

Designing a Spooktacular Façade for Your Haunt

By Leonard Pickel

***Hauntrepreneurs®
Themed Attraction Design
and Consulting***



First Impressions are Powerful



First Impressions are Powerful

- What Makes a Great Façade?



First Impressions are Powerful

- What Makes a Great Façade?
 - Visibility



First Impressions are Powerful

- What Makes a Great Façade?
 - Impact



First Impressions are Powerful

- What Makes a Great Façade?
 - Drama



First Impressions are Powerful

- What Makes a Great Façade?
 - Tells a Story



First Impressions are Powerful

- What Makes a Great Façade?

“A house without a history
cannot be Haunted”

Stephen King

**The House your
Parents Warned You
to Say Away From!**



Spooky Architectural History

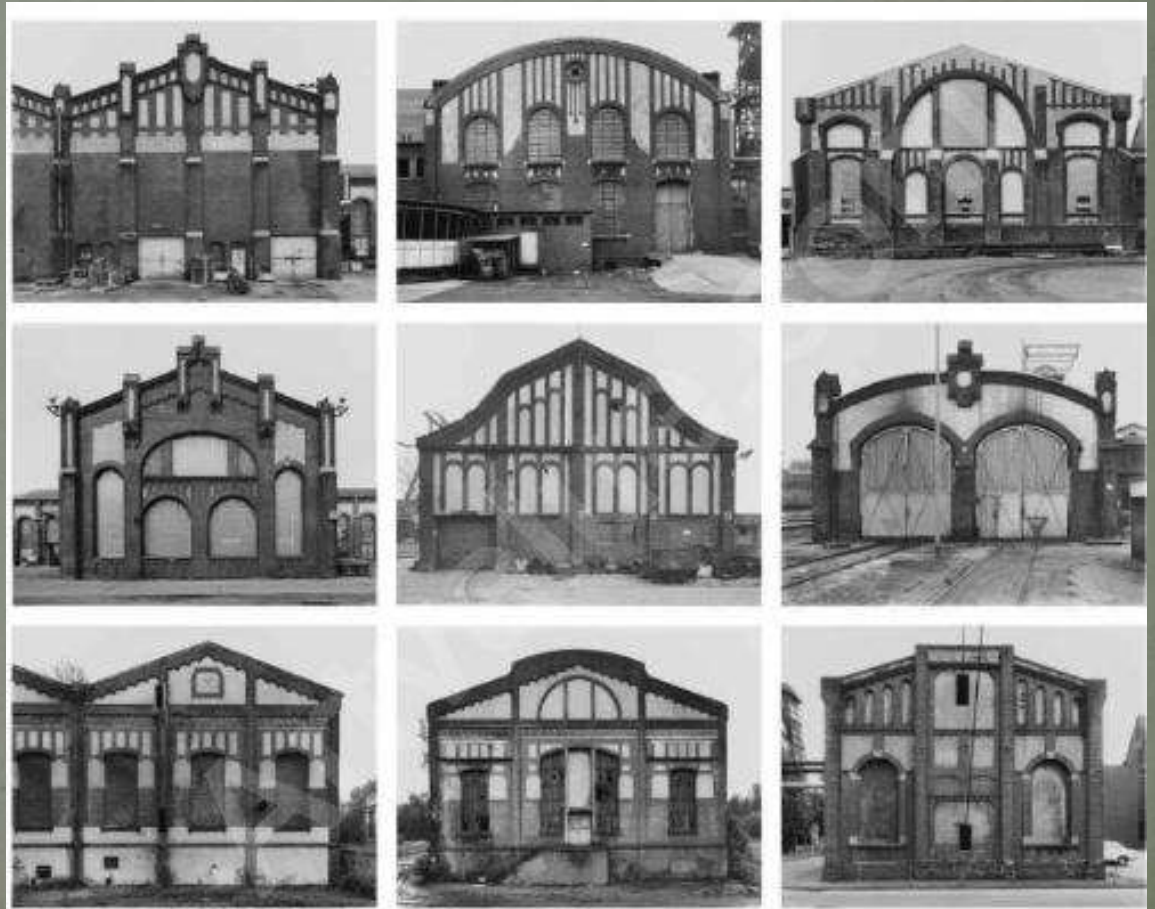
Spooky Architectural History

- Ghost Town
 - Flat Façade
 - Shed Porch
 - Hitching Posts



Spooky Architectural History

- Industrial
 - Brick
 - Low Pitched Or Flat Roofs
 - Smoke Stacks
 - Clear Story Windows
 - Dirty/Grimy
 - Pipes



Spooky Architectural History

- Medieval
 - Castle
 - Battlements
 - Ramparts
 - Towers
 - Archer Slits



Spooky Architectural History

- Medieval
 - Manor House
 - Castle Light
 - Steep Tile Roofs



Spooky Architectural History

- Medieval
 - Manor House
 - Castle Light
 - Steep Tile Roofs
 - Stone Walls
 - Chimneys



Spooky Architectural History

- Medieval
 - Gothic Church
 - Spires
 - Gothic Arches and Windows
 - Heaven and Hell



