

Find Your Missing Piece of art



CREATIVETIME

 **HIGHLINESTAGES**

**100% DESIGN DOCUMENTATION PACKAGE
DECEMBER 6, 2023 - CAMERON A. LEDY**

 **State University
of New York**
School of Graduate Studies
Exhibition and Experience
Design

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PROJECT

**Find
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CLIENT

CREATIVETIME

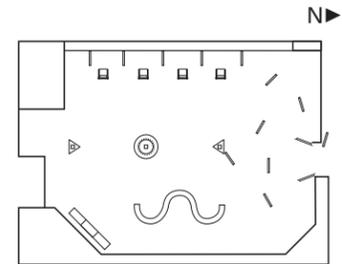
SITE

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KEY PLAN

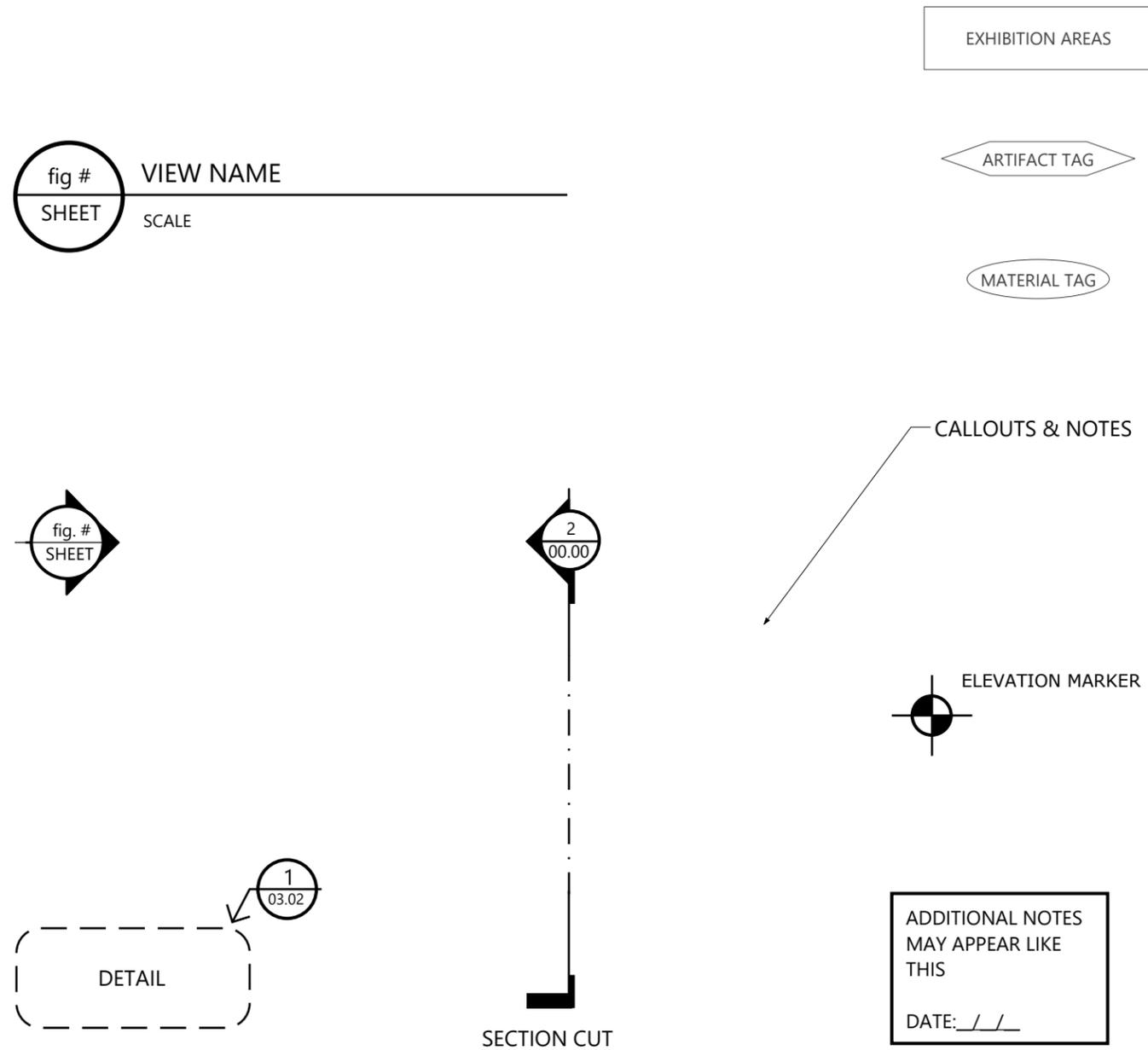


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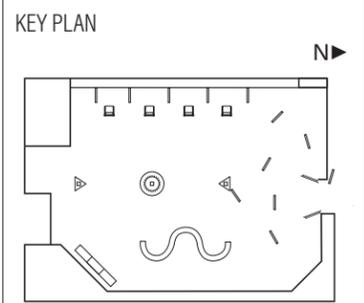
DRAWING NAME: **CONTENTS**

DRAWING NO: **EX.00.02**

SYMBOLS LIST



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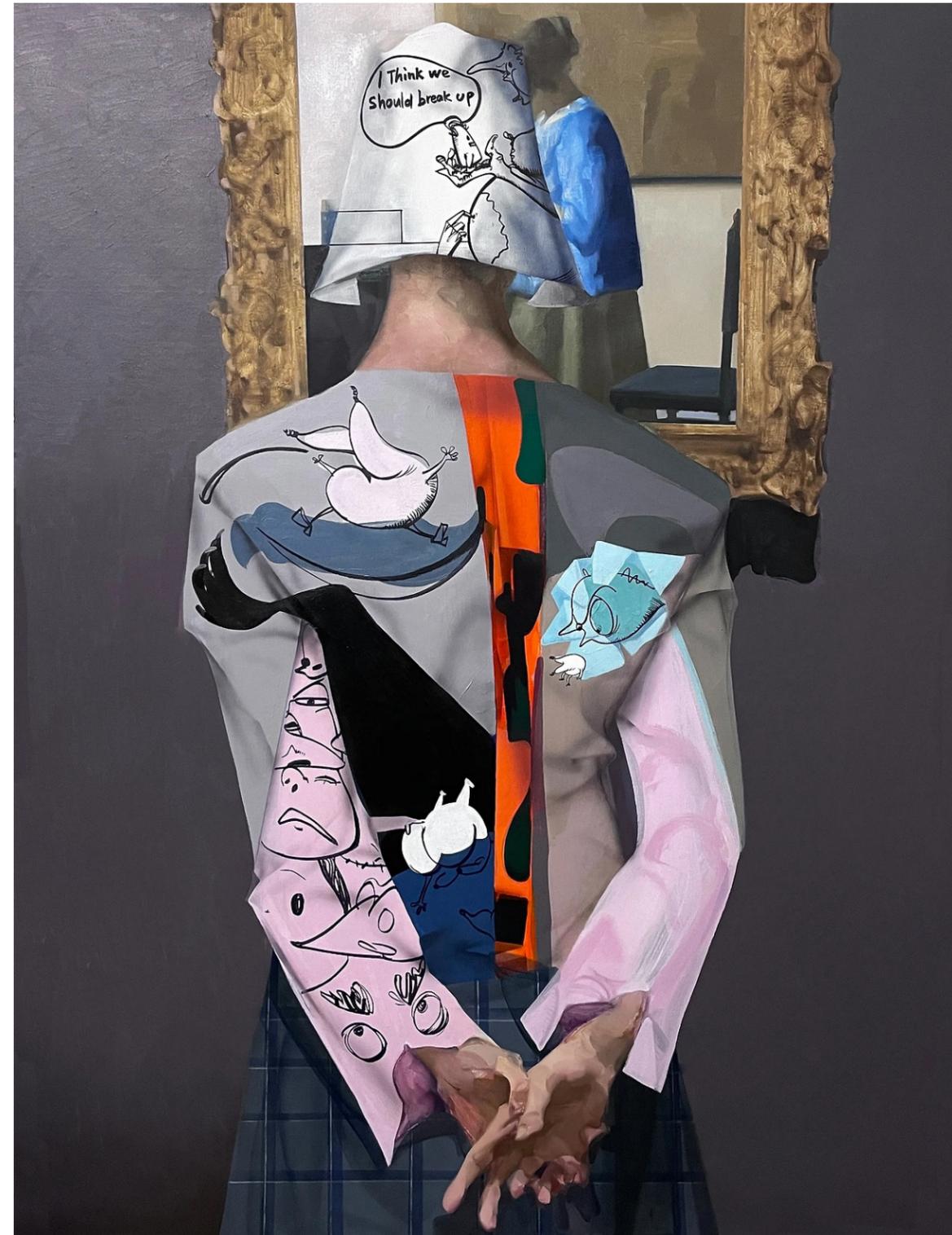
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EX.01.00

EXECUTIVE SUMMARY

THESIS STATEMENT

Collecting art is an identity-affirming practice driven by personal taste and a subjective definition of value however it seems incapable of escaping larger trends of The Art Market. As a result, spaces can be designed to encourage visitors to feel more confident in their individual choices in art, potentially protecting them from external market pressures when purchasing. Fine art exhibitions that incorporate community feedback toward nurturing individuality over market influence can impact both small and large galleries and increase their value to the community. This exhibition explores how this dynamic can occur and creates fun opportunities to give feedback on what can feel like a serious or inaccessible topic to some.



"Vermeer" Shiqing Deng

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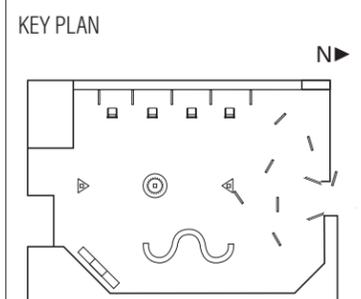
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DRAWING NAME: **THESIS
STATEMENT**

DRAWING NO: **EX.01.01**

SUBJECT



"Tea Time" Shiqing Deng

Alternative concepts of value in contemporary art & art experiences

Find You Missing Piece of Art is an Art Experience designed to welcome viewers of all backgrounds and help them gain confidence in their own taste. Throughout the seven different interactive exhibition areas, visitors will be encouraged to check in with themselves, evaluate how works make them feel, share their feedback, and in doing so, come to realize that their unique taste matters.

Exhibiting artists include: Kevin Ledo, Mateus Bailon, Lucinda Walker, Shiqing Deng, Jared Weiss, and Level.

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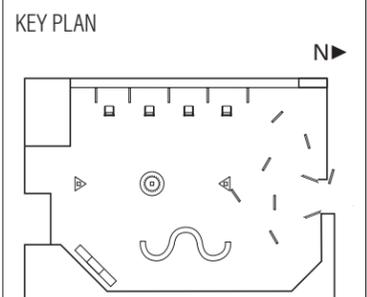
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DRAWING NAME: **SUBJECT**

DRAWING NO: **EX.01.02**

INTERPRETIVE APPROACH

In an effort to make gallery space more inviting, inclusive, and participatory *Find Your Missing Piece of Art* will employ exhibition design methods and conventions that are traditionally found in Children's Museums, Science Centers, and History Museums. Interactive activations, often with an emphasis on learning, affording the opportunity to provide feedback, or those of co-creation or co-curation create memorable experiences and encourage pro-social behavior. In providing programming that is tailored to the community and continuing to solicit feedback that will improve that programming, a gallery can create a symbiotic relationship. In maximizing engagement and leveraging their utility to the community the gallery will be able to realize their full economic potential.



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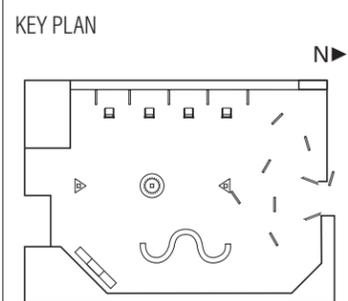
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DRAWING NAME: **INTERPRETIVE
APPROACH**

DRAWING NO: **EX.01.03**

CLIENT + MISSION

CREATIVETIME

Since 1974, Creative Time has commissioned and presented ambitious public art projects with thousands of artists throughout New York City, across the country, around the world—even in outer space.

The organization's work is guided by three core values: art matters, artists' voices are important in shaping society, and public spaces are places for creative and free expression.



Julian Laverdiere and Paul Myoda
Tribute in Light
Manhattan
2002



Gran Fury
Kissing Doesn't Kill: Greed and Indifference Do
New York City
1989

MISSION: CREATIVE TIME IS A PUBLIC ARTS ORGANIZATION THAT WORKS WITH ARTISTS TO CONTRIBUTE TO THE DIALOGUES, DEBATES, AND DREAMS OF OUR TIMES.

Creative Time is committed to presenting important art for our times and engaging broad audiences that transcend geographic, racial, and socioeconomic barriers.

Opportunities:

 RSVP / Timed-Entry ONLY (Free Tickets) 

 Artist activations / Art Experiences 

 Food & beverage experience opportunities 

 Corporate buy-out nights (Chubb, Citibank, AmEx) 

 Live or Silent Auction at end of show run 

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Exhibition & Experience Design

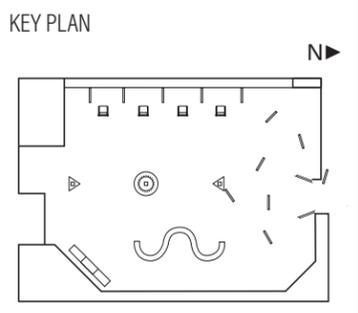
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DRAWING NAME: **CLIENT + MISSION**

DRAWING NO: **EX.01.04**

SITE + VENUE



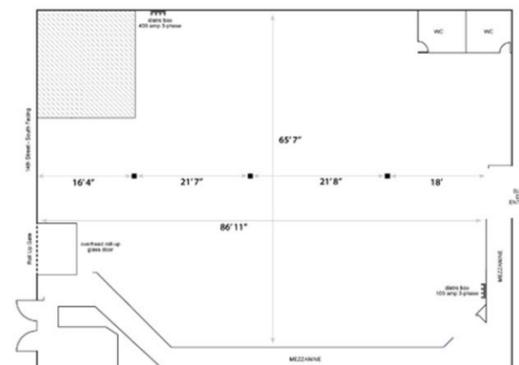
Highline Stages
440 West 15th Street
New York, NY 10011
(between 9th and 10th Avenue)

Thursday November 14 – December 19th, 2024

(pre-holiday & Q4)

Highline Stages boasts approximately 45,000 square feet of mixed-use production space including two 6,000 square foot **sound stages, lighting, grip, and photo rental, state of the art sound systems, and two drive in freight elevators.**

In addition to the on-site amenities, the location of Highline Stages makes it particularly suitable to the client and audience of this exhibition. Highline Stages is on the cusp of the **Meatpacking District and Chelsea -neighborhoods known for Art, Entertainment, luxury retail, and fine dining.** Similarly the area has a number of tourist attractions and high traffic areas such as **The High Line, Chelsea Market, The Whitney Museum, The Standard Hotel, Le Bain, and Google's New York Headquarters.**



UNIQUE FEATURES

- Approx. 6,000 square feet
- 500 amp, 3-phase power (1500 amps)
- Opaque overhead garage door with 14th Street access
- Mezzanine catwalk (90' long)
- Private rest rooms
- Polished concrete and brick cobblestone flooring
- Centrally located and pitched floor drain
- Exposed red brick and white painted brick walls

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Exhibition & Experience Design

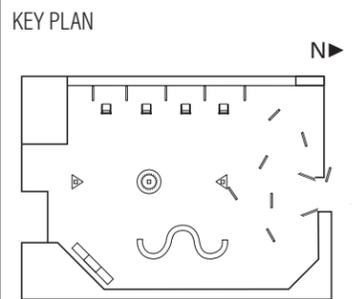
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DRAWING NAME: **SITE + VENUE**
DRAWING NO: **EX.01.05**

AUDIENCE RESEARCH: ART ENTHUSIASTS

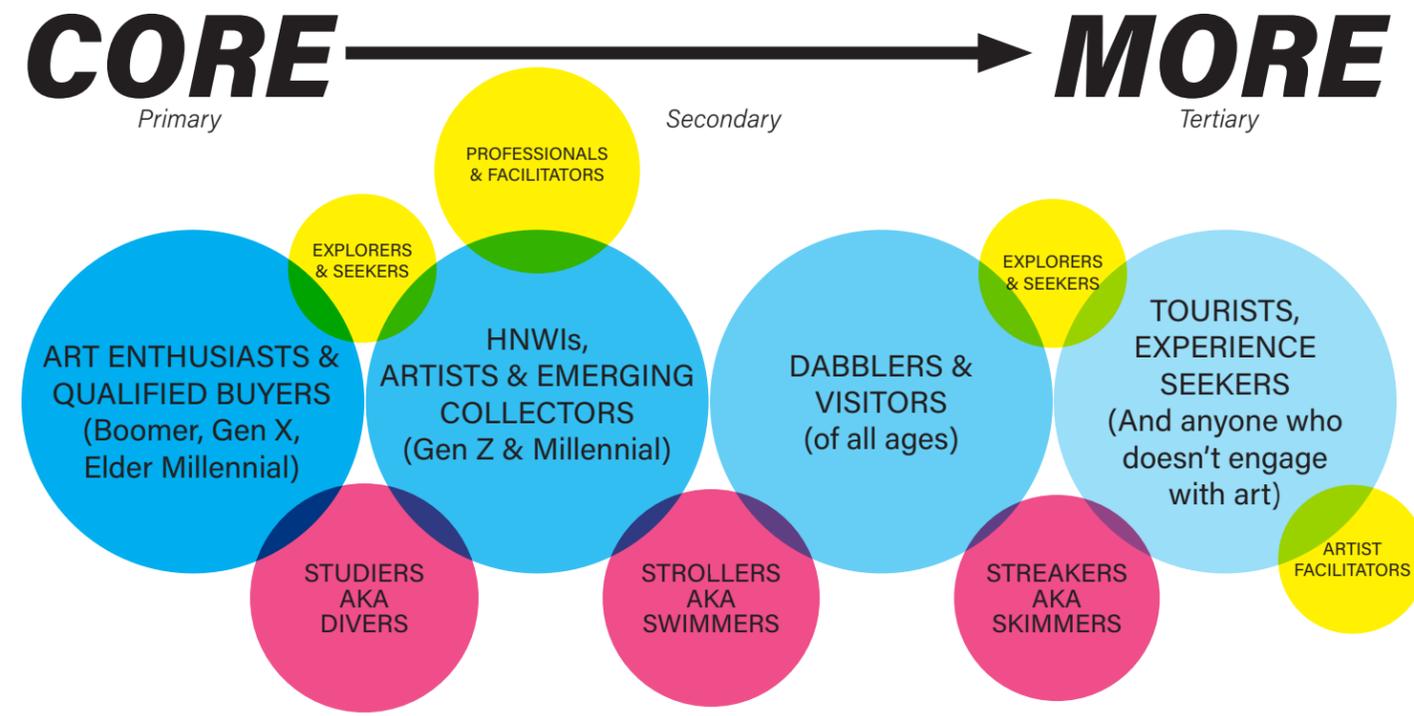
WHY DO YOU ENGAGE WITH ART?



An art experience becomes memorable when it elicits a strong emotional or intellectual response in the viewer. This can result from various factors, including the uniqueness and originality of the artwork, the artist's skill and creativity, the depth of meaning or message conveyed, and the personal connection a viewer feels with the piece. Memorable art experiences often leave a lasting impression, provoke thought or conversation, and evoke a sense of wonder or resonance with the viewer.

- Survey Participant

AUDIENCE SEGMENTS + MOTIVATOR TYPES



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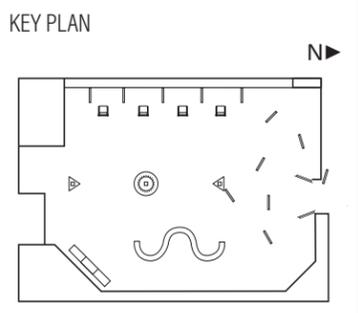
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DRAWING NAME: **AUDIENCE RESEARCH**

DRAWING NO: **EX.01.06**

GOALS

PROJECT GOALS

Present art enthusiasts (and newcomers alike) with exciting works of contemporary art in an **engaging and friendly environment** designed to **encourage visitors to take time to reflect** on the work and their own **personal reactions**.

Gather Data and anecdotal information in the form of responses to artworks, possible **collector motivations, and visitor motivations** and needs in dedicated art spaces.

Research residual, dominant, and emergent trends in order to select works that will perform well and present them in an environment that is **conducive to acquisition and fulfillment**.

EDUCATION GOALS

Visitors will learn about **different philosophies of collecting and of ascribing value to artworks**.

Visitors will learn about current trends in their community, in contemporary art collecting, and **the commonalities that many collectors share**.

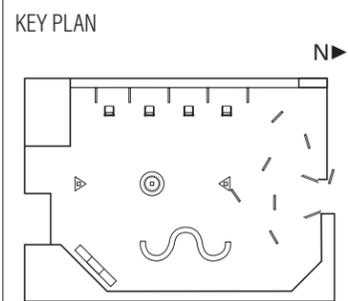
Visitors will be **encouraged to have confidence** in their own taste and share their opinions.

EXPERIENCE GOALS

Visitors will have the opportunity to **respond to, and dialogue with, the work** in a variety of interactive ways including polls, questionnaires, supplemental information, and first-person narrative.

Visitors should not only feel confidence in their own taste but also feel that their feedback is important in a community-facing gallery. For this experience to have an impact, **Visitors need to feel seen and heard during participation**.

In doing so visitors should have a **holistically elevated sensory experience** and the opportunity to connect with the curation and share a transcendent art experience.



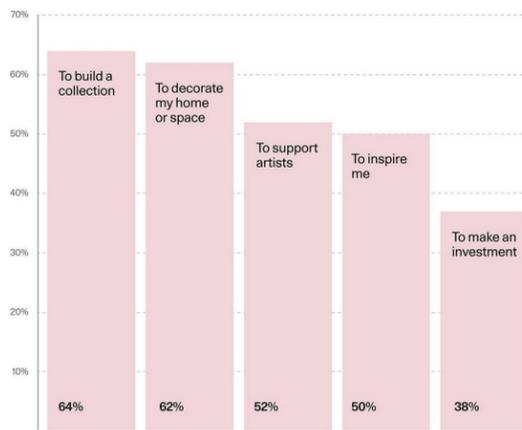
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DRAWING NAME: **GOALS**

DRAWING NO: **EX.01.07**

Art Collector Insights 2023

Why do you buy art?



1. Most art buyers are looking to build a collection—but investing is on the rise

Art Collector Insights 2023

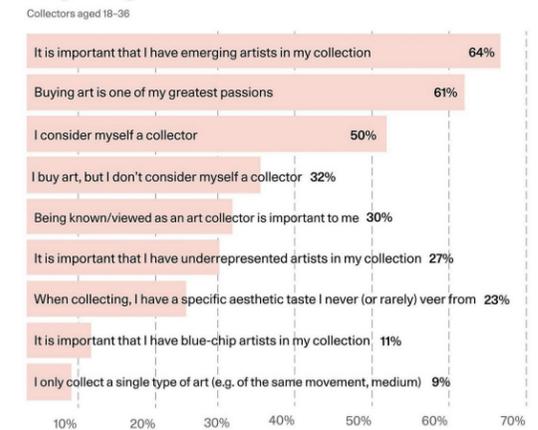
2.

Abstract art is the most important genre for today's collectors

Larry Bell, detail of Barcelona Suite 2, 1968. © Artists Rights Society (ARS), New York.

