



HAL 'N' LUCI NUGENIX

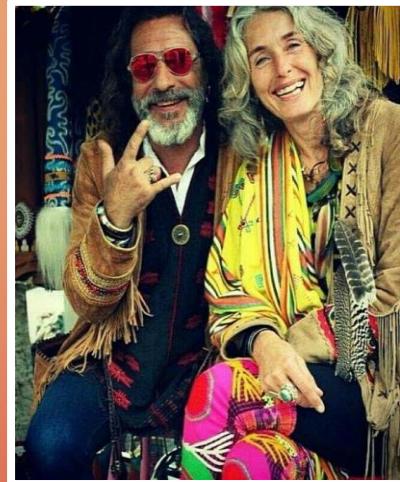
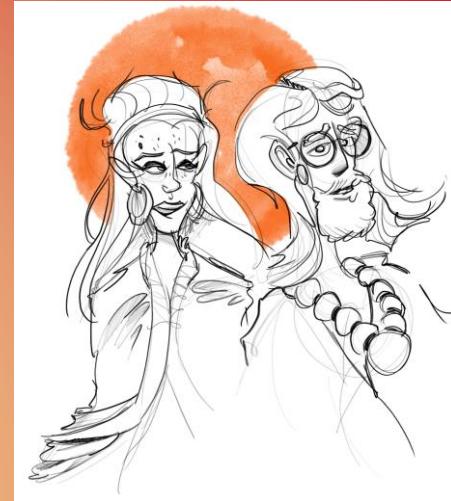
Psychedelic EXPERIENCE

Designed By: Reed Schueler, Blaine Zweifel, Tiffany Beckler

PSYCHEDELIC SNOOZE
PRODUCTIONS

MEET HAL AND LUCI!

Our story begins with our bona fide hippies, Hal and Luci. Living in a psychedelic dream since the sixties, this flower couple's roadside attraction is a product of their young & free years. They have traveled all over the country and lived a full life, but in their retirement they have settled down to share their story with the world. They renovated an abandoned gas station building and have decided to open an art gallery called Hal 'N' Luci Nugenix Psychedelic Experience.



TRIP HIGH-LIGHTS: PSYCHEDELIC SENSES FOUND IN THE EXPERIENCE..

DISTORTION OF TIME AND SPACE

Passing days, weeks, months, years?! The trip will have a feeling of an undefined time period and strange movement through senses.



CONFUSION AND PARANOIA

Transitions from intense to twisted and elapsed senses and senses. An unnerving feeling of confusion is continuous and spiraling.



TRIP HIGH-LIGHTS

PSYCHEDELIC SENSES FOUND IN THE EXPERIENCE...

DEJA-VU

Rolling over from scene to scene, guests will be tripped up with feelings of going back through memories, futures, and new perspectives.



EUPHORIA & GIDDINESS

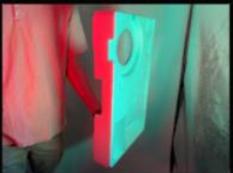
Many scenes ooze with good vibes, warm lights, nostalgic scenes whisk guests into a wild ride of enjoyment... how long will it last?



STUDYING LIGHTING

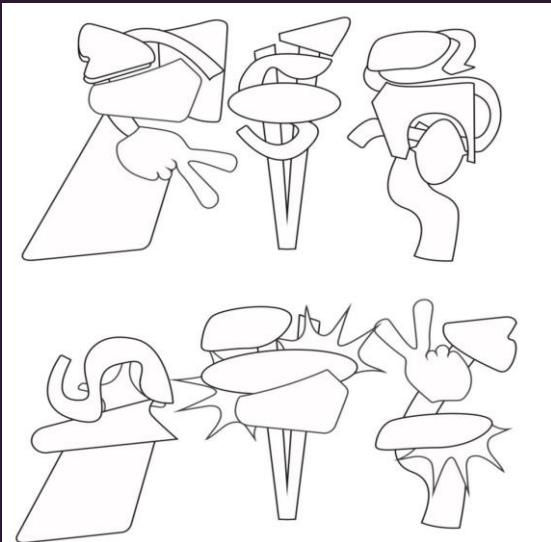
One of our key elements is using colored lighting to make expressive color combinations.

Colored lighting in the experience expresses not only the mood and tone of the many different scenarios, but is used to create those key feelings within the guests.



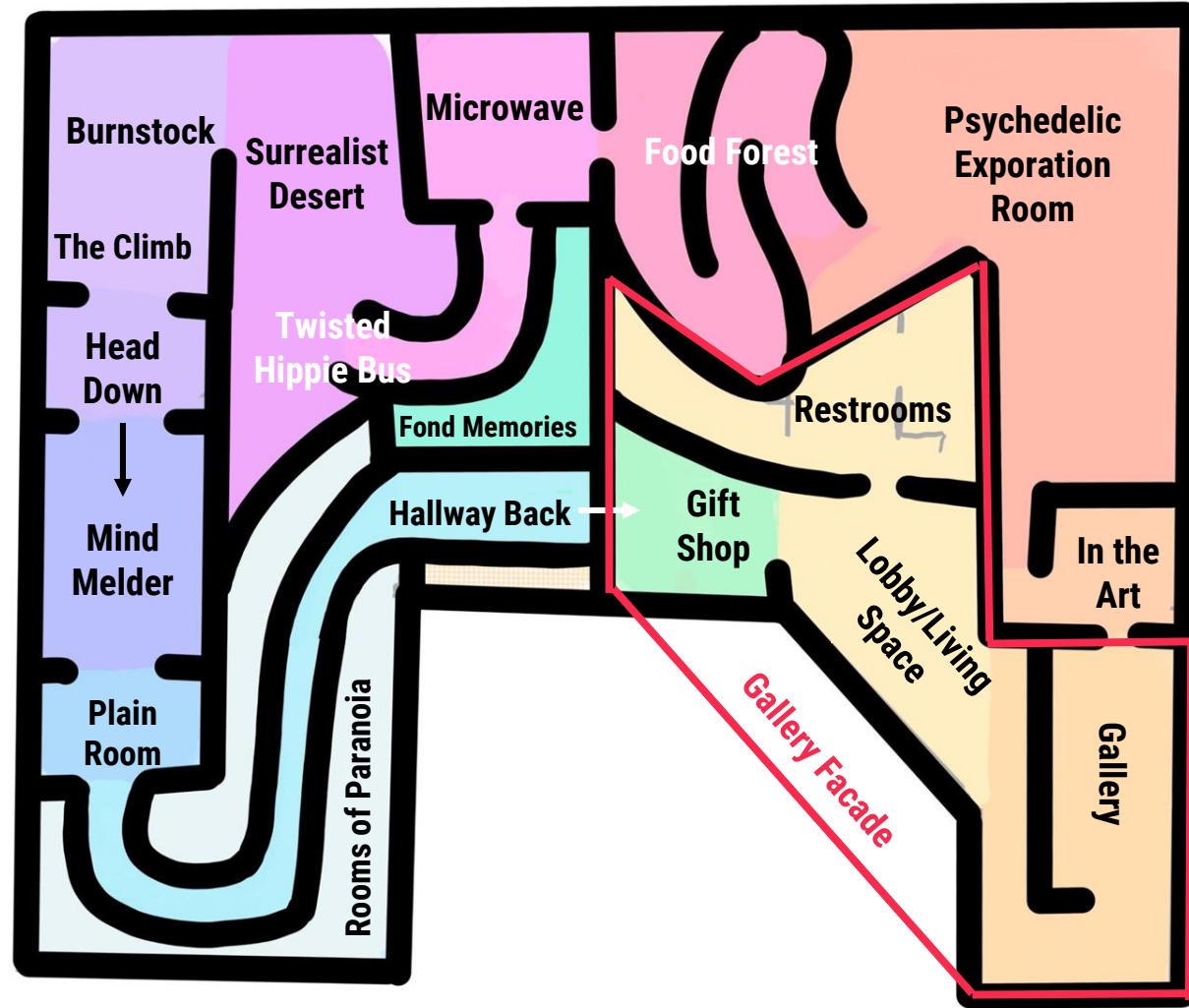


Crucial to Wayfinding, signage played a big role in moving our guests through the space, and adding the home-made feel.



