

HORRORSCOPE

HALLOWEEN  RETROGRADE



TECWS
THEMED ENTERTAINMENT
CREATIVE WORKSHOP SERIES



CREATING A HALLOWEEN IMMERSIVE EXPERIENCE AT THE MAGIC CASTLE:

A DESIGN WORKSHOP

The Academy of Magical Arts™ and The Magic Castle®'s Halloween Week Event team leader, Jason Thompson, has pulled back the veil on the tricks and magical illusions produced for the famous Hollywood club's members and guests every October since 2012. For a limited number of students, Jason has provided the history of previous Halloween Immersive Experiences, and gave a starting point for this themed entertainment creative collaborative workshop.

These students had the opportunity to experience what it is like to partake in and conceptualize an immersive experience theme for The Magic Castle®'s popular Halloween Week. They shared with each other their ideas and compared approaches for a universally-themed design concept that could be applied throughout the various rooms in and outside The Magic Castle®. This collaborative workshop provided students tasks, budgets, visuals, and tech specs to create and present a final collaborative conceptual project at the end of the workshop.

PROJECT TEAM

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INSTRUCTOR

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JENNIFER YU
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CAITLIN SPRAGUE
DANIELLE LOTRIDGE
ANGELA PERRONE
RYAN CASSIDY
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HORRORSCOPES

HALLOWEEN  RETROGRADE

ART DECO INFLUENCES

INSPIRED BY 1930'S HALLOWEEN

PERSONIFICATIONS OF THE ZODIAC SIGN

CASTLE SPLIT INTO THE FOUR ELEMENTS



HORRORSCOPES CONCEPT

The stars have aligned for a striking soiree! Prompted by the positioning of the planets, the constellations of the zodiac have overtaken The Magic Castle to compete for a prosperous future.

Occurring once every solar cycle, this sinister competition of pompous celebration pins the signs against one another as they each fight for their element to dazzle the all-ruling Mother of the Stars.

However, this year, The Mother is not the sole decider of the zodiac's fate...

Come and wander through a twinkling battleground where realms of Earth, Fire, Air, and Water shine with splendor, all in hopes of earning your allegiance to ensure their favorable fate.



WALK AROUND CHARACTERS



MOTHER OF THE STARS

The Mother of the Stars is the ultimate celestial force that transcends time, guiding the zodiac constellations that fall beneath her. Though she is a mothering figure to the signs, she is anything but warm. In fact, every solar cycle, she pins her “children” against each other with a dazzling competition of pompous celebration.

For the first time ever, the competition coordinates have led to earth. Curious, the Mother has demanded a system to call upon mortals to cast their vote for their elemental preference – however, she likes to control and will attempt to sway the visitors. With the unique power to ensure a favorable fate, she roams about the Magic Castle in her earthly form, visiting each signs’ sanctuaries, bestowing a prosperous year to the element whose rooms captivate her and her guests most.

