

SLEEP FACTORY



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LAURA O'GRADY

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PROJECT



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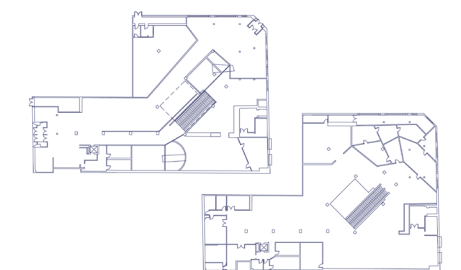
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DATE December 8, 2023

KEY PLAN



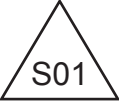






DRAWING NO.

EX.00.01

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	Detail
	Power
	Callout

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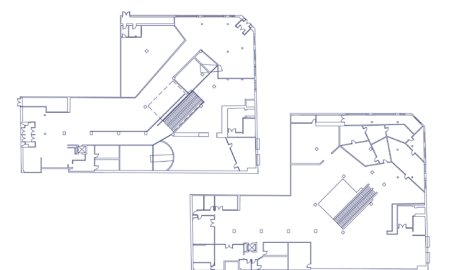
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EXHIBIT EXECUTIVE SUMMARY

PROJECT PARAMETERS

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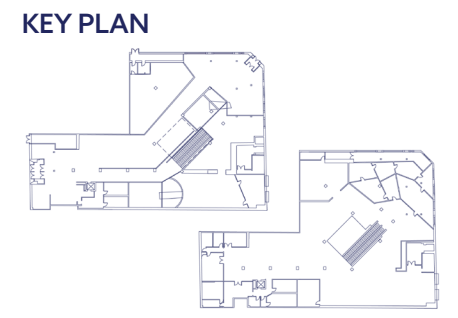
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EX.01.01

Conceptual approach

Visitors are invited to explore a behind-the-scenes "tour" of the Sleep Factory. Through this self-guided, immersive tour visitors will explore various areas of the factory's mysterious functions and learn about sleep along the way. Galleries emphasize how everyone deserves a good night's rest and how sleep has far-reaching implications on individual, local and global levels.

Visitors will leave with a deep appreciation and respect for sleep as a mysterious function in their own lives. Sleep truly is the one thing that connects us all.

Concept bubble diagram



PROJECT PARAMETERS

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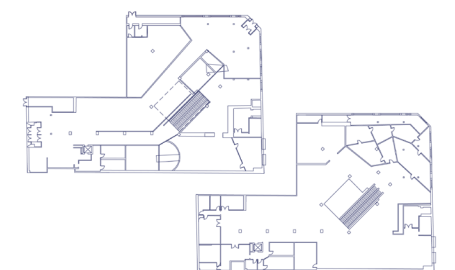
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EX.01.02

Audience

The first focused age group consists of young adults in their late 20s and early 30s. This group contains adults who are likely in the early stages of their careers, making several big decisions that will impact the rest of their lives and are at the end or have ended their academic journeys.

The second focused age group contains folks in their late 50s and early 60s. In this age group, individuals experience the outcome of many previous life choices, are often supporting children's transition into adulthood and are beginning to retire from their lifelong careers.

Both of these age groups are at particularly unique times in their lives, often redefining their sense of identity along with feeling overwhelmed and confused about what happens in their next chapter. These two groups could benefit immensely from high-quality sleep, strengthening of their friendships and feeling connected to their community in personal ways.

PROJECT PARAMETERS



Location and Venue

The Sleep Factory will be located in Ottawa, Ontario in the heart of the bustling tourist attraction Byward Market. Ottawa is the capital of Canada, the home to the country's Parliament buildings and well known for its traditional museums and galleries. The Sleep Factory will add a unique experiential flare to the city that has not seen many similar immersive experiences. It will serve a unique purpose to the local community and visitors alike in contrast to the existing surrounding national cultural institutions. This experience will hopefully increase tourism to the area.

The building was previously a beloved bookstore. This two-floor building is the perfect location with ample space for an entertaining experience. It is accessible by car and nearby transit.



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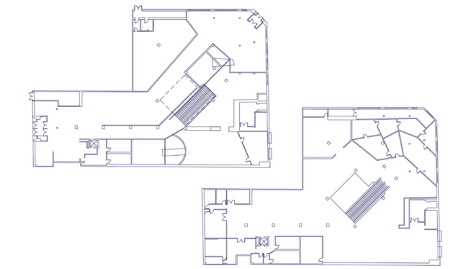
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CLIENT OVERVIEW



Casper: The Sleep Company

The project's client, Casper, is an incredibly successful company that is primarily known for disrupting the mattress industry by selling its innovative mattress. The mattress is delivered in a box to customers at affordable rates. Casper markets itself as "the sleep company" and believes that "sleep is the superpower that charges everything we do".

Their mission is to ultimately provide a great night's sleep for individuals, and their innovative, creative marketing paired with the high-quality products make Casper a trusted and reliable brand that would be eager to create an experience such as the Sleep Factory. Their previous experiential marketing features a collaboration with Refinery 29 rooms and their limited number of brick-and-mortar stores prioritize experiential retail design.



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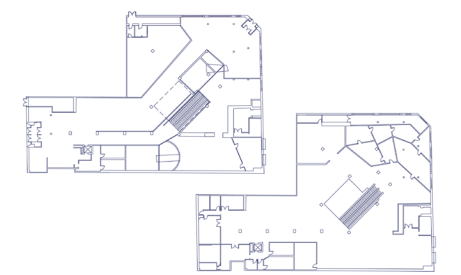
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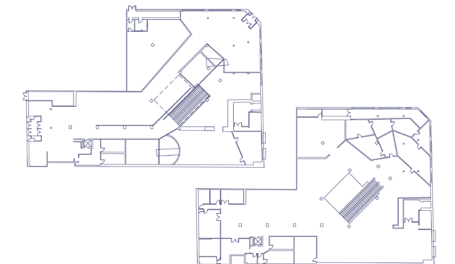
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EX.01.05

Thesis Statement

Meaningful friendships play an essential role in human well-being in every stage of life. However, as people age, friendship often moves lower on people's lists of priorities in favour of career and/or family. Studies show this results in increased levels of loneliness in adults today, often labeled a "loneliness epidemic".

Additionally, finding and maintaining friendships in adulthood is increasingly hard as it requires practicing vulnerability, intentionality, making time, openness, and grace. Research shows that many adults attend museum exhibits, experiences, and events due to a social motivation.

Designers can harness this intuitive motivation to create spaces that help visitors overcome barriers to friendship creation, maintenance, and strengthening. Design opportunities include: embedding friendship into design goals; creating a convivial space that ensures inclusivity; creating opportunities for social connection; and raise confidence in individual visitors.

PROJECT GOALS

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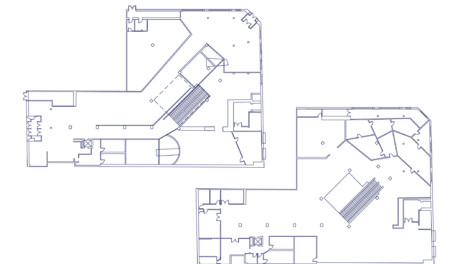
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EX.01.06

Project Goals

Serve the mission and vision of Caspar Mattress.

Serve the greater Ottawa community.

Enhance awareness of the critical function of sleep.

Encourage community connection and collaboration.

This project will increase Ottawa's popularity as a tourist destination.

Experience Goals

Visitors will learn the scientific understanding of sleep as a function of the human body.

Visitors will learn how a lack of sleep can be significantly detrimental to physical health, cognitive functions and emotional well-being.

Visitors will understand how sleep deprivation intersects with social and economic inequality.

Visitors will learn how sleep habits change between individuals and cultures.

Education Goals

Visitors will experience a convivial museum space where they feel comfortable.

Visitors will experience collaborating on interactives with their fellow guests.

Visitors will experience a variety of immersive, artistically unique spaces that transport them into a new world.

Visitors will experience thoughtful, engaging and often humorous interactive activities that reinforce the importance of getting a good night's sleep.

OVERALL FLOORPLAN

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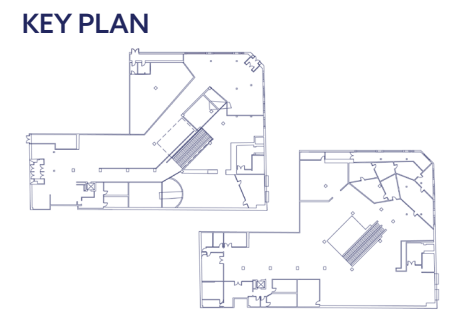
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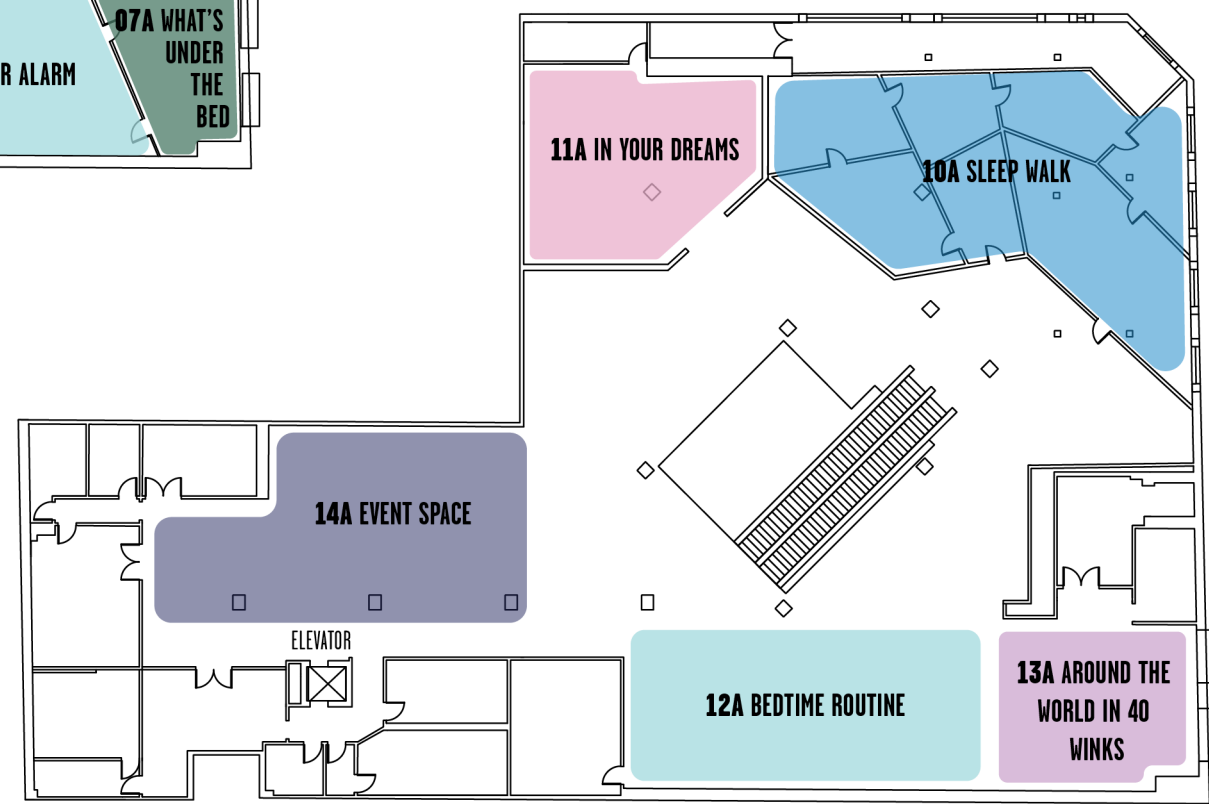


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EX.01.07

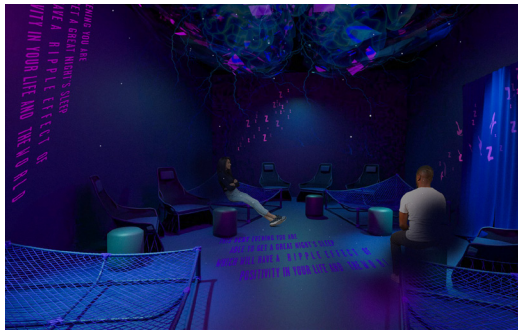


1 FLOORPLAN – GROUND FLOOR
Scale: 1/32" = 1'-0"



2 FLOORPLAN – SECOND FLOOR
Scale: 1/32" = 1'-0"

EXHIBITION OVERVIEW



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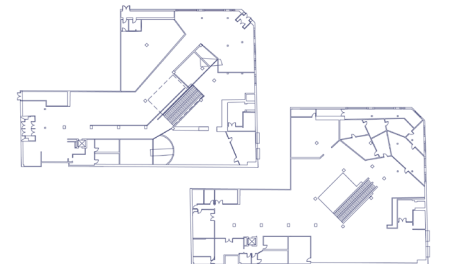
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EX.01.08

EXTERIOR DESIGN



Sparking interest in a subtle way

Respecting the historic neighbourhood, the Sleep Factory takes note of previous Casper techniques and uses a mainly white facade in combination with Casper-blue trim to create a unique and easily-identifiable entrance.

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Casper

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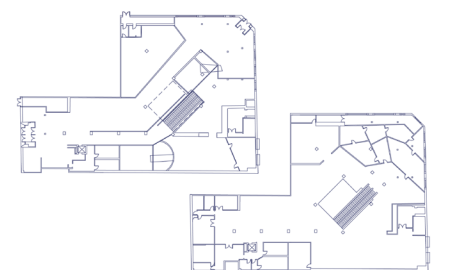
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EX.01.09

INTRODUCTION



Welcome to the Sleep Factory!

Upon entering the Sleep Factory visual cues will guide guests to the beginning of the experience. Staff members in identifiable uniforms will be at pivotal locations to direct folks upon arrival. Visitors will approach the entrance desk to have their tickets scanned and check their shoes and jackets in exchange for bunny slippers and an RFID bracelet. Next, visitors will approach kiosks where they will activate their bracelets and complete a brief questionnaire to sort them into various sleep chronotypes and their bracelet band colour will reflect that. Every 5 minutes, the doorway will open to a hallway.

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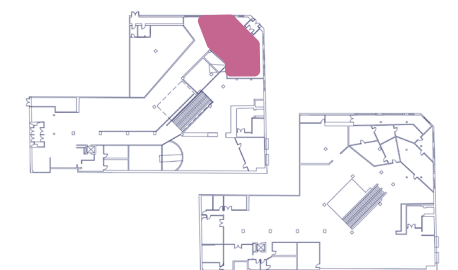
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EX.01.10

INTRODUCTORY PULSE-POINT VIDEO ROOM



Beginning with a retro welcome video

After being let through the doorway by a staff member, visitors will walk down an arched tunnel towards a room filled with various video screens from different eras ranging from projectors to retro televisions. The room will be dark with flickering lights emitting from the television until everyone has loaded in. A quirky, humorous video will play to welcome visitors to the Sleep Factory and introduce them to the topic. This room acts as a pulse point to control visitor flow.

Watch video draft here:
[YouTube Video](#)

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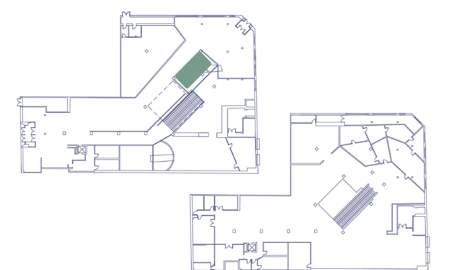
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EX.01.11

THE BIG QUESTION

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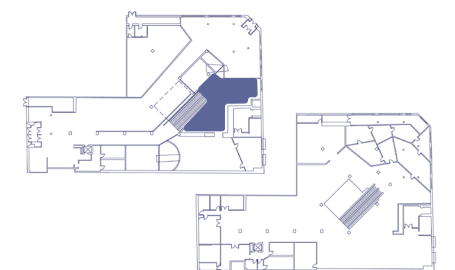
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EX.01.12



Walking through the factory database

Building on the introductory video's implication that so much about sleep is unknown, this gallery will explore the history of sleep research, the emerging beliefs scientists have on sleep, and encourage visitors to brainstorm why sleep is happening. This bright blue gallery will visually indicate the leading theory that sleep's primary purpose is to manage all the data and memory's people absorb during the day. Activities include testing an EEG brain scan device, turning sleep on and off with a giant light switch, and writing out memories that then get "stored".

CAUSE FOR ALARM



Conveyor belts of sleep and health

Whether a human is sleep deprived or incredibly well-rested, their health and wellness is impacted significantly. This gallery uses conveyor belts to shape the room into three key areas that focus on how the effects of sleep correlate with (1) physical, (2) emotional and (3) cognitive well-being. Activities include a driving simulation as sleep quality progressively decreases, a media playback that illustrates emotional perception on various levels of sleep and several cognitive memory and puzzle challenges.

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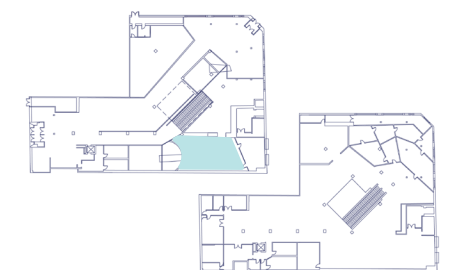
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EX.01.13

MONSTERS UNDER THE BED

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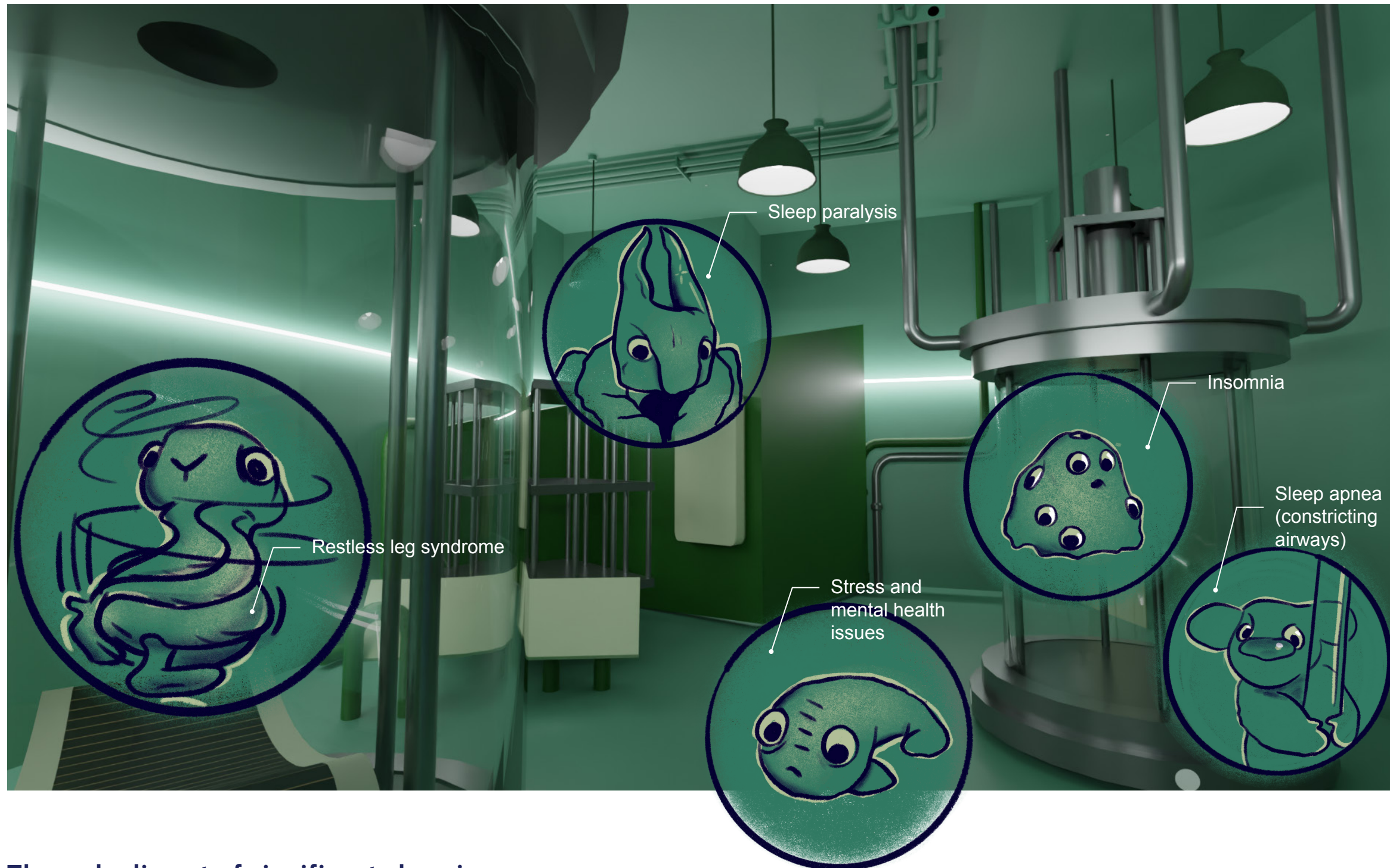
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EX.01.14



The embodiment of significant sleep issues

Some people have significant problems in connection to sleep that can not be overcome with a better bedtime routine or exercise. These sleep disorders will be represented in this gallery by monster-like recreations of them. Visitors will approach the gallery by walking up to a door that says "Caution: enter if you aren't afraid of the dark". Inside, monsters will have various audio reactions to their spaces being approached. Visitors can envision their struggle as something separate from them and can be overcome.

UNIVERSAL UNREST

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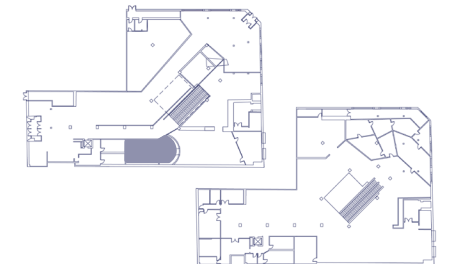
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EX.01.15

Connecting individual brains to the universe

Visitors will enter through an arched passageway. When they take a few steps through the path, the space will open up and a large light installation is placed on a curved ceiling. Visitors will feel the invitation to sit on communal seating that add to the comfort of the space, helping it seem like they are enclosed in a brain as they witness the neural connections taking place during sleep. Lights on the floor mimic the effects on the ceiling. Visitors will listen to an audio narration that emphasizes the universal importance of sleep for our personal relationships in addition to the well-being and function of every part of society.

HIT SNOOZE



Factory interspace

Following the galleries on the first floor, visitors will transition into the upstairs galleries. They will exit and can take a few moments to pause and reflect, visit the bathrooms, take the proceed by taking the elevator or escalator to the next gallery.

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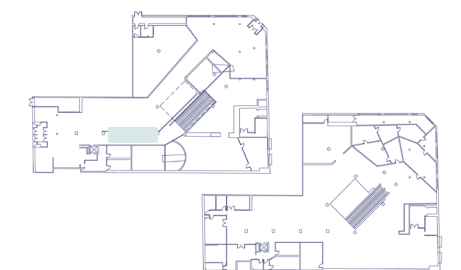
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EX.01.16

SLEEP WALK

Balancing act. This collage student has way too much on their plate. Can visitors stack it all?

Visitors are tasked with reorganizing this teen's calendar to fit in their delayed sleep phase syndrome. Spoiler alert, there's no ideal way without political advocacy for delayed school start times.

For a quiet couple of minutes, visitors are invited to reflect on how the experience of sleep is different for someone experiencing homelessness.

This challenge involved finishing the words to famous children's stories with information about children sleep habits.

In the final room of the walk, visitors learn about the importance of physical activity for getting good quality sleep, especially in old age.

60 seconds on the clock to type, text and phone in responses to a desperate boss and coworkers with poor boundaries.

Demographic-based sleep case studies

Once upstairs, the Sleep Walk consists of eight small rooms that are decorated as different environments and bedrooms. The purpose of these rooms at the factory is to study the individual impacts of sleep on different people. Visitors will approach each "case study" room and be faced with a challenge as well as demographic information. Visitors will gain empathy for the unique challenges individuals face with sleep including new parents, folks experiencing homelessness, teenagers with Delayed Sleep Phase Syndrome and more.

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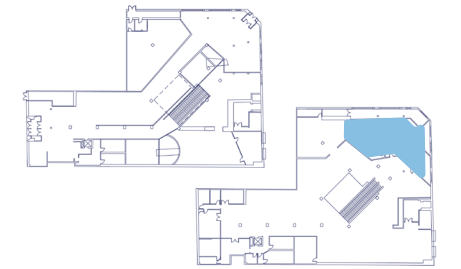
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DATE December 8, 2023

KEY PLAN



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EX.01.17

IN YOUR DREAMS



The factory's creative corner

Visitors will approach a visually engaging gallery entrance, which is dedicated to the unique mystery of dreams. Slightly separated from the industrial nature of the factory, the dream gallery will be soft, magical and creative in contrast to illustrate how dreams are weird and unscientific. Activities for visitors include interpreting common dreams they have, directing a bizarre dream for a friend, instructions on how to lucid dream and a space for creating a work of art inspired by dreams.

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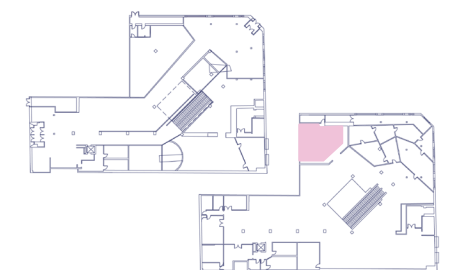
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EX.01.18

AROUND THE WORLD IN 40 WINKS

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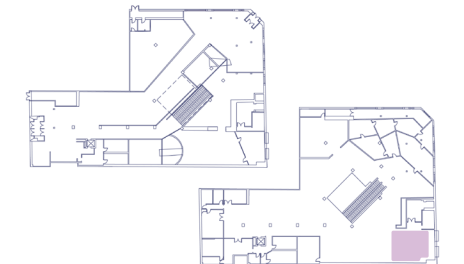
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KEY PLAN



DRAWING NO.

EX.01.19

GLOBE TROTTING... WHAT COUNTRY GET'S THE MOST SLEEP?

THE NETHERLANDS!
Averaging about 8hrs and five minutes. I guess their moms listen when they ask for just 5 more minutes.

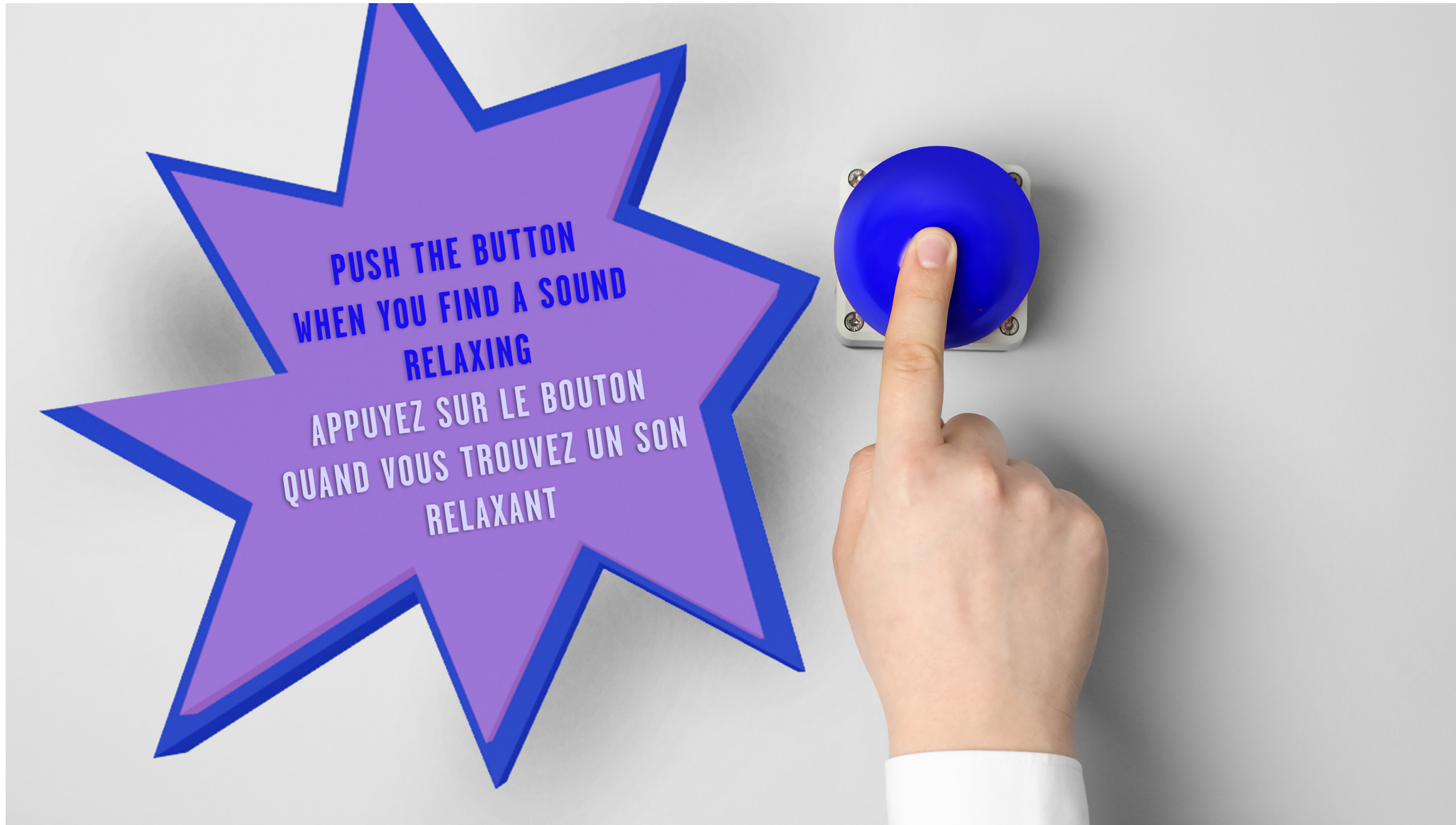
NEXT QUESTION LOADING...

**WHAT COUNTRY DO WE HAVE TO
THANK FOR PAJAMAS?**

No jet-lag needed

Visitors will enter into the factory's control room where they can select various countries from around the world and learn fun facts about sleep unique to that place. Visitors will gain ideas and inspiration for different ways of sleep. Various cultural sleep outfits and bedframes will be on display. Visitors will feel globally connected to strangers on the basis of sleep as a common denominator.

BEDTIME ROUTINE



Product testing and bedtime routine building area

At this time in the experience, visitors hopefully believe they should prioritize sleep in their lives. This gallery, designed to look like a factory's testing and quality assurance area, focuses on the various ways and customizable steps they can take to make their dream of better sleep a reality. Activities include smell and sound remixing stations where they can experiment with different relaxing smells or ambient noises and record on their RFID bracelets their favourites. Visitors can also feel various fabric types for sleep accessories, learn about various sleep technologies, natural and unnatural edible sleep aids, and the impact of caffeine on sleep.

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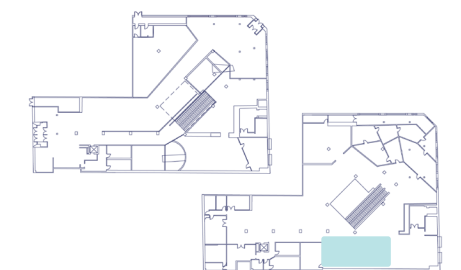
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DRAWING NO.

EX.01.20

BON LIT BONNE NUIT (GOOD BED, GOOD NIGHT)

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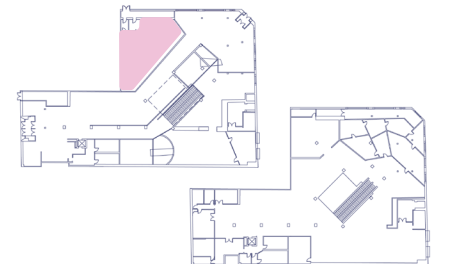
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EX.01.21



All your sleep related needs

Casper showhouses are already intriguing and immersive. This space would look similar to the previous stores and feature custom swag from the Sleep Factory experience itself.

