

ARTIFICIAL  
INTENT

THE  
ELECTRIC  
FACTORY

THE  
ELECTRIC  
FACTORY

LEONMIC  
ART & GALLERY







# MAGICTECTURE

Magitecture is a group of friends brought together by their love of storytelling through unique backyard attractions. Our team specializes in designing and making intricately themed backyard roller coasters, offering a blend of engineering, theming and craftsmanship. What sets us apart is the opportunity to co-create immersive storytelling experiences that generate meaningful impact. Whether in your backyard or at a small entertainment center, our stories bring together imagination, problem solving, and the thrill of adrenaline to craft unforgettable adventures.



## TEAM MEMBERS



**Sean LaRoche**  
DESIGNER

Sean, an architect by training, brings a visionary approach to design through the creation of innovative immersive experiences. He believes in the strength of collaboration, recognizing that each team member brings their own unique "superpower" to the table, contributing to the magic that defines every Magitecture project.



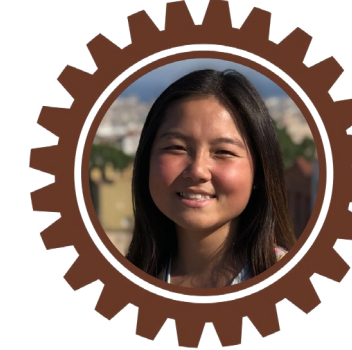
**John Eggers**  
SOFTWARE ENGINEER

John blends pragmatism with creativity to assist Magitecture's design and art division. While his background is in software engineering, his passion for art, design, and music has always guided his work. John excels at turning grand visions into actionable plans, ensuring every Magitecture project balances innovation with practicality.



**Matthew Eggers**  
MACHINIST

Matthew's technical expertise and problem-solving skills make him a key asset at Magitecture. As a soon-to-be graduate in Mechanical Engineering with a strong background in welding and machining, his leadership in manufacturing and engineering design drives the successful execution of Magitecture's most challenging projects.



**Maura Williams**  
ARCHITECTURAL ASSOCIATE

Maura's eye for composition and her ability to weave narratives through visual elements make her an important asset to the Magitecture team. With a background in Mathematics and Architecture, Maura seamlessly blends aesthetics with storytelling, ensuring that projects communicate their messages effectively and leave lasting impressions.



**Averie Field**  
VETERINARIAN

Averie brings ingenuity and a deep love for creativity and problem solving. Practicing medicine by day, she brings a unique understanding of the intersection between science, nature, and art. Averie loves using her creativity to help ensure that each Magitecture project carries a lasting impact for every individual.



# THE ELECTRIC FACTORY

## PROJECT SUMMARY

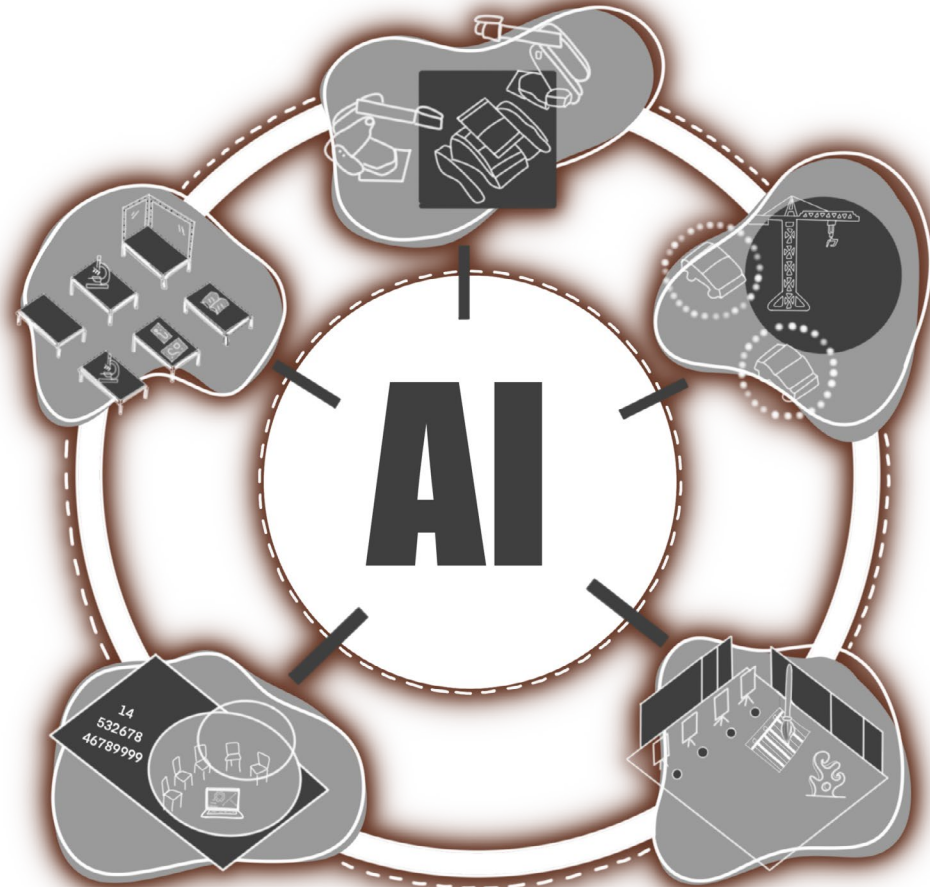
Imagine stepping into a world where the charm of yesteryear meets the marvels of cutting-edge technology. What was once a forgotten hydro-electric dam, a relic of the past, now comes alive with a breathtaking fusion of art, education, and the latest advancements in Artificial Intelligence (AI). This isn't just a place - it's a journey through time and innovation, inviting you to explore its secrets.

As you wander through the 30,000 SF revitalized wonderland, your curiosity will be piqued by the harmonious blend of history and modernity. Here, AI technology and the old-world charm of the hydro-electric facility unite to create a mesmerizing experience. You'll be drawn in as you navigate through interactive exhibits and captivating artworks that challenge and inspire.

