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Theme Park Design Contest: The Soul Sweets Cafe



Concept Treatment

Do you ever feel lost, like you carry too much in your heart? The Soul Sweets Cafe is the perfect place to stop! Come to this magical cart full of potions and pastries that are guaranteed to heal whatever troubles your soul. Each treat is tied to a different emotion someone may feel. From heart-shaped puffs that give you a sense of warmth, to a passionfruit mango potion that ignite the spark in you.

Whatever you may be feeling, the Soul Sweets Cafe has you covered!

The Soul Sweets Cafe centers around human emotions, using themed treats to evoke different feelings. For example, a lavender honey cake makes one feel calm, while shattered pretzel bark could symbolize grief. Each treat also comes with an affirmation card to go with whatever emotion the treat is themed around. The cart's design draws inspiration from Ghibli and Pokémon for a whimsical look. The backstory of the cart follows a certain witch who wanders the lands with her cart, wanting to use her gifts in magic and cooking to guide and help people!

Concept Treatment Continued... (oh you thought you were done reading didn't you?)

The cart itself features a three-layered food display, with the bottom layer chilled for drinks, and the upper layers at a normal temp for pastries. Guests can pay using the contactless terminals or give cash to a cast member. A fan and generator are suspended above the counter in the upper roof, while the back of the cart has storage for supplies. The windows and small lamps provide a warm lighting adding to the aesthetic.

Altogether, the Soul Sweets Cafe offers storytelling, charm, and functionality that offer a standout experience. The cart isn't just offering food, it's providing a comforting and meaningful moment for guests! Whether a guest is seeking a new experience, or they are just hungry from walking around a theme park all day, the Soul Sweets Cafe offers a unique experience that they can return to again and again!

Concept Treatment

Here is the original
brainstorming sheet I made at
the beginning:

Making these sheets help me
know what I'm doing in AP art
and helps me show my process so
I wanted to do it here too!

THEME PARK DESIGN CONTEST

Project Supervisor: Cody O'Connor

I want to make a cart based on the idea of selling food that emotionally heals problems of Sorrow/Love/anger, etc

Names:

- Soul bakers
- Bakery
- Soul survivors
- Cafe?
- Emotion healing ice cream
- Holistic kitchen
- Soul smoothies

Kinda like the food "heals your soul"

The Soul Smoothies CAFE

The food they sell

Bakery/Cafe, su...

Themed Pastries Around Emotions

Maybodrinks to kind of like Potions?

Emotions I want to focus on

- Love
- Joy
- Peace/ calm
- Sadness
- Courage
- Anger
- Grief
- Anxiety

Maybe heavier emotions?

- Grief
- Lust probably not good for theme park tbh
- Sadness
- Anger
- Grief
- Anxiety
- Guilt

The Cart:

- kinda like a mobile cafe
- one side of it has love letters you can take and leave? (I saw it at the terrain Art Show and really liked it)
- a glass container to show food options as well as a menu
- vines/moss/weed for a nature/calm feeling? Soft lighting
- orange/brown/white/green color scheme
- must feel whimsical AND unique from OTHER carts

Layout??? (will work on later)

Love Heart Puff/Cake with strawberries and cream, sugar give it to someone!

Care Cinnamon Ember Donut Spins because Care is difficult

Calm/Peace Lavender/honey Cakes? Lavender and honey are associated with calm

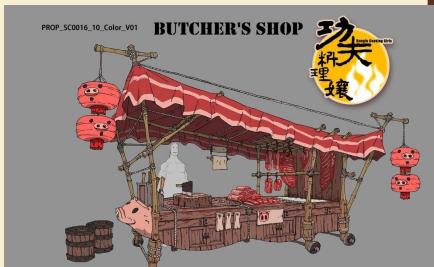
Grief Dark Chocolate Pretzel bark. The chocolate is hard because this is Grief, and the bark looks like shattered glass

Wow!

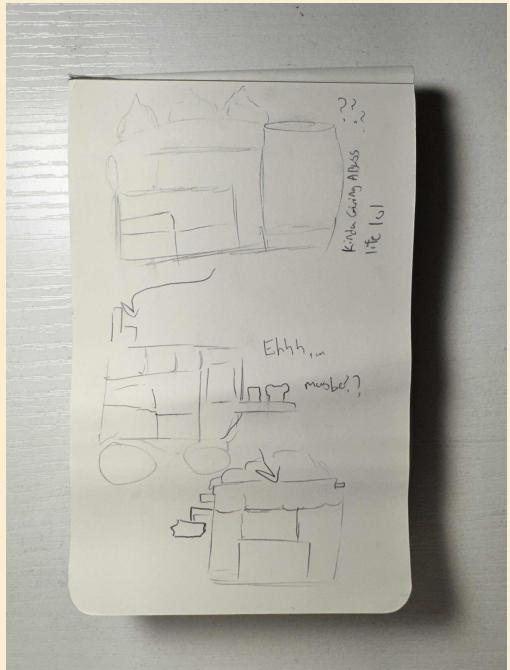
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Inspiration

