DREAMHOUSE

TECHNICAL PROPOSAL

The Experience

Dreamhouse is a standalone walkthrough attraction. Guests take self-guided tours punctuated by scavenger hunt-style gameplay that activates show moments.

Dreamhouse is an introvert's answer to immersive theater. The characters populating the story world all exist in the past and express themselves through what they've left behind, rather than live performances. Guests can explore either in a group or fully alone, with no face-to-face interaction required.

The attraction is framed as a late 19th century mansion which has alternately existed as a private residence, boarding house, apartments, a nightclub, and an historical attraction, and is now open to be explored in its recently re-occupied, transitional state. Upon entry, guests can pick up on a "quest" following a particular past resident or staff member's storyline, reviewing clues across the house to culminate in a final show moment, or choose to explore casually without constraints.

Operations

Safety

While Dreamhouse is based on a historical residence, it is designed with widened pathways, bigger rooms, and wider doorways than are historically accurate to permit traffic flow and accessibility. Part of the story may involve finding hidden doors and entering secret rooms, but all will be accessible to all guests. No crawling, climbing, entering confined spaces, or experiencing darkness will be required to complete any quests.

Since the in-story mansion operates as a tourist attraction that would necessarily have been brought up to code, there is no concern about standard exit signs, fire escapes, fire extinguishers, emergency lighting, etc. disrupting the theming.

Accessibility

Dreamhouse is fully accessible to all guests of all abilities. Each floor has at least one accessible restroom. All restrooms are family/companion-style and for all genders. An elevator accesses all floors.

While the house is portrayed as haunted, the experience is not meant to be frightening. There are no loud noises, jump scares, or strobe lights. A few quiet rooms will be designated and highlighted on guides that staff can share with guests with sensory needs.

Gameplay content will be accessible to as many guests as possible:
- Limited mobility
  - Primary clues will be within eyesight and reach of guests in wheelchairs
- Hearing impairments
  - The majority of gameplay is visual in nature - notes to read, photos to look at
  - Handheld devices that receive signals from the local area to trigger captioning can be provided for guests to participate in audio-heavy quests
- Visual impairments
  - Quests that use tactile clues instead of visual (i.e. a character has a signature carved symbol which identifies objects related to their storyline), as well as Braille, will be available
  - Spatial audio throughout the building can be used in quests to help lead guests around
  - Handheld devices that receive signals from the local area to trigger audio guides can be provided for guests to participate in visually-oriented quests

Ticketing

Advance ticket purchases online will be strongly encouraged, with limited tickets available at the door. Tickets will be priced at adult and child levels, with standard and promotional discounts offered. Guests will be able to upgrade to memberships off the base price of their ticket within a certain number of days after their first experience, online or in person.

Guest Flow

Upon arriving at the attraction and being checked in, groups will be pulsed into the house at approximately 15 minute intervals. Guests can pick up on quests in the anterooms as they desire before filtering to the rest of the house, alleviating some of the potential for guests on the same quest to run into each other. Should multiple parties arrive at the same clue, guests can either choose to work together, or occupy themselves with numerous other diversions in the area while waiting for the clue to become available.

Most guests will spend approximately two hours at Dreamhouse, completing 2-3 quests as well as experiencing "mini games" and simple activations in the various rooms.

Food & Beverage

A bar can operate at the reception area outside the house as a beer garden-type experience. Drinks must be finished before entering to protect the house contents; only closed water bottles will be allowed inside.

After the attraction opens, there is the potential to add on a themed cafe to extend the guest experience. This would be outside the show building for spatial considerations. Offerings could be based on characters or eras from the story, and change seasonally.

Retail

A gift stand near the entrance/exit can sell standard souvenirs representing the in-story house, such as apparel, mugs, magnets, etc., as well as themed notebooks for guests who wish to track their experience analog-style, and history-inspired trinkets and miniatures themed to specific characters and rooms.

