gossames 8 grove

Biz Hyzy + McKenna Kreiling + Sofia Muñoz + Sasha Raskin

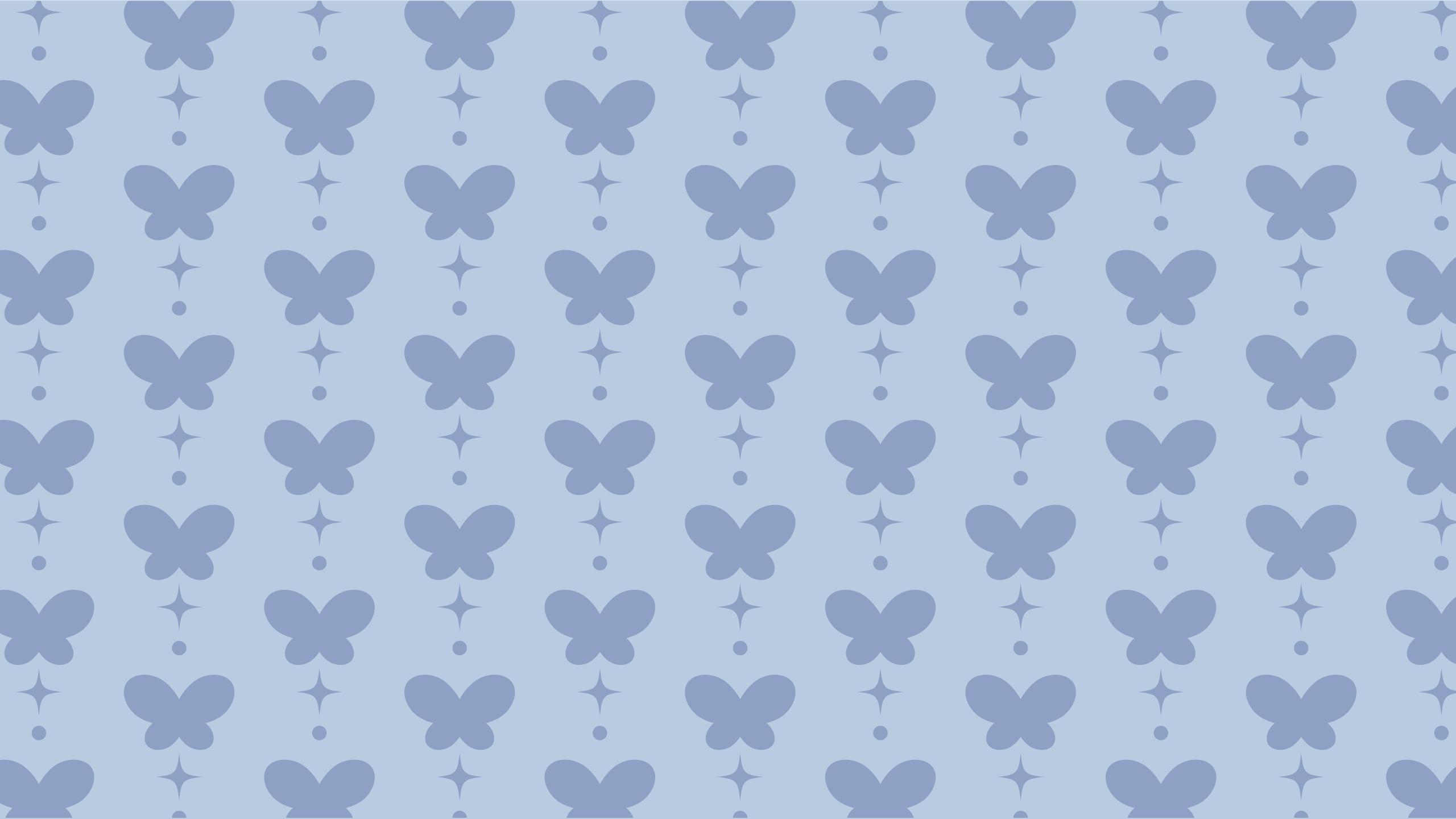


TABLE OF CONTENTS

- 3 Meet the Team
- 4 Why Gossamer Grove?
- 5 Area Map
- 7 Welcome to Gossamer Grove
- 9 Walkthrough
- 37 Final Thoughts
- 39 Sketches & Ideation



MEET THE TEAM



BIZ HYZY

Biz Hyzy is a concept artist, writer, and literary critic with 10+ years of experience in the publishing industry. She is pursuing her MFA in Themed Entertainment Design in order to transfer her passion for storytelling from the page to in-person, interactive experiences in the hopes of designing worlds that promote optimism, imagination, and whimsy.



MCKENNA KREILING

McKenna Kreiling is a seasoned creative leader, known for her ability to transform big ideas into impactful engagements. Currently pursuing her M.F.A. in Themed Entertainment Design at SCAD with a background in theatre, she's all about designing experiences that connect and resonate, whether it's through leading teams, creative development, or fabrication.



SOFIA MUÑOZ

Sofia Munoz is a Communication Designer with a passion for themed entertainment design. Currently pursuing an MFA in Themed Entertainment Design at SCAD, Sofia combines her skills in concept design, graphic design, and storytelling to create immersive experiences. With a background in illustrating, painting, and photography, her work is influenced by her love for cinema, art, and music.



SASHA RASKIN

Sasha Raskin is a designer and brand and product developer who is passionate about the intersection of design, experience, and business. With a background in marketing, graphic design, and performing arts, Sasha is currently pursuing an MA in Design Management and an MFA in Themed Entertainment Design at SCAD.

WHY GOSSAMER GROVE?



Wha McKenna

When we think location-based entertainment, we typically think of the usual theme or amusement park, arcade, or other venue experience. These locations tend to have the same criteria: lots of fun, lots of thrills, lots of food, all for everyone. We knew we were diving into a saturated market with major industry players; what could we do that would set us apart from the rest?

The world is in desperate need for third places. Coined by sociologist Ray Oldenburg, third places are environments outside of the home (first place) or work (second place) where people can go to connect with their community.¹ More often than not, third places are coffee shops, parks, or bars, but these spaces have limited visitation time and can often be overstimulating.

That's where Gossamer Grove comes in.

For the young and young at heart who need a peaceful escape from reality, Gossamer Grove is a low-stimulation community gathering area that invokes a mellow and grounding audience experience all wrapped up in an approachable yet rich fantasy setting. Unlike other themed experiences focusing on thrills and high stakes, Gossamer Grove fulfills a clear need for themed third spaces by offering a location-based interpretation of the cozy fantasy worlds people inhabit through other means, as seen through the rise of this ambient sub-genre across digital, print, and social media.²

In addition to providing a calming immersive experience, we plan to build Gossamer Grove within a high vacancy or nearly abandoned shopping mall. We hope that incorporating our experience in pre-existing infrastructure will not only improve the socioeconomic performance of the surrounding area, but also make our construction and upkeep processes more sustainable in the long run.

Gossamer Grove grew out of universal need that each of us resonated deeply with. We hope you love it as much as we do!

See you inside,

¹Ray Oldenburg, *Our Vanishing "Third Places"*, (Planning Commissioners Journal, 1997), 6-10.

