

Mollusk Market

At Neptune's Lost

Resort Attraction Cart

Theodore Adrien Monod
SCF Collegiate School
Grade 11



Cart Concept Treatment

Mollusk Market is a refreshment and merchandise cart in Neptune's Lost, an underwater and ancient Roman themed park. Visitors can purchase sweet treats and souvenirs while admiring Triton the octopus, who sits upon the cart.

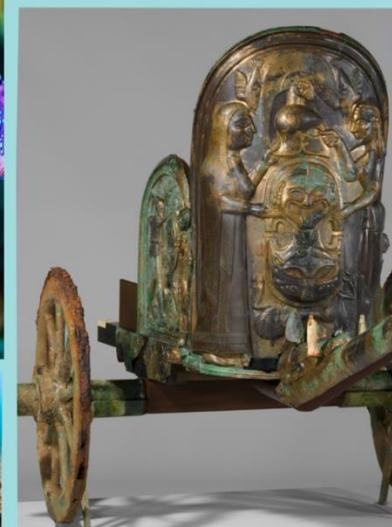
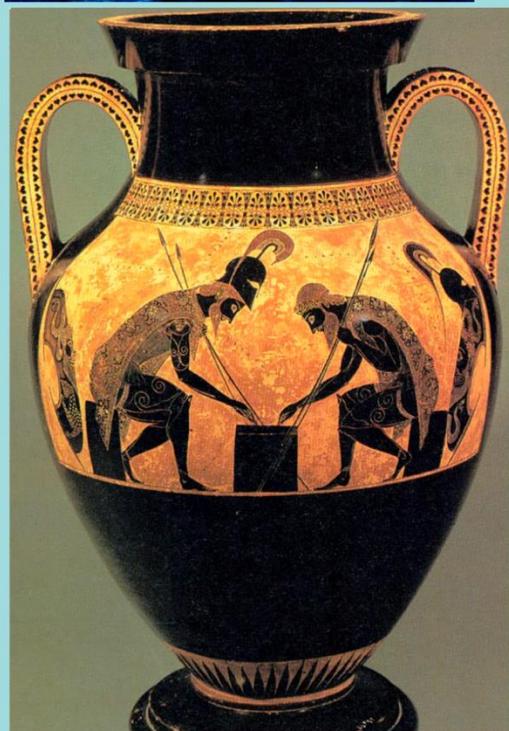
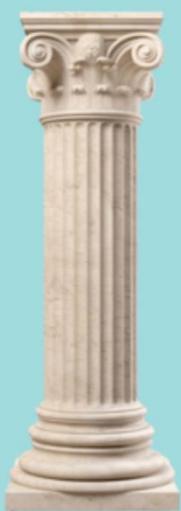
Long ago, an ancient Roman emperor named Herrenius angered the god of the sea, Neptune, and waged war against the mighty god. He was unsuccessful (for obvious reasons) and as punishment, Neptune sunk Herrenius and his city to the bottom of the ocean. Thousands of years later, it is now known as Neptune's Lost and visitors are free to roam the civilization on the sea floor. One of the artifacts, an ancient amphora, was repurposed into a humble shop - Mollusk Market. It is inhabited by Triton the octopus and Herb the statue, who have come to life and sell their ocean wares.

Cart Concept Treatment

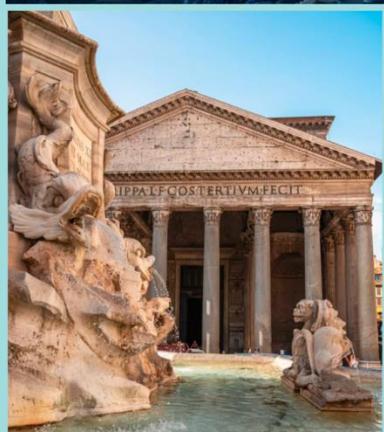
On the main amphora body of the cart, you'll find two merchandise facings on either side with themed tee-shirts, plushies, magnets, mugs, and other souveneirs. Visitors can also interact with the octopus itself, using its "eye" camera for photo-ops and admiring its bioluminescent glow at night from hidden black lights. Once customers have picked out their items and taken a picture, they can walk to the front of the amphora to be greeted by an employee, who operates the register from the inside. Here, they can also buy refreshments like soft drinks, ice cream, and popsicles - with the option of a souvenir cup.

Mollusk Market is a humble cart adorned with underwater detail, where visitors can stop to rest, buy refreshments, and purchase incredible merchandise while still being fully immersed in the amazing world of Neptune's Lost.

