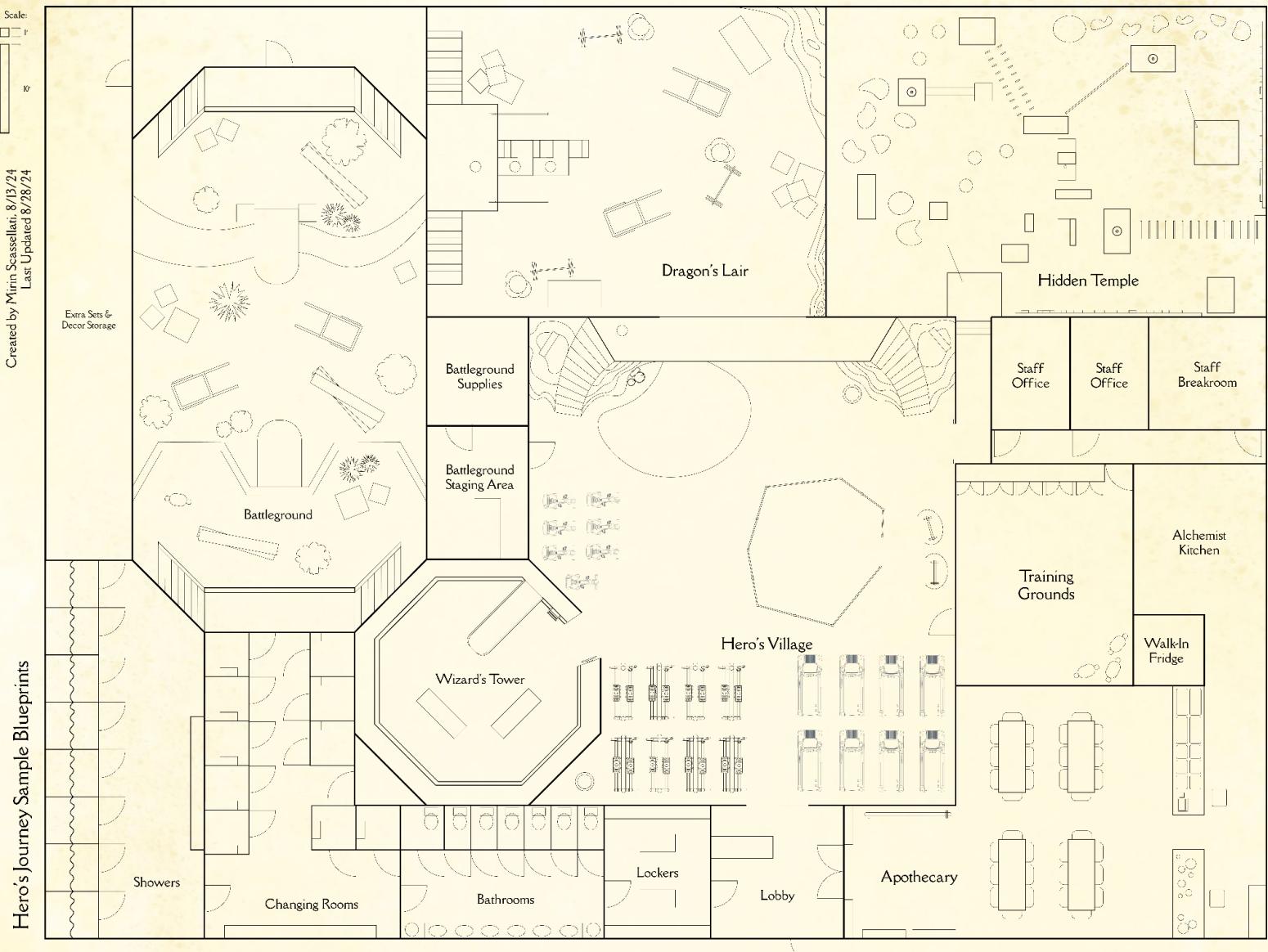


# INSIDE a Hero's Journey

A guide to the rooms & attractions present  
within a Hero's Journey location.

