

# Grumblefluff's Green Adventure

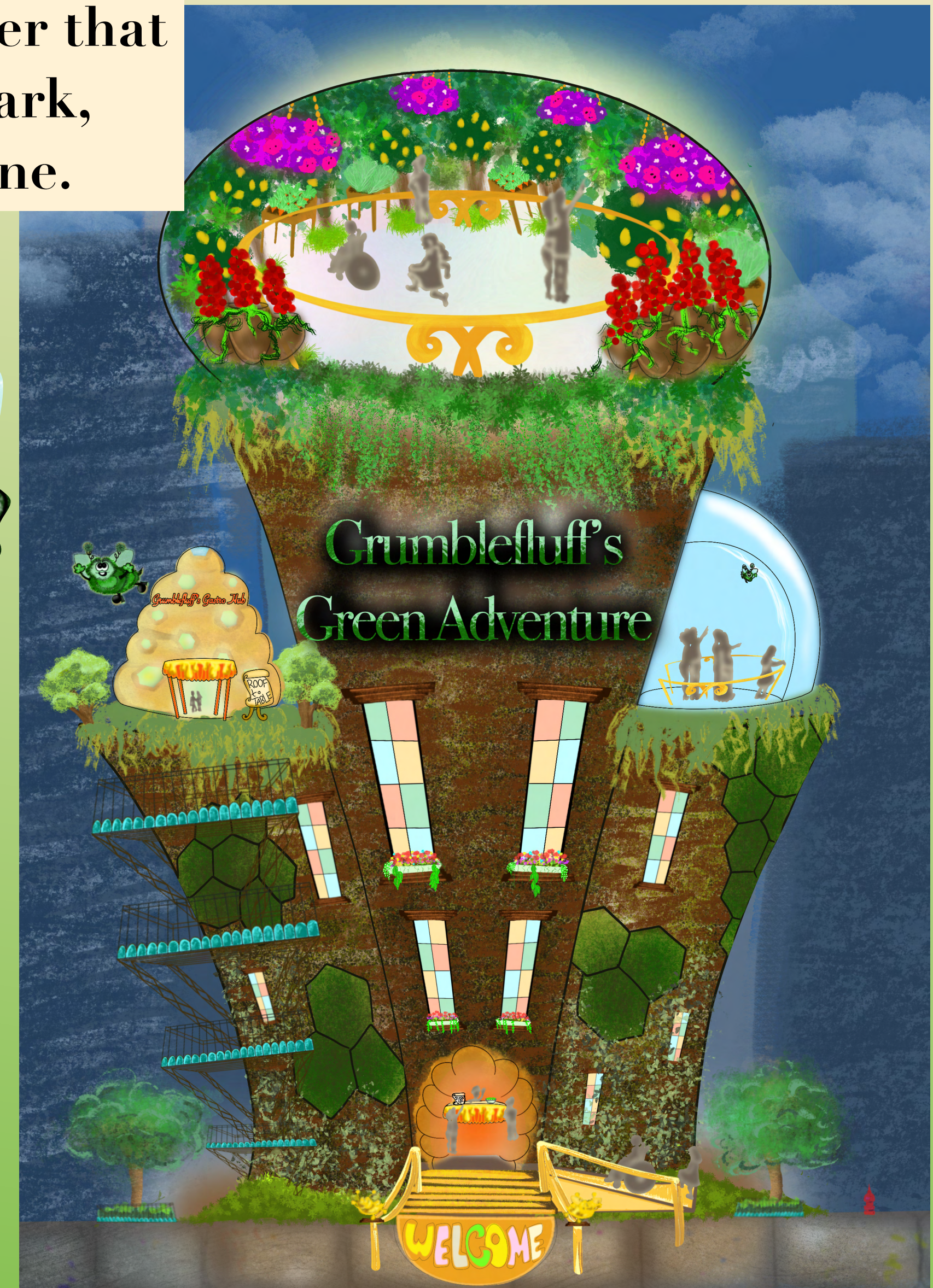
*A Holistic Horticultural Experience Center*



Grown by Gabrielle Hughes

# Concept: An Enchanting, Uplifting and Thrilling Appreciation of Bees, Beekeepers, and Anyone Who Dons a Green Thumb

An ever-evolving botanical activity center that operates like a living museum, theme park, and school of urban agriculture all in one.



- Fit for midsize to large cities. Year-round access.
- In operation, GGA creates jobs for 20 full-time or 50 part-time “Beekeepers” on the ground floor, gift shop, and operating rides. Staffs 10 restaurant employees, 10 greens specialists, 2 engineers.
- Partners with local homesteaders and regional farmers.

# Introducing... Grumblefluff The Green Bee

## Our Mascot, Grumblefluff, His Loyal Flyness

- Jolly English narrator with a cockney accent and spirit.

“God save the queen bee!”

- Father was an Agaposteman, Mum was a bumble.

- Wings like leaves, gardening-gloved mitts.

“Alright, gardenuh’!”

- Nurtures guests’ food-for-thought with humor and humility.

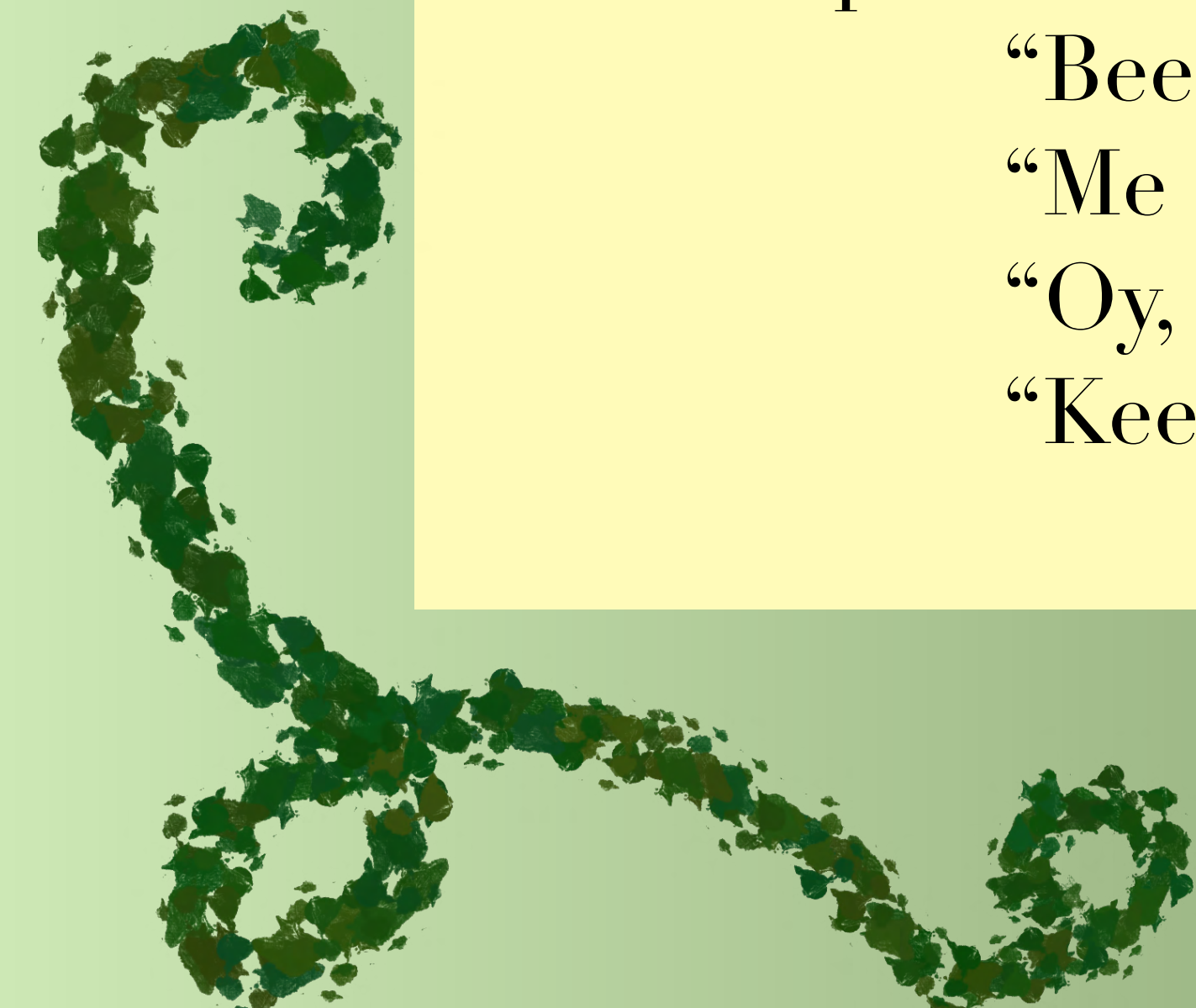
- Riffs on puns and synonyms for “green thumb.”

