

A concept package created by the students at SCAD in the Themed Entertainment Design Master's Program.



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Project Introduction



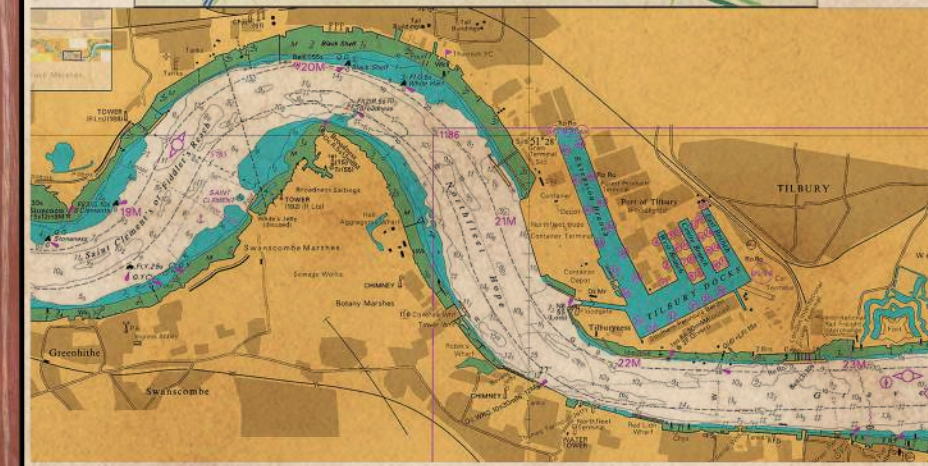
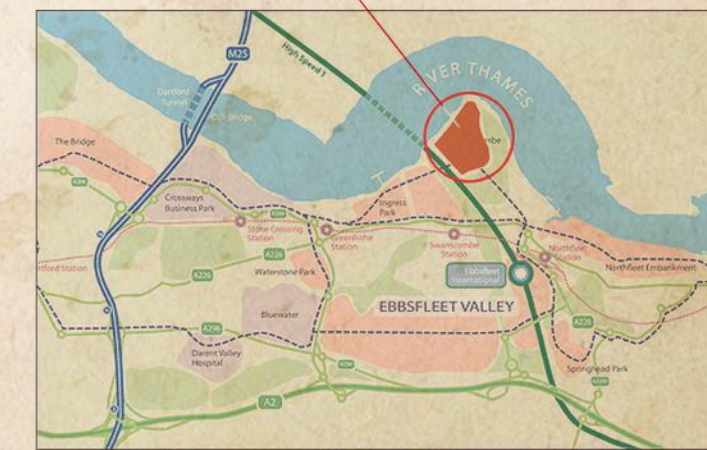
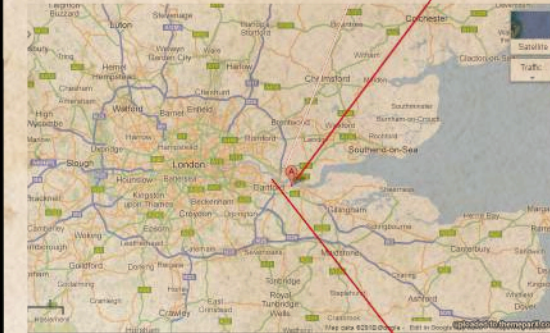
Course Content by G. Andrade
 Presentation Layout by L. Wheeler and J. Currey
 Logo by J. Currey



THE LONDON PROJECT - The theme park zone includes seven individual themed land areas as denoted on the adjacent park map. Our studio was tasked with the challenges listed below:

1. Revisit the overall master-plan which was lacking in flow and investigate more advantageous use of the land mass and uses for the overall resort property.
2. The second and primary problem solving exercise was to create designs for 'The Woods' as a singular land area zone within the overall master plan. Planning included revising the overall land plan, programming, content IP and creating a complete guest experience surrounding a central icon. In process the land was renamed "The ENCHANTED WOODS"
3. Lastly - Our class was organized as a working studio in which each student could have varied and shared responsibilities for assigned, vertical and horizontal roles. This exercise served as a means to simulate a real world working studio environment.

Site Location Project Information



THE LONDON PROJECT - DEVELOPMENT - A PARAMOUNT RESORT

The London Project has been in development for some time and is currently become re-released and refreshed with additional funding. The Resort design includes hospitality - RD&E as well as a primary and proper themed park as a central attraction. Our THED-775 design studio has been challenged with a series of efforts utilizing information gleaned from current press releases etc.

The LONDON PROJECT Resort is located just over an hour out of central London and is established along the Thames River on its exit to the sea. The site area is a peninsula located just north of Ebbfleet Valley north of the A2 motorway and will serve as a primary tourist destination. It will be a number of years before the final resort property is completed however our mission is to advance the design of the master plan and 'the woods' zone themed area as a singular land within the themed park which includes seven land areas.

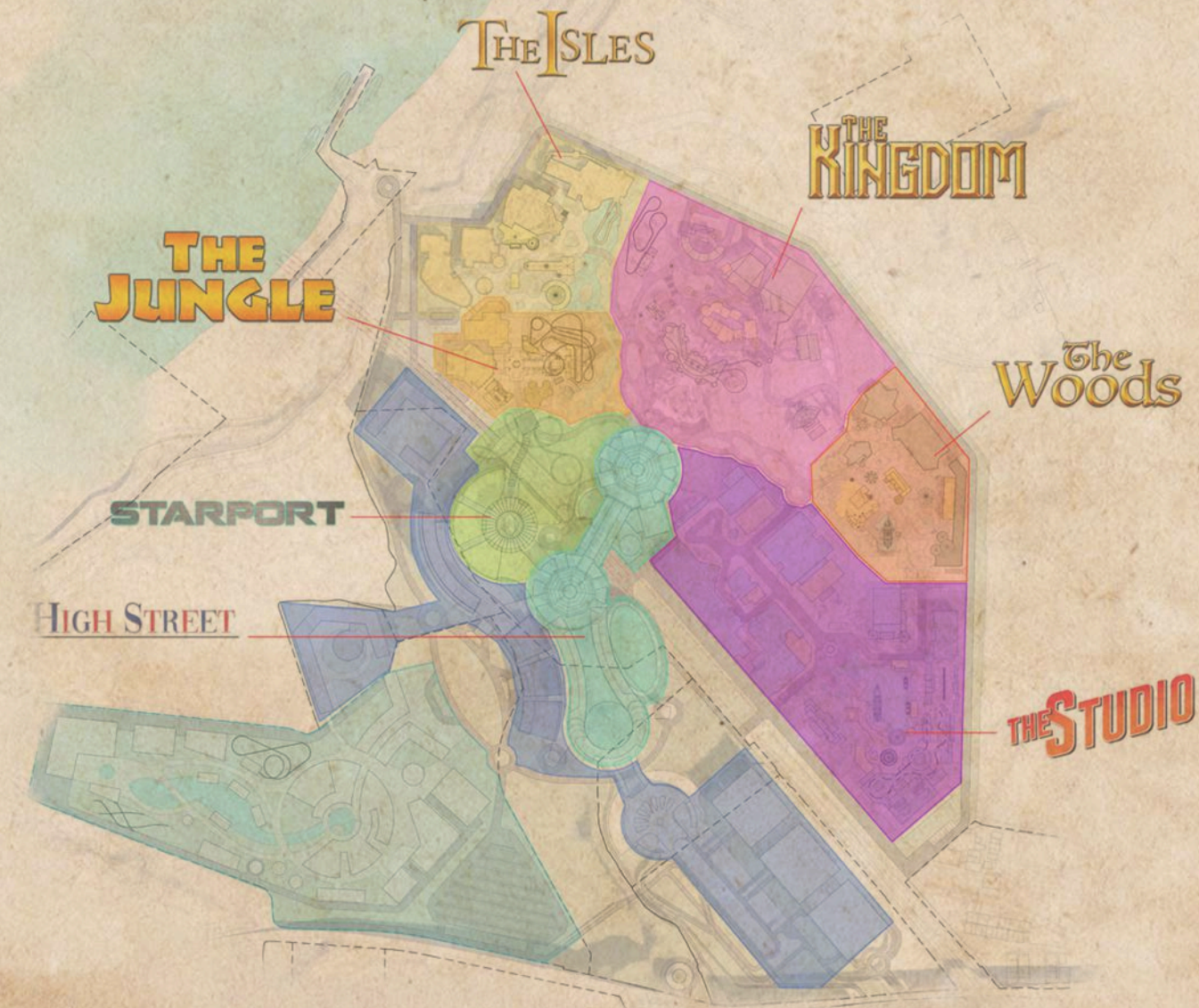


Course Content by G. Andrade



Masterplan

Before and Guest Flow



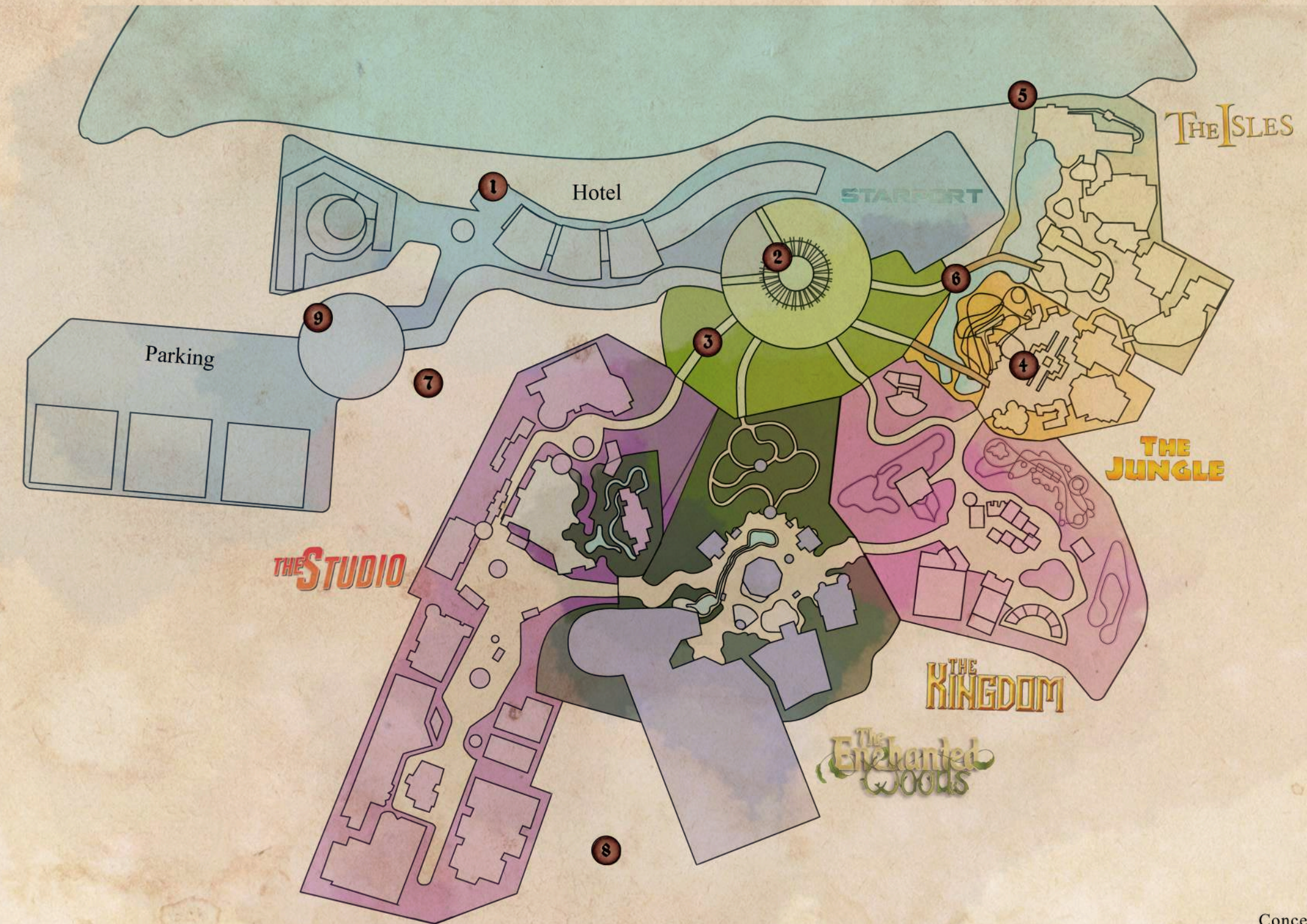
Changes to Masterplan

- 1 Moved hotel to utilize the waterfront that is available to give guests a better view
- 2 Removed High Street and made Starport the central port to all lands
- 3 Created access to Starport and touching lands for each land plan to generate better guest flow
- 4 Emphasized central icon in each space
- 5 The Isles is pirate themed, giving them water access by one side and inside the land creates better themed hardscape opportunities
- 6 Water feature in The Jungle
- 7 All services have been moved underground
- 8 All lands have access to the woods
- 9 Created transition area from parking to hotel and parking to Starport



Masterplan

Plan





The Enchanted Woods Origin

Once upon a time there was a girl who loved stories. She was taken in by powerful druids of the Enchanted Forest who taught her the magics of nature. As her power grew, the more the powers of darkness sought to corrupt her.

