

THE APOCALYPSE

ARENA

EXPANSION PACK

BRAND - CONCEPTS - TEAM

experience concepts by mlstrm.com

<p>Medieval Times</p> <p>Timeless Storytelling & Well Proven Dinner Show Concept</p>	<p>Cirque du soleil</p> <p>Unique Brand, Stories & Exciting Acrobatics</p>
<p>Mad Max</p> <p>Waterworld Stunt Show by Universal Studios Hollywood</p>	<p>House of Blues</p> <p>Hard Rock Hotel</p>

BRAND POSITIONING

Where tradition meets disruption

In a landscape saturated with entertainment options, The Apocalypse Arena Dinner Show carves out a unique and compelling niche that stands apart from the crowd. Imagine a fusion of Medieval Times’ immersive spectacle, Mad Max’s gritty dystopian energy, Cirque du Soleil’s breathtaking acrobatics, Waterworld’s high octane show and continually full attendance, and Hard Rock Hotel’s/House of Blues rockstar symbiotic atmosphere. This is where The Apocalypse Arena finds its place—a genre-defining experience that blends the familiar with the exhilaratingly new.

Proven concepts



**TIMELESS
VALOR**



**DYSTOPIAN
ACTION**



**DAZZLING
ACROBATICS**

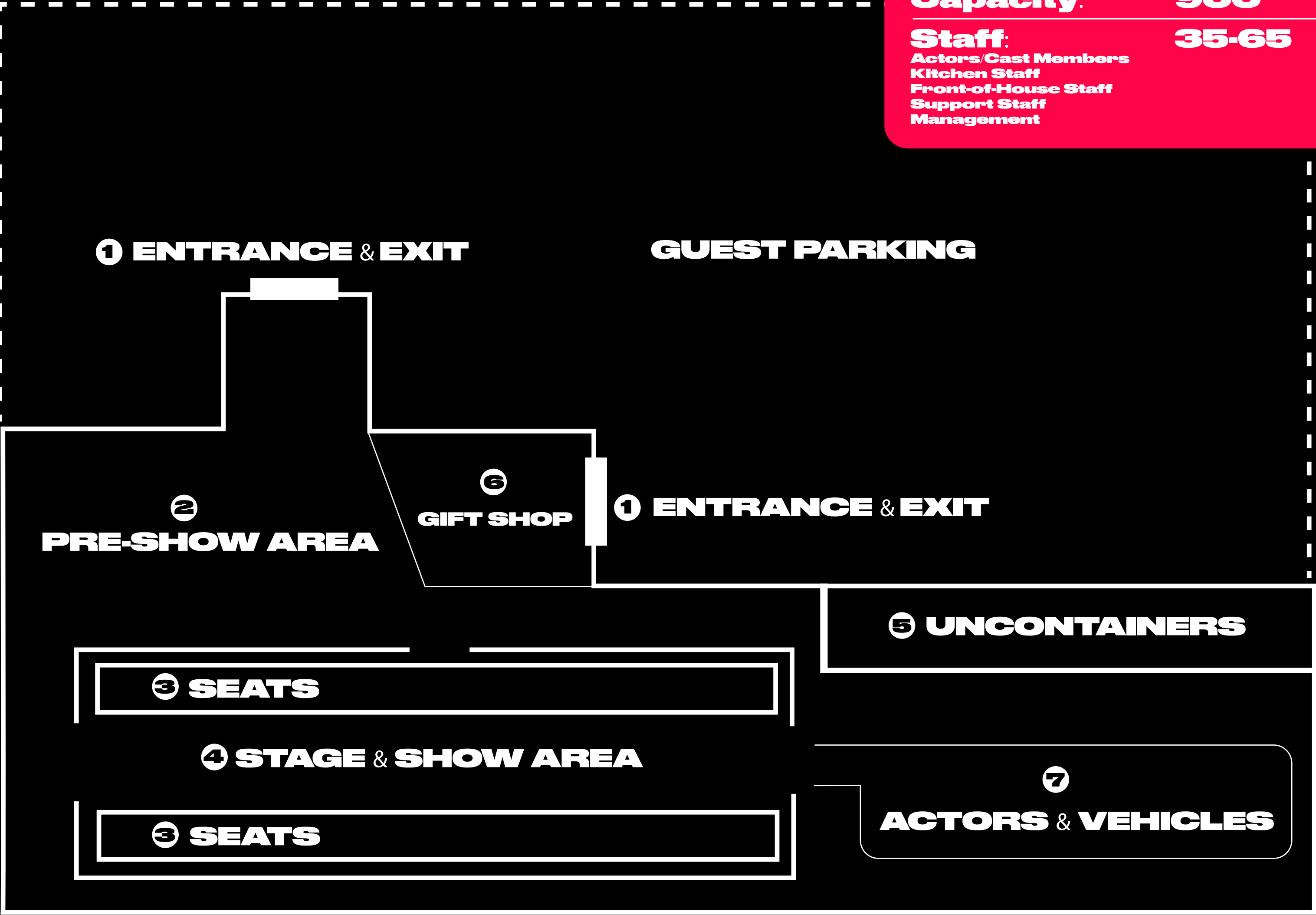


**ALL IN
ONE**

Facility Layout

- 1 ENTRANCE & EXIT
- 2 PRE & POST-SHOW AREA
- 3 SEATS
- 4 STAGE & SHOW AREA
- 5 UNCONTAINERS
- 6 GIFT SHOP
- 7 ACTORS & VEHICLES

Facility sf:	50,000
Capacity:	900
Staff:	35-65
Actors/Cast Members	
Kitchen Staff	
Front-of-House Staff	
Support Staff	
Management	



Scalable smaller concept



UNCONTAINED

Immersive small group dinner show experiences

If you are visiting for a private group experience, then you will be lead in into on of the Uncontainers and let private-show experience begin.

- Can become escape room experiences.
- Atmosphere can be changed to fit seasons and themes.
- Episodical to promote guests retention.
- Participation levels can change to create ultimate experiences. Either none immersive atmosphere Uncontainers, or chose fully immersive experience offerings.

