



Screen to Reality

Making Movie Based Scenes That Totally Terrify

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Fear Fair



Background

10 Years of Movie Based Scenes

Movie sets are complete to the extent that it's difficult to tell these fabrications from the originals!

- Ohio Valley Haunts

Few haunts can recreate classic horror movies and do them justice, but Fear Fair takes it to another level of fright.

- City Blood Haunt Reviews

A lot of haunts pay homage to the horror movies we love, but no other haunt I've ever seen puts as much work into re-creating the actual film sets from each movie.

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LouisvilleHalloween.com

Is this legal?

Fair Use Doctrine

- Exemption to 1976 Copyright Act
- Factors for consideration
 - Is this a 'transformative use'?
"somehow transforms the original work by changing its purpose, character, meaning or message"
 - What is the effect of the use on the potential market for the original work?
 - The amount and substantiality of the portion used in relation to the original work





Is this legal?

Things you can do to avoid risk

- Marketing
 - avoid use of licensed characters
 - avoid using movie titles
 - stick to generalities
 - Live the movies..
 - Step into the screen..
- Purchase Licensed Products
 - masks, costumes, etc...
- ASCAP/BMI for music
 - but does it really make sense to use it anyway?



What are the cons?

You will be held to a higher standard

- There is something to compare to
- This is not the 'easy way out'
- You can't just buy stuff like everyone else
- Limited market for resale
- Re-Use of props/scenic elements is hard
- Much stricter casting requirements
- It's a different form of creative thinking



Movie Selection?

Will the average non horror aficionado 'get it'?

Multiple Movie Franchises are generally better

- More recognizable
- Stays fresh / new movies, sequels, reboots

Is there a strong central character or killer?

Is it relatable?

- Could this happen to me?
- Can I imagine myself in this situation?

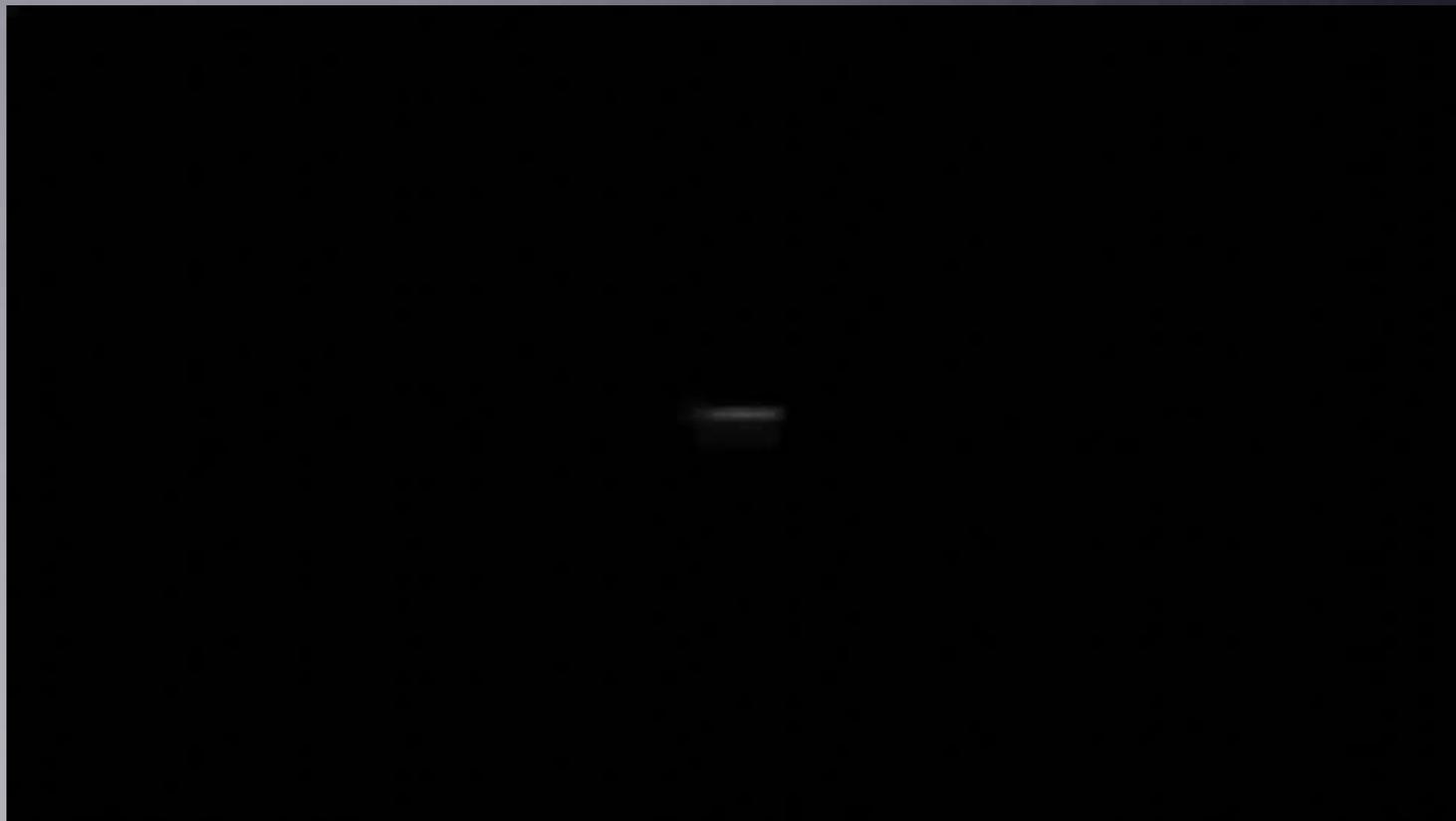
Is it practical?