² For a research-based argument for how Gossamer Grove fills an unmet need in the themed entertainment industry, please visit https://bit.ly/3AzflTf or scan the QR code:



- 1 Welcome Inn & Enchanted Elixirs
- 2 Apothecafé
- 5 Rowan's Forest Fables 8 Toadstool Treats

11 Modiste & Moss

3 Moonbeam Meadow

6 Dewdrop Den

- 9 Crystal's Charms & Curiosities
- 12 Enchantree

- 4 Thalia's Treasures & Trinkets
- 7 Twilight Tavern

10 Fae Forge

13 Everwood Exchange





Fairies are fiercely curious creatures. In an effort to learn more about human culture, they have opened up a passage between our world and the fae realm. As they explore our towns, sprinkling little miracles here and there (you can find a fairy's handiwork in our sunsets' pinkest rays or woven into a snowflake's lattice), they have, in turn, invited us to traverse Gossamer Grove.

In Gossamer Grove, homes are threaded into the trees' very trunks and roots. This allows the buildings to shift and shape according to their inhabitants' needs. When a fairy youngling is born, for example, the magic in the tree senses this and adds a nursery. When you hear the creaking and groaning of wood, such a transformation is taking place.

In the shops, you will find quiet nooks for reading and crafting, gathering halls warmed by blazing hearths and joyous laughter, and eateries where you can sprinkle confidence onto your dish or add a pump of charm to your coffee. (To some palettes, confidence has a chile pepper–like kick while charm tastes sweet and mellow, like vanilla.) Do not be alarmed if the fairies seem to be paying close attention to you. As eager as many are to journey into our lands, many more yearn to study us in their home environment. Fairies pride themselves on being thoughtful hosts and clever barterers. Fascinated by trade (long ago, they granted our wishes in exchange for our eye color or memories), they are experimenting with our currency-based methods and want to see how well they fare.

Fairykind can trace their ancestry back to one of five heritages: Arbor fairies seem to be made of twigs and leaves and have been raised to prioritize personal growth, which they also encourage in others. With eye-catching, colorful appearances, floral fairies are accustomed to being noticed and therefore tend to be cheerful and outgoing. Though fungi fairies have an age-old reputation for being homebodies, the younger generation often defies this stereotype, though they do still take great care to keep their homes comfortable and clean. Adventurous and elegant, critter fairies are said to have descended from the ancient butterflies, dragonflies, fireflies, and moths that roamed in between our world and that of the fae. Lastly, the ore fairies—who once lived deep underground but have since entwined themselves with their above-ground kin—seem to have stony exteriors but are constantly searching for deep, emotional connections.

When the shops close and the petal-lanterns dim, you wander through moss-lined passages back to the human world and remember to carry with you the kindness, curiosity, and the peaceful feeling of being present that makes Gossamer Grove so special. When you take that kind of magic back with you, it might just make our world a little more magical too.



If you're new to Gossamer Grove, you may want to start your journey at the Welcome Inn. When the hotel first opened ages ago, it was but a modest building carved within the trunk of a tree. Now that droves of humans are visiting Gossamer Grove, however, its popularity has skyrocketed. Sensing this, the magical trunk has widened, adding a row of leaf-shaped hammocks to one corridor and cubby holes to another (which you can reserve as a private study or work space). If you listen closely, you can even hear the wood cracking and groaning, suggesting more expansions to come. Most recently, the owners constructed a spacious entryway, making space for a proper concierge as well as Enchanted Elixirs. Though Enchanted Elixirs serves soups, salads, dumplings, and fried finger foods, this quick-service counter is most famous for its fruit- and milk-tea concoctions. Before you sip your potion, be sure to flip it over and give it a shake. This will rattle the ice, loosen the popping pearls, and release a swirl of mesmerizing fairy glitter.

The Welcome Inn's jovial owners, Laurel and Florian, will greet you upon arrival and urge you to add your name to the inn's hefty guest book. (They'll also direct your attention to the Inn's most famous visitors. Though he is most famous for writing the Sherlock Holmes mysteries, Sir Arthur Conan Doyle also served as Britain's ambassador to Gossamer Grove from 1916 to 1922.) If Laurel and Florian poke fun at you, don't be alarmed; that's how they show they care, as evidenced by the way they relentlessly tease each other. And if you're trying a pearl elixir for the first time, feel free to ask Florian for advice. He'd be more than happy to recommend a flavor based on your current mood.



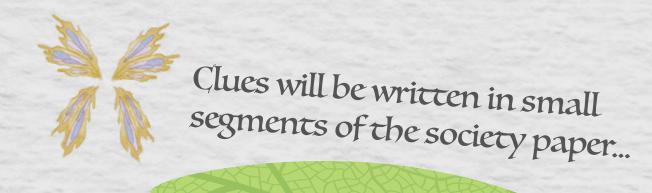
no. XXIV

Summer 2024

THE SOCIETY PAPER

Guests invested in Gossamer Grove's lore are invited to partake in a treasure hunt, which begins at the Welcome Inn. At the concierge, they can pick up the local society paper, which is missing information. As they visit the shops, the guests will learn about Gossamer Grove's inhabitants and fill in the blanks. Once they have completed the form, they can trade it in for a collectible pin at the Everwood Exchange. The society papers' will be updated quarterly so that frequent visitors will have changes to look forward to, and the clues in each shop would be marked clearly with a metallic icon of a wing.

Experience it for yourself!



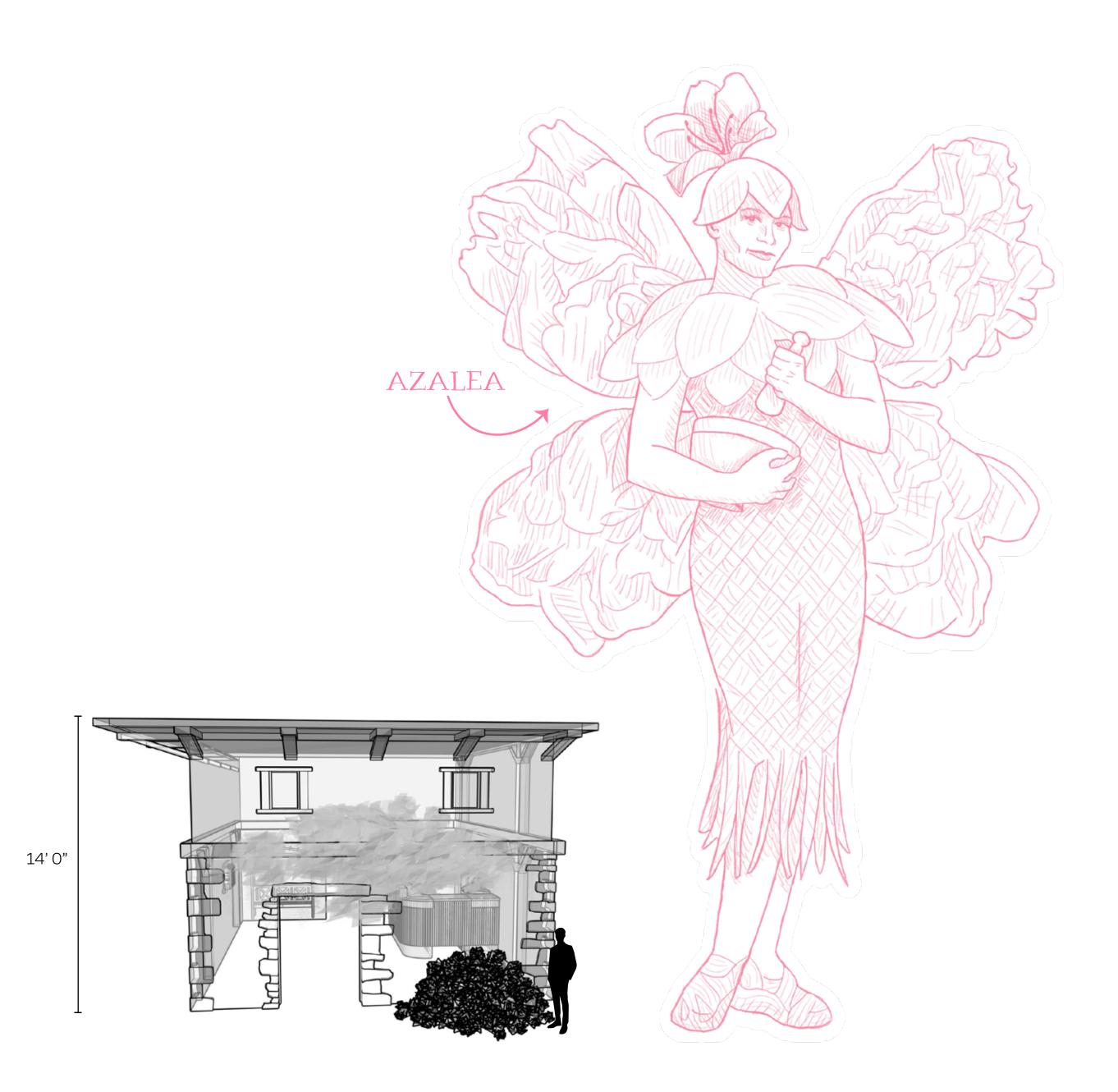
...and their location/answer on a leaf!





