

I.D.E.A.

INTERNATIONAL DETECTIVE & EXPLORATION AGENCY

FILE NUMBER

SLSDC-24

THE DISAPPEARANCE OF
THE GILDED GALLION

STATUS

Solved

PROJECT AGENTS:

BRITT VAN DER HEUL, EEFKE SMOLDERS,
KOEN HUIJBEN, ROY VAN DER HEIJDEN



PREFACE

With this case, we introduce an innovative concept for location-based entertainment. Our objective was to develop an experience that fully immerses you in another world and compels you to take action. We aimed to fulfill the challenge of creating a new concept that operators and developers can implement across a wide range of global destinations.

Visitors become part of the story through a uniquely interactive approach. Unlike many experiences (such as escape rooms or immersive theater) that often surprise only once, our concept is designed to be enjoyed repeatedly. This is an experience that remains fresh and surprising each time. In a single visit, it's impossible to explore everything, leaving an entire undiscovered world waiting for future visits.

We invite you to explore our story world, we hope you will fall in love with it as we did and experience mystery like it has never been experienced before.



THE DISAPPEARANCE OF
THE GILDED GALLEON

INVENTORY

DESCRIPTION

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INVENTORY

DESCRIPTION

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WHO WORKED
ON THIS CASE



NAME: Koen Huijben

DATE OF BIRTH: 10-10-1996

NATIONALITY: Dutch

BIRTHPLACE: Riel, The Netherlands

SPECIALIZATION DURING THIS CASE: Spatial design, layout & floorplan, 3D modelling & rendering

MOTIVATION: Themed entertainment design truly is my passion, and teaming up with dear friends to create an awesome project together is completely amazing.



NAME: Britt van der Heul

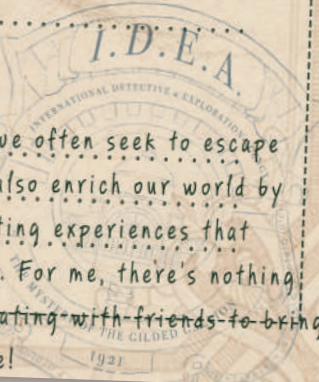
DATE OF BIRTH: 15-10-2000

NATIONALITY: Dutch

BIRTHPLACE: Amsterdam, The Netherlands

SPECIALIZATION DURING THIS CASE: Character design and concept illustration

MOTIVATION: I believe that while we often seek to escape the everyday, we can also enrich our world by creating new and exciting experiences that inspire and connect us. For me, there's nothing more fun than collaborating with friends to bring creative visions to life!



NAME: Eefke Smolders

DATE OF BIRTH: 07-08-1996

NATIONALITY: Dutch

BIRTHPLACE: Maasbree, The Netherlands

SPECIALIZATION DURING THIS CASE: Strong focus on graphic design, brand identity and illustration

MOTIVATION: There is always room to develop yourself. And what could be more fun to do this in a project group with your friends?



NAME: Roy van der Heijden

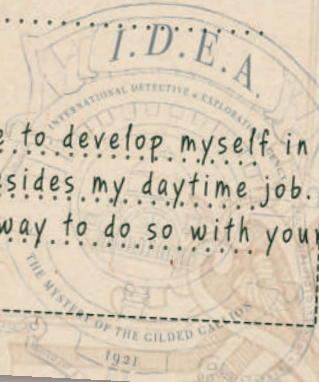
DATE OF BIRTH: 22-11-1994

NATIONALITY: Dutch

BIRTHPLACE: Roosendaal, The Netherlands

SPECIALIZATION DURING THIS CASE: Concept development, overall narrative & character development

MOTIVE: I loved being able to develop myself in a creative way besides my daytime job. And what better way to do so with your friends.



CONCEPT OVERVIEW

SYNOPSIS

Step into the roaring twenties with this immersive detective experience set against the vibrant backdrop of 1920s Amsterdam.

The city is full of anticipation as the renowned museum 'Paleis van Volkslijst' prepares to unveil its latest treasure 'The Gilded Galleon', an old and priceless painting. But on the eve of the Grand Opening, the painting mysteriously disappears. Fortunately, the detectives of I.D.E.A. are already on-site. You and your companions, acting as detectives are immediately tasked with solving this mystery. The painting must be recovered before the Grand Opening the next morning.

As the night unfolds, secrets and schemes collide in a thrilling game of cat and mouse. Every decision you make could be the key to unlocking the truth. In your vehicle, you'll chart your own course with your personalized badge. With every choice impacting what you see and experience along the way. You decide which suspects to follow and which locations to investigate. Your decisions are tracked in real-time, shaping the clues you uncover and the twists you encounter.

Each time you leave your vehicle you're able to investigate important locations. Here you will solve puzzles and find important clues. While the question remains: Will you unravel the mystery before it's too late?

Explore, investigate and work together. But above all, don't forget to enjoy the splendor of 1920's Amsterdam. Everybody, detective or not, is invited to dine and unwind in the exquisite restaurant. Here flavors of the era truly come to life. Or wander through the elegant streets and shops where you can secure a lasting memory.



BASIC PRINCIPLES OF THE CONCEPT

In I.D.E.A., you become an active part of the experience. Together with your team, you carry a personal detective badge that records your choices. These decisions influence what you see and which rooms or spaces you can explore.

The experience begins with a pre-show, explaining why your skills are needed to solve the mystery. The vehicle is equipped with a screen where you can read additional information, make choices, and it keeps track of your decisions. The ride vehicle stops at various locations, and during each stop, you are free to explore different rooms based on the choices you've made. Each room contains clues that lead to the solution. By visiting different rooms and gathering clues, you piece together a more complete puzzle to identify the thief. In the final phase of the game, you will point out the thief and hopefully solve the mystery.

The different rooms and storylines ensure that the experience stays fresh and surprising. In a single visit, a guest can never explore all the rooms and storylines, leaving a whole undiscovered world for future visits. This concept can accommodate any theme or mystery. In this particular version, the focus is on the disappearance of a painting in 1920s Amsterdam. However, the concept can be adapted to any mystery, setting, or era. The core concept is fixed, but the number of rooms, the ride system, and the story are all customizable based on budget, space, location, and culture.

FACTS AND FIGURES

Time durations:

Preshow:	+/- 5 minutes
Instruction in agency:	+/- 15 minutes
Trip with vehicle:	+/- 5 minutes (4 times)
Time within story room:	10 minutes (6 times)
Final unveiling show:	+/- 10 minutes
Total experience length:	+/- 2,5 hours

Vehicle departure time:	+/- 6 minutes
Guests per vehicle:	6
Hours capacity:	+/- 60 people/hour
Whole experience accessible with wheelchairs	
Minimum amount of staff ride:	7 persons
Total square meters: (scalable to diverse locations)	+/- 40.000 m ²



BACKSTORY

AN INTRODUCTION TO THE STORY WORLD

It's the Roaring Twenties, a time of jazz, economic boom, and the rise of the film industry. In the heart of Amsterdam, something extraordinary is about to unfold. The prestigious museum 'Paleis van Volkslijt' has just acquired a painting that promises to elevate the city's reputation to new heights. Thanks to the efforts of art dealer Maurits van Isser, the museum has secured a masterpiece from the Dutch Golden Age: "The Gilded Galleon," painted by the renowned artist Willem van de Velde.

Amsterdam is buzzing with anticipation as the city prepares to reveal the painting to world. An event that will once again establish Amsterdam as the center of art and culture. Preparations for the Grand Opening are in full swing. Streets are being decorated, invitations sent out, and every corner of the museum is meticulously prepared for the arrival of society's elite.

The stakes are high, and there's no room for error. The evening before the Grand Opening, the museum hosts an exclusive pre-opening party, drawing some of Amsterdam's most influential figures. Among the guests are the detectives from I.D.E.A., a renowned international detective agency, tasked with ensuring the painting's safety.

But in a city where secrets run deep and ambitions soar, nothing is ever truly certain...



AN UNSOLVED CRIME

At night during the pre-opening party, a massive explosion occurs in the museum's exhibition room. With a bright flash and a cloud of smoke the famous painting 'The Gilded Galleon' has vanished without a trace. How could this have happened right under the noses of those present?

Fortunately, the detectives of I.D.E.A. are already on-site and are immediately tasked with solving the mystery. The painting must be recovered, and it must be done tonight. Tomorrow is the Grand Opening of the exhibition, and without the painting, Amsterdam will face humiliation in front of all of Europe. The clock is ticking, and the search for the famous painting begins...



MEET THE CHARACTERS

Characters located in Amsterdam:

Thérèse Tailleur – Seamstress

Seamstress of the rich and famous, a true gossip who knows many secrets, including the financial troubles of the Van Isser family.



Philip Argent - Notary

Knows the financial secrets of many notable families.

Daniel Dumas - Sailor

Regularly works on transatlantic ships of the Holland America Line and oversees the loading and unloading of cargo on board. Can smuggle everything onboard without anybody knowing it.

Rita van Reijn – Mother of Clara

Very ill and dependent on the income of her daughter Clara, who works as a maid in the Van Isser household.

Monsieur le Clerc - Priest

Hears confessions and knows many secrets of all inhabitants living in Amsterdam.

