



# GAMESCAPE

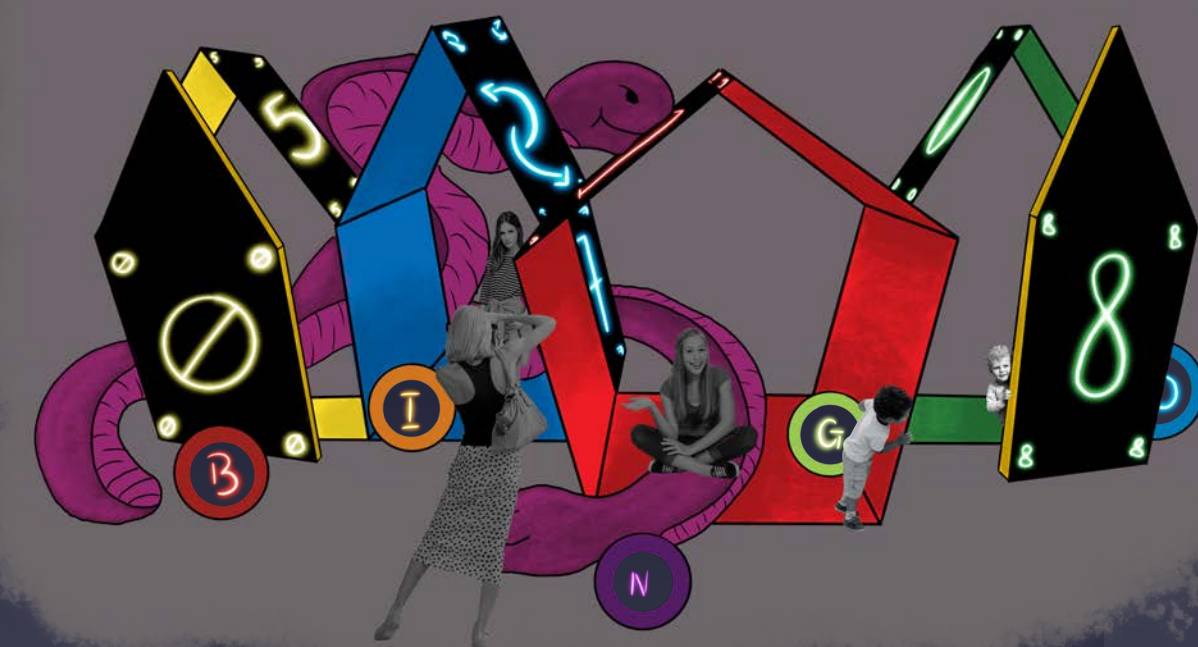
# The Site



Gamescape is based in Gielgud Way, Coventry. Just off Junction 2 on the M6 making it very accessible for people wishing to travel. The restaurant has free parking on site, nearby bus stops (pick up every 15 minutes) a short distance away from the city centre. Located next to a supermarket, bowling alley and a cinema so a day trip can be planned.



Concept model was made of Uno cards, shaped into Monopoly houses. Tissue paper made into snakes and ladders, play-doh into Bingo balls and Cluedo figures.



Model was developed into a concept image, referencing the different games. With addition of closed doors, indicating an immersive space with mystery behind the door.



