

DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS

MA Exhibition & Experience Design SUNY Fashion Institute of Technology

Claudia Tinta

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PROJECT



CLIENT

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EX-514

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EX-520

EX-521

EX-522

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EX-524

EX-524

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Embark the Healing Journey

Find me at a Cross Roads

Shopping at Seth's Model

Good and Fresh Produce

Good and Fresh Produce

Shopping at Seth's

Shopping at Seth's

Block Party

Block Party

AR Mural Leading News

Leading News

Model Photos

Mural

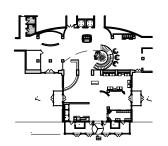


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KEY PLAN





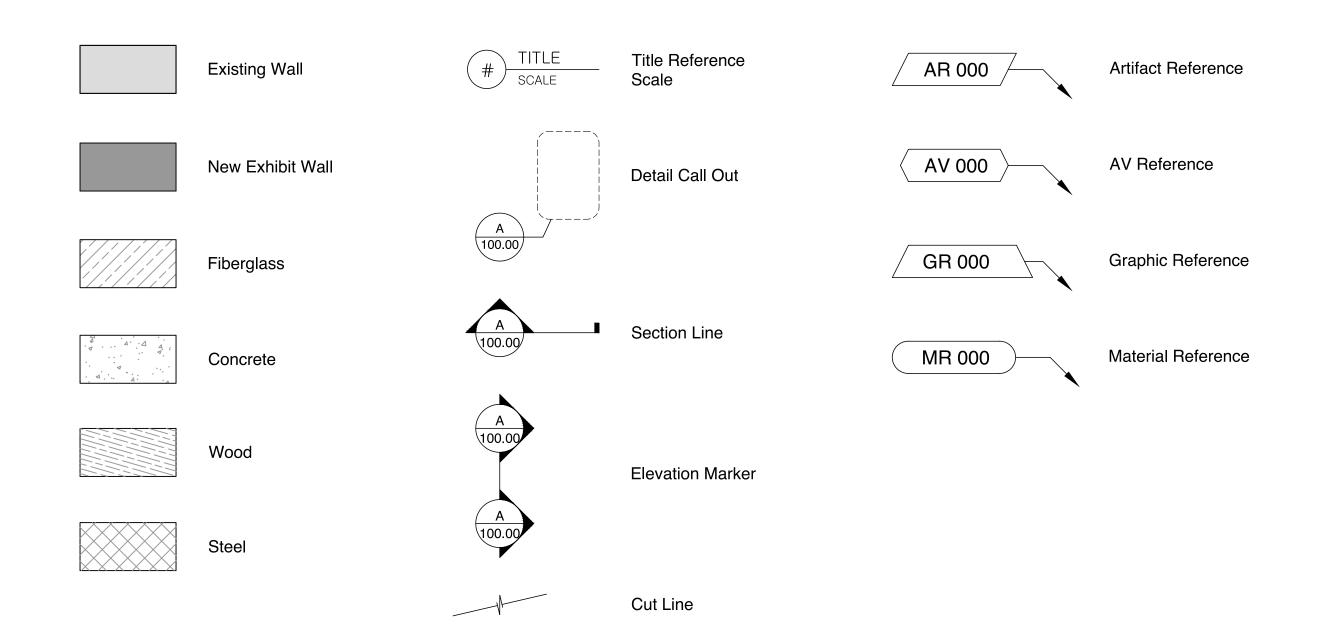
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

DRAWING SCHEDULE

SYMBOLS LIST



PROJECT



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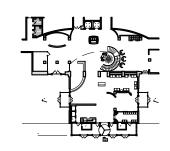


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SYMBOLS LIST



PROJECT PARAMETERS

EXHIBTION DESCRIPTION

Taking place at Montefiore Hospital's Moses campus in the Bronx, this exhibition aims to provide patients interested in learning about the medical use of cannabis with information that can help them navigate their healing journey.

The Plant that Heals seeks to empower patients, as they explore medicinal cannabis, a valid method of healing and self-care. Patients will gain the knowledge required to begin a discussion surrounding cannabis.

EXHIBTION DURATION

This is a temporary exhibition, which will take place from April 22, 2022 to July 22, 2022.

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PROJECT PARAMETERS

AUDIENCE

WOMEN OF COLOR, AGES 30-60

During the ages of 30-60 women are at a higher risk of being affected by **chronic pain, arthritis, depression, and anxiety**, twice as likely than men. However, there has been a noted bias when it comes to the treatment of pain in women.

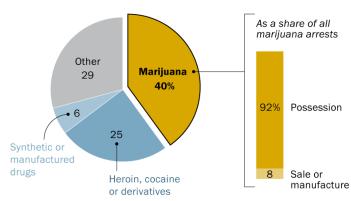
In healthcare, women have been noted to be given sedatives for their pain, unlike men who have been given pain medication. Additionally, there a disparity when it comes to women of color, whose pain claims are not being taken seriously due to misconceptions in healthcare when it comes to pain assessment.

Medicinal marijuana has been known to help alliviate chronic pain, arthritis, depression, and anxiety. However, many women of color can be discouraged by the ongoing disparity when it comes to the healthcare system assessing their pain, but also by the racial discrimination when it comes to cannabis enforcement.

RACIAL DISPARITY IN MARIJUNA ARRESTS

Four-in-ten U.S. drug arrests in 2018 were for possession, sale or manufacture of marijuana

% of arrests for each drug category, including possession, sale and manufacture



Source: FBI's Uniform Crime Reporting Program.

Although survey numbers show that all race groups smoke cannabis at similar rates, in 2019 Black and Latinx New Yorkers accounted for **94 percent** of all low-level marijuana arrests in New York City.

Is bias keeping female, minority patients from getting proper care for their pain?



The bias that blinds: why some people get dangerously different medical care

Suffering From Chronic Pain as a Black Woman

Bias can lead to disparities in diagnosis and treatment of Black women with chronic pain

By Shannon Shelton Miller | Sep 30, 2020

PROJECT



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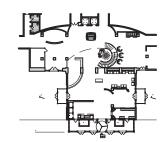


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AUDIENCE

THESIS STATEMENT

Consumer alienation in a retail environment can lead to a decrease in sales and negatively impact brand legacy. By developing environments driven by consumer engagement, retailers can improve the desired retailer-shopper bond and grow their brand communities. Experience Designers can use the psychological principles of autonomic mimicry and emotional contagion, to create kinesthetic experiences that positively influence a consumer's emotional engagement within a retail environment, foster feelings of joy and increase sales.

PROJECT



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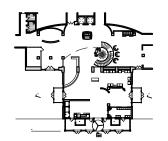


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THESIS STATEMENT

CONCEPTURAL APPROACH

As visitors take a stroll through this Bronx inspired mini neighborhood, they will learn about the different choices available to them when it comes to using cannabis. This is a one stop resource for consumers who are looking to find the perfect solution for their needs and would like to find a personalized approach to cannabis.

This exhibition will enable visitors who feel vulnerable, held back and slowed down to become inspired by the stories of members of their community. Patients will feel empowered by gaining control over their healing journey and their success stories will continue to break down the stigma that prevented them from self care.

PROJECT



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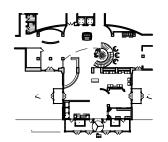


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CONCEPTUAL APPROACH

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MISSION STATEMENT

At Houseplant, we feel strongly about educating people about cannabis, a plant we love and believe substantially benefits society. We will always use our platform to educate people about the devastating history of the War on Drugs and help end the senseless, racist cannabis laws that, despite progress, still exist today. We won't stop until every adult in America is able to enjoy cannabis without fear of being labeled a criminal. We are working towards a more equitable future for the industry by supporting BIPOC-owned businesses and striving to make our own company a diverse and inclusive place to work.

We support several like-minded organizations, including The Marijuana Policy Project, Cannabis Amnesty, Cage-Free Cannabis, and Black Lives Matter, whose missions include eradicating white supremacy and helping end anti-cannabis policies at the local, state and federal levels.

RETRO BRAND VISION

Houseplant's aesthetic choices resemble those found in midcentury modern homes from the 70's. Through product design and production, Houseplant is known to create a sense of nostalgia for a period of time influencial in cannabis activism.









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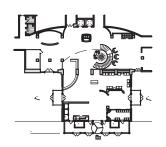


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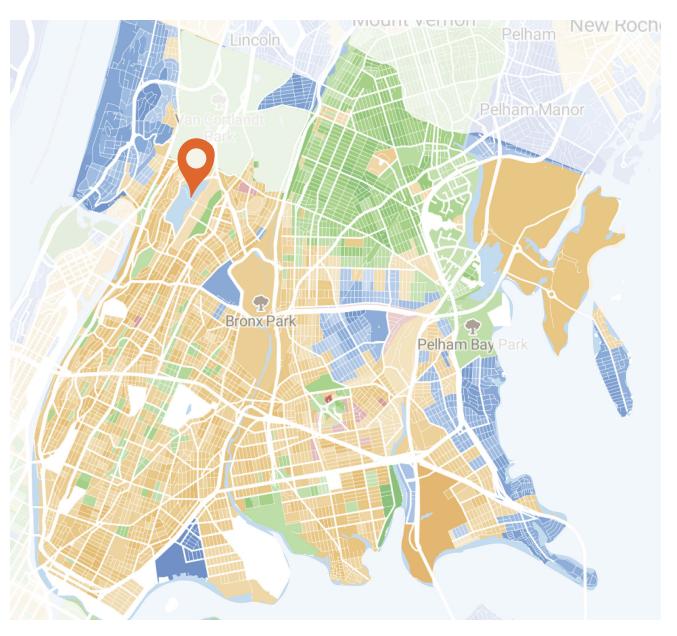
Montefiore hospital is centrally located in the Norwood neighborhood of the Bronx. It is easily accessible by local public transportation, serving the local community and its residents. Including surrounding neighborhoods such as Gun Hill Road, Jerome Park, Kingsbridge, Bedford Park, University Heights, and more.

The Bronx is home to multiple cultural institutions such as the Bronx Museum of The Arts, Van Cortlandt House Museum, Wave Hill, Bronx Zoo, New York Botanical Gardens, Yankee Stadium, within others.

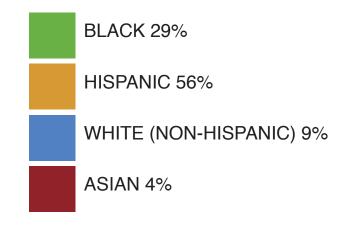
THE BRONX IN THE 1970'S

During the 70's the Bronx experienced some of its worst instances of urban decay. Over 40% of the South Bronx was burned or abandoned between 1970 and 1980, with 44 census tracts losing more than 50% and seven more than 97% of their buildings to arson, abandonment, or both.

This period of time is also known for the birth of several artistic outlets such as Hip Hop, Street Graffiti and Break Dancing, cultural contributions to contemporary culture.



RACIAL DIVERSITY MAP OF THE BRONX



PROJECT



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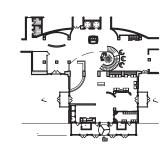


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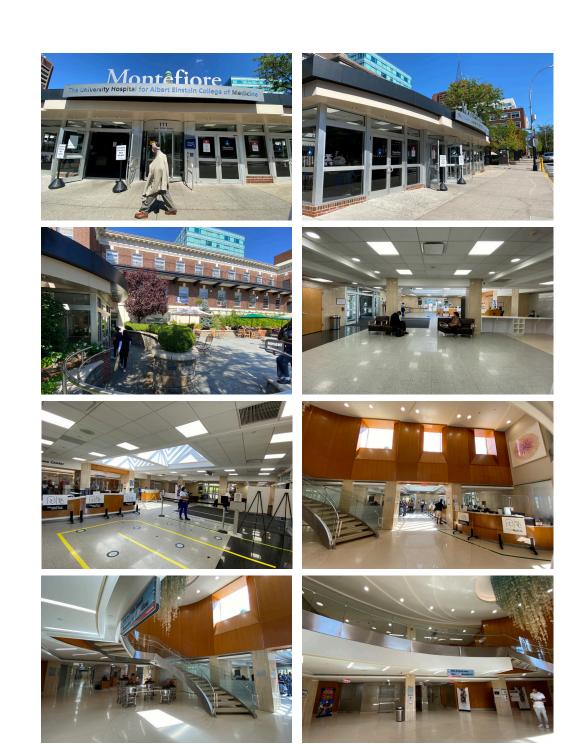
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

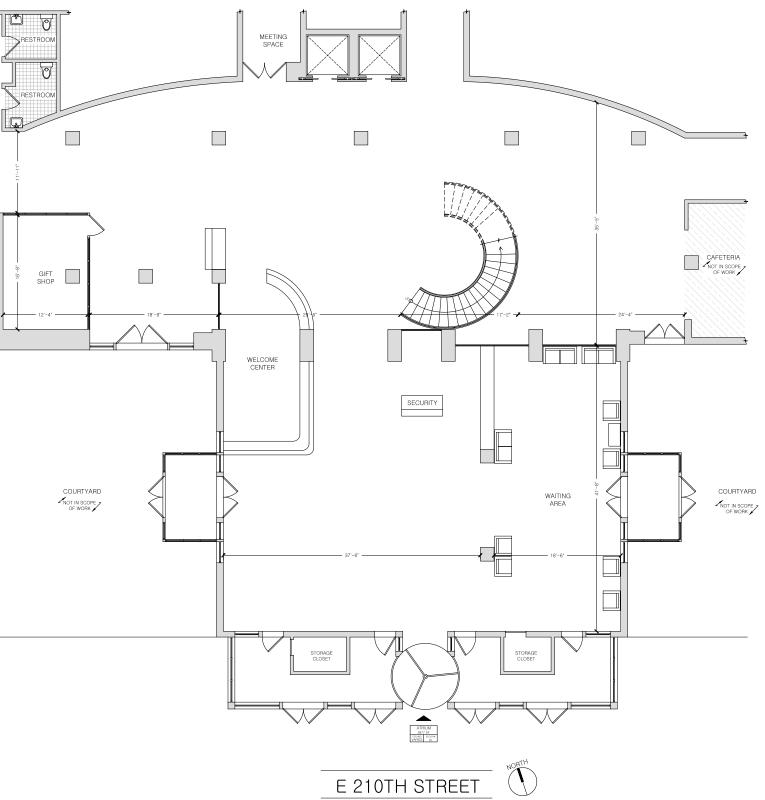
DATE: 12.10.2021

SCALE: NTS

SITE

VENUE





PROJECT



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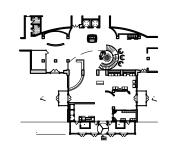


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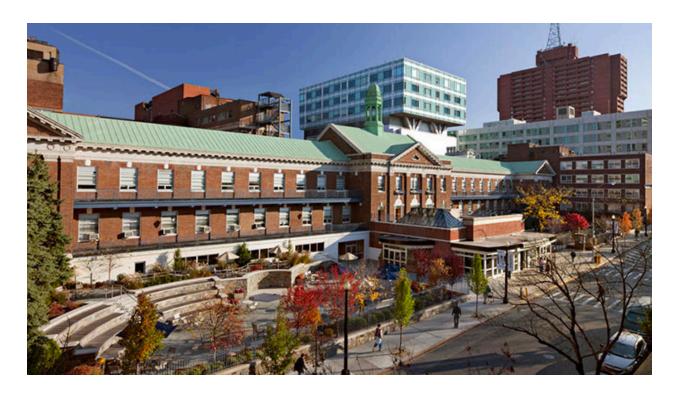
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VENUE

VENUE ANALYSIS

In 2017, Montefiore Hospital was awarded a five-year \$3.5 million grant for the first long-term study to test the influence of medical cannabis on opioid use for pain, helping to find long needed answers for patients seeking pain management options. Moreover, many of Montefiore's practitioners can be found in the New York State Department of Health's website under a Public List of Consenting Medical Marijuana Program Practitioners, making it easier for patients to be connected to a medical professional that can help them navigate their healing journey with the use of cannabis.

Montefiore's medical cannabis program helping patients with conditions that qualify them for medical marijuana in New York State, such as ALS, cancer, epilepsy, HIV/AIDS, Huntington's Disease, IBD, MS, Parkinson's Disease, Chronic Pain, PTSD, and as a substitute for opioid prescriptions within others. This program gives patients the opportunity to work alongside medical professionals to find appropriate treatment for their condition and open doors for the currently lacking cannabis research.



PROJECT



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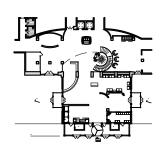


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KEY PLAN





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12.10.2021 SCALE: NTS

VENUE ANALYSIS

EXHIBITION GOALS

Project Goals

- Increase brand awareness and represent brand values through design, including Houseplants commitment to cannabis education and creating an equitable future in the cannabis industry.
- Reach new consumer audience.
- Provide visitors with resources to inform their cannabis experience, including books, articles, and documentaries.
- Growth of brand community through visitor kinesthetic and emotional engagement.
- Inform consumers about the health benefits of brand products such as: flower, THC infused beverages, home accessories and brand created media to enhance the cannabis consumption experience.

Educational Goals

Visitors will learn:

- The health benefits of medicinal cannabis.
- Range of cannabis products, usage, and applications.
- The War on Drugs influence on America's perception of cannabis.
- About initiatives and organizations fighting to end anti-cannabis policies at the local, state, and federal levels.
- The benefit of engaging in discussions about cannabis with health professionals.

Experience Goals

Visitors will experience:

- Guided journey through space, narrated from the point of view of relatable personas.
- Shared feelings of joy and freedom amongst visitors resulting from movement-based activities.
- Social spaces where visitors can interact with one another as well as private spaces where visitors can share their personal experiences with cannabis.

