



THE “GOLD KILLER”

AN ESCAPE ROOM ON WHEELS

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WARNING:

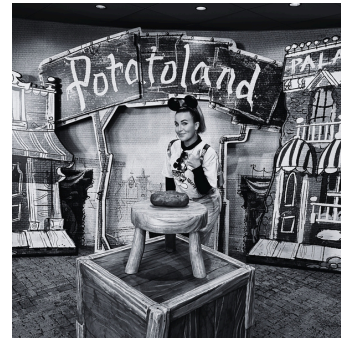
THE FOLLOWING CONTENT MAY BE DISTURBING TO SOME INDIVIDUALS. THIS EXPERIENCE CONTAINS GRAPHIC CONTENT WITH DEPICTIONS OF HORROR. PROCEED AT YOUR OWN RISK.

WHO?



JASON WILLIAMS
ENGINEER

Sustainability
Mechanical Design



LAUREN MCDONALD
CREATIVE TECHNOLOGY

Narrative
Puzzle design



BRYNN BARRIGER
ARCHITECT

Project Coordination
Design

WHAT?



OUR IDENTITY

- Give people the chance to escape reality.
- Enable dreams
- Opportunity to act without consequence
- Make the ordinary extraordinary
- Provide an outrageous experience to the average person
- Defy and exceed expectations
- Provide closure



THE EXPERIENCE

After determining our identity, we decided to create a challenge-like immersive experience.



THE SCALE

The experience will exist within an ice cream truck to enhance narrative and immersion.



THE STUDY

Our team decided to do research on escape rooms by actually participating in one. This gave us the opportunity to really understand the way that escape rooms function. We discovered things about how the puzzles work and timing that influenced our decisions throughout our design process. Plus, we **escaped** in only 45 minutes!

THE STORY

After being hired as a detective, our mission begins to unfold: unraveling the mystery of a serial killer posing as an ice cream vendor, targeting innocent children. We are tasked with finding his secret base. Following a trail of reports and evidence, our journey begins at an abandoned warehouse for a debriefing. We find out that the truck has been located and it's time to go undercover and go for ice cream.

With our team of detectives, we devise a plan to stake out the truck, hoping to gather crucial evidence and install surveillance. After approaching the truck, we notice that the owner has left for a moment and it's open! We decide to take a chance and look inside for evidence. Inside the truck's interior, a chill hangs in the air, heightening the gravity of our task. Suddenly, the metallic clink of keys echoes outside and the back door locks, followed by the low rumble of the engine coming to life.

Now thrust into a high-stakes scenario, we rely on our wits to decipher clues, decode cryptic messages, and use tools at our disposal to solve the puzzles. Oh, and not get caught! Failing means falling into the clutches of the cold killer...

It's a race against time and a test of our skills—a challenge that demands every ounce of focus and determination that we possess. This daunting task requires us to think like a detective and hostage alike. Will we make it out alive? And will we uncover things we would never expect?

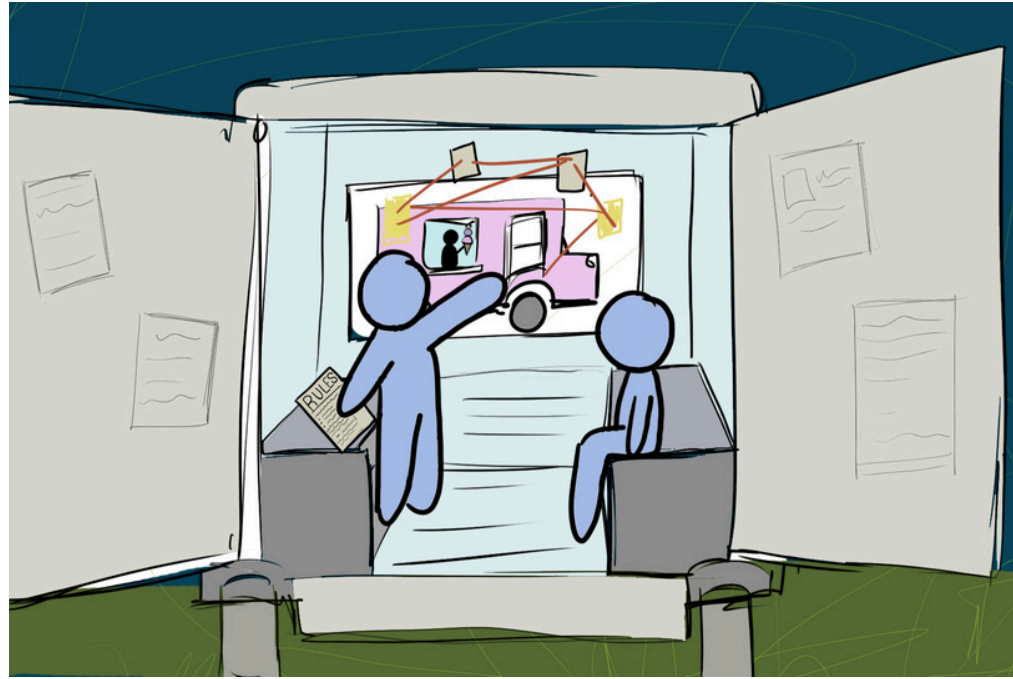
I scream. You scream. We **all** scream for ice cream.



STORYBOARDS

SCENE 1 - DETECTIVE VAN DEBRIEF

The first scene is set in a detective's stake-out van that is on location near the ice cream truck. Here we will receive our mission and set up the story line for the mission. This is the precursor to what will happen throughout the story.



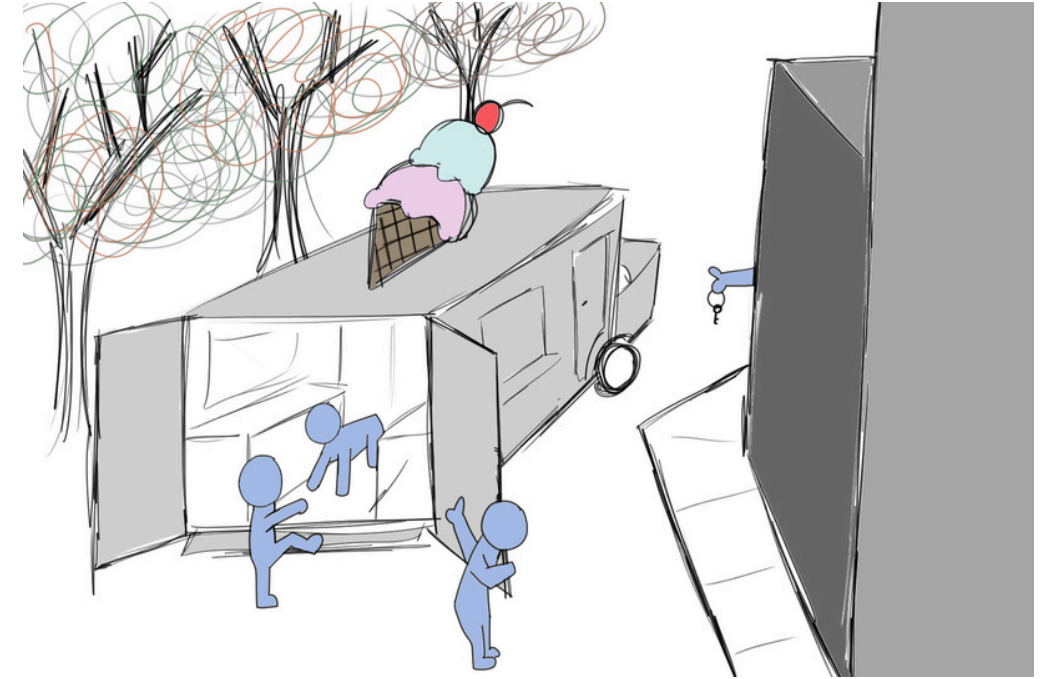
SCENE 2 - OUTSIDE THE TRUCK

The second scene is where the guests will go to scope out the truck. They realize the serial killer has left the truck for a minute. The detective calls in and suggests they check out the back door to see if its open.



