

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

JASON THOMPSON
INSTRUCTOR

MIA POULSEN LESTORTI
CREATIVE DIRECTOR

CJ GOHL
KYLIE STAMEY
ANGIE ANNETT
CARA LEVINE
BONNIE STINSON
LILIANA BROWN
MATTHIAS BAKER
XOCHILT KHOURY
GRACE PERROTTA
JENNIFER YU
GIANNA SHEPPARD
ASHNA JERRY
JACKSON MANCUSO
CAITLIN SPRAGUE
DANIELLE LOTRIDGE
ANGELA PERRONE
RYAN CASSIDY
CAMERON CREATH



ABOUT THE MAGIC CASTLE

The Magic Castle®, the clubhouse of the Academy of Magical Arts, is private, allowing entrance only to members and their guests, or through courtesy invitations which are available to magicians visiting from out of the United States.

A typical evening—if there even is such a thing here—features magic shows that range from miracles right under your nose to full stage illusions that stun an entire room. The Castle is full of rare memorabilia and magnificent posters, so there's a lot to see. There's also a critically acclaimed full-service dining room and a number of unique bars, each with its own personality, making it easy to find just the perfect spot for whatever mood you're in.

Don't be surprised to look over your shoulder and find somebody performing a minor miracle. You'll soon understand why your visit will be one of the most amazing evenings you've ever experienced.

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.





EXTERIOR CONCEPT BY CJ GOHL & KYLIE STAMEY

EXTERIOR CONCEPT

Guests enter the property passing by a neon blue sign and looming gold statues of horoscope figures along the driveway. They gaze up to the castle covered in a moving projection map of the night sky featuring horoscope constellations and shooting stars.

At the photo booth, there is an ornately carved gold moon in front of the step and repeat. The fountain has been transformed into a galaxy pool, patrons can see their reflection amongst the black abyss and stars. A spinning black hole looms ahead just within the door, waiting to pull guests through the portal to the world of Horrorscopes.

FABRICATION PLAN

The gold moon will be laser cut at a member’s house using their machine. The black hole will be the largest construction aspect of the entrance. To complete it, we will follow the guide created on Haunt Forum.

The projection map will be created online and then set up on the final weekend over the castle utilizing multiple projectors.



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)

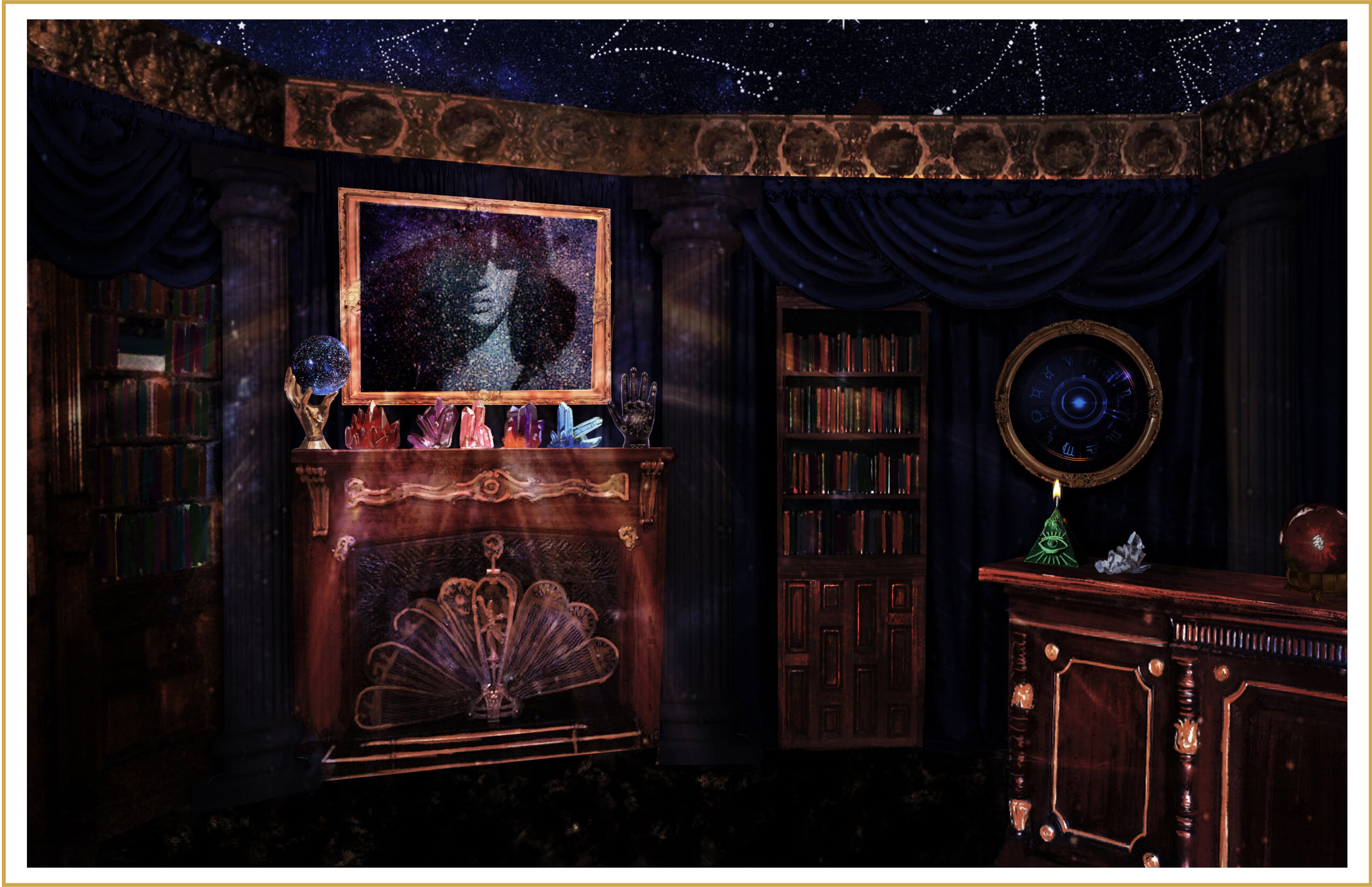
Thank you all for joining us tonight and participating in their judgement. I wish you safe travels and an auspicious celestial alignment. Goodnight.



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.



The stars have aligned, the Signs are here.
For the soiree they gather at the Magic Castle this year.

Though all Signs will seek the jury's good graces,
Only one element will win at these star-crossed races.

Leo's prepared to lead the mission,
And Scorpio's up for a good competition.

As Libra tries to keep the balance,
Pisces vows us with their talents.

Sagittarius is flying free,
While Taurus flows with honesty.

Gemini is seeing double,
As Virgo's critique is causing trouble.

Capricorn follows a serious path,
Safe from Aries's fiery wrath.

While Aquarius needs some time alone,
Cancer's dreaming of home sweet home.

One thing's for certain at this event,
There will be only one victorious element.

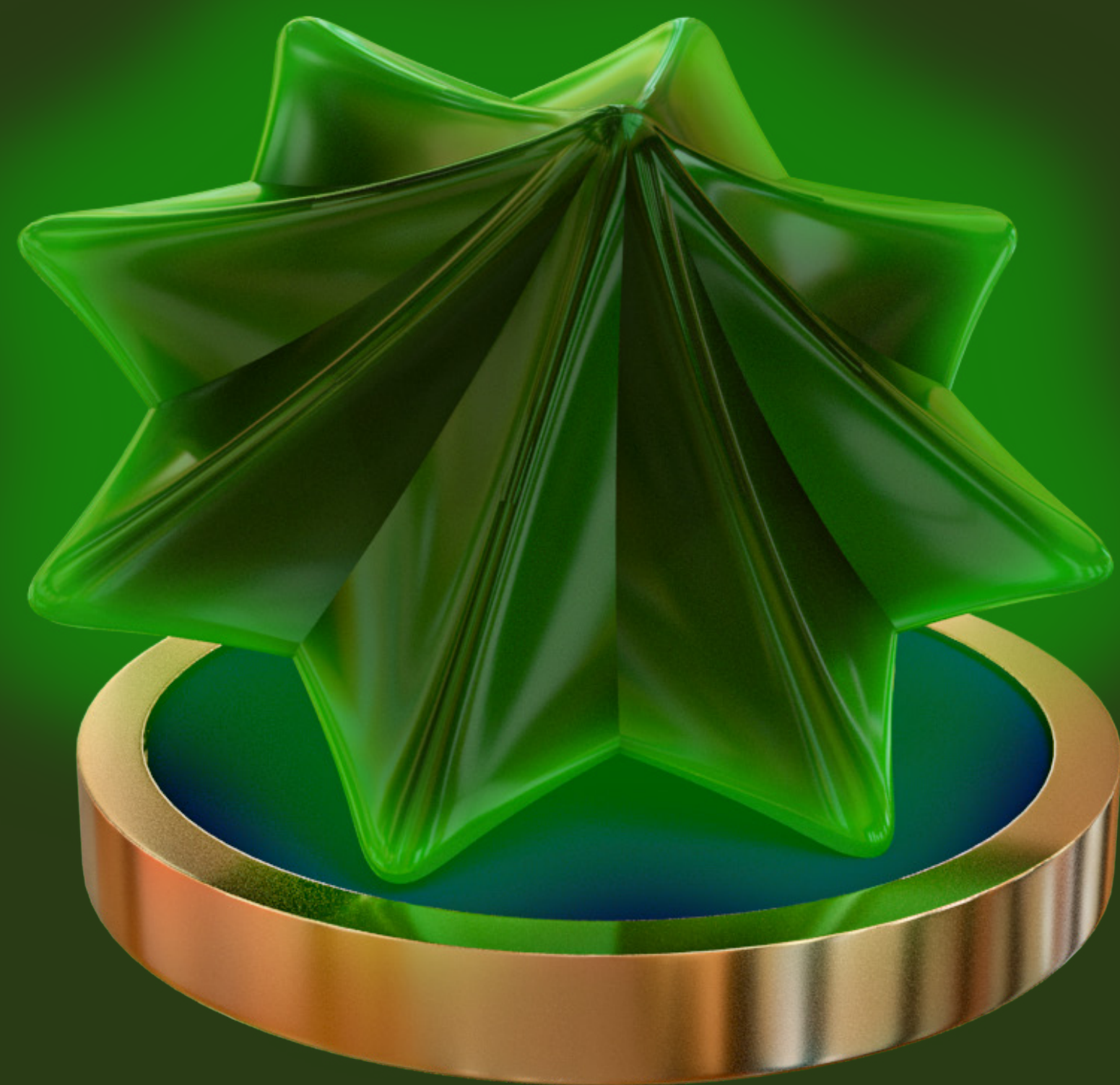
Vote for your favorite sign, it should be no hassle.
When Halloween's in retrograde at the Magic Castle.

