



SUPERBLOOM

Storyland Submission

Ana Lins & Rachel Brandenberger

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Where
flowers *flourish*
& pollinators
play.

superbloom

Our Team

Our Team

Superbloom is a collaboration between Ana Lins and Rachel Brandenberger. Together, they combined their expertise in design and experiential storytelling to create an immersive attraction that resonates with children and families.

Our Team

Ana Lins

Ana is a Brazilian architect and designer based in NYC. Her work specializes in bringing brands to life through immersive entertainment experiences. As the founder of Entertainment Architecture, Ana transforms conceptual ideas into captivating physical spaces, ensuring each experience is visually stunning and deeply engaging.



Our Team

Rachel Brandenberger

Rachel is a multi-disciplinary designer with over a decade of experience in both large-scale works and experimental projects. As the leader of Paradigm Park, Rachel's work focuses on creating spaces and experiences that foster health and wellbeing, and deepen one's sense of joy, beauty, meaning, and connection. She is based in Brooklyn, NY.





Superbloom

Introduction

Superbloom is a sensory, interactive, and educational attraction where children become pollinators in a world of giant flowers.

Inverting perspectives and exploring themes of discovery, reciprocity, and mutual benefit, this location-based attraction teaches children about the importance of pollination and the roles of different pollinators in a playful and immersive environment.

In a world increasingly focused on individual pursuits, Superbloom is designed to inspire the next generation to embrace the profound interconnectedness of life. Our attraction transforms children into pollinators within a vibrant, oversized garden. By immersing children in a world where the beauty of one being enhances the radiance of another, we illustrate how mutual care and cooperation lead to greater collective flourishing. Through playful, interactive, and sensory-rich experiences, children learn that caring for our earth and each other is not just an obligation, but a pathway to mutual benefit.

Setting

Central Park



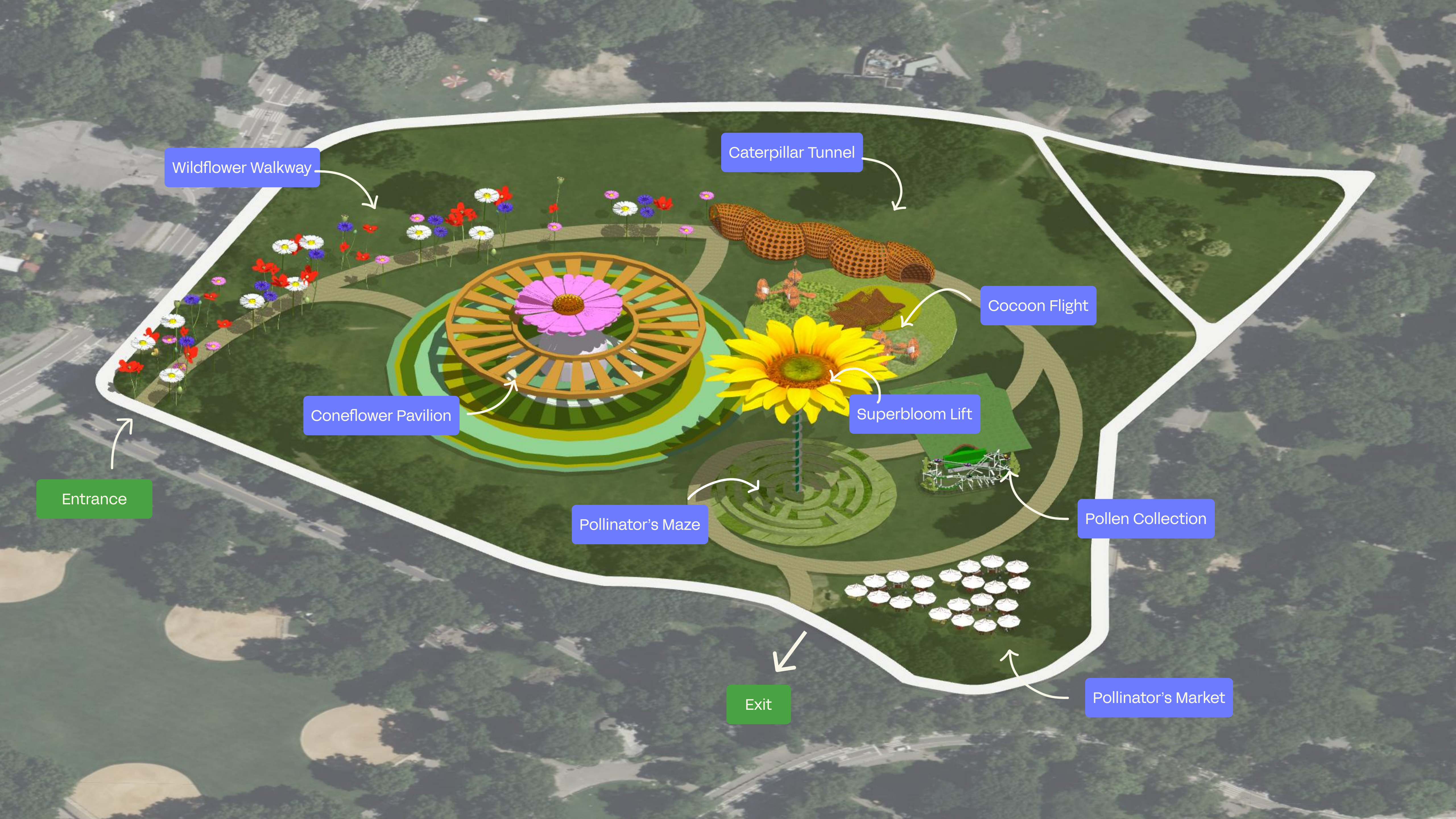
Setting

Central Park

Located in the heart of Central Park in Sheep Meadow, Superbloom utilizes the natural beauty of this iconic urban oasis as an enchanting backdrop. Here, the lush landscapes and vibrant flora serve as a living classroom, enhancing the sensory experience of the attraction and fostering a connection with nature.