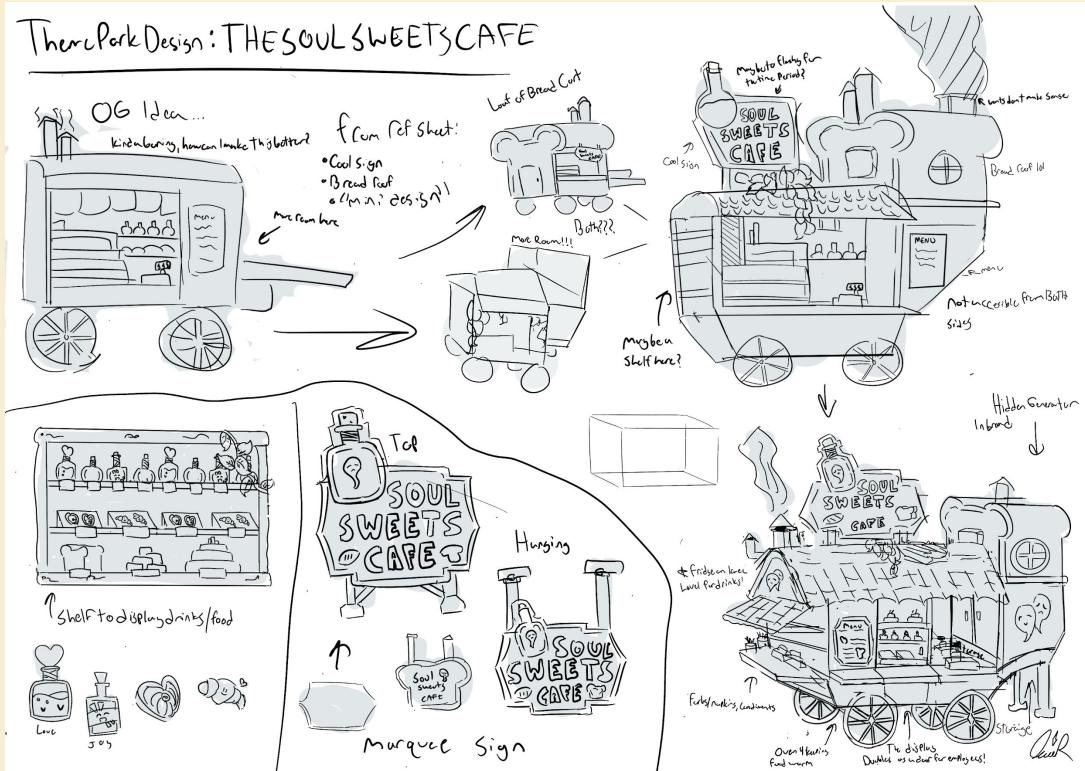
Thank you Pinterest c:



Sketching



(Early layout sketching I did while bored in class)



Sketches on my Ipad.

Which Led me too...

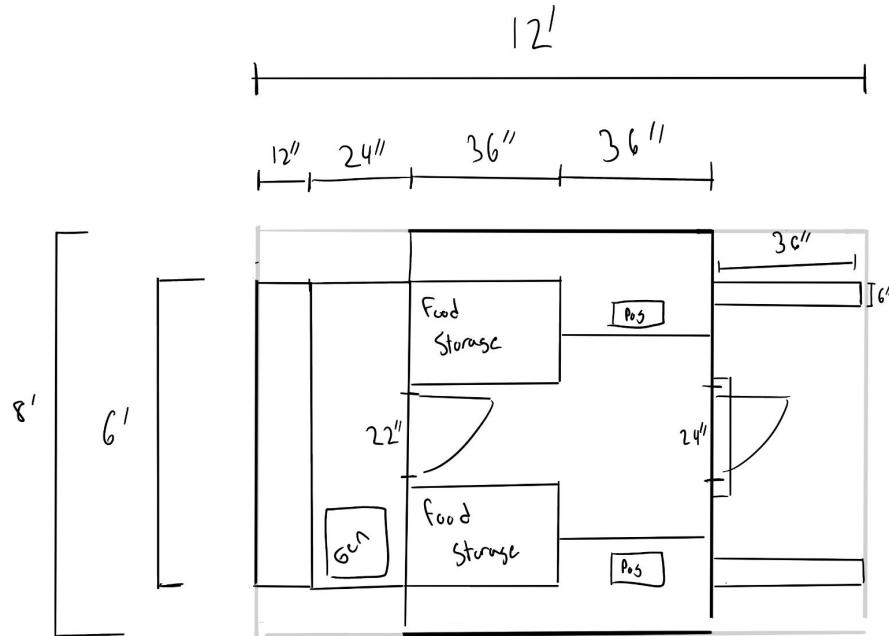
Final Perspective Drawing!!!