Art Collector Insights 2023

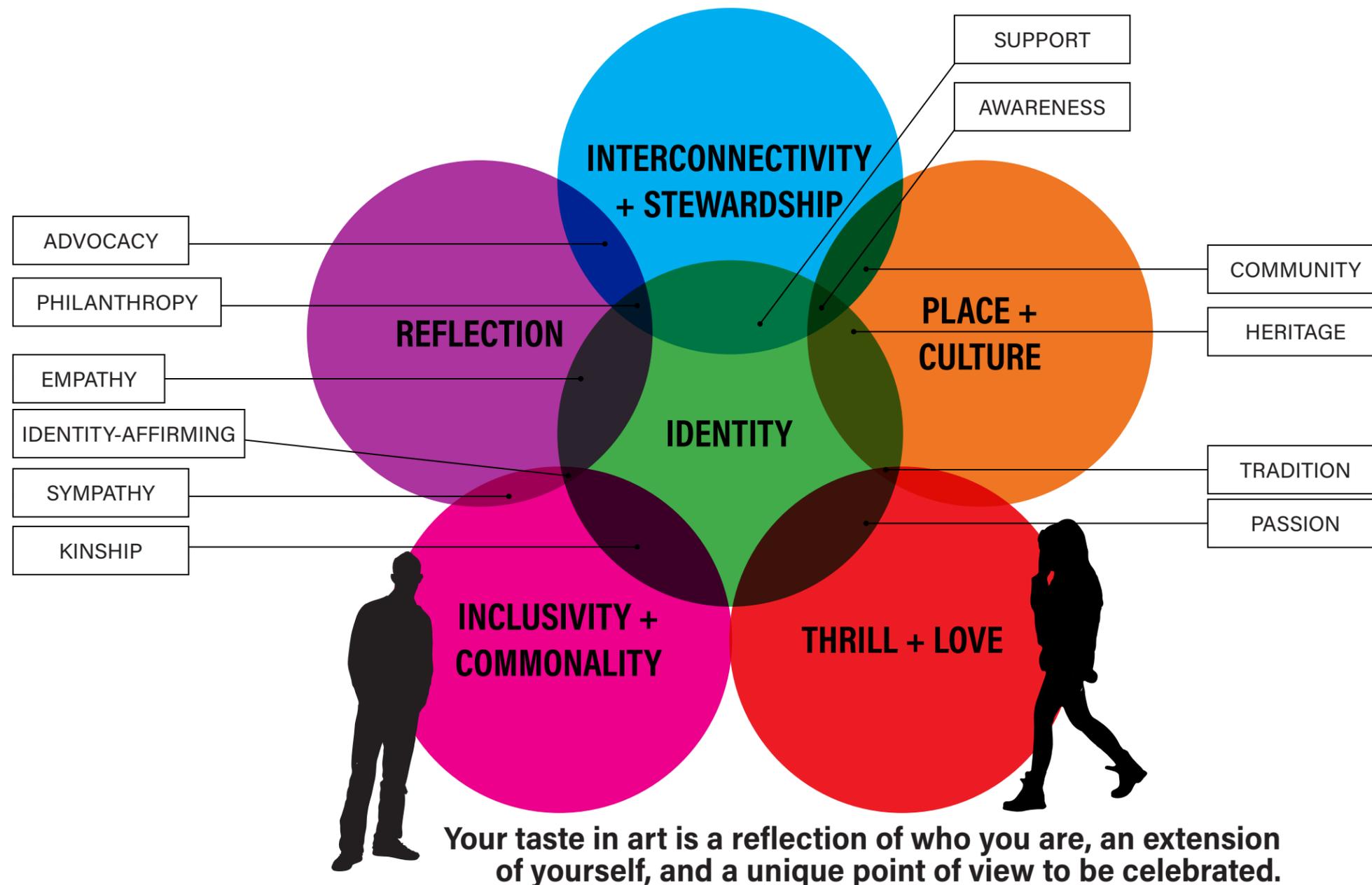
Which of the following statements do you agree with?



6. Younger collectors are doing things differently

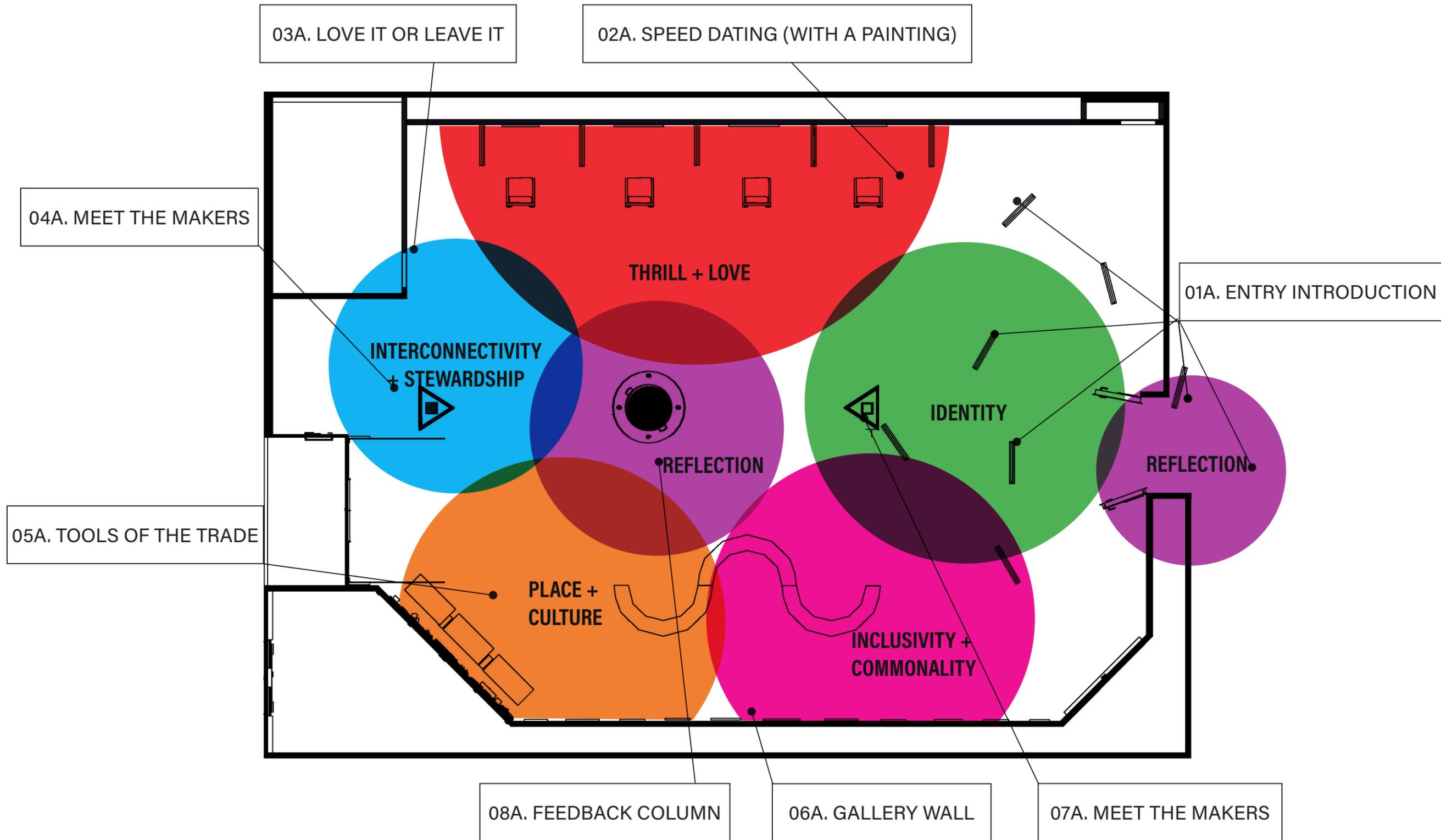
CONCEPT DIAGRAM + BIG IDEA

Creating art, and by extension collecting art, is identity affirming and a way of perpetuating culture, tradition, heritage, and personal legacy. Because engaging with art is highly personalized, one measure of a successful art experience is whether or not it affords space for consideration as opposed to offering a prescribed view.



The value of fine art cannot be ignored, however, which of the myriad values an enthusiast chooses to support* is entirely up to them. Additionally, given the way we EXPERIENCE art today, support isn't as simple as acquisition.

KEY CONCEPTS BUBBLE FLOORPLAN



1 PLAN
Scale: 1" = 10'-0"

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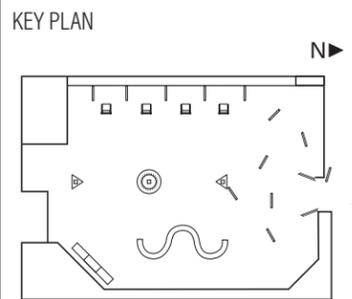
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DRAWING NAME: **KEY CONCEPTS FLOORPLAN**

DRAWING NO: **EX.01.09**

PRELIMINARY WALKTHROUGH



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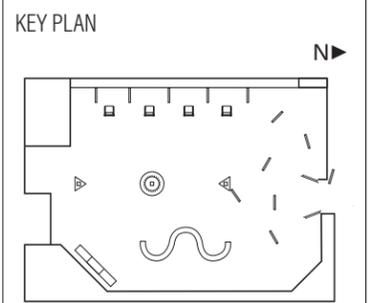
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DRAWING NAME: **PRELIMINARY WALKTHROUGH**

DRAWING NO: **EX.01.10**

EXHIBIT CONTENT OUTLINE

INTRODUCTION



SPEED DATING (WITH A PAINTING)



LOVE IT OR LEAVE IT



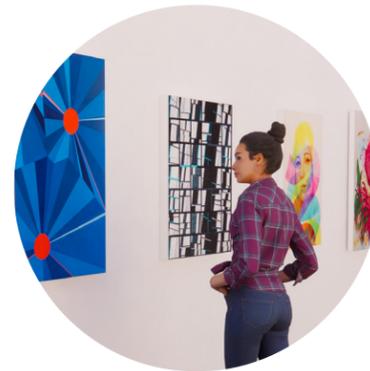
MEET THE MAKERS



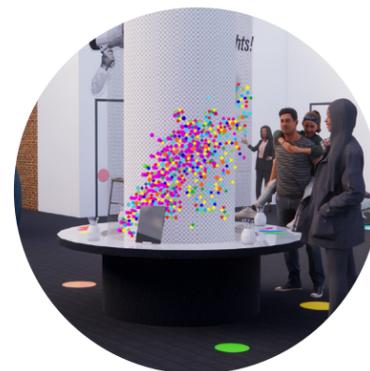
TOOLS OF THE TRADE



GALLERY WALL



FEEDBACK COLUMN



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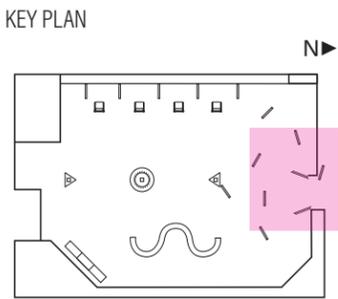
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ENTRY + INTRODUCTION

SEE:

Introductory panels priming the visitor for the experience: What do you expect when you attend an art event or exhibition? What makes you happy? How are you feeling right now?

DO:

Take a moment to ground yourself and check in -honest reflection is an important part of the experience.

EXPERIENCE:

Yourself, the space, and your reaction to the space and the introductory text.

LEARN:

This is meant to be an enjoyable and highly personalized experience, enjoy.

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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **INTRODUCTION**

DRAWING NO: **EX.01.11**



Speed Dating

with a painting!

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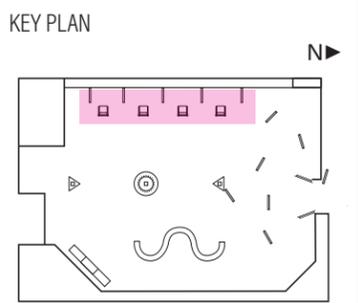
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02A. SPEED DATING (WITH A PAINTING)

SEE:
One painting on the wall with a chair in front of it and a divider separating it from a similar set up.

DO:
Sit (or stand) and take in the painting in front of you for one minute. (After one minute a light will pulse and a gentle tone will suggest you move to the next seat and repeat the process three more times).

EXPERIENCE:
Experience the work of art in front of you. Be present, experience your response to the work. Let your eyes wander and see where it takes you. Identify something pleasing or discordant in the work.

LEARN:
How did you feel? Did it make you feel an emotion? Did you recognize something or did it make you recall something from your past? Could you imagine the work in your home? Would you want to? Did repeating the process change it for you?

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DATE: DEC. 8, 2023

DRAWING NAME: **02A SPEED DATING**
DRAWING NO: **EX.01.12**



03A. LOVE IT OR LEAVE IT

SEE: A pegboard wall divided in four columns -one for each of the paintings from the previous section. Three types of hang-tags stating "Love It!, Leave it, and Lukewarm."

DO: Visitors may leave low-lift feedback on any, or all, of the artworks. If so inclined, and particularly if they have chosen "Lukewarm" visitors are encouraged to write in supplemental qualitative feedback.
* Provides aggregate data for research.

EXPERIENCE: As the first co-authored feedback experience this interactive is intentionally straightforward and helps establish the participatory tone. Visitors should feel their opinion is valued but voluntary and they may move at their own pace.

LEARN: This is a safe space to express different opinions. It's completely valid to not like a work of art, or to like a work of art as a gift for someone you know, or, as we've said before, to not know exactly why -we're learning!

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Exhibition & Experience Design

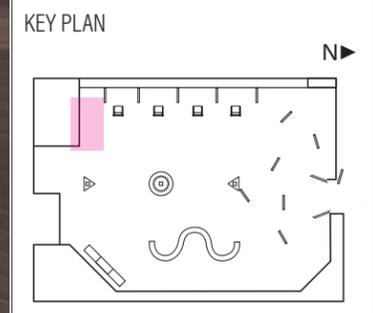
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PROJECT
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SITE
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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **LOVE IT OR LEAVE IT**

DRAWING NO: **EX.01.13**



04A + 07A. MEET THE MAKERS

SEE:

Two three-sided columns in the space with hi-res printed graphic panels featuring each of the six exhibiting artists, a single cup handset, and (what appear to be) three buttons with the directive "Play Here"

DO:

Each column face is a silhouette of the artist with their work masked inside. There can be other items and personal effects around the silhouetted portrait but the focus is on listening to the first-person audio recording of the artists speaking about their studio practice, techniques, and what matters to them.

EXPERIENCE:

A virtual meet and greet for when the artists are not available and the ability to "dialogue" with the artist on their terms. It is a no-stakes opportunity for a visitor to make a personal connection with an artist and possibly decide to be a supporter or collector.

LEARN:

Learn more about art as a practice and profession, learn more about each of the exhibiting artists, and, as with many of the interactives in this exhibition, learn more about yourself and your own tastes.

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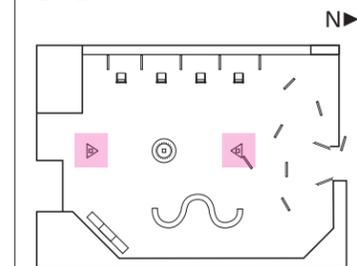
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KEY PLAN



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SCALE: AS INDICATED

DATE: DEC. 8, 2023

DRAWING NAME: **MEET THE MAKERS**

DRAWING NO: **EX.01.14**



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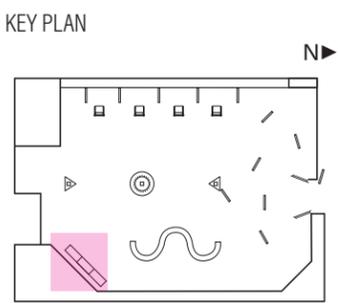
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05A. TOOLS OF THE TRADE

SEE:
Three panels of art supplies and tools all used by artists. Each object has a story of "who" it is, "what" task it performs, and "where/with whom" it usually resides.

DO:
By touching a finger to the silhouettes of each tool the viewer closes the circuit and begins the object's identification and introduction.

EXPERIENCE:
The selected object will light up and the closest speech bubble will display the text of the introduction. The same information will be pre-recorded and available on an audio handset as well.

LEARN:
Visitors will learn about the myriad tools and techniques employed by contemporary artists and may even be inspired to try some of their own artistic experiments.

DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **TOOLS OF THE TRADE**

DRAWING NO: **EX.01.15**



06A. GALLERY WALL

Art Gallery
Let's see what you like

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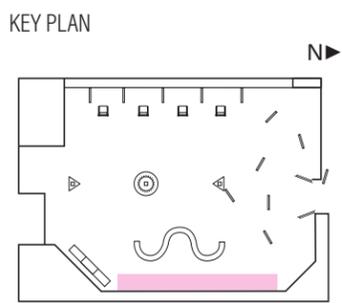
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SEE: See more art!

DO: Take your newfound confidence in your taste and check out some art -see if there's anything that speaks to you.

EXPERIENCE: Relax and take it easy -you know what you're doing!

LEARN: This is another opportunity to check in with yourself and figure out what you do and do not like.

DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023
DRAWING NAME: **GALLERY WALL**
DRAWING NO: **EX.01.16**



08A. FEEDBACK COLUMN

SEE:

The central column has a sheath of wire mesh and a circular writing desk at its base. Color-coded sheets of paper are printed with a range of emotions and descriptors such as "happy, inspiring, conversation starting, anxious," and more.

DO:

Visitors are asked "What did you feel today?" and given space to elaborate on whatever aspect of the experience provoked a response -positive, negative, or neutral. The pieces of paper are rolled up and placed in the slots of the wire mesh and when the reachable holes are filled, the mesh sheath is raised up the column.

EXPERIENCE:

Your opinion matters. In this space we want visitors to feel comfortable sharing their thoughts and opinions. Additionally the experience of sharing your opinion should be fun, friendly, and beautiful.

LEARN:

Visitors will literally see how different opinions and experiences come together to create something beautiful. In addition to being a whimsical co-created paper sculpture the Feedback Column is a form of Data Visualization providing a temperature check on sentiment and attendance throughout the show.

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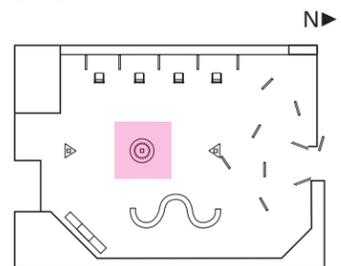
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KEY PLAN



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SCALE: AS INDICATED

DATE: DEC. 8, 2023

DRAWING NAME: **FEEDBACK COLUMN**

DRAWING NO: **EX.01.17**

EX.02.00



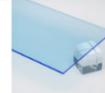
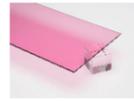
SCHEDULES + LISTS

MATERIAL SCHEDULE

PAINT

TAG	DESCRIPTION	MANUFACTURER	STYLE	COLOR	EXHIBIT AREA/NOTES	THUMBNAIL
PT.01	PAINT	BENJAMIN MOORE	SATIN	DECORATORS' WHITE (CC-20)	ROLLED ON ALL PAINTED SURFACES	

ACRYLIC

TAG	DESCRIPTION	MANUFACTURER	COLOR	FINISH SIZE	EXHIBIT AREA/NOTES	THUMBNAIL
AC.01	CAST ACRYLIC SHEET	ACRYLITE	BLUE #5010	1/2" THICK	GRAPHIC PANELS & AREA DIVIDERS	
AC.02	CAST ACRYLIC SHEET	ACRYLITE	PINK #1450	1/2" THICK	GRAPHIC PANELS & AREA DIVIDERS	
AC.03	CAST ACRYLIC SHEET	ACRYLITE	AMBER #2422	1/2" THICK	GRAPHIC PANELS & AREA DIVIDERS	
AC.04	CAST ACRYLIC SHEET	ACRYLITE	GREEN #5320	1/2" THICK	GRAPHIC PANELS & AREA DIVIDERS	

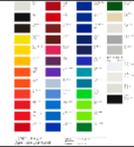
WOOD

TAG	DESCRIPTION	MANUFACTURER	STYLE	COLOR	EXHIBIT AREA/NOTES	THUMBNAIL
WC.01	1/2" BIRCH PLY	PRINCE STREET LUMBER (OR VALUE ENGINEERED OPTION)		PT.01	GRAPHIC PANEL FOOTINGS (INTRODUCTION)	

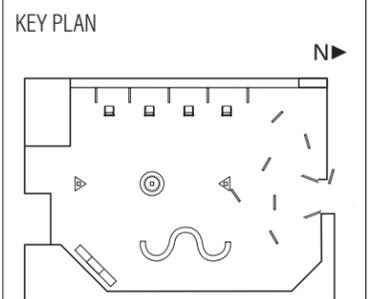
CONCRETE

TAG	DESCRIPTION	MANUFACTURER	STYLE	COLOR	EXHIBIT AREA/NOTES	THUMBNAIL
CC.01	CAST CONCRETE	NANOCRETE		NATURAL	GRAPHIC PANEL FOOTINGS (INTRODUCTION)	

VINYL

TAG	DESCRIPTION	MANUFACTURER	STYLE	COLOR	FINISH SIZE	EXHIBIT AREA/NOTES	THUMBNAIL
VS.01	OPAQUE ADHESIVE VINYL	AVERY	SF950	BRAND COLORS (OR CLOSEST MATCH) AS SPECIFIED IN BRAND IDENTITY & SIGN TYPES		ALL	
VS.02	HEAVY DUTY TACTILE FLOOR VINYL	MACTAC		BRAND COLORS (OR CLOSEST MATCH) AS SPECIFIED IN BRAND IDENTITY & SIGN TYPES		ALL	
NVS.03	FLUORESCENT FILMS	AVERY	SF100	FLUROSCENT		ALL	

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DRAWING NAME: **MATERIAL SCHEDULE**

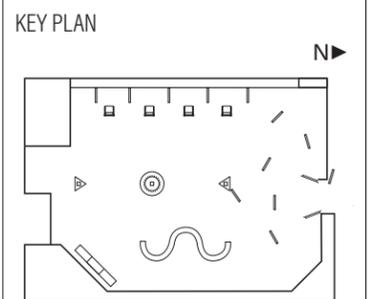
DRAWING NO: **EX.02.01**

FIXTURES & EQUIPMENT SCHEDULE

FFE

TAG	DESCRIPTION	MANUFACTURER	STYLE NAME OR #	COLOR	EXHIBIT AREA	THUMBNAIL
FE.01	HEMISPHERE BENCH	KAY PARK & RECREATION	RECYCLED MESA BENCH	GRAY	06A	
FE.02	CLUB CHAIR	SOURCE RESPONSIBLY (OPPORTUNITY TO THRIFT, REFURBISH, OR DO ARTISTS' EDITIONS)			02A	
FE.03	HEAVY DUTY HANDSET	BLACKBOX AV		BLACK	04A	
FE.04	CUSTOM CONDUCTIVE INK TABLETOP OVERLAYS	CUSTOM	REFERENCE PICTURED DISPLAY TABLE FROM DISPLAYS2GO	$Df / =m' \cdot D \square$	05A	
FE.05	SILVER-FILLED POLYURETHANE ECI	PARKER CHROMERICS	PRO-SHIELD ELECTRICALLY CONDUCTIVE INK		05A	
FE.06	SHIPPING LABELS	AVERY	SIZE:	BLUE, RED & GREEN	02A	
FE.07		ASTRO BRIGHTS	ASSORTED RECYCLED COLORED PAPERS	MULTI	08A	

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DATE: DEC. 8, 2023

DRAWING NAME: **FIXTURES & EQUIPMENT SCHEDULE**

DRAWING NO: **EX.02.02**

GRAPHIC SCHEDULE

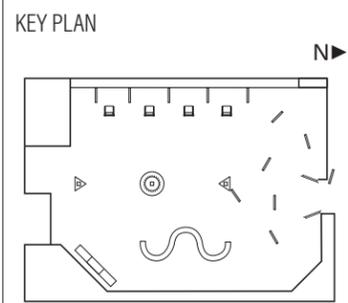
LOCATION	GRAPHIC TYPE	DESCRIPTION
ENTRANCE 01A		
01A.01.GR01	B	WALL VINYL LOGO
01A.01.GR02	A	EXHIBITION INTRODUCTION / CURATORIAL STATEMENT
01A.01.GR03-6	A	ACRYLIC PANEL WITH PROMPT
SPEED DATING WITH A PAINTING 02A		
02A.01.GR01	B	"SPEED DATING WITH A PAINTING" VINYL
02A.01.GR02	E	DIRECTIVE PANEL
LOVE IT OR LEAVE IT 03A		
03A.01.01	B	AREA INTRO & DIRECTIVE VINYL
MEET THE MAKERS 04A		
04A.01.GR01	C	EXHIBITION GRAPHIC PANEL
04A.01.GR02	E	DIRECTIVE PANEL
TOOLS OF THE TRADE 05A		
05A.01.GR01	B	
05A.01.AV02		PROJECTOR
05A.01.GR03-5	G	CONDUCTIVE INK SILKSCREENED TOUCH PANEL
GALLERY WALL 06A		
06A.01.GR01	B	GALLERY INTRODUCTION / DIRECTIVE
06A.01.GR02-12	F	ARTWORK LABEL COPY
MEET THE MAKERS 07A		
07A.01.GR01	C	EXHIBITION GRAPHIC PANEL
07A.01.GR02	A	ACRYLIC PANEL WITH PROMPT
FEEDBACK COLUMN 08A		
08A.01.GR01-2	E	INTRO & DIRECTIVE
EXTERIOR WAYFINDING 09A		
09A.01.GR01	D	COTTON POPLIN
	F	FLOOR VINYL



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DATE: DEC. 8, 2023

DRAWING NAME: **GRAPHIC SCHEDULE**

DRAWING NO: **EX.02.03**

GRAPHIC SPECIFICATIONS

- A - 1/4" ACRYLITE Panel, Etched 1/16" deep, infilled BLACK, clear coat
- B - AVERY DENNISON SC950 Opaque Vinyl; PR800 Translucent Film, and SF 100 Fluorescent Vinyl, plotter cut, applied directly to walls and windows.
- C - Hi-Resolution Direct Print on Vinyl (Avery or similar), Applied directly to columns, Matte Over-laminate, 4" Overlap on seams.
- D - Dye sublimation on cotton-poplin blend, grommets at corners, for outdoor use.
- E - Direct Print Matte Presentation Paper, mount to black matboard, affix at lower right of artworks.
- F - StreetRAP STR328 Concrete Floor Graphics with PERMACOLOR FloorGRIP PF6600 Slip Resistant Textured Over-laminate applied in clusters as wayfinding and Exhibition Area designation.



