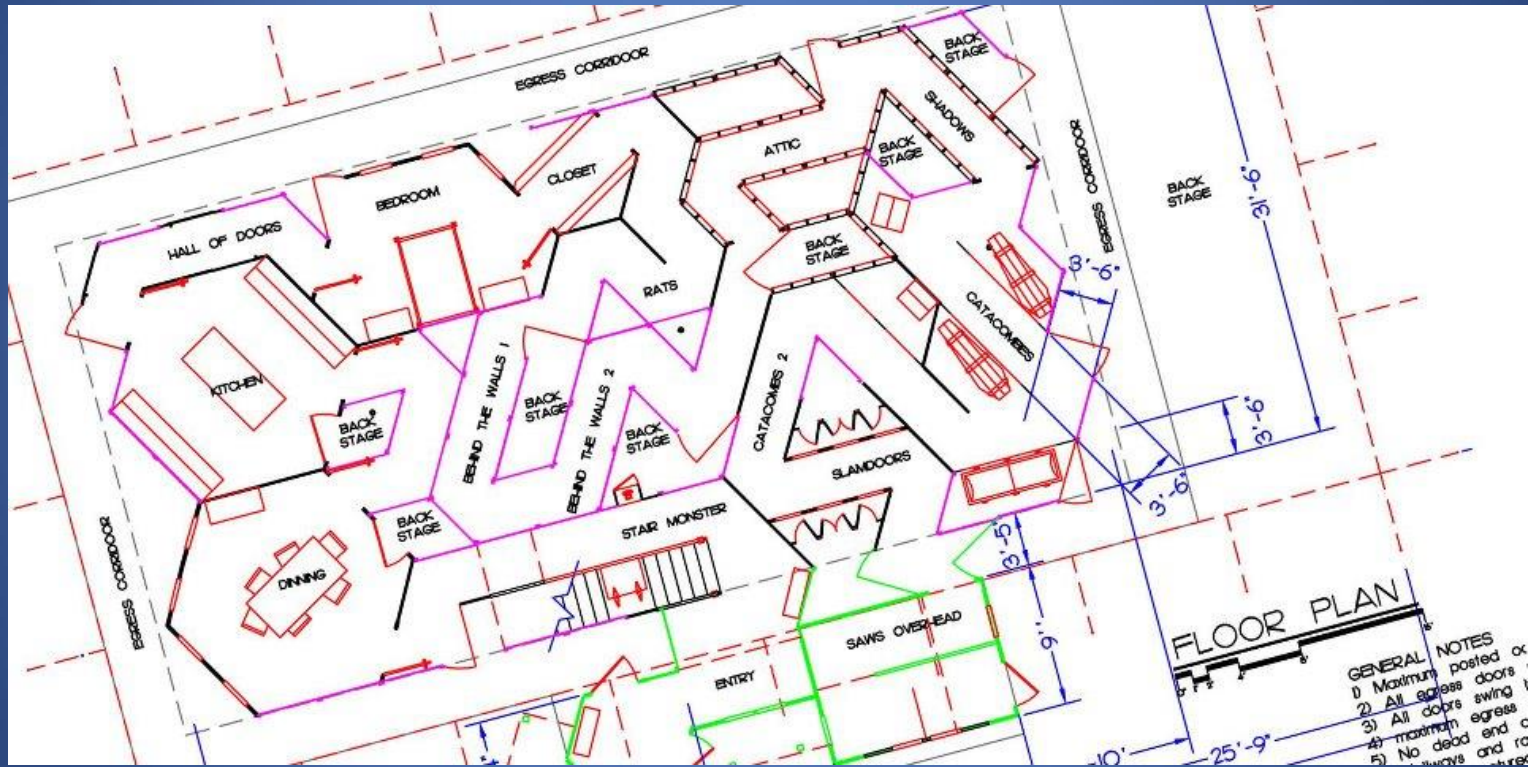


Step By Step Haunt Design: From the Inside Out



**By Leonard Pickel, Hauntpreneurs® Themed
Attraction Design and Consulting**

Designing From the Inside Out

Law of Architectural Design:



Designing From the Inside Out

Law of Architectural Design:
"Form Ever Follows Function!"

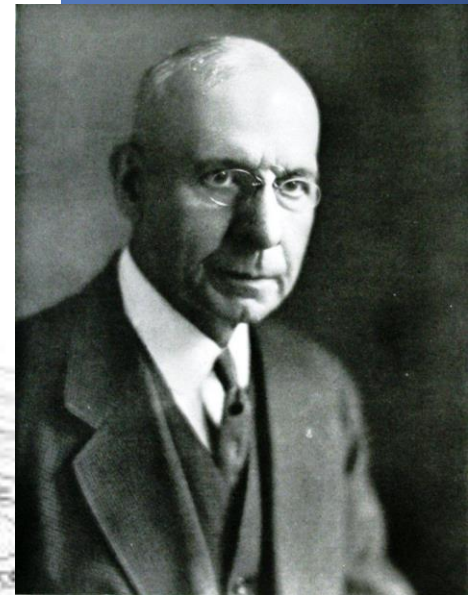


Designing From the Inside Out

Law of Architectural Design:

"Form Ever Follows Function!"

Architect *Louis Sullivan* 1856 –1924



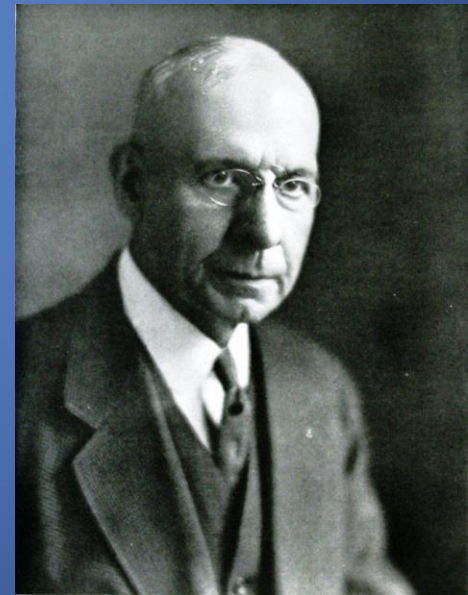
Designing From the Inside Out

Law of Architectural Design:

"Form Ever Follows Function!"

Architect *Louis Sullivan* 1856 –1924

The principle that the shape of a building or any object should be primarily based upon its intended function or purpose.



Designing From the Inside Out

In Haunt Design the Function is?

Designing From the Inside Out

In Haunt Design the Function is?

To Scare the Crap Out of People!



Designing From the Inside Out

How Do We Do That?

Step 1 - Read The Rule Book!

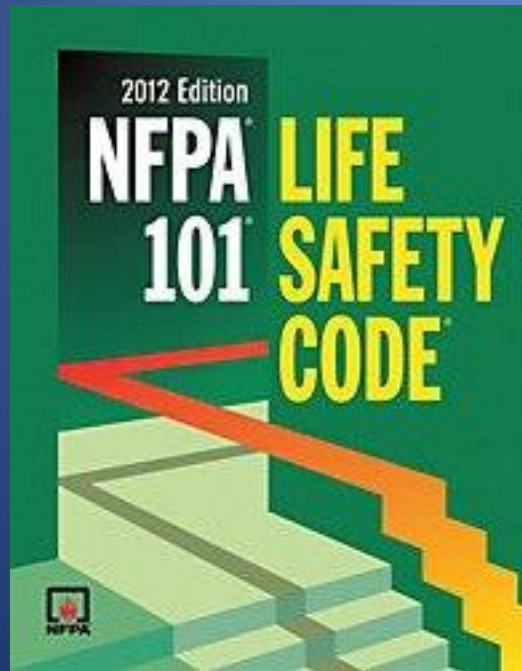
Did you Know there was a Haunting Rule Book?



Step 1 - Read The Rule Book!

International Building Code

NFP Life Safety 101



Step 1 - Read The Rule Book!

**How Can You Win The Game if
You Don't Know the Rules?**

Step 1 - Read The Rule Book!

Assembly Occupancy Requirements

Step 1 - Read The Rule Book!

Assembly Occupancy Requirements
Egress Corridor and Exiting

Step 1 - Read The Rule Book!

Assembly Occupancy Requirements
Egress Corridor and Exiting
Emergency Exit Signs

Step 1 - Read The Rule Book!

Assembly Occupancy Requirements

Egress Corridor and Exiting

Emergency Exit Signs

Battery Back-up Emergency Lighting

Step 1 - Read The Rule Book!

Assembly Occupancy Requirements

Egress Corridor and Exiting

Emergency Exit Signs

Battery Back-up Emergency Lighting

"A" Flame Spread Rating

Step 1 - Read The Rule Book!

Assembly Occupancy Requirements

Egress Corridor and Exiting

Emergency Exit Signs

Battery Back-up Emergency Lighting

"A" Flame Spread Rating

Handicap Accessibility

Step 1 - Read The Rule Book!

Special Amusement Building Code



Step 1 - Read The Rule Book!

Special Amusement Building Code
Mandatory Sprinkler System



Step 1 - Read The Rule Book!

Special Amusement Building Code
Mandatory Sprinkler System
(Unless you are in Ohio!)



Step 1 - Read The Rule Book!

Special Amusement Building Code
Mandatory Sprinkler System
Mandatory Smoke Detection



Step 1 - Read The Rule Book!

Special Amusement Building Code

Mandatory Sprinkler System

Mandatory Smoke Detection

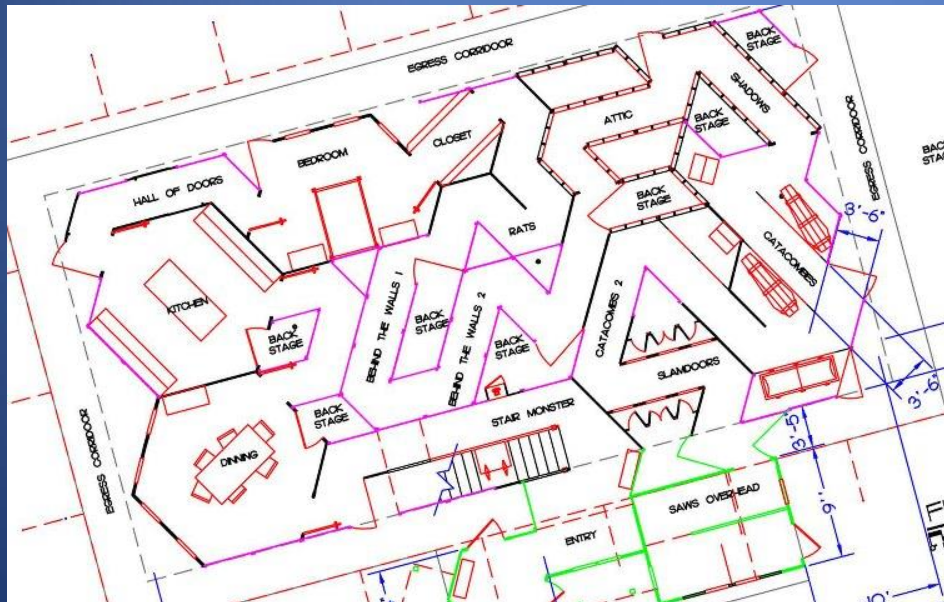
“Stop All Confusing Lights and Sound”



Step 2

“A Haunted Attraction is a Horror Movie That Patrons Walk From Scene to Scene!”

Leonard Pickel



Step 2

You Can't Scare Everyone...



Step 2

You Can't Scare Everyone, But You Can Entertain Almost Everyone!



Step 2 - Create a Back Story

You Can't Scare Everyone, But You Can Entertain Almost Everyone!



Step 2 - Create a Back Story

A Back Story Adds Entertainment Value and Becomes a Map to Get the Experience Where You Wanted it to Go!



Step 2 - Create a Back Story

“A House Without A History Cannot Me Haunted!”



Step 2 - Create a Back Story

“A House Without A History Cannot Me Haunted!”
Stephen King



Step 2 - Create a Back Story

A Back Story Sets the Parameters of the Theme



Step 2 - Create a Back Story

A Back Story Sets the Parameters of the Theme
Where Does This Evil Take Place



Step 2 - Create a Back Story

A Back Story Sets the Parameters of the Theme
Where Does This Evil Take Place
What Is the Time Frame



Step 2 - Create a Back Story

A Back Story Sets the Parameters of the Theme

Where Does This Evil Take Place

What Is the Time Frame

Who Is Effected By This Evil



Step 2 - Create a Back Story

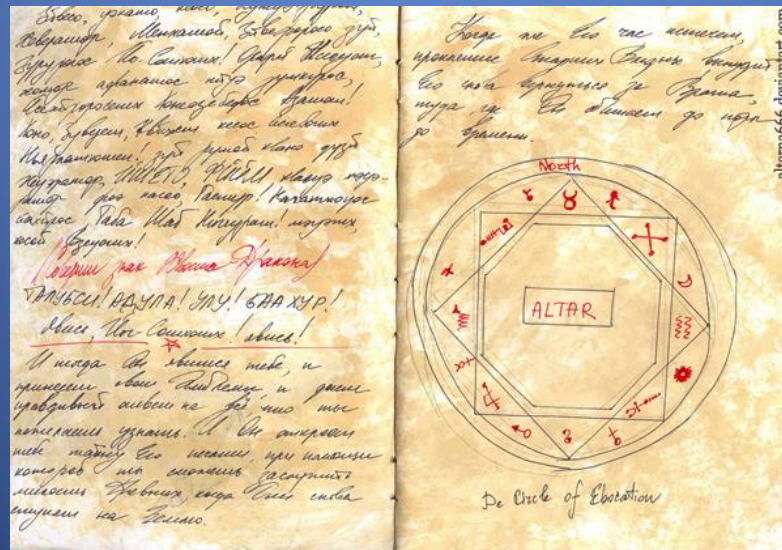
A Back Story Sets the Parameters of the Theme

