



Georgia O'Keeffe Inspired  
Theme Park Land  
Team 67



# Our Mission



## Sustainability

We strive to protect the environment and encourage our guests to do the same, aligning with Georgia O'Keeffe's beliefs.

## Creativity

This land uniquely honors O'Keeffe's life work, while encouraging guests to unlock their imagination.

## Entertainment

Our attractions, shows, dining, and merchandise cater to audiences of all ages and foster inspiration to create.

Georgia O'Keeffe recognized the beauty of nature. This leaf logo highlights environmental commitments to our shared work of art: Planet Earth.



# Our Inspiration

## Santa Fe

Santa Fe, New Mexico had a special place in Georgia O'Keeffe's heart. She captured the local scenery at her summer home, Ghost Ranch.



## The Rio Chama

The Rio Chama is featured throughout O'Keeffe's work. She rafted along the river while photographing its beauty.



## Perspective

O'Keeffe often painted from unique angles. She could capture the world's beauty from any view.



## New York City

O'Keeffe lived in New York City in the 1920s. The city inspired many of her abstract urban paintings.





## GUIDE

### 1. CALLA LILY

Interactive Projection Experience

### 2. RIO CHAMA: BALLOON FIESTA

Hot Air Balloon Dark Ride

### 3. RIO CHAMA: RIVER EXPEDITION

Thrilling Rafting Adventure

### 4. GEORGIA'S GREENHOUSE CAFE

Plant-Based New Mexican Eatery

### 5. RED HILLS WITH FLOWERS

Hiking Trails Through Giant Flowers

### 6. TRIPLE DIVIDE EMPORIUM

Merchandise Location

### 7. GEYSER SPLASH PADS

Water Fun-Zones

### 8. MANHATTAN MARKETPLACE

Pretzels, Hot Dogs, Spiralized Potatoes

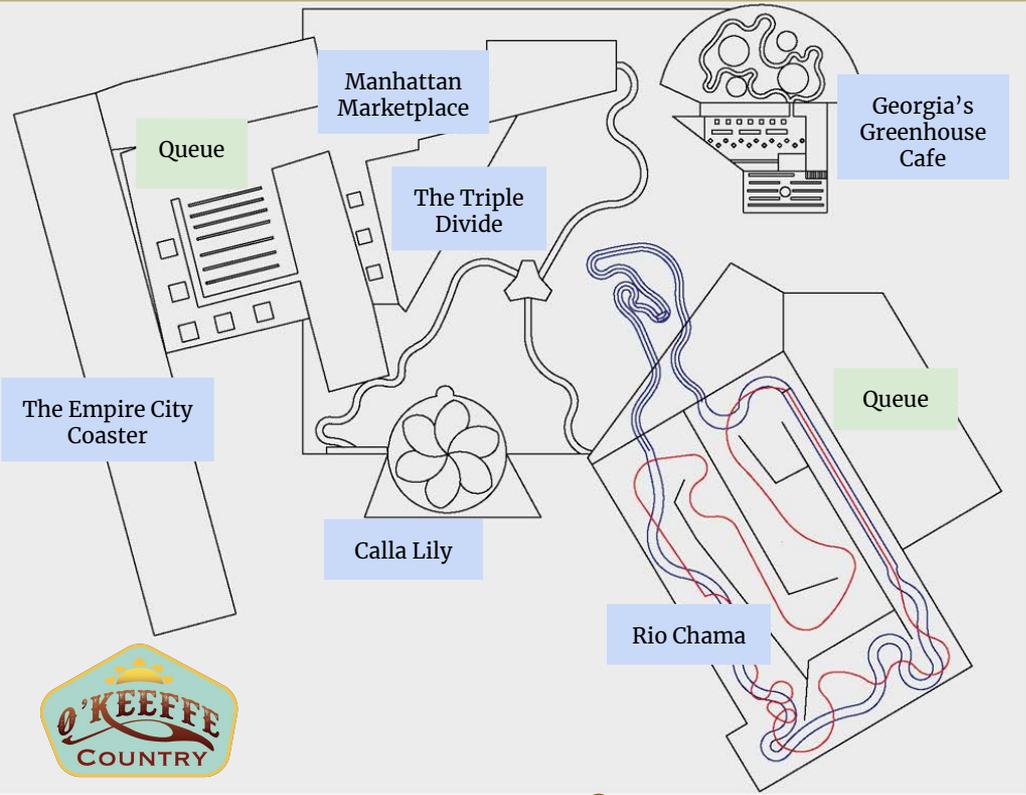
### 9. GEORGIA'S STUDIO

Museum of Georgia O'Keeffe's Work and Daily Art Classes

### 10. EMPIRE CITY COASTER

Intense Roller Coaster

*O'Keeffe Country* is divided into two realms: *Empire City* and *Santa Fe Springs*. The large show building on the western end protects a 1920s-era New York nightscape from the Montana weather. The outdoor exploratory area on the eastern end will replicate the open-air deserts of Santa Fe, New Mexico.



The land will ideally be powered by 100% renewable energy, with solar panels mounted on the roof of show buildings.

# The Calla Lily



Step into the world of Georgia O'Keeffe through the majestic *Calla Lily* building. Guests will find themselves captivated by O'Keeffe's paintings brought to life on wall-to-wall projection displays.