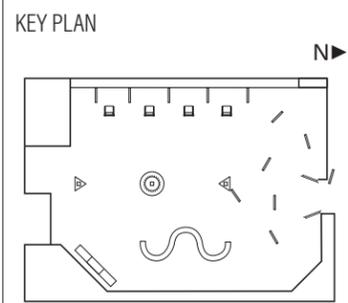
SF100 Fluorescent Films



PR800 Translucent Films



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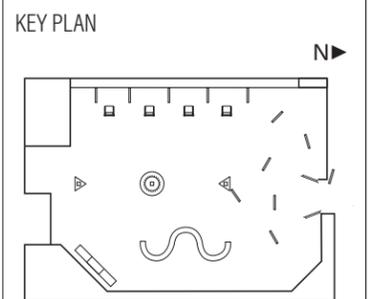
DRAWING NAME: **GRAPHIC SPECIFICATIONS**
DRAWING NO: **EX.02.04**

ARTWORK SCHEDULE

TAG	DESCRIPTION [TITLE]	ARTIST	H x W	EXHIBITION AREA	THUMBNAIL + NOTES
02A.01.AR01	Innocent of Arms	Jared Weiss	60 x 40 in.	02A	
02A.01.AR02	A.i. 1.3	Kevin Ledo	60 x 60 in.	02A	
02A.01.AR03	Hydra Bird	Mateus Bailon	39 x 59 in.	02A	
02A.01.AR04	Tea Time	Shiqing Deng	56 x 44 in.	02A	
06A.01.AR05	A Liability, Son	Level	39 x 35 in.	06A	
06A.01.AR06	Vermeer	Shiqing Deng	52 x 44 in.	06A	
06A.01.AR07	This Would Become A Theme	Jared Weiss	40 x 30 in.	06A	

TAG	DESCRIPTION [TITLE]	ARTIST	H x W	EXHIBITION AREA	THUMBNAIL + NOTES
06A.01.AR08	A.i. 1.2	Kevin Ledo	40 x 30 in.	06A	
06A.01.AR09	Em Azul	Mateus Bailon	47 x 35 in.	06A	
06A.01.AR10	Life	Shiqing Deng	65 x 44 in.	06A	
06A.01.AR11	Universo Em Encanto II	Mateus Bailon	39 x 35 in.	06A	
06A.01.AR12	J1	Kevin Ledo	40 x 30 in.	06A	
06A.01.AR13	Revisited	Lucinda Walker	31 x 27 in.	06A	
06A.01.AR14	Blue Rays	Level	44 x 30 in.	06A	
06A.01.AR15	A.i. 1	Kevin Ledo	36 x 24 in.	06A	

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DATE: DEC. 8, 2023

DRAWING NAME: **ARTWORK SCHEDULE**

DRAWING NO: **EX.02.05**

ARTIFACT SCHEDULE

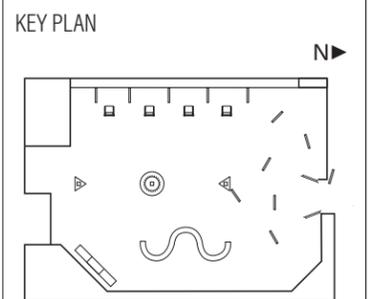
TAG	DESCRIPTION	MANUFACTURER	MOUNTING NOTES	EXHIBIT AREA/NOTES
05A.01.AR16	STAND MODEL	DONATED ARTIFACT	BLIND MOUNT (SUCH AS VELCRO, BLUE TACK, MUSEUM WAX, OR L PINS) OR CUSTOM FABRICATED LEDGE / SHELF	05A
05A.01.AR17	PANTONE SWATCH BOOK	DONATED ARTIFACT	" "	05A
05A.01.AR18	WACOM TABLET	DONATED ARTIFACT	" "	05A
05A.01.AR19	PAINT PALLETTE	DONATED ARTIFACT	" "	05A
05A.01.AR20	OIL PASTELS	DONATED ARTIFACT	" "	05A
05A.01.AR21	OIL PAINT	DONATED ARTIFACT	" "	05A
05A.01.AR22	WAX CRAYONS	DONATED ARTIFACT	" "	05A
05A.01.AR23	MARKERS	DONATED ARTIFACT	" "	05A
05A.01.AR24	SCISSORS	DONATED ARTIFACT	" "	05A
05A.01.AR25	VASES	DONATED ARTIFACT	" "	05A
05A.01.AR26	CAMERA	DONATED ARTIFACT	" "	05A
05A.01.AR27	LONG NOSE PLIERS	DONATED ARTIFACT	" "	05A
05A.01.AR28	WIRECUTTERS	DONATED ARTIFACT	" "	05A
05A.01.AR29	PHILLIPS SCREWDRIVER	DONATED ARTIFACT	" "	05A
05A.01.AR30	FLATHEAD SCREWDRIVER	DONATED ARTIFACT	" "	05A
05A.01.AR31	NEEDLENOSE PLIERS	DONATED ARTIFACT	" "	05A
05A.01.AR32	UTILITY KNIFE	DONATED ARTIFACT	" "	05A
05A.01.AR33	CLAW HAMMER	DONATED ARTIFACT	" "	05A
05A.01.AR34	BALL PEEN HAMMER	DONATED ARTIFACT	" "	05A
05A.01.AR35	RAISING HAMMER	DONATED ARTIFACT	" "	05A
05A.01.AR36	MALLET	DONATED ARTIFACT	" "	05A
05A.01.AR37	WRENCH SET	DONATED ARTIFACT	" "	05A
05A.01.AR38	BUBBLE LEVELS	DONATED ARTIFACT	" "	05A
05A.01.AR39	HAND SAW	DONATED ARTIFACT	" "	05A
05A.01.AR40	COPING SAWS	DONATED ARTIFACT	" "	05A
05A.01.AR41	CHIP BRUSHES	DONATED ARTIFACT	" "	05A
05A.01.AR42	TOOLBOX	DONATED ARTIFACT	" "	05A
05A.01.AR43	MACHINIST BLOCKS	DONATED ARTIFACT	" "	05A
05A.01.AR44	MARKING TOOLS	DONATED ARTIFACT	" "	05A
05A.01.AR45	WATERCOLORS	DONATED ARTIFACT	" "	05A
05A.01.AR46	STILL LIFE OBJECTS	DONATED ARTIFACT	" "	05A
05A.01.AR47	T SQUARE	DONATED ARTIFACT	" "	05A
05A.01.AR48	COLORLED PENCILS	DONATED ARTIFACT	" "	05A
05A.01.AR49	BRUSH SOAP	DONATED ARTIFACT	" "	05A
05A.01.AR50	MONOGRAPHS	DONATED ARTIFACT	" "	05A
05A.01.AR51	PAINT BRUSHES	DONATED ARTIFACT	" "	05A
05A.01.AR52	PALLETTE KNIVES	DONATED ARTIFACT	" "	05A
05A.01.AR53	PAINTERS TAPE	DONATED ARTIFACT	" "	05A
05A.01.AR54	GOUACHE	DONATED ARTIFACT	" "	05A
05A.01.AR55	SLIP JOINT PLIERS	DONATED ARTIFACT	" "	05A
05A.01.AR56	GROOVE JOINT PLIERS	DONATED ARTIFACT	" "	05A

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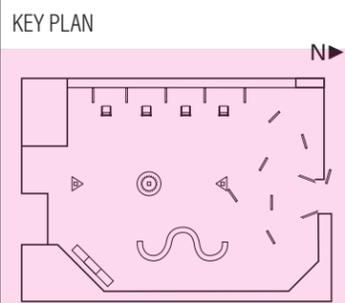
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DRAWING NAME: **ARTIFACT SCHEDULE**

DRAWING NO: **EX.02.06**

EX.03.00

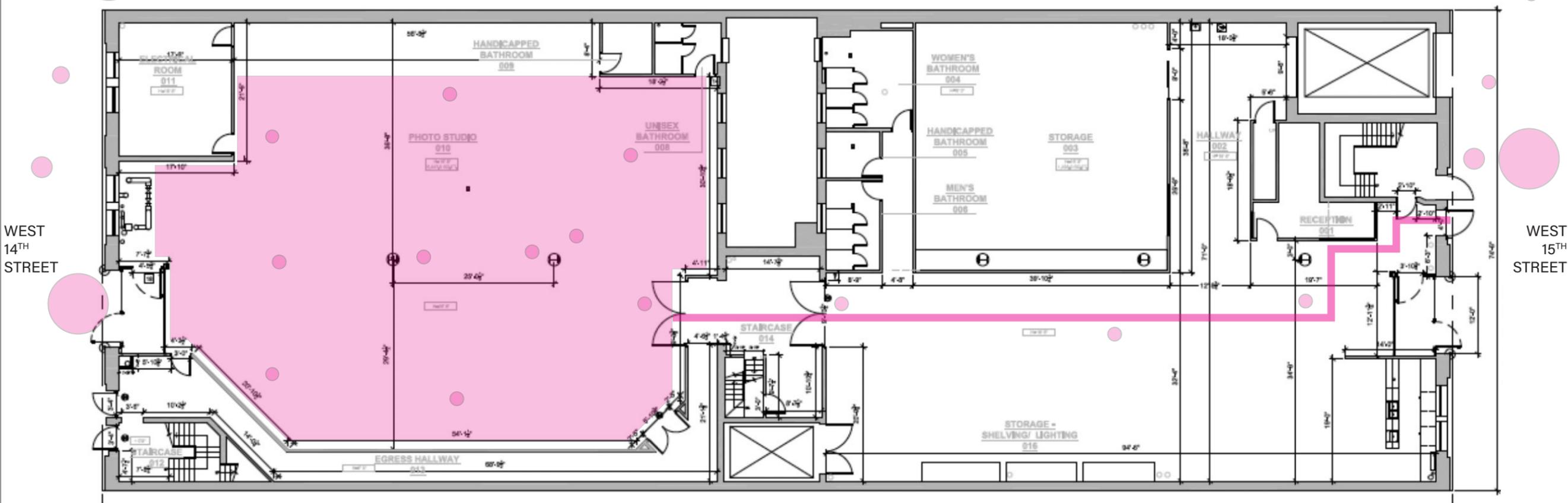
PLANS, SECTIONS
+ ELEVATIONS



DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **LOCATION PLAN
HIGHLINE STAGES**

DRAWING NO: **EX.03.01**



WEST
14TH
STREET

WEST
15TH
STREET

STAGE D & LOBBY

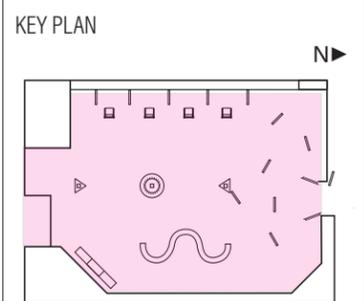
- Approx. 10,000 sq/ft (including restrooms and bar)
- 600 amp, 3-phase power (1800 amps)
- Opaque overhead garage doors
- 14th Street and 15th Street access
- 10 restrooms
- Highest ceiling: 16' lowest beam: 14'
- Polished concrete and brick cobblestone flooring
- Mezzanine catwalk (90' long)
- Centrally located and pitched floor drain
- Exposed red brick
- White painted brick walls
- 200/Mb internet connection will handle up to 800 guests
- Garage door dimensions
 - 14th Street: 13' 4" wide x 10' 4" high
 - 15th Street: 12' 8" wide x 11' 4" high

PROJECT
**Find
Your
Missing
Piece** 

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SITE
 **HIGHLINESTAGES**
440 WEST 15TH STREET
NEW YORK, NY 10011

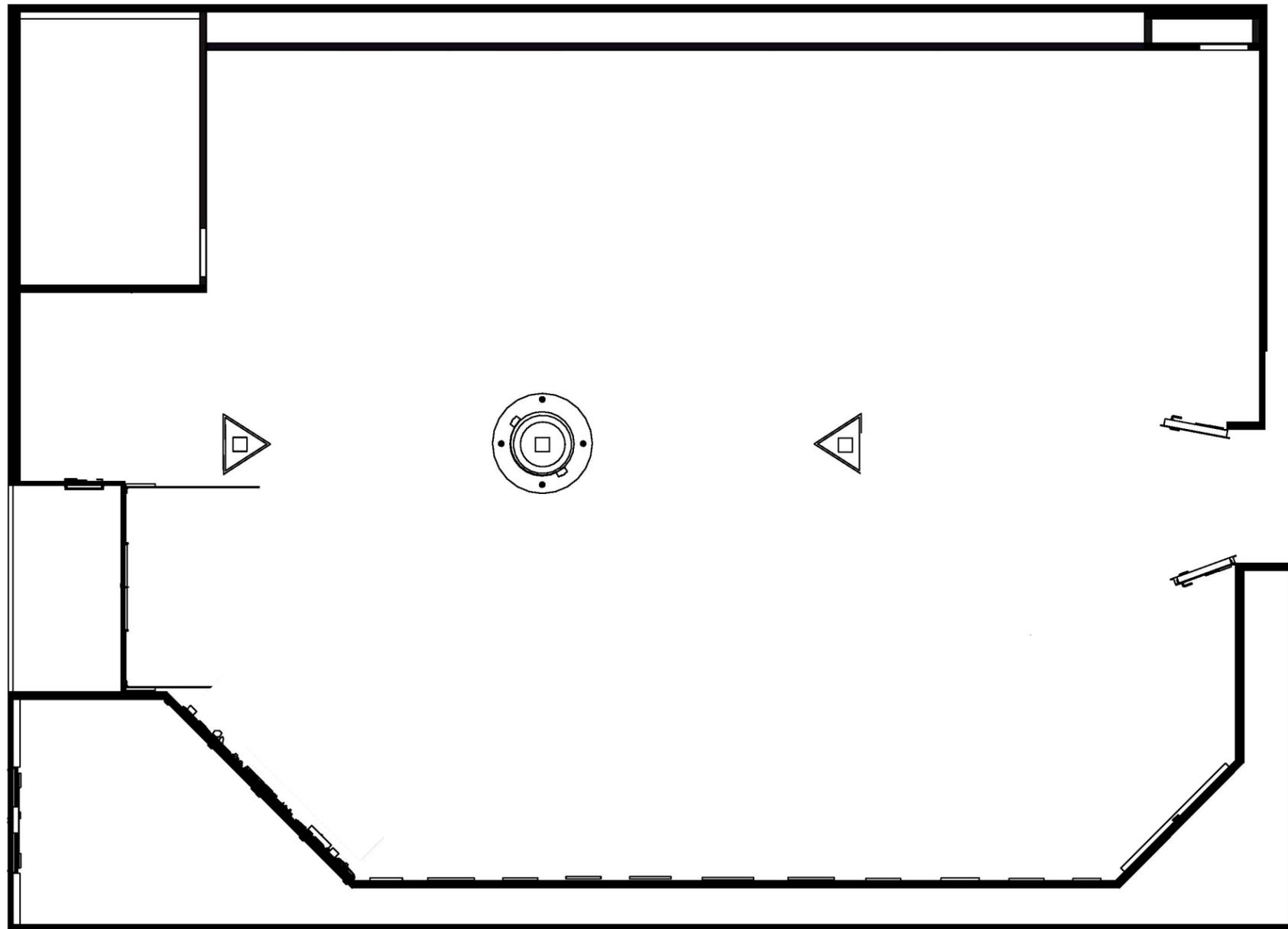
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DO NOT BUILD.



DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **SIMPLIFIED
FLOOR PLAN**

DRAWING NO: **EX.03.02**



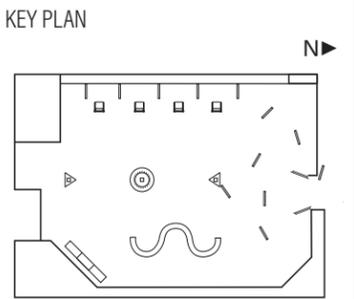
1 SIMPLIFIED FLOOR PLAN
03.02 SCALE: 1"=1'-0"

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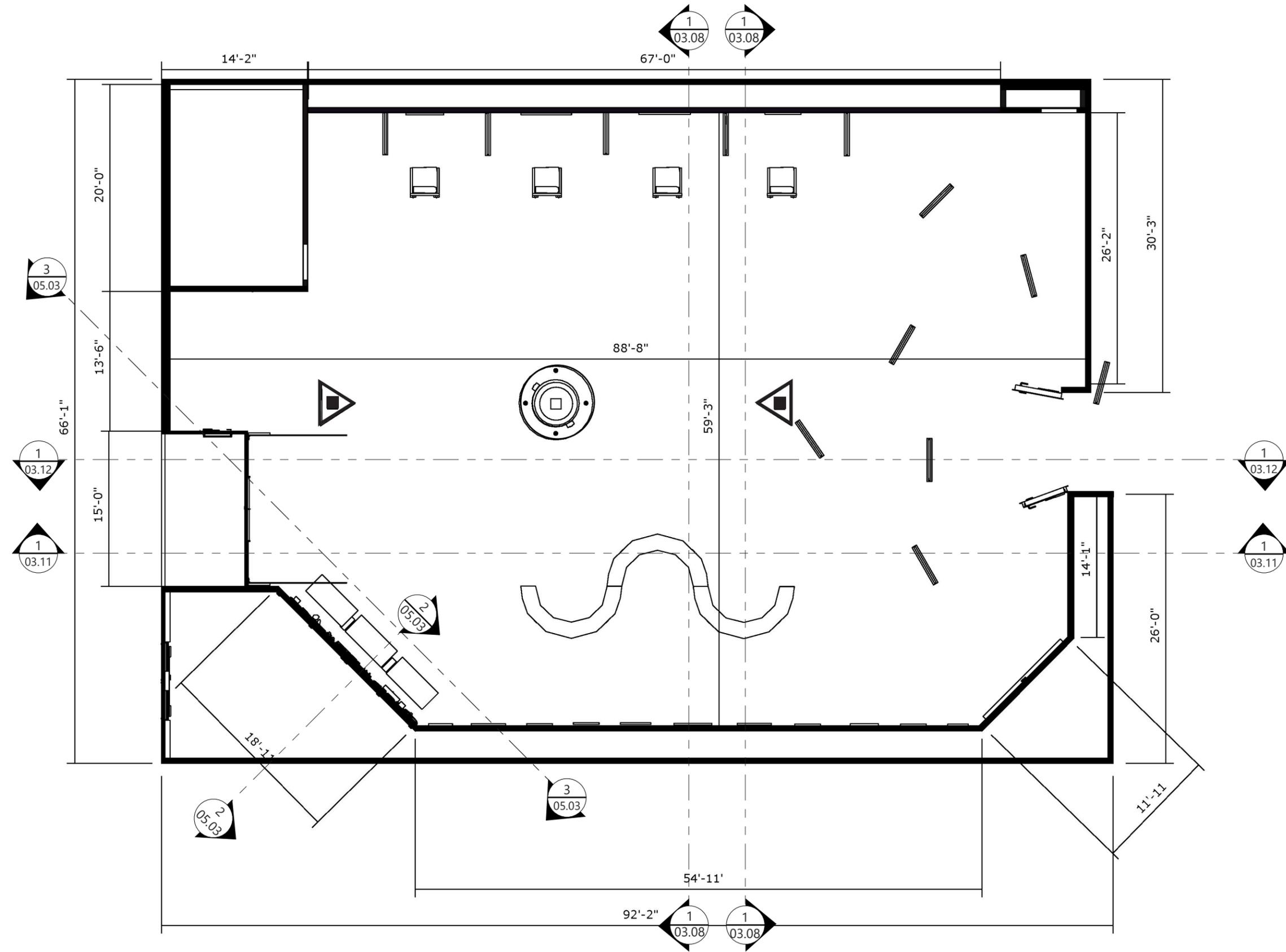
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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **DIMENSIONED FLOOR PLAN**

DRAWING NO: **EX.03.03**



1 PLAN: DIMENSIONED FLOOR PLAN
03.03 1"=10'-0"

04A. MEET THE MAKERS

03A. LOVE IT OR LEAVE IT

02A. SPEED DATING (WITH A PAINTING)