When patrons step into this café, they breathe in coffee's rich, intoxicating aroma—nutty and earthy, full-bodied and dark—before exhaling, letting their once-tense shoulders relax. Beyond the wicker tables and sofas with flower-shaped pillows sits a counter where the tea steeps and coffee brews. Elsewhere, spoons clink delicately against porcelain, stirring cream or honey or pumps of determination (which tastes like caramel) into the once-bitter draughts. You can even create your own spice mixtures here: Uncork the glass jars to waft in the scent of garlic and shallot, porcini and rosemary. Combine them at will, enjoying the crunch of the dried herbs as you scoop them into your vial.

If the crocheted blankets and mismatched teapots remind you of a living room, that's because it once was. A consummate host, Azalea transformed the bottom floor of her home into a café as a pretense to usher in as many visitors as possible. Nothing makes her feel more valued than watching a guest sip a cup of her restorative coffee, close their eyes, and smile. When she isn't brewing or baking, Azalea can be seen crushing leaves with her mortar and pestle, organizing vials of ingredients alphabetically, or preparing take-home tea and spice kits.





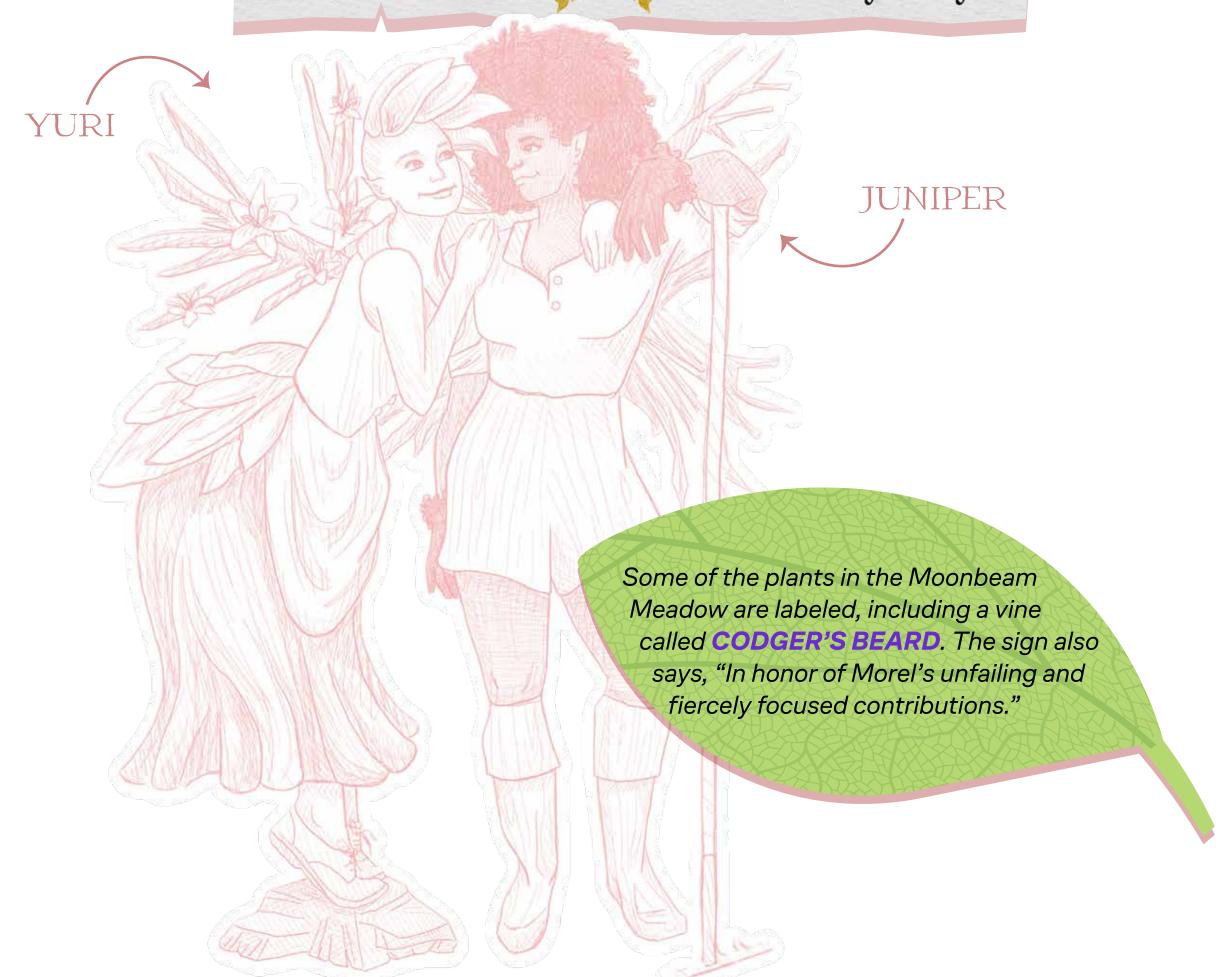




By day, the flowers of Moonbeam Meadow stand tall and strong, their green stems dappled with pink, purple, and yellow hues. Some of their leaves are bent over, forming fairy-sized tables and chairs, and when they turn their faces to the sun, they release a perfume of woodsy pine and soothing lavender, complimenting the ever-present aroma of rich, wet soil. If you reach out and touch the petals, you'll find that some feel velvet soft, others squeaky smooth. If you pass your hands across the grass, you'll feel feathery blades tickle beneath your palms or springy moss bounce against your fingertips. But the meadow shines most beautifully in the late hours, its bioluminescence thriving in the full glow of the moonlight. The vegetation's roots and veins, once unremarkable, now sparkle and pulse. The bulbs glow, gently changing colors. Over time, these flowers have spread across Gossamer Grove, shading the town's paths during the day and illuminating them at night.

