

BEAST SEEKER

A stylized graphic of an eye, formed by two curved lines meeting at points, framing the title text.

A Concept Proposal By Laura Wheatman



DESIGNED BY LAURA WHEATMAN

Laura Wheatman is a multi-disciplinary creative. She has been creative all her life, and loves to draw fantasy characters and environments. With pen in hand, she always has an idea or two up her sleeve for any occasion.

With a background in web design, Laura understands the importance of design and functionality when it comes to guest experience. She aims to blend her experiences and creative passion to become a vital asset within the themed entertainment industry.

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PLAYFUL DISCOVERY, ON THE GO

The world of travel has a tendency to cater to adult audiences, airports in particular. With loud bars, 18+ only arcades and luxury items beyond a child's pocket money, these spaces become unwelcoming for younger travellers.

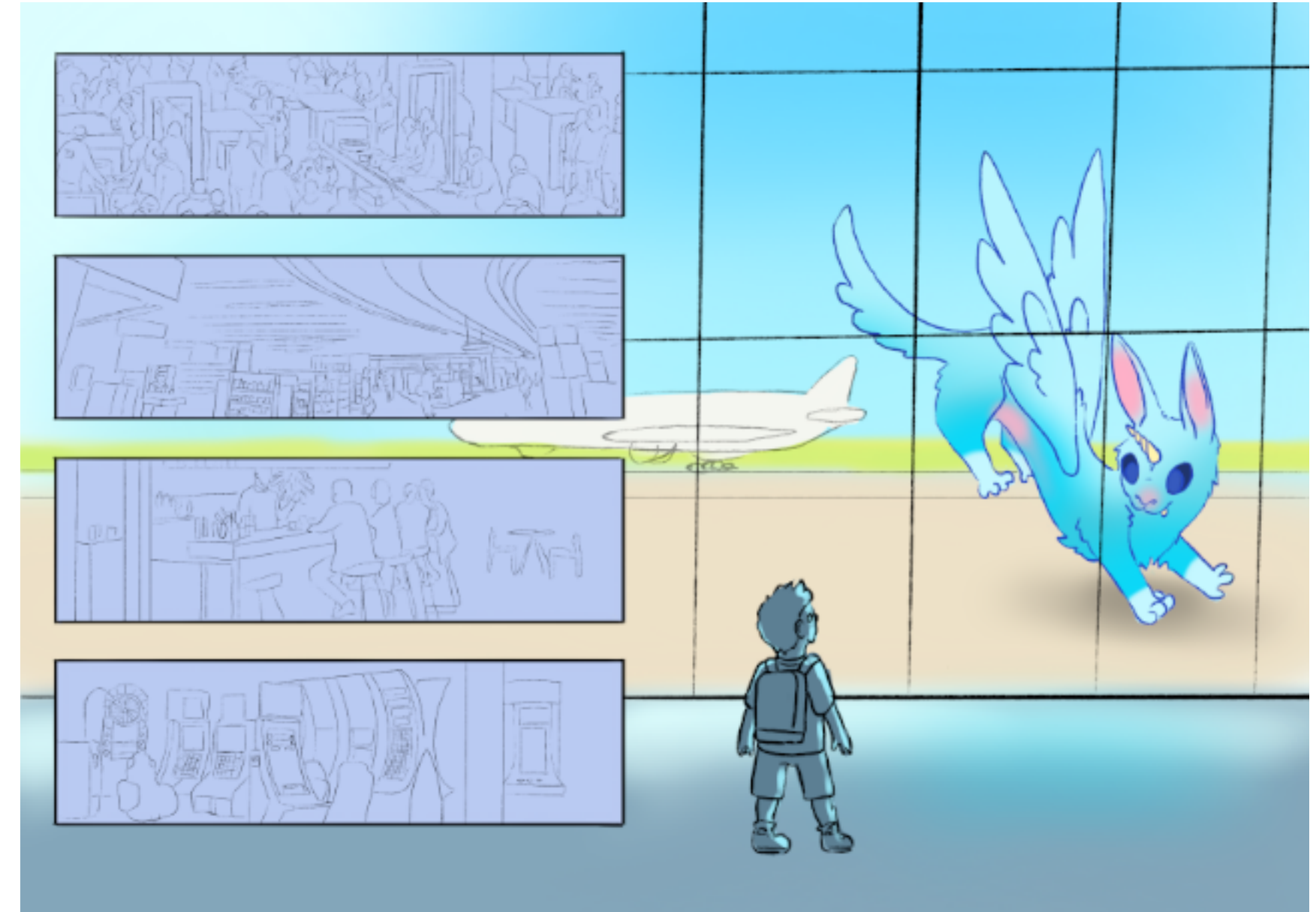
We solve this problem with BeastSeekers. This is a location-based experience that allows families to explore, play, and relax in a safe space while they are waiting for their next great adventure. Alongside our mundane world, a magical realm exists where mythical Beasts reside... Only in certain places are you able to see beyond and discover new secrets! Use the SeekerScope to spot them all and befriend the creatures.