THE UNCONTAINER CONCEPT

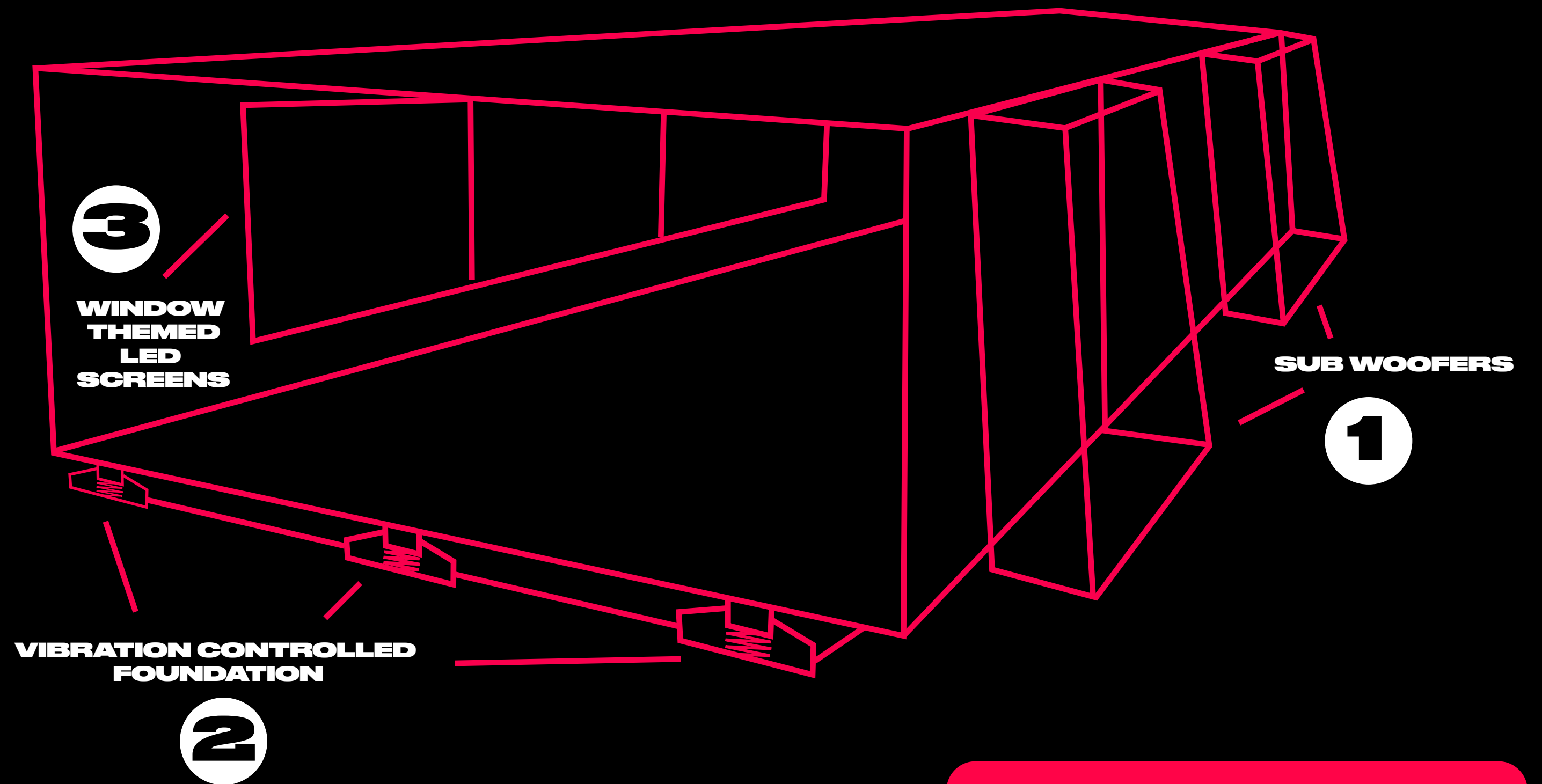
1 SUB WOOFERS

2 VIBRATIONAL CONTROL

3 LED SCREENS

Synchronized and programmed with storyline in order to creates a powerful effect of outside activity.

- Sandstorms and hail hitting
- Explosions
- Banging on structure
- Foundational creaking



Structure sf: 640

Capacity: 36

A large crowd of people is seen from behind, looking towards a stage. On the stage, there is a massive, glowing, textured sphere that resembles a giant eye or a celestial body. The sphere is illuminated with a bright orange light in its center. The stage is framed by large windows or screens showing various images. The overall atmosphere is dark and futuristic.

Expanding the vision

KoЯn

EPIC VENUE

Immersive events & experience spaces

In the heart of a world where traditional venues are unthemed and predictable environments, the Apocalypse Arena would stand as a beacon and bold visual statement, fueling inspiration, innovation and community. This unique space, inspired by dystopian takes from cultures worldwide with themes and immersive storytelling, is revolutionizing the way we experience music and connect with our favorite artists.

- Immersive Events
- Music Venue
- Epic Collaborations
- Seasonal Themes and Episodical Events

Immersive travel



THE NOMADICA

**Immersive travel
& boutique hotel**

