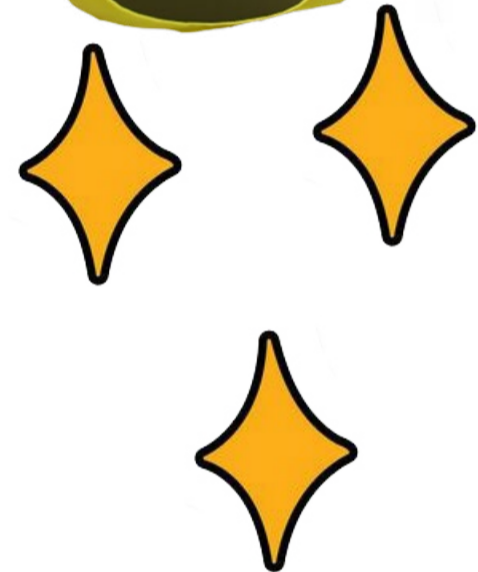


# Laugh Out Loud: A Hilarious Adventure



Welcome to Laugh Out Loud!  
Choose Your Adventure!  
Follow the colourful arrows for your chosen path!

## Concept:

“Laugh Out Loud: A Hilarious Adventure” transforms Leicester’s historic ‘Eastgates Coffee House, now Tim Horton’s’, into a dynamic, multi-floor entertainment hub in collaboration with the Leicester Comedy Festival. This project addresses social, political, and economic shifts by promoting mental health and community connection through the power of laughter.

By repurposing a historic building, the project revitalises this cultural landmark, supports economic growth, and enhances community engagement in the city centre. The strategic use of colours, including ‘happiness-inducing’ yellow accents, guides visitors through the space, enriching their emotional response and experience.

Targeting a diverse demographic, “Laugh Out Loud” offers stress relief, social bonding, and a unique cultural experience, making it a beacon of joy and unity in the heart of the city.



SCAN HERE OR  
CLICK THE LINK  
FOR THE  
FLY-THROUGH



SCAN HERE OR  
CLICK THE LINK  
FOR THE  
360 VIEW





Laugh Out Loud is located at 12-14 East Gates, Leicester LE1 5DR, United Kingdom, within the historic building, Tim Hortons. The prime location offers easy accessibility to both locals and visitors. The vibrant ambiance of the East Gates area, surrounded by shops, eateries, and cultural landmarks, greets visitors as they approach Laugh Out Loud. The central location serves as a focal point, attracting a diverse audience of locals and tourists drawn by the allure of entertainment and laughter.



**Demographic**

18-35



Young adults seeking entertainment and social experiences.

36-55



Middle-ages: Looking for stress relief and relaxation.

