

## THE BIG IDEA

*AMERICAN JAZZ* is a big ride-thru attraction ride experience designed to fit into the average-sized abandoned “big box store”, (generally sized at more than 50,000 square feet, while sometimes approaching 200,000 square feet) and are found in virtually every major market in the U.S.

The *American Jazz* dedicated show building size: 49,400 square feet.  
For comparison's sake, Disneyland's *Pirates of the Caribbean*'s two show buildings total 112, 826 square feet.

This attraction design is what I am presenting specifically to the *Storyland Design Challenge*.

While the subject matter in this presentation is specific to an historic building located in New Orleans (in this case, the Market Street Power Plant, built in 1904), the *American Jazz* component of my presentation (which also contains a luxury hotel, dining, shopping, and a concert hall, *Louis Armstrong Hall* (seating capacity: 1,265), the concept itself is modular, and could be adapted to virtually any market not used to big budget, major theme park-level experiences, themed to whatever is specifically unique to that market is known for, be it Cleveland's Rock and Roll Hall of Fame, a Revolutionary War Experience for Boston, the Ford Museum/Greenfield Village. or Seattle's Sci-Fi Museum.

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*Come CELEBRATE, in SIGHT and SOUND...*



*NEW ORLEANS' unique GIFT to the WORLD...*

# *THE JAZZ FACTORY*

*An exciting new concept in location-based, cultural entertainment.*



With its twin towering smokestacks, its profilelined in glowing Tivoli lights, and its Industrial Age-era architecture, *The Jazz Factory* will look, for all the world, like a cross between a Mississippi sternwheeler, and a gigantic, ornate wedding cake.

Once completed, the former Market Street Power Plant will be transformed into a unique, new-to-market concept, with live entertainment, retail, hospitality, and exciting dining experiences, that's unlike anything found in the world today.



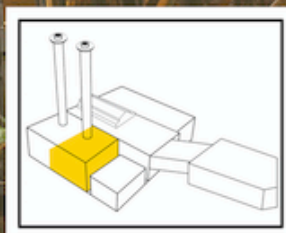
# The Great Lobby

Once guests enter through the large bronze doors and into *The Jazz Factory's* lobby space, they can sample previews of the unique adventures that lay ahead of them: adventures in attractions, entertainment, shopping, and dining.

Everywhere will be whimsical kinetic sculptures recalling animated factory machinery; there will be *Interactivity Stations* allowing guests to control some of the conveyor belts, and other factory-like features.

There will be a mechanized jazz band playing toe-tapping, syncopated jazz music, along with accessibility to hotel services, including early check in, bell service, concierge for things like dinner reservations, pick up, and drop off for shopping purchases, even to the hotel located in *The Factory's* upper floors, via a charming funicular.

From the lobby lying directly ahead, is *The Jazz Factory's* anchor attraction, and the thing most guests will want to see first: *American Jazz: An Adventure in American Music*.



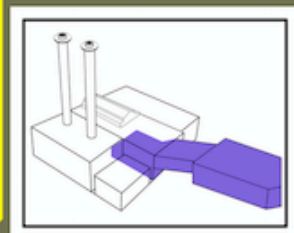
## AMERICAN JAZZ: An American Adventure in Music (1st - 2nd Floors)

A time traveling adventure that traces the origins of jazz in America, from its early cultural beginnings in equatorial Africa, to its coming to the New World through the slave trade, and taking root in this strange place. Of how the slave work songs, field hollers, and chanting, combined with the already rich African traditions people brought with them, and melded over time, and when this new dynamic form was combined with the hymns heard in the white Protestant churches, would lead to spirituals, and eventually, early versions of *the blues*.

Jazz would then take root in New Orleans, with contributions by native sons Jelly Roll Morton, the self-proclaimed "*Inventor of Jazz*", and Louis Armstrong, who would become America's greatest ambassador of jazz.

Jazz eventually went upriver to the big cities in the North, where it evolved into its many different forms; *big band*, *bebop*, *cool*, and *modern*, with its two main offshoots, *Latin*, and *fusion jazz*; and how it would become our own unique musical art form, and chief cultural export to the world.

*American Jazz* will illustrate, in exciting scenes, and songs why we Americans should take pride in our own special musical heritage.





