

STORYLINES

MYSTERIES THAT CONNECT

CONCEPT PRESENTATION

THE POWER OF CONNECTIONS

AUDREY JUST MOVED

from her rural hometown to the big city of Manchester for her first job. She doesn't have any friends out there yet and spends most of her free time on her phone or watching Netflix. She feels lonely but there are not many places she can go and feel comfortable and safe by herself. Audrey is not alone; more than half of the world's population lives in cities and there are millions like her experiencing loneliness and isolation. We set out to design an experience that caters equally to single guests and groups and mixes them together.

DESIGN INTENT: CONNECTIONS

We envision an LBE venue that connects (young) adults from all backgrounds and walks of life. An LBE venue that entertains but also promotes social interaction, bringing friends and strangers together on an adventure they will remember.

Our venue would employ the power of **roleplaying** as an icebreaker and neutralizing ingredient.

Our venue would use **technology as a bonding factor**, not one that further isolates people from each other.

Our venue would be inspired by the mechanics of (online) **social games to bring people together** and work towards a common goal.

TARGET AUDIENCE

Primarily students and young professionals (Millenials and Gen Z) living in large cities. Our research shows that they spend a considerable amount of their income on social experiences and prefer socially responsible brands. We are young professionals and expats ourselves so we are very aware of the needs and requirements of our target demographic in the big cities. We also have experience in the field of video game design and want to use that.



SOURCES

Measuring the patterns of loneliness and social isolation:

<https://www.sciencedirect.com/science/article/abs/pii/S0169204621001572>

Millenials spending habits & income statistics:

<https://moneytology.com/millennial-spending-habits/>

Ostracism (impact of social exclusion):

<https://www.annualreviews.org/content/journals/10.1146/annurev.psych.58.1104.05.085641>

Hikikomori: experience in Japan and international relevance:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5775123/>

Gen Z and the future of spend:

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/01/21/gen-z-and-the-future-of->

[spend-what-we-know-about-this-generation-the-pandemic-and-how-they-pay/](#)

Immersive Audiences Report 2024:

<https://immersiveexperience.network/articles/immersive-audiences-report-2024/>

The murder revolution that has gripped China by PMG:

https://www.youtube.com/watch?v=6_dlxGUNNQ

Bartle's taxonomy of player types:

<https://mud.co.uk/richard/hcds.htm>

The future of virtual reality for amusements by Bob Cooney:

<https://www.bobcooney.com/wp-content/uploads/2017/07/The-Future-of-VR-Bob-Cooney.pdf>

INTRODUCING: STORYLINES

Welcome to *Storylines*, a new LBE concept that focuses on immersive storytelling and roleplay mechanics to bring friends and strangers together on epic adventures.

All Storylines venues across the globe have some common features:

- Each location offers a number of fully immersive experiences, so-called *Quests*
- Each location adapts their theming and stories to the locale and culture (localisation)
- Social interaction is the main vehicle of entertainment, with theming, story and gameplay second
- Guests who book a solo ticket will receive a free drink voucher at the restaurant



STORYLINES INGREDIENTS



MYSTERIES AND STORIES

Mystery is at the heart of all Storylines experiences. It starts conversations, sparks curiosity and excitement, brings a little tension and thrills.

Stories surrounding the mystery allow guests to assume roles and interact with each other and the environment during their visit.

EMPOWERING SOCIAL INTERACTION

Technology is used in a way to have people interact, not be locked into a little console or screen.

Roleplay mechanics allow single guests a certain amount of privacy and levels out the playing field between friends.

HIGH QUALITY THEMING

A Storylines venue offers several highly immersive environments that offer the kind of larger-than-life experience guests cannot have in their homes.

Theming is not just used for spectacle and storytelling but also plays an active role in the gameplay mechanics of several experiences in a Storylines venue.

GAMING AND RPG

Similar to an RPG (role playing game), a typical experience has guests assume the role of a character, live out that character in a fully realized world, engage with their fellow party members through gameplay and roleplay, ending on a social bonding moment over food in the restaurant.

CHOOSE YOUR STORYLINES



MEXICO CITY



MANCHESTER



FIRENZE



NEW YORK



TOKYO

WELCOME TO STORYLINES FIRENZE

This Storylines venue we developed as a proof of concept is themed around an Italian maritime republic in the 16th century. The city of Pisanova holds a yearly Festival of Mystery. Many people travel from far and wide to enter the city hoping to solve the mystery and gain an audience with the Signore and Signora of Pisanova. But some visitors might have darker designs on the city...

Storylines Firenze offers three different Quests, which are distinct experiences at different price points and dwelling time. It includes a standalone restaurant as well as additional private spaces for large parties.



EXPERIENCES



QUEST 1: A TALE OF SPICE AND SPIES

takes guests on a journey of peril and subterfuge. They are tasked with infiltrating the palace and obtaining an important artifact that will put the rival republic of Ragusona on the map. They start by earning Pisonas to pay off the guards by doing various odd jobs.

After being smuggled into the dungeons they enter the inner rooms of the palace. An interactive game-table and projection mapping part will let guests experience a thrilling mystery with a plot-twist.

After escaping they must deliver their findings to the Master of Spies at court.

QUEST 2: A HUNT FOR HARES

takes guests on a whirlwind tour around the town of Pisanova as they find clues and attempt to solve the mystery to gain access to the palace for an audience with the Signore and Signora.

By doing various jobs in the city they receive clues which will lead them to various stations. These stations have a hidden symbol which they can translate using their cypher.