“Bees, keep your verdigree phalanges inside the beehicle.”

“Me and my hoverin’ bruv’rin’ need your help.”

“Oy, wings before beauty.”

“Keep your honeybees near and your gloved ones nearer.”



# Entrance & Ground Floor

## Welcome!

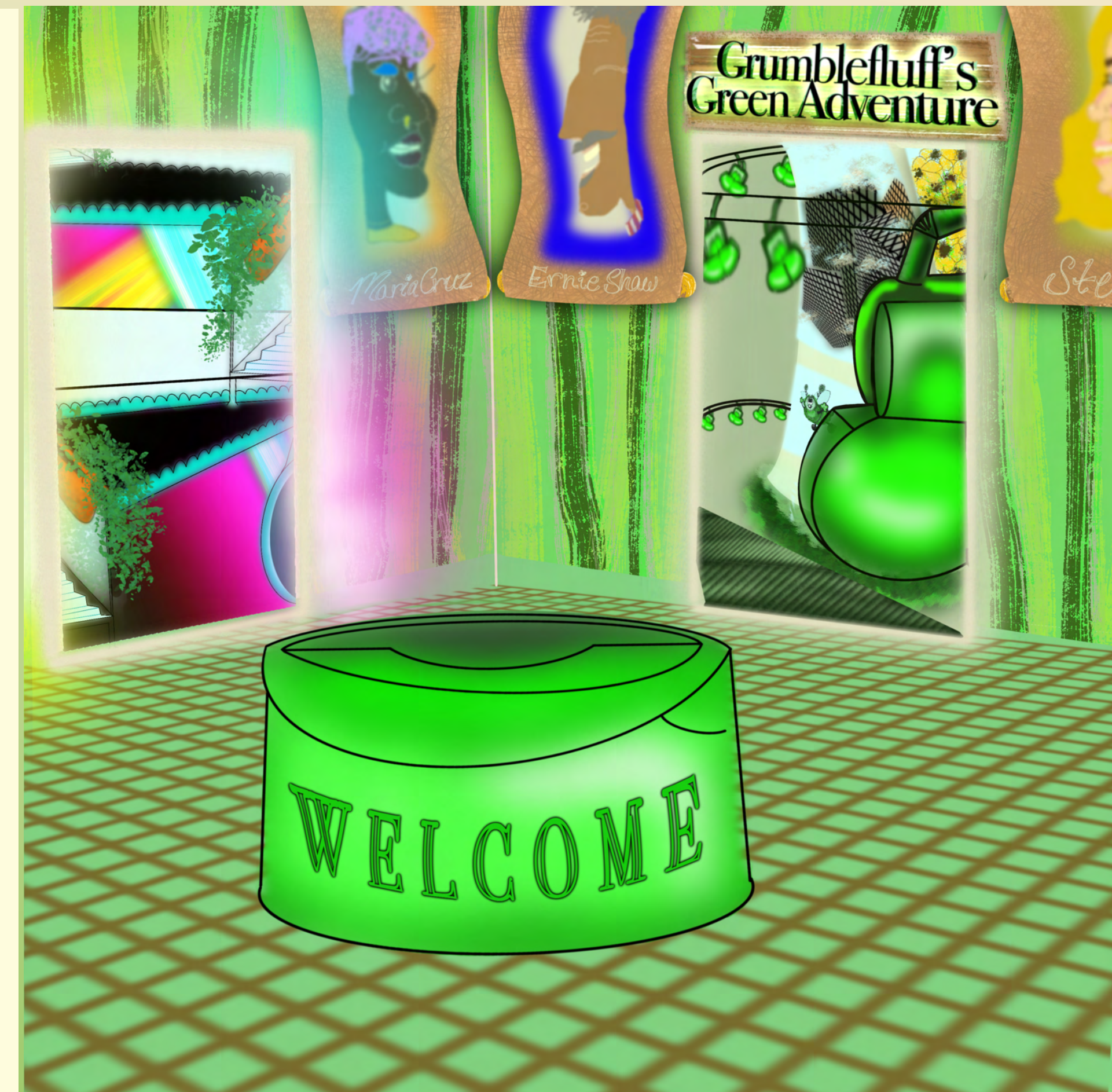
Guests may scan or purchase tickets at the info desk,

The ground floor hosts the queues to:

- Grumblefluff's Green Adventure thrill ride
- Dreams Ascending elevated light show
- Community Garden Fire Escape AR experience
- Multiple workshop stations
- Restrooms
- Elevators to the Gastro Hub, the "Please Touch" Living Wall, the Sky Garden, and the upper queue & entry/exit to Dreams Ascending
- The Gift Shop, Green Thumb Depot & Plant Nursery.

## Maintaining Our Theme of Transparency and Accessibility

Workshops are held in a partially open rooms divided by tempered colorful stain glass to invite others to join the fun.