All fairies love nature, but perhaps none more so than Yuri and Juniper, who entertain themselves by studying the weave of tree trunks and the symmetry of thistles for hours on end. Back when the Moonbeam Meadow was but a series of sprouts, it served as the venue for Yuri and Juniper's betrothal ceremony. The more they invested in their relationship, the more they devoted to the meadow, seeing its potential as well. They continue to spend their days tilling the earth and enchanting the water, breeding new species of flowers and urging them to grow to new heights.

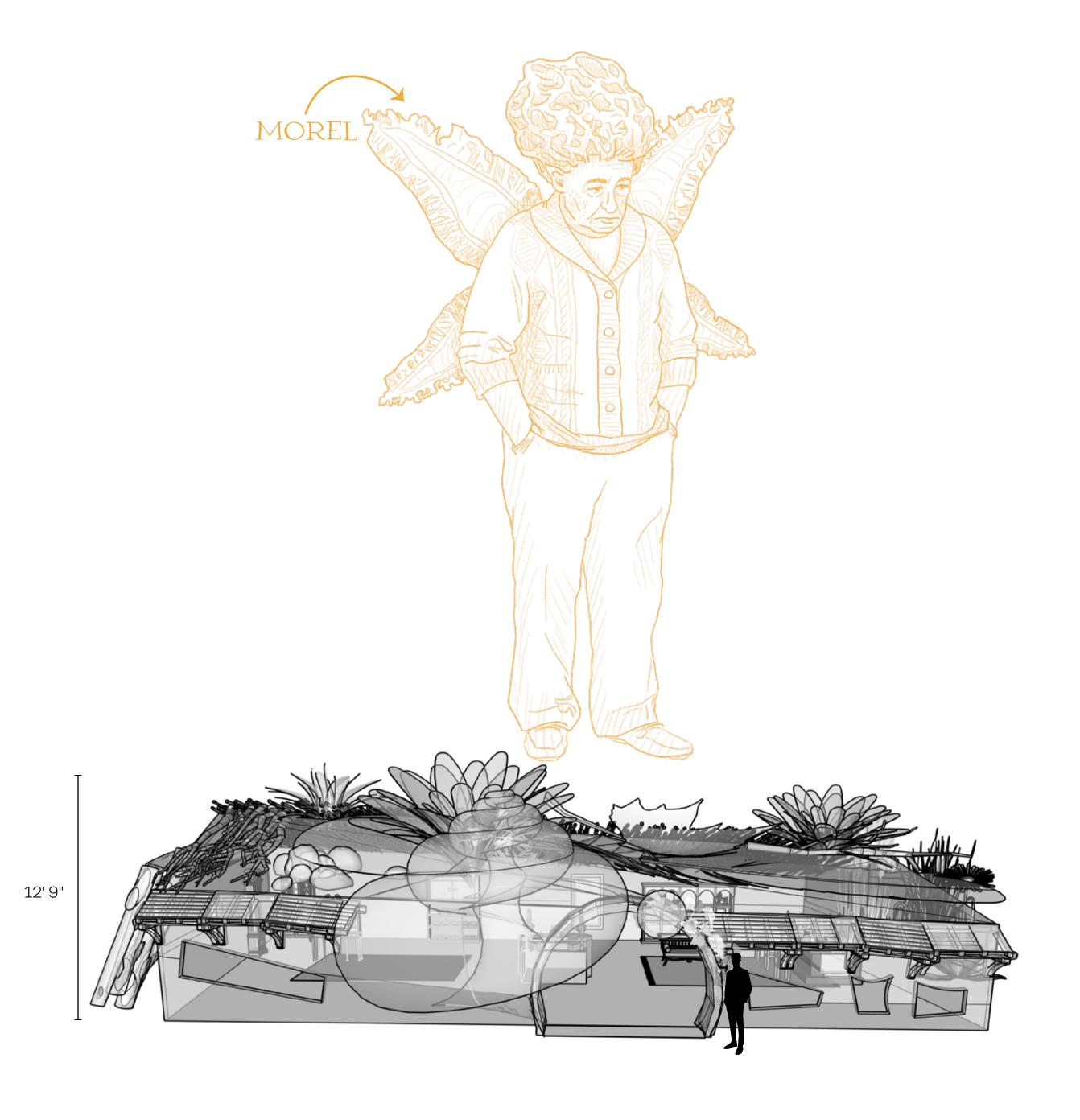
Orel visits the Ooonbeam Oeadow once a week, wordlessly helping Yuri & Juniper scatter seeds and ignoring any of their attempts at conversation. They have commemorated his work by naming their newest species Conger's Beard, but they can't tell if the Thalia's Treasures & Trinkets owner finds this honorific insulting or amusing.





This gift shop peddles an array of culinary tools, home décor, fidget toys, and artisanal souvenirs, such as bamboo chimes or lamps made of twinkling gossamer. Some corners are more organized than others, but if you dig for long enough, you'll find—as the name suggests—plenty of treasures. Though clean, the air smells faintly of sawdust, like that of a recently built home. This building, however, is anything but new. The walls have gradually crumbled, tilting sideways, making one side of the shop much shorter than the other, and hastily gathered twigs, shells, and rocks barely hold the structure together. Occasionally, Thalia's Treasures & Trinkets hosts crafting meet-ups, where friends learn to paint landscapes or kids decorate pre-carved toys.

Morel, the owner, dabbles in a variety of crafts, including woodworking, painting, and sculpting. After his dear wife Thalia passed away, he doubled-down his dedication to his hobbies, and whenever he did make time for his family, he would silently greet them by gifting one of his homemade tchotchkes. Burdened by shelves and shelves of Morel's (ahem) generosity, his grandchildren eventually convinced him to sell his knick-knacks to the general public, which is why Morel transformed his workshop into a store named after his first love. Though Morel doesn't put as much effort into maintaining the building's exterior as he does his crafts, his slapped-together repairs do create their own sort of charm.