09A. EXTERIOR WAYFINDING

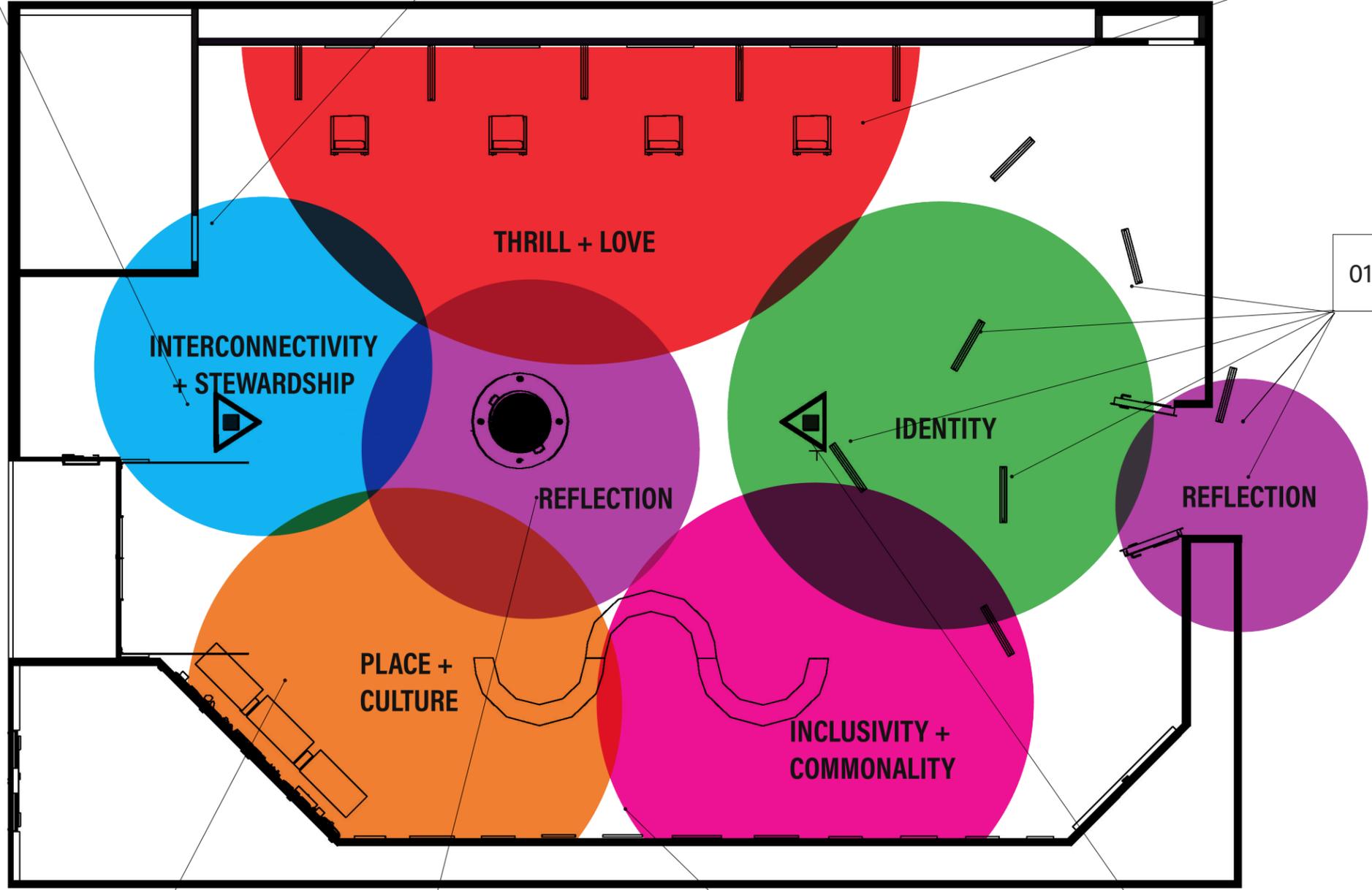
01A. ENTRY INTRODUCTION

05A. TOOLS OF THE TRADE

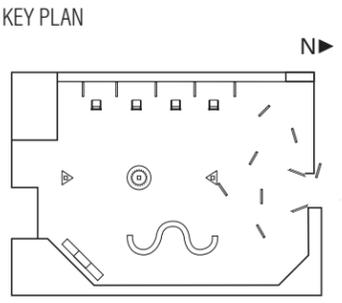
08A. FEEDBACK COLUMN

06A. GALLERY WALL

07A. MEET THE MAKERS



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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **EXHIBITION AREAS**

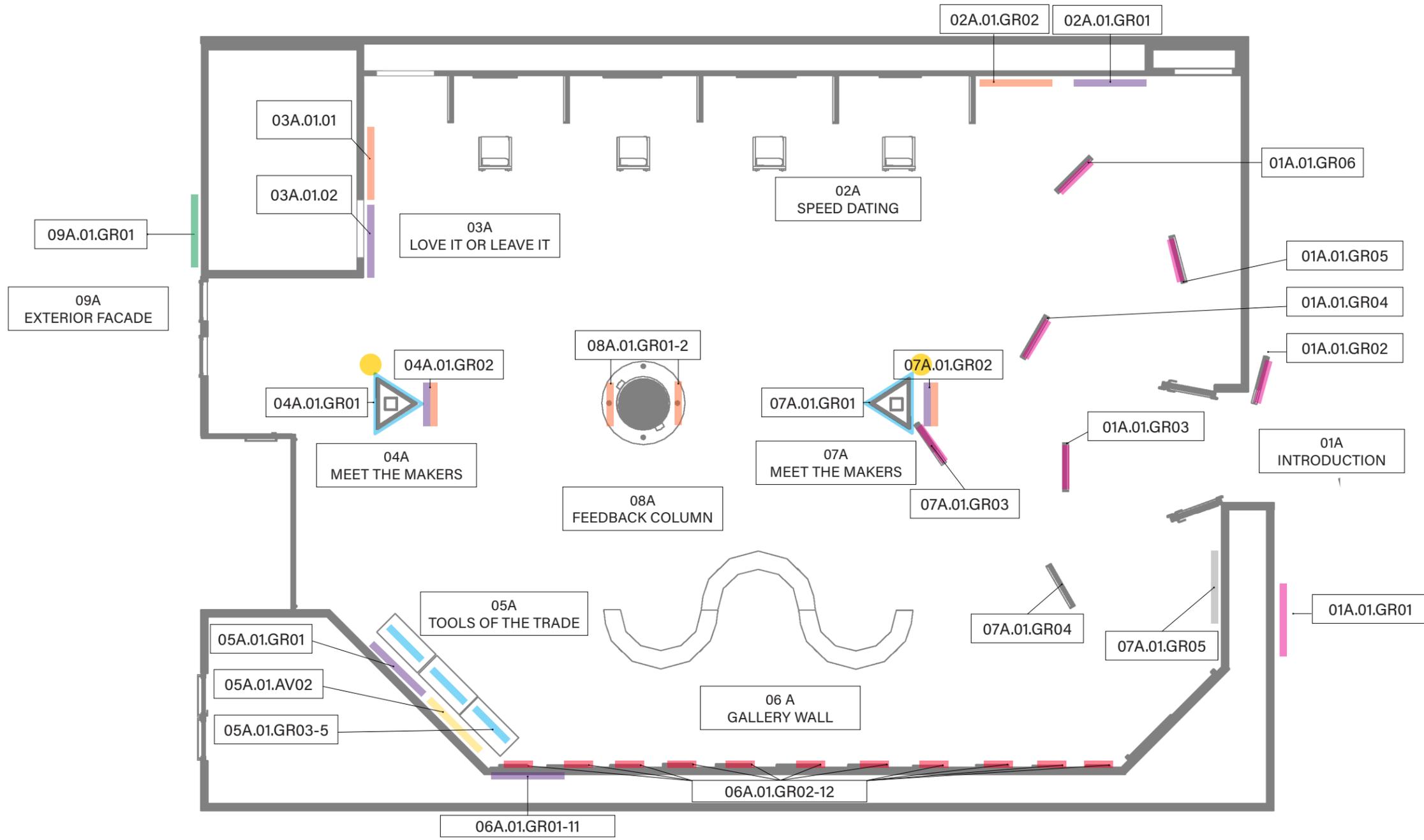
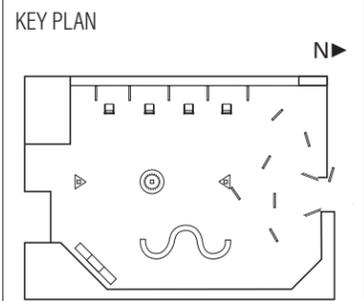
DRAWING NO: **EX.03.04**

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1 GRAPHIC LOCATION PLAN
03.05 1"=10'-0"

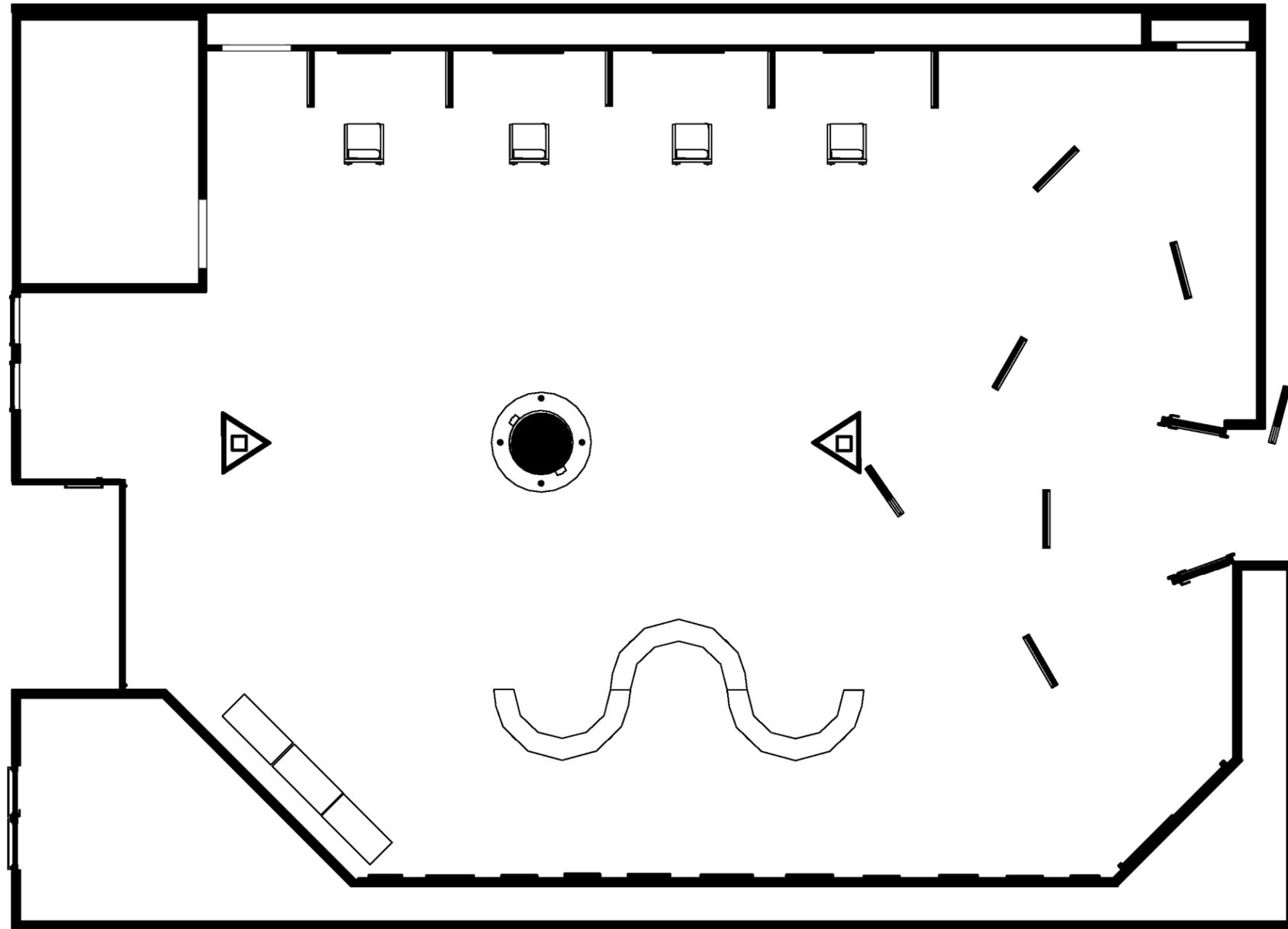
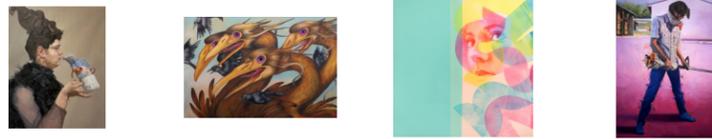
-  INTRODUCTION
Exhibition Title, Intro Content
-  CONTENT GRAPHICS
-  ARTWORK & OBJECTS
-  DIGITAL MEDIA
-  AREA INTRODUCTION
Area Title, Area Introduction
-  DIRECTIVES
-  MURALS
-  WAYFINDING

DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **GRAPHIC LOCATION PLAN**

DRAWING NO: **EX.03.05**

ARTWORK THUMBNAIL PLAN



1 PLAN
Scale: 1" = 10'-0"

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Exhibition & Experience Design

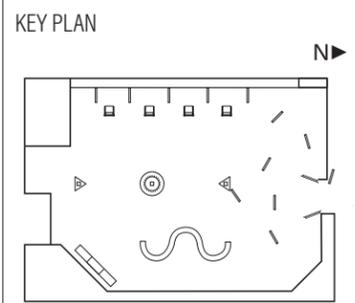
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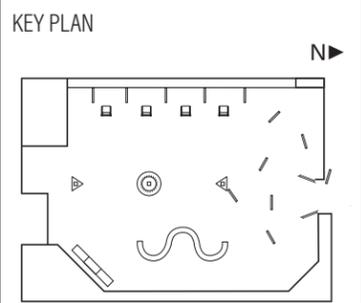


DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **ARTWORK
THUMBNAIL PLAN**

DRAWING NO: **EX.03.06**

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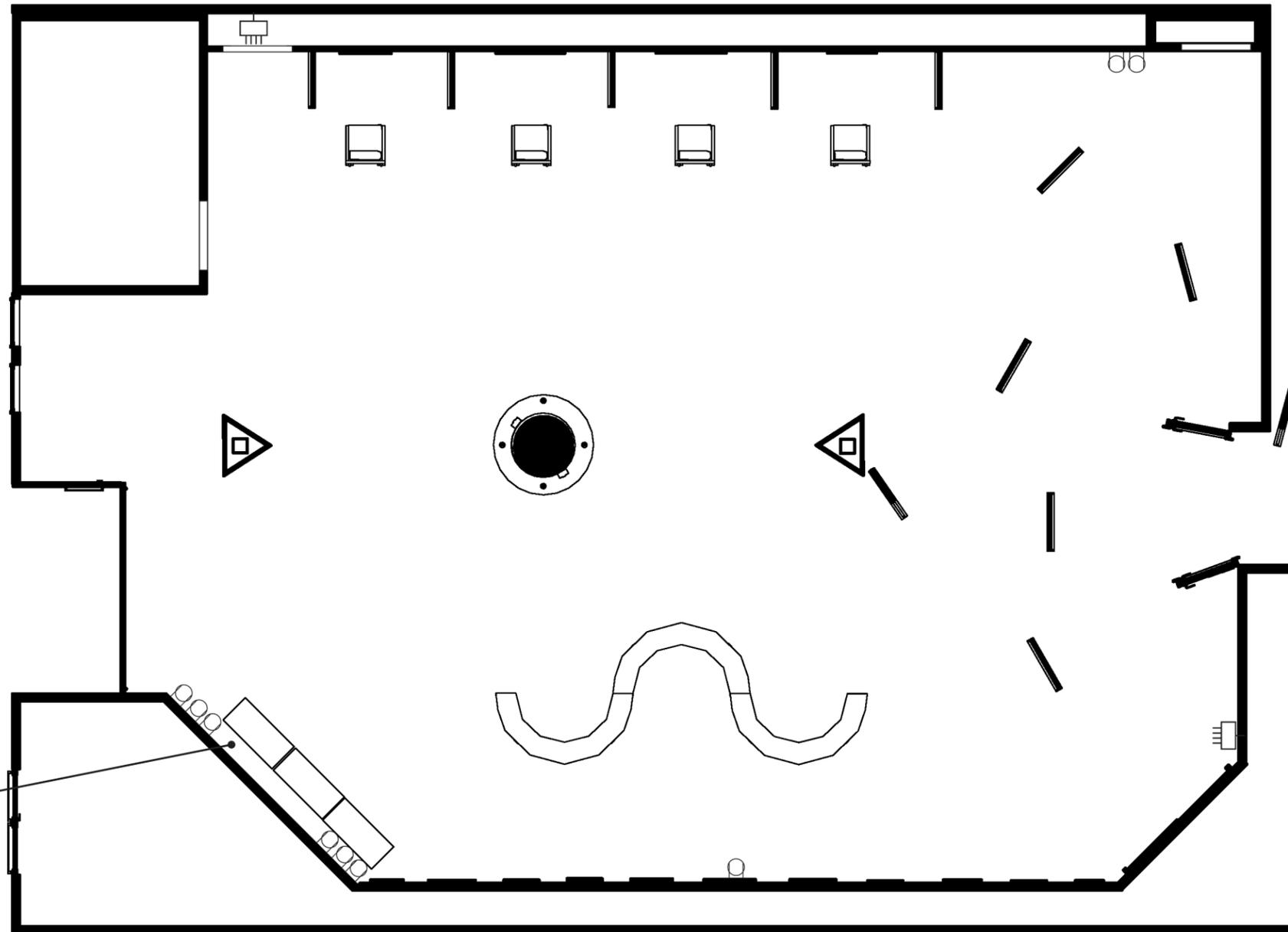


DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **DATA +
POWER PLAN**

DRAWING NO: **EX.03.07**

400 AMP 3-PHASE POWER



100 AMP 3-PHASE POWER

1500 AMP TOTAL POWER
WIFI THROUGHOUT

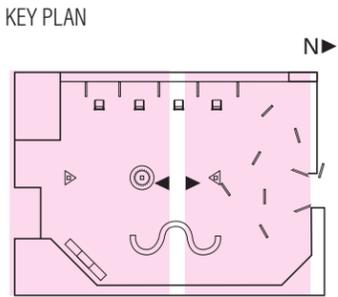
1 PLAN: DATA + POWER PLAN
03.07 1"=10'-0"

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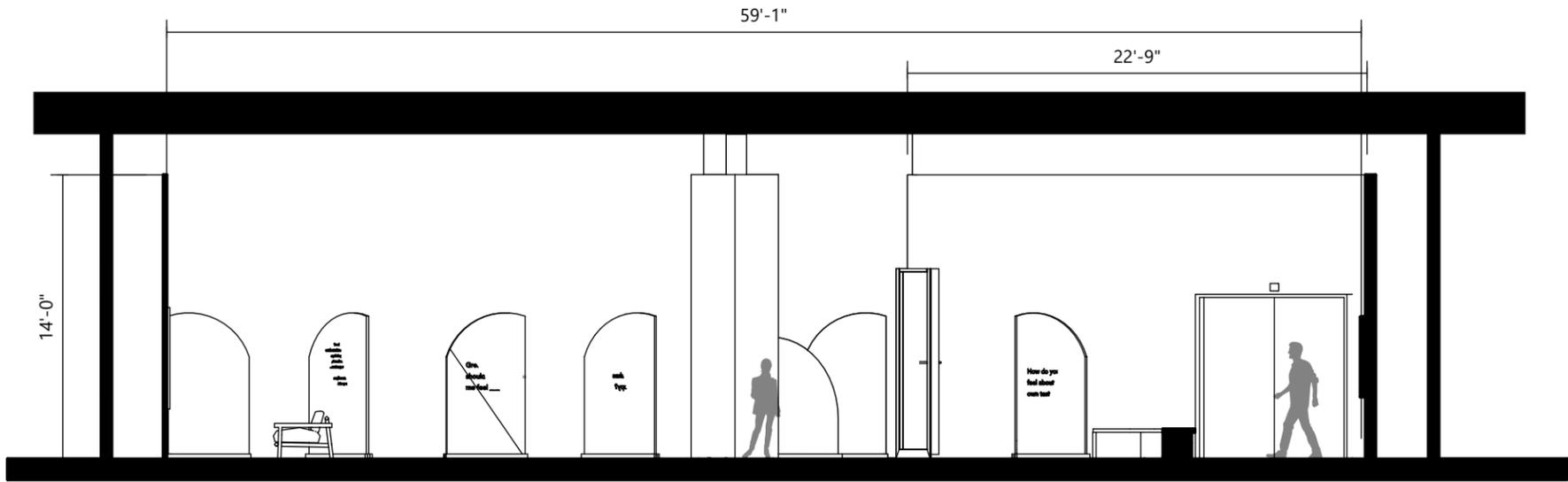
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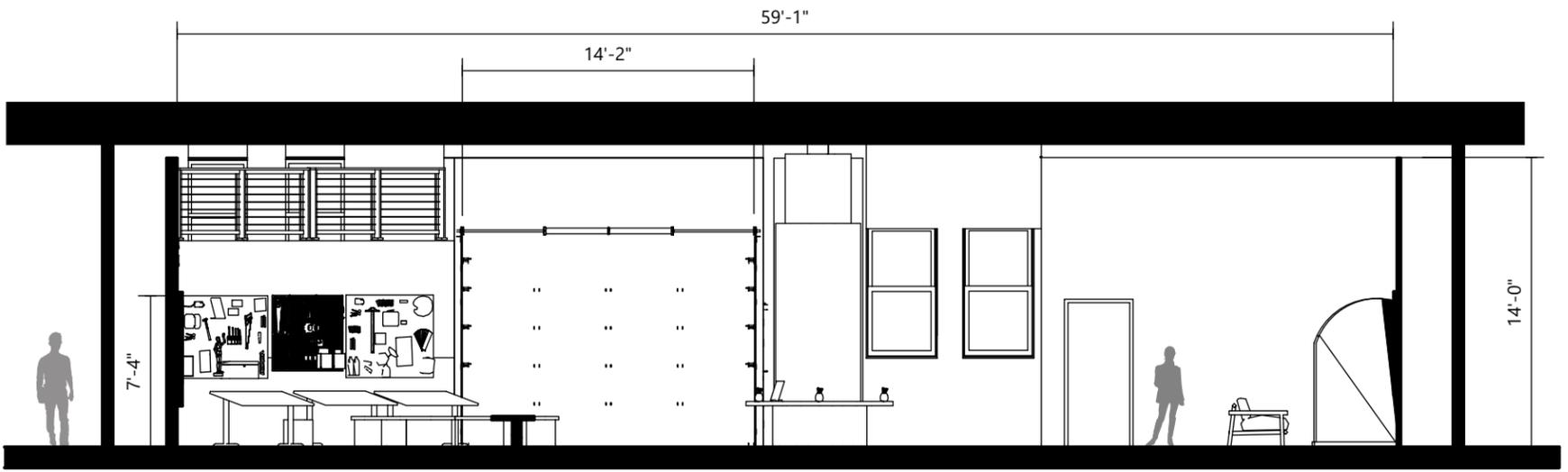
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **SECTIONS
NORTH + SOUTH**

DRAWING NO: **EX.03.08**



1 SECTION: NORTH
03.08 SCALE: 1/8" = 1'-0"



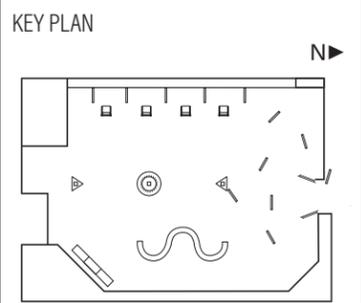
2 SECTION: SOUTH
03.08 SCALE: 1/8" = 1'-0"

