



# The Secret Spies of the Spectacular Seventies

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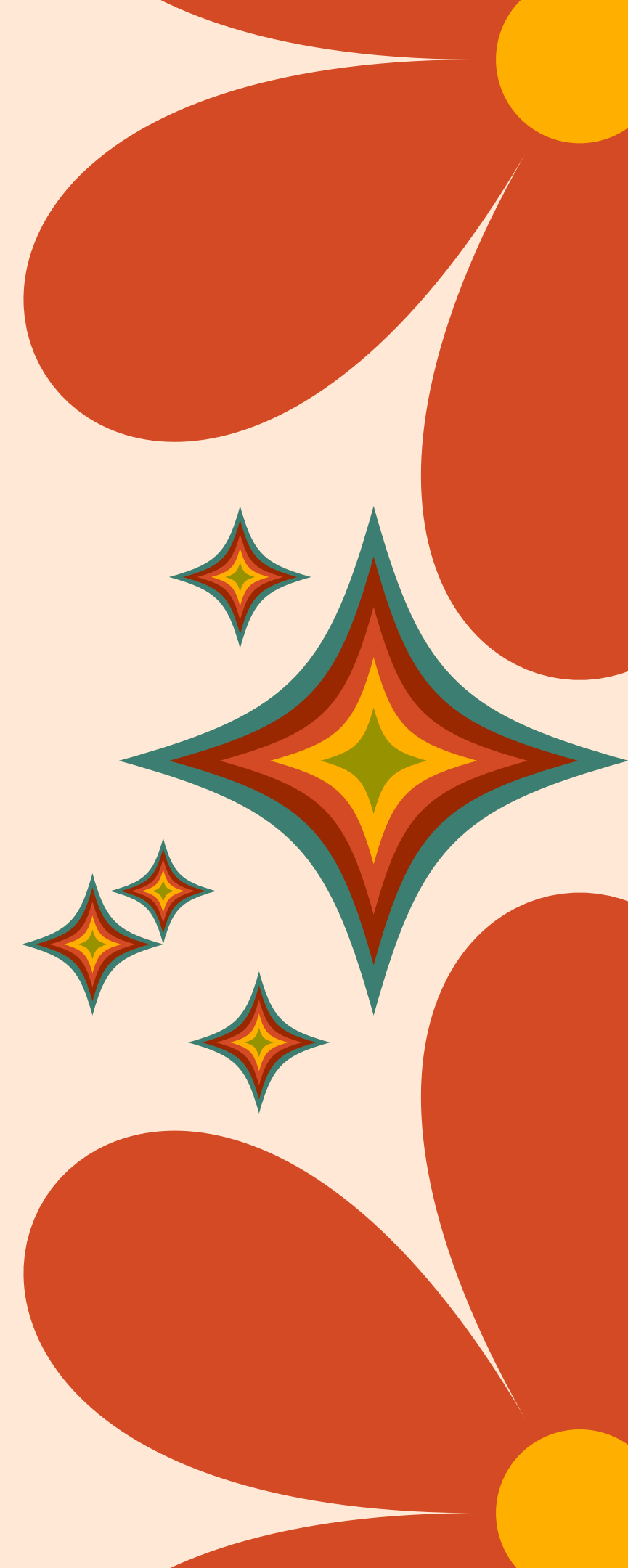
# *Introduction*

Step into the 1970s in an American Big City and become a spy. Going undercover, you are working with the elusive **Agent Foxtrot** to uncover a double agent in the **S.O.S. (Secret Organization of Spies)**.

In an escape room or whodunit style game, you'll walk around the land uncovering clues on the identity of a **Double Agent**. You receive a clue that Agent Foxtrot will contact you through a telephone booth, but where is the booth?

Your covert assignment begins at **The Intelligence Hub**, which the S.O.S. has disguised as an **unassuming 1970s newsstand and concession counter**. While you can purchase soft drinks and snacks at the counter, this is where you pick up your initial briefing materials. You will be issued a **golden S.O.S. coin** and a **detailed map of the operational zone cleverly disguised as a daily newspaper**.

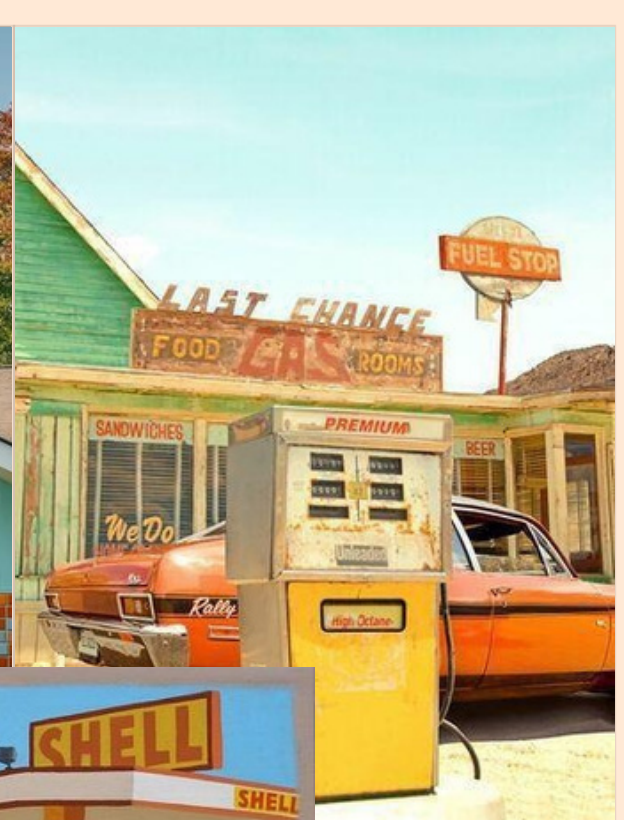
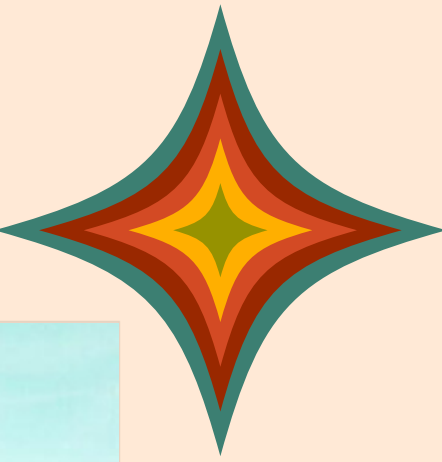
Use the token to gain access to one of the two vintage telephone booths positioned beside the newsstand where you will receive your first mission parameters from Agent Foxtrot himself.





