



UNDER THE CASTLE — DIGITAL

Independent speculative concept.

Not commissioned by or affiliated with TEAM
WANG DESIGN.

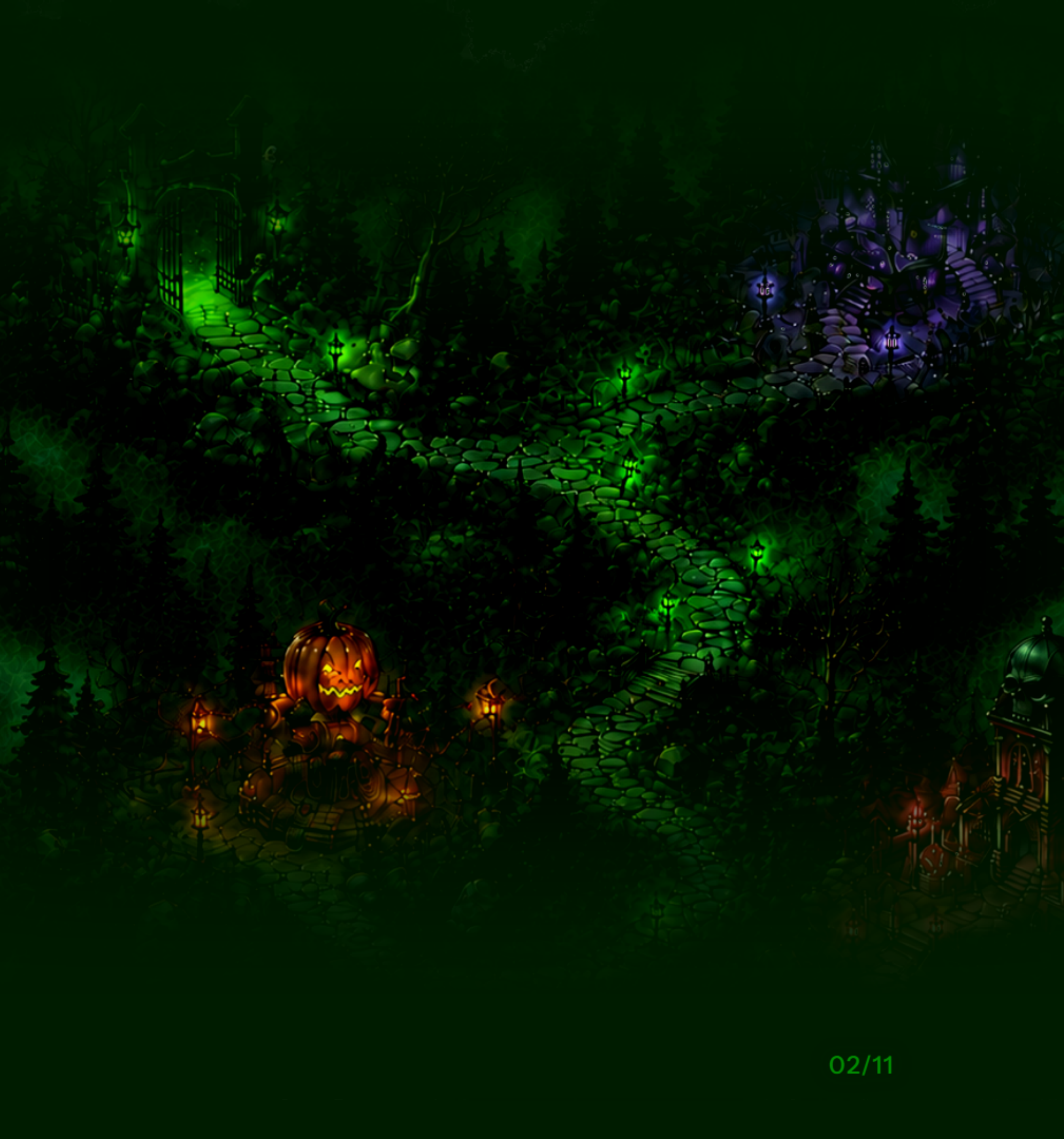
THE CASTLE OPENS ONLINE

A time-limited browser concept
that opens alongside the physical
event—inviting participation beyond
location while preserving the same
event window.