After solving the mystery they can proceed to the palace to claim their reward.

QUEST 3: MURDER AT COURT

takes guests to a delicious dinner party full of murder and intrigue.

After a guided tour through the town they visit the palace, where they are received as guests of honor. Guests then continue to the dining halls. They are supposed to dine with Pisanova's Master of Games, but soon find out that he is, in fact, dead.

Now their goal is to find who amongst them might have killed him, and for what reason.

EXPERIENCES

You can choose one of the three types of experiences (called Quests) based on your preference and time.

QUEST 1

Group size: up to 6

Duration: 2h + Restaurant time

Perfect for: those that like to solve mysteries and are open to live an adventure filled with physical challenges, enigmas, betrayals and coup de théâtre.

QUEST 2

Group size: up to 6

Duration: 1.30h + Restaurant time

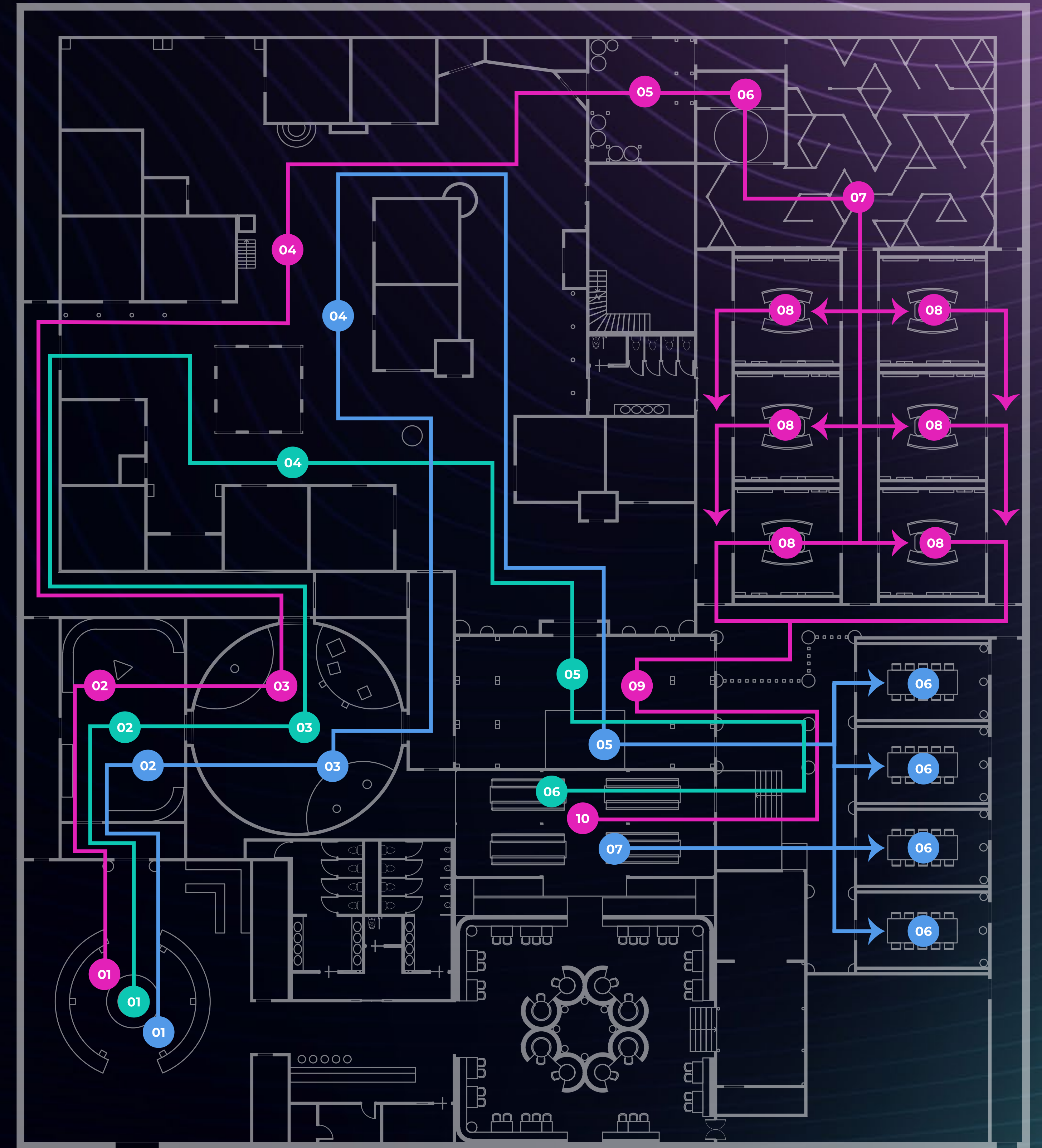
Perfect for: those that like physical and escape room type of challenges, with not much roleplaying, and are a little short on time.

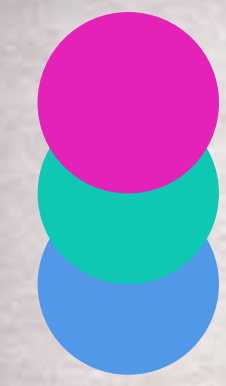
QUEST 3

Group size: up to 10

Duration: 2h

Perfect for: those that want to enjoy a special meal and engage into discussion and roleplay to solve a mystery, without any physical challenges.





