

# HYPERION

THEME PARK



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## Big Idea

*Hyperion is a theme park for the 21<sup>st</sup> century. The parks are scattered across California and each have their own story that ties into our overarching narrative.*

# HYPERRION

NARRATIVE & PROCESS

## Description

Not long ago, a masked figure was spotted in a mysterious pocket of California. Suddenly appearing out of nowhere, locals felt a shocking rumble and heard a thunderous boom, seemingly coming from the place the mysterious figure ran. When the leaders of the village ventured into the Californian Redwoods to investigate the source, they stumbled upon a peculiar hourglass that was emitting a strange glow. After picking it up and flipping it over, a portal appeared, revealing a threshold to a new future never before imagined.

Soon, settlements from 4 other parts of California experienced a similar fate, from Death Valley to Lake Tahoe all the way to a sleepy suburban town, where a child snatched it off a playground with kid sized houses for playing pretend. When each future was connected, its citizens rushed to to the people of our timeline, in a desperate plea to collect "Time Blocks" - it was the only instruction the masked figure gave to every one of them. Thus, The Society of Timekeepers was formed, and the futures discovered from these portals were designated as the Lands of Hyperion. Their mission was to save Hyperion, and keep time flowing normally as we know now.

Guests are tasked with visiting each land and participating in various interactive activities to earn the universal Time Block currency, to then exchange for prizes or exclusive experiences. However, when the masked figure appears, guests will have a chance to find and follow them to learn more about the lore of Hyperion and why these four lands were the ones chosen by the Time Keeper to collect Time Blocks. Therefore, new experiences can be enjoyed whether as a first time keeper or a seasoned veteran.

## Brand Elements

### Logo



### Colors



### Typography

**Pentz**  
Display

**Larken**  
Decorative

**Belarius Sans**  
Body



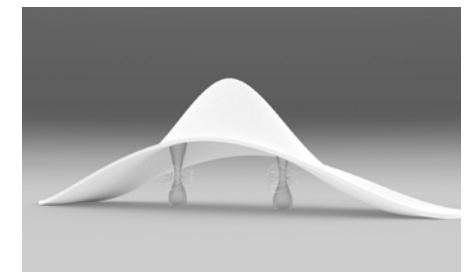
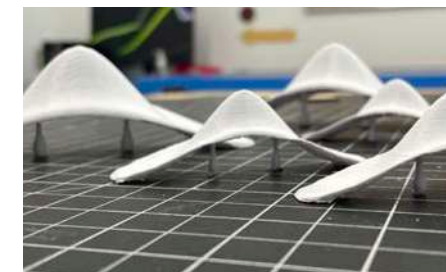
## Map

For a modern 21st century theme park, we decided upon a decentralized park concept to incentivize travelers to visit parts of California hidden from tourist perspective. This also encourages locals of California to explore new parts of their home state, and immerse themselves in the various geographies and climates our state has to offer. By capitalizing on this diversity, each park is able to express its unique personality in an organic fashion, and being less dependent on manmade structures for immersive storytelling.

## Park Characters

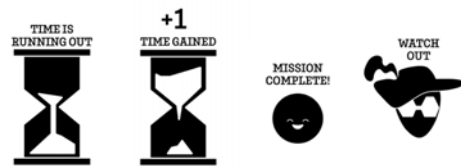
Refraction is a rogue TimeKeeper who sets off the narrative of our parks. When guests spot him, random events are often triggered, which can range to park-wide shifts or routes revealed to secret locations.

To help guests become familiar with each land and track their time-block quests, our helper companion Reebo are our guests friendly watch face! Reebo can help with guests looking for more ways to explore, and helps guests feel grounded in their search.



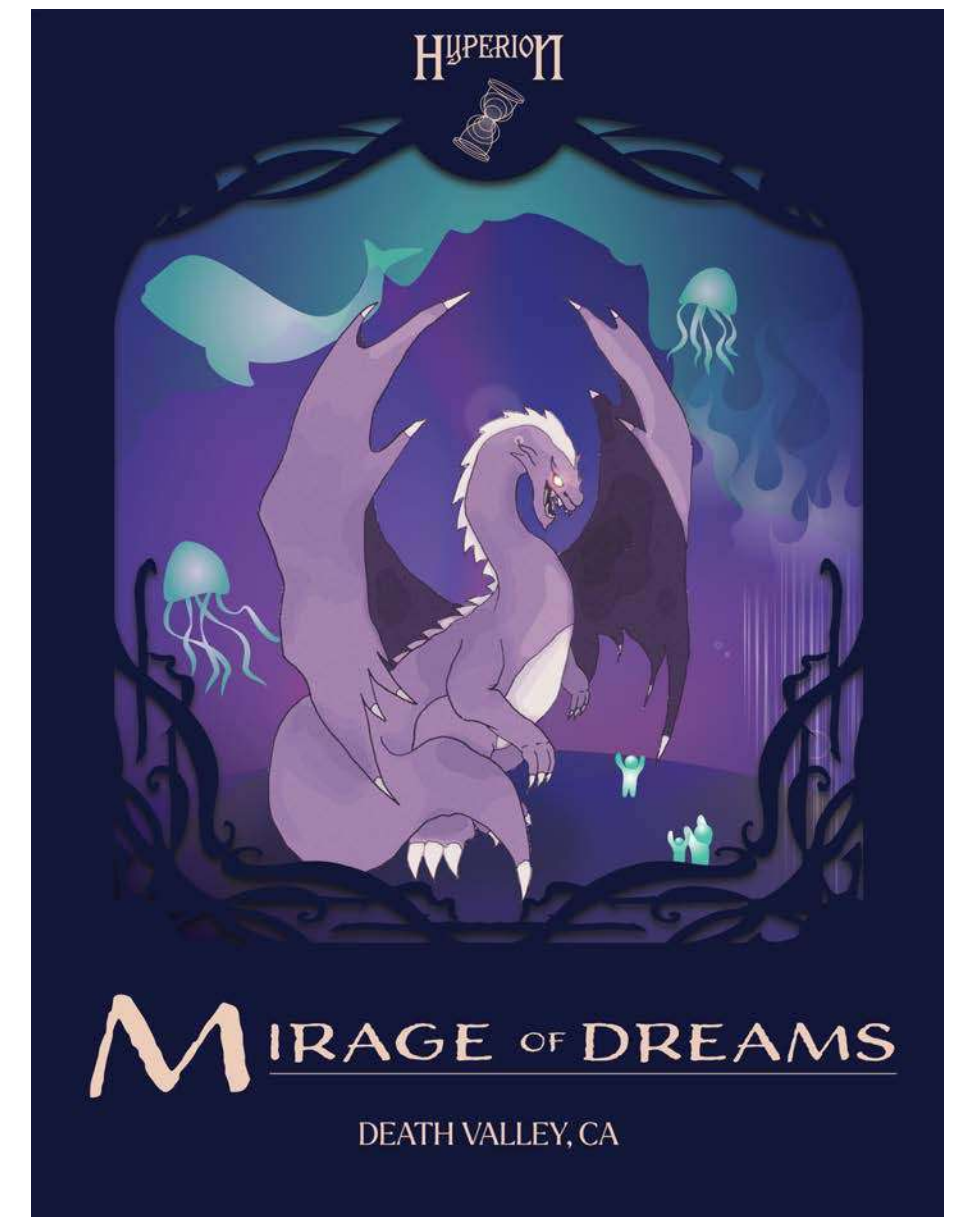
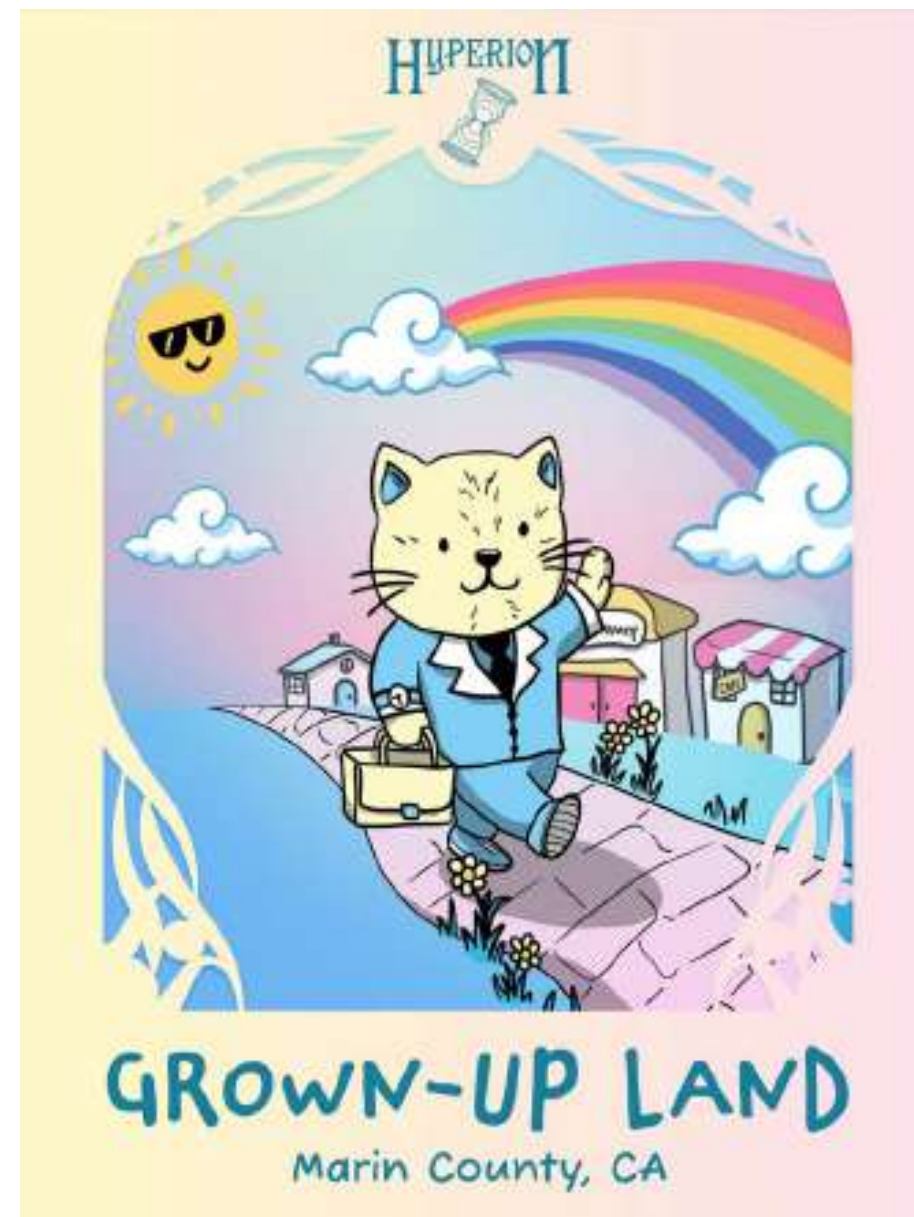
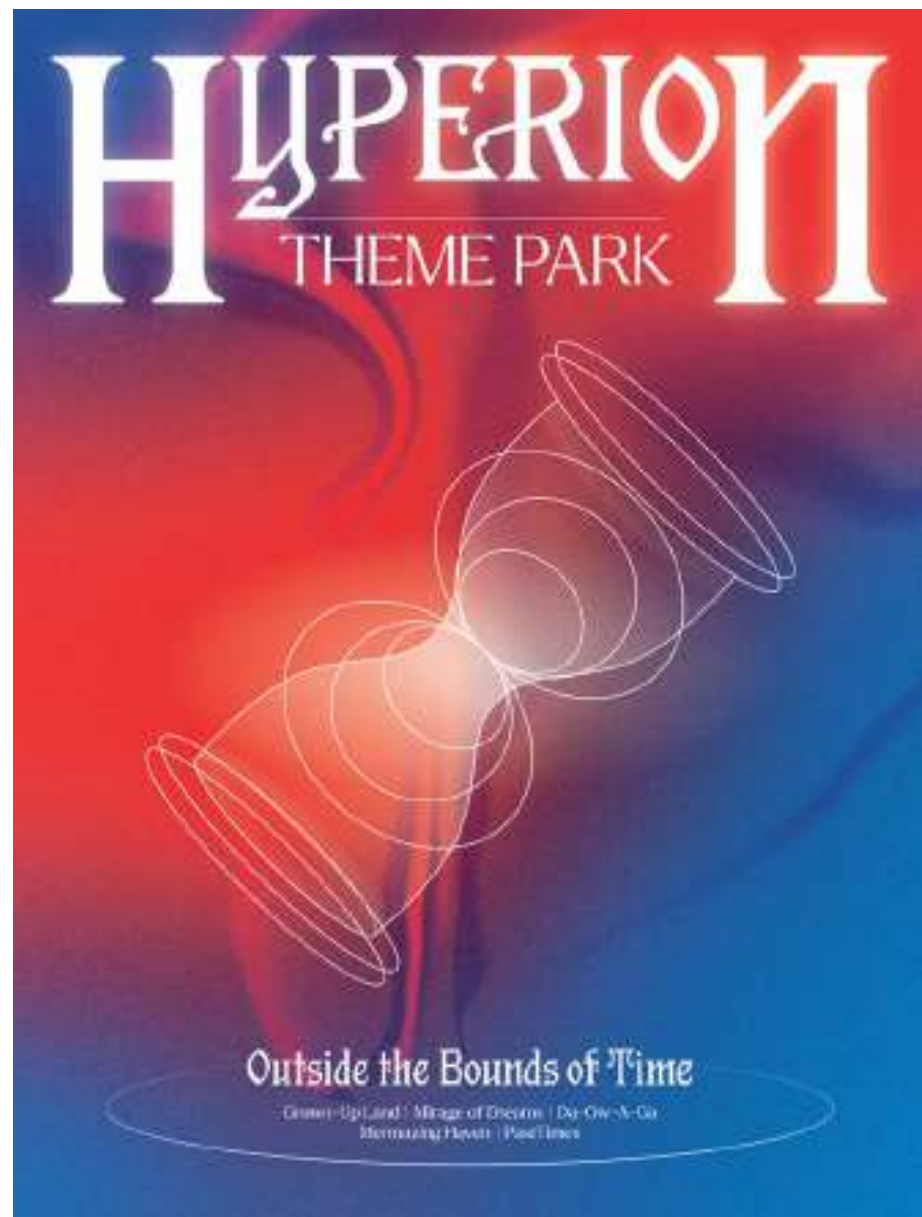
## Entrances