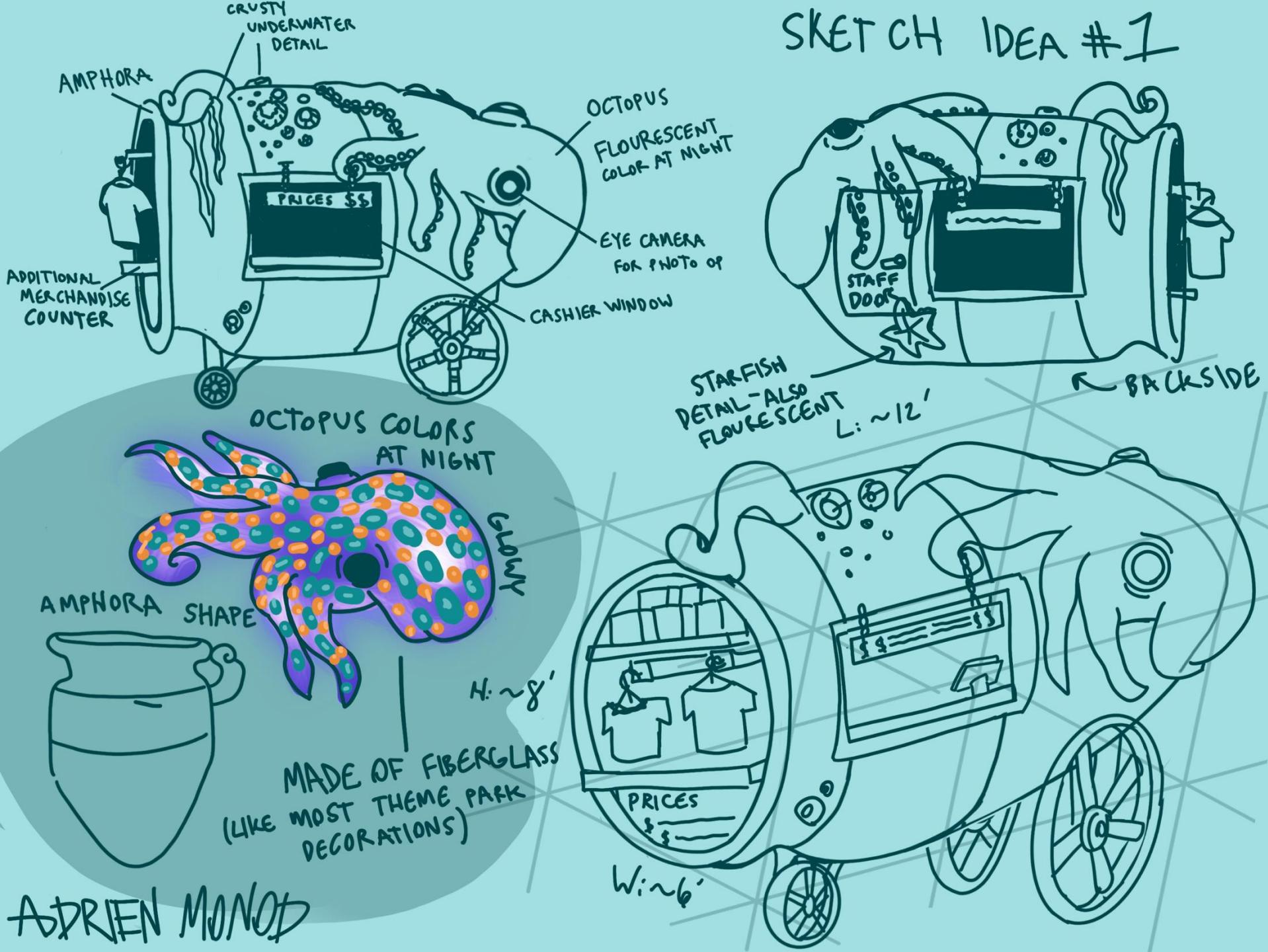
Inspiration



—Inspiration—



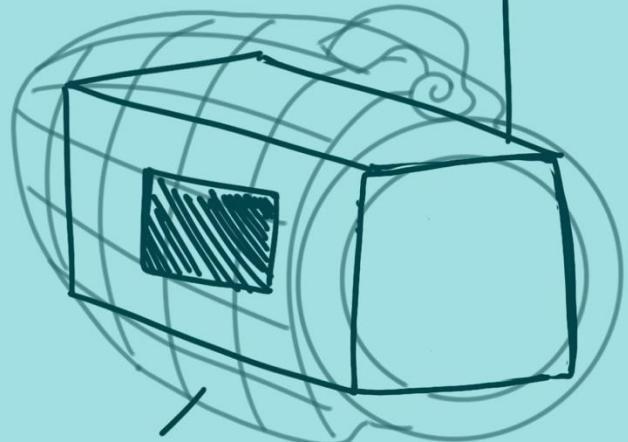
SKETCH IDEA #1



SKETCH IDEA #1 FURTHER DETAILING

METAL BOX
BASE FOUNDATION

STEEL/ALUMINUM
MESH FRAME

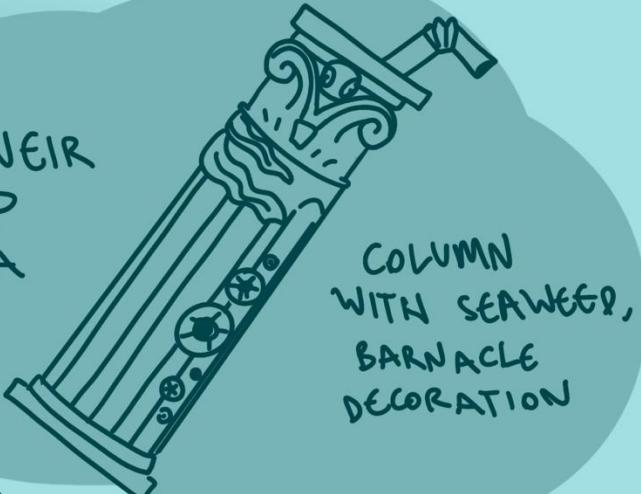


BLACKLIGHTS BUILT
INTO TOP TO ILLUMINATE
OCTOPUS. FLOURESCENT PAINT
AT NIGHT

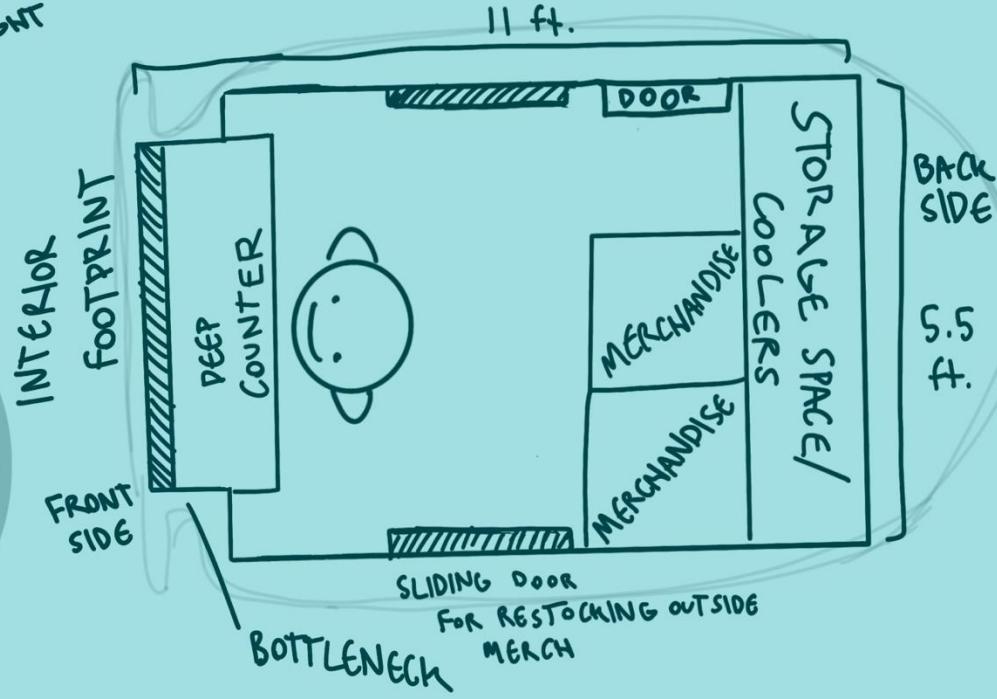
COVERED BY
FIBERGLASS WITH ROCKY,
POROUS TEXTURE