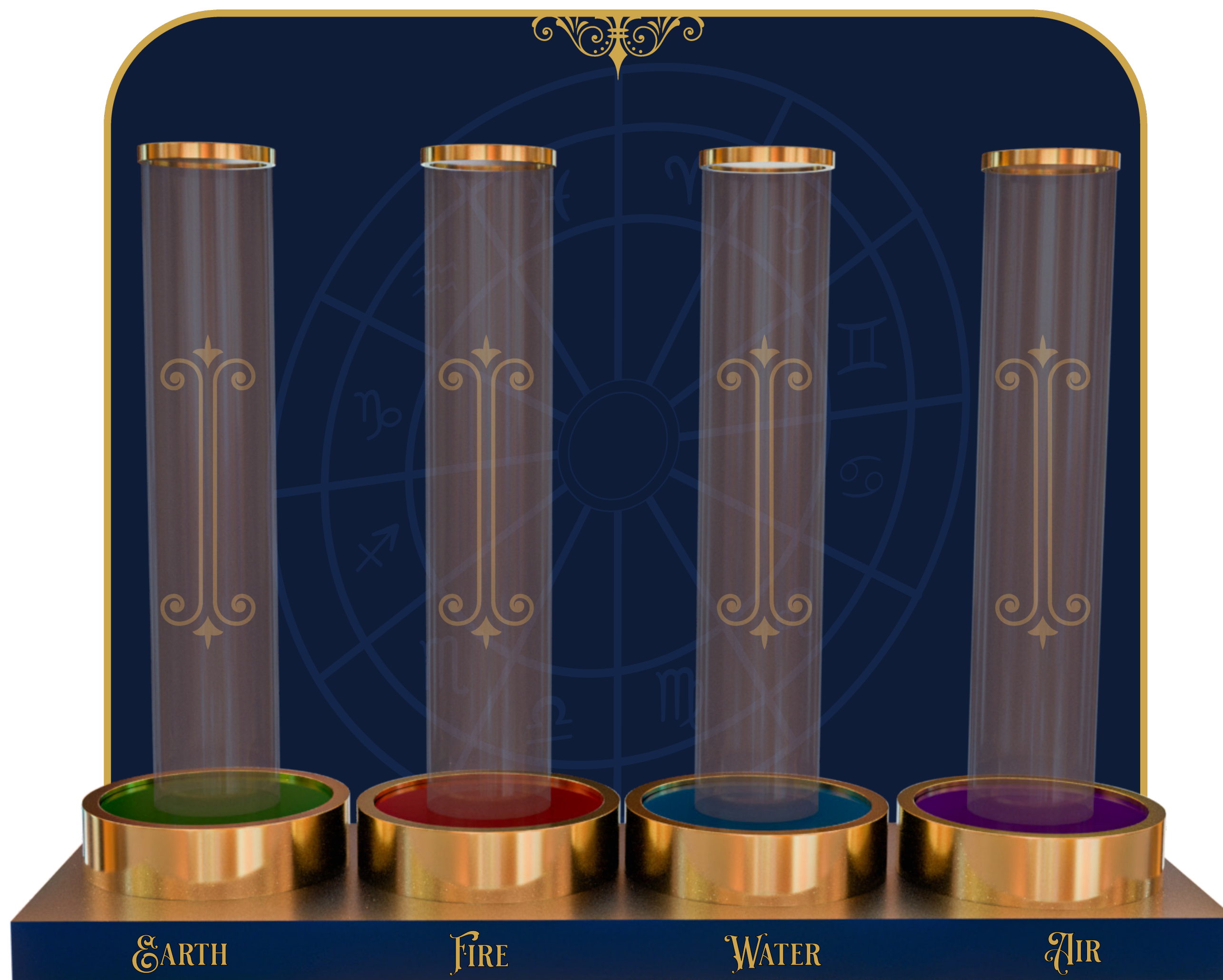
Fierce, sharp, and mysterious, the Mother of the Stars takes up her space with elegance and shares her wit and stark opinions freely.



FALLEN STARS

Strolling about the Magic Castle are “fallen stars.” These bright personalities were once of the sky but now walk among us in their earthly form. Their plummet from space has left them rather discombobulated, so much so that they often refer to their astrology notes if asked about signs; however, they have fully charted the Magic Castle and can guide guests around with pride.

To these stars’ dismay, some members of the zodiac ignore them or treat them as less due to their drop... while the others pity them. Still, they are kind, light-hearted souls who are curious to learn and grow... and they are especially intrigued by the human world.



VOTING FOR THE ZODIACS

To vote, guests will utilize their tokens given to them at the entrance of the castle. They will place them in the corresponding tube by the Main Staricase to vote for their favorite element. Once they have cast their vote, the glowing lamps will begin to change color.

Each room has a star lamp in it that indicates the current leader in votes. Every hour the color of these lamps changes to reflect the elemental house currently in the lead. At the end of the night, the element with the most votes is crowned winner of the evening by the Mother of Stars. However, winning one night doesn't mean winning the mother's prize. Votes will be tracked and announced on social media each night, with an overall winner announced on the last day of the event.

MOTHER OF THE STARS SCRIPT

Good evening, honored guests and other humans. This is the Mother of the Stars speaking. Over the course of the night you have visited, spoken to, and judged my twelve children. I hope they pleased you. Those who did will be amply rewarded. And those who didn't... I will speak with you all after the guests have left.

