

# STORYLINES

MYSTERIES THAT CONNECT

BETWEEN THE LINES



# WHO ARE WE?



JESSICA  
PIATTI

Attraction and theme park designer

The ability to make a thought real, the possibility to arouse an emotion is the goal with which I realize every project.



ILARIA  
PIATTI

Interior designer

Theme parks have always been part of my life and I am happy to be able to create something I would love to visit.



GERBEN  
PASJES

Art director and concept artist

I am happiest working where art, craft and technology intersect.



# WHAT IS OUR DESIGN PROCESS?



## RESEARCH

We like to take a deep dive into the topic we research; reading books, web sources, checking reviews, see people's experiences on YouTube, and testing venues ourselves.



## MEETINGS

We collaborate with each other brainstorming topics and reviewing our deliverables every week. We think that explaining our ideas to each other in different ways helps to clarify the idea, solve problems and engage creativity.



## WALKS

"Sit as little as possible; do not believe any idea that was not born in the open air and of free movement" — *Nietzsche*

We also agree that a morning walk can be quite effective for idea generating and problem solving.



## SHOWERS

Shower thoughts were responsible for some of our best ideas. A good way for your brain to subconsciously wonder.



# BRAINSTORMING

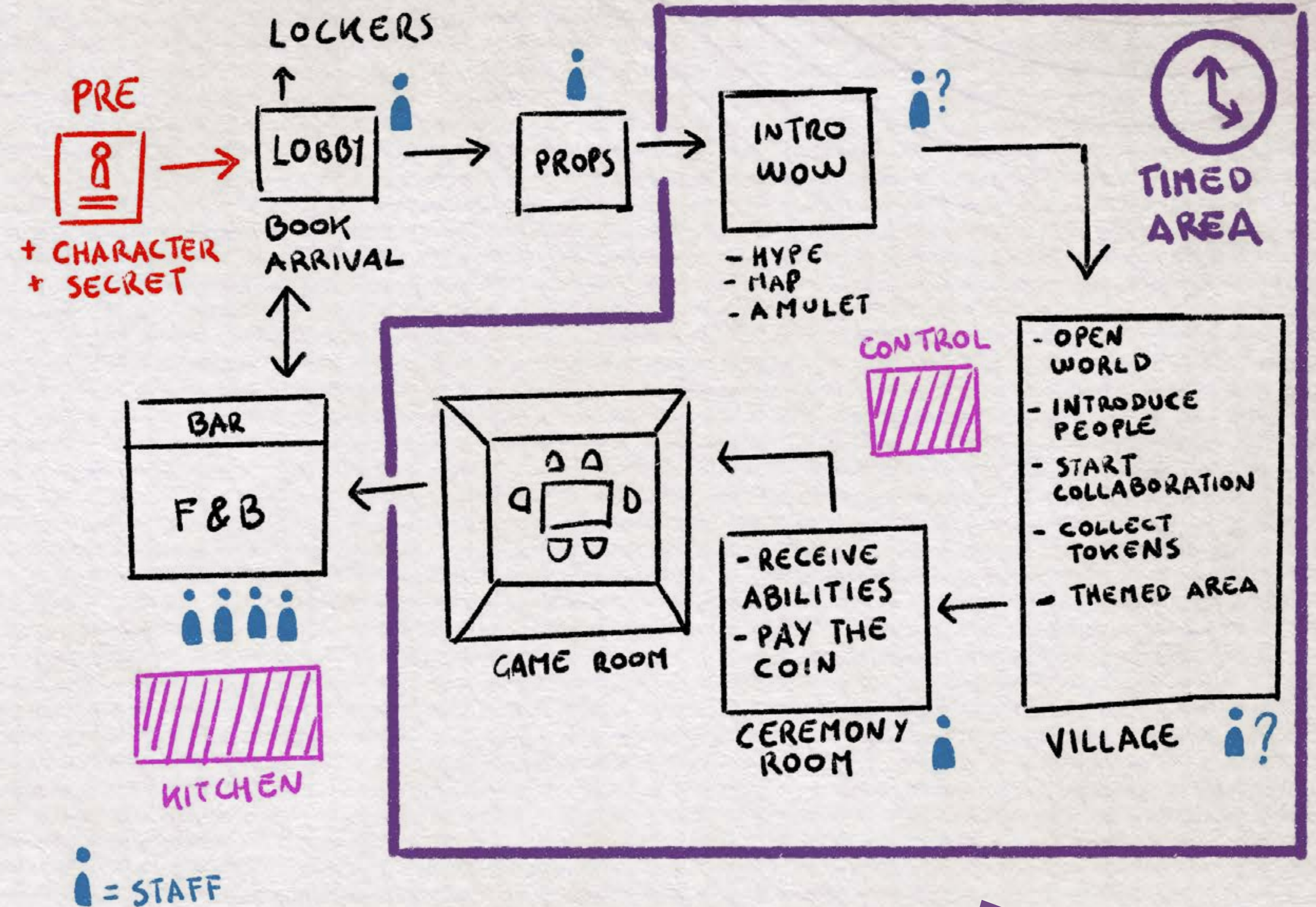
## FINDING SOMETHING YOU HOLD DEAR

While discussing what type of experience we wanted to create, we brainstormed a lot of possibilities. We wanted to focus on something that is valuable to us. We recalled our personal experience of moving abroad, just wanting to meet new people and have a nice talk for an evening. An easy way to make a connection even for just a couple of hours seemed the way to go forward.



## FALLING IN LOVE WITH JUBENSHA

When looking for inspiration, we came across Jubensha, which has a lot of the aspects we wanted to have in this new experience.