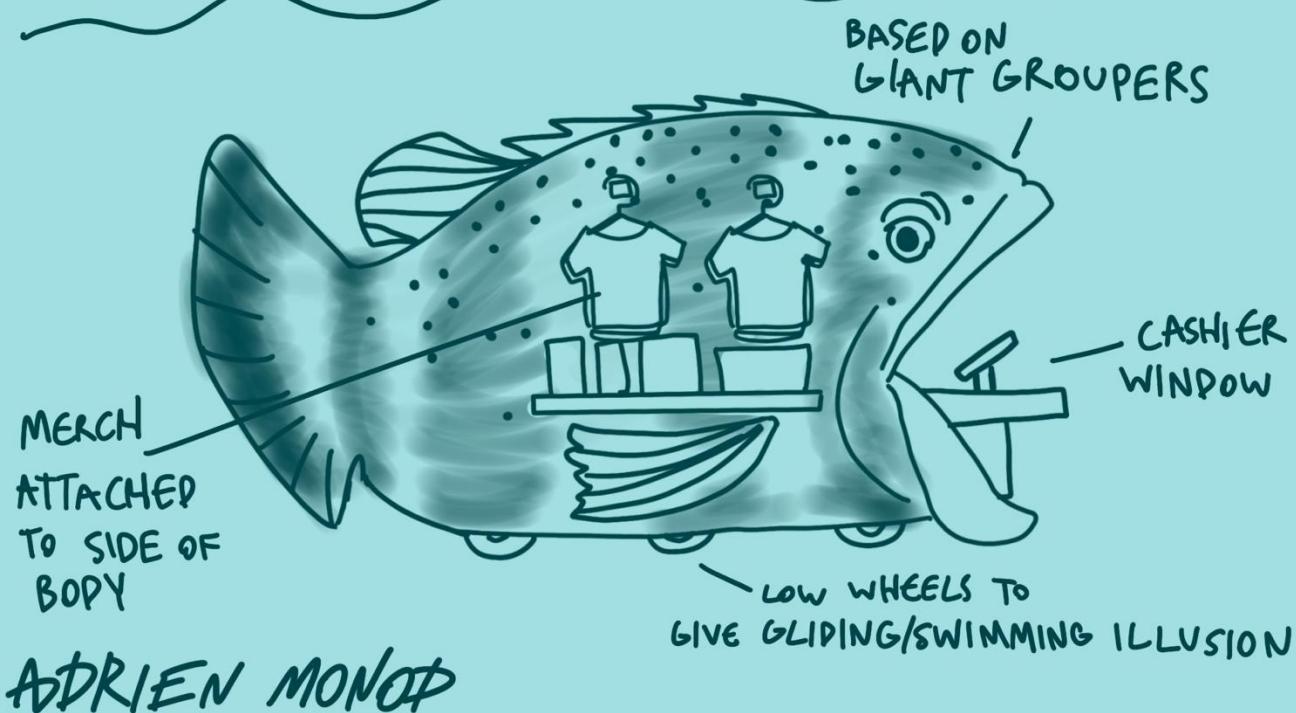
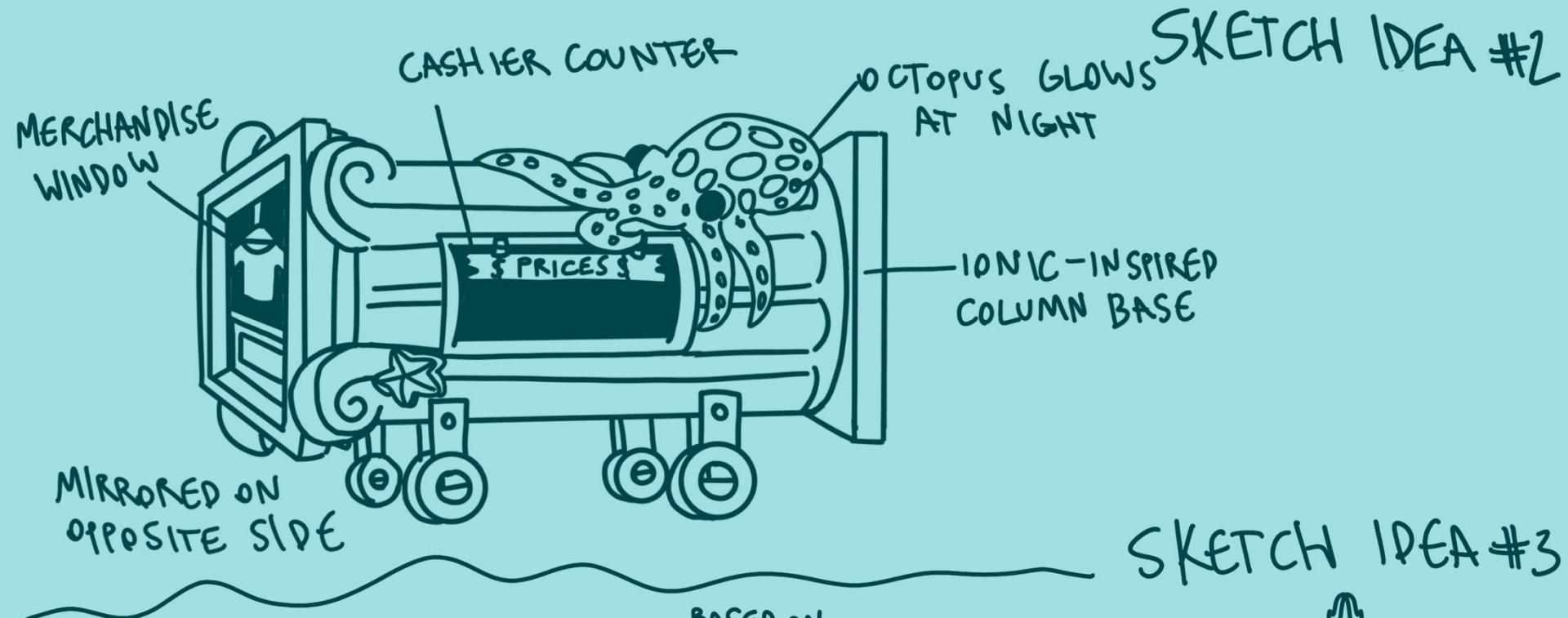
SURROUNDED
BY FRAME TO GIVE SHAPE