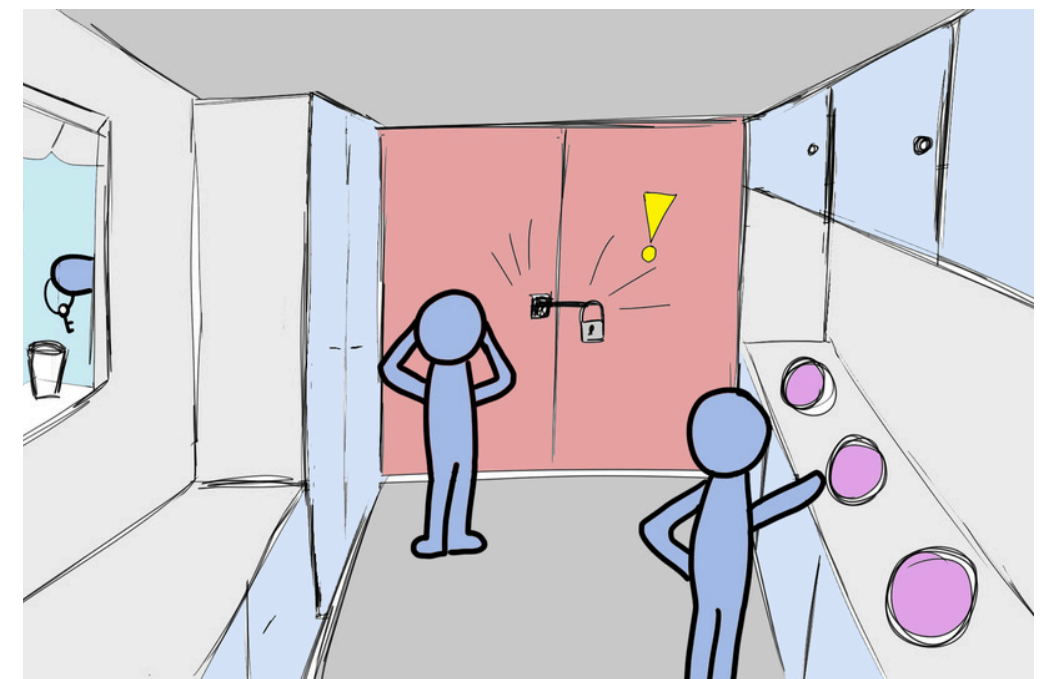
SCENE 3- ENTERING THE TRUCK

To all of the detectives surprise, the ice cream man leaves his truck. This is the perfect opportunity to look inside and see if we can find out where his secret base is located. We have to hurry while he is away and not get caught!



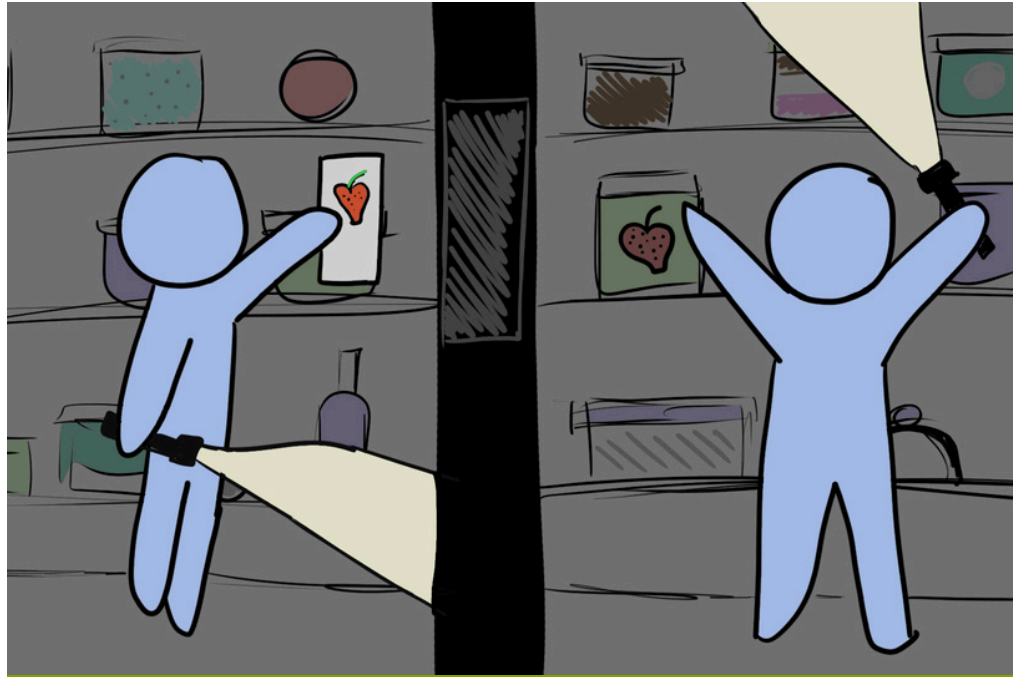
SCENE 4 - LOCKED IN

As the group is searching for clues inside the truck, we suddenly hear keys jingle and the lock to the back doors click. The group realizes that they are trapped in the back of the truck as the killer starts to drive away. They now have to try and not get caught or they might be next...



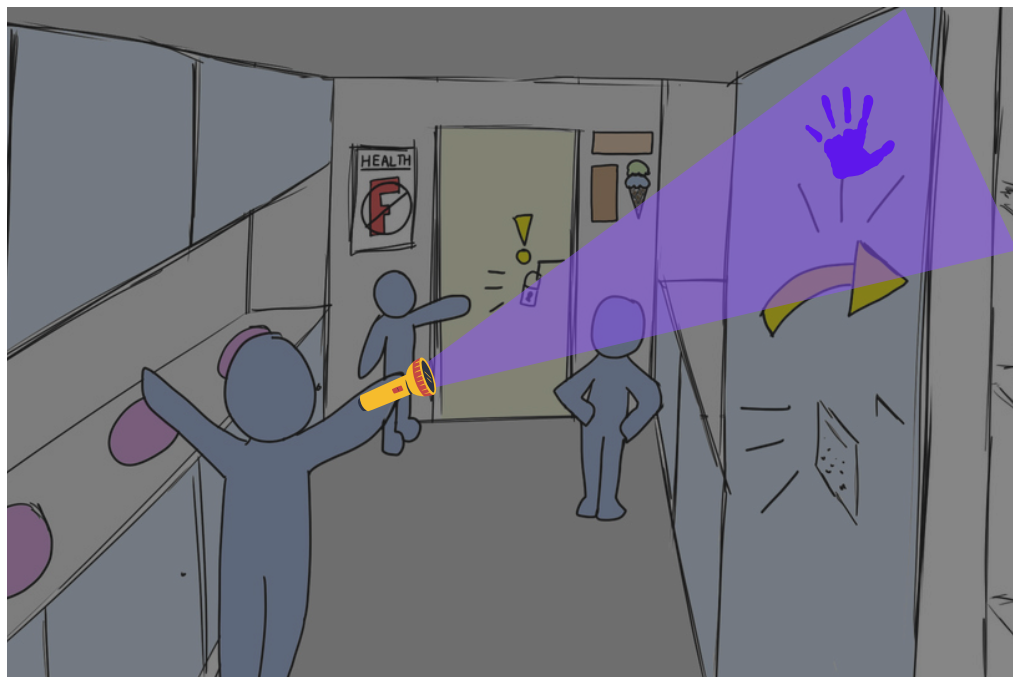
SCENE 5 - HIDING IN FREEZER

When the truck stops, the detectives at home base radio in and tell the group that the killer is headed to the back and to quickly hide on the freezer before he finds you. While in this room, you can hear the truck owner selling ice cream and operating the truck.