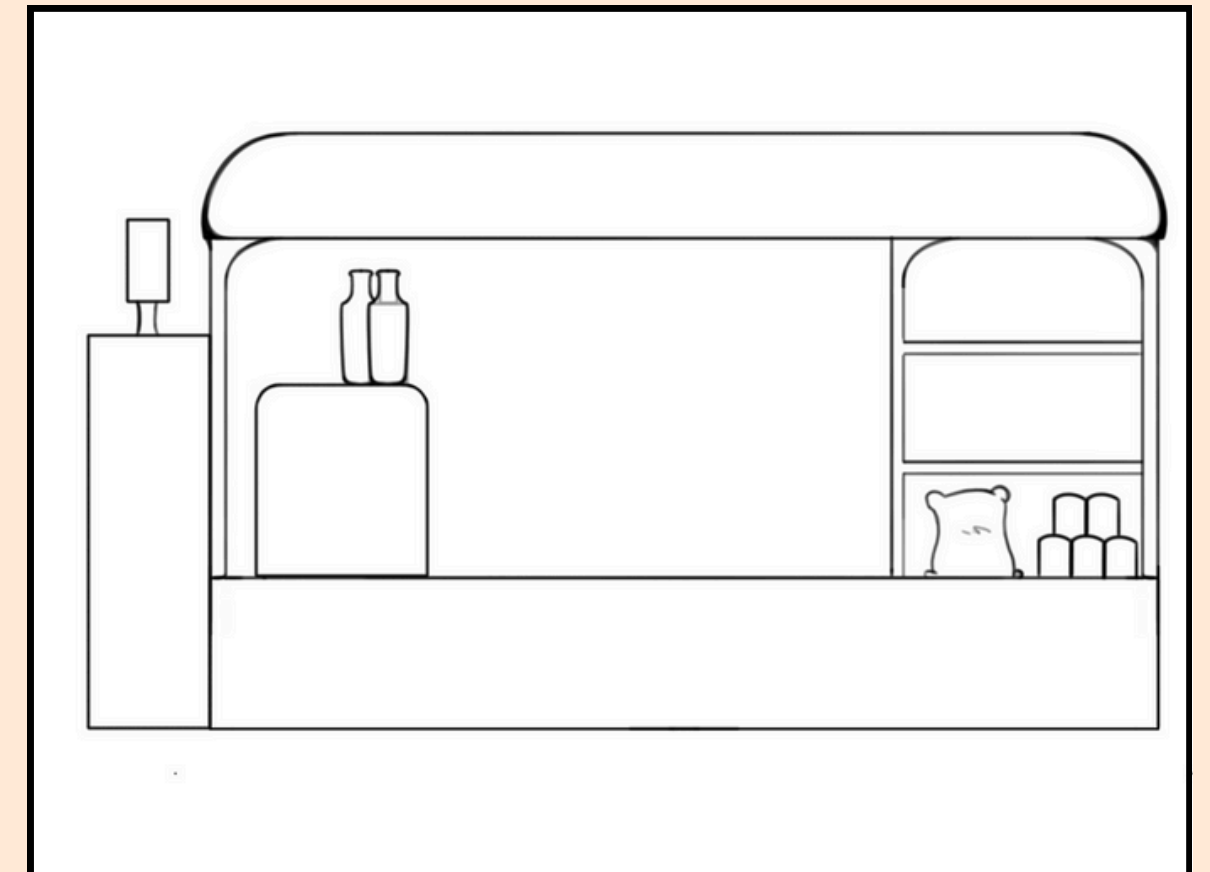
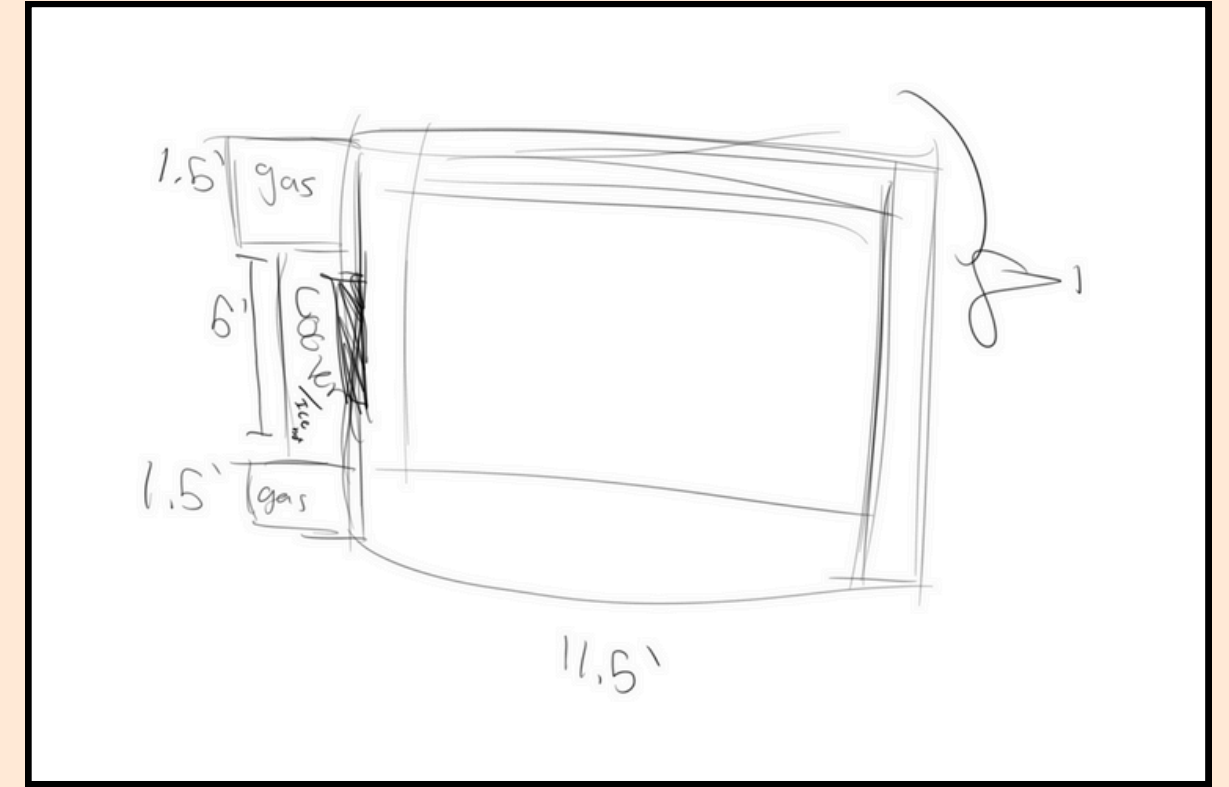
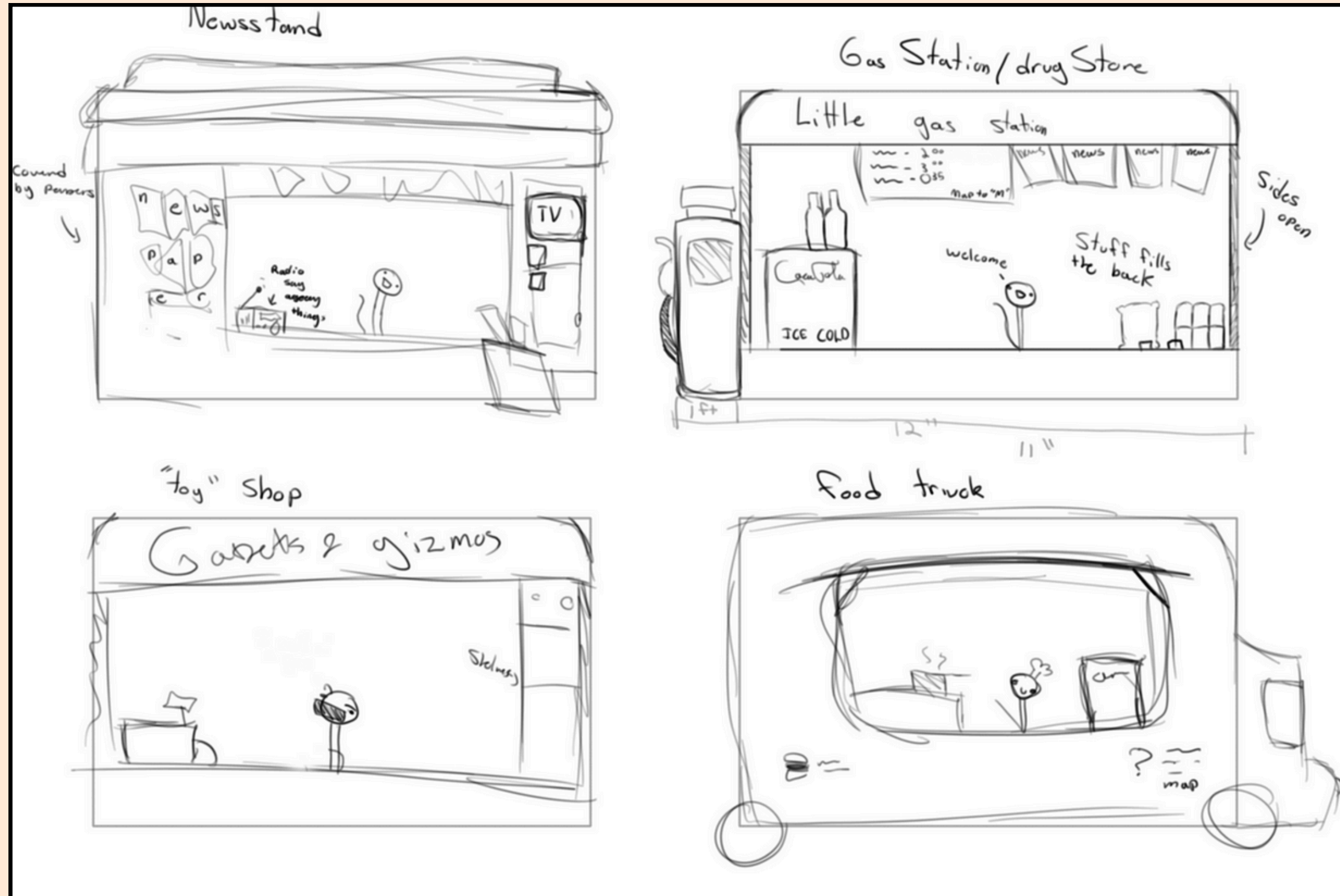
# Inspiration

