



# Design Deck

A stylized illustration of a woman's face, rendered in a dark, muted color palette. She has a headband, sunglasses, and several piercings (nose, ear, and eyebrow). The background is a dark, textured purple. The text "STORY & CHARACTERS" is overlaid in the center in a bold, white, sans-serif font.

# STORY & CHARACTERS



## PIRATES OF THE COIN

The *Pirates of the Coin* are a **band of treasure-seeking pirates led by Captain Fernanda**. Their alliance is founded upon their love for treasure, family, and a place to call home, but for the past few months, **they have struggled to unlock a cursed chest** and have **enlisted your help to crack the code** and be rewarded for your service to the coin.



## CAPTAIN FERNANDA

Captain Fernanda, or Nanda for short, is the fierce leader and founder of the *Pirates of the Coin*.

She formed the group after years of unfulfilled promises and backstabbing between past crews. To her, the *Pirates of the Coin* are more than just an alliance – they are family.

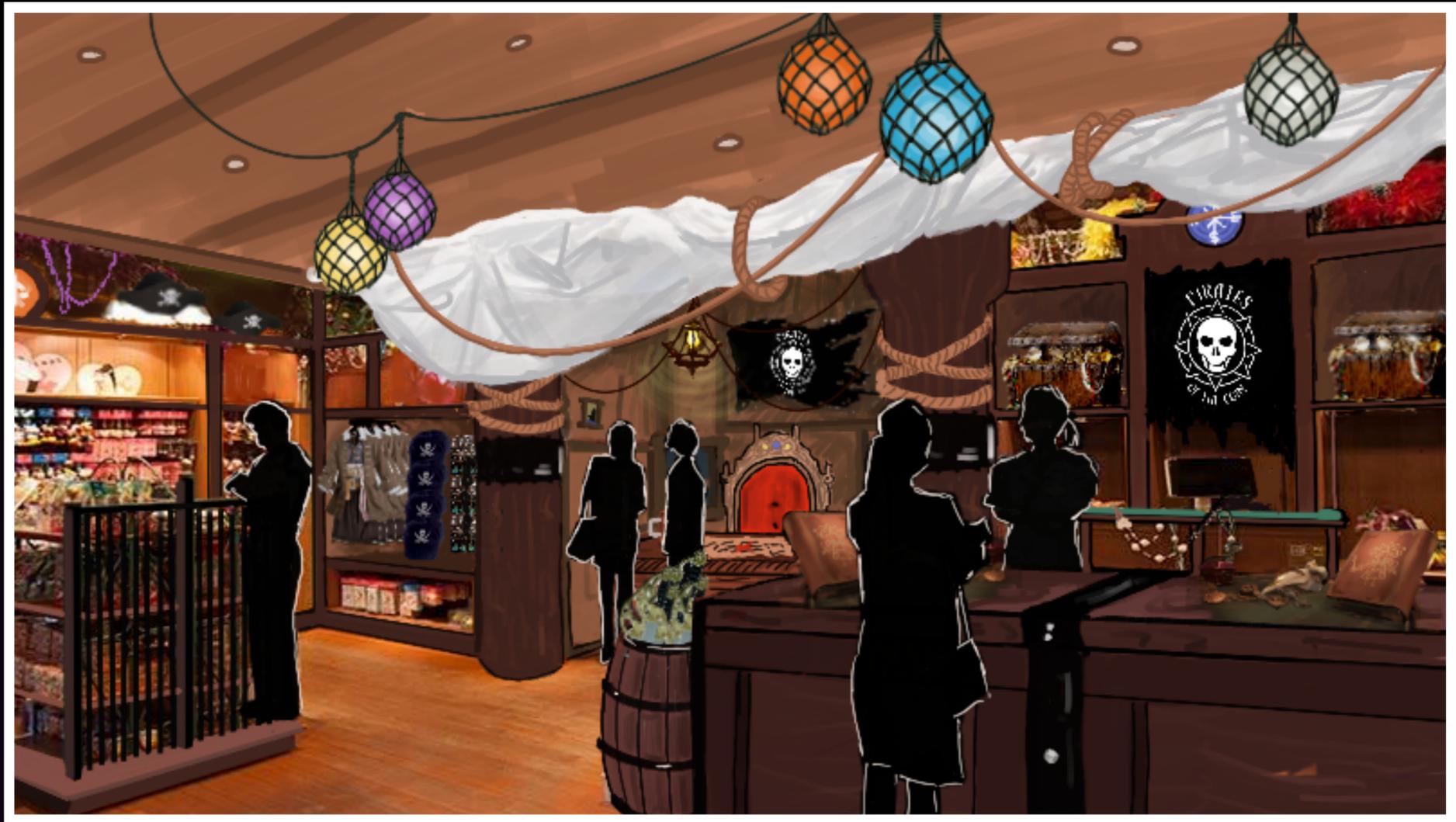


## JOLLY ROGER

Not only is Jolly Roger integrated into our experiences logo, but they are also a main character in our guest's pirate story when they come to life in the treasure vault's projection-mapped show congratulating guest on a journey well done and rewarding them with the treasure inside.