Our locations allow guests to interact with the Beasts by the means of games, puzzles and sensory spaces to learn more about them and their habitats. We aim to incite a sense of discovery and achievement in children through their own merit by completing challenges set for them. Some

of these challenges will be very interactive, some will educate about the protection of real-world habitats. The ultimate challenge is to befriend the ArchBeasts, the protector of each location. They will present the hardest puzzles of them all, but will grant you their trust in return.

Using the SeekerScope, an app that can be downloaded for your mobile devices, your family can explore the world and discover what mystical creatures live alongside us. They can register beasts they have befriended on the app and even play with them as a virtual pet.

Beastseekers are not just limited to the airport; our outlets allow families to take away puzzles, merchandise, and colouring books so that the fun can continue during your trip. Using AR and image recognition technology, our guests can discover new creatures far and wide, based on the creature's specific habitat.



THE WORLD OF THE BEAST SEEKERS

Our world is full of secrets... They might be right under your nose!

Hundreds of years ago, the Vitri Family had invented a contraption called the SeekerScope. This magical device allows you see beyond the mundane, to a world brimming with mythical creatures that exists right alongside our own. Today, they share their knowledge with families as they have done within their own for generations, to help them discover magical secrets all over the world.

The passage of large numbers of humans causes ripples between our world and the Realm Of The Beasts. Here, the ArchBeasts, powerful entities that are attracted to these thinner spaces, gather and may choose to commune with travellers.

Using phone technologies, our guests can reveal the nature of these creatures and learn and interact with them.

But they are fickle! The beasts will not allow themselves to be registered until you can gain their trust. Solve their puzzles, and they will grant you their blessings and allow themselves to be recorded on your very own SeekerScope. Which creature you may find will vary from location to location, based on their preferred habitat. You will have to be a keen explorer to register them all.

Many other beasts are scampering about around the world, by exploring on your everyday travels, or discovering new creatures at pop-up locations, you will be able to register a huge variety of creatures.

The question is, how many can you find?



