



PROJECT HORIZONS

A STORYLAND STUDIOS
DESIGN ENTRY - EXECUTIVE SUMMARY

Executive Summary

Project Horizons is a groundbreaking entertainment venue that merges advanced virtual reality (VR) with interactive physical games, transforming underutilized urban spaces and malls into vibrant, high-traffic destinations. With a storyline set in the year 2142 aboard The Horizon, an innovative spaceport orbiting Earth, this venue ushers guests into a futuristic realm where technology and play converge spectacularly.

At Horizons, guests create personalized avatars through our app, embarking on adventures across various themed zones. Each area, from high-tech mini-golf to dynamic bowling and private VR booths, integrates physical and VR challenges, enriched with immersive visual effects and dynamic scoring systems. These experiences, ranging from high-octane racing to intricate puzzle-solving, are designed to captivate and engage visitors of all ages.

The venue's design is not only modular and scalable but also strategically crafted to maximize profitability and ROI for operators by revitalizing and capitalizing on underused locations and promoting new business. Inside the venue a central bar acts as the social hub, offering an array of crafted cocktails, mocktails, and locally sourced food options. All of which are easily ordered via an app, further enhancing the seamless guest experience.

The competitive spirit of Project Horizons is embodied in its ongoing narrative challenge, where guests vie against AI-driven opponents to dominate the leaderboard. This not only heightens the interactive experience but also threads a compelling story through the fabric of their visit, making each game play an integral part of a larger epic.

Project Horizons redefines entertainment, blending immersive storytelling with the latest gaming technology to create a thriving hub of digital adventure and physical activity. It promises not just a visit, but a journey into a world where every game challenges reality, inspiring guests to explore, compete, and conquer in an ever-evolving environment.