# Sustainability at Hero's Journey

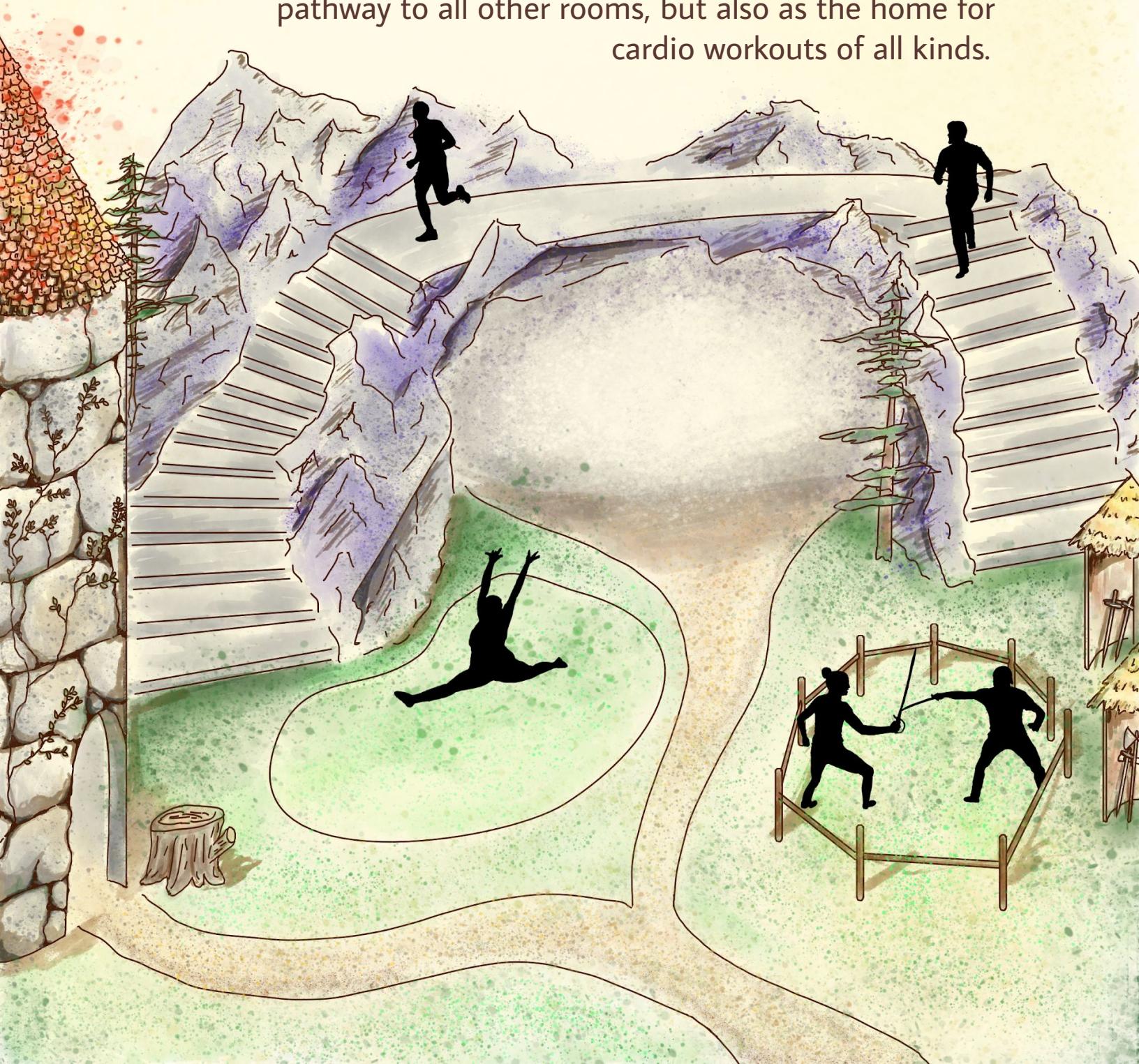


**Adaptive Reuse.** An increase in empty office buildings and mall spaces—residentially zoned, in high-traffic areas, and with ample open space—presents a prime opportunity for adaptive reuse. Rather than building new locations from the ground up, which is costly for both the business and the environment, Hero's Journey can be built within existing spaces that would otherwise lay empty or be destroyed. This means that:

- 1) A HJ location may contain all of these rooms, or only some of them, depending on the available space and community needs.
- 2) This guide does not contain floor plans for each room—the sample above is just one possible layout. Instead, they include an idea of the aesthetic and components that make up the space, which can then be adapted to fit an existing space.

