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the shops at



earth-b

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# PROJECT TEAM



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**When a parallel dimension suddenly appears inside a shopping mall, revealing a grim alternate Earth timeline, guests must find out what happened to our parallel brethren and how to stop it from happening to us...**

**...before our fates collide.**

# PROJECT METRICS

## WHAT IS IT?

An immersive walkthrough experience with escape room elements

## LOCATION

Any abandoned or underutilized indoor shopping mall

## AUDIENCE

16+

## GENRE

Fantasy, Sci-Fi, Adventure, Mystery, Nostalgia

## DURATION

75 minutes

## PARTICIPANTS

Up to 8 guests in a group

## TIMING

Groups will be spaced 3 rooms apart

## THRC

40 guests per cycle (75 minutes)



# ECOLOGICAL IMPACT & FEASIBILITY

This project was inspired by the increasing number of malls around the world that are shutting down. We feel that re-using these abandoned spaces for themed entertainment opportunities would eliminate the waste of materials normally experienced during demolition. It would also create job opportunities and stimulate the local economy by bringing tourism to the area.

Our attraction is meant to resemble a derelict mall, so any existing cosmetic damage would be set dressed to fit the theme. Much of the existing mechanical, electrical, and plumbing infrastructure would be reused. Existing restrooms and drinking fountains would be updated for ADA compliance.

Plant life is a key component of our attraction. Many of the plants would be artificial, especially in the rooms with less natural light. However, we would like a sense of realism in the areas where plant life is more easily maintained; for instance, an atrium with skylights. A horticultural team would be employed to maintain and replace the plants as needed.



# GUEST ROLE



**EARTH-A**



**EARTH-B**

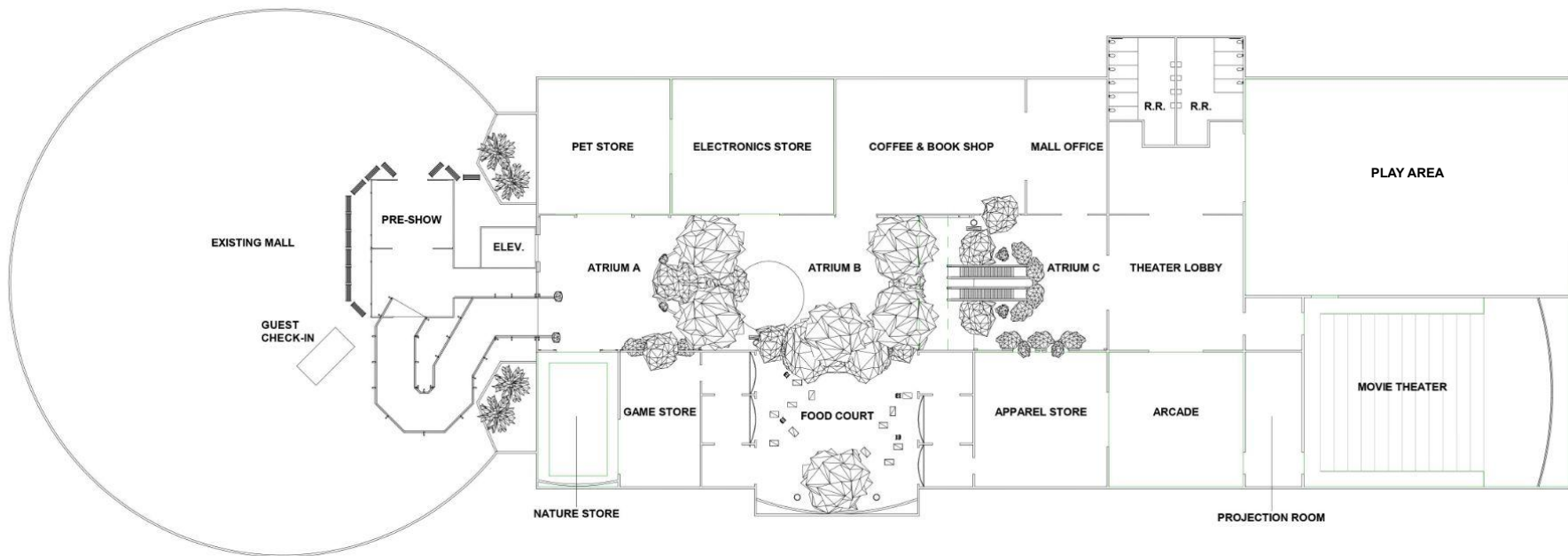
The role of the guest is that of a research scientist who is sent to infiltrate the operations of Globax Electronics - a fictional corporation that has set up shop at the site of wormhole in a local mall. This wormhole leads to a parallel dimension known as Earth-B.

Guests are encouraged to interact with live actors stationed throughout the attraction to discover clues that reveal backstory on Earth-B. Guests will also need to solve Escape Room puzzles to advance from scene to scene. They are guided by a mysterious voice that will either give clues to or reveal the solutions to each puzzle if the guests are unable to solve them within the allotted time.

When the guests reach the midpoint of the attraction, the identity of the mysterious voice is revealed - as is the hidden agenda of Globax. It turns out that the Globax in Earth-B has misused a power source called Seregonium and has destroyed their world as a result. The Globax of Earth-A wants to get their hands on this power source. They naively believe that they can avoid the same fate, despite the obvious signs of Seregonium's destructive effects.

