

ARENDELLE
CORONATION
RUSH

Overview



Arendelle Coronation Rush is a high-speed ride based on Disney's Frozen, the massively popular film that has become a global phenomenon, spawned an animated short and even a sequel. This ride builds upon that foundation and adds to the franchise, creating a new story that will allow guests to take part of a grand ceremony in the land of Arendelle. After boarding a magical ice sled crafted by Queen Elsa, guests engage in a race from Elsa's Ice Castle to the city of Arendelle with the hopes of winning a prize from the new Queen. Along the way they will encounter classic characters like Elsa, Anna, Olaf, Kristoff, and even Marshmallow as the race builds to its conclusion. Additionally, branching paths of the ride's route generates interest in repeated rides. Character interaction moments along these branches further ingratiate the guests into the world of Frozen and familiar faces will help the guests reach the city of Arendelle and win the magical ice scepter Elsa has created for the prize.

Story



Winter is nearing its end in Arendelle and the time has come to crown Elsa Queen of Arendelle. To commemorate the occasion, Elsa and Anna are holding a race with an Ice Scepter created by Elsa granting limited snow creation as the prize, so that the winner might enjoy a little bit of winter during the summer. Guests are invited to Elsa's Ice Castle for the start of the race in special ice sleds created by Elsa. Elsa and Anna explain the rules, and as Anna shows off the Ice Scepter's power, she loses control of it. Elsa realizes she has imbued too much power into it, creating a massive snowstorm in the process. From here, guests encounter a flurry of high-speed excitement as they encounter familiar faces like Olaf, Kristoff, the Trolls, and Marshmallow as they run from the coming storm back to Arendelle.

Ride Outline



Guests begin the ride by entering a queue that takes them through a wintry forest to Elsa's Ice Castle. Along the way, they find Olaf preparing for summer with his umbrella and sandcastle and even meet Anna and Elsa in animatronic form outside Elsa's Ice Castle where the sisters tell them about the Coronation Race and its prize, a scepter that can deliver some winter fun during the summer. Guests then board their sleigh for the race and enter the ride proper. A scene unfolds where Anna shows off the scepter and loses control of it, creating a massive storm. Elsa, realizing she put too much power into the scepter, urges the guests out of the castle back to Arendelle. After this scene, a ride split occurs where the guests go through diverging paths. Along one, Olaf directs the guests to the Ice Caves under the castle. A thrilling ride through the caves ensues until a large crevice stops the sleigh. Olaf calls out to Marshmallow to create a pathway. Marshmallow breaks a stalactite and gets the guests out the caves to the forest. The other ride path is directed by Kristoff, who takes the guests through the Deep Forest. After traveling through some of the area, boulders block the path. Kristoff calls out to the Trolls to clear the way, as they were sleeping in rock form. The paths then join in the forest outside Arendelle where it goes over hills, sharp turns, and downhill slides. After reaching the inside of Arendelle, the guests see Elsa call on her powers to stop the storm and change it into tons of tiny snowmen who bury the city. A final scene occurs where Anna crowns Elsa, both still buried under snow and snowmen, laughing about the whole ordeal. Guests then disembark from the sleigh to exit through an Arendelle-themed area and shop.