Where Does This Evil Take Place

What Is the Time Frame

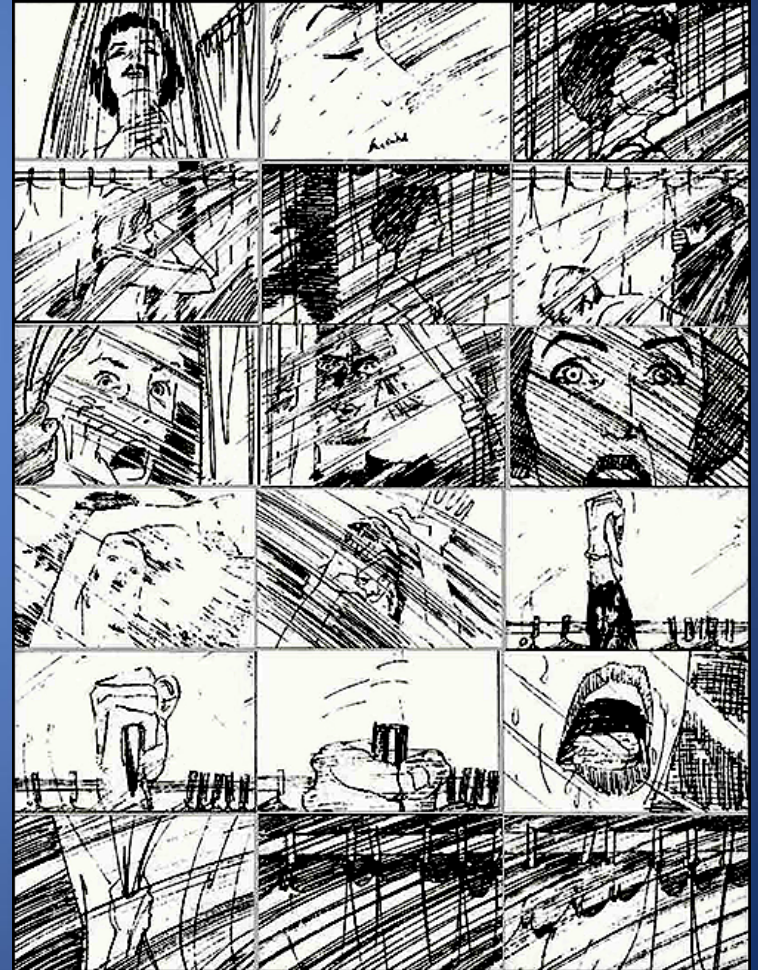
Who Is Effected By This Evil

What Caused This Evil



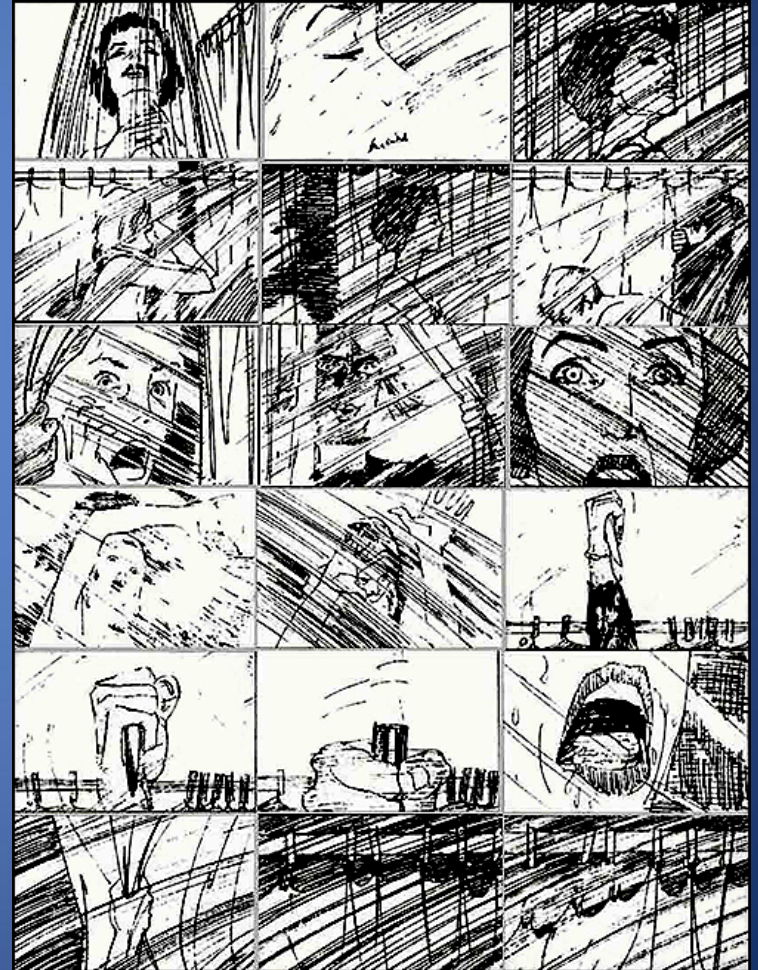
Step 3 - Create a Storyboard

Set the Stage



Step 3 - Create a Storyboard

Set the Stage
Types of Rooms

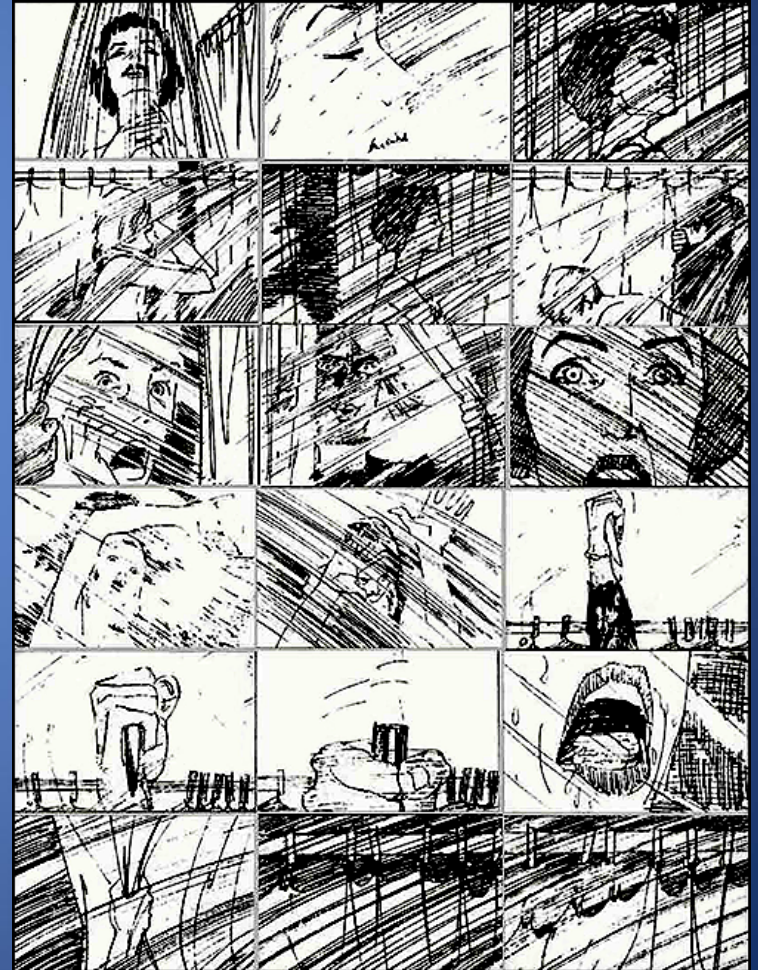


Step 3 - Create a Storyboard

Set the Stage

Types of Rooms

Type of Lighting



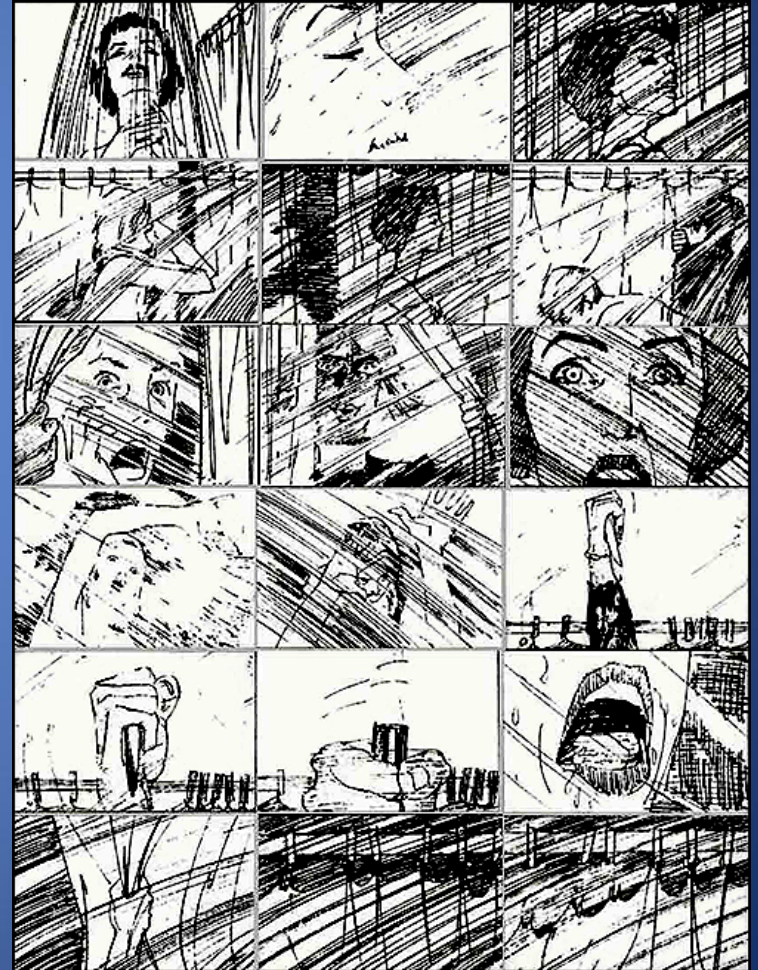
Step 3 - Create a Storyboard

Set the Stage

Types of Rooms

Type of Lighting

Soundtrack



Step 3 - Create a Storyboard

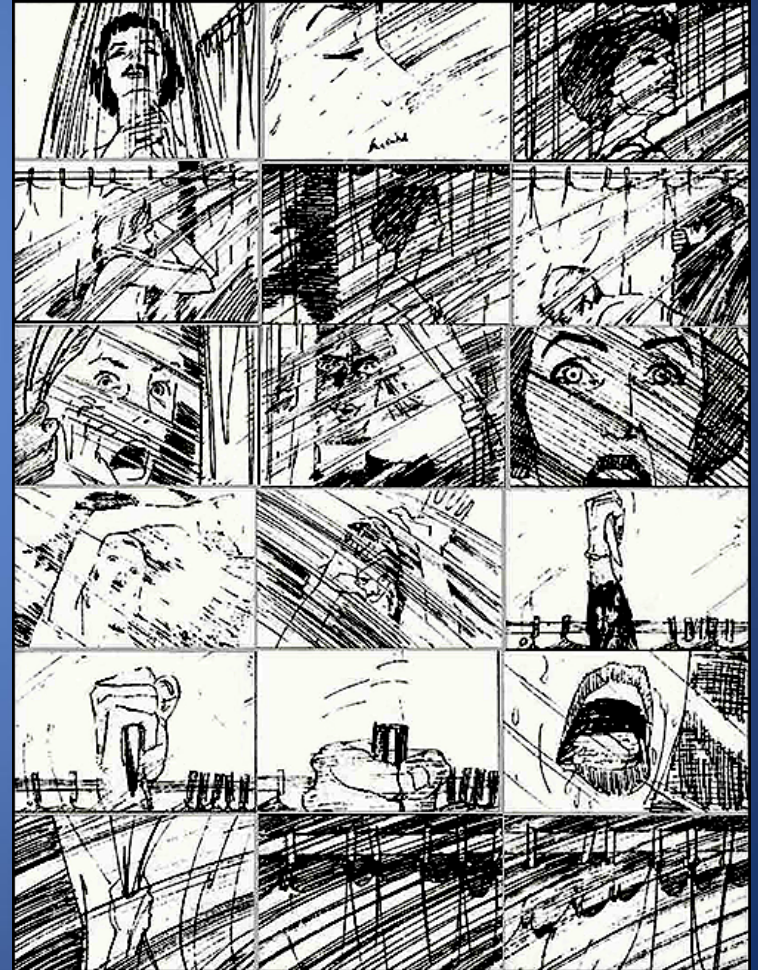
Set the Stage

Types of Rooms

Type of Lighting

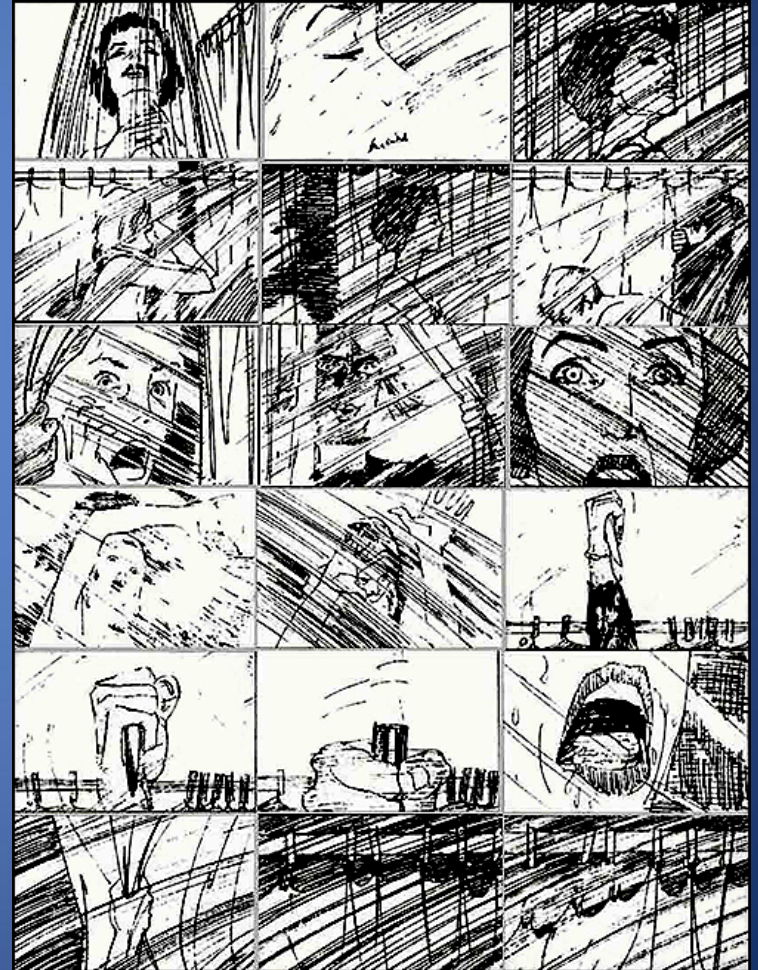
Soundtrack

Effect Noises



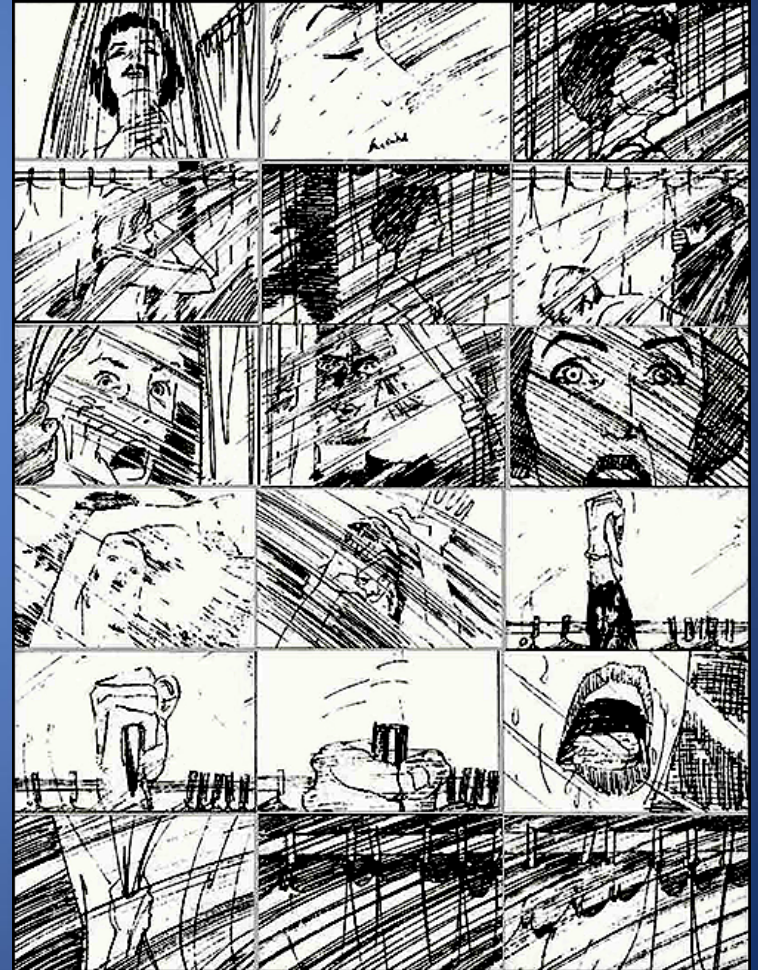
Step 3 - Create a Storyboard

Set the Stage
Set the Characters



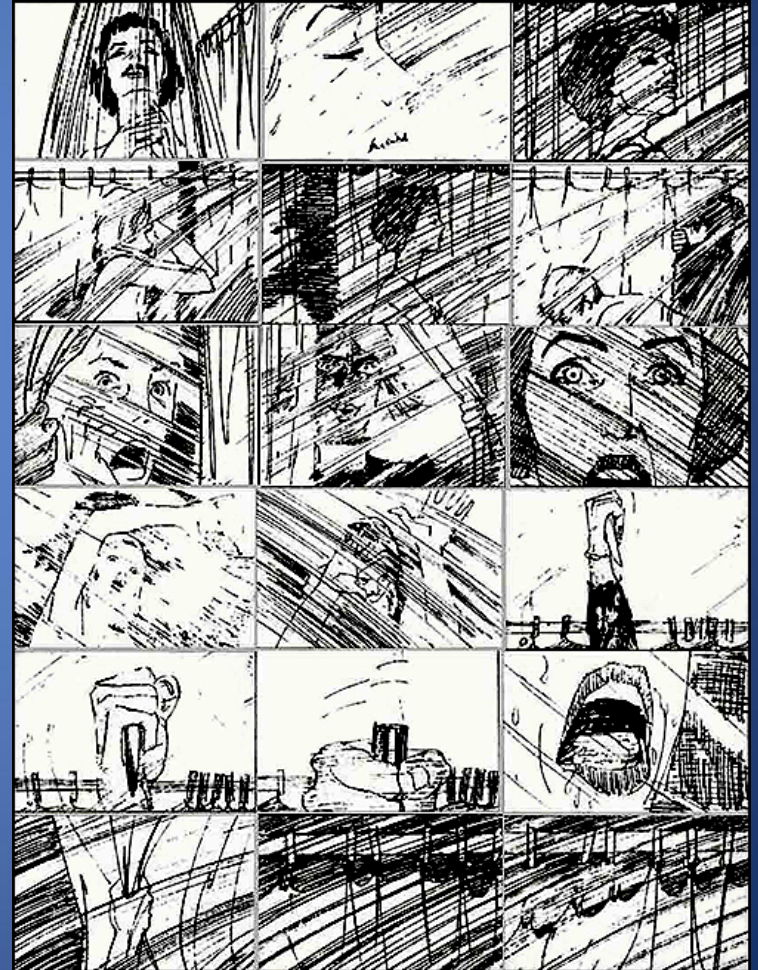
Step 3 - Create a Storyboard

Set the Stage
Set the Characters
Antagonists



Step 3 - Create a Storyboard

Set the Stage