# The Problem

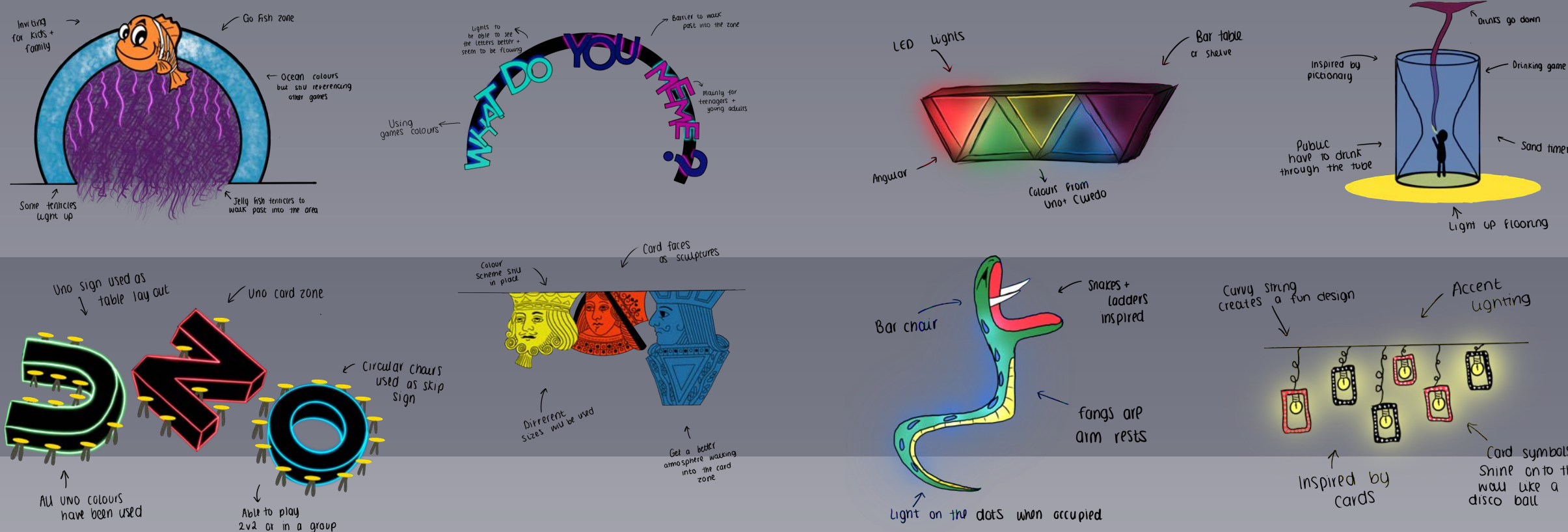
In Coventry, there is a very limited number of restaurants that focus on providing a family friendly themed concept. Generally, the typical family or friendship group could go out to a restaurant, eat, and go home. This does not provide an opportunity to have fun or bond with each other over a longer period.



The concept of different rooms was developed into having a waiting area, this added interaction and character into the building. Making it more mysterious and interactive with hints of different games. Characters were placed on the building, as it is welcoming and indicates what the building is from exterior vision.



This developed into having different entrances to different game rooms, public having no clue what game is behind the closed doors.



These sketches were thought of before choosing any board games, as this gave an idea what theme the chosen rooms would be. And how many different concept ideas would be developed in the room.

