



# MONSTER land

KIMBERLY BRADFORD | CARA LEVINE | BRIDGET WEITZEL | KAREN DONARSKI

WELCOME TO

# MONSTER land

**Monsterland** is a safe haven where even the most misunderstood monsters can find where they belong. Guests are invited to explore the homes of these friendly monsters as they share their stories through immersive environments and attractions.

# MONSTER VALUES

**INCLUSIVITY**

**CREATIVITY**

**ACCESSIBILITY**

**ENGAGEMENT**

Every aspect of *Monsterland* was created with these four pillars at the forefront of our minds.

# GHOSTIE

THE GHOST



Join your fabulous neighborhood guide, Ghostie, as they introduce you to their friends and show you around the park!

Ghostie has never felt like they fit in with the other monsters who identify as male and female. They identify as genderfluid and uses the pronouns they/them.

Ghostie has a passion for fashion and you may see them in a myriad of avant-garde ensembles around the park.



**LAKE ZONE**

- 1 Lucky's Nautical Tour
- 2 Sea-Go-Round
- Brave Kraken's Water Playland
- Loch Ness Luxury Goods
- Lucky the Loch Ness Meet & Greet

**FOREST ZONE**

- Tree Sprite Adventure Course
- Beatrice's Lookout
- Treetop Terrace
- Werewolf Wares Shop
- Beatrice the Bigfoot Meet & Greet

**MONSTERVILLE - THE HUB**

- 1 Mysterious Manor
- 2 The Porch Main Stage
- 3 Flying Gargoyles
- The Olde Ghoul House
- 1 Make-A-Monster
- 2 Village Square Shops
- 3 AR Device Rental
- Ghostie the Ghost Meet & Greet
- Vinny the Vampire Meet & Greet

**ARCTIC ZONE**

- 1 Eddie's Ice Cave Frolic
- 2 Spinning Icebergs
- Wendy the Wendigo's Fresh Frozen Foods
- Not So Cold Outpost
- Eddie the Yeti Meet & Greet

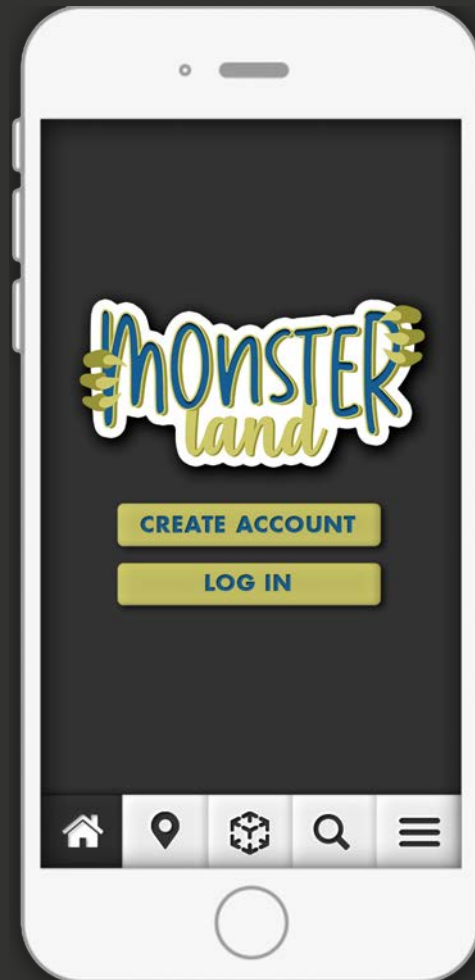
**MOUNTAIN ZONE**

- Timber's Mountain Coaster
- Rockland Playground
- Old Ogre Provisions
- Prospector's Mercantile
- Timber the Troll Meet & Greet



# INTERACTIVE APP

Guests will have access to the robust Monsterland mobile app, which includes an interactive map, attraction descriptions, wait times, and AR wayfinding tools.