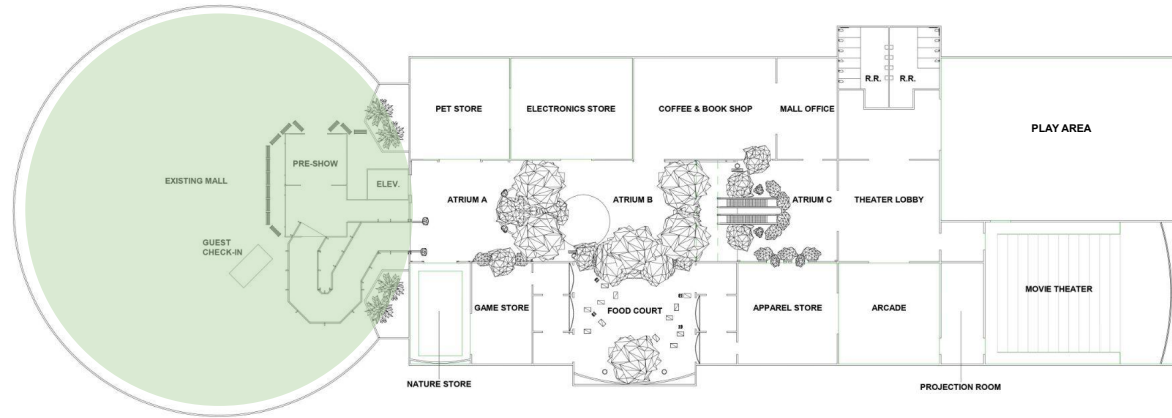
**Our guests are called to act: destroy the Seregonium, expose Globax, and cut off the link between Earth-A and Earth-B.**

# ATTRACTION LAYOUT

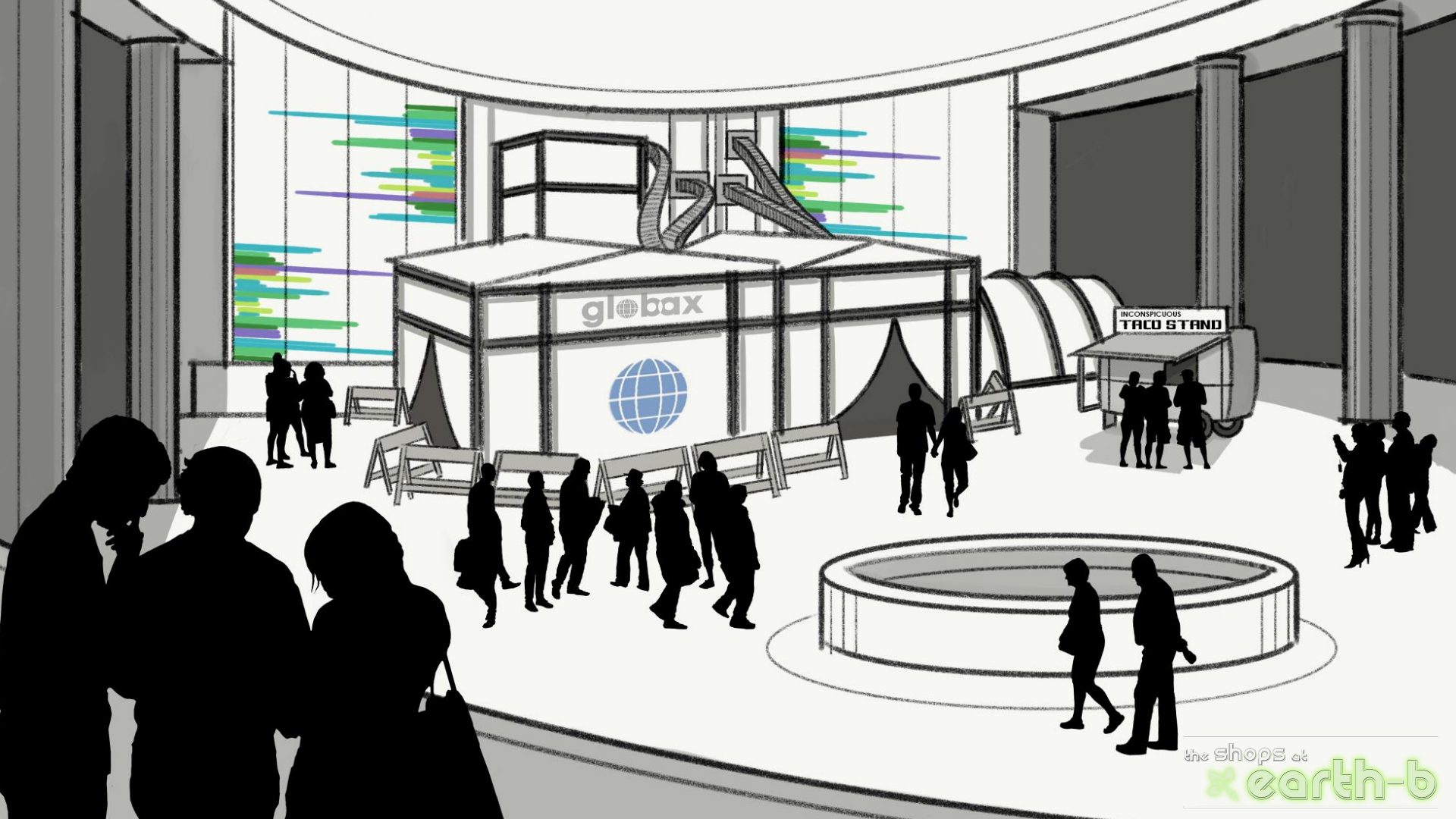


The attraction layout is based on a standard mall floor plan template: two rows of retail space surrounding a central atrium and a larger retail space at the end. The attraction design can be easily adapted for the space in which it is built. The second story of the mall will be used for cast member backstage areas.

# ENTRANCE - BIOHAZARD TENT (EXTERIOR)



The entrance to the attraction resembles a biohazard area. Signs on the biohazard tent inform guests that the operation is run by Globax Electronics. A wall behind the tent glitches occasionally from the instability of the wormhole. Guests are instructed in their ticket confirmation email to check in with a fellow undercover scientist at the nearby *Inconspicuous Taco Stand*, where they receive their covert instructions. Here guests will scan their admission tickets to receive “Globax clearance badges.” They will also receive a pager which will signify when it’s time for them to enter the attraction. Guests are further informed that they have only 75 mins. to accomplish their mission before being discovered by Globax.