# Interactive Displays

Throughout the *Calla Lily* are interactive paintings of O'Keeffe's work. Gaps in the animated painting allow guests to paint in what they see fit through hand gestures. Once complete, the gap magically joins the rest of the painting for all to see! The paintings throughout the day will also be featured during the *Calla Lily Spectacular* night show.



By using digital painting displays, we eliminate tons of potentially wasted art materials.



# Santa Fe Springs

Georgia O'Keeffe spent part of her life in Santa Fe painting the scenery and serene environment of the New Mexican desert. This area takes guests to a plant-based greenhouse restaurant, an herb farm, the Rio Chama river, hiking gardens, and the skies high above the desert from O'Keeffe's perspective.

Native Montana wildflower species such as the Gumbo Lily and Bitterroot will be planted around the land expansion to promote biodiversity in the area.

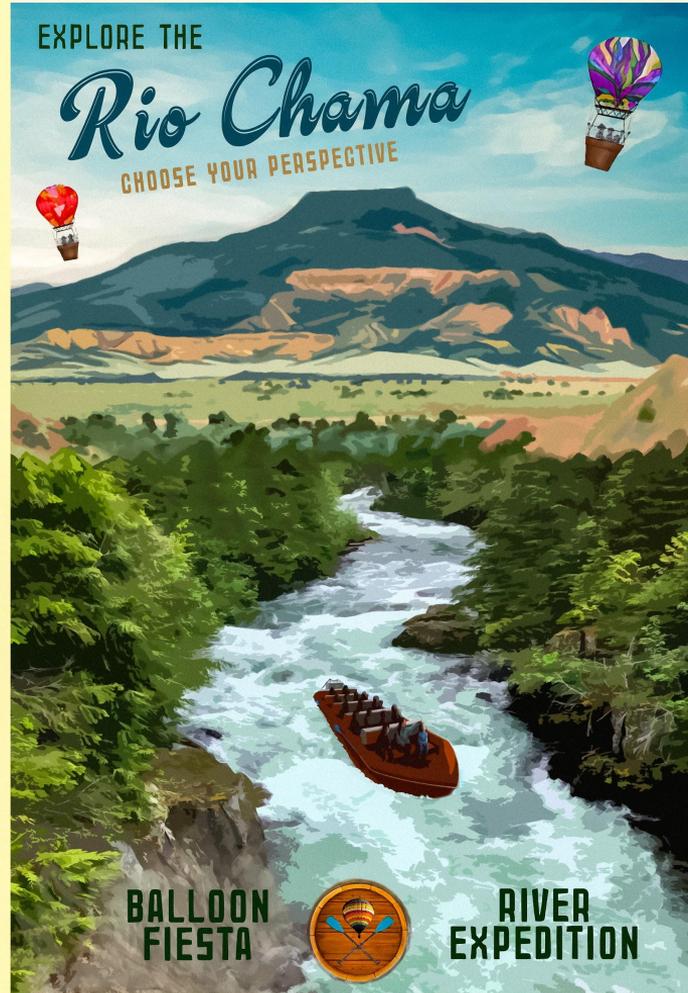


*Rio Chama* houses two experiences: a dark ride for adventurous families and a seasonal breathtaking rapids journey for those who want more thrill. Both attractions share a show building, though each track offers a unique perspective. The River Expedition takes a brief excursion into the outdoors, while the Balloon Fiesta goes further into the canyon pass.



## Balloon Fiesta

*“Take off high above the painted skies of O’Keeffe Country, exploring the wonders that New Mexico has to offer from the comfort of your very own hot air balloon, far above the rapid river below.”*



## River Expedition

*“Board a river raft and discover the vast lands of New Mexico, below the Balloon Fiesta and embark on a thrilling adventure through the raging rivers of Rio Chama, recreating O’Keeffe’s 1961 rafting tour.”*