## A FIRST DRAFT OF THE ENVIRONMENT

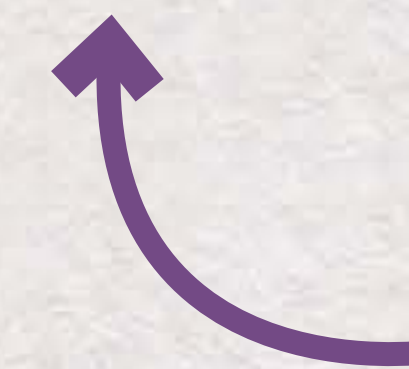
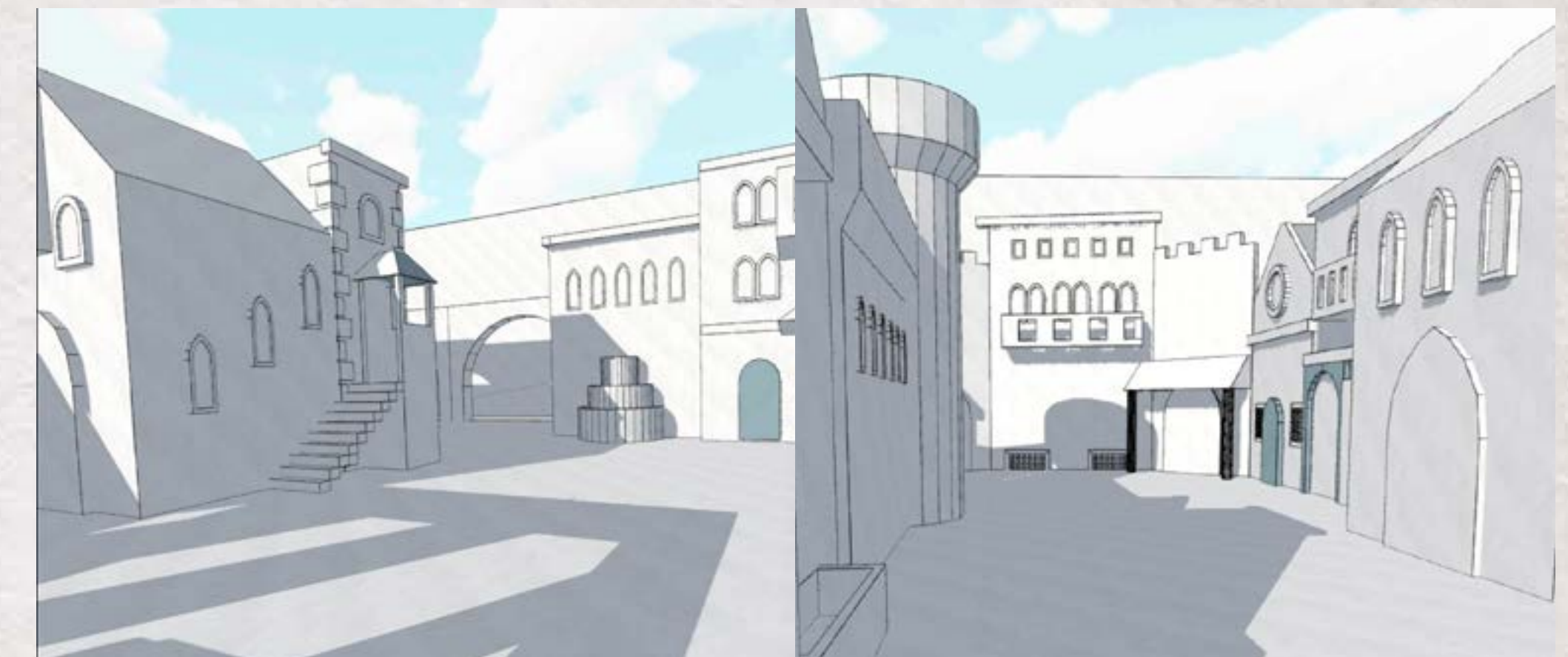
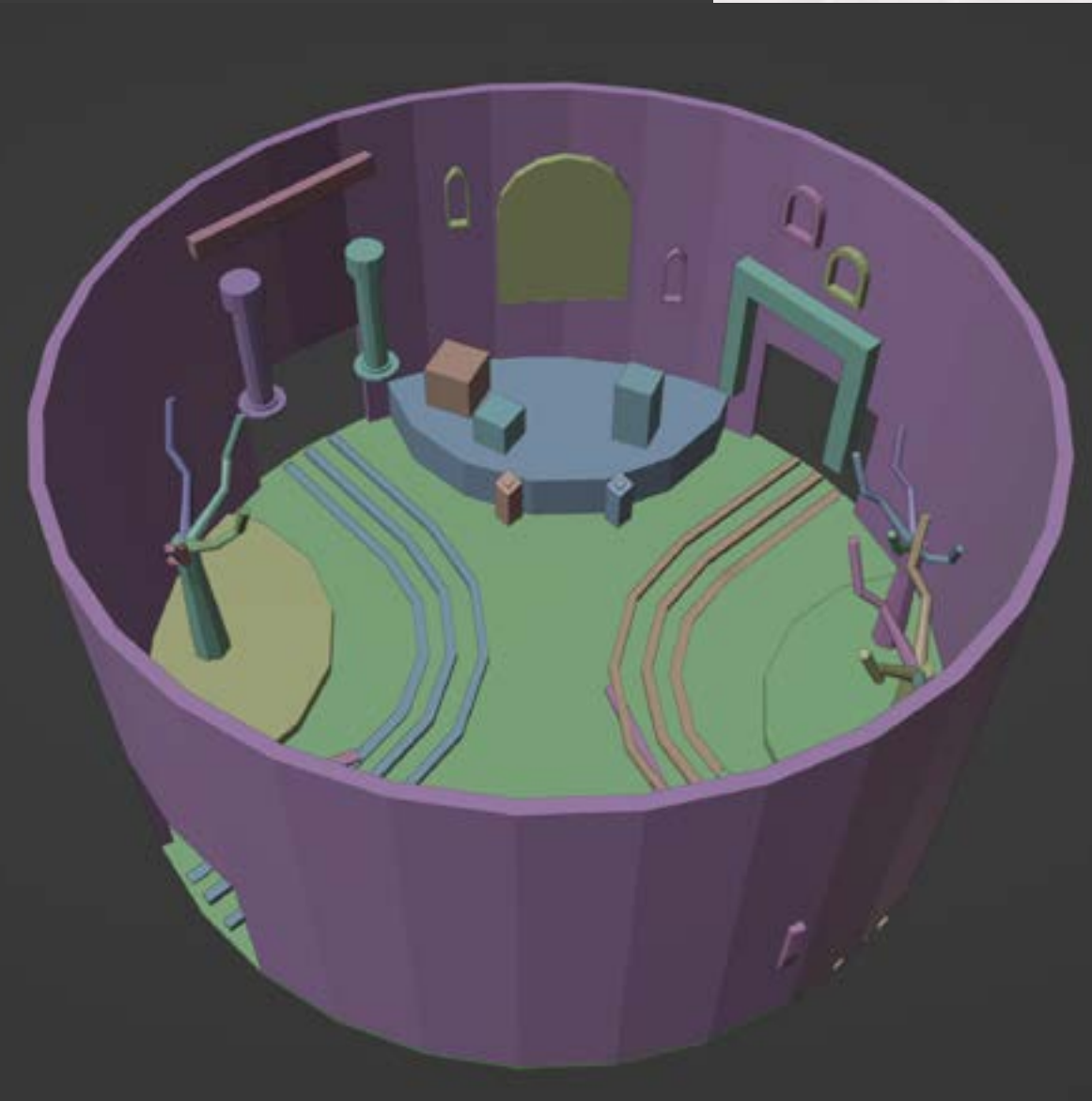
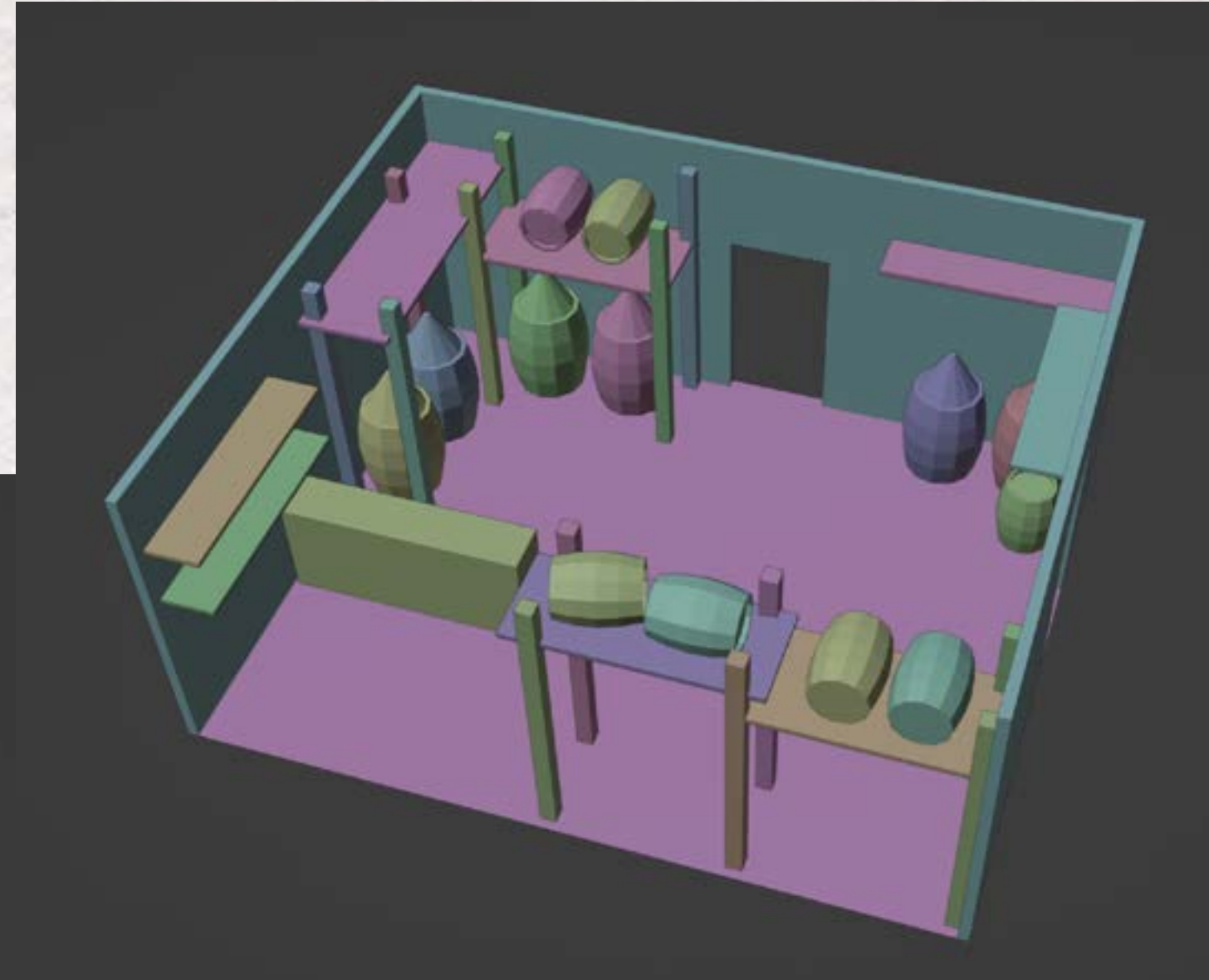
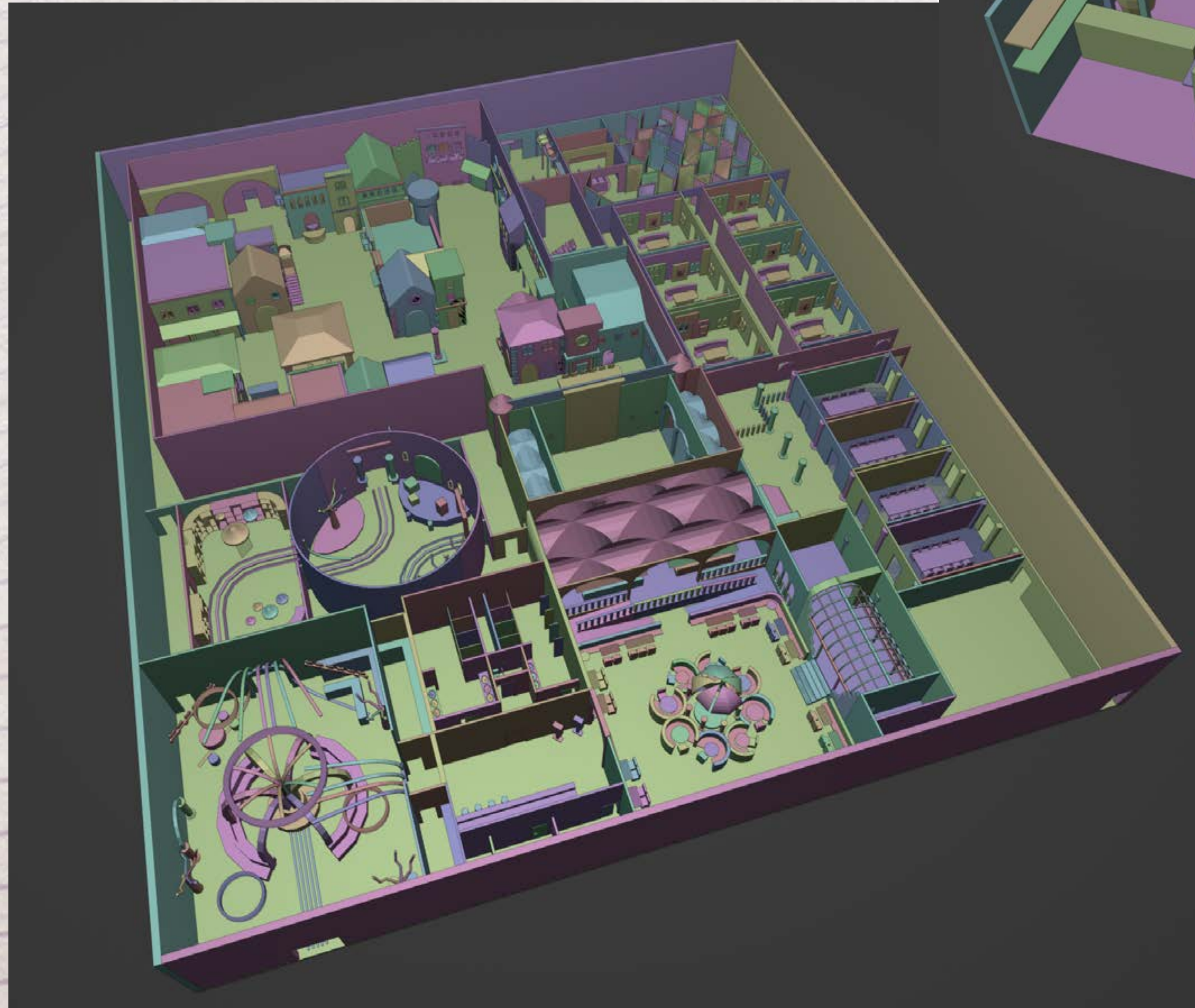
We started with defining the guest journey room by room, thinking about the specific purpose of the room in the guest experience.



# BLOCKING OUT THE EXPERIENCE

## BLENDER

Once we had a feel of the spaces and their connections, we started blocking them out one by one.

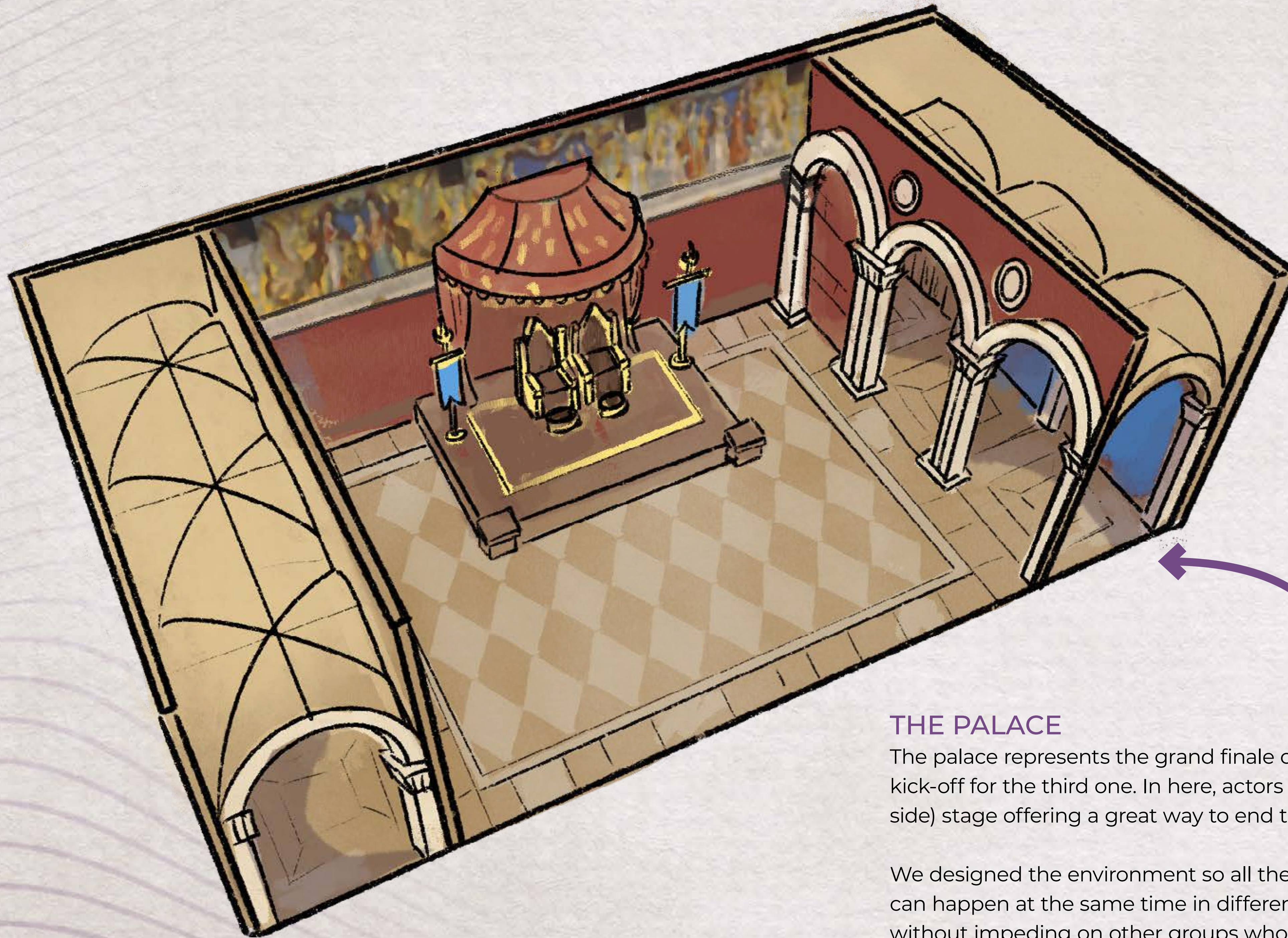


## A VR WALKTHROUGH

We tested the space in VR to better experience our space from a guest point of view. We then adjusted sightlines, sizes and ceiling heights to better convey the right feeling.