Wildflower Walkway

Caterpillar Tunnel

Cocoon Flight

Coneflower Pavilion

Superbloom Lift

Entrance

Pollinator's Maze

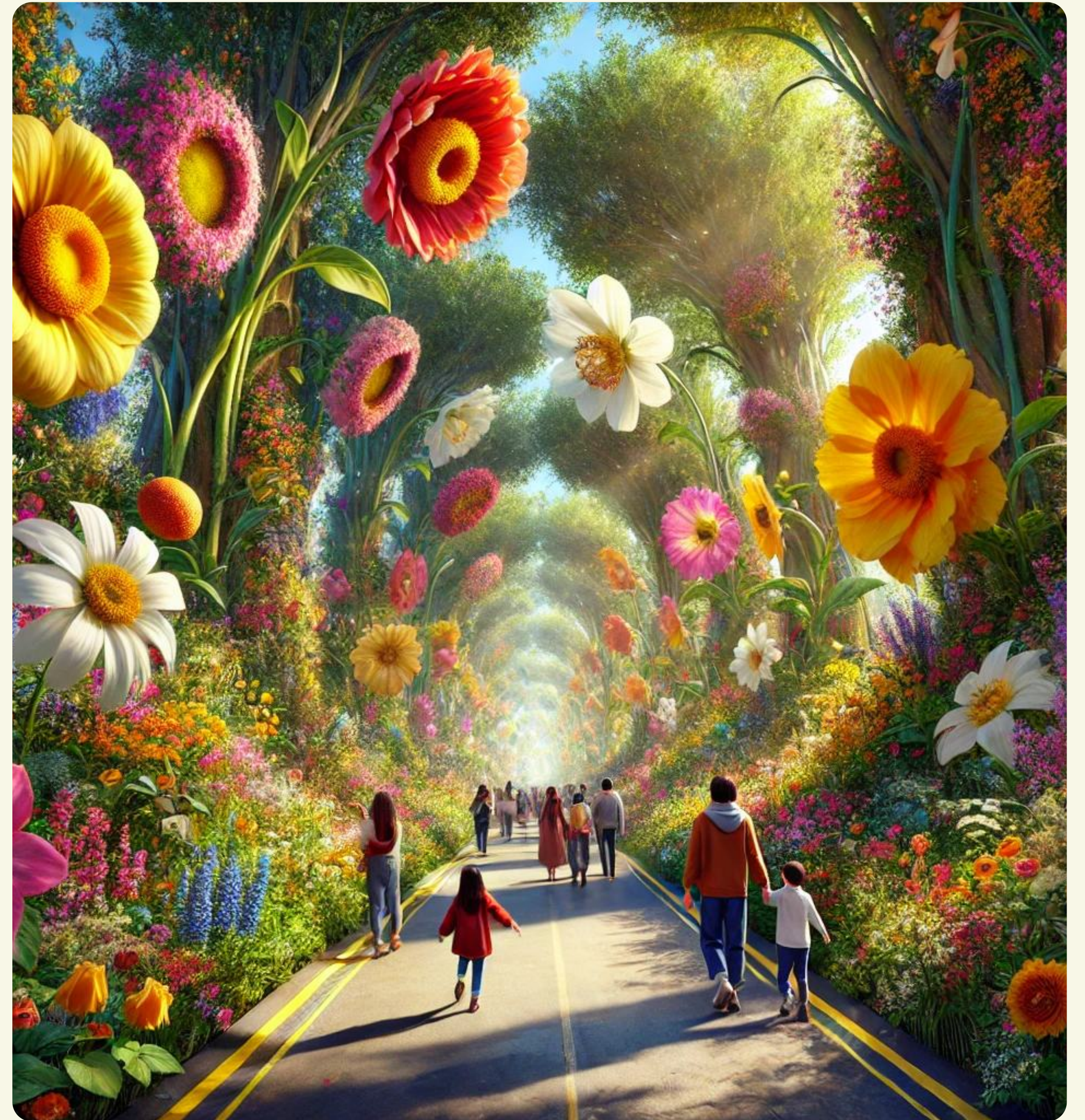
Pollen Collection

Exit

Pollinator's Market

Entrance

Wildflower Walkway

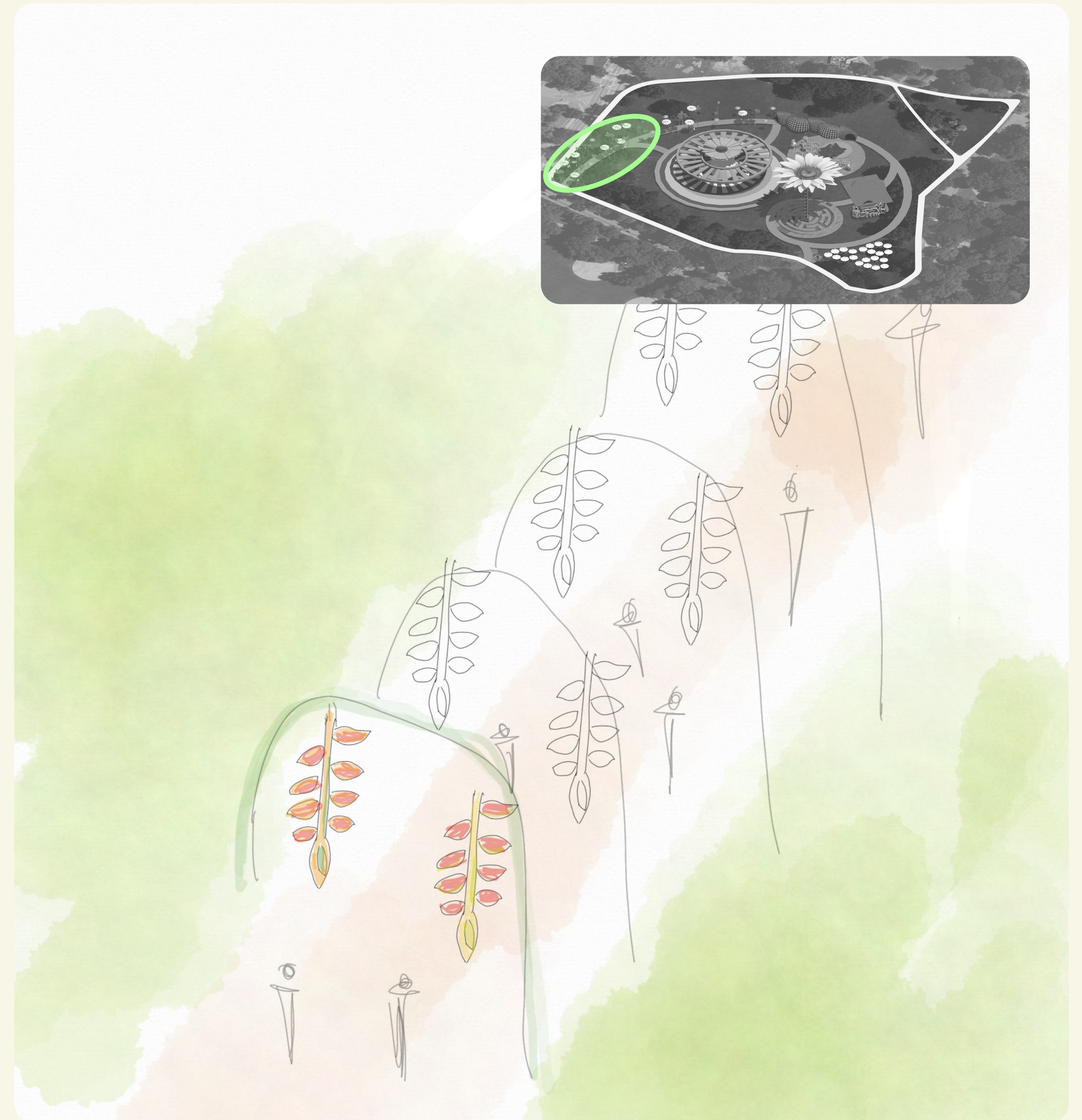


Entrance

Wildflower Walkway

Visitors enter the Superbloom attraction through the Wildflower Walkway, a towering garden of pollinator flowers alive with color and scent. Towering flowers sway gently above, creating a magical sense of scale and perspective. The tactile crunch of the earth underfoot and the fresh scent of blooming plants invite visitors to engage with nature on a deeper level, setting the stage for the transformative journey ahead.

Right | An early sketch of the wildflower walkway.



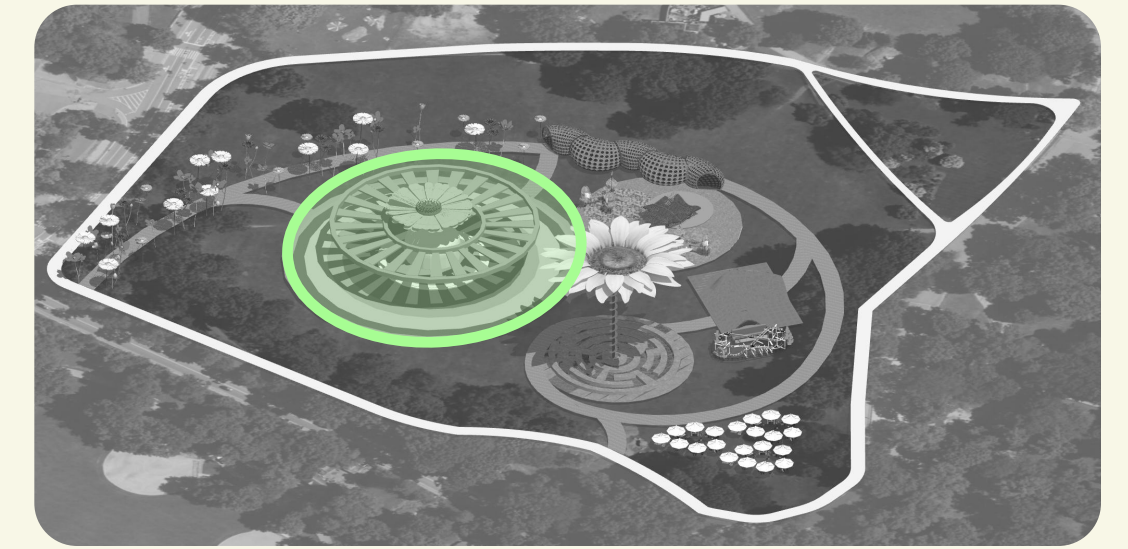
Orientation

Coneflower Pavilion



Orientation

Coneflower Pavilion



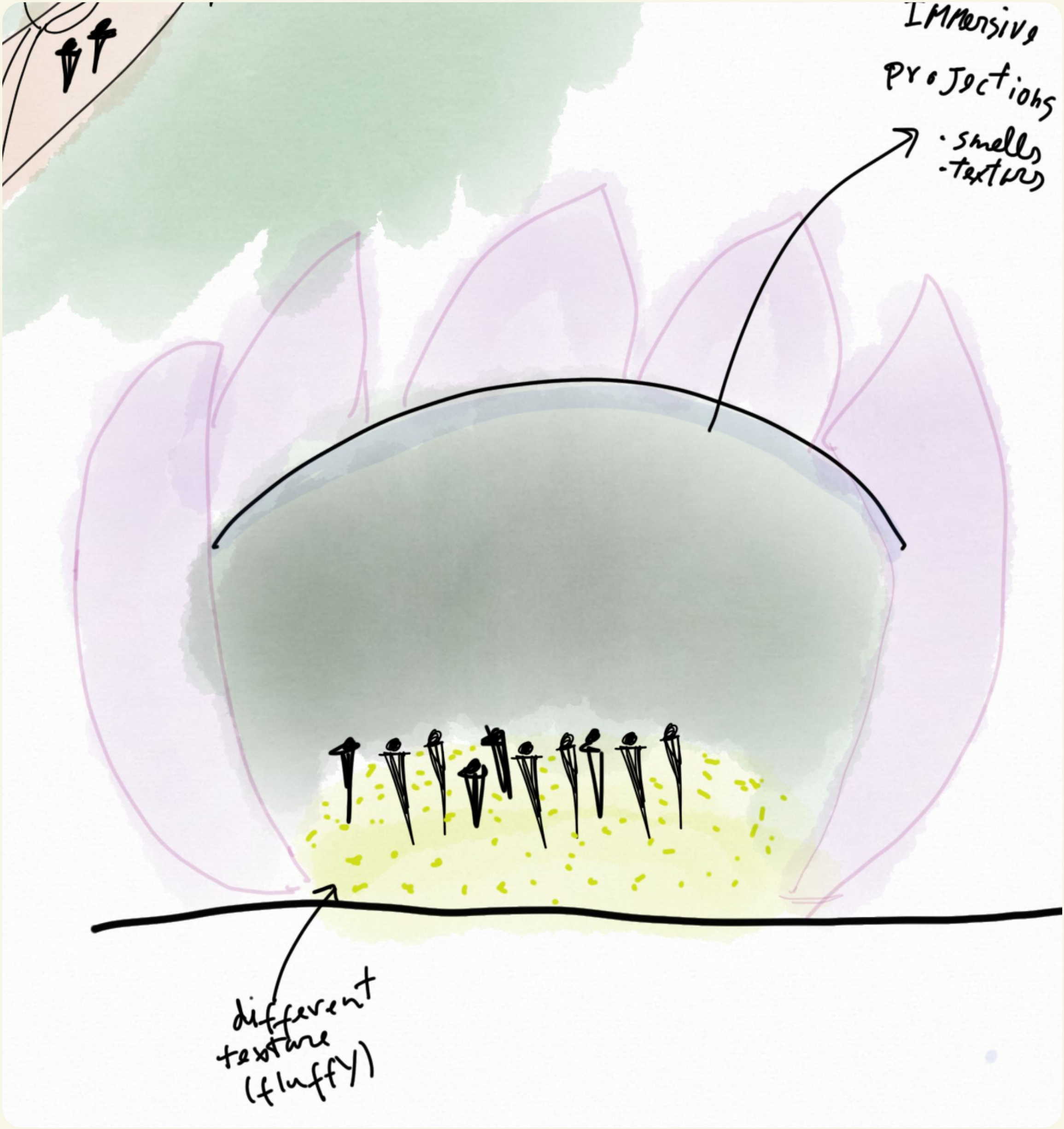
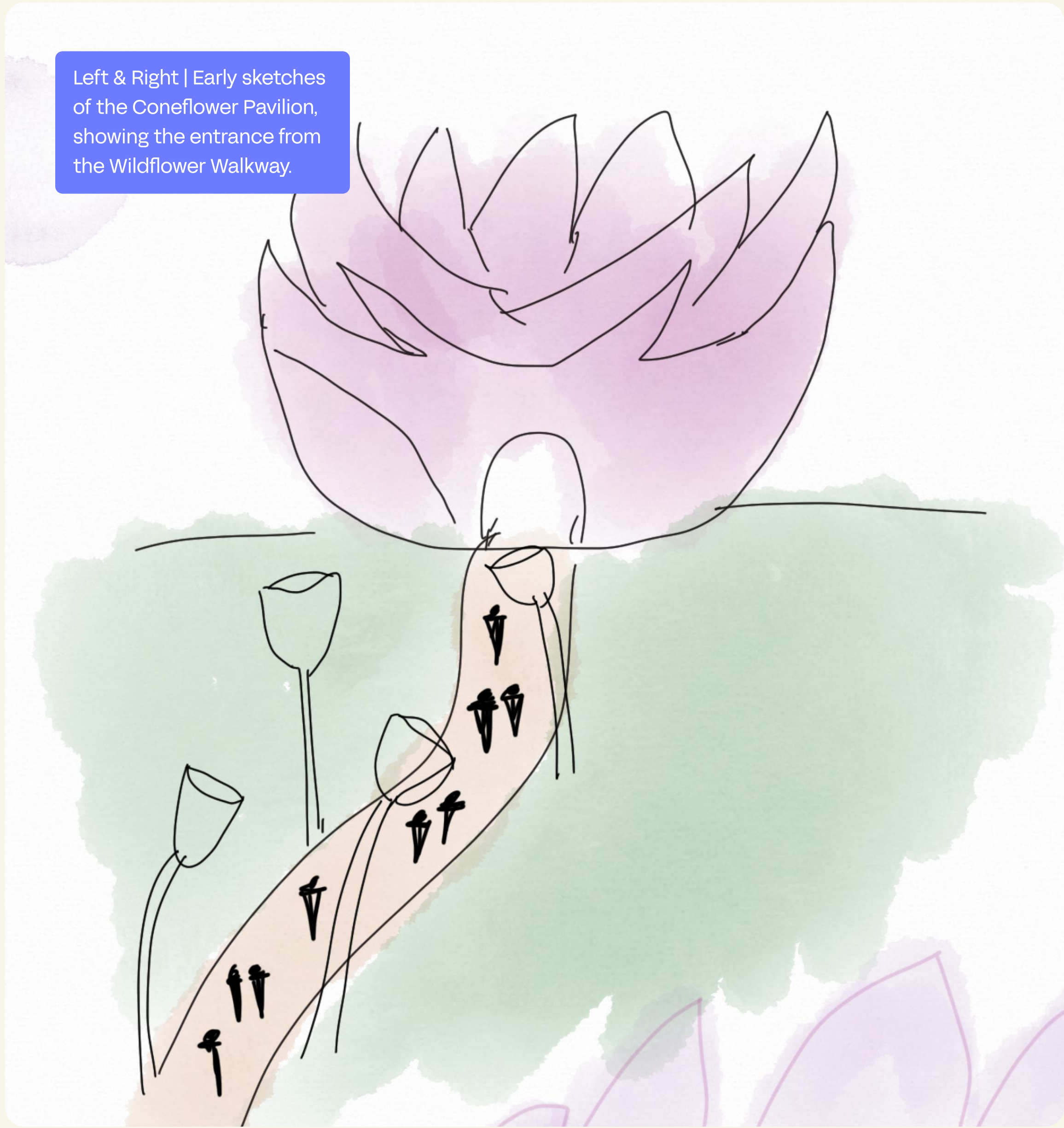
Connected to the Wildflower Walkway is the Coneflower Pavilion, an enchanting gateway designed to immerse visitors in the world and life of pollinators. Shaped like a giant purple coneflower, this pavilion invites children and families to embark on a journey of discovery.

