

Crumblefluff's



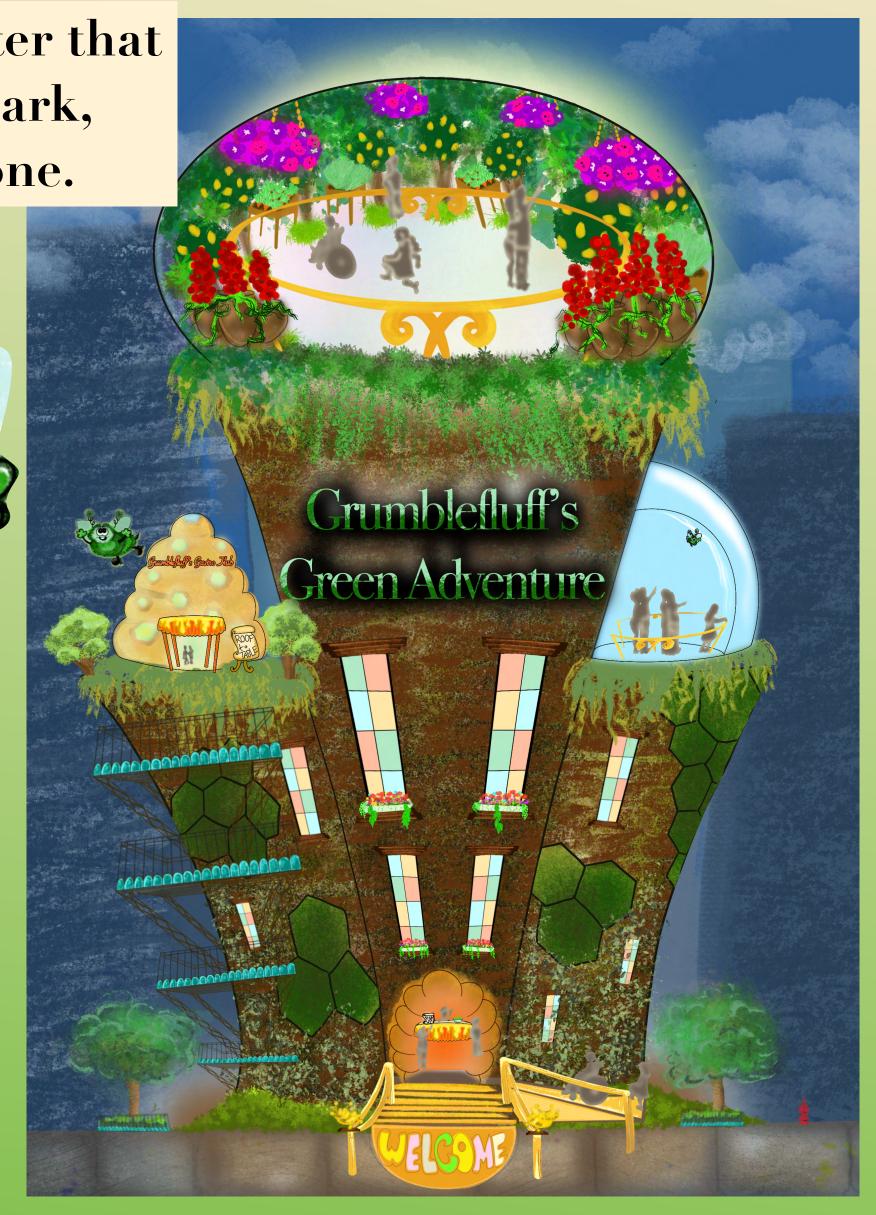
Concept: An Enchanting, Uplifting and Thrilling Appreciation of Bees, Beekeepers, and Anyone Who Dons a Green Thumb