Set the Characters
Antagonists
Victims



Step 3 - Create a Storyboard

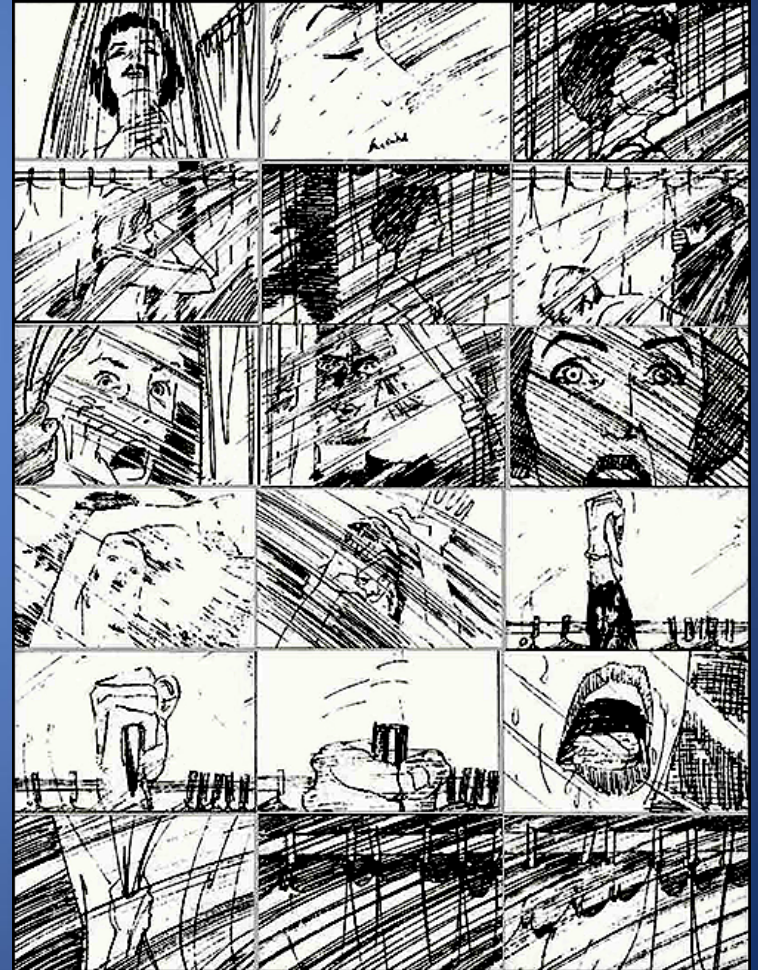
Set the Stage

Set the Characters

Antagonists

Victims

Support Players

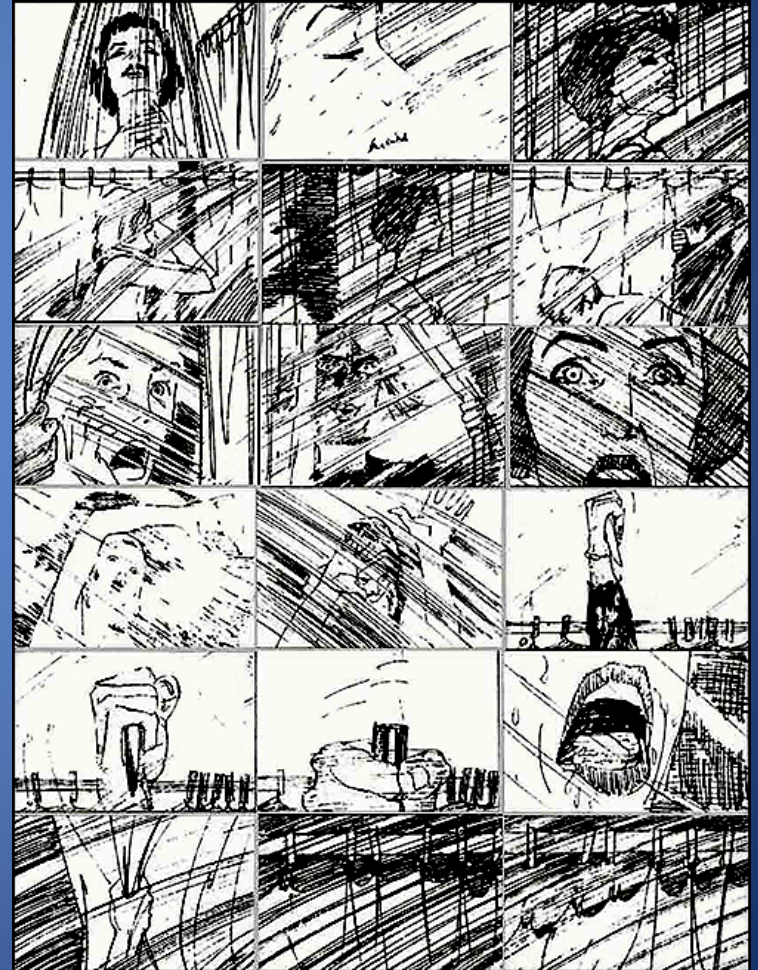


Step 3 - Create a Storyboard

Set the Stage

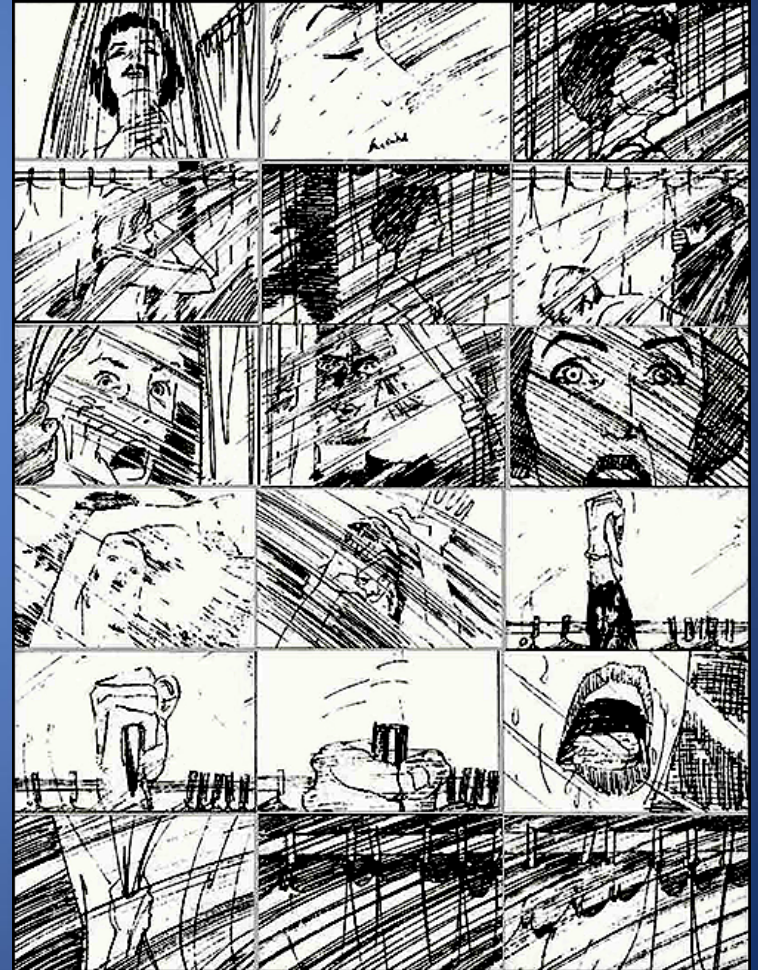
Set the Characters

Set the Action



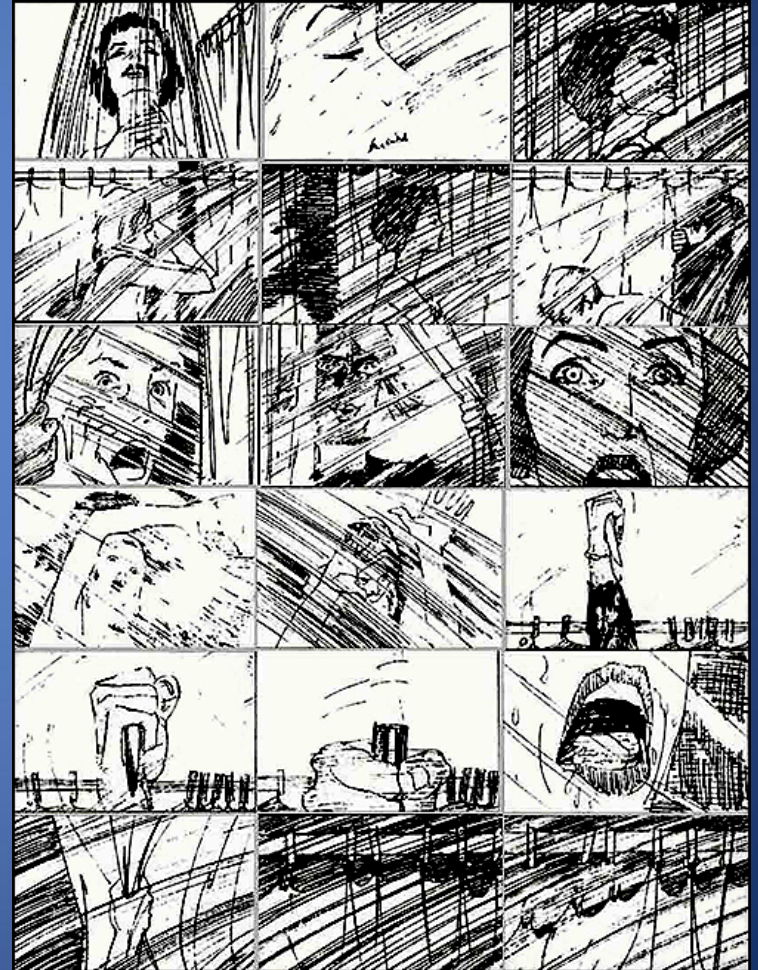
Step 3 - Create a Storyboard

Set the Stage
Set the Characters
Set the Action
Scenes



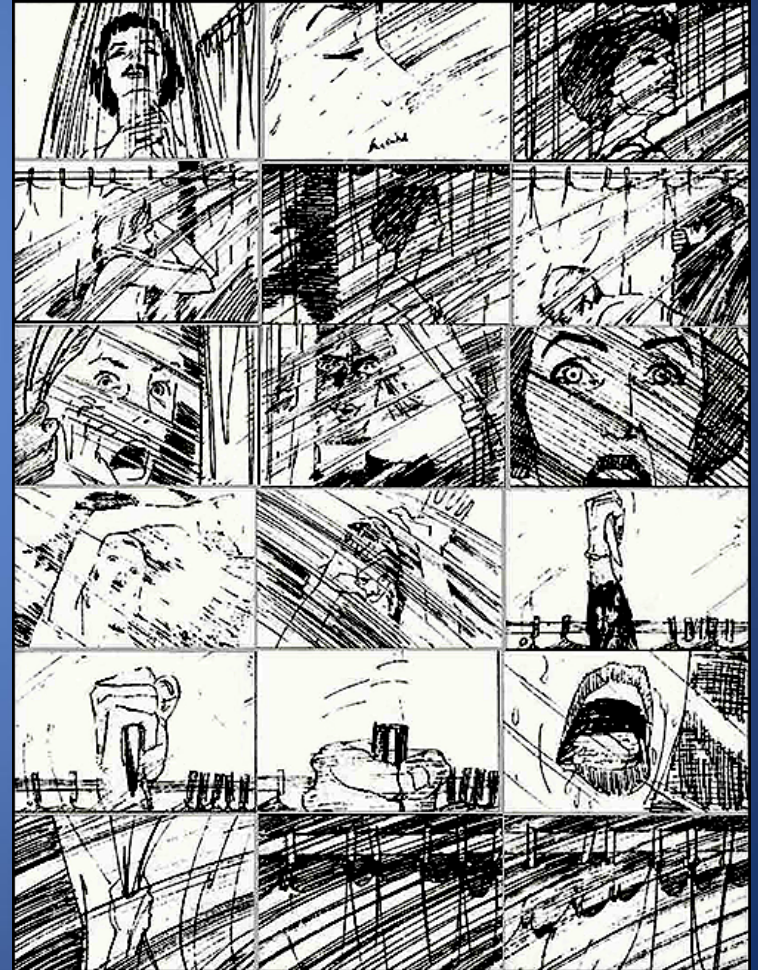
Step 3 - Create a Storyboard

Logically Order the Rooms



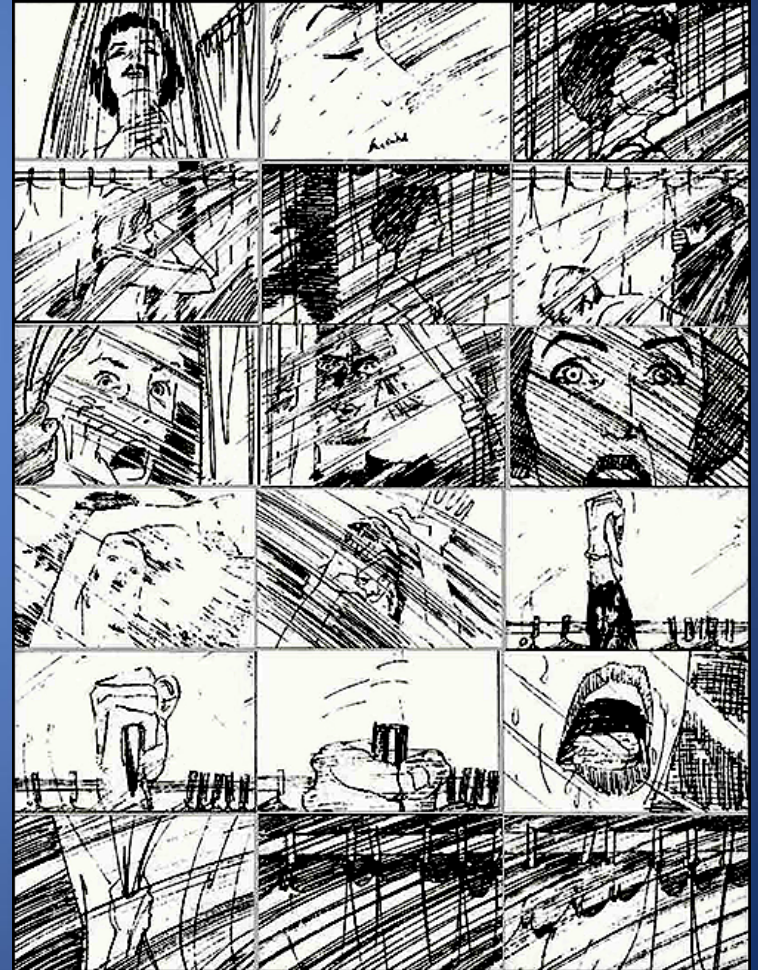
Step 3 - Create a Storyboard

Logically Order the Rooms
Safe to Scary



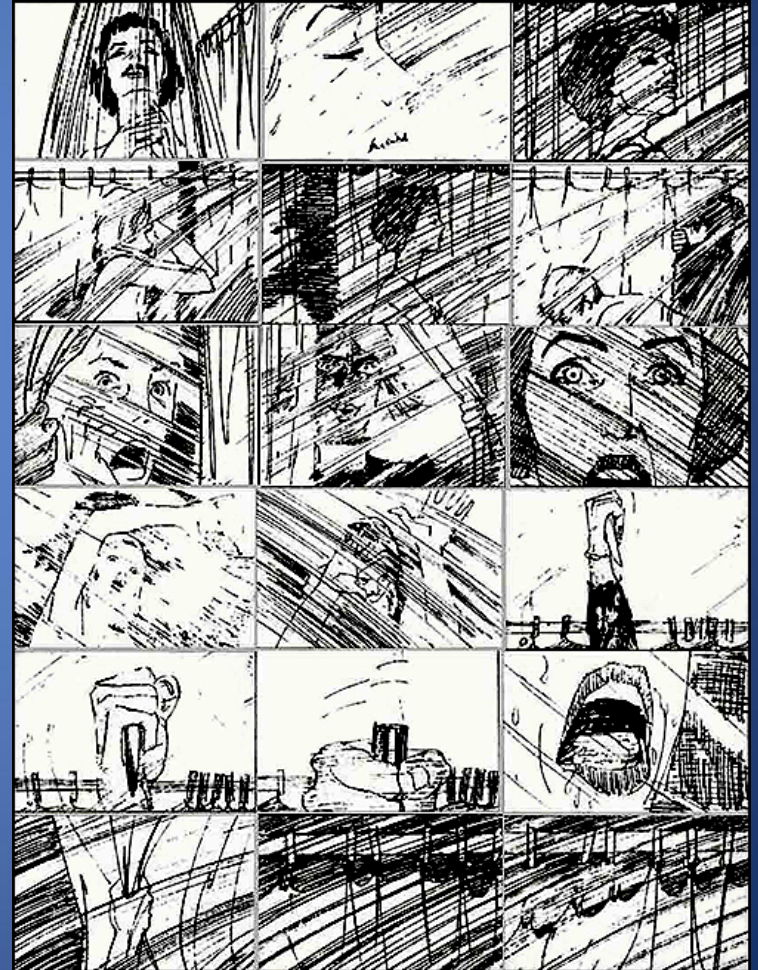
Step 3 - Create a Storyboard

Logically Order the Rooms
Safe to Scary
Order to Disorder
Placement Reality



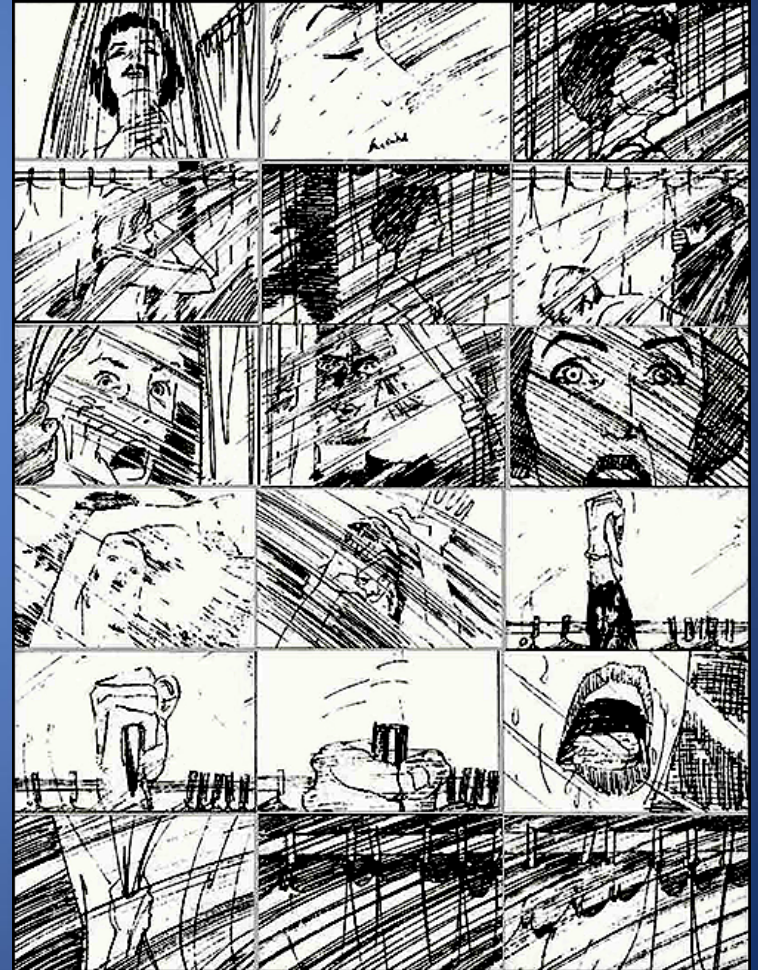
Step 3 - Create a Storyboard

Logically Order the Rooms
Safe to Scary
Order to Disorder
Placement Reality
(That means doors!)



