



DREAMER'S VIGIL

Retail Script

Script by ALEXANDER SZABO

GROUP MEMBERS

NOAH SAMORS
GIANFRANCO RICCI
MICA PELEG
IRA CARO
NICOLETTE CULVER
ALEXANDER SZABO

LOGLINE

Enter a seemingly ordinary fishing shack and find yourself immersed in the caverns of Cthulhu's cult. Here the cult's members encourage you to join them... or at least support them by buying some of their occult merchandise.

SETTING

CULTISTS' CAVERNS

The majority of the retail space is situated within hidden underground CAVERNS that serve as the base of operations for the Cult of Cthulhu. The caverns feature strong nautical and Lovecraftian motifs, and there is a significant amount of human activity mixed in with the broad natural structures.

FISHERMAN'S SHACK

The exterior facades and the spaces directly inside the public retail entrance take on the form of a traditional New England FISHING SHACK attached to a small LIGHTHOUSE. Both structures appear to be situated on rocky coastline, and serve to hide the caverns that make up the majority of the retail space.

CHARACTERS

THE CULT OF CTHULHU

A group of cultists that want to resurrect the dead and dreaming deity known as Cthulhu. Recently, they have decided to raise funds to support their sinister goals. Cult members serve as the staff members within the retail space.

CTHULHU

While the eldritch deity himself is not directly encountered, signs of his presence can be seen throughout the retail space via tentacles, glowing eyes, and assorted eldritch artifacts.

BACKSTORY

No one knows how DREAMER'S VIGIL came to be known by that name. Some say it was named after the first person (or "dreamer") who decided to place an ever vigilant lighthouse upon the spot. Others believe the name serves as a warning, as a suspicious number of shipwrecks have occurred within the area despite the lighthouse's presence. Such ideas are good ones. However, they are all wrong.

The true meaning of Dreamer's Vigil is a secret known only to those who belong to the CULT OF CTHULHU. Those who enter through its fishing shack-like facade will find that the building is not really a building at all, but instead the entrance to ancient caverns that have long served as a meeting place for Cthulhu's followers. The meeting place was founded by local fishermen who journeyed too far into the ocean's dark waters, and came back cursed with forbidden knowledge of Cthulhu and the Old Ones. The fishermen soon began to convert others in town and still more up and down the coast. Dreamer's Vigil is now spoken about in hushed tones throughout coastal New England, and beckons to those who wish to discover the horrors lying within.

Recently, the cult has decided to pursue a more aggressive conversion strategy, inviting those who pass through the area to enter the cove and purchase goods relating to their unknowable pursuits. They believe that if they can inspire more people to believe in their cause, Cthulhu himself may awaken from his dreaming at the bottom of the sea. The shop has the added benefit of providing the cult with the funds necessary to mount an expedition to find the Sunken City of R'lyeh, where they might encounter their slumbering god at last.

RETAIL EXPERIENCE

Guests can enter DREAMER'S VIGIL in two ways: either through the public entrance located in the fishing shack facade, or through the exit ramps from the RISE OF CTHULHU attraction. Once guests enter the shop, their experience is largely the same.

Dreamer's Vigil welcomes guests into a cavernous retail experience where they have the opportunity to purchase everything from attraction souvenirs to replicas of eldritch artifacts. While the space is loosely divided into various retail areas specializing in different kinds of products, the shop's architectural motifs carry throughout the space. Keeping in line with the shop's backstory and

facade, many elements of the space are NAUTICAL in appearance, with shelving taking the form of rowboats, masts serving as ceiling supports, and backlit sails covering the ceiling in certain spots. This nautical theme is accompanied by a strong CULT motif, with the space being staffed by "cult members" and assorted cult artifacts being displayed throughout the space. Sections of the cavern floor have also worn away to reveal a large sigil the cult has created in honor of CTHULHU. There are also some historical references such as photos, books, and other eyewash suggesting that the cult has been active within the caverns for years.

A third motif and final theme running throughout Dreamer's Vigil is that of Cthulhu himself. TENTACLES are incorporated into many of the store's designs, including within its boat shelves and centerpieces. Other Cthulhu based elements are more interactive, including shadows of tentacles appearing among the sails on the ceiling and glowing red eyes appearing in mirrors throughout the space. Cthulhu is also present through his creating a sense of madness throughout the space. Paintings seem to move and change over time, and the area's soundtrack features strange echoes and calls.

When guests are perusing the shop's wares, they will note two major centerpieces - one near the public entrance and one near the store's central area - as well as the aforementioned row boat shelves, display cases, rock shelves, and more. The cashier space is located near the public entrance, allowing for streamlined guest experience and store security.

The STAFF of Dreamer's Vigil are a core part of the shopping experience. Staff members are encouraged to embrace their role as cult members and pepper their speech with references to their lord Cthulhu and attempts to get the guests to join the cult (It should be noted that cult robes are among the items for sale within Dreamer's Vigil). Those who do agree can be given small trinkets such as pins, buttons, or stickers, in recognition of their decision.

When combined, the character work of the staff and the architectural themes of Dreamer's Vigil should come together to create a slightly unnerving yet extremely fun and unique shopping experience that guests will want to revisit again and again.