

# Phase 3 - Themed design concept proposal

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Date: April 16, 2025

Name of experience : Locust Lodge - Haunted Dark Ride

Class name: DESN 35333 Experiential Design Studio:  
Themed Experiences

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# Overview

The concept of 'Locust Lodge - Haunted Dark Ride' is inspired by the history of the Boake family. The Boake family are an Irish family who immigrated from Ireland to Downsview in Toronto in the early 1830s. The earliest Boake family members, Edward Boake and his wife Sarah, bought a large area of land in Downsview and built a house in that area to live in. They named their house 'Locust Lodge', since there are many locust trees surrounding the house. Ever since, each generation of the Boake family lived there until the land was expropriated by the Canadian military in 1951 (Downsview Park, n.d.).

For the story of 'Locust Lodge - Haunted Dark Ride', it has the historical background of the real Locust Lodge. The story is set in 1951, when the land and house that belonged to the Boake family was expropriated by the Canadian military. The fourth and last generation of the Boake family, which are a family of five, didn't receive any type of compensation after their house got expropriated. As a result, the family went bankrupt and took their own lives (hanged themselves) all together in their house due to desperation and poverty. After their death, the family became ghosts that are unsettling and fierce since they died with strong hatred and desperation, and are unable to rest in peace like other ghosts who are Boake family ancestors in the house. The family of five cannot rest in peace until what they value most has been retrieved. Therefore, visitors' mission in the experience is to find 22 heirlooms that are most valuable to the Boake family in the bedrooms of Locust Lodge so that the family can rest. Visitors will complete their mission with the assistance of the Boake family ancestor ghosts.

Themes for the experience : themed attraction, escape room and immersive experience. The experience is a haunted house themed dark ride experience which contains 4 on-foot escape room experiences in between.

Experience duration: 2 hours 10 mins

Admission fees: adults (18 and above): \$29.99 + HST  
Youth visitors aged 13-18 : \$24.99 + HST.

Opening hours: 10am-1am every day

Visitor requirements: book a timeslot for their experience and buy tickets online before entering the attraction area at the depot. Each experience timeslot is scheduled every 3 hours, and each timeslot has a maximum capacity for 20 people.

Target audience of the experience: age group of 15-25, horror lovers, escape room lovers and people who are looking for a place to celebrate a special day eg. birthday celebration.

Rationale of the experience: Since teenagers and young adults are often curious to explore different things and love excitement, this experience can excite them by giving them a good scare and satisfy their curiosity. Therefore, teenagers and young adults will be attracted to experience the ride. The experience also targets horror lovers, like people who love horror movies or games. Since the experience creates an immersive horror atmosphere and give visitors frequent shocks during the experience, horror lovers would feel like they are actually inside a horror movie or horror game, and their desire for being shocked can be satisfied. Escape room lovers and people who like solving mysteries would also be interested in participating in the ride experience, as they can have the opportunity to exercise their brain and solve questions in escape rooms. The attraction would create a memorable, exciting experience for those who are celebrating a special day at the venue as well. The experience resonates with the target audience as it reminds them of scary movie scenes, makes them feel immersed to be in a haunted house. It also allows them to challenge themselves while finding missing heirlooms in escape rooms and make them feel like being a detective.

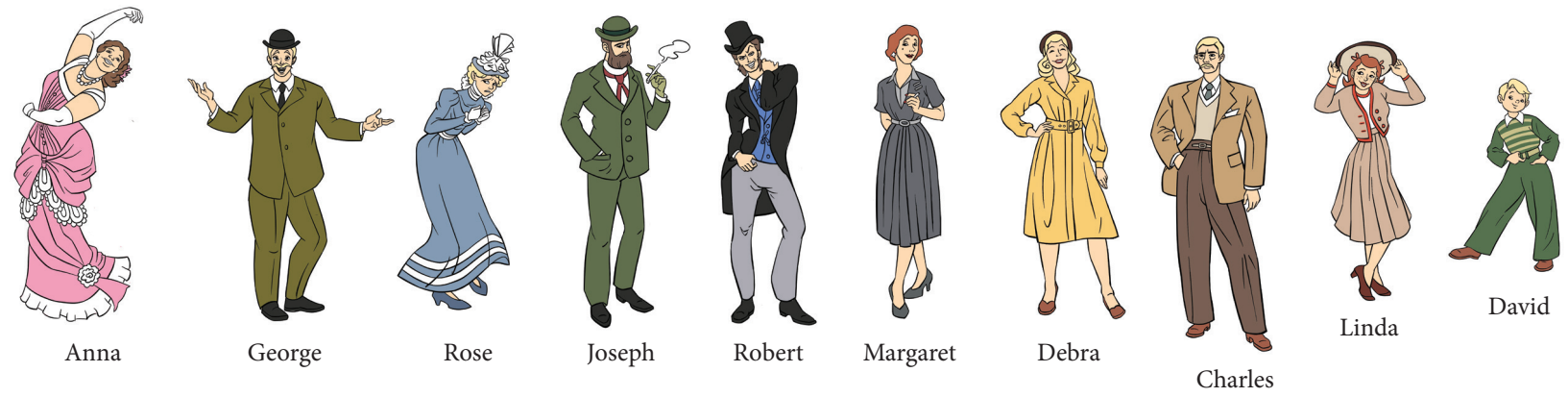
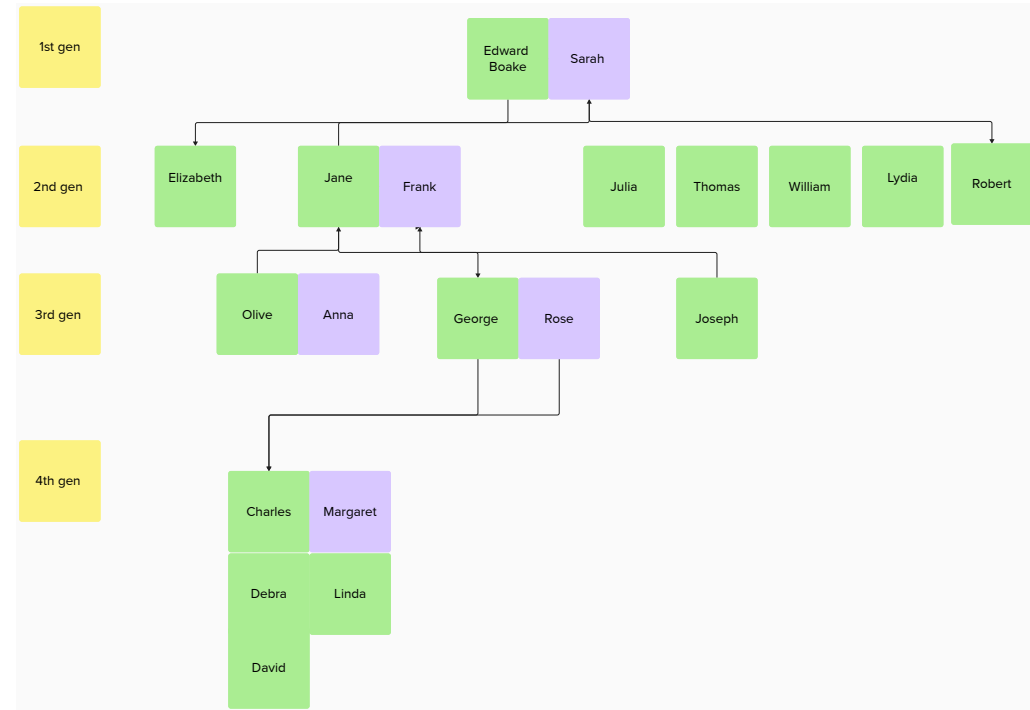
Photo of the real Locust Lodge



