



Scale Design

RESORT
ATTRACTION CART

Keelia Gaffey, Senior Year

STORY CONCEPT

On certain nights, nights when the moon is full and the trees whisper secrets to the wind, a fay festival, a never ending celebration of dreams, emerges from the mists of dark forests. Human wanderers who stumble upon this celebration are dazzled by wonders unlike anything they've ever seen! The revelry is always alive with magic and cheer. It exists to inspire human dreamers and creatives across the world. Human dreams and passion keep the fairies' magic strong, so each fairy who performs works hard to ensure that their human guests leave with full hearts and minds.



STORY CONCEPT

A decorative scrollwork element in a light beige color, starting from the left edge and curving upwards and then downwards, ending in a horizontal line.

You, mortal, have been lucky enough to stumble on that very festival! Here you will encounter fay, such as elves, pixies, and satyrs, as well as all manner of magical flora and fauna. Delight in the beauty, entertainment, mystery, and daring adventures that await you around every corner! Enjoy it while it lasts, for soon enough the fay festival will vanish just as quickly as it appeared.



DESIGN CONCEPT

This themed cart (and the themed land that would theoretically surround it) draws inspiration from European fairy tales and folklore, particularly that of Ireland and Scotland. It is set loosely in late 15th century Europe, except with a magical twist. The whimsical otherworldliness of the fay is visually represented through art nouveau inspired architecture and motifs. The magical beings of this world are inextricably connected to nature, so most things made by fairies appear to be grown from plants and fungi or from natural materials.



CART CONCEPT

A decorative scrollwork element in a light brown color, starting with a small loop on the left and extending horizontally to the right.

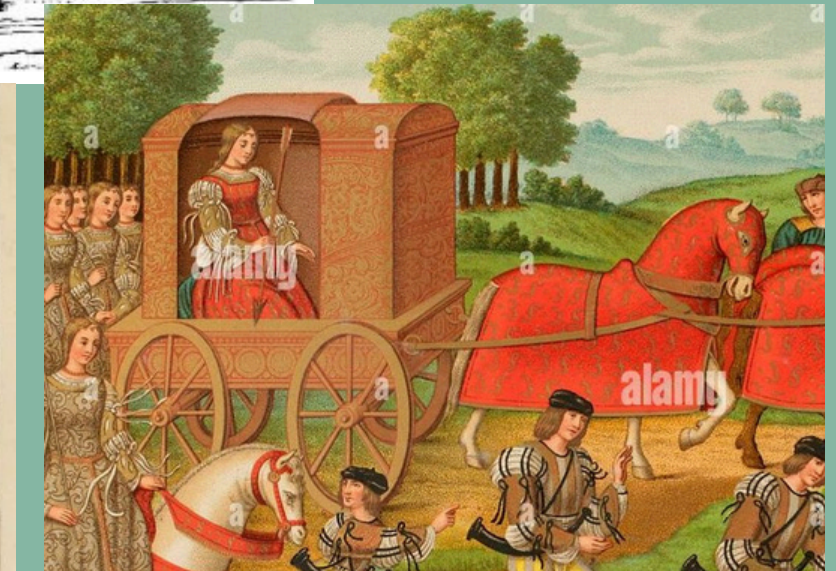
This charming little traveling cart offers some of the festival's tastiest delights! Ginger's Sweets & Treats is owned by an industrious little pixie named Ginger and operated with the help of Snap, the dragon. Here, guests of the festival can partake in an array of enchanted sweets and treats including warm teas, potions (specialty beverages), sweet breads, glazed nuts, an assortment of pixie sized pastries, and fairy fruits (fruit shaped deserts).



INSPIRATION



INSPIRATION



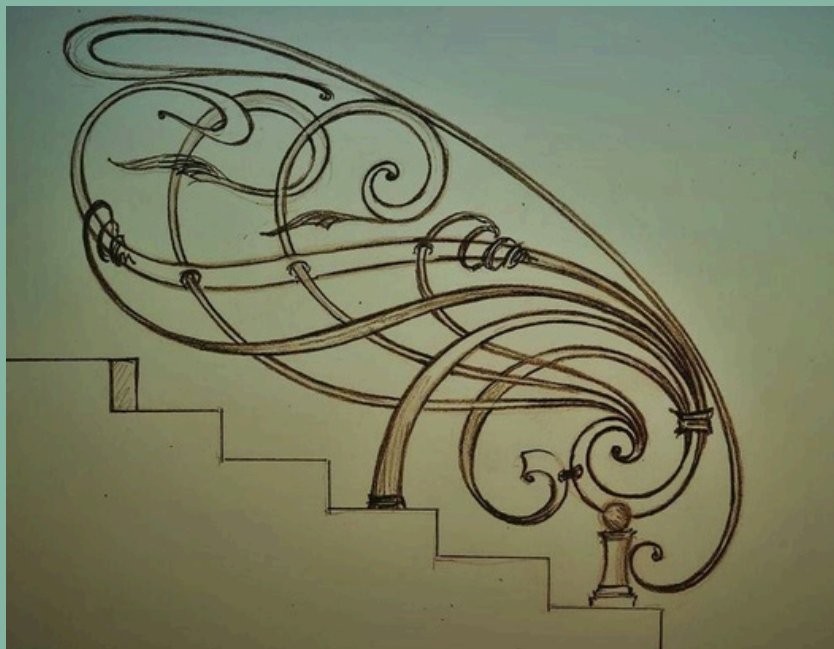
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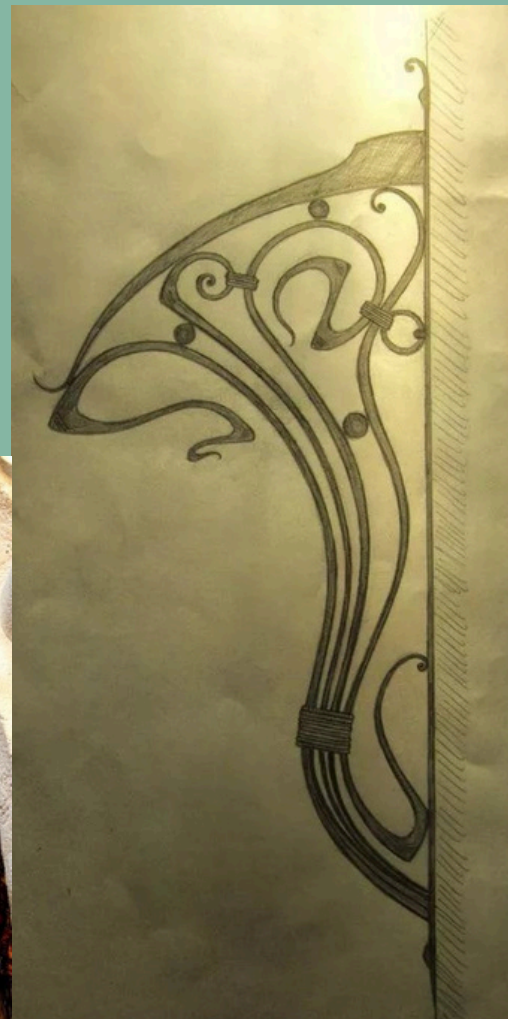
INSPIRATION



