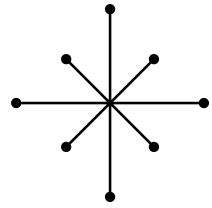
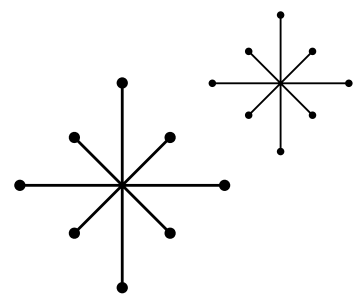
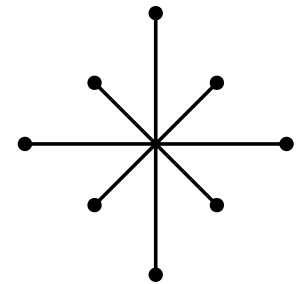


You're Invited to...



S L U M B E R L A N D

*the ultimate immersive sleepover-themed attraction*



STORYLAND STUDIOS DESIGN COMPETION 2024

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Welcome to...

S L U M B E R L A N D

The start of the school year has begun and you've hit it off with a new friend, Alex. After weeks of begging your parents, you are allowed to head over for a SLEEPOVER!

While you get ready to deepen your friendship, you have no idea what thrilling adventures are in store for you.



You're invited to *Slumberland*, the **ultimate sleepover-themed attraction** where magic, nostalgia, and whimsy combine for an unforgettable experience! Our charming household environment invites you to enjoy classic sleepover activities in a setting that evokes the coziness and fun of a perfect pajama party.

Begin your adventure in our charming home space, where you can indulge in all your **favorite sleepover treats**: savor delicious pizza, create-your-own sundaes, and unwind with pampering spa treatments. Engage in outdoor games and gather around the firepit for s'mores. Build epic pillow forts and snuggle up in our cozy movie den.

But the fun doesn't stop there. As the night progresses and make-believe takes over, **a mysterious and enchanting world unfolds, welcoming you to Dreamscape**. Here, the expanses are as magical as your imagination. Wander through immersive art installations, explore fantastical playgrounds, and relax in transportive cloud lounges that bring your wildest dreams to life.



Our fantastical wonderworld is designed to spark joy and creativity, offering a place where you can explore or unwind in a deeply nostalgic environment with friends. Pajamas are encouraged to enhance the cozy, dreamy atmosphere.