When the castle opens, access still depends on where you are.

UNDER THE CASTLE exists for a limited time—and that scarcity is part of its identity. Physical attendance, however, limits participation to fans able to reach the event. A digital layer could give international fans another way to enter its world, while preserving the physical attraction, the event window and the experience that makes UTC distinctive.

Could UTC preserve its limited-time character while giving international fans a meaningful way to participate—and the brand a wider stage?



A Geographic Access Signal Is Visible.

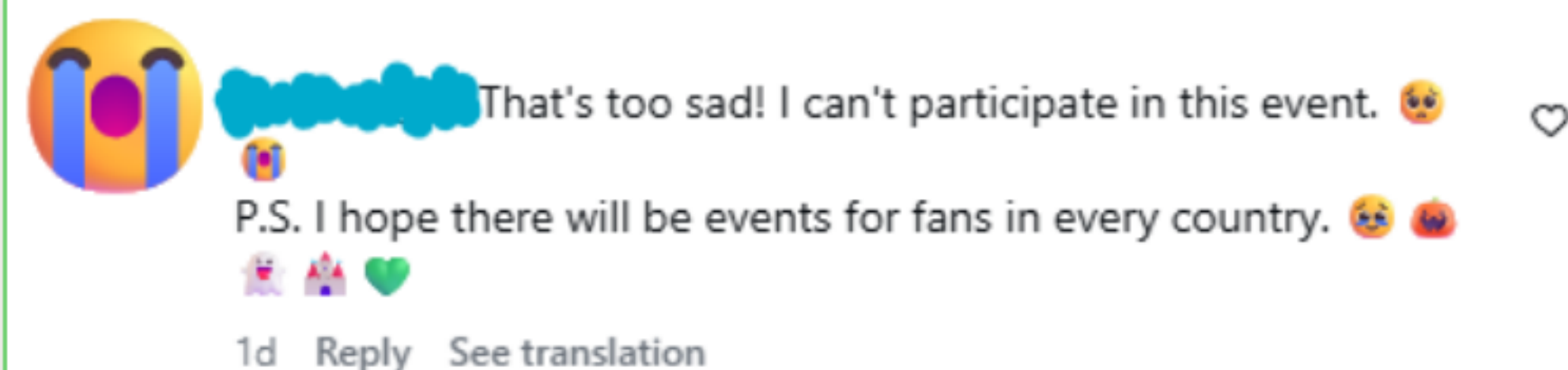
WHAT WAS OBSERVED

- Some international fans publicly express a desire to experience **UNDER THE CASTLE**.
- Geographic distance prevents part of this interested audience from attending the physical event.

This is a small public signal, not evidence of market demand. It identifies a question worth investigating through research and testing.

Interest beyond the event's physical reach is visible. Whether a digital experience could turn that interest into meaningful participation remains a hypothesis to test.

SELECTED PUBLIC SIGNALS



Public Instagram comment excerpts, accessed August 2026.

Three Hypotheses the Concept Must Test.

The geographic-access signal suggests a possible opportunity, but it does not determine the solution.

A focused prototype could test whether remote participation, meaningful play and a carefully explained collectible connection create value for both international fans and the UTC brand.

A focused prototype could test all three before UTC commits to a larger digital product.

HYPOTHESIS 01

REMOTE PARTICIPATION

International fans unable to attend physically may engage with a browser-based experience during the same limited event window.

HYPOTHESIS 02

MEANINGFUL PLAY

Exploration, short challenges and visible progression may make remote participation feel more meaningful than passive content.

HYPOTHESIS 03

COLLECTIBLE CONNECTION

An earned collectible opportunity may strengthen achievement without becoming the experience's only source of value.



