





# CONCEPT & STORY

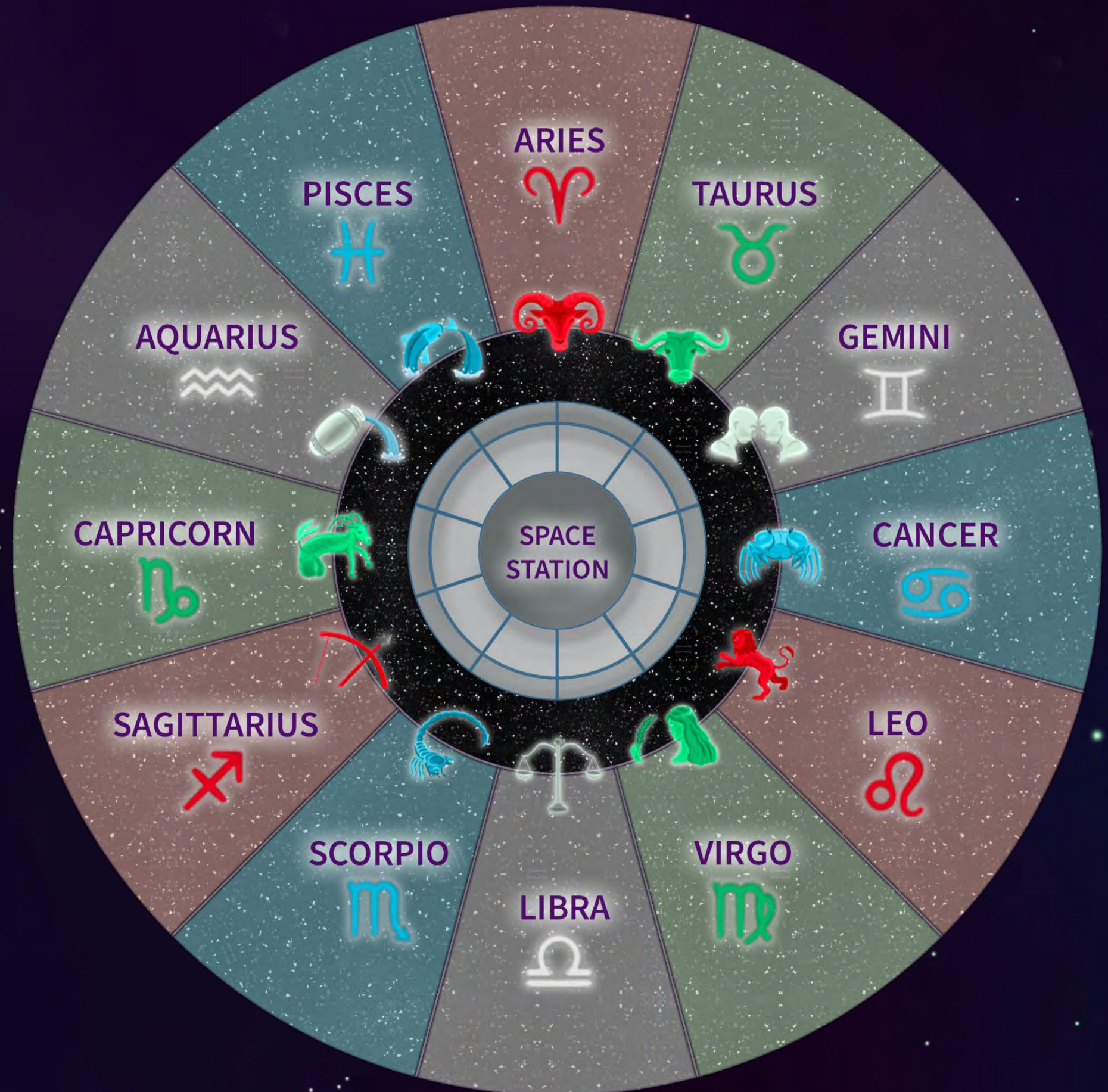
- Concept: This indoor theme park transports guests to outer space, where they can explore the realms of the 12 western astrology signs.
- Story: Thousands of years ago, stars formed constellations in the night sky that came to represent the 12 signs of astrology...but over time, those stars fell out of alignment. Now, guests must rediscover the sign origins and collect stars within the realms to restore the constellations and bring balance back to the universe.





# ASTROLOGY OVERVIEW

- Astrology, on a basic level, is the study of how the alignment of celestial bodies when a person is born may influence their personality
- A person's zodiac sign (also called their astrological sign) is determined by the position of the sun when they are born
- "Zodiac" refers only to the position of the sun when a person is born, not to how that position and the corresponding sign may influence their personality
- "Astrology" factors many other celestial components besides the sun into what constitutes a person's personality
- There are several different astrological philosophies that originated from different cultures, but this theme park focuses specifically on Western astrology, which originated in Ancient Greece
- The park layout seen to the right matches the commonly known zodiac wheel, which relates to the sun's positions







































PARK LAYOUT



# THE 12 SIGNS

- The 12 astrological signs each have corresponding components that influence the personalities of people born under them
- While each sign and its influence on a person is unique, elements and qualities shared by different signs create common threads that connect us all
- When visiting Astrology Realms, guests are encouraged to not only explore their own sign, but also to learn about others' signs and consider how people with different signs, meaning different personalities, may best relate to each other

	ARIES	TAURUS	GEMINI	CANCER	LEO	VIRGO	LIBRA	SCORPIO	SAGITTARIUS	CAPRICORN	AQUARIUS	PISCES
DATE	Mar. 21	April 22	May 21	June 21	July 23	August 23	Sept. 23	Oct. 23	Nov. 22	Dec. 22	Jan. 20	Feb. 19
	April 19	May 20	June 20	July 22	August 22	Sept. 22	Oct. 22	Nov. 21	Dec. 21	Jan. 19	Feb. 18	March 20
SYMBOL												
GLYPH												
CONSTELLATION												
ELEMENT	Fire	Earth	Air	Water	Fire	Earth	Air	Water	Fire	Earth	Air	Water
QUALITY	Cardinal	Fixed	Mutable	Cardinal	Fixed	Mutable	Cardinal	Fixed	Mutable	Cardinal	Fixed	Mutable
RULER	Mars	Venus	Mercury	Moon	Sun	Mercury	Venus	Pluto, Mars	Jupiter	Saturn	Uranus, Saturn	Neptune, Jupiter



# THE OBSERVATORY

- Guests first enter the Observatory, where they can remain entertained while waiting for the Shuttle to take them into the park
- The Observatory is an interactive learning center that features:
  - Touchless interactive screens and consoles that provide information about the 12 signs and the origins of astrology
  - Mock telescopes that guests can look through to view the galaxy
  - Pamphlets about the different signs and a map of the park that guests can take with them on their journey
- Upon arrival, each guest will be given a badge containing basic information about their sign to wear throughout their journey, both for easy reference and to signify their sign to others

