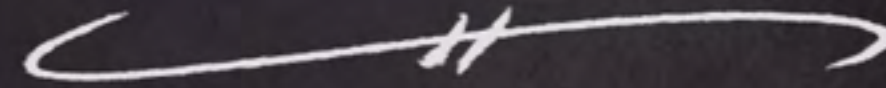


*Sleepy Hollow
Attraction Concept*

by Nathan Evans

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Welcome, Dear Reader

I hope the following attraction proposal takes you on a journey.

It's not meant to serve as exhaustive documentation of the concept but instead to inspire images in your mind. What follows is a blend of high level site plan, story treatment for a dark ride, and select designs and images of a potential experience.

This is one of my favorite stories and posed a fun challenge to adapt into the medium of a themed attraction. You'll notice the lack of the Ichabod character, as the guest is meant to stand in as the hero taking a similar journey.

Thanks for your time reviewing.

Sincerely,
Nathan Evans

Executive Summary

Washington Irving's "The Legend of Sleepy Hollow" is a classic American ghost tale that's stood the test of almost two centuries. Irving paints a vivid portrait of a picturesque Dutch settlement in the Hudson River Valley shortly after the American Revolution. Its residents are bewitched by an air of superstition. Local ghosts lurk around every corner of their imaginations (or reality?).

Drawing from this core dynamic of the story, our attraction will immerse guests in a quaint New England atmosphere but they will always feel the presence of those specters around each turn.

Guests start their journey on a vibrant fall day in the bustling market village of Tarrytown. They board trackless vehicles themed in the style of horse-drawn carriages and travel into the dark ride. Here they join a twilight harvest party at the wealthy Van Tassel estate. They spin around the dance floor and wander amid lavish tables of goodies. Soon the night grows late and a chill sets in. Leaving through the parlor they pass a cloister of old farmers swapping ghostly tales of the Headless Horseman around the dying fire.

Guests plunge into the woods. Their carriages wind a randomized path among the trees to a variety of scare effects. Each appears to be a supernatural specter at first but is revealed as something commonplace. Just as they become accustomed to this pattern, their journey culminates in a sword's-length encounter with the true ghost of Sleepy Hollow, the sinister Headless Horseman. The Horseman chases guests through the woods before they narrowly escape over the old church bridge.

Site Plan



The *Entry Plaza* {1} features attraction signage and a horse- buggy photo opportunity. A *scenic overlook* {2} provides guests with a glance of the Van Tassel Estate framed by trees.

Guests wind down a *wooded path* {3} before entering *Tarrytown Square* {4} a quaint New England village marked by influences of its Dutch settlers.