Why Explore a Playable Experience?

The concept proposes active participation rather than limiting the digital extension to event content, promotion or another online store.

● PARTICIPATION OVER OBSERVATION

Remote fans could explore and affect a journey inside the UTC universe instead of only viewing the event from a distance.

● EXPERIENCE BEFORE COMMERCE

A free playable introduction creates value before commitment. The full journey remains worthwhile without requiring a collectible purchase.

● A MEANINGFUL PRODUCT CONNECTION

Achievement could give selected collectibles narrative context while keeping collectible purchases optional and separate from the experience's core value.



Potential value to explore: wider international participation, deeper engagement during the live event and a reusable digital foundation for future UTC seasons.

How One Visit Unfolds

A single visit connects exploration, play, progression and a visible response from the world.

ENTER — Explore the fog-covered Living Park.

CHOOSE — Select an available attraction.

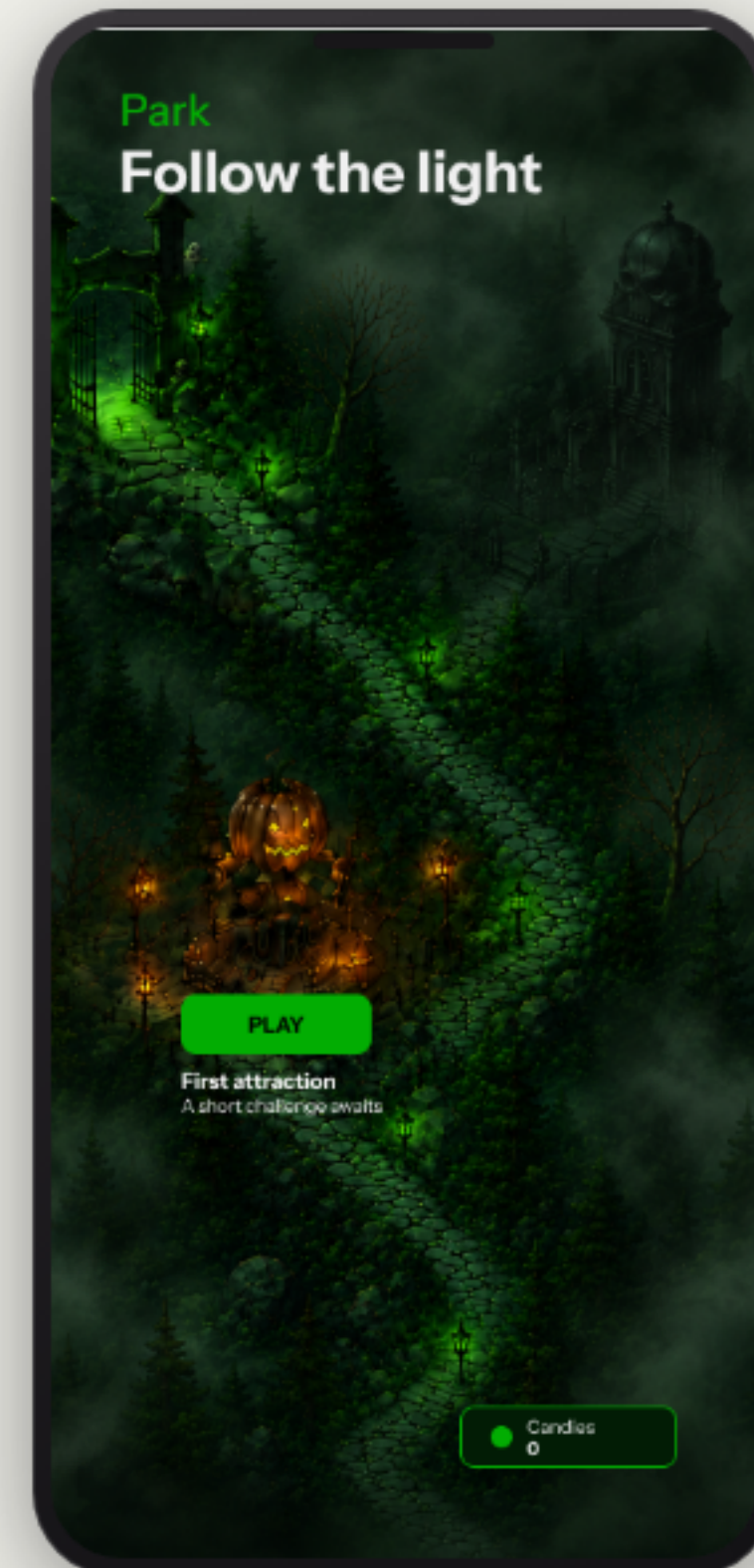
PLAY — Complete one short browser-based challenge.