+55

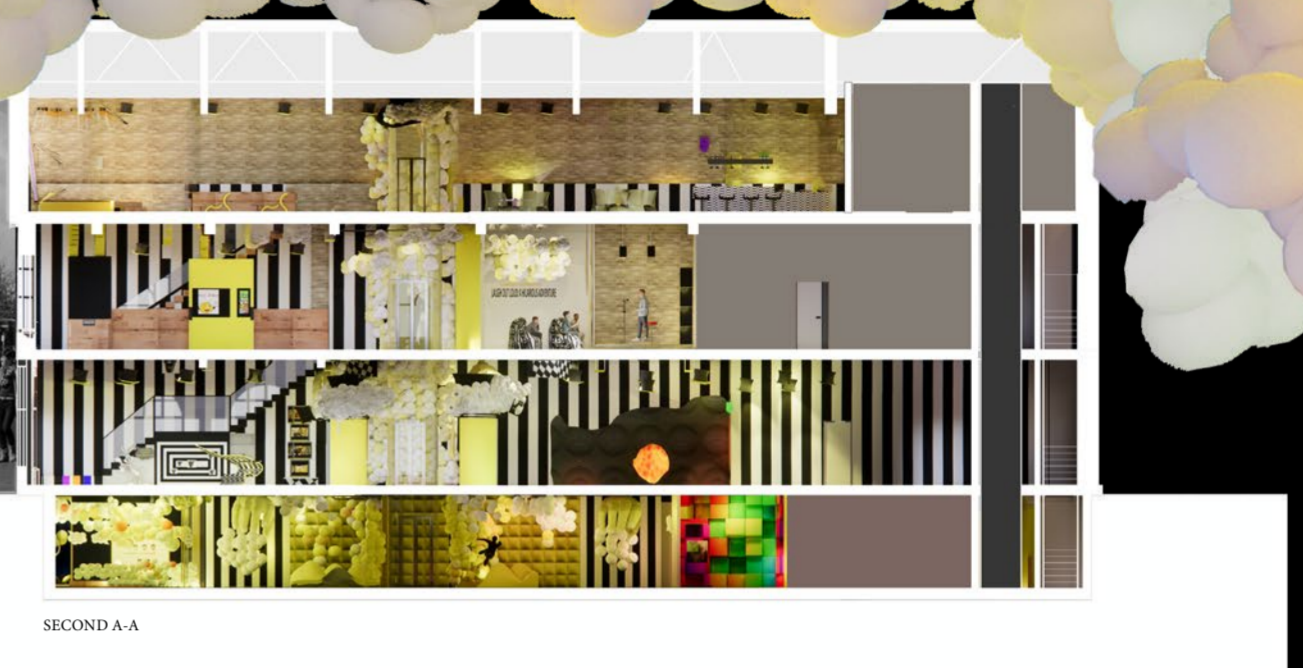


Seniors: Interested in engaging activities and social interaction.

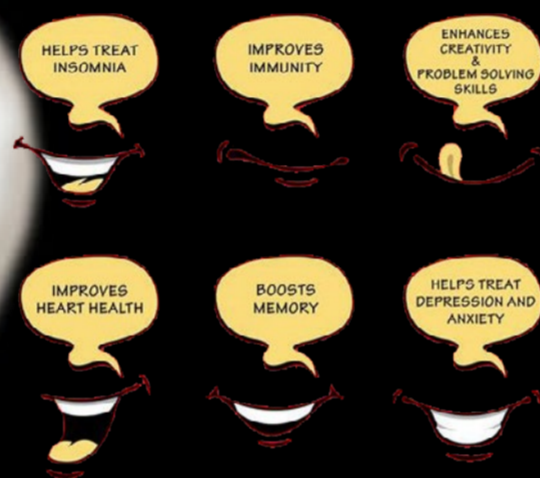


**Aims**

"Laugh Out Loud: A Hilarious Adventure" is designed to address these pressing issues by leveraging the therapeutic power of laughter. Through immersive comedy experiences, interactive activities, and opportunities for social bonding, the project aims to promote mental and emotional well-being among participants.



**HEALTH BENEFITS OF LAUGHTER**



The strategic use of colours-coded arrows (chosen to express happiness) and the vibrant yellow accent (boosting mood and energy level) harmonize with the black and white aesthetic, plays a crucial role in guiding participants and enhancing visual appeal and emotional stimulation.

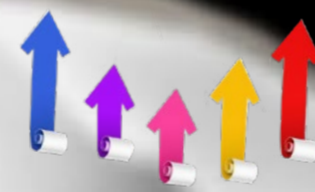
**JORNEY**

ARROWS KEY:

- 2. FLOOR**
  - Stand Up Comedy
  - Bar
- 1. FLOOR**
  - AI Riddle and Fun Jokes Station
  - Workshop Improve Theatre
- GROUND FLOOR**
  - Carousel trap doors
  - Sensory Experience
  - Ticklish Tunnel
- BASAMENT**
  - Bubble Room
  - Game Room

**COLOURS**

- Red - Passion, enhanced metabolism
- Orange - Sense of Welcoming, energy
- Yellow - Happiness, positivity
- Green - Harmony, stability
- Blue - Peace, relaxation
- Purple - Luxury, romance
- Black - Power, elegance, edginess
- White - Purity, simplicity
- Brown - Dependability, friendliness



Benefits of Colours



**LAUGH**  
YOUR WAY TO HAPPINESS

Laughter releases endorphins and even significantly increases our thresholds for pain

A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after

More humor means happiness and less stress

Benefits of Laughter

**BELLY LAUGHS (guffaw)**  
SECOND AND THIRD CHAKRAS EXPAND

(HELPS RELEASE FEAR OF LACK OF CONTROL AND INSTEAD BE EMPOWERED)