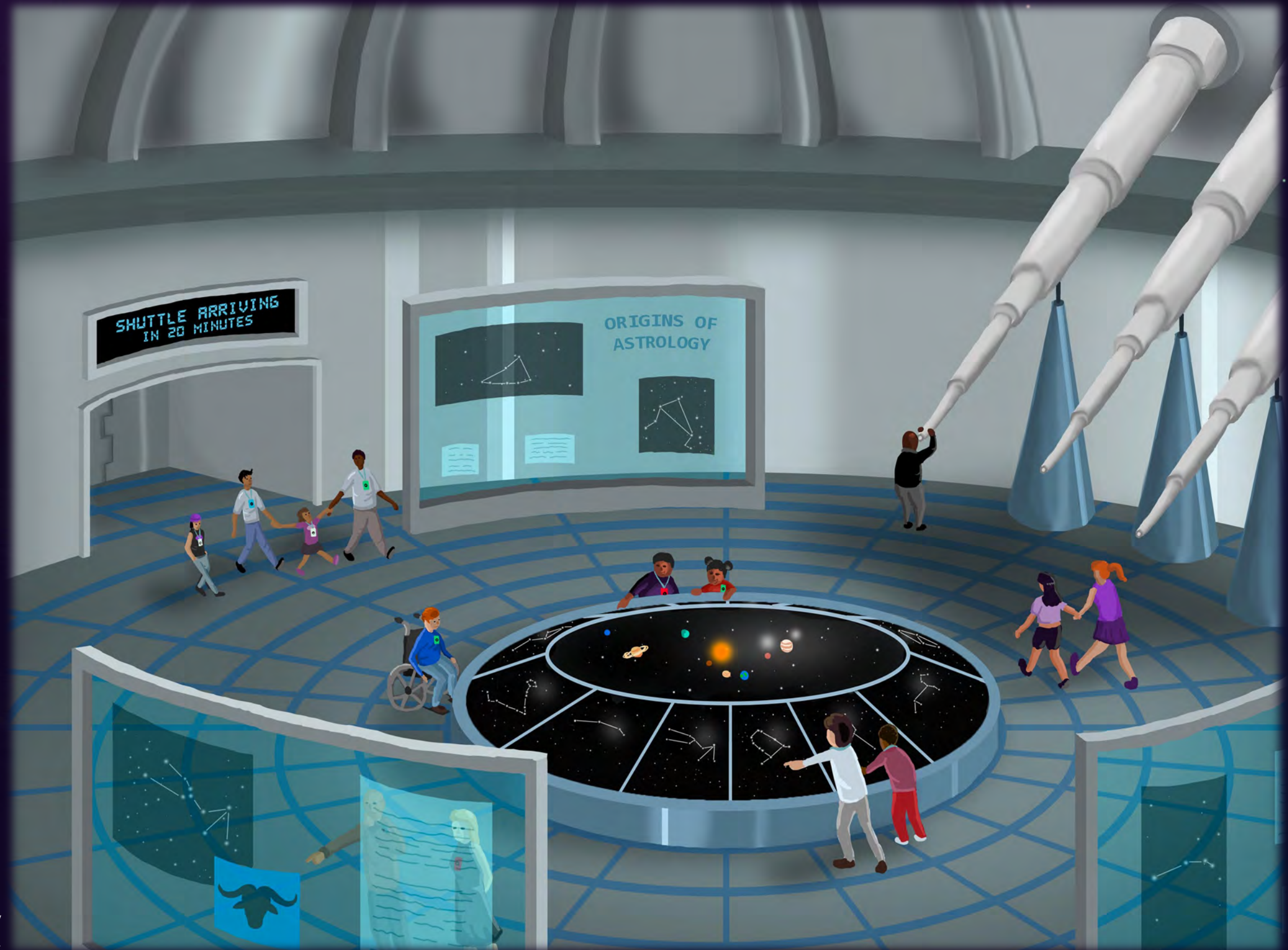


Illustration by  
Colin Campbell



# THE SHUTTLE

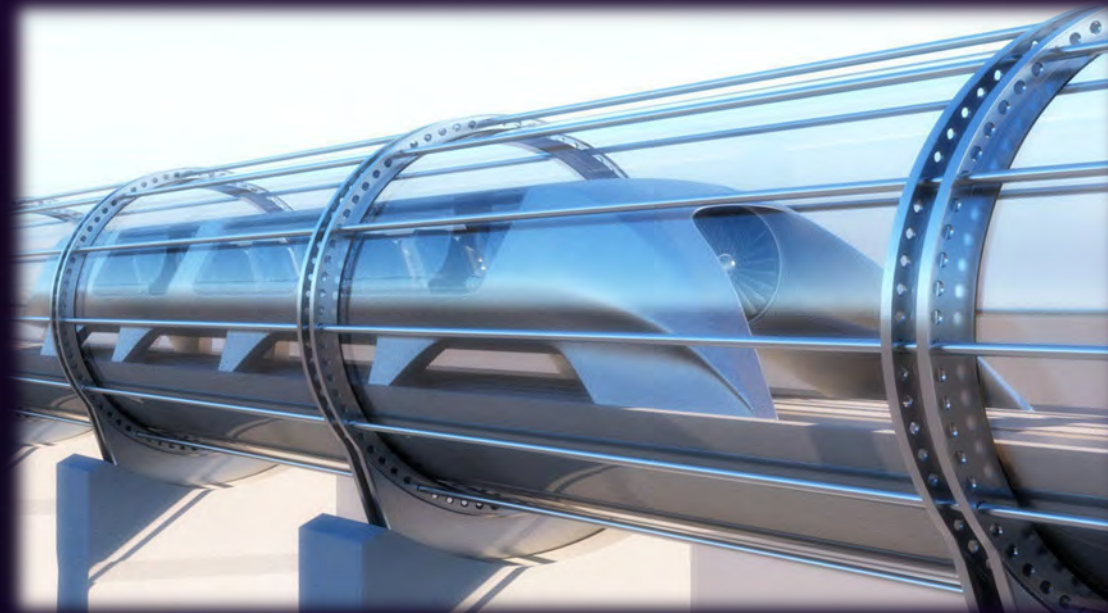
- After spending time in the Observatory, guests board a monorail called the Shuttle, which transports them to the Zodiac Space Station in the center of the park
- The monorail travels through a projection tunnel, making it appear through the windows as if the Shuttle is breaking through the Earth's atmosphere and then traveling through outer space
- Voiceover from Captain Stellium reiterates the park's story and general information from the Observatory about astrology



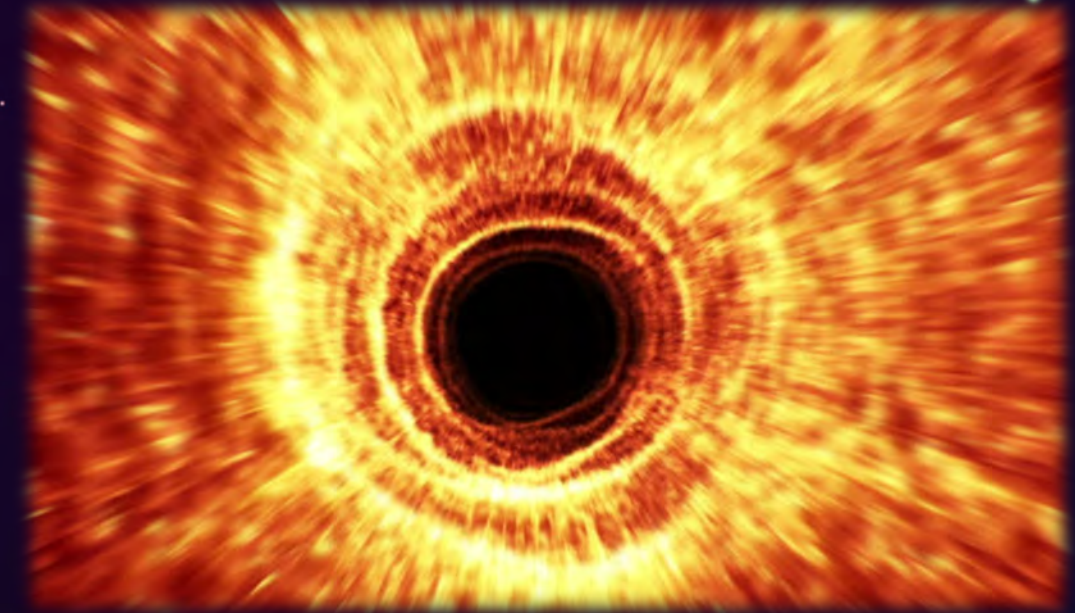
Las Vegas Monorail, <https://www.lvmonorail.com/>



Colin Knowles, Skytrain Abstract 3, Flickr, CCL, <https://www.flickr.com/photos/colink/6807414104>



<https://www.thelocal.no/20170522/norwegians-want-futuristic-vacuum-train-between-oslo-and-copenhagen/>



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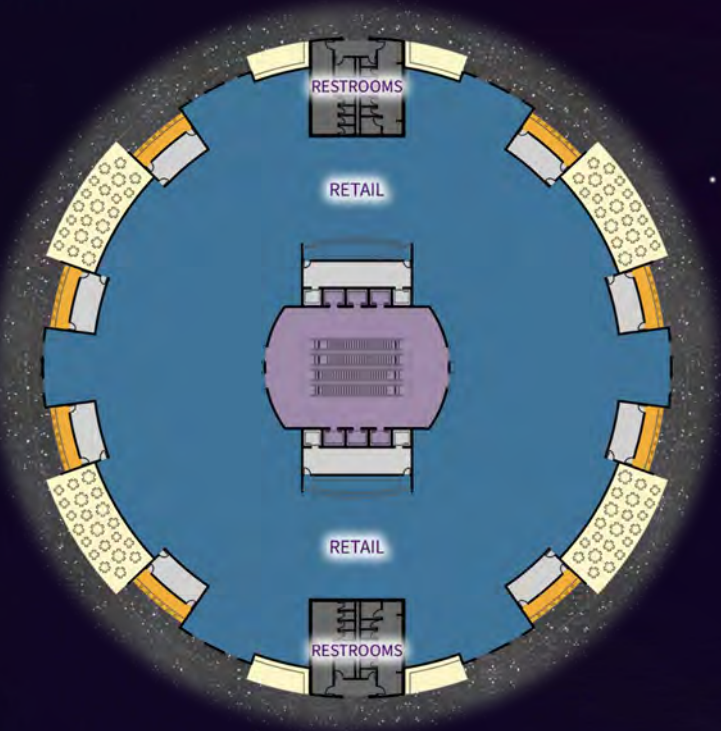


