



# CHRONICLE

OF COALS AND COKE



THE BAKER'S DOZEN

*Bryland*  
DESIGN CHALLENGE

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THE BAKER'S DOZEN

# LBE Description

*Location Based Entertainment (LBE)* is a rapidly growing corner of the entertainment industry.

*LBE* has the ability to combine hospitality, leisure, and retail, all within a single experience.

At the core of *LBE* is the potential to give guests an experience they simply can't get anywhere else, and specifically can't have at home.

*LBE* can come in a wide range of different formats and ultimately encompasses a vast amount of visitor attractions, including FECs, Exhibitions, Multi Sensory Experiences, Amusement Parks & Theme Parks, and Immersive Art. They can be permanent or temporary, highly collaborative, competitive, engaging or passive. They can be based indoors or outdoors, and appeal to a broad range of different demographics and audiences. The most exciting ones, are those that combine or blur boundaries between each of these.

The most successful *LBE*'s are often those that deliver a unique and compelling experience. This is achieved through immersive and emotional engagement, whilst tapping into games, themes and activities that a guest may be familiar with. Recently this has seen the rise of *LBE*'s in high-end sports and social drinks, with examples including immersive mini golf, darts venues, and themed bars.



Puttshack



Flight Club



Cahoots

# Feasibility

Location Based Experiences can be highly profitable assets, with *Mckinsey* reporting experiences being one of the highest expenditure growth industries. In order for an attraction to be successful, it must offer a target audience & demographic a new compelling experience.

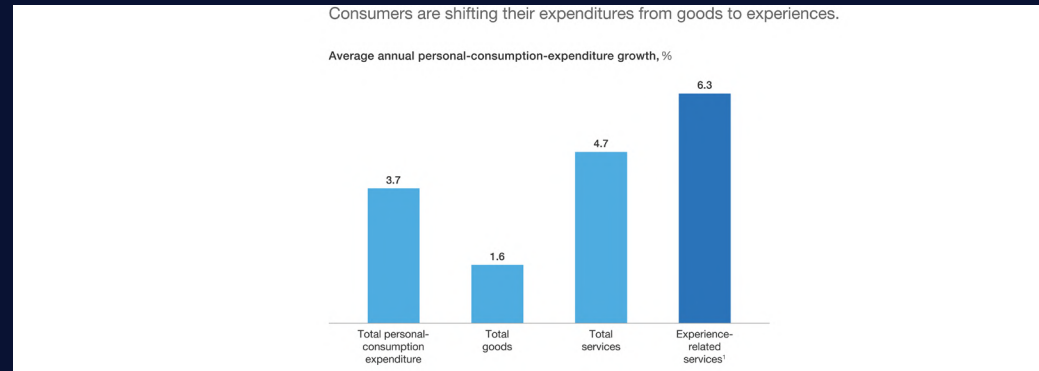
## Target Audience

According to studies by *Forbes* and *Eventbrite*, the biggest consumers of experiences are Young Millenials, and Gen Z. 78% of Millenials would rather spend money on an experience over a desirable object. *Experian* reports that 63% of Gen Z would rather spend their money on 'life experiences' over objects, or saving.

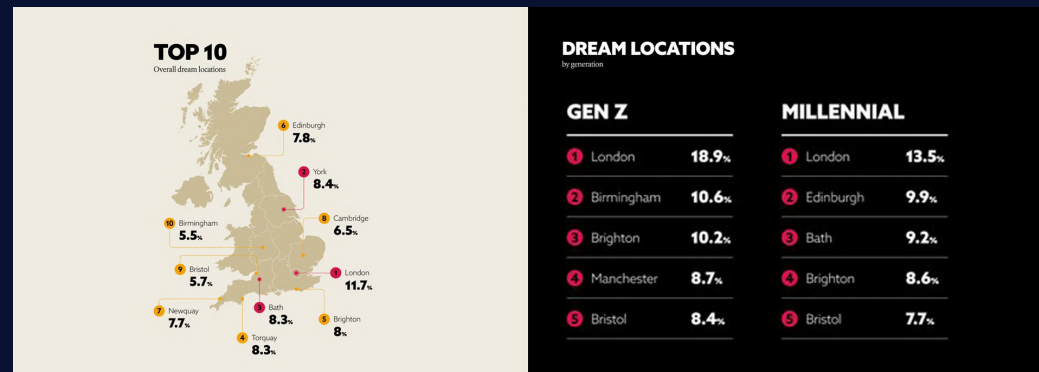
With this level of desire for new and exciting experiences, to gain the broadest appeal for a new immersive *LBE* our target audience should be young adults (aged 21-30) with a focus on a fully immersive experience, with the option to roleplay.

