

# HISTORY OF THE WORLD

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## PART II



# MUSEUM

Presented by Avenge Creative

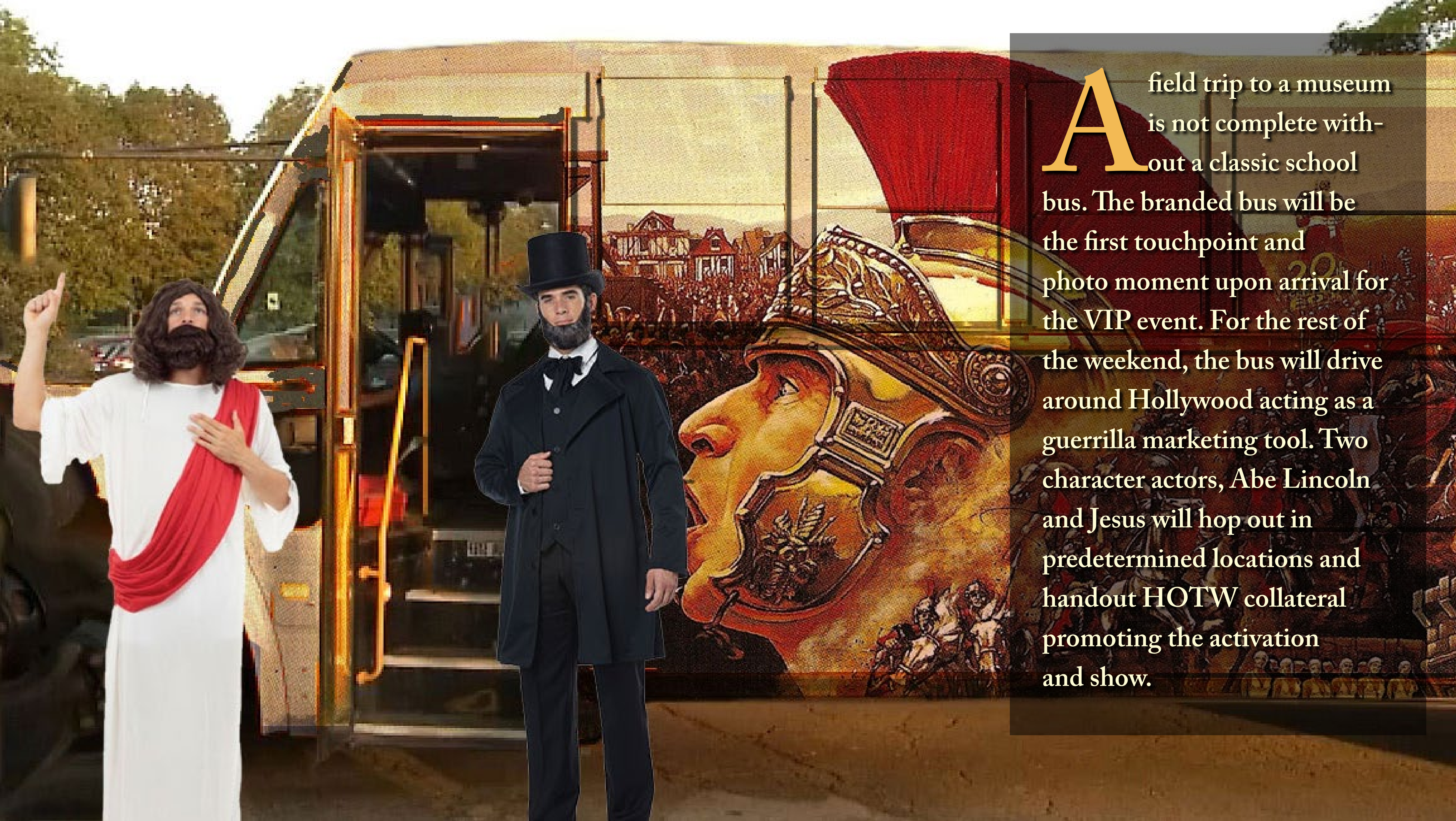
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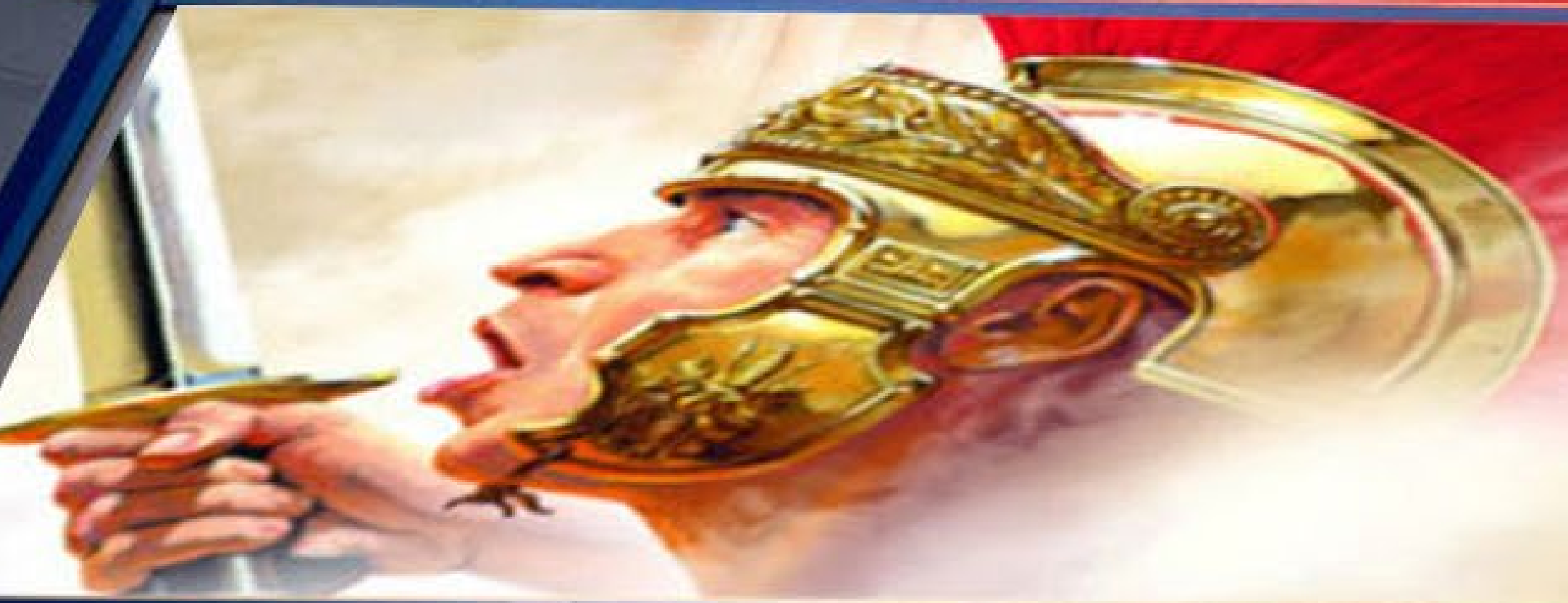


So take a field trip already.



**A** field trip to a museum is not complete without a classic school bus. The branded bus will be the first touchpoint and photo moment upon arrival for the VIP event. For the rest of the weekend, the bus will drive around Hollywood acting as a guerrilla marketing tool. Two character actors, Abe Lincoln and Jesus will hop out in predetermined locations and handout HOTW collateral promoting the activation and show.

V O G U E



HISTORY  
OF THE  
WORLD  
PART II

## You have arrived...

**W**elcome to the most absurd history “lesson” you will ever have...at the History of the World Part II Museum.

Take a field trip into the worlds of historic figures through the comedic lens of icon *Mel Brooks*, and get to know Mr. Brooks a bit better in the process.

You have never seen *Jesus*, *Abraham Lincoln*, *Rasputin*, or *Shirley Chisholm* quite like this - but you'll sure be glad you did.

Step into musical numbers, games, performance artists, culinary delights, personalized takeaways, customized merchandise, photobooths, and more...



• PROLOGUE •

## Meet Your Tour Guide, Mr. Mel Brooks

**I**s there anyone better than Mel Brooks to be your guide through history? No...but a hologram version is the next best thing.

Step into the museum and be greeted by a deep fake Mel Brooks, who will pop up in a holographic box with a comedic welcome that sets the tone for the absurdity ahead. The curtain to the next room opens and Mr. Brooks waves you along into the exhibit.



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The image shows the interior of a large, ornate dome. The ceiling is dark and features intricate, golden-brown carvings and patterns. Three arched windows are visible, each with a different view: one shows a landscape with a building, another shows a landscape with a building, and the third shows a landscape with a building. The overall atmosphere is grand and historical.