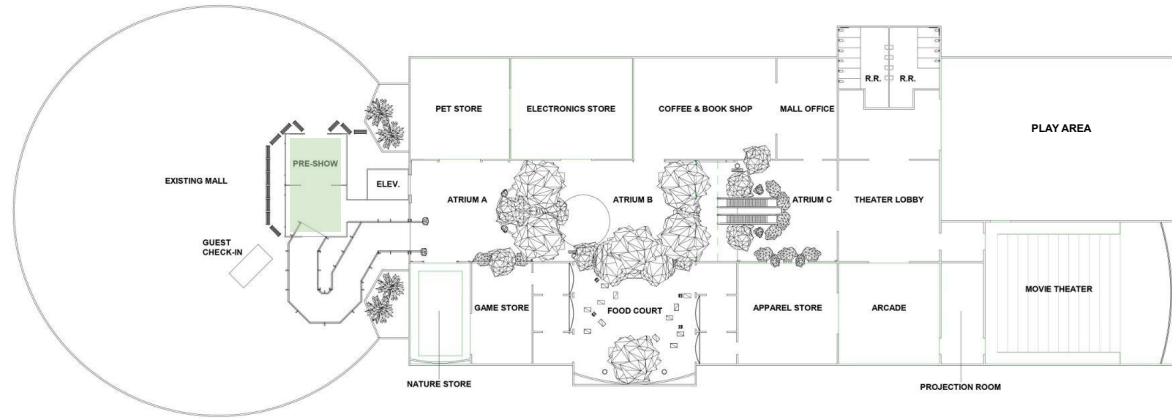
globax



INCONSPICUOUS  
TRADE STAND



# PRESHOW - BIOHAZARD TENT (INTERIOR)



After entering the biohazard tent with their “counterfeit” badges, guests are debriefed by a Globax employee. The mission is simple: once inside Earth-B, guests will need to collect energy samples and return them to the biohazard tent. Guests notice from some of the equipment in the tent that something seems suspicious about Globax’s intentions.

# BIOHAZARD TENT INTERIOR



3D Model shot to indicate scale/dimensions only. Please refer to reference images for intended stylistic direction.



Image © Universal Pictures



Image © BLU-MED

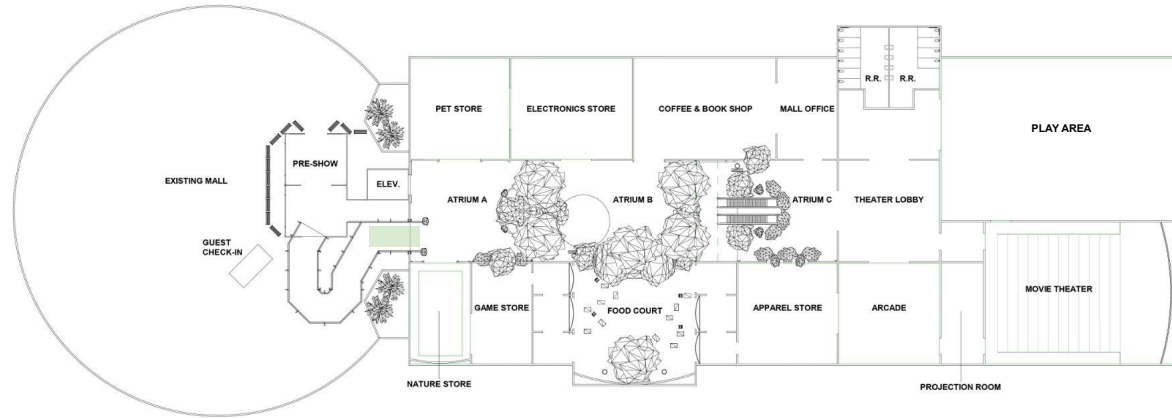


Image © Marvel Studios



Image © Universal Pictures

# PRESHOW - THE WORMHOLE



As guests continue through the biohazard tube, it appears to glow and bend in abstract shapes (achieved with lighting effects and rear projection) as extraterrestrial sounds fill the air. A smokescreen (dispensed from hidden nozzles in the tube's ceiling) obscures the guests view of the next scene.

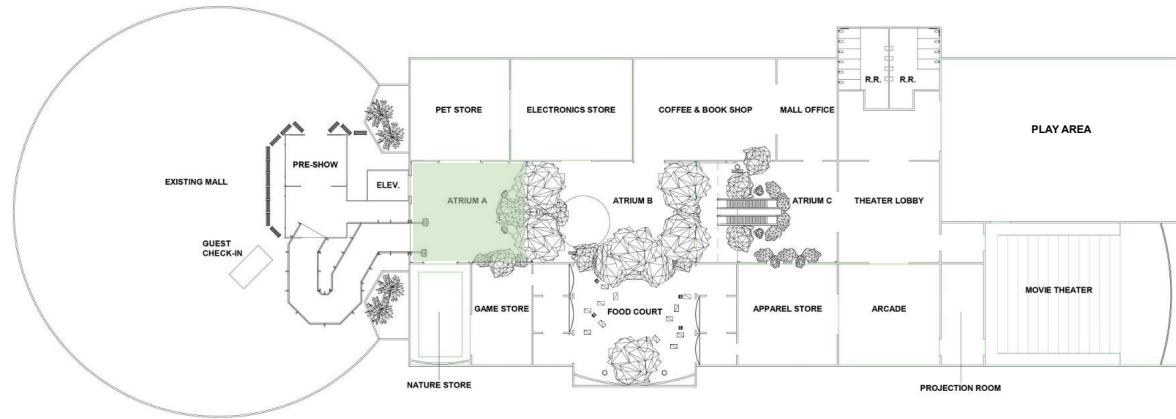


WORMHOLE INTERIOR





# SCENE 01 - ATRIUM A



Guests emerge from the wormhole and find themselves in an atrium overgrown with plants. A statue of Icarus is the guests' first clue to the fate of Earth-B.