Spooky Architectural History

- Medieval
 - Gothic Church
 - Gargoyles



Spooky Architectural History

- Medieval
 - Gothic Church
 - Gargoyles



Spooky Architectural History

- Medieval
 - Gothic Church
 - Gargoyles



Spooky Architectural History

- Medieval
 - Gothic Church
 - Grotesques



Spooky Architectural History

- Prisons
 - Stone or Brick
 - Bared Windows
 - Castle Looking
 - Typically Gothic in Style



Spooky Architectural History

- Asylums and Hospitals
 - Large Buildings with Wings
 - Wide Compared to Height
 - Brick or Stone
 - Flat or Pitched Roofs



Spooky Architectural History

- Victorian Era 1837–1901
 - Rein of Queen Victoria in Britain



Spooky Architectural History

- Victorian
 - Greek Revival
 - Low Slope Roofs
 - Columns
 - Pediments
 - Balconies



Spooky Architectural History

- Victorian
 - Italianate
 - Cupola
 - Large Over Hangs
 - Decorative Brackets
 - Shallow Pitch Roof
 - Arched Windows
 - Gingerbread Porch



Spooky Architectural History

- Victorian
 - Gothic Revival
 - Steep Roofs
 - Gothic Arches and Windows
 - Sharp Points



Spooky Architectural History

- Victorian
 - Second Empire
 - Mansard or Bellcast Mansard Roof
 - Decorative Slate Shingles
 - Dormers
 - Deep Bracketed Eaves
 - Corner Boards
 - Tall Windows



Spooky Architectural History

- Victorian
 - Queen Anne
 - Gingerbread
 - Towers
 - Balconies
 - Chimneys
 - Mixed Styles



Real Life Scary Places



Real Life Scary Places

Real Life Scary Places

- Amityville Horror



Real Life Scary Places

- Amityville Horror

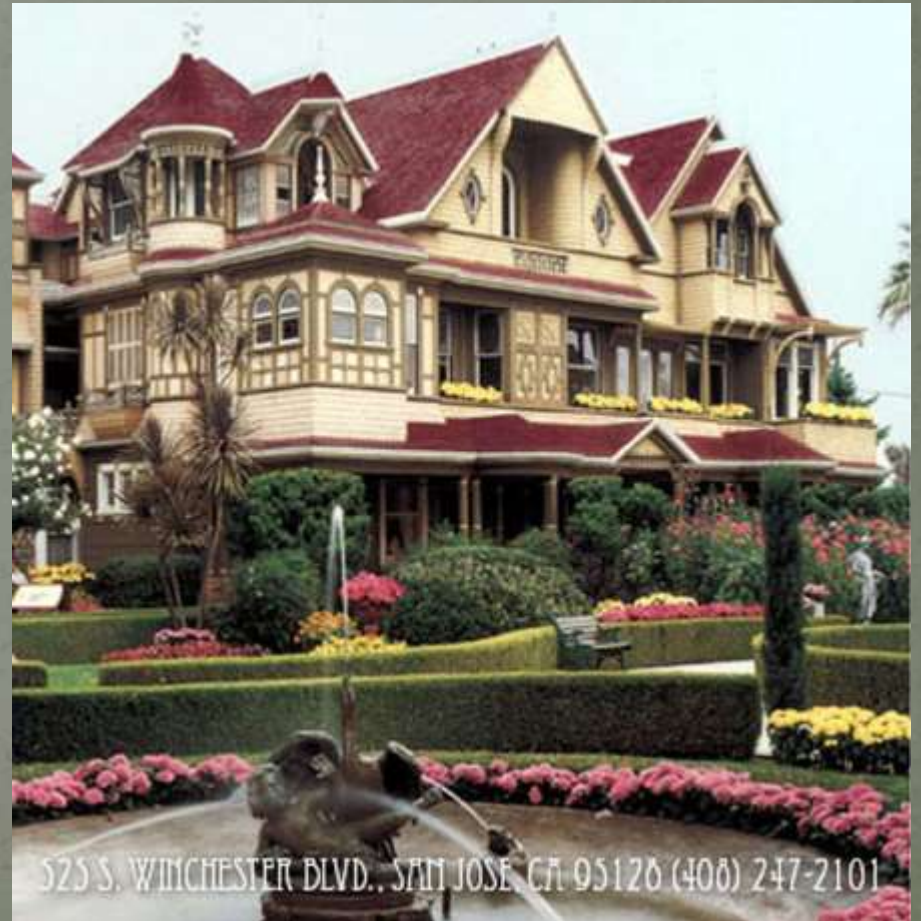


As it looks today



Real Life Scary Places

- Winchester Mystery House



Real Life Scary Places

- Vihisca Ax Murder House



Real Life Scary Places

- Borden Murder House



Real Life Scary Places

- Ed Gein House



Real Life Scary Places

- John Wayne Gacy



Scary Television Houses

Scary Television Houses

- Do you recognize this house?



Scary Television Houses

- The Munsters



Scary Television Houses

- How about this one?