Bright colors, each section a different color,  
straight lines with rounded edges





# Initial Sketches

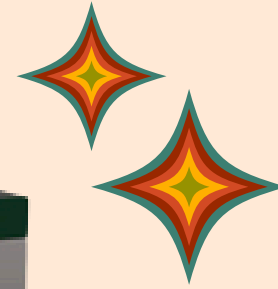






# 3D Modeling

Modeling using Lego design application  
Each stud translates roughly to 1 ft



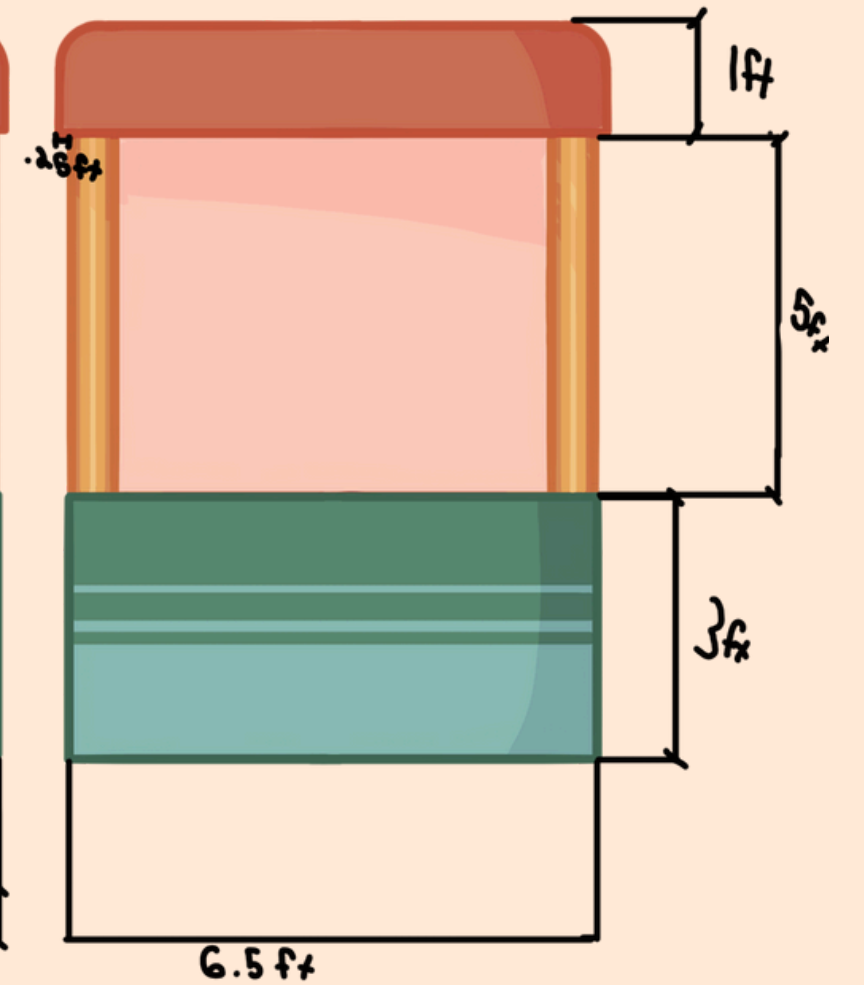
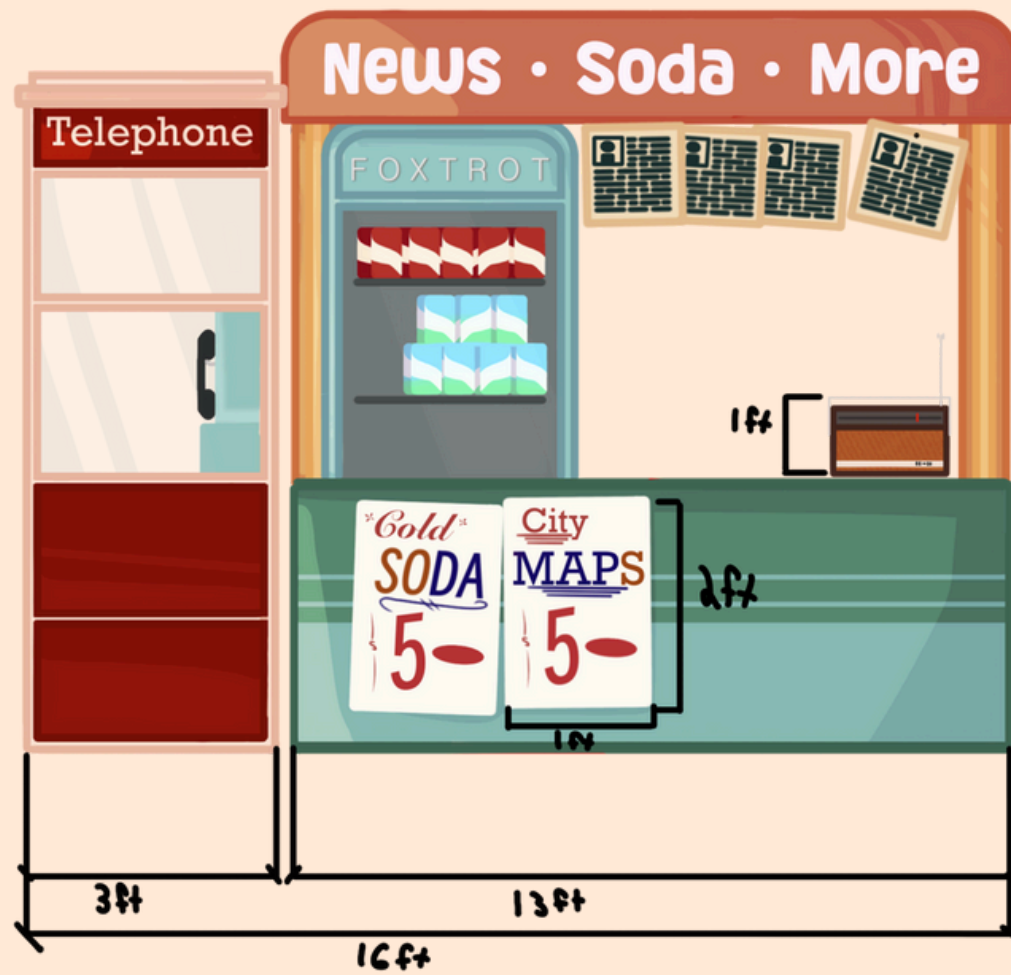
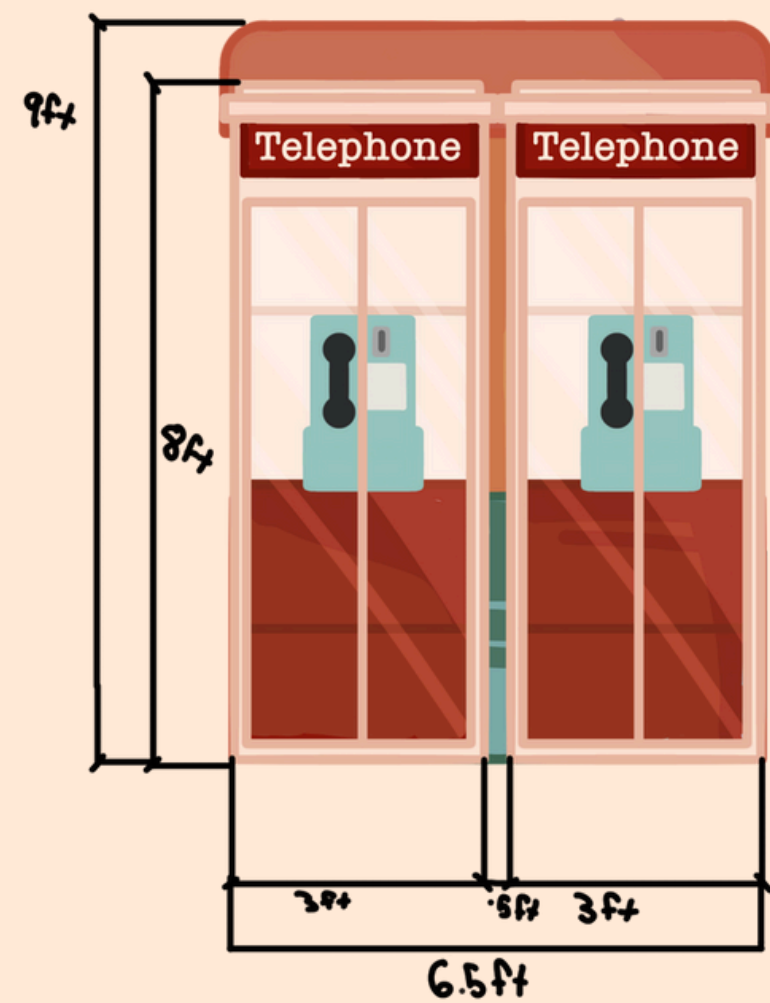
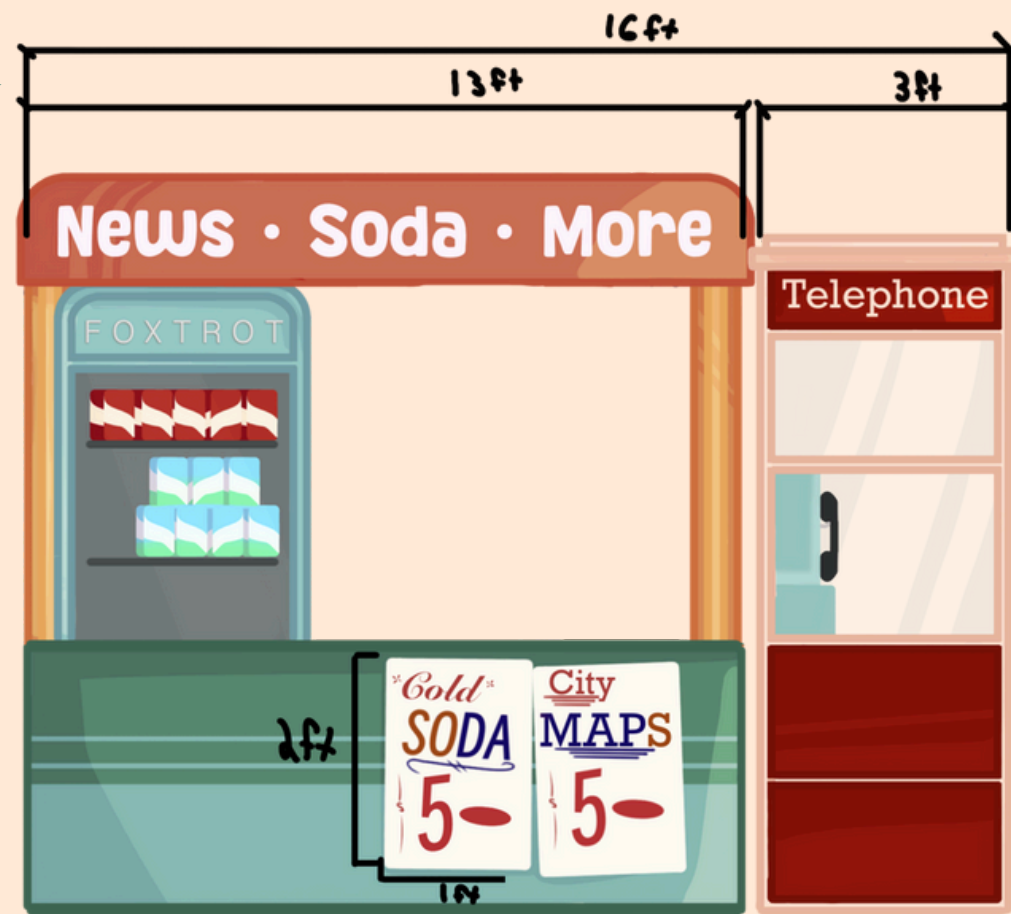