An evil witch, trapped in the forest, tricked the young enchantress into releasing her and bound her to the woods in her place. The Enchantress decided to turn her situation into a boon and she began to create a safe haven for all who would wish to visit the Enchanted Woods.

Her powers turned the once dark world into a place of magic, imagination, and light. Guests are invited to walk alongside the characters from folklore and legend and explore the creation of the Enchantress, the Enchanted Woods.



Design Narrative

The Enchanted woods are ruled by the Enchantress' power and manifested from her imagination. Influenced by the stories she loved as a child and those she discovered later as the world continued to write new fables, myths and legends. The forest she magically sprouted is inhabited by the heroes and villains of these epic tales.

Guest Experience

There is a forest in London where every storybook character you've ever known is lives beyond the pages of the stories you know and love. Heroes of their new tales, only you can find where their adventures will go. Will you brave the witches curse and the Experience the Enchantress' fairy tale forest?



rogram

1 Carousel of Heroes Icon

Every great story has a hero and every great hero has a noble steed. Charge into the fray, atop one of these legendary steeds brought to life through the power of The Enchanted Woods.

2 Boons & Boosts Outpost Food & Beverage Cart

Reward yourself with an energy booster for your valiant efforts with seasonal and themed snacks inspired by your favorite storybook heroes.

3 The Printed Kettle Restaurant

A grand library, restaurant and tea room that captivates with its vast collection of fairy tales and unique blends of herbal tea found in The Enchanted Woods. Have a bite, take a sip, and read a classic tale while immersed in the Enchantress's happy place.

4 Chapter Twentea Merchandise Cart

From your favorite storybook to a charming collectible tea cup, Chapter Twentea offers a variety of merchandise inspired by the Enchantress' love for reading and tea.

5 Fairytail Adventure D-Ticket Indoor Dark Ride

Jump into Gus's storybook and witness the tales come to life around you! But watch out for the Big Bad Wolf, wreaking havoc through the pages. Can you help Gus and the Enchantress catch him and return him to his story?

6 Storyteller's Grove Theatre

Talking trees are the keepers of all stories in The Enchanted Woods. They invite all to gather round the grove to be captivated by the magic of puppets, song and theatrics as they share with us the power of story.

7 Tall Tale Traders Merchandise Cart

Choose from a selection of The Enchanted Woods souvenirs and collectibles at this location.

Program by J. Currey

8 Jack's Giant Escape
E-Ticket Indoor Roller Coaster
There are giants in the sky! Escape down the beanstalk with Jack on this high-flying beanstalk surfing adventure. Don't let the giants catch you!

9 Rumpelstiltskin's Marketplace Marketplace

Interested in a bargain? Take your chances striking up a deal in Rumpelstiltskin's Marketplace, the destination for unexpected goods, mouthwatering fare, and run ins with an assortment of eccentric merchants.

10 Capital Vices Tavern

Folk tales invite us to learn the very best & worst of humans: their sins & their virtues as their characters learn how to navigate through life. Step into Capital Vices, an experiential tavern where adults can explore areas themed as European Folktales displaying the 7 cardinal sins.

11 Villain's Den Meet and Greet

In this hidden corner of the Dark Woods, storybooks' most evil characters come together at the Villain's Den to plan mischief and misdeeds. If you come close to this hiding spot, you may be lured inside to learn of their villainous ways.

12 Wicked Temptations Food & Beverage Cart

Seasonal and themed evil treats can be found at Wicked Temptations, from a variety of devilish potion drinks to savory and sweet hexing bites.

13 The Fairy Trail Forest Walk-Through Experience

Get lost in this unwinding journey interacting with the creatures who inhabit The Enchanted Woods.

14 Bad Wolf Retail Store

Why do wolves and snores come from the house? Welcome to the world in the wolf's belly. You may find that Little Red Riding Hood's grandmother, many stones that have been eaten by mistake, other poor children, or other bad guys. Want to know? Then come in and take a look.

15 Nibbles & Tidbits Snack Cart

Bottled water, chips, and popsicles available at different locations of The Enchanted Woods.



and Plan Aerial View



Aerial View by J. Currey



Land Plan

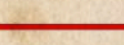
Formal and Zone Plan

LEGEND

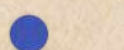
PRIMARY ENTRY POINTS / MARQUEES



LIMITS OF LAND MAP + TABLE MODEL



PRIMARY SHOW BUILDING FACILITIES



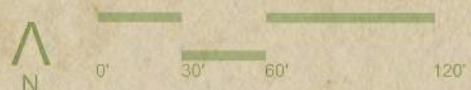
RD+E FACILITIES



VISUAL INTRUSION BERMS



THE ENCHANTED WOODS



Concept by G. Andrade, L. Wheeler, J. Currey, L. Ellis, and M. Townsend



Land Plan

Enlarged Land Plan

LEGEND

1 TSR - The Printed Kettle

2 Retail - Bad Wolf

3 Walk-Thru - The Fairy Trail Forest

4 Icon - Carousel of Heroes

5 Meet + Greet - Villain's Den

6 BAR - Capital Vices

7 Retail - Rumpelstiltskin's Marketplace

8 E-Ticket - Jack's Giant Escape

9 Theatre - Storyteller's Grove

10 D-Ticket - Fairytail Adventure

11 Queue Zone

12 Themed Cart



Concept by G. Andrade, L. Wheeler, J. Currey, L. Ellis and M. Townsend



arquee
North Marquee

The Enchanted Woods



Marquee Concept by M. Alfaro



arquee
East Marquee

The Enchanted Woods



Marquee Concept by M. Alfaro



Marquee
West Marquee

The Enchanted Woods



Marquee Concept by M. Alfaro



Marquee
West Marquee POV
Rendering

The Enchanted Woods



Rendering by M. Alfaro

The Fairy Trail Forest

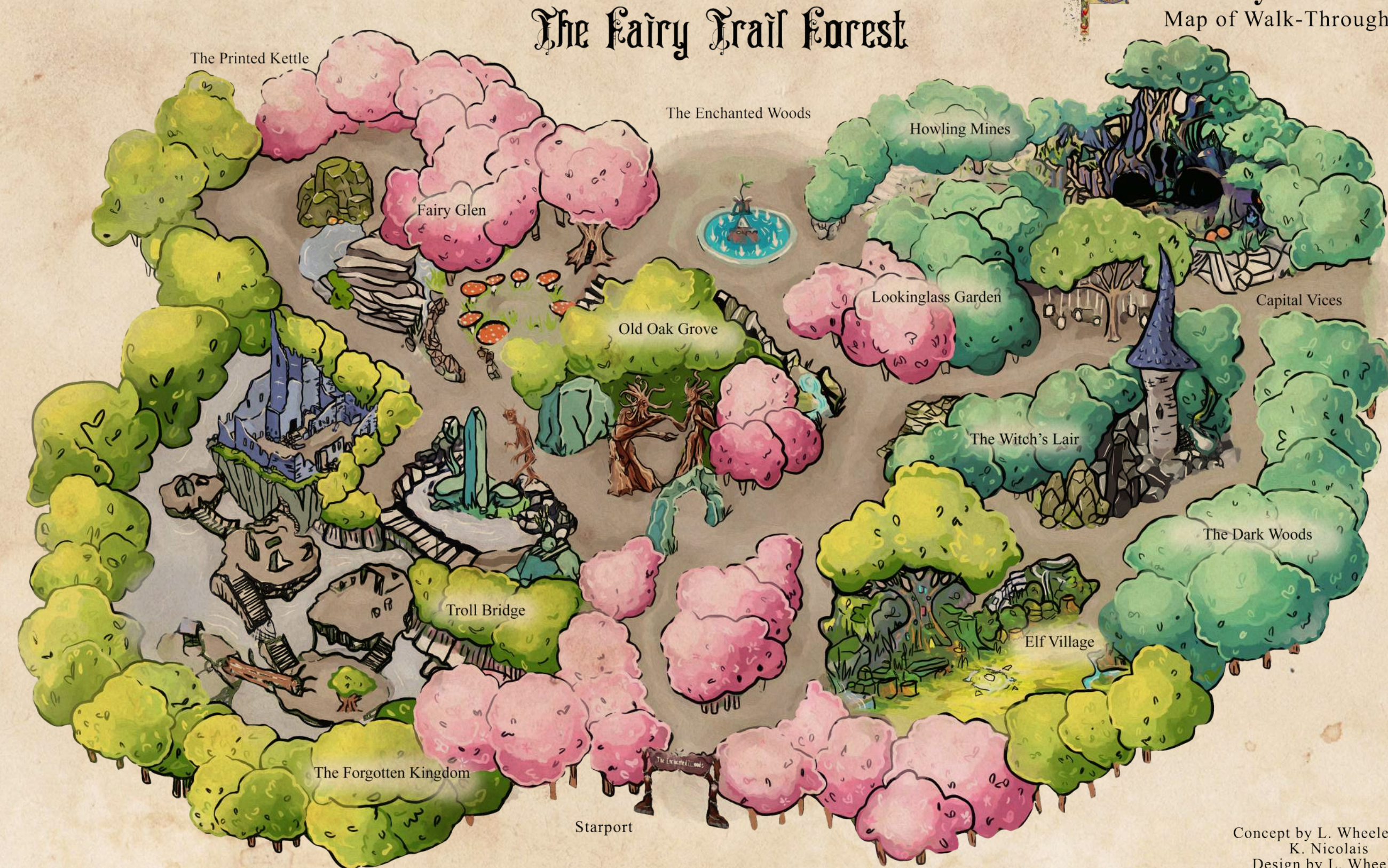
Entrance Concept



Concept by L. Wheeler

The Fairy Trail Forest

Map of Walk-Through



Concept by L. Wheeler and
K. Nicolais
Design by L. Wheeler



Experience:

The elves of The Enchanted Woods are hard little workers that have a way of going about their work unnoticed by the humans around them. But if you are lucky, you might be able catch one of these little guys at home. At the elf communities around the forest you can peer into windows, knock on doors, and catch a glimpse into the private lives of these impish creatures. Just be careful not to scare them!

