

GREETINGS ADVENTURER,

THIS IS OUR BACKUP PITCH DECK.

**WE STRONGLY ENCOURAGE YOU TO FOLLOW
THE TRUE PATH TO THE ENHANCED DECK,
PER REQUEST OF THE KING.**

FABLEHOLD



TOGETHER, WE CONQUER

WELCOME TO FABLEHOLD

Welcome to Fablehold, an all-ages social club designed for tabletop, card, and board gaming enthusiasts who crave a wholly unique, highly immersive experience. Our mission is to create a vibrant, fantasy-themed physical space where people from all backgrounds can connect through their shared love of imagination and gaming. At Fablehold, you'll find a sanctuary from the digital world, where you can meet friends, embark on shared adventures, and collaborate to reach new heights of creative and personal achievement. This is more than just a place to play games; it's an inclusive and evolving community that celebrates the power of shared storytelling and encourages positive social, personal, and professional connections.





Cast thine eyes upon this video

The image depicts a large, dimly lit medieval-style dining hall. The room features stone walls on the left and a wooden beam ceiling. Several long wooden tables are arranged in rows, each with matching wooden benches. In the background, there are arched doorways and a large teal banner hanging from the ceiling. The overall atmosphere is rustic and historical.

THE PHYSICAL REALMS

THE REALMS OF FABLEHOLD

Fablehold is a universe unlike any other, where every corner of its world unveils new and thrilling adventures. This immersive center is divided into unique themed spaces, each representing a distinct realm, steeped in its own enchantment and lore.

Members and guests will first enter through The Village, where they'll find scouts to guide them on their journey, whether it's a path chosen by the heart, a scheduled engagement, or a previously reserved adventure.







THE VILLAGE

Just beyond the site's main entrance, The Village is the social center of Fablehold. This indoor space is artfully crafted to resemble an outdoor medieval village, complete with elaborate "Ren-faire" style architecture and the sounds and smells of a joyous medieval market. Rent your favorite games and other adventure accessories from The Forger's shop, order the land's finest ales and delicious themed meals from the central eatery, or converse with the village's eccentric residents. The Village is the perfect place to gather with friends for large communal games or to enjoy a rotating lineup of live events such as musical performances, movies, workshops, panels, and more. As the main space for both members and guests alike, this is the vibrant soul of Fablehold, where community and collaboration thrive.



THE COMMAND QUARTERS

Outmaneuver your opponents in The Command Quarters, where Fablehold's many battles and conflicts are meticulously planned. Surrounded by the warm glow of an epic fireplace and the flickers of a "thousand candlelights," you'll discover an impressive array of models depicting various environments, castles, and dungeons at your beck and call, complete with soldiers, ships, and characters ready to be maneuvered by your master hand. Order food and drink via the kingdom's special mechanical ravens, and settle in for some strategy. This space is a haven for those who love to scheme, with a long table primed for intense gaming sessions. Here, your group can plan, plot, and enact as many epic battles and conquests as you can imagine.



THE DUNGEON

Only those of strong will and cunning skill dare to enter The Dungeon, a space that combines the thrill of gaming with the challenge of an immersive escape room. One side is dedicated to playing your favorite campaigns, while the other presents puzzles and clues that must be solved in order to escape (or risk joining the stinky skeletons chained to the walls). Order food and drink by bartering with spies at your barred window, and settle in—this could take a while. The Dungeon offers a unique experience for those who crave challenges and enjoy trials that test their skills and instincts.





THE GURGLING GOBLIN

Adults can indulge in the rustic charm of The Gurgling Goblin, a recreational space that captures the essence of a medieval drinking den. With a private bar and pubmaster to serve you the finest brews, and the sweet aroma of pipe to relax your senses, this is the perfect place to revel in good or strange company. The ambient sounds of a lively tavern surround you — listen closely and you might hear some curious secrets that could make you question everything you know about Fablehold. Whether you're toasting to victory or simply enjoying a relaxing afternoon with your fellow journeyers, this room offers a hearty dose of kinship and camaraderie.