Scary Television Houses

- The Addams Family



Scary Television Houses

- This one is a bit more obscure.



Scary Television Houses

- Dark Shadows



Scary Movie Houses

Scary Movie Houses

- Do you recognize this house?



Scary Movie Houses

- Psycho



Scary Movie Houses

- Poltergeist



Scary Movie Houses

- Phantasm



Scary Movie Houses

- Amityville Horror



Scary Movie Houses

- Amityville Horror



Scary Movie Houses

- Amityville Horror



Scary Movie Houses

- Amityville Horror



Scary Movie Houses

- The Addams Family



Scary Movie Houses

- The Addams Family



Scary Movie Houses

- The Addams Family



Scary Disney Architecture

Scary Disney Architecture

- Haunted Mansion
 - California



Scary Disney Architecture

- Haunted Mansion
 - California



Scary Disney Architecture

- Haunted Mansion
 - California



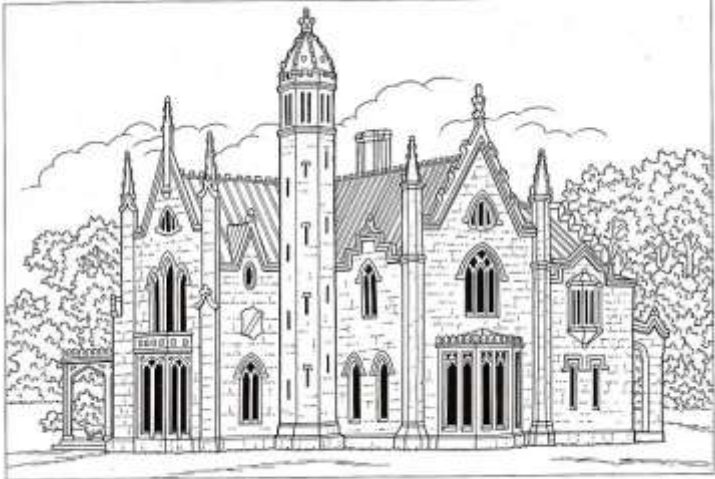
Scary Disney Architecture

- Haunted Mansion
 - Florida



Scary Disney Architecture

- Haunted Mansion
 - Florida



2. A villa in the Pointed Gothic Revival style, Albany, New York, c.1840. This design is by A. J. Davis (1803-72), a chief proponent of the Picturesque aesthetic early in the nineteenth century, proponent of both the Greek and Gothic Revival styles, mentor of A. J. Downing, and co-founder of America's first professional architectural firm.



