

THEME PARK DESIGN COMPETITION

: A Mobile Attraction Cart

Violet Navarro, Mandeville High School, 11th Grade

SPRAY: CONCEPT TREATMENT

There are few things that can cheer up someone on a scorching hot day, but a milkshake with an artistic flare is definitely one of them. SPRAY Milkshakes is a mobile cart that serves made to order milkshakes and a great experience. Admire the “graffiti” on the sides of this cart, enjoy a milkshake with a twist, and take a photo with the commissioned mural on your way out!

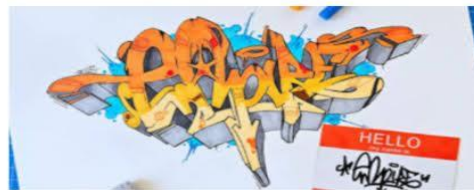
While many people view graffiti to be just plain vandalism (in most cases, sadly it is), graffiti is also a form of art. Though less widely accepted, there are people who want to express their feelings and themselves with this style, and may even do so beautifully. This cart is meant to capture the charming sides of this medium, instead of the scrutinized parts, and turn it into an experience people will enjoy. The streets of New Orleans are littered with graffiti, on the sides of buildings, train cars, and practically anywhere you can think of. Whether it's the hanging electrical wires, street lights, ruffled exterior, or the faded graffiti that triggers them, people should feel like they are walking around these areas of New Orleans when approaching this cart. And of course, the Milkshakes here are phenomenal, flavors ranging from Chocolate and Vanilla up to Root Beer frosty and PB&J Shortbread, just what any park-goer needs to resume their sweat-filled trek.

SPRAY: CONCEPT TREATMENT (CONT.)

This cart will be equipped with a built in refrigerator and freezer for any products that require these temperatures (ex.: Ice cream, milk, etc.). All hanging lights and “street lights” are able to be turned on, specifically for the later/darker times of day. The “SPRAY Milkshakes” sign will also light up at these times, and all lights are LED powered. Additionally, there are more smaller sized lights on the interior roof. Each “open” side of the cart has roll down metal doors for closing time, to prevent anything from harming the cart’s interior. These doors also display faded graffiti when rolled down. On the back most side, there are small lockable doors for any employees to get in and out of, and prevent park-goers from entering. Storage can be found all along the bottom interior. Because of its need for refrigeration, POS, and lighting systems, it’s primary power source will be plugging into a standard 110v or 208-240v outlet with hidden power cables. Two-three cast members are meant to comfortably fit inside, one taking orders and operating the POS system, and one-two making milkshakes and handing them to guests.