**HEART LAUGHS (chuckle)**  
OPENS THE HEART CENTER / CHAKRA

(STRONGER FLOW OF ENERGY TO THE REST OF THE SYSTEM)

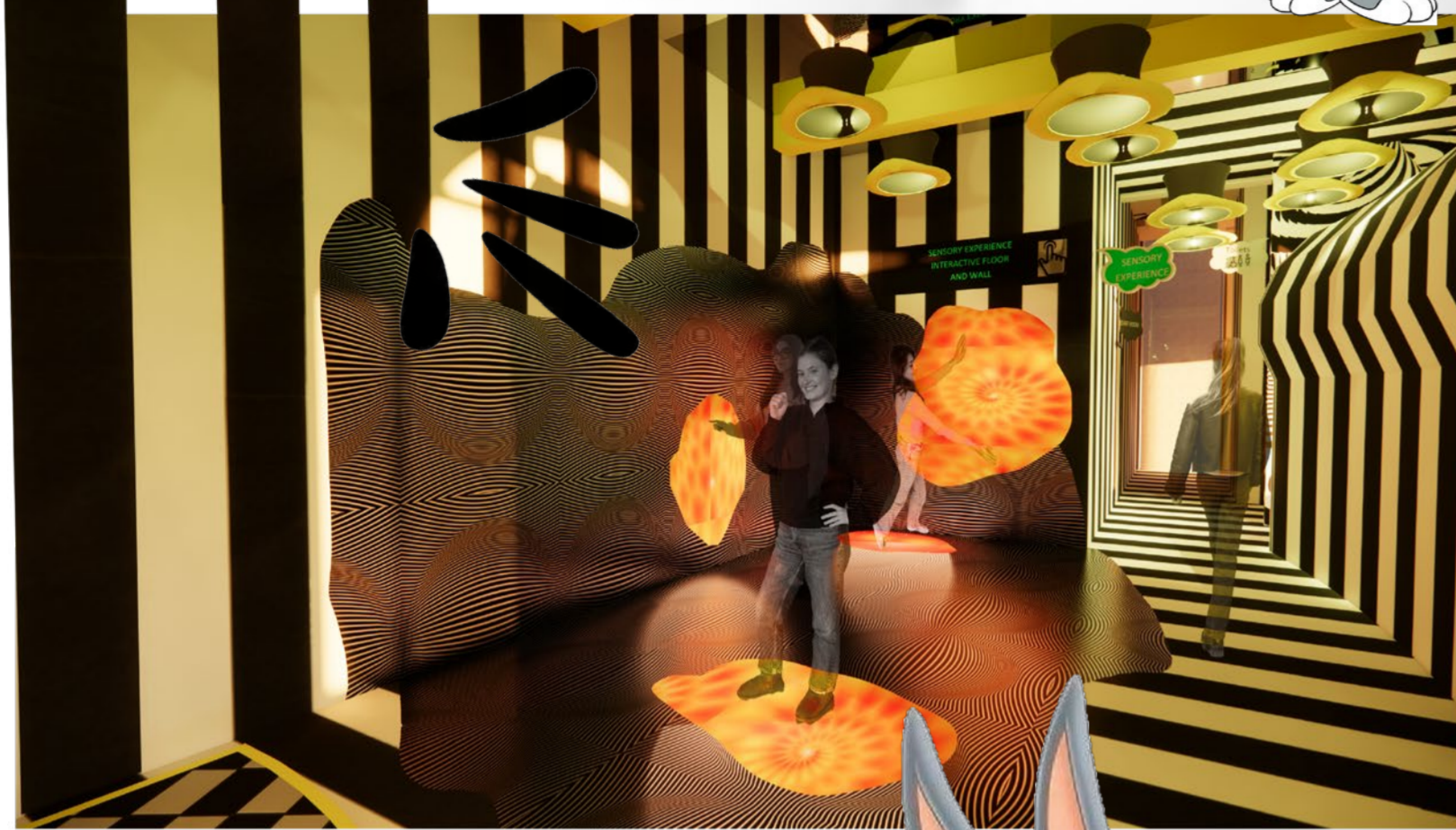
**Innovative Use of Space:**

- Creative Spatial Design: The project showcases how innovative design can transform familiar spaces into extraordinary experiences.
- Multifunctional Environment: By offering different experiences on each floor, the project maximizes the use of space within the building. The design integrates elements such as sensory technology and interactive installations, demonstrating how traditional spaces can be reimagined to meet contemporary demands for interactive and immersive experiences.