LOBBY CONCEPT

We enter the lobby of the Magic Castle. Our surroundings are dark and majestic except for the pinprick of stars above. The Mother of the Stars welcomes you in as you observe the various celestial art deco elements that decorate the room. Symbols of astrological origin can be found everywhere you look. As you begin your tour, zodiac signs light up the night sky above with verses about their origins. But things begin to turn dark, and the stars turn an angry shade of red. Dark music begins to play...the horror has begun.

FABRICATION PLAN

For the lobby of the magic castle, we plan on creating a beautiful fortune telling room filled with creepy objects and an animated night sky set atop Greek pillars. To complete this, we will need to construct the Greek pillars through different materials from local hardware stores, sew sheets of black polyester fabric together to create the night sky for our animated projections, attend different garage and antique sales to find the perfect knick-knacks to fill the tables of the room, and finally, create the illusion of both the night sky animating in time to a poem as well as have the "Mother of the Stars" look like an oil painting on a TV hanging over the fireplace.



EARTH SIGNS

Ever connected and rooted to the tangible reality, Earth Signs are always on the pulse of productivity, outputting results like efficient machines. They have a plan and won't stop until they follow through. Their reliable and focused drive brings structure to the whims of the other elements. But all work and no play make Capricorn, Virgo and Taurus in need of the balancing acts of water, fire and air to lighten them up and pull them out of their pragmatic paradigms with a sprinkle of fantasy and imagination on their grounded roots.

MOTHER'S CONGRATULATIONS IF EARTH SIGNS WIN THE NIGHT

Taurus, Capricorn, and Virgo: I must congratulate you on your creativity – something I never in a million millennia thought I would say. The fact that you did not dig into the ground and bore our guests to death is a feat worth celebrating itself, although you always have been my hardest working children. Congratulations. You are one step closer to winning a favorable fate.



CONCEPT BY BONNIE STINSON & LILIANA BROWN

CONCEPT

The bull ghost of Taurus invites the guests into his haunted ranch and bar. Skulls and old farm equipment line the walls and we don't recommend looking at the historic photos in the frames-they tend to look back. And if you are lucky enough to get a seat by the shrine of Taurus himself, it might suggest a drink to you to start your night off.

As you enter into Hacienda del Taurus you hear slow and scratch country fiddles playing. You are greeted by dozens of eyeless sockets of skulls lining the walls and the smell of dirt fills your senses. Walk across the large woven rug on the floor and admire the historic farm tools and vintage photos displayed on the wood paneling. When you get to the bar you notice a shrine made below a particularly colorful bull skull. After you order from the mysterious bartender with a handlebar mustache and cowboy hat you hear something-did Taurus just whisper to you?

FABRICATION

Gold washi tape will line the walls in art deco designs. New creepy farm photos will replace the pictures in the existing frames around the room and bar.

15 bull skull molds, all individualized with paint or jewelry, will line the upper most part of the wall and above the bar. One close to the bar for RFID moment in which the skull will talk to bar patrons with our RFID moment. Each bull will be decorated in a different way, not outside the theme but just individualized with dull colors within our color scheme or blood. The special bull skull closest to the bar will have a sort of shrine-like altar surrounding it, with candles and dried flowers beside it.

Old farm equipment are also adorning the walls surrounding the room and staircase. Candles and dusty vases with dried flowers or wheat stalks in them will be scattered around the room and bar.



RFID INTERACTION

If you're facing the bar at the left side there will be a bull skull that is more colorful and larger than the rest, specifically with a movable jaw bone. Underneath it there is a shrine with candles and a plate filled with offerings. When a RFID key is placed on the shrine plate the skull it will talk from a selected script of lines and suggest drink options, whisper sayings, make bull noises or simply start laughing.

"IT'S VERY....DOMESTIC. YOU'RE HOLDING ONTO SOMETHING A LITTLE TOO STRONGLY HERE. NICE SKULL, THOUGH."
- MOTHER OF THE STARS



CONCEPT BY BONNIE STINSON & LILIANA BROWN

CONCEPT

The smell of damp and decaying foliage draws guests into Irma's Bar, or the Forest of Capricorn. Here, the devilish sea-goat oversees the swamp with a stern eye. The trees grow with slow determination. Surrounded by terrariums, fungi, and the judgmental eyes of your worst ancestors, it is only by embracing the certainty of death (and becoming enveloped in the earth) that you can finally be at peace.

FABRICATION

Three large tree trunks are mounted to the walls with one large swampy tree trunk growing from floor to ceiling in the middle of the room. Beneath the roots are uplights and dripping water. On top of the piano and the bar top are chicken wire with fungus and moss, whereas on top of the mantle and all other surfaces are terrariums with lighting and speakers for motion-activated squelches. An interactive devilish goat head with an RFID reader in its nose is mounted in pride of place over the fireplace.

Bar staff in Irma's room / Forest of Capricorn are mossy underground forest creatures. They have mushrooms growing out of their cheeks and twig crowns and damp leaves on their clothing but they look dignified.



RFID INTERACTION

The malicious goat head mounted above the fireplace has an RFID reader in its nose. When triggered, it yells while its eyes flare from glowing yellow to devilish red. The goat head cycles between several phrases:

"You're laughing but I'm dead serious." | "I'm not mad....just disappointed." | "You can sleep when you're dead."

**"THIS SPACE — IT'S GROUNDED. I CAN SMELL THE DELICIOUS DECAY. BIT OF A SOGGY BOTTOM, HOWEVER."
- MOTHER OF THE STARS**



CONCEPT BY BONNIE STINSON & LILIANA BROWN

CONCEPT

Countless doll eyes watch as guests walk into their domain. Mirrors around the room reflect your horror and their gaze as the earth goddess beacons you into her decaying arms. Will you make it out alive?

The door opens to Virgo’s Revenge and glowing eyes instantly meet you. The mixed smell of artificial plastic and rot set the room. Slow 1930’s dance music chants in the background of the dark room. Shelves against the walls are full of dolls, some even in intricate glass cases, and you’re sure you saw one move. On other walls mirrors confuse shapes and light in their image and you don’t know if they’re actually reflecting reality or if you are in hell. And in the corner, larger than any other, is a tall wooden earth goddess statue with one hand clutching a bushel of wheat while the other reaches out toward you offering candy in a bowl. The Virgos are undeniably watching you, waiting for their change at revenge.

