

Professor Macadamia's Maniacal Maze
An original "Themed Attraction" created by Denny Magic Studios



NOTE: The character used above, is a "placeholder" and not final art.

A Premier Theme Park Attraction

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TABLE OF CONTENTS

<i>Introduction.....</i>	<i>3</i>
<i>The Story</i>	<i>4</i>
<i>The Character</i>	<i>4</i>
<i>A Compelling Soundtrack.....</i>	<i>5</i>
<i>Our Maze; as proprietary intellectual property</i>	<i>5</i>
<i>Promoting Competition among Guests</i>	<i>5</i>
<i>What's wrong with other mazes?.....</i>	<i>6</i>
<i>Designed to Befuddle the Mind</i>	<i>7</i>
<i>Movable Walls and Barriers.....</i>	<i>8</i>
<i>The Pre-Show... Staging Area 1</i>	<i>8</i>
<i>The Museum - Staging Area 2.....</i>	<i>9</i>
<i>The Elevator that leads to <u>multiple</u> mazes.....</i>	<i>9</i>
<i>An Added Twist... ..</i>	<i>11</i>
<i>In The Beginning.....</i>	<i>11</i>
<i>Take the virtual ride for yourself.....</i>	<i>12</i>
<i>Action Events that happen throughout this attraction</i>	<i>12</i>
<i>Tableaus & Vignettes.....</i>	<i>12</i>
<i>Reviewing The Floor-Plans.....</i>	<i>14</i>
<i>The Floor Plans - 1 & 2.....</i>	<i>15</i>
<i>In Closing.....</i>	<i>16</i>

Introduction

Ever since the late 1600's garden mazes and elaborate labyrinths have been a plaything for aristocrats who entertained guests at their estates. It was common to find garden mazes created from meticulously groomed hedges, where guests could take on the challenge of entering the maze, only to be faced with the daunting task of finding their way out.

The down side was that savvy guests who managed to repeat the maze on multiple occasions eventually solved the puzzle. Once they could commit the known route to memory, they were soon leading other guests to freedom. Thus the magic that the maze created was lost.

Professor Macadamia's Maniacal Maze (now that's a mouthful!) is being created in that spirit and tradition. But the professor's maze was designed with a mind-boggling twist.

It's the Rubik's Cube® of Mazes, to be sure! This is an inside attraction, that guests actually walk through at their own speed. There's no ride track, and no ride vehicles. And because this is a walk-through-attraction, speed will be the bonus challenge, as guests inadvertently end up competing with one another; to acquire their best times.

This attraction is equipped with multiple safety features, including a full compliment of video cameras that will include night-vision, as well as inferred cameras, that will be used to monitor wandering guests.

The finished maze will also include standard illuminated exits, with emergency battery backup lighting, as well as house lights that operate on an independent power system.

Software is programmed to automatically shut down the entire maze, and re-route people to the nearest exit using a system of embedded floor lighting with red led rope lights, in the event of any type of emergency occurs.

Computers will constantly monitor the system, completely independent of your local power grid, should your area experience an electrical outage.

If an emergency occurs, house lights coming on, and red rope lights (embedded in the floor) are illuminated to direct guests to the closest emergency exit.

To insure a safe exit for all guests, all movable partitions are immediately sent to their "open" or "emergency" position, allowing full access to all exits in the building.

The Story

As with every product made here at Denny Magic Studios, "Story is the most important aspect, and it drives everything else." ***Professor Macadamia's Maniacal Maze*** is no exception.

Our story centers on the foiled attempts of Professor Macadamia to convince his colleges in the world of science that over the years, he has come up with an easy explanation for Quantum Physics.

Being rejected by his peers over and over again, has taken its toll on the poor professor's mental health, and now he is bound and determined to offer a perplexing challenge to his constituents, based on the premise... "Let's see them try to solve something as easy as an Earth-bound maze."

Mentally the professor has slipped into madness, and has become possessed by the challenge of devising a maze that even the smartest people in the scientific community cannot solve easily.

The Character

If you noticed some similarity to Christopher Lloyd from the "Back To The Future"® movies, you'd be correct... as we have based our original cartoon character on the part that Mr. Lloyd played in those movies. Obviously we needed to come up with enough changes so that our Professor character is uniquely our own... but no one can deny that Mr. Lloyd's character was not only compelling, but humorous as well.