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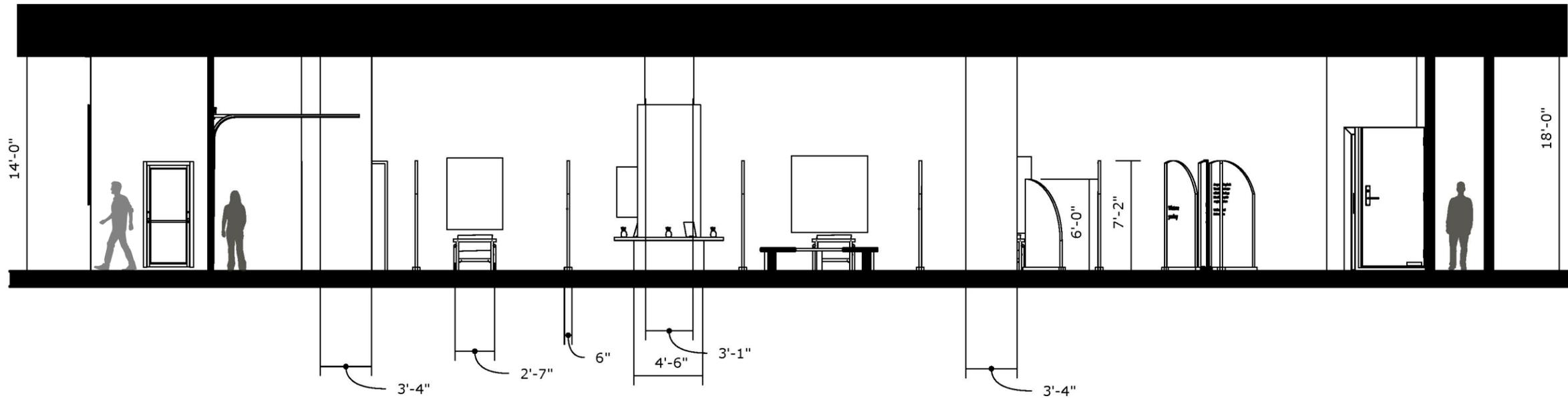
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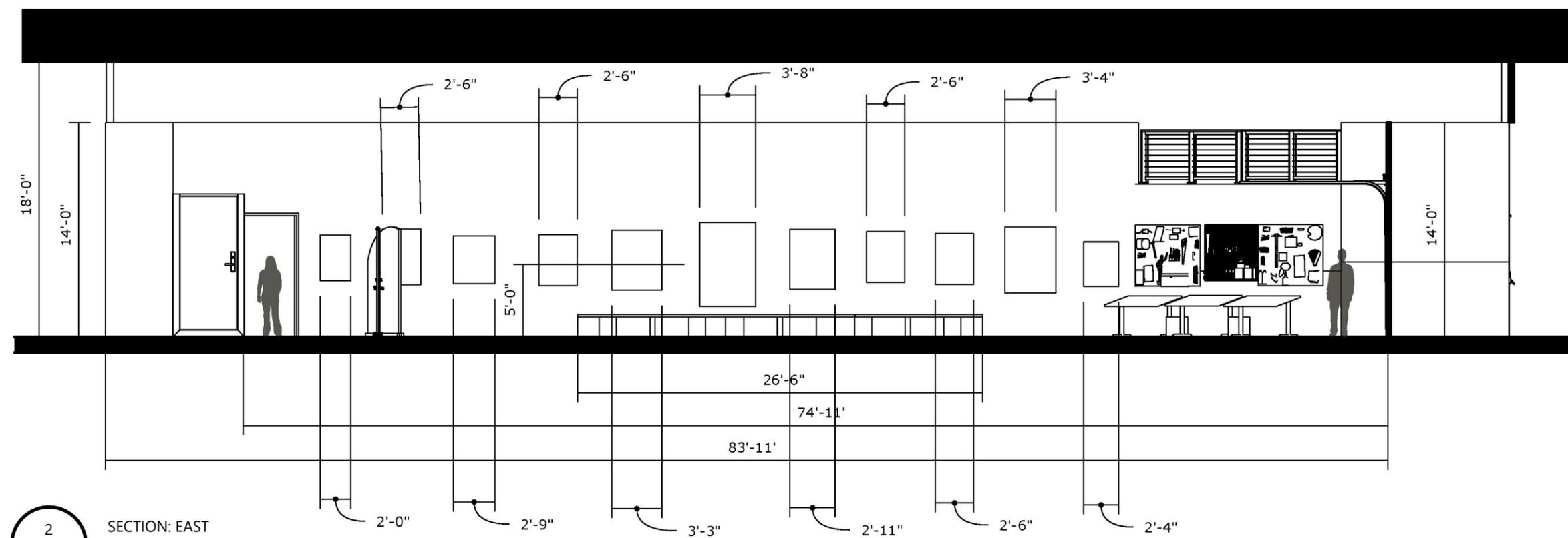
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **WEST + EAST SECTIONS**

DRAWING NO: **EX.03.09**



1 SECTION: WEST
03.09 SCALE: 1/8" = 1'-0"



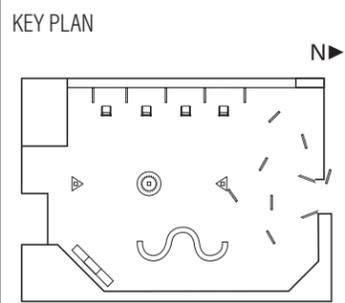
2 SECTION: EAST
03.09 SCALE: 1/8" = 1'-0"

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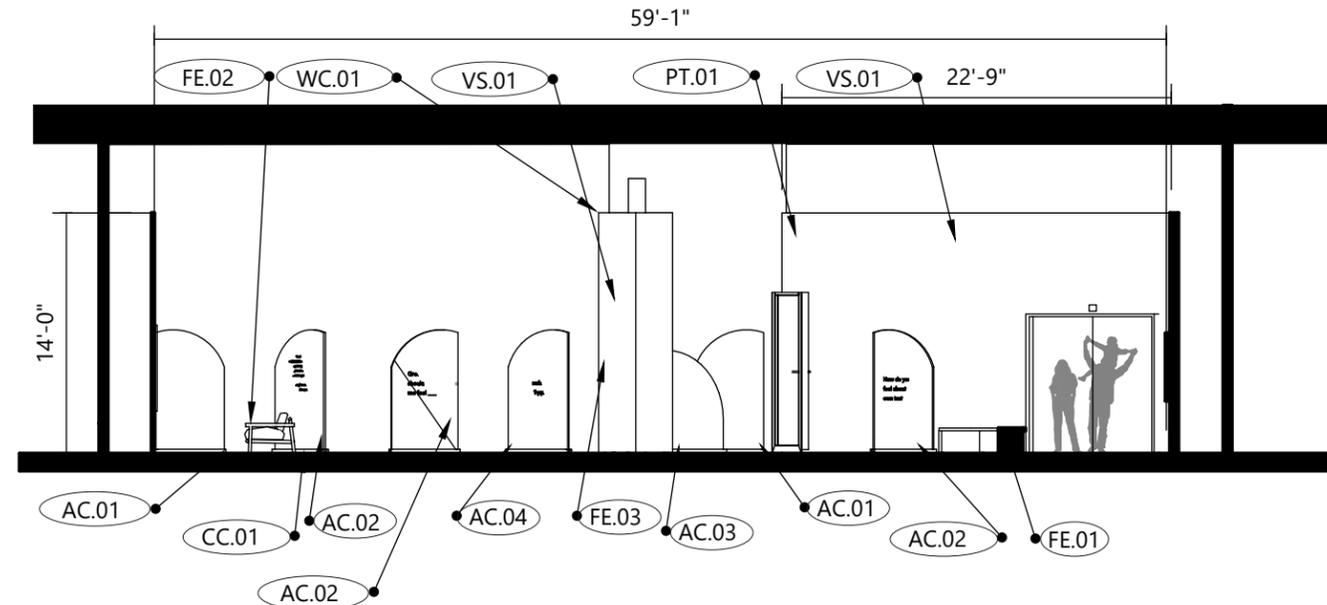
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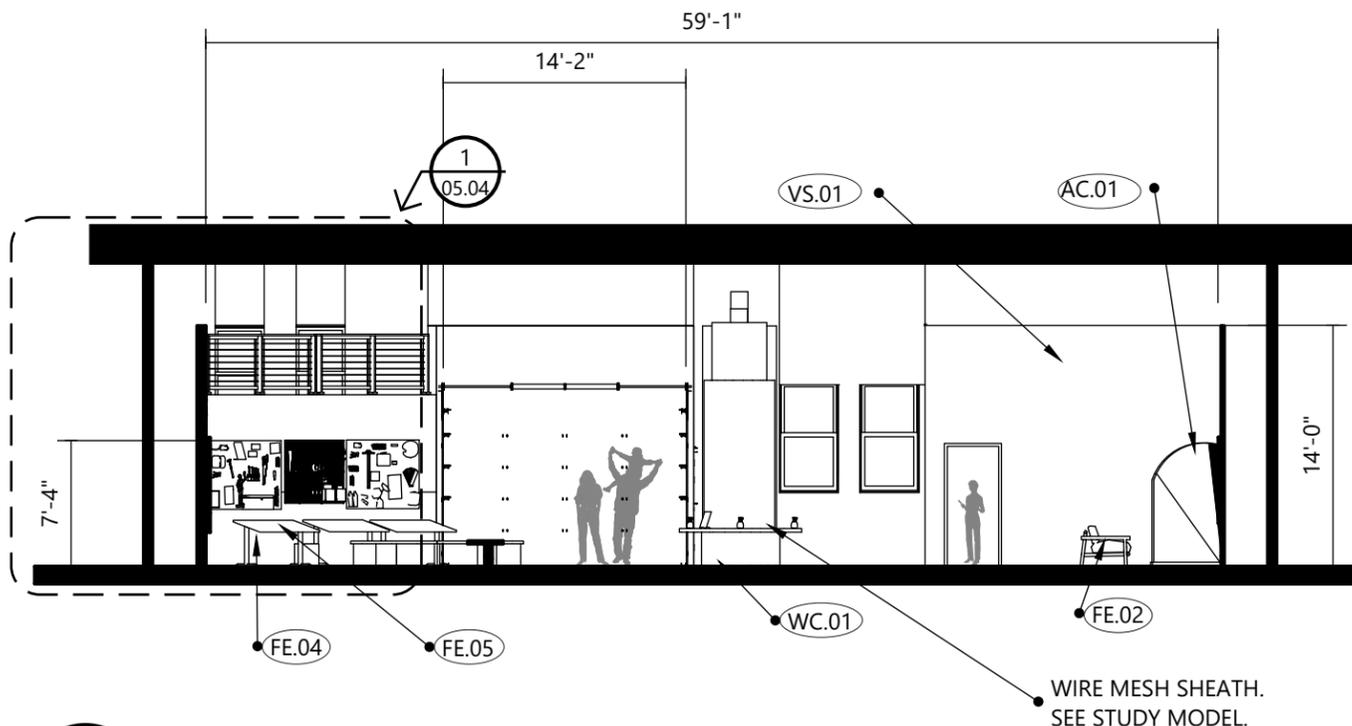
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **MATERIAL SECTIONS**

DRAWING NO: **EX.03.10**



1 MATERIALS, FIXTURES + EQUIPMENT SECTION: NORTH
03.10 SCALE: 3/32"=1'-0"



2 MATERIALS, FIXTURES & EQUIPMENT SECTION: SOUTH
03.10 SCALE: 3/32"=1'-0"

INTRODUCTION



CAMERON A. LEDY
Exhibition & Experience Design

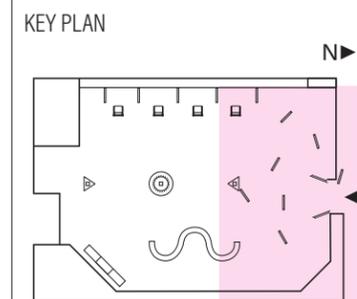
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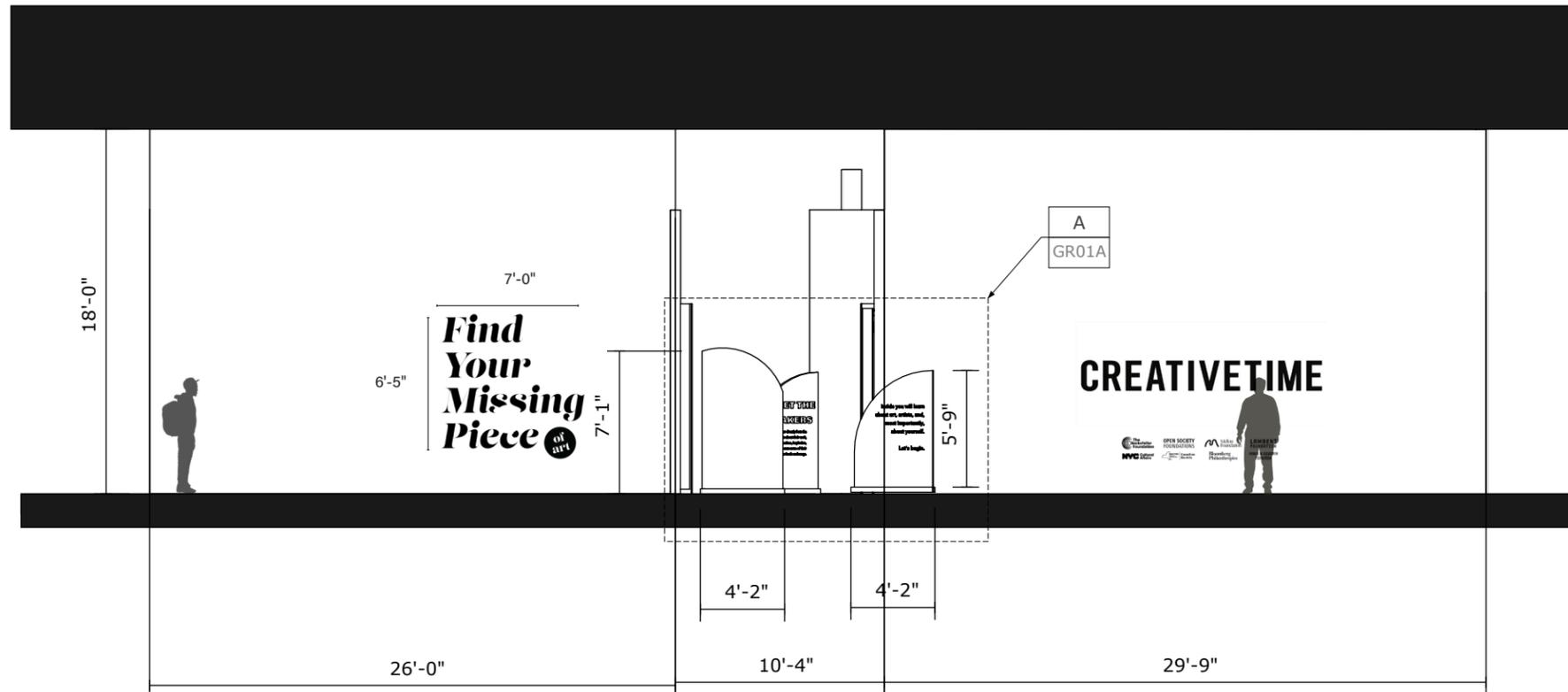
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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **ENTRY
ELEVATION**

DRAWING NO: **EX.03.11**



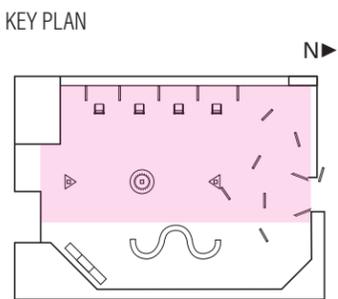
1 ENTRY ELEVATION
EX.03.11 SCALE: 1/8" = 1'0"

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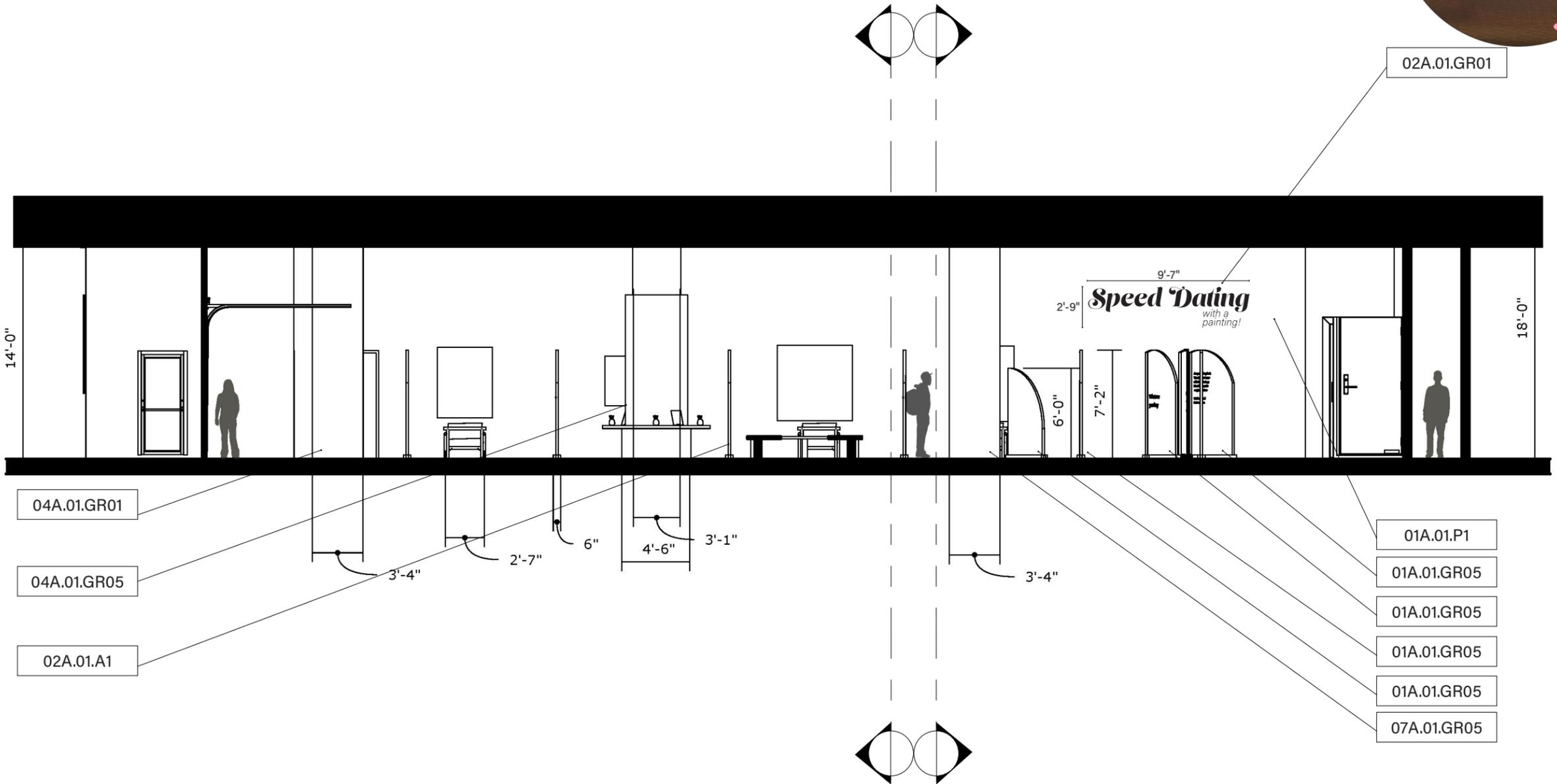
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **WEST SECTION**

DRAWING NO: **EX.03.12**



02A.01.GR01



1 SECTION: WEST
SCALE: 1/8" = 1'-0"



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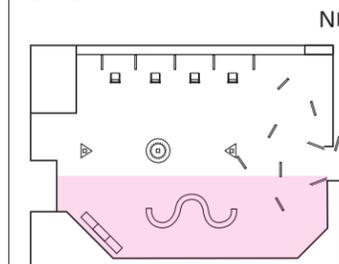
SITE

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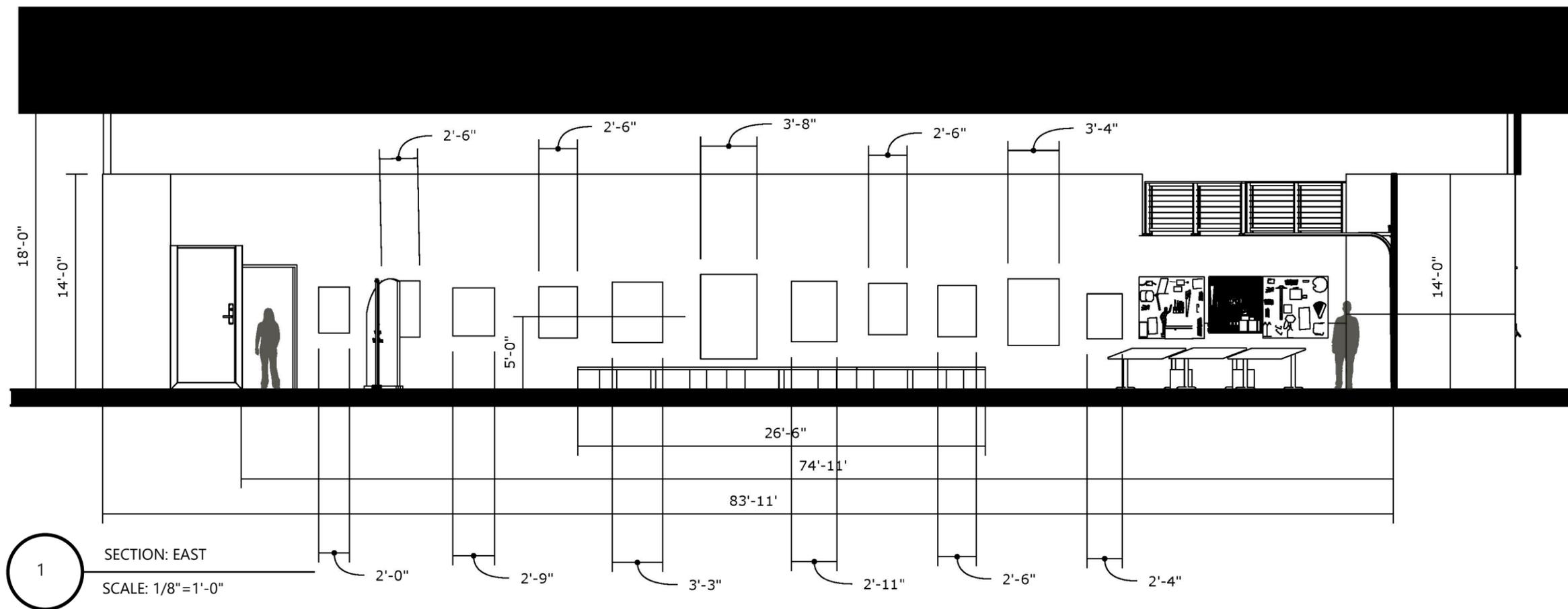
KEY PLAN