# *Perspective Drawing*



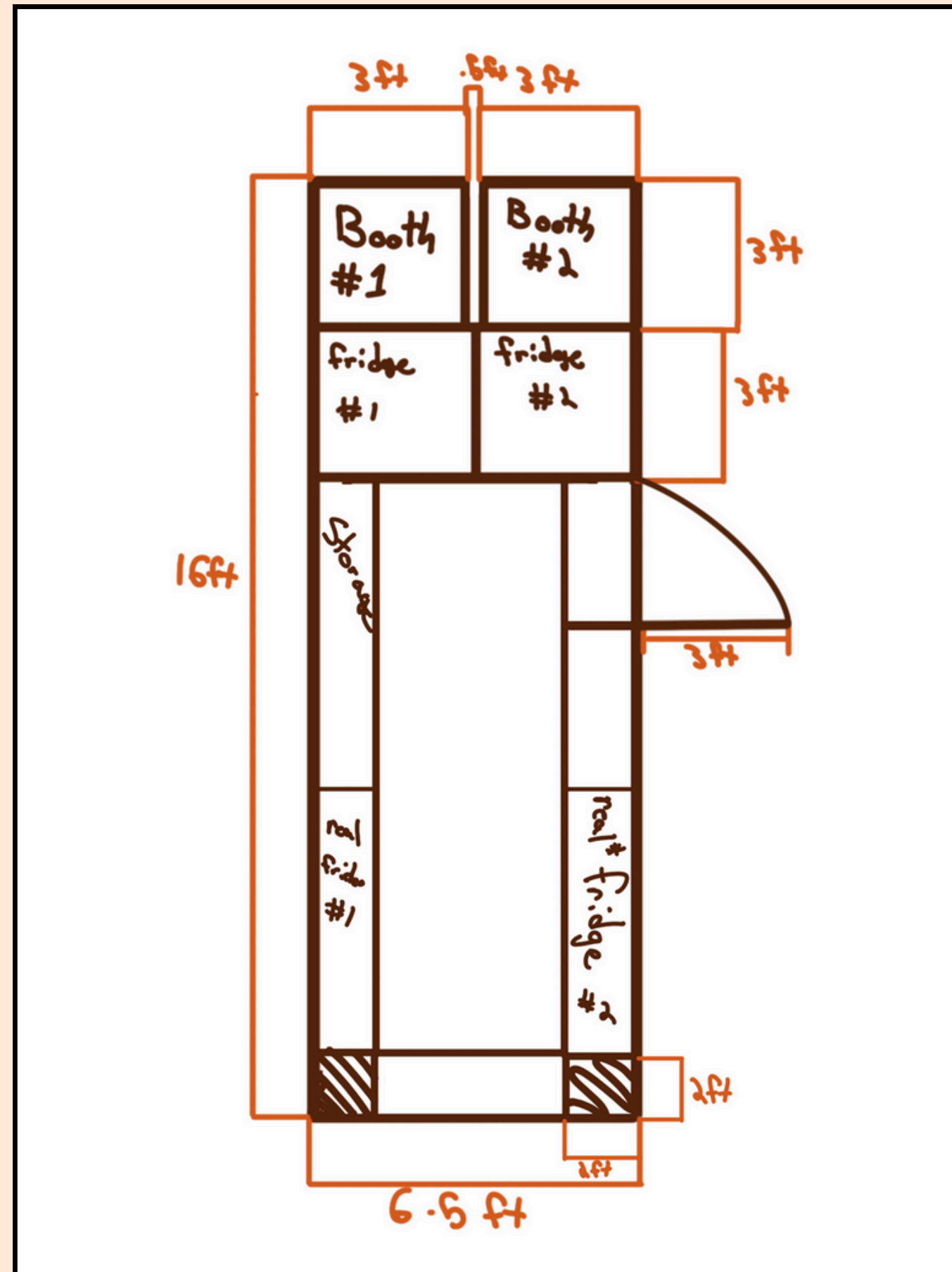


# Elevations





# Ground Plan Designs



Layout includes:

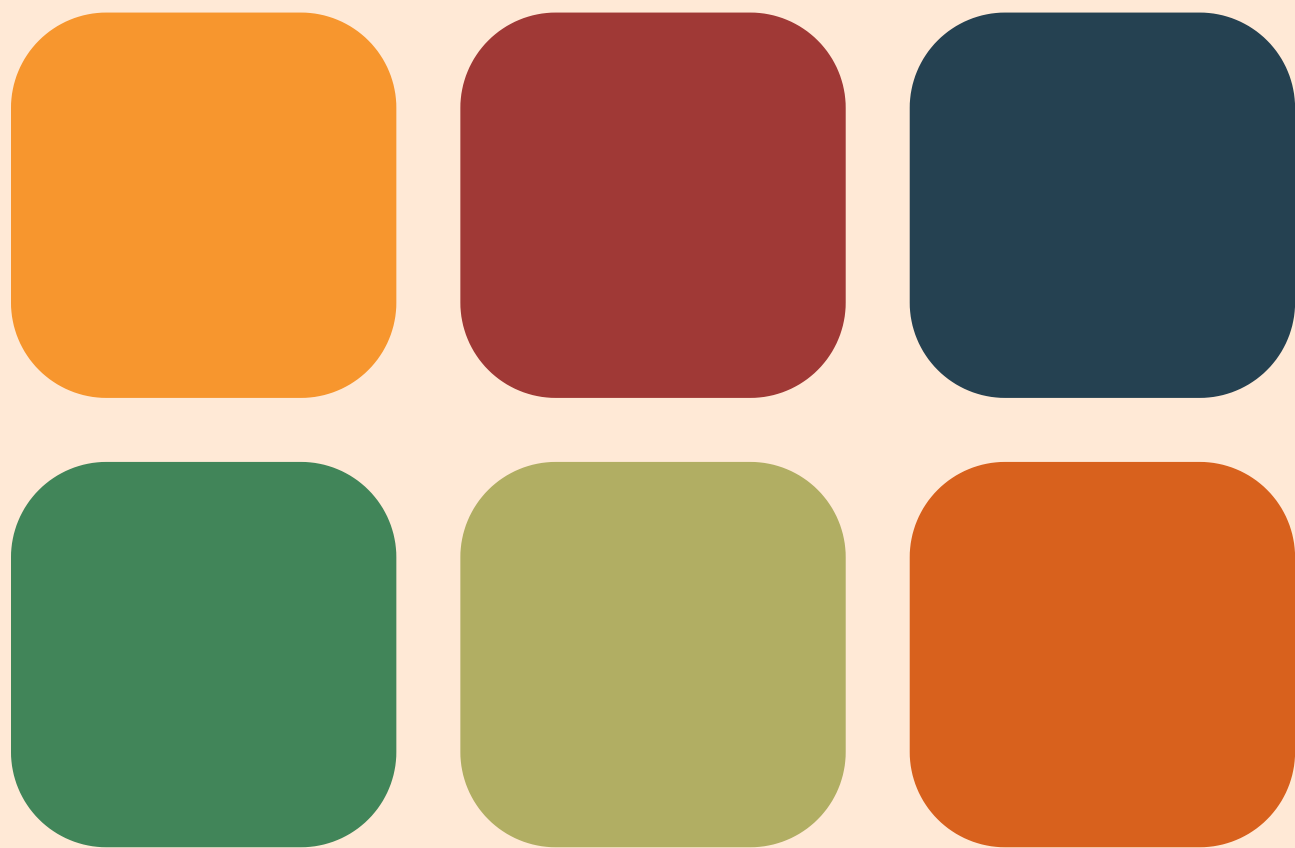
- Door for Cast Member to access the booth
- Fridges for cold beverages
- Storage space
- Counters with P.O.S.
- Awning / Covering
- External Telephone Booths



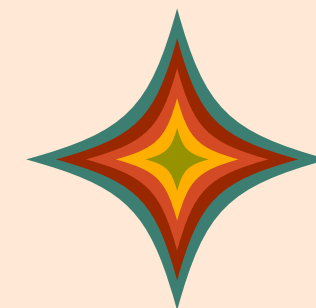
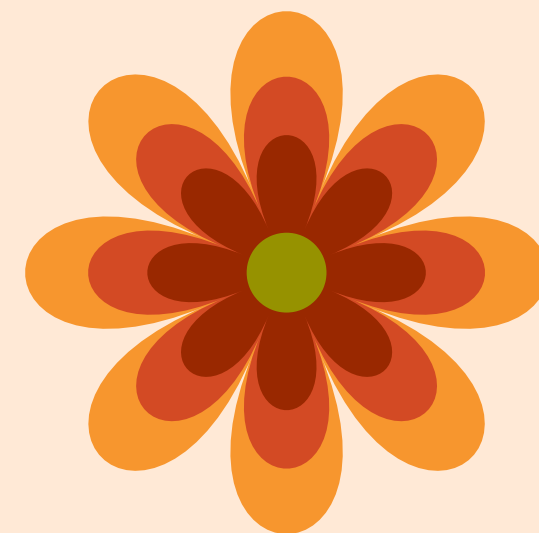


