

The background of the image is a dimly lit theater with rows of red seats. The seats are arranged in a perspective that recedes into the distance. The lighting is warm and focused on the seats, creating a sense of depth and atmosphere.

THE  
GREAT  
MOVIE  
NIGHT

**IMMERSIVE  
JUNGLE**

Who's never dreamt being the hero of their own movie and walking down the red carpet to shine like the beautiful stars we all are ?

At The Great Movie Night, not only you'll get to film the movie of your wildest dreams and vivid imagination, but you'll also experience what it's like to be at the center of the stage to reveal your inner star.

*WE CAN ALL BE HEROES, JUST FOR ONE DAY.*



2 – 8 guests per team.



4 teams every 20 minutes.



1000+ guests per day.



Accessible to all.



90 min. to 250 min.



40€ per person.

REVEAL YOUR INNER STAR



THE GREAT

MOVIE

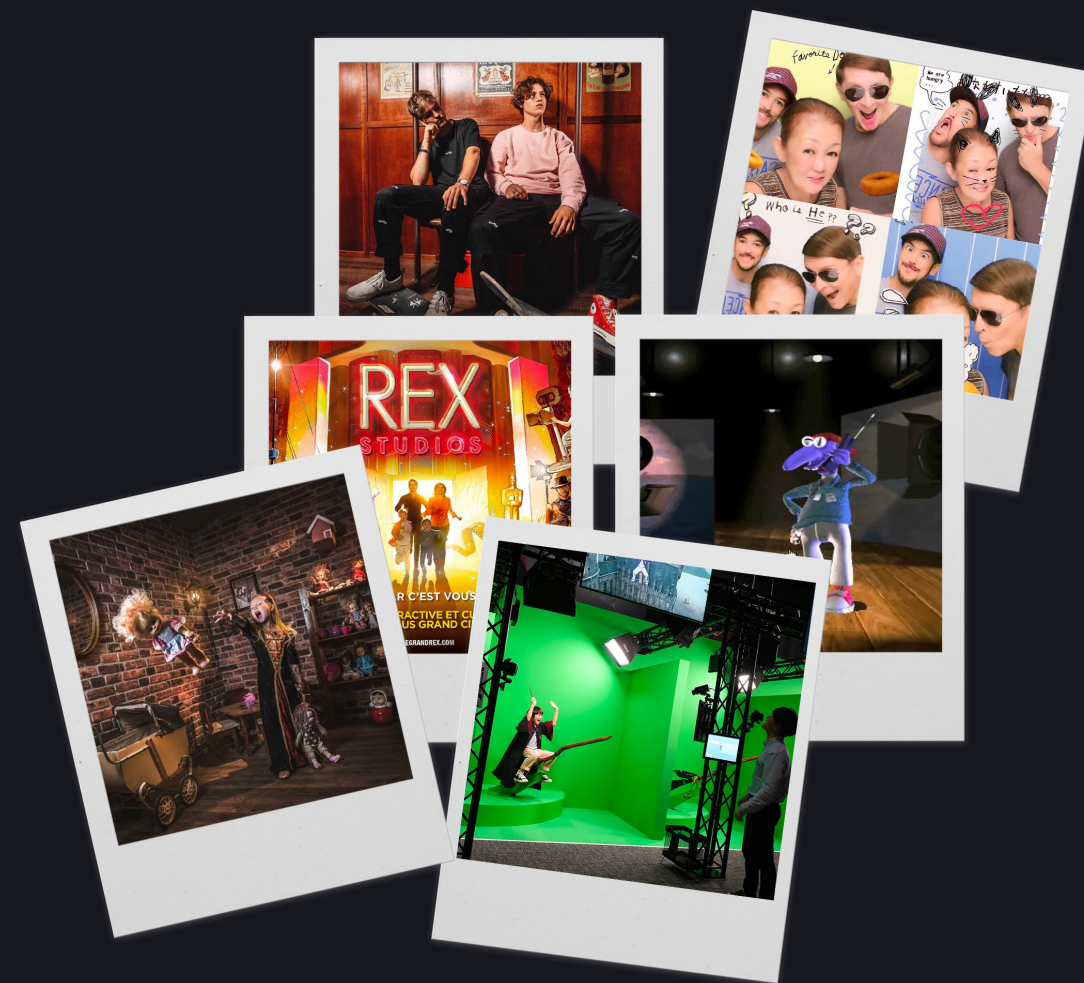
NIGHT

PARIS

# THE ORIGINS OF THE BIG IDEA

The following idea has found its source in trends we've experienced as consumers and observed as creators. A couple of months ago, we were in Japan where we discovered the *purikura*, those highly popular photobooth games allowing participants to create their own narratives through fun and quirky photos. This showcases how users can enjoy engaging in playful character creation. At Warner Bros. Studios Tours and many other cinema-based experiences, green screen booths allows visitors to immerse themselves in a world of magic by riding a broom or a famous motorcycle for an instagrammable souvenir picture.

As escape rooms designers of immersive and hands-on experiences originally, we've noticed many content creators have rented the sets to create unique content, signifying the interest in movie-like production from a consumer perspective. As kids from the 90's we thoroughly remember with a bit of nostalgia those accessible software such as Steven Spielberg's Director's Chair or Windows 3D Movie Maker letting us create our own scenes with unexpected mix and match of characters, sets and narratives.



1. Content creators at Escape Hunt Paris 2. Purikura in Japan 3. REX Cinema Studio Experience 4. Windows 3D Movie Maker 5. Phobia escape room Paris 6. Warner Bros. Studio Tour Japan

*All of these those experiences felt incomplete though ...*

Such ideas highlight the **growing trend and appeal** for movie creation, where consumers are eager to **engage** more and more actively and personally with the media they consume.

**WHAT IF YOU WERE ABLE TO DIRECT YOUR OWN MOVIE FROM A TO Z ?**

With 'The Great Movie Night', we can tap into this trend, offering an immersive, hands-on movie making experience. Beyond pure entertainment, this venture also carries an educational mission. We've identified a void in the market of studio experiences and Cinema museums, with a lack of offering and interactive, hands-on exploration. Our goal is to fill this gap, providing guests not only with a thrilling entertainment experience but also a unique opportunity to learn about the art and craft of filmmaking. We aim at creating a space where guests can gain a deeper understanding of cinema by actively participating in the creation process. Students from local art schools could also use the space and material to further explore their craft.

'The Great Movie Night' is designed to be a one-of-a-kind proposition in the world of studio experiences and cinema museums.





# THE INTENTION

In an era where the rise of AI has instilled fear to many within the Industry, where an AI-based software can generate a short movie in mere minutes, we aim at showing that movies still require the human touch and above all, soul.