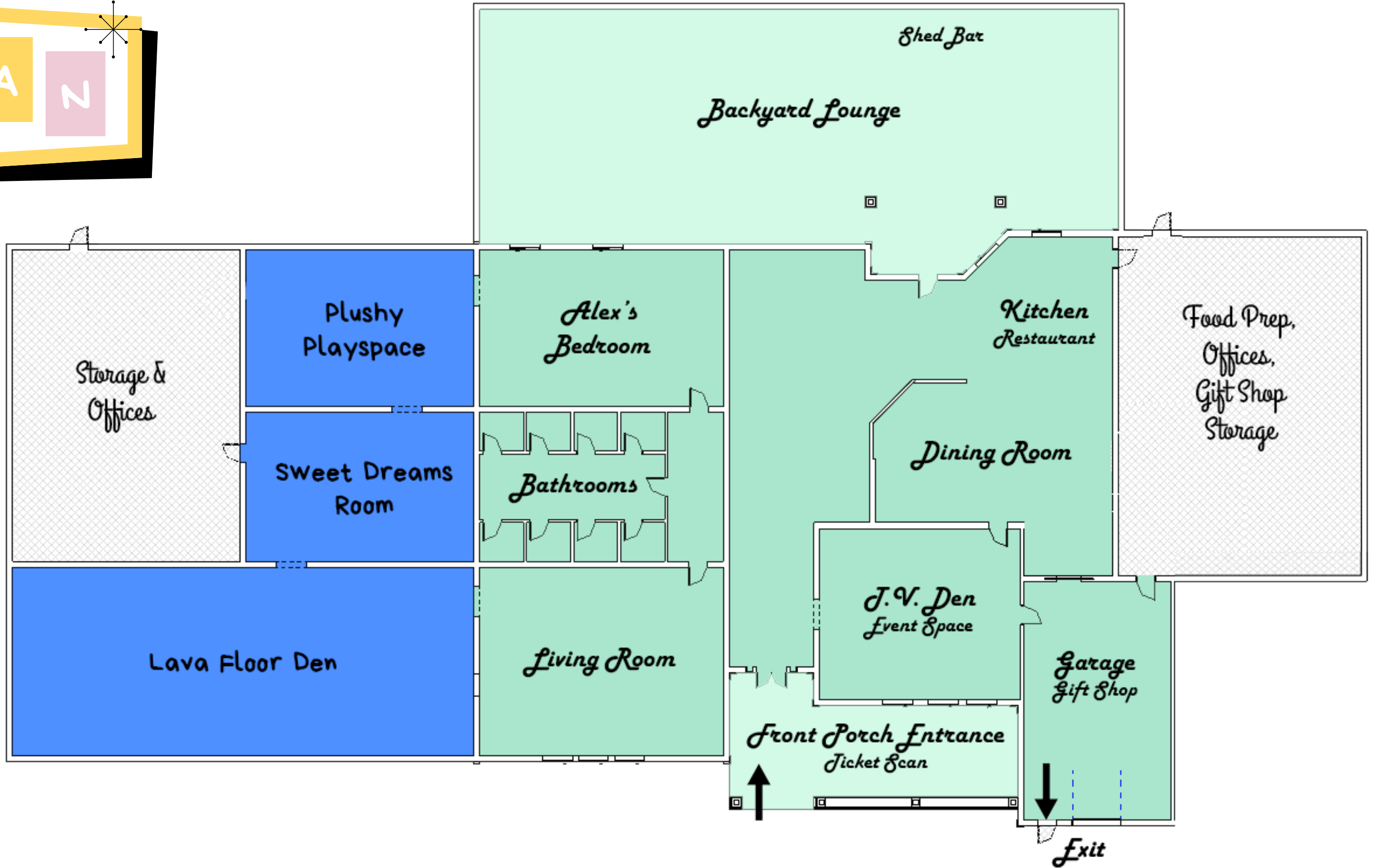
**Special event nights in our movie den** include karaoke sessions, Dance Dance Revolution battles, and Garage Band competitions. Relive the magic of the past with movies accompanied by a gourmet popcorn bar and other nostalgic entertainment offerings.

Before your folks come to pick you up, make sure to visit our gift shop, packed with childhood delights and nighttime treats. Find the perfect souvenir to remember your magical night or pick up a sweet snack for the ride home.

At Slumberland, every moment is filled with wonder and enchantment, making it **the perfect place for kids of all ages to experience the sleepover of their dreams.**

# Floor PLAN

- Alex's House
- Dreamscape
- Back of House



S L U M B E R L A N D

# *Alex's House*

As your folks drop you off, you're excited to explore Alex's comfy abode. Get ready for fun, games, scrumptious eats, and quality time.

# Front Porch Entrance



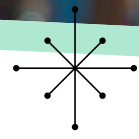
Guests are welcomed to the sleepover by the façade of a charming mid-century cottage home. On the front porch, Alex's parents greet you warmly (**as you purchase your ticket and receive your stamp**). You can choose between the **Dreamscape experience, a special event ticket, or simply access to the food and beverage area in the backyard.**

The house radiates warmth and coziness, adorned with vibrant decor inspired by the 1950s.





# J.V. Den



Upon entering, you find the TV room on the right, offering a constantly rotating selection of entertainment. Each night at Slumberland brings a different delight: from **Guitar Hero and Dance Dance Revolution**, to classic slumber party films and lively karaoke sessions. There are endless reasons to explore Slumberland or return night after night. No entertainment would be complete without a popcorn bar, where you can create your perfect mix with an array of toppings!



