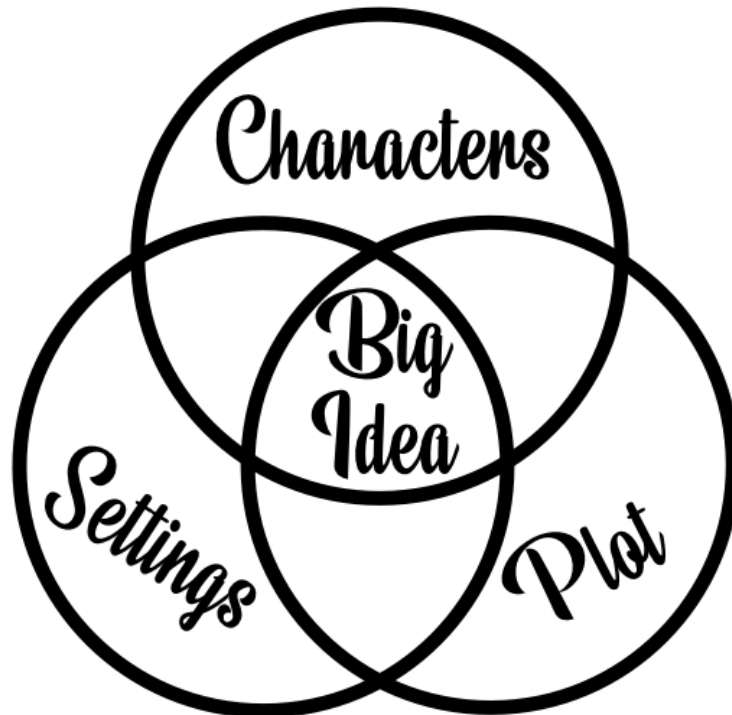


Project Development



Big Idea

A history based, trackless dark ride attraction that is immersive, interactive, and transformative, allowing guests to choose their own story for a personalised journey through the American past and into their own future.

Settings

Museum of Uncurious Curiosities - Queue Line

The setting is an old, stereotypical, boring museum. The place is a haven of “dispay case history”, with wood panelled galleries and uninspired exhibitions. It is a very conservative environment, everything is very still and there is a complete lack of any dynamism. The music for this setting would be quite reserved and unobtrusive, with a slow tempo to reflect the low energy levels in these scenes and plot points in the attraction narrative.

Onload Station — “Journey Through Time: Timepieces of American History”

This area of the attraction is the professor’s boring exhibition on timepieces, and is set up for his lecture that guests have come to attend. There are many hundreds of clocks on display around the room, each one meticulously labeled. However, despite this rather weird theming and appearance, the setting still needs to be in-keeping with the theme of the queue line; the displays need to have a message of monotony and irrelevance, to adhere to the narrative and professor’s character at this point in the attraction’s story.

Sounds in this area of the attraction will be similar to the queue line, with the addition of a constant ticking noise, as if all the hundreds of time pieces are ticking in unison. This will subtly establish the time travel theme and build guests anticipation as an indicator of story development.

On-Ride Scenes — Historical Settings

The ride sequence has six historical scenes that guests pass through on their journey through time. These are as follows:

Scene One — Late 1700s

Scene Two — Early 1800s

Scene Three — Mid 1800s

Scene Four — Turn of the 20th Century

Scene Five - 1920s to 1945

Scene Six — 1950s to the Present

Each of these settings is designed to completely immerse the guest in the time period in question. The scenes all have dioramas and large theming pieces that portray major events of the period in chronological order, to give guests a baseline narrative as they are introduced to each new setting. Screens are subtly build into each scene too, one for each ride vehicle, so each vehicle can park in front of its own screen and trigger the start of the narrative film that corresponds to the guests' earlier decisions in the pre-show room.

Offload Station and Attraction Exit — “Exhibition of Possibility”

This area is much more light and airy, it feels more dynamic and hopeful than the queue line setting, with which it should stand in stark contrast in the minds of guests. The space should appear to be the same gallery as the one they left when they boarded the attraction, as the narrative is that the guests have just travelled forwards in time at the end of the ride so that they are in the future. Therefore, despite the time change, guests need to be manipulated to believe that this setting is the same one they recently left, with the only difference being that they are seeing it in the future after the professor has installed his “Exhibition of Possibility”.

Despite the gallery still having several display cases, these are more interesting and engaging in this setting as they now utilise changeable glass to toggle the cases between appearing opaque, and showing guests their future achievements when they scan their VIP Pass (each guest pass has the data from the research questions they answered during the pre-show saved onto them).

The soundtrack for this environment is perhaps the same as the queue line's, except it is modified to have a higher tempo, and higher pitch to signify the hope and positivity of the future and the attraction's ultimate message.

Characters

Professor Bryan Borington — Museum Curator

The professor is the epitome of a boring historian and spends his whole life in the past without a second thought for the present or, god forbid, the future.

At the beginning of the attraction he is quite self-absorbed and barely seems to notice the guests. He is clearly living in the past and spares little thought for the present or future.

When you initially travel back in time, the professor is quite unhappy and insists you must return so he can finish his lecture. However, as your journey through time goes on, he gets increasingly excited by the history in front of him and begins to explain to his audience about that instead.

By the end of the journey, having seen first hand how people in the past have changed the course of history with their actions, the professor comes to realise the error of his ways and that being a historian isn't all about living in the past — it's also about the present and the future. We all have the potential to make history, and one day it will be our own achievements that feature in museums such as this. Thus, the professor decides to take his guests into the future at the end of the experience and show them what great things they will go on to achieve.