## Geographical Location

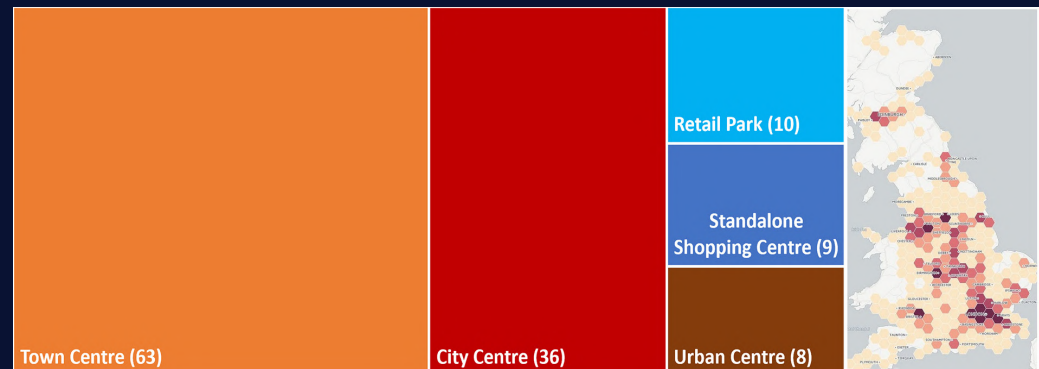
Based on the target demographic, the most appropriate geographical locations for the proposal include large urban and population hubs. An influx of young professionals willing to spend on social experiences combined with a large amount of untenable real estate left from Covid-19 and established travel infrastructure creates an ideal catalyst for a new *LBE* of this scale. *HSTF* report over 60% of Debenham's stores across Europe remain empty. This combined with *Savills* reported annual fall of industrial site tenancy in city centres of 8%, means there are many options of different sites to develop this scale of concept within city centres.



*Mckinsey - Cashing in on the US experience economy report*



*McCarthy & Stone - UK Generational Living Hotspots*



*Geolytix & Stowg - Debenhams site locations // warehouse vacancy UK*

# Non Linear Immersive Experience

## What Is It?

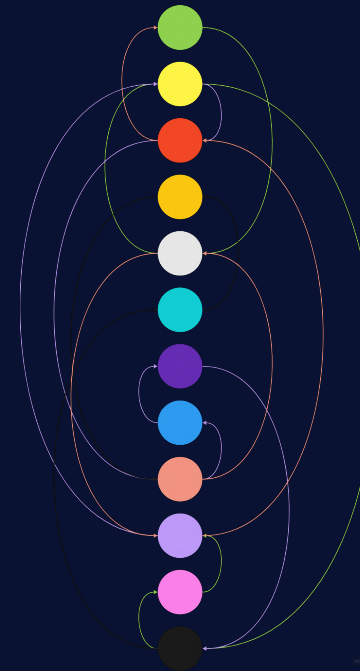
A Non-Linear Immersive Experience is a sandbox of stories and physical spaces that a guest is able to explore at their own free will. Whilst some wayfinding, signposts, interactions and quests may help guide a guest through an experience, their exploration through a physical space is undefined, allowing them to have a totally unique experience. Non-Linear Immersive Experiences provide guests a start and finish point, and allow narrative and curiosity to dictate the rest of the flow of the experience throughout a 360 degree open world setting.

