

# Storyland

## DESIGN CHALLENGE



### The Shops at Earth-B

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**TABLE OF CONTENTS**

<b>Character Sheets</b>	<b>Page: 03</b>
<b>Logo Designs</b>	<b>Page: 05</b>
<b>THRC/Accessibility</b>	<b>Page: 06</b>
<b>Floor Plans</b>	<b>Page: 07</b>
<b>Elevations</b>	<b>Page: 08</b>
<b>Model Shots</b>	<b>Page: 09</b>
<b>Lighting</b>	<b>Page: 12</b>

## Character Sheets General

**Character Name:** Ashley Templeton

**Age:** 17

**Backstory:** Ashley was working at the Mr. Fieldhouse stand in the mall food court when the mall began converting to seretonium energy. Over time, she saw the deathly effects of Seregonium on her coworkers and felt them herself. She began researching Seregonium and learned that there have been rapidly increased deaths since its arrival and implementation, the facts of which have been forced under wraps.

She asked mall management questions about the new energy hub they put inside the Radio Shanty but was always waved away. Deciding to take matters into her own hands, she learned all she could about Seregonium and the energy source inside the Radio Shanty, and tried to shut it down herself.

Unfortunately, her efforts failed and she was killed by the energy source in the process, merging with it. She is able to appear in and control the mall's electronics as a result, communicating through them.

**Purpose:** She wants us to finish what she started and shut down the energy source, so that our dimension does not succumb to the same fate.

**Costume Description:** Hair: Bright scrunchie in half-up ponytail, big bangs.  
Accessories: big, chunky hoop earrings and bracelets.  
Clothing: food court uniform

**Makeup:** Pink lipstick, natural eye colors

**Handheld props:** N/A

**Idle Action:** N/A

**Character Movement:** Ashley moves and speaks quickly and intentionally. She knows we can not dawdle

<b>Character Name:</b>	Globax Corporation (Earth-A) Employees
<b>Backstory:</b>	Through a shady deal with the mall, Globax (Earth-A) took complete control over all research operations at the mall as soon as word leaked about a parallel universe with advanced technology. They are researching the plants and electronics in Earth-B with the intent of harvesting the energy source and bringing it back to our dimension for use.
<b>Purpose:</b>	Globax Earth-A seeks to discover, research and develop new energy sources.
<b>Costume Description:</b>	Hazmat suits
<b>Makeup:</b>	Basic
<b>Handheld props:</b>	Various: clipboards, petri dishes, plant material, scissors,
<b>Idle Action:</b>	Collecting plants and electronics, dissecting them.
<b>Character Movement:</b>	Slow, methodical

**Logo Designs**

Shops at Earth B (Attraction Title):



GLOBAX - Earth B Version (circa 1990s):



GLOBAX - Earth A Version (circa 2020s):



GLOBAX - Earth A Small Version (circa 2020s):



