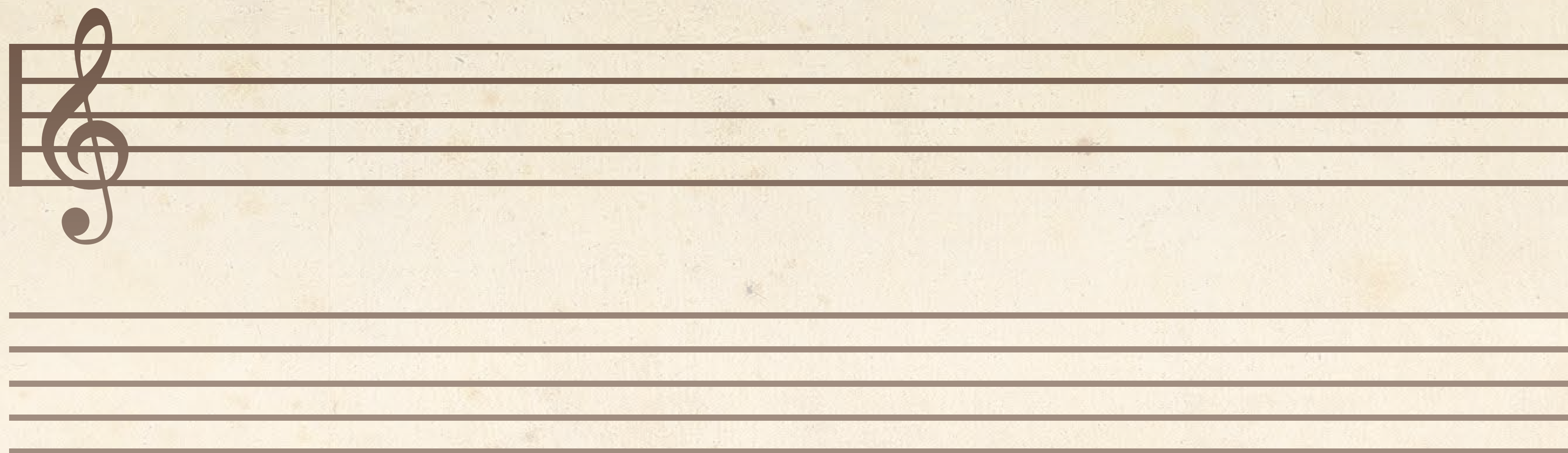


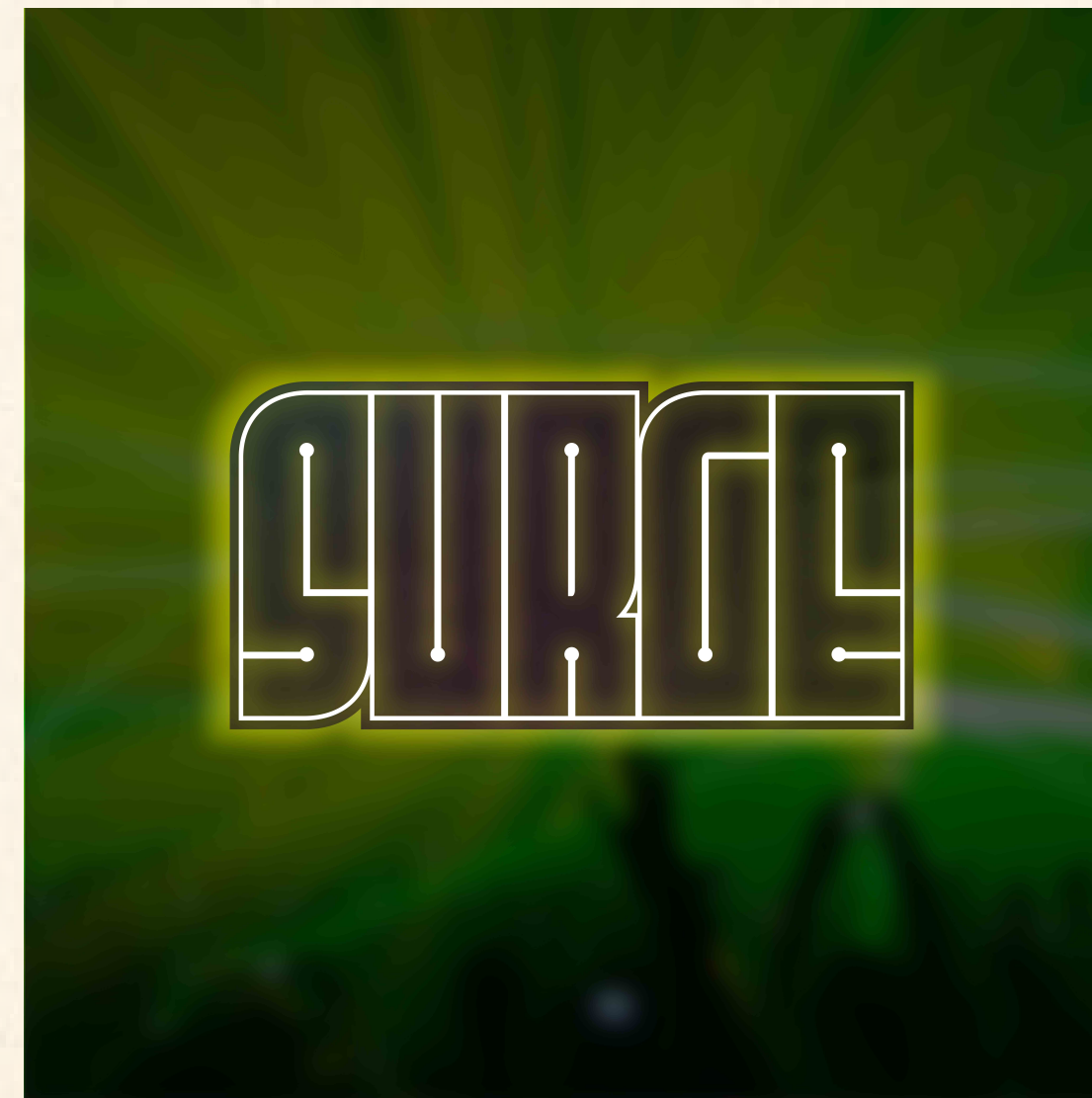
Movements

an immersive dining experience



Attraction Synopsis

Movements is an immersive dining experience that creates exciting and unique social gathering places themed around the inspiring power of music. Four themed lounge experiences offer bespoke environments and menus to create the perfect location for a night out with friends or family as you are immersed in a world built entirely from music.



When you let music move you, where do you go? In the space between the buzz of a trumpet and the shimmer of a violin exists a city. It is the ethereal place you get to visit when you experience music with more than just your ears. Where a colorful, ever-changing skyline shifts and morphs as music swells. Every sound creates new movement. Every movement makes this space different than it has ever been before.

Welcome to SynchroniCity.

Guests arrive to SynchroniCity through a portal that emerges from a page of sheet music. A music staff twists down a long tunnel where music notes and clefs swirl and glow, beckoning you deeper and deeper. Sounds of an orchestra tuning up fill the space as the tunnel pulses with color. All you have to do is follow the music.



Overture

an orchestral piece at the beginning of a larger piece of music.

an introduction to something more substantial

At the end of the tunnel is a white light. As you explore, it opens up into a bright, glowing city street. This grand atrium seems to breathe and flow with color and lights as triumphant music fills the air. Buildings float and twist as you walk through the center of the street where a large flowing sculpture emerges from the ground and reaches high into the sky. Music and light dance as they emerge from a large stage at the end of the road. You find a place to sit and watch for a while as the trees pulse with light and the walls warp to the sound of soft violins. This city is ever changing, the only constant is the music.

SynchroniCity is your introduction, your overture, to the experience that lies ahead. It is host to four incredible lounge spaces where music dictates every part of the story. Where you go next is entirely up to you.