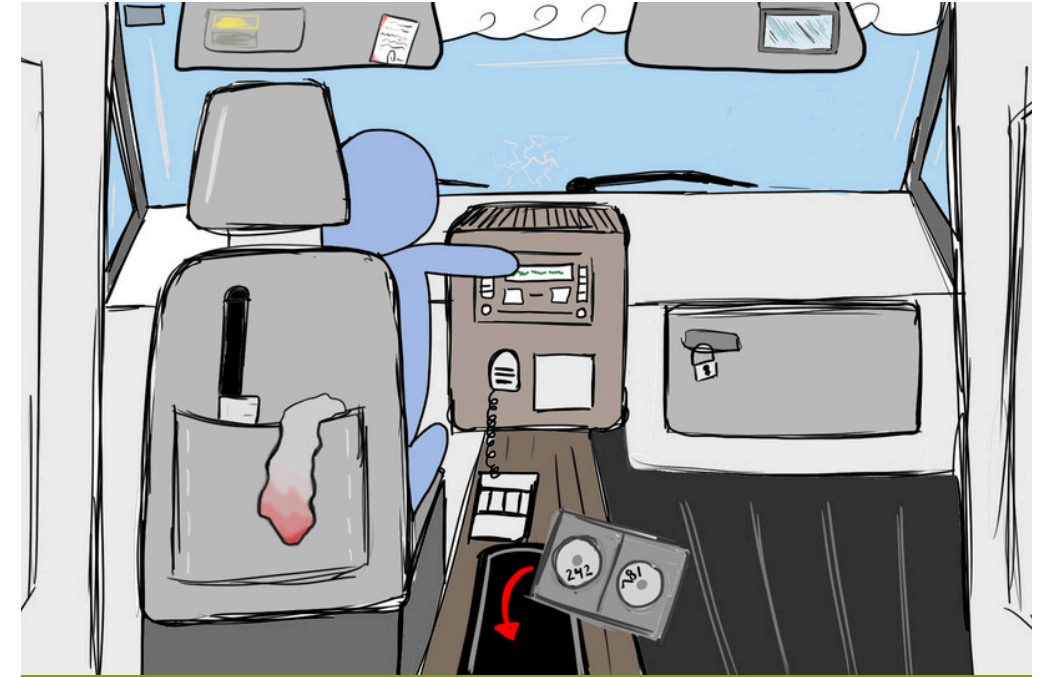
SCENE 6 - LIGHTS OUT

Once the truck starts to move again, the group leaves the freezer to find a grim atmosphere and finds things left behind by the killer. Using these new clues along with those from the freezer, they have what they need to solve the next set of puzzles.



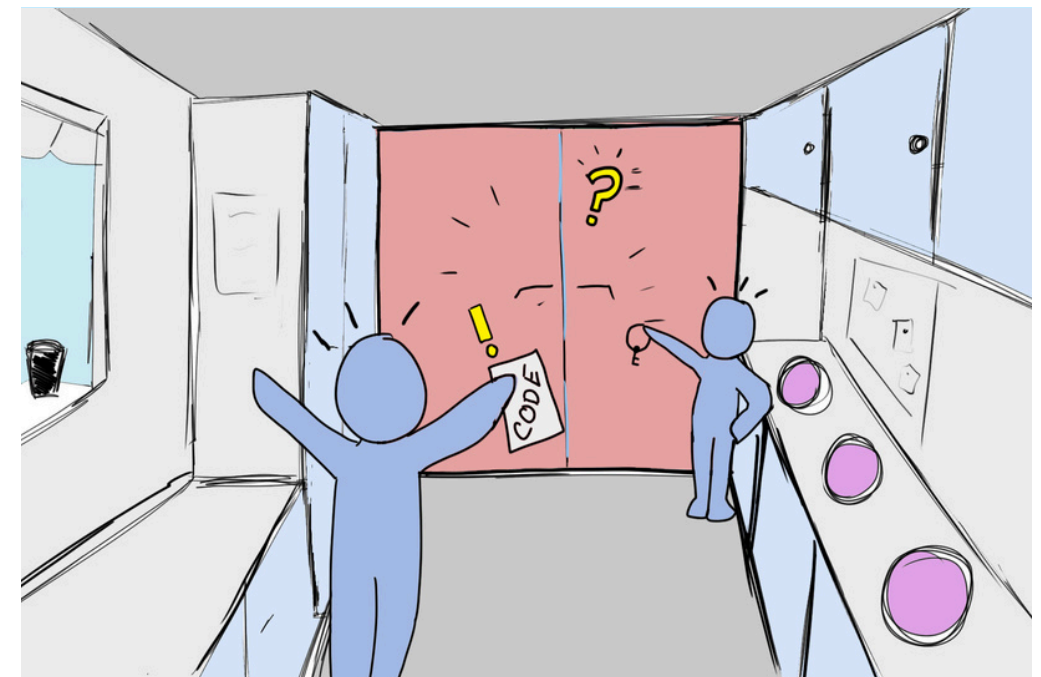
SCENE 7- DRIVER'S SEAT

The truck stops again and the group enters the front seat and finds clues about the serial killer himself. They only have so much time before the truck owner gets back and they'll be caught. In this area, they find the answer to who the next victim will be...