SIGNAGE





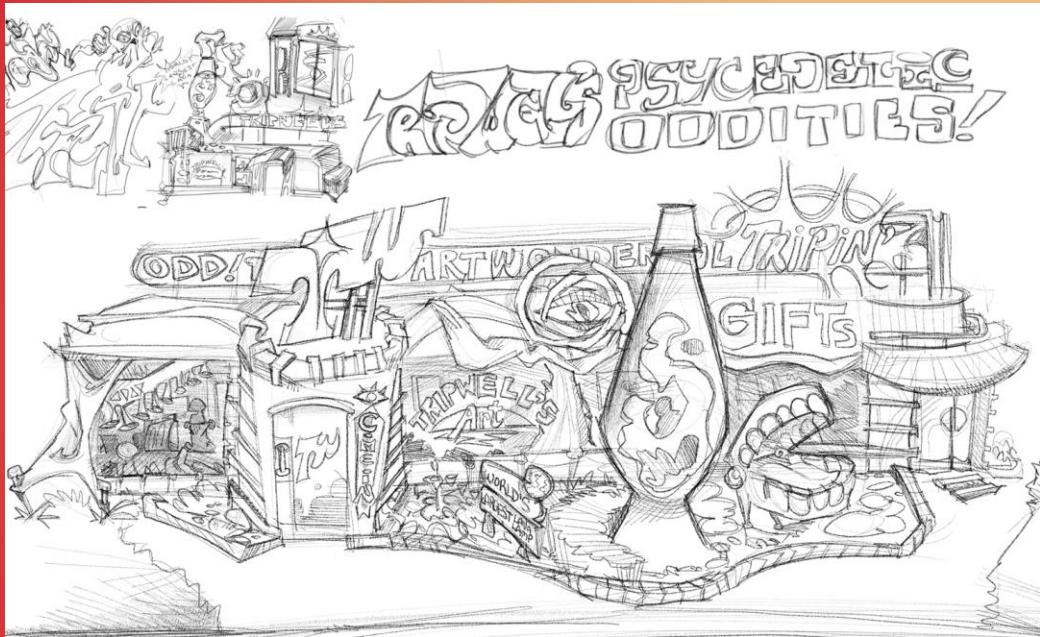


THE

EXPERIENCE



EXTERIOR FACADE



Repurposed objects mashed together to create wacky art.

Guests approach a roadside stand, with ridiculous oversized props.

Obviously homemade, it doesn't let on what kind of experience awaits.



LIVED-IN LOBBY

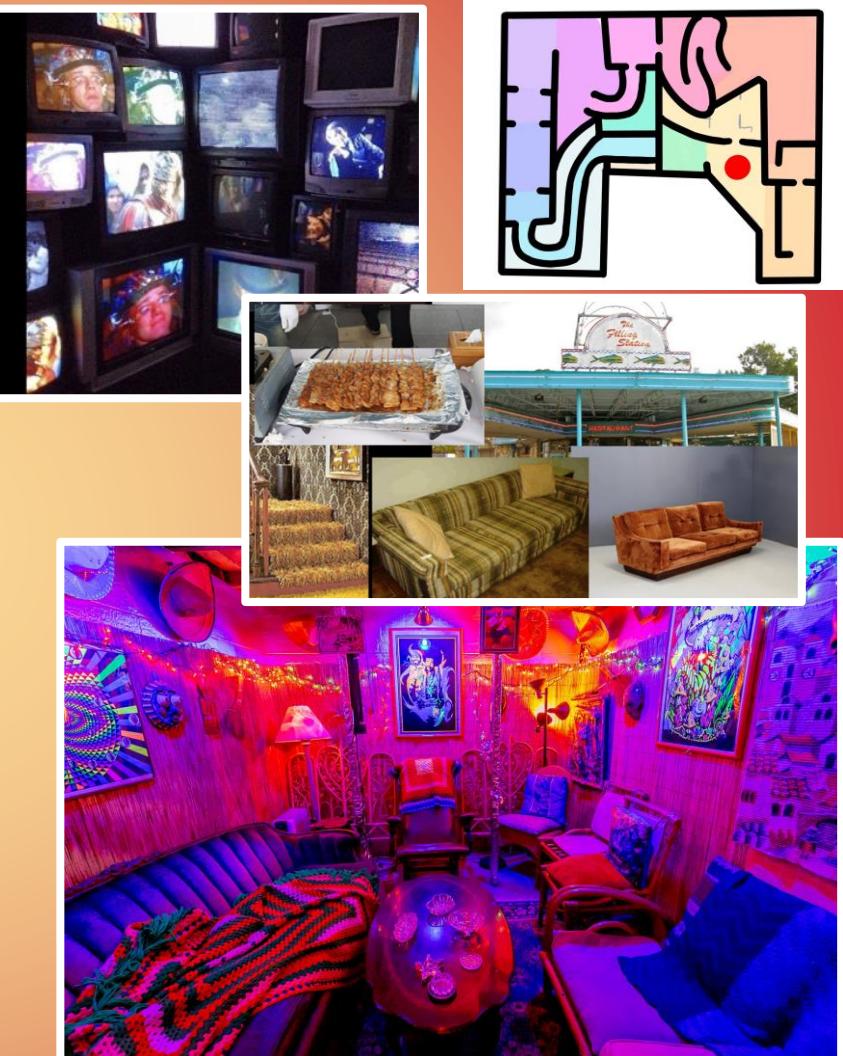
Home videos shown on various retro televisions showcase the different adventures that Hal and Luci have embraced in their younger years.

Some of the tapes shown include:

- Hanging around the apartment, dozing off
- Their joyful hippie bus breaking down in the desert
- Fire Dancing, art making, Sun praising at Burnstock

Multiple hidden details hidden all over this “lobby” looks like it could be a hippie’s family room.

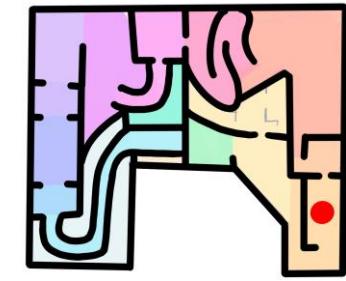
Shag carpet, wooden paneling on the walls, bright colors and tapestries with blacklights.



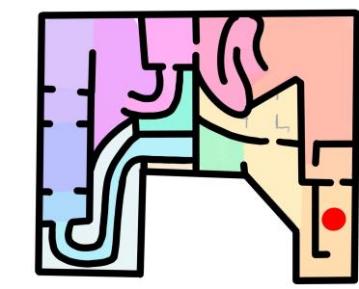
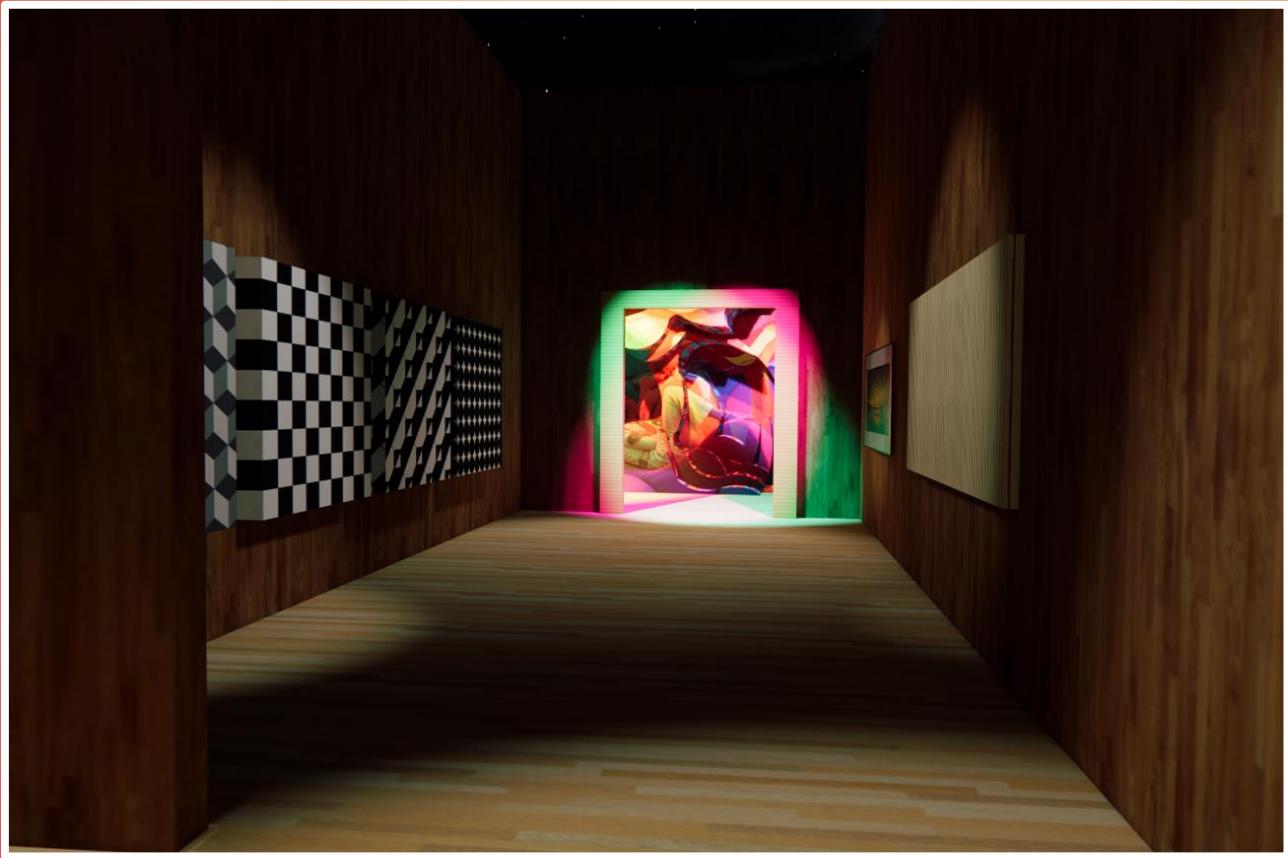
THE GALLERY