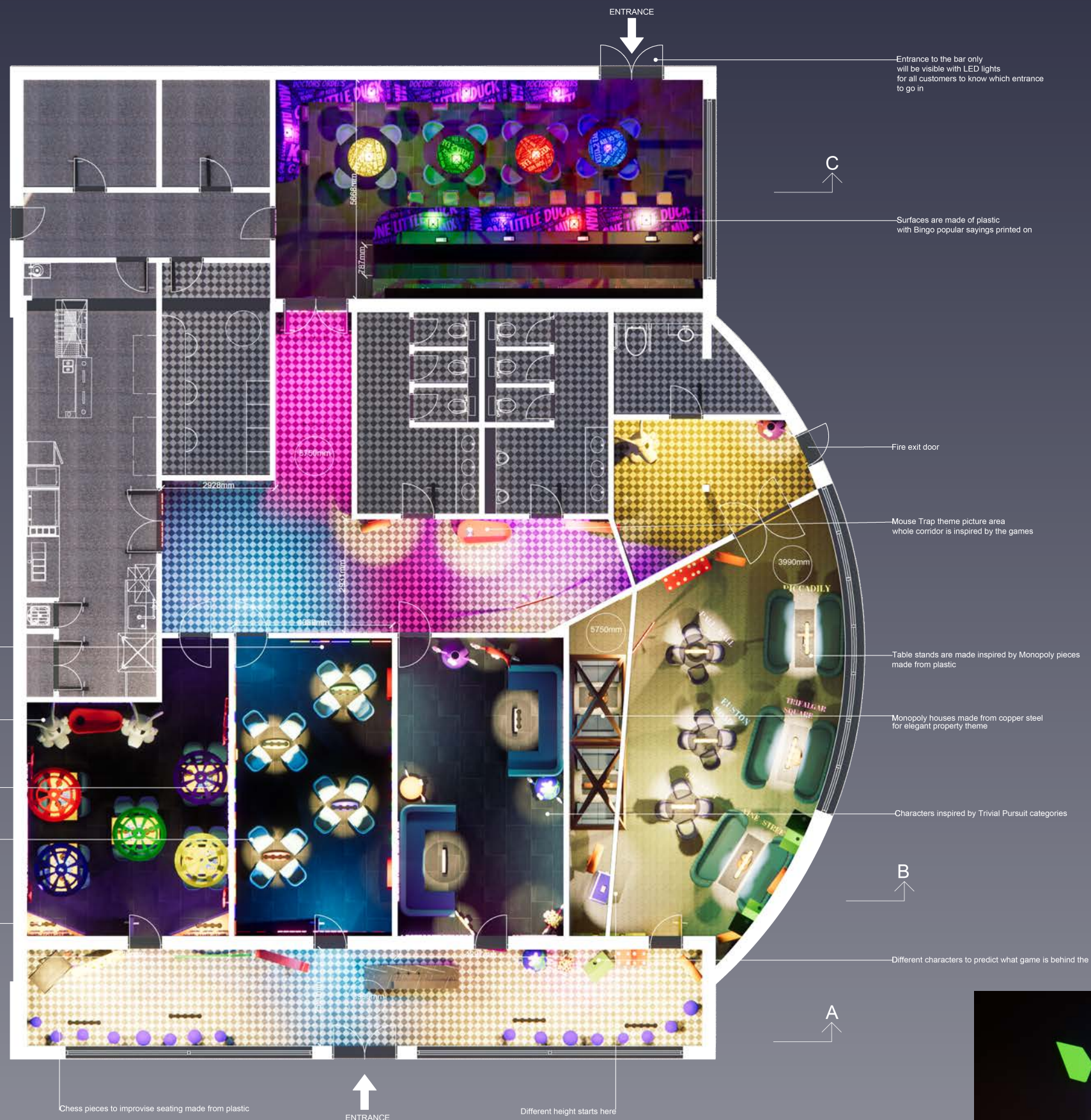
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Mouse Trap themed experience. This room will have classic mouse trap features where customers will partake in an immersive game whilst they enjoy their food.



The concept is in short, a family and friendly themed restaurant which will offer an immersive experience to its customers. Within the restaurant there will be a selection of different game-themed rooms, each providing its own unique experience to the customer.

The booking limited and customers will have to book online to secure a table (6 maximum). On arrival they will be greeted and then seated in the waiting area which will have a selection of hints of what their experience may entail. Here customers will have time to take any pictures they wish too, before being seated.