For a modern 21st century theme park, we decided upon a decentralized park concept to incentivize travelers to visit parts of California hidden from tourist perspective. This also encourages locals of California to explore new parts of their home state, and immerse themselves in the various geographies and climates our state has to offer. By capitalizing on this diversity, each park is able to express its unique personality in an organic fashion, and being less dependent on manmade structures for immersive storytelling.

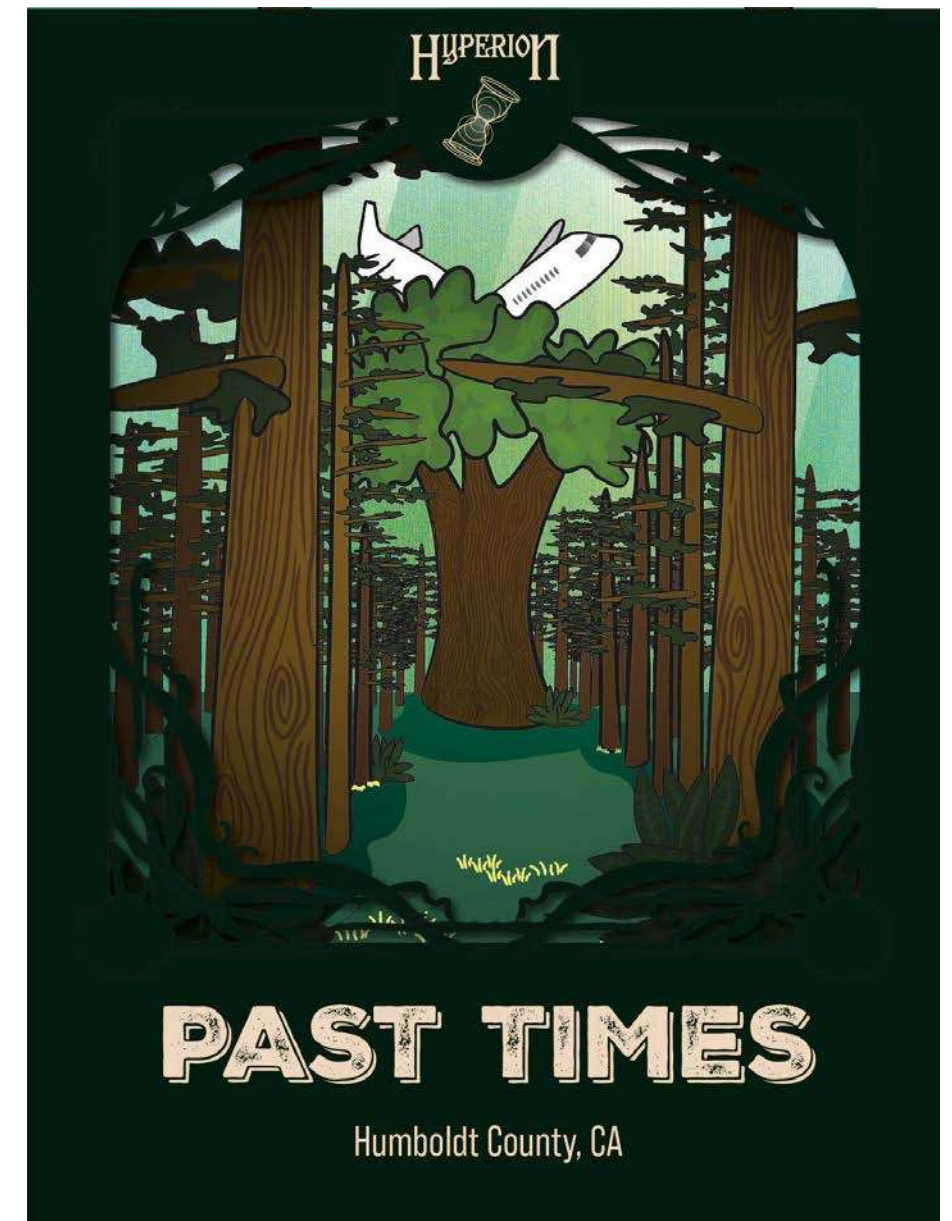


**TIMEBANDS** are wristbands given to guests upon arrival. They keep track of time blocks, which guests are on a quest to collect. Timebands also alert guests when Refraction has arrived in their park.

## Promotional Posters



## Promotional Posters



# Informational Posters

## GROWN-UP LAND

### AS WE GROW OLDER,

we learn that adulthood is nowhere near as fun as some of the movies made it seem. Maybe children are on to something when they use their imaginations to make even the most mundane tasks feel fantastical and exciting during childhood.

### GROWN-UP LAND WAS CREATED

when a city collectively decided to entirely transform itself to return to childhood in a fit of nostalgia. Suddenly, embracing the world through a kid's perspective became desirable and fashionable. With the city's massive changes to structures' scales and colors, people found themselves immersed in a daydream of distractions and play. They would rather distract themselves endlessly in Grown-up Land as an escape from the horrible reality that the world was soon to end.

### AS A VISITOR,

you are becoming a citizen of Grown-up Land yourself meaning you must adhere to its rules regarding apparel, but are free to partake in all the "grown-up" activities such as going to the bank, buying car, adopting a pet, and working in a bakery. There is no mission, but to enjoy the city and use time blocks that all attractions use in order to function. The more time blocks you spend, the more efficiently Grown-up Land operates, so donate your time blocks and do not think about the world outside of Grown-up Land!



Grown-up Land complete map. All labeled buildings have activities based on the building it represents (ie. Raccoon Bank has a cops & robbers activity, Farm Barn allows residents to adopt a pet to raise at different parts of the park).



Grown-up Land wayfinding sign design



Poodle Boutique concept art and visitor hats.



Vesper Marchant



Sophie Martinez



Shenwei Zhu



## MIRAGE OF DREAMS

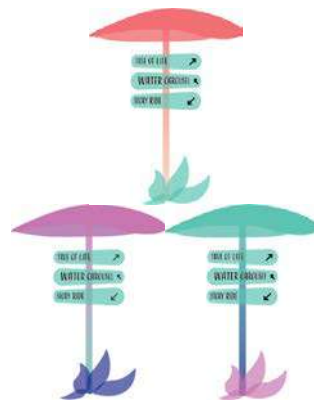
### Time is running out

**WELCOME** to Mirage of Dreams, an oasis in the desert where overgrown vegetation and fish-out-of-water bioluminescent animals live. Deep in the oasis lies a lonesome sand dragon who wishes for a friend, but unknowingly creates the mysterious beings of the oasis, the glass people. The glass people are friendly and playful small beings created by the dragon's flames and the desert sand. The glass people struggle to get the dragon's attention since he has bad eyesight and they are near transparent. Guests can help the main character save time by completing commissions and quests from the glass people throughout the park. They also get a boost of extra time blocks by exploring and interacting with park areas and going through the park narrative.

Though the land seems to be doing well, there is a secret that no one is aware of, the glass people are actually evil and want the to steal a gem and end the world. There is a map to an important gem underneath the dragon's belly and the glass people want to take it. The main character knows that taking the gem will cease the dreams and dreaming causing the oasis to fall. Their mission is to prevent the dragon from waking and moving so the glass people can't reach the gem. To help the main character with their mission, visitors will help keep the dragon's dreams happy by interacting with the park.



Park Map: Visitors will get to explore different sections of the land from the Tree of Life to the Dragon's Castle. They will also get to enjoy interactive activities including Melt a Friend and Fishin' for Fish.



Directional Wayfinding Signage



Hero Image: The Tree of Life is displayed in the Lake of Tears. Visitors are able to explore all 4 floors of the tree and catch a close-up of the Dragon's Awakening ride.



Carmen Espinoza



Yesenia Granados



Camille Nikaïdo



## DA-OW-A-GA

EDGE OF THE LAKE

Visitors come to Lake Tahoe on a special mission: to find mystical "time blocks" that could save the world. This beautiful place full of mountains and sparkling waters, which is the home of the Washoe people, a native tribe. As the visitors arrive, they are welcomed by the Washoe tribe. The tribe members become their guides, leading them deeper into their land. Soon, they come across a mysterious place known as "The Echoing Pines." It's here that the "time blocks" are believed to be hidden.

The search for the "time blocks" isn't easy. It's filled with tasks and puzzles. The visitors receive old maps and tricky clues that help them figure out where the "time blocks" are hidden. Each clue shares a part of the Washoe tribe's history and culture. The guests must be brave and smart to pass the tough tests that come their way. They have to figure out the path through the mountains and solve the secrets in tribal paintings. But more than anything, they must always respect the traditions of the Washoe tribe.

As they go on their journey, the visitors learn more about the Washoe tribe and their bond with the land. They realize that their mission is not just about finding the "time blocks". It's also about understanding and respecting the deep connection the Washoe tribe has with Lake Tahoe.



Da ow a ga is a place where nature and culture come together. Where exhilarating attractions like the Native American themed swing rides, roller coasters, and a panoramic Ferris wheel await. Partake in mesmerizing performances echoing Native American traditions, hands-on workshops at the American Indian Museum, and a magical hunt at 'Powwow' Round off your day by retreating into native-style tents to enjoy traditional cuisine, offering a delightful blend of excitement, education, and cultural exploration.



This 3D render offers a glimpse into a deeply symbolic realm, where the vibrant echoes of native drums and spiritual dances reverberate. Powwow rising majestically at the heart of the theme park, intricately carved and painted in earthy hues, stands as the park's iconic symbol. Its noble creatures narrate timeless tales, their gazes inviting the spectators into the captivating world of Native American lore.



Tina Jiang



Catherine Lee



Xuming Zhu



The wayfinding signage is crafted with a Native American motif, enhancing the immersive experience of the theme park. The Washoe Tribe and symbolic representations of Lake Tahoe's mountains are incorporated to indicate

## Informational Posters

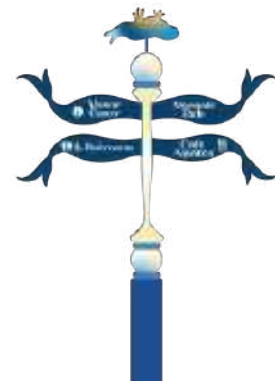
# Mermazing Haven

In a post-apocalyptic world, there is a species of mermaids that arise due to water contamination. Water supply was affected by the levels of pollution (setting: future). Due to this, not only are human mutations toward sea-mammal common, but sea life as a whole is at a larger scale. Despite the unfortunate circumstance, there is a beautiful array of aquatic life that freely mingle with the mermaid population.

