



Phase 3 Design Refinement

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goals & objectives

- Over the past 10 years, not much investment has been put into the showroom
- Develop a new, whimsical concept that will work well for both weekend & weekday customers
- Elevate the birthday experience and entertainment value
- Drive customers back to the showroom
- Develop a low cost, low maintenance solution that can be executed under 50k
- Create a focused show experience that will resonate with kids
- Develop a communications/graphics system that envelopes show area
- Create a unique lighting approach that creates drama & highlights show



> Section 1:

Audit of Current Day Showroom



Entry View



- Current Showroom has no strong focal
- Show area feels like a collection of 'stuff'
- Lack of wall breaks and ceiling changes creates a warehouse feel
- **Need to create unique look and feel in the showroom area to anchor the space and draw customers back**



Furniture/Materials



Studio Area



- 'Studio C' doesn't communicate the purpose of the show area
- Collection of stuff gives no focus on what customers should be focusing on
- Reorganizing items & creating a communications hierarchy will help bring focus
- Zebra print and lightboxes feel outdated and not cohesive

- A cohesive concept and visual language is needed to help make the showroom feel special, and resonate with your customers
- Need to simplify elements and create a clear and unified experience, as opposed to adding new elements



Perimeter Wall Graphics



- Parody graphics are cute and clever but dilute the overall CEC brand
- Lack of dimension, typical framed solution makes them feel unproprietary
- Fluorescent wall washers work well for highlighting graphics



Lighting



- Recessed can lights work well as a functional lighting system
- Fluorescent wall washers are low maintenance, and work well lighting wall graphics
- Pendants are non-descript and need to work better with rest of decor
- Stage/Show area needs drama and pop!



Original Concept Directions



Studio C Concept



Magic Palace Concept



Studio C

Your Day to Shine!

Studio C: Concept Inspiration



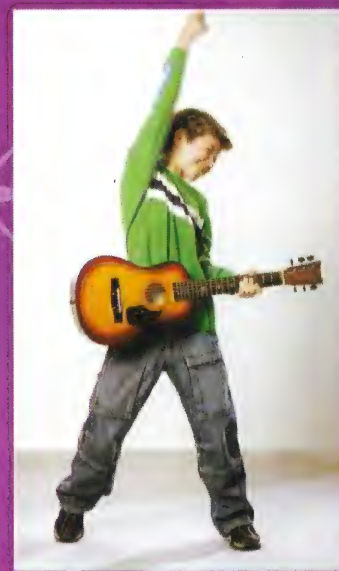
Dramatic Lighting



Dimensional Layering



American Idol



Be the Star!



Studio C: Elevations

Flanking monitors can be used to display standard CCTV content.

Studio You graphics communicate blue screen technology in 'kid terms' and make the technology feel integrated and special.

Color Changing LED light system and overhead soffit create impact and drama from CEC entry.



Vertically conjoined monitors create greater impact than single monitors. Integration of monitors by stage allows for the media content to be visually connected to the overall stage performance.

Centralized Chuck E. stage area creates a central focal point and makes Chuck E. the center of the show.



Framed dimensional character graphics pay homage to the brand characters in the showroom area without dilution.

Puck mounted lights splash light vertically and horizontally to create star like pattern that connects with overall concept theme.