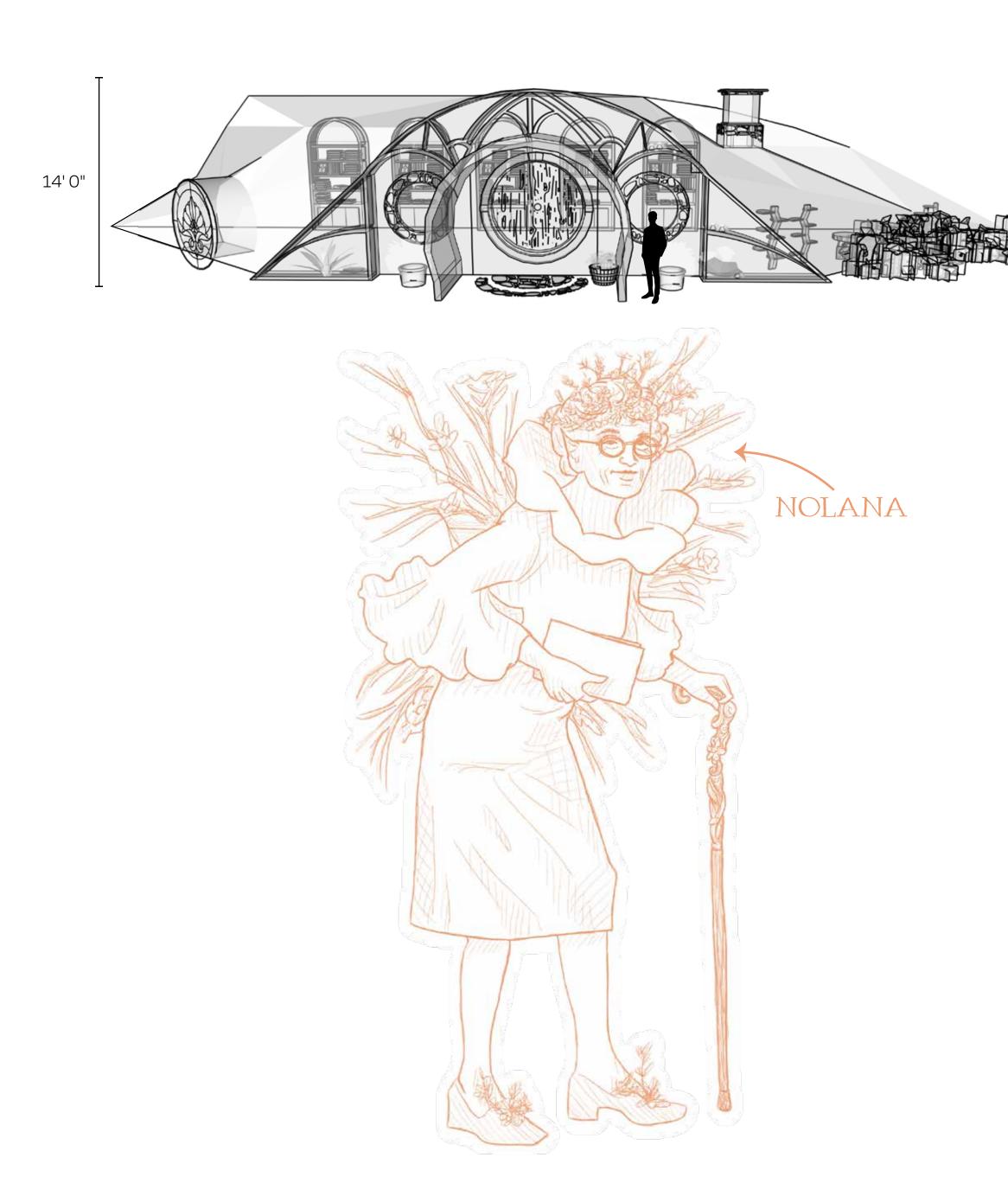






As one of the oldest buildings in Gossamer Grove, this charming bookshop is renowned for its cozy atmosphere. Journals, smelling of leather and parchment, fill out the knotted shelves, and if you listen closely, you can hear the gentle rustling of paper and scratching of quills. Root desks and sofas with succulent cushions are available for those who want to read, study, or work in the quiet company of others, but nooks are also carved into the walls for those who prefer their privacy. Drawings, newspaper articles, and other mementos decorate the wall, detailing the shop's long history.

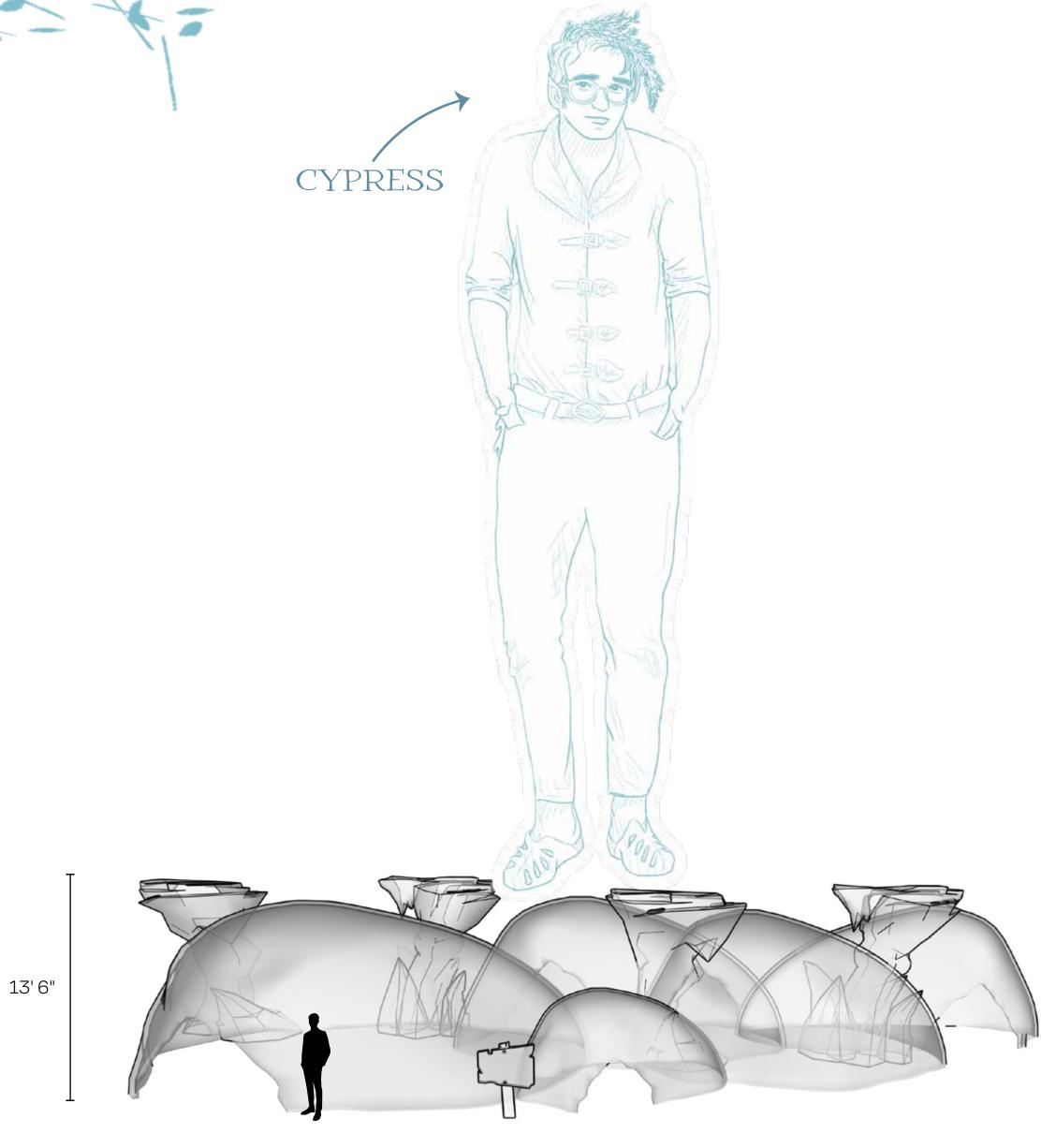
Though the bookstore is named after its founder, Rowan's granddaughter, Nolana, runs it today. Nolana (or, to some, Nona) knows there's nothing more comfortable than curling up with a good book, which is why she often hobbles around the shop, puffing up the waffle-knit pillows and cushions. Following the tradition started by her grandfather, Nolana originally only stocked fairy tales in order to maintain a historical record of fae-human relations. Now that she's been exposed to other genres written by humans, however, she encourages her customers to read those books too. Nolana especially enjoys thrillers and mysteries. If only she could solve the mystery of who keeps leaving those flowers on her doorstep!