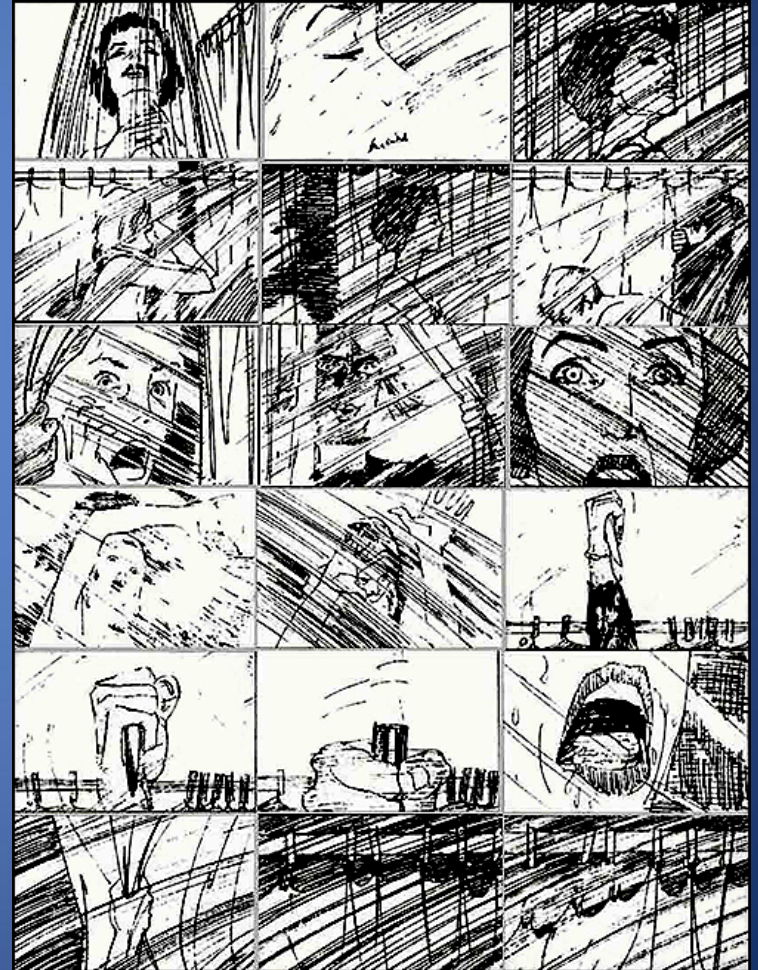
Step 3 - Create a Storyboard

Logically Order the Rooms
Safe to Scary
Order to Disorder
Placement Reality
Best Scare First



Step 3 - Create a Storyboard

Logically Order the Rooms
Safe to Scary
Order to Disorder
Placement Reality
Best Scare First
Next Best Last



Step 4 - Scare Design

Design for Maximum Capacity



Step 4 - Scare Design

Design for Maximum Capacity

Scare Forward to Increase Throughput



Step 4 - Scare Design

Design for Maximum Capacity

Scare Forward to Increase Throughput

Design Rooms for a Constant Line



Step 4 - Scare Design

Design for Maximum Capacity

Scare Forward to Increase Throughput

Design Rooms for a Constant Line

High Startle



Step 4 - Scare Design

Design for Maximum Capacity

Scare Forward to Increase Throughput

Design Rooms for a Constant Line

High Startle

Timing and Miss Direction



Step 4 - Scare Design

Design for Maximum Capacity

Don't Forget the End of the Group



Step 4 - Scare Design

Design for Maximum Capacity

Don't Forget the End of the Group
Actor Separation



Step 4 - Scare Design

Design for Maximum Capacity

Don't Forget the End of the Group

Actor Separation

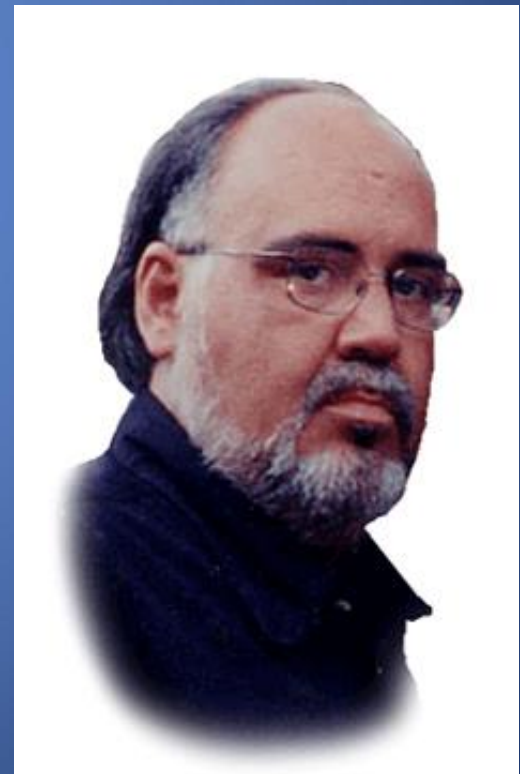
Darkness and Closter Phobia



Step 5 - Design The Rooms

Select the Scares - The "3 Types of Scares!"

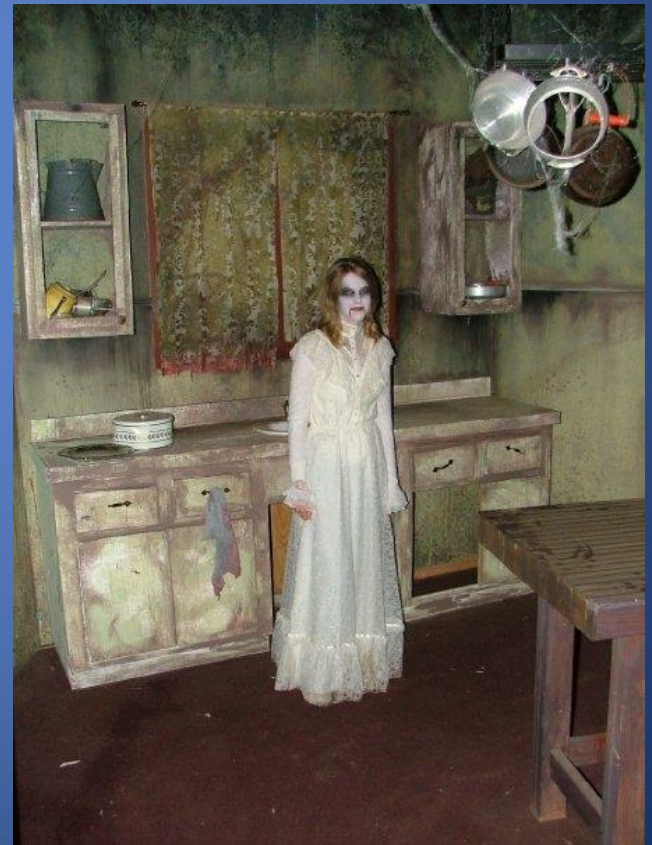
John Burton



Step 5 - Design The Rooms

Select the Scares - The "3 Types of Scares!"

Visible Scare



Step 5 - Design The Rooms

Select the Scares - The "3 Types of Scares!"

Visible Scare

Invisible Scare



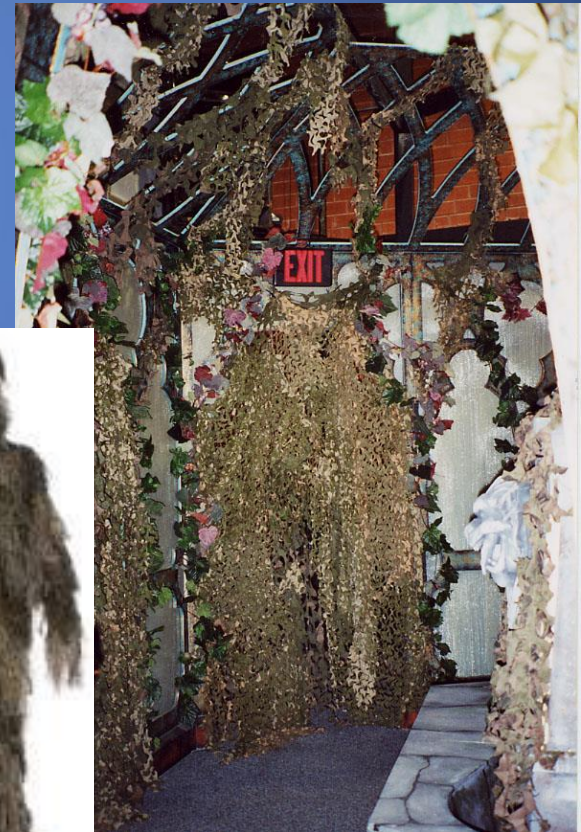
Step 5 - Design The Rooms

Select the Scares - The "3 Types of Scares!"

Visible Scare

Invisible Scare

Visible-Invisible Scare



Step 5 - Design The Rooms

Select the Scares

Drop Panel

Crash Doors

Pop Up

Slap Down

Drop Down

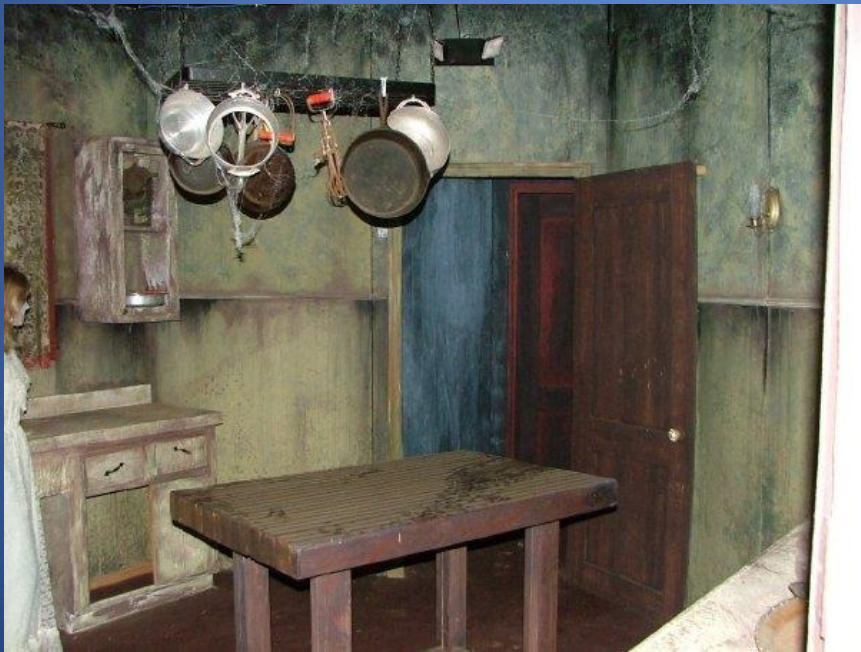
Camouflage

Menacing



Step 5 - Design The Rooms

Design the Room Around the Scare



Step 5 - Design The Rooms

Design the Room Around the Scare



Step 5 - Design The Rooms

Design the Room Around the Scare
Best Approach



Step 5 - Design The Rooms

Design the Room Around the Scare
Best Approach
Best Direction



Step 5 - Design The Rooms

Design the Room Around the Scare

Best Approach

Best Direction

(What is the Best Direction?)



Step 5 - Design The Rooms

Design the Room Around the Scare
Best Approach
Best Direction
(What is the Best Direction?)

LEFT!



Step 5 - Design The Rooms

Design the Room Around the Scare

Best Approach

Best Direction

Best Visibility



Step 5 - Design The Rooms

Set the Room to Facilitate the Scare



Step 5 - Design The Rooms

Set the Room to Facilitate the Scare
Entry/Exit



Step 5 - Design The Rooms

Set the Room to Facilitate the Scare
Entry/Exit
Cut Down Sight-Lines



Step 5 - Design The Rooms

Set the Room to Facilitate the Scare

Entry/Exit

Cut Down Sight-Lines

Furniture/Furnishings



Step 5 - Design The Rooms

Set the Room to Facilitate the Scare

Entry/Exit

Cut Down Sight-Lines

Furniture/Furnishings

Use the set pieces in the room to make the pathway longer, cut down the sightlines and set up the scare!

