

WILDEHAVEN

MUSIC FESTIVAL



OVERVIEW

TITLE: Wildehaven

STORY BASE: Alice's Adventures in Wonderland by Lewis Carroll

GENRE: Fantasy/ Adventure

APPLICATION: Music Festival (album covers, poster designs, venue, merchandise)

TIME PERIOD: Modern

DEMOGRAPHIC: Adult

SETTING: Adirondacks, New York. Specifically, the Black River Wild Forest.

STORY:

LOGLINE:

Marcy basically lives her life through books, until one fateful day when she follows a raccoon into a tree hollow, which begins her adventures in Wildehaven, where Marcy meets new friends, embarks on a journey of self-discovery, and must navigate around the suspicious affections of the Spruce Queen. Through the trenches of murder, madness, and magic, Marcy finds herself, the adventurous spirit, and community

ACT I:

- Marcy is bored as she reads alone on a fallen tree trunk over the Black River, yearning for something more.
- Marcy is distracted by the sight of a white raccoon carrying something shiny in its mouth.
- Marcy follows the raccoon into a tree hollow, sliding down below into a dark, damp, abandoned mine.

ACT II:

- After wandering around in the dark for what seems like forever, Marcy sees torches and follows them to a blocked exit.
- Surrounded by remnants of trapped miners, and after many more hours of exhaustion trying to move the rocks, Marcy starts to lose hope begins to weep, and the mine floods.
- The raccoon (Coon) frees Marcy with the help of some forest animals, and now in Wildehaven, Marcy's newfound friends steer her on a series of weird adventures that make no sense.

ACT III:

- Marcy is caught in the forbidden forest and interrogated, but even as she has regained the Queen's favor, Lumberjack clumsily intervenes claiming to save Marcy from being manipulated by a fraud and the furious Spruce Queen sentences him to death.
- The fake Spruce Queen, Brewer, is actually a shapeshifter who killed the Spruce King and is holding the real Spruce Queen hostage. Brewer continues to deny this, ordering the immediate execution of Lumberjack, but Marcy finds her voice, screaming, and the powers within the Boundless Ash Forest channel through her, causing a banshee effect and killing Brewer.
- Marcy realizes that she's no fraud and that she can't just keep living her life through others in books and wakes suddenly to find a group of hikers has pulled her out of the river and resuscitated her. Marcy decides to hold a festival in the woods to celebrate the death of her introverted self-loathing soul, the return of Mother Nature, and the appreciation of companionship along with the adventurous spirit. Welcome to Wildehaven Music Festival.

EVENT NOTES:

CONCERT NOTES:

Indie/ alternative/ soul/ soft rock

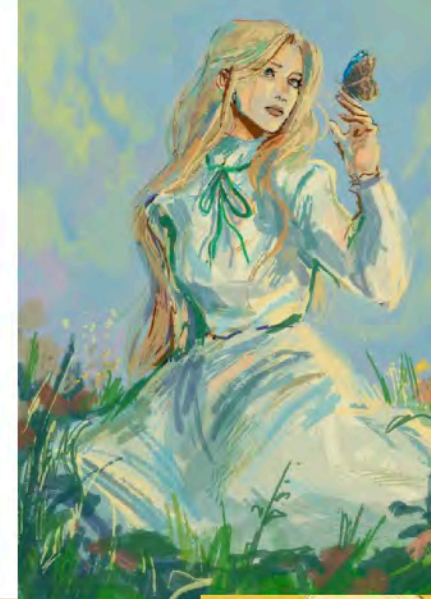
Lord Huron, Bon Iver, Hozier, All Them Witches, The Greeting Committee, John Butler, Sunflower Bean, Sufjan Stevens, Florence + The Machine

COLOR PALETTE:

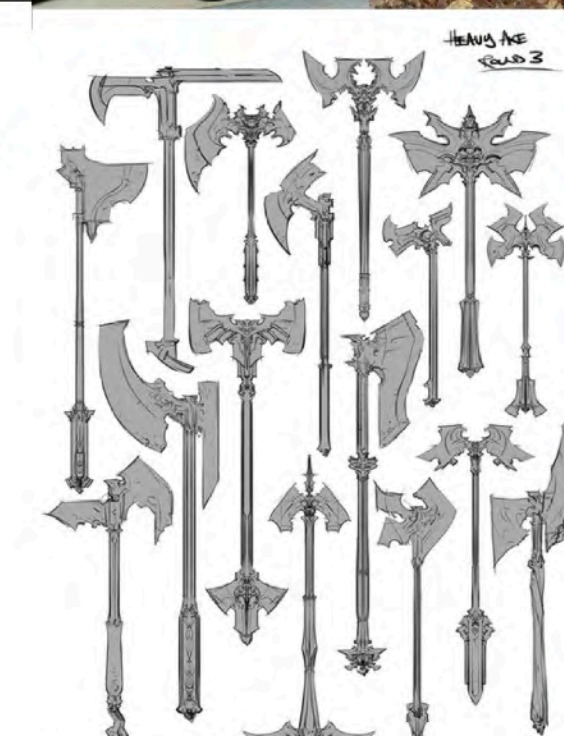
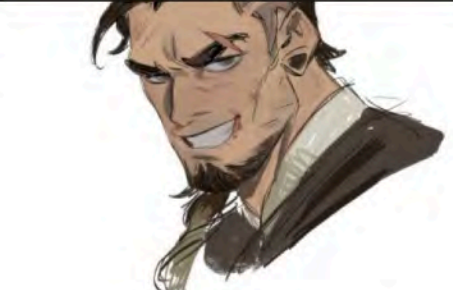
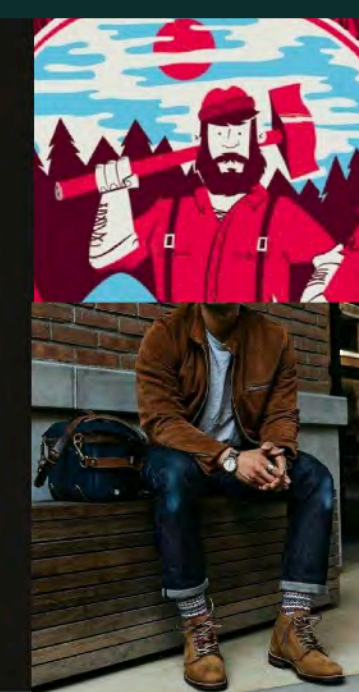
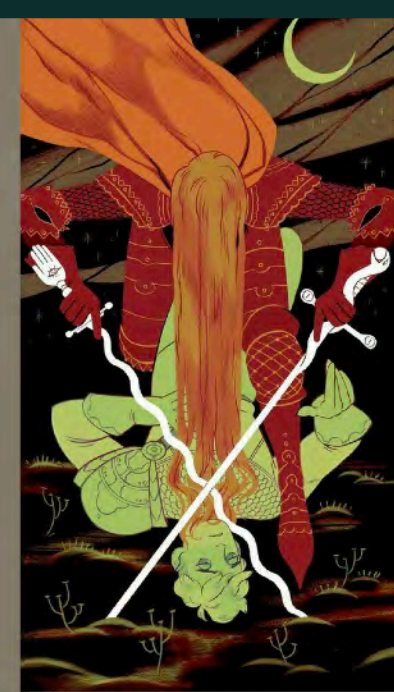
Green & red
earthtones
+ black & yellow
accents

INFLUENCES:

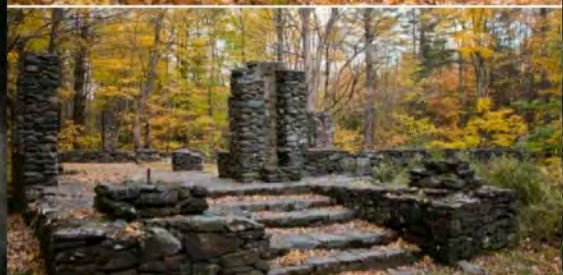
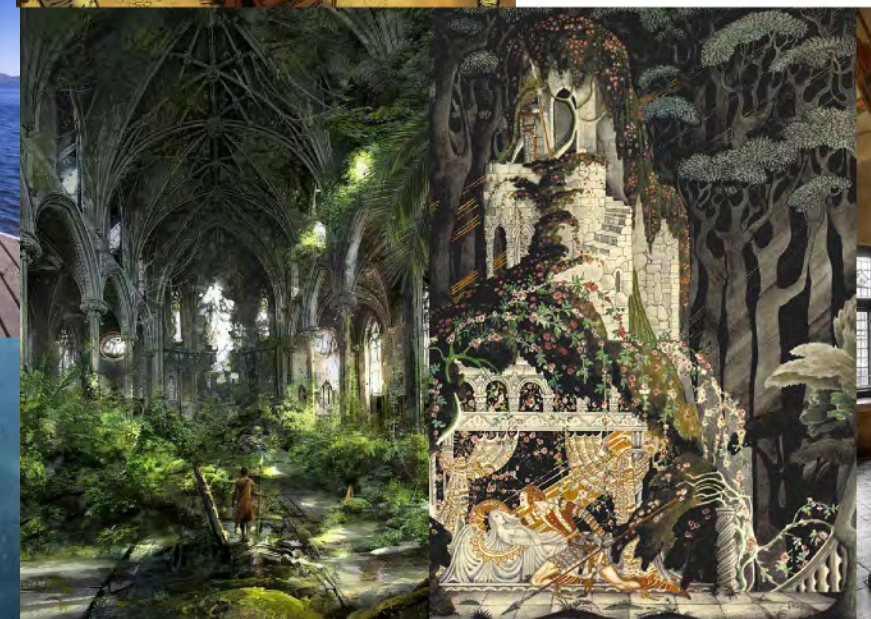
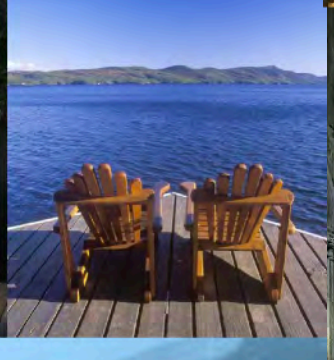
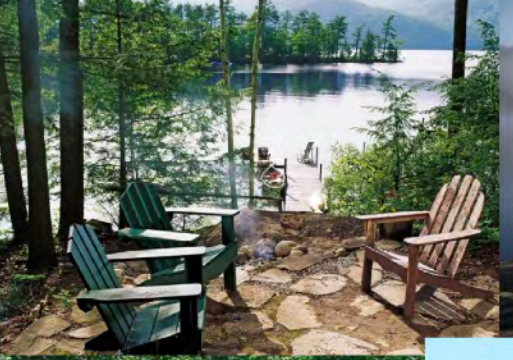
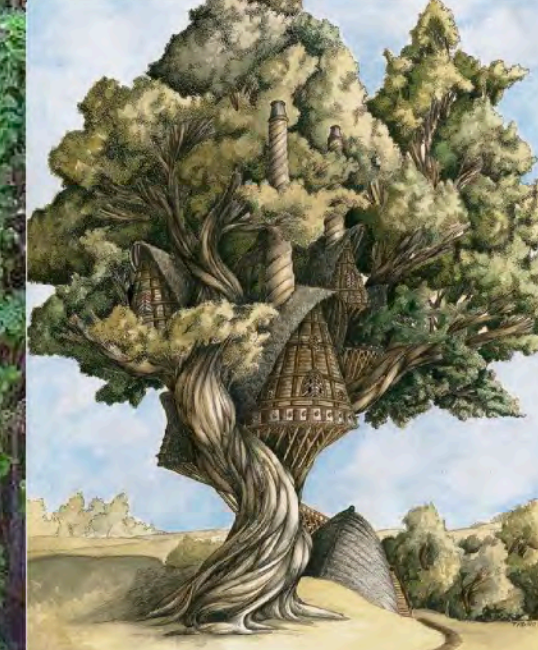
Woodstock
Hippies, Witches, Forest Nymphs
Renaissance, Russian Folk Art, Art
Nouveau
The Midnight Gospel
Old fairy tales/ storybooks
The Brothers Grimm