# ACT I: THE HALL OF JESUS

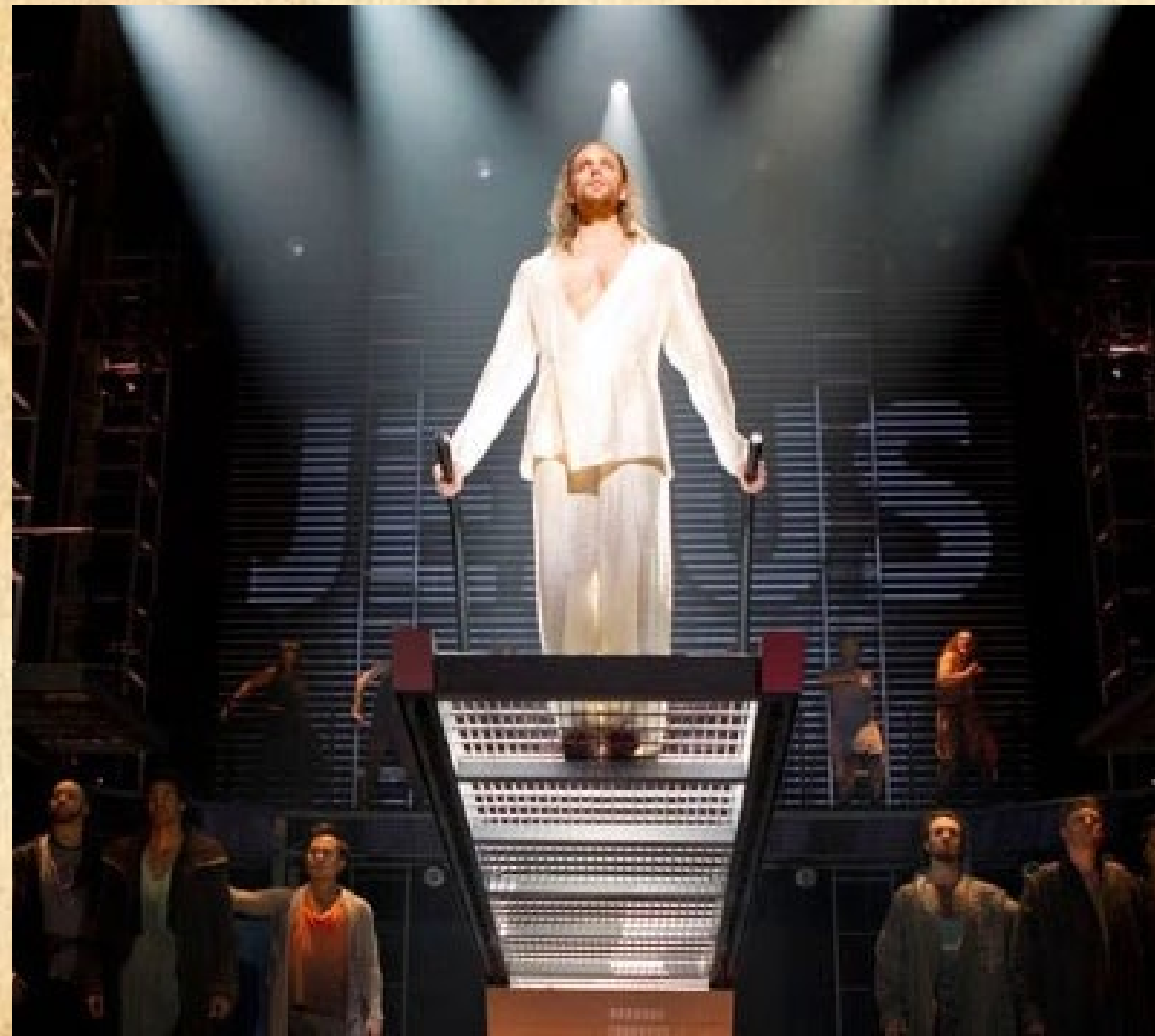
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## The Hall of Jesus

**L**et us take you to church. The church of Jesus Christ! In this mini chapel, you will find his famed guitar collection leading up to an altar and his ridiculous assortment of Bishop hats that he's collected over the years. Plush velvet drapery and neon lighting reminiscent of iconic venues like The Roxy and Viper Room adorn the walls.

Stick around for long enough and you will witness Jesus showing off his true passion: dancing on the cross, Magic Mike style. The room will be lined with faux busts of saints who come to life as Jesus' singing hype men.



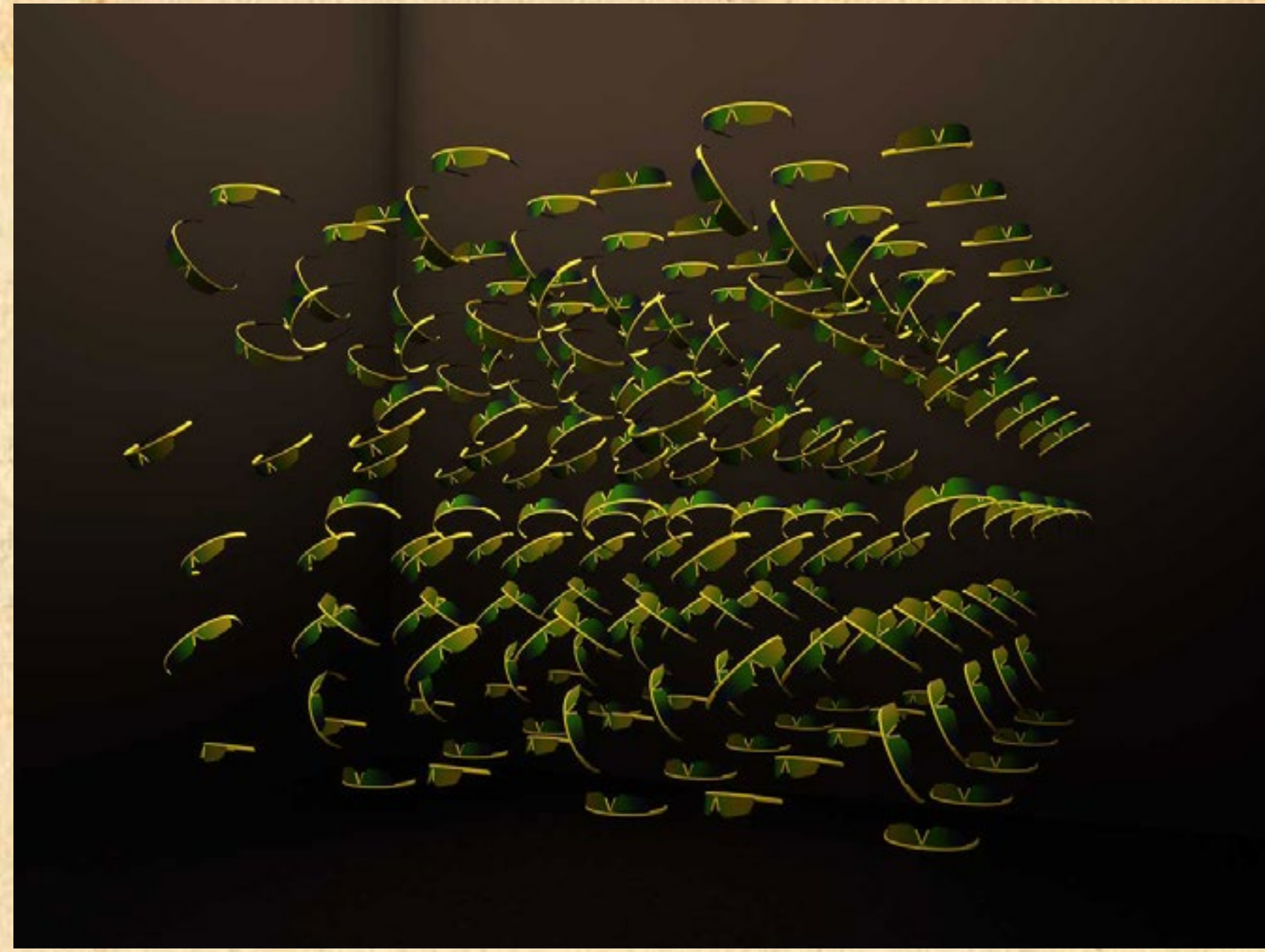
## The Tomb of Jesus: A Collection of Relics

**A**fter enjoying a Jesus jam session, guests will be guided through the broken stone door to Jesus' tomb. You will notice his escape mechanism: a used rocket launcher leaning against the side.

Inside the tomb, guests will lay their eyes on Jesus' famed Oakley collection displayed as a perceptual art piece in the likeness of Jesus himself along with his ex BFF's simple sneaker collection. As Jesus was a true sneakerhead, he held onto this limited edition drop despite Judas being the ultimate backstabber. As the original trendsetter, Jesus minted a limited edition NFT version of his own. Guests attending the VIP event along with will the first 500 guests to enter the consumer activation will receive the unique NFT.

\*Potential to bring on an NFT partner.







# ACT II: THE CIVIL WAR

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## The Civil War Barracks: Abe's Camp

**M** eet up with your Union buddies at Abe's Civil War camp. His camp is complete with a half court basketball court painted by the boys at the barracks in true Union glory. A 14' tall Abe Lincoln cutout towers over the hoop for guests to pose with. During the VIP portion of the event there would be a staged pickup game between Team Union vs. Team Confederate, complete with custom jerseys. Team Union dominates the Confederates causing them to be walked off in shackles while the Union team gets interviewed by a Pam Oliver look-a-like.



