

The background image shows a stone path leading through a lush forest. On either side of the path are dense green bushes and tall trees. Two decorative lanterns are visible: one on the left and one on the right. The lantern on the right is mounted on a curved wooden post that also features a spiral-shaped metal ornament. The overall scene is dimly lit, suggesting dusk or dawn.

Scale Design / Resort Attraction Cart

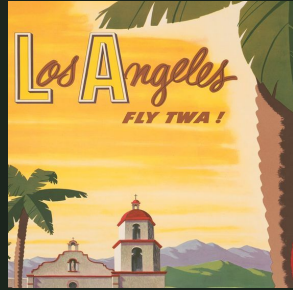
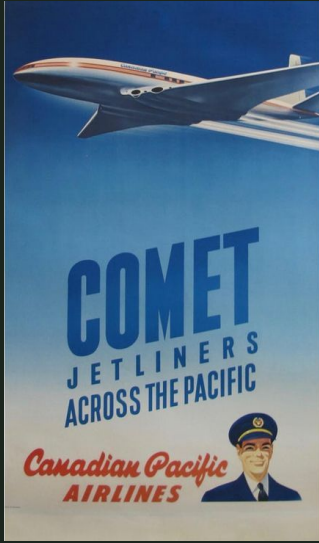
Assignment 3: Brody Young

Concept Treatments

Chesuncook Resort Seaplane Tours gives guests the unique experience of exploring the untouched nature of Chesuncook Resort's nature preserve, through a guided seaplane tour, and nature walk. This personal experience with the environment will gift guests with an elevated appreciation of the nature around them.

Before heading off on your adventure, be sure sure to stop by the Victorian and nature inspired cart, located on the path to the seaplanes. There, you will be given a pair of binoculars, as well as a booklet to guide you through your tour. Also located at the cart are refillable water bottles available for purchase, and a handy water bottle refill station.

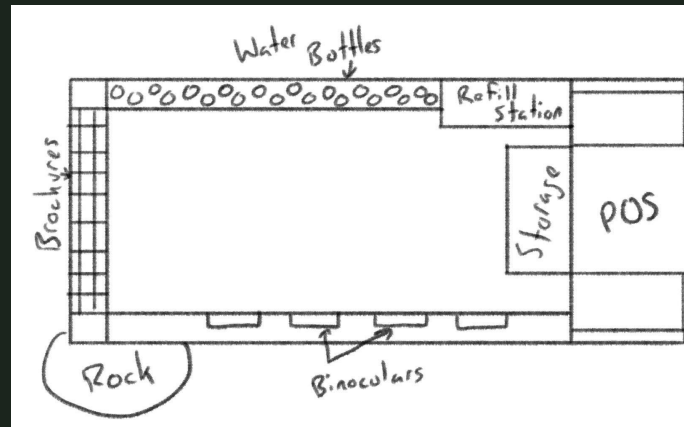
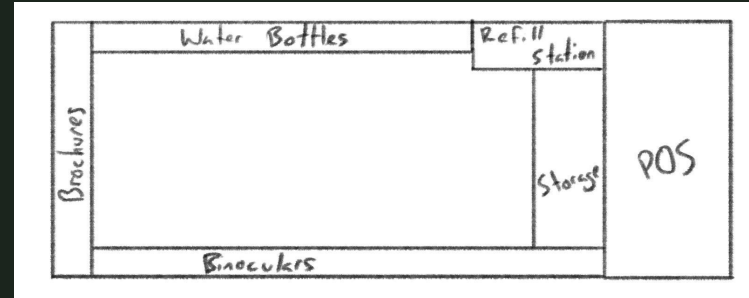
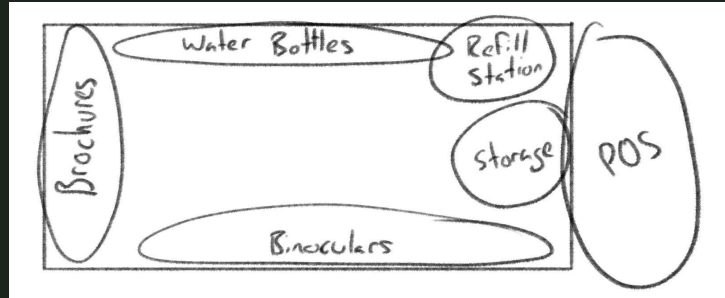
Reference Photos