Ride Progression



Guests arrive at Elsa's Ice Castle

Snowstorm occurs prompting a quick escape

Olaf takes Guests through the Ice Caverns

Kristoff takes Guests through the Deep Forest

Guests encounter a gap in the path and Marshmallow aids them

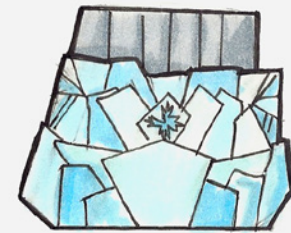
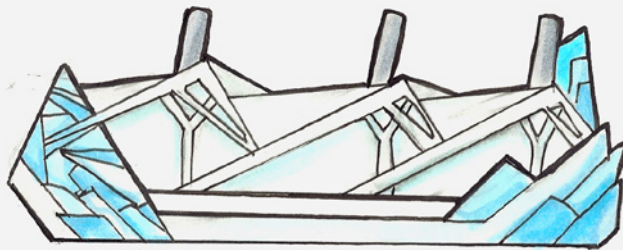
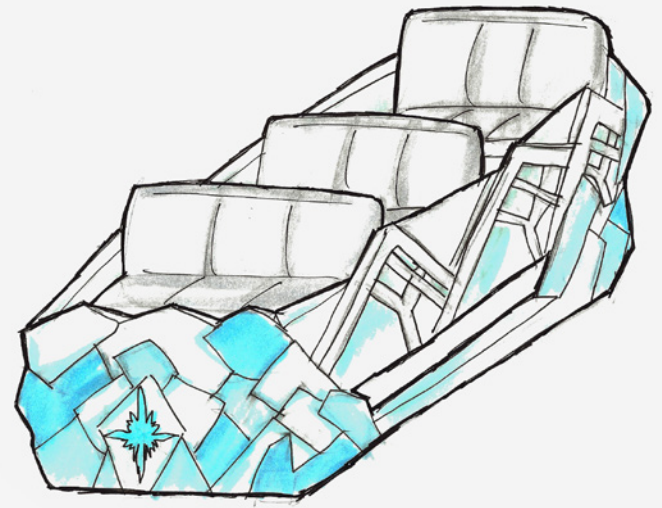
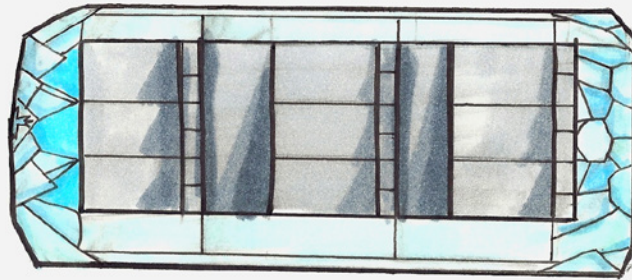
Rocks block the path and Kristoff has the Trolls clear it