Home made art gallery with low lighting, wooden paneling and paintings.

They are **obsessed** with the painting at the end of the hallway.

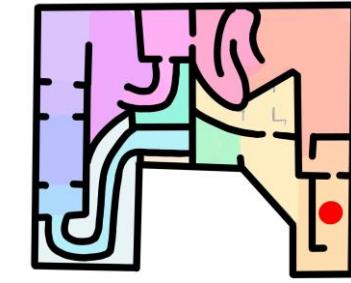
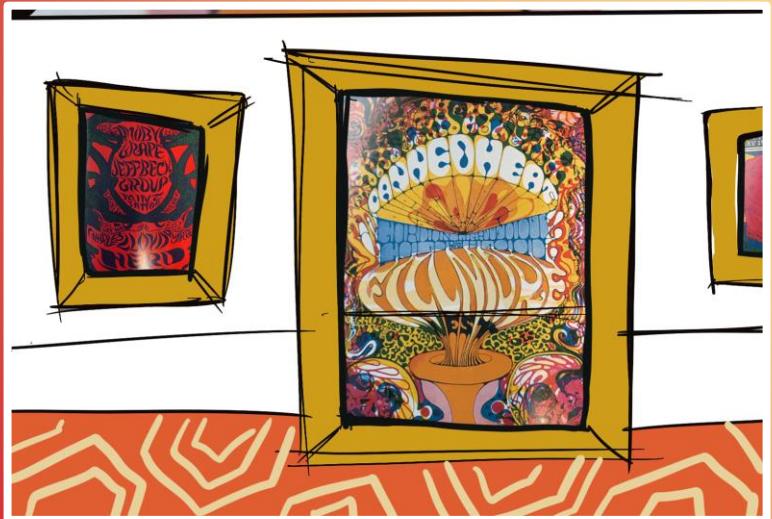


THE GALLERY

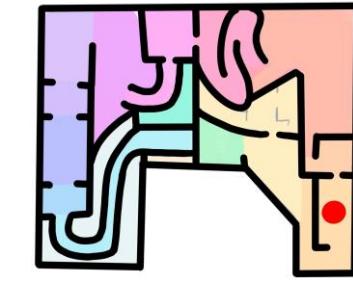


THAT'S SOME WEIRD ART

At the end of the gallery, Guests might notice that the last piece of artwork is expanding to draw them inwards. **What looked like a flat artwork has dimension!** A compulsion to continue into the peculiar threshold overcomes guests.

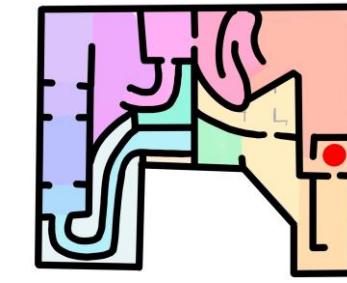
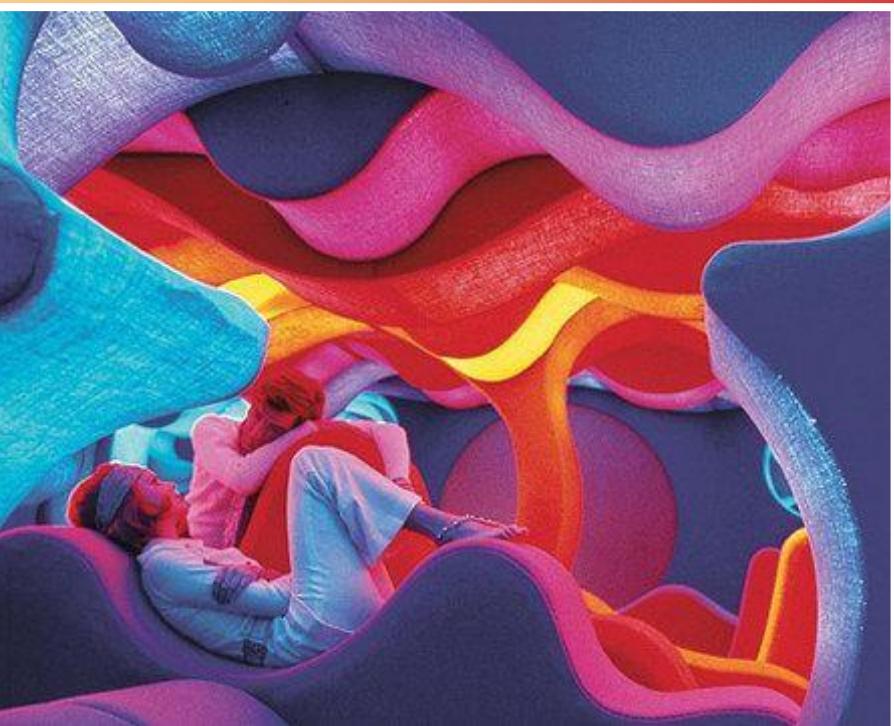
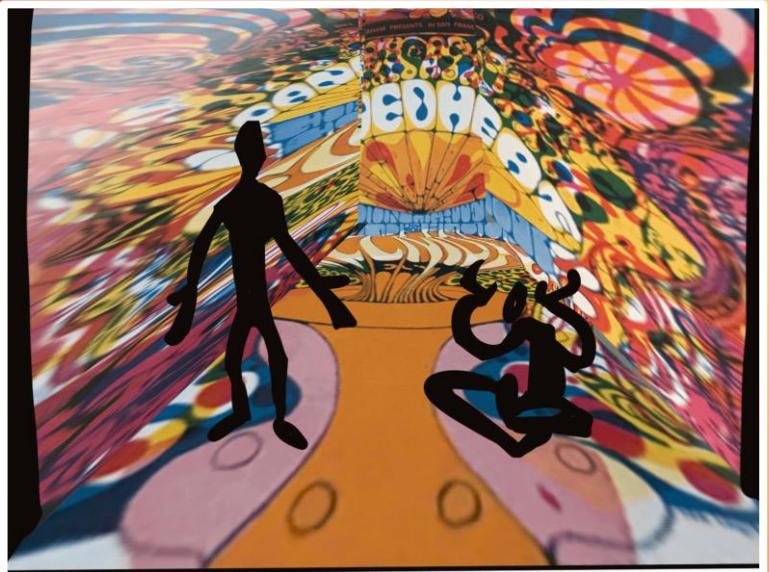


