

### EXPERIENCE AND KIOSK

DESIGNS, STORYBOARDS, RENDERS, MODELS

BY TIA KASSIM

#### Japanese Mythology

The tale of the creation of Japan with Kamis Izanagi and Izanami









"The connection to **wood** as a building material is **immanent to Shinto**, which is based on the worship of the '**eight million gods**' that run through nature and **linger in it** - in crags, mountains, and trees" (Hildner, 61)









"The Japanese always use **shiraki** - that is, "white" or **untreated wood**, which symbolizes the **pure and unspent**. Japanese wooden buildings were not originally painted or clad" (Hildner, 61)





(創造 - CREATION)
THE TALE OF THE EIGHT GREAT ISLANDS



#### ABRIDGED CONCEPT STATEMENT

Sōzō is an immersive evening storytelling excursion that invites guests to witness the legendary altercation between Izanagi and Izanami, the two Kami that created Japan. Lit by lantern light, guests will be escorted by a tour guide along the lake to witness the legend unfold as actors reenact pieces of the story from a distance accompanied by lights and fog effects to demonstrate the power of the kami.

# Storyboards

#### KEY MOMENTS/ THEMES

- 1. Guests spot the kiosk on the way to their rooms from the main building
- 2. Guests approach the kiosk and see the promotional material for the experience
- 3. Guests are given special passes at the POS with a meeting time and location
- \*set just after sunset, maybe 7:45 or 8:00pm\* guests gather outside their doors and see a mysterious guide waiting with a lantern hanging from his staff
- 5. The guide waves everyone in a circle, gesturing with his arms, prefacing the evening
- The group is led down to the lake (pov from the back with all the intense shadows projected by the lantern
- 7. Guests emerge from the brush to a seating area at the shore of the foggy lake
- The guide settles in front of the now seated guests with his lantern stuck in the ground beside him
- Two large shadows begin to emerge in the fog with white lights projecting their shadows into the fog (Izanami and Izanagi)
- 10. The guide's arms raise as the story of the staff of creation is told
- 11. The shadows disappear along with the lights as the guide continues the story and begins to explain the wronged virtues that doomed izanami and izanagi
- 12. The lights return with the shadows displaying the pillar from the story of virtues
- 13. The lights dim to a flickering light orange to mimic fire as the guide tells of the horrors that befell the two gods
- 14. The lights dim once more as the horrors resolve and show izanami and izanagi again at the pillar, righting their wrong
- 15. The guide begins to tell the tale of izanami's death as the lights turn a light red and one shadow cradles the other
- 16. Then the guide tells of <u>yomi</u>, the underworld and the lights turn purple as izanagi's figure approaches the gate of the underworld
- 17. The guide tells of the relief of izanagi to see his wife once more and the instructions of izanami to not look behind the gates
- 18. Izanami's spirit shadow is seen chasing the shadow of izanagi
- 19. The guide is telling the story as the lights flash through the fervent chase
- 20. The shadows slowly form into islands and mountains and trees as the light returns to a white color and the guide describes how that battle was the catalyst for the kami that formed Japan and the battle that keeps the population alive







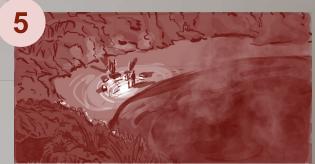






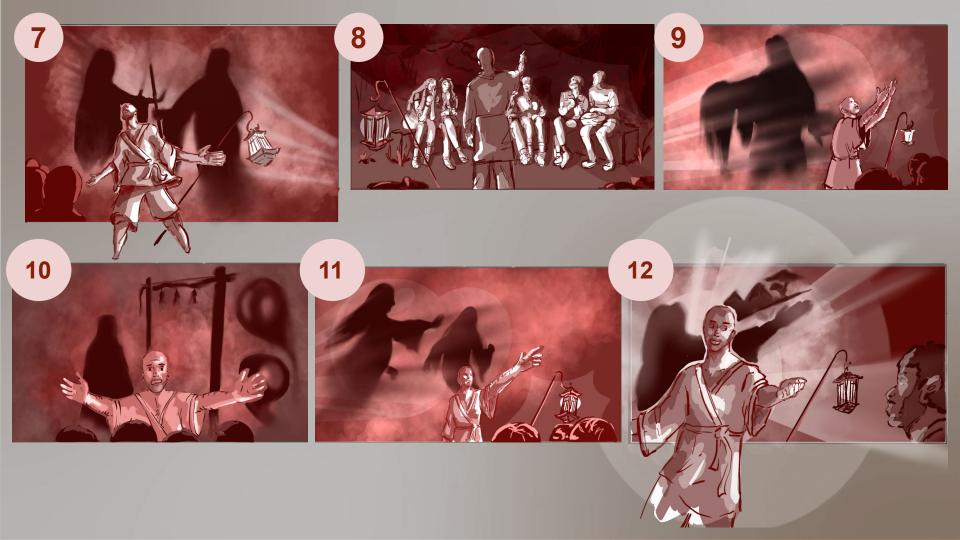






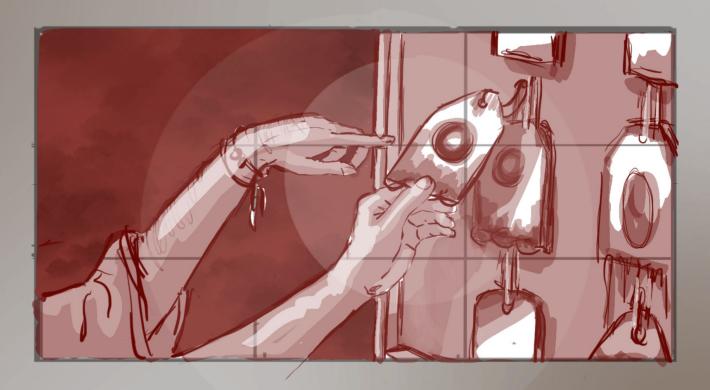


THEMES OF LIGHT AND SHADOW
EMPHASIS ON NARRATION AND MYSTERY





GUESTS SEE THE KIOSK AND CAST MEMBER



GUESTS SELECT A PASS TO THE EVENING'S EVENT

## Evening

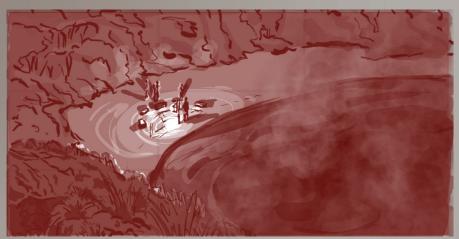
JUST PAST SUNSET, THE NIGHT OF THE EXPERIENCE



GUESTS MEET THEIR **MYSTERIOUS GUIDE** IN A CENTRAL AREA OF THE RESORT, **ILLUMINATED BY A CENTRAL LANTERN** 



THE GUESTS ARE **LED** DOWN A PATH THROUGH THE FOLIAGE, **LIT BY A GUIDING LIGHT** 



THE THICK TREES **BREAK INTO** AN OPEN SPACE **ALONG THE SHORE** WHERE THE GROUP SETTLES



THE GUESTS **SETTLE ALONG THE LAKE** AS THE GUIDE **BEGINS THE TALE** OF THE KAMI OF CREATION





THE GUESTS LEARN OF THE **CURSE** ON THE STAFF OF CREATION THAT **HINDERED** THE TWO KAMI



THE GUIDE TELLS OF THE **TRAGIC DEATH** OF IZANAMI
THAT **FORMED THE MAIN ISLAND**S OF JAPAN



IZANAMI ENTERS THE **UNDERWORLD** AS IZANAGI FOLLOWS TO **RETRIEVE** HER



IZANAMI **FURIOUSLY CHASES** IZANAGI OUT OF THE LAND OF THE DEAD FOR HIS ACTIONS



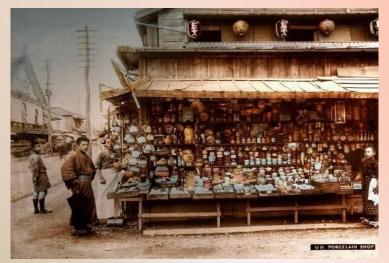
## Sōzō Cart

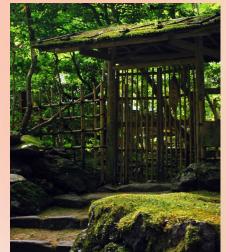
#### CONCEPT STATEMENT

This unique cart offers a multitude of memorabilia to **enhance your experience** at *Chōwa*. From stone candles to teas, the cart's merchandise was chosen specially to encourage a sense of **mindfulness and closeness with nature**.