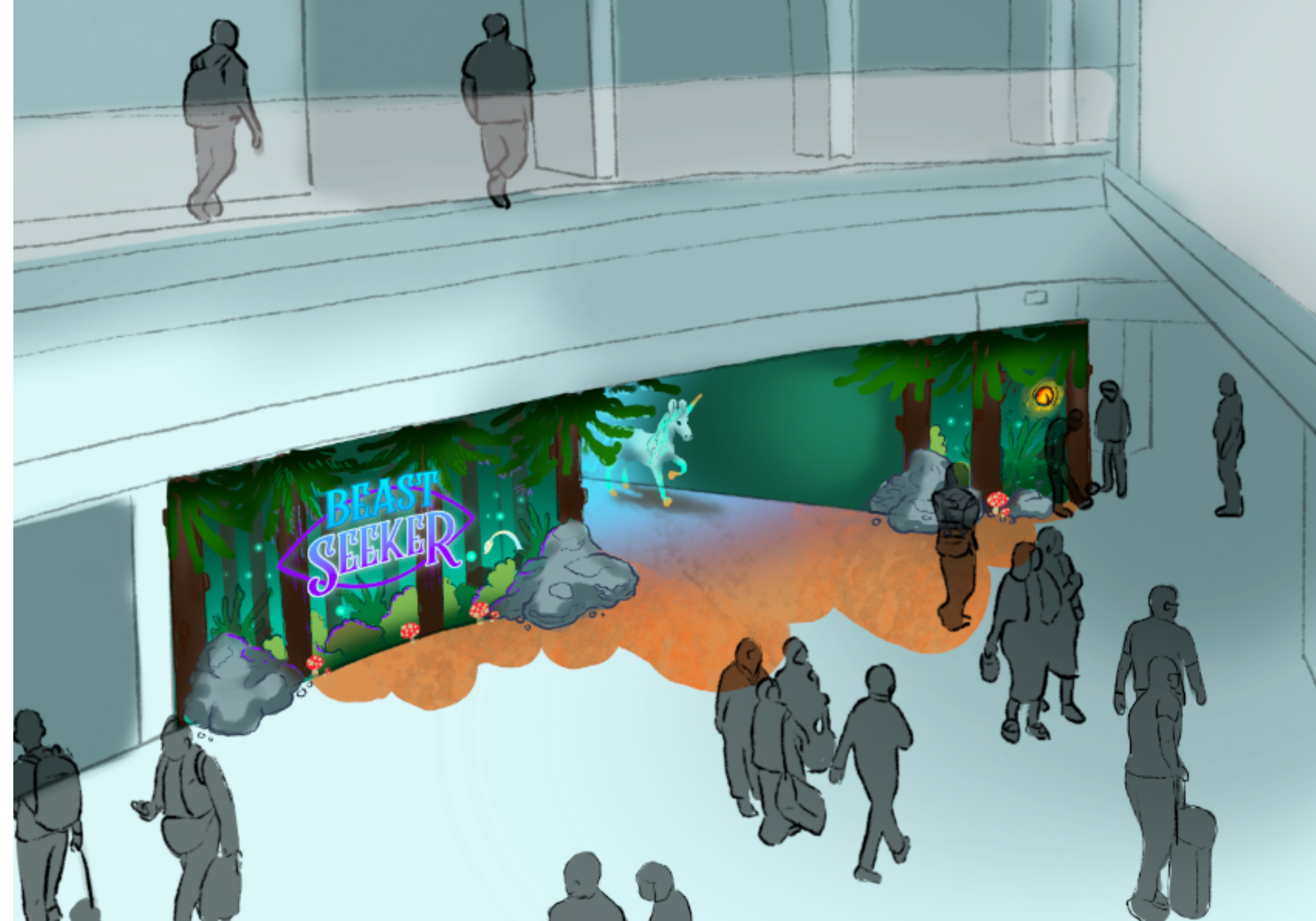
LOCATIONS & SCALABILITY

The nature of Beast Seekers allows our attractions to accommodate for a wide variety of spaces. Our primary target locations are existing retail units within airports, train stations, shopping malls and cruises.

Dependant on the available space, will depend on the amount of activities we can present. We will select activities that will best suit each location, from a minimum of 2 activities to a maximum of 5. As most of our locations are places of transit, for our guests to have the best experience we must consider that they may not have a lot of time to experience everything. As a result, we aim to select activities that will not last more than estimated 30 minutes each. This value varies dependant on activity.

We also offer Pop-Up locations that serve as standalone play points, where users can use the SeekerScope to interact. How many secrets can you find within one location?

As cultures and myths vary across the world, so does Beast Seeker locations. From one place to the next, we intend to show a different environment, so no two locations are ever the same experience. Perhaps the airport you left showcased an arid desert with SandFish, and you may discover at your connecting train station a rainforest, where you may get the chance to spot a Feathered Serpent!



ACTIVITIES

BeastSeeker locations feature a wide variety of games, puzzles, and sensory spaces for your family to explore and play while you wait for your next adventure.

The place between worlds are thinner at these locations due to the amount of travellers. Due to this some creatures are even visible to the naked eye. Guests can explore and interact with these creatures to learn more about them via AR, RFID chips and image recognition technology.

Along with the SeekerScope, which is a handy app that can be downloaded for free, your family can learn more about these magical creatures and record them.

At each location there is an ArchBeast, which oversees their domain and protects the creatures in the area. They will pose the ultimate challenge to earn their trust, and as a result, allow themselves to be recorded.

These challenges are set on a interactive infrared/projection screen where the guests may have to answer trivia, search for symbols on the floor, and many more possibilities. The ArchBeast will always be a physical sculpture.