**Real Beekeepers & Farmers  
Featured on Large Burlap Flyers  
as Plainclothes Heroes**

# A Multi-Level, Multi-System Holistic Horticultural Approach

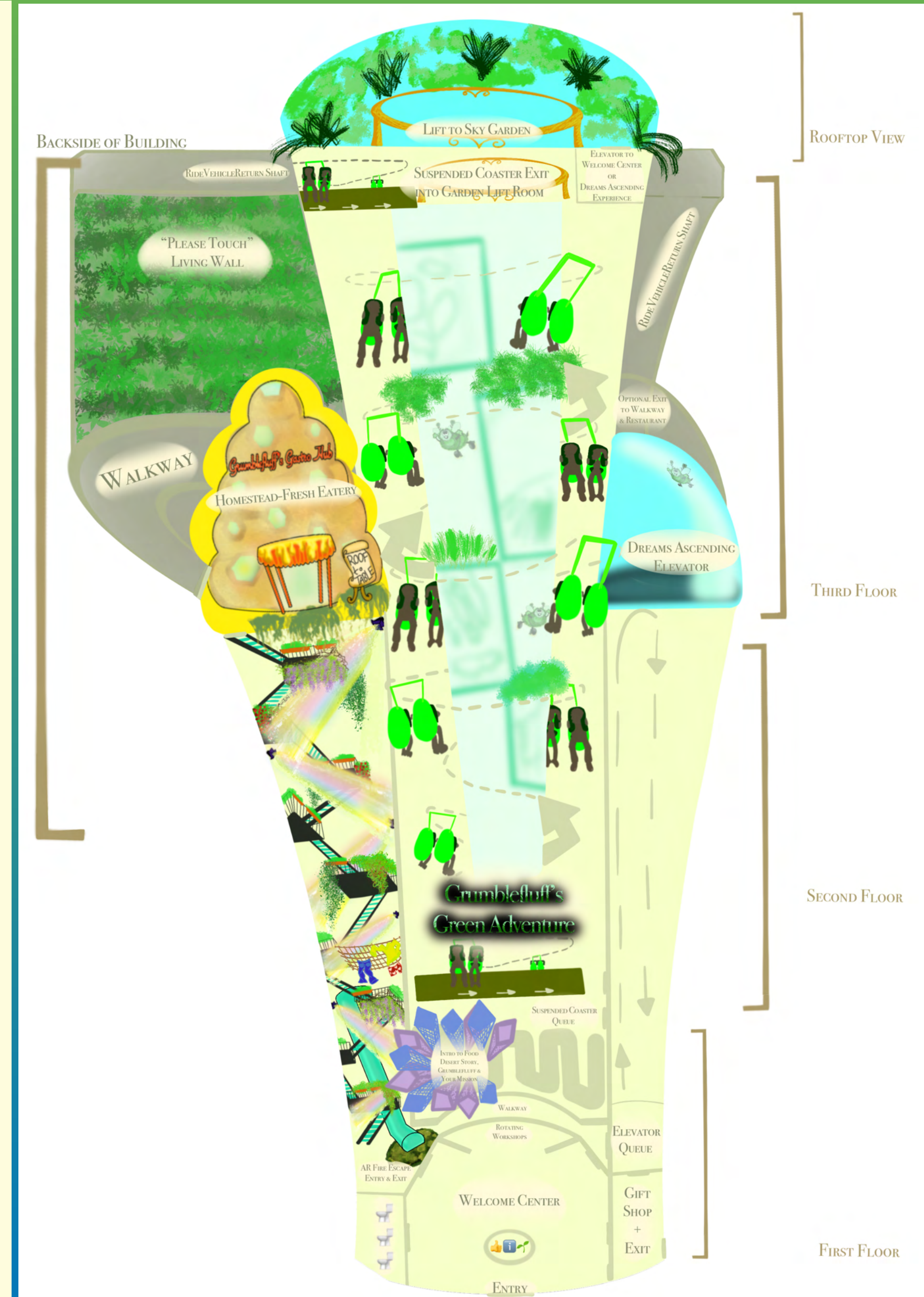
## Accessibility, from a Logistical and Psychological Standpoint

### Family Friendly

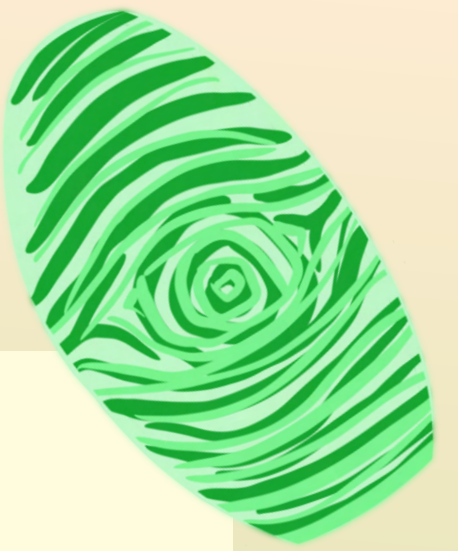
At any given time, entrants have the option to partake in at least ten incredibly unique experiences, making the center an exciting repeat destination to which guests may wish to purchase an annual membership. Throughout the year, guests will wish to return for the seasonal overlays on Dreams Ascending and the Fire Escape, as well as seasonal workshops (ie. Build a Grumblefluff Living Terrarium, Dried Flower Wreath-Braiding, Ghoulish Gourd Molding).

### Friendly Food for Thought

After hiring from a diverse pool of green-minded professionals, our Beekeepers will be vetted and trained in interpersonal skills and gardening jargon, with a mandated tour of a partnering homestead. The Beekeeper uniform is tailored per the individual and designed to appear as plainclothes with a special touch in the tiny details, like flower-shaped buttons or moss peaking out from beneath the collar.



# Tiered Ticketing with Added Benefits



## **Tiered Ticketing**

*Choose Your Own Adventure:* Cherish the memories and photos, schedule a deferred tour of a partnering homestead, or enjoy a workshop and bring a piece of the adventure home to start your own rooftop garden.

### **Tier One:**

Entry to center with a la carte access to all rides and installations. All tickets include silicone green thumb accessory with the option to trade it in for a Seed Burster in the gift shop.

### **Tier Two:**

Tier One benefits plus a houseplant from a partnering farm, a 25% coupon to use in the gift shop, and Grumblefluff-themed reusable wax paper.

### **Tier Three:**

Tier One & Two benefits plus a voucher for a tour of a partnering farm/ homestead and a ticket to one of the workshops. \*Tickets to workshops may be purchased separately with entry.

# The Community Garden, An Interactive AR Experience

## Immersive Media At Play

Guests are invited to climb up and down the block's most vibrant fire escape doubling as a community garden. Via sound system, hear locals share jokes and friendly jabs comparing each others' prized produce. Via artificial scents, smell aromatic dishes in a metropolitan melting pot. Slide down onto a patch of moss or ascend to the "Please Touch" living wall, where a Beekeeper just might point out a certain snoring green bee, sleeping deep within the cover of the flora; with the Beekeeper's help, curious guests who pay attention to the tiny details, like a bee's grumbles, are invited to pet Grumblefluff's fluffy back (a fixed finger puppet operated by the Beekeeper).

Boasting an eclectic mix of humor, sensory thrill, technicolor tech and movement, this actively engaging walk-through fire escape encourages guests to check out the overflowing window boxes hanging off each oversized landing.

For the comfort level of guests, two stylized experiences will be scheduled throughout the day — Daylight and Twilight — regardless of the time on the clock. This is an enclosed show area, so lighting design will control the perception of daytime and nighttime. Guests may re-enter at a later hour to enjoy both experiences and an entirely different pre-recorded loop of ambient sounds and jokes, engineered to directionally guide visitors up and down the fire escape.

In Daylight Hours, use our app to scan hidden QR codes in each artificial plant, then use your green thumb accessory to signal the transformation in front of your screen. Watch as the foliage twinkles and AR on your screen gives a glimpse at how far the plant will grow, morphing into an otherworldly botanical delight before your eyes.

In Twilight Hours, the artificial foliage will showcase glow-in-the-dark neon vines, reflective fruits that mirror rays from the spotlights, and polyblend UV flowers that show guests flora the way bees see it in a fragrant floral fantasia. Listen closely to the plants; you may hear tiny crickets playing songs to sleep, lightning bugs zapping each other in a game of tag overhead, and ladybugs telling their 957 eggs a bedtime story.