## Why Non Linear?

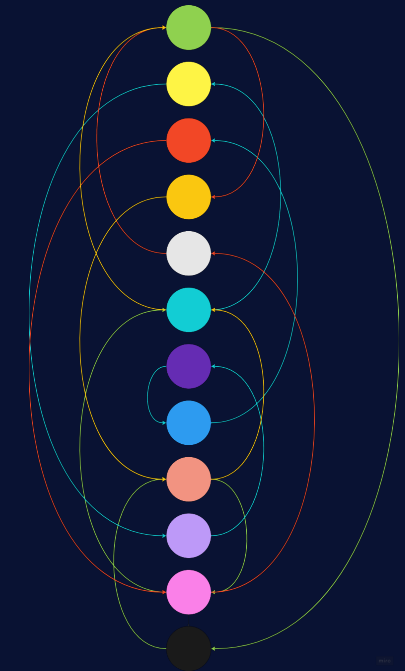
Gen Z and Millennials are well acquainted with roleplaying games, whether it be MMORPG's (mass multiplayer online role playing game) on their computer, or TTRPG's (table top role playing game). *Variety* reports that the biggest driver in the video game industry for Gen Z and Millennials is rich, complex backgrounds with a focus on character and storyline. With over 80% of the target demographic gaming every day, and up to 26% of them playing RPGs, 39% playing MMOs, the market for this experience presents itself. Non-Linear Immersive Experiences allows guests to take their knowledge of these game genres to the next level, allowing them to physically explore and interact with characters, stories and locations as they please.



Path 1  
(Linear)



Path 2  
(Non-Linear)



Path 3  
(Non-Linear)

## What Does Non Linear Look Like?

Guests who have visited more traditional forms of LBEs will be familiar with linear immersive experiences. This is when there is a single path which guests must take, moving from space to space in a repeated order, delivering a cookie cutter experience. This form is common in walk-through attractions, immersive theatres, and exhibits. The structure can be seen illustrated in path 1.

Path 2 & 3 demonstrate the freedom of a non-linear experience, with significant storybeats signalled by the changes of colour in the joining lines between each space. Guests can repeat rooms, skip rooms entirely, and curate their own path throughout a given space. Path 2 & 3 provide the same physical boundaries, but demonstrate how personal choice, bespoke quests and interactions can provide a totally different experience.

# Precedents

Whilst Non-Linear Immersive Experiences are a fairly rare form of *LBE* to experience, they have been done to varying levels of success, in various different forms before.

## Boomtown

LBE: Festival

Capacity: ~66,000

Duration: 5 days

Legacy: 2009-

Location: South Downs, Winchester, Hampshire, UK

Description: An ever-evolving story, if you choose to play; discover the stories unfolding all over the city - via the Daily Rag, on posters and billboards, at happenings on the streets, or by talking to characters.

## Phantom Peak

LBE: Open World Adventure

Capacity: ~400

Duration: ~4 hours

Legacy: 2022-

Location: Surrey Quays, London, UK

Description: A fully realised town inhabited by quirky characters and full to the brim with mysteries and stories to discover.

## Star Wars: Galactic Starcruiser

LBE: Hotel

Capacity: ~500

Duration: 2 nights

Legacy: 2022-2023

Location: Walt Disney World, Orlando, Florida, USA

Description: A guest on The Halcyon, flagship of the Chandrila Star Line, embark on a cruise across a galaxy far, far away.



Boomtown



Phantom Peak



Star Wars: Galactic Starcruiser

# Sustainability

## Sustainable Materials

When constructing a fully immersive environment, the material required must be responsibly sourced - with timber being a particular construction material that will be significantly relied upon. Timber can be purchased from FSC certified forests, ensuring that the source of the material is environmentally responsible. The main technology at play within the attraction will be passive RFID, which when pre-programmed, *FasterCapital* reports are wholly more sustainable than standard RFID due to their lack of power source and ability to be broken down once redundant. Standard RFID is already common place in LBE's, our proposal will optimise passive RFID's potential.

