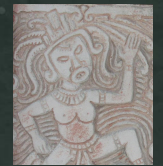


TLĀLOC'S

REALM

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All photos were taken by Team Tlaloc on a team field trip to the Art & History Museum of Maitland, FL.

THE TEAM BEHIND TLĀLOC



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Team Tlāloc is an all-Latin team brought together by their appreciation of Latin-American folklore, music, and architecture. With their combined love of tacos, pastelitos, and arepas behind them, they created a new, immersive experience that engages guests in Latin American history, highlights environmentalism, and builds a bridge from passive attitudes to mobilized perspectives.

INTRODUCTION

Mostlatlan (*mohst-laht-lan*)

Just off the eastern coast of Florida lies Mostlatlan: a man-made island inspired by the ancient Mexica island of Tenochtitlan. This immersive experience is inspired by ancient Latin-American culture and a contemporary cityscape, fusing the two to create a never-before-seen educational experience.

Alongside the incredible landscape and intricate architecture lies the E-ticket attraction, Tlāloc's Realm. Featuring an innovative spin on the traditional military dukw tour, this environmental adventure promises magic and adventure around every corner.



OVERALL LAND EXPERIENCE

The waves lap up against the island shore, punctuated by the drifting sound of a clay flute and the briny scent of the sea. The briny scent is joined by the earthy essence of good soil, and something incredible hums just beneath the surface. Amidst the mist, the great island emerges: Mostlatlan, land of esperanza, progreso, y fe.

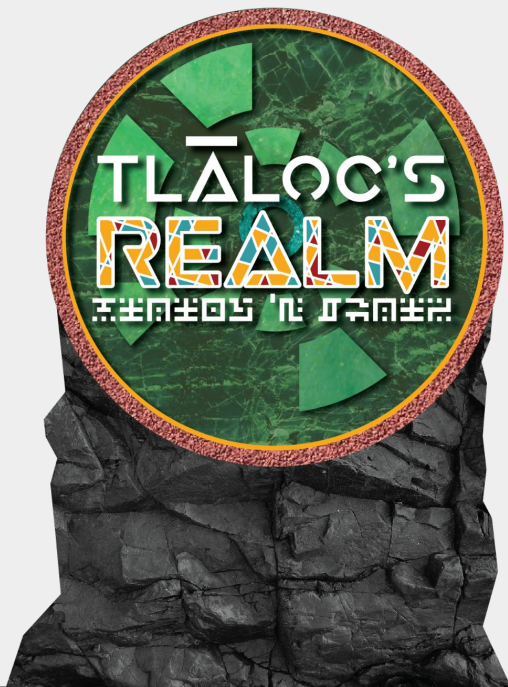
Bienvenidos. Ximopanōltih. Welcome home. Moving deeper onto the island, guests find the city: a sprawling, larger-than-life metropolis that combines Latin American architecture with sprawling greenery and high-tech elements.

No matter what barrio guests wander into, elements of technology are mixed in throughout the crawling vines and towering trees: a high-tech aqueduct system there, an interactive screen advertising the day's weather and train schedule here. Each neighborhood has a new culture to explore and new ideas to dive into, but in the center lies the island centerpiece: **Tlāloc's Realm**.





TLĀLOC'S REALM



Tlāloc (*tla-loc*)

The Temple of the Gods has existed for thousands of years, kept safe by generations of scholars and apprentices across the ages. You, our guest, are heading on a temple apprentice's first tour – the tour they need to complete to graduate – through the temple's storied halls. Only, what's meant to be an easy graduate's tour turns into a whirlwind ride when weather turns catastrophic.

This family-friendly attraction takes edutainment to a whole new level. From hurricanes to earthquakes, this water-and-land ride puts guests in the eye of the excitement. Led through each scene by an attractions guide, guests have the unique opportunity to learn Latin American folklore and meteorological phenomenon in an incredible, engaging context.