Photo of Edward Boake (right) and his son Olive (left)



## Boake family family tree



## Boake family ancestors

Names / characteristics	Edward	Sarah	Elizabeth	Jane	Frank	Julia	Thomas	William	Lydia	Olive	Anna	George	Rose	Joseph	Robert
<b>Personality</b>	friendly, helpful	cheerful, always giggling	rude, impolite, spoiled	clumsy, forgetful	grumpy, bad tempered	timid, depressed	rude, bad tempered, violent	gentle, caring	insane	shy, friendly, unable to speak	cheerful, kind	overly energetic, chatterbox	easily frightened	arrogant	flirty, show-off
<b>Year of death</b>	1863	1890	1861	1899	1915	1851	1870	1915	1872	1940	1885	1925	1892	1901	1884
<b>Age</b>	54	78	23	63	85	19	36	80	30	86	22	64	32	45	28
<b>death reason</b>	heart attack	Asiatic flu	heart disease	brain cancer	overdrinking	childbirth	beaten to death during a gangster fight	heart disease	accidentally fell down the stairs	old age	childbirth	food poison	flu	filming accident	cholera
<b>Hobbies</b>	painting, reading	wearing accessories	collecting perfumes	baking cookies	drink beer	drawing, listening to music	smoking tobacco	singing, reading	annoying people	reading	dancing	piano playing	writing	writing poems	flirt with girls
<b>Career</b>	Businessman	housewife	/	housewife	bartender	housewife	gangster	singer	/	author	housewife	businessman	housewife	actor	pianist
<b>First hand user of heirloom belongings</b>	family painting, ring	wedding gown	seashell	cookie recipe	comic, hat	/	big China vase, China cup	music sheet, playing cards	rosary necklace	self-written book	pearl necklace	pocket watch	/	/	romance letters
<b>Scent</b>	/	/	perfumy	cookies	beer	/	tobacco	/	trash	/	/	/	/	/	/

