

**VISIONARY VALLEY : WORLDS OF AMAZEMENT**





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# PROJECT TEAM



**Erik Huijing**

After being a huge theme park fan for pretty much all of my life, it is finally time to turn my hobby into a career.

As editor for the dark ride database, I have learned a lot about the themed entertainment industry and my background in mechanical engineering gives me a solid basis to work with.

I'm looking forward to bring my skills and knowledge as a consultant and show producer in the themed entertainment industry.



**Lyssa Troemel**

I am a multi-disciplinary artist and recent MFA graduate of UNCSCA's Animatronics program currently based in North Carolina.

I bring experience with multiple artistic mediums along with nearly a decade of experience with Makerspaces. I love finding ways of encouraging creativity in people and how themed entertainment can be used to tell stories that encourage that creativity.



**Robin Van Gils**

As an engineer, I am deeply involved in technology. In my daily work, I focus on designing and engineering food processing machines. What I enjoy most about engineering is developing and detailing specific components.

I also find it wonderful to see my detailed concepts in 3D come to life in the real world; it's something I truly appreciate.



**Gulcin Ozsaylan**

I am a Creative Designer and Architect specializing in theme parks and immersive experiences.

With a strong architectural background and experience on iconic projects like Turkey's first theme park, American Heartland Theme Park, and Atlantis Hotel, I blend creativity and technical expertise to push the boundaries of design in the entertainment industry.



**Suzanne Soliman**

As a visual artist and designer I've been creating and delivering captivating visual solutions for various projects and clients.

With a BFA in illustration, I have a passion for telling stories and creating immersive visual experiences using my skills to bring stories to life across different media. I have worked with escape rooms, theaters, and scenic shops as an artist applying my skills in concept art, scenic design, painting, and art direction.



# INTRODUCTION



Today's world is driven by technology. From the phones in our pockets, to the automatic doors in buildings, it is everywhere we go. What we often don't realize is that this technology is key to all kinds of art. That game you play on your phone was not simply programmed. It required a team of artists to design the levels, characters, and story. And while flying a drone, have you ever wondered what would happen if you added a dozen more drones and lit up the sky?

*'Visionary Valley: Worlds of Amazement'* is a Location Based Experience (LBE) where guests can go on a journey through various worlds. Each world is set in its own theme and focuses on its own subjects. Guests will explore several experiences where art and technology come together to create the most exciting things ever seen. These experiences can vary from interactive exhibitions to classic rides with a twist.

At Visionary Valley, we can reflect on the power of creativity. It is the spark that ignites innovation, the force that propels us forward into uncharted territories. Here, amidst these vibrant attractions and interactive exhibits, we invite our guests to unleash their creativity, to dare to dream, and to envision a world yet to be imagined. Our goal is to inspire as many people as possible to be more interested in both technology and art to show that anyone can be an inventor or artist. Even you!



# CONCEPT OVERVIEW

*‘Visionary Valley: Worlds of Amazement’* consists of three worlds, a hub and entry hall. Each world is set in a different theme and lays focus on different aspects of art and technology. In *Visionary Valley*, guests leave our daily world behind to be amazed every time they enter a new experience.



## Grand Central Station

When guests walk through the entrance of Visionary Valley, they will enter the Grand Central Station. This is where everyone’s journey begins. It is where the tickets are checked (and sold if needed), where people can find guest services, a restaurant, and a gift shop. Guests can board one of the trains in the Grand Central Station to take them to the first world.

## World I: Steamtown Springs

The train has brought our guests back in time, yet not exactly our time. Steamtown Springs is a town with a Steampunk theme. Here our guests can enjoy several experiences that combine physical technology with art. They can for example ride a dark ride that shows the making of... a dark ride! Also, they can join one of Gustav Eiffel’s apprentices for a flight, who shows our guests how the Statue of Liberty was made.

## World II: Cybertropolis

In Cybertropolis our guests can experience an alternative present. It is set in a Cyberpunk theme and will showcase the combination of digital technology and art. Here guests can play a video game and learn how much art is involved in the creation of these games. They can also create their own music with the help of Artificial Intelligence.

## World III: Creatopia

The first two worlds are meant to inspire our guests and show that both art and technology are all around us. In this last world, that depicts a utopian future in a Solarpunk theme, our guests get to be the creators themselves. They can use digital technology to create their own drone show or use physical machines to create some real art. In Creatopia, everyone is an artist, inventor or both!



# FLOOR PLAN



**World II: Cybertropolis**

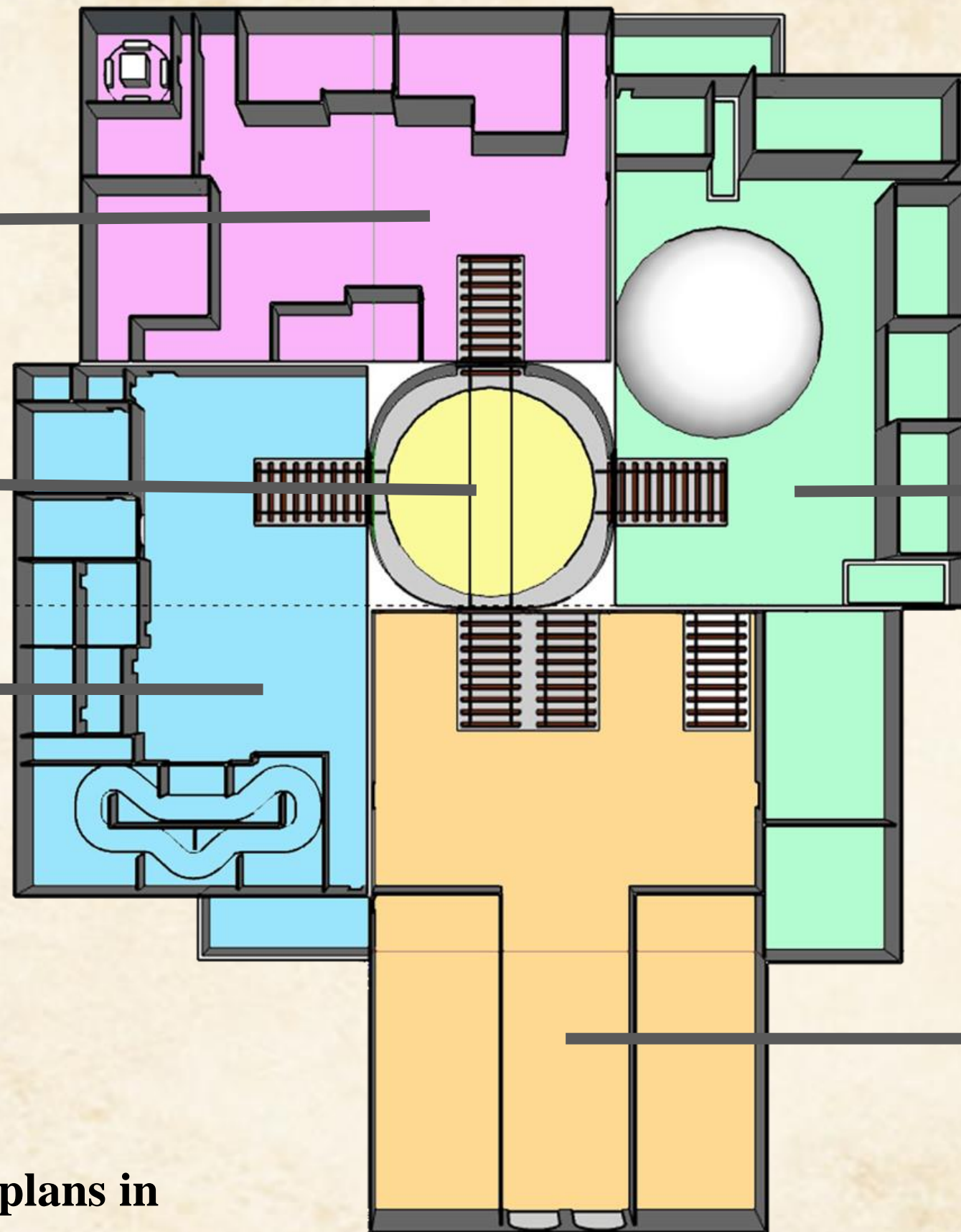
**Otherworld Express**

**World I: Steamtown Springs**

**World III: Creatopia**

**Grand Central Station**

**More detailed drawings and floorplans in  
Appendix A - Floorplans**





# GRAND CENTRAL STATION

After entering *Visionary Valley*, our guests will arrive at the Grand Central Station. The station serves as the hub for *Visionary Valley*. Tickets are checked here, there are service desks for those who need it and you will find a restaurant and gift shop in the station.