Our intention is to demonstrate that a movie is more than the sum of its parts - it's the collective effort of many people working together to create something beautiful.

To this end, we will indeed be utilizing AI to assist in generating scriptwriting and designing movie posters like we did to help us visualize our concept. However, it's important to remember that the AI is merely a tool. It's not replacing the human element ; instead, it's enhancing it. The focus will be on the people involved in the process - the writers, the artists, the actors, and everyone else who contributes to the creation of a movie.

We believe that by leveraging AI in this manner, we can not only streamline the process but also highlight the importance and value of every individual involved in making a movie.

# MOODBOARD

At the begining of our process, it all started with a Pinterest board to regroup and share our references and further expand our ideas and aesthetics.



[Request Access](#)

Green Screens 7 Épingles

Apartment 8 Épingles

Office 5 Épingles

Onboarding - Producer Room 3 Épingles

Stunt 6 Épingles

Vehicles 4 Épingles

Diner's 7 Épingles

Police Station 5 Épingles

Bar Lounge F&B 8 Épingles

Cinema 7 Épingles

Victorian Manor 8 Épingles

Jungle Temple 8 Épingles

"Now Playing" Vintage Marquee... ☆

Good Times ☆

On the Grid : River Oaks Theater ☆

Home ☆

ghosted by jm darhower ☆

PARAMOUNT STUDIO ☆

2022 Re Artist in ☆

Culture Archives ☆

EN IMAGES. 10 portraits mythique... ☆

OSF Costume ☆

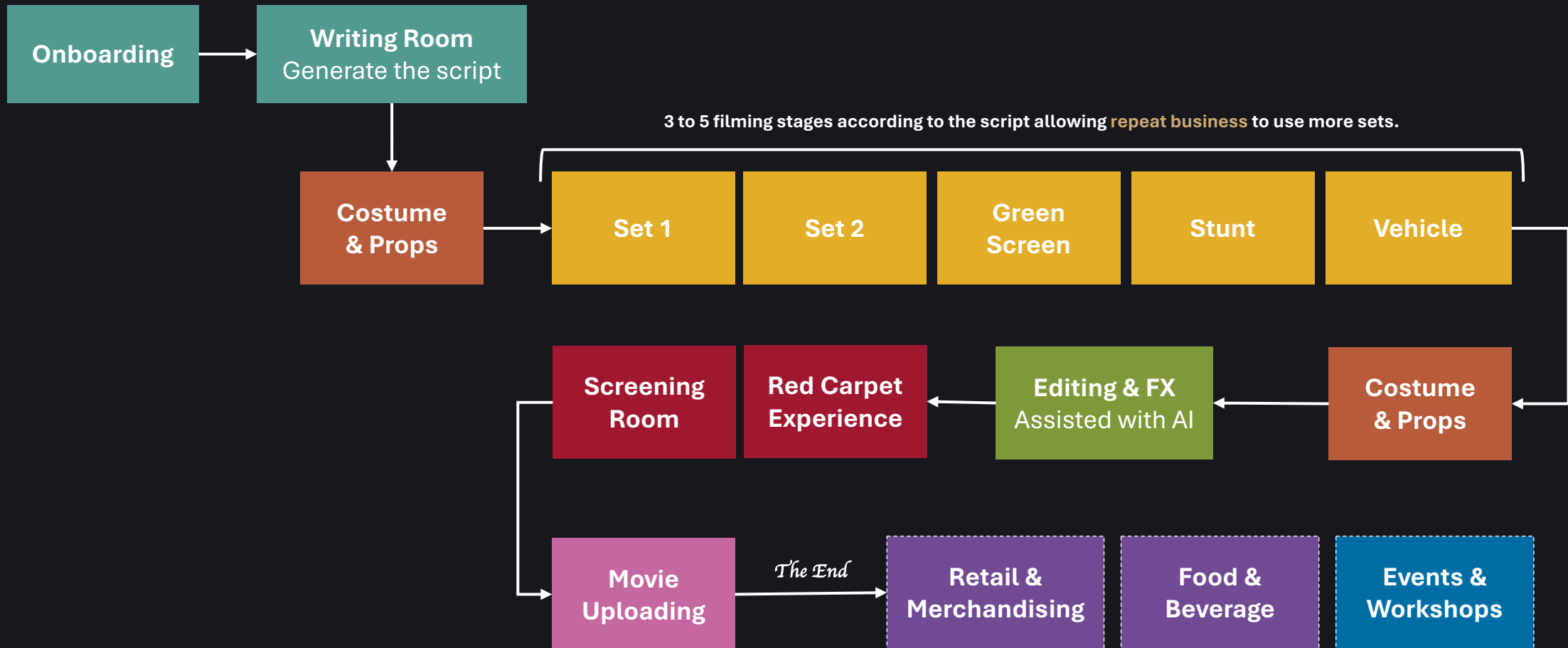
Disney News | Disney ☆

FULL VIDEOS ON YouTube!