The audience is helping save the end of the world by collecting time blocks and their role in this theme park as a human observer interested in this liveliness and evolution. They collect time blocks by exploring the adventures in each section of the park. Visitation from humans in this scenario is common, but not well-received by all. We propose that there is a friendly mermaid protagonist that takes this journey alongside the audience. This mermaid is excited to show people her home and everything she loves about it. Audience participants of the park will also be introduced to the antagonist: the sister siren of the protagonist mermaid. Not only would including this character build an interesting point of conflict-resolution, the audience could learn more about our own contribution to water pollution and global climate change; this being the point of contention our siren has with the visiting humans.



The initial experience of our park begins with participants entering the island on a boat. The boat is designed to comfortably carry a large number of families. The boat has a functioning engine, shade, refrigeration, and snacks, as well as multiple TVs/screens that offer necessary dialogue to the audience about the state of the island/theme park.



The design of the wayfinding signage has an oceanic theme. This theme is emphasized with the theme park's characters: the sea slug and the use of the tail of the mermaid to point to the direction of a location. The directional sign also includes the location names and facility icons.

Behold the stunning visitor center, the gateway to a realm of enchantment. Its close-up rendering reveals a mesmerizing structure, inviting visitors to embark on an unforgettable journey. Atop the dome, a colossal glass jellyfish in pastel hues stands as an iconic symbol of the park. Its translucent tendrils cast a captivating glow, mesmerizing all who behold it. Alongside, welcoming mermaid statues exude warmth, extending a heartfelt greeting to each visitor.



# PAST TIMES

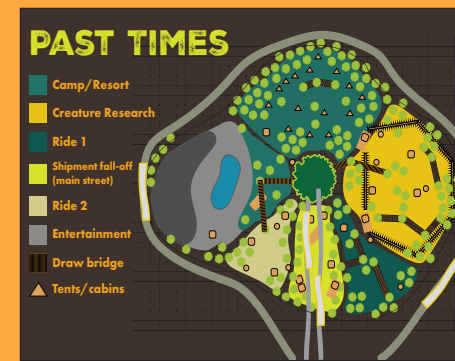
Welcome to PastTimes, the theme park of the future, set in the past. Adventurers of all ages are invited to join an exciting quest unlike any you've experienced. Your time machine has malfunctioned, and you've crash-landed in a mysterious forest of majestic redwoods, full of fantastical creatures and colorful locals. Armed with your time bracelet and personalized companion your mission is simple, explore, discover, and enjoy.

Assist Professor Crawley in the eastern woods as he carefully observes and studies the hundreds of animals inhabiting the forest. Use your time bracelet to catalogue and share your findings. There is always something new to discover.

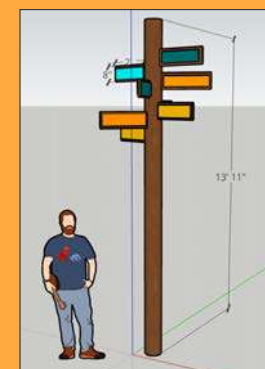
Join Cartographer Atlas in mapping out the terrain of the park. The redwoods don't just house amazing creatures, they are also home to deep dark caves, rocky mountainous terrain, strange settlements, and maybe even a surprise or two.

Help The Captain in his mission to recover the valuable time-blocks and restore power to the time machine. Be careful, other scavengers may have already laid claim to some of your goods. With power restored you can choose to return to the future or stay a while in one of our beautiful long-term camping areas.

The Redwoods may seem alien at first, but they are wondrous and powerful reminders of nature's presence, and we hope will provide our guests with memories to cherish for a lifetime.



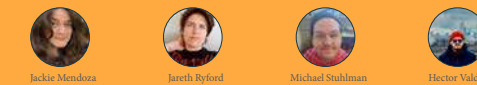
Our park focuses on its beautiful natural environment to surround the guests in a world older than any living person. The rides mainly focus on emphasizing these natural wonders by elevating the guests through and above the treetops to get a true scale of their place in the park.



Our wayfinding signs are made of 100% found redwood. They are color-coded for different narrative threads. All signs stand roughly 14 feet tall and are scattered at major crossroads throughout the park.



Our hero image features our main tree, Hyperion, as well as visualizations of the two main rides. Featured in the foreground are two of our custom creature designs that you will find wandering around the park.





**Group 1**  
**Grown-Up-Land**

## Big Idea

As people grow older, they learn that adulthood is nowhere near as fun as some of the movies made it seem. Maybe children are on to something when they use their imaginations to make even the most mundane tasks feel fantastical and exciting during childhood.

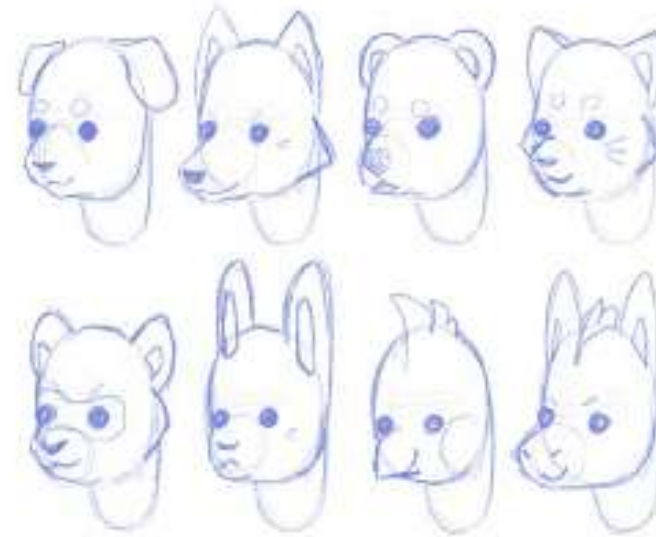
The setting of "Grown-up Land" is set in the near future. When the world realized it would run out of resources eventually, people gave up the notion of spending that remaining time at mundane jobs or worrying about the future. As a result, the city collectively decided to entirely transform itself to make a return to childhood in a fit of nostalgia. Suddenly, embracing the world through a kid's perspective became desirable and fashionable. With the city's massive changes to structures' scales and colors, people found themselves immersed in a daydream of distractions and play. They would rather distract themselves endlessly in Grown-up Land as an escape from the horrible and inescapable reality that the world was soon to end.

Five years into the decision, the city had switched to a mysterious energy source called "time blocks" that revolutionized the way that the Grown-up Land society worked. All "boring" jobs have become automated thanks to the new power source, meaning that one's only worries as an "adult" include "fun" tasks like making your own food and cutting your hair. An explosion of new clothing trends added more fun colors, personal embellishments, and customization to daily life – no more three-piece suits. Grocery shopping, going to the bank, or even driving could be fun, and it will be in the ironically named Grown-up Land.

As a new citizen into this fun-veiled post-apocalyptic world, people experience life and the typical routine of the "grown-ups" in this city. It's everything people dreamed of as kids: roller coasters everywhere, candy for all meals, and raising the animal pet you always wanted, but could never have. Yet at the same time, the bright and glossy landscape is unnerving: there's an inescapable feeling that something strange is happening.

Grown-up Land has a dress code for entry. The city laws are strictly dedicated to maintaining the immersive experience of reliving in the world through the perspective of a child. In addition, the employees can disclose limited information about the land, but more is revealed the farther guests go. More ventures into Grown-up Land reveal more about how and why civilization ended like this, and how it will not be sustainable forever. Much like the current day, the future will find out that growing up is inevitable and you'll have to return to the real world. Maybe Grown-Up World was a social experiment, or maybe it was something more sinister...

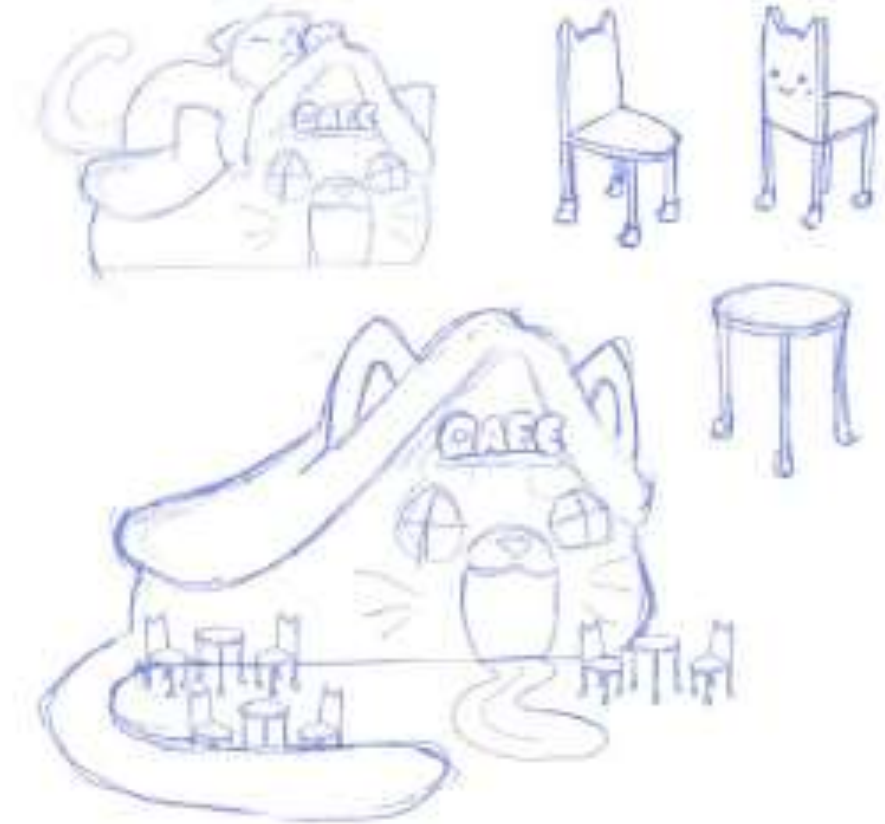
Ultimately, people will escape Grown-up Land, but every now and then, they might want to return and be a kid again.



Mask concept designs for all attendees in the park.

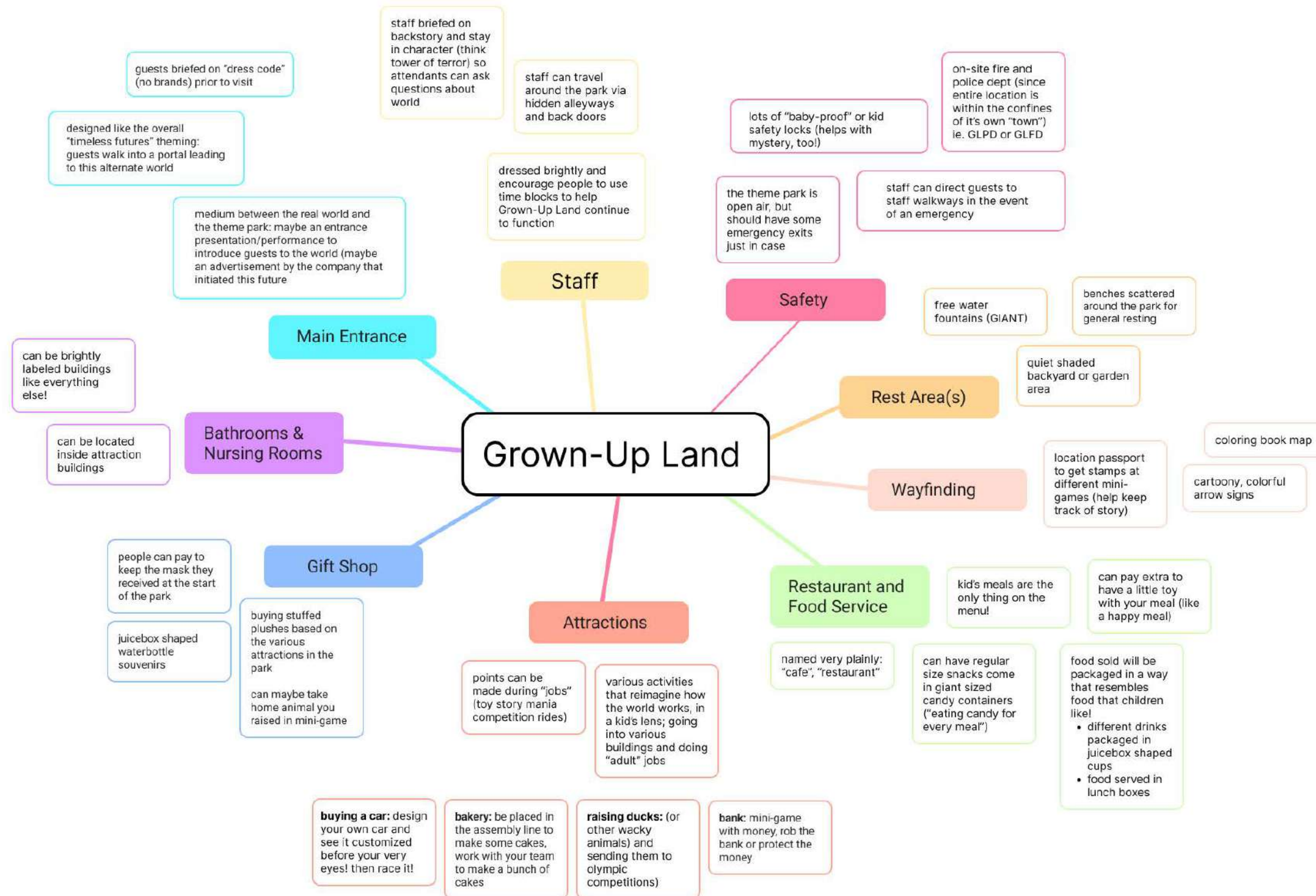


Attendees can choose to raise a pet animal and watch them grow up by placing them in "nest boxes"!