At first glance, the Grand Central Station looks like a beautiful, yet regular train station. When looking more closely, it will show several hints to the worlds that the guests will soon be visiting.

In the station itself are three tracks. The center track has an amazing steam train that will be the centerpiece of the station. Every once in a while, the whistle can be heard and the engine can be seen blowing off steam.

One of the other tracks, the left one, is used for a transportation system that will take visitors to the first world. Here, they can board one of three carriages of the *Otherworld Express* for a journey to the first amazing world.



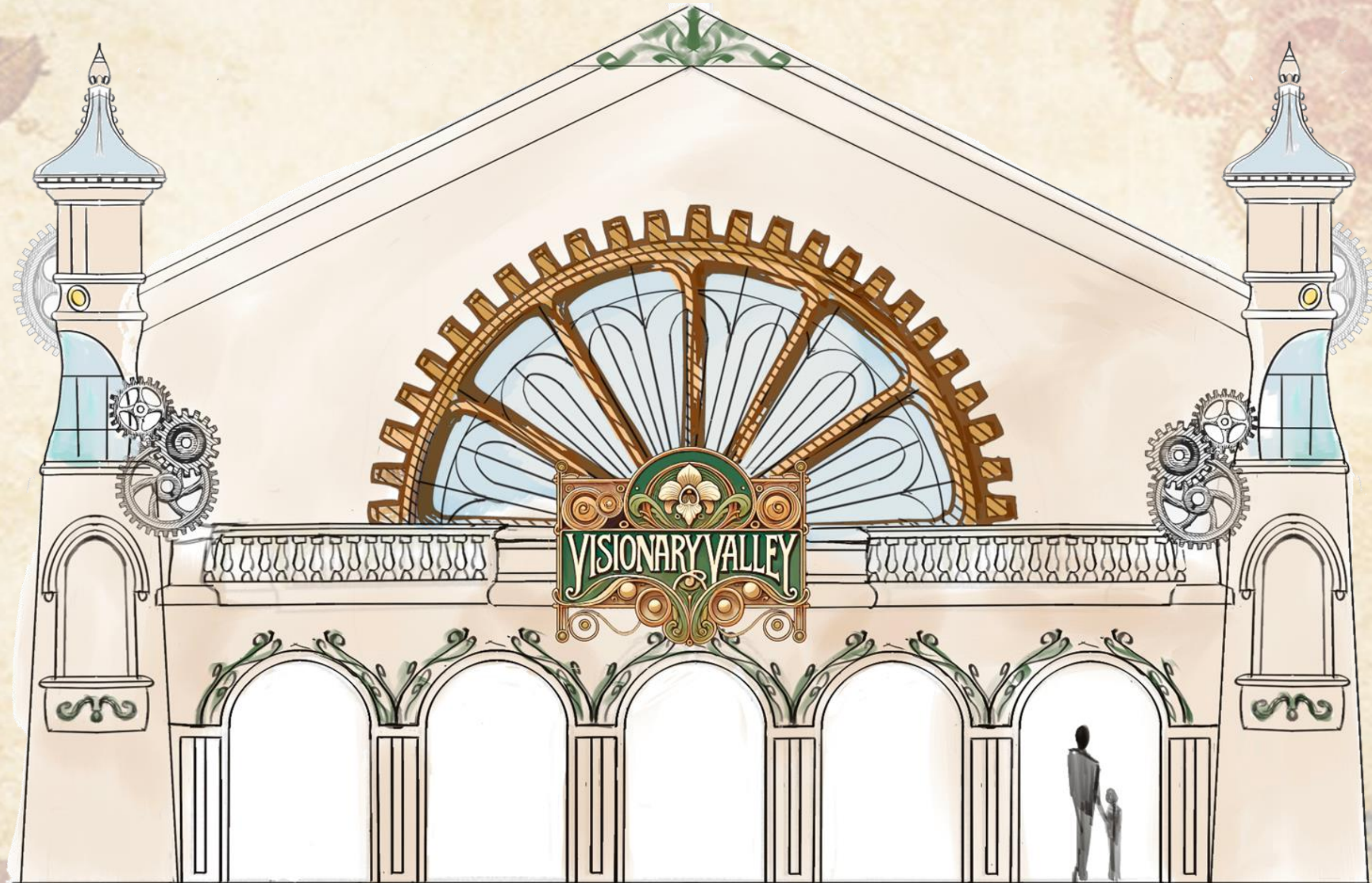


# GRAND CENTRAL STATION SKETCH





# GRAND CENTRAL STATION FRONT ELEVATION





# GRAND CENTRAL STATION 3D VIEW





# OTHERWORLD EXPRESS TRAIN TO AMAZING WORLDS

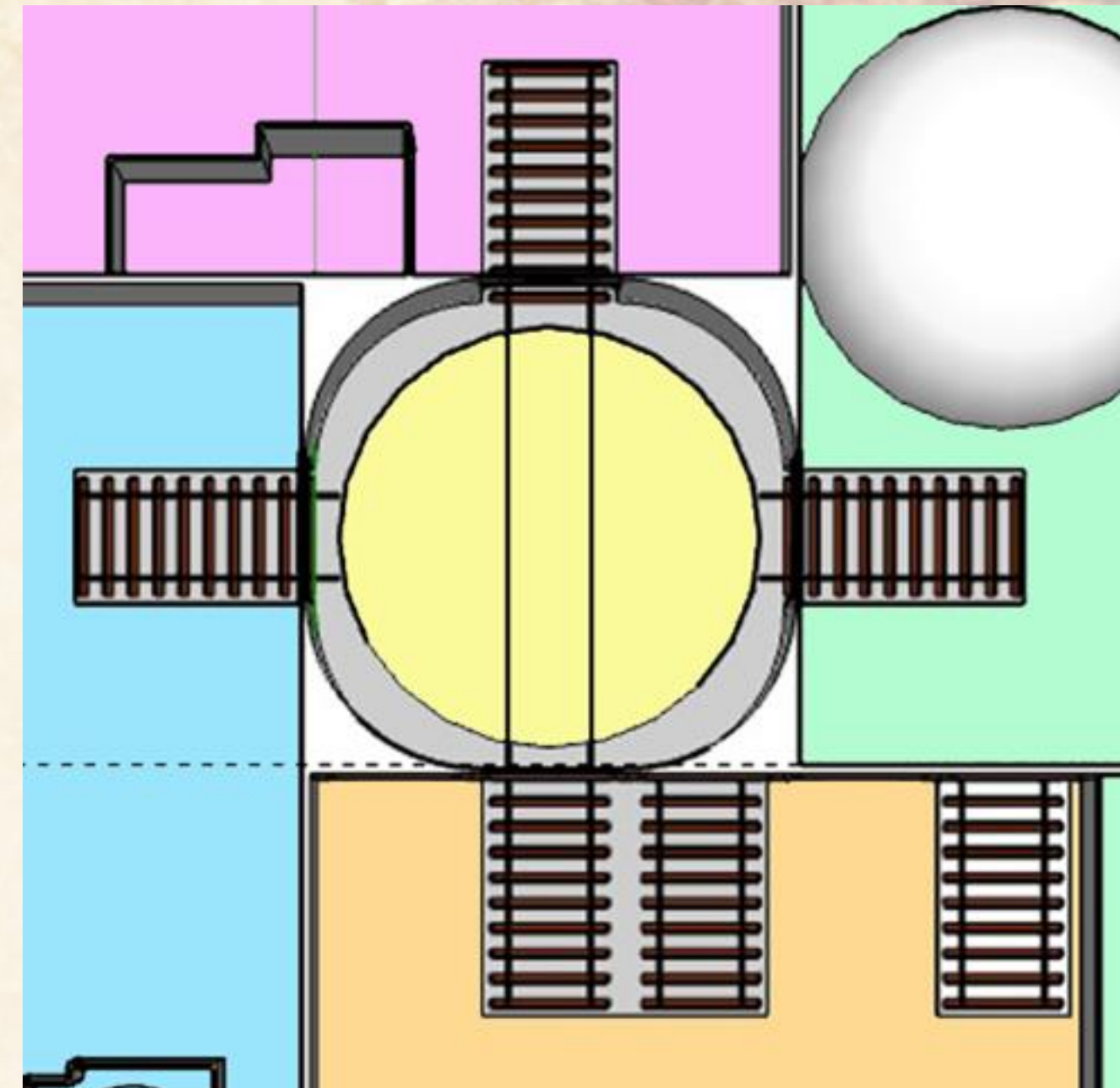
The *Otherworld Express* is both a transportation system to the other worlds and a motion-simulator. Guests of *Visionary Valley* will board the train to travel from world to world.