## The Civil War Barracks: Abe's Camp (*con't.*)

**I**n the corner of the room stands a replica of the first built Underground MTA Station built at Abe's camp. Signs point down the stairs towards the Underground Railroad. A ticket booth stands next to the station where guests can get a one way ticket to the Underground.



**It's 5 O'Clock Somewhere!**



## The Civil War Sports Bar: Coyote Fugly

**B**artenders dressed in Civil War military uniforms serve a specialty drink, a fireplace in the corner crackles on an old TV, a pop-a-shot game is on free play, a banjo or fiddle player strums away.

Signed sports memorabilia with names like Harriet Tubman, Ulysses S Grant, Abraham Lincoln line the walls alongside tacky neon bar signs that say things like “It’s 5 o’clock somewhere”.

Posters of famous Union Soldiers in various Union sports jerseys are part of the sports bar decor.

(This can be serviced as a full bar during the VIP night)





## The Union Suit & Honeybeard's Honeywagon

**L**incoln's oversized, way too long, Union Suit hangs in front of a photo booth where you stick your head through the butt flap and pose for a pic.

A Civil War camp isn't complete without its very own wagon.. A Civil War era wagon that is deceptively plain on the outside and a lavish 1970s love mobile on the inside.

Crawl into the Honeywagon, play a cassette recording with a message from Mel, and exit into Act III...



The background image shows a highly detailed and ornate theater interior. The walls and ceiling are covered in intricate gold-colored carvings and moldings. In the center, a large arched opening is framed by a decorative archway, with heavy red curtains hanging from it. Below the archway, there are two smaller arched openings, each with a red curtain. The overall atmosphere is one of grandeur and historical elegance.

# ACT III: THE RUSSIAN REVOLUTION

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## Come on in!

**A** Rasputin character actor welcomes you in “MTV Cribs” style. He has to open a comical amount of various styles of locks in order to welcome you in because everyone is trying to kill him...all the time.

He acts as if he is being filmed for a TV show, giving pregnant pauses and leading you with waives of his hands to follow him and talking at you as if you are the non-existent camera crew. He tries to come off cooler than he actually is while showing you his puzzling prized possessions.

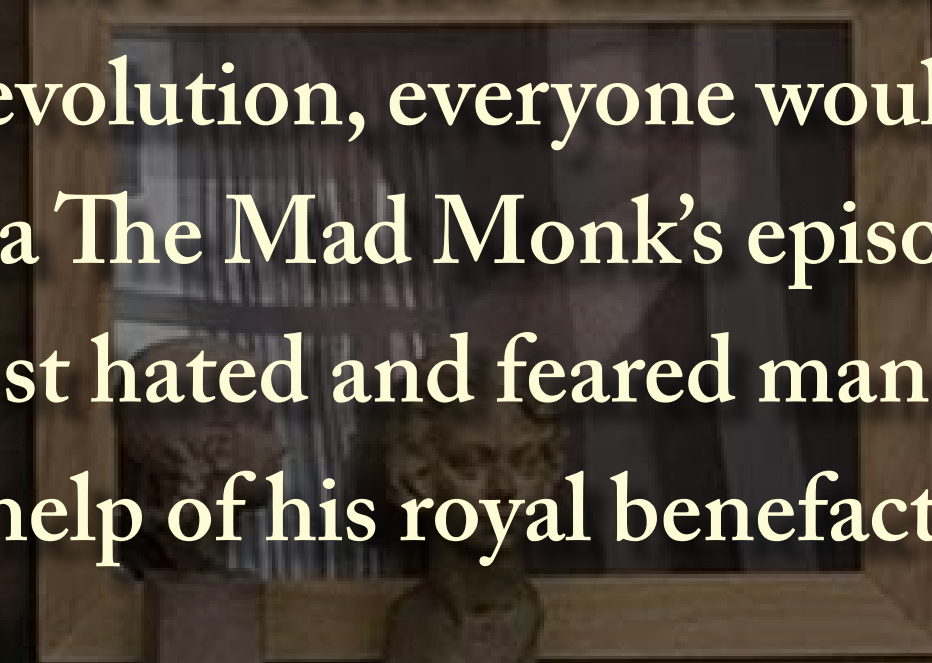
He also AirBnB's it on the weekends so he's pushing that pretty hard to anyone who will listen.

## Welcome to Rasputin's Crib...

If "MTV Cribs" existed during the Russian Revolution, everyone would be watching Rasputin aka The Mad Monk's episode. Get a peek into how the most hated and feared man in Russia lives thanks to the help of his royal benefactors.

As a monk, Rasputin lives in a minimalist bachelor pad despite loving the finer things in life.

His bed is on the floor covered in the tackiest silk sheets, animal print blanket, and a BDE neon sign hanging over the hand cuff adored headboard. In the corner of the room you'll find his vintage record player playing classics.



velvet


## Rasputin's Bathroom

**P**robably the least used space in his crib, this notoriously unwashed Monk uses it more as storage than anything else.

This is where he keeps his pube collection, his farts in jars, and his "G.O.A.T. Cologne" - which smells like actual dirty goat (as he was famously described as smelling like a goat).

His personal affirmations are written across his mirror, "You are godly" "You are magical", "Everyone loves you."





## Assassinate Rasputin “Down the Clown” Carnival Game & Wheel of Assassination

**N**ow that you have thoroughly experienced how annoying this guy truly is, you exit the apartment and come across the Assassinate Rasputin carnival game; a variation on the classic “down the clown” game where you throw balls to knock down as many clowns as you can.

Of course in this version, they are different Rasputin’s with targets on them and fart noises sporadically emanate from the game.

Did you knock enough down? You walk away with your very own jar of farts.

Want to know which way Rasputin can be assassinated? Spin the “Wheel of Assassination” to find out.





# ACT IV: SHIRLEY CHISHOLM

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Thank you for joining the cause...

**W**elcome and thank you for volunteering for the Chisholm for President campaign!

Grab your Chisholm for President “Unf\*ckablewith” pin and familiarize yourself with campaign HQ. Fellow Barbadian, Rihanna, and 70’s R&B like Marvin Gaye bumps on the stereo.

Campaign posters, slogans, and American flags paper the walls and a protest poster station to make your own stand out protest sign for your next march or rally.

*“If they don’t give you a seat at the table, put a tack on their chair.”* - a larger than life fake tack is positioned on a chair in a protected display.





## Fight for the office!

**A** red, white and blue boxing ring sits in the middle of HQ, where Chisholm got her pep talk from Muhammed Ali. Pose for a 360 photobooth photo in the middle of the ring and wear “Shirley Chisholm for President” silk boxing robes and boxing gloves.



UNF\*CKABLEWITH



## Selfie Stamp

**Y**ou probably didn't campaign as hard as Shirley Chisholm did - but you can still get your face on a stamp just like her. .

Pose for your postal stamp moment and leave with your own oversized postal stamp.



## What political scandal lurks behind closed doors?

**B**efore you are done campaigning for Shirley Chisholm you have a chance to see what was going on behind closed doors at the Watergate Hotel. Grab a key off the wall of hotel keys, turn the small lock in the middle of the hotel room door and open up the peep hole cover to catch Nixon shredding piles of documents.



# *THANK YOU FOR SUPPORTING THE CAMPAIGN!*

**Y**ou are clocking out from your volunteer shift for the Chisholm campaign for the day but Shirley and Mel have a message for you when it comes to politics and history.

This will be viewed via hologram, projection, or on a VR headset.



A long, ornate hallway with a vaulted ceiling and large murals. The ceiling is a complex, golden-brown geometric pattern. The walls are decorated with large murals and intricate carvings. The floor is a checkered pattern of light and dark tiles. The hallway is lined with stanchions and ropes, suggesting a museum or gallery setting. The lighting is warm and focused on the ceiling and walls.