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

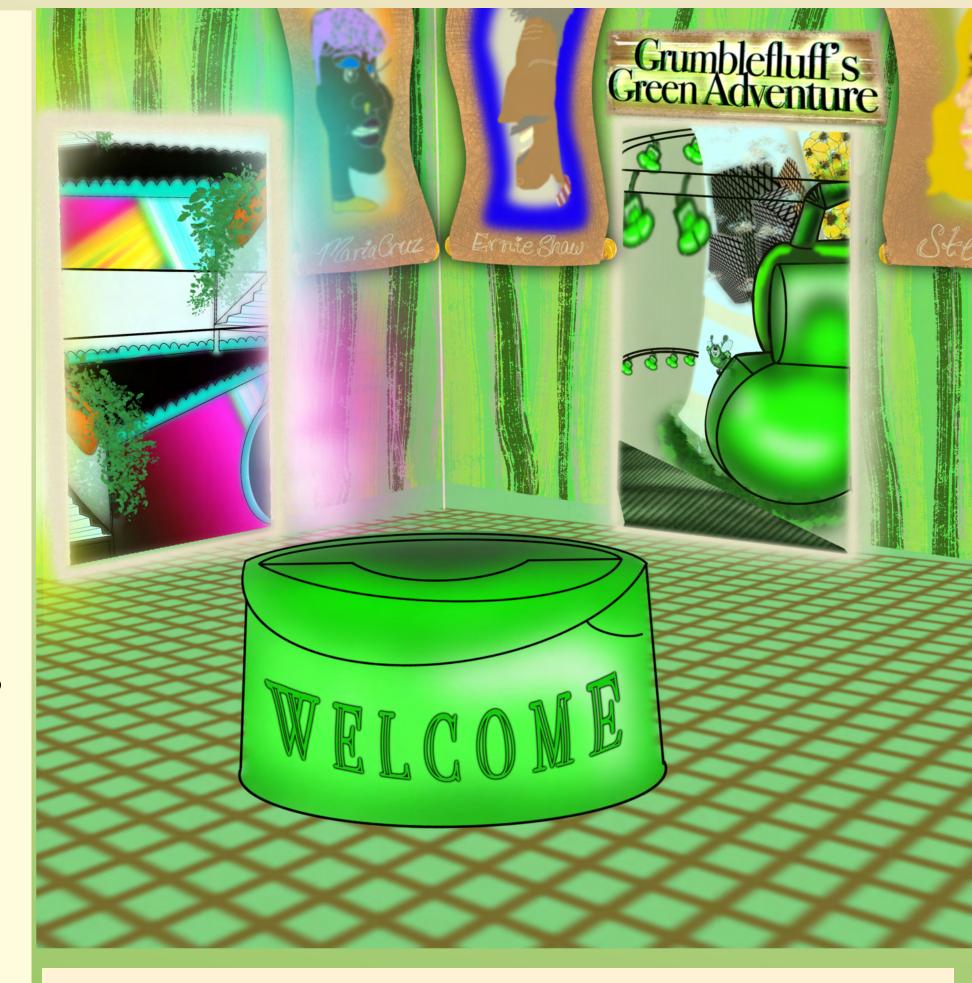
Welcome!

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

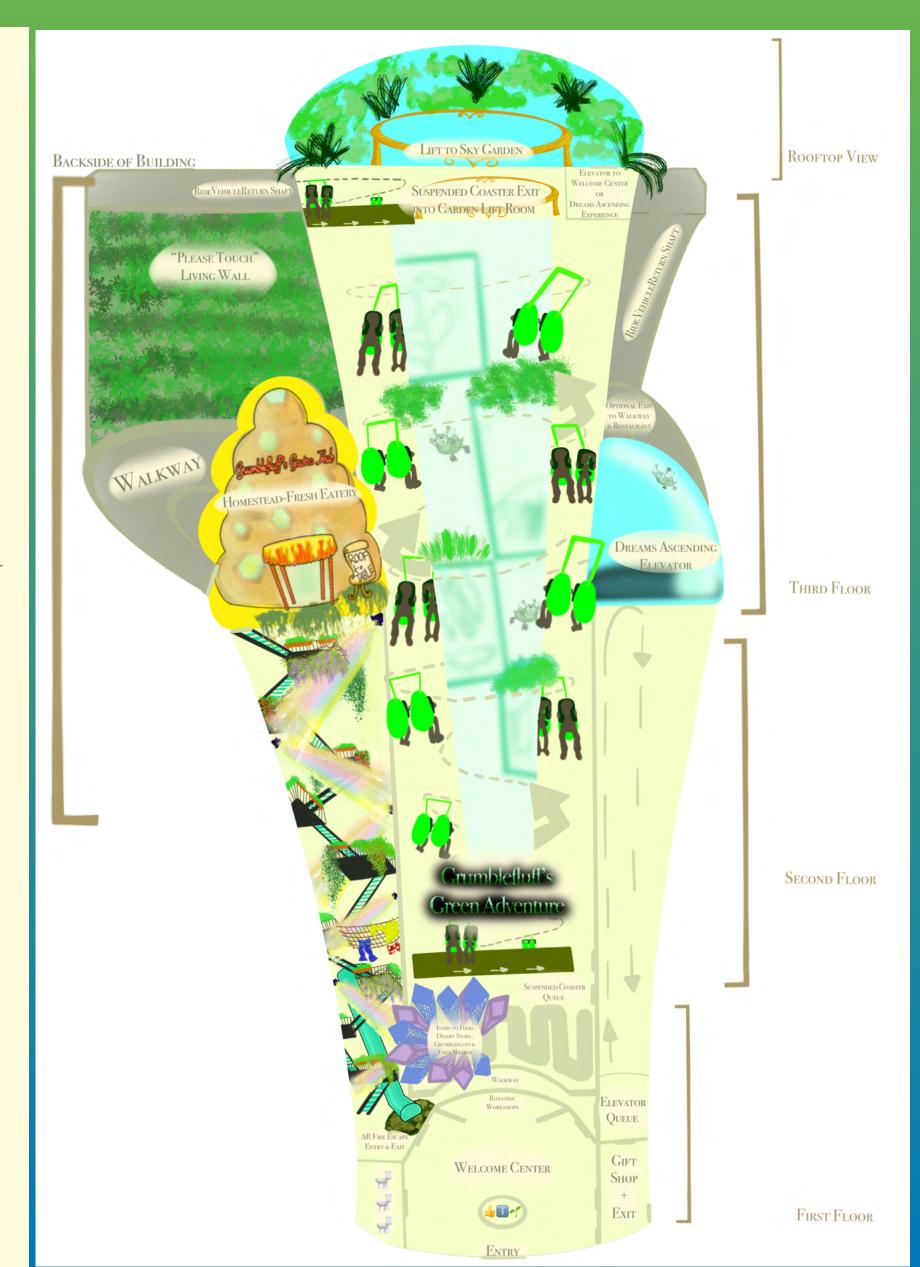
Accessibility, from a Logistical and Psychological Standpoint

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.