WALT DISNEY STUDIOS

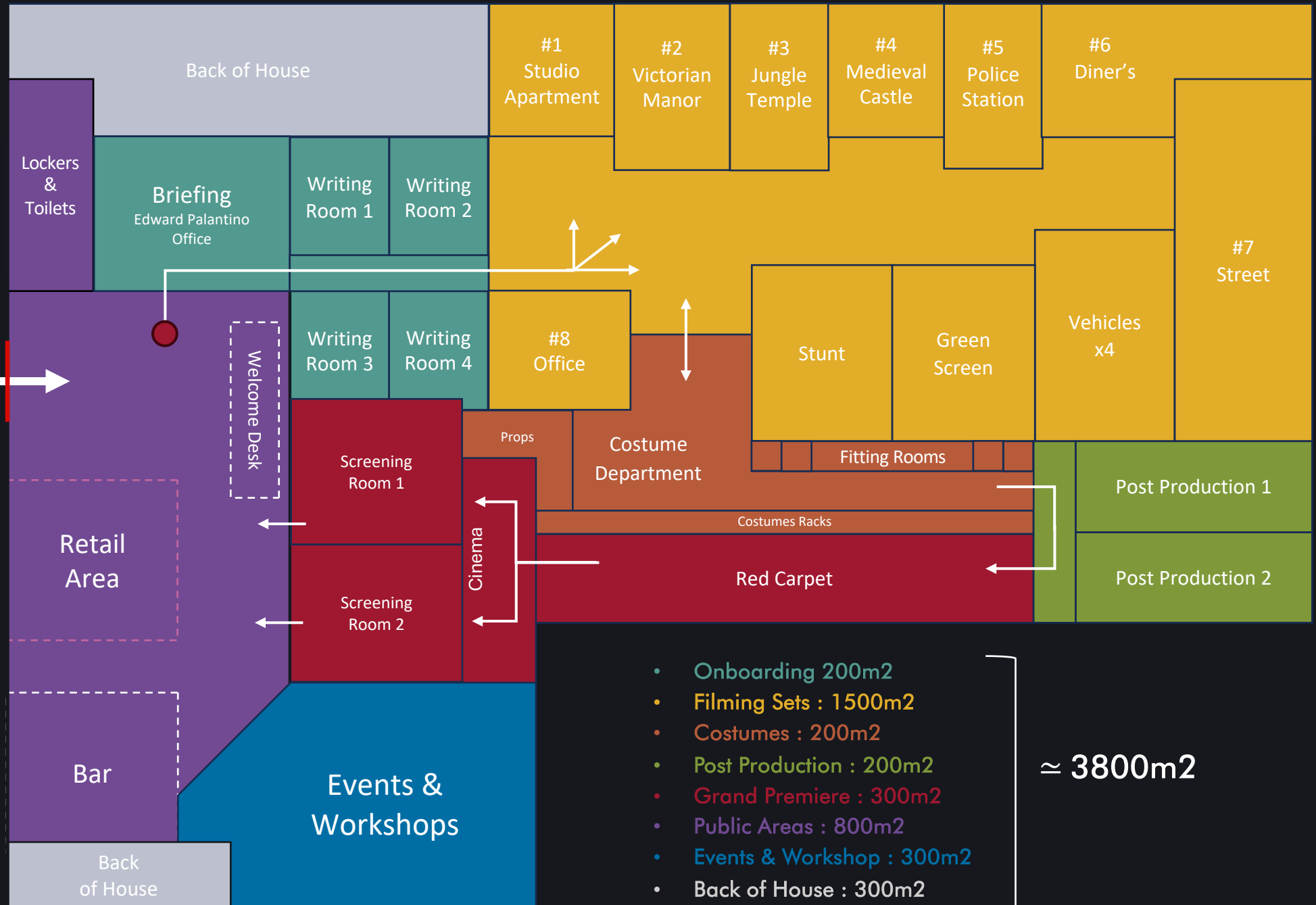
# AN EXPERIENCE POWERED WITH AI.

The most challenging feature to develop would be designing and building a system to generate the scripts from a multiple-choice questionnaire. We will use a tablet as a roadmap in the Studio with their generated script and keep track of the guests with RFID wristband to collect all the rushes taped by the guests and edit them almost in real time until the postproduction allowing them to watch their very own movie at the end of the experience and leave with it.



# SCHEMATIC LAYOUT

Entrance & Exit



*The concept is flexible enough to adapt itself to various venues from 2500m<sup>2</sup> to 4500m<sup>2</sup> by adding more filming stages & larger areas, the bar in particular.*

- Onboarding : 200m<sup>2</sup>
- Filming Sets : 1500m<sup>2</sup>
- Costumes : 200m<sup>2</sup>
- Post Production : 200m<sup>2</sup>
- Grand Premiere : 300m<sup>2</sup>
- Public Areas : 800m<sup>2</sup>
- Events & Workshop : 300m<sup>2</sup>
- Back of House : 300m<sup>2</sup>

≈ 3800m<sup>2</sup>



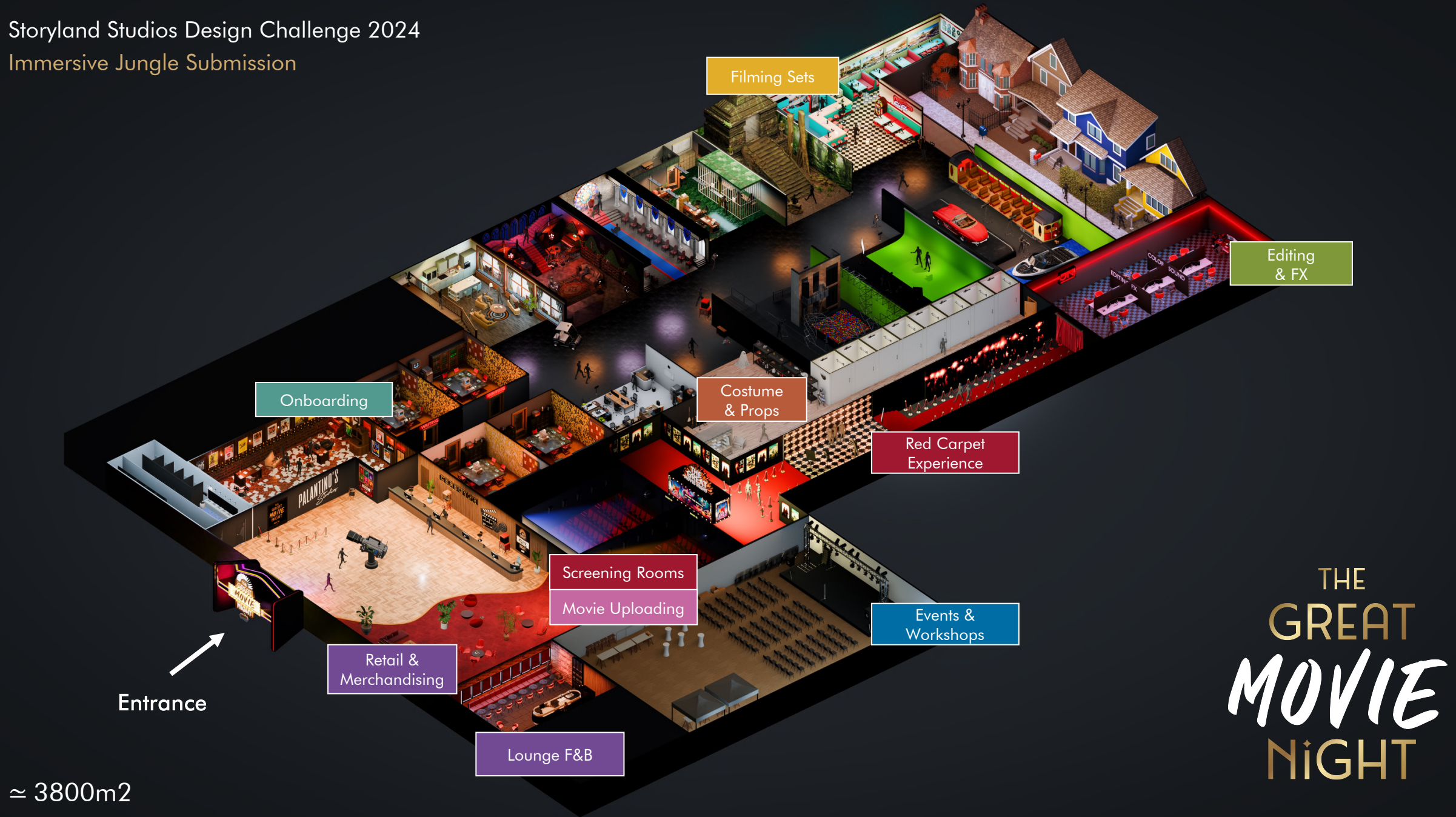
Storyland Studios Design Challenge 2024  
Immersive Jungle Submission