Paths reconvene as Guests arrive outside Arendelle

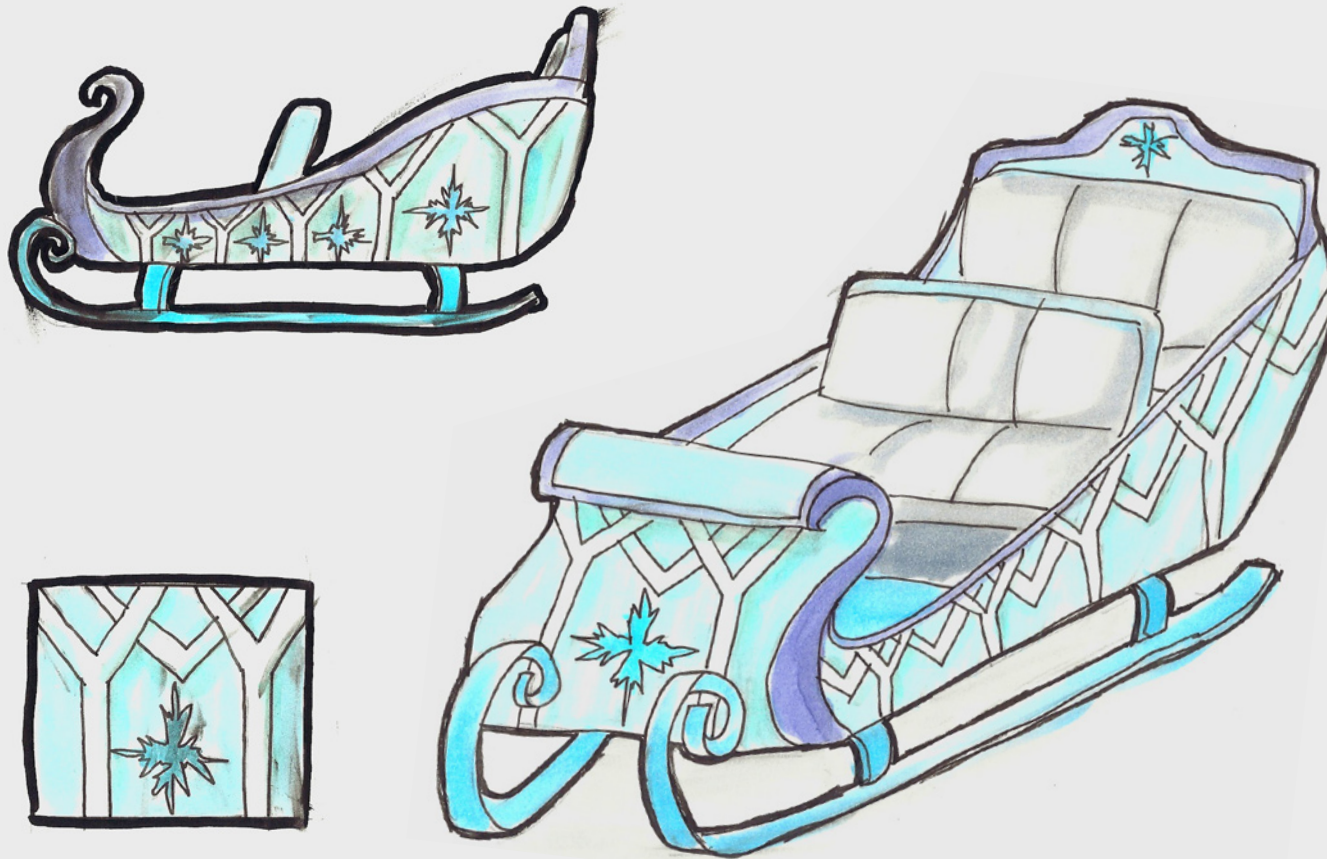
Elsa and Anna stop the storm, raining down snowmen

Ride ends with Anna crowning Elsa as the Guests exit

Vehicle Concept Sketches



Guests board a sled to experience this attraction. Derived from Elsa's magical powers, this sled design takes a reflective look at the shapes seen throughout Elsa's Ice Castle as well as rocky ice formations to construct a carriage. Wheels and mechanics are hidden behind the ice crags, allowing full mobility for the sled as well as vertical movement, ie, lift and descent. Furthering that this is a magical creation, Elsa's signature snowflake is emblazoned on the front of each sled.



Another take on the attraction's sled uses a more traditional approach. The customary Norwegian sleigh shape comes into play, though specific design cues are taken from Elsa's Ice Castle, like the side board designs and the Elsa-specific snowflake on the front, as well as the color palette. An alternate side panel is also detailed that illustrates some design features while adding others.