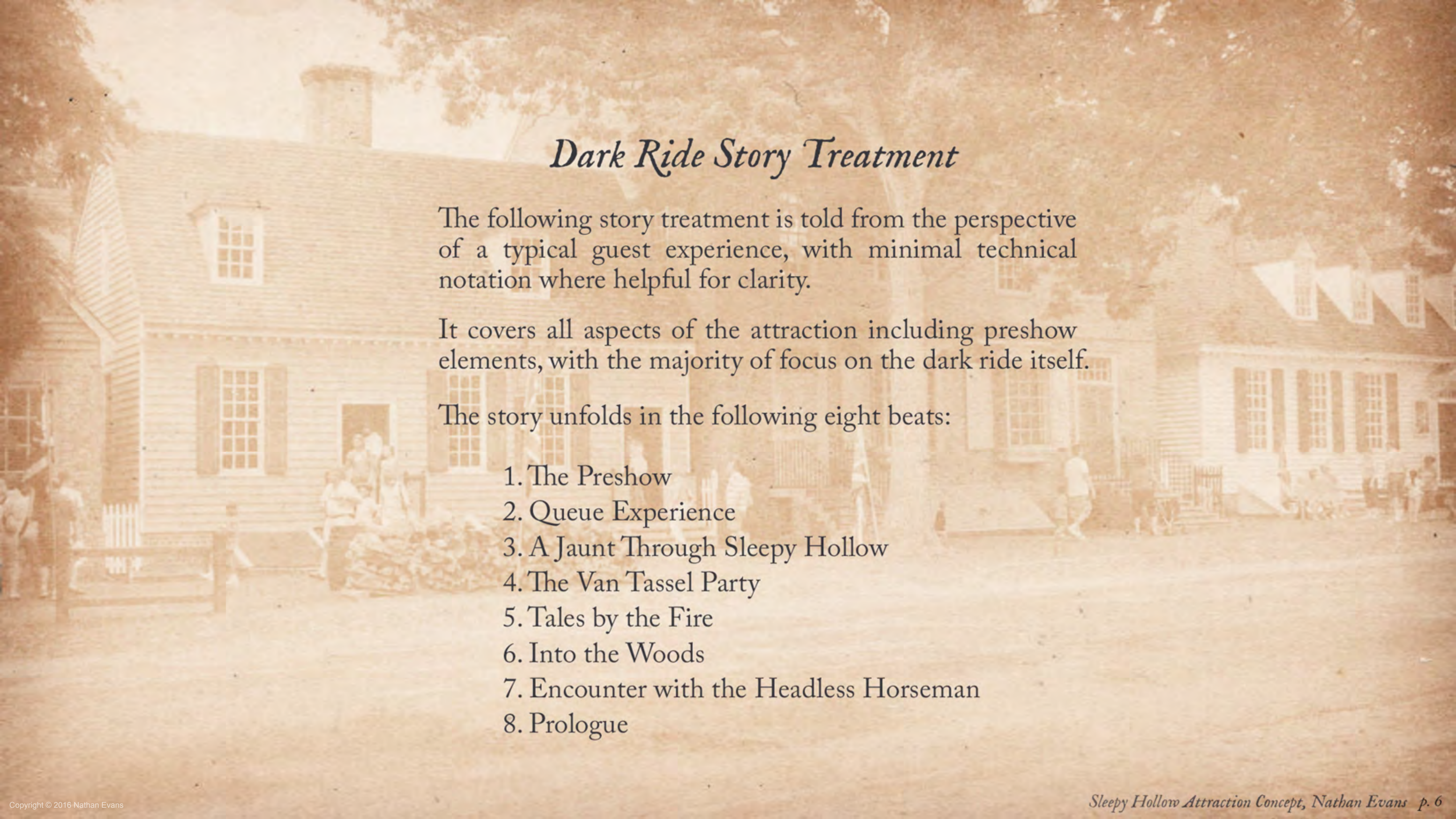
Guests check in for pre-queue at the *covered bridge* {5}, before exploring the market stalls of the Square until called.

Crossing the bridge, the path leads them through the *Garden Patch* {6}. A *neighboring farm* {7} is visible across the water in forced perspective, replete with windmill.

The path leads them into the *Van Tassel House* {8} which serves as the attraction queue. After winding through several rooms they exit the house via a covered breezeway into the *Horse Barn* {9}.

Here they board trackless vehicles that whisk them into the *Show Building* {10}.

After experiencing the ride, guests unload and exit from the Horse Barn and travel through the woods on an *exit path* {11} back to Tarrytown.



Dark Ride Story Treatment

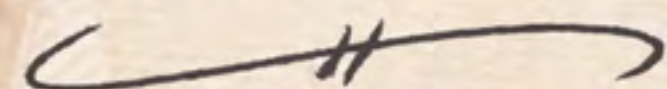
The following story treatment is told from the perspective of a typical guest experience, with minimal technical notation where helpful for clarity.

It covers all aspects of the attraction including preshow elements, with the majority of focus on the dark ride itself.

The story unfolds in the following eight beats:

1. The Preshow
2. Queue Experience
3. A Jaunt Through Sleepy Hollow
4. The Van Tassel Party
5. Tales by the Fire
6. Into the Woods
7. Encounter with the Headless Horseman
8. Prologue

Attraction Storyline



1. *The Preshow*
2. *Queue Experience*
3. *A Faunt Through Sleepy Hollow*
4. *The Van Tassel Party*
5. *Tales by the Fire*
6. *Into the Woods*
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8. *Prologue*

1. *The Preshow*

ENTRANCE

We enter the attraction via a cobbled plaza that overlooks the entire show area. A picturesque view of the Van Tassel farm estate is framed by the trees ablaze with fall colors. Near the attraction signage is a photo-opp in the form of a horse buggy similar to the ride vehicle.