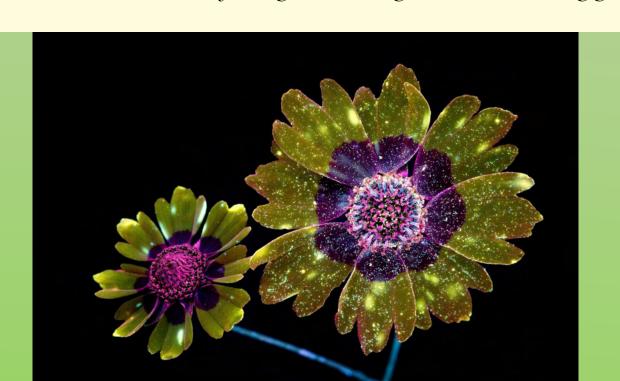
For the comfort level of guests, two stylized experiences will be scheduled throughout the day — Daylight and Twilight — regardless of the time on the clock. This is an enclosed show area, so lighting design will control the perception of daytime and nighttime. Guests may re-enter at a later hour to 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.

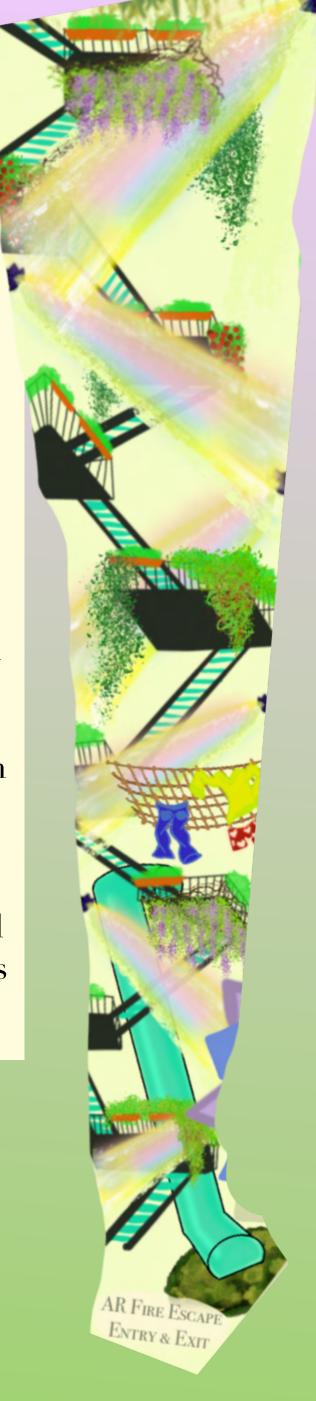
In Daylight Hours, use our app to scan hidden QR codes in each artificial plant, then use your green thumb accessory to signal the transformation in front of your screen. Watch as the foliage twinkles and AR on your screen gives a glimpse at how far the plant will grow, morphing into an otherworldly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