Cat Cafe concept. All restaurants are labeled with the most basic definition of the business (no brand names).

# Bubble Map & Concept Brainstorm



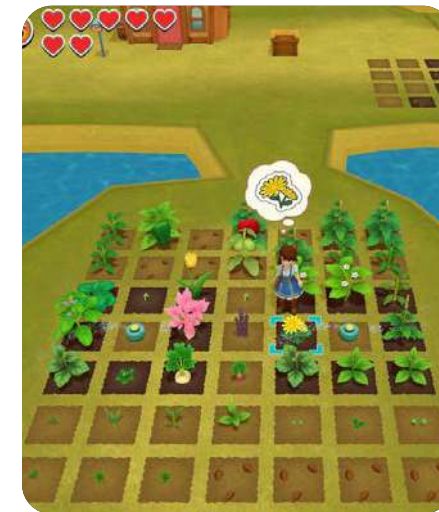
## Lookbook

Inspiration for this lookbook comes from other theme parks, interactive games, and children's museums. The theme parks shown here include Studio Ghibli Park, Legoland, and Disneyland's Toontown. All these parks include larger than life replicas of everyday buildings or activities. They are geared more toward younger audiences to include that eclectic, child-like aesthetic and imagination, while also resembling a city.

The games included also fuel the "choose your own adventure" type of interaction. Guests complete "real world" tasks in fun mini-games similar to Purple Place or Papa's pizzeria, but they also pick how they want to live in Grown-Up Land such as raising a pet animal of their choosing (DuckLife) or exploring different parts of the city (Animal Crossing).

Finally, children's museums like the ones in Japan and Louisiana have similar activities. People dress up and participate in different activities all similar to the activities people do in everyday life but blown up, more colorful, and more imaginative.

These are all inspiration for both aesthetic (colors, scale, architecture) and activities all found in Grown-Up Land.



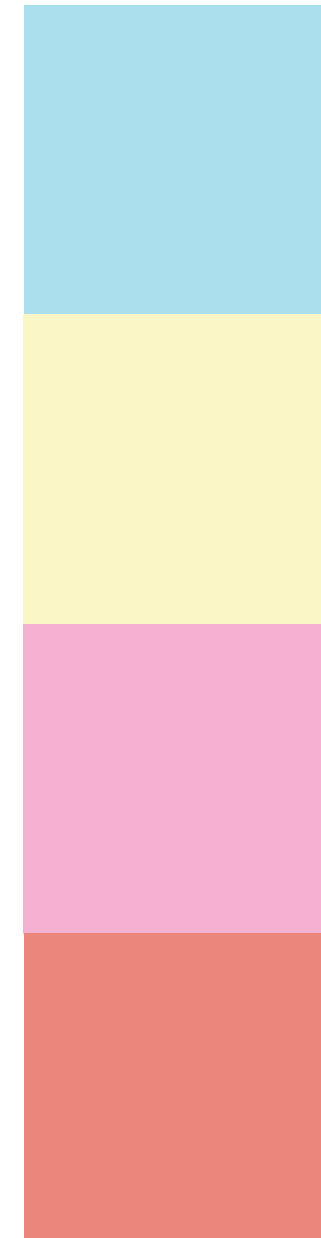
## Brand Elements

### Display/headers - *Chinehilla*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Body/type - Basic Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## Multidirectional Wayfinding Sign



## Park Map



Grown-up Land complete map. All labeled buildings have activities based on the building it represents (ie. Raccoon Bank has a cops & robbers activity, Farm Barn allows residents to adopt a pet to raise at different parts of the park).

## Scale Model



**Group 2**  
**Mirage of Dreams**



# Mirage of Dreams

Welcome to Mirage of Dreams, an oasis in the desert where over-grown vegetation and fish-out-of-water bioluminescent animals live. This land is home to a lonesome sand dragon, who unknowingly created the mysterious beings of the oasis, the glass people. The glass people are characterized as friendly and playful, and they might play harmless pranks on some visitors to surprise them.

Visitors will explore the land and its regions such as the dragon's castle, the large bioluminescent tree, and walk through the overgrown vegetation. There will also be canopies where visitors can rest and get food near the entrance and interaction spots where visitors may get a surprise from the glass people. As they continue through the park, they will get quests to help the glass people and get the dragon that lives in the castle to wake up

Visitors to feel a sense of wonder and fun exploring this park. The narrative with the sand dragon and glass people aims to tell a story of dreams and friendship. It allows visitors to reconnect with dreams whether they're from the past, present, or future.

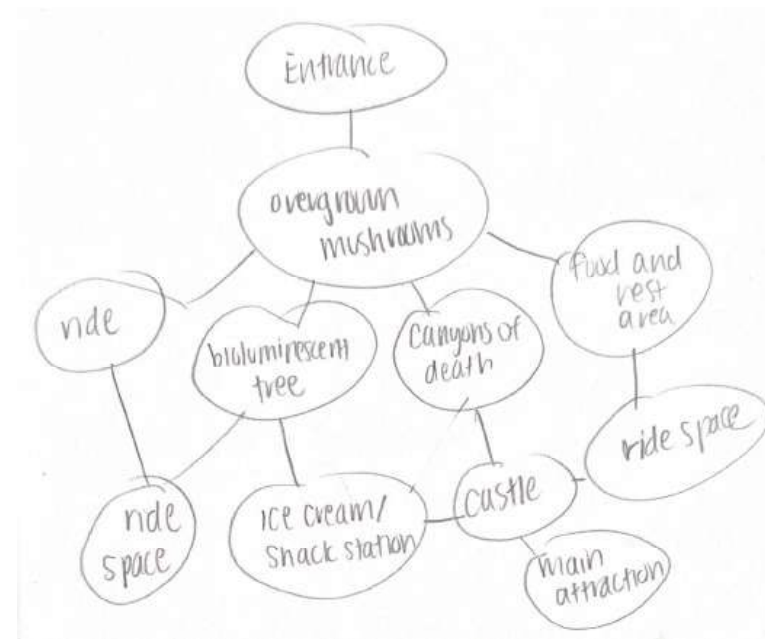
References were taken from Disney World's Pandora for overgrown vegetation and Universal's Harry Potter for small interactive spots.

## MAKE A FRIEND TAKE A FRIEND

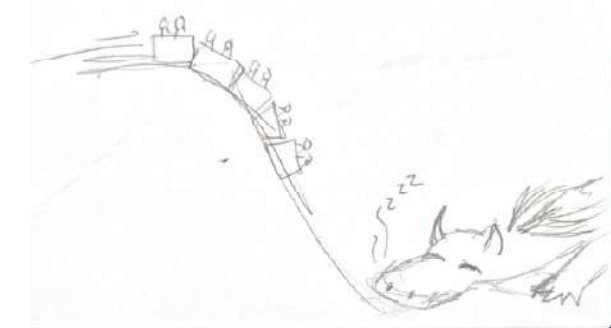
Help the Dragon make more friends! He's up now and his laughs = fire + sand = more glass buddies. Make a buddy to take home 😊



Make a friend, take a friend: Located near the entrance. Help the dragon make more friends! Visitors can help make more glass buddies and take them home!



Park map: Visitors will first enter through the park surrounded by overgrown vegetation such as mushrooms. They'll be able to see two of this land's main areas, the large bioluminescent tree in the center and the dragon's castle at the other end of the entrance. For rest areas and restaurants, there will be canopied areas decorated with mosaics and beautiful glass. The main attraction, which is a rollercoaster that takes visitors around the park, is located at the dragon's castle. Other areas include a Canyon of Death and mysterious spots where visitors can interact with the glass people.

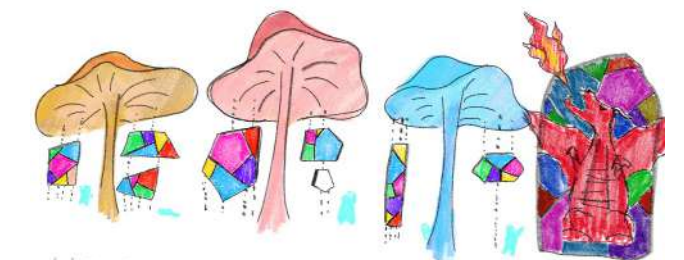


Main attraction: Located by the dragon's castle.  
Wake the dragon rollercoaster ride



Story ride: Located between the food court and castle.  
Visitors will learn about how the glass people came to be and what they do.

## The Mosaics

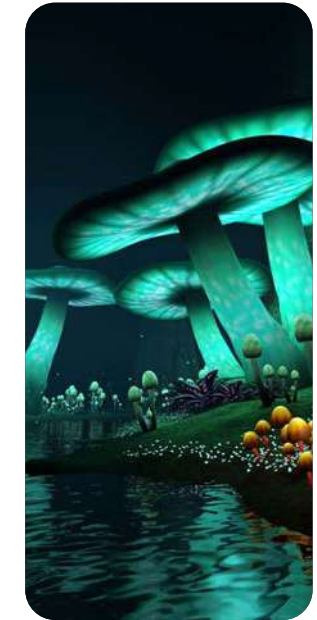
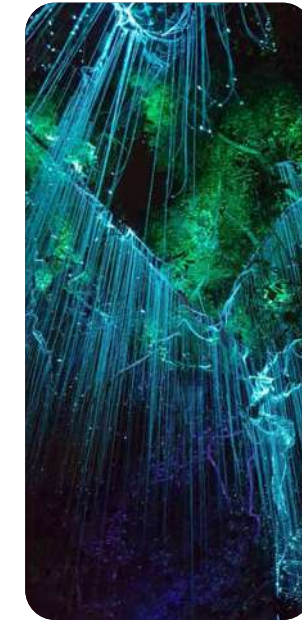


Walk through the overgrown "glass" mushrooms  
The Mosaics:  
Located near the entrance and food courts.  
Walk through the overgrown "glass" mushrooms

## Lookbook

Mirage of Dreams is reminiscent of a bioluminescent oasis in the desert. Thus, to symbolize unexpected life, vegetation here is large and overgrown to contrast the dry, sandy surroundings.

Colorful mosaics made with glass and special lighting are also displayed throughout the park, and at night, glowing wildlife can be spotted wandering about.



## Brand Elements

Adorn Expanded Sans acts as the display font and Adorn Roman is used as body text. These typefaces are organic and hand-written to capture a more humanistic feel.