Other Peripheral Experiences

As the attraction grows, the site could be further developed with additional features relevant to the mansion's history. Gardens, event space, a play area, a carriage house, a chicken coop, and even a small petting zoo could provide some historically accurate educational content, as well as space for additional game clues, with the hope that Dreamhouse will grow into a community hub and provide activities of interest to the whole family.

Staffing

Required staff will include:
- Reception/Ticketing
- Guest Relations/Helpdesk - staff with in-depth story knowledge who can move throughout the house, assisting stuck guests with finding clues and providing additional lore on request
- Retail
- F&B
- Custodial
- Show Technicians - Audio, Lighting, Controls
- Maintenance
- Grounds/Landscaping
- Security

Dreamhouse may only operate if it can provide a living wage and benefits to everyone who contributes to its success.

Security

The entire attraction will be covered by video surveillance with an actively-staffed command center, for combined safety, security, and show control purposes. As with safety equipment, cameras are part of the house's story world, so while they should be unobtrusive to the experience, there is no need for them to be hidden.

Disruptive guests will be promptly removed and barred from re-entry.

Clues for game quests will be large enough to make theft difficult with surveillance, and some items can be tagged to set off an alarm if removed from the building. Many of the "filler" objects that are not used for storylines can be displayed out of guest reach or subtly glued down, although there will still be a wealth of things for guests to look through - trunks, drawers, and cabinets to open, books to read, etc.

The floor plans included with this package are historically-themed, for guest reference only. The show building would have centrally-placed control and equipment rooms, disguised as maintenance areas to signal to guests that they are closed to exploration.

Inclusivity

In-story, the historic mansion's varied history means it was occupied by residents and staff from different eras, backgrounds, and experiences. The entire rear portion of the house was designed to be occupied by servants, whose histories are as much a part of the house as those of its original wealthy owners. The story of the house is necessarily one of social stratification, and guests will discover how that shaped characters' lives. Storylines interwoven between multiple characters will show how a person's views and perceptions affected those around them.

Sustainability

Dreamhouse occupies a modest footprint approximating that of a large contemporary house. The show building would need to be newly built to meet accessibility, safety, and show needs, which means it could use all eco-friendly materials and practices. Up-to-date, energy efficient lighting and HVAC systems can be disguised as a hodgepodge of historical lamps, radiators, etc. from the eras the house would have been occupied in. Since the main character in the story

needs to update and maintain the long-disused house, solar panels and similar modifications with an "added-on" appearance are appropriate to include.

The in-story house would have been situated on an overlarge suburban lot, so green space and gardens are part of the grounds. Composting of F&B waste can be done on site. The attraction can grow into a community space where food grown in the gardens can be used in the cafe.

Most of the gameplay-used items in the house would be bespoke creations, but the larger collection can be filled out with secondhand items procured from antique and thrift stores.

Technology

AV

Certain areas of the house will incorporate spatial audio for sound cues to direct guests on quests, or for ghostly voices to float by. Some speakers can be themed as an old-fashioned address system, and some can be disguised.

Lighting

Primary lighting will be themed to fixtures from various eras depending on the main theme of a room. Lights may flicker or go out if a "ghost" is present.

Some game clues may involve using a UV flashlight to find hidden messages.

The ballroom in the attic is fitted with an interactive LED tile floor that can lead guests around and play with them.

Fiberoptics will be incorporated into some scenic items to provide glowing effects that awaken when activated by gameplay, or that shepherd guests to other areas with a twinkling "light guide."

Animated Figures

One of the 2nd floor bedrooms contains an entire miniature world populated by dolls, dollhouses, toys, and automata. This world spreads beyond the boundaries of the room and appears in fleeting forms in various areas of the house--snowglobes, figurines, fairy doors, miniature sets relating to the other contents of a room. A model railway runs along the ceiling,

through tunnels, down the hall, and into other rooms, even up stairs, and may stop and interact with guests as part of their quests. Simple movement--turning heads, watching eyes--brings dolls to life. Automata and music boxes can operate on their own when triggered by gameplay. These movements will be largely mechanical and not require sophisticated engineering or significant power.