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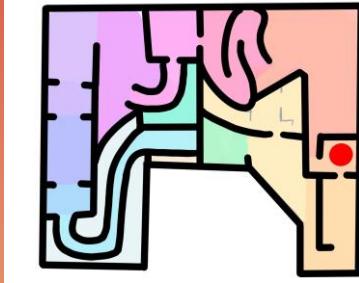
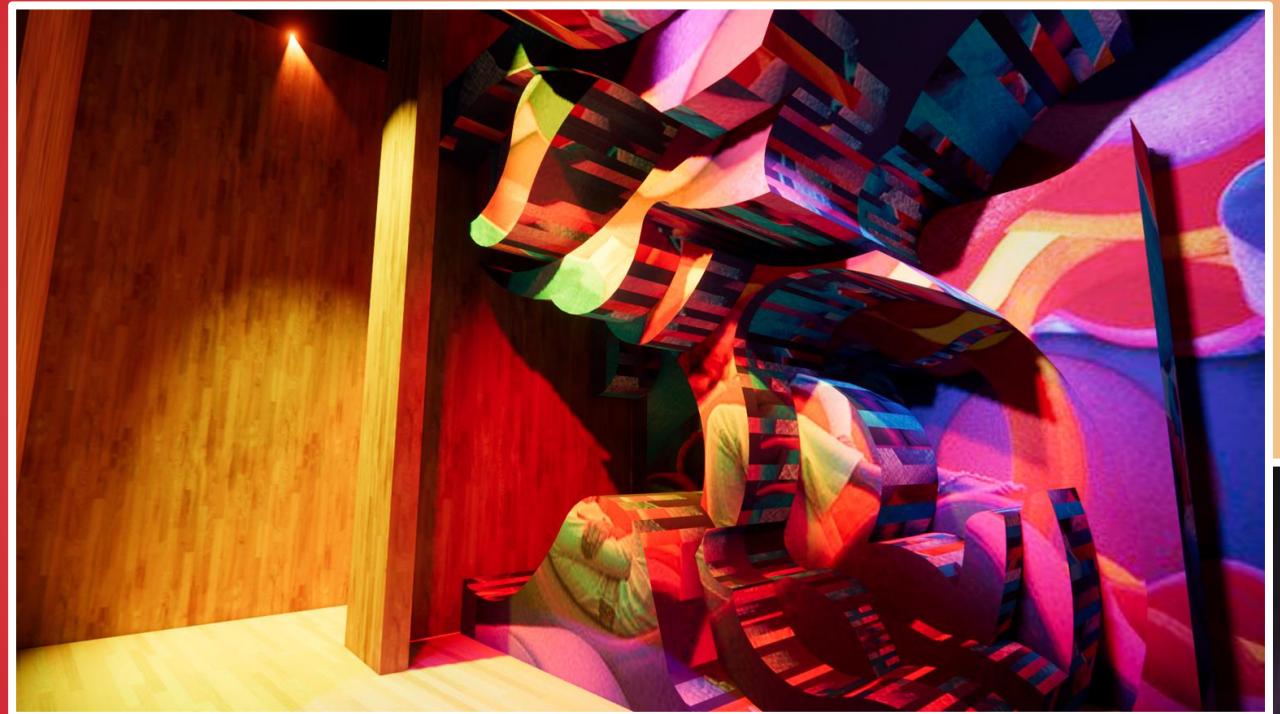


IN THE ART!

Within the artwork, Guests are ushered out by the color of the room slowly desaturating out toward the corners.



IN THE ART!



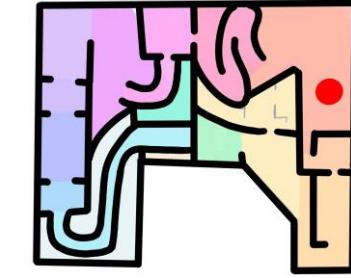
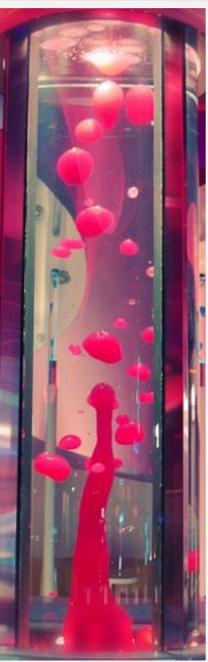
PSYCHEDELIC EXPLORATION ROOM

First big “this is not normal!” moment

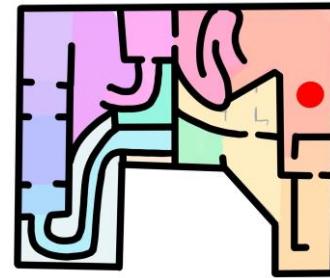
Interactive art

So many different optical illusions

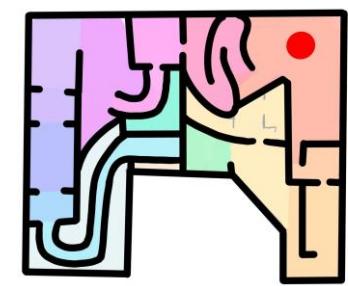
False sense of direction everywhere you go



PSYCHEDELIC EXPLORATION ROOM





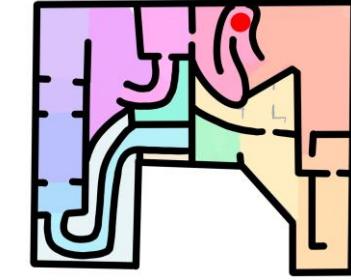


FOOD FOREST

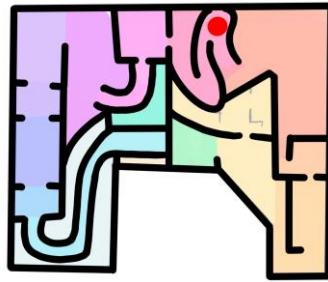
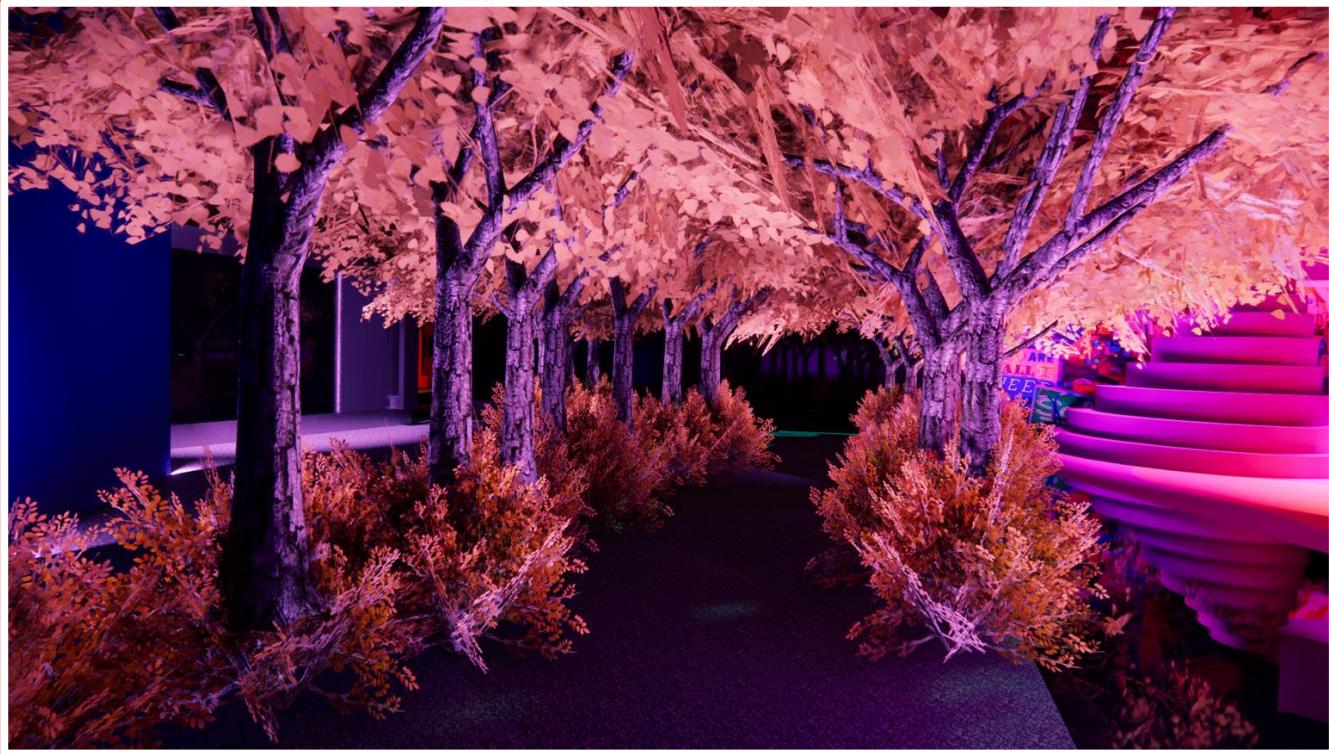
Mysterious dark forest