This cart also acts as the **landing point** for the resort's experience *Sōzō*, being the source to serve each guest a **freshly brewed cup of traditional matcha tea** to stimulate internal balance.

In **partnership with Takezasado**, a classic woodblock printing shop in Kyoto, Japan, this cart also showcases and offers **woodblock printed pieces** for guests to take home.













#### **NEEDS**

Point of Sale Inclusion of Woodblock Printed Pieces ADA compliant shelves, paths, etc Compliment resort mission/concept Specialty Element 8' x 16' minimum Attraction Information Storage Props

#### WANTS

Flow that mimics Japanese street carts

Distinct area for experience involvement

Natural materials (resort mission)

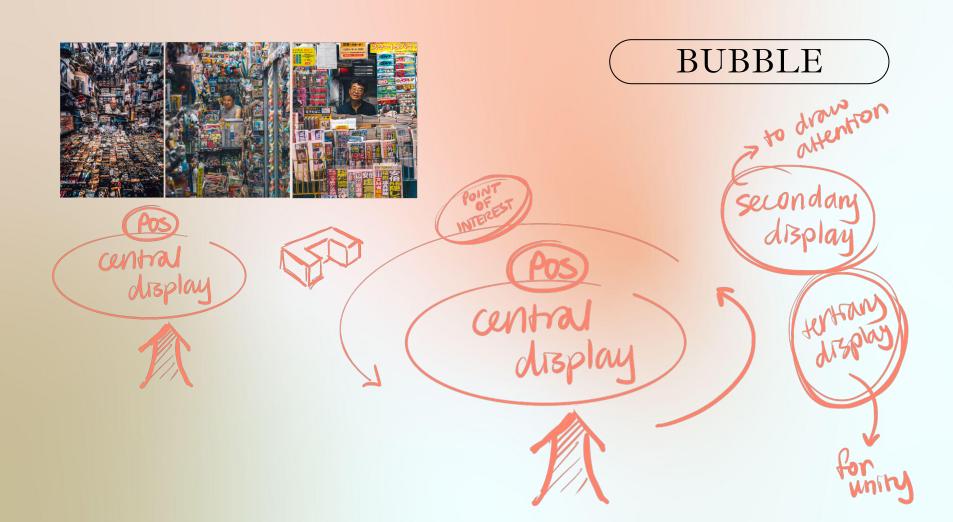
Nods to the experience's story

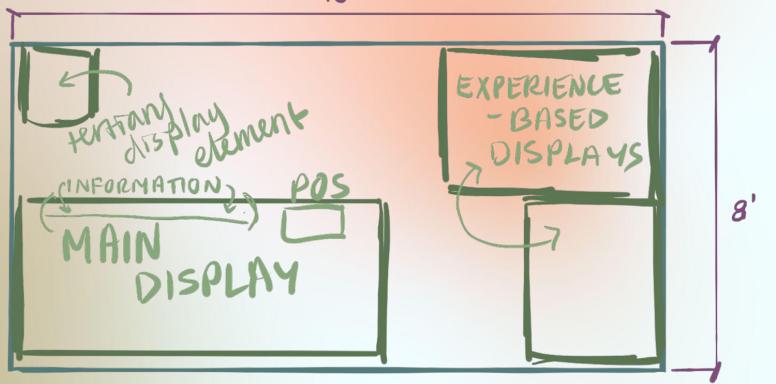
Distinct area for experience invitations

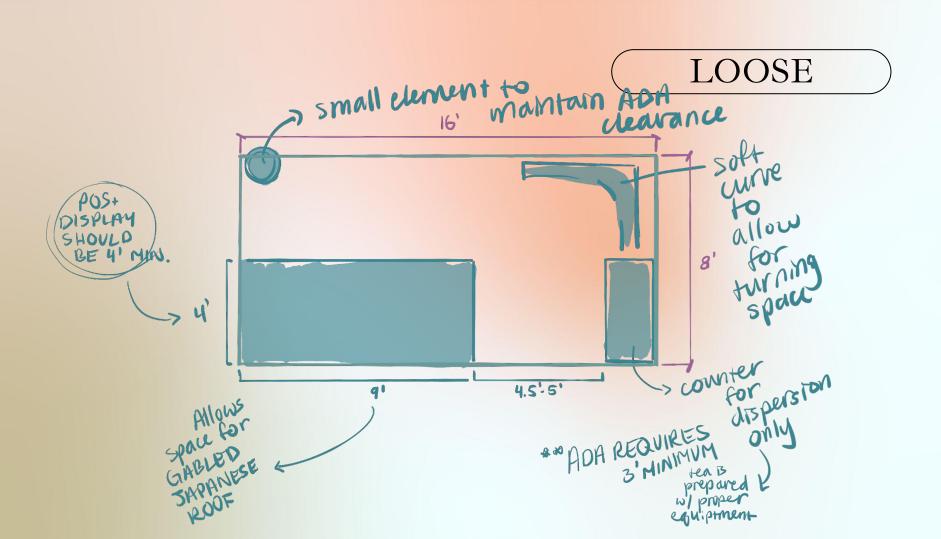
Draws guests toward experience

Design style based on some form of Japanese architecture



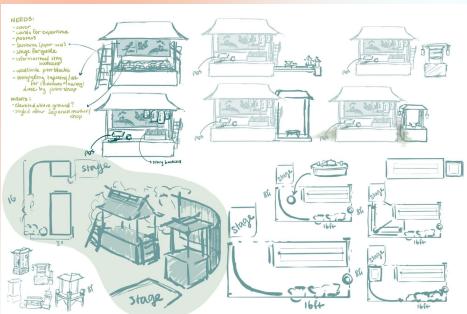






#### DEVELOPED





#### DEVELOPED



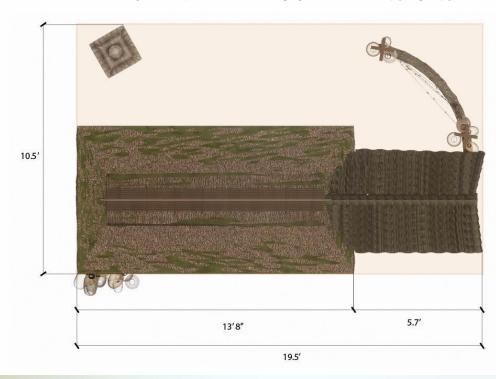
KIOSK ELEMENTS

#### AERIAL VIEW LAYOUT

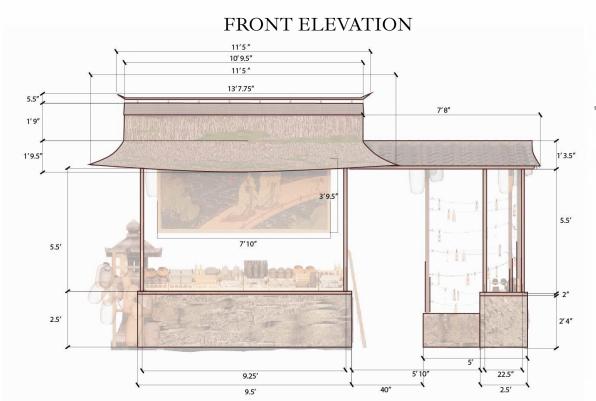


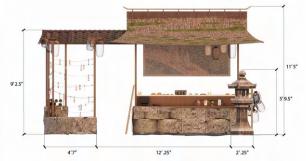
#### **ELEVATIONS AND DIMENSIONS**

#### AERIAL VIEW LAYOUT DIMENSIONS



#### **ELEVATIONS AND DIMENSIONS**





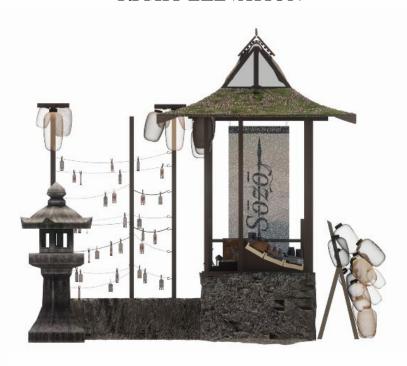
**BACK ELEVATION** 

#### **ELEVATIONS AND DIMENSIONS**

#### LEFT ELEVATION

## 3' 4.5" 5.5' 7' 2" 2.5' 5.75'

#### RIGHT ELEVATION











# MATCHA TEA







# MATCHA TEA

This serving of tea in pairing with the experience harkens back to the original intentions behind the tea ceremony, creating a sense of hospitality and encouraging a sense of internal balance.