CHARACTERS

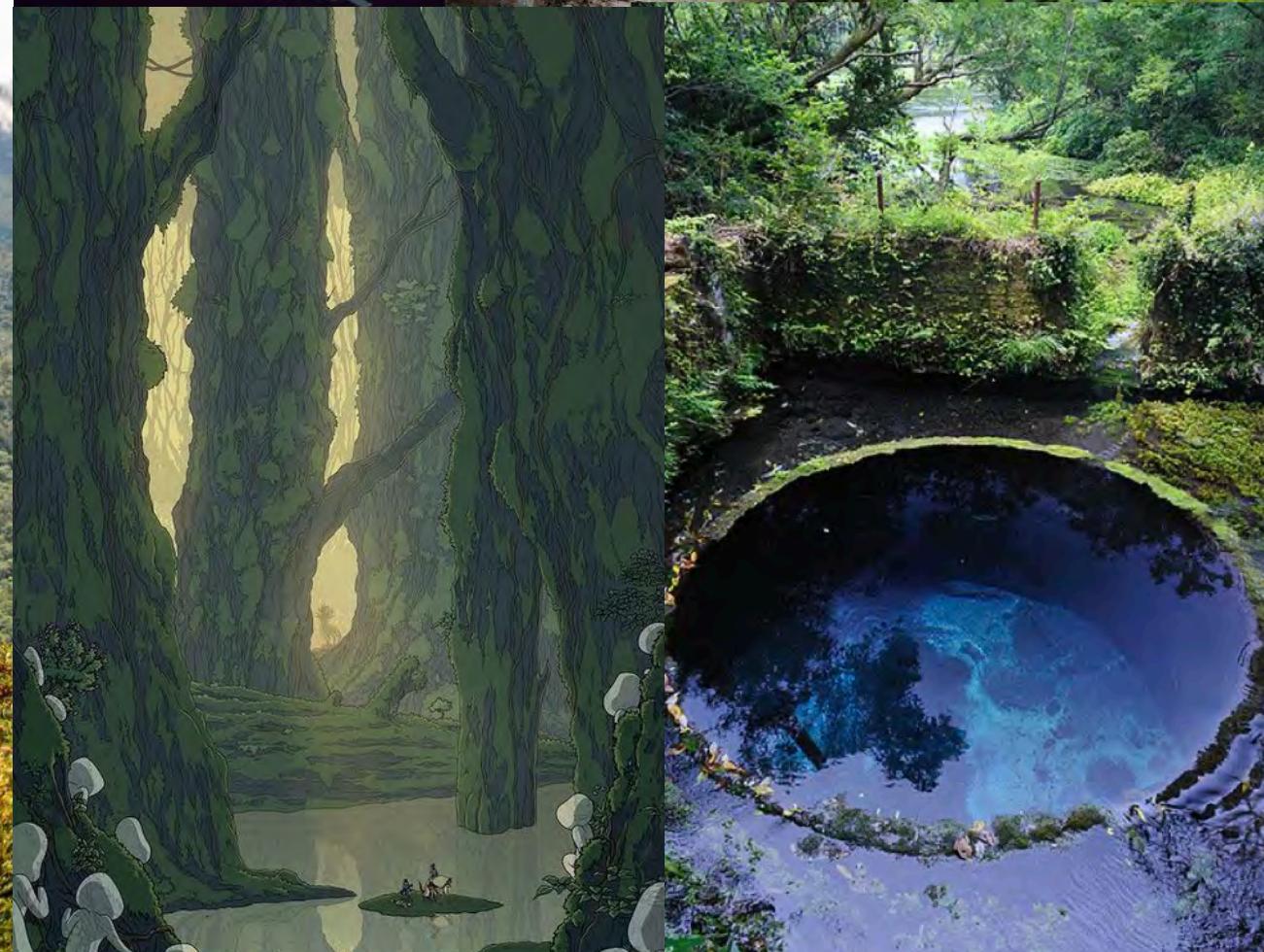
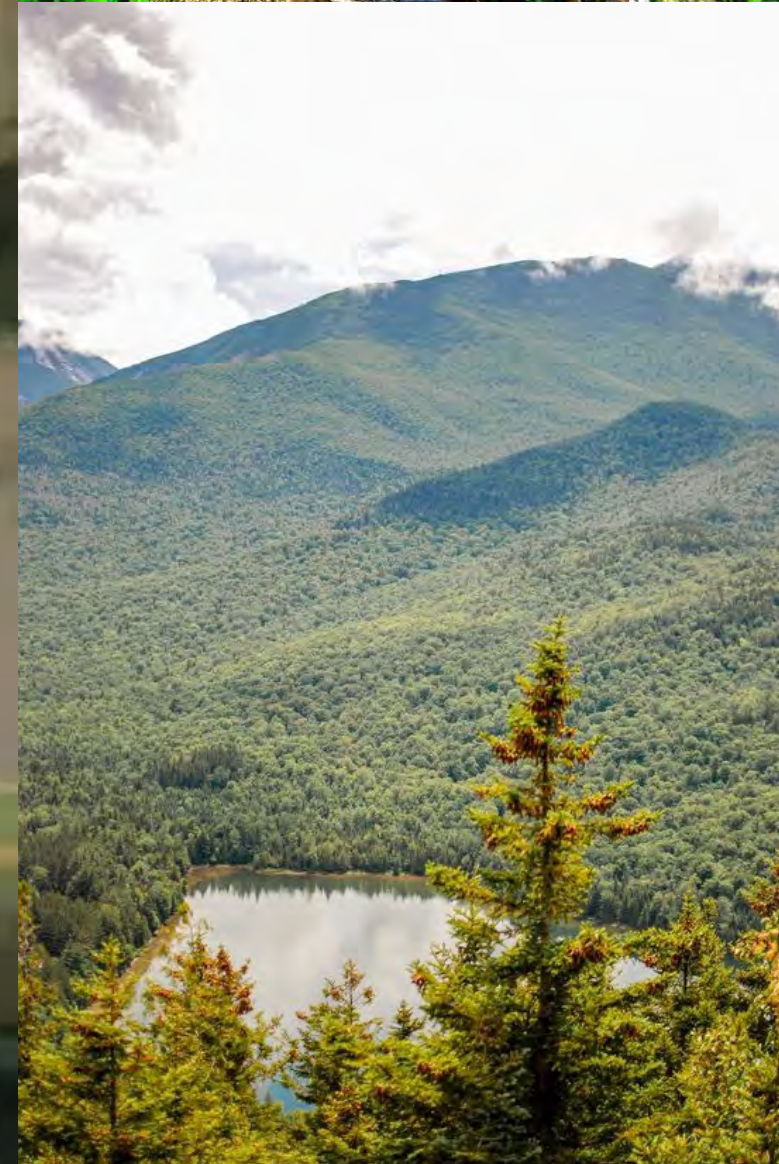
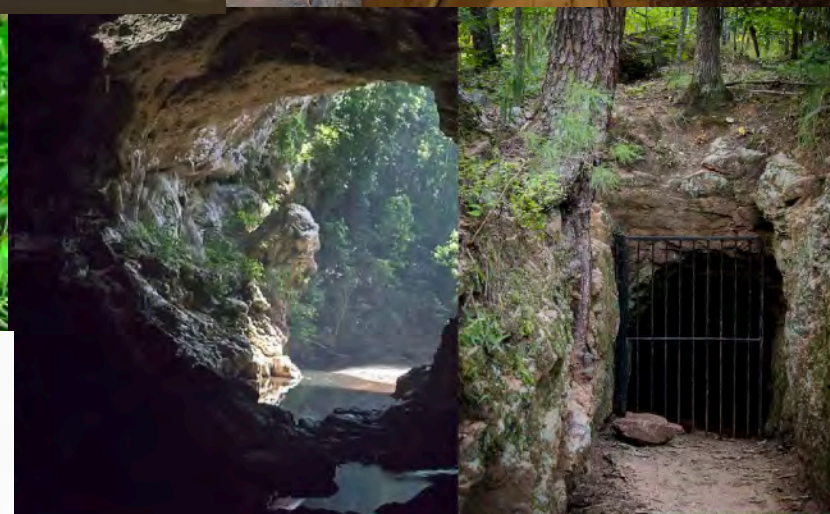
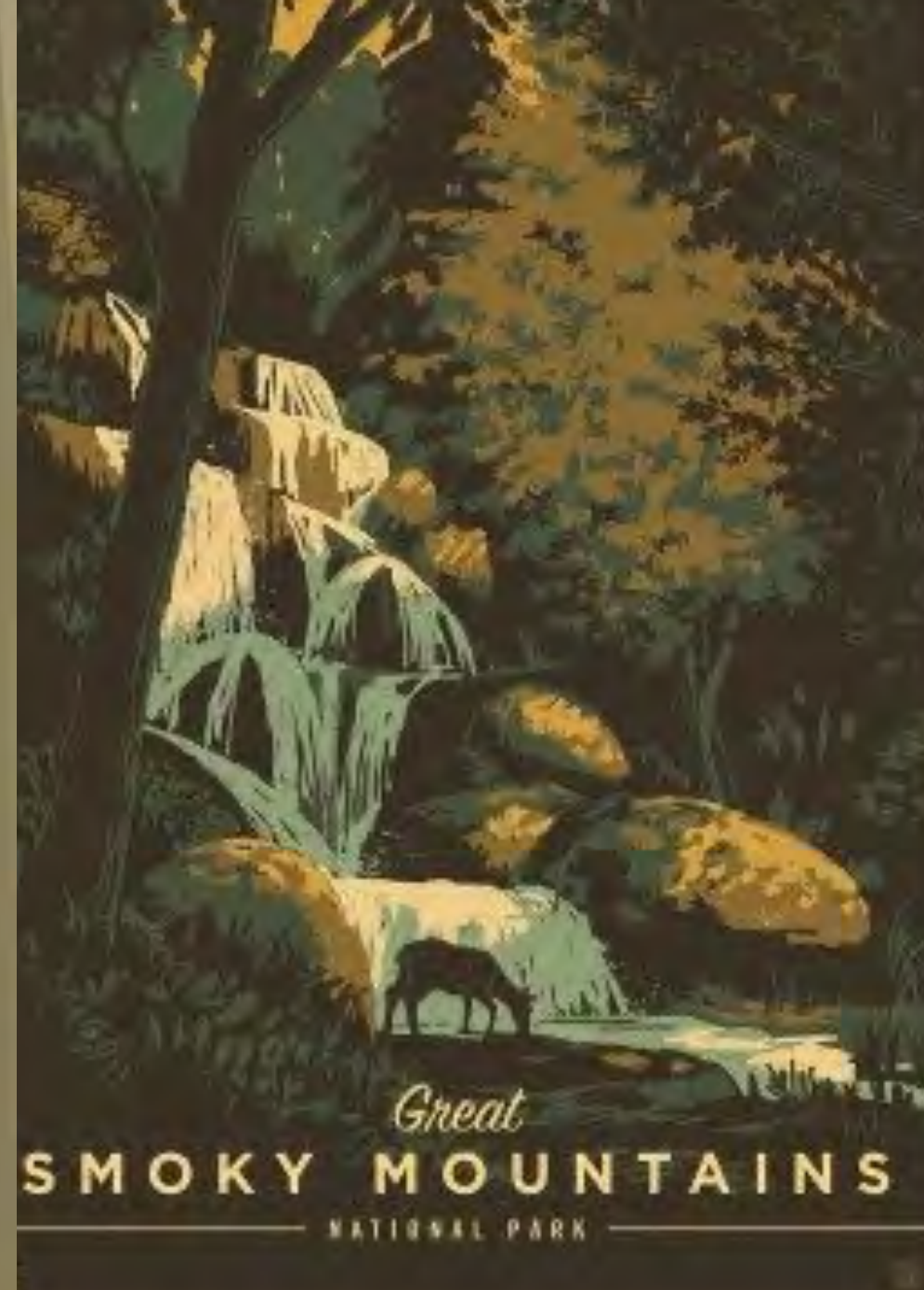


STRUCTURES





ENVIRONMENTS



Among the miner's belongings in the Abandoned Mines, Marcy finds an old map of the mines and caverns. She keeps it with her and eventually draws her own map of Wildehaven on the back of it. The red stains? Looks like blood, but it's also possibly a wild- raspberry tea stain from the Lumberjack's Tea Party?.... Maybe. Hopefully?

THE MAP







This map shows the dotted red line which marks Marcy's journey through Wildehaven.

NOTES:

The festival grounds map for attendees will look much like this one (+ more descriptions as to where campgrounds, food, activities, and stages are)

The guests may enter the festival through a special secret entrance much like the one our main character, Marcy, takes to get to Wildehaven.