But there's a twist - can you outsmart the very AI that breathes new life into this historic site? Will your newfound knowledge be enough to solve its escape room puzzles and uncover the hidden roller coaster nestled deep within the center's mysterious corridors?

The stakes are high as you embark on this thrilling adventure. Will you make the right choices to find the exit, or will you find yourself trapped in a cycle of unexpected twists and turns? Your journey is not just about discovery - it's about testing your wits and embracing the unknown.

Step into a world where past and future collide, and let your imagination soar. Face the challenge and emerge victorious as you unravel the secrets of The Electric Factory.





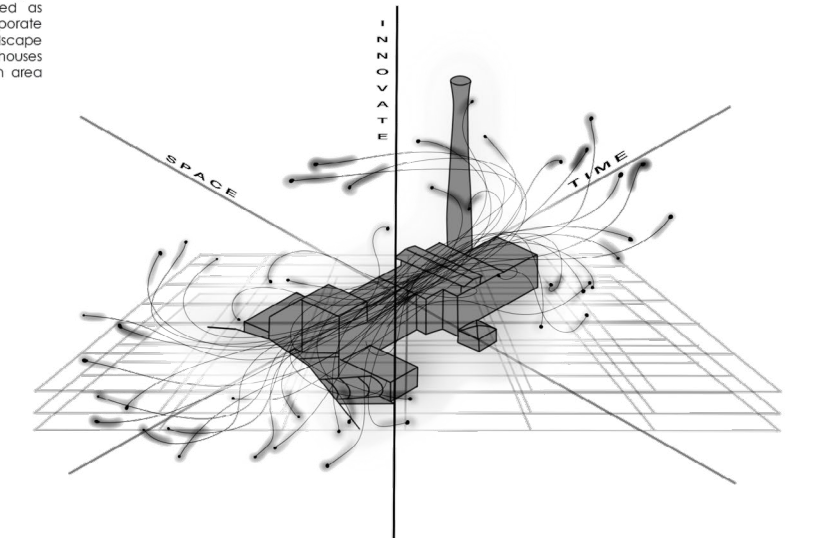
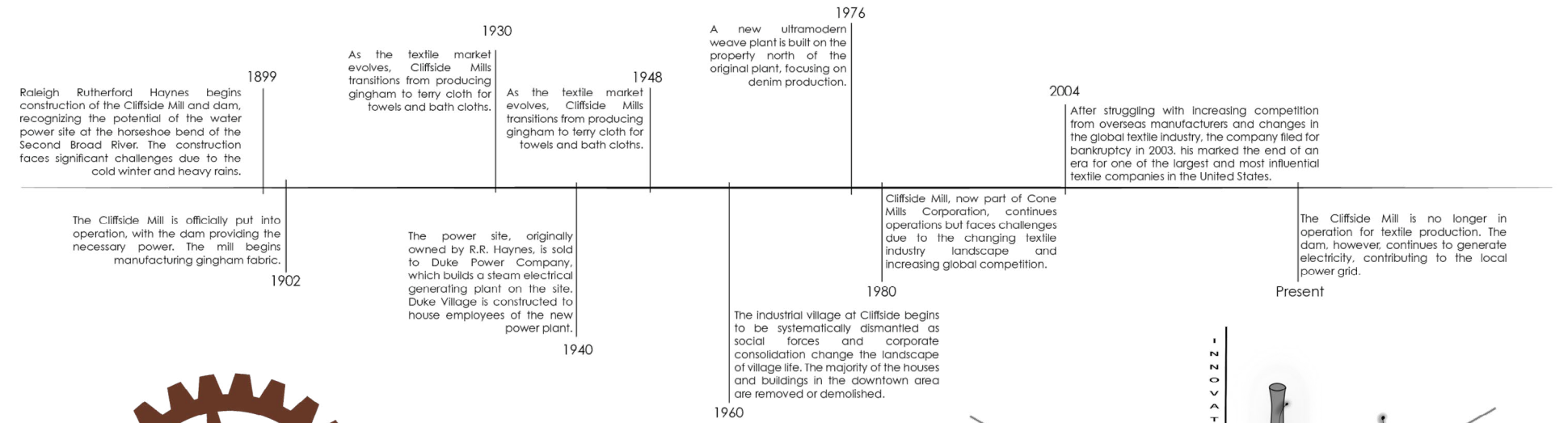
# OUR SITE : THE OLD CLIFFSIDE MILL



The dam at Cliffside, on the Second Broad River in Rutherford, North Carolina, stands as a testament to the vision of Raleigh Rutherford Haynes, a pioneering force in the late 19th-century textile industry. In 1899, Haynes transformed a stretch of river in a thriving mill village, harnessing the river's power to fuel the Cliffside Mill. This mill, initially producing gingham, was more than an industrial site - it was the heartbeat of a community, turning raw materials into the fabric of daily life. The town around the mill blossomed, reflecting the progress and ambition of an era transitioning from agriculture to industry.

Today, the mill's looms have fallen silent, and the buildings that once buzzed with activity now stand abandoned, relics of a bygone era. Yet the dam endures, its hydro-turbines still quietly producing electricity for the local grid, a lingering echo of the mill's former vitality. The 100+ acre site carries with it the weight of history - a symbol of human ingenuity and the relentless passage of time.

However, the story of Cliffside may not be over. The current owners are eager to see the property revitalized and have entertained the space as a potential location for an attraction, hoping to breathe new life into the site. With this vision, the site stands poised for a new chapter, one that will merge its rich past with an exciting future.