SYNCHRONICITY



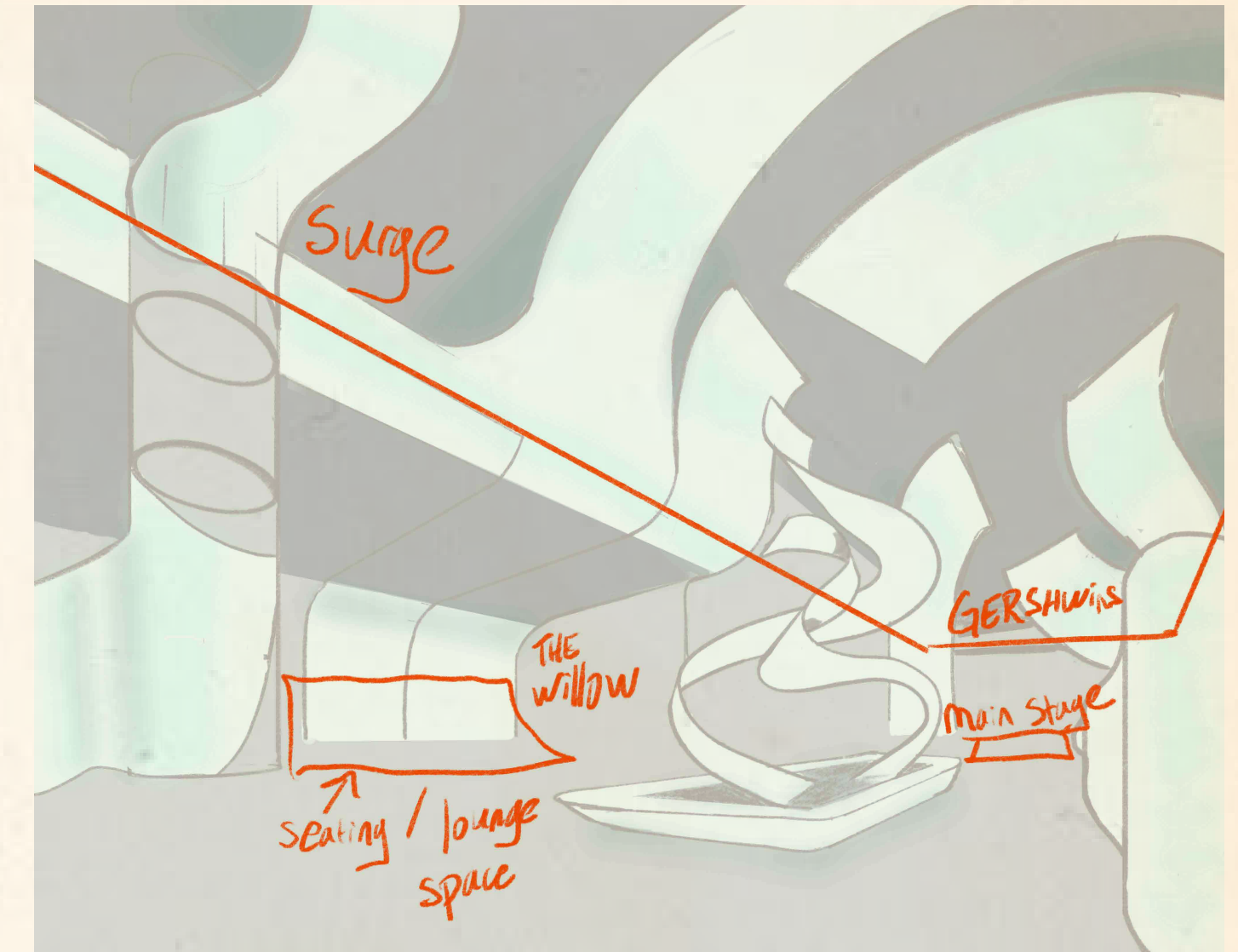
SynchroniCity

Synchronicity is a visual combination of a city skyline and the acoustic panels found in a modern concert hall. This atrium is designed to be the introduction to this ethereal experience, while also serving as a resting place for guests as they move between the four lounges later in their evening. The first floor hosts two of the lounges as well as a large stage for live music and an enormous kinetic sculpture as a centerpiece. Two more lounges on the second floor are surrounded by balconies and overlooks, creating a dynamic environment with lots of places to explore.

The stage in the SynchroniCity atrium is the heart of the space, with music and visuals pulsing out from the stage and bringing the skyline to life. The music dictates the movements of animations, lights, and kinetic sculptures creating a dynamic music-forward environment.

The facades of the twisted buildings are made entirely of organically shaped LED screens and large surfaces for projections. The floating and twisting building illusions will be accomplished with these screens, allowing for the appearance of movement and depth.

The audio and visual equipment will also be able to listen to sounds happening in the space and react intelligently. This will allow live music performed in the space to still be accompanied by synchronized visuals. While these reactive visuals will likely not be as elaborate as the pre-recorded loop, this set of animations will allow music to come to life no matter where it is coming from.





Symphony

an elaborate musical composition for a full orchestra, typically in four parts

As you enter The Willow you see a large wood and canvas structure spinning and glowing behind the circular bar in the center of the room. At the top is an undulating wooden web that spins and pulses. This large circular room is fully surrounded by floor to ceiling windows looking out into a snow covered forest. The only light is coming in through the windows and glowing from the mechanism behind the bar. There is cool, somber music playing as the space flows in sync with the world outside the windows. Suddenly, the music swells, the structure behind the bar spins faster, changes colors, and before your eyes, the forest outside the windows is transformed into a dry, sandy desert.

The Willow is an inverted biodome that transports guests into the beauty of the natural world. It is a large wooden machine that travels to these wondrous climates to gather produce for the city. When it returns with its harvest, The Willow acts as SynchroniCity's market place and guests are invited to come sample the seasonal menu as they travel through different landscapes.



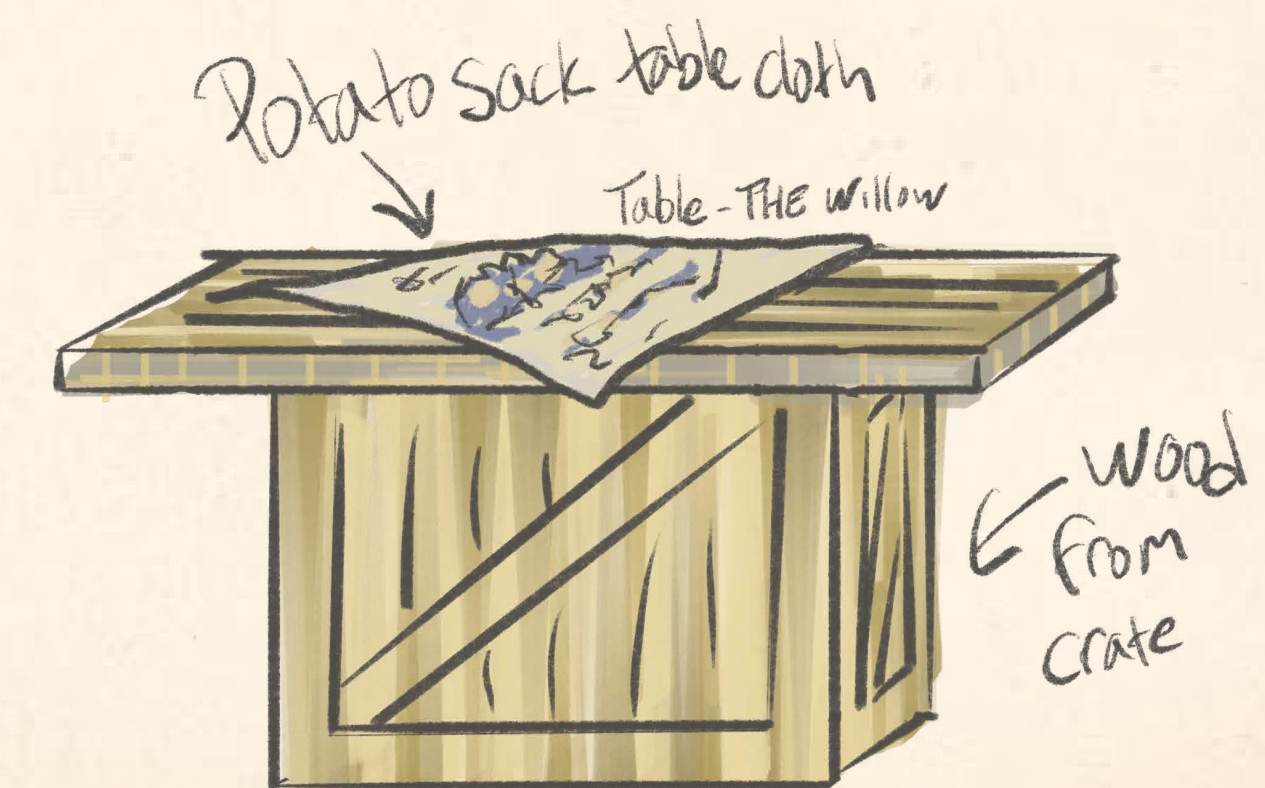
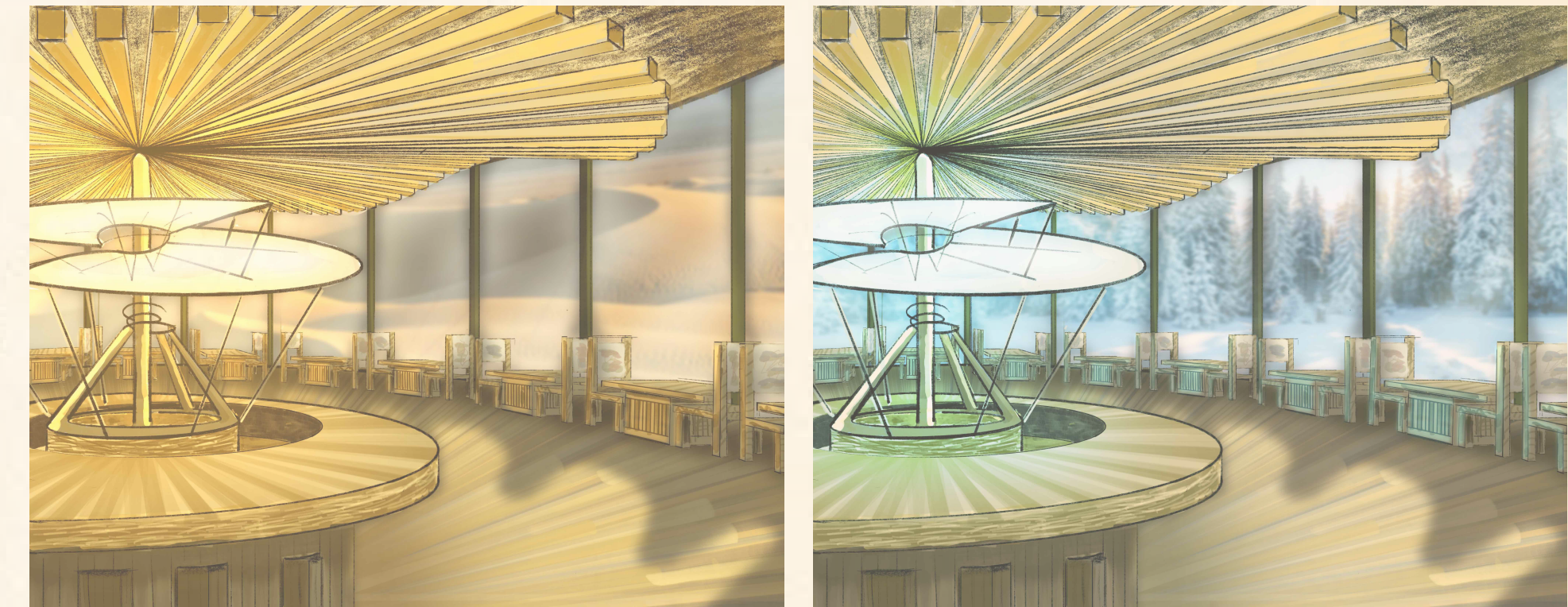
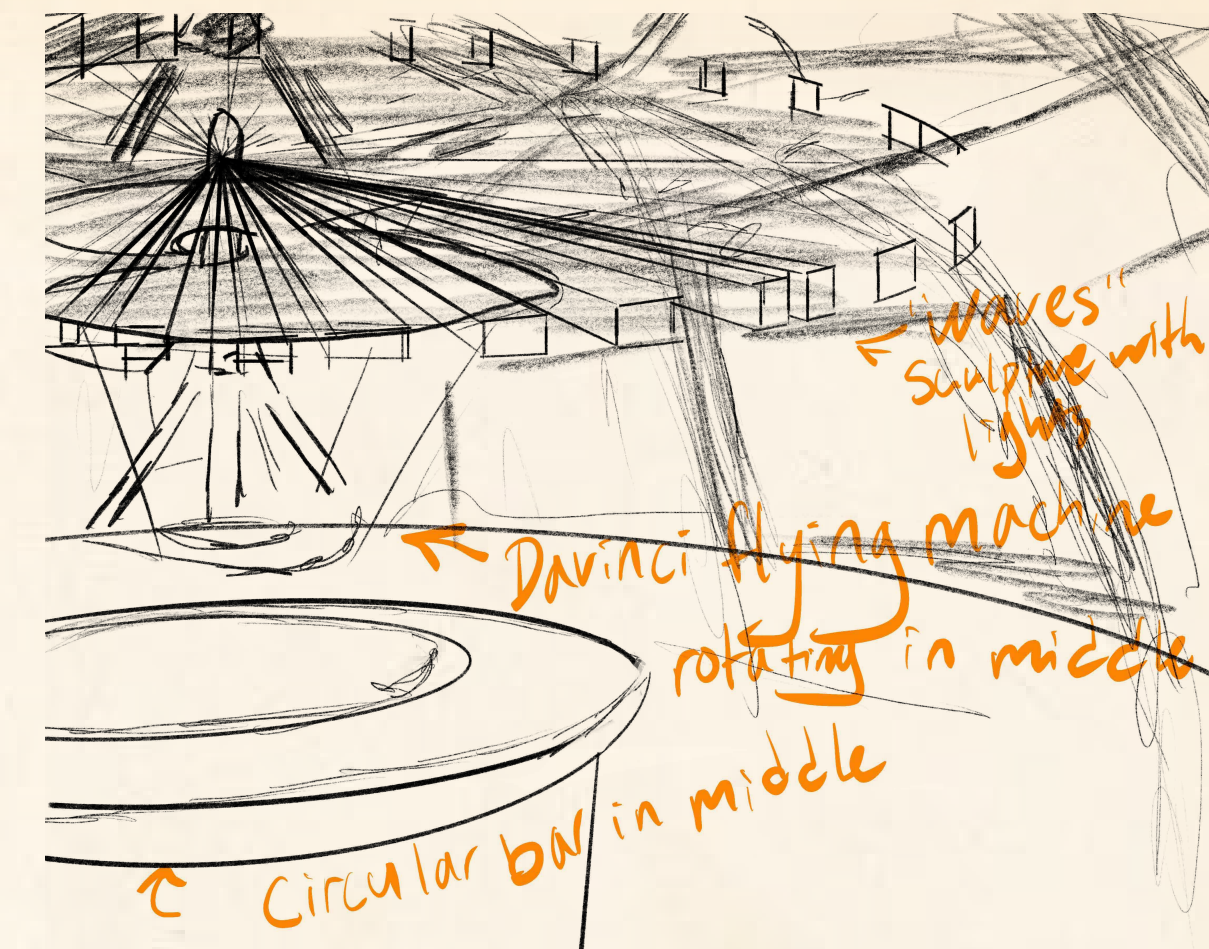
*The
Willow*

