

Carousel Cart

Marie Willie
11th Grade



Concept Treatment

The Ringmaster welcomes you to the Carousel Cart, a glimpse of circus magic decorated with sun, moon, and star motifs. Complete with automated miniature horses and merry-go-round music, this portable wagon is bound to entrance any passersby!

The theme of the cart is the joy of childhood magic. This allows the cart to interest both nostalgic adults, and mesmerized children. Through the story of the eccentric Ringmaster Luna, who harnessed the magic of the sky to bring an ice cream wagon to life, the moving horses come to life for the imagination of the young and old alike.

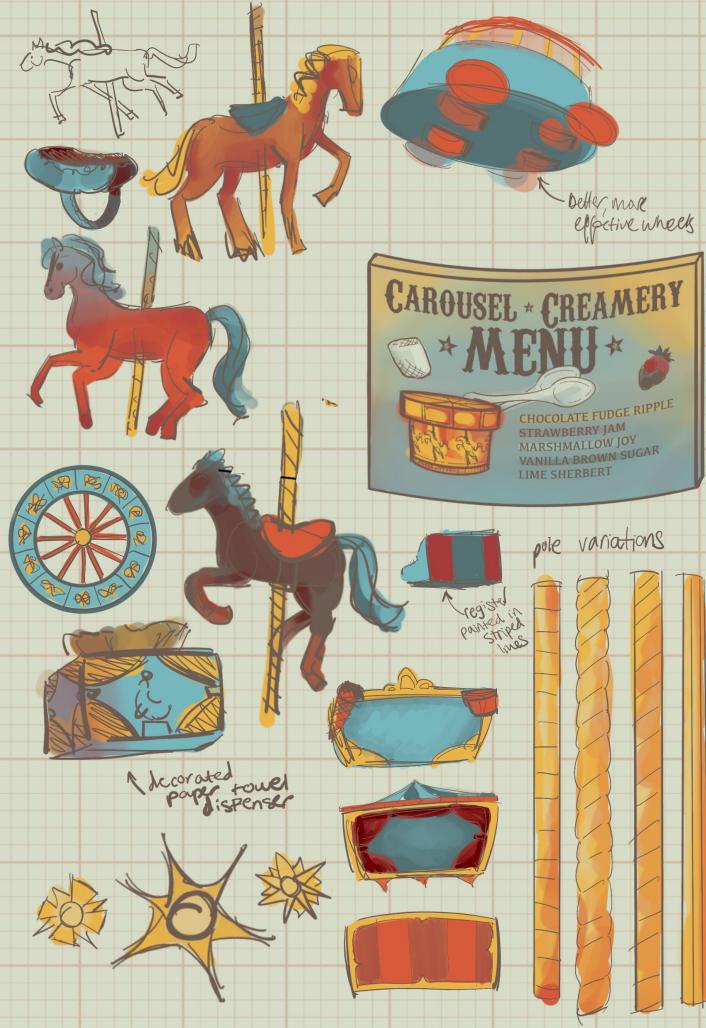
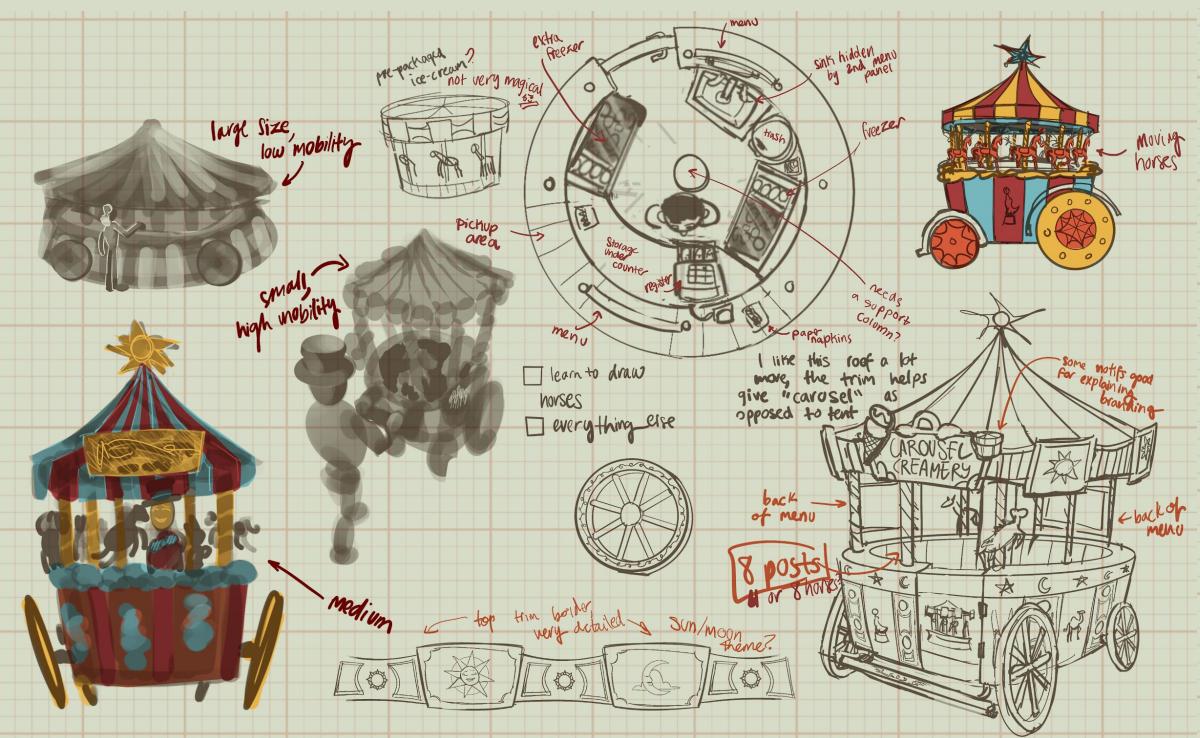
After looking at the horses and speaking with Ringmaster Luna, customers choose one of five magical flavors from the menu hung besides the window. Then, they receive their ice cream in carefully crafted paper containers designed to imitate the carousel itself, leaving every visitor with a little circus magic to bring home. When it is time to put away the cart, it can be hitched to a truck and driven away, thanks to its wheels.