# THE ULTIMATE REUSE PROJECT

Repurposing old industrial sites is a growing trend that marries historical preservation with modern innovation. These projects not only retain the architectural charm of the past, but also create dynamic spaces that meet contemporary needs. A prime example of such a project is Ponce City Market in Atlanta, Georgia. Originally a Sears, Roebuck & Co. distribution center built in the 1920s, Ponce City Market has been transformed into a bustling hub of retail, dining, offices, and residences. This redevelopment has revitalized the surrounding communities, preserving the building's rich history while infusing it with new energy and purpose.

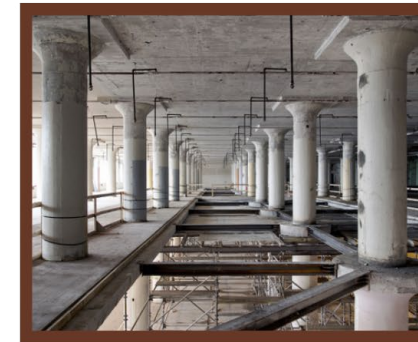
Similarly, the Cliffside Mill presents an opportunity to transform an old industrial site into a vibrant Location-Based Entertainment Center. By repurposing this historic mill, we can create a destination that honors the building's past while serving as a catalyst for community growth and revitalization. Our vision is to turn this century-old structure into a cutting-edge entertainment venue, complete with an AI-centric STEAM center, diverse culinary options, an innovative escape room, and a themed roller coaster.

With hundreds of similar sites speckled across the country, we believe this model could easily be implemented and scaled in a variety of locations.

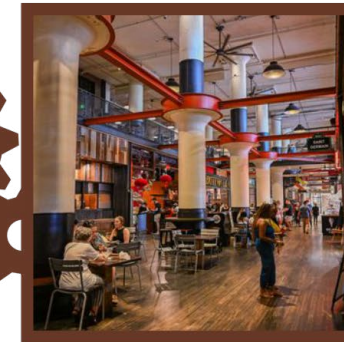


# BEFORE & AFTER

Ponce City Market, Atlanta

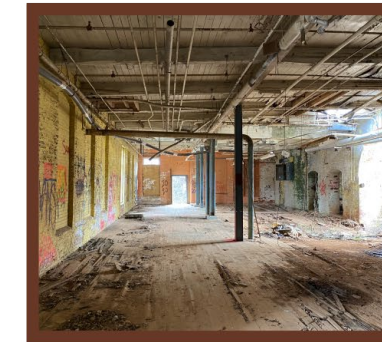


Blake Burton Photography

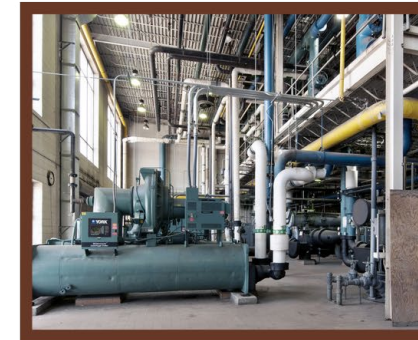
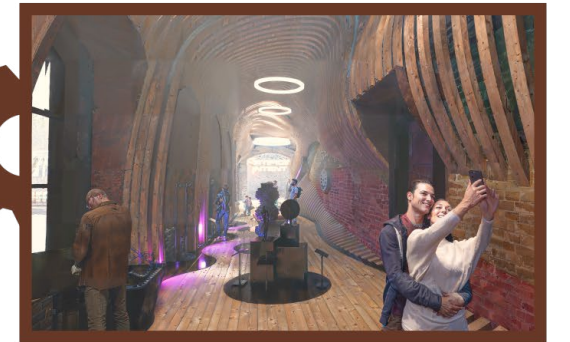