Wow so cool :o



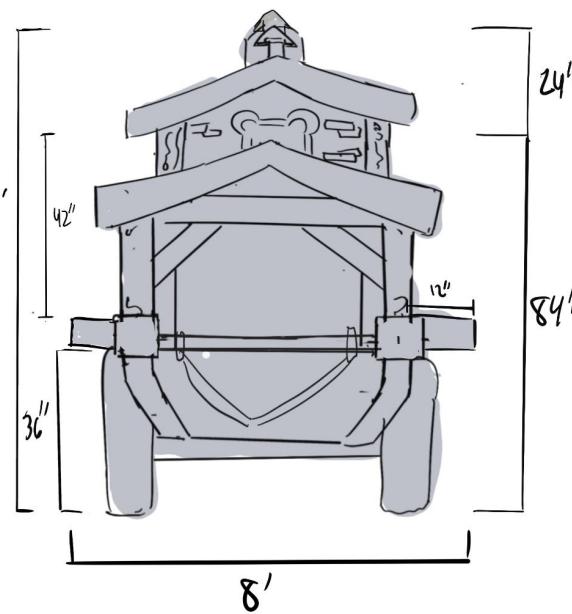
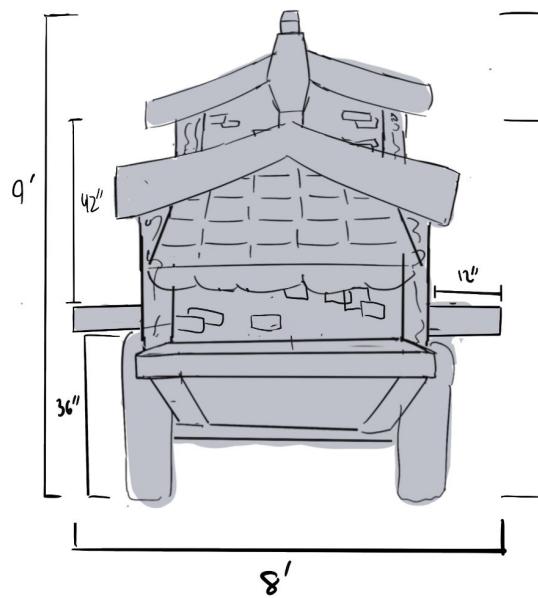
Ground Plan