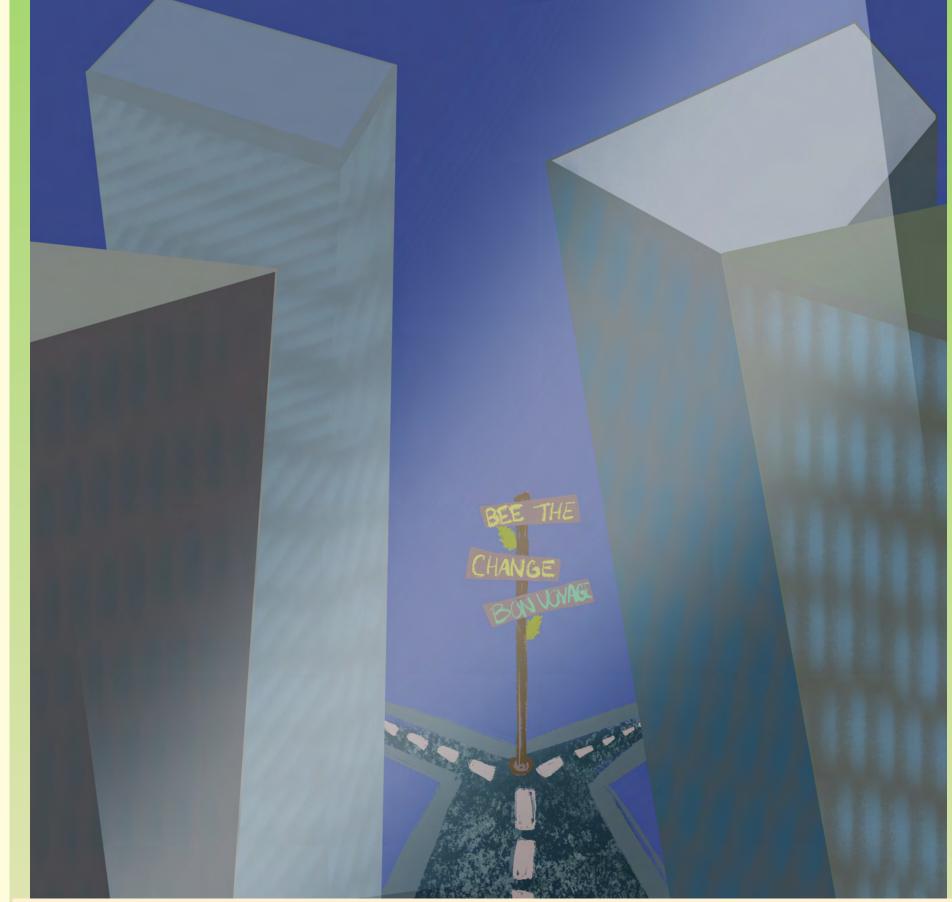


Pre-Show: Bees Need You To Replenish This Food Desert

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

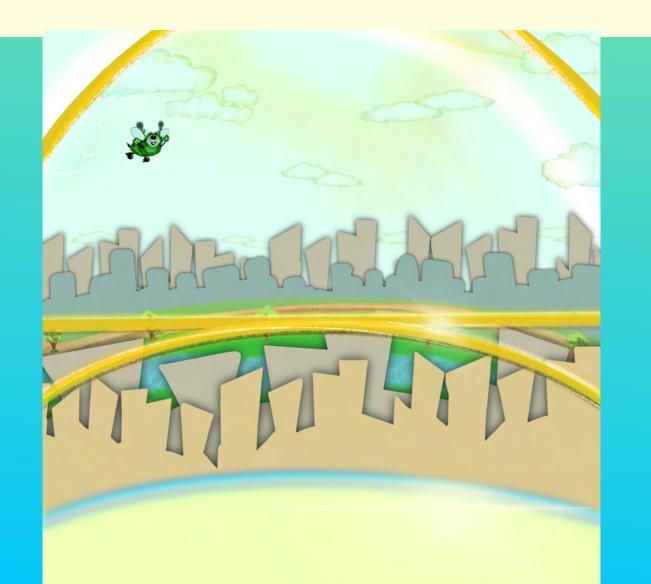
The story is simple: Grumblefluff's colony moved to the city, but he misses the old country. This city is a food desert. Without flowers or fruits on balconies and streets, Grumblefluff fears his community will perish. Your mission, together, is to travel the world to experience how other horticultures 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.

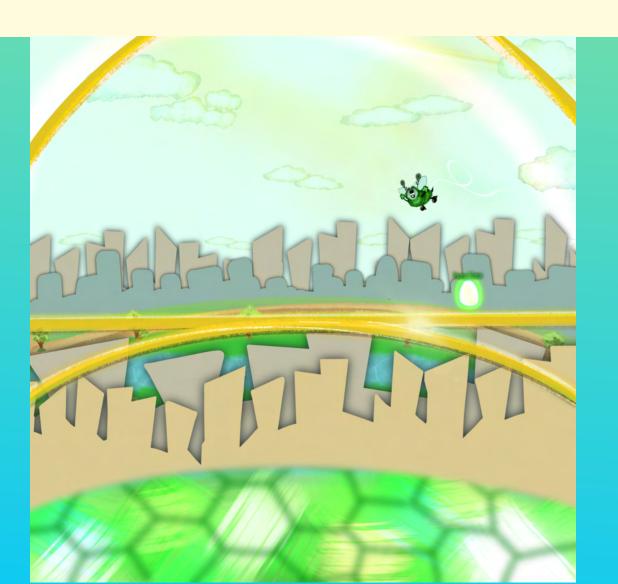


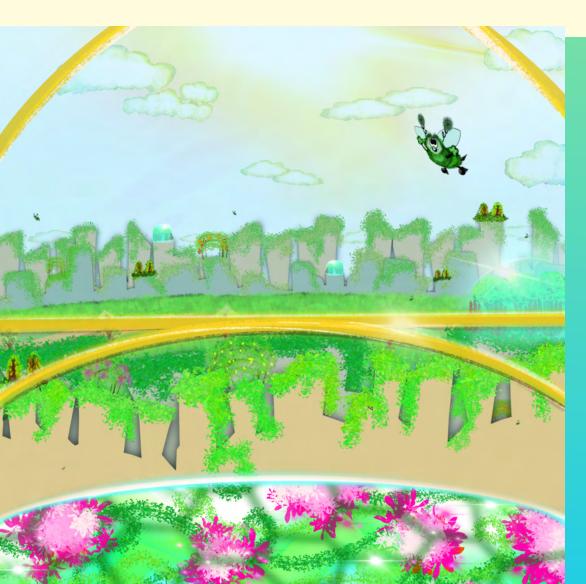
Dreams Ascending, An Engaging Elevator LED Panel Show Projection-Mapped Over the Surrounding Cityscape

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.