FABRICATION

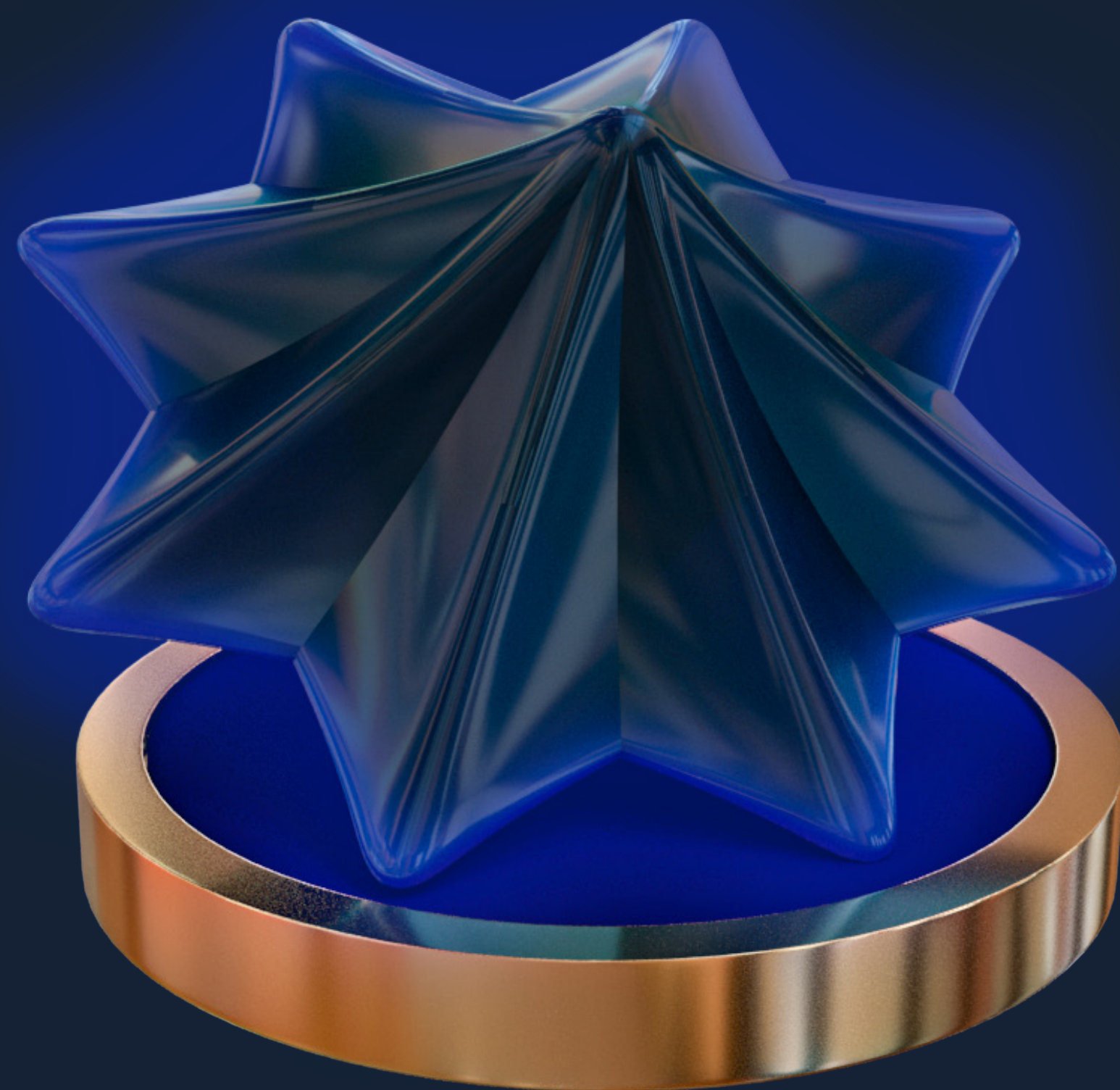
Two art-deco shelves will sit against the main wall and are filled with approximately 30 dolls of all shapes and some are confined to intricate glass cases. Candles are all around the room and some dolls have altars or seemingly treasures that have been offered to them. In the middle of the two shelves is a stone statue of an earth goddess holding a bowl full of candy while the other holds a bundle of wheat. The wall opposite the main doll case is lined with a variety of old and dusty mirrors.



RFID INTERACTION

And in the corner, larger than any other doll, is a tall wooden earth goddess statue with one hand clutching a bushel of wheat while the other reaches out toward you offering candy in a bowl. If someone touches the bowl with their RFID key her eyes will glow and she will start chanting immediately. Some dolls scattered around the room will be set off by motion detection as someone goes by and their arms will reach out or legs will move. Other dolls heads will move toward the door when it opens and then go back to normal within 15 seconds. With the tap of the RFID all the dolls eyes glow

“HMMM...NEAR PERFECTION. [SNIFFS] IS THAT BLEACH? TIDY AND CLEAN. [ADJUSTS SOMETHING] JUST MISSING THAT SOMETHING SPECIAL.”
-MOTHER OF THE STARS



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 XOCHILT KHOURY & MATTHIAS BAKER

CONCEPT

The constellation Cancer awaits guests in the depths of the Magic Castle. There in the cellar, her spirit has possessed an old fortune telling machine. Sunken below the waves, she waits to bestow her cosmic command upon any guest daring enough to approach her. When they tap their RFID key to the machine, her spirit sputters to life, spinning a fortune specially tailored to terrify the guests. As their fortune is spun, the guests’ future unravels before their eyes. The walls of Cancer’s sunken kingdom begin to twist and change, immersing guests in their horrible fates to be, if only for a moment.

FABRICATION

A fortune teller’s booth will be constructed and filled with a simple animatronic representing Cancer herself. LED washes and LED strips will be attached to the walls, and items hung around the room to create the illusion of being submerged in water. Small items will be hung up in various spots around the room using fishing line. Four chairs and two tables will be built out of light-weight material and rigged to the ceiling using a floating rig. All of these elements, along with speakers are then hooked up to a raspberry pi that controls the room’s RFID interaction; allowing the whole room to change in sync with the fortune Cancer is telling to the guests.

“IT APPEARS CANCER HAS DROWNED THE MAGIC CASTLE’S CELLAR. OH, AND SHE’S BROUGHT THE WHOLE OCEAN WITH HER. CHILD’S PLAY.”
- MOTHER OF THE STARS



RFID INTERACTION

The RFID key activates Cancer’s fortune teller machine. When activated, the room surrounding the machine changes from an underwater world to a mystical landscape, each fortune triggering a different variation of this landscape. For example, one of the fortunes told results in the lighting changing from a palette of blues to a palette of purples. Mysterious music drowns out the ocean atmosphere, and the constellation above the machine glows, spotlighting the fortune teller.



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.

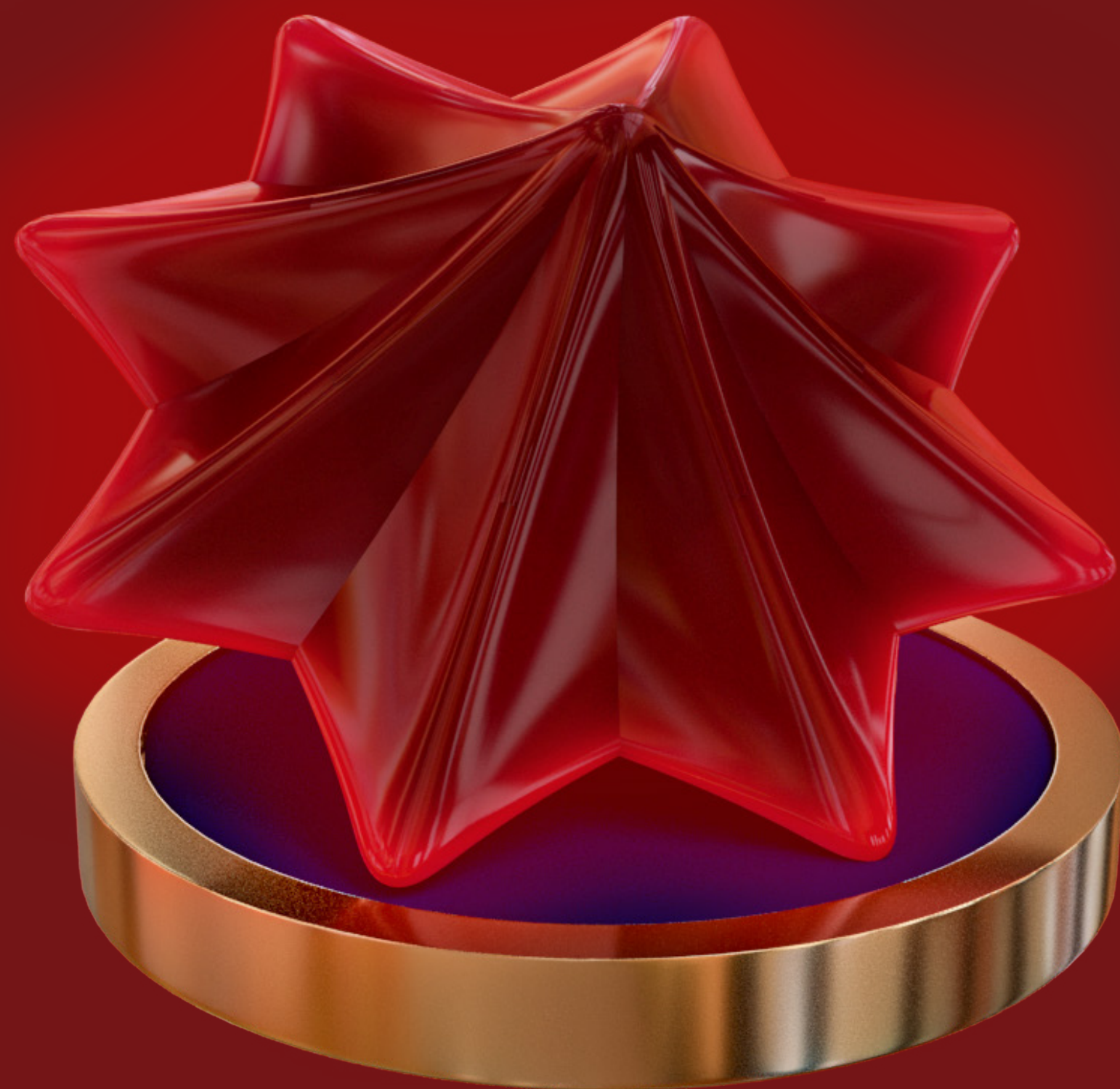


RFID INTERACTION

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



FIRE SIGNS

Blazing through life on the sparks of instinct, impulse and pure passion, Fire Signs are always hot off the press, searing their mark along their paths of creation. Once the Aries, Leo and Sagittarius fires light up, they may prove unstoppable, igniting others as they rage past. Without the rescue efforts of the other elements, the embers of these signs can quickly grow from enthusiasm to engulfing. The fire, however, need not be put out. A splash of water now and then could help keep these flames at a healthy simmer.