This was a fierce competition indeed, oscillating between all four elements up until the very end. I must admit, even I was on the edge of my toes at times. But all the votes have been cast, and it is time to announce this evening's winner:

(script differs for earth/fire/water/air signs)

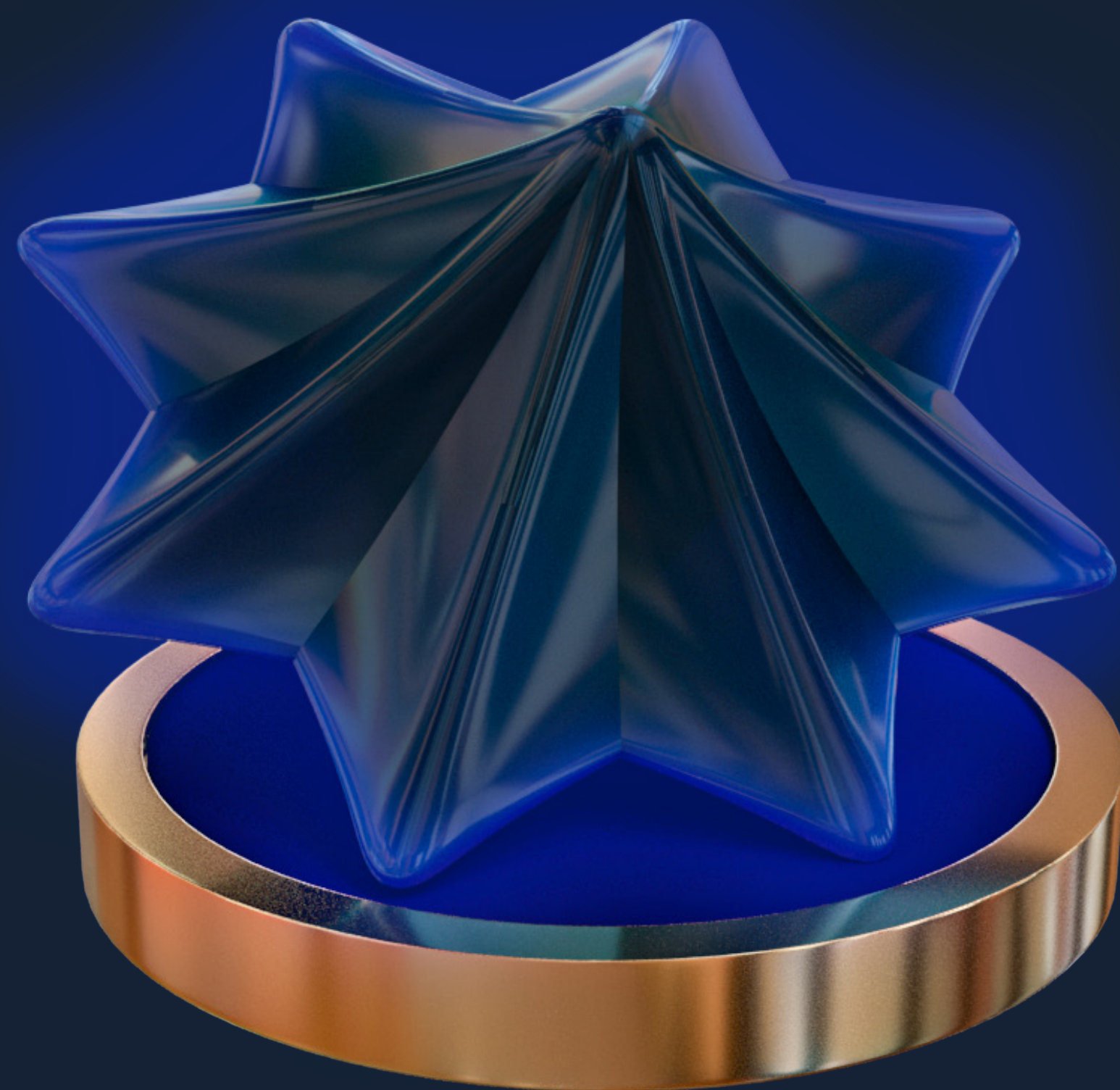
Thank you all for joining us tonight and participating in their judgement. I wish you safe travels and an auspicious celestial alignment. Goodnight.