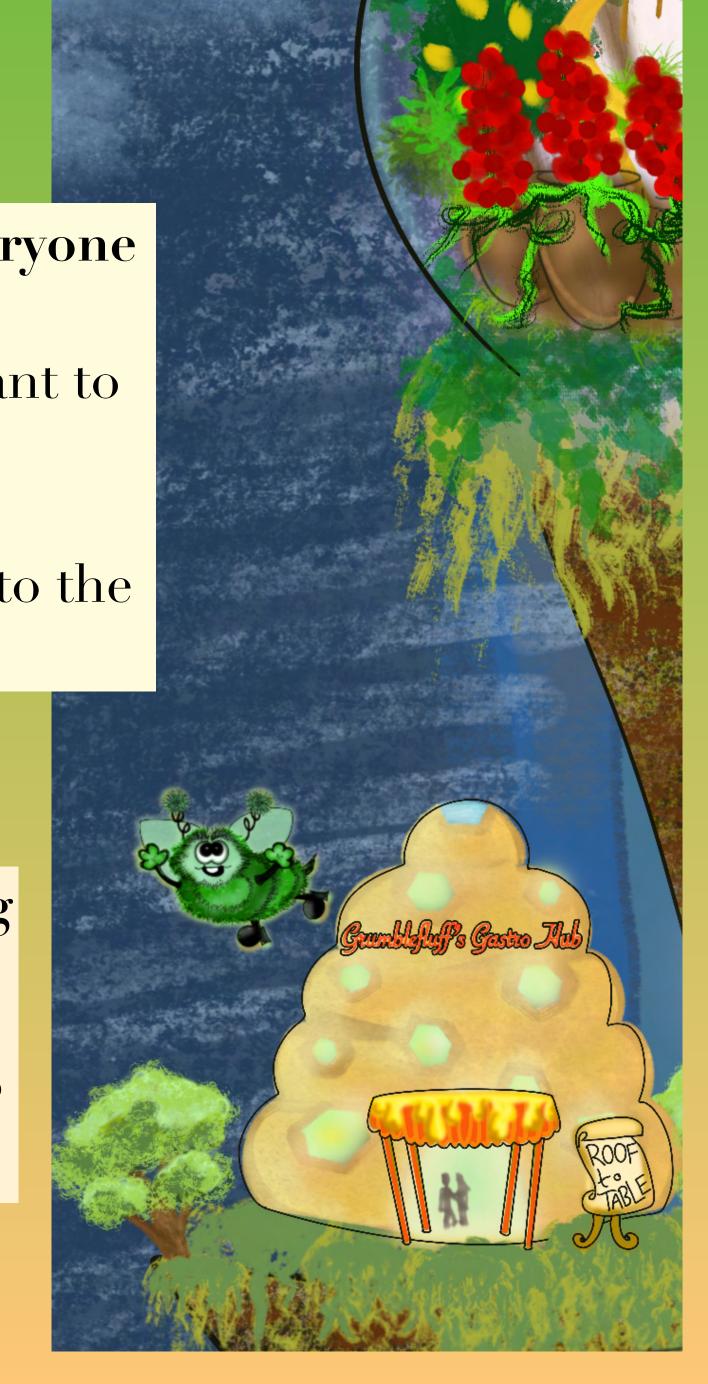
Grumblefluff's Gastro Hub

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).



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.

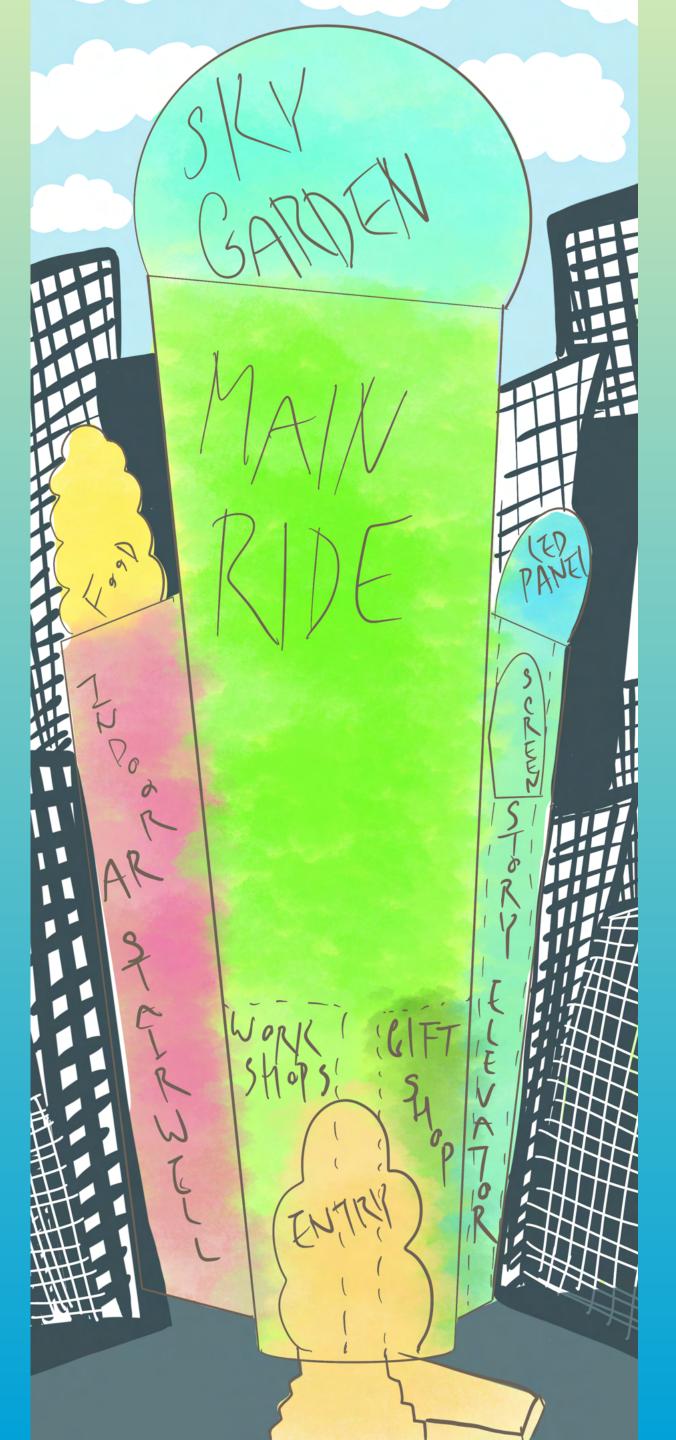
Far Right: Early sketch mapping out the silhouette of the center and how it could fit into a city like NYC, Salt Lake City, Chicago or San Diego.