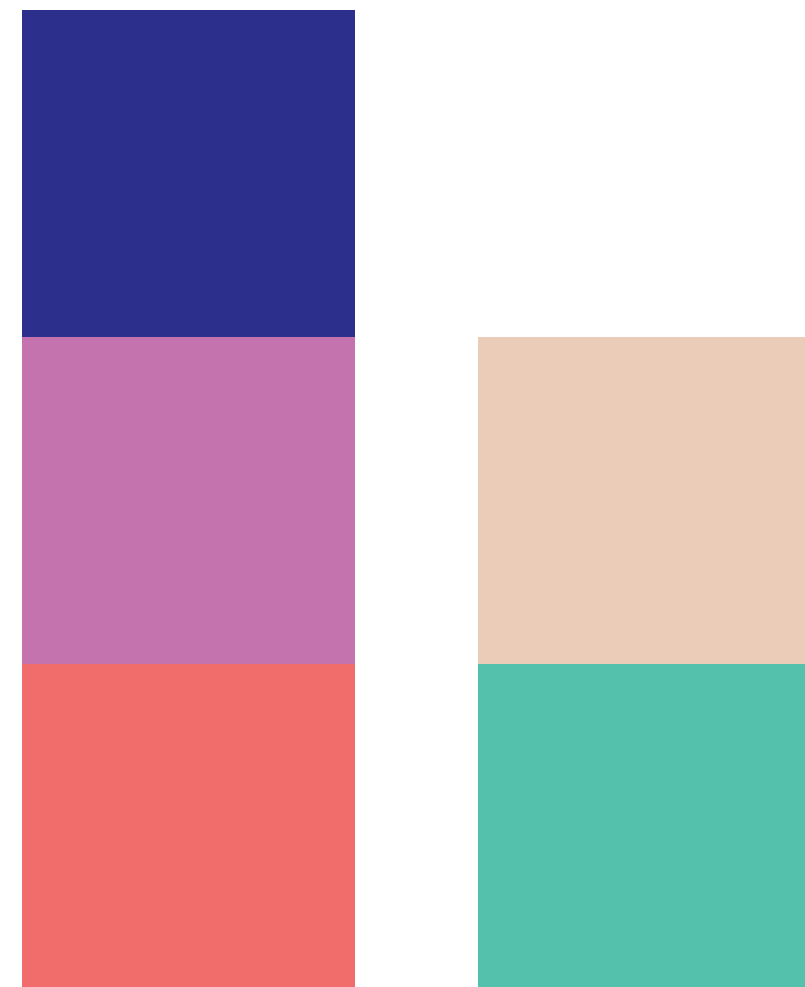
This color palette took heavy inspiration from bioluminescence, using a dark violet, magenta, and teal to represent water. The coral-orange and tan are colors that represent the desert. Together, they can create combinations with contrast that can be visible during the day and night.

### Display/headers - ADORN EXPANDED SANS

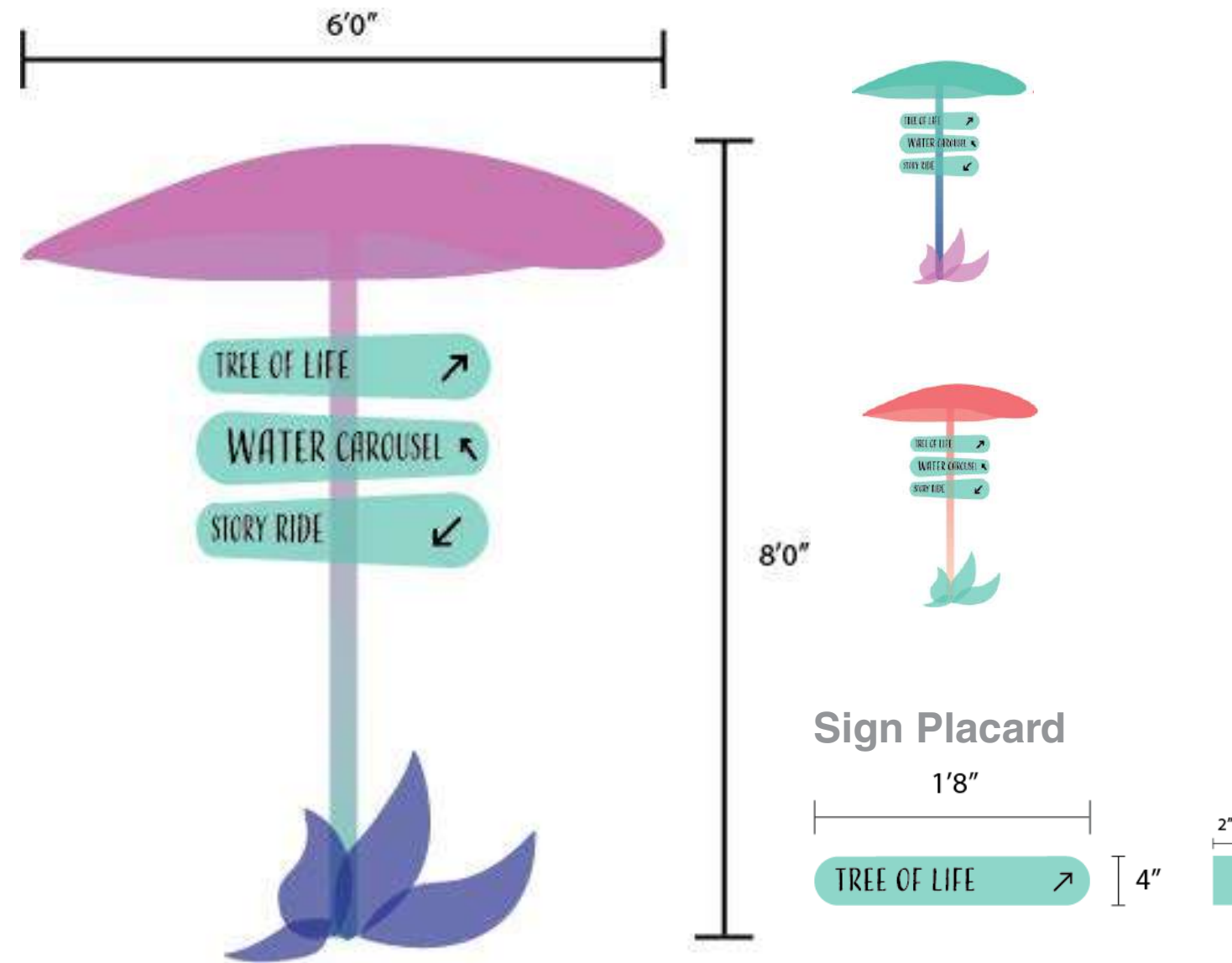
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Body/type - Adorn Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## Multidirectional Wayfinding Sign



A mushroom shape acts as the base for the wayfinding sign. Depending on what area of the park guests are in, the color of the wayfinding mushroom sign will be different. For example, the leftmost mushroom would be used by the Tree of Life and Water Carousel ride while the middle mushroom sign would be placed by the Canyons of Death. Each board of signage will be angled differently. The mushroom is 8 feet tall to be visible from a far distance and the mushroom top is around 5'8" in diameter.

## Park Map



Visitors will first enter through the park surrounded by overgrown vegetation such as mushrooms. They'll be able to see two of the main areas, the large bioluminescent tree in the center and the dragon's castle at the other end of the entrance. For rest areas and restaurants, there will be canopied areas decorated with mosaics and beautiful glass. The main attraction is located at the dragon's castle and is a rollercoaster that takes visitors around the park. Other areas include a Canyon of Death and mysterious spots where visitors can interact with the glass people.

## Scale Model

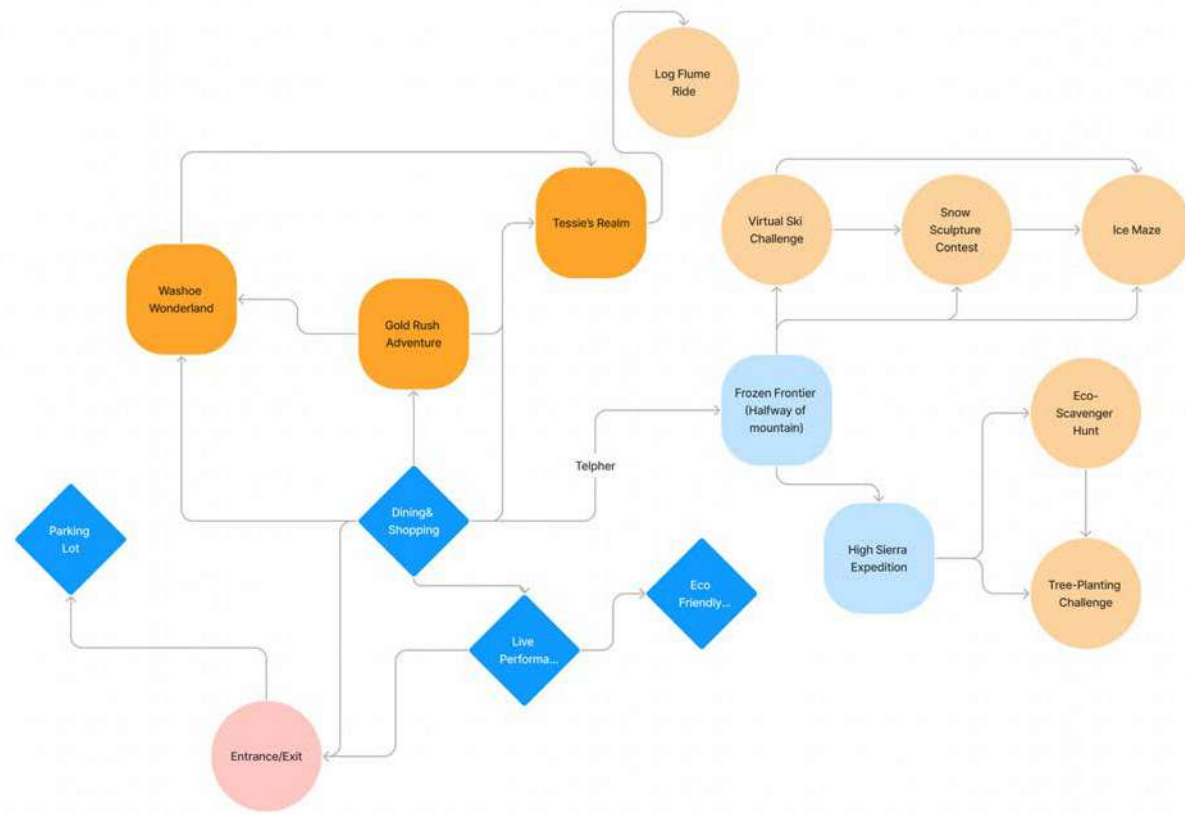


When first entering the park, visitors will see the Tree of Life in the lake of the dragon's tears. On the left, visitors can experience the oasis by exploring the Tree of Life and going on the water carousel and story ride. On the right, visitors will be greeted by large, tall bioluminescent glass mushrooms with mosaics that introduce them to Mushroom Village. Visitors will become immersed in the storytelling and learn about the glass people. As they continue forward, they'll travel through the canyons and be

greeted by the sand dragon's castle and repel the dragon's nightmares by creating a happy dream for him. As they continue inwards, visitors will learn of the main character's mission as they collect time-blocks and advance through the park's narrative. Visitors will gain access to Forgotten Dreams where they will uncover secrets and more.

**Group 3**  
**Da-ow-a-ga**

## Big Idea



## Visitor Narrative

Visitors come to Lake Tahoe on a special mission: to find mystical “time blocks” that could save the world. This beautiful place full of mountains and sparkling waters, which is the home of the Washoe people, a native tribe. As the visitors arrive, they are welcomed by the Washoe tribe. The tribe members become their guides, leading them deeper into their land. Soon, they come across a mysterious place known as “The Echoing Pines.” It’s here that the “time blocks” are believed to be hidden.

The search for the “time blocks” isn’t easy. It’s filled with tasks and puzzles. The visitors receive old maps and tricky clues that help them figure out where the “time blocks” are hidden. Each clue

shares a part of the Washoe tribe’s history and culture. The guests must be brave and smart to pass the tough tests that come their way. They have to figure out the path through the mountains and solve the secrets in tribal paintings. But more than anything, they must always respect the traditions of the Washoe tribe.

As they go on their journey, the visitors learn more about the Washoe tribe and their bond with the land. They realize that their mission is not just about finding the “time blocks”. It’s also about understanding and respecting the deep connection the Washoe tribe has with Lake Tahoe.

## Theme Park Overview

Nestled amidst the majestic mountains and the serene Lake Tahoe of the Western United States lies a theme park that pays homage to Native American culture. This unique attraction marries cultural heritage, environmental preservation, and educational awareness, showcasing the rich history, wisdom, and traditional values of Native American tribes to its visitors.

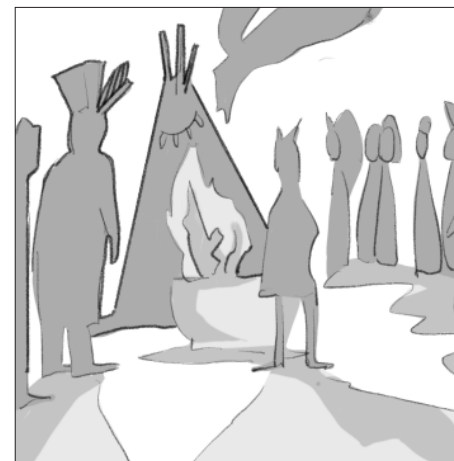
Upon entry, visitors are immediately immersed in the authentic portrayal of tribal cultures. The park offers a captivating blend of exhilarating amusement rides, a cutting-edge museum, and faithfully replicated tribal structures and cultural displays. From roller coasters and water raft rides to acrobatic performances, there is something for everyone. Visitors can also enjoy traditional cuisine while relaxing in Native-style tents.