RFID MAGIC KEY

Magical keys are granted to members of the magic castle. With its shape reminiscent of The Mother's symbol, this commanding charm awakens a powerful eruption of essence to behold in each realm of the zodiac.

Each interaction is a crystal fabricated from plastic and filled with LED lights that correspond to the elements that the crystal represents (air: white, earth: green, water: blue, fire: red). When guests touch their RFID chip to the crystal it begins to glow and plays a simple audio clip that is representative of the element (air: a gust of wind, earth: the sound of a vine rapidly growing, water: a rush of water, fire: the crackling of flames) as well as the individual sign's interaction.



WATER SIGNS

Riding the waves of emotion, Water Signs are flowing with artistic talents, mystery, and imagination – all distinct, but equally powerful. Shy to the newcomer, Cancer and Pisces live for stability through close relationships and crave security, whereas Scorpio are independent, unafraid to step forward and are fierce in standing their ground. These signs are keen to absorb the feelings and concerns of others while ignoring their own, a classic path to drowning in emotion. But with other signs to keep them afloat, they can still garner the stability they crave with these close counterparts.

MOTHER'S CONGRATULATIONS IF WATER SIGNS WIN THE NIGHT

Cancer, Scorpio, and Pieces: A lot of emotion went into your pieces, and it shows. The story flowed naturally, and the ideas impressed... Today. I will not hold my breath that they will impress tomorrow. I expect by then that you will have turned on each other and destroyed yourselves from the inside out. But for tonight... Congratulations. You are one step closer to winning a favorable fate.



CONCEPT BY GRACE PERROTTA & JENNIFER YU

CONCEPT

Known for being mysterious and resourceful, the brave Scorpios have repurposed a sunken ship and transformed it into their secret speakeasy. Here, these willful water signs indulge in liquid libations, determined to entice Mother and her guests with fierce fun. Though the Scorpios are seemingly tight-lipped, it is hard for them to hold their tongue. Their obstinate opinions on the other signs are unleashed at the very mention of them, shaking up their space with intense indications. Filled with treasure, drinks, and twisted celebration, this shipwreck whirls with the stubborn, aggressive, and passionate energy of the sign.

The Scorpios have strong feelings about their fellow zodiac signs, which manifest in the space in sensational ways. In accordance with the Horrorscope event cocktail menu, when a guest orders a specific element’s drink, the speakeasy stirs with special effects that embody the Scorpios’ temperament towards the corresponding signs. From a lightning strike, a whirlpool, a rumble of thunder, or a glimmer of light to group chants, celestial soliloquies, and more, the Scorpios’ feelings are on full display, utilizing projection technology, lighting, sound, and the story savvy bar staff.

FABRICATION

Wooden scenery, netting, and miscellaneous trinkets scale the walls and ceiling, creating the illusion of a sunken ship. Through the use of wall and ceiling projections, vibrant lighting effects, LED washes of blue hues, and strategically placed sound systems, we emulate the waves of intense emotions that the Scorpio experience. Using QLAB, multiple sensory effects are triggered for a variety of affairs that truly transform the space into an interactive spectacle!



RFID INTERACTION

At the entrance of the Scorpio Speakeasy, an RFID trigger causes the golden treasure chests to reveal their sparkling treasure with a stunning swell of music for the special guests.

“THE SCORPIOS ARE SURELY RESOURCEFUL, HOWEVER, A SUNKEN SHIP WAS ... AN INTERESTING CHOICE.
WE SHALL SEE HOW THE MORTALS TAKE IT. HOPEFULLY, THEY WON’T GET SEASICK.”
- MOTHER OF THE STARS

PISCES: A GLOWING ABYSS

CONCEPT BY GRACE PERROTTA & JENNIFER YU

CONCEPT

Compassionate and collected, the Pisces created a calming chasm to escape the castle’s surrounding chaos. With the surface waves surging and the stormy sky swirling, the Pisces lure company into their gentle, deep-sea abyss with idyllic promises of comfort. Glowing with the power of planet Neptune, sectors of glimmering light forge warm auras of seeming solace; however, danger lurks quietly in the dark... For these wishful water signs have placed guests in a puzzling premise: Intention is not protection, and inviting illumination may very well be an illusion.