Scary Disney Architecture

- Haunted Mansion
 - Tokyo



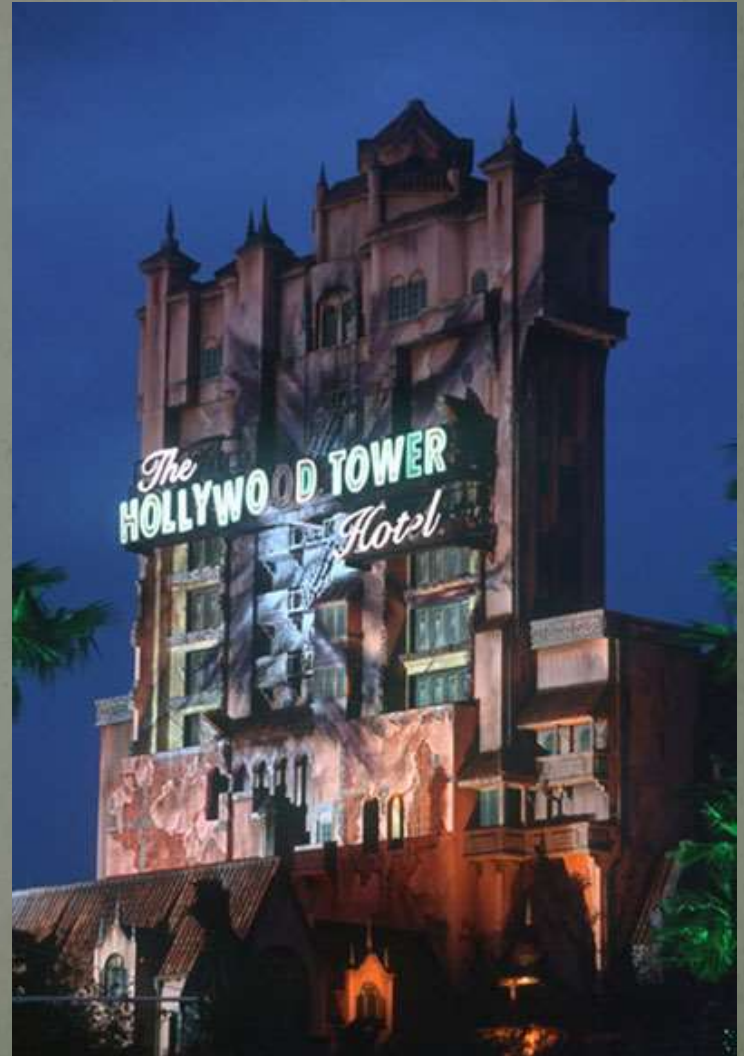
Scary Disney Architecture

- Phantom Manor
 - France



Scary Disney Architecture

- Tower of Terror
 - Florida



Scary Disney Architecture

- Tower of Terror
 - California



Scary Disney Architecture

- Tower of Terror
- Tokyo



Scary Disney Architecture

- Tower of Terror
 - Florida
 - California
 - Tokyo



Scary Disney Architecture

- Early Haunted Mansion Design



Early Haunted Mansion

©Disney

Scary Disney Architecture

- Early Haunted Mansion Design



Designing a Spooky Façade

Designing a Spooky Façade

- Faces



Designing a Spooky Façade

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Designing a Spooky Façade

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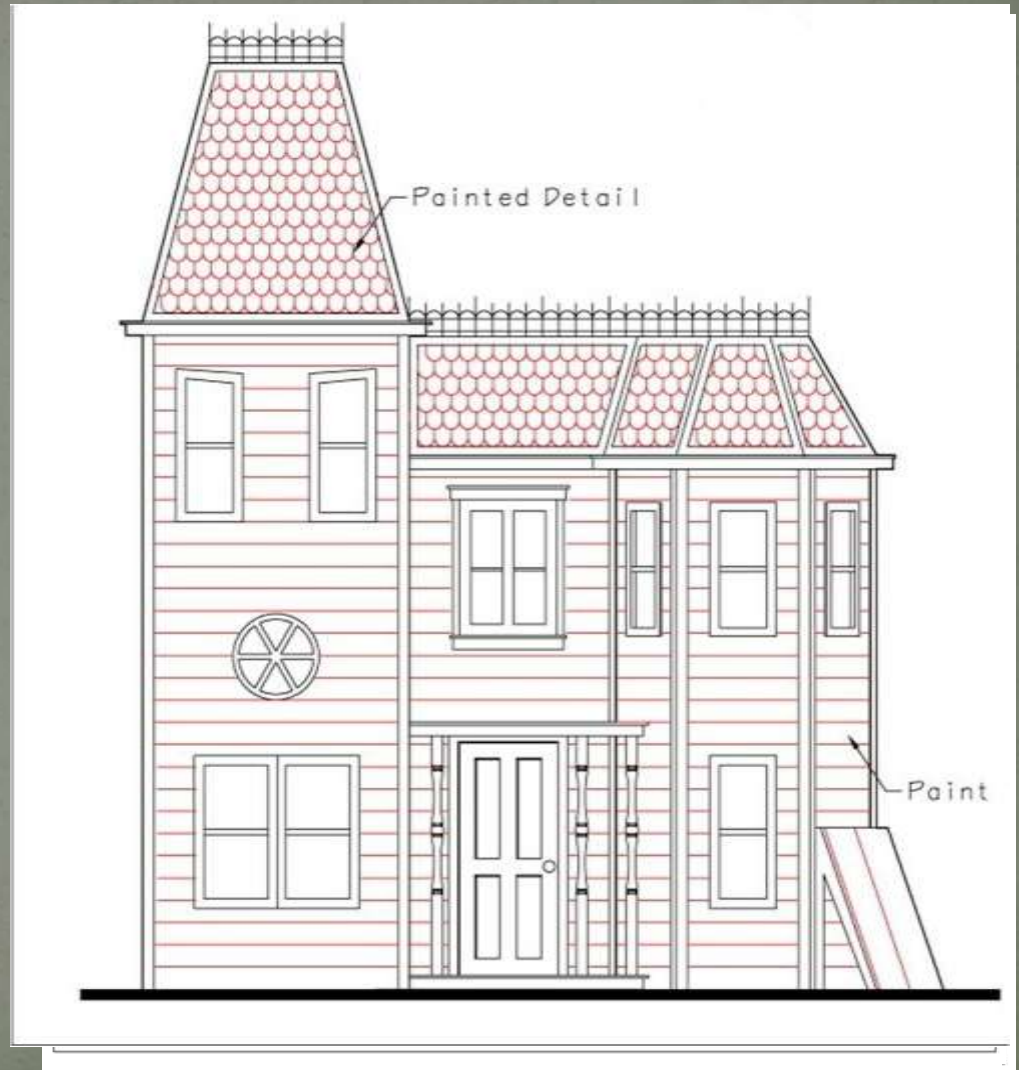
Designing a Spooky Façade

- Faces



Designing a Spooky Façade

- Faces
 - Adding a face in the Architecture is an easy way to make a façade look scarier!
 - You can even add expressions to the face.