PROJECT



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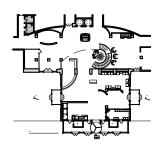


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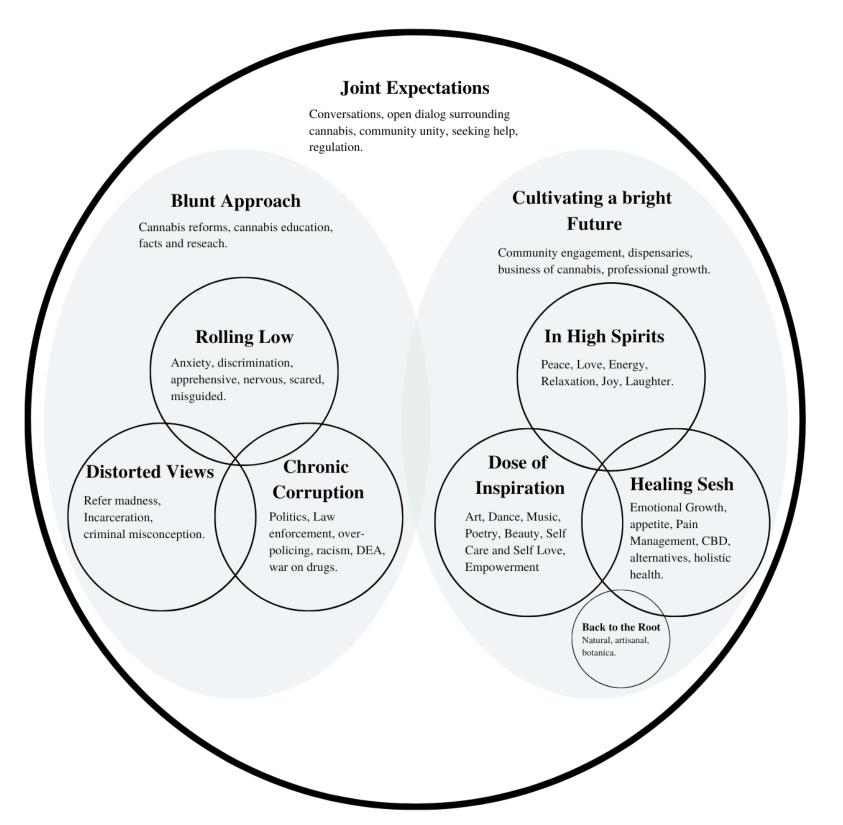
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EXHIBITION GOALS

CONCEPT DIAGRAM



PROJECT



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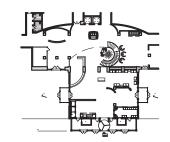


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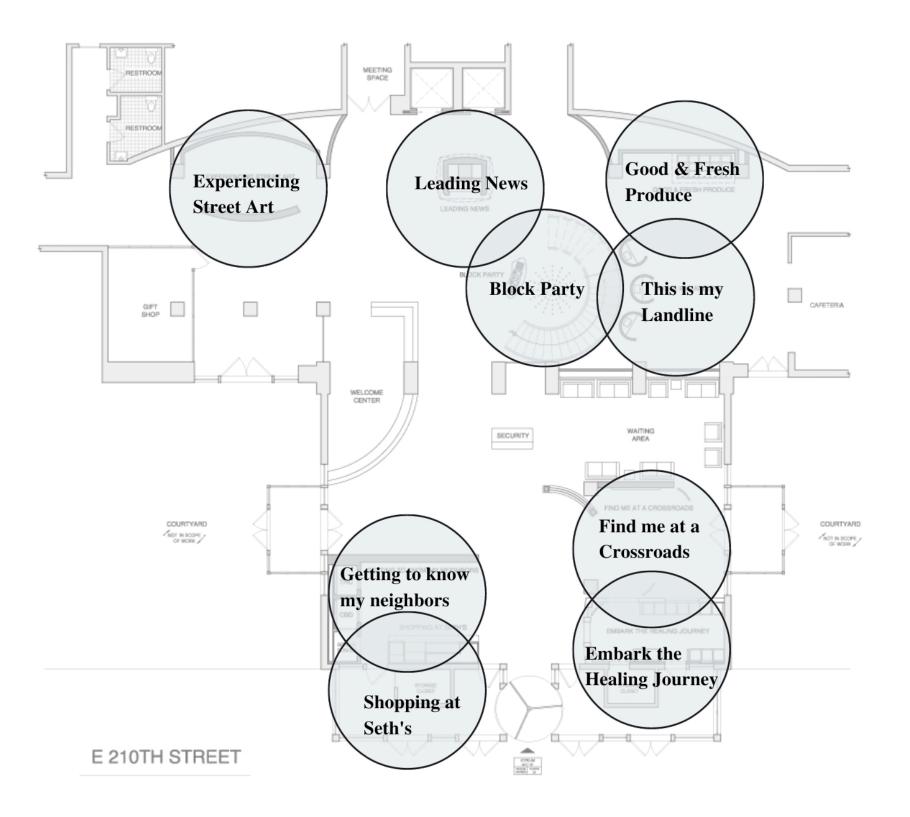
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CONCEPT DIAGRAM

CONTENT FLOOR PLAN



PROJECT



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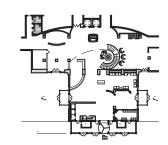


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CONTENT FLOOR PLAN

VISITOR JOURNEY



EMBARK THE HEALING JOURNEY



FIND ME AT A CROSSROADS



SHOPPING AT SETH'S



GETTING TO KNOW MY NEIGHBORS



BLOCK PARTY



EXPERIENING STREET ART



LEADING NEWS



GOOD & FRESH PRODUCE



THIS IS MY LANDLINE

PROJECT



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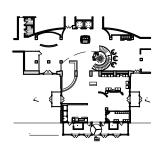


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VISITOR JOURNEY

CONTENT DIAGRAM

Embark the Healing Journey

Introduction of medicinal cannabis success stories through persona narratives.

Getting to know my neighbors

Personification of THC and CBD, differences between the two components and their effect in cannabis healing.

Block Party

Visitor controlled light display, showcasing information about dosage across a variety of products.

Good & Fresh Produce

Terpene information presented in a fruit vendor inspired experience, that captures the multi-sensory qualities of cannabis healing.

This is my Landline

Space for visitors to connect with medical providers to discuss their cannabis alternatives and share their success stories.

Find me at a Crossroads

Exploring intersecting timelines that showcase the history of medicinal cannabis, cannabis regulations and legislations in the US

Shopping at Seth's

Bodega inspired exhibit, showcasing variety of cannabis products and consumption methods available in today's market

Experiencing Street Art

AR Graffiti interactive, displaying visuals representative of the effects of different cannabis strains.

Leading News

Educational resources for visitors interested in learning more including recipes, medical research, documentaries, etc.

PROJECT



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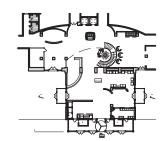


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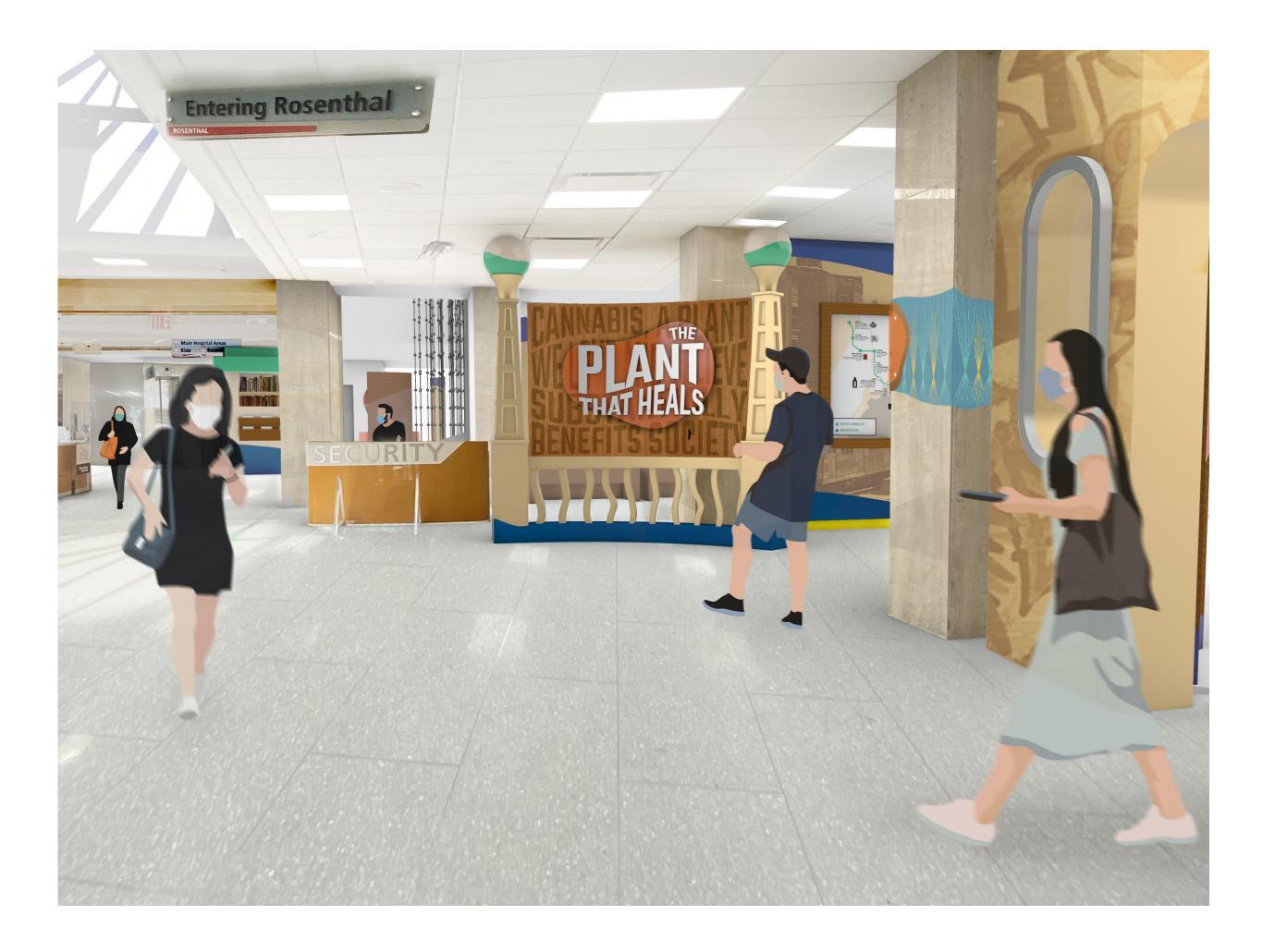


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CONTENT DIAGRAM





CLIENT



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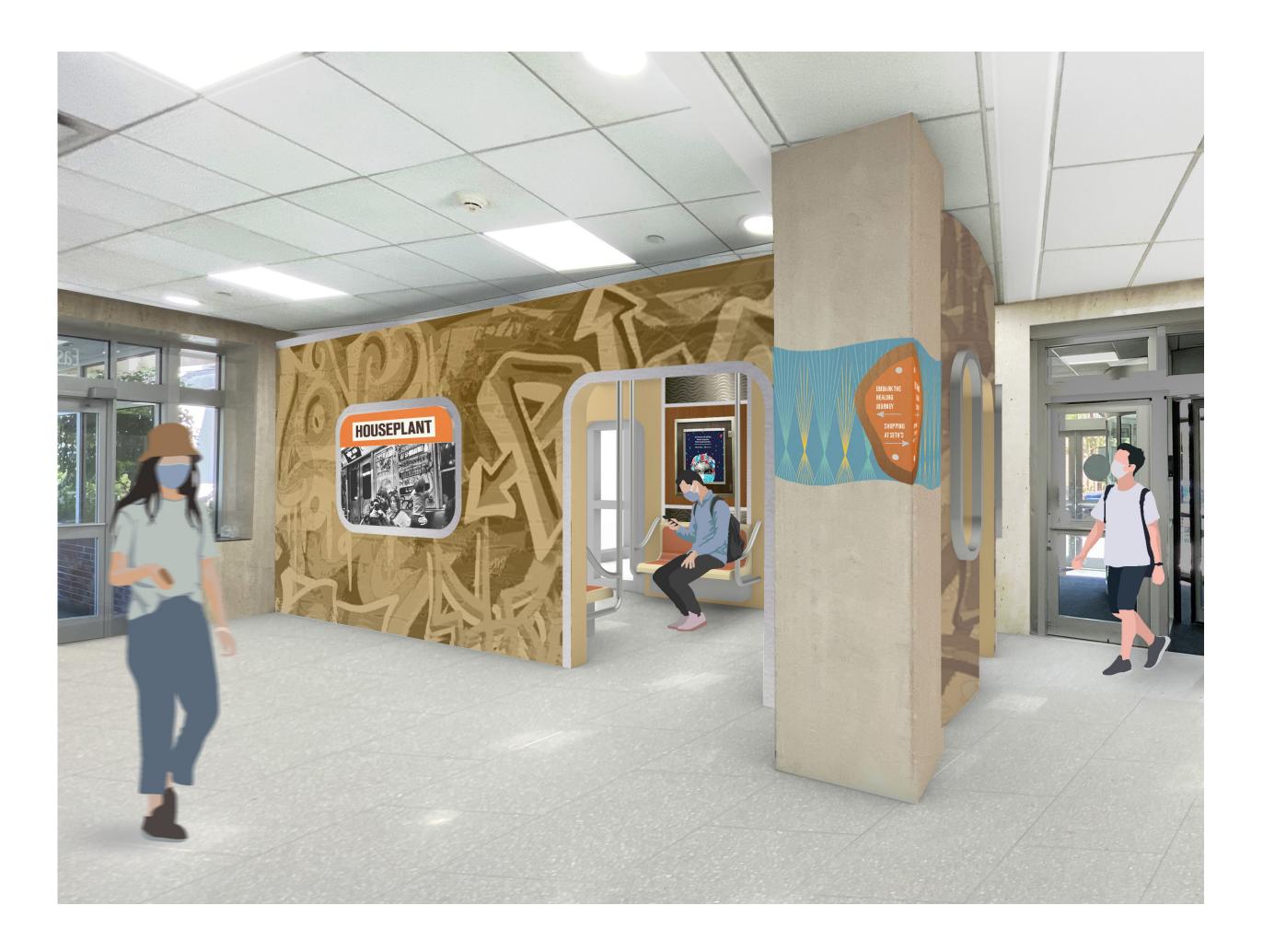


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EXHIBITION ENTRANCE





CLIENT

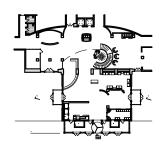


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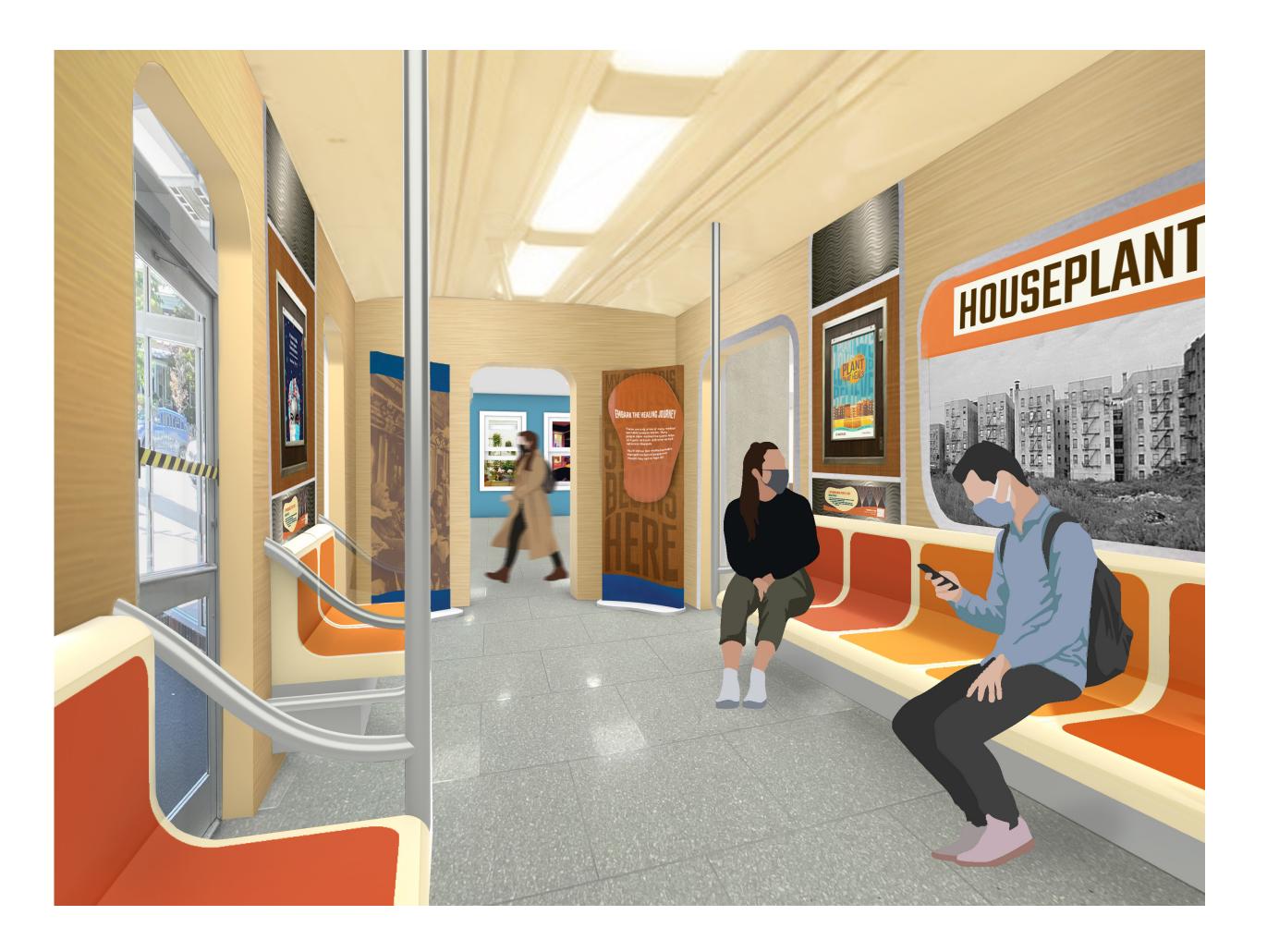


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HEALING JOURNEY





CLIENT

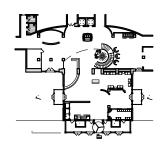


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HEALING JOURNEY

SEE

Visitors will enter a space that ressembles a New York City subway line. The interior finishes will be designed to fit the brand and client aesthetic using midcentury modern tpical hues and materials. The subway windows and spatial graphics feature imagery from life in the Bronx in the 1970's.

Visitors will hear the overhead subway voice announcing the beginning of their "healing journey." Visitors will then be instructed to use their smartphones for a personalized experience. After downloading the HOUSEPLANT app by following the subway announcer instructions/ scanning the QR code, visitors will start their participation within the exhibition's guided journey.