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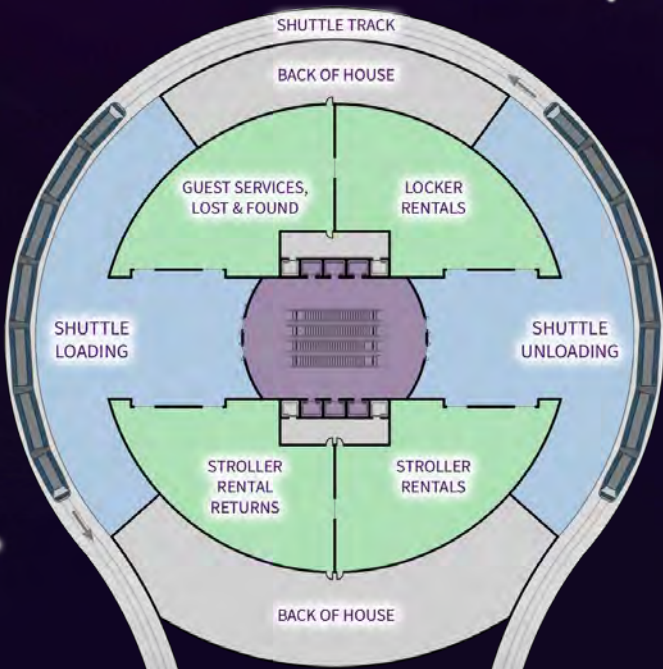


# SPACE STATION

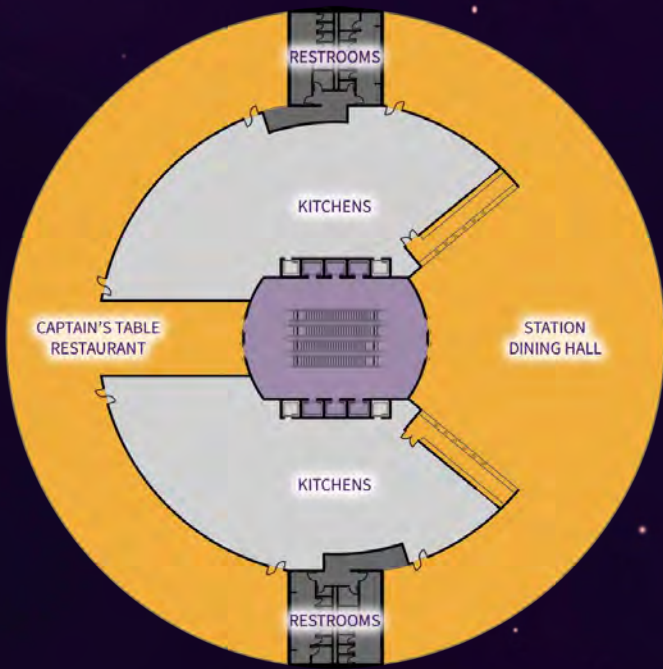
- The Space Station is located at the center of the park and provides all the basic amenities that guests will need during their journey
  - Each level is accessed by the escalators or elevators in the Station's central core
  - Level 1 features the park's main retail store, as well as snack windows and rest areas around the outer perimeter
  - Level 2 contains Guest Services, Rentals, and the Space Shuttle loading docks from which guests arrive at and leave the park
  - Level 3 features a full-service restaurant, as well as a quick-serve dining option, both with great views of the surrounding realm entrances
  - Level 4 is an Observation Deck which is a prime spot for photo-ops and for viewing the light show at the end of the day



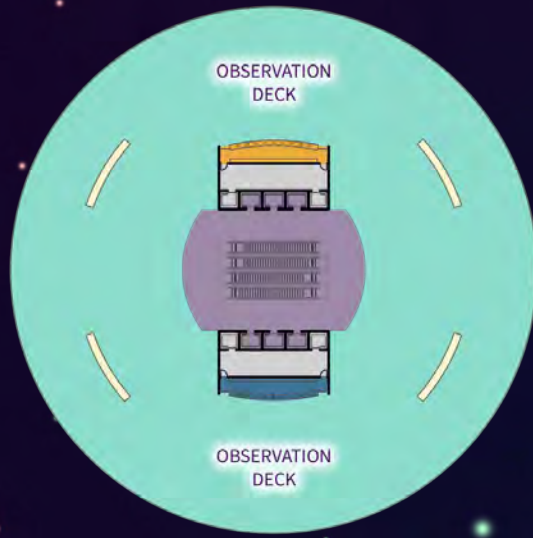
LEVEL 1



LEVEL 2



LEVEL 3



LEVEL 4

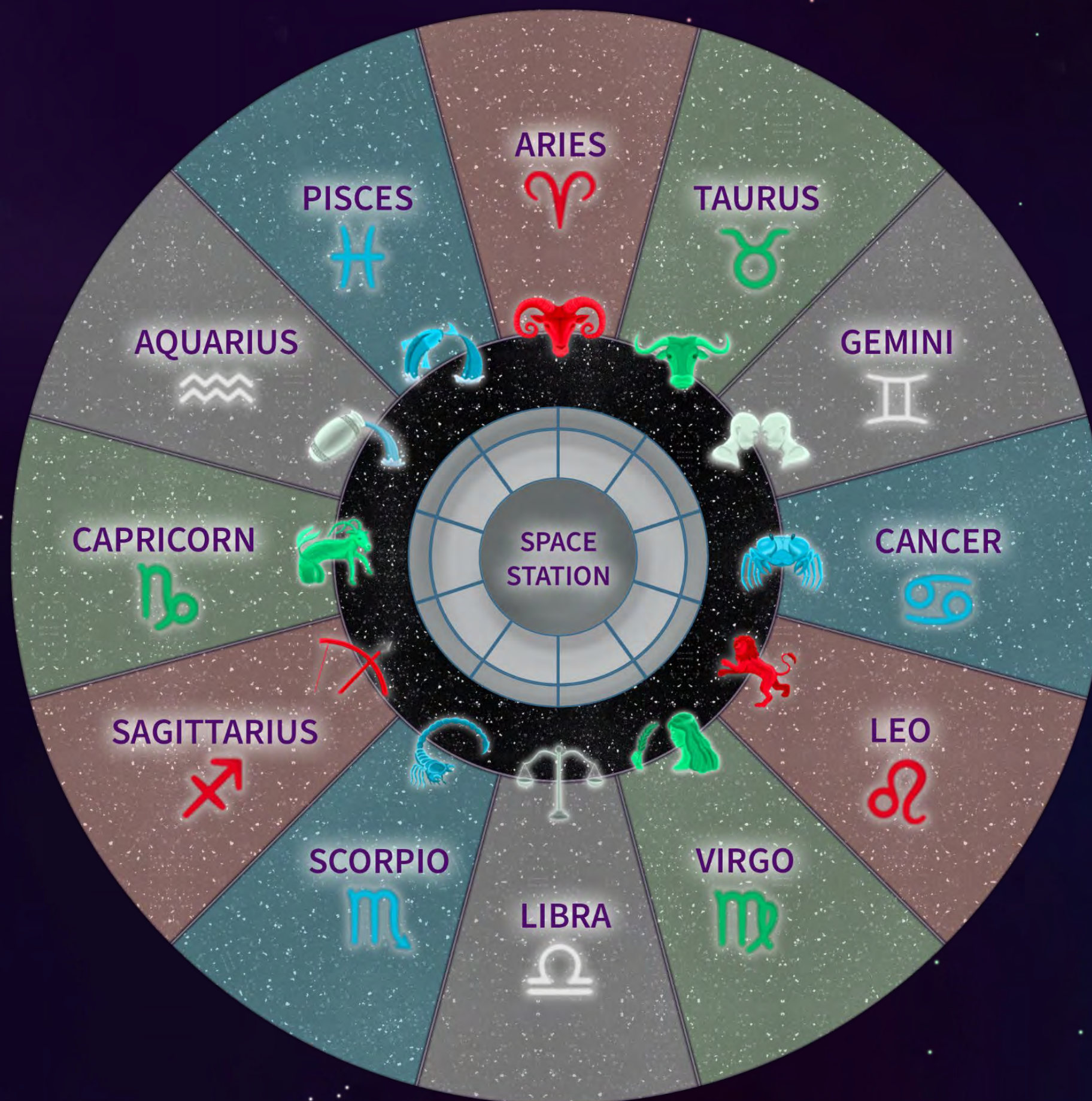
## KEY

- |           |                          |                  |
|-----------|--------------------------|------------------|
| RETAIL    | ELEVATORS / ESCALATORS   | OBSERVATION DECK |
| FOOD      | GUEST SERVICES / RENTALS | RESTROOMS        |
| REST AREA | SHUTTLE DOCKING          | BACK OF HOUSE    |



# REALMS OF THE 12 SIGNS

- Across the main pathway that surrounds the Space Station are the entrances to each sign's realm, arranged in the same order as the traditional zodiac wheel
- Each realm features attractions inspired by the symbols, origin myths, and personality traits of each sign
- Guests journey out from the Space Station to explore the various realms
  - In each attraction or space, guests can use the Astrology Realms app on their phone to virtually collect stars, which serve to help restore the signs' constellations at the end of the day
  - Guests who are interested in delving deeper into the world of astrology can have fun searching for rare stars to collect that are hidden within the realms and are specific to certain sign constellations