# The Hero's Village

The hero's village is the heart of every Hero's Journey. The village not only serves as the entry and pathway to all other rooms, but also as the home for cardio workouts of all kinds.



# Inside the Hero's Village....

**Not your average treadmill.** While Hero's Journey does have standard cardio machines (treadmills, ellipticals, stationary bikes) they are distinguished by a video display that shows the user running through magical lands, matching the location of their current adventure.

**Mountain Pass.** A staircase pathway encircling the entrance to the Dragon's Den, with additional stair nooks for stepper exercise.

**Sparring Circle.** Using signature Hero's Journey padded weapons (and a designated area to protect innocent passersby!), Heroes can improve their cardio, agility, and hand-eye coordination.

## EVENTS

**Warrior Training Program.** Our twist on a classic fitness program, the Warrior's Training Program is a drop-in class where a coach leads Heroes through workouts containing bodyweight exercises, sparring, cardio, and stretching. Like all workouts at Hero's Journey, the focus is on becoming a stronger and healthier version of yourself.

...but what is it made of?

### Ground

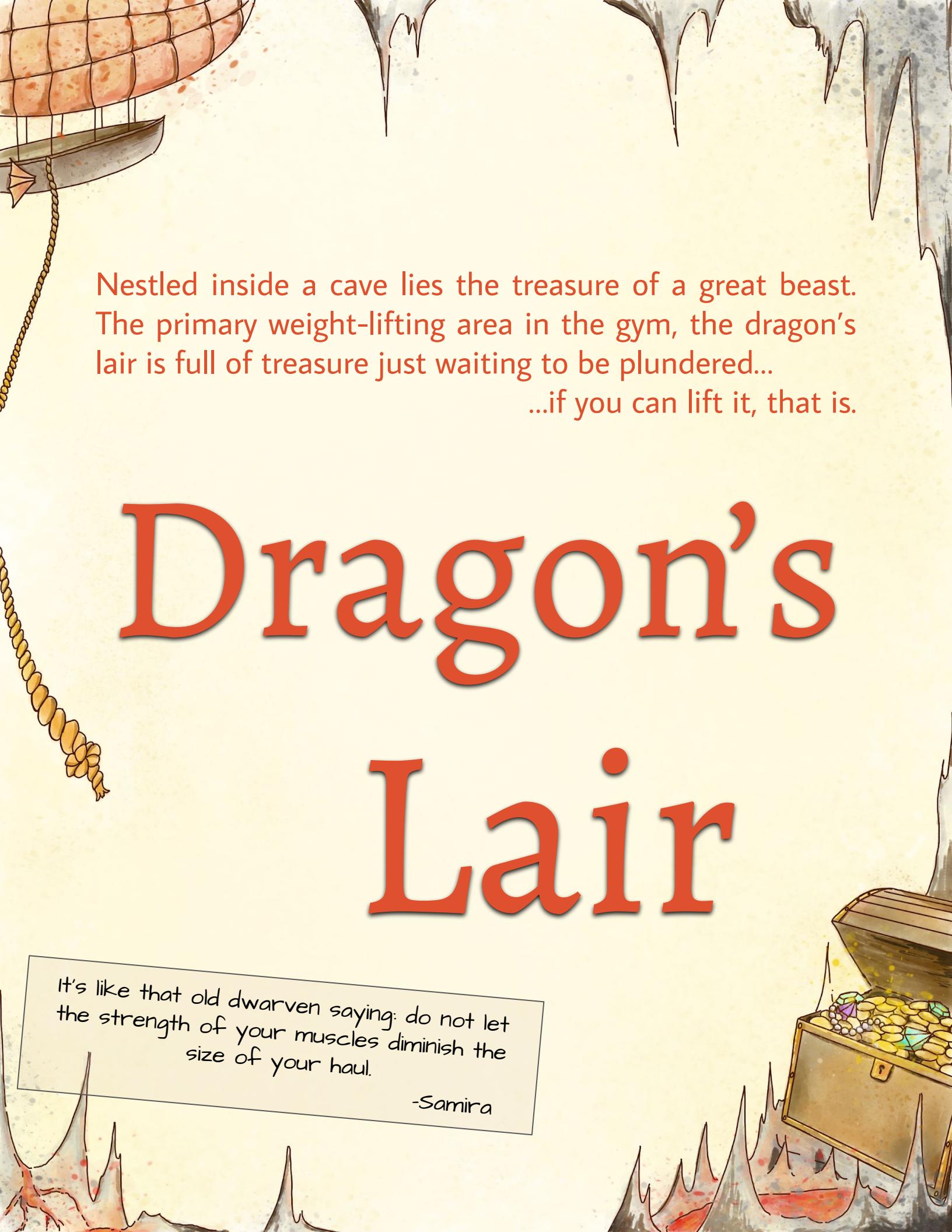
The ground is made of a recycled rubber, reminiscent of the kind used for playground surfaces. Ergonomic, easy to clean and maintain, and available in custom colors (including mottled textures), this surface is the ideal solution for most of the gym interior.