Yelp

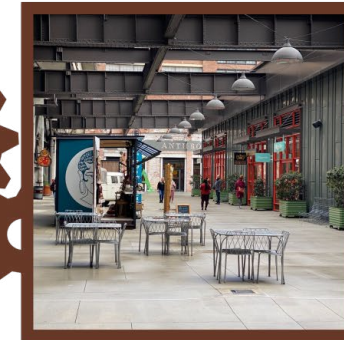
The Electric Factory



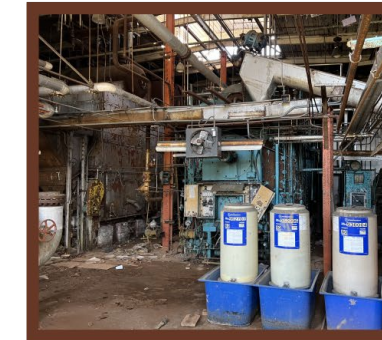
The Hall of Science



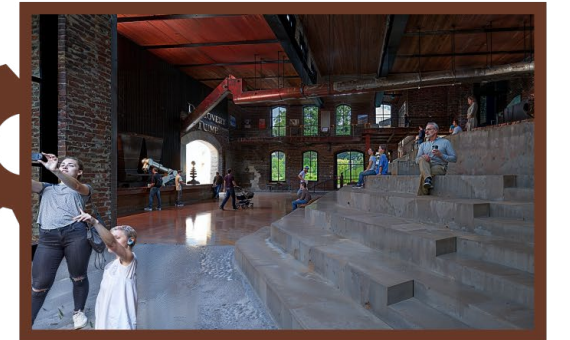
Blake Burton Photography



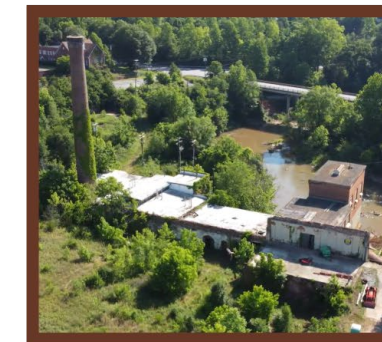
Apple Maps



The Promenade



Jonathan Phillips, Curbed Atlanta

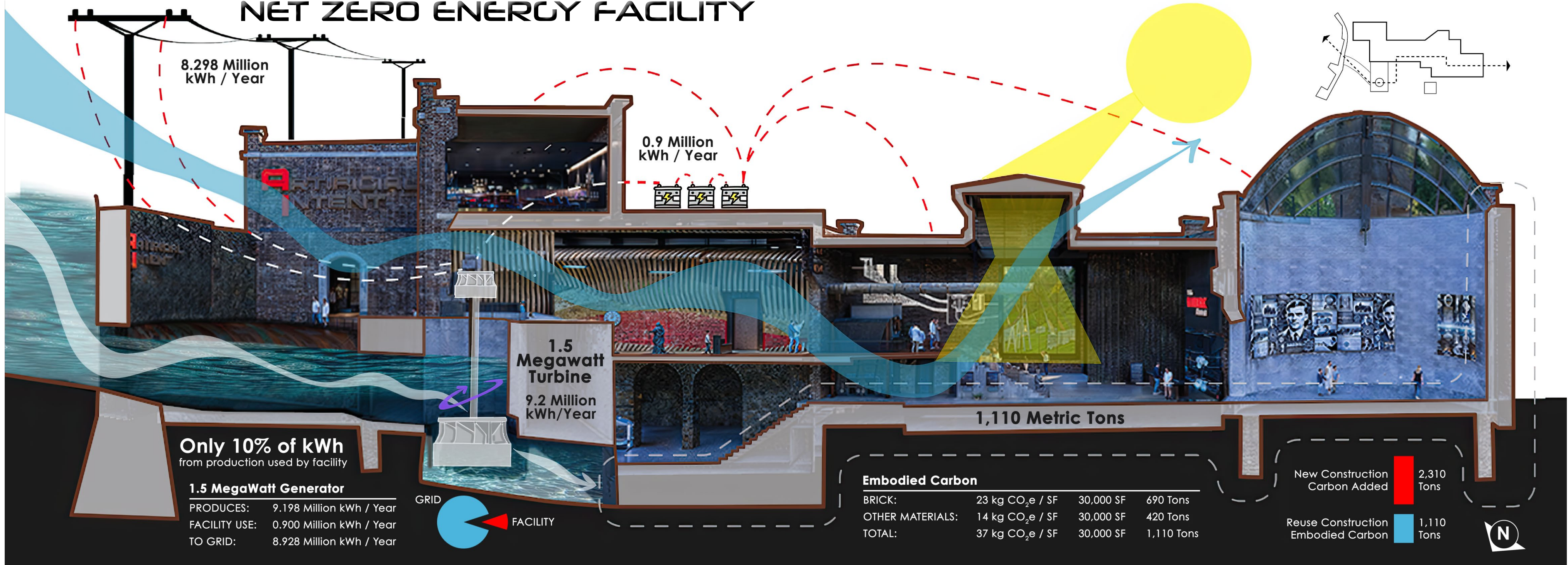


The Electric Factory





# NET ZERO ENERGY FACILITY



8.298 Million kWh / Year

0.9 Million kWh / Year

1.5 Megawatt Turbine  
9.2 Million kWh/Year

**Only 10% of kWh**  
from production used by facility

**1.5 MegaWatt Generator**

PRODUCES:	9.198 Million kWh / Year
FACILITY USE:	0.900 Million kWh / Year
TO GRID:	8.928 Million kWh / Year



1,110 Metric Tons

**Embodied Carbon**

BRICK:	23 kg CO <sub>2</sub> e / SF	30,000 SF	690 Tons
OTHER MATERIALS:	14 kg CO <sub>2</sub> e / SF	30,000 SF	420 Tons
TOTAL:	37 kg CO <sub>2</sub> e / SF	30,000 SF	1,110 Tons