- Do I have the resources for the sets? (materials, etc)
- Do I have the proper cast members?

Adaptation?

Movie to Attraction just like Book to Screenplay

- What role will the guest play?



Victim? Observer? Character?

The Big Three!

Sets / Costuming /
Casting





Set Construction

Scaling it Down

- Eye Level Items should be full scale
- Try to stay 2/3rd scale from 8' up

Keep it Real

- Use real building materials if possible
- Accessories and set dressing are opportunities to extend the theme
- Doors, Doors, Doors
- Floors, Floors, Floors

- 8 is not enough (with walls that is)
- Transitions (both scene to scene and movie to movie)
- Lighting (don't let it be an afterthought)
- Actor space is key
- Good movies build suspense (make sure your haunt does too)
- Animation is never the scare - always the distraction
- 4D is the key! (scent / temperature / humidity)

















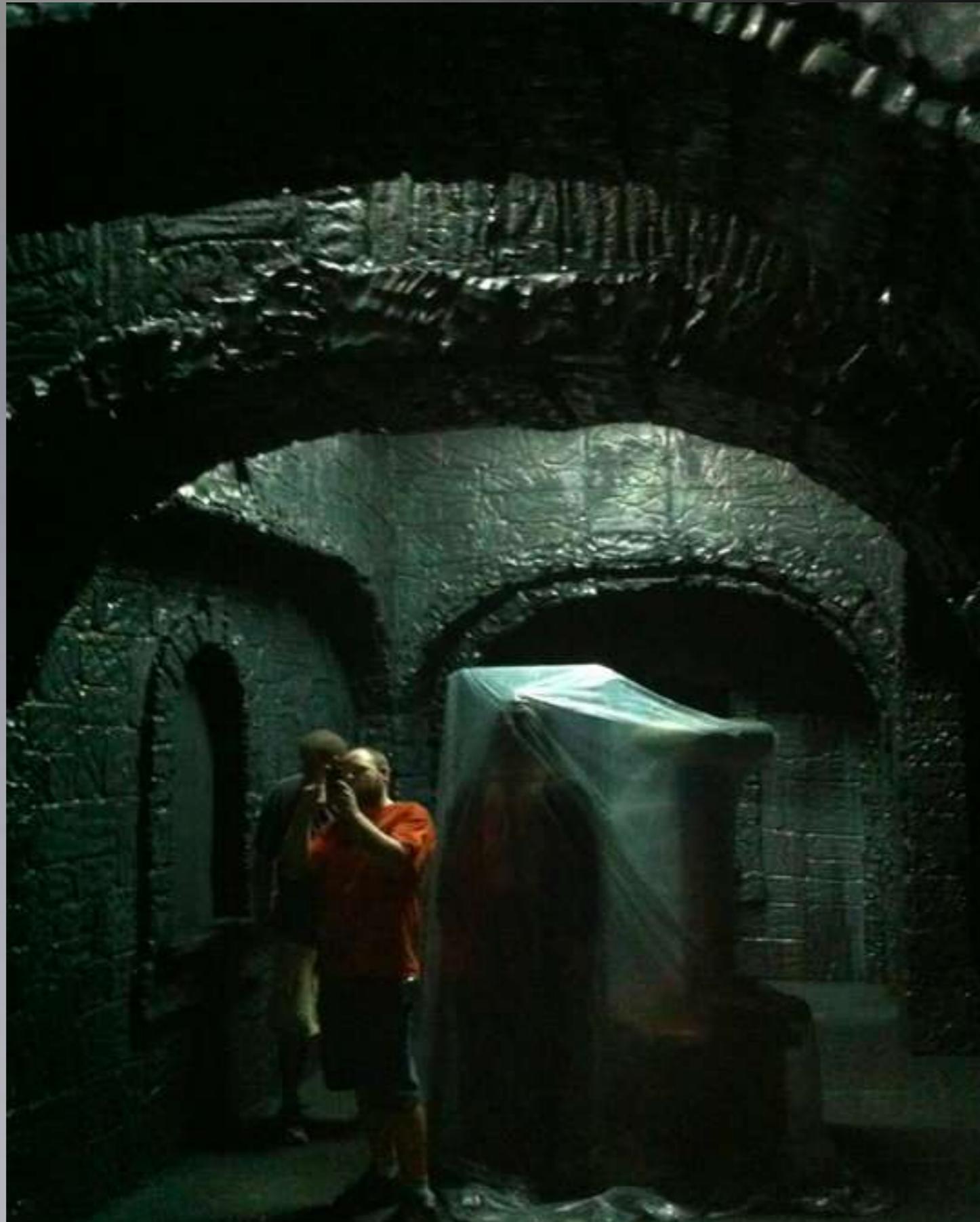


















Costuming

No Party Store Costumes!!!

Start Early

Just like set building - go for the real stuff!

- The horror convention crowd is a great source!

Costumes must fit the actor

Head to toe

Victim Costumes are just as important as killers

Makeup is part of the costume!

Costumes must be consistent with scenes and sets

Casting / Acting

The Actor has to fit the character

- particularly for the killers
- little more latitude with victims

Much of conveying most killers in non-verbal

- movement / walking / stalking
- respond to the guest as the killer would
- never break character!!!