**Right: How Bees See Flowers, by National Geographic.**

**Far Right: Structure of fire escape walk-through attraction.**

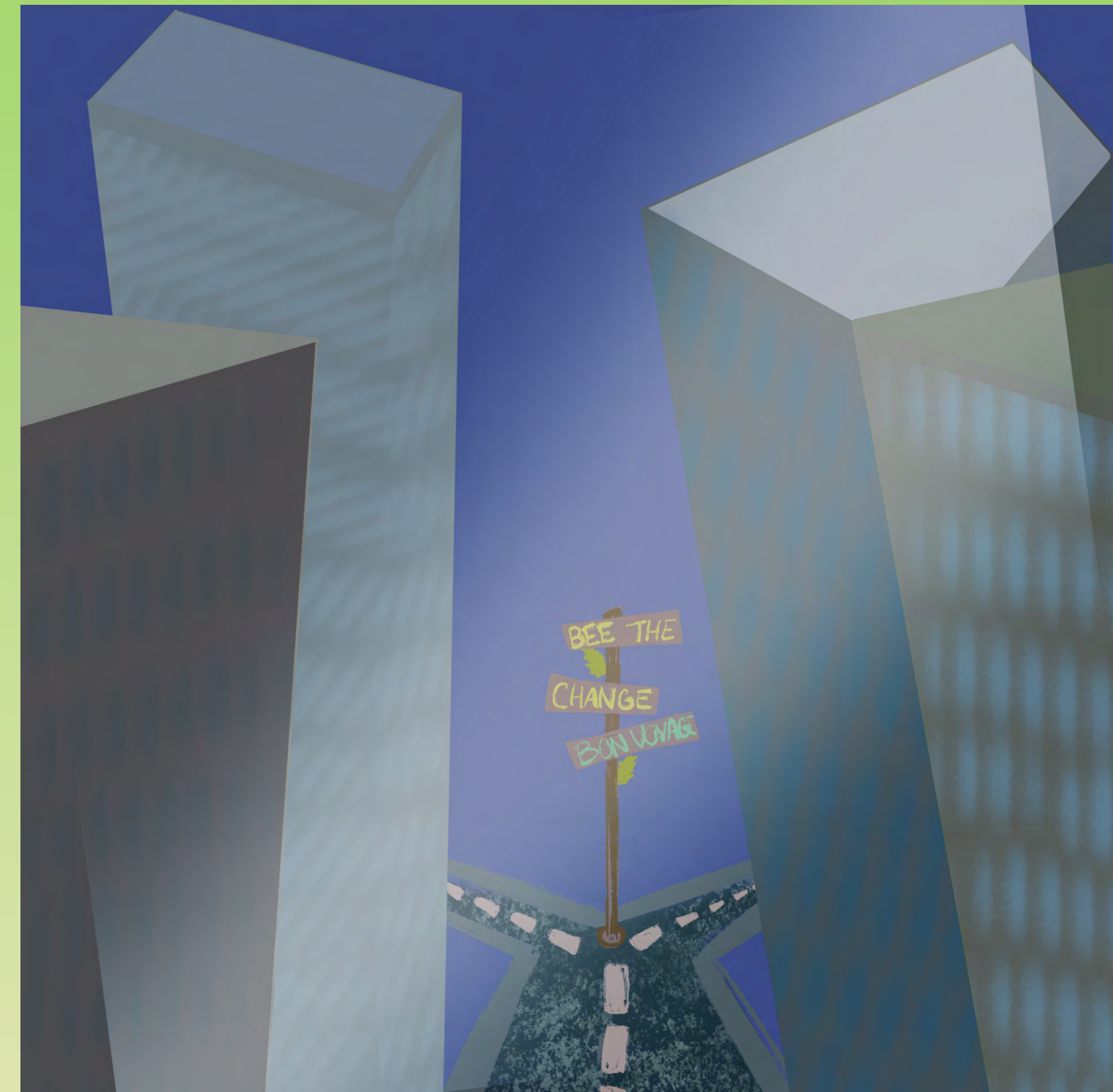


# Pre-Show: Bees Need You To Replenish This Food Desert

**Grumblefluff and his colony of green bees need your help to search the world for the key to making this city greener.**

The queue extends through an ominous city street, deprived of color, scents, joy, or sound — only a vague whistle of the wind whirs between the forced-perspective skyscrapers looming overhead. The room is chilled and dimly lit.

At a fork in the road, guests must choose a path forward (both lines lead to show rooms ft. an animatronic or puppet Grumblefluff). In the show room, the crescendoing whistle of the wind is revealed to be Grumblefluff's desperate whistle — a call to action. Once Grumblefluff divulges the story of how he relocated to the big city only to fear he'll never see greener pastures again, the guests are beckoned on the adventure of a lifetime to search the world for innovative agricultural practices they can bring back to the city to save Grumblefluff and the green bees from dwindling away in this food desert. Enter the ride.



**Establishing the brutal truth that this is a food desert for some among us will strike a chord with the audience despite the nuance of pinning the turmoil on bees instead of hungry humans, the latter of which is insensitive to members of the audience who may be experiencing hunger.**



# The Main Act: Grumblefluff's Green Adventure, A Global Journey to Save a Food Desert Community

## **An Ambitious Ride System**

Following the queue's pre-show discussion with Grumblefluff and a walk through a forced-perspective gray city, devoid of life, riders will enter a vertical theatre to take flight in the arms of a green bee on a breezy suspended coaster around a cylindrical immersive media system, powered by a revolving outward projection system at its core, coiled by a display of artificial greens that align with each scene. Accompanying footage of international farmers and homesteaders, the atmospheric use of scents, mist, augmented temperature, and sound design creates a visceral memory, impressing the transformative magic of planting your own adventure.

## **Gathering Global Inspiration to Plant Your Own BEE-YOU-tiful Garden**

The story is simple: Grumblefluff's colony moved to the city, but he misses the old country. This city is a food desert. Without flowers or fruits on balconies and streets, Grumblefluff fears his community will perish. Your mission, together, is to travel the world to experience how other horticultures distinctly farm and harvest a better future. Hover over Maya's forest garden, Rotterdam's floating renewable energy cow pasture, Sweden's futuristic vertical farm, Kentucky's integrated silvopasture, and ten other featured fly-overs committed to agricultural innovations. Upon returning to his block, Grumblefluff realizes the common thread between these vastly different horticultures is YOU, the human with the green thumb, the kid, the neighbor, the beekeeper. Whoever you are, you can grow wherever you go.



# Dreams Ascending, An Engaging Elevator LED Panel Show Projection-Mapped Over the Surrounding Cityscape

Inspired by the London Eye and the Charleston Preservation Society's efforts to document the artisans who laid original brick in historic buildings, this breathtaking elevator ride transforms the cityscape as a blueprint —or greenprint — for what the city could look like in 5, 10 and 50 years if sustainability is fervently pursued. A location-based show is developed via neural radiance fields footage, projection mapping, and a relative historic narrative.

Buzzing around the interior screen seamlessly blended against the elevator glass, Grumblefluff guides riders through the progression from drab to florally fab. This interactive digital light show will instruct riders to use their provided green thumb accessory to engage with the screen and dance on light-up floor panels to broaden their horizons with artistic CGI renderings of vast green spaces, wildflower meadows in the park, rooftop terraced fruit trees, balcony gardens, and glass greenhouses. Grumblefluff's dreams transform reality, yes, but you must maintain the vision when you disembark.