*Balloon  
Fiesta*



*Choose  
Your  
Perspective*



*River  
Expedition*

# Storyboard: Rio Chama

1



Sunrise Valley

2



Balloon Festival

3



Cactus Fields

4



White Water Caverns

5



Canyon Pass

6



Open Desert

7



Pueblo

8



Mineral Springs

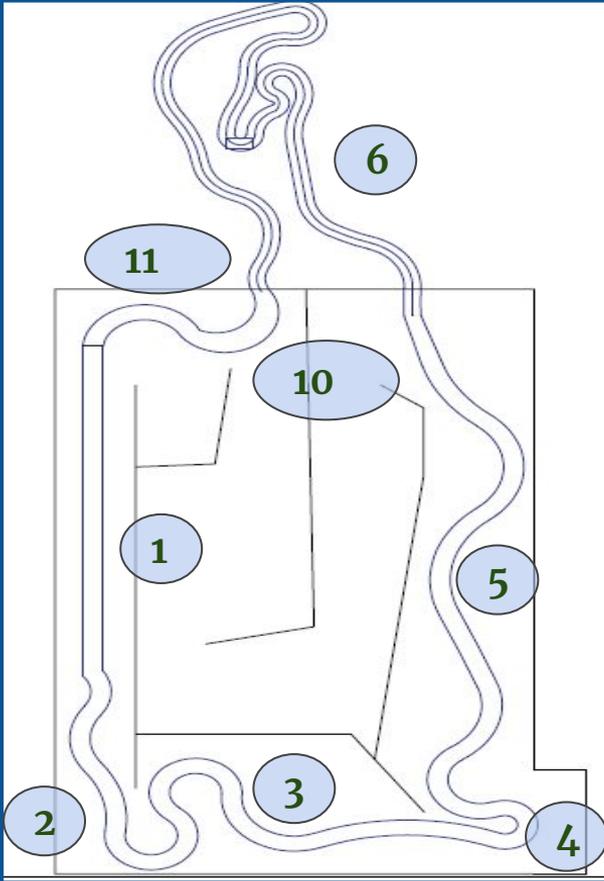
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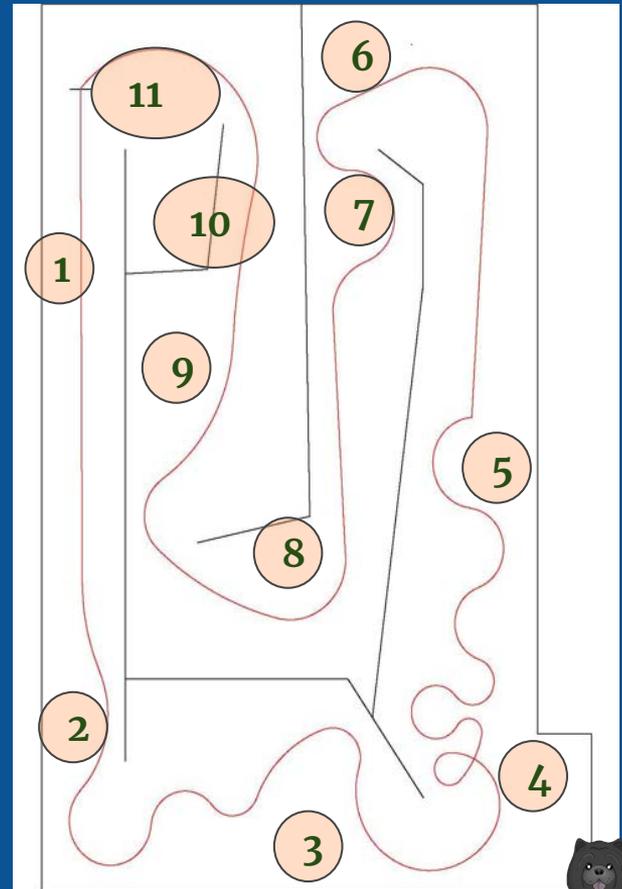
Georgia  
O'Keeffe's Home

## Ride Scene Layouts

1. Loading/Unloading
2. Introduction
3. Sunrise Valley
4. Balloon Festival
5. Cactus Fields
6. White Water Caverns
7. Canyon Pass
8. Open Desert
9. Pueblo
10. Mineral Springs
11. Sunset Over  
O'Keeffe's Home



Rafts



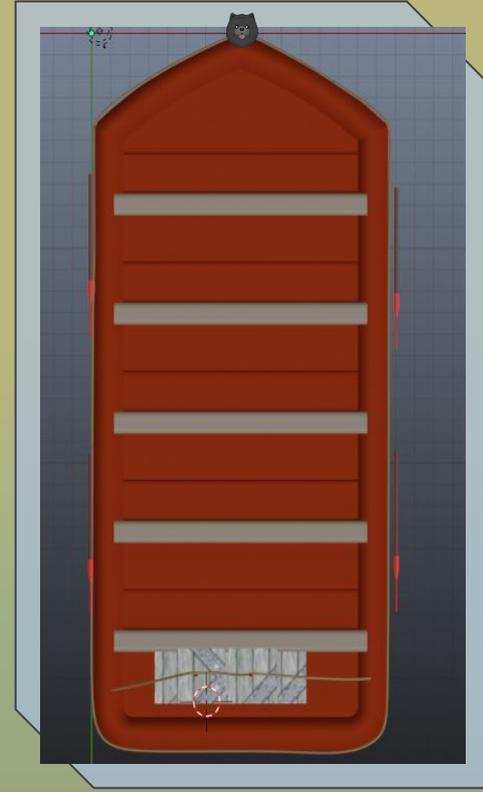
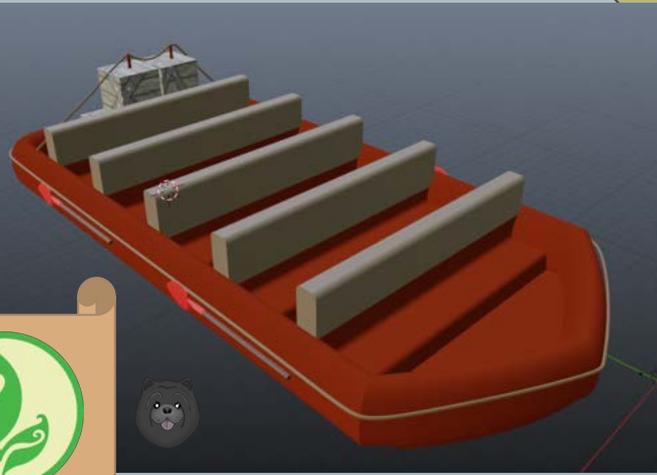
Balloons