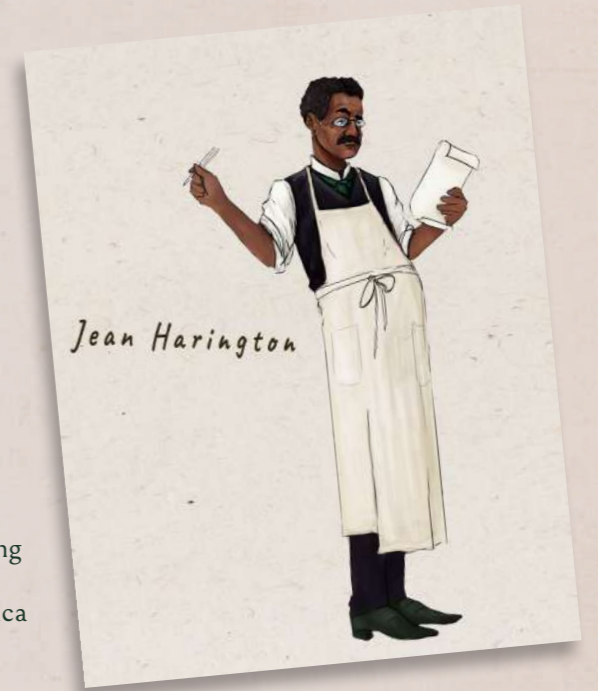
Characters located at the estate:

Maurits van Isser - Art Dealer

Grandfather of the Van Isser family, a prominent art dealer.

Jean Harington - Pharmacist

Sells all kinds of special goods, for example the perfect ingredients to make a smoke bomb.



Nicolas Coppit - Nobleman

Lover of Anna van Isser and the seller of the painting who wanted to double his winnings to flee to America for love.

Bram Disselboom - Coachman

He is very loyal to his employer Nicolas Coppit.

John Piket - Guard

In love with maid Clara and works at the Palace of Volksvlijt.

Adam Piket – Brother of John

Butler to Nicolas Coppit .

Characters living in the manor:

Otto van Isser – Actor

Son of Maurtis van Isser, a charming, extravagant man who is obsessed with fame and money.

Helena van Isser, Hohenberg - Actress

Otto's wife, a dramatic actress with a talent for manipulation and deceit.

Max van Isser - Magician

Son of Helena and Otto. An creative aspiring magician but a disappointment in the eyes of his family.

Anna van Isser - Dancer – Daughter of Helena and Otto

Has a relation with Nicolas Coppit that is being disapproved by her parents because of the large age gap.

Clara van Reijn - Maid

Works in the household and is poorly treated due to the family's financial problems.



Otto van Isser



Helena van Isser



Max van Isser



Anna van Isser



Clara van Reijn

Potential buyers of the painting:

Lord John Bingham - An English lord

Obsessed with exclusive art and the buyer of the stolen painting.

William Kissam Vanderbilt - A prominent American socialite

A friend of Nicolas Coppit who wants to help him sell the painting in America.

DIFFERENT MOTIVES

Like any good detective story, I.D.E.A. has 3 possible motives for the crime namely: accumulating wealth, forbidden love and sweet revenge. During your search for the painting you can unravel three different motifs for the crime. However, only one motive will lead you to the real thief. Are you able to unravel the right motive or will you end up at a dead end?

Motive 1 - Accumulating Wealth

This storyline follows the tragic tale of lost fame and the desperate pursuit to once again appear on the silver screen as true film stars.

Otto and Helena van Isser, once the most famous couple on the silver screen, watch their glittering careers slowly slip away. Helena, a former celebrated actress, desperately longs for the fame she once enjoyed, while Otto, her cunning husband, is equally desperate to restore their former status. Their wealth has dried up, but their hunger for fame and fortune remains as strong as ever.

The opportunity to return to the spotlight by financing a new film arises unexpectedly when Otto's father, Maurits, becomes involved in the purchase of a unique painting for the museum 'Paleis van Volksvlijt'. The couple immediately sees this as a chance to revive their lives. They reach out to Lord John Bingham, an eccentric collector of stolen art, who is willing to pay a fortune for the unique artwork.

When Otto and Helena are invited to the pre-opening party of the exhibition, they decide to seize their opportunity. They force their creative but shy son Max to assist them in the heist. Max, a talented magician, specializes in making smoke bombs and other distractions. He is tasked with making the painting disappear. He secretly buys the ingredients for the smoke bomb from the local pharmacist Jean, who has no idea of Max's intentions.

Meanwhile, local seamstress Thérèse Tailleur, who always keeps her ears open, has long been aware of the family's financial troubles. She suspects something is amiss, but whether the detectives will reach her shop in time for her latest gossip remains to be seen.

Motive 2 – Forbidden Love

This plotline follows the story of two lovebirds struggling to break free from the clutches of Amsterdam's high society.

Anna van Isser and Nicolas Coppit, a couple shunned by Amsterdam's elite due to their significant age difference, devise a daring plan to escape to America and start a new life. Their scheme centers on stealing back a valuable painting, "The Gilded Galleon," which Nicolas had previously sold to Maurits for the museum 'Paleis van Volksvlijt.' Nicolas sees an opportunity to double his earnings by reselling the painting in New York, all while posing as the victim of the theft to avoid suspicion.

When Nicolas gets an invitation to the pre-opening party of the exhibition, he immediately contacts Anna. This is the perfect evening to steal the painting. The two lovers plan to sneak the painting out of the museum at the end of night. Nicolas's personal coachman, Bram, is ready to transport the painting in a travel trunk to the Amsterdam harbor in the middle of the night. Here sailor Daniel from the Holland America Line waits to smuggle the artwork aboard a ship. However, what Anna doesn't know is that her parents, Helena and Otto, are also planning to steal the same painting. As Anna and Nicolas attend the pre-opening of the exhibition they see the painting varnish before their eyes. Their carefully devised escape to America is derailed by Helena and Otto's actions. As the ship leaves the harbor without the precious cargo, their chance at a new life slips away.



Motive 3 – Sweet Revenge

This plotline follows the story of a sweet revenge, one that unfortunately turns out to be less sweet than anticipated.

Clara, a maid who is entirely dependent on her salary from the Van Isser family, sees her life fall apart when her wages are cut due to the family's financial troubles. Without this income, she can no longer care for her sick mother Rita, driving her to desperation. Helena and Otto Van Isser treat her with contempt, seeing her as nothing more than a poor servant.

Driven by anger and despair, Clara teams up with her boyfriend, John Piket, a security guard at the museum, to hatch a risky plan. They intend to steal a valuable painting that is soon to be exhibited and put the blame on the van Isser family. Clara hopes not only to get revenge but also to earn a substantial amount of money by tipping off the police later.

The plan seems foolproof until John confesses his sins to Pastor Le Clerck. Although bound by his vow of silence, the pastor cannot ignore his conscience. He confronts Clara and John with an ultimatum: either they abandon the plan and leave Amsterdam, or he will turn them in. This unexpected twist causes their carefully planned revenge to unravel. Sweet revenge has turned bitter for both of them.

THE I.D.E.A. AGENCY

INTRODUCING I.D.E.A.

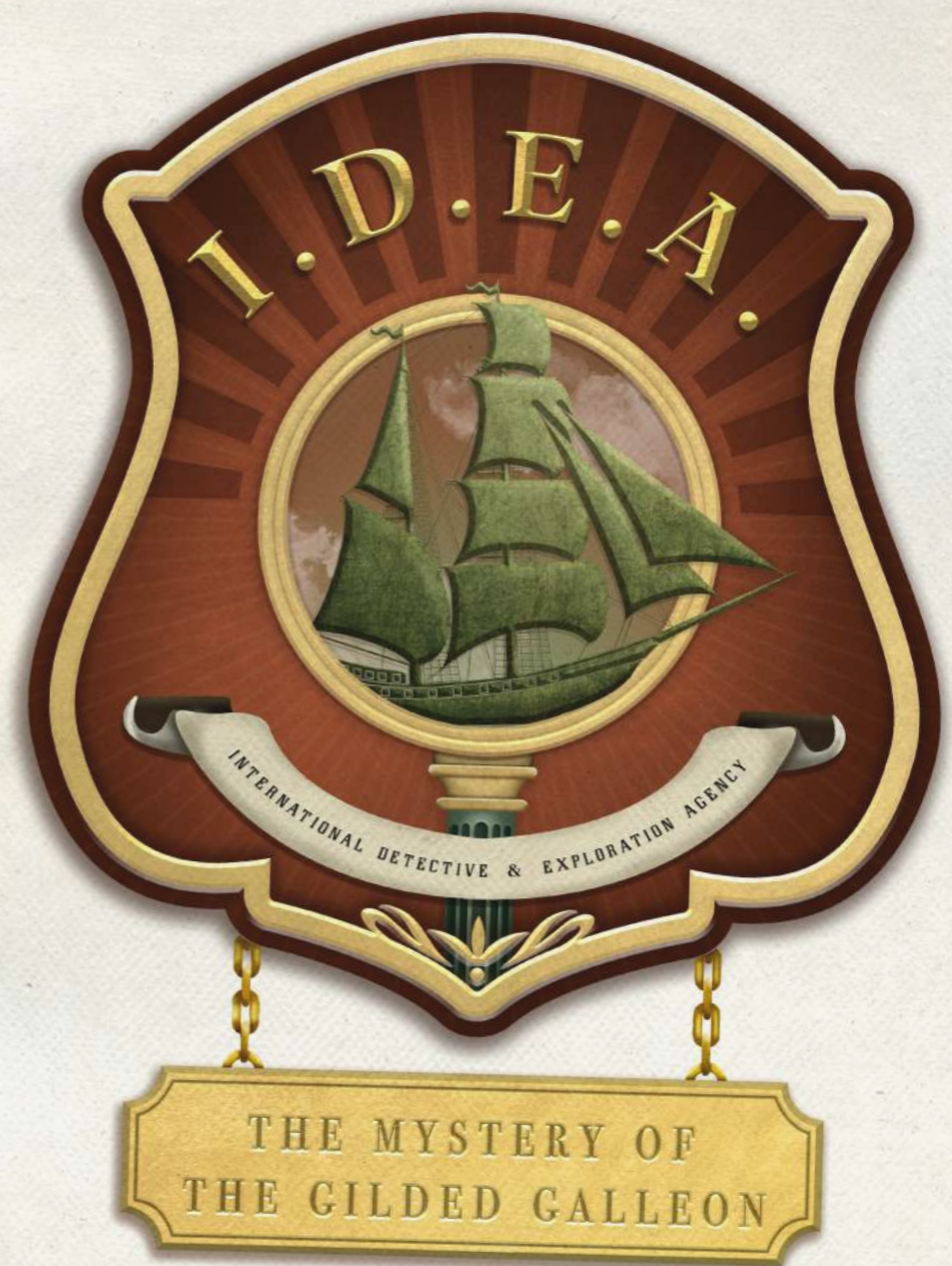
Have you been robbed, is someone missing without a trace, or do you need protection? Then pick up the phone and call I.D.E.A. immediately!