When the door at the end of the station opens, the train can move into the next room and onto a turntable. The room consists of projections 360° around and all above the train (similar to *Hulk Epsilon Base 3D* at *IMG Worlds of Adventure* for example). These projections will simulate a journey between the worlds that are being traveled.

The track on the turntable is placed on hydraulic cylinders that give the track (and therefore the train) two degrees of freedom: pitch and heave. With these degrees of freedom the train can simulate movements like acceleration, breaking, turning and shaking of the train. Other degrees of freedom are not necessary, as they are unrealistic for a train ride.

The ride system contains three train vehicles, which cycle through the different worlds. Once the first train has left the Grand Central Station and arrived in World I, the second train can depart from World III and move to the empty spot in the Grand Central Station. The third train in World II can then move to the empty spot in World III, after which the first train can leave World I again and head to World II.

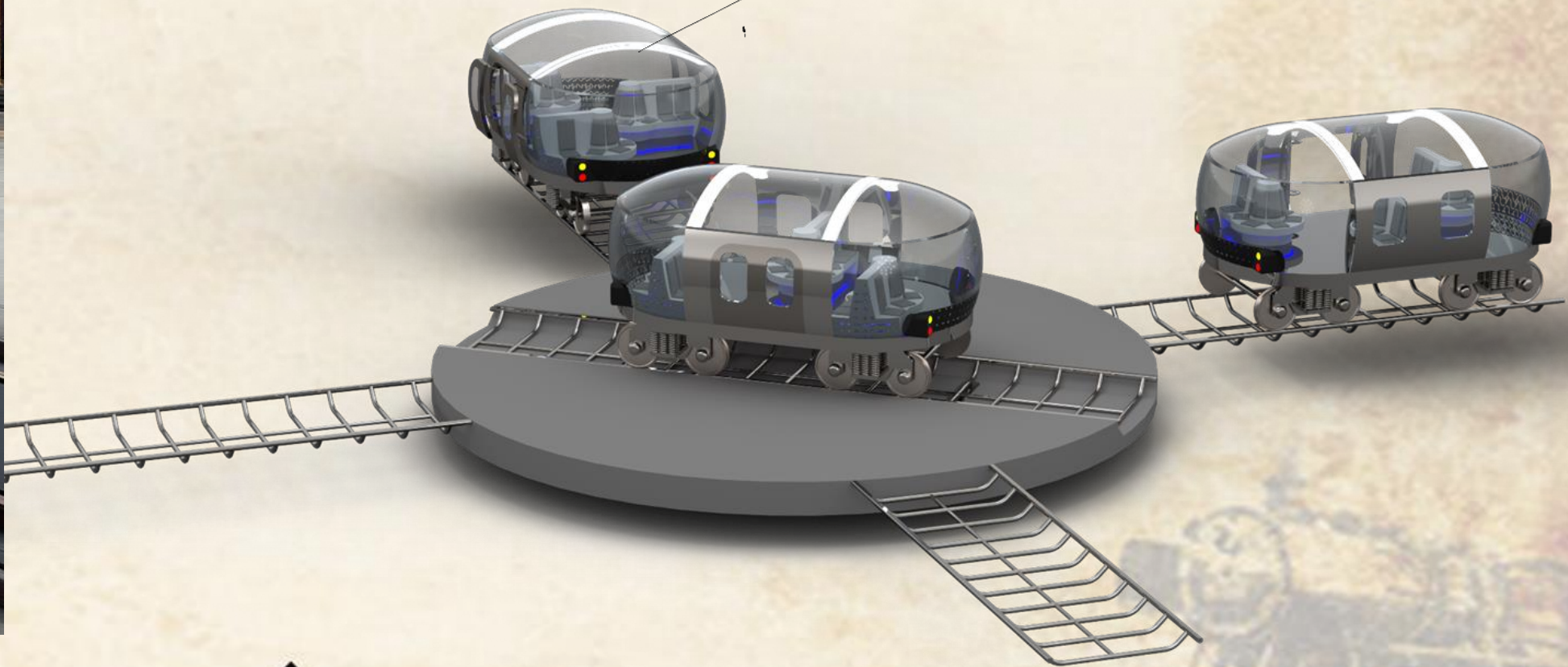
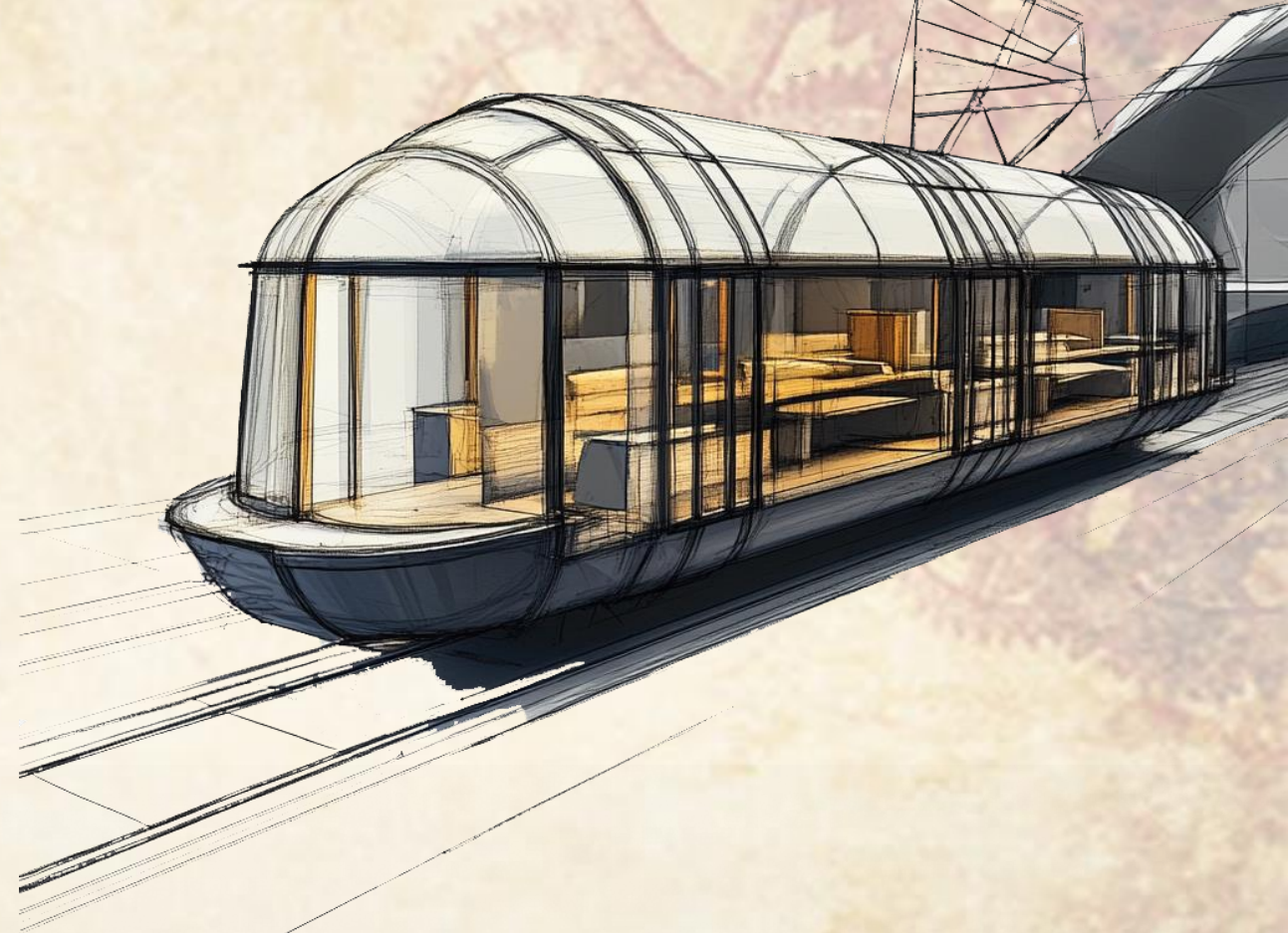
Trains that arrive in their next world need to wait a complete cycle before they can depart again. Each sequence is planned to take approximately 2 to 3 minutes, including moving on and off the turntable. This means that a train will depart 5 or 6 minutes after arriving. This gives guests enough time to board the trains and get the train ready for departure.