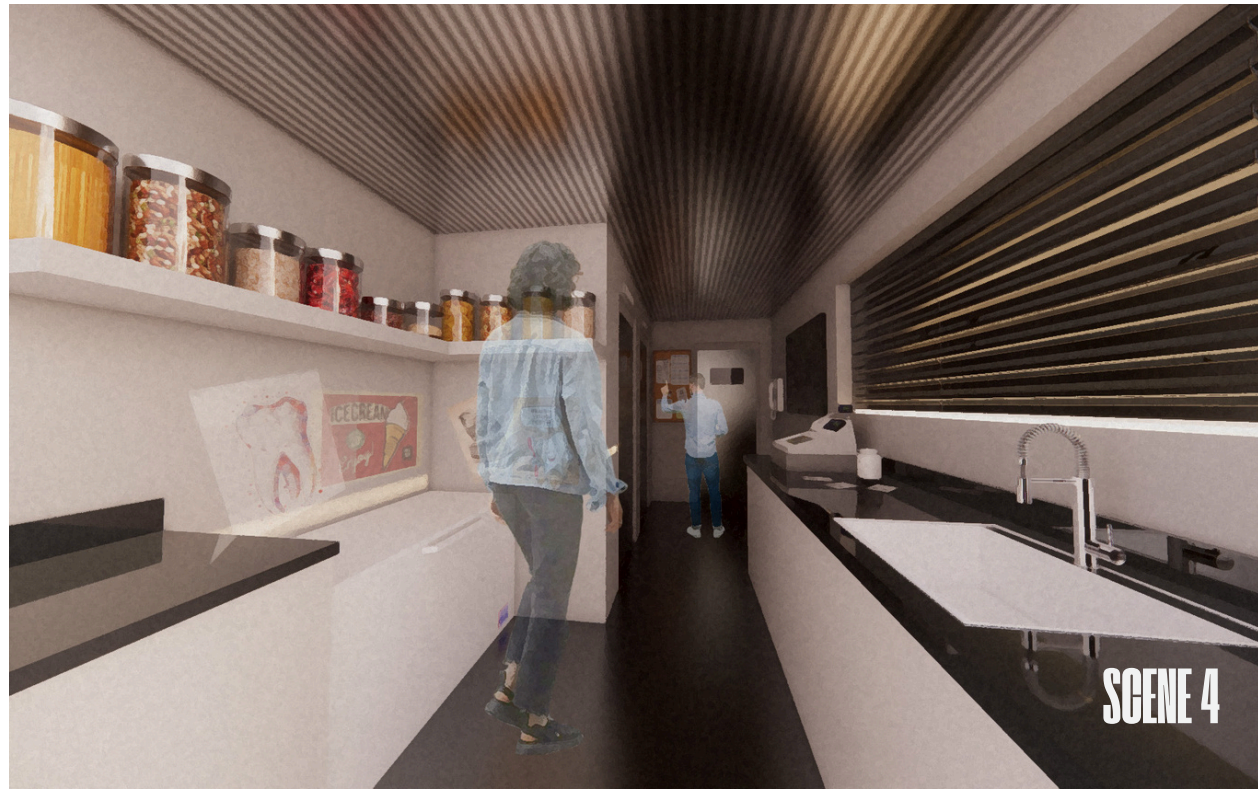


SCENE 8 - THE ESCAPE

The group has what they need to escape the truck, but they need to make it before the killer comes back. As they approach the door it begins to rattle and they are unsure if it is the detective team or the cold killer himself...



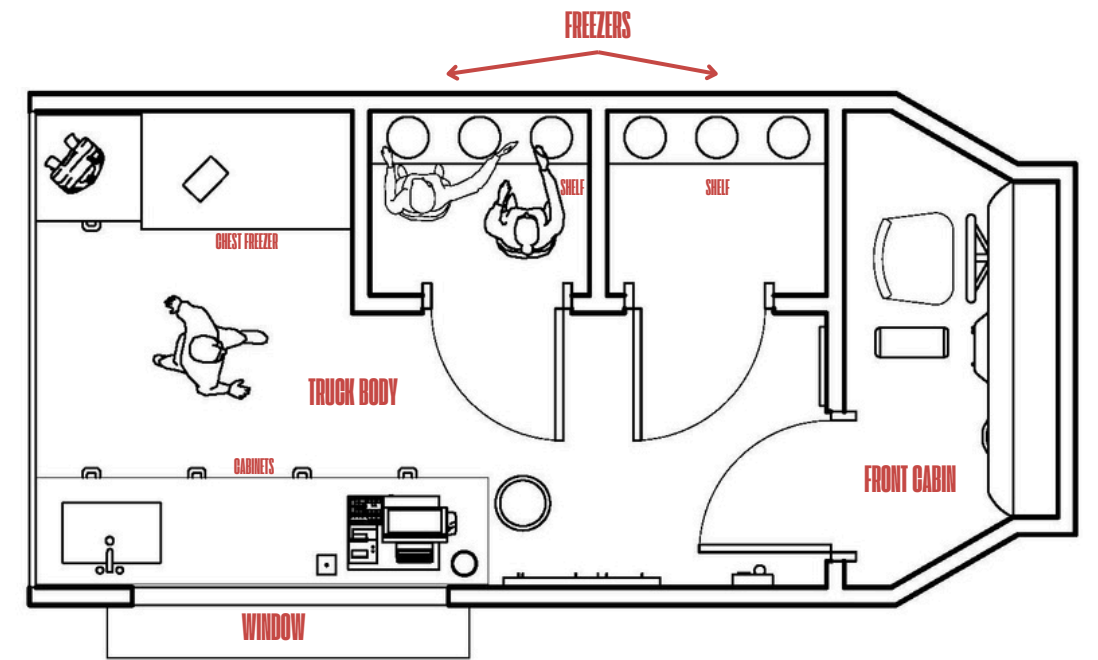
CONCEPT ART



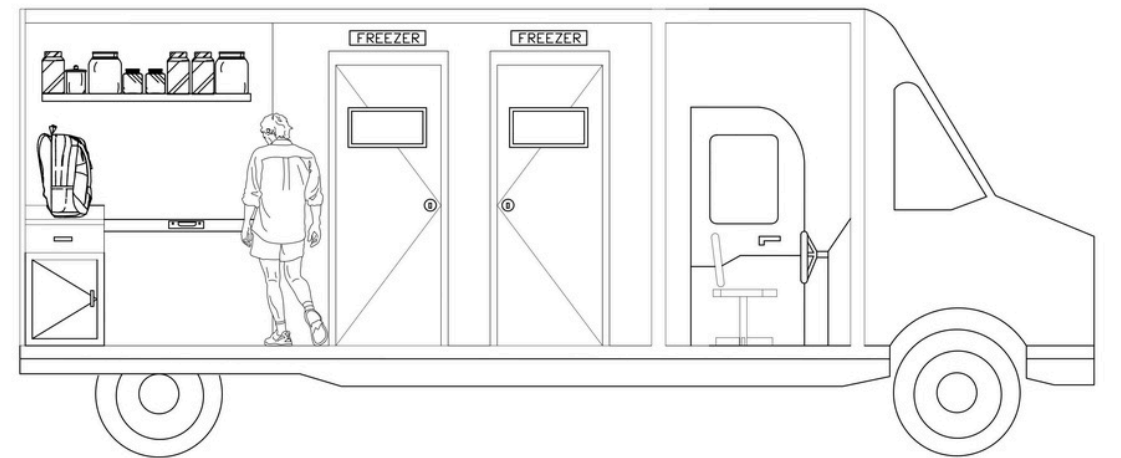
The concept art aims to show the change in mood between before the guests are locked in the freezer and after they come out. This mood change is displayed through dimmer lighting and blacklights that reveal new elements of horror

PLAN DRAWINGS

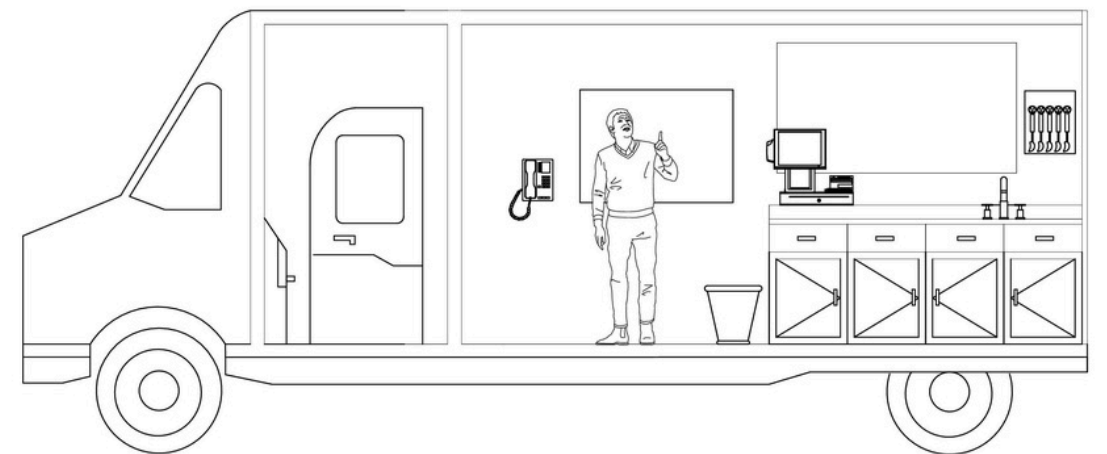
FLOOR PLAN



SECTION 1



SECTION 2



RULES SHEETS

In a race against time, this challenge requires you to think like a detective and hostage alike. Will you make it out alive and uncover the twisted nightmare? or will you melt in the cold killers clutches?