# RIVER EXPEDITION

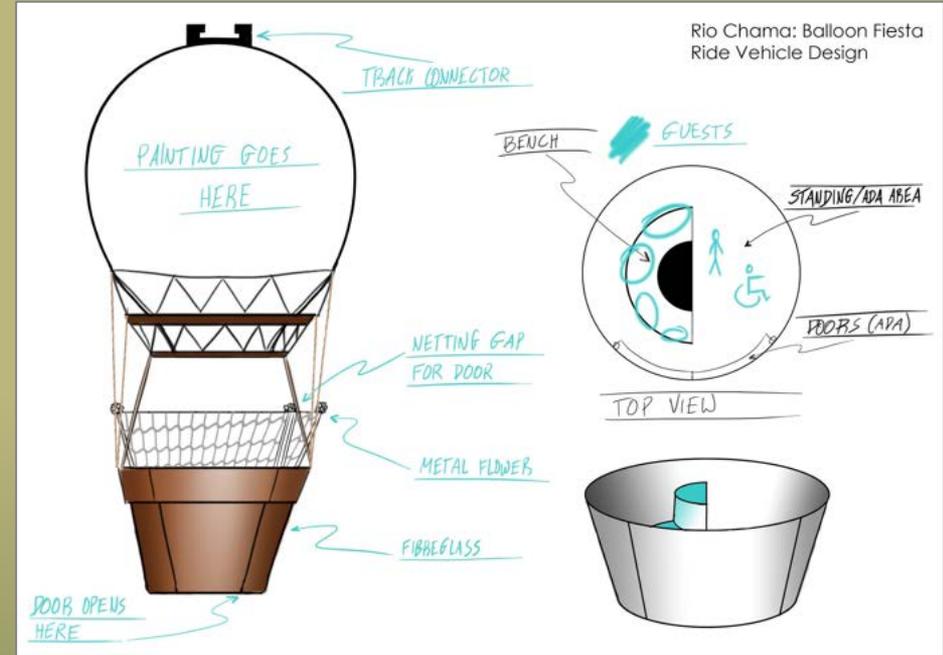
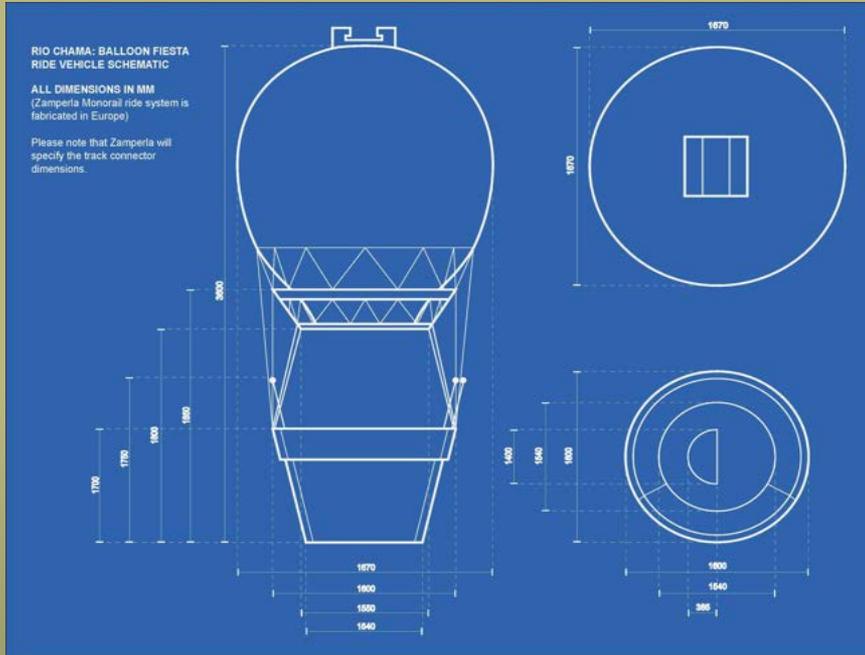
Ride Vehicle



Water will be supplied from purified grey water. Enclosing most of the track will limit water loss via evaporation.



# Balloon Fiesta: Ride Vehicle



Guests can either sit on a bench or stand up in the Hot Air Balloon. The standing area also functions as an accessible space for ADA Guests, with a wide-opening door and adequate space for mobility devices.



## Georgia's Greenhouse Cafe

Join the world of O'Keeffe in this New Mexico-style garden eatery! Based on her garden and home in Abiquiu, *Georgia's Greenhouse Cafe* will entice and inspire guests to follow O'Keeffe's health-conscious lifestyle. Guests can sit in a peaceful greenhouse, a beautiful adobe home, or self-contained family pods, all surrounded by a gardens of the herbs on their plate.

Food will be sustainably sourced and garnished with natural herbs grown onsite throughout the gardens.



Even our Food & Beverage locations care for the planet; Georgia's Greenhouse Cafe serves a 100% plant-based menu. Locally-sourced ingredients, organic where possible, ensure that guests can enjoy our wonderful offerings with environmental peace-of-mind.



Georgia's Greenhouse Cafe

Everything on this menu is plant-based.

**Appetizers**  
Chips and Queso  
Elate  
Squash Pie  
Coco Churros

**Entrees (served with rice and beans)**  
Chick Salad  
Pasta Primavera  
Pasta Primavera  
Mushroom Tacos  
Pasta  
Blue Corn "Pork" Tacos  
Hatch Chile "Meatloaf"



Everything on this menu is plant-based.