# OTHERWORLD EXPRESS

The ride system contains three train vehicles, which cycle through the different worlds.





# TRAIN RIDE TO STEAMTOWN SPRINGS

*You board the train at a busy, ordinary station. The conductor, an older man with a brass pocket watch and a monocle, greets you as you step onto the train. The train itself has a modern appearance, but as soon as you take a seat and look through the glass dome, something strange begins to happen. The train departs and smoothly leaves the station, but soon you notice that the world outside starts to change. The conductor comes by to check the tickets.*

*"Welcome aboard the Otherworld Express," he says with a smile. "Our destination? A world where steam and gears rewrite the laws of nature." He smiles mysteriously and adds, "Keep your eyes open, ladies and gentlemen, for this journey will take you to a time that never was but always could have been."*

*The train enters a round hall. The lights in the train dim, and the screens around the hall begin to flicker. At first, you see images of "Grand Central Station" and the current world, but these are soon overwhelmed by mists and clouds of steam. The buildings outside transform into Victorian architecture, with large, smoky factories and intricate clockworks dominating the skyline.*

*You hear the hissing of steam and the clattering of giant gears, and it seems as though the train itself begins to change—the lights inside shift.*

*Meanwhile, the conductor tells an exciting story about a lost city that can only be reached via this train, a city where machines come to life and the secrets of time and space are hidden. The screens now show giant airships floating through the misty sky, as well as steam-powered steampunk robots marching through the streets. When the train finally stops, the conductor calls out, "Welcome to the world of steam and steel, where the future is powered by the strength of the past. Welcome to Steamtown Springs!" You step out into a world that is a blend of the Victorian era and futuristic technologies, where steam power is the driving force behind everything.*





# WORLD I: STEAMTOWN SPRINGS

When the train arrives at the first stop, our guests will enter a town called Steamtown Springs, which dates back to the early 1900s. It is however an alternative reality, where the combustion engine was never invented and everything runs on steam. Each building is connected by pipes for the transportation of steam instead of power lines. Smoke rises from the manhole covers every once in a while.

The town contains several experiences that are designed to show how physical technology can be combined with art. Riders can ride a dark ride to learn how animatronics were created, take a flight on a simulator that will teach what structural engineering has to do with art, or they can visit one of the interactive exhibitions in the town.





# WORLD I: STEAMTOWN SPRINGS



*Every building is adorned with intricate gears, pipes, and brass fittings. Steam and smoke billow at different intervals.*

*Visitors waiting to engage in experiences that combine physical technology and art.*





# EXPERIENCES OF STEAMTOWN SPRINGS

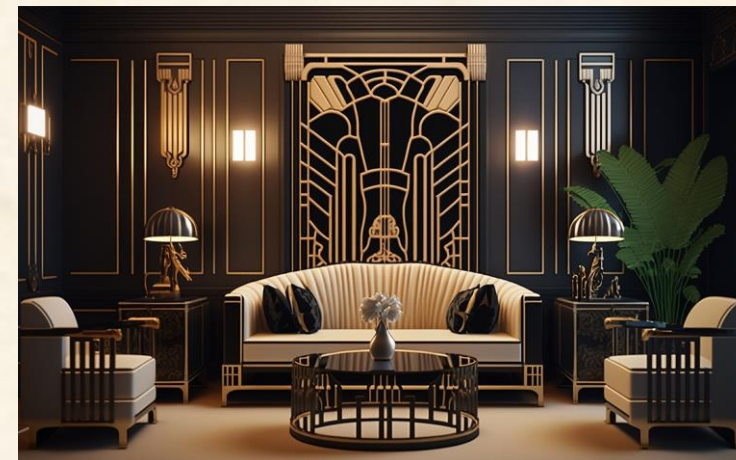
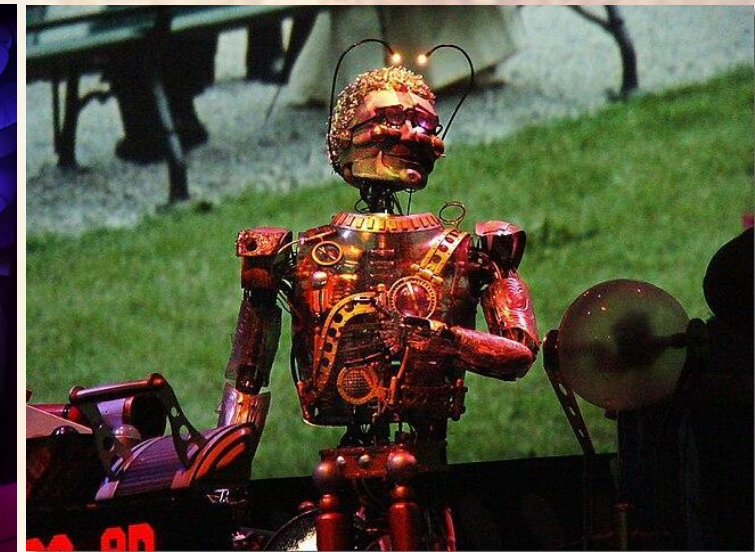


## Animatronica: A Lifelike Character

*'Animatronica'* is a small dark ride, where our guests will experience the creative journey that dark ride designers go through, with a central focus on animatronics. Various multimedia screens will show clips of the making of a dark ride scene. Physical scenery around the screens progress from a construction site to finished scenes. The grand finale is the scene that was seen in the making of, where a bird tells a humanoid droid a joke.

## Unlimited Art-itecture

This architecture exhibit will take guests through various rooms that are decorated in different architectural styles. In each room, a story is being told through projection mapping on the walls and furniture. While the rooms are focusing on interior design, the projection mapping will also show more about exterior architecture.