## MORE American Jazz: Bebop Scene

A mix of practical sets, projection/projected images, combined with animatronic figures, live performances, (on selected dates) coupled with 3D holographic display(s).

Also, historical artworks by noted black artists will be utilized to help tell the story.

### RIDE TECHNICAL STATISTICS

Attraction Type: Large ride thru/dark ride  
Ride System: Endless Transit System/  
Variable Destination Omnimover

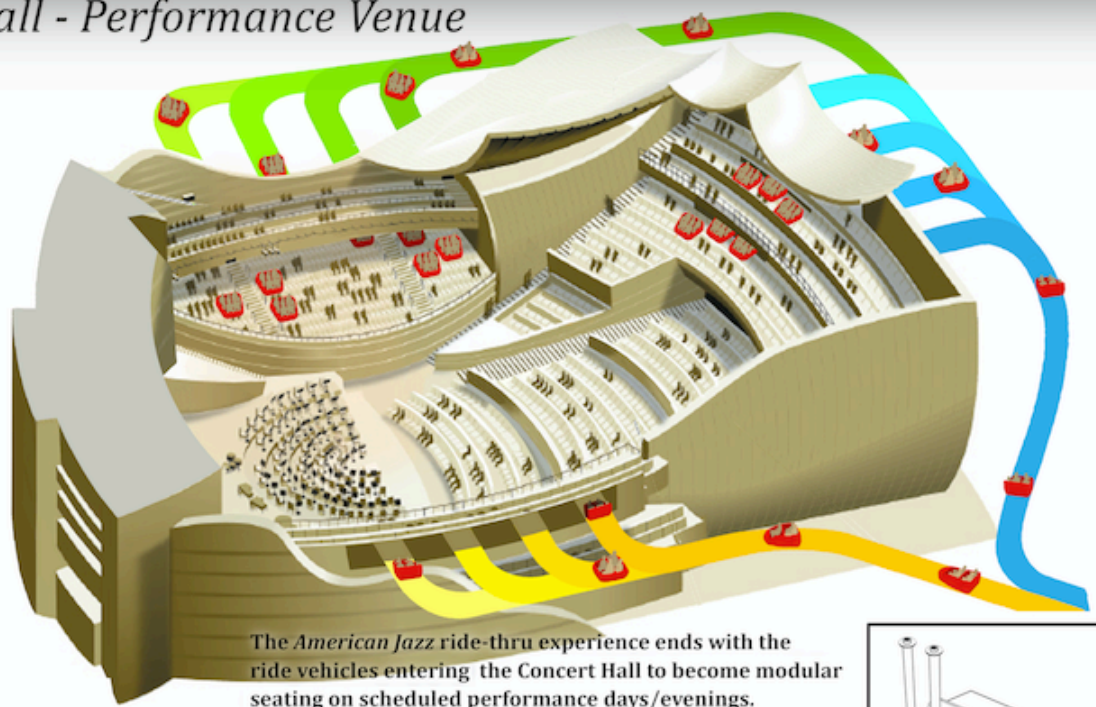
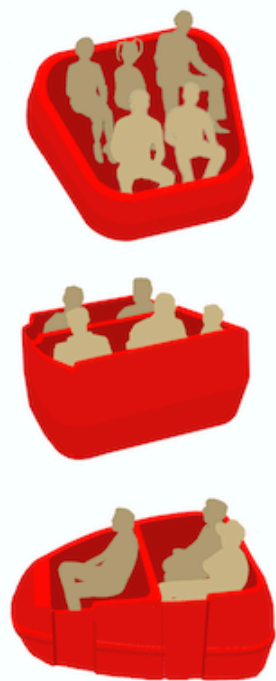
Ride Length: 1,749 feet  
Ride Speed: 1.83 feet per second

Ride Show Time Duration: 15:00  
Cycle Time: 16:20  
Vehicle Launch: Every 20 seconds

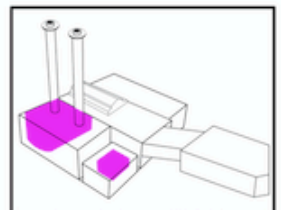
CAPACITY - Riders per vehicle  
(Theoretical Hourly Ride Capacity (THRC):  
Regular Service - 2 (THRC: 360)

Pre-Concert Express - Up to 5 (THRC: 900)  
Dedicated show building size: 49,400 sq. ft  
Show scenes: 15

## Louis Armstrong Hall - Performance Venue 2nd - 5th Floors



Seating Capacity: 1,265 (including additional American Jazz modular seating) Armstrong Hall could function as an additional venue for the annual events such as the NOLA Jazz & Heritage Festival.