INSPIRATION



INSPIRATION



INSPIRATION



SKETCHES



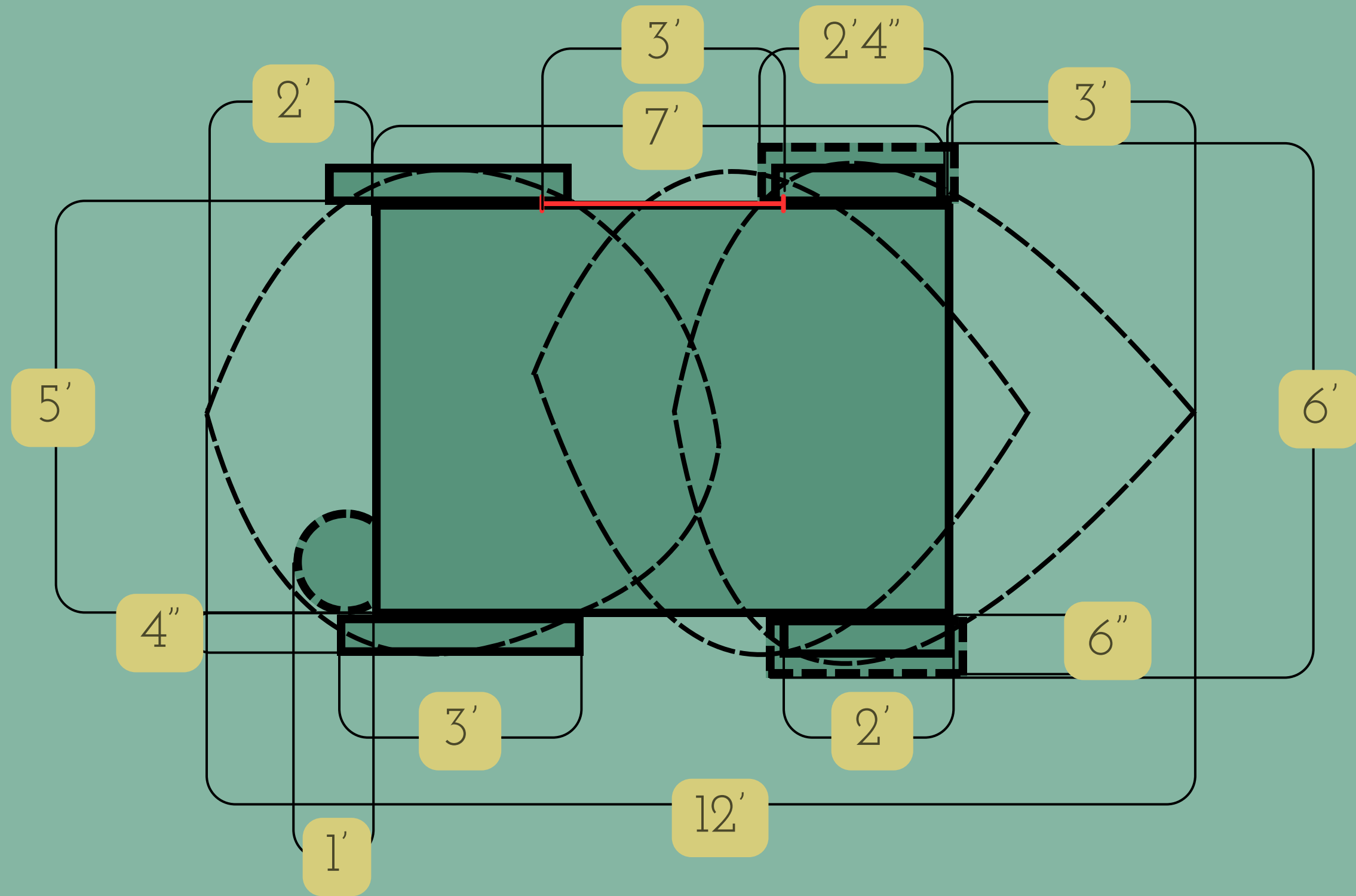
SKETCHES

A decorative horizontal line in a light beige color with a dark brown outline. It starts with a large, elegant scroll on the left side and then extends as a straight line towards the right.

