

# ARKADY

*To reach the new world,  
you must be willing to leave  
the old world behind.*



*Now Accepting New Arkadians*



# ARKADY

Arkady blends old and new to create a thrilling new destination park for all ages.

- walk-through attractions
- historic and futuristic design techniques
- sustainable building
- immersive technology
- mixed use areas
- replayability
- franchisability

Modern kids (and grownups!) are anxious about the future. Yes, they go to theme parks to escape — but they are also concerned about the future of life on earth. **So how can we bring these two desires together?**

Arkady acknowledges fears about the future and provides an engaging and empowering experience for guests of all ages.

Arkady offers hands-on learning opportunities in a narrative environment that will **attract socially conscious guests while still being enjoyable for people who simply want to have a memorable day.**

Arkady draws on familiar tropes but presents an entirely new world—and thus is **free from intellectual property concerns.** There is potential for developing unique Arkadian IP: characters, books, TV shows, toys, and apps.

Without complicated ride systems, Arkady can offer **affordable tickets.** It is also easier to update with new activities, similar to a children's museum.

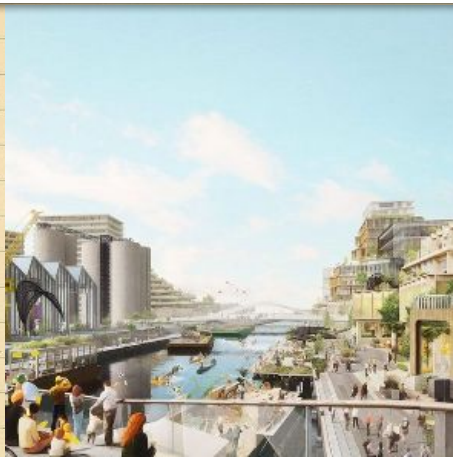
Arkady's flexibility and broad message of social inclusion and environmental responsibility make it an **easy sell for families** who want to nurture the next generation with an annual pass.

Arkady is perfect for **circular guest experiences** (at-home and online) and **franchisability** (outposts and pop-ups).