THE HOLLOW

Descend into The Hollow, a cave-themed space that takes you deep beneath Fablehold's surface into a world of shadows and secrets. The atmosphere is thick with mystery, filled with dark, foggy corners and strange, echoing noises. Ancient drawings of giants, ghosts, and monsters abound, adding to the sense of danger and excitement. This Hollow is perfect for those who enjoy facing their fears in a setting that feels both unique and otherworldly. Gamers are encouraged to act courageously in spite of the unknown — but beware, for all lights must be dimmed and voices silenced should looming and peculiarly pungent entities get too close for comfort.



THE TOWER



The Tower, also known as Meriguine's Magic Tower, is a space designed to awaken your inner sorcerer. Master the art of enchanting tricks in the parlor, listen to whimsical instruments that seem to play themselves, and recite spells that, if executed correctly, will bring the tower's various objects to life. Gaze into a grand telescope that unveils faraway lands of time and space, and interact with Meriguine's wise but weathered owl, Screech. This haven is perfect for those who seek to immerse themselves in the arcane arts and uncover the grand, if somewhat eccentric, secrets of the universe.

The image depicts a medieval-style tavern or inn. The walls are made of rough-hewn stone, and the ceiling features a decorative wooden lattice. A wooden bar runs along the left side, with a wooden bench underneath it. On the bar, there is a dark mug and a bottle. Behind the bar, several wooden barrels are visible, and a shelf holds various bottles. A lantern hangs from the ceiling, casting a warm glow. In the foreground, there are wooden tables and chairs. A window with a Gothic-style frame is visible on the right wall, looking out onto a bright, possibly snowy, landscape.

STORY & CHARACTERS

IMMERSE YOURSELF

Fablehold is not just a communal gaming universe, but an evolving storyline waiting to be explored by those who wish to delve deeper into its mythology. Set in a distant future where modern technology has been vanquished following a devastating war between humans and machines, Fablehold represents a society rebuilt largely in secret, whose enigmatic architects were inspired by fantasy lore and legend while constructing their reset for civilization. Clues to this hidden history are scattered throughout, with each room and character offering pieces of a grand puzzle. Engage with the town drunk, forger, and other characters to uncover deeper truths about Fablehold's origins and choose story pathways that will impact its future. This rich narrative experience is a carefully curated epic that evolves over time and with every visit.



ALEWIN (THE FORGER)

Alewin, Fablehold's most lauded forger, is responsible for the rental and maintenance of all gaming equipment. She embodies the hardworking spirit of the village, crafting and repairing tools of the trade. You'll need to see Alewin to acquire boards, campaigns, and other special items for your adventures. Narratively, Alewin symbolizes the resilience and ingenuity of the people who rebuilt society after the fall of technology. She is as trustworthy as her wares — battle-tested and dependable.



DORIN (THE DRUNKARD)

Seen often with both lyre and bottle in tow, Dorin appears to be a simple, inebriated local, but their melodic ramblings hold secrets about the realms. Practically, Dorin is a host, guiding guests to different realms of Fablehold and giving instructions as needed. Narratively, Dorin hints at the hidden history and truths of the land, helping guests to realize that first impressions can be deceiving.



MERIGUINE (THE WIZARD)

Meriguine is the wise and mysterious wizard who oversees the Wizard's Tower. Practically, Meriguine assists guests with setting up the magical elements of the room, demonstrating spells and tricks, and entertaining crowds. Narratively, the wizard serves as Fablehold's wisest figure, guiding guests through the arcane secrets of the realm and hinting at the existence of forbidden technology.