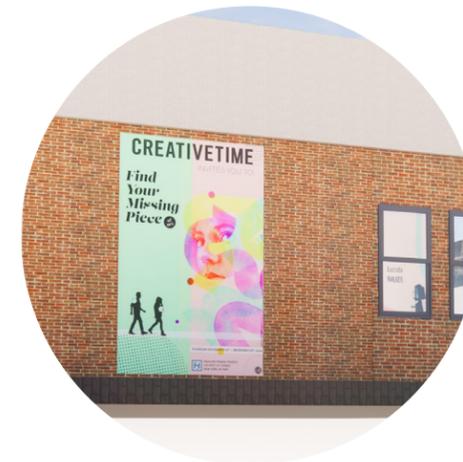
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **EAST SECTION**

DRAWING NO: **EX.03.13**



SECTION: EAST
SCALE: 1/8"=1'-0"



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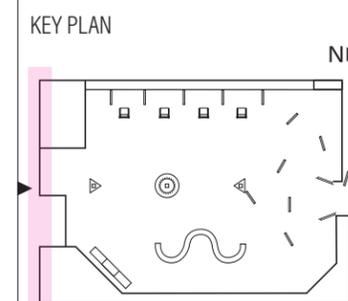
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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
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DRAWING NAME: **FACADE
ELEVATION**

DRAWING NO: **EX.03.14**

65'-7"

16'-3"

2'-3"

14'-0"

33'-9"

14'-10"

5'-5"

7'-5"

4'-2"

1

EXTERIOR ELEVATION NORTH - 09A.01.GR01 TYPE D
SCALE: 3/16" = 1'

EX.04.00

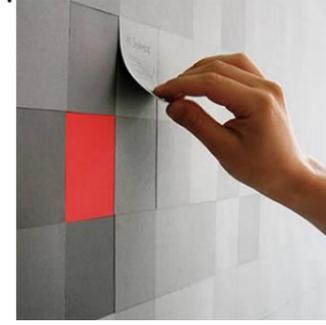
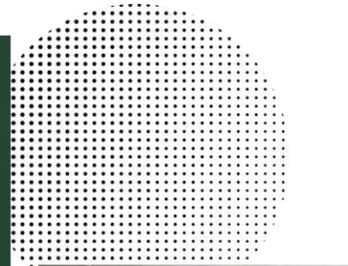
GRAPHIC SYSTEMS

VISUAL IDENTITY INSPIRATION

LIVE OUT LOUD



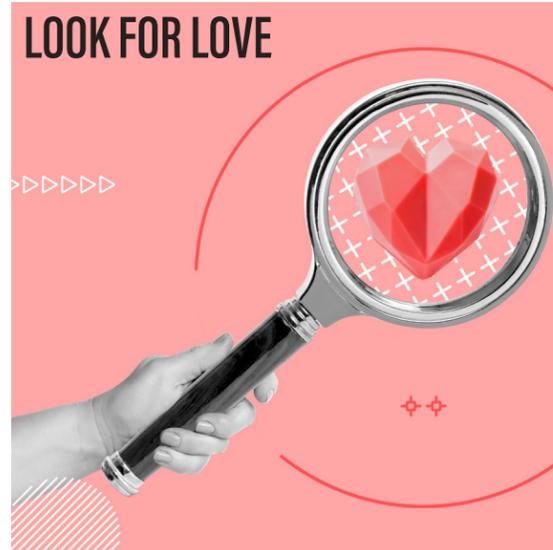
LOOK DEEPLY & REFLECT



MAKE CONNECTIONS



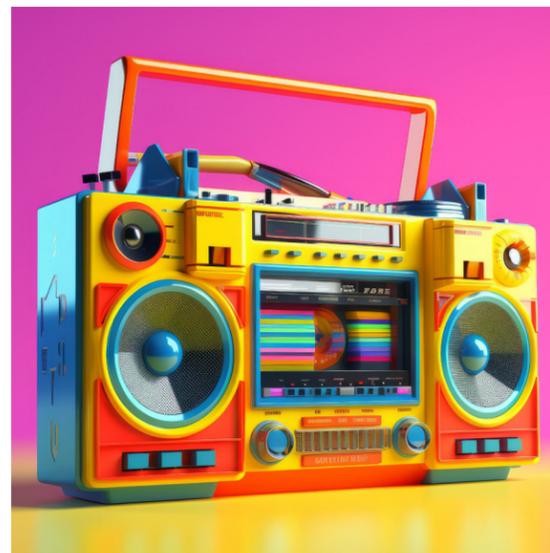
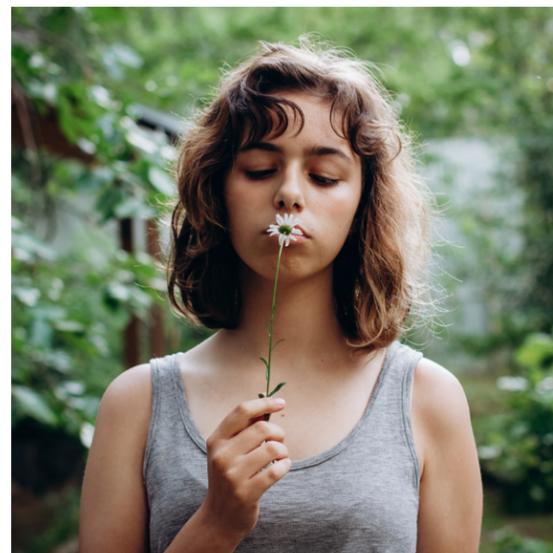
Museum of Vancouver "The Happy Show" - Stefan Sagmeister



LOOK FOR LOVE



*Logo recreated for visual clarity.



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All images Adobe Stock unless otherwise indicated.

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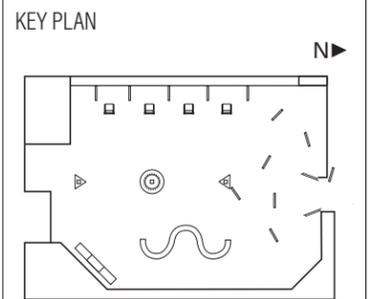
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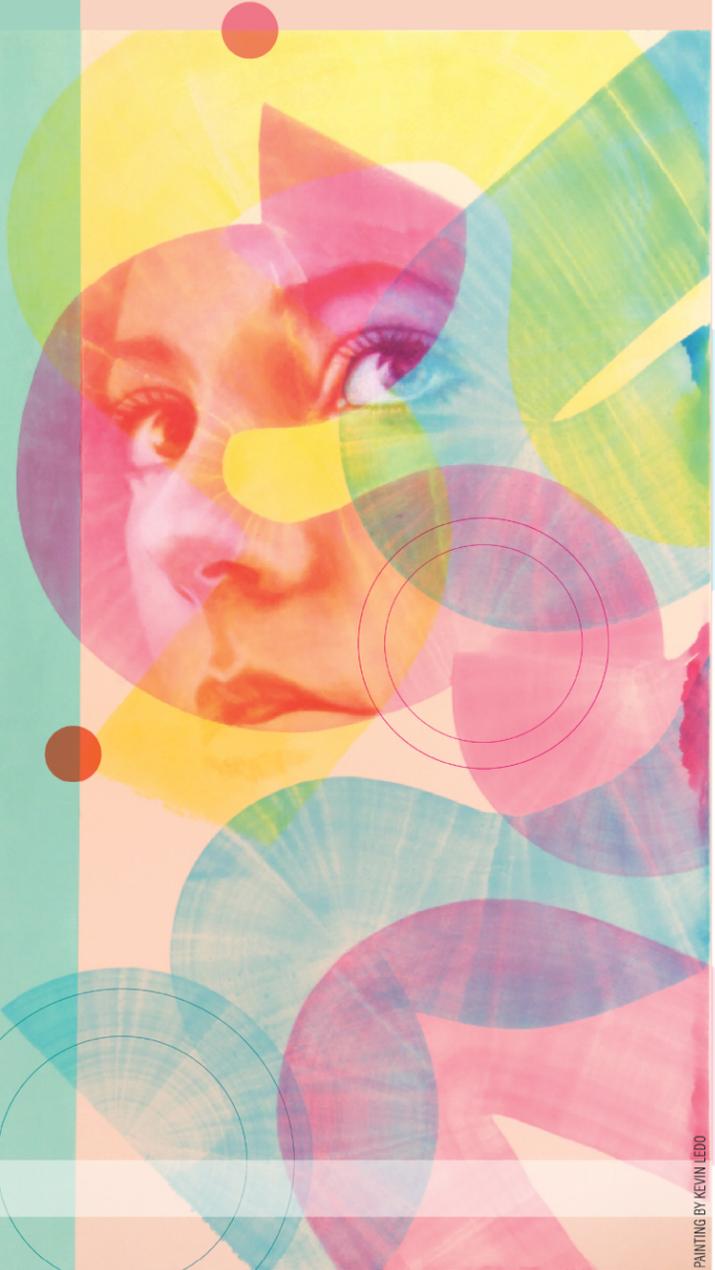
DRAWING NAME: **VISUAL REFERENCES**

DRAWING NO: **EX.04.01**

CREATIVETIME

INVITES YOU TO:

Find Your Missing Piece



THURSDAY NOVEMBER 14TH – DECEMBER 19TH, 2024



HIGHLINE STAGES, STAGE D
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PAINTING BY KEVIN LEDO



TRANSPARENCY:
Honesty, shades, tinting or shading the meaning

MIRRORS + SELF REFLECTION:
Individuality, subjectivity, highly personalized experiences



SILHOUETTES:
Similar forms can have wildly different contents

CIRCLES:
Individuals, daubs of paint, spray paint, red dots, data points, scatter plots, color wheel



SPEECH BUBBLES:
First person narrative information, P.O.V.

HALFTONES:
Images comprised of dots illustrate how the whole is greater than the sum of it parts



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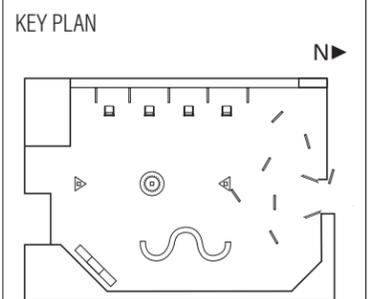
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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **VISUAL COMMUNICATION BRIEF**

DRAWING NO: **EX.04.02**

LOGO + TYPE

**Find
Your
Missing
Piece** 

Lust Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & \$

Acumin Variable Concept
(Condensed Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!&\$

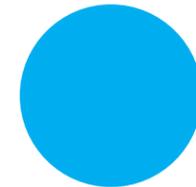
Acumin Variable Concept
(Condensed Semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!&\$

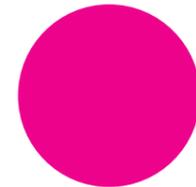
Acumin V.C.
(Wide Thin)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!&\$

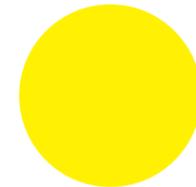
COLORS + PATTERNS



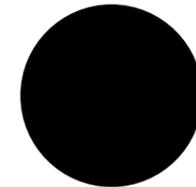
CYAN



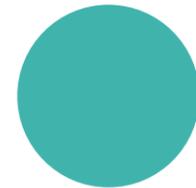
MAGENTA



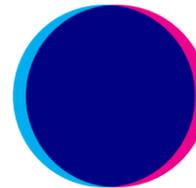
YELLOW



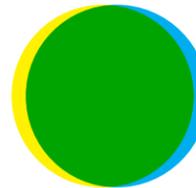
RICH BLACK



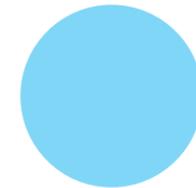
TEAL



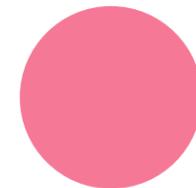
PURPLE



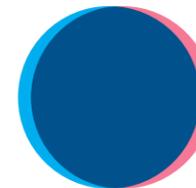
GREEN



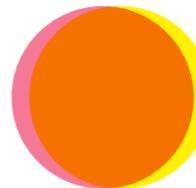
50% CYAN



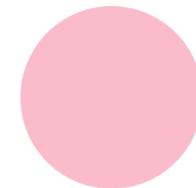
WARM PINK



DARK TEAL



ORANGE



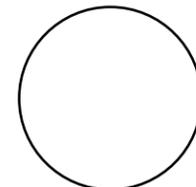
50% WARM PINK



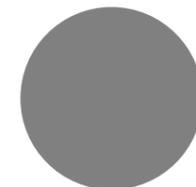
50% YELLOW



HALFTONE

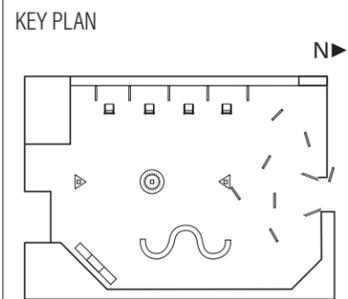


BENJAMIN MOORE
DECORATORS' WHITE



50% BLACK

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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **BRAND
IDENTITY**

DRAWING NO: **EX.04.03**



CAMERON A. LEDY 
Exhibition & Experience Design

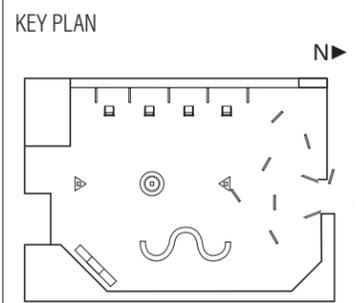
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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **COLLATERAL
+ ASSETS I**

DRAWING NO: **EX.04.04**



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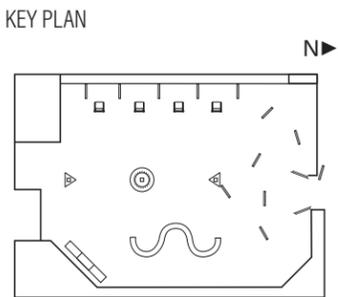
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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **COLLATERAL
+ ASSETS II**

DRAWING NO: **EX.04.05**

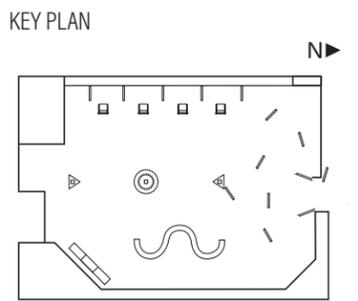


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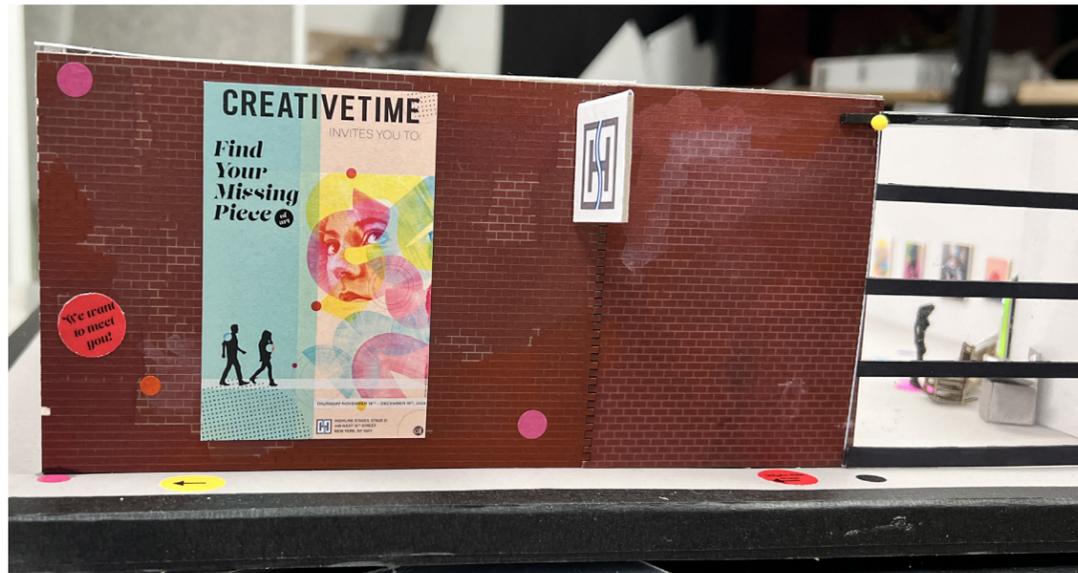
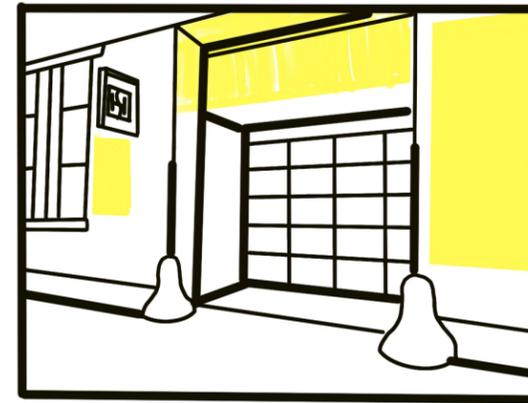
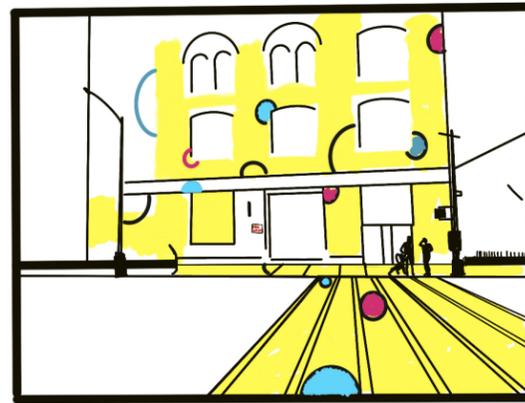
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DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **COLLATERAL
+ ASSETS III**

DRAWING NO: **EX.04.06**



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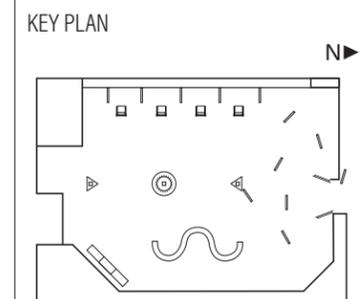
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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **GRAPHIC WAYFINDING SYSTEM**

DRAWING NO: **EX.04.07**

EX:05.00

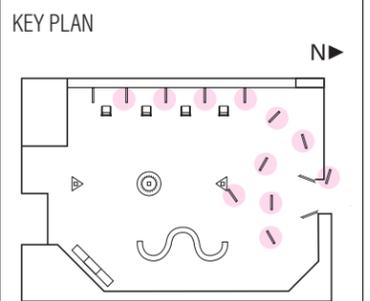
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DETAILING

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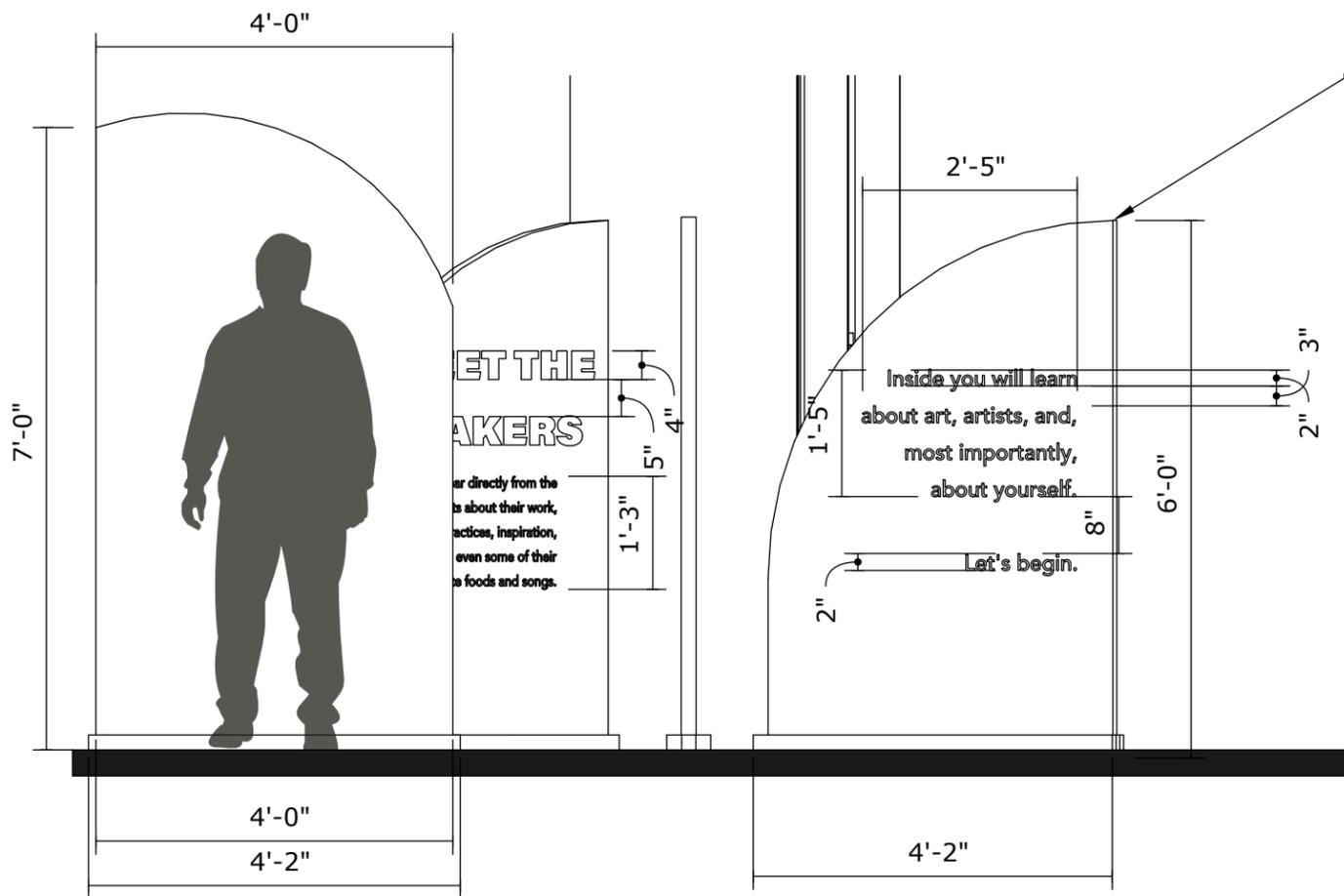
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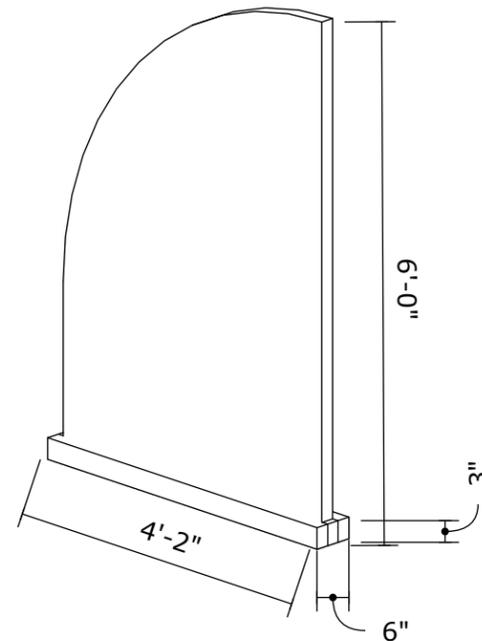
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **DETAIL A**
01A.01.GR02 & GR03 TYPE A

