

Union Talisman Forging at High Kyriak

Live Retail Entertainment Experience Treatment

High Concept

Crystal Valley is a themed land where mythic creatures and battles are real. Ages ago, an epic battle played out between the peace-loving Protectors, the giant humanoid rock-skinned inhabitants, and the anarchistic amorphous Shadows.

In dark corners of the Valley, observant Seekers will notice Shadows attempt to claim the land and crystals for themselves, but Seekers can harness the power of the crystals just like the now sleeping Ancient Protectors once did through the use of small crystal talismans.

The Residents have created their own ritual in order to bond Seekers to these crystal companions. In this practice, three Unions were created to fight the Shadows and protect the land: Ironwill, Evergreen, and Radiance. Each Union values different qualities of life, and Seekers can choose who to join in the fight for the Crystal Valley and all its inhabitants.

Seekers line up outside and within the ancient ritual structure known as the High Kyriak. Inside the halls of this sacred space, the icons for each Union are boldly presented and brilliantly shine as sculptures, introducing the talisman possibilities that Seekers will construct.

Once invited into the first hall, the three Union Leaders greet Seekers and acquaint them with each Union's prized qualities. As each Leader speaks, a tapestry surrounding one of three doors comes to life through the Crystal's magic. Upon the finale of this introduction, the Seekers are invited to choose a Union and follow into their respective room.

In each room, a single Union Leader coaches each Seeker as they take a raw colored crystal and forge it into a talisman shaped in the image of their chosen Unions icon. Each Seeker is then invited to the front to attune their talisman with the crystals of the land, awakening the magic of the crystals and feeling the magic wash over them.

After finishing the ritual, Seekers are encouraged to roam the land to protect areas threatened by Shadows and walk through one last corridor of crystals that glow and hum as they emerge out of the sacred ritual.

This immersive retail experience extensively uses surround audio in the hallway, main hall, and Union sanctums. It also uses multiple projections with projection mapping technology within the main hall and Union sanctums. Wind effects are achieved in each room through an air effects system that brings to life the flowing magic of the crystals throughout the experience. Lastly, the workstation tables within the Union sanctum includes lighting effects and haptic/gyroscope technology to heighten the experience of forging a crystal.

Prologue – Exterior & Queue

Seekers of Light gather outside a holy space, eroded through the ages by rain, snow, and wind. This ancient structure, known as the High Kyriak, was built by the Ancient Protectors long before the human Residents arrived. Since the slumber of the Protectors, the Residents now care and renovate the structure, maintaining its landscape of lush bushes and brightly colored flowers. High Kyriak, inspired by the cliffs' basalt columns, integrates hexagonal geometry in its architecture and utilizes long columns for its rib vaulted interiors.

Above the enormous doors, which stand nearly twice taller than a human, an intricate mosaic of multicolored crystals gleams. The artwork depicts a Protector on the right, a human on the left, and a large Master Crystal between them. They both reach out to touch it.

In the daylight, the sun sparkles upon the crystals, giving them a sense of life. At night, however, the artwork literally shimmers with light emanating from within each colored crystal, accomplished through internal lighting mechanisms that dim and glow from within the colored glasslike material.

Through the towering doorway, a short corridor leads toward another set of doors. Stone torches light up the space; the bowls of the torches are so deep that the nonexistent flames cannot be seen but the lively light clearly communicates firelight, pulsing with a warm glow upon the walls.

The breeze within the tall corridor can be heard above through hidden speakers, adding to the ethereal, magical holiness of the structure. The coolness of the air is reinforced through the hallway's cooling system.

In this passageway, three crystal sculptures line the hallway, placed upon a small plinth and displayed ceremoniously, akin to a sculpted bust or an Ancient Greek krater. Ultimately, these sculptures are larger versions of the talismans Seekers will create later.

The first, shining bright ruby red and shaped like a finely cut gem, has the imprint of a forging hammer. The second, emerald green and rectangularly shaped like a book, has the imprint of Firsttree, Crystal Valley's naturally twisting tree at the center of the village. The last of the three, colored deep sapphire blue, takes on a circular coin shape imprinted with a crescent moon and several stars.

Once Seekers arrive at the front of the interior doors, three people, the Union Leaders, emerge, inviting the next party to come in.

Act One – The Choosing

Exiting the queue, Seekers enter a grand circular hall constructed of massive stone bricks that culminate into a domed ceiling. The noise of the interior breeze continues into this room from hidden speakers built in the walls of the space.

Seekers stand in the semicircle closest to the door from which they entered; meanwhile, the three Union Leaders walk to the other half and turn to face the group of Seekers, ready for the ceremony to begin. With the swift turn of their bodies, the speakers, along with the entire, room become completely silent.

In the half of the room occupied by these three mysterious individuals, a massive Master Crystal, the Valley's major mystical conduits, stands nearly as tall as a young child. It glows softly, only noticeable in this dimly lit room. The Master Crystal's material feels rough and rocklike while a system of lighting within allows it to glow through the semitransparent material. Speakers placed near its base enhance the forthcoming magic to aurally signify the Crystal as the source of action.

Behind the Union Leaders, three small equidistant doorways line the walls with their doors shut tight. Directly above each door is another crystal-based mosaic similar to that found at the front of the building. These ones, however, repeat the symbols found in the corridor: a forging hammer, the Firsttree, and the crescent moon with stars. Framing the sides and tops of these entryways, intricate woven tapestries climb floor to ceiling.

Each Union Leader starts with a greeting and introduces themselves.

Devon, an athletic and brash individual, likes to keep things moving forward. They stand stiffly, almost militaristic, with an animal fur mantle draped over their shoulders.