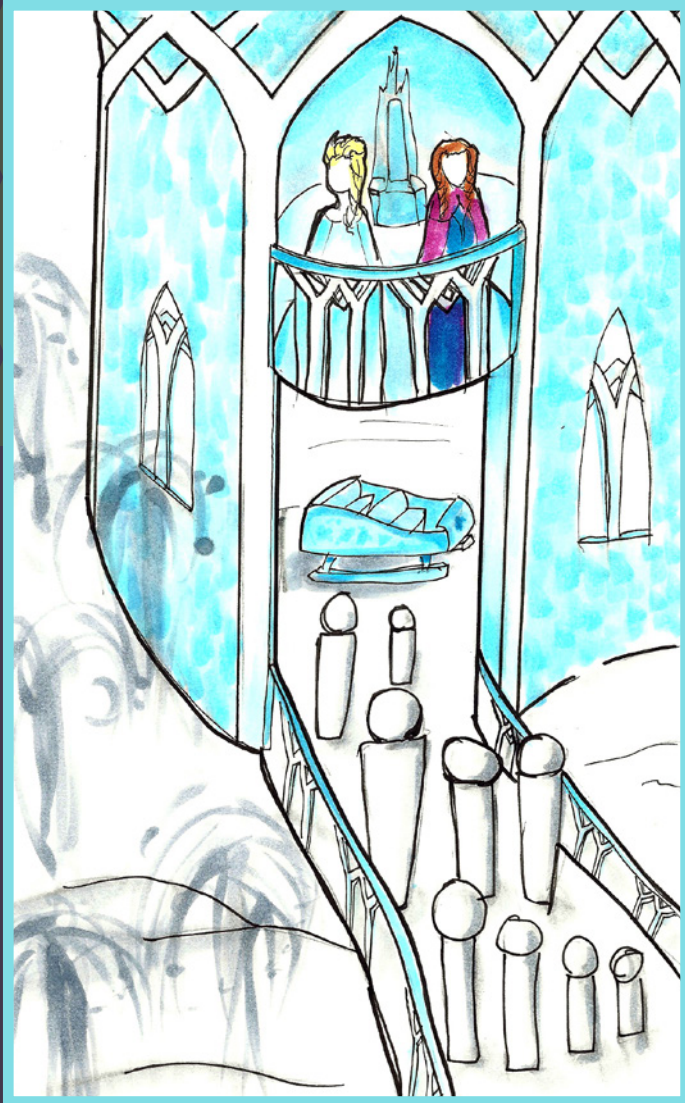
Concept Sketches



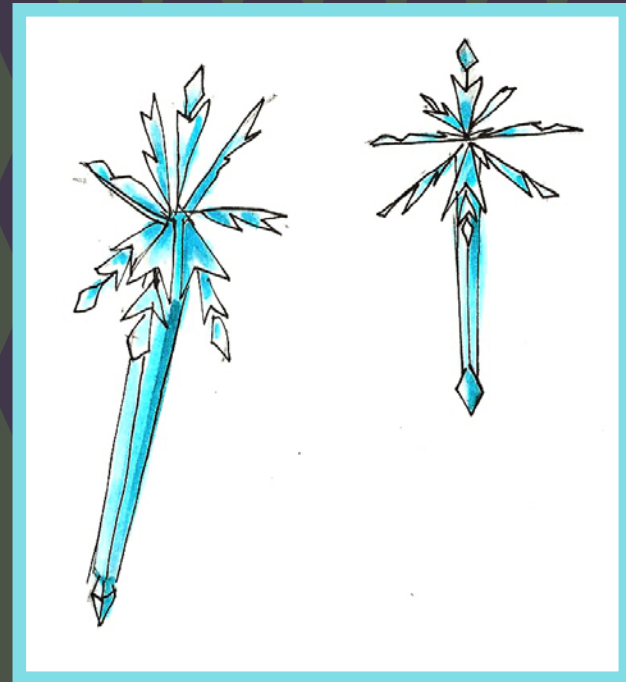
The entrance takes motifs from Elsa's Ice Castle while emblazoned with coronation banners from Arendelle.



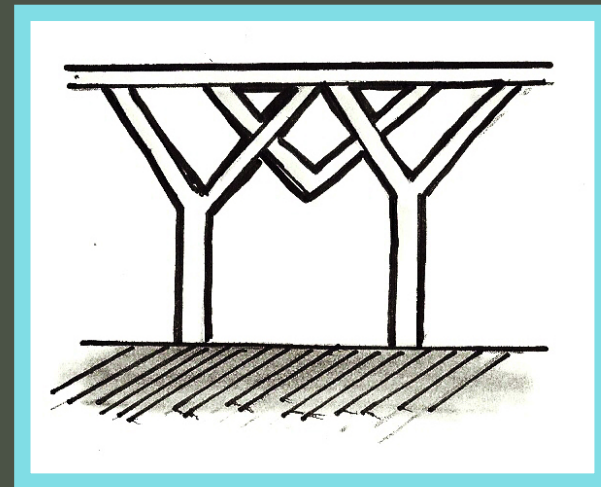
Guests interact with an animatronic Olaf as they proceed through the queue. Olaf is, of course, ready for summer.