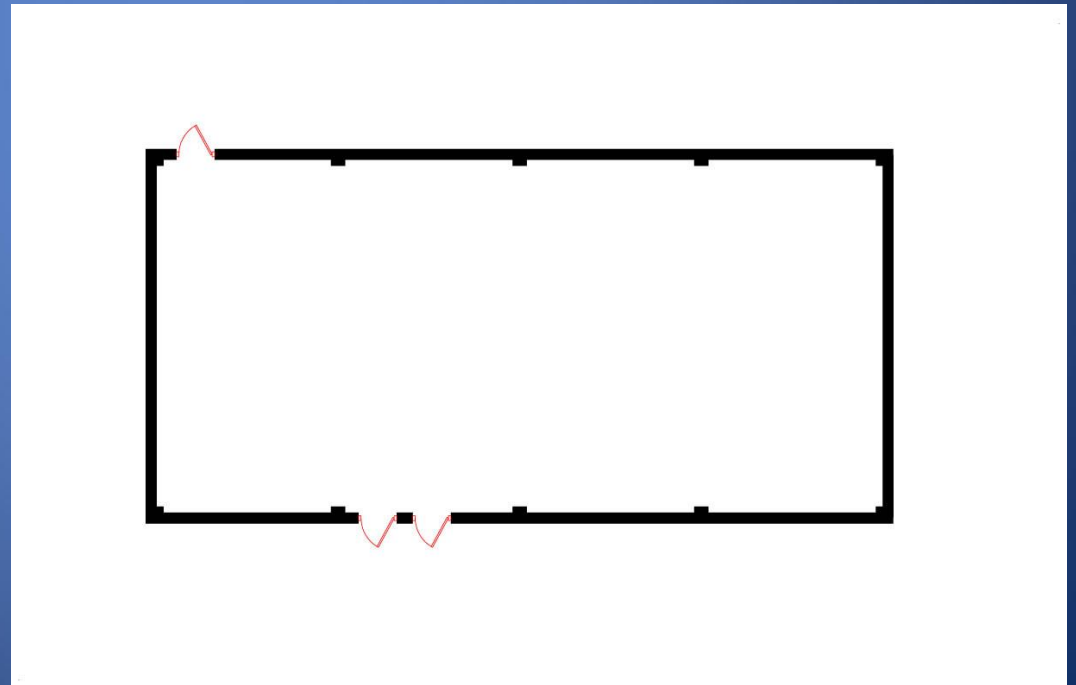


Step 5 - Design The Rooms

Don't be Afraid of Humor

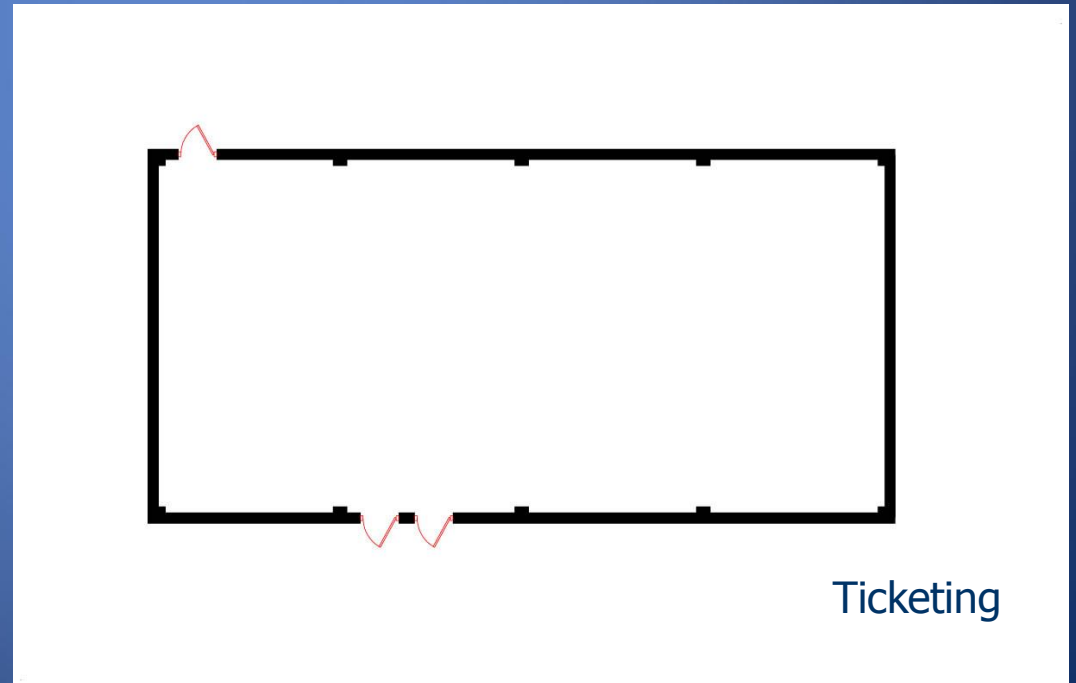


Step 6 - Draw Location to Scale



Step 6 - Draw Location to Scale

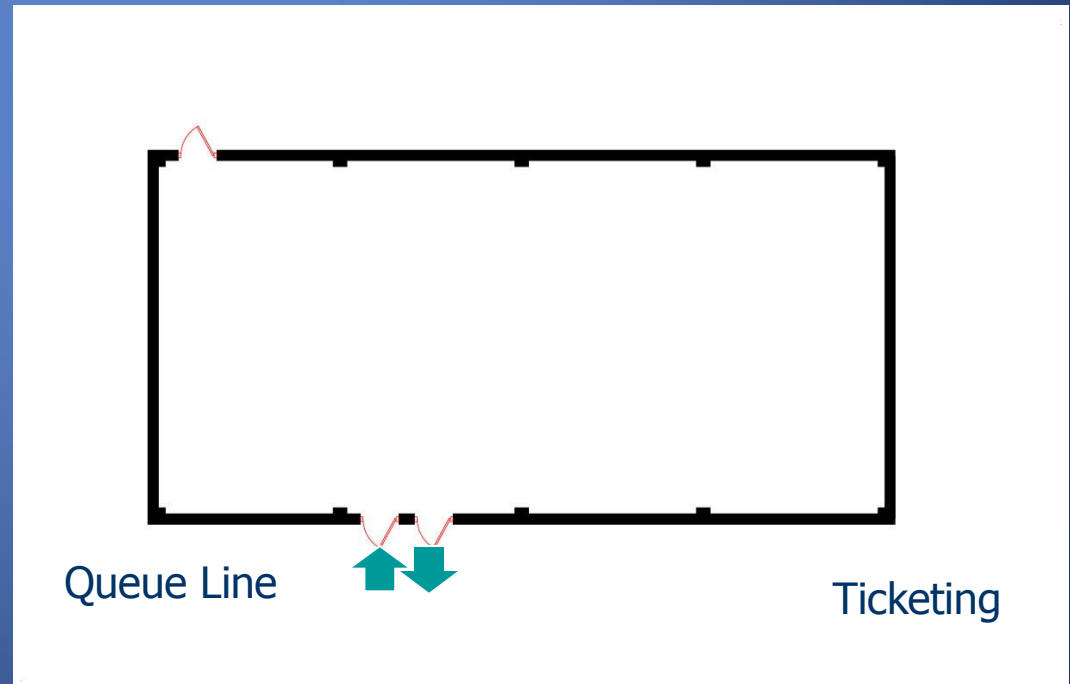
Plan Ticketing



Step 6 - Draw Location to Scale

Plan Ticketing

Locate Entrance and Exit

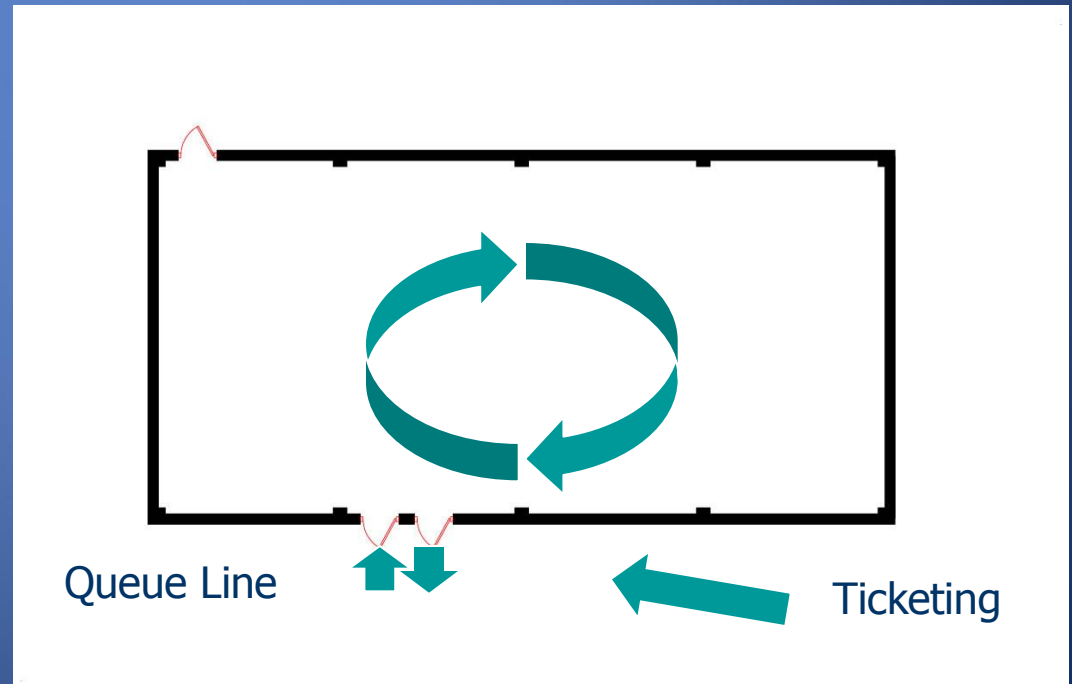


Step 6 - Draw Location to Scale

Plan Ticketing

Locate Entrance and Exit

Rotation

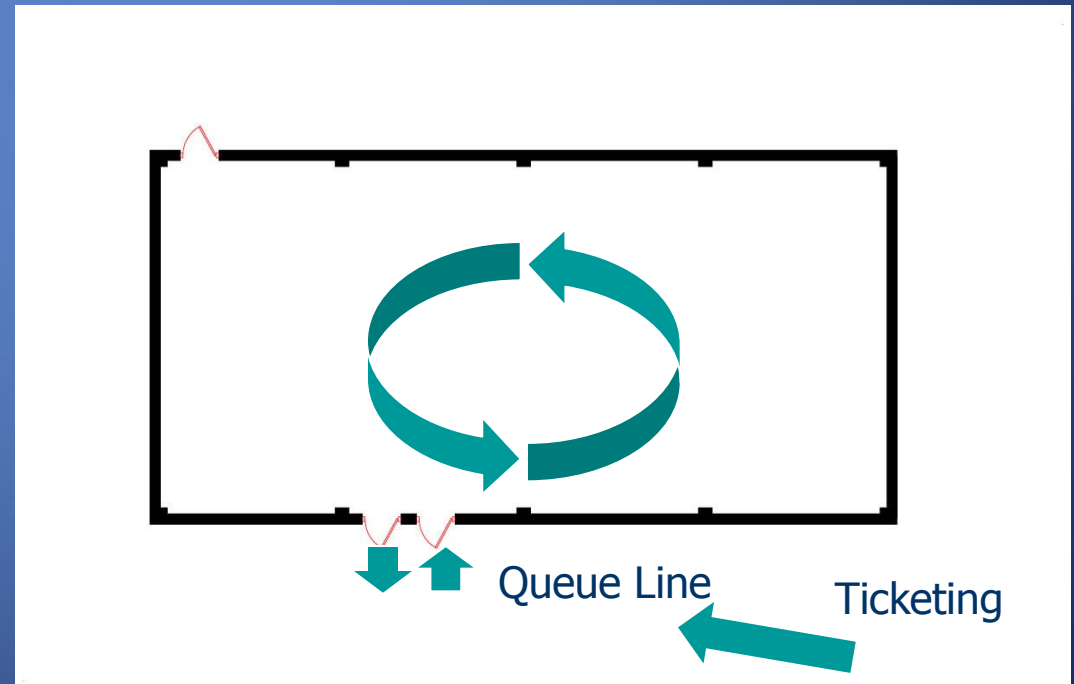


Step 6 - Draw Location to Scale

Plan Ticketing

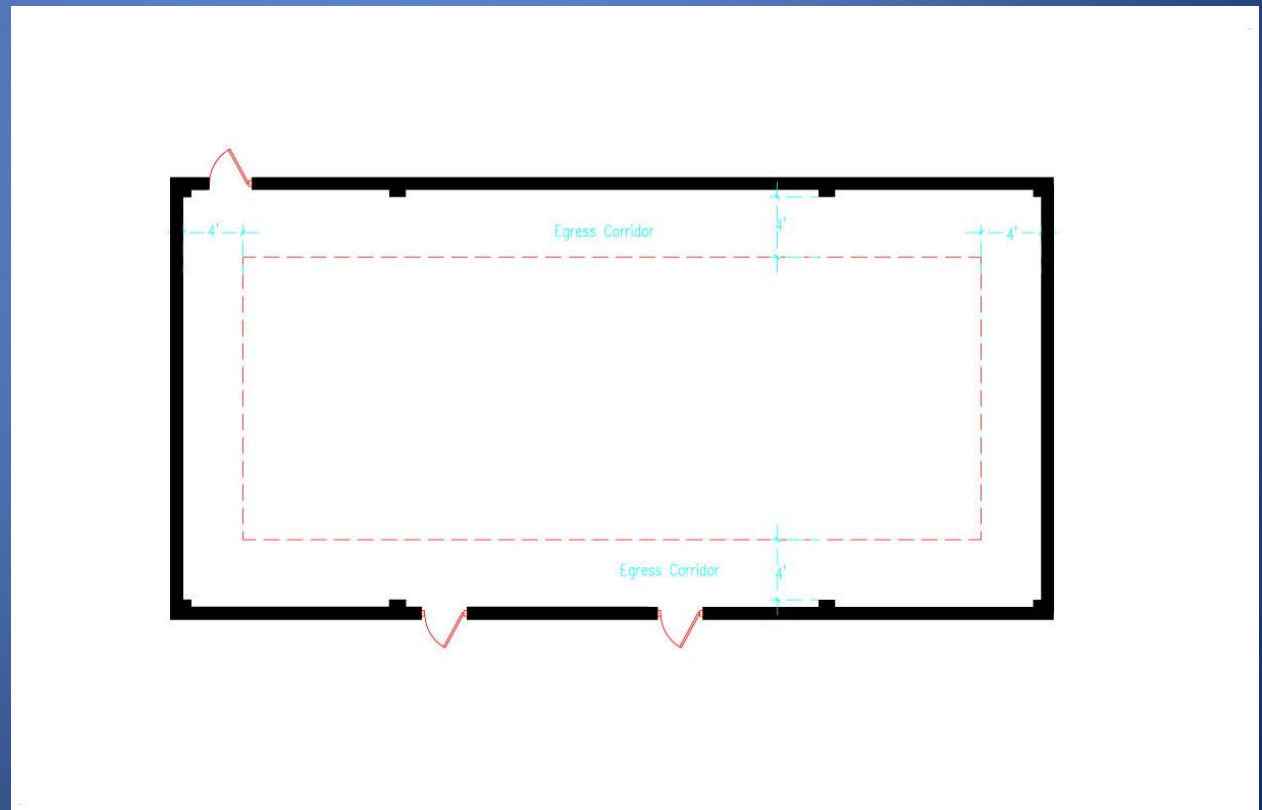
Locate Entrance and Exit

Rotation



Step 7 - The Haunt Design

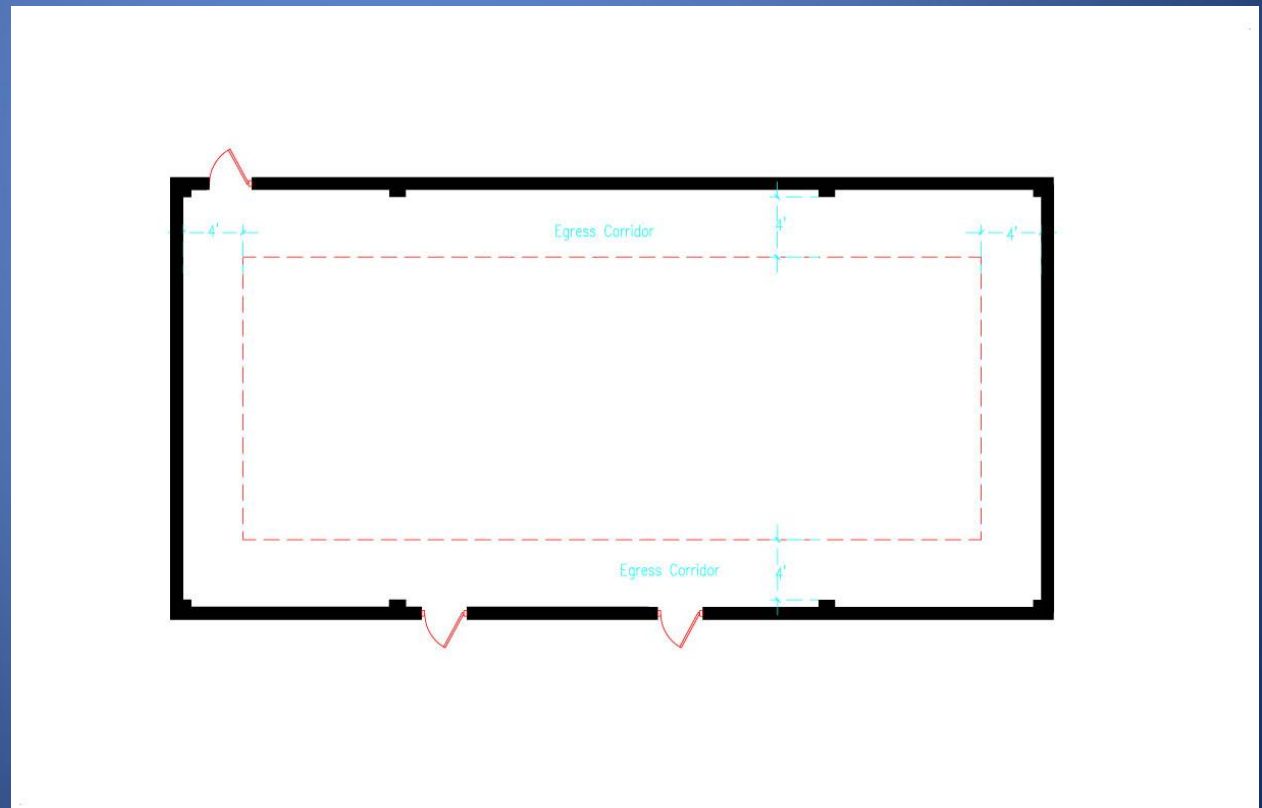
Layout Egress Corridor



Step 7 - The Haunt Design

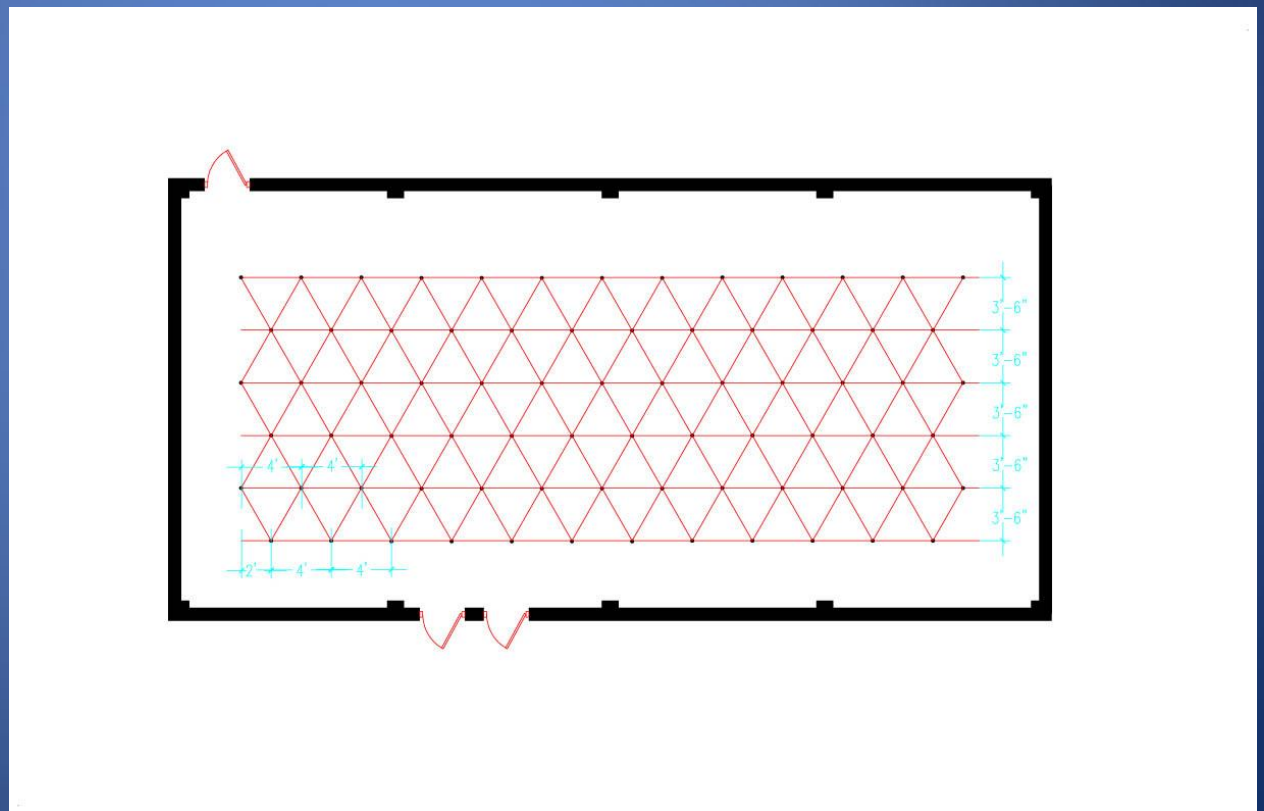
Layout Egress Corridor

4' Clear Around the Building Perimeter



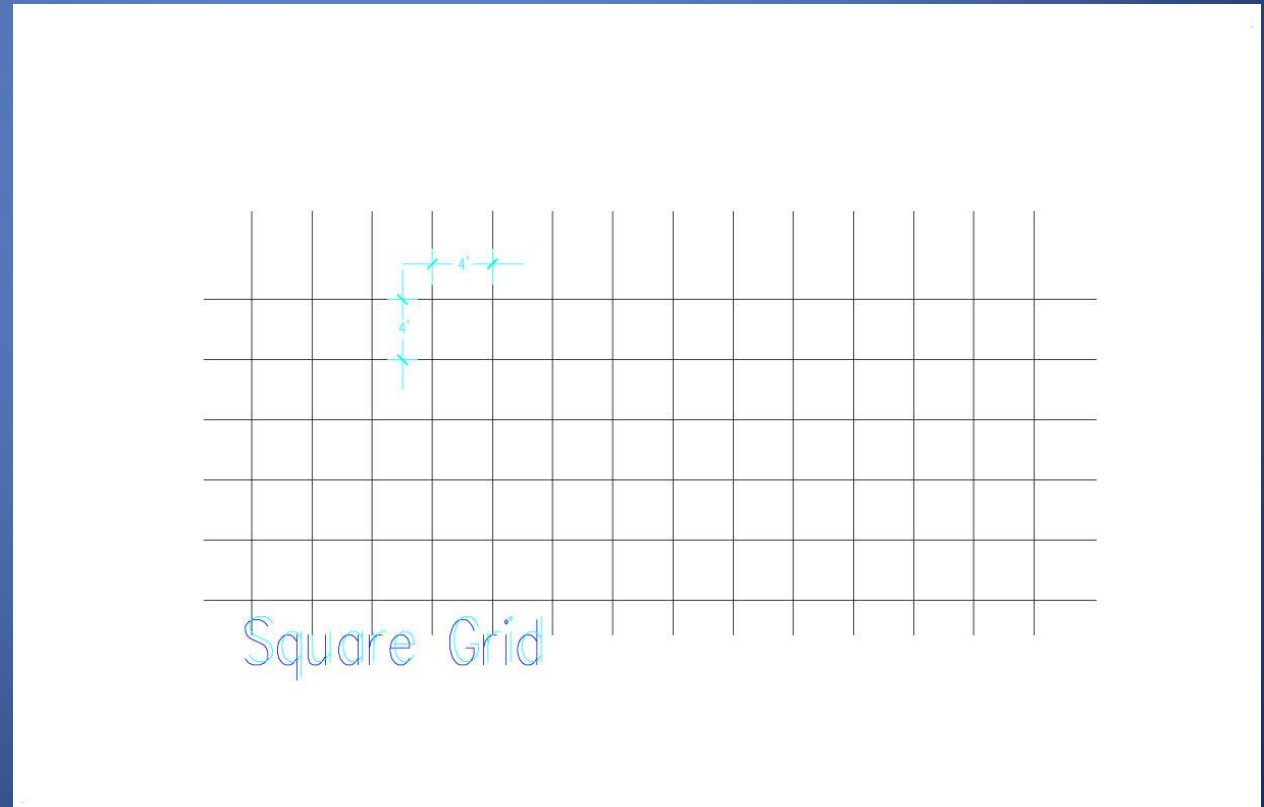
Step 7 - The Haunt Design

Set the Panel Grid



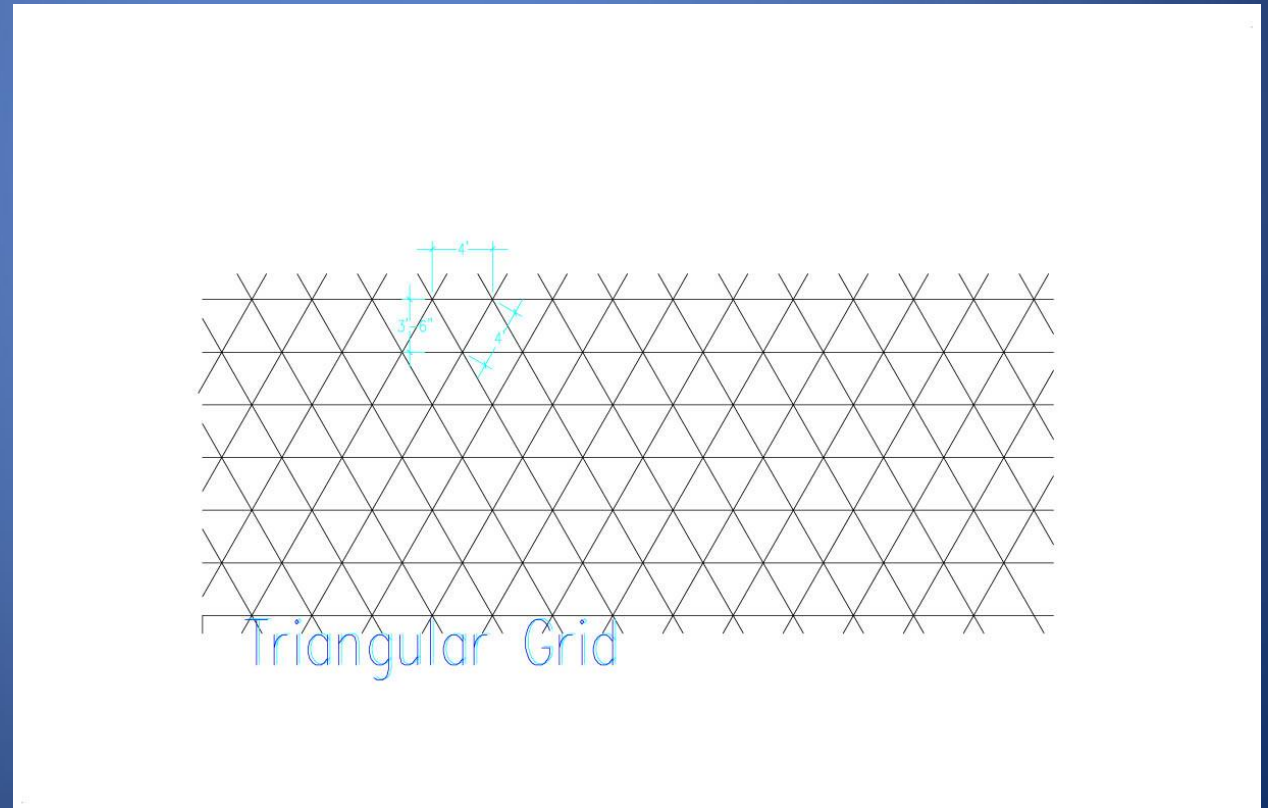
Step 7 - The Haunt Design

Set the Panel Grid
Square



Step 7 - The Haunt Design