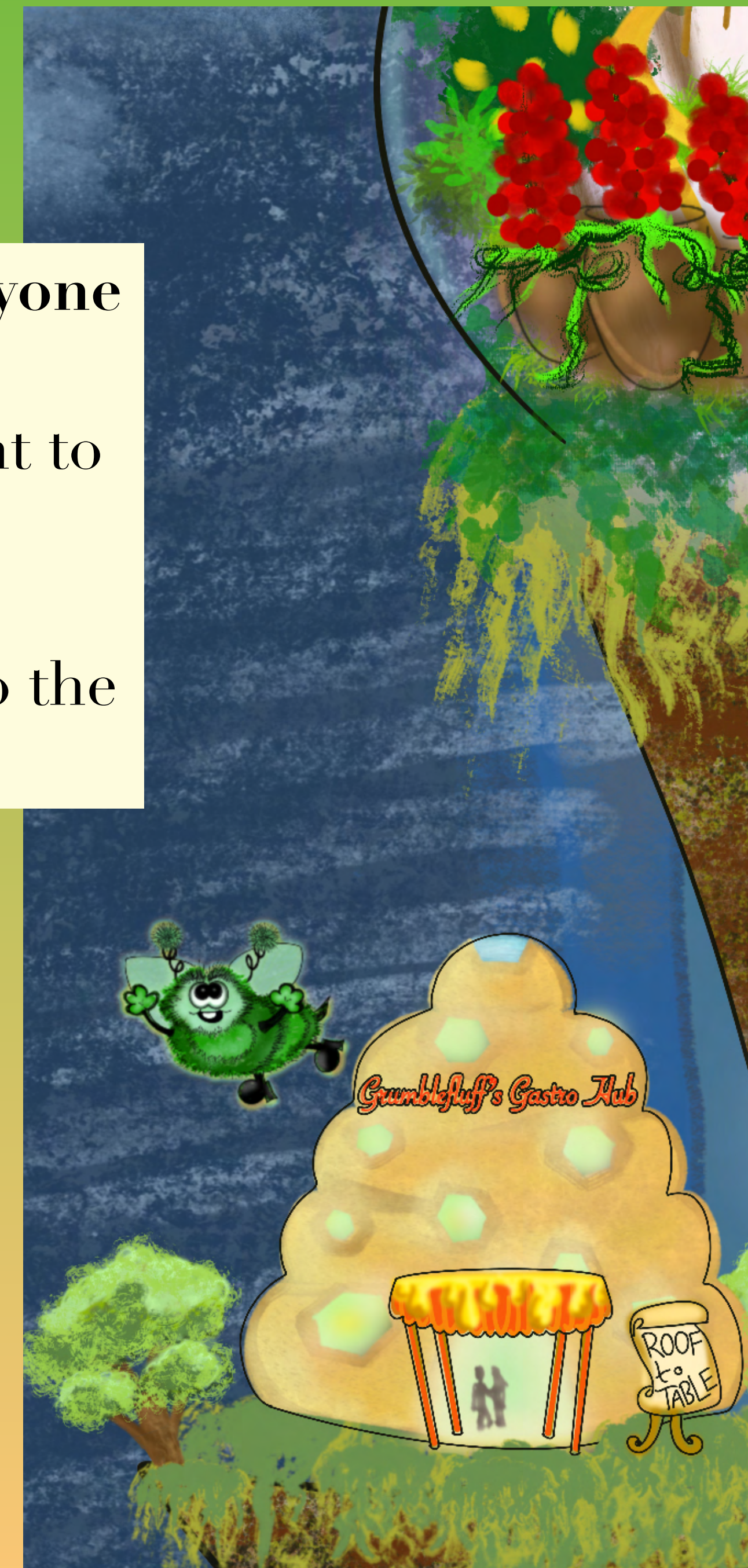


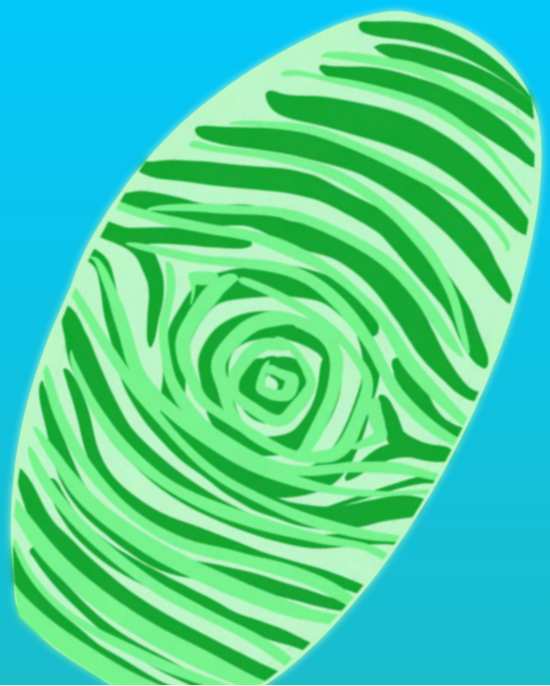
# Grumblefluff's Gastro Hub

**Fresh Roof-to-Table Flyin' Cuisine that Proves Locally-Grown is for Everyone**

Since autonomy and health are the foundation of our mission, it is important to show guests how they can craft a variety of filling, affordable, exquisite, nutritious veggie-based meals from locally sourced ingredients. Partnering farmers and homesteaders would supply produce and protein, in addition to the herbs and greens grown in the Sky Garden.

A 5000 sqft contained garden with a 12-month growing season can host 45 varieties of fruits & veg, 25 herbs, and yield 3000 pounds of food in its first year. Consider a 10,000 sqft garden using vertical irrigation? Whoa.





# Local Flora from Partnering Farmers for Purchase & Green Thumb Seed Exchange in the Gift Shop

## Use that Green Thumb!

Every guest has the option to return the green thumb accessory they received with admission (to be sanitized and reused) in exchange for a Seed Burster (seed bomb containing native local flower species) so they may immediately begin their agricultural journey at home.

## A Curated Shopping Experience

Using our app, guests may reserve a plant or tools for purchase ahead of time as they learn about items throughout the day from workshops, activations and Beekeepers (no pressure, just convenience). In the shop, guests with gardening questions may step into the phonebooth to receive Words of Buzzdom from an on-call expert (AI operator or trained gardener with people skills).



# Process: Envisioning a Perfect Outing

## **Dreaming Up My New Favorite Place, as a Kid and an Adult**

The requirements for date night usually differ from solo outings or a family play day. However, this center ticks all the boxes, by offering educational workshops, rides, curated shopping, and elevated dining. This is the activity center I wish I had access to as a kid... and still wish existed. Whether it's girls' night or a lazy Sunday, GGA has something for you, month over month.

## **Inclusive Entertainment**

The initial ride concept was a cyclone mimicking the chaotic flight of a distressed bumblebee. I walked through each space in my mind, then realized the limitations I put on visitors who, like myself, live with chronic pain or identify as other-abled. The solution was to go big so guests don't go home on account of an activity center that claims nature is for everyone without rides that qualify. If a visitor is uncomfortable with one activation, they may participate in another without being ostracized. The integration of stairs, elevators and slides offers a myriad of paths between activations. In the rotation of available workshops, certain classes will be held specifically for green thumbs seeking to garden comfortably by working with their physical limits, like hügelkultur, raised beds, balcony herb gardens, or curating a custom toolbox for gardening with arthritis.

## **Learning How to Utilize Procreate to Visualize the Story**

It ain't easy being green in a design competition, but the drive to throw my hat in the ring was the necessary push to get better acquainted with tech and skills I've only played around with for fun. Showing broad strokes of what the activity center could be was the first step, then began the process of finessing glimpses into specific areas with more intricate details, like the Dreams Ascending LED panel elevator show replete with light-up immersive media floor. Thank you for dreaming with me!