PRE-EXPERIENCE

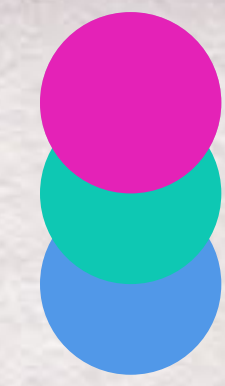


BOOKING & CHARACTER CUSTOMIZATION

When booking a ticket for Storylines Firenze, you are requested to choose one of three Quests.

You are assigned a character role but can choose to customize your character's gender, appearance and personality to your wishes.

Roleplaying is a key component in all Storylines experiences and you are encouraged to customize your character when booking. Dressing up is allowed and even encouraged.



CHECKING IN



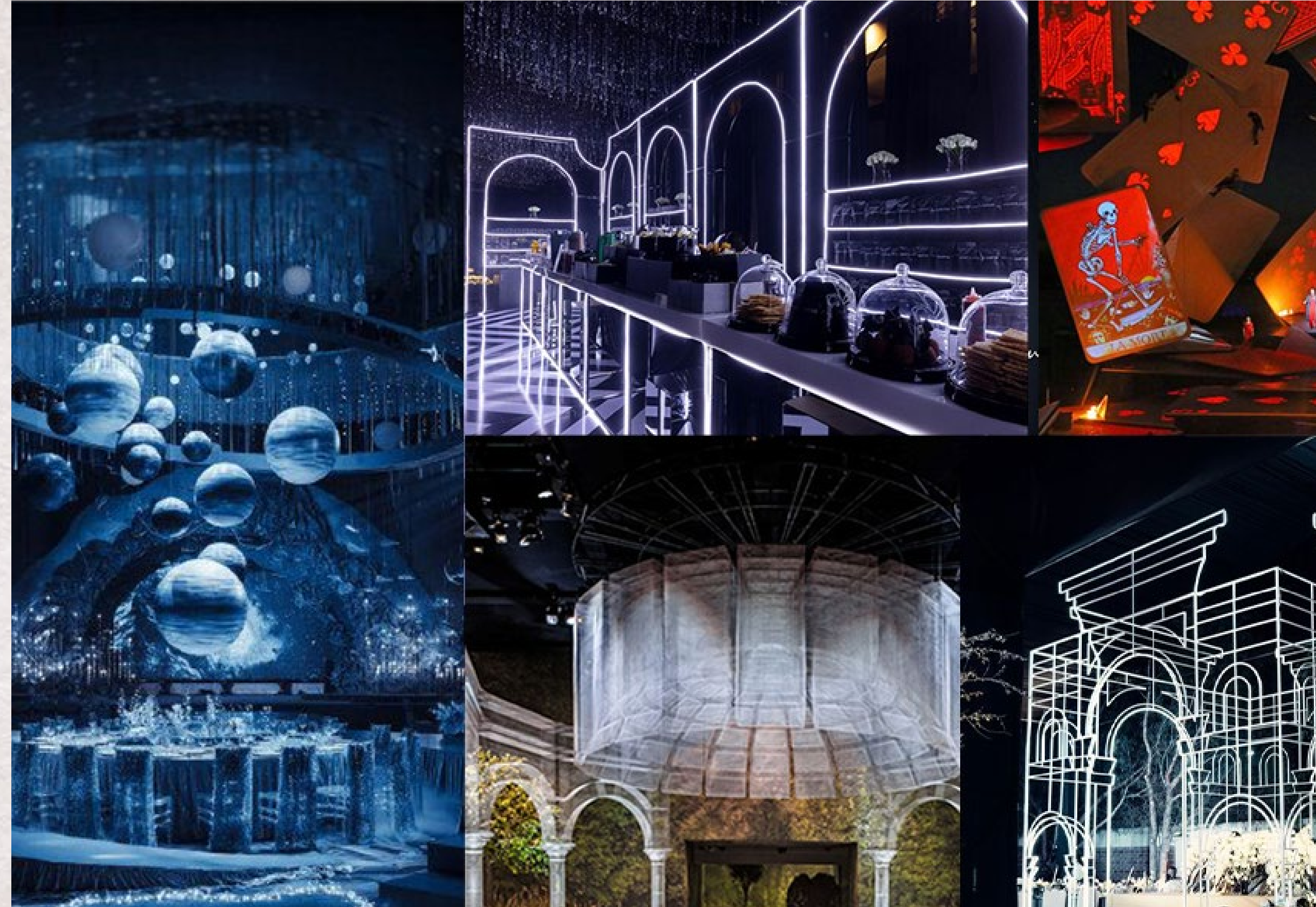
CHECK-IN

You can check into the venue from 30 minutes before your experience starts, with lockers and toilet facilities available. During check-in, you receive your character sheet that you filled in online when booking, and an RFID bracelet with the color of your quest.

After checking in, you can store your belongings in a locker that is connected with your bracelet. You are strongly encouraged to leave behind your phone. Items like water are allowed.



LOBBY



WELCOME TO STORYLINES

During your dwell time in the lobby, you can order a drink, meet your group and socialize, or read up on the type of experience you will embark on soon.



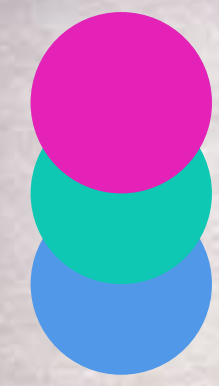
PROP ROOM



ASSUME YOUR CHARACTER

In the prop room you can pick some props to wear like hats, capes, etc if you want. You are recommended to do so, it is fun and it will make the experience something to remember.