# Georgia's Greenhouse Cafe

## Appetizers

**Chips and Guacamole**  
House-made guacamole with corn chips

**Elote**

Grilled corn tossed with mayo, cotija cheese, lime, and chili powder

**Spinach Dip**

House-made dip made from spinach, sour cream, mayonnaise, and our signature spices

**Corn Chowder**

Served with toasted bread in a cup or bowl

## Entrees (served with rice and beans)

**O'Keefe Salad**

Isleberg lettuce tossed with O'Keefe's own house-made herb dressing

**"Beef" Enchiladas with red or green chile**

Signature enchiladas made with vegan "beef" and "cheese." Your choice of red, green, or Christmas chile

**Nopales Tacos**

Grilled cactus tacos served with onions, cotija cheese, and salsa in corn tortillas

**Peele**

Traditional stew with hammy, "beef," and chile peppers, and our signature seasoning

**Blue Corn "Pork" Tamales**

Served with red, green, or Christmas chile

**Hatch Chile "Meatloaf"**

Served with red, green, or Christmas chile



Everything on this menu is plant-based.

# Georgia's Greenhouse Cafe

## Desserts

**Biscochito Cookies**

"Butter"-based cookies dusted with cinnamon and sugar

**Blue Corn Pancakes with Berry Compote**

Served with maple syrup and compote composed of blueberries, strawberries, and blackberries

**Sopapillas with Honey**

Fry bread served with warm honey

**Housemade Ice Cream**

Two scoops of house-made honey, dark chocolate, or pistachio ice cream made with oat milk

**Ice Cream Sundae**

Three scoops of our house-made ice cream served in a warm sopapilla with chocolate, whipped cream and nuts

## Drinks

**Fresh Lemonade**

**Assorted Teas**

**Prickly Pear Lemonade**

**Prickly Pear Soda**

**Natural Sodas**

**Pine Nut Coffee**

**Smoothie of the Day (ask server)**





# Empire City

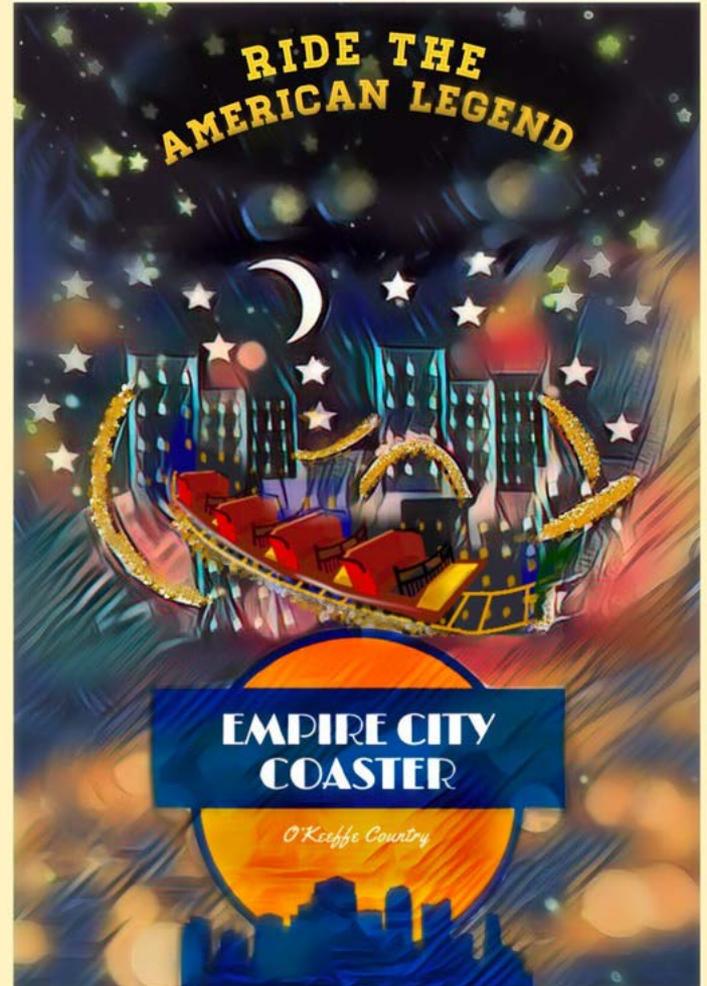
Step under the Manhattan bridge into *Empire City* - a reflection of Georgia O'Keeffe's time in 1920s New York and her city paintings. In this bustling noir world, guests will find thrills, treats, and trinkets while exploring the enchanting city that O'Keeffe once called home.



# Empire City Coaster

Nightfall won't stop the energy of the *Empire City Coaster*! Based on the classic American park, *Coney Island*, the *Empire City Coaster* will take guests flying over the buildings of New York, to see the “city that never sleeps” in action. This indoor coaster is perfect for year-round thrills.

