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# Welcome to **URBAN ODYSSEY: DENVER**

**Urban Odyssey: Denver offers an immersive journey of discovery and community, inspired by Colorado's rich heritage. This innovative venue blends storytelling with interactive experiences to thrill, educate, and engage guests of all ages.**

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Guests are welcomed by a modern facade that reflects the blend of rugged beauty and urban architecture unique to Denver. Inside, a bright atrium with orchestral music and inviting aromas sets the stage for adventure. In the atrium, digital “passport” kiosks allow guests to register for experiences and quests tailored to their interests.

The journey continues in “The Gathering Place,” a grand central hub with a curved LED video wall showcasing Colorado’s breathtaking landscapes, quest leaderboards, and live events. This space also includes a family-style restaurant featuring locally sourced ingredients, an artisan marketplace, and a second-floor bar, all designed to cultivate a sense of community.

Portals around the central hub lead to various themed zones, each offering unique regional experiences. Rae’s Adventure Park features Rocky Mountain and conservation-themed activities. Kai’s Space Academy explores sustainable space flight, while Serena’s Wildlife Theater highlights wildlife preservation. Finn’s Green Oasis showcases regenerative farming techniques. For adults, the second-floor bar transforms into Brynn’s BrewLab, where guests explore the art and science of sustainable brewing.

The Urban Odyssey concept is scalable, adaptable, and operationally feasible with a moderate staff. It incorporates renewable energy, such as local wind power, and repurposed materials in its construction.

Urban Odyssey: Denver inspires guests to leave with new knowledge, a sense of purpose, and a commitment to making positive changes in their communities and beyond.



# STORY

One starry night in the heart of Denver, a close-knit group of friends and urban explorers—**Kai, Rae, Serena, and Finn**—discovered an old, abandoned warehouse during one of their many explorations of the city’s forgotten corners. This warehouse, nestled between the bustling city center and the serene Platte River, sparked an idea that would soon transform not just their lives, but the very soul of Denver.

Kai, a passionate astronomer and aspiring aerospace engineer, had always dreamed of bringing the wonders of space closer to Earth so that people of all ages and backgrounds could engage with the future of sustainable space travel. As they gazed across the city and the clear sky above, he shared his vision with his friends.

Inspired by Kai’s dream, each friend found their own calling as part of Kai’s vision: Rae, a lifelong geologist and adventurer, saw a space to connect people with the Earth and care for its fragile natural beauty; Serena, a wildlife biologist, imagined a place where urbanites could understand the importance of protecting the region’s wildlife; Finn, an agricultural scientist, envisioned a green oasis in the heart of the city, where others could grow in their use of sustainable and organic food production.

Soon after, the group began meeting at their favorite local taproom, **Brynn’s Brewhouse**, each week where they sketched out a place where learning, fun, and community would intersect. A space where new friendships could be made, where people would learn through thrilling experiences and interactive quests, and shared meals together. After several weeks, they faced a major challenge: finding a suitable location that aligned with their vision for renewable and sustainable construction.

Overhearing some of their conversations, Brewmaster Brynn offered a solution, “I’m sorry to barge in, but there’s this old warehouse nearby that may be just what you’re looking for. It’s a place I’ve always wanted to renovate and share my passion for sustainable brewing with the world.”

Kai asked, “What warehouse?” The group couldn’t believe their oversight. The solution was right there all along. It was the very same spot that they had all first shared in the vision for what would become **Urban Odyssey**. Brynn became a fast friend, and his vision for the brewlab was quickly brought into the group’s plan.

Pooling together their expertise, creativity, and unbreakable spirit, they launched a massive final push. Kai perfected a 360-degree simulator to take guests on a cosmic journey without leaving Denver. Rae made plans to integrate moments of inspiration and exploration in her Adventure Park. Serena partnered with a local wildlife sanctuary for her interactive theater. Finn introduced cutting-edge hydroponic systems, producing hops that Brynn used to brew a special batch of beer, “Dreamer’s Ale,” symbolizing their collective efforts and hopes.