≈ 3800m<sup>2</sup>

THE  
GREAT  
MOVIE  
NIGHT

Storyland Studios Design Challenge 2024  
Immersive Jungle Submission



≈ 3800m<sup>2</sup>

THE  
GREAT  
MOVIE  
NIGHT

# THE GREAT MOVIE NIGHT



Onboarding

Filing Sets

Costume  
& Props

Red Carpet  
Experience

Screening Rooms  
Movie Uploading

Events &  
Workshops

Retail &  
Merchandising

Lounge F&B



Filing Sets

Editing & FX

Costume & Props

Red Carpet Experience

Onboarding

Screening Rooms

# THE GREAT MOVIE NIGHT

# ONBOARDING

The guests are greeted by a **live character**, a producer, who's very expansive. We've all met them at some point one way or another. They are everything we can think of a producer, almost caricatural.

They're constantly on edge, pacing back and forth. They use their hands extensively when talking, often making sweeping or dramatic gestures since they have little tolerance for delays or mistakes and known for catchphrases like :  
**Time is money! or This has to be perfect!**

They may carry a notebook to capture their spontaneous thoughts and inspirations. That same notebook can be found at the shop at the end of experience.

Despite their **nervous energy**, they are **incredibly passionate** about their work. Their enthusiasm is contagious, and they can be very persuasive when pitching an idea or motivating the guests. Despite their demanding nature, the team recognizes their deep passion and commitment. They see the anxiety behind their bluster and along the way will feel empathic with them despite their inherent nature.

# PALANTINO'S *Studios*



Onboarding

Filming

The Grand Premiere

Pre-Production

Post-production

Post-Experience

# PALANTINO'S *Studios*

*Each member of the staff may be able to create their very own variation of the character as long as it matches the above description genders alike.*

*Here the personality of Edward Palantino is very Ed Wood but operators shall adapt the character according to the localization and cultural references of the local market where the attraction will be.*

*Giving freedom of choice to the staff like they do at The Crystal Maze Live Experience with their Maze-masters leads to unique experiences and very engaged staff.*

*From the West to the East Coast, from France to the UK each market has its own caricatural producer.*

## ONBOARDING - EDWARD PALANTINO

Ah, there you are! My saviors, my heroes, a New Hope!

Welcome, welcome to 'The Great Movie Night!' My name is Edward Palantino, the visionary behind this studio. Surely you know some of my greatest success. (While pointing at all the artefacts surrounding him and the guest in his office).

Now, let me be honest with you - I'm in a bit of a pickle. You see, my previous team, bless their hearts, couldn't handle the heat, the pressure, the sheer brilliance of this industry. Most of them have ... well, let's just say they've decided to pursue less... demanding endeavors.

But not you! No, I see in you. I see potential, greatness creativity, and the kind of grit Hollywood legends are made of. You've stepped up when the going got tough, and I can't tell you how grateful I am.

Here's the deal : we're going to make movie magic together. I'll be your guide, your mentor, your relentless taskmaster. But most importantly, we'll be a team - a team destined for the silver screen.

Each of you will take on roles once held by my dearly departed staff. We use to have, directors, script writers, actors, and more. You'll learn the ropes, dive into the chaos, and together, we'll create something spectacular.

I need your energy, your creativity, your passion! Time is money, my friends, and we've got a blockbuster to produce. So, roll up your sleeves, get ready to shout 'Action!' and let's make history! Are you with me? Of course you are! Lights, camera, action! Let's show the world what we...

He's interrupted as his phone's ringing and glancing down - is it another banker complaining ? Pause - while looking at the guests he's clapping his hand twice.

Chop chop, it all starts with an exciting script. This way.

Pointing at the writing rooms corridor whose sign lits up while picking up the phone and moving away to answer this important phone call.

