



CARTOON NETWORK THE EXPERIENCE

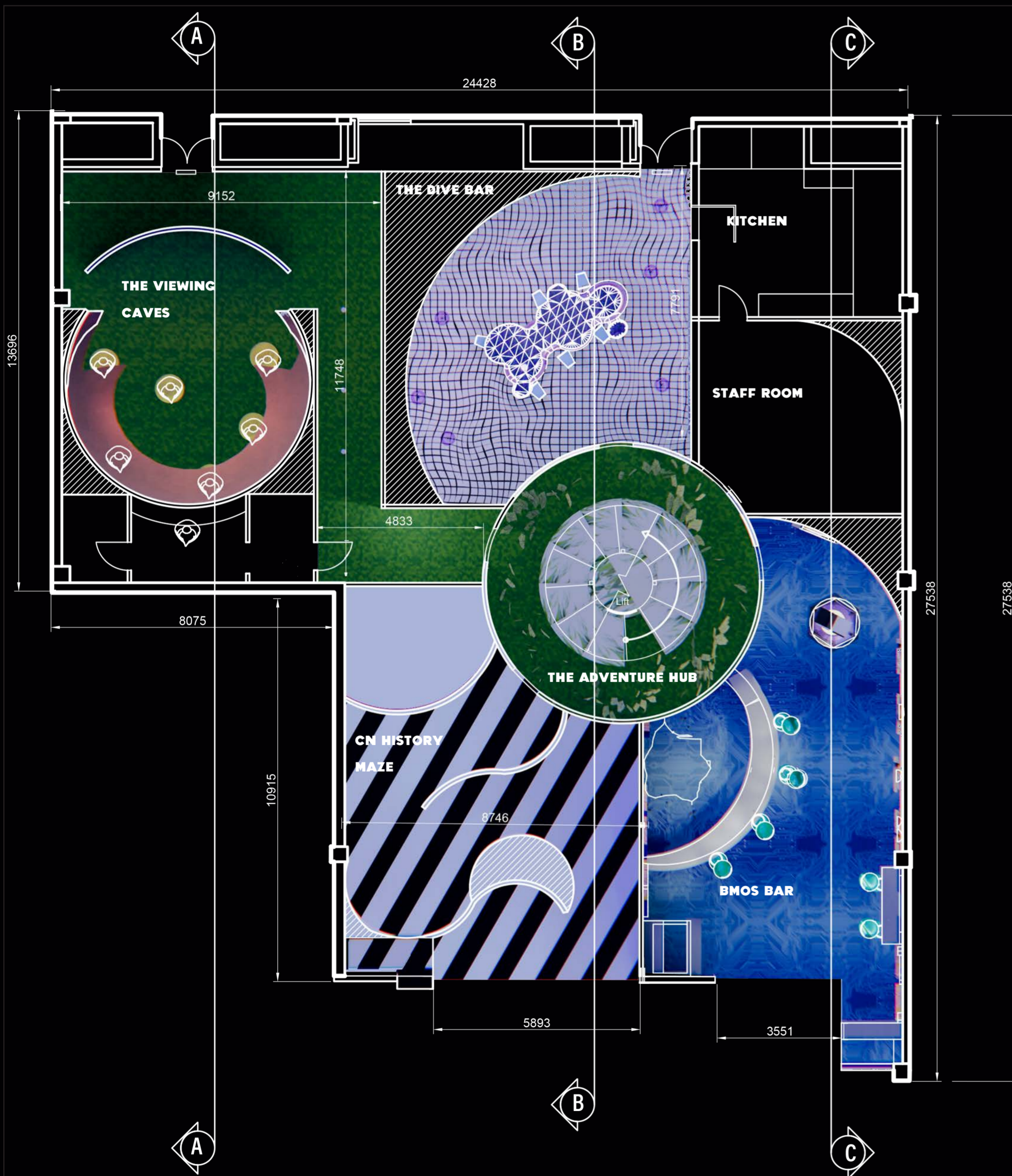
SET IN THE HIGHCROSS MALL IN THE HEART OF LEICESTER CITY CENTRE, THIS TEMPORARY EVENT DESIGNED TO PROMOTE JOY USES A TRADITIONAL RETAIL SPACE IN A NEW AND INNOVATIVE WAY. CN-THE-EXPERIENCE GIVES CARTOON NETWORK A NEW LIFE WITH A MORE SOPHISTICATED SPIN ON CARTOONS GEARED TOWARD AN OLDER AUDIENCE OF 18 - 29 YOS. THIS SPACE TAKES CARTOON NETWORKS BRAND VALUES OF BREAKING DOWN GENDER STEREOTYPES AND RAISING AWARENESS ABOUT MENTAL HEALTH AS WELL AS NORMALIZING NON CIS-HETERO RELATIONSHIPS AND INFUSES THAT INTO A PROMOTIONAL EVENT.