Set the Panel Grid
Triangular



Step 7 - The Haunt Design

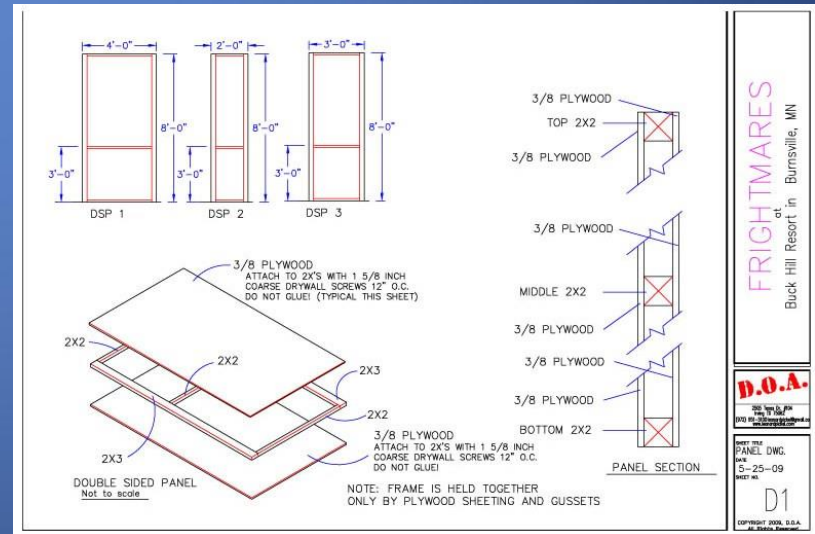
Construction



Step 7 - The Haunt Design

Construction

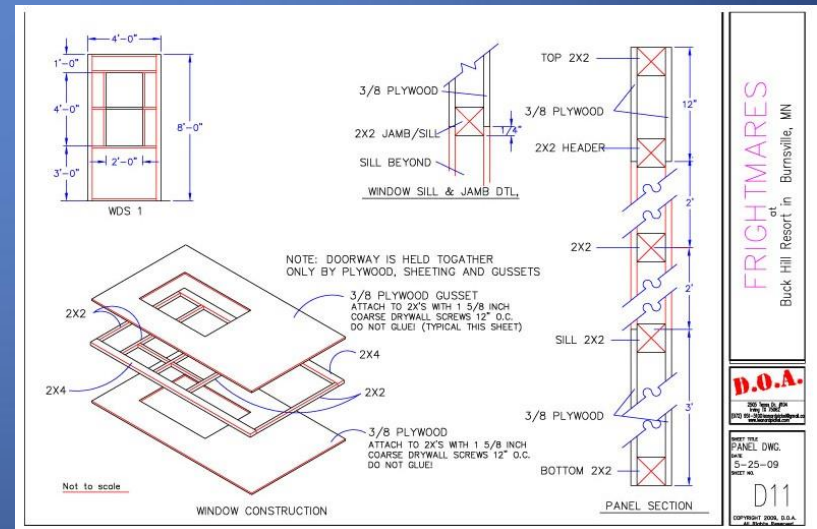
Modular Panels - Taller is better



Step 7 - The Haunt Design

Construction

Modular Panels - Taller is better Fencing



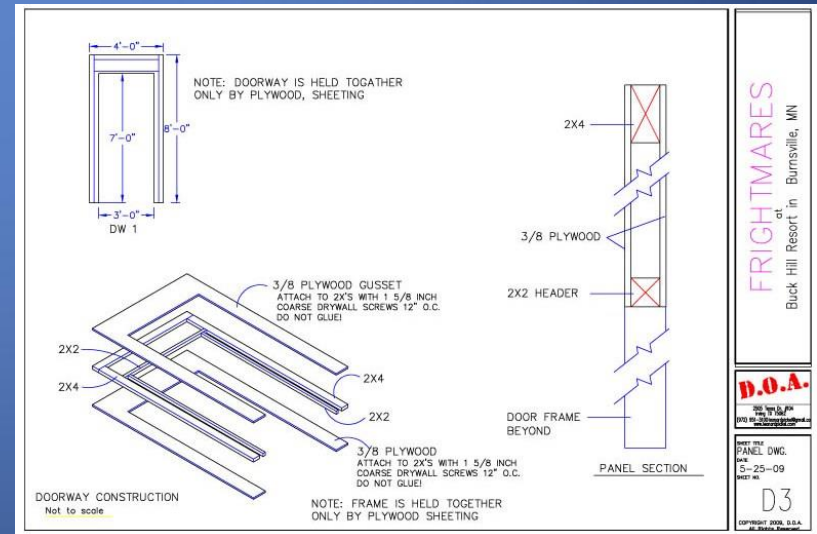
Step 7 - The Haunt Design

Construction

Modular Panels - Taller is better

Fencing

Use the Natural Materials



Step 7 - The Haunt Design

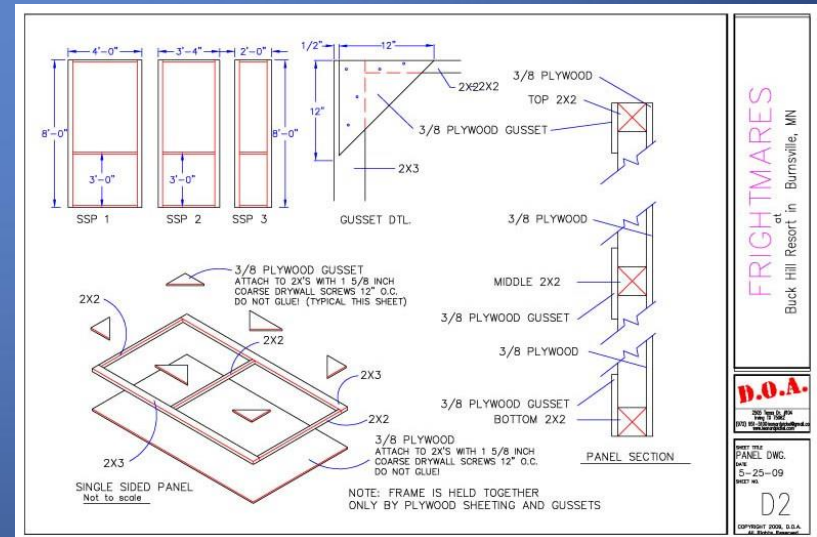
Construction

Modular Panels - Taller is better

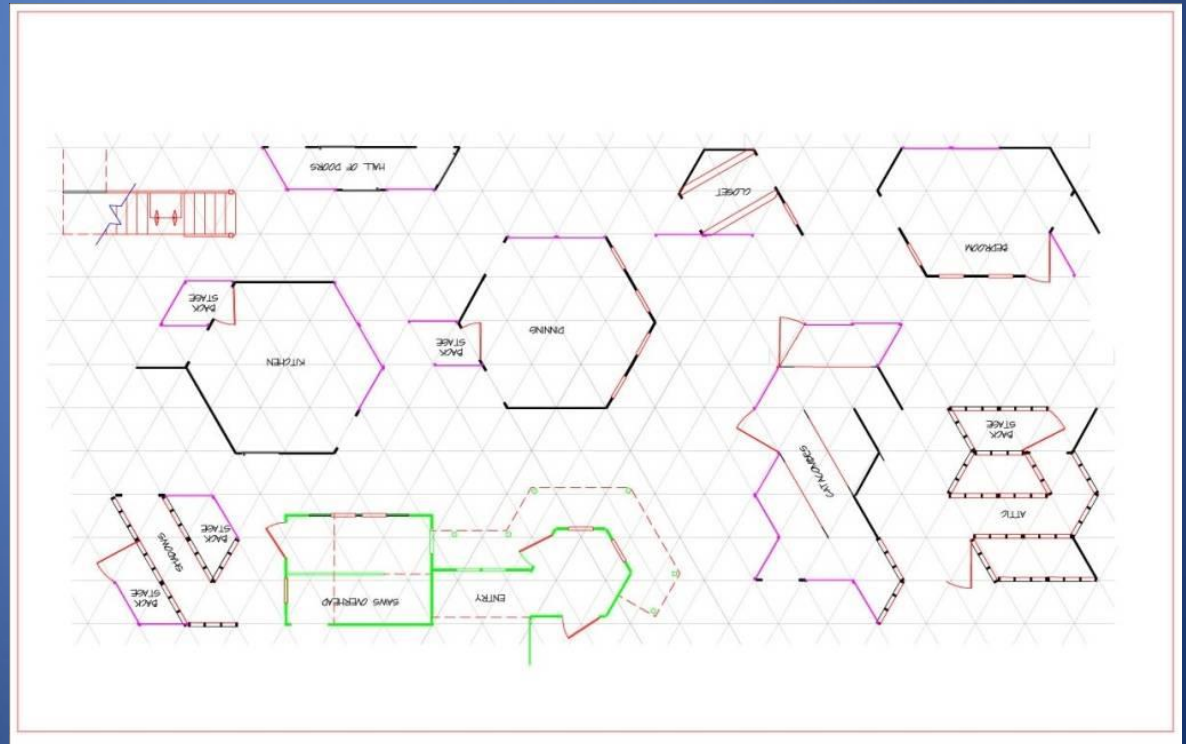
Fencing

Use the Natural Materials

Build on Skids

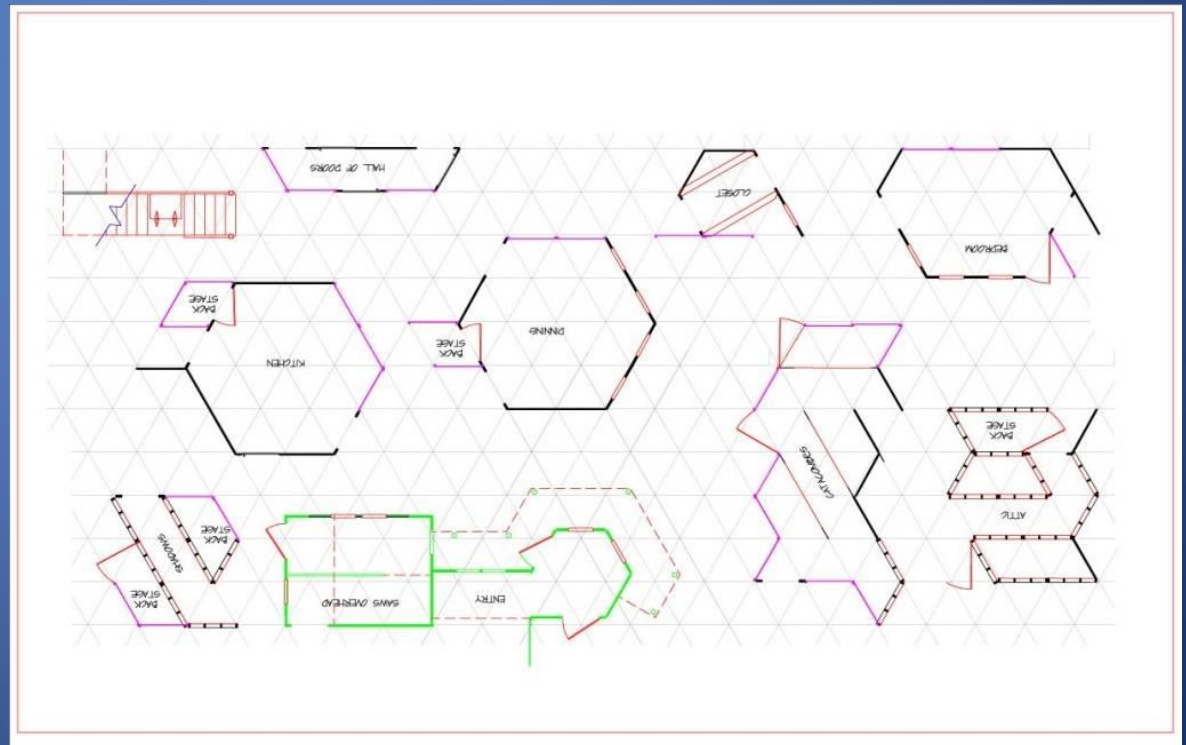


Step 8 - Draw Each Room



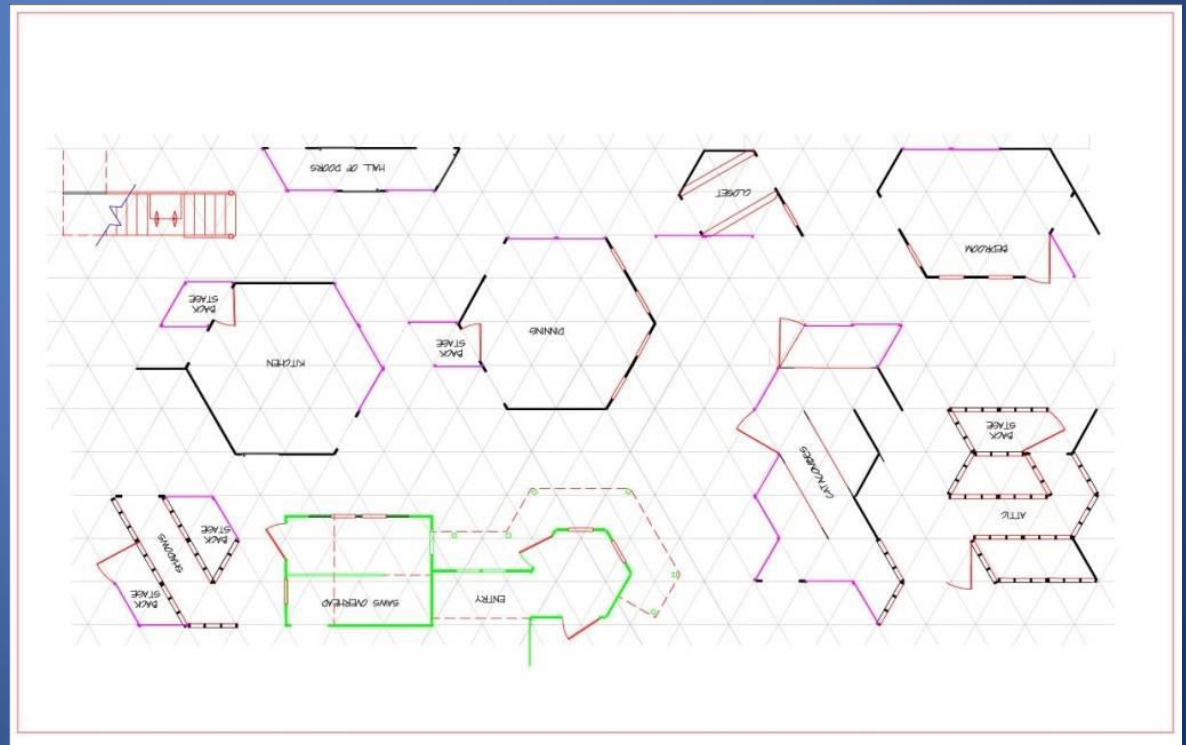
Step 8 - Draw Each Room

Don't Forget Backstage Space



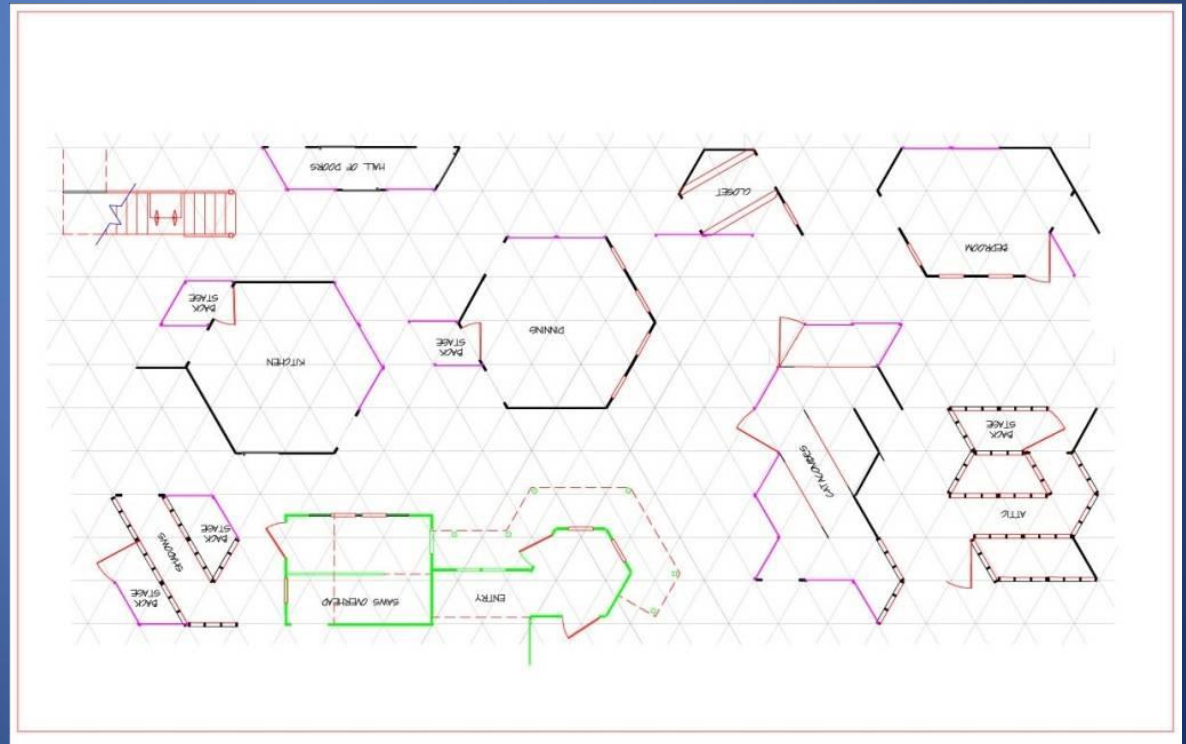
Step 8 - Draw Each Room

Don't Forget Backstage
Variations of Access



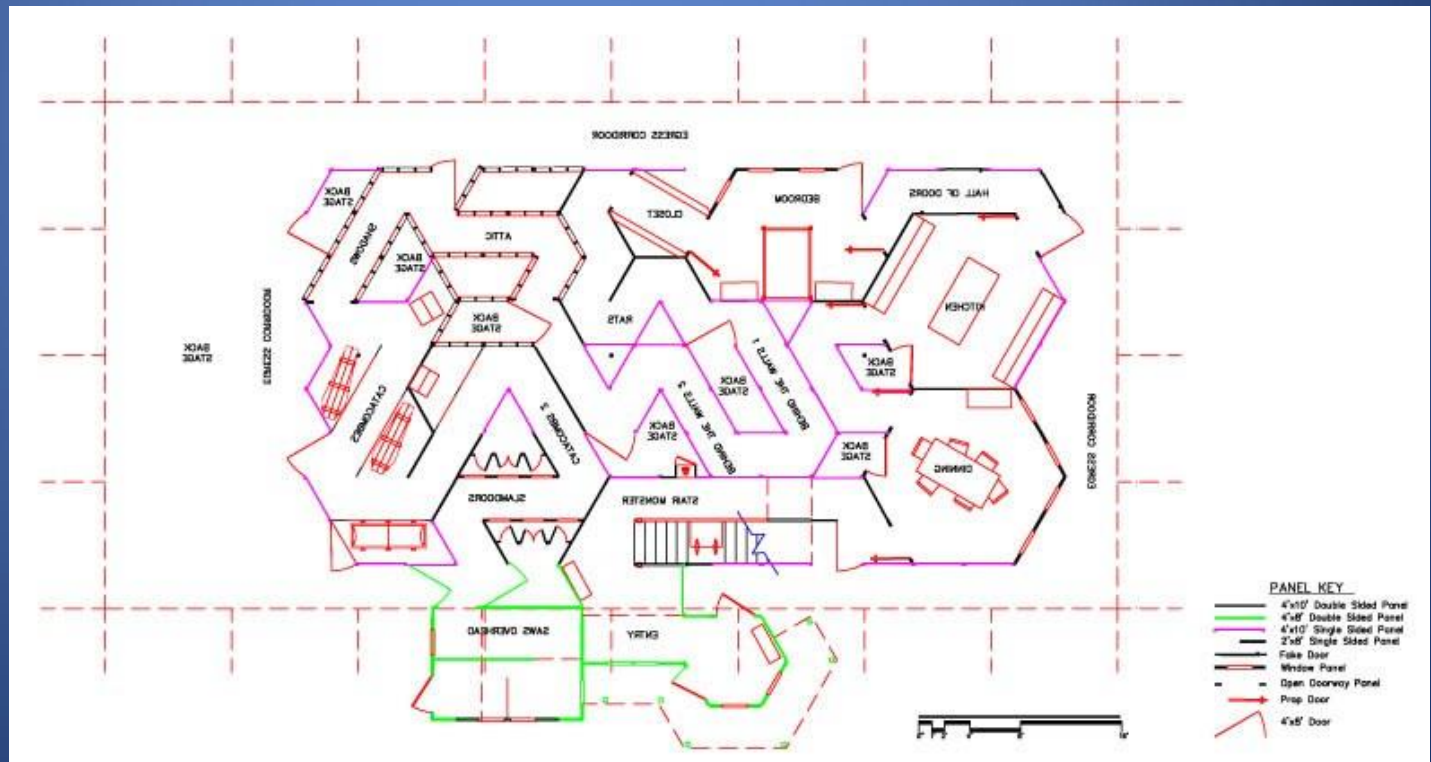
Step 8 - Draw Each Room

Don't Forget Backstage
Variations of Access