Before the ride loading area, guests enter Elsa's castle and see the sisters interact with one another and discuss the Ice Scepter Elsa created as a prize for the race winner.



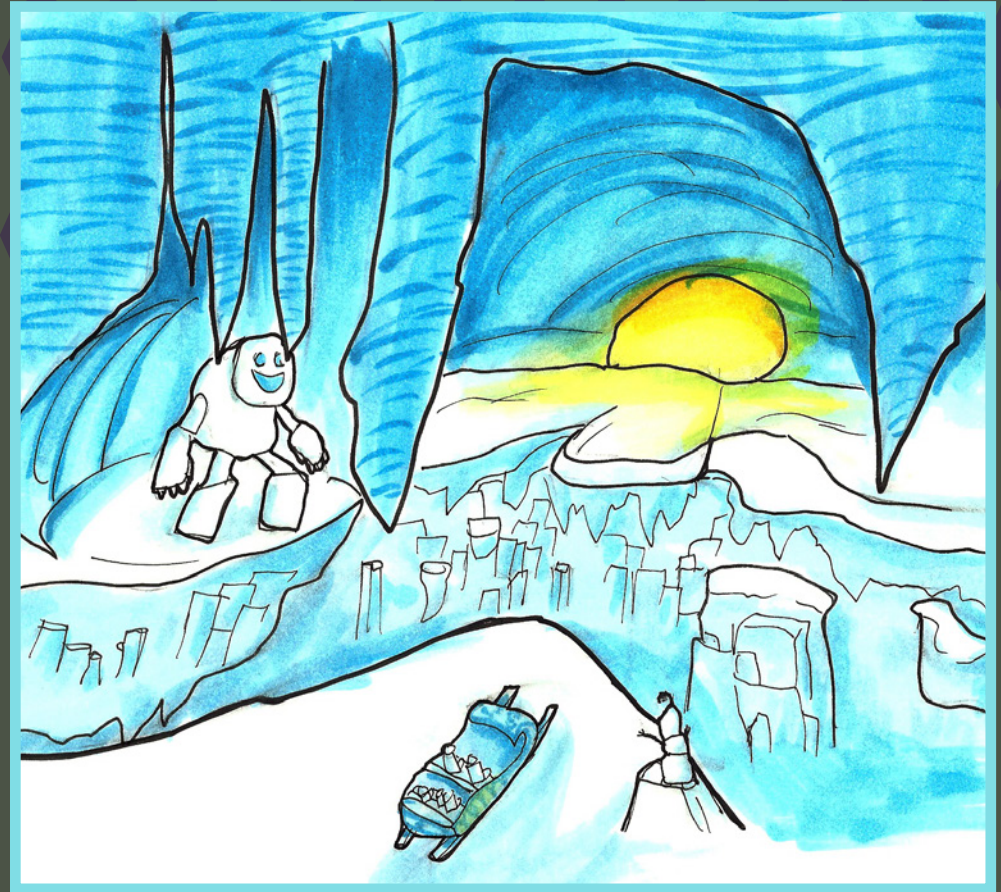
Views of Elsa's Ice Scepter