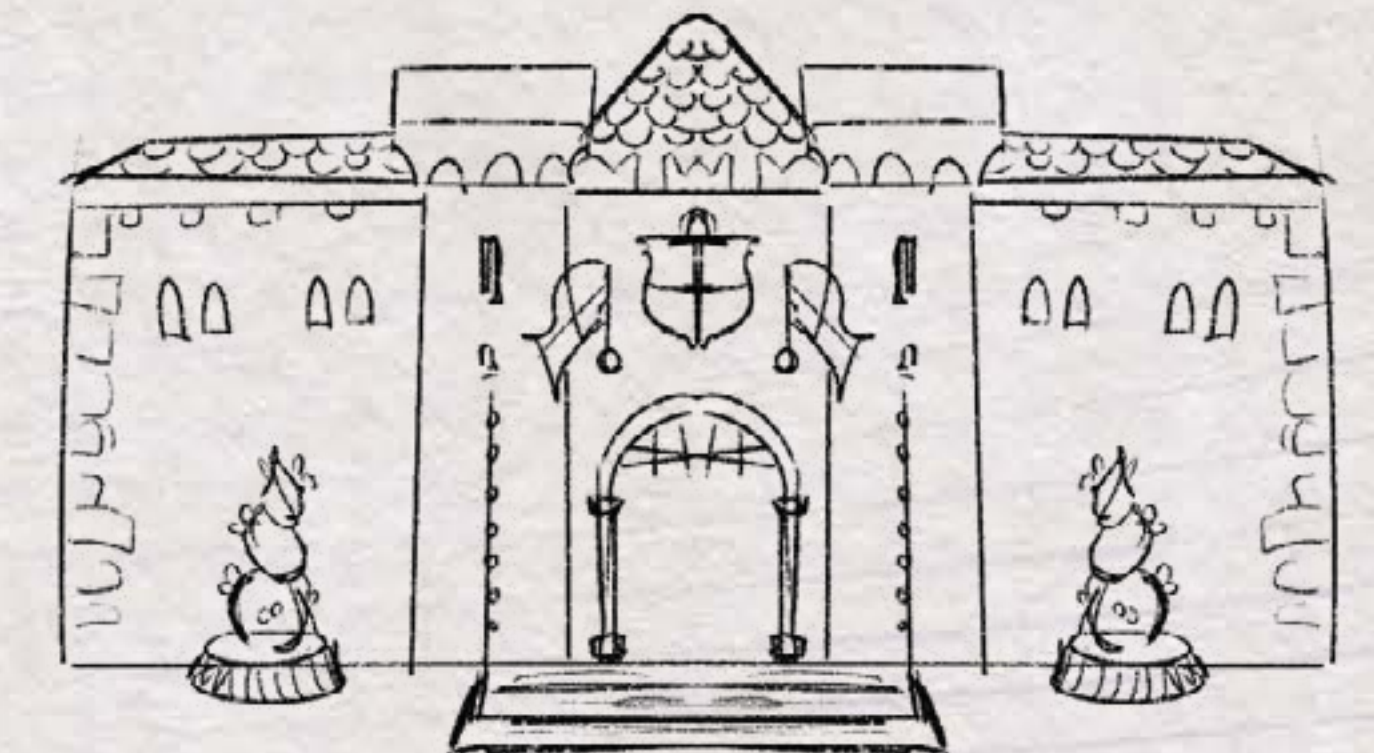
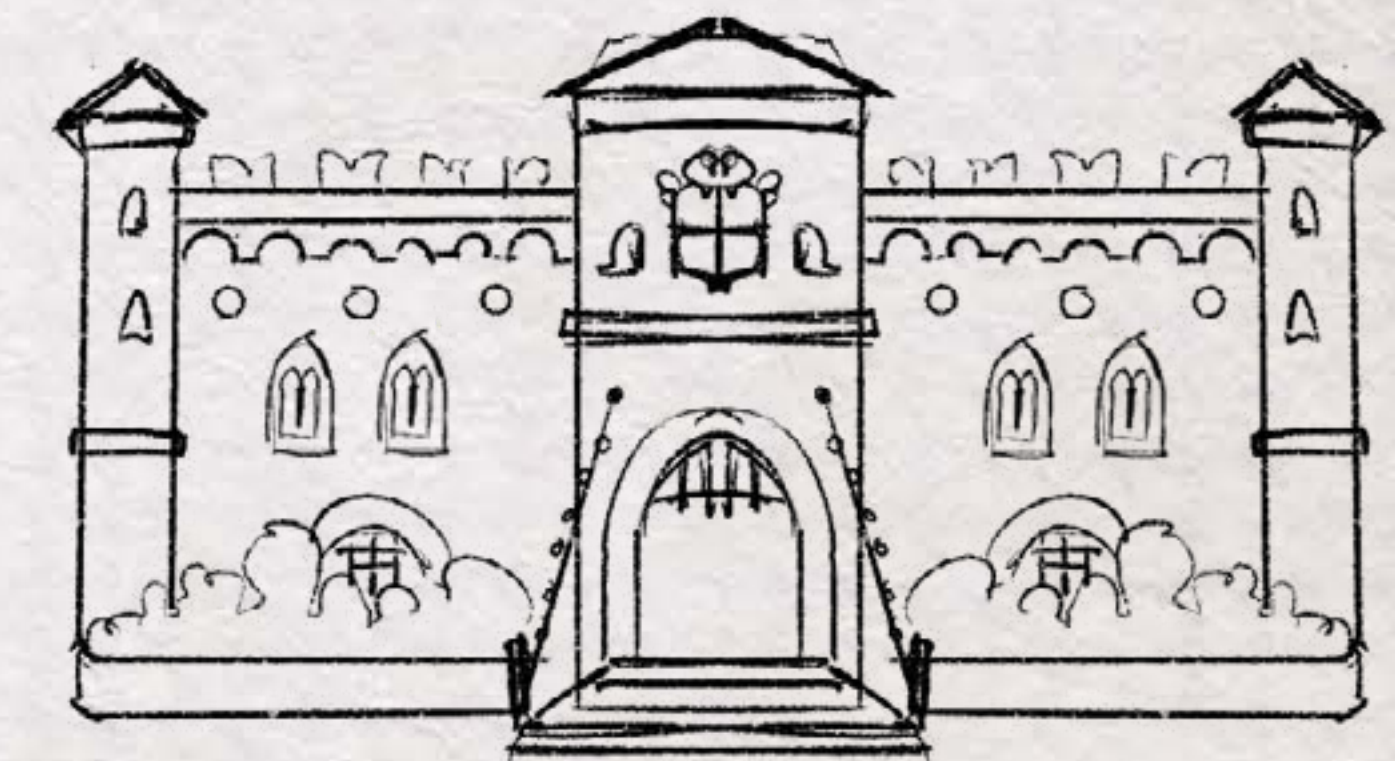
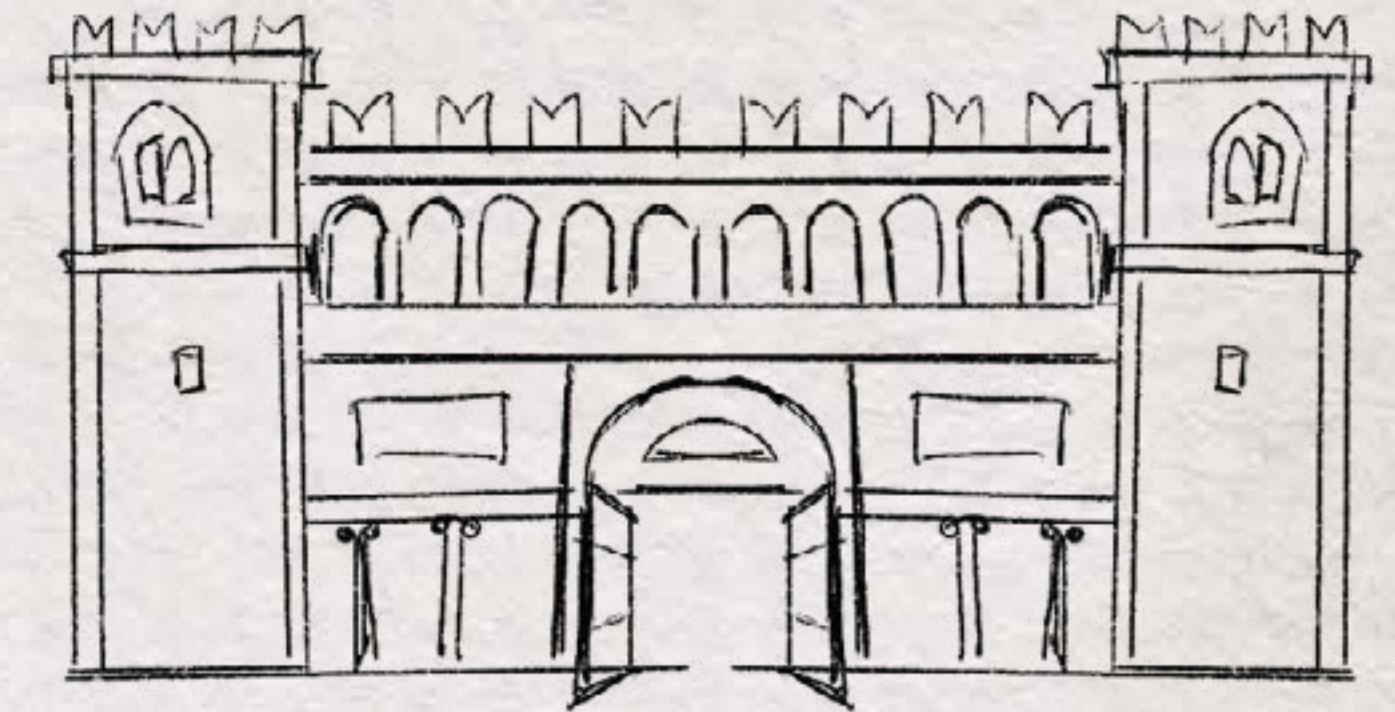
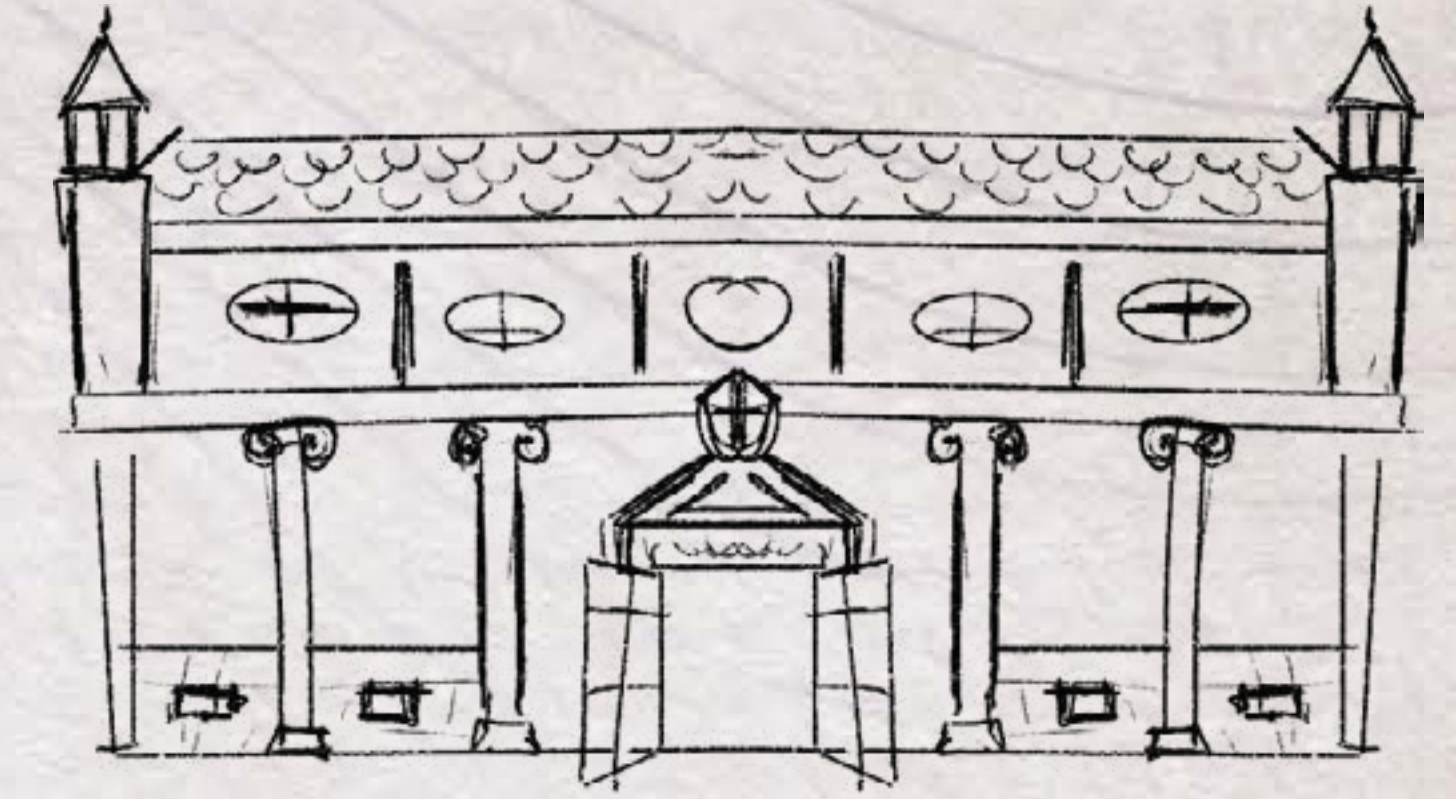
# SKETCHES AND DOODLES



## THE PALACE

The palace represents the grand finale of two quests and a kick-off for the third one. In here, actors take the main (and side) stage offering a great way to end the experience.

