

— DEPT. *of* —
WONDER



An Immersive Narrative Experience



The **Department Of Wonder** is a 10,000 SqFt, mixed-reality immersive entertainment venue that dissolves the boundaries between physical and digital entertainment through the telling of a compelling narrative.







Have you ever loved a film or video game so much that you dreamt of climbing into the screen?

Our concept provides the portal for you and your friends to step into a quest. immerse yourself in a hidden realm, engage with curious characters and realize your destiny.

WE BELIEVE IN MAGIC. Our guiding light is to inspire creative imagination in every individual through boundless storytelling in uniquely immersive worlds.



Three Pillars

The Narrative
The Interactive
& The Physical

Dept. Of Wonder is built upon the foundation of a Compelling **narrative** that comes to life with the use of physical and digital characters, placing the audience at the center of their own story

Proprietary wayfinding lanterns that connect with **interactive** touch points hidden throughout the facility giving the audience just a touch of magic

Beautifully crafted **physical** spaces designed for exploration and discovery that serve as the setting for our fantasy adventure



The Power Of Agency
SPLITTING THE AUDIENCE



Audience Participation

The Dept. of Wonder tells a universal story about the conflict between the light and dark. However, our story is in constant flux. With contemplative care a dynamic mechanism of choice has been devised for our audience, our *protagonists*. They govern their own narrative path. Paths that lead to judgment. A story will be told, will it be one of vengeance, atonement, redemption or glory?





Guest Journey

Guests to the Department of Wonder are set up to be the protagonist in a narrative crafted for them following Campbell's Hero's Journey as an outline.

The experience begins the moment guests enter our Light Hunter's Emporium. Like a speakeasy, the facade of our establishment disguises the true experience which is waiting to be discovered within.

Actors welcome guests into our curious realm by conjuring lore and magic with an intimate and fantastical multimedia show where everyone is bestowed with a lantern and a quest.

These lanterns are not just luminaires. They have hidden proprietary technology which heighten and personalise the experience in unexpected ways, keeping track of each guest's journey and unlocking special encounters at specific moments along a guest's arc to complete the story.

The story experience is broken into three distinct acts: The Call, Light Hunting and a climactic conclusion with The Ceremony of Light, another intimate and fantastical performance of music, light and dance where every guest triumphantly concludes their quest.



The Hero's Journey

RETURN



CALL TO ADVENTURE



CROSS A THRESHOLD



MEET HELPERS

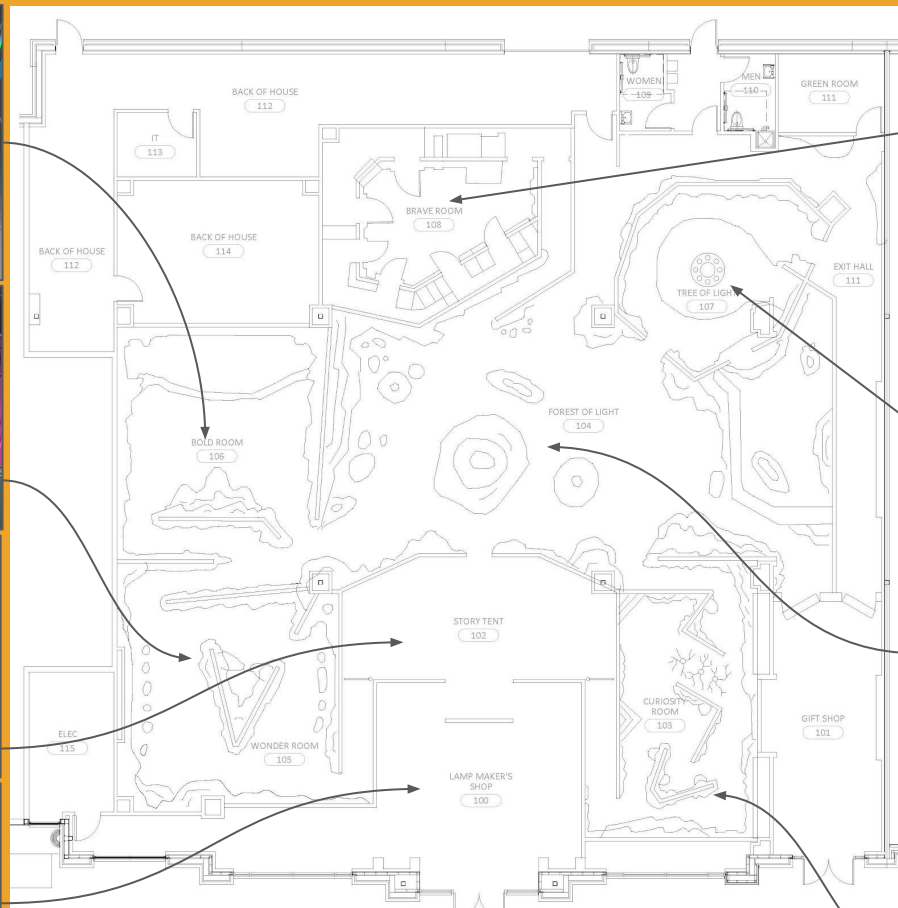
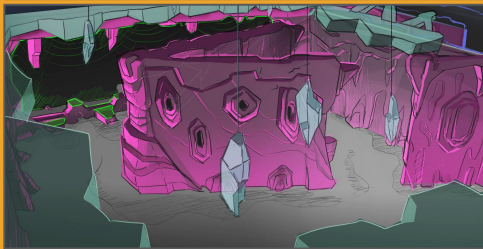
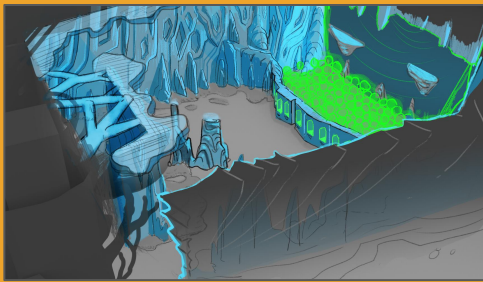