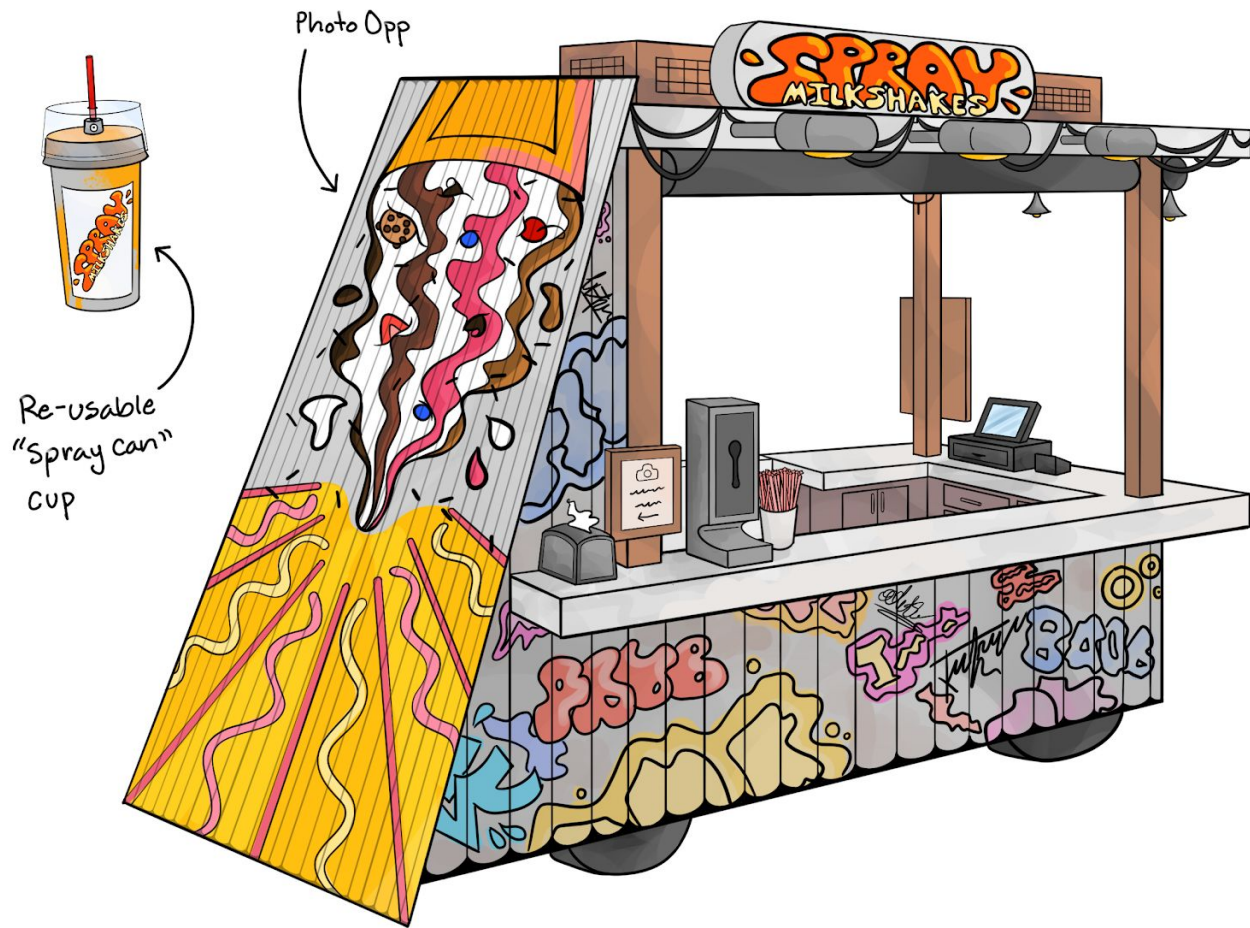
Whether it’s taking the place of a meal, satisfying a craving, or just because it looks good, park guests will be lining up to experience what this mobile cart has to offer. For an even more memorable experience, guests are encouraged on their way out to eat a ginormous milkshake at the custom-painted photo-opp. If anything can cure a heat wave or grumpy outlook, it’ll be a Milkshake at this must-stop cart!