CASPER STORE



Designed to make visitors feel at home

The Casper Cafe is open to all visitors passing through, whether or not they are attending the experience. In this space, there are products available for testing and on display. Additional, Sleep Factory swag is available for purchase.

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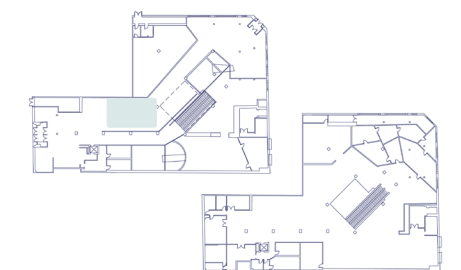
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EX.01.22

CASPER CAFE



De-caf please

When creating a third space, designers must consider how the space should feel welcoming. This may mean sacrificing exciting design ideas so the emphasis is on the people and conversation. Visitors should feel comfortable. In this Casper Café, the emphasis is on comfort and simplicity for that very reason. The café also features information about caffeine's impact on sleep, and for that very reason it does not sell caffeinated coffee after noon.

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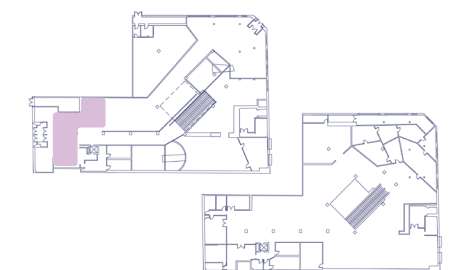
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DRAWING NO.

EX.01.23

SCHEDULES AND LISTS

GRAPHIC SPECIFICATION LIST

Type	Description
A	Mattress printed with injet printer, placed in acrylic case.
B	Adhesive vinyl window graphic with routed "Z" holes for light.
C	Large foam letters spray painted with hard laminate. Hang mounted to tracks above.
D	Dimensional letterforms cut from 1" recycled acrylic, with faces and returns painted in different colours. Colours vary by area. Mounted flush to MDF panel.
E	Casper double mattress.
E2	High-quality, high-resolution direct-to-substrate inkjet printed onto fabric.
E3	Metal tube structure affixed to floor and ceiling. Fabricator to advise on secure mounting methods.
F	High-resolution graphic print to custom cut MDF, with UV overlamination matte finish. Print wraps around MDF.
G	High-resolution graphic print to custom cut MDF, with UV overlamination matte finish. Print wraps around MDF.
H	Recycled frosted acrylic Makerstock (or approved equal) panels cut to 6"x18" pieces. Direct print on acrylic with UV overlamination matte finish.
I	Custom cut MDF panels with routed "Z" knockout holes, painted different colours depending on area.
J	High-quality, ink-jet print to be wrapped around custom shape MDF. All visible edges are covered. Colour varies by area.
K	Two layers of 1/2" acrylic. Top layer is clear, bottom varies by area, sandwiched with vinyl letters in between. Blind fastened to graphics, message panels or walls.
K2	High-resolution graphic laminated to custom-cut MDF.
L	1-color silkscreen to exhibit substrate. Colours differ by area. Use two hits for opacity and durability.
M	High-quality inkjet print to Abaco beach vinyl wallpaper (or equivalent) applied directly to exhibit wall.
N	Large foam letters spray painted with hard laminate. Mounting varies by application.
O	1/2" thick layer of recycled, clear acrylic sheets to create a rounded rectangular box. Mounted directly to walls.
O2	A layer of Casper's Cool Touch cover A layer of Casper's Cool Touch cover.
O3	A layer of Casper's Signature Foam with AirScape® Technology.
O4	A layer of Casper's Premium Memory Foam with Zoned Support™.
P	Digital c-print 1/8" inch clear non-glare UV acrylic.
Q	Custom Digital Media
R	Custom Interactive Graphic

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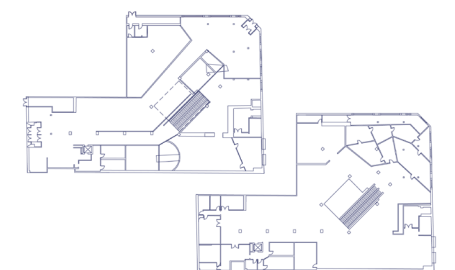
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DRAWING NO.

EX.02.01

GRAPHIC SCHEDULE

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Code	Graphic	Description	Code	Graphic	Description
01A - Outdoor wayfinding			04A - Pulse point introduction video room		
01A.01.GR01	A	Exterior Wayfinding Graphic	04A.01.GR01	Q	Custom Digital Media
01A.01.GR02	A	Exterior Wayfinding Graphic	04A.01.GR02	Q	Custom Digital Media
02A - Exterior windows			04A.01.GR03	Q	Custom Digital Media
02A.01.GR01	B	Vinyl Window Graphic	04A.01.GR04	Q	Custom Digital Media
02A.01.GR02	B	Vinyl Window Graphic	04A.01.GR05	Q	Custom Digital Media
02A.01.GR03	B	Vinyl Window Graphic	04A.01.GR06	Q	Custom Digital Media
02A.01.GR04	B	Vinyl Window Graphic	04A.02.GR01	Q	Custom Digital Media
02A.01.GR05	B	Vinyl Window Graphic	04A.03.GR01	Q	Custom Digital Media
02A.01.GR06	B	Vinyl Window Graphic	04A.03.GR02	Q	Custom Digital Media
02A.01.GR07	B	Vinyl Window Graphic	04A.03.GR03	Q	Custom Digital Media
02A.01.GR08	B	Vinyl Window Graphic	05A - The big questions		
03A - Front entrance desk and check-in			05A.01.GR01	C	Exhibition Title
03A.01.GR01	K	Directives Burst	05A.01.GR02	F	Content Graphic
03A.01.GR02	F	Content Graphic	05A.01.GR03	F	Content Graphic
03A.01.GR03	F	Content Graphic	05A.01.GR04	G	Rail Graphic
03A.01.GR04	J	Wall Mural Wrap	05A.01.GR05	F	Content Graphic
03A.01.GR05	R	Custom Interactive Graphic	05A.01.GR06	K	Directives Burst
03A.01.GR06	O	Internal Wayfinding	05A.01.GR07	Q	Custom Digital Media
03A.02.GR01	D	Wayfinding Dimensional Letters	05A.01.GR08	F	Content Graphic
			05A.01.GR09	L	Wall quote
			05A.01.GR10	J	Wall mural wrapping

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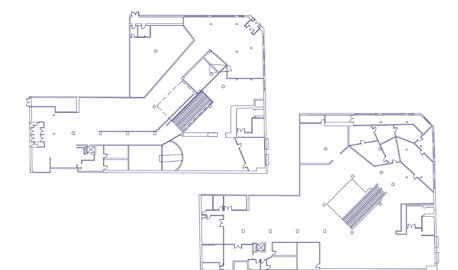
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DRAWING NO.

EX.02.02

GRAPHIC SCHEDULE

LAURA O'GRADY

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Code	Graphic	Description	Code	Graphic	Description
05A.01.GR11	J	Wall mural wrapping	06A.01.GR02	F	Content Graphic
05A.01.GR12	J	Wall mural wrapping	06A.01.GR03	K	Directives Burst
05A.01.GR13	J	Wall mural wrapping	06A.01.GR04	R	Custom Interactive Graphic
05A.01.GR14	J	Wall mural wrapping	06A.01.GR05	G	Rail Graphic
05A.01.GR15	J	Wall mural wrapping	06A.01.GR06	G	Rail Graphic
05A.01.GR16	H	Label	06A.01.GR07	R	Custom Interactive Graphic
05A.01.GR17	H	Label	06A.01.GR08	Q	Custom Digital Media
05A.01.GR18	H	Label	06A.01.GR09	F	Content Graphic
05A.01.GR19	H	Label	06A.02.GR01	R	Custom Interactive Graphic
05A.01.GR20	H	Label	06A.02.GR02	K	Directives Burst
05A.01.GR21	R	Custom Interactive Graphic	06A.02.GR03	F	Content Graphic
05A.01.GR22	K	Directives Burst	06A.02.GR04	F	Content Graphic
05A.02.GR01	F	Content Graphic	06A.02.GR05	G	Rail Graphic
05A.02.GR02	Q	Custom Digital Media	06A.02.GR06	F	Content Graphic
05A.02.GR03	G	Rail Graphic	06A.02.GR07	F	Content Graphic
05A.02.GR04	F	Content Graphic	06A.02.GR08	Q	Custom Digital Media
05A.02.GR05	K	Directives Burst	06A.02.GR09	R	Custom Interactive Graphic
05A.02.GR06	R	Custom Interactive Graphic	06A.02.GR10	K	Directives Burst
05A.02.GR07	H	Label	06A.03.GR01	F	Content Graphic
05A.02.GR08	F	Content Graphic	06A.03.GR02	G	Rail Graphic
			06A.03.GR03	F	Content Graphic
			06A.03.GR04	R	Custom Interactive Graphic
			06A.03.GR05	F	Content Graphic
06A - Cause for alarm					
06A.01.GR01	C	Exhibition Title			

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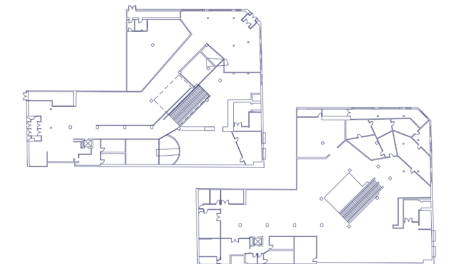
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EX.02.03

GRAPHIC SCHEDULE

LAURA O'GRADY

Exhibition & Experience Designer

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Code	Graphic	Description	Code	Graphic	Description
06A.03.GR06	K	Directives Burst	09A - Snooze/rest area		
07A - What's under the bed			09A.01.GR01	O	Internal Wayfinding
07A.01.GR01	C	Exhibition Title	09A.01.GR02	H	Label
07A.01.GR02	F	Content Graphic	09A.01.GR03	L	Wall Quote
07A.01.GR03	F	Content Graphic	10A - Sleep walk		
07A.01.GR04	K	Directives Burst	10A.01.GR01	C	Exhibition Title
07A.01.GR05	H	Label	10A.01.GR02	R	Custom Interactive Graphic
07A.01.GR06	F	Content Graphic	10A.01.GR03	K	Directives Burst
07A.01.GR07	F	Content Graphic	10A.02.GR04	L	Wall quote
07A.01.GR08	H	Label	10A.02.GR02	K	Directives Burst
07A.01.GR09	H	Label	10A.03.GR01	R	Custom Interactive Graphic
07A.01.GR10	F	Content Graphic	10A.03.GR02	K	Directives Burst
07A.01.GR11	H	Label	10A.04.GR01	R	Custom Interactive Graphic
07A.01.GR12	F	Content Graphic	10A.04.GR02	K	Directives Burst
08A - Universal unrest			10A.05.GR01	R	Custom Interactive Graphic
08A.01.GR01	C	Exhibition Title	10A.05.GR02	K	Directives Burst
08A.01.GR02	K	Directives Burst	10A.06.GR01	R	Custom Interactive Graphic
08A.01.GR03	Q	Custom Digital Media	10A.06.GR02	K	Directives Burst
			10A.06.GR03	L	Wall Quote
			10A.07.GR01	R	Custom Interactive Graphic
			10A.07.GR02	K	Directives Burst
			10A.07.GR03	K	Directives Burst

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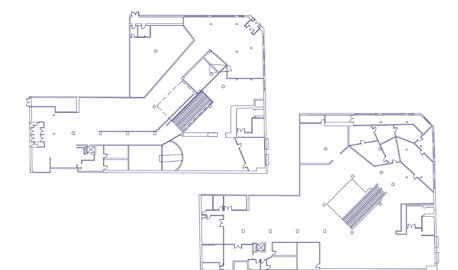
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EX.02.04

GRAPHIC SCHEDULE

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Code	Graphic	Description	Code	Graphic	Description
11A - In your dreams			12A - Bedtime routine		
11A.01.GR01	C	Exhibition Title	12A.01.GR01	C	Exhibition Title
11A.01.GR02	K	Directives Burst	12A.01.GR02	F	Content Graphic
11A.01.GR03	R	Custom Interactive Graphic	12A.01.GR03	K	Directives Burst
11A.01.GR04	F	Content Graphic	12A.01.GR04	F	Content Graphic
11A.01.GR05	J	Wall mural wrapping	12A.01.GR05	Q	Custom Digital Media
11A.01.GR06	R	Custom Interactive Graphic	12A.01.GR06	K	Directives Burst
11A.01.GR07	R	Custom Interactive Graphic	12A.01.GR07	R	Custom Interactive Graphic
11A.01.GR08	K	Directives Burst	12A.01.GR08	G	Rail Graphic
11A.01.GR09	F	Content Graphic	12A.01.GR09	K	Directives Burst
11A.01.GR10	R	Custom Interactive Graphic	12A.01.GR10	R	Custom Interactive Graphic
11A.01.GR11	R	Custom Interactive Graphic	12A.01.GR11	G	Rail Graphic
11A.01.GR12	K	Directives Burst	12A.01.GR12	G	Rail Graphic
11A.01.GR13	F	Content Graphic	12A.01.GR13	G	Rail Graphic
			12A.01.GR14	F	Content Graphic
			12A.01.GR15	K	Directives Burst
			12A.01.GR16	R	Custom Interactive Graphic
			12A.01.GR17	F	Content Graphic
			12A.01.GR18	F	Content Graphic
			12A.01.GR19	F	Content Graphic
			13A - Around the world in 40 winks		
			13A.01.GR01	C	Exhibition Title
			13A.01.GR02	G	Rail Graphic
			13A.01.GR03	K	Directives Burst
			13A.01.GR04	R	Custom Interactive Graphic
			13A.01.GR05	F	Content Graphic
			13A.01.GR06	F	Content Graphic
			13A.01.GR07	F	Content Graphic
			13A.01.GR08	G	Rail Graphic
			13A.01.GR09	G	Rail Graphic

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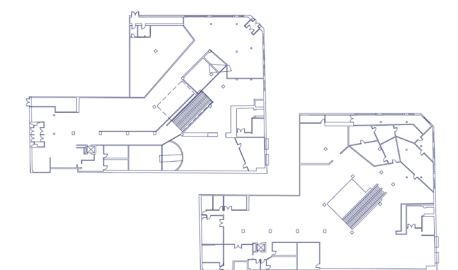
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EX.02.05

GRAPHIC SCHEDULE

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New York, NY 10011

Code	Graphic	Description	Code	Graphic	Description
13A.01.GR10	L	Wall quote	16A.02.GR01	F	Content Graphic
15A - Fort building			16A.02.GR02	H	Label
15A.01.GR01	C	Exhibition Title	16A.02.GR03	H	Label
15A.01.GR02	F	Content Graphic	16A.02.GR04	H	Label
15A.01.GR03	F	Content Graphic	16A.02.GR05	H	Label
15A.01.GR04	K	Directives Burst	16A.02.GR06	L	Wall Quote
15A.01.GR05	F	Content Graphic	16A.03.GR01	H	Label
15A.01.GR06	K	Directives Burst	16A.03.GR02	H	Label
15A.01.GR07	L	Wall Quote	16A.03.GR03	H	Label
15A.01.GR08	F	Content Graphic	16A.03.GR04	H	Label
15A.01.GR09	K	Directives Burst	16A.03.GR05	H	Label
15A.01.GR10	F	Content Graphic	17A - Second Entrance and Cafe		
15A.01.GR11	F	Content Graphic	17A.01.GR01	G	Rail Graphic
15A.01.GR12	G	Rail Graphic	17A.01.GR02	O	Internal Wayfinding
16A - Store			17A.02.GR01	C	Exhibition Title
16A.01.GR01	C	Exhibition Title	17A.02.GR02	C	Exhibition Title
16A.01.GR02	F	Content Graphic	17A.02.GR03	J	Wall Mural Wrap
16A.01.GR03	H	Label			
16A.01.GR04	H	Label			
16A.01.GR05	H	Label			
16A.01.GR06	H	Label			

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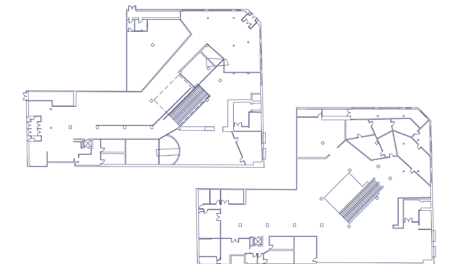
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EX.02.06

MATERIAL SCHEDULE

Code	Description
PT01	Benjamin Moore Serenata AF-535, satin finish
PT02	Benjamin Moore Clearlake 738, satin finish
PT03	Benjamin Moore Blue Macaw 784, satin finish
PT04	Benjamin Moore Twilight Blue 2067-30, satin finish
PT05	Benjamin Moore Midnight Navy 20677-10, satin finish
PT06	Benjamin Moore Vienna Green 538, satin finish
PT07	Benjamin Moore Deep Sea 623, satin finish
PT08	Benjamin Moore Pink Pansy 2083-50, satin finish
PT09	Benjamin Moore Purple Hyacinth 2073-40, satin finish
PT10	Benjamin Moore Razzle Dazzle 1348, satin finish
FL01	Existing Hardwood Floors
FL02	Carpet Dark Green
FL03	Carpet Bright Blue Mix
FL04	Carpet Magenta
FL05	Carpet Deep Pink Mix
FL06	Carpet Light Green
AC01	Frosted acrylic tabletop
FB01	Custom upholstery fabric.
WD01	Painted 1" MDF, Colour depends on area
AL01	Custom Molded Aluminum metal tubes with matte, painted finish. 4" in diameter

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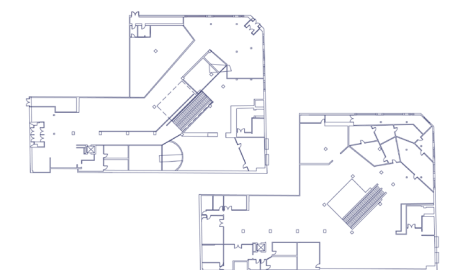
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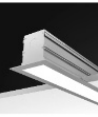








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EX.02.07

LIGHTING SCHEDULE

Code	Manufacturer	Location	Description	Image
L01	Nuvo Lighting	01A	Nuvo Lighting Single Light 9-3/8" Tall Outdoor Wall Sconce.	
L02	bruck	02A, 03A, 05A, 08A	4" Smart Track LED Spot. (SW) Standard White, (WD) Warm Dim, (TW) Tunable White, (RGBW) RGBW. Up to 3300 Delivered Lumens. Variety of optics + dynamic zoom + Lens Vector options.	
L03	ENTTEC	02A, 03A, 08A	White 5V RGBW 30-LEDs/m. Bright and efficient, the 5V RGBW pixel tape shines for it's uniform colour mixing and brighter pixels.	
L04	ALW	07A, 09A	LightPlane 2 Recessed- is a low-profile 2.5" recessed slot light. LP2 is available in LED, tunable white LED, RGB color changing LED.	
L05	ETC Connect	04A, 05A, 08A	Source Four LED Series 2 Lustr. Compatible with customized designed gobos.	
L06	Pure Edge	04A, 08A	Lazer Line Lens Direct Or Direct/Indirect Suspended LED Lighting System, 24VDC - Remote Power.	
L07	Pure Edge	06A, 12A, 03A	Cirrus LED Suspension Downlight Modular 24VDC Remote Power, Dynamic Tunable White.	
L08	Schoolhouse	06A, 07A	Factory 5 Surface Mount. Industrial and utilitarian, the Factory Light 5 is a perfect example of traditional factory-style lighting made popular in the 1930s. Green and Blue.	
L09	Schoolhouse	06A, 12A, 15A, 17A	Harlow 5 Sconce. Pool Satin, Laurel Satin and Bellini Satin.	
L10	Schoolhouse	01A, 06A, 09A	Bower Indoor/Outdoor Wall Sconce. A minimal, modern solution for front entryways, outdoor walkways, porches, bathrooms, and kitchens.	
L11	ENTTEC	01A, 06A, 07A, 08A	NEON FLEX Flexible LED strip lighting. Horizontally bendable. Color-changing LED pixels housed within a bendable silicone strip.	
L12	ETC Connect	04A, 05A, 08A	Colorsource par lights that use an RGB-L array, with homogenized optics, user interface options and aluminum housing.	

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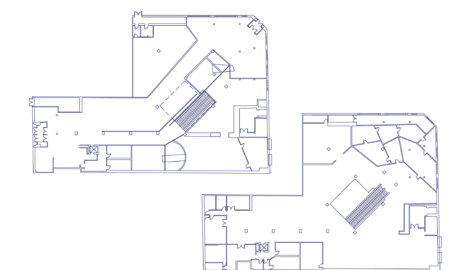
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EX.02.08

LIGHTING SCHEDULE

Code	Manufacturer	Location	Description	Image
L13	Color Kinetics	03A, 06A, 07A, 08A, 11A, 13A	Exterior flexible strands of high-intensity nodes with intelligent RGB light.	
L14	AffordableLED	05A, 13A	GL-Series Tri-Color Single Line Indoor Programmable LED Sign (4" X38").	
L15	Casper	06A, 11A, 05A, 09A	Glow night light by Casper that plugs in outlets. Features motion sensor technology and will react to visitor movements.	
L16	Color Kinetics	01A	Burst Powercore gen3, RGBW Exterior architectural and landscape spotlight with intelligent RGBW light.	
L17	Color Kinetics	05A, 08A	Vaya Tube G2, RGBW. Exterior compact linear direct view luminaire with dynamic, color-changing RGBW light.	
L18	Casper	10A, 12A, 15A	Glow light. Self-dimming warm light, connected to app. Designed to be soothing and calming.	
L19	Crate & Barrel	10A	Flo Fluted Sage Green Kids Floor Lamp. Designs to be calming in an attempt to soothe children to sleep.	
L20	West Elm	10A	Lit Acrylic Moon (20"). Compatible with LED lightbulbs. Dimmable. Mounting hardware included.	
L21	Urban Outfitters	10A	Alora Floor Lamp. Constructed of iron. Requires power plug in. Requires one E26 Type A 40W bulb. Playful and joyous to represent children's wakeful nature.	
L22	Urban Outfitters	10A	Mushroom Touch Lamp. Whimsical glow using color-changing touch lamp featuring a mushroom silhouette with allover ribbed texture.	
L23	Urban Outfitters	10A	Ansel Mini LED Table Lamp. Portal table lamp made of durable plastic. Rechargeable.	
L24	Wooj	10A	Zephyr Lamp. Designed by WOOJ using AI technology. Metaphorically represents the seeping of technology into our personal spaces.	

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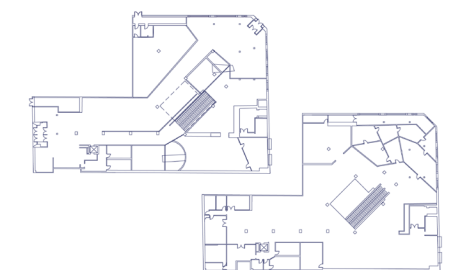
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EX.02.09

AV / MEDIA SCHEDULE

Code	Manufacturer	Description	Image
P01	Samsung	Samsung The Freestyle 550-Lumen Full HD Smart Projector.	
P02	Barco	Single-chip high-brightness up to 22,000 lumens. Up-to-date input capabilities (HDMI 2.0 & DP1.2) Full operational flexibility through wide lens range.	
S01	Samsung	Wall-mounted interactive kiosk, 24x36.	
S02	Aluvision	LED screens for wall photos	
S03	Ideum	Colossus II is an 86" 4K Ultra High Definition (UHD) multitouch table.	

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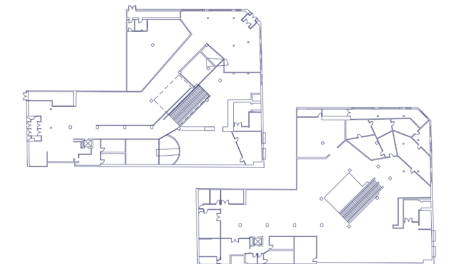
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EX.02.10

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

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Code	Item	Location	Description	Image
IT01	Bunny Slippers	03A - Front entrance desk and check-in	Available for all guests to move through the experience.	
IT02	Television	04A - Pulse point introduction video room	1989 Sony KV-8AD20 Trinitron Retro Gaming Color TV	
IT03	Television	04A - Pulse point introduction video room	Vintage 1980s RCA Analog Portable Television TV Black And White	
IT04	Television	04A - Pulse point introduction video room	Vintage 1978 Toshiba C097 TV Television Blackstripe	
IT05	Television	04A - Pulse point introduction video room	VTG Television GE General Electric Black & White Portable TV 12XB9104T	
IT06	Television	04A - Pulse point introduction video room	VTG 1981 Zenith A1310W 13" CRT TV Retro Gaming Television Faux Wood Look - HLBN	
IT07	Television	04A - Pulse point introduction video room	Vintage 1989 Hitachi 13" TV Color Television Model CT1385W	
IT08	Television	04A - Pulse point introduction video room	Vintage Zenith 16 inch Black and White TV / Television Model B1716C	
IT09	Television	04A - Pulse point introduction video room	Vintage Sony KV-13TR28 Trinitron 13" Retro CRT Gaming Television TV + OEM Remote	
IT10	Television	04A - Pulse point introduction video room	Sony KV-1221R 12" Trinitron Retro Color Gaming Monitor	
IT11	Television	04A - Pulse point introduction video room	GPX - 130" Indoor Soft Projection Screen - White	
IT12	Plant	05A - The big questions	Mimosa pudica plant. Real, needs care and attention.	

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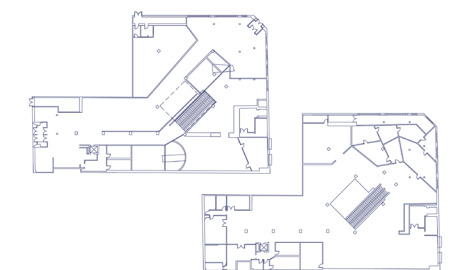
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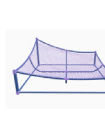







EX.02.11

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

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Code	Item	Location	Description	Image
ART01	Electroencephalogram (EEG) Machine	05A - The big questions	Machine that tests and examines someone's brain waves, or in the electrical activity of your brain, and detects abnormalities or patterns. Often used to study sleep.	
PRP02	Kennel	07A - What's under the bed	Modular Kennels - Freestanding, designed for dogs.	
PR01	Treadmill	07A - What's under the bed	Pawpaw's treadmill for small dogs.	
PR01	Aquarium	07A - What's under the bed	Large, 22gal Lifegard Aquatics Crystal Bookshelf Aquarium	
PR01	Wide Rope Chair	08A - Universal Unrest	Multiple people can sit in one chair, lean back and look at the installation. Aluminum in 55, Blueberry and rope in 79 - Hybrid Purple.	
FR01	Chair	08A - Universal Unrest	Singular chair, slightly more upright. Aluminium in 24 - Royal / Azul Royal, Ropes in 111 - Atlantic, and Fabric in 245 Azul.	
FR02	Pouffe	08A - Universal Unrest	Cylinder seat pouffe size 17.5" H x 16" Diameter.	
FR03	Crib	10A - Sleep walk	Abigail 3-in-1 Convertible Crib. Fabricator to paint light green.	
FR04	Recliner	10A - Sleep walk	Dream Manual and Power Swivel Glider Recliner. Sit and swivel in ultimate comfort.	
L22	Mobile	10A - Sleep walk	Classic Mobile, Field of Dreams. Ethically made. One-of-a-kind. Washable.	
L23	Artwork	10A - Sleep walk	Space Goose Framed Wall Art Print. Artist - Julia Back.	
L24	Artwork	10A - Sleep walk	Resting Moon Large Framed Wall Art Print. Artist - Brandon "B" Arnold.	

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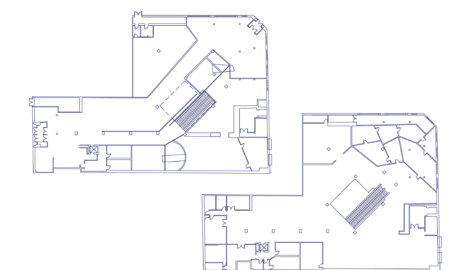
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EX.02.12

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

Code	Item	Location	Description	Image
FR05	Bed	10A - Sleep walk	Marino L-Shaped Bunk Bed. Hand-crafted. Fabricator to paint bright blue.	
PRP02	Globe	10A - Sleep walk	Light Up The Sky lit up constellations globe.	
PR01	Storage	10A - Sleep walk	Teen locker extra storage.	
PR01	Lava Lamp	10A - Sleep walk	Retro classic silver base lava lamp, available in multiple colours.	
ART02	Vintage Pin Curlers	12A - Bedtime routine	"For a Beautiful Coiffure"... you'll want these "Light as a Feather" Pin Curlers! And as an added bonus, they "Protect Teeth, Fingernails, Hairnets."	
ART03	Victorian Hair Pins	12A - Bedtime routine	Victorian Large Waving Pins. Set of five 3" locking hair waving pins. Used, a repro copy of general instructions will be included with the pins.	
ART04	Edwardian Night Cap	12A - Bedtime routine	Nightcaps or sleeping caps were worn while sleeping to keep the hair tangle-free and - especially silk nightcaps - to make the hair glossy.	
ART05	Modern Satin Bonnet	12A - Bedtime routine	Popular style of hair bonnet used by women of all hair types, but particularly made popular by Black women who have worn bonnets for generations.	
ART06	Sound Mixer	12A - Bedtime routine	Ultra-portable mixer can also be used as a multi-channel usb-c audio interface. constructed in anodized aluminum with pu leather backing.	
ART07	CPAP Machine	12A - Bedtime routine	Continuous positive airway pressure is a form of positive airway pressure ventilation in which a constant level of pressure greater than atmospheric pressure is continuously applied to the upper respiratory tract of a person.	
ART08	Sleep Tracking Ring	12A - Bedtime routine	Oura Ring Horizon's sleep tracking ring that tracks factors like total sleep, time in bed, sleep efficiency, and resting heart rate, on a nightly basis via a time graph, or tracked on a weekly or monthly basis. It also measures your REM.	
ART09	Sleep Tracking Wristband	12A - Bedtime routine	The Whoop is free with a \$30 per month membership that gives you access to some of the most comprehensive biometrics available, which includes sleep tracking.	

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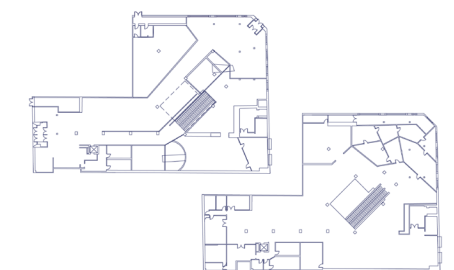
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EX.02.13

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

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Code	Item	Location	Description	Image
ART10	Fitness Tracker	12A - Bedtime routine	Garmin's Pulse Ox sensor (like the Epix Pro) have what Garmin calls Advanced Sleep Monitoring, or the ability to track sleep stages, your SpO2 or blood oxygen saturation, your respiration, and restlessness.	
ART11	Sleep Tracking Mat	12A - Bedtime routine	Withings Sleep Tracking Mat slips underneath your mattress where your chest rests. It tracks your movements, breathing, and heart rate throughout the night, detects snoring or other sounds.	
ART12	Skin-care Mask	12A - Bedtime routine	LED skincare mask by Thera Body that delivers effective, full-face Red, Red + Infrared and Blue light with added tension-relieving vibration therapy.	
ART13	Sleep Mask	12A - Bedtime routine	TEMPUR-Sleep Mask that is highly rated.	
PR01	Alarm Clock	12A - Bedtime routine	Retro Red Robot Quartz Alarm Clock.	
IT13	Alarm Clock	12A - Bedtime routine	Retro Style Quartz Alarm Clock Atomic Mid Century Black Battery Operated.	
IT14	Alarm Clock	12A - Bedtime routine	Vintage APOLLO MARK II Lux Time Mechanical Wind Alarm Clock.	
IT15	Alarm Clock	12A - Bedtime routine	Antique Alarm Clock By Lux.	
IT16	Alarm Clock	12A - Bedtime routine	Rikon Retro Alarm Clock.	
IT17	Alarm Clock	12A - Bedtime routine	Vintage Digital Alarm Clock Radio - Magnavox Model #D 3040.	
ART14	Guatemalan Worry Dolls	13A - Around the world in 40 winks	Worry dolls are small, hand-made dolls that originate from Guatemala. According to legend, Guatemalan children tell their worries to the Worry Dolls, placing them under their pillow when they go to bed at night. By morning the dolls have gifted them with the wisdom and knowledge to eliminate their worries.	
ART15	Tatami Mat	13A - Around the world in 40 winks	It is common practice in Japan to sleep on a very thin mattress over a tatami mat, made of rice straw and woven with soft rush grass. The Japanese believe this practice will help your muscles relax, allowing for a natural alignment of your hips, shoulders and spine.	