# The Hallways Between History

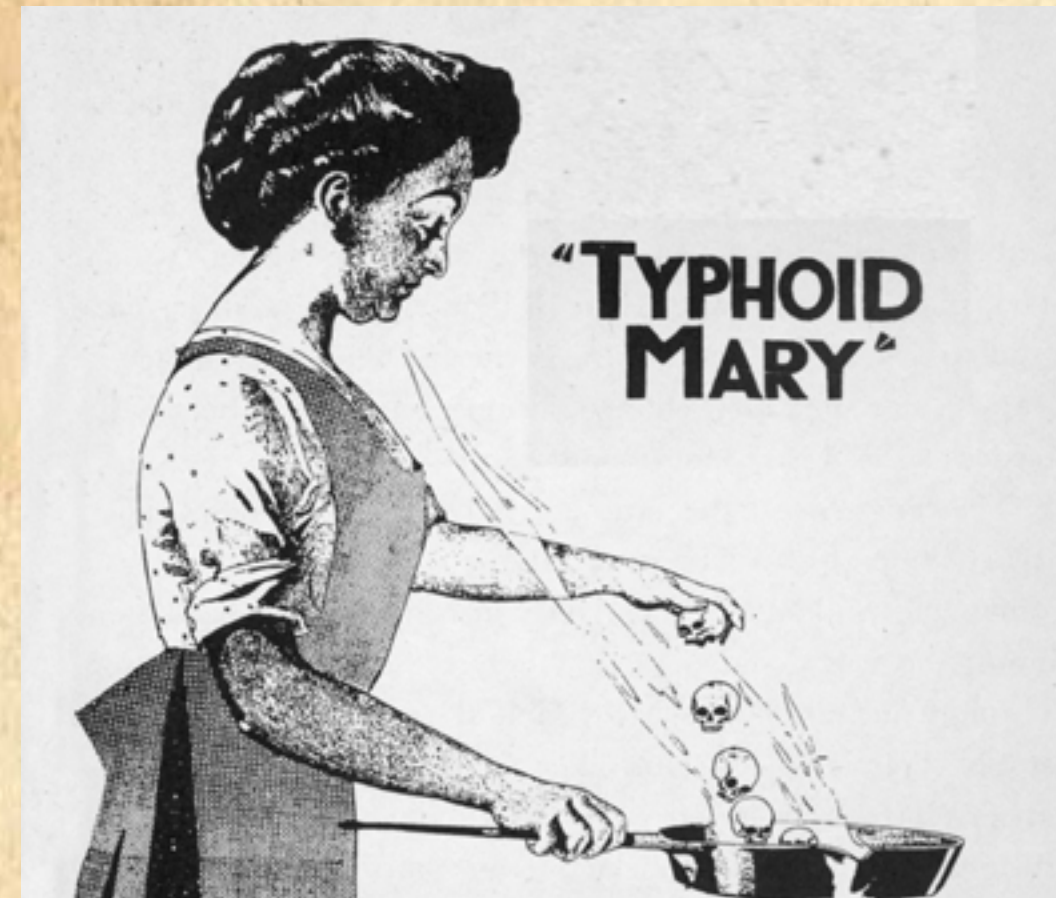
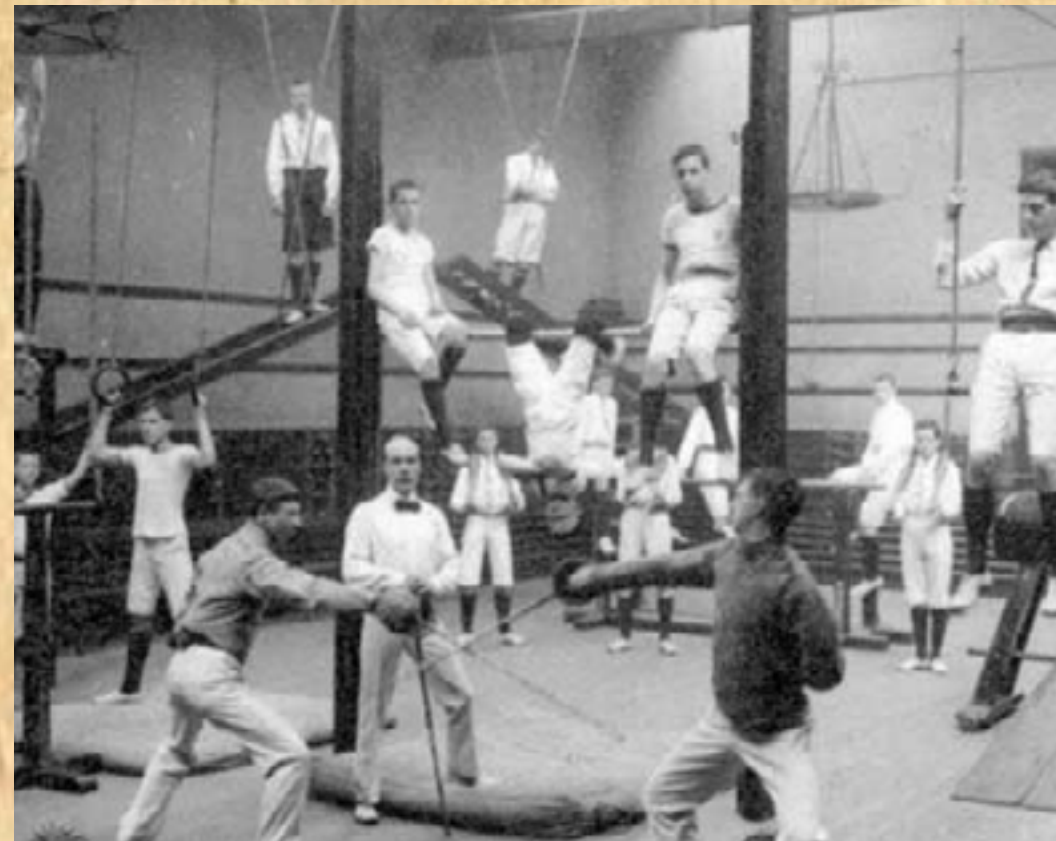
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## So much history, so little time...

**Y**our field trip is going swimmingly and we know there is a lot to see, but don't forget to take your time and enjoy the spaces in between our featured exhibits. Pay attention and you will discover featured historical moments like poster art and installations around Galileo, Shakespeare, Teddy Roosevelt, and more.

Don't be too scared of our living statues. Some of history's most notorious characters spring to life as you walk by and might drop a fun factoid about themselves (whether true or not).





## Ad Campaigns Through History

**I**n the market for a new house? Check out the new housing development plans featuring Noah's Dog Park and Glorp's Pyramid track housing, dolled up suburbia style.

Looking for a unique vacation idea? Check out Higgins Boat Cruise sales!

Need a bathroom break? We DO wash our hands, despite the signs from Typhoid Mary, LLC, "Employees Don't Wash Hands".

Trying to get back in shape? Roosevelt's gym is open for business.



## Additional Installations

**S**everal small statues like the Statue of Liberty and Michelangelo's David are positioned on podiums throughout the exhibits and guests are encouraged to knock over these "problematic" statues.

Take a photo in front of a mini Berlin Wall complete with their famous angel wings graffiti.

Hitler is frozen under a sheet of ice in the ground for you to stomp on.







# EPILOGUE: MEL BROOKS, THIS IS YOUR LIFE

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**“It ain’t no mystery, if it’s politics or history, the thing you gotta know is everything is show biz.”**

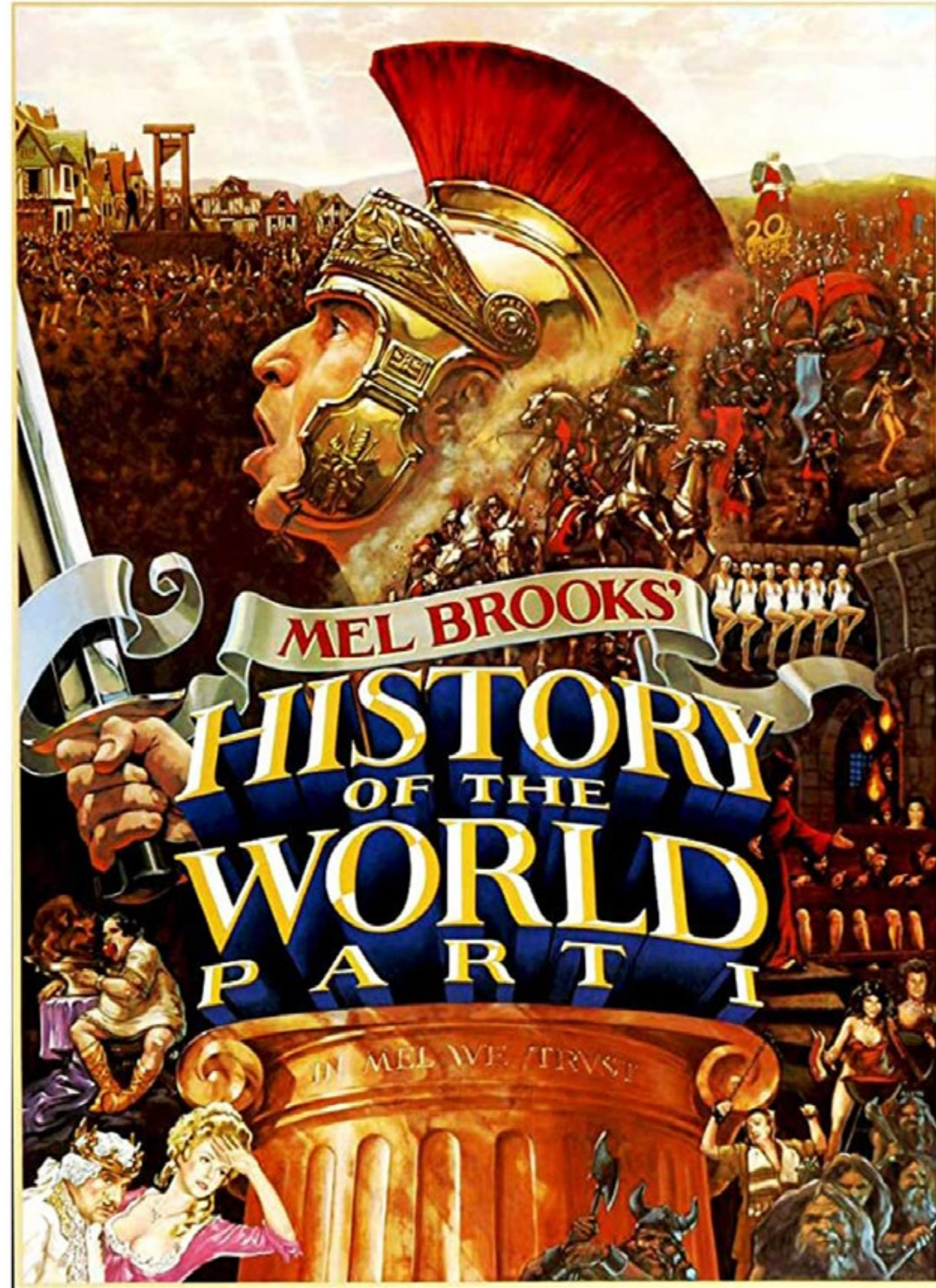
**S**ee iconic pieces from famed Mel Brooks films like “Spaceballs” and “Young Frankenstein” and learn how Mel Brooks changed the comedy and film industry in his wake. Every piece will have a small written plaque about Mel that highlights what a game changer he is. Guests will interact with different vignettes from some of his most iconic scenes including the bookshelf scene in Young Frankenstein. Guests will need to remove the candelabra in order to open the door to the gift shop.