As visitors enter the pavilion, they are greeted by an array of vibrant petals that form a natural canopy overhead, creating a serene and captivating atmosphere. Inside the pavilion, a short introductory video plays, detailing the critical role pollinators like bees, butterflies, and hummingbirds play in our ecosystem. The video is engaging and educational, providing insights into the intricate relationships between plants and pollinators.

Surrounding the interior is soft, ambient lighting and interactive displays that highlight different types of pollinators and their unique characteristics. The pavilion's design allows for a seamless transition between learning and experiencing, setting the stage for the adventures that await in the rest of the attraction.

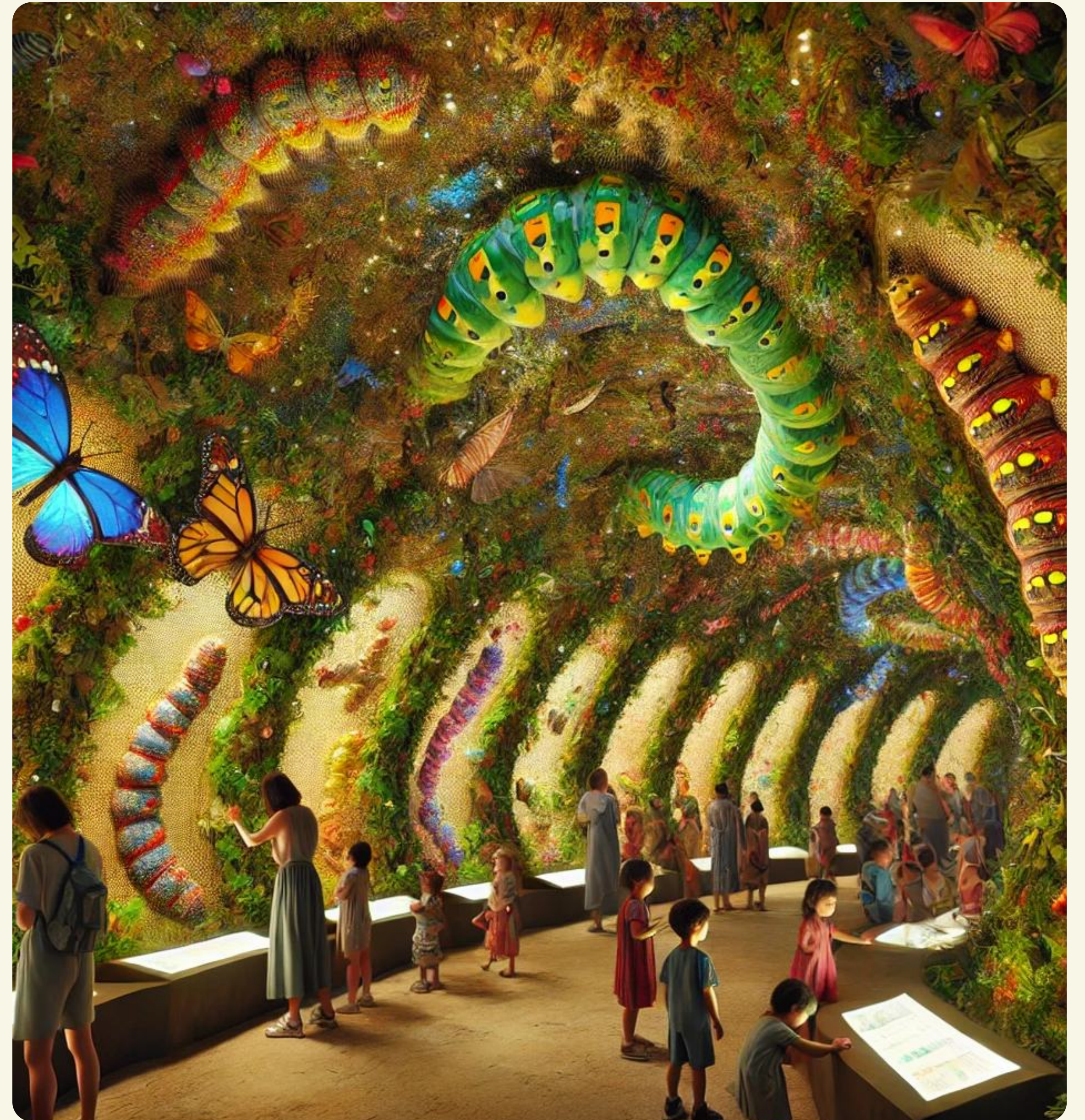
The Coneflower Pavilion is more than just an entry point; it is a portal to a new perspective. It serves as a reminder of the beauty and complexity of nature, encouraging visitors to appreciate the interconnectedness of all living things. By the time they leave the pavilion, visitors are equipped with the knowledge and curiosity to explore the rest of the Superbloom experience with fresh eyes and an open mind.

Left & Right | Early sketches of the Coneflower Pavilion, showing the entrance from the Wildflower Walkway.



