

# Descriptive memoir

## Project Theme Park

### Week 1

#### Day 1

#### Questions

As soon as the tutor said that the final project was a theme park, my first thoughts were:

- Why do people go to theme parks?
- What makes a theme park more attractive?
- Which Theme Parks are the best in the world? & why?

And on a more personal note:

- How can I import my passions and sculpt my esthetics into this project?

## Day 2

### Trying to clear the fog

Today I need to shine some light to my first questions.

According with the website [www.themeparkinsider.com](http://www.themeparkinsider.com) this is the ranking of the best theme parks in the world:

1. Universal Orlando's Islands of Adventure
2. Disneyland
3. Efteling
4. Tokyo DisneySea
5. Warner Bros. World Abu Dhabi
6. Shanghai Disneyland
7. Universal Studios Hollywood
8. Disney's Hollywood Studios
9. Disney California Adventure
10. Disney's Animal Kingdom

Fantasy clearly dominates, especially by big known corporations from the entertainment industry: Disney, Warner Bros, Universal Studios...except for Efteling, I never heard about it, but their site is interesting (<https://www.efteling.com/en>), and according with Wikipedia:

*“Efteling is a fantasy-themed amusement park based in Kaatsheuvel in the Netherlands. The attractions import elements from ancient myths and legends, fairy tales, fables, and folklore.*

*The park was opened on May 31, 1952. It evolved from a nature park with a playground and a Fairytale Forest into a full-sized theme park. It now caters to both children and adults with its cultural, romantic, and nostalgic themes, in addition to its wide array of amusement rides.*

*It is the largest theme park in the Netherlands and one of the oldest theme parks in the world. It is twice as large as the original Disneyland park in California and predates it by three years. Annually, the park has more than 5 million visitors. In 2018, it was the third most visited theme park in Europe, behind Disneyland Paris and Europa-Park".*

I like this idea of importing elements from ancient myths and legends, and of a European project being so successful against American corporate giants. This is very inspiring.

To answer the questions: **Why do people go to theme parks? & What makes a theme park more attractive?** I found this article by the Anthropologist Krystal D'Costa on the Scientific American magazine: <https://blogs.scientificamerican.com/anthropology-in-practice/what-make-theme-parks-popular-vacation-destinations/> , which contained the following:

*Researchers have suggested that Disney generates a successful experience because our brains are responsive and receptive to art, creativity, storytelling, humor, wit, music, fantasy, and morality, all of which may have been important to social development—and feature heavily in the "Disney experience"—and successful theme parks—in a rather amplified way.*

*When we experience an instance of storytelling or humor or music with someone else, we're creating a bond through that experience that helps define our places within our network relative to each other. Revisiting stories could then be an act of reaffirming ties—which could help us understand why people return to Disney theme parks and other forms of creative entertainment.*

### **Day 3**

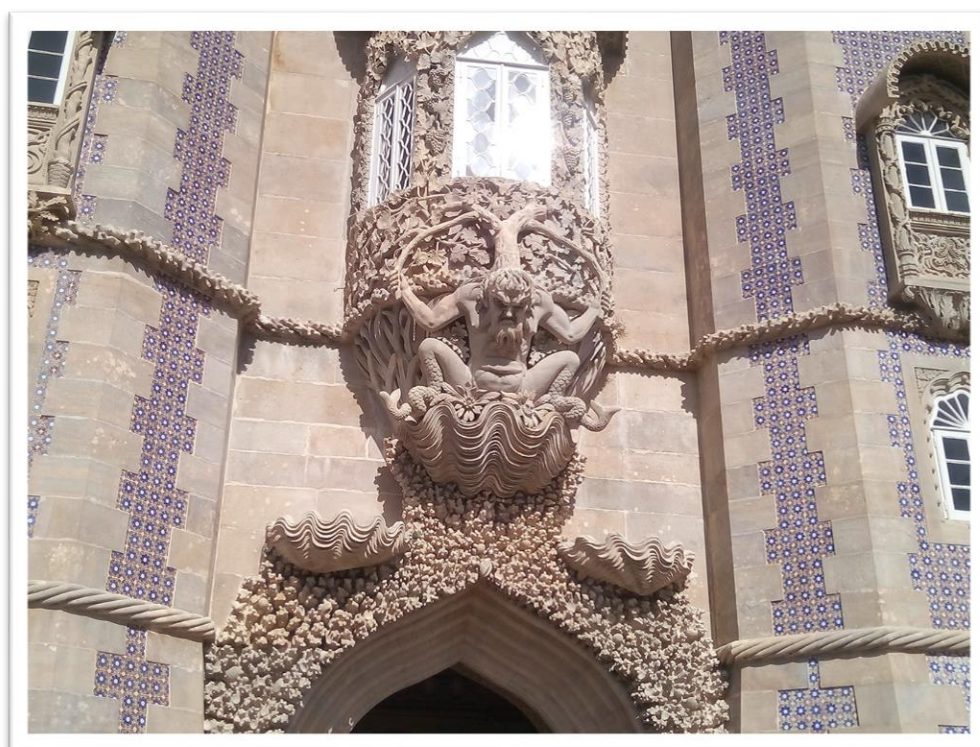
#### ***First sketches and frustrations***