## Repurposing

Due to the location of the proposal, theatres that put on temporary shows could donate or sell set materials and props to be repurposed for the experience by local artisans. This is an infrequently used up-cycling technique done by experiences and bars in London and Bristol that could be utilised further.

## Community Engagement

In line with *Over The Wall: Children's Charity*, the proposal will collaborate with local colleges and universities to provide drama, textiles and construction opportunities for students to develop their skills in a real working environment.



FSC Timber



Vaulty Towers



Fisher Studios

# CHRONICLE-Concept

CHRONICLE is an open world, Non-Linear Immersive Experience that taps into a local context's culture, myths, legends and history, whilst providing an educational funny, kitschy, shocking and bizarre twist. With each Chronicle location, extensive research will be conducted to understand an area's identity; to amplify it's greatest moments, and shine a light on some of its forgotten heroes and villains. Visitors will be able to learn and understand an areas historic tapestry with a visit to CHRONICLE, and locals will be able to spar with icons from their area's folklore and past.

Because of the setup of CHRONICLE, guests will be able to lean into and engage in roleplaying as much or as little as they desire - ultimately being able to enjoy a fantastic, magical 360 environment for a drink with their friends, or delve deep into narratives where they can help re-write local history over the course of a performance with famous and infamous characters.

The most impressive element of CHRONICLE, is removing the need for a hand-held device from the guests experience. Utilising an RFID wristband to track a guests in-story progression and development, guests can score on engagement throughout a performance with trackers and simple 'pass-fail' scoring systems in each room. The RFID band can also be used as a top-up wallet for in-world purchases. With the RFID assisted by copious amounts of props, and a vast array of different spaces for guests to explore ranging from traditional fairground games to terrifying escape rooms, guests can experience ultimate immersion in the story. Phones can still be used, namely for taking pictures, saving memories, and updating social media!



Horrible Histories Live on Stage



Peaky Blinders: The Rise



Rulantica Rula-Band



CHRONICLE:  
OF COALS AND COKE

(LONDON)

# CHRONICLE: Of Coals and Coke

## Narrative

*Chronicle* - Written accounts of events.

*Coals and Coke* - Cockney rhyming slang for 'broken'.

What happens when a mad archeologist's invention to animate historic texts goes completely wrong?

Have you ever wanted to gossip with a Crystal Palace Dinosaur? A lip sync battle against William Shakespeare? Do you want to shoot evil Mary Poppins?

CHRONICLE: Of Coals and Coke poses the guests as visitors to a pseudo-archeologist and inventor's private library of London, where he has created an invention which allows users to interact with the written content of a confined space.

The written content is heavily focused on the local area, but becomes corrupted by the presence of the inventor's son in the archives as the inventor prepares the material shift in the text to become animated, ultimately combining the pop-culture content of his son's phone with historical texts. Guests can navigate their way through a series of events and spaces to help the inventor undo the corruption of these hybrid objects, locations and characters.

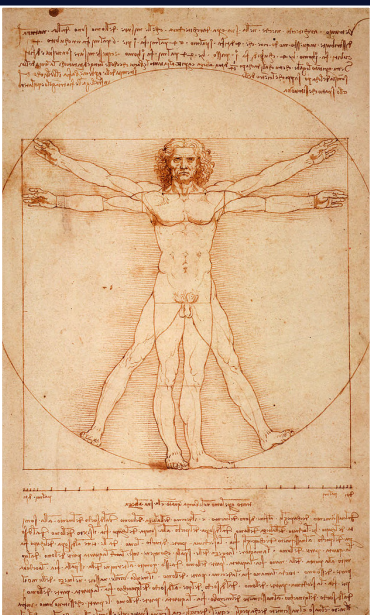
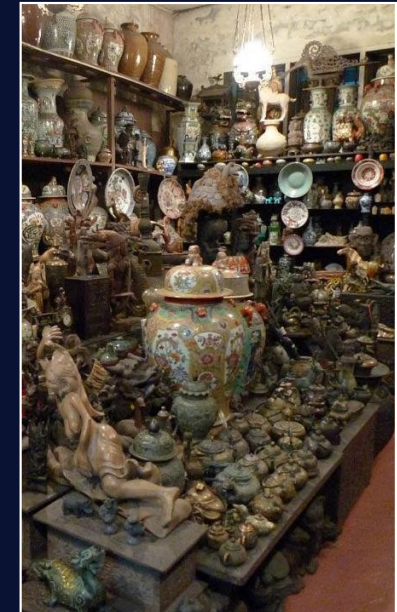
CHRONICLE taps into the social zeitgeist, pop-culture and identity of a city to produce a familiar but whacky open world experience for guests to throw themselves into, filled with familiar characters, locations and events. Have a drink with Bullingdon members, a chat with a gargoye, or buy some rizla for a plague doctor. Have you got what it takes to re-write history?