Immersion

Caterpillar Tunnel



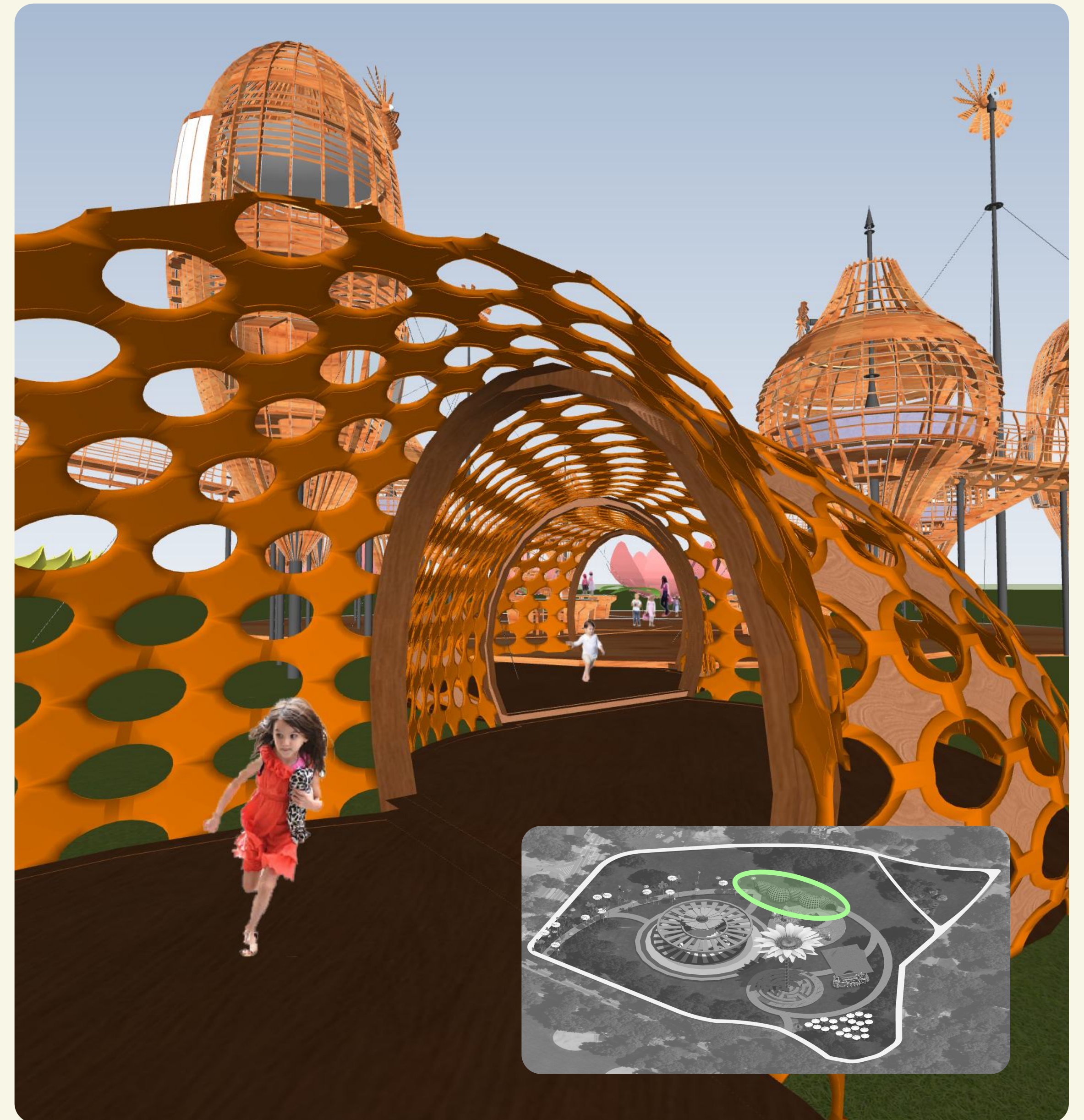
Immersion

Caterpillar Tunnel

As visitors move from the Coneflower Pavilion, they enter the Caterpillar Tunnel, a winding path that symbolizes the journey of transformation and growth. Inside this immersive tunnel, the walls are “alive” with vibrant, animated projections of caterpillars moving through different stages of their lifecycle.

Here, children are encouraged to explore and interact with their surroundings. The tunnel’s design features tactile surfaces and hidden nooks where young visitors can pause, touch, and feel the textures that mimic the natural world. This environment provides a hands-on, sensory experience that allows children to connect with their surroundings in a playful and engaging way. As they travel through the tunnel, they experience a story of change and evolution, learning that growth often comes from within.

Right | Early 3D renderings of the structure of the Caterpillar Tunnel.





An early concept sketch of the Caterpillar Tunnel.

Immersion

Cocoon Flight



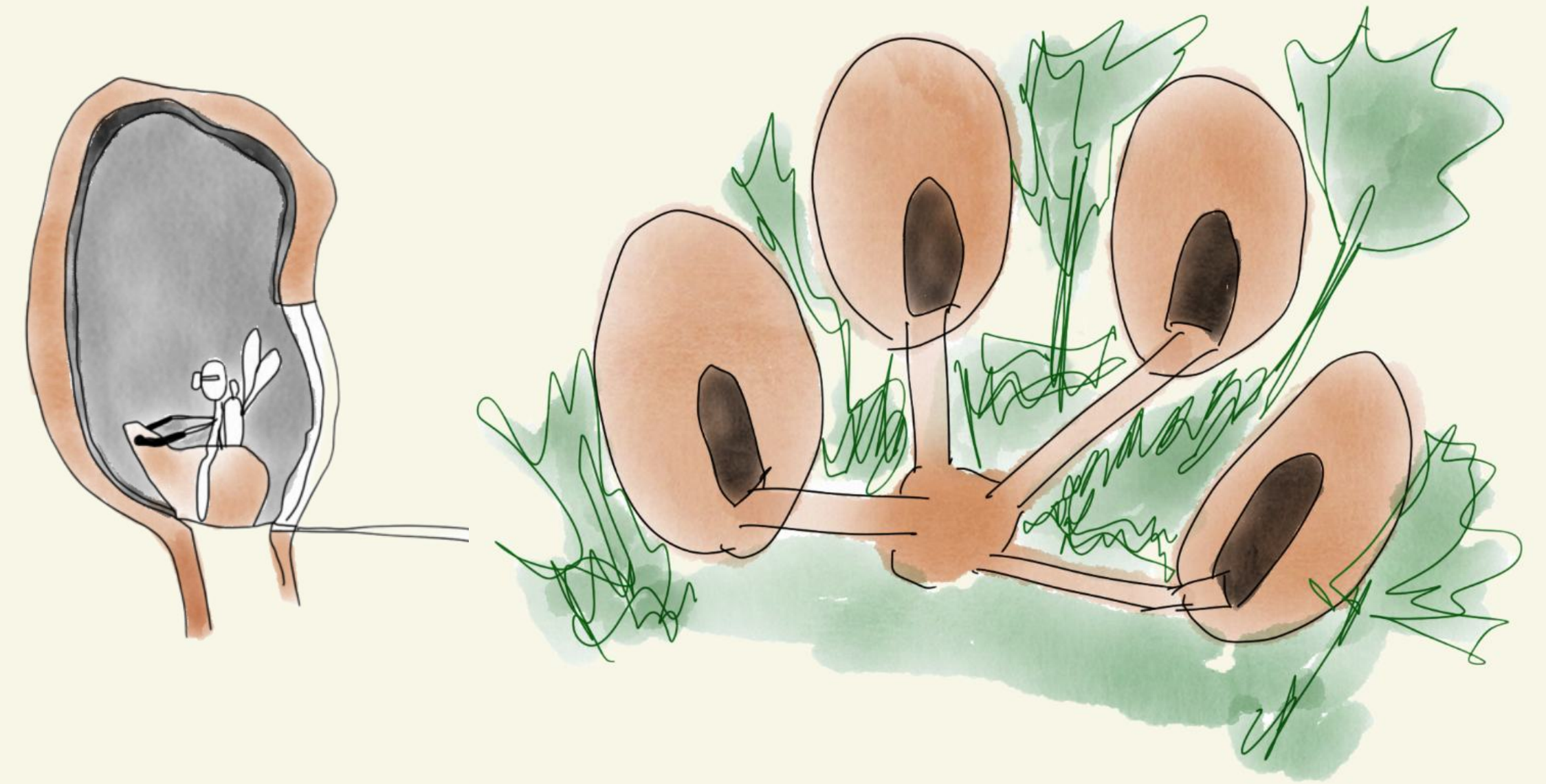
Immersion

Cocoon Flight

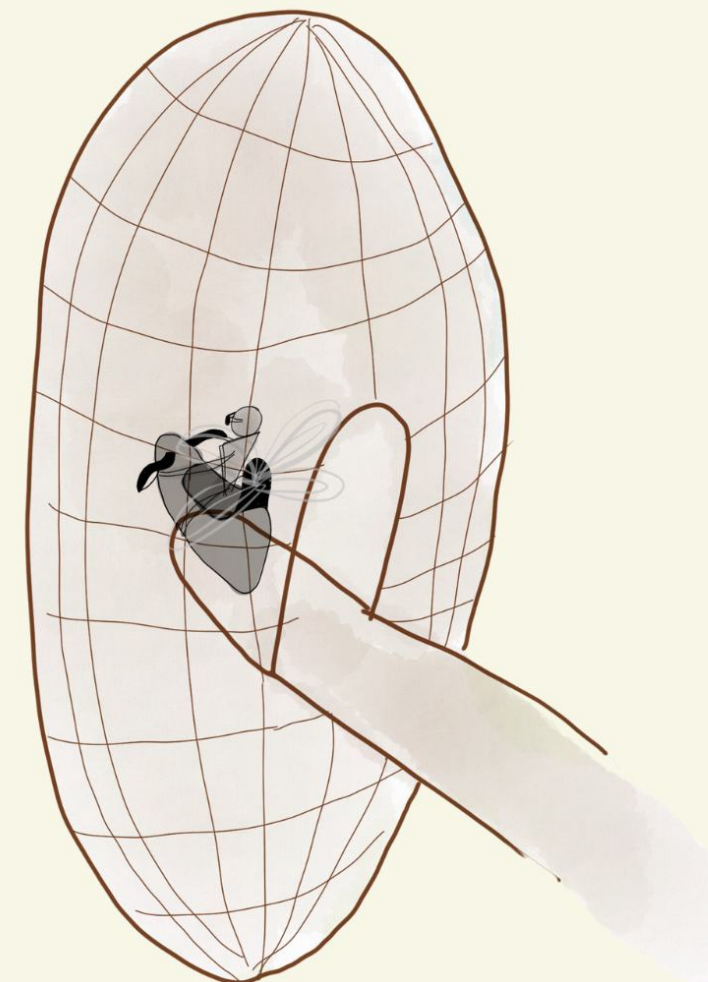
After exploring the Caterpillar Tunnel, visitors arrive at the Cocoon Flight, an immersive experience that captures the magical moment of transformation from caterpillar to butterfly.

In this segment, children are invited to step into individual 'cocoons' — specially designed pods that simulate the transformative environment of a chrysalis. Inside the cocoons, they experience a multi-sensory journey. The pods gently sway, emulating the delicate movement of a cocoon in the breeze. Soft lights pulse around them, and soothing sounds of nature fill the space, a calming atmosphere that mimics the natural world.

As the experience progresses, the cocoons begin to 'open', and children are lifted slightly off the ground, giving them the sensation of taking flight as butterflies. This moment symbolizes the emergence from a state of change into one of newfound freedom and beauty. Children learn about the miraculous process of metamorphosis and the idea that growth and transformation are integral parts of nature. They leave with a sense of wonder and a deeper understanding of the beauty of life's cycles.



Left & Above | Early concept sketches showing the Cocoon Flight structure and experience.