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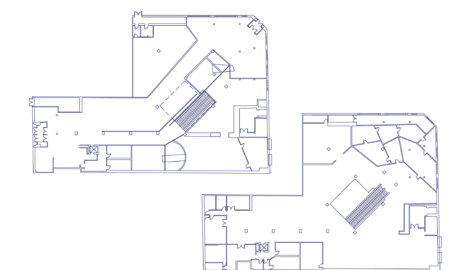
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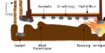









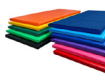

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EX.02.14

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

Code	Item	Location	Description	Image
ART16	Ondol or Kang	13A - Around the world in 40 winks	A bed from Korea and China, that has a heating system underneath. Who invented this bed is of tension between the two countries. It is from circa 5000 BC.	
ART17	Pyjamas and Kurtas	13A - Around the world in 40 winks	In India, wearing pyjamas dates back centuries. Due to the British Colonization of India, pyjamas became a popular choice for sleepwear in the Western world, and their influence can still be seen in the modern-day pajamas we wear today.	
ART18	Finnish Baby Box	13A - Around the world in 40 winks	A package aimed to set up new parents and their bundle of joy. The Finnish boxes include baby clothing, sleep items, hygiene products and a parenting guide -- as well as a "sleep space" for the baby.	
FR06	Stool	14A - Reflection/Event space	CORT's powder-coated Boardwalk Turquoise Bar Stool.	
FR07	Sofa	14A - Reflection/Event space	CORT's velvety soft cloud of a sofa. Feature a retro design and maxing out on comfort, this sofa is win-win in the form and function arenas.	
FR08	Club Chair	14A - Reflection/Event space	CORT's Donovan Club retro chair featuring pipe framing, matching the factory aesthetic and leather.	
FR09	Acoustic Pod Sofa	14A - Reflection/Event space	2 seater sofa with its integral wrap-around acoustic panel that forms the back of the seating.	
FR10	Couch	14A - Reflection/Event space	Graceland Blue 2PC Sectional Sofa for ample seating.	
FR11	Bar Table	14A - Reflection/Event space	Rustique Square Metal Bar Table. Gunmetal urban industrial square metal bar table.	
FR12	Mattress	15A - Fort building	Casper's Original Memory Foam Mattress	
IT18	Gymnastics Mats	15A - Fort building	Customizable & Colorful. The Build-a-Mat has 11 different options to connect several 2-ft panels to design a personalized tumbling mat.	
IT19	Gymnastics Blocks	15A - Fort building	Booster Blocks feature strategically placed Velcro and Velcro flaps to maximize how they can be configured for a variety of uses. Connect blocks securely on top of each other to create a wall or stable spotting station.	

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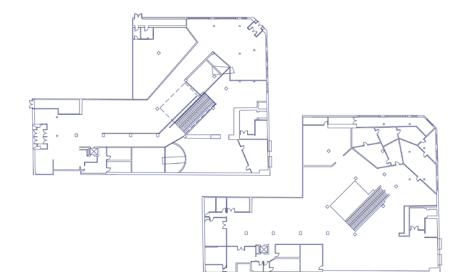
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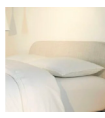



EX.02.15

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

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Code	Item	Location	Description	Image
IT20	Balance beams	15A - Fort building	Booster Blocks feature strategically placed Velcro and Velcro flaps to maximize how they can be configured for a variety of uses. Connect blocks securely on top of each other to create a wall or stable spotting station.	
IT21	Poles	15A - Fort building	Weighted Rubber Base Agility Poles. Hopefully will be used to prop up blankets.	
IT22	Pillows	15A - Fort building	Casper extra-heavy foam pillows.	
IT23	Rope	15A - Fort building	Raveox's super large cotton twisted rope.	
IT24	Weighted Blankets	15A - Fort building	Casper weighted blankets in multiple colours.	
IT25	Sheets	15A - Fort building	Casper Percale Sheets. Dyed to match exhibition colours.	
IT26	Pillows	16A - Store	Pillows in all 9 Casper pillow styles, including backrest pillow.	
PR01	Bedframe	16A - Store	Adjustable Base Pro bedframe, Casper's mid-tier bedframe available to test.	
PR02	Headboard	16A - Store	Casper's drift attachable headboard applied to the bedframe.	
PR03	Bedframe	16A - Store	Casper Haven Bed Frame in Heathered Grey.	
PR04	Mattress	16A - Store	Casper's Original Memory Foam Mattress .	
PR05	Mattress	16A - Store	Casper's Original Hybrid Mattress.	

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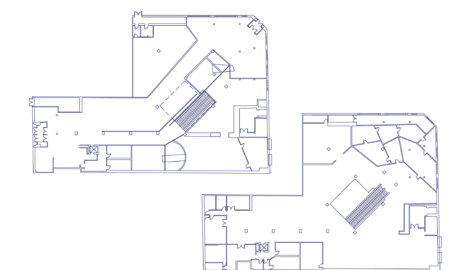
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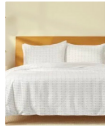





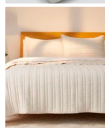
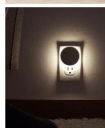



EX.02.16

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

LAURA O'GRADY

Exhibition & Experience Designer

**FASHION INSTITUTE
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New York, NY 10011

Code	Item	Location	Description	Image
PR06	Duvets	16A - Store	All Casper Duvet options.	
PR07	Duvet Covers	16A - Store	All Casper duvet covers and matching pillowcases.	
PR08	Sheet Sets	16A - Store	All Casper sheet set variations in multiple colours.	
PR09	Weighted Blankets	16A - Store	Casper's Weighted Blanket in multiple colours.	
PR10	Throw Blankets	16A - Store	Casper's Waffle Throw Blanket in multiple colours.	
PR11	Throw Blankets	16A - Store	Casper's Textured Grid Throw Blanket in multiple colours.	
PR12	Throw Blankets	16A - Store	Casper's Cozy Woven Blanket.	
PR13	Covers	16A - Store	All Casper quilts, coverlets and shams.	
PR14	Night Light	16A - Store	Casper's glow night light by Casper that plugs in outlets. Features motion sensor technology and will react to visitor movements.	
PR15	Glow Light	16A - Store	Casper's glow light. Self-dimming warm light, connected to app. Designed to be soothing and calming.	
PR16	Pet Beds	16A - Store	Casper's dog bed. Available in three different colors and designed to support calming dog behaviour.	
PR17	Robe	16A - Store	Casper's snoozewear Blanket Robe.	

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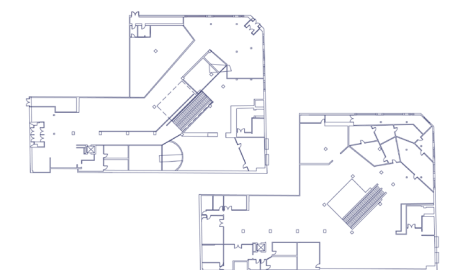
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EX.02.17

PROP ITEM, ARTIFACT, PRODUCT AND FURNITURE LIST

Code	Item	Location	Description	Image
FR13	Chair	17A - Second Entrance and Cafe	Article's Svelti Deep Cove Teal Stackable Dining Armchair	
FR14	Chair	17A - Second Entrance and Cafe	Daals Greenwich Olive Green Velvet Dining Chair in Blue and Beige.	
FR15	Bench	17A - Second Entrance and Cafe	Liqui Contract's Steve Bench is a contemporary upholstered bench seat.	
FR16	Acoustic Pod Sofa	17A - Second Entrance and Cafe	Liqui Contract's 2 seater sofa with its integral wrap-around acoustic panel that forms the back of the seating.	
FR17	Cafe Table	17A - Second Entrance and Cafe	Liqui Contract's table top, made from sustainably sourced Oak and sits on a complementary lozenge-shaped pedestal base in steel.	
FR18	Bench	17A - Second Entrance and Cafe	Liqui Contract's wooden bench is handmade by our craftsmen from sustainably sourced oak. It makes a great dining bench seat that is both practical and beautiful with its dowel legs and soft rounded edges.	
FR19	Shelving Unit	17A - Second Entrance and Cafe	Shaw shelving unit to add to the neutral ambiance of the space.	

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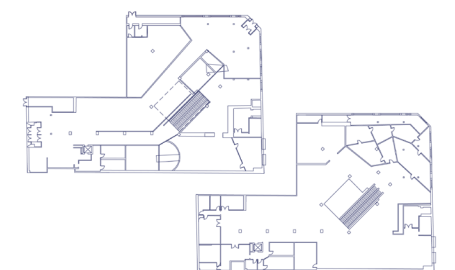
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DRAWING NO.

EX.02.18

PLANS & SECTIONS

GENERAL PLAN — GROUND FLOOR

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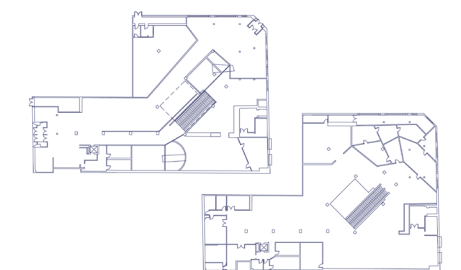
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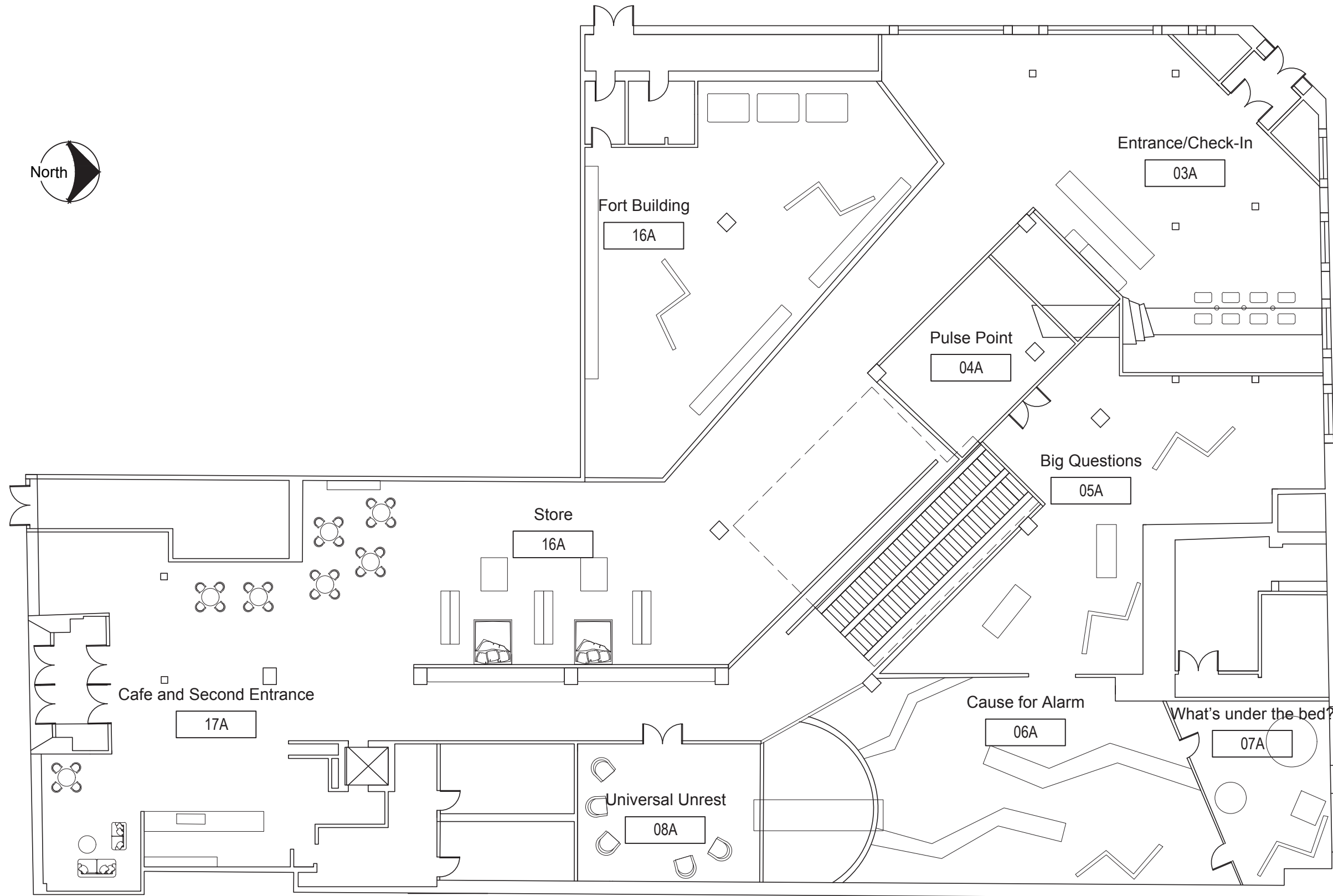
DATE December 8, 2023

KEY PLAN



DRAWING NO.

EX.03.01

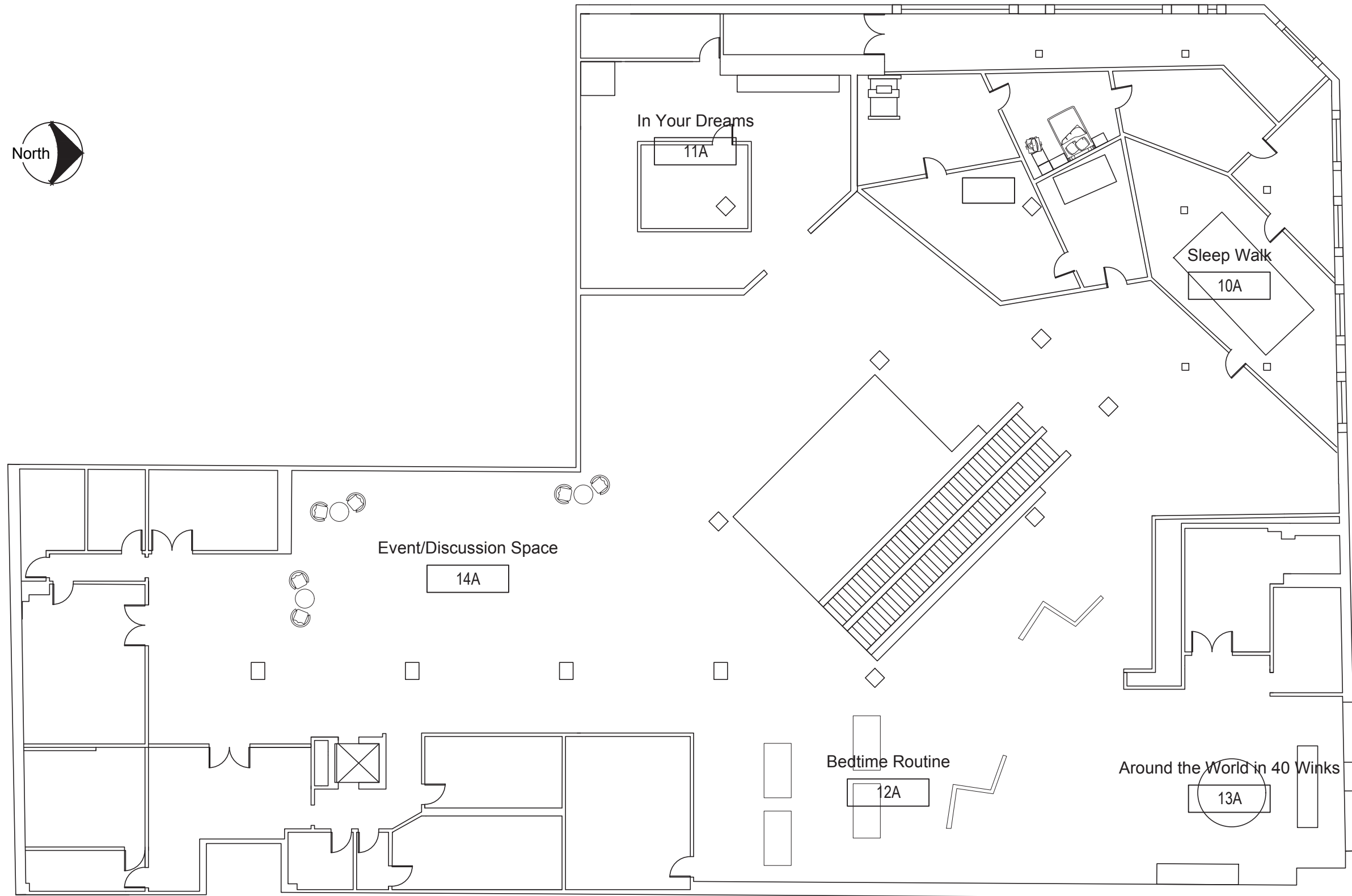


GENERAL PLAN – TOP FLOOR

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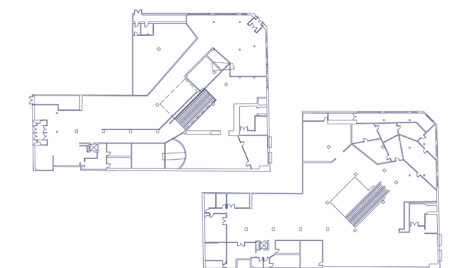
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EX.03.02

DIMENSION PLAN – GROUND FLOOR

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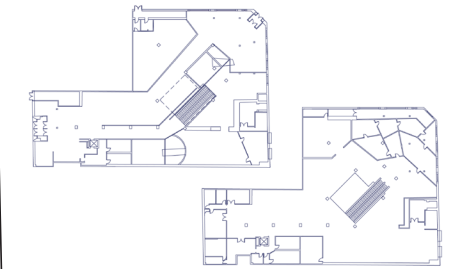
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SCALE 1/16" = 1'-0"

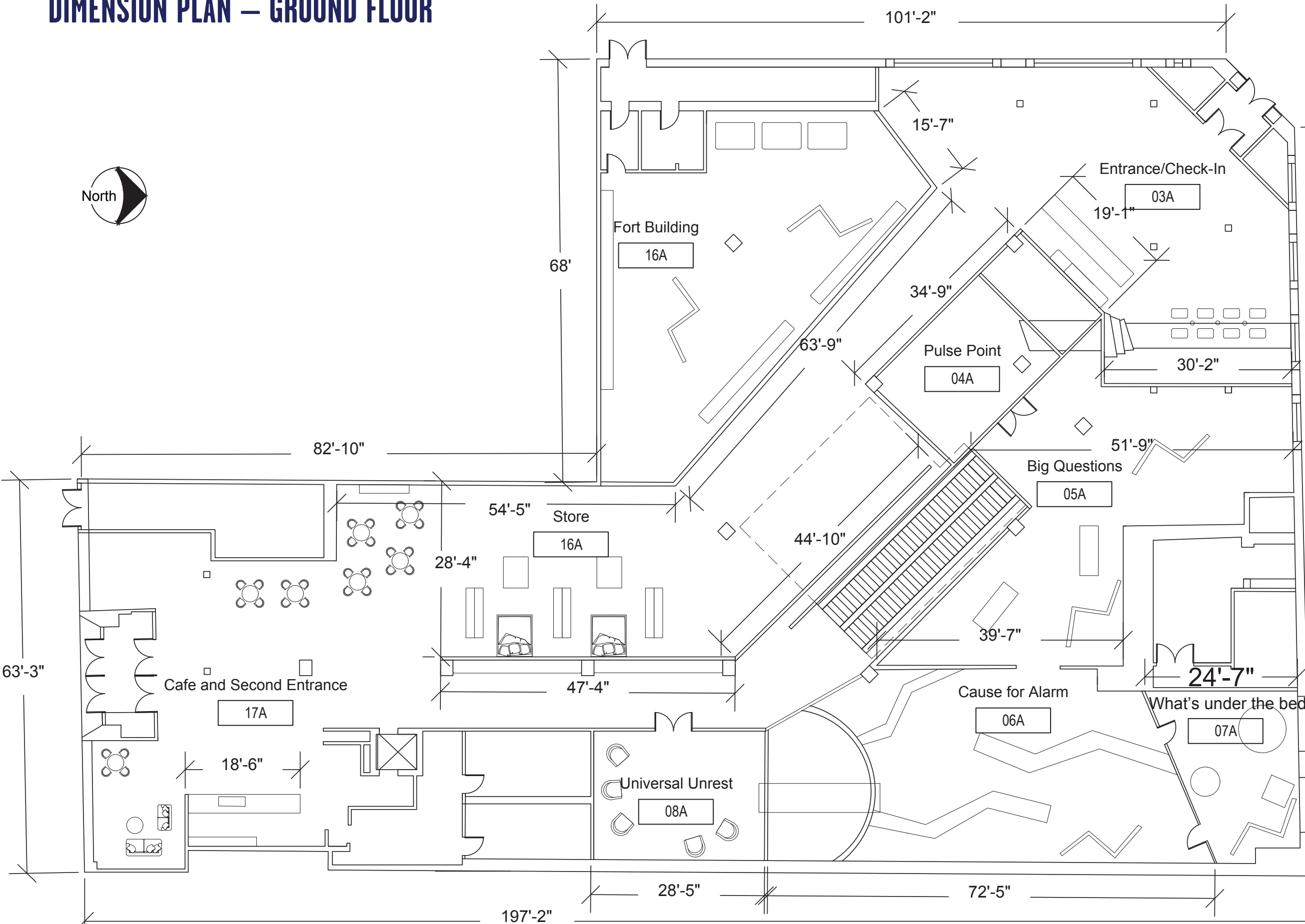
DATE December 8, 2023

KEY PLAN



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EX.03.03



DIMENSION PLAN – TOP FLOOR

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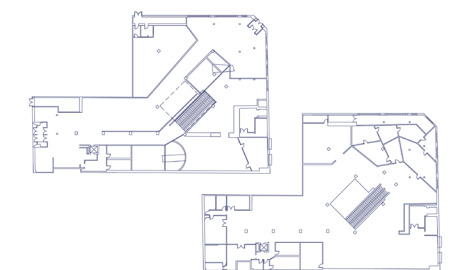
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SCALE 1/16" = 1'-0"

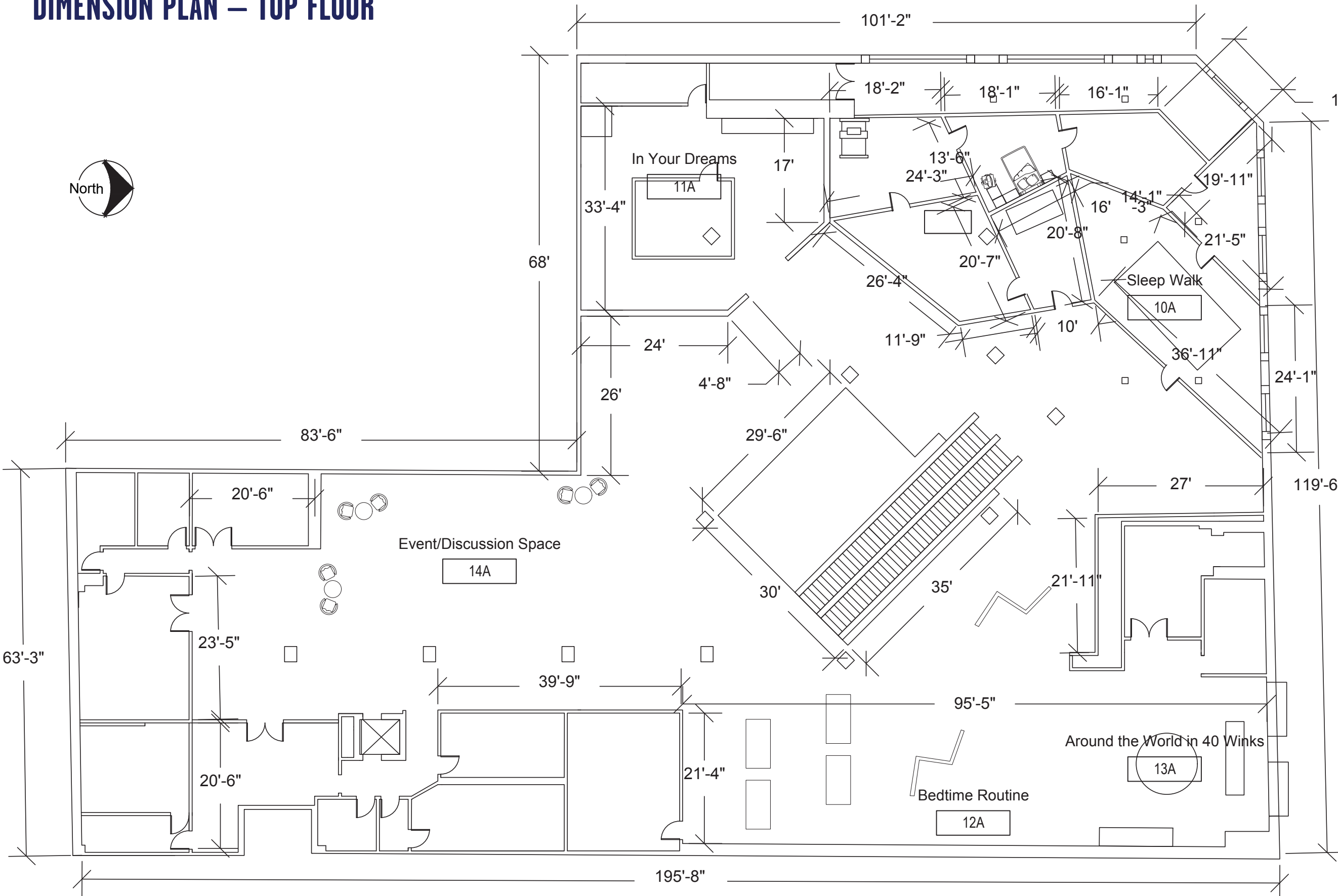
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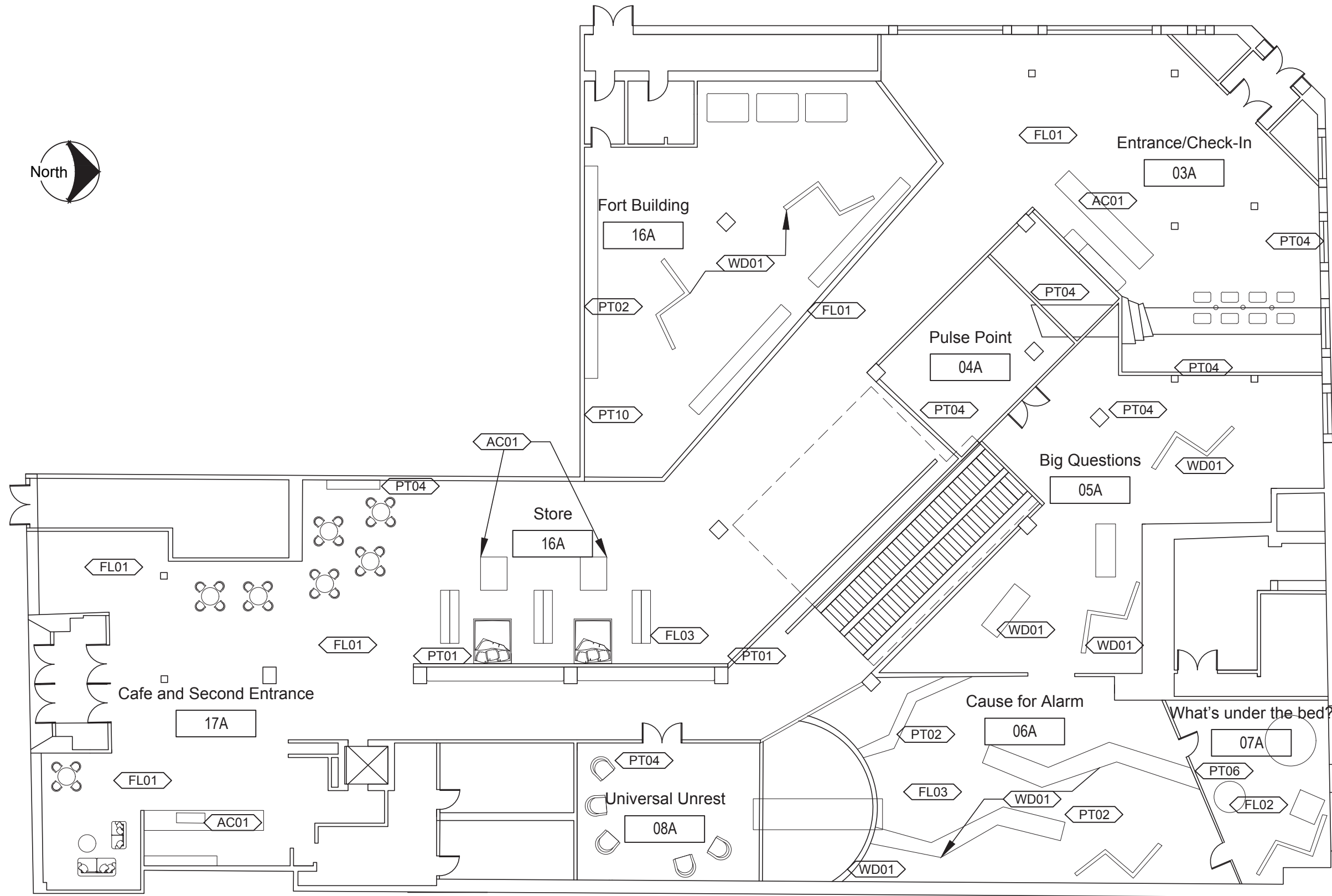
DRAWING NO.