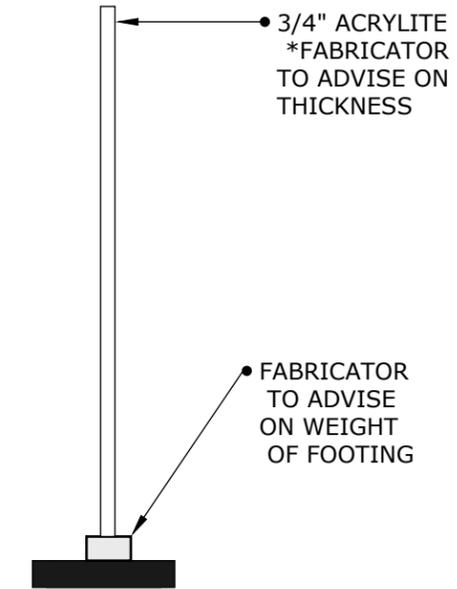
DRAWING NO: **EX.05.01**



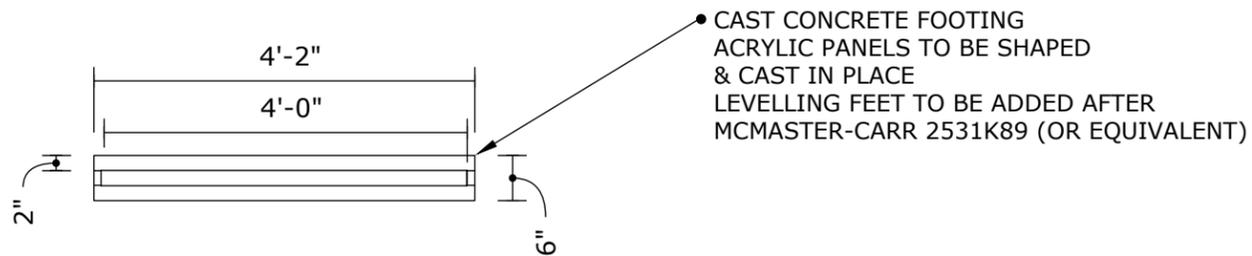
1 DETAIL: GRAPHIC TYPE A
EX.05.01 SCALE: 1/2" = 1'0"



2 ISOMETRIC: GRAPHIC TYPE A
EX.05.01 SCALE: 1/2" = 1'0"



3 SIDE: GRAPHIC TYPE A
EX.05.01 SCALE: 1/2" = 1'0"



4 TOP: GRAPHIC TYPE A
EX.05.01 SCALE: 1/2" = 1'0"



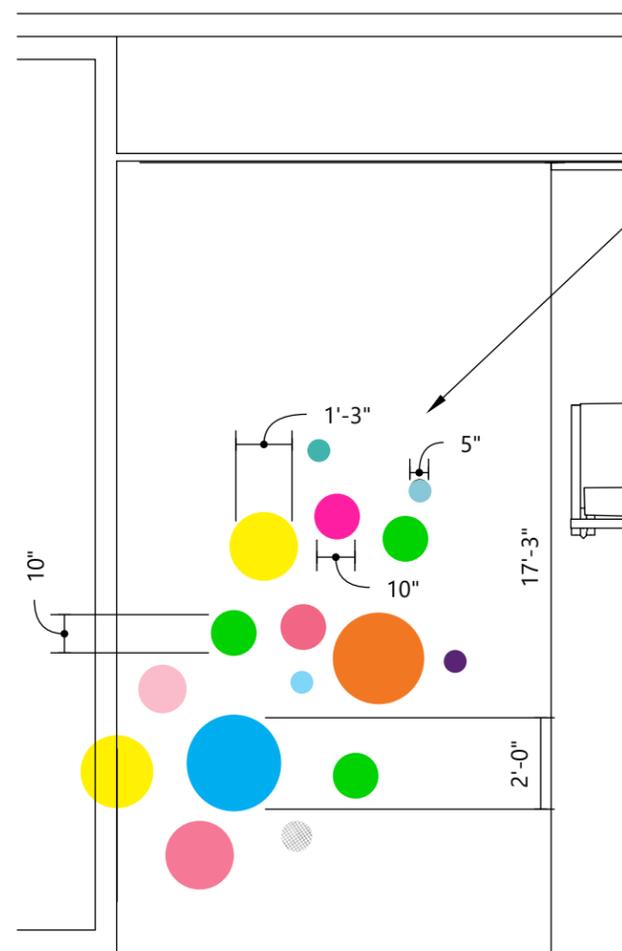
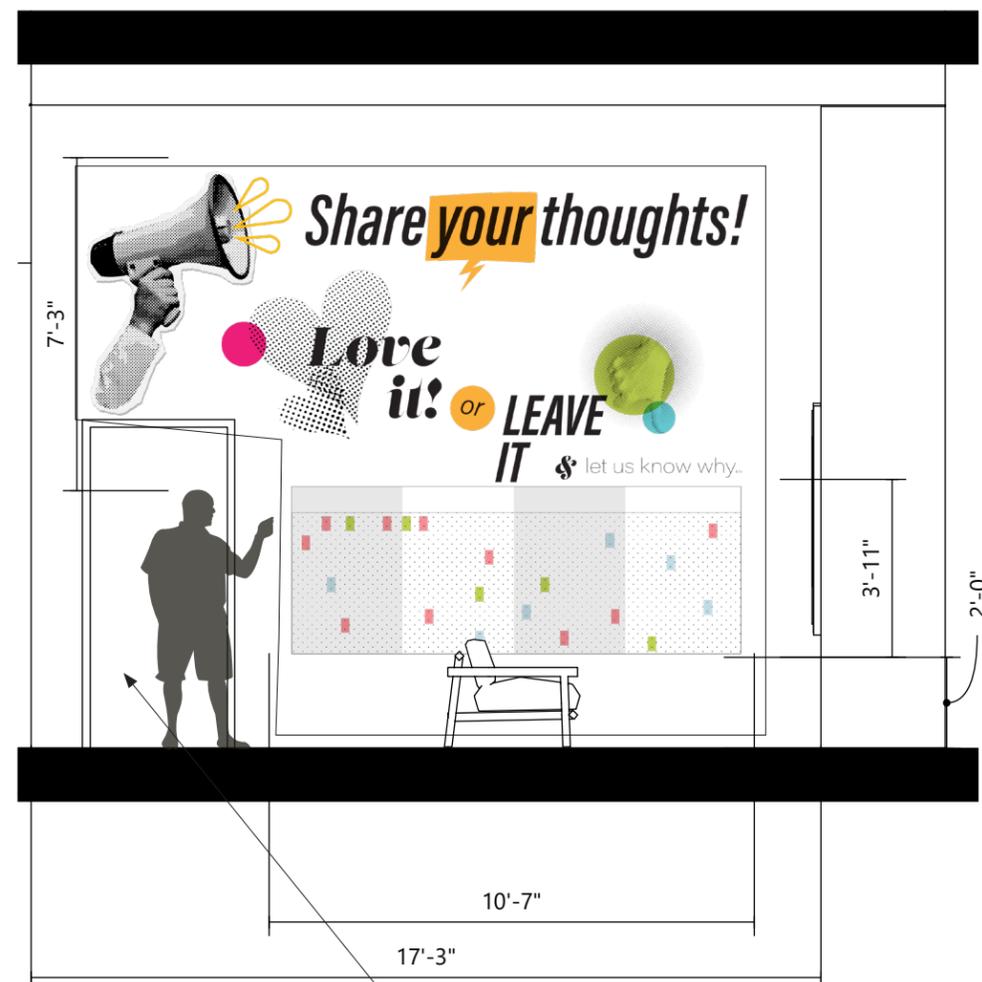
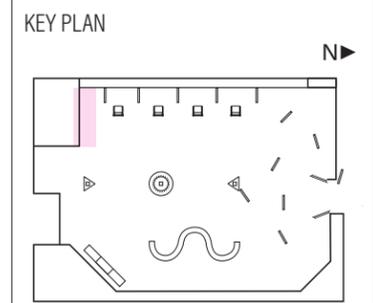


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VINYL DECALS SHOWN HERE IN CLUSTER DISTRIBUTION INDICATIVE OF EXHIBITION AREAS & RELATE BACK TO EXTERIOR WAYFINDING GRAPHICS. AN ASSORTMENT OF VINYL CIRCLES WILL BE ORDERED WITH THE FOLLOWING VARIABLES: BRAND COLORS; 4 SIZES (24"; 15"; 10"; 5"); INDDOR & OUTDOOR VINYL. REFER TO EXHIBITION MODEL PHOTOGRAPHS FOR PLACEMENT AT TIME OF INSTALLATION.

CLUSTERS SHOULD LEAD TO INITIAL TOUCHPOINT OF ACTIVATION AREA, UP THE WALL TO INTRODUCTION OR AREA DIRECTIVE.

- | | | | |
|------------|-----------|----------------------------------|---------------|
| | | | |
| CYAN | MAGENTA | YELLOW | RICH BLACK |
| | | | |
| TEAL | PURPLE | GREEN | 50% CYAN |
| | | | |
| WARM PINK | DARK TEAL | ORANGE | 50% WARM PINK |
| | | | |
| 50% YELLOW | HALFTONE | BENJAMIN MOORE DECORATORS' WHITE | 50% BLACK |

1 03A.01.01 ELEVATION
05.02 1/4" = 1'-0"

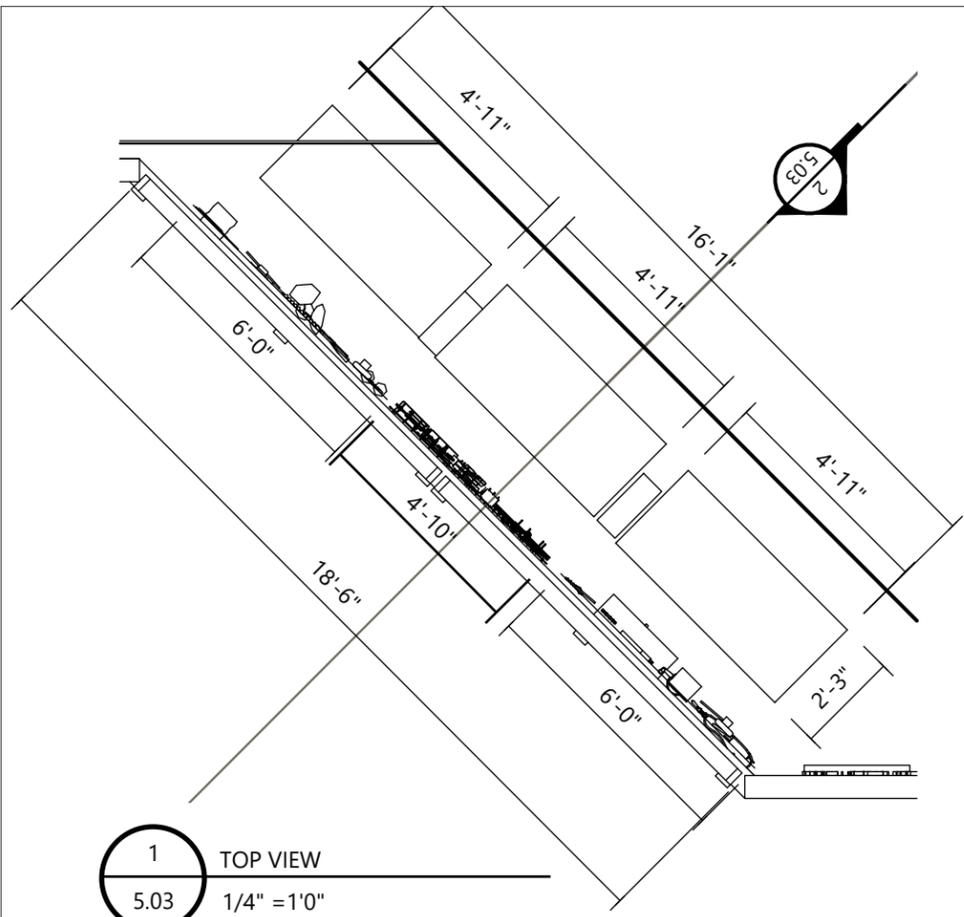
AVERY SHIPPING LABELS IN THREE COLORS PREPRINTED WITH "LOVE IT; LEAVE IT; AND LUKEWARM" WITH A WRITING TABLE FOR ADDITIONAL FEEDBACK

2 09A.01.02-5 TOP
05.02 1/4" = 1'-0"

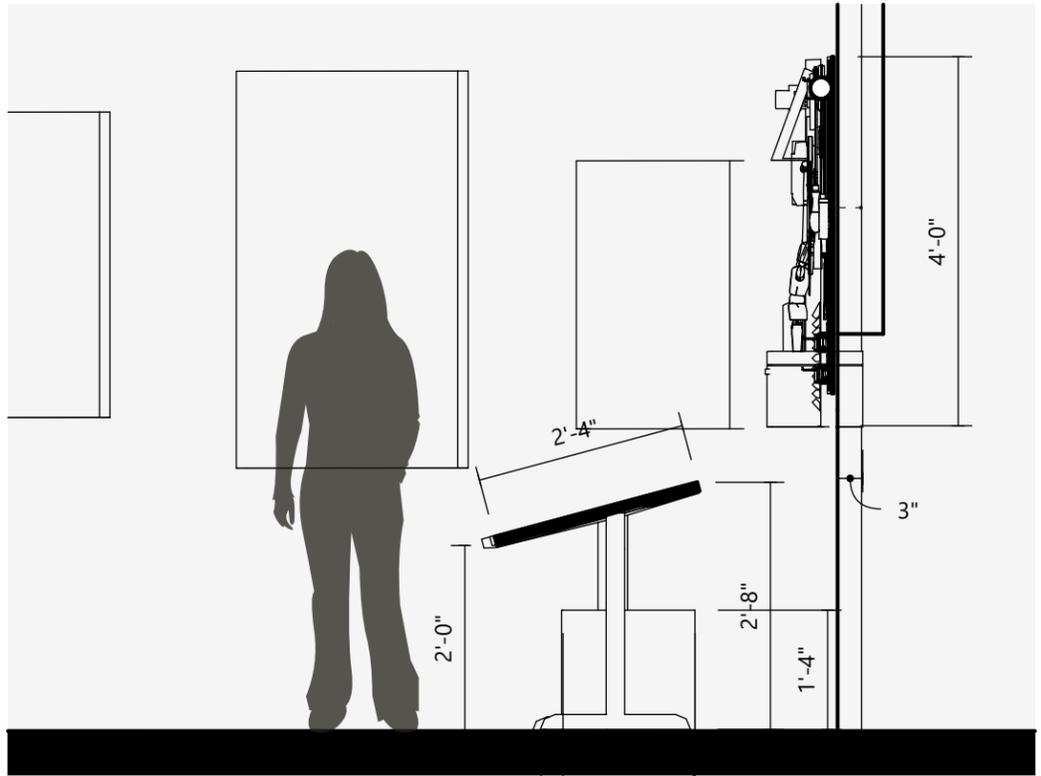
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **DETAIL AREA B**

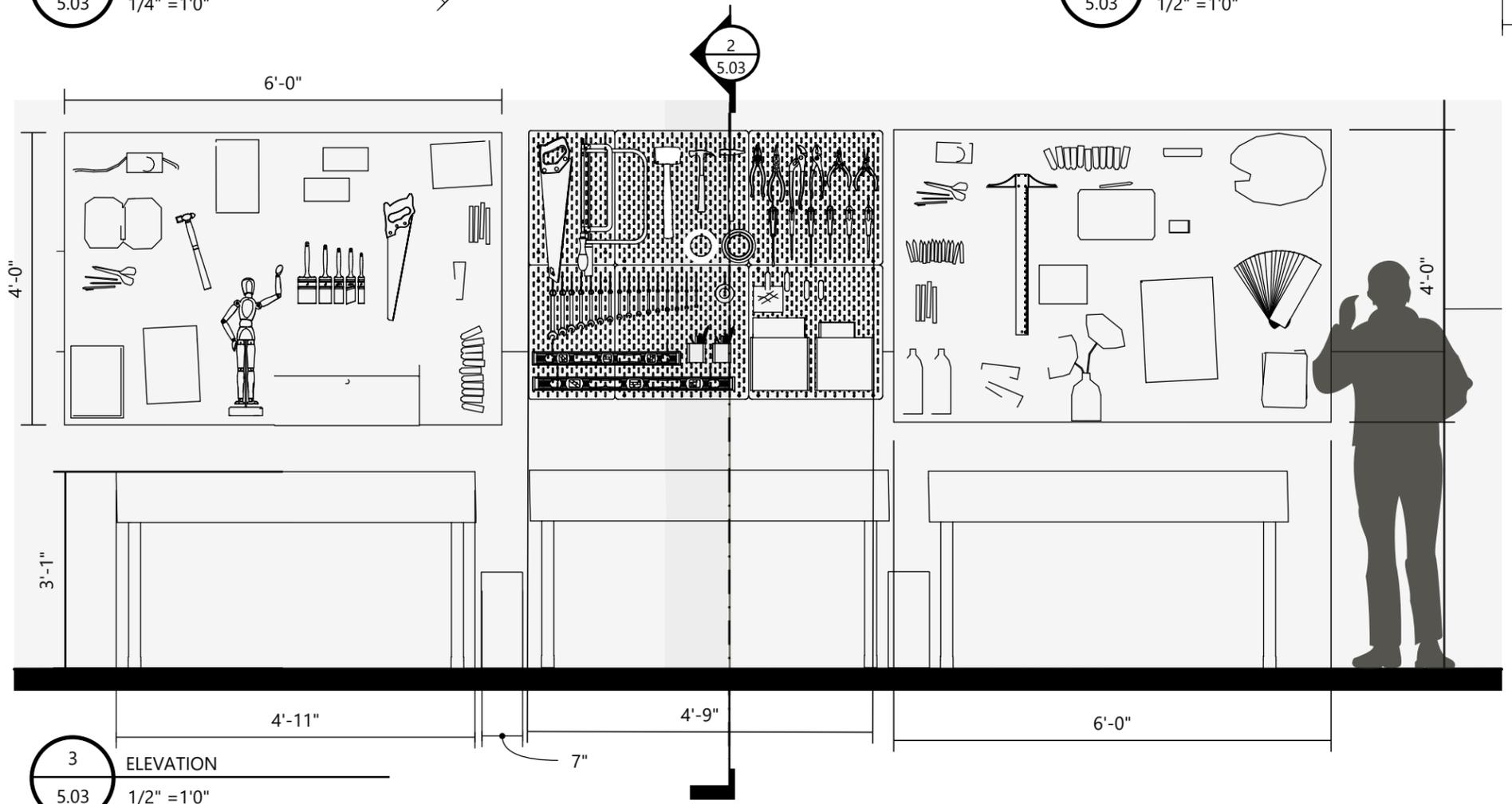
DRAWING NO: **EX.05.02**



1 TOP VIEW
5.03 1/4" = 1'0"



2 SECTION
5.03 1/2" = 1'0"



3 ELEVATION
5.03 1/2" = 1'0"

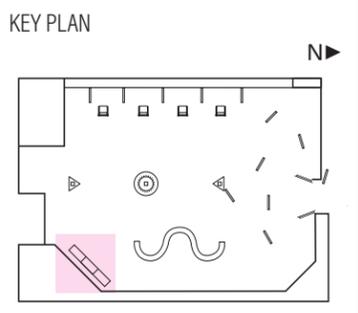


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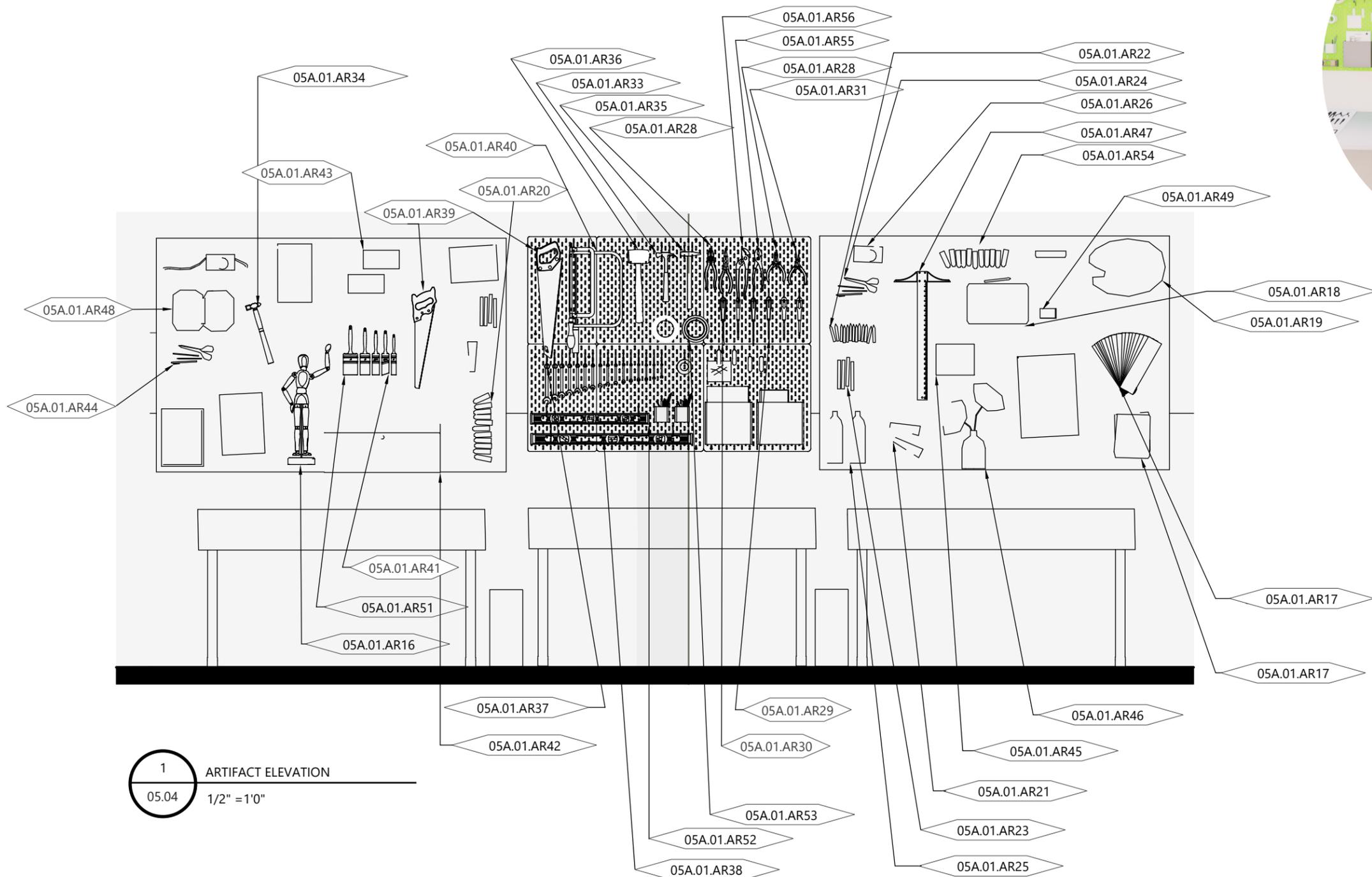
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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **DETAIL AREA C**

DRAWING NO: **EX.05.03**



1 ARTIFACT ELEVATION
 05.04 1/2" = 1'0"

ART SUPPLY AND TOOL ARTIFACTS TO BE SOURCED FROM ARTISTS -THOSE IN THE CURATION AND FRIENDS AND FAMILY. THESE 40 ITEMS CAN SERVE AS A GUIDE OR A JUMPING OFF POINT. EVERY ITEM SHOULD SHOW SIGNS OF USE, VINTAGE AND ANTIQUE MODELS OF SIMILAR TOOLS OR SUPPLIES ARE ALSO WELCOME.