You're in safe hands with us. I.D.E.A. is a world-class international detective agency, where only the most seasoned detectives are enlisted. We operate globally, from New York to Paris, and are active in the most prominent cities.

Our headquarters? Discreetly hidden in strategic locations. We remain unnoticed, yet we are always ready whenever you need us. With years of experience solving the darkest and most complex mysteries, we are the agency you call when others hit a dead end.

I.D.E.A. - Excels in every Investigation!

- *International Detective & Exploration Agency*



Use of colors



Femme Fatale

C:25 Y:79 M:93 K:17
Hex: a64c2b
Ral: 2001

Mysterious Marigold

C:0 Y:65 M:82 K:0
Hex: f47940
Ral: 2003

Pyrite

C:1 Y:11 M:55 K:0
Hex: fede89
Ral: 1018

Pine Smoke

C:46 Y:24 M:51 K:2
Hex: 90a488
Ral: 6021

Nighttime Shadow

C:78 Y:50 M:75 K:60
Hex: 213a2b
Ral: 6009

Use of graphics



Use of typography

PAC LIBERTAS

AA, BB, CC, DD, EE, FF, GG
HH, II, JJ, KK, LL, MM, NN, OO
PP, QQ, RR, SS, TT, UU, VV, WW,
XX, YY, ZZ

Only for titles
and headers

Bellefair Regular

Aa, Bb, Cc, Dd, Ee, Ff, Gg
Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo
Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww,
Xx, Yy, Zz

Only for body text

Caveat Regular

Aa, Bb, Cc, Dd, Ee, Ff, Gg
Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo
Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww,
Xx, Yy, Zz

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For creative use
and quotes

Use of materials

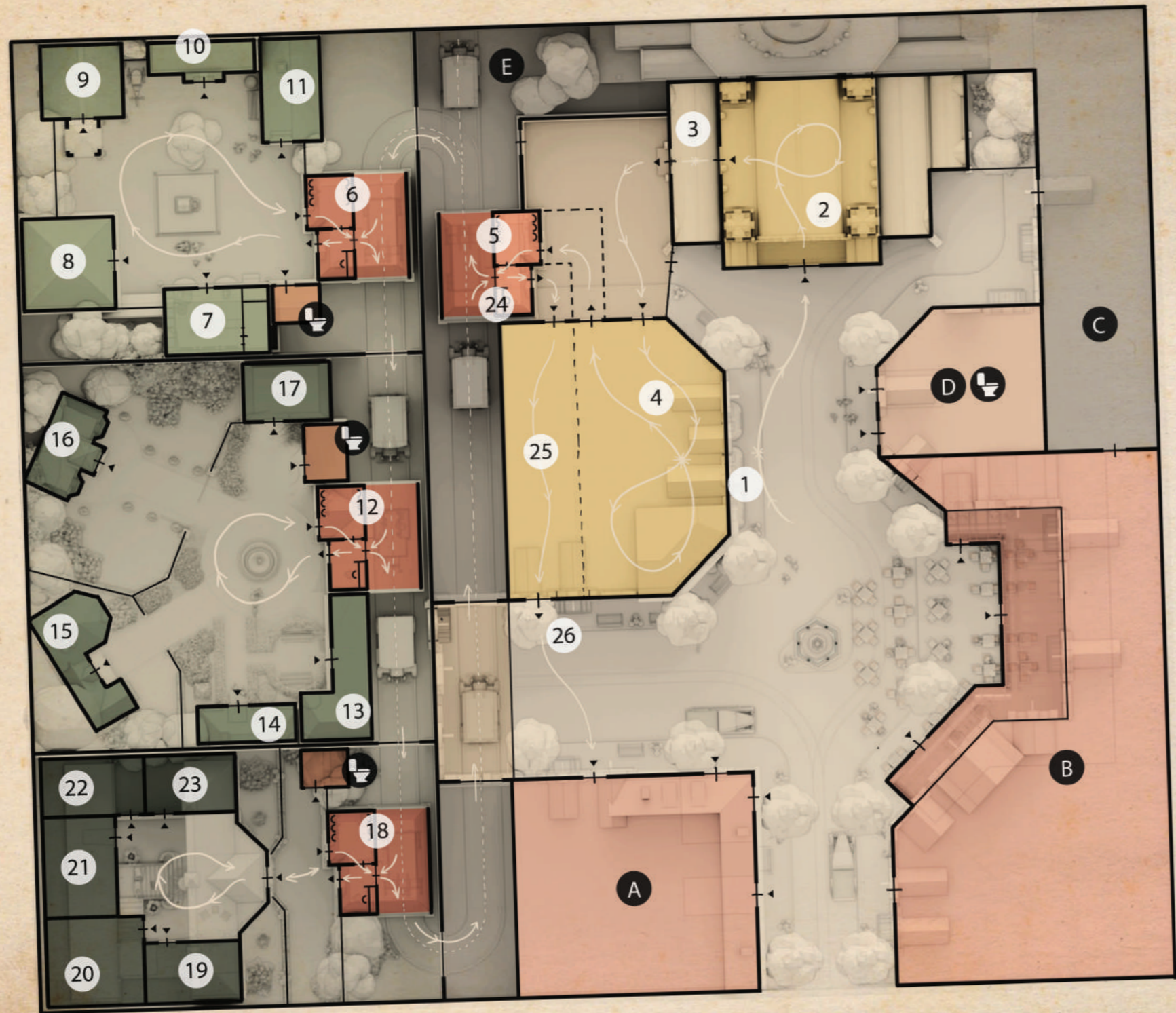


BIRDSEYE AND FLOORPLAN

Birdseye view



Floorplan



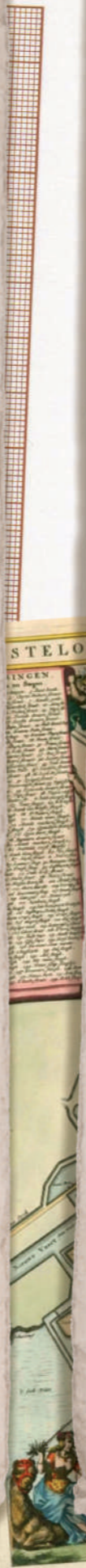
- A** Merchandise shop
- B** Restaurant
- C** Back of House
- D** Toilets
- E** Vehicle maintenance/storage

- | | |
|---------------------------|--------------------------|
| 1 Agency check-in | 14 Mansion Maurits |
| 2 Museum entrance | 15 Mansion pharmacist |
| 3 Pre-show | 16 Mansion Nicolas |
| 4 Instructions | 17 House of coachman |
| 5 Hub station | 18 Mansion station |
| 6 Village station | 19 Writing room Helena |
| 7 Tailor shop | 20 Office of Otto |
| 8 Notary's house | 21 Workspace of Max |
| 9 Church | 22 Bedroom Anna |
| 10 House of mother maid | 23 Servant room of Clara |
| 11 House of sailor | 24 Hub exit station |
| 12 Country estate station | 25 Agency finale |
| 13 House of guard | 26 Attraction exit |

**TECHNOLOGICAL
INNOVATION**

PERSONALIZATION

When guests arrive at the I.D.E.A. agency building, they begin their journey by checking in at the kiosks. Here, they complete their personal information, take a photo, and receive a physical detective badge. This badge is more than just a keepsake; it serves as the key to the entire experience, storing and communicating crucial information to the vehicles and story rooms. It tracks the group's past choices and actions, ensuring a truly unique experience that evolves based on their decisions.



RIDE VEHICLE

As the adventure unfolds, guests board wheelchair-accessible ride vehicles that transport them from one station to the next. Each station is staffed by an operator who assists guests with boarding, answers any questions, and initiates the ride. To begin their journey, guests use their detective badge to unlock the vehicle's door, instantly syncing their stored data with the vehicle. Inside, the interactive screen on the vehicle's table, along with the digital clue pin-up board above it, adapts to the group's specific settings, reflecting their progress and decisions thus far.

The table serves as the interactive hub where the group makes critical choices—deciding who they believe the thief is, which suspect to investigate further, and which individuals to eliminate from suspicion. The vehicle's windows are equipped with screens that create the illusion of traveling long distances, immersing guests in the narrative as they move between locations. Every decision made within the vehicle is automatically stored on their badges, which will later influence the clues and challenges they encounter in the story rooms of the walkthrough environments.