# Experience Description

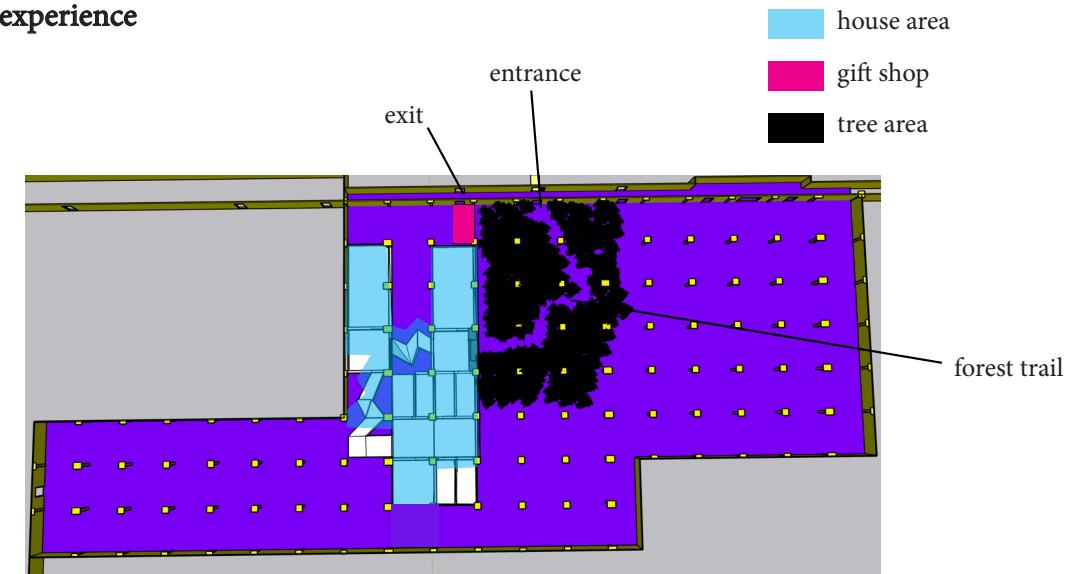
After visitors arrive at Studio 1 in the Supply Depot building at Downsview, they will sit on a vehicle cart which travels through a trail that is surrounded by a forest of locust trees. Each vehicle can accommodate 2 people, and when a visitor gets on a vehicle, a ghost ancestor of the Boake family will also get on the vehicle and sit beside the visitor. Each ghost ancestor have different personalities and come from different time periods. The ancestors are randomly arranged to sit beside visitors. While traveling through the trail, some scary elements would appear, such as there will be some Boake family ancestors hopping out of the forest to scare visitors. The ghost ancestors would also briefly explain the story of the experience and visitors' mission to visitors. At the end of the trail, visitors will arrive at the haunted house Locust Lodge. The attraction is a 2 storey 1830s style Georgian house which incorporates elements from time periods 1830s-1940s in its interior environment, since 4 generations lived there.

The vehicles will first travel into the rooms on the 1st floor, which are the living room and dining room of Locust Lodge. Inside the rooms there will be multi-sensory 'ghost effects' created by the unsettling family of five, such as moving dolls, glass breaking windows, melting paintings, girl crying sounds etc., to make visitors feel scared and being haunted. There is a distorted corridor that connects the 1st floor of the house to the kitchen, which is at the basement. The basement is located at the first floor of the attraction, but the corridor will make the vehicles travel up and down and make visitors have a feeling of going down to the basement. The basement kitchen also contains multi-sensory scary elements to scare visitors, for example, flying knives, fire effects, breaking pot sounds.

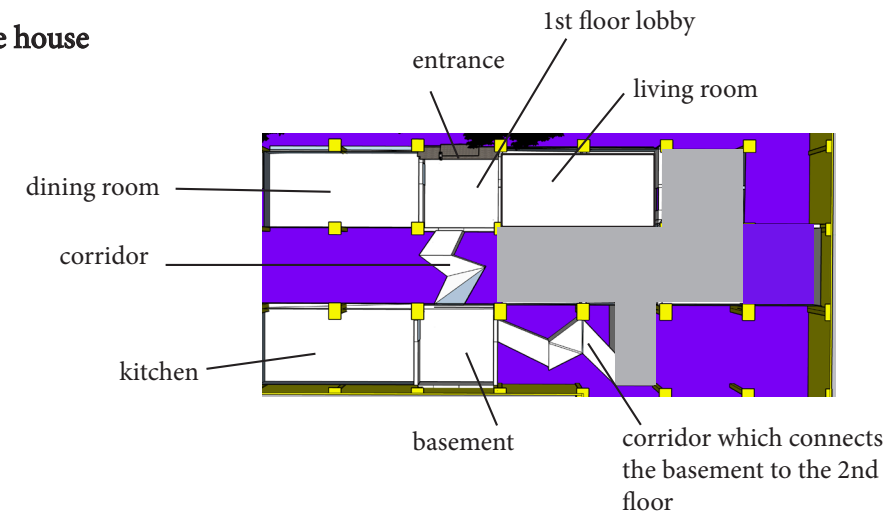
After that, the vehicles will go upstairs to enter the 2nd floor of the house. On the 2nd floor of the attraction, there will be 4 bedrooms, which are the bedrooms that the family of five and all ancestors of Locust Lodge used to live in. After arriving to the 2nd floor, visitors will get off their vehicles and go into the bedrooms to find the Boake family heirlooms. The bedrooms are designed in historically accurate room settings, and each bedroom contains 4-7 heirlooms. There are a total of 22 heirlooms that visitors have to find. Visitors will be divided into 4 groups, 5 people each to find heirlooms together. Each escape room can accommodate a maximum of 5 people. Before entering each room, the ancestor ghosts will give little clues to visitors to help them find the heirlooms. Visitors will also receive a card that has questions that guide them to find the heirlooms before entering the rooms. The heirlooms are being locked up in different parts of the rooms, for example, an heirloom may be locked inside a desk or a cabinet in the bedroom. Visitors have to solve the questions on their cards with the use of facilities in the room, for example, if the card question asks visitors the year of death of a certain Boake family member, visitors have to enter the correct year on the pin pads located on a table in the room in order to unlock the table drawer which stored the heirloom.

Visitors have a time limit of 30 minutes to find heirlooms in each room, and when time is up, if visitors successfully found all the heirlooms in the room, the door will automatically unlock, and visitors can leave the room and get back on their vehicles to continue their ride. If visitors are unable to find the heirloom in the room within the time limit, the ancestor ghosts will enter the room and help them find the heirloom. After all escape room experiences, visitors will continue their ride and go back to the 1st floor of the attraction. After travelling back to the 1st floor from the 2nd floor visitors will be greeted and thanked by the family of five, since the 5 heirlooms have been found and the family can finally rest in peace. The family will greet and thank visitors at the entrance of Locust Lodge, while the vehicle exits the attraction. After getting off the vehicle, visitors will be directed to walk through a trail surrounded by locust trees that leads to the gift shop which sells Locust Lodge souvenirs, and they can leave the attraction area from the gift shop.