# CHRONICLE: Of Coals and Coke Moodboard



# CHRONICLE: Of Coals and Coke Moodboard



# CHRONICLE: OF COALS AND COKE

## CHARACTERS



# Harold The Archeologist



MAROLD'S SON



The Bullington  
Boys



Algae



Archibald



Digbert





# Willy ShakesQueer

# CRYSTAL PALACE DINOSAURS



XXB Plague Craig BX

For herbs n dat

Bandana

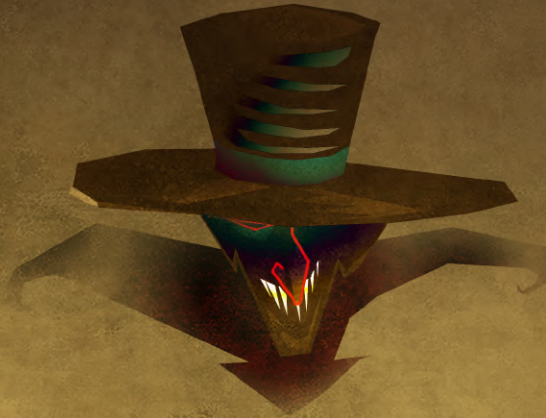


# MARY POPPINS



# The Stoned Bakers





*Jack the Ripper*

# CHRONICLE: OF COALS AND COKE

CONCEPT ART

# CHRONICLE: Of Coals and Coke Concept Art

CHRONICLE: Of Coals and Coke and the broader CHRONICLE concept is a tangibly flexible proposal.