# MATCHA TEA







COMPON. NAME	SHEET LOCATION

1

01 L SP101 S

LOCATION SHOT

SCALE: N/A



COMPANY & CONTACT INFO.

PROJECT NAI

Specialty Feature - EDES 201

PROJECT PHASE

# **DESIGN INTENT**

PAGE NO

SP100

CLASS EDES 201 - Entertainment Design I FACULTY Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE 11" X 17"

COMPONENT IDENTIFICATION

COMPON. NAME SHEET LOCATIO

REVISIONS

ITEM NO. DATE NOTATIONS & REVISIONS



# TABLE OF CONTENTS

SP000	Hero shot of Specialty Feature
SP100	Location Shot of Specialty Feature
SP101	TOC and Scope Matrix
SP102	Isometric View of Feature
SP103	Isometric View of Feature w/ labels
SP104	Component Breakdown
SP105	PC100 Dimentions & Details
SP106	PC101 Lay-in with PC100
SP107	PC101 Dimentions & Details
SP108	PC102 Lay-in with PC101 and PC100

SP109	PC102 Dimentions and breakdown
SP110	PC102 Dimentions and breakdown cont.
SP111	PC103 Dimentions & Details
SP112	PC105 Dimentions & Details
SP113	PC104 Dimentions & Details
SP114	SPFX01 & SPFX02
SP115	SPFX Layout & Details
SP116	Material Reference 01
SP117	Material Reference 02

PROJ. LOC.	ELEMENT #	QTY	ELEMENT TYPE / DESCRIPTION	LOCATION	DESIGN INTENT RELEASE DATE	REV.	POWER / DATA	FOOTER / BLOCKING	NOTES
Sozo Cart	COMPONENT A		1 BASE ELEMENT, VENTED	CART TEA COUNTER	11/2/23	0	NO	N/A	SP104
Sozo Cart	COMPONENT B	:	1 ROCKWORK, SLIDES CLEANLY INTO COMPONENT A	WITHIN COMPONENT A	11/2/23	0	NO	N/A	SP106
Sozo Cart	COMPONENT C	1	1 COAL FEATURE	WITHIN COMPONENT B	11/2/23	0	NO	N/A	SP107
Sozo Cart	COMPONENT D		I IRON BAR TO SUSPEND KETTLES	SITUATED DIRECTLY OVER COMPONENT A, SECURED TO CART COUNTER	11/2/23	0	NO	N/A	SP110
Sozo Cart	COMPONENT E	Ę	3 KETTLE	HUNG FROM COMPONENT C	11/2/23	0	NO	N/A	SP112
Sozo Cart	COMPONENT F		1 HOOKS FOR KETTLES	HUNG FROM COMPONENT C	11/2/23	0	NO	N/A	SP111
Sozo Cart	SFX01- STEAM	1	1 STEAM EFFECT FROM BELOW FEATURE, PASSES THROUGH VENTS	SITUATED WITHIN TEA COUNTER, BELOW COMPONENT A	11/2/23	0	YES	N/A	SP113
Sozo Cart	SFX02- LIGHTS		LIGHT EFFECT FROM BELOW FEATURE, SHINES THROUGH VENTS	SITUATED WITHIN TEA COUNTER, BELOW COMPONENT A	11/2/23	0	YES	N/A	SP113



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201
PROJECT PHASE

# **DESIGN INTENT**

PAGE NO.

EDES 201 - Entertainment Design I

Greg Randle

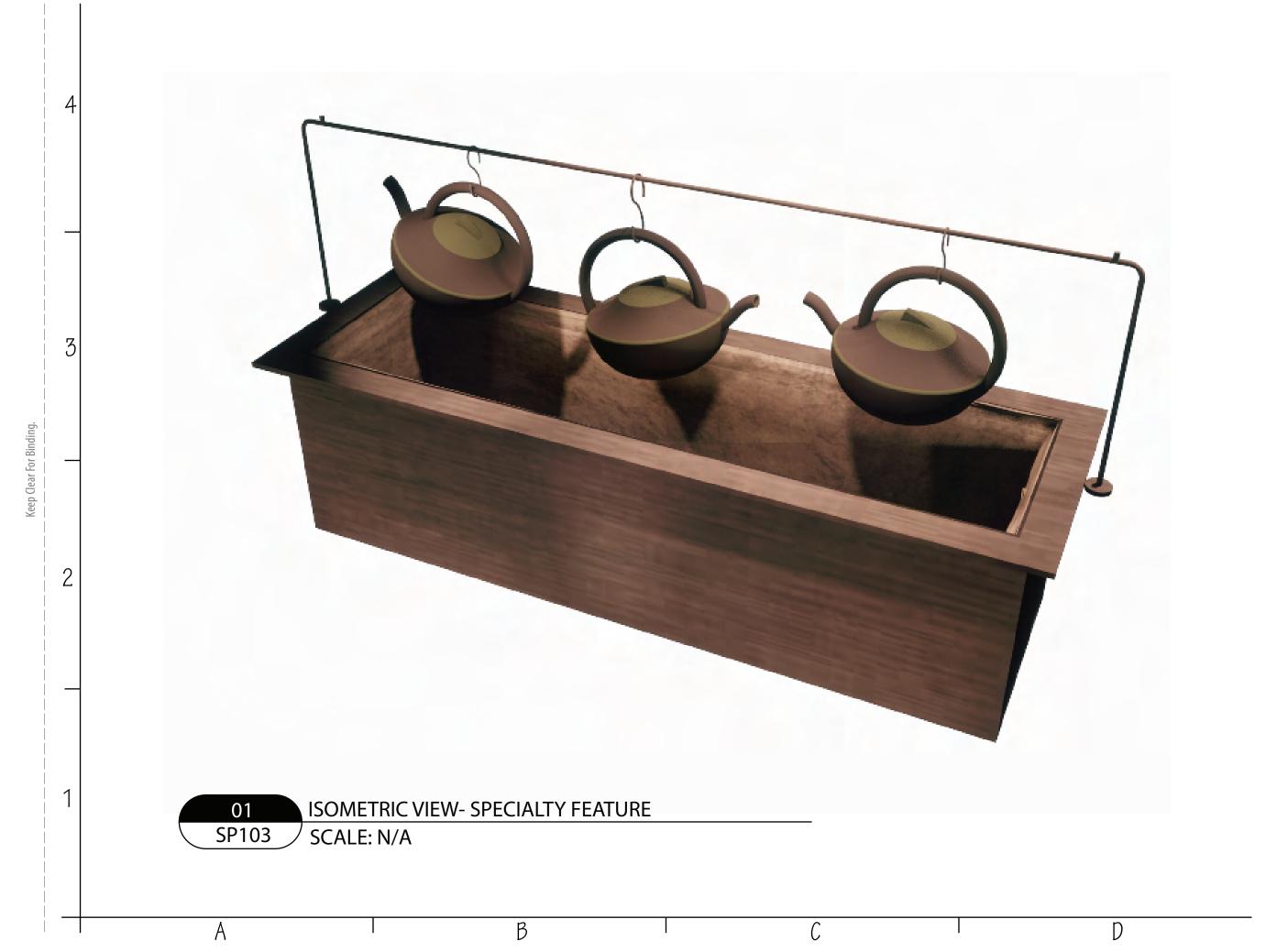
November 1, 2023

ORIGINAL PAPER SIZE 11" x 17"

# COMPONENT IDENTIFICATION

COMPON. NAME	SHEET LOCATION

ΓEM NO.	DATE	NOTATIONS & REVISIONS





COMPANY & CONTACT INFO.