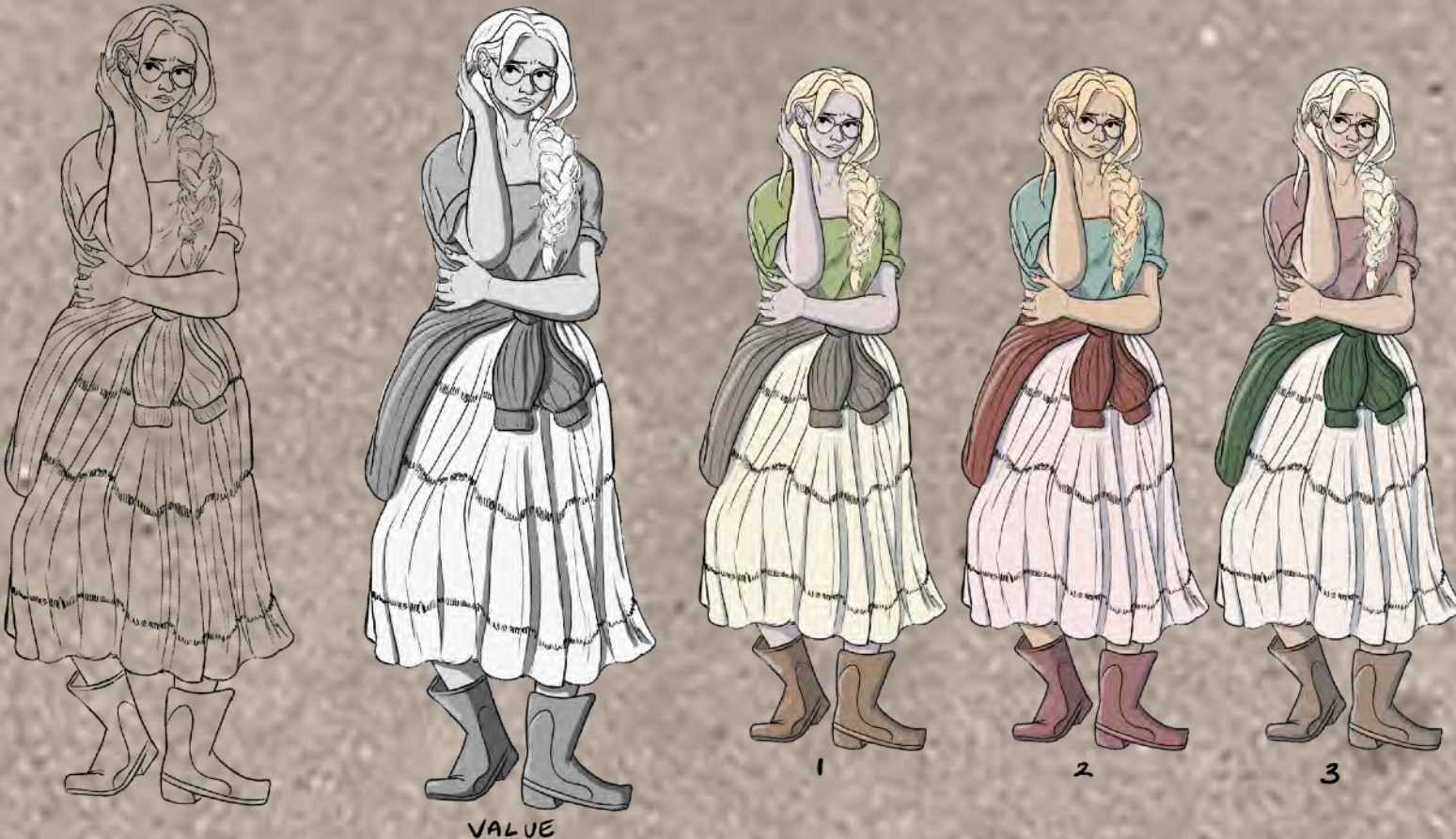
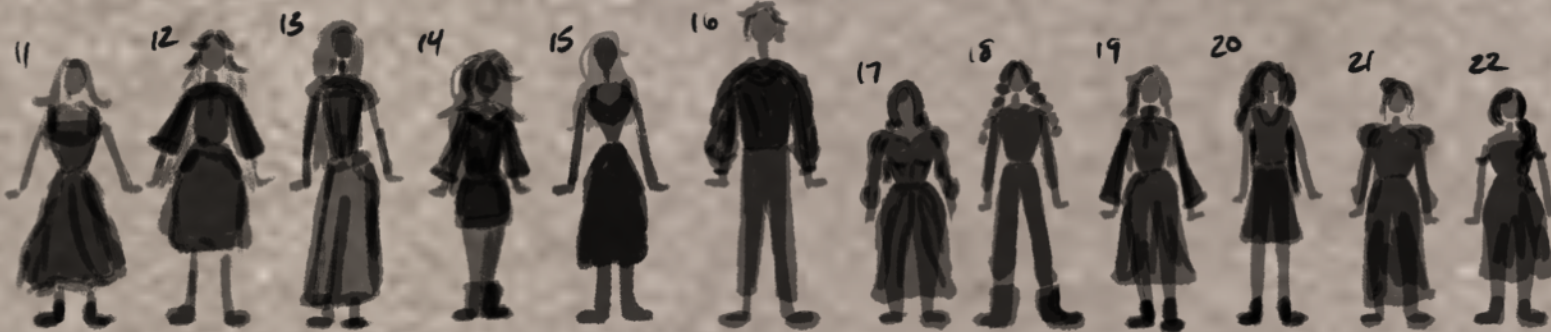
It's reality mixed with fantasy. The map is informed by maps of the Black River Wild Forest, but it is not by any means an accurate portrayal of it. The story is informed by real Adirondack flora, fauna, and folklore, however, liberties are taken for fantastical elements.



MAIN CHARACTERS

MARCY

- heroine
- introvert
- bookworm
- connected to the magic in Wildhaven's forbidden Boundless Ash Forest
- finds identity and voice

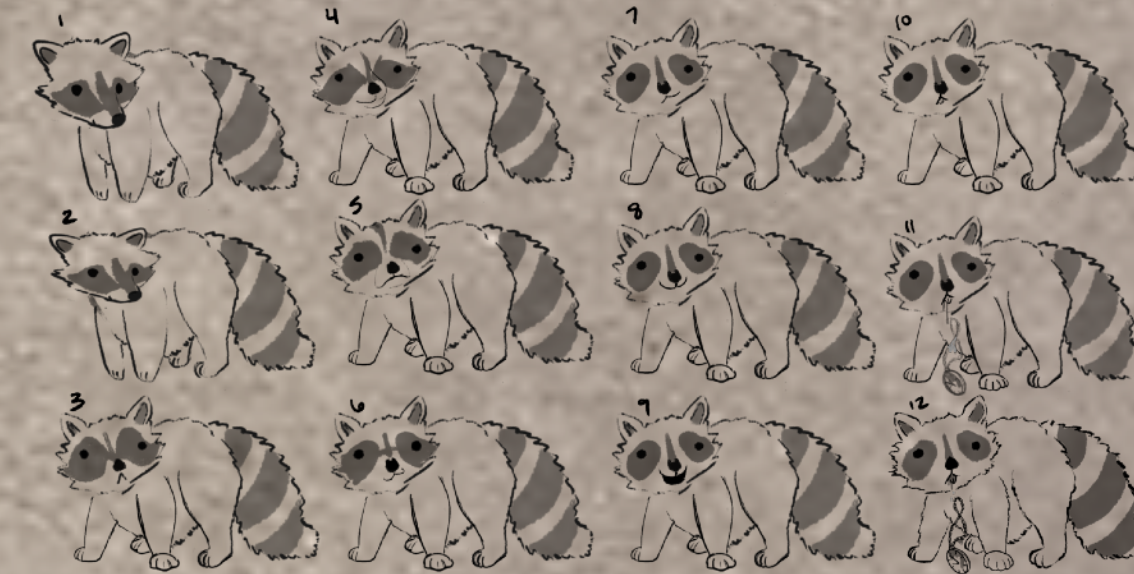


VALUE



COON

- leads Marcy to Wildehaven
- dopey
- happy
- little goofball
- has the attention span of a goldfish
- likes to collect shiny objects (trash)



BB

- gentle giant
- cool
- calm
- collected
- used to be bffs with the Spruce King
- smokes a pipe and has a treehouse



LUMBERJACK

- local crazy man
- ex-lumberjack because he thought Bigfoot was stalking him
- hosts tea parties in the hopes of luring Bigfoot out
- exposes the Spruce Queen to be Brewer

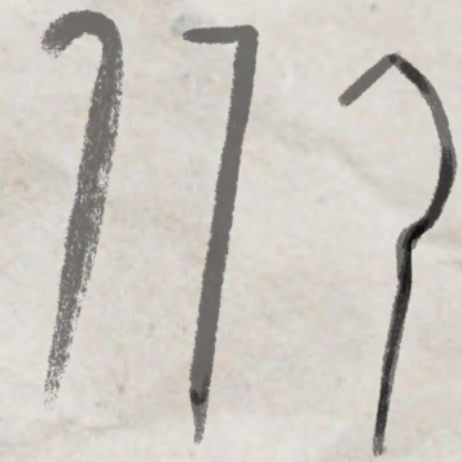
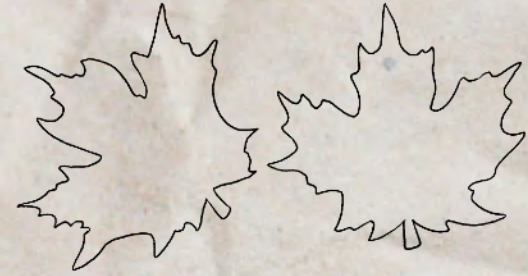


SPUCE QUEEN (BREWER)

- fraud
- manipulative
- cruel
- counterpart to Marcy's identity issues
- actually a shapeshifter who killed the Spruce King and stole the real Spruce Queen's soul and image as she keeps her prisoner