MOTHER'S CONGRATULATIONS IF FIRE SIGNS WIN THE NIGHT

Aries, Leo, and Sagittarius: Your daring and innovative methods impressed both guests and me, although that is not a surprise. What is a surprise is that you finished a project at all and also successfully worked with other beings. I expected your entire section to be up in flames by the end of the night. You still have _ days to go, though. Nevertheless, you are one step closer to winning a favorable fate. Congratulations.



CONCEPT BY GIANNA SHEPPARD & ASHNA JERRY

CONCEPT

Guests are welcomed into the Aries Boiling Bar by the frank and frightful Ram as steam swirls in the air around them. They step up to the bar to order as Aries seems to pay you no mind, humming along to the high pitched, eerie screams of pipes ready to burst. The bar is reaching its boiling point and guests receive your drink just in time for a song and dance of the steam raising a toast to the Mother of Stars.

FABRICATION

The walls are covered in red faux-leaves. “Pipes” are fixed to right side wall. The pipes are created by cutting and spray painting pvc pipes. These pipes have small holes drilled into them and water misters are added inside of sections of pvc pipes around the holes. The RFID trigger is fixed to the right side wall on the pipes.



RFID INTERACTION

When guests hit the trigger point, a mist of water resembling steam will shoot out of the pipes and a chorus of boiling teapots sing!

“HMM IT’S GETTING QUITE STEAMY IN HERE. WHAT ARE YOU ALL UP TO BEHIND THAT BAR?”
- 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





CONCEPT BY GIANNA SHEPPARD & ASHNA JERRY

CONCEPT

Guests enter a dining room fit for a King, which is only fitting for Leo’s decadent feast. The walls seem to go up in flames, as if in an oven, and the ceiling is draped with luxurious white furs. Take your seat at the Feast of Fears knowing you are in for quite the treat. The table is filled with food, each dish more bloody than the last. You swallow your pride and dig in. After all, every good cook knows a sacrifice comes with every meal.

FABRICATION

Fur fabric is draped onto the ceiling. The walls are covered in red faux-leaves. A portrait of Leo is hung on the right wall. Underneath this portrait sits the RFID fireplace. The fireplace is created by spray painting a trash can and lid, cutting a round hole into the lid and fixing a bowl inside of the hole. The bowl is then filled with rocks, red and orange fabric scraps, and a small fan. The RFID is fixed to the top of the fireplace. Art deco designs are fixed onto the seating area wall. Art deco wall fixtures are created by cutting and spray painting cardboard. The tablecloth, seat covers, and table centerpiece are added at the dining table.



RFID INTERACTION

When guests go to admire Leo’s grand portrait, the fireplace in front will erupt with flames seemingly from nowhere!

“LEO DARES TO PUT A PORTRAIT OF THEMSELVES INSTEAD OF ME? HA. THEIR PRIDE MAY BE THE DEATH OF THEM THIS YEAR.”
- MOTHER OF THE STARS



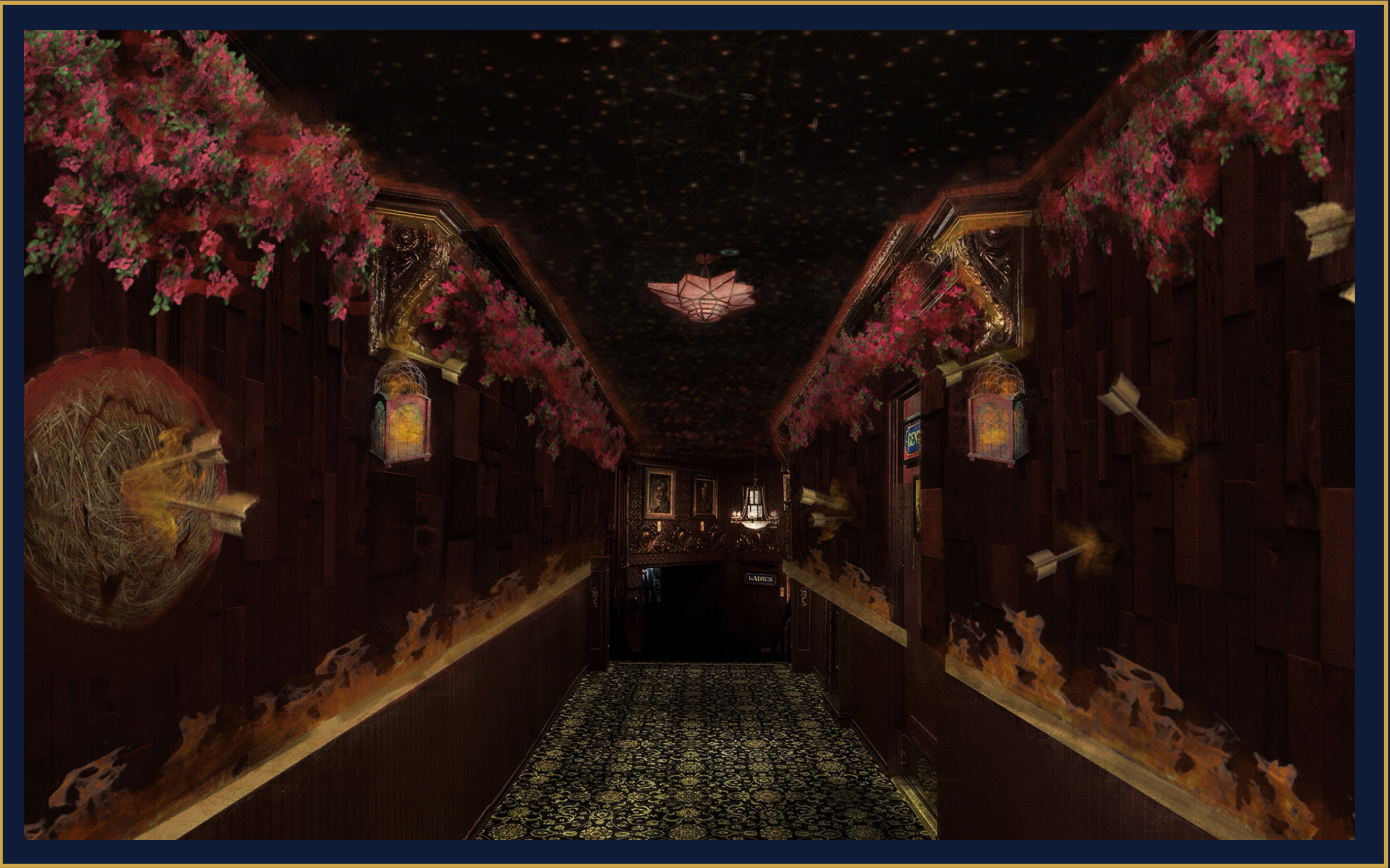
CONCEPT BY GIANNA SHEPPARD & ASHNA JERRY

CONCEPT

You see a long hallway lit only by the twinkle of starlight ahead of you. As you make your first steps through the narrow hall, you begin to notice the golden arrows pinned haphazardly along the walls. You let your gaze wander until you feel a strong gust of wind pass right by your head! Arrows fly towards you and you're looking for the way out of this dangerous trap when a bright light appears in the distance. The North Star will guide you out of the Hall of Flame, but only you can dodge the arrows as you make your way towards it.

FABRICATION

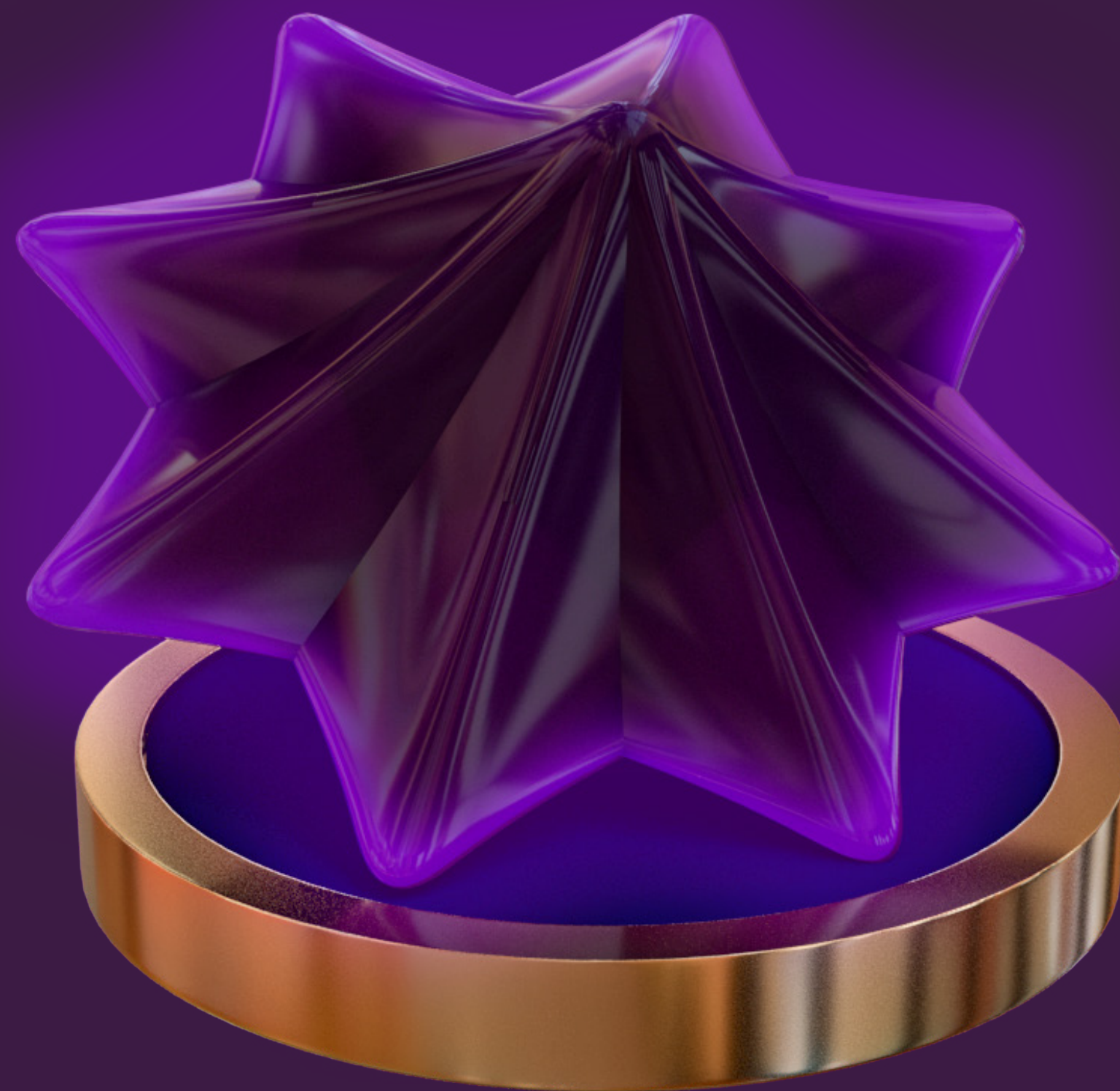
8 flats are created and wood-stained a dark color. These flats receive a paint treatment of flames horizontally along the middle. The back half of 13 arrows, which are spray painted gold, are fixed at random points throughout the flats as if they have been hit with arrows. The flats are installed along the walls of the hallways. The top of the flats are adorned with red faux-foliage. There are two lamps, each fixed on the middle flats on the left and right side. The ceiling is covered in black, sheer fabric with LED fairy lights. The RFID is fixed onto an arrow towards the beginning of the hallway on the left side.