\*Potential to ask talent from his films to film a video talking about how much he influenced them that can play on rotations and be circulated to press and integrated into app.



# Exit Through the Gift Shop

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## Commercialism at its Finest

**N**o museum is complete without a gift shop and history wouldn't be complete without buying things we don't need but must have - and you must have mementos to remember your trip to the museum. This also happens to be your chance to grab vintage Mel Brooks VHS cassettes and memorabilia that we have curated.

# Buy, buy, buy!



- Rasputin Whoopie Cushions • Abe Lincoln Butt Flap Long Johns • Ulysses S Grant Flasks
- Jesus Guitar Picks • “Unf\*ckablewith” Bumper Stickers and Hats
- G.O.A.T. Cologne • Watergate Hotel Keychains • Shirley Chisholm for President buttons
- Prayer candles featuring Mel Brooks as a diety

# VIP Preview Night





# VIP Preview Night Food & Beverage

## THEMED SAVORY:

Schmuck's Sandwich Cart, The Body of Christ mini pizza bagels, Mini Civil War Cans of Pot Roast & Baked Beans, the Oslo Hummus Mezze Plates, Shirley Chisholm's Turkey & Crackers, Barbados Roti, Pretzel/Kosher Hotdog Cart at Underground Railroad Station

## THEMED SWEET:

Mini mud Pies, Rasputin's Rosewater Cakes, Chocolate Babka, Kissinger's Famous Mini Bundt Cakes, Barbados style fried plantains, Black & White Cookies

## THEMED DRINKS:

Manishevitz (Blood of Christ), Civil War Mint Juleps, Lemonade and Whiskey (Civil War favorite), Portuguese wine (a Rasputin favorite), Barbados Rum Punch, Anastasia's Iced Coffee, Moonshine in bell jars

# Potential Locations

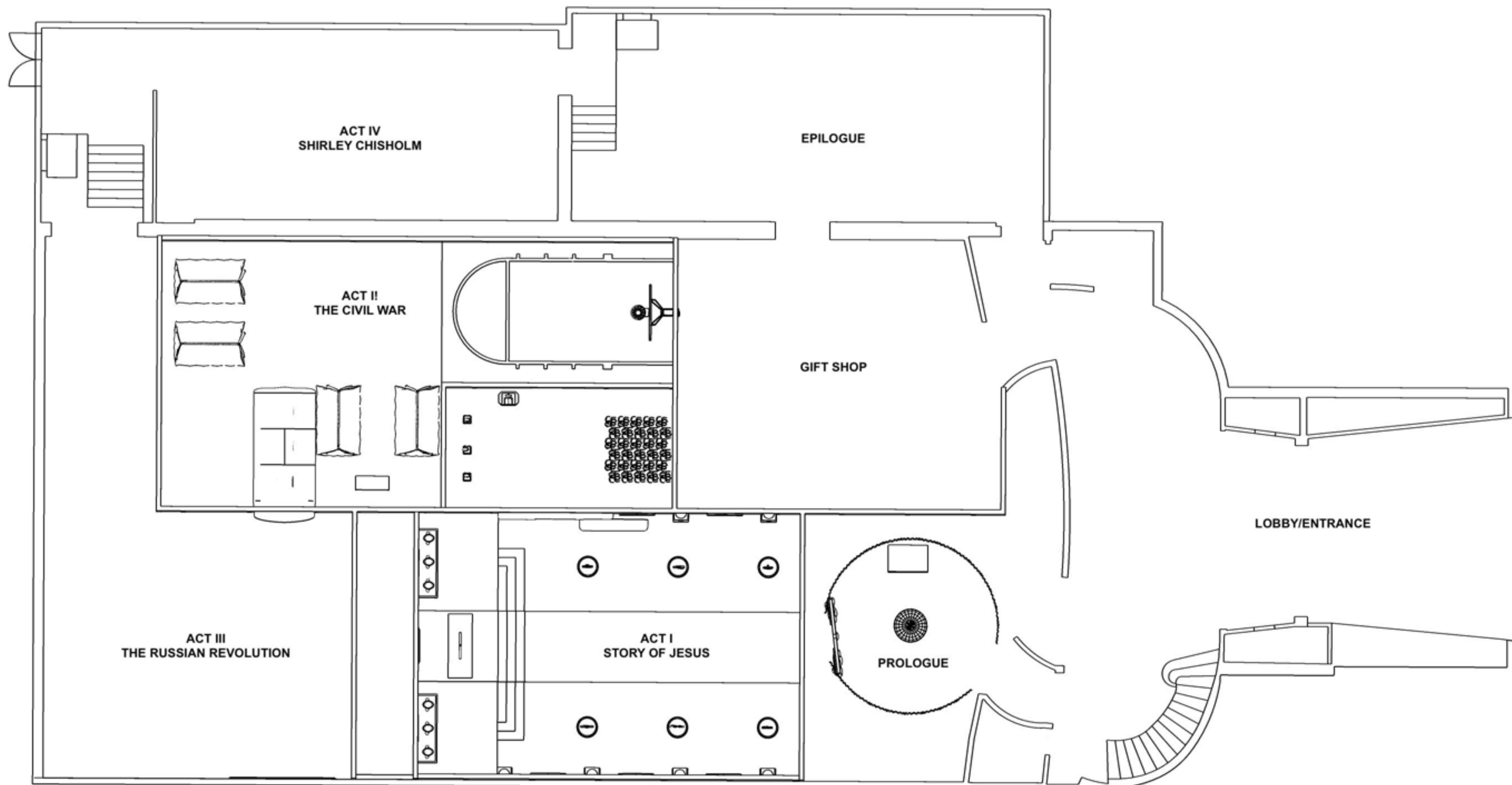
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# Vogue Museum

*(Suggested Venue)*





## PINK FLOYD AND FILM

BY THE LATE 1960s, Pink Floyd's reputation for creating atmospheric soundscapes had led to several commissions for film and television. In 1968, they dominated the soundtrack to Peter Zinner's *Swinging London*, Taste Ltd's *All Make Love in London* (released the previous year) and composed the score to Peter Zinner's *Go with the Commission*. Film-makers on the continent were also calling director Barbet Schroeder commissioned them for his artwork *More* (released on album in 1969) and *Up to the Mountains and Beyond* (1972). The band also produced new songs for *Quentin* (1970) by Michelangelo Antonioni's portrait of the American counterculture. In July 1969, on the night when they set out on the tour, the band found a show-More track to accompany those of the band.