RUNNING FOR THE DURATION OF A MONTH, THE SPACE WILL HAVE A DINING EXPERIENCE WHERE CARTOON FANATICS CAN ENJOY ON SCREEN TREATS, AS WELL AS A BAR THAT SERVES THEMED MOCKTAILS WHILE THEY LEARN ABOUT AND PURCHASE NFT ART. THE EVENT WILL NOT ONLY INSTIL JOY THROUGH A WORLD FULL OF CHILD-LIKE WONDER BUT BRING TOGETHER INDIVIDUALS WHO OTHERWISE NEVER WOULD HAVE COME TOGETHER. CLIENTS CAN PURCHASE TICKETS THROUGH THE CARTOON NETWORK WEBSITE AND BOOK ONE OF THE 2 SLOTS THAT RUN THAT DAY. EACH SLOT IS 5 HOURS AND IS DESIGNED FOR A PARTY OR 4-6 PEOPLE. THE BAR, HOWEVER, IS OPEN TO ANYONE PASSING BY.

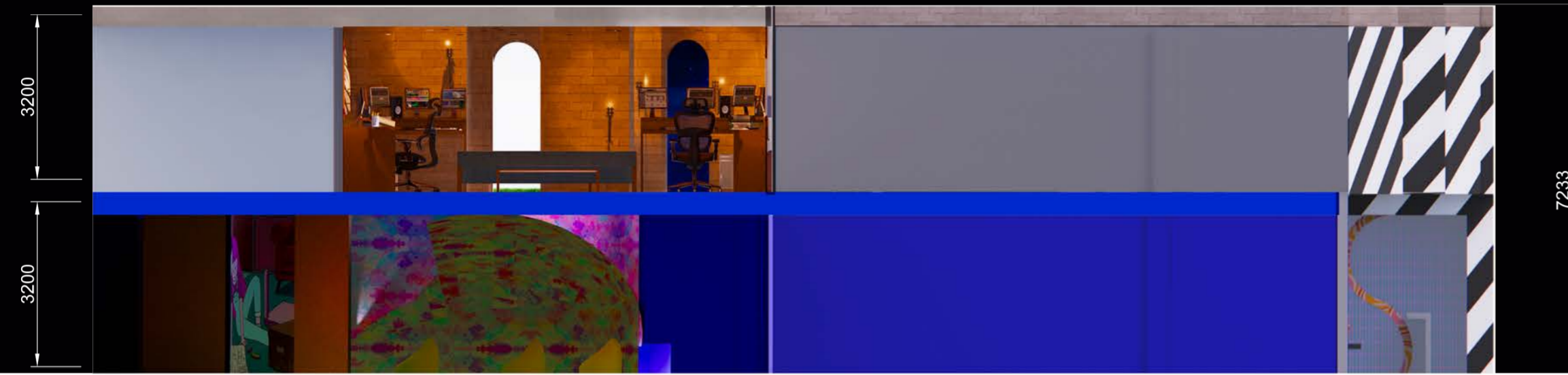


ZEINA KARARA

RENDERED PLANS



RENDERED SECTIONS



Section A-A 1:100 @ A3



Section B-B 1:100 @ A3



Section C-C 1:100 @ A3

PROCESS SKETCHES



THE DEVELOPMENT PROCESS AIMED TO TAKE A REGULAR RETAIL SPACE AND WORK WITH THE VOLUME TO TRANSFORM THE SPACE INTO A SURREALIST INSPIRED ENVIRONMENT.