# Design Inspiration



## SMART CITIES

- sustainable tech
- pedestrian-friendly
- community identity
- mixed materials



## CHILDREN'S MUSEUMS

- adaptive play for all ages
- hands-on learning
- science and creativity



## ECO-DYSTOPIAN FUTURE

- climate as character
- re-building society
- resilience and reusability





# ARKADY

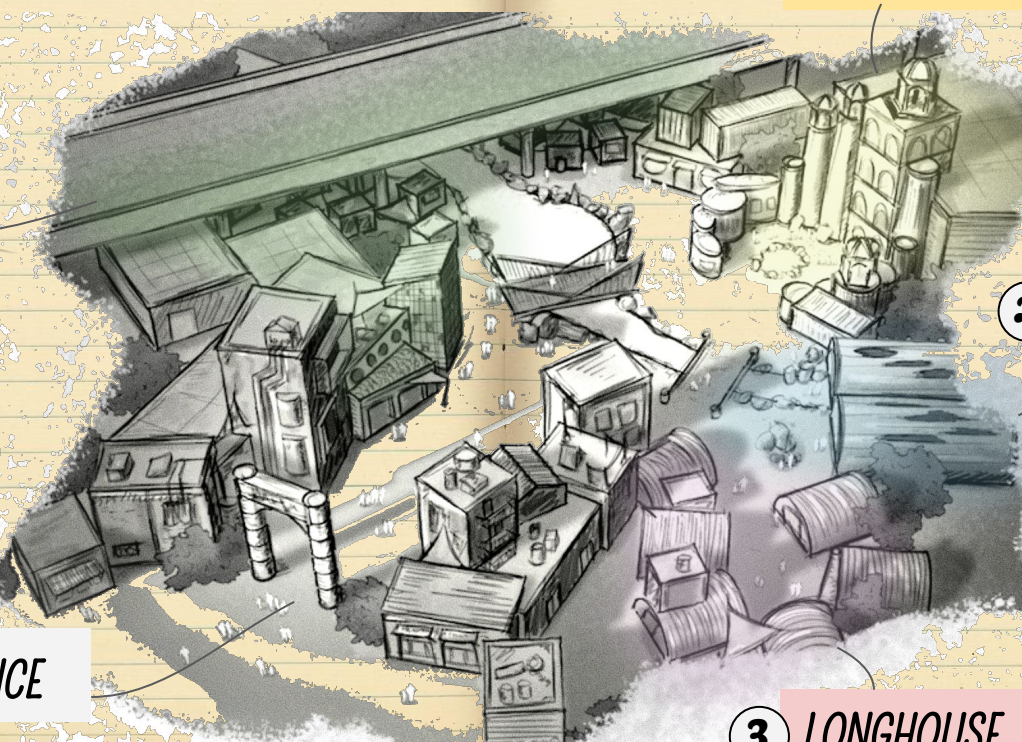
1 ARCHIVES

4 MARKET

2 STREAM

ENTRANCE

3 LONGHOUSE







# Archives Inspiration



Children's museum in El Paso by Snohetta



Cirque Du Soleil, KURIOS



Glow with the Show, Disney



E.T. Adventure, Universal Studios



Muzeiko Children's Museum, Bulgaria



Museum Catharijneconvent,  
Netherlands by Planemos & Mike Bink





# Archives Experience

*Laser dome 5D cinema pre-show, pulsed entry, walk-through*

**Queue** - You queue in a **walking labyrinth** beneath taut white tarps, enclosed by warm sandstone brick walls. Each brick bears the name of an Arkadian. A ceremonial **bronze fire pit flickers** near a mini-scale version of the city. A massive tree is flanked by play stations with water jets and diggers. Vines hang and a stream wanders under the undulating path. Small windows allow glimpses underground, to roots and fungi and insects.

**Pre-show** - A cool, dim, and peaceful foyer welcomes you inside. Artifacts are visible. Pulsed groups enter a **small laser dome room** and sit. The story of Arkady comes to life on the screen—and the room comes to life too with 5D sensory elements and animatronics. You give your name and a curator greets you.

**Room 1: Reporting Room** - Another curator welcomes you. They demonstrate how to submit, or Report, a story to the Archives. All living beings can make a story deposit (streams, bugs, birds, plants, and people). A bird swoops in to deposit a seed and sings a song, and you witness the process firsthand. **The room shudders,** files fly open, glass cases illuminate. The curator withdraws the story in the form of colorful light to show you.

**Room 2: Translation Room** - This curator demonstrates translation, or how to pull a story from the Archives—a pneumatic tube with dancing lights—and interpret it into a new art form. Now it's **free play time**. The huge room has separate interactive nooks for painters, sculptors, dancers, writers, and musicians. It's built for collaboration. Play at any station you choose.

**Room 3: Experimentation Room** - Acrobats, speed fiends, and scientists! A rickety miniature roller coaster swoops overhead. Beakers bubble with neon liquids. A contraption resembling a solar sail is on display. A curator performs a **circus trick followed by a chemical explosion**, ushering you out.

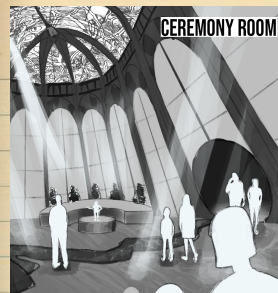
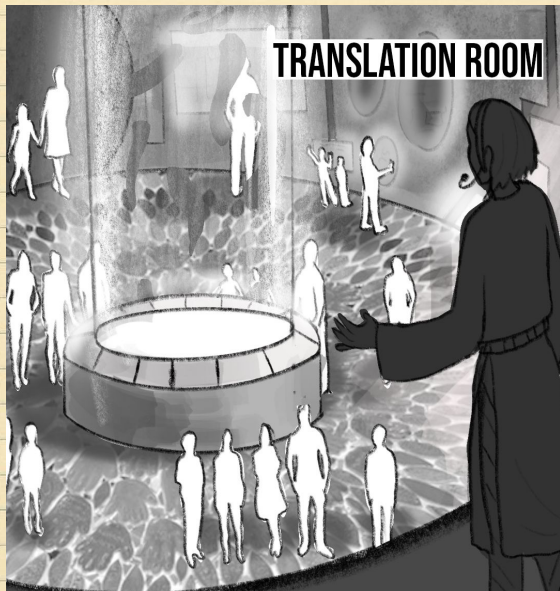
**Ceremony Room** - In a great hall, mosaics and engraved bricks surround you. Torches are lit. A hologram Council awaits. They give a speech and implore you to choose a role: Reporter, Translator, Experimenter. Now you must walk through one of three archways over a stream to finalize your commitment. The room-scale mosaic lights up in a stunning show. **The tree of life flares, and so does the compass on your wrist** (in the color of your chosen role). The ceremony is now complete. Your name is engraved in blue laser on a brick in the wall, joining generations of previous inhabitants.