EARN — Collect candies through participation.

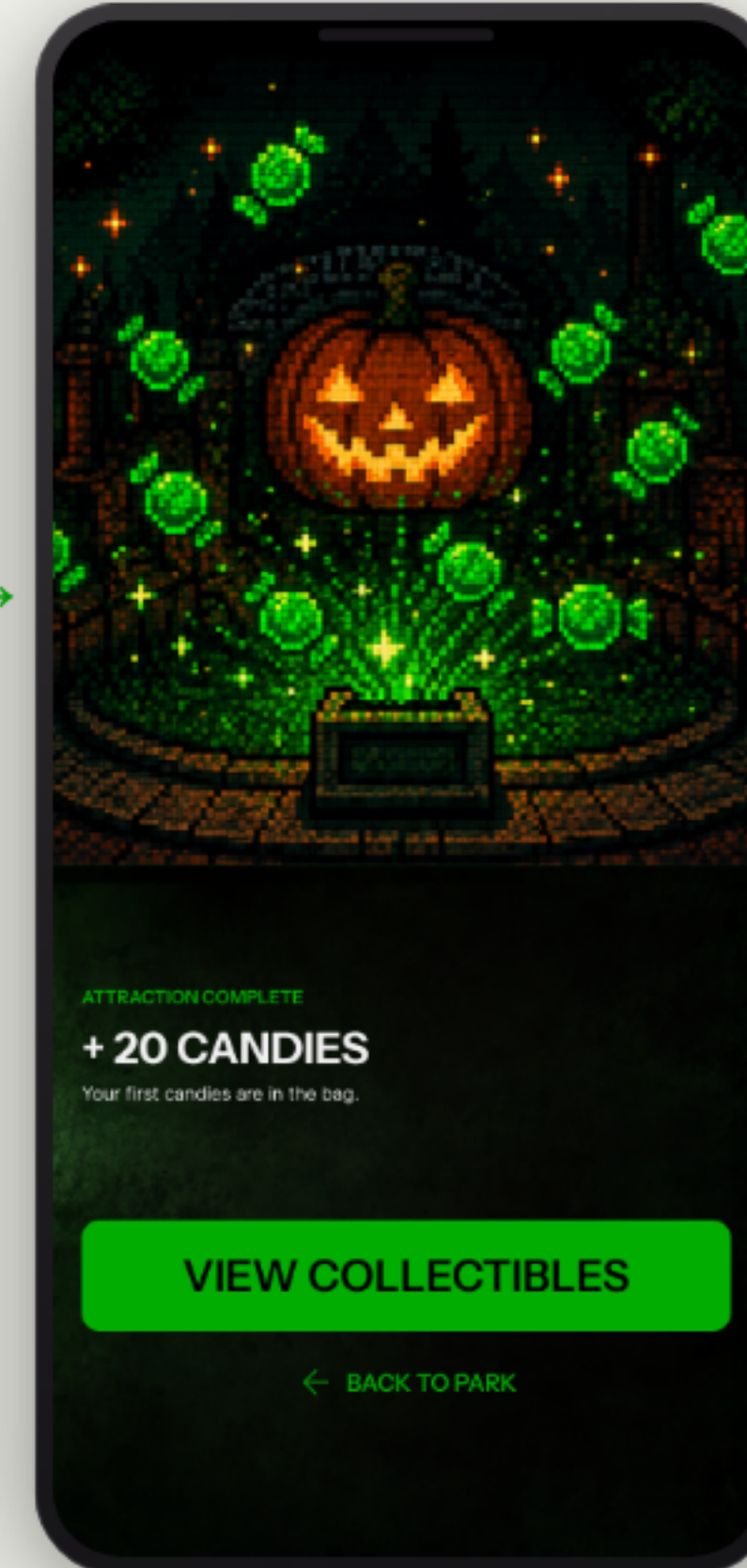
RESPOND — See the park change and discover what has opened next.