PERSPECTIVE DRAWING

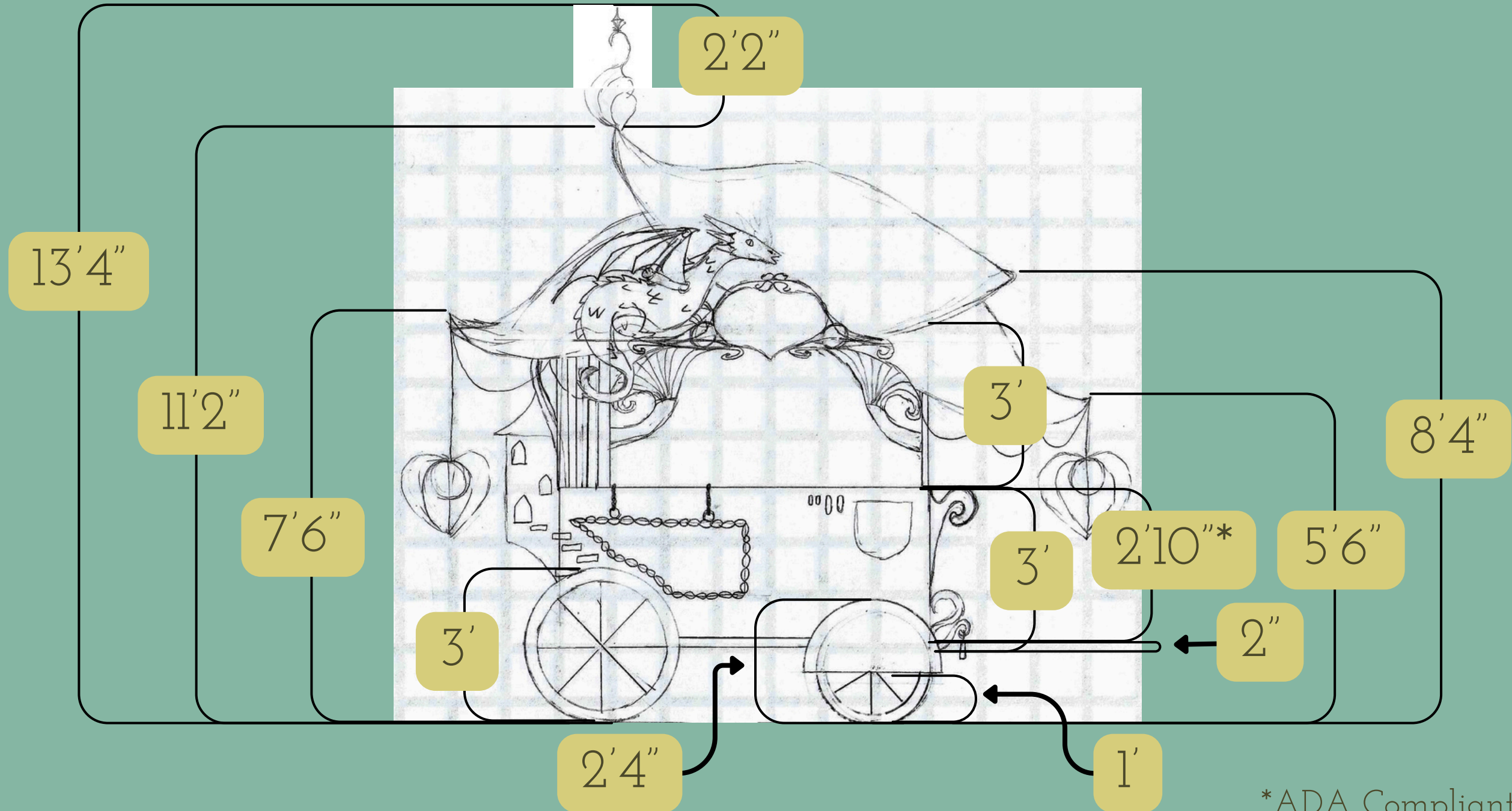


GROUND PLAN



ELEVATIONS

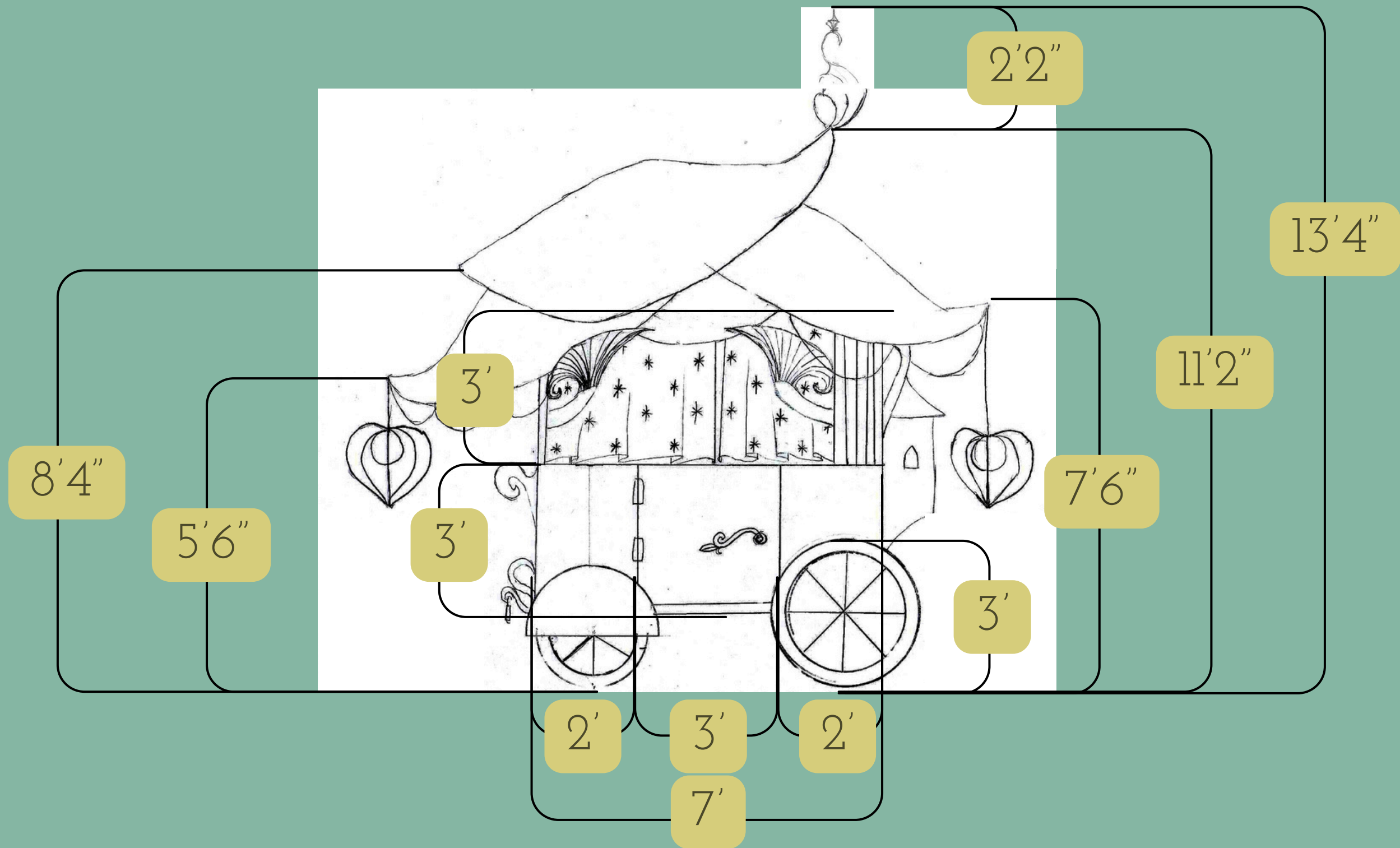
Front



*ADA Compliant

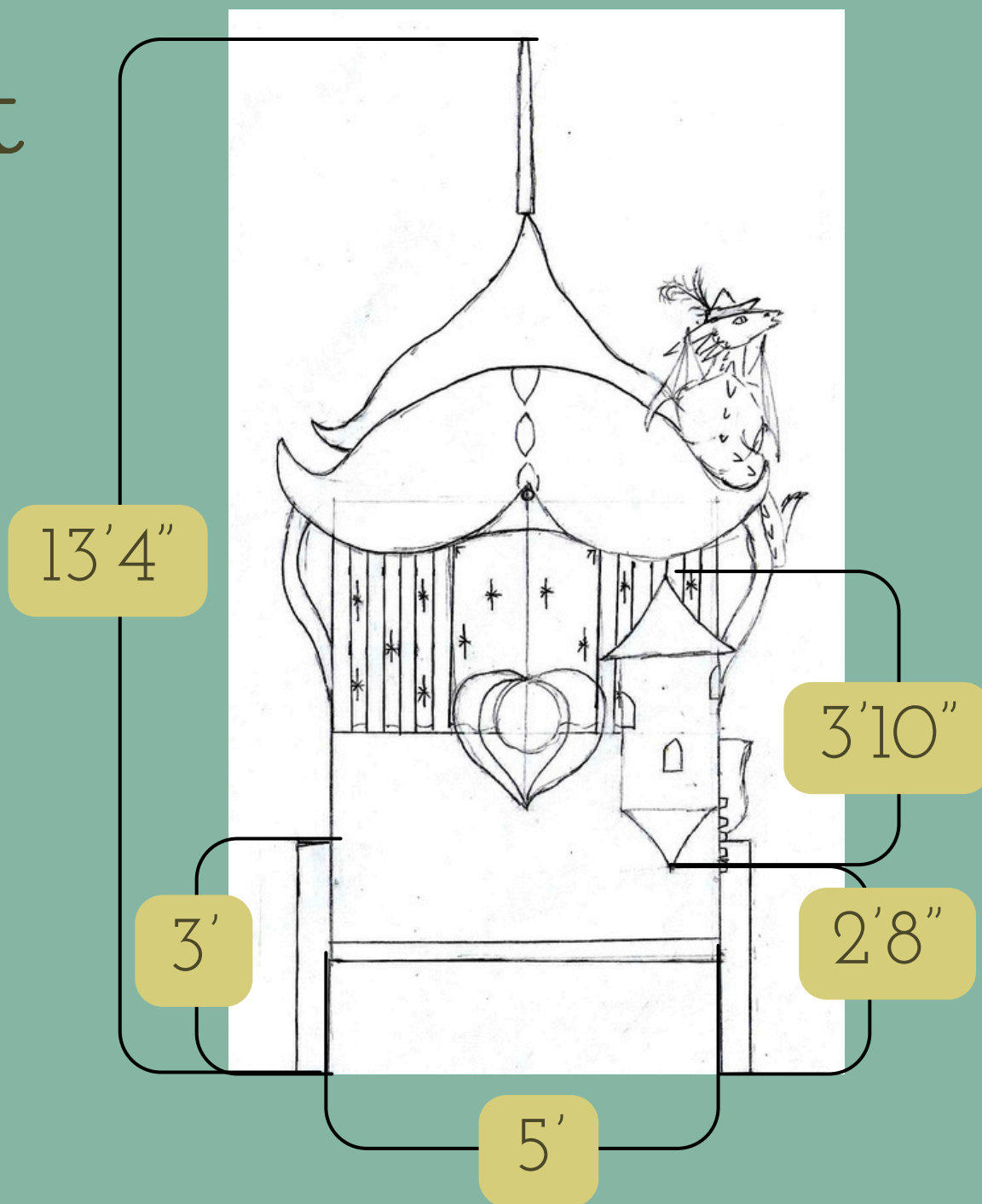
ELEVATIONS

Back

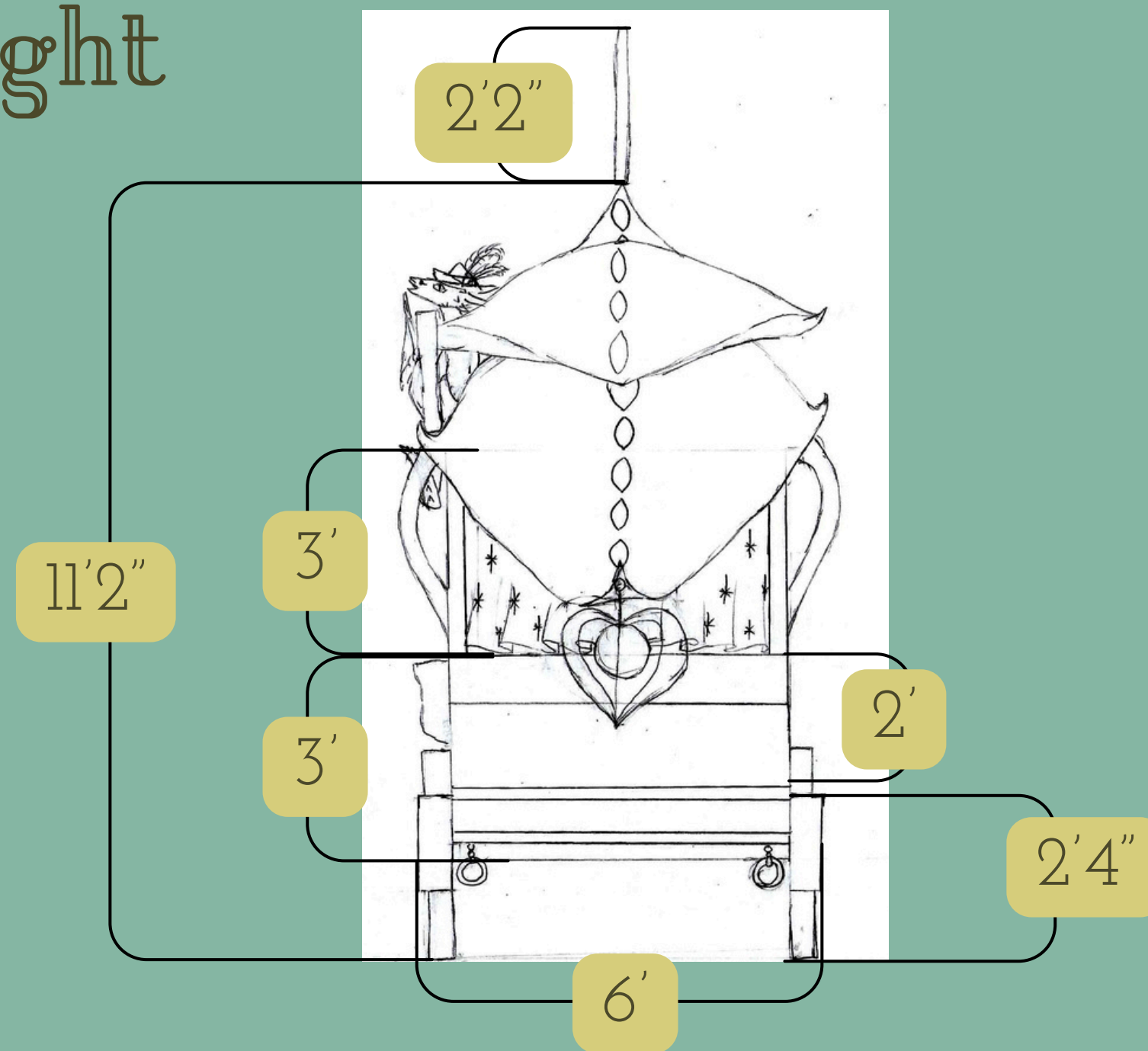


ELEVATIONS

Left



Right



CALLOUT

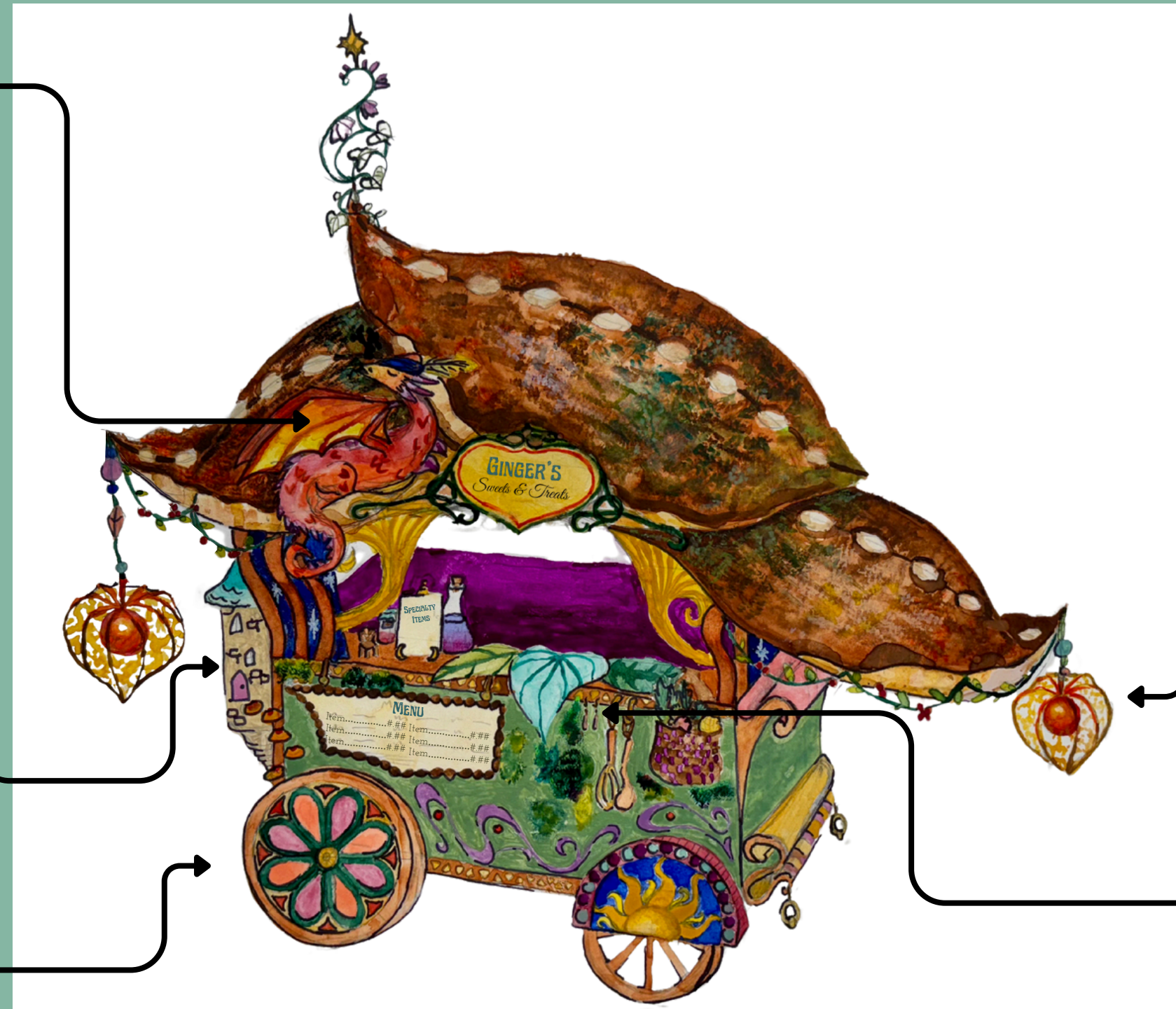
Snap

Weather resistant audio animatronic. Movement in tail, neck, and jaw. Liquid fog "smoke" effect.

Ginger's apartment

Moving light behind miniature fogged windows and sound effects create the illusion that a fairy lives inside.

Faux wheels



Lantern

Miniature "fairy" utensils

CHARACTER: GINGER

Ginger is a hardworking and courageous little pixie. She contributes to the festival by serving up deliciously enchanted fay delicacies to guests. She is intensely passionate about the art and magic of baking. Although she stands only five inches tall, she has the ferocity to rattle anyone who would dare to get in her way or question her creations. Despite her fiery temper, hers is a warm and comforting presence. Ginger believes that the best way to comfort and connect people is sharing good food. Everything she serves up is made with love and meticulous care.



CHARACTER: GINGER



Ginger started out selling her pastries to other pixies and sprites in her home village. She loved it there, but she eventually grew tired of baking the same few things every day. One day, the festival passed through that very village. The fairies there regaled Ginger with tales of their globetrotting adventures. She was instantly captivated. Ginger thought of all the new recipes and spices she could collect on a journey like that. She made the decision to join up with the festival in pursuit of patisserie perfection.