Forced Perspective

- Vertical Forced Perspective



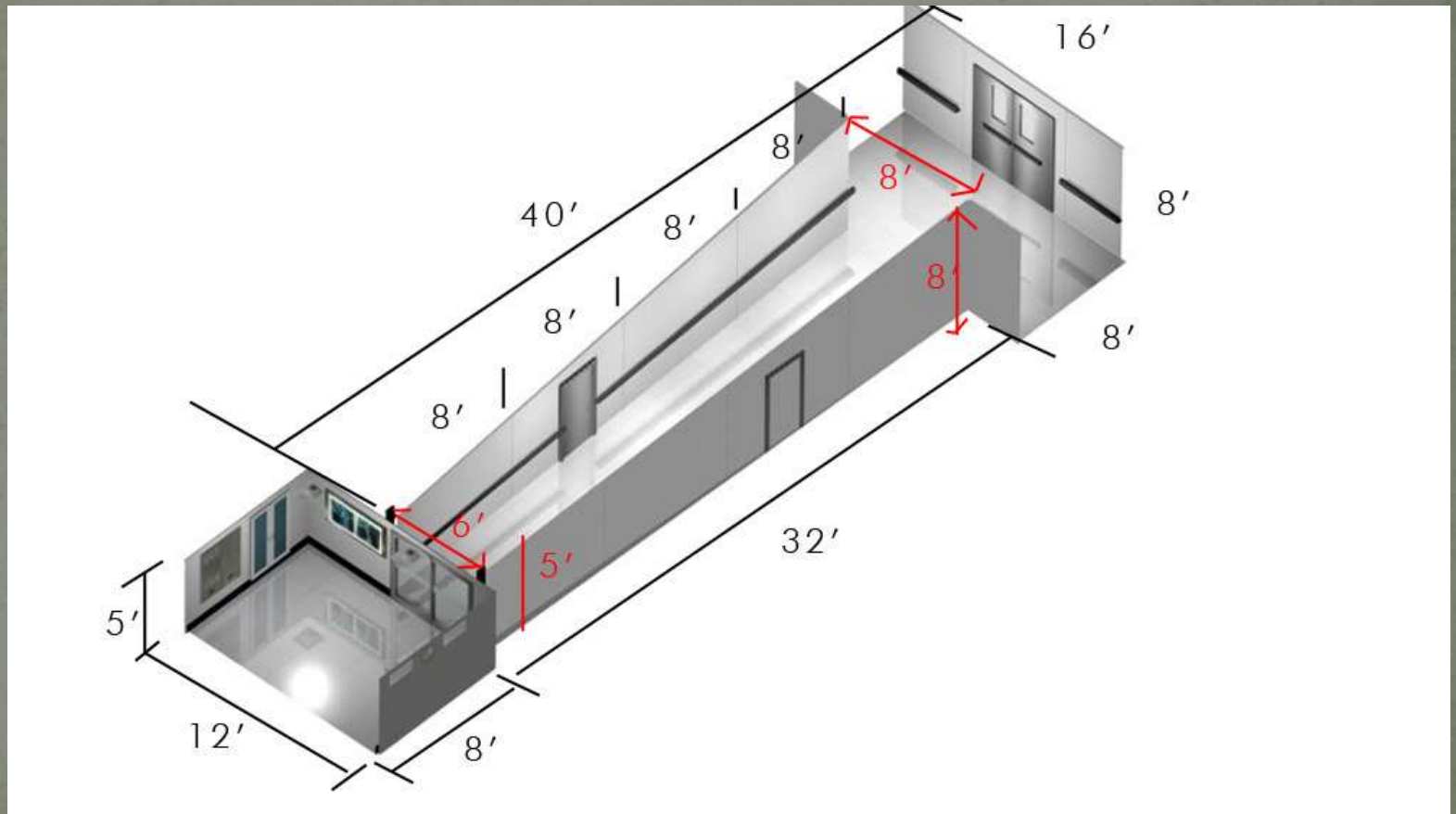
Forced Perspective

- Classic Shrinking Hallway



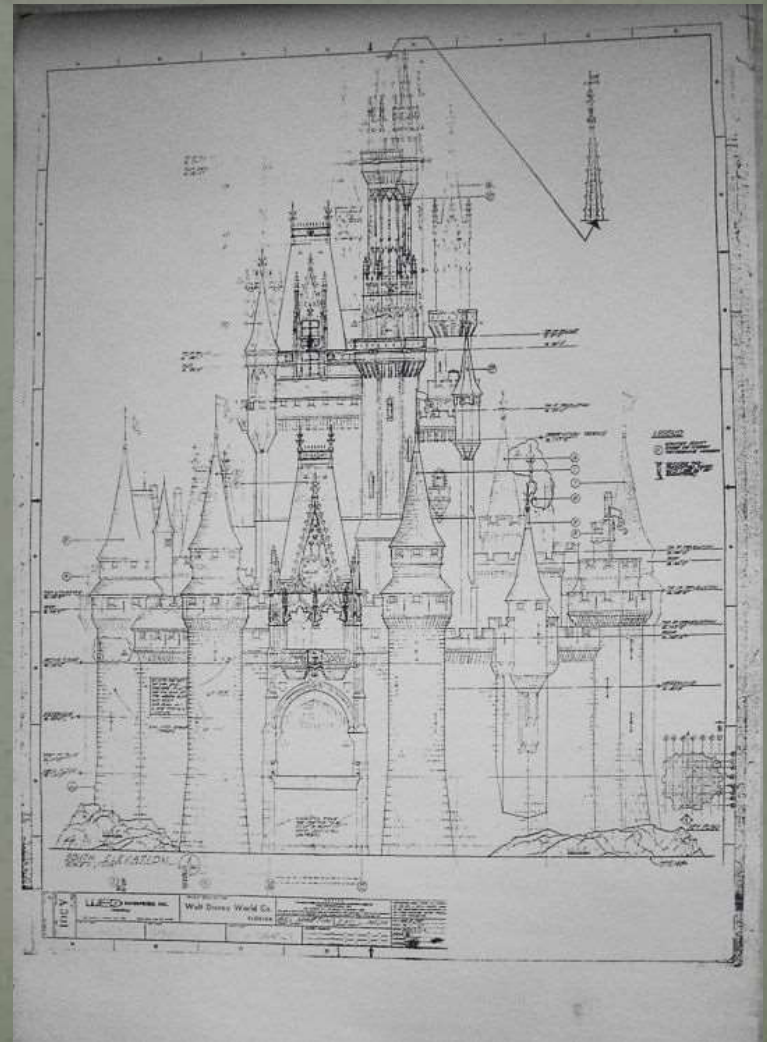
Forced Perspective

- Classic Shrinking Hallway



Designing a Spooky Façade

- Fractional Perspective :
The first floor of a building is built at a reduced scale, seven-eighths of reality. A second floor is build at seven-eighths of the main floor. A third floor, if there is one, would be seven-eighths of the floor below it, and so on.



Designing a Spooky Façade

- Fractional Perspective:
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Designing a Spooky Façade