# Mood Board

Inspired by 70s earthy retro colors  
and futuristic design



*Lavios Script*

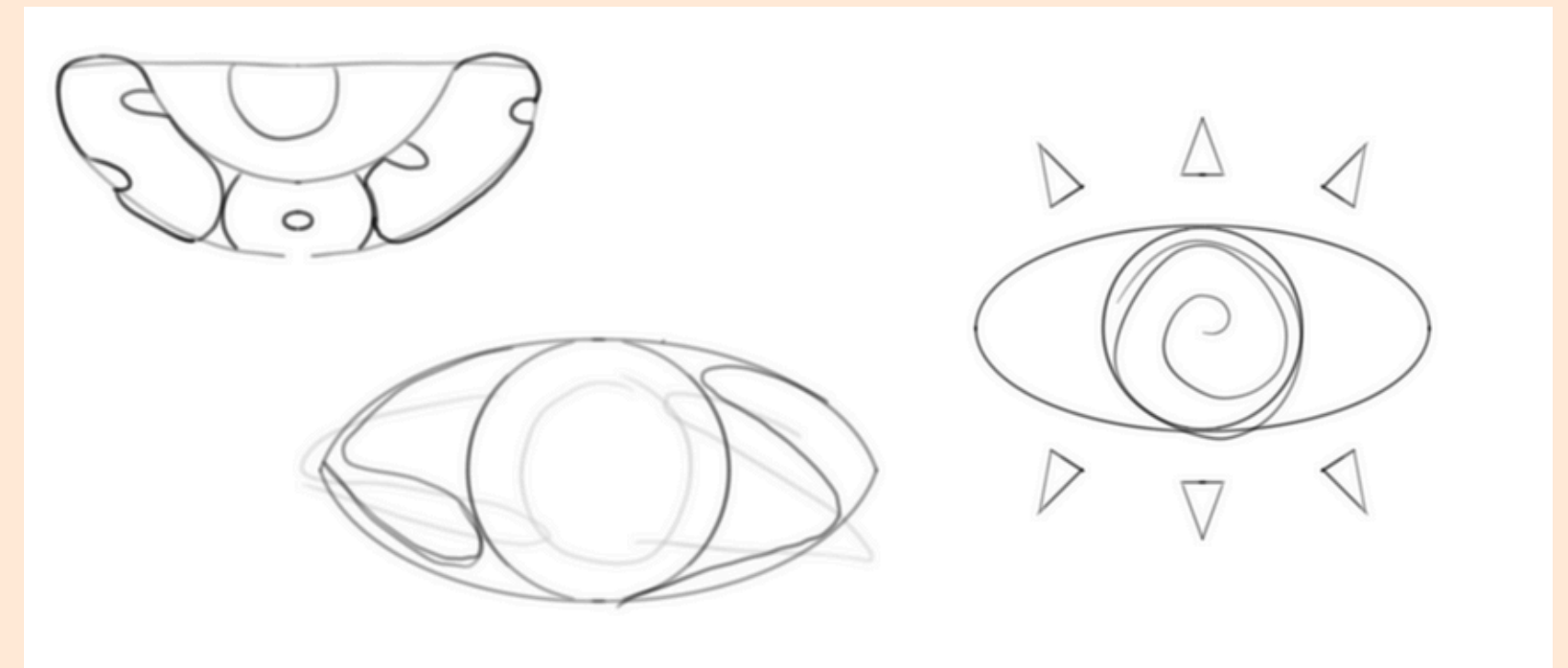


# Logo Design Sketching ✨



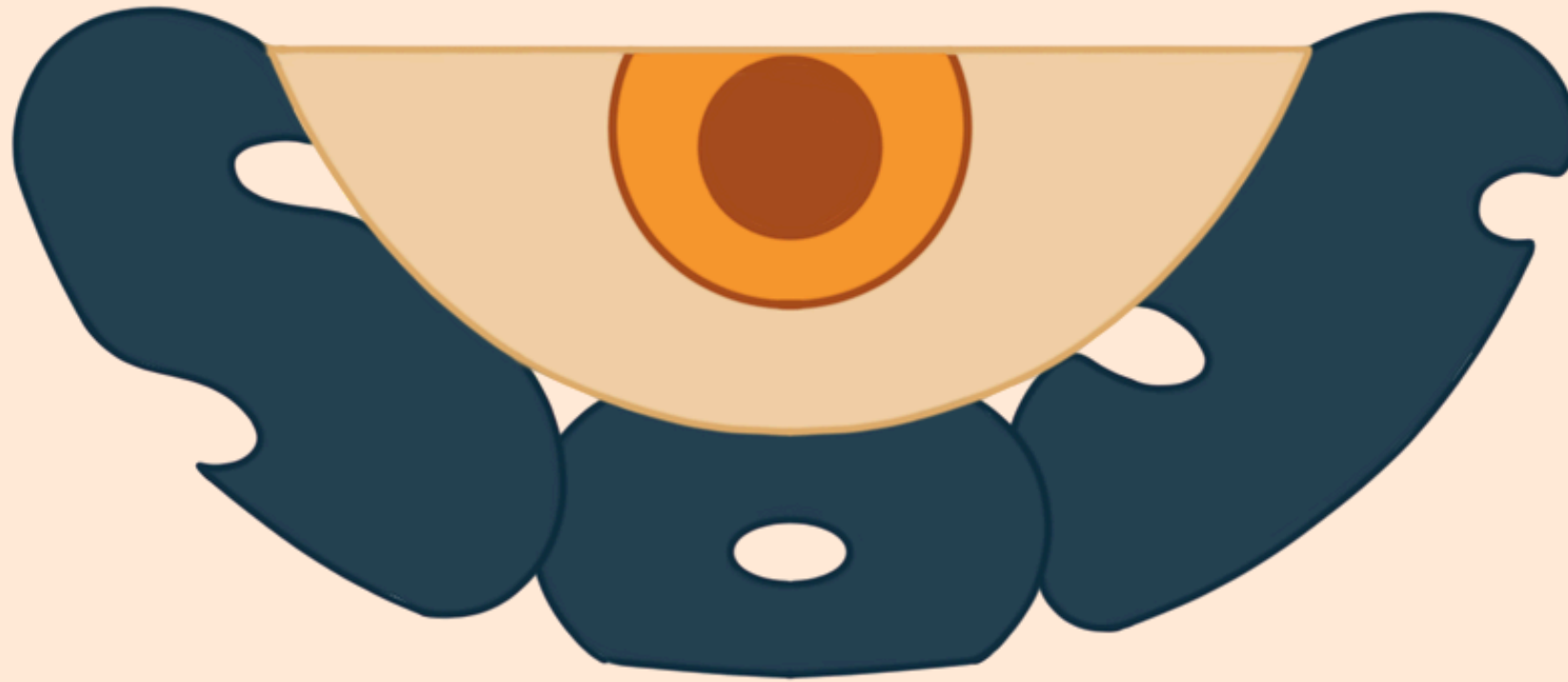
My first set of ideas were heavily inspired by physical representations of being sneaky or in disguise; thus the fox and chameleon.

My second set of ideas were focused on not knowing who you see and who you don't; thus the ideas based on eyes.





# Logo Design Concepts ✨



The final **S.O.S. logo** design features an eye surrounded by the S.O.S. letters in blue.

The *eye* represents how spies need to see each detail while flying under the radar of other peoples' prying eyes.

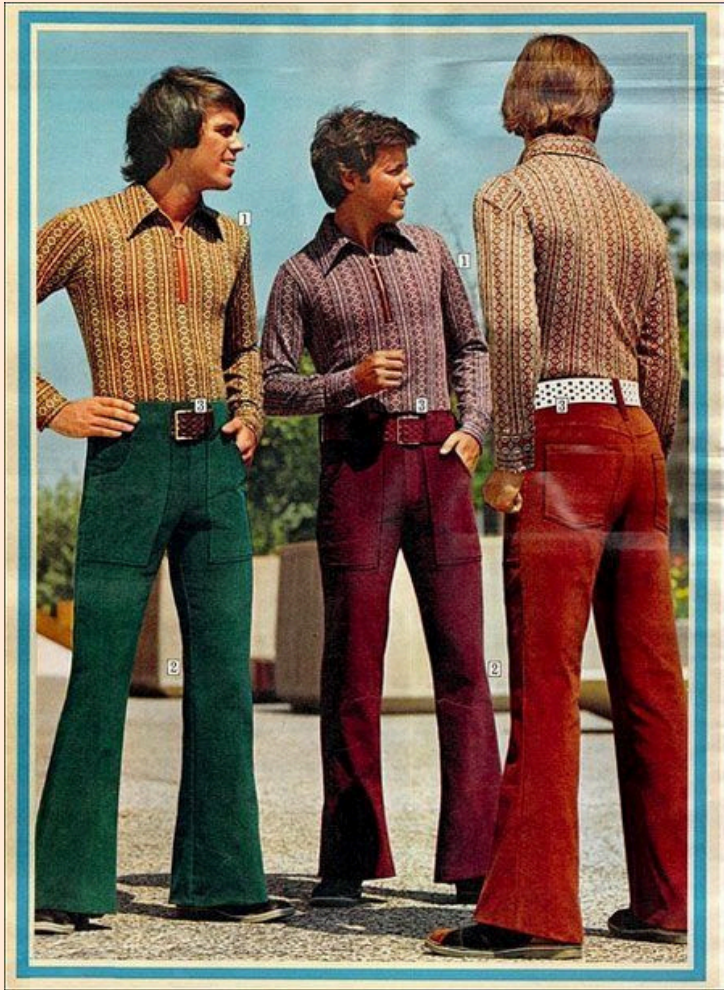
The *blue* in the S.O.S. represents trust and order; showing how the organization is built on trust and maintains order in the city.



The **golden S.O.S. coin** features a more simplistic concept of the logo engraved directly onto the coin.