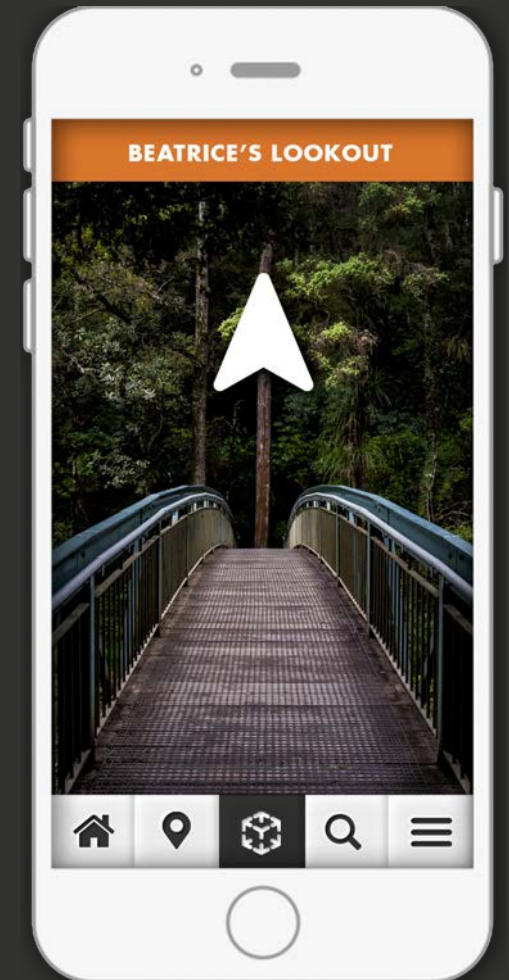
Create an account



Explore the map



Learn about each attraction



Navigate to your next adventure

# VINNY

THE VAMPIRE



WELCOME TO



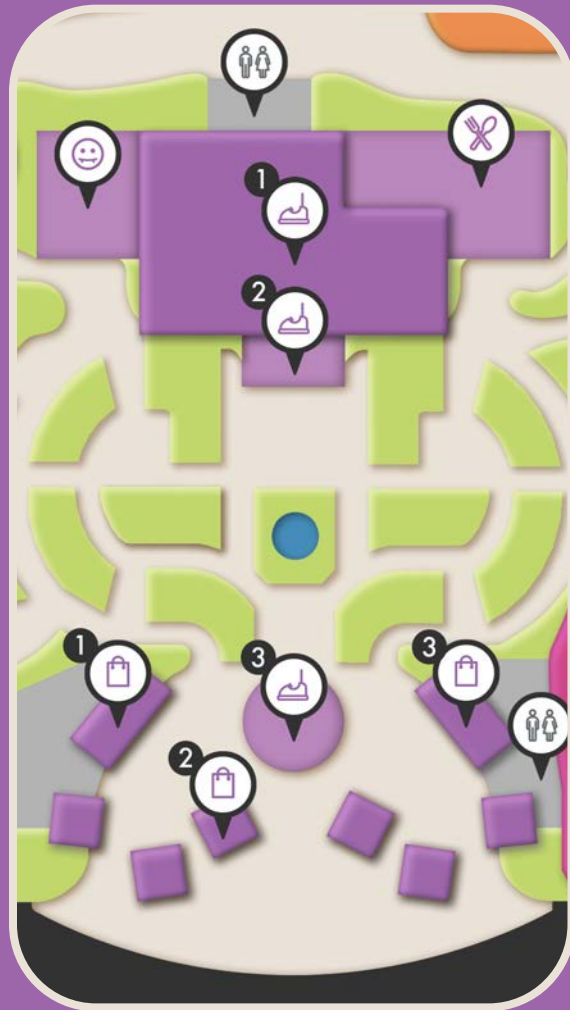
# MONSTERVILLE

Meet Vinny! He began designing coffins when he was just a young vampire, and he's now considered the most up-and-coming interior designer of the monster world. His latest project has been designing the interiors for the Mysterious Manor and he is so excited to present his work to all his human friends.





# MONSTERVILLE



1 Mysterious Manor



2 The Porch Main Stage



3 Flying Gargoyles



The Olde Ghoul House



1 Make-A-Monster



2 Village Square Shops



3 AR Device Rental



Ghostie the Ghost  
Meet & Greet



Vinny the Vampire  
Meet & Greet

# MYSTERIOUS MANOR





**MYSTERIOUS MANOR**

# EDDIE

THE YETI



WELCOME TO THE



## ARCTIC ZONE

Meet Eddie! While most of the yeti in the community can be found skiing the slopes or snowboarding on a snowy day, Eddie prefers to be indoors. Eddie can be found curled up next to the fire with a good book, snacking on his favorite snowcone from Wendy the Wendigo's Fresh Frozen Foods.