*Welcome, New Arkadian.*



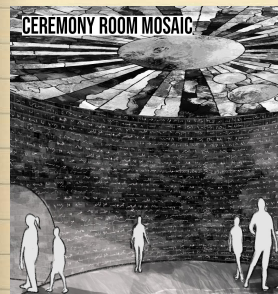


# Archives



ARwall using computer vision, body tracking, and XR interaction: <https://arwall.co>

3D projection holographic system for Council of Arkady



Projection mapping



LED wall animation





# Stream

For fresh air and relaxation, go to the Stream. An enormous concrete tube offers shelter from the sun, and you can **splash in shallow turquoise water** or dash between old oil barrels that now spout water. Outside near the old mill, there is a nature-inspired playground where children can play freely. Adults can **relax beneath cooling fans** and enjoy a meditative rest amidst lush foliage. The Stream is where the original Arkadians first broke ground, and it now sits on the outskirts of Arkady.

Keep an eye out for propaganda from the old world here.



Cheonggyecheon, Seoul River Park, South Korea

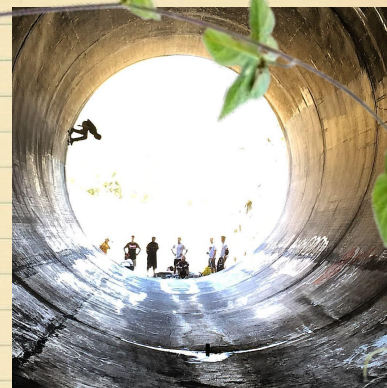




# Stream



Narrative-appropriate  
weather protection



Reclaimed materials

Accessible zero-entry playground





# A Longhouse



Viking Longhouse,  
Ribe, Denmark



Dayak Longhouse, Borneo



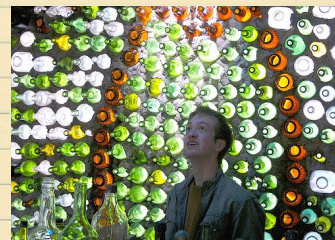
Wabano Center for Indigenous  
Health, Ottawa, Canada



# A Longhouse



Hands-on creative activities for children and adults



Zero-waste art from recycled materials





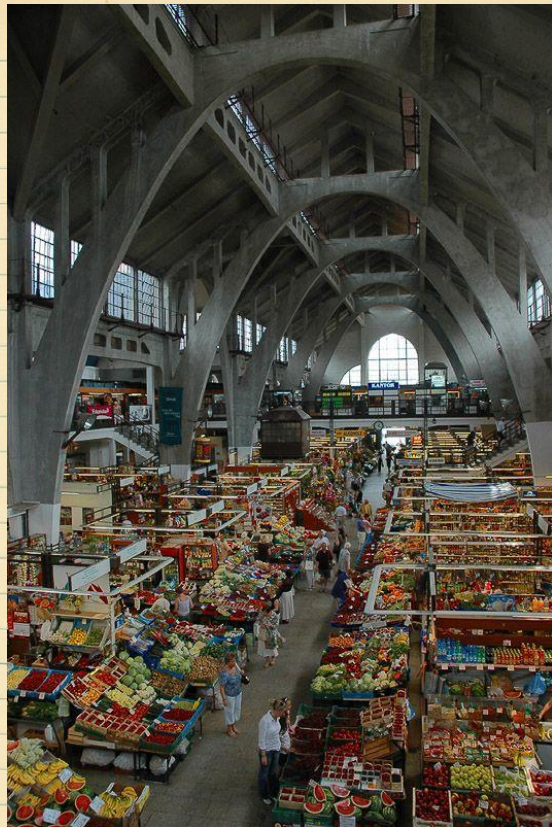


# Market

The agora is situated beneath an old concrete overpass, an eyesore of a relic from a bygone era. But with Arkadian effort, the space has been transformed. It is now vibrant and proud.

Birds swoop in the cool shade overhead. Dappled sunlight falls on tin roofs below, and vendors stand confidently beside their brightly colored stalls. In the Market are baskets of food, a supply shop, textiles, and a trinket emporium—**plenty of novel sensations and artifacts for a new Arkadian to discover.**

Go to the Market to get supplies, or find a friendly Arkadian shopkeeper to tell you their story.