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





Below: Ride system sketch.

Growing Up Gardening * Half Graded Half Outside

Green Thurb

Green Thurb

Green Thurb

* Green House | Bland of

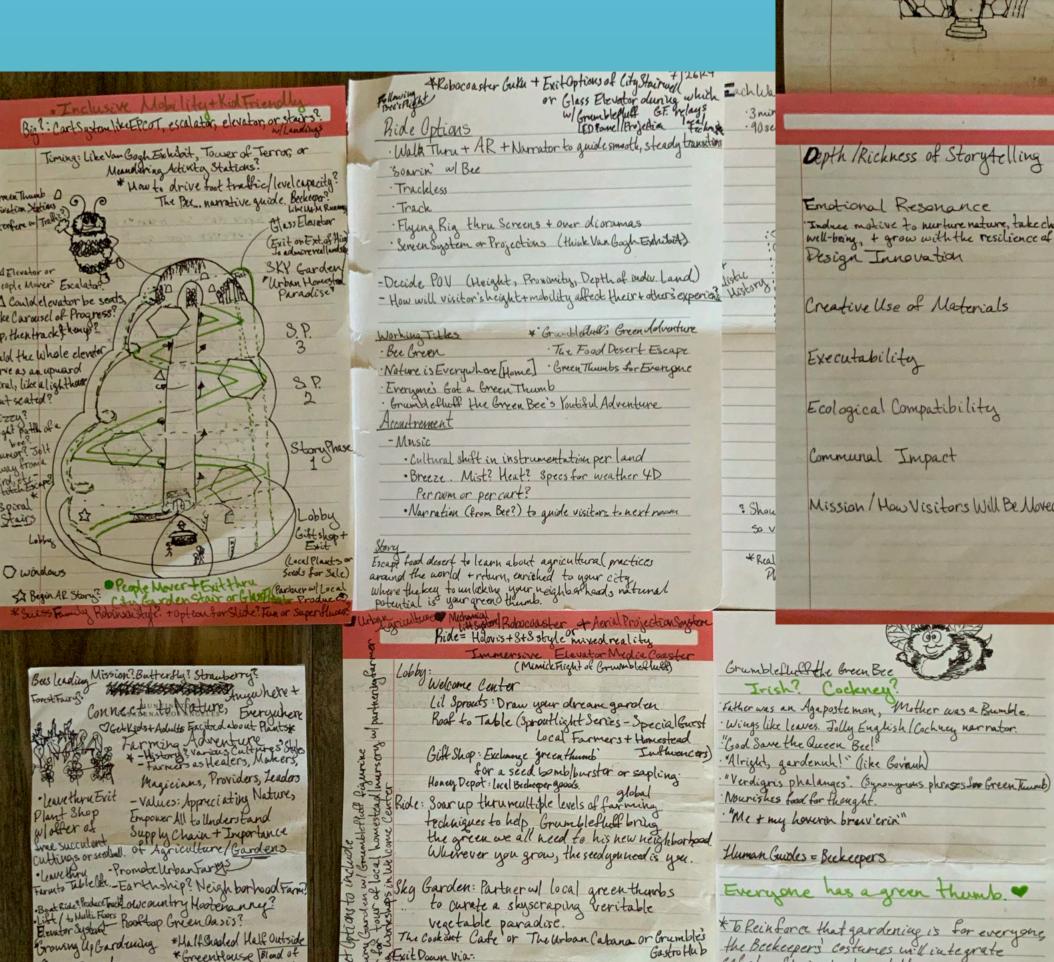
* Buttertly Tent | Real Plants

* Popul Nursery

Colorful! International! Adventurous! * British 1 Forum 19 500 1 5

Right: Early concept drawing of the show building.

Far Right: Brainstorming notes. Fig helped.



Exit Down Via-

Outputting Glass Elevator: Appreciate the local

+ the texture of a thriving community

'LED poince storgtelling

possibilities w Grundlestall via

Fine Escape (w/ Frair): Like Swiss Family Robinson, an idylie vision of what could be, replete whechmiselar living wall, bountiful fruit vines, sounds of a

community, swells of multicultural cooking

on Sade Wide Landing

Depth Richness of Storytelling Emotional Resonance Induce motive to nurture nature, take charge of one's well-being, t grow with the resilience of plants. Design Innovation Creative Use of Materials Executability Ecological Compatibility Communal Impact Mission/How Visitors Will Be Moved to Feel

the Beckeepers costumes will integrate

safety, flair + plainclothes.

There are so many ways to gran

The key is You.