LEARN

Visitors will learn about the positive impact that cannabis has had in the lifes of fellow community members in regards to health, well being and pain management. Through persona journeys they will learn the connection amongst members of their community who they are surrounded by everyday. PROJECT



CLIENT



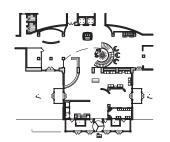
DESIGNER CLAUDIA A. TINTA

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HOUSEPLANT

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KEY PLAN





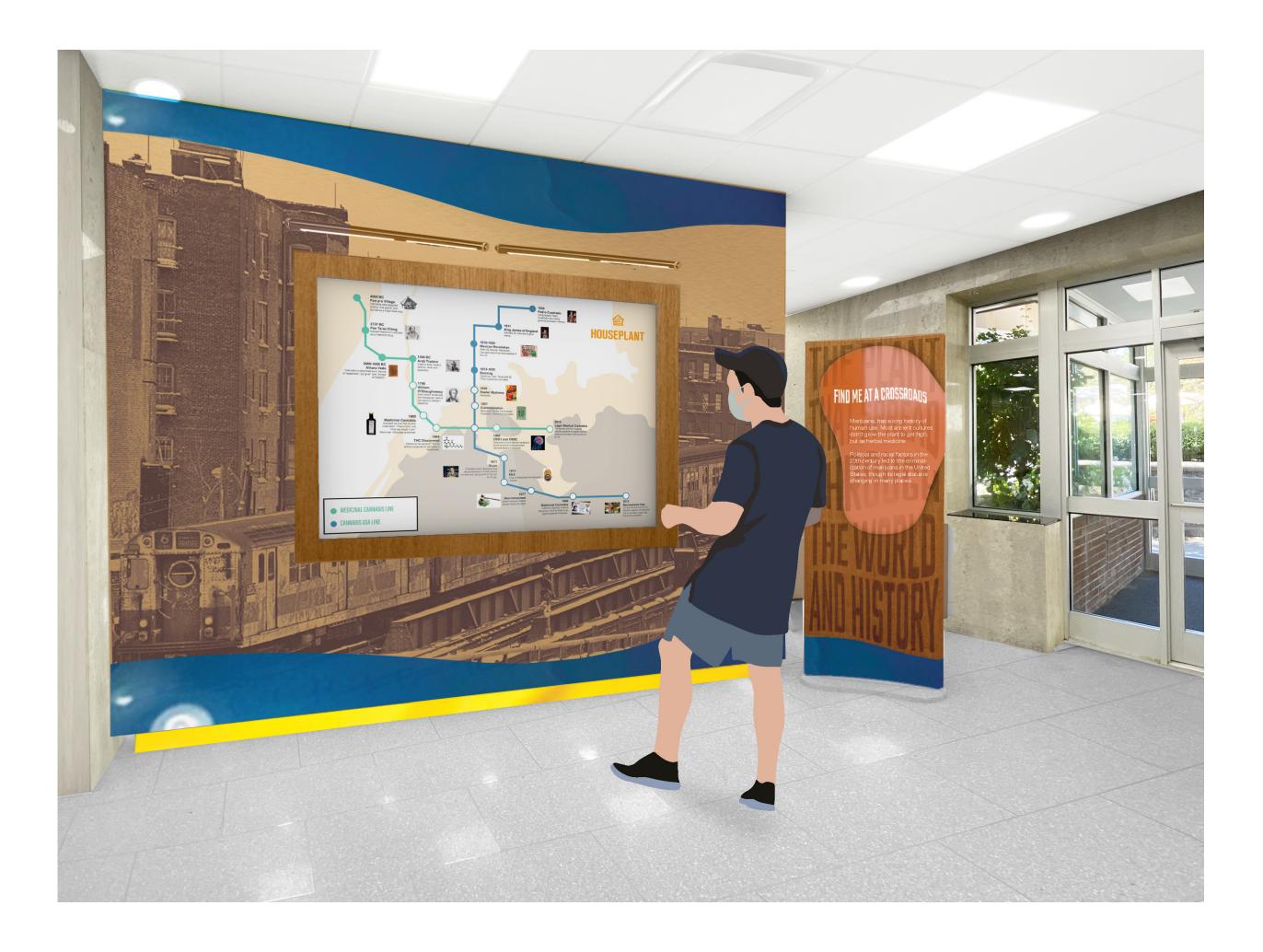
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021

HEALING JOURNEY

NTS





CLIENT

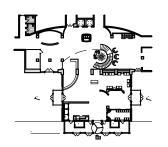


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

AT A CROSSROADS

SEE

Visitors will approach a subway map—styled mural featuring a timeline of the history of medicinal cannabis across the world as well as the history of cannabis in America. Each "subway stop" will represent a significant moment in time.

Visitors will be able to compare and analyze parallel timelines. They will also identify with moments in the history of cannabis which they have lived or the outcomes in history which they have been affected by.

The guided journey persona will share the first time they heard about cannabis as well as any significant and memorable experiences that may have affected their perception of marijuana consumption.

LEARN

Visitors will learn about the history of cannabis and anti-legalization efforts through history as well as significant moments in history that may have influenced the perception of cannabis. Visitors will learn about criminalization efforts and enjoy a visual representation of the progress that has been made in the cannabis movement.

PROJECT



CLIENT



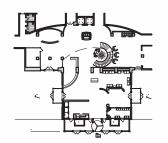
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KEY PLAN

FIND ME AT A CROSSROAD



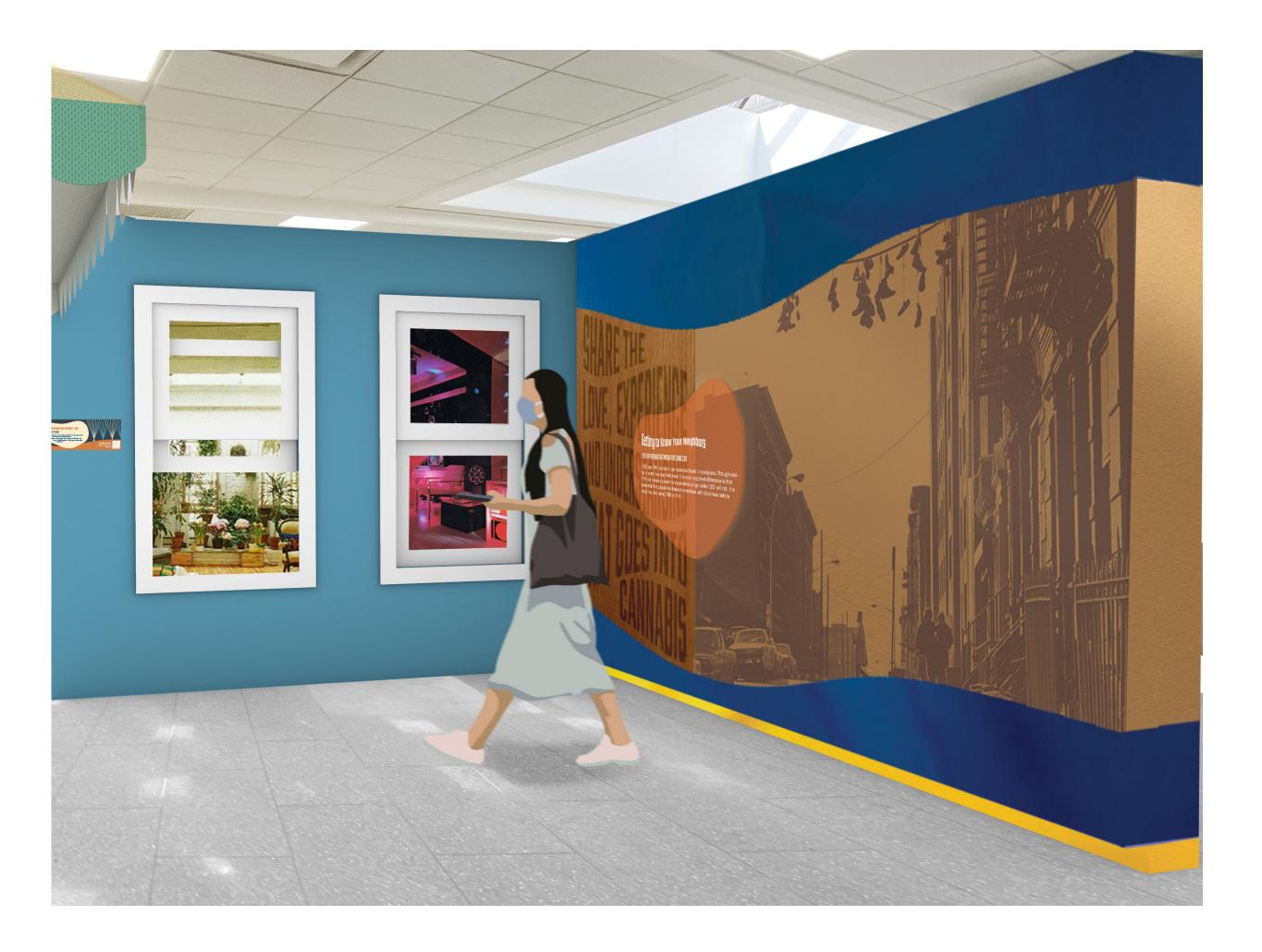


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

AT A CROSSROADS





CLIENT

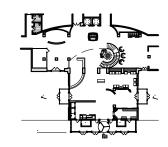


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KEY PLAN



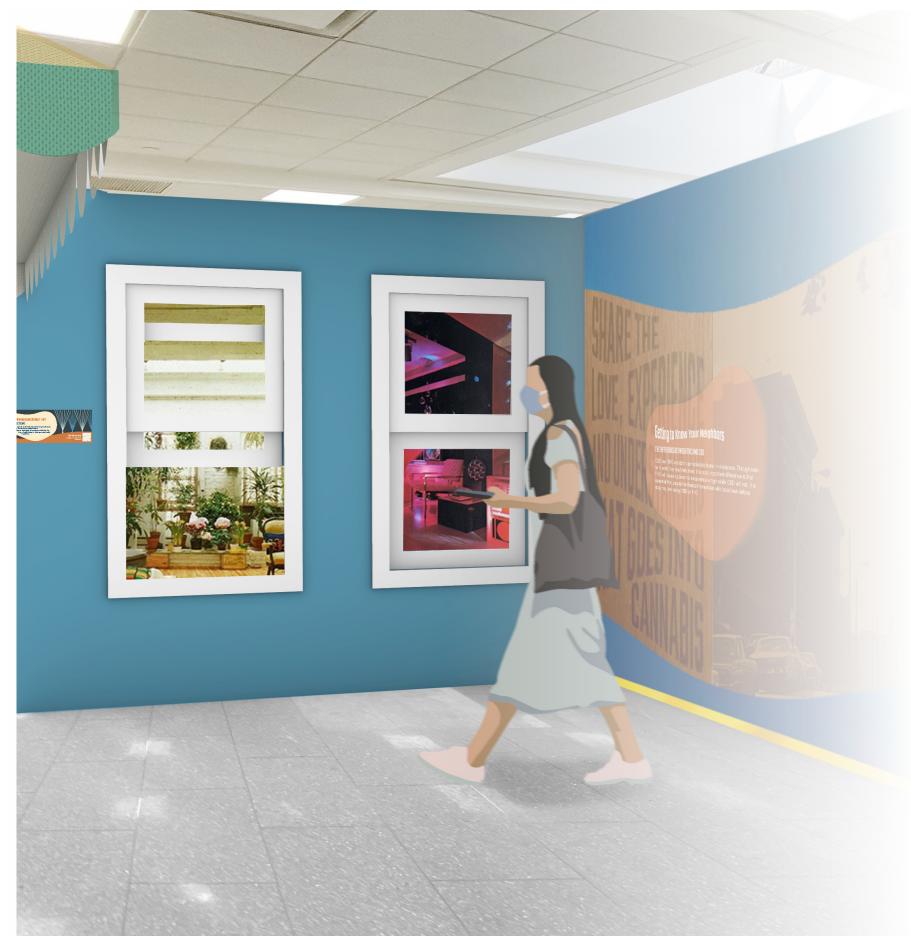


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

NEIGHBORS



SEE

Visitors will approach two windows side by side. The windows look in to two contrasting spaces. Both of the spaces are decorated following 70's trends,however one of them is inspired by a "party" like atmosphere, while te other one is calm, nature inspired.

DO

Visitors will be led by their personas through this display. The personas will compare THC and CBD as two neighbors who coexist in the same building but have completely different interests and personalities.

LEARN

Visitors will learn the difference between CBD and THC, one which is often tied to hollistic and natural healing and the other, recognized for its psychoactive qualities.

PROJECT



CLIENT

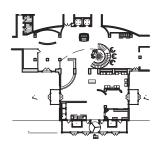


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

NEIGHBORS





CLIENT

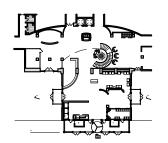


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

SHOPPING AT SETH'S



CLIENT

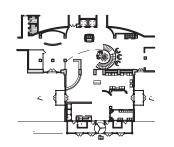


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

SHOPPING AT SETH'S

EX-129

SEE

Visitors will see a vitrine resembling a typical Bronx bodega. Artifacts will be displayed amongst the shelves, each one featuring a tag containing a description of the objetct. Objects in this category will be organized according to type of cannabis consumption method.

Visitors will hear from their persona about the first time they walked into a dispensary and learned about the different ways cannabis can be consumed.

LEARN

Through the different artifacts showcased in this vitrine, visitors will get an understanding of different cannabis consumption methods. Among the objects they will also be able to recognize Houseplant's variety in products and accessiories for cannabis users.





CLIENT

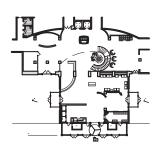


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

BLOCK PARTY



CLIENT

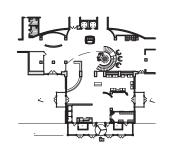


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KEY PLAN





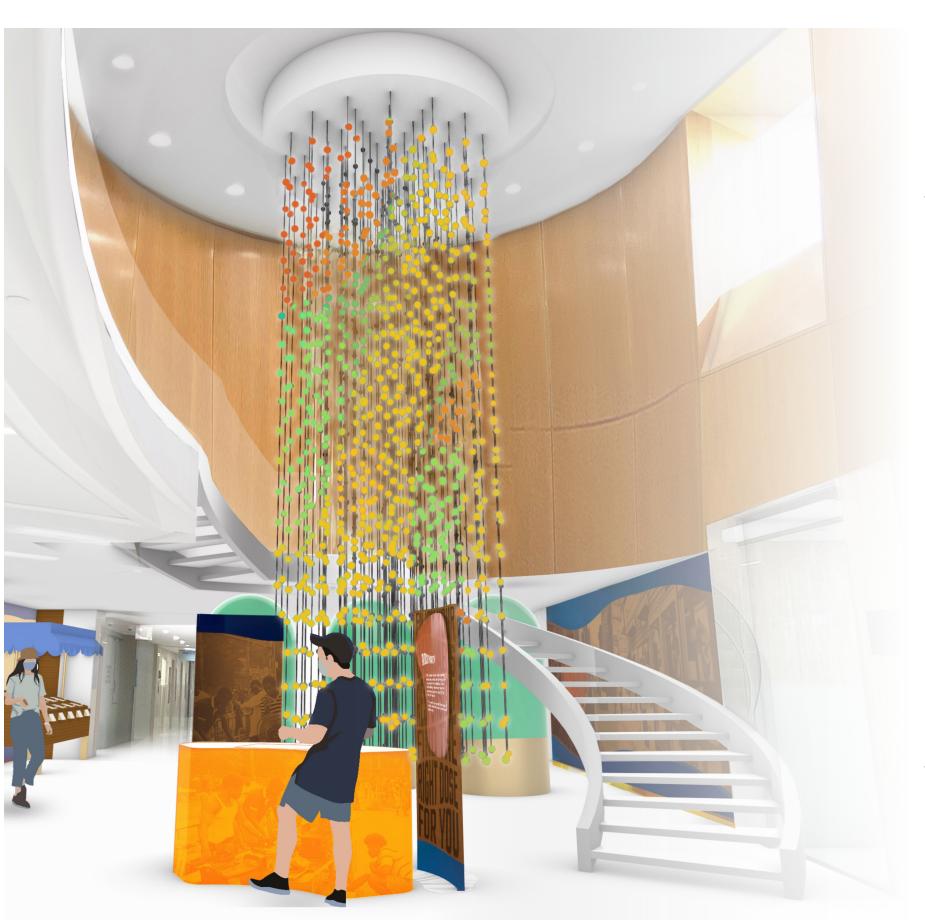
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

BLOCK PARTY

EX-130



SEE

The graphic environment is designed to ressemble a 70's Bronx Hip Hop DJ Set Up. A ball pixel mapping lighting diplay will be featured in the middle of the atrium's staircase.

DO

Using an interactive display visitors will be able to compare the effects of different cannabis strains and methods of consumption in relation to cannabis dosage. As visitors interact with the screen interactive, their selections will affect the lighting conditions reflected on the pixel map courtain.

LEARN

Visitors will learn how cannabis tolerance may influence the effects that may come after consumption. Visitors will be able to compare how products vary from one another and how each strain and product type may affect them. The persona leading the visitor journey will share their experiences regarding the role of dosage to their treatment.





CLIENT

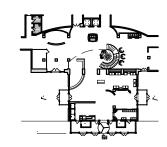


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

EXPERIENCING STREET ART

SEE

Visitors will approach a large mural covered with a simple graffiti display created by a Bronx graffiti art gallery artist. The space this mural is placed within is enclosed within two curved walls.

The persona journey will prompt visitors to use the camera feature on the Houseplant app to explore an AR version of this graffiti mural. Three separate AR experiences will be programmed within the application. Visitors will get to enjoy a corresponding experience, to the persona whose journey they are following. The AR interaction will be paired with information about Houseplant's Vinyl Box Set.

LEARN

Visitors will gain a visual and experiential understanding of the effects of different cannabis strains, sativa, indica and hybrid. Visitors will also learn about Houseplant's Vinyl box set, which features mood enhancing playlists according to the strain of cannabis being consumed.

PROJECT



CLIENT

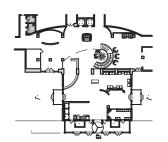


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DATE: 12.10.2021 SCALE: NTS

EXPERIENCING STREET ART





CLIENT

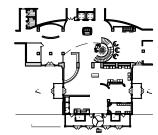


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

LEADING NEWS

SEE

Station reminicent to a vintage newspaper stand featuring spaces for articles and shelving for books. Two screens, one on each side of the structure, both of them digital interactive technolofy.

This is a community little library, where visitors can take books, articles and medica they can explore as they do their own rearch of cannabis. Two interactives will provide visitors with kinesthetic experiences they can participate in.

LEARN

Visitors will learn about the latest types of resources avaiable to those interested in learning about cannabis and cannabis culture. These books are meant to go back into the comunity and shared by exhibition visitors.

PROJECT



CLIENT



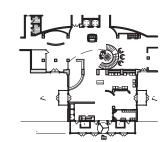
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KEY PLAN



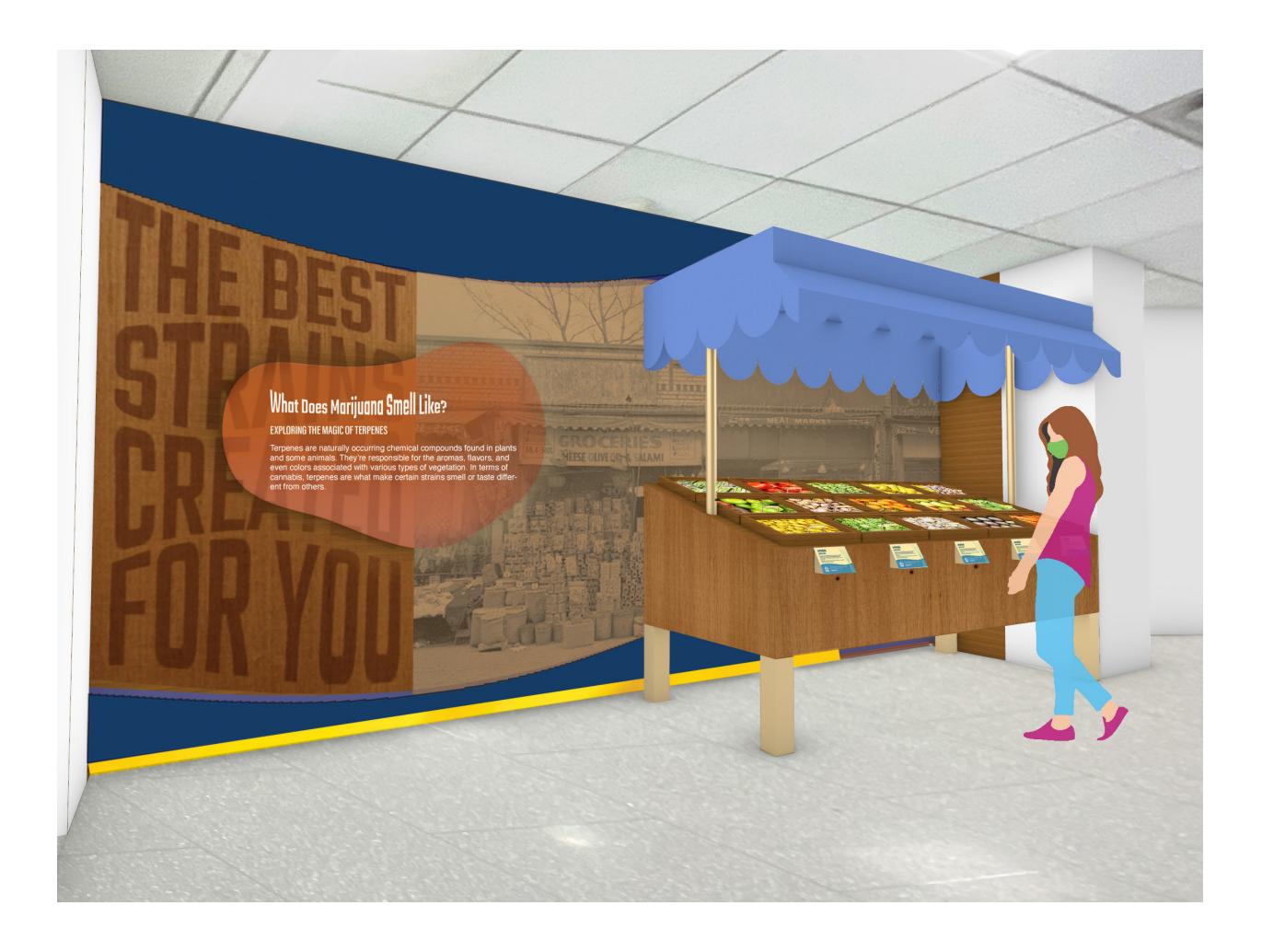


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

LEADING NEWS





CLIENT

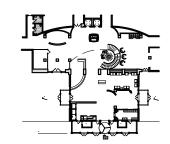


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

GOOD & FRESH PRODUCE

SEE

This exhibition display has the appearance of a produce vendor cart. Imagery of fruits and vegetables under glass pannels are featured throughout. The front five panels each have individual tags on them.