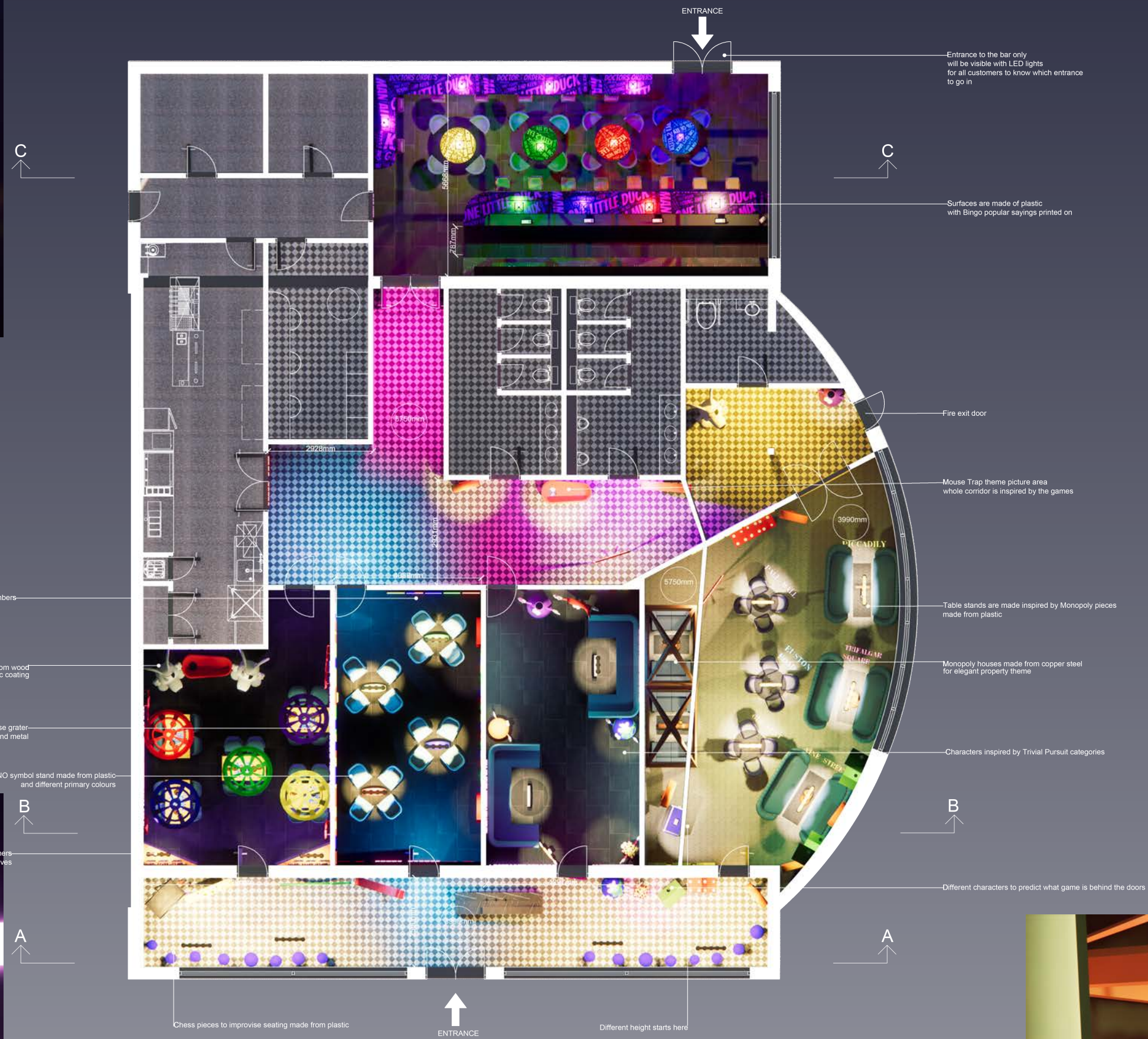
UNO inspired concept. This classic family game will allow customers to play a popular game. With an opportunity to win prizes at the end. The room will have UNO icons and colours throughout making the game come alive.



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This is a corridor between Bingo Bar, and all the games room. It is the area to go to the toilets. On the way to the toilets, there are different hints of the games again. With different quotes, and photograph opportunities from the waiting room.



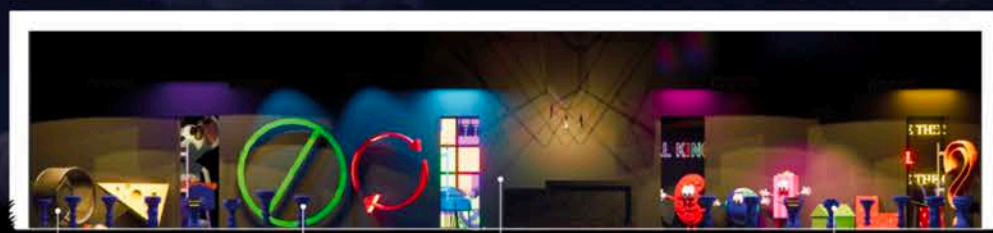
Monopoly themed board game room. When greeted to the room, customers will pick up a chance card. This will decide what 'property' they will be seated at. As well as this, each property will have its own rewards which will depend on its 'value' customers will play the classic board game whilst they eat their meal.