STORY ROOMS

Upon arriving at one of the stations, guests are free to explore two of the five story rooms available. The rooms they can access are determined by the choices they made during the ride. Colored lighting around the doors of the story rooms signals the next group to enter, guiding them to their designated areas. Just like in the ride vehicles, the story rooms adapt to the stored information on the group's badges. Certain cabinets may open or remain closed, or a desk might reveal a hidden compartment, all tailored to provide clues and challenges that align with the group's previous decisions.

Inside each story room, guests have a set amount of time to solve puzzles, crack codes, and uncover clues that will shape their ongoing investigation. These discoveries not only influence their current path but also add layers of complexity to the overall experience, ensuring that every visit is dynamic, engaging, and uniquely tailored to the group's journey.



POV Otto's office

THE EXPERIENCE

We now provide more details about one of the storylines you can follow during the experience: the "Accumulation Wealth" storyline. This is also the storyline in which guests will ultimately unmask the true thief.

Throughout the experience, it's possible to follow other storylines or switch between them. The truth gradually unfolds, clue by clue. For example, a guest might start with the "Forbidden Love" storyline, only to realize halfway through that these characters couldn't have committed the crime. They can then explore other rooms and still uncover the real thief. The combinations and possibilities are endless.

THE INVITATION

Today marks my first day at I.D.E.A., the prestigious detective agency renowned for solving the most challenging mysteries. I'm diving straight into a high-stakes assignment: attending the pre-opening party at the museum, where tomorrow a highly anticipated painting will be unveiled. The expectation is that the opening will draw a large crowd and significant attention. It's up to me and my colleagues to ensure everything runs smoothly.

After booking the experience, guests receive an email with their tickets. The tickets are designed as a welcome letter from I.D.E.A. and an invitation to the pre-opening party of the exhibition.



Het Amsterdams Handelsblad

Monday, May 16th, 1921

12 pages. No. 104759. 5ct.



Een spannende onthulling in Amsterdam: 'Nieuw Meesterwerk van 'van de Velde'

Amsterdam - Our city is preparing for an event of great artistic significance. A new and remarkable artwork by the world-renowned painter Willem van de Velde will soon be unveiled to the public. This special painting, titled 'The Gilded Galleon,' was recently acquired by Mr. Maurits van Isser for our museum 'Paleis van Volksvliet'. After spending years in the private collection of the Nicolas Coppit, it can finally be displayed to the general public.

This evening, the museum will organize a pre-opening party for the rich and famous of Amsterdam. Also attending this evening are the renowned detectives of I.D.E.A., ensuring that the festivities will proceed safely and smoothly.

Following a long and meticulous restoration process, this masterpiece will be showcased in the main wing of the museum. The timing of this unveiling is ideal, as the addition of this artwork will once again position Amsterdam at the center of art and culture in all of Europe.



REGISTRATION DESK

My day starts with picking up my personal badge. Without this badge, I am merely an outsider; with it, I am a respected detective. Holding the badge in my hand, I feel a surge of excitement my career is truly beginning now! At the desk outside the office, my details are transferred onto the badge. As soon as I have it, a sense of anticipation and responsibility washes over me.

At the check-in desk for the experience, visitors receive a card that holds their personal information. Each group has one card. This card can be scanned in the ride vehicle and keeps track of all the choices made by the group.

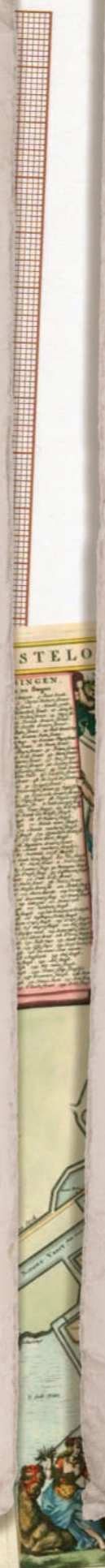


CENTRAL HUB - STREETS IN FRONT OF MUSEUM PALEIS VAN VOLKSVLIJT

My team and I gather in front of museum 'Paleis van Volksvlijt'. The plaza is abuzz with excitement and anticipation for tomorrow's big event. Announcement posters are everywhere, promoting the unveiling. One poster catches my eye; it features the name of a man dressed in splendid attire; Maurits van Isser. My colleague informs me that this man facilitated the acquisition of the painting.

I scan the buildings and restaurant next to the museum. The chefs are busy, and the aroma of delicious food fills the air. Everything is meticulously arranged for the big day. Even the shops, where visitors will surely flock tomorrow, are ready for the rush. Yet, my attention keeps returning to the palace. Tomorrow, it will undoubtedly be the shining centerpiece of the city.

- The Hub is accessible to both paying and non-paying visitors.
- The streets in-front of the museum include a large restaurant, bar and shops.
- This setup allows I.D.E.A. to offer a unique experience for paying visitors while letting non-paying visitors also enjoy the 1920s atmosphere.
- The restaurant offers seating to 200 guests.
- Adjacent to the restaurant is a large merchandise location. Here visitors can also purchase the photo taken at the end of the experience in the detective office.



POV of the hub



RECEPTION ROOM AT PALEIS VAN VOLKSVLIJT

With a few colleagues and other invitees, I enter the museum. The lobby is impressive. A true cathedral of art and culture. To the left, I see the doors leading to the room where tomorrow's excitement will unfold: the exhibition space for "The Gilded Galleon." As I walk through the room, I sense that something isn't quite right.

- Upon entering the museum, tickets are scanned.
- From this point, the paid experience begins.



Amsterdam Winkelgalerij Paleis v. Volksvlucht

PRE-SHOW

The exhibition room, cloaked in darkness, is only illuminated by the flickering flames of a few oil lamps. On one of the walls hangs a large curtain, behind which rests the painting "The Gilded Galleon." It's hard to imagine that this masterpiece was painted by Willem van de Velde in 1700.

It's time to reveal the painting to the small group of invited guests. The curator steps forward and begins his dull speech. As I am looking around the room, I notice a peculiar scent in the air. It smells as if something has recently been painted. At that moment, I feel a gust of wind brush past my back, and suddenly, the oil lamps extinguish. With the fading light, a bright flash and a large cloud of smoke fills the room. Someone quickly turns on a flashlight and shines it on the wall. There, where the painting hung just seconds ago, now lingers only a small cloud of smoke.

This can't be happening. The painting has vanished. The curator bursts into a panic and gives us an almost desperate order: we must find the thief and recover the painting, tonight! The unveiling cannot be ruined, or it will be a tremendous disgrace for Amsterdam.

• Guests enter a pre-show where they see the painting vanish before their eyes.

• Guests get the task to find the painting and its thief as soon as possible

Storyboard Pre-show

1.



2.



3.



BRIEF DETECTIVE AGENCY

We rush to the headquarters of I.D.E.A. for a quick briefing. Inside, we find a wall displaying all attendees of the pre-opening party. The thief must be one of them. The Van Isser family immediately comes under scrutiny, but other individuals, like Nicolas Coppit, the seller of the painting, also appear suspicious. After receiving our instructions, we leave headquarters and prepare for the investigation.

• Visitors receive safety instructions at the I.D.E.A. headquarters.

• Here, visitors also get all the necessary explanations to begin the game and can ask any last-minute questions.



GARAGE DETECTIVE AGENCY

We step into a special car parked at the agency's garage. What remarkably advanced technology for the year 1920. Inside, we find a detailed overview of the search area and a notebook to record our findings. Without wasting a moment, we begin reviewing the profiles of the attendees and the locations where the thief might have fled to. We're ready to depart. Time is of the essence, and we must act quickly.

- Visitors are directed to a ride vehicle by a staff member.
- In the ride vehicle the card guest have received can be scanned to access additional information on the screen.
- On the screen, visitors can record information, choose which locations to visit, and eliminate suspects.
- The choices made will affect what appears on the screen behind the window, which locations can be visited, and which clues are revealed.
- Each pickup station has one staff member. There are a total of four pickup stations.



DRIVING TO THE VILLAGE

As we make our way to the village, we discuss in the car which locations we should investigate first. The drive takes us through deserted streets and empty avenues. My attention is caught by posters along the way, featuring old films starring Otto and Helena van Isser's. It's been a long time since this family truly stood at the top of society.

In the car, we decide that our best starting point would be with Thérèse Tailleur. This notorious gossip seems to know something about everyone in town. You'd think there's no better person to begin with.

• During the first drive from the detective agency to the village, the guest can choose two of five people to visit.

• On the way to the village, different streets are shown on the screen behind the window of the ride vehicle, each containing clues pointing to the different suspects.



THE VILLAGE SQUARE

Upon arriving at the village, we head straight to Thérèse's Tailor Shop. The windows are dark, and the store appears deserted. It's the perfect opportunity for a little discreet snooping. As we enter the shop, we find ourselves in a large room lined with shelves filled with fabrics. One of the cabinets is open. Inside, we discover various ledgers filled with unpaid bills from the van Isser family. Among them is a particularly curious document. A large order for costumes intended for a new film production. Strange, considering this family hasn't settled their previous debts.

Continuing our search, we crack the cash register and find a key that belongs to a door. This door leads us to a small back room. Here, we uncover Thérèse's personal letters. This woman truly revels in gossip. Her writings detail the unpaid bills and the peculiar order for new costumes. How is Helena going to pay for all this?

It seems there's nothing more to be found in the shop, so we decide to move on to the notary's house. After all, there's only one person in the village who can confirm the true financial state of the van Isser family.

In the house of notary Philip Argent, we find the confirmation we've been searching for. The van Isser family is indeed financially ruined. There are plenty of unpaid bills and a few bills stick out. It appears their son Max has been visiting the pharmacy rather frequent these past few days. Among the documents, we also discover a rejected loan application from Otto for financing a new film. Could the family have been seeking alternative ways to obtain money? After all, they were both present at the pre-opening party. Yet, they were in plain sight the entire time, so how could they be involved in the painting's disappearance? It's time to head to the estate to uncover more.