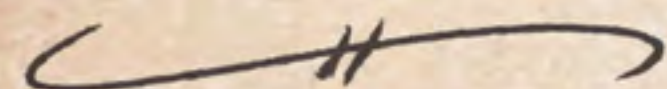
TARRYTOWN SQUARE

We wind our way down a short wooded path then enter Tarrytown Square. This quaint New England village has distinct influences of the Dutch who settled here. After checking in for pre-queue we can explore the market stalls of artisans selling their wares or relax with food and drink at Brahm's Tavern.

COVERED BRIDGE

We leave the Square by crossing a covered bridge to the wealthy Van Tassel estate. The bridge is surrounded by trees and crosses a wide running brook. Upon emerging we find a charming Dutch farmhouse and horse barn nestled against the forest. A small dam has created a pond and across the way we see a neighboring farm replete with windmill.

Attraction Storyline



1. *The Preshow*
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2. Queue Experience

THE FARMHOUSE

The path from the bridge leads us into a large garden patch that's ripe with pumpkins and Indian corn. Scarecrows guard the rows we wind between.

The path takes us into the Van Tassel farmhouse, which is prepped for a Halloween party. As we travel the rooms, the furnishings and fixtures tell the story of the wealthy Dutch family who lives here.

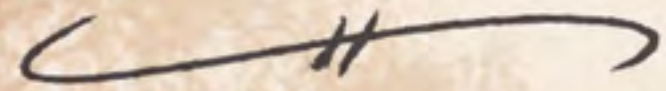
In the parlor a fire burns in the open hearth, surrounded by rocking chairs. A spinning wheel sits nearby and a book of local ghost tales sits on a side table.

HORSE BARN

We leave the farmhouse via a covered breezeway to the horse barn, where a farmhand helps us board a trackless ride vehicle styled in the fashion of an 18th-century horse buggy.

The vehicle's motion-base mimics the canter of a horse-drawn ride as we depart through the back of the barn into the glorious fall countryside.

Attraction Storyline



1. *The Preshow*
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3. A Faunt Through Sleepy Hollow

THE FIELDS

On-board audio leverages narration from the original story and immerses us in the soundscape of Sleepy Hollow.

We travel a rural road along freshly-harvested fields dense with bundles of wheat and corn. The Hudson River flows steadily in the distance against cliffs lined with multicolored trees.

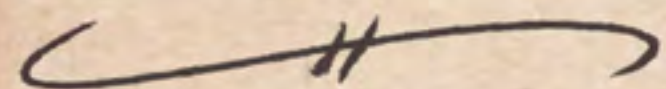
We pass a group of farm hands gathered around their boisterous leader, Brahm Bones. He holds the group in rapture with a boastful tale of landing a large buck while hunting the other day.

THE WOODS

Soon we enter the woods. The narrator speaks of the countless ghost tales perpetuated by Brahm as we weave among the rocks and trees. We see the buck in the distance, which was clearly spared from Brahm's fictitious exploits.

The mood is calm and reflective as we pass the Old Dutch church and cemetery.

Attraction Storyline



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4. The Van Tassel Party

THE DANCE

As twilight falls we happen again upon the boundaries of the Van Tassel estate where a lavish Halloween party is underway. Old Baltus Van Tassel himself welcomes us to join in the festivities.

The barn has been cleared to be the dancehall. Local residents jig while a band plays. We travel slowly along the edge of things as observers, but suddenly spin onto the dance floor, weaving our way between dancers to the music.

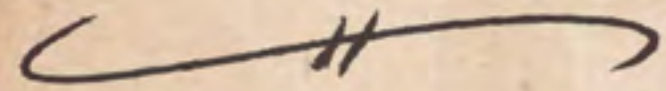
THE BANQUET HALL

Leaving the barn we enter a large hall and travel between two long tables laden with goodies - pies fresh from the oven, hulking sides of roast game, mounds of pastries, punch bowls and pewter steins.

We're immersed in warmth and enticing aromas. These seemingly endless tables show the progression of the evening as we travel down the hall. The spread becomes picked over and finally just scraps remain.

The light has dimmed and a chill sets in.

Attraction Storyline



1. *The Preshow*
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5. Tales by the Fire

THE PARLOR

We enter a dimly lit parlor where the last of a fire smolders in the large hearth.

A gaggle of weathered Revolutionary veterans, old farmers, and wives are gathered around the dying embers, held rapt in story by Brahm Bones.