Specialty Feature - EDES 201
PROJECT PHASE
DESIGN INTENT

PAGE NO.

SP103

EDES 201 - Entertainment Design I

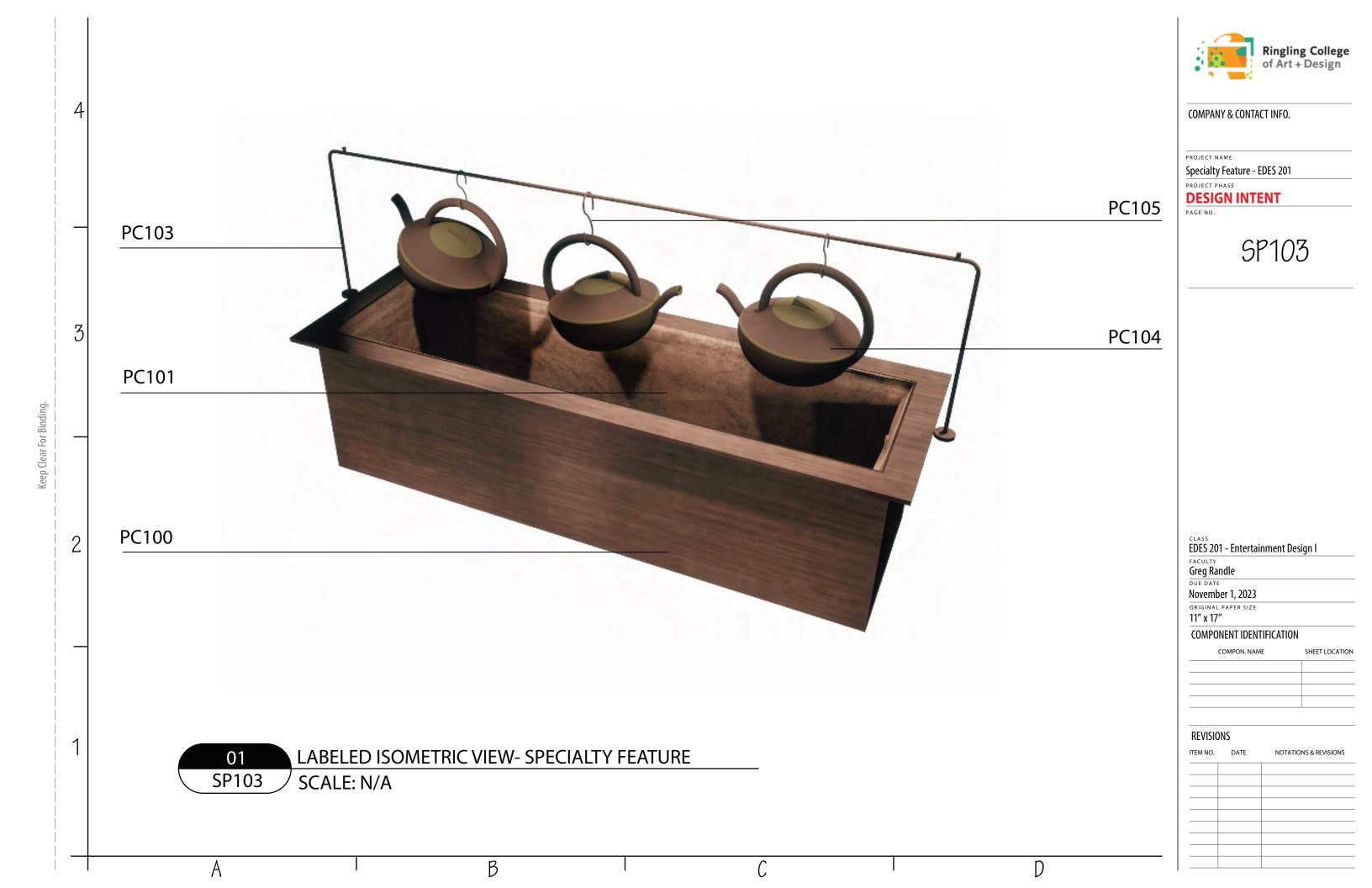
Greg Randle
DUE DATE
November 1, 2023

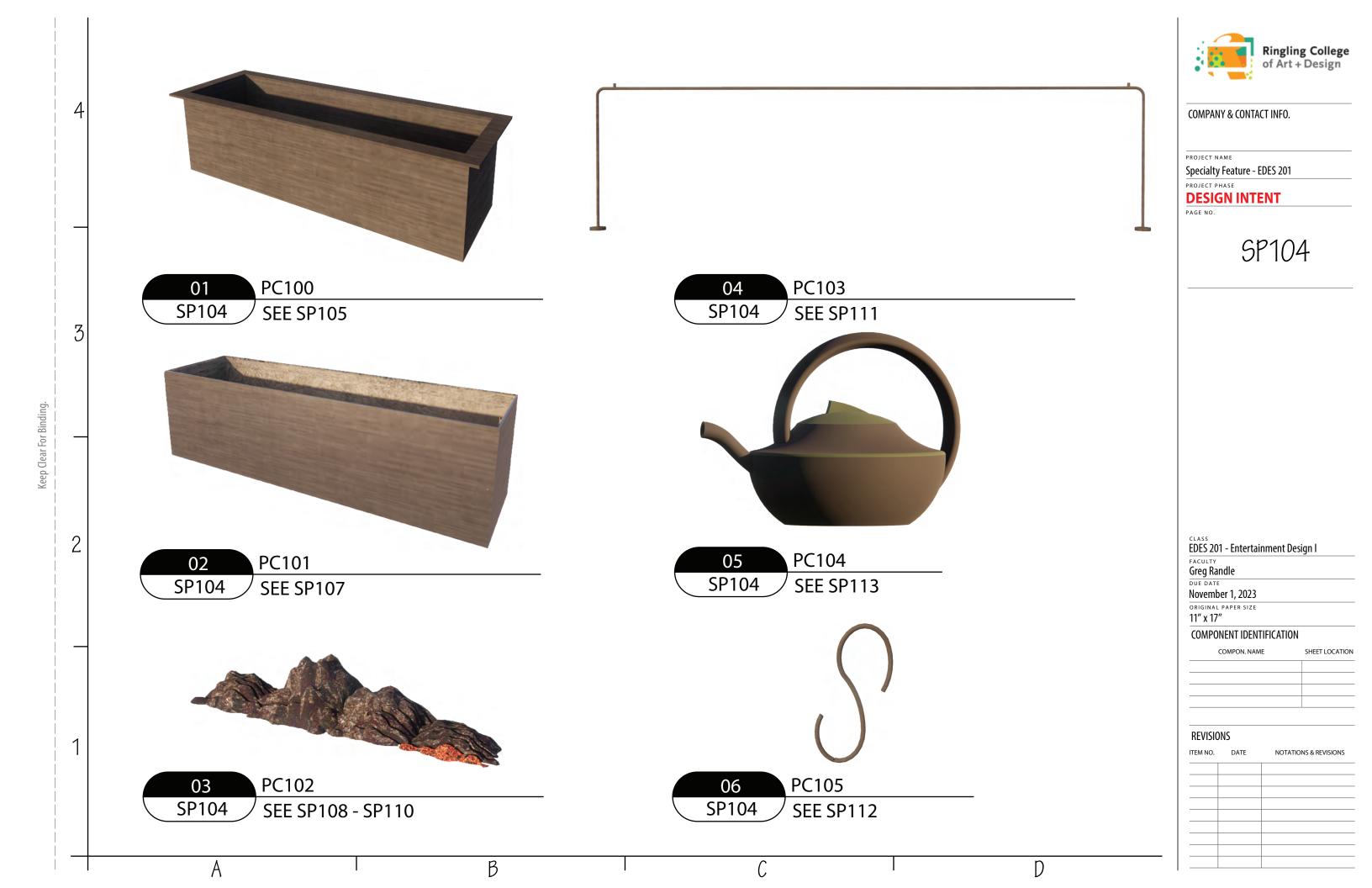
ORIGINAL PAPER SIZE 11" x 17"