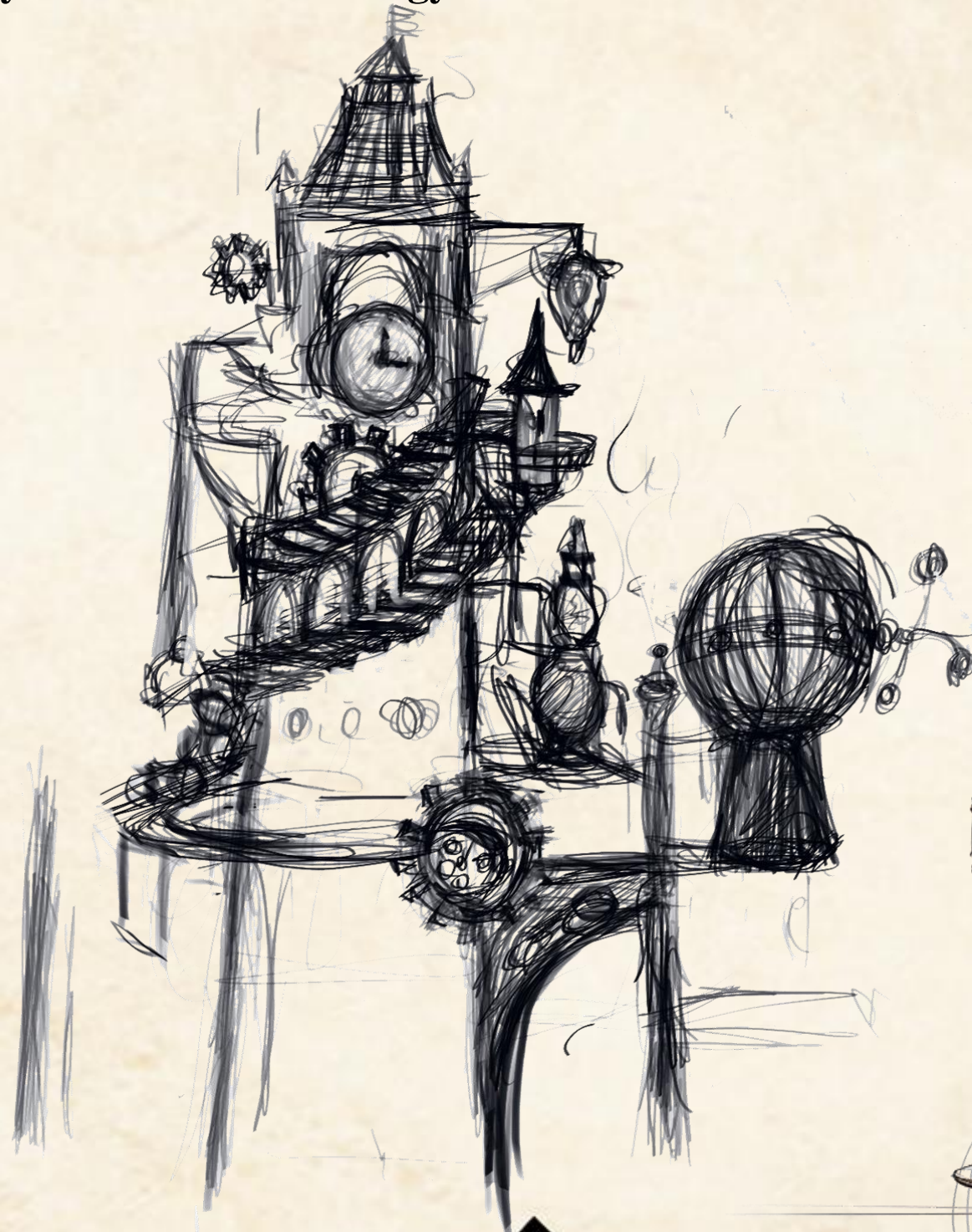
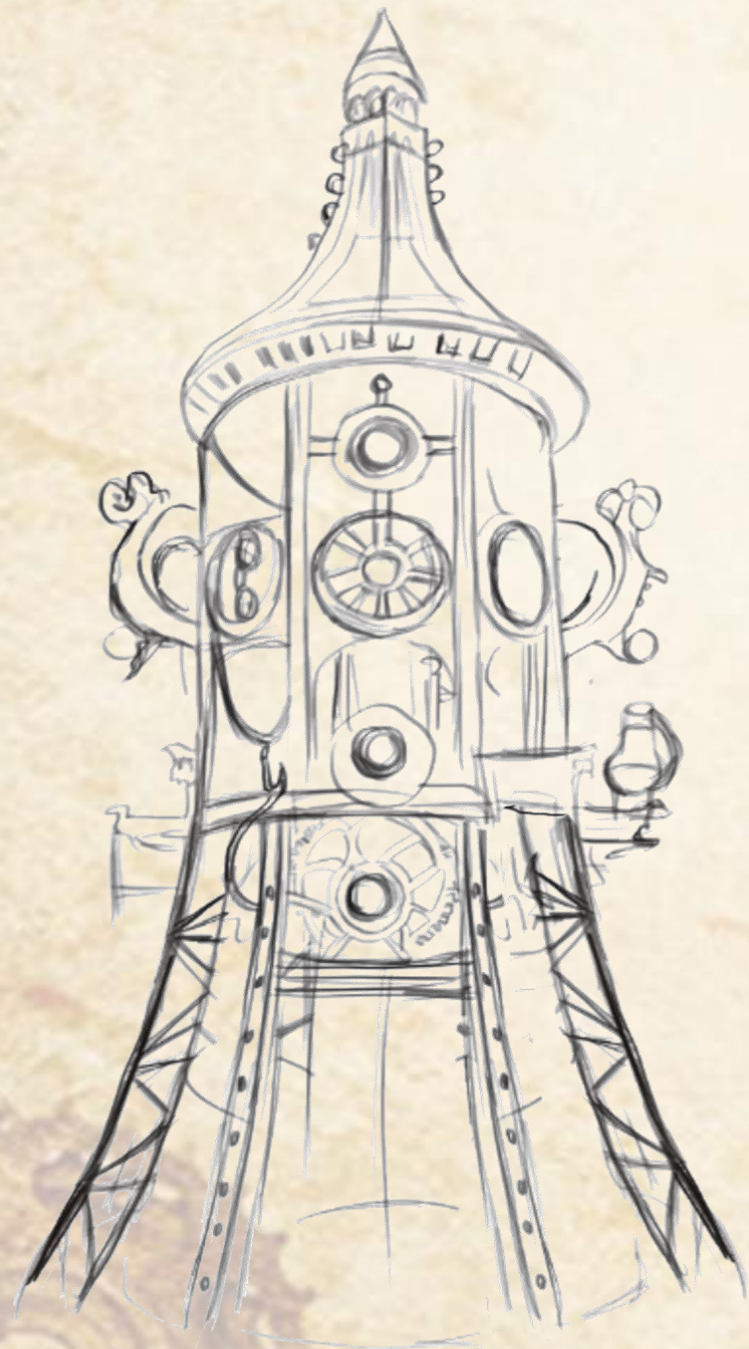


*The images above are for reference only!*



# STEAMTOWN ADVENTURE TOWER

A themed walkthrough area that features interactive elements. Guests can turn cranks, press buttons, and engage with kinetic sculptures that demonstrate principles of mechanics and electricity. Some of which are powered by alternative energy sources, highlighting the wonders of electricity and renewable energy.