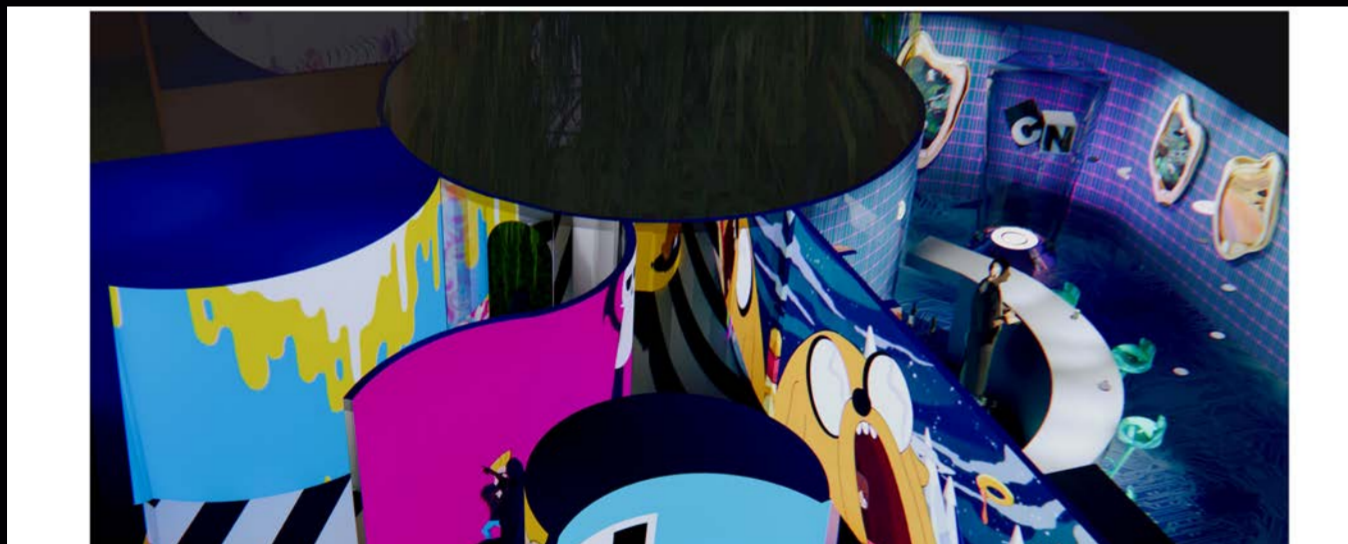


USING PROCESSES LIKE COLLAGE AND MODEL MAKING AS WELL AS SKETCHING AIDED IN ROUNDING OUT THE SPACE INTO ITS FINAL FORM.



FINAL EXPERIENCE OUTCOME

GROUND FLOOR



THE FIRST ROOM IN THE EVENT IS THE HISTORY MAZE, A GUIDED ANIMATED EXPERIENCE THAT TELLS THE STORY OF CARTON NETWORK THROUGH FLUID MAGES AND MUSIC AND CARTOONS.



SET IN BMOS ROBOT HOME, THIS BAR HOUSES A MOUNTAIN OF CN THEMESD MOCKTAILS BASED ON CHARECTERS. CN AIMS TO TAKE INTO CONSIDERTAION THE MENTAL HEALTH OF ITS TARGET DEMOGRAPHIC BY ELIMINATING ALCHOLOL IN THIS EXPERINC AS IT COULD INTEREFER WITH ANY MEDICATIO TAKEN BY GUESTS. THE SPACE ALSO HOUSES AN NFT GALLERY WHERE CLIENTS CAN BOWESE AND LEARN ABOUT CN NFT ART



AIMED TO SIMULATE FLOATING IN THE TRIPPY LUMPY SPACE, THE DIVE BAR OFFERS CLIENTS A FULL DINING EXPERIENCE THROUGH A SET MENU FULL OF ON SCREEN TREATS.



INSPIRED BY THE ICE CREAM CAVES, THIS CINEMA EXPERIENCE ALLOWS CLIENTS TO SIT BACK AND ENJOY NEW UNRELEASED CARTOON EPISODES, INCLUDING THE NEW HBO MAX X CN EPISODES THAT NORMALISE CARTOON REPRESENTONS OF LGBTQ+ RELATIONSHIPS.



FIRST FLOOR



THE ANIMATION STUDIO IS A SPACE OF EDUCATION AND EXPLORATION, LIKE THE WIZARD CITY IT IS INSPIRED BY. IN HOUSE ARTISTS GUIDE THE CLIENTS THROUGH THE 2D PROCESS IT TAKES TO CREATE THEIR BELOVED CARTOONS BY HAND AS WELL AS DIGITALLY.