The Carousel Creamery draws in those seeking childhood magic through animated horses and music, but customers stay for the charming Ringmaster Luna, the zany ice cream, and the joyful, nostalgic circus atmosphere.

Inspiration



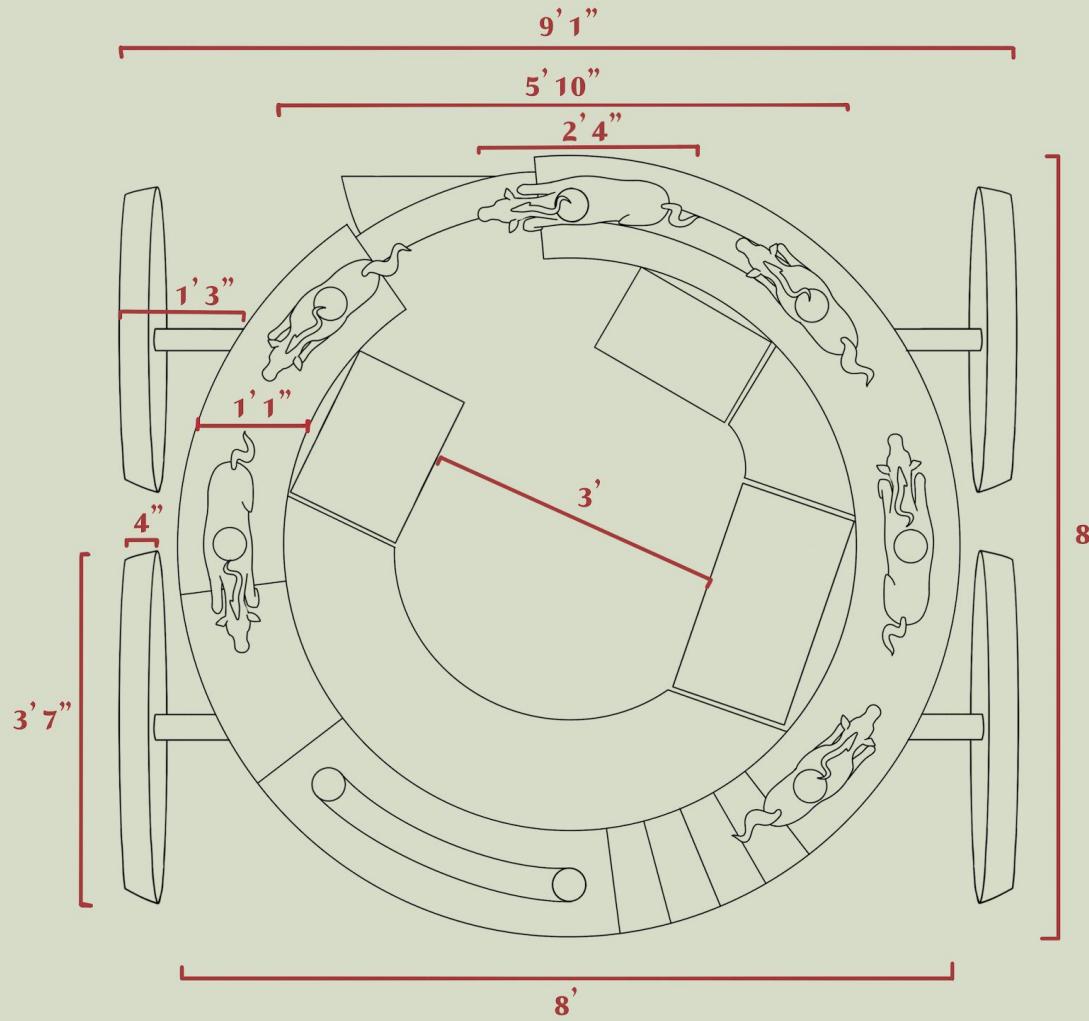
Sketches



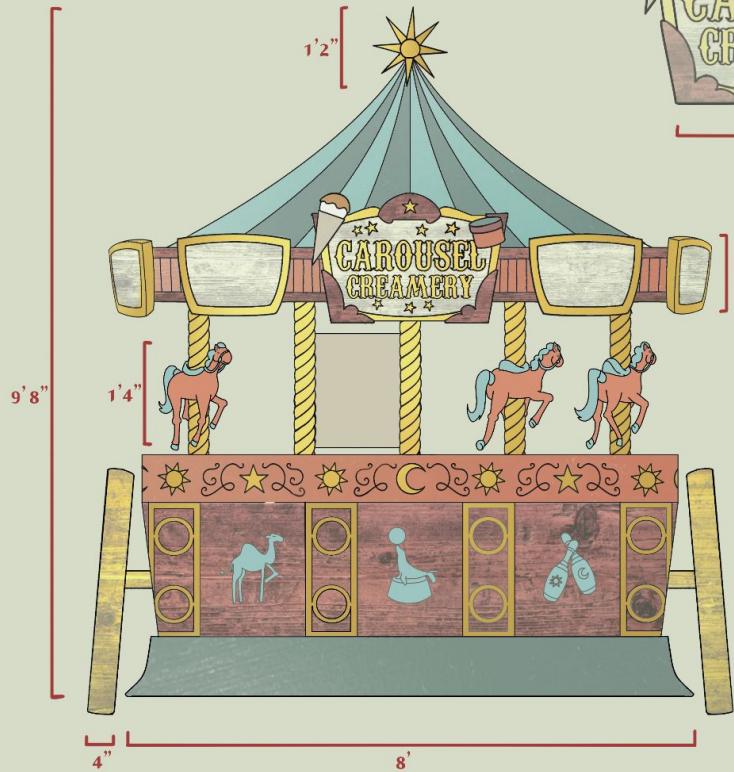