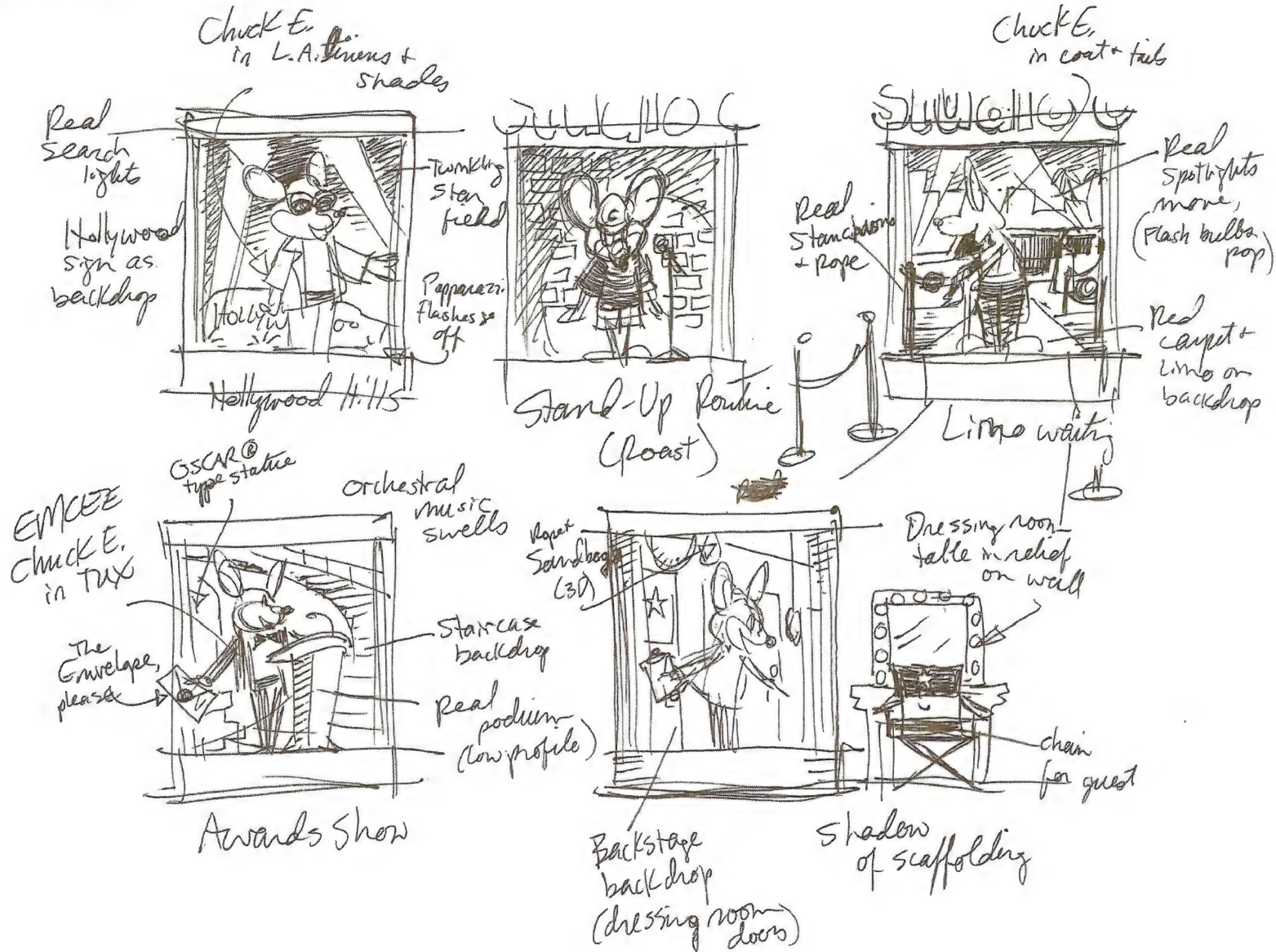


Studio C: Rendering



Initial Stage Sketches

Graphic Details

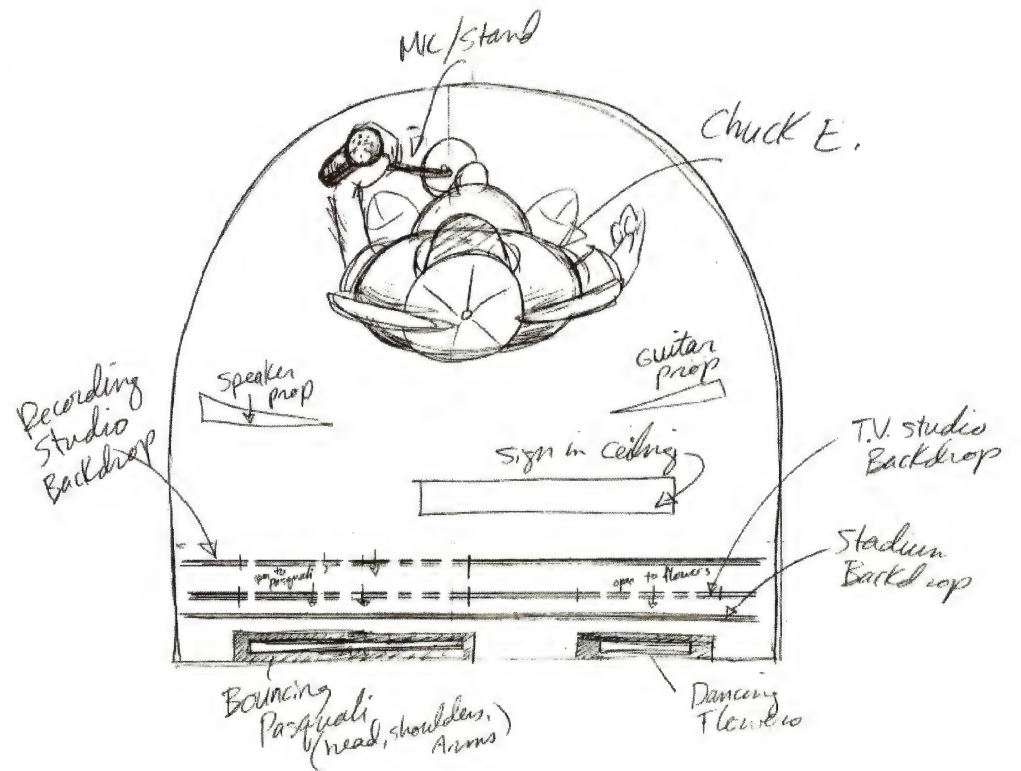


Stage Components

Graphic Details



Animatronic Chuck E. and dimensional musical props



Stage Set 1 : Studio

Graphic Details



Flat backdrop screen with cutout exposing Pasqually



Flat backdrop screen with Chuck E.