FABRICATION

The walls of the Hat & Hare Lounge will be covered in mesh scrim and will be using the Profx Projector Kit for digital displays of moving sea creatures. The entrance door way from the hallway will be an undersea rock work entrance display that consists of carved foam panels shaped and painted to be the texture of rocks. A projector will illuminate the reflection of the Planet of Neptune onto the ceiling. An Aquaman Trident scaled prop replica will hang above the fireplace with connected LED Fiber Optic Cables that will activate a shocking glow as the RFID activation in this room. Flickering lights will need to be installed in place of the lounge lights. For the anglerfish light, a light bulb and stainless steel flexible conduit needs to be strung from the ceiling.



RFID INTERACTION

Hanging above the fireplace is a powerful trident waiting for unsuspecting members to trigger its ferocious sparks with their RFID proximity. When the trident sparks, the abyss experiences an atmospheric disruption, and any gleam, glimmer, or glow sharply flickers.

“I’LL ADMIT, I DO ENJOY HOW NEPTUNE’S GLOW LURES THE INNOCENT TO ILLUMINATING FRIGHT. YET, IT SEEMS THAT THE PISCES DID NOT INTEND FOR ANY FEARSOME FESTIVITY. FOOLS! DANGER AND THE DEEP SEA GO HAND AND HAND... AND ANY BELIEF YOU CAN FILTER FEAR IS A FERVENT FANTASY.”

- MOTHER OF THE STARS

HORRORSCOPES

DRINKS

BLOOD OF FIRE

Fireball Whisky, Bloody Mary Mix, Lime Wedge, Celery Stalk

WHIRLPOOL

Vodka, Gin, White Rum, Tequila, Blue Curacao, Sweet & Sour

TERRAMULE

Vodka, Cucumber, Blueberries, Mint Leaves, Lime Juice, Ginger Beer, Candied Ginger

HEAD IN THE CLOUDS

Vodka, Black Raspberry Liqueur, Cranberry Juice, Fresh Mint Garnish

RETROGRADE

Black Vodka, Freshly Squeezed Lime Juice, Simple Syrup, Ice, Wilton Edible Pearl Dust

FOOD

OXBLOOD SOUP STARTER

A Creamy Soup Made of parsnips and beets that creates a delectably bloody color

LEG OF LAMB AND SMASHED DREAMS MAIN COURSE OPTION 1

A single leg of fire-charred lamb with a sprig of rosemary garnish and mashed potatoes

SPAGHUTTS MAIN COURSE OPTION 2

Spaghetti squash served with flakes of salmon and orange-zest sauce

EAT YOUR HEART OUT DESSERT

Red velvet cheesecake with a cherry glaze



BUDGETS

Main Bar

Priority		Quantity	Price Per Unit	Total
A-1	Skulls	15	\$3	\$50
C-1	Old pictures	30	16c	\$5
C-1	Art deco frames	30	\$1.50	\$50
A-2	Farm equipment	4	\$15	\$60
B-2	Dry plants/Vases	8	\$0c	\$15
A-3	Rugs	2	\$100	\$200
C-2	Electric candles	10	\$3	\$30
B-1	Mister scent	1	\$35	\$35
B-3	Unique sound mix	1	\$20	\$20

Staircase

Priority		Quantity	Price Per Unit	Total
A-1	Roots and moss	3 packets	\$30	\$100
B-1	Bones	10	\$10	\$100
A-2	Scarecrow	1	\$50	\$50
A-3	Scythe	1	\$50	\$50
B-2	Faux paneling	1	\$50	\$50
B-3	Corn silk	1	\$50	\$50

ROOM TOTAL: \$815

Irma's Room

Priority		Quantity	Price Per Unit	Total
A-3	Terrariums	5	\$30	\$150
A-2	Room-scale trees	7	\$40	\$300
A-1	DIY mountain goat head	1	\$100	\$100
C-2	Devilish paintings	4	\$25	\$100
B-1	Fungal bits and dirt	3 packets	\$50	\$150
B-4	Art deco paneling	4 packets	\$50	\$200
B-2	Mister scent	1	\$30	\$30
B-3	Scent bottle: decaying foliage	1	\$200	\$200
C-1	Sound mix (comped)	1	\$20	\$20