From the crazy lab coat gall the way to the over-dramatized facial expressions... Professor Macadamia is a character that your audience will not soon forget.

A Compelling Soundtrack

When you acquire the rights to build this attraction from Denny Magic Studios, you can also expect to receive a compelling soundtrack that contains an all-original score. Naturally this soundtrack will be made available through your themed store... AND, your guests can purchase an assortment of attraction related merchandise from the attached retail outlet called... "***Puzzle Mania***". More on this later!

Our Maze; as proprietary intellectual property

In order to generate long lines of excited guests who will have long-term interest in this attraction: we needed to look at the whole concept of 'maze design' going all the way back to the 1600's.

Coming up with something unique was quite a challenge, but thankfully; with the advent of the computer age, we've succeeded!

In order to be successful, we knew that we'd have to create an attraction that would stand out from the others, and be irreproducible (**legally**) by any other design firm in the world.

However, because we hold the copyrights and control the licensing of this product... leisure time entertainment facilities from around the world can purchase the rights to construct this attraction for themselves.

Promoting Competition among Guests

Professor Macadamia's Maniacal Maze was also designed to help create a sense of competition, without blatant advertising.

Each guest will develop an inner challenge to either "best his or her own time", or... to develop a sense of competition between themselves and other guests as they take on the maze.

With each entry ticket time stamped, as guests enter, and time stamped again when they exit, "Best of" records can be periodically kept.

By retaining their "Best Times" on a ticket... Guests have a written record to compare with friends and family who have walked the maze themselves; either that same day, or maybe weeks or months in the past.

If nothing else... this situation helps to build an audience, and guarantees that guests will have a personal reason to repeat the experience on future trips.

When clients who license this Attraction post [onto their web site] winning names & times (from information supplied by willing guests) ... they inadvertently promote this attraction for repeaters, and new guests who think that they can best some previous record. Savvy park owners can parlay this into a real event that can be popularized in local newspapers, radio, and TV spots. Offering a "prize" incentive can also help to influence the popularity of the competitive aspect, of this attraction... and can assist clients in driving the popularity of this attraction to the top of the list!

What's wrong with other mazes?

Most mazes **never** have an opportunity to change the challenge of their maze because they are made of stone, or living plants. Guests who "learn" the path, become bored with the maze, and it ceases to remain an interesting challenge.

Some mazes, like the outdoor maze in operation at Gilroy Gardens in Gilroy, California have the ability to move a wall or two every day... as long as the staff is available before hours, and as long as the weather complies.

When the planets align, a crew steps in **before the park opens**, with a small crane and actually hoists a ton or more of concrete into the air, while a ground crew rotates each piece for alignment so it can be positioned into an adjacent slot within their maze's fixed walls.

As you read this description above; and consider weather, mechanical breakdowns, staff absenteeism, and potential pinched fingers, etc., the logic of this method becomes more and more absurd.

Professor Macadamia's Maniacal Maze is accomplished by using computers to drive software that makes modern servomotors move strong but lightweight panels (or walls) that roll along on smooth ball bearing wheels, guided by a shallow track. Once they are in the open or the closed position... they automatically lock in place until the computer enters a new cycle, or... an emergency occurs.

Sensors that detect "something in the way" automatically kickback a panel to it's original position while setting off an audible alarm. This guarantees that a moving panel can injure no guest... If you think 'elevator door safety' you'll have a good idea how the software is written.

If and when, a major emergency happens... ALL panels are designed to automatically return to the OPEN position and pre-designated emergency lighting turns on.

Designed to Befuddle the Mind

By applying our signature "attention to detail" we make an attraction like **Professor Macadamia's Maniacal Maze** come to life, as it not only creates challenges for your guests to overcome physically, but we also play with their auditory and visual senses in an effort to confuse them. This is something, which they cannot overcome by memory alone. In our opinion, walking this attraction repeatedly may help somewhat, but it will NOT guarantee that the person will "Master" this maze.

Their sense of logic and direction is altered by the way we stage each guest, which helps disorient even the most scholarly who challenge this attraction. If they master the physical part of our attraction, they still have the other challenges

Sprinkled in with the repetitive (and moving) walls and barriers that this maze presents, are realistic scenes with lifelike three-dimensional characters of the professor and his minions - characters that seem to talk and sing directly to each guest which compels each guest to stop and watch these mini-shows.