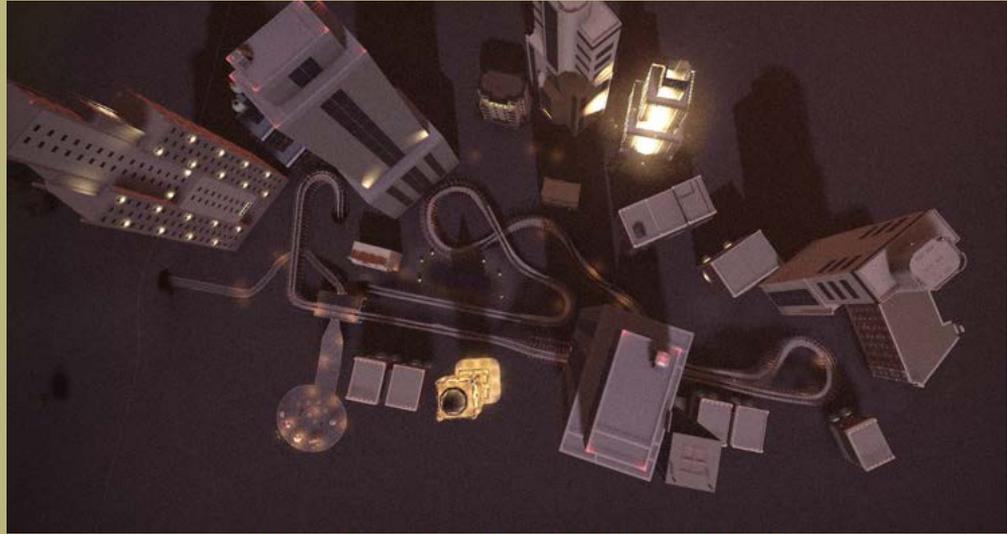
The wooden roller coaster support structure is made using FSC-Certified sustainable Southern Yellow Pine from US farms.



# Empire City Coaster

The Empire City Coaster begins with a steep lift hill which simulates an elevator taking you high into a skyscraper. After your short trip through the building the ride “jumps” out of the building into the streets of 1920s New York. Dashing in between buildings, the ride ends as you approach Georgia O’Keeffe’s residence in New York, the Shelton Hotel.

- **Top Speed - 53 mph**
- **Biggest Drop - 83 ft**
- **Track Length - 2933 ft**
- **Duration - 102 seconds**



POV: <https://youtu.be/yYUsKPYDdOo>

# Quick Service Dining

The Manhattan Market Place is located within *Empire City*. Guests will find a collection of quick service food stalls featuring iconic city street food and drinks.

## Street Food

### Food:

- Hot Dog 
- Pretzel 
- Fried Dill Pickle 

### Snacks:

- Spiral Potatoes 
- Fruit Cup 
- Veggie Cup 

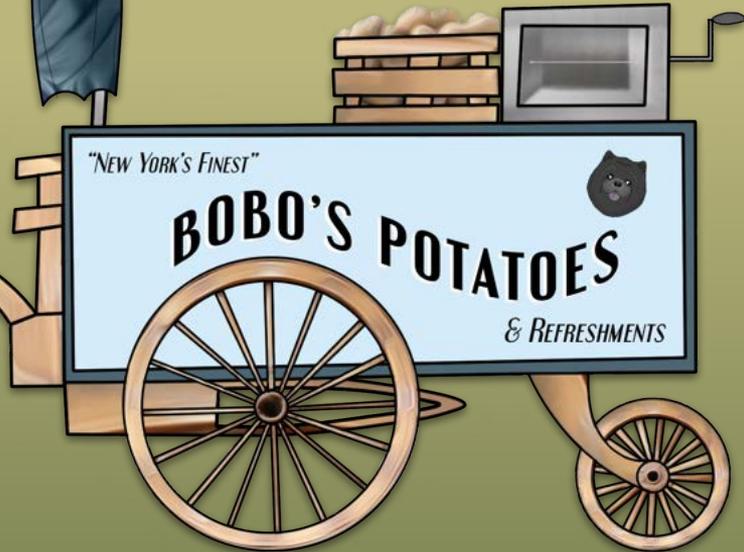
### Drinks:

- Lemonade 
- Cola 
- Water 
- Iced Tea 



MANHATTAN  
MARKET  
PLACE

All takeout food is served in potato starch-based containers and can be eaten with either single-use bamboo or reusable utensils.





The main merchandise location is *The Triple Divide* inspired by Triple Divide Peak in Montana. It divides the land into three areas: *Santa Fe Springs*, *Empire City*, and the entrance hub. This location will sell items in both New Mexico and New York styles as well as O’Keeffe-inspired pieces and local artisan works.



Guests who purchase merchandise will notice that each product tag can be planted to grow wildflowers back home, taking a piece of O’Keeffe Country with them.