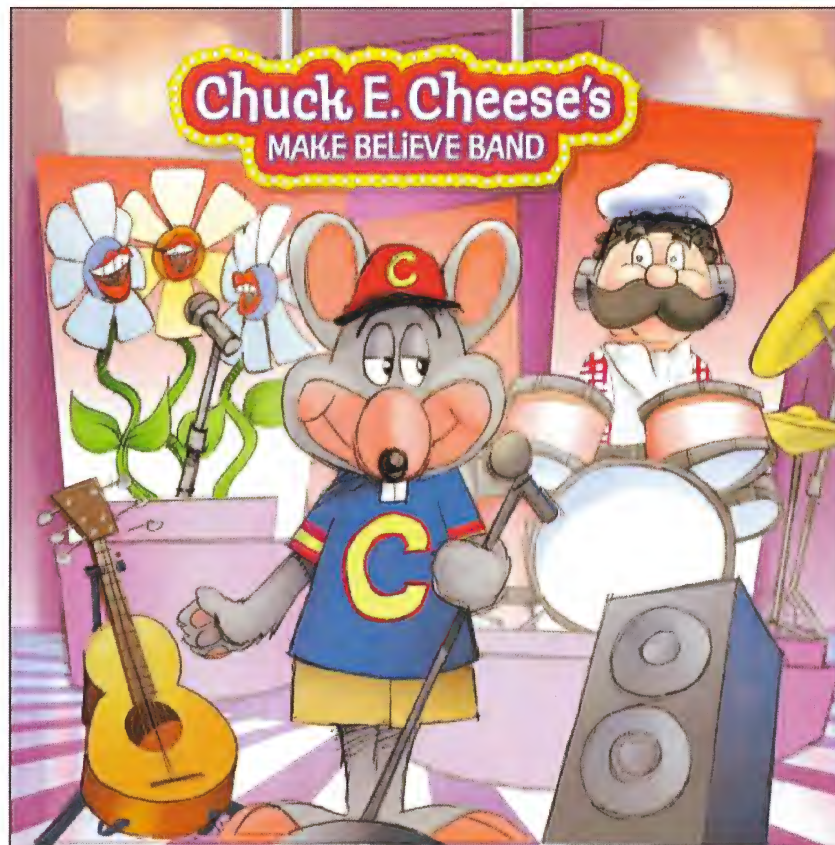


Stage Set 2 : TV Performance

Graphic Details



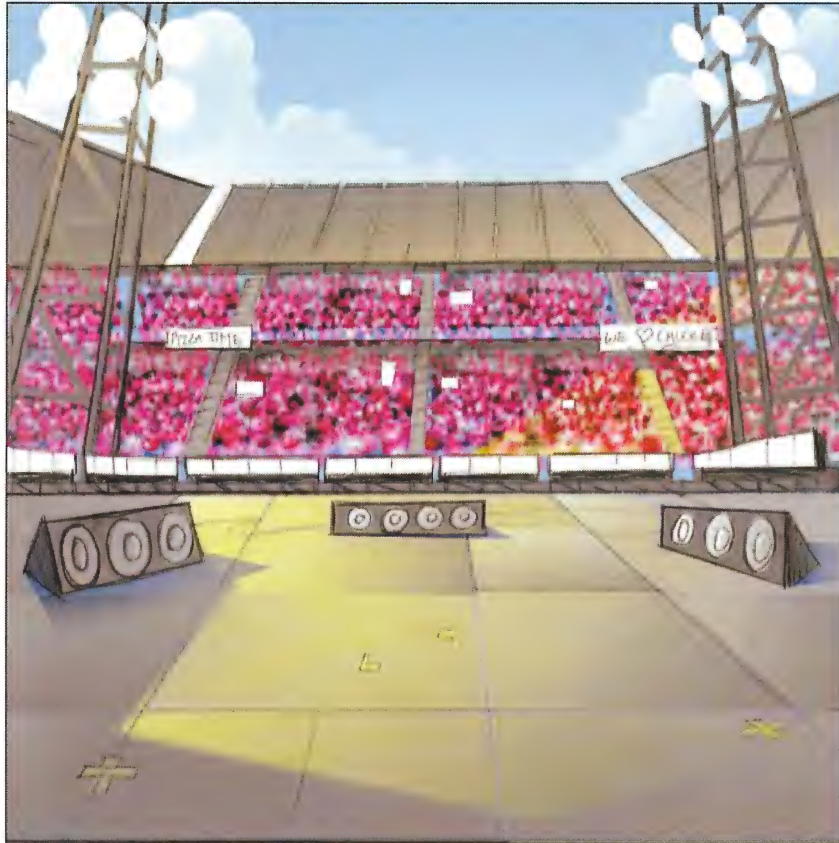