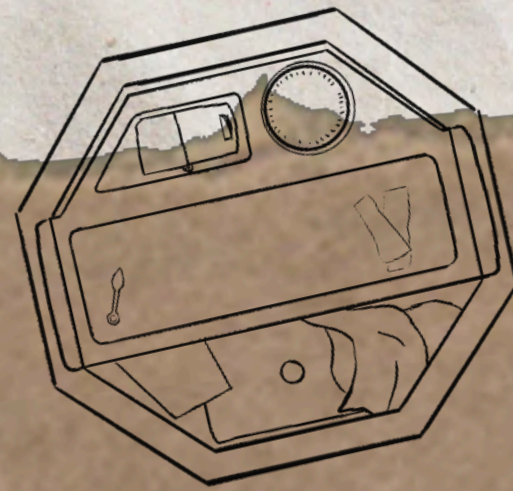


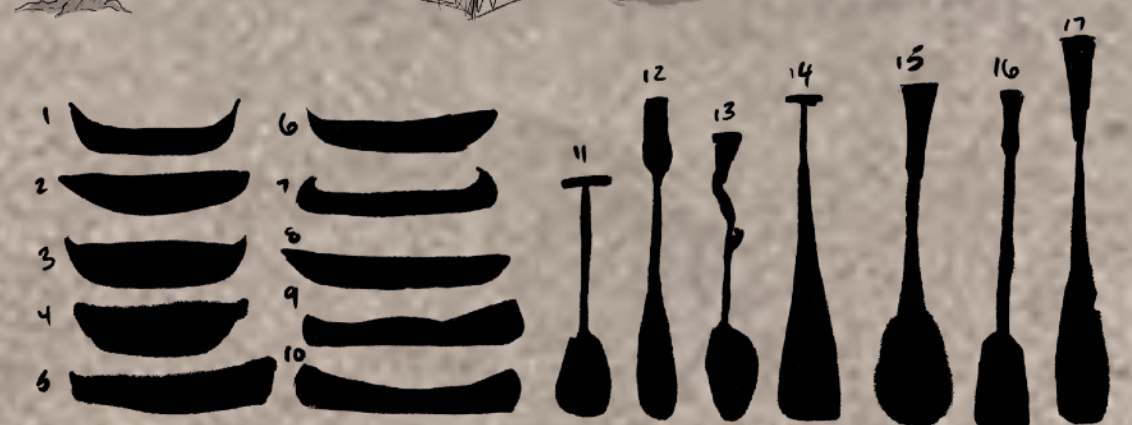
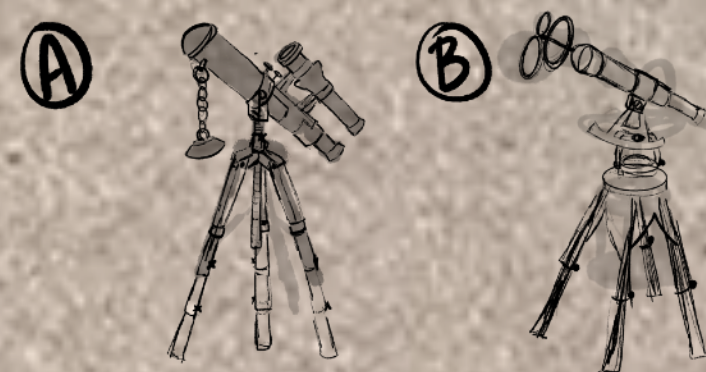
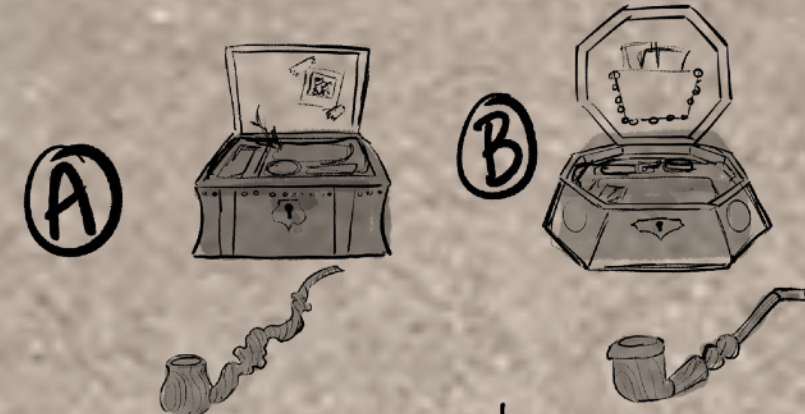
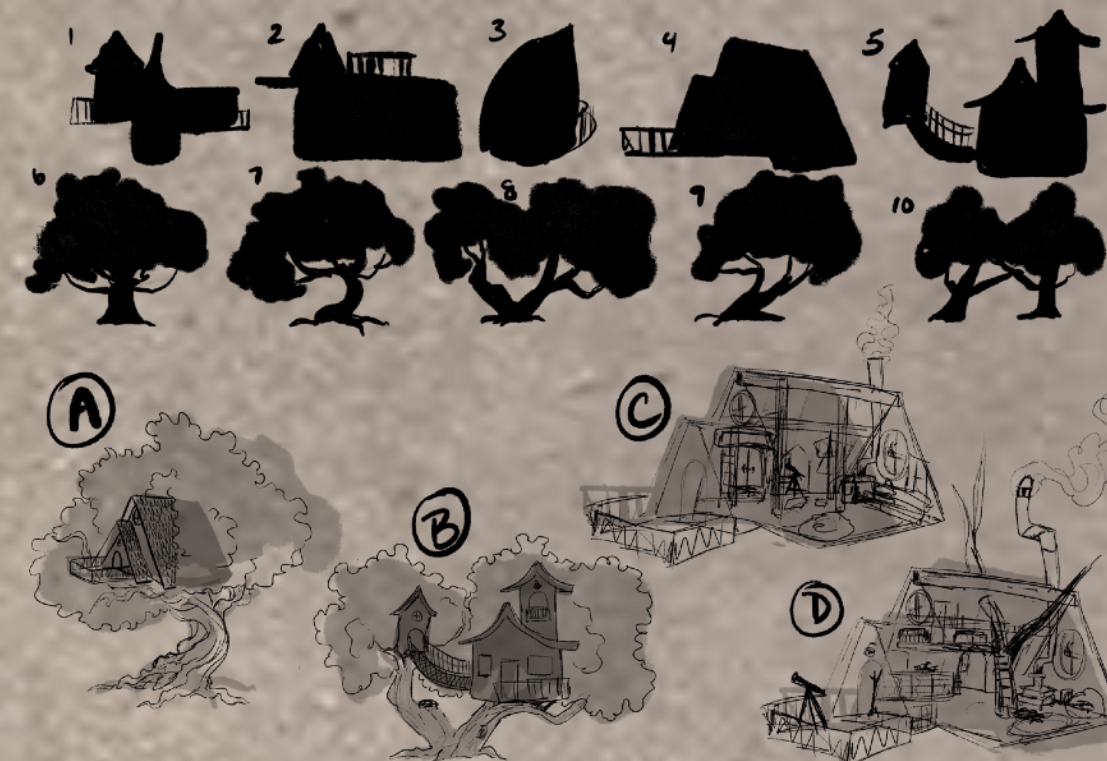
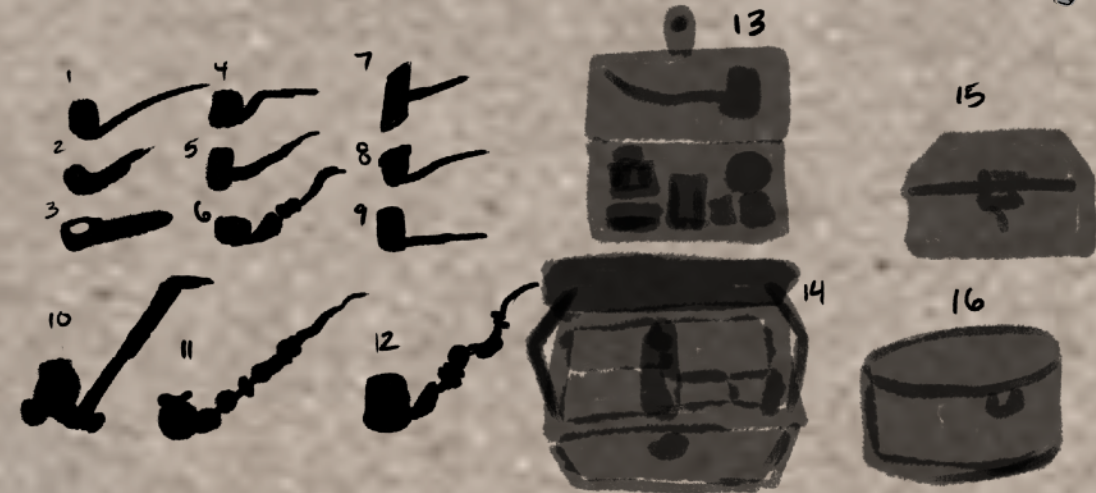


(Tent Spike Addition)



PROPS





(LUMBERJACK'S)



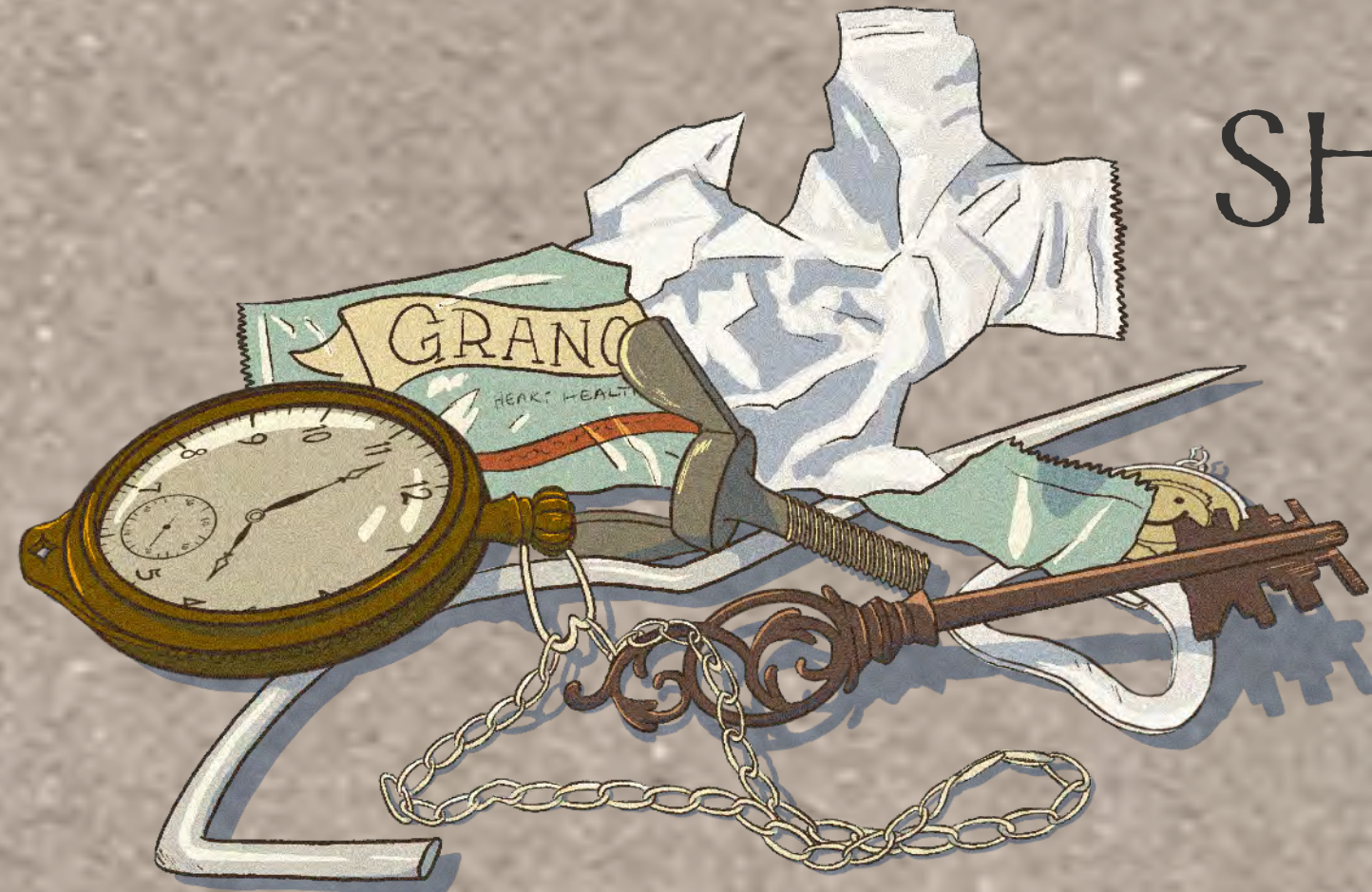
TEA SET



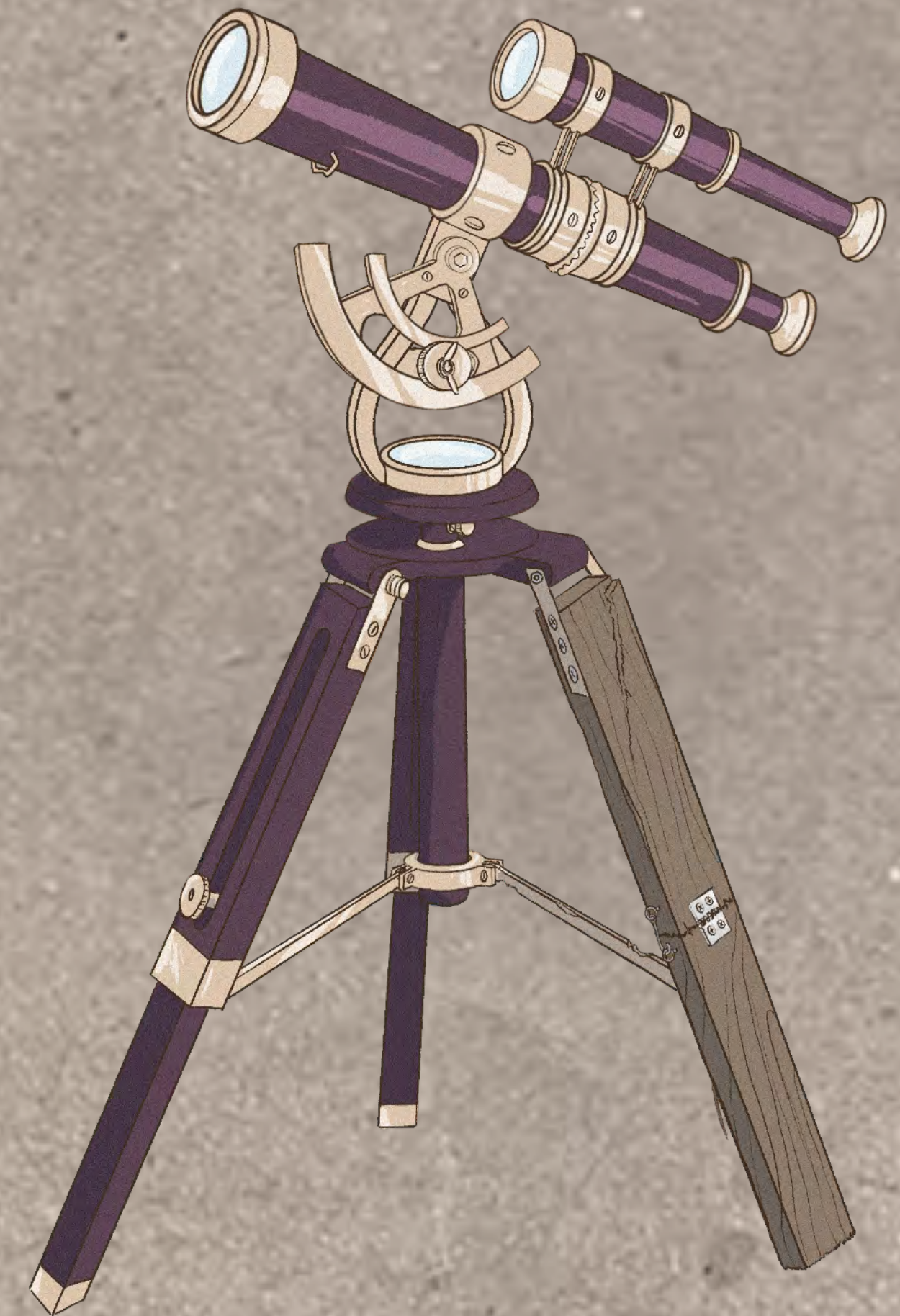
POCKET AX

(IN BB'S TREEHOUSE)