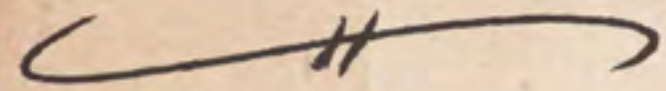
STORIES IN SHADOW

We approach and join the group as Brahm recounts the tale of the beheaded Hessian soldier who now roams the woods looking for a head. As he recounts this tale we watch it play out in shadow form above the mantle.

He warns that the Hessian rides at midnight when suddenly there rings a loud and ominous chime. The group turns to see the parlor clock, which strikes midnight.

We depart the room swiftly.

Attraction Storyline



1. *The Preshow*
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6. Into the Woods

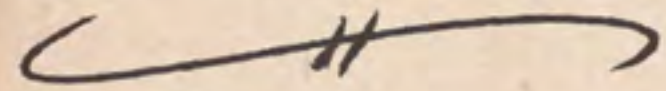
With Brahm's warning in our mind and the clock ringing in the distance, we depart the estate through a moonlit cornfield. The chimes grow fainter as we approach the entrance to the woods.

We're chilled by an icy breeze that carries a dense bank of fog with it. We travel into a thicket so dense that only small beams of light pierce their way through, creating pools of light.

Our vehicle takes a random path through the woods. Every turn brings a sense of hesitation and we encounter scare points along the way. Each seem to be a supernatural being at first, but are revealed to be perfectly explainable. Here a pair of glowing eyes approach and a ghastly form emerges, but we realize it's just an owl nestled against a curtain of moss. A grumbling beast is revealed to be bullfrogs croaking in a hollowed stump.

We begin to experience a playful dynamic as these encounters startle at first but make us guess at the commonplace explanation.

Attraction Storyline



1. *The Preshow*
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7. Encounter with the Headless Horseman

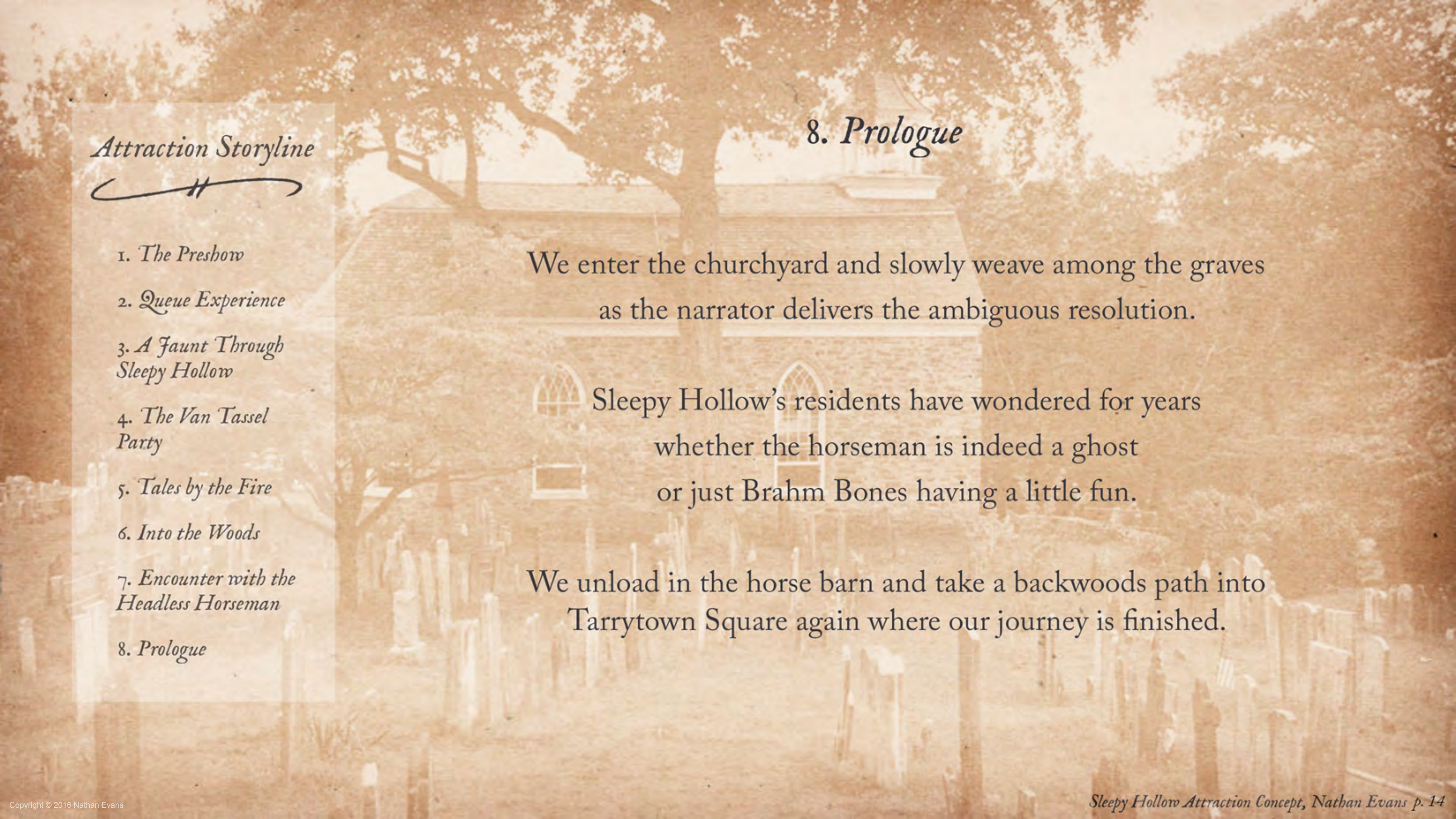
Just as we've grown accustomed to the mundane encounters, things change.

