

# ADVANCED HAUNT DESIGN

by Leonard Pickel

Hauntrepreneurs(R) Themed Attraction Design



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# ADVANCED HAUNT DESIGN

**In Architecture**

**“Form Ever Follows Function!”**



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**In Architecture**

**“Form Ever Follows Function!”**

Louis Sullivan



# ADVANCED HAUNT DESIGN

What is the main “function” of haunted attraction design?



# ADVANCED HAUNT DESIGN

What is the main “function” of haunted attraction design?



**To Scare the Yell  
Out Of Patrons!**

# Who Are You Trying To Scare?

- ▣ Who is the hardest person to scare?



# Who Are You Trying To Scare?

- ▣ Who is the hardest person to scare?

**21 Year Old  
White Male**



# How Do You Scare Someone?

Scaring People Is Like Telling Them A Joke! It's All In The Setup And The Timing Of The Punch Line!

Leonard Pickel



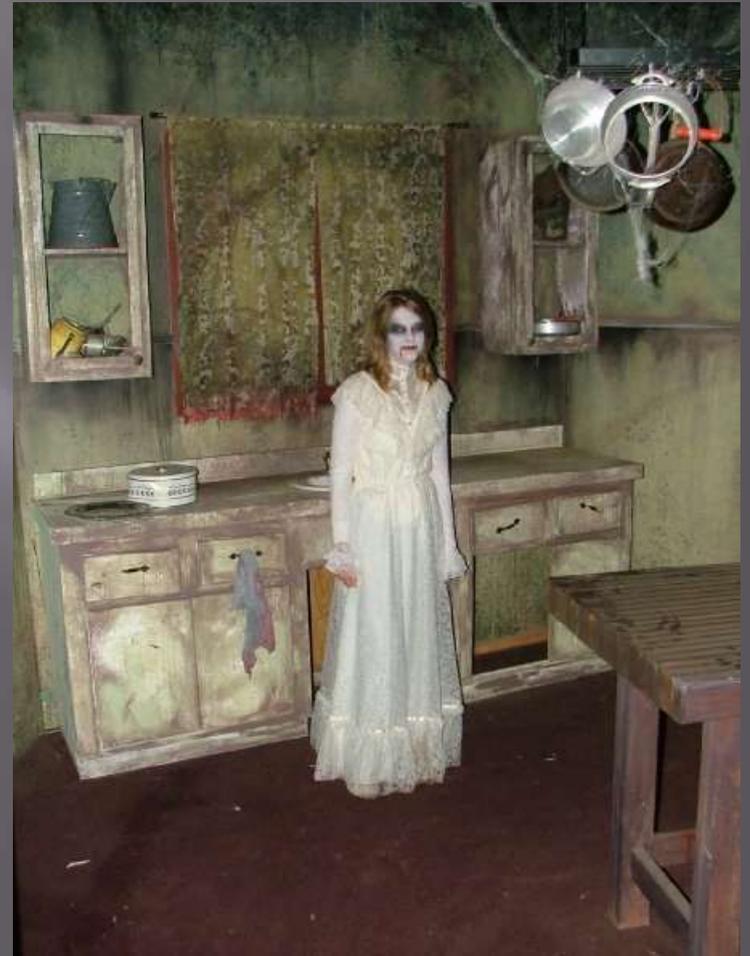
# How Do You Scare Someone?

- ▣ Do The Unexpected
- ▣ Sudden Movement
- ▣ Sudden Appearance
- ▣ Sudden Sound
- ▣ Imminent Danger
- ▣ Misdirection
- ▣ Darkness and The Unknown
- ▣ Insecurity