## **Throughput**

Preshow: 10 minutes

Attraction duration: 75 minutes

Groups: Up to 8 guests, spaced 3 rooms apart to allow for cast/SFX/SAE reset

THRC: 40 guests

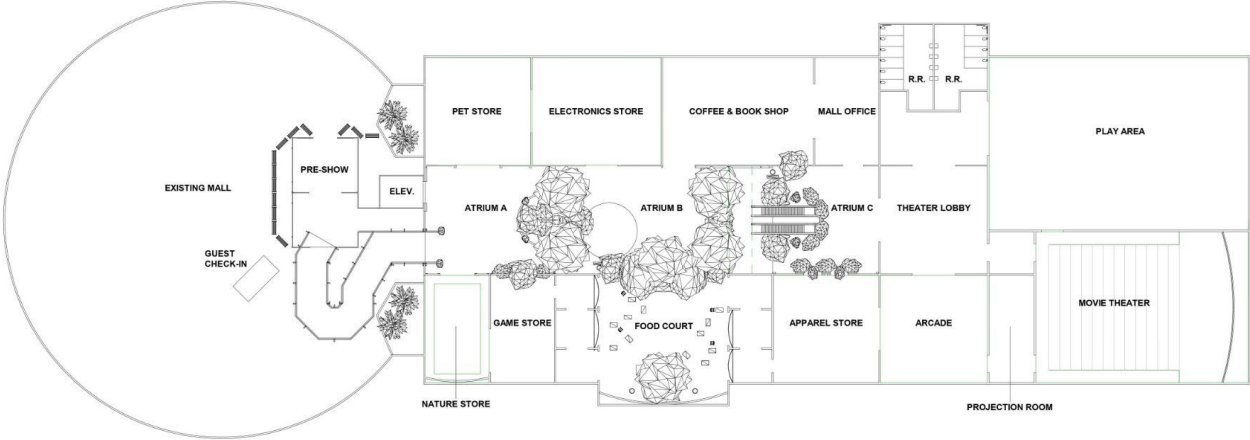
Daily Capacity: 384 Guests

## **ADA Accessibility**

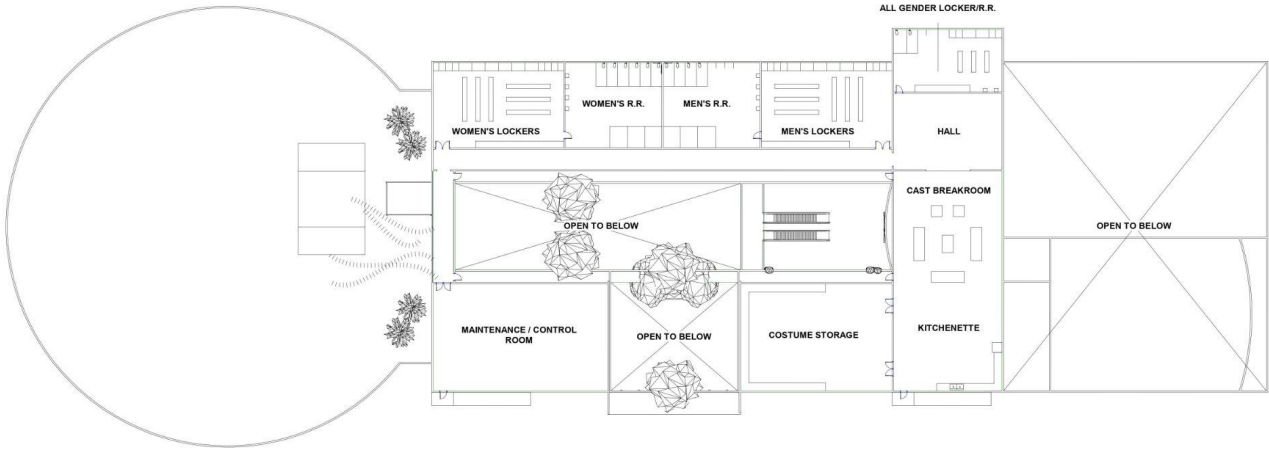
The building is intended to be fully accessible to guests using wheelchairs. With the exception of the jungle gym play structure, all experiential moments will be accessible.

### Floor Plans

#### Level 1: Onstage



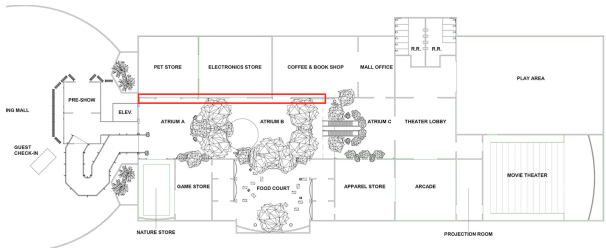
#### Level 2: Backstage



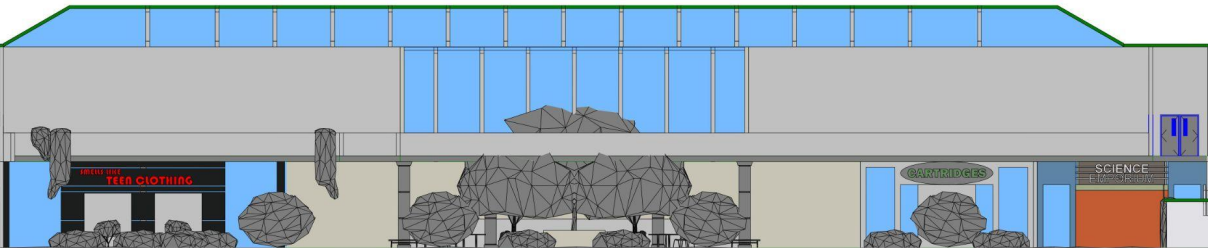
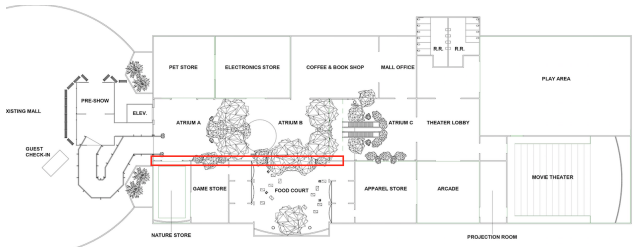
### Elevations - Store Facades

Red boxes indicate location of elevations.