SOUVENEUR
CUP
IDEA

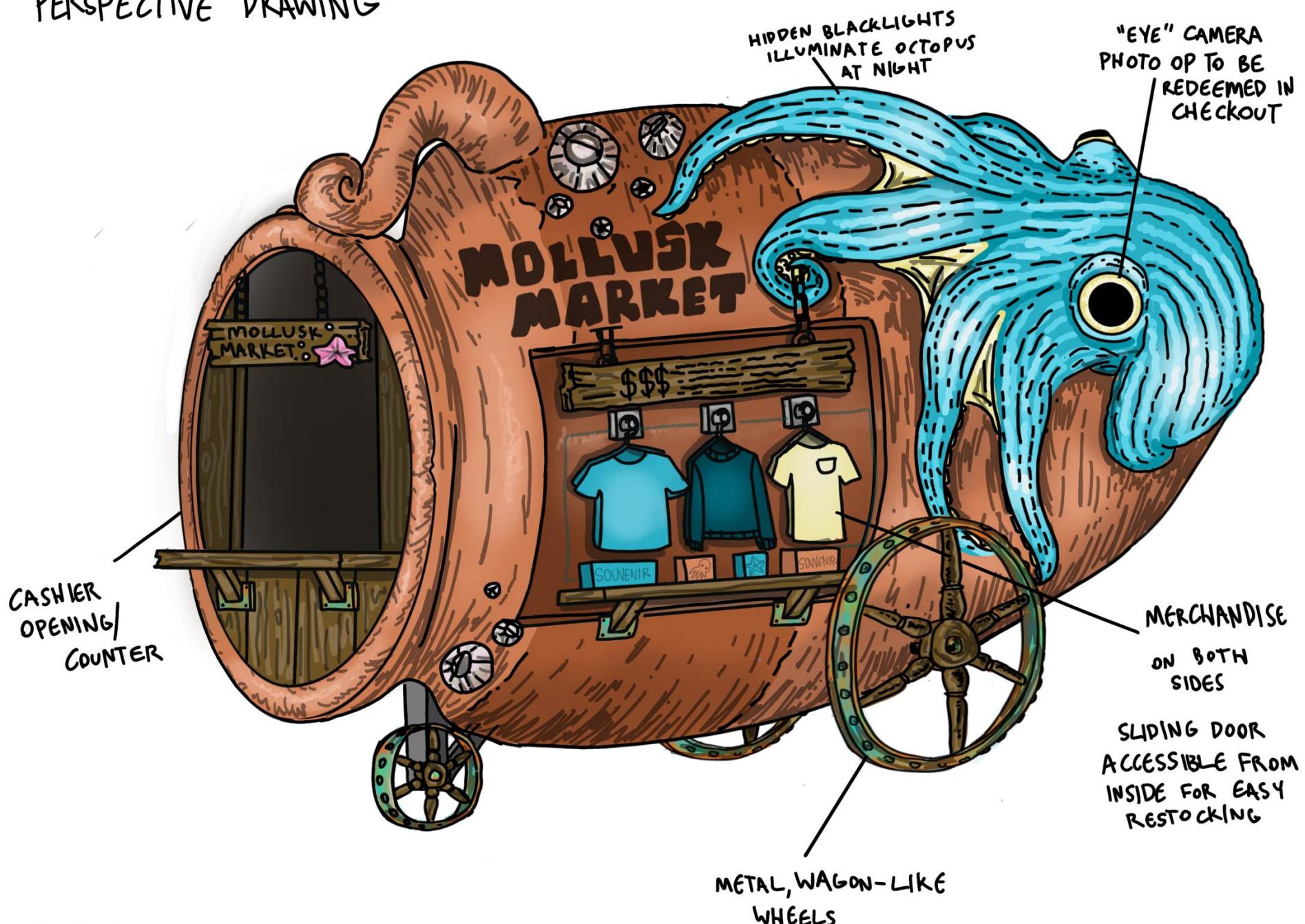


COLUMN
WITH SEAWEED,
BARNACLE
DECORATION

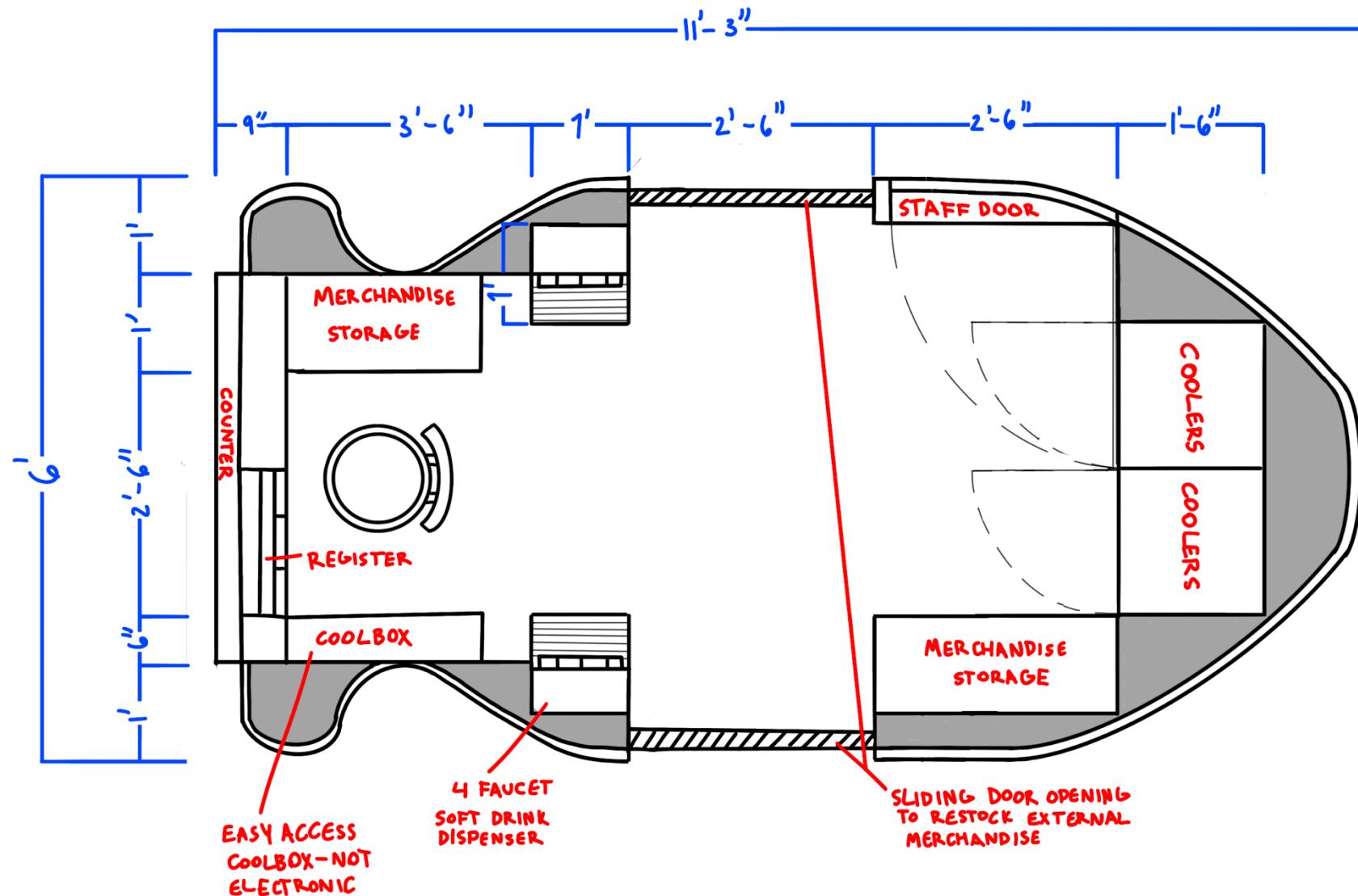




PERSPECTIVE DRAWING