### Sky

To provide an increased sense of atmosphere in the Hero's Village, a ceiling mural of the sky is lit with recessed uplighting.

### Weapons

Padded weapons for sparring are made of a PVC core, wrapped in foam and then fabric to ensure a safe yet challenging workout. For other areas of the gym, swords also have interchangeable handle pieces—lightweight handles for sparring, and weighted handles for weightlifting classes.



Nestled inside a cave lies the treasure of a great beast. The primary weight-lifting area in the gym, the dragon's lair is full of treasure just waiting to be plundered...  
...if you can lift it, that is.

# Dragon's Lair

It's like that old dwarven saying: do not let the strength of your muscles diminish the size of your haul.

-Samira



# Things to Lift

## Sport-Style Weights :

Designed for traditional gym-style lifting: Heavy weight/reps, designed to target isolated muscle groups (ie. lifting barbells).



- Gold Coin Plates
- Buckets o' Coins
- Goblet Barbells



## Practical-Style Weights :

Designed to mimic real-world lifting: less weight over a wider range of motion with a focus on safe carrying form (ie. carrying boxes).



- Treasure Chests
- Swords & Shields
- Dragon Eggs



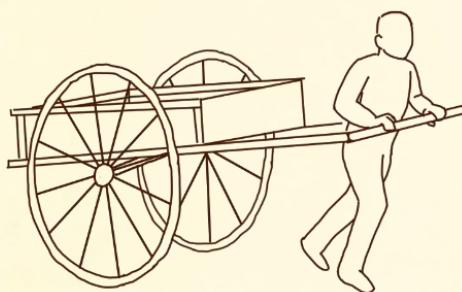
## Multi-Person Weights :

Designed to practice safe form and communication when lifting as a team (ie. carrying a sofa).

- Treasure Chests
- Statues

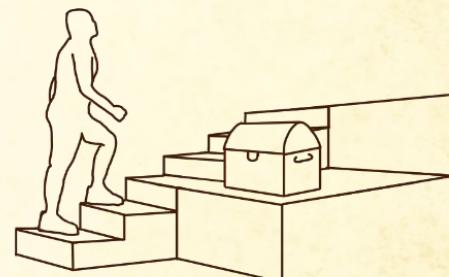
## and Where to Put Them

### Carts



Wooden carts can be loaded with weight and pulled, offering a different type of lifting form for upper or lower body workouts.

### Platforms



A wooden platform sits below (a mural of) an airship. Treasure can be carried up stairs, lifted onto a series of raised platforms, or raised up by pulley.



# HIDDEN TEMPLE

Can you reach the secret idol and retrieve it from the cavern, even when the floor is lava?

## Stable Ground:

Navigate from one end of the room to the other without touching the ground, traversing only over:

Uneven stones  
Tilting stone platforms

Swinging rope  
Climb and swing from platform to platform

Treacherous Wall  
Watch out—this wall of bricks can be climbed across, except some bricks are attached with just velcro

Monkey bars

Plank bridge

A rickety bridge. For added difficulty, some of the planks might be missing or scattered around the room.

Varied Height Platforms

## Challenges

### **Bait-and-Switch**

Before you can grab the idol, go pick up the similarly-weighted sandbag to swap it out!