KING OTHO

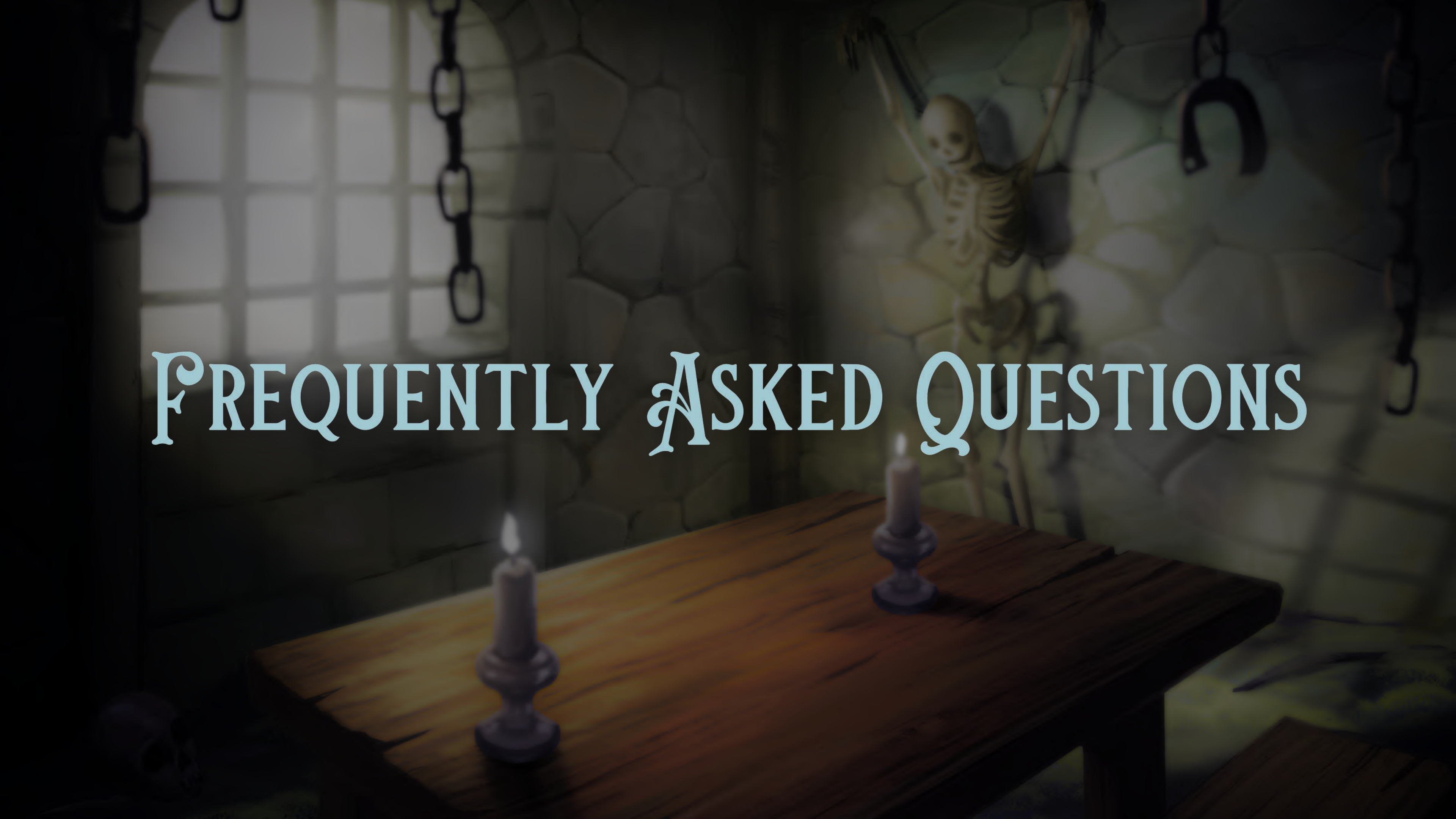
King Otho, though presented as a noble leader, often fumbles in his role presiding over events in Fablehold. He frequently travels with his band of knights across the realms, seemingly to uphold his grand image of monarchy. In practice, he often serves as the master of ceremonies for large gatherings and live performances in The Village. Narratively, King Otho embodies the clumsiness of authority and the performative nature of politics. Yet, questions linger: if he isn't truly in charge of Fablehold, then who is?