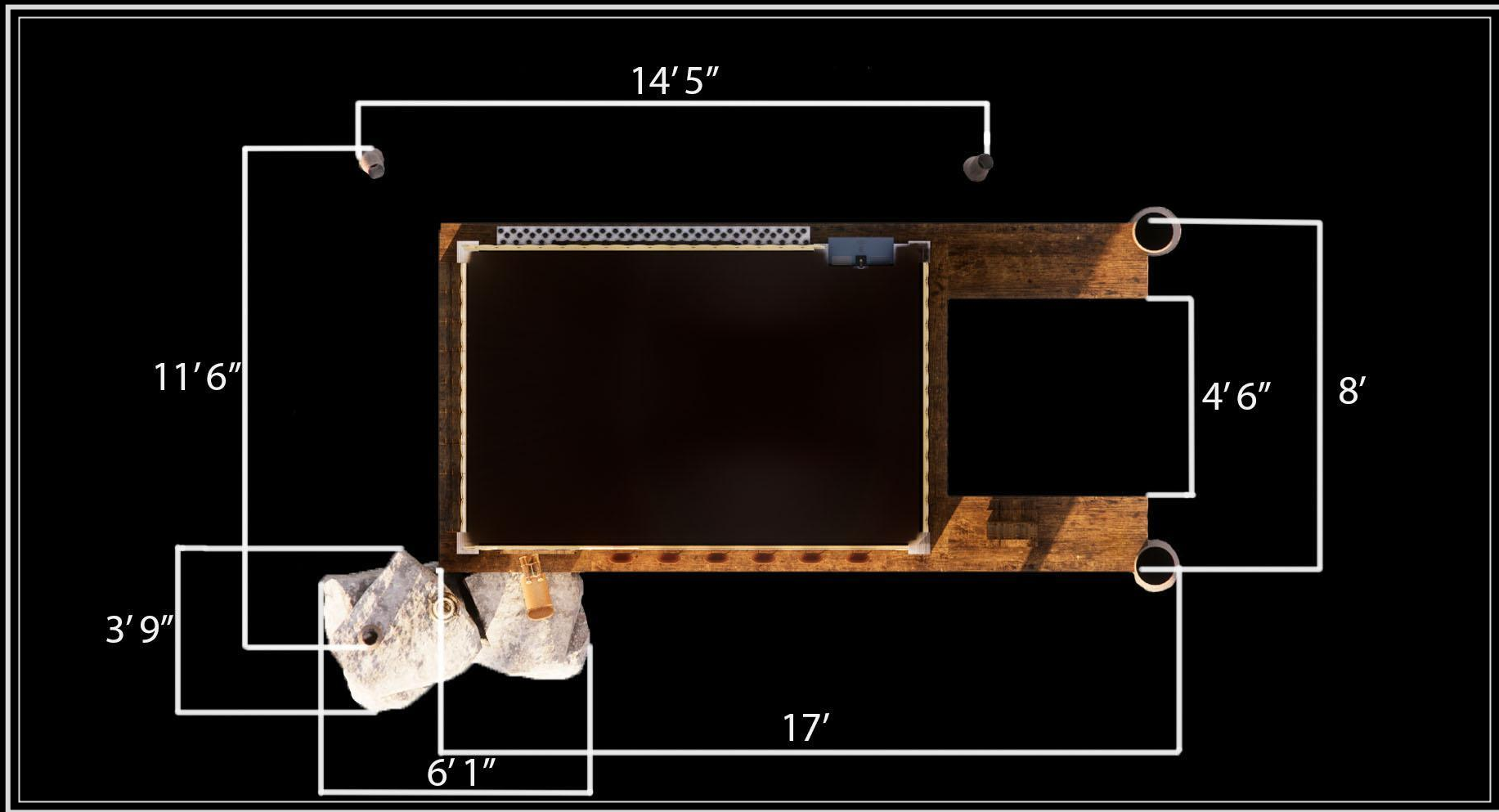


Needs & Wants

Needs	Wants
<ul style="list-style-type: none">• Must be at least 8' x 16' in scale• Signature / Specialty Feature that the guest must interact with• Point Of Sale (POS)• Attraction Information• Storage• Props• Corporate Sponsorship	<ul