### **Cursed**

Working as a team, can you still get the idol if you can't move while holding it?

### **Timed challenges**

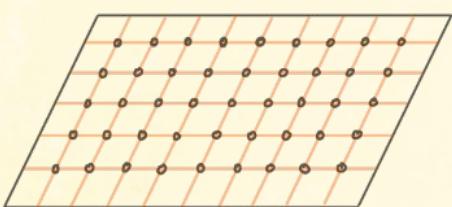
Can you grab the idol before the earthquake hits?

### **Keep the Balloon off the Floor is Lava**

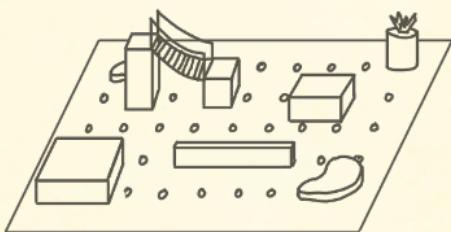
A combination of two classic childhood games, scaled up to the nth level.

## Interchangeable Elements :

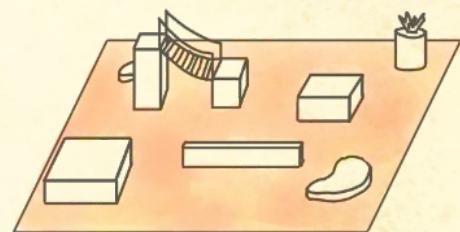
All of the Hidden Temple elements can be rearranged to keep challenges new and interesting.



Anchors are built into the floor.



Obstacles slot into the anchors.



"Lava" mats velcroed around obstacles.

# Battle ground

Two teams enter. One team leaves.

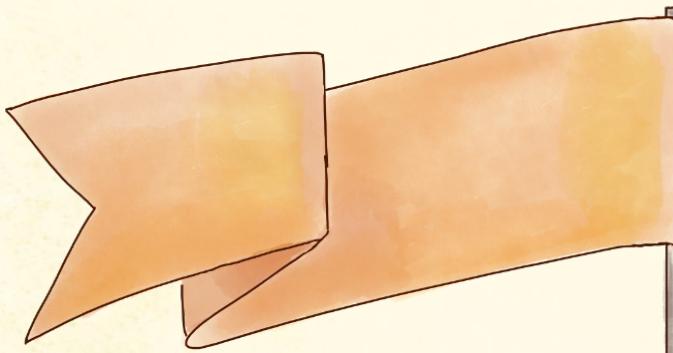
Padded, point-tracking weapons provide a novel combat game experience, complete with terrain obstacles, castles to defend, and various modes of gameplay.



# BATTLEGROUND

Our twist on a laser-tag or paintball arena, Battleground offers a new take on sword combat with a points-tracking system. Two teams of players are given free reign of an obstacle-laden terrain, armed with padded swords and points-tracking tabards.

With a variety of different game modes, Battleground takes Hero's Journey one step beyond a gym and makes it a great place for tourists, events, day passes, and more.



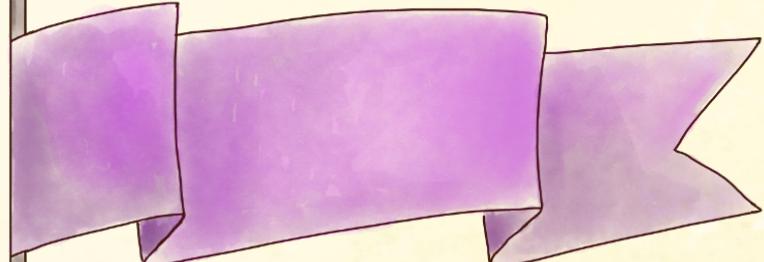
## Modes of Gameplay include:

- Fight to the Death
- Points
- Capture the Flag
- Freeze Fight (Like freeze tag, but with swords!)

## Obstacles :

Each castle has a different barrier: Riverside castle has a moat, which can be crossed with a drawbridge or long wooden planks, and Hillside castle has a 4' stone wall which can be climbed over with boxes or accessed via the gate. Other obstacles provide cover and interest to the field, including:

- Trees, Foliage, and Bushes
- Castle Walls or Ruins
- Hay Bales
- Wooden Crates
- Wooden Wagons
- Target Dummies



## Tech:

Tunics and padded swords are made with conductive fabric, along with a battery in the hilt/belt. Sensors in the tunic tally any time a sword comes in contact with the tunic, adding a scoring mechanism to boffer sword fighting.