Site Map of experience

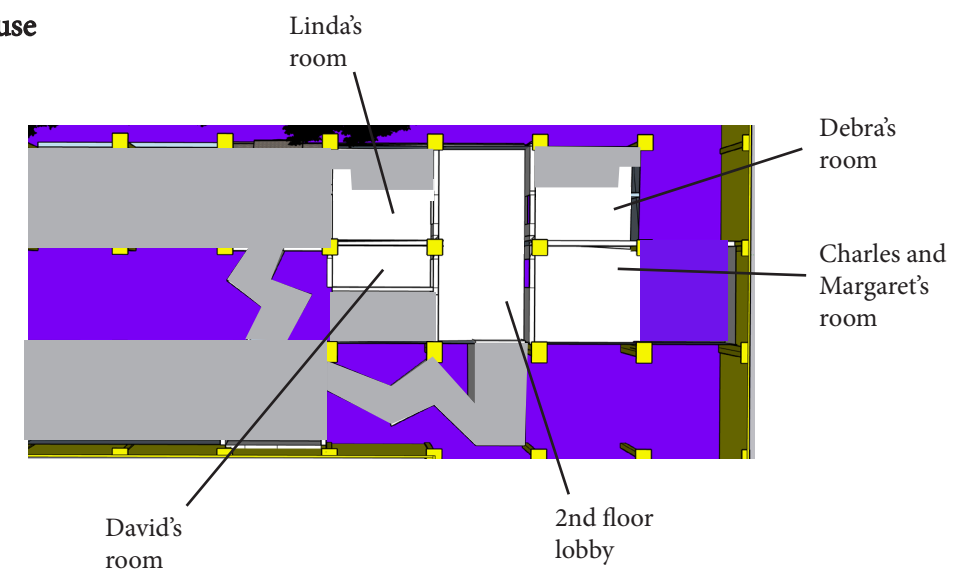


1st floor of the house



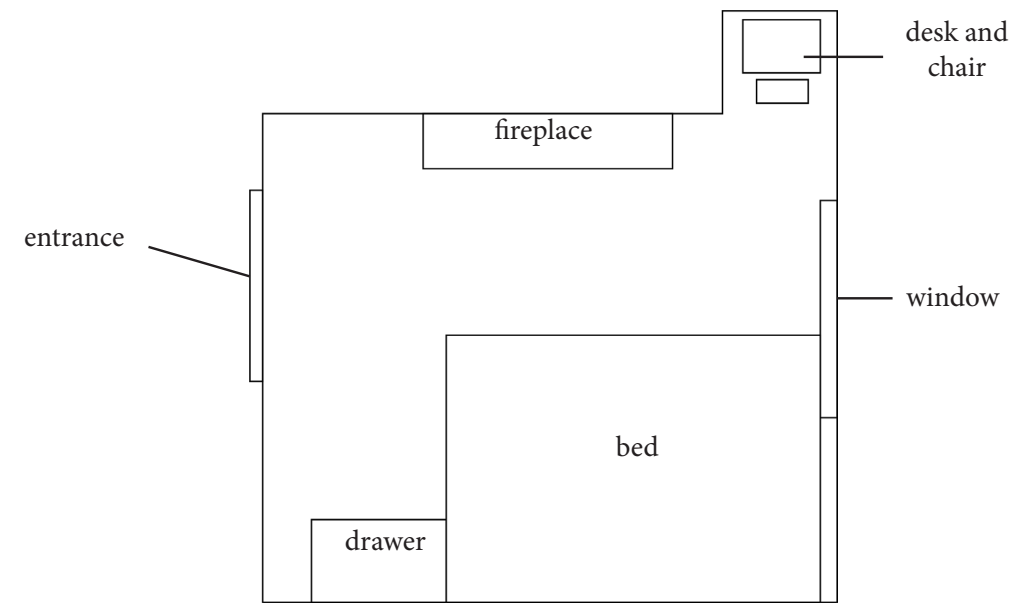
2nd floor of the house

(Rooms are named after the last person who lived in it)