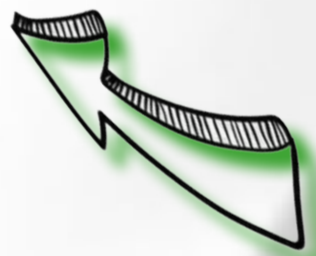
**Ground Floor:**  
 Redefines conventional entertainment spaces by merging cutting-edge technology, sensory engagement, and whimsical design, focusing on mental well-being and community connection.



**SENSORY WALL AND FLOOR EXPERIENCE**

-ENGAGEMENT AND CREATIVITY: Guests interact with illusion styles, enhancing the sensory experience.  
 -BENEFITS: Captivates attention, encourage creative thinking, and provides a visually stimulating environment.

The ground floor features a whimsical carousel with trap doors leading to the basement, a sensory tunnel with tickling tiles and silicone objects, and interactive walls that respond to touch. Each element is designed to surprise and delight visitors, making the space both functional and entertaining.



**TRAP DOOR & LIFT (all floors)**

**Carousel Ride: Discent Into the Basement Fun!**

**SURPRISE AND ADVENTURE:** Adds an element of thrill and unpredictability, stimulating mental flexibility.  
 -BENEFITS: Promotes resilience and mental agility, breaking routine thinking patterns.

**WHIMISICAL CAROUSEL WITH TRAP DOORS**



**SENSOR TICKLISH EXPERIENCE TUNNEL**

**TICKLING TUNNEL**

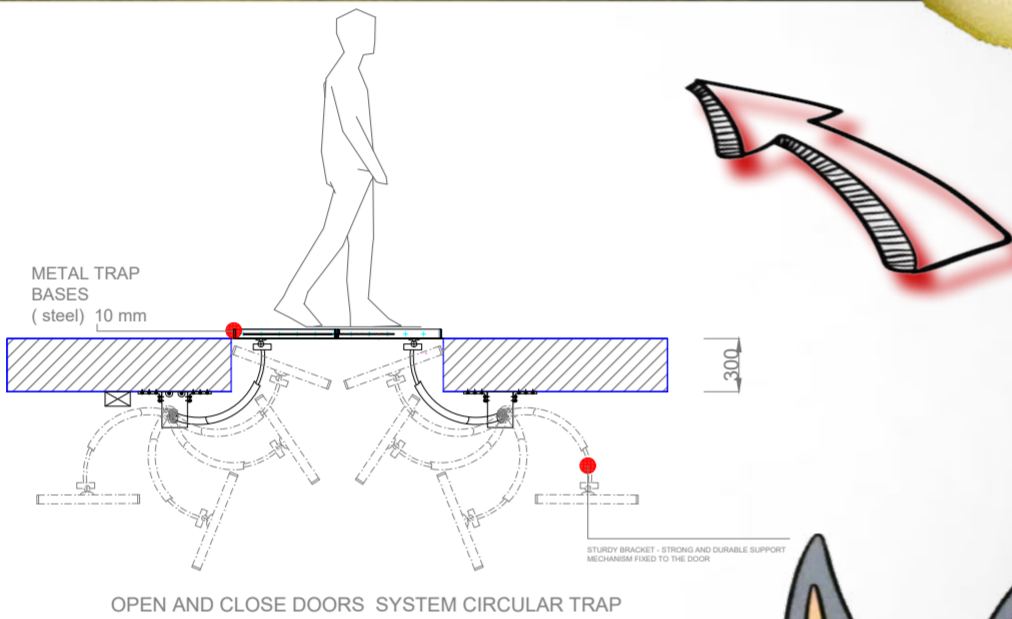
-INRERACTIVE FUN :Features tickling tiles and silicone objects that create a playful, physical experience.  
 -BENEFITS: Induces laughter, reduce stress hormones and improve mood.