We designed the environment so all the actor interactions can happen at the same time in different parts of the room without impeding on other groups who are there as well.





# SKETCHES AND DOODLES



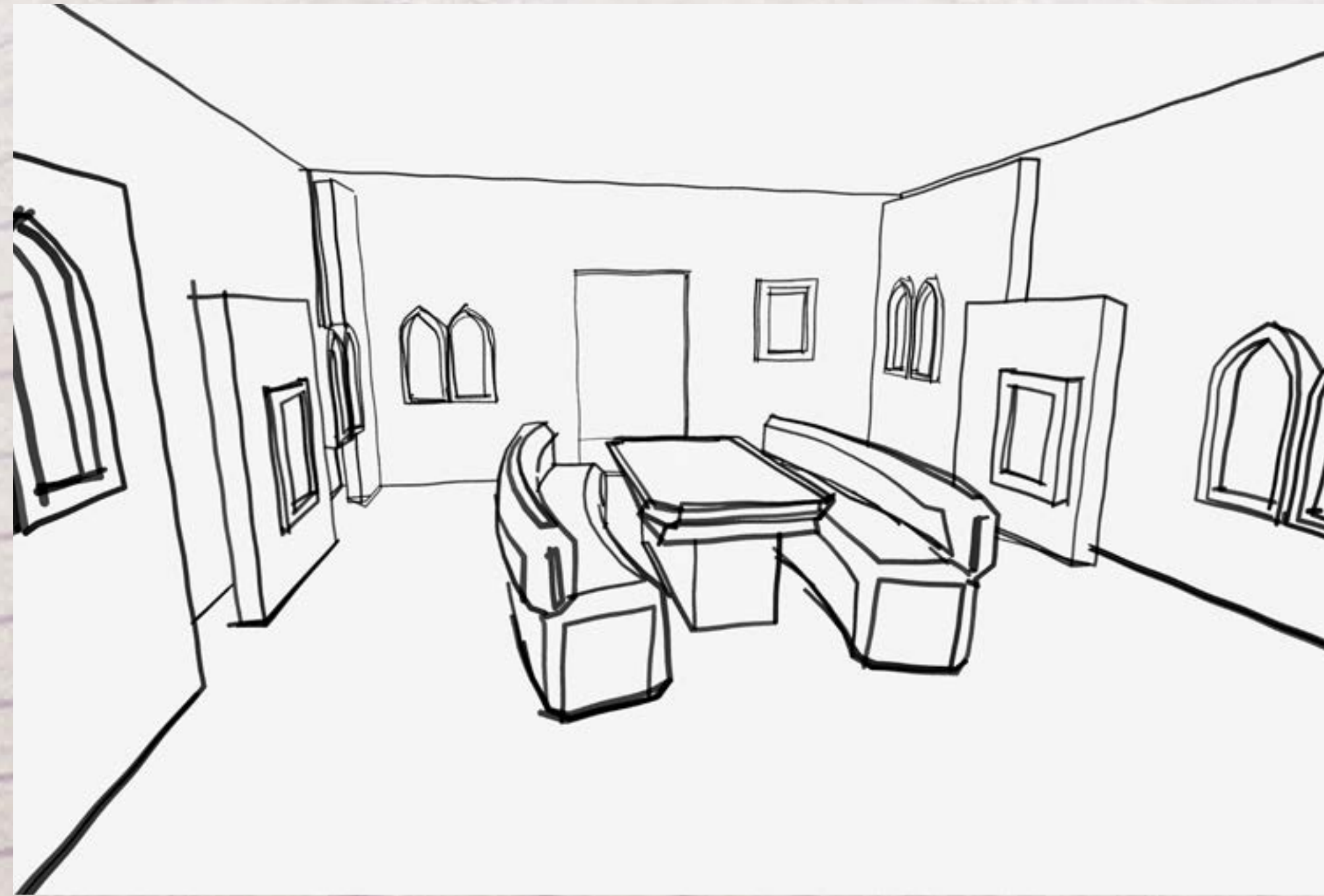
LOBBY PREVIS



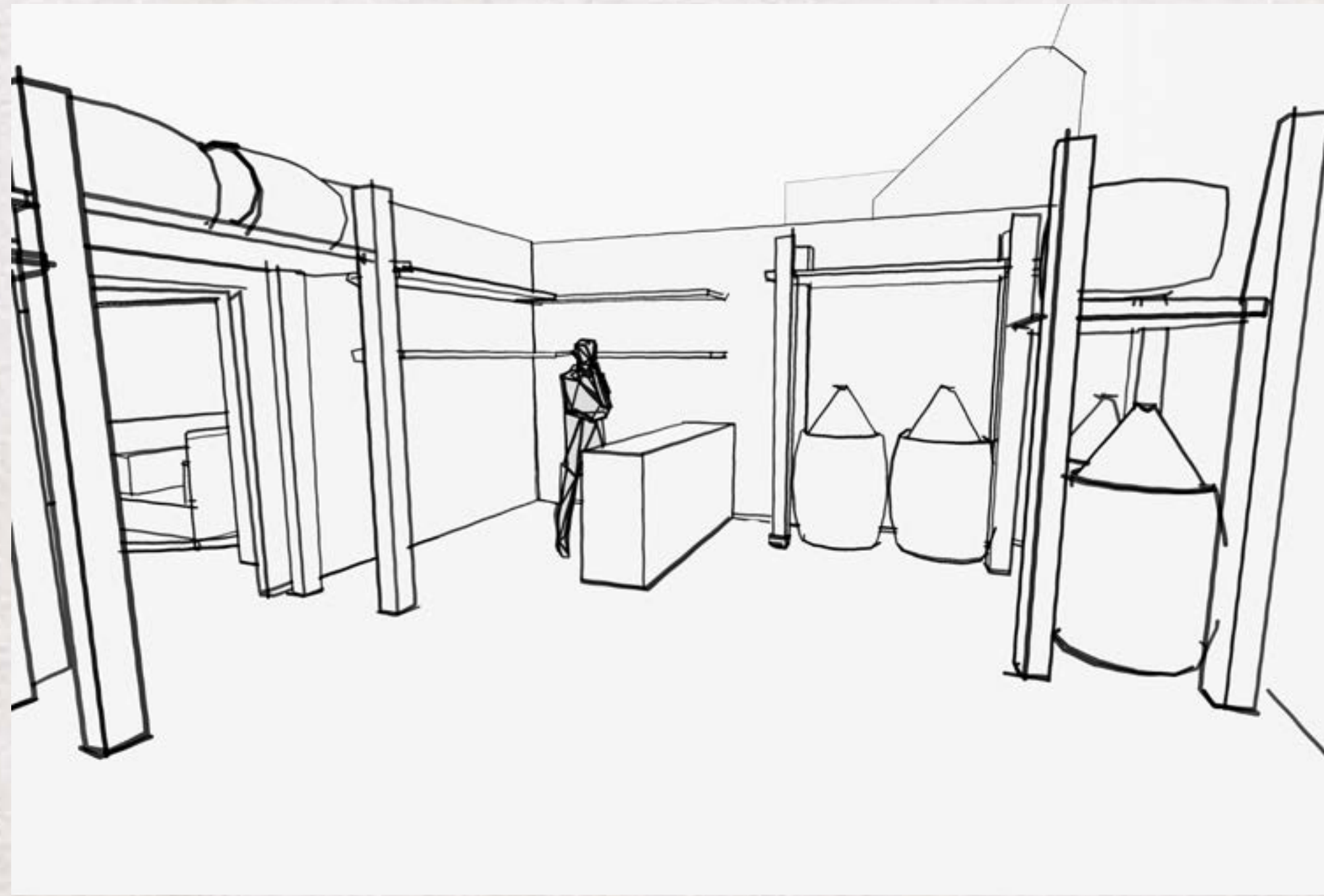
INTRO ROOM PREVIS



PROP ROOM PREVIS



GAME ROOM PREVIS



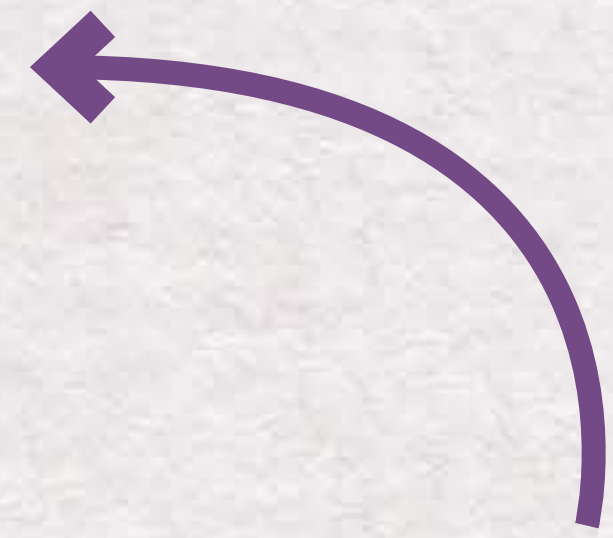
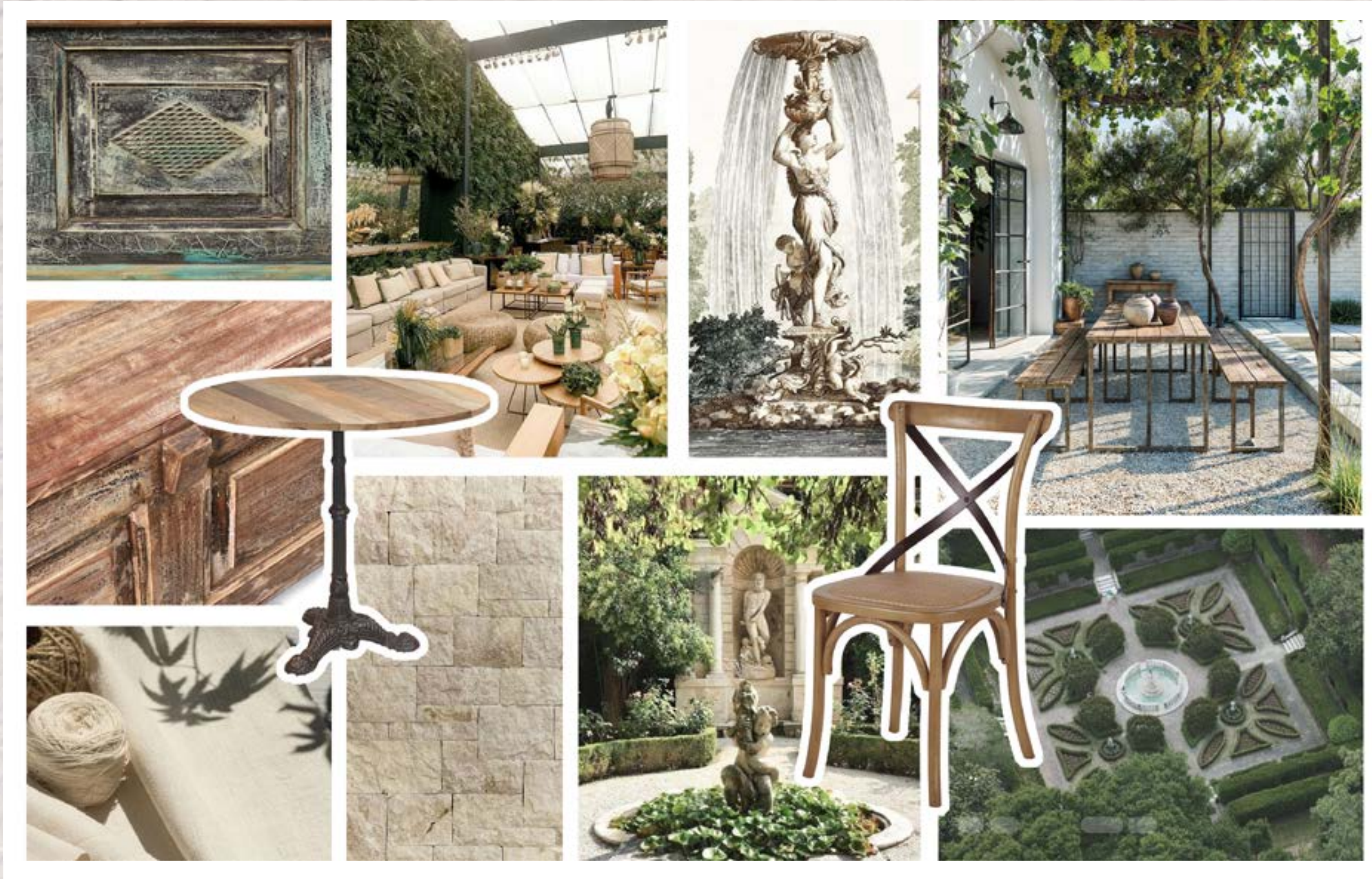
CEREMONY ROOM PREVIS