ROOM TOTAL: \$1,250

Dai Area

Priority		Quantity	Price Per Unit	Total
A-1	\$30 Dolls	30	\$1	\$30
A-2	Art Deco shelves	2	\$50	\$100
B-2	Electric lights for eyes	2 packets	\$15	\$30
A-3	Paint	1 set	\$50	\$50
B-1	Mister scent	1	\$35	\$35
B-3	Unique sound mix	1	\$20	\$20

ROOM TOTAL: \$265

Cellar & Stairs

Priority		Quantity	Price Per Unit	Total
A-1	Wood Sheets	4	\$29.45	\$117.8
A-1	Plexiglass	1	\$129	\$129
A-1	Animatronic	1	\$150	\$150
A-1	Plastic Mannequin	1	\$71	\$71
A-1	Plastic Crabs and Turtles	7	\$15	\$105
B-1	Bubble Machine	2	\$26	\$52
B-2	Fishing Line	4	\$6	\$24
A-2	Floating Rig	3	\$150	\$450
A-2	Fortune Teller Props	1	\$50	\$50
A-1	Animatronic Costume	1	\$100	\$100
A-3	LED strip lights	3	\$32	\$96
B-1	Gallon of Bubbles	2	\$26	\$52
B-1	Floating Magic Props	1	\$100	\$100
B-1	Cloth	1	0	0
B-1	Paint	1	0	0
B-2	LED washes	6	0	0
A-1	Speakers	4	0	0
A-2	Projector	4	0	0
A-3	Macbook	1	0	0

ROOM TOTAL: \$1,496.80

Hat & Hare Bar

Priority		Quantity	Price Per Unit	Total
A-1	Fishing Net	1	\$19.49	\$19.49
A-1	Scuba Helmet	1	\$12.5	\$12.5
A-2	Scorpio Chocolate Coins (500)	1	\$195	\$195
A-1	Unfinished Whitewood Board	6	\$12.08	\$72.48
A-1	8 oz. Interior Wood Stain	1	\$5.98	\$5.98
A-1	8 ft rope	1	\$35.92	\$35.92
A-1	Glue	1	0	0
A-1	Profix Projector Kit	1	\$148.49	\$148.49
A-2	Foam	several	0	0
B-1	Treasure Chests	1	\$14.99	\$14.99
B-2	Assorted Jewels	2	\$16	\$32
B-2	Artificial Coral Ornaments	1	\$60	\$60

ROOM TOTAL: \$596.85

Hat and Hare Lounge + Furnance Staircase

Priority		Quantity	Price Per Unit	Total
A-1	Profix Projector Kit	2	\$148.49	\$296.98
A-2	Foam	2	0	0
A-2	Heat Gun	2	0	0
A-2	Black Paint	2	\$14.98	\$29.96
A-2	Grey Paint	2	\$36.98	\$73.96
B-1	Trident Scaled Prop Replica	1	\$25.49	\$25.49
B-1	Fiber Optic Cable	25	\$2.49	\$62.25
A-1	Laser Swamp	1	\$75	\$75
A-1	Clip Lights	2	0	0
A-1	Speakers	6	0	0
A-1	DJ H2O LED IR Simulated Water Effect Light	1	\$175.99	\$175.99

ROOM TOTAL: \$739.63





The Magic Castle®

@MagicCastle_AMA

The historical Magic Castle® in Hollywood, home to the Academy of Magical Arts, a world-renowned club for magicians.

 Hollywood, CA

 magiccastle.com

 Born January 2, 1963

 Joined September 2009

1,474 Following

24K Followers

Tweets

Tweets & replies

Media

Likes



The Magic Castle®

@MagicCastle_AMA · 2h

Are you feeling the chill of this Halloween season? At the Boiling Bar, the drinks aren't the only thing that will warm you up. Visit if you dare.





 2



Twitter

TWEETS VOICED BY THE MOTHER OF THE STARS TEASING VARIOUS ROOM ELEMENTS

TAURUS

At the Hacienda, the altar is bone-dry. Pour yourself a libation and pour one out for Taurus, too.