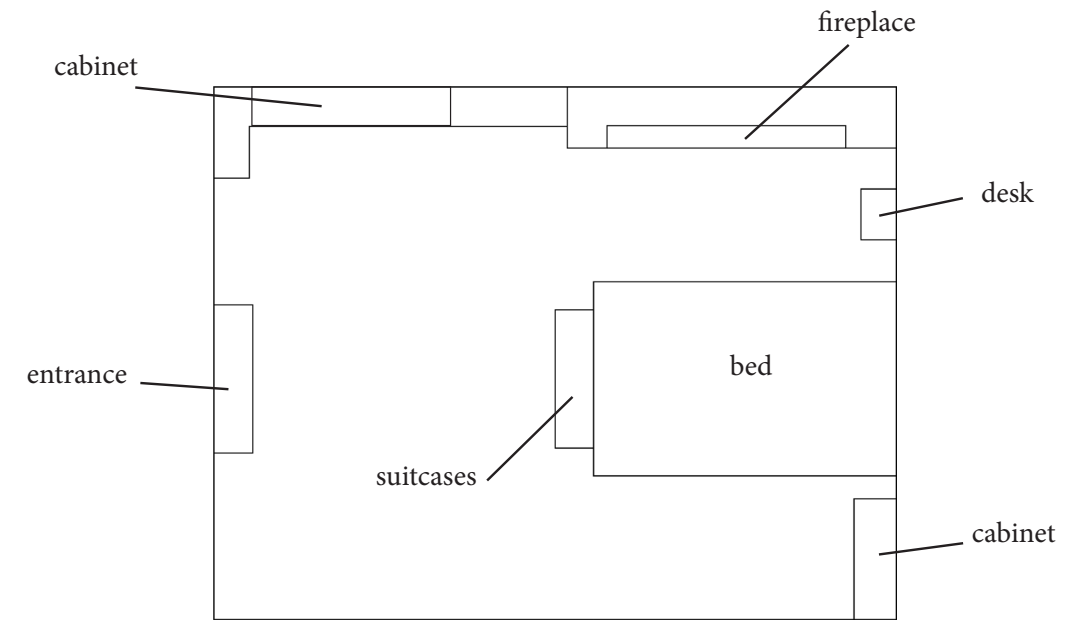


# Bedroom Floorplans & Characters who lived in the bedrooms

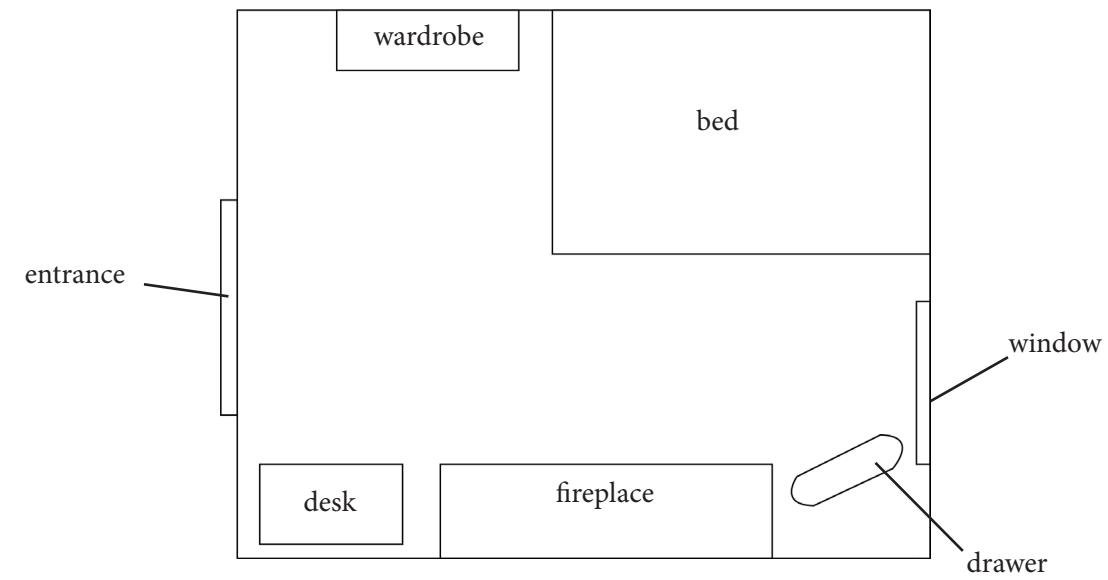
Here are some bedroom floorplans showing which Boake family member used to live in which bedroom. The bedrooms are named after the last person who lived in it.



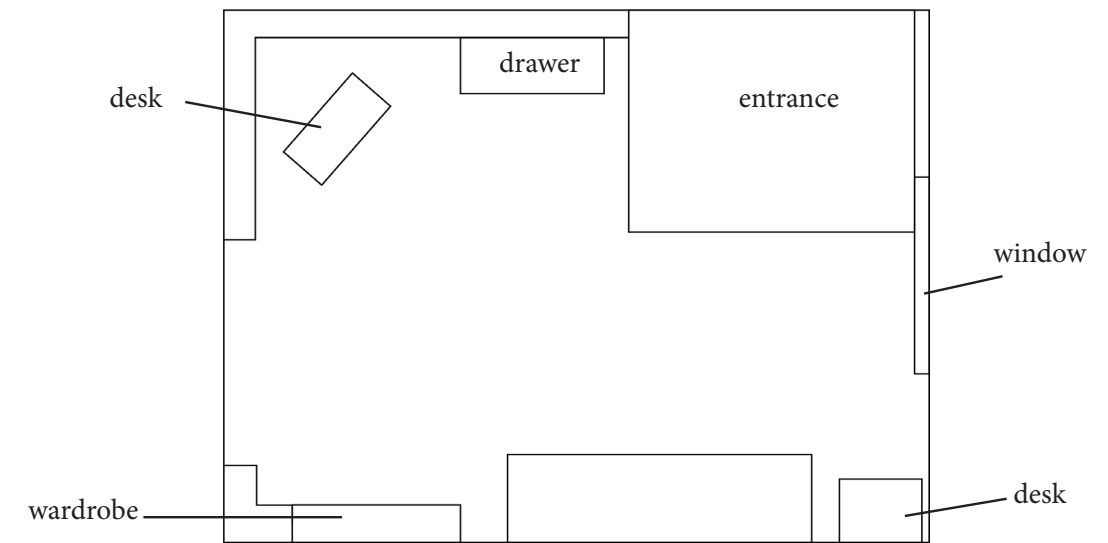
**David's room**  
(lived by : David, Joseph, Elizabeth,  
Robert, Lydia)