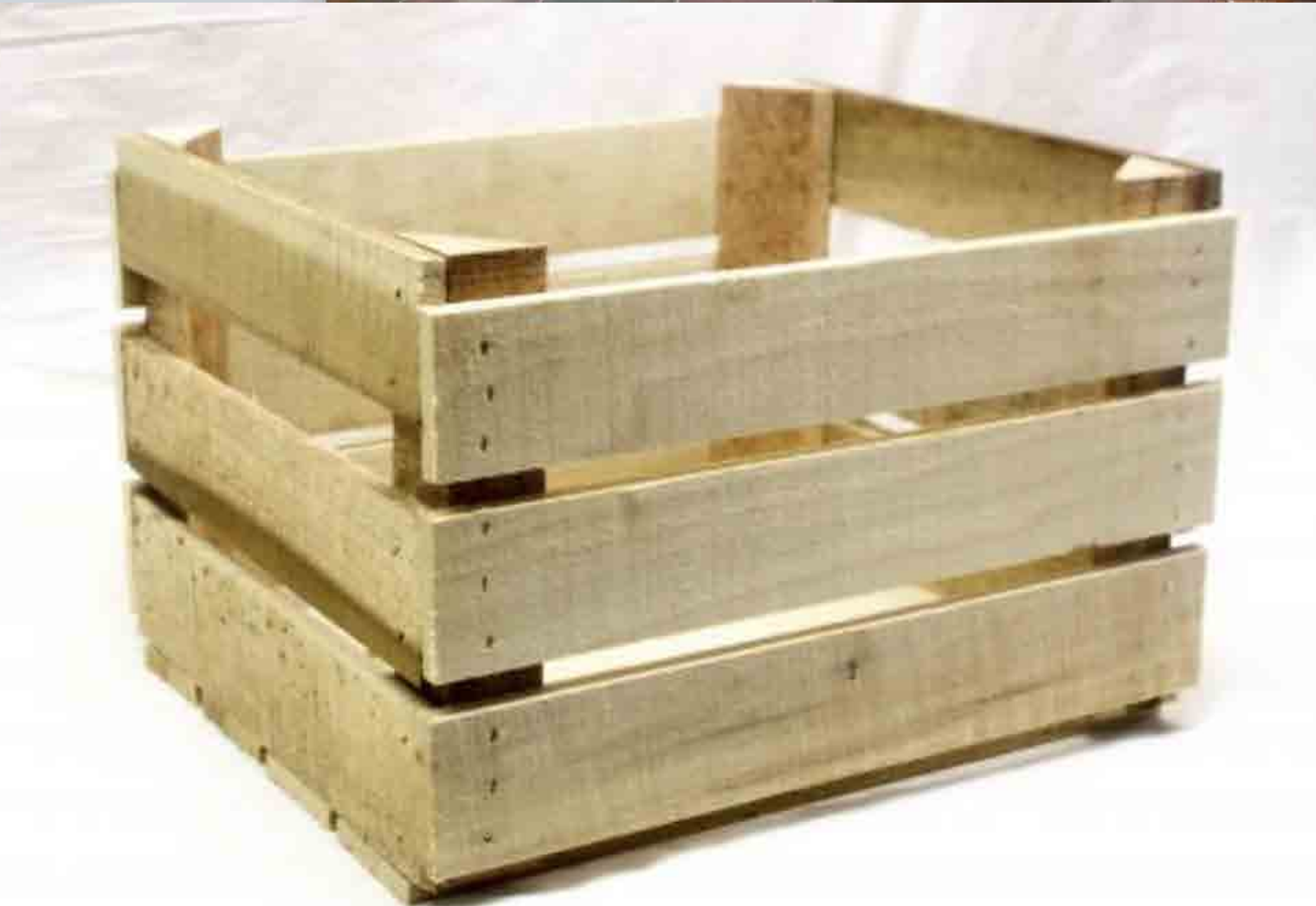
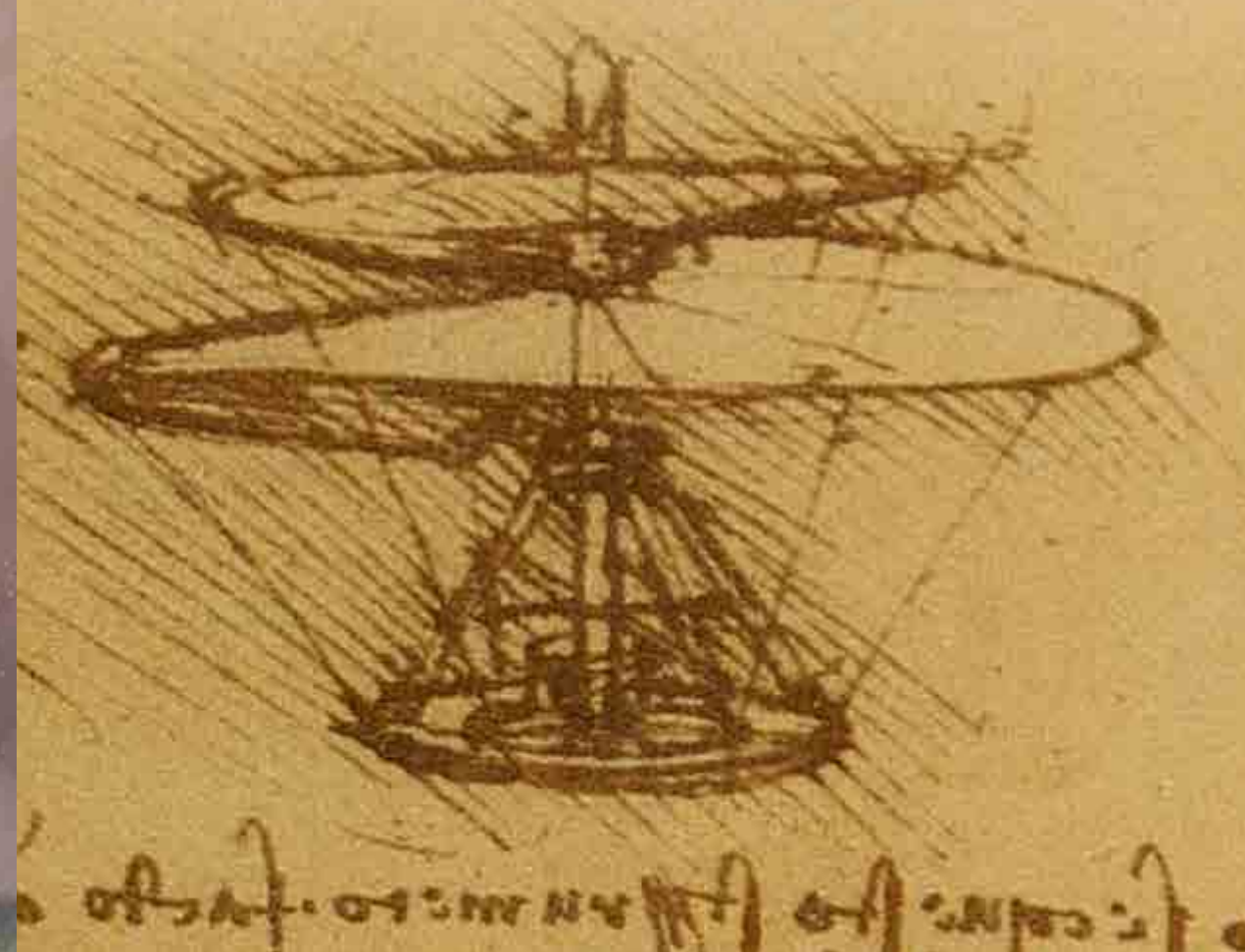
The Willow