A completed attraction changes what the visitor can see and do next.

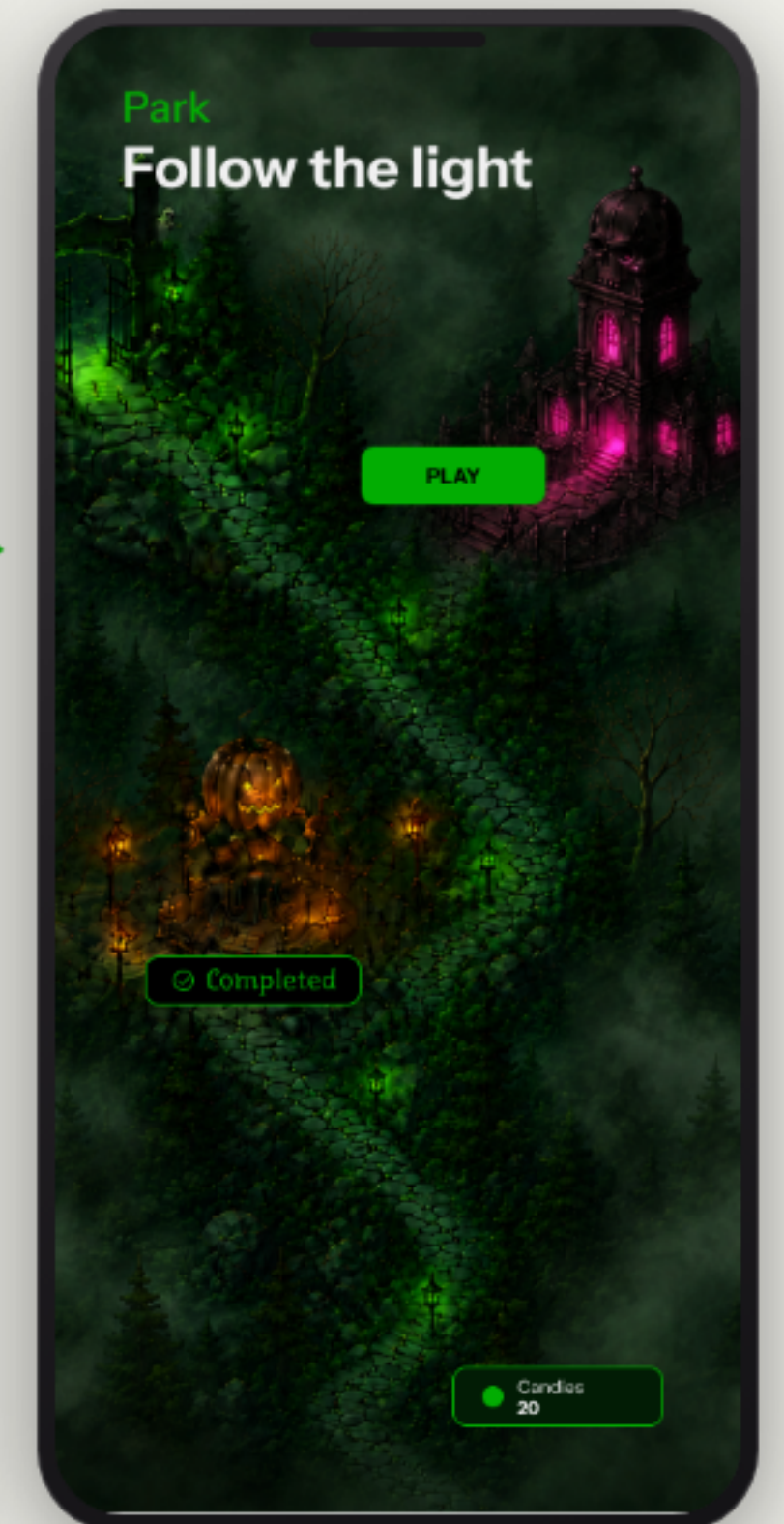
Living Park — choose an attraction



Completion — candies earned



World response — park state updated



The introductory attraction is free. Visitors may then choose to unlock the full digital journey for a single fixed fee — collectibles remain separate and optional.

Could Play Make a Collectible Feel More Meaningful?

One proposed mechanic connects achievement with selected physical collectibles during the live event window.

DISCOVER

Find selected collectible opportunities inside the digital park.