PARK LAYOUT

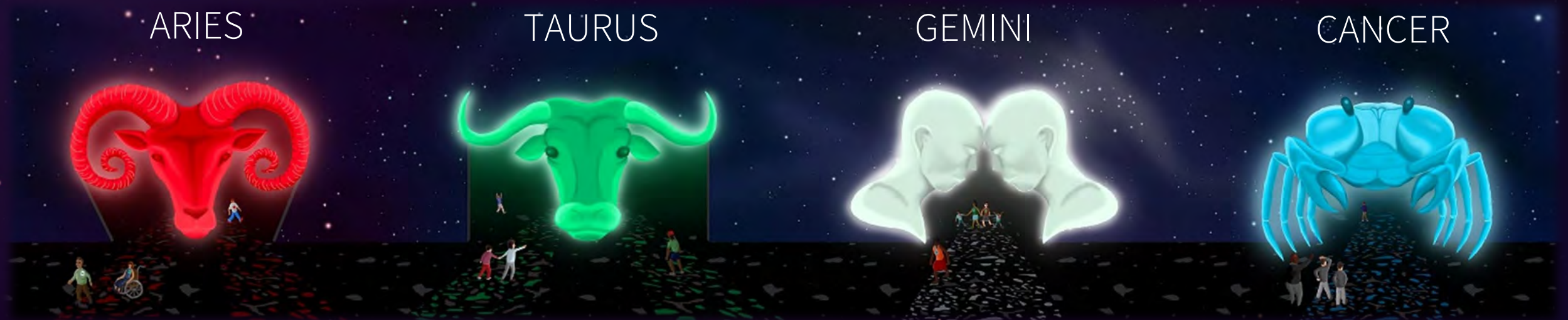


# REALM ENTRANCES

- Surrounding the Space Station are luminous, larger-than-life sculptures of each sign's symbol that mark the entrance to each sign's realm

- Each sculpture's color corresponds to the sign's natural element of either fire, earth, air, or water

- Each sculpture features an animatronic component to bring them to life.





# ARIES REALM

As guests pass under the symbol of Aries to enter this realm, the ram's head bucks back and forth slightly, as a ram would.

The Greek origin myth of the Aries sign involves a flying golden ram carrying children on its back to safety. In the Aries Realm, guests can take a leisurely flight on the golden ram in an aerial carousel style ride. Or, for guests seeking more of a thrill, they can ride the golden ram on a family-friendly roller coaster that carries them up and around the entire space.

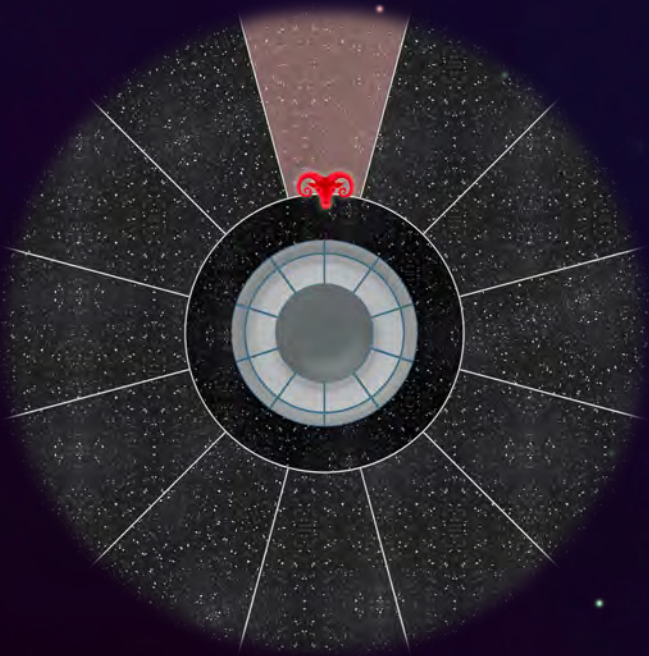


RIDE VEHICLE

Illustration by Colin Campbell



ARIES SIGN BADGE - FRONT AND BACK



KEY PLAN



# TAURUS REALM

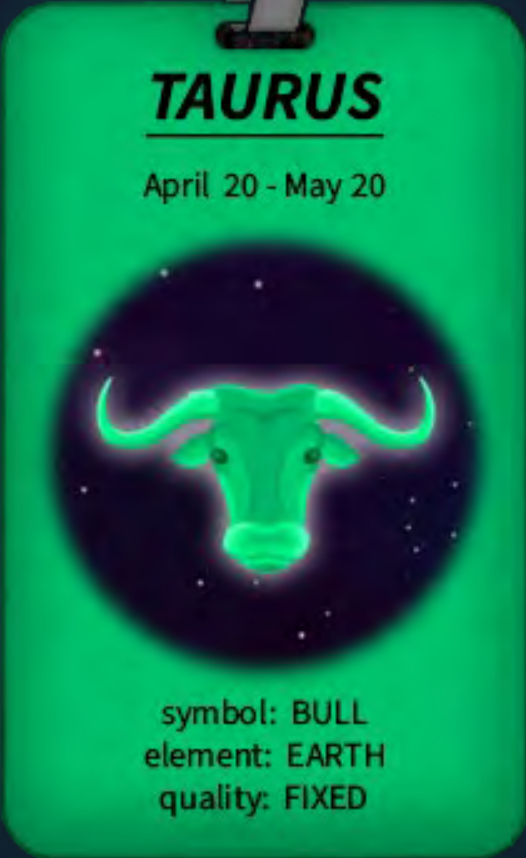
Watch for air being breathed out of the bull’s nose as you pass by the entrance to the Taurus Realm.

The Greek origin story of Taurus is that of the Wandering Bull, so this realm features a trackless dark ride where guests board Taurus Bull cars and join the Bull on its journey. Each bull car travels one of three paths, crossing other bull cars at various points, but always moving on its own way.



RIDE VEHICLE

Illustration by Colin Campbell



TAURUS SIGN BADGE - FRONT AND BACK



KEY PLAN



# GEMINI REALM

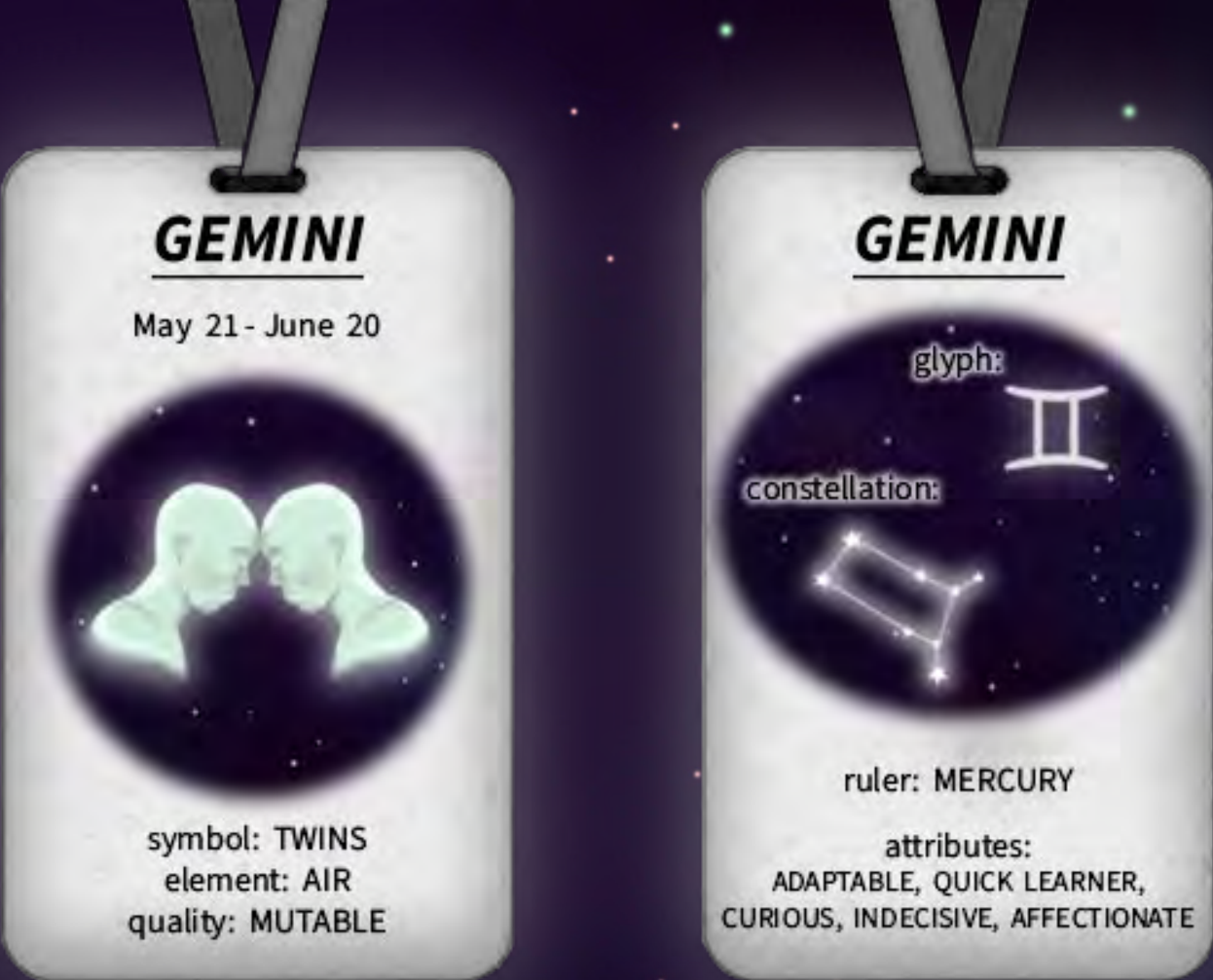
The twins of Gemini slowly lift their heads up and then come back together again as guests pass under them.

