

Operation Night Light

Logline: A glowing forest must be saved after the entire ecosystem becomes unbalanced after a single, small change.

The bioluminescent forest is in danger. A small change has thrown the delicate ecosystem out of balance. If left unbalanced, the wildlife in the forest will begin to die off and the villagers living there will be forced to move. The effects of this imbalance can already be seen in some areas where the bioluminescent glow has begun to fade. It's up to the guests to help restore the balance of the ecosystem and preserve the life in the forest.

Basic Story Questions:

- 1) What are you promising the audience?
 - a) To become the hero of the story when they save the bioluminescent forest by re-balancing the ecosystem.
- 2) How will they experience it?
 - a) Through an interactive attraction where the guests play a pivotal role (something like "Buzz Lightyear Space Ranger Spin" or "Ride and Go Seek" where the guest is in control of an apparatus that affects the environment)
- 3) What is the takeaway?
 - a) We are teaching that when one part of an ecosystem is threatened, it can have consequences throughout the entire ecosystem. We are teaching our guests that it is important to preserve all elements/aspects of an ecosystem.

Detailed Story Questions

1. Why share this story with the world?
 - a. To demonstrate the importance of preserving natural ecosystems - we are showing that if even just one aspect/element of an ecosystem is in danger, it can have widespread consequences.
2. Who is your audience?
 - a. Families, elementary-aged children
3. Who are the characters in your story?
 - a. The ecosystem in the forest acts as a character
 - b. Scientists that study the forest and have realized the threat to the ecosystem
 - c. Villagers who live in the forest and rely on it for their survival
4. What is the transformation you want to create in your audience?
 - a. To inspire the guests to preserve even the smallest elements of an ecosystem through sustainable living
 - b. To cause guests to think about how our actions have consequences (positive and negative) in the world
5. What is your theme?
 - a. Even little acts can make huge differences
6. What is the wish fulfillment of the story?
 - a. Guests become the hero when they save the forest

7. What are the mood and tone of the experience?
 - a. Urgency (but not in a scary way), important
8. What are the emotional anchors of the experience?
 - a. Special quiet spots that emphasize the beauty and stillness of the forest
 - b. The attraction where the guests take an active role in helping to rebalance the ecosystem
9. How will your audience feel?
 - a. Empowered, important
10. How will your audience experience your story?
 - a. By interacting with the different parts of this themed land
11. Where is your story set?
 - a. An otherworldly, bioluminescent forest
 - i. The bioluminescence isn't rooted in a "realistic" cause - it isn't caused by fungus. The forest itself is bioluminescent.
12. When does your story take place?
 - a. Present/Not-so-distance future (any "technology" invented for the storyworld should seem modern enough to belong to present times, but also be designed so that it won't become quickly dated)

Naturalia

Logline: Mother Nature has granted you a special opportunity – to experience the world like an animal.

Synopsis: This enchanted forest represents a land where humans have taken protective measures to ensure that both flora and fauna can thrive in their natural environment. Mother Nature has allowed you to enter this world and experience it through the eyes of the animals that live there. Throughout your time in this land, Mother Nature will encourage and teach you how to enact small changes that can have a big impact on sustaining and preserving the natural world.

Basic Story Questions:

- 1) What are you promising the audience?
 - a) The opportunity to experience the world like an animal
- 2) How will they experience it?
 - a) Rides and attractions that simulate certain animal experiences
 - b) Interactive informational and educational offerings that demonstrate and encourage sustainability and the preservation of nature
 - c) Playing with scale and perspective to make the land fully immersive
- 3) What is the takeaway?
 - a) The guests will feel a connection to these animals/the amazing things they can do and be encouraged to take action to protect them

Detailed Story Questions

1. Why share this story with the world?
 - To help our guests see nature in a new way, thereby instilling a sense of wonder and a desire to preserve both flora and fauna
2. Who is your audience?
 - Families, children, teens
3. Who are the characters in your story?
 - Mother Nature, who has made this transformation possible
4. What is the transformation you want to create in your audience?
 - Guests should leave with a passion for preventing some of the threats animals encounter in the wild and action steps they can implement in their everyday lives
5. What is your theme?
 - The natural world is worth preserving
6. What is the wish fulfillment of the story?
 - Get to do things that animals do
 - o Fly like a bird (Soarin')
 - o Swing and climb like monkeys (climbing structure a la WonderWorks)
 - o Run like a cheetah (rollercoaster)
 - o Explore the inside of a tree like a squirrel (interactive playground)
 - o See at night like an owl (special night-vision experience)