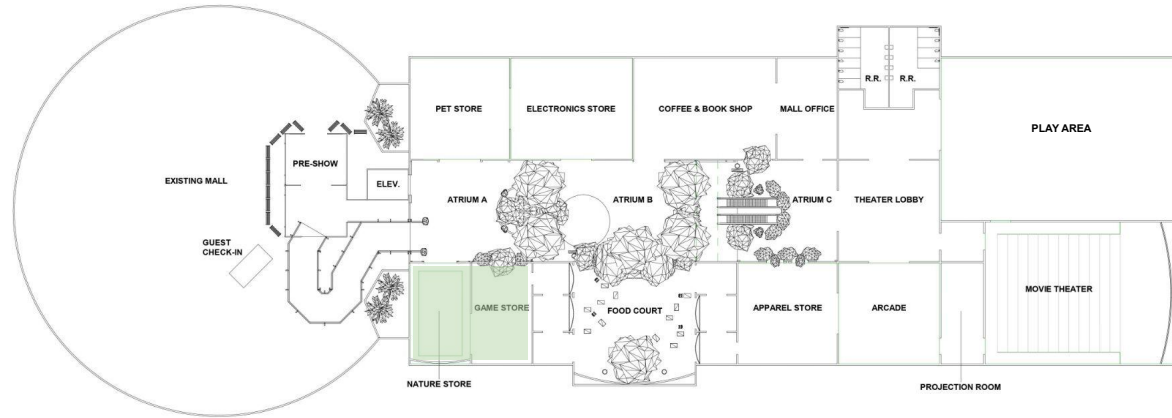
Newspapers block the shop windows. Dates and headlines on the newspapers confirm that this mall (fittingly named Pompeii Plaza - another hint) was shut down sometime during the 1990s.

Globax employees wearing hazmat suits prompt guests to enter the first show scene.

ATRIUM A - ICARUS FOUNTAIN



# SCENES 02 & 03 - NATURE & GAME STORES



In-Universe Names: **Science Emporium** & **Cartridges**

In the **Science Emporium**, a planetarium-type screen display on the ceiling reveals further information about Earth-B's past. By looking into a telescope, guests can find a hidden message that reveals the name of Earth-B's energy source - Seregonium. Guests are beckoned into the neighboring shop by another Globax employee.

**Cartridges** is meant to resemble a typical video game store. Guests discover that most of the products sold in the mall are powered by Seregonium. Another Globax employee confirms that Globax is after the Seregonium to use it for their own means. Guests are then prompted to enter the next scene.



NATURE STORE



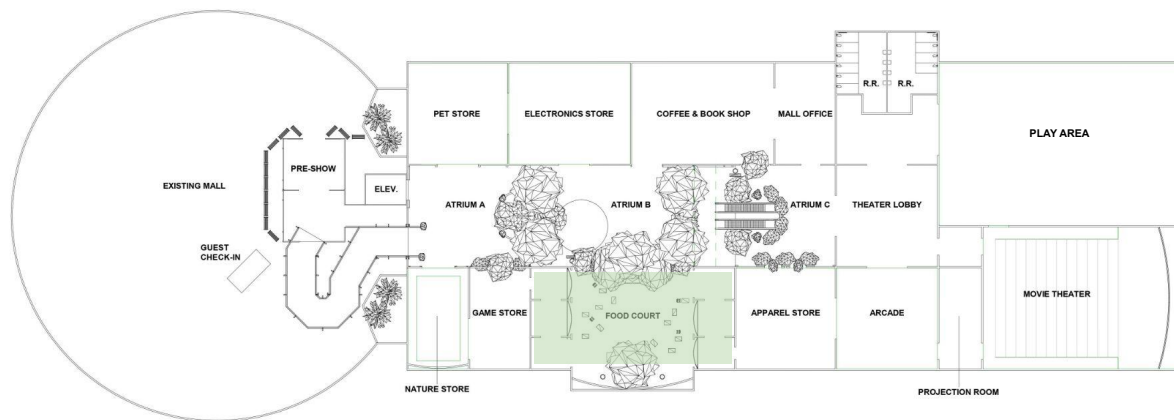


GAME STORE (REFERENCE)





# SCENE 04 - FOOD COURT



In-Universe Name: **Ambrosia Food Court**

Guests weave in and out of the kitchens of various food vendors to enter the **Ambrosia Food Court**. Labels on the kitchen equipment read “Powered by Seregonium.” Abandoned tables and chairs are scattered about. The digital menu boards above the food vendors “glitch” to show messages of warning.

# FOOD COURT (3D MODEL)



3D Model shot to indicate scale/dimensions only. Please refer to reference images for intended stylistic direction.





Image © Var Uta Info



Image © BuzzFeed

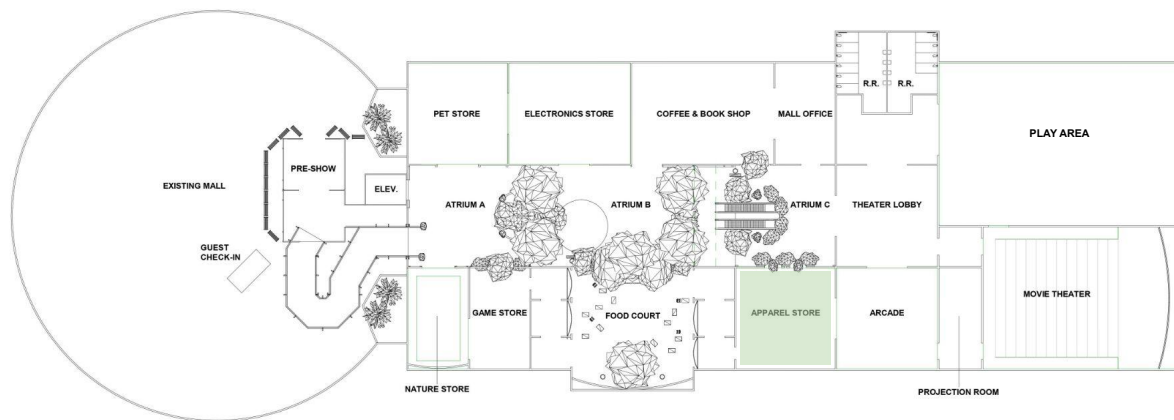


Image © North East Mall - YouTube



Image © Ace's Adventures - YouTube

# SCENE 05 - APPAREL STORE



In-Universe Name: **Smells Like Teen Clothing**

**Smells Like Teen Clothing** resembles a typical apparel store aimed at teenagers. Besides the clothing racks and mannequins overgrown with vines, other placemaking elements include wall-mounted television screens that glitch between footage of music videos and riots outside of a corporate headquarters - the name of which guests can't quite catch. The face of a teenage girl appears sporadically on the screen. A mysterious mechanical voice leads guests to the fitting rooms at the back of the shop where a hole in the wall opens to the next scene.