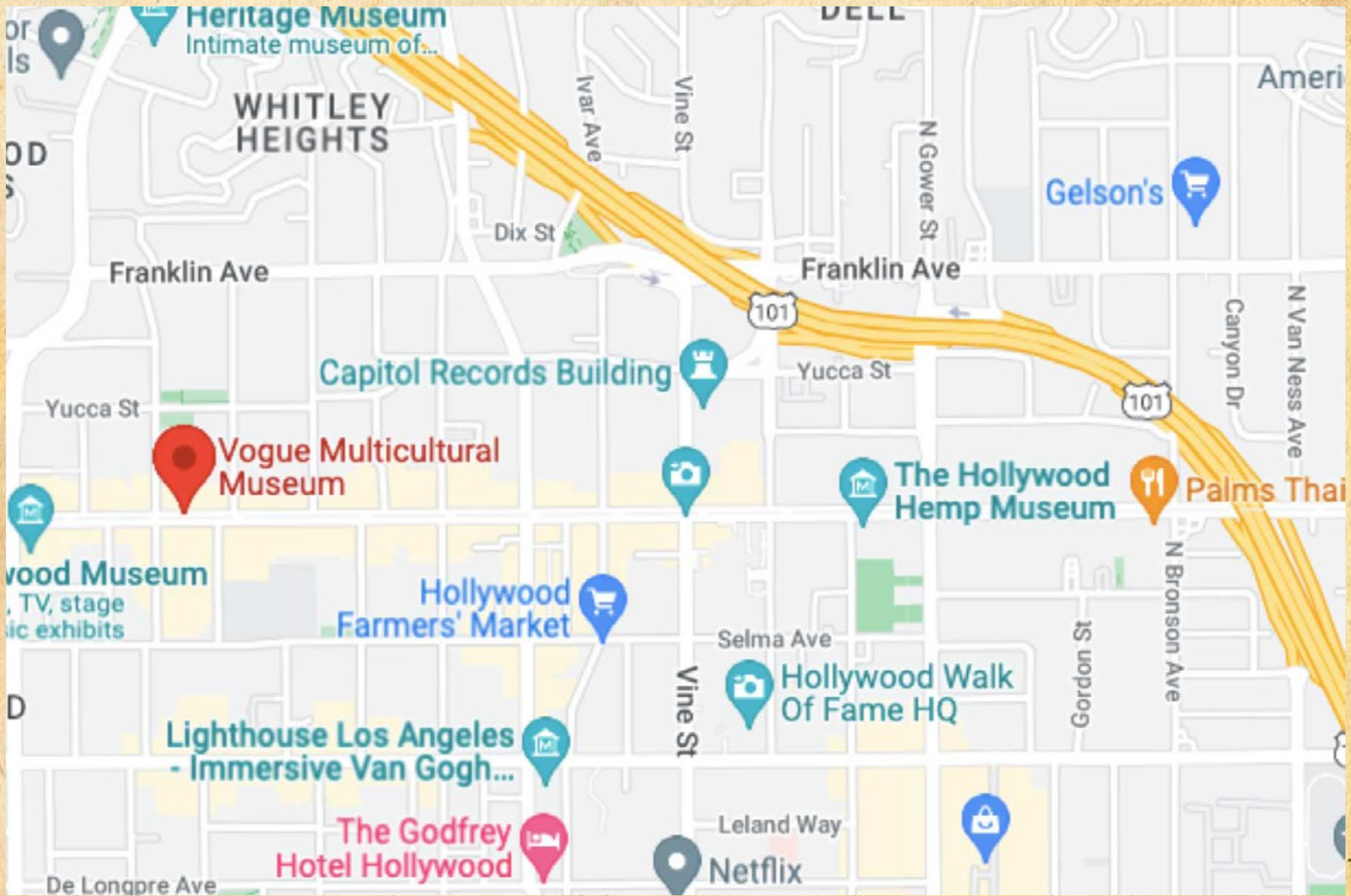


## SYD BARRETT

Streaming through the starlit skies  
Travelling by telephone  
If here we go  
Ever so high



The display case features several items: a poster for the Japanese band *The Jimi Tenors* (吉米・テンノーズ), a CD titled *The Pink Floyd Live*, a photograph of the band members, and a yellow keyboard. The case is set against a blue wall with a curved archway above it.



Heritage Museum  
Intimate museum of...

WHITLEY  
HEIGHTS

Franklin Ave

Capitol Records Building

Vogue Multicultural  
Museum

Hollywood Museum  
TV, stage  
exhibits

Hollywood  
Farmers' Market

Lighthouse Los Angeles  
- Immersive Van Gogh...