ITS TIME TO ESCAPE.



ESCAPE THE COLD KILLER
ESCAPE THE COLD KILLER

60 min | Difficulty level 9/10

All players **MUST** be read through these rules prior to entering the experience. Feel free to ask the lead detective any questions or concerns.

If participants do not follow the rules below, COLD KILLERS reserves the right to remove any groups of detectives from the experience, **WITHOUT REFUND.**

SENSORY WARNINGS:

This experience contains **LOUD NOISES, ATMOSPHERIC SCENTS, and JUMP SCARES.** There may be moments of confined spaces and low light or complete darkness.

PHYSICAL REQUIREMENTS:

This experience will require guests to move throughout the space in a moving environment. If you are prone to motion sickness, please take extra care and consideration before entering this experience.

RULES:

This is an **ACTOR** driven experience. We encourage you to interact with the actor for a more immersive and engaging experience. Do **NOT** touch the Actor! We want to make this a fun experience for **EVERYONE.** Be cautious when climbing through doors, stepping around objects, and moving throughout the space. If a physical action seems reasonable, go for it. If that action feels destructive, call the detective to ask! They will let you know if you should damage the truck :)

LOCKS

Keys and codes will only be used once. Do not pry open, or use force to open locked spaces or compartments - if the key/code is correct, it will not require force. The use of cell phones and other outside materials is prohibited. What you see or hear, leave here; do not share any of the puzzles or clues with others, we do not want to spoil the fun for others! There are **UNLIMITED HINTS** - if you are stuck, please ask! Detectives will be your aid in this uncover mission - use them!

There are adult themes and graphic content within this experience. Be advised you must be **16 AND UP** to join the detective team.

During the debrief with the detective, guests will be handed a folder containing these two laminated sheets (back and front). These spreads provide the guests with the sensory warnings, physical requirements, and the rules for locks they will find in this experience. It also provides general rules for guests when actively participating in the experience, for the safety of both the guests and the actors/crew involved.

PUZZLES

PUZZLE 1 - FINDING RECEIPT 1

Rearrange ice cream scoops to spell out "SWEET" and use this as the code to a nearby locked drawer that holds the first receipt. (PG. 14)

PUZZLE 2 - FINDING RECEIPT 2

Call the dentist number on the bulletin board and decipher the hidden code in their message to find the next receipt. (PG. 15)

PUZZLE 3 - FINDING RECEIPT 3

Use a magnet to find which coin in the tip jar is unique. The year on that coin is the code that leads to the last receipt. (PG. 16)

PUZZLE 4 - USING RECEIPTS

Add the totals from each receipt to the cash register and it will open, revealing keys to the freezers and a clue for the map. (PG. 17)

SCENE 5

Use a list of popular flavors to seek out specific ice cream tubs that have fabric samples with patterns that resemble ice cream flavors. Communicate those flavors to the guests in the other freezer through the vent to find kid's items and photos hidden in ice cream tubs. The letters on the items correspond to a letter lock on a lunch box in the freezer. (PG. 18)

PUZZLE 5 - POPULAR FLAVORS

SCENE 6

New bills have appeared in the tip jar. Use a nearby black light on them to find which one hides the code to a newly arrived backpack. It holds a photo album that will use the photos found in the freezer. Put the photos into the correct locations and a trap door will provide the freezer key. The freezer holds the last clue to the map and maybe some body parts... (PG. 19)

PUZZLE 6 - PHOTO ALBUM

Using each of the three accumulated clues for house locations, fit the houses into the neighborhood map. The killer's route lights up which is used on the directional lock leading to the driver's cabin of the truck. (PG. 20)

PUZZLE 7 - DETERMINE ROUTE

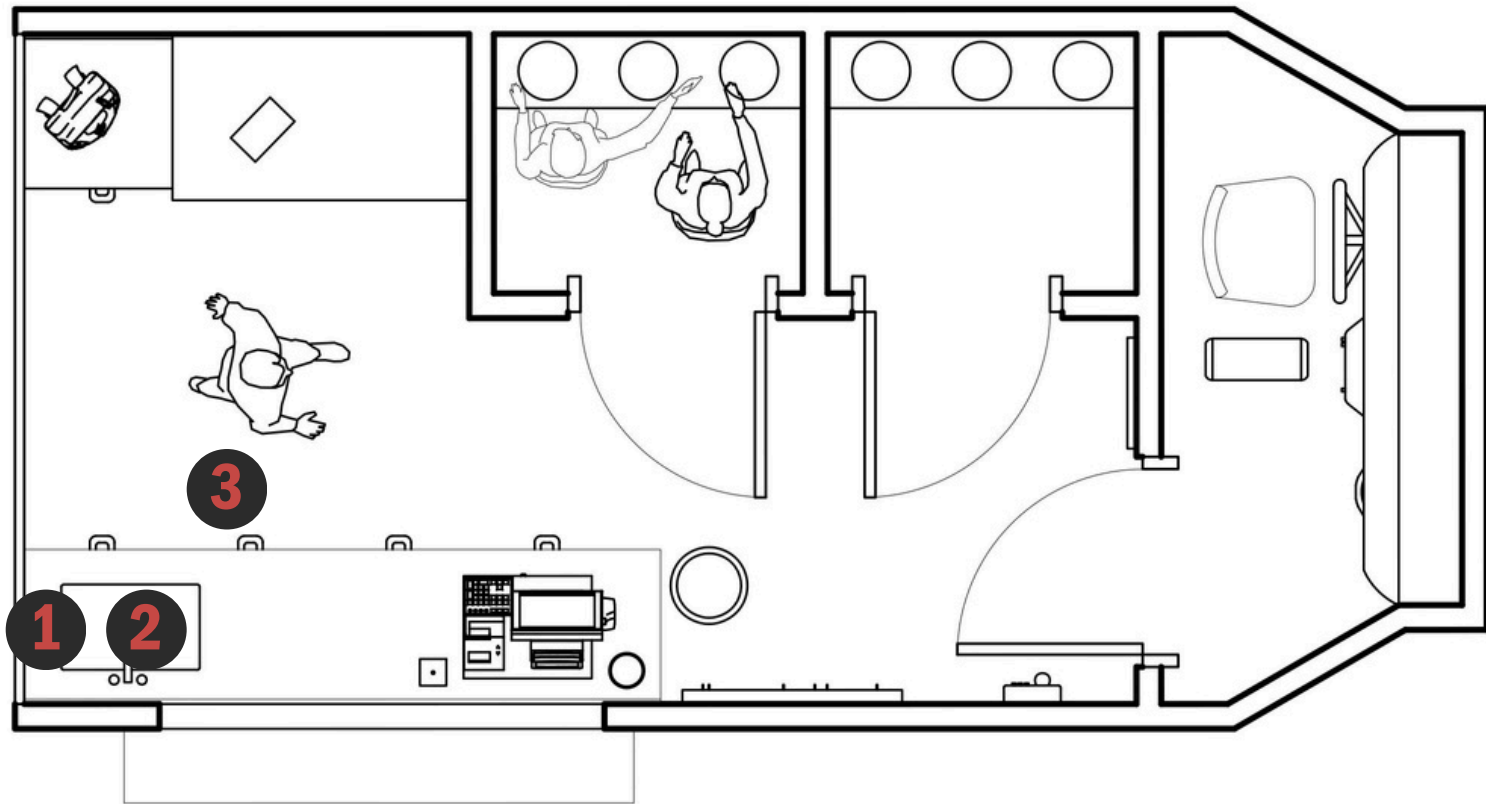
SCENE 7

Find a note from the killer's mother that directs you to tune in to his favorite radio station. Match the song playing to the correct CD in the center console to discover the code that unlocks the glove compartment. Find photos of the next victims and the key to the back door of the truck. (PG. 21)