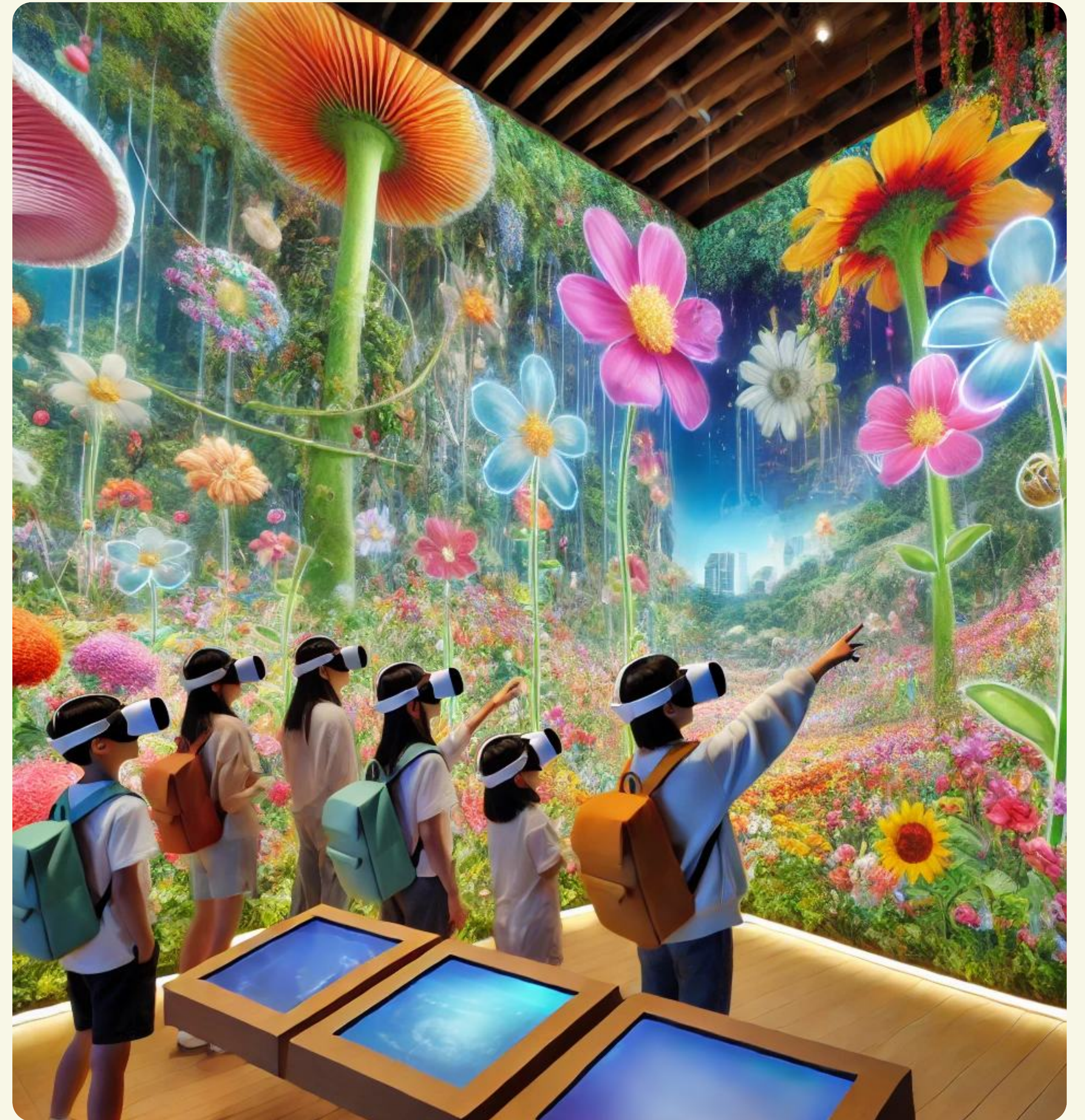


Early rendering of the
Cocoon Flight structure.



Immersion

Pollen Collection



Immersion

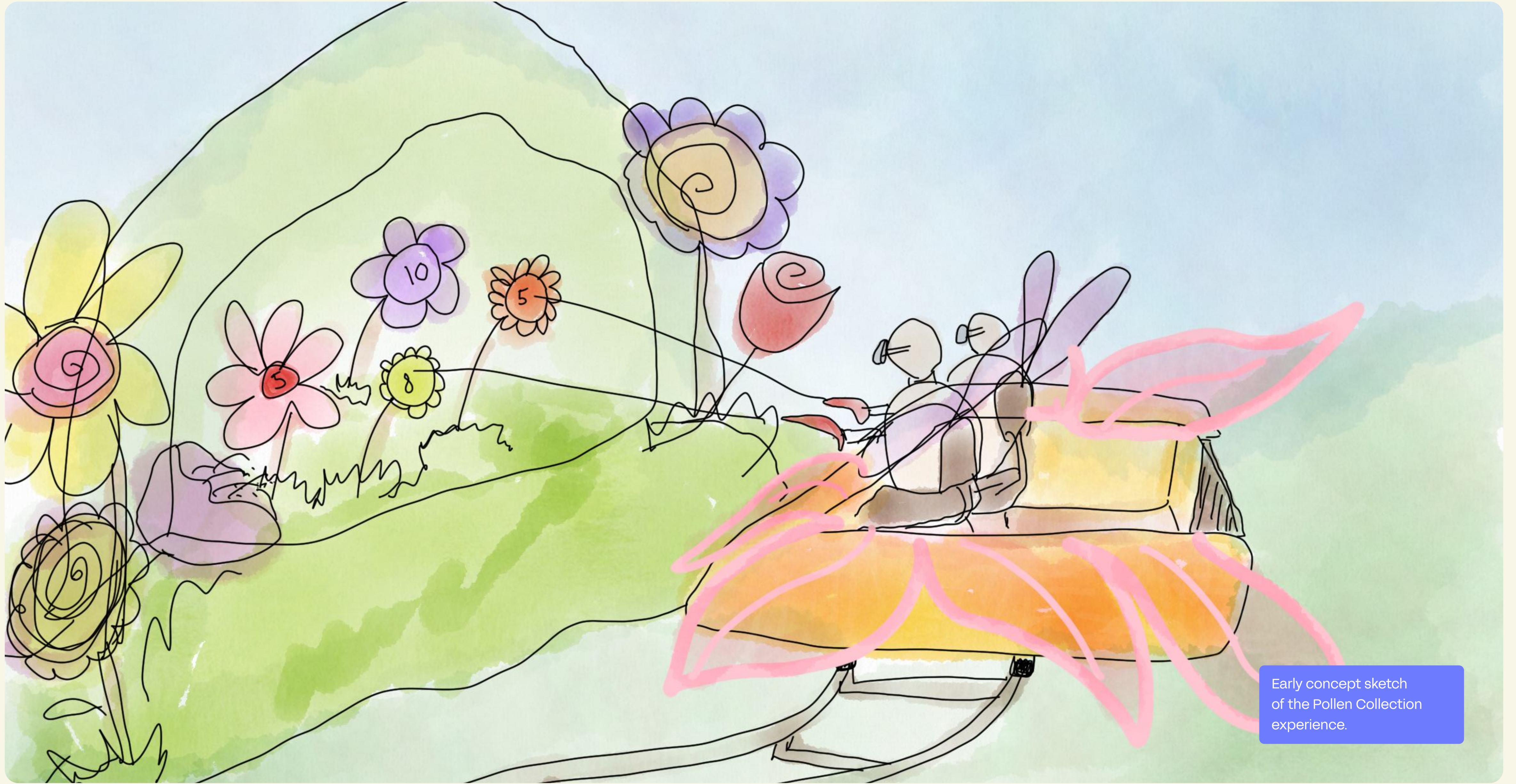
Pollen Collection



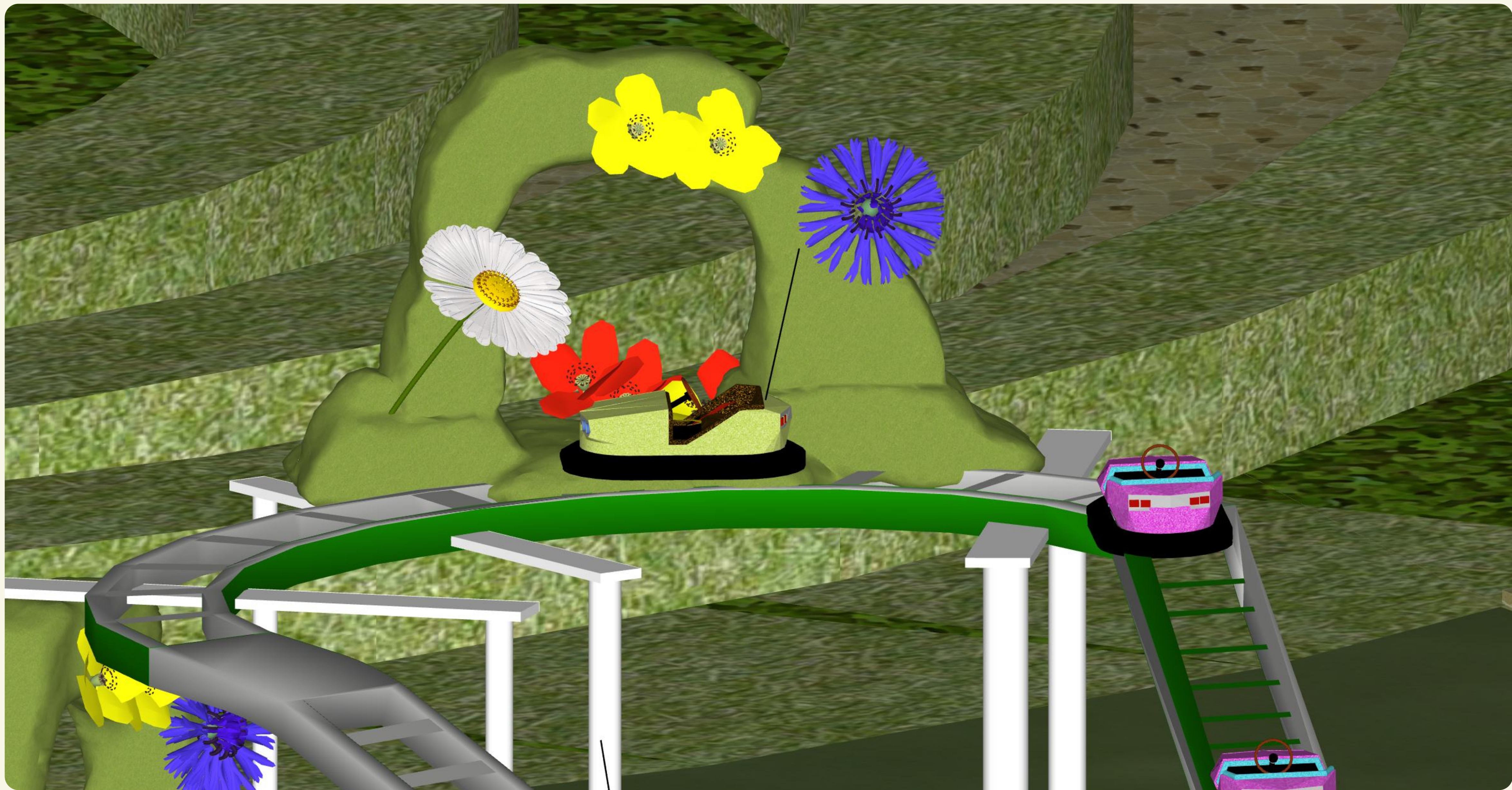
Equipped with lightweight VR headsets, children are transformed into butterflies. In this vivid virtual world, they navigate through a landscape filled with oversized flowers, learning about the different types of pollen and the essential role it plays in plant reproduction. The experience is designed to be intuitive and engaging, allowing kids to 'fly' from flower to flower, collecting virtual pollen tokens as they go.