The Willow allows guests to travel to a variety of ecosystems to experience the beauty of nature and see firsthand how it has inspired the creation of great music. Just as a symphony is made up of four movements, the year is made up of four seasons. The Willow is designed to be a sci-fi-like, interdimensional vessel with a contrasting rural aesthetic which focuses on the natural world. Light woods and canvas are used to evoke textures you'd find at a farmers market. Chair backs and placemats are made out of recycled grain and potato sacks, while tables and chairs use wood from recycled produce crates.

In the center of the room is a large wooden kinetic sculpture that acts as the power source for The Willow, rotating and glowing in colors that match the environment outside the dome's windows. Large curved screens project high definition videos of the ecosystems, creating the illusion that The Willow is flying over and through these landscapes.

Keeping with the theme of a symphony, The Willow is designed to embrace open spaces where large groups can gather and share a meal. The menu features sample platters and flights, encouraging sharing with those around you. The Willow will also feature a frequently changing menu, highlighting seasonal ingredients and incentivising repeat visits.





Rhapsody

a musical composition comprised of episodic, yet integrated motifs that, when combined, create a beautiful whole

SynchroniCity's long time elected leader, Mayor Gershwin, is thrilled to welcome guests to his eclectic office in Town Hall...mostly to show off. This warm, dark space is filled to the brim with Mayor Gershwin's lavish collection. There are taxidermied animals, scientific tools, sports jerseys and just about anything else you can imagine stuffed onto the shelves and mounted on the dark green walls. Photos of his travels and famous acquaintances fill every available inch of wall space. How does he have photos with famous Greek philosophers *and* modern pop stars? All in a days work for the immortal mayor of SynchroniCity.

Upon closer inspection, it's clear the mayor is eager to impress his constituents, even if that means fluffing up his collection with some less-than-impressive and downright strange pieces. As you get familiar with the space, you may notice that a picture in a frame has changed entirely, or that a butterfly in a glass case is still moving. Clunky, fast-paced music scores your visit to Town Hall as you examine the odd light fixtures that hang from the ceiling. No two chairs in the office are the same, the tables are all mismatched, and silverware doesn't seem to be a part of any complete set, yet it's clear Mayor Gershwin wouldn't want it any other way.



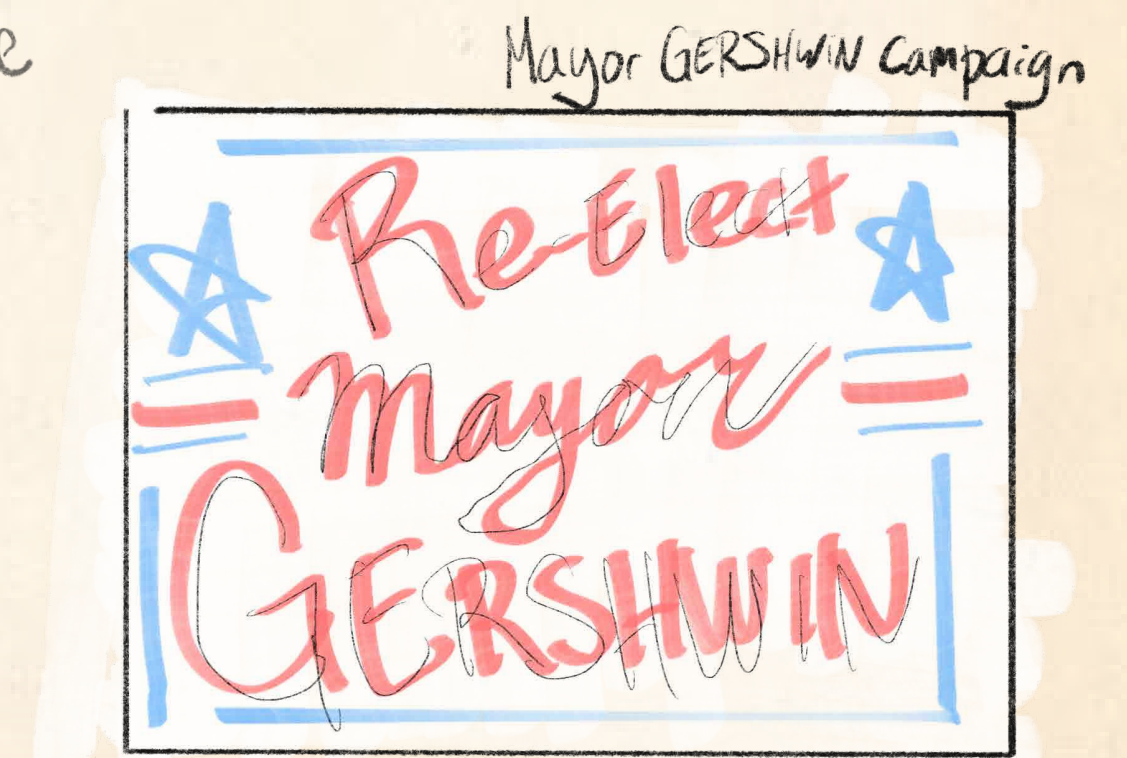
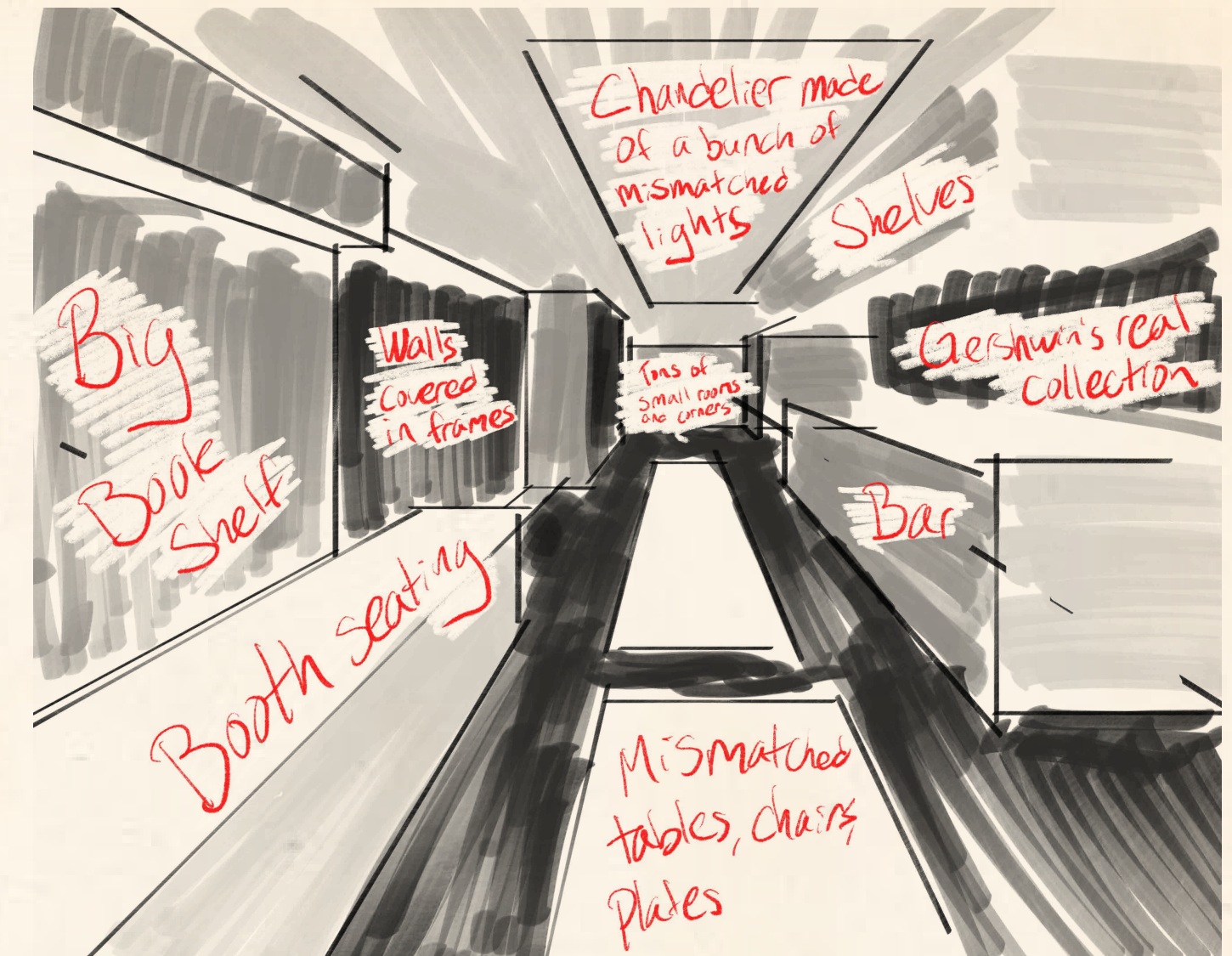
GERSHWIN'S