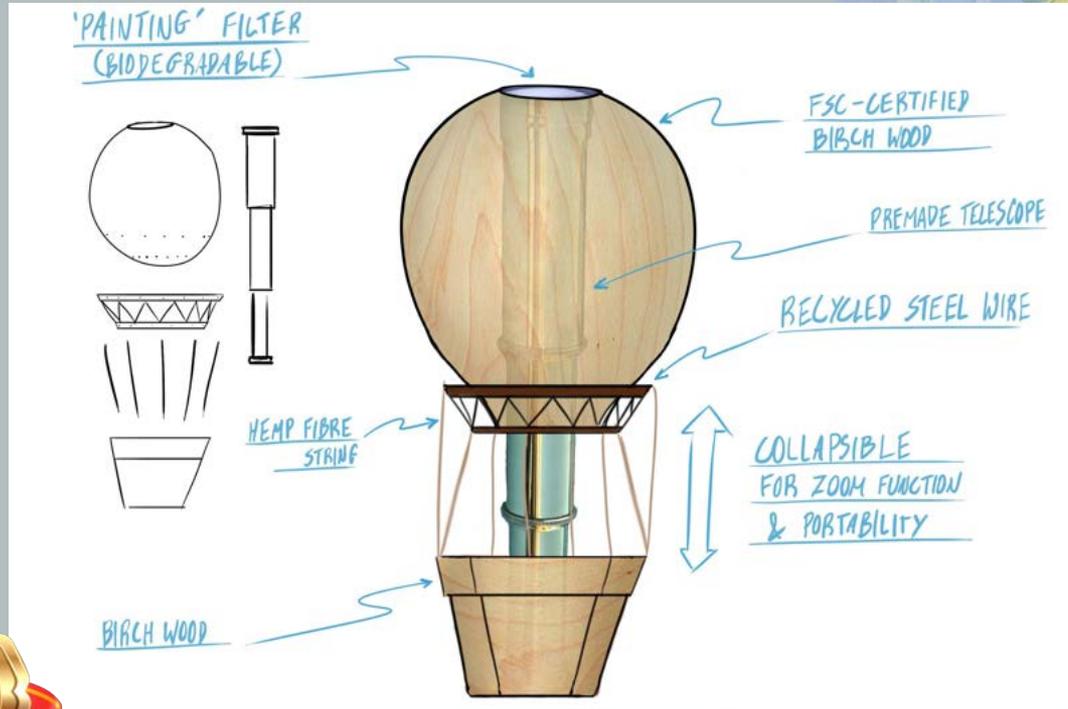


# Signature Merchandise Item

THE  
**ARTSCOPE**  
TELESCOPE

The Artscope is a hot air balloon-shaped telescope that facilitates interactivity within the land.

Every purchase comes with an art spotter guide; those who complete the hunt receive a 'Chow Chow Club' membership badge!



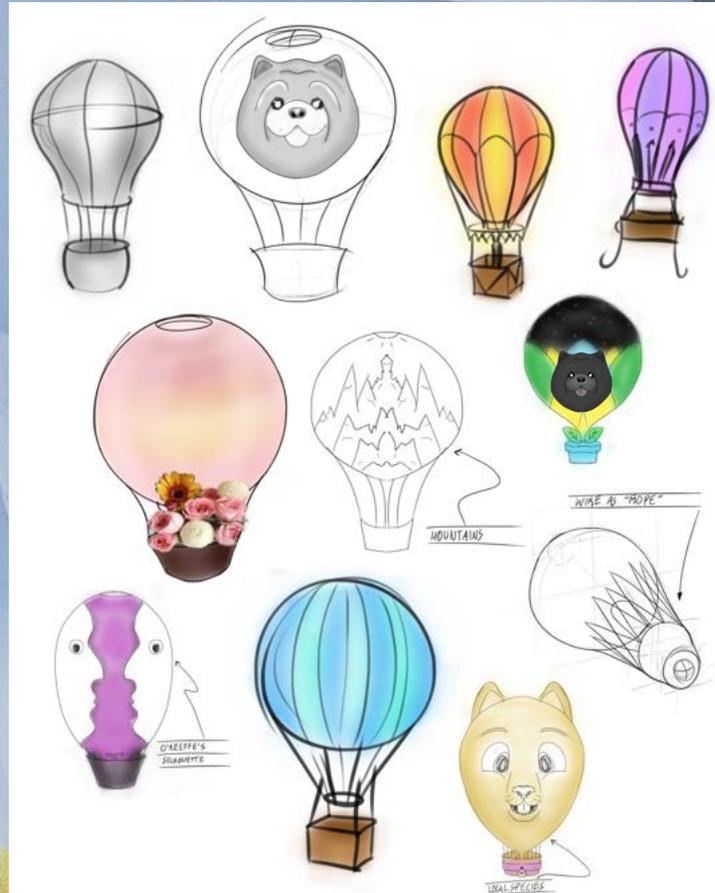
# THE ARTSCOPE TELESCOPE

The lens located at the top of **The Artscope** has an applied 'oil paint' filter, making everything look as if it was painted by O'Keeffe!

Every season, local artist design versions of the detachable balloon wooden casing. Each balloon case is a collectors item and showcases a different art style. A select few of O'Keeffe style balloons would be sold year round.

Interactive prop elements are activated by pointing the telescope at them. This could be achieved using passive infrared reflector technology.

The Artscope is made from FSC-Certified sustainable Birch wood, painted with natural Graphenstone paint. The filter lens is made from biodegradable cotton acetate.