\*Images on this page are from Adobe Stock

Concept

Alex's House

Dreamscape

Feasibility

# Kitchen & Dining



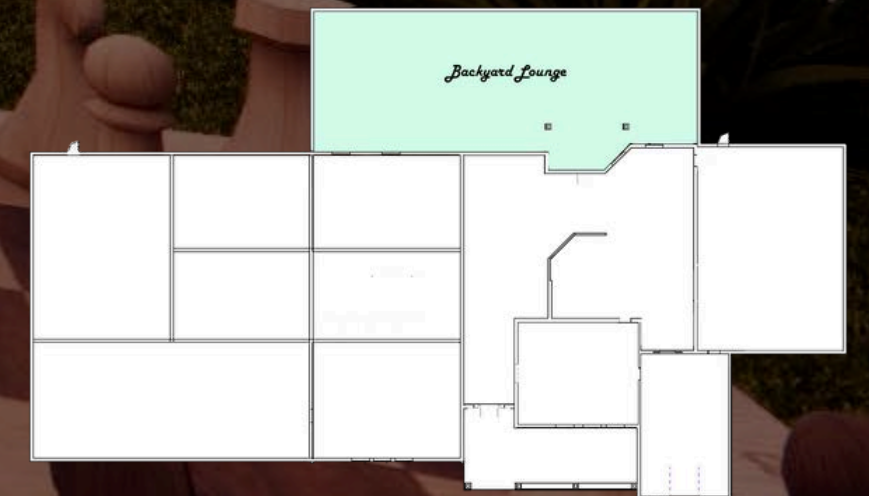
As you continue down the hall, the open kitchen beckons with irresistible aromas. Guests can grab a seat in the back patio or dining room area, place their order on the tableside iPad, and when it's ready, **open the kitchen's oven to retrieve their custom creation**—be it pizza, nuggets, or a cookie (vegan, vegetarian, and gluten-free options are available). Friends will also be notified when their milkshakes, fruit cups, or salads are ready to be picked up from the fridge. The kitchen façade cleverly conceals a real 'back-of-house' kitchen, where staff stock the faux fridge and oven with meals linked to each table number.



# Backyard Lounge



The backyard offers even more excitement, complete with all the essentials for making s'mores or enjoying a full-service 'shed' bar for older guests. Beyond the firepit, you'll discover Giant Jenga, chess, a treehouse, a ball-pit pool, and a small high-ropes course, all nestled within a whimsical, artificial backyard environment. It's the perfect spot to unwind, catch up with friends, and relax under an ever-twinkling night sky.







# Dreamscape

Alex's House rewards adventure seekers with unexpected portals to Dreamscape — a fantastical world where the ordinary transforms into the extraordinary. It's the ultimate playground of imagination, where every corner hides a new adventure waiting to unfold.

# Plushy Play Place



...the Headboard Portal, transports you to Dreamscape—a cloud-filled oasis. This “Plushy Play Place” utopia **is the softest place in the universe, covered in plush stuffed animals from every surface**, including a magical rotating chandelier centerpiece. Here, friends can ride the reigning sheep and other **larger-than-life stuffed animals on a rotating carousel** around the room's edge, as calming lavender scents fill the air and ethereal beats lull them into a serene paradise.



# Sweet Dreams Room



Diving deeper into Dreamscape, you discover more imaginative and surreal vibes. The Sweet Dreams Room beckons with its buzzing decor. This **comforting hang space** has a **candy shop, ice cream cart, and scrumptious spaces** to share stories and connect. Maximalist decor drips like melting ice cream. One more area of the Dreamscape awaits...



# Lava Floor Den



The Floor is Lava den is the most thrilling area of Dreamscape, also accessible via Alex's Living Room and the Pillow Fort Portal.

The room features trampoline couches and the beginnings of an epic fort. Once friends peek behind the sheets, they'll discover the Pillow Fort Portal to Dreamscape—a fantastical room where the floor is lava, and the space is filled with **chandelier swings**, **mountains of couch cushions**, and **exhilarating obstacle courses**. Friends can bounce around the 'Lava Floor Den's' unexpected wonderland, **climb through a surreal playscape**, and engage in friendly battles using plush prodders.



\*Images on this page are from Adobe Stock and Google Image of The Floor is Lava Game show.