RESTAURANT PREVIS

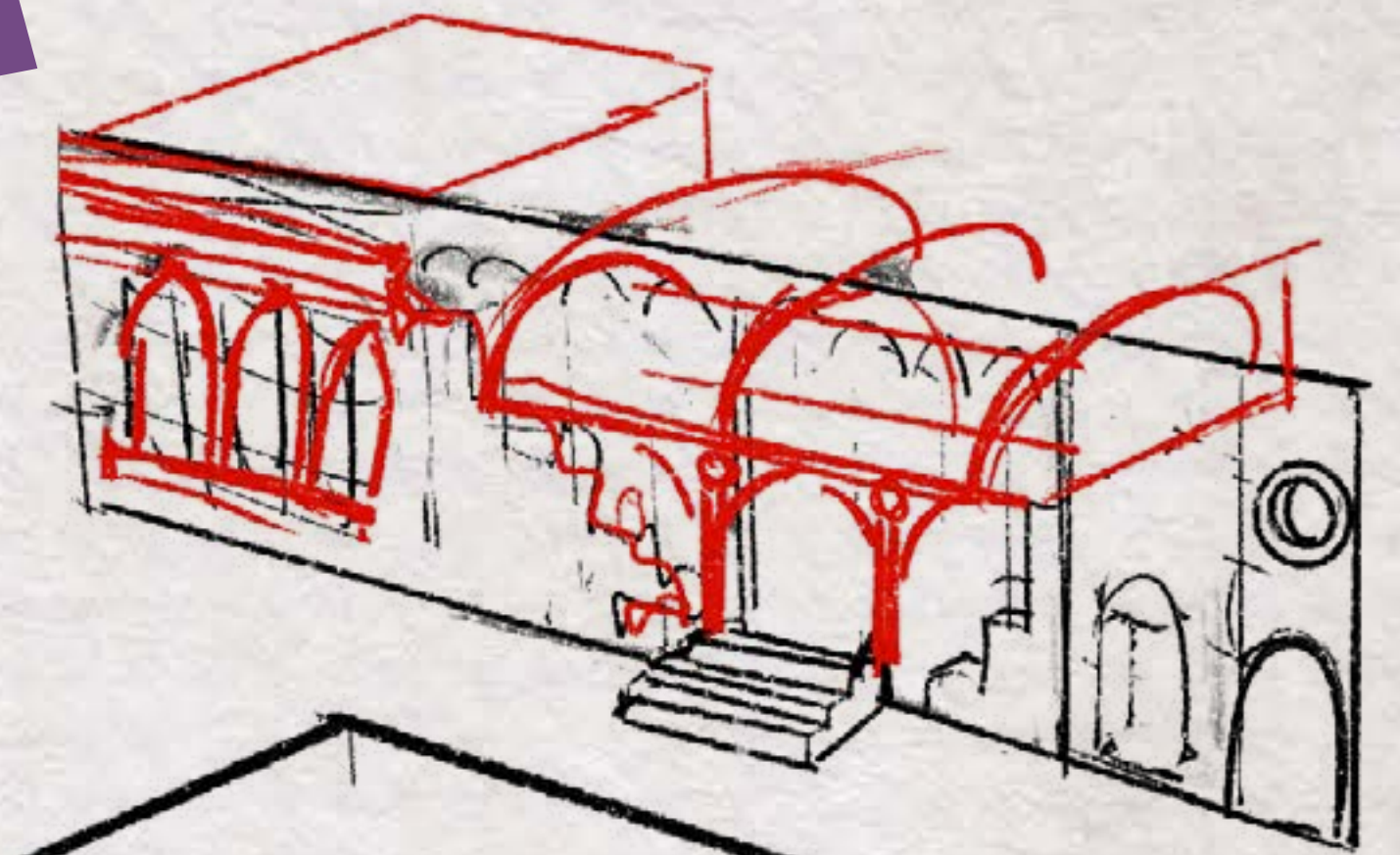


# SKETCHES AND DOODLES



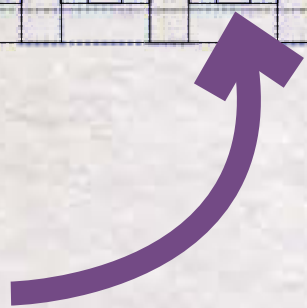
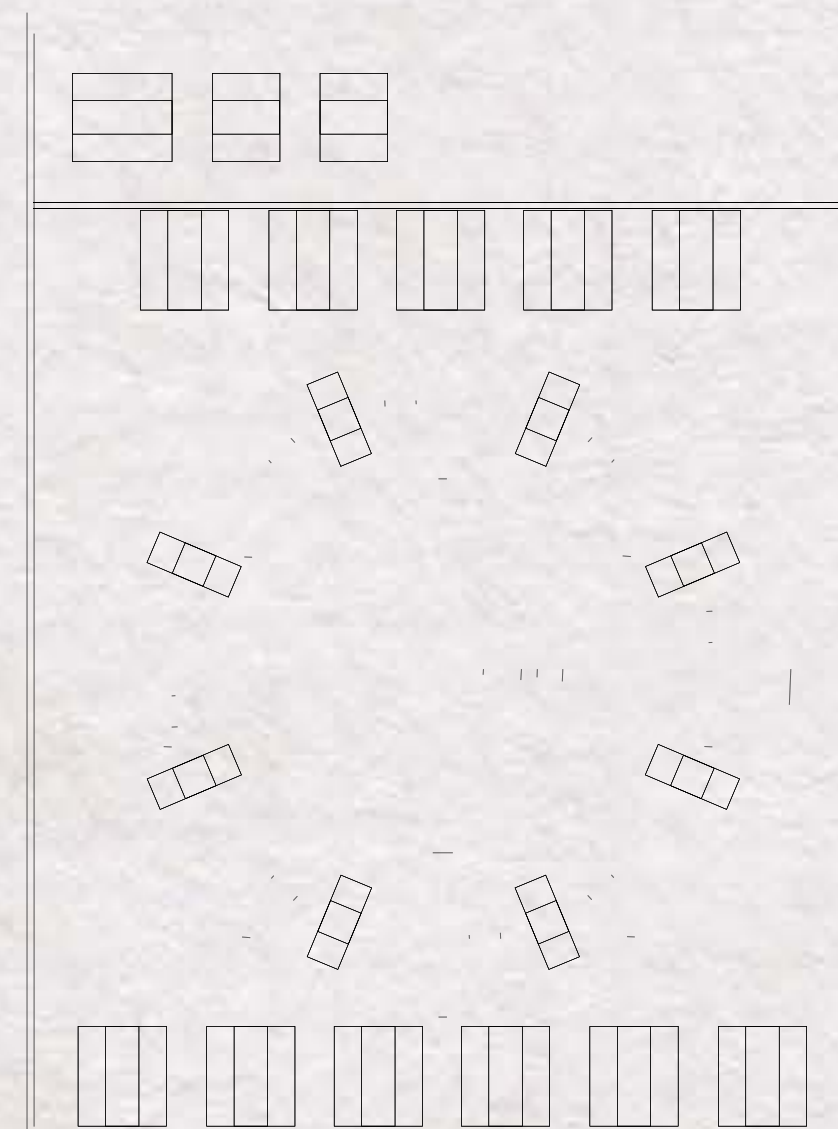
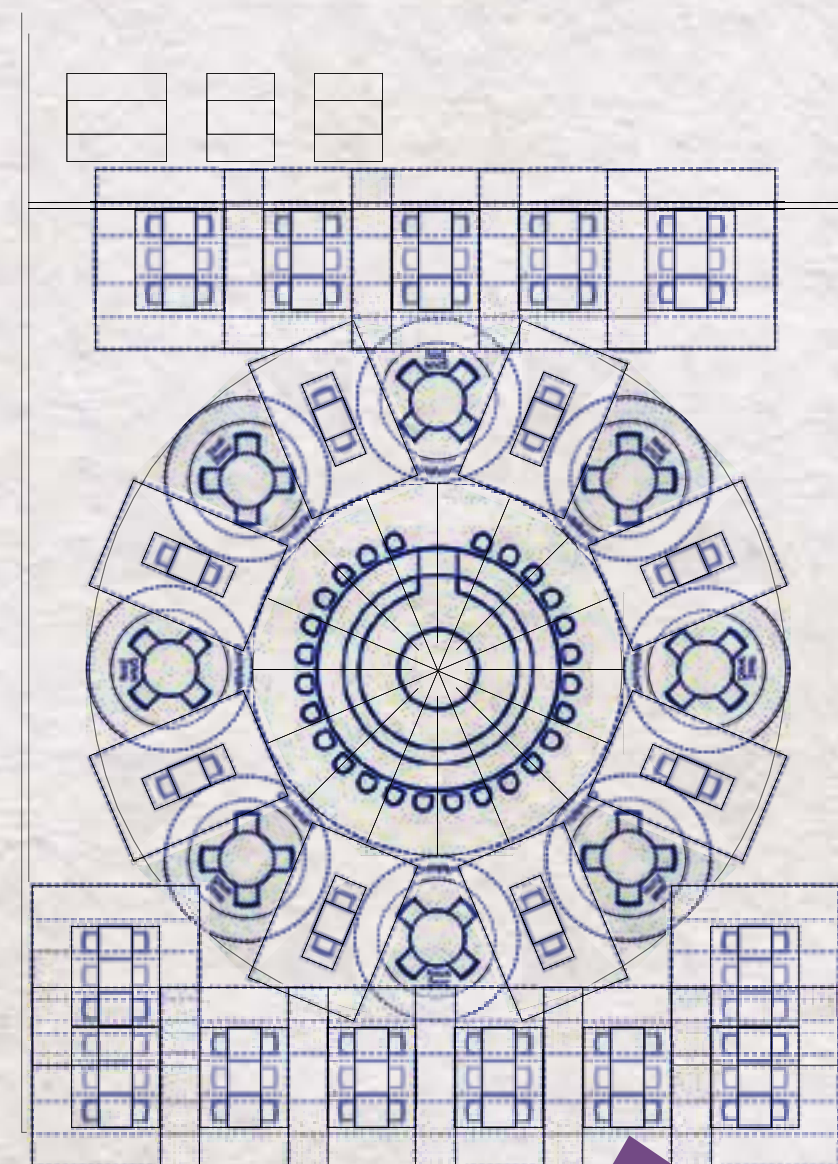
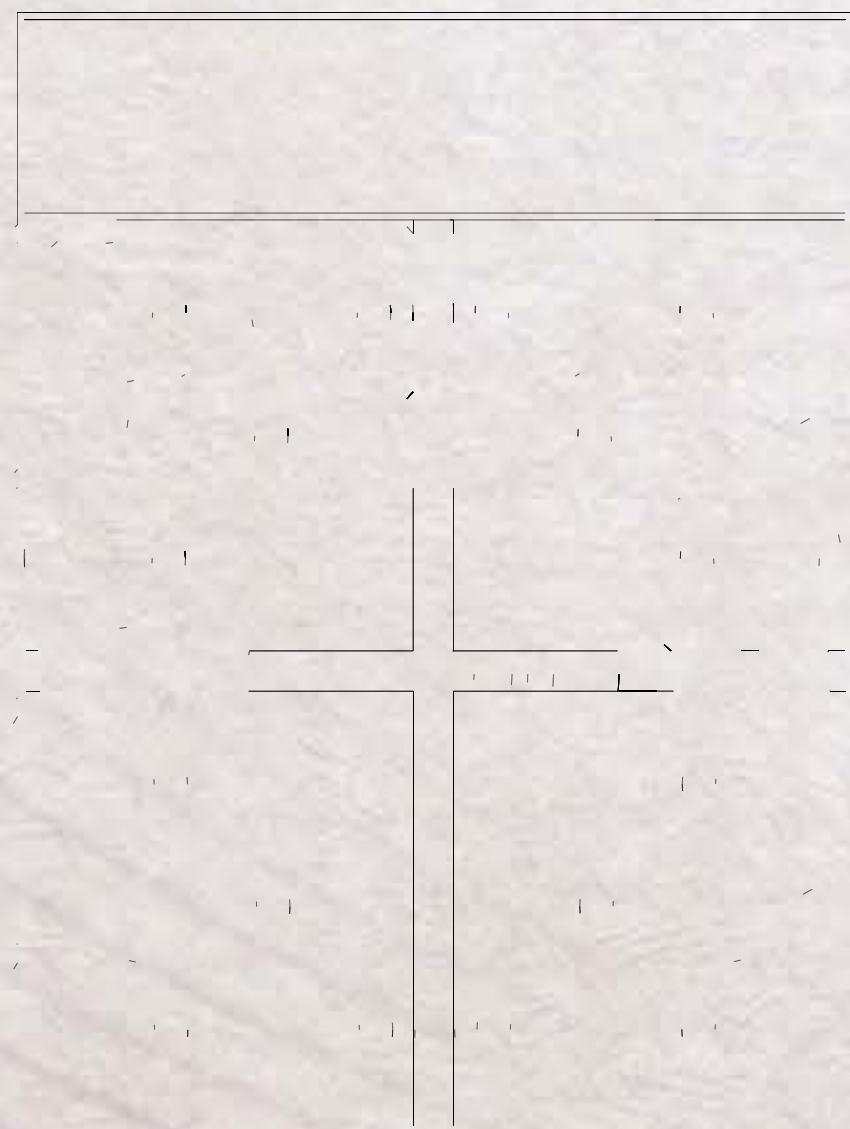
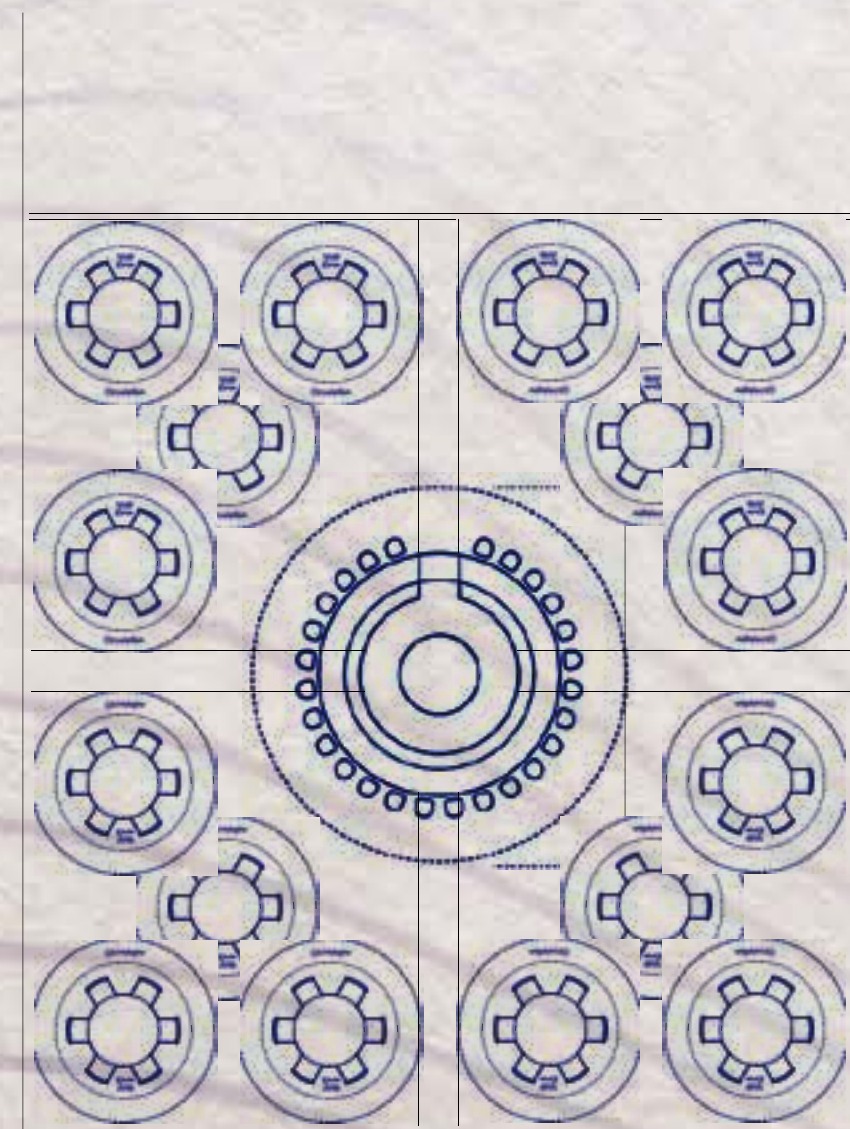
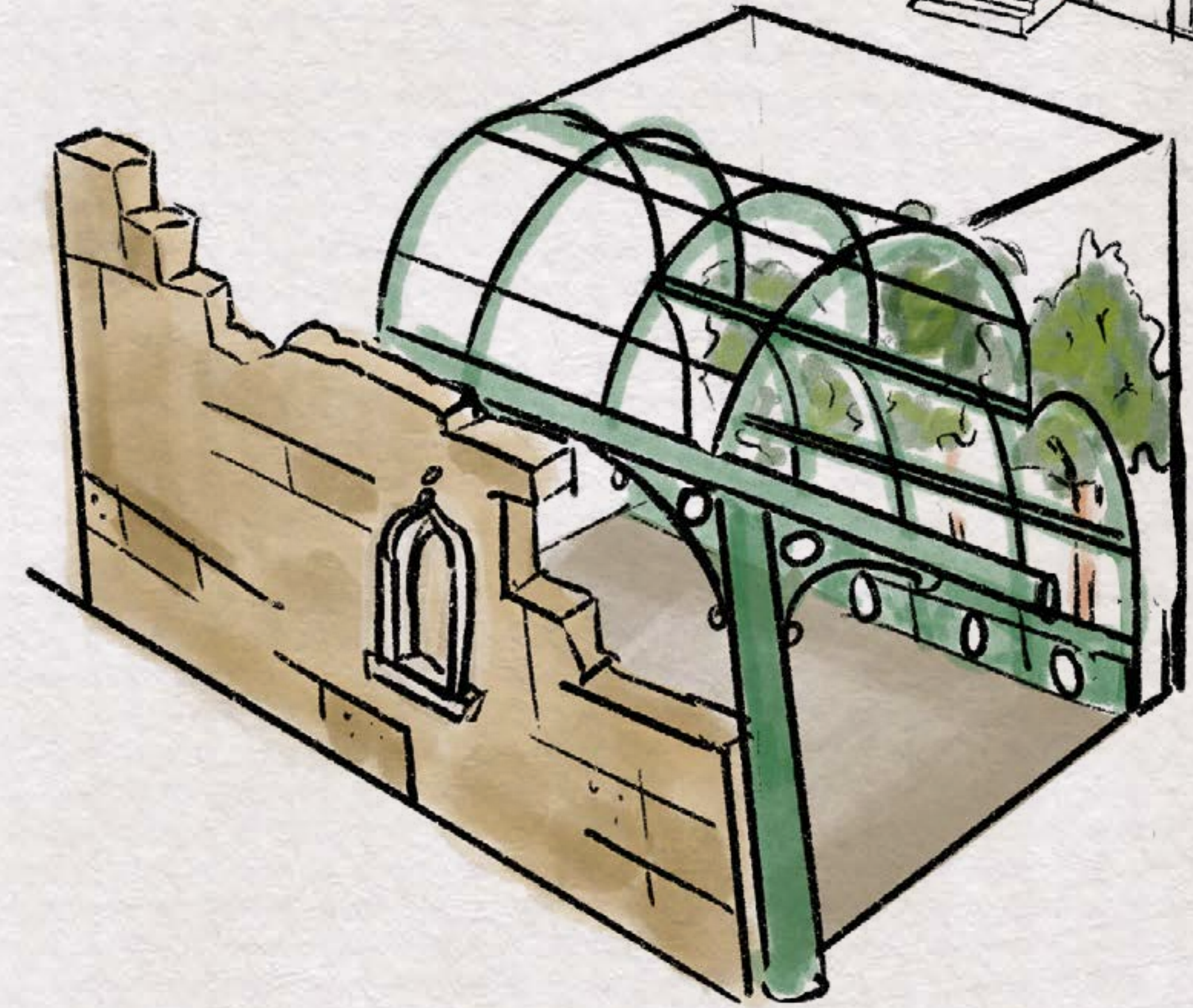
## THE PRIVATE ROOMS

We needed some ideas for a space that felt different and special for parties and events but still connected to the palace garden area.



## MATERIALS & FURNITURE

This is an example of an initial moodboard.



## RESTAURANT LAYOUT

We tried different options to convey the idea of an Italian geometric garden.



# GAME DESIGN

## A COMPREHENSIVE BIG SYSTEM

This experience is highly technical and allows for a lot of operator flexibility. This is thanks to the system that controls the groups. The system is able to recognize (with the RFID bracelets) who and where a guest is and which quest they are