EX.03.04



1 DIMENSION PLAN – TOP FLOOR
Scale: 1/16" = 1'-0"

MATERIAL PLAN – GROUND FLOOR



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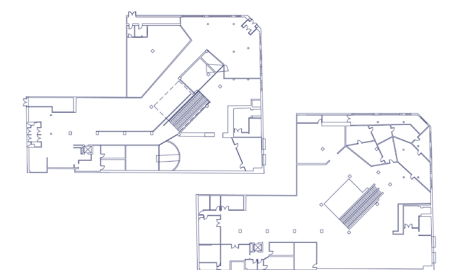
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SCALE 1/16" = 1'-0"

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EX.03.05

MATERIAL PLAN – TOP FLOOR

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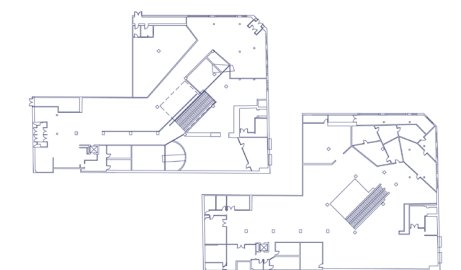
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SCALE 1/16" = 1'-0"

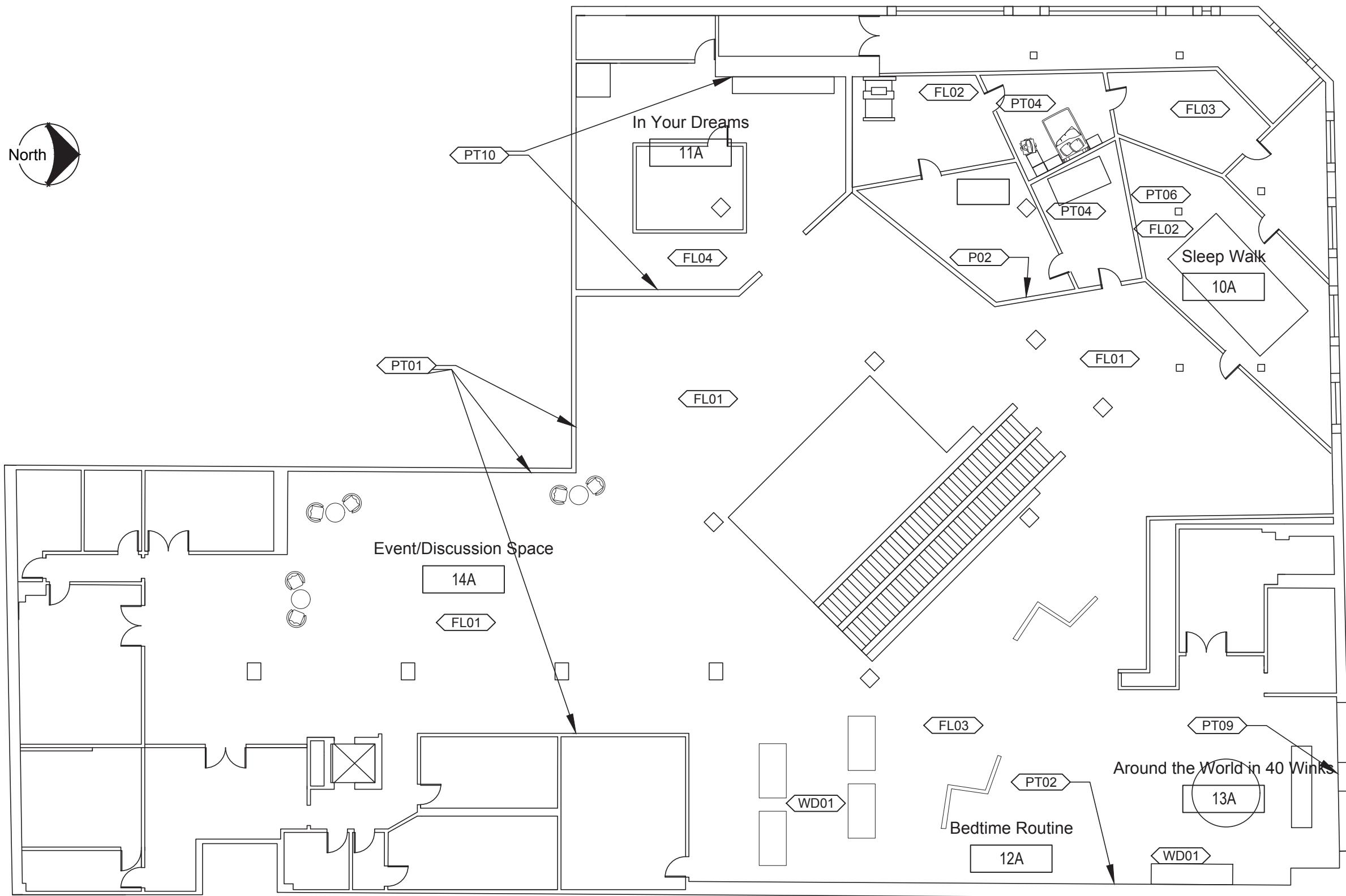
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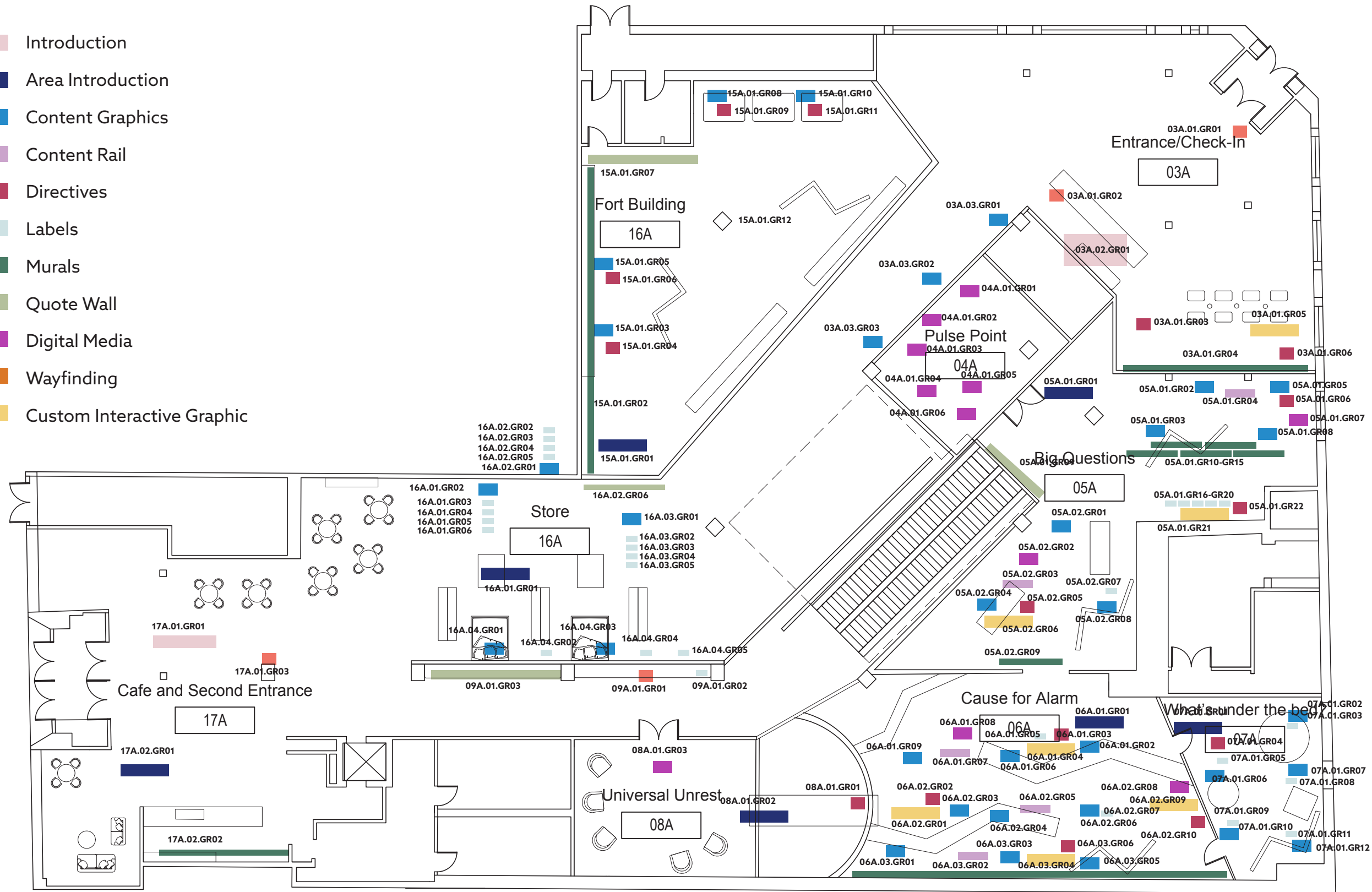
DRAWING NO.

EX.03.06



GRAPHIC LOCATION PLAN – GROUND FLOOR

- Introduction
- Area Introduction
- Content Graphics
- Content Rail
- Directives
- Labels
- Murals
- Quote Wall
- Digital Media
- Wayfinding
- Custom Interactive Graphic



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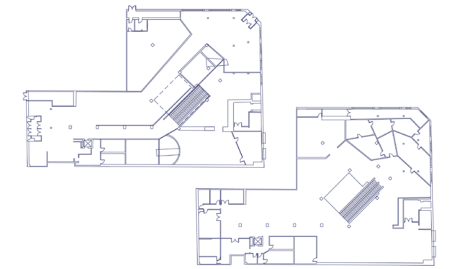
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SCALE 1/16" = 1'-0"

DATE December 8, 2023

KEY PLAN

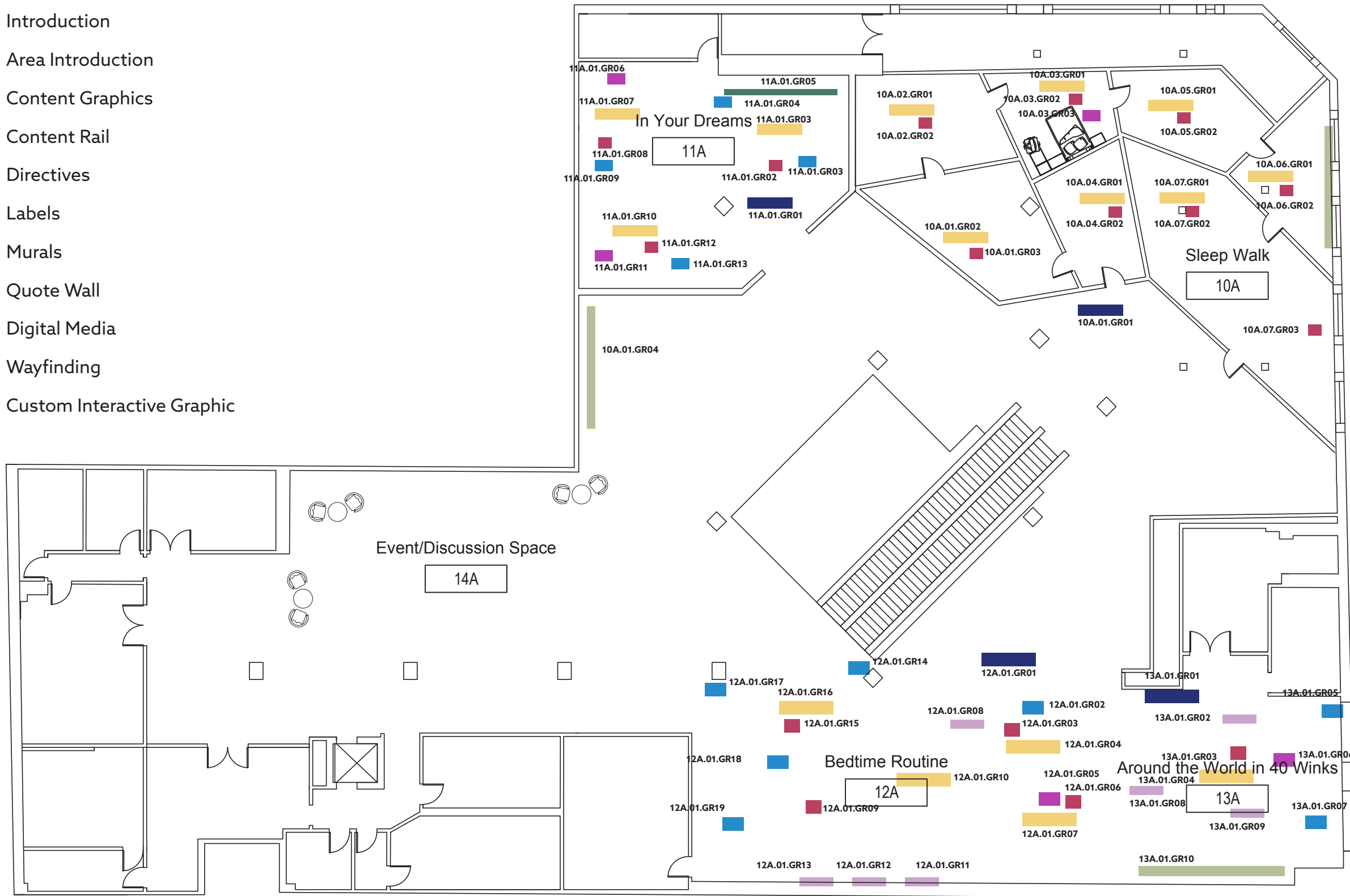


DRAWING NO.

EX.03.07

GRAPHIC LOCATION PLAN – TOP FLOOR

- Introduction
- Area Introduction
- Content Graphics
- Content Rail
- Directives
- Labels
- Murals
- Quote Wall
- Digital Media
- Wayfinding
- Custom Interactive Graphic



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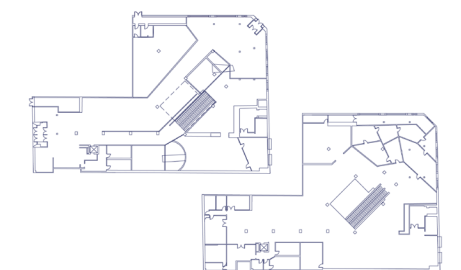
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SCALE 1/16" = 1'-0"

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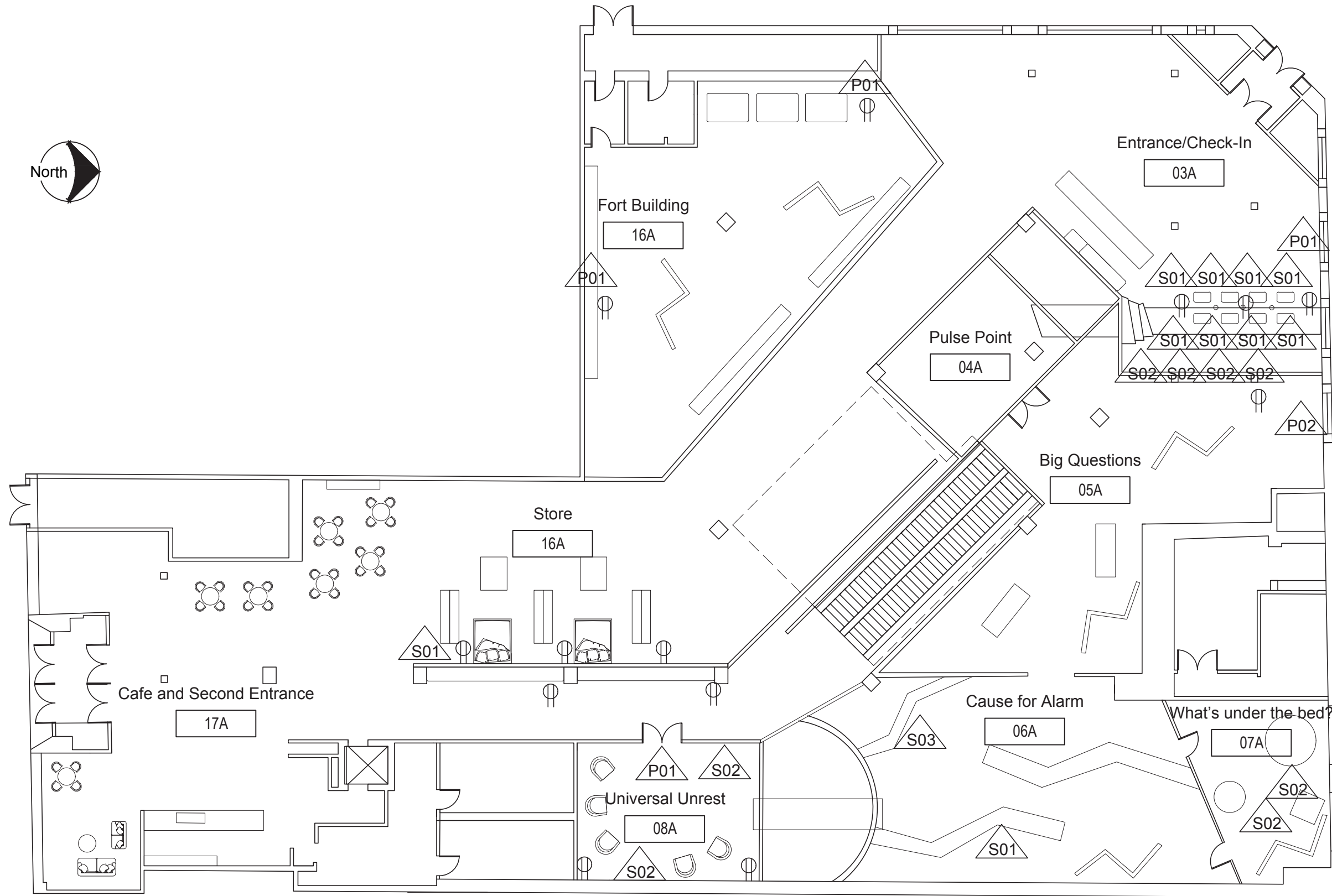
KEY PLAN



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EX.03.08

POWER & DATA PLAN – GROUND FLOOR



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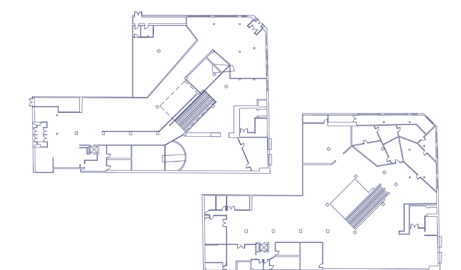
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SCALE 1/16" = 1'-0"

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EX.03.09

POWER & DATA PLAN – TOP FLOOR

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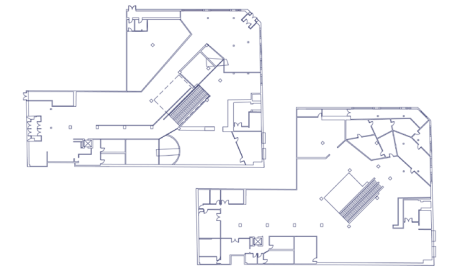
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SCALE 1/16" = 1'-0"

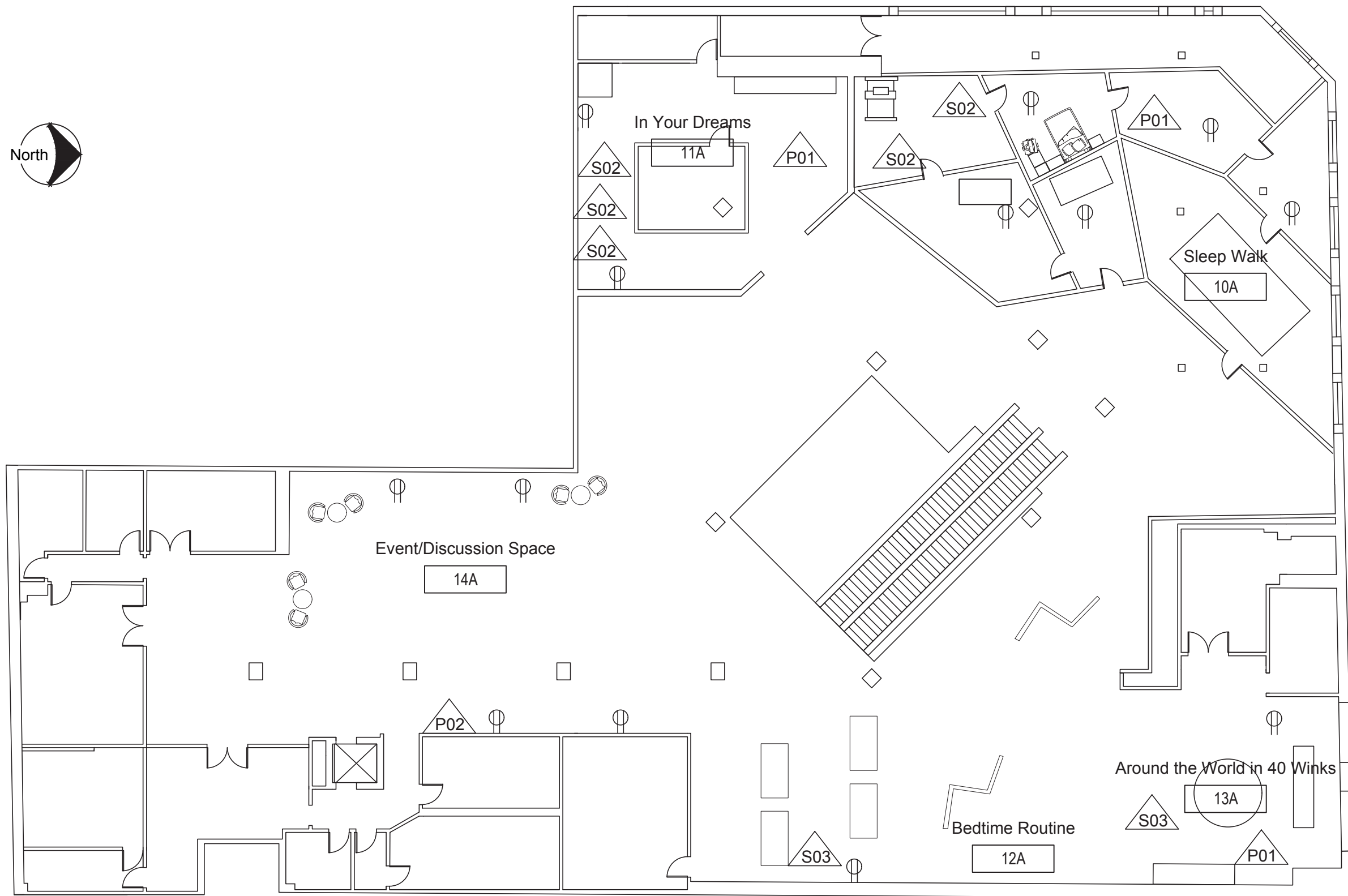
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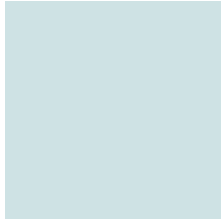
DRAWING NO.

EX.03.10



GRAPHIC GENERAL ELEMENTS

COLOUR PALETTE



HEX #CFE1E2
RGB 207, 225, 226
HSL 183, 8%, 85%

Benjamin Moore
Serenata
AF-535



HEX #A2DADE
RGB 162, 218, 222
CMYK 27%, 2%, 0%, 13%

Benjamin Moore
Clearlake
738



HEX #238CCA
RGB 35, 140, 202
CMYK 83%, 31%, 0%, 21%

Benjamin Moore
Blue Macaw
784



HEX #273376
RGB 39, 51, 118
CMYK 67%, 57%, 0%, 54%

Benjamin Moore
Twilight Blue
2067-30



HEX #21265E
RGB 33, 38, 94
CMYK 65%, 60%, 0%, 63%

Benjamin Moore
Midnight Navy
20677-10



HEX #B5C19D
RGB 181, 193, 157
CMYK 6%, 0%, 19%, 24%

Benjamin Moore
Vienna Green
538



HEX #4A7B66
RGB 74, 123, 102
CMYK 40%, 0%, 17%, 52%

Benjamin Moore
Deep Sea
623



HEX #E9AFCB
RGB 233, 175, 203
CMYK 0%, 25%, 13%, 9%

Benjamin Moore
Pink Pansy
2083-50



HEX #CCA5CD
RGB 204, 165, 205
CMYK 0%, 20%, 0%, 20%

Benjamin Moore
Purple Hyacinth
2073-40



HEX #B1336A
RGB 177, 51, 106
CMYK 0%, 71%, 40%, 31%

Benjamin Moore
Razzle Dazzle
1348

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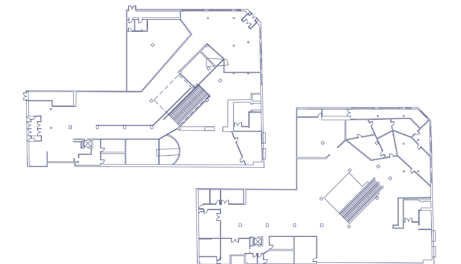
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SCALE NTS

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DRAWING NO.

EX.04.01

TYPOGRAPHY

Garage Gothic

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈÙÇÂÊÎÔÛËÏÜ
abcdefghijklmnopqrstuvwxyz éàèùçâêîôûëïü

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈÙÇÂÊÎÔÛËÏÜ
abcdefghijklmnopqrstuvwxyz éàèùçâêîôûëïü

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈÙÇÂÊÎÔÛËÏÜ
abcdefghijklmnopqrstuvwxyz éàèùçâêîôûëïü

Azo Sans

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈÙÇÂÊÎÔÛËÏÜ
abcdefghijklmnopqrstuvwxyz éàèùçâêîôûëïü

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈÙÇÂÊÎÔÛËÏÜ
abcdefghijklmnopqrstuvwxyz éàèùçâêîôûëïü

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZÉÀÈÙÇÂÊÎÔÛËÏÜ
abcdefghijklmnopqrstuvwxyz éàèùçâêîôûëïü

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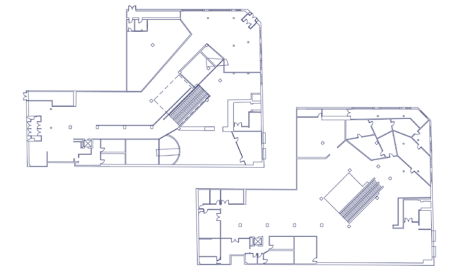
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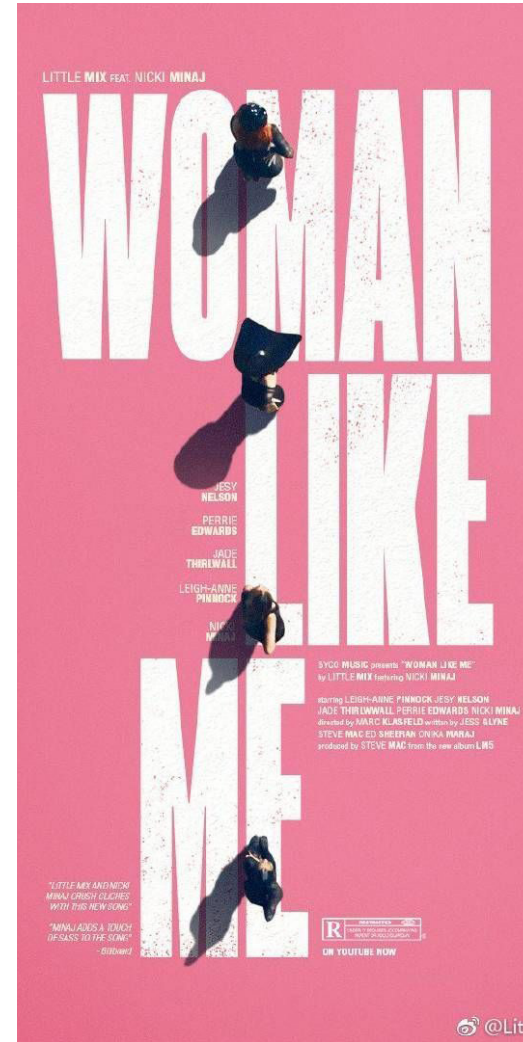
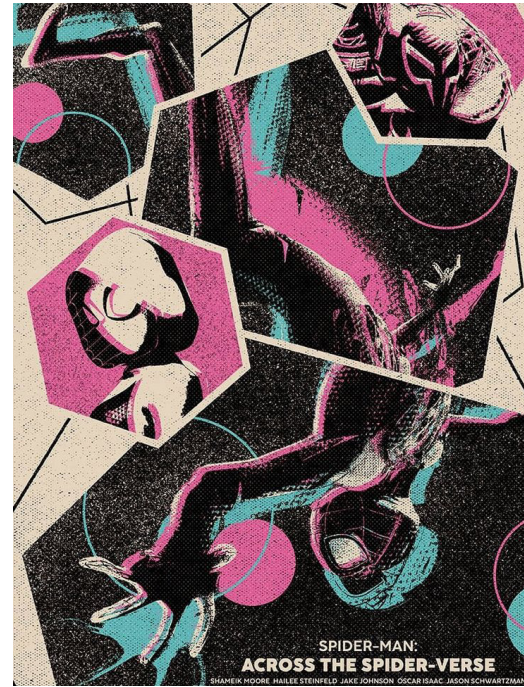
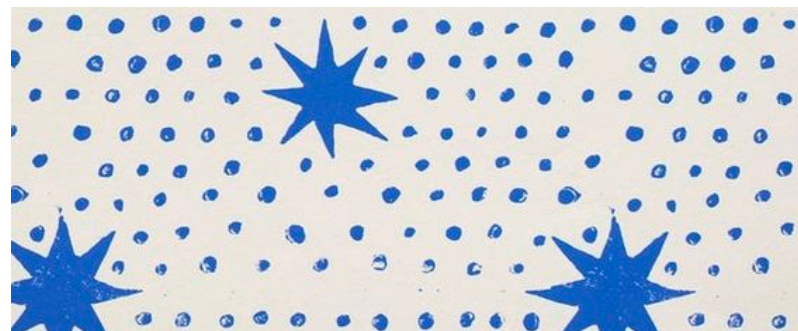
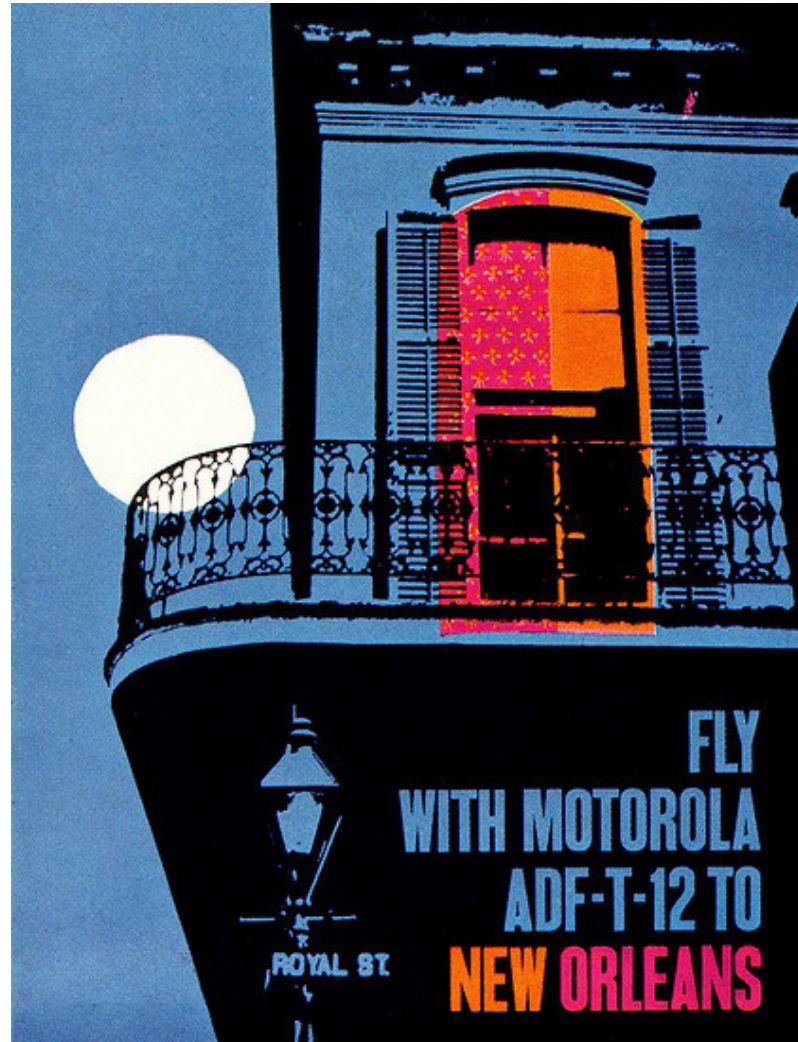
KEY PLAN



DRAWING NO.

EX.04.02

REFERENCE IMAGERY



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Casper

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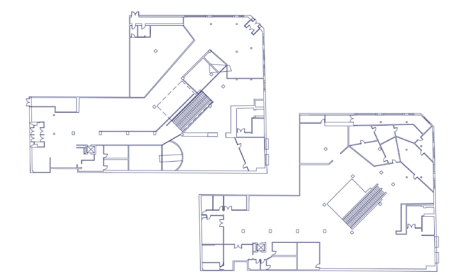
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DRAWING NO.

EX.04.03

GRAPHIC LOOK & FEEL



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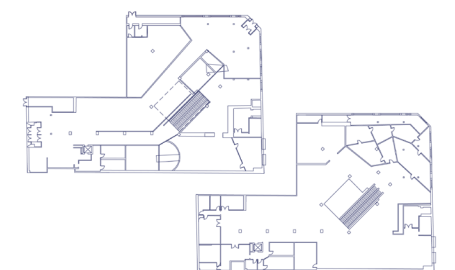
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DRAWING NO.

EX.05.04

LOGO



Logo



French Logo



Colourways

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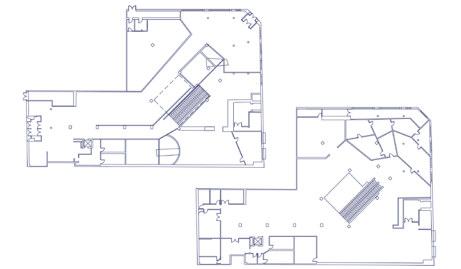
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DATE December 8, 2023

KEY PLAN



DRAWING NO.