Everything is made from familiar food
that you were given in the lobby

At the end of the forest is a glow
which is coming from a giant
microwave



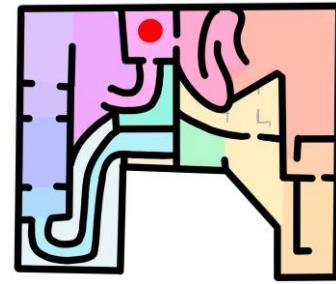
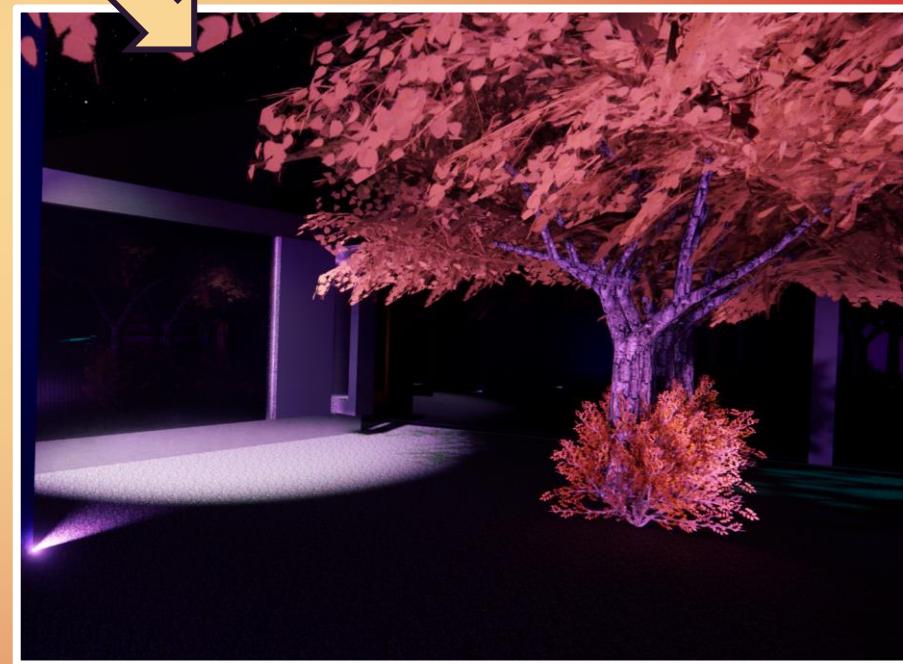
FOOD FOREST



MICROWAVE

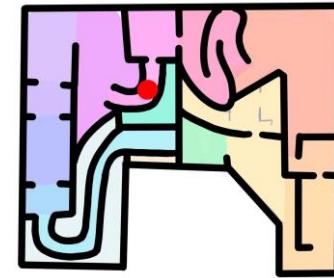
Heat lamps inside the microwave that make it an uncomfortable color but also make it super hot.

Giant burrito is spinning in the middle of the room.



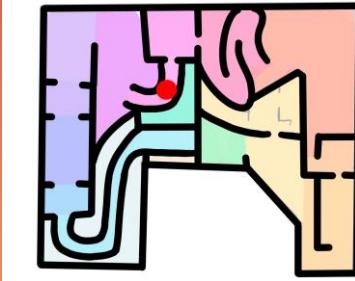
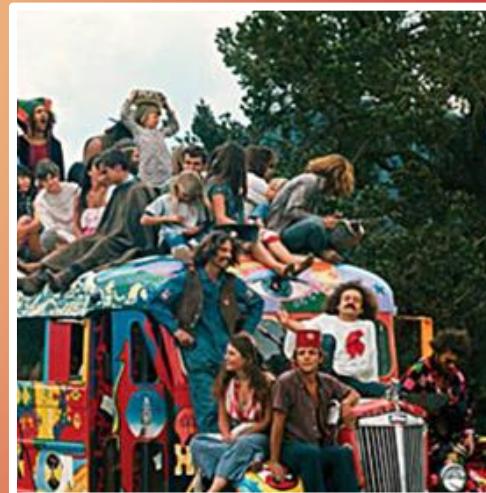
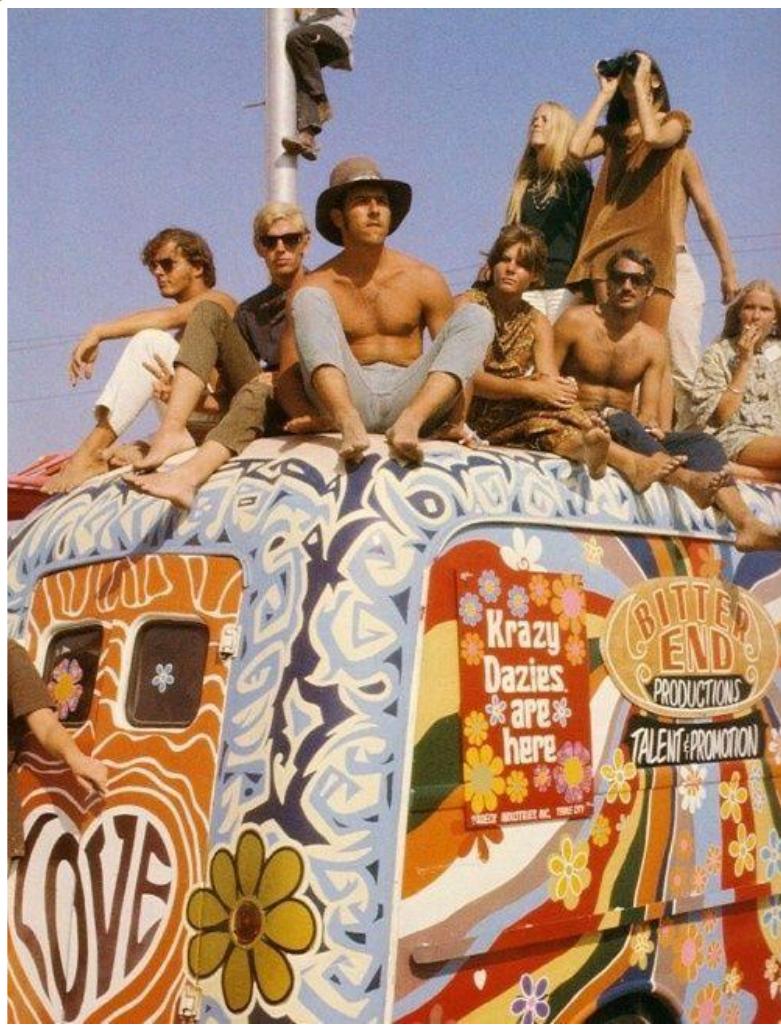
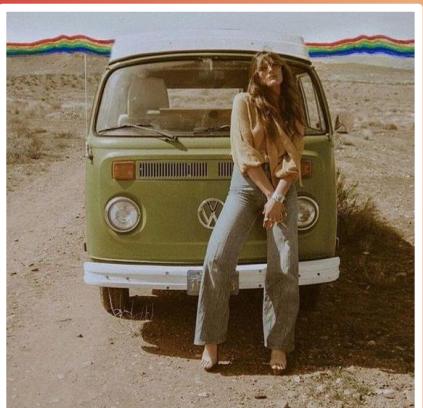
MECHANICAL TRANSITION

Guests slip out of the microwave into a melding of mechanical elements, moving from greased up parts of the microwave into engines and valves merging to combine a hippie bus.

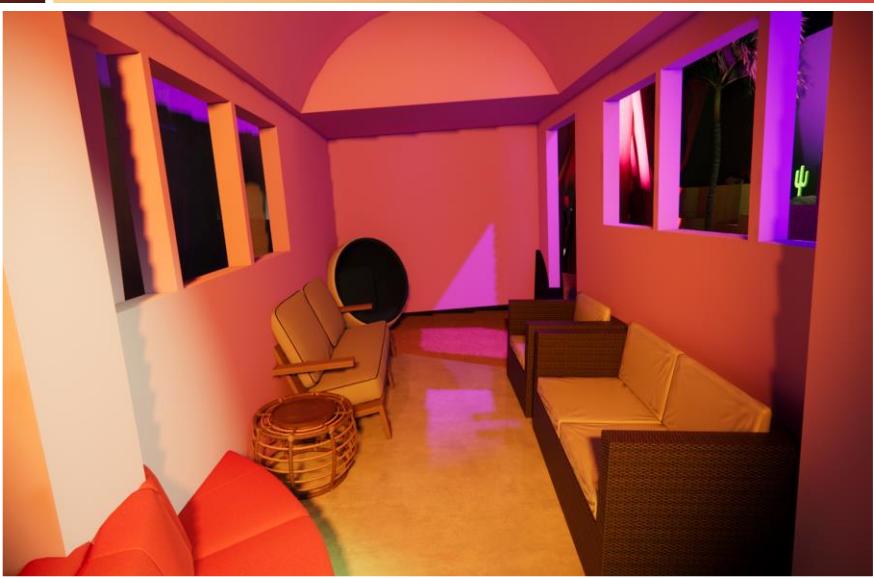
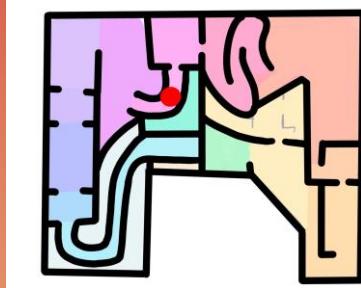


HIPPIE BUS

Curved around bus - the vehicle starts out normal-ish, hippie furnishings, trippy elements moving swirling possibly in patterns of tapestries or something, the front curls to the side, smoke can be seen from outside, the bus lets out into desert where the front of bus can be seen broken down.