At the heart of the park, a meticulously designed Native ceremonial plaza stands as a testament to the art, handicrafts, and cultural heritage of Native American peoples. Interactive exhibitions and workshops invite visitors to experience traditional crafts, such as basket weaving, pattern painting, and pottery making.

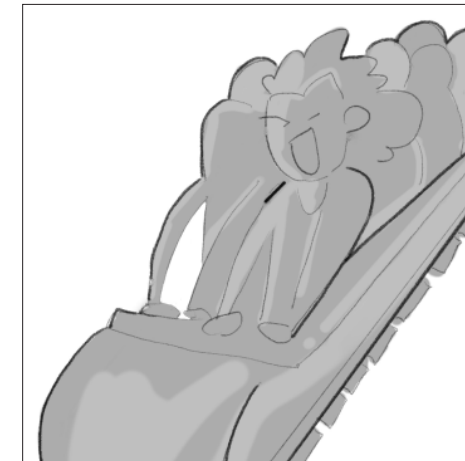
Da owa ga features an extensive museum dedicated to Native American cultural artifacts, furthering its mission to promote wisdom and environmental awareness. Here, visitors can participate in a range of courses and lectures that offer insights into the sustainable lifestyles of Native American tribes, their strategies for managing natural disasters, and their deep connection with nature.

Da owa ga represents more than a tourist attraction. It is a call to action for environmental consciousness and sustainable development. It serves as a beacon, encouraging visitors to appreciate and connect with Native American culture and nature in a meaningful way.

Da owa ga is not just an attraction, but a call to action, awakening environmental consciousness and instilling a commitment to sustainable development. Experience the harmony of culture and nature in this unique destination, bridging the past with the present through a deep connection with Native American culture and the natural world.



After successfully gathering all the “time blocks,” visitors are invited to a traditional powwow at the end of the day. This culminating event allows them to complete their mission in a celebratory way. Here, amidst the lively music and vibrant dances, they reflect on their adventurous day.

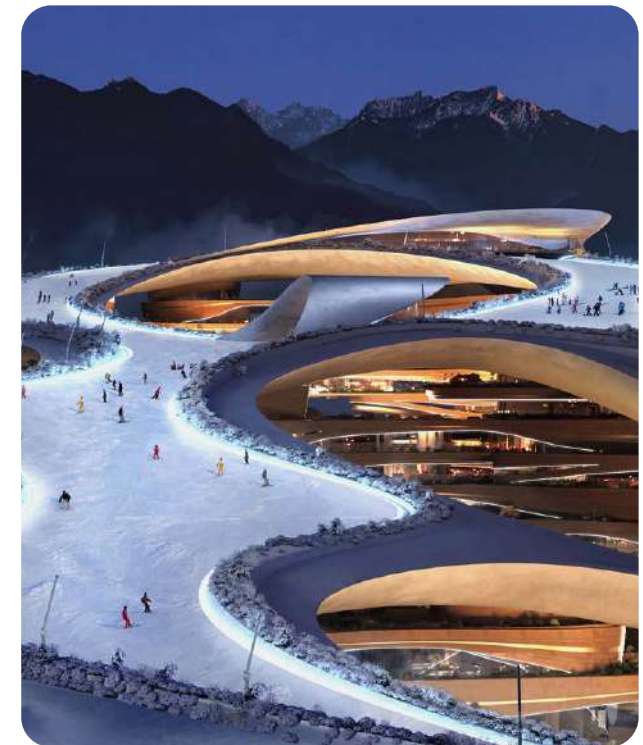
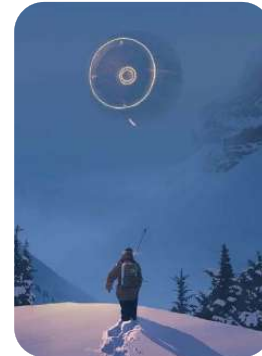


In the hunt for “time blocks,” visitors must tackle exciting attractions like roller coasters, where these mystical objects are cleverly hidden. Thus, every thrilling ride conquered also brings the reward of a “time block.”



Visitors are provided with ancient maps and cryptic hints that shed light on the “time blocks” location. Intriguingly, each clue also shares a piece of the rich history and culture of the Washoe tribe.

# Lookbook





## Brand Elements

The Flegrei Regular font is a component of The Tipoteca Series designed by Ulrike Rausch, has been adopted for display headers throughout the Da-ow-a-ga theme park. This distinctive typeface boasts organic and unique shapes that harmonize perfectly with the park's Native American theme. Despite its rich and intricate design, the Flegrei Regular font remains easily readable, ensuring effortless comprehension for all visitors. It gracefully marries aesthetics and functionality, encapsulating the park's commitment to honor tribal culture while enhancing the overall visitor experience. Furthermore, it ties in harmoniously with the existing color palette, thereby reinforcing the thematic continuity of the park.

The BC Mikser typeface has been specifically chosen for body text. BC Mikser brings excellent legibility to extended passages of text, making information easy to absorb for park visitors. Its clean, balanced forms ensure that important details are accessible and comprehensible, allowing guests to navigate the park with ease.

The selected color palette, primarily consisting of the colors represented by the hex values: 178B82, EAB573, F0572D, F02214, and 64311E, has been carefully chosen for this park. These hues have been identified as commonly used within the color palette of the Native American Washoe tribe. This selection not only pays homage to the rich cultural heritage of the tribe, but it also infuses the theme park with a striking contrast and a sense of joyfulness.

### Display/headers - **FLEGREI**

**▲BCDEFGHIJKLMNOPQRSTUVWXYZ**

### Body/type - BC Misker

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

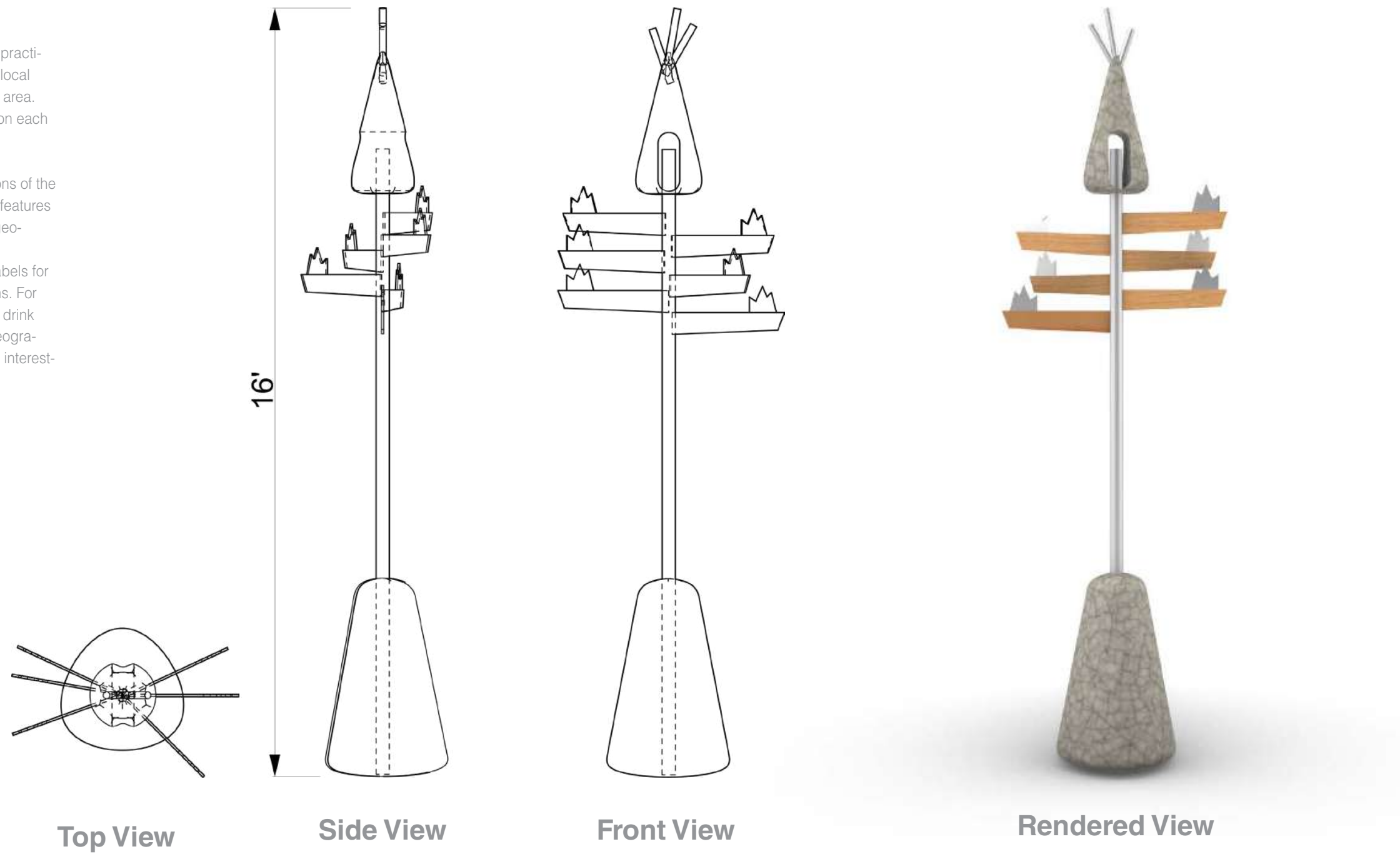


## Signage

The wayfinding signs at the Da-Ow-A-Ga theme park are both practical and decorative. They are designed with elements from the local Washoe Tribe's culture, reflecting the history of the Lake Tahoe area. This can be seen in tribal patterns and symbols that are used on each sign.

In addition to the cultural designs, the signs also have depictions of the local landscape. This includes mountain silhouettes and other features of Lake Tahoe, providing a visual representation of the park's geographic location.

The signs are also made to be user-friendly. They have clear labels for each attraction in the park, along with easy-to-understand icons. For example, a roller coaster icon points to rides, while a food and drink icon direct visitors to food areas. This blend of local culture, geography, and practical design makes navigating the park easy and interesting for visitors.

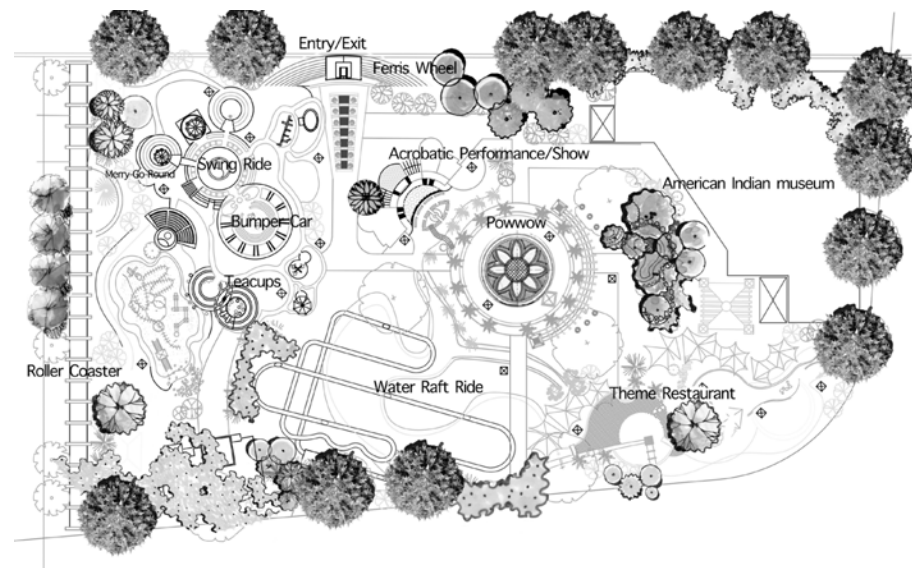


## Park Map

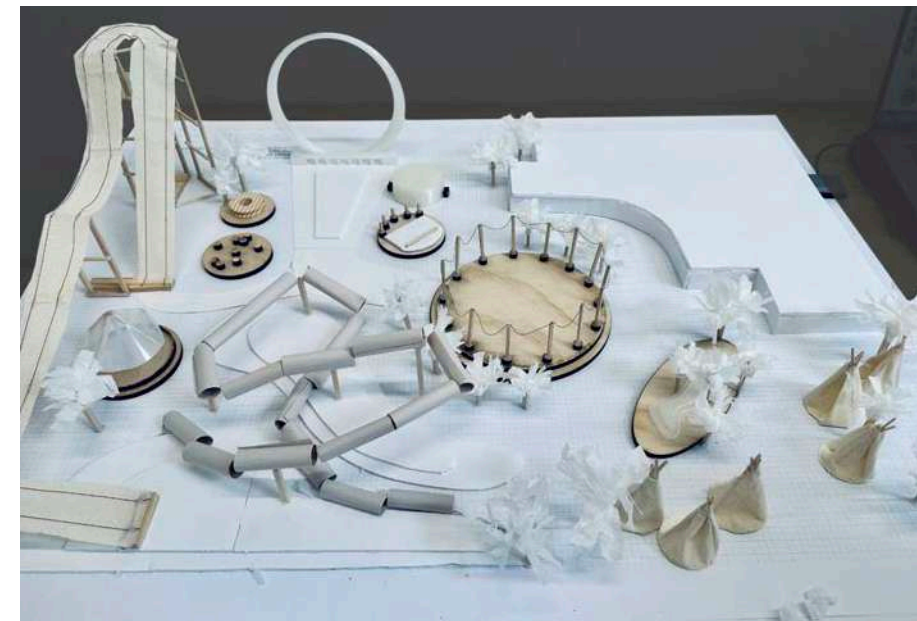
Da-Ow-A-Ga is a place where nature and culture come together. From swing rides themed around Native American tales that stir adrenaline, to a Ferris wheel providing panoramic views of the surrounding landscape, the park caters to thrill-seekers of all ages. Other attractions include classic bumper cars and carousel, while mesmerizing acrobatic performances reflecting Native American traditions offer a cultural twist.