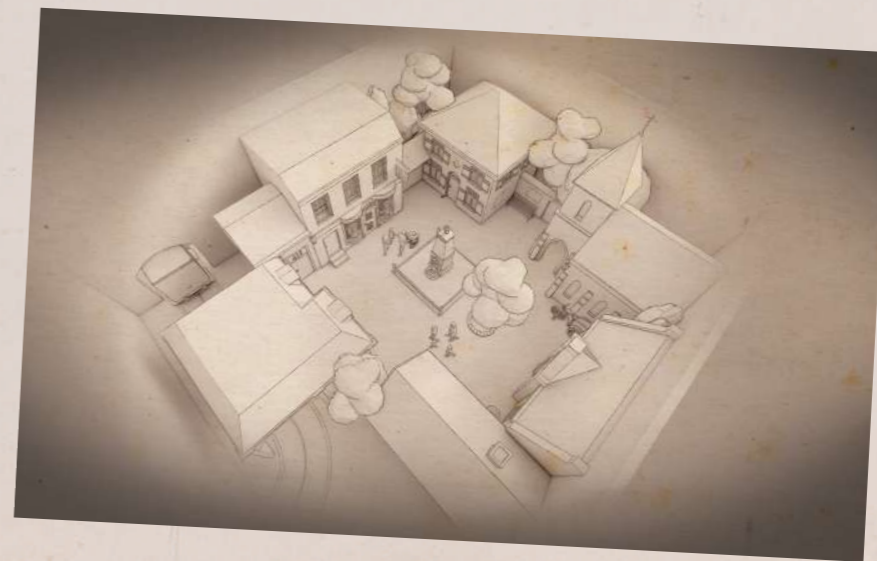
• The village features five different locations, of which the visitor can explore two.

• The village consists of the following locations:

- Therese Tailleur's tailor shop
- The notary's house
- The village home of Rita van Reijn, mother of the maid Clara
- The village home of a sailor from the Holland America Line
- The church of Pastor Le Clerc

• In each location, visitors are given a set amount of time to explore the rooms, solve puzzles, crack codes, and uncover clues.

• Once time is up, they return to the vehicle and head to the second location.



Topview interior Thérèse's Tailor Shop



DRIVING FROM THE VILLAGE TO THE COUNTRY ESTATE

As we leave the village, I can't shake the feeling that we're onto something. Those suspicious unpaid bills, the frequent visits to the pharmacy, and the large order for costumes for a new film. The Van Isser family is certainly an odd bunch. On the way to the estate, we pass several streets lined with posters for Max van Isser's latest magic act. They never stop coming up with new entertainment these days.

- During the second drive from the village to the estate, the guest can choose two out of five people to visit.
- On the way to the estate, different streets are displayed on the screen behind the ride vehicle's window, each containing clues pointing to different suspects.



COUNTRY ESTATE

We arrive at the estate. What a beautiful square, surrounded by some of the finest homes in Amsterdam. The square is adorned by a towering fountain that appears almost ghostly in the shrouded moonlight.

I recall that Max, the van Isser's son, has been visiting the pharmacy quite frequently in recent days. On our way to the estate I noticed an advertisement for one of his magic shows, featuring a grand disappearing act. Someone with a talent for making object vanish in thin air would be quite useful in a masterful theft.

Maybe it is time to pay Jean Harington's pharmacy a visit. In the utmost secrecy, we enter his estate. Upon stepping into his mansion, my eyes are drawn to a small bench. There, I find an object that seems out of place, a large magician's hat. Could this belong to Max?

When I turn on the lights I see a large counter and a cabinet with hundreds of drawers. After some meticulous searching, I locate the drawer containing recent orders. It turns out that Max placed a sizable order last week, including ammonium chloride, sugar, and saltpeter. Such strange ingredients. What illness could possibly require these?

Since we're in the area, we decide to pay a visit to Maurits van Isser. Otto's father might have some insight into his son's plans for developing a new film and how he intends to finance this. However, when we reach the door, it refuses to open. As we walk back along the path, a large mailbox catches my eye. With a bit of effort, I manage to open the back of it. Inside, I find a letter from Helena. I secretly open it and read that she is furious. Maurits has refused to help finance their new film production, and she is livid. She claims that Maurits will soon see that they will rise above their troubles. They will be famous and wealthy once more. By the end of the week, everything will be different—just wait!

After discovering this troubling letter from Helena and learning of Max's strange purchases, we decide it's time to visit the Van Isser family at their sprawling estate.

• The estate features five different locations, of which the visitor can explore two.

• The estate consists of the following locations:

- Mansion of Maurits van Isser
- Mansion of Nicolas Coppit
- Mansion of pharmacist Jean
- House of coachman Bram
- House of Guard John and his brother Adam

• In each location, visitors are given a set amount of time to explore the rooms, solve puzzles, crack codes, and uncover clues.

• Once time is up, they return to the vehicle and head to the third location.



Topview interior of the pharmacy



DRIVING FROM THE COUNTRY ESTATE TO THE VAN ISSER MANSION

We are almost at the end and I can sense that we're close to the truth. In the car, we review Max's strange list of ingredients once more. It turns out these are exactly the components needed to make a smoke bomb. Everything is starting to fall into place.

As we arrive at the estate, I spot two figures in the garden. It looks like a young woman and an older man, but I am not sure. I hear crying, and as we approach, the figures disappear into the background while the sobbing fades away. The car stops in front of the mansion. It is time for the truth to prevail.

- During the third drive from the village to the estate, the guest can choose two out of five people to visit.
- On the way to the Mansion, different streets and gardens are displayed on the screen behind the ride vehicle's window, each containing clues pointing to different suspects.



THE VAN ISSER MANSION

As we arrive at the estate, the front door appears to be open, but the lights are out. We step inside the grand mansion, but something feels off. For such a beautiful home, it seems less well-maintained than it should be. We enter a large hall with a grand staircase, but upon closer inspection, the paint is peeling, and plaster is coming loose from the ceiling. We begin our search for Max's workspace. He must be involved in the painting's disappearance. His purchases at the pharmacy, his talent for vanishing acts, and his expertise in making smoke bombs, everything points to him.

After navigating through several corridors, we find a large room filled with magic props and various ingredients. On the table lies a notebook. As I begin to read, my suspicions are confirmed. Max has felt like a disappointment to his family for years and writes down that he has been forced by his father to participate in a wicked scheme. He has poured his sorrow into these pages. What a poor boy.

After reading his diary we rush through the halls to Otto's study. The sun is nearly rising, and the minutes to recover the painting are slipping away. The door seems locked, but with some effort, we manage to get it open. The moment we step inside, the phone rings. We hesitate for a moment, unsure whether to answer, but we can't resist the temptation. On the other end, we hear the voice of a man named John Bingham, asking when he will receive the painting. He insists it must be delivered by the end of the week, or the deal will fall through. This is the evidence we needed. Otto and Helena are the thieves. truly corrupt individuals who forced their own son to steal the painting.

While it's a relief to have identified the culprits, the question remains 'where is the painting'? We search the office until we come across a bookshelf filled with awards for their acting and successful films. I pick up one of the trophies. At that moment, the bookshelf swings open, revealing a hidden room. There, hanging on the wall, is "The Gilded Galleon." There it is, the painting we have been looking for the entire evening. We must inform the detective agency immediately. Our search is over!

• The Isser Mansion features five different rooms, of which the visitor can explore two.

- The mansion consists out of:
 - Office of Otto van Isser
 - Writing room of Helena van Isser
 - Bedroom of Anna van Isser
 - Workspace of Max van Isser
 - Servant room of maid Clara.

• In each location, visitors are given a set amount of time to explore the rooms, solve puzzles, crack codes, and uncover clues.

• Once time is up, they return to the vehicle and head to the third location.



Topview interior of Otto's office



UNMASKING THE THIEF

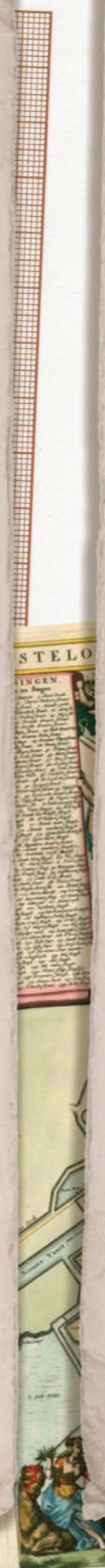
After recovering the painting, we drive back to the agency. Along the way, we inform the headquarters of the painting's location and identify the thieves. Unfortunately, the entire family was absent, so warrants will need to be issued to track them down. But most importantly, the painting is safe and will make its way back to the museum just in time for the Grand Opening.

When we arrive at the agency, we find that the culprits have already been captured. We look through a window into the interrogation room where Helena and Otto are being thoroughly questioned. They confess to forcing their son to assist them, hiding the painting at home, and planning to sell it to a wealthy British buyer. The money was intended to fund their latest film, a final, desperate bid for fame and fortune.

• In the ride vehicle, visitors report the thieves and the location of the painting.

• The conclusion of the story takes place in the interrogation room at the detective agency.

• Visitors look into a room where they see their chosen suspect being questioned. Here, they discover whether they identified the real thieves. Using projections, the person selected by the visitor is projected into the room.