GEMINI

Looks like Gemini wants to create more conjoined twins. Careful if you should wander into their lab: you will not walk out alone.

CANCER

It appears Cancer brought a fortune teller machine. Will you sink at the sight of her crystal ball or swim into the waters of your futures?

LEO

If you're looking for the meal of your dreams, turn around. If you're looking for the meal of your nightmares, however, Leo has just the thing at the Feast of Fears!

VIRGO

Ready to get in touch with the ancient feminine? Don't get too friendly or you might find yourself in the goddess graveyard of the Magic Castle.

LIBRA

The balance if the universe is in your hands, quiet literally. Be careful not to tip the scale, but if you do, commit to that direction and await the consequences.

SCORPIO

The Scorpions are a fierce bunch. I enjoy their sharp wit and even sharper tongue. However, I do believe that will get the best of them one day.

SAGITTARIUS

A true adventurer knows to always follow the North Star. But where will it lead you? Come see what's waiting for you at the end of the Hall of Flame.

CAPRICORN

Something is rotten in the State of California. Enter the swamp in Irma's room with determination and you might escape the Forest of Capricorn with your dignity intact.

AQUARIUS

Poor Gemini and Libra. I've always said that teamwork makes the dream work, but Aquarius you've never really been one for listening, have you?

PISCES

I'll admit, I do enjoy how Neptune's glow lures the innocent to illuminating fright. Yet, it seems that the Pisces did not intend for any fearsome festivity. Fools! Danger and the deep sea go hand and hand... and any belief you can filter fear is a fervent fantasy.

ARIES

Things are starting to get steamy at the Boiling Bar. Join Aries for a drink if you can stand the heat.

COPY BY INDIVIDUAL TEAMS

Instagram

Interactive Storeis & Countdown Posts with Horoscope Captions

(10/9) 13 Days - Sagittarius

Sagittarius, keep walking towards the glowing light. Don't worry about the arrows flying towards you — it won't hurt when you're dead.

(10/10) 12 Days - Capricorn

Fight your natural urges and slow down today. Make the time to smell the roses, read a book, or listen to some classical music. And fight the urge to judge every minor imperfection, for Pete's sake. Otherwise, we're all siding with the thorns.

(10/11) 11 Days - Aquarius

Let someone help you for a change today. You know what skeletons are hiding inside everyone else's closets; are you just afraid they'll see what's inside of yours?

(10/12) 10 Days - Pisces

Pisces, you're facing ups and downs as brutal as rocky seas. Will you brave the storm or face what's lurking below?

(10/13) 9 Days - Aries

We all know you can be a little hot headed, Aries. If you don't blow off some steam soon you'll find yourself in boiling water.

(10/14) 8 Days - Taurus

How many bulls does it take to break a wall? One, if you're a Taurus. Learn to curb your stubbornness today, or you might bring down your own house.

(10/15) 7 Days - Gemini

They say two heads are always better than one. Confer with a friend first before making any big decisions today. If it turns out to be a bad decision, bring them down with you. Misery loves company.

(10/16) 6 Days - Cancer

Your sensitive state has left you in an emotional shipwreck. For now, you are drowning in your feelings but keep floating new ideas and you'll find yourself with your head above water in no time.

(10/17) 5 Days - Leo

The hunger that pangs you is insatiable, Leo. Careful what you wish for, you never know when your prey will go up in flames.

(10/18) 4 Days - Virgo

As you're staring at yourself in the mirror today, don't focus on the bags under your eyes or imperfections in your skin; focus on how you're going to make another person miserable today by judging their zealous use of semicolons.

(10/19) 3 Days - Libra

Decisions await you at every turn, but beware of tipping the scale. While the right choices will lead you into harmony, one wrong move...and your existence risks being eternally out of tune.

(10/20) Tomorrow - Scorpio

Scorpio, your thirst for debauchery will leave you lost at sea. Hold your breath. You just might make it out alive.