The park also offers edifying attractions, such as roller coasters and a water raft ride that narrate stories from Native American history. The American Indian Museum features hands-on workshops about the Washoe tribe, while a unique adventure hunt called "Powwow" promises a special experience in search of magical "time blocks."

Wrapping up a day at Da-Ow-A-Ga, guests can unwind in Native-style tents, savoring traditional food. The park's museum deepens visitor understanding of the Washoe tribe and their profound respect for nature. A visit to Da-Ow-A-Ga thus guarantees a blend of fun, education, and cultural exploration.



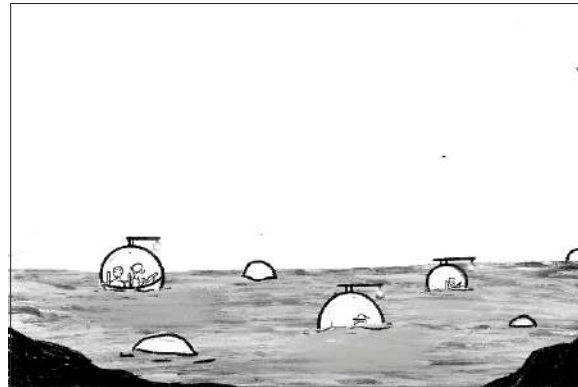
## Scale Model



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**Group 4**  
**Mermazing Haven**

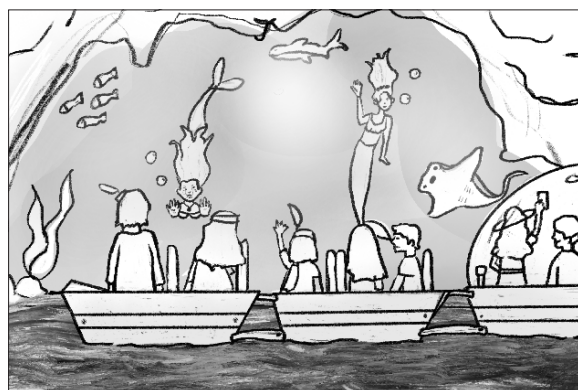
# Big Idea



Pirate Beach

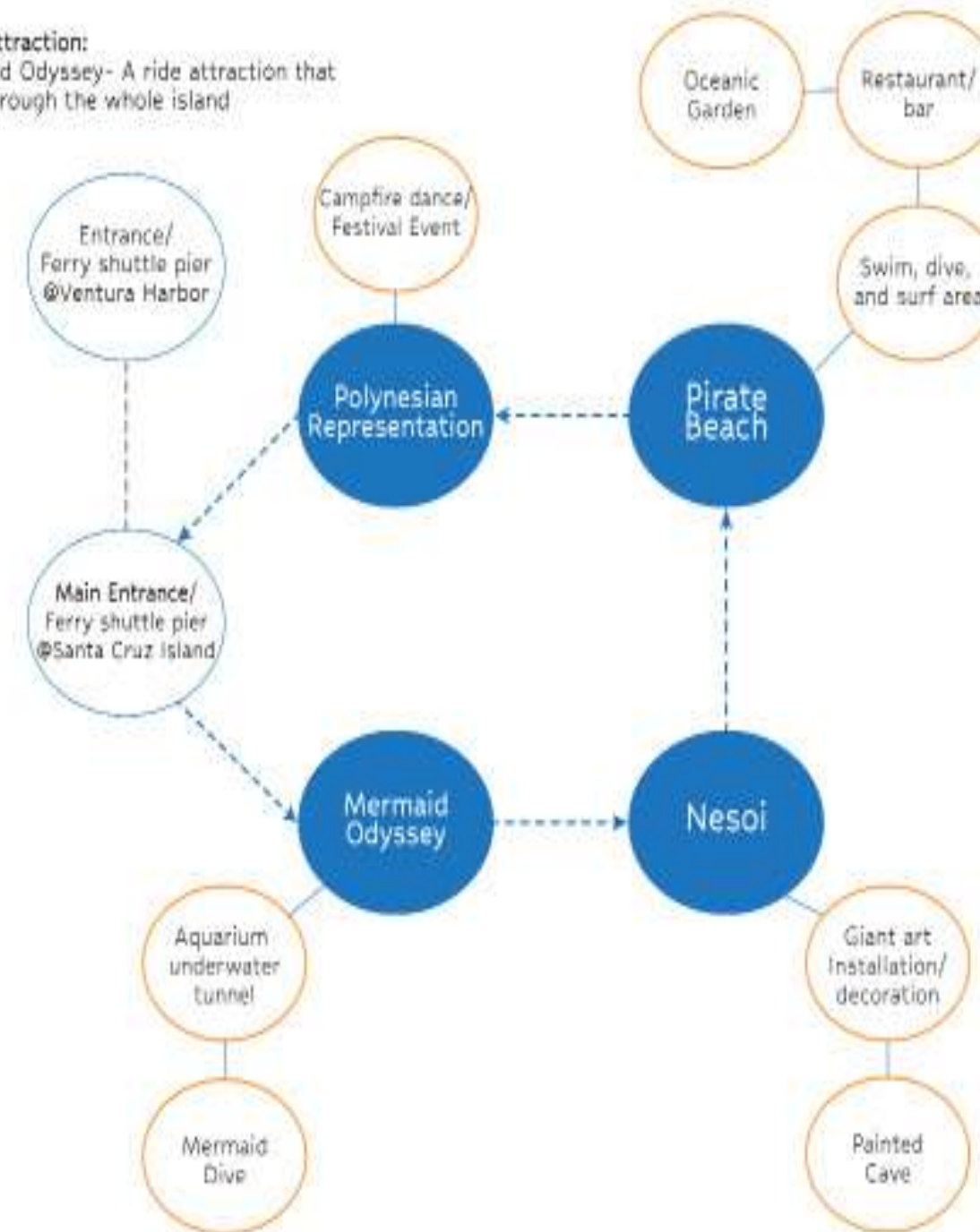


Dumdi Campsite



Mermaid Odyssey

**Main Attraction:**  
Mermaid Odyssey- A ride attraction that goes through the whole island



Project concept brief  
Neverland: an unreal, imaginary state

“Children in Neverland never grow up”. In this all-ages-inclusive theme park, not only can children have fun, but adults also feel like a kid again and find childhood bliss in this “Neverland,” called Mermazing Haven. This land’s sense of time is similarly ambiguous. Diving under the sea and having adventures in underwater caves lets visitors forget about time as they immerse themselves in this island. In the theme park, there will be casts like mermaids, pirates, and Polynesians as “NPCs”. Besides leisure activity and entertainment aspects, to maintain educational aspects, the theme park is divided into different sections introducing island and festival culture, and ocean environmental issues. Given the scenario that the audience is helping save the end of the world by collecting time blocks, this may be one of the more relaxing sections of the park. This park includes visual commentary on human consumerism and pollution gently by juxtaposing a beautiful landscape alongside remnants of human trash/conflict (e.g. sculptor installation commenting on the ‘unnatural’). To improve visitor experience, visitors will have Neverland costumes that are made from recycled trash or they can even hand-make their own costumes when they arrived at the theme park.

The theme park is located on Santa Cruz Island, taking advantage of its beautiful island features that fully use the ocean and hills. The attraction and relaxation area can be located or go through the whole island like on the sea, underwater, beach, and caves. Mermazing Haven has possible four sections which include: Pirate Beach, Mermaid Odyssey, Dumdi Campsites, and Nesoi (the island of nature goddess), which include attractions, relaxation areas, food service areas, and more.

The Mermaid Odyssey ride is the main attraction of this park. This isn’t a rollercoaster that offers crazy twists and turns. Rather, this is a sightseeing ride that takes you through caves, and hills, all while having beautiful marine life surrounding you in the walls guiding the experience. There are also water slides that continue this perspective of human/ marine interaction. In this section of the theme park, we hope to remind the audience of the beauty in the world they are fighting for. There are a couple of ways that the audience could collect time blocks in this attraction, but we aim for it to be physical instead of digital. For one, ephemera is always fun to collect and reminisce on. Additionally, it would seem ironic to save the world by participating in a way we’ve been harming it. It would also be lovely to donate funds gained from the theme park to Indigenous peoples.

## Lookbook

All the images was largely inspiring as it illustrates the sensation of being engulfed by an aquarium. It looks dreamy, impossible: something that can let go of people's worries and responsibilities. In Neverland, no clocks are ticking, and the calendar never turns. Time stands still, and everyone is free to be a child once again. Everyone can explore their imaginations and experience the wonders of the world around them. A goal of Mermazing Haven is to show off the natural beauty of the ocean and the different fantastic elements of the island.



## Brand Elements

PastTimes fonts were chosen with the park's narrative in mind. Nexa Rust Sans has an aged/distressed view that plays off of the park's thematic aging as well as the rough nature of the outdoor landscape itself. Bebas Neue Regular is an easy to read font that falls in a nice neutral zone between the woosy elements of PastTimes and the art nuveau elements of Hyperion as a whole.

### Display/headers - *Magista*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

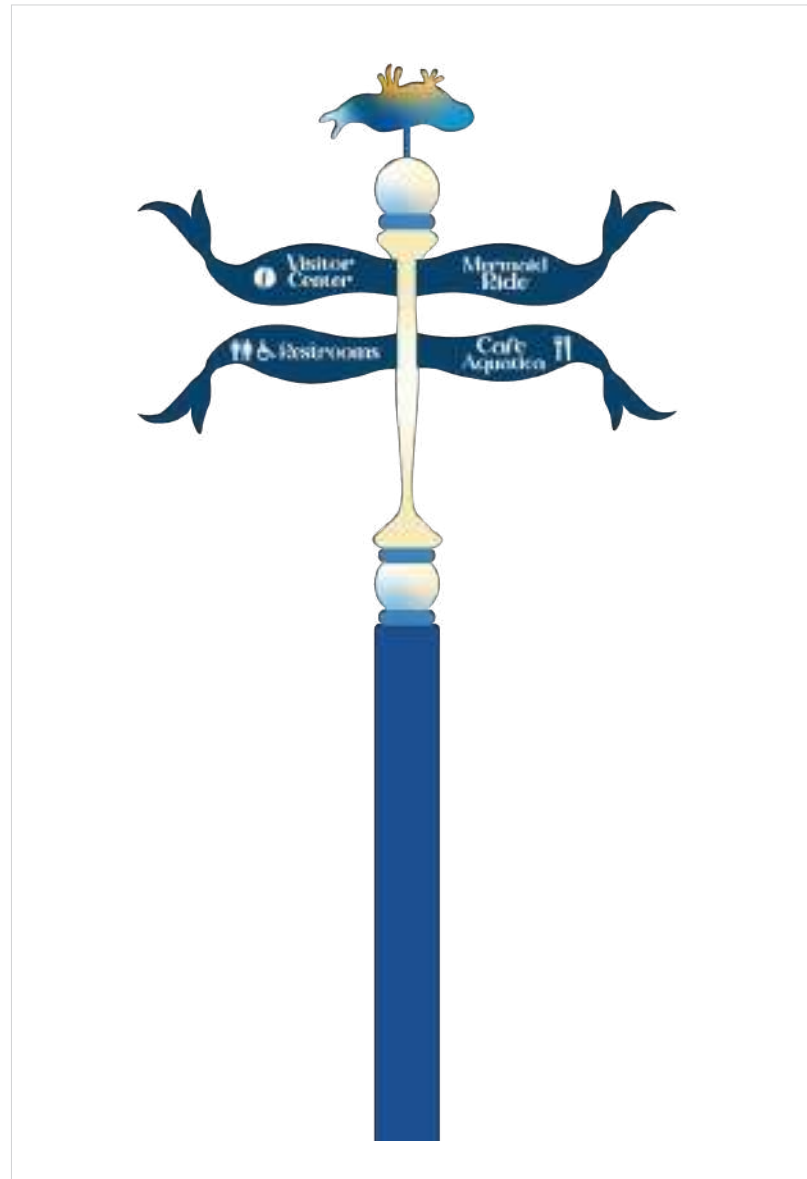
### Body/type - *Mukta*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz





## Multidirectional Wayfinding Sign



The design of the wayfinding signage has an oceanic theme. This theme is emphasized with the theme park's characters: the sea slug and the use of the tail of the mermaid to point to the direction of a location. The directional sign also includes the location names and facility icons.