PUZZLE 1 - ESCAPE?

PUZZLE 1 - FINDING RECEIPT 1

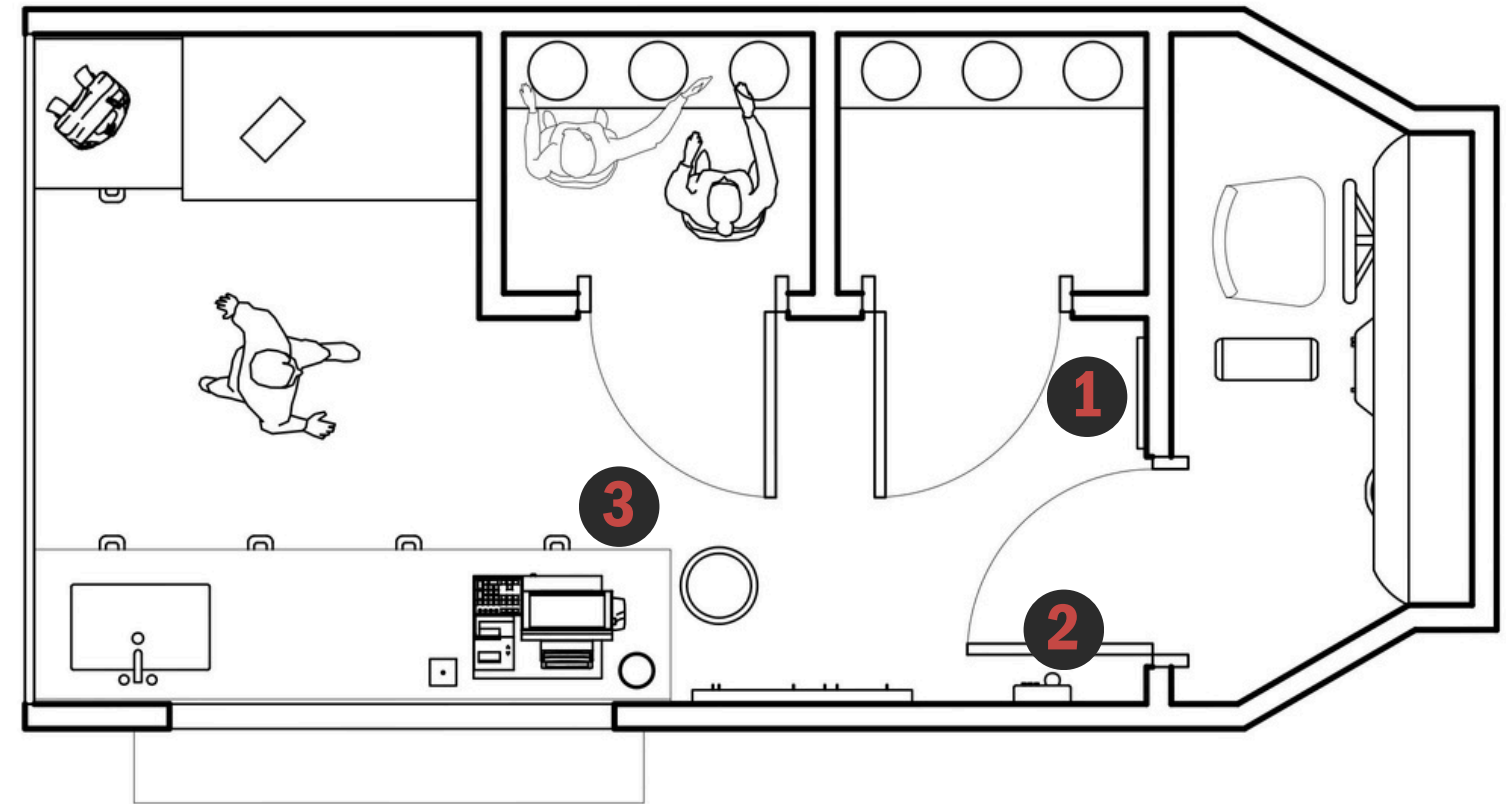
(SCENE 4)



1. Scopes with Letters
2. Letter Lock (SWEET)
3. Cabinet w/Receipts

PUZZLE 2 - FINDING RECEIPT 2

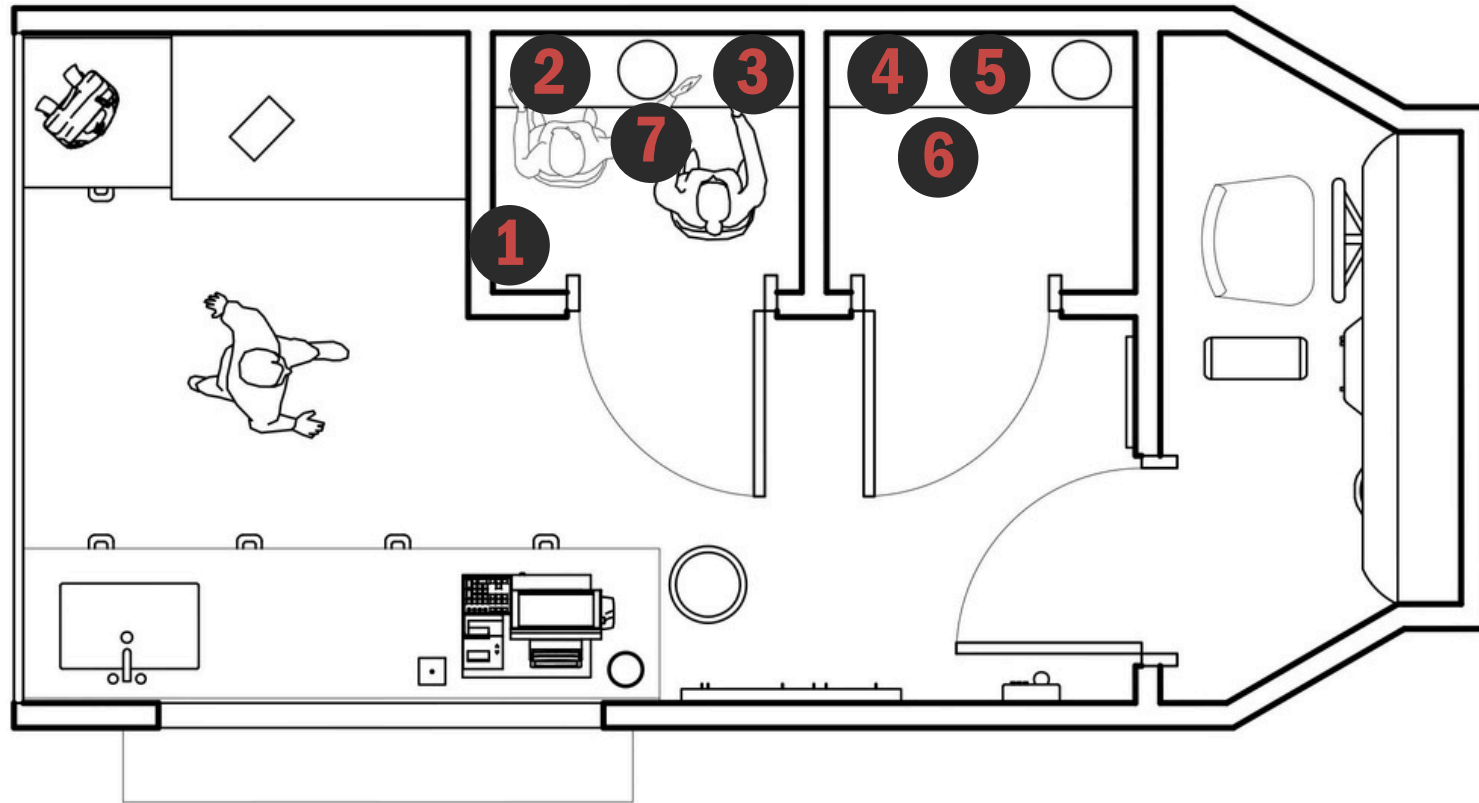
(SCENE 4)