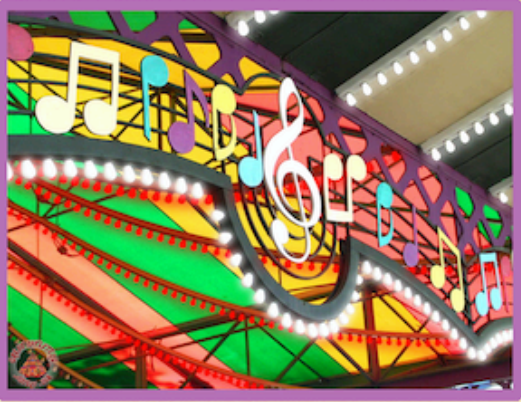
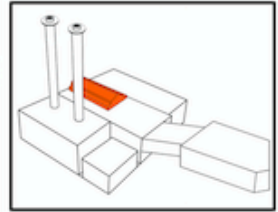


Image from MUSIC LAND © The Walt Disney Company



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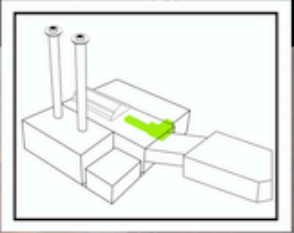
**(4th Floor)**  
A silly, syncopated *Midway Plaisance* zone, featuring melodically inspired traditional amusement park iron rides, re-imagined as oversized musical instruments that will whirl, tilt, twirl, and go BOP! -- till guests of all ages are dizzy with laughter.

Located on *The Jazz Factory's* topmost floor, directly below a spectacular glass and steel vaulted arcade/skylight, one the building's original, and most beautiful architectural features.



## Shops and Stores

- (2nd - 3rd Floors)
- Art gallery
- Automata Store
- Unique Apparel
- Music store (instruments and sheet music; includes Small Preservation Hall-type performance space)
- Voodoo Paraphernalia Store
- Books and Vintage Toy Store





## The Hotel at The Jazz Factory

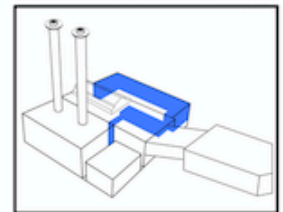
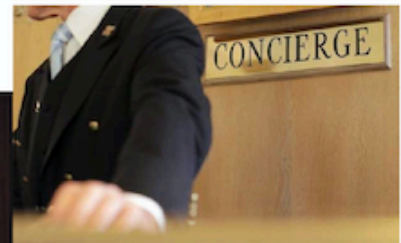
Pre Check In and Concierge (The Grand Lobby - First Floor)  
Dedicated Lobby (2nd Floor)

180 rooms located on 2nd - 5th floors

### BEINGETS IN BED

Located on the upper floors of *The Jazz Factory's* main building, *The Hotel at The Jazz Factory* will feature sumptuously appointed guest rooms offering a quiet, peaceful retreat away from the hustle and bustle located elsewhere in the resort, along with breathtaking views of either the Crescent City skyline, or the neighboring Mississippi riverfront.

While the hotel will offer luxurious comfort, with an attentive hotel staff, and convenience, featuring easy access to all of *The Jazz Factory's* main attractions, *The Hotel at The Jazz Factory* will be a major attraction in itself, offering its own unique adventures in dining, shopping, and entertainment.



## Culinary Rhapsodies: Adventures in Dining

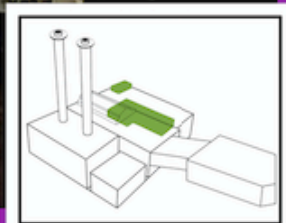
The Restaurants at *The Jazz Factory* (1st and 5th Floors)

What visit to New Orleans would be complete without a sampling of some of the local culinary fare, famous the world over (almost as much as its jazz music)?