DEVELOPMENT

Tlāloc's Realm and Mostlatlan were developed and created with culture and heritage in mind. During the early research process, Team Tlāloc became familiar with early indigenous folklore and its reigning themes of environmentalism and collectivism¹. The story behind the land and attraction was crafted with these tropes in mind, as well as a healthy dose of “what-if”. What if the conquistadors had never arrived in Latin America? Out of that question, a high-tech temple was born.

In reference to art and architecture, Team Tlāloc gathered literature and architectural findings from across the web. The team also visited the Mayan Courtyard at Maitland Historical Museum² for greater understanding of architecture, art, and the Mayan Revitalization movement.

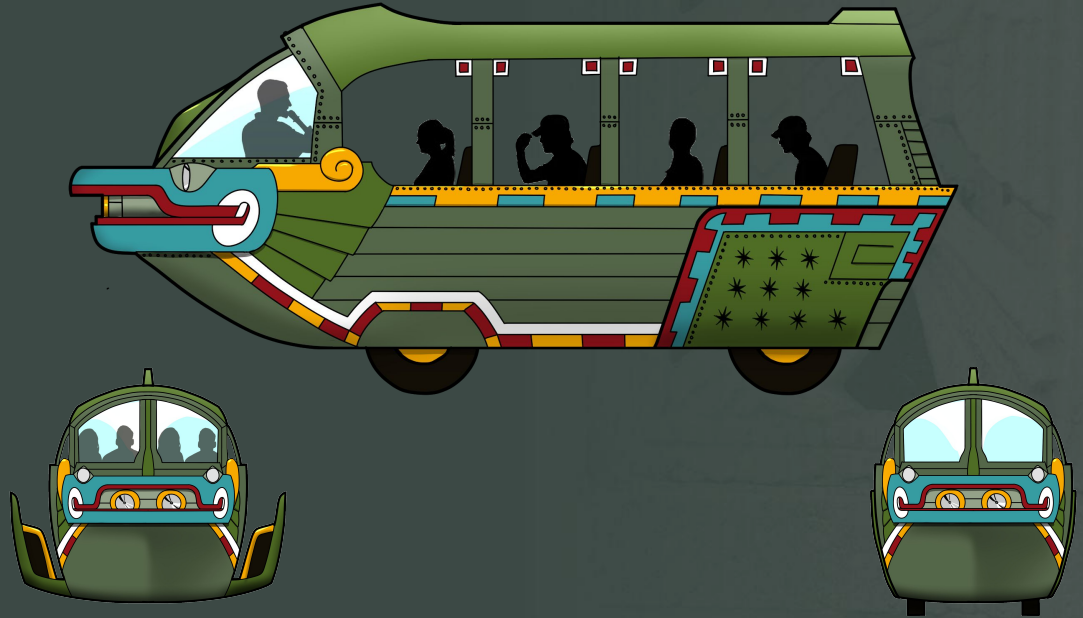
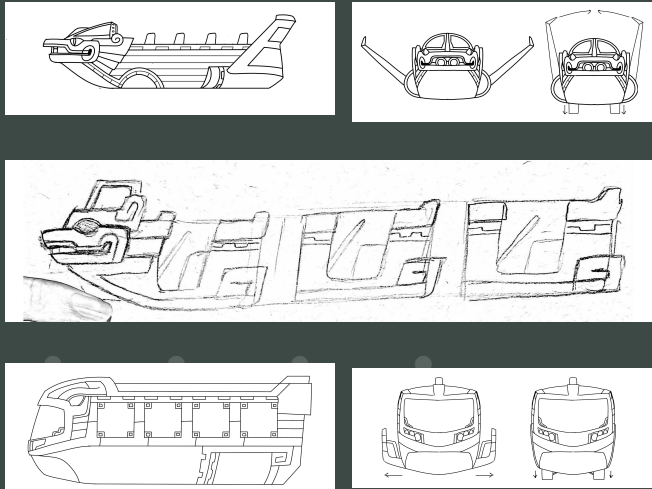
¹Paredes, Américo. "Concepts about Folklore in Latin America and the United States." *Journal of the Folklore Institute* 6, no. 1 (1969): 20-38. Accessed June 2, 2021. doi:10.2307/3814119.