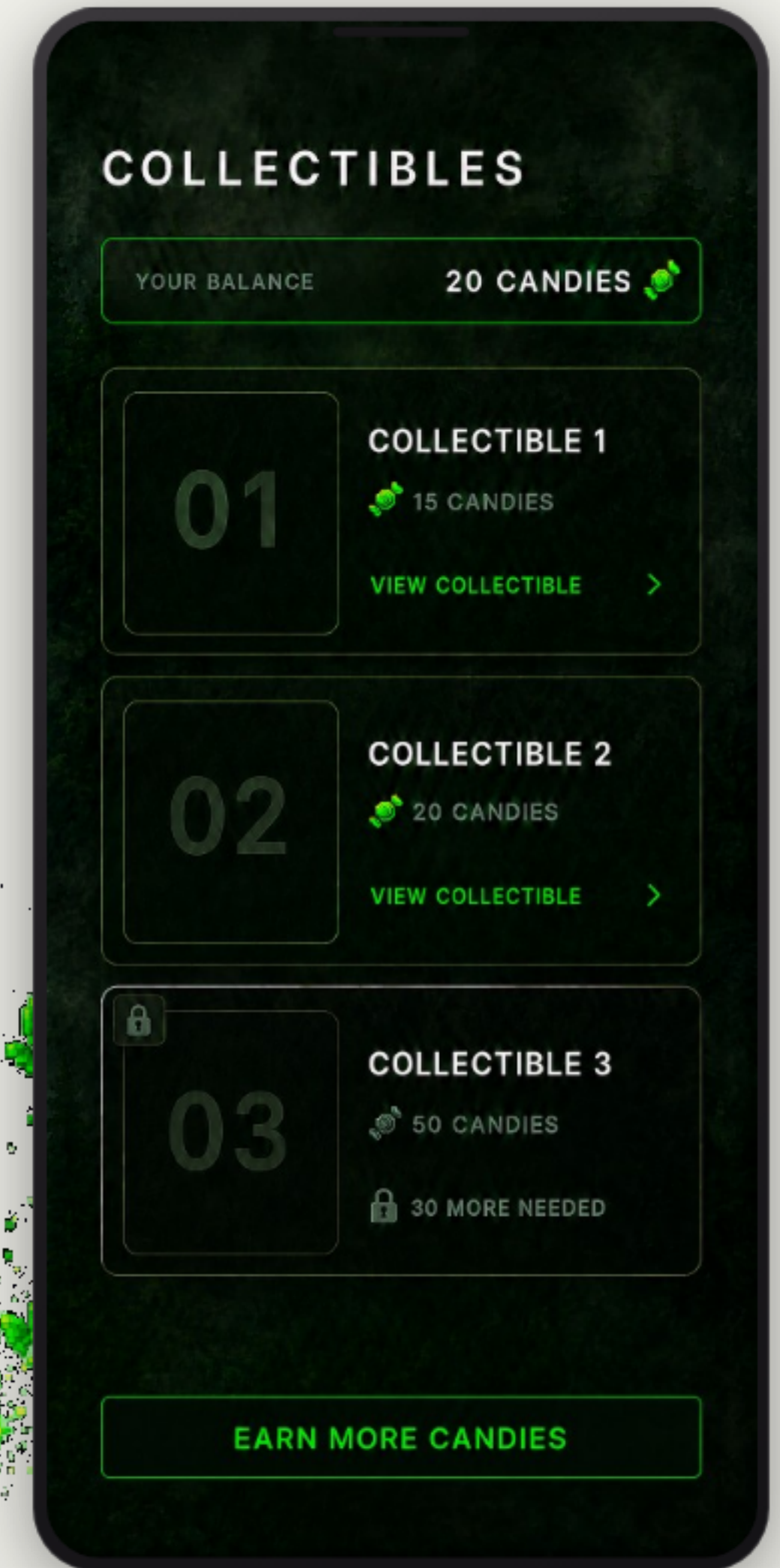
→ EARN

Complete attractions and collect the required candies through participation.

→ UNLOCK

Reach the requirement to unlock eligibility to purchase a selected collectible, subject to payment and availability.

Candies unlock eligibility—not replace payment or guarantee availability. The prototype must test whether this feels understandable, meaningful and fair.



One Event Home, Three States.

The **UNDER THE CASTLE** website could remain available year-round as the event's digital home. Its playable layer would activate only while the physical event is open, preserving scarcity while giving each UTC season a reusable international touchpoint.