RFID INTERACTION

When guests hit this trigger point, the stars above will twinkle and all but the North Star will dim. The North Star brightens to guide you through the hallway safely away from Sagittarius' deadly arrows.

"WATCH YOUR HEAD, MORTALS. SAGITTARIUS ISN'T ALWAYS THE BEST SHOT."
- MOTHER OF THE STARS



AIR SIGNS

Much like air brings forth a shifting gust of wind, Air Signs flow in perpetual motion, take action and are adventurous intellectuals. These signs are understanding and forgiving in nature – unless that is, you’ve crossed them with a typo or grammatical error. Gemini, Libra and Aquarius may be the most emotionally detached elements, but this keeps them from letting feelings lead their way. As much as they seek fairness and balance, the air that runs through them can also send them tipping over.

MOTHER’S CONGRATULATIONS IF AIR SIGNS WIN THE NIGHT

Gemini, Libra, and Aquarius: Your cooperation shone through tonight. Usually, you would leap from the sky before having to make a decision of your own; but I guess when the three of you work together, you can actually produce work for me to be slightly less disappointed in. Congratulations. You are one step closer to winning a favorable fate.

GEMINI'S EXPERIMENTORIUM

CONCEPT BY JACKSON MANCUSO & CAITLIN SPRAGUE

CONCEPT

Conjoined twin scientists, Gemini, will stop at nothing to meet to bring more conjoined twins into the universe, even if it means creating their own gruesome versions. On this rare occasion, they invite you into their Experimentorium to witness their previous experiments -- and their newest project .



FABRICATION

When you first enter the Experimentoium, your eyes are immediately drawn to the glowing containers hosting all matter of conjoined beings and the lighting shooting across the ceiling. The Gemini twins, donned in rubber gloves and air flight masks, don't wait long to greet you, as they're eager to show you what they're currently working on in the back corner. The floor and walls transition to black and white tile as you approach the area, enveloping a medical examiner's table. On it and above it, hanging by rusty chains from the ceiling, are bodies that have been fileted open. While impressed by Gemini's progress, you're keen to leave the smell of bleach and get a drink at their liquid laboratory. You order a blood red cocktail from one of Gemini's chemist assistants, authenticated with white lab coats and matching flight masks.



RFID INTERACTION

Experiments convulse with electricity, sending another shock of lightning across the room and down the hall into Libra's LibAiration room. The bodies in the operating room shake violently, exposing their skeletal insides and emitting smoke.

"BE CAREFUL, HUMANS, IF YOU SHOULD WANDER INTO THEIR LAB. YOU MAY NOT WALK OUT ALONE."
- MOTHER OF THE STARS



CONCEPT BY DANIELLE LOTRIDGE & ANGELA PERRONE

CONCEPT

Enter the LibAiration Parlour, where the wind spirits whisk guests into a storm of choices that will help the Libra and ultimately determine the fate of the constellations. Masks of these wind spirits, or Boreads, fill the alcove as their whispers blow the guests into the Libran storm. In this cloud covered hallway doused in blues and purple hues, lightning may strike at any moment, as questions lining the walls beg for quick answers to “this or that” style inquiries. Guests rotate the arrow to the answer of their choosing, as these choices will be determine the fate. In the Parlour waiting area, standing in front of an antique scale, the blindfolded Libra awaits these answers, adding opal stones to the side of the scale corresponding to the choices on the wall. If the scale balances, the universe is pleased, but if it tips, the storm is imminent and the dark fate awaits.

FABRICATION

Twelve 4’x8’ flats will be constructed across the Bill Joslin Performance TArea, the Parlor South Wall, and the Parlor Waiting Area, in order to build LibAiration without compromising the Magic Castle walls. Bulk vintage Halloween masks will cover the walls in the Bill Joslin alcove. LED striplights will be adhered to the flats in front of the Parlor South Wall, and subsequently polyester fiberfill will be spray painted and affixed to these flats as well as the flats in the Parlor Waiting Area to achieve a stormy effect. Speakers will be installed in the Bill Joslin area, and another set of speakers and an air blaster will also be installed at the entrance to the Parlor South wall to enhance the storm which can be triggered via RFID.



RFID INTERACTION

In the South Parlour Wall section, where the cyclone storm lives, an RFID trigger will cause a storm to suddenly erupt with the sound of wind, and flashes of LED lighting. In the Palace waiting area (Gemini) an RFID trigger will cause a bolt of LED lightning to surge across the ceiling, passing through the South Parlour Wall area (Libra), and down the stairs to the Inner Circle area (Aquarius).

“OH LIBRA, ONCE AGAIN, EVERYBODY HAS TO MAKE YOUR DECISIONS FOR YOU. IT’S A SHAME, REALLY. BY NOW YOU SHOULDN’T HAVE TO PLAY THESE PETTY GAMES.”
- MOTHER OF THE STARS



CONCEPT BY RYAN CASSIDY & CAMERON CREATH

CONCEPT

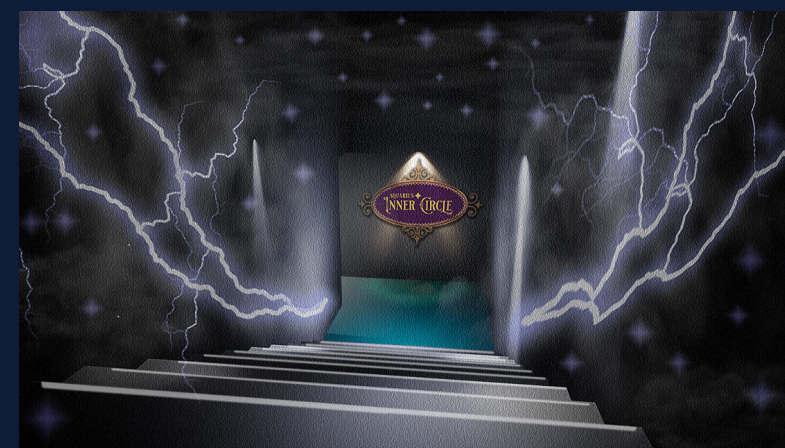
The Mother of Stars has put you through quite a journey to get to your final destination through Halloween in retrograde. Give in to the intelligent, idealistic and curious nature of the Aquarius and sip from the nectar of the Water Bearer in the Inner Circle. But beware of who among us is here for the wrong reasons and is looking to spread our most coveted secrets.

The fountain, which serves the nectar of the Water Bearer, welcomes guests into the Inner Circle with an offer of refreshment and celebration. Sip the night away under the hospitality of the Water Bearer and amongst the company of the Aquarius. Your horoscope for today advise not to be afraid of letting loose and enjoying life. You can do just that on the Inner Circle dance floor. All horoscope signs are welcome with the offerings of drinks fit to each sign. This makes the place to socialize, one of the natural tendencies of the Aquarius, while gaining insight as to what is happening amongst the other signs and elsewhere throughout the Magic Castle.

FABRICATION

Upon entering guests will see a full overlay of the Inner Circle in the style of Aquarius. The storm stairs will be created through lighting effects triggered by RFID interaction. The cocktail bar/ seating area upholstery will be covered with blue fabric.