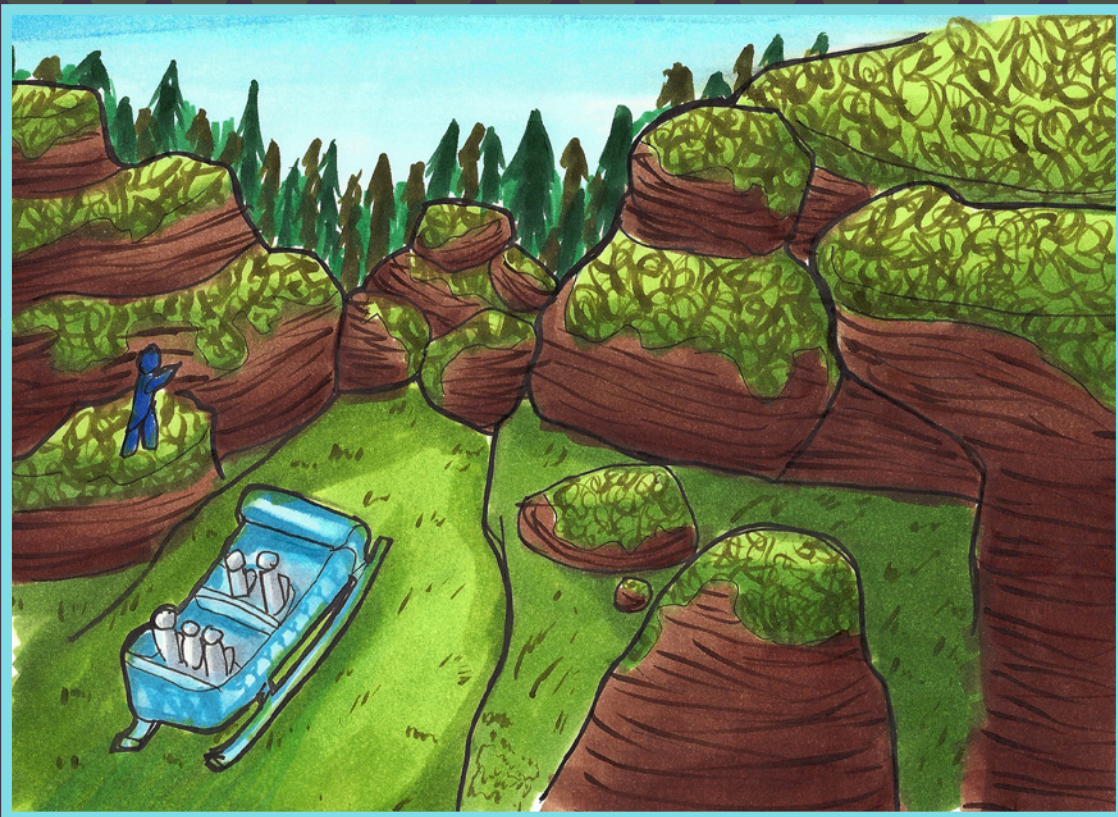
Queue rail design



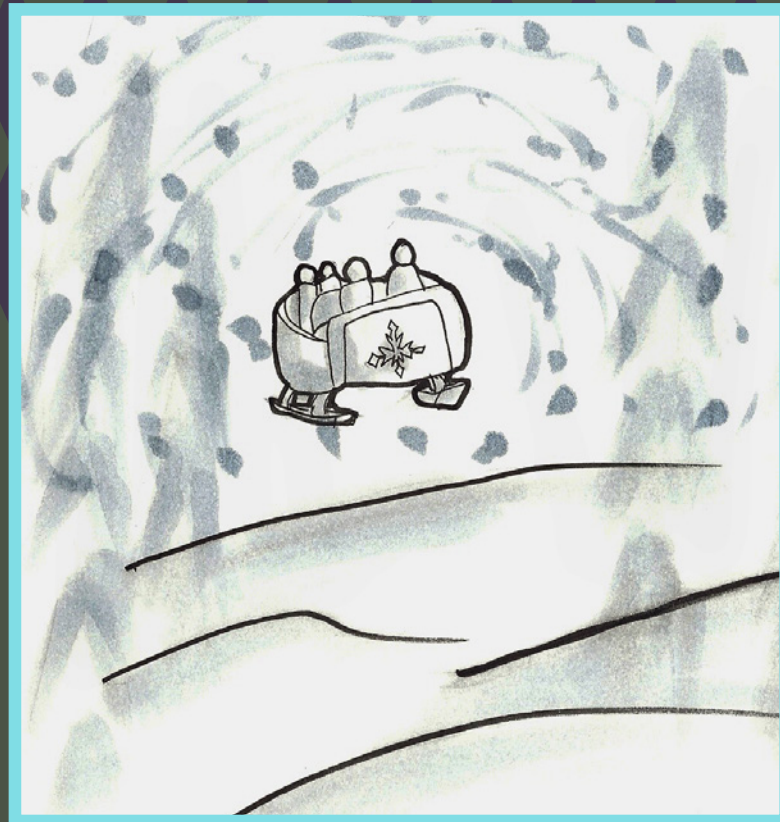
After boarding a sleigh, guests see a scene where Anna loses control of the Ice Scepter. A massive storm is summoned and the guests travel away from the castle to escape it.