Mirror Image



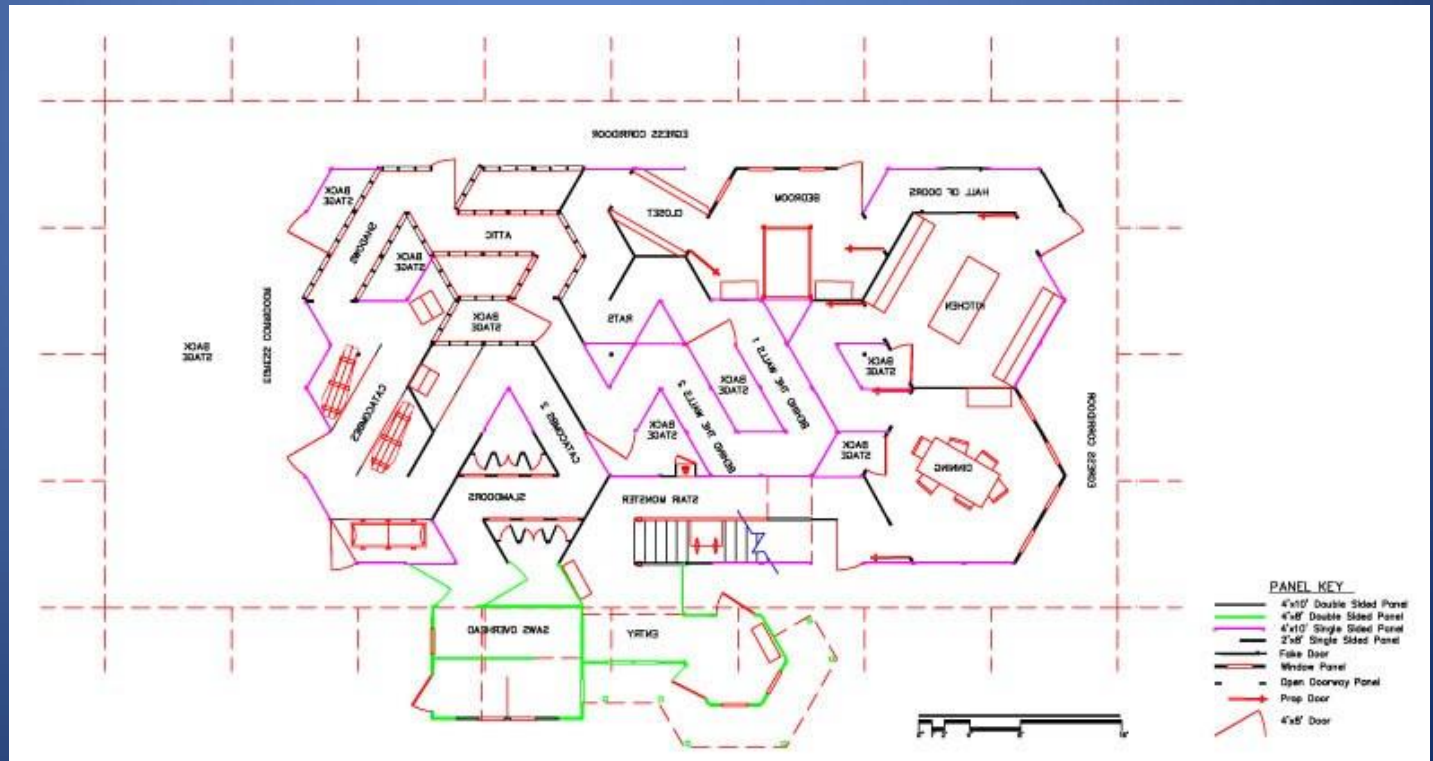
Step 9 - Place the Rooms

Order and Fit



Step 9 - Place the Rooms

Order and Fit
Maximize Travel Distance



Step 9 - Place the Rooms

Order and Fit

Maximize Travel Distance

The Daisy Design



Step 9 - Place the Rooms

Order and Fit

Maximize Travel Distance

The Daisy Design

Group Electrical, Air and Actor needs



Step 9 - Place the Rooms

Order and Fit

Maximize Travel Distance

The Daisy Design

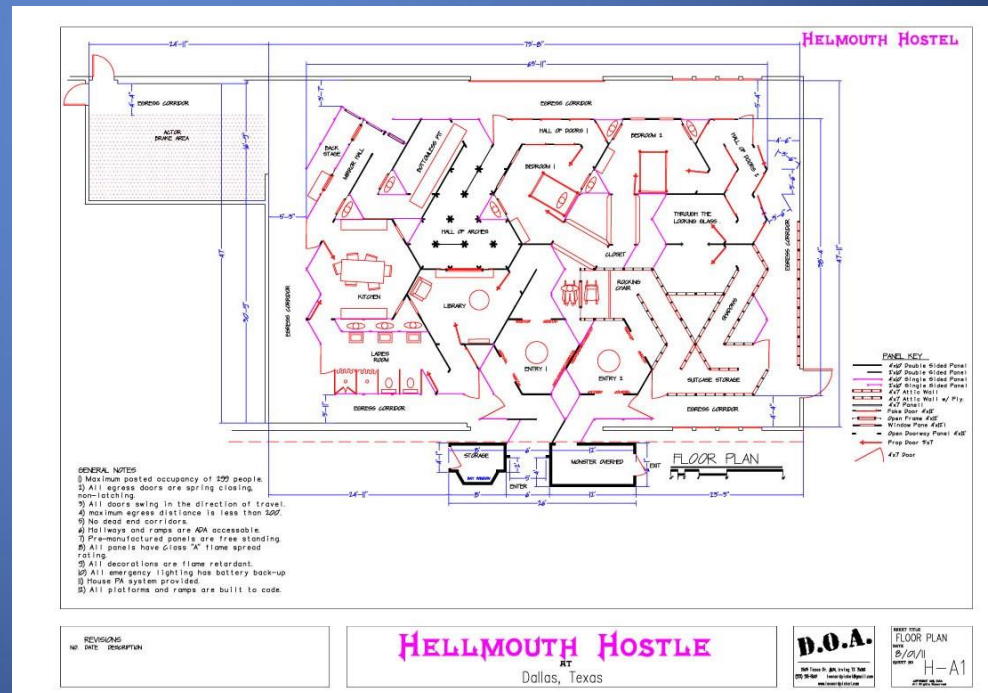
Group Electrical, Air and Actor needs

Make the patron walk to the scares



Step 9 - Place the Rooms

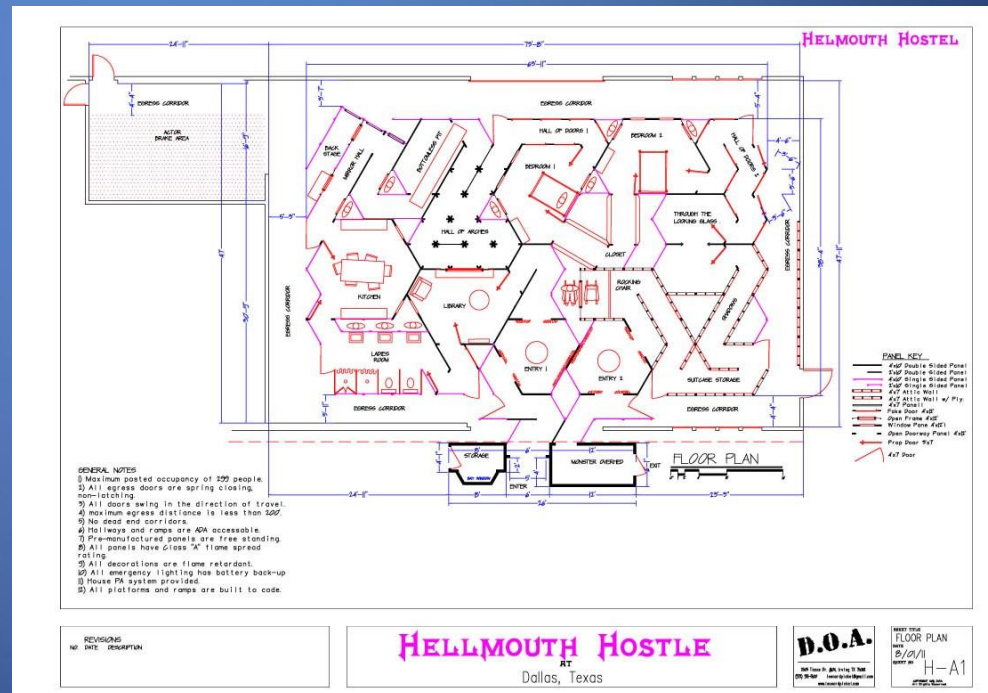
The Pathway



Step 9 - Place the Rooms

The Pathway

Dark Hallways Between the Rooms

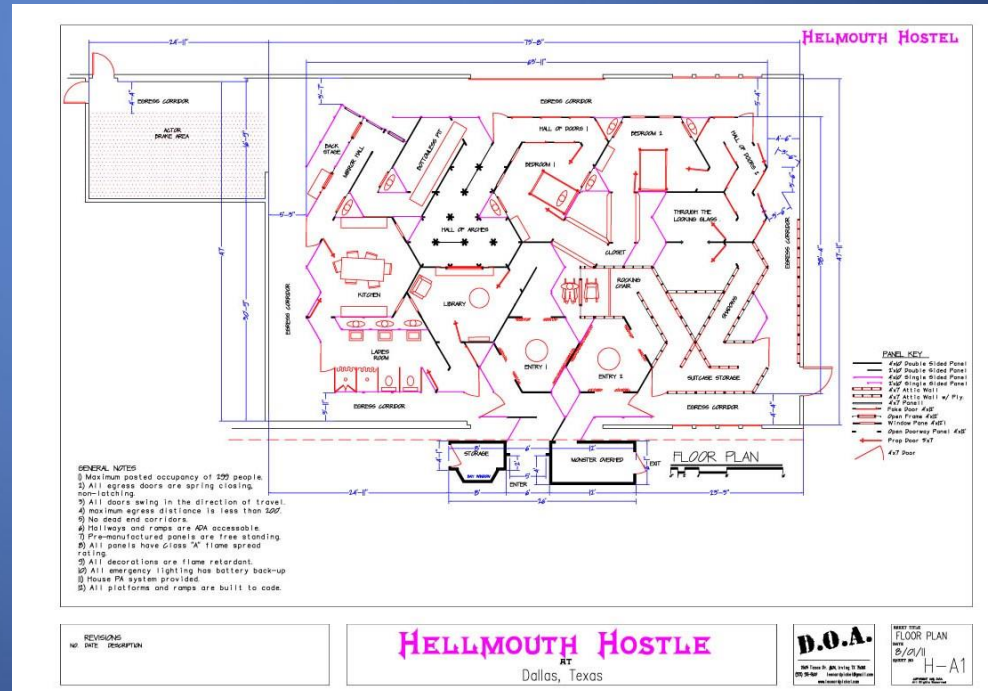


Step 9 - Place the Rooms

The Pathway

Dark Hallways Between the Rooms

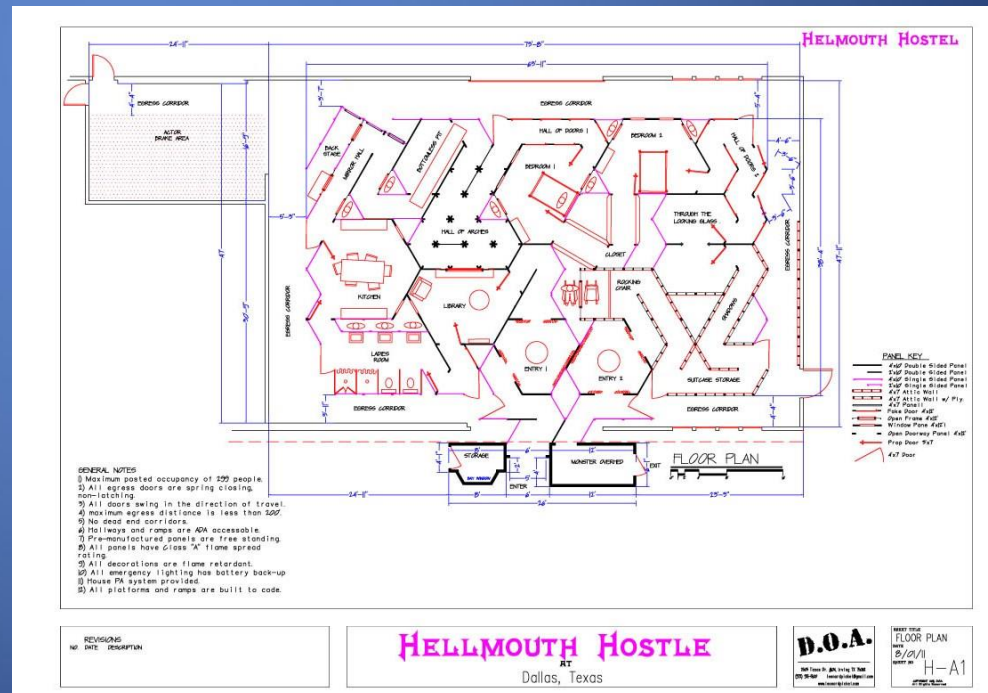
Shorter Hallways Towards the End



Step 9 - Place the Rooms

The Pathway

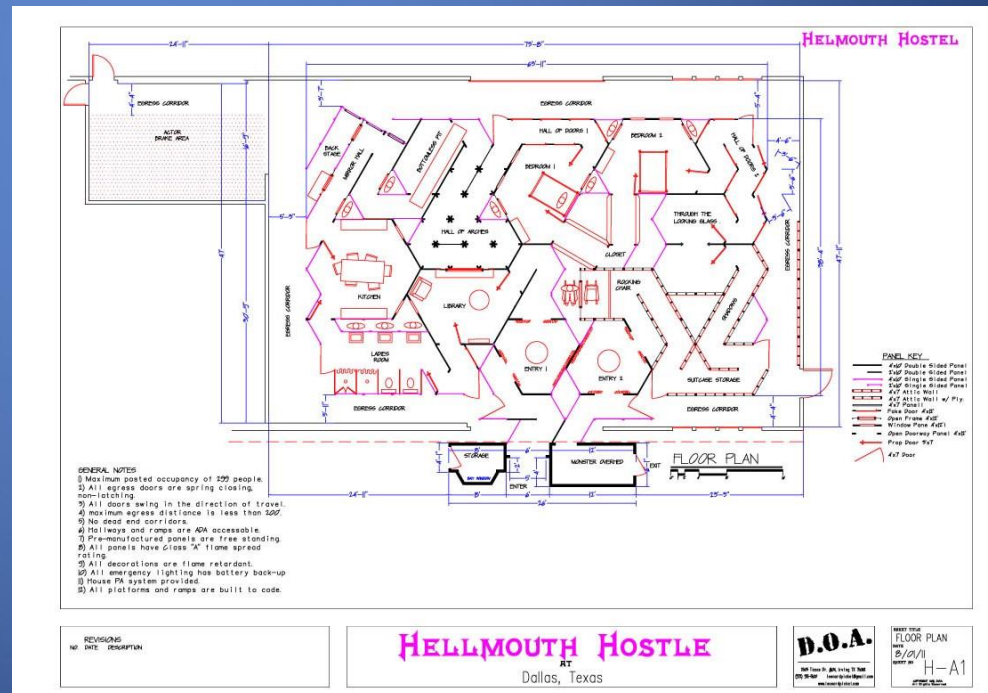
Twists and Turns Cut Down Sightlines



Step 9 - Place the Rooms