# ARCTIC ZONE



- 1  Eddie's Ice Cave Frolic
- 2  Spinning Icebergs
-  Wendy the Wendigo's Fresh Frozen Foods
-  Not So Cold Outpost
-  Eddie the Yeti Meet & Greet



# EDDIE'S ICE CAVE FROLIC



# LUCKY

THE  
LOCH NESS  
MONSTER



WELCOME TO THE



## LAKE ZONE

Meet Lucky! Lucky has always been more curious about people than the rest of her Loch Ness community. While most shy away from human life and prefer to maintain the mysterious legends regarding their species, Lucky prefers to make friends with humans and show them around her home lake. On her days off from being a self-proclaimed tour guide, you can find Lucky hunting for treasure or sunbathing off the coast.



# LAKE ZONE



-  Lucky's Nautical Tour
-  Sea-Go-Round
-  Brave Kraken's Water Playland
-  Loch Ness Luxury Goods
-  Lucky the Loch Ness Meet & Greet





# LUCKY'S NAUTICAL TOUR



# BEATRICE

THE BIGFOOT



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## FOREST ZONE

Meet Beatrice! Beatrice has always loved painting and has perfected the art of camouflage. Bigfoots come from far and wide to be painted by Beatrice so they too can match their surroundings seamlessly and remain undiscovered to the human eye. When Beatrice isn't painting other Bigfoots, she loves painting landscapes from her studio among the treetops.



# FOREST ZONE



Tree Sprite  
Adventure Course



Beatrice's Lookout



Treetop Terrace



Werewolf Wares Shop



Beatrice the Bigfoot  
Meet & Greet





**TREE SPRITE ADVENTURE COURSE**

# TIMBER

THE TROLL



WELCOME TO THE



## MOUNTAIN ZONE

Meet Timber! While most trolls are serious and stern in nature, Timber is sweet-natured and endearing. He loves playing harmless tricks on humans passing by and has been told by those closest to him that he can be a mischievous jokester. If you see him, ask him for a riddle!



# MOUNTAIN ZONE



-  Timber's Mountain Coaster
-  Rockland Playground
-  Old Ogre Provisions
-  Prospector's Mercantile
-  Timber the Troll Meet & Greet



# TIMBER'S MOUNTAIN COASTER





# MAKE-A-MONSTER

Guests will have the opportunity to create their very own monster that will join them on their adventure throughout the park. They can customize their monster online prior to their visit, or build a plushie version at the Make-A-Monster Shop.

Using a combination of motion trackers, projection technology, and RFID tags, guests will have the opportunity to have their custom monster join them on attractions and guest experiences.



