

ORIGINAL CONCEPT — FINLEY MURRAY

NIGHT TERRORS

Every nightmare you have ever had, in a row, and no way to wake up.

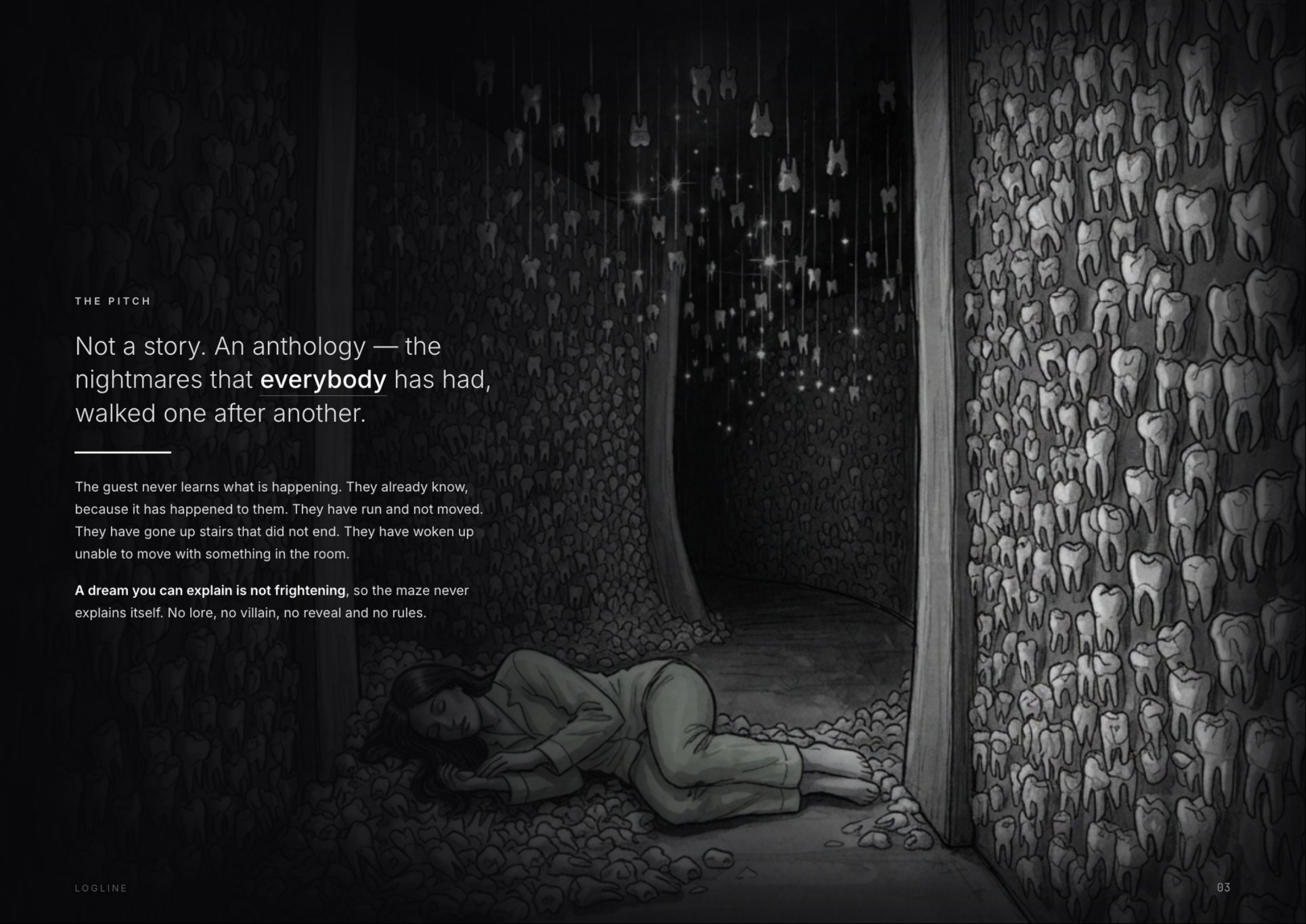
CONCEPT PACKAGE



DRAFT 01



**YOU HAVE HAD
THIS ONE BEFORE.**



THE PITCH

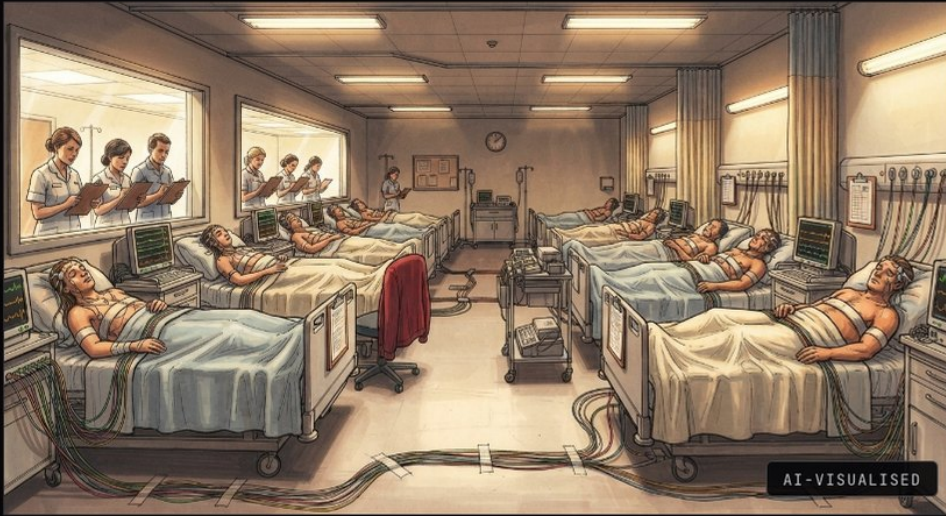
Not a story. An anthology — the nightmares that **everybody** has had, walked one after another.

The guest never learns what is happening. They already know, because it has happened to them. They have run and not moved. They have gone up stairs that did not end. They have woken up unable to move with something in the room.

A dream you can explain is not frightening, so the maze never explains itself. No lore, no villain, no reveal and no rules.

01 — THE COLOUR RULE

YOU WATCH IT LEAVE



Room 1 — the Sleep Lab. Eight beds, eight sleepers wired to monitors, staff watching through the glass. In full colour, and completely benign.

The Sleep Lab is the waking world: warm skin, pale blue blankets, a green monitor trace, a red cardigan over a chair. Ordinary, unremarkable, real.



Room 1b — the Breach. The colour stops at the edge of the tear and bleeds out along the cracks.

Then the wall opens, and **the colour is gone and never returns**. Not a blackout — a hole, with fog rolling out of it and something standing in the dark beyond.

WHY THIS BEATS A BLACKOUT

A blackout tells the guest the lights changed. A breach tells them **the world changed, and something made it happen**. They see both worlds at once and step across on purpose. These two pages are the only colour in the entire attraction — and in this document.

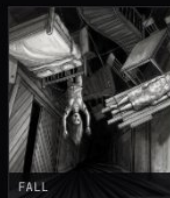
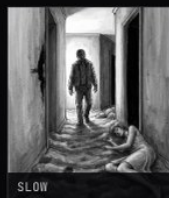
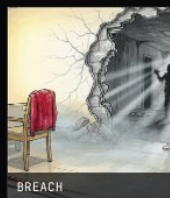
02

THE ROUTE

Ten nightmares, and the guest recognises every one of them. That recognition is the whole attraction.

