



Steward Ship Landing Guide

Steward Ship Landing Project Proposal August 2024

Storyland Studios Competition

Building Exterior

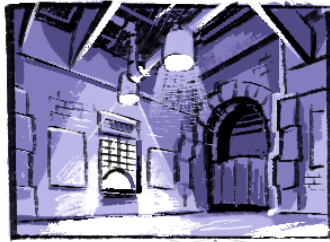
Guests arrive at the converted building and pull into a parking spot. The exterior has bold impressionistic designs which hint at what happens inside and showing impressions of hope and the promise of the spark of inspiration being carried on by guests outside.

There are also big billboards showing the main characters on them but can be changed to show seasonal events, or attractions inside.



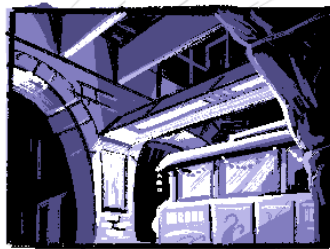
Ticketing

Upon entering the ticketing room through the front doors, there is a small waiting area and just beyond, guests see a ticket booth inlaid into an old brick wall. The room looks like an alley for a speakeasy entry. There are crates off to the side and wide retro warehouse-looking bulb lights above. There are old signs on the wall like travel posters advertising the valley destination as well as other installations in the product chain. If guests don't have a ticket already for entry at a certain time, they are asked to wait or come back at a later time. They will be slotted in between those that prepurchased their tickets for a specific time window. For those that have prepurchased, a cast member escorts them to a small queue in front of the main entrance.



Entryway/Loading Platform

Once its time to enter, guests walk under a brick archway and swinging gate. Around the corner just out of sight of the waiting room and ticketing area reveals a somber moody loading platform with a colorful decorated trolley parked there.



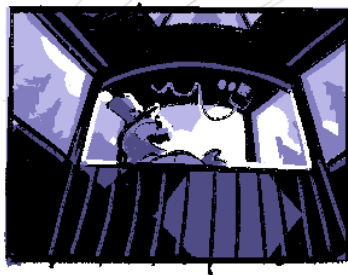
Trolley Preshow

Everyone loads into the trolley and takes their seats. We see there is someone in the drivers seat of the trolley but we can't quite make them out yet. A cast member closes the door and the preshow begins.

Guests meet *Periwinkle Cambridge*, the Trolley Driver. He gives a greeting and invites everyone to call him *Peri*, as do all his friends. The trolley begins to 'move' as the windows show scenery passing by in a simulated view outside. Explaining the eccentric designs everywhere inside and out, he talks briefly about how this was a trolley line abandoned for many decades, finally cleaned up by town residents to bring in visitors. The trolley and station were painted by a variety of artists in the town. He mentions everyone in town works together to make life better

as its his belief that we were all uniquely created to help others in their own special way. Finding out how we do that best is part of our life's journey.

Before *Peri* can go on too long, the trolley stops at a station just outside a large farm. There sure does seem to be some interesting farming equipment outside!



Provisio Farm

The trolley doors open on the opposite side and we walk out a trolley station to the farm. There is a stand adjacent to the exit of the trolley station selling various things.

There are several bizarre looking structures in the fields surrounding the barn and we are drawn into the barn itself by lots of interesting noises and steam coming out the top window. Inside, we meet *Emersby Fritter*, who is a scientist and inventor who inherited the farm. He explains that when he was charged with looking after the farm, at first he was frustrated because he didn't enjoy farming and didn't want to become a farmer. However, that frustration led to innovative solutions making farming more efficient, cleaner, and scientific. It was then that he was absolutely enchanted by it.

Around the Barn are exhibits and hands-on showcases of how advances in technology and science are enabling farmers to do more with less. One of the key takeaways is inspiring guests to think of new ways to grow food in their own communities.

There is a ride experience here where you can get into the cockpit of a power loader tractor and harvest some grain with fellow guests. Onlookers can enjoy seeing guests 'acting out' their ride experience on simulated video feeds and a small diorama of them doing the work 'in the distance'.

Just outside the farm, in one of the field fences, we meet a new character, *Gordon Pepperidge*, who is harvesting some tomatoes using another of *Emersby's* contraptions. He briefly talks to guests about how his contraption helps harvest the tomatoes quickly and gently as its his turn to pick them for the restaurant in town.