Augmented reality overlays bring this virtual environment into the physical world, showing children the direct impact of their actions. For example, as they collect pollen, the AR displays flowers blooming and plants growing, illustrating how pollinators contribute to the health of ecosystems.

Throughout this adventure, children earn points and unlock fun facts about pollination and the different species of pollinators. This gamified approach not only makes learning fun but also reinforces the importance of biodiversity and the delicate balance of nature. By blending technology with education, the Pollen Collection offers a dynamic, hands-on learning experience that helps children understand the interconnectedness of life and the crucial role they can play in preserving it.



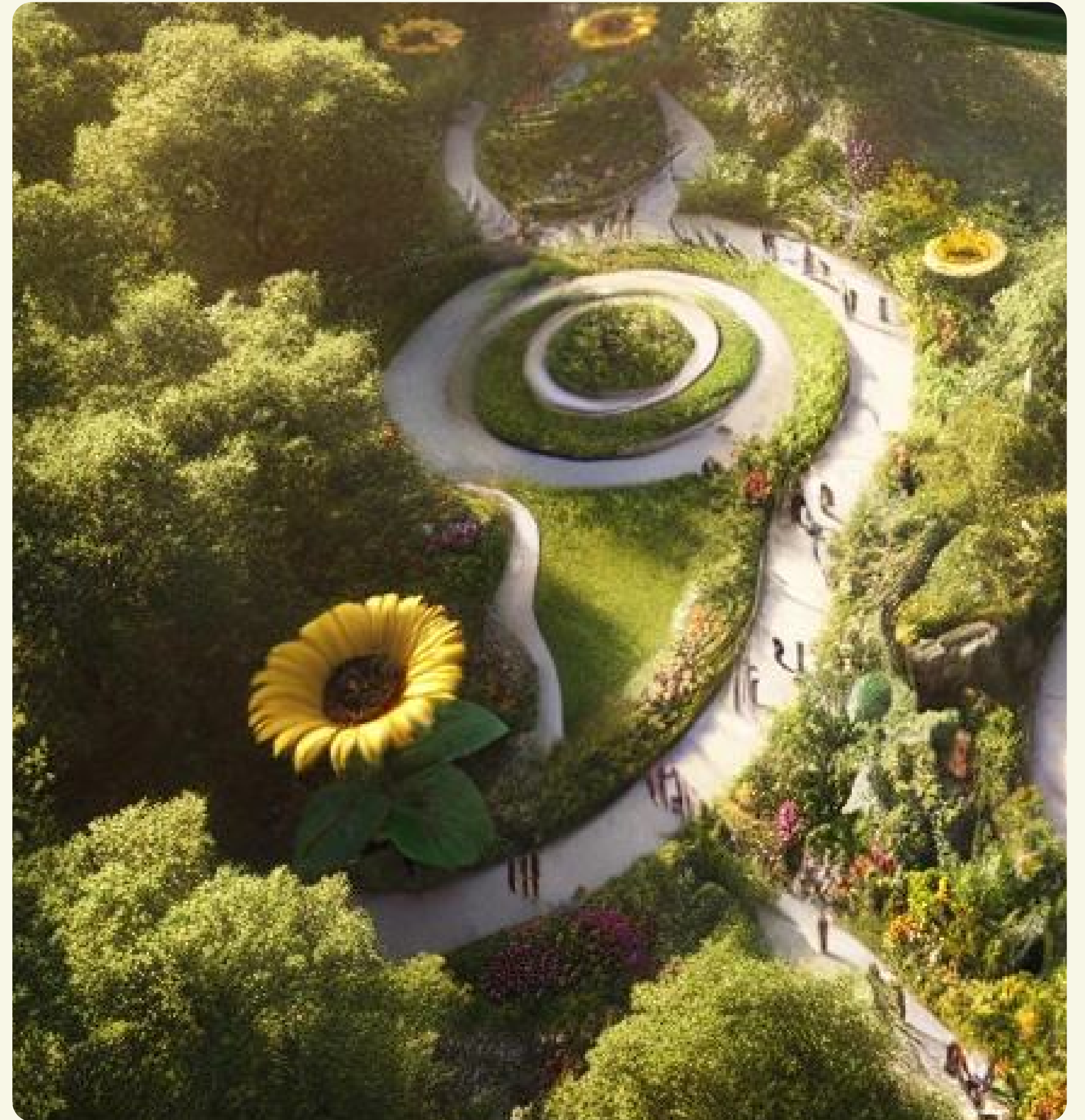
Early concept sketch
of the Pollen Collection
experience.





Immersion

Pollinator's Maze



Immersion

Pollinator's Maze



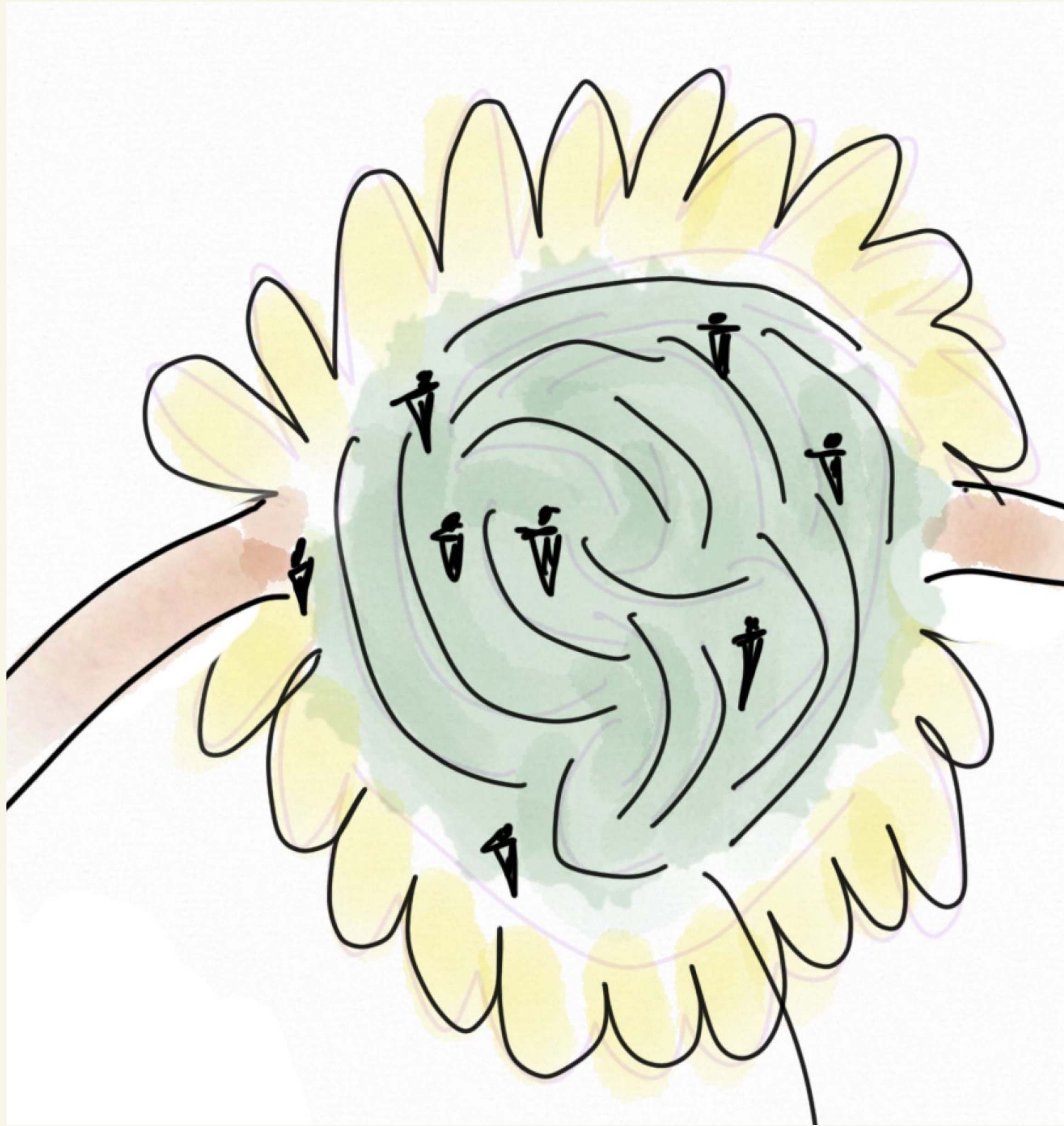
After mastering the art of pollination in the virtual world, visitors enter the Pollinator's Maze, a hands-on experience designed to reinforce and apply their newfound knowledge about pollination.

The maze is a sprawling, interactive environment filled with various stations and challenges that simulate the journey of a pollinator. Each twist and turn presents a new activity or puzzle that reflects real-life scenarios faced by bees, butterflies, and other pollinators.

Children must navigate through flower beds, avoiding obstacles and choosing the most effective path to pollinate different types of plants. Along the way, they encounter stations where they can perform activities such as transferring 'pollen' from one flower to another, helping them understand the importance of diversity and the role different plants play in an ecosystem.

Interactive panels provide clues and educational tips, encouraging children to think critically about the choices they make. At each station, they can earn badges and rewards for successfully completing tasks, promoting teamwork and problem-solving as they work together to find the best routes and complete the maze.