TEN NIGHTMARES

#	ROOM	THE NIGHTMARE	THE EFFECT
01	The Sleep Lab	<i>the threshold</i>	Colour · programmed blackout
01b	The Breach	<i>the crossing</i>	Colour drains at the tear · fog
02	The Bedroom	<i>sleep paralysis</i>	Stillness, one hard light
03a	The Bathroom	<i>teeth falling out</i>	Mirror, sink, a cupped hand
03b	The Teeth Corridor	<i>the same dream, past logic</i>	Walls of teeth, thousands hanging
04	The Stairs	<i>stairs that never end</i>	Sloped floor, mirrors, angled walls
05	The Doors	<i>the room you can't find</i>	Endless identical doors
06	The Slow Run	<i>running but not moving</i>	Deep memory-foam floor
07	The Shadows	<i>something behind you</i>	Hard light, white wall, scrim
08	The Fall	<i>falling</i>	Strobe, suspended overhead pieces
09	The Deep	<i>drowning</i>	<u>No water</u> — everything drifts upward
10	The Faces	<i>nobody recognises you</i>	Dense white fog, blinding light



ROOM 02 · SLEEP PARALYSIS

THE BEDROOM

A person lies in the bed **awake** — eyes open, rigid, breathing too fast. They can see the guest. They cannot move and they cannot speak.

Standing over the bed, close and unhurried, is something that does not move either.

THE RULE FOR THIS ROOM

Nothing happens in it. No score, no stinger, no motion. It is the quietest room in the attraction and it should be the one people describe in the car park.

GENERATIVE AI USED FOR CONCEPT VISUALISATION



ROOM 03A

THE BATHROOM

~25S DOMESTIC TEETH

Small, tiled, cramped. One mirror, one sink, a dripping tap. Teeth in the basin. Teeth on the floor. A figure at the mirror with a cupped hand raised to its mouth, not turning round.

WHY NOT A DENTIST

In the actual dream nobody is doing it to you. You are at a mirror and they come away in your hand. Making it a surgery would lose that — and put a second clinical room in a maze that has exactly one.



ROOM 03B

THE TEETH CORRIDOR

~35S PUSH-THROUGH DREAM LOGIC

The bathroom opens into a passage where the dream has stopped obeying its own rules. Walls packed with teeth like the inside of a jaw, and thousands more hanging on threads at head height.

ONE NIGHTMARE, TOLD TWICE

03a is the dream as you have it. 03b is the dream continuing after logic has left, which is what dreams do. And the sound of the second room is free — thousands of small hard objects knocking together in the dark.



ROOM 04

THE STAIRS

~40S SLOPED FLOOR MIRRORS

Flights running upward, downward and sideways, joining where they should not. Mirrored panels repeating them away into infinity. The landing underfoot is visibly out of level.

THE BEAT

The Tall One is always one flight above. Never closer, never further, and always climbing.



ROOM 05

THE DOORS

~35S NO SLEEPER WRONG ARCHITECTURE

Identical doors, too many and too close together. Some open onto brick. One opens onto a landscape far too large to fit inside the building.

THE ONLY ROOM WITH NOBODY DREAMING IT

Every other nightmare here belongs to a named sleeper. This one has none — which makes it the only room the guest might be having themselves.