"IT SEEMS AQUARIUS IS DRINKING THEIR WAY TO A VICTORY, I SHALL BE THE JUDGE OF THAT"
- MOTHER OF THE STARS



RFID INTERACTION

RFID tag triggers lightning as you ascend staircase into Inner Circle Lightning and cloud show set draws guests into proceeding area.

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

BUDGETS

Parlor/ Bill Joslin Area

Priority		Quantity	Price Per Unit	Total
A-1	Polyester stuffing: 5 pack – 25 lbs	1	\$146.30	\$146.30
A-1	LED Strip lights – 16 ft strips	3	\$13.99	\$41.97
A-1	Speakers (set of 2)	1	\$0	\$0
A-2	Microcontroller (RFID team)	3	\$0	\$0
A-1	Flats	5	\$35	\$175
A-1	Spray Paint (Blue, Purple)	4	\$3.96	\$15.84
C-1	Clip-on Fans	2	\$19.99	\$39.98
A-1	Paint Brush/Roller/Tray kit	1	\$0.00	\$0.00
A-1	“Paint (ivory) (plus spray from above line item) 1 Gallon”	1	\$29.98	\$29.98
A-2	Audio Player – BrightSign AU335	1	\$135	\$135
A-1	Wood (1/8” x 3-3/8” x 8’)	2	\$1.97	\$3.94
A-2	Rubber bumpers (pack of 50)	1	\$3.24	\$3.24
A-2	Lazy Susan bearings (pack of 20)	1	\$28.65	\$28.65
A-1	Flats	4	\$35	\$140
A-1	Polyester stuffing (see Parlor South Wall Line item)	0	0	0
	Spray Paint (see Parlor South Wall Line item)	0	0	0
	Stool	1	0	0
	Scale	1	\$24.98	\$24.98
	Table	1	0	0
	Tablecloth (fabric by the yard)	2	\$3.99	\$7.98
	Opal Stones set of 25	1	\$12.09	\$12.09
A-1	Speakers (set of 2)	1	\$0	\$0
	Area Lights	2-3	\$0	\$0
C-1	Fog Machine	1	\$0	\$0
	Ice Chest	1	\$0	\$0
	Water-based scent	1		
C-1	Dragon’s Breath Fog (1 gal)	1	\$18	\$18
A-2	Bulk plastic masks	1	\$100	\$100
	Flight masks (from Gemini)	1-2	0	n/a
	Paint (ivory) (plus spray see above line item)	0	0	0
	Vintage Halloween Masks	Various	0	0
	Flats	4	\$35	\$140
	Nails (pack of 50)	2	\$1.87	\$3.74
A-1	Speakers (set of 2)	1	\$0	\$0
	Paint Brushes (see Parlour South wall line item)	0	0	0
	Paint Rollers (see Parlour South wall line item)	0	0	0
	Paint Tray (see Parlour South wall line item)”	0	0	0
	Scrim/Fabric (TBD)	Various		

ROOM TOTAL: \$1,066.69

Exterior

Priority		Quantity	Price Per Unit	Total
A-1	Projectors	3	0	0
A-2	4x8 Plywood	2	\$20.43	\$40.86
A-2	Gold Paint	1	\$27	\$27
B-1	2x4 12 ft	6	\$9.68	\$58.08
B-1	Newspaper	100	0	0
B-1	Gold Paint	1	\$27	\$27
B-1	Glue	2	\$10.89	\$21.78
B-2	Uplights	5	\$17	\$85
C-1	Mica Pearlescent Pigment	100	\$3	\$300
C-1	PVC Pipe	10	\$6.7	\$67
C-1	4x8 Plywood	2	\$15.4	\$30.8
C-1	2x4 12ft	12	\$9.68	\$116.16
C-1	Box of Screws	1	\$8.6	\$8.6
C-2	Black Paint	1	\$20.43	\$20.43
C-2	Neon Paint	1	\$20.43	\$20.43
C-2	Misc. Construction Supplies	1	\$200	\$200

ROOM TOTAL: \$1,023.14

Lobby

Priority		Quantity	Price Per Unit	Total
A-1	Entryway fabric	12	\$10	\$120
A-1	Black polyester fabric	25	\$2	\$54
A-1	Projector	1	\$32	\$32
A-1	Skeleton “chandelier”	12	\$13	\$156
A-1	LED candles	16	\$26	\$416
A-1	Plastic skull decor	12	\$1	\$12
A-2	Greek pillars	9	\$17	\$153
A-2	Set of raw crystals	1	\$40	\$40
A-2	Crystal ball	1	\$16	\$16
A-3	Painting supplies	1	\$90	\$90
A-3	Palmistry fortune teller hand	1	\$20	\$20
B-1	Deco candle holder	1	\$10	\$10
B-1	Gold vintage style bar cart	1	\$90	\$90
B-2	Blue velvet fabric	12	\$9	\$108
C-1	Deco vases – set of 2	1	\$18	\$18
C-1	Brass umbrella stand	1	\$39	\$39
C-1	Sandalwood incense	1	\$16	\$16
C-1	Misc decor & supplies	1	\$200	\$200

ROOM TOTAL: \$1,470

PRODUCTION TIMELINE

AUGUST (8/23/2020) BEGINNING OF CONSTRUCTION

- Construct flats for Libra, Sagittarius
- Construct the rotating tunnel for the Magic Castle entrance
- Construct Hat & Hare rock work, Angler fish mantle light
- Construct Cancer's fortune teller's booth
- Source and build Gemini's chambers
- Build Capricorn's tree trunks and fungal forest floor
- Fabricate Taurus's 15 Bull skulls
- Construct and purchase all props, and set dressing items

OCTOBER (10/05/2020) FINAL PREPARATION

- Install and finalize all other set dressing and props for each room

NOVEMBER (11/02 - 09/2020) HORRORSCOPES STRIKE

- Take down everything for all rooms and the entirety of Magic Castle

SEPTEMBER (9/23/2020) BEGINNING OF INSTALLATION

- Print out Horrorscopes Show Schedule brochures
- Installing the flats for each room
- Install the entrance tunnel
- Install all RFIDs in all rooms

OCTOBER 22 - NOVEMBER 1 EVENT

- Time of Horrorscopes Event

SOCIAL MEDIA SCHEDULE

Instagram (In Feed)

	Date	Time
Announcement of Magic Castle's Halloween Event	09/30/2020	12:00 PM PST
Horoscopes Date and Theme announcement	10/05/2020	11:00 AM PST
Pisces - 10 Days	10/12/2020	12:00 PM PST
Leo - 5 Days	10/17/2020	12:00 PM PST
Libra - 3 Days	10/19/2020	9:00 AM PST
Announcement and Explanation of the Fallen Stars	10/19/2020	12:00 PM PST
Scorpio - 2 Days	10/20/2020	12:00 PM PST
Mother of Stars - Day Before the Event	10/21/2020	12:00 PM PST
Day of the Event Post	10/22/2020	12:00 PM PST

Instagram Stories

	Date	Time
Announcement of Magic Castle's Halloween Event	09/30/2020	12:00 PM PST
Horoscopes Date and Theme announcement	10/05/2020	11:00 AM PST
Horoscopes Date and Theme announcement (Reposts)	10/05/2020	All Day
Sagittarius -13 Days	10/09/2020	12:00 PM PST
Capricorn - 12 Days	10/10/2020	12:00 PM PST
Aquarius - 11 Day	10/11/2020	12:00 PM PST
Pisces - 10 Days	10/12/2020	12:00 PM PST
Aries - 9 Days	10/13/2020	12:00 PM PST
Taurus - 8 Days	10/14/2020	12:00 PM PST
Gemini - 7 Days	10/15/2020	12:00 PM PST
Cancer - 6 Days	10/16/2020	12:00 PM PST
Leo - 5 Days	10/17/2020	12:00 PM PST
Virgo - 4 Days	10/18/2020	12:00 PM PST
Libra - 3 Days	10/19/2020	12:00 PM PST
Scorpio - 2 Days	10/20/2020	12:00 PM PST

Twitter

Horoscopes Date and Theme announcement
Sagittarius - 13 Days
Capricorn - 12 Days
Aquarius - 11 Day
Pisces - 10 Days
Aries - 9 Days
Taurus - 8 Days
Gemini - 7 Days
Cancer - 6 Days
Leo - 5 Days
Virgo - 4 Days
Libra - 3 Days
Announcement and Explanation of the Fallen Stars
Scorpio - 2 Days
Mother of Stars - Day Before the Event
Day of the Event Post
Night 1 Winner
Night 2 Winner
Night 3 Winner
Night 4 Winner
Night 5 Winner
Night 6 Winner
Night 7 Winner
Night 8 Winner
Night 9 Winner
Night 10 Winner
Overall Event Winner

Date	Time
10/05/2020	11:00 AM PST
10/09/2020	9:00 AM PST
10/10/2020	9:00 AM PST
10/11/2020	9:00 AM PST
10/12/2020	9:00 AM PST
10/13/2020	9:00 AM PST
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10/24/2020	11:00 PM PST
10/25/2020	11:00 PM PST
10/26/2020	11:00 PM PST
10/27/2020	11:00 PM PST
10/28/2020	11:00 PM PST
10/29/2020	11:00 PM PST
10/30/2020	11:00 PM PST
10/31/2020	11:00 PM PST
11/2/2020	11:00 PM PST

Facebook

	Date	Time
Announcement of Magic Castle's Halloween Event	09/30/2020	12:00 PM PST
Horoscopes Date and Theme announcement	10/05/2020	11:00 AM PST
Pisces - 10 Days (Repost from Feed)	10/12/2020	10:00 AM PST
Leo - 5 Days	10/17/2020	10:00 AM PST
Libra - 3 Days	10/19/2020	10:00 AM PST
Announcement and Explanation of the Fallen Stars	10/19/2020	12:00 PM PST
Scorpio - 2 Days (Post Video)	10/20/2020	10:00 AM PST
Mother of Stars - Day Before the Event	10/21/2020	10:00 AM PST
Day of the Event Post	10/22/2020	10:00 AM PST

Youtube

	Date	Time
Horoscopes Teaser Video	10/12/2020	9:00 AM PST

FACEBOOK

SEPTEMBER 30TH

MAGIC CASTLE SEASONAL EVENT ANNOUNCEMENT

Greetings to all. This Hallow's Eve we would like to formally invite all magical beings to our castle of Enchantment. This year the tradition will continue as we host our annual Halloween event that will surely lure you and your curiosity.