Gershwin's

Gershwin's gets its name from famous American jazz composer, George Gershwin. One of his most famous pieces, *Rhapsody in Blue*, is a beautiful example of the form's episodic, yet cohesive motifs.

Gershwin's is a moody, warm space, full of dark woods and leathers. Large bookcases filled with curios are present in every corner of the lounge. Enchanted objects and photographs all throughout the space come to life at intervals throughout the evening using hidden screens, projection mapping, and small-scale animatronics. Keen-eyed guests may even be able to spot some Easter eggs from the other three lounges.

The menu is full of unlikely pairings like chili and cinnamon rolls or a pickle ice cream dessert. All are unexpected combinations that work together to make something wonderful. Ordering certain drinks may cause dinosaur bones to come to life or make the chandeliers dance. Sitting in different areas of the lounge allows you to experience different effects firsthand, as the more dramatic events are triggered by guests' orders. Wacky sound effects and swelling music emphasize every one of these strange happenings.





Cacophony

a discordant mix of sounds

In the early days of SynchroniCity, The Power and Light building was created to channel musical energy into electricity. However, much to everyone's surprise, the music created more power than the city could ever need and the excess energy now runs rampant inside the Power and Light Building causing it to overflow with light and sound.

Enter SURGE, SynchroniCity's electric dance club, where guests go to find their own "sparks" of joy. A live DJ beckons guests to enjoy the lowered dance floor in the center of the room, while the exposed cords that cover the walls release extra electricity in bursts of light. SURGE is pumping with electricity as bright neon light pulses up to the ceiling and into the DJ booth. Bass heavy dance music thumps rhythmically with the lights, while an enormous, morphing mirror ball chandelier hangs over the dance floor. Around the raised perimeter of the lounge, tables line the walls and railing, overlooking the dance floor. Each table is a mixing board where guests can control the light and sounds escaping from the wires around them.



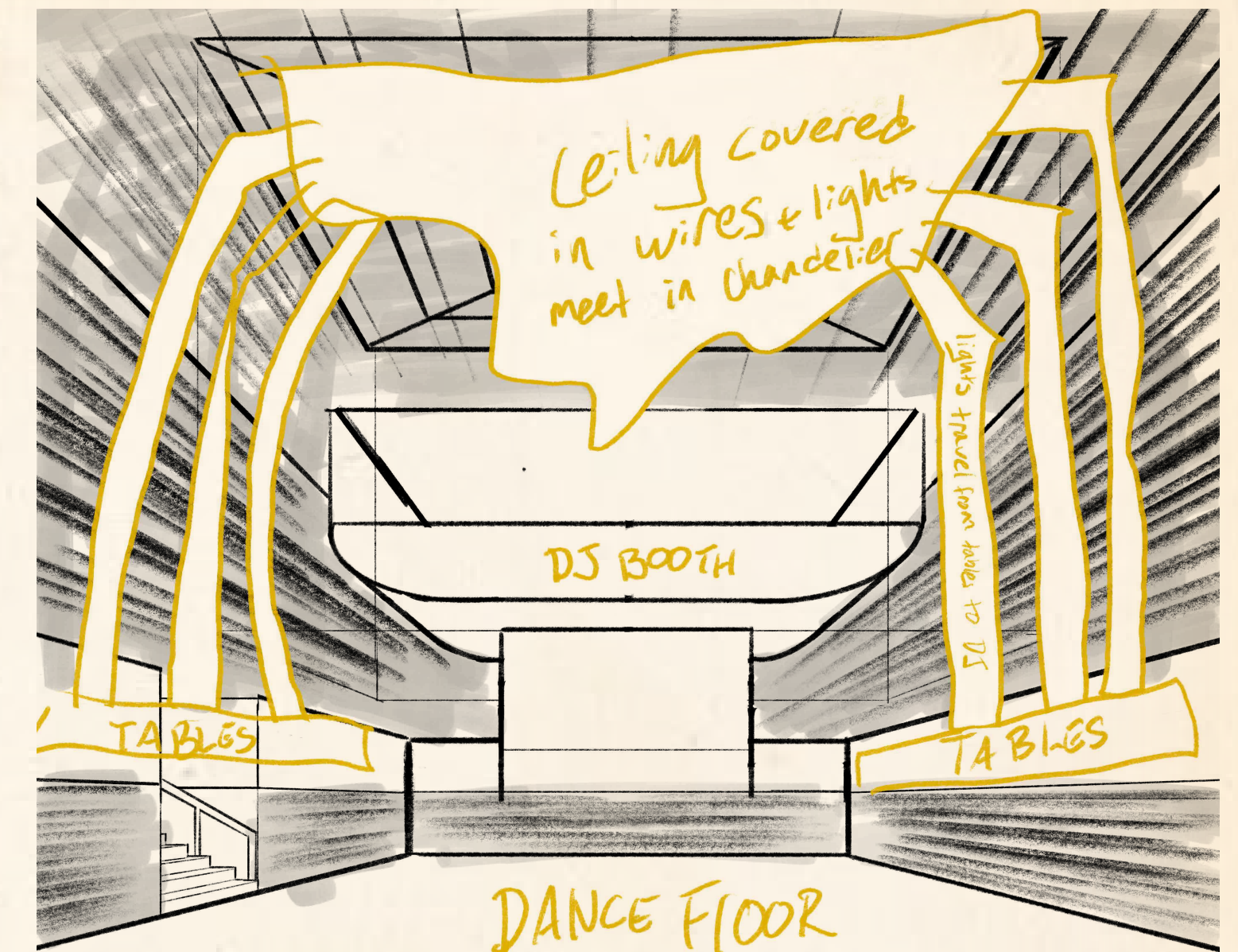
SURGE

SURGE

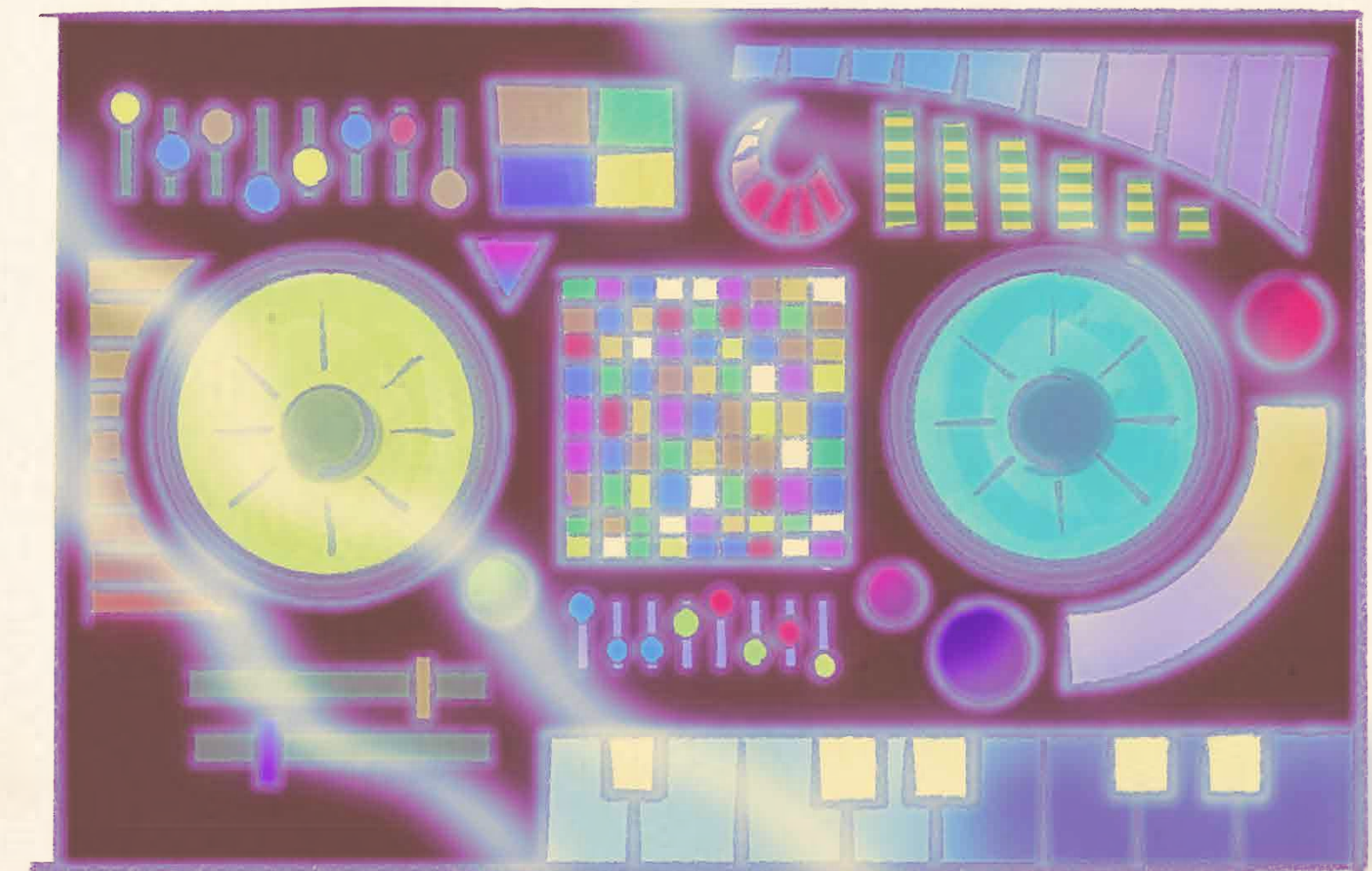
SURGE is a futuristic take on the iconic discotheque, Studio 54. While pop and dance music take center stage, programmed LED panels dance with light “sending” energy from the tables and dance floor up to the DJ booth where it is turned into electricity and mixed into an audio/visual experience. The sunken dance floor glows with underfoot lighting, while the mirror ball chandelier that hangs above dances to the music.