The Pathway

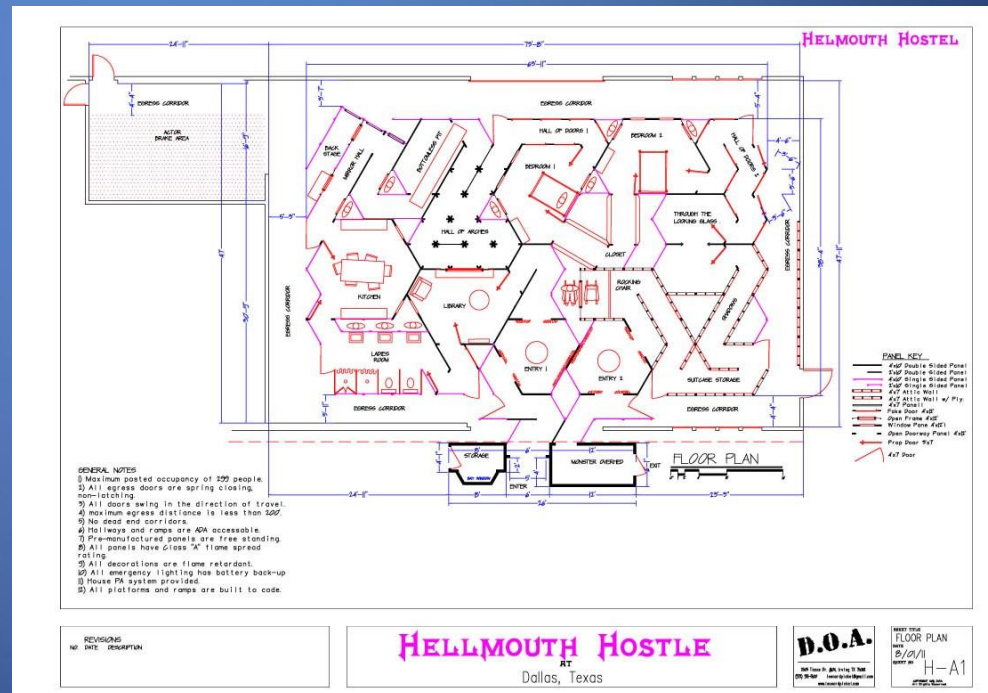
Twists and Turns Cut Down Sightlines
(A Curtin in a Doorway is a Design Flaw!)



Step 9 - Place the Rooms

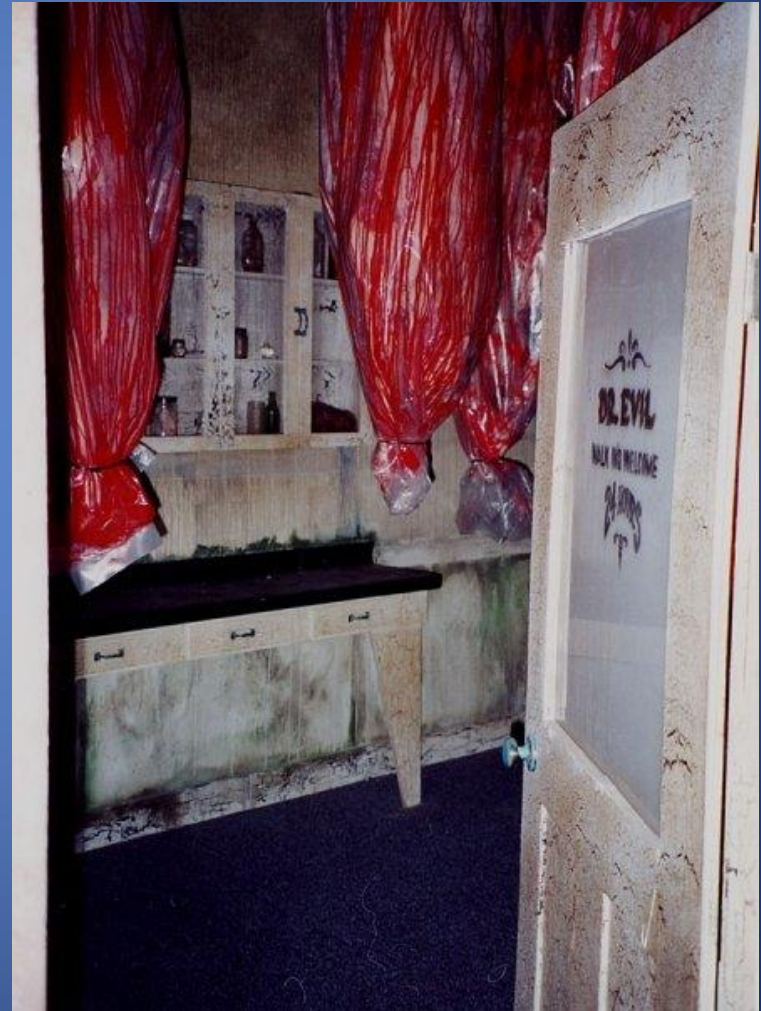
The Pathway

Twists and Turns Cut Down Sightlines
Enter and Exit in the Same Area



Step 10 - Redesign

For Better Order



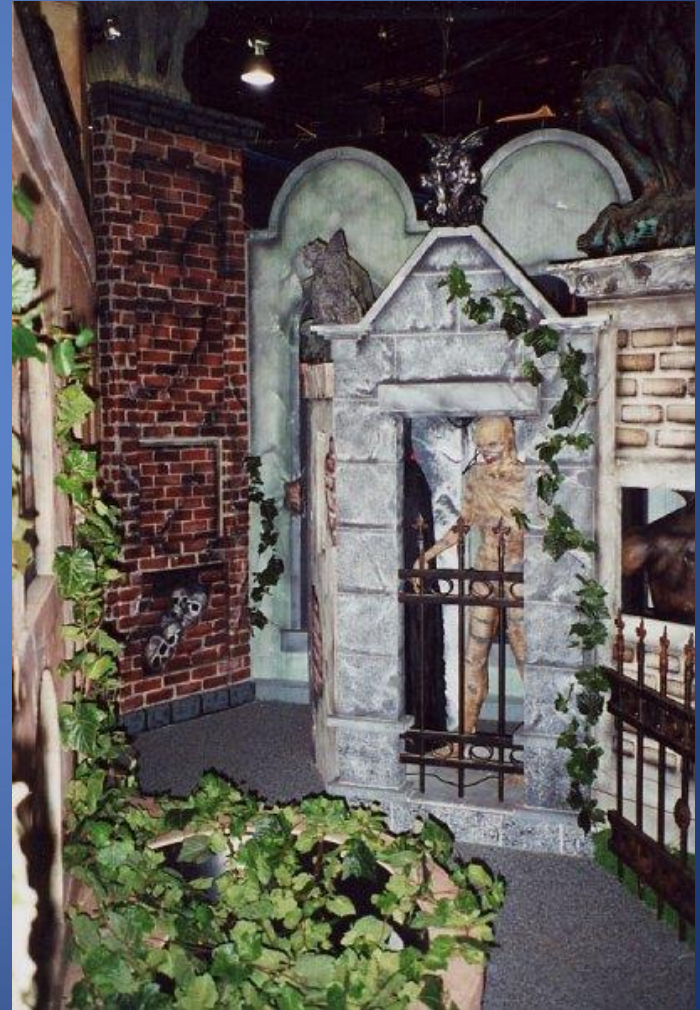
Step 10 - Redesign

For Better Order
For Better Fit



Step 10 - Redesign

For Better Order
For Better Fit
For Longer Travel Distance



Step 10 - Redesign

For Better Order

For Better Fit

For Longer Travel Distance

Nothing is Sacred Until It All Gels Together



Step 10 - Redesign

For Better Order

For Better Fit

For Longer Travel Distance

Nothing is Sacred Until It All Gels

No Design Is Perfect



Step 11 - Give It Time

Sleep On It and Repeat Step 10
Until the Best Compromise is Reached



Thanks for Listening!

Leonard Pickel

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www.hauntcon.com

www.findahaunt.com

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www.twitter.com/leonardpickel