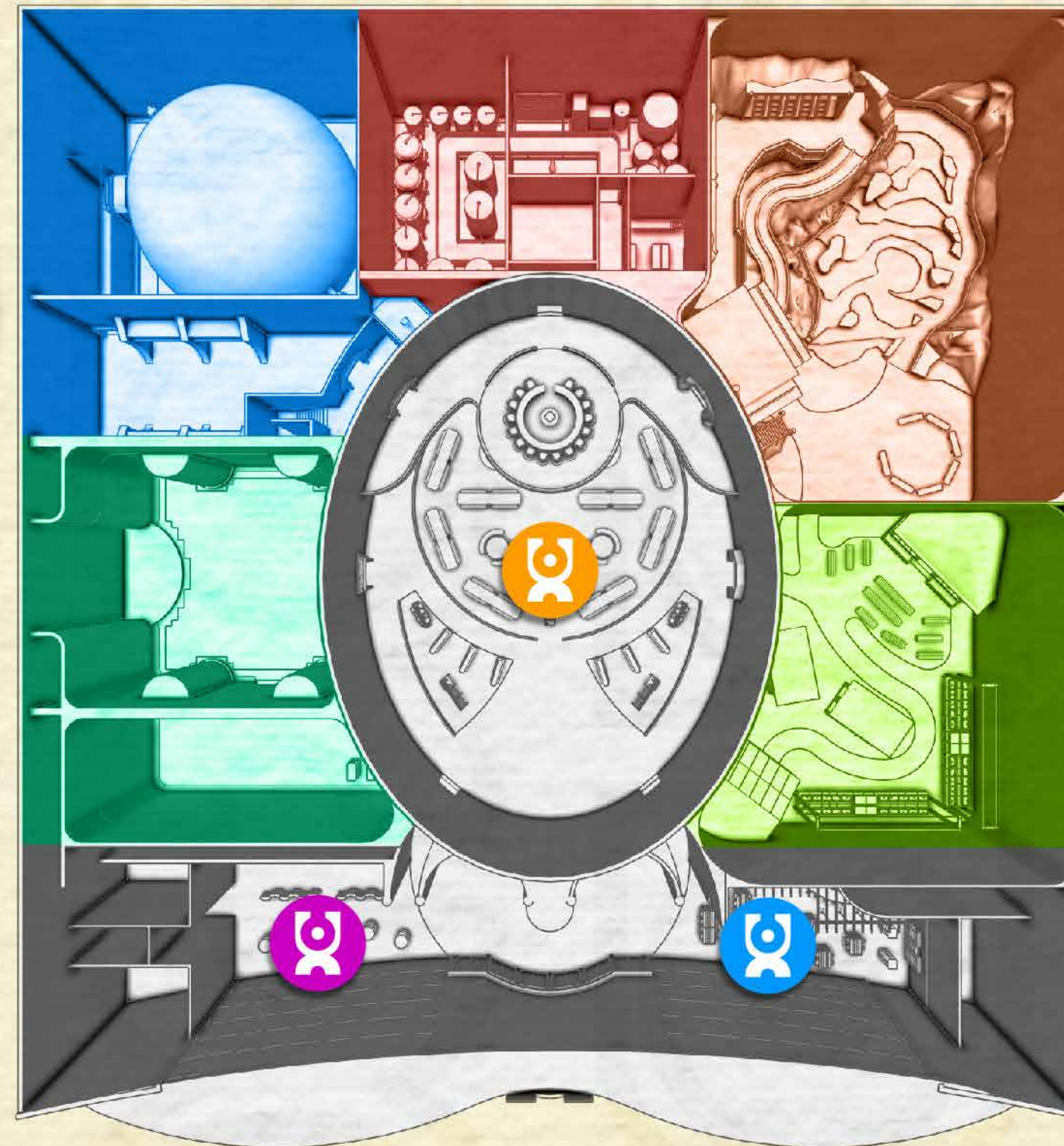
With the community rallying behind them, the grand opening of Urban Odyssey was a resounding success. The warehouse was transformed into a hub of innovation, education, and enjoyment, embodying the spirit of exploration and community. The friends had not only built a place but had also sparked a movement in Denver, inspiring others to dream big and act boldly to live in harmony with nature and Earth, our shared home.





 Main Gift Shop

 Taproom



 The Gathering Place

- Restaurant
- Artisan Marketplace
- Center Bar



# Rae's ADVENTURE PARK

- 1** FIRE WATCH
- 2** VIRTUAL VISTAS
- 3** VIRTUAL CLIMBS
- 4** GLACIER SLIDE
- 5** ALLUVIAL FAN
- 6** GHOST STORY CAMPFIRE
- 7** MOUNTAIN SHOP