# How Do You Scare Someone?

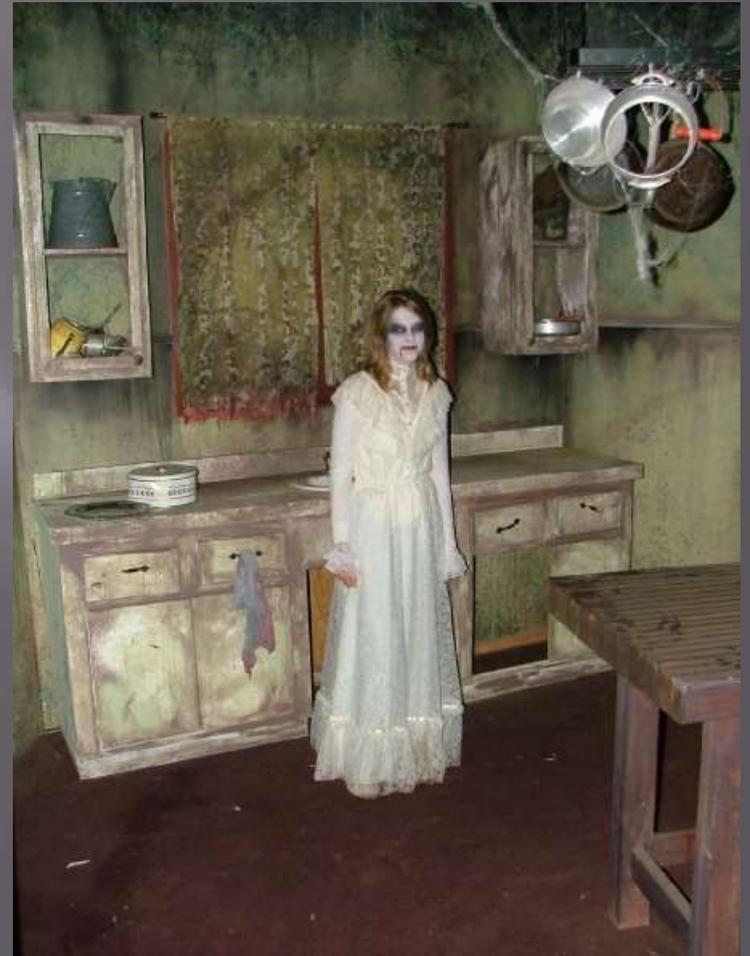
"It Is Twice As Hard For Actor In The Open To Scare People!"



# How Do You Scare Someone?

"It Is Twice As Hard For Actor In The Open To Scare People!"

So How Do You Hide The Actor?



# How Do You Hide The Actor?

- ▣ Three Types Of Scares
  - Visible Scare
  - Invisible Scare
  - Visible Invisible Scare



# How Do You Hide The Actor?

- ▣ Scares
  - Crash Door
  - Drop Panel
  - Pop Out
  - Camouflage
  - Slap Down
  - Is it live



# Create a Flexible Storyline

“A house cannot be haunted without a history!”

Steven King



# Create a Flexible Storyline

- ▣ A Storyline Is A Map To Your Final Destination
  - What Is The Time Frame?
  - Where Does The Evil Dwell?
  - What Minions Has It Created?
  - Why Are People Walking Into This Known Danger?



# Design The Room Around The Scare

- ▣ First Determine What Scare Will Be In Each Room
  - What Part of the Group is the Target?
  - How Much Backstage is needed?
  - What is the best approach?
  - How Can We Cut Down The Sightline?
  - Control the Point Of Attention



# Design The Room Around The Scare

- ▣ Determine How Best To Facilitate The Scare
  - Place Furniture To Create Pathway
  - Use Sets To Shorten Sightline
  - Give The Actor A View Of The Patrons
  - Backstage Space/ Actor Escape
  - Entry/Exit Location



# Design The Room Around The Scare

- ▣ What is the Best Scare Direction?



# Design The Room Around The Scare

- ▣ What is the Best Scare Direction?
  - Scare From The Left



# Design The Room Around The Scare

- ▣ What is the Best Scare Direction?
  - Scare From The Left
  - Scare From Below



# Design Rooms To Maximize Travel Distance

- ▣ Avoid Gauntlet Rooms
- ▣ Perimeter Pathways
- ▣ Create Obstacles



# Design For High Capacity

- ▣ Limit Scripted Dialog
- ▣ Never Stop the Flow of Patrons
- ▣ No Menacing Actors
- ▣ Scare Forward
- ▣ Actor Return



