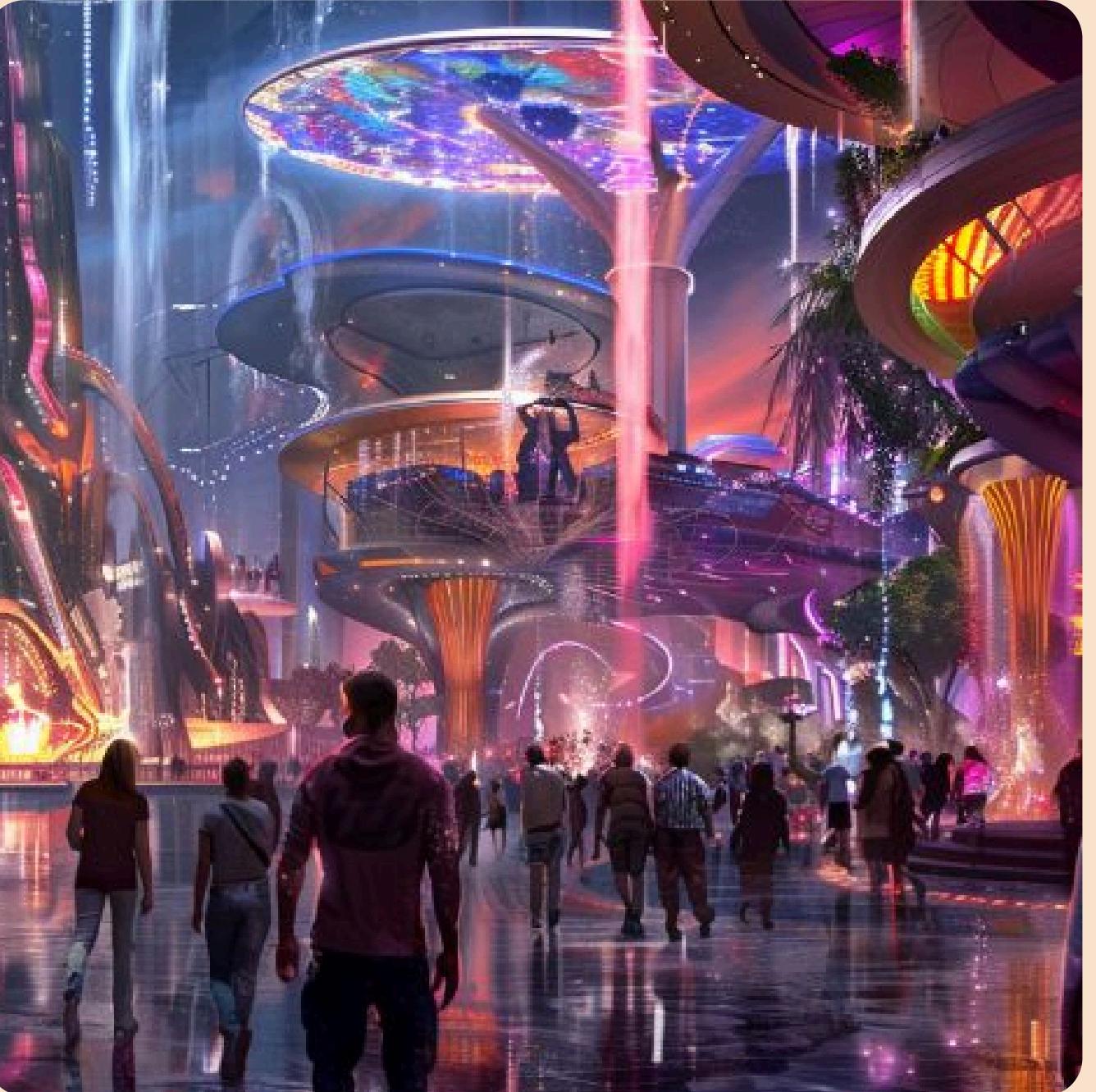
The Market

LBEs have become increasingly popular in recent years thanks to advances in technology and the growing demand for experiential entertainment and social competitiveness.

The global LBE market is expected to reach $30.29 billion by 2028, registering an estimated compound annual growth rate (CAGR) of 34.4% from 2021 to 2028. This growth is driven by the increasing popularity of technology (such as (VR) Virtual Reality and (AR) Augmented Reality), as well as the desire for new and exciting experiences among consumers.

WHAT DO LBE ATTRACTIONS LOOK LIKE?