The Gemini twins in Greek mythology are Castor and Pollux, who had many adventures, including sailing with the Argonauts. This realm features an enhanced motion ride system where guests journey on the same ship as the twins once did...and encounter the same dangers.

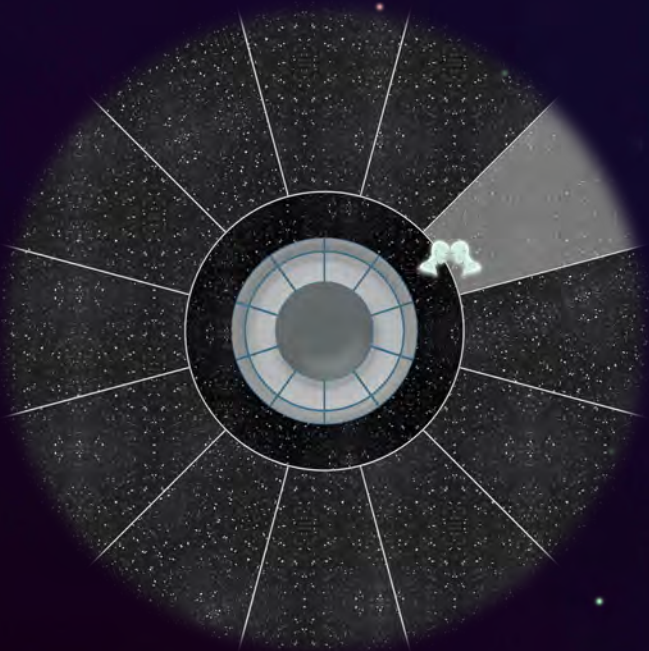


REALM ENTRANCE

Illustration by Colin Campbell



GEMINI SIGN BADGE - FRONT AND BACK



KEY PLAN



# GEMINI ATTRACTION - “Voyage of the Argonauts”

Guests embark on the Argo ship and relive the treacherous journey that Castor and Pollux had with the Argonauts. They will face many obstacles, one of which is resisting the song of the siren, who in ancient Greek mythology, was a creature that was half bird and half woman.





# CANCER REALM

Guests can see this Crab’s pincers move above them as they pass under the Crab to reach the realm of the Cancer sign.

The Moon is the celestial body that rules the sign of Cancer. In this realm, guests can enjoy a fountain show where the Moon pushes and pulls the water, as it would the tides, to demonstrate its power over water and life on Earth.

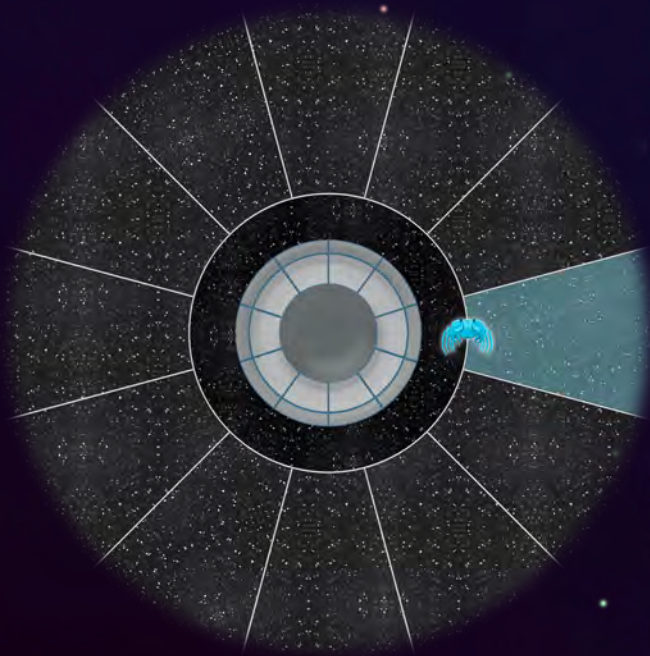


FOUNTAIN SHOW INSPIRATION

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CANCER SIGN BADGE - FRONT AND BACK



KEY PLAN



# LEO REALM

The Lion at the entrance to the Leo Realm paws at the air and his tail swishes as guests pass by.

The Leo realm consists of a cave network where the lion from the Greek origin myth lives and guests never know what they'll find around the next corner.

If guests get hungry, they can go to the central cavern, where they'll enjoy the table-service dining experience of Carnivores' Delight, full of fiery cooking demonstrations.



CARNIVOROUS DELIGHTS INSPIRATION

Maydan restaurant, <https://washington.org/visit-dc/places-get-cozy-washington-dc>



LEO SIGN BADGE - FRONT AND BACK



KEY PLAN



# LEO ATRRACTION - “Caves of the Lion”

In this colorful cave network where the lion of the Leo sign lives, guests will discover ancient Grecian cave art depicting the story of Leo and other interactive elements as they seek out the life-like animatronic lion for a photo-op.



CAVE INSPIRATION

Image licensed from Adobe Stock Photos



CAVE INSPIRATION

Image licensed from Adobe Stock Photos



CAVE INSPIRATION

Image licensed from Adobe Stock Photos



LION ANIMATRONIC INSPIRATION

African Lion Png Transparent Image - Lion Roaring White Background  
<https://www.pngkey.com/maxpic/u2w7t4i1t4i1e6r5/>



# VIRGO REALM

As guests enter this realm, they pass by the Maiden, who represents the Virgo sign, as she spins the sprig of grain in her hand back and forth.

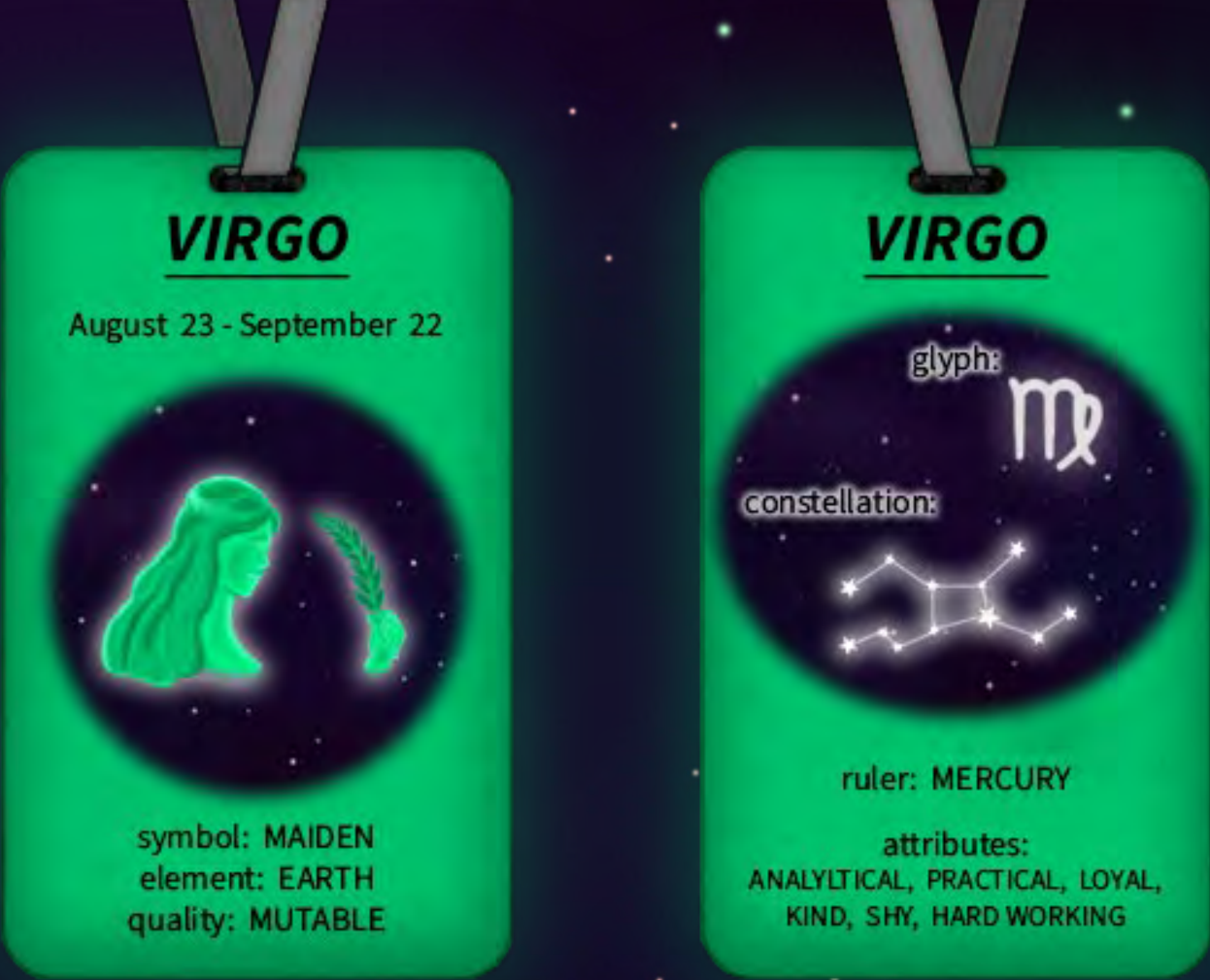
The Maiden is associated with purity, as well as the Greek goddess of agriculture. This realm embraces agriculture and growth, offering people a new perspective on nature.