# SCRIPTWRITING & PRE-PRODUCTION



Introduction

Filming

The Grand Premiere

Pre-Production

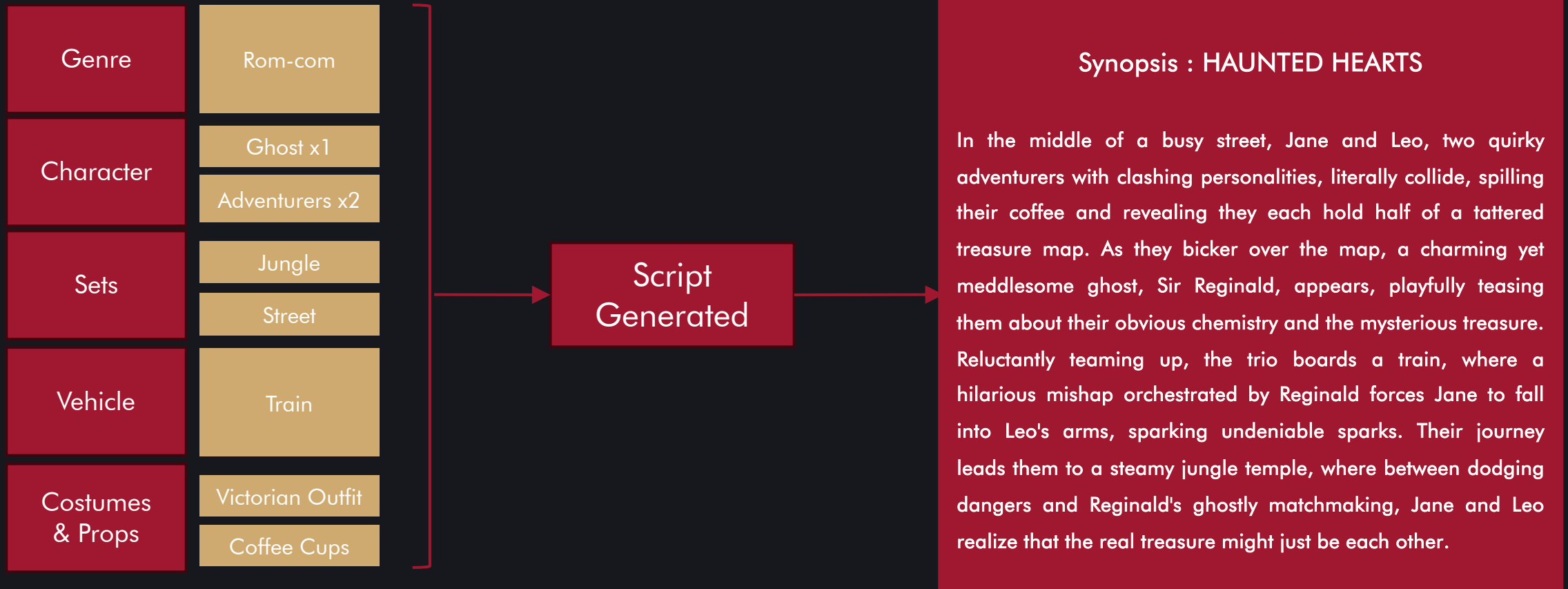
Post-production

Post-Experience

# PRE-PRODUCTION

## WRITING & CASTING

In a room inspired by Hollywood's production lot writers room, this first section of the experience starts with a short movie presenting the journey through the studio. Then, the group of guests choose the character they want to embody, the type of movie and so on until the software generates their entire script. Here's a simple example with 3 guests. The more details in the multiple choice questionnaire the more detailed, ambitious and quirky the script would be. Guests can chose the level of realisticness they want.





# GENERATED SCRIPTS

## HAUNTED HEARTS

### Characters and Costumes:

#### • Jane

Jane is a modern-day adventurer, so her outfit should be practical yet stylish. She might wear a chic leather jacket over a fitted, breathable t-shirt. Cargo pants with multiple pockets for tools and a pair of worn, sturdy boots would complete her look. Colors should be earth tones, like olive green and brown, to reflect her connection to nature and adventure. For accessories, consider a simple leather necklace, a wristwatch, and perhaps a light-colored scarf or bandana.

#### • Leo

Leo is more laid-back but equally adventurous. His outfit should be comfortable and functional, reflecting his role as a treasure hunter.

## HAUNTED HEARTS

### Props:

#### • Coffee Cups:

The coffee cups should be simple and recognizable, like a city coffee shop. One cup should be larger, for Jane, and the other smaller, for Leo. The cups should have coffee splatters on them to reflect the collision. The cups should have coffee splatters on them to reflect the collision.

#### • Treasure Map:

The map is central to the story. It should be old and worn, with torn edges and faint markings.

## INT. CITY STREET - DAY

(Busy street filled with people, honking cars, and a general sense of city chaos. Jane, a spirited adventurer with a determined look, is walking quickly with her nose buried in a map. Leo, a laid-back but charming adventurer, is coming from the opposite direction, focused on his phone.)

### JANE

(muttering to herself)

If this map is right, the treasure should be...

### LEO

(focused on his phone, walking without looking up)

...right around this area...

(They COLLIDE with a loud smack, papers fly everywhere. Coffee spills over both of them.)

### JANE

Hey! Watch where you're going!

### LEO

...into me!

(He looks down at the fallen map pieces, realizing they've each got half.)

...it. This map is mine!

(A WIND blows, and the ghostly figure of SIR REGINALD, a charming but mischievous Victorian-era ghost, materializes between them.)

### SIR REGINALD

Ah, at last! Two hearts bound by fate and a treasure, how delightfully cliché!

#### • Sir Reginald

As a Victorian-era ghost, Sir Reginald should be dressed in classic, old-world elegance. He wears a dark suit with a waistcoat, complete with a white shirt and a dark cravat or a bow tie, and a top hat. He should wear a cravat or a bow tie, and a pocket watch chain. He should wear a cravat or a bow tie, and a pocket watch chain. He should wear a cravat or a bow tie, and a pocket watch chain.

#### • Ancient Chest:

The chest they discover in the ruins should be made of dark, weathered wood with ornate metalwork. It should look heavy and ancient, with vines and moss growing over it. The chest should be locked with an old-fashioned keyhole, adding a layer of mystery.

## Post-Production Details

### 1. Transitions and Effects:

• **End Scene with Sir Reginald:** After Jane and Leo's kiss, Sir Reginald's departure can be depicted with a light effect, where he gradually becomes more transparent until he completely fades out. The background music should be soft and romantic, underscoring the emotional moment.

### 2. Music and Sound Design:

• **Opening Scene:** Use an upbeat, lively score that captures the energy of the city. The sounds of honking cars, chatter, and footsteps should be layered under the music.

#### Train Scene

The train journey should be accompanied by a rhythmic, traveling score, with occasional sounds of train clattering over the tracks and the whistle blowing.

#### Key Scene:

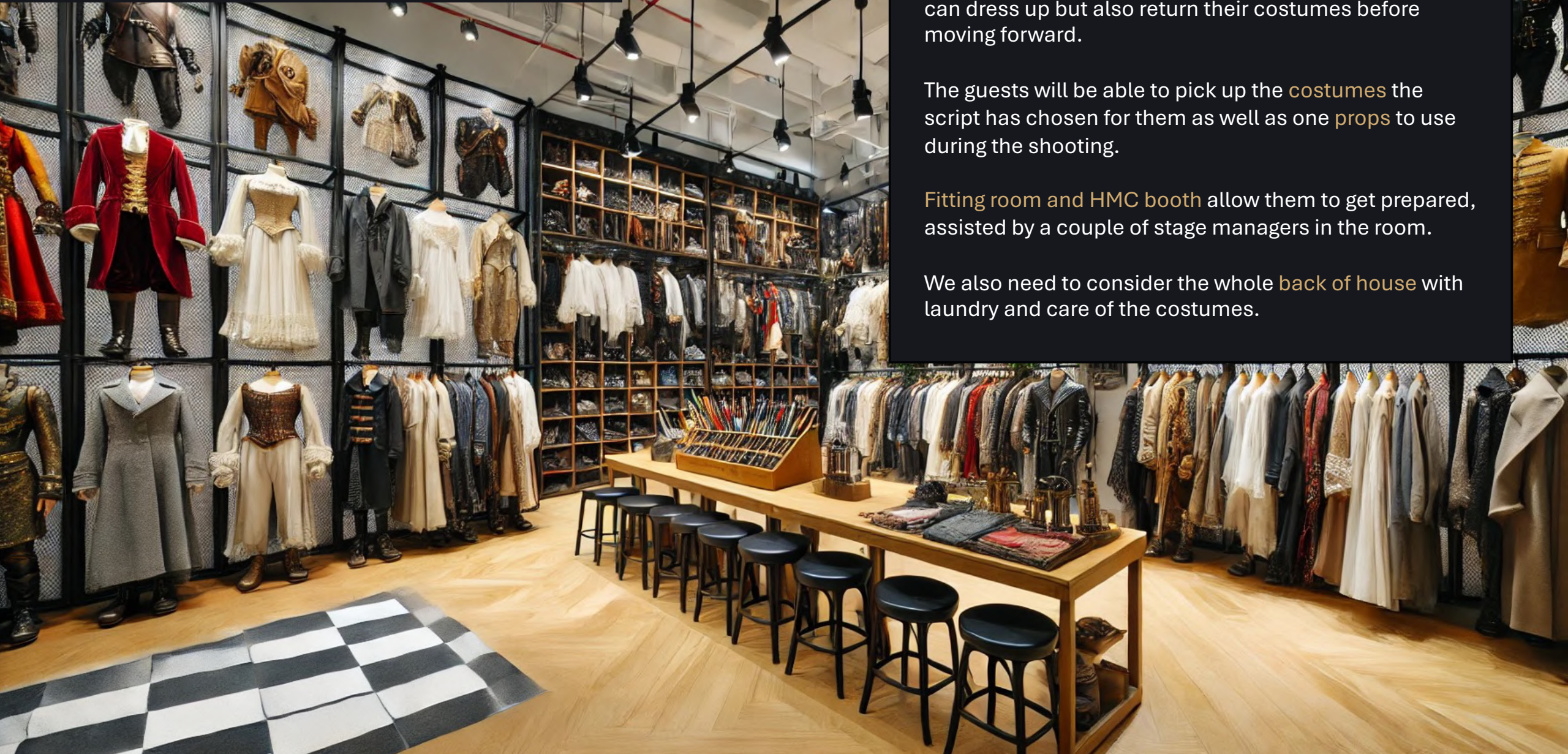
The key scene sounds should be rich and immersive, with rustling leaves, and distant animal sounds. The music here should be more subdued, with a focus on mystery and adventure.