EX.04.05

VISUAL IDENTITY SYSTEM

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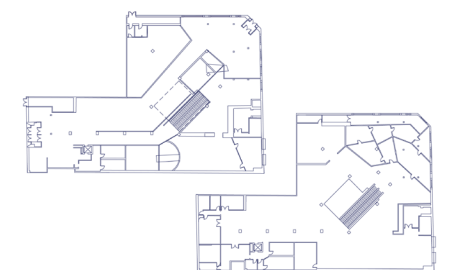
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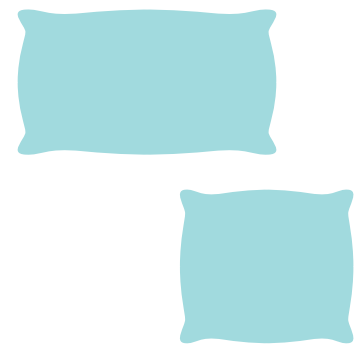
DATE December 8, 2023

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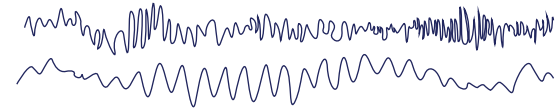
EX.04.06



Pillows



Mattresses



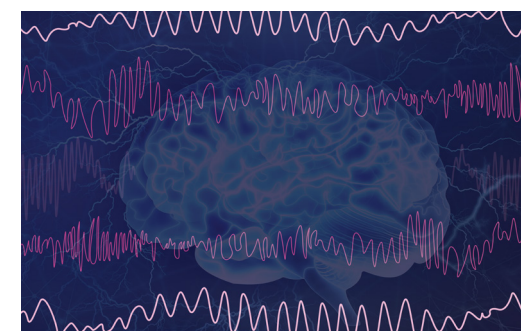
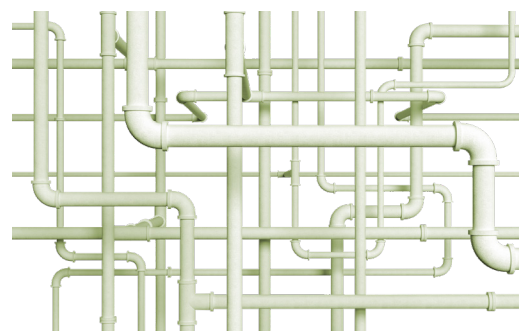
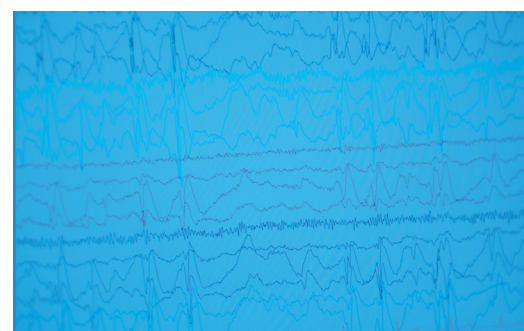
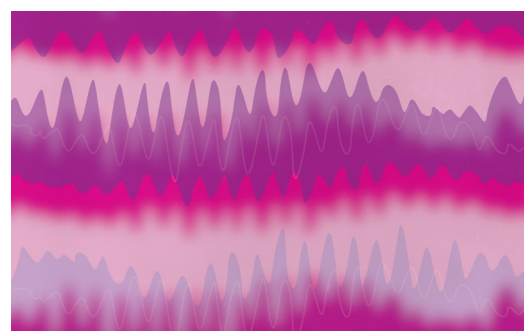
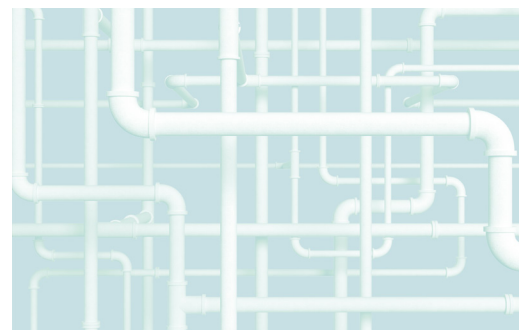
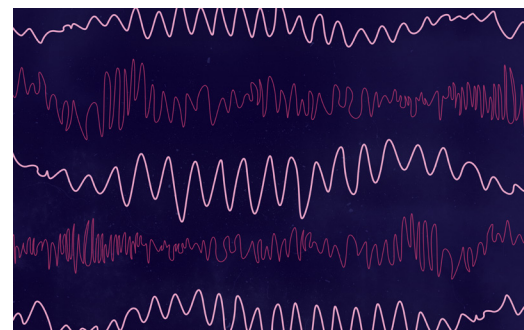
EEG test waves



Z's



Image Treatments



Patterns

COLLATERAL ITEMS



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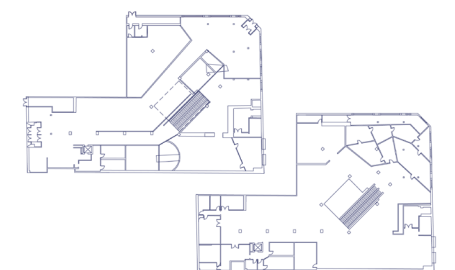
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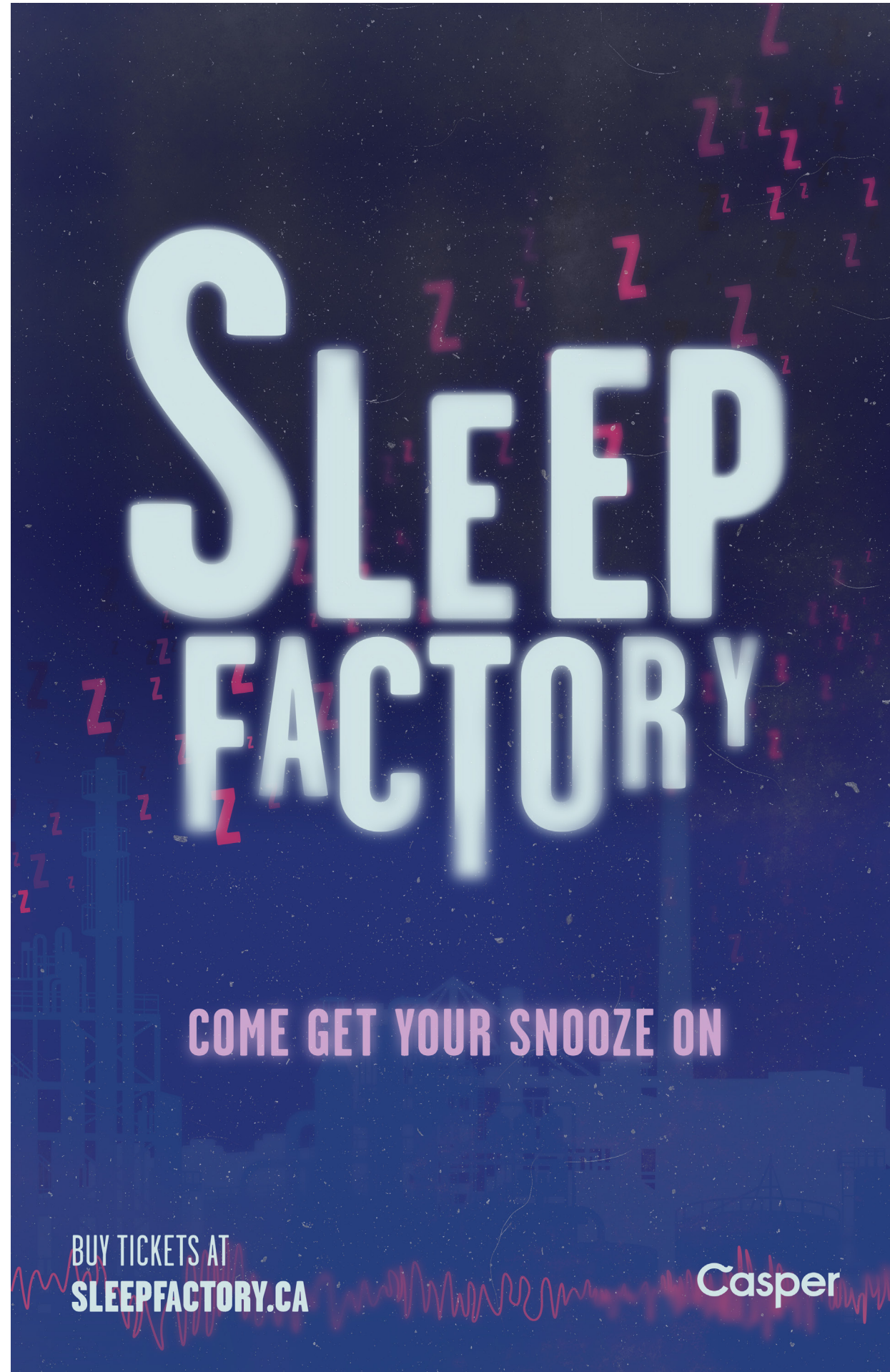
KEY PLAN



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EX.04.07

EXHIBITION POSTER



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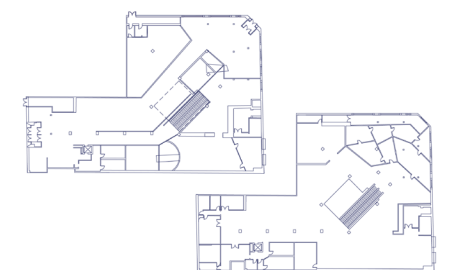
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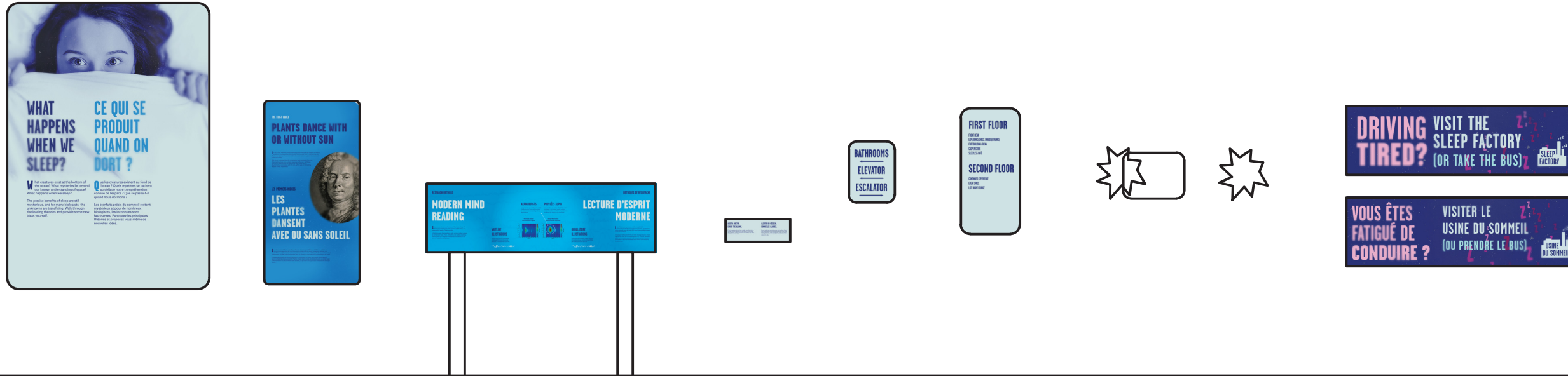
KEY PLAN



DRAWING NO.

EX.04.08

GRAPHIC FAMILY



1 GRAPHIC FAMILY
Scale: 3/8" = 1'-0"



2 GRAPHIC FAMILY LARGE
Scale: 3/16" = 1'-0"

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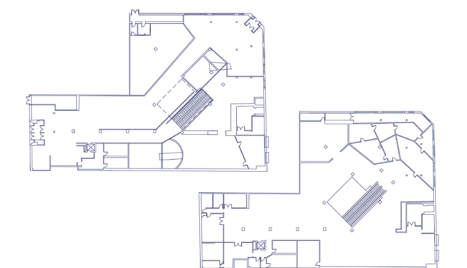
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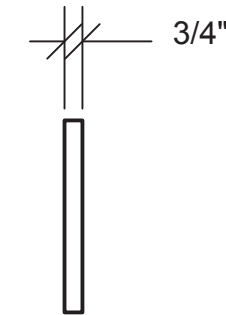
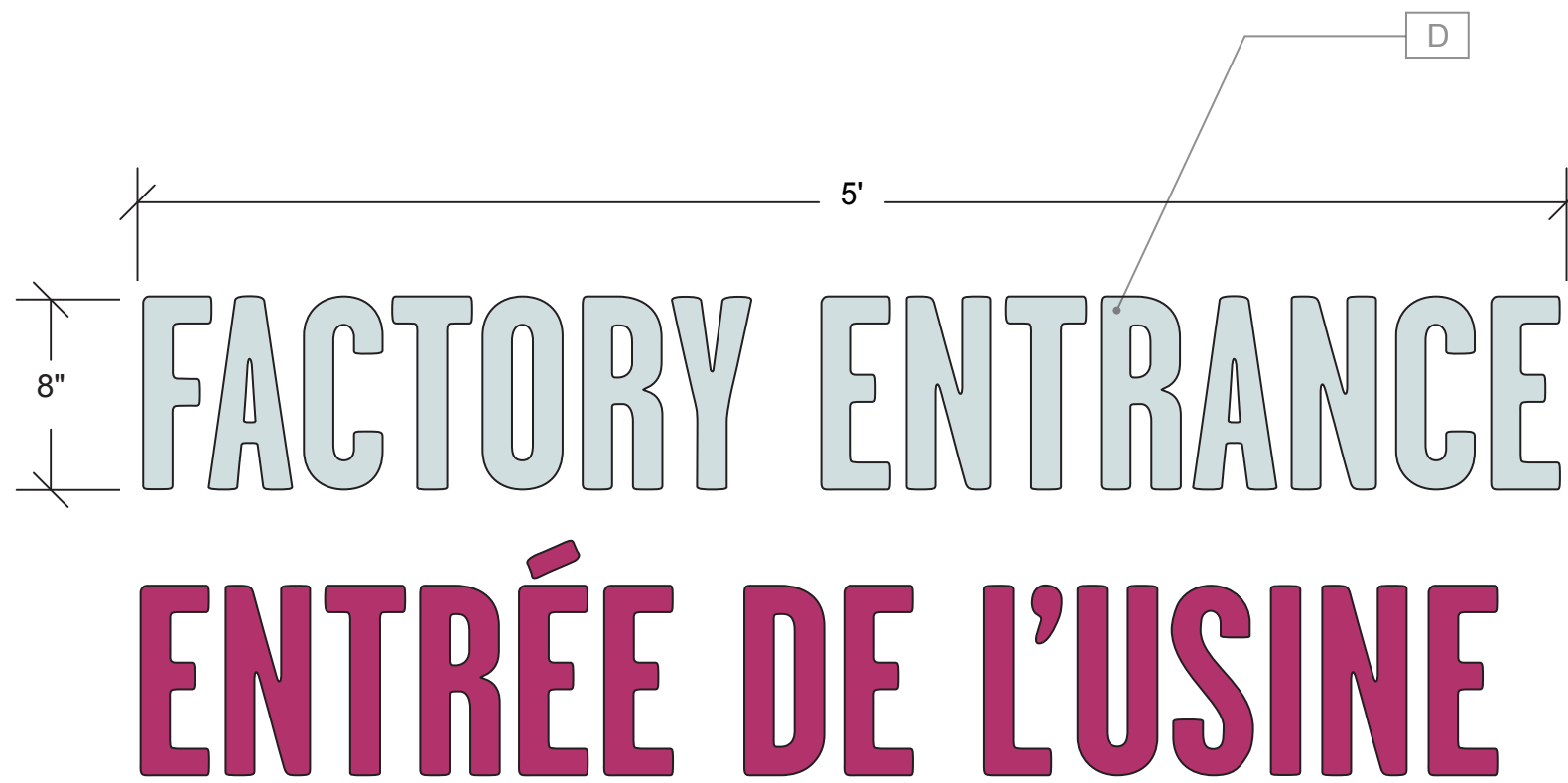
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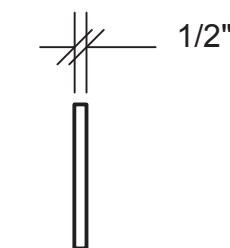
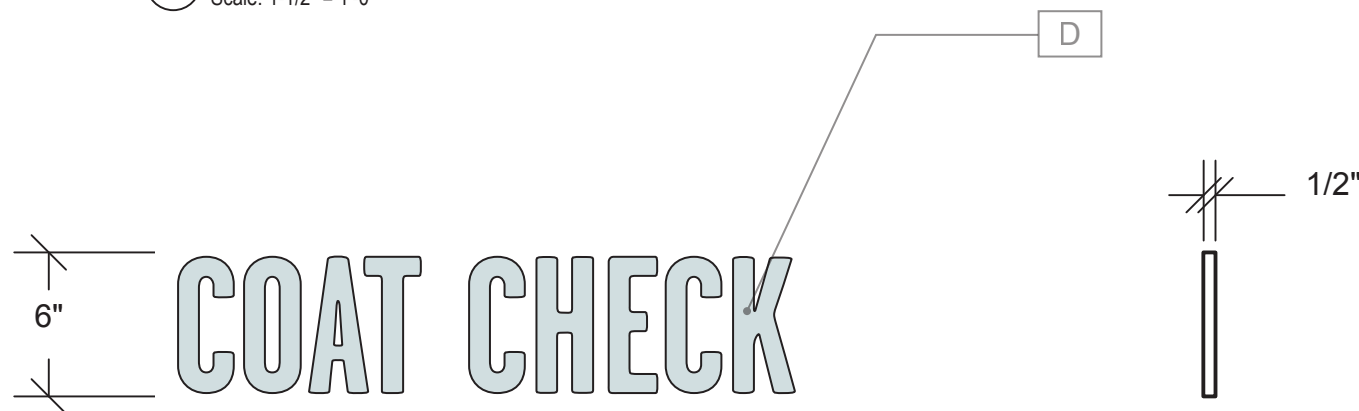
EX.04.09

DIMENSIONAL LETTERS



② SIDE VIEW LARGE DIMENSIONAL LETTERS
Scale: 1-1/2" = 1'-0"

① FRONT VIEW LARGE DIMENSIONAL LETTERS
Scale: 1-1/2" = 1'-0"



② SIDE VIEW SMALL DIMENSIONAL
Scale: 1-1/2" = 1'-0"

① FRONT VIEW SMALL DIMENSIONAL LETTERS
Scale: 1-1/2" = 1'-0"



Example mockup

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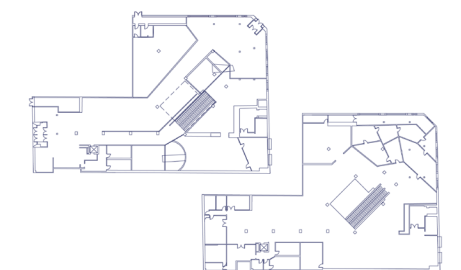
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EX.04.10

AREA INTRODUCTION



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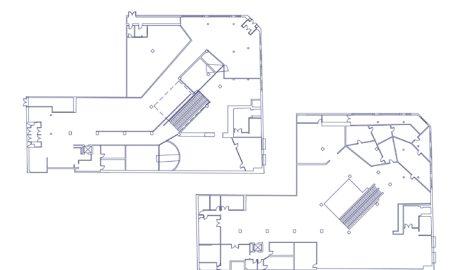
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SCALE 1" = 1'-0"

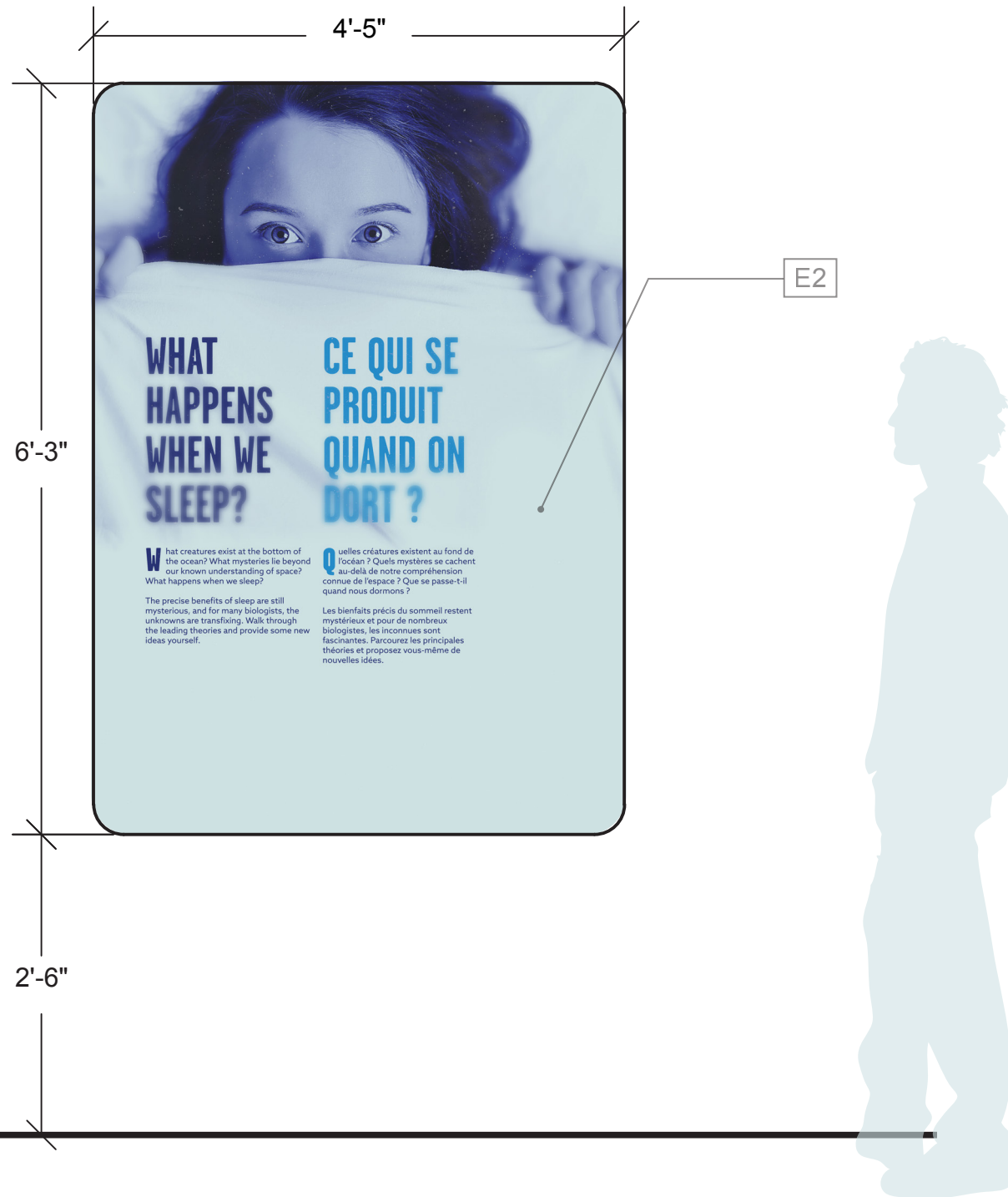
DATE December 8, 2023

KEY PLAN

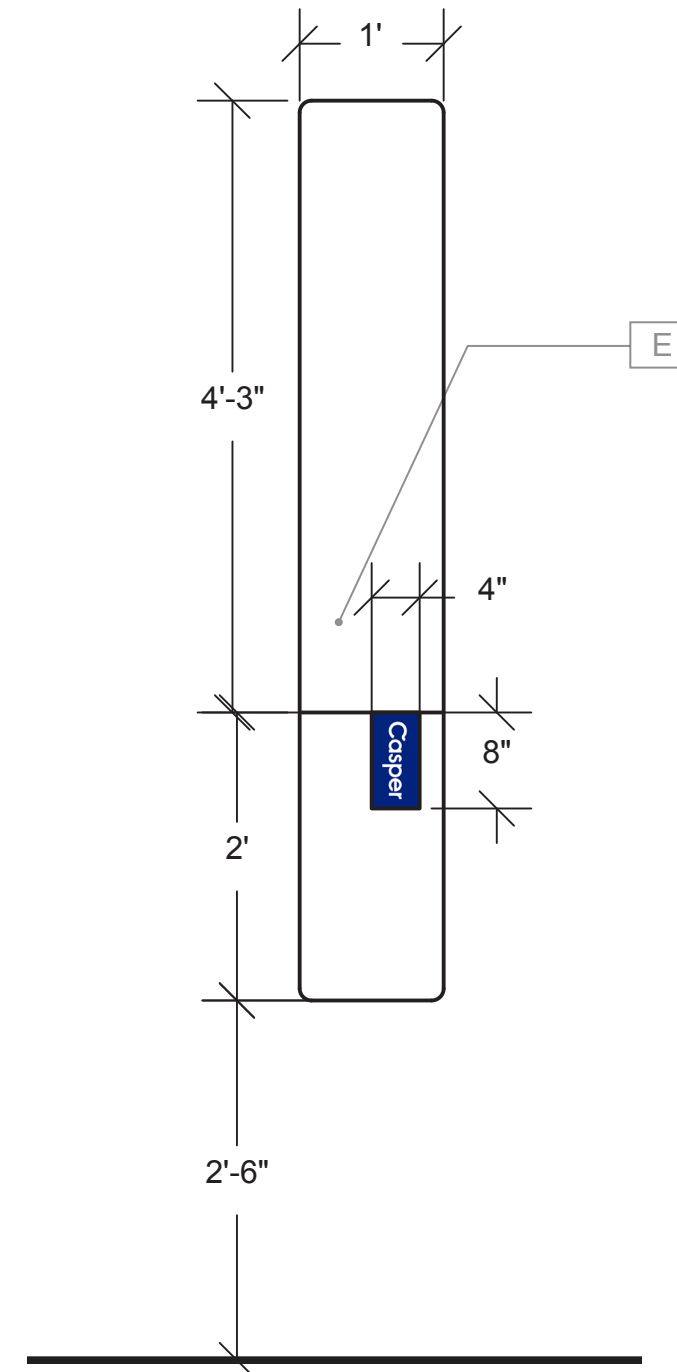


DRAWING NO.

EX.04.11

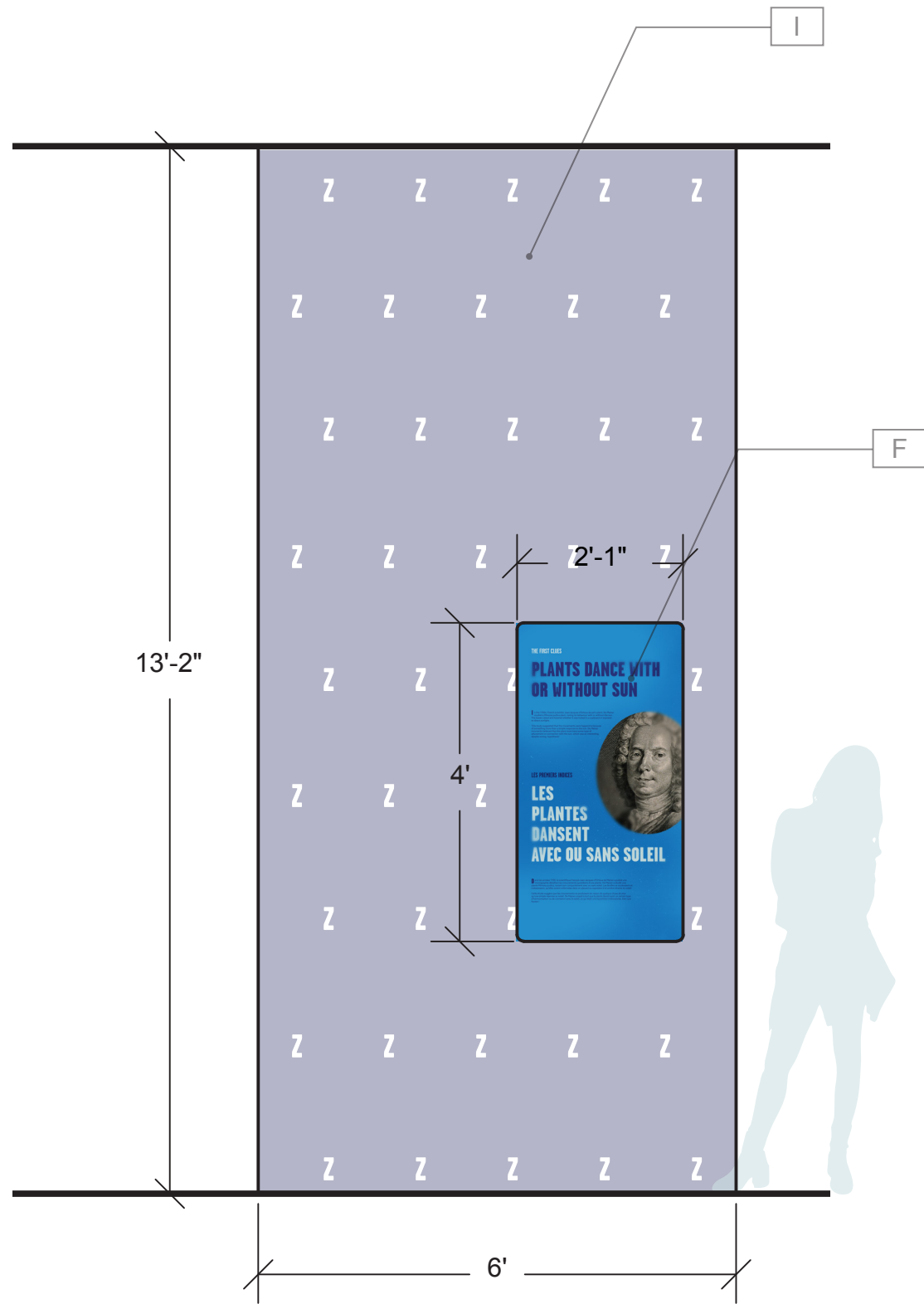


1 FRONT VIEW
Scale: 1" = 1'-0"

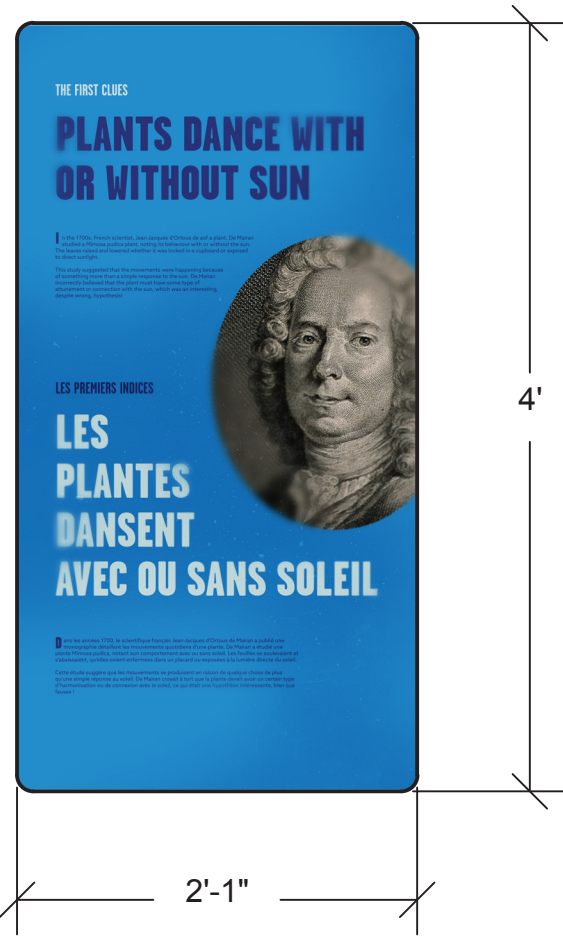


2 SIDE VIEW
Scale: 1" = 1'-0"

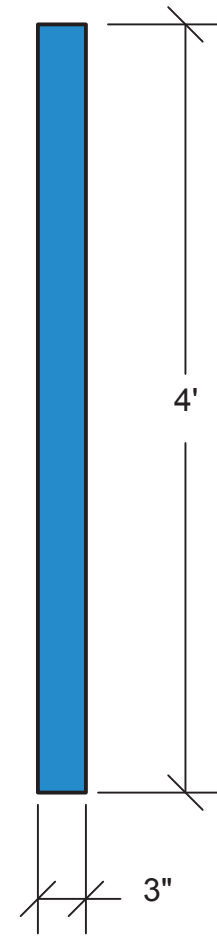
CONTENT GRAPHICS



1 FRONT VIEW
Scale: 1/2" = 1'-0"



2 CLOSE UP
Scale: 1" = 1'-0"



3 SIDE VIEW
Scale: 1" = 1'-0"

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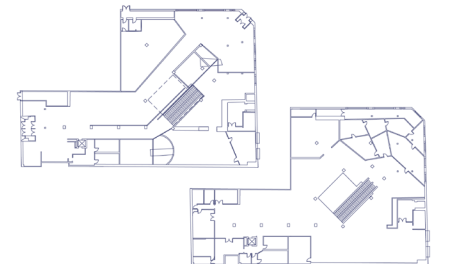
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SCALE 1" = 1'-0"

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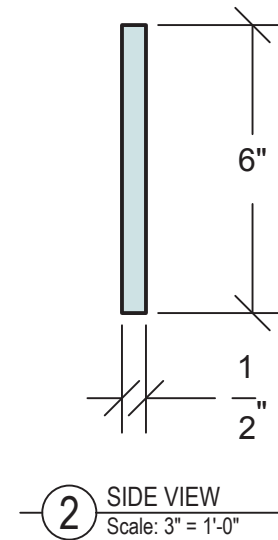
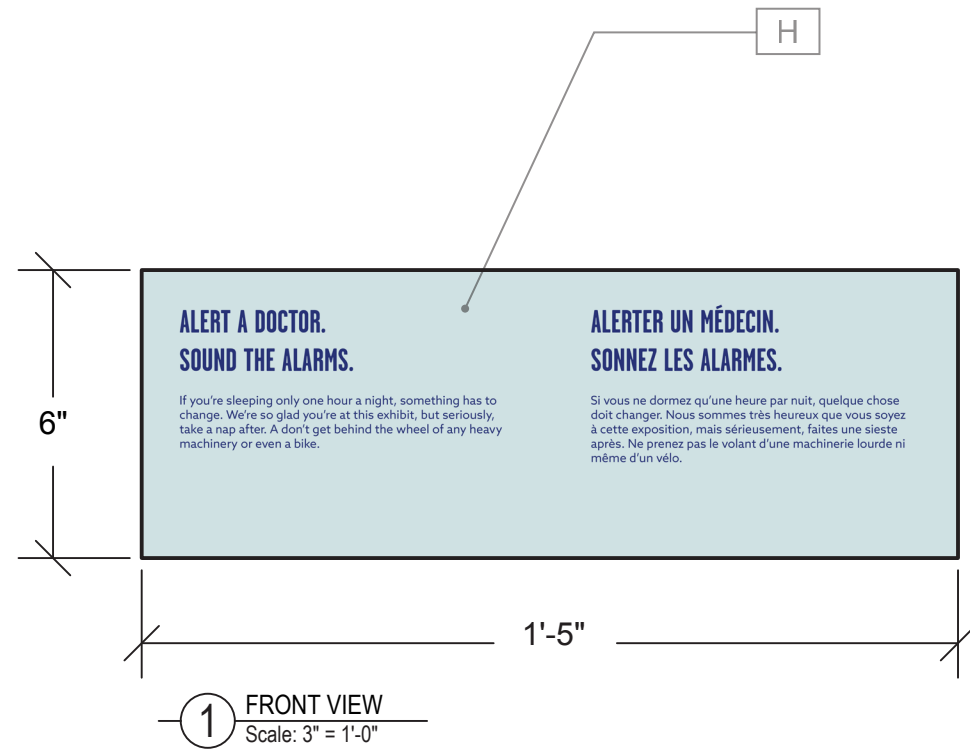
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EX.04.12

LABELS



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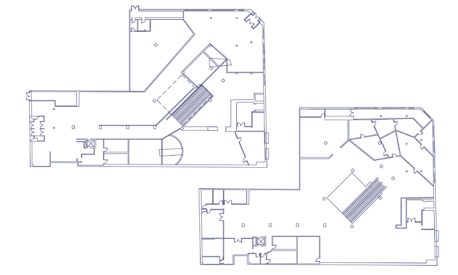


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SCALE 3" = 1'-0"
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KEY PLAN



DRAWING NO.