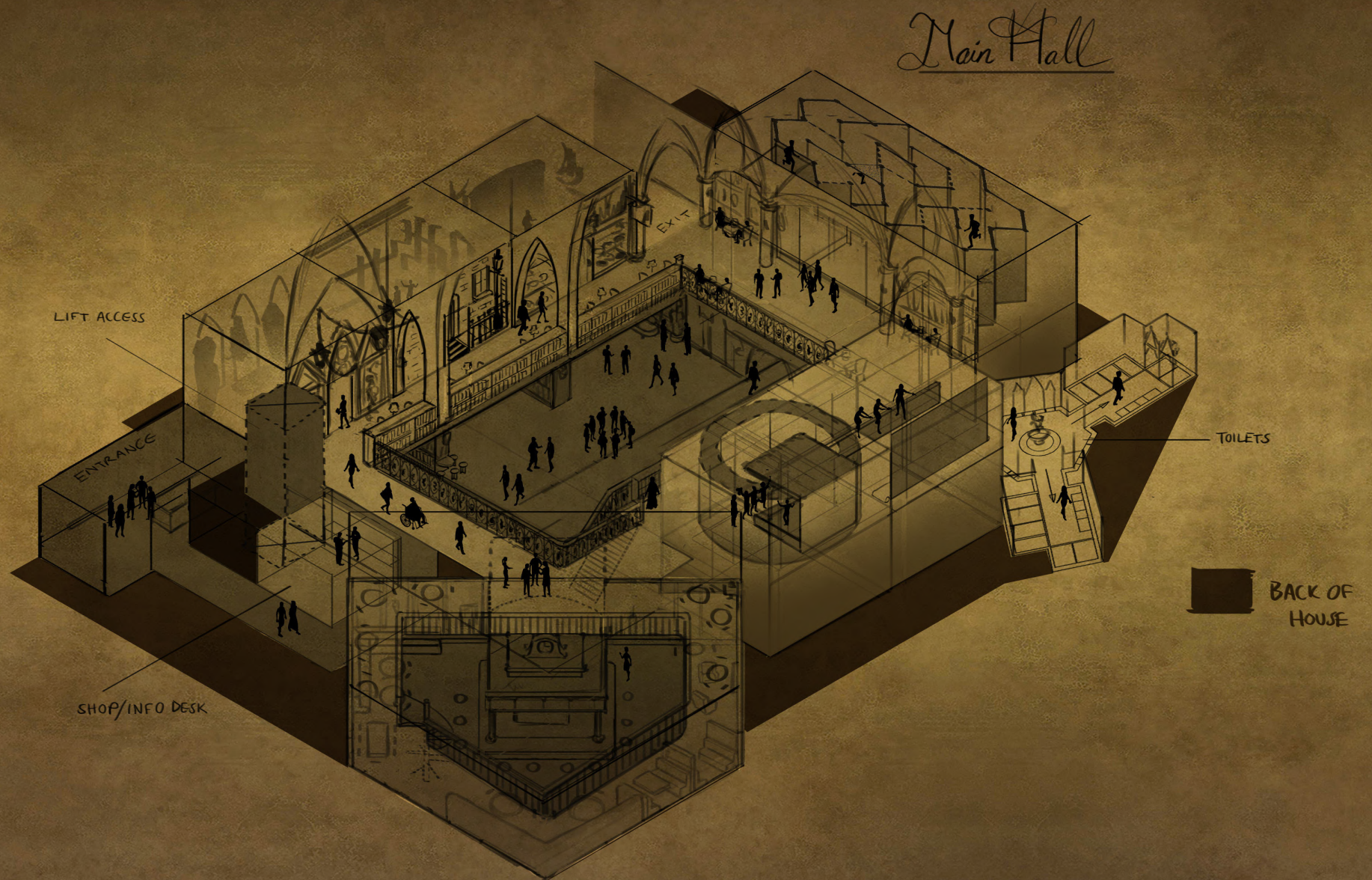
Whilst the setup requires a main ‘auditorium’ or ‘town square’ space where key group interactions will take place, the footprint that the concept can occupy doesn’t have to be a defined shape or size, as sets can be tailored to fit any given footprint within certain parameters around an intimate core space.

Because of the nature of the proposal and its ability to fit it into undefined spaces, the following concept art pieces are an example of what could be done with the theme within a specific context. These are by no means final or the extent of what can be produced within CHRONICLE.





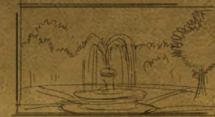
# Isometric Plan





## CRYSTAL PALACE DINOSAURS INFORMATION POINT

Nice victorian garden/crystal palace  
as a background graphic/projection



Scan wrist band at  
interactive information point  
Scan bar code to symbol



Pudding Lane Bakery



# Jack The Ripper Mirror Maze Entrance



Flat graphic

# Evil Mary Poppins Shooting Gallery



Bank of London

St Pauls



## Screen Content

# Workshop Room Introduction Speech



# The Bullingdon Bar





# Highgate Restrooms



# Highgate Restrooms



# Romeo & Julio at the Globe Theatre



# Main Hall



# The Team

## *The Baker's Dozen:*

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Concept Artist

As a collective, we are proud to have completed this concept without the use or assistance of AI.



# Appendix

## SOURCES

[HTTPS://WWW.FORBES.COM/SITES/JEFFFROMM/2023/11/09/GEN-Z-AND-AFFLUENT-CONSUMERS-ARE-RE-SHAPING-THE-EXPERIENCE-ECONOMY/](https://www.forbes.com/sites/jefffromm/2023/11/09/gen-z-and-affluent-consumers-are-re-shaping-the-experience-economy/)

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<https://www.otw.org.uk/events/category/fundraising-events/community/>

## INTRODUCTORY SCRIPT

### Int. Harold's Front Workshop - Dimly lit

A slightly whacky old man stands behind a display of various artifacts and historical goods, smiling towards the crowd of guests in front of him.