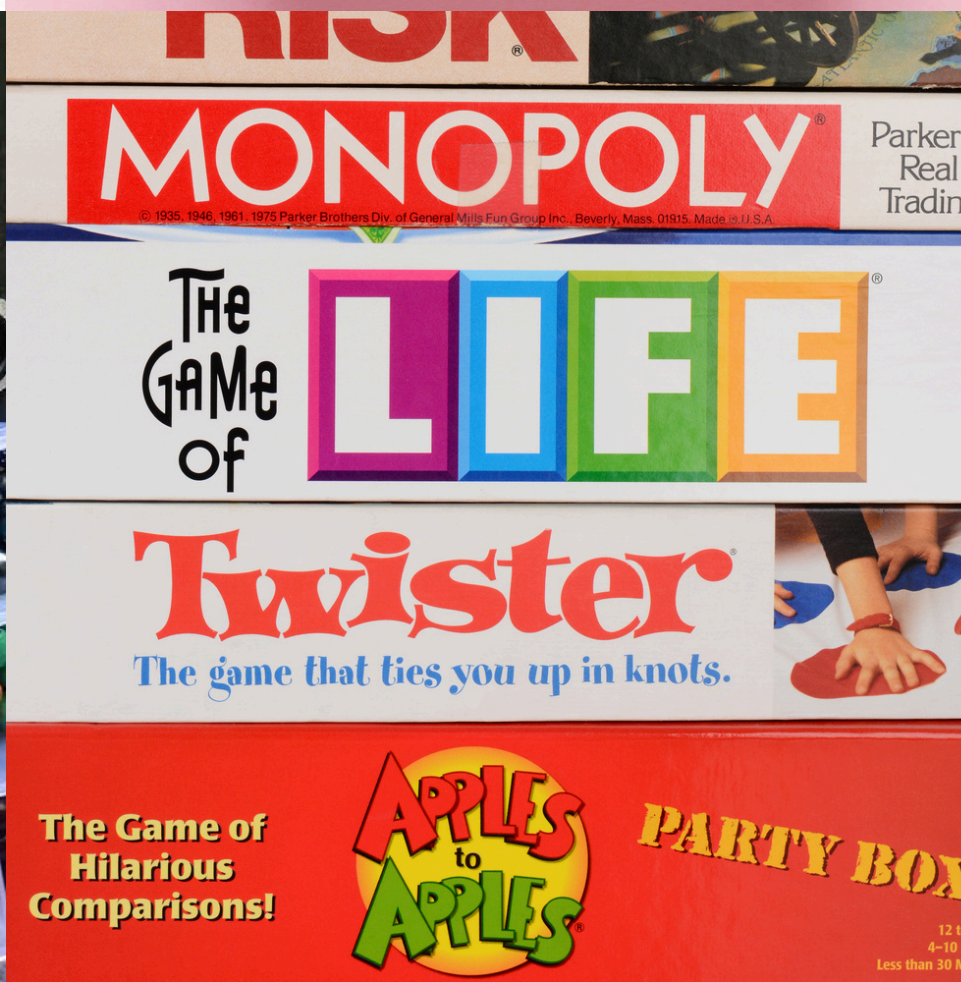


# Garage Gift Shop



But eventually, everyone must wake up! With full bellies, expanded imaginations, and deepened friendships, the Slumberland sleepover draws to a close.

Friends exit through the side door via the 'garage gift shop,' where they can pick up a keepsake from their visit. Here, the most beloved craft kits, board games, fidget toys, and spa packages await, alongside other treasured collectibles like Squishmallows, glow-in-the-dark ceiling stickers, Legos, snacks, and treats—perfect for bringing the best youthful memories of Slumberland back home.



\*Images on this page are from Adobe Stock

Plushy  
Playspace

Alex's  
Bedroom

Kitchen  
Restaurant

Sweet Dreams  
Room

Bathrooms

Feasibility

Dining Room

1st Floor Den

Living Room **Text Here**

J.V. Den  
Event Space

Garage  
Gift Shop

Front Porch Entrance

*Can your attraction be repurposed and scaled in size as determined by the operator's requirements and surface area?*

- Yes! Just as one-story homes come in many shapes and sizes, **the floor plan can be adjusted for different footprints.** Areas can be easily condensed, and spaces like the backyard can be edited to only provide a bar and seating by cutting out some of the play amenities.
- Additionally, for tighter spaces, a ticket area need not be built into a house facade. Guests can have tickets scanned, then enter a door right into the foyer with the pillow fort living room and T.V. den event space welcoming them right into activity.
- Operators **can also opt to not offer food and beverage spaces,** scaling down the space for the dining room and kitchen into a more simple and standard faux home.
- More ambitious operators can expand the Dreamscape world, providing more immersive mystical entertainment or a more daring ropes course. The dreams are limitless at Slumberland.