Muro Vista Overlook

Walking out of the farm area toward some forced perspective peaks and rocks, we end up at the Muro Vista Overlook. This Nature Preserve is kept up by valley residents for the benefit of all. Hey, who is that there picking up trash? Why it's none other than our trolley driver, *Peri!*

He shows us he is holding a special grabber and a side satchel lined with a biodegradable bag, telling us the grabber was designed by *Emersby!* He invites us to enjoy the scenic paths in the preserve. Up ahead, there is a small station with little vehicles driving on elevated roads. The sign says 'Muro Vista Scenic Highway. Rent a buggy today!'

This optional ride experience is a small dark ride in cars loosely designed as buggies. There is a walkthrough cave that tells the same story for those that don't wish to ride. This ride uses small setpieces to 'extend the size of the showbuilding' by using small dioramas as vistas and unique backdrops as well. The final portions of the ride have a charming drive above the town square where guests can preview a couple more rides, shops, food, Town Hall, and the Galleria Museum.

The ride is narrated by *Gordon* explaining the history of the town. There are some simple charming handmade looking paintings on the rock walls telling the story. Decades previously, the founder crashed his airship on the peak of Muro Vista Overlook and was so enchanted by the valley that he founded the town square and built it's first streets. Upon his rescue and return to civilization, he vowed to return to the valley and bring his friends with him as well. And he did.

Guests exit the ride vehicles just outside a large ornate building in front of a small village.

We are drawn to this building by surrounding elements framing us towards it.



Galleria Museum

This structure is where traveling exhibitions are held. Depending on what season it is will dictate what is in this space. When there isn't an exhibition, only the front lobby of the space is available with history memorabilia of the town inside.

Outside the Museum, there are long banners announcing the exhibits within. At the front of the space is a large painting of an elegantly dressed automaton that says 'Proprietor: *Astrid Melloncamp*'

There are two main galleries that are open all the time and feature town history and show different residents building different structures throughout the years. We even get to see the trolley line getting repaired and different people coming together to paint the trolley car. The second gallery has more crates and stuff in the corner and we see *Astrid Melloncamp* there looking over some artifacts for a future exhibition.

She talks quickly about when they were trying to bring visitors to the town, she had the idea of creating a place to hold rotating exhibitions. Now, artists and historians from all over the world bring their pieces to display and sell here in her gallery. The gallery building was actually the first structure built by the town founder when his airship crashed on Muro Vista.

There is a large door which is closed or open depending on if special exhibits are in the space at the time or not. At the exit there is a small shop selling different art gifts. Rock painting sets,

coloring books, build and paint your own frame sets, build and paint your own Stewardship Landing Airships, etc.
Leaving the museum gift shop leads us to a village street with the Town Hall at the end.

Village Streets

Crossing under the arch of a bridge from the buggy ride, we enter the small village with a water fountain.

Exploring further into the space there are whole storefronts and cafés around charming streets. Guests can actually relax here and shop at their leisure, get a snack and enjoy the atmosphere, or continue on. *Gordon* is painting a sign on the roof and hollers out to passers-by occasionally.

Town Square

Reaching the town square, we face Town Hall where there are restaurant areas to order and sit down and enjoy your meal, as well as a large board in town square showing everyone's ideas and concepts for things they can do in their own communities.

In the town hall we meet the mayor, and what's this? The mayor is *Peri*! He tells us that if anyone wants to be a leader they first need to serve others.

Activity Center

At the activity center, guests and their families can participate in special seasonal craft making sessions or unique builds with special guests. This is also where children can come up with ideas to help better their own community.