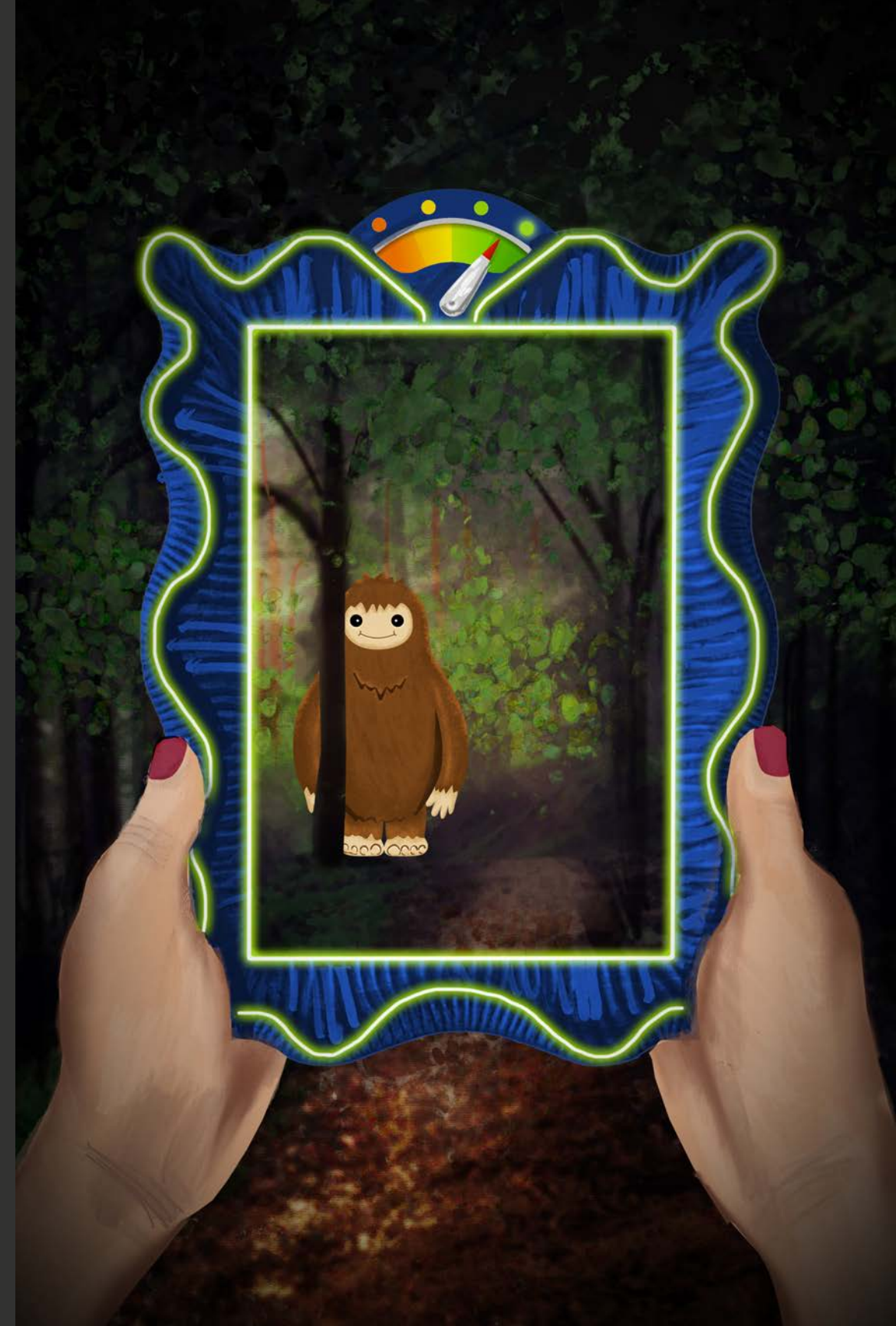
# AUGMENTED REALITY

**A rented device has all the capabilities of the app, and then some! Guests can:**

- Search for monsters in their natural habitats
- Activate interactive effects throughout the park
- Complete scavenger hunts for special prizes

**Benefits of AR in theme parks:**

- Encourages group experiences
- Blends in with the real world
- Costs less than virtual reality
- Expands the potential for discovery, keeping guests in the park longer and inspiring repeat visits



# EXTENDED ENGAGEMENT

The fun keeps going,  
even after guests  
have left the park!

**There are many opportunities for engagement and revenue outside the park, including:**

- A product line featuring character plushies, games, apparel, branded “monster snacks,” and more
- Extended storytelling opportunities, such as children’s books, tv shows, and movies
- Mobile and web games utilizing the guest’s personalized Make-A-Monster character
- Innovative AR experiences such as 3D coloring books and interactive stories

# TECHNOLOGY

## **Revitalizing the classics:**

- Using puppetry to bring some of our characters to life, including Lucky the Loch Ness Monster
- Using trompe l'oeil and forced perspective to create visual depth
- Using Pepper's Ghost illusions to add Ghostie into the park in unexpected areas and to create more depth in the Eddie's Ice Cave Frolic dark ride

## **Incorporating innovation:**

- Using AR for both mobile and device-free interactive experiences, including enhanced queues and dining experiences
- Employing in-park geo-fencing to provide guests with nearby deals and tickets
- Providing AR glasses that overlay subtitles on rides and performances, ensuring utmost accessibility

# ACCESSIBILITY

No matter how  
abled a guest is,  
they can have fun at  
Monsterland!

## **To ensure maximum accessibility, the park will:**

- Keep grading low and walkways wide
- Use all five senses as much as possible throughout all attractions and experiences
- Keep all attractions and play areas wheelchair accessible
- Have multiple decompression and green spaces to avoid sensory overload
- Train all staff in best practices serving both visible and invisible disabilities

# ENVIRONMENT & LEED

## **Location: the San Francisco/ Sacramento area**

- Mild summers and winters lower heating and cooling needs
- Many abandoned sites that could be redeveloped to avoid destroying virgin land
- Using only native and drought resistant plantings

## **Following LEED Guidelines Whenever Feasible**

- Providing public transport to and from park
- Using water reclamation systems for landscaping
- Providing water bottle refill stations
- Placing an emphasis on recycling and composting throughout the park
- Using geothermal energy for heating and cooling
- Using solar energy to offset the park's power needs



THANKS FOR VISITING

# MONSTER land

**KIMBERLY BRADFORD**

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**CARA LEVINE**

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**BRIDGET WEITZEL**

3D modeler  
creative researcher

**KAREN DONARSKI**

3D modeler  
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