SHINY TRASH



SMOKE BOX
+ BB'S PIPE

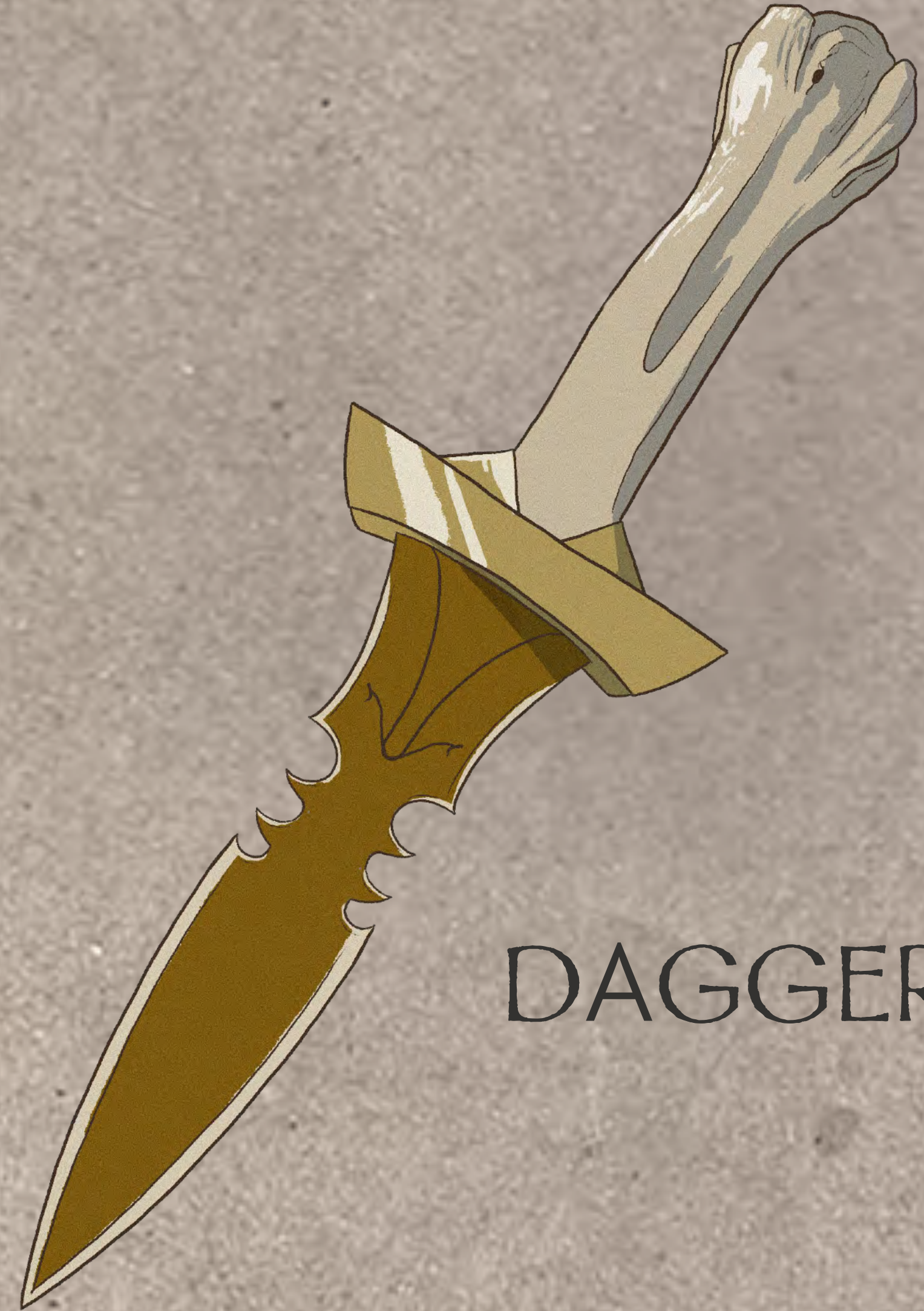


TELESCOPE

(SPRUCE QUEEN'S NEFARIOUS ACTIVITIES)



CANOE



DAGGER



BB'S TREEHOUSE

An Adirondack A-Frame build in a giant sugar maple tree located deep in the Sugar Maple Forest. Sort of a cave in the trees made super cozy by a wood stove furnace, beanbags, and thrifted charm.



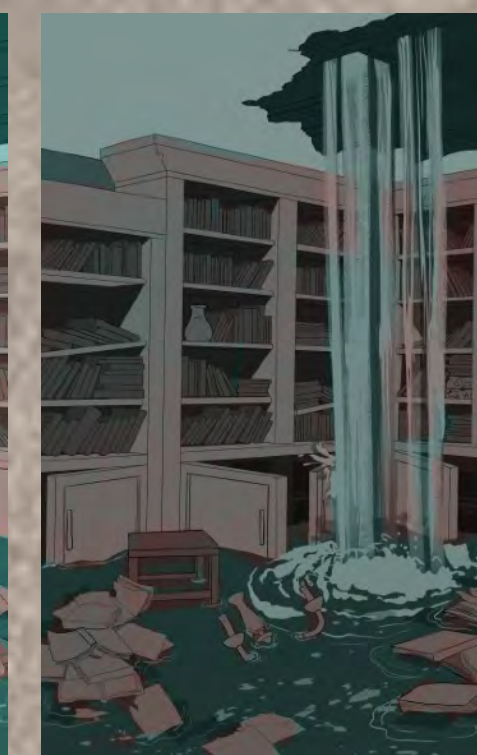
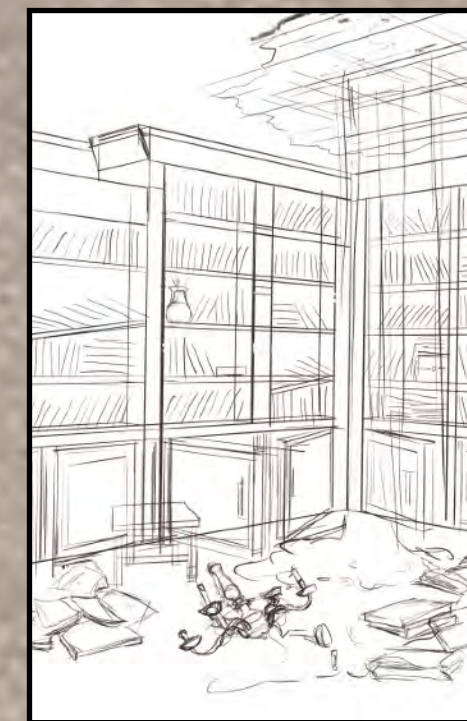
BB'S
TREEHOUSE
INTERIOR

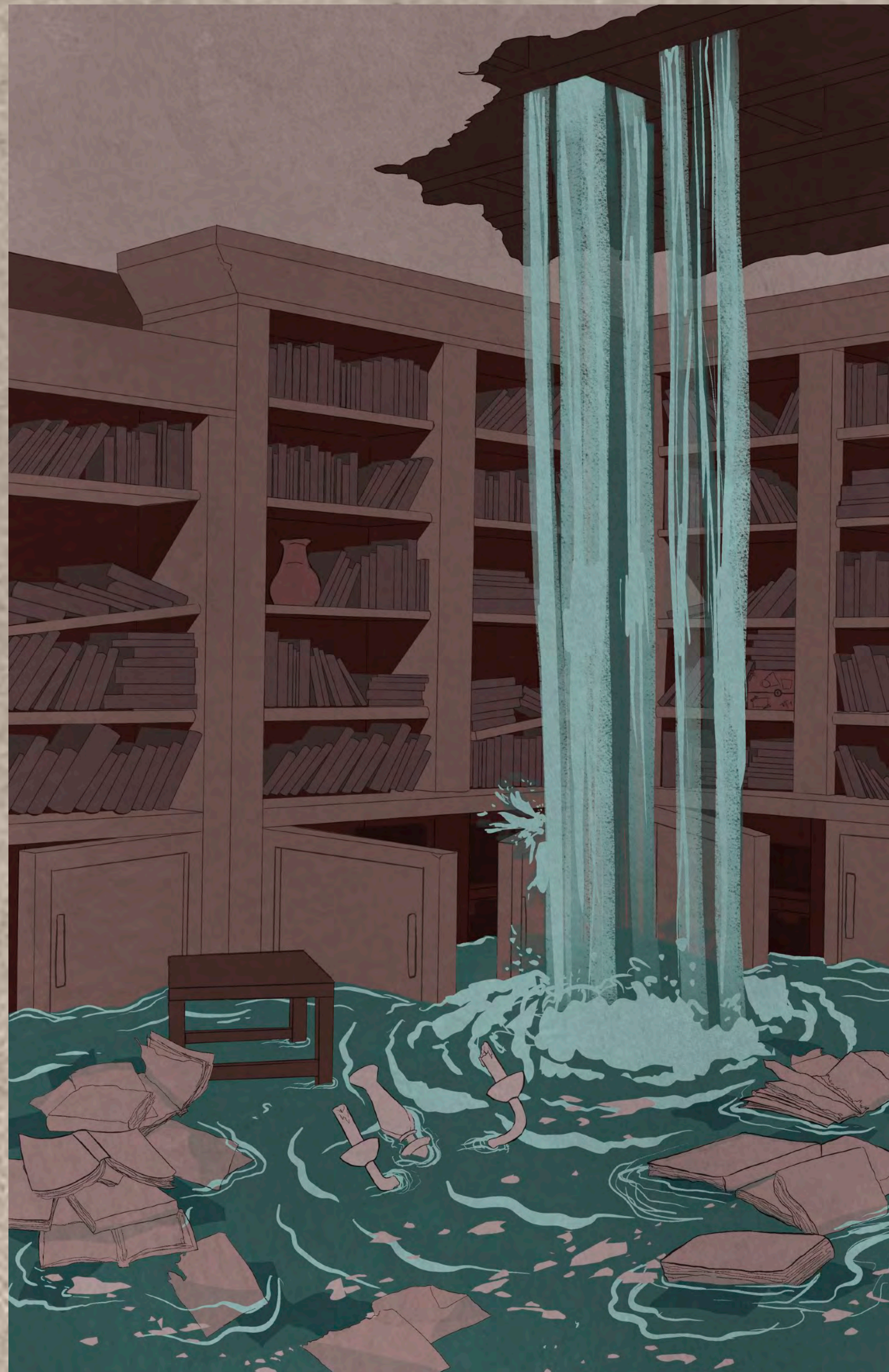


ENVIRONMENTS

QUEEN'S CASTLE LIBRARY

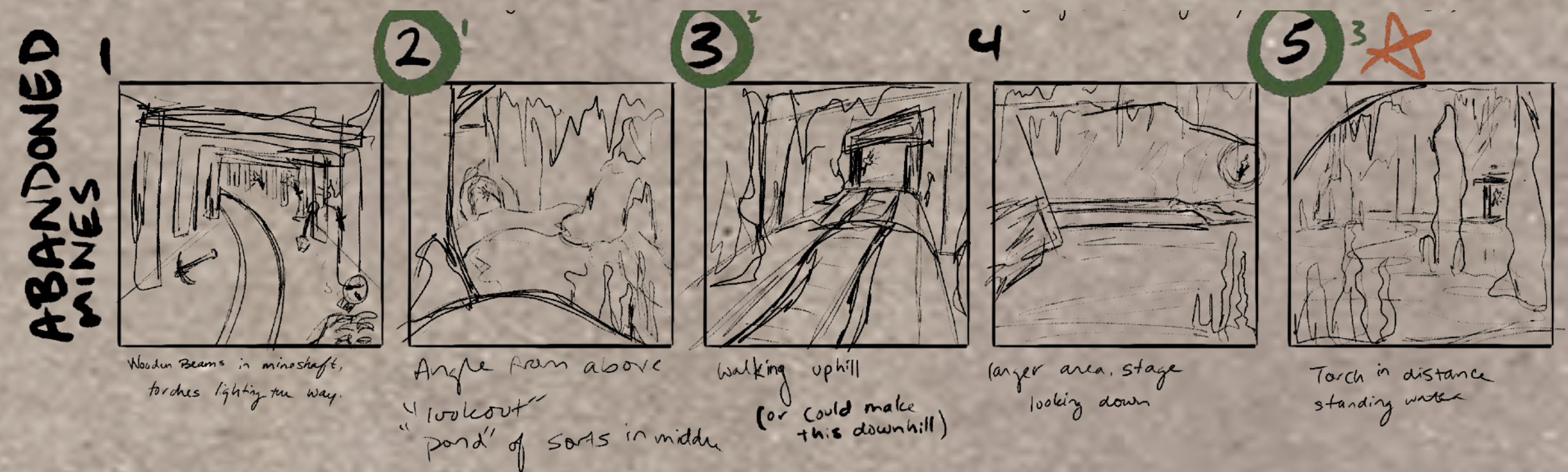
Among the many unused and neglected rooms of the Spruce Queen's Castle is the library. Brewer has evicted many of the residents and staff that used to live in the castle, making the place feel empty and cold while also allowing once grand areas such as this to fall and rot in disarray.