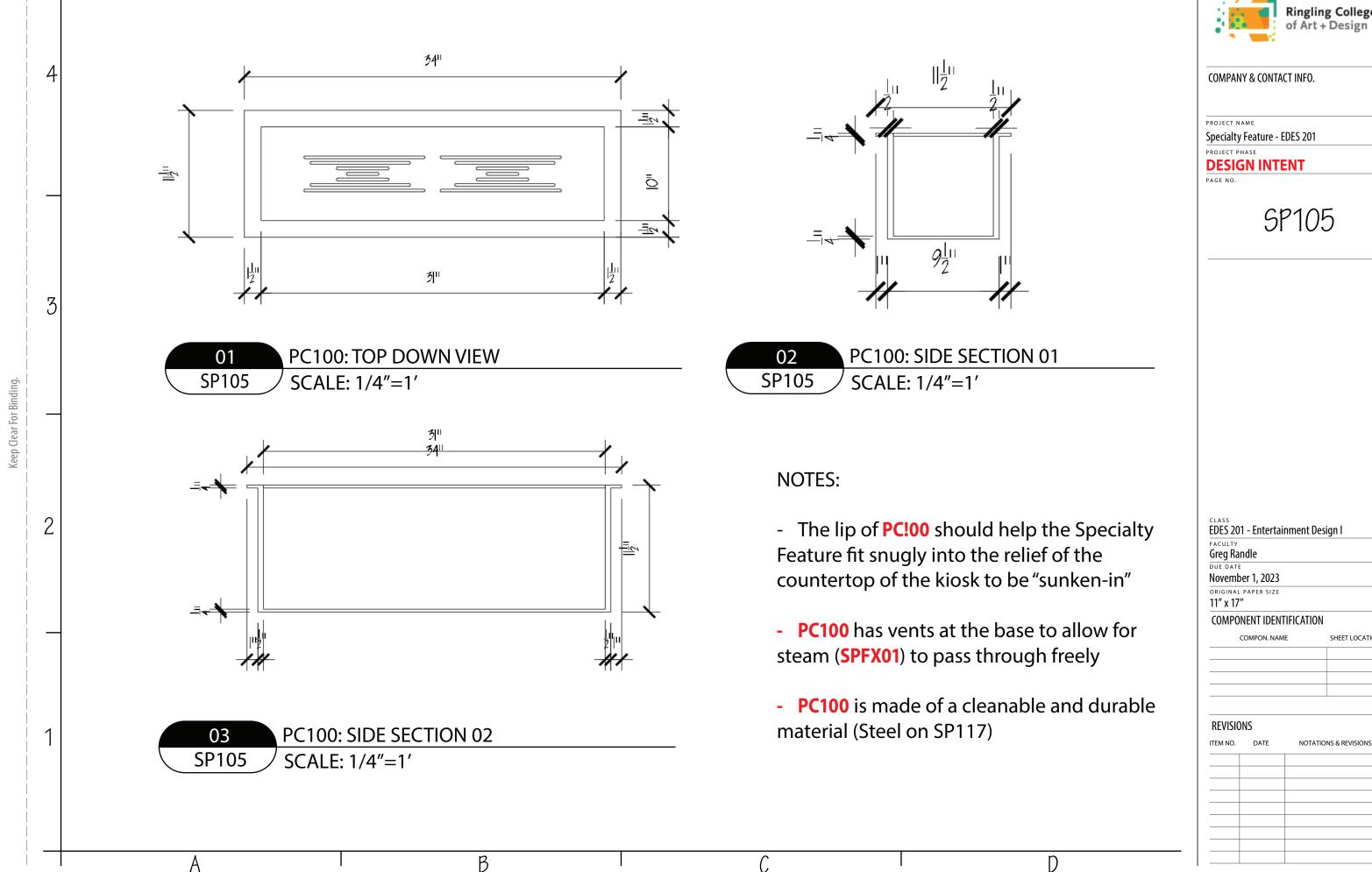
# COMPONENT IDENTIFICATION

COMPON. NAME	SHEET LOCATION

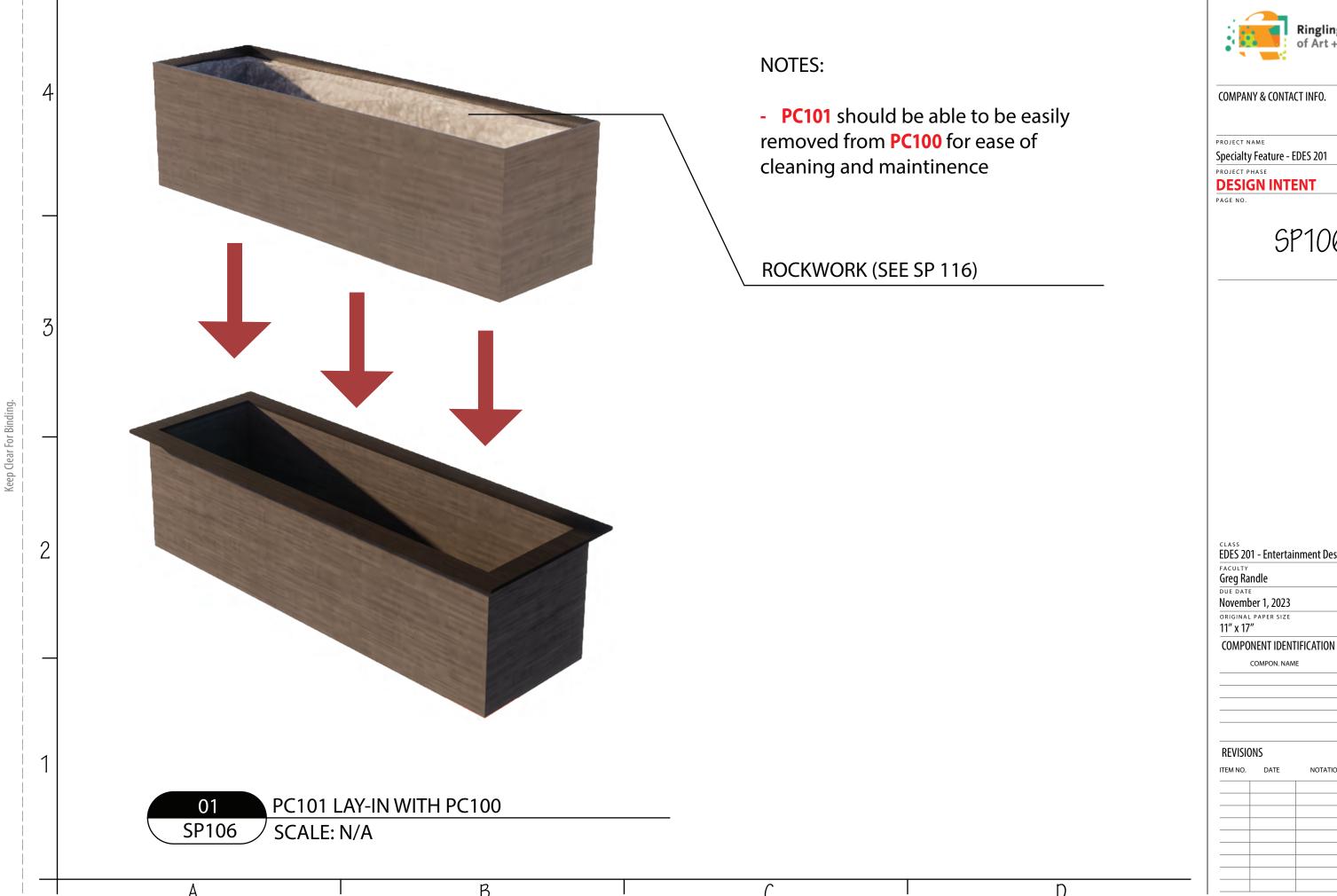
ITEM NO.	DATE	NOTATIONS & REVISIONS







Ringling College of Art + Design

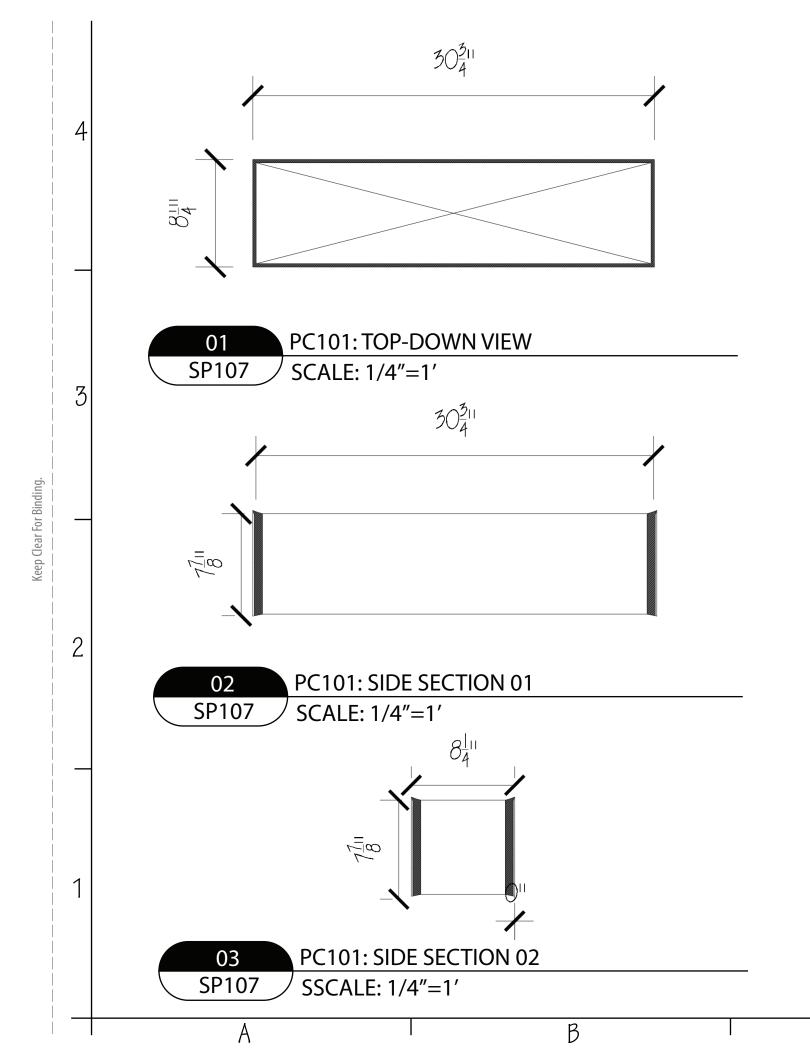




SP106

EDES 201 - Entertainment Design I

NOTATIONS & REVISIONS



# **NOTES:**

- There is 1.5"-2" delegated along edges for rockwork to mimic stone
- Rockwork should be sealed so as to be resistant to steam effect (SPFX01, see SP14)
- Bottom is open to allow for steam and vents to be unblocked



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201

PROJECT PHASE

# **DESIGN INTENT**

SP107

EDES 201 - Entertainment Design
CENSS

Greg Randle

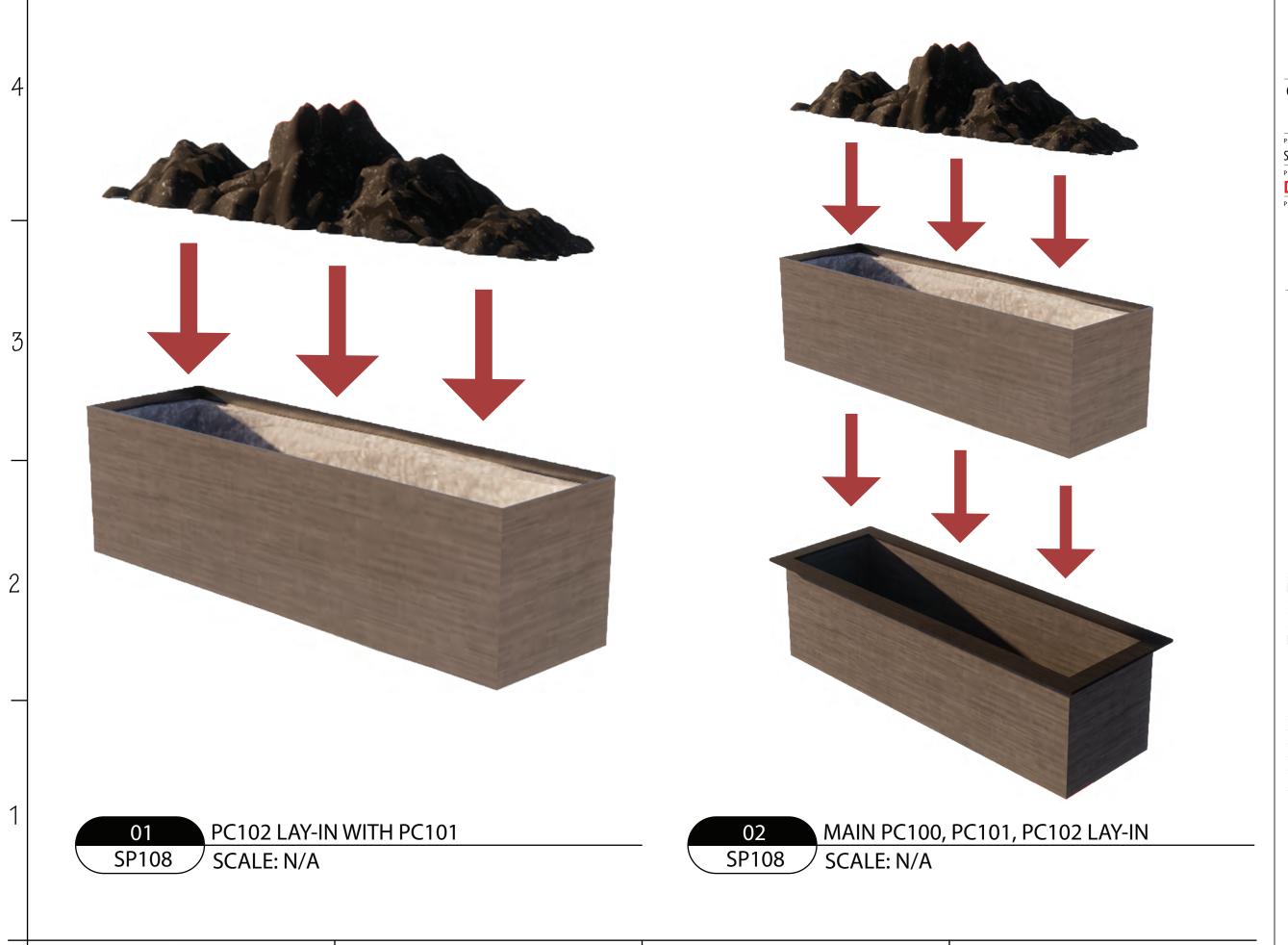
November 1, 2023 ORIGINAL PAPER SIZE

11" x 17"

# COMPONENT IDENTIFICATION

COMPON. NAME	SHEET LOCATION

ITEM NO.	DATE	NOTATIONS & REVISIONS



Keep Clear For Binding.



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201
PROJECT PHASE
DESIGN INTENT

SP108

EDES 201 - Entertainment Design I

FACULTY
Greg Randle
DUE DATE

November 1, 2023 ORIGINAL PAPER SIZE

11" x 17"

## COMPONENT IDENTIFICATION

#### REVISIONS

NOTATIONS & REVISIONS



NOTES:

- View 01- reference image shows a traditional lrori and the way the coal at the base is laid in, PC102 should similarly look used and worn down as opposed to looking like fresh coal pieces

Show material for PC102 should mimic real coal but must be resistant to extreme weather patterns as it will be exposed almost directly to steam (SPFX01)



COMPANY & CONTACT INFO.