A NEW DAWN

The sun rises, ushering in a beautiful new day. The painting will make its way back to the museum just in time, and I.D.E.A. has once again solved an impossible mystery. It's time to rest and take one last look at the painting before it returns to its rightful place. The local newspaper is here to capture the moment. The entire team gathers for a photo, which will undoubtedly grace the front page of every newspaper tomorrow. I.D.E.A. truly excels in every investigation.

• In the final room, visitors can take a photo with the team and the painting if they made the right choice. If the visitors did not pick the real thief there will be no painting in the room to take a photo with. They end up with a photo surrounding an empty easel. A lasting memory of an unforgettable adventure. This photo can be purchased in the shop next to the restaurant.

• In the restaurant, visitors can reflect on their experiences while enjoying a bite to eat and a drink.



DIVERSITY AND EMPLOYABILITY
OF THE EXPERINCE

SCALABILITY

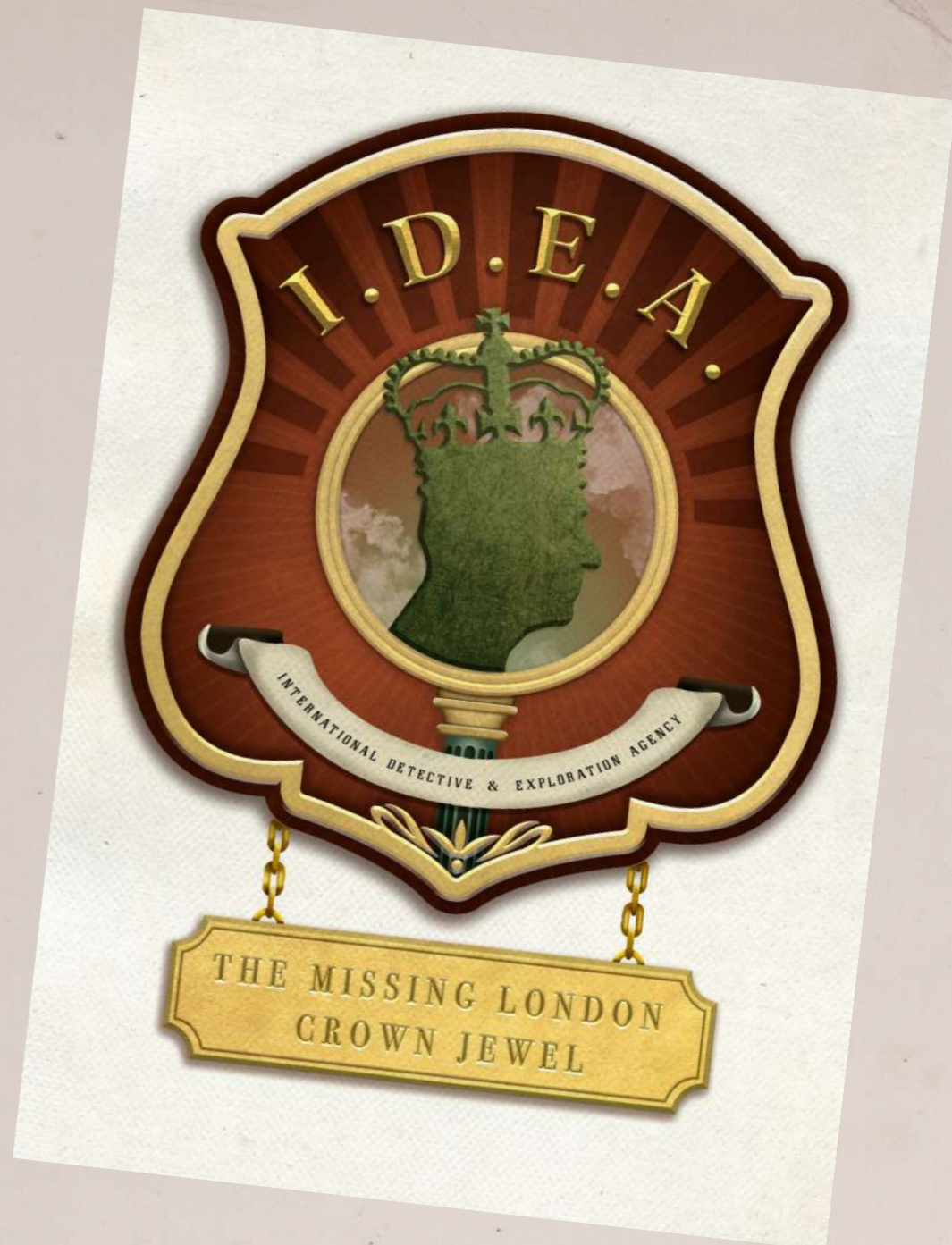
The concept is highly versatile and scalable. In its current design, it features a central hub and three locations that guests visit during their investigation. If there's a demand for a longer experience, the number of locations can easily be expanded to four, five, or even six. Each additional location extends the experience by 15 minutes. There's also the option to add an extra hub with dining facilities after visiting three locations, allowing guests to take a break for food and drinks. After operating for a few years the experience can also be expanded with new locations adding new suspects of thief's to complement the story of change the outcome of the mystery.

The concept is versatile enough to function as a standalone attraction in cities, similar to traditional location-based entertainment venues. Beyond that, the concept is also suited for integration into larger destinations, such as theme park resorts. Here it can serve as a second gate that extends the length of stay.

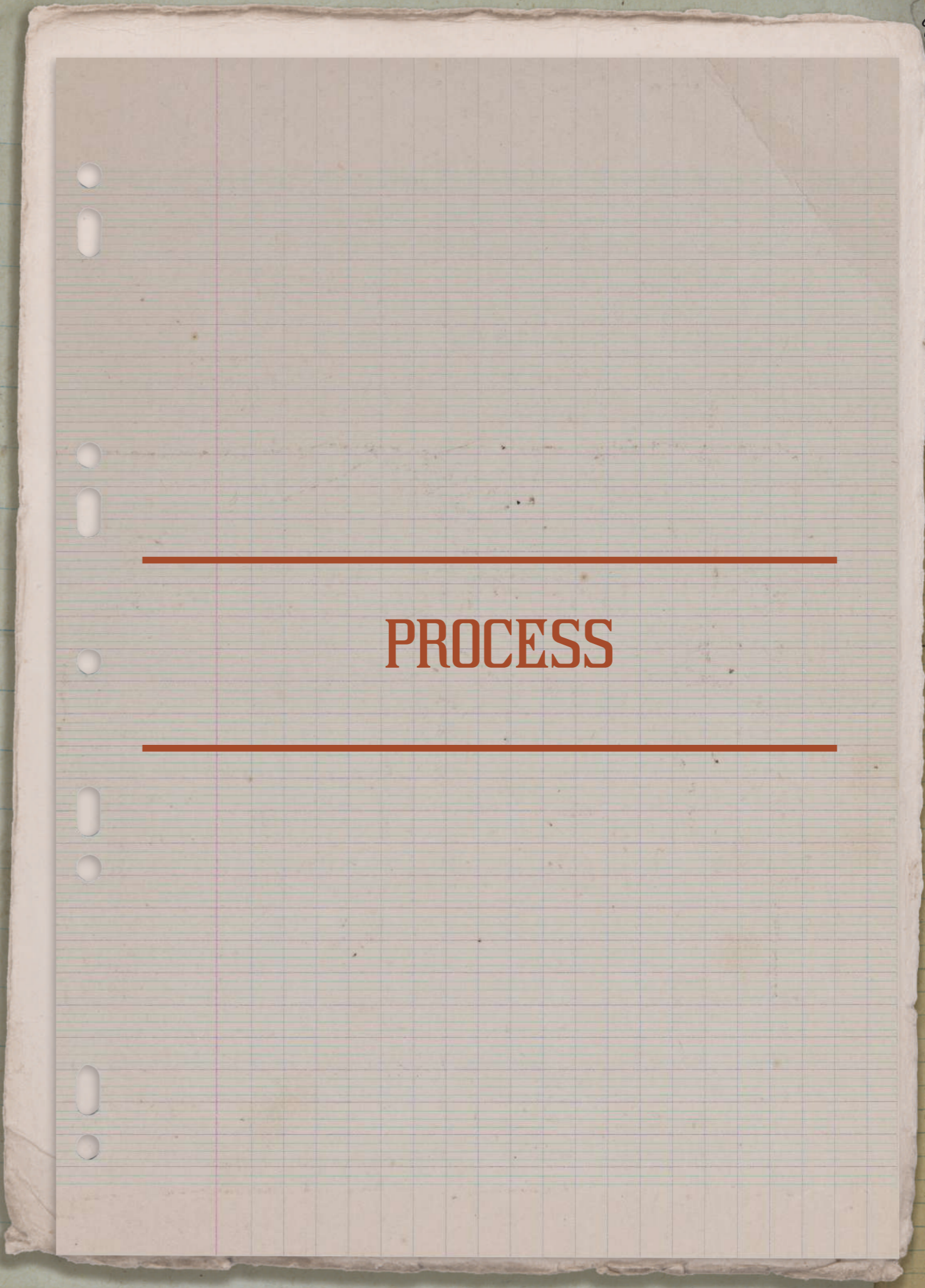
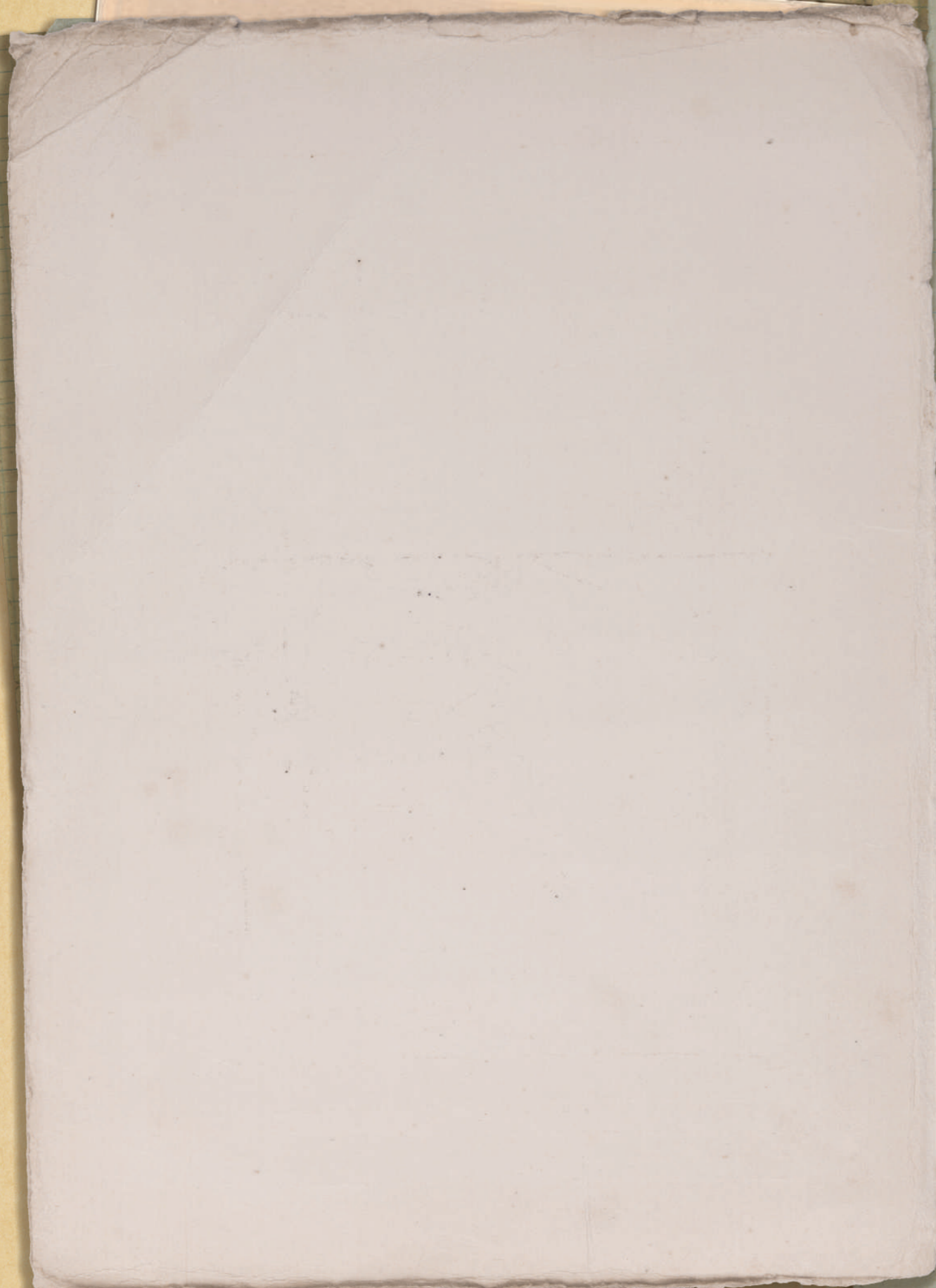
INTERNATIONAL EXPANSION