Elf Tree
NTS



The Fairy Trail Forest
Mirror Interactive Experience



Interactive by L. Wheeler
Hardscape by K. Nicolais



The Fairy Trail Forest
Mirror Interactive Experience

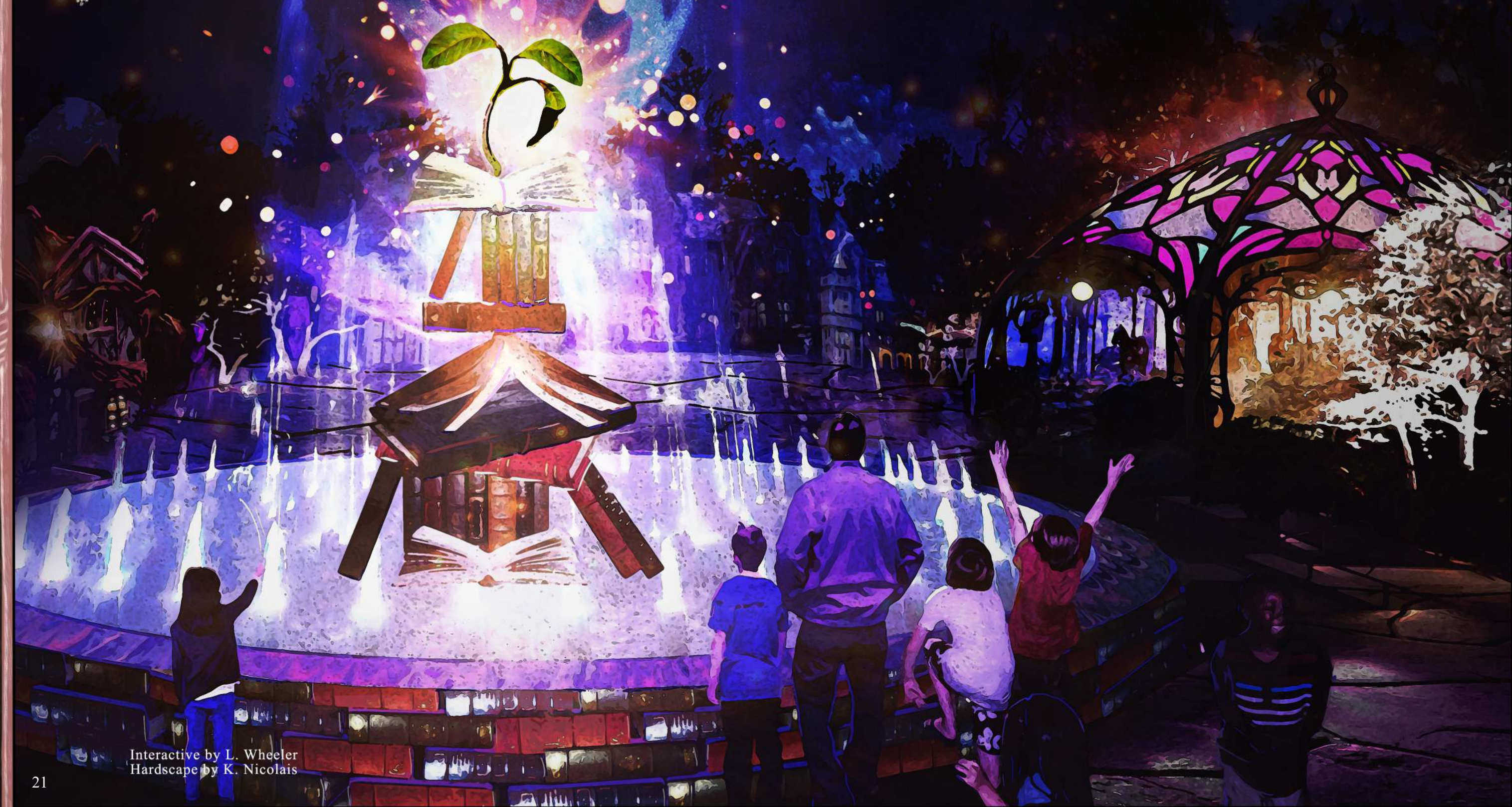
Experience:

The mirror tree in the dark wood, is an enchanted tree where the evil queen gets her supply of long suffering mirrors. In this vignette, you can step up and talk directly with the magic mirrors. What will you ask the all seeing mirrors? About your past, your future, your true love? Just be careful whatever you choose, the answer might not always be what you expect to hear.



Interactive Mirrors
NTS

Interactive by L. Wheeler
Hardscape by K. Nicolais



Experience:

This commemoration of the enchanted woods origins is located at the edge of the Fairy Trail Forest. Like everything in the Enchanted Woods there is more to this fountain than first meets the eye. If you look closely you might notice that the water and the sprig following your movements to guard you as you venture deeper into the woods towards the darker parts of the forest.

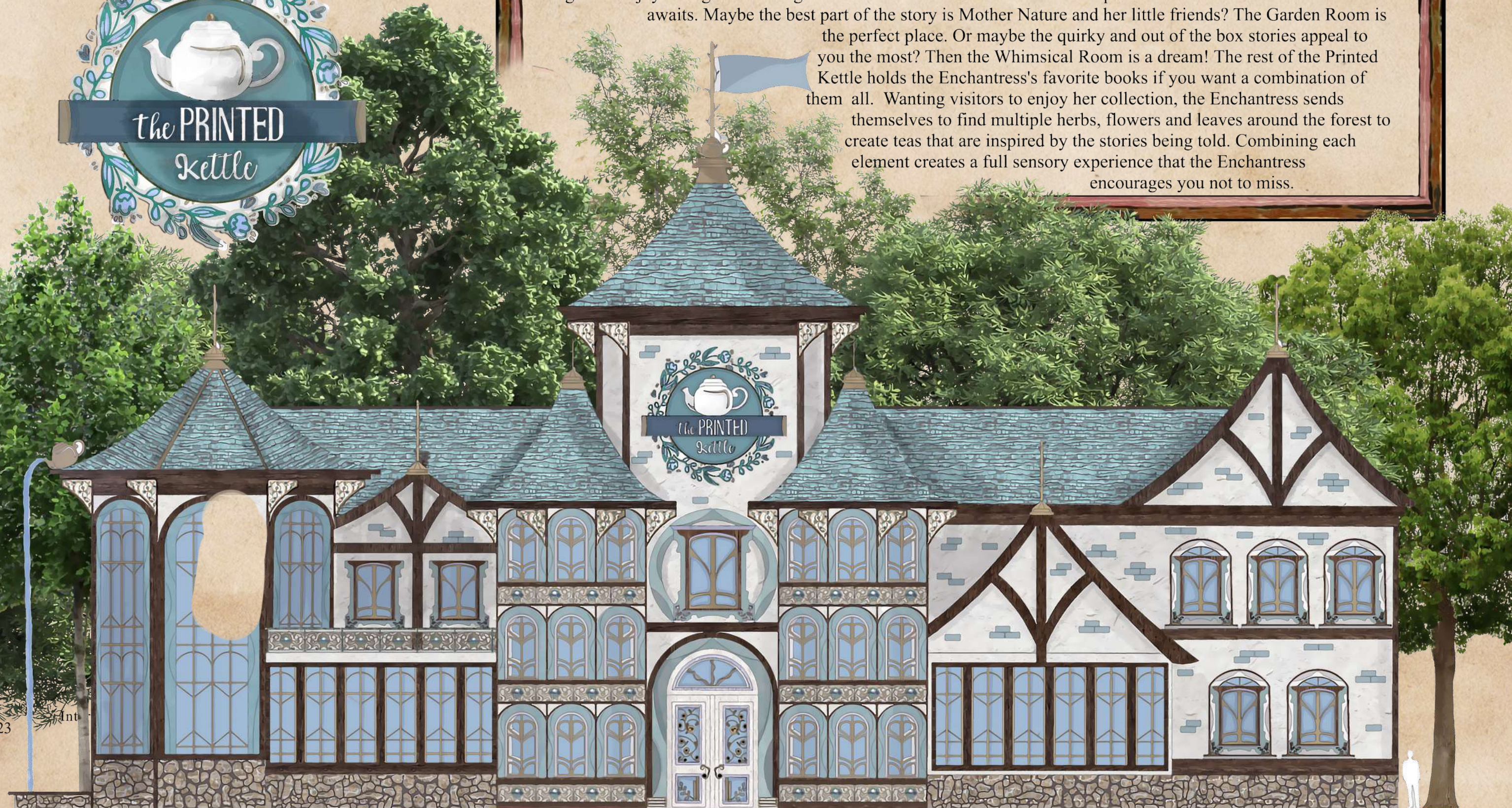
Interactive Fountain
NTS

The Printed Kettle

Introduction



In the past, fairy tales were enjoyed through words on a page and became real due to the creative minds of the reader's imagination. In order to preserve the stories that have traveled through many generations, the Sprig created a sanctuary that appeals to the Enchantress and her love of books. The Printed Kettle holds storybooks to keep them in the utmost pristine condition, while allowing those who love a good story to join the Enchantress and admire the large collection. Each storybook is separated by category and placed into the designed room that relates to the story being told. Enjoy a knight in shining armor who falls in love with a beautiful princess? Then the Princess Room awaits. Maybe the best part of the story is Mother Nature and her little friends? The Garden Room is the perfect place. Or maybe the quirky and out of the box stories appeal to you the most? Then the Whimsical Room is a dream! The rest of the Printed Kettle holds the Enchantress's favorite books if you want a combination of them all. Wanting visitors to enjoy her collection, the Enchantress sends themselves to find multiple herbs, flowers and leaves around the forest to create teas that are inspired by the stories being told. Combining each element creates a full sensory experience that the Enchantress encourages you not to miss.

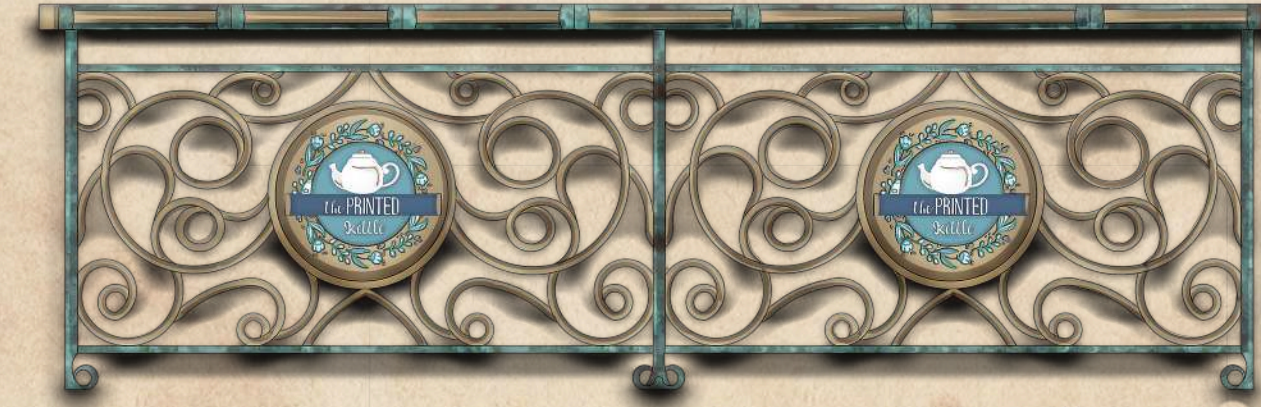


The Printed Kettle

Architectural Details



Finial



Railing



Bracket

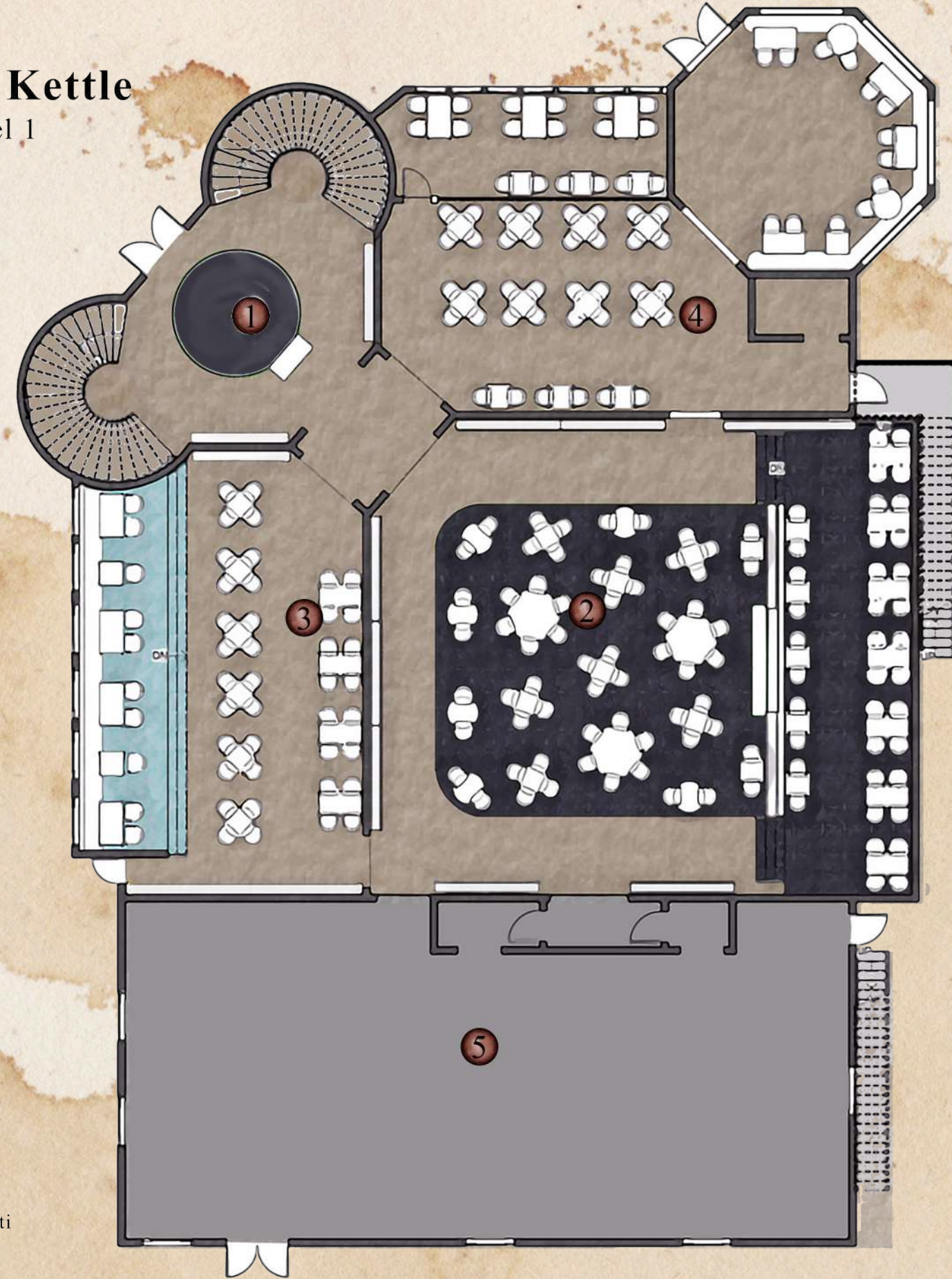


Window



Main Entrance Door

The Printed Kettle
Floor Plan Level 1



GUEST EXPERIENCE

Guests are greeted with a grand entrance with two staircases that create a magnificent entry way. Ahead of them is the reception desk where they can decide which room they would like to be seated in. In case of a wait, comfortable seats and bookcases allow the guests to be entertained until they are seated. Downstairs makes up the main library, princess room, and garden room all designed differently to enhance the experience and encourage guests to visit more than once. Each room also holds a specific menu and tea selection based on the dining room theme.