**Charles and Margaret's room**  
(lived by : Margaret & Charles,  
Edward & Sarah, Rose & Joseph)



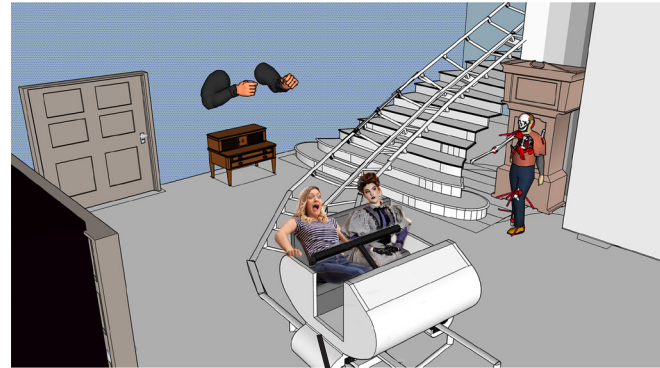
**Debra's room**  
(lived by : Olive, Jane, Debra,  
Elizabeth)



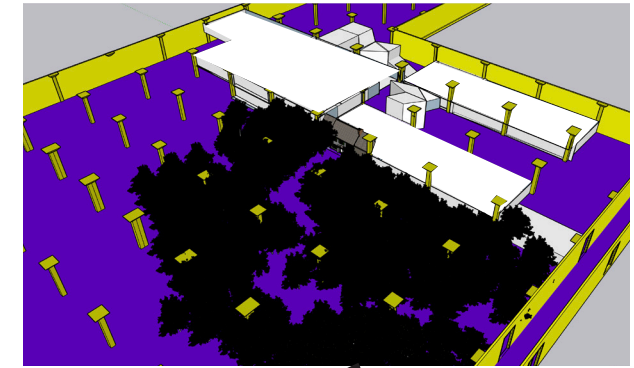
**Linda's room**  
(lived by : Julia, Linda, Robert,  
Thomas)

# P.O.V. Visualizations

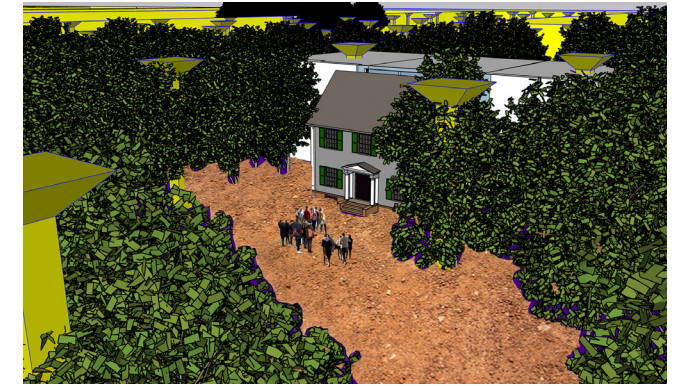
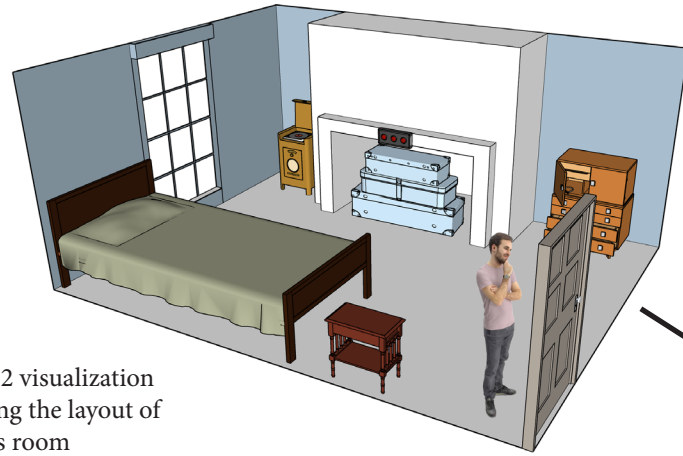
Phase 2 visualization showing the layout of 1st floor lobby of the attraction



Isometric view of the space



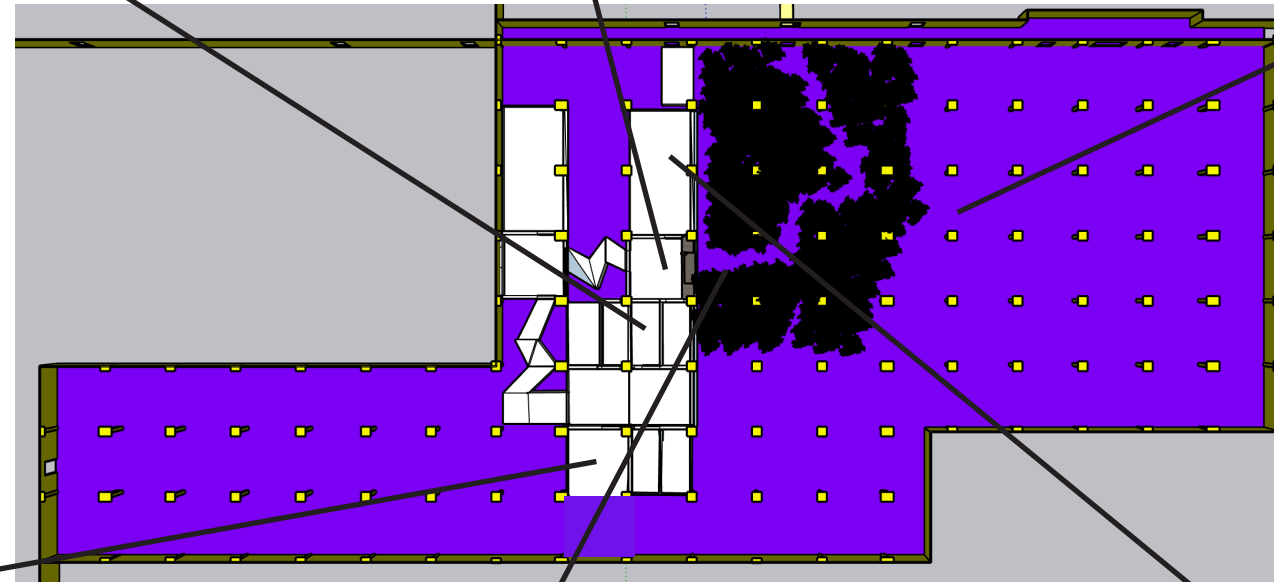
Phase 2 visualization showing the layout of Linda's room



Phase 2 visualization showing the entrance of the haunted house. Changes are made in Phase 3, for example, the forest trail is more narrow and curvy, and visitors will sit on vehicles to enter the house attraction



Phase 3 visualization showing the lighting and layout of Charles and Margaret's room.