The concept can be adapted for use in various countries. The overarching detective organization, I.D.E.A., can be developed as a brand for franchises all over the world. In this version, the setting is Amsterdam, with elements that are historically accurate, such as the museum Paleis van Volkslijjt, painter Willem van de Velde, and the buyer of the painting living in America.

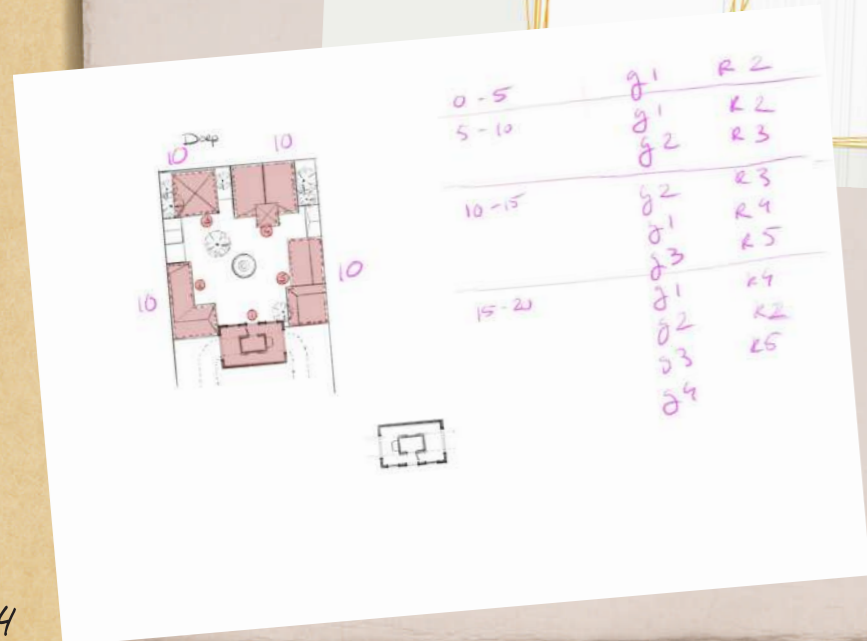
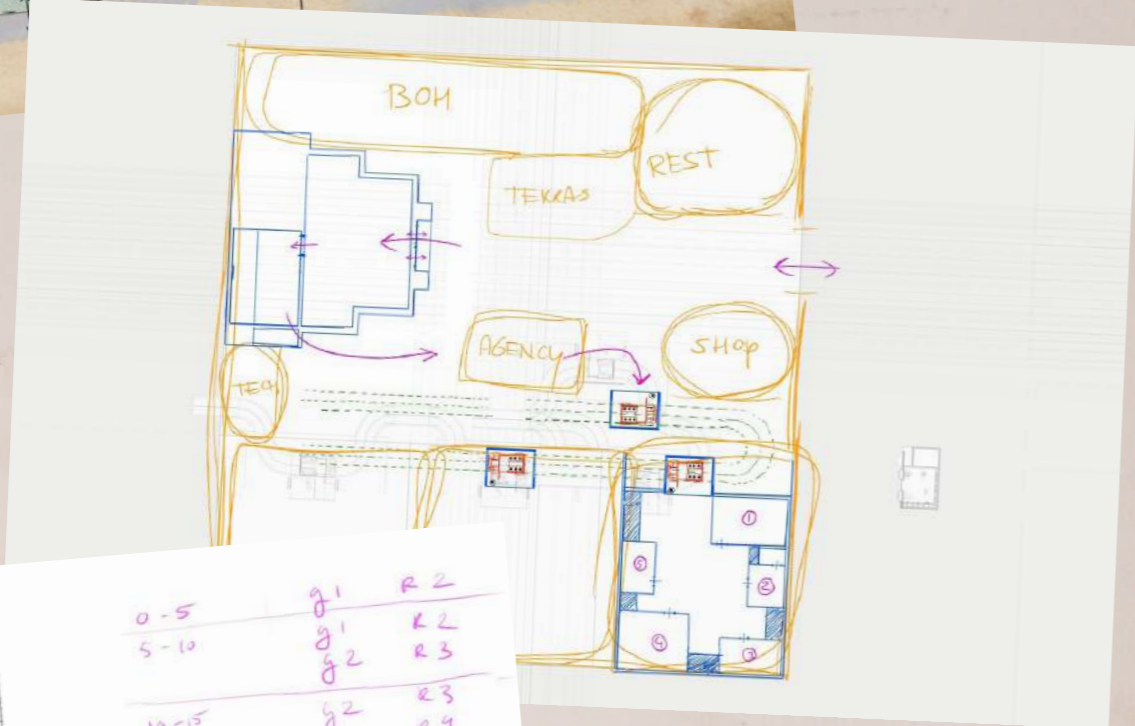
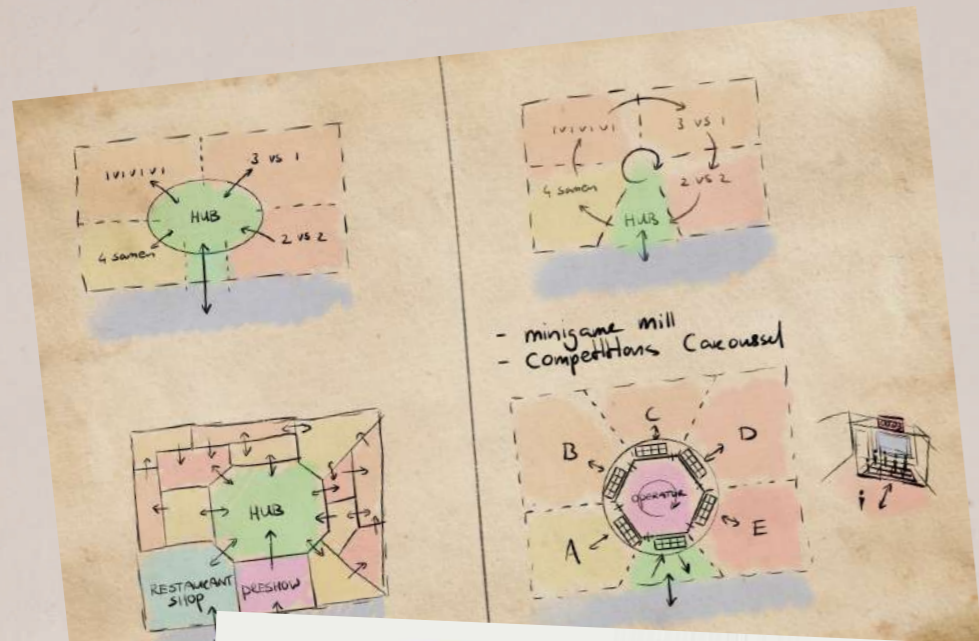
Multiple I.D.E.A. locations could be established in cities like London and Paris, with each one featuring a distinctive period and elements rooted in the local history. For instance, in Paris, the experience could be set in a famous era with elements from Parisian history, such as Place des Vosges, the Louvre, and events like the theft of the Mona Lisa by Vincenzo Peruggia in 1911.