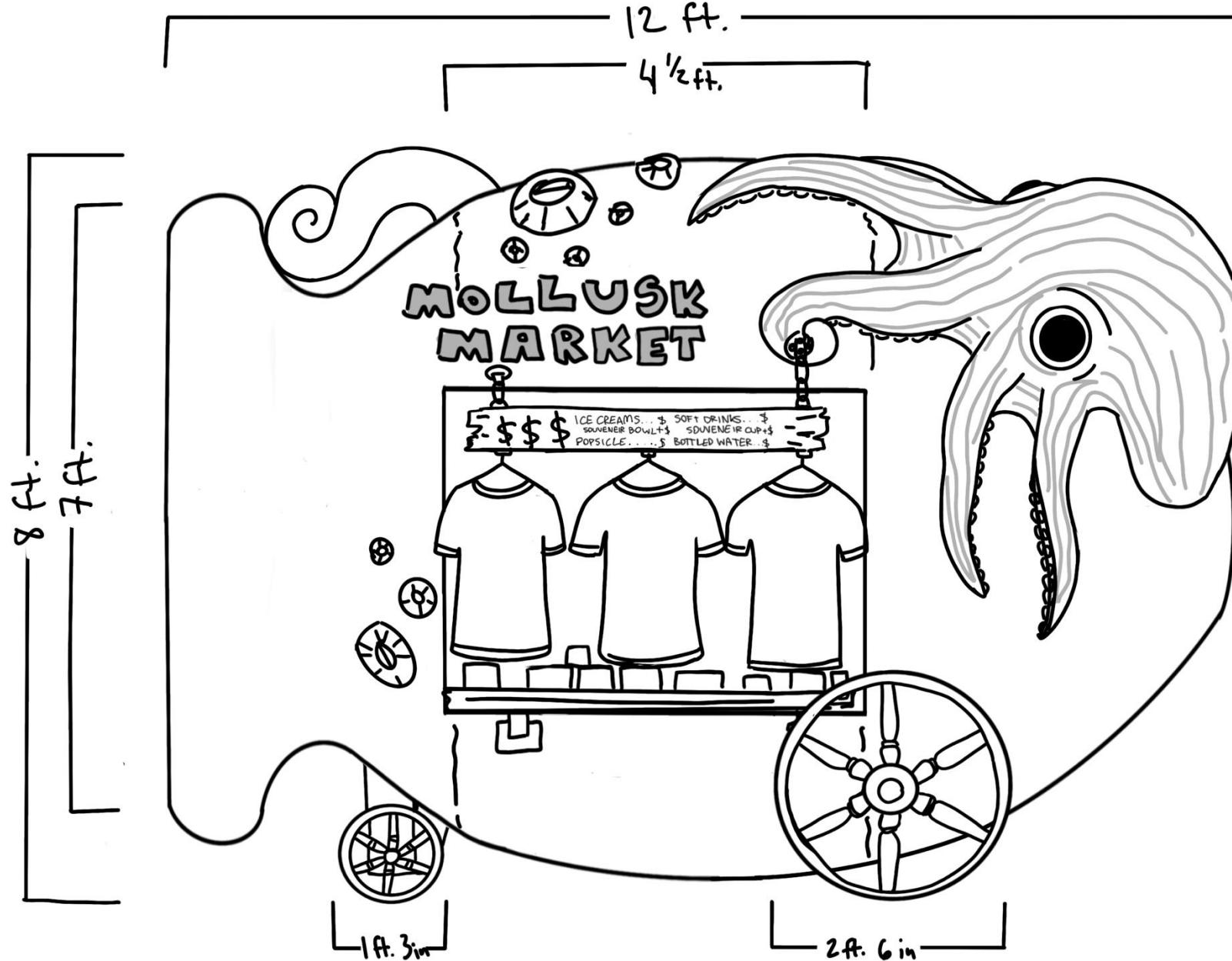


GROUND PLAN

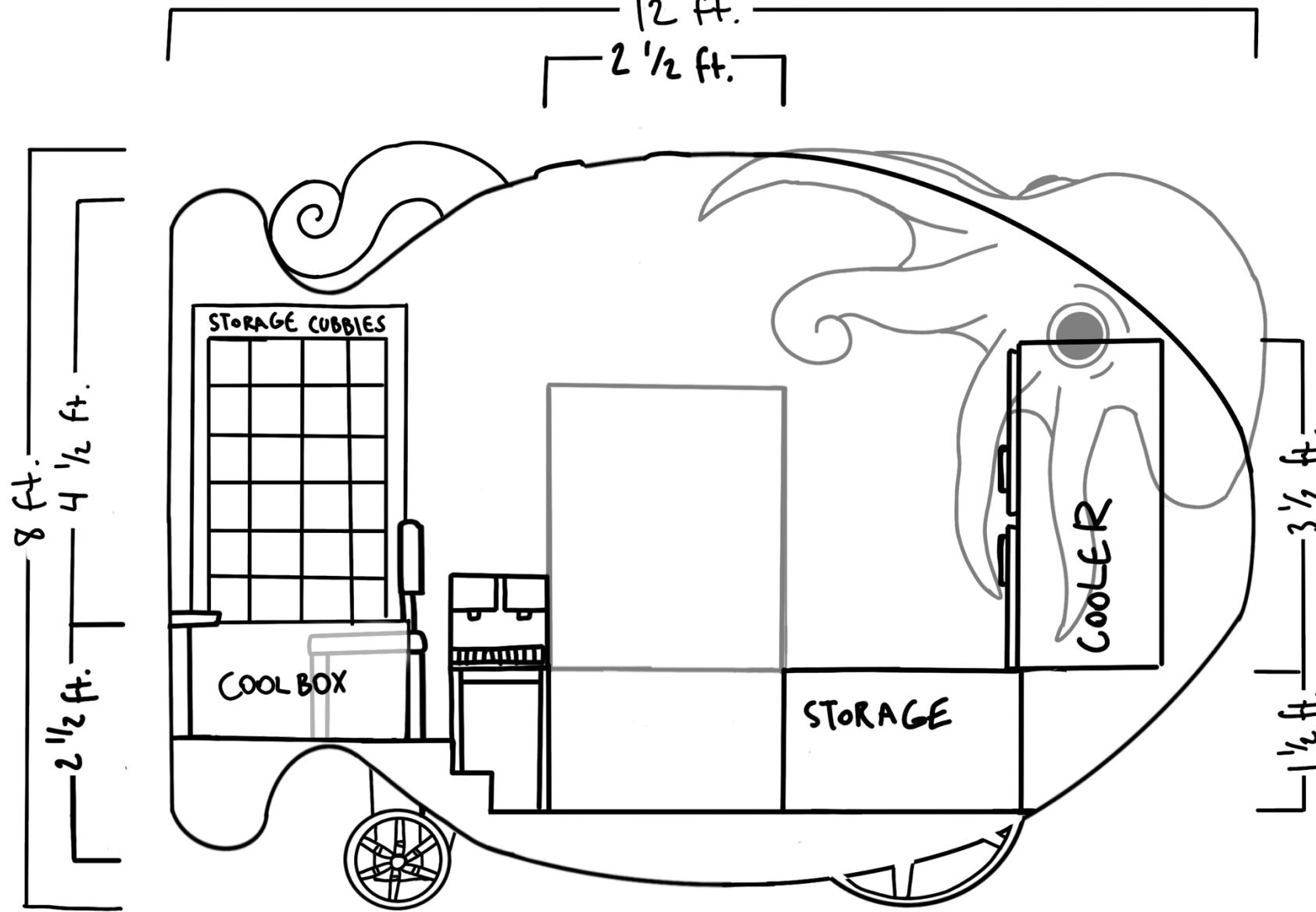


ADRIEN MONOD

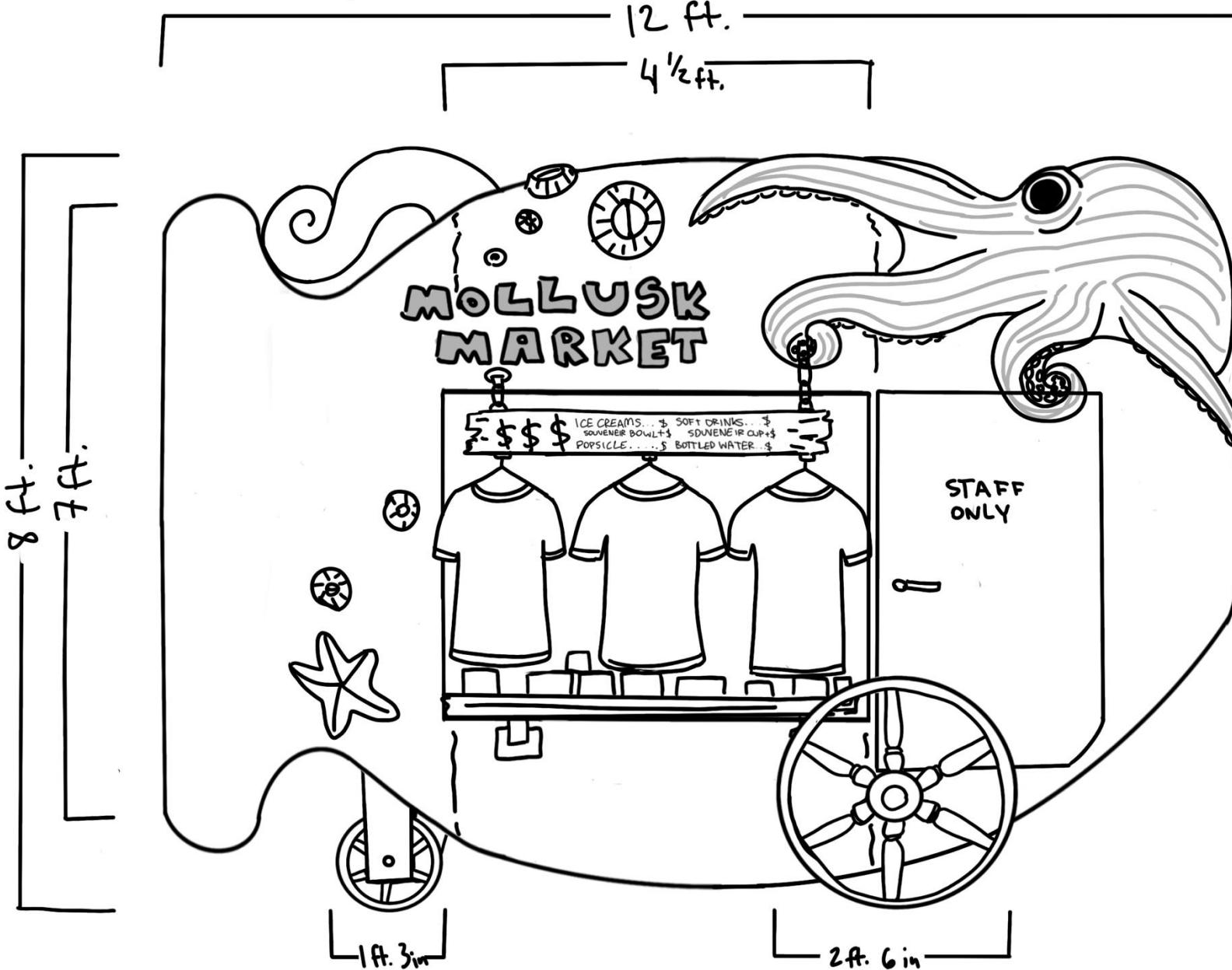