# Character Concept - Cast Members



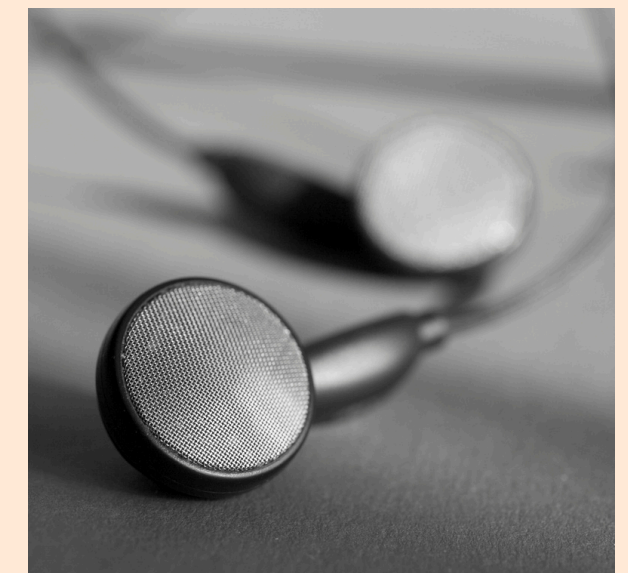
70s inspired attire: vest, oversized collar, and bell-bottoms



Walkie Talkie  
on hip to signal  
S.O.S. agent status



70s Style Spy Glasses



Earpiece  
worn in one ear with  
visible wire

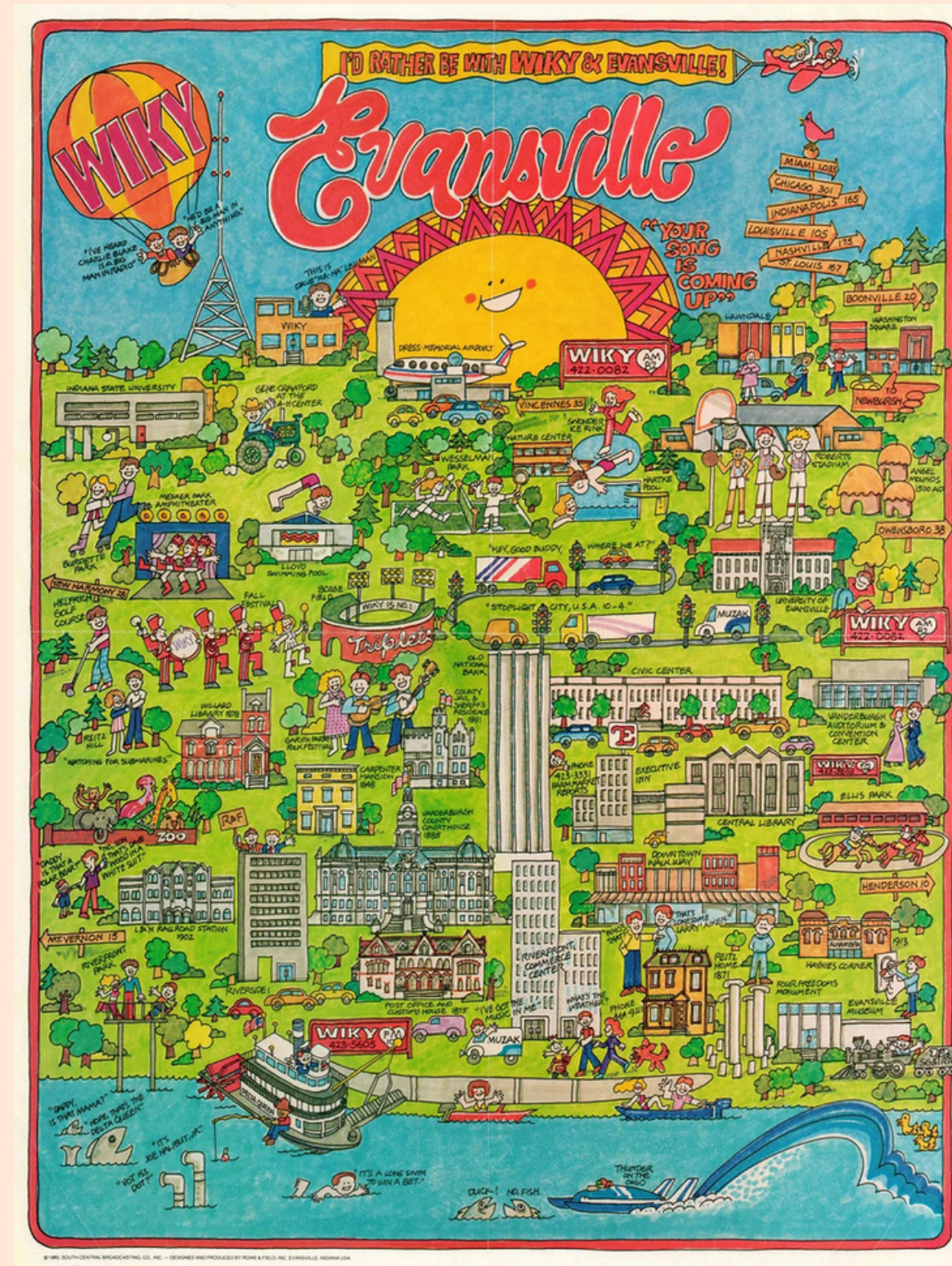


Visual representation for inspiration.  
This is not original artwork.





# Daily Newspaper Map Concept



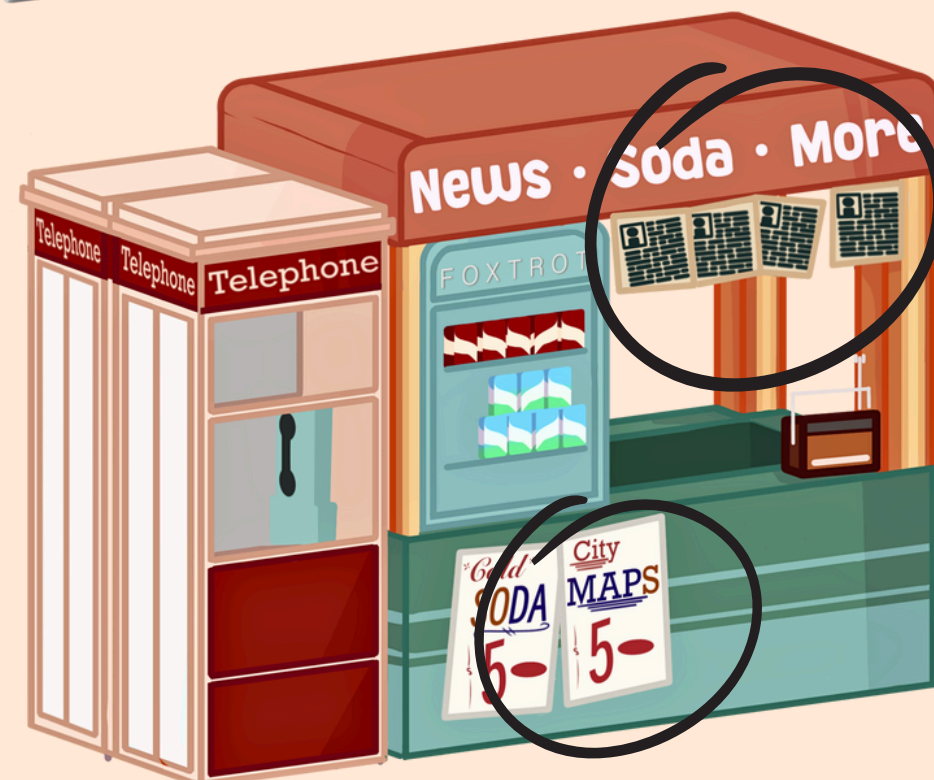
Visual representation for inspiration.  
This is not original artwork.

**Maps hidden in plain sight.**  
The maps mimic a folded up newspaper, such to be in disguise.

**The map design would reference the hand-drawn style of maps of the 70s.**  
These maps would be bird-eyes view of the city with numbered markers pointing out the interactive areas.