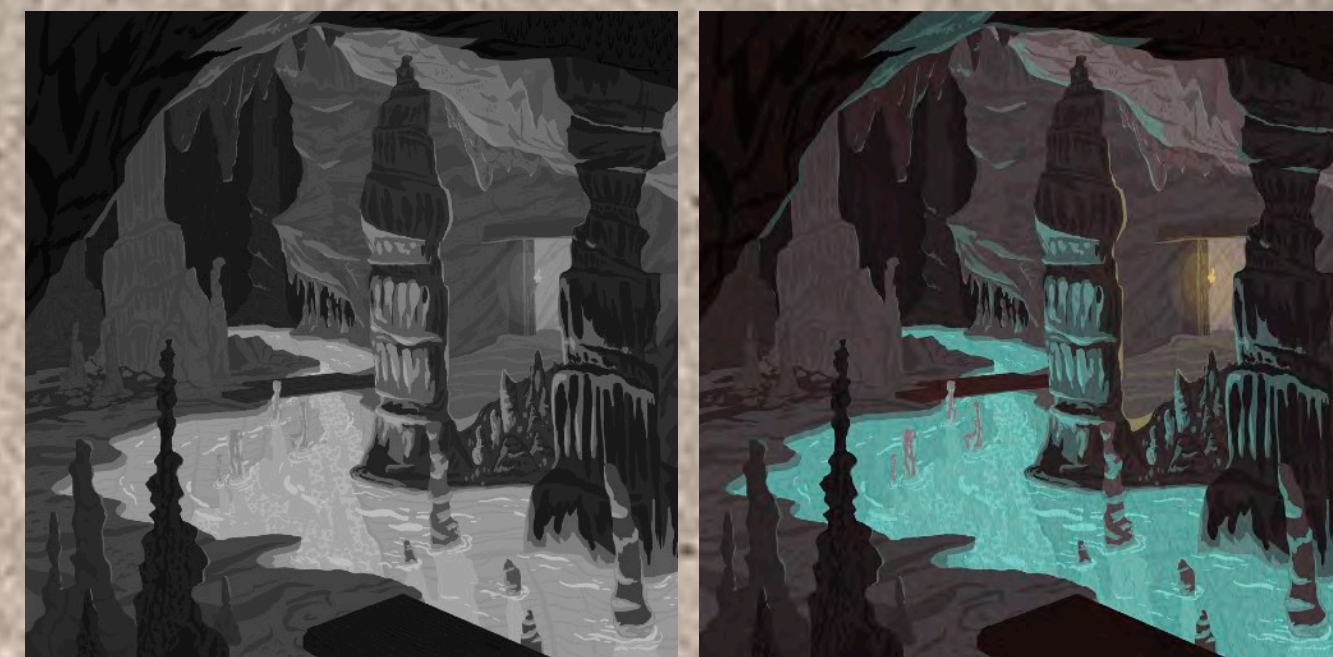
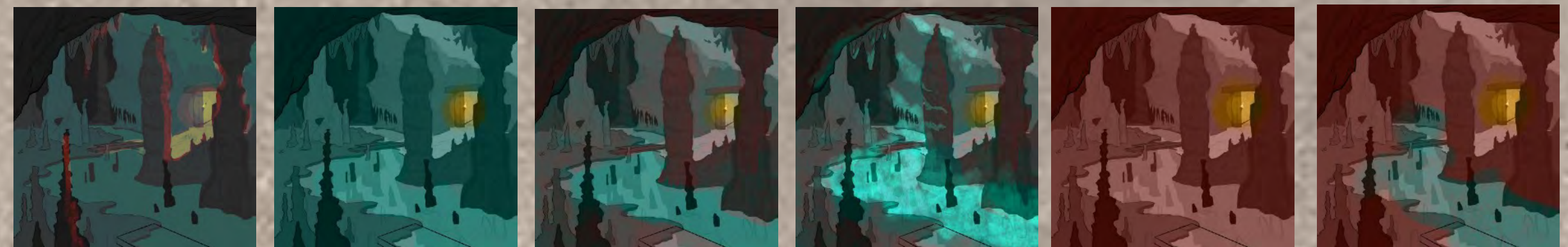
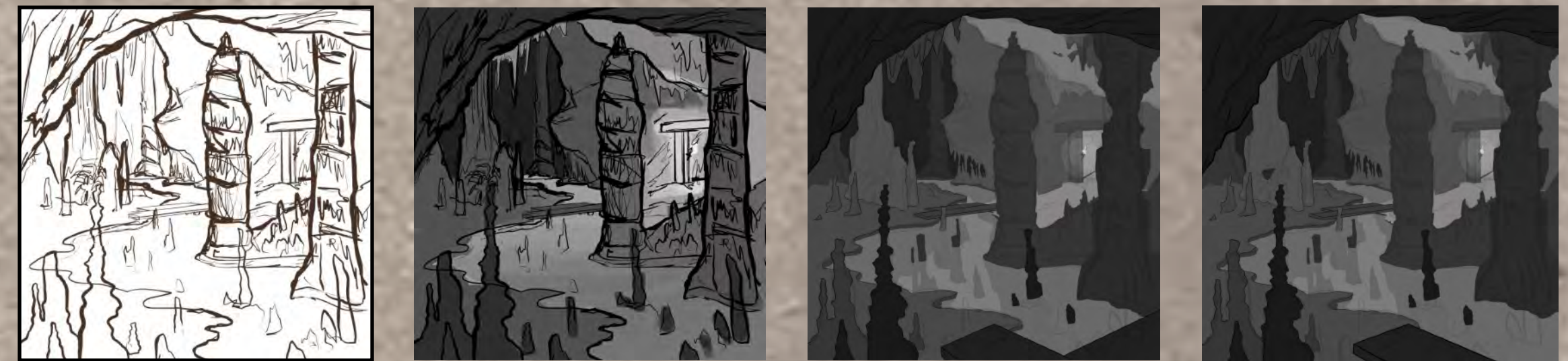


INTERIOR 1 FINAL: SPRUCE QUEEN'S LIBRARY

ABANDONED MINES/ CAVERN



Contains remnants left behind by miners who abandoned their work, and the bones of those who were unable to escape. Among their belongings, Marcy finds an old map of the mines. She keeps it with her and eventually draws her own map of Wildehaven on the back of it.

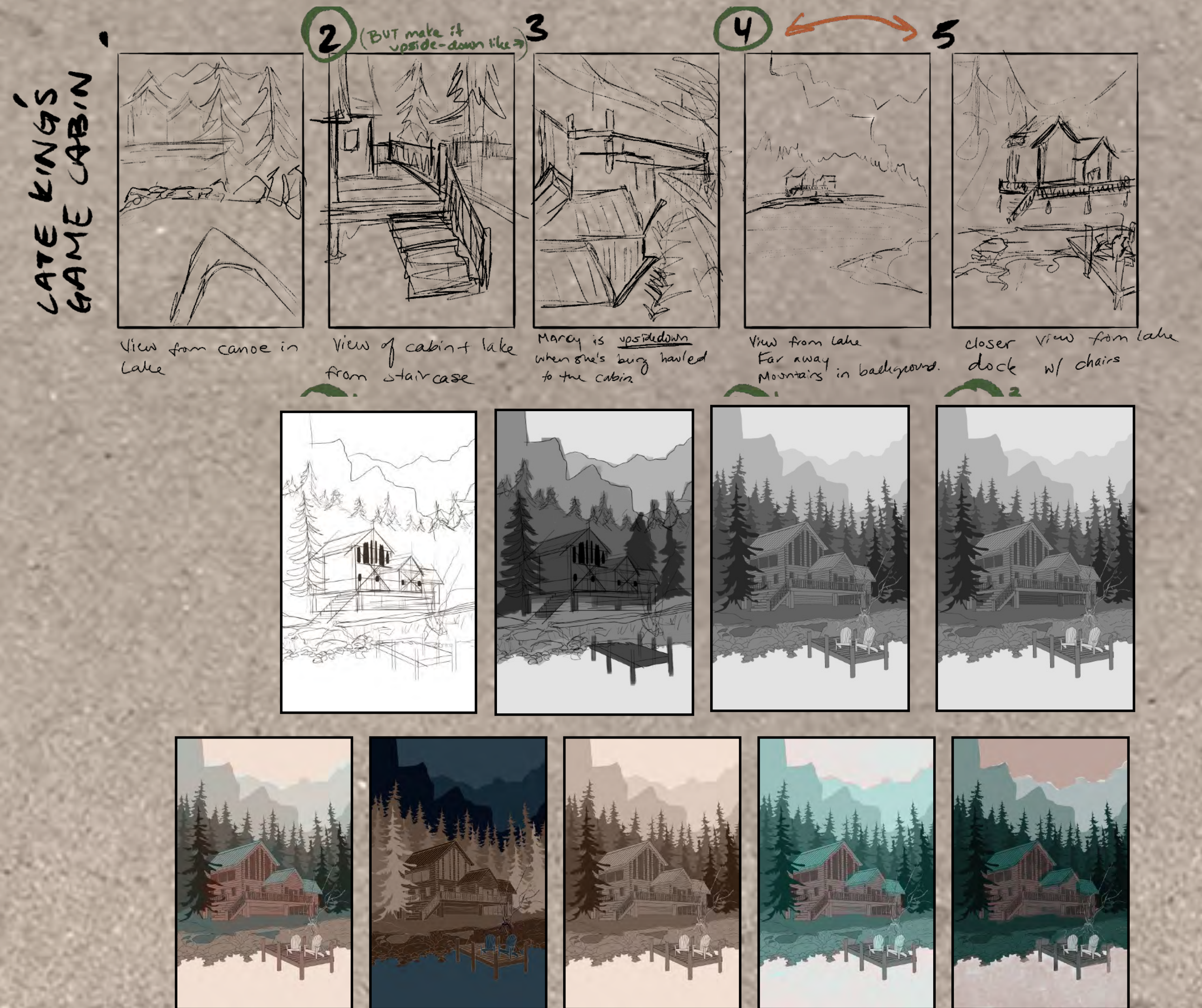




INTERIOR 2 FINAL: ABANDONDED MINES

LATE KING'S GAME CABIN

Located on the edge of the Boundless Ash Forest and waterfront of Gull Lake. Basically, a man-cave that the Spruce King used as a hunting cabin, to hang out with friends, play games, and generally escape from royal life with the Spruce Queen. Brewer uses the cabin frequently for her own twisted acts as it's very secluded and is the halfway point between the Castle and the Hidden Prison. This is where Marcy is taken to be questioned after going into the Boundless Ash Forest.