You can also come with a full costume, if you love cosplay or just dress up as someone else for a day this is the right place to do it.



INTRO ROOM



INTRODUCTION

A Storylines herald gives you an introduction to the world, setting, and safety information. During this intro, AV effects start transforming the world around you; LED lines go dark, moving curtains hide or show new elements, and new elements are lowered from the ceiling slowly creating the entrances to a new world.

At the end of the sequence, your group collects their *Medallion* and *Quest Kit* from the herald before heading of to your destination.



QUEST KITS

QUEST, MAP & MEDALLION

Your group always receives a Quest Log (that tells you what to do) and a Medallion that can be used to call staff to your aid. A map of the venue is also provided so you can better orient yourself in this new location.



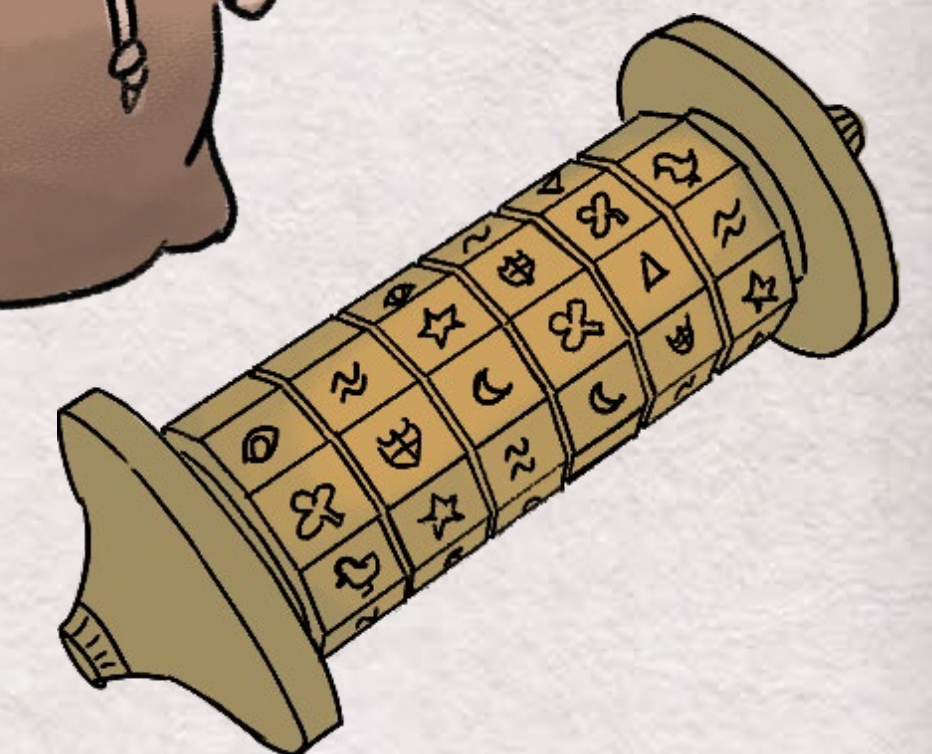
Q1: A TALE OF SPICE AND SPIES

You receive a pouch to deposit your money in, and the location of the spice merchant, as well as the price they charge for their... services.



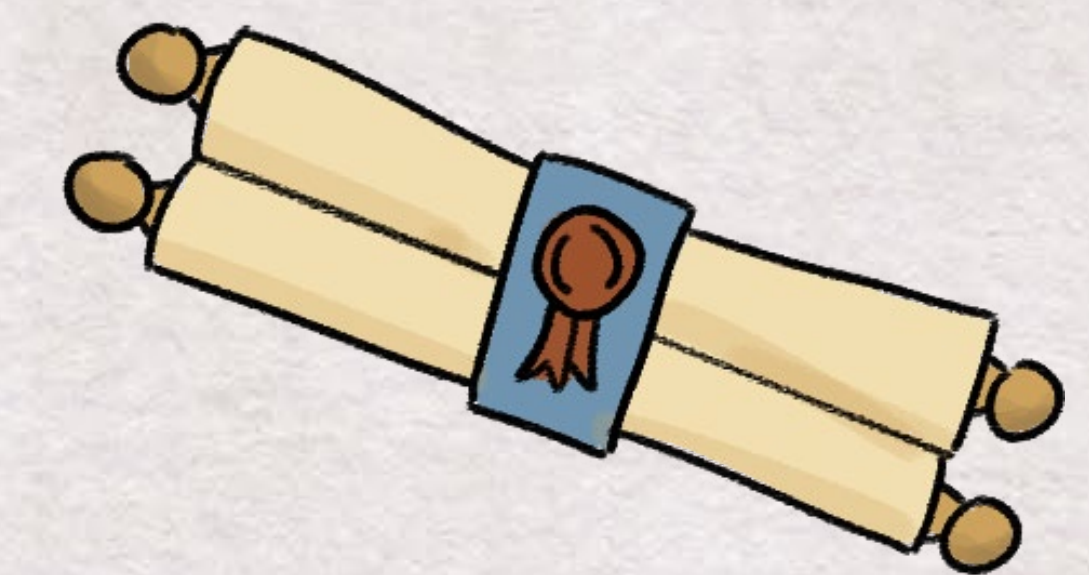
Q2: A HUNT FOR HARES

You receive a hefty-looking cypher full of strange symbols. It can be used to puzzle together the clue to the mystery.