## Rae's ADVENTURE PARK

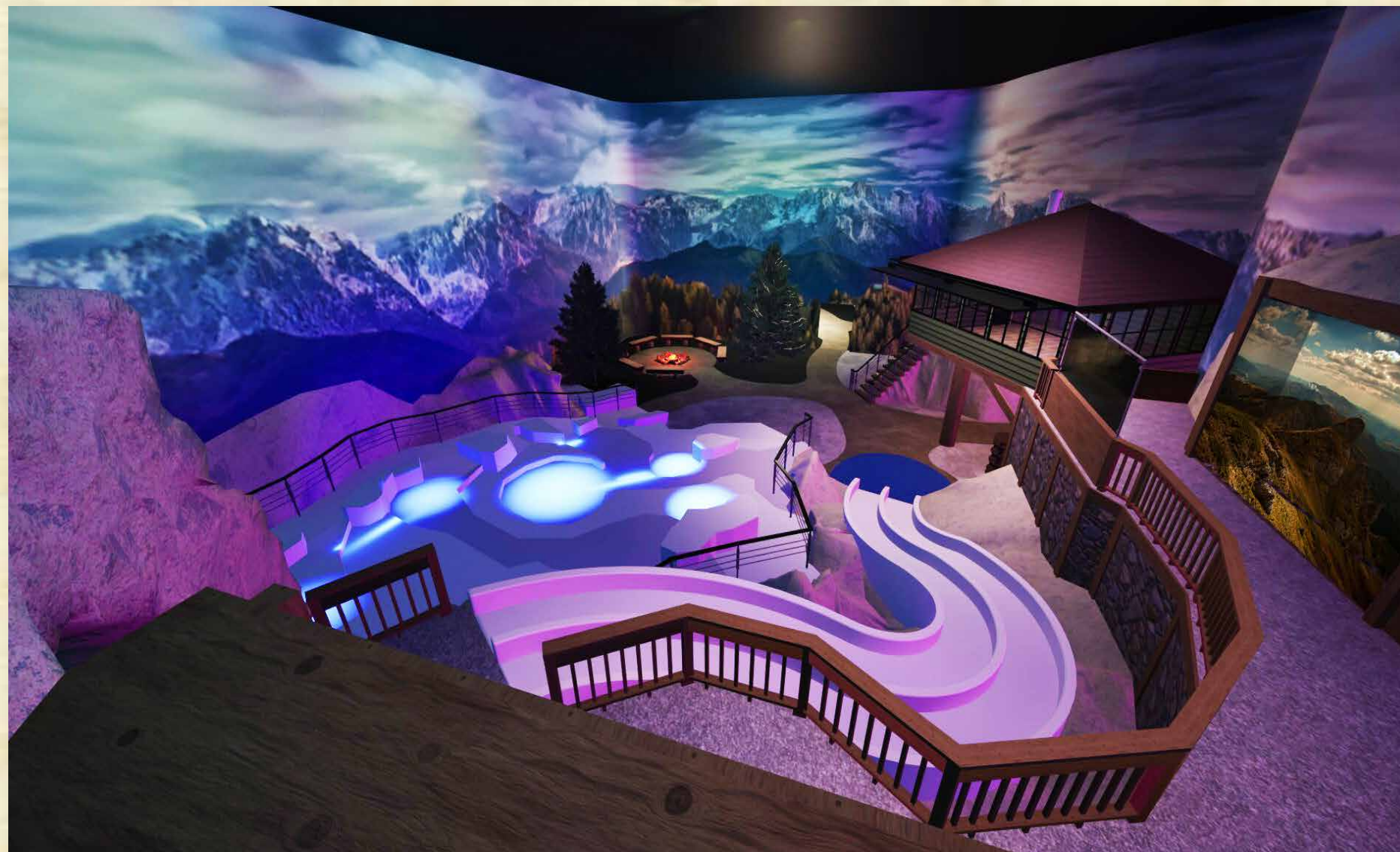
### Rae's Adventure Park

A hike through Rae's Adventure Park is a journey back in time, where guests experience exhilarating and interactive mountain activities while learning about the importance of protecting Colorado's natural beauty and the joy of exploring together.

Experiences Include:

- **Fire Watch** | The journey begins at a life-size lookout tower, offering panoramic views and setting the stage for the adventure ahead. A transparent OLED screen serves as an information panel, overlaying details about the terrain and fire dangers across the valley.
- **Virtual Vistas** | Walk-in virtual "windows" allow groups to peer out from mountain peaks, providing stunning views of real life locations in the Colorado.
- **Virtual Climbs** | A group activity where real-life hiking trails and climbs are simulated using a 5-person stair-stepper within a virtual vista. As the group ascends, they can see the electrical energy they generate and the benefits to their health.
- **Glacier Slide** | A twisting, turning slide for all ages, offering the thrill of sliding down a Rocky Mountain glacier.
- **Alluvial Fan** | Inspired by Rocky Mountain National Park, this projection-mapped riverbed terrain allows guests to use foam boulders to create dams, manipulating water flow while learning about the science of hydrology in a hands-on environment.
- **Ghost Story Campfire** | A family-friendly story time where Rae's favorite light-hearted ghost stories are acted out by volunteer guests around a campfire setting.
- **Mountain Shop** | Guests can purchase mountain-themed keepsakes from various locations in Colorado. A portion of each sale supports local conservation efforts, ensuring the protection of Colorado's natural treasures.