EX.04.13



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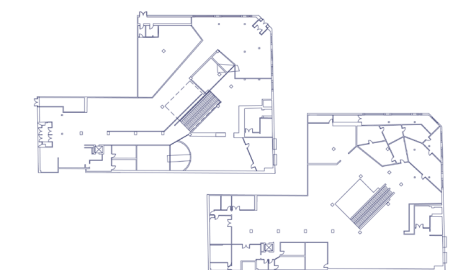
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SCALE 1" = 1'-0"

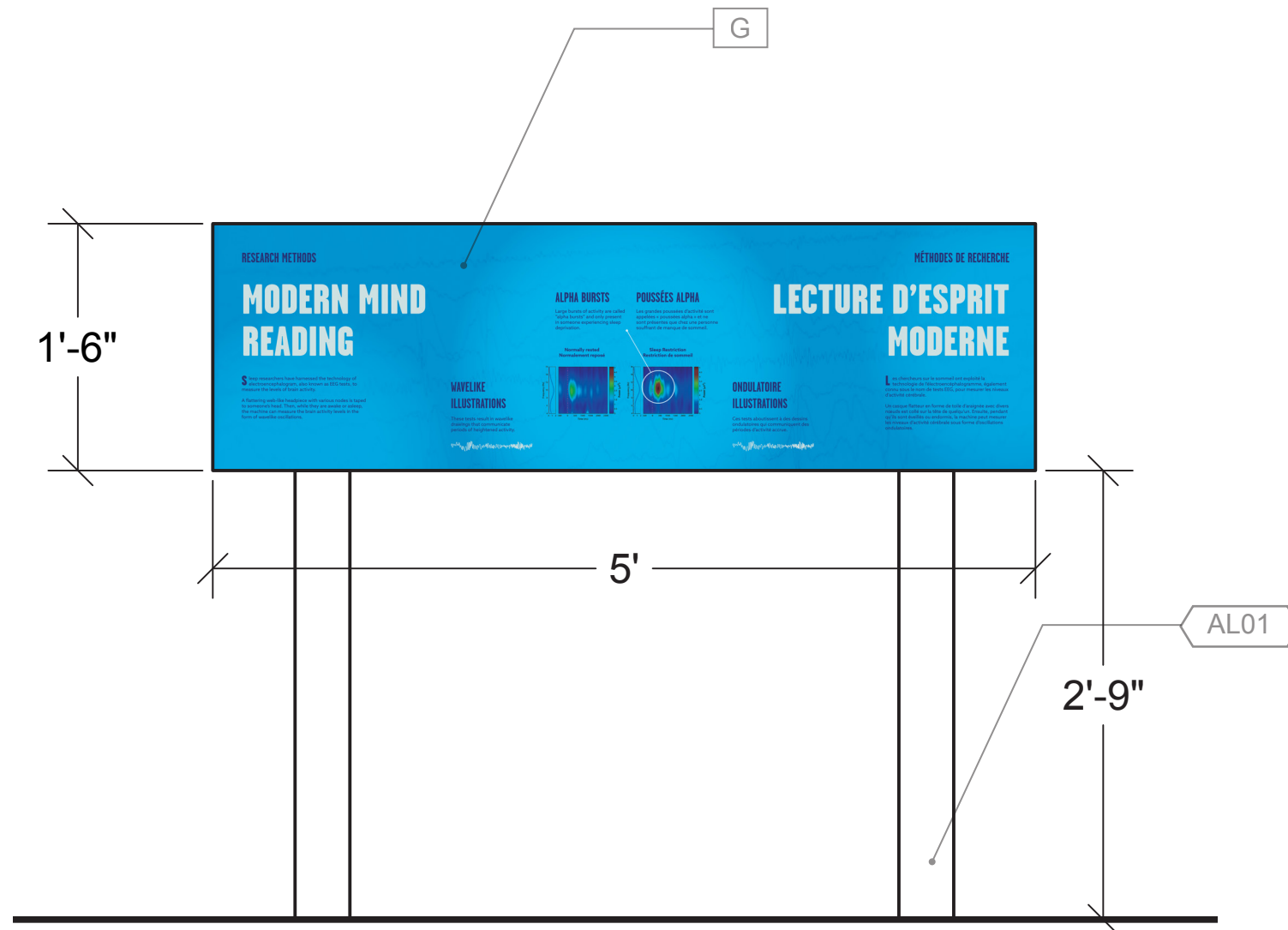
DATE December 8, 2023

KEY PLAN

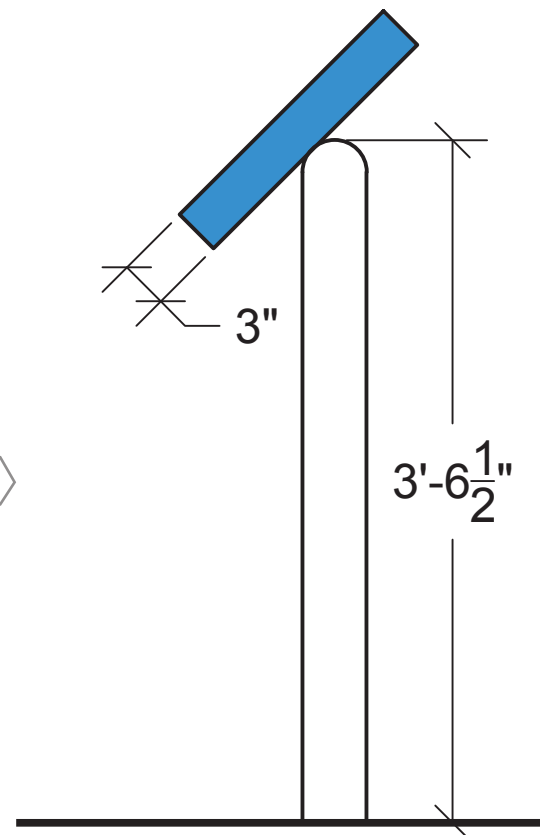


DRAWING NO.

EX.04.14



1 FRONT VIEW
Scale: 1" = 1'-0"



2 SIDE VIEW
Scale: 1" = 1'-0"

DIRECTIVES

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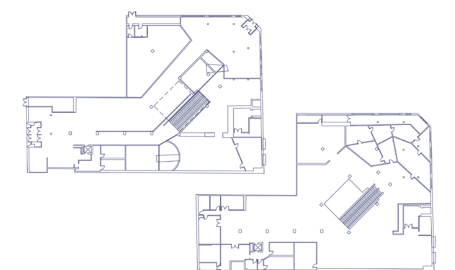
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SCALE 1/2" = 1'-0"

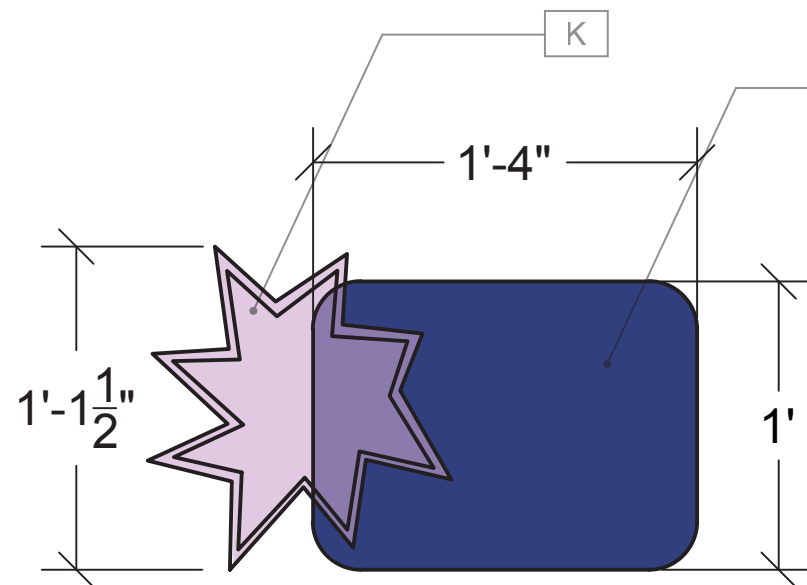
DATE December 8, 2023

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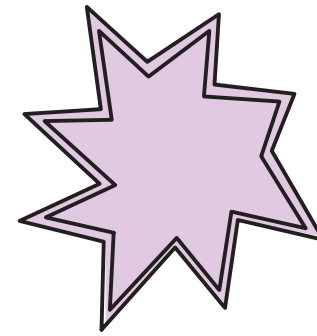


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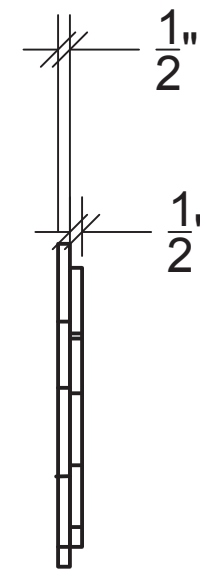
EX.04.15



① FRONT VIEW WITH PANEL
Scale: 1 1/2" = 1'-0"



② FRONT VIEW ALONE
Scale: 1 1/2" = 1'-0"



③ SIDE VIEW
Scale: 1 1/2" = 1'-0"

WALL QUOTE MURAL



In a way, it's startling how **universal** sleep is.

In the midst of the hurried scramble for survival, across eons of bloodshed and death and flight, uncountable millions of living things have laid themselves down for a nice, long bout of unconsciousness.

This hardly seems conducive to living to fight another day. That such a risky habit is so common, and so persistent, suggests that whatever is happening is of the **utmost importance.**

— Veronique Greenwood

D'une certaine manière, il est surprenant de constater à quel point le sommeil est **universel.**

Au milieu de cette course précipitée pour la survie, à travers des éternités d'effusion de sang, de mort et de fuite, d'innombrables millions d'êtres vivants se sont couchés pour une belle et longue période d'inconscience.

Cela ne semble guère propice à vivre pour se battre un autre jour. Le fait qu'une habitude aussi risquée soit si courante et si persistante suggère que tout ce qui se passe est de la **plus haute importance.**

— Veronique Greenwood

1 FRONT VIEW
Scale: 1/2" = 1'-0"

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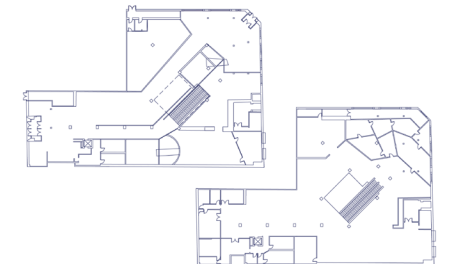
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SCALE 1/2" = 1'-0

DATE December 8, 2023

KEY PLAN



DRAWING NO.

EX.04.16

MURALS — GRAPHIC ELEVATION AND DETAILS

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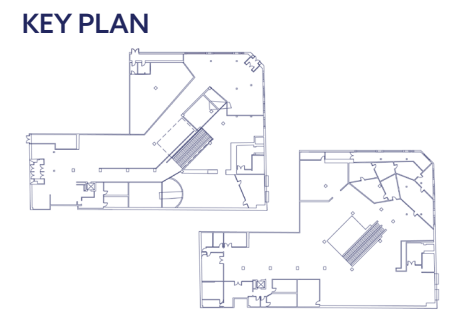
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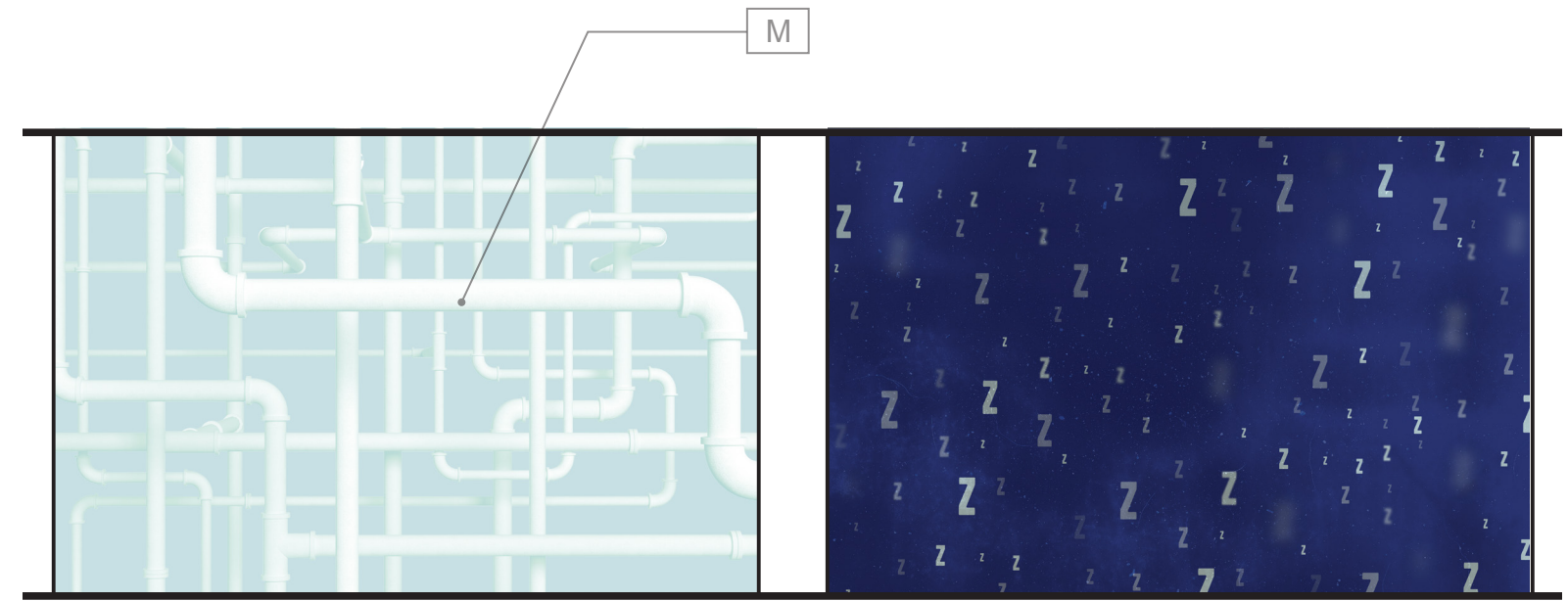
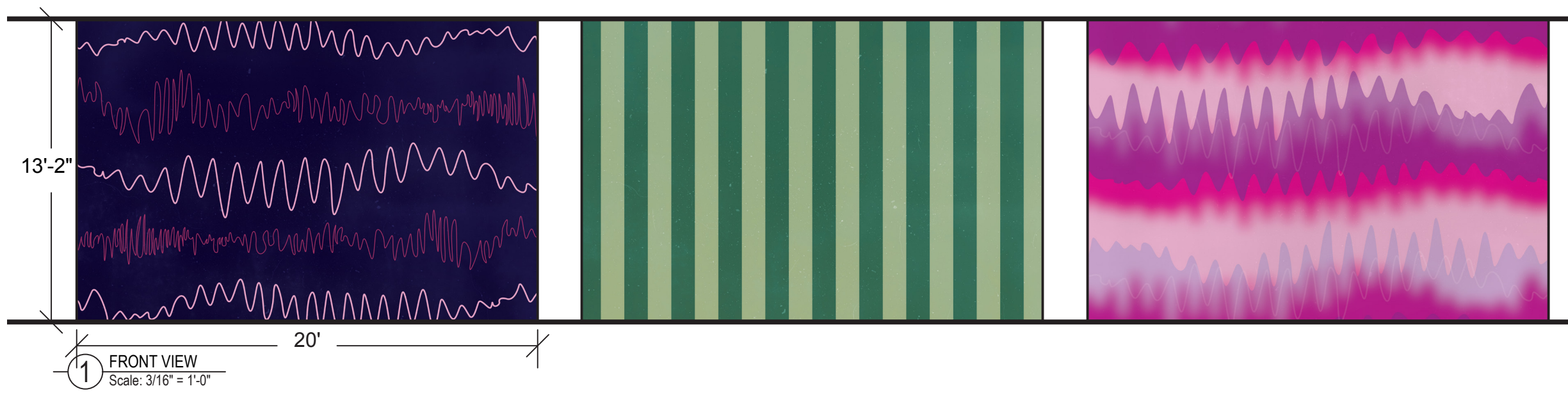
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SCALE 3/16" = 1'-0"
DATE December 8, 2023

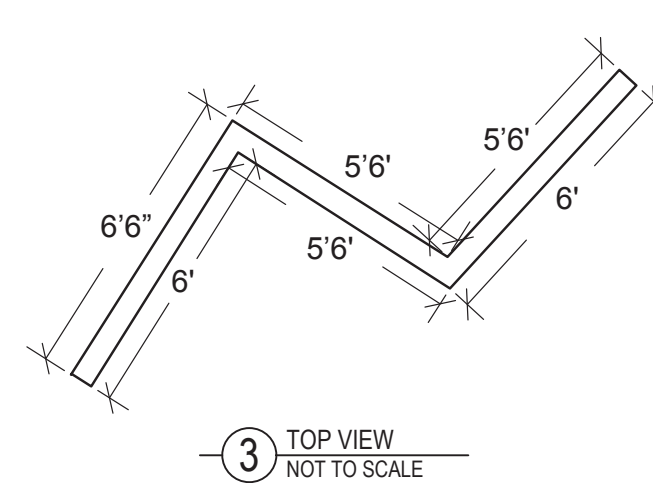
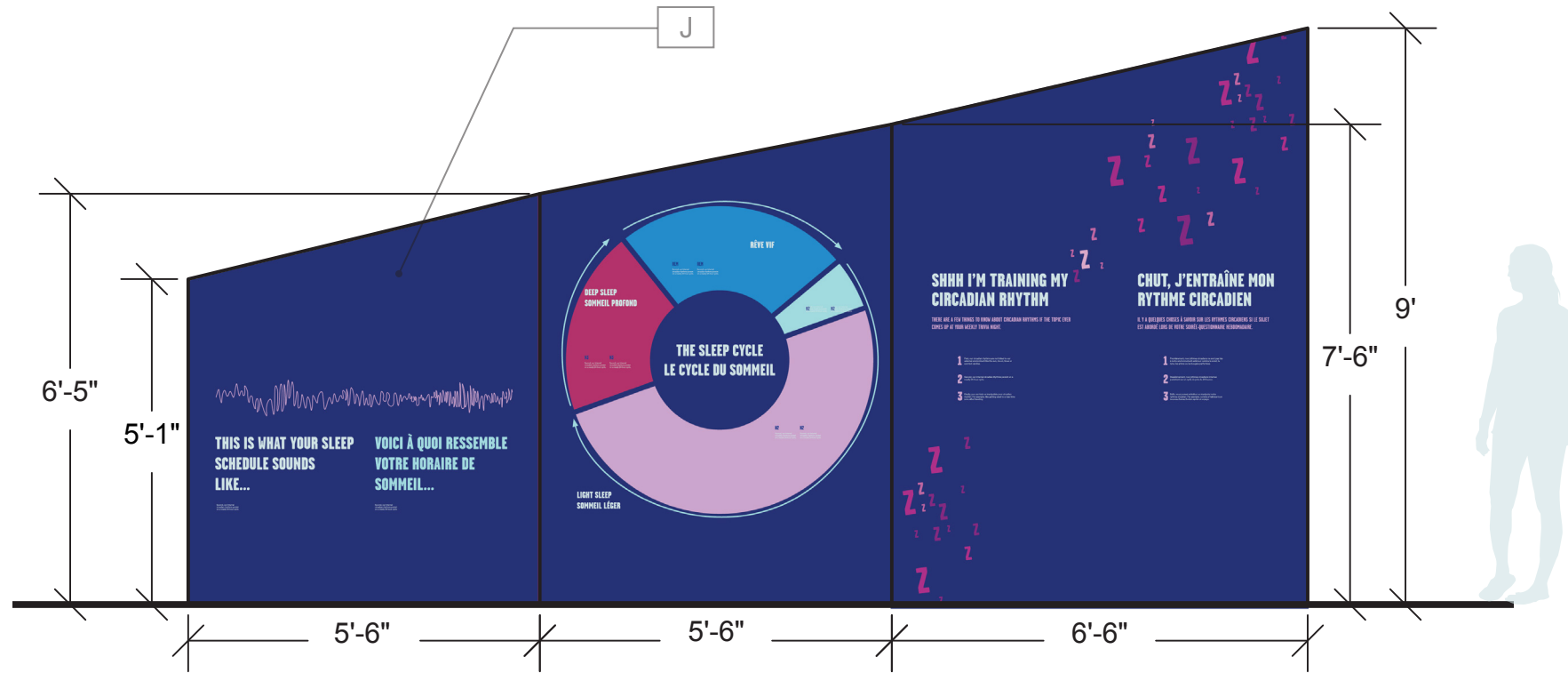


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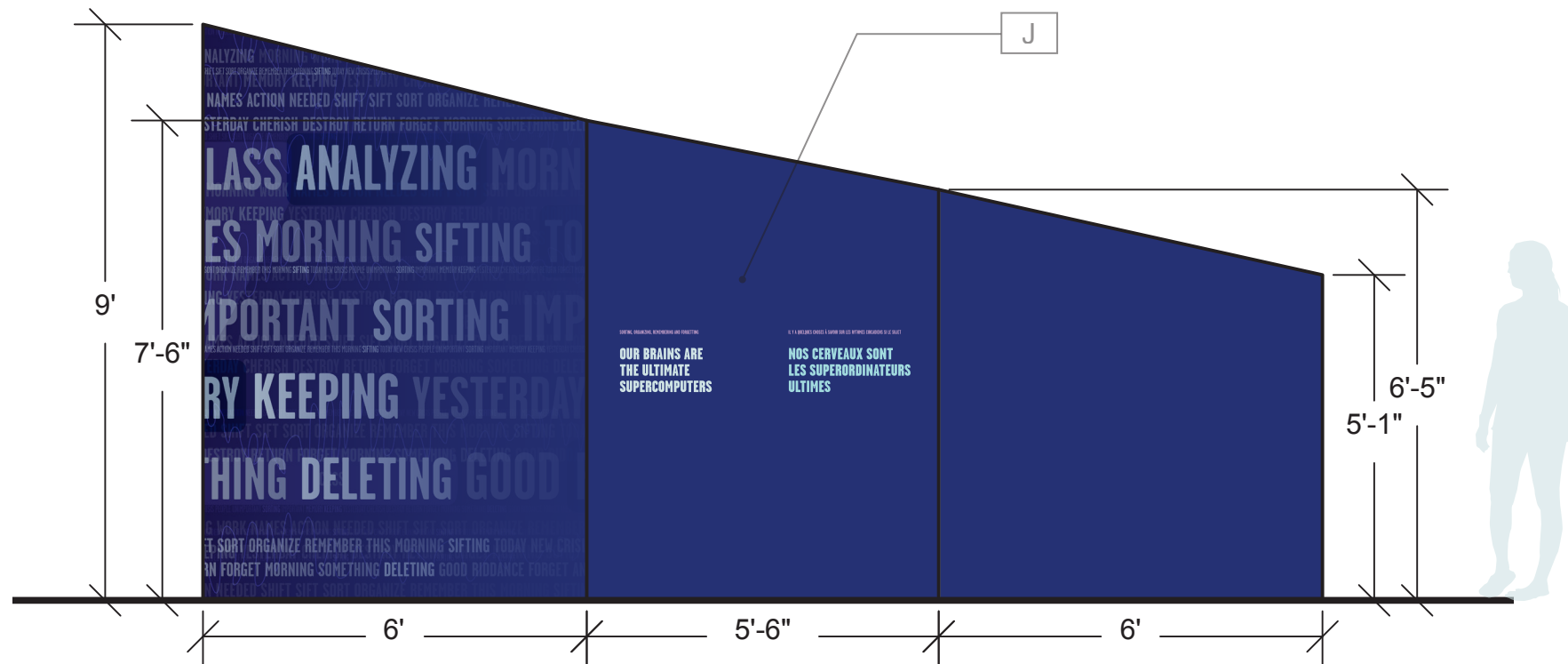
EX.05.17



Z-SHAPED WALLS



① SIDES 1, 2, 3
Scale: 3/8" = 1'-0"



② SIDES 4, 5, 6
Scale: 3/8" = 1'-0"

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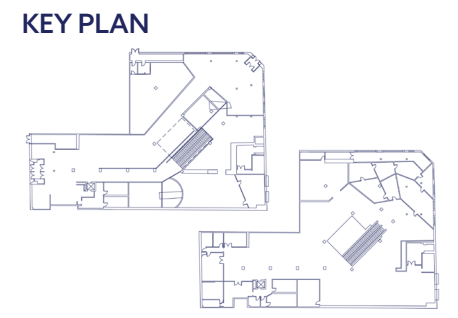
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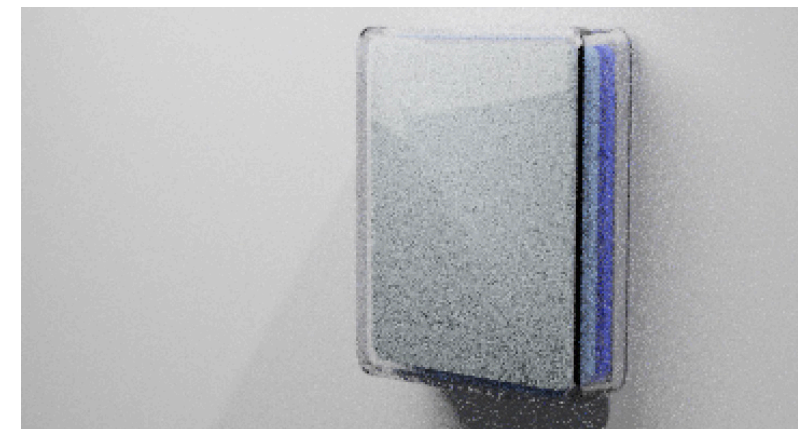
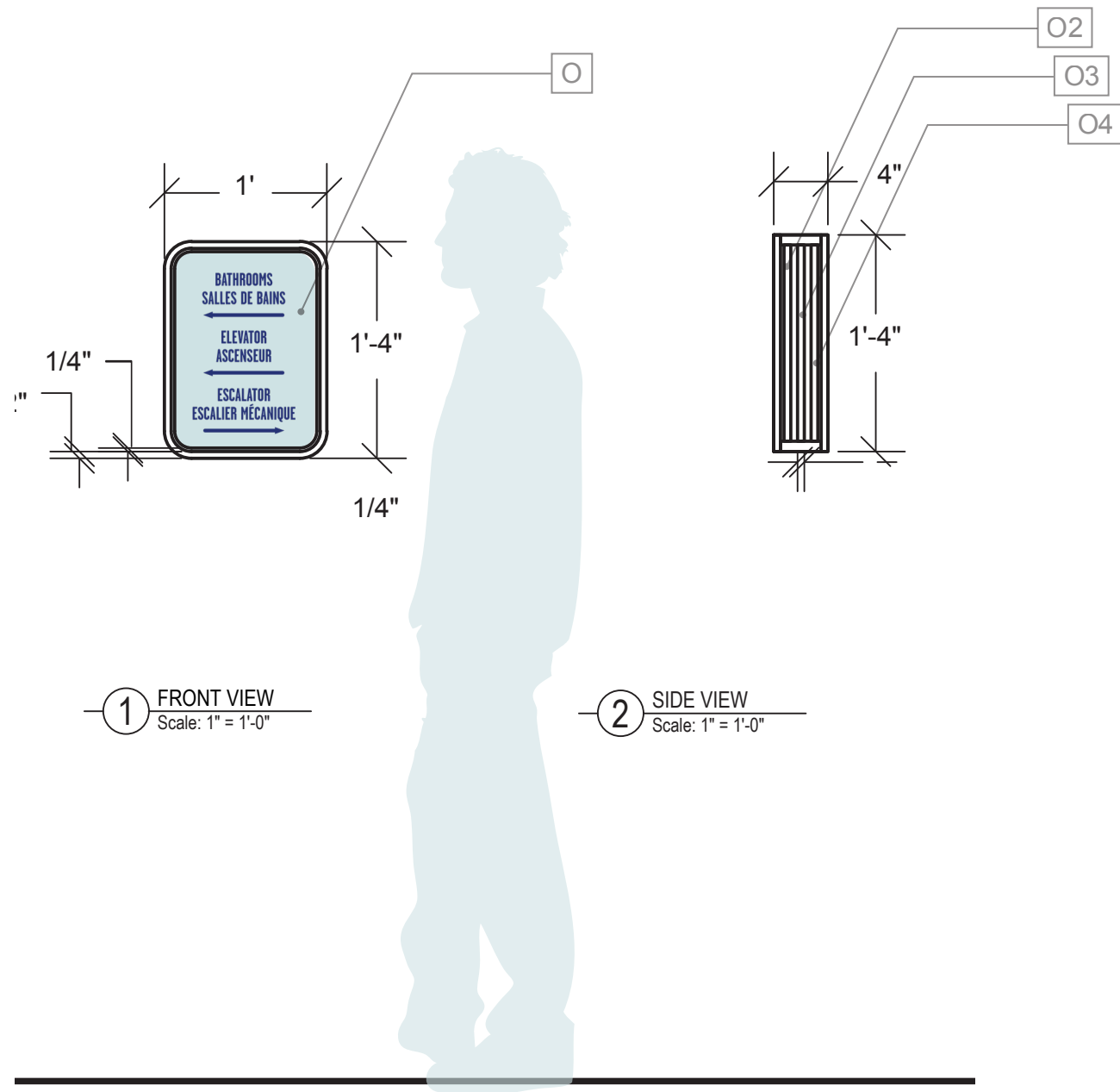
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SCALE 3/8" = 1'-0
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DRAWING NO.