As visitors approach the front five segments of this exhibition, a motion sensor trigger will activate a linear actuator which will open the compartment they are standing in front of. The first five segments feature scents of the five most common terpene types which will be released for visitors to experience as they read the labels in front of them.

LEARN

Information regarding the different types of terpenes will be provided to visitors. Each label will provide informtaion about the scent family, a short description addressing the medical benefis, snd a suggestion

PROJECT



CLIENT

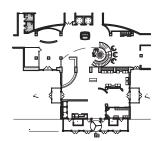


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SITE

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DATE: 12.10.2021 SCALE: NTS

GOOD & FRESH PRODUCE





CLIENT

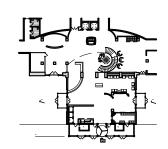


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SITE

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DATE: 12.10.2021 SCALE: NTS

THIS IS MY LANDLINE

SEE

Three phonebooths will be located at the end if the exhibition, each one designed to give visitors privacy. Each both contains infomation regarding the practitioners that are part of Montefiore's cannabis program.

Three operable vintage public phones will be available for visitors to interact with. As visitors connect with the person on the other line they will reach a help line that will answer any cannabis related questions left. Visitors that are interested in learning about cannabis for their own treatment journey will be able to make an appointment with a practitioner using their phone and through the app.

LEARN

Visitors will learn how to participate and join the conversation about cannabis. They will learn about the different resources Montefiore can offer patients.

PROJECT



CLIENT

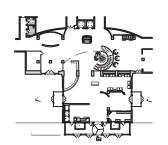


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

THIS IS MY LANDLINE



GRAPHIC SCHEDULE

AREA	CODE	TYPE	DESCRIPTION
ENTEN (00A.01.GR01	В	EXHIBIT INTRODUCTION - BACKGROUND
ENTRY	00A.01.GR02	Α	EXHIBIT INTRODUCTION - TITLE
	01A.01.GR01	С	INTRODUCTION GRAPHICS - PERSONA PORTRAITS
	01A.01.GR02	В	INTRODUCTION GRAPHICS - BACKGROUND
EMBARK THE	01A.01.GR03	D	INTRODUCTION GRAPHICS - CONTENT TEXT
HEALING JOURNEY	01A.01.GR04	J	CONTENT GRAPHICS - LIGHTBOX
	01A.01.GR05	С	MURAL - SUBWAY GRAFFITI
	01A.01.GR06	G	DIRECTIONAL GRAPHICS
	01A.01.GR07	К	WAYFINDING - BACKGROUND
	01A.01.GR08	G	WAYFINDING
	02A.01.GR01	G	CONTENT GRAPHICS - MURAL
FIND ME AT A	02A.01.GR02	С	INTRODUCTION GRAPHICS - SUBWAY IMAGE
CROSSROADS	02A.01.GR03	В	INTRODUCTION GRAPHICS - BACKGROUND
	02A.01.GR04	D	INTRODUCTION GRAPHICS - CONTENT TEXT
	03A.01.GR01	В	INTRODUCTION GRAPHICS - BACKGROUND
	03A.01.GR02	D	INTRODUCTION GRAPHICS - CONTENT TEXT
SHOPPING AT SETH'S	03A.01. GR03-GR24	G	LABELS
525	03A.01.GR21	O	INTRODUCTION GRAPHICS - BODEGA IMAGE
	03A.01.GR22	E	INTRODUCTION GRAPHICS - AWNING
	04A.01.GR01	С	INTRODUCTION GRAPHICS - NEIGHBORHOOD
	04A.01.GR02	В	INTRODUCTION GRAPHICS - BACKGROUND
GETTING TO KNOW MY	04A.01.GR03	D	INTRODUCTION GRAPHICS - CONTENT TEXT
NEIGHBORS	04A.01.GR04	Н	CONTENT - THC
	04A.01.GR05	Η	CONTENT - CBD
	04A.01.GR06	G	DIRECTIONAL GRAPHICS
	05A.01.GR01	В	INTRODUCTION GRAPHICS - BACKGROUND
	05A.01.GR02	D	INTRODUCTION GRAPHICS - CONTENT TEXT
BLOCK PARTY	05A.01.GR03	G	DIRECTIONAL GRAPHICS
	05A.01.GR04	Н	CONTENT - DOSAGE CONTROL
	05A.01.GR05	G	WAYFINDING

AREA	CODE	TYPE	DESCRIPTION
	05A.01.GR05	G	WAYFINDING
BLOCK PARTY	05A.01.GR05	К	WAYFINDING BACKGROUND
	05A.01.GR05	С	INTRODUCTION GRAPHICS - DJ
	06A.01.GR01	F	INTRODUCTION GRAPHICS- AWNING
	06A.01.GR02	Α	DIRECTIONAL GRAPHICS
LEADING NEWS	06A.01.GR03	С	DIRECTIONAL GRAPHICS
	06A.01.GR04	Н	CONTENT
	06A.01.GR05	Н	CONTENT
	07A.01.GR01	С	INTRODUCTION GRAPHICS - GRAFFITI ART
	07A.01.GR02	В	INTRODUCTION GRAPHICS - BACKGROUND
	07A.01.GR03	D	INTRODUCTION GRAPHICS - CONTENT TEXT
EXPERIENCING	07A.01.GR04	G	DIRECTIONAL GRAPHICS
STREET ART	07A.01.GR05	С	MURAL
	07A.01.GR06	L	MURAL AR EXPERIENCE
	07A.01.GR07	K	WAYFINDING - BACKGROUND
	07A.01.GR08	G	WAYFINDING
	08A.01.GR01	С	INTRODUCTION GRAPHICS - ALLERTON AVE
	08A.01.GR01	В	INTRODUCTION GRAPHICS - BACKGROUND
	08A.01.GR01	D	INTRODUCTION GRAPHICS - CONTENT TEXT
GOOD AND	08A.01. GR04-GR08	G	LABELS
FRESH PRODUCE	08A.01.GR09	E	INTRODUCTION GRAPHICS - AWNING
	08A.01.GR10	G	DIRECTIONAL GRAPHICS
	08A.01. GR11-GR31	G	CONTENT
	08A.01.GR32	К	WAYFINDING - BACKGROUND
	08A.01.GR33	G	WAYFINDING
	09A.01.GR01	O	INTRODUCTION GRAPHICS - PHONE BOOTH
THIS IS MY	09A.01.GR02	В	INTRODUCTION GRAPHICS - BACKGROUND
LANDLINE	09A.01.GR03	D	INTRODUCTION GRAPHICS - CONTENT TEXT
	09A.01. GR04-GR07	G	DIRECTIONAL GRAPHICS

PROJECT



CLIENT

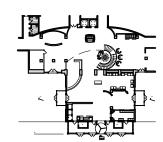


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

GRAPHIC SCHEDULE

SPECIFICATION LIST

ТҮРЕ	DESCRIPTION	
А	1/2" THICK BRUSHED ALUMINUM LETTERS STUD MOUNTED ON 1" THICK ORANGE HEAT FORMED ACRYLIC	
В	DIRECT PRINT ON 3M DI-NOC WOOD GRAIN - WG-841 MOUNTED TO EXHIBIT PARTITION	
С	DIRECT PRINT ON 3M DI-NOC METALLIC - VM-305 MOUNTED TO EXHIBIT PARTITION	
D	SCREEN PRINTED LETTERING ON 1" THICK ORANGE ACRYLIC	
E	DYE SUBLIMATION ON HEAVY KNIT	
F	SCREEN PRINTED LETTERING ON 1" THICK PAINT GRADE BIRCH PLYWOOD	

ТҮРЕ	DESCRIPTION	
G	DYE SUBLIMATION ON UNISUB HARDBOARD	
Н	DIGITAL MEDIA - SCREEN	
I	DIGITAL MEDIA - INTERACTIVE TABLE	
J	SILICONE EDGE VERSEIDAY DYE SUBLIMATION BACKLIT FABRIC B4420	
К	DIRECT PRINT ON 3M DINOC BLUE	
L	AR EXPERIENCE	

PROJECT



CLIENT

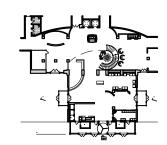


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SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

GRAPHIC SPECIFICATIONS

AV SCHEDULE

CODE	DESCRIPTION	SPECIFICATION	THUMBNAIL
AV.01	IN-CEILING SPEAKER	POLK AUDIO RC80I	
AV.02	VERTICALLY MOUNTED SCREEN DISPLAY	SONY – 85" CLASS X85J LED 4K	
AV.03	TABLE DIGITAL INTERACTIVE	PLATFORM 2 MULTI-TOUCH TABLE	
AV.04	BODY TRACKING SENSOR	AZURE KINECT DK	
AV.05	VERTICALLY MOUNTED DISPLAY	DELL – 55" 4K CONFERENCE ROOM MONITOR	
AV.06	WALL MOUNTED PAYPHONE	ELCOTEL SERIES-5	

PROJECT



CLIENT



DESIGNER CLAUDIA A. TINTA

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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE:

12.10.2021 SCALE: NTS

AV SCHEDULE

MATERIALS AND FINISHES SCHEDULE

MATERIAL	CODE	DESCRIPTION	FINISH	THUMBNAIL
	MR.ML.01	ALUMINUM	BRUSHED	
	MR.ML.02	ALUMINUM	BRUSHED PATTERNED	
METAL	MR.ML.03	BRONZE TONED ALUMINUM	BRUSHED	
	MR.ML.04	STAINLESS STEEL CORNER GUARD	BRUSHED	
WOOD	MR.WD.01	WOOD VENEER	TEAK QUARTER CUT	
	MR.PL.01		CREAM HIGH GLOSS	
	MR.PL.02		ORANGE HIGH GLOSS	1
DI ASTICS	MR.PL.03		YELLOW HIGH GLOSS	1
PLASTICS	MR.PL.04		SEA FOAM HIGH GLOSS	
	MR.PL.05	1/4" PLEXIGLASS	CLEAR	
	MR.PL.06	½" PLEXIGLASS	NEON ORANGE	

MATERIAL	CODE	DESCRIPTION	FINISH	THUMBNAIL
DRYWALL	MR.DW.01	DRYWALL MOUNTED ON 2X4 FRAME	EGGSHELL PAINT	Tanti.
PLASTER	MR.PR.01	CASTED ORNAMENTS	EGGSHELL PAINT	True II
PAINT	MR.PT.01	GLOSS URETHANE AUTOMOTIVE GLOSS CAR PAINT	AUTO FINISH	
WINDOW	MR.WD.01	PELLA 30.5IN X 60.5IN X 4.5IN WHITE DOUBLE HUNG WINDOW	WHITE	

PROJECT



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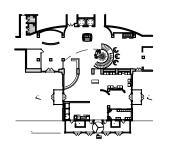


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

MATERIALS & FINISHES

LIGHTING SCHEDULE

CODE	DESCRIPTION	SPECIFICATION	THUMBNAIL
LT.01	LED STRIPS	RGB WIDE FLEXIBLE LED LIGHT	A state of the sta
LT.02	LED STRIPS W/ FROSTED DIFFUSER	RGB WIDE FLEXIBLE LED LIGHT W DIFFUSER	Age of the state o
LT.03	CUSTOM FABRICATED LIGHTBOX	FABRICATOR TO SOURCE	
LT.04	WALL LIGHTING	POLISHED CHROME FINISH WALL MOUNTED PICTURE LIGHT	
LT.05	PIXEL BALL LIGHTING FOR PIXEL MAPPING CURTAIN	WS2811ADDRESSABLE 3D 50MM DIAMETER CUSTOMIZABLE STRING LIGHTS	•••

PROJECT



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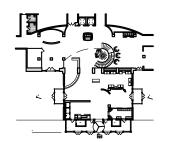


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE:

12.10.2021 SCALE: NTS

LIGHTING SCHEDULE

ARTIFACT SCHEDULE

COLLECTION	CODE	DESCRIPTION	MANUFACTURER	THUMBNAIL
	AR.01	CUSTOM MADE CANNABIS FLOWER	DISPLAY FAKE FOODS	
	AR.02	STACKABLE TINS IN ORANGE, PINK, GREEN	HOUSEPLANT	
	AR.03	PRE-ROLL CONTAINER	HOUSEPLANT	⊖ □ terretari
	AR.04	THE GRAVITY GLASS	HOUSEPLANT	
INHALATION	AR.05	CLEAR GLASS PIPE	-	
	AR.06	CLEAR GLASS DAB RIG	-	
	AR.07	WHITE VAPE PEN	-	A
	AR.08	ROLLING PAPERS	HOUSEPLANT	40 HOUSEPLANT
	AR.09	CUSTOM MADE CHOCOLATE, CANDIES/SOFT CHEWS, BAKED GOODS	DISPLAY FAKE FOODS	
INGESTION	AR.10	BROWN GLASS OIL DROPPER	-	
	AR.11	WHITE CAPSULE CONTAINER	-	

COLLECTION	CODE	DESCRIPTION	MANUFACTURER	THUMBNAIL		
	AR.12	WHITE SPRAY BOTTLE	-	m		
INGESTION	AR.13	CANNABIS INFUSED SELTZER LEMON	HOUSEPLANT	di nobatywa i		
INGESTION	AR.14	CANNABIS INFUSED SELTZER GRAPEFRUIT	HOUSEPLANT	O NISSPAN		
	AR.15	CANNABIS INFUSED SELTZER LIME	HOUSEPLANT	G HOUSEAU		
	AR.16	CUSTOM MADE FAKE BALM IN ALUMINUM TIN	DISPLAY FAKE FOODS			
	AR.17	CUSTOM MADE FAKE CREAM IN ALUMINUM TIN	DISPLAY FAKE FOODS			
TOPICALS	AR.18	WHITE FACE MASK ON STAND	-	(3)		
	AR.19	CUSTOM MADE FAKE BALM IN WHITE TUBE	HOUSEPLANT			
	AR.20	WHITE SKIN PATCH	-			
MEDIA	AR.21	VINYL PLAYER	HOUSEPLANT			
Note: All artifacts to be displayed by collection						

PROJECT



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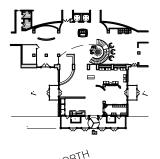