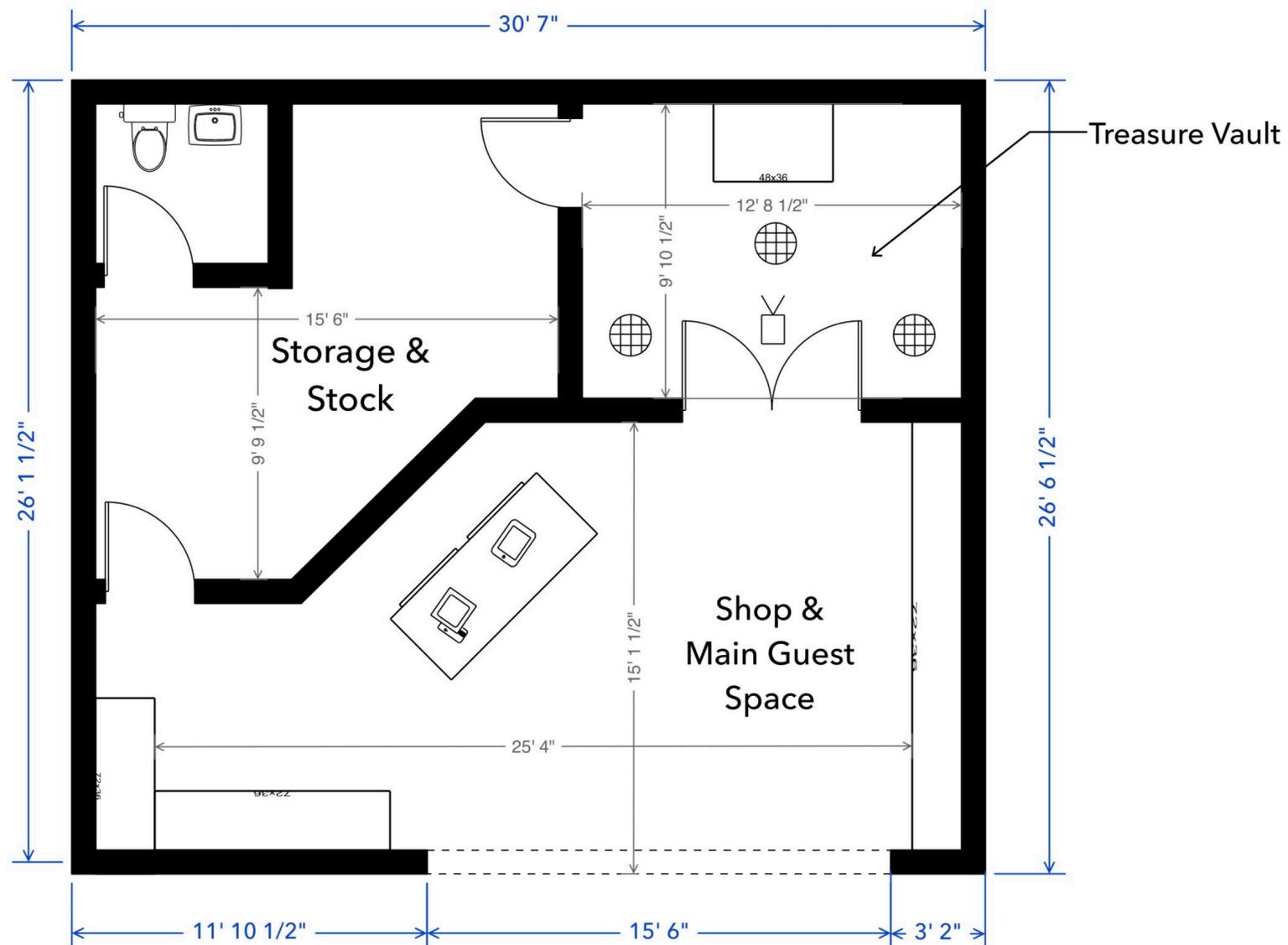


# THEMING, DESIGN, AND PLACEMAKING



# FLOOR PLANS & 3D MOCK-UPS

# FLOOR PLAN



When designing *Pirates of the Coin*, we set out to bring **an experience usually reserved for theme parks** to the city of St. Augustine, FL.

Our public shop leads to the private treasure vault experience for paying guests. Back of house provides storage, stock, and behind-the-scenes necessities.









The background image is a dark, atmospheric scene from a game. It features a skull emblem on a wall, a table with various items, and a tiled floor. The scene is dimly lit, with a focus on the central text.

# CAST & COSTUMING

# COSTUMING



The *Pirates of the Coin* cast costumes will add that extra level of immersion to our guest's experience. Our cast will be able to customize their pirate look with costuming pieces that reflects their personality, heritage, and style.



**CAN YOU CRACK THE CODE?**