LEGO DISCOVERY CENTERS

WORLDWIDE

THE ULTIMATE INDOOR LEGO PLAYGROUND

EXPLORE

CREATE

BUILD

RIDES

STORE

A LEGO Discovery Center is an indoor attraction typically found in various cities around the world. These centers are specifically designed for families and LEGO enthusiasts, offering a range of interactive experiences centered around the iconic LEGO brick. They include various LEGO zones to build and interact with, a 4D cinema experience, a small flat ride and interactive dark ride, play areas, and building workshops.

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BATTLEKART

EUROPE. UAE, AUSTRALIA

BattleKart combines electric karting, video games, and augmented reality. Visitors can participate in electric kart experiences, including battle challenges and races, with different circuits, bonuses, power-ups, and game modes projected directly onto the floor. This allows for unique experiences each time while utilizing the same environmental space.

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ZERO LATENCY VR
WORLDWIDE

VR experiences like Zero Latency VR feature large, open spaces where players can move freely while wearing VR headsets and backpacks. This allows for immersive, untethered gameplay without the constraints of wires or obtrusive cables. Players are transported to immersive virtual environments with stunning graphics and realistic sound effects. Whether battling hordes of zombies, exploring alien landscapes, or completing missions in futuristic settings, the experiences are designed to fully immerse players in the virtual world whilst standing in an easy-to-maintain physical location.

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IMMERSIVE THEATER
WORLDWIDE

Immersive theater is a form of live performance that breaks the traditional boundaries between audience and actors, creating an interactive and engaging experience. Unlike conventional theater, where the audience is seated and passively watches the performance on a stage, immersive theater invites the audience to move freely within the performance space, often interacting with the actors and environment. This type of theater can take place in unconventional settings such as warehouses, historic buildings, or outdoor locations, and aims to immerse the audience in the narrative, making them active participants in the unfolding story. The goal is to create a unique, personalized experience that blurs the line between reality and fiction.

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Your Objectives

Create a new LBE concept that operators and developers can utilize in a wide range of destinations across the globe.

Your concept will be judged by our eight industry professionals against the following criteria:

1. **Depth and Richness of Storytelling** - Does it entertain, thrill, and excite?
2. **Emotional Resonance** - Does it move people to act?
3. **Design-Innovation** - Does it push the boundaries of what's been done before?
4. **Creative Use of Materials** - Does it find new ways to use old tools and design methods?
5. **Executability** - Is it doable?
6. **Ecological & Sustainability Compatibility** - Does it minimize non-renewable energy consumption and waste, whilst using environmentally preferable products? Does it enhance operational and maintenance practices, whilst protecting and conserving water and air quality?

Your concept should be designed to be no larger than 50,000 sq ft (4645.15 square meters).

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Your Objectives

When designing your concept, you will need to consider:

- Can your attraction be repurposed and scaled in size as determined by the operator's requirements and surface area?

- What locations is your concept suitable for? Does it translate across diverse cultures?

- Does your attraction require the partial use of outdoor space? If so, how can adverse weather conditions be mitigated?

- Is your concept operationally feasible? How many staff members will be required for the attraction to operate fully and be maintained?

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Deliverables

When submitting your attraction concept, you will need to provide the following:

- Attraction name.
- A feature graphic.
- Attraction synopsis - This should be no longer than 300 words detailing the overall concept of your design.
- A detailed summary of your attraction. If there are any storytelling elements, characters or fictional worlds to discover, we want to know about them!

Other things to consider when submitting, but are not necessarily required, are:

- **Presentation.** How are you going to pitch your concept? Our judges will be reviewing each entry— how will yours stand out and leave a lasting impression?
- **Evolution of your concept**. If you started with B&W sketches before shaping them into detailed imagery, we would love to see them!
- **The schematics of your concept.** If you can provide a technical floor plan that outlines your attraction, that's great!
- **Video submissions.** Are you able to tell the story of your attraction over moving images with a voiceover? Perhaps a fly-thru or POV of your attraction rendered in 3D? This will allow our judging panel to relate to your space!

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Submission Details

Once your concept is complete, you will need to upload it to the Storyland Design Challenge website so our judging panel can review it.

- You will be required to provide your forename and surname if submitting as an individual. If you are submitting as a team, this will be the details of your Team Leader.
- You will be required to input a name for your concept design.
- You will be required to provide a featured image for your concept design.
- You will be required to provide details of your attraction, including the summary, in a Word or PDF document.
- You will be provided with the option to display your concept on the Storyland Design Challenge website. If you choose not to have your design placed in the entrants' gallery but wish to do so afterwards, please contact us.

Contact Information

For any questions or clarifications, please reach out to us on:

designchallenge@storylandstudios.com or **danw@storylandstudios.com**

with the subject line Storyland Design Challenge 2024

FROM ALL OF US AT STORYLAND STUDIOS AND OUR JUDGING PANEL, WE WISH YOU THE BEST OF LUCK!

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