During one of the splits, guests travel into Ice Caverns beneath Elsa's castle where Olaf instructs Marshmallow to create a bridge for them to escape the coming storm.



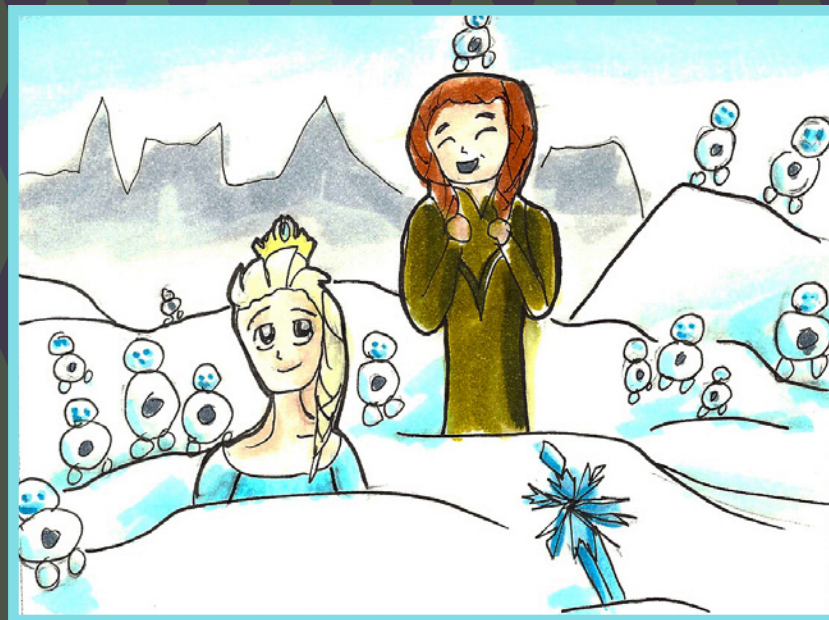
During the other split, Kristoff leads the guests deep into the forest where they encounter a blocked path. Kristoff calls on the Trolls (the rocks) to clear the way.



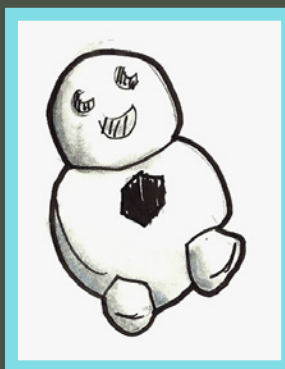
After the paths rejoin, the sleighs travel over hilly areas of the forest outside Arendelle where guests experience the highest-speed portion of the ride as they run from the storm.



Elsa stops the storm outside Arendelle, changing it into tiny snowmen, raining them over the city.



Guests end the ride on a scene where Anna crowns Elsa, as they are all buried in snow and new little snowmen.



Snowman design inspired by "Frozen Fever" short.



Frozen and all its related characters and story are copyright Disney. This proposal is merely to illustrate abilities and skills of the designer and should be treated as such.
Also, Elsa is the best.