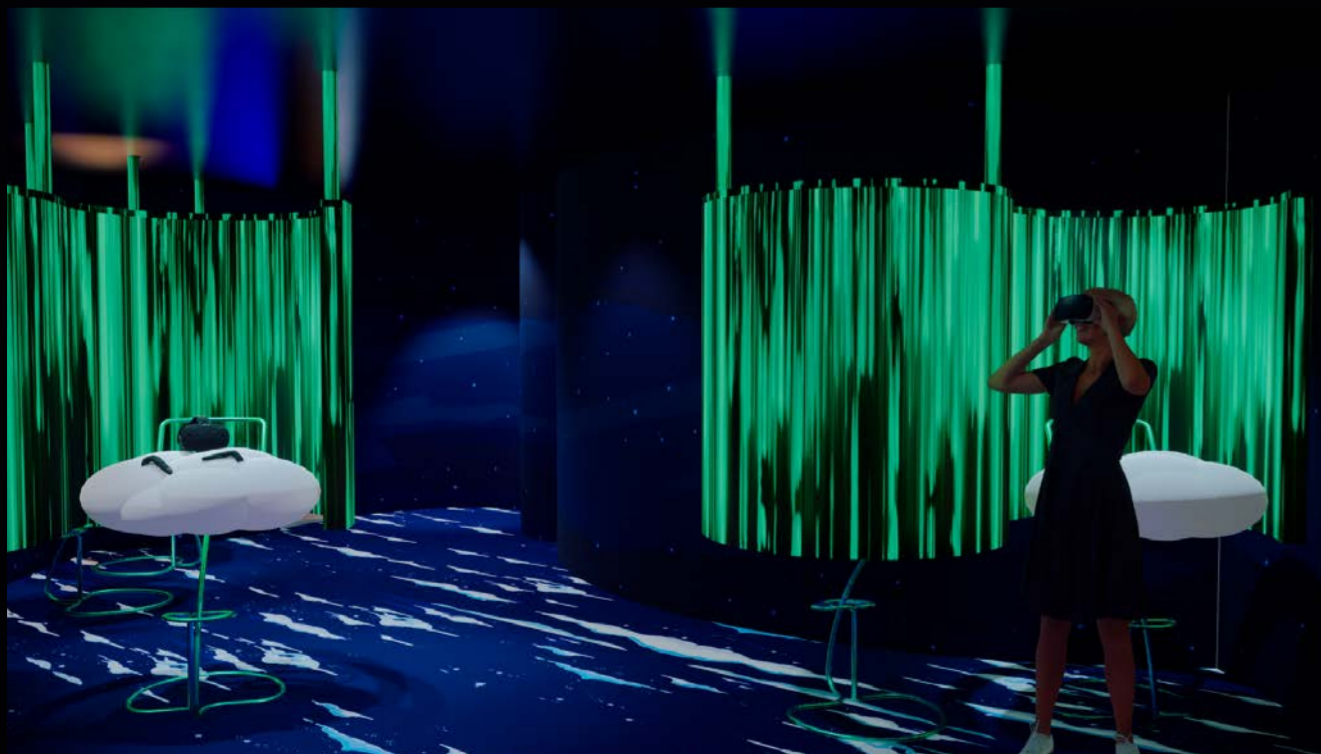
A SPACE CREATED TO EXPERIMENT BASED ON THE CANDY KINGDOM. FROM 3D-PRINTING, DIORAMAS, AND STOP-MOTION ANIMATION FILMS, THIS SPACE ALLOWS CLIENTS TO GET TO KNOW THE CHARACTERS CREATED. ANY MODELS CAN BE PURCHASED AT THE CHECKOUT IN THE BAR.



THE ADVENTURE HUB IS DESIGNED TO SIMULATE BEING INSIDE THE PROTAGONIST'S HOME, A WEEPING WILLOW CALLED THE TREE FORT. THE ADVENTURE HUB IS THE STARTING POINT THAT ALLOWS THE CLIENTS AUTONOMY TO CHOOSE WHAT EXPERIENCE THEY WANT TO SEE NEXT. IT ALSO ALLOWS ACCESS TO THE TOP FLOOR AND THAT SELF-CONTAINED EXPERIENCE.



THIS ROOM IS DESIGNED TO REMOVE THE AIR OF MALE INFLUENCE FOUND IN GAMING SPACES AND OPEN UP THE FLOOR TO MORE GENDER NEUTRAL AND INCLUSIVE GAMING. ALLOWING CLIENTS TO PLAY NEW CN GAMES IN A SPACE THAT IS SET IN THE PROTAGONISTS FINN AND JAKES OWN GAMING ROOM REMOVES THE FEEL OF A PATRIARCHAL GAMING ROOM.



THE VR SPACE, FULL OF AURORAS AND CLOUDS, ALLOWS THE CLIENTS TO TAKE THEIR IMMERSION ONE STEP FURTHER AND VIEW THE ANIMATIONS THEY MADE IN REAL TIME MOVING ALL AROUND THEM.



AFTER THE FULL CYCLE OF FAMILIARITY WITH THE PROCESS OF CARTOON CREATION, THE CLIENTS END THEIR FIRST FLOOR JOURNEY BY BEING FULLY IMMERSED INTO A SPACE DIRECTLY RECREATED FROM THE CARTOONS. THE VAMPIRE MARCELINE'S BEDROOM IS CREATED ACCOMPANIED BY HER AX BASS THAT THEY CAN PICK UP AND PLAY WITH AMONGST THE REST OF THE ROOM.



FULL EVENT FLY THROUGH

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