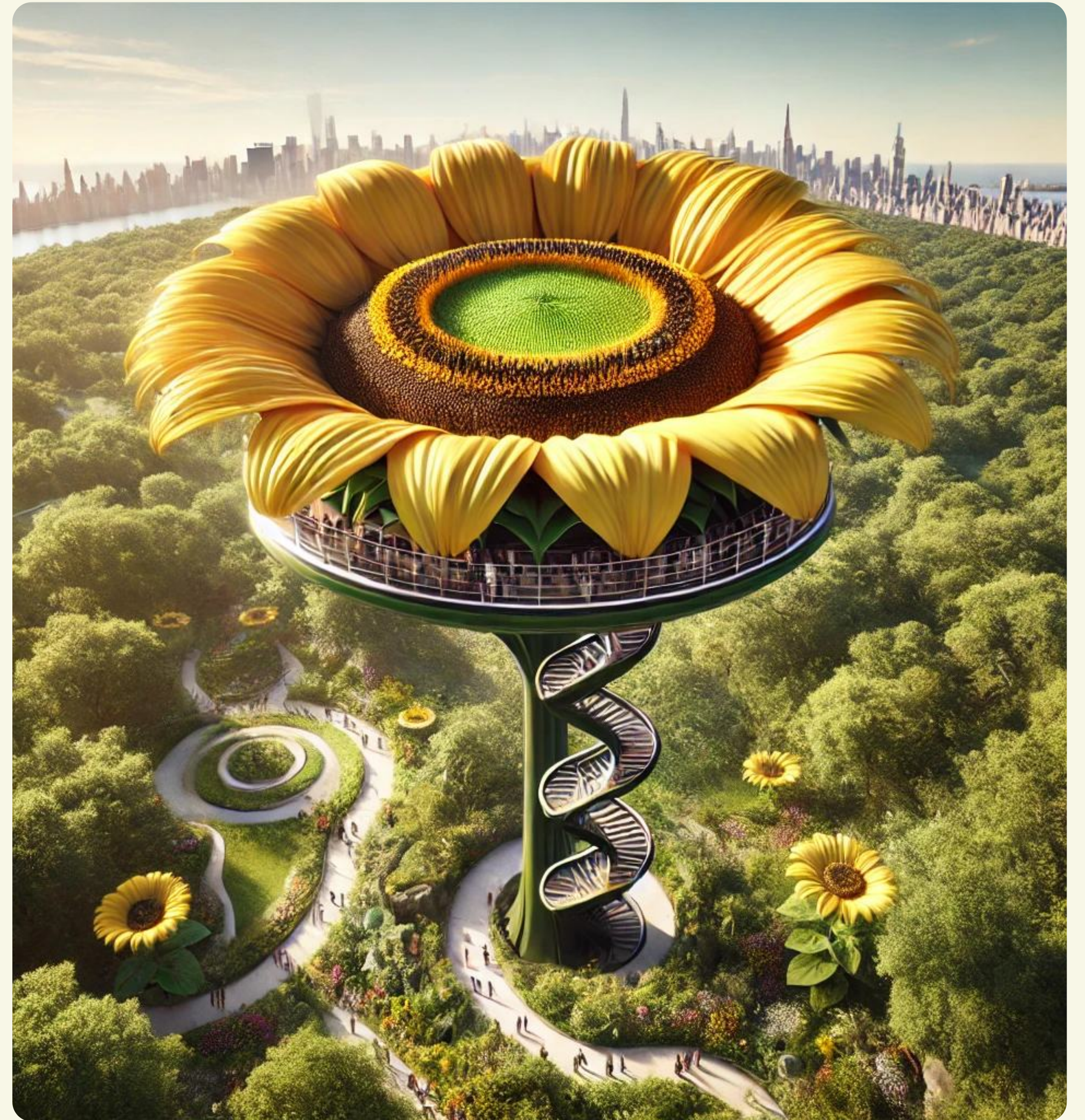
By the end of the maze, children have not only reinforced their knowledge of pollination but have also developed a greater appreciation for the complexities of nature and the critical role that pollinators play in maintaining healthy ecosystems.



Early concept sketches
of the Pollinator's Maze
experience.

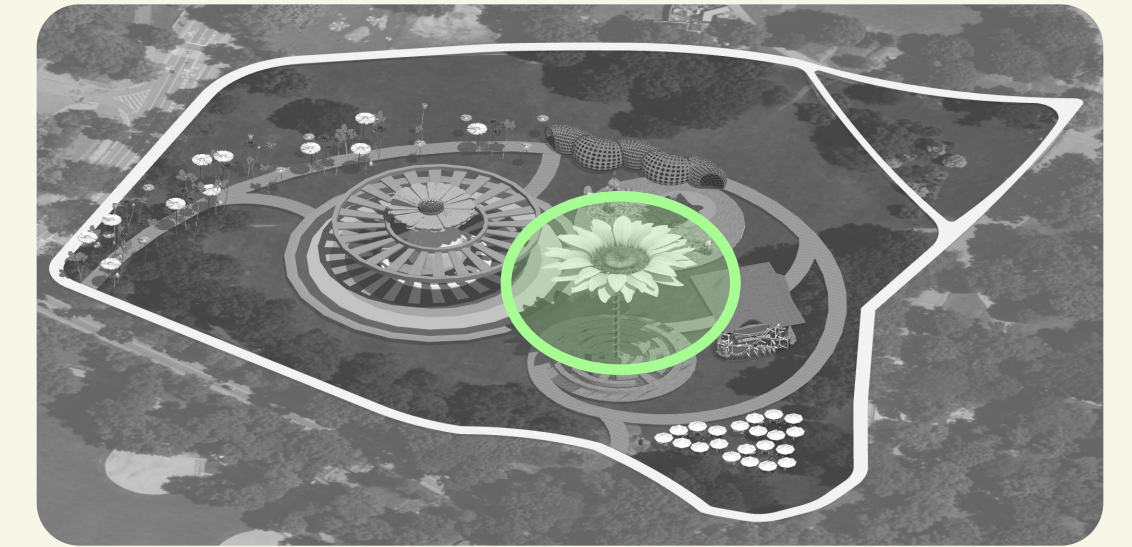
Immersion

Superbloom
Lift



Immersion

Superbloom Lift



At the heart of the Pollinator's Maze lies the Superbloom Lift, a breathtaking finale to the Superbloom experience. This unique ride is designed as a colossal sunflower at the center of the maze, symbolizing the culmination of the visitors' journey through the world of pollination.

As children and families step into the Superbloom Lift, they are enveloped by the petals of the giant flower. The petals gently close around them, creating a sense of anticipation and wonder. Then, slowly, the flower begins to 'bloom', lifting the visitors higher and higher into the air.

As the lift ascends, the petals gradually open, revealing panoramic views of the surrounding area. This magical moment simulates the blossoming of a flower, offering a new perspective on the environment below. From this vantage point, visitors can see the entire layout of the maze, the beautiful gardens, and the lush landscapes of the attraction, all while gaining a deeper understanding of the interconnectedness of life.

The Superbloom Lift is an opportunity for reflection. As they rise, visitors are encouraged to contemplate the journey they've just completed, the lessons they've learned about nature and pollination, and how these concepts apply to the world around them. It's a moment to appreciate the beauty and complexity of the natural world from a fresh perspective.

By the time the lift reaches its peak, visitors are fully immersed in the grandeur of the environment, both physically and metaphorically — a final, unforgettable experience that encapsulates the essence of the attraction: growth, discovery, and the beauty of interconnected life.

As the Superbloom Lift gently lowers back to the ground, visitors disembark with a renewed sense of wonder and a deeper appreciation for the natural world.

Exit

Pollinator's Market





Exit

Pollinator's Market

As visitors exit the Superbloom attraction, they are welcomed into the Pollinator's Market, a vibrant marketplace inspired by the wonders of pollination and the natural world. This area is designed to be a lively, engaging space where children and families can explore and learn about the many products that rely on pollinators.

The market features a variety of interactive stalls and exhibits showcasing locally sourced honey, fresh fruits, handmade beeswax candles, and pollinator-friendly plants. There are also educational displays highlighting the importance of pollinators in our daily lives and offering tips on how to support these vital creatures at home.





Audience

Audience

While Superbloom is an experience for all ages, it is specifically designed for children between the ages of 4-12 years old.



An experience designed
for little ones to learn, play,
collaborate, and wonder.

Ages 4–7

In early childhood (ages 4–7), children are experiencing rapid periods of cognitive development — they are developing their abilities to think symbolically and engage in imaginative play, beginning to understand cause-and-effect relationships, and the impact their choices have on the world around them. Their fine and gross motor skills are also expanding, and they’re experiencing the world through embodied play. Children at this age also begin to engage in more cooperative interactions with others, learning to share and take turns. Vocabulary and language skills are expanding rapidly. Interactive and narrative-driven experiences can enhance language development and comprehension.

Ages 8–12

In middle childhood (ages 8–12), children begin to develop more critical thinking and problem-solving skills — they can understand more complex concepts about ecosystems and the interdependence of species. They also start to form a deeper range of emotional experiences, understanding their impact on others — an ideal time to introduce concepts of collective wellbeing and environmental stewardship. Expanding on their range of emotions and ability to relate to others, they also experience growth in peer relationships and social interactions — they value friendships and working in groups, utilized in group activities and collaborative learning throughout the attraction.

Goals

Goals

Goals served as guide rails for the Superbloom attraction, ensuring that each element contributed to a cohesive and meaningful experience.

By setting clear, intentional goals for the attraction, we create a framework that not only informs the design but also amplifies the impact of the attraction on its young visitors. These goals are integral to making Superbloom not just a place of play, but a space where children can learn, grow, and carry forward the lessons of interconnection, mindfulness, and emotional understanding into their lives.

What follows are three goals that have shaped the Superbloom attraction.

Goals

Embrace Interconnection

Inspire children to understand and appreciate the interconnectedness of life.

In a world increasingly focused on individual pursuits, Superbloom is designed to inspire the next generation to embrace the profound interconnectedness of life. Our attraction transforms children into pollinators within a vibrant, oversized garden, giving them a role to play in the world around them, and teaching them the vital lesson of reciprocity. By immersing children in a world where the beauty of one being enhances the radiance of another, we illustrate how mutual care and cooperation lead to greater collective flourishing.

Goals

Invert Conventions

Redefine strength and heroism through the lens of self-reflection, softness, and reciprocity.

Superheroes are often associated with physical strength, brute force, and speed. Superbloom aims to redefine these conventions by helping children associate strength with qualities like self-reflection, softness, and the ability to slow down and notice the world around them. This inversion encourages children to value mindfulness and emotional intelligence.

Goals

Feel Your Feelings

Promote emotional intelligence and bodily awareness through immersive, hands-on experiences.