experiencing. Based on that it will adapt the outcome of a scene to cater to the need of each quest. Let's look at this example minigame where guests have to chart out the last voyage of a retiring merchant.



## A MINI GAME GUIDE

Each mini game has a dedicated room so groups cannot see others solving the puzzles.

Mini games are meant to be played by up to 6 people. We designed it so everyone in the group has a role. The puzzle also does not require resetting from a staff member.

## ASK FOR HELP

With the amulet (another RFID device) guests can call for help. In this way the control room knows who is in difficulty and send a staff character to help them.

## DIFFERENT OUTCOMES

Once the mini game is completed, the system will automatically reward guests from Quest 1 with coins, and guests from Quest 2 get to see a little screen with a clue.

## CHECK IN

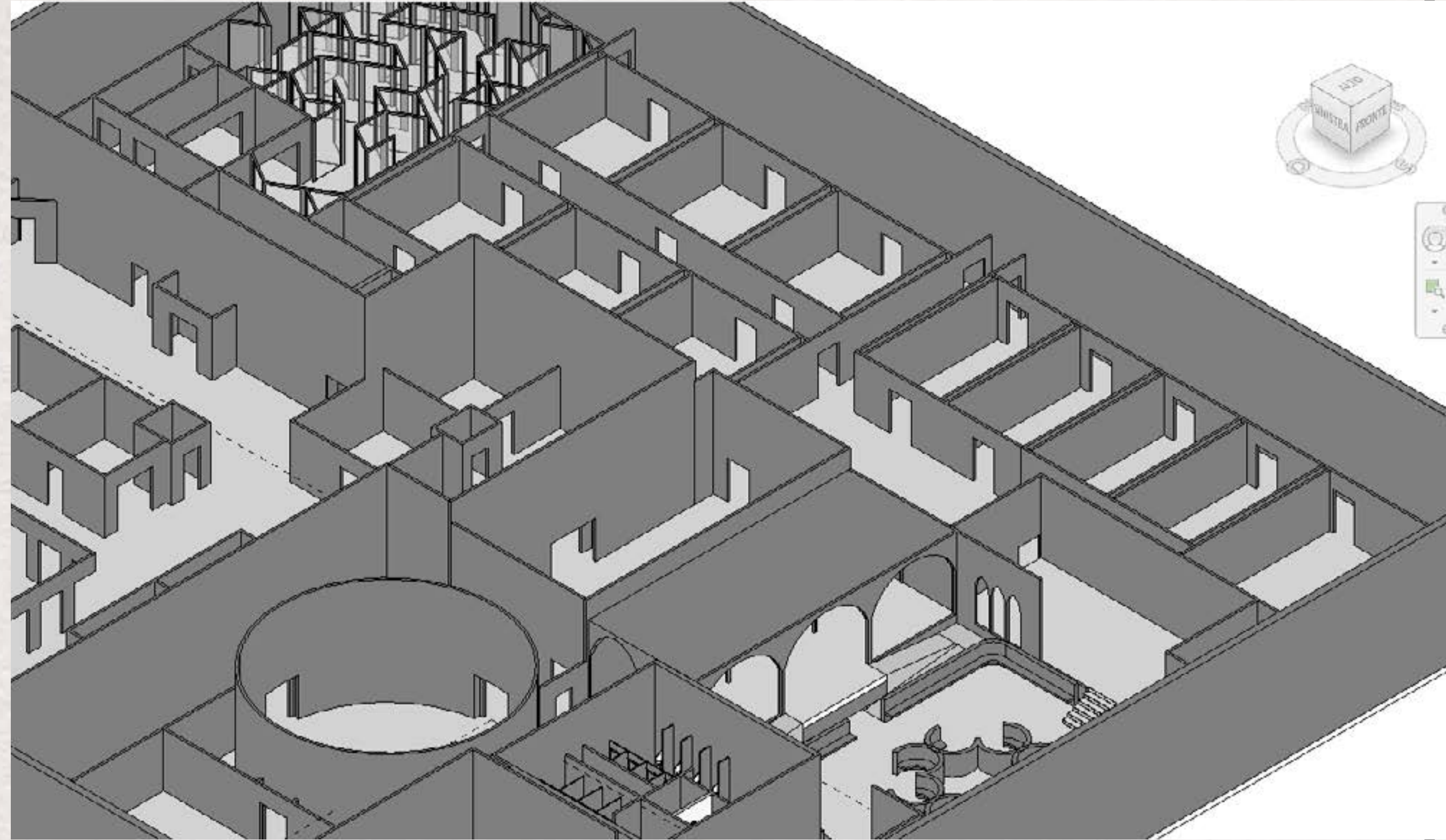
Every person checks into the mini game to start the timer.