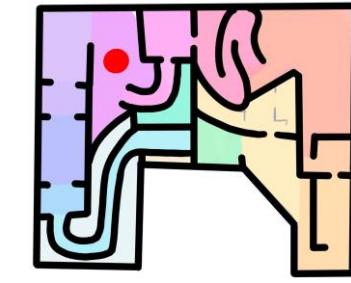


HIPPIE BUS



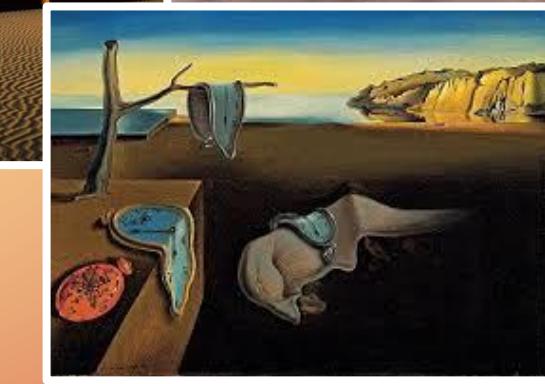
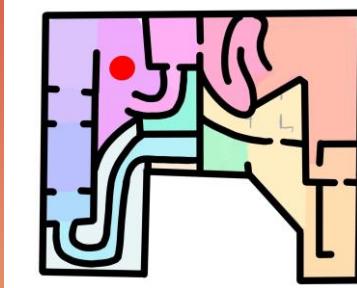
BUS CRASH IN DESERT

The bus twists around into a desert, and upon exiting the bus it becomes apparent that it has crashed. You look back to see the bus totaled but the journey must go on!

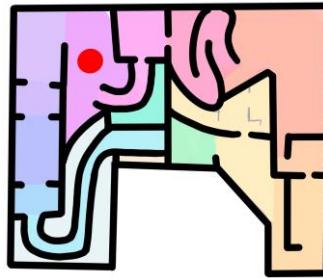


SURREALIST DESERT

The Surrealist desert gives guests a glimpse into Hal and Luci's mirage-like state. Dreams melt into reality as days pass by quickly. Guests detach from reality when walking into this paradoxical dream.



DESERT

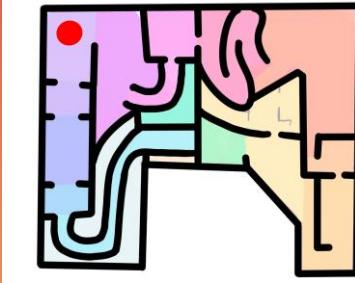


BURNSTOCK

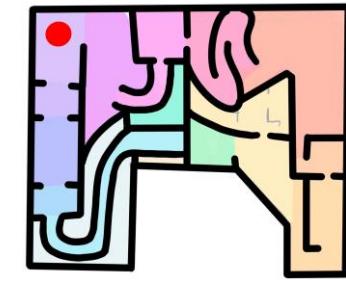
A massive head and body towers over everything.

Fire lights the way towards the head

A staircase made of human parts leads up into the burning man's eyes

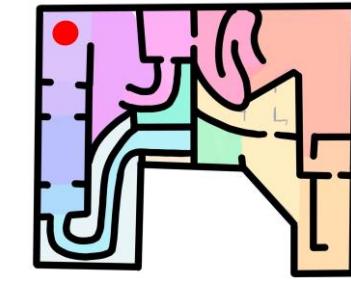
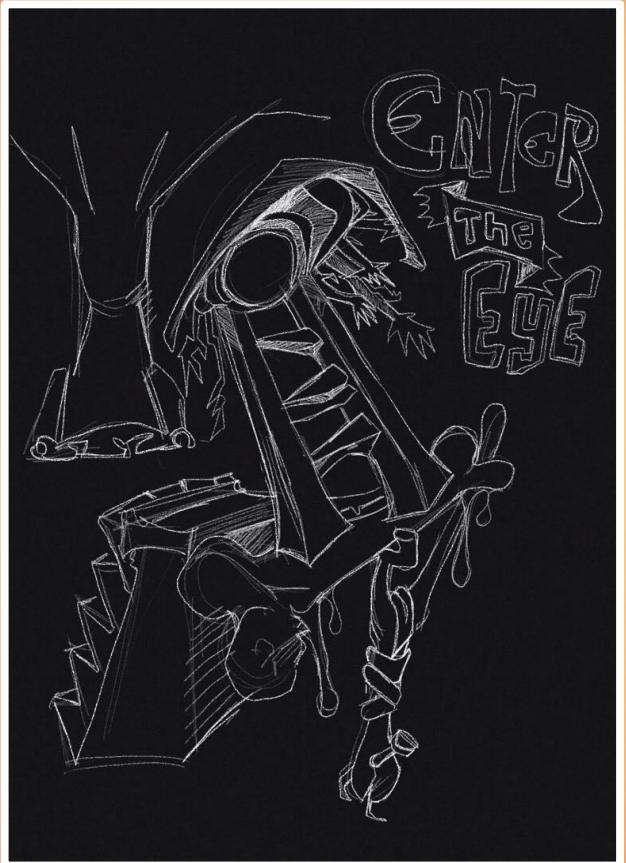


BURNSTOCK

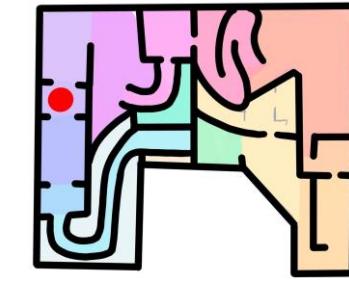


THE CLIMB

Guests embark on a high-steaks climb up into the eye of the looming statue. Shifting stairwells and chanting Burnstock freaks raise the intensity, as they enter through the wooden facade.



EYE TUNNEL



Guests step past the threshold of the physical and into the psychological! A swirling tunnel whisks bright lights around guests as a feeling of disorientation sets in. Memories, thoughts, formulas are whispered through the walls of this tunnel, as everyone stumbles down.