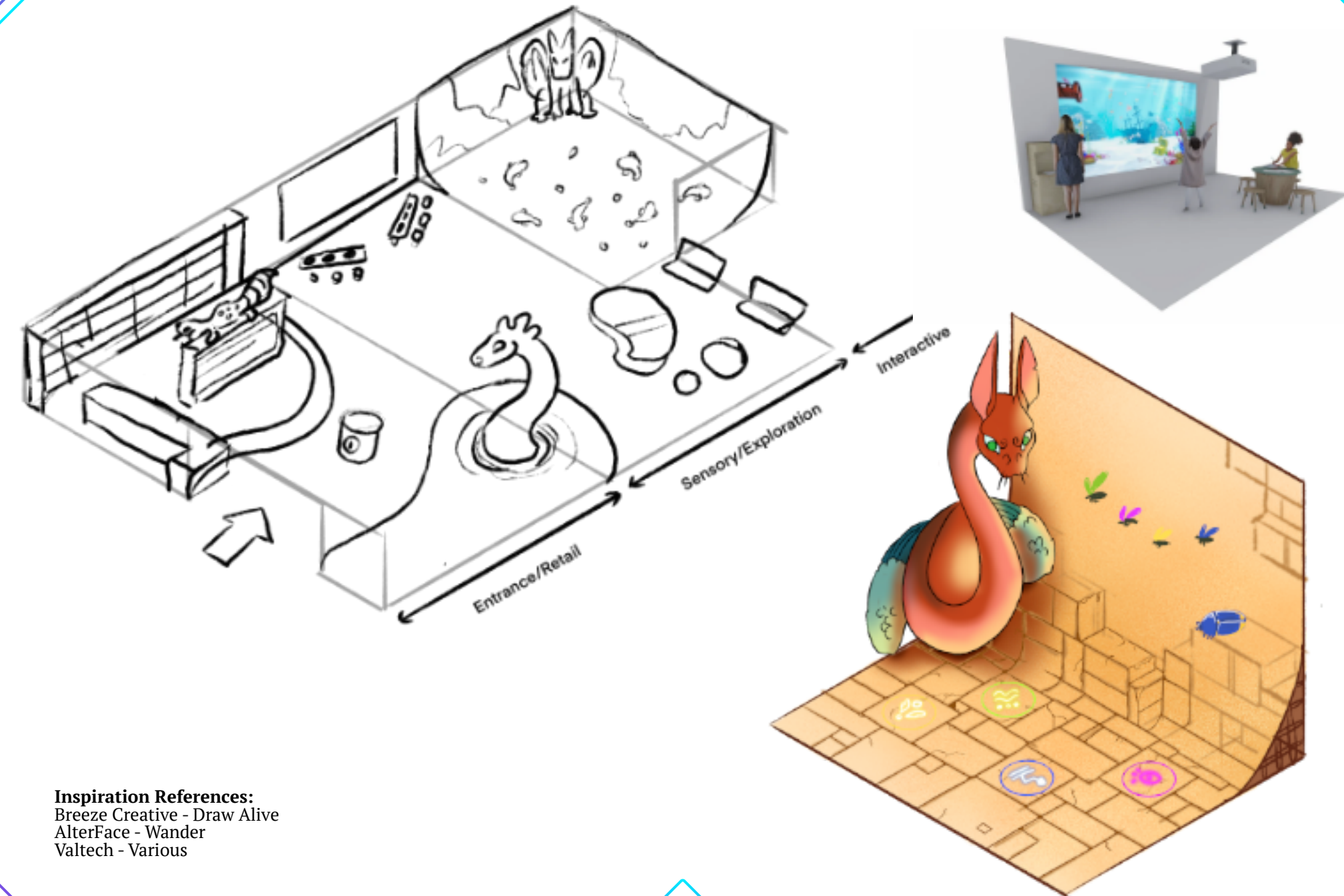
Using scanning technology, children can design and draw their own creatures which can be scanned and uploaded onto a screen to leave their personal mark on their adventure.

Sensory spaces allow children and family to relax away from the crowds, beeping and loud noises that are common in airports.

The adventure doesn't stop once our guests leave us. With retail opportunities, children can take home a plush of their favourite creature, travel accessories and of course puzzles and colouring books allows children to continue learning, discovering and playing.

Picture of draw-a-dragon type

AR scanning & interaction



Inspiration References:
Breeze Creative - Draw Alive
AlterFace - Wander
Valtech - Various

THE SEEKERSCOPE

The SeekerScope is a tool invented by the Vitri family to see past the mundane world into the realm of the beasts. Over time this device has been refined, and today the latest generation have able to convert their beast seeking tool into their phones! This innovation allows members outside of the Vitri family to be invited on the quest to discover these mysterious creatures.