Not only do these vignettes 'entertain' but they also help us build some "character branding" which can be applied to promote "Professor Merchandise" that can be later exploited for your retail operation.

Once specific scenes are locked into each guest's memory... savvy puzzle solvers will find themselves attempting to orient themselves with each familiar scene that they pass... "Oh yeah, I remember that, I have to turn right, up ahead."

However, **Professor Macadamia's Maniacal Maze** is designed to foil even the best logic, as each scene on display is *not static at all*, but instead actually revolves on a turntable and includes three separate and unique scenes.

This creates and promotes confusion because a guest can see and recognize the same scene that they have viewed before, but on the second or third viewing... they can find themselves in a completely different part of our maze where a previous scene has been duplicated.

Movable Walls and Barriers

Every couple of minutes this dimly lit attraction will sound a warning by using a siren complimented by the use of colored strobe lights. Light levels will drop far enough to bring walking guests to a halt.

Once this happens, the computer system that drives this attraction will spring into action by moving slide-able wheeled-barriers, which will either close existing openings or open new ones.

At the same time the various animatronic vignettes of the professor and his assistant will revolve on their turntables to present new views of different scenes.

Special attention will be taken to keep light levels in this attraction low enough that it can be walked comfortably. However, areas like the attraction's ceiling will be high and painted flat black, to avoid providing specific points of familiarity to guests who attempt to orient themselves by using landmarks.

The barriers themselves will be decorated to look identical to one another.

The floor will be monochromatic, possible high impact indoor/outdoor carpet, with a design that will be identical throughout this attraction.

The Pre-Show... Staging Area 1

This is what Denny Magic Studios usually calls the Pre-Show, when we describe themed rides. Here... we also refer to it as Staging Area 1.

This area (out front of the building) is set-decorated with every conceivable wheeled gear made from an assortment of materials. This façade provides guests with a roofed shelter over a circular wait line that slightly raises guest up to the second floor level, so they can enter the "museum".

The Pre-Show ramp that guides guests up to the second level, winds itself around the circumference of a slightly concave circle in the floor of the first level.

This is a cement labyrinth that guests can elect to follow instead of the traditional entry method by the ramp/stairs.

When they elect to "walk this maze" they will find themselves at the center where a round Plexiglas cylinder stands tall that houses a spiral staircase. A short trip up this staircase will bring them to a cast iron bridge that will lead them over to the second floor, where the museum is housed.

Because Staging Area 1 is outside, a noisy soundtrack that represents the sounds one might encounter if they were inside a noisy factory with all the equipment running at the same time is used to build up anticipation, and to help promote the experience.

Guest can enter this attraction by either taking the traditional ramp, or stairs, or... by "walking the maze"... Either path brings them to the doorway that leads inside to the museum of labyrinths & mazes.

If any guest cannot solve this simple walking labyrinth (out front) it may give them cause to avoid entering Professor Macadamia's Maniacal Maze. Another way to discourage people who are not in the best of health, or people who are prone to bouts of claustrophobia... numerous signage will be displayed all along the entrance ramp that "over-dramatize" the experience.

The Museum - Staging Area 2

The museum is our chance to create a rather quiet space where your older guests, or guests who don't feel the need to actually "walk the maze" can take a few minutes to learn all about the historical aspect of labyrinths and mazes from a historical perspective.

This area also provides us with a second staging area that can be used to organize guests into a serpentine line that leads to an elevator that takes them back down one-level to the actual maze.

The Elevator that leads to multiple mazes

Once guests have taken in all there is to discover about labyrinths and mazes from a historical perspective within the museum, they will be directed by signage; to assemble in a serpentine line, if they desire to go on to the actual maze. Once they get in line they will pass through the first turnstile.

THE COMPETITION:

If guests have any desire to "run the maze" for a competitive reason... they will press a button that will deliver to them a time stamped ticket, or card. They will keep this card until they reach the 'exit' turnstile.

When they exit they will have a chance to get a 'finished" time-stamp on the same card, thus recording their time to "Run the maze". An individual computer will allow them to add their name when they reach the store... and a time record of their accomplishment will be saved on a server as a record for reference purposes.

This elevator will transport guests down from the second level (the Museum) to ground level (the Maze) in an octagonal shaped room that is lined with doors on each facet of the octagonal shape. Three of the doors will be **fixed** and non-functional, while the other three will open "independently" depending which maze the software determines is ready to accept guests.