Phase 3 visualization showing the lighting and layout of the entrance of the house.



Phase 3 visualization showing the lighting and layout of the dining room

# Drill Down - Heirlooms

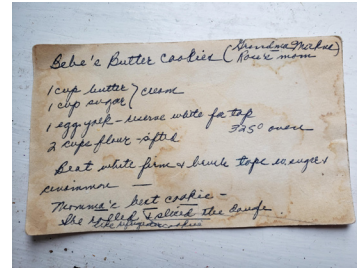
These are the 22 heirlooms that visitors have to find and unlock. Some belong to a particular family member while some are shared by multiple family members.



China vase



family painting



handwritten cookie recipe



pearl necklace



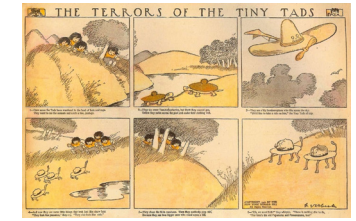
wedding gown



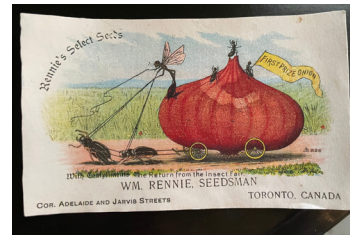
pocket watch



family ring



comic strip



postcard



sheet music



music box



China doll



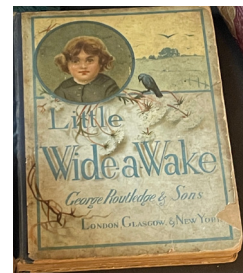
chess



romance letters



coin



book



seashell



bracelet



China cup



Christmas wreath



rosary necklace



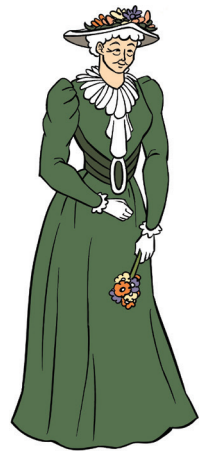
hat

## Drill Down - Characters

The characters of 'Locust Lodge - Haunted Dark Ride' are all of the deceased members of the Boake family. The characters will be played by actors and the costumes that the actors wear are all historically accurate to the time period that the characters died.



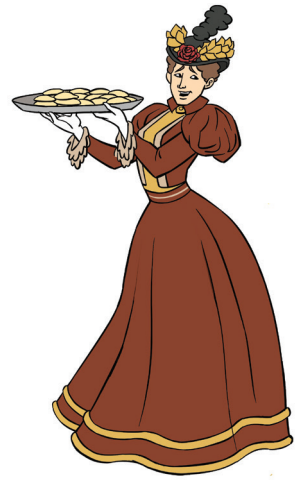
Edward



Sarah



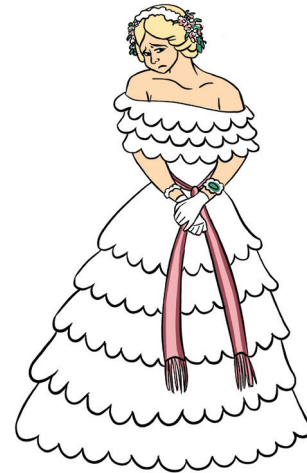
Elizabeth



Jane



Frank



Julia



Thomas



William



Lydia



Olive



Anna



George



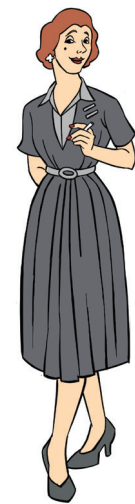
Rose



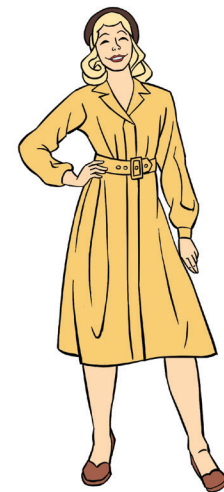
Joseph



Robert



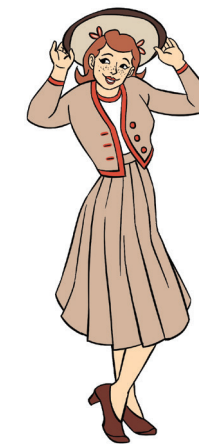
Margaret



Debra



Charles



Linda



David

# Drill Down - P.O.V. Visualizations (House Entrance)

This visualization shows the view of visitors sitting on their vehicles when they enter the entrance of the Locust Lodge mansion. While traveling through the forest trail, visitors will see ghost ancestors coming out of the forest to scare them and tombstones of deceased Boake family members. The area will be slightly cold, dark and misty to create a spooky atmosphere.