Trivial Pursuit inspired game room. This game will be played digitally on a screen in front of the tables. Each table will become competitors and winners will receive prizes at the end of their experience. The games icons will be placed within the room to provide a real-life game experience and picture opportunity.

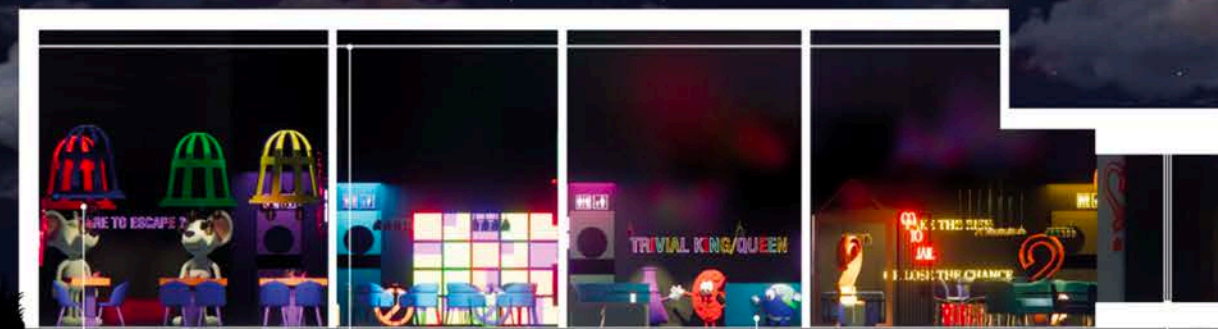


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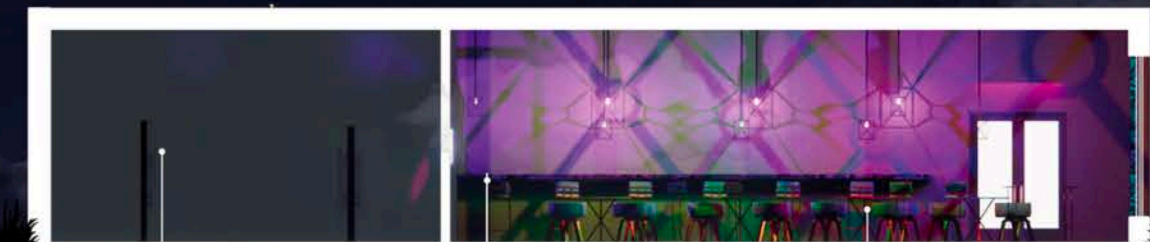
Wheel is made out of steel mice and cheese are made out of plastic  
 UNO symbols made from plywood and painted UNO colours  
 Host stand to explain the details and how it all works  
 Monopoly figures made out of plastic and glass

SECTION A - A 1:75



Replica of a Mouse Trap used as a lamp shade made from plastic  
 Different shaped panels depending on the room to hide ventilation  
 Trivial Pursuit characters placed around the room to take pictures next to

SECTION B - B 1:75



Large tinted windows in re-work will be able to see in well  
 Fridge and freezer for staff members  
 Bar tables for those who don't want to participate will have bingo sayings on the tables too  
 Each table has a Bingo colour theme table and accent lighting

SECTION C - C 1:75

Is an adult themed Bingo Bar. Being adult only, this room has a separate entrance to the other 4. They key design feature of this room bright LED lighting with a mixture of Bingo catchphrases littered across the tables and bar. Customers will take part in game of Bingo with prizes up for grabs for the winners. This time, there will be consequences for the losers... Shots!