HAROLD  
Welcome, esteemed guests, friends, and... er... the rest of you. Hmm.

HAROLD, late 60s, looking like your stereotypical old conspiracy theorist mixed with a tired university professor, looks around the back of the room, twisting his nose as he makes eye contact with some of the guests.

HAROLD (Cont'd)  
I, am Harold Smith, proud archeologist, inventor, and homo universalis if you will, heheh... Now, will you please all raise your wrists so I can see my marvellous invention is being worn properly?

HAROLD once again inspects the crowd, ensuring everyone is wearing their bracelets.

HAROLD (Cont'd)  
Fabulous. You are about to enter my archive of written works that I have been collecting for my entire life! Fact, fiction, folklore, physics... inventions, tales, and newspapers about the marvellous city we get to call home. Let me remind you that in order to experience my life's work and archives properly, you must not remove your Shama-Bands until I say so! We wouldn't want any of you to have a bad trip- pardon me, I mean, bad journey, er, as you explore the stories of the past juuust beyond this door..

HAROLD gestures to a doorway at the end of the room.

HAROLD (Cont'd)  
I have spent the last 50 years collating material, inspired by the Chronovisor of the Vatican to re-animate history and legend! Take a deep breath as we ascend the reality we normally call home, and enter a world of obscurity... Don't worry, it's all controlled, so long as no one tampers with the material of the archive.

HAROLD disappears in a thick plume of green smoke as lights twinkle in the ceiling.

HAROLD (Cont'd)  
Notice my choice of words... experience? Written work? How? Well, dear friends, with a unique chemical formula and these Shaman-bangles guiding your way, I have found how to bring these works alive!

With a great crash, props around the room start shaking. Basic 2 movement animatronics are utilised in multiple locations to amplify the crescendo of the moment.

HAROLD  
(concerned)  
Wait a minute... Somethings wrong..

ENTER - DOUGLAS SMITH

DOUG  
(nonchalantly)  
Oh, hey Dad.

Douglas Splutters as he emerges through the smoke. Douglas appears tired but merry. HAROLD gawks in frustration and surprise.

HAROLD  
(furious)  
Douglas... WHAT WERE YOU DOING IN THERE? AAAGH.

DOUG (Cont'd)  
Oh, you know, just mowing the lawn..toking.. blasting off, looks like these guys might be too now haha!

HAROLD (Cont'd)  
DOUGLAS WHAT HAVE YOU DONE.

DOUG (Cont'd)  
Look Dad, its just a bit of cbd. I'm medicated, it's chill!

HAROLD (cont'd)  
DOUGLAS WHAT WERE YOU LOOKING AT ON YOUR PHONE?

DOUG  
(enters deep thought in response)  
Oh nothing, you know, just drones... and my clubcard deals... and drag race? Uuuuh... Twilight? Oh yeah, peaky blinders and riot club! Kurupt FM...

DOUG continues to list off a whole load of zeitgeist/pop-culture themes and objects as HAROLD descends closer and closer to a mental breakdown.

HAROLD  
(upset and frustrated)  
What have you done... What have you done? MY BOY, YOU REALISE WHAT YOU HAVE DONE?!

DOUG  
(nonchalantly)  
Look Dad, don't worry about the smell, it'll go awa-

HAROLD (cont'd)  
No, Douglas. The contents of your phone will have merged with my library! This is chaos!

DOUG  
(investing more thought into the conversation)  
Wait, does that mean your weird dark magic chemical stuff has made my google chrome come alive?

ENTER - One of the characters of Chronicle.

In this moment, one of the characters comes out to greet the guests, and beckons them into the rest of the archive. HAROLD shakes his head and reaches out an arm directing the guests out of his workshop.

THANKS FOR READING!



THE BAKER'S DOZEN

*Bryland*  
DESIGN CHALLENGE