The Virgo Realm contains a sustainable, indoor LED light garden where vegetables and herbs are grown using hydroponics. Guests can learn about the process of growing plants without soil or natural light and even assist the workers with caring for the plants. When ready, the vegetables and herbs are used in the realm’s vegetarian quick-service restaurant.

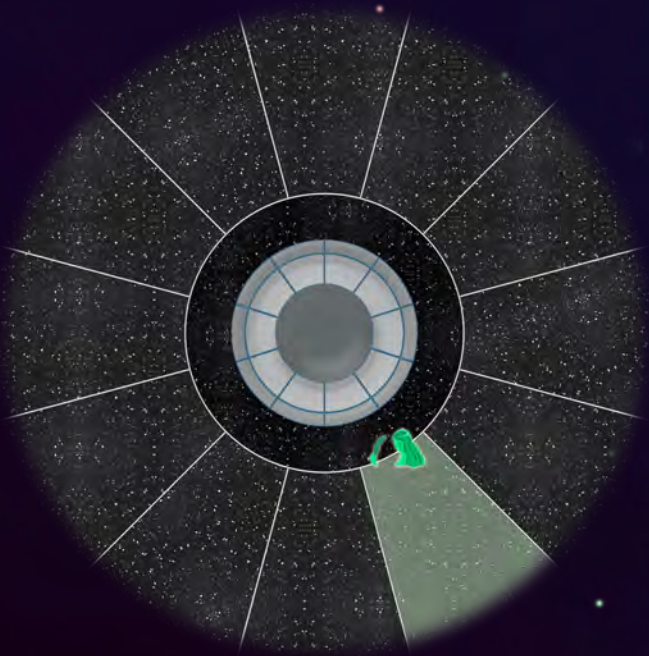


HYDROPONIC GARDEN INSPIRATION

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VIRGO SIGN BADGE - FRONT AND BACK



KEY PLAN



# VIRGO ATTRACTION - “Growing Up”

Guests get to witness crop growth as if they were the size of an ant in an immersive time-lapse experience. While guests have shrink down, time has sped up to allow guests to observe the entire plant growth cycle in minutes. And during calming this process, guests find that they are standing on sturdy stalk and so they begin to “grow up” with the crops.





# LIBRA REALM

To enter the Libra Realm, guests pass under the scales of justice that gently move up and down.

Upon entering the realm, guests encounter another set of scales. This set belongs to the Greek Goddess of Justice and guests are invited to step onto the scales to have their souls weighed. The scales start off gently moving up and down, as scales should. But then, the central mechanism breaks, causing the scales to spin out of control! After several minutes of chaos, the Goddess of Justice is finally able to repair the scales and restore balance.

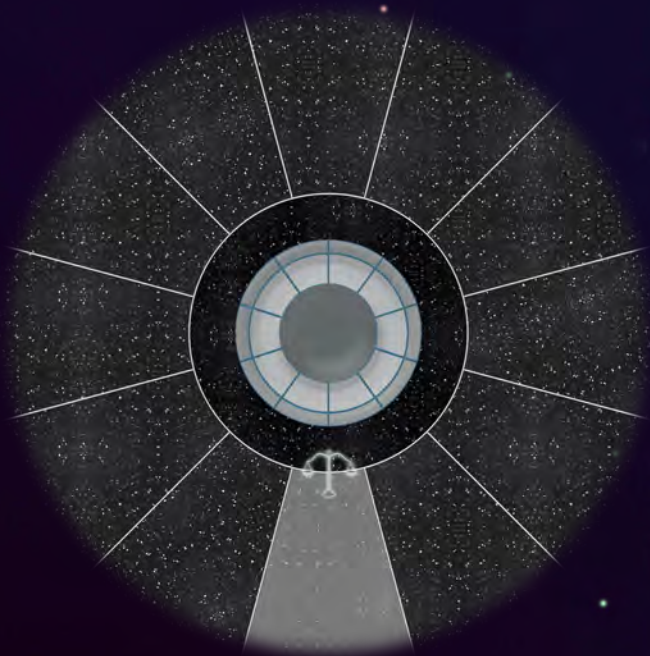


REALM ENTRANCE

Illustration by Colin Campbell



LIBRA SIGN BADGE - FRONT AND BACK



KEY PLAN



# SCORPIO REALM

Guests pass under the Scorpion's curved tail to enter this Realm, but they needn't be afraid of getting stung.

In this realm, guests can experience the Greek origin myth of the Scorpio sign on a fast-paced roller coaster that winds throughout and embraces the agile form of the Scorpion.



REALM ENTRANCE

Illustration by Colin Campbell



SCORPIO SIGN BADGE - FRONT AND BACK



KEY PLAN



# SCORPIO ATTRACTION - “Battle of the Scorpion”

A huntsman named Orion has threatened to kill Earth’s animals, so the Greek goddess, Artemis, has sent the Scorpion to stop him.

Guests ride the Scorpion into battle in this fast-paced roller coaster full of twists and turns. The Scorpion must dodge Orion’s sword and use its stinger to defeat the huntsman and save the animals.

As the myth goes, Artemis rewarded the Scorpion for its heroism by creating the constellation of Scorpio.



Illustration  
by Colin  
Campbell



# SAGITTARIUS REALM

Guests pass through the spaces between a bow and arrow to enter this realm.

The Sagittarius sign is represented by the Archer, and in this realm, guests can become archers themselves. Whether they choose to take in-person lessons with trained instructors, or go deeper into the forest for a more exhilarating VR experience, everyone can practice the art of archery.

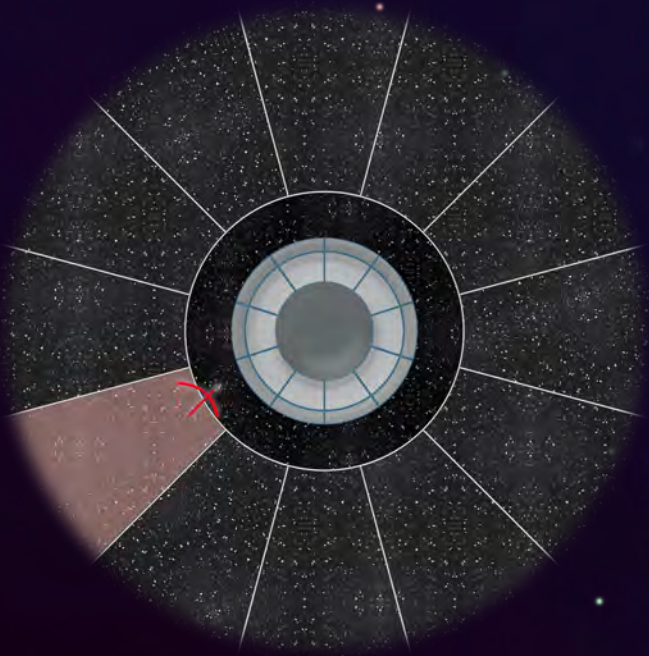


ARCHERY LESSON

Image licensed from Adobe Stock Photos



SAGITTARIUS SIGN BADGE - FRONT AND BACK



KEY PLAN



# SAGITTARIUS ATTRACTION - “Running with Centaurs”

A centaur named Crotus is the master archer who represents the sign of Sagittarius. He has set up targets in the forest for guests to practice their archery skills. Join Crotus and his fellow centaurs in this VR adventure as they run through the forest and try to hit as many targets as possible while avoiding the friendly creatures of the forest.



Illustration  
by Colin  
Campbell



# CAPRICORN REALM

In Greek mythology, the sea goat of Capricorn is embodied by Pan, a forest deity who became half goat and half fish. Guests pass under this sea goat with its tail swishing as they enter the Capricorn Realm.

Here, guests will encounter a mix of land and sea where they can enjoy buffet style dining or hop on “Pan’s Journey.” In this dark ride, guests witness the courageous acts of Pan and his transformation from a simple goat to the sea goat of Capricorn.