Avery, a thoughtful individual, emanates a wisdom beyond their years. Their head tilts up, proud, and a large ivy-like jewelry piece wraps up their right arm from their fingers.

Lastly, Cameron exudes an effervescent energy of curiosity and exploration. Their sleeves are rolled up, exposing their arms as if about to dig or work with their hands. They pull any hair back, destroying any distractions that might get in their way.

After their brief introductions, they explain that they each lead a Union within Crystal Valley. All three touch the Master Crystal which glows brightly. Crystal dust, accomplished through the projection system and lighting in the room, bursts forth from it, emitting a sound from the Crystal's base akin to finely ground glass shards crashing against one another. The dust shimmers, frozen in the air for a moment, and then collects, traveling along the walls akin to a swarm of fireflies.

Throughout the performance, as each Union Leader speaks, the system of projectors above the audience map upon the tapestries and bring animations to life upon them. Speakers, hidden in the walls on the far side of the room occupied by the Union Leaders, enhance the living artworks with sound.

As the crystal dust scatters and forms over the first door, the one marked with the hammer, Devon briefly discusses the Ironwill Union. As Devon speaks, the crystal's power brings to life the tapestry. Ironwill values strength and fortitude in its pursuits. It honors the Ancient Protectors' artisan crafting and bravery in battle, each of which is depicted and brought to life upon the tapestry itself.

After Devon's brief introduction of Ironwill, Avery takes over by describing the Evergreen Union. The crystal dust flies over to the doorway marked by the twisting natural icon. The tapestry illustrates the crystal-embedded cliffsides and Firsttree, pulsing with the crystal energy entangled in its bark. Avery explains that Evergreen cherishes the gifts of the natural landscape along with the spiritual knowledge of the earth in its long-lived experience. The final image on the tapestry depicts a pair of hands opening up to reveal a lurid cliff flower in its palms.

From here, Cameron excitedly continues. The crystal dust flies over to the final door, marked by the crescent moon and star. Cameron, leader of the Radiance Union, speaks about their union's love of curiosity and inquiry. The tapestry reveals the stars in the night sky casting a ray of light down upon Crystal Valley. The moon and stars gradually shine brighter and brighter as the darkness melts into a brilliant day. Lastly, the tapestry illustrates groups of pilgrims crossing the bridge that carries Seekers of Light into the Crystal Valley. The Radiance Union celebrates Seekers of Light themselves, who embody the crystals' desire for those people who seek light.

The crystal dust, finished with its magical storytelling, hangs in the air as the three leaders offer the Seekers an invitation: Which Union will you choose?

Suddenly, the crystal dust flies over the audience, intermingling with them. A breeze from the air effects system in the ceiling washes over the Seekers as they literally feel the very force of this mystical enchantment.

The leaders walk toward their respective doorway and invite the audience to approach, ask any necessary questions, and then depart into the Union room of their choosing. During this time, the breeze of the crystal dust can be heard from the speakers around the room. Those Seekers who struggle to choose a Union are invited by a Union Leader to touch the Master Crystal which alights a Union color to choose on their behalf.

Act Two – The Forging

Each Union Leader guides their respective group into their inner sanctum. The walls of each room contain more artwork, mosaics, and tapestries depicting moments of Crystal Valley's history. The representative color of each Union accents the artwork throughout: ruby red for Ironwill, emerald green for Evergreen, and sapphire blue for Radiance. Embedded in the walls, large stone shapes that look like the Ancient Protectors blend in with the rest of the scenery.

Within the room are multiple high-top rock hewn tables with a crystal rising from the center of the stone surface. The Union Leader encourages those entering to gather around a station and reiterates the qualities those gathered have chosen to adopt and embody.

The Union Leader then briefly reminds those gathered about the ancient battle played out all those years ago by the Ancient Protectors. They gesture toward the massive figures within the room. They resume their story: to this day, the enemy Shadows attempt to claim the land and its crystals for themselves. The Unions work to keep them at bay and protect the Valley.

At the front of the room, the Union Leader raises a crystal talisman shaped like the Union's icon. Each Seeker will forge a talisman to fight off the Shadows.

The Union Leader circles the room, distributing crystals to the Seekers. Each person selects a newly harvested crystal, each uniquely shaped and colored. The time has come to forge this crystal into their Union talisman.

Directed by the Union Leader, Seekers place their raw crystal into a forging press and close it, applying pressure. The crystals centered upon each table pulse with a heartbeat that quickens and emits a deep rumble as the press transform their talisman. A light within the semi-clear crystal pulses while a vibration mechanism built into the table produces the rumbling sound and sensation. Upon lifting the press, the crystal retains its color, but its shape is transformed into the Union symbol. Each Seeker has officially taken the mantle of their Union and its icon.

Next, Seekers are able to form the talisman into any accessory they wish best: necklace, watch attachment, keychain, or bracelet.

After this, each Seeker is brought to the front to tune their crystal to the land. The Leader ushers each one forward and requests they repeat the guiding phrase ("May the crystals light the way"). The crystal cluster at the front of the room hums and vibrates as a shimmer of crystal dust descends upon each Seeker from the projectors around the room as they attune their talisman.

Upon completion of the forging, Seekers exit the High Kyriak through a corridor that leads toward the land. This barrel-vaulted passageway is filled with crystals that hum and sing as each person walks through. The RFID within the talisman activates the lighting within the semitransparent crystals and the sound along the hallway to alight and sing as the Seeker walks through the passageway.

Each individual Seeker, with their new Union talisman in hand, marches forward as the crystals intensely light up, singing louder and louder until they emerge back into Crystal Valley, ready to fight and defend it!