PROGRAM

- ① ENTRANCE
- ② MAIN LIBRARY
- ③ PRINCESS ROOM
- ④ GARDEN ROOM
- ⑤ BACK OF HOUSE

SEATING SPECIFICATIONS

Level 1 has a total of 242 seats for service. The main library takes up 100. The garden room has 82 seats, while the remaining 60 seats are in the princess room. Level 1 and 2 total 385 seats in The Printed Kettle.

GUEST EXPERIENCE

After walking up one of the grand staircases, guests immediately step onto a mezzanine that overlooks the main entrance and the library. This creates a more dramatic feel while giving them a different way to experience the space. While upstairs, guests can enjoy the whimsical room that is quirky and fun, or choose a space that overlooks the main library and follows a similar design to the floor below. In addition, a private event space allows for The Printed Kettle to be the perfect place to celebrate or enjoy a large gathering amongst storybooks and a pot of tea.

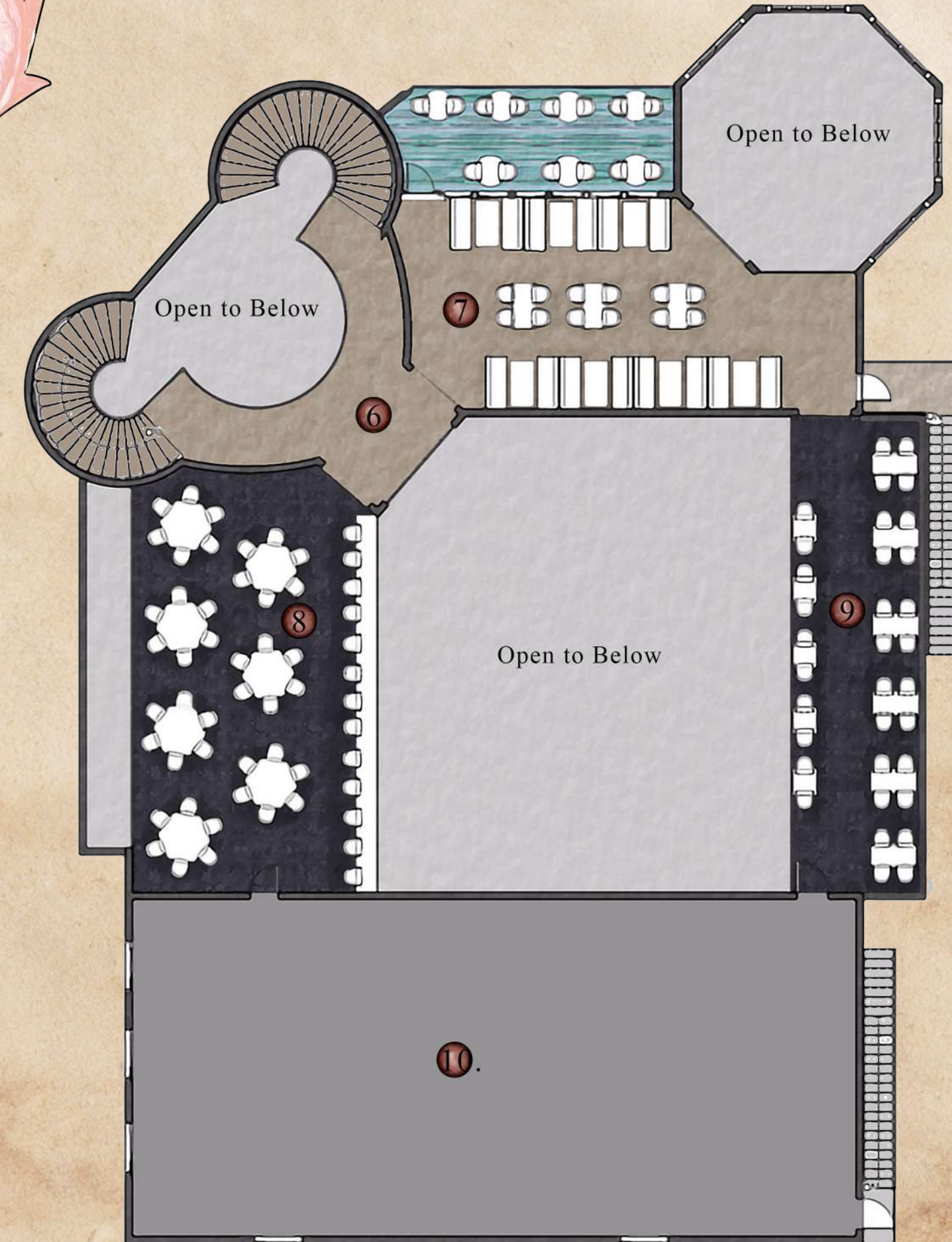
PROGRAM

- ⑥ ENTRANCE OVERLOOK
- ⑦ WHIMSICAL ROOM
- ⑧ PRIVATE EVENT ROOM
- ⑨ LIBRARY OVERLOOK
- ⑩ BACK OF HOUSE

SEATING SPECIFICATIONS

Level 2 has a total of 143 seats for service. The whimsical room takes up 54 of those seats while the private event space has 55 seats. The remaining 34 seats are at the library overlook.

The Printed Kettle
Floor Plan Level 2













The Printed Kettle
Whimsical Room



The Printed Kettle
Whimsical Room

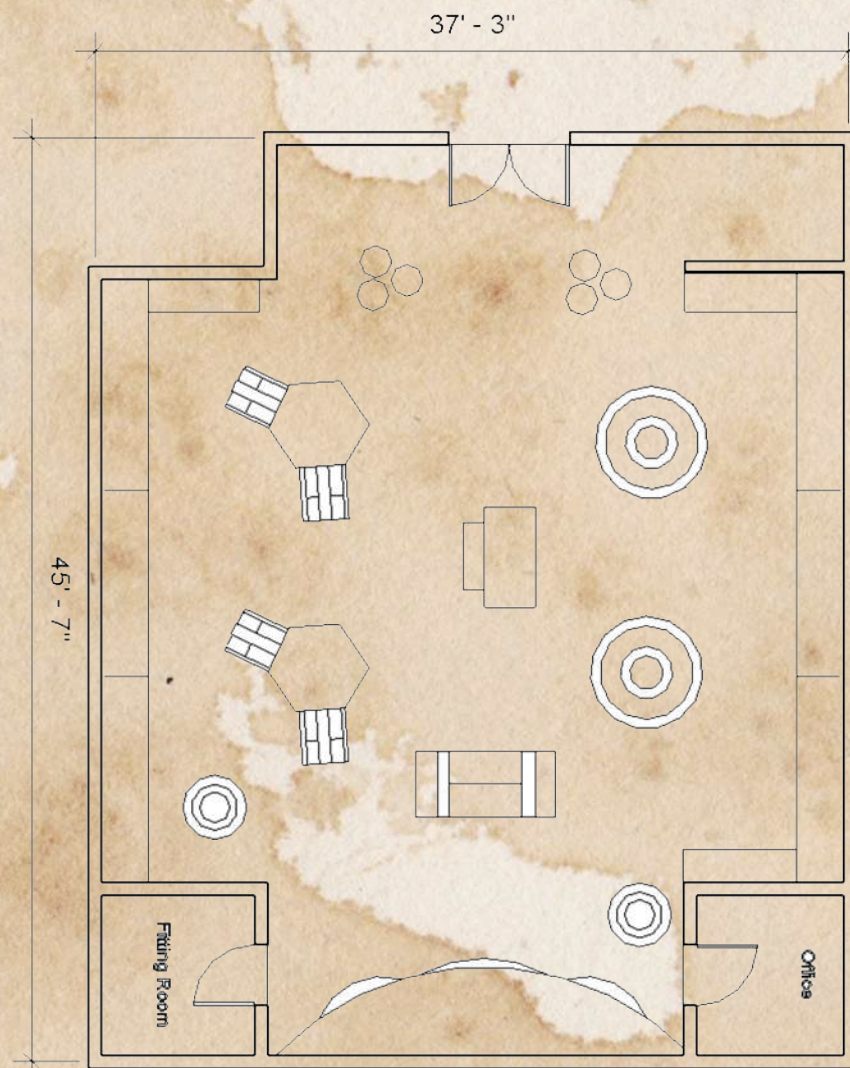


Bad Wolf
Introduction



Narrative

Which building do you want to go to?
Both the Little Red Riding Hood house and the Scary Wolf's house welcome you. The wolf's door was wrapped in vines, and you could only choose to enter Little Red Riding Hood's house.
A new journey begins.



Concept by Y. Liang
Logo by J. Currey



Bad Wolf
Interactive Experience
Narratives

Bad Wolf Gift Shop

Long after the big bad wolf's demise, he continued to be a pest. Even more dangerous in death than he was in life, actions had to be taken to contain his dangerous spirit. To protect the inhabitants of her forest, the Enchantress cursed the wolf and bonded his spirit to the abandoned cottage left behind by red riding hood and her Grannie. Merchants use this cursed cottage as an outpost from where they sell goods and wares to travelers. This howling house is much better behaved than he was in his previous life as a wolf. Although generally playful and nice, he still gets snippy with guests from time to time.

The Wolf's Paws

Just outside the Bad Wolf Gift Shop, guests can test the patience of the wolf's ghost that inhabits the old cottage. Guests will be wary as they lean on the boulders outside. These rocks are actually the wolf's paws and the longer you lean on them the huffier he gets. You'll hear him growl, then you'll see his chimney shoot out a howl of fire, and finally he'll bump you off his paws with a rocky jolt of his claw.