SFX

Subtle scent effects and fans producing "cold spots" can signify a ghostly presence. Scent can also be used for game clues related to a character's memories--like a lover's perfume or a favorite food cooking.

There will be no smoke or fog to protect the delicate items of the house, but there is potential to use small water atomizers for miniature effects, such as fog for a dollhouse-sized village or graveyard.

Controls

The backbone of the attraction is a robust show control system that allows tagged clues to trigger activations with synced sound, light, and animation when placed in the correct zone. The capability would also exist for show tech staff to manually trigger effects in response to guest actions viewed on cameras, though the bulk of gameplay content will be fully automated.

Media

Media clues can be incorporated into storylines of appropriate eras. Guests may find home videos, answering machine messages, or old records or cassette tapes, and be able to play them on the appropriate equipment.

Projection can be used for subtle shadow effects to show "ghosts" passing by in corners and down hallways.

Some portraits on walls may actually be themed projection screens or LED panels so that the people in them may occasionally disappear, reappear, or come alive.

Gameplay

Gameplay experiences are grouped into tiers, with Tier 1 quests timed at about 20-45 minutes, Tier 2 about 45-90 minutes, and Tier 3 from 90 minutes to several hours. During their visit, most guests could try one to three Tier 1 or Tier 2 quests, in addition to experiencing multiple mini games and simple activations.

Quest clues may involve hunting for a particular piece of ephemera, opening something with a key or combination, or moving an object to a specific location which triggers a simple audio, lighting, or animation effect.

Tier 1

Tier 1 quests are the "entry level" quests initiated in the parlor/sitting room area as guest groups are pulsed in. Guests are invited to look around, and pick up and examine objects such as books, photos, and letters. A few highlighted items - a book on a shelf with a boldly-colored spine, a distinctive framed photo - act as starter clues for a scavenger hunt. The rooms will contain more than enough starter clues for the guests in the group, so guests will have the opportunity to select the quest they are most interested in out of the clues they investigate. Once guests have picked up a quest, they can filter through to the rest of the house in search of the other clues. Helpdesk staff can assist guests who need more time to get started.

Tier 1 quests all follow one character. Clues are identified by this character's "aesthetic signature," a particular style, color, or symbol that is established by the starter clue. Tier 1 stories are largely simple and lighthearted in tone.

Tier 2

Tier 2 quests can be accessed by guests who have finished a Tier 1 quest, and starter clues may be found on any floor. Tier 2 quests will follow more in-depth storylines, incorporate deeper themes, and may relate to more than one character.

Tier 3

Tier 3 quests can be discovered by guests who connect clues picked up from multiple Tier 1 or 2 quests. These quests are the equivalent of a "boss battle" and have the most detailed content and intense themes, and reward finishers with the most spectacular results.

Quest Goals

Guests can find clues out of order and still reach the same result, but the quest concludes when the guest discovers a character's thesis statement--their raison d'etre, their contribution to the world, or the most significant lesson they learned during life.

Quests culminate in the guest triggering a significant show moment that activates an entire room, which might involve effects portraits coming to life, music boxes playing a coordinated song, lights flashing in sequence, and the ceiling exploding in a fiberoptic display.

Keeping the Game Alive

Even if a guest was able to complete every quest on offer, they would only have scratched the surface of what can be discovered in the house. Everything that guests can see has some level of significance to the overall story, and the more time guests spend in the house, the deeper they can explore. Guests can draw their own conclusions that add to the story world. New gameplay elements can be continually released, and pass members can be engaged beyond the house through web content.

Dreamhouse is a realm of its own, but it ultimately represents what's inside all of us--how we see ourselves, how others see us, what we show to the world, and the worlds we build for ourselves.