This year, the moon and the sun will summon her loyal celestial force and her fallen stars as she casts a lavish transformation over The Magic Castle® this coming October.

More announcements are to follow as her majesty nears the 5th day of October...

OCTOBER 5TH

MAGIC CASTLE ANNOUNCES THE THEME AND THE DATES OF THE EVENT

"The Mother of the Stars is the ultimate celestial force that transcends time, guiding the zodiac constellations that fall beneath her. 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 sign's sanctuaries, bestowing a prosperous year to the element whose rooms captivate her and her guests most."

The Academy of Magical Arts and The Academy of Magical Arts Boo Crew are proud to present this year's 2020 seasonal Halloween event: Horrorscopes. Experience "Halloween in Retrograde" soon at the The Magic Castle® on October 22 - October 31.

Disclaimer: Guests must be an AMA/Magic Castle® Member, accompanied by a Member, formally invited by a Member, or stay at The Magic Castle Hotel (@magiccastlehotel) to attend this seasonal event.

OCTOBER 17TH

FURTHER EXPLANATION OF THE STORY AND ANNOUNCEMENT OF IT'S 5TH DAY COUNTDOWN

The Fallen Stars of the sky will soon walk among us in their earthly form for 10 days. They will be our guiding hand to help please The Mother of the Stars. Cast your alliance to an element each night in 5 designated areas of the castle to determine the most glowing powerful element of the night.

Locate the stars (lamps) in each element's room to decide its fate in which Mother will announce the supreme champion on Twitter when nightfall has reached its most grim hour.

OCTOBER 20TH

EVENT RECALL: REPOST YOUTUBE TEASER (SHORT COPY)

This year's The Magic Castle® Halloween event, Horrorscopes, is less than 2 days...experience the 10 days of Halloween in Retrograde.

(Include YouTube link)

OCTOBER 21TH

EVENT ANNOUNCEMENT

Horriscopes opens tomorrow. Do you dare to wander through the realms of Earth, Fire, Air and Water and join their fight to please the Mother of Stars and her loyal Knights to avoid a dark fate?

Disclaimer: Guests must be an AMA/Magic Castle® Member, accompanied by a Member, formally invited by a Member, or stay at The Magic Castle Hotel (@magiccastlehotel) to attend this seasonal event.

OCTOBER 22ND

MAGIC CASTLE ANNOUNCES THE COMMENCEMENT OF HORRORSCOPIES

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

Disclaimer: Guests must be an AMA/Magic Castle® Member, accompanied by a Member, formally invited by a Member, or stay at The Magic Castle Hotel (@magiccastlehotel) to attend this seasonal event.

(Include Event is open today Instagram Countdown post)





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@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.

...

...

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 Scorpios 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.



TEASER VIDEO

SCENE 1

It's that time in the solar cycle when Halloween is in Retrograde, and the Mother of the Stars calls upon the Zodiac to wow her with their talents and love.

SCENE 2

This year, the stars have aligned at the Magic Castle in Hollywood, California, making their Earthly debut.

SCENE 3

With the Mother of the Stars ruling the Castle, Sign-bling rivalry will be at its peak.

SCENE 4

But this year, things are different.

SCENE 5

Mortals must participate and decide the fate of the Zodiac children...

SCENE 6

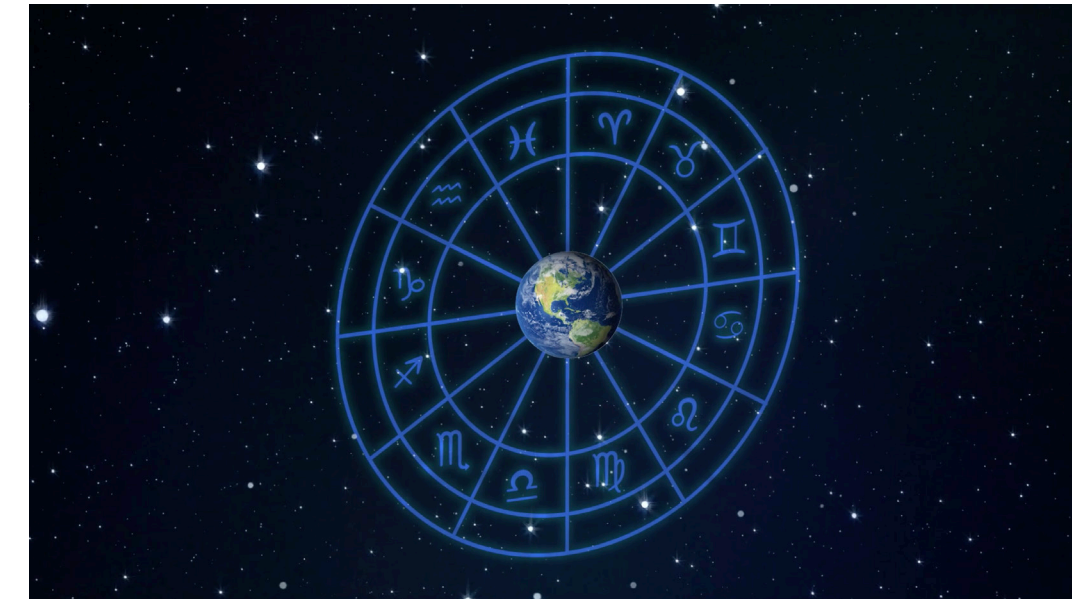
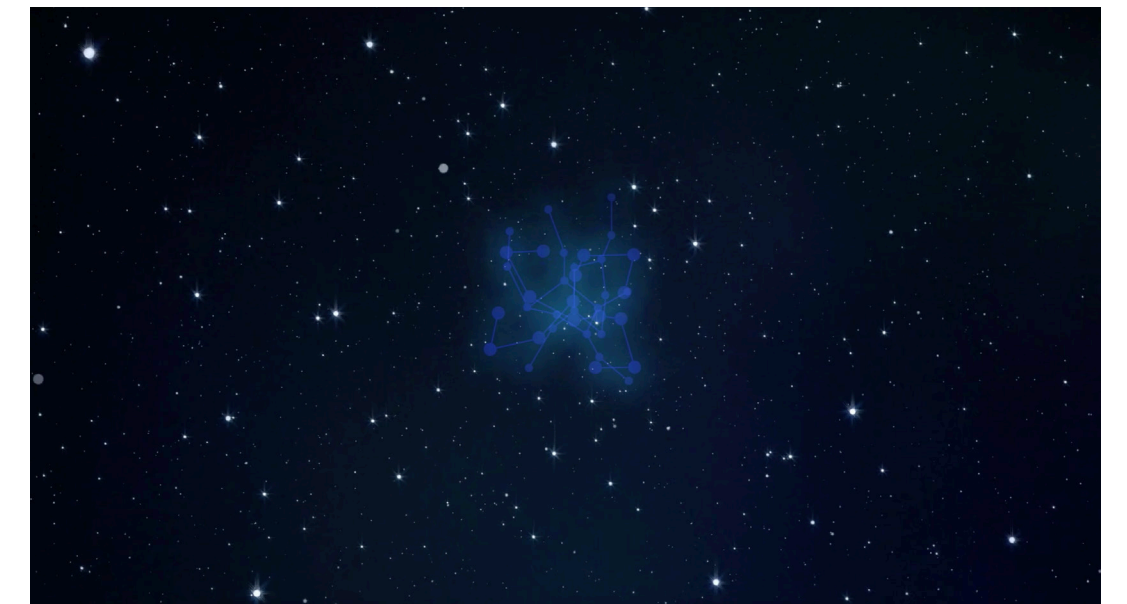
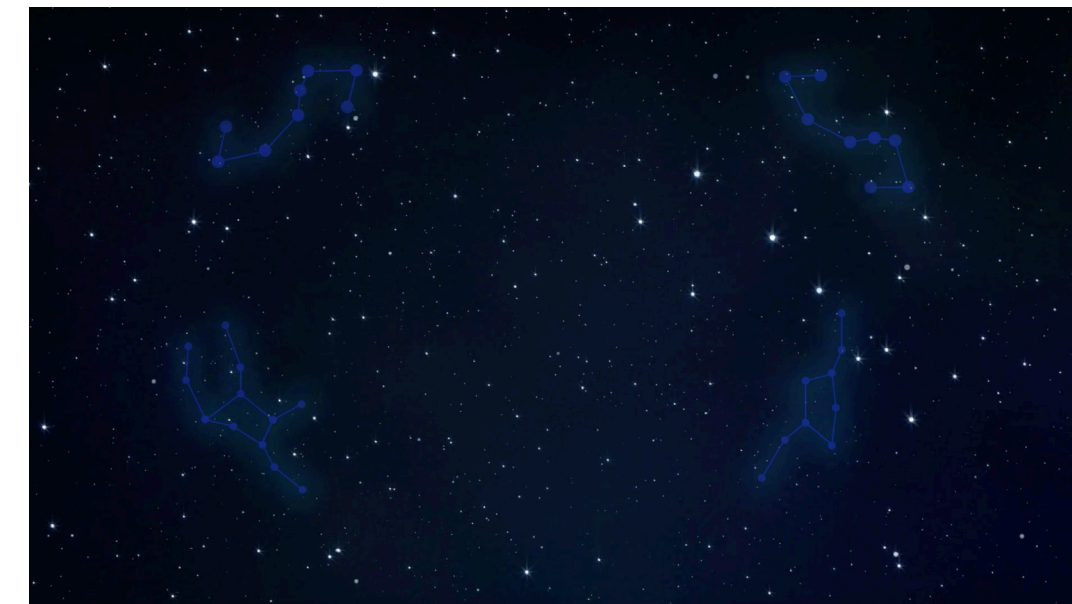
Voting is based on the rooms the signs have created with their unique talents.