# Wizard Tower

Wizards aren't bound by the traditional laws of man or nature, and this gravity defying tower proves it. A climbing tower full of unconventional handholds, you'll need to grapple with books, bats, and cats to reach the top.

**Touchpoints** . In addition to handholds, LED-touchpoints are arranged throughout the walls, that lit up when touched.

**Challenge Modes**. Which of the paths can you get up? Could you do them *timed*? Can your team light up all of the touchpoints, or touch them all in order? Challenges help encourage teamwork, introduce new complications, and keep heroes invested.

**What Comes Up...** If you're able to reach the top, climb onto the walkway and travel around to the ladder to climb back down safely. Or, you know, if you're feeling like more fun, you could always take the slide...

# Training Grounds

The Training Grounds is just that—a place to train! With minimal decor, a mirrored wall, and storage space for equipment, the Training Grounds are setup to host all manner of classes and events.

## Classes:

Every Hero's Journey tailors their offerings based on interest and staff skills. Some examples may be:

- **Swords and Shields Class**

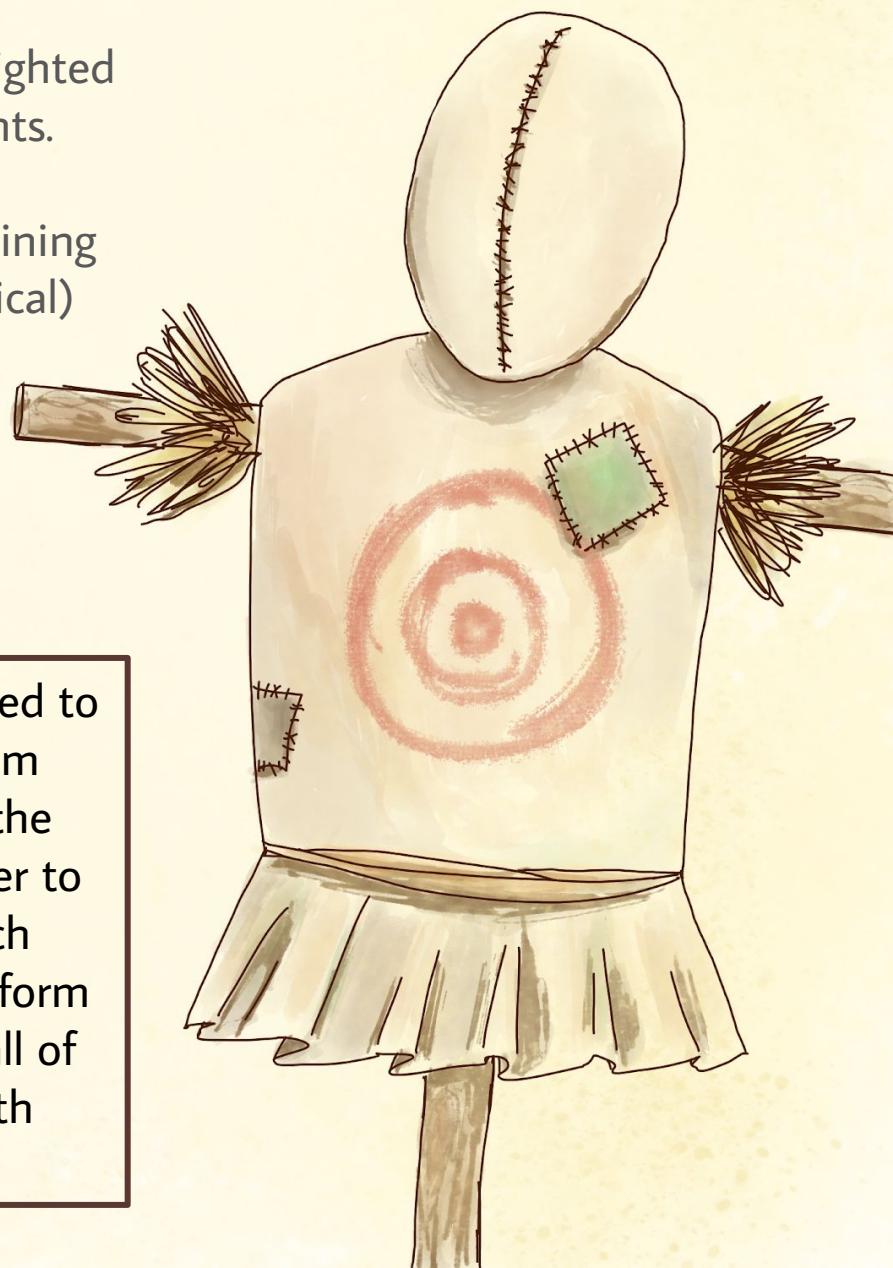
A full-body weights class using weighted swords instead of traditional weights.