EVENT LIFECYCLE

BETWEEN EVENTS

- Archive
- Photography and video
- Visitor information
- Playable castle closed

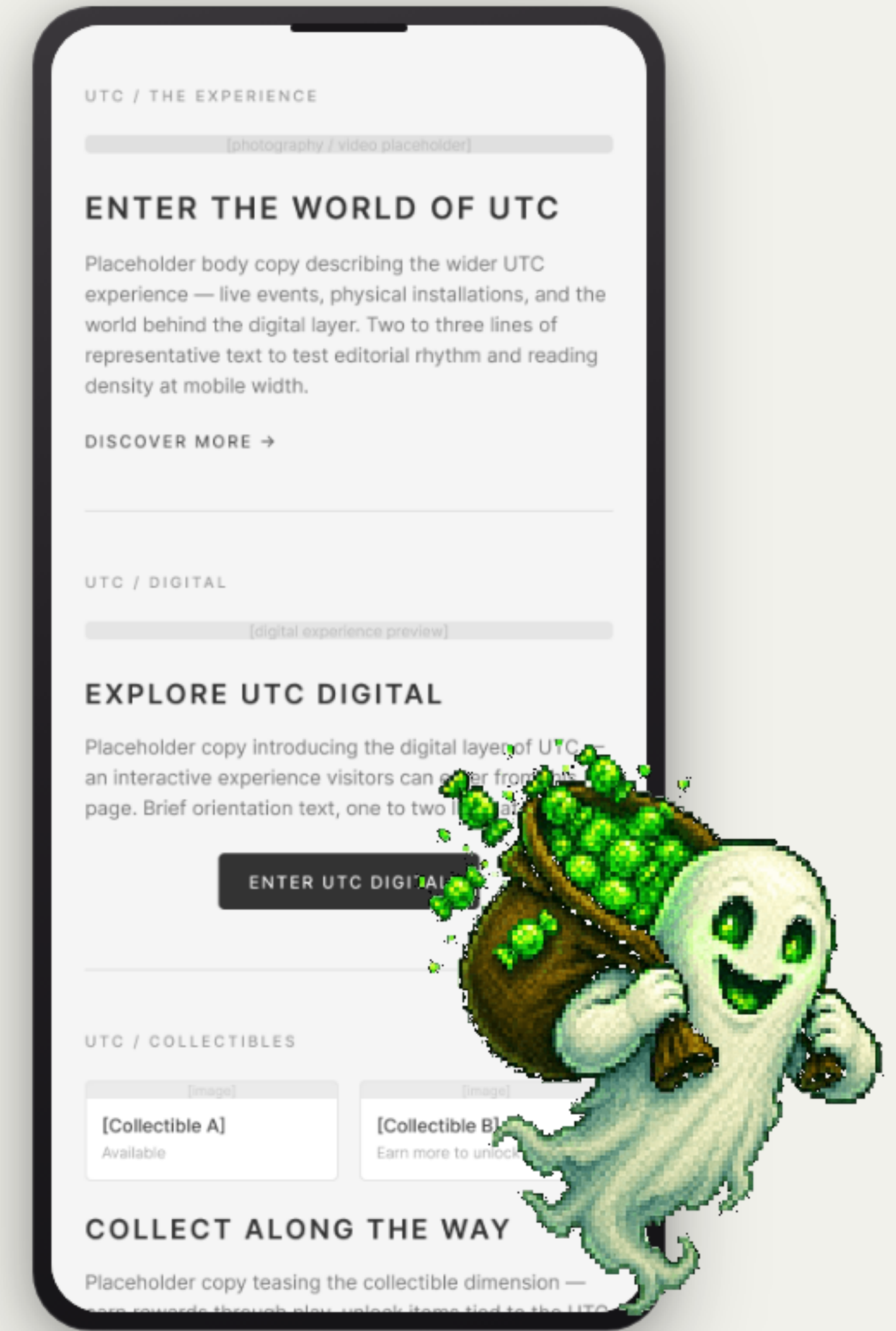
NEXT OPENING

- Announcements and countdown
- Tickets and attendance information
- Digital-opening preview

EVENT LIVE

- Physical-event information
- Free playable introduction · Digital admission to the full journey
- Attractions and collectible opportunities

One event home could support communication throughout the year, while the playable castle opens only with the physical event.



One Complete Journey to Test the Core Loop.

The first prototype would simulate one journey: enter the Living Park, complete one attraction, see the world respond and understand one collectible opportunity.

PROTOTYPE INCLUDES

- One browser-based journey requiring no separate installation.
- One entry into the Living Park.
- One short playable attraction.
- One visible park-state change.
- One clearly explained collectible opportunity.
- One clearly communicated time-limited access state.

INTENTIONALLY OUT OF SCOPE

- Recreating the complete physical event.
- Building a large standalone game.
- Implementing a complete commerce or merchandise system.
- Offering year-round playable access.
- Designing the full event destination before testing the core interaction.

One complete journey could reduce uncertainty before any decision to expand the concept.



What the Prototype Should Help Us Learn.

Testing with representative international fans should show whether the core interaction is understandable, engaging and valuable enough to explore further.

QUESTION 01

ENTRY

Do participants understand how to enter and begin the attraction?

QUESTION 02

COMPLETION

Can they complete the short challenge without unnecessary confusion?

QUESTION 03

PROGRESSION

Do they understand how their actions, candies and the collectible opportunity relate?

QUESTION 04

FAIRNESS

Does the collectible connection feel understandable, meaningful and fair?

QUESTION 05

CONTINUATION

After completing the attraction, would participants choose to return for another experience?

These answers would show whether the interaction merits further testing—and whether it could support meaningful participation and continued interest in UTC.

Let's Continue the Conversation.

If this direction feels relevant to the team, I would welcome a short conversation to understand UTC's priorities and explore whether the concept could merit further discovery or prototyping.

If there is a fit, I would be glad to contribute to that next stage through product and UX thinking, experience design and prototyping.

GET IN TOUCH

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Thank you for stepping inside.

Kalliopi (Kelly) Michailidou

Product & UX/UI Designer

Concept imagery was independently created with generative AI tools under my creative direction. It was not designed to reproduce TEAM WANG DESIGN's visual identity and does not represent official UTC or TEAM WANG DESIGN artwork.