Interactive Experience by L. Wheeler



Bad Wolf
Interactive Experience



Bad Wolf
The Wolf's Paws
Interactive





1. Users Experience: Immersive,
Mixed-use "Entertainment+Retail".



2. Digital in physical stores:
AR screens, virtual fitting rooms

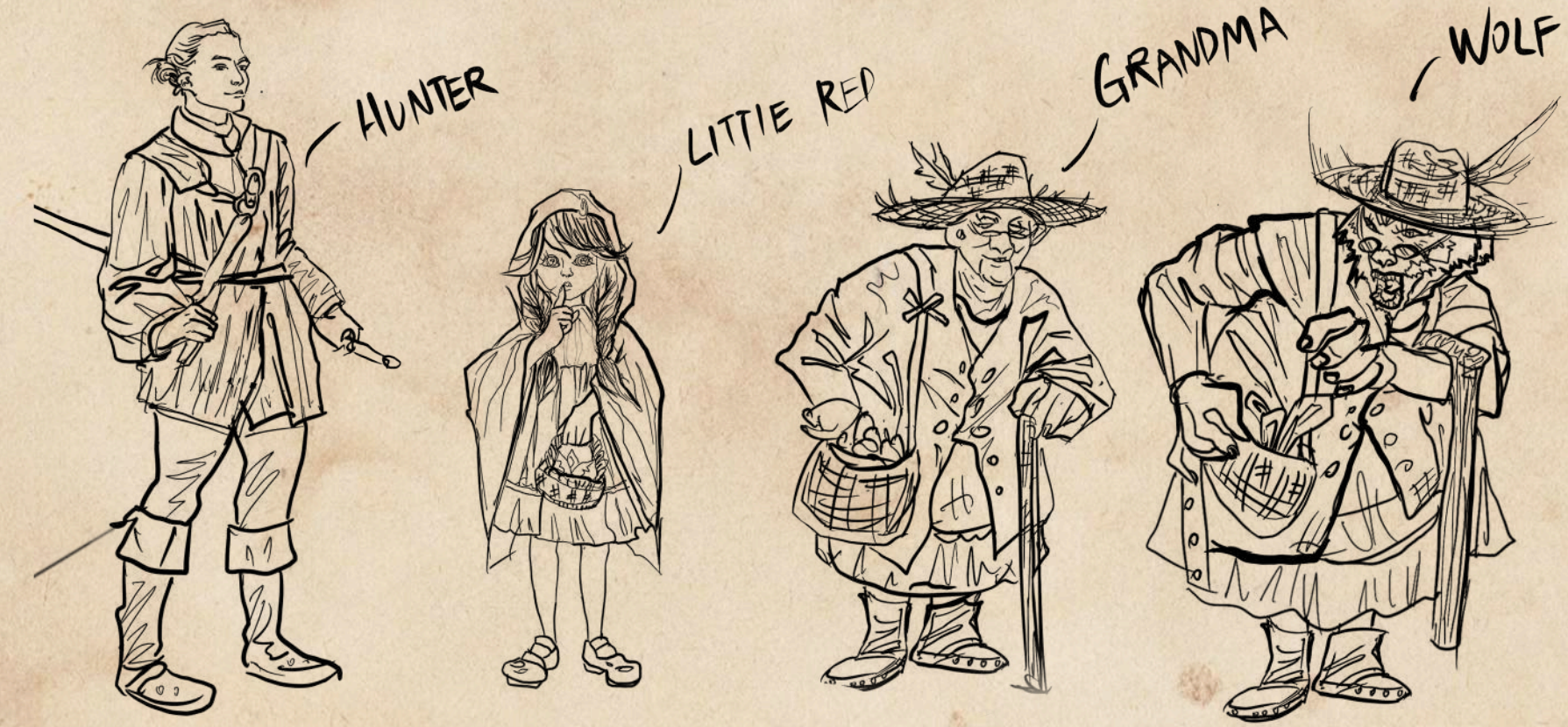
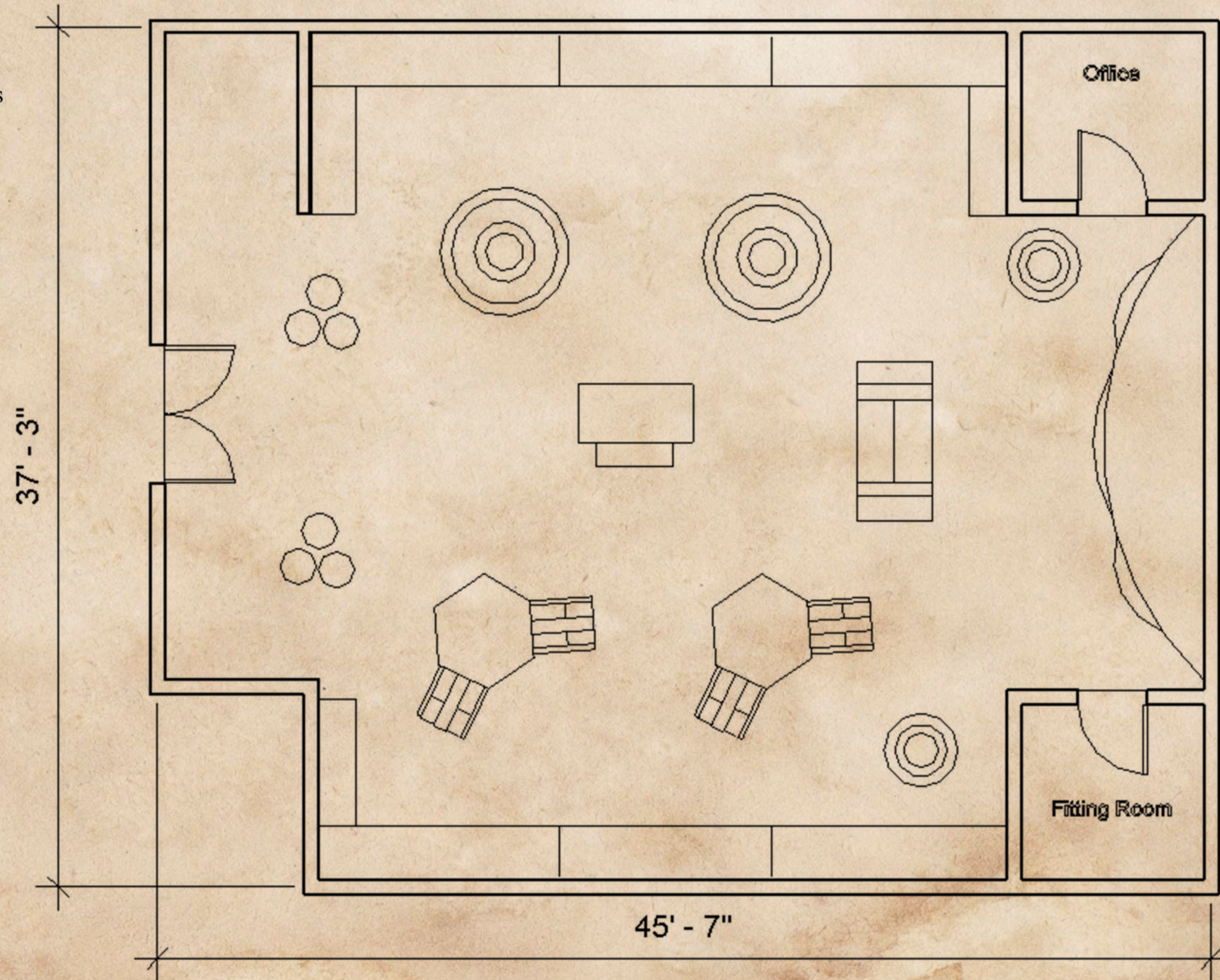


3. Security hi-tech
serves customers



4. Not just convenience;
Staff holding ipad serve
guests at any time.





Interactive AR Screen

This house doesn't look and smells like Little Red Riding Hoods. Whose house is this?

In the last archway, there are three suspected hosts' souls inside. They are Little Red Riding Hood, Grandma, and Hunter. By chatting with them, try to guess who is the real owner of this house. There will be many interesting interactions inside. For example, if you are guessing that your grandma is the owner of the house, the light will turn red, and the grandma will turn into a wolf, yelling at you. Of course, in the end, the right choice was: "None of them!"



Capital Vices

Introduction

Stained Glass Design

Each window design displays an animal metaphorically representing each of the 7 cardinal sins. The 7th window is the main one and the largest one: The Peacock representing "pride", the sin that is blamed as the main failing of human character.



Experiential Design by M. Primera Darwich
Logo Design by J. Currey

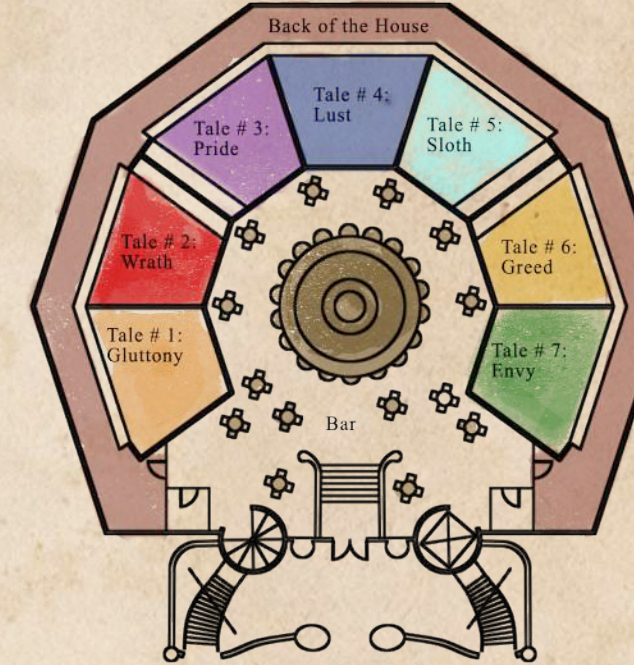
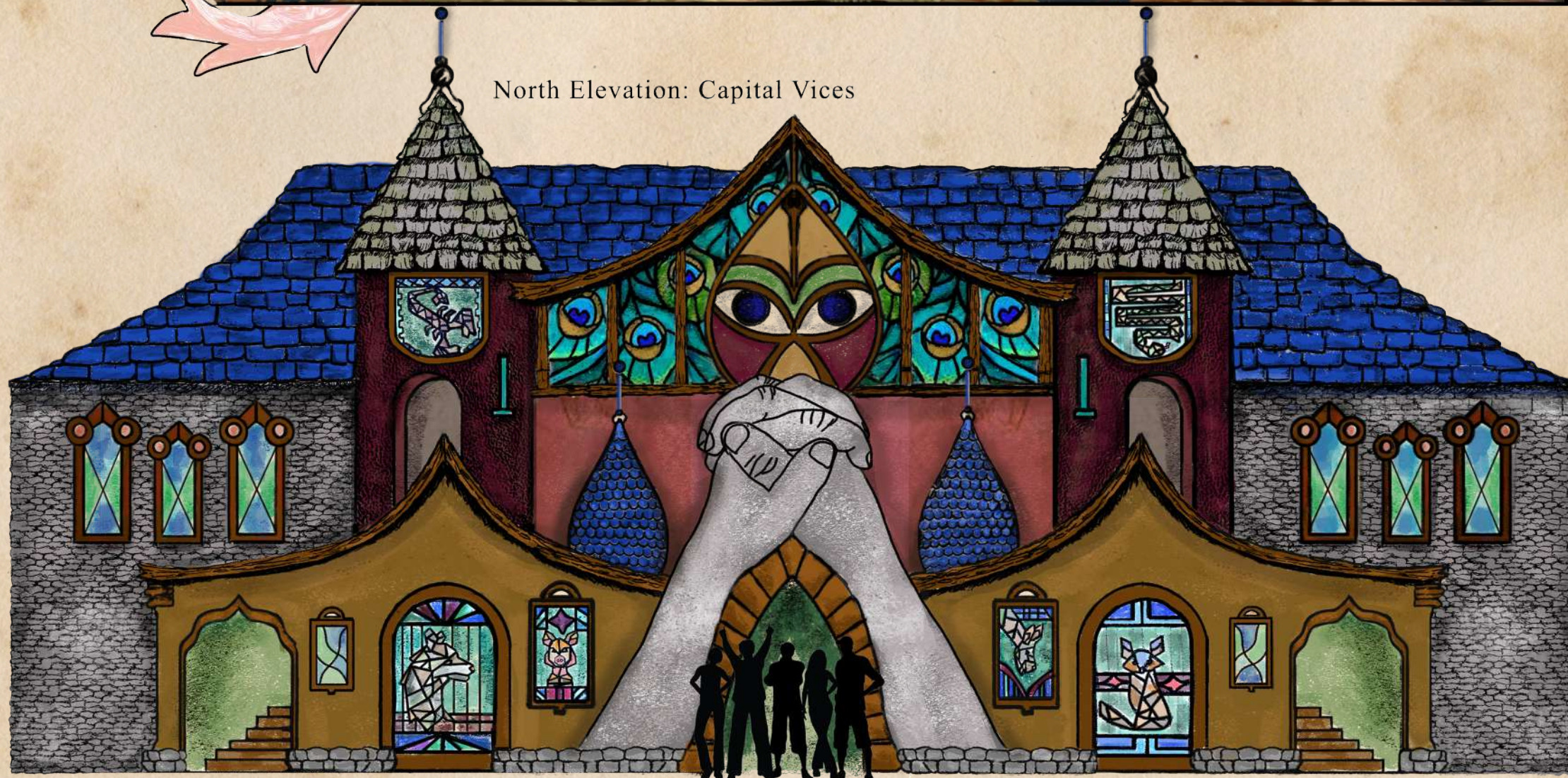


Narrative

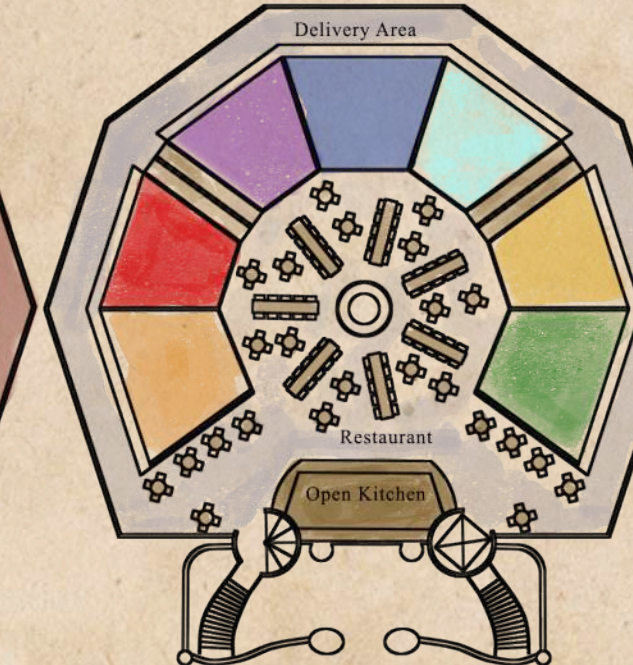
tales invite us to learn the very best & worst of humans: their sins & their virtues as their characters learn how to navigate through life. Step into Capital Vices, an experiential tavern with 2 separate European Tales themed spaces. The first one is a bar on the ground level (adult friendly) and it reflects on the severe faults of the soul: our 7 cardinal sins. The second space is a casual restaurant on the second floor (family friendly), that can offer through a great selection of smaller bites and drinks, the opportunity to participate in an exciting activity. They can select magical ingredients from The Enchanted Woods that contain a symbolic content that reminds those in the first level of their virtues to add to their drinks, as a good balance and a remedy of the cardinal sins.