#### Moments:

Use more intimate scenes between Jane and Leo. The music should be light and melodic, with soft piano creating a warm, romantic atmosphere.

Then, the generated script is sent on a tablet guests take with them along their journey with all the details, as a **roadmap** to evolve at Palantino's Studios and create their unique movie. At the end of the experience the guests can send themselves a pdf copy of the script as a souvenir.

# COSTUMES & PROPS



The **heart of operations** and guests flow as we need to make sure it integrates rightfully somewhere the guests can dress up but also return their costumes before moving forward.

The guests will be able to pick up the **costumes** the script has chosen for them as well as one **props** to use during the shooting.

**Fitting room** and **HMC booth** allow them to get prepared, assisted by a couple of stage managers in the room.

We also need to consider the whole **back of house** with laundry and care of the costumes.

# PRODUCTION



Introduction

Filming

The Grand Premiere

Pre-Production

Post-production

Post-Experience

# THE FILMING STAGES

## LIGHT, CAMERA, ACTION!

This is where the group will spend most of their time in the experience **estimated to 80-90min.**

Each set has a panel where the group can adjust the settings with **preset lighting options** such as day / night / cloudy ...

Lighting is the most important but additional preset should be explored to create sound or special effects according to the environment.



### JUNGLE TEMPLE

A set full of luxurious plants and trees where you can encounter a prehistoric creature or be an adventurous explorer.

### VICTORIAN MANOR

A traditional Victorian manor house with a dark and mysterious twist or where hosting a classic whodunnits!



### POLICE STATION

This set is designed to resemble a bullpen environment, including a cell where prisoners would be held before transferred.



### MEDIEVAL CASTLE

From Medieval Fantasy to historical period movies the castle room has different angles for various stories.



# THE FILMING STAGES

LIGHT, CAMERA, ACTION!

The stages can easily be adapted. A restaurant can be an american diner just as a french bistrot according to localization.

The street can be adapted to reflect the local architecture. It's all about the operator market and final choices.



## RESTAURANT

This set recreates a casual dining environment, complete with tables, chairs, a bar counter, and related decor.



## NYC APARTMENT

This set mimics a typical New York City apartment, complete with characteristic architectural details and urban decor.

## STREET

This set recreates an outdoor street scene, complete with buildings, sidewalks and street signs for all kind of encounters.



## THE OFFICE

A traditional office set that includes desks, chairs, and office equipment, providing a professional ambiance.



# VEHICLES STAGES

JUMP ON YOUR FAVORITE !



## CAR

A car prop can serve multiple purposes, from dramatic getaways to heartfelt conversations. It offers a familiar and versatile setting.

## MOTORCYCLE

A motorcycle prop can be used for action-packed scenes or chases, providing a sense of speed and adrenaline.

## TRAIN

The train can be used for scenes involving travel or dramatic encounters, providing a unique and dynamic backdrop.

## BOAT

The boat stage simulates scenes on water, opening up possibilities for adventure, suspense or romantic sequences.

# STUNT & GREEN SCREENS

## ACTION PACKED AND CRAZY SCENES



Flexible sets equipped with a green screen that can be used to digitally insert any background, allowing for a wide range of creative possibilities.



A safe, controlled environment where guests can learn basic stunt techniques from professional stunt coordinators, from simple fight choreography, to safe falls on padded surfaces, or even wire-work for simulated flight or high jumps. Guests would then use their newly learned skills to add action sequences to their movie. Safety equipment and supervision would be provided to ensure guest safety during these activities. The stunt lot could be equipped with various set pieces that can be safely used such as breakable furniture or foam obstacles.

*As an example a certain number of those sugar based glass windows shall be allocated each day allowing participants to break a window, a glass table.*

# POST-PRODUCTION



Introduction

Filming

The Grand Premiere

Pre-Production

**Post-production**

Post-Experience



# EDITING FOR DUMMIES

To make it easier and playful for the audience, we would develop and provide a **simplified editing interface** allowing guests to handle basic editing tasks including :

- Arranging and reordering scenes with a simple **drag and slide** feature.
- Applying **basic transitions** between scenes from a library.
- Adding pre-made **sound effects and music** tracks picked from a library or generated.
- Insert captions or text **overlays** such as onomatopoeia.
- Adjusting **basic video properties** like brightness and contrast from an effect library.
- Edit their own **credit score**.
- Generate their own **movie poster**.

Movie Poster



Generate a movie poster with the guests names, title and baseline.

# THE GRAND PREMIERE



Introduction

Filming

The Grand Premiere

Pre-Production

Post-production

Post-Experience

# RED CARPET

As a grand finale of the experience, guests are ushered onto the red carpet. This is *their moment to shine*, a glamorous culmination of all their hard work. The red carpet is vivid, the atmosphere electrifying. Guests are treated like true movie-stars, with flashes popping and onlookers clapping. To avoid dozens of staff members flashing around we suggest to create an installation on both sides of the red carpet with hundreds of photo cameras of all kinds and heights with *random bursts of flashes*. As our guests stride down the carpet, basking in the limelight, their hearts race with excitement.