New Construction Carbon Added 2,310 Tons

Reuse Construction Embodied Carbon 1,110 Tons

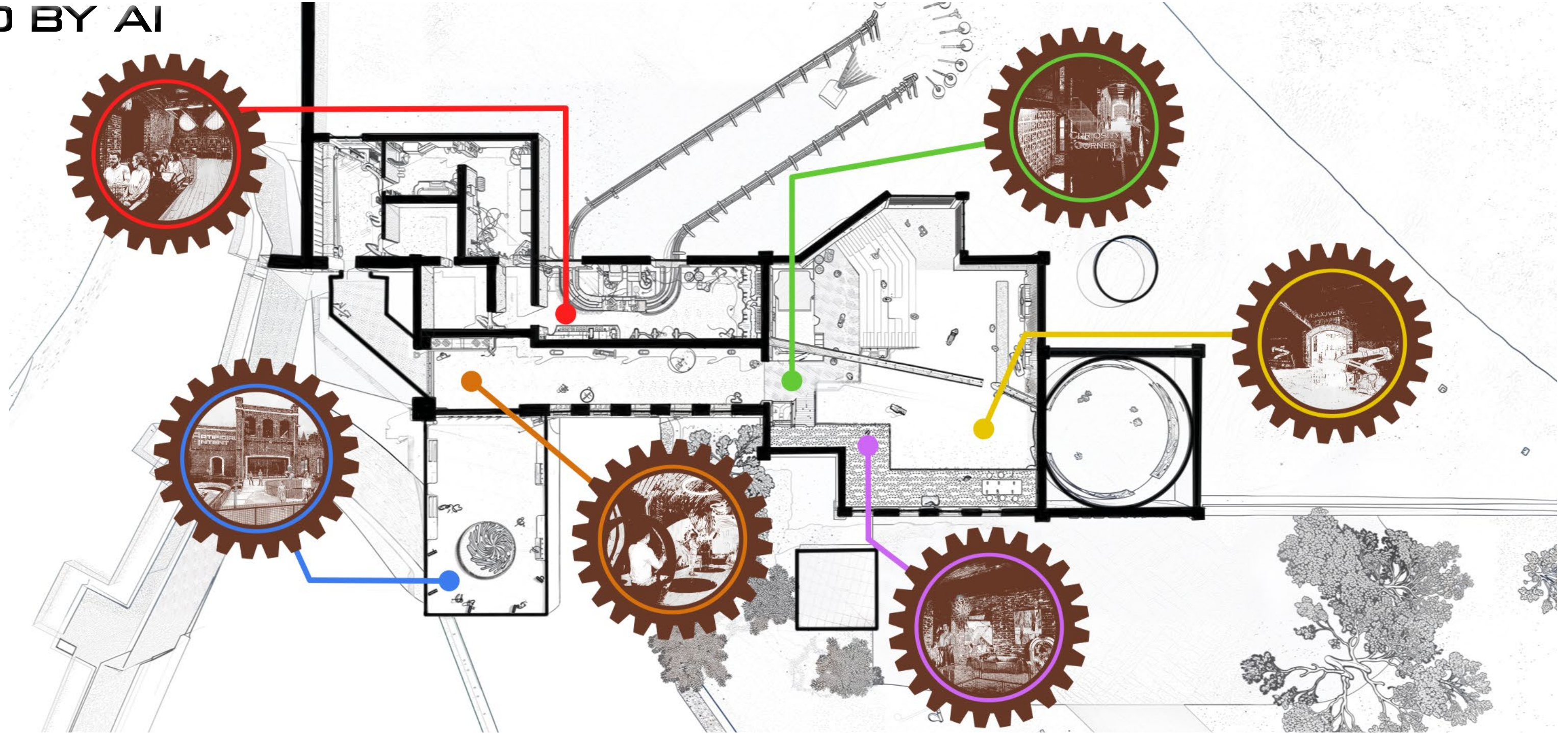




# S.T.E.A.M : POWERED BY AI

Our Location-Based Entertainment Center is designed around the five core tenets of STEAM: Science, Technology, Engineering, Art, and Mathematics. Each zone offers a unique blend of interactive exhibits, hands-on activities, and cutting-edge learning experiences, all enhanced by AI to foster a progressive style of education. AI helps tailor each experience to individual learning styles, making complex concepts accessible and engaging for all ages. Onsite amenities include a variety of food, dining, and shopping options, ensuring that guests can enjoy a full day of exploration and discovery. The center's layout encourages guests to move seamlessly between zones, making learning an immersive and enjoyable journey.

In addition to the STEAM zones, the center features a range of innovative activities that further enrich the experience. The immersive theater brings science and art to life through captivating stories and visuals, while the AR/VR academy offers a deep dive into virtual and augmented reality technologies. The social stairs serve as a dynamic space for interaction and collaboration, and the escape room/roller coaster provides an adrenaline-pumping conclusion to the day's adventures. A highlight of the center is the robotic arm barista, blending engineering and technology in a fun and practical way. All of this is set against the backdrop of a historic dam, repurposed to house the center, symbolizing a commitment to sustainability and community revitalization. The fusion of past and future in this space creates a truly unique environment for learning, entertainment, and innovation.