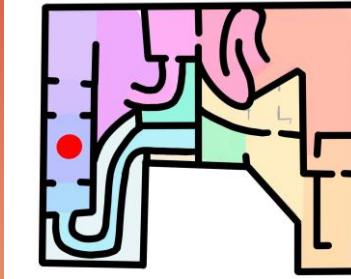
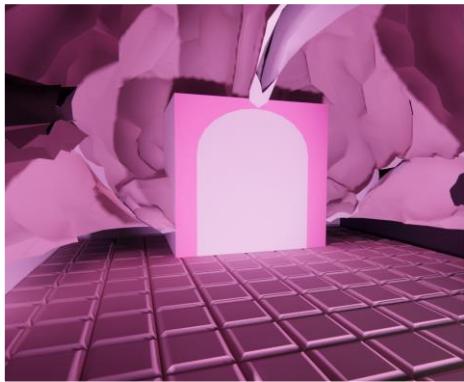
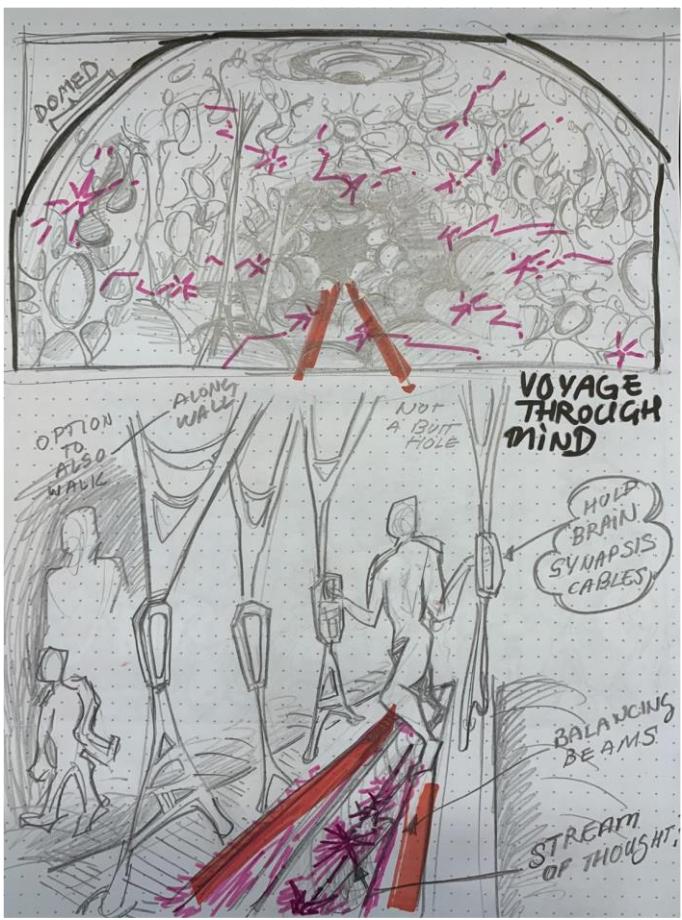
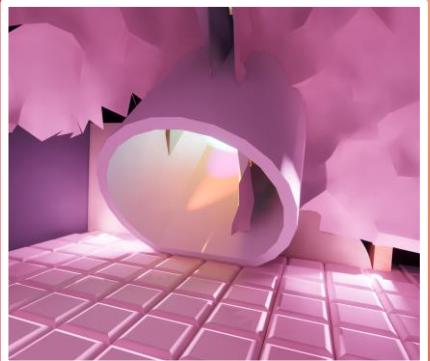
THE BRAIN

Padded room that is a light pink.

Wherever you step lights shoot above you like synapses in a brain.

Rope course that looks like it is apart of the brain.

Memories of yourself earlier in the maze are playing around you.



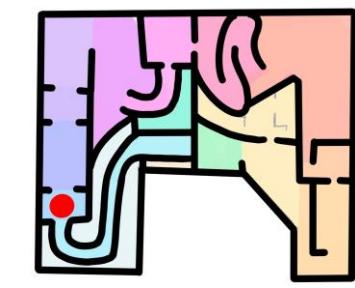
PLAIN ROOM

Guests leap out from the squishy brain substance, into a completely white room. A tiny little set of chairs await guest

Plain white and sterile with blinding bright white lights on every surface.

Super uncomfortable and wondering if it's all over.

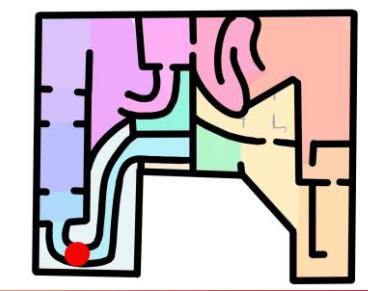
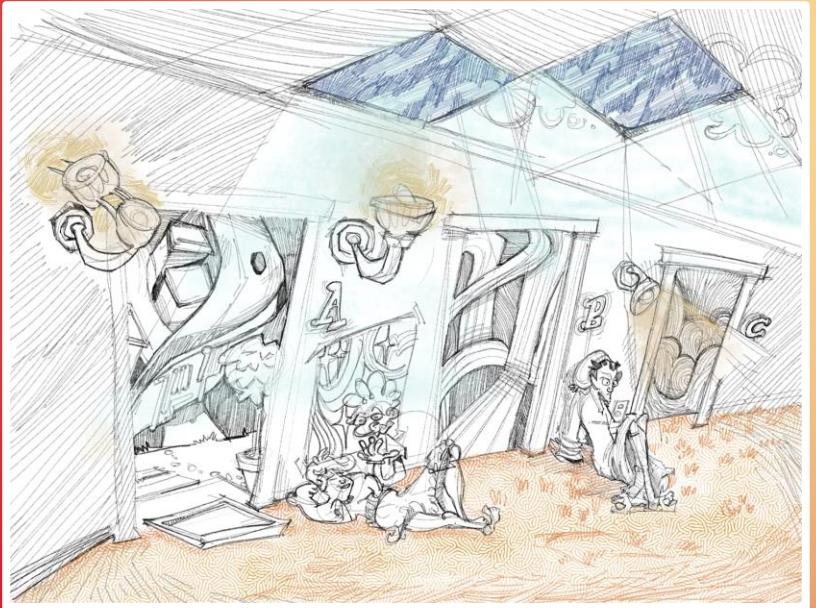
Am I supposed to be here? Death?



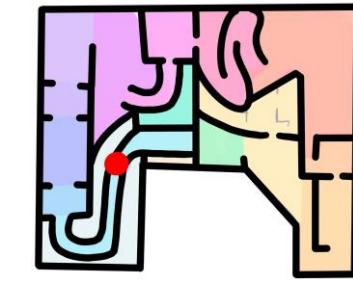
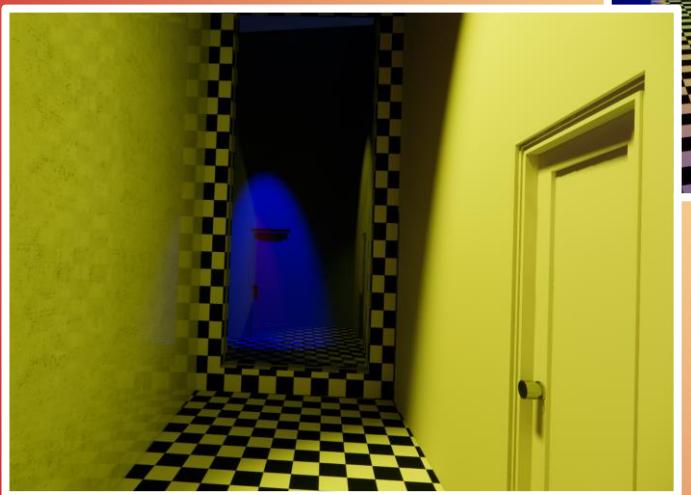
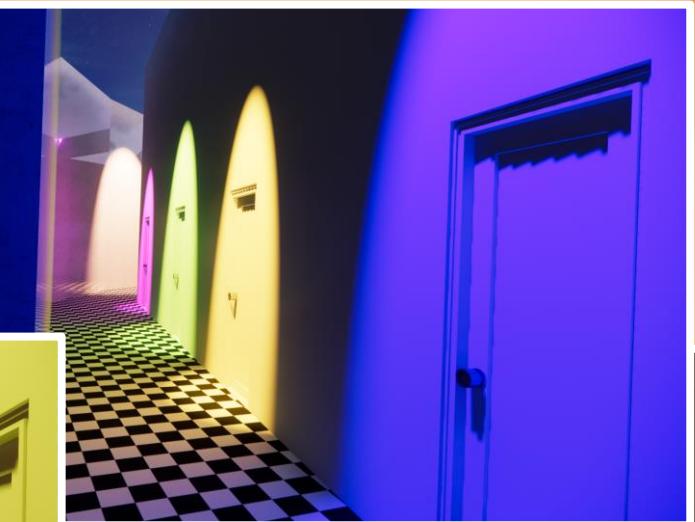
THE CHAOS