Welcome to the The Nomadica - Boutique Hotel, where the end of the world has never been so luxurious. Step into a meticulously crafted post-apocalyptic paradise full of obscure memorabilia. Our rustic, heavily themed rooms immerse you in a cinematic wasteland, while our top-tier service ensures every need is met with impeccable care. From thrilling daily shows, music festivals and themed immersive tours, every moment at our adults-only resort is designed to create lifelong memories.

Our DYSTOPIAN ENGINEERS

A dystopian imagineering team with decades of experience, disruptive creativity, and large-scale engineering expertise. Poised to support the project in any capacity needed, they are set to not only bring a spectacular vision to life but also create a lasting legacy of international entertainment value.



Valentin Mellstrom

Chief Creative Officer at MLSTRM

- Project Cost Estimator at CR2
- Founder unsocialco.com
- Former
 - Brand Director at Länk Football Group
 - Creative Director at Franchise Creator



Iain McGillivray

Senior Estimator at Hardrock Hotels

- Former
- Vice President of The Nassal Company
 - Sr Estimator at Walt Disney Imagineering
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Grayson Stallings

Creative Director at Citizen Grit

- Consultant at Walt Disney Imagineering
- Former
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Chuck Yex

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- Former
- Art Director/PM at Falcon's Creative Group



Carlos Rodriguez

Chief Estimator at Thinkwell

- Director of Pre-Construction
- Senior Estimator
- Civil Engineer
- Former
 - Estimator The Nassal Company

END OF
THE WORLD
IS ONLY THE BEGINNING.