EX.04.18

INTERNAL WAYFINDING SMALL



Example mockup

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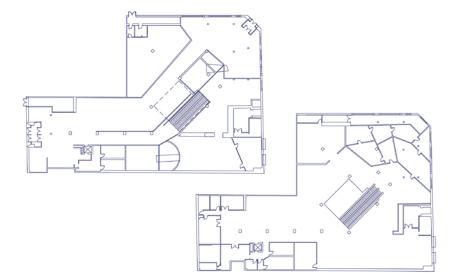
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SCALE

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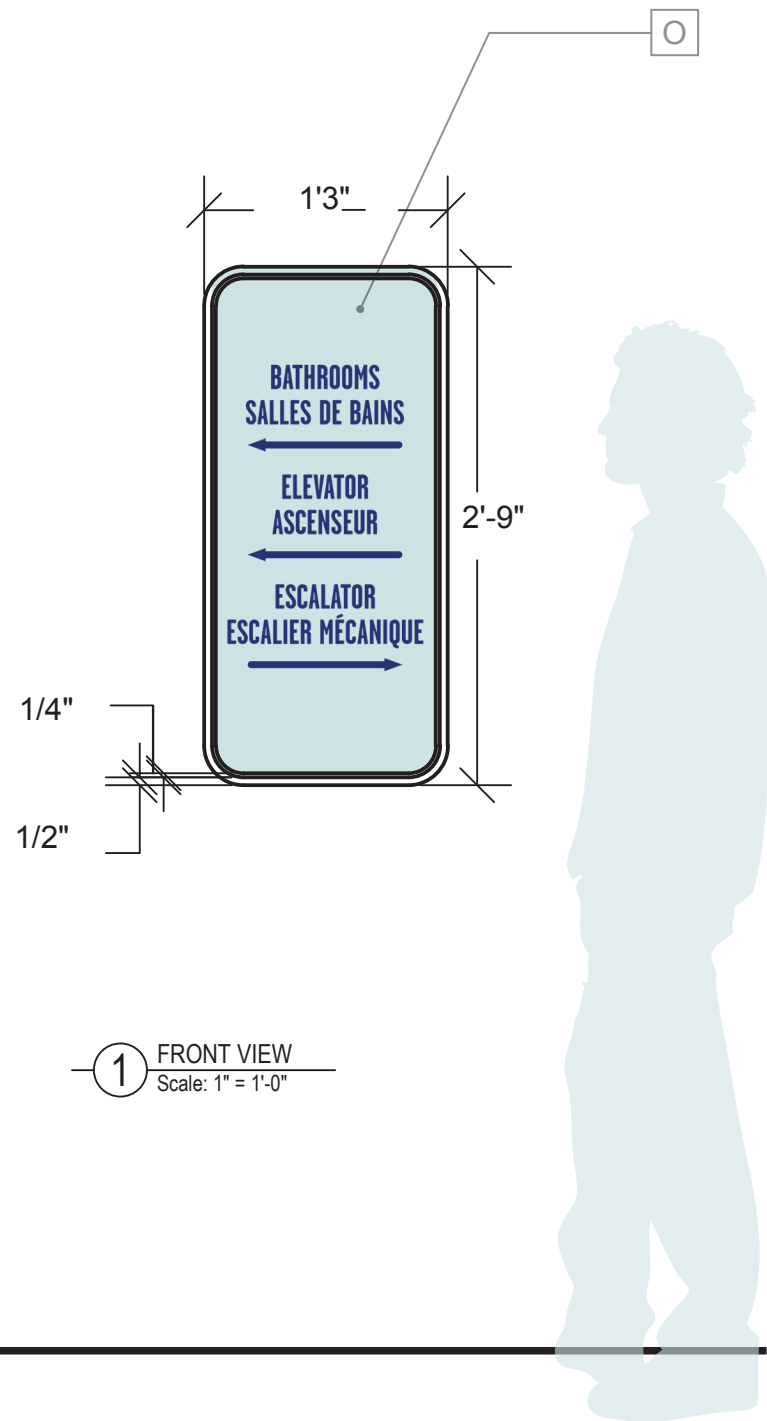
KEY PLAN



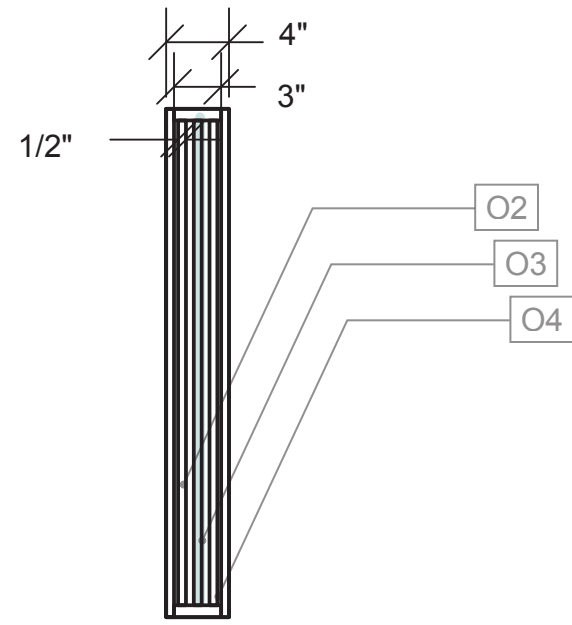
DRAWING NO.

EX.04.19

INTERNAL WAYFINDING LARGE



1 FRONT VIEW
Scale: 1" = 1'-0"



2 SIDE VIEW
Scale: 1" = 1'-0"



Example Rendering

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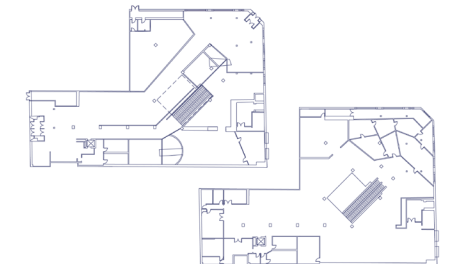
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SCALE

DATE December 8, 2023

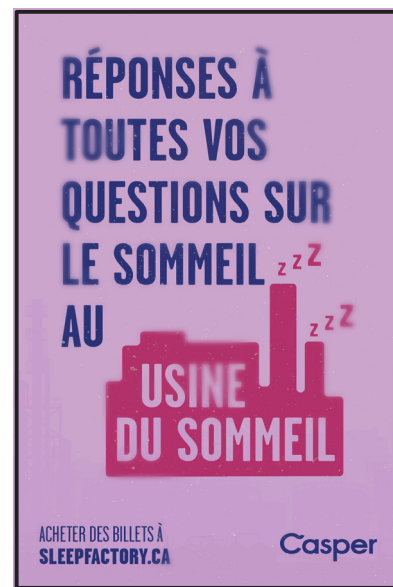
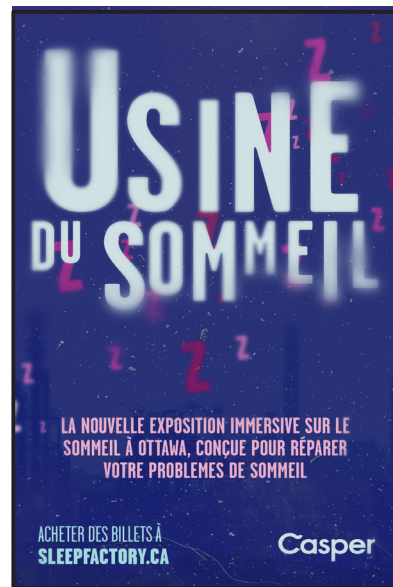
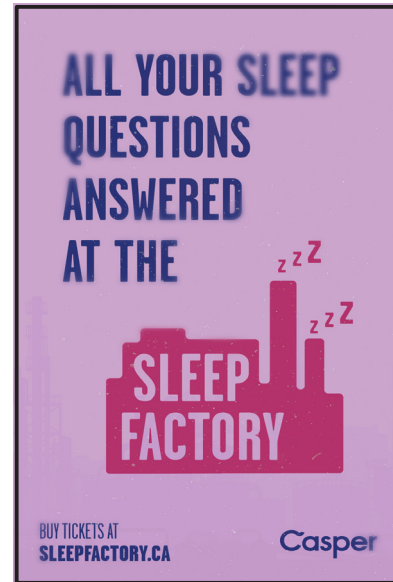
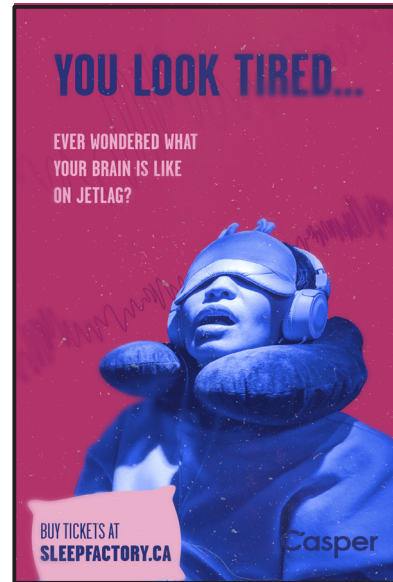
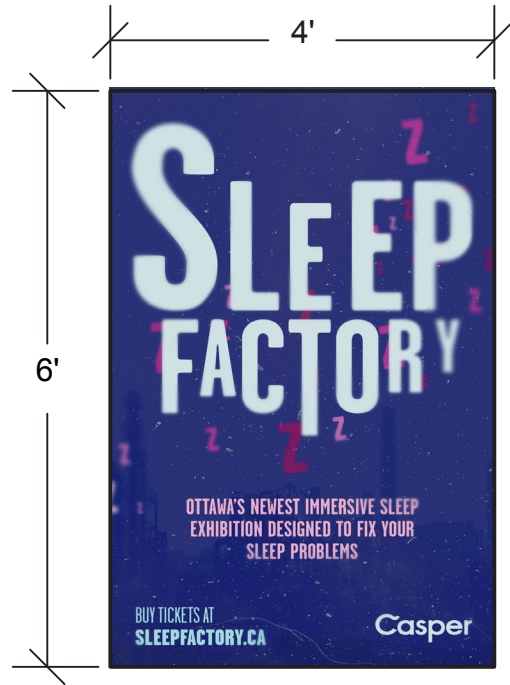
KEY PLAN



DRAWING NO.

EX.04.20

AIRPORT ADVERTISEMENTS



1 ALL POSTERS
Scale: 1/2" = 1'-0"



Example mockup

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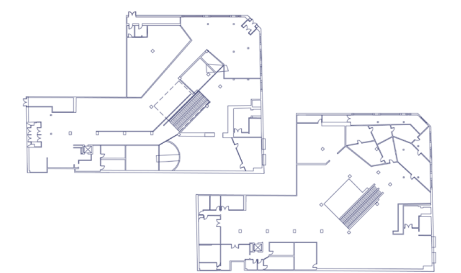
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SCALE

DATE December 8, 2023

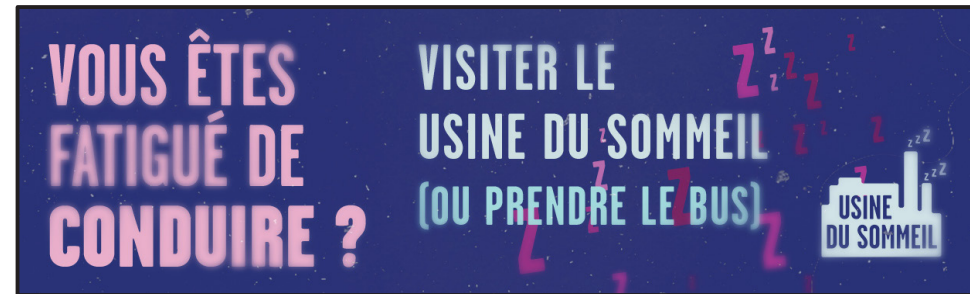
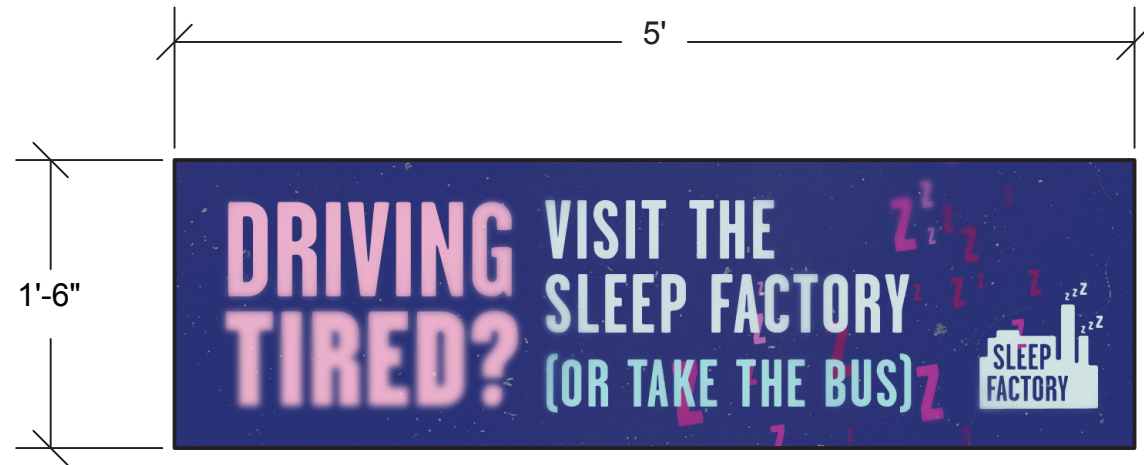
KEY PLAN



DRAWING NO.

EX.04.21

BUS BUMPER ADVERTISEMENTS



1 BUS ADVERTISEMENTS
Scale: 1" = 1'-0"



Example mockup

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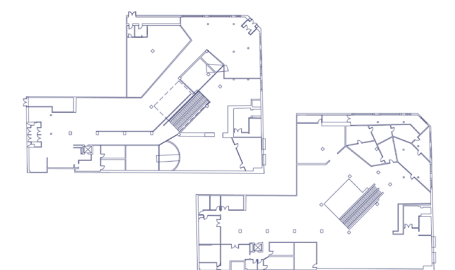
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KEY PLAN

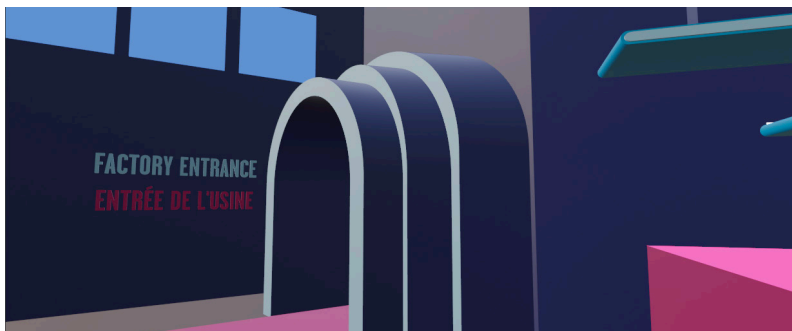


DRAWING NO.

EX.04.22

EXHIBIT AREA FOCUS: NORTH ENTRANCE

GALLERY OVERVIEW



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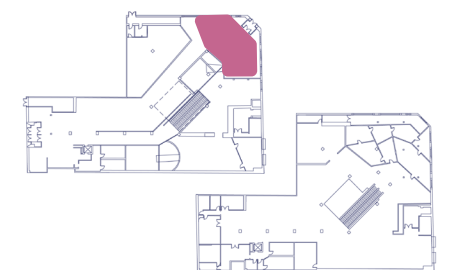
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SCALE

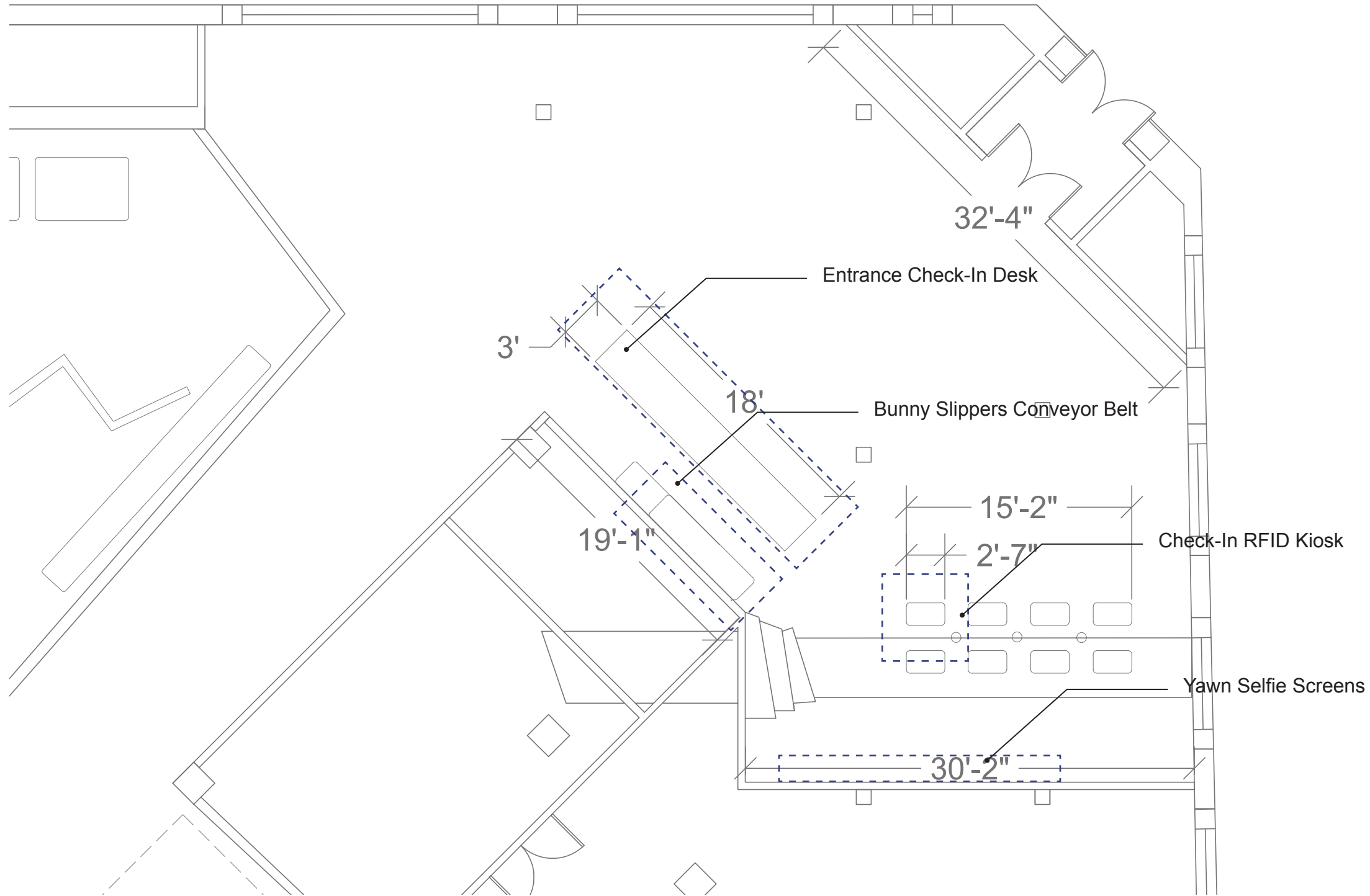
DATE December 8, 2023

KEY PLAN



DRAWING NO.

AREA DETAIL PLAN



1 FLOORPLAN – GROUND FLOOR
Scale: 1/16" = 1'-0"

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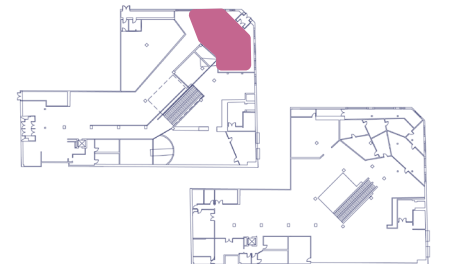
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SCALE

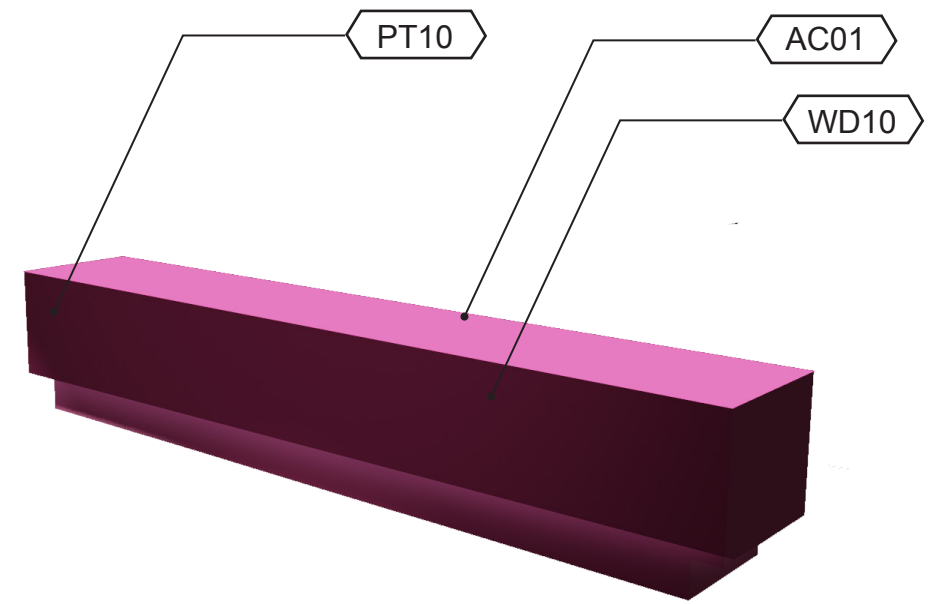
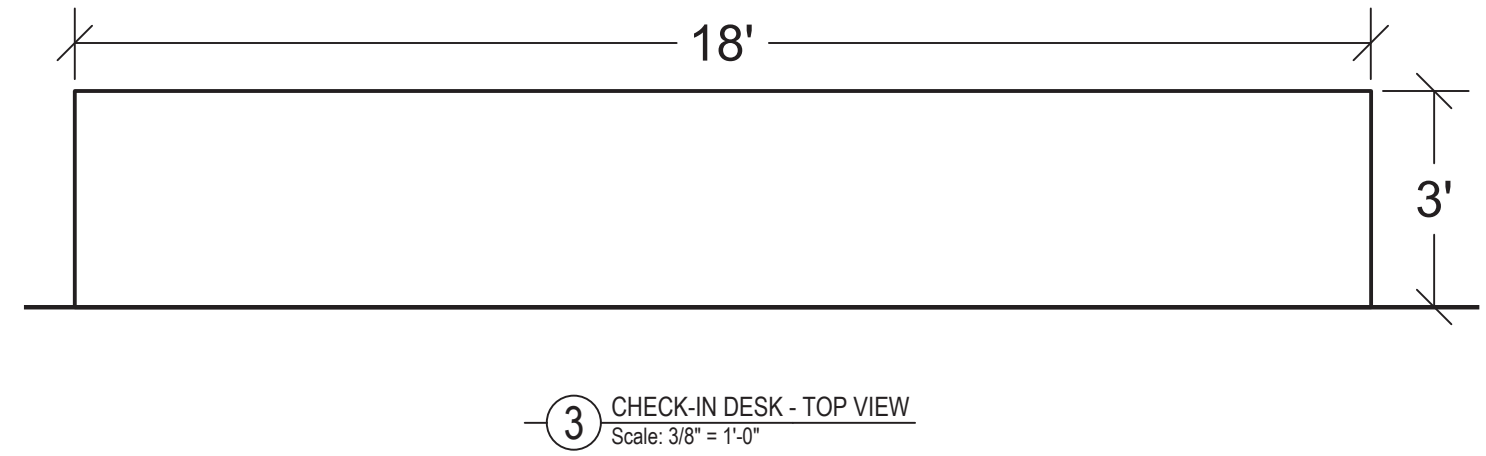
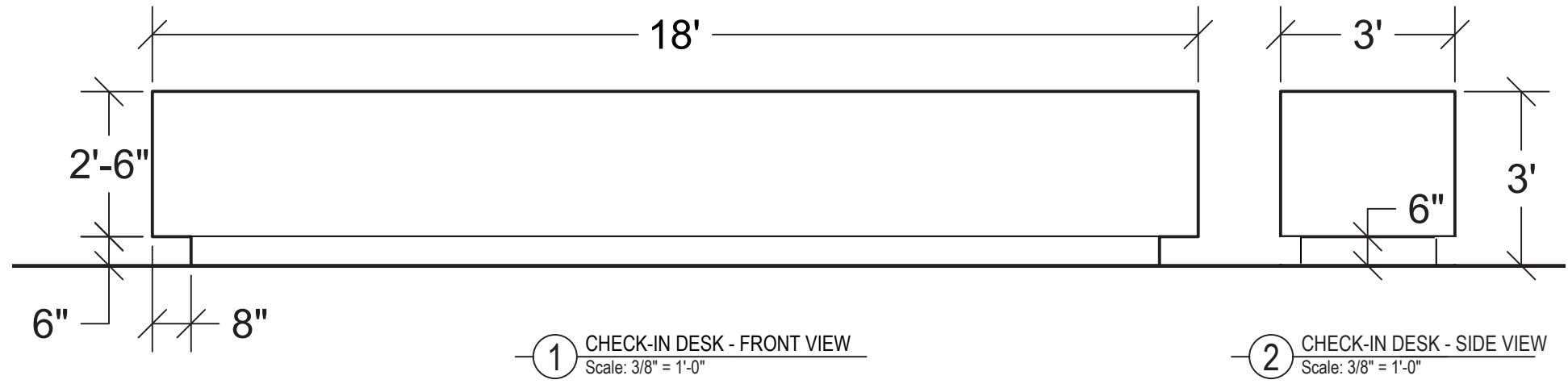
DATE December 8, 2023

KEY PLAN



DRAWING NO.

DESK DETAIL



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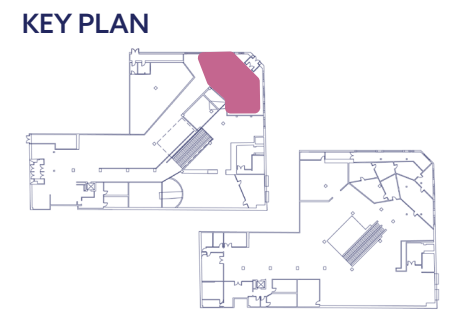
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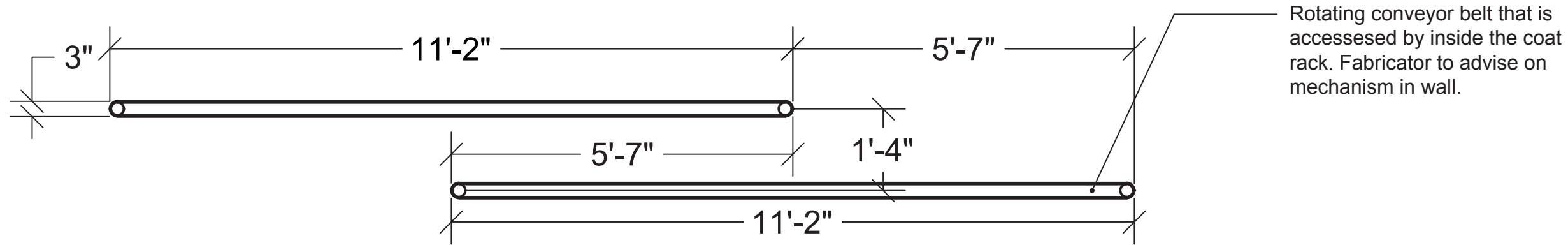
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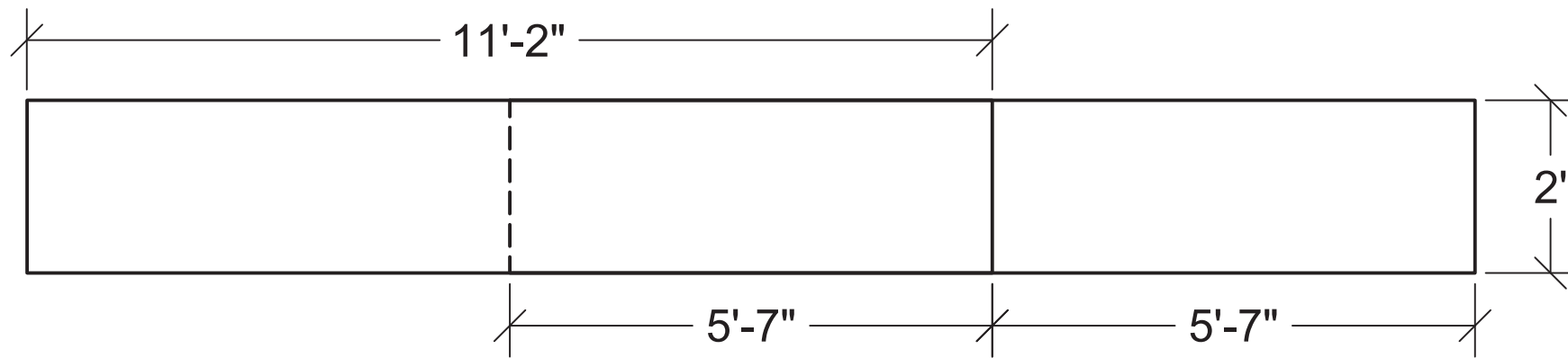


DRAWING NO.

BUNNY SLIPPER CONVEYOR BELT DETAIL



① CONVEYOR BELT - FRONT VIEW
Scale: 1/2" = 1'-0"



② CONVEYOR BELT - TOP VIEW
Scale: 1/2" = 1'-0"



Rendered View

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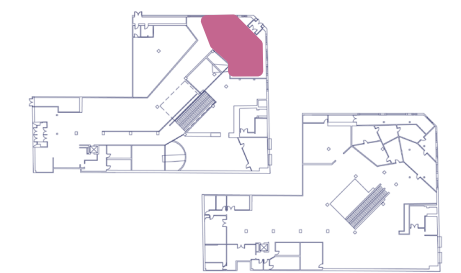
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SCALE

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KEY PLAN



DRAWING NO.