# CLOSE-UP: LE VOL d'EIFFEL

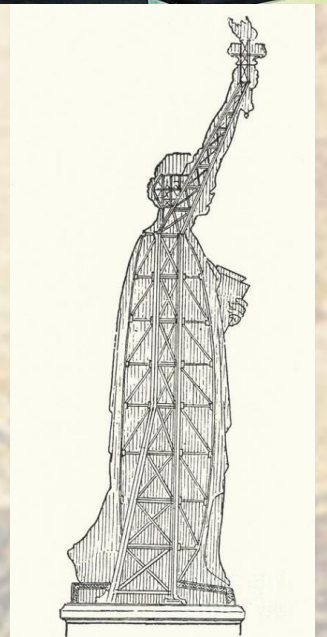
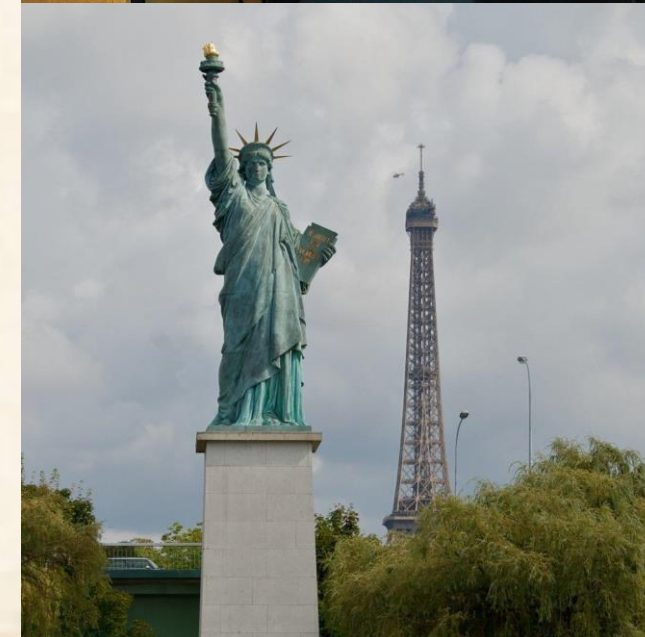
One of the signature attractions of Steamtown Springs is Le Vol d'Eiffel (Flight of Eiffel). This simulator will take guests on a flight around various works of Gustav Eiffel.

Visitors of Le Vol d'Eiffel will enter an alley between two buildings by passing underneath a scaled model of the Garabit Viaduct. This alley serves as the pre-show area of the attraction. On the walls are posters promoting the Eiffel tower at the 1889, 1900 and 1937 World's Fairs that were held in Paris. There is also a display that shows blueprints of engineering projects of Gustave Eiffel. Mostly bridges and other steel structures.

Every ride sequence, a video in the corner of the room plays a pre-show video. It shows one of Gustave Eiffel's apprentices with the actual Garabit Viaduct in the background. The host talks about structural engineering and how Eiffel built several large bridges, buildings and of course even the Eiffel Tower in Paris. He invites the guests for a tour that will pass several of his famous projects, to end with one very special one.

The door to the main show opens and guests can enter. The main show consists of a standing simulator ride system, holding up to 20 people per cycle. Once all guests have taken place, the screen will show a film that will simulate a flight over various objects.

Starting at the Garabit Viaduct, to Maria Pia-bridge and the Eiffel Tower in Paris. While in Paris, the flight takes a small detour over the Île aux Cygnes, where the smaller version of the Statue of Liberty stands. From here, the flight continues to New York where the original statue of liberty is located. The film will circle around it, with animation showing how the structure was built and how structural engineering by Eiffel was combined with sculpting to create such a magnificent piece of art.





# TRAIN RIDE TO CYBERTROPOLIS

*You board the train at the Steamtown Springs. The female conductor, who seems entirely out of place here, is a mysterious figure with an eye implant and a long black coat, greeting the passengers as they step onto the train. The train itself is modern, but you quickly sense an underlying tension in the air.*

*"Welcome back aboard the Otherworld Express," says the female conductor with a mysterious smile. "This ride will take you from the mechanical marvels of the past to the glimmering streets of the future."*

*The train begins to move, steam hissing from the metal pipes in the station as the wheels clatter on the tracks. The train enters the next hall. Slowly, the brass and copper gears fade away, and the warm glow of gas lamps gives way to the cold, blue lights of neon signs. The clouds of steam are replaced by digital rain, as the cities transform into towering, gleaming skyscrapers. The train travels through a city alive with electricity, where holograms dance over the streets and flying cars zip through the sky.*

*"Prepare yourselves, travelers," calls the conductor with a dark laugh, "This is the digital world, where technology and humanity clash in an eternal struggle for power. Be wary, for here, nothing is as it seems."*

*As the train comes to a stop, you look out the windows to see a massive station resembling an urban jungle, full of neon lights, holograms, and endless rows of people hastily making their way. "Welcome to the Cybertropolis," says the conductor, encouraging you to explore the dark but fascinating city.*

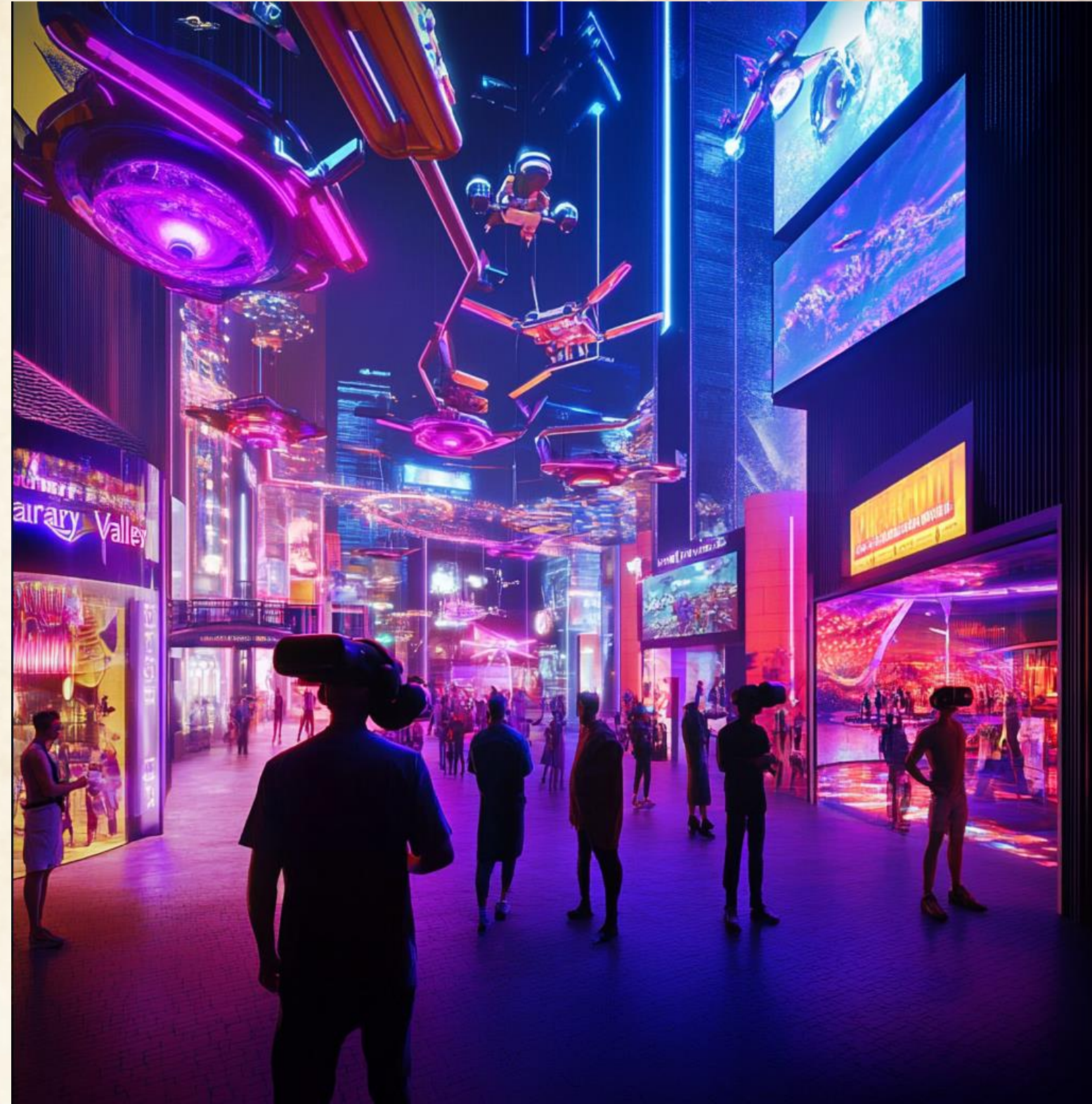




# WORLD II: CYBERTROPOLIS

The second train ride brings our guests to Cybertropolis. It is dark in this dystopian town with a Cyberpunk theme. Buildings are lit up with neon lights. Billboards on top of the buildings consist of video displays and advertise the lifestyle of an alternative reality

Just like the previous town, Cybertropolis contains several experiences, but these experiences focus on how digital technology can be combined with art. Guests can play a game on an interactive ride and learn more about the art we see in games. In an interactive experience they can create their own music with the help of artificial intelligence.