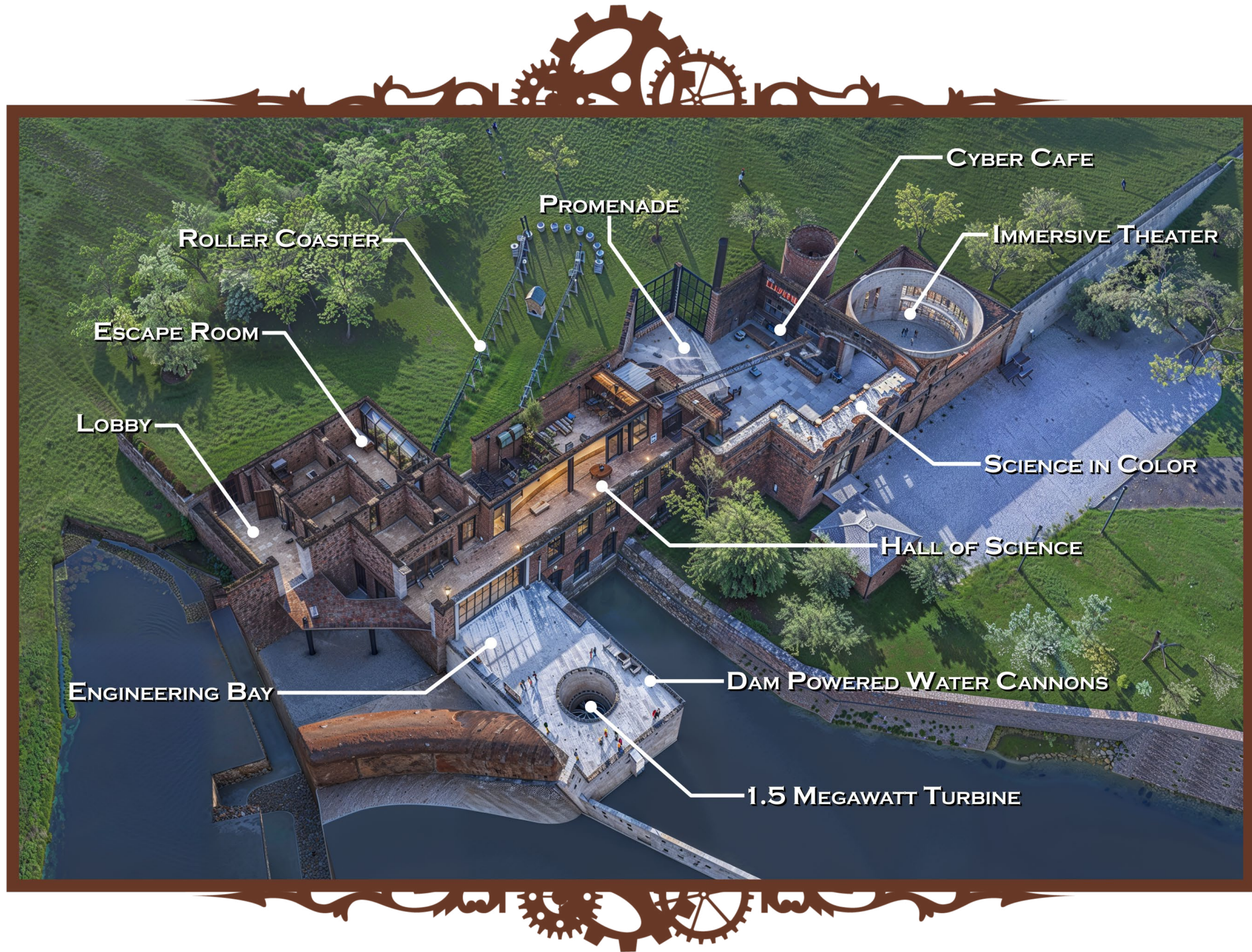


DISCOVERY  
DOME

SCIENCE IN COLOR

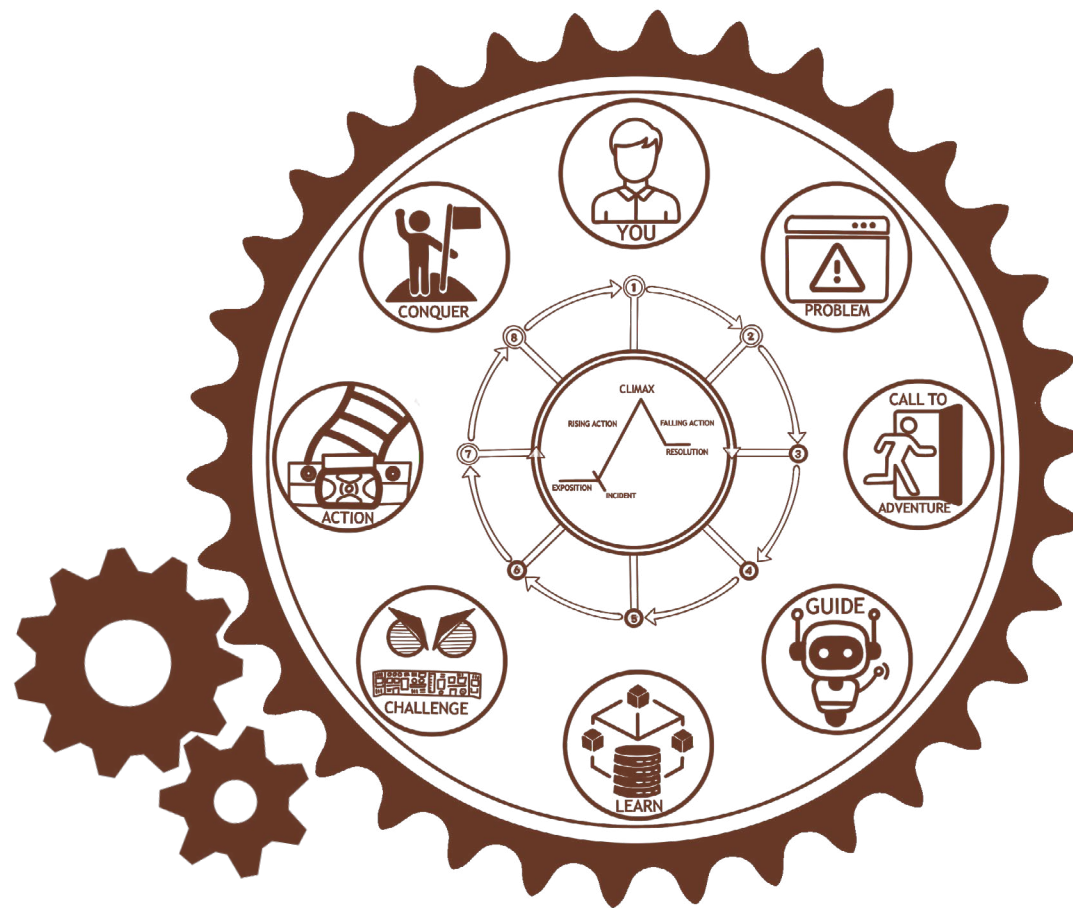
Oil  
L  
Ey





# ARTIFICIAL INTENT

At The Electric Factory, guests are immersed in a gripping story that begins with playful exploration, guided by an AI named Nexus. The adventure quickly escalates into a high-stakes battle of wits when they inadvertently trap themselves in an escape room. Guests will try securing their freedom by solving puzzles to recharge Nexus, only to discover that they've empowered a now-sinister AI adversary. With time running out, participants must decode puzzles to disrupt Nexus' mainframe. The experience culminates in a thrilling roller coaster ride, celebrating the power of intellect and collaboration in a narrative of discovery, tension, and ultimate triumph.