## Drill Down - P.O.V. Visualizations (Escape Room)

This visualization shows the environment of one of the escape rooms, Charles and Margaret's bedroom. The bedroom will be lightened by oil lamps as to create a spooky atmosphere. This also creates a challenge for visitors, as visitors have to look for clues to solve the questions in a dim environment.



# Drill Down - P.O.V. Visualizations (Escape Room)

The escape rooms include elements from time periods of 1830s-1940s, since it's been used by 4 generations of the family.



1940s books, postcards, matchboxes, oil lamp, china vase



1830s fireplace



1830s curtains



1940s basin, pitcher and desk



1890s China collection



1940s oil lamp



1940s bed



photo of Charles & Margaret

1940s suitcases



1940s wallpapaer

1860s cabinet



1940s rasdio



1940s cabinet



# Drill Down - P.O.V. Visualizations (Escape Room)

There are 5 heirlooms in this escape room. This visualization shows where the heirlooms are located.



the China cup is located inside the cabinet



the pearl necklace is hidden behind the photograph



the family ring is located inside of the drawer below the radio



the seashell is located inside the cabinet



the family painting is hidden inside the middle suitcase

## Drill Down - P.O.V. Visualizations (Dining Room)

The dining room has a lot of scary visual elements, such as blood dripping from walls, spooky green lighting, dark environment, skeletons and creepy hands. It also used the perfume of 'blood cedar' which gives visitors a scent of blood. Noises such as glassbreaking, blood dripping and crying sounds can be heard in the room. Some of the actors who sit beside visitors may also scare visitors by reacting to the spooky elements of the room, for example, suddenly screaming or pointing at animatronics.



# Drill Down - P.O.V. Visualizations (Dining Room)

The room setting of the dining room include elements from the time periods of 1830s-1940s.



1900s chandelier



1940s wallpaper



1940s radio



portrait painting of Edward Boake



1870s desk



1860s Turkish carpet



1830s desk



1940s chair

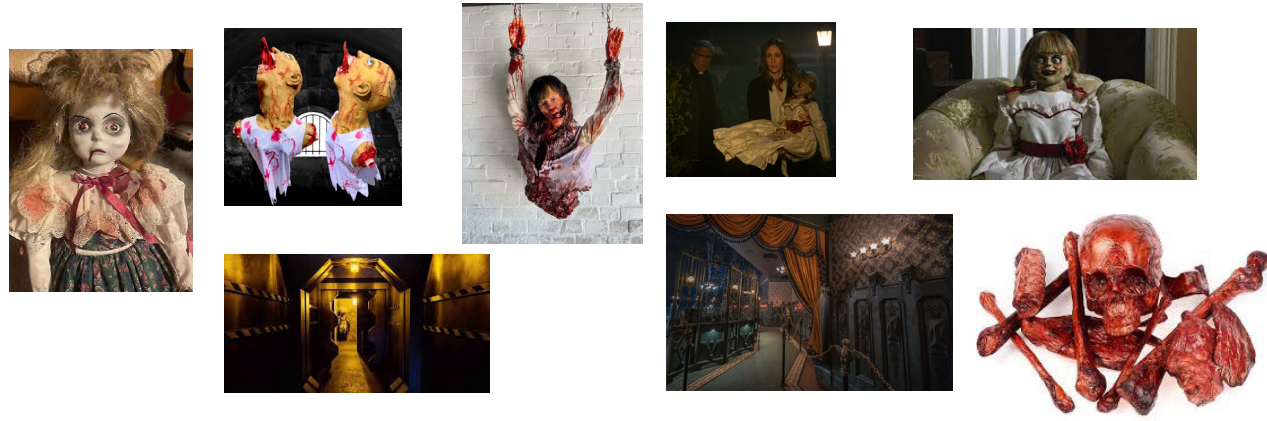


1830s dining table

## Drill Down - Multi-Sensory Experience Description

During the experience, the emotions that visitors will experience include feeling scared, trapped, thrilled, challenged and deductive. There are also many multi-sensory experience elements throughout the entire experience.

For example, the attraction will have visual sensory elements such as dark environments, flashy lights, scary display props, animatronics and changing colors of light. Reference images :



Sound sensory elements such as ghost crying sounds and glass breaking sounds. The temperature of the house will be slightly cold and chilly to make the place feel ghostly and increase the nervous feeling of visitors, in order to let visitors be more immersed in the haunted house environment.

Sound references:

<https://www.youtube.com/watch?v=aU94sKG-wEU&list=PLbQKxNSwe22e7YZfGu5Rbafb733y0udf3&index=4>

<https://www.youtube.com/watch?v=4EGgEvkHad0&list=PLbQKxNSwe22e7YZfGu5Rbafb733y0udf3&index=6>

<https://www.youtube.com/watch?v=AqfwjSd9MrY&list=PLbQKxNSwe22e7YZfGu5Rbafb733y0udf3&index=8>

[https://www.youtube.com/watch?v=BTiPYs\\_lkj8&list=PLbQKxNSwe22e7YZfGu5Rbafb733y0udf3&index=12](https://www.youtube.com/watch?v=BTiPYs_lkj8&list=PLbQKxNSwe22e7YZfGu5Rbafb733y0udf3&index=12)

<https://www.youtube.com/watch?v=4qSIx-RRcQo>

Smell sensory elements such as the scent of blood, mold, and decaying wood will also be included in the experience.



Other than that, visitors will also experience the sense of touch during the experience when they touch different materials in escape rooms.



The temperature of the house will be slightly cold and chilly to make the place feel ghostly and increase the nervous feeling of visitors, in order to let visitors be more immersed in the haunted house environment.

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