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KEY PLAN



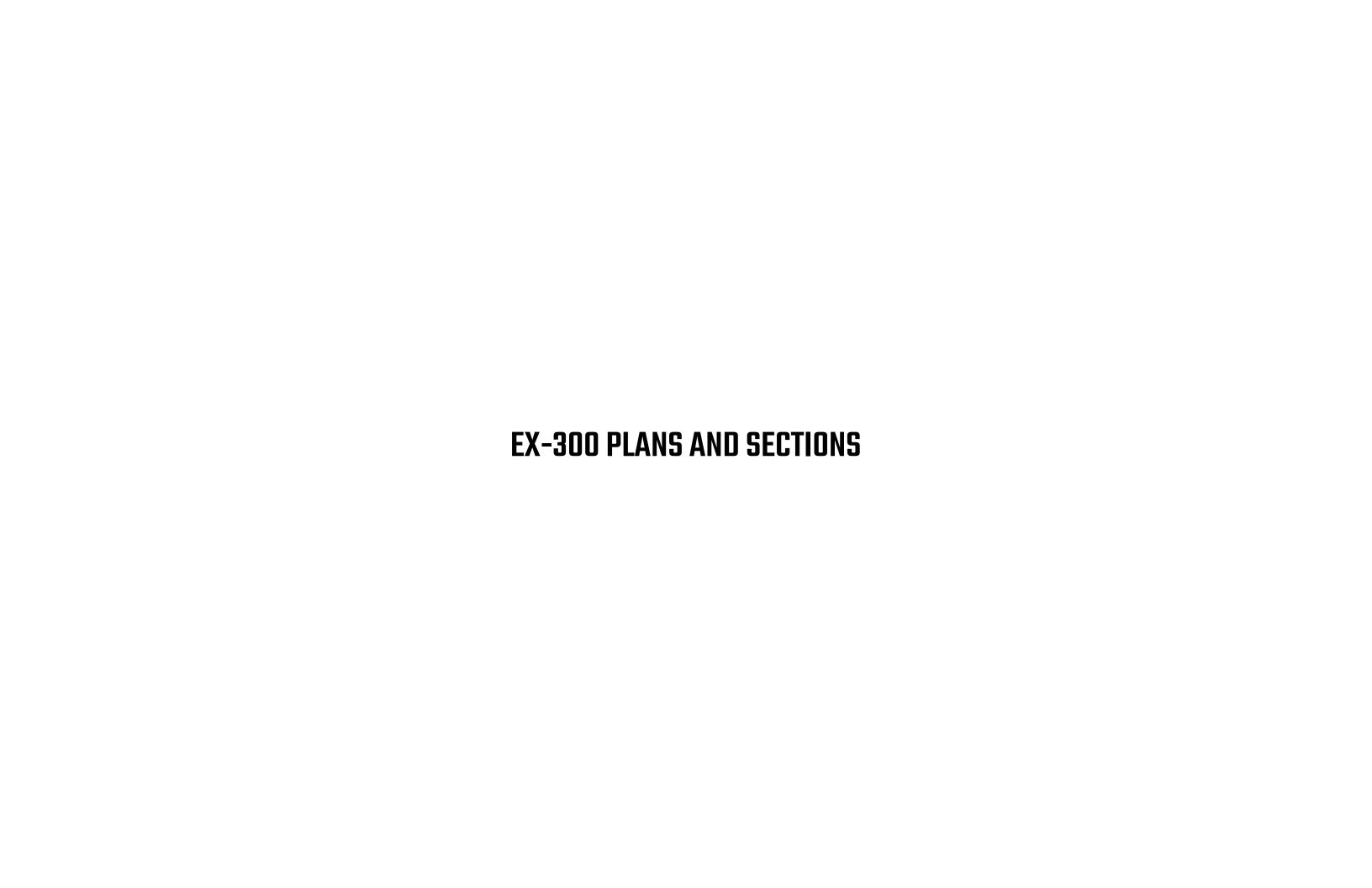


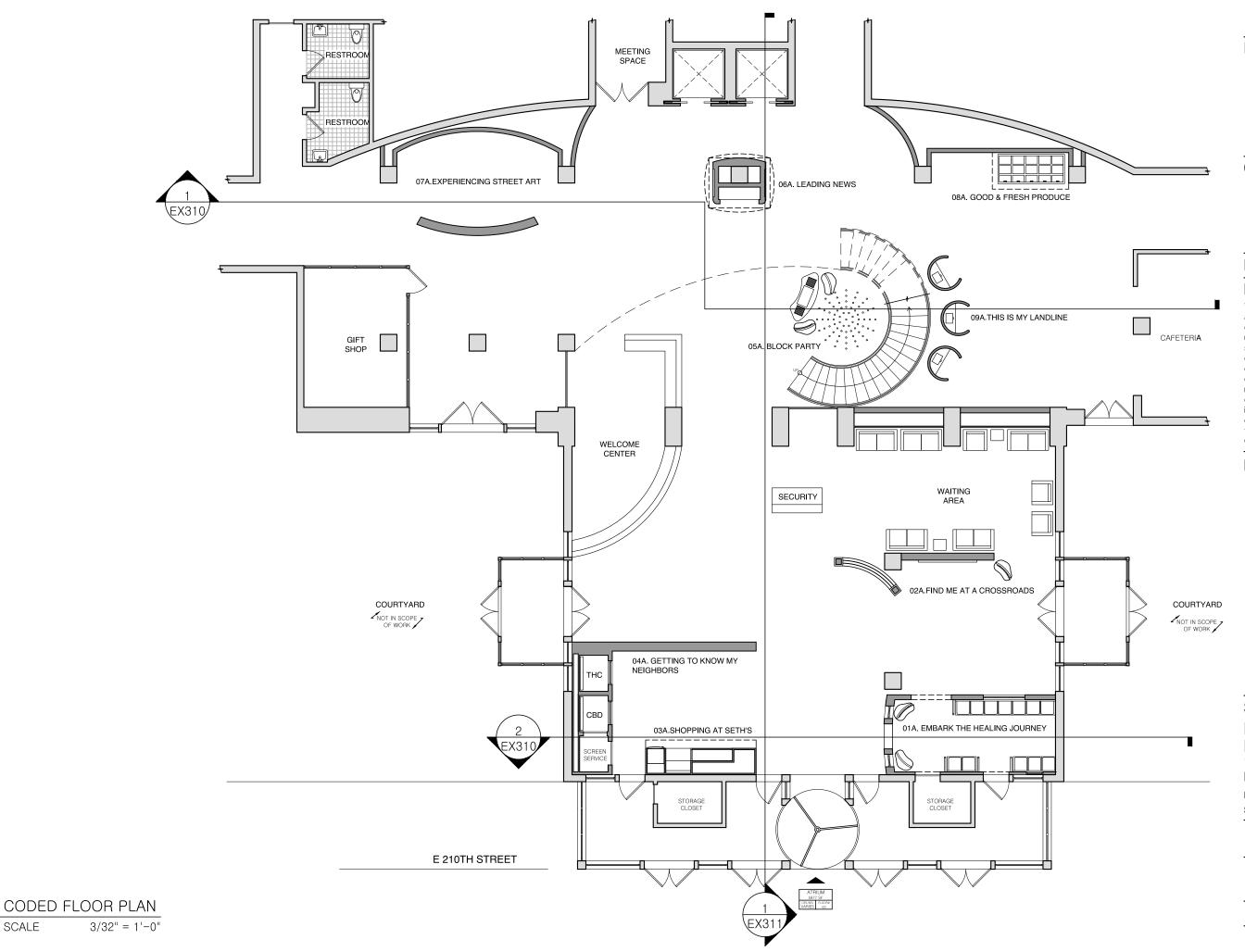
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

ARTIFACT SCHEDULE





PROJECT



CLIENT

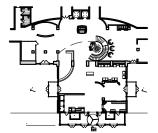


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KEY PLAN



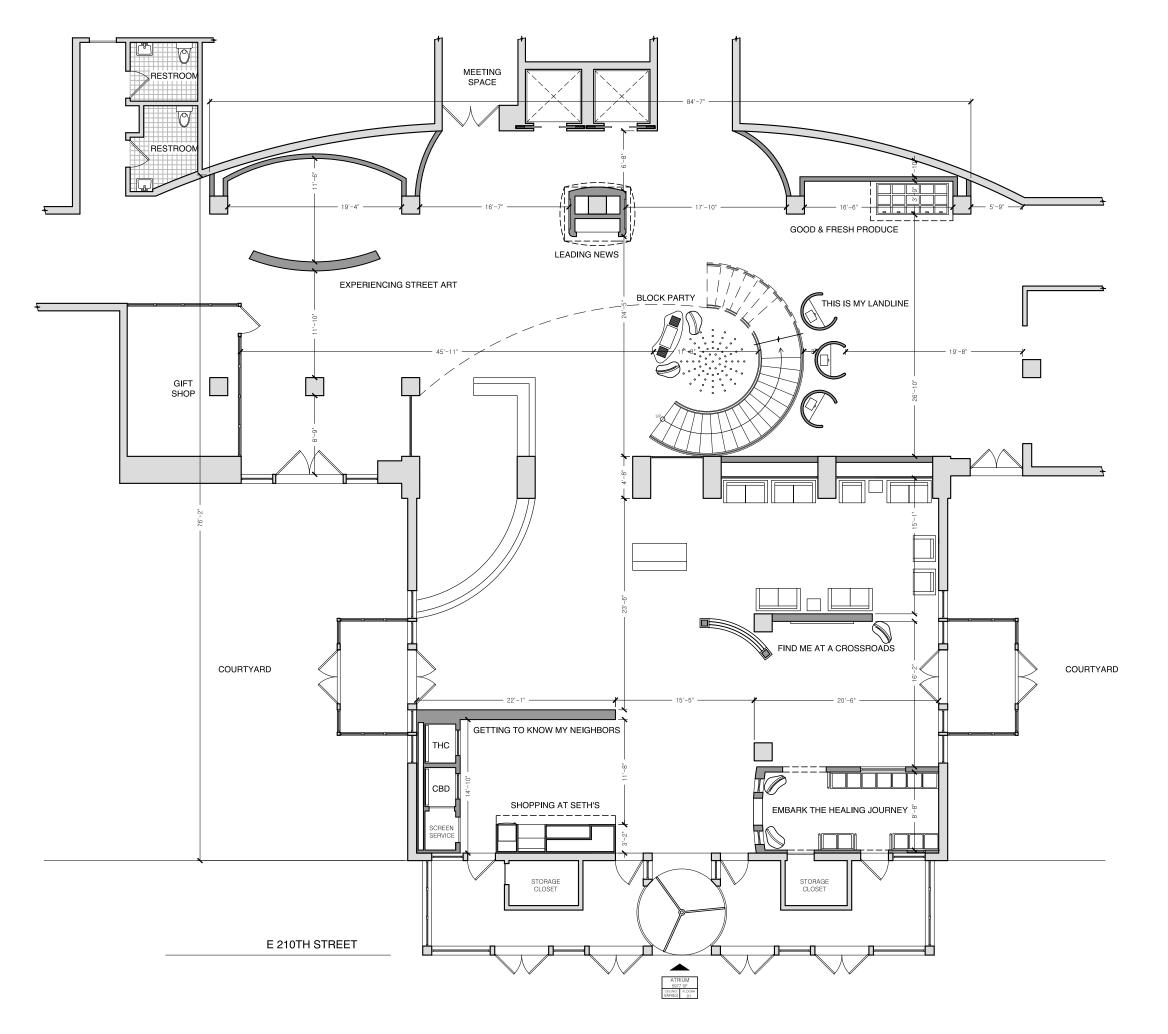


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 3/32" = 1'-0"

CODED FLOOR PLAN



PROJECT



CLIENT

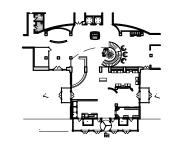


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KEY PLAN





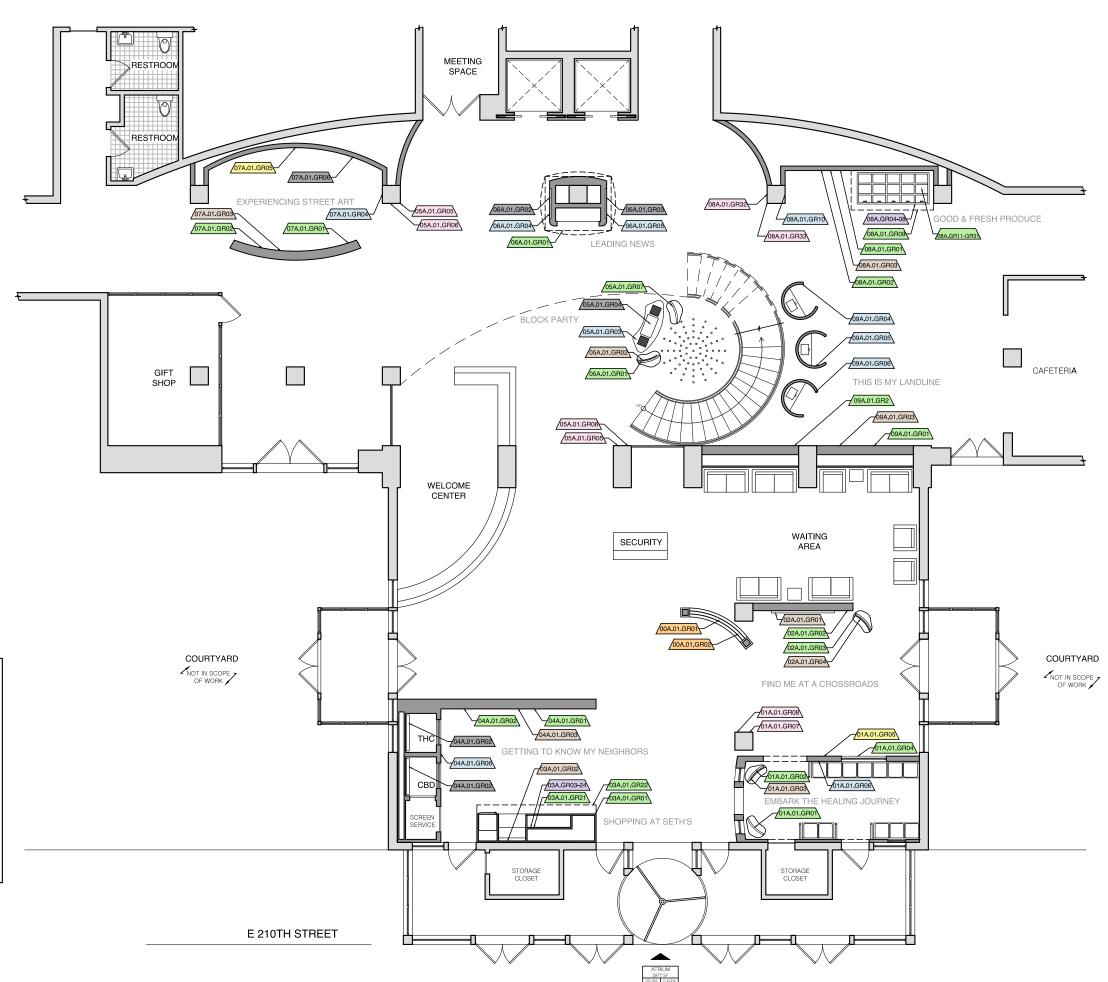
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 3/32" = 1'-0"

DIMENSION FLOOR PLAN





KEY

EXHIBIT TITLE

DIRECTIVES

DIGITAL MEDIA

GRAPHIC LOCATION PLAN

3/32" = 1'-0"

WAYFINDING

LABELS

SCALE

MURALS

AREA INTRODUCTION

CONTENT GRAPHICS

PROJECT



CLIENT

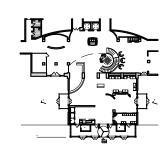


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KEY PLAN



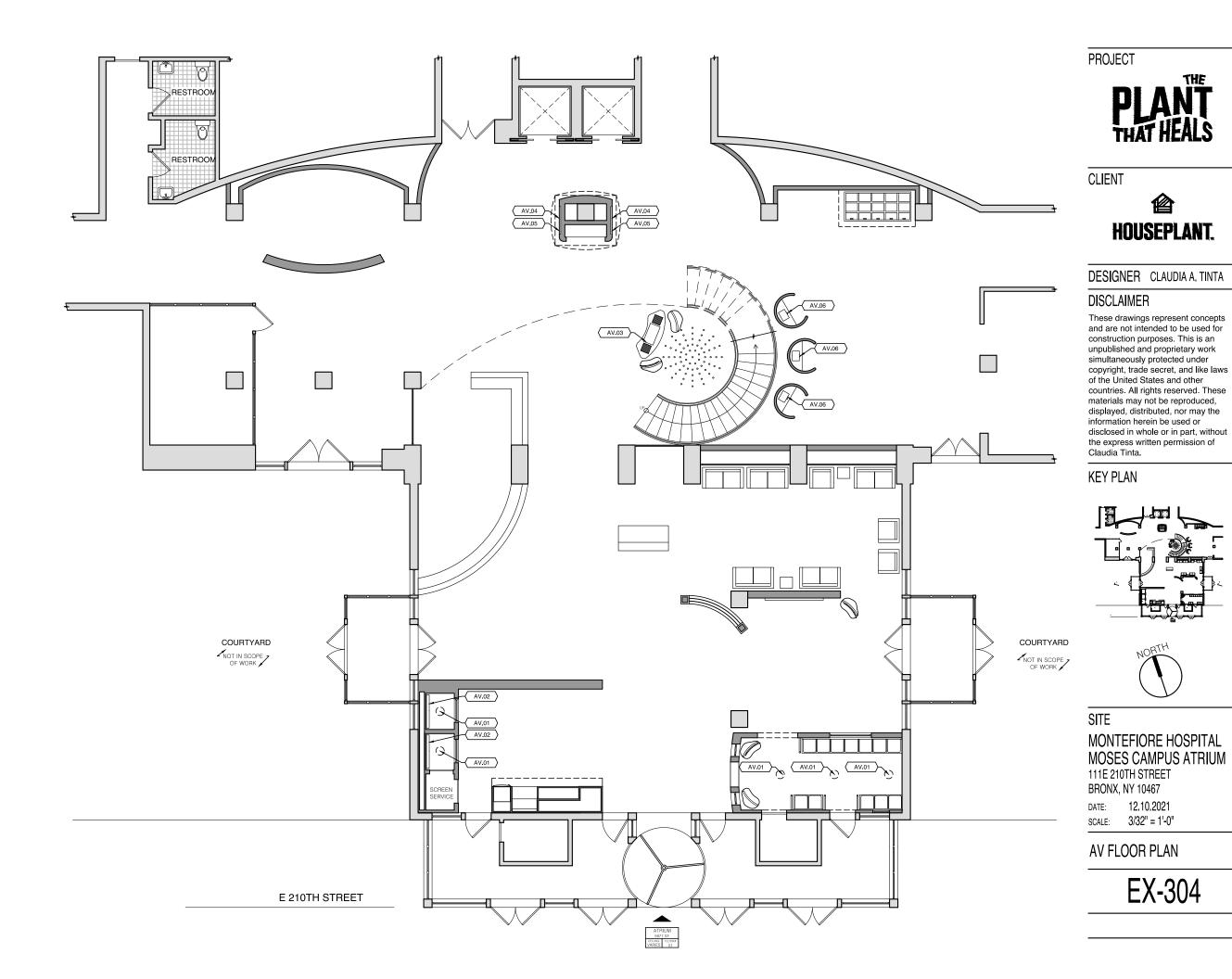


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

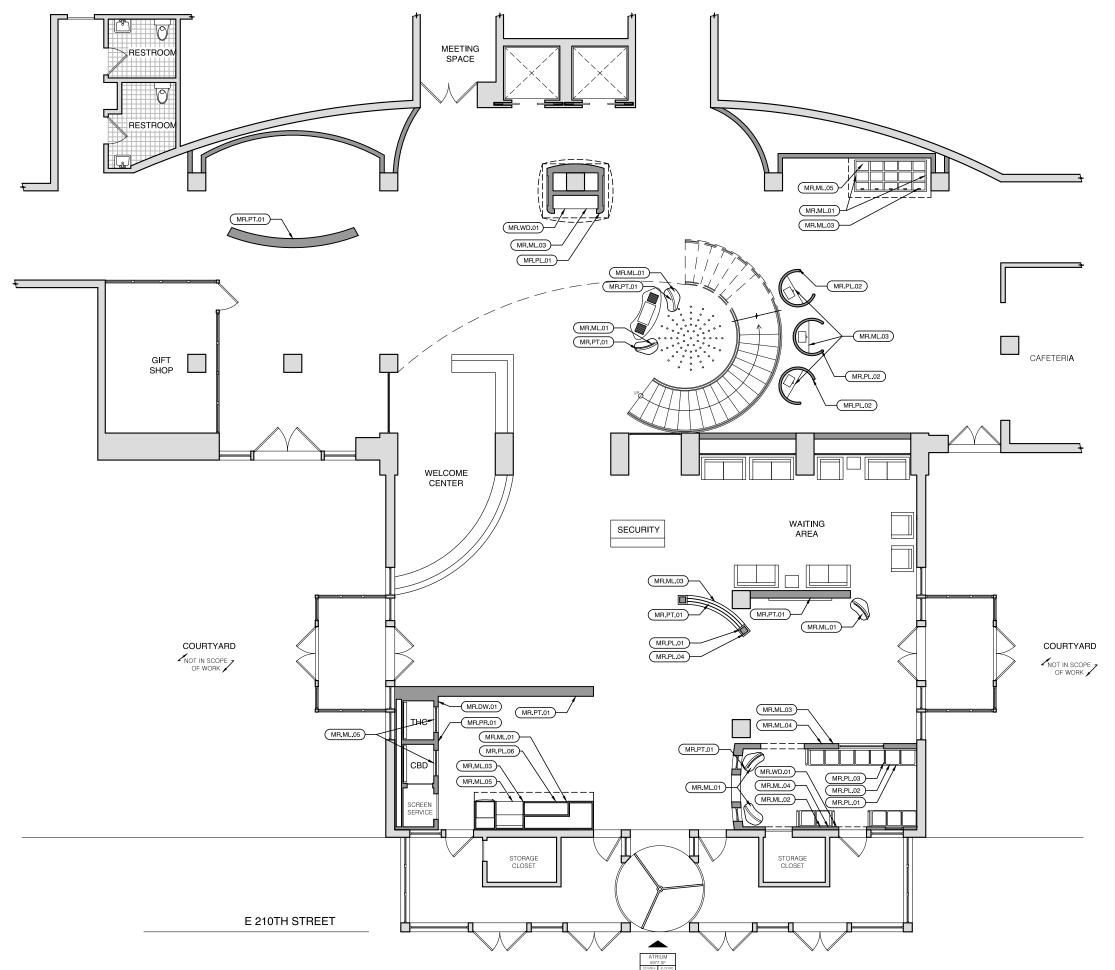
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GRAPHIC LOCATION PLAN



AV FLOOR PLAN

SCALE 3/32" = 1'-0"