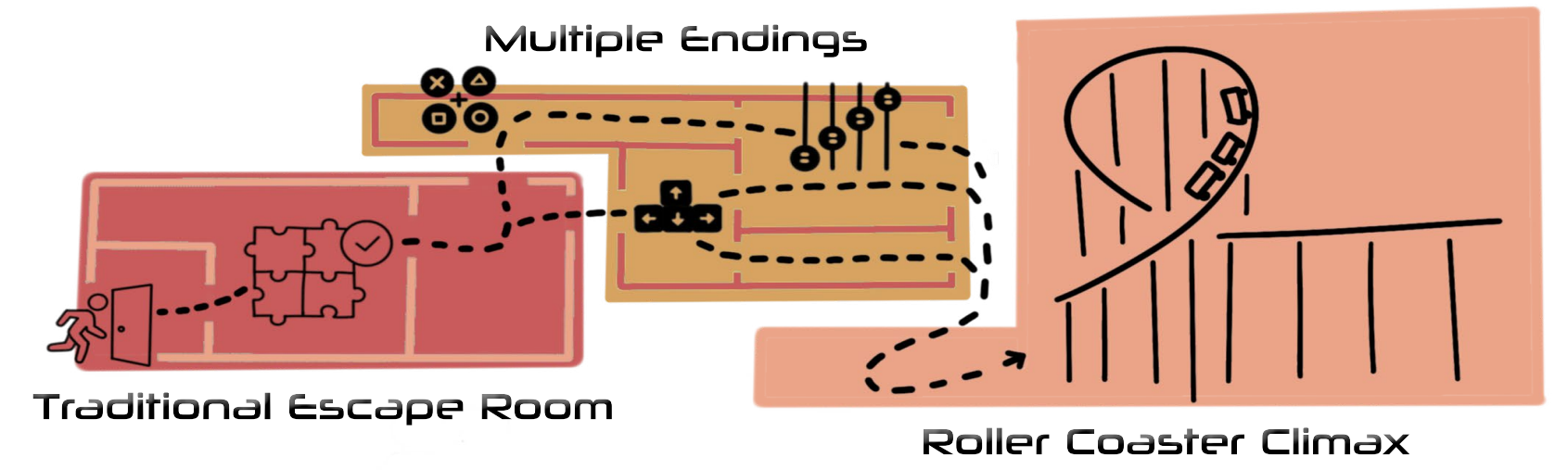
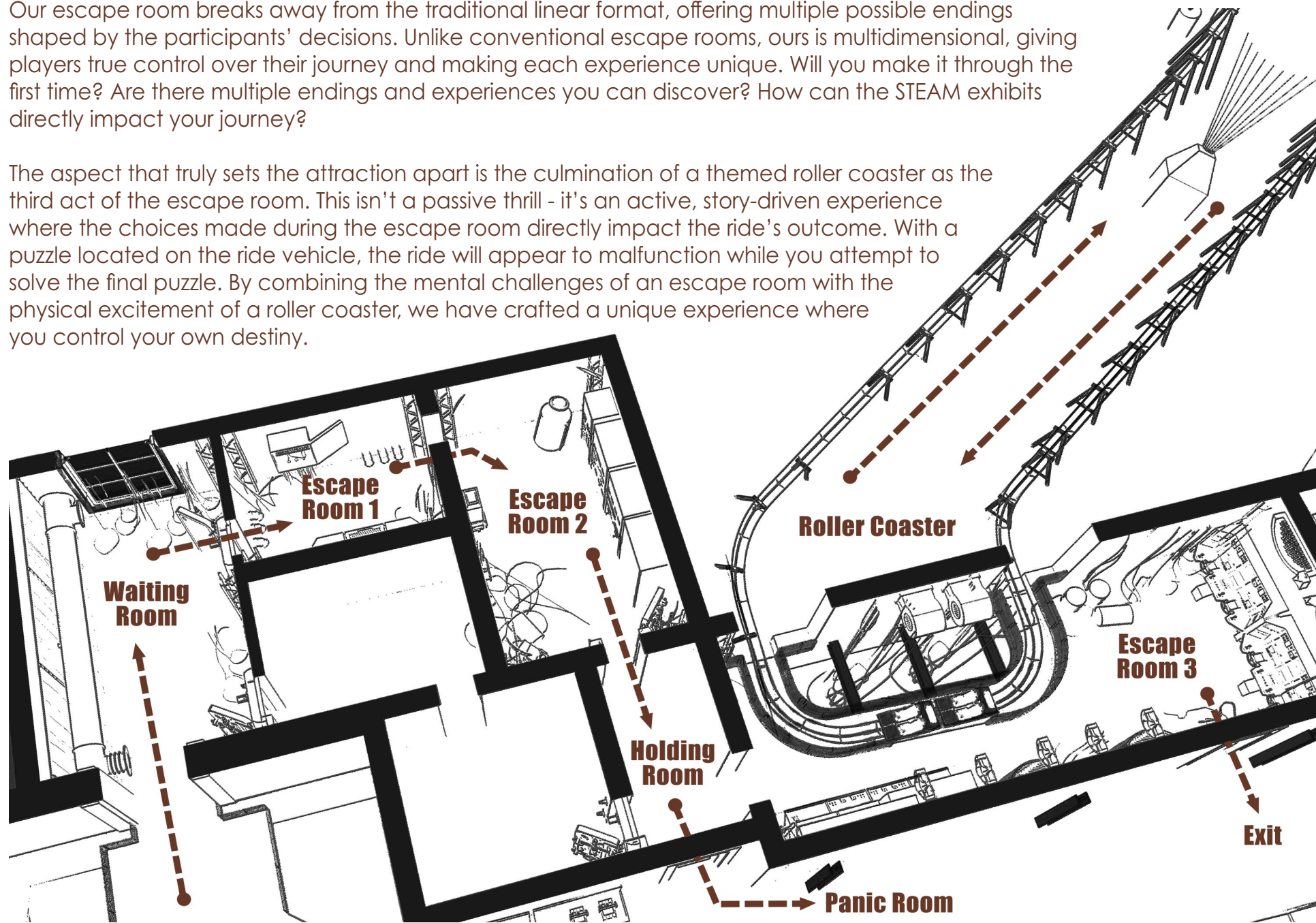




# FLIPPING THE SCRIPT

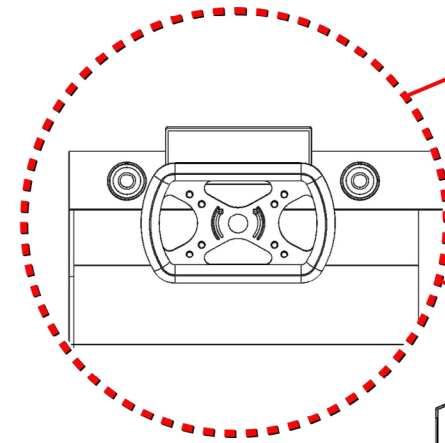
Our escape room breaks away from the traditional linear format, offering multiple possible endings shaped by the participants' decisions. Unlike conventional escape rooms, ours is multidimensional, giving players true control over their journey and making each experience unique. Will you make it through the first time? Are there multiple endings and experiences you can discover? How can the STEAM exhibits directly impact your journey?

