



ASSIGNMENT THREE RESORT ATTRACTION CART

LUKE JORDAN



CONCEPT TREATMENTS

Embark on a journey through The Ring of Fire, nestled at the base of Mount 'Orohena, where guests can uncover the fiery history of Earth's volcanoes through an immersive walkthrough exhibit.

At the entrance to The Ring of Fire, a Polynesian-themed cart awaits guests before they embark. Modeled to resemble traditional Tahitian architecture, the center is adorned with lush greenery and intricate rockwork meant to resemble to peak of Mount 'Orohena. On the perimeter, guests will find informational pamphlets about their excursion (with options in both English and French), reusable water bottles provided by Camelbak, and interactive GeoBand wristbands designed to enhance the guest experience.

Nature's treasures await.



INSPIRATION



NEEDS

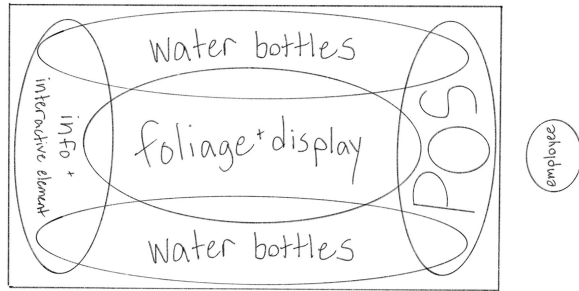
- 8' x 16' in scale
- Signature/specialty feature
- Point of sale
- Attraction information
- Storage
- Props
- Corporate sponsorship

WANTS

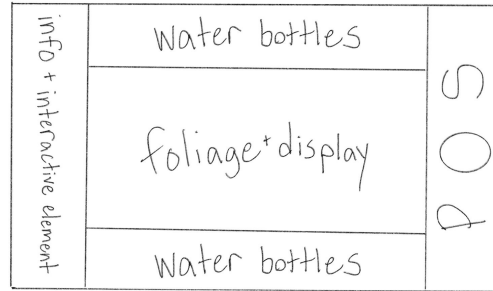
- Resemble traditional Tahitian architecture
- Use materials native to the island such as bamboo, ironwood, and dried grass
- Easily accessible specialty feature
- Plenty of space for sponsored item
- Large, overhead sign
- Sizable roof



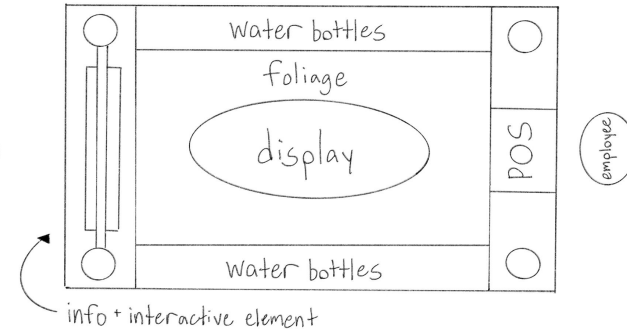
BUBBLE PLAN



BLOCK PLAN

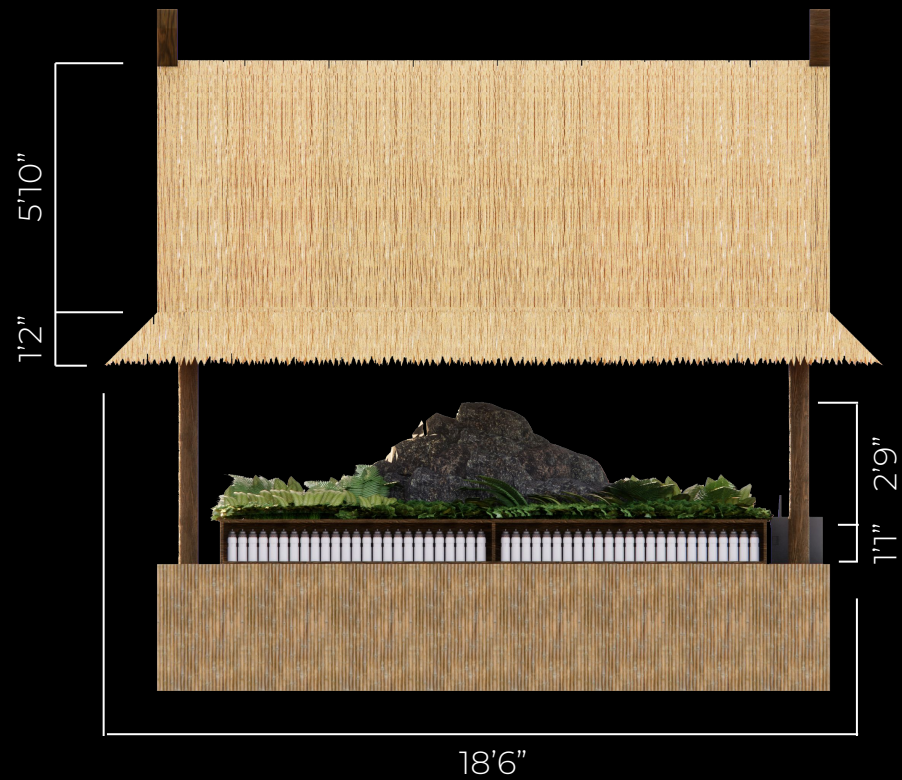
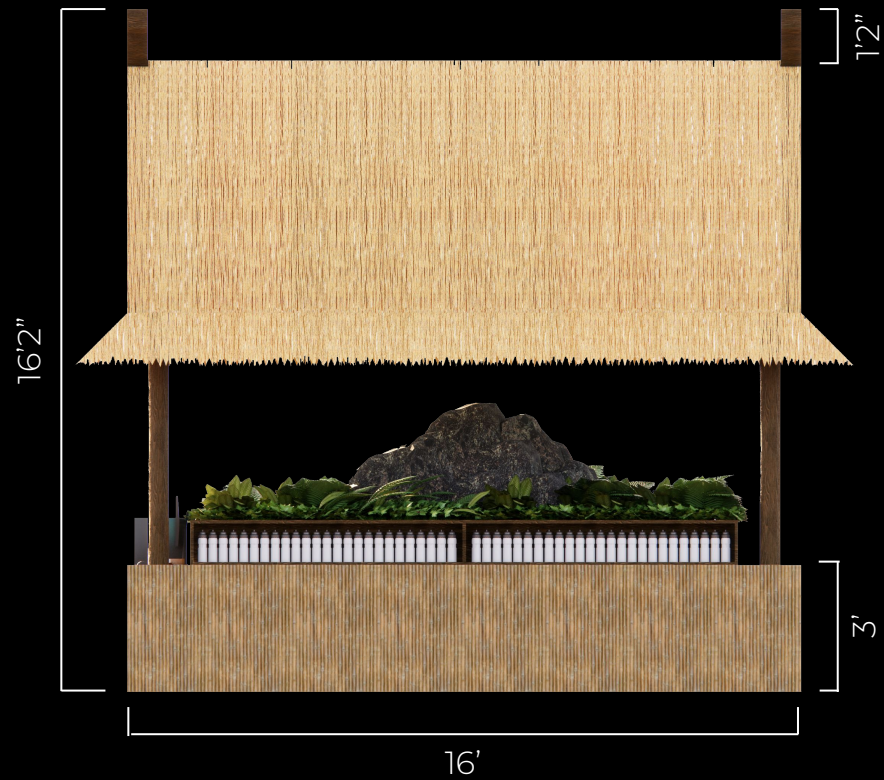