²<https://artandhistory.org/>

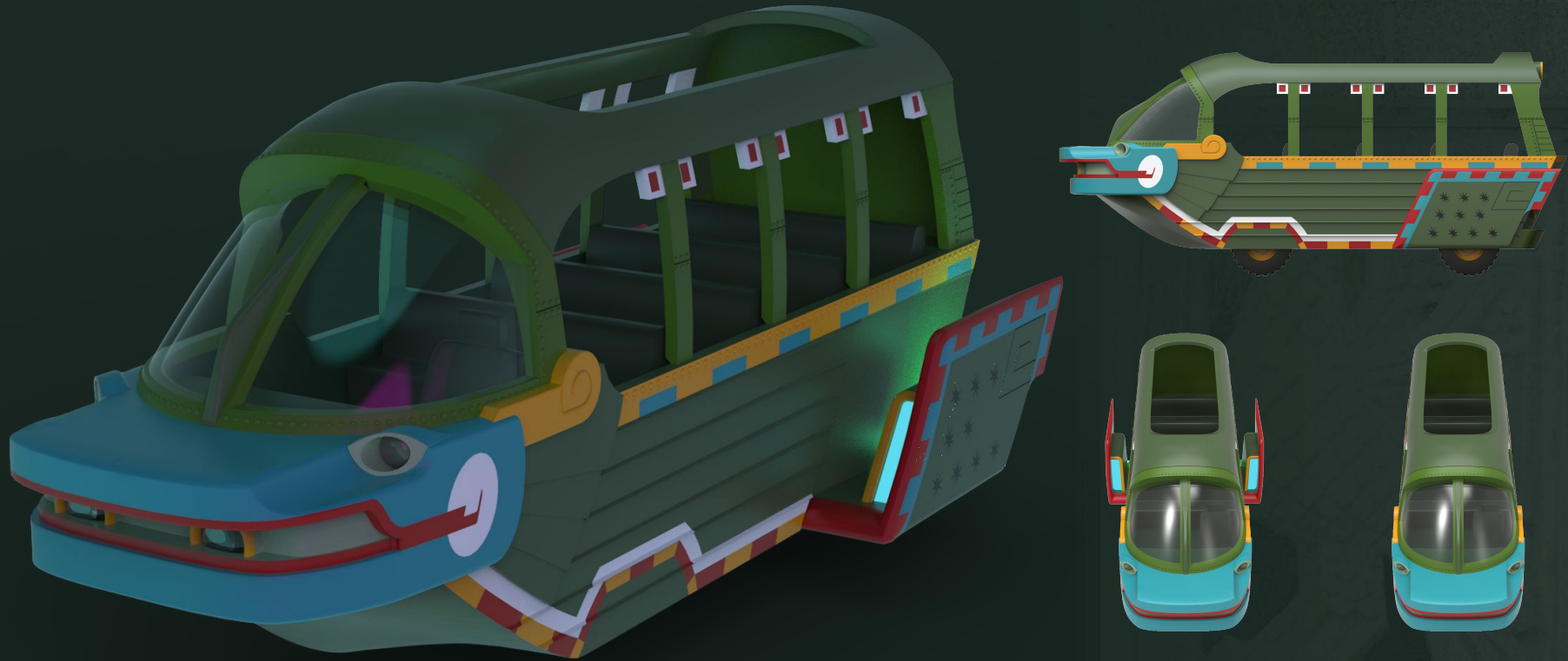


RIDE VEHICLE

The ride vehicle used in this family-friendly attraction is based off of military dukws (“ducks”), an amphibious troop and cargo carrier truck from World War II. Dukws utilize a unique pressure adjustment system; drivers are able to lower or raise tire pressure from their seat, allowing the vehicle to travel over sand, streets, and rivers with ease³. Here, the dukw has been re-engineered by Mostlatan people into an indigenous tool. Mostlatlan is a revitalization of ancient Latin America, much of which was destroyed by European colonizers; it seemed appropriate that this vehicle of destruction be re-imagined into a celebration of culture.