PROJECT NAME

Specialty Feature - EDES 201

PROJECT PHASE

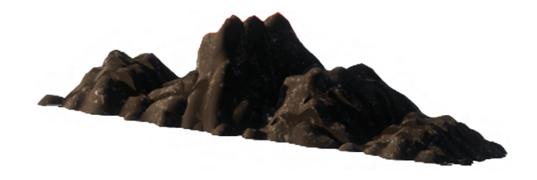
## **DESIGN INTENT**

PAGE NO

SP109

01 SP109 REFERNECE IMAGE FOR PC102

SCALE: N/A



SP109

PC102: COLOR RENDER

SCALE: N/A

PC102: B&W RENDER
SP109 SCALE: N/A

Greg Randle
DUE DATE
November 1, 2023
ORIGINAL PAPER SIZE
11" x 17"

COMPONENT IDENTIFICATION

COMPON. NAME
SHEET LOCATION

REVISIONS
ITEM NO. DATE
NOTATIONS & REVISIONS

EDES 201 - Entertainment Design I

Α

В

 $\mathcal{C}$ 

Keep Clear For Binding.

SIDE SECTION OF PC100-PC102 SCALE: N/A



TOP-DOWN VIEW OF PC100-PC102 SP110 SCALE: N/A

# **NOTES:**

- PC102 should lay into PC100 and PC101 comfortably, ensuring that the vent area is still exposed to maintain steam (SPFX01)
- PC102 should not block vents but must maintain an organic shape
- Further detailings of PC102 should be delegated to rockwork consultant, minding the details specified in SP109 and SP110



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201

PROJECT PHASE

**DESIGN INTENT** 

SP110

CLASS	
FDFS 201	- Entertainment Design

Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE 11" x 17"