PROJECT



CLIENT

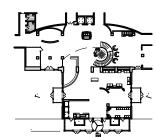


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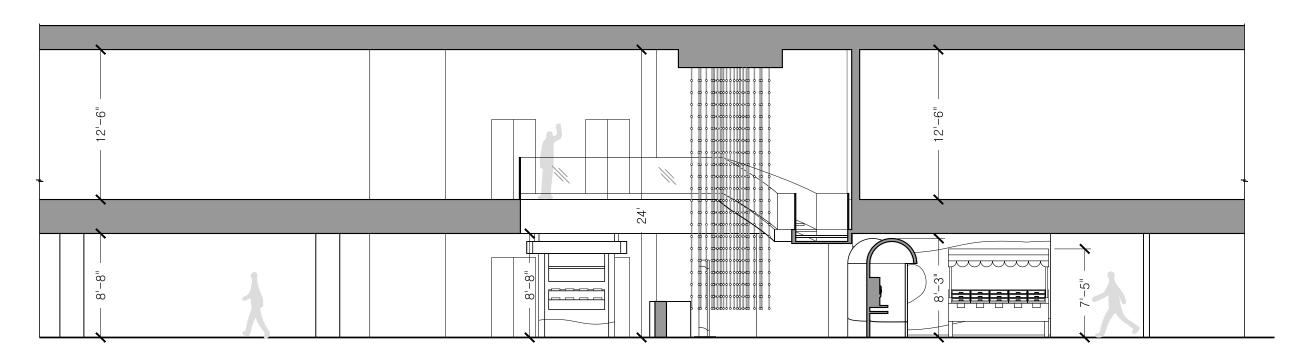


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

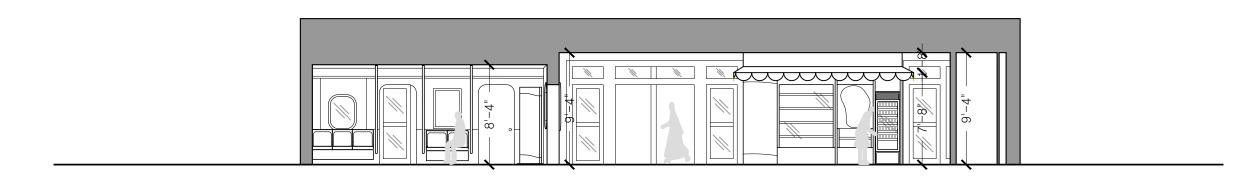
DATE: 12.10.2021 SCALE: 3/32" = 1'-0"

MATERIAL FLOOR PLAN



SECTION ELEVATION

SCALE 1/8" = 1'-0"



SECTION ELEVATION

SCALE 1/8" = 1'-0"

PROJECT



CLIENT

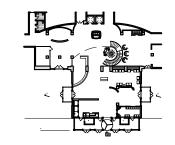


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KEY PLAN



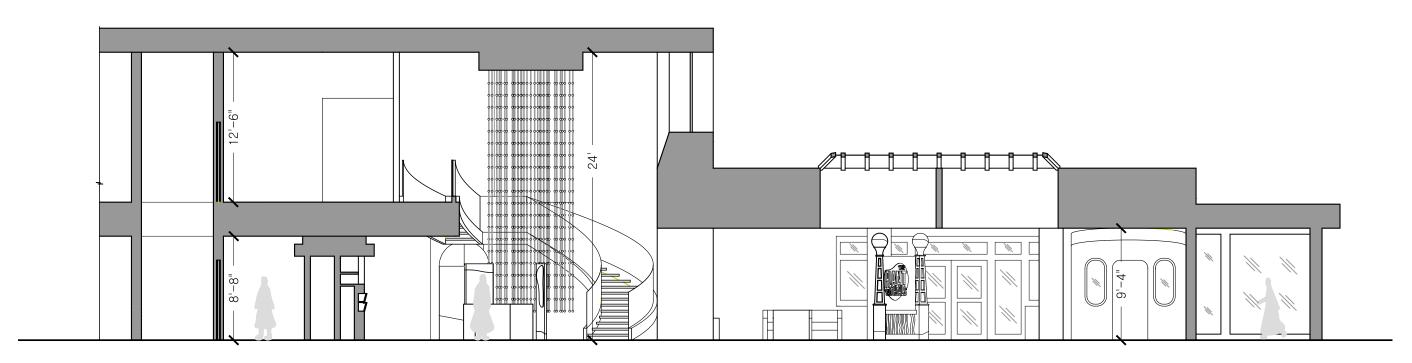


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/8" = 1'-0"

SECTION ELEVATION



SECTION ELEVATION

SCALE 1/8" = 1'-0"

PROJECT



CLIENT

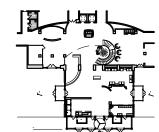


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KEY PLAN



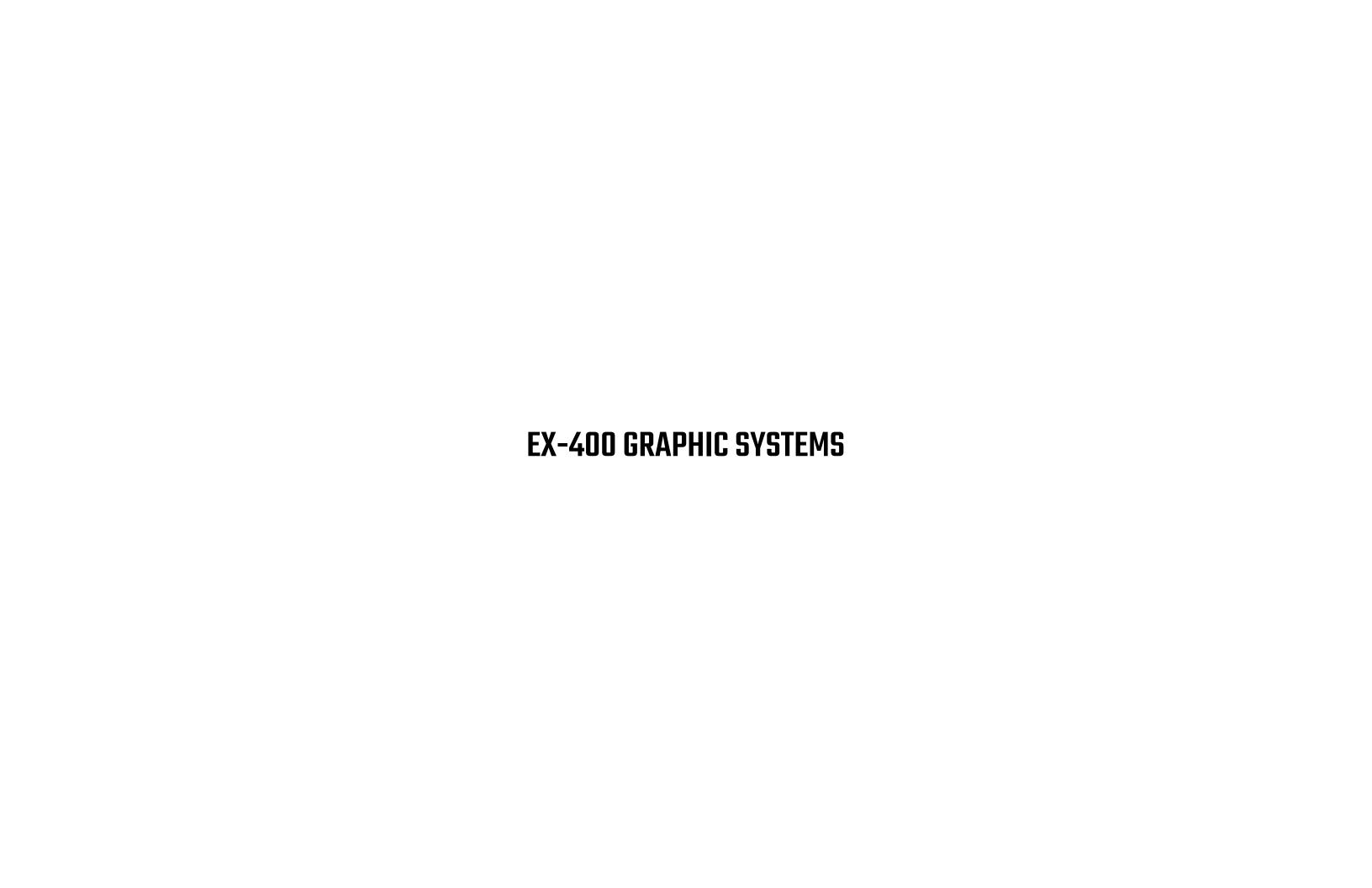


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/8" = 1'-0"

SECTION ELEVATION



GRAPHIC IDENTITY



CLIENT

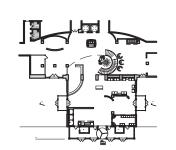


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KEY PLAN





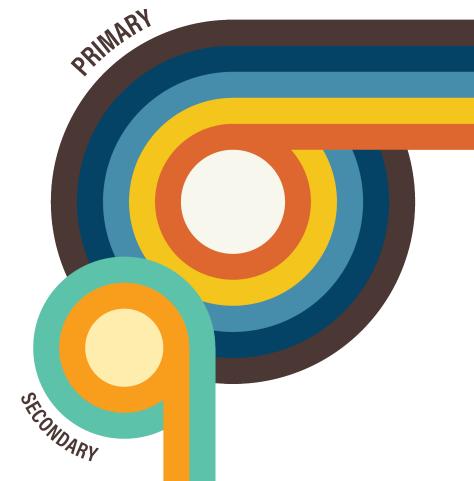
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

GRAPHIC IDENTITY

EX-401



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TITLE TYPE
TEKO MEDIUM 24PT

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BODY TYPE HELVETICA BOLD 18 PT

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SUBTITLE TYPE
ACUMIN PRO CONDENSED BOLD 24 PT

GRAPHIC LOOK AND FEEL



PROJECT



CLIENT

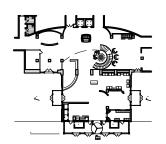


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KEY PLAN





SITE

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DATE: 12.10.2021 SCALE: NTS

GRAPHIC LOOK AND FEEL

LOGO



LOGO 4"



PLANT THAT HEALS LOGO 1" PROJECT



CLIENT

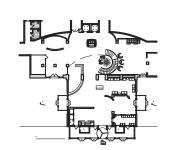


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KEY PLAN





SITE

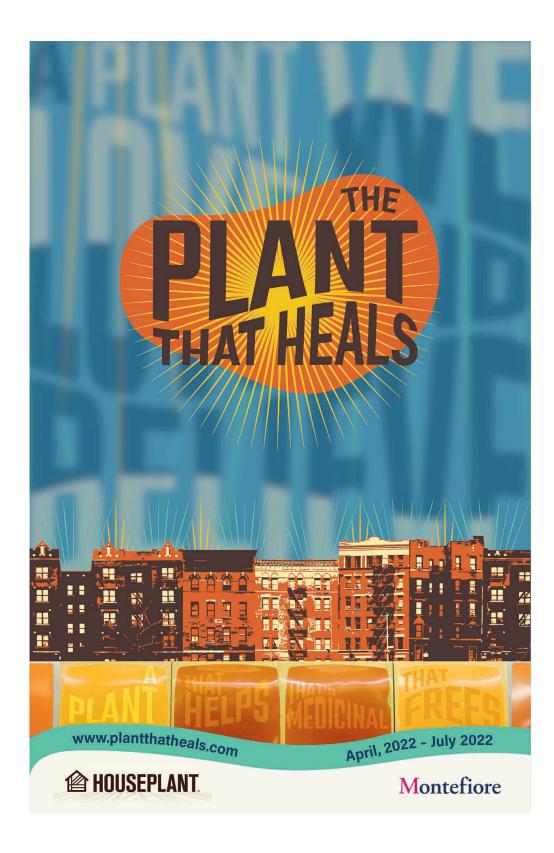
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021

SCALE: NTS

LOGO

POSTER









PROJECT



CLIENT

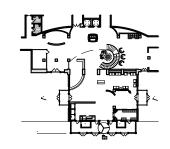


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

POSTER

COLLATERALS



CANNABIS CONSUMPTION JOURNAL



GRINDER CARD

PROJECT



CLIENT

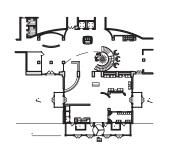


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DATE: 12.10.2021 SCALE: NTS

EXHIBITION COLLATERAL

STREET WAYFINDING EXAMPLES



PROJECT



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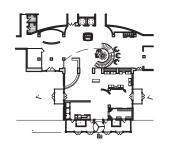


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KEY PLAN



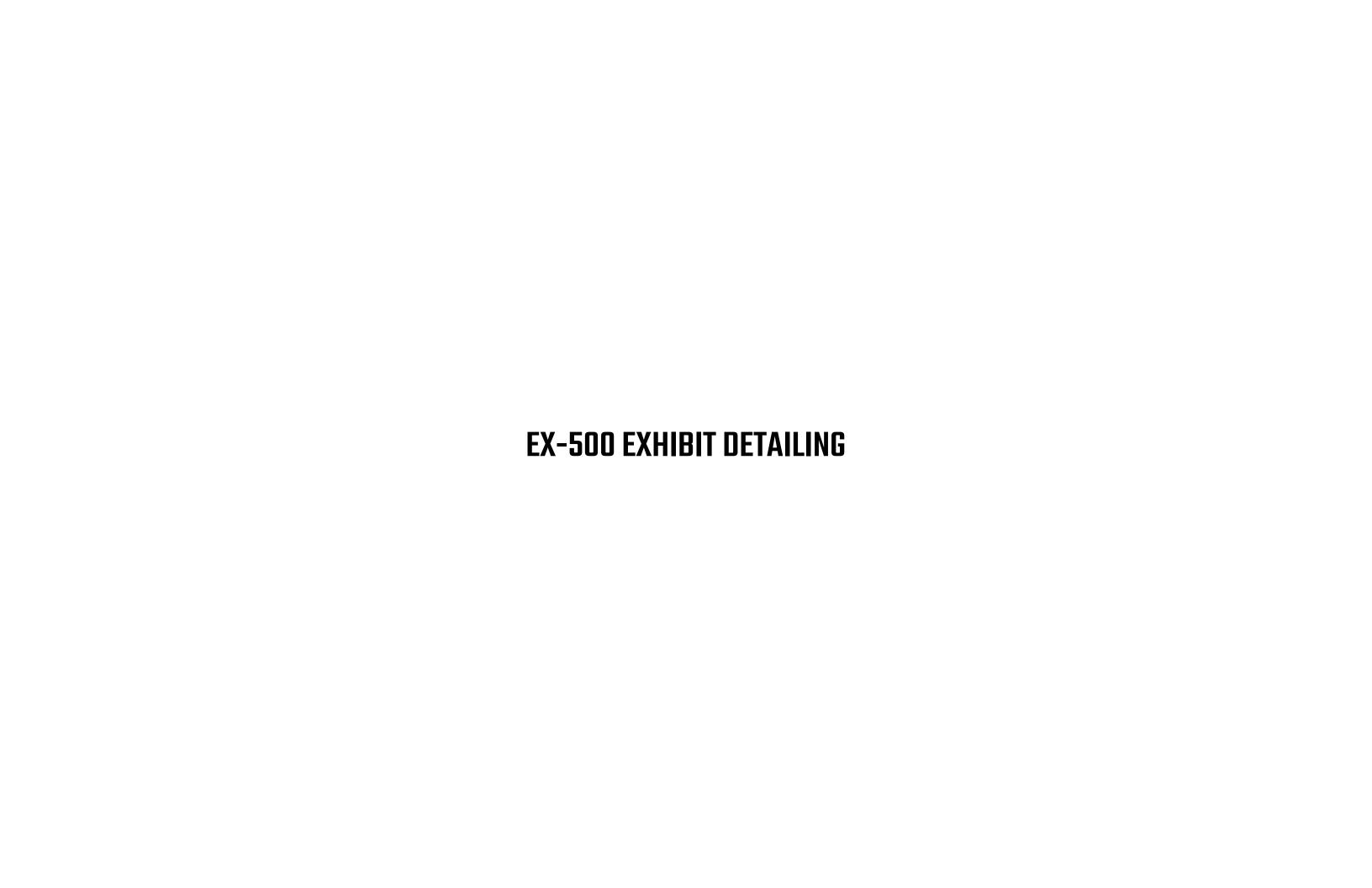


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: NTS

WAYFINDING

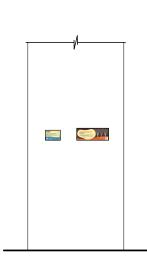
















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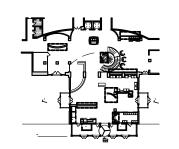


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KEY PLAN





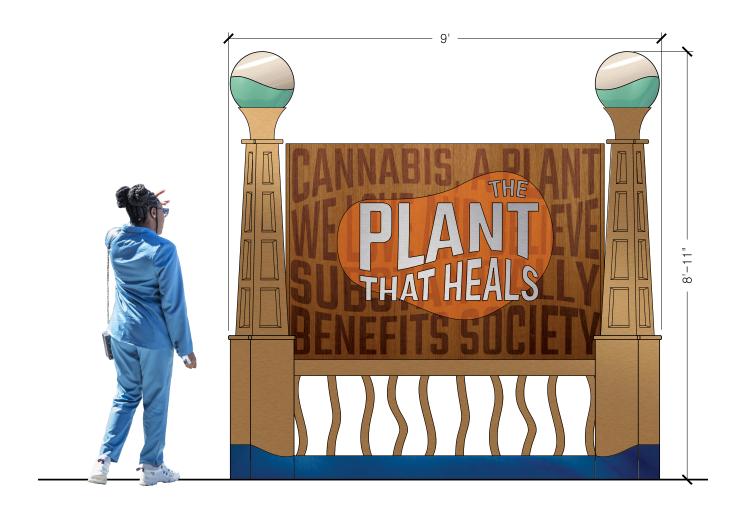
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

GRAPHIC FAMILY





ENTRY GRAPHICS

SCALE 1/2" = 1'-0"

PROJECT



CLIENT

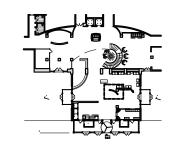


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KEY PLAN



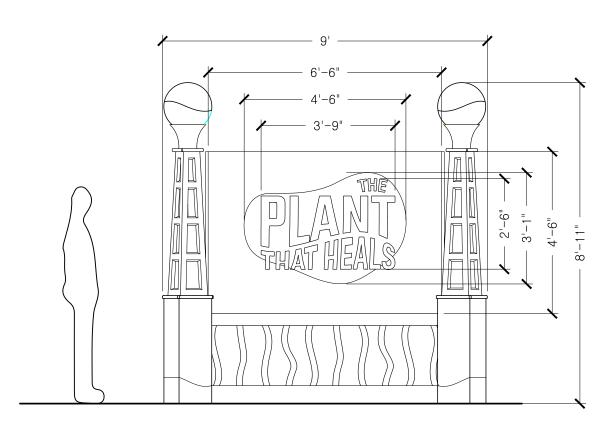


SITE

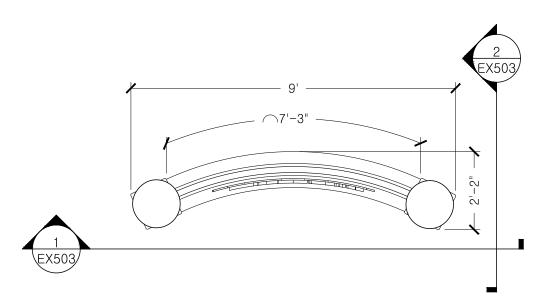
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/2" = 1'-0"