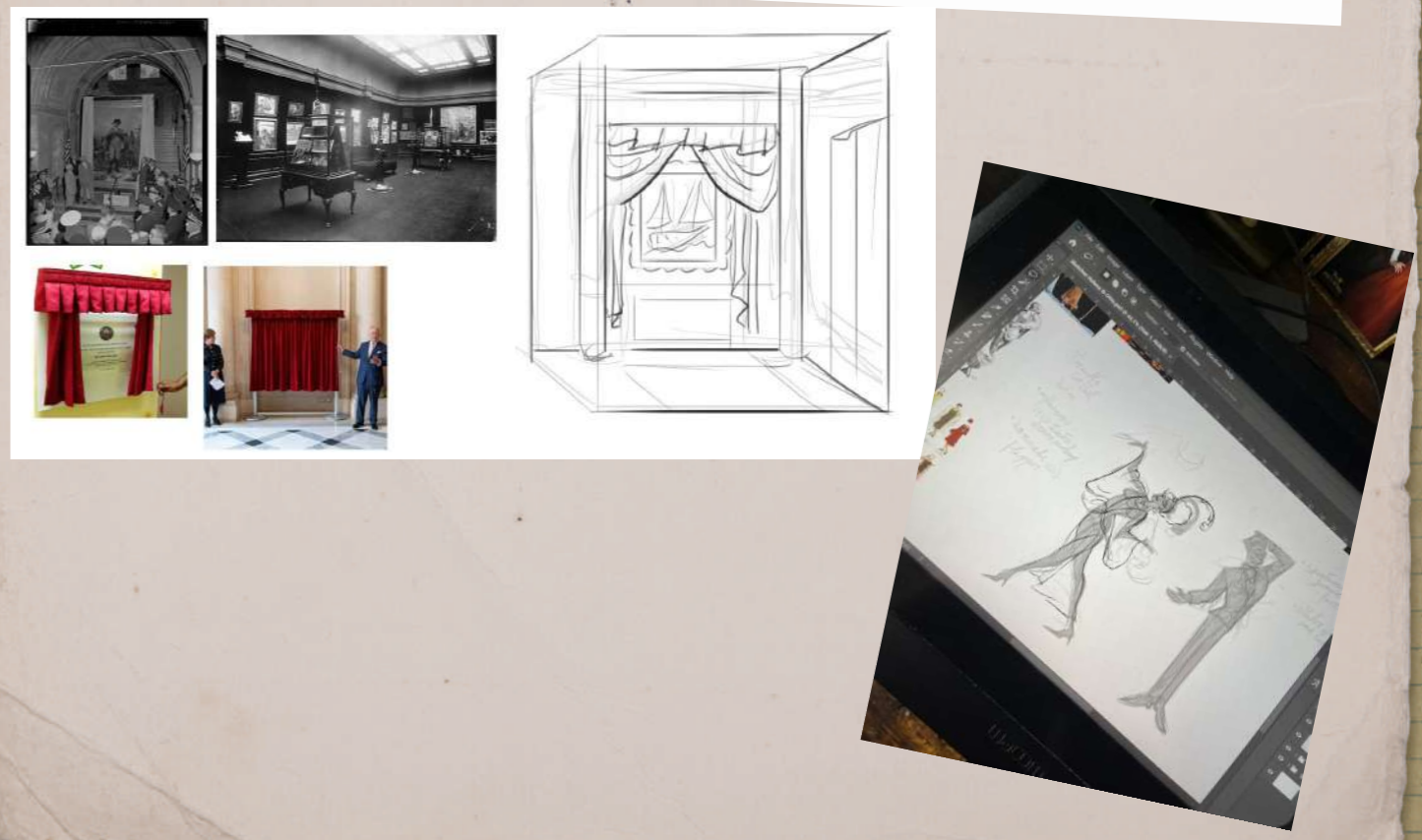
What if this concept was placed in London?



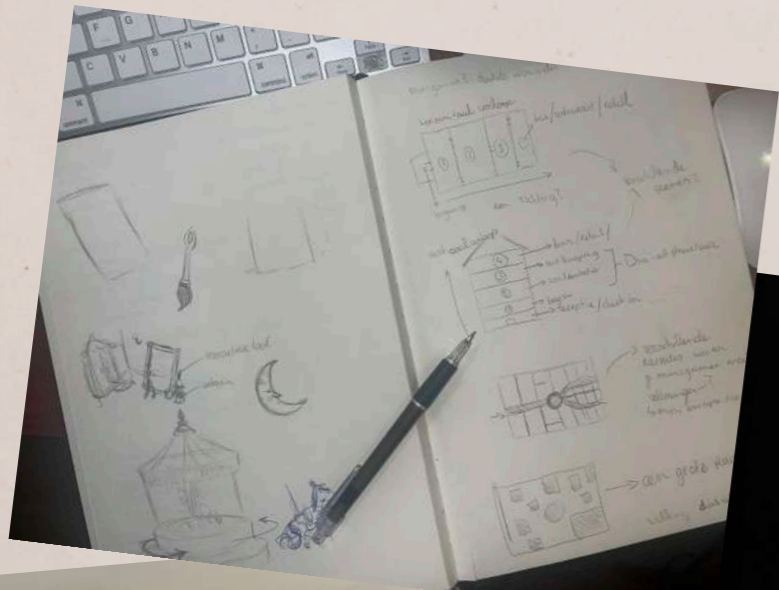
Concept development of the space



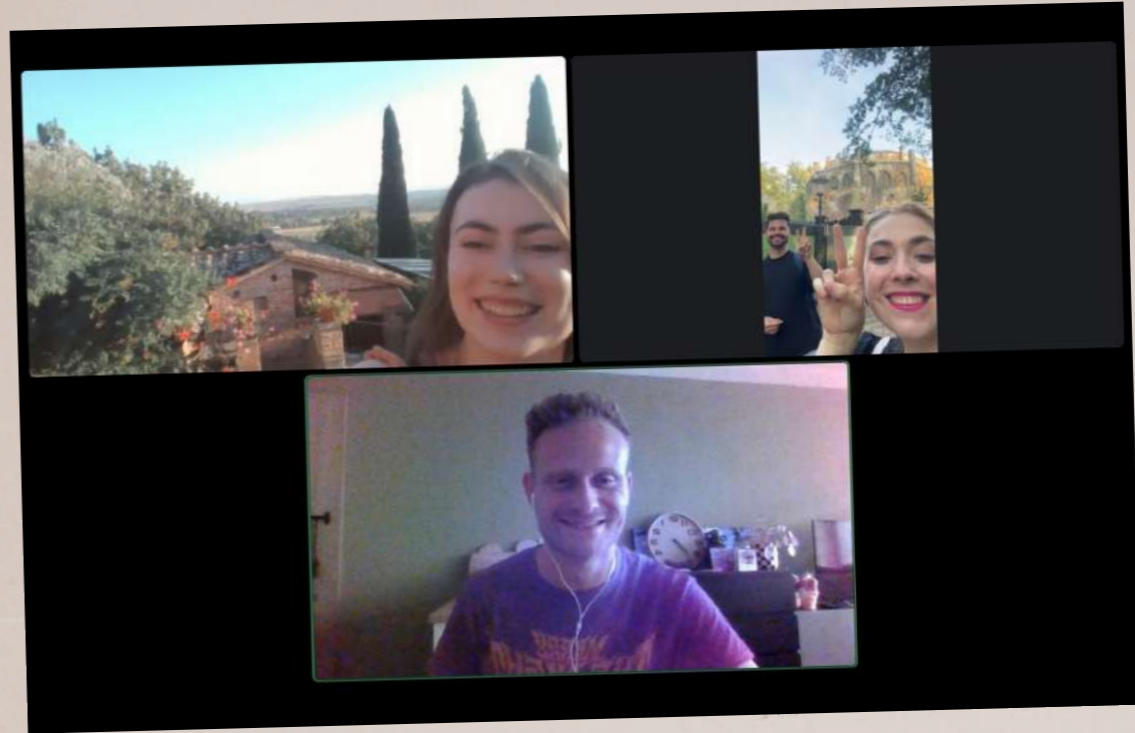
Adding character to the concept



Using different kinds of techniques to color our concept



Lots of digital meetings



On lots of different locations like Italy, The Efteling, Amsterdam and ofcourse at home



MYSTERY SOLVED

MYSTERY SOLVED

We would like to sincerely thank Storyland Studios for organizing the 2024 Design Challenge, which brought us together as friends and allowed us to combine our diverse skills and expertise.

The open nature of the brief truly challenged our creativity, leading to countless digital and in-person meetings over the past three months. After a very intense final sprint toward the deadline, we are proud to present a project that we have come to love. We now hope our work will inspire and excite others as much as it has for us.



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