ELEVATIONS-RIGHT SIDE



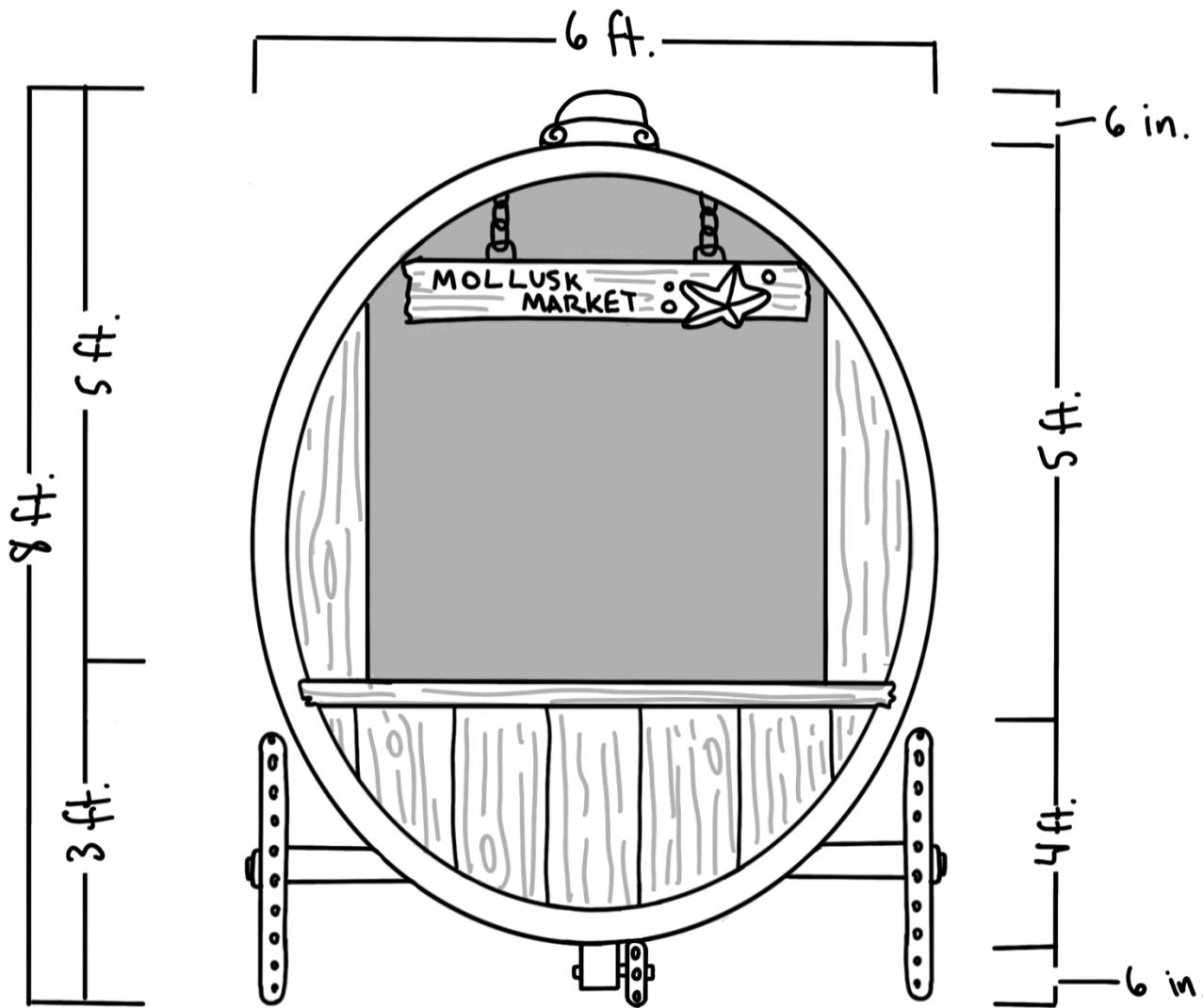
ELEVATIONS-RIGHT SIDE INTERIOR



ELEVATIONS- LEFT SIDE



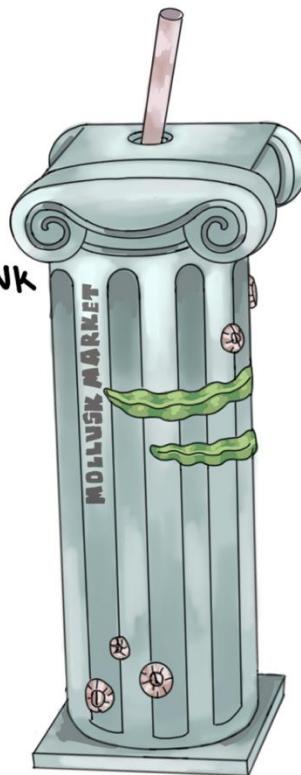
ELEVATIONS-FRONT



CALLOUTS

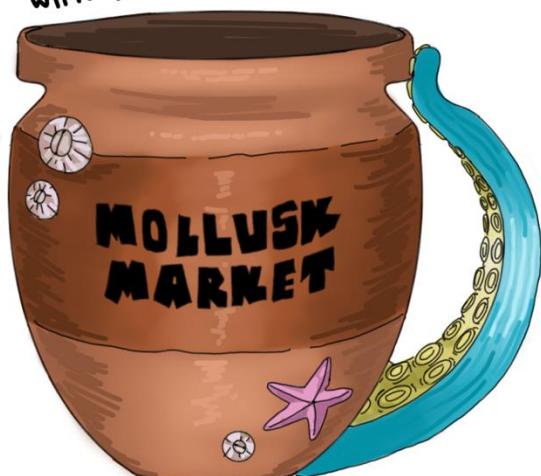
PRODUCT IDEA:

SOUVENIR,
REFILLABLE DRINK
CUP-IONIC
COLUMN INSPIRED



PRODUCT IDEA:

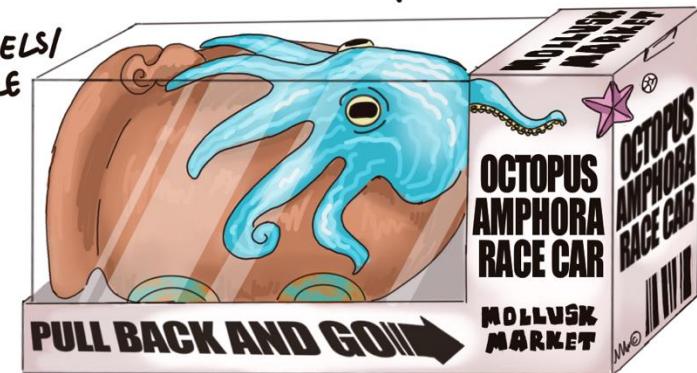
THEMED MUG
WITH TENTACLE HANDLE



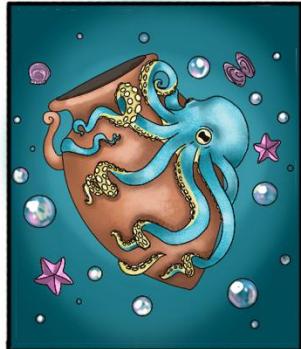
ADRIEN MONOD



PRODUCT
IDEA: HOTWHEELS/
MATCHBOX STYLE
TOY CAR OF
CART DESIGN



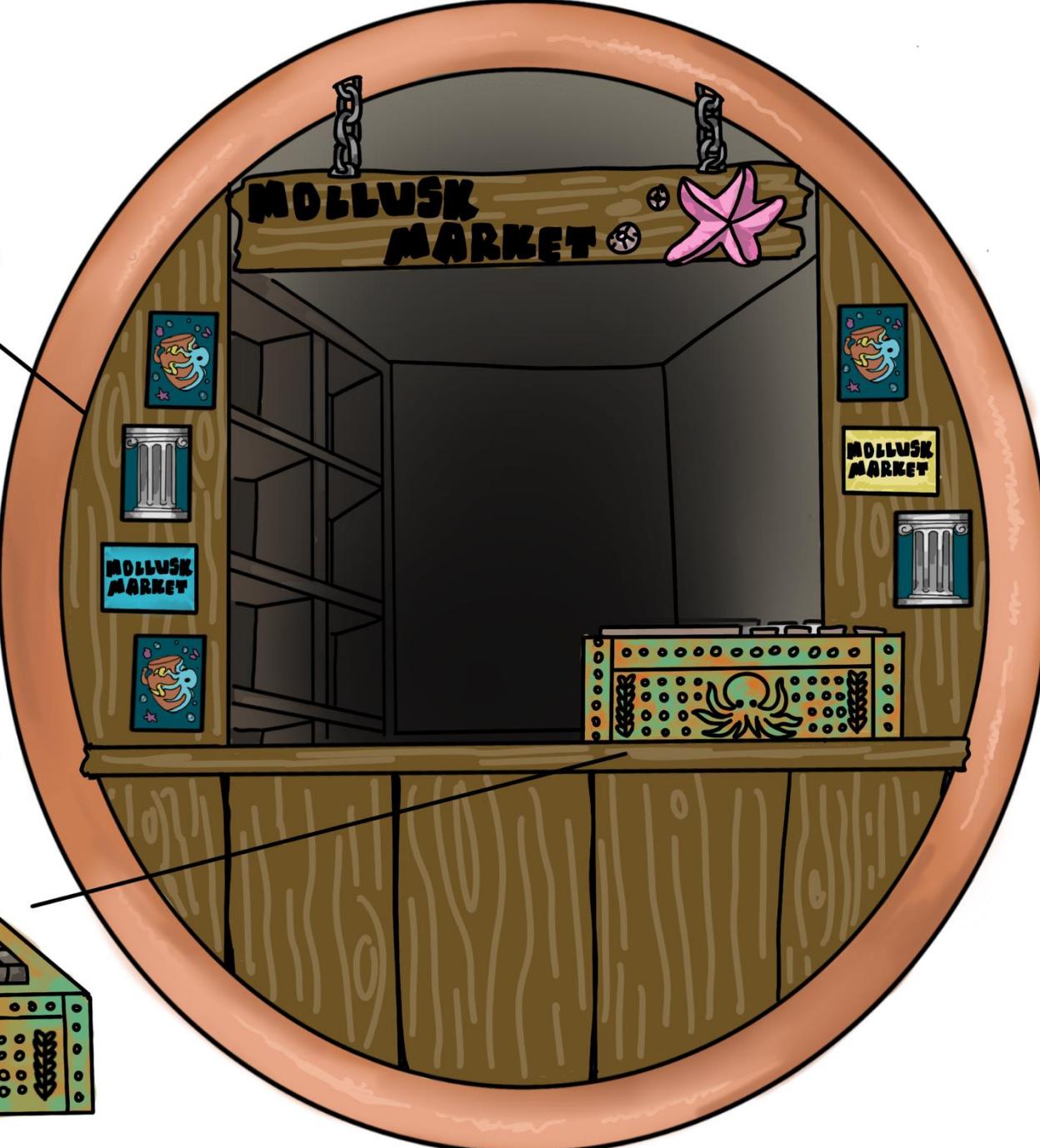
CALLOUTS - REGISTER



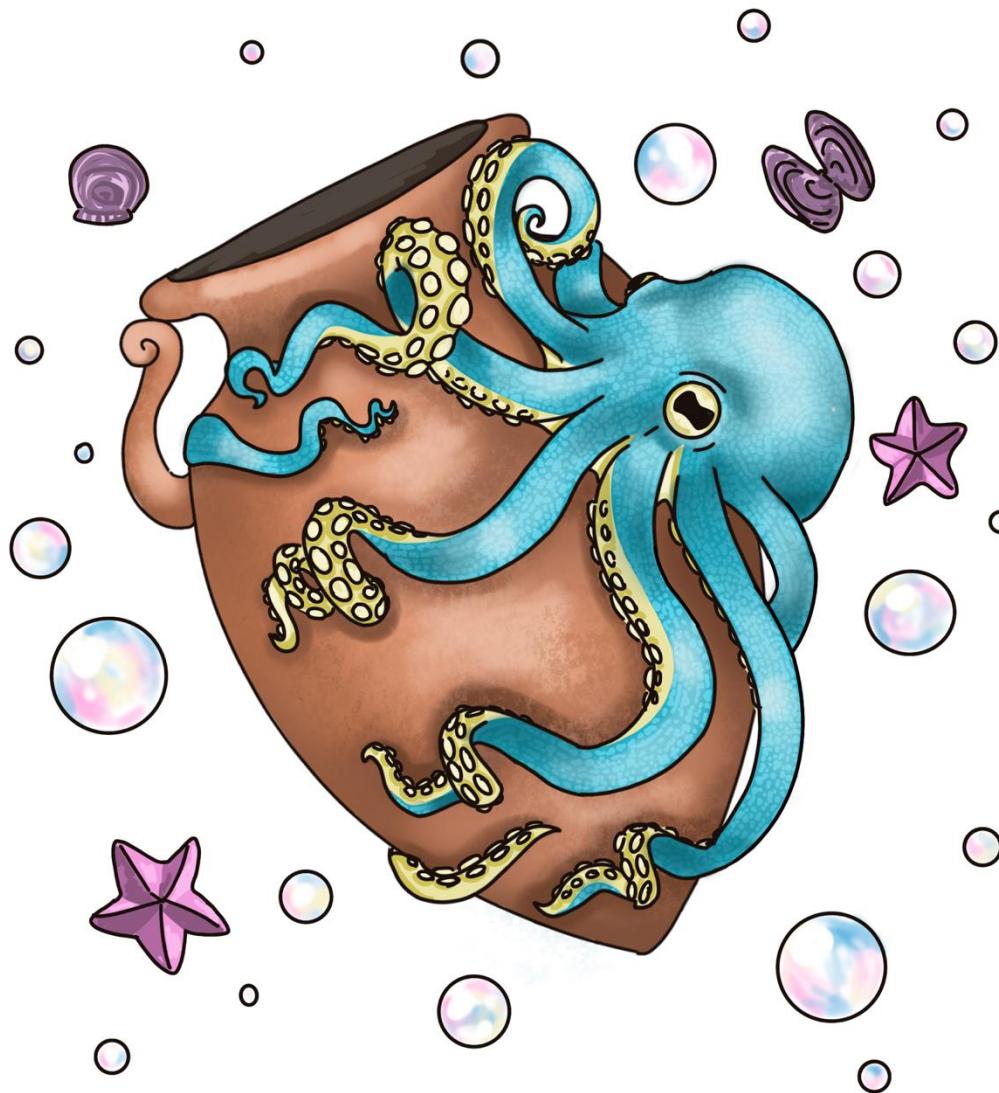
MAGNETS



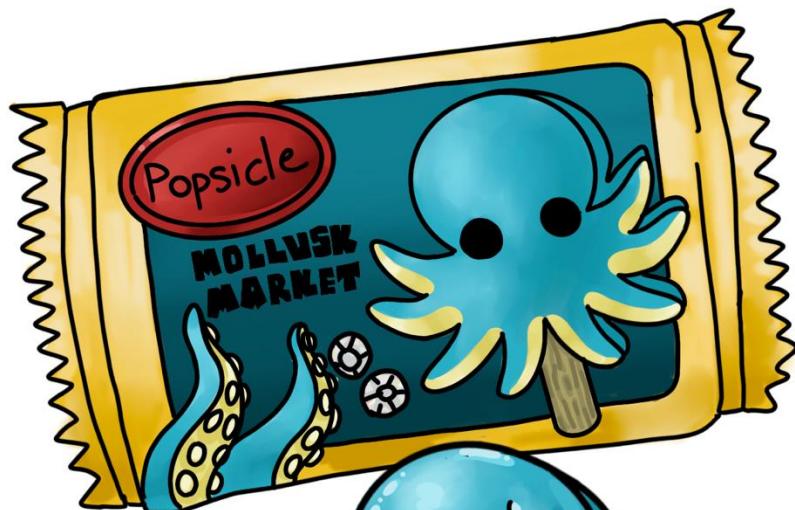
THEMED CASH REGISTER



CALLOUTS - MERCHANDISE DESIGN



GRAPHIC DESIGN/PRODUCT PACKAGING



OCTOPUS
POPSICLE
(THAT DEFINITELY
LOOKS LIKE THE
PICTURE)



ICE CREAM CUP



DRINK
CUP

HERB the Shopkeeper



ADRIEN MONOD



This marble statue was sculpted to bear the likeness of Herrenius, the ancient emperor of Neptune's Lost. Now that the city has sunken and the emperor is long gone, the Herrenius statue has come to life and rules over the underwater city! Although, he likes the name Herb instead of Herrenius because it sounds friendlier.

Instead of a mavelovent leader like his predecessor was, Herb prefers to live life as a humble shopkeeper, under a joint partnership of Mollusk Market with his octopus friend, Triton.

Thank You!

For considering Mollusk Market