Our carriage halts at a small clearing as a bank of fog rolls by in front of us. Horse hooves clatter ahead in the distance and we slowly reverse. But then it stops. Was it actually there?

The hoof beats ring out again directly behind us and we swiftly turn 180 degrees to see the horseman dangerously close. He cackles with menace and lunges forward, swooping a glowing blade above us. We lurch away and charge into the woods, narrowly dodging trees as our vehicle mimics a gallop.

Onboard audio envelopes us in his pursuit, quickly gaining behind us. We see him charge alongside (projected in the fog) swooping his blade. The light of dawn appears and we see the church bridge ahead.

We race across and spin to see the horseman halt at the other side. He rears on his horse and hurtles a fiery jack-o-lantern down the bridge at us which dissipates in flame (another project effect).

The background of the entire page is a sepia-toned photograph of a church with a steeple, surrounded by a large graveyard with many tombstones. The church is in the center, and the graveyard is in the foreground and to the sides. The trees are large and leafy, framing the church.

Attraction Storyline

8. Prologue

1. *The Preshow*

2. *Queue Experience*

3. *A Faunt Through
Sleepy Hollow*

4. *The Van Tassel
Party*

5. *Tales by the Fire*

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Headless Horseman*

8. *Prologue*

We enter the churchyard and slowly weave among the graves as the narrator delivers the ambiguous resolution.

Sleepy Hollow's residents have wondered for years whether the horseman is indeed a ghost or just Brahm Bones having a little fun.

We unload in the horse barn and take a backwoods path into Tarrytown Square again where our journey is finished.

Exploration Sketches

My initial design explorations centered around the Van Tassel barn, which would serve as the load/exit point for the ride. I later expanded my designs to include the farmhouse as a queue area, which creates additional storytelling opportunities as well as protection from weather for queueing guests.



I utilized gently-curved lines along the roof to bring a sense of age to the structure. The water weaving its way around the attraction provides a sense of movement and mystery. The trees behind the barn serve to hide the show building and create an sense of containment for guests.