Theme Park Design: Ground Plan



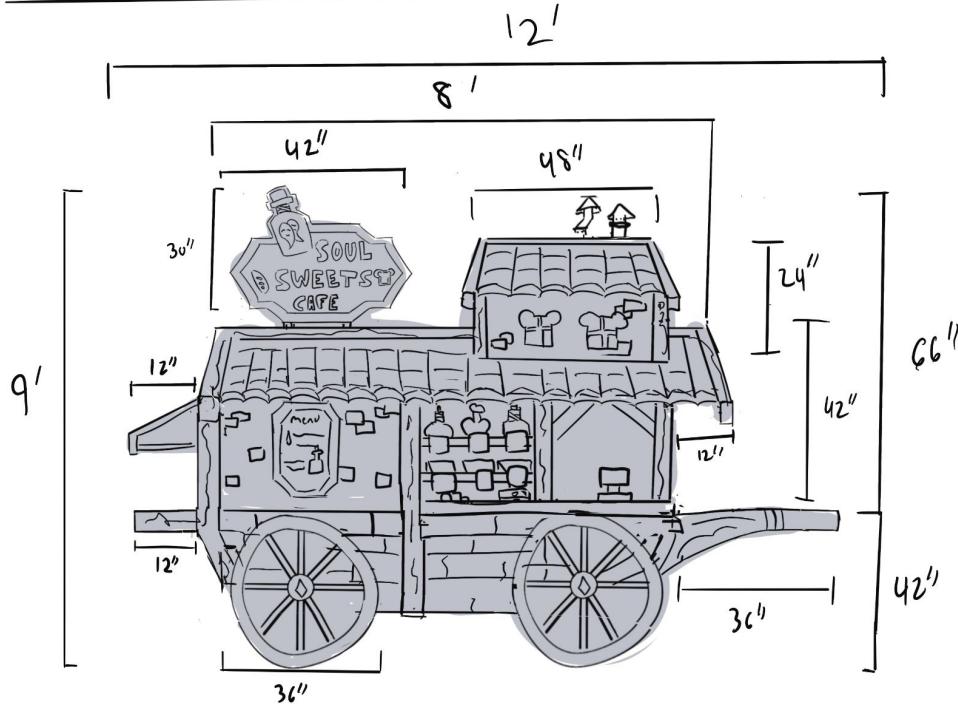
Elevation front / back

Theme Park Design: F/B Elevations



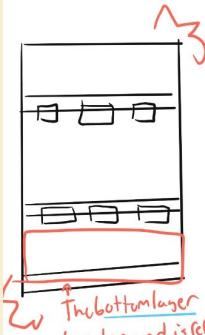
Elevation Side

Theme Park Design: Side Elevations

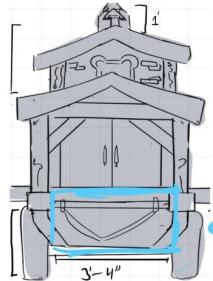


Callouts

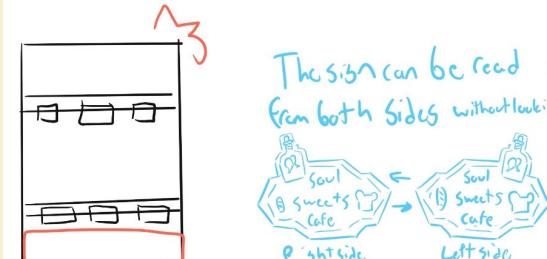
Theme Park Design: Callouts



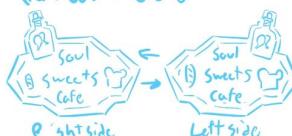
The bottom layer has ice and is refrigerated for drinks, like Starbucks has, other layers are room temp



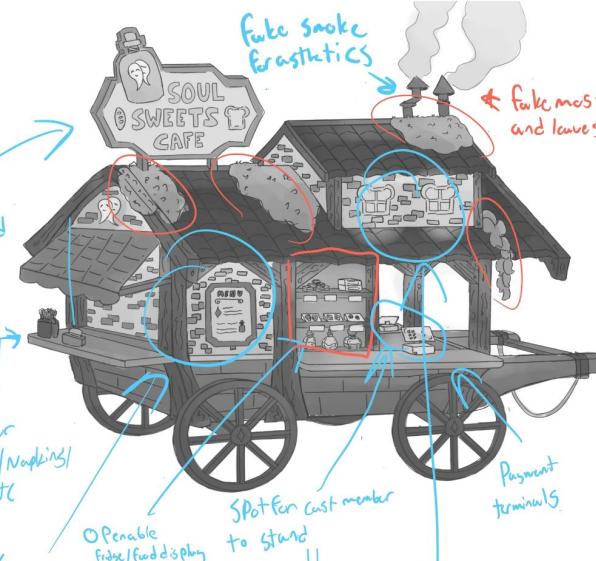
This front opens up like a door to allow staff inside.
(The bur and rope are detachable)



The sign can be read from both sides without looking weird



Entire back is dedicated to storage



Like one of these!

a 3500 watt generator
is in storage Powering the
Cart's lights, fridges, and
the fan, etc

THE SOUL SWEETS CAFE MENU...

POTIONS!!!



STRAWBERRY CREAM LOVE POTION

- SOFTER CREAMY TASTE TO MAKE YOU FEEL COMFORT
- KINDA TASTES LIKE A PINK DRINK FROM STARBUCKS
- NO YOU CAN'T MAKE PEOPLE FALL IN LOVE WITH YOU BY GIVING THEM THIS DON'T EVEN TRY

Obviously these are not really magical, but the goal is to make it feel as if they COULD be. It's the same feeling you get when you walk into a theme park, you get transported into an entire new world!



MANGO "PASSION"FRUIT POTION

- MANGO PASSION FRUIT FLAVORED
- REALLY FIZZY/CARBONATED TO REIGNITE YOUR SPARK AND INSPIRE YOU
- DON'T MIX THIS WITH THE LOVE POTION...