The first level is ruled by the witch, and the second level is ruled by the magic of the enchantress, which wins over evil. Guests are invited to have an experiential dining and bar experience and to leave inspired thanks to the lessons of the 7 European folk tales displayed in Capital Vices.

North Elevation: Capital Vices



1st level floor plan: Bar



2nd level floor plan: Restaurant

Tales

Gluttony: Canterbury's Monk
Wrath: The Manciple's Tale
Pride: The Fish & the Ring
Lust: The Merchant's tale
Sloth: The three Little Pigs
Greed: The Fisherman's Wife
Envy: The Pardoner's Tale



Each ingredient in each book will be added to the cocktails. Those in the 1st level are able to choose.



Dynamic Between the 2 levels

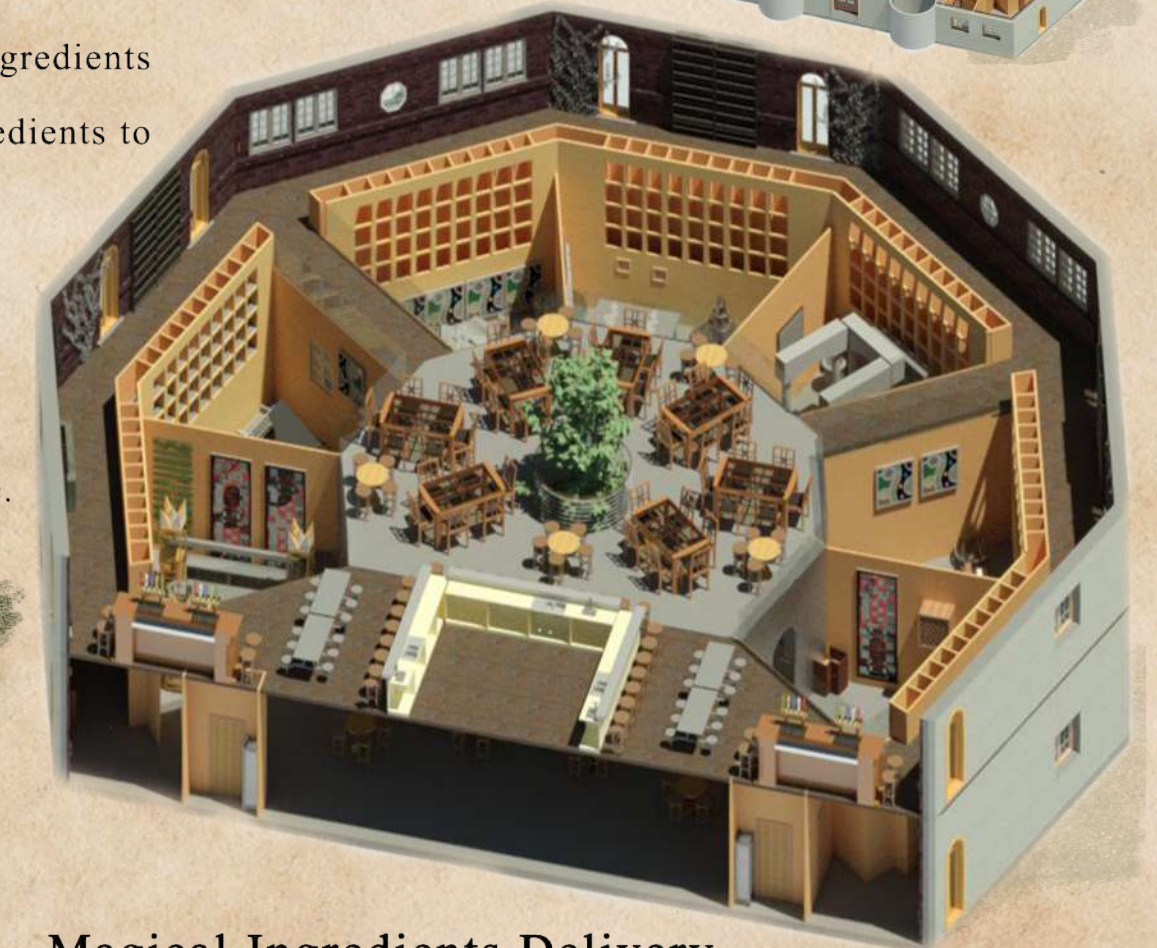
The goal of the design of this tavern is to show through its themed spaces that our vices are unfortunate responses to distress, and it is normal to experience them as humans. Guests on the 1st level can experience any of the 7 rooms each with a tale that displays a capital vice.

The second level represents the virtues, what redirects humans to more noble decisions. This is the type of interaction between the 2 levels. What connects each floor is an interactive shelf.

1st level: Can access ingredients from shelf
2nd level: Can send ingredients to 1st level

Capital Vices

Experience



Magical Ingredients Delivery

The ingredients can be sent in book shaped boxes that are made of clear plastic, carefully protecting inside one of the symbolic ingredients that a lucky recipient can enjoy in their cocktail/mocktail.



Villain's Den

Meet and Greet

Narrative

In this hidden corner of the Dark Woods, storybooks' most evil characters come together at the Villain's Den to plan mischief and misdeeds. If you come close to this hiding spot, you may be lured inside to learn of their villainous ways.



Concept Design by M. Alfaro



Villain's Den

Experience



Concept Design by M. Alfaro



Fairytail Adventure

Narrative

Jump into Gus's storybook and witness the tales come to life around you! But watch out for the Big Bad Wolf, wreaking havoc through the pages. Can you help Gus and the Enchantress catch him and return him to his story?



Ride Vehicle

FAIRYTAIL ADVENTURE

EXPRESS

5
MIN

STANDBY

30
MIN

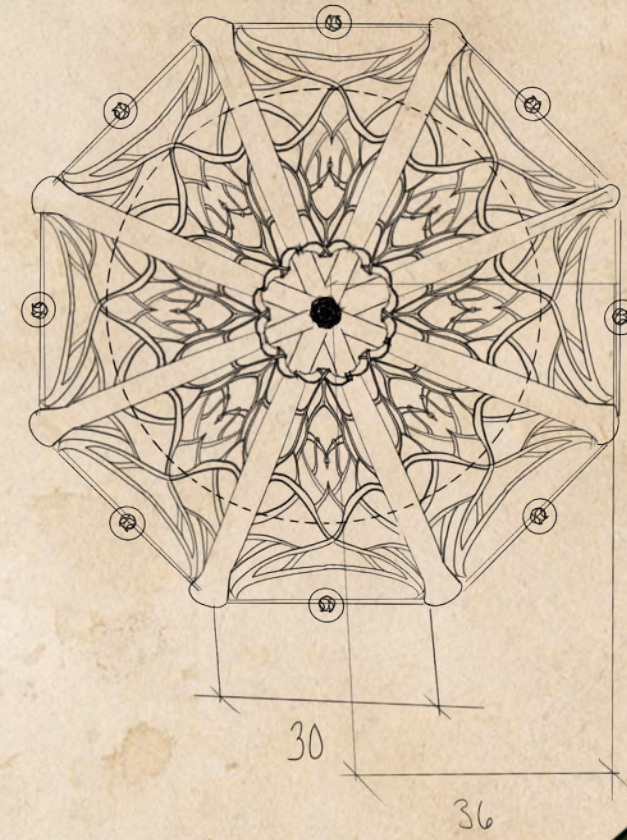






Carousel of Heroes

Introduction



Narrative

Every great story has a hero and every great hero has a noble steed. Ride into the fray atop noble steeds like Bucephalis and Pegasus. Prance through the transforming grove created by the Enchantress and witness the transformative powers of her magic.



Concept by M. Townsend



Carousel of Heroes

Narrative and Design



Concept by M. Townsend



Storyteller's Grove

Narrative and Design

Narrative:

Talking trees are the keepers of all stories in the Enchanted Woods. They invite all to gather round the grove to be captivated by the magic of puppets, song and theatrics as they share with us the power of story.



Concept by L. Ellis

Narrative:

Interested in a bargain? Take your chances striking up a deal in Rumpelstiltskin's Marketplace, the destination for unexpected goods, mouthwatering fare, and run ins with an assortment of eccentric merchants.



Rumpelstiltskin's Marketplace

Narrative and Design

rumpelstiltskins MARKETPLACE



Concept by L. Ellis
Logo by J. Currey



Jack's Giant Escape

Narrative and Design

Narrative

There are giants in the sky! Escape down the beanstalk with Jack on this high-flying beanstalk surfing adventure. Don't let the giants catch you! This 80 foot tall indoor roller coaster is full of twists and turns on a high-speed escape from giant's fortress.