1. Bulletin Board w/
Dentist Number
2. Wall Phone
3. Drawer w/Receipt

PUZZLE 5 - POPULAR FLAVORS

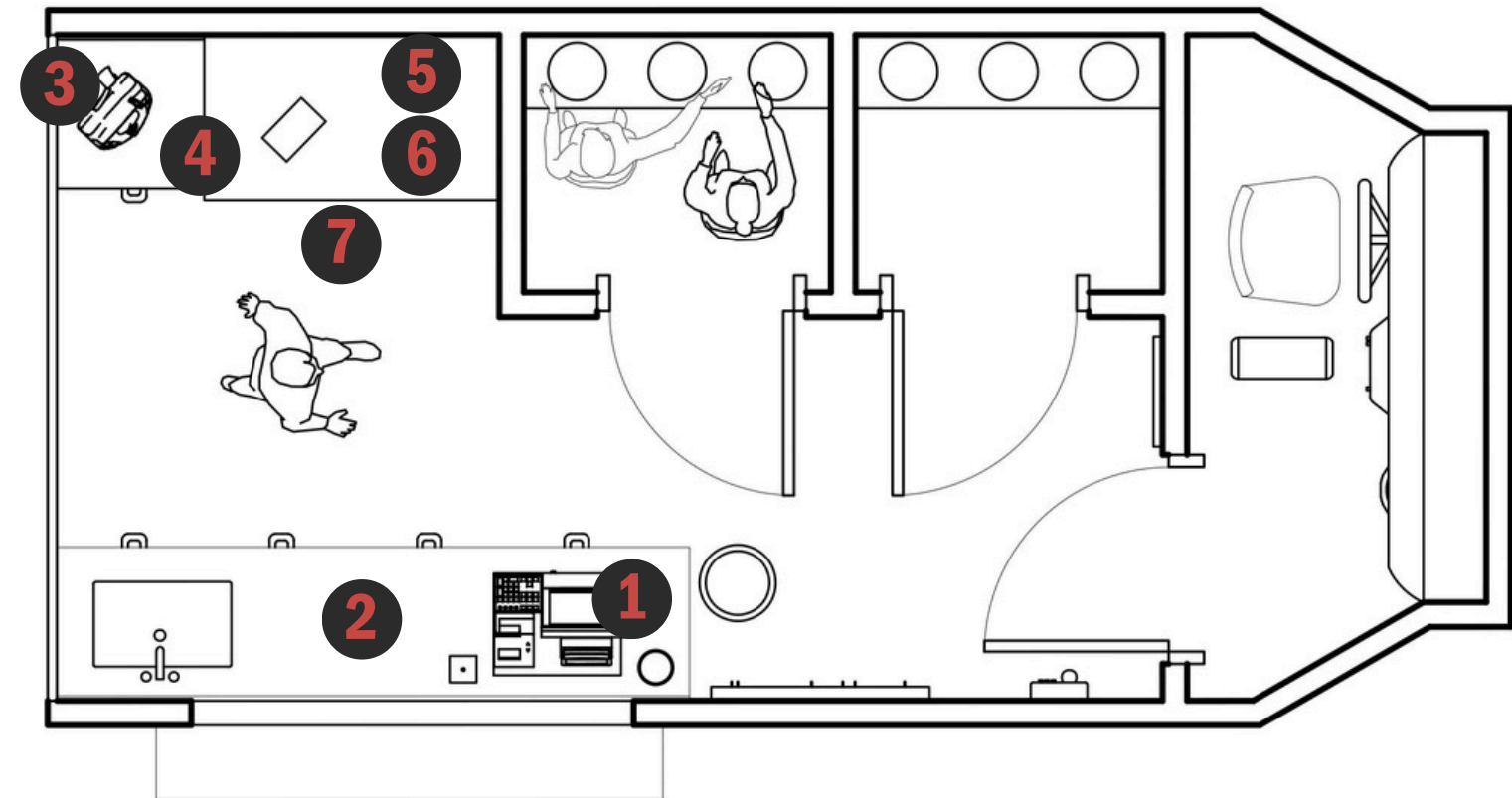
(SCENE 5)



1. List of Popular Flavors
2. Ice Cream Tubs
3. Fabric Swatches
4. Ice Cream Flavors
5. Ice Cream Tub
6. Kids Items
7. Lunch Box w/ Lock
"COLD"