# How Do We Make A Lasting Impact?

## **Nature is Everywhere, for Anyone Who Leans In**

No individual is more entitled to own and operate nature. On some level, however, the boundary to access prevents people from trying. We must break down barriers to encourage sustainability, local economic growth, cost effective local transport of healthy food, and communal preservation. Uplift neighbors who seek to learn, support pioneers of renewable accessible agriculture, and cheer on green thumbs who work to ensure future generations will have a legacy to inherit. Our shared global legacy is our ability to cultivate life and nourish our community. It is our international heritage to answer that calling, whether we occupy space in a suburb, city or 200 acres. **Gardening is a human right and a bee's delight.**

## **Providing Action Items, a “Please Touch” Living Wall, Approachable Experts, & Sensory Experiences to Meaningfully Engage with Visitors**

Nature is tangible, resilient and resourceful. Our center reflects this by posting a distinctly enthralling sensory activation around every corner. Guests may pick and choose which activities they enjoy without pressure or necessity to complete all rides for the sake of one continued story. That said, the overarching ethos of the center is to empower guests to contribute to nature by starting their own garden, to embrace the magic of ever-evolving plants, and to understand that having the skill to grow your own food and medicine is equivalent to harnessing lifelong agency over your basic needs and your profound ability to help others.

## **Practice What You Prune**

The abundance of plants for sale from partnering homesteaders and farmers will maintain an improved air quality. The dining center will use reusable service ware and feature ingredients from the Sky Garden and local micro-growers to show delicious, healthful meals can be prepped fresh from roof to table while supporting local growers. Solar power panels will generate a relatively clean source of energy. All paper products will be biodegradable, many with seeds baked into the paper. In the gift shop, guests can take home a succulent cutting in exchange for a donation towards supporting local agriculture in the form of Grumblefluff's Inner City Communal Garden, while developing the Green Adventure Foundation to bring a traveling performance to schools, starring a Beekeeper narrator and Grumblefluff (in puppet form and onscreen in an altered ride video).

# Blue Sky Brainstorm

## Comparable Venues & Inspirations

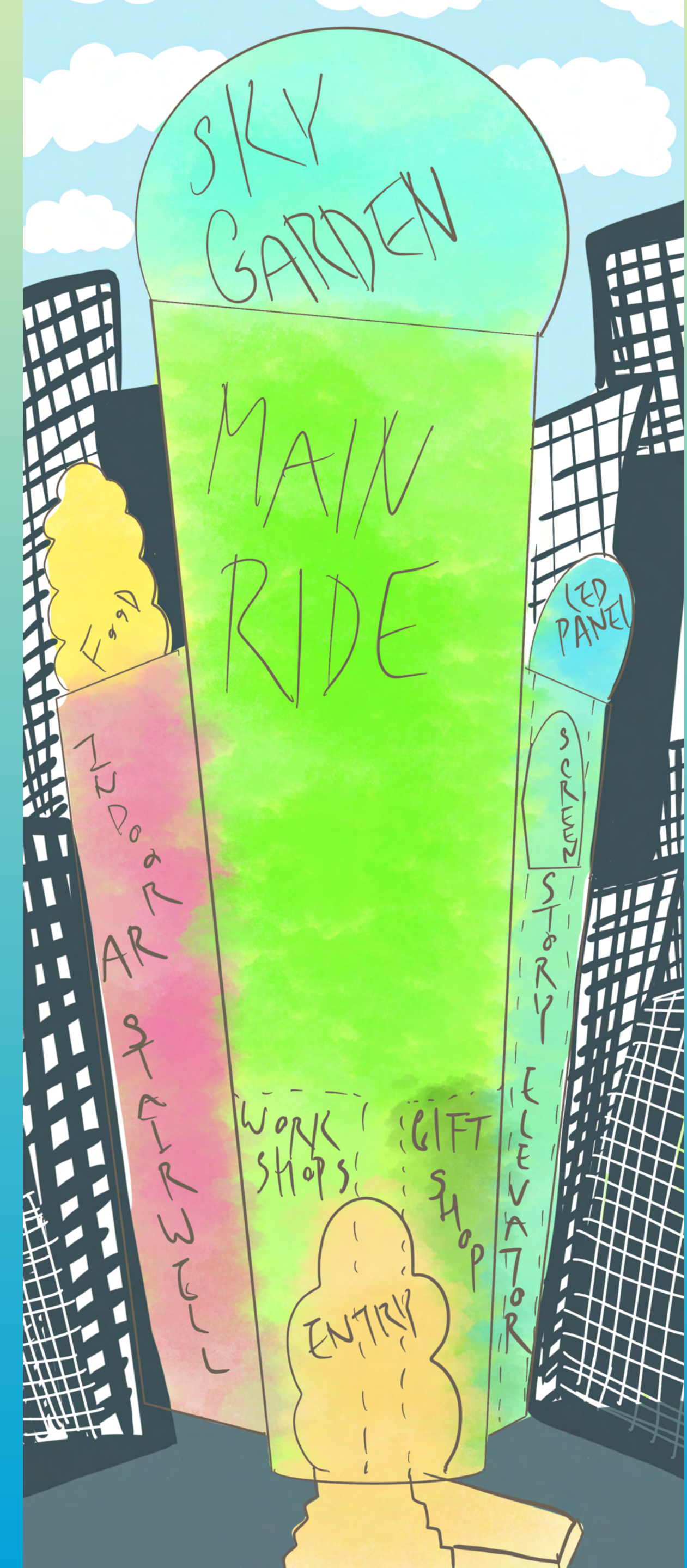
- The Franklin Institute, PA
- Thanksgiving Point, UT
- Huntington Library & Gardens, CA
- School assemblies with visiting zoologists
- Field days with sports and art stations
- Arts festivals and expos like D23



Above: The predecessor to Grumblefluff was Mother Nature, manifested in a drone show.

Right: Early concept drawing of the hive show building that might have hosted the cylindrical coaster ride.

Far Right: Early sketch mapping out the silhouette of the center and how it could fit into a city like NYC, Salt Lake City, Chicago or San Diego.