*What locations is your concept suitable for? Does it translate across diverse cultures? (part 1)*

- *Slumberland is highly adaptable. Like other immersive entertainment worlds, Slumberland can be built into large strip mall spaces with ample parking, malls needing a large department-store-sized tenant, or in mixed-retail zoned areas using an actual house! In urban environments, large ground-floor retail spaces with tall ceilings are ideal and the footprint can be sized to best optimize offerings and flow of the Slumberland attraction.*
- ***Sleepovers are a nostalgic practice mostly in American culture but have risen to worldwide lore thanks to popular films like The Breakfast Club, E.T. the Extra-Terrestrial, Princess Diaries, Grease, 13 Going on 30, Princess Diaries 2, and, of course, Sleepover to name a few. Slumberland can be a way for folks who are nostalgic about sleepovers to relive the magic, and an invitation to those who never participated in sleepovers to experience the wonder for the first time. (Source: Sunday Citizen)***

*What locations is your concept suitable for? Does it translate across diverse cultures? (part 2)*

- Notably, sleepovers are culturally more accepted by white adults than those who are Black, Hispanic, or Asian. According to a poll by YouGov. While 80% of white adults would "definitely" or "probably" allow their children to attend overnight sleepovers, only 55% of Hispanic adults and 50% of Black adults say they would allow their children to do so; the gap is also reflected in communities of immigrants, with 60% of immigrants saying they would allow sleepovers. While this still means that most American children have the experience first-hand, others who do not have the right to sleepovers will still crave the experience. **Slumberland appeals as a viable option for all children, and adults, alike! Slumberland is not specifically tailored towards children but could offer evenings or hours marketed for younger audiences, and other hours with drink specials tailoring to adult-only crowds.** (Source: YouGov)

*What locations is your concept suitable for? Does it translate across diverse cultures? (part 3)*

- *Sleepovers internationally are less common in regions with multi-generational households, such as in East Asia and Latin America. Middle Eastern communities also do not have sleepovers as a cultural norm. **However, the lore of American sleepovers has traveled to countries all over the world, creating new curiosity and interest in this cultural right-of-passage. We believe Slumberland can capture the intrigue and imaginations of audiences worldwide who want an imaginative portal into Americana.** (Source: DC Urban).*

*What locations is your concept suitable for? Does it translate across diverse cultures? (part 4)*

- **More recently, there has been resistance by parents to allow sleepovers for their children, citing fears of abuse, alcohol, lack of supervision, gun access, and bullying. Millions of parents have used the #NoSleepovers on TikTok. Slumberland can be a space for children to experience the heightened magic of sleepovers without any of those articulated risks and also allow stricter parents to get brownie points for delivering a magical adventure for their children and their friend(s). (Source: Washington Post)**
- **Anyone who visits Slumberland solo, with a guardian, or with friends will experience the magic of moonlit magic. Fun, laughter, connection, and memories will expand in ways only seen in our dreams.**

*Does your attraction require the partial use of outdoor space?  
If so, how can adverse weather conditions be mitigated?*

*Slumberland is presented using a faux backyard environment and **does not require an outdoor space**. If an operator wanted to utilize a real indoor/outdoor home set-up, we'd recommend covering the backyard area's bar shed and seating to mitigate weather conditions.*



*Is your concept operationally feasible?*

*Absolutely! **The construction of this wonderworld is logistically possible, as demonstrated by other magical homes** like Meow Wolf's *The Real Unreal* and *House of Eternal Return*. But Slumberland also offers more space for special programming and communal quality time over food, beverages, and games. **Bringing the best practices in immersive, fantastical play, alongside appealing leisure space for groups, Slumberland brings stimulation in harmony with quality time and presence.***

*How many staff members will be required for the attraction to operate fully and be maintained?*

**Restaurant**

3: Order runners, pickup counter, check-out support for mobile-ordering issues

1: Host

5: Chefs / Cooks

2: Dishwashers

2: Prep cooks

1: Expeditor

1: Assistant Manager focused on F&B

2: Cleaning staff

1: Tech support

2: Bartenders for the shed bar

**Ticketing**

2: Checking mobile tickets

2: Security check

**Programming**

1: Check in

2: Event ideas, set-up, execution

1: Marketing and social media

**On-site Supervision**

3: Dreamscape side

1: Bedroom

1: Living room

1: Maintenance

2: Gift shop check-out and re-stocking

**Additional Support**

3: tech support and IT staff

3: art installation technicians

4: custodial staff

1: General Manager

2: Assistant Managers (guest experience, tech)

2: Shift supervisors

1: additional marketing coordinator

**Total:**

**45 PEOPLE**

Meet the

T E A M



**Alanoud Aldbian**

3D Modeler,  
Concept Designer



**Edellaine Legawa**

3D Modeler,  
Concept Designer



**Ira Kristel Caro**

Graphic Designer,  
Concept Designer



**Sally Lindsay**

Project Manager  
Researcher, & Writer

Thanks for coming over to...

S L U M B E R L A N D