HALLWAY

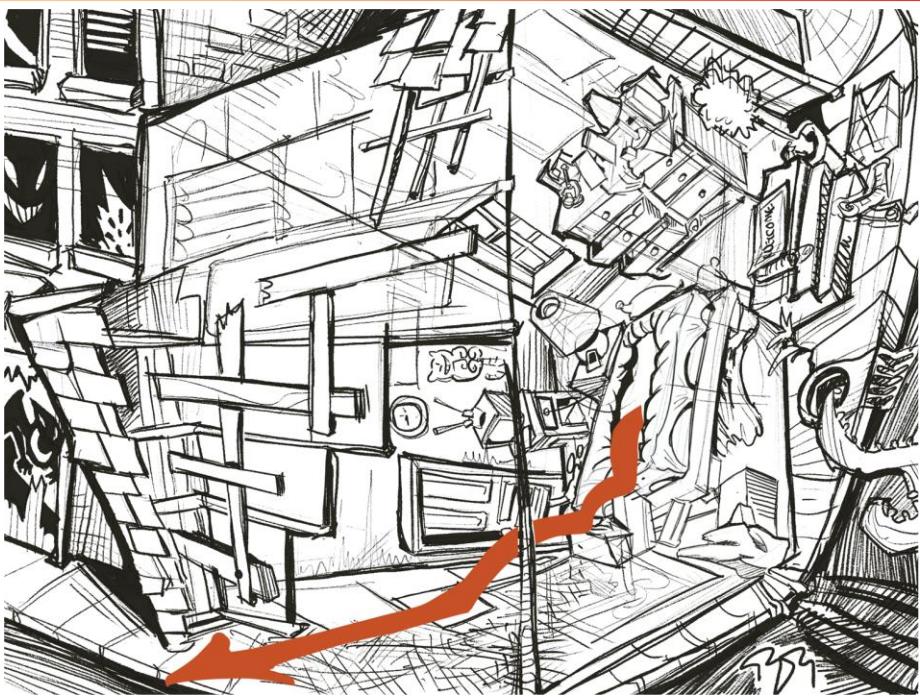
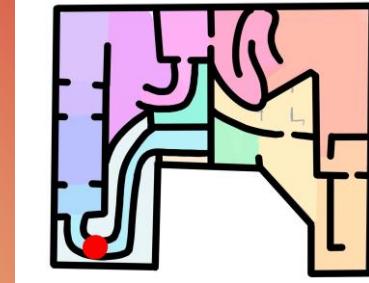
Gloss's journey down a dimly lit hallway, peeking into multiple rooms with different experiences. Different paths can be found as they move through the different rooms and scenes.



THE CHAOS HALLWAY



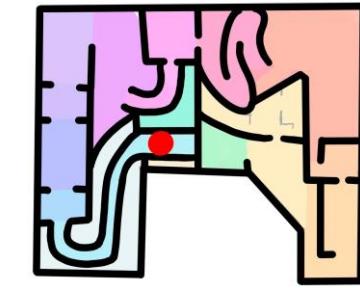
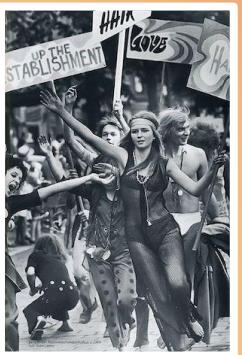
IN THE CHAOS ROOMS



FOND MEMORIES SHOWCASE

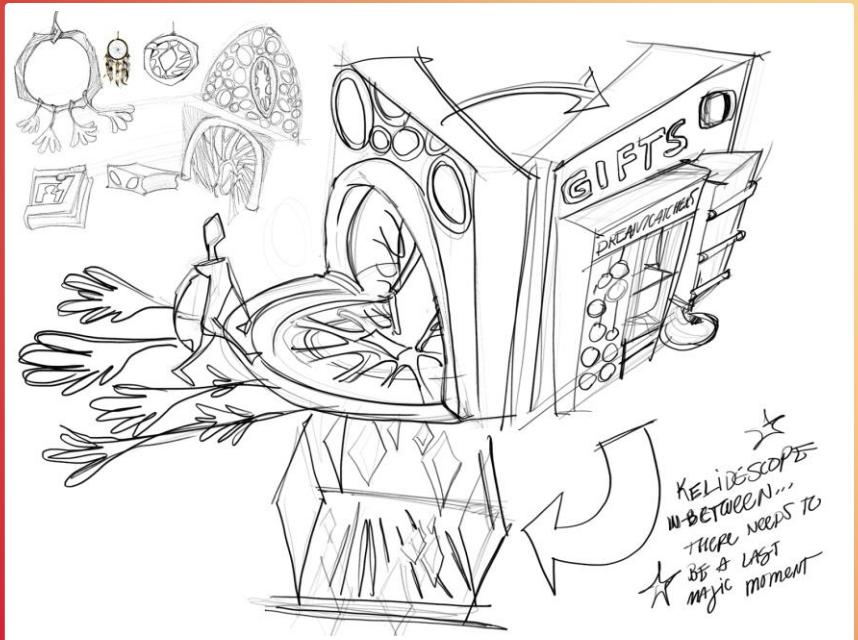
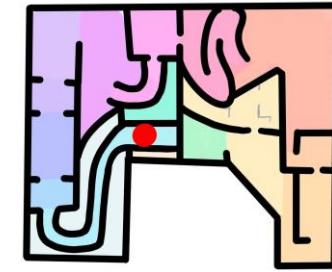
Looking back at old memories and footage from the 60's.

Seeing Hal and Luci and their travels and story.



LAST GLIMPSE DREAM CATCHER

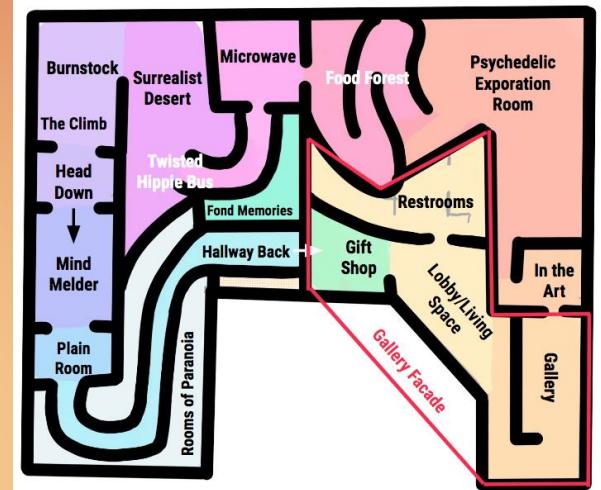
At the end of the hallways of paranoia, and past the fond memories, guests find a giant dreamcatcher. As they step through they get a glimpse of a kaleidoscope of color as it swishes by. The other end is reality, a gift shop, as if nothing ever really happened.



HOMEMADE GIFT SHOP

Plopped back into reality, and ending off in a gift shop full of homemade nick-nacks of things seen on the trip.



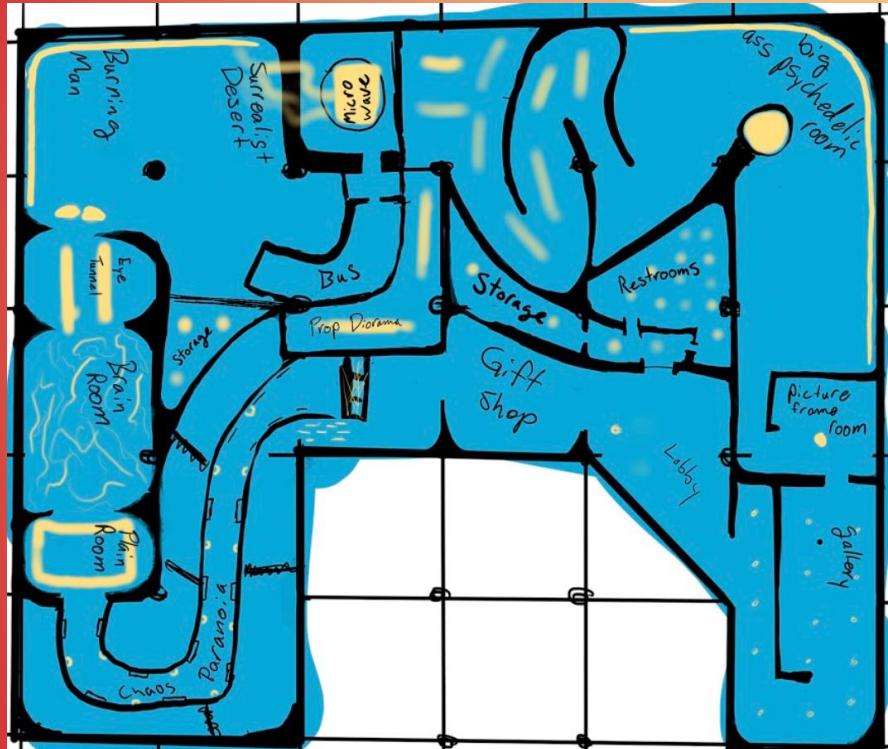


FLOOR PLAN TO SKETCHUP

AERIAL VIEW



IMPLEMENTING LIGHTING



LIGHT MAP



SKETCHUP

P O S T E R S



TAKEAWAYS & **THANK YOU**