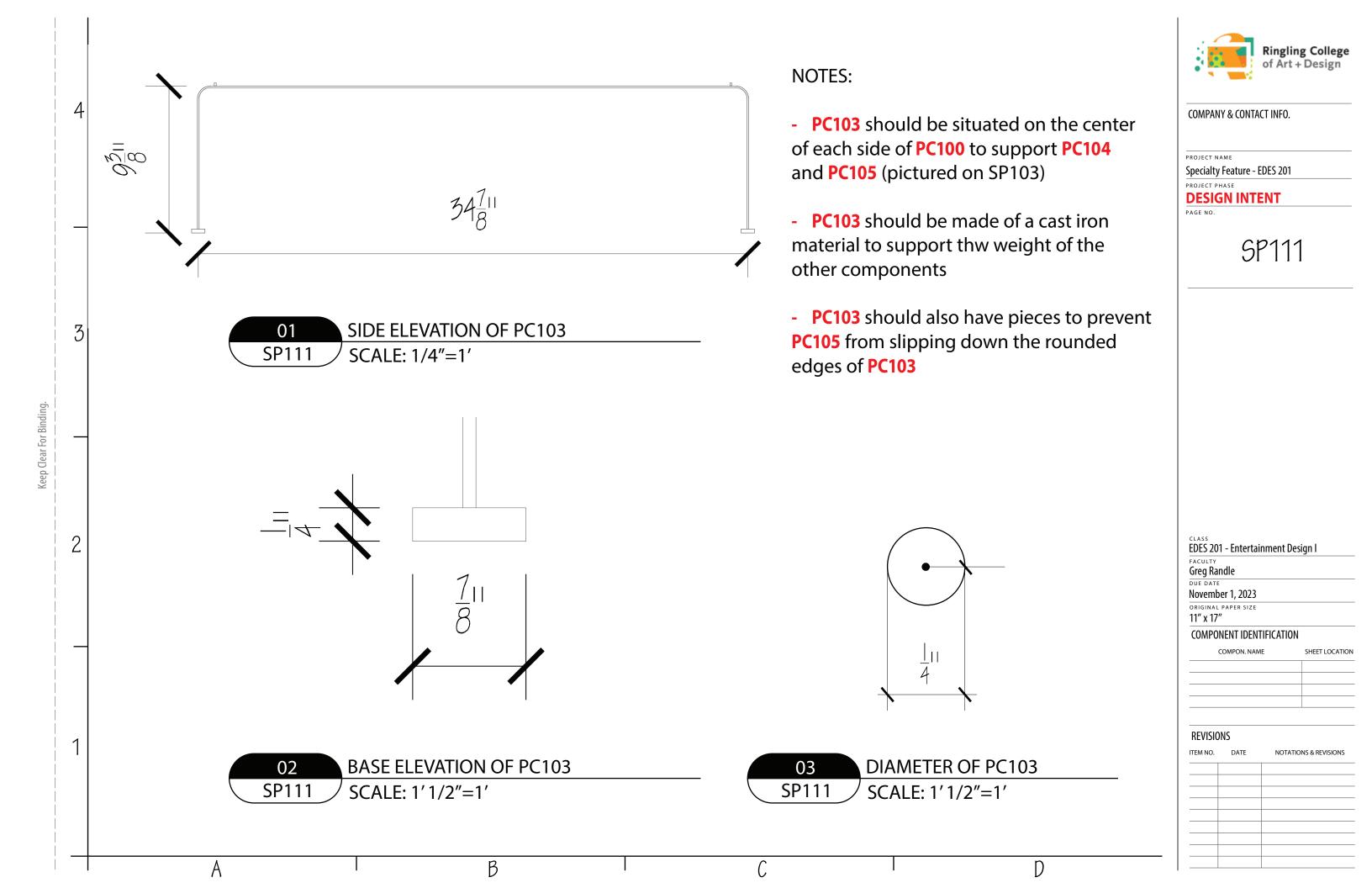
## COMPONENT IDENTIFICATION

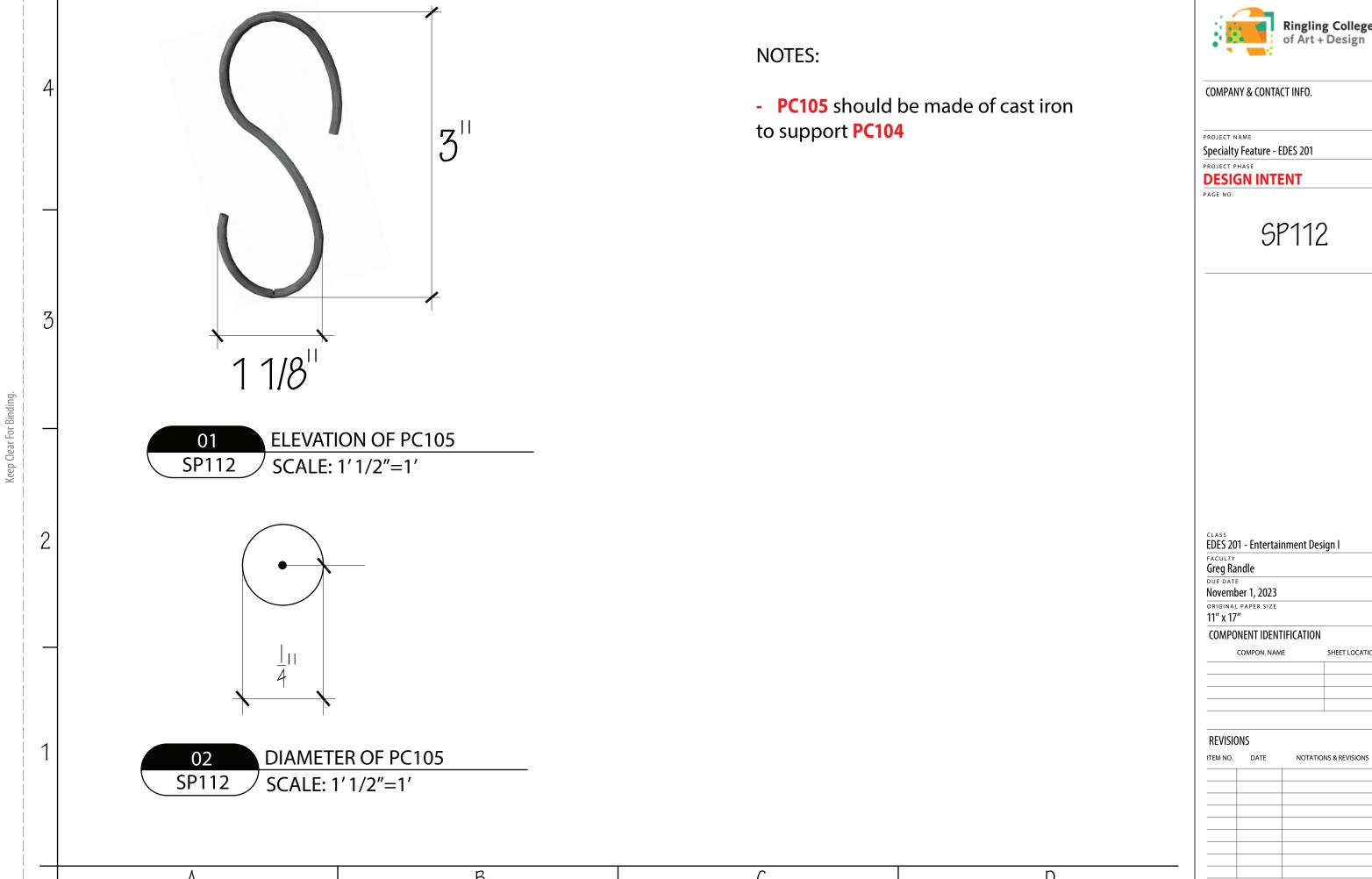
COMPON. NAME	SHEET LOCATION

#### REVISIONS

ГЕМ NO.	DATE	NOTATIONS & REVISIONS

SP110





Ringling College of Art + Design

SHEET LOCATION



**COLORED RENDER OF PC104** SP113 SCALE: N/A



BASE REFERENCE 01 FOR PC104 SP113 SCALE: N/A

# **NOTES:**

- PC104 should be modeled after traditional Japanese Kettles
- Cast iron is the ideal material
- The final idea consists of 3 identical versions of PC104, but two of the three might be fabricated in a lighter material too compensate for weight distribution
- Final detailed design for teapot should be delegated to cultural craft experts and design team but **SHOULD NOT EXCEED 8"x 8"x 8"**



03

SP113

HANDLE REFERENCE 02 FOR PC104 SCALE: N/A

<b>6.</b> 1	Ringling College of Art + Design

COMPANY & CONTACT INFO.

Specialty Feature - EDES 201

PROJECT PHASE

**DESIGN INTENT** 

SP113

EDES 201 - Entertainment Design I

Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE 11" x 17"

COMPONENT IDENTIFICATION

REVISIONS

**NOTATIONS & REVISIONS** 

Keep Clear For Binding.



SFX02 - FIRE RGB LIGHTING REFERENCE SP114 / SCALE: N/A

SFX01 - STEAM EFFECT REFERENCE

SP114 / SCALE: N/A



SFX02 - FIRE LIGHTING EFFECT REFERENCE SP114 / SCALE: N/A

# **NOTES:**

- **SFX01** was opted for in place of standard fog to simulate heat effect
- Referece for steamgenerator was opted for because it's a low pressure generator and should not overwhelm limited power supply or overproduce steam
- **SFX01** and **SFX02** final decisions should be made by specialty teams for SPFX and fabrication whle bearing in mind design intent and condensation resistance
- **SFX02** for lighitng was opted for to create the illusion of hot coals without covering too much of the limited vent space below the feature



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201

PROJECT PHASE

**DESIGN INTENT** 

SP114

EDES 201 - Entertainment Design I

FACULTY

Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE 11" x 17"

COMPONENT IDENTIFICATION

REVISIONS

**NOTATIONS & REVISIONS** 

# **NOTES:**

- **SFX01** was opted for in place of standard fog to simulate heat effect
- Referece for steamgenerator was opted for because it's a low pressure generator and should not overwhelm limited power supply or overproduce steam
- SFX01 and SFX02 final decisions should be made by specialty teams for SPFX and fabrication while bearing in mind design intent and condensation resistance
- **SFX02** for lighitng was opted for to create the illusion of hot coals without covering too much of the limited vent space below the feature



COMPANY & CONTACT INFO.

PROJECT NAME

Specialty Feature - EDES 201

PROJECT PHASE

**DESIGN INTENT** 

PAGE NO.

SP115

-	CLASS
1	EDES 201 - Entertainment Design I

Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE

COMPONENT IDENTIFICATION

COMPON, NAME
SHEET LOCATION

REVISIONS

ITEM NO. DATE NOTATIONS & REVISIONS



REFERENCE 01 FOR ROCKWORK ON PC102 SP116 SCALE: N/A



REFERENCE 02 FOR ROCKWORK ON PC102 SP116 SCALE: N/A

# **NOTES:**

- Rockwork should emulate traditional sunken Irori stone and should be a relatively smooth surface
- Rockwork must also be sealed to prevent wear from steam (SPFX01) or discoloration from lighta (SPFX02) over time



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201

PROJECT PHASE

**DESIGN INTENT** 

SP116

CLASS	
FDFS 201.	- Entertainment Design

Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE

11" x 17"

# COMPONENT IDENTIFICATION

COMPON. NAME		COMPON. NAME	SHEET LOCATION	
	Ι.			

TEM NO.	DATE	NOTATIONS & REVISIONS



SP117



REFERENCE 01 FOR CAST IRON COMPONENTS D-F SCALE: N/A



REFERENCE 01 FOR STEEL COMPONENTS A AND B SP117 / SCALE: N/A

# **NOTES:**

- View 01 is an expensive material but is the most optimal for PC103 and PC105 while remaining true to traditional Japanese tea ceremonies
- View 02 is a clean option for the base of PC100 and PC101 as it is easy to clean and is largely resistant to the steam and lighitng that would be below



COMPANY & CONTACT INFO.

Specialty Feature - EDES 201

PROJECT PHASE

**DESIGN INTENT** 

SP117

CLASS
EDES 201 - Entertainment Design I

Greg Randle

November 1, 2023

ORIGINAL PAPER SIZE 11" x 17"

## COMPONENT IDENTIFICATION

COMPON. NAME	SHEET LOCATION

EM NO.	DATE	NOTATIONS & REVISIONS

# CORPORATE SPONSOR TAKEZASADO

# TAKEZASADO

## MISSION STATEMENT



Woodblock printing techniques inherited from

1200 years of tradition

New proposals tailored to modern needs



Takezasado is a woodblock printing shop in Kyoto, Japan that practices a traditional woodblock printing process and would best represent the appreciation for Japanese tradition echoed in the stories and practices at the resort.

# TAKEZASADO

# FEATURE PIECES





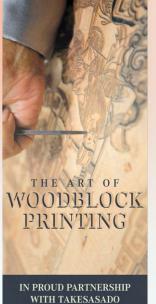












PRESENTED BY CHŌWA





# Final Model Sozo Experience Cart









# Citations

- Rease, Turtle, M., Boundaries, T. W. A. @ M., Lorrie, Bama, Illumi, Kevin, Ghosh, M., Alexander, Archer, Graduate, C., Krishan, Tully, R., Morales, C. J., Mike, Wilde, R., Suzanne, Bt, Bashyal, L. P., ... Onur. (2023, August 21). Horyuji temple, Japan: The world's oldest wooden building. Time Travel Turtle. https://www.timetravelturtle.com/japan/horyuji-temple/
- https://thekindcraft.com/takezasado/
- See & do. SHIMANE. (n.d.). https://www.kankou-shimane.com/en/destinations/11056
- https://www.takezasa.co.jp/news/index.html
- Walther, A. (2022, January 14). What are Toro? discovering traditional Japanese lanterns. Japan Objects. https://japanobjects.com/features/japanese-lanterns
- https://takezasado.com/?mode=f22
- The power of Chowa. Akemi Tanaka. (2022, February 13).

  https://www.akemitanaka.co.uk/power-of-chowa/#:~:text=Chowa%20is%20a%20Japanes
  e%20concept,thinking%20about%20ourselves%20and%20others
- <a href="https://www.dailyartmagazine.com/shadows-in-japanese-culture/">https://www.dailyartmagazine.com/shadows-in-japanese-culture/</a>
- https://www.japan-guide.com/e/e2059.html