Only one door can be opened at a time on this elevator.

All around the top of this (elevator) room will be a set of matching transom windows (just like in an old historic hotel). Each of these transom windows will be about a foot high, and as much as three feet wide and set-back from the otherside of the glass from each transom will be a vertically stripped wall.

In reality this "wall" will really be a **decorated 'ring'** that turns when all of the elevator doors are closed. This gives the impression (when a rider is inside the elevator... that the elevator (the room) is rotating, even though this is just an illusion.

On the second level (the museum) the same door is ALWAYS the door that is used to "load the elevator".

Once guests; who are seeking to enter the maze, reach ground level on this elevator... Software will randomly determine which door/maze that guests will be allowed to enter. Once the software makes this determination, that specific door will open up.

Part of this determination will be made as the software monitors the exit turnstiles that track the number of guests in any of the mazes at any given time. Once a particular maze is free of guests, (or nearly empty) it becomes available for the next group of guests.

Guests, who make the decision **not** to participate in the actual maze, can exit the museum down a flight of stairs directly into the adjacent retail store ("**Puzzle Mania**" - at ground level) and from the store they can step outside to return to your main midway, leaving this attraction behind completely.

An Added Twist...

Guest will **NOT** be told that there is more than one maze, and all references on signage, or verbal messages made by cast members will be in the *singular*. When there is a problem, cast members will be taught to communicate with one another by holding up one, two or three fingers against their chest when discussing "any issue regarding a certain part of the Maze"

Yet the fact remains that this attraction will be built with **no less than** two independent mazes. Clients, who can afford to build a more fail-safe system, can build a third maze by simply copying either the layout for Maze 1, or Maze 2 during construction.

NOTE: Having more than two mazes built is NOT mandatory... However, having as many as three mazes, helps to insure that your attraction can remain up and running when routine maintenance is being performed on one of the other mazes. Having three entirely independent mazes, allows the attraction to be fully operational at any given time, with zero downtime.

This staging area is designed to disorient guests, and to enhance the difficulty of them using their past memory skills to defeat this challenge.

This portion of the attraction is also used to "hold back" new guests from entering the maze so a controlled flow of guests is always maintained and monitored.

In The Beginning...

In theory, the ride begins outside (under a protective cover) where the wait line is located just in front of the Maze Entrance.

Just prior to the actual line area, guests have an opportunity to roam freestyle to read about the history of mazes, and observe displays that illustrate by drawings or photographs, notable mazes that existed throughout history. There will also be an open, spherical maze on the floor that guests can walk for themselves.

Once guests have taken in the history of mazes, they can join the line to enter this attraction.

Take the virtual ride for yourself...

Each of our rides & attractions come with a floor plan built right into each **Descriptor Document**. Professor Macadamia's Maniacal Maze is no exception, however because this is a two-story attraction, we have had to come up with a floor plan that represents each of the two levels, so plan to examine each of the two floor-plans so you can realize the "Big Picture".

If you intend to project the floor plan onto the wall of a conference room, or theatre so you and your staff can review this attraction as a group, in more detail, be sure to download both .JPEG files, and view them separately.

As always with any Denny Magic Studio's product... Each specific "happening" that occurs along the maze path is referred in all our Descriptor Documents as an **Action Event**.

Action Events that happen throughout this attraction

When creating rides... each scene is referred to as a tableau or vignette, and they are NORMALLY used "sequentially" to tell our story.

In the case of this attraction... we have designed tableaus and vignettes to interest with your guests in nearly the same manner. However, we want to remind you that guests who elect to participate in this attraction will be "walking-The-Maze" on their **own** foot-power.

This means that decisions that they make... good or bad decisions... will have an effect on each and every guest in a different manner.

Tableaus & Vignettes

For this attraction animatronic vignettes (sometimes referred to as Tableau's) will not only be used to convey the back-story that surrounds Professor Macadamia, but will also play an important role in confusing guests. Each Tableau will be built on a revolving turntable with dividers (or screens that restrict visual access to other scenes on the **same** revolving disc).

The revolving discs (or stages) will contain at least two separate vignettes depicting animated scenes, and will be used to help describe the back-story to each guest, but they will also change scenes so that guests who see them a second time, cannot use them as reference points to assist with directional information.