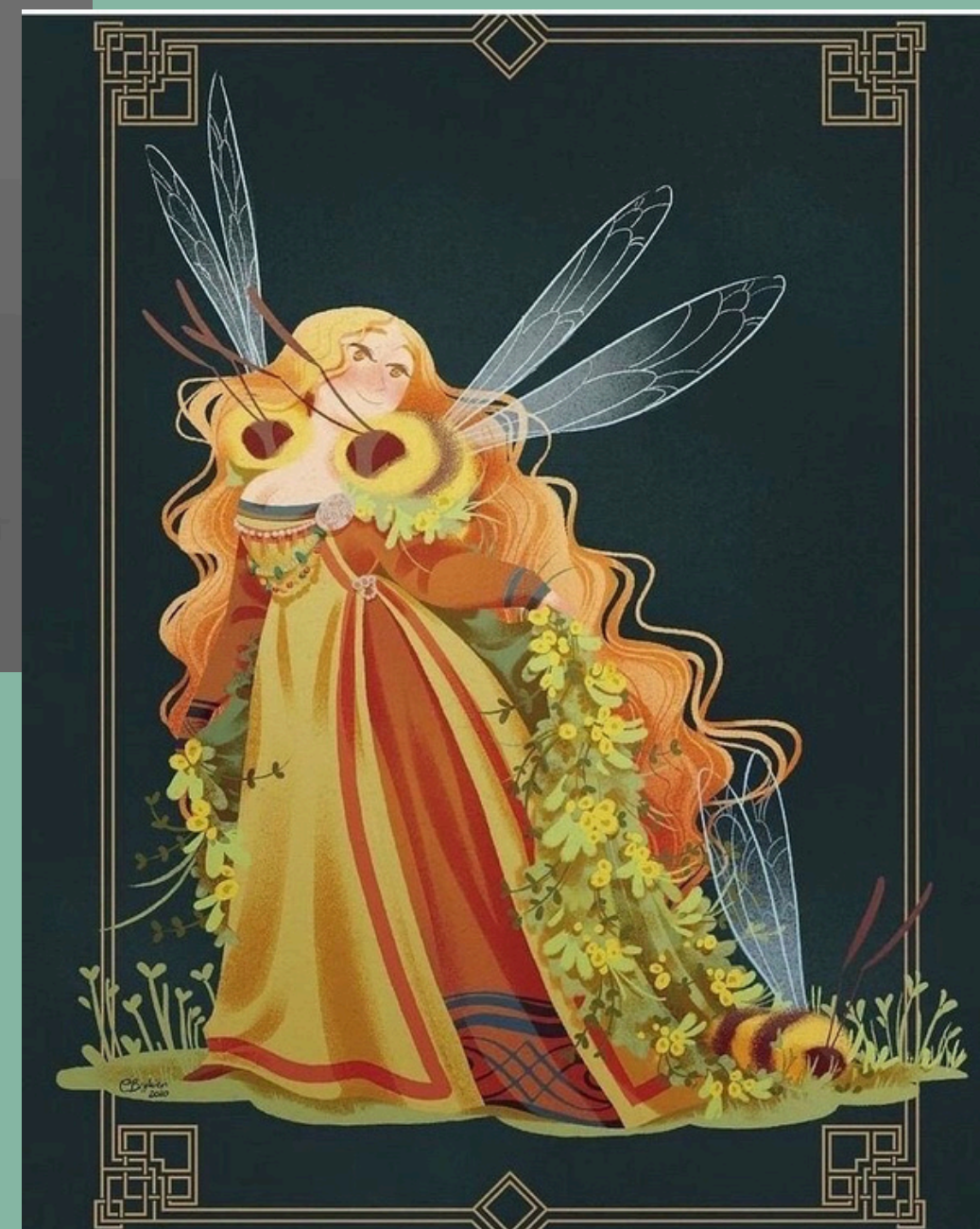
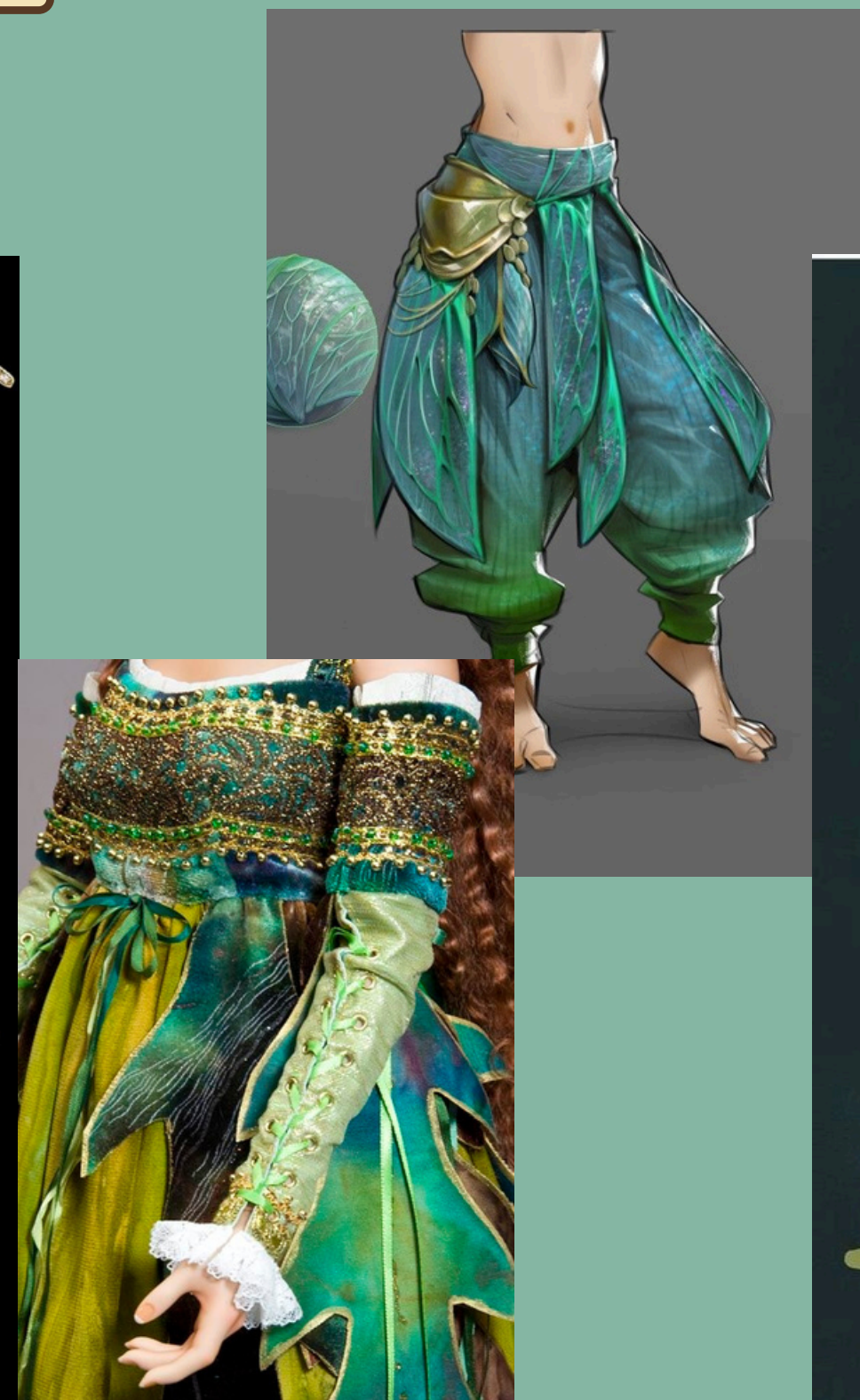
CHARACTER: GINGER