NO-TART-UP-2

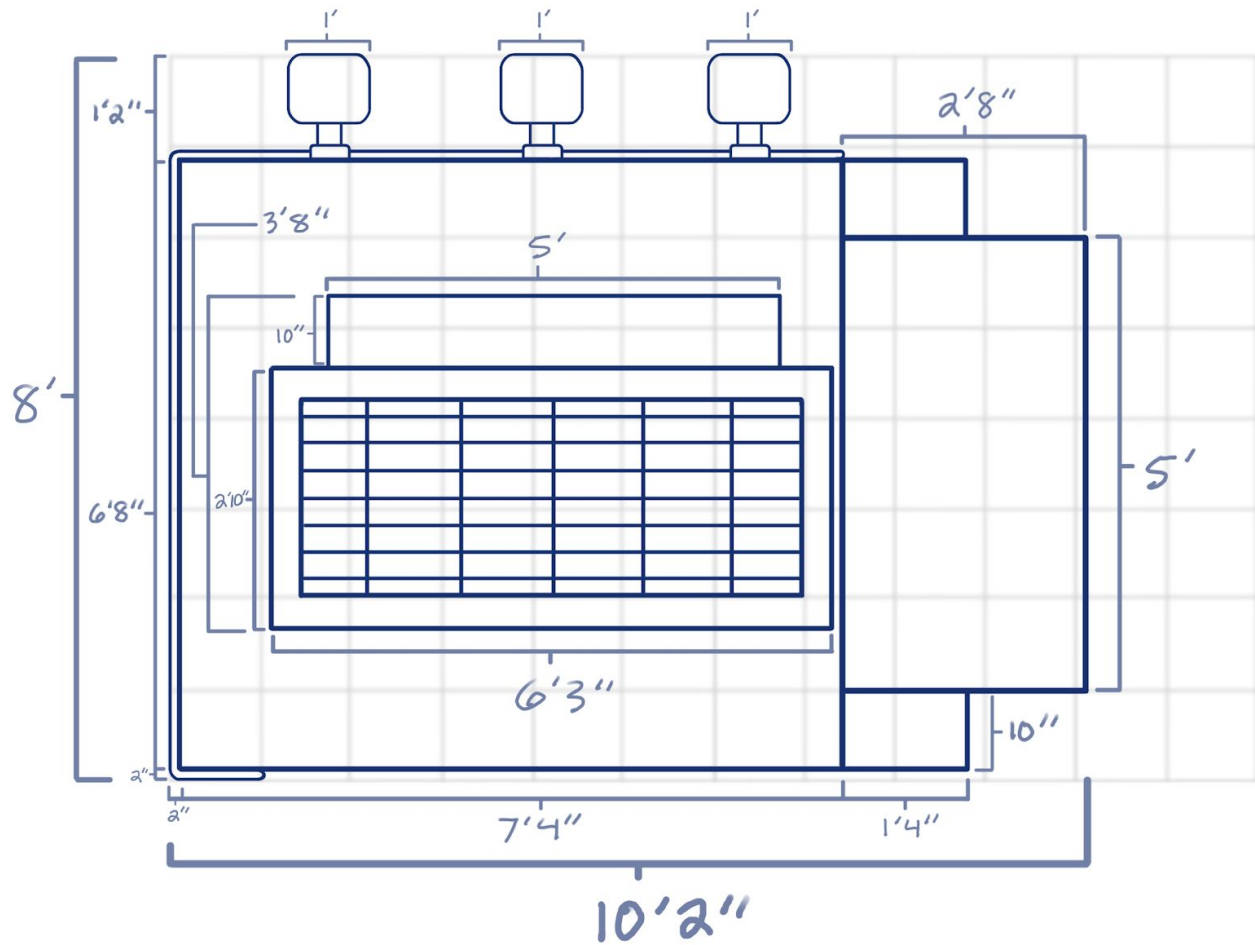


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