# Meet the Storyteller

Gabrielle Hughes

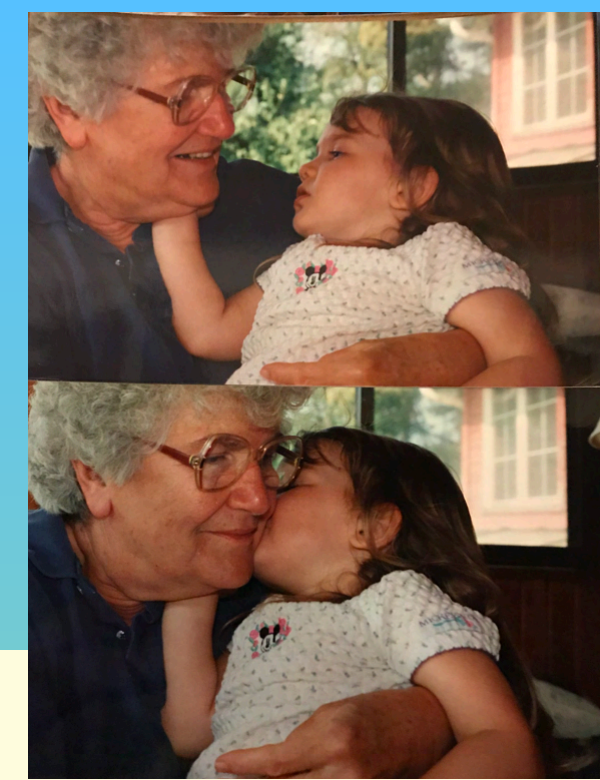
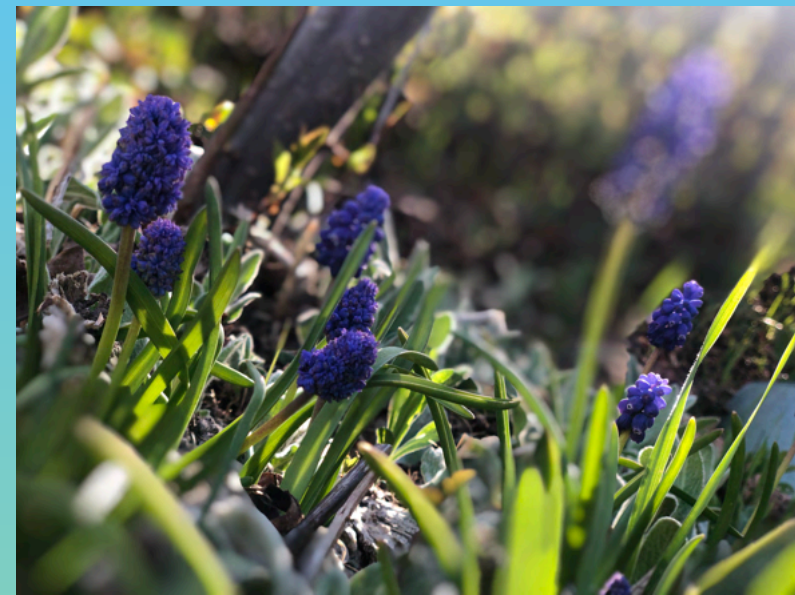
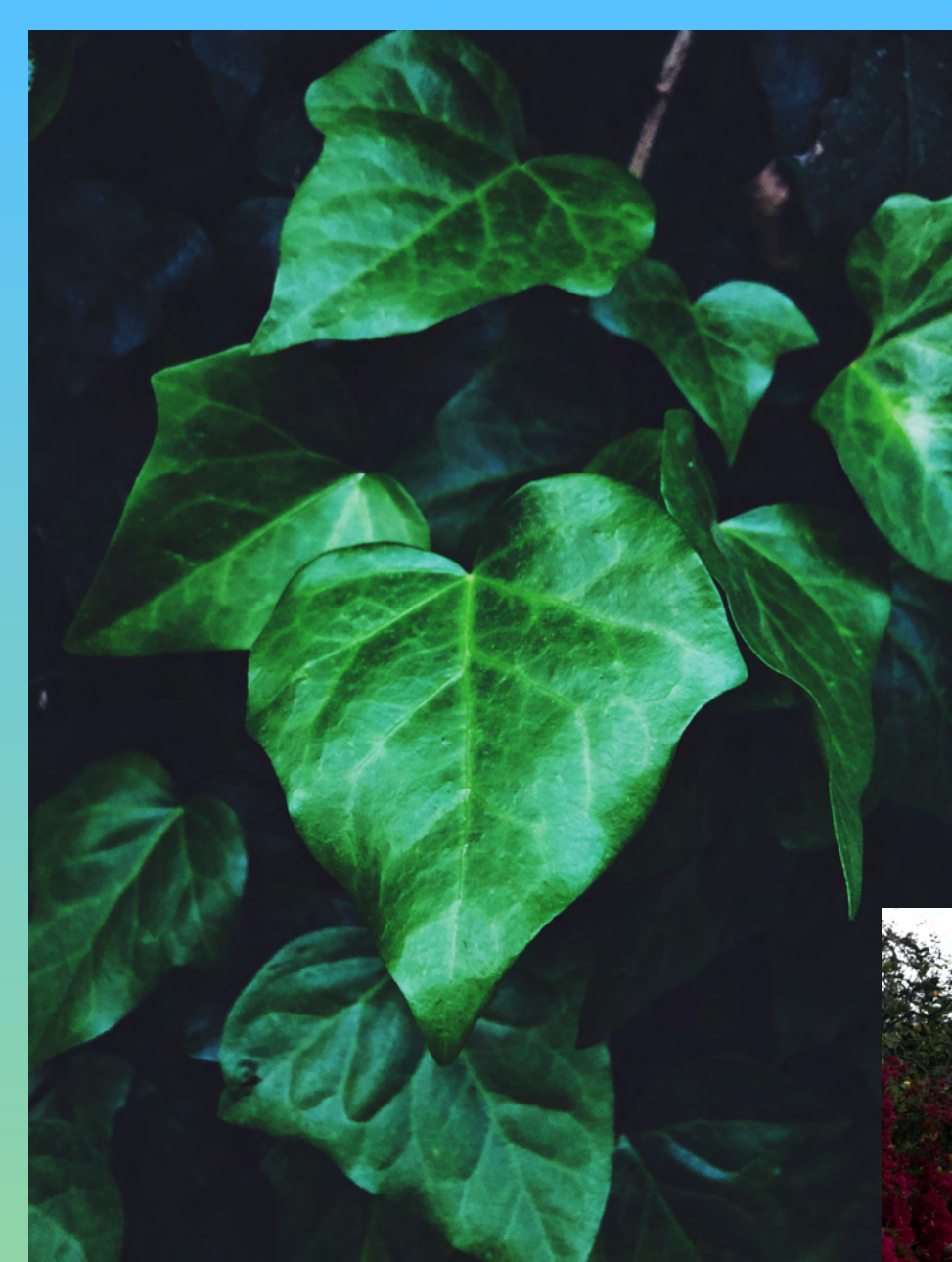
Hi there! I'm a former theatre kid with 75+ productions under my belt, turned feature film story analyst contracted at major studios, with a certification in Medicinal Botany & Plants and a penchant for immersive entertainment.

Having grown up with musculoskeletal issues that restrict my mobility and ribs/shoulder function, the task of providing multiple avenues for consumers to enjoy a story or a venue is always at the forefront of my thoughts.

With a keen interest in VR/AR innovations and immersive media enhanced by practical effects, my goal is to break into the LBE show-writing world, learn the ropes to become a creative director and developer, shape escapism and activity centers in children's hospitals and hospice centers, then build eye-catching destinations that leave a lasting impact. A long road ahead, but I stretched, I'm flexible. Let's go!