# SERENA'S WILDLIFE THEATER

INTERACTIVE PLAY

1

IMMERSIVE PROJECTION MAPPING

2

SILKY FINE MIST HOLOGRAMS

3

DEEPER CONNECTION

4

CONSERVATION KEEPSAKES

5





## Serena's Wildlife Theater

In a theater where technology meets nature, guests are immersed in Serena's deep love for wildlife. The experience begins with projections of natural habitats, setting the scene for the main show. As the show unfolds, guests interact with four different animal holograms, each telling a unique story of survival and adaptation. The holograms and projections dynamically respond to guests' movements, creating a deeply immersive and educational encounter with the wild.



### Experience Includes:

- An interactive theatrical play within a projection-mapped space, where guests are fully engaged with the environment and performers.
- Performers interact with guests throughout the entire space, enhancing the immersive experience.
- Local endangered animals, such as the Canada Lynx, Greenback Cutthroat Trout, Uncompahgre Fritillary Butterfly, and Black-footed Ferret, are represented by holographic projections on silky fine mist at four viewports in the theater.
- As part of the story, guests choose one of the animals to help protect, making their experience personal and impactful.
- The experience concludes in a secondary space, where guests can learn more about their chosen species and have the opportunity to purchase a keepsake. A portion of the purchase price goes directly to protecting endangered animal species, allowing guests to contribute to real conservation efforts.







# KAI'S SPACE ACADEMY



1

2

3

4

5

1

*PRE-SHOW*

2

*62-SEAT RIDE*

3

*360° SCREEN*

4

*HOLOGRAPHIC FANS*

5

*BEAM-FORMING AUDIO*





## Kai's Space Academy

At Kai's Space Academy, guests become aerospace engineers for a day. Seated in a 360-degree theater, they embark on a cosmic journey through the galaxy. The experience is heightened as seats tilt and spin in sync with breathtaking visuals on an ultra-high-definition LED screen, immersing guests in the wonders of sustainable space exploration.

### Experience Includes:

- In the pre-show area, guests are launched into an exhilarating mission to space. They explore how the aerospace industry, particularly in places like Boulder, Colorado, is pioneering sustainable technologies for spaceflight. Key advancements such as reusable rockets, In-Situ Resource Utilization (ISRU), and Solar Electric Propulsion (SEP) Systems are introduced.
- The ride features 62 seats on a rotating and tilting circular platform, all enclosed within a 360-degree LED sphere that envelops guests in stunning, high-definition visuals.
- Kai and other key elements are brought to life through large holographic fans that emerge at key moments, adding depth and excitement to the journey.
- Beam-forming audio technology creates an individualized sound experience for each guest, enhancing the narrative with personalized audio cues. This unique storytelling approach ensures that guests leave with intriguing facts and insights they can share with one another.







# BRYNN'S BREWLAB

CENTER BAR

1

TRACKLESS RIDE SYSTEM

2

ORIGINAL BREWS

3

SUSTAINABLE BREWING TECH

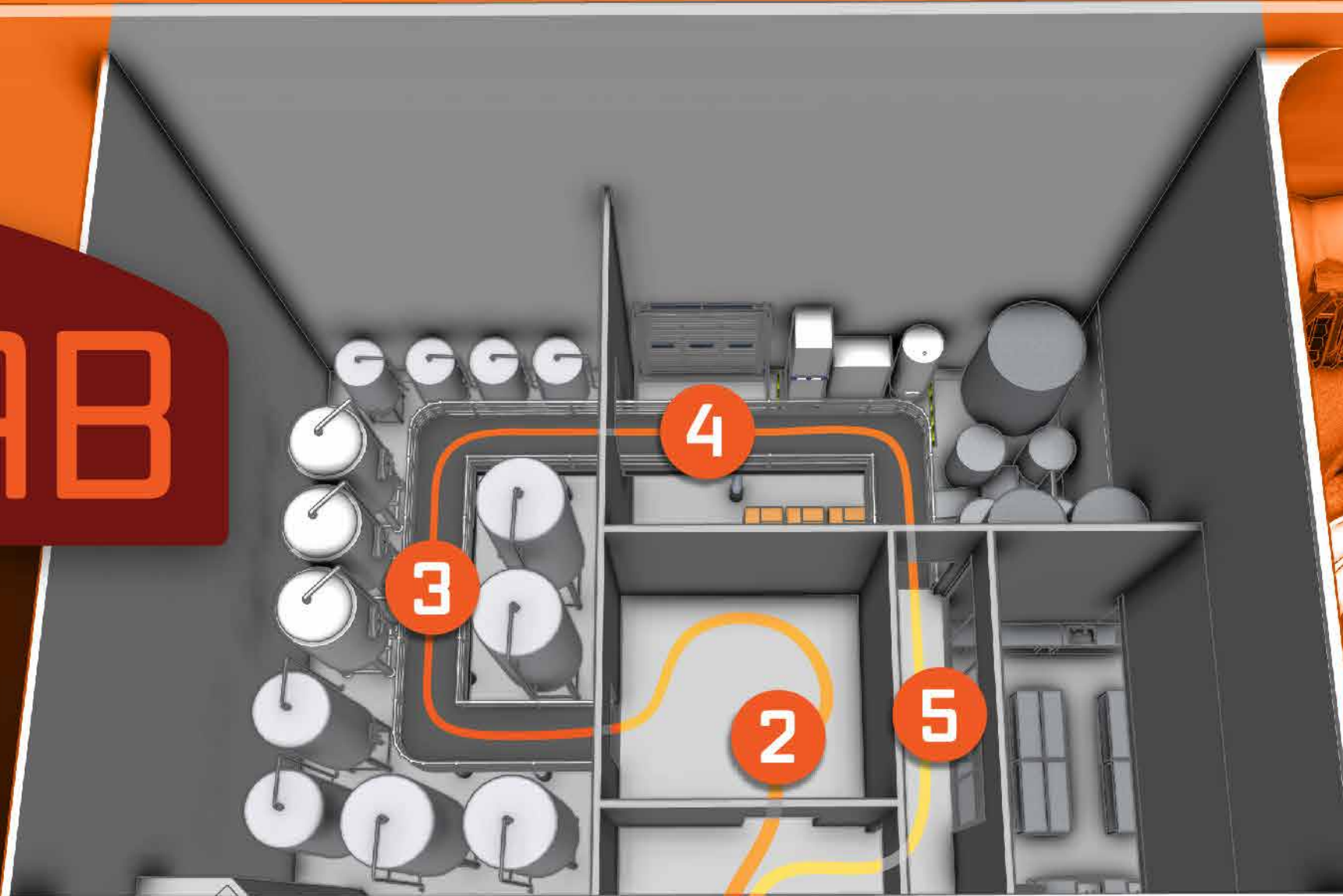
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KITCHEN OVERLOOK