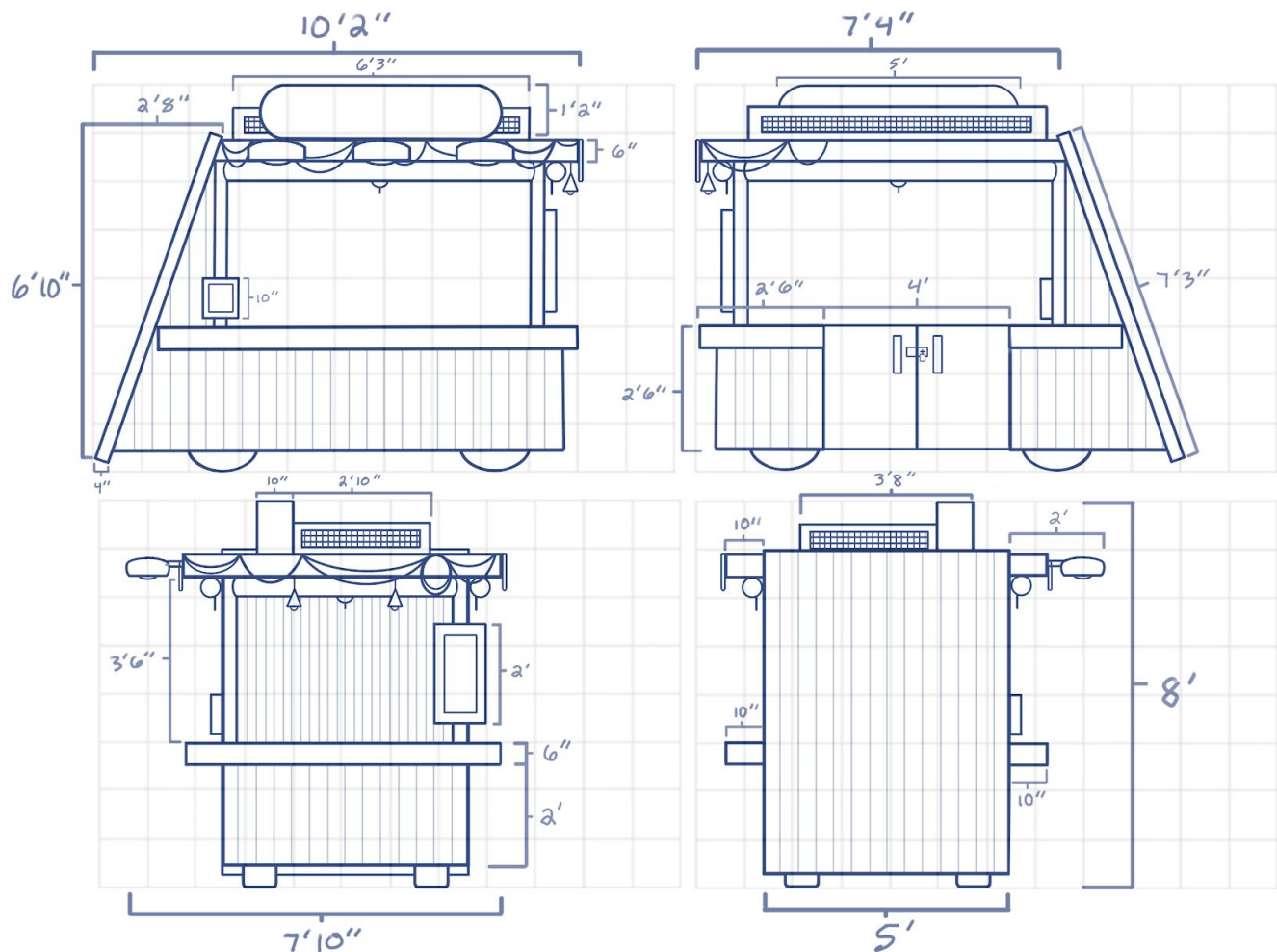
PERSPECTIVE DRAWING