7. What are the mood and tone of the experience?
 - Lighthearted, victorious
 - Instead of focusing on the HARM that humans have caused, we are focusing on how humans can help now and why the natural world is worth preserving
8. What are the emotional anchors of the experience?
 - Some sort of pre-show/end-show experience that explains the transition between worlds – how Mother Nature has granted you this opportunity to see the world through the eyes of nature itself to challenge you to preserve nature in the “real world.” This would be great to have situated as the entrance and exit.
 - Any kind of “story-based” attractions that demonstrate the unique abilities of different animals
 - Interactive activities/demonstrations that teach guests how to make simple life-style changes that will lead to a sustainable future for nature
9. How will your audience feel?
 - Inspired, excited
10. How will your audience experience your story?
 - By interacting with the different parts of this themed land – going on rides, attending interactive demonstrations
11. Where is your story set?
 - In a forested area where nature is starting “reclaim” the man-made structures that used to reside there.
12. When does your story take place?
 - A future world after protective measures have been put in place to preserve wildlife.

Excavation Station

Logline: Archeologists (the guests) are exploring a cave system in search of a legendary animal that was previously thought to be extinct.

Synopsis: Years ago, a small meteor crashed into Earth, revealing a system of unexplored caves. As the years have gone by, archeologists and speleologists (people who study caves) have begun studying and mapping the expansive caverns. Through this study, they have discovered fossils of a previously unknown species that appears to have been native to this part of EuroSana before going extinct millions of years ago. However, as the scientists have ventured deeper into the caves, they have found evidence to suggest that this animal might still be living within the caverns. Are you brave enough to seek out this lost creature? These caves are ancient, and there is no telling what other secrets they may be hiding...

Basic Story Questions:

- 1) What are you promising the audience?
 - a) A thrilling adventure of discovery based on fictional lore and the real disciplines of archeology and speleology.
- 2) How will they experience it?
 - a) Through an immersive environment with interactive activities and attractions
- 3) What is the takeaway?
 - a) There is still much we have to learn about the natural world and that learning process can be exciting

Detailed Story Questions:

1. Why share this story with the world?
 - a. To demonstrate how scientific discoveries have been made in the past
 - b. To show that there are still discoveries to be made and this is exciting
 - c. To emphasize the importance of an animal's habitat to its survival
2. Who is your audience?
 - a. Families, children, teens
3. Who are the characters in your story?
 - a. Archeologists and speleologists who have already spent time exploring and studying the area
 - b. The mysterious, lost creature residing deep within the cave
4. What is the transformation you want to create in your audience?
 - a. Create a sense of wonder about geography and the process of exploration and discovery
5. What is your theme?
 - a. We are constantly learning about the natural world
6. What is the wish fulfillment of the story?
 - a. Exploring a cave system "unaccompanied" (Tom Sawyer Island caves)
 - b. Digging/discovering fossils

- c. Discovering the lost creature (possibly through a boat-ride attraction that takes guests through the cave and eventually lets out where the animals are living?)
- 7. What are the mood and tone of the experience?
 - a. Adventure, mystery, anticipation, excitement
- 8. What are the emotional anchors of the experience?
 - a. The experience (attraction) of discovering the lost creature
 - i. The explorers are faced with a “decision” - how do they react to their new discovery? What can they do to ensure that the lost creature is able to continue to thrive in its environment?
- 9. How will your audience feel?
 - a. “Part of something,” intrigued, responsible
- 10. How will your audience experience your story?
 - a. By interacting with the different parts of this themed land
- 11. Where is your story set?
 - a. In a vast cave system, complete with stalactites, stalagmites, and underground rivers and pools.
- 12. When does your story take place?
 - a. Present day
 - b. Years after the caves were first discovered