- Dimension
 - Tall and Thin is Scariet Than Short and Wide



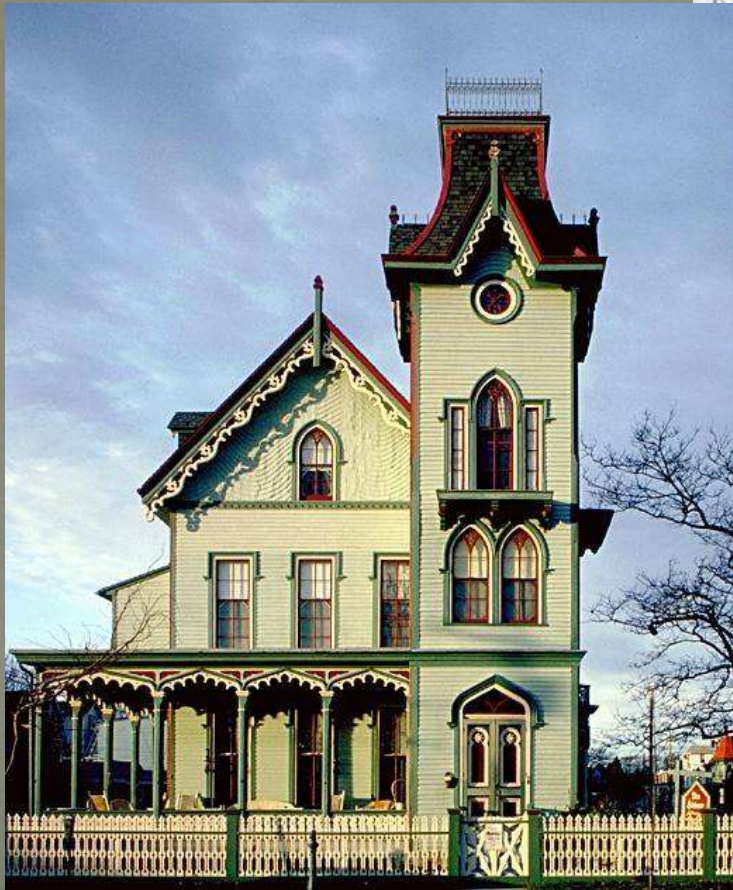
Designing a Spooky Façade

- Dimension
 - Tall and Thin is Scarier



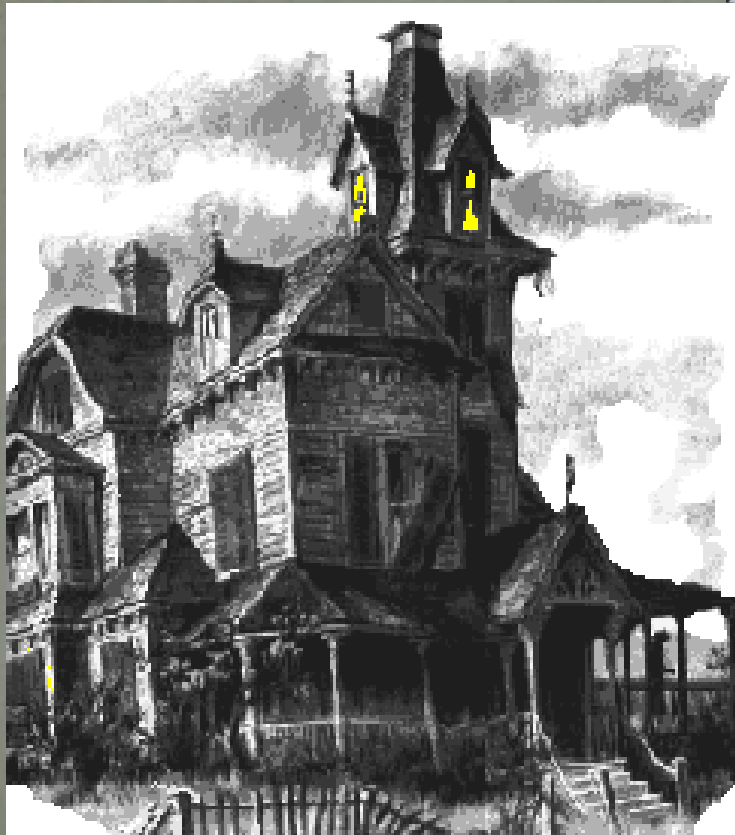
Designing a Spooky Façade

- Towers



Designing a Spooky Façade

- Towers



Designing a Spooky Façade

- Make It Crooked



Designing a Spooky Façade

- Make It Look Unsafe!



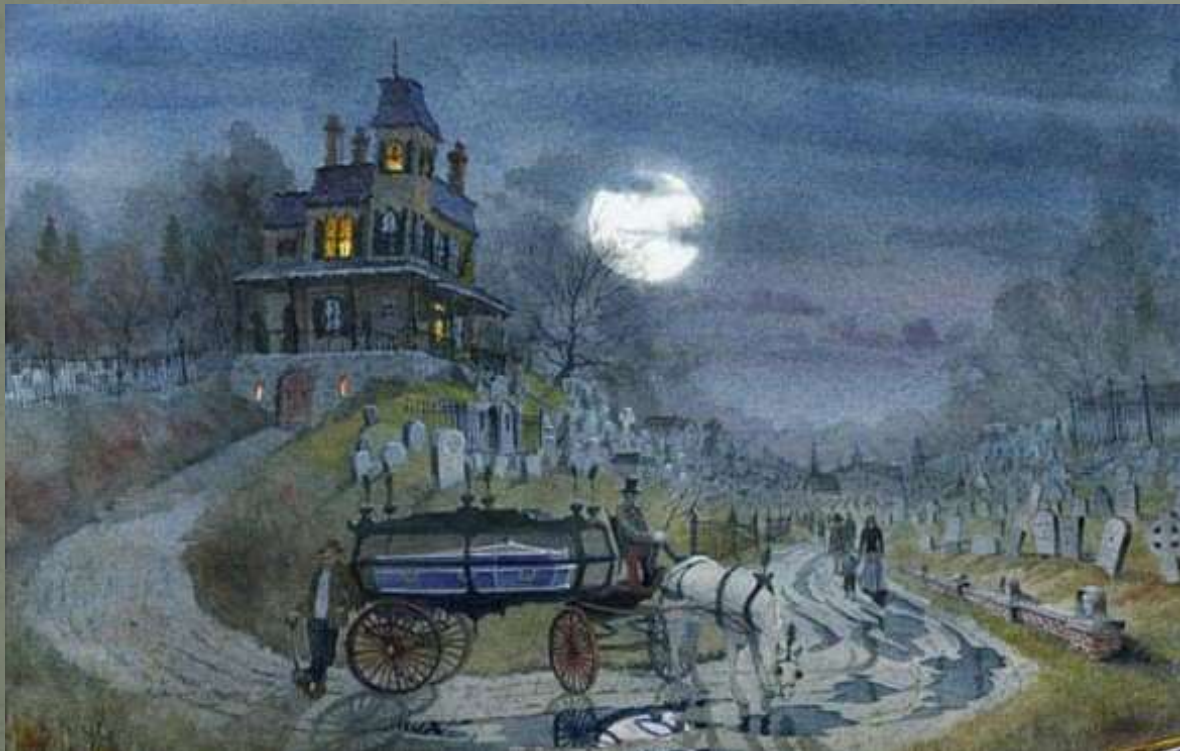
Designing a Spooky Façade

- Location
 - Spooky Trees



Designing a Spooky Façade

- Location
 - Cemetery



Designing a Spooky Façade

- Location
 - On a Hill



Designing a Spooky Façade

- Distressing and Age



Designing a Spooky Façade

- Vines and Moss



Designing a Spooky Façade

- Atmosphere
 - Lighting



Designing a Spooky Façade

- Lightning



Designing a Spooky Façade

- Realism
 - Make it Look Real!



Designing a Spooky Façade

- Realism
 - Make it Look Real!