# WORLD II: CYBERTROPOLIS





# WORLD II: CYBERTROPOLIS

*Experiences in Cybertropolis focus on how digital technology can be combined with art.*



*Guests can play a game on an interactive ride and learn more about the art we see in game or engage in an interactive experience they can create their own music with the help of artificial intelligence.*



# EXPERIENCES OF CYBERTROPOLIS



## It's All Fun and Games:

‘It’s All Fun and Games’ puts game developers and the jobs they do in the picture in a playful way. Guests will take their place on a revolving theater. Each cycle, the theater rotates towards an interactive scene where guests can play a level of the game.

In the game, the guests need to find several robots that are hiding between the citizens of the town, and take them out with a stun gun.

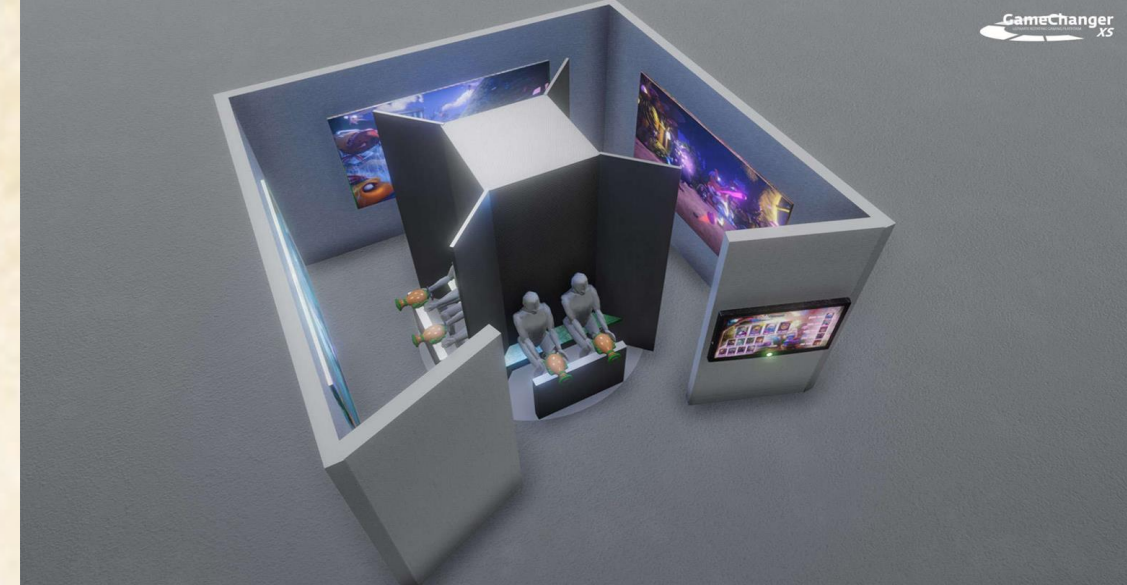
At the end of the game, guests are led through a post-show. Here they can find all sorts of information on the creation of games and particularly how the game of the ride was made. The learning part of this experience is deliberately put after the ride itself, because children that are excited to go on the ride and play the game, may not be paying much attention to an educational pre-show.

## A Light in the Dark:

Guests are given a vest to wear during this experience. The vest can light up in different colors. They are then led through several rooms of the experience, where the vest will light up and interact with the room or other visitors. In a small maze, the lights will lead the right way and turn red when the wearer goes in the wrong direction. In another room, each vest will have its own color that merges with another when close together. For example: two guests have a yellow and red vest. When they come close to each other, their colors will fade to orange.

## Digital Graffiti Wall:

Unleash your inner Graffiti Artist with the Digital Graffiti Wall. Select a color and spray style by selecting a spray can. Then through gesture recognizing technology watch as your gestures create art on the Wall. The art is saved and then visitors are able to vote on which ones will be saved to the virtual gallery.



*The images above are for reference only!*



# CLOSE-UP: MUSIC TO MY EARS

This attraction is designed to encourage collaboration and interaction. The music created in the different zones is seamlessly integrated into a central AI system. This means that movements in the dance area, touches on the screens, and sounds in the sound booth all influence the same musical composition. Visitors can hear their individual creations as they move through the room, but they can also experience the collective composition, which constantly evolves based on the interactions of everyone present. This experience combines technology and creativity, resulting in a unique and dynamic musical journey entirely determined by the participants.

## Zone 1: Motion and Dance Space

At the heart of the round room is a large open space. In the middle of this round room, there is a large hologram of a human figure. Visitors wear their own headphones, as everyone's music will be different. In this large open space, visitors can freely move and dance. As they do, their movements are tracked by sensors and cameras connected to an AI system. This system interprets the movements and translates them into musical elements such as rhythms, melodies, or effects. For instance, fast, energetic dances might result in upbeat rhythms, while slow, flowing movements could create ambient music.

## Zone 2: Interactive Screens

Around the room are interactive screens that serve as musical 'controllers,' allowing visitors to adjust the music by touching, sliding, or rotating various knobs and sliders. Each screen represents a different aspect of the music, such as the bassline, melody, or percussion. As visitors manipulate the screens, they immediately hear the changes in their headphones, allowing them to create a unique sound that constantly adapts to their preferences.

## Zone 3: Sound and Voice-Controlled Booths

At the edge of the room is an enclosed booth where visitors can influence the music by talking, singing, or making other sounds. The booth is equipped with advanced microphones and AI technology that analyzes the visitor's voice and translates it into musical output. For example, if someone hums or sings, the AI can create a harmony or use the pitch to build a melody. Speaking can be turned into rhythmic patterns or used to activate or mute certain elements in the music.





# TRAIN RIDE TO CREATOPIA

*At the cyberpunk station, you board the train. The conductor, a cheerful figure dressed in light, earthy tones, with sunglasses and a smile that exudes confidence, greets you. The odd feeling that the conductor doesn't quite belong to this station sparks strange thoughts in your mind. The train itself has a serene and modern appearance. As soon as you take your seat and look out through the glass dome, you still see the neon lights.*

*As the train departs, the windows fill with the hustle and bustle of a cyberpunk city: rain lashes down on the neon-lit streets, drones patrol the skies, and people hurry along dark alleys. But after a while, the hectic cityscape begins to fade. The rain stops, the neon lights dim, and the streets grow quiet.*

*Slowly but surely, images of green parks, clear blue skies, and buildings covered in plants appear. The technology doesn't disappear, but it transforms: drones that were once surveillance cameras are now helpers in agriculture, and the surroundings display beautiful landscapes and solar energy plants. The environment fills with the sound of singing birds and the hum of wind turbines. The conductor smiles at you. His voice is soft and calm, as if he is one with the environment.*

*The conductor explains that this world is based on harmony with nature, where technology is used to protect the planet and improve society. The train arrives in a bright, sunny world where everything revolves around sustainability and cooperation. The conductor announces, "Welcome to Creatopia, where technology and nature thrive together, a symbiosis that warms the future." The passengers disembark at a station filled with green plants and solar panels, where the air is fresh and pure.*





# WORLD III: CREATOPIA

The train has arrived at the third and last world: Creatopia. This world differs from the others, as it no longer contains experiences, but instead invites all guests to join workshops.