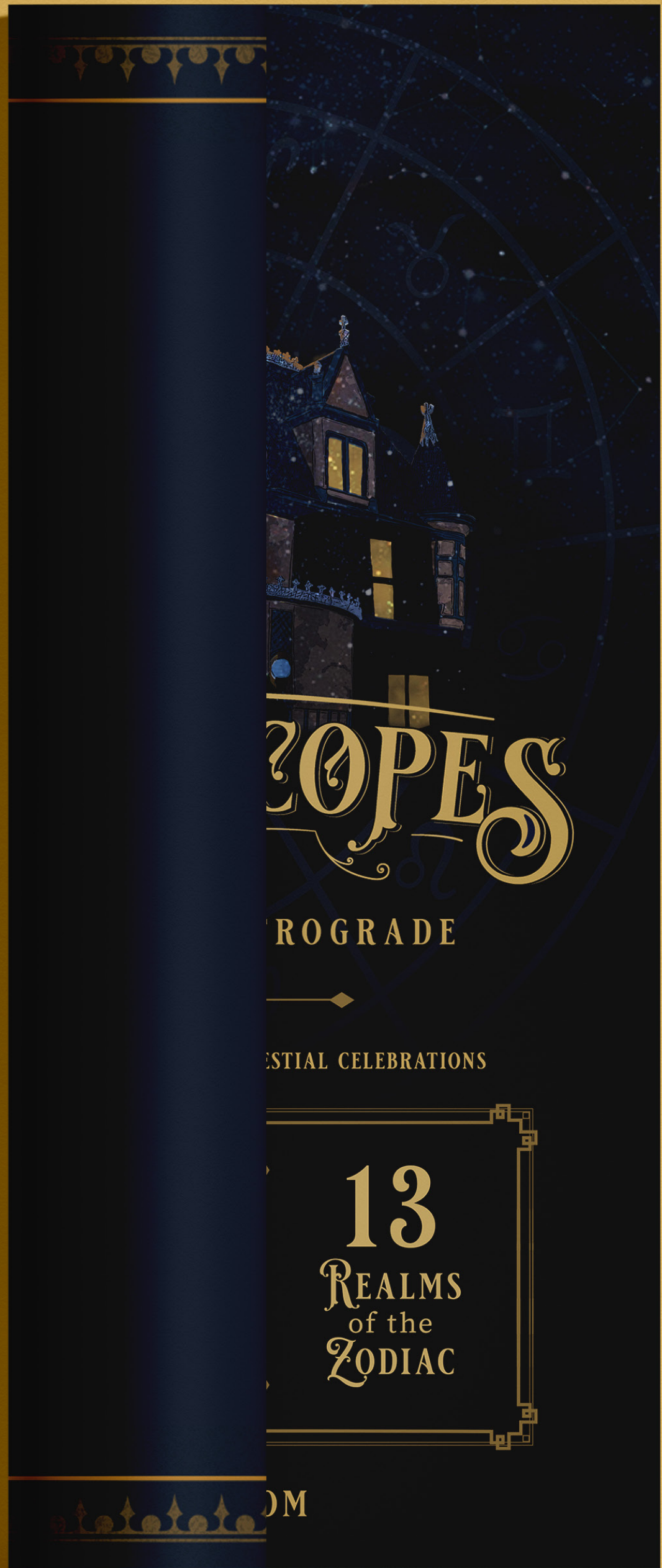
SCENE 7

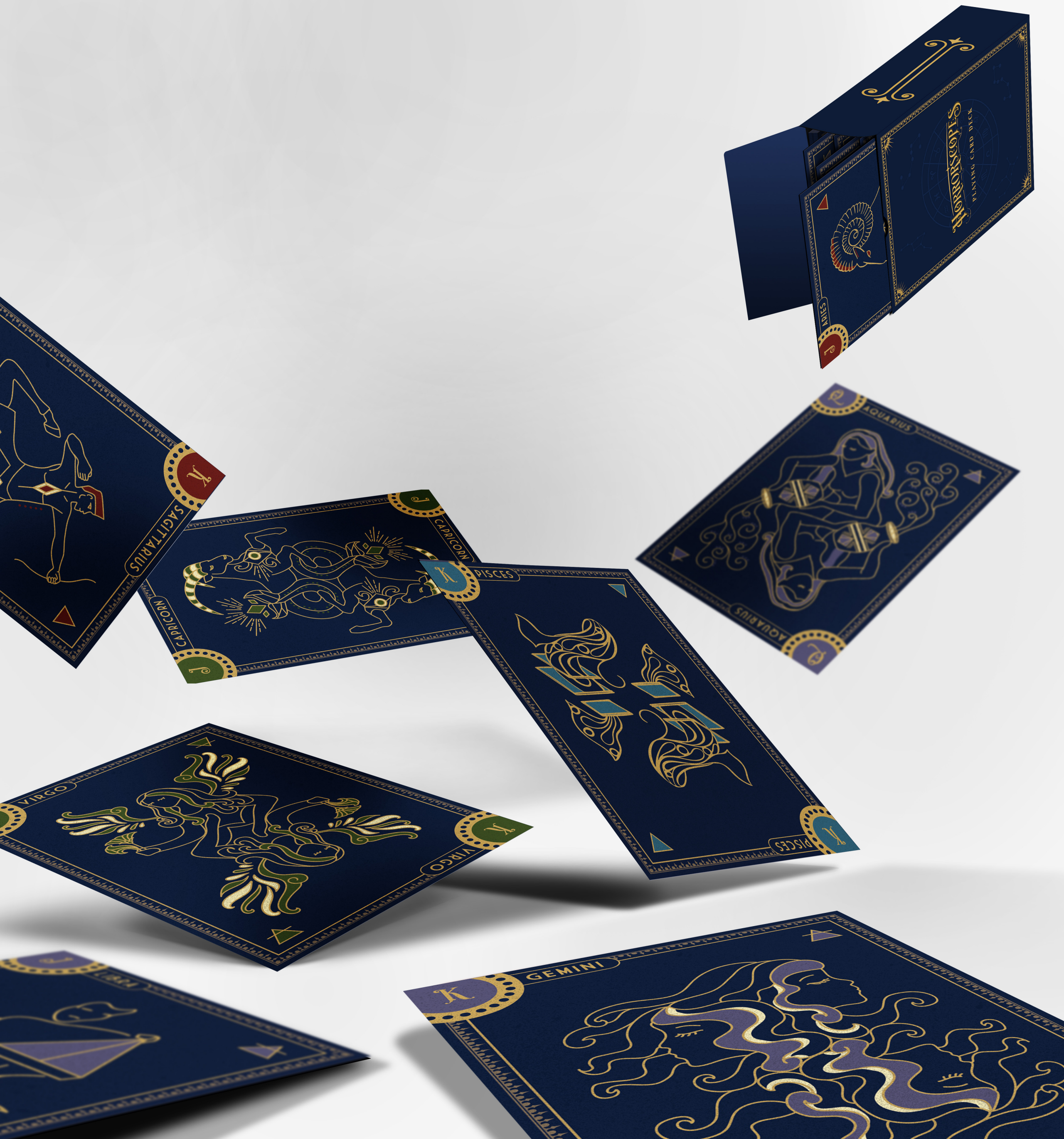
Which astrological element will be bestowed with a prosperous solar cycle?

SCENE 8

The destiny of the universe is in your hands.







MERCHANDISE DESIGN

The most prize purchase is the Horrorscope playing card deck. Each suit has been replaced with one of the four elements and a depiction of the zodiacs within. The Magic Castle will also be supplying Horrorscope themed face coverings to wear within the event. Even the Mother of the Stars will be envious of this purchase.

EVENT WINNER COPY

Thank you all for voting on your favorite Horrorscope element at this year’s Halloween Week! We’ve been informed by the Mother of Stars that the winning element, and that which has earned a favorable fate, is __. Congratulations, __, and thank you all for joining us this year at the Magic Castle! See you next Halloween!

Air elements: They showed what can happen when great minds work together.

Earth elements: They showed us that hard work and perseverance really pays off.

Fire elements: They showed us some really innovative ideas and set our hearts on fire.

Water elements: They demonstrated a level of creativity that blew all of us out of the water.



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.