PUZZLE 6 - PHOTO ALBUM

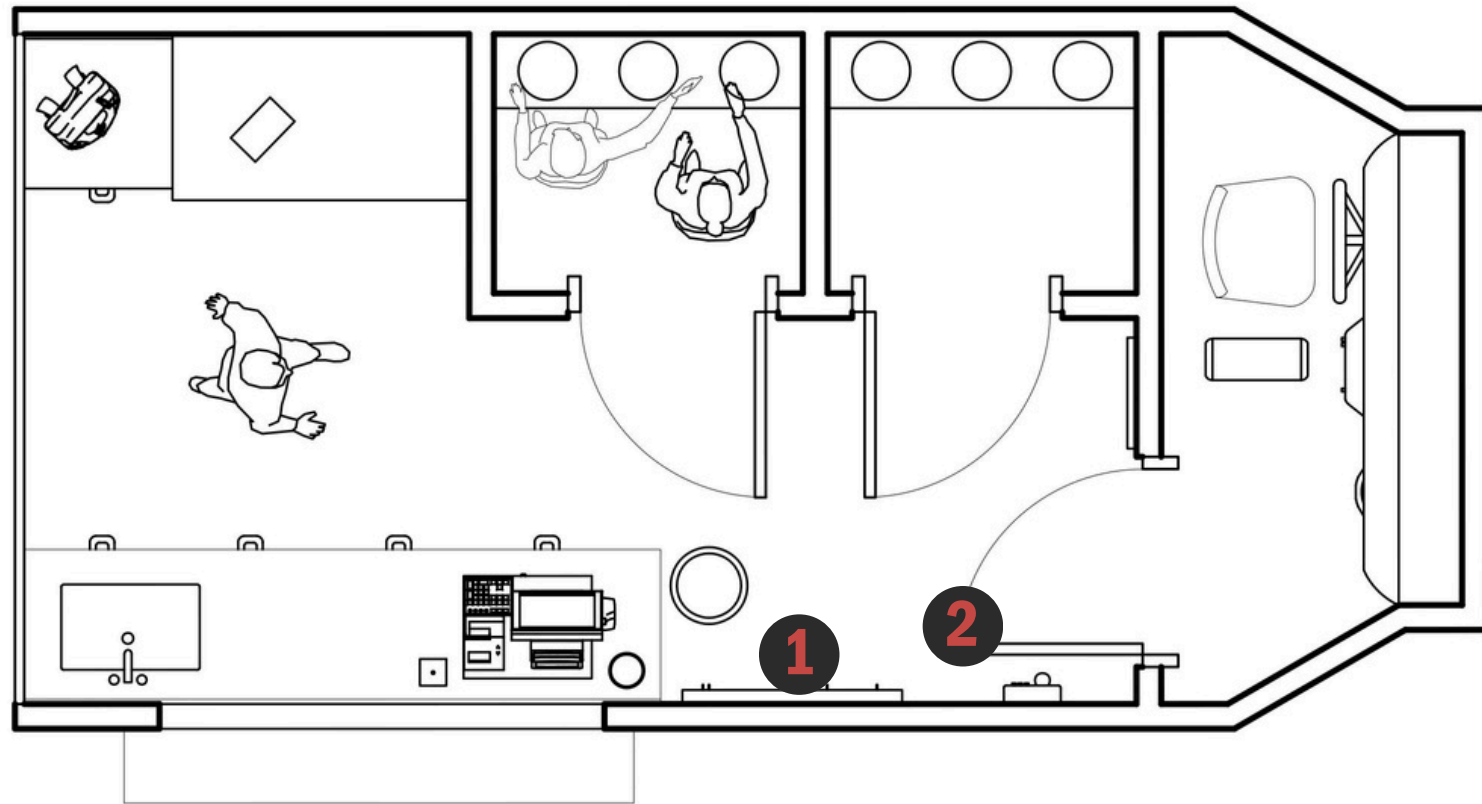
(SCENE 6)



1. Tip Jar Dollars
2. Black Light
3. Backpack
4. Photo Album
5. Trap Door
6. Freezer Key
7. Freezer Top

PUZZLE 7 - DETERMINE ROUTE

(SCENE 6)

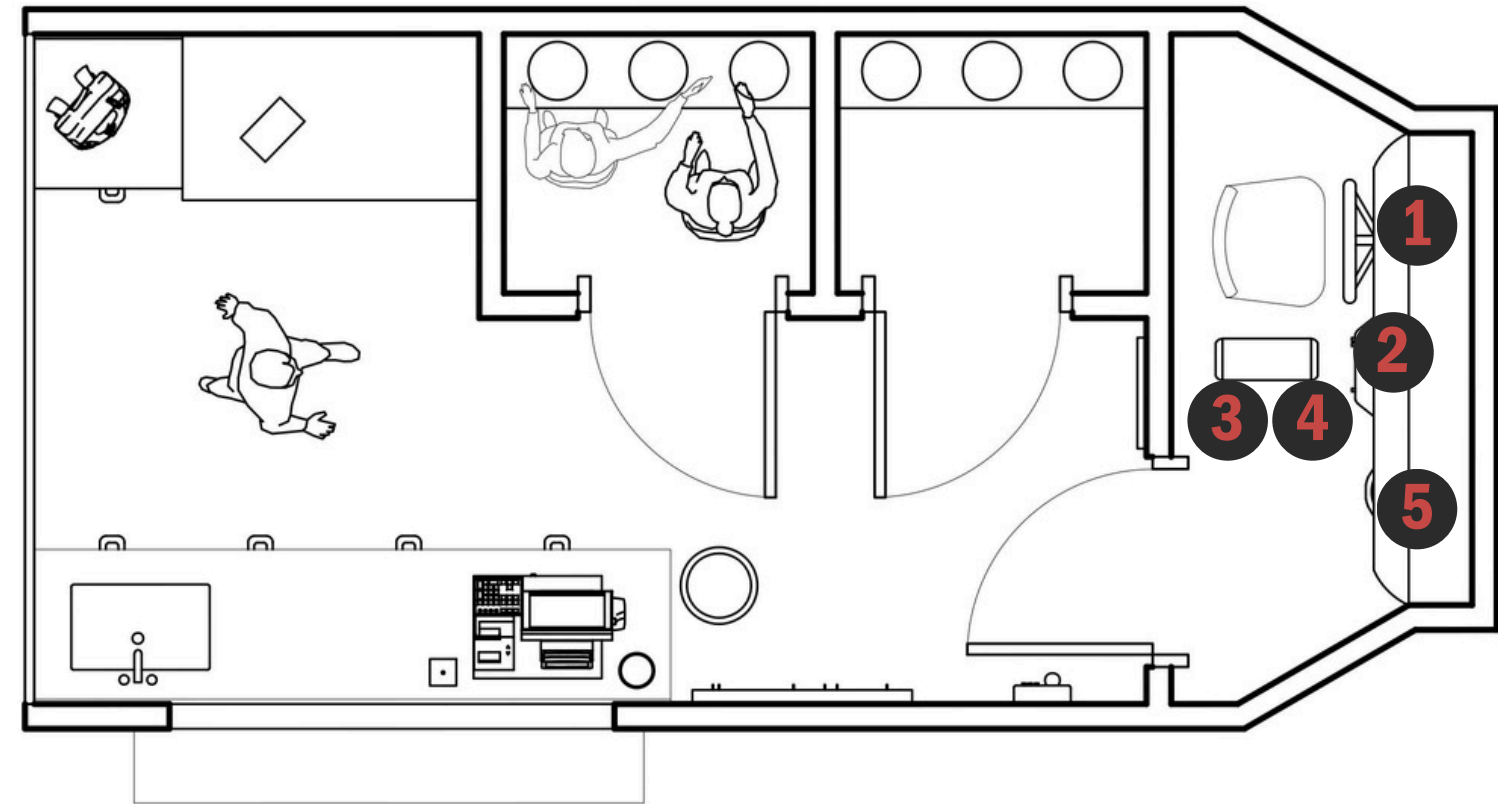


- 1. Neighborhood Map
- 2. Directional Lock

After each of the main sections of puzzles (Scenes 4, 5, and 6), clues are found for where to place house pieces into the map board. Once all three are placed correctly, the lights will flicker in the truck and lights will illuminate the correct route on the map.

PUZZLE 8 - ESCAPE?

(SCENE 7)



- 1. Sun Shade Note
- 2. Radio Station
- 3. Center Console
- 4. CD with Numbers
- 5. Glove Compartment

FULL SCRIPT



THE COLD KILLER'S BACKSTORY



THE PLOT TWIST



Once guests solve the very last puzzle in the driver's cabin, they will open the glove box that contains a photo of the next victims. The twist is that the guests will uncover a photo of themselves that was taken as they were walking up to the truck initially. They will realize that they were the "Cold Killer's" next victims all along.



THANK YOU.

BRYNN BARRIGER | LAUREN MCDONALD | JASON WILLIAMS