style="list-style-type: none">• Victorian/Shutter Style architecture• 50s airline inspired graphics• Use of natural forms• Use of natural symbols• Ornate, use of brackets• Different eras of lighting (kerosene lantern, Victorian, Arts & Crafts)

Floorplans

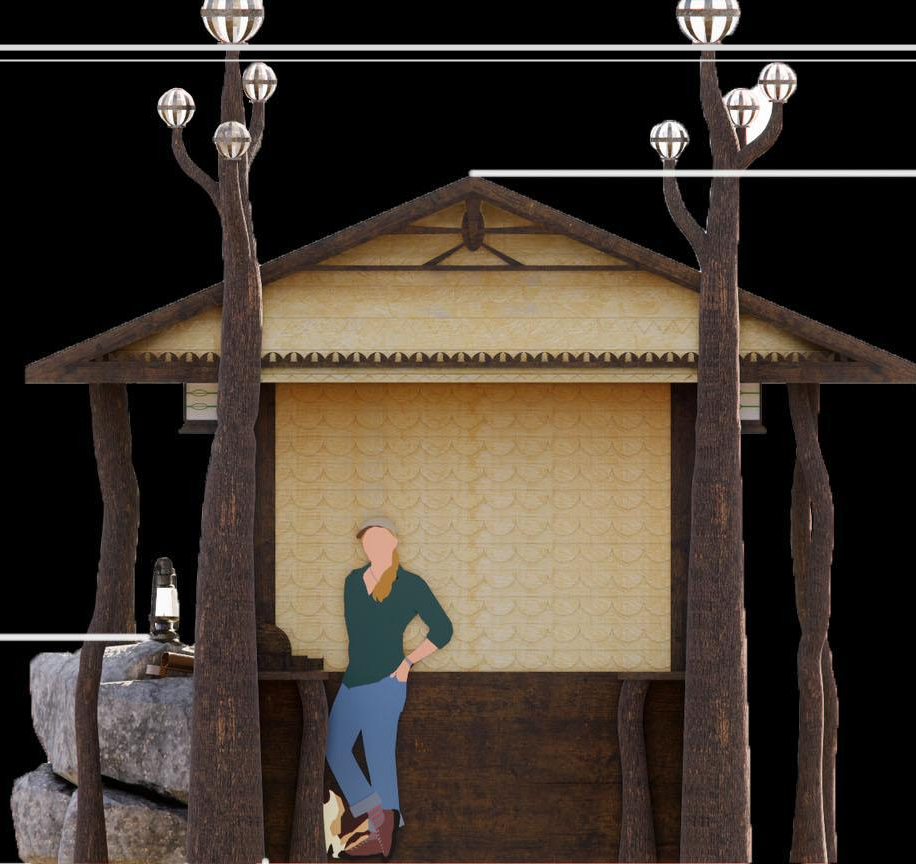




3' 5"

3' 3"