Carved into a rockface, the Dewdrop Den—a series of roomy, interconnected caves—historically served as the prime meeting spot for local and traveling guilds. For eons, they referred to this spot as the Watering Hole. In more recent years—to commemorate the shine that coats the stone every morning and the delicate, watery scent it ushers in—they've dubbed it the Dewdrop Den, a change that became official when it reopened as a game shop. Although adventurers, artisans, and merchants still convene here to discuss their trade, more often than not, those meetings derail into friendly competitions over tabletop games and become a serenade of muted chuckles, shuffling cards, and clattering dice.

As his patrons play, the shopkeeper, Cypress, quietly putters about, rearranging his game sets to his particular liking or testing his skill at skee-ball by sinking berries into the hollow of a tree. When given the chance, Cypress can be just as affable as his grandmother, even if his conversation is less varied. Cypress loves nothing more than talking games, so whether you need a recommendation or a crash course on the rules, he'll ramble until he gets you the answer you need.



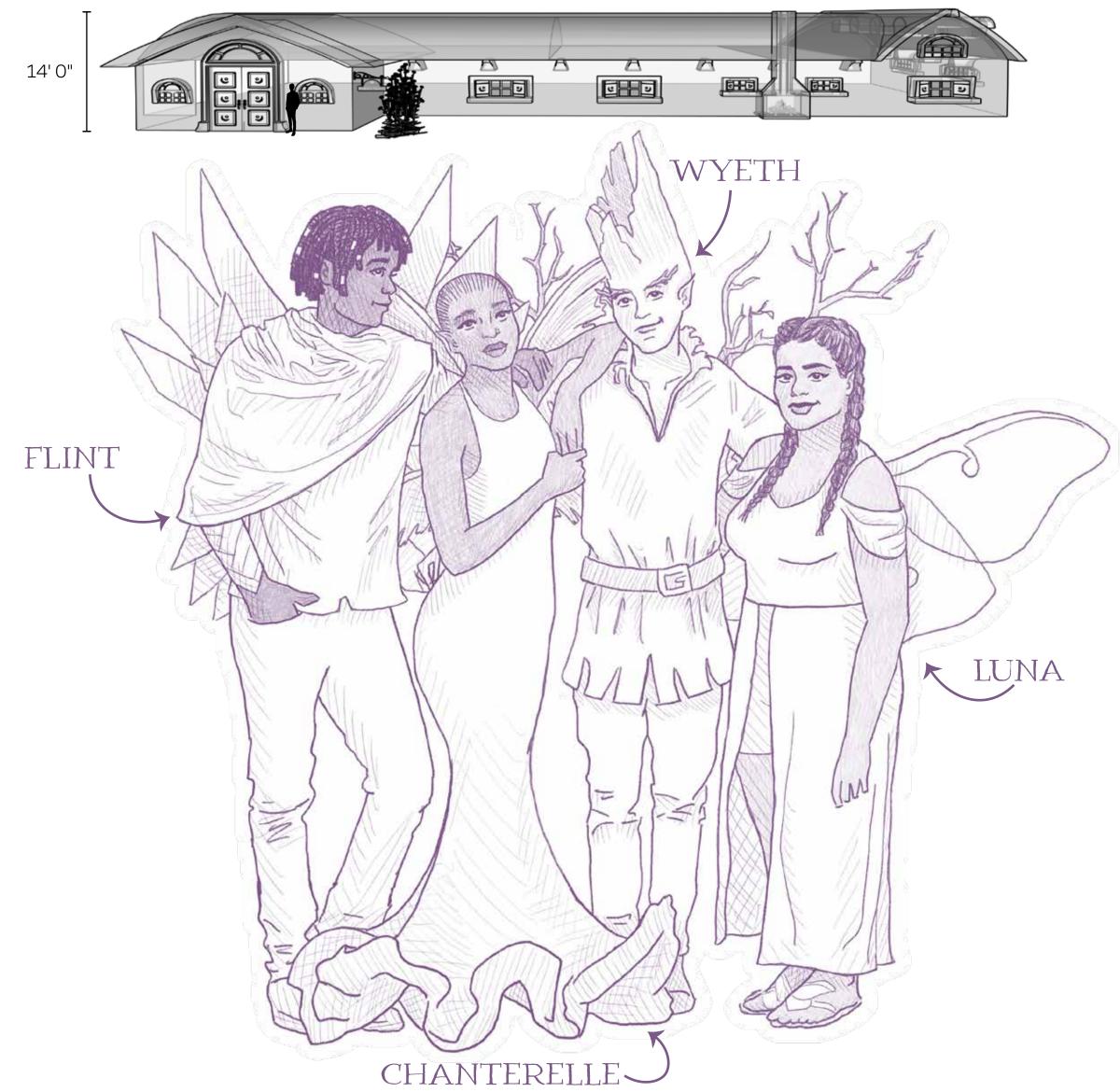






As the best spot in town for a hearty, sit-down meal, the Twilight Tavern also acts as Gossamer Grove's social hub. Families, friends, and dates meet here to exchange stories, and in the evenings, bards strum harps or finger flutes on a modest stage, illuminated by the moon, whose glow streams through the skylight. To preserve Gossamer Grove's serene reputation, the tavern's windows and doors have been sealed with fairy dust, containing and suppressing the noise. Meanwhile, the mouthwatering aroma of cheddar biscuits and truffle-roasted potatoes wafts from the kitchen, and a spit of meat rotates above the crystal hearth, sizzling and sputtering. Perhaps, however, the Twilight Tavern is most famous for its magically enhanced cocktails, nectar and berry brews that—with a touch of fairy dust—smoke, glow, and change colors.

Tired of being chastised by their friends and neighbors for their "nonstop chatter," friends Chanterelle, Luna, Wyeth, and Flint founded the Twilight Tavern as a boisterous refuge within the peaceful grove they call home, a place where they're allowed—nay, encouraged—to talk and laugh as much as they like. These easy friends trade jokes while wiping counters and pouring drinks and may even poke fun at their cheekiest patrons too. If you tip them well enough, they'll even break out into a little jig.