Character arc — moves from sedated and ignorant to the world around him, to engaged and energetic by the end of the journey, eager to see how his audience can make history in the future.

Casey — Museum Assistant

Casey is the professor's assistant and is everything he is not: young, energetic, and engaging. In the attraction's narrative, her role is to be the voice of the guest as she pushes the professor to be more enthused about the present and the future, and gets him to give guests the historical commentary of each period during their journey through time.

Plot

This attraction's plot can be split up into a three act structure:

Act 1 - Inciting Incident

Professor Bryan Borington invites guests to his Museum of Uncurious Curiosities for the grand opening of his new exhibition, "A Journey Through Time: Timepieces of American History". He will be treating them to a two hour lecture on the subject!

After queueing through the museum and past the many dull and uninteresting artefacts the professor has amassed, guests find themselves in the Pre-show Gallery. Here, guests meet the professor for the first time. He briefly welcomes them before rushing off to finish the last minute preparations for the opening of the exhibition. His assistant Casey introduces herself and tells guests not to worry, the lecture may not be too boring as she has found something rather intriguing amongst the exhibits. She promises to show everyone when the lecture starts.

When guests reach the exhibition space which doubles up as the ride onload station, the professor's lecture begins. However, Casey soon interrupts, asking the professor about one old pocket watch in particular. It is revealed that it used to belong to Benjamin Franklin, and when Casey makes the mistake of winding the watch backwards, it transports everyone back in time...

Act 2 - Journey Through Time

The ride vehicles glide through the darkness and emerge in a scene which appears to be the late eighteenth century. The professor exclaims that Ben Franklin's old watch has taken you all back in time and demands that Casey return you to the present. The ride vehicles pass by scenes depicting key events of this period: colonial America, the signing of the Declaration of Independence, the Revolutionary War. 16s

At this point in the adventure, each ride vehicle parks up in front of a screen, and this is where the personalised aspect of the attraction begins. Each party will be presented with a different historical narrative, and this is dependent on the answers you gave to the research questions earlier. Thus, the plot from this point on is different for each party. Guests that selected they were most engaged by the history of war and peace will enjoy a narrative that discusses all the major conflicts in American history; a party interested in race relations will be presented with narrative films in each scene that explore the inequalities, injustices, and tragedies relating to how minorities have been treated in the past, and explain how this journey towards racial equality is one we are still on and need to work together to complete; visitors intrigued by women in American history will be told about how women have played major roles throughout history, giving voice to people who have been frequently neglected by traditional historical narratives and establishing female role models from the past for guests to engage and become familiar with.

Guests will all journey through the attraction and progress forwards in time scene by scene. Each scene begins with a 'roaming' sequence, in which vehicles tour the scene, establishing the time period the guest is now in. This is done by having the trackless ride vehicles go past multiple dioramas and large theming pieces that aim to summarise the key events of that period, creating a baseline narrative for the later narrative film to build upon. This 'roaming' period of each scene captures the zeitgeist of the different time periods, and is accompanied by narrative commentary from the professor, in order to ensure guests are not lost and understand where in the past they are.

Following each 'roaming' section, ride vehicles park in front of a screen located at various points around the scene; each vehicle parks in front of a different one. A narrative film piece then plays, and the film that is shown is unique to each ride vehicle and decided by the choices the guest made in the research questions in the queue. Before boarding, they will have scanned their VIP Pass again to link their vehicle with their choices, and this controls which narrative film is played. Thus, the ride knows to play guests interested in political history the set of films that take guests on a journey through American political history in each time period.

As each ride vehicle can choose a different theme for their journey and see different films, the various vehicles that make up each dispatch can all have experienced a different historical narrative and understand the past in different ways, despite having journeyed through the various historical scenes together.

After these short narrative projections, all the ride vehicles progress through to the next scene, where you find that you have travelled forwards to the next time period chronologically, and the process is repeated as you time travel closer and closer to the present.

Act 3 - Exhibition of Possibility

After the final historical scene and narrative video depicting the late twentieth-century, Casey begins rounding up the trip, announcing your arrival back to in present day. However, the professor exclaims that you are not done time travelling just yet — he is going to take you all to the future!

He explains that he has been living in the past and not paid attention to the fact that the actions of people in the past have massively impacted on the future of the world. In the same way, the actions we take today all have consequences too. When you stop and think about it, we make history every day, and some time in the future museums like the professor's will be full of the relics of our own achievements.

For this reason, he takes everyone forward in time to his new exhibition, the "Exhibition of Possibility", which he tells you will be able to show you your potential and future achievements.

As you exit the ride and pass through the new exhibition, you will see that the many display cases now appear opaque. When you scan your VIP Pass, the glass becomes transparent and you will catch a glimpse of your future. This is made possible by utilising the answers you gave to the research questions earlier, along with your picture. Guests that said they dream of becoming President will see themselves being sworn in in a future newspaper clipping; aspiring sports stars will see themselves triumphant at the Olympics; eager activists will be motivated by the news that they make a key contribution in stopping climate change.

You exit the attraction feeling motivated and transformed, with the words of the professor still clear in your mind: go out into the world and make history.

Historical Themes

Below I have listed the historical themes that guests will be able to choose from in the pre-show. Once this choice has been saved onto their VIP Pass via the pre-show tablet computers, they can scan their pass again when they reach their ride vehicle and that will link that vehicle with their prior selections. Thus, when each vehicle arrives at the narrative film sections of each scene, the vehicle will be able to communicate the guest's chosen narrative to the system controlling the films in each scene, and the correct narrative film will then play.

- The American Nation
- Protest & Revolution
- War & Peace
- Politics
- Science & Technology
- Society

- Race Relations
- Women & Gender