05A.01.AR ARTIFACT SCHEDULE:
 EX.02.06

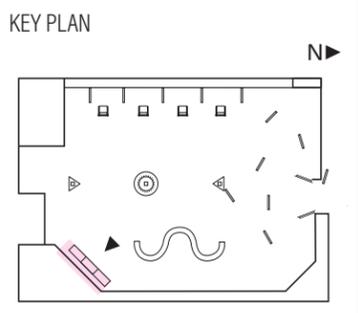


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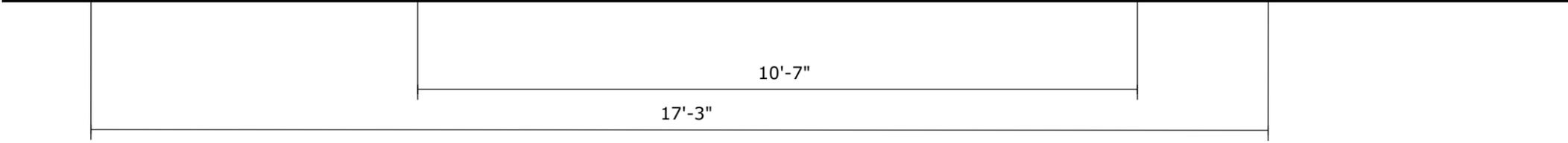
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DRAWN BY: CAMERON LEDY
 SCALE: AS INDICATED
 DATE: DEC. 8, 2023

DRAWING NAME: **DETAIL AREA C ARTIFACTS**

DRAWING NO: **EX.05.04**

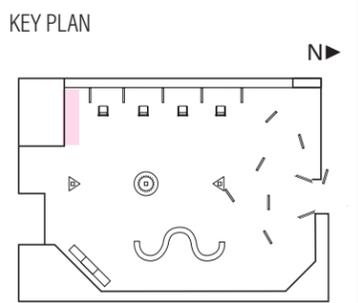


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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **GRAPHIC
ELEVATION**

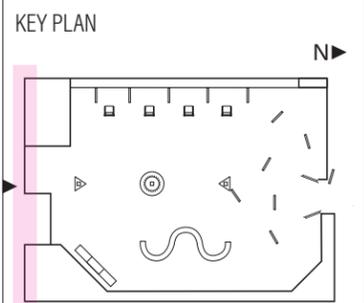
DRAWING NO: **EX.05.05**

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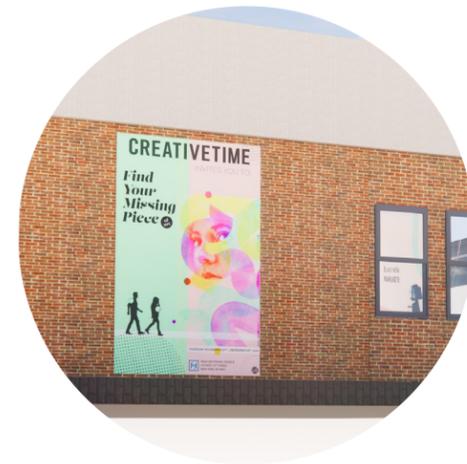
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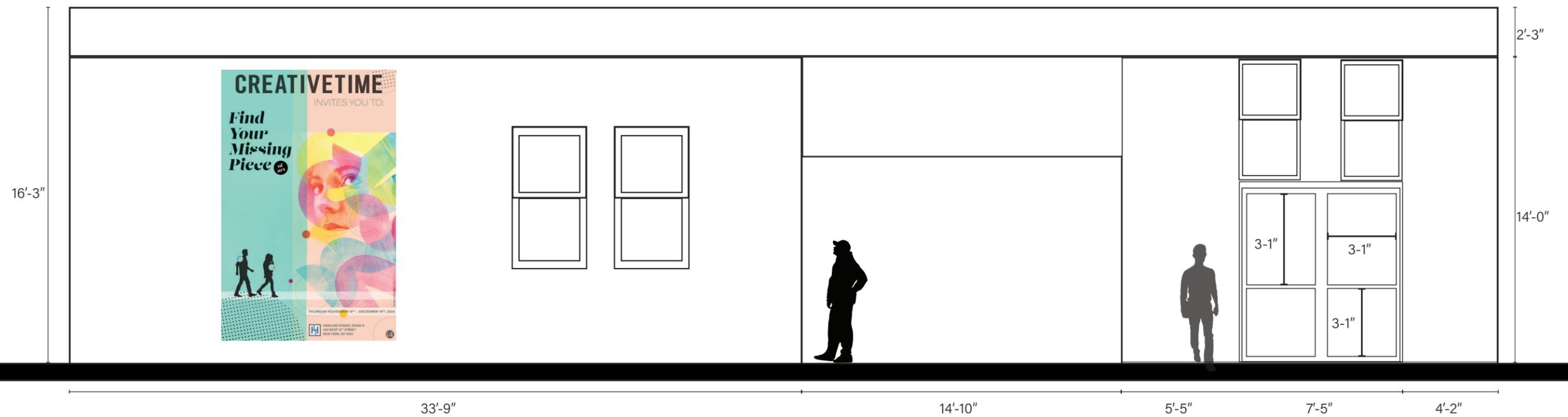
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **FACADE ELEVATION**

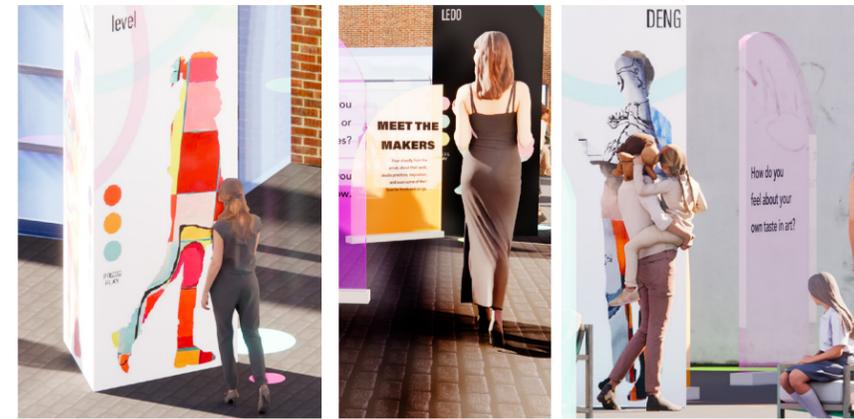
DRAWING NO: **EX.05.06**



65'-7"



1 EXTERIOR ELEVATION NORTH - 09A.01.GR01 TYPE D
SCALE: 3/16" = 1'

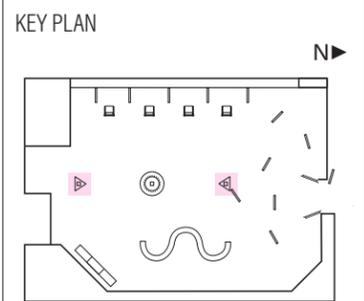


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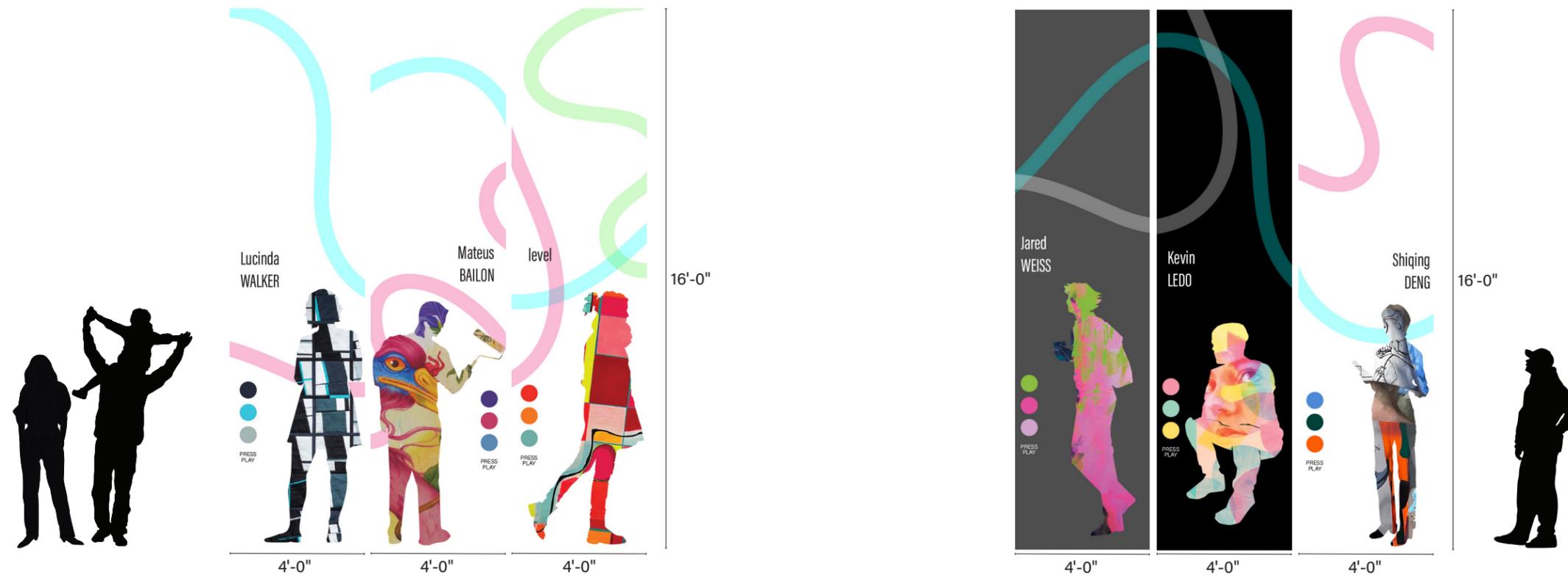
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DRAWING NAME: **GRAPHIC TYPE C**
04A.01.GR01 & 07A.01.GR.01

DRAWING NO: **EX.05.07**



1 04A.01.GR01 TYPE C (UNFOLDED)
SCALE: 1/4" = 1-0'

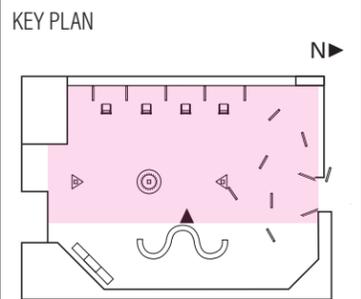
2 07A.01.GR01 TYPE C
SCALE: 1/4" = 1-0'

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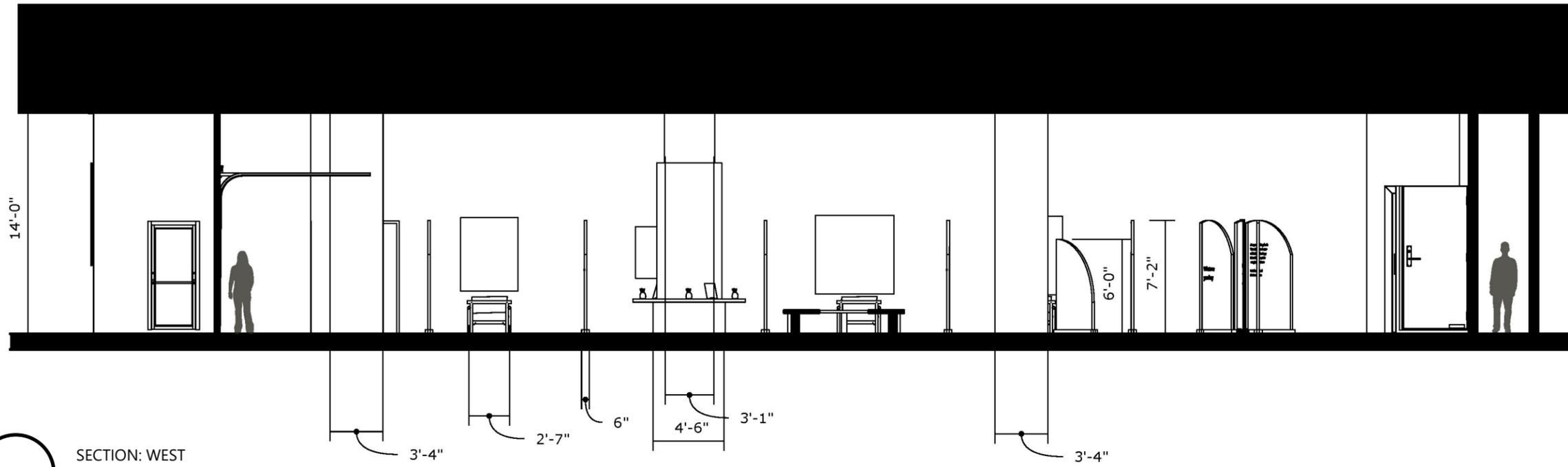
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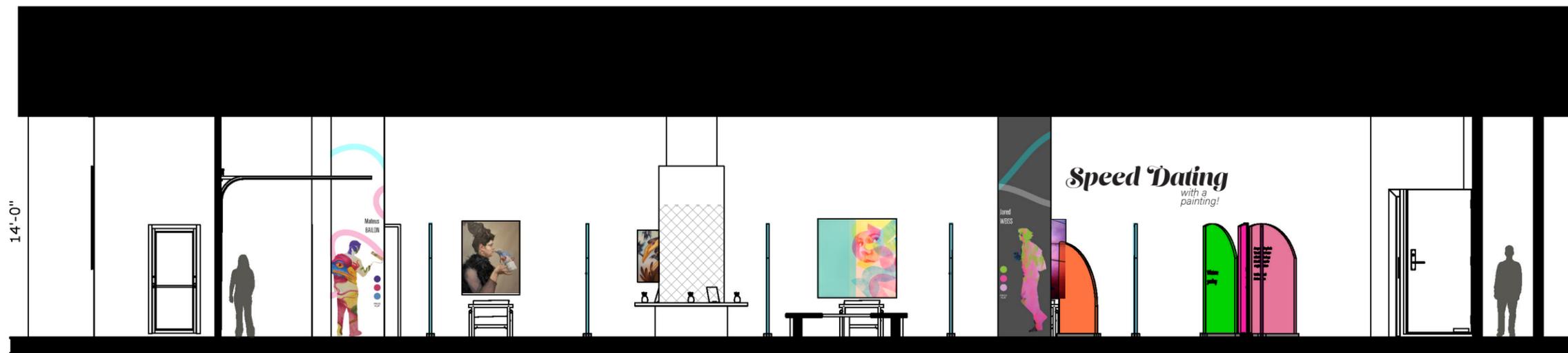
DRAWN BY: CAMERON LEDY
SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **GRAPHIC ELEVATION WEST**

DRAWING NO: **EX.05.08**



1 SECTION: WEST
SCALE: 1/8"=1'-0"



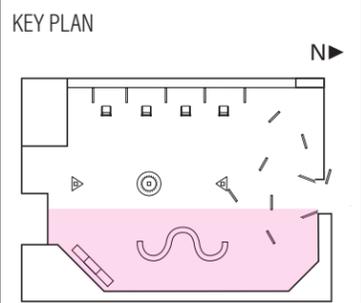
2 SECTION: WEST
SCALE: 1/8"=1'-0"

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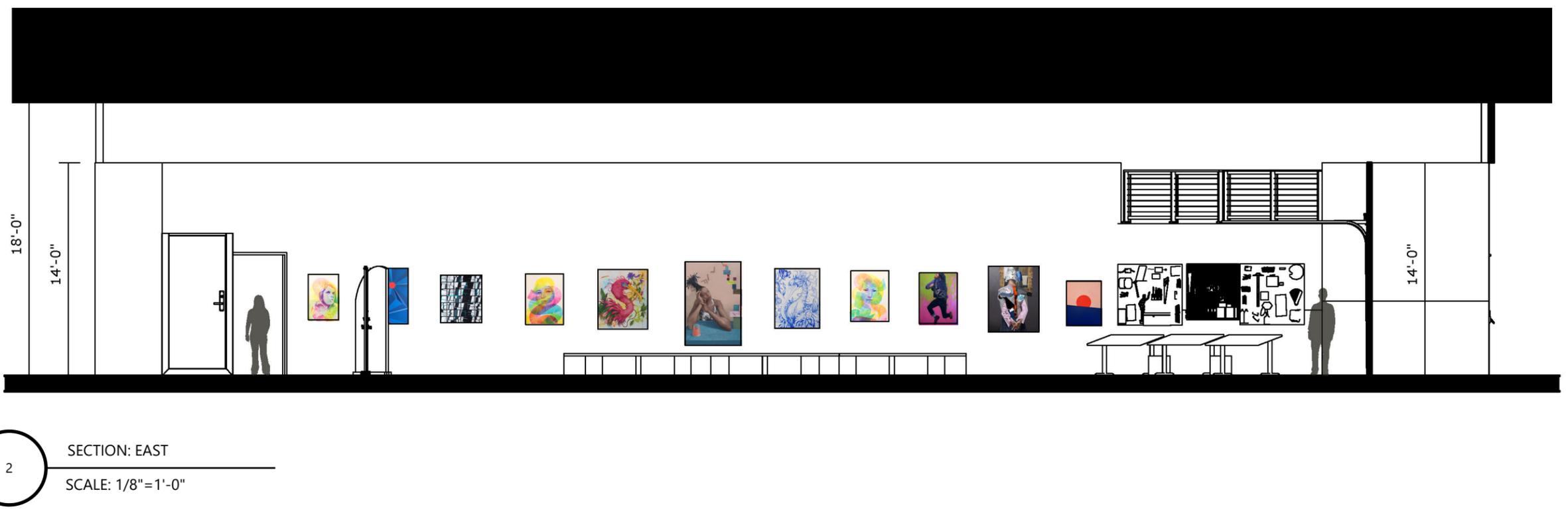
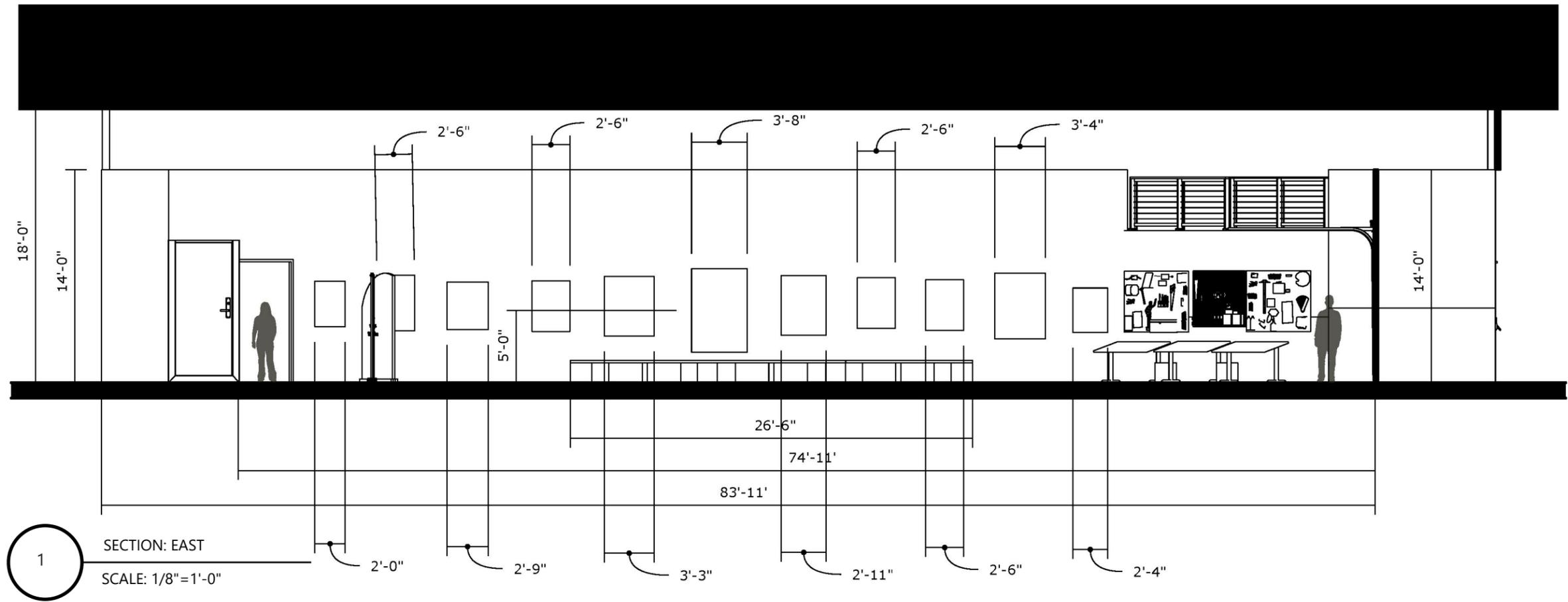
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SCALE: AS INDICATED
DATE: DEC. 8, 2023

DRAWING NAME: **GRAPHIC ELEVATION EAST**

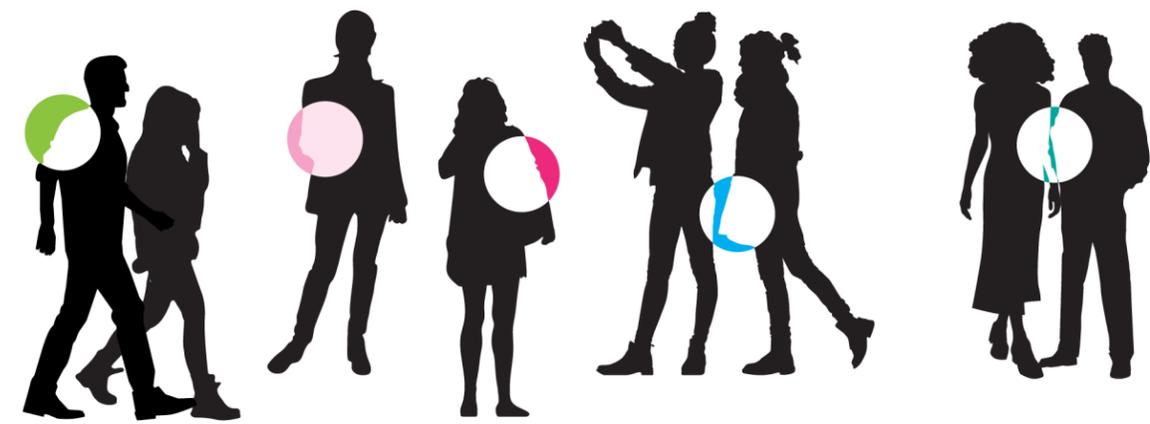
DRAWING NO: **EX.05.09**



CAMERON LEDY WAS BORN AND RAISED IN NEW YORK CITY. IN ADDITION TO ART AND DESIGN SHE LOVES BAKING, PUZZLES, DOGS, AND GIVING (OFTEN MAKING) GIFTS. SHE HAS WORKED FULL TIME AS A PREPARATOR + CURATOR AS WELL AS A FREELANCE ARTIST AND "CRAFTER" AND ESPECIALLY ENJOYS WORKING WITH AND SOURCING SUSTAINABLE MATERIALS.



FIND YOUR MISSING PIECE of ART.



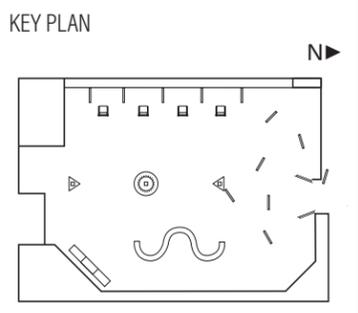
Thank you!

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CREATIVETIME

SITE
 HIGHLINESTAGES
440 WEST 15TH STREET
NEW YORK, NY 10011

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