KIOSK DETAIL

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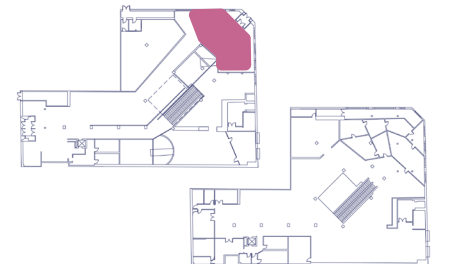
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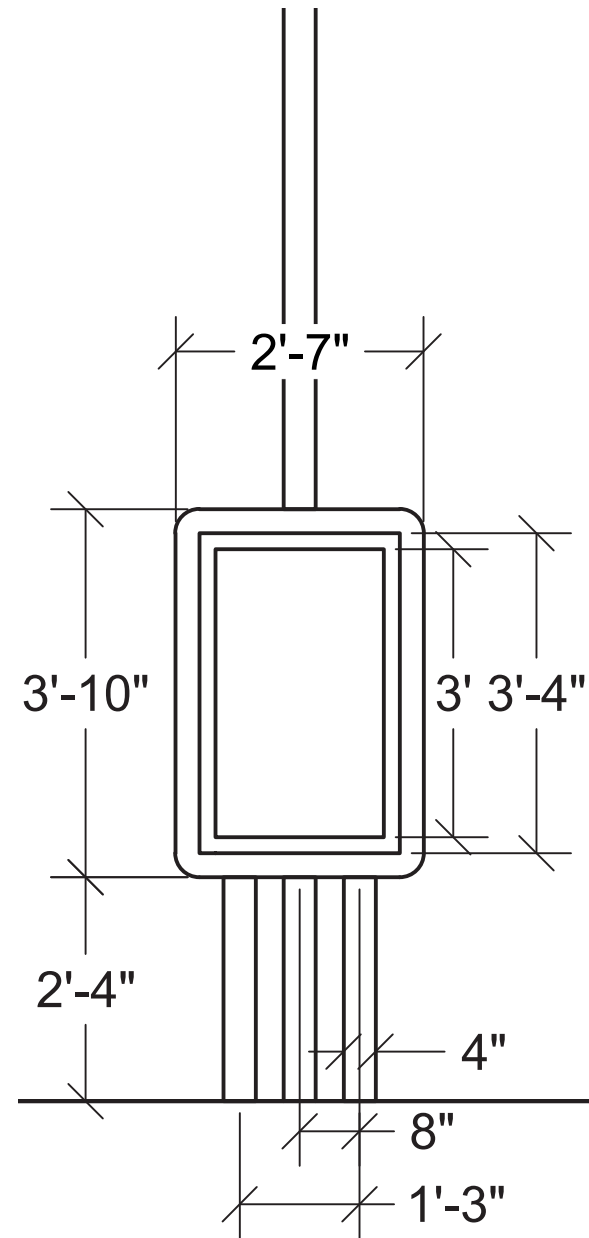
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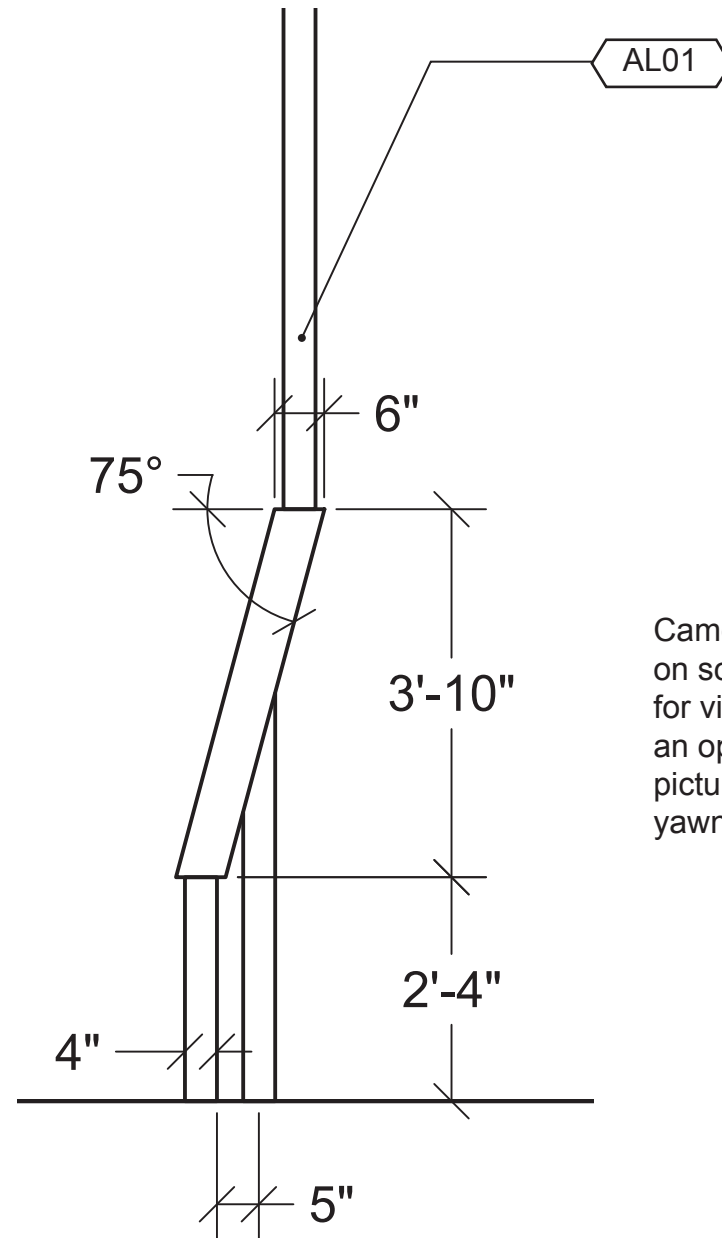
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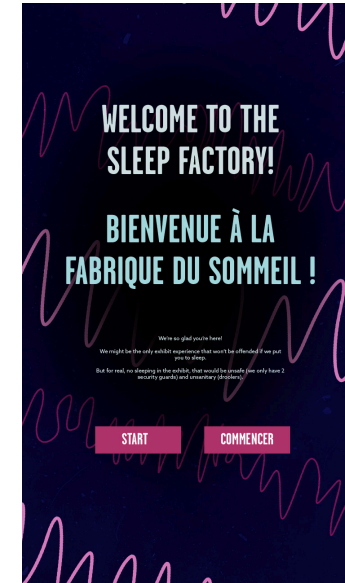
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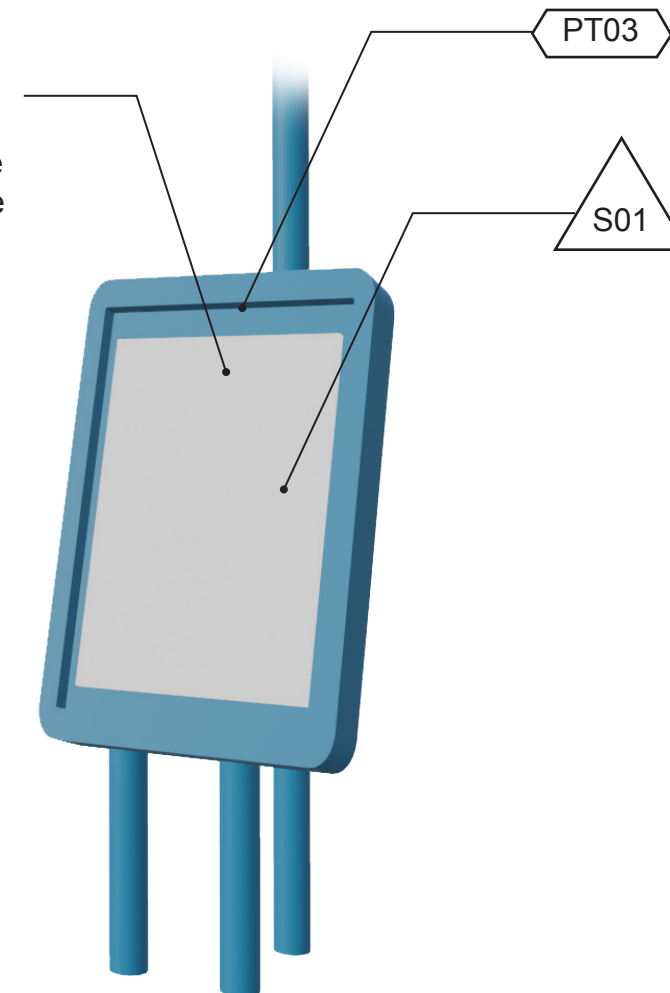
1 ENTRANCE KIOSK - FRONT VIEW
Scale: 1/2" = 1'-0"



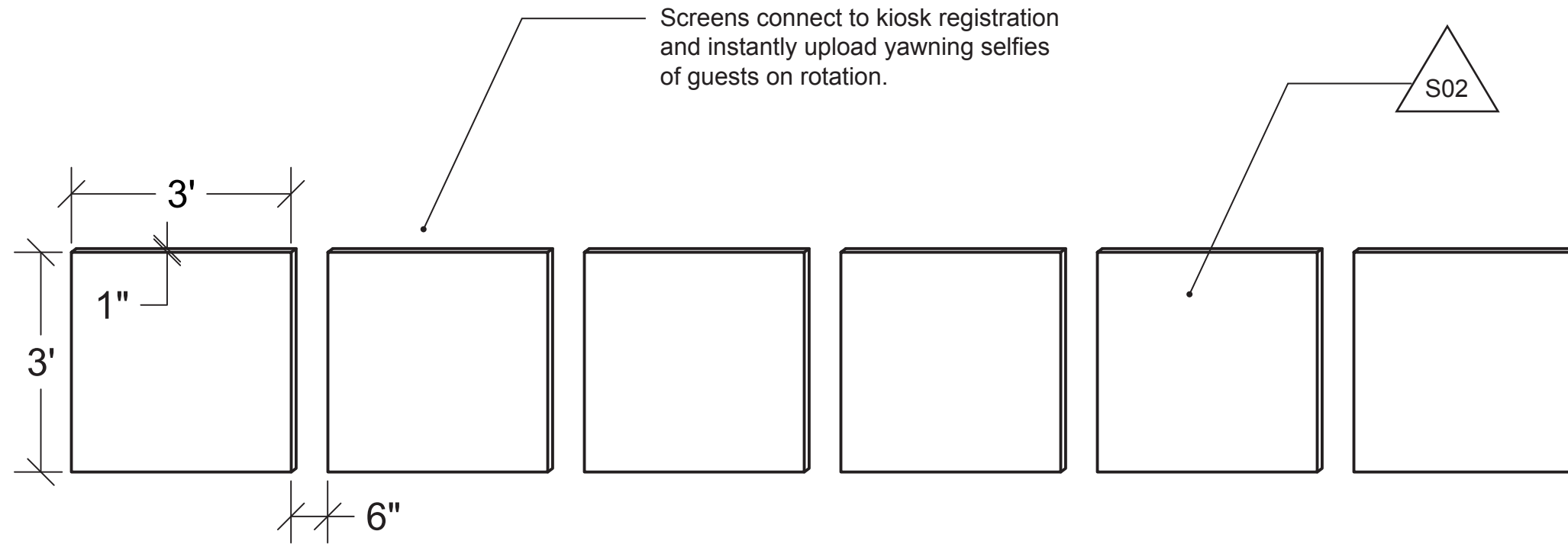
2 ENTRANCE KIOSK - SIDE VIEW
Scale: 1/2" = 1'-0"



Camera feature on screen allows for visitors to take an optional profile picture of them yawning.



FACE SCREENS DETAIL



① YAWN FACE SCREENS - FRONT VIEW
Scale: 1/2" = 1'-0"



Rendered View

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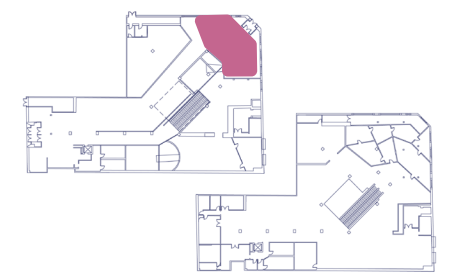
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SCALE

DATE December 8, 2023

KEY PLAN



DRAWING NO.

EXHIBIT AREA FOCUS: THE BIG QUESTION

GALLERY OVERVIEW



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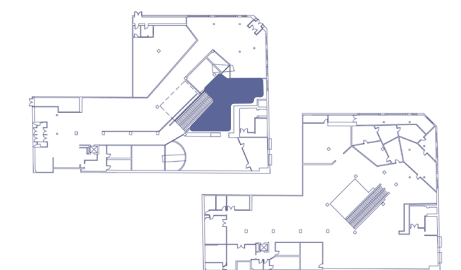
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SCALE

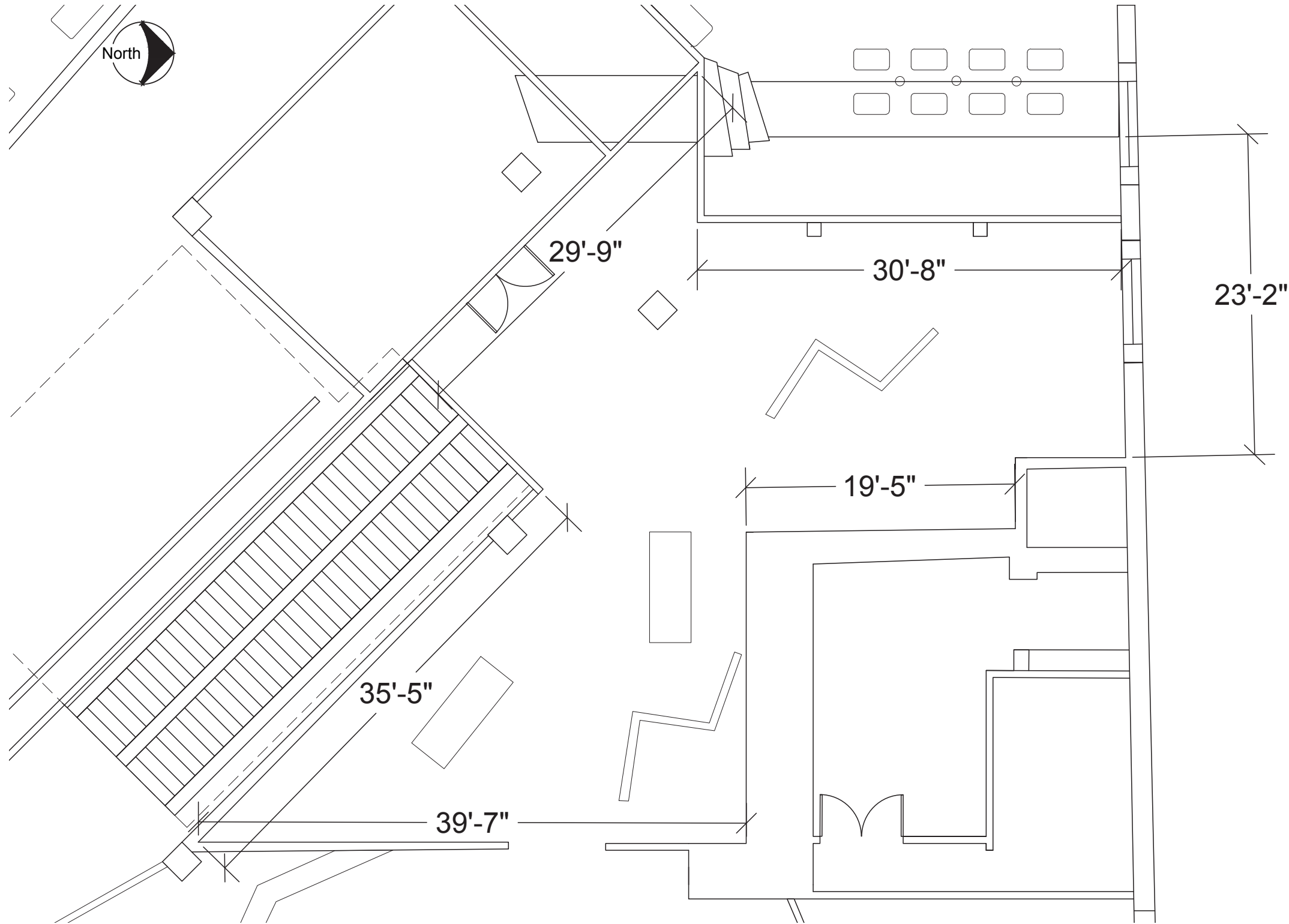
DATE December 8, 2023

KEY PLAN



DRAWING NO.

AREA DETAIL PLAN



1 FLOORPLAN – GROUND FLOOR
Scale: 1/16" = 1'-0"

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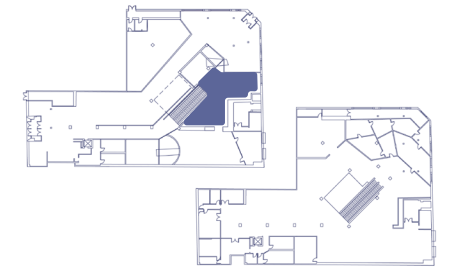
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SCALE 1/16" = 1'-0

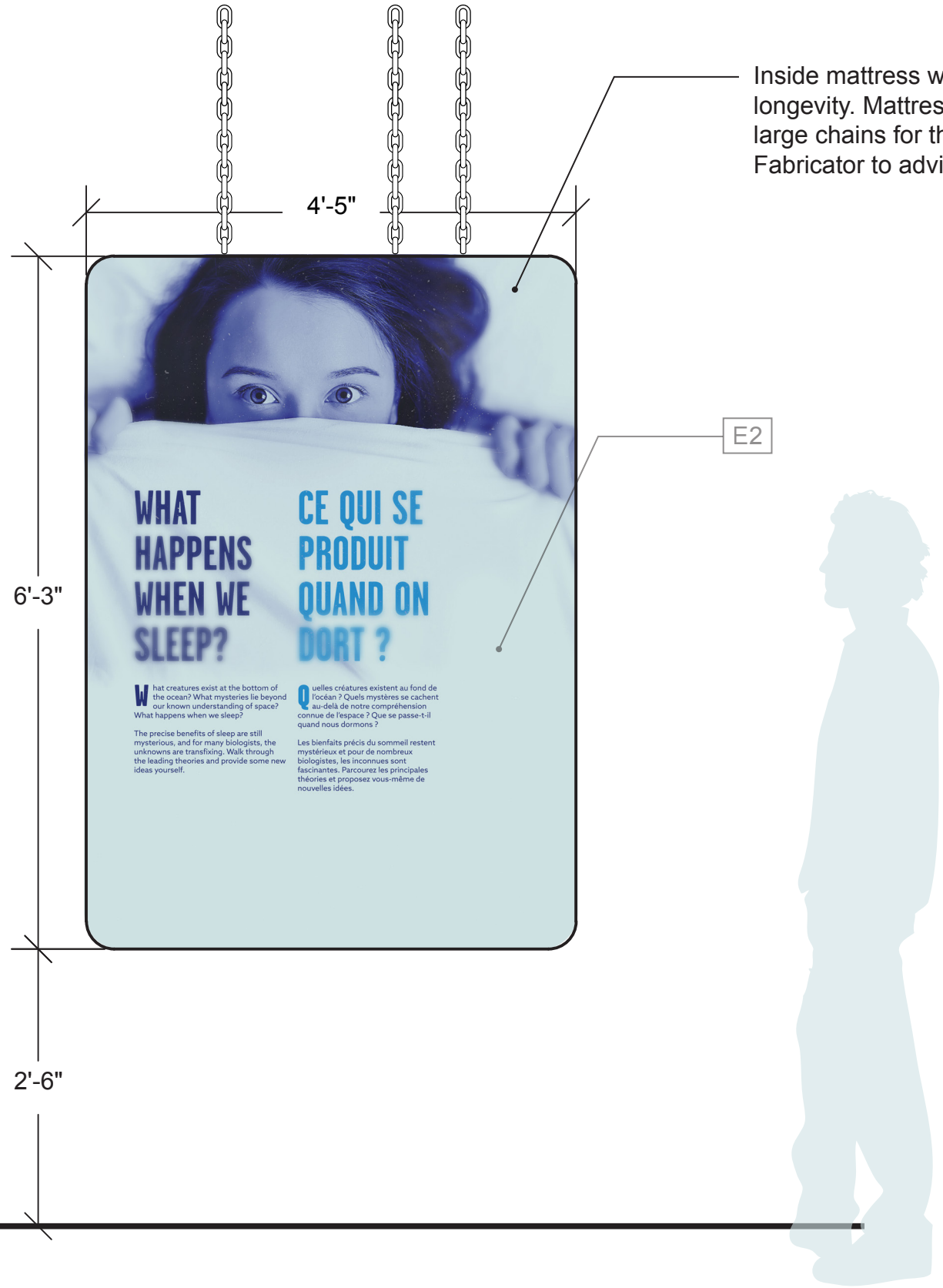
DATE December 8, 2023

KEY PLAN

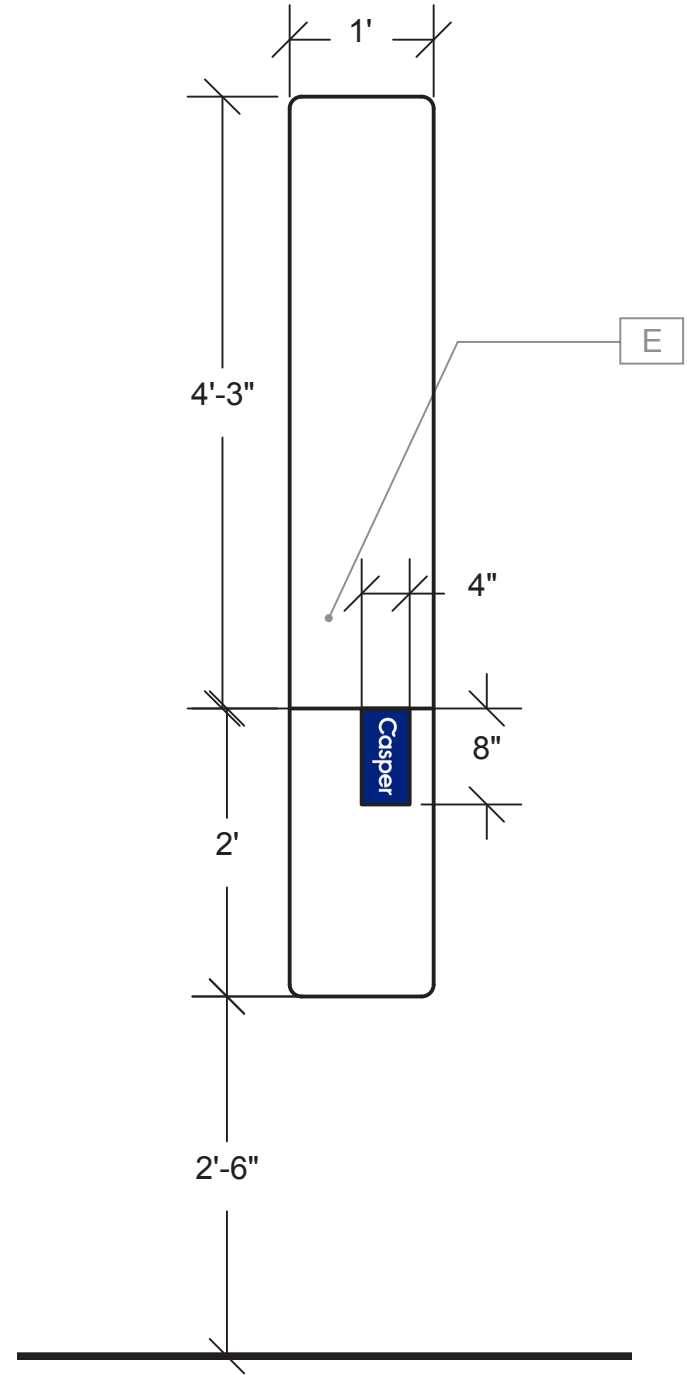


DRAWING NO.

HANGING MATTRESS GRAPHIC



1 FRONT VIEW
Scale: 1" = 1'-0"



2 SIDE VIEW
Scale: 1" = 1'-0"

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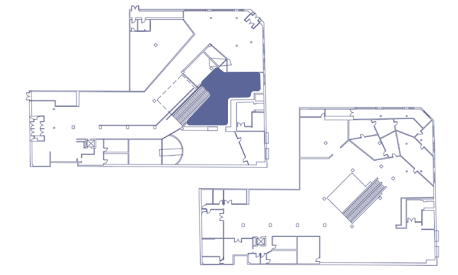
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SCALE 1" = 1'-0"

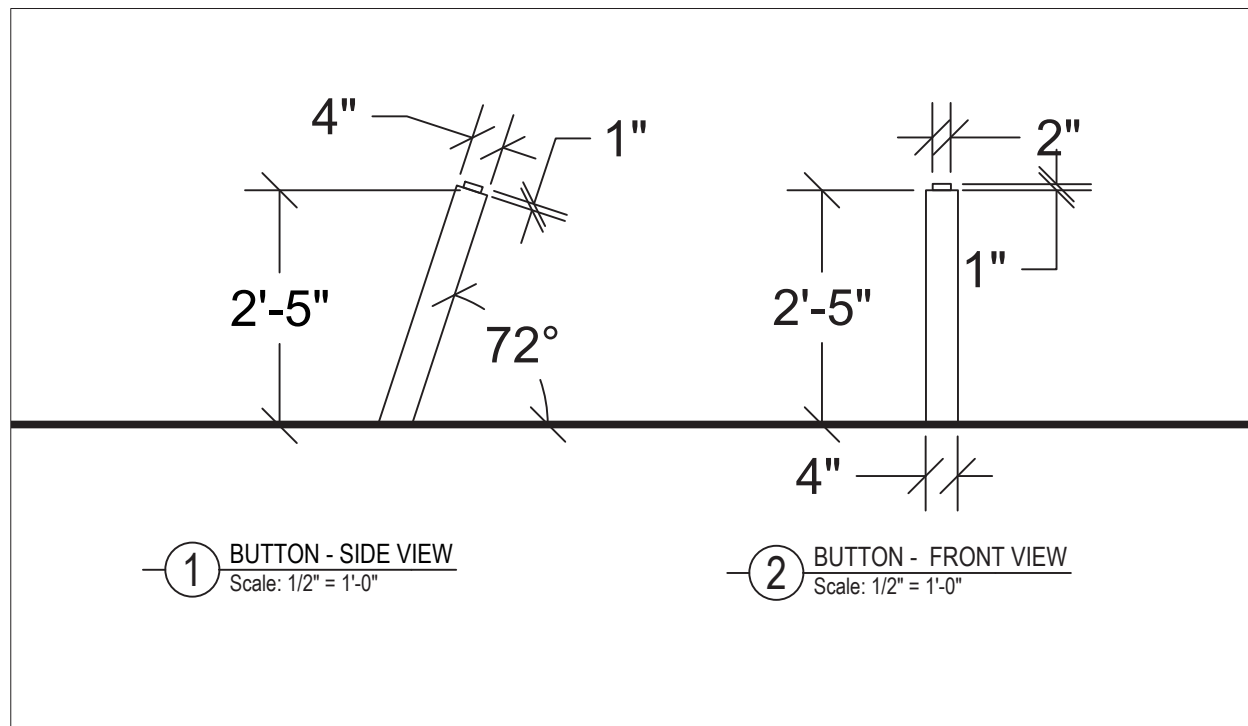
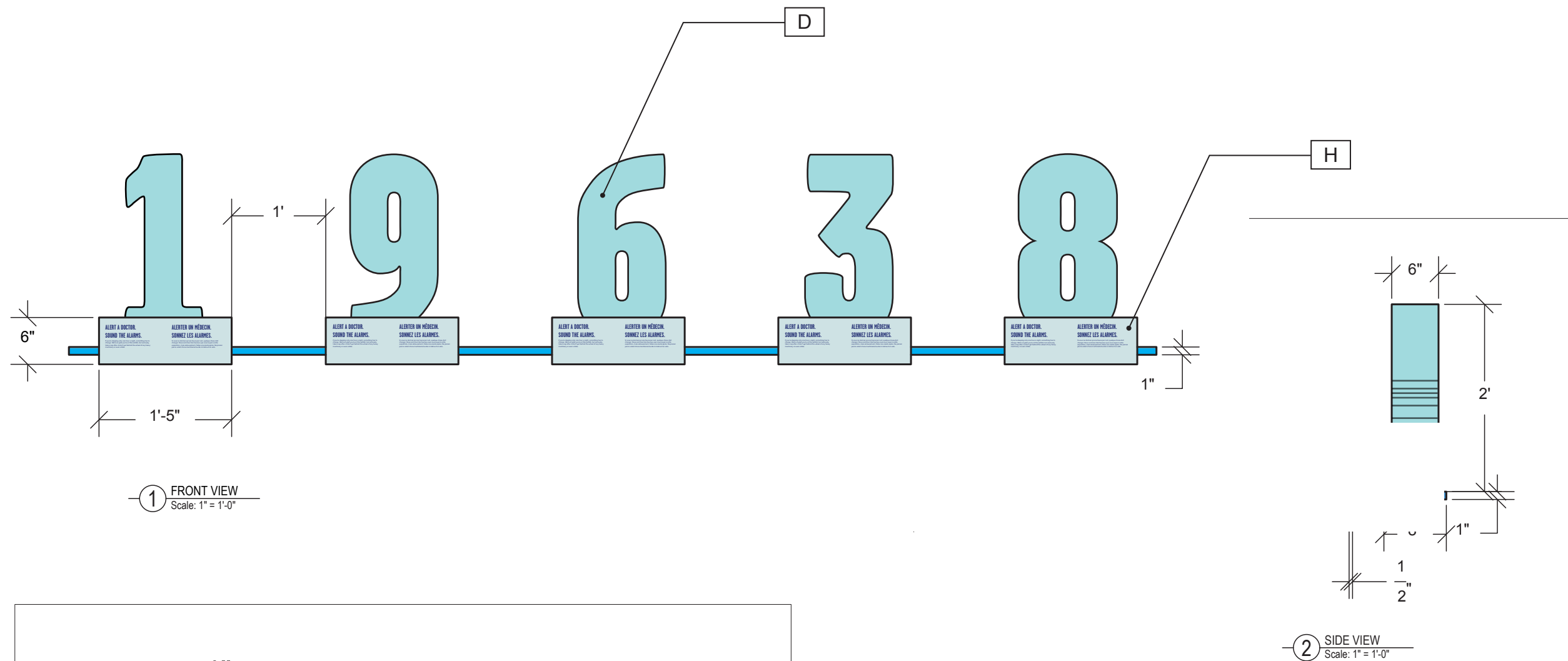
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KEY PLAN



DRAWING NO.

INTERACTIVE NUMBERS



Example in 3D

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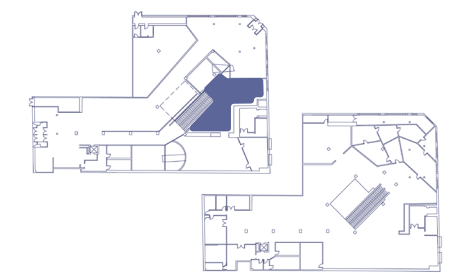
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SCALE 1" = 1'-0"

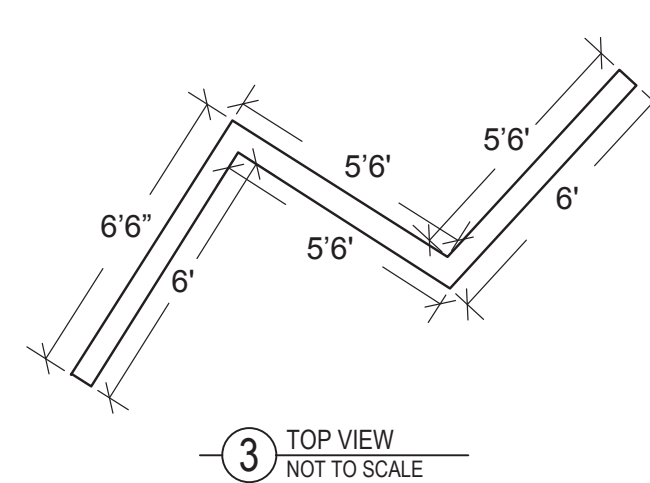