ROOM 06 · RUNNING BUT NOT MOVING

THE SLOW RUN

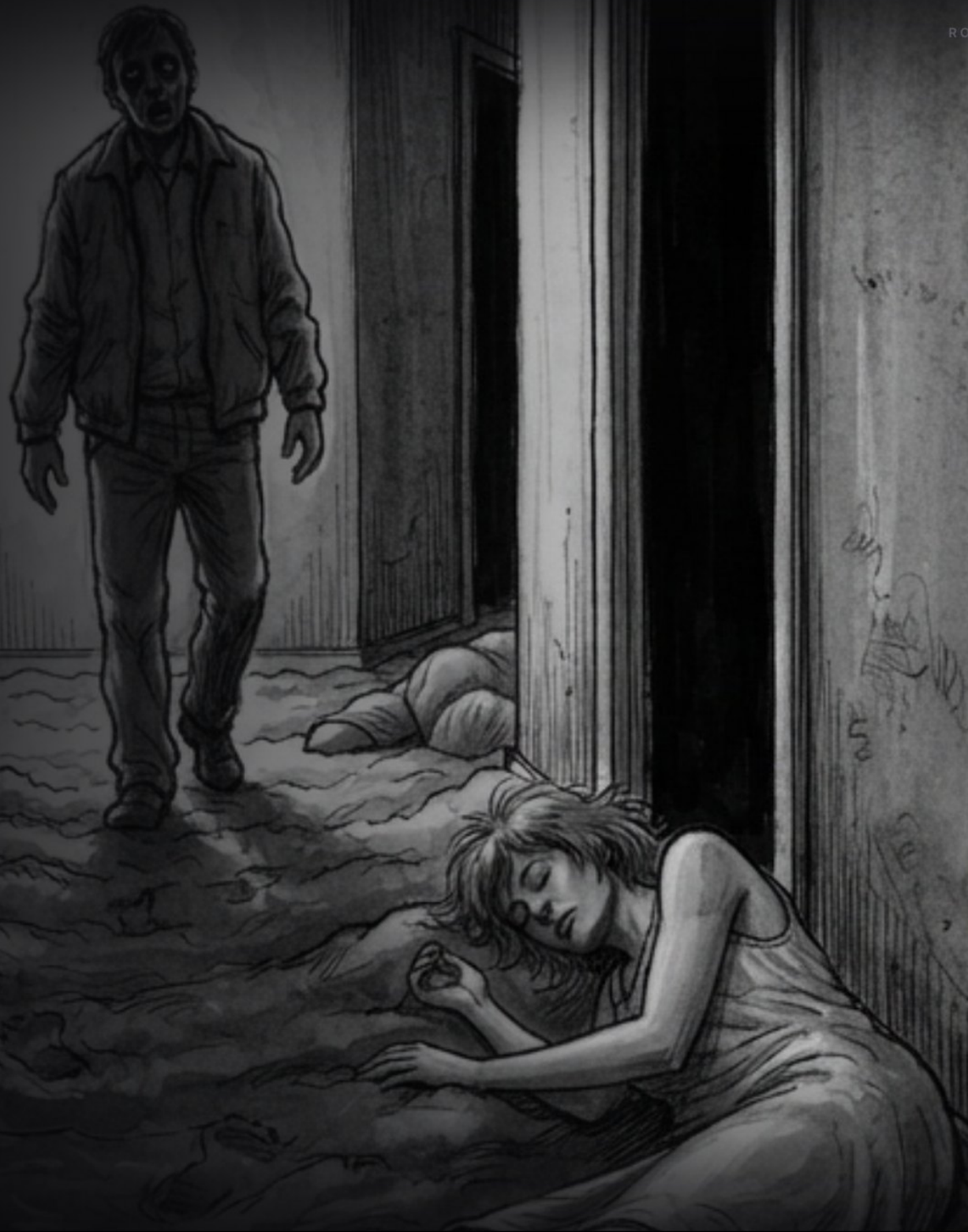
Deep memory foam underfoot. Something is coming, and the guest physically cannot get away from it.

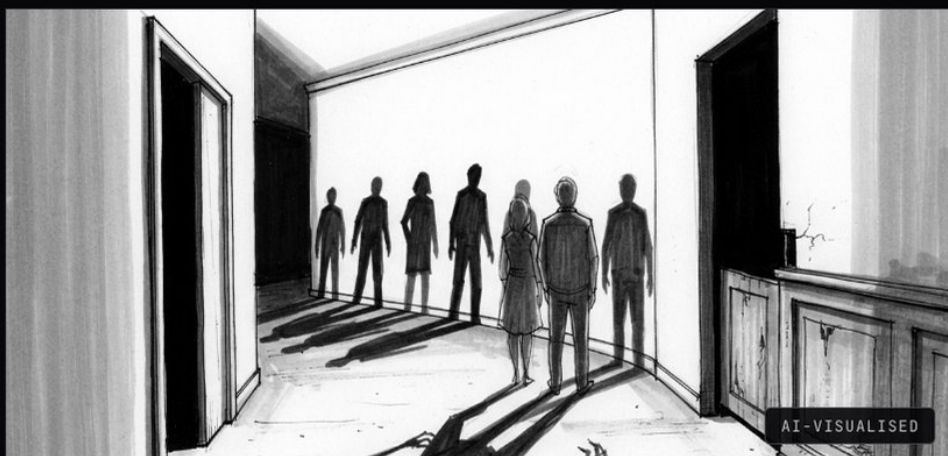
The most universal nightmare there is, delivered entirely by the floor. **The Slow One walks.** It never runs — it does not need to.