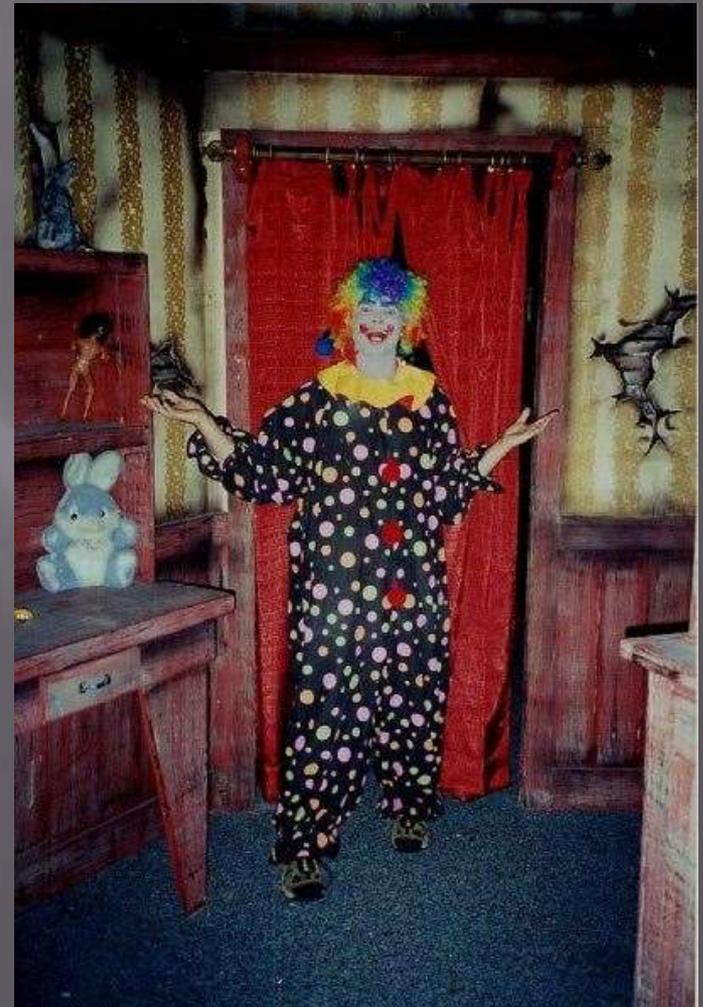
# Logically Order Room Designs

- ▣ Logical Room Connections
- ▣ Rotate Scare Type And Direction
- ▣ Best Scare First
- ▣ Increasing Scare Factor



# Hallways Are Your Friend!

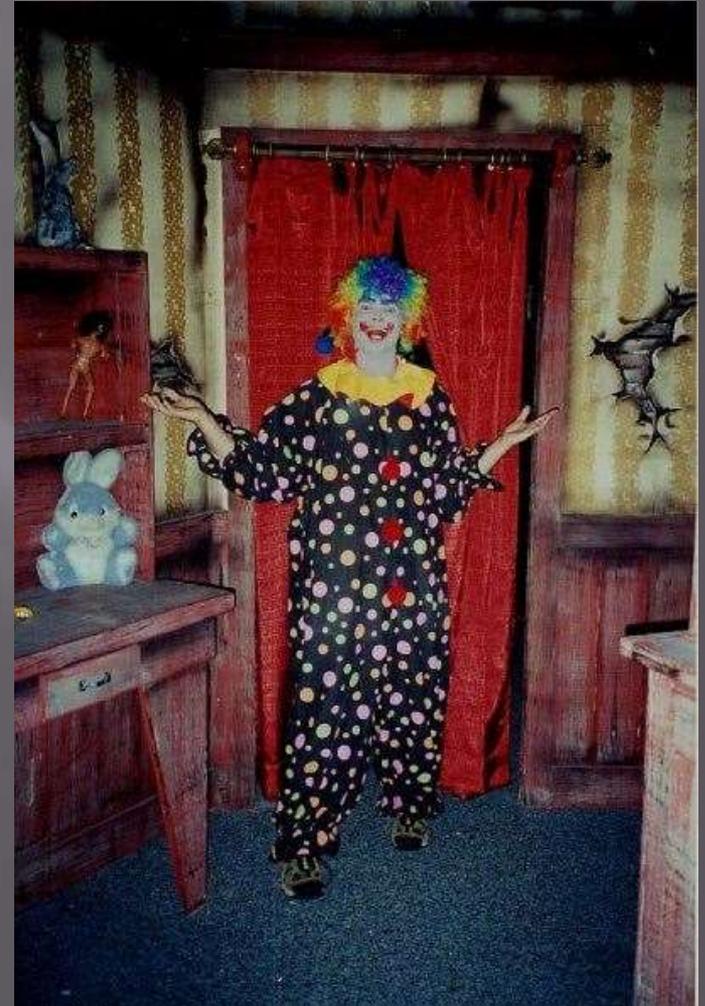
- ▣ Provide Some Hallway Between Each Room Design
  - 90 Degree Turn Before Each Room
  - Longer Hallways At The Beginning
  - Shorter Hallways Near The End



# Hallways Are Your Friend!

- ▣ Provide Some Hallway Between Each Room Design
  - 90 Degree Turn Before Each Room
  - Longer Hallways At The Beginning
  - Shorter Hallways Near The End

A Curtain In A Doorway  
Is a Design Flaw!



# In Design Everything is a Trade Off

- ❑ No Design Is Perfect
- ❑ Redesign Until You Reach The Best Balance Of Each Factor



# In Design Everything is a Trade Off

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If You Haven't Developed At Least 6 Different Plans, Then You Have Not Explored All Of The Possibilities!



# Thanks For Listening!

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