*The Jazz Factory* will present both original eating establishments, and second locations of some of New Orleans' most famous eateries, that will be sure to tantalize the taste buds of every member the *epicurious*, from the most sophisticated of palates, to less adventurous gourmands.

*The Dueling Oaks Restaurant* will feature "outdoor" dining beneath a canopy of sturdy oak branches, and will offer all of the Crescent City's favorites: gumbo, jambalaya, and crawfish étouffée, all served in an atmosphere of gracious elegance.

*La Jardin Francais Garden Cafe* will offer buffetaria-style service, and will specialize in lighter, healthier, sustainable fare. In addition to the full-service restaurants, there will be snack bars, (window service specializing in "Grab 'n Go" mobile pick up) set in a food court inspired by the Congo Square markets of over a century ago.





# "Is It Even Doable?" Adaptive Reuse Success Stories

Examples of historic buildings being given new life:

**FENEUIL HALL**  
- Boston, MA.

**PRATT STREET POWER PLANT**  
- Inner Harbor, Baltimore MD.

**B&O WAREHOUSE** - Oriole Park at Camden Yards  
- Baltimore MD.

**UNION STATION** - Minute Maid Park  
- Houston, TX.

**WESTERN METALS SUPPLY CO.** - Petco Park,  
- San Diego CA.

**U.S. TIRE FACTORY** - The Citadel Outlet Mall  
- City of Commerce CA.

Today, the Pratt Street Power Plant is part of a thriving tourism and entertainment district in Baltimore's Inner Harbor and stands as a premier example of reutilizing industrial properties.



## Design Innovation and Sustainability Planning Utilizing forward thinking for design, construction and operations

### DESIGN INNOVATION

The American Jazz ride experience will intermittently end with its ride vehicles becoming modular seating in Louis Armstrong Concert Hall.

### RENEWABLES

Photovoltaic glass panels (transparent glass solar panels that also serve as windows) will be used throughout the building.

### ENERGY EFFICIENCY

The Jazz Factory will be designed to use less energy; HVAC will reduce electrical system load by cleaning and recirculating air, making it more energy efficient. Extensive insulation will keep interiors at the right temperature, reducing reliance on HVAC systems.

### SUSTAINABLE BUILDING MATERIALS

Using sustainable, and bio-based materials will help the building manage its hygrthermal performance. Architectural salvage and reuse will also play an important part, as will advancements in new, and recycled materials.

### GREEN ROOF TECHNOLOGY

Green roofs will help with insulation, lowering the overall carbon footprint, along with supplying fresh produce to The Jazz Factory's restaurants.

The Jazz Factory will also seek to achieve zero waste by offering sustainable cafe menu items in recyclable packaging, and encourage sustainable shuttle transportation, utilizing Hydrogen Fuel Cell, electric, and natural gas-powered vehicles.





# "Jazz is triumphant music..."

~ Martin Luther King, from his opening address at the 1964 Berlin Jazz Festival

## WHY IS JAZZ IMPORTANT?

Jazz began as African-American music. It was directly born from the struggles people faced, and continue to face today. The rise of jazz is directly tied to massive social changes that occurred in American culture after World War I. By the end of the 1920s and into the 1930s, jazz had become synonymous with modernity, women's liberation, and Black civil rights. It had taken over American culture and could be heard in dance halls nationwide.

This is just a taste of the power jazz music has had as a social and political force. Jazz continued to grow, evolve, and embed itself into the discussion between tradition and modernity in the post-World War II years and well into the 20th century, continuing till today.

## ITS MEANING TO THE CITY, AND ITS PEOPLE

The Jazz Factory will not only have the ability to entertain, inspire, and connect with people on an emotional, and visceral level, but provide a unique showcase that will thrill both fans and non-fans alike, encouraging them to take their own journey in music appreciation.

We seek to forge partnerships with the City's existing civic groups, designed to make each thrive; collection exchanges with the New Orleans Jazz Museum; and also providing additional venues for the City's annual JazzFest; and so on. The Jazz Factory will not compete with, but rather, compliment the myriad of other, inspiring attractions in New Orleans' rich cultural landscape.

**SATCHMO  
SUMMERFEST**  
August 3 & 4, 2024  
NEW ORLEANS JAZZ MUSEUM AT THE OLD U.S. MINT