They are greeted by a member of the staff dressed as a photographer to take photocall pictures of each member of the group and another group picture in front of the cinema where they can read the title of the movie and their names on the marquee. All the surrounding posters feature their movie poster to emphasize the Grand Premiere. Titles, names and posters would be featured as they finalize the editing in the previous room.

This is a memory they will cherish, the perfect conclusion to their journey at 'The Great Movie Night.' The best is yet to come ... watching their very own movie in a private screening room.



# SCREENING ROOM

In the Screening Room, guests are seated in a comfortable and intimate setting, reminiscent of a **private movie screening**. The lights dim, and the movie they have worked so hard on begins to play. They watch with anticipation as their unique story unfolds on the big screen, seeing their ideas brought to life, their performances immortalized, and their hard work paid off. The atmosphere will certainly be filled with **laughter, applause, and sense of accomplishment**.

## *The End*

At the end of the screening, guests are able to **download their movie on their smartphone** ; they will also receive a link by email.

Ultimately, **the screen lifts**, revealing a passage leading to the souvenir shop and bar to celebrate their journey. This seamless transition marks the end of their experience.



# AROUND & AFTER THE EXPERIENCE



Introduction

Filming

The Grand Premiere

Pre-Production

Post-production

Post-Experience

# FOOD & BEVERAGES

A high-end themed lounge, where the art of cinema meets F&B excellence, inspired by iconic film genres. For a casual visit of the venue, during special events or just after their experience, guests immerse themselves in a timeless ambiance, where every detail, from the decor to the presentation, reflects a glamorous but exciting atmosphere of the movies.

They can sip on a Noir Martini, evoking the mystery and allure of classic film noir, or indulge in a Sci-Fi Sunset, a futuristic blend of flavors that takes you to another world. The menu brings twists on simple dish, easy to prepare favorite food, featuring pizzas with Galactic toppings, Western-inspired mini-burgers, or Rom-Com desserts to share.



*« Anyone can cook,  
but only the fearless  
can be great. »*

— Chef Gusteau



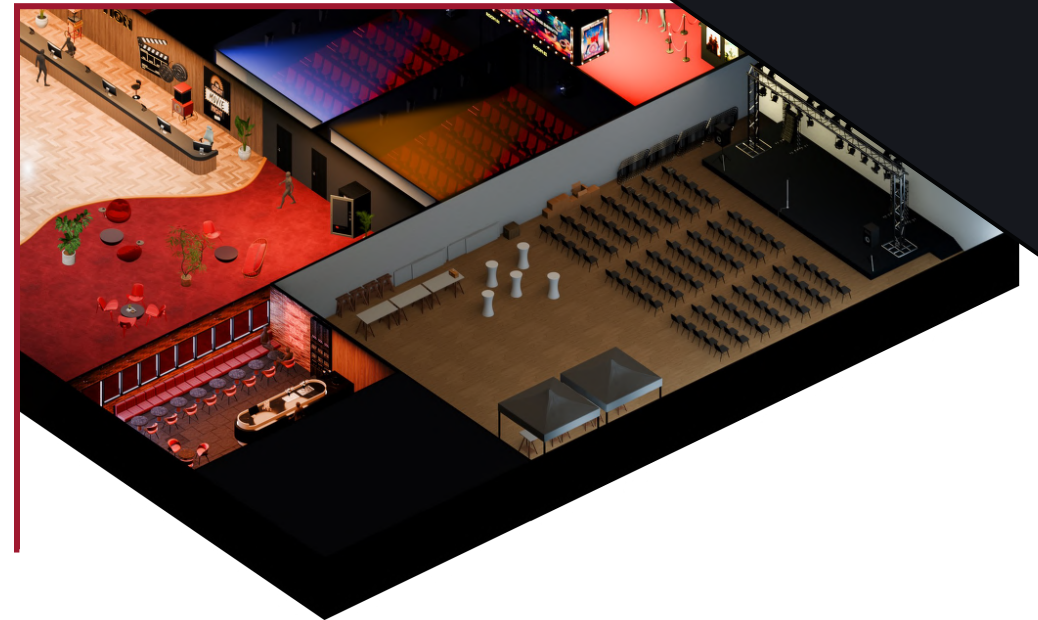
# WORKSHOP & EVENTS

In the 300m<sup>2</sup> area dedicated to events and workshops, a variety of activities can be offered to enhance visitors' experience and deepen their immersion in the world of cinema. The space can be easily adaptable.

- **Cinema Masterclasses** with industry professionals.
- **Creative Workshops** from beginners to more experienced enthusiasts.
- **Lectures and Meet-and-Greets** with personalities.
- **Themed Days** around particular genres or IP.
- **Networking Events** to create opportunities between attendees.
- **Immersive projections** of special productions created in 360° mapping.
- **Interactive Exhibits** in partnership with famous franchises.
- **Prop Making Workshops** to give the tools with professional makers.
- **Script Clinic Sundays** with industry professionals and script doctors.

*« The most personal  
is the most creative. »*

— Martin Scorsese



Connected to the lounge area, this versatile space will also be utilized for B2B private events, teambuilding events and receptions to become a vibrant hub.

# RETAIL & MERCHANDISING

## Palantino's Studios Branded Merchandise

- Custom crew apparel with their favorite role : *director, actor, writer.*
- Branded notebook, pens, houseware from Palantino's Studios.
- Miniature bookends props such as cameras and claps.
- Palantino's Studios High Quality Promotional Poster.



## On demand personalised merchandise

Consumers are craving for original merchandise. It is also sustainable as we'd only produce what we sell, limiting overstocked items.

Guests will be able to order custom merchandise on terminal booths in the shop where they can access their own material created along the experience. If possible, this merchandise can be immediate with solutions similar to what companies like **My Moments** can offer. Otherwise, this merchandise can be ordered and delivered in 2-3 days (domestic) or 7-10 days (abroad).

Custom merchandise can include :

- High quality prints from the guests generated movie poster.
- Custom DVD copy with their own custom sleeve and movie.
- Instant key rings, magnets or notebook with the guests' poster.

## Bespoke On Demand Merchandise



The French studio Harcourt is renowned for its distinctive black-and-white and glamorous photography, characterized by a vintage 1940s style and iconic lighting. For decades, they have photographed the most famous movie stars. Their cabin allows guests to experience the studio with an affordable portrait from their inner star to take home.