Flat backdrop screen with cutout exposing Pasqually and singing flowers



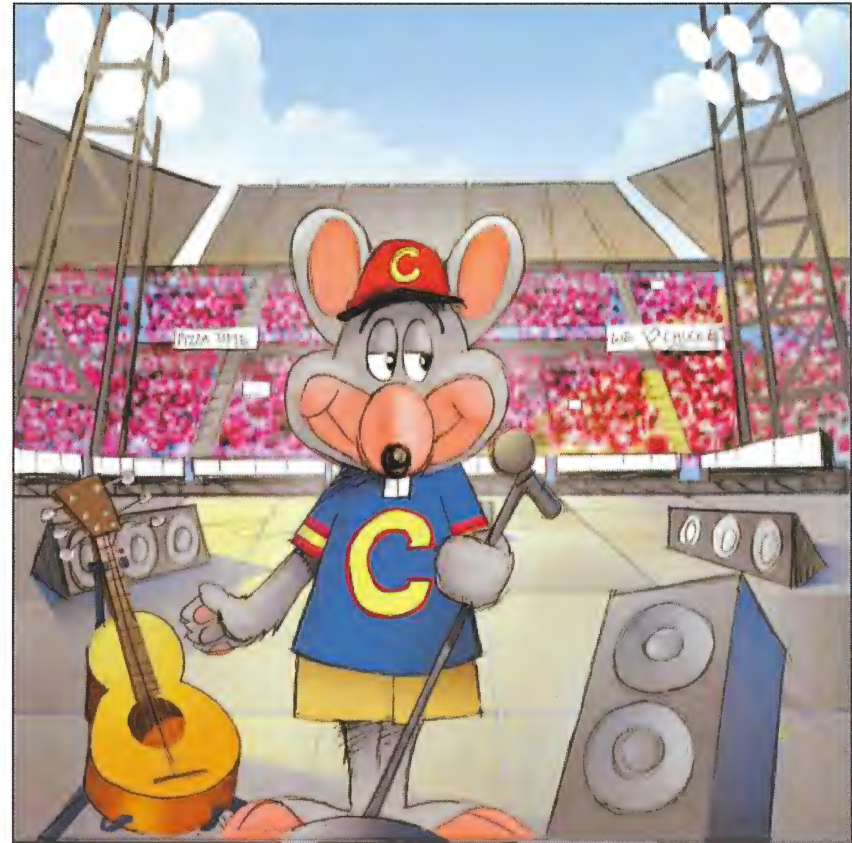
Flat backdrop screen with Chuck E.