# BEING TECHNICAL

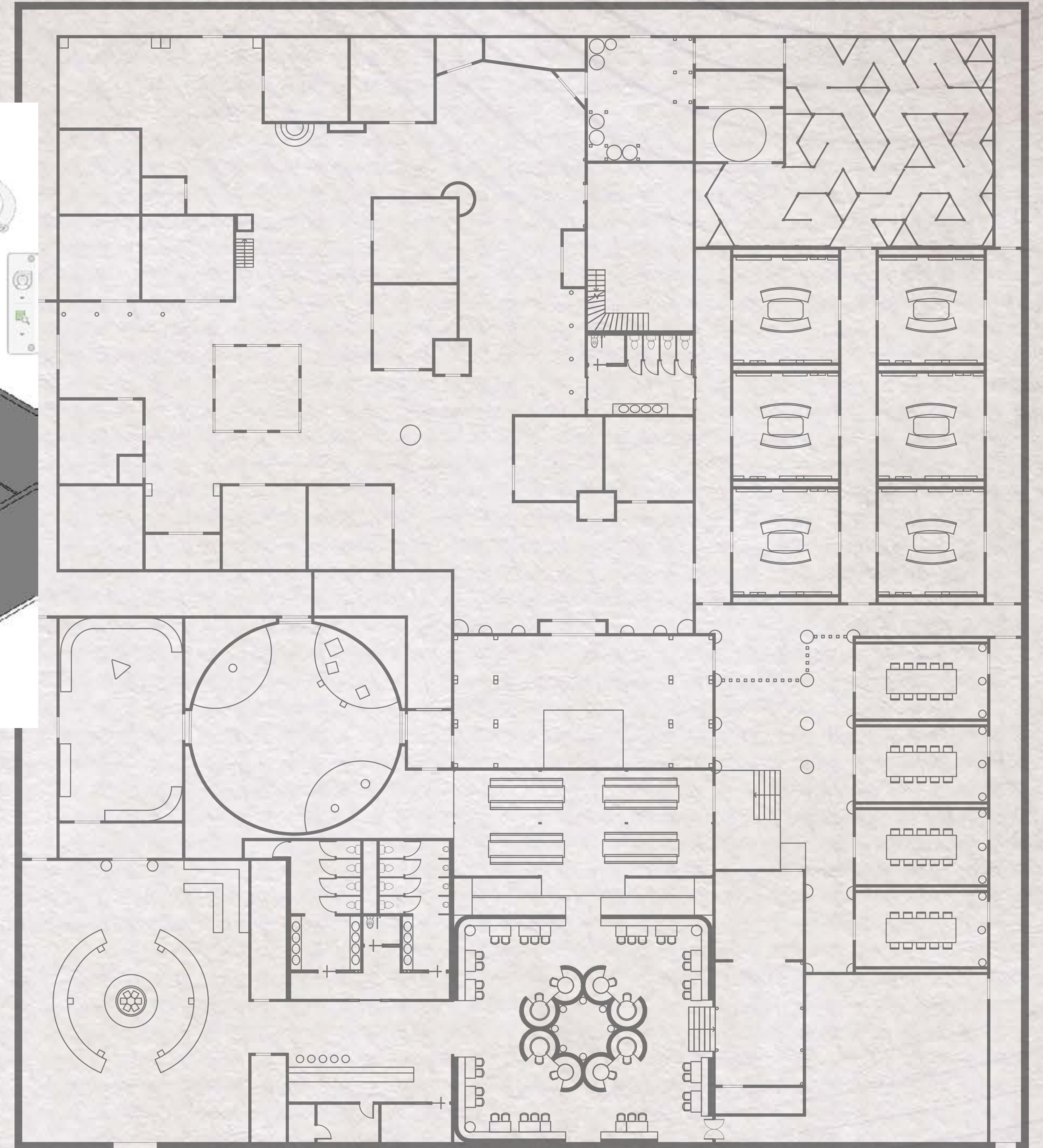
## REVIT

We used Revit to finalize the walls for the technical plans. This model is based on the Blender block out.



## AUTOCAD

All the floor plans are worked out in Autocad. We did enlarged the village space to be the biggest and most important room of the venue. In the floorplan we considered also spaces for BOH and emergency routes.