AND THIS IS WHERE SHE WAKES UP

By room six the guest has stopped checking the sleepers, because every one so far has been a prop. Sleeper 4 is lying in the soft floor as they wade past — and she opens her eyes. Used exactly once in the attraction.

GENERATIVE AI USED FOR CONCEPT VISUALISATION





ROOM 07

THE SHADOWS

~30S ONE HARD LIGHT NO CREATURE

A bare white room, brilliantly lit from one hard source. The far wall is covered in the long black shadows of standing people.

THE BEAT — THE COUNT

There are more shadows on the wall than there are people in the room.

Nothing is revealed and no creature appears. The guest does the arithmetic themselves.



ROOM 08

THE FALL

~30S STROBE OVERHEAD SUSPENSIONS

Domestic furniture suspended overhead on wires at conflicting angles — a bed, a wardrobe, a staircase — hanging above the guest path as though the room is tumbling.

THE BEAT

The Hanged turns slowly on its wire among the furniture, head down, hair hanging straight toward the floor.

ROOM 09 · DROWNING

THE DEEP

There is no water in this room. Guests cannot walk through water, and they do not need to.

Everything simply behaves as though submerged: fabric, hair and paper drift upward instead of hanging down. Dust hangs and turns rather than falling. Light arrives from above in rippling bands. Sound goes thick, slow and far away.

THE CHEAPEST ROOM IN THE ATTRACTION

And probably the most unsettling, because the guest's own body is the only thing in it still obeying gravity.

GENERATIVE AI USED FOR CONCEPT VISUALISATION



ROOM 10 · NOBODY RECOGNISES YOU

THE FACES

Dense white fog and blinding white light. No walls, no ceiling, no floor line — just white in every direction.

Figures loom close out of it, and every face is **blank** — smooth skin drawn over where a face should be. They look straight at the guest with nothing to look with.

THE EXIT

The guest walks out still inside it. They do not wake up — and they were never going to, because it was never their dream.

GENERATIVE AI USED FOR CONCEPT VISUALISATION

03

THE SLEEPERS

Eight people are asleep in room one. You will meet every one of them again.



WHOSE NIGHTMARE IS THIS?

Every sleeper in the attraction is a mannequin, and every one of them was in a bed in the Sleep Lab. The guest walks past all eight on the way in and thinks nothing of it.

Then each reappears — asleep, exactly as last seen — in one of the nightmare rooms. One per room. Which means the room you are standing in is that specific person's nightmare.

AND THE IMPLICATION IS THE DESIGN

You cannot wake up, because it is not your dream. The guest is walking through eight other people's nightmares while those eight lie wired to monitors in a room they have already left. Nothing needs to explain why there is no escape — there is no waking from someone else's sleep.

01	Young man, cropped dark hair, grey t-shirt — The Bedroom
02	Woman, 30s, long dark hair — Bathroom & Teeth Corridor
03	Older man, bald, striped pyjamas — The Stairs
04	Woman, 40s, red hair — The Slow Run · <u>the one who wakes</u>
05	Young man, ginger beard — The Shadows
06	Elderly woman, floral nightgown — The Fall
07	Man, 40s, navy pyjamas — The Deep
08	Young woman, dark bobbed hair — The Faces



Above: the sleeper mannequin. Ordinary, peaceful, undistorted — and the only undistorted human face in the attraction.

DESIGN RULES

Mannequins must read as props on close inspection — the trick only works if the guest was correct every previous time. The live one is used exactly once. Twice and it becomes a mechanic; once and it stays a memory.

04

THE CAST

Nightmares do not contain monsters. They contain
people who are wrong.



04 — THE CAST

STRETCHED PEOPLE

Silicone prosthetics of the stretched human type — distortion, never damage. The body stays completely ordinary: plain shirts, real hair, nothing wrong below the neck. Several of them are smiling. And every creature is deformed in the shape of its own nightmare.