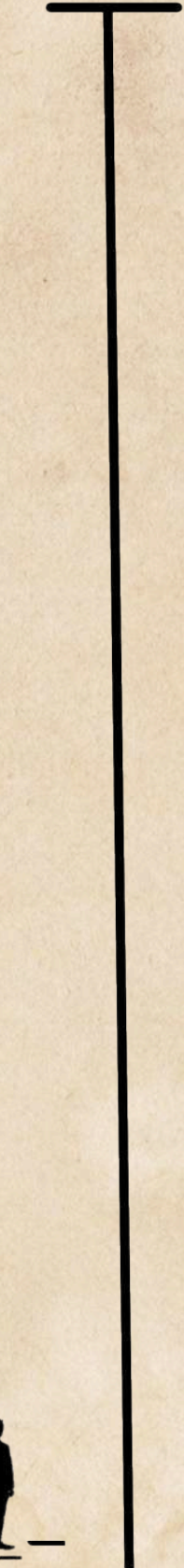


Concept by M. Townsend
Logo by J. Currey



Jack's Giant Escape

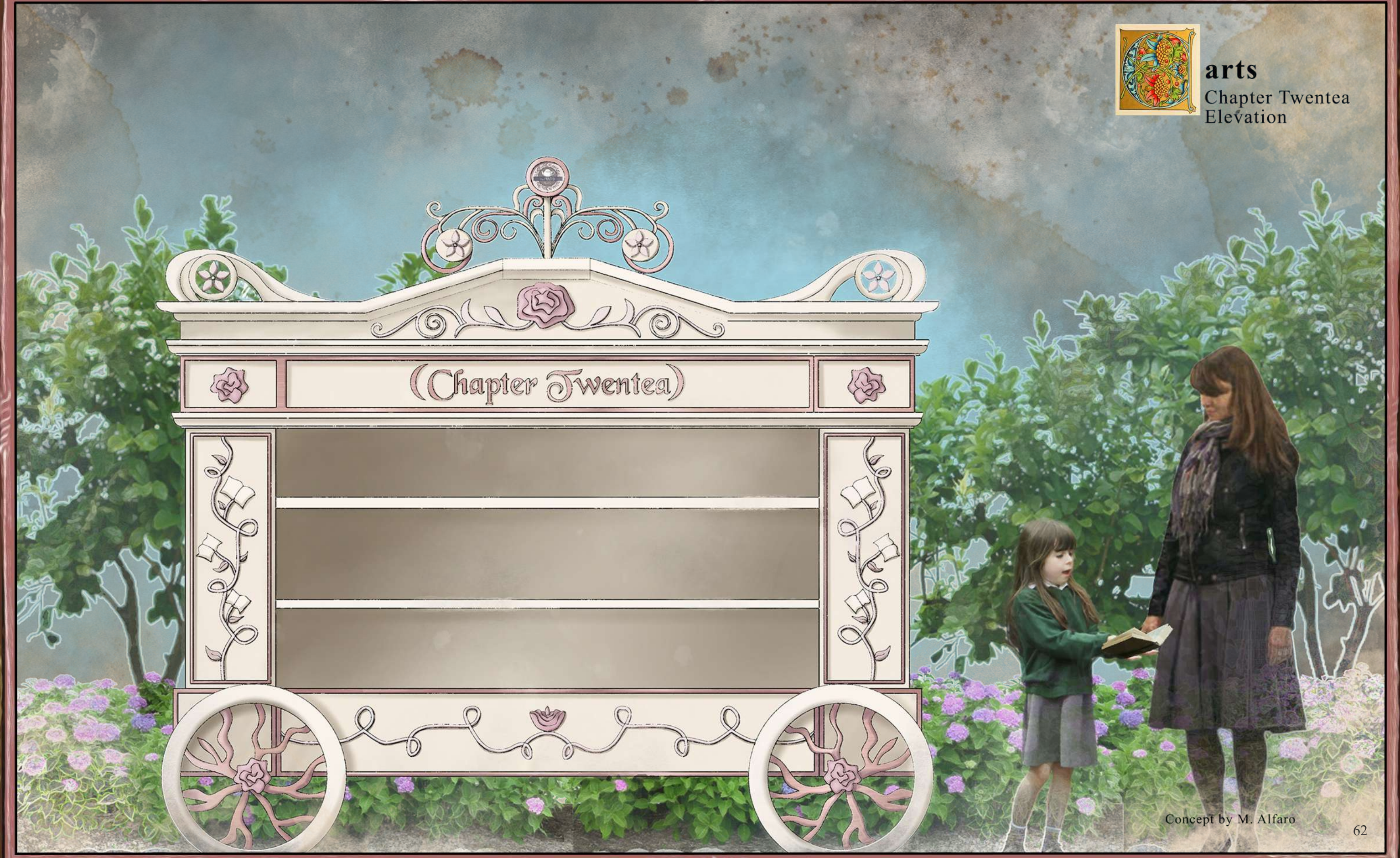
B&W Technical



50'



Concept by M. Townsend





arts
Wicked Temptations



Concept by M. Alfaro



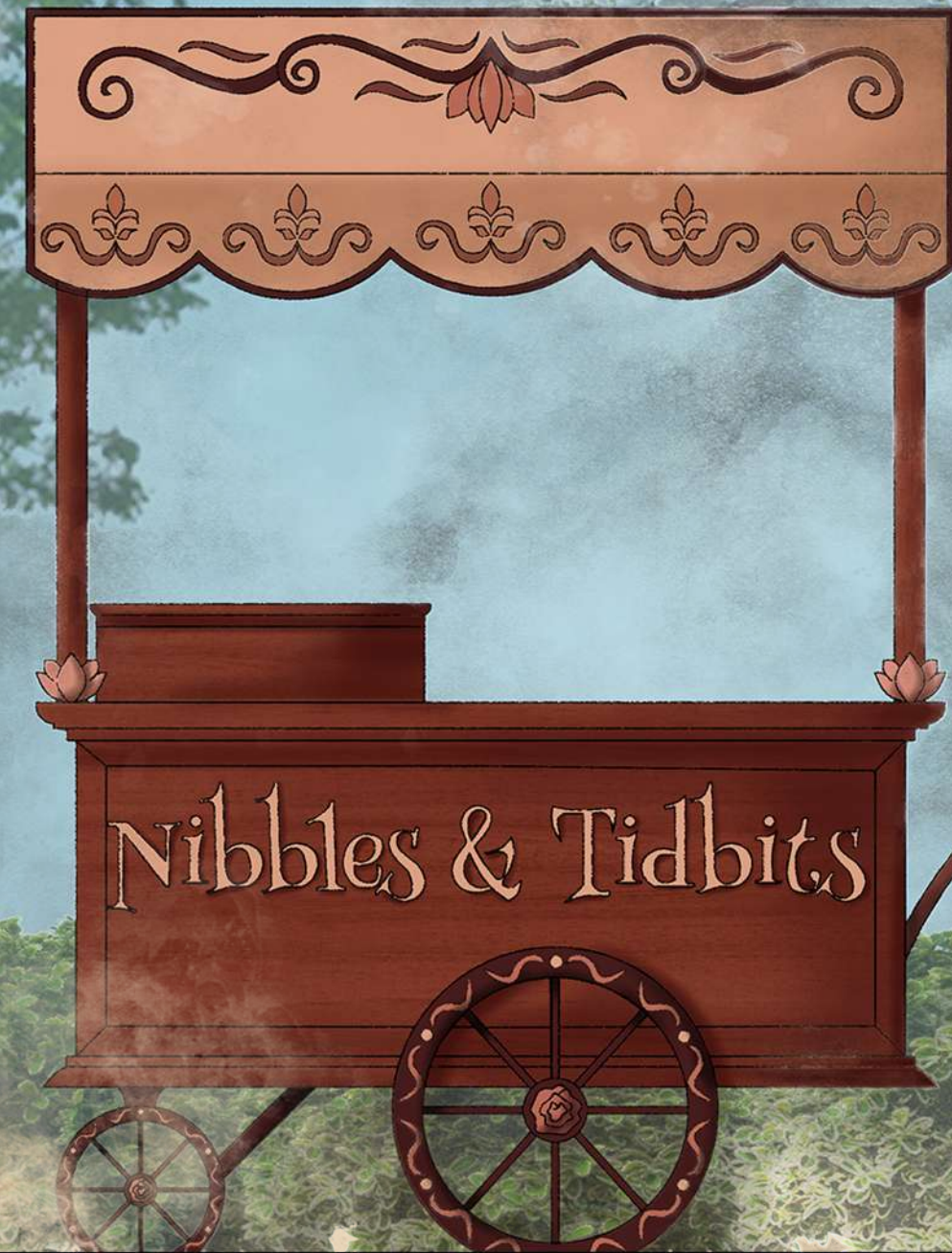
arts
Boons & Boosts
Outpost
Elevation



Concept by M. Alfaro



arts
Nibbles & Tibits



Concept by M. Alfaro



arts
Tell Tall Traders
Elevation



Concept by M. Alfaro



ardscape

Lights



Walk-Through Lights
NTS



Hub Lights
NTS



Beanstalk Lights
NTS

Concept by K. Nicolais



ardscape

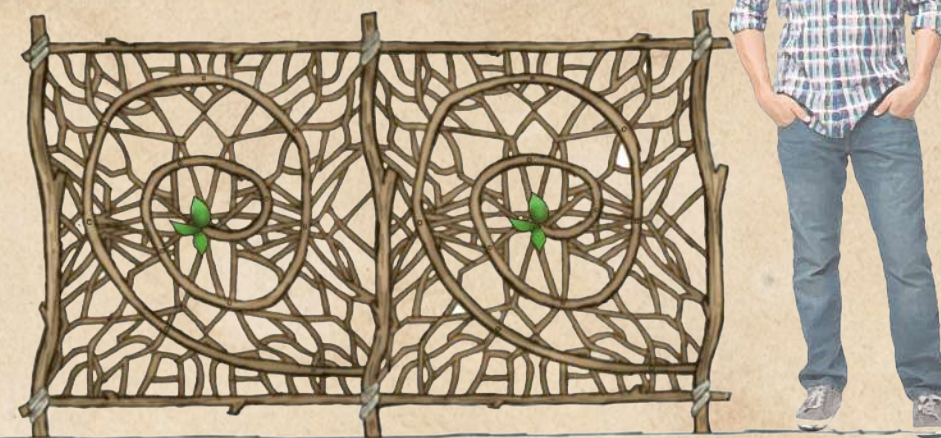
Fence, Bench,
Drinking Fountain,
Map Kiosk