LAND AND SEA INSPIRATION

Image licensed from Adobe Stock Photos

**CAPRICORN**

December 22 - January 19



symbol: SEA GOAT  
element: EARTH  
quality: CARDINAL

**CAPRICORN**

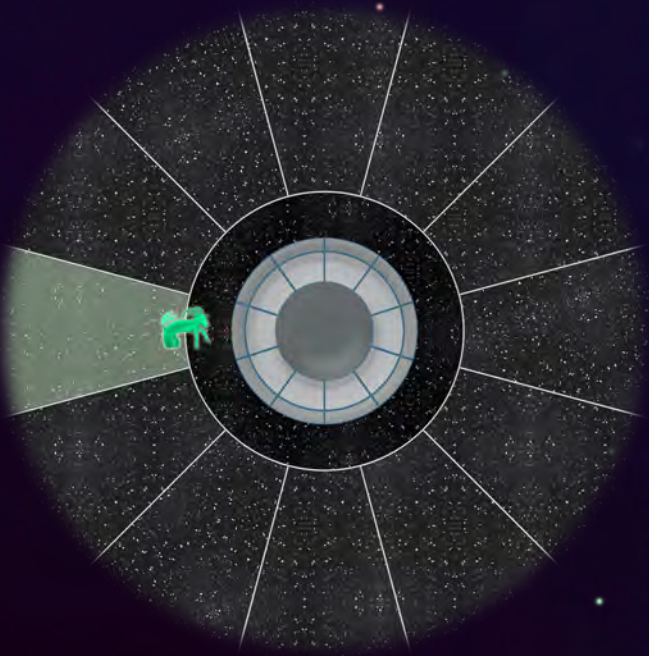
glyph: 

constellation: 

ruler: SATURN

attributes:  
AMBITIOUS, DISCIPLINED,  
RESPONSIBLE, PRACTICAL,  
CAUTIOUS, INDEPENDANT

CAPRICORN SIGN BADGE - FRONT AND BACK



KEY PLAN



# AQUARIUS REALM

Water spills from the urn of the Water Bearer, forming a waterfall that guests pass behind as they enter the Aquarius Space.

The attractions in this space each draw inspiration from different aspects of the Aquarius Greek origin myth in which a mortal named Ganymede became the gods' honored water bearer.

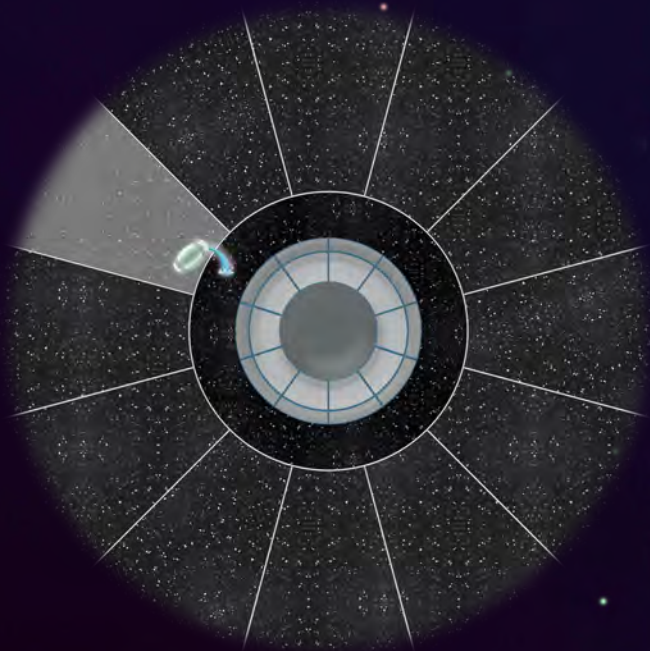


REALM ENTRANCE

Illustration by Colin Campbell



AQUARIUS SIGN BADGE - FRONT AND BACK



KEY PLAN



# AQUARIUS ATTRACTIONS

## “Pouring Down”

Walk through rain from the Water Bearer without fear of getting wet.



Rain Room image by Victoria Pickering - Creative Commons License -<https://www.flickr.com/photos/vpickering/9049544605/>

This walk-through experience is a rain installation that represents when Ganymede, the Water Bearer, gave humans rain by pouring water down on Earth. But, as air is the element of the Aquarius sign, air will surround guests as they move so that they can walk through the rain without ever getting wet.

Inspired by the Rain Room at LACMA, this attraction features drains in the floor and uses sensors to prevent water from falling wherever guests are standing.

## “Taking Flight”

Since Ganymede was human, he was often carried by Zeus’s eagle. In this flight simulation ride, guests can experience the same thrill as Ganymede did while being carried by the eagle. Guests will enjoy the view of ancient Greece below and feel the wind as you fly through the air while the eagle’s powerful wings flap above.



Image licensed from Adobe Stock Photos



# PISCES REALM

The fish that mark the entrance to the Pisces Realm appear to be jumping out of the water that spills from the Aquarius urn. This water flows into the rest of the Pisces space to form a peaceful water garden where guests can relax and rejuvenate.

Guests seeking more of a thrill can ride on “Escaping Typhon,” which depicts the Greek origin myth of the Pisces fish.

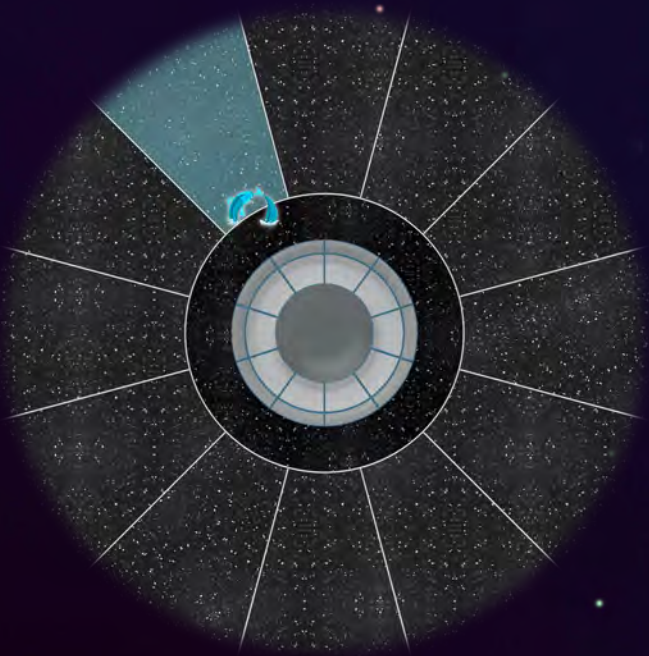


WATER GARDEN INSPIRATION

<https://www.pondgnome.com/blog/can-i-have-a-pond-indoors>



PISCES SIGN BADGE - FRONT AND BACK



KEY PLAN



# PISCES ATTRACTION - “Escaping Typhon”

Typhon, father of all monsters, has come to destroy and gain revenge for the imprisonment of the Titans. Aphrodite and her son Eros have transformed into the Pisces fish so they can swim down river and attempt to escape Typhon’s wrath. Carrying guests on their backs, the fish race through the water while dodging boulders and fireballs that Typhon hurls from the riverbanks. Only when Zeus sends down his thunder bolt is Typhon finally defeated and the Pisces fish are able to return guests safely to shore.





# FINALE LIGHT SHOW - “ALIGNMENT”

- After a day of exploring the signs’ origins and gathering stars, guests get to witness the achievement of their collective goal as the stars fall back into alignment and all 12 sign constellations are restored in a dazzling light show
- In addition to the changing fiber optic lights in the walls, the show is projected from the Space Station onto the surrounding park walls and ceiling to create a 360 degree display
- The prime viewing spot for this show is the Observation Deck on the top floor of the Space Station, but guests can also enjoy a wonderful view from either of the restaurants on the Station’s third floor, or even from the pathway surrounding the Station