#### Atrium - North



#### Atrium - South

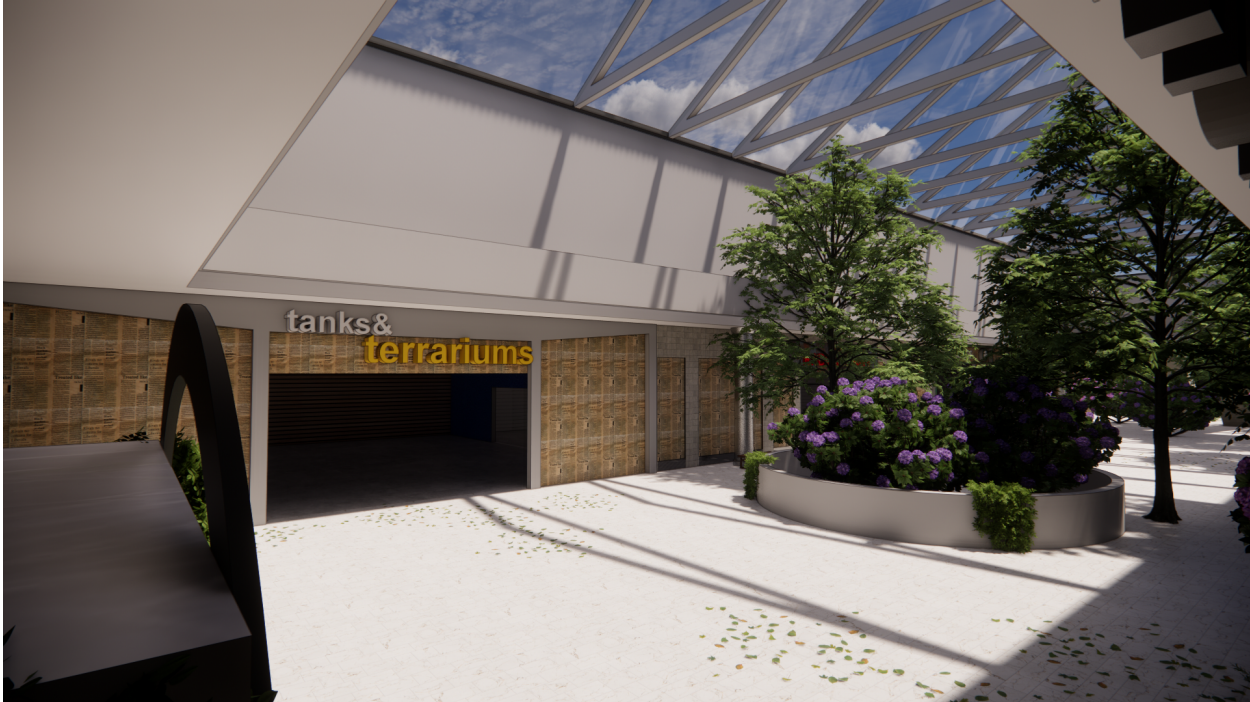




**Additional Model Screenshots**

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

**Atrium - North**



Atrium - South



**Atrium - East**



## Lighting Design

A combination of natural light, bioluminescence. Punctuated by some flickering remainders of the mall's artificial lighting and safety lights installed by the exploring scientists.

**Day:** Pools of light shine from the mall skylights, mottled from the plant overgrowth and the dirty exterior of the unkempt glass.

**Night:** Mutated, bioluminescent plants grow throughout the mall, getting thicker as guests travel through the experience. Safety lights installed by the research teams brighten, allowing guests plenty of visibility to move through the attraction safely.



Reference images credit: Universal Pictures, Seph Lawless, Youtube, The Walt Disney Company, Getty Images.