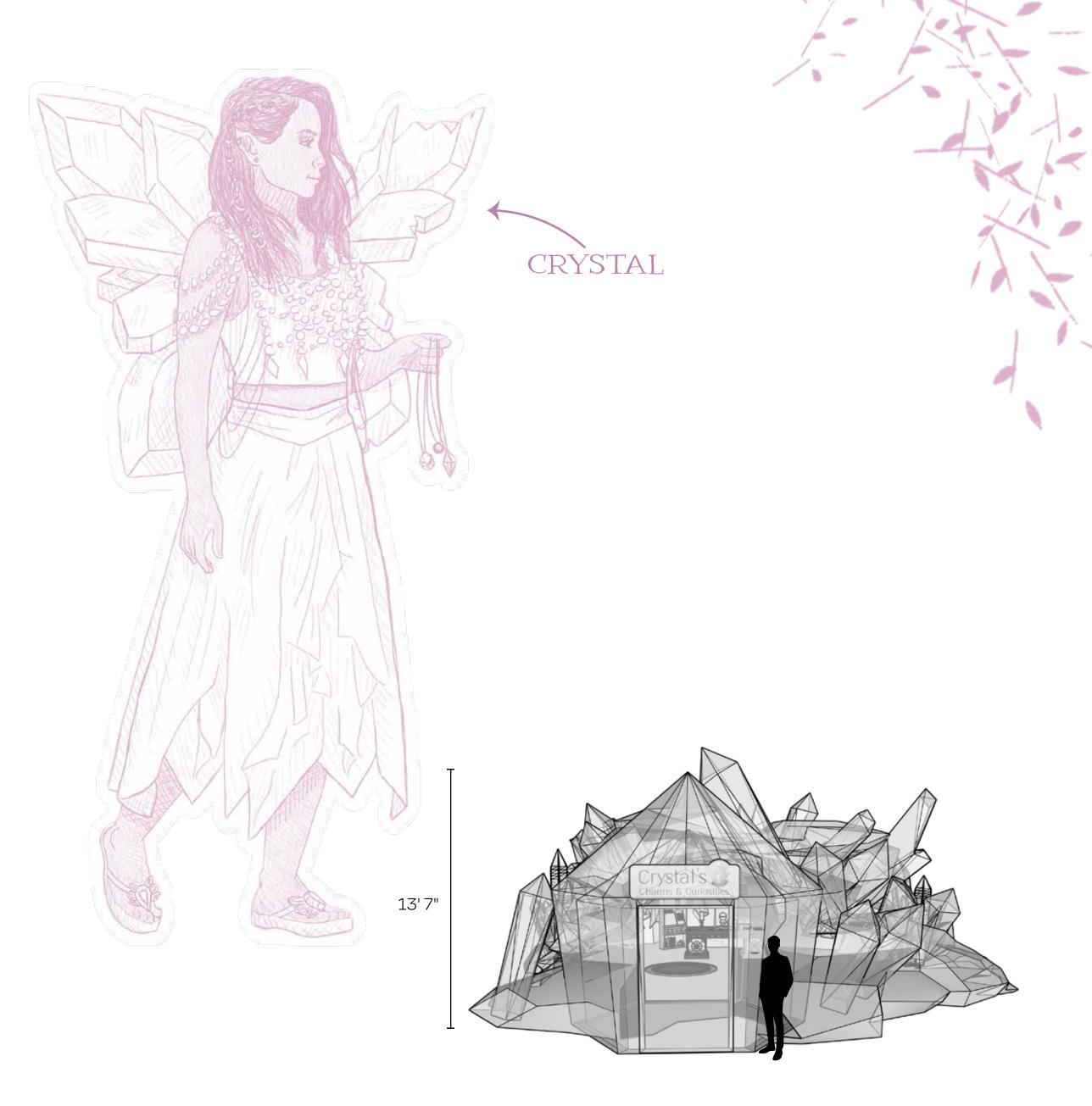






When you enter this metaphysical jewelry shop, you will step through a beaded curtain, walk across smooth quartz, and find yourself in a naturally occurring gem cavern, which smells of wet stone and earthy incense. Necklaces, cuffs, and hair accessories dangle on one side of the room while pendants, prisms, and suncatchers reflect light on the other. Singing bowls produce a soothing, harmonious tone, and lotus-shaped cushions provide a soft reprieve from the cool, hard floor. Though you can try on the pre-made jewelry, you can also mix-and-match the stones and settings to your own tastes.

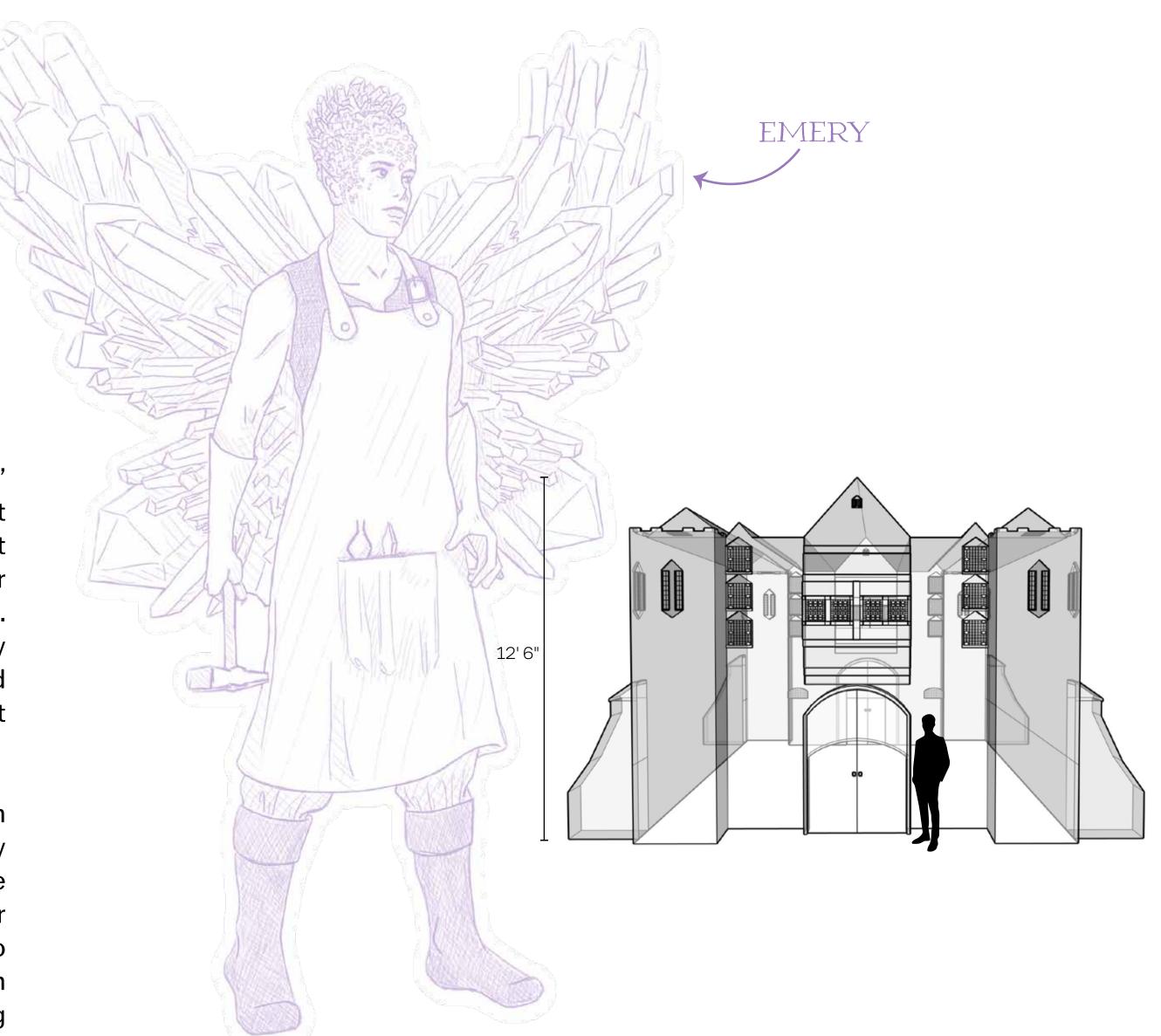
The proprietor, Crystal, spends her days extracting gems from the walls, polishing them to a perfect shine, and embedding them into amulets, bracelets, earrings, and the like. When asked, Crystal will also thread your tresses with hair jewelry or use warm water to apply your temporary tattoo. Though Crystal is quick to help others, she can be flaky and struggles to stay focused, so don't be offended if you need to repeat a request you've already made of her. Knowledgeable about gemstones' magical and spiritual properties (and eerily adept at reading people she's just met), Crystal has a knack for connecting customers to the stones they need, so if you're seeking advice and a sympathetic—if easily distracted—listener, ask away.