Outside of BeastSeeker locations, you can uses AR to scan your environment to see if there is a creature about. If a creature is in the area, the SeekerScope will provide you with clues to the creature's whereabouts, either by asking you about the creature's environment, or ask to follow some discovered footsteps.

This adventurous trail allows the user explore and learn more about the environment they are in. Such as 'This creature lives near water', may lead to a nearby river or lake, or 'This creature seems to like woodland' may lead you to a park or a patch of forest. This can lead you to cultural

landmarks in the area as well. After a couple of tasks which incite your family to explore the area, the app will notify them to say the creature is in the area. They can then interact with the creature using AR technology and register them.

Within the collection of creatures you have discovered, you can choose one as your avatar which acts like a virtual pet to help you find more creatures.

If the user is not in a cultural location, it will determine a list of creatures based on your environment via the camera using image recognition technology. It can detect locations such as the coast, cities, mountains, woodland, etc. From this data the SeekerScope will pull a random creature to interact with based on these environments.

Though guests may find creatures outside of official Beast Seeker locations, only unique variants and the ArchBeasts may be found on location.

ANCIENT
SEEKERSCOPE



DISCOVERIES AWAIT !

Though creatures can be found high and low across the world, it is only in the BeastSeeker outlets that you can bear witness to the ArchBeasts. They are attracted to wells of energy, where the barrier between our world and theirs becomes thin. They serve as protectors for the beasts that reside in the area.

There are different Arch Beasts across the world, so as you travel you will encounter new mythical creatures and learn about their cultural and enviromental attachment to the real world.

Alongside the ArchBeasts, there are hundreds of creatures all over the world. Dependant on their environment you may find different creatures in different locations. They may guide you to landmarks of cultual interest while on your journey.

Can you find them all?



THE QUETZALCOATL



THE PIED WYVERN



THE TIZZIE WHIZZIE



THE KELPIE



THE BARGHEST

ENVIRONMENT & ACCESSIBILITY

Beast Seeker is an experience based on discovering magical creatures. As these creatures live among us, we want to become mindful of the real natural world and the physical creatures that reside within it.

As a result, we have considered options for making sure that Beast Seeker reduces its impact towards the environment. By opting to use pre-existing retail units, this drastically reduces our requirements for building and construction. By also using these locations, especially within places of travel, this guarantees step-free access for our disabled guests.

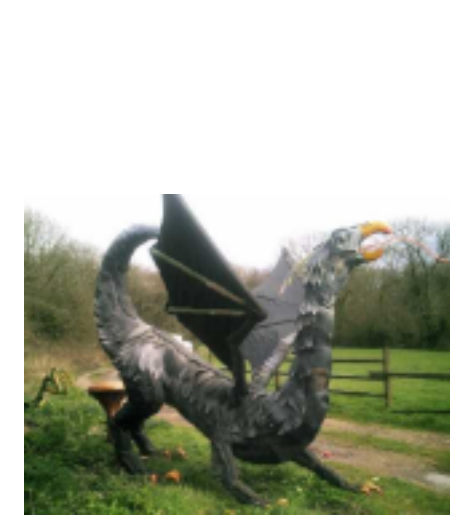
Trash becomes our treasure - We wish to collaborate with the waste management facilities of our locations. We gather recyclable materials such as metals and plastics to be repurposed for theming and construction within outlets. We are aware of a variety of companies that will accept recycled waste and compress them into

sculptable blocks that can be used for creating friendly spaces. Converting waste to 3D-Printed filament is also an option.

Regarding server usage for the SeekerScope app, we are aware of data centres that champion the use of renewable energies. Our app will aim to meet WCAG accessibility standards that will allow all users to make the most of the SeekerScope.

With certain puzzles in the SeekerScope, the beasts will ask the users trivia on how to preserve, protect and limit damage to the environment. This brings awareness to the actions that may contribute to the ongoing climate crisis.

Though our locations will use light and sound, we aim to select lighting and colours that are soothing and give off a mysterious aura. Travelling is already stressful for many, so we aim to make a space that helps calm families.