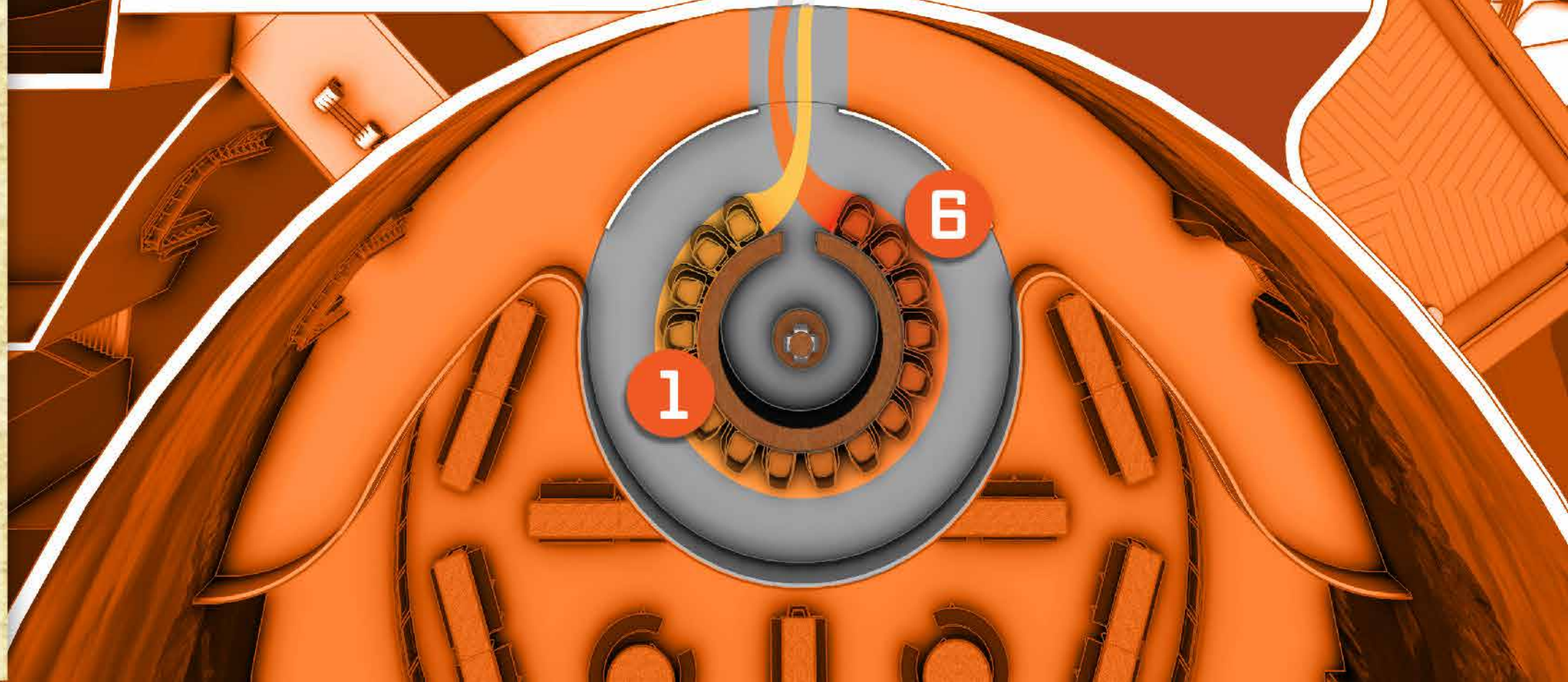
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LOCAL BREW SELECTION

