

## **Sword in the Stone: Themed Retail Shop.**

Interactive retail space themed to Walt Disney's 1963 *Sword in the Stone*.

Located in Disneyland, Fantasyland Village.

### **SUMMARY/ EXTERIOR:**

Nestled deep within the charming Fantasyland Village, guests can wonder upon *Merlin's "Higitus Figitus" Magic Shoppe*. Upon approaching the shop guests will notice it's medieval architectural style. As a result, the shop appears older than the surrounding facades of Fantasyland. Outside of the shop is a charming stone well allowing kids and adults to make a special wish! Located to the right of the shop sits the sword in the stone. Guests are invited to try pulling the sword out of the stone and take a memorable photo.

### **Magical Moments:**

- 1. The well would bubble and spray unexpected guests. From inside the well people can hear Merlin and Arthur singing "makes the world go round."**
- 2. Merlin and Arthur as fish could be seen swimming at the bottom of the well.**
- 3. The Sword in the Stone would be designed as a photo spot. The sword would sometimes slightly rise up while being pulled, but would never come fully out of the stone.**
- 4. Located in one of the nearby trees would be Merlin and Arthur as squirrels looking down at guests.**

### **INTERIOR:**

The inside of the shop would be weathered and appear to be slightly starting to crumble. The walls would be covered by stacks of books, pans, pots and dishes. Scattered around the shop are interactive elements that the visitors must discover on their own.

### **Magical Moments:**

- 1. Small stacks of teapots and kettles would offer a surprise. When a child goes to touch the handle of the teapot it spews bubbles and steam.**
- 2. Tables around the room would have piles of books upon them. A few books would have their pages magically turn themselves.**
- 3. Kids could walk up to a globe and say aloud where they are from. The globe would then spin and their home country would light up.**

### **MERLIN'S CLEANING SHOW:**

Located in the back of the shop is a large window looking into Merlin's study. The room is filled with spell books, gadgets and old furniture. In the center of the room is Merlin standing on a stool. Every hour a loud bell is heard in the store, this bell causes Merlin to wake up. This begins the small show that occurs in the shop. The show would use drone technology combined with innovative effects. The drones would allow the knick knacks to fly around the room, as if being controlled by magic!

### **Show Beats:**

- 1. Merlin wakes up from the sound of the bell.**
- 2. He soon notices how messy the room has become.**
- 3. Merlin decides the shop must be cleaned for his guests!**
- 4. Merlin raises his hands and begins to command the mess to wake up.**

SHOW SCRIPT CONCEPT:

**Merlin** : Higitus figitus zumba ka zing! I want your attention everything!

***At this point the pots, pans, books and boxes begin to slightly move.***

**Merlin** : We're cleaning the shop; come on let's go. (to a teapot) No, no not you; books are always first, you know!

***The books begin to float off the desk and hover in the air! This is achieved by small drones that have been placed in all of the objects around the room. The books rise off the desk and form a straight line.***

**Merlin** : Higitus figitus migitus mum! Prestidigitonium! Alica fez balaca zez. Malaca mez meripides!

***By this point all the objects have started to fly around the room. Like an orchestrated dance each knick knack gets placed back where it belongs: Merlin continues to sing.***

**Merlin**: Hockety pockety wockety wack! Odds and ends and bric-a-brac! Dum doodly doodly doodly dum. Higitus figitus migitus mum. Prestidigitonium. Higitus figitus migitus mum. Prestidigitonium!

***At the end of the song the room is now fully clean.***

**Merlin**: Yes, well, that's better. (yawn. Merlin begins to fall asleep while talking about some lesson he once taught)

CONCLUSION:

*Merlin's "Higitus Figitus" Magic Shoppe* will be an immersive and fun place for families to shop together. Combining retail with a show will offer guests something different.