# BRAND & AESTHETICS

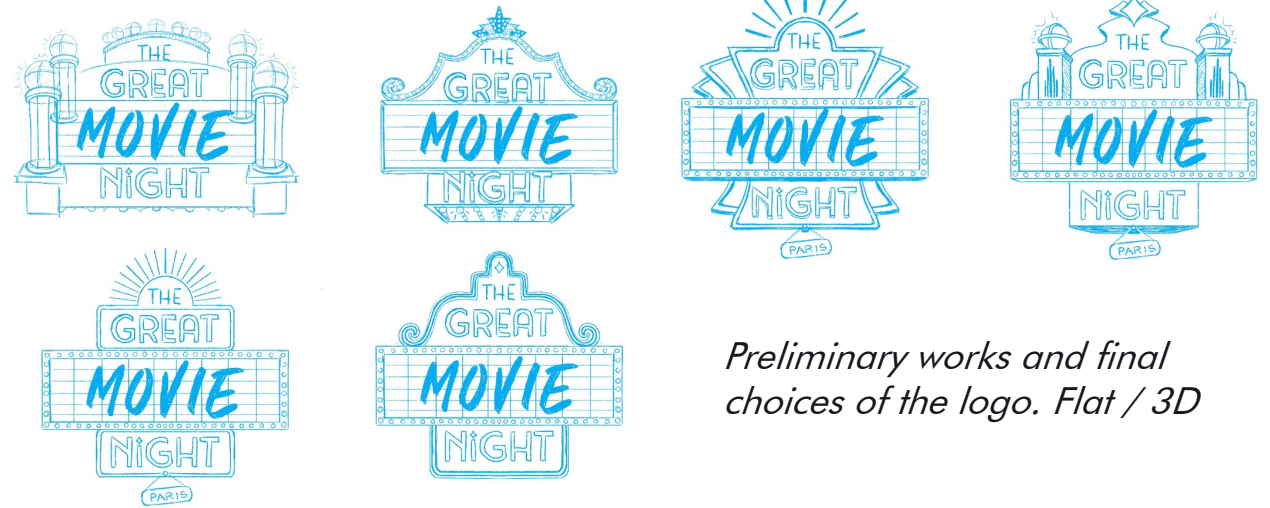
To be as global as possible we've chosen to focus on the golden age Hollywood aesthetic that speaks to most just like our proposed mix of stages within the experience to reflect a wide range of genres and classic sets.

Aside, various preliminary works that led to the finale logo and key visual. We wanted something not seen elsewhere at Disney, Motiongate or Warner Movieworld while blending classic art-deco aesthetic with a modern twist just like our venue.

The logo reflect THE GREAT NIGHT one can spend in the venue just as in a cinema theater with friends and families. But there's a twist. To emphasize the guests are hands-on and making their own movie we've chosen to emphasize MOVIE with a marker font as one could use on home recorded videotapes.

It was also important to make sure we could display nicely the localization from Hollywood to Paris to Dubai. The logo works as itself on a branding perspective and merchandise but also staged in a larger sign when the venue will be built or within the key visual.

It was also important to give an identity to the Palantino Studios to reinforce our overall storytelling.



*Preliminary works and final choices of the logo. Flat / 3D*

THE  
GREAT  
MOVIE  
NIGHT  
PARIS



# Preliminary Works & Final Choices

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THE GREAT MOVIE NIGHT  
LONDON

THE GREAT MOVIE NIGHT  
HOLLYWOOD

THE GREAT MOVIE NIGHT  
DUBAI

COMING SOON

THE GREAT MOVIE NIGHT

PALANTINO'S Studios

*Palantino's*  
STUDIOS

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Studios

# IP OPPORTUNITIES

Partnering with renowned studios could open several opportunities for 'The Great Movie Night'. Such collaborations could include the display of authentic sets, costumes, and movie props from popular films, which would greatly enhance the experience and address the fan-bases of beloved movies.

Moreover, these partnerships could extend to **special events**, such as a famous franchise taking over the venue temporarily. During this takeover, we could showcase unique exhibitions related to the franchise, including artifacts from the production, behind-the-scenes footage, and exclusive interviews. This would not only attract the franchise's fan community but also generate media attention and attract a broader audience. A modular events space would be at disposal too.

Additionally, we could organize interactive **masterclass, workshops or Q&A sessions** with the creators, actors, or crew members of these franchises. This could offer guests a unique opportunity to gain insights into the filmmaking process from industry professionals.

From a **social and environmental perspective**, we could use actual movie sets that would otherwise be discarded. This would not only contribute to the **sustainability** efforts but also provide an authentic experience for our guests. We could share stories behind these reused sets and raise awareness about the importance of sustainability in the film industry.

Furthermore, we could also explore the idea of '**themed months**' where we focus on a specific studio or franchise for a certain period. This could involve special activities, challenges, or competitions related to that theme, offering guests a fresh and unique experience each time they visit.

As such a seasonal **Christmas overall** could include new scripts, festive decoration and accessories in the relevant sets. Same thing with **Halloween**.



*The nightmare of any legal and IP infringement team =)*

# SPIN OFF & CULTURAL LOCALIZATION

Each location of 'The Great Movie Night' experience can have a unique character to cater to diverse audiences worldwide. While the flagship venue could embody a classic Hollywood aesthetic to appeal to a global audience, from the U.S. to the Middle East, we could envision unique adaptations for different markets.

Once the initial investment is recouped, this flexible concept can be easily rolled out to fit the needs of various cities and operators at various scales from 2000 to 4000 sqm.

For instance, in the New York City area, we could capture the essence of the city's renowned late-night shows and sitcom culture. Iconic, smaller sets could recreate the ambience of a typical sitcom apartment or news and late-night show sets, providing a distinctive experience and a connection to the city's entertainment history. In countries like France and the U.K., which have a distinctive cinematic style, we could tailor the selection of sets to reflect their unique film history and style, making the experience more authentic and relatable for the local audience. Markets like Bollywood or Korea's rapidly growing film industry, also present exciting opportunities. In these regions, we can customize the experience to reflect their unique cinematic traditions and styles, making the venue a potential hotspot for movie enthusiasts.

The versatility of 'The Great Movie Night' concept allows for a wide range of adaptations, letting us provide a unique, immersive, and culturally relevant experience to movie lovers around the world. Above creating a movie, it's all about something universal : sharing memories together.



# THE TEAM

## **Thibault LIÈVRE**

Creative Director

*Co-Founder of Immersive Jungle*

## **Kenny LE BAGOUSSE**

Technical Director

*Co-Founder of Immersive Jungle*

## **WITH THE HELP FROM**

## **Laurie Mahé Desportes**

Graphic Designer & Illustrator

*Zompa Design*

## **Lucas FORMANTIN**

3D Artist

Thank you for reading us  
... that's all folks !

We hope you've enjoyed it  
as much as we had fun  
imagining this concept  
and can't wait to develop  
it further with you !

Thibault /