The Godfrey  
Hotel Hollywood

Hollywood Walk  
Of Fame HQ

Netflix

The Hollywood  
Hemp Museum

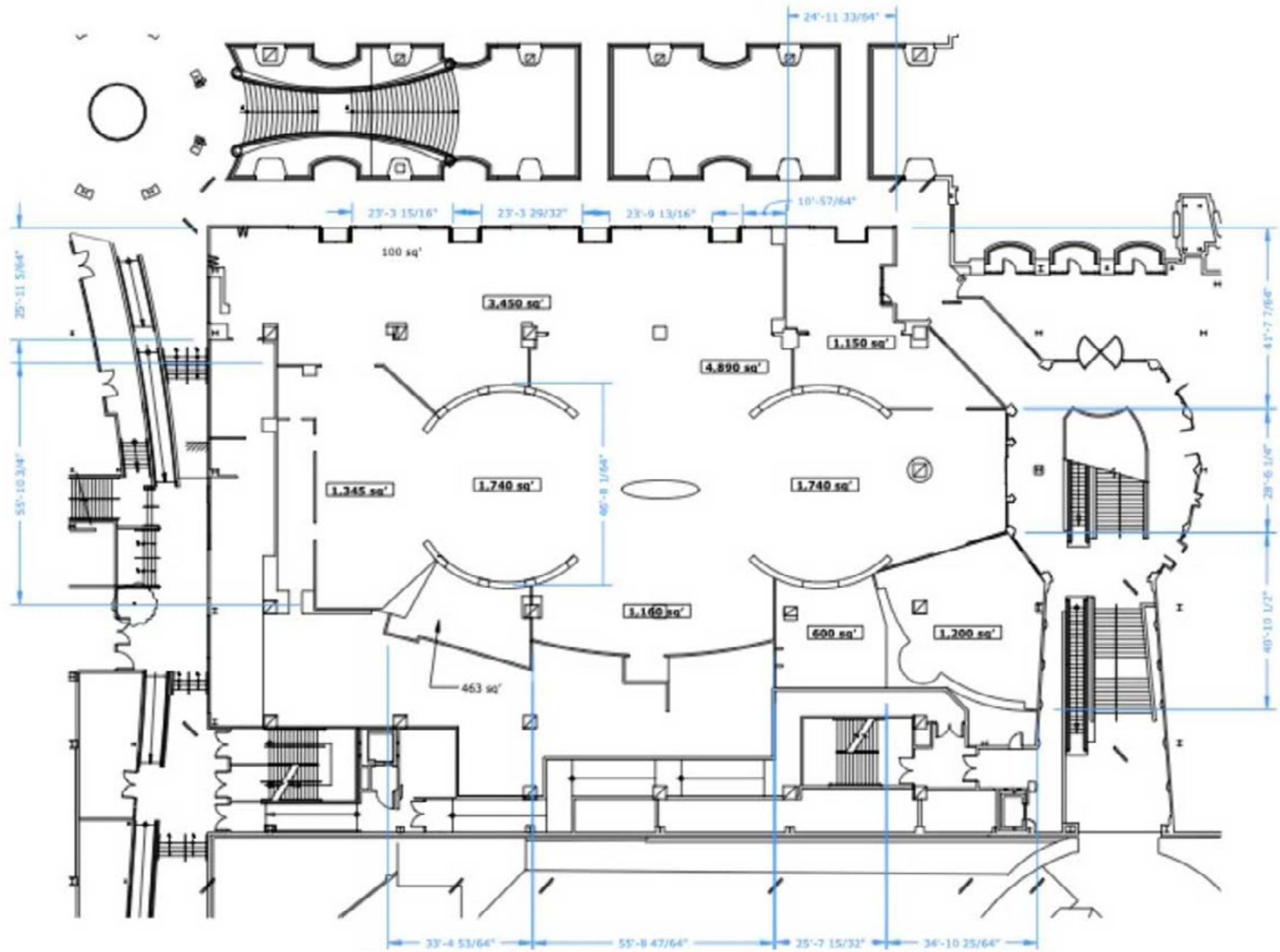
Palms Thai

Gelson's



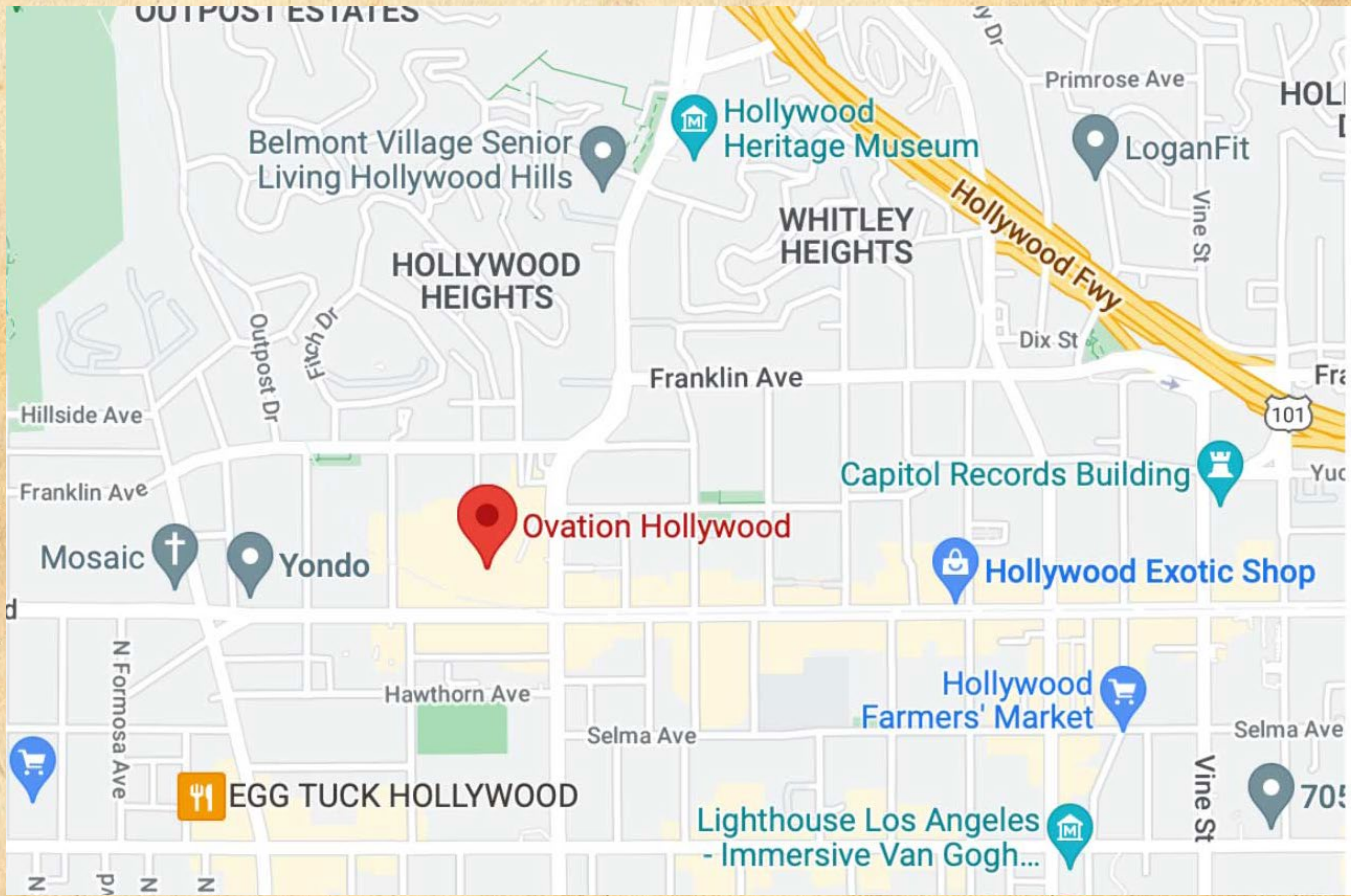
# Ovation

(Hollywood & Highland Shopping Center)









Belmont Village Senior Living Hollywood Hills

Hollywood Heritage Museum

LoganFit

HOLLYWOOD HEIGHTS

WHITLEY HEIGHTS

Hollywood Fwy

Franklin Ave

Hillside Ave

Outpost Dr

Fitch Dr

Dix St

101

Franklin Ave

Capitol Records Building

Mosaic

Yondo

Ovation Hollywood

Hollywood Exotic Shop

N Formosa Ave

Hawthorn Ave

Hollywood Farmers' Market

Selma Ave

Selma Ave

EGG TUCK HOLLYWOOD

Lighthouse Los Angeles - Immersive Van Gogh...