TRANSFORMATION



ATONEMENT

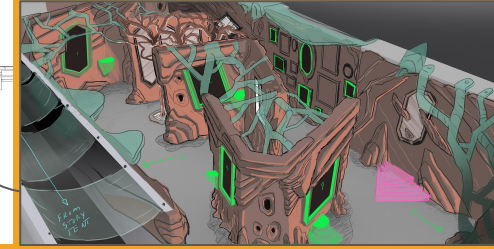
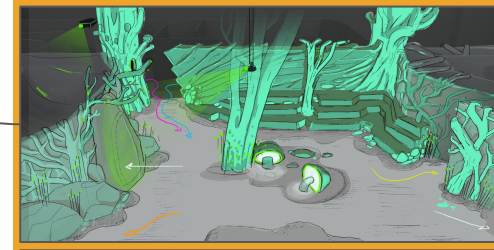
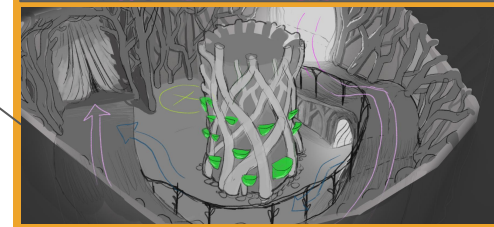
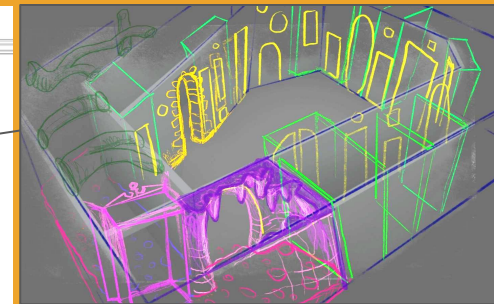




Floor Plan

Scale 1/4" = 1'-0"