Q3: MURDER IN THE MANOR

You receive a special dinner invitation that allows you access to one of the dining rooms.





THE VILLAGE



QUEST 1

In the village you will do various jobs (minigames) and interact with the locals. For this you will get paid in Pisanos, the local currency, that you will need to bribe the spice merchant later.

QUEST 2

In the village you will also do various jobs and interact with the locals. As payment you will instead receive clues that will lead you to various hidden locations, along with a symbol that allows you to enter it.



QUEST 3

You receive a guided tour through the town of Pisanova, visiting all the highlights, learning about its (in)famous residents, and picking up on a secret or two. Pay close attention as it might come in handy later!

JOB EXAMPLE



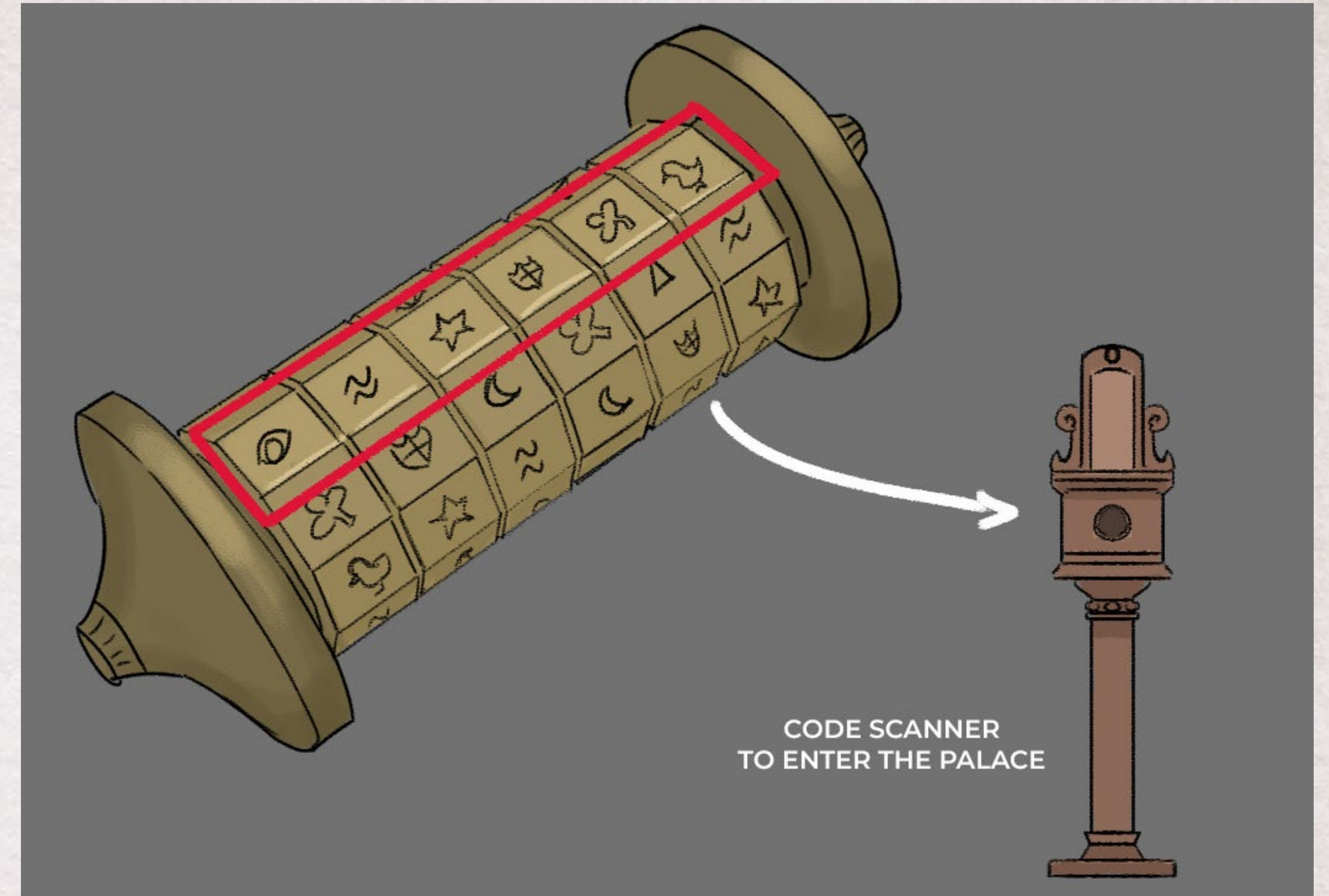
JOB: THE FINAL VOYAGE

Old merchant X has asked the Navigator to plan a route for him that lets her sell all of her wares and retire in Pisanova. It is up to you to plan this route using the map and inputting the coordinates into the solution station.

Your group has to figure out the solution by consulting the various books and papers detailing information about the cities and their market conditions.

More details about the design of this game can be found in the accompanying presentation.

CLUE STATION EXAMPLE



RIDDLE: THE PAINTED FOUNTAIN

Having solved the following riddle "Where water flows at the speed of paint", you arrive at a fresco painting of a water fountain. Next to the painting is a door with the number 34 on it. Only one person in your group may enter using their RFID bracelet.

Inside is darkness, and you have to use your other senses to describe what you are hearing/touching/smelling. This directly correlates to one of the symbols on the puzzle cylinder which your group has outside.