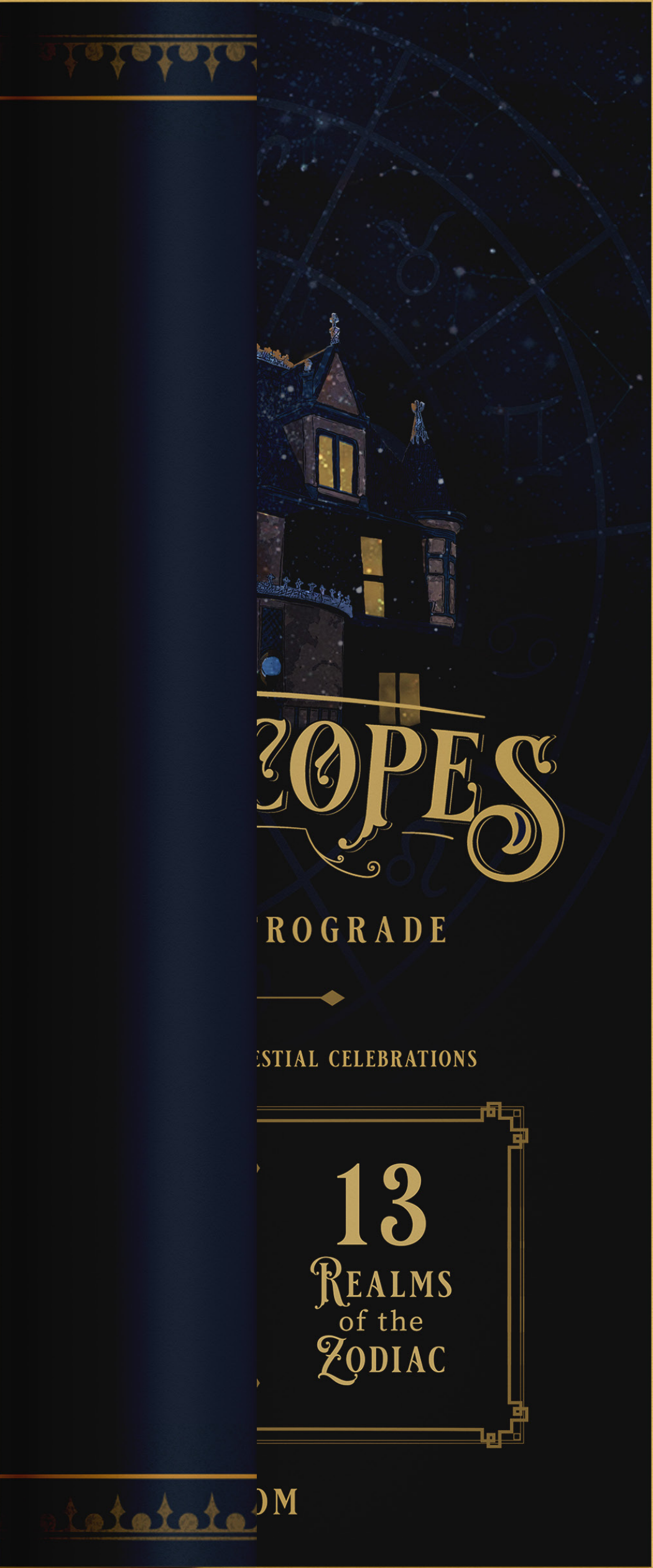
(10/21) Mother of Stars

Beware those whom you treat as pawns. They may not submit to compliancy forever and have the collective power to toss you into the dark celestial abyss.

(10/22) Mother of Stars

The chilling excitement begins TONIGHT. Tonight is the unveiling of our 10-day special affair with mystere, magic and horrorscopes.







HORRORSCOPES

HALLOWEEN  RETROGRADE

THANK YOU FOR VIEWING

Horrorscopes is the product of a 6-week amalgamation of budding themed entertainment professionals. As the students of Jason Thompson's Magic Castle studio simulation, we worked under the real-world expectations, budgets, dimensions, and guidelines of the iconic venue to realize a fully developed Halloween overlay pitch.

With a mix of creative mediums, we all not only managed and developed our individually assigned missions to transform areas of the Magic Castle but also we went above and beyond to collaborate on additional RFIDs, roaming characters, food and beverage offerings, social media marketing, installation timelines, and this very portfolio book.

Now experts on the zodiac, we are proud of what we accomplished and learned on this project. We all had a wonderful experience working together and we hope The Mother likes it.