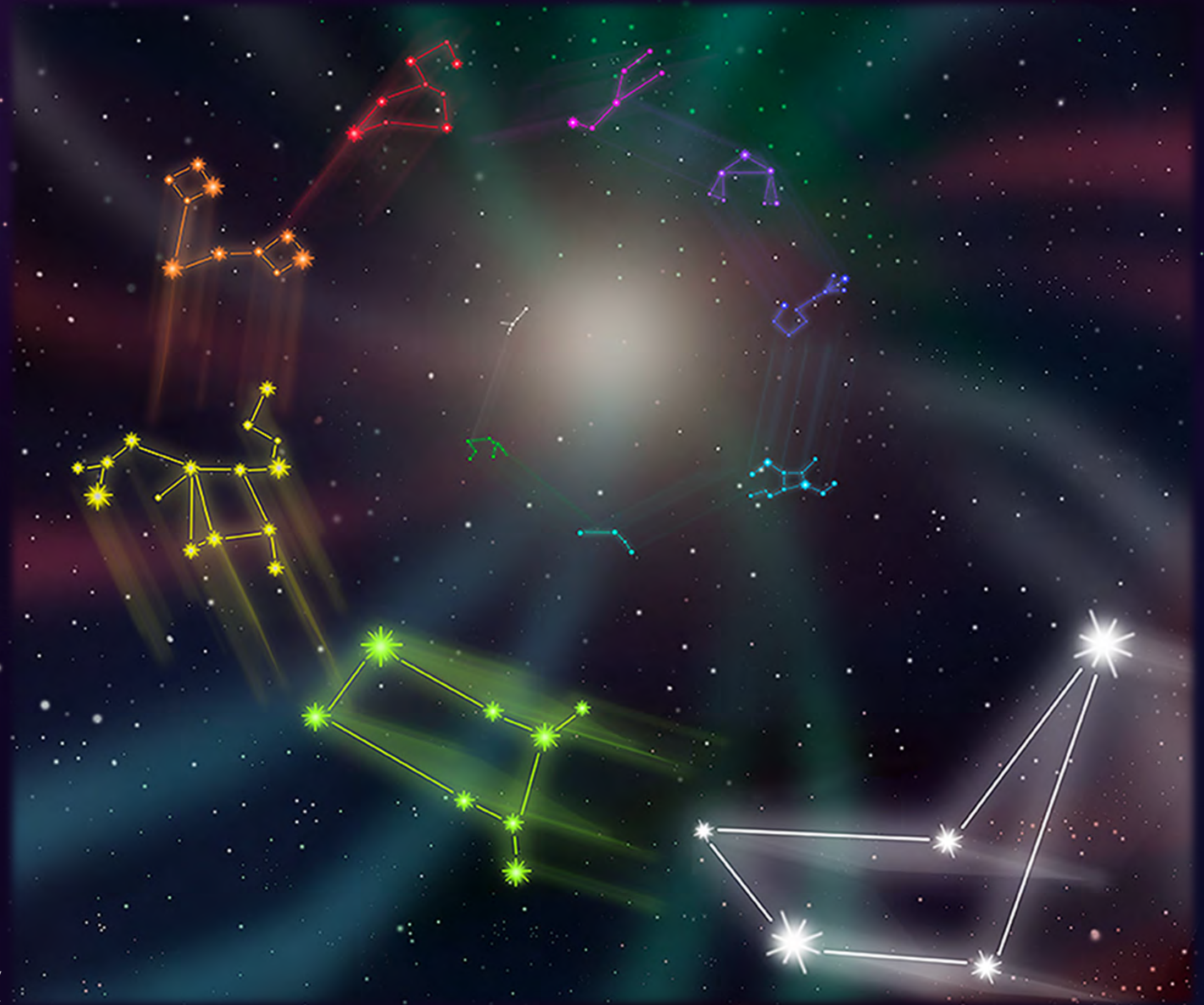


Illustration by  
Colin Campbell



# DINING

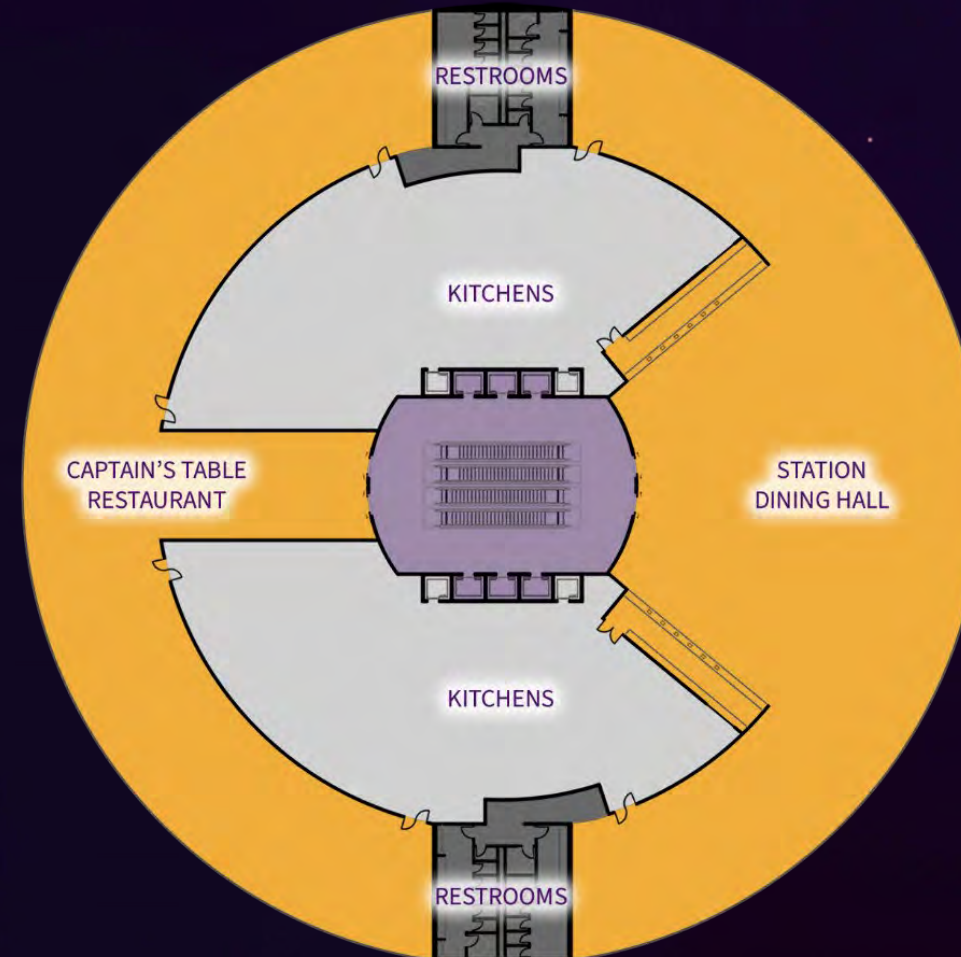
- “The Captain’s Table”

- Full-service restaurant with gourmet style American food
- Located on one side of the Space Station’s 3rd, it provides with seating that overlooks half of the realm entrances
- Offers prime seating for the “Alignment” light show
- Captain Stellium of the Space Station will also come by to say hello



- “Station’s Dining Hall”

- Quick-serve, American food
- Located on the other side of the Space Station’s 3rd floor, it also has seating that overlooks half of the realm entrances
- Prime place to view the the “Alignment” light show



LEVEL 3

- “Snack Windows”

- Stop by one of the outer windows of the Space Station’s 1st floor during your journey for a snack or beverage to recharge you





# DINING - In the Realms

- “Carnivores’ Delight”

- Full-service restaurant specializing in gourmet meat dishes
- Located within the caves of Leo’s Realm, this restaurant provides a unique and rustic atmosphere
- Reflecting the element of Leo, meals come with fiery cooking demonstrations



- “Leaves of Green”

- Quick-serve dining that offers healthier options, many of which are vegetarian or vegan
- Located in the Virgo Realm, this spot embraces the natural and agricultural tone of the Realm
- Vegetables and herbs grown in Virgo’s hydroponic LED garden are often used as ingredients in the dishes



- “Of Land and Sea”

- Buffet style dining option that offers unique and delicious combinations of land and sea foods
- Located in the Capricorn Realm with a view into the Pan’s Journey dark ride





# RETAIL

- The main retail space is located on the first floor of the Space Station, which sells a variety of merchandise for each sign
- Smaller retail spaces within each realm sell merchandise specifically related to the respective sign



Day

Night





# VIRTUAL & CONTINUING EXPERIENCE

- While in the Realms, guests can use the park's app on their phones to virtually collect stars within attraction queues, retail shops, or dining spaces
- Guests not physically in Astrology Realms can still remain connected through the app, with which they can:
  - Create a profile based on their sign and connect with others
  - Play games to collect exclusive stars
  - Learn more about the 12 signs and astrology
  - Browse exclusive merchandise offered only when each sign is active
  - Plan their next visit to the park



Astrology Realms





# TECHNOLOGY

- Interactive screens, such as those in the Observatory, will incorporate the new touchless screens, which use gesture recognition technology to allow for an interactive, yet hands-free experience



UltraLeap, <https://www.ultraleap.com/enterprise/touchless-interfaces/>

- If the park is in a sunny climate, solar panels would be an excellent way to cut down on energy cost and consumption, as well as take advantage of the park's extensive roof space



Image licensed from Adobe Stock Photos

- LED and fiber optic lights in the walls throughout the park create an immersive, starry galaxy environment



Sensorio, (Photo: Adam Forgie, KUTV), June 24, 2019, <https://fox28media.com/news/offbeat/gallery-incredible-fiber-optic-light-art-display-blankets-15-acres-with-surreal-colors>



<https://mycosmos.eu/en/diy-star-ceiling/>



# BOH & EMERGENCY VEHICLE ACCESS

- Majority of BOH for this park, including show buildings for attractions, would exist around the exterior perimeter of the park
- Driveways would be carved out in between certain realms to allow for emergency vehicle access to each realm and the central Space Station

# LOCATIONS & EXPANSIONS

- This park is currently approximately 16 acres, not including the BOH areas outside the park's perimeter. This is feasible when comparing to other indoor theme parks, such as I-X Center, which was 20 acres.
- This park would be best suited for:
  - Areas where Western astrology is commonly known, which are primarily in the United States and western Europe
  - Places with harsh weather since it is an indoor theme park
  - Areas with extremely warm climates to offer a popular respite from the heat and maximize the use of solar panels on the roof
- The various zodiac philosophies create ample opportunities to design similar parks in different parts of the world, utilizing the astrology that is native to those areas, such as:
  - Chinese astrology in China
  - Mayan astrology in Central America
  - Vedic astrology in India
  - Australian astrology in Australia