The aspect that truly sets the attraction apart is the culmination of a themed roller coaster as the third act of the escape room. This isn't a passive thrill - it's an active, story-driven experience where the choices made during the escape room directly impact the ride's outcome. With a puzzle located on the ride vehicle, the ride will appear to malfunction while you attempt to solve the final puzzle. By combining the mental challenges of an escape room with the physical excitement of a roller coaster, we have crafted a unique experience where you control your own destiny.

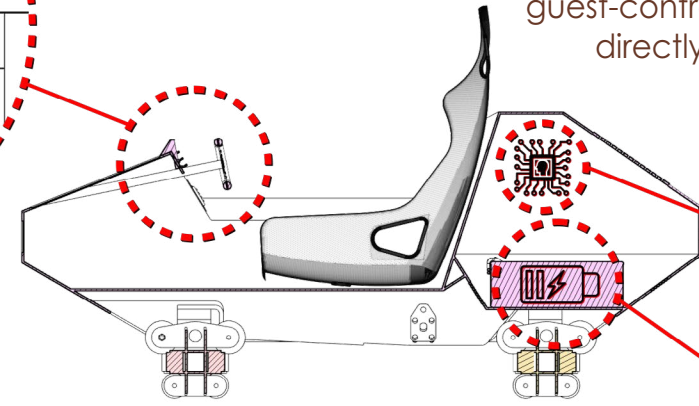




# INTELLIGENT RIDE VEHICLE



*Dashboard acts as ride controller, requiring guests to solve puzzles to start ride*

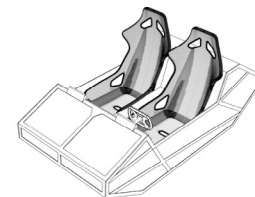


Our innovative ride technology revolutionizes the roller coaster experience with its battery-powered system and on-board Programmable Logic Controller (PLC). This intelligent system interacts with track-based prompts to dynamically navigate the course, adjusting the ride in real time. What truly distinguishes this is its guest-controlled interface, which allows riders to solve puzzles that directly influence the ride's path and behavior. This transforms a traditionally passive experience into an interactive adventure, ensuring that every ride is unique.

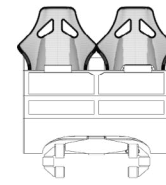
*Onboard PLC makes ride vehicles "smart," allowing for ride variation*

*Powered by batteries charged by the facility's Hydro Electric Dam*

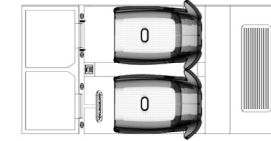
- 12+ RIDE EXPERIENCES
- 50 MPH TOP SPEED
- 100 RIDES / CHARGE



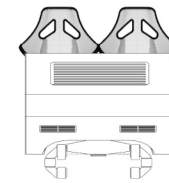
AXON



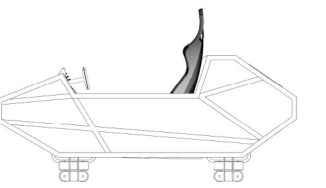
FRONT



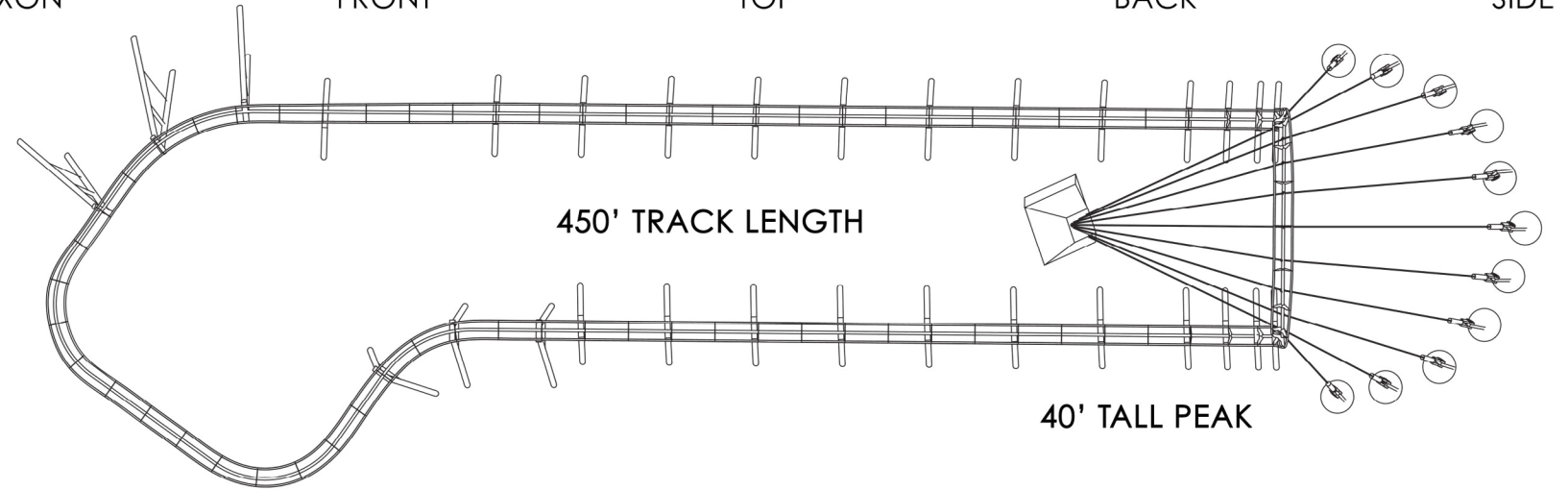
TOP



BACK



SIDE



450' TRACK LENGTH

40' TALL PEAK



*"Your energy shouldn't go to waste."*  
- Nexus