Inspiration



Facade

Designing a Spooky Façade

- Realism
 - Mansard Roof



Designing a Spooky Façade

- Realism
 - Details



Designing a Spooky Façade

- Abandoned
 - Boarded Up



Designing a Spooky Façade

- Abandoned
 - Over Grown



Designing a Spooky Façade

- Abandoned
 - Dilapidated



Designing a Spooky Façade

- Abandoned
 - Dilapidated



Designing a Spooky Façade

- Boarded Up



Haunts In Art

- Pure Creativity



Haunts In Art

- Pure Creativity



Haunts In Art

- Pure Creativity



Attraction Examples

Attraction Examples

- Haunt Facades



Attraction Examples

- Castle Haunted Attraction Façades



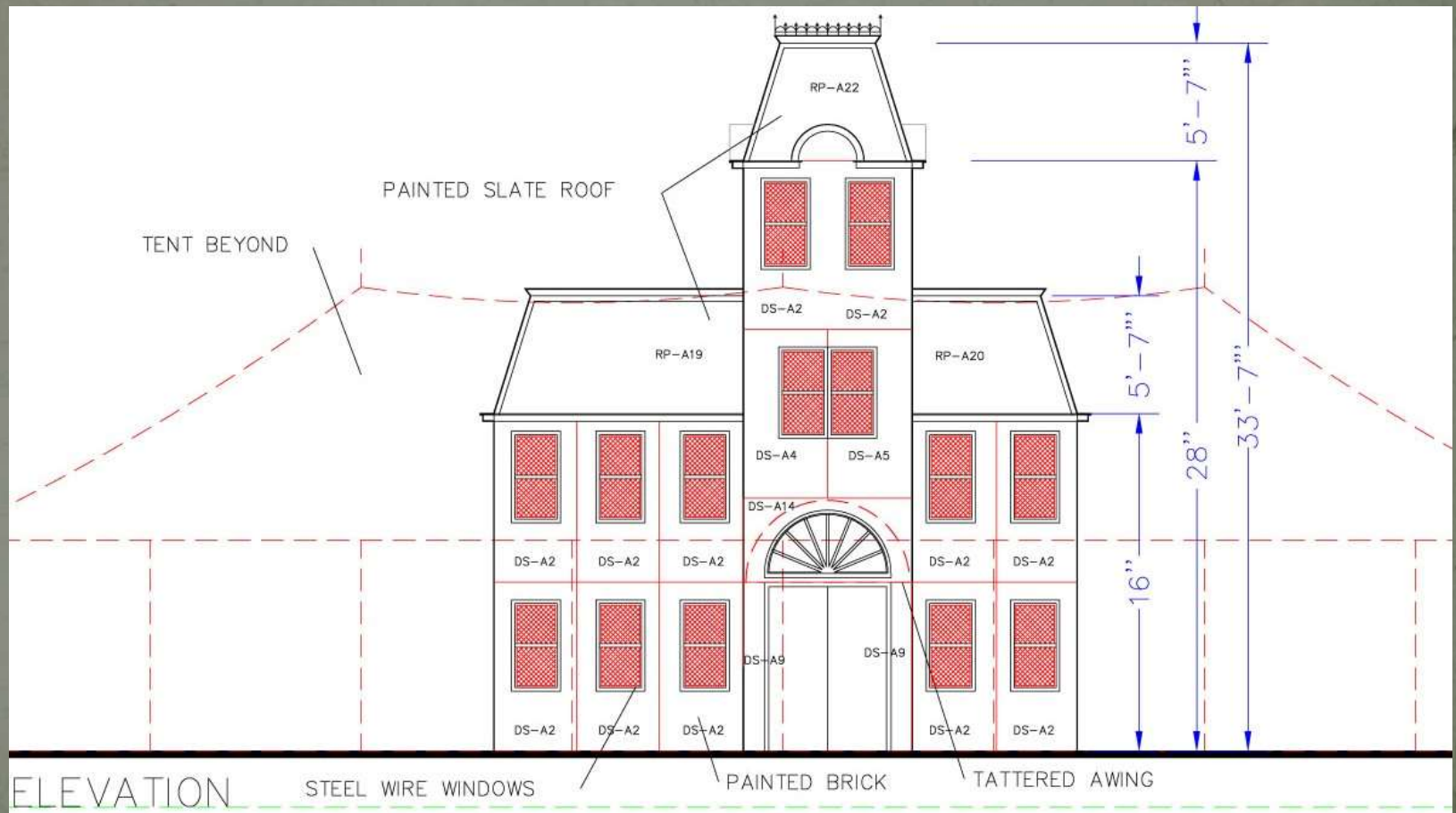
Attraction Examples

- Halloween Horror Nights Façades



Attraction Examples

- Asylum Façade



Attraction Examples

- Asylum Façade



Examples

- Farm House Façade



Examples

- Farm House Façade



Attraction Examples

- Farm House Façade



Inspiration

Examples

- Farm House Façade



Inspiration



Design

Attraction Examples

- Farm House Façade



Inspiration

Attraction Examples

- Farm House Façade



Inspiration



Design

First Impressions are Powerful

- Approximate Time Period
- Hints at What May Be In Store
- Enhances the Experience
- Increases Excitement
- Tells a Story
- and It Sells Tickets!



Thanks For Listening!

Leonard Pickel

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***Presentation available at
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