Wroclaw Market Hall, Poland







# Market



South Padre Island, Texas

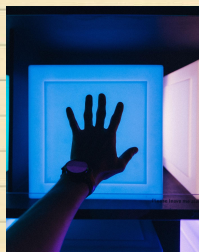
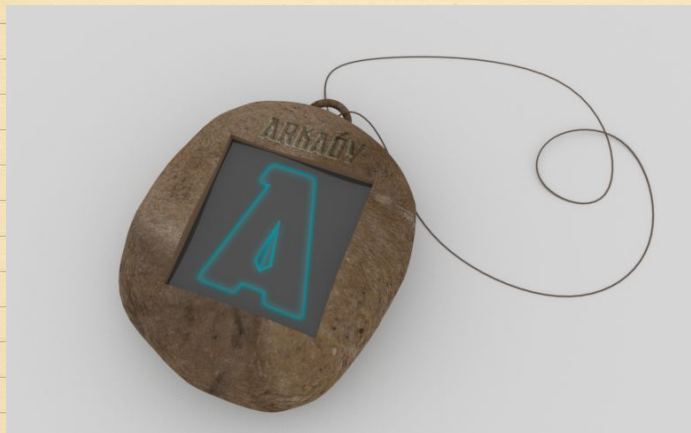


"Pure dirt" - *Waterworld*





# Interactivity+Replayability



Every visitor receives an Arkadian compass which can either be worn as a necklace or a bracelet. With **RFID technology**, a guest can light up their compass in four different colors.

The compass allows for a 'glow with the show' effect in special moments such as the welcome ceremony in the Archives and in scheduled performances. The compass can also trigger short interactions in key locations throughout the park, such as mural animations or sound cues.

**The Arkadian compass is more like an inner compass.**

The compass creates opportunities for delight and surprise, while encouraging replayability and instilling a sense of belonging. It is a simple and affordable technology that guests of all ages can enjoy.





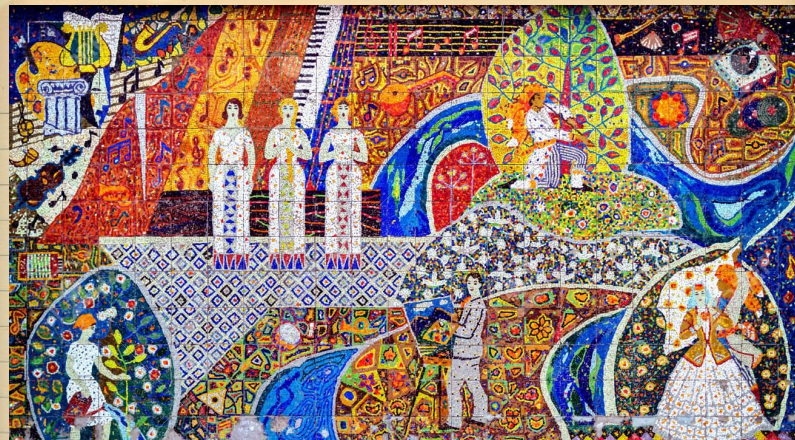
# Intention+Influences

We designed Arkady to be an anti-apocalypse attraction. It is a theme park that draws inspiration from smart cities, children's museums, and science fiction.

**Arkady is a living antidote to apathy about the future.**

In Arkady, guests of all ages are treated as cherished and influential members of the human family. Within a **playful narrative environment**, visitors learn more about important ecological and social principles.

We dream that Arkady's hands-on learning opportunities will spill over into our world, too—  
**making the world a better place,  
one visit to Arkady at a time.**



*"I am so tired of waiting,  
Aren't you,  
For the world to become good  
And beautiful and kind?"*

- Langston Hughes

## INFLUENCES

Playback Theatre

Emergent Strategy

Nap Ministry

Octavia Butler

KidZania

teamLAB

Evermore

The 3% - TV Show

Urban Design and Jane Jacobs

Hiroshi Ishii's Tangible User

Interfaces

Soviet mosaics

Sidewalk Labs





## *Now Accepting New Arkadians*

Arkady is a family-friendly park with four attractions, and each attraction corresponds to a key value that will help guests learn valuable skills and build a better future:

The Archives	→	free will + storytelling
The Stream	→	rest + connection with nature
The Longhouse	→	creativity + collaboration
The Market	→	curiosity + sustainability

*Build the new world with us?*

DESIGNERS:  
Andrew Carey  
Angie Annett,  
Bonnie Stinson  
Liliana Brown