³ <https://www.britannica.com/technology/DUKW>



The initial look and feel of the ride vehicle was inspired by Mayan and Aztec depictions of animal life in temples across Latin America. Maya blue was chosen for its historically indestructible qualities⁴. Despite extreme weather and hundreds of years, Maya blue was - and in our case, is - manufactured to withstand hurricanes and the rabid winds they bring. Similarly, green was utilized to pay homage to the traditional military dukw; additional inspiration was taken from traditional coloring from temples like Rosalila Temple⁵.

⁴<https://www.thoughtco.com/maya-blue-distinctive-color-169886>

⁵<https://www.atlasobscura.com/places/rosalila-temple>



THE STORYLAND CHALLENGE



Depth and Richness of Storytelling: Does it entertain, thrill, and excite?

YES! Guests have the opportunity to sail through a hurricane, experience a tornado, and even rumble through an earthquake. With the help of a tour guide and special effects technology, this thrilling adventure is a family-friendly escapade into the exciting science behind extreme weather.

Emotional Resonance: Does it move people to act?

YES! While our apprentice guide might need to hit the books a *tad* more, they offer incredible information on emergency preparedness, climate change, and disaster phenomenon. Through our guide's narration, guests discover how they can prepare for a disaster of their own and prevent future calamity in their own communities.

Design Innovation: Does it push the boundaries of what's been done before?

YES! Weather simulators have been used in edutainment facilities across the globe, but Tlāloc's Realm brings it to a whole new level. Tlāloc's Realm combines traditional weather simulator techniques with a strong story, effectively turning up the dial on this attraction's emotional connection. Aside from feeling the wind whip through their hair, guests will also experience the devastation extreme weather patterns can cause, learn how to prepare for those conditions, and explore how they can help keep their communities safe.

THE STORYLAND CHALLENGE



Creative Use of Materials: Does it find new ways to use old tools and design methods?

YES! Countless common theme park tools and design methods are used throughout Tlāloc's Realm: projection mapping, an actor doubling as both storyteller and tour guide, animatronics, and so much more. The attraction marries old school techniques to out-of-the-box thinking: truck-based dark ride, meet boat ride! Boat ride, meet simulator! These novel combinations turn those old-fashioned design methods into classic ones.



Executability: Is it doable?

YES! Every technique used within Tlāloc's Realm has, at one point or another, been previously executed. Military dukw tours using World War II vehicles are still alive and well in many parts of the United States. Additionally, land-to-water experiences exist in attractions like the Amphicar Tours at Disney Springs. Tlāloc's Realm adds a narrative to these existing techniques, adding further layers of dimension and discovery to each scene.



Ecological Compatibility: What's the impact on the area where the project would be installed?

As concepts, Tlāloc's Realm and Mostlatlan were both built upon sustainability and environmentalism. Mostlatlan itself is a revised take on ancient Tenochtitlan, a floating city built by the Aztecs in the 1300s. As for Tlāloc's Realm, the attraction's overall messaging encourages its patrons to give back to the communities; the amount of ecological awareness the attraction would instill provides a new layer of consideration.

PRONUNCIATION GUIDE + ADDITIONAL REFERENCES

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Special thanks to the staff and artists at the Art & History Museums of Maitland, Florida, who so generously allowed us to take pictures of their beautiful facilities for our research.

- **Mostlatlan** (*mohst-laht-lan*)
- **Tlāloc** (*tla-loc*)
- **Tepeyollotli** (*te-pey-ol-lotl*)
- **Chalchiuhtlicue** (*chall-wee-tl'E-KO*)