A decorative scrollwork element in a light tan color, starting with a small loop on the left and extending as a long, slightly wavy line to the right.

The fairy artisans of the festival helped Ginger convert a carriage into an elegant mobile shop with attached tiny pixie kitchen and apartment within in a little turret. The big fairies usually man the shop, but if you pay close attention, you may catch a glimpse of her fussing over her newest recipe through a window or hear her calling out to her dragon friend, Snap.



CHARACTER INSPIRATION: GINGER



CHARACTER: SNAP

A decorative scrollwork element in a light beige color, starting with a small loop on the left and extending as a horizontal line to the right.

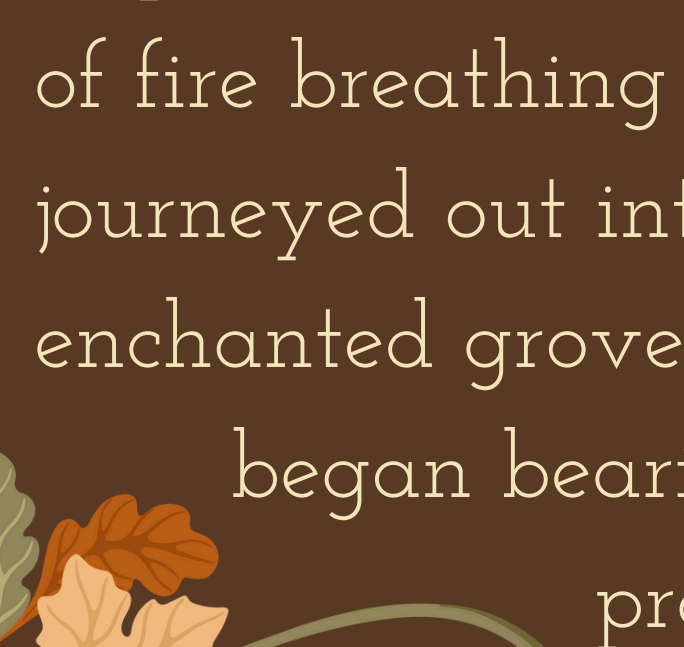
Snap is a mischievous young dragon who loves tasty food and making new friends. He was the youngest hatchling in a clan of vicious dragons who coveted solitude and silence. His family lived out their lives in dark, muddy mountain caverns. They were of a serious disposition and took little interest in affairs outside their dens. Snap, however was a vibrant and adventurous soul who loved all things beautiful and cheery.. He is the only dragon in his family who is not yet hundreds of years old.



CHARACTER: SNAP



Snap's family was set in their ways, but he longed to experience new and wonderful things. Snap wanted nothing more than to meet and befriend other people, especially someone his own age. He was nervous about making a good impression so he spent hours each day preening his scales and practicing displays of fire breathing in the hopes of impressing a new friend. One day, he finally journeyed out into the world. At the foot of the mountain, Snap came across an enchanted grove inhabited by elves. Ecstatic, he swooped in and began bearing his scales and breathing fire just as he had practiced.



CHARACTER: SNAP

Unfortunately, this had quite the opposite of the intended effect, as he gave the unsuspecting elves quite a startle. Discouraged, he flew away. Soon, he was distracted from his piteous laments by the distant sound of joyful music and the smell of something sweet. Staying out of sight, Snap snuck in for a closer look. It was the fay festival! He was amazed by everything but especially the delicious looking pastries in Ginger's cart. Snap concocted a plan. He would swipe a honey cake and use it as a friendship offering. He thought it was a much better idea than the fire.




CHARACTER: SNAP

However, he was not as stealthy as he thought. Ginger heard the commotion and caught Snap red handed. Unafraid of the dragon, Ginger flew into a fury and gave him a harsh scolding for his behavior. Her temper left Snap in shock. she was no bigger than one of his horns, yet he cowered before he. He burst into tears of shame and stuttered out an apology and explanation. In an instant Ginger's humor changed. Before he knew what was happening she had the poor thing rapped in blankets with a fresh plate of food in front of him. That was how Ginger became Snap's first friend.

CHARACTER: SNAP

A decorative scrollwork element in a light brown color, starting with a small loop on the left and extending horizontally to the right, ending in a small loop.

From that moment on, Ginger took Snap under her wing. She agreed to let him stay with her on the condition that he help out with customers. Now every day he lights the fires in the ovens before perching atop the roof of Ginger's cart, excitedly calling out to attract potential customers. Now Snap gets to meet all sorts of interesting people, and he has found the place where he belongs.

A decorative scrollwork element in a light brown color, starting with a small loop on the right and extending horizontally to the left, ending in a small loop.



THANK YOU!