Plastic Recycling References:

<https://smile-plastics.com>

<https://www.designindaba.com/articles/conference-talks/dave-hakkens-tackling-planets-waste>

<https://www.dezeen.com/2021/09/22/dezeen-guide-plastic-architecture-design-interiors/>



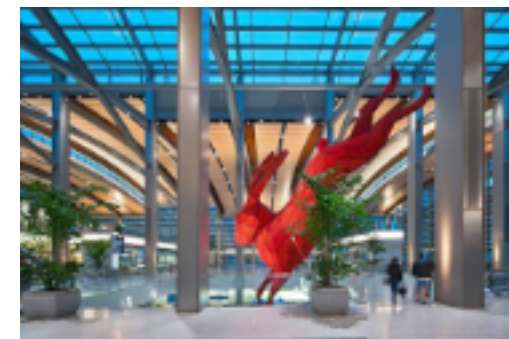
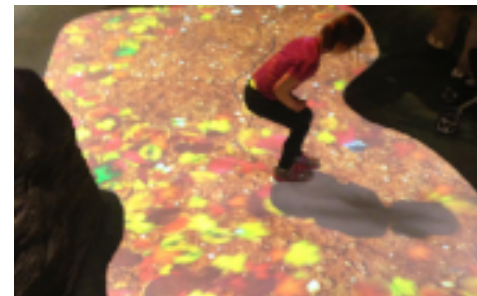
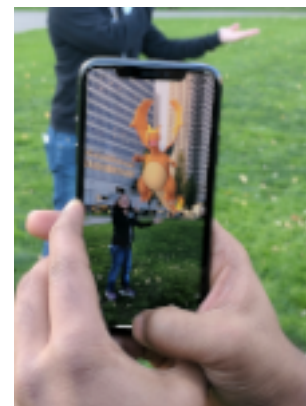
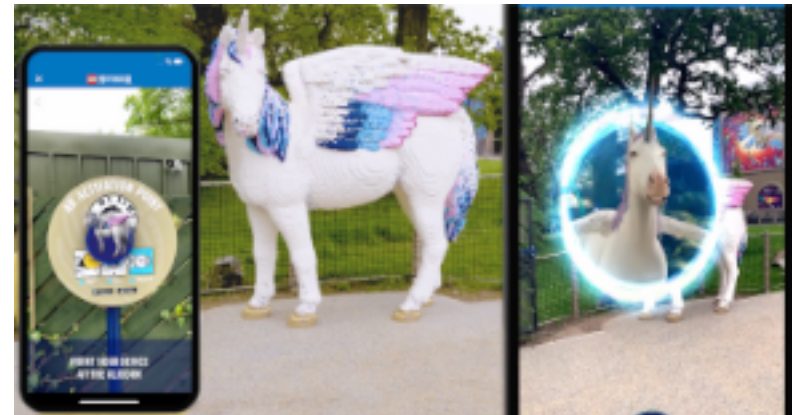
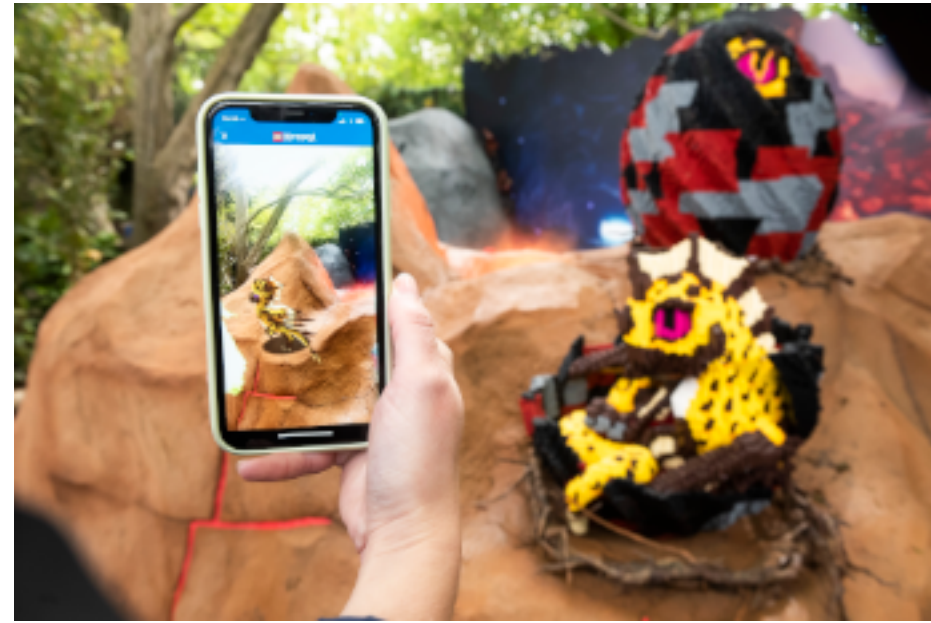
THE MAKING OF BEAST SEEKER

In the following pages, we have included some images and sketches, collected and created that helped inspire this creative journey.