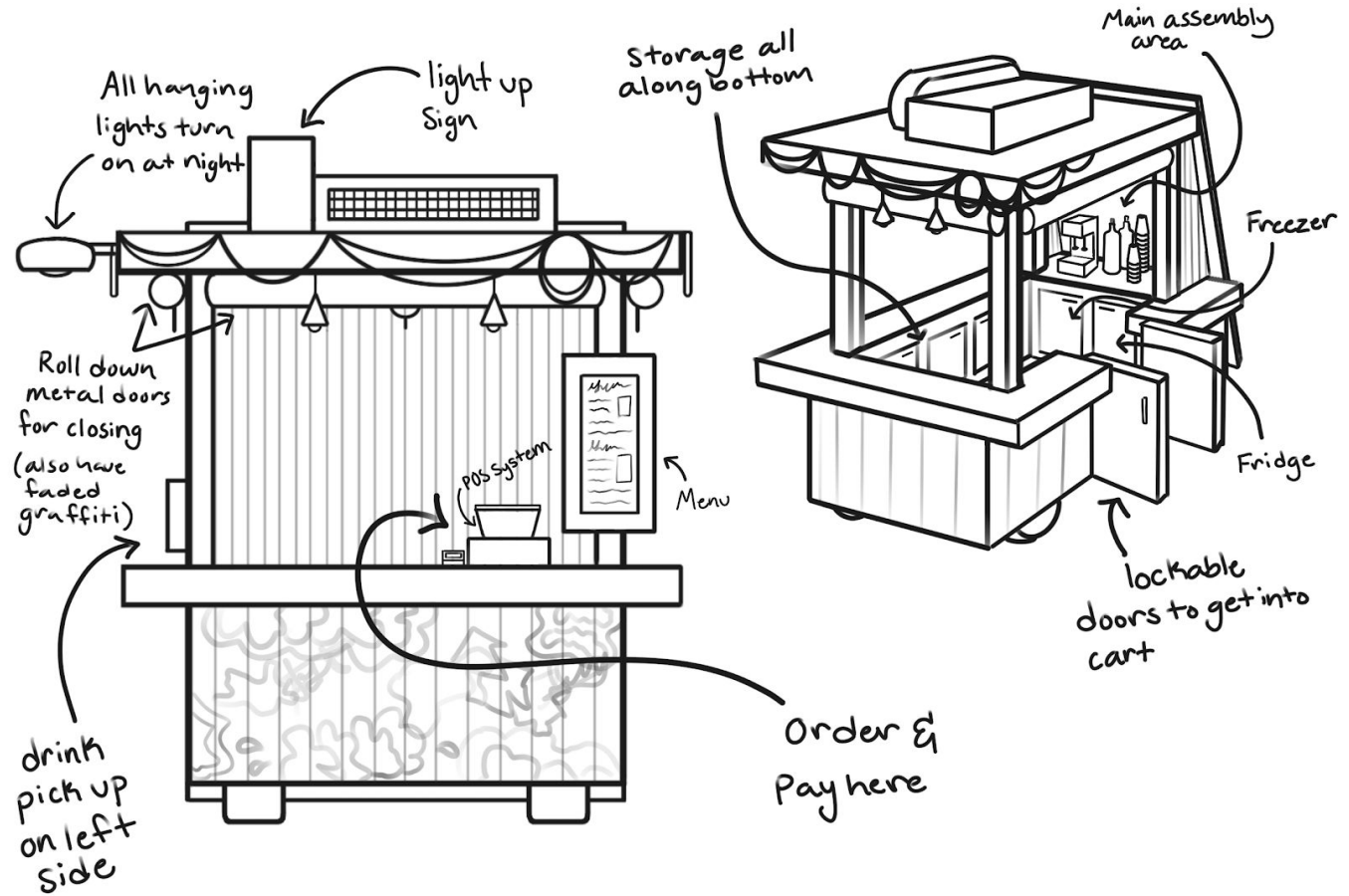
GROUND PLAN



ELEVATIONS



CALLOUTS



DESCRIPTION

Joseph Moore, commonly referred to as Mr. Joe, is the proud owner of *Shake it Up Milkshake Bar* in uptown New Orleans, and creator of the *SPRAY Milkshakes* carts. He was once a full time plumber and electrician, but moved into the food industry after the effects of hurricane Katrina. In 2005, Mr. Joe's neighborhood was lucky enough to only encounter a relatively short power outage, compared to the massive floods submerging other districts of New Orleans. Many of his neighbors, however, began taking in relatives living in the flooded areas. At one point, the majority of his neighbors had at least two families living in their house, and many people found it hard to be happy in such tight quarters. At the time, Mr. Joe's wife worked at an ice cream store, which quickly opened back up after the hurricane. One day, she was able to buy and bring home several cartons of ice cream for an affordable price. When Mr. Joe saw all of the ice cream, he thought it would be a good idea to share some with their neighbors. His garage "ice cream" party quickly turned into a "milkshake" get together when everything melted into a thick slush, but it was nonetheless a hit with his neighborhood. Soon it turned into a monthly then weekly event, until Mr. Joe finally decided to purchase a small building and dedicate it to his beloved milkshakes. The name "shake it up" came from the variance in ice cream flavors his wife would bring home, and those determining what was on the weekly "menu" in his garage. The flavors in his shop vary every month, a sort of dedication to the days in his garage. However, Root Beer Freeze and Vanilla are the two permanent shakes on his menu, he and his Wife's favorite flavors. A young regular customer of his convinced him to make the mobile *SPRAY* carts to share his milkshakes at events like fairs, football games, and even weddings.

CHARACTER-DESIGN



SPRAY MILKSHAKES

Reusable
Cup (extra
charge)



↑
logo

Paper
Cup
w/ plastic
lid



Thank
You!