This stone workshop, warmed by a blazing forge, is reinforced by the fairies' most beautiful and precious metal, an iridescent, chrome-like ore that chimes when touched. The shop also houses Gossamer Grove's finest metalworks, including kitchen knives, bejeweled goblets, decorative door knobs, small sculptures, and—most impressively—large, kinetic pinwheels. Rather than spin in a circle, these innovative structures react to the wind by moving back and forth in a gentle, hypnotic cadence. Out of reach and equally mesmerizing, a crystal machine pours rivers of bubbling, white-hot metal into stone casts, then waits for it to cool.

Emery, the town's metalsmith, spends most of their shift dabbing sweat from their brow, thrusting metal into the crackling flames, and then rhythmically shaping its curves by hammering atop an anvil. When not hard at work before the forge, Emery takes their timing polishing and sharpening their goods or tinkering with their displays. Though Emery initially doesn't seem too talkative—and, if anything, a little twitchy—once you strike up a conversation with them you will find that they have a dry sense of humor and an easygoing manner.



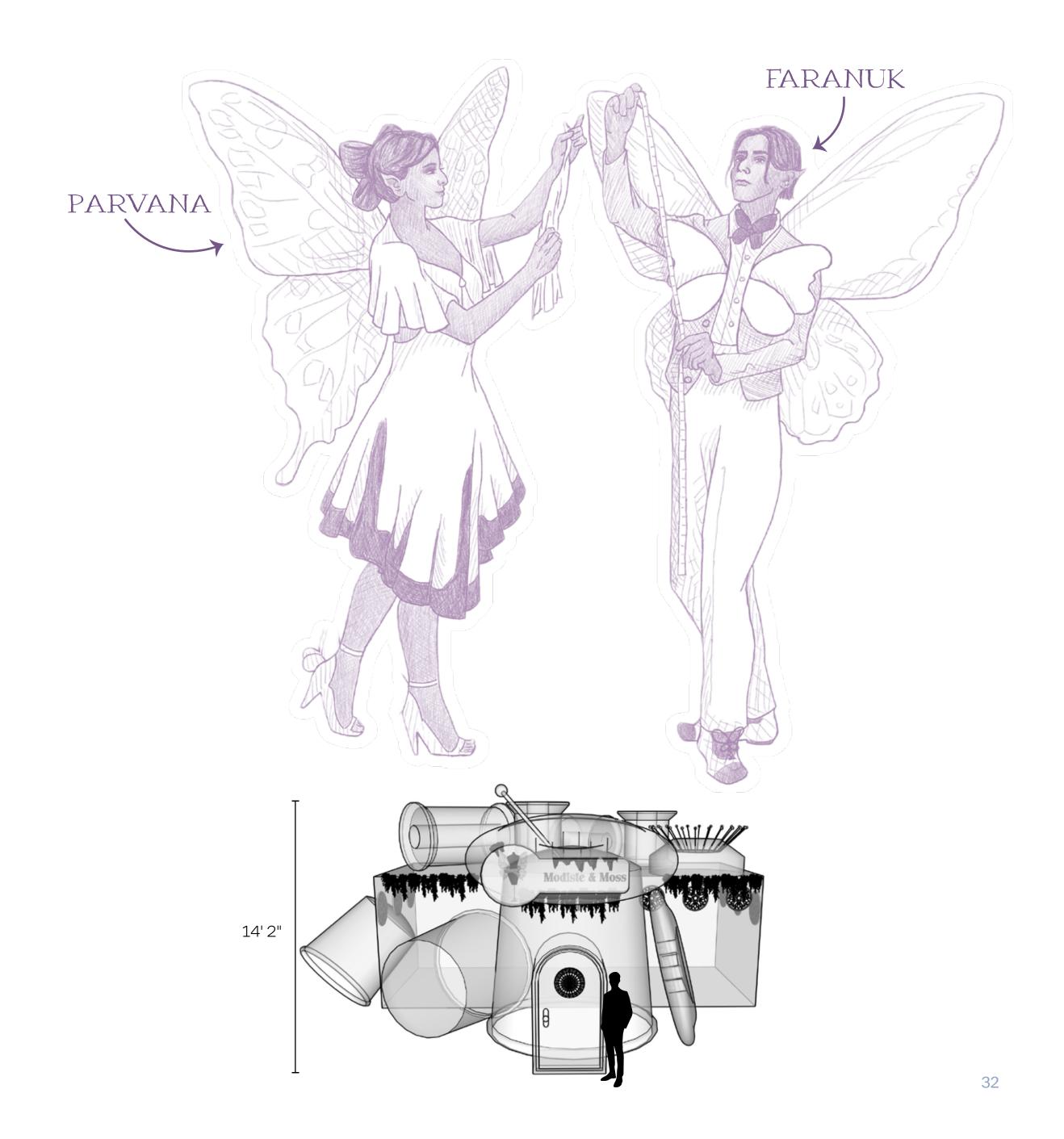






What started as a small tailoring service carved out of [stone or wood] has since expanded into a bustling high-end boutique. Moss from the original structure has crawled onto the new buttons-and-thimble façade, enriching the space with a green, herbal perfume. Among the gilded mirrors, you can browse gowns, blouses and trousers made from velvety petals and woven leaves, not to mention the shoes, bonnets, purses, and belts crafted from smooth crystals, shells, and beads. Fairies are accustomed to assistance when trying on clothes (how else can they work around those wings?), so if you require help lacing up the back of a corset or the cuff of a trouser, all you need to do is ask.

Parvana and Faranuk inherited Modiste & Moss from their parents and have since earned a reputation for designing unique silhouettes, even if each sibling has their own distinct brand. (Parvana prefers loose textiles while Faranuk is partial toward form-fitting shapes.) If you eavesdrop on these two, you'll discover that they switch back-and-forth between bickering and laughing as quickly as you might blink, and if you're curious about their work, they will eagerly show you their fashion sketches or extensive fabric collection, whose textures range from playful sequins to delicate lace to silk-cotton blends.











This trading post acts as a passage and stopping point for those hesitant to fully cross into the fairy realm. Commissioned during what we would call the Progressive Era as a way to foster human-fae relationships by Sakura, a former fairy queen, the fairies took great care to make the Everwood Exchange look like any other shop of that time by outfitting it with paneled display cases and textured wallpaper (though some vines managed to crawl their way in). Now that Gossamer Grove has restored the portals connecting it to the human world for the first time since severing them in the Second World War, the fairies have installed updates to help the Everwood Exchange blend into the modern mall, such as bright, fluorescent lights and a glass storefront. Fairies and humans work side-by-side here, and you can purchase souvenirs and gifts, including Gossamer Grove—branded t-shirts, magnets, ornaments, and postcards. Travelers committed to immersing themselves in fairy culture can also find woven wings and headpieces here, which correspond to the five fairy sects (arbor, floral, fungi, critter, and ore).





14' 0"

FINAL THOUGHTS

By applying a fae theme to third-space practices, Gossamer Grove offers guests a cozy paradise that sparks their imagination while they shop, dine, work, and relax. Guests that visit will be captivated by the whimsical theme, and they will return to add a dash of comfort and magic to their everyday routines.