Stage Set 3 : Stadium Performance

Graphic Details



Flat backdrop screen



Flat backdrop screen with Chuck E.



Director's Chair

Graphic Details



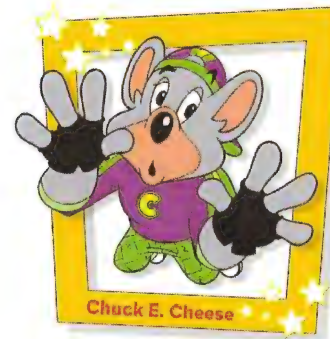
Front View



Side View

Perimeter Framed Graphics

Graphic Details



Collection of Dimensional Framed Graphics

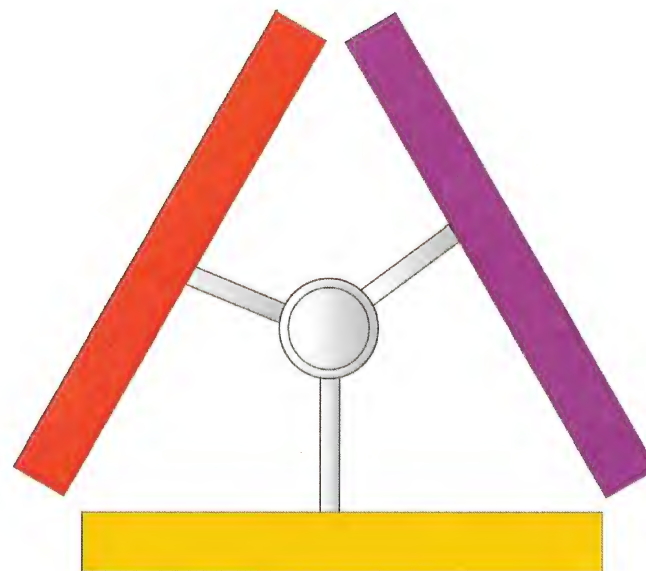


Ceiling Hung 'Birthday Star' Monitors

Graphic Details



Front View



Top View

'You're The Star' Dimensional Graphic

Graphic Detail



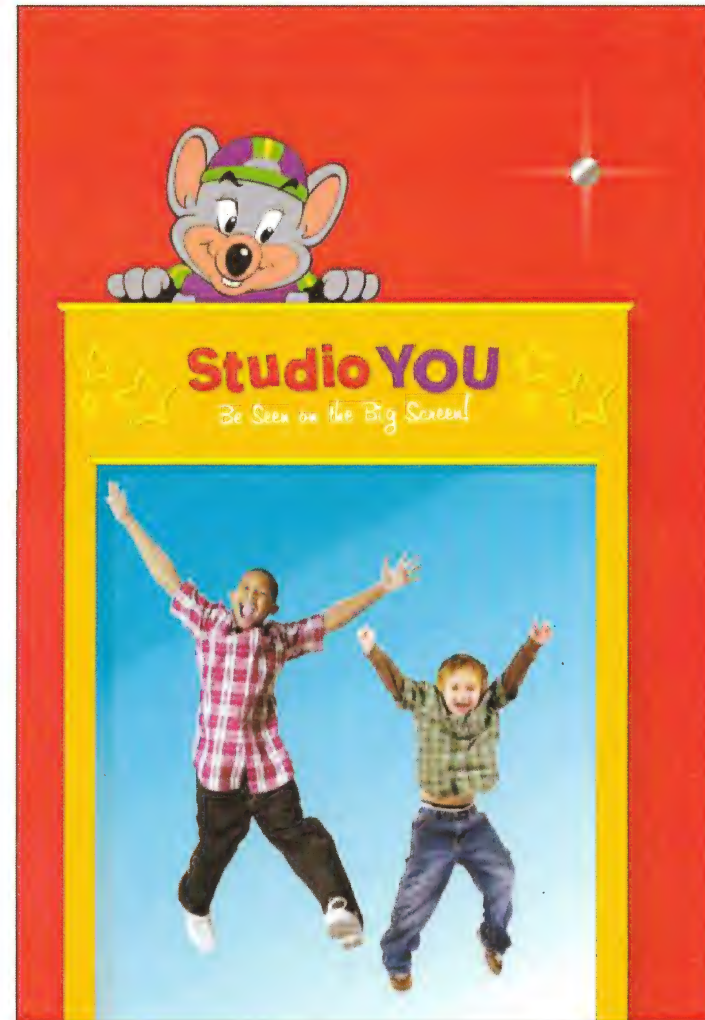
Director's Chair Wall Elevation

Studio You Dimensional Type

Graphic Details

Studio YOU

Be Seen on the Big Screen!



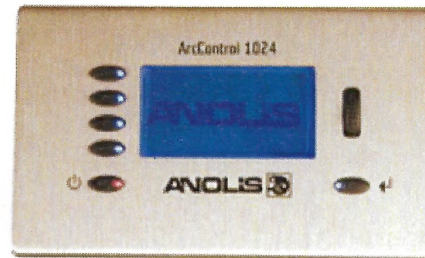
Blue Screen Wall Elevation



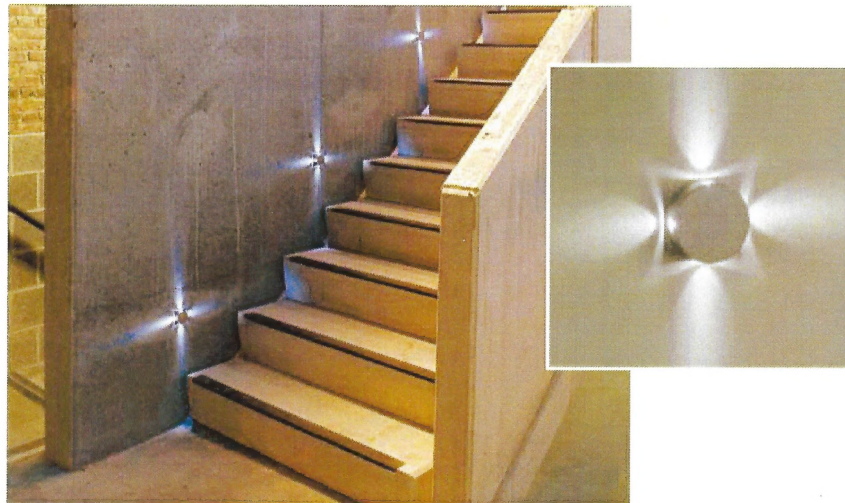
Studio C Lighting



Decorative Pendant



Anolis LED Color Changing System



Puck Mounted LED Stars



Lighting Goals

Create visual attraction of stage area from within entire restaurant using an automated lighting program

- Utilize existing recessed can lighting system and fluorescent wallwasher system.
- Flash or dim existing lighting to signal start of show.
- Reduce or turn-off ambient lighting and recessed wallwashers in stage area (during show) to direct visual focus onto stage.
- Uplight floating ceiling element with LED or fluorescent strips (with color films to achieve appropriate color). This will add ambient light in the show room.
- Use accent lighting to highlight animatronics show. New recessed lighting mounted in floating ceiling element or recycle existing theatrical style heads.
- Allow for simple manual override of lighting program and automatic (or manual) return back to program.
- Utilize LED lamps where possible to minimize staff maintenance.



next steps

- Upon approval, CG will begin phase 4, design documentation
- CG to complete lighting plan once design is approved



Thank You!



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