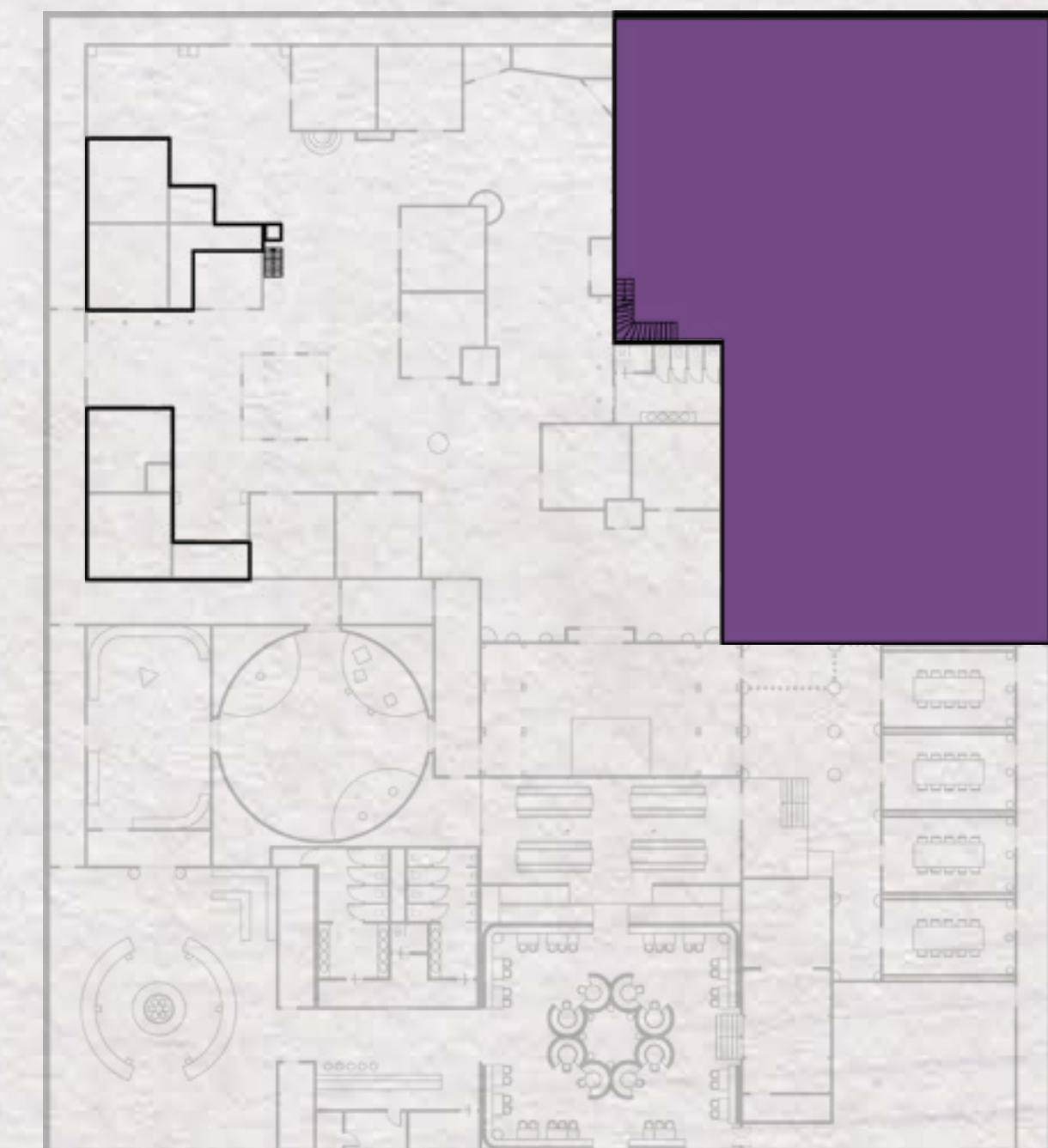
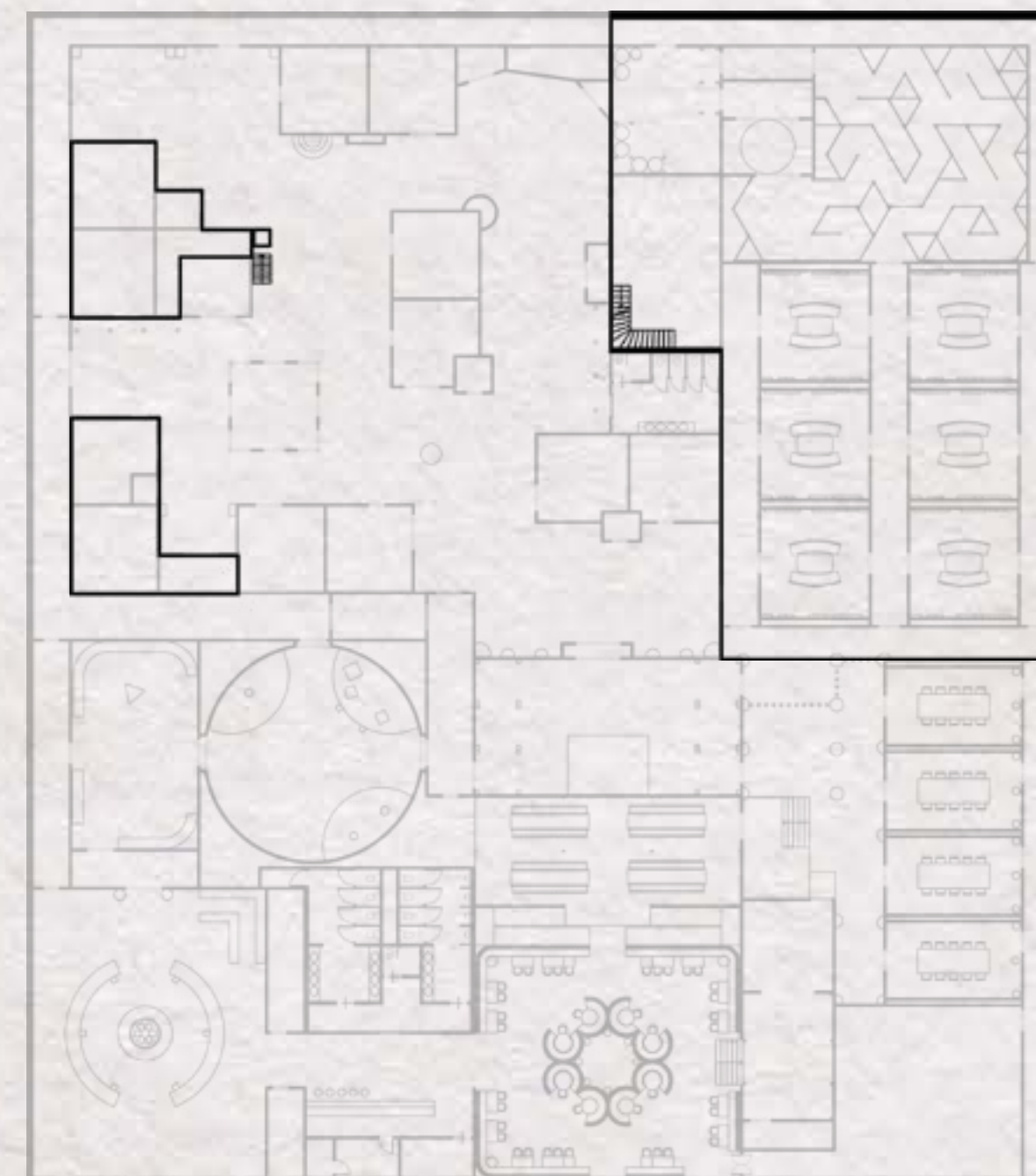
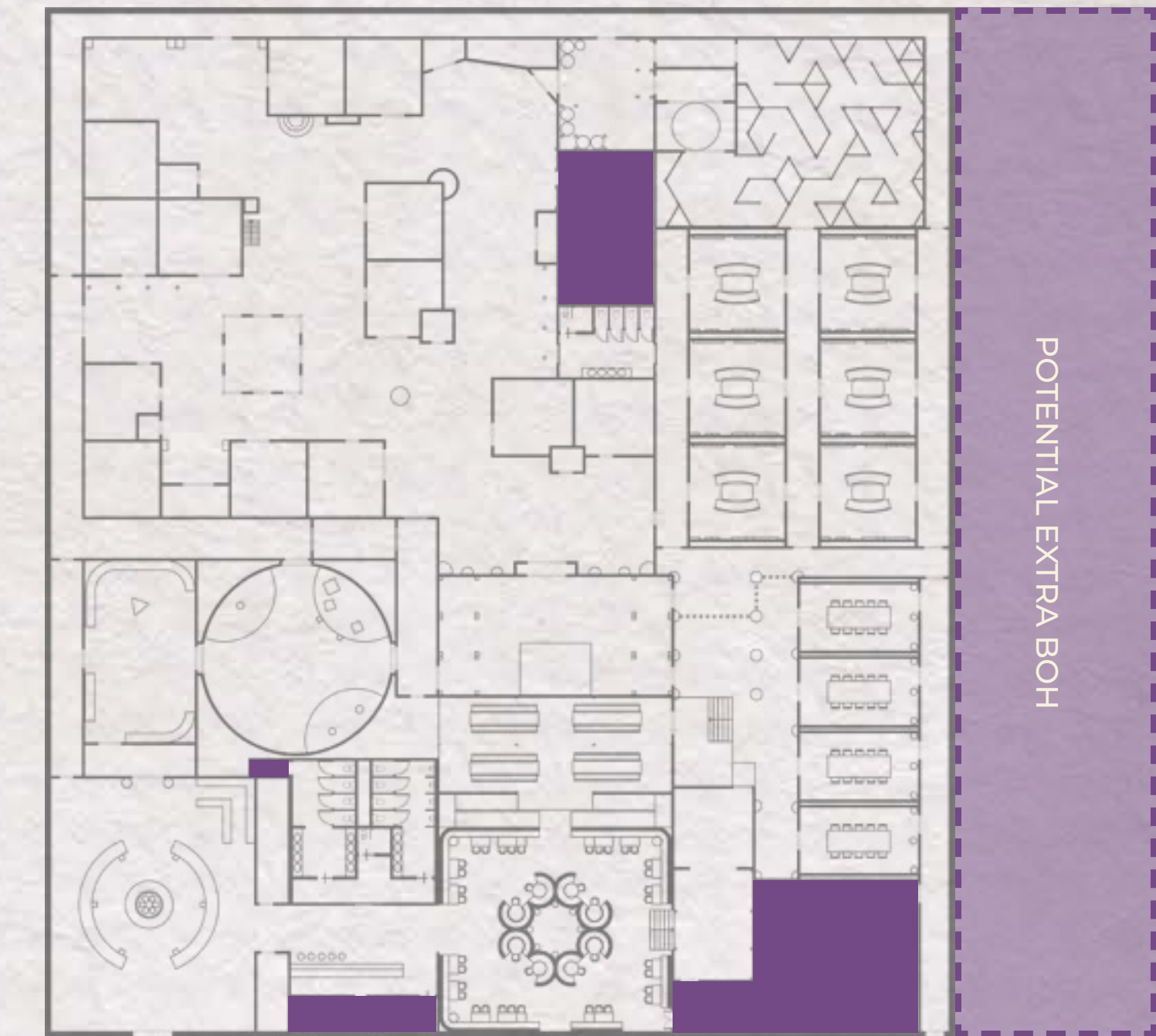
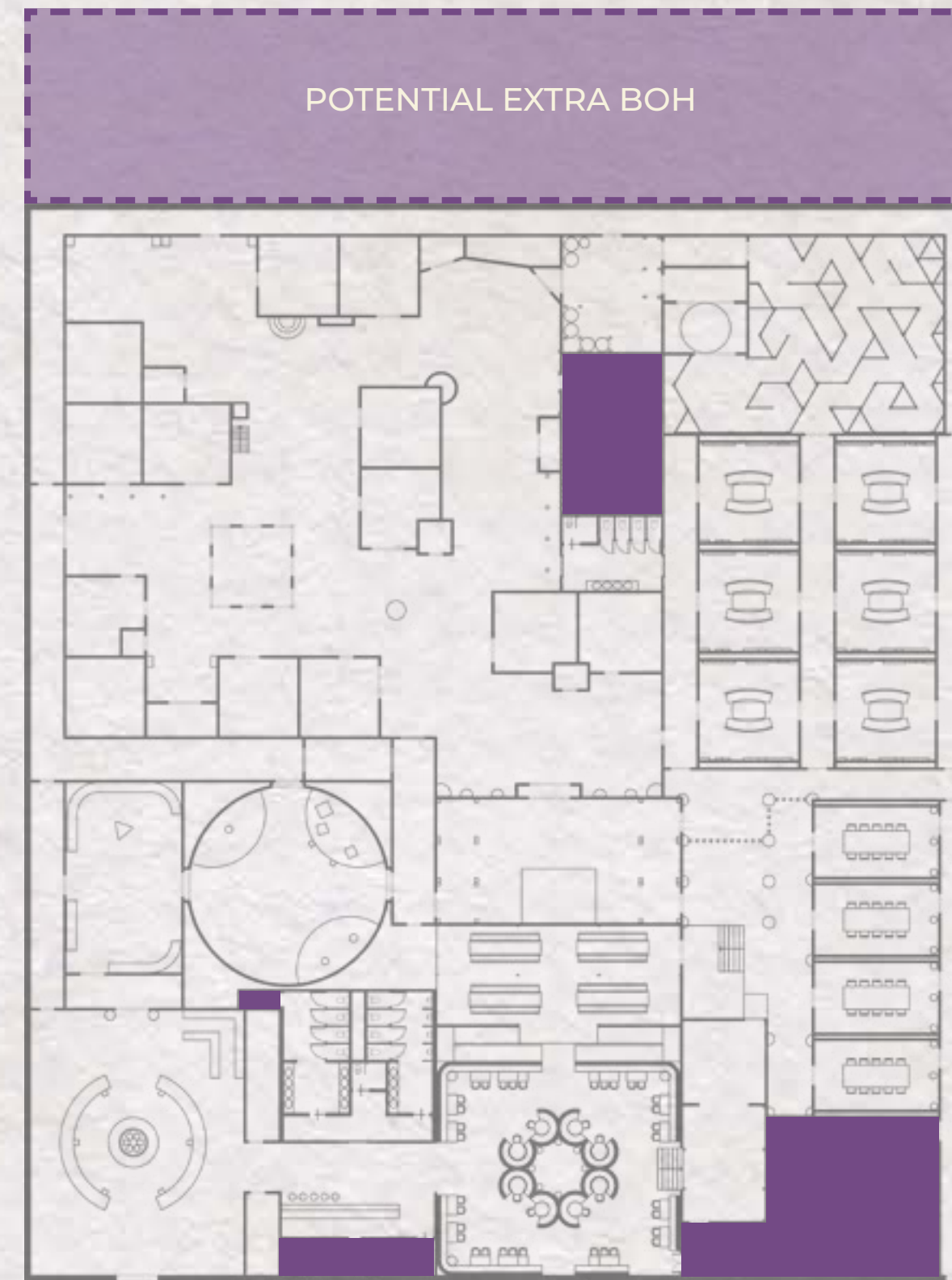


# BACK OF HOUSE

## THE IMPORTANCE OF SUPPORTING STRUCTURES

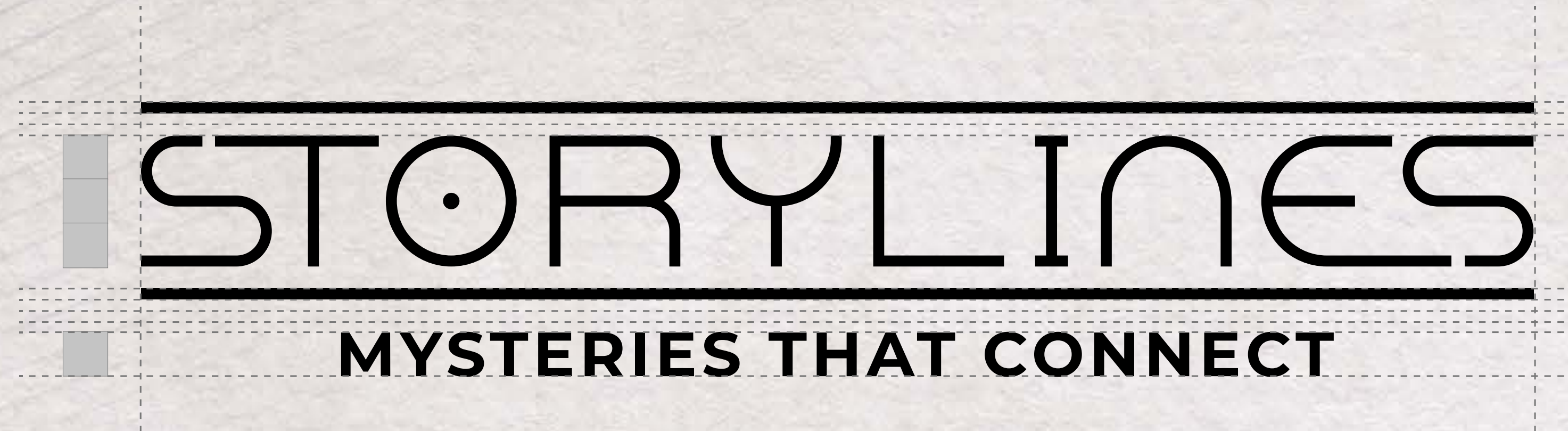
We know how it is important for the correct running of an experience to have a solid BOH infrastructures. Storylines leaves part of the space dedicated to storage, offices control and staff rooms. The two floors structure allows us to use above spaces as comfortable offices and storage spaces.

The whole structure is surrounded by service corridors and can be easily expanded on the top or on the right for additional BOH space if needed.

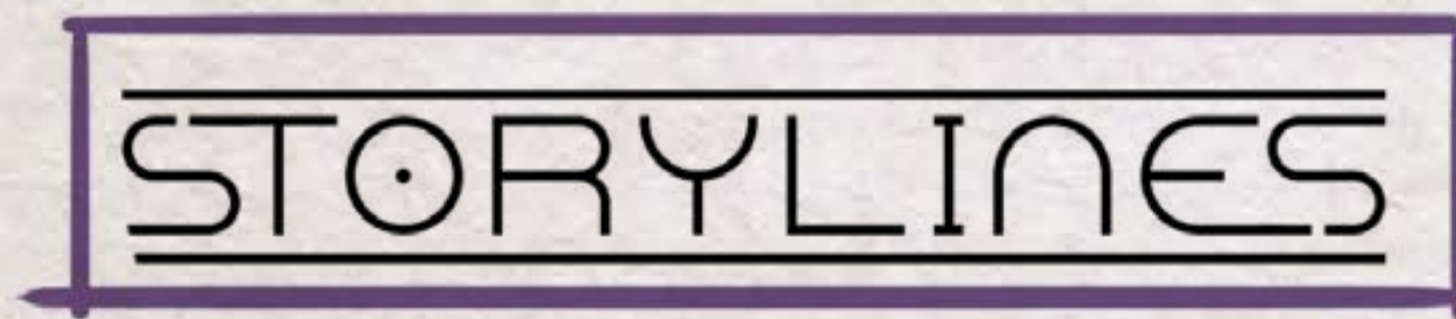




# LOGO AND BRAND IDENTITY



It was important for us to create a logo that represented the Storylines' framework and not any particular location. We wanted something hip and contemporary, open to all the possibilities that Storylines has to offer.



**LOCALIZATION**  
Each location could have a personalised signage.



SIGN REF

**CONNECTIONS**  
**STORIES THAT CONNECT**  
**TALES THAT CONNECT**  
**MYSTERIES THAT CONNECT**  
**TALES THAT CONNECT**  
**MYSTERY & MORE**  
**SOCIAL MYSTERIES**

### TAG LINE

It is important to give guest an idea of what the experience is so we decided to adopt a tag line wich is a combination of our two main pillars.



THANK YOU FROM THE TEAM!

STORYLINES  
MYSTERIES THAT CONNECT