ROOM 02

THE WEIGHT

Oversized bulbous skull, eyes sunk into pits, wide lipless mouth. Heavy, squat, built to sit on a chest.

It does not move. That is the entire performance.



ROOMS 03A-03B

THE GRIN

Mouth pulled enormously wide and low, crowded with far too many teeth. Plain blouse, long hair.

Cups a hand to its mouth and offers you what is in it.



ROOM 04

THE TALL ONE

Skull elongated upward, features pulled long and thin. Impossibly tall and narrow — built for a stairwell.

Always one flight above.



ROOM 05

THE DOORWAY

Face spread laterally, features too far apart, mouth stretched across the whole width. Broad enough to fill a frame.

When you look back, it is in the door you came through.



ROOM 06

THE SLOW ONE

The **least** distorted face in the maze — ordinary proportions, hollowed eyes, mouth slightly open. Ordinary clothes.

It walks. It never needs to run.

04 — THE CAST

AND THE REST

Everything must read in value alone — there is no colour to work with. Skin bone-white to mid-grey, never warm. Hair pure black or pure white. Eyes either the darkest thing in frame or entirely absent. **Nothing bleeds anywhere.**



ROOM 08

THE HANGED

A face seen inverted — jaw slack, hair hanging straight toward the floor, arms dangling.

Turns slowly on its wire, overhead, among the furniture.



ROOM 09

THE DROWNED

Skin drawn tight and waterlogged, eyes clouded pale, mouth open. Hair streaming upward.

Never touches the floor. Carried rather than walking.



ROOM 10

THE BLANK

Featureless. Smooth skin drawn across where a face should be. No eyes, no nose, no mouth.

Finale only. Appears nowhere else in the attraction.



EVERY ROOM

A SLEEPER

A mannequin of an ordinary person, asleep, peaceful and completely undistorted.

The control group. Without them there is nothing to measure the wrongness against.

04 — THE CAST

THE SHADOW

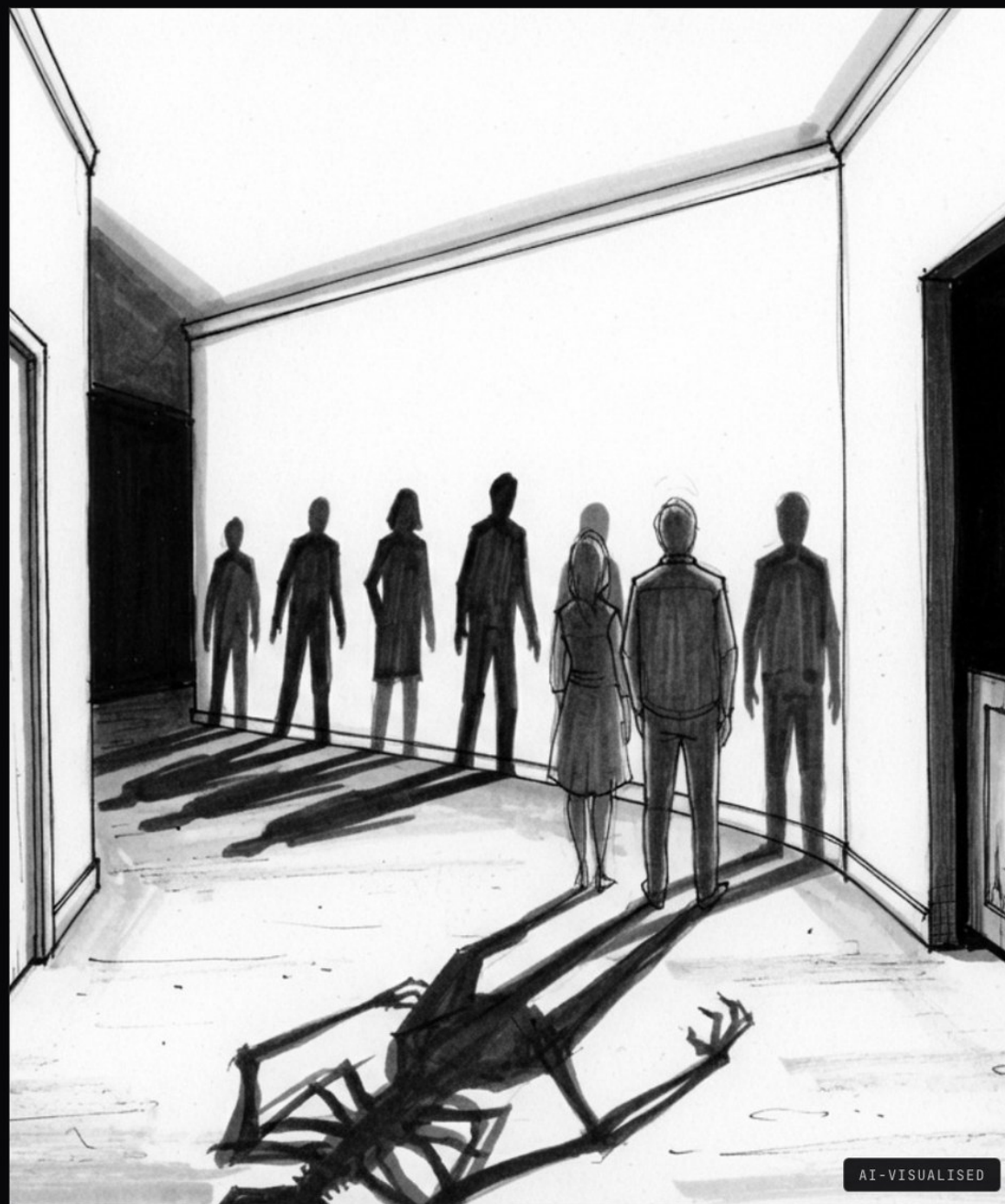
There is one more character in this attraction and **it has no design.**