BLUEBERRY BANANA YIN YANG POTION

- BLUEBERRY AND BANANA FLAVORED FOR A SOOTHING CALM FEELING
- TAKES INSPIRATION FROM EASTERN CULTURE (I DID THIS TO ADD MY OWN IDENTITY TO THE MENU!)
- MAY OR MAY NOT CONTAIN EVIL ESSENCE

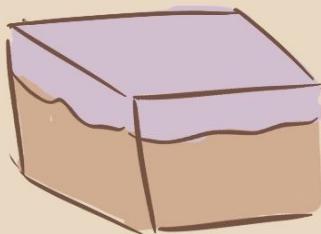
THE SOUL SWEETS CAFE MENU...

PASTRIES



LOVE - HEART SHAPED PUFFS

- TASTES SWEET AND HAS A FLUFFY TEXTURE.
- IT FEELS LIKE A WARM HUG!



EACH PASTRY COMES WITH AN AFFIRMATION CARD BASED ON WHATEVER EMOTION THEIR ITEM IS THEMED AROUND! THIS ENCOURAGES GUEST TO COME BACK AND GET SOMETHING DIFFERENT EACH TIME. (THIS APPLIES TO THE POTIONS TOO)



GRIEF - DARK CHOCOLATE PRETZEL BARK

- DARK CHOCOLATE FOR BITTERNESS AND PRETZELS FOR HARDNESS
- LOOKS KINDA LIKE SHATTERED GLASS TO REALLY SYMBOLIZE HOW GRIEF CAN FEEL



MINDFULNESS/CALM - LAVENDER HONEY SPONGE CAKE

- HONEY AND LAVENDER FOR A CALMING SOOTHING FEELING
- IT'S A SPONGE CAKE SO IT IS SUPER SOFT

COURAGE - SUPER CINNAMON BUNS

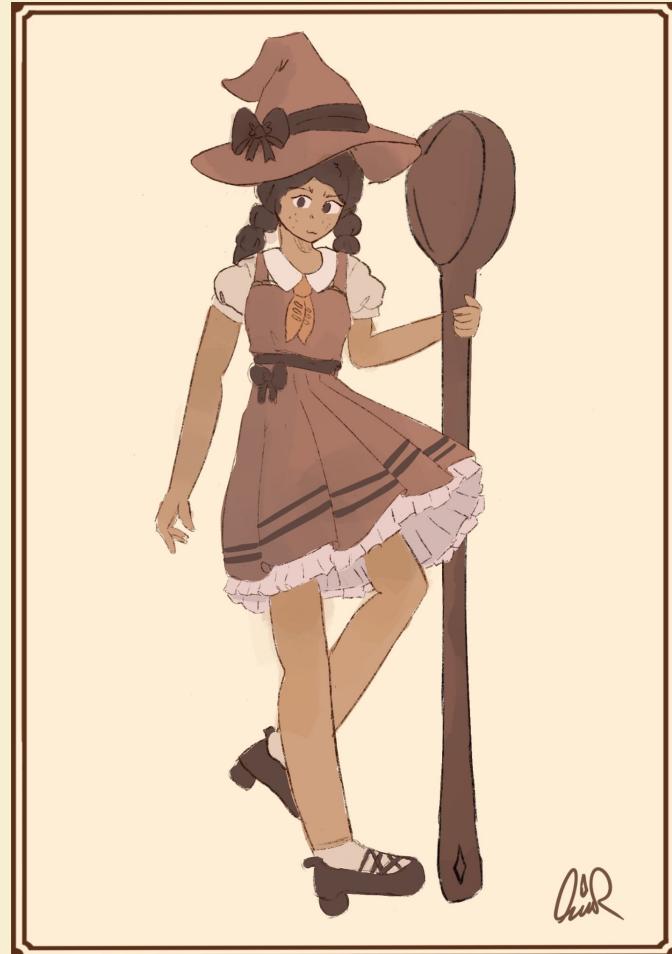
- LOTS OF CINNAMON WHICH GIVES A KICK, JUST LIKE HOW COURAGE IS DIFFICULT AND SOMETIMES GIVES A KICK TOO
- SUPER THICK AND CHEWY

Finally, the Character for the cart... Sammy The Bread Witch!

Sammy's love for sweets is rooted in her childhood, she grew up in a family full of bakers. However, that is not the only thing her family was known for. Sammy's mom was also secretly a witch! Wanting to be like her, Sammy started to learn magic from her mom.

Unfortunately her mom got sick from a healing spell that ended up unstable when Sammy tried to perform it. Later in her teens, she got a job at the royal kitchen. The royal family didn't like the fact that she was adding magic to their recipes, so she got fired.

Running out of options, she put all the money she saved up into a cart in which she travels around selling treats to people in hopes of helping them with whatever troubles their hearts. This cart eventually became THE SOUL SWEETS CAFE.





Thank you!

OOR