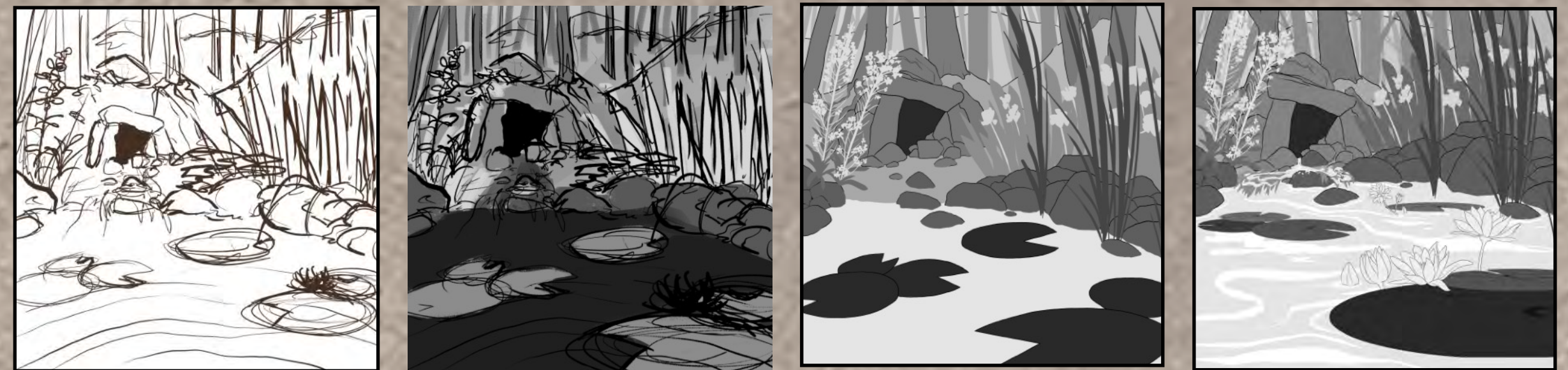
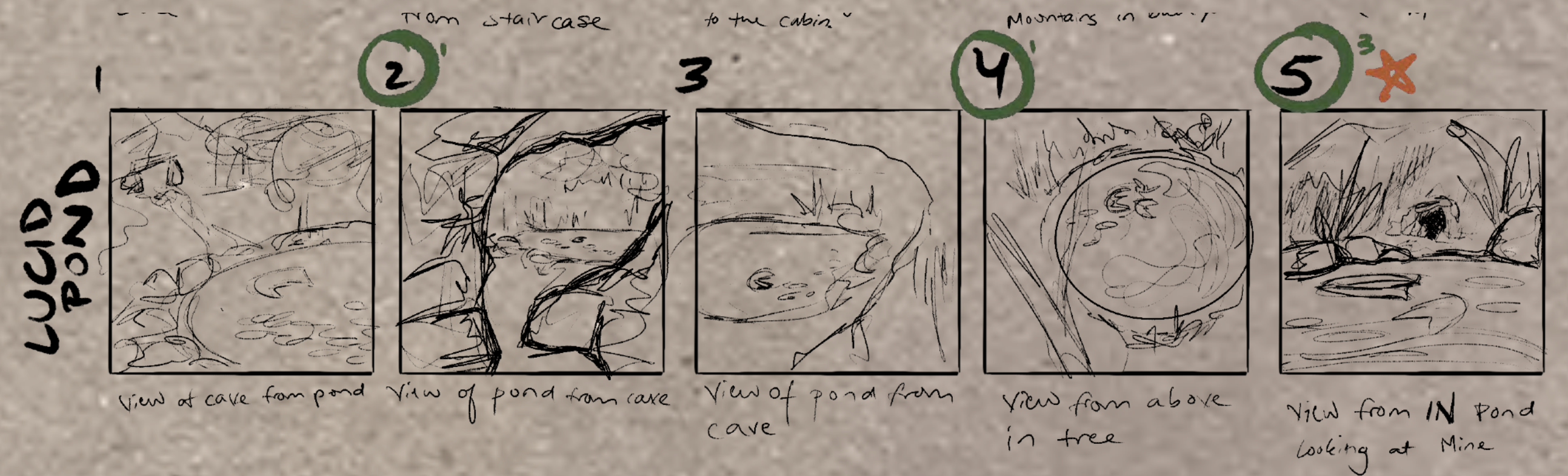




EXTERIOR 1 FINAL: LATE SPRUCE KING'S GAME CABIN

LUCID POND

At the exit of the Abandoned Mines, near where the Lumberjack has his tea Parties. Has healing powers and is a line of connection to the Boundless Ash Forest.





EXTERIOR 2 FINAL: LUCID POND

EXTRA ANGLES

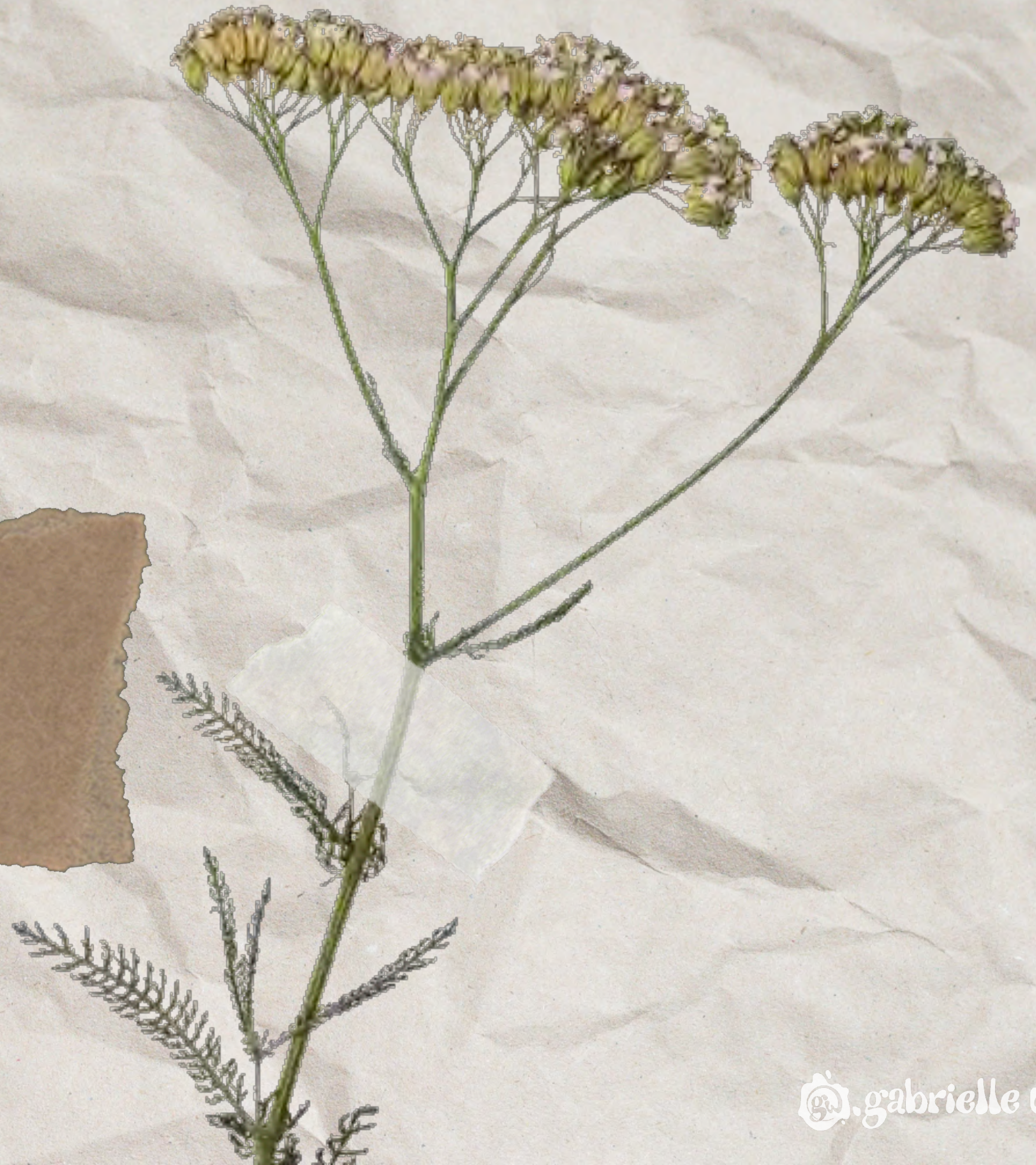


BB'S TREEHOUSE



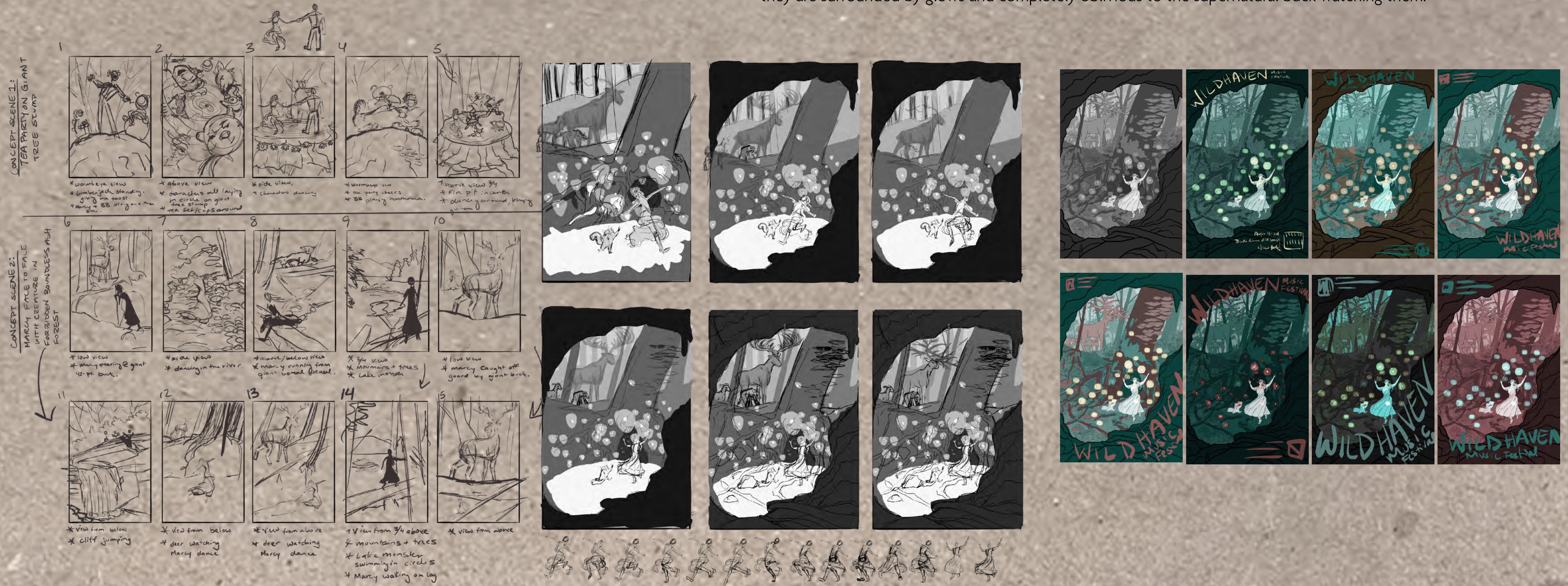
VIEW
OUTSIDE
OF
SPRUCE
QUEEN'S
CASTLE

KEY FRAME



DANCIN' LIKE NO ONE'S WATCHING

Since she entered Wildehaven, Marcy has felt a pull towards the Boundless Ash forest despite it being forbidden to enter by the Spruce Queen. She takes the risk to find out what calls to her, and to her surprise, it's not filled with monsters, but magic. In this turning point of Marcy's journey towards self discovery, she dances freely with Coon as they are surrounded by glows and completely oblivious to the supernatural buck watching them.