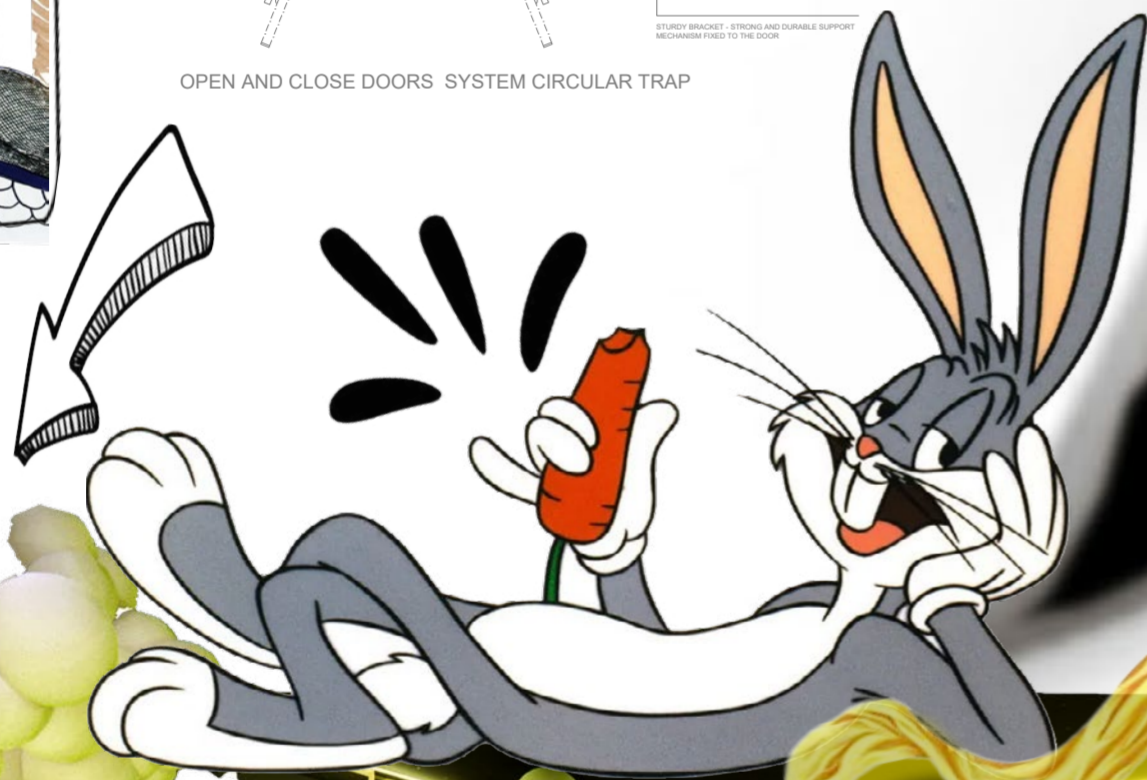


If the Giggle Glide Trap door is chosen, the experience continues with a stress-free journey to the VR Comedy Zone Games, designed to induce uncontrollable laughter. These games include Comedic Snake, Simon Says Comedy Edition, and Twisted Twister.

VR GAME ROOM



If the Chuckle Chute is chosen, riders will be directed to the Bubble Room, an interactive environment filled with bubbles for a Bubble Treasure Hunt to discover fun items made from recycled materials. Photo booths are available to capture special moments. Visitors can also enjoy stress-relieving activities such as AI mirrors and measure their laughter levels.



BUBBLE INTERACTIVE ROOM

BUBBLE INTERACTIVE ROOM

**Basement:**  
The carousel on the ground floor features two innovative trap doors, the Controlled Laughter TRAP door and the Uncontrolled Laughter trap door, which take riders down to the basement level. Once in the basement, a fun-filled adventure awaits with interactive activities such as a bubble room for controlled laughter and a Game VR room for uncontrolled laughter. Alternatively, the basement can also be accessed via a lift.



DISCENT AREA TRAP DOOR

Both trap doors are activated by pushing a button inside the Carousel. Once the button is pressed, the trap door opens instantly, allowing the guests to descend into the basement providing a thrilling and spontaneous descent. The landing area is safe, featuring soft cushioning to ensure a fun and secure experience. This feature not only adds a dynamic and playful element to the ride, but also illustrates how the innovative use of traditional amusement mechanisms can foster joy and mental well-being.