Image © Dallas Morning News



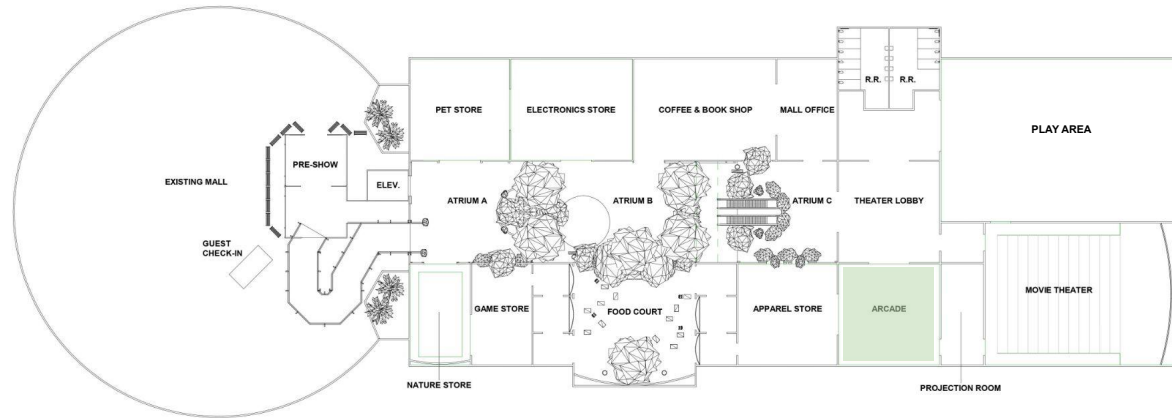
Image © The History of Hot Topic



Image © The New York Times



# SCENE 06 - ARCADE



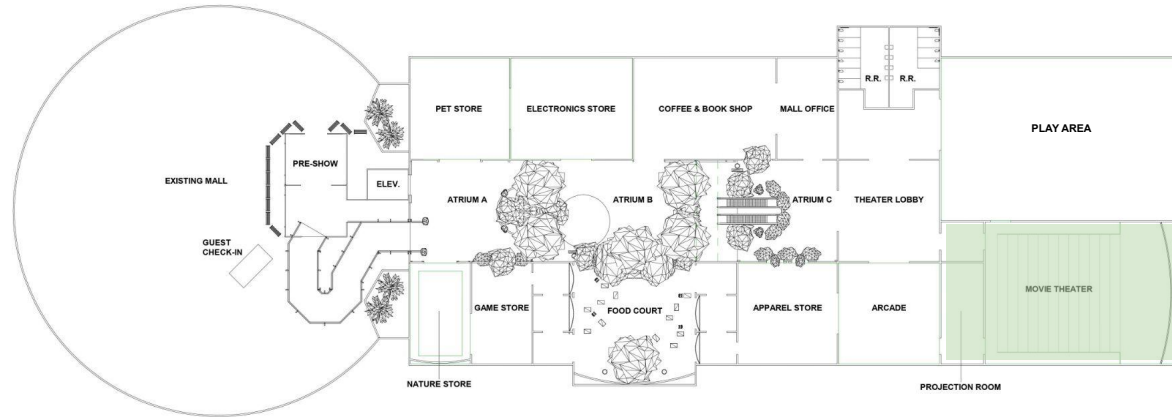
In-Universe Name: **Ar-K-O Arcade**

The **Ar-K-O Arcade** will have functioning arcade games, but only one game cabinet holds the key to unlocking the next room. After a certain amount of time, the mysterious guide will disable the machines and direct guests to the game cabinet in question. After a cheat code is entered, the cabinet will open to reveal a passageway into the next scene.

ARCADE



# SCENE 07 - MOVIE THEATER



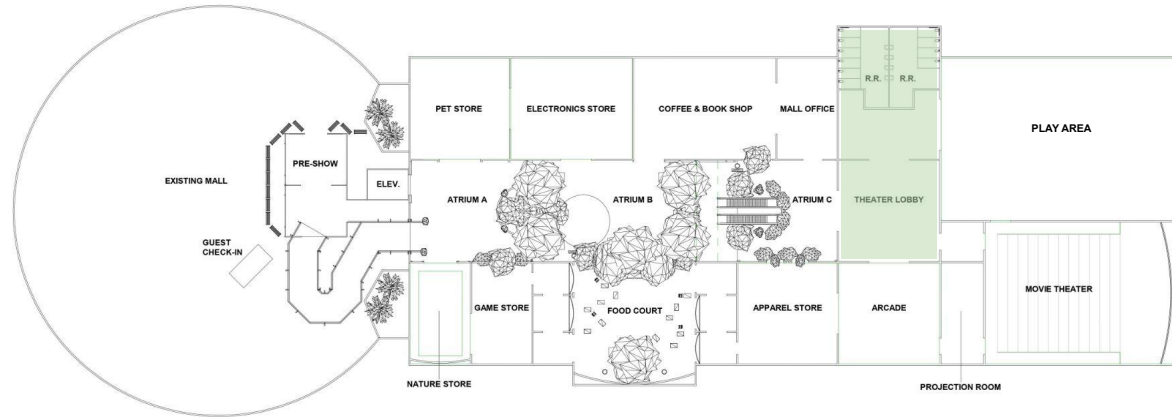
From the point of view of the eerie **Projection Room**, guests look down on an empty **Movie Theater** - a pivotal moment in the attraction. Projected on a torn screen is the image of a teenage girl, who identifies herself as Ashley Templeton (the mysterious guide all along). She reveals to guests that it was Globax who exploited Seregonium to create Pompeii Plaza - a mall run by the largest collection of Seregonium energy on the planet. Prolonged use of Seregonium resulted in the slow demise of the human race. Ashley tried to destroy the generator, but was vaporized the sheer power of it - her consciousness absorbed into the mall's advanced tech system. She tasks guests with shutting down Pompeii Plaza once and for all. Guests must locate the Seregonium generator (the main power source for the mall) and destroy it. This will disrupt the connection between Earth-A and Earth-B and keep Seregonium out of the hands of Globax from Earth-A.