Creatopia is set in a solarpunk theme. Visitors will be welcomed to a futuristic and most of all, green world. The town is completely in harmony with nature and is powered by renewable energy. Creativity is found in every corner and visitors are encouraged to join in the fun. They can create custom pieces in any of the spaces or they can purchase kits and assemble them there. Guest artists are invited from near and far to show off their skills and sell their items as well.





# WORKSHOPS OF CREATOPIA

## 1. Create Your Own Drone Show

Guests can program drones to create a short show under the geodesic dome. For an upcharge, they can receive a recording of the show when it's done. Visitors can also observe from outside the dome or have a front row seat inside.

## 2. Electronics Area

Guests can purchase kits to assemble small robots and electronics kits that can be taken home. These include: Brush Bot Battlezone, Animatronic/Add a motor to Automata, Build Your Own Drone and Solar Bugs.

## 3. 3D Printing

For a small fee visitors can choose to customize a souvenir that can be printed by the end of the visit. For a larger fee, guests can choose from larger designs that they will have to return to pick up. They can choose among other things: keychain, pendants/Jewelry and figurine-miniature size.

## 4. Laser Cutting

Visitors can work with different designs to create something unique to them. They will be able to have the laser cutter cut out the design, assemble the item, and then decorate it all in the same day. They can choose from: Edge-Lit Signs, Shadow Puppets, Automata and Seasonal Items.

## 5. Sewing

Visitors can create different projects from a variety of fabrics. For an upcharge, they can also add embellishments like LEDs, beads, or EL wire to their projects. Specific projects: tote bag, zippered bag, Build Your Own Clothing Item or fabric puppets

## 6. Guest Artists

On occasion, guest artists will visit the town to share their skills with the visitors. These artists can be found locally or brought in from outside the area to share their skills. They will be able to sell what they make during their visit in the Marketplace in the station. Examples: glassblowing, metal working, woodworking or puppeteers.





# OTHER AREAS



Visionary Valley features areas that are needed for this type of venue, but are not a guest experience.

## Restrooms

The restrooms of Visionary Valley are conveniently located on two sides of the facility. They are placed in a corner so that they can be accessed from two worlds. In this way, only two restrooms are needed to serve the whole LBE.

## F&B

There are two spots for F&B in *Visionary Valley*. The main restaurant is located in the Grand Central Station. This restaurant contains enough tables to serve lunch and snacks to our visitors. The second F&B location can be found in Cybertropolis. This world is halfway through the experience and contains a small F&B location for refreshments and snacks.

## Service Desks

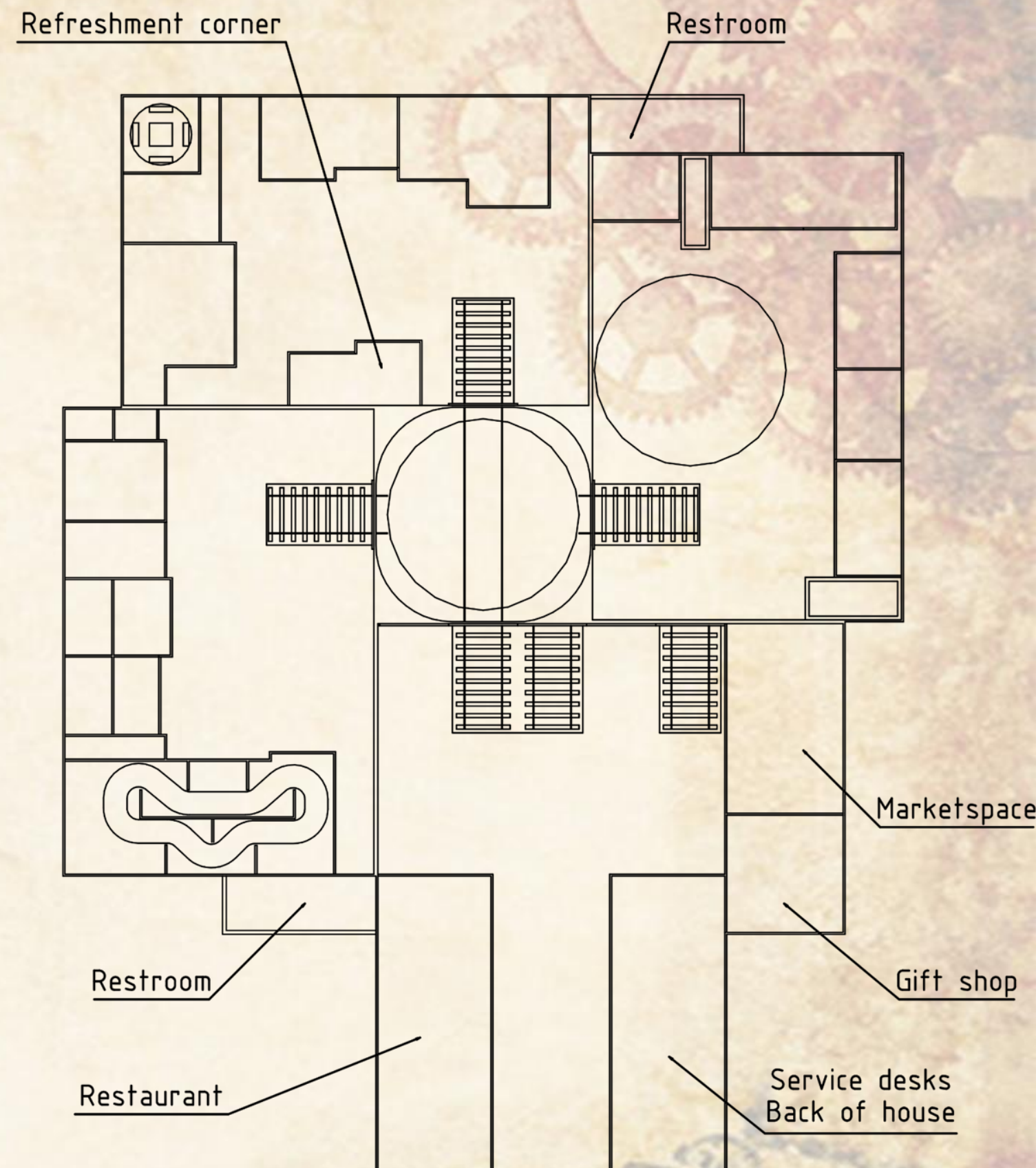
There are enough employees throughout the experience that are able to help guests with their questions. But for more complicated situations, guests can visit the service desks. These are located in the Grand Central Station.

## Gift shop & Marketspace

Visionary Valley has its own gift shop that is located in the Grand Central Station. Besides the gift shop, there is also a marketspace where local craftsmen that organize a (temporary) workshop can sell their goods. The marketspace is located between Creatopia and Grand Central Station.

## Back of House

There is a undefined Back of House area located in the Grand Central Station. These can include offices, break room and storage.





# EPILOGUE



Over the past three months, we have worked as a team to come up with several ideas that ultimately led to ‘*Visionary Valley: Worlds of Amazement*’. Our multidisciplinary team contained members coming from both the United States and the Netherlands. Time zone differences and availability of team members always were a challenge, but eventually we did end up with a result that we feel we can be proud of.

The Storyland Design Challenge has been a great learning experience for all of us and that was our main reason to participate. We would like to thank Storyland Studios for organizing this design challenge and thank the judges for reviewing our concept. We had a blast creating it.

We look forward to the results of the contest and to see the work of our fellow challengers.

Erik, Lyssa, Robin, Gulcin and Suzanne.

