

LEGO GUARDIANS OF GALAXY

NY Store Spaceship Video Game Project



SUMMARY

The project goal is to make such impression on NY Lego store clients that they will share it with friend and families on Instagram and Twitter. The idea is to let visitors fly almost real size Lego spaceship using Lego control room in Lego scenario.

To achieve this result we need design and construct really big model of spaceship in Lego technology with cool control room inside, entrance, captain chairs, displays and working simple controls. To make the flying experience we are going to develop 3D game. Visitor will have the opportunity to take off, land and do some task in Lego world.

Both, spaceship and scenario, are inspired by “Guardians of the Galaxy” movie and the spaceship already has a small Lego model. This will involve cooperation with Marvel and will deliver a known and attractive content recently present in movies all over the world.

WHAT WE ARE GOING TO ACHIEVE?

Project “Lego Guardian of Galaxy” (LGG) is about to deliver in **6 months** funny gaming experience arranged inside real size (or just really big) **Lego model of spaceship** with control room that allows playing simple **flying mode game in chosen virtual 3D scenario** using simple Lego control panel.

My proposal is to develop Darkaster like spaceship flying, taking off and landing on one of five chosen spots on planet Xander redesigned as Lego style scenario.

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WHO DO WE NEED?

The project will involve:

1. Video game developer – Chris Nowak
2. Virtual 3D scenario specialist and graphics designer – (I suggest Nick Northenstorm)
3. Spaceship engineers – Lego experts responsible for resigning, construction of spaceship and visitors safety (3 persons)
4. Technical support – video console and display expert (1 person)
5. Legal support – licensing and partnership with Marvel
6. Creative coordinator - Lego brand and marketing representative
7. QA specialist – test writing and coordination
8. UX testing group – 6 to 40 years old visitors of Lego shop in NY (10-12 people)
9. Project manager and work facilitator (1 person)

TIME LINE