BARCLAY (THE BRAVE)

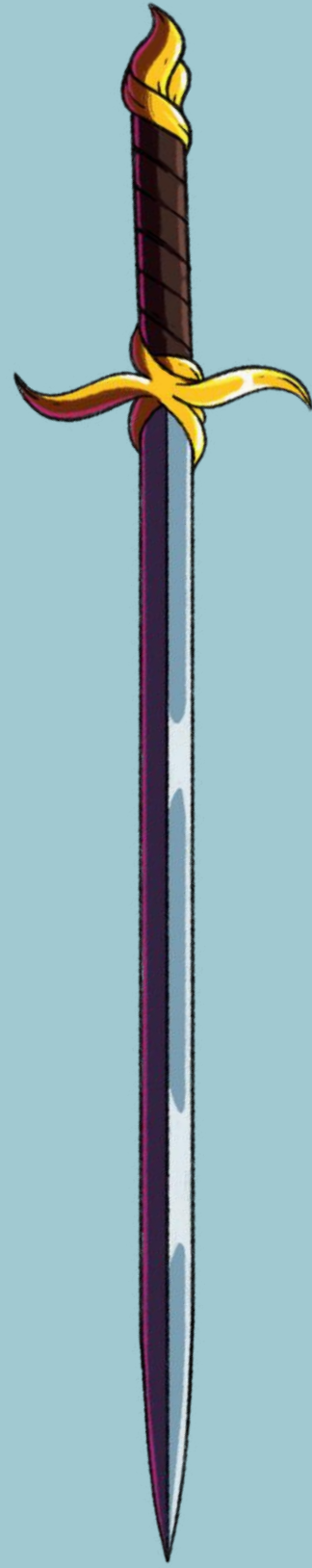
Barclay The Brave is a war-weary hero whose many adventures are celebrated throughout every realm of Fablehold. Square-jawed and broad-shouldered, he looks every bit the part, though there are signs that perhaps this victor may have had a hand in rewriting some of Fablehold's actual history. Practically, he embodies what Fablehold holds dear and will display chivalry while guiding you around and sharing stories of his legendary pursuits. Narratively, there are cracks in his armor for those daring enough to seek them out.





FREQUENTLY ASKED QUESTIONS

1



Where did you get this idea from?

2

What type of games are played here?

3

What is this about an overall immersive story?

4



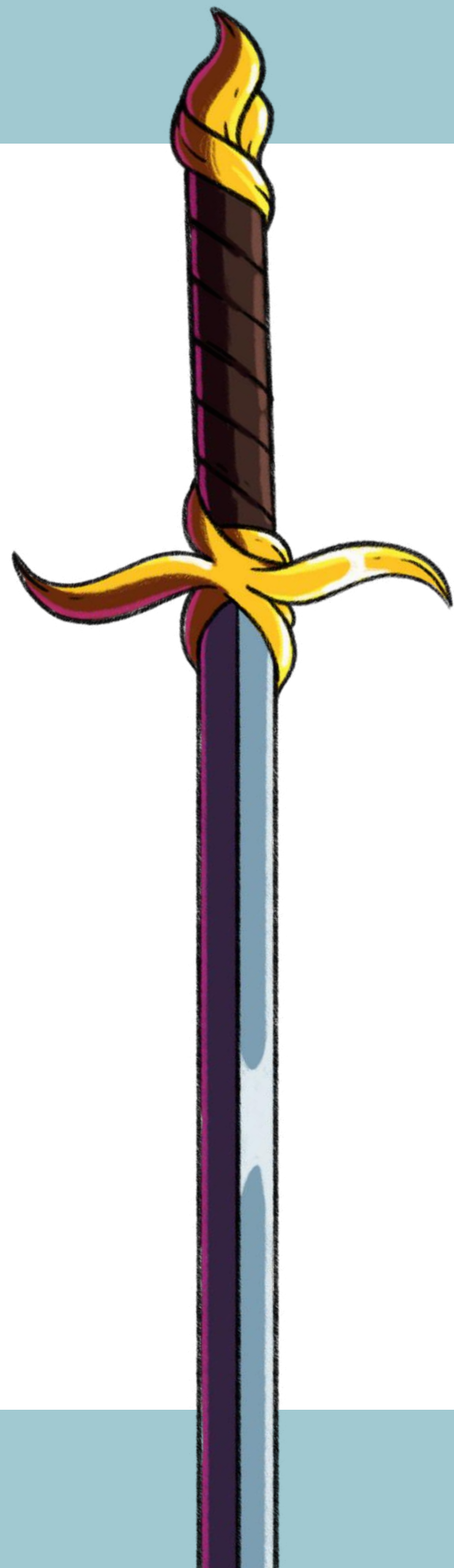
Do you support green initiatives?