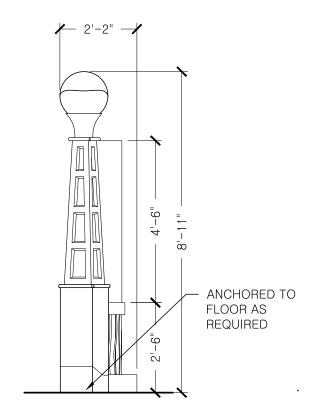
ENTRY GRAPHICS





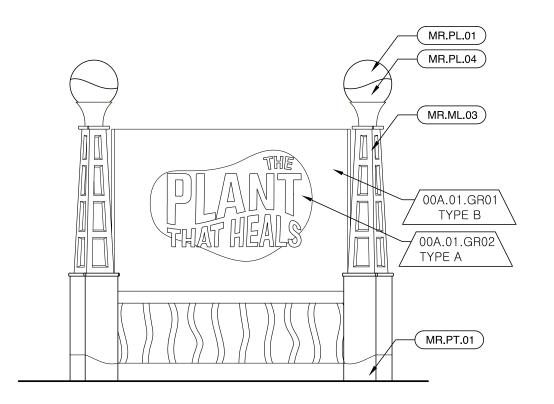


3 PLAN
SCALE 3/8" = 1'-0"



SIDE ELEVATION

SCALE 3/8" = 1'-0"



CODED ELEVATION

SCALE 3/8" = 1'-0"

PROJECT



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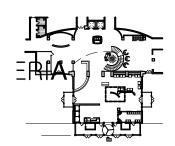


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021

SCALE: 3/8" = 1'-0"

ENTRY GRAPHICS







1 INTRODUCTORY GRAPHICS
SCALE 1/2" = 1'-0"

PROJECT



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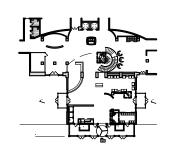


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KEY PLAN



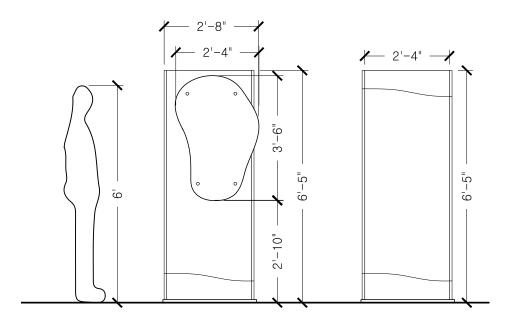


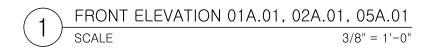
SITE

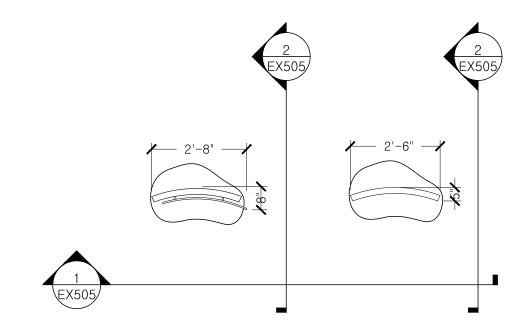
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/2" = 1'-0"

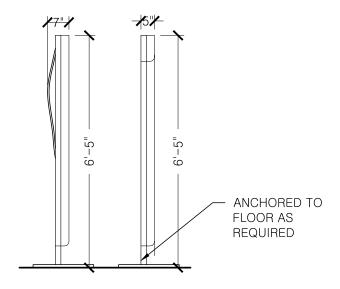
INTRODUCTION GRAPHICS



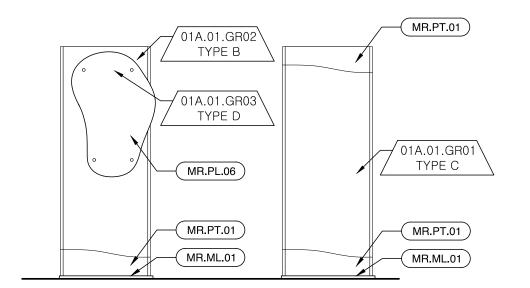




PLAN SCALE 3/8" = 1'-0"



SIDE ELEVATION SCALE 3/8" = 1'-0"



CODED ELEVATION SCALE 3/8" = 1'-0"

PROJECT



CLIENT

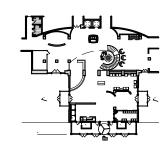


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KEY PLAN





SITE

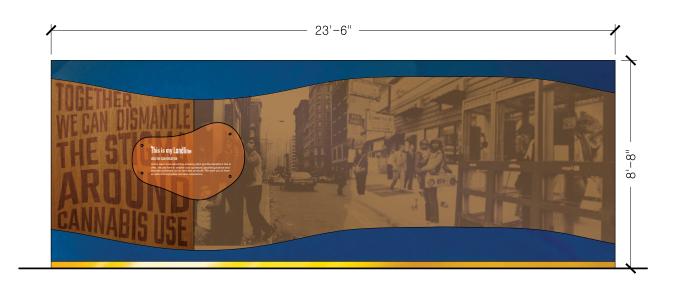
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DATE: 12.10.2021

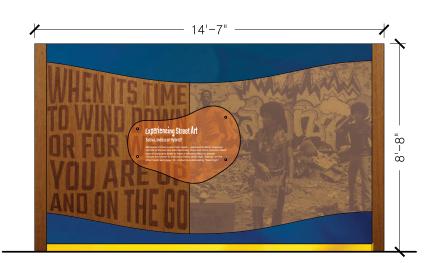
SCALE: 3/8" = 1'-0"

INTRODUCTION GRAPHICS









INTRODUCTORY GRAPHICS

SCALE

1/4" = 1'-0"

PROJECT



CLIENT

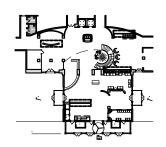


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KEY PLAN



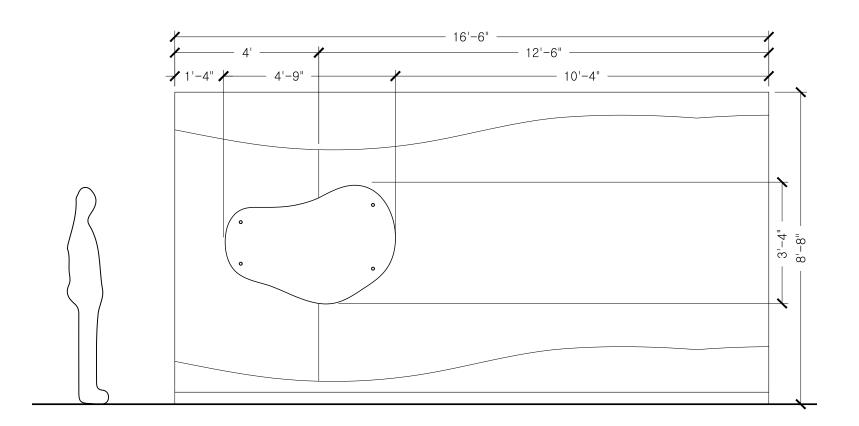


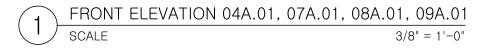
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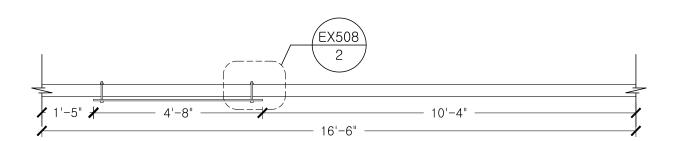
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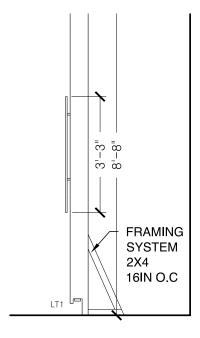
INTRODUCTORY GRAPHICS











SIDE ELEVATION

SCALE 3/8" = 1'-0"

PROJECT



CLIENT

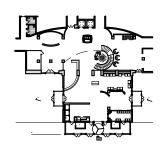


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KEY PLAN



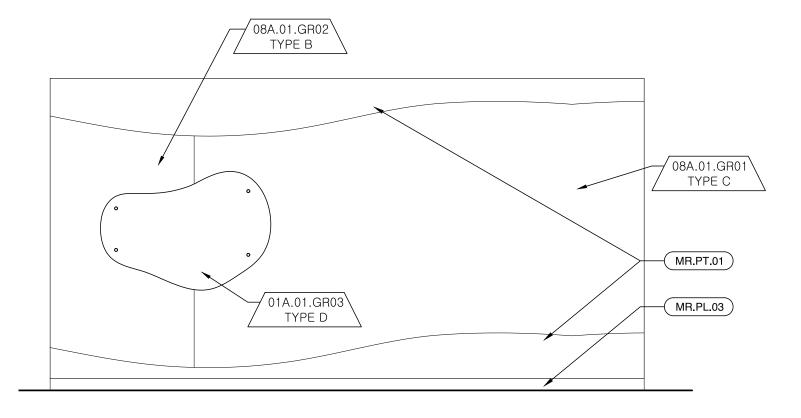


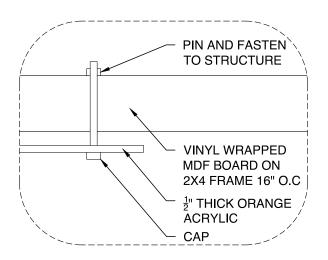
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MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 3/8" = 1'-0"

INTRODUCTION GRAPHICS





CODED ELEVATION
SCALE 3/8" = 1'-0"

2 MOUNTING DETAIL SCALE NTS

PROJECT



CLIENT

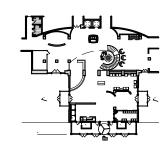


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 3/8" = 1'-0"

INTRODUCTION GRAPHICS



WAYFINDING GRAPHICS

SCALE 1/2" = 1'-0"

PROJECT



CLIENT

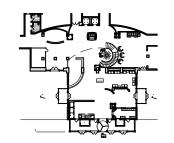


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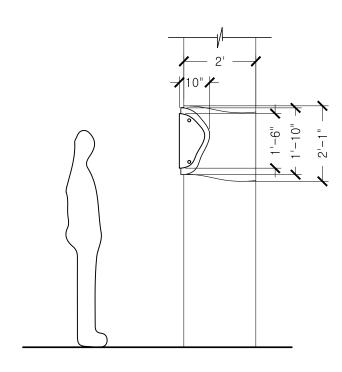


SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

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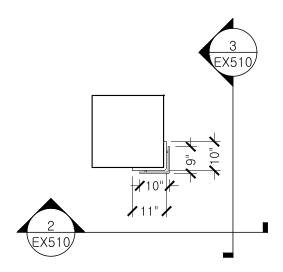
WAYFINDING GRAPHICS



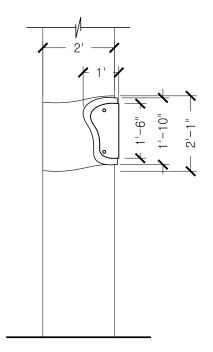
FRONT ELEVATION 00A.01, 05A.01, 07A.01, 08A.01

SCALE

3/8" = 1'-0"

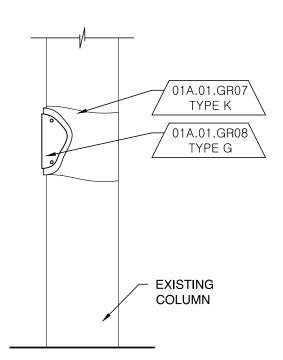


9 PLAN
SCALE 3/8" = 1'-0"



SIDE ELEVATION

SCALE 3/8" = 1'-0"



CODED ELEVATION

SCALE 3/8" = 1'-0"

PROJECT



CLIENT

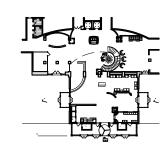


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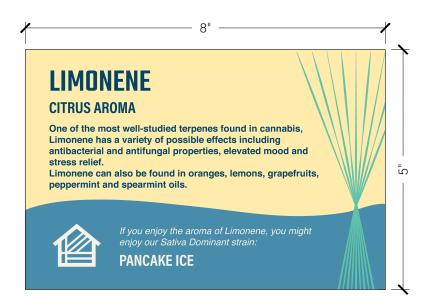


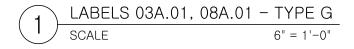
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 3/8" = 1'-0"

WAYFINDING GRAPHICS







DIRECTIONAL GRAPHICS 01A.01, 04A.01, 05A.01, 06A.01, 07A.01, 09A.01 - TYPE G

SCALE 6" = 1'-0"

PROJECT



CLIENT

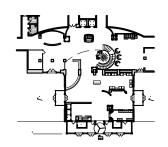


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021

SCALE: 6" = 1'-0"

LABEL GRAPHICS



SUBWAY CAR MURAL GRAPHICS 01A.01

SCALE

1/2" = 1'-0"

PROJECT



CLIENT

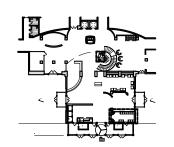


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KEY PLAN



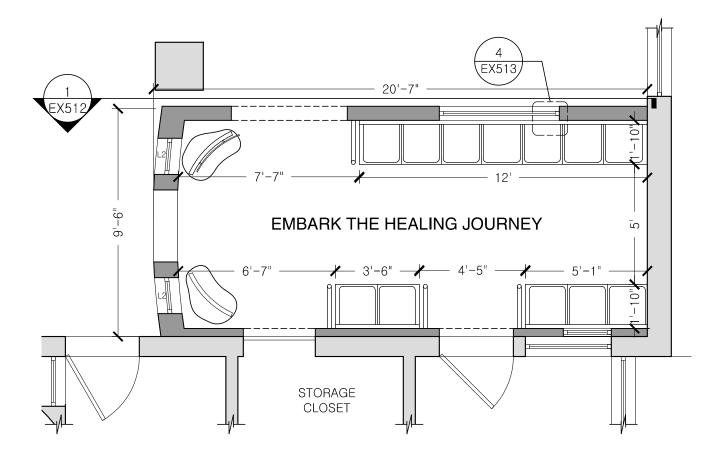


SITE

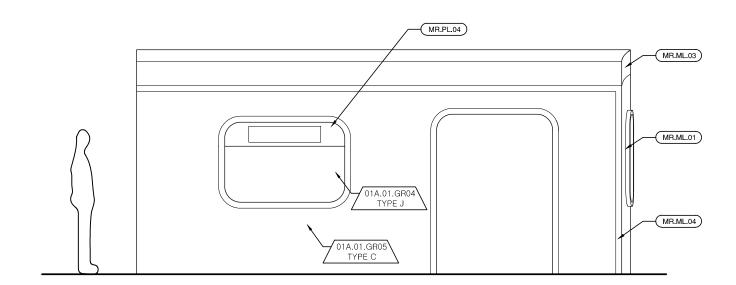
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

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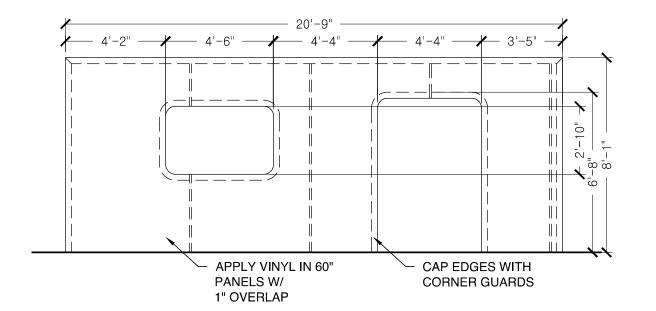
MURAL GRAPHICS





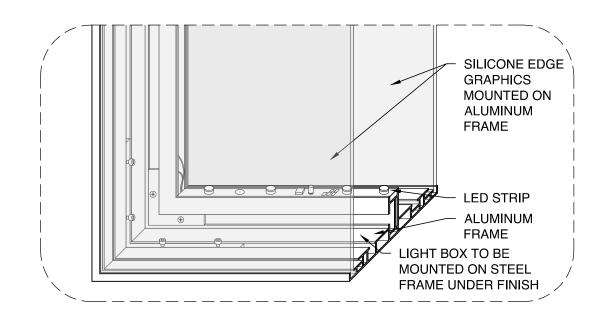


CODED ELEVATION
SCALE 1/4" = 1'-0"



VINYL APPLICATION DETAIL

SCALE 1/4" = 1'-0"



DOUBLE SIDED SEG LIGHTBOX DETAIL
SCALE NTS

PROJECT



CLIENT

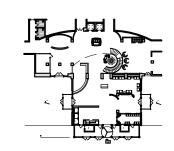


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

HEALING JOURNEY



CROSSROADS MURAL 02A.01

SCALE 1/2" = 1'-0"

PROJECT



CLIENT

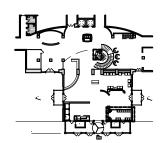


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KEY PLAN



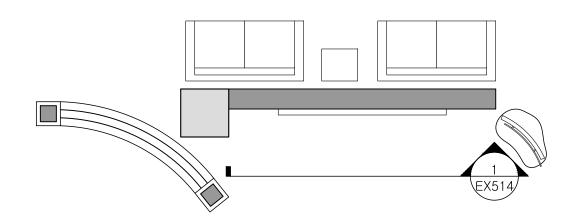


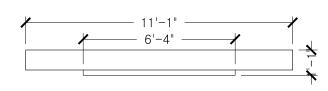
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/2" = 1'-0"

MURAL GRAPHICS

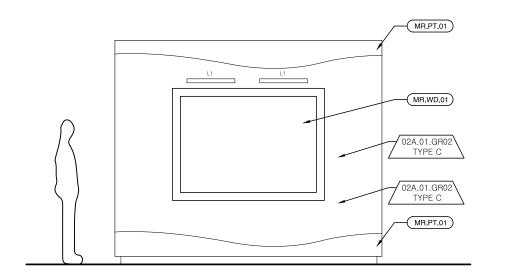


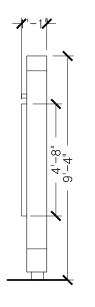


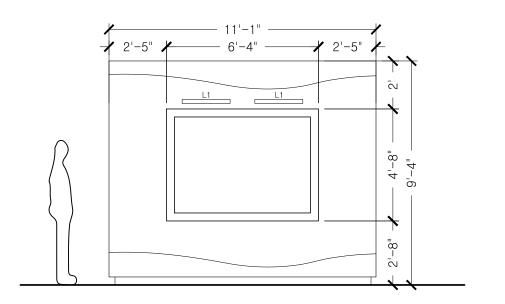
FIND ME AT A CROSSROADS

















PROJECT



CLIENT

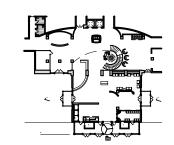


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

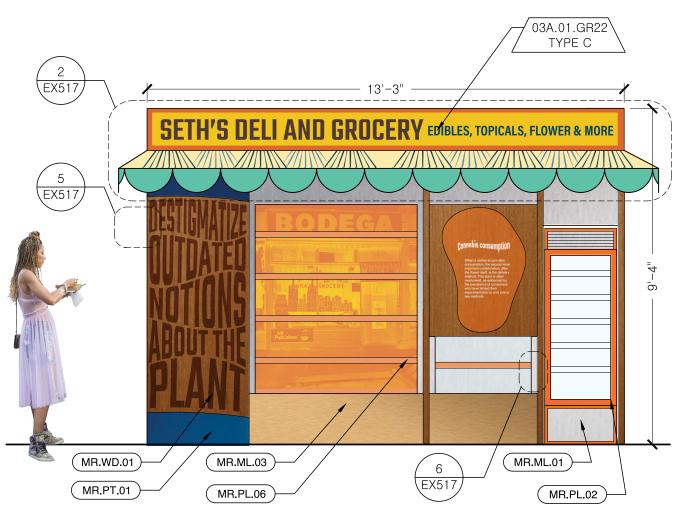
DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