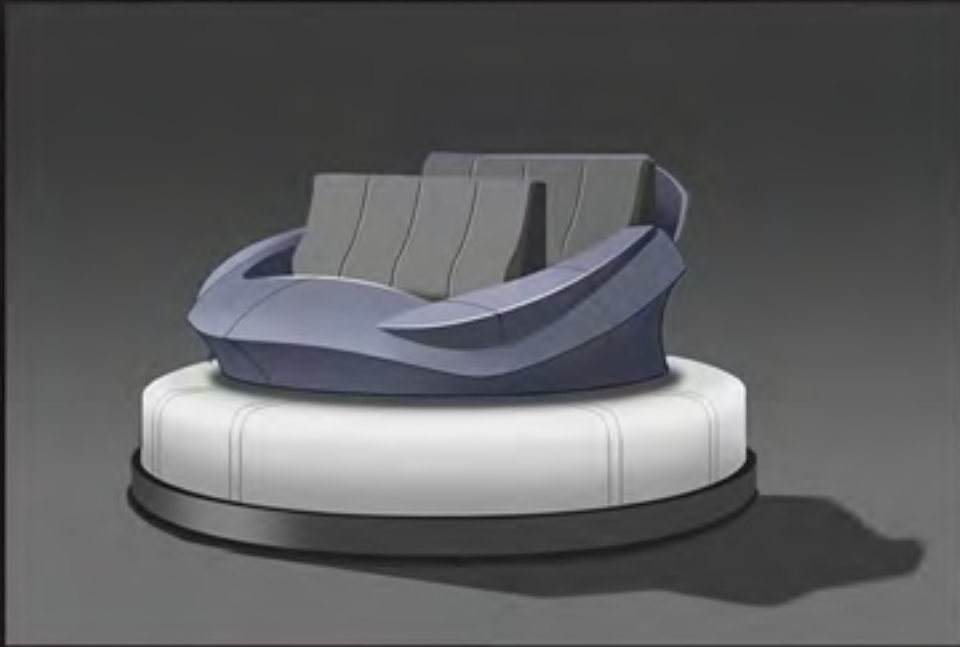
(Photoshop)

Ride Area Concept Art



(Photoshop)

Ride Vehicle Design



(Vehicle painted in Photoshop on top of Oceaneering rendering above)

The ride will utilize Oceaneering Entertainment's Revolution track-less ride system, themed in the style of an 18th-century horse buggy.

These vehicles utilize a motion base that will be programmed to mimic the feel of a horse-drawn ride over cobblestones.

This system further supports storytelling and guest experience as it enables a randomized path between the scare effects in the Woods scene, bringing an element of unpredictability for repeat guests.

Baltus Van Tassel Family Crest



I wanted to create a family crest for the patriarch of the Van Tassel family, Baltus Van Tassel, which could serve as a detail for props and scenic elements in the queue. I borrowed from the design language of traditional Dutch textiles and integrated agricultural imagery to reinforce the story's atmosphere and setting. (Pencil)