Each part of the Superbloom experience is designed to evoke an embodied response from visitors, helping children to connect with and express their emotions. By engaging all the senses, we encourage children to feel their feelings fully and understand the importance of emotional expression and regulation.

Process

Process

Creating Superbloom was a journey rooted in research, imagination, and a deep commitment to fostering a sense of wonder and environmental stewardship.

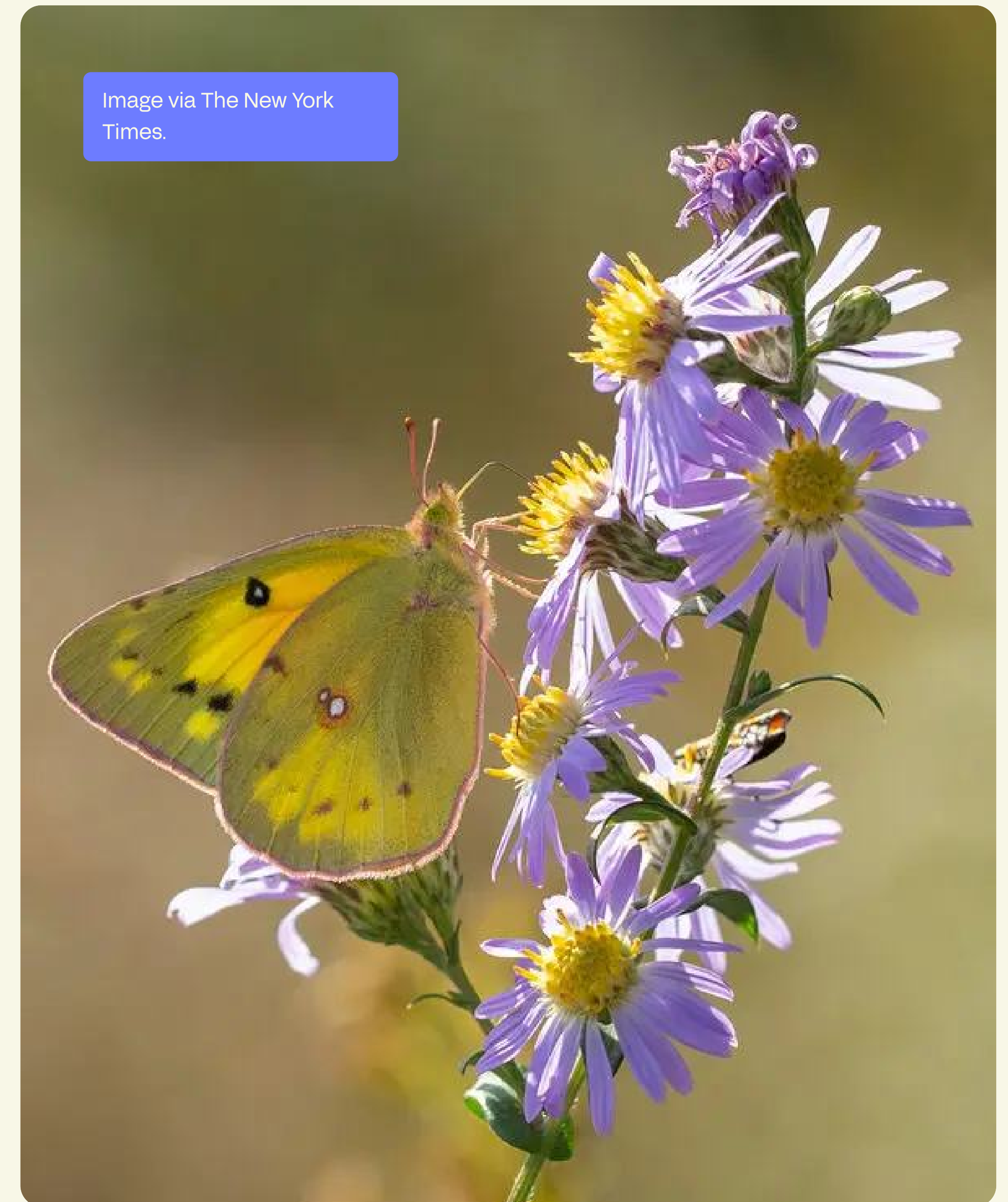
From the earliest concept sketches to the final touches in Central Park, our process was driven by a desire to connect people with nature, themselves, and each other in meaningful and transformative ways.

Process

Inspiration & Conceptualization

The seeds of Superbloom were sown in brainstorming sessions where we envisioned a space that would captivate both children and adults, inviting them to see the world through the eyes of a pollinator. We drew inspiration from nature itself, studying the delicate dance of bees, butterflies, and hummingbirds as they moved from flower to flower, each playing a vital role in sustaining life on Earth.

We also turned to indigenous wisdom and the works of environmentalists like Robin Wall Kimmerer, whose teachings about reciprocity and the interconnectedness of all life deeply influenced our vision. We wanted Superbloom to be a space where visitors could experience these principles firsthand, fostering a sense of empathy and responsibility towards our environment.

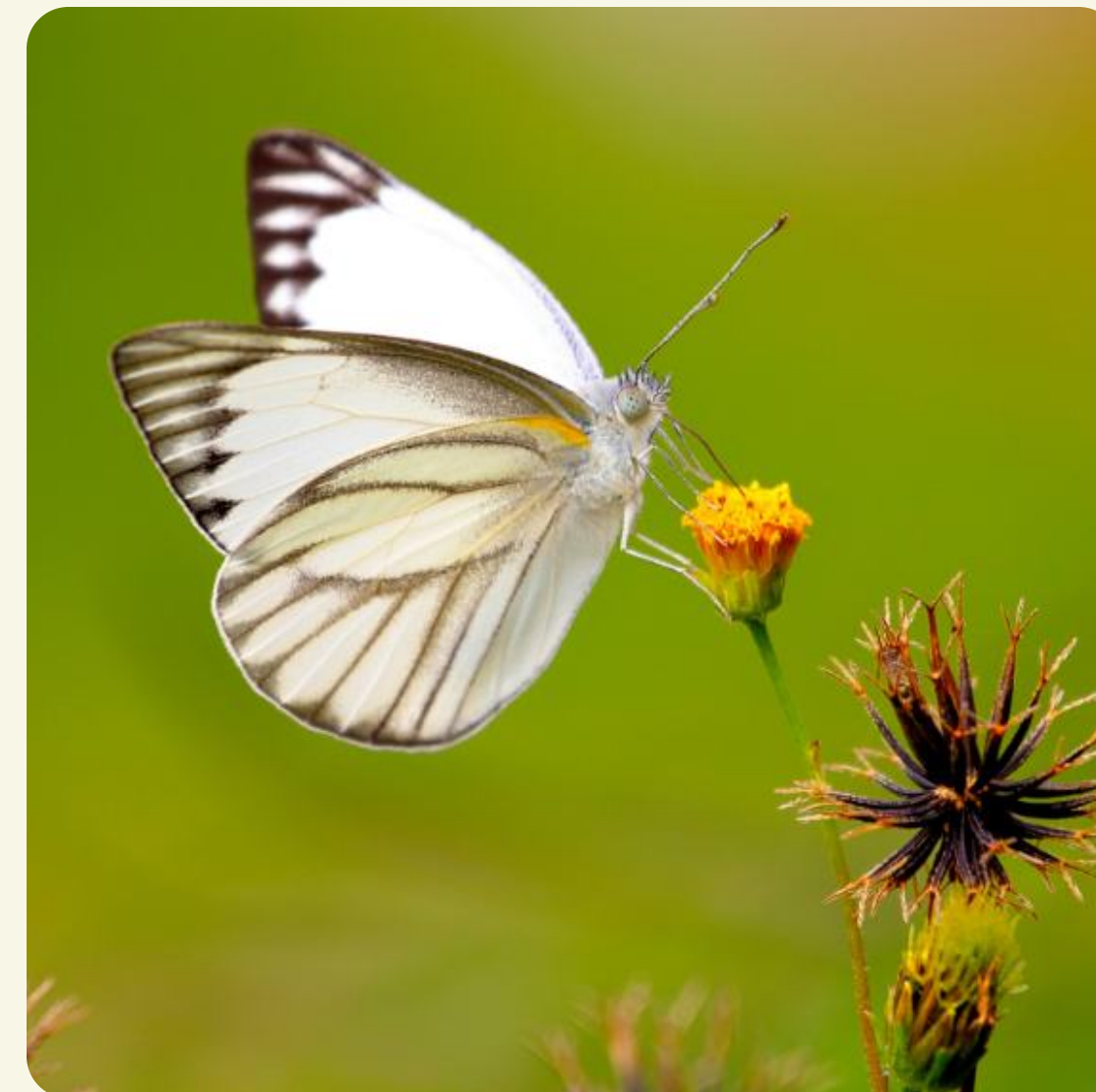


Process

Research

With a clear vision in mind, our team delved into research, exploring how we could bring the magic of pollination to life in a way that was both educational and engaging and to ensure that every element of the attraction was rooted in scientific accuracy and pedagogical value.

The design phase was a whirlwind of creativity, as we experimented with different layouts and structures to find the perfect balance between whimsy and functionality. We envisioned spaces that would not only be beautiful but also interactive, allowing visitors to touch, see, and experience the world as a pollinator would.



Process

Design

The design process for Superbloom began with quick concept sketches that captured the essence of our vision. These initial drawings were simple yet powerful, allowing our team to explore a range of ideas and experiment with different forms and structures. These sketches served as a foundation for brainstorming, helping us visualize how elements like the Coneflower Pavilion, Pollinator's Maze, and Superbloom Lift could come to life within the natural setting of Central Park.

As our concepts began to take shape, we moved on to more detailed renderings and digital models. These high-fidelity images allowed us to refine the aesthetic and functional aspects of the attraction, ensuring that every detail was thoughtfully considered. We played with colors, textures, and lighting to create a cohesive and immersive environment that would engage visitors of all ages.

By the end of the design phase, our ideas had transformed from rough sketches into high-resolution imagery that vividly illustrated the Superbloom experience.



From early concepts (above) to high-fidelity renderings (left).

A close-up photograph of a purple flower, likely a pansy, with vibrant purple petals and bright yellow stamens. The background is softly blurred, showing more of the flower's structure.

Conclusion

Conclusion

Superbloom captures the spirit of our inner child. We hope it offers you as much joy, beauty, and meaning as we experienced while creating it!



Contact Us

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