HEALING JOURNEY

22'-1" THC 3'-5" CBD -4 SCREEN 4 SERVICE 4 22'-1" 3' 5' 2'-10" 7'-6"

AREA PLAN

| SCALE | 1/4" = 1'-0"



VITRINE ELEVATION

SCALE 3/8" = 1'-0"

PROJECT



CLIENT

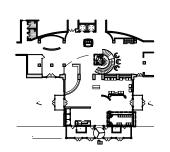


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KEY PLAN



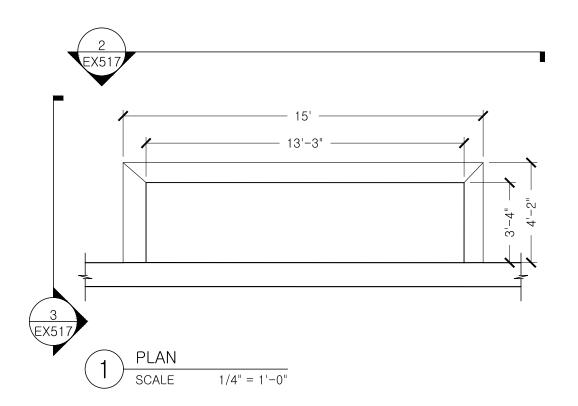


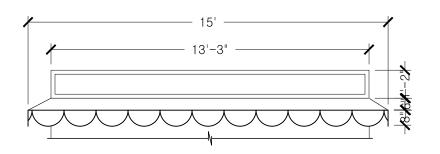
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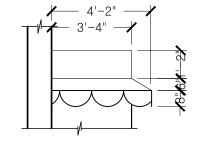
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

SHOPPING AT SETH'S





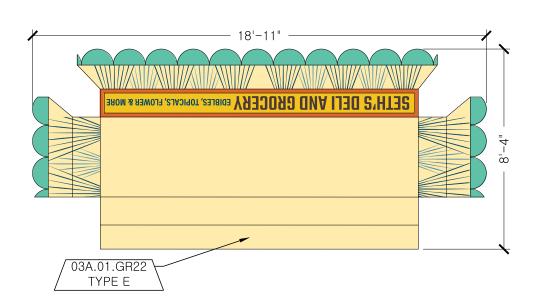


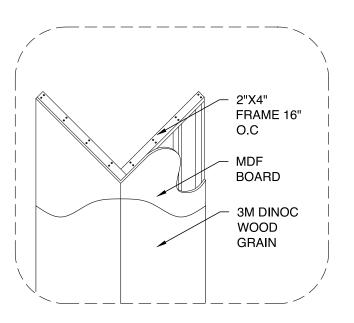
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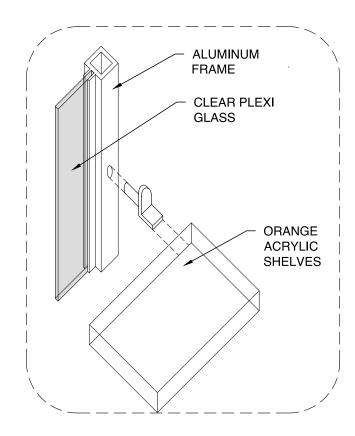
SCALE 1/4" = 1'-0"

SIDE ELEVATION

SCALE 1/4" = 1'-0"







FABRIC PATTERN

SCALE 1/4" = 1'-0"





PROJECT



CLIENT

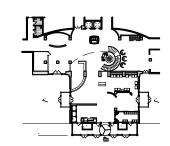


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

HEALING JOURNEY



SCALE

3/4" = 1'-0"

PROJECT



CLIENT



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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE:

12.10.2021 SCALE: 3/4" = 1'-0"

SHOPPING AT SETH'S



CLIENT

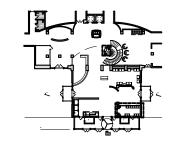


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET

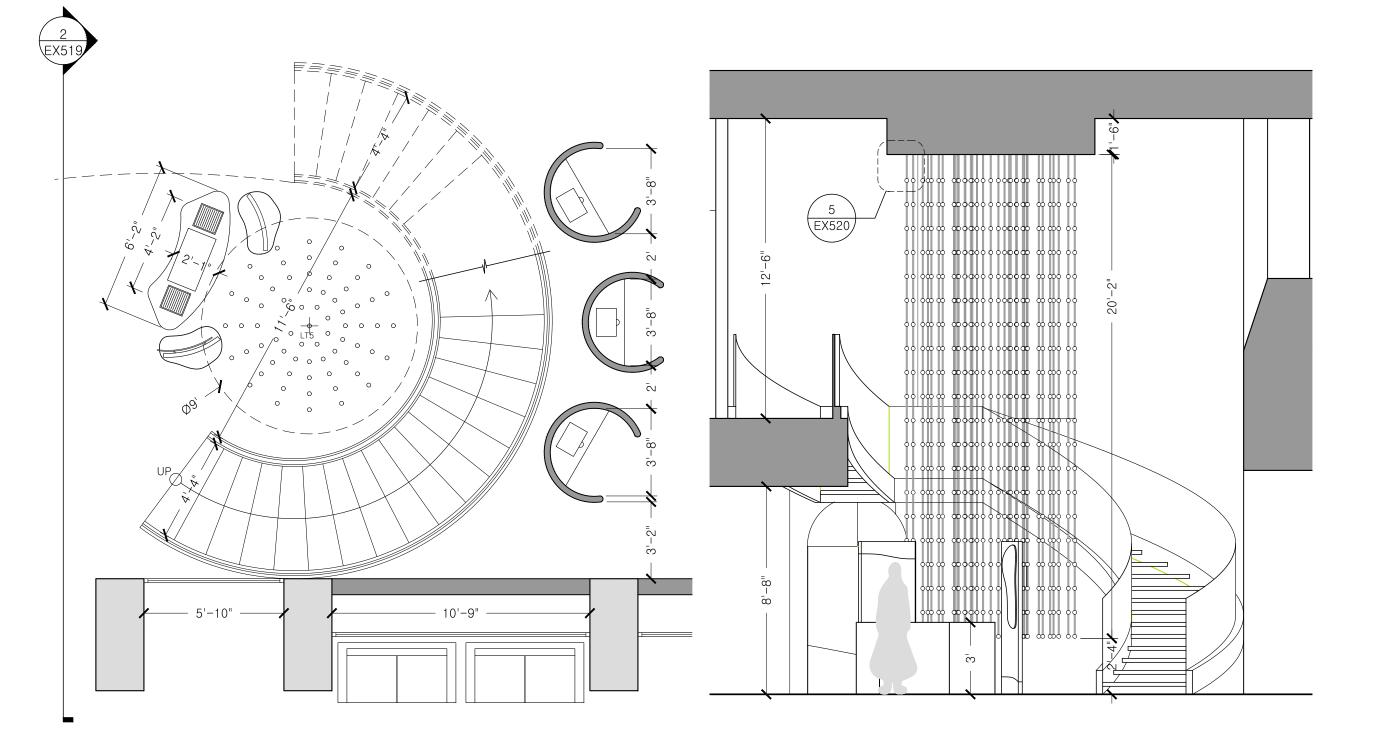
BRONX, NY 10467

DATE: 12.10.2021

SCALE: 1/4" = 1'-0"

BLOCK PARTY

EX-519

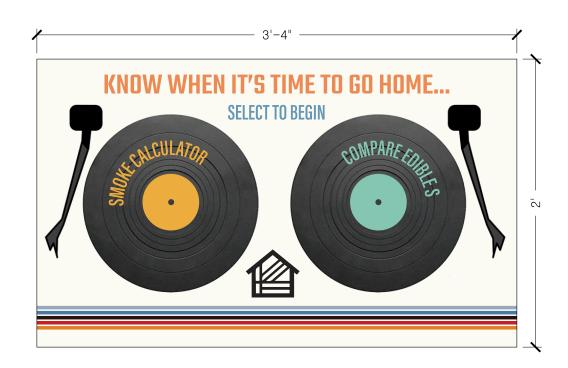


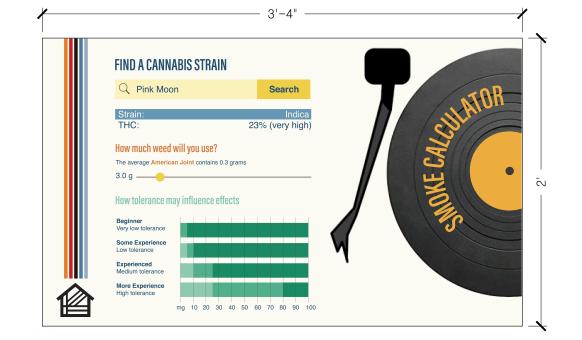
AREA PLAN

| SCALE | 1/4" = 1'-0"

2 ELEVATION

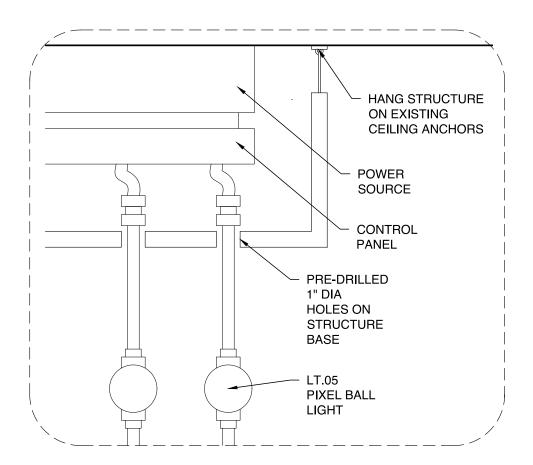
SCALE 1/4" = 1'-0"





DIGITAL MEDIA 05A.01.GR04

SCALE 1" - 1/2" = 1'-0"



2 LIGHT MOUNTING DETAIL
SCALE NTS

PROJECT



CLIENT

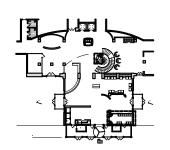


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KEY PLAN



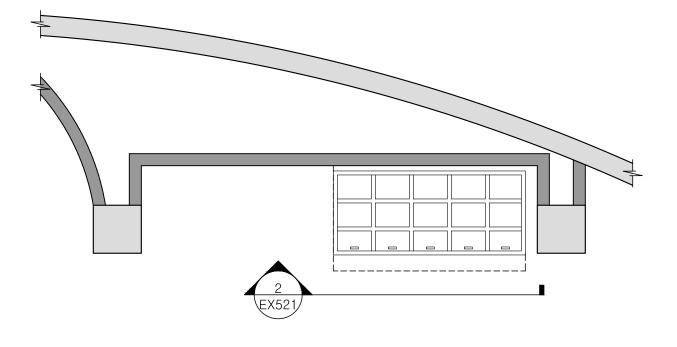


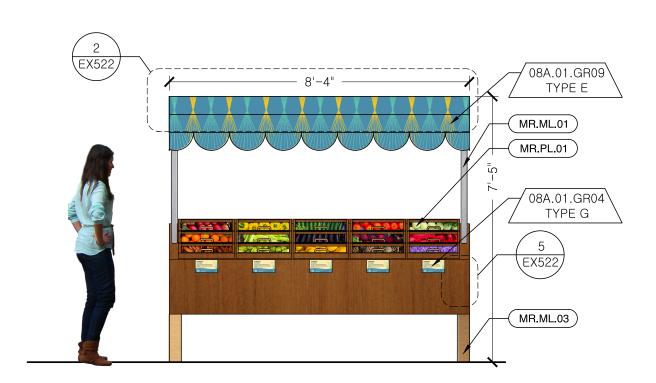
SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1" - 1/2" = 1'-0"

DIGITAL GRAPHICS





AREA PLAN

SCALE 1/4" = 1'-0"

2 ELEVATION

SCALE 3/8" = 1'-0"

PROJECT



CLIENT

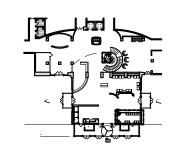


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KEY PLAN



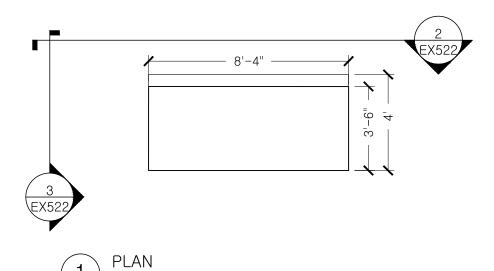


SITE

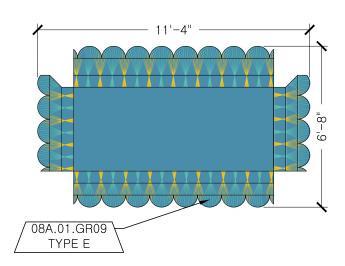
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: AS NOTED

GOOD AND FRESH

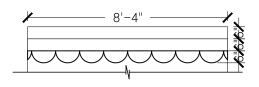


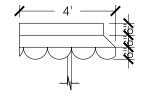
1/4" = 1'-0"





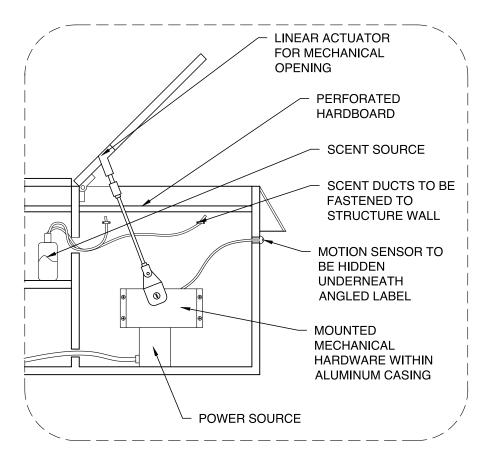
SCALE











MECHANISM DETAIL
SCALE NTS

PROJECT



CLIENT

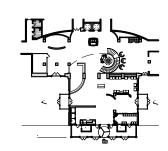


DESIGNER CLAUDIA A. TINTA

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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

GOOD AND FRESH





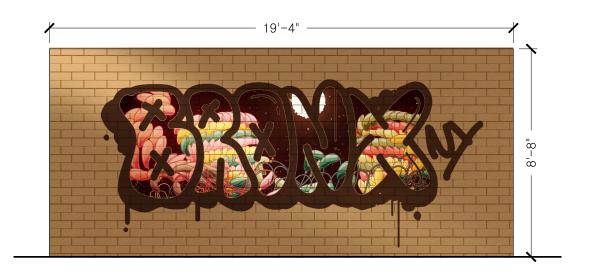
STREET ART MURAL

SCALE 1/4" = 1'-0"

AR MURAL - SATIVA

SCALE 1/4" = 1'-0"





3 AR MURAL - INDICA
SCALE 1/4" = 1'-0"

AR MURAL - HYBRID

SCALE 1/4" = 1'-0"

PROJECT



CLIENT

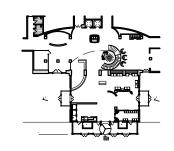


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/4" = 1'-0"

MURAL GRAPHICS

PROJECT

PLANT THAT HEALS

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KEY PLAN





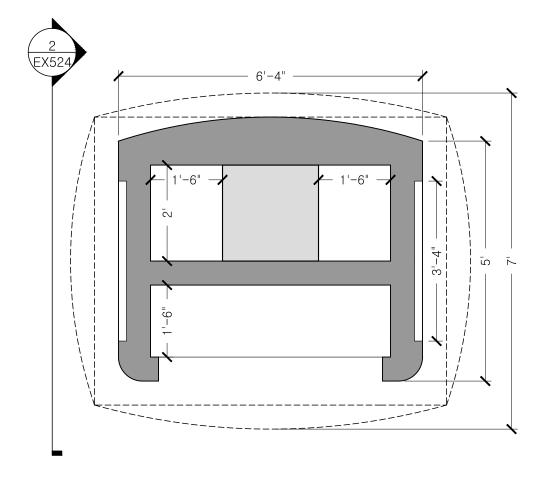
SITE

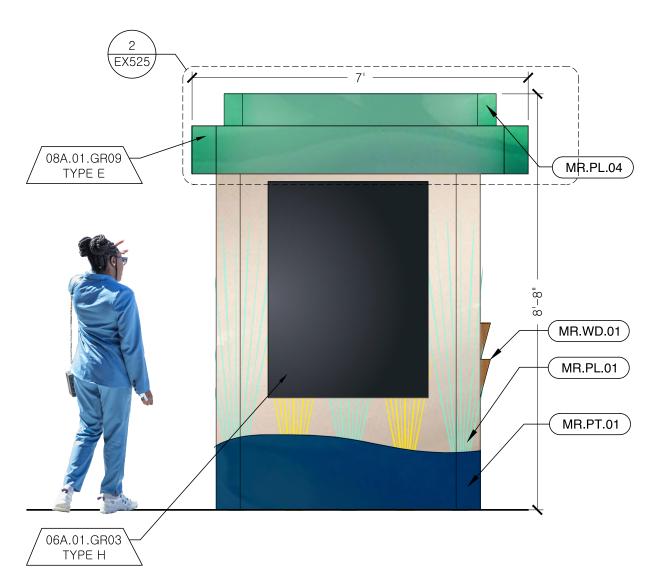
MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1/2" = 1'-0"

LEADING NEWS

EX-524



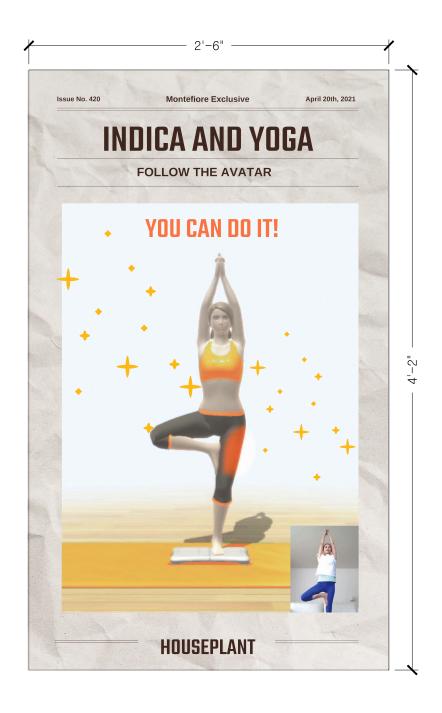


2 ELEVATION

SCALE 1/2" = 1'-0"

1 AREA PLAN

SCALE 1/2" = 1'-0"







PROJECT



CLIENT

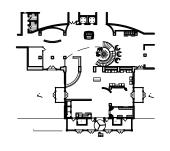


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KEY PLAN





SITE

MONTEFIORE HOSPITAL MOSES CAMPUS ATRIUM 111E 210TH STREET BRONX, NY 10467

DATE: 12.10.2021 SCALE: 1" - 1/2" - 1'-0"

LEADING NEWS

PROJECT



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KEY PLAN





SITE

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DATE: 12.10.2021

SCALE: 1/4" = 1'-0"

MODEL PHOTOS