MOVIE THEATER



# SCENE 08 - THEATER LOBBY



In the **Theater Lobby**, guests will see a box office ticket kiosk that now resembles a large terrarium (a great photo opportunity). Plants and flowers on the other side of the glass appear to breathe (with the use of animatronics).



THEATER LOBBY

tickets

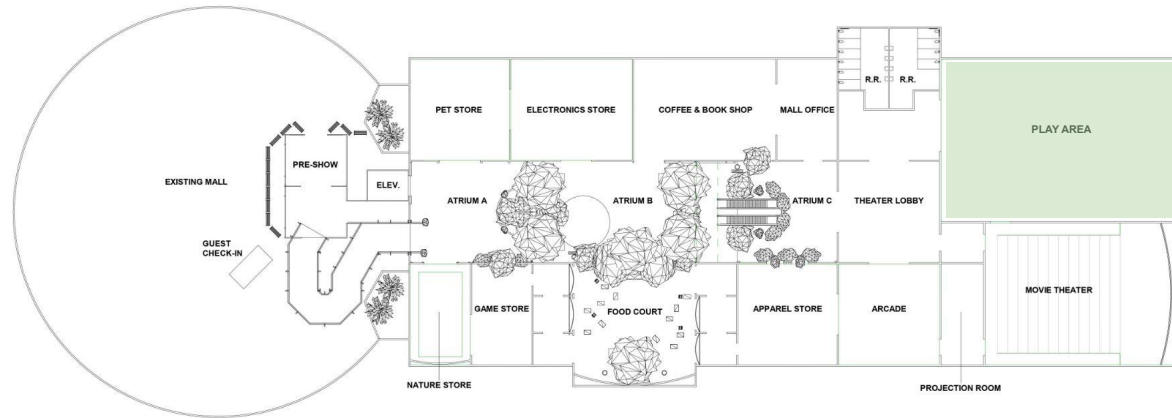
Party Area

the shops at  
earth-b





# SCENE 10 - PLAY AREA



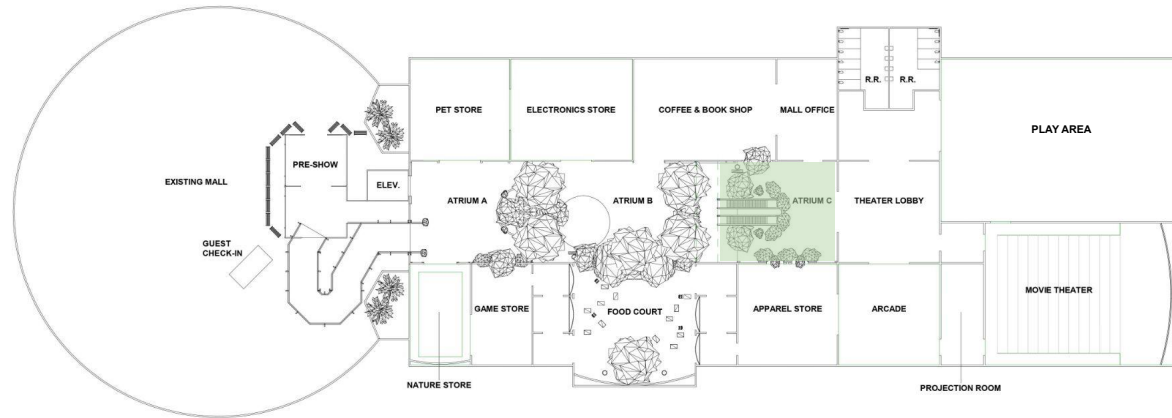
In-Universe Name: **X-Treme Zone**

In the **X-Treme Zone**, guests will have the opportunity to climb, crawl, and slide through an obstacle course that looks like it was dropped in the middle of a tropical rainforest. This provides a moment of levity for those willing to participate. There is an opportunity to skip this section for those who choose to do so.

PLAY AREA



# SCENE 11 - ATRIUM C



As guests enter **Atrium C** they find themselves in awe of an escalator that has collapsed under the weight of a cascading waterfall. Ferns around the waterfall release glowing spores (fiber optics embedded in artificial plants) which add to the strange beauty of the scene.

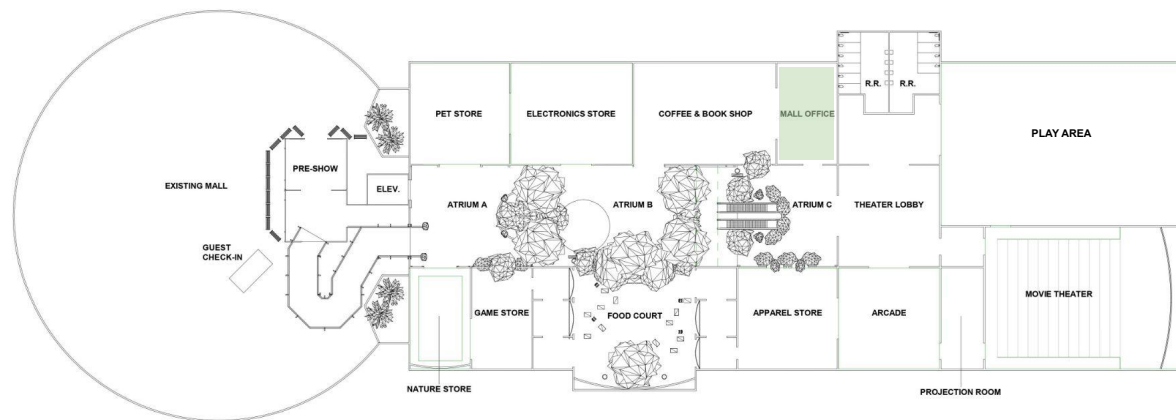
Also located here is the Mall Directory that highlights the location of the Seregonium generator - which can be found in the Radio Shanty electronics store. Ashley illuminates the light above an “Employees Only” door nearby. The door creaks open to reveal the next scene.



ATRIUM C - ESCALATORS



# SCENE 12 - MALL OFFICE



The **Mall Office** is meant to appear as an “Employees Only” area that gives the guests a feeling of wandering backstage. The electronics in this room glow green with Seregonium energy. By placing a glowing floppy disk into one of the computers, guests can learn more about Ashley’s discoveries. A bulletin board on the wall reveals additional details with advertisements and employee memos. A plaque next to the bulletin board reveals that Ashley was voted “Employee of the Month” before the mall shut down.