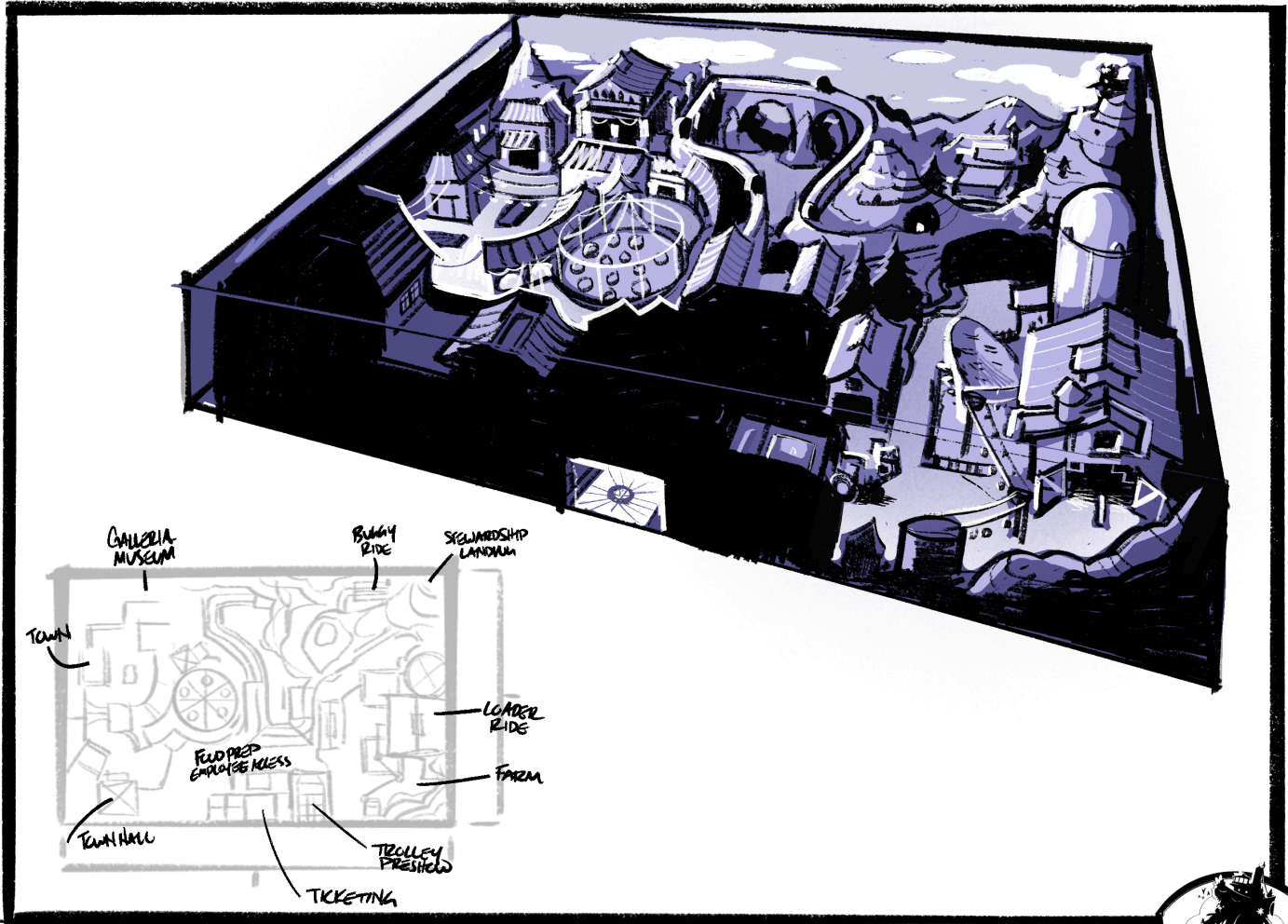
Refreshments and Store

The store features plush, shirts, backpacks and merch of all kinds. There are a few special key items that tie into the larger story. One of the key items is a branded sturdy cloth bag with included grabber mechanism accessory and biodegradable bags so that kids can pick up trash while they are out walking in their communities and parks with their families. Another is a branded seed starter set, and finally there is a special idea kit that kids can work on their ideas at home and mail them in for consideration in the community.