WILDEHAVEN

LORD HURON
BON IVER
HOZIER
JOHN BUTLER
SUNFLOWER BEAN
ALL THEM WITCHES
SUFJAN STEVENS
FLORENCE + THE MACHINE
THE GREETING COMMITTEE

MUSIC FESTIVAL
AUGUST 12-14 2022 • BLACK RIVER WILD FOREST • NEW YORK

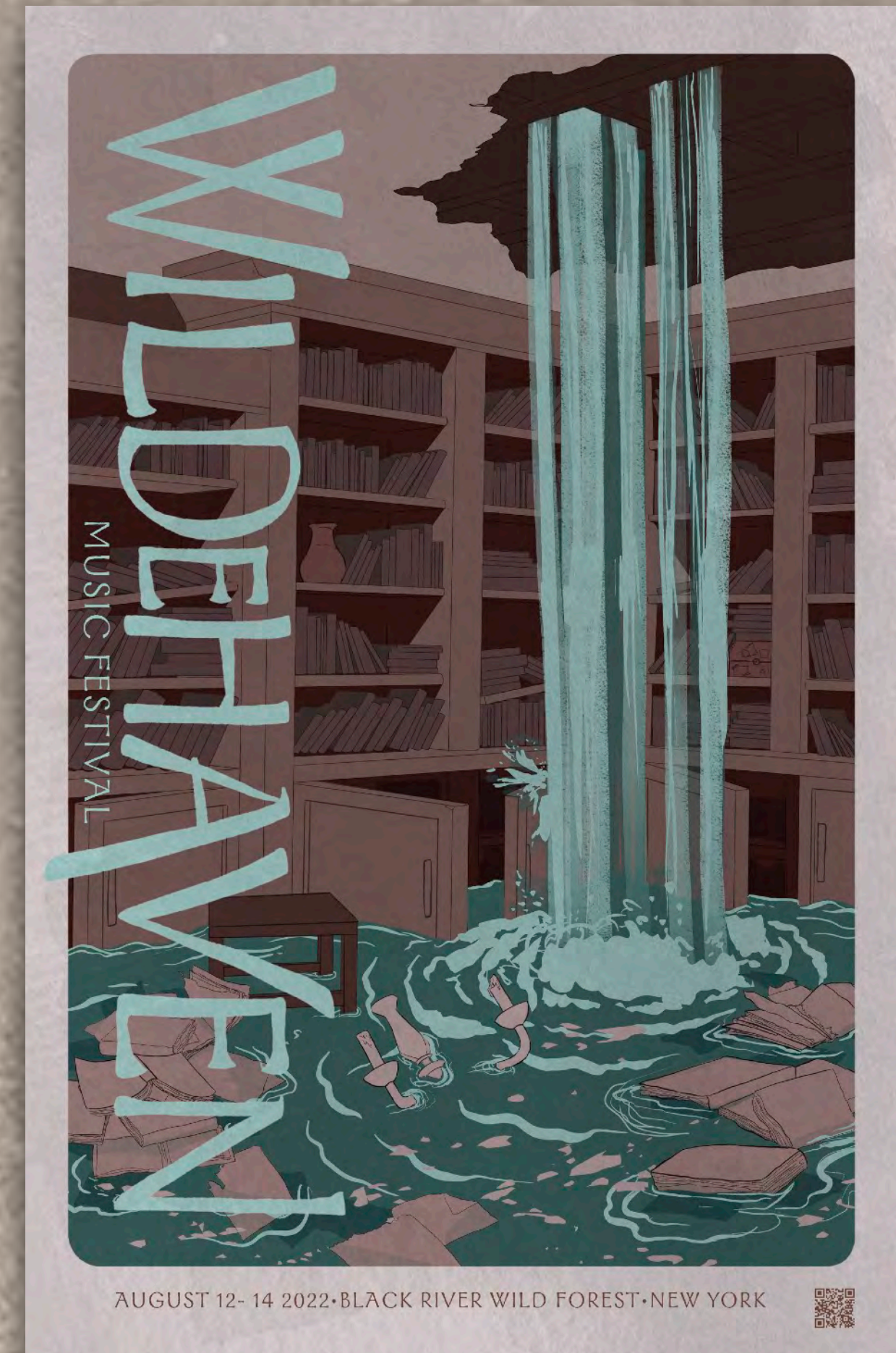


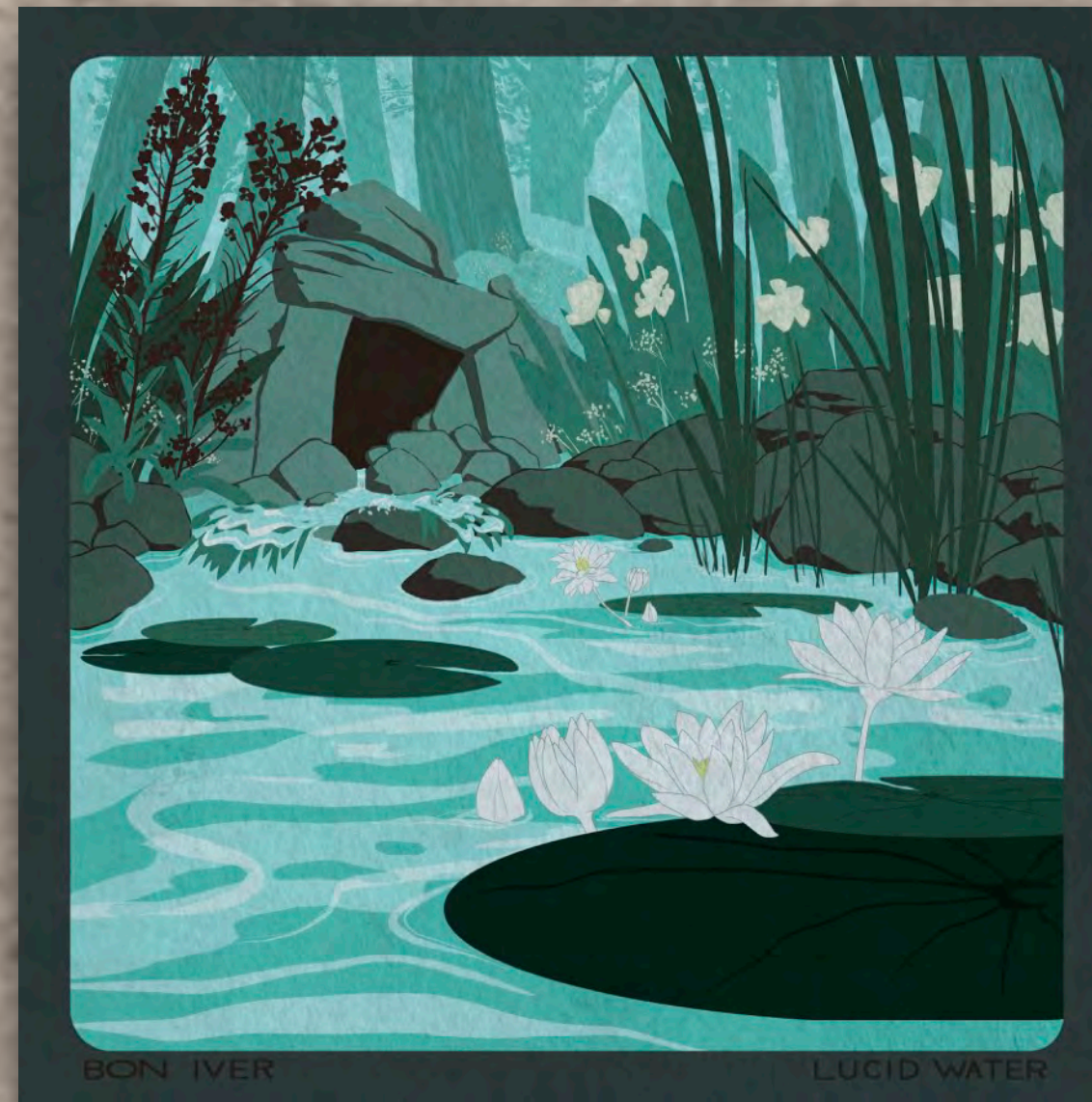


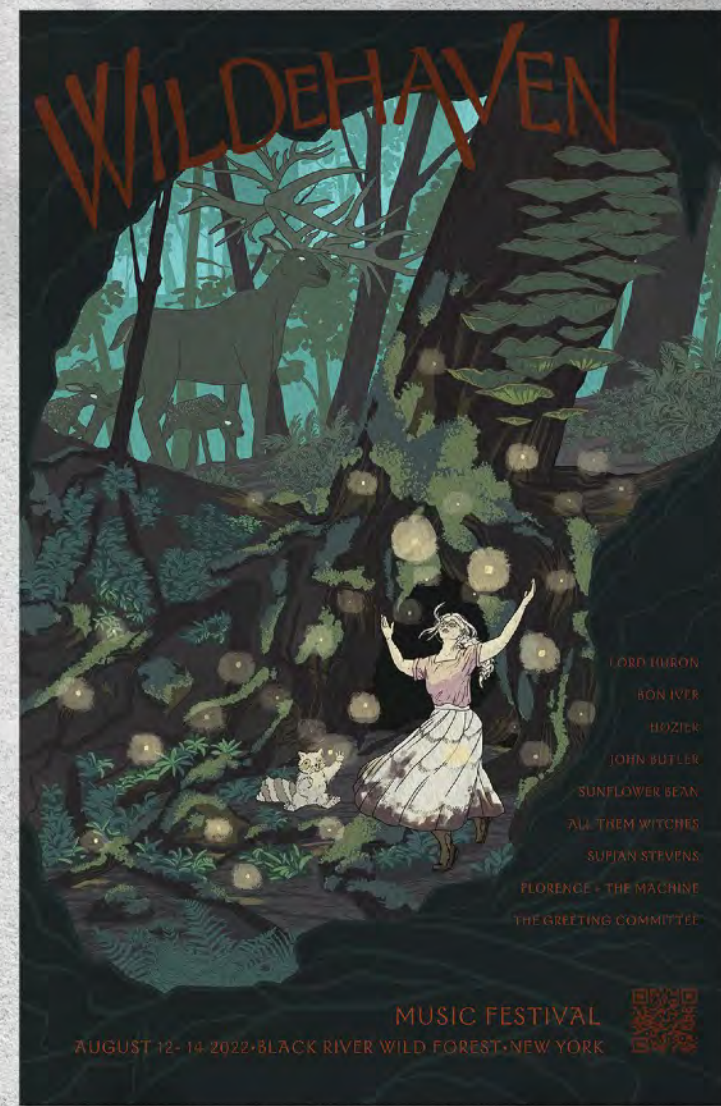
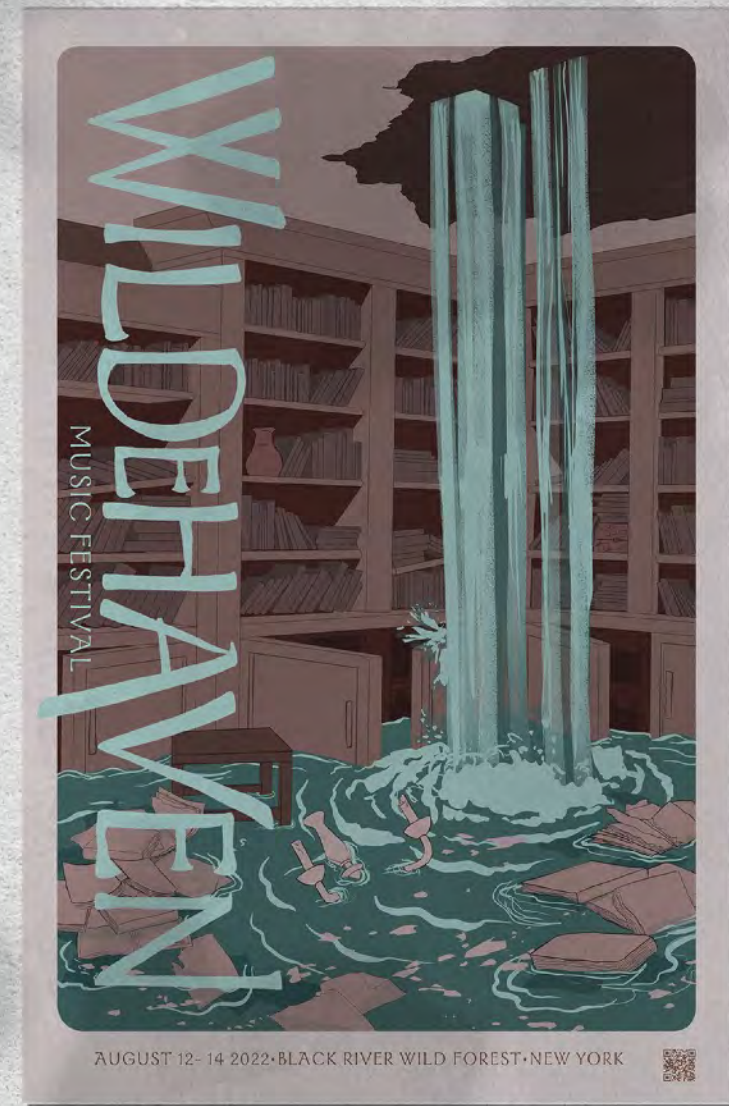
KEY FRAME FINAL:
DANCIN' LIKE
NO ONE'S WATCHING



MOCKUPS







thank
you!

 gabrielle wagner