RESEARCH

My main goal during this project was to look at solving a problem as a means to creating a new attraction. This lead me down the path of exploring how children navigate the world in a space catered to adults.

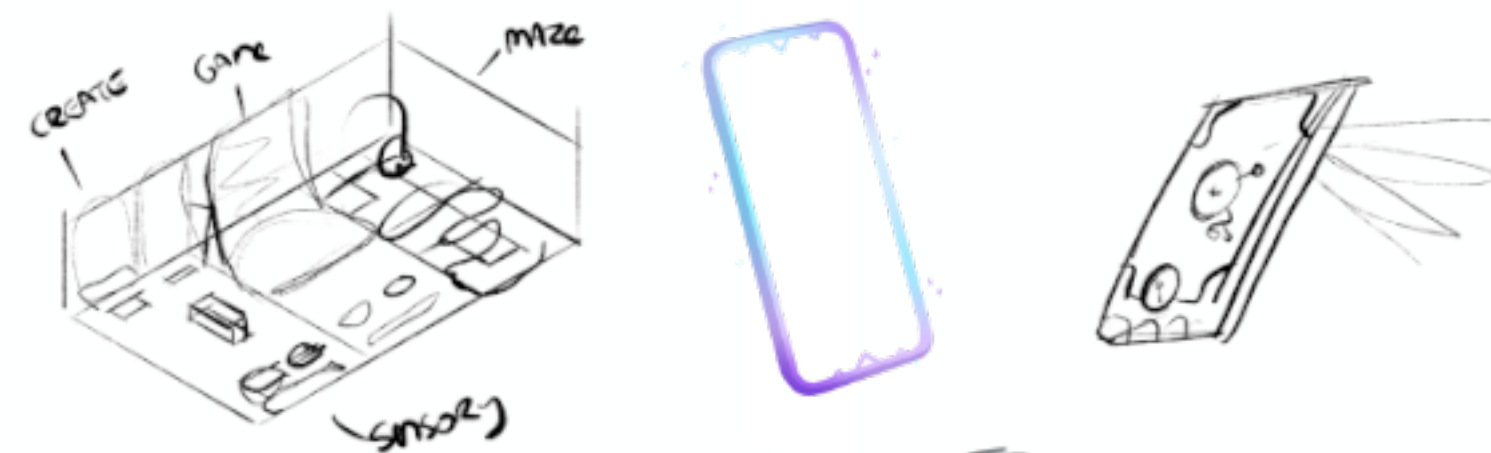
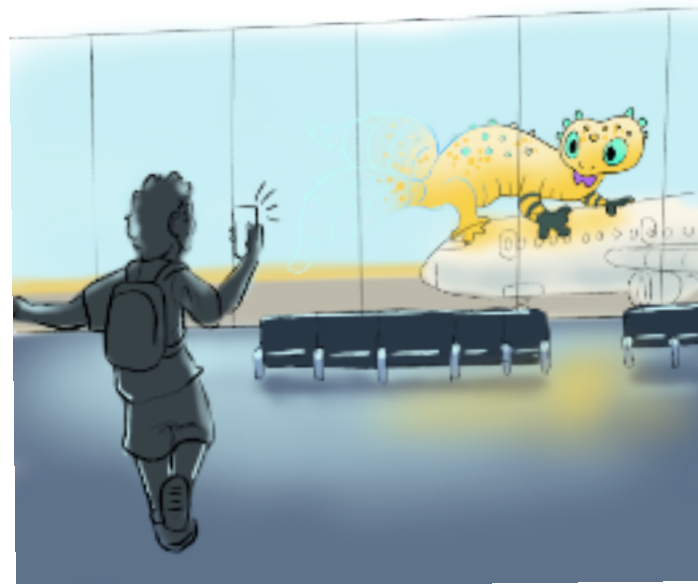
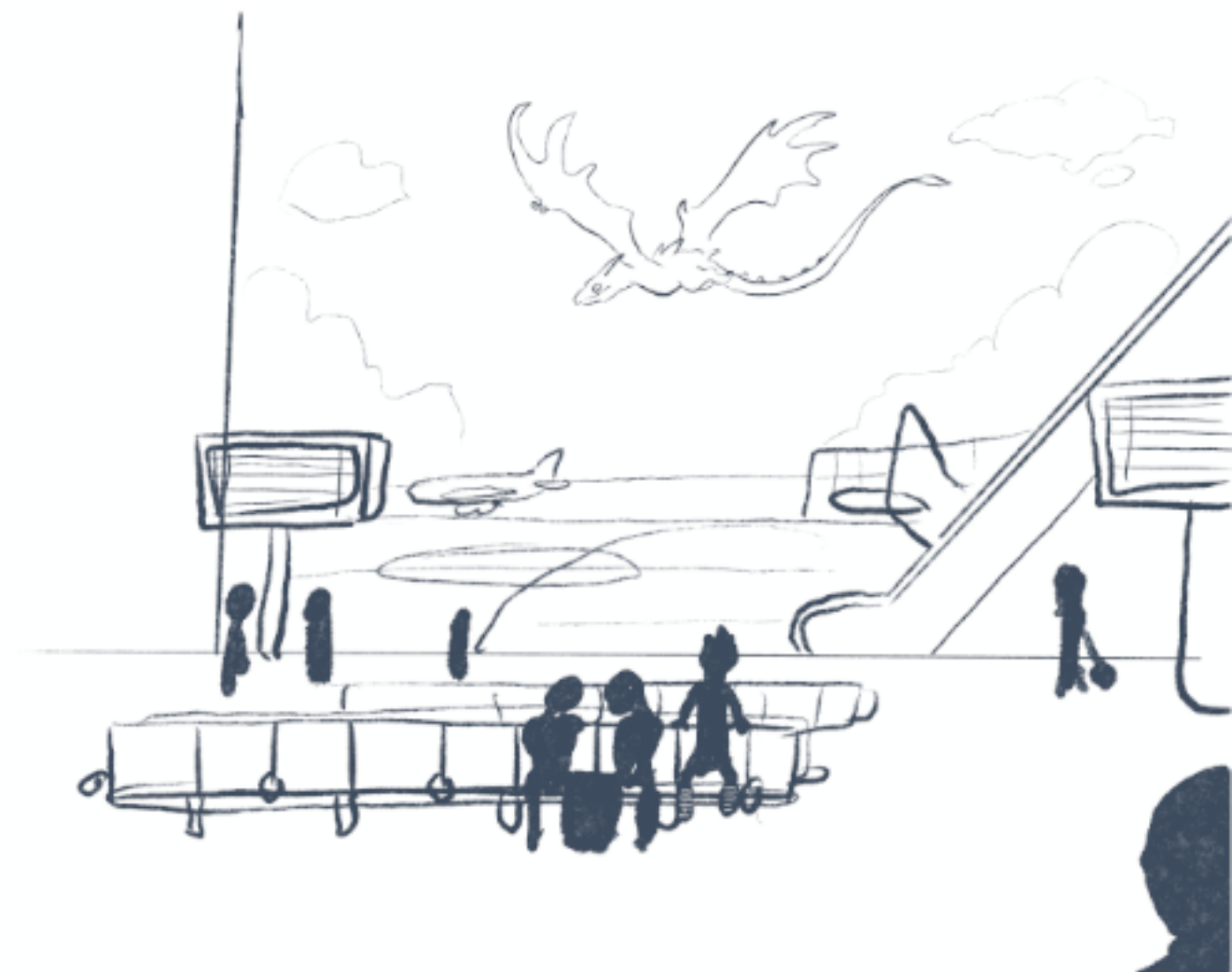
As airports are temporary places of passage, the attraction would need to have activities that guests can easily drop in and out of.



SKETCHES & IDEATION

Who hasn't travelled and imagined a character or a creature running alongside your vehicle? I was inspired by this idea to create a world where guests can bring this to life and get a sense of wonder and discovery.

This page contains drawings to capture what that might feel like, as well as initial ideas of how to structure the attraction.



BEAST SEEKER
UNVEIL A HIDDEN WORLD



Thank you for reading about Beast Seeker. We hope you find the joy of discovery as exciting as we do.

If you have any questions about this project, please do not hesitate to get in touch.