5

How will you enrich your community/neighborhood?

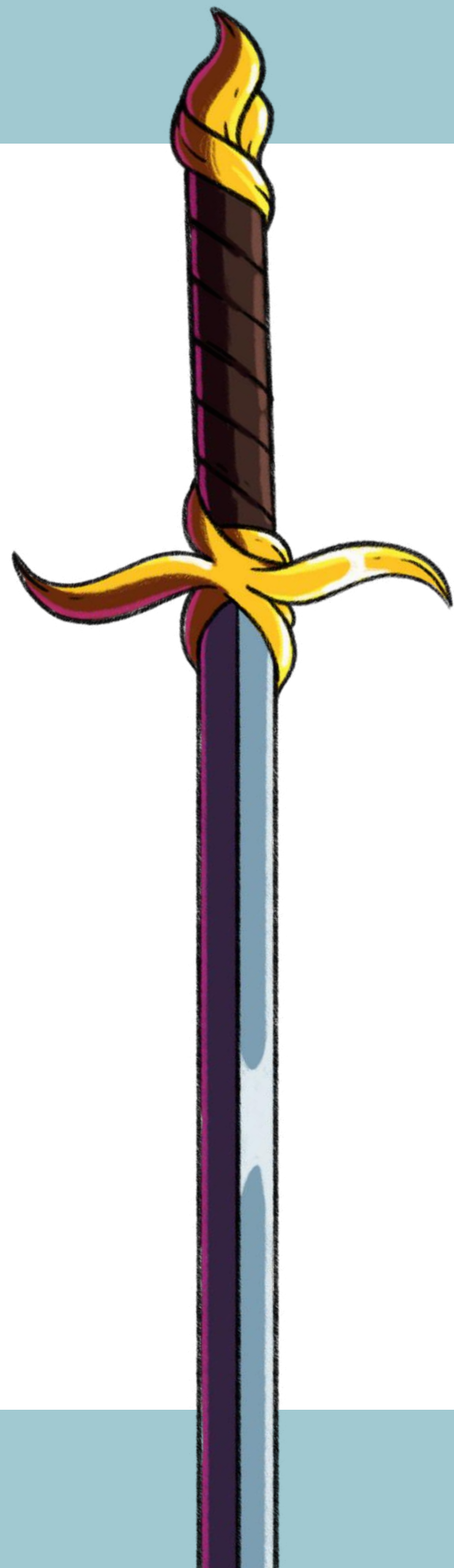
6

How will your vision expand?



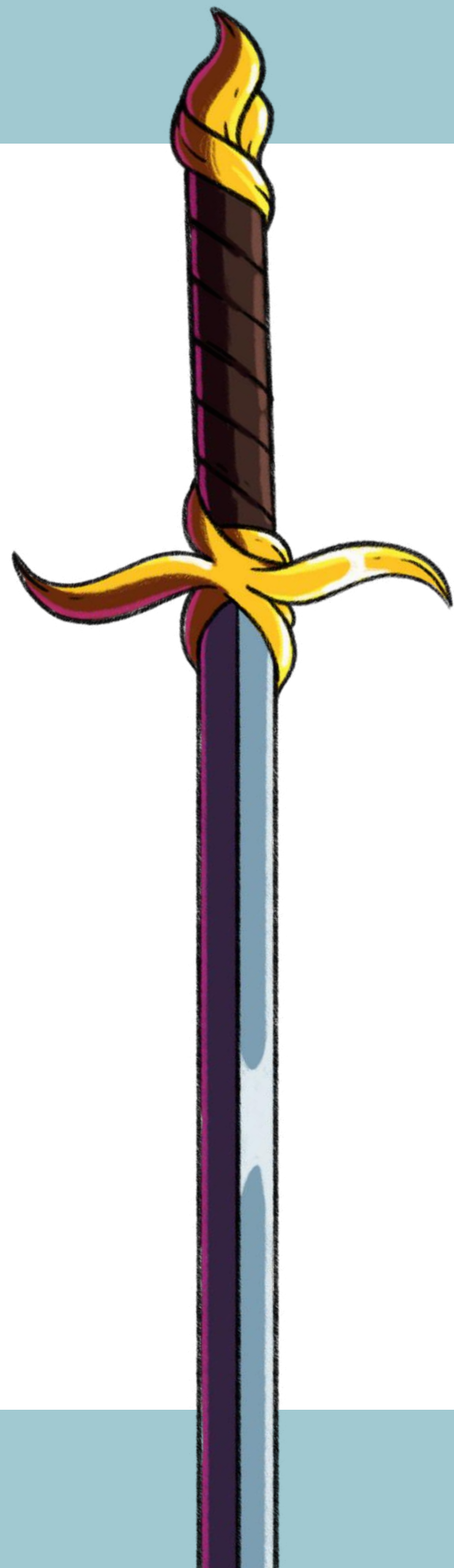
I. WHERE DID YOU GET THIS IDEA FROM?