- **Kickboxing Class**

Using thematically-appropriate training dummies as (literal and metaphorical) punching bags.

- **Yoga**
- **Martial Arts**
- **Dance Class**
- **Workout Circuits**

New group of recruits coming in.  
Somebody's gotta whip them into shape!  
-Director Felix



Of course, events are not restricted to just the Training Grounds! From teamwork challenge nights in the Hidden Temple or Wizard's Tower to Plunder Challenges (how much treasure can we carry to the platform before the dragon wakes up?), all of Hero's Journey is designed with community in mind.

# The Apothecary



An addendum to the gym space of Hero's Journey, the apothecary offers a place to unwind, create and maintain friendships, and fuel up after an arduous journey.

Depending on the location, the Apothecary may contain merch, a juice and energy drink bar, grab-and-go food, or even a small cafe. Designed with scalability in mind, the Apothecary is not just an additional revenue stream for gym owners—it also helps to maintain the gym community that is quintessential to the Hero's Journey experience.

## Potions

**Brewed:** Tealeaf base. Add Citric Spray, Horn Root, Ambrosia

**Blended:** Milk or Yogurt Base. Add Fruit, Vegytable, Powders.

**Potion of Energy:** Watyr or Juice Base. Add Powders & New Spark.

**Mini:** Juice Base. Add Powders.

### BASES

**Tealeaf** (Varyitee of the Day: Darjeeling, Oolong, Jasmine)

**Yogurt** (from the Isle of Greece)

**Milk** of Cow, of Coconut, & of Soy

**Fruit** (Varyitee of the Day: Mango, Orange, Straw Berry)

**Vegytable** (Varyitee of the Day: Carrot, Avocado, Kale)

**Sparkling Watyr** and **Still Watyr**

### INGREDIENTS

Citric Spray (Lemon Juice)

Horn Root (Ginger)

Ambrosia (Honey)

Dried Ocean (Sea Salt)

Vigor Essence (Protein Powder)

New Spark (Caffeine Powder)

Elixir of Crushing (Creatine)

Bone Dust (Calcium powder)

Dragon's Breath (Cayenne)

Powdered Sun (Turmeric)

Mermaid Dust (Spirulina)

Wolfberries (Goji Berry)

Linseed Dust (Flax Seed)

Bitter Sweetness (Cacao Powder)

## Merch

### Branded Merch:

Shirts, Water bottles, Yoga Mat, Hoodie, Bag, etc... all with the signature Hero's Journey logo

### Weaponry:

The Hero's Journey padded swords, now available for home training

### **Dragonscale** Athletics:

Hero's Journeys line of athletic wear, which blends modern athletic performance with the look of an action hero.

## Menu

**Base:** Rice, Quinoa, Bread Bowl, Greens, Potatoes, Sweet Potato, Lentils

**Flavor:** Honey Garlic, Barbecue, Chipotle, Cumin Lime, Lemon Garlic, Chimichurri, Tomato Basil, Yellow Curry

**Proteins:** Chicken, Pork, Tofu, Turkey, Salmon, Skirt Steak, Seitan

### Add-Ons:

Beans (Chickpeas, Black Beans, Edamame, etc)

Vegetables (Cucumber, Lettuce, Snap Peas, Carrots, Cabbage, Corn, Peppers, Zucchini, etc)

Salsas (Tomato Salsa, Corn Salsa, etc)

Offerings may differ by location.