Guests have the power to add to the cacophony. Each table features a touch screen control panel with knobs and sliders that guests can use to control the lights and sounds that are then sent up the walls to the DJ. The lights feed off the energy of the dancing crowd, influencing the visuals around them.

Punchy, loud flavors take over the menu, like Limoncello mojitos and hot wings. Glowing glassware interacts with the table through RFID recognition, allowing the food and drinks to become a part of the light show as well.

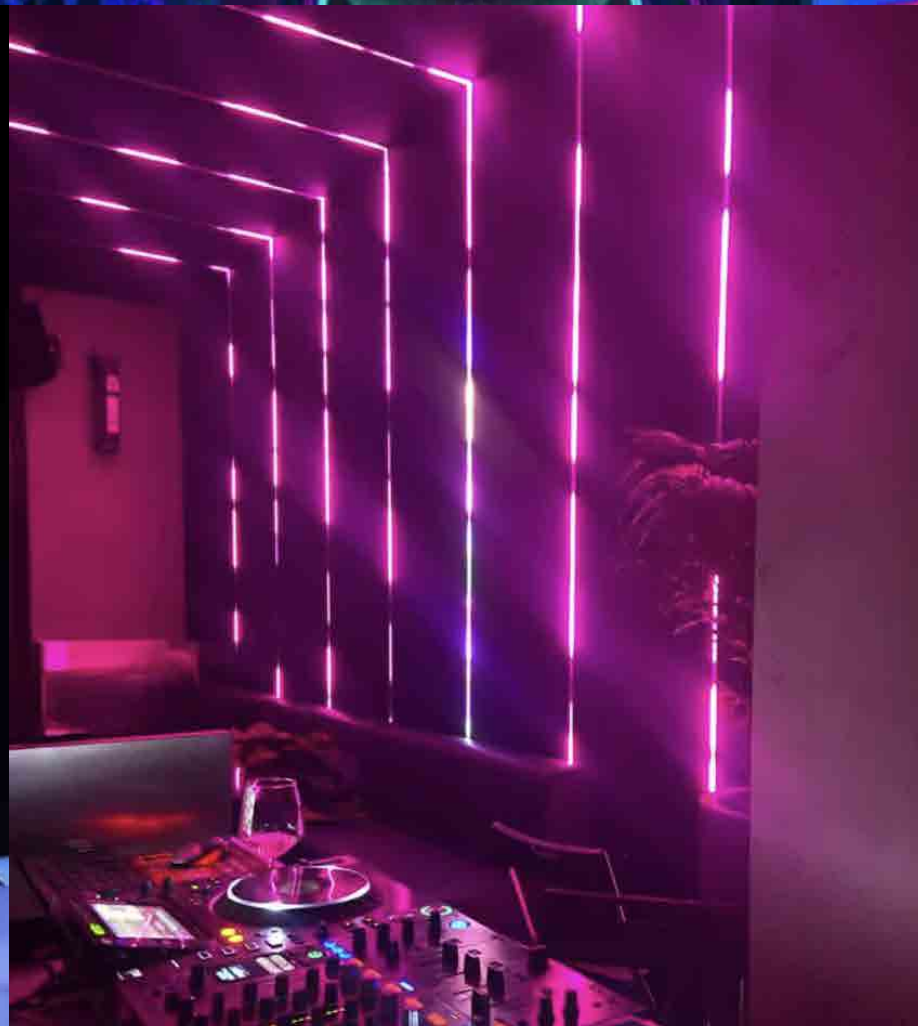
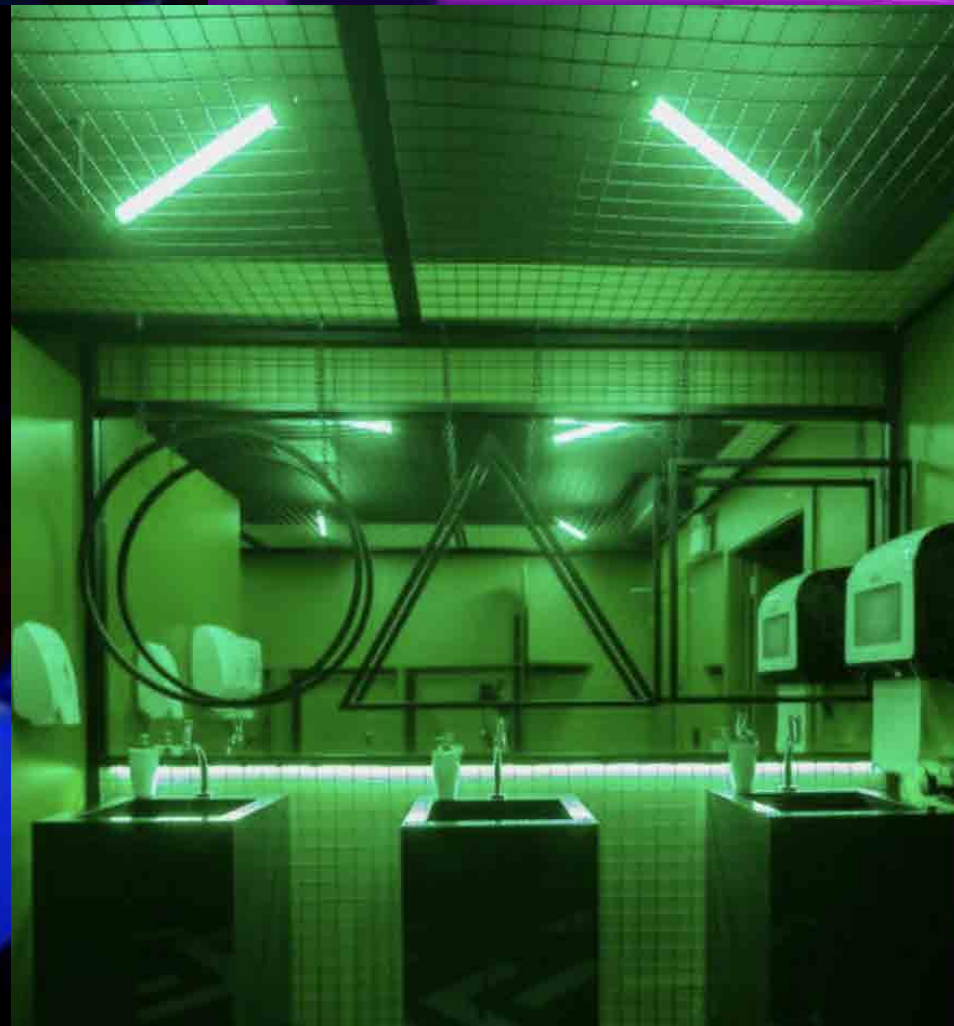
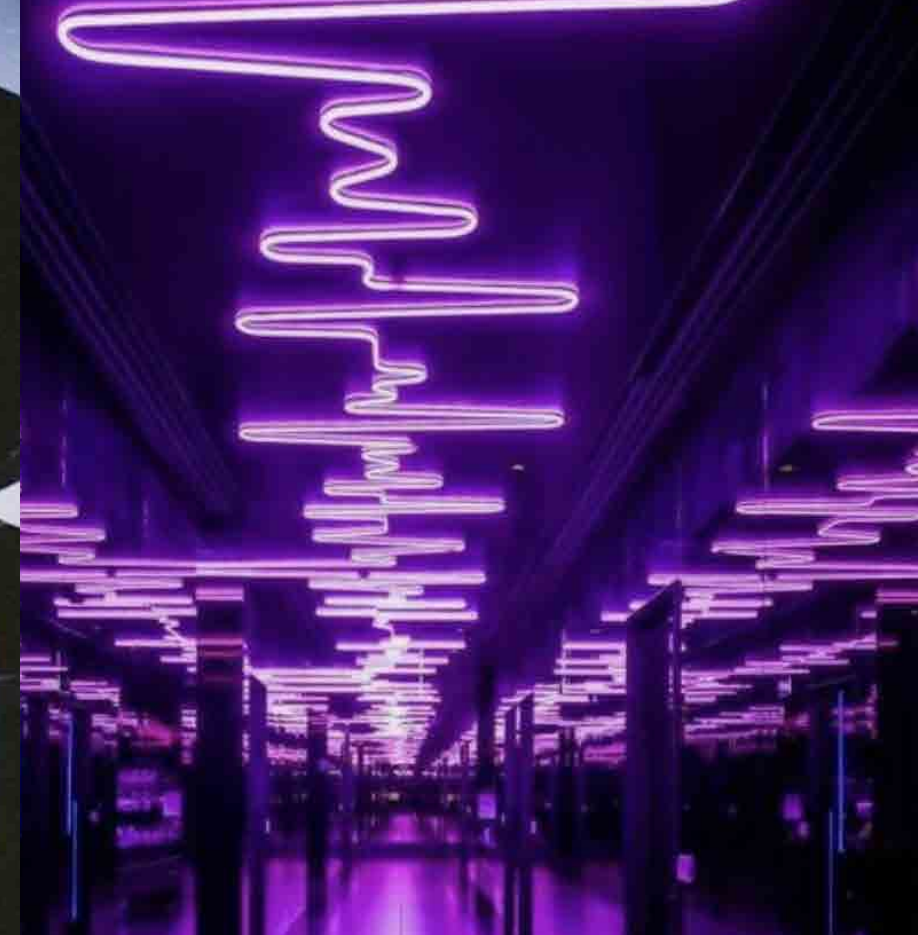