At Fablehold, we aim to create a physical space that promotes community through creativity, with a motif as imaginative as the games that guests will play. While there are many examples of sports and exercise communities like CrossFit that offer a positive place where people can forge healthy connections and relationships through mutual shared interests, creative pursuits can often happen in solitude. Additionally, many Magic: The Gathering and tabletop game gatherings occur in the back of collectible stores, often lacking a place that complements true escape and immersion. Fablehold aims to fill this gap by providing a vibrant, engaging space for healthy community building and escapism.



2. *W*HAT TYPE OF GAMES CAN BE PLAYED HERE?

We're open to anything you can imagine, but in the spirit of relationship building, we tend to focus on analog experiences that better forge friendships over digital ones. Popular games include group titles like Dungeons & Dragons, Magic: The Gathering, Catan, and a bevy of the newest emerging independent titles. You can find a plentiful selection of these games available for rent from The Forger, but you are also welcome to bring your own games at no charge. Likewise, feel free to inquire about reserving a room for other professional or personal pursuits.

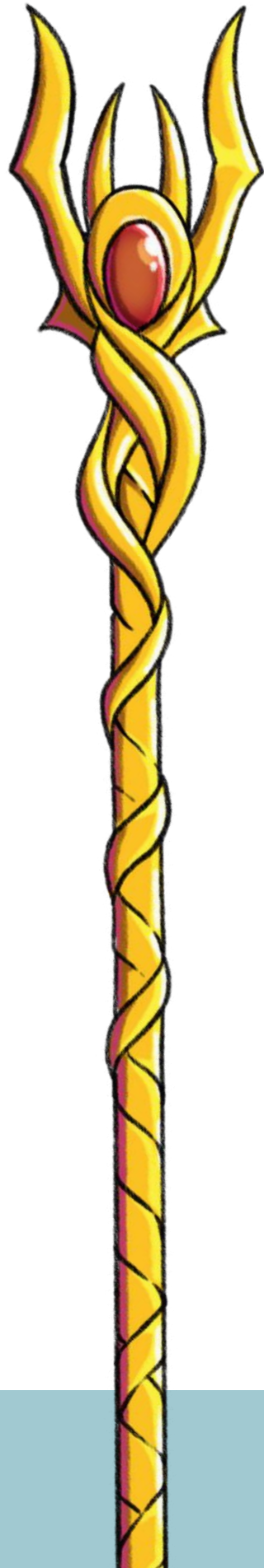


3. WHAT'S THE DEAL WITH RESERVING ROOMS?

As part of your membership, weekly scheduled events will be available throughout every realm of Fablehold. These include all-ages gaming sessions, after-school campaigns just for kids, teenager team play, personal and professional networking mixers for adults, and a variety of "side quests" such as art classes, workshops, and additional creative opportunities.

During non-programming operating hours, The Village will be accessible to all members at no cost and to guests for a daily fee to encourage spontaneous play and social blocks.

When scheduling permits, members can reserve a private realm for themselves and/or for guests for an additional fee.



