

Hero of Transylvania

SUPPORTS

Identité graphique
Illustrations
**Rédaction/
Contenu**
Packaging

CLIENT

Ceertus

* design narratif

ANNÉE DE RÉALISATION

2020

● design graphique



Sept contes. Sept mini-mondes ou « rings ». Chacun revisitant un mythe ou une légende roumaine.

À une demi-heure du château de Dracula, le parc Hero redessine une Transylvanie imaginaire, à sensations fortes. Petits et grands pourront se divertir, se restaurer, se reposer, jouer, cheminer dans des parcours thématiques, chacun déclinant l'univers d'un conte. Chaque ring est la rencontre entre une architecture, un personnage et un paysage.

Afin d'accompagner l'équipe de conception, nous avons imaginé une histoire documentée et construite autour de contes traditionnels roumains et avons développé un fil narratif retranscrit spatialement. L'univers de Hero prend vie sous la forme d'une maquette et d'illustrations destinées à présenter ce projet de parc expérientiel. Un concept mêlant attractions et parcours poétiques qui place le visiteur au cœur d'une expérience unique, un univers dont il est le héros.









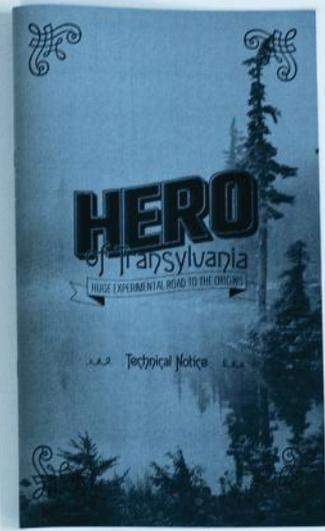
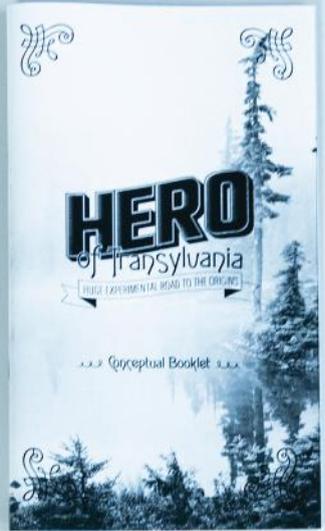
HERO
of Transylvania
HIGH EXPERIMENTAL ROAD TO THE ORIGINS

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Technical Note

ATTRACTION
FLORINE COURSE
NO SCRAPING DOWN ON WATER
UPON DOWN MANAGE
REPAIRING THE BEST HOPPER
THEATRICAL HOLOGRAPHIC SHOW
& STUDIO TRAIN
PALS TOWER

IMMERSIVE PAVILION
PALS TOWER
PALS TOWER
PALS TOWER
PALS TOWER
PALS TOWER
PALS TOWER





HERO of Transylvania

THE EXPERIMENTAL ROAD TO THE ORIGINS

ATTRACTION

- 41 FLOWERS CHANGE
- 42 BELIEVING IN SHOW ON WATER
- 43 OFFSHORE SHOW MARKET
- 44 BELIEVING FOR BEST MONSTER
- 45 THEATRICAL LANDSCAPES SHOW
- 46 STREET & STORAGE TRUCK
- 47 SENSATIONAL PAULS TOWER

CONTEMPLATIVE JOURNEY

- 15 INTERIORS OF FLOWERS
- 16 IN THE STEPS OF FLOWERS
- 17 THROUGH HILL LANDSCAPES
- 18 FROM HILL TO HILL, NEAR CLEARINGS
- 19 BETWEEN GARDENS
- 20 BETWEEN GARDENS
- 21 BETWEEN PAULS

EXPERIMENTAL JOURNEY

- 22 CHANGING COLORS
- 23 FAMILIES APPROPRIATIONS
- 24 THE UNUSUAL WORLD
- 25 ESCAPE FROM THE FOREST
- 26 ESCAPE FROM FOREST
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IMMERSIVE PAVILION

- 1 INTO THE FLOWERS
- 2 INTO THE FLOWERS
- 3 INTO THE FLOWERS
- 4 INTO THE FLOWERS
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- 6 INTO THE FLOWERS
- 7 INTO THE FLOWERS
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- 10 INTO THE FLOWERS
- 11 INTO THE FLOWERS
- 12 INTO THE FLOWERS
- 13 INTO THE FLOWERS
- 14 INTO THE FLOWERS

LEARNING SPACES

- 31 ALL ABOUT LIVING & FLOWERS
- 32 ALL ABOUT TRADITIONAL COSTUMES
- 33 ALL ABOUT LOCAL ARCHITECTURE
- 34 ALL ABOUT LOCAL ARCHITECTURE
- 35 ALL ABOUT ARTS & CRAFTS
- 36 ALL ABOUT HISTORY OF TRANSCYLVANIA
- 37 ALL ABOUT TRADITIONS & POPULAR BELIEFS
- 38 ALL ABOUT TRADITIONS & POPULAR BELIEFS
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ACCESS

- P PARKING
- T TICKETS
- I INFORMATION
- S SHOP