Map Kiosk
NTS



Drinking Fountain
NTS



Fencing
NTS



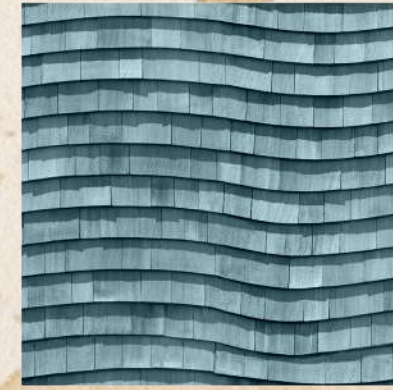
Bench
NTS

Concept by K. Nicolais

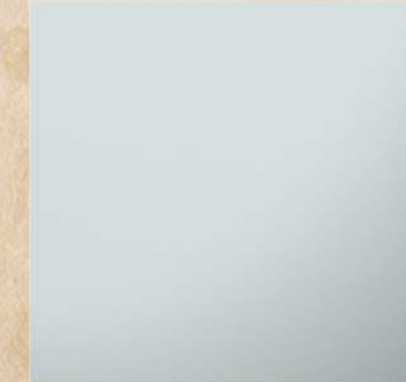
Theme Paint
The Printed Kettle



Oak Beams



Wooden Shingles



Glass



Hammered Gold Mullions



Iron Rails



Stucco



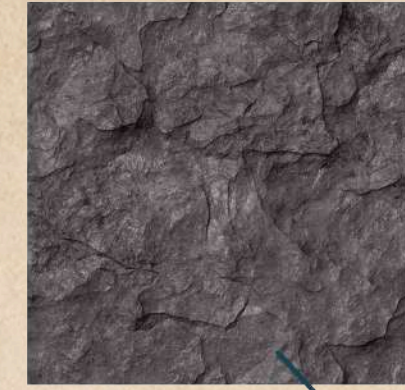
River Pebbles Large



Theme Paint
Bad Wolf



Thatched Roof



Stone



River Pebbles Large



Fieldstone



Stucco



Kamahi Tree



Oak Beam



Stucco

Theme Paint
Capital Vices



Oak Beams



Peacock Glass



Wooden Shingles



Wooden Shingles
w/Moss



Bronze Finals &
Window Frames



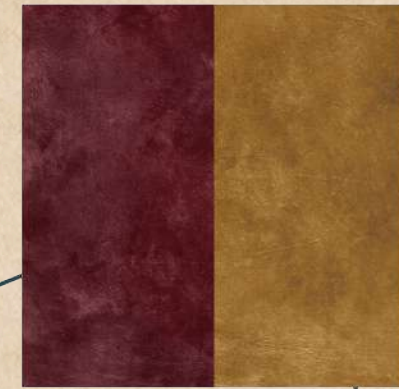
Stucco



River Pebbles Small



Rock Slab



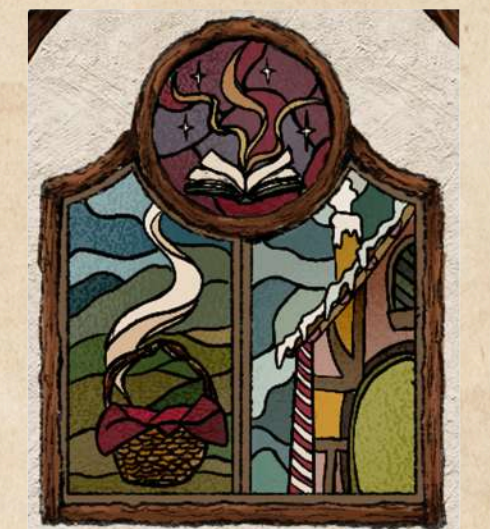
Tuscan Treatment



Stone Hands w/ Moss



Theme Paint
Fairytail Adventure



Stained Glass



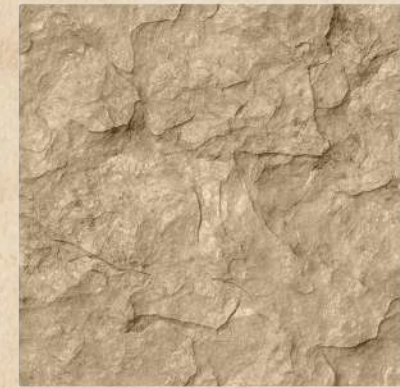
Wooden Shingles



Nylon Flag



Stucco



Fieldstone Slab



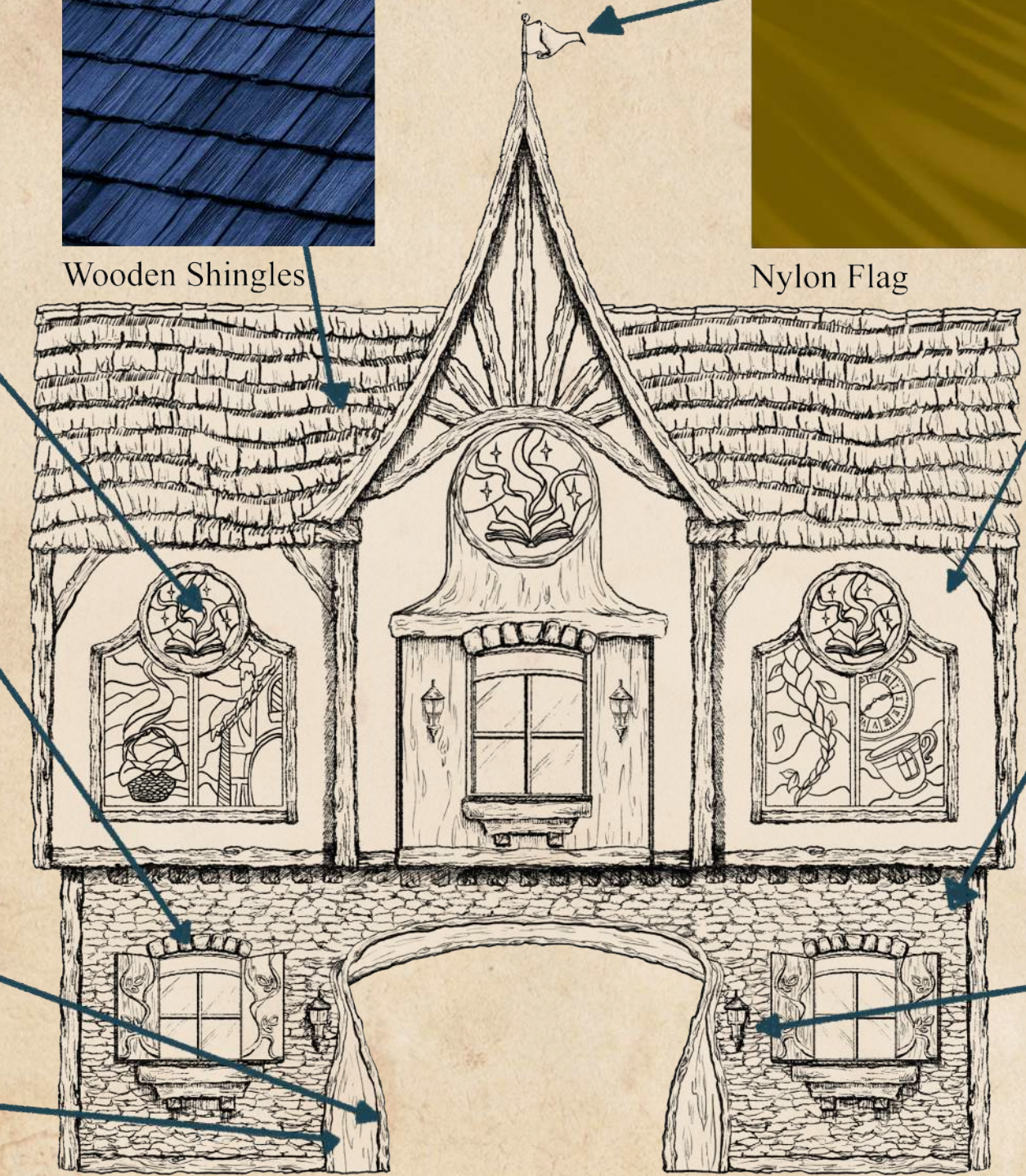
Oak



River Pebbles Small



Bronze Sconces



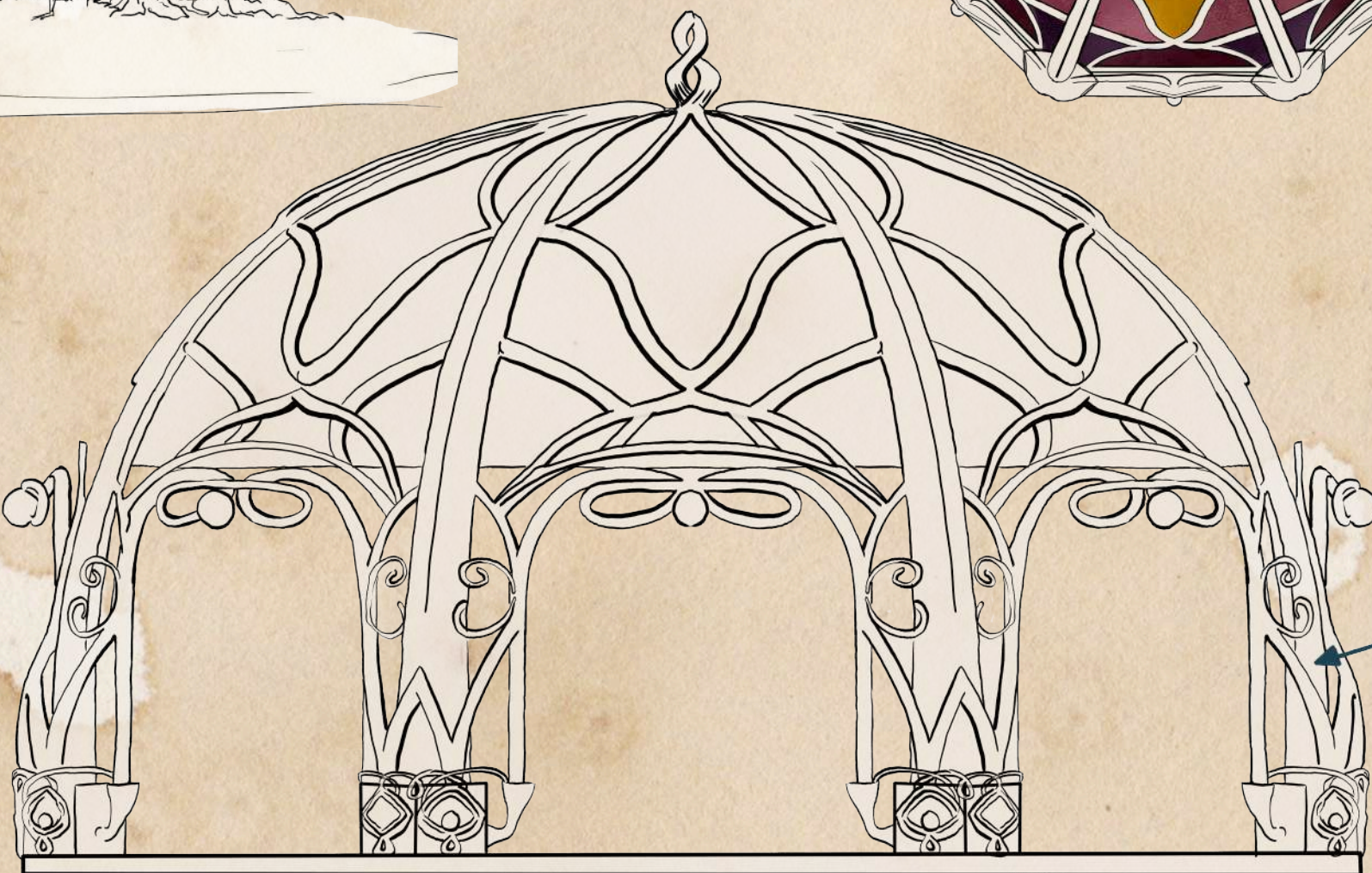
Theme Paint
 Carousel of Heroes &
 Storyteller's Grove



Oak



Stained Glass



Steel

Theme Paint
 Rumpelstiltskin's
 Marketplace



Oak



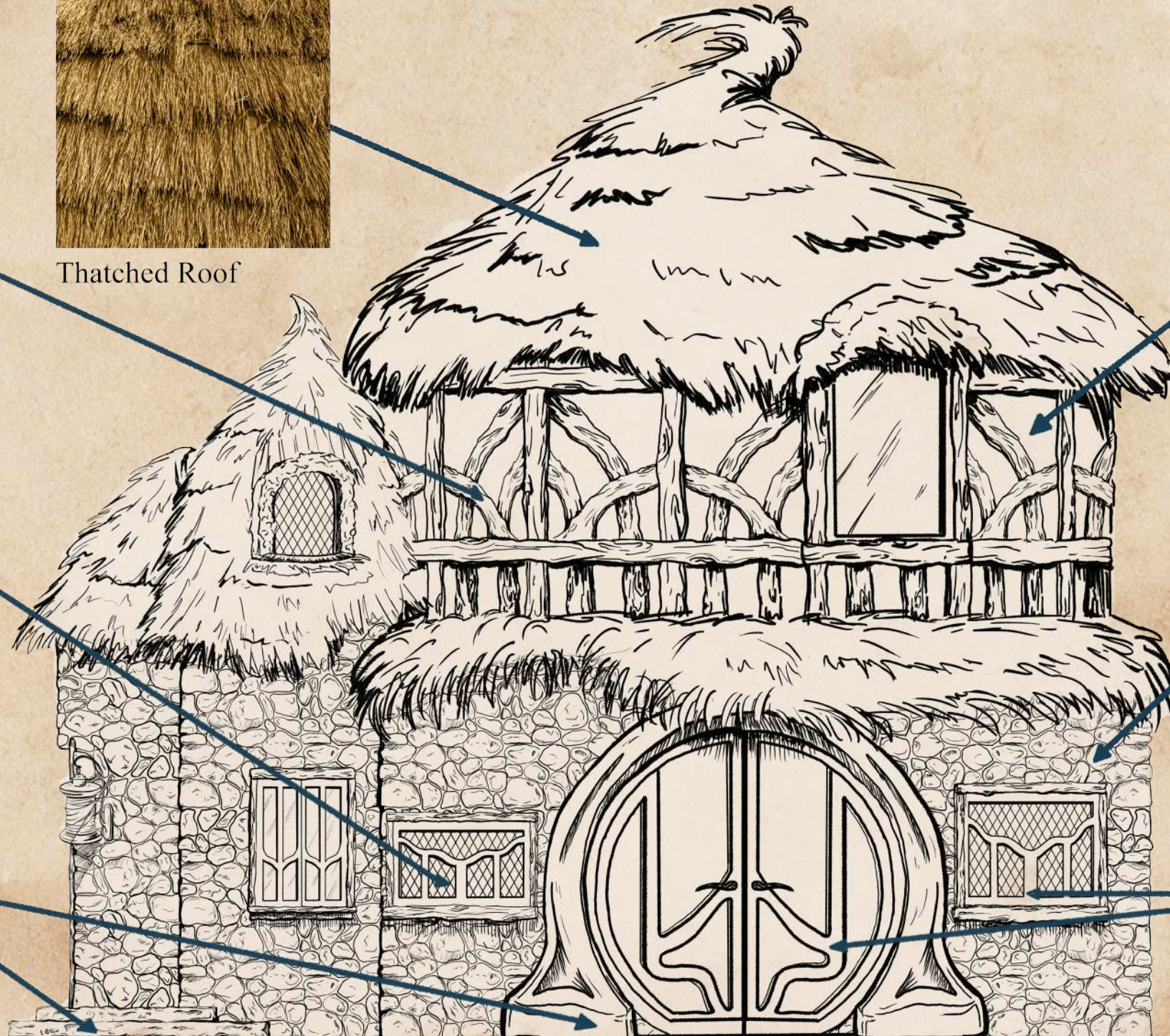
Thatched Roof



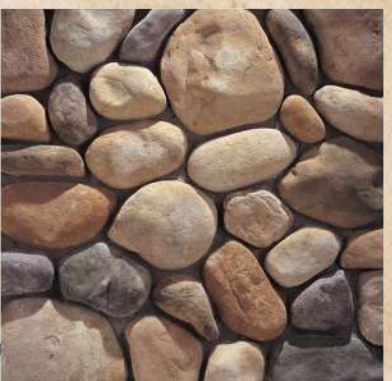
Diamond Glass



Fieldstone Slab



Stucco



River Pebbles Large



Gold

Theme Paint
Jack's Giant Escape



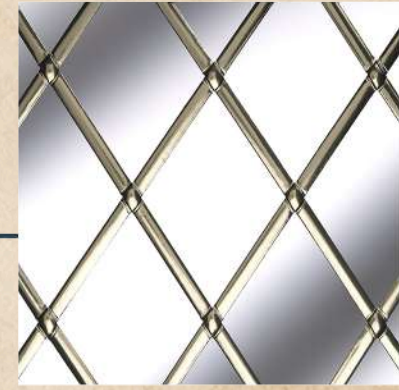
Oak Beams



Stucco



Rock w/ Moss



Diamond Glass



Fiberglass Beanstalk



Broken Wooden Shingles

Theme Paint
Misc. Materials



Stamped Concrete



Paving



Retaining wall block



Oak



Walnut



Dogwood



Hawthorn



Kamahi



Yew

Roles

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