Professor Macadamia will be prominently featured in all tableaux, and each scene will include the professor depicted as a fully automated animatronic figure that actually speaks to each guest who takes a moment to observe what is being presented.

To encourage participation from **NEW** guests... signage presented at the beginning of this attraction will "suggest" that by watching and listening to, the messages from the Professor... specific clues might be obtained for solving the puzzle of the maze.

Each Tableau will be set up, so that what appears to be a normal mirror, becomes a window when special lighting on the other side is activated.

A piece of "two way glass" will help us achieve this illusion. When an illuminated segment of the revolving disc is lit... The animatronic figure will spring into action and appear to begin to speak. Speakers hidden within the walls of this panel will allow each guest to follow along, or hear the story that The Professor is telling.

When the disc revolves from one scene to another (this happens in darkness and shielded from view of your guests) the animatronic figure of Professor Macadamia will change positions along with the background (the set) and the Professor's speech will also vary from scene to scene. Computer software will control these changes and initiate the correct script with each corresponding animatronic figure.

For the purpose of explanation in this **Descriptor Document**, these scenes will be referred to as **Action Events**. And they will be represented on the final floor-plan(s) as white dots with specific numbers inside. If the reader simply locates the enclosed "Legend" they can follow along with the sequence of **AE**'s to see what happens at each specific numbered point.

As you read this Descriptor Document for this specific attraction, you will notice that some of the "Tableaus and vignettes" which are the revolving type... will have a second numbered dot at the same spot. This not only indicates that there are at least two scenes on this same revolving stage, but the legend will describe the "action that is taking place" which corresponds to that specific scene.

Unlike a "Ride" where guests are held captive inside a ride vehicle, traveling along a designated ride path... Guests are "walking-this-attraction" at their own speed, and each person is making decisions based upon their own free will. This helps to explain why there are at least two different scenes on each of the revolving disc tableaux. And why 'revolving stages' are only located at the beginning and ends of the maze.

If a guest ends up returning to a former tableau (one that they have already seen on their 'first pass') then we hope to use these revolving discs to add the element of confusion, so that the difficulty of the maze is fully exploited by us the designers... and appreciated as a challenge by each guest. In the specific instance where a guest has returned to the beginning tableau (as an example) hopefully they will see something different than what they saw the first time around.

Conversely... When the guest has reached a point in the maze where they are almost finished... and they come to one of the "Last Revolving Tableaus"... we hope that by showing him or her the "same scene" that they saw in the first tableau when they started the maze... that they will conclude that they "must be back at the beginning, where they started".

Reviewing The Floor-Plans...

For those of you who are presenting this attraction to your staff, we have created full-size, full-color, floor plans, available to you as separate **.PDF** documents. These full size floor plans are sized at 30" wide x 20" tall. You will find that all our rides & attractions are presented in this consistent manner.

Once you have downloaded these files, they can be printed on your color plotter, or the files can be sent to a local production house (like **FastPrint**) who will be pleased to print as many copies that you want. These places often offer dry mounting to enhance your presentations.

Or... you can project the .JPEG images onto a screen in your conference room, or theatre... to share with staff. We think this option makes it very easy for you and your staff to share the experience as you follow along with the attraction details. What follows next is the small version of this ride's floor plan.

The Floor Plans - 1 & 2

Coming soon.

In Closing

We have invested lots of research and development time to come up with our maze. ***Professor Macadamia's Maniacal Maze*** is a copy-protected piece of ***Proprietary Intellectual Property*** that we intend to vigorously protect.

So far, even other designers who have been contacted about "Creating Mazes by interested clients. Have directed those clients back to our product... So we are fairly confident that locating another Maze Product that will stand up to the quality of this attraction will be difficult at best to find elsewhere.

Once you consider this attraction in depth... We believe that you will easily see why it could become one of your most visited attractions, with years of longevity as a bonus.

Then there is the adjacent store... "Puzzle Mania"... where guests who are exposed to the challenge of this experience, will be 'primed' to make purchases of all types of puzzles and other merchandise including the branded T-Shirts, caps, and figurines that depict the image of ***Professor Macadamia***.

Your attached retail store can also offer for sale a chronological history of "The Making of... Professor Macadamia's Maniacal Maze" on **DVD**, as well as a "Music From The Attraction... on **audio-CD**". Keep in mind... we ship a complete and original music score with this attraction.

When it comes to merchandising...

We are ONLY limited by our imaginations.