CEREMONY ROOM

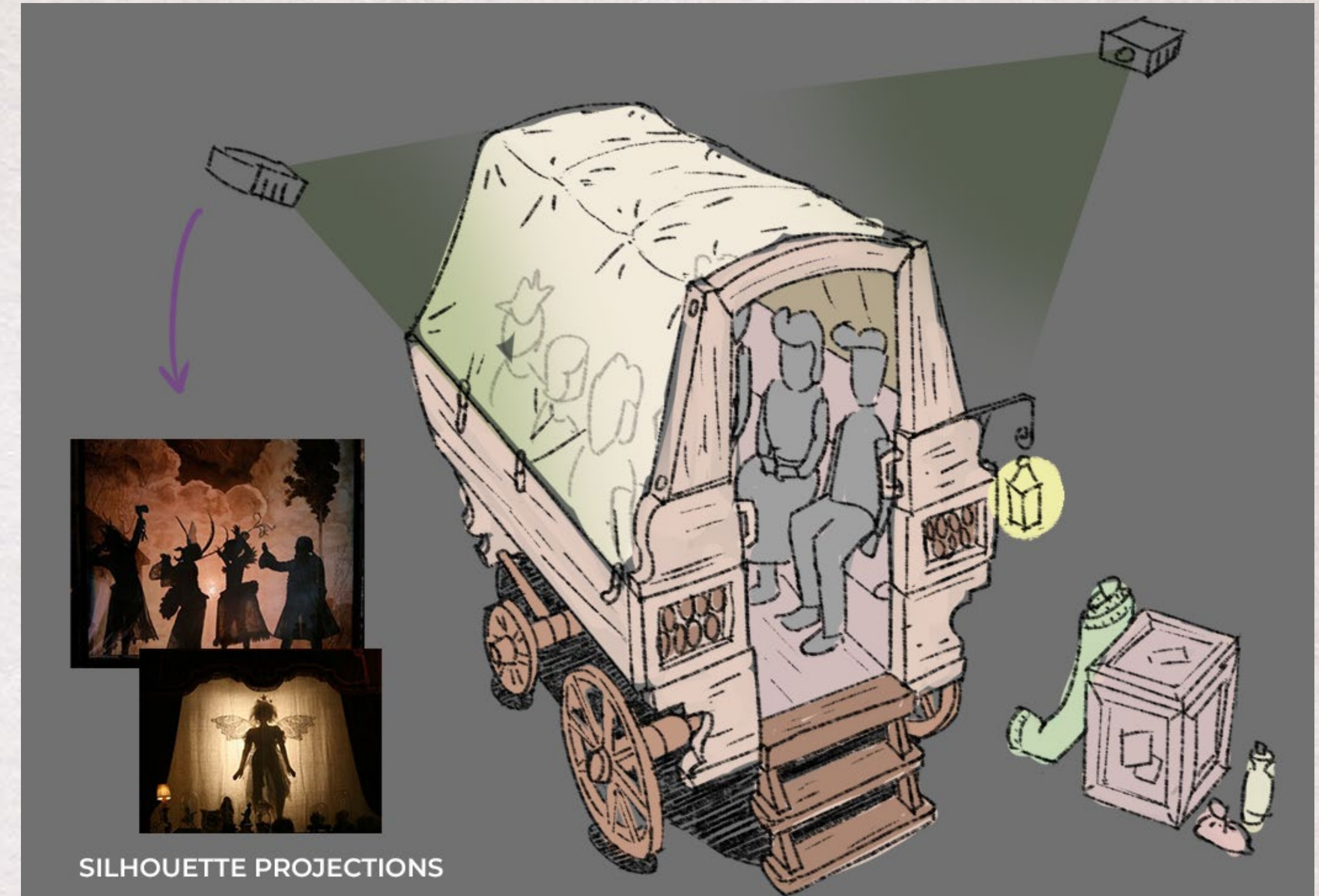


QUEST 1

After earning enough Pisonas you visit the spice merchant marked on your Quest Log and map. The merchant is actually an undercover spy and shows you a secret passage into the palace dungeons, for a price.

Before you go into the dungeon, specific roles in your group receive special items for use later.

WAGON RIDE



QUEST 1

After you pay the bribe the merchant hustles you into a wagon full of supplies headed for the palace. The ride is fully AV-ed and movement makes it appear you are being smuggled into the palace grounds. In reality it rotates 180 degrees and lets you disembark in a different space.

There is also a corridor with projection mapping for people with reduced mobility.

DUNGEONS



QUEST 1

After a voice tells you to get out the cart, you enter the palace dungeons. This turns out to be a mirror maze. You have to find your way out without being spotted by avoiding the spotlights that occasionally turn on.

Around and above you hear shuffling footsteps and the clanking armor of the guards.

At the exit you make your way to your group's game room.

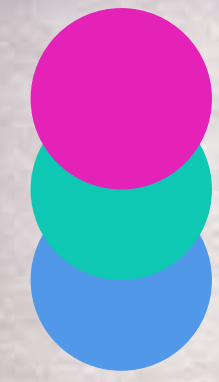
GAME ROOM



QUEST 1

Inside the game room you will play a turn-based D&D style game using an interactive table and projection mapping. Your group moves as one through each room, and each player gets to choose an action befitting their character and role. Your character role influences the actions you can take on the board.

The goal is to reach the King's private quarters. You then discover someone's been murdered in there, a spy from the same organisation that sent you. Maybe someone in your group is the guilty one! Every character has a motive. Once the murderer gets caught, your group may report it to the master of spies in the palace.



PALACE...