6



14





## Brynn's BrewLab

The adventure begins at the Center Bar, where bar stools transform into a trackless ride that takes guests deep into the heart of Brynn's BrewLab. As they embark on this immersive journey, guests are guided through a state-of-the-art brewery, witnessing the magical transformation of simple ingredients into craft beer. The ride weaves through the brewing areas, with Brynn herself sharing her expertise and passion for brewing. The experience comes full circle as guests return to the bar, completing a captivating exploration of the brewing process.



### Experience Includes:

- Starting at a circular bar overlooking The Gathering Place, guests can sample a local brewery's beer or one of Brynn's unique creations crafted on-site, such as the "Dreamer's Ale."
- Brynn's original brews are crafted using organic hops grown within Finn's Green Oasis, adding a local and sustainable touch to every pint.
- Bartenders initiate the entire group's journey by launching them through a portal in The Gathering Place, leading into the working brewery.
- Inside the brewery, guests meet Brewmaster Brynn, who guides them through each phase of the brewing process. She highlights cutting-edge sustainability practices, including Water Recirculation Systems, Spent Grain Reuse and Recycling, and Energy-Efficient Brewing Equipment.
- After the tour, guests return to the Center Bar, where they can enjoy a rotating selection of beers from Colorado breweries or one of Brynn's own brews, each showcasing a variety of styles and flavors.









# finn's GREEN OASIS

- 1 FINN'S FAMILY FARM
- 2 GROW YOUR OWN
- 3 AQUAPONIC GARDEN
- 4 GREENHOUSE SHOP





## Finn's Green Oasis

Finn's Green Oasis is an urban farming exhibit that showcases the future of agriculture, highlighting a variety of sustainable farming technologies. Visitors can learn about organic food production and participate in workshops that teach sustainable gardening practices, encouraging a deeper connection to the food they eat. All this takes place while enjoying the sights, sounds, and smells of farm life, providing a fun and educational experience.

### Experiences Include:

- **Finn's Family Farm:** A tranquil amphitheater where interactive workshops teach sustainable gardening practices, allowing families to engage with and learn the skills needed to grow their own food.
- **Grow Your Own:** Guests adopt a plant in Finn's Green Oasis, learning urban farming techniques to nurture their garden. They're encouraged to return and check on their plant's progress.
- **Aquaponic Garden:** Guests explore regenerative gardening techniques, discovering how technology and innovation are helping local farmers advance sustainability in food production. Real-life organic hops grown here are used to create the original brews at Brynn's BrewLab and Taproom.
- **Greenhouse Shop:** As the journey concludes, guests can purchase samples of local organic produce, such as Olathe Sweet Corn, Palisade Peaches, and Rocky Ford Melons. A portion of each purchase is donated to support local agricultural initiatives, reinforcing the commitment to sustainability and community.







# CONCEPT DEVELOPMENT

The concept of Urban Odyssey was developed with four key pillars in mind: sustainability, adaptability, operations, and community. Through the process of identifying the “big idea” of the story (setting, character, plot), the focus for this concept shifted to what makes the neighboring community and the area around the LBE venue unique in terms of making a positive impact on the world.



## **Sustainability**

Sustainability is at the core of Urban Odyssey. The venue incorporates eco-friendly materials, energy-efficient technologies, and spaces that serve both functional and educational purposes. The attractions themselves promote environmental awareness and encourage visitors to think critically about resource use and conservation.



## **Adaptability**

Adaptability is crucial for Urban Odyssey’s longevity and relevance. Each attraction is designed with flexible features that can be updated or reconfigured to reflect new scientific discoveries and stories. This adaptability ensures that each venue remains a cutting-edge destination for entertainment, education, and community.



## **Operations**

The operational strategy of Urban Odyssey prioritizes efficiency and sustainability. From waste reduction and recycling programs to energy management and staff training, every aspect of operations is designed to minimize environmental impact while enhancing the visitor experience.



## **Community**

The heart of the story lies in bringing together people from all backgrounds and experiences to unite in something that cultivates connections and builds friendships. Each character at Urban Odyssey also embodies these values, bringing them to life through diverse fields of study for which the region is best known.