To exit the room, guests pass through a hole in the wall that has crumbled under the weight of some vines.

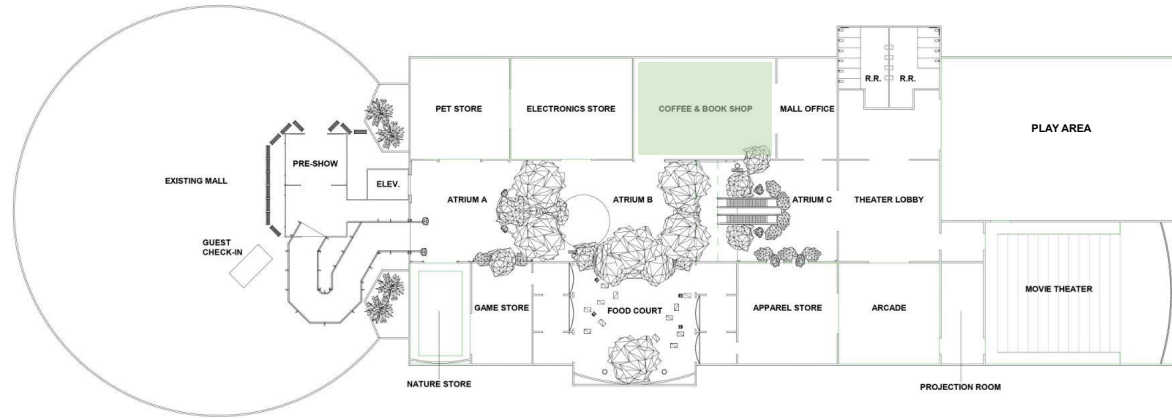


MALL OFFICE



GLOBAX HEADQUARTERS  
POMPEII PLAZA

# SCENE 13 - COFFEE & BOOK SHOP



In-Universe Name: **Boundaries**

**Boundaries** is meant to resemble a typical book shop and coffee house. Though many of the bookshelves are empty, certain strategically placed magazines and newspapers will reveal additional details about Earth-B's past and feature clues about the role of Globax in this dimension's demise, particularly in their use and exploitation of Seregonium.