QUEST 1

Your group must not appear suspicious and make contact with the spymaster. After sharing your findings he will reward you and allow you to sneak into the banquet hall.

QUEST 2

Your group appears before the Signore and Signora for a special commendation and invitation to the feast in the banquet hall. You receive a little reward for your efforts.

QUEST 3

You visit the palace right after the guided tour to get your special dinner invitation from the Master of Games, who seems worried about something...

... AND ACTORS



A PERSONAL TOUCH

In this throne room you will meet persons that are related to your specific quest, like the Signore and Signora of Pisanova, a spymaster in the shadows or the hilarious Masters of Games. Storylines actors will give your experience that extra human touch that makes it personal and unique.

DINNER ROOM



QUEST 3

You've been invited to a very special dinner in the palace grounds! AV introduces you to your group, your roles, and you can introduce your own character details. After the meal starts, the lights turn off. A scream, a thud, then... silence. When the lights come on, the corpse of the Master of Games is lying on the dinner table! Who among you did the deed? And why? The room will reveal clues one by one until at the end of the dinner when you will find out who the culprit is.

RESTAURANT



A FEAST FOR THE AGES

The restaurant concludes the adventure for all three groups. Here is where the theming slowly makes way for the Storylines aesthetic again. You can order some delicious Italian quick service apericena and talk over the night's events. The bar serves delicious cocktails and mocktails if you just fancy a drink.

This location is also open for people that do not participate in the experience, as it has a direct entrance from the lobby.

THE STORYLINES FRAMEWORK IN TECHNICAL DETAIL

STAFF

Storylines operates on approximately **16 staff total** (hospitality staff not included).

1 staff for lobby check-in, 1 staff for prop room, 1 staff for intro room, 2 staff roaming in the village, 1 staff in the ceremony room, 1 staff operating the ride, 1 staff for checking the game rooms, 3 staff in the palace, 1 staff for the restaurant entrance, 2 staff managing the murder mystery dinner rooms, 2 staff on reserve/break.

THRC

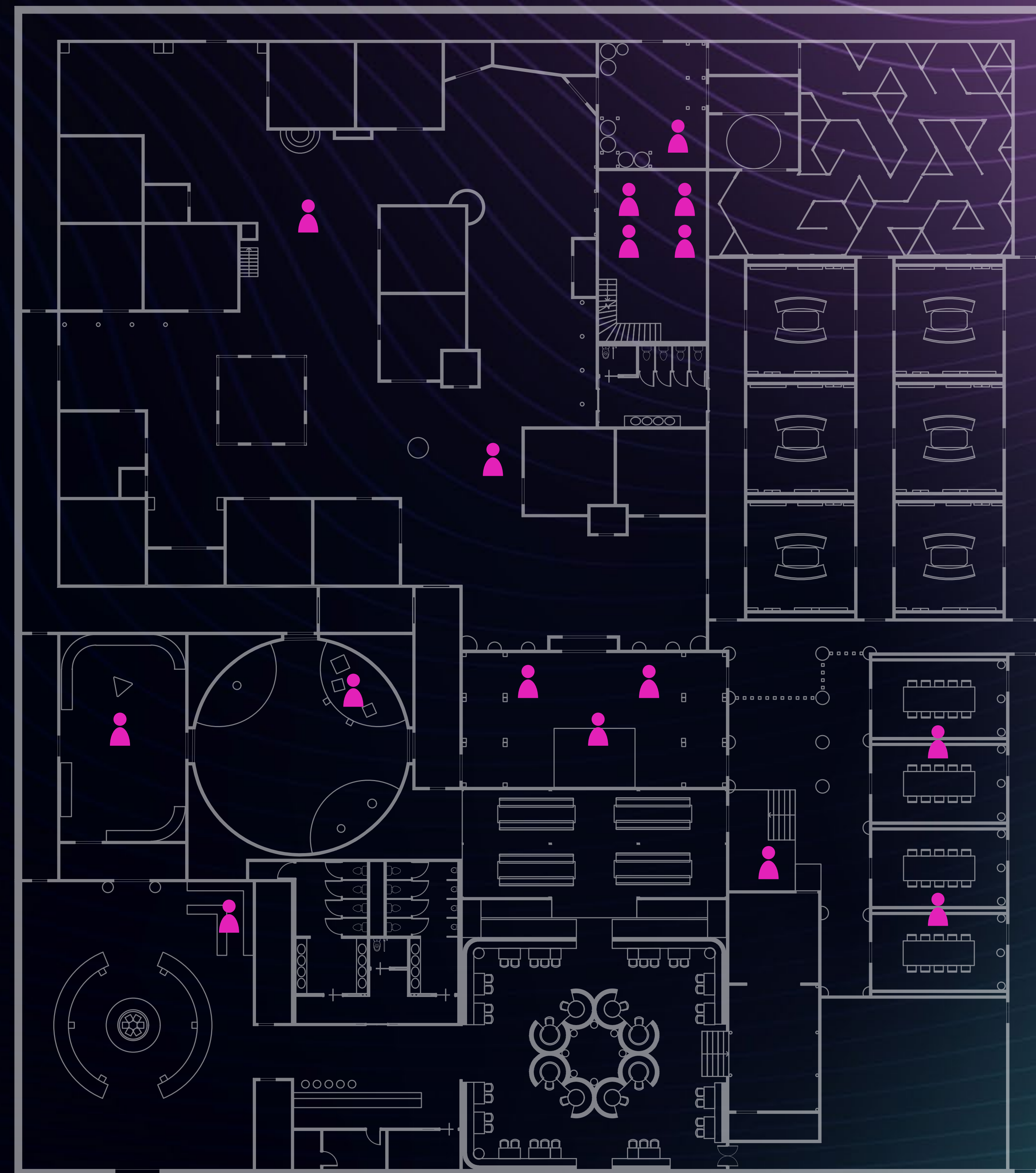
An average Storylines venue has a **THRC of 120**. Guests are split across 3 different choices of experiences (quests), each with their own pricetag and experience length. The restaurant is open to the public and additional private spaces are also available for hire.