Today I imagined a space where **science**, **art**, and **sustainability** emanates a world that would intensify the experience of exploring the senses (taste, smell, vision, hearing). I imagined a dark labyrinth, with strategically placed shapes along the way, that when touched would produce sounds, giving clues to the way out. I also imagined a long psychedelic serpent as a roller coaster, entering tubes with amazing hypnotic visuals. I thought of calling it *Other Worlds*, but as I talked today with my tutor, we realized it sounded more like an exhibition than a theme park. I also felt the theme was poor, it needs something more. Something that attracts the masses into a magical experience that anyone wants to share with their loved ones. It needs the wow fantasy factor, and the promise of a unique adventure that you want to repeat again and again. Also, something that would fit well in the Lisbon scene. I feel frustrated.

As I got home, after leaving the course, while I was inviting a friend of mine to our typical spot in Sintra — every Saturday night we go to a mystical pub called Casa do Fauno, with live Celtic music — I started thinking about my adventures on that magical area, especially during my early teens. I was privileged to have access to places during those times, through cultural esoteric institutions, and typical teenage curiosity, before it became more touristic. Sintra was my magical theme park, full of symbolism, legends, fairy tales, castles, secret tunnels, forests, sounds, mythical creatures, I had many, many adventures there, it had it all. It was so close to my heart, that I couldn't see it. So, what if we could grab all that magic, and reproduced it into a controlled environment as a theme park? Also, what if I could mix it with the Eden Project.

The roman name of Sintra was **Mons Lunae** (mountains of the moon), I could call it **The moon forest**.

And an idea for the entrance: the enigmatic Pórtico do Tritão, from the palace of Pena in Sintra.



## Day 4

This is a set of characteristics I envision to this project:

- **Concept /Theme** - A fairytale world inspired by the mysterious architecture, and ancient myths of Sintra, mixed with popular cultural elements as seen in games like World of Warcraft, the Lord of the Ring movies, the drawings by Brian Froud and sculptures by Daniel Popper. The structural concept and sustainability are imported by The Eden Project, Cornwall, UK.

Análise da Concorrência

Referências

- **Location** - The location must be in the northern side of Sintra, and close enough so that you can see the mountain and the castle from the theme park, between the villages of Galamares and Nafarros.

<https://earth.google.com/web/@38.8074495,-9.41324554,82.58902159a,2879.13066351d,35y,0.0000353h,0t,0r/data=MicKJQojCiExajhYaGZzcmVCUjB2MTBPcG9LN29MNFZ4VnMzVnFUaEs>

- **Access** – 38 minutes of driving distance from the Lisbon Aeroport, 10 minutes away from the historical town of Sintra. Good road access.
- **Target Audience** – Families, Fantasy Gamers, Local Tourists.
- **References/ Inspirations** - Aesthetics will be inspired by the architectural characteristics of Palacio da Pena, Jardim da Pena & Quinta da Regaleira; the art of Brian Froud & Danial Popper; the statues of Boom festival; and mostly by the architecture and sustainability of the Eden Project.
- **Competition** – The Eden Project, Efteling, Euro Disney.

- Domes will include magical forests, insect attractions, sounds, rides between the domes.
- Warcraft inspirations: Nazjatar, Zangarmarsh, Dalaran, creatures like the night elves, satyrs.
- Pokémon Ballonlea
- Whispers as seen in world craft

Aesthetical references:



