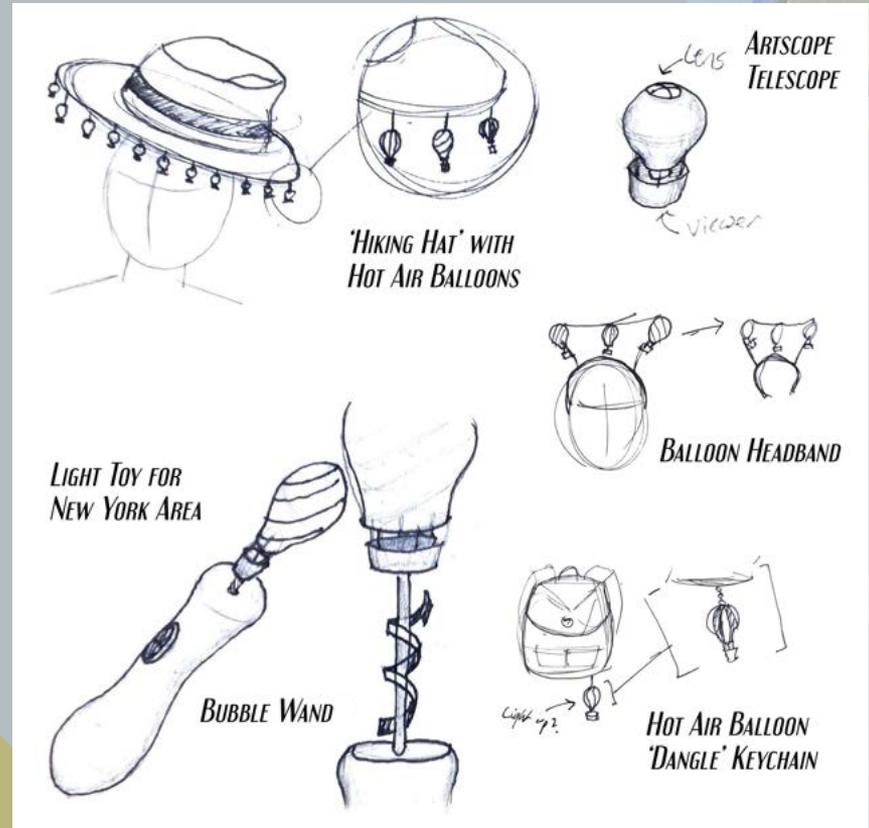
# Additional Merchandise



Adding to our signature merchandise item, we have explored possible expansions to the merchandising line-up.

Additional products include interactive 'create with light' paint brushes, hot air balloon hats and headbands, and a jewelry collection.

All product packaging is made from recycled, compostable materials. Upcycled materials are used where possible, such as in the earrings above.





By using digital painting displays, we eliminate tons of wasted art materials. Only those who choose to buy and frame their painting will use any physical material.



*Georgia's Studio* showcases the artwork of Georgia O'Keeffe in an analog form. Modeled to look like her studio, guests can view the paintings that inspired the land.

Inside the studio are digital easel where guests can learn to create an O'Keeffe- inspired masterpiece. Their virtual guide Inca, one of O'Keeffe's dogs, will teach them about Georgia's painting process in a 5-minute tour, before letting them loose on the canvas! After, guests can choose to purchase their creation as a beautiful framed print.



## CALLA LILY SPECTACULAR

Signifying the end of the day is a projection show across the ‘weenie’ of our land: the *Calla Lily*. Viewable from all angles of the flower, this show features a fusion of O’Keeffe’s work and spectacular lighting.

Guests will also have the opportunity to see their own artwork projected onto the petals. Select art created inside the *Calla Lily* and at *Georgia’s Studio* will be displayed, updated daily for a unique experience each visit.



For guests’ safety, the indoor exhibit of Calla Lily is closed an hour prior to the show and remains closed for the rest of the night.

# Accessibility

Creating an inclusive and accessible experience is important to us in order to ensure each guest has a fun and safe experience in our land. This includes individuals with disabilities, as they deserve to have the same experience as our able-bodied guests. We made this land with their needs in mind every step of the way.

All pathways have a width of a minimum of 4'-0" with slopes no greater than 5%. Elevators are located in areas where stairs are placed. Signage and land information are posted with braille, and posted in large, easily readable fonts.

All bathrooms include accessible stalls, washrooms, and counters. Additionally, there are gender neutral bathrooms and family style restrooms available at all restroom facilities. Hydration stations are also available at heights accessible to ADA guests.

All rides include accessible queues and boarding areas/ramps to ensure ADA guests can ride. Each attraction, show, and art experience has listening devices that provide audio descriptions/closed captioning of the given venue (including the queue). Signage and interactives available in queues and art attractions are available at a lower height to ensure ADA guests get the full experience. In addition, *Calla Lily Spectacular* will have an area sectioned off for ADA guests.

All eateries have menus available in braille and have tables to accommodate ADA guests' mobility devices.

All design and construction shall comply with **2010 ADA Standards for Accessible Design**.



❖ This land is based off the life and work of Georgia O'Keeffe, highlighting her time in New Mexico and NYC.

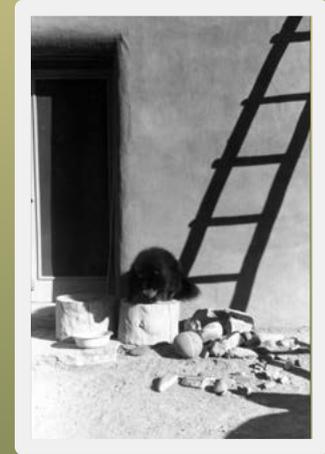
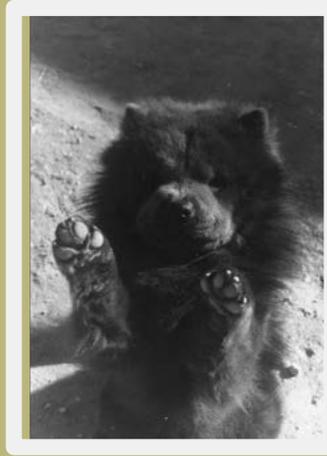
*O'Keeffe Country* is eco-conscious, inspiring guests to care for our planet, as O'Keeffe did.

❖ This land promotes hands on creativity, while also showcasing O'Keeffe's work interactively.

❖ Our land is a safe environment accessible and inclusive to all guests.

In addition to painting, O'Keeffe has taken a myriad of photographs of her beloved Chow Chow dogs. In honor of Bobo, one of her chows, we have hidden him all over *O'Keeffe Country*.

To simulate the Bobo Scavenger Hunt present within the land, we have hidden this graphic all throughout the presentation. Have fun searching for Bobo!



**Thank you!**