# A Muse in Overalls



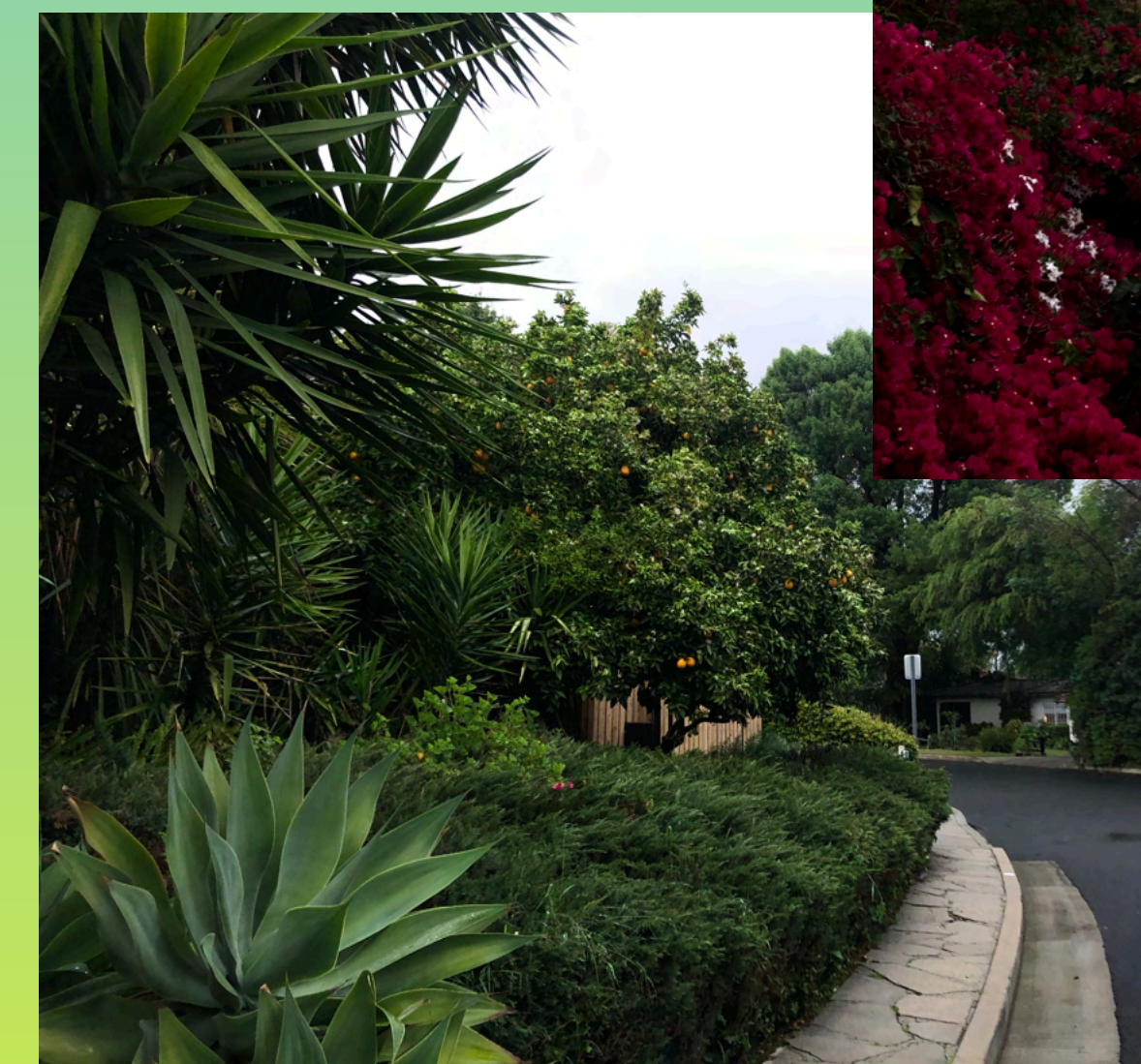
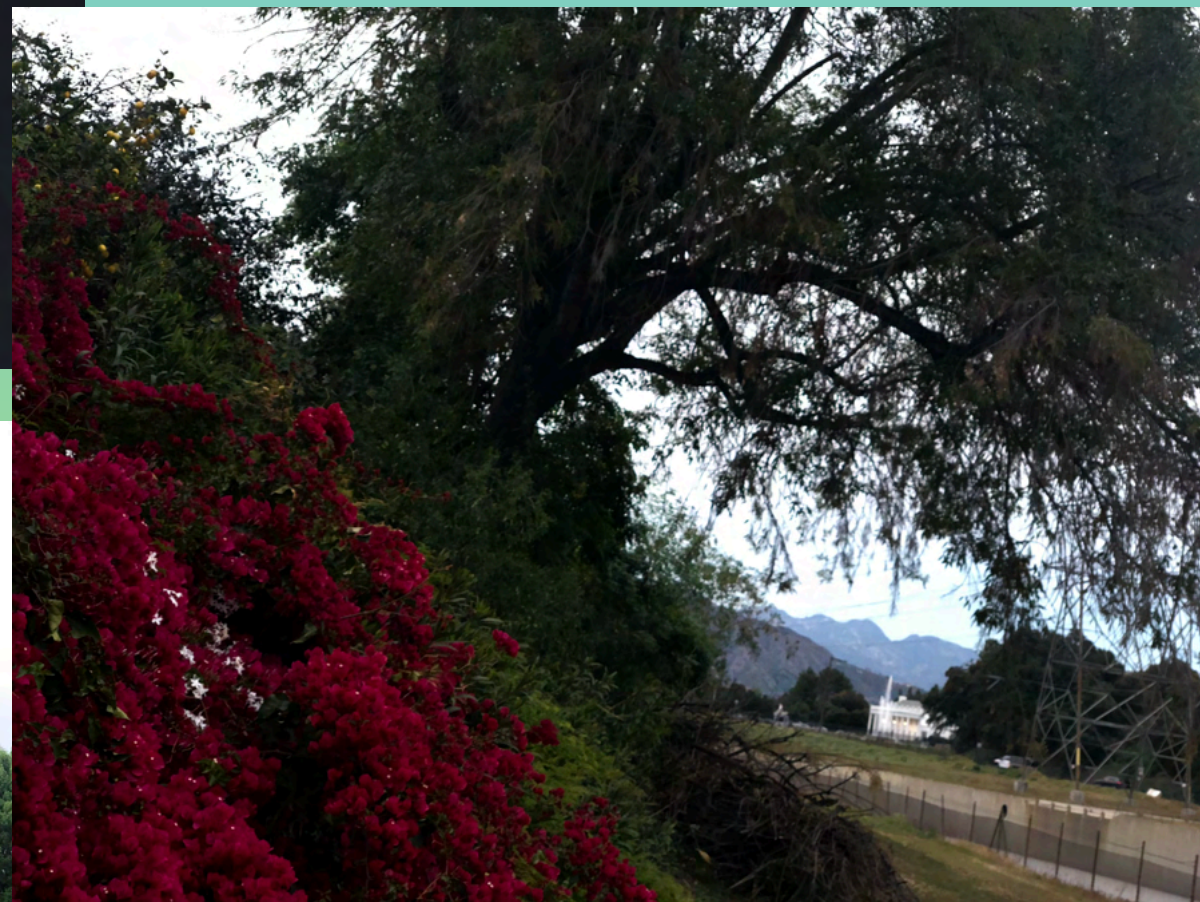
*I'd be fibbing if I didn't admit Grumblefluff's design is an homage to MorMor's signature permed poof.*

## My Plainclothes Hero, Ruth Day

Ruth Day, aka MorMor, was an extraordinary wit, genealogist, wife and mother. Early on, she and my relatives imbued a sense of wonder for the hidden natural world, from seeking out lightning bugs to harvesting wild berries as an offering to the pond ducks and bullfrogs. She taught me how to germinate seeds and make use of space to yield an abundance of homemade treats from farm fresh produce. But not everyone is so lucky to receive these gifts. We must actively reach out to help others.

## Finding Our Family Farm's Spirit Elsewhere

The summer I moved to a city to pursue a creative career, I lost MorMor, and without summers on her farm, my connection to nature dissipated. In this cement desert, where would I cultivate a bond like that? After years of feeling disconnected and encumbered by pain, my cousin changed my perspective on a springtime walk through Pasadena — nature is everywhere we are. From peppercorns in the trees to succulents lining the sidewalks, the city is abundant with flora and fauna just waiting to be discovered. In this screen-obsessed age, look to the homesteaders, botanical gardens, parks, beach bums, hikers and farm stands. Nature is there for you. Admire it. Add to it. Make peace with your situation and flourish with the resilience of plants. Find a community or cultivate one, and share the knowledge you reap from nature. If you teach a kid to plant, they'll never go hungry and they'll have the power to set roots wherever they land. Agriculture is our shared culture.



**Above: Burbank in Bloom**

**Right: My Ever-Evolving Balcony Garden plus Resident Praying Mantis**

**Far Right: MorMor & Her Biggest Fan**