Site Development

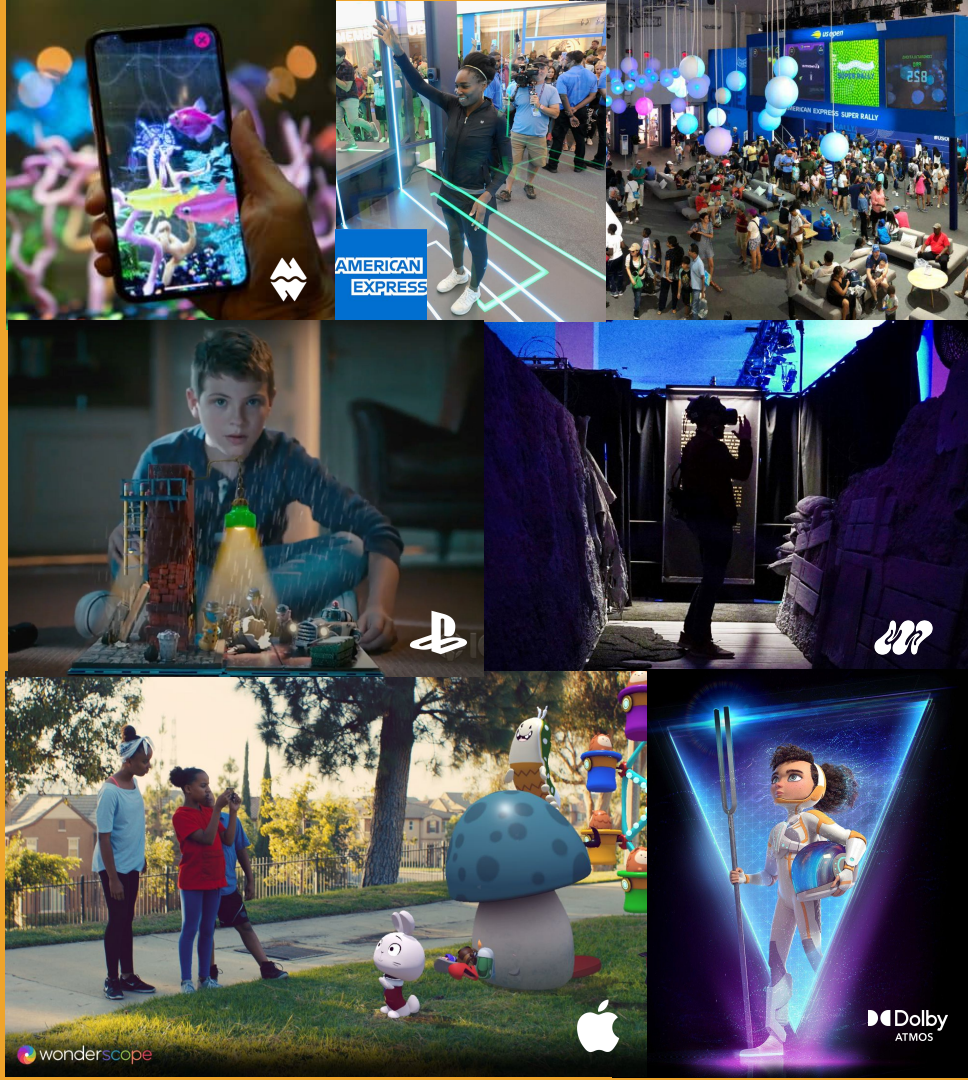




A History Of Innovation

The Department of Wonder team is a creative brain trust focused on bringing immersive experiences and IP to life. Leveraging emerging tech, exquisite stagecraft and storytelling.

Founded out of *Flight School*, an experiential creative tech studio, known for award-winning games, mixed reality immersive entertainment, short films and live-venue activations. Based in Dallas, with a 26 year pedigree of animation and storytelling with studio partners like Paramount Pictures, 20th Century Fox, Sony Pictures Animation, Warner Bros., DreamWorks Animation, Lionsgate, Legendary Pictures and Universal Studios as well as experiential agencies, technology giants and global brands. Collectively, the studio's creative team boasts top creative accolades, such as Academy, Emmy, Annie, Cannes, Lion and Lumiere Awards.





Leadership

Department of Wonder, handcrafted by **Experience Trust**, a creative team with 26 years of award-winning creative production experience paired with 25 years of high-volume, multi-unit brick-and-mortar operations experience.

KYLE CLARK

Founder/President

BRANDON OLDENBURG

Founder/Head of Creative

LIMBERT FABIAN

Founder/Head of Creative

TAYLOR WILLIAMS

Founder/Head of Experience & Emerging Tech

RICKEY CRUM

Founder/Head of Fabrication



experience
trust



AWARD WINNING STORY TELLING

SINCE 2009



ACADEMY
OF MOTION PICTURE
ARTS & SCIENCES

1 Oscar
Best Animated
Short



International
Animation
Film Society

2 Annie Awards



ACADEMY OF TELEVISION
ARTS & SCIENCES

5 Emmy Awards



2 VR Awards
Best VR
Experience



14 Cannes Lions
Including Grand
Prix in Marketing



9 Clio Awards
Animation &
Sports Marketing



Lumiere Award
Best Commercial
VR Experience



2 Raindance
Film Festival London
2017 & 2018 Best
Interactive Narrative
Experience

AWARD WINNING INTERACTIVE DESIGN

SINCE 2009



SXSW
World Premiere
Film & VR
Experience



Unreal E3 Awards
Outstanding Original
Game Winner



**Game Developers
Choice Awards**
Indie MEGABOOTH
Official Selection



IGF Finalist
Excellence in Visual Art



Future of StoryTelling
2017 Best Independent
Jury award



The EX Awards
Gold & Grand
Ex-winner



Tribeca Film Festival
World Premiere



Reward Curiosity and **Wonder.**

DeptofWonder.com