A Taste of the Past

Josh Eimer, Adam Filbert, Braxton Kocher, Ben Tanner
Overview

- Time Travel Theme
- Broken into 3 Time Zones based on Hershey History
  - 1988
  - 1946
  - 1907
- Visitors will transition between zones through “Time Gates” along walking path
## Infinity Interactive

### Styles

#### Time Gate District
- **Fonts**
  - Sleek sans-serif fonts
  - Electro Shackles
- **Clothing Style**
  - Futuristic jump suits following color guide
- **Music**
  - There will be no music in this section of the park
- **Color Scheme**

#### 1907 District
- **Fonts**
  - Plain Black Wide Fonts
  - Incised Black Wide Fonts
- **Clothing Style**
  - Boaters
  - Striped Suits
  - Bow Ties
- **Music**
  - Barbershop style Quartets and shows
- **Color Scheme**

#### 1946 District
- **Fonts**
  - Bebas
  - Dusty Rose NF
  - Greetings Regular
- **Clothing Style**
  - Big Band/40s pop
- **Music**
  - Livin’ On a Prayer
  - Eye of the Tiger
  - Thriller
  - Time After Time
- **Color Scheme**

#### 1988 District
- **Fonts**
  - Bebas
  - Steelfish
  - World of Water
  - Neon 80’s
  - Neovix Basic
- **Clothing Style**
  - Polos and Khakis
- **Music**
  - Livin’ On a Prayer
  - Eye of the Tiger
  - Thriller
  - Time After Time
- **Color Scheme**
The Hershey Company has recently invested millions of dollars into the discovery of time travel. The result of this investment has been the creation of several time gates able to take those who walk through them back in time. After the successful creation of the time gates, Hershey is now looking for those brave enough to venture into the past to join the Hershey Time Cadets, a highly trained unit tasked with missions throughout time. Welcome to “A Taste from the Past”, HTC's new training facility with Time Gates to 3 important years in Hershey's history.

1. Main Entrance
2. Time Cadet Touch Screen Kiosk
3. Entrance to 1988
4. Entrance to 1907

**Hershey Time Cadet Travel Guide and Passport**

Touch screen kiosks will be located in each section of “A Taste of the Past” in groups of 10. At each of these stations, there will be an area where visitors can pick up their free Time Cadet Passport. Once at a touch screen, the visitors can learn more about the Hershey Time Cadets and the time period they are in through an interactive story. These kiosks will also have an automatic stamp machine where they can receive a stamp in their passport. Stamps will be updated throughout the year based on special events going on. These passports will act as a memento to keep after leaving the park.

**Time Gate Transitions**

In order to transition between the time zones, one must pass through a “Time Gate”. These time gates will be tall, but short tunnels of about 15 yards with stylized LED strips to simulate passing through a portal to the next time zone. Trees will act as barriers around the time gates, meaning the view into the next time zone comes exclusively through the Time Gate. This allows for progressive lure, as the view through the Time Gate offers enough of a preview of the next area to intrigue the visitors without showing everything to them.
1907 District

The Story Behind This District

The year is 1907. Milton Hershey has already experienced a few failed business attempts in Philadelphia and New York, but the sale of his successful Lancaster Caramel Company allowed him to move into the chocolate business. The construction of the chocolate plant a few years prior in 1903 has really taken off. Hershey’s Kisses have just been introduced to the market. Come and see Hershey in its early days!

Attractions

1. Chocolate Factory
   This will a scaled down version of the original Hershey chocolate factory. Guests will be able to walk in and explore the factory. On display will be old fashioned machinery that was used to make chocolate along with workers offering samples.

2. Delivery Truck
   This automobile will be an example of the one Hershey bought in 1900 to advertise his product. Stopped on Chocolate Ave outside the factory, this is a perfect spot for a photo.

3. Hershey Park
   This is a look the original Hersheypark. It will feature pavilions, playground areas and concessions.

4. Cocoa House
   This building will be scaled down. It will feature a Café and a general store with souvenirs.

5. Barbershop Quartet
   The group will have a pavilion/stage on the edge of Hersheypark to perform.

Example Attractions

6. General Store
7. Decorative Houses
The Story Behind This District

The year is 1946. World War II has just ended and summer has finally arrived. Spirits are high as is the economy. People are excited to get outdoors and enjoy the nice weather. In a time of such happiness and joy, where else to go but Hershey Park?! 

Main Attraction: Laugh Land

Laugh Land was one of the many funhouses to grace Hershey Park over its long history. This iteration will be a combination of the classic funhouses. The entire funhouse will be dark and blacklit. Guests will be greeted by a Laffing Sal, same as the original funhouse. A storyboard of a possible progression can be found on the right.

Other Attractions

Park Side:
- Hershey Ballroom
- Paratrooper
- Hershey Park Cafe

Town Side:
- General Store w/ Truck
  - Sells replica chocolate war rations
- Food Stands
The year is 1988. Over the past 15 years Hershey has acquired a variety of incredible candles such as Reese’s Peanut Butter Cups, York Peppermint Patties, Almond Joy, and Twizzlers. This is a time for Hershey to begin expanding their borders and beginning to create new experiences which have never been seen before throughout the park in past, present or future. In contrast to the districts focusing on the early 1900’s which focus more on the town section of Hershey this area will focus mainly on the park as a whole and will pay homage to many rides of Hershey Park’s past.

Main Attraction: The Reese’s Process Dark Coaster (1 on Map)

The Reese’s Process is a Dark Coaster roller coaster that will walk the rider through the process of how peanut butter cups are made. This coaster will be based on Disk O’ Coaster designs. The platform of the rides will be a giant disk with rings of orange and yellow lights. These lights will start out dim as the ride begins and slowly the light will activate throughout the duration of the ride, symbolizing the peanut butter mixing with the chocolate.

Other Attractions

In addition to the main attraction there will also be several side attractions rides for this section of the park. Some of these rides pay homage to previously removed rides in an attempt to make the users feel as though they are truly in the past of Hershey. Other attractions may simply bring new and exciting experiences to the park.
Sources

https://goo.gl/images/YsOQUq
http://vintagedancer.com/1940s/1940s-mens-fashion/
http://vintagedancer.com/1940s/what-did-women-wear-in-the-1940s/
https://goo.gl/images/qATAaO
https://goo.gl/v5xs7
http://blog.hersheyarchives.org/tag/cocoa-house/
http://blog.hersheyarchives.org/category/hershey-history/hershey-park/ballroom/
http://blog.hersheyarchives.org/2012/06/20/not-just-rides-hershey-park-fun-houses/
https://josephsteiert.files.wordpress.com/2012/04/i2.jpg
http://www.laffinthedark.com/articles/hershey/hershey.htm
http://i43.tinypic.com/255hvs7.jpg
https://coastsblog.files.wordpress.com/2008/07/84457838_ddjkieh.jpg
http://blog.hersheyarchives.org/category/hershey-chocolate/marketing/
http://www.kitchenstory.fr/?p=1191