LOOSE PLAN







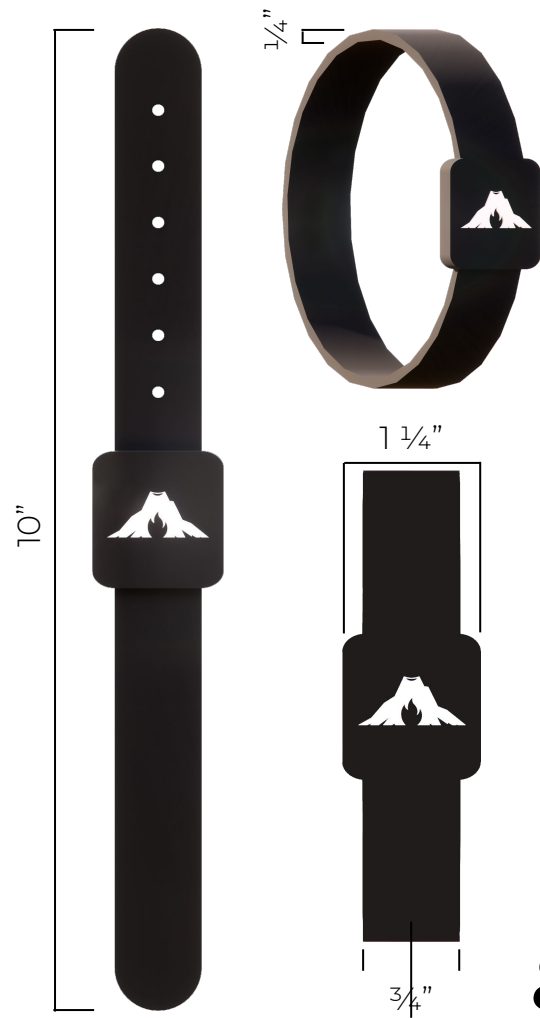


THE BIG PICTURE



THE GEOBAND

The GeoBand is a wearable, RFID-enabled wristband designed to transform your journey through The Ring of Fire into an immersive adventure. The GeoBand seamlessly integrates with our interactive experiences, allowing guests to unlock hidden insights, trigger special effects, and engage with their surroundings like never before.



GeoBands are available for free to all resort guests. Stationed front and center on the cart, guests are encouraged to use them throughout their journey.

Adventure awaits with the GeoBand.



PRESENTED BY **CAMELBAK**

THEIR MISSION

"To continuously reinvent outdoor hydration and carry solutions that empower an active lifestyle."

THEIR VISION

"Accompany every adventure. Join in every journey."

THEIR MOTTO

"Hydrate or die."

"REFILLS NOT LANDFILLS"

"GIVING BAK INSPIRES US"



INCORPORATING THEIR MESSAGE

As a hydration company with an emphasis on adventure and environmental protection, Camelbak was a natural partner for Black Sands Resort and The Ring of Fire.

The majority of retail space on the cart is dedicated to reusable water bottles in an effort to reduce plastic pollution. This decision was made with a strong commitment to sustainability and environmental responsibility.



THANK YOU