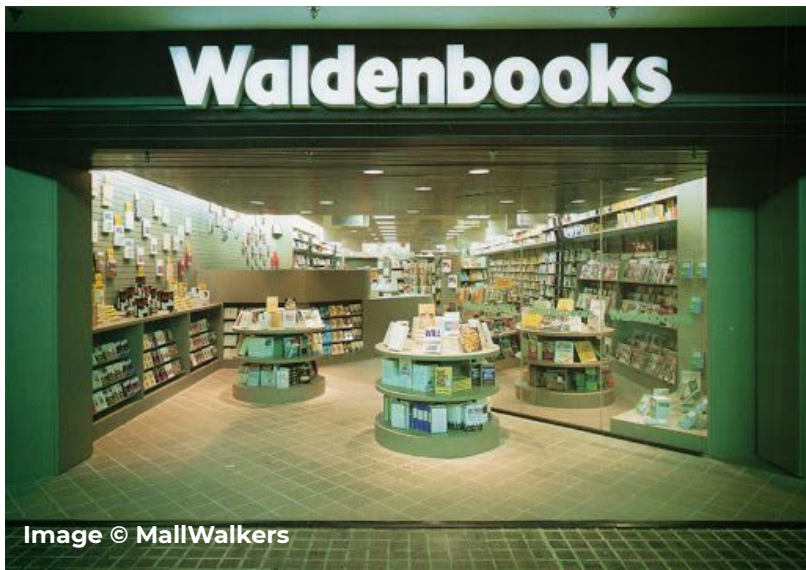


Image © MallWalkers



Image © Tocci Building Corporation



Image © Stefan Baumann



Image © Bruce Marsh



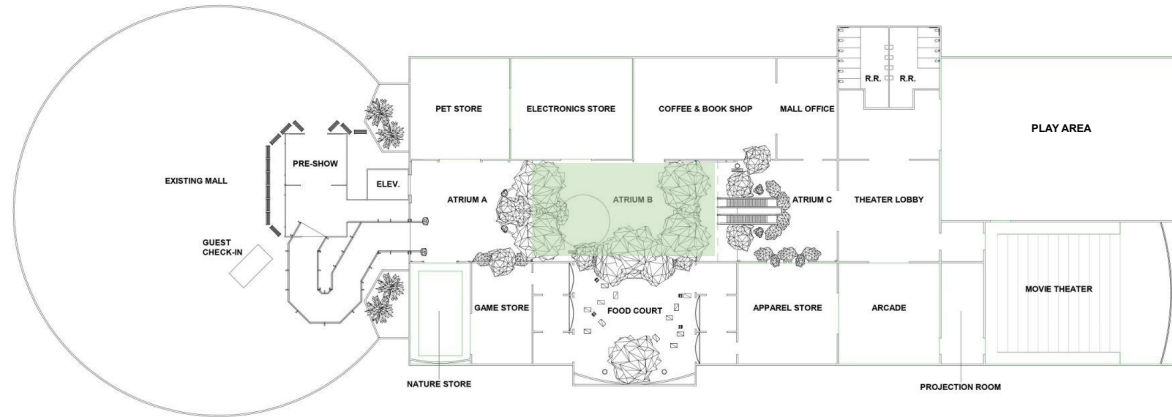
Image © MallWalkers



Image © MallWalkers



# SCENE 14 - ATRIUM B

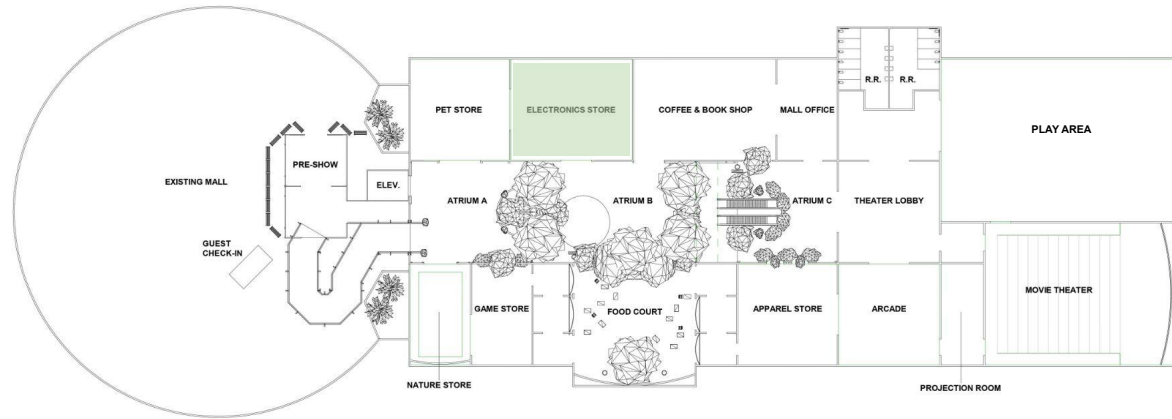


In **Atrium B**, guests will see an old-fashioned carousel and various coin-operated kiddie rides that appear to power themselves. The rides glow green with Seregonium energy (achieved with projections and LEDs positioned on the rides). The echoes of children's laughter fill the air (audio played over hidden speakers) .

ATRIUM B - CAROUSEL (Reference)



# SCENE 15 - ELECTRONICS STORE



In-Universe Name: **Radio Shanty**

**Radio Shanty** is designed to resemble a typical electronics store. Ashley gives guests the objective to collect glowing microchips from the various electronic devices around the room and deposit them into the Seregonium generator at the center of the store. This will overpower the generator and release the Seregonium energy. Once this is accomplished, a burst of energy will blast a hole into the next room (an effect achieved with a false wall, projections, and fiber optic lights embedded in the ceiling panels).



ELECTRONICS STORE

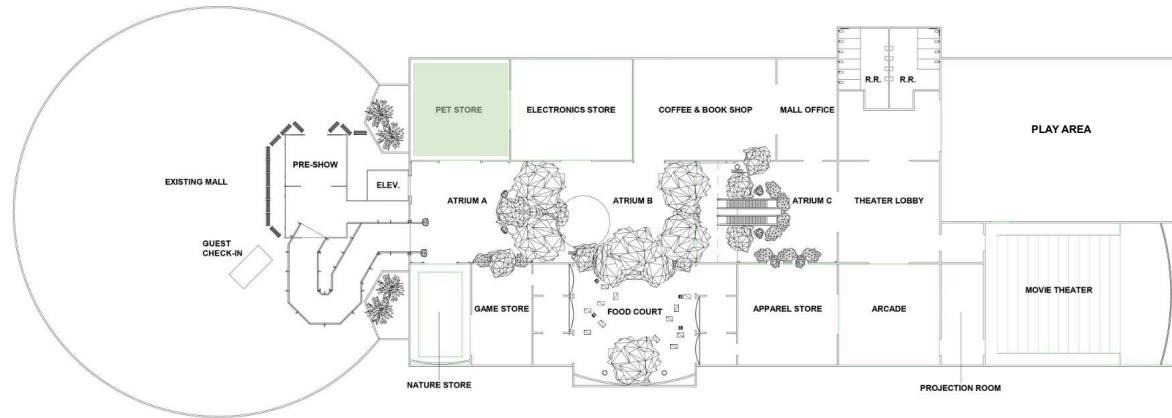
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GLXBAX  
ELECTRONICS

# SCENE 16 - PET STORE



In-Universe Name: **Tanks & Terrariums**

**Tanks & Terrariums** is meant to resemble a typical pet store. The “burst of energy” effect from the previous room continues here and appears to stimulate the growth and bioluminescence of several plants around the room (achieved with animatronic plants and embedded LEDs). Ashley congratulates the guests on successfully destroying the Seregonium generator. She explains that the released energy has had a beautiful effect on the plant life, but urges the guests not to celebrate just yet as the connection between Earth-A and Earth-B is starting to collapse.

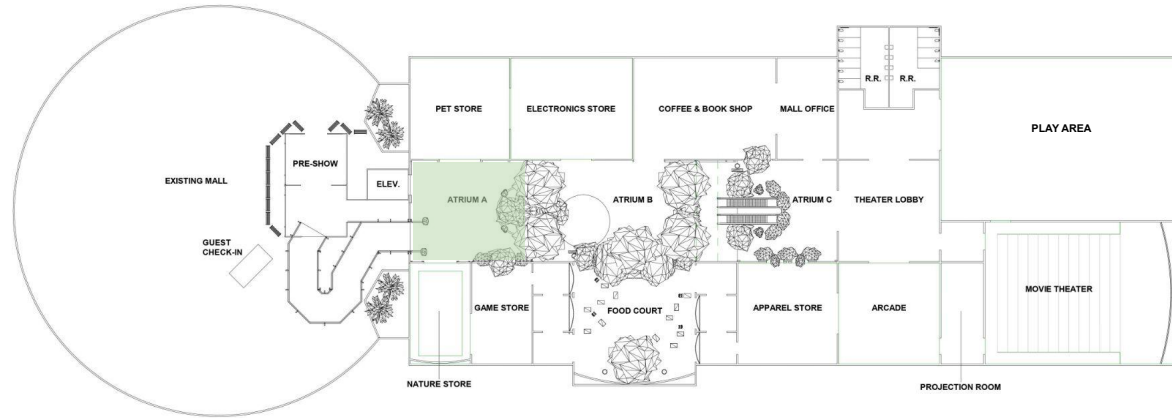


PET STORE INTERIOR





# SCENE 17 - ATRIUM A (FINALE)



Guests re-enter **Atrium A** to find that it has transformed (with the aid of lighting effects and fiber optics embedded in the artificial plants) into a beautiful display of bioluminescence. The Globax employees from earlier tell guests that the wormhole appears to be collapsing and urge them to leave through the same way they entered.

ATRIUM A - FINAL LIGHTING CUE -  
BIOLUMINESCENCE





**THANKS FOR VISITING!**