Expansive Edu + Marketing · Puppet Grumblefluff + Beekeeper Puppeters visit schools wil modified video + hands-on

To true visitors out of the book desert to the tropics 4 terrains of rich plant cultivation, so that they may sense the potential in their own homestrads.

Nature is everywhere, even your balcony, everywhold

To uplift heroes of a griantture + food supply: farmers

of all scales. Even you can be a farmer if you unlock your potential by wing your green thumb.

· To transport visitors via screens + engeging

4 Sourin meets A Small World meets art installations

Want people to be enchanted + revere nature + growing.

From flower heldeto community garden. From a cres to ight. From glens to parks. From a way to your neighborhood.

you can welk thru + interact with

From valley to balcony From farm to roof.

- AR to ER: enhanced reality.

senses through sight, smell, touch, sound + sympathe

Cultural Impact thra Tone Aquaculture. loutheast Asian RiceField Foheriot Terrace Paddies Canadian Berms Mediterranean Vineyard · Communal Mari Farmas · Hawaii Rain-Fed Pond Fields *Anoles Hillside Tea Plantations ... Homei Reix Fed Road Fields

*Whate District Rural Hills + Valleys (Meadews) sheep)

*Bee searches the globe for best way to save the asighborhood's food desert... is scovers many styles of sustainability + horticulture. In the end the Individual or the Community; ust needs a single seed (use green themeb to access final stage... blonkaloz-level paradise celebrates ptants). In searching for magic ingredient, we realize WE are the key to cultivating taccrosing year magic intre sest Garden are Home Grown. 4 Developmental Benefits to getting hids thamily into Cardon, 4 Developmental Benefits to getting hids thamily into Cardon, 4 Developmental Benefits to getting hids thamily into Cardon, 4 Dimpassion for Lavol, Animals + Vital Landworkers of Simple acknowledgement of Food Deserts + Conduttiva + Williamsical yet Grounded + Topad-Driven & Scarcity

*Trackless Vehicle or AR mapped over Gardens? Dosign Challenge 24 *Bland Magical "What Could Bewith Tangible "What Is" AK Element over Physical Environment - Make a widely accessible experience Email Pre-Visit to encourage users to DL App. Allow Drop Ins who is hone to burrow tablet

Lobby experience to pace entrants who need to Dhinpora pleaseits?

Berkops:

Lind will enjoy their time with or without AR

Berkops:

Lincular Russian

Lincular Russ Visitors will enjoy their time with or without AR like A Small world you can walk through - ARE magical portal into the story of what one's green themps experience could be · Int'l methods of cultivation + landscapes · Seck the Bee. Look for the potential - Break the FourthWall · Press "green thumb" to unlack thekey you - sanifized green thumbs avail like 30 glasses · Motion sensors to make plants grow -Partner w Botanical Gardens, learning centers + National Parks. Abo, Satellite Options. Malls? Boardwalks? Citywalks? Museums? Sphere?

- Theme d Foliage · Eurythane + Stainless Stool · Think Willy Wonka's mix of faux + real textures · bift shop w Real Plants + Seeds for Purchase Dried Flower Art Pressed Flower Javelry - Reduction floors? Lightllo Floors? Interactive Floors?

Flying Rig thru Screens + over dioramas Seveen System or Projections (think Van Gogh Exchibet) - Decide POV (Height, Proximity, Depth of indiv. Land) et - How will visitor's height+mobility affect their tother's experior wish * Granblallets Green dolverture · Nature is Everywhere [Home] · Green Thumbs for Everyone Everyone's Got a Green Thumb brumblefluff the Green Bee's Youtiful Adventure · Cultural shift in instrumentation per land · Breeze. Mist? Heat? Specs for weather 4D.

· Narration (from Bee?) to quide visitors to next room ? Should we forgo track + opt for walking Story
Escape food desert to learn about agricultura (practices around the world + roturn, enrished to your city, where the key to unlooking your neighborhoods natural only it is your green through

Ride = Holovis+8+8 obyle mixed reality

Gift Shop: Exchange greathund Inthus
for a seed bomble burster or sapling
Honey Depot: leal Bedseper goods. alobal

Soar up thru reultable levels of farming techniques to help Grumblefluff bring the green we all need to his new neighborhood Wherever you grow, the seedynnood is you.

Sky Garden: Partner w/ local green thumbs to curate a skyscraping Veritable vegetable paradise. S The Cookdat Cafe or The Urban Cabana or Grumble's Gastrotlub

25 SExit Down via: 12 5 3 Output tray Glass Elevator: Appreciate the local

Lil Sprouts: Draw your deream garden Roof to Table (Sproutlight Series - Special Guest

Mission

· To take visitors out of the Food Desert to the tropics they may sense the potential in their own homestreds · Nature is everywhere, even your balcony, evengethe · To uplift heroes of a griadture + food supply: farmer of all scales. Even you can be a farmer if you unlock your potential by wing your green thumb of To transport visitors via screens + engeging senses through sight, sneell, touch, sound + sympethe LAR to ER: enhanced reality. 4 Sparin meets A Small World meets art installations you can welk thru + interact with

Want people to be enclosented + revere nature + growing. From valley to balcony From farm to roof. From Sowerhickoto community garden. From acres to 1984. From glens to parks From a way to your neighborhood

'LED panel storgtelling

Perroom or percart?