This map would be used to help guide guests to each location based on the number given by Agent Foxtrot during each mission.

Agent Foxtrot can be programmed to spread out the guests to different locations to prevent excessive crowding by telling each group a different number or location.



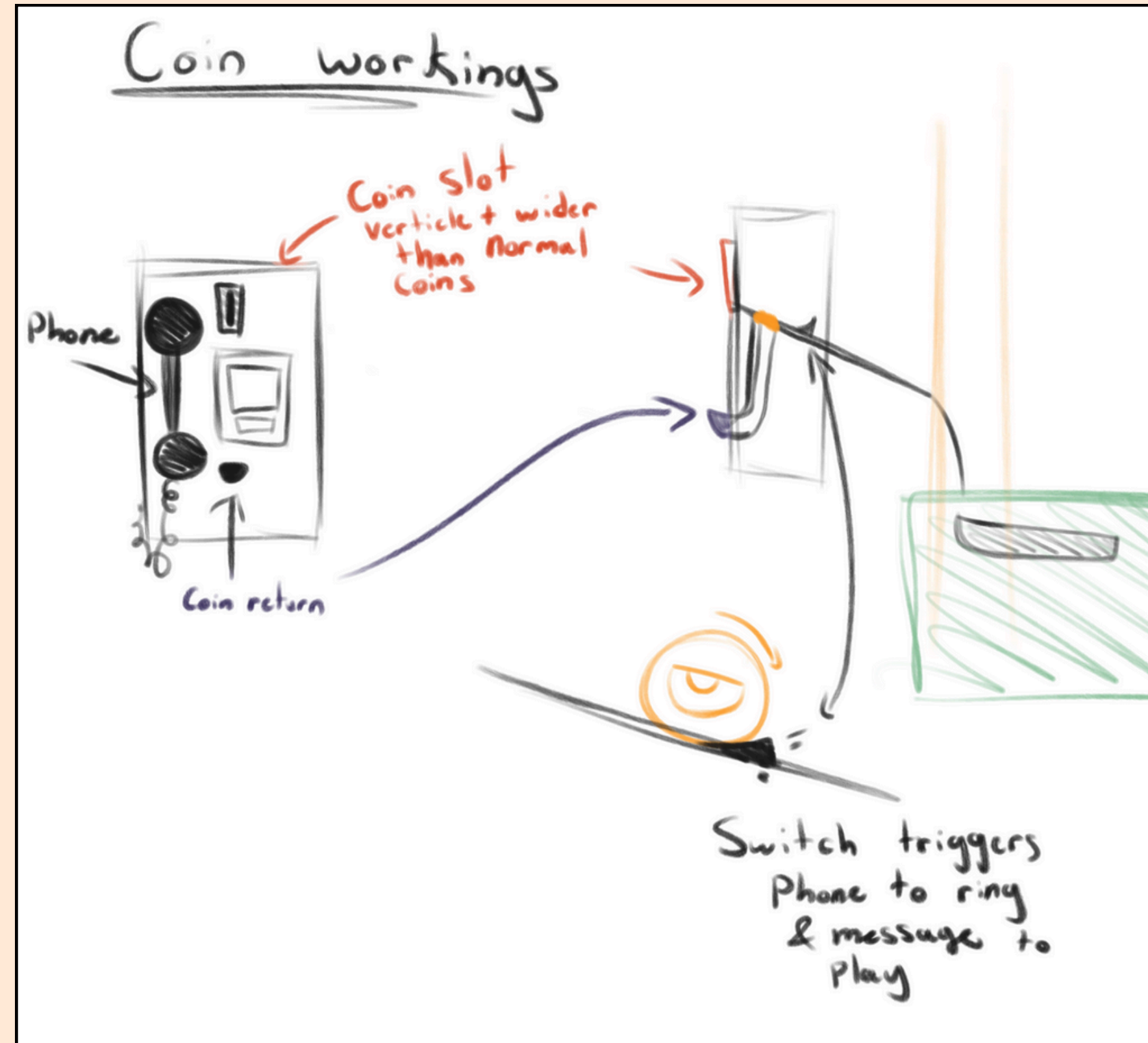


# ✦ S.O.S. Coin Operated Phone Booth



## Golden S.O.S Coin

- 3 Dimensional S.O.S. logo design
- Made of plastic
- 4mm thick; thicker than the thickest U.S. coin (a half dollar at 2.15mm)



## How It Works

The Golden S.O.S. Coin is inserted into the Coin Slot, rolling down a ramp and **back into the stand to be used again by another visitor.**

A small switch is activated on the ramp, **triggering the phone to ring** and the mission to start.

A gap is built into the ramp so that **any coin thinner** than the S.O.S. coin will fall through the gap and be deposited into the **'change' receptacle.**

The **rounded edges** of the gap will also help ensure coins do not get stuck.



# *Interactive Checkpoints*

The **interactive checkpoints** will be numbered on the map received at The Intelligence Hub and on a supporting Mobile App experience.

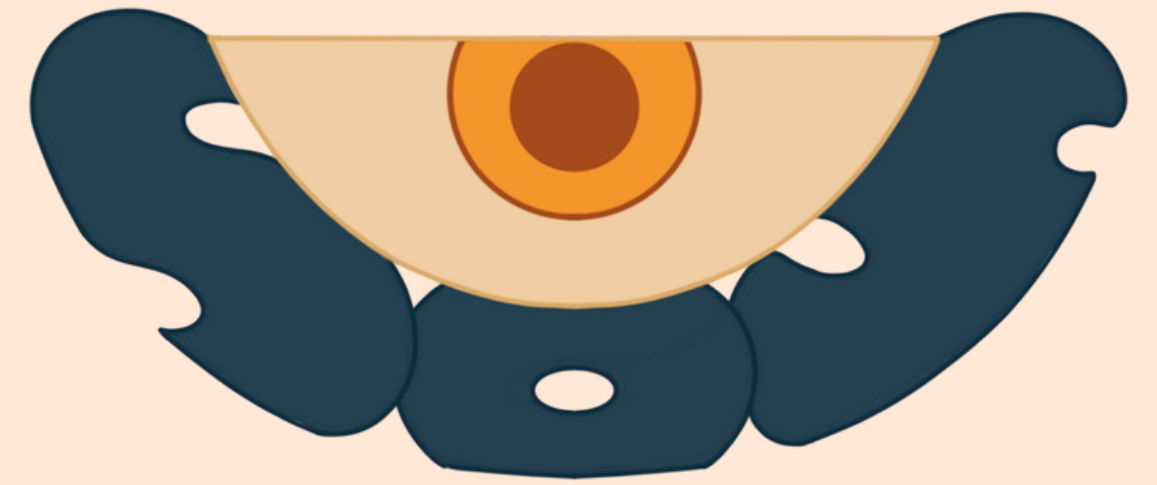
The **S.O.S. logo** will appear at each interactive checkpoint location along with a **70s-inspired telephone**.

Using the App, a mini escape room-like game will be triggered at the interactive checkpoint. Once the game is completed, you will be given **a clue to the identity of the Double Agent**, such as “the Double Agent was seen walking to the subway, and we know they have blonde hair”. The clues gathered throughout the operation will help you pinpoint the suspect.

The phones will ring when each mission is completed. Agent Foxtrot will be on the line to tell you the location for the next interactive checkpoint.

Once all the missions are complete, the game concludes with a final lineup where you must use your intercepted intel to **expose the true identity of the Double Agent**.

Each gameplay is unique as the clues can be randomized with different clues and different Double Agents being selected. This encourages people to come back and play again and again.



# *Thank You For The Opportunity*

Thank you to **Ringling College of Art and Design** for hosting this amazing amusement park concept contest.

It was a seriously great experience building the **Secret Organization of Spies** concept and mixing the cool 1970s whodunnit spy theme with a totally fun park experience.

Thanks so much for giving me the chance to be creative and try out my innovative ideas in themed entertainment.

Axel Dudy

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