## Park Map



The design of the wayfinding signage has an oceanic theme. This theme is emphasized with the theme park's characters: the sea slug and the use of the tail of the mermaid to point to the direction of a location. The directional sign also includes the location names and facility icons.

## Scale Model



The initial experience of our park begins with participants entering the island on a boat. The boat is designed to comfortably carry a large number of families. The boat has a functioning engine, shade, refrigeration, and snacks, as well as multiple TVs/screens that offer necessary dialogue to the audience about the state of the island/theme park. Before landing ashore, the boat passes a cave that naturally lays across Scorpion Ranch on Santa Cruz Island. Once they pass this beautiful natural scenery, the boat lands peacefully beside the pier.



Walking up the pier, the participants walk through the entrance of the park which leads them directly to the Welcome Center. The Welcome Center is a multifunctional facility: a place to change, buy merchandise, mer-tennis perhaps, and restrooms. Walking out of this building, the participants are met with three paths. The first path to the very left is the Mermaid Odyssey Ride straight ahead lies the sculpture garden, and to the very right is the Siren Sector.

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## Group 5 Past Times

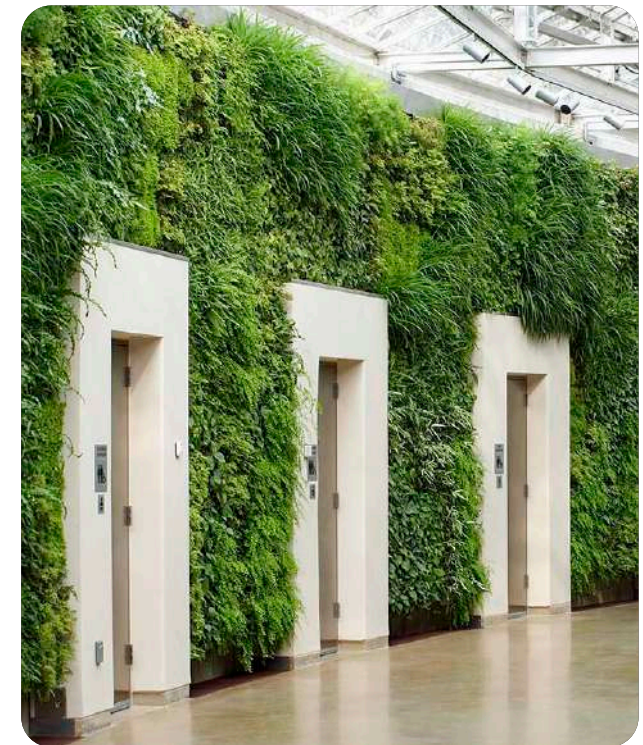
## Big Idea

PastTimes is a brand-new theme park built directly into the Northern California Redwood Forest. Covering 28 acres and featuring heavy use of biophilic architecture the park is meant to invoke a sense of wonder within a naturally occurring space. The redwoods can seem foreign to those used to the prominence of modern civilization. PastTimes' mission is to attempt to de-alienize the redwoods and help people get back in touch with nature.

The park features an interactive exploration narrative that can be participated in as much or as little as the guest's desire. Strange never-before-seen creatures roam the area and are prime subjects for investigation and research. A fully loaded camping arena is available for those wishing to extend their stay. A state-of-the-art Exploratorium with 3D and VR shows allow transportation through time. Tree house, rope bridges and ziplines mean you never have to touch the forest floor. And new mysteries await around every corner.



# Lookbook



## Brand Elements

PastTimes fonts were chosen with the park's narrative in mind. Nexa Rust Sans has an aged/distressed view that plays off of the park's thematic aging as well as the rough nature of the outdoor landscape itself. Bebas Neue Regular is an easy to read font that falls in a nice neutral zone between the woody elements of PastTimes and the art nouveau elements of Hyperion as a whole.

PastTimes color palette draws inspiration from the beautiful redwoods the park calls home, with an array of greens and browns pulled from the trees themselves, to the warm grays and taupes that ground the coastal cliffs.

For wayfinding and other signage, blues and yellows will be used for higher contrast and visibility.

**Display/headers - NEXA RUST SANS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

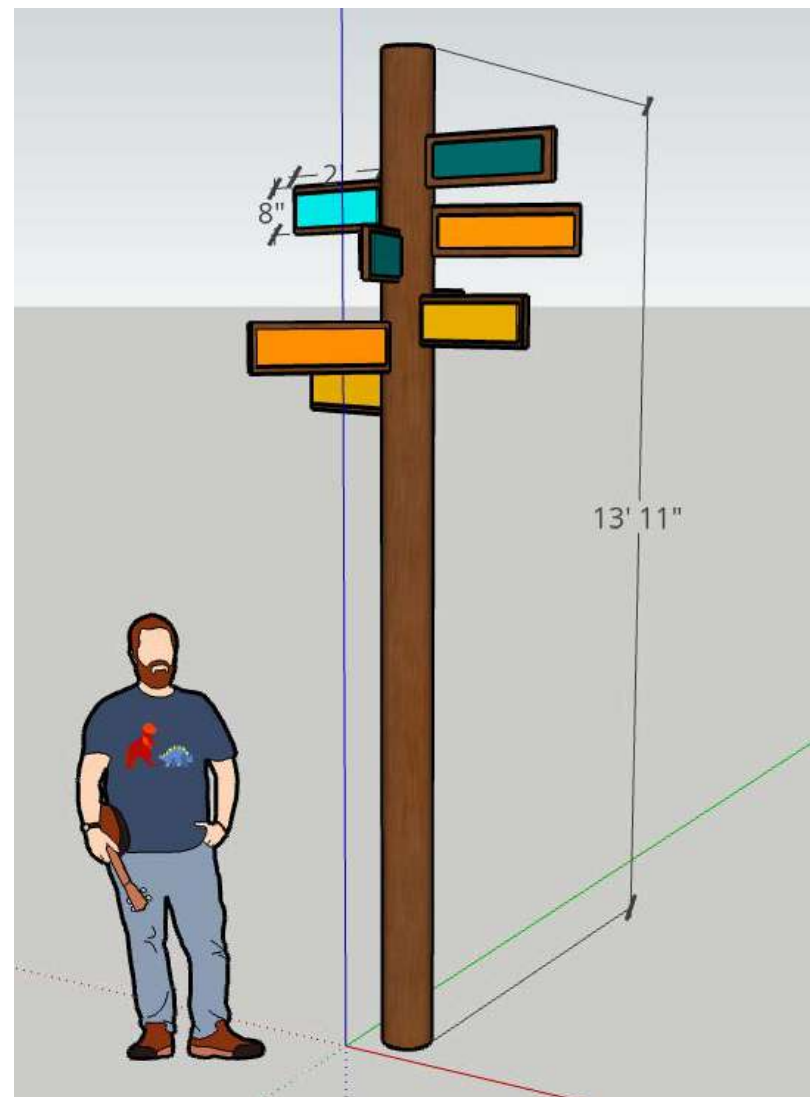
**Body/type - BEBAS NEUE REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

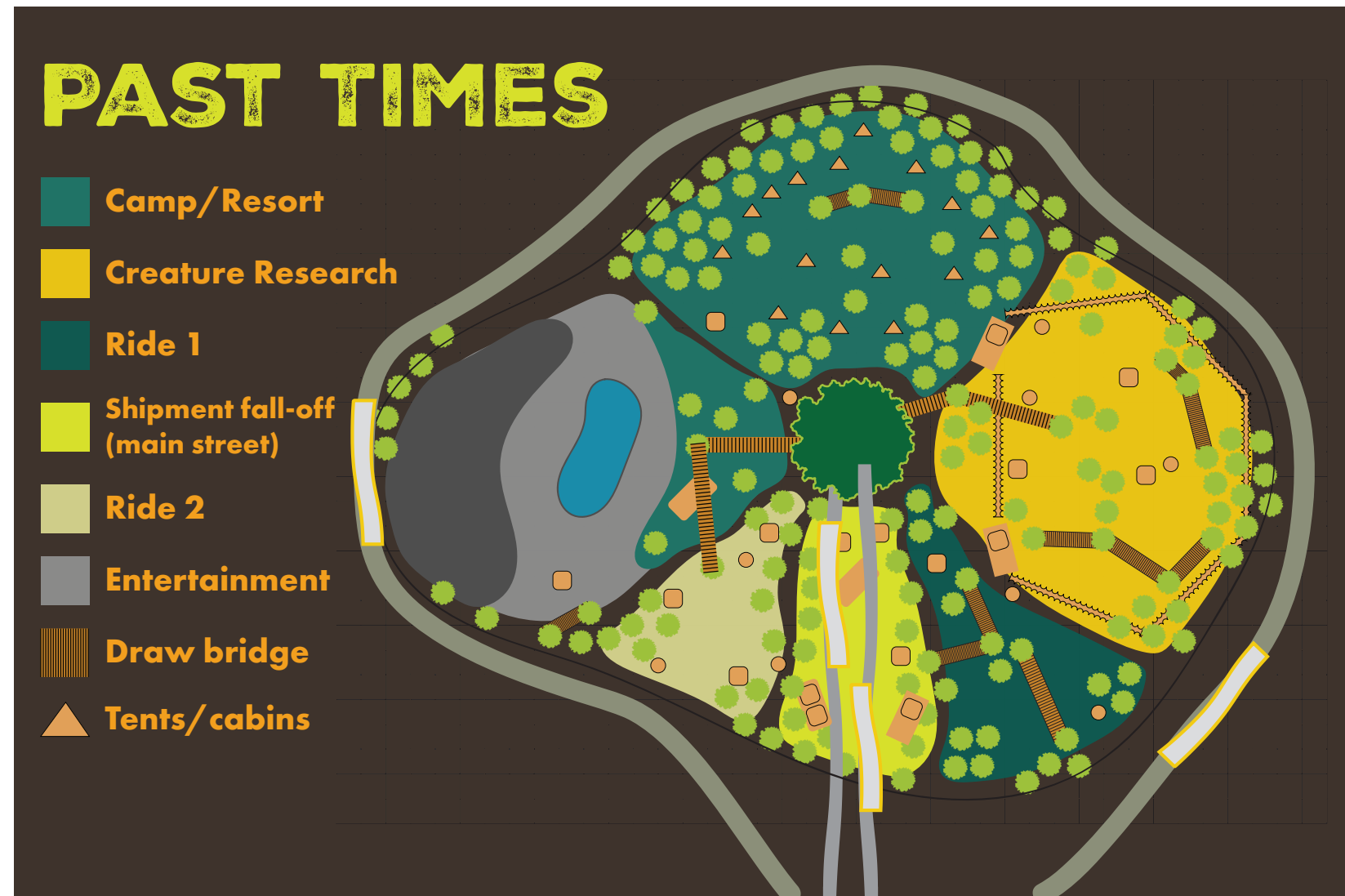


## Multidirectional Wayfinding Sign



These wayfinding signs are made of 100% found redwood. They are color coded for different narrative threads. All signs stand roughly 14 feet tall and are scattered at major crossroads throughout the park.

## Park Map



This park focuses on its bountiful natural environment to surround the guests in a world older than any living person. The rides mainly focus on emphasizing these natural wonders by elevating the guests through and above the tree line to get a true scale of their place in the park.