FLOORPLAN

Storylines uses a modular floorplan to accommodate for all kinds of layouts and available footprint. Our example here takes up around **3700 sqm**, or about **39800 sq ft** (49,695 sq ft including back of house spaces). On the second floor we can find most of the back of house facilities like offices and storage

Different modules can be made smaller or larger, and even taken out entirely if required. This may impact the THRC.

There is additional detail in the accompanying presentations.



POSITIONING

RESEARCH AND INSPIRATION

We did a lot of research into different LBE venues and what sort of experiences they offer to whom, and found that most LBE venues are catered towards people with families or friend groups. Not many LBE venues promote interaction between strangers or even allow the possibility of that happening.

Jubensha, a form of roleplaying entertainment that is all the rage in China, caught our eyes from the start. Dungeons and Dragons, while usually played at home, was another big touch-point for us with its very low bar of entry to roleplaying.

Social deduction games like Werewolf, social roleplay games like LARPing, and online roleplaying games all feature mechanics that utilize social interaction as the vehicle for entertainment.

Murder mystery dinners, escape rooms, and immersive theatre utilize story, puzzles and spectacle to entertain their guests.

Game shows like The Crystal Maze bring contestants together to solve problems and root for each other.

THE STORYLINES BLEND

We think Storylines offers a unique experience with our blend of mechanics and our mission to bring people together. Our low bar of entry makes a Storylines experience accessible to a newcomer while our in-depth theming appeals to even the most hard-core fan.

	SCRIPT	(SOCIAL) DEDUCTION LOGIC	GAMEPLAY	ROLE PLAYING
JUBENSHA	▲ HIGH	MED	LOW ▼	▲ HIGH
MURDER MYSTERY	▲ HIGH	▲ HIGH	LOW ▼	MED
ESCAPE ROOM	LOW ▼	MED	▲ HIGH	LOW ▼
DUNGEONS & DRAGONS	MED	LOW ▼	▲ HIGH	▲ HIGH
WEREWOLVES	LOW ▼	▲ HIGH	LOW ▼	MED



* theoretical hourly ride capacity based on our own research, calculations, and data

FLEXIBILITY OF THE FRAMEWORK



SCALABILITY

We designed the Storylines experience from the ground up to be adaptable to many different buildings, single and two-floor.

Expanding or shrinking a Storylines venue is possible by adjusting the sizes of the modules. Even inside of the modules is more flexibility in layout and scale. For example, the village module and maze module can be laid out in infinite ways.



IP & TOURIST ATTRACTION

The Storyline framework can be used for creating IP experiences. It is also a good fit for incorporating and game-ifying the local histories of the cities they are located, making it an unmissable tourist destination.



LOCATIONS & LOCALISATION

We estimate based on similar THRC LBEs that Storylines venues can be rolled out in major cities across the world that have a population of 200.000 or higher.

Storylines is designed to accommodate for many different cultures and countries with its modularity and ease of adaptability.



STORYLINES BRAND & FRANCHISE

Storylines has potential to build a strong brand identity. All Storylines venues share common starting area themed to the brand. Each venue around the globe offers unique experiences with their own stories and games, within the distinct Storylines framework.



REPEAT VISITS AND SEASONAL OVERHAUL

Storylines venues are easy to update and upgrade. A venue can change a minigame without compromising the village. They can change the stories played in the game room by simply updating the AV content and gameplay. They can change the murder mystery story with a new story. Storyline venues can be not only decorated for events such as Christmas, Carnival or Halloween, but themes of each festivity can be integrated as part of the gameplay.



SPACES FOR HIRE

The restaurant and private rooms can be rented out to accommodate for parties or business events. There are two private rooms of different sizes that, when connected, can host big company events.

SUSTAINABILITY



...IN CONSTRUCTION

A large amount of carbon emission comes from new construction; Storylines' design and operational flexibility allows it to occupy many existing spaces or buildings, so no new construction is required. This vastly reduces the carbon footprint of the attraction. Stories and games can be rewritten and reprogrammed, allowing for fresh guest experiences without additional construction.



...IN BUSINESS

We take corporate social responsibility seriously. We would offer jobs to artists and the local community, pay them fair wages, which will improve the quality of the experience. We would have venues reach out to their local communities for input when localizing Storylines content. Eliminating single-use plastics is important so we do not hand out single-use items during their experience, or have a gift shop.



...IN FOOD

With limited menu items and most customers having pre-booked, we reduce foodwaste and ingredients going bad. We would also provide an obligatory doggybag in the form of a cardboard box with any leftover food items. This is not optional but mandatory. We would participate in "To Good To Go" schemes to reduce foodwaste. We would buy local and seasonal ingredients, which also improves the quality of the food.

THANK YOU FROM THE TEAM!



JESSICA
PIATTI



ILARIA
PIATTI



GERBEN
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STORYLINES
MYSTERIES THAT CONNECT