BUBBLE INTERACTIVE ROOM



### First Floor

Features AI mirrors with playful filters, an improv workshop area, and AI stations offering jokes and riddles, promoting creativity, interaction, and continuous laughter

I AM A NUMBER  
I AM NOT AN ODD NUMBER  
I AM HIGHER THAN 90  
I AM NOT HIGHER THAN 100  
IF YOU SUBTRACT ME FROM 100,  
YOU GET NOTHING  
WHAT NUMBER AM I?

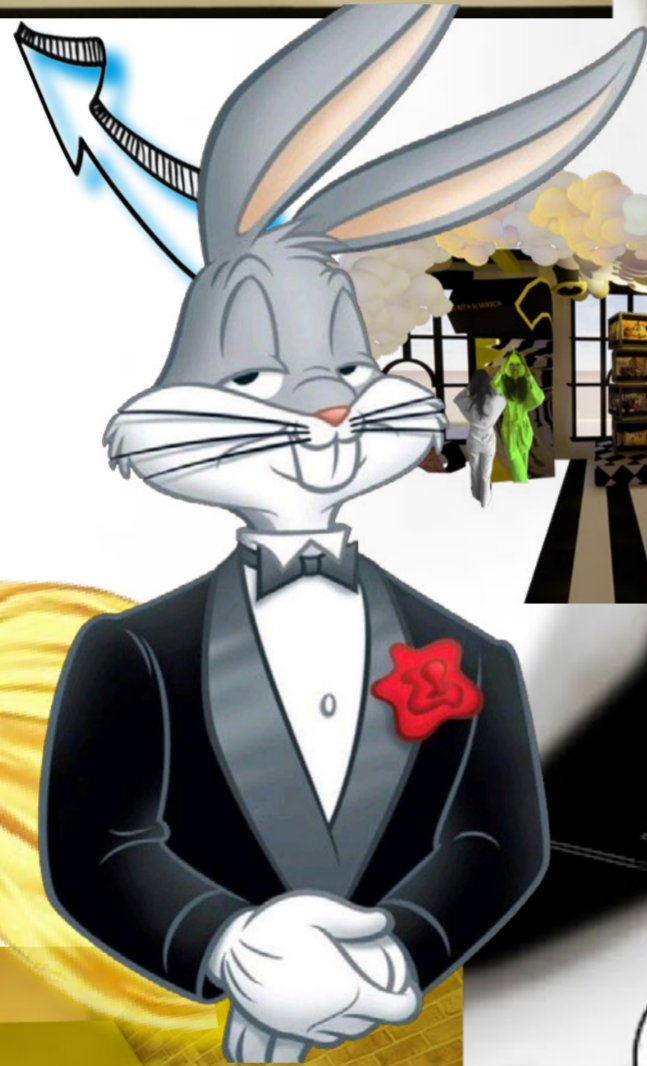


VENTURE

IMPROVE WORKSHOP THEATRE

**Economic:**  
- Local Economic Stimulation: Transforming the Tim Hortons building into a vibrant entertainment venue can attract both local visitors and tourists, boosting foot traffic and spending in the area. This can lead to increased revenue for nearby businesses and create job opportunities, thereby stimulating the local economy.

**Social:**  
- Mental Health and Well-Being: "Laugh Out Loud" provides stress relief through laughter, promoting mental well-being and community bonding.  
- Community Engagement: The venue fosters a sense of community and belonging, encouraging social interaction and stronger ties.



### Second Floor

Hosts a stand-up comedy stage inspired by the Leicester Comedy Festival logo and a bar serving cold food and drinks, creating a vibrant space for socializing and enjoying live comedy performance.

**Political and Cultural Preservation:**  
Many countries, including the UK, are focusing more on mental health awareness and support. "Laugh Out Loud" directly supports this by providing a space dedicated to improving mental health through laughter. This fits with government initiatives aimed at improving public mental health and reducing the stigma associated with mental health issues. The project supports policies on cultural preservation and adaptive reuse by repurposing a historical building, showing how such buildings can be given new life to serve contemporary community needs.

AI JOKES AND RIDDLES STATION