SURGE TABLE



Star
Trek
Console
Vibes

Touch screen, movable interface



Improvisation

*spontaneous composition combining technical
proficiency with new and exciting ideas*

As a hub for essential services in the city, Ampersand is a hybrid bank and post office. When both businesses found value in their shared efficiency, they merged to create a network of pneumatic tubes that sprawls across the ceiling like a functional chandelier. Warm, soft lighting is found in contrast from what may be expected in these bureaucratic spaces, welcoming guests into the lounge as the dulcet sounds of jazz float through the air.

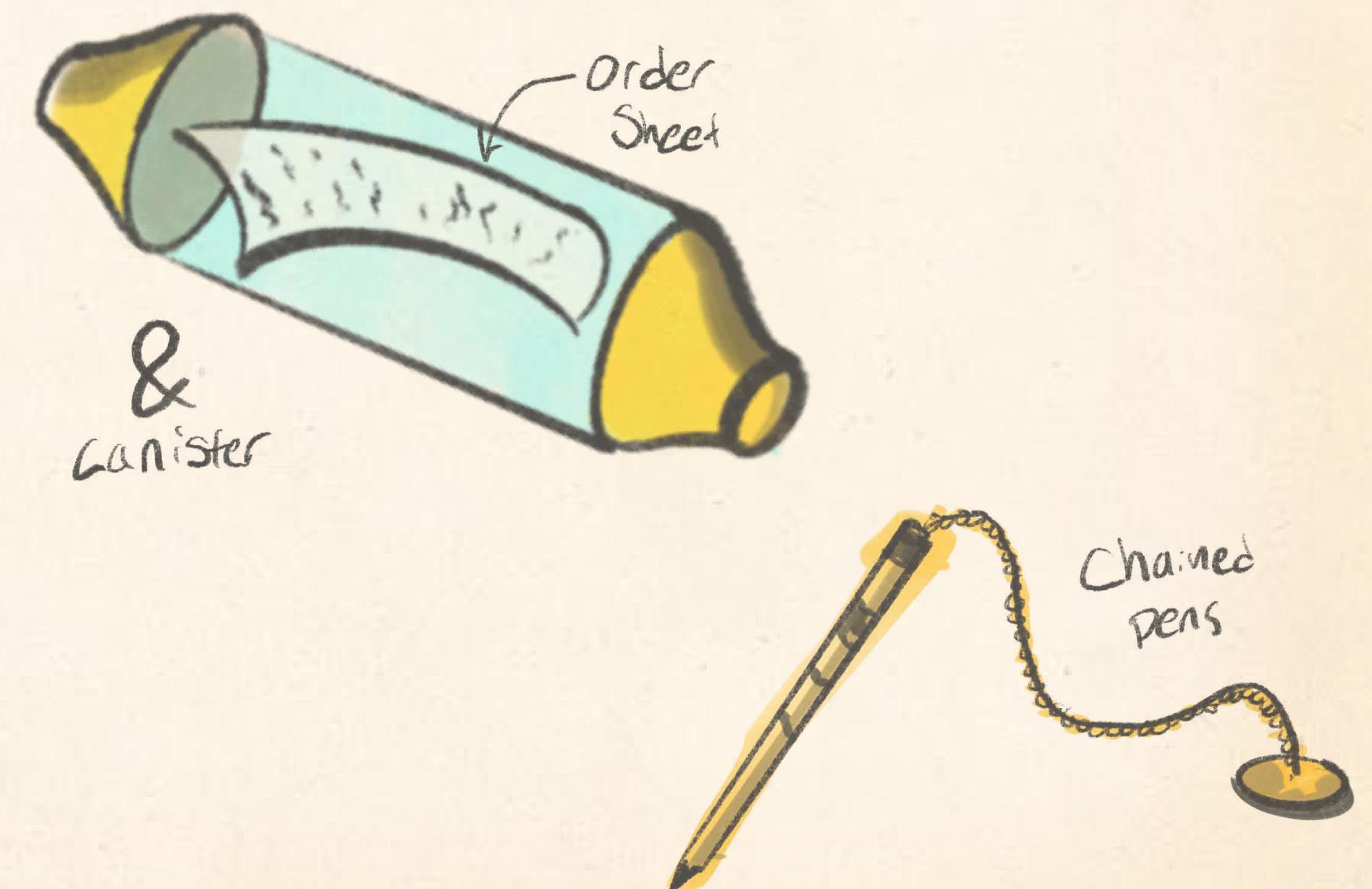
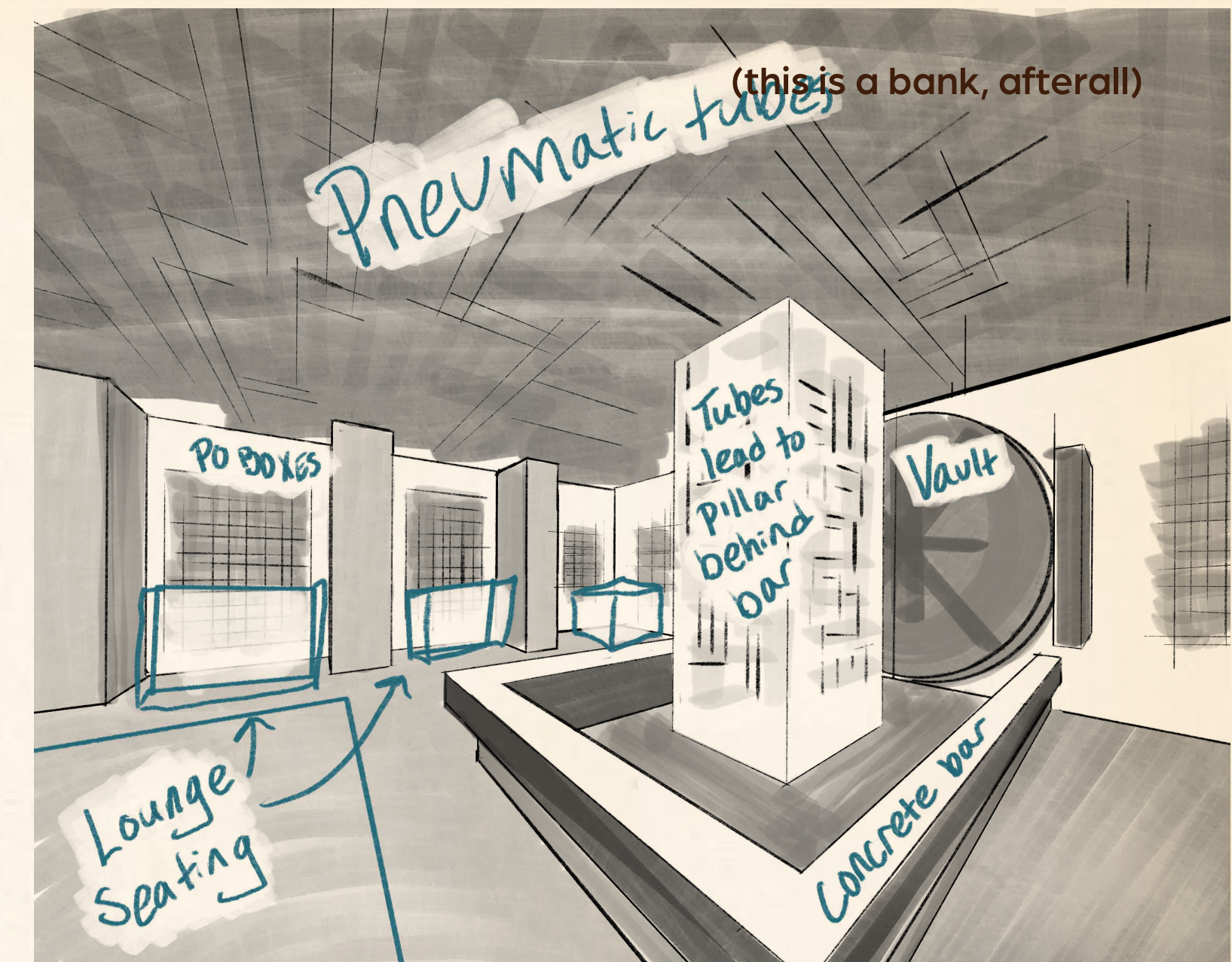
The lounge's focal point is the ornate bank vault door and the golden receptacle where the tubes converge behind the bar. Canisters whip through the tubes overhead as they deliver custom orders to guests. The whirl of the tubes harmonizes with the music of the live jazz band to create a pleasant hum that radiates through the space. The combined sounds bounce off of the sturdy architecture, adding another layer of beauty to this stoic environment.