Vine St

705

N 100

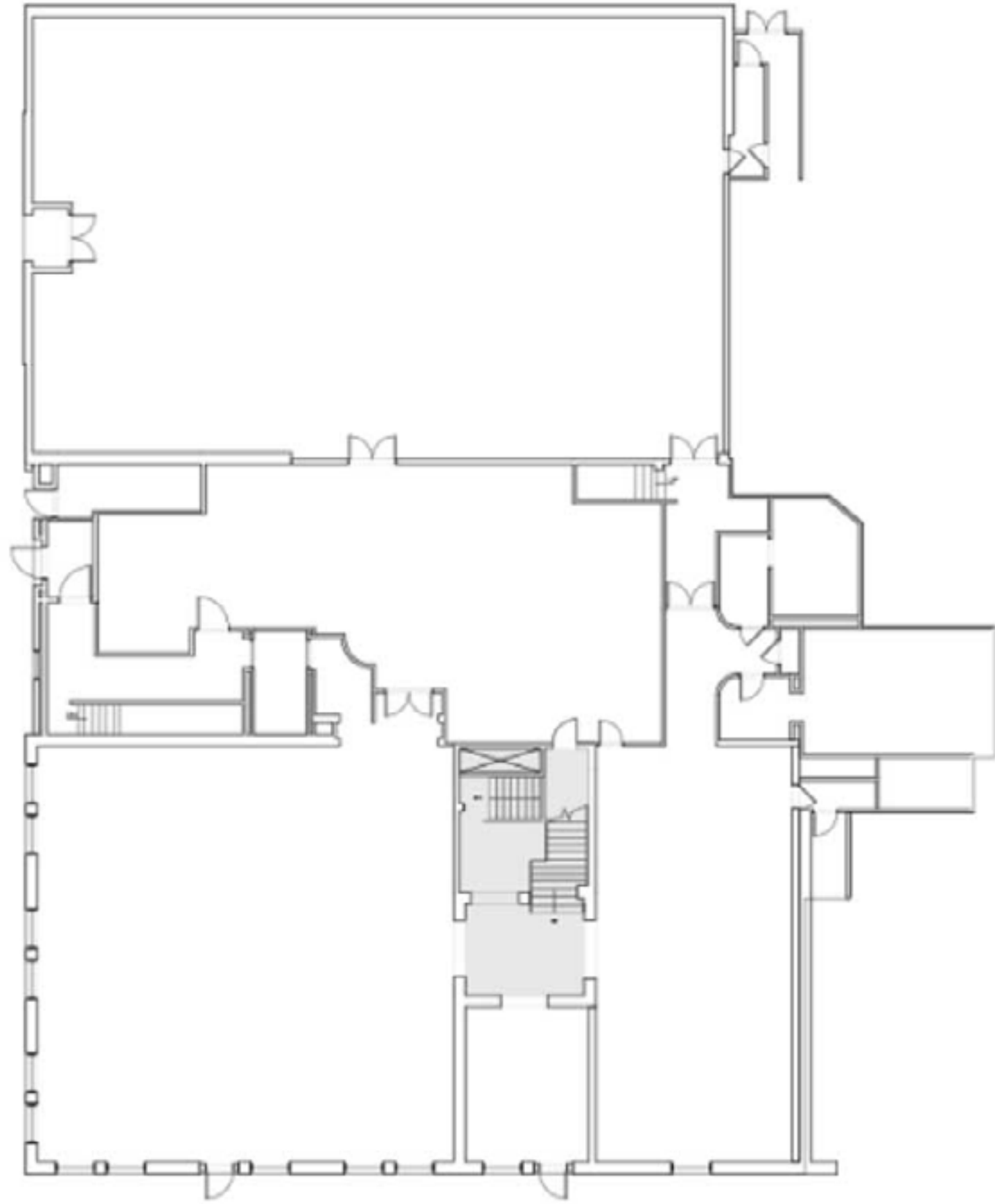


# Hollywood Athletic Club

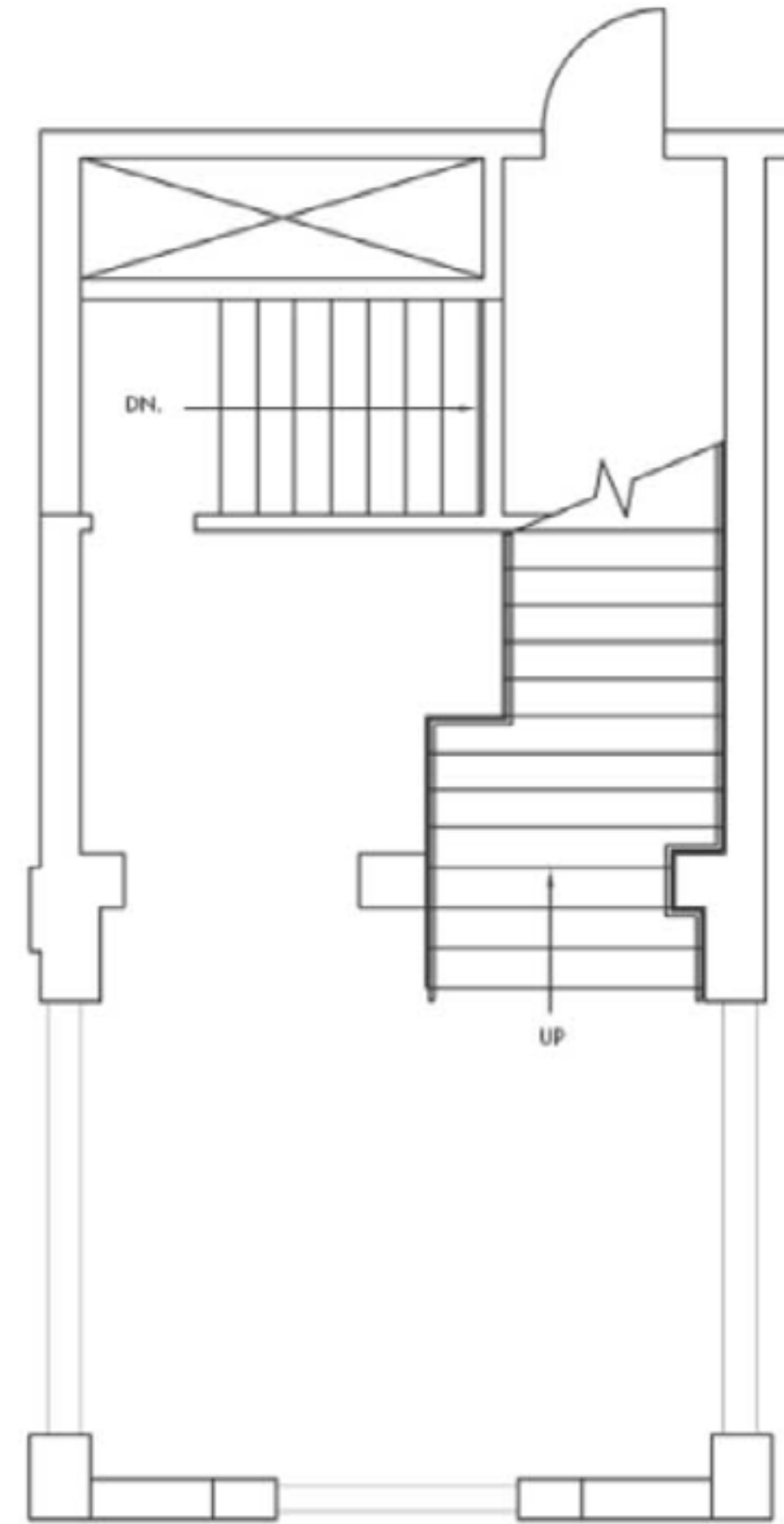
*The Hollywood Athletic Club*

*The Hollywood Athletic Club*

1ST FLOOR PLAN

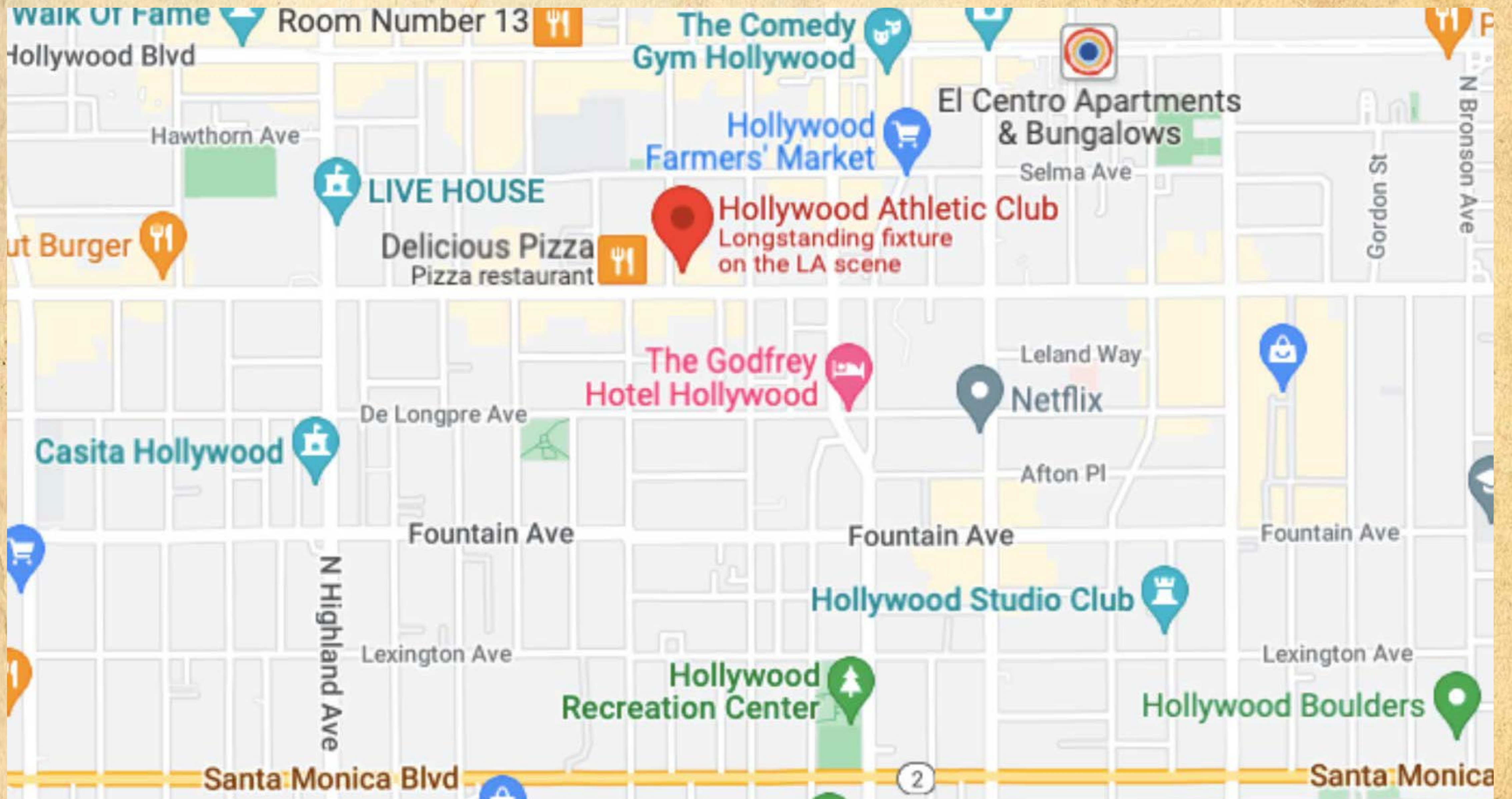


THE VESTIBULE FLOOR PLAN









# Hollywood Legion Theatre

COURT OF HONOR

COURT OF HONOR















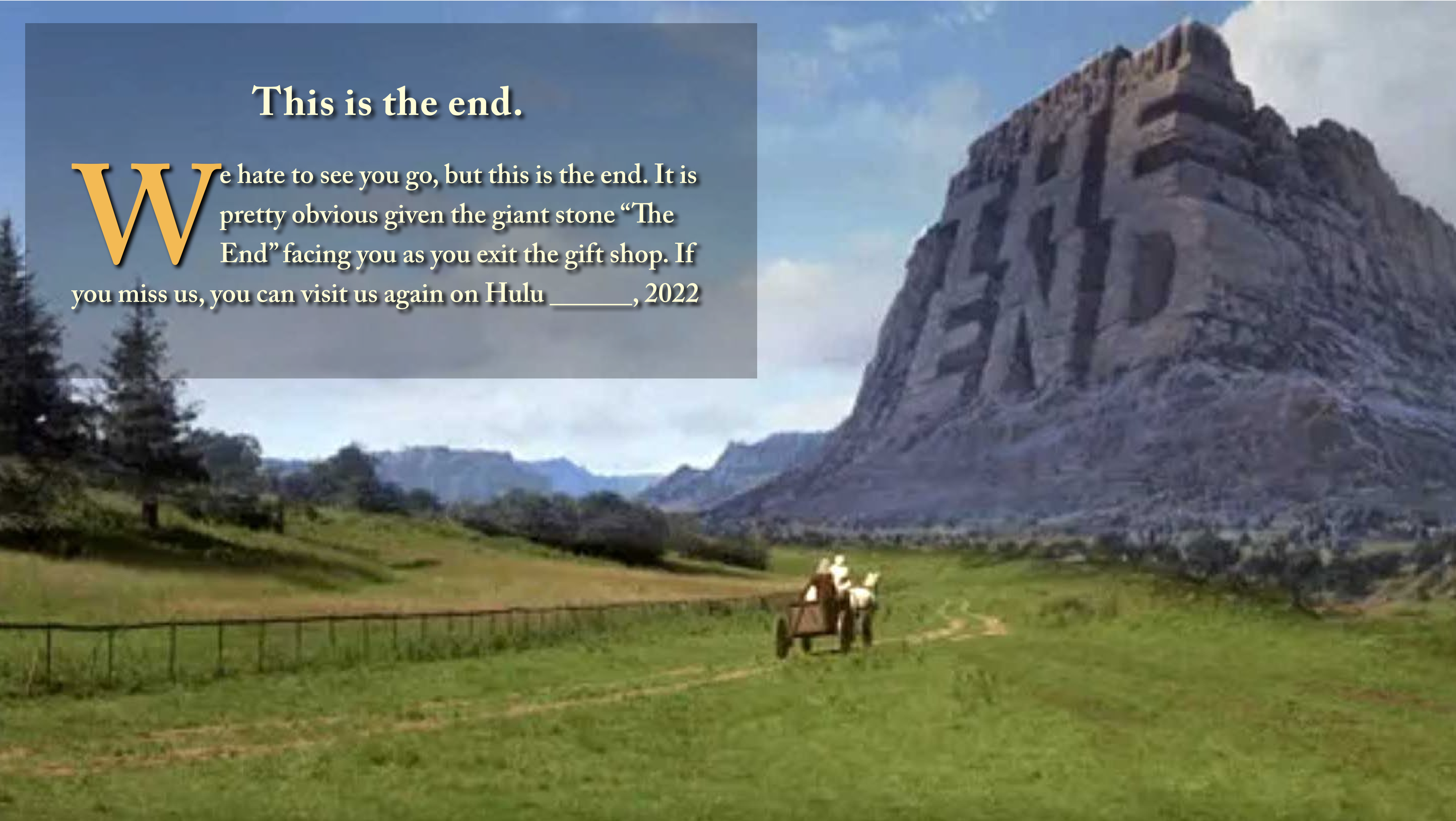


# Potential Promotional Partners

*People Pushers*

## This is the end.

**W**e hate to see you go, but this is the end. It is pretty obvious given the giant stone “The End” facing you as you exit the gift shop. If you miss us, you can visit us again on Hulu \_\_\_\_\_, 2022



*Thank you!*

REVIEW