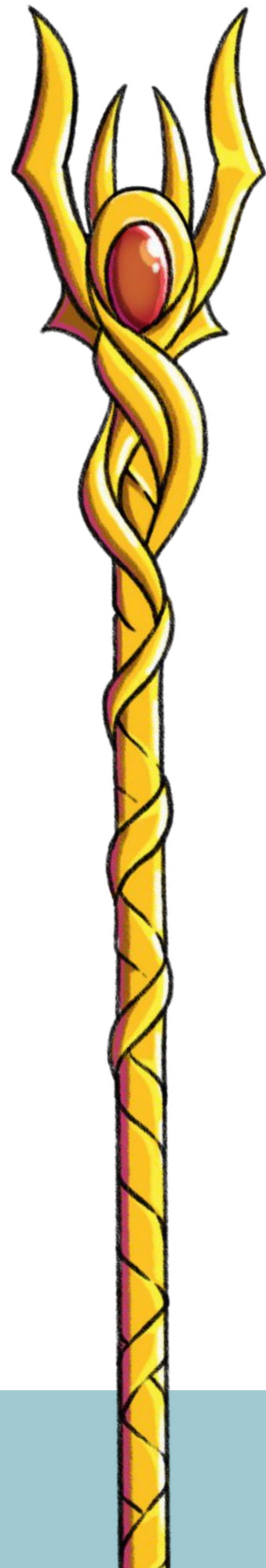
4. HOW DO YOU PLAN TO ENRICH YOUR NEIGHBORHOOD?

We strongly believe that an essential part of occupying neighborhood space is finding ways to contribute positively to the area and culture we belong to. To do this, throughout the year, we will offer several public (free or low-cost) events for locals and find innovative ways to partner with neighborhood businesses. We also provide scholarships for low-income individuals/families and those unable to afford memberships. We look forward to creating inclusive and impactful opportunities that benefit and enrich the lives of those who surround and share our space.



5. DO YOU SUPPORT GREEN INITIATIVES?

At Fablehold, sustainability is its own mission. Our facilities are powered by a comprehensive solar panel system, harnessing renewable energy to minimize our carbon footprint. We've embraced cutting-edge energy efficiency with LED lighting and smart thermostats that adjust to optimize our energy usage. Our recycling and composting programs are designed to drastically cut down on waste, and we prioritize compostable and reusable materials with our dining services. Last but not least, we're also passionate about supporting local economies and businesses by sourcing organic, farm-fresh food and beverages.



6. HOW WILL YOUR VISION EXPAND?

Our initial plan is to establish Fablehold in a carefully chosen location, where we will create a flagship center that can serve as a replicable model for future expansions. This first site will set the standard and give us an opportunity to collect data points, gather customer feedback, and measure growth.

Looking ahead, our vision is to extend Fablehold into new environments, each defined by its own unique theme. As we grow, we aim to create varied experiences, from the high seas adventures of a Pirate-themed world to the shadowy intrigue of a Film Noir mystery, the limitless frontier of Space Adventures, and more. Each environment will offer a fresh and engaging immersion, allowing visitors to explore different worlds while maintaining the core essence of Fablehold's mission for community building.

CREATOR'S BIO

Throughout a diverse career that spans media, live events, and UX design, Fablehold creator Todd Luoto has worked with companies and organizations such as 20th Century Fox, The Autry Museum of The American West, Expedia, Intuit, Pioneertown Int'l Film Festival, SAG-AFTRA Foundation, Sundance Institute, among others.

In recent years, he has collaborated with Jon Frechette on several popular audio series, including: The Polybius Conspiracy (2011, Radiotopia), Best Laid Plans (2022, Independent), and The Skies Are Watching (2024, BBC), the latter which received the Narrative Fiction Award at this year's Tribeca Festival.

An avid fan of emerging storytelling innovations, Todd is eager to develop Fablehold while he looks to create new opportunities in the immersive and themed entertainment space.

For more information, check out his professional portfolio.

AND JUST A FINAL NOTE...

This package contains submission assets for the 2024 Storyland Studios Design Challenge. Thank you for your consideration.

All concept and character art reflected in this deck has been commissioned by real-life artists via the Fiverr.com digital marketplace.