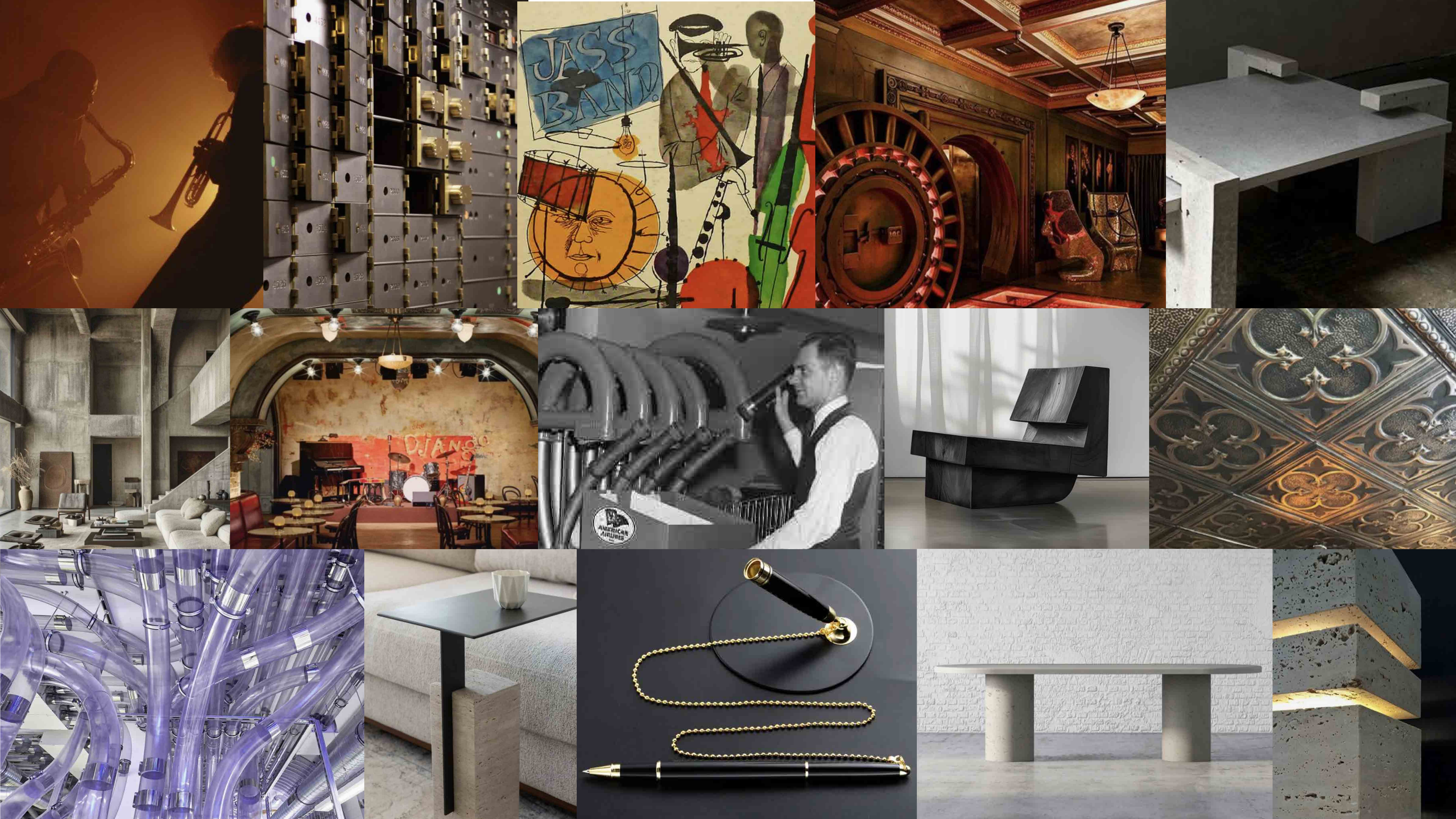


Ampersand

Improvisation is free and spontaneous, but it follows certain rules. It requires a deep understanding of music to improvise something beautiful. The idea of spontaneous creation stemming from a strong foundation was the inspiration for Ampersand. Brutalist architecture and furniture made from cement give this lounge a heavy, immovable quality, but on top of this foundation, the more beautiful pieces are able to shine. Bright gold accents and shiny, transparent pneumatic tubes flow freely overhead as they deliver order slips and food.

The menu at Ampersand is completely customizable. Pizza, burgers, and burritos are each made fresh to the exact specifications of customers. On every table sits a chained pen (this is a bank, afterall) and a small stack of paper order sheets, similar to what you might find in a sushi restaurant. Guests check boxes down the page to choose every topping or filling they want in their order. The slips are placed into a canister and then inserted into the chamber of the pneumatic tube. The canister is then suctioned up and sent to the bar where the orders will be received and fulfilled. All food is then delivered to the table back through the tubes, while drinks and any extra requests will be handled by the servers.





Additional Considerations

Value Proposition

21+ crowds in suburban areas often have a shortage of options for nightlife and social environments.

When there is not a centralized, walkable “downtown” area with multiple bars and restaurants, young adults miss out on safe evenings with the variety that they crave. In the current age of online dating and social media, the 21 – 40 year old demographic has a growing desire for in-person social interaction and exciting activities to do with friends.

The increasing popularity of run clubs and Pickleball leagues tells us that this demographic wants to be involved in social groups. Also, the emergence of food halls, a modern restaurant genre where multiple restaurants serve food to a shared dining room, shows a desire for constant access to new and unique cuisine experiences in a convenient, compact environment.

Movements aims to create an elevated themed dining experience where no two visits are the same.

Guests will have a safe, convenient location for an exciting experience full of variety in towns that would otherwise require driving between multiple bars. Seasonal menus, live music, and dynamic environments full of interactive elements create one-of-kind moments for every guest. The beauty and technological wonders of the space make it an enjoyable place to be and the constant flow of music interacting with the space means that there is something different to experience every night. Guests will be able to touch, hear, smell, taste, and see the way that the music moves them and they will want to return again and again to experience every special element that a night at Movements has to offer.

Scalability and Sustainability

As a form of Location Based Entertainment, Movements could look very different depending on where it is built. As a way of revitalizing suburban areas, Movements locations would take over existing, underutilized retail spaces like malls and department stores. These existing spaces will dictate the layout of the lounges.

For a location of the proposed 50,000 sq. ft. size, we estimate between 50–70 working employees would be needed to operate Movements. This includes lounge wait staff and hosts, bartenders, kitchen staff, security, custodial, reception, and management.

The Movements model is extremely flexible, as the size and shape of these lounges can be adapted to fit any available space. This also means the number of lounges per experience or the lounge themes can be altered to create Movements locations that are different in every city. Fans of the Movements would likely travel to experience the new stories that play out in different locations. In our story, all of these unique locations would be connected through the streets of SynchroniCity. Tying the spaces together through the world that we have built.

Movements would also make an incredible event space for private parties, weddings, and concerts. The main atrium would be perfect for live music where the reactive audio visual equipment of the space would turn any song into a multi-sensory experience. The smaller lounges would allow for more intimate gatherings in these incredibly unique spaces.

Accessibility

Movements has been designed with a great emphasis on utilizing all five senses so that every guest can have a unique experience, regardless of ability level. For example, a guest with a hearing impairment may not be able to experience the sounds of the music playing in a lounge, but they can still see the way the music affects the room around them, taste and smell the unique menu, and touch the environment as it vibrates and changes with the beat.

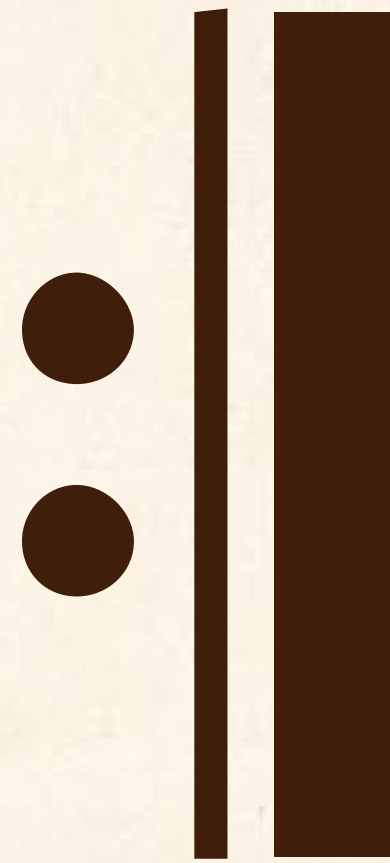
There are stairwells and elevators in the space that are fully themed, so that no guest has to leave the story to access the space.

Guests with sensitivities to high levels of stimulation will have access to designated calm rooms where they can take a break from the audio and visual stimuli that fill the space. There will also be scheduled times with lowered intensity of sounds and effects so people can enjoy all that Movements has to offer no matter their comfort level.

By restricting the experience to ages 21 and up later in the evening, guests of all ages are able to enjoy their time at Movements to the fullest.

Placemaking

While the story of Movements is rich, the average visitor does not need any understanding of the lore of SynchroniCity to enjoy their experience. The more invested fans will have details to learn and Easter eggs to seek out, but their less interested friends will still love going for a unique night life experience. At its core, Movements strives to create spaces people want to be in over and over again.



*As you leave SynchroniCity, an ornate door handle in the shape of a repeat symbol presents a parting gift: **an offer to return to the start and begin again.***

Composed by
Phil Adams and **Marshal Knight**