Fire Escape (w/ Flair): tike dwiss Family Robinson, an idulie vision of what could be, replete w/technicolor living wall, bountiful fruit vines, sounds of a AR Experience yayful community, smalls of multicultural cooking of the texture of a turiving community garden scaling the bailding.

Grumbleflutthe & Irish? Father was an Agap

God Save the "Alright, garden "Me + my har Human Guides

Everyone "

* To Reinforce that gar the Beckeepers costum safety, flair + plaine

Meet the Storyteller

Gabrielle Hughes

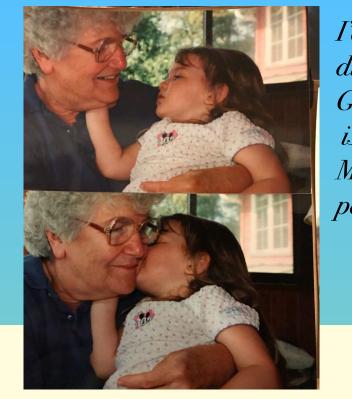
Hi there! I'm a former theatre kid with 75+ productions under my belt, turned feature film story analyst contracted at major studios, with a certification in Medicinal Botany & Plants and a penchant for immersive entertainment.

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



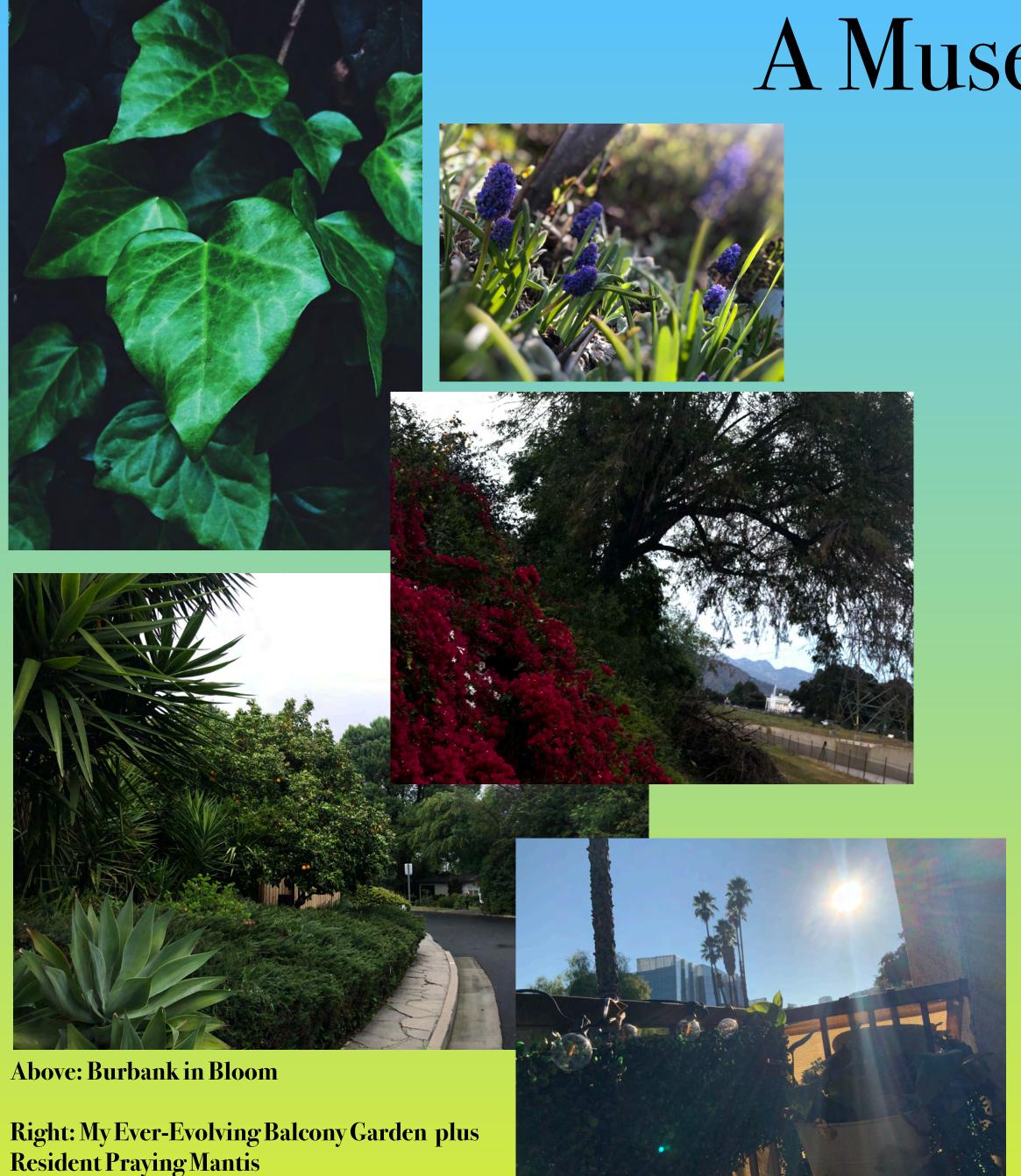
I'd be fibbing if I
didn't admit
Grumblefluff's design
is an homage to
MorMor's signature
permed poof.

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.



Far Right: MorMor & Her Biggest Fan