Baltus Van Tassel Family Crest

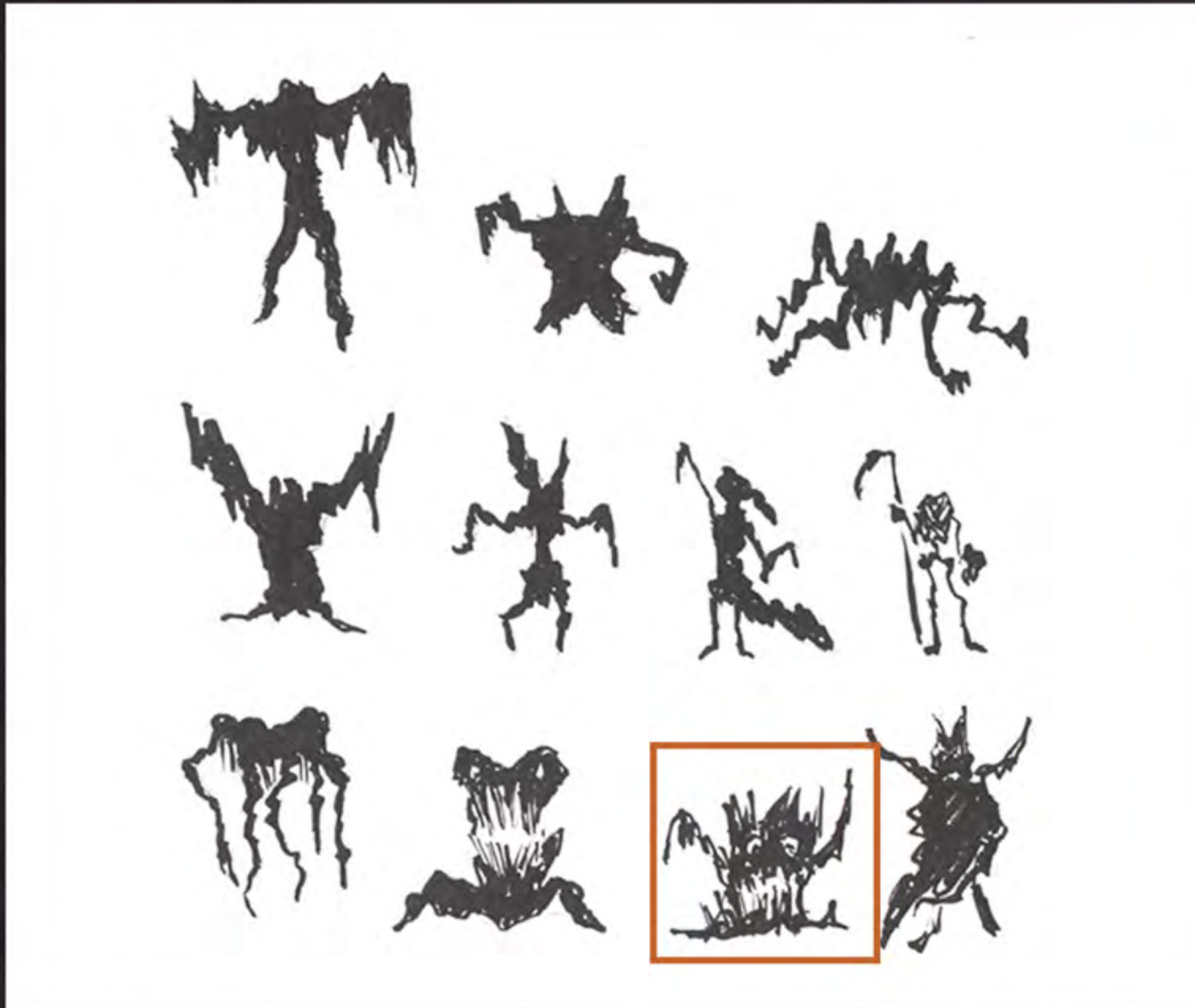


Final crest design. (Pencil and Photoshop)



Comp of crest applied to scenic element. (Photoshop)

Woods Scene Scare Effect Concept



(Brush pen)

As stated in the story treatment, guests encounter a variety of scare points before their meeting with the Headless Horseman.

The carriage approaches objects that seem to be ghastly creatures, but upon closer inspection are revealed to be commonplace elements of the woods.

This effect will be simple, the objects will be backlit and will appear to guests at first in silhouette. Then once their carriage approaches near enough, the objects are front-lit (to simulate the dim carriage lanterns) and revealed in their non-threatening normal state.

It was important that the objects read quickly given the motion of the vehicle, so the first step in my design process was an exploration of silhouettes, shown on the left.

I then looked for candidates that had an intuitive “rational explanation.” Ultimately I chose the shape identified at the left to develop further, thinking of the form of a hollowed tree trunk.

Woods Scene Scare Effect Concept



(Photoshop)

PRE-REVEAL:

The object (in reality, a hollow tree trunk) is backlit with a spotlight, creating rimlight that edges out a menacing silhouette against the darkness.

The figure is treated with fluorescent paint, activated dimly with blacklight, to enhance the illusion. Blades of grass and splintered wood around the “mouth” are painted to create “teeth.”

The eyes of the “creature” are actually two bullfrog figures with glass eyes, lit from within by LEDs.

A low croaking sound is played to further enhance the effect and set up the reveal.

Woods Scene Scare Effect Concept



(Photoshop)

POST-REVEAL:

As the guests' carriage draws close, a hidden spotlight illuminates the figure, simulating the glowing lanterns on the front of the vehicle.

This reveals a hollowed and jagged tree stump, with two bullfrogs croaking in its hollows.

DYNAMIC

The Woods scene contains a dozen of such effects. Guests' trackless vehicles take a random path through the woods between three effects before their encounter with the Horseman.

This creates incentive for guests to ride numerous times and keeps repeat visitors on their toes.

Banquet Scene



(Photoshop – painting and photocompositing)

The Banquet Hall is an important transitional scene for the ride, in terms of both tone and visuals. Guests have just left the merry dance hall where their vehicle has locked step and danced with roaming townspeople figures, and they're headed towards the terrifying encounter with the Headless Horseman in the woods. So this scene initially offers a moment of happy reflection on their dance hall experience. Washington Irving discusses the

lavish banquet spread at length in his story and similarly I wanted to create a visual feast for guests. But darkness lurks right on the heels of the merriment, so as guests travel down this corridor the mood changes and they sense the evening grow late. This is driven by queues from multiple senses. The smell of baked goods diminishes. Visually, the spread becomes picked over and the lights dim. Chilled air is blown down from above.

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