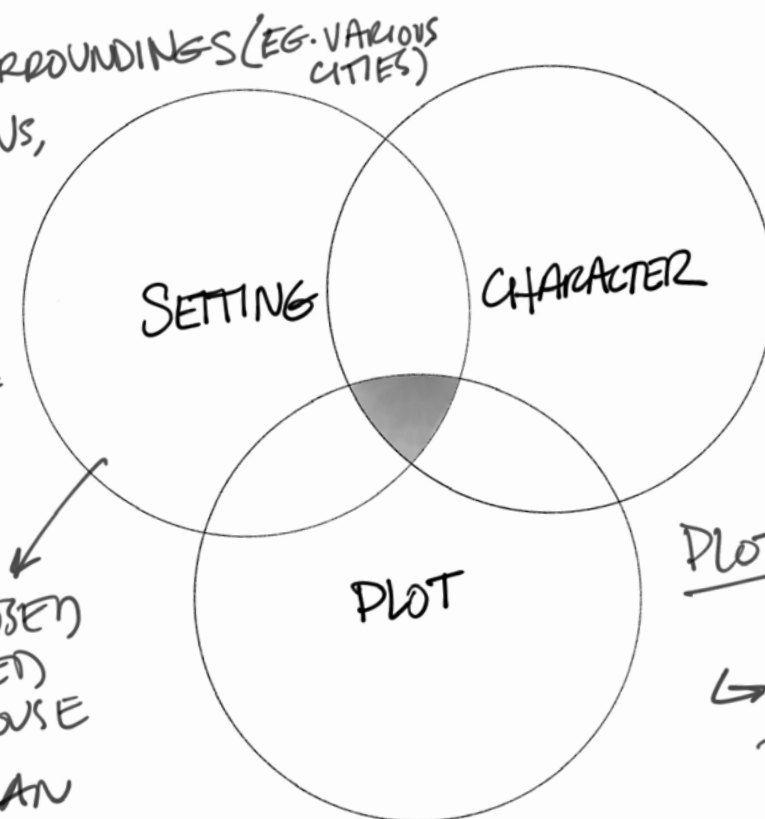


PROJECT TITLE: STORYLAND DESIGN CHALLENGE  
 CLIENT: STORYLAND STUDIOS, INDUSTRY PRO'S

### SETTING: LBE

- ADAPTABLE TO VARIOUS SURROUNDINGS (EG. VARIOUS CITIES)
- VERSATILE (MALLS, DESTINATIONS, THEME PARKS)
- INDUSTRY GROWTH DRIVEN BY VR + AR, + NEW AND EXCITING EXPERIENCES
- TRANSLATES ACROSS DIVERSE CULTURES.
- OPERATIONALLY FEASIBLE

REPURPOSED  
 ABANDONED  
 WAREHOUSE  
 - SETTING/STORY CAN  
 BE ADAPTED FOR EACH  
 LOCATION.



### DESCRIPTORS/"FEELS":

- \* - COMMUNITY
- SUSTAINABILITY
- CONNECTION
- REPEATABILITY
- EXPLORE
- GROW

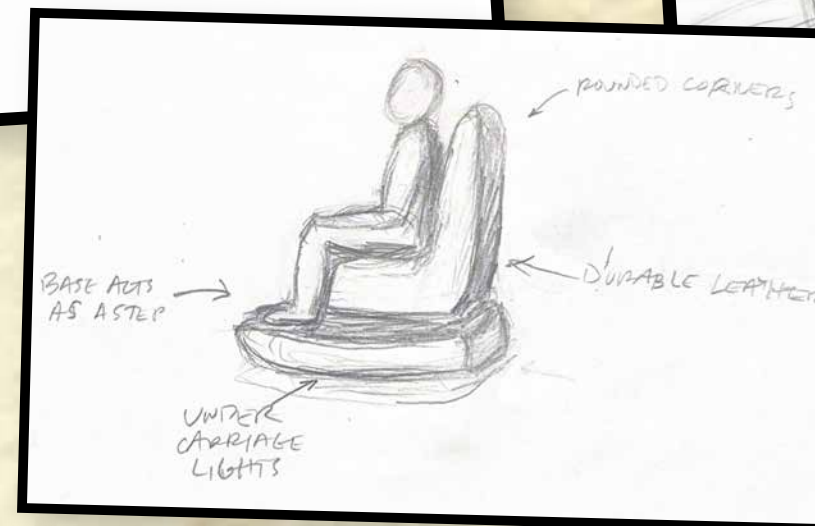
### CHARACTER:

URBAN EXPLORERS -  
 EMEA W/ THEIR OWN  
 PASSIONS - COME TOGETHER

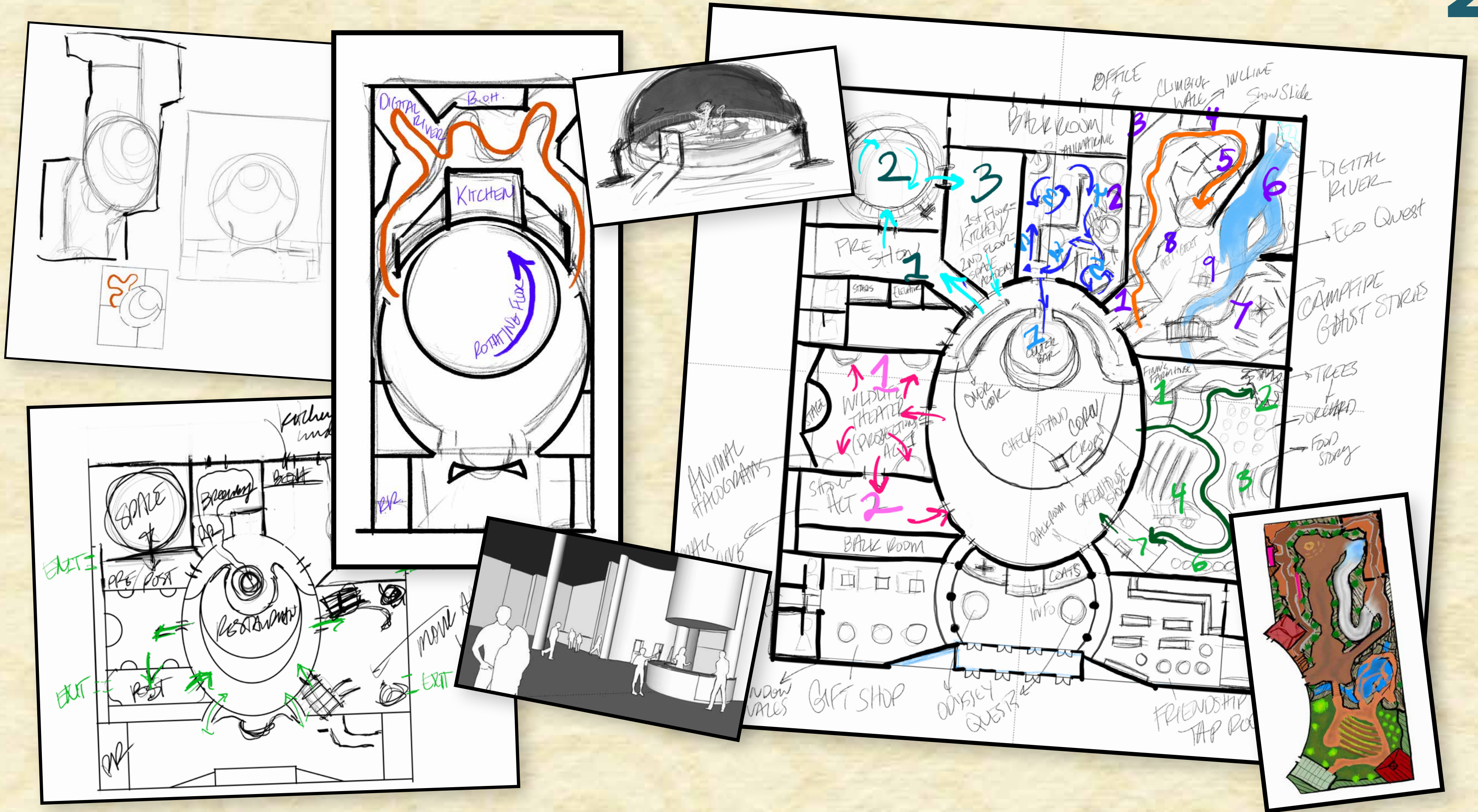
PLOT: ENTERTAINMENT, EDUCATION,  
 AND IMMERSIVE EXPERIENCES  
 YOU CAN'T GET AT HOME

→ FRIENDS JOINING FORCES  
 FOR GOOD, SHARED PURPOSE

→ LOVING THE PLANET  
 + BUILDING COMMUNITY









## MEET THE STORYTELLER

Developing impactful design ideas and concepts has been a lifelong passion of mine. My journey began as a graphic designer and has evolved into pursuing a career as a themed entertainment designer, where my goal has always been to create excitement and inspire vision.

Drawing on my experience from years in entertainment at the Walt Disney Company and in leading teams as a program manager, the opportunity to develop the concept for Urban Odyssey has been the thrill of a lifetime.

Today, I'm more energized, focused, and driven than ever, and I'm both honored and humbled to be part of this design challenge.

— Hunter Trimble





## CONCLUSION

Urban Odyssey: Denver represents a bold step forward in themed entertainment, seamlessly integrating education, technology, and sustainability. As visitors leave Urban Odyssey, they carry with them not just memories of thrilling adventures but also a deeper understanding of their role in shaping a sustainable future.