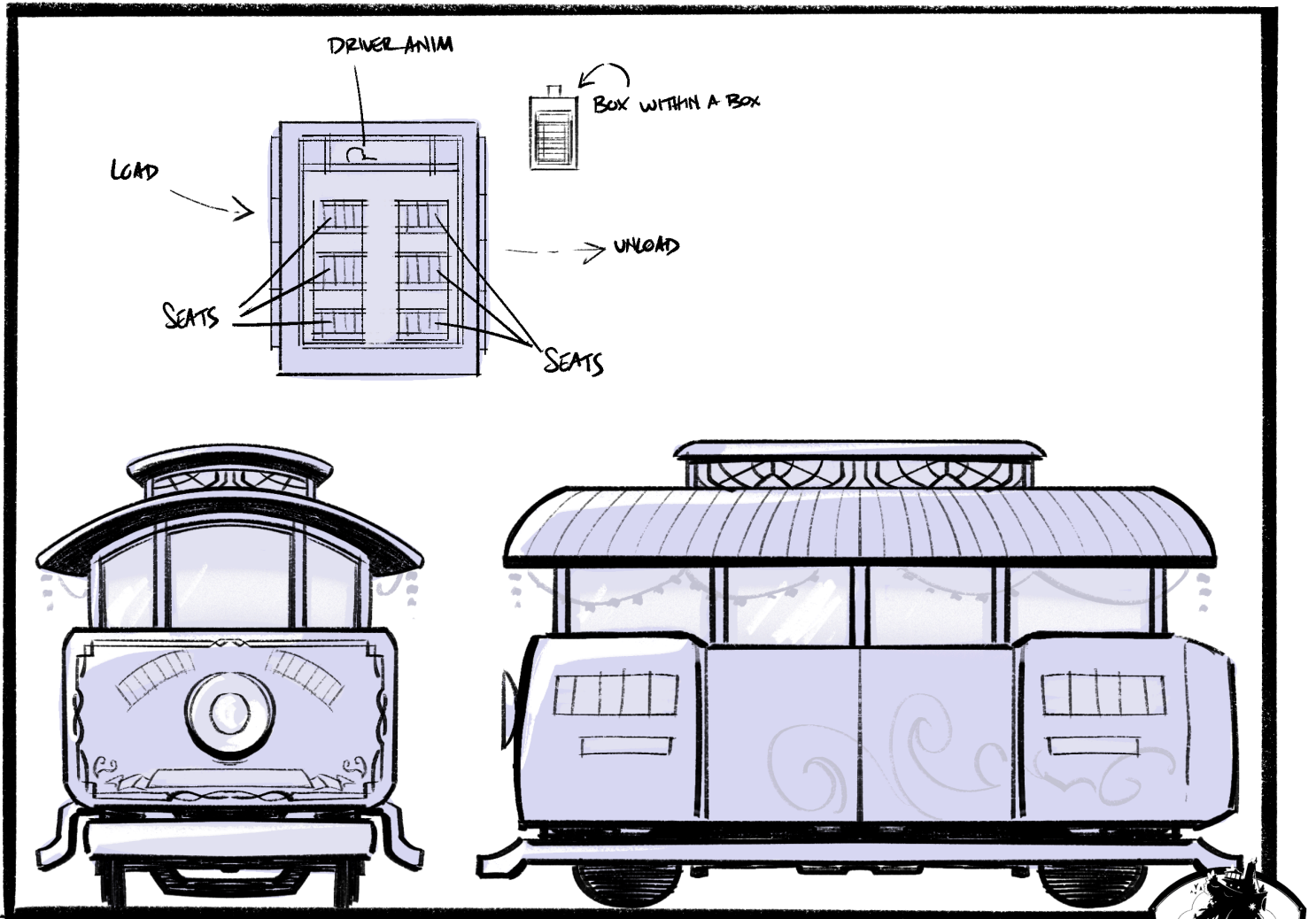
Exiting the Experience

Guests leave through the town square portal on either side of Town Hall and wind around back to the lobby where they began.

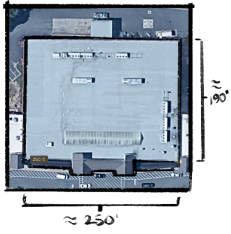
Map overview



Trolley rough



Sample Location



← SAMPLE LOCATION ↗

Main Characters



TROLLEY
ENGINEER

PERIWINKLE
"PERI" CAMBRIDGE



MAYOR



SHOPKEEPER

GORDON
PEPPERIDGE



MUSEUM
CURATOR

ASTRID
MELONCAMP



FARMER
INVENTOR

EMERSBY
FRITTER