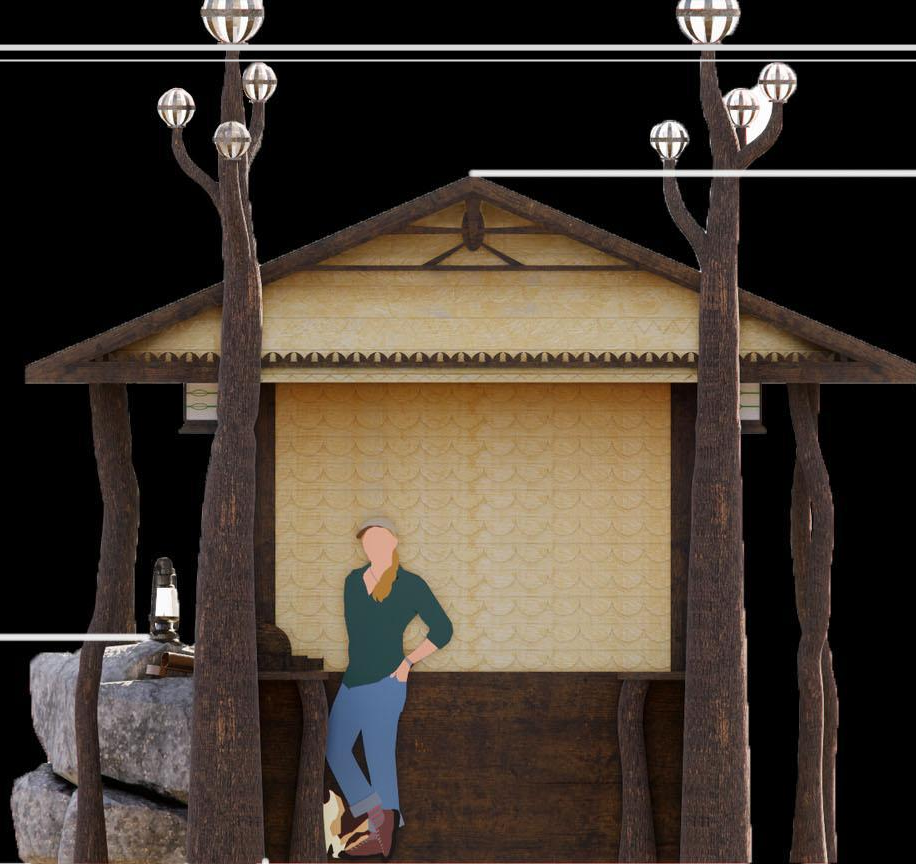
1' 3"



3' 5"

3' 3"

1' 3"



3' 7"

6' 1"

13' 9"



1'7"



1'6"

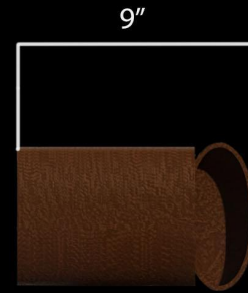
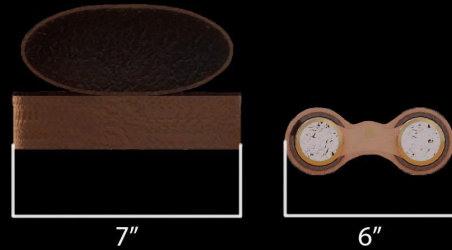


4'4"

2'4"



Specialty Feature

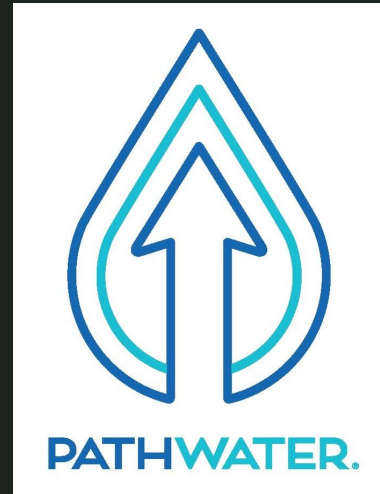




Corporate Sponsor

“We’re on a mission to make the future sustainable as the go-to bottled water that helps everyone break the addiction to single-use plastic bottled water.

We’re growing this revolution everyday, as global consumer demands skyrocket for sustainable and reusable choices in bottled water packaging.”



Corporate Sponsor





Thank You!