Perspective Drawing



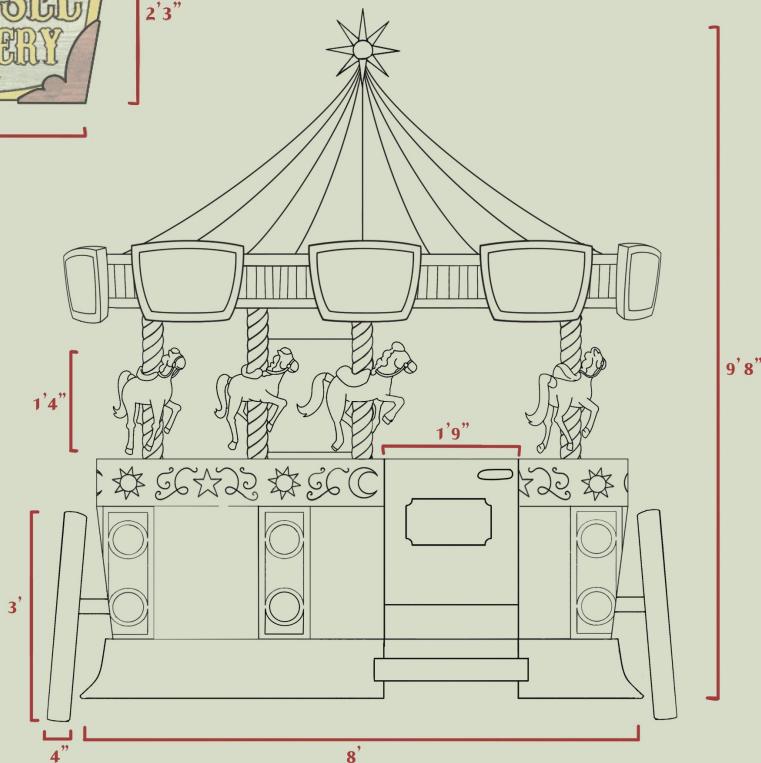
Ground Plan



Elevations

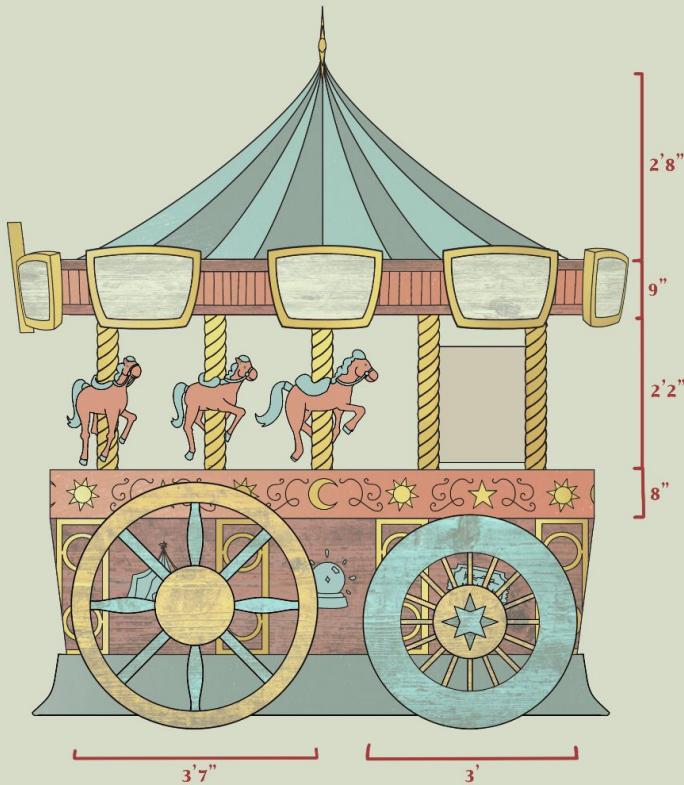


front



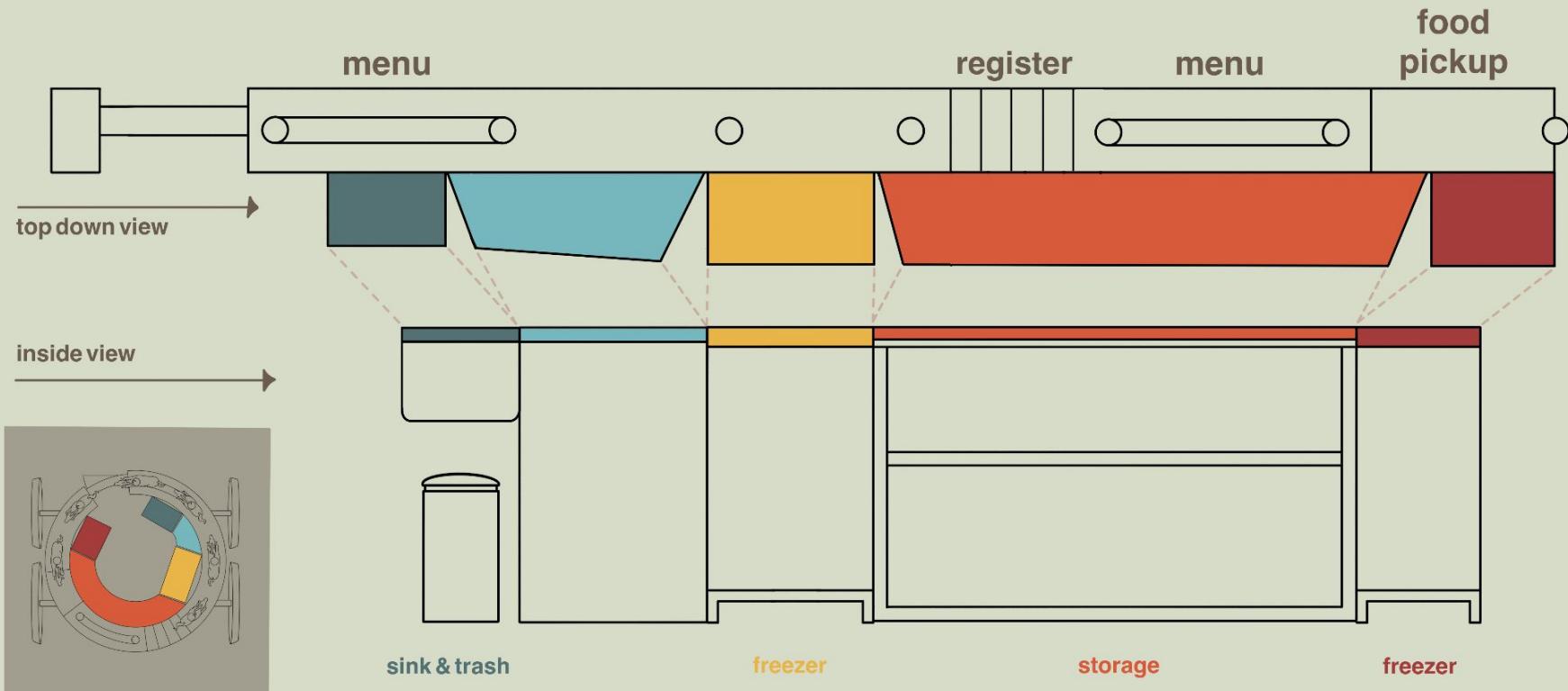
back

Elevations

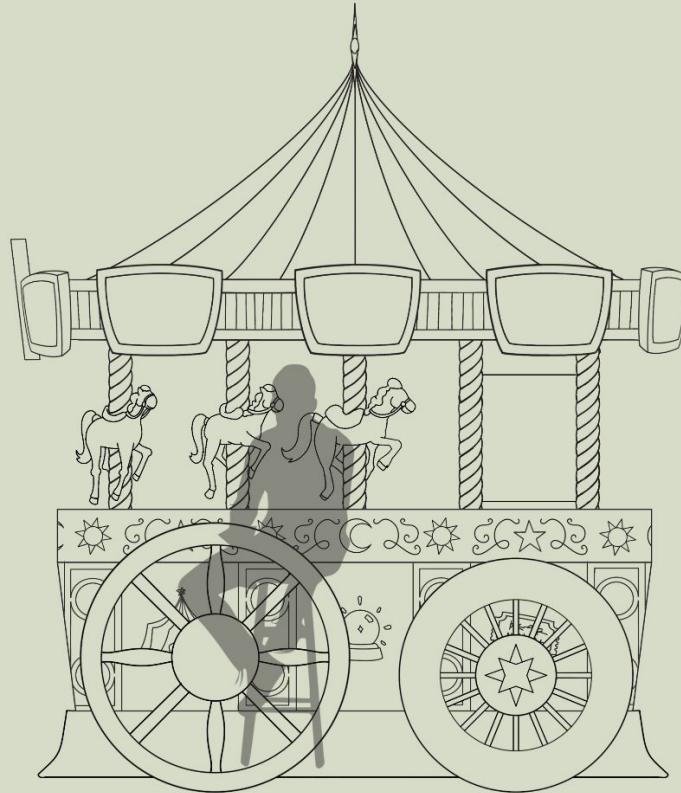


Callouts

Due to the circular layout of the cart, for the callouts the cart has been laid flat and color-coded, with a key in the bottom left. Horses were removed for image clarity.



Callouts



Product Packaging



Character: Ringmaster Luna

Ringmaster Luna welcomes you to the world of magic with her delectable ice cream and enchanting cart! Effortlessly exciting, with a streak of mischief, Luna strikes the heart of magic-lovers, whether with her oversized hat or bright aqua hair. When Luna's around, only one thing is for sure: something magical is bound to happen.



*10-second horse
animation:*

<https://youtu.be/xLjH37H4fFw>

Thank you !

Special thanks to:

Sam Willie

Ms. Mackenzie