No mask. No costume. No makeup. No prosthetic. It is never lit, never resolved and never given a face — not in the maze, and not on any page of this document.

It exists only as a silhouette on a white wall in Room 07, and as the arithmetic the guest does when they realise there are more shadows than people.

WHY IT STAYS UNDESIGNED

The moment a shadow is given a body it stops being a shadow and becomes a costume. Everything this character does depends on never being seen — so the discipline has to hold in the design document as well as in the building.



AI-VISUALISED

Above: Room 07. Count the figures, then count the shadows.

HEARD THROUGH SLEEP

The bed. Heartbeat-slow room tone, and the specific muffled quality of hearing through sleep — everything one wall away.

Breathing. The Bedroom is nothing but breathing, and no score at all.

The Teeth Corridor costs nothing: thousands of small hard objects knocking together in the dark as the guest pushes through.

The Deep is built in sound — everything thick, slow and far away. That room works through the ears more than the eyes.

FROM THE COSWP

Klaxon in the Fall. Ear-piercing shrieks in the Faces. Both retained.

FORMAT	Walkthrough house, Universal / HHN scale
ROOMS	Twelve spaces, single level, plus façade
DWELL	Approx. 5 minutes
COLOUR	Two rooms only. Everything else pure monochrome
HIGHEST COST	The Stairs — sloped illusion floor, mirrored angled walls
ACCESSIBLE ROUTE	Bypasses the sloped floor and the soft floor, rejoining at Room 07
CHEAPEST ROOM	The Shadows. One light, one white wall, and a scrim.
STATUS	Blue sky · original IP

WHERE THE MONEY ISN'T

Three of the strongest rooms — the Bedroom, the Shadows and the Deep — are among the cheapest in the building. None of them contains a single effect. They work on stillness, arithmetic and gravity.



NIGHT TERRORS

Original concept, story, design and art direction
Finley Murray
Concept Package · Draft 01

IMAGE CREDIT

Concept imagery in this document was **generated with AI from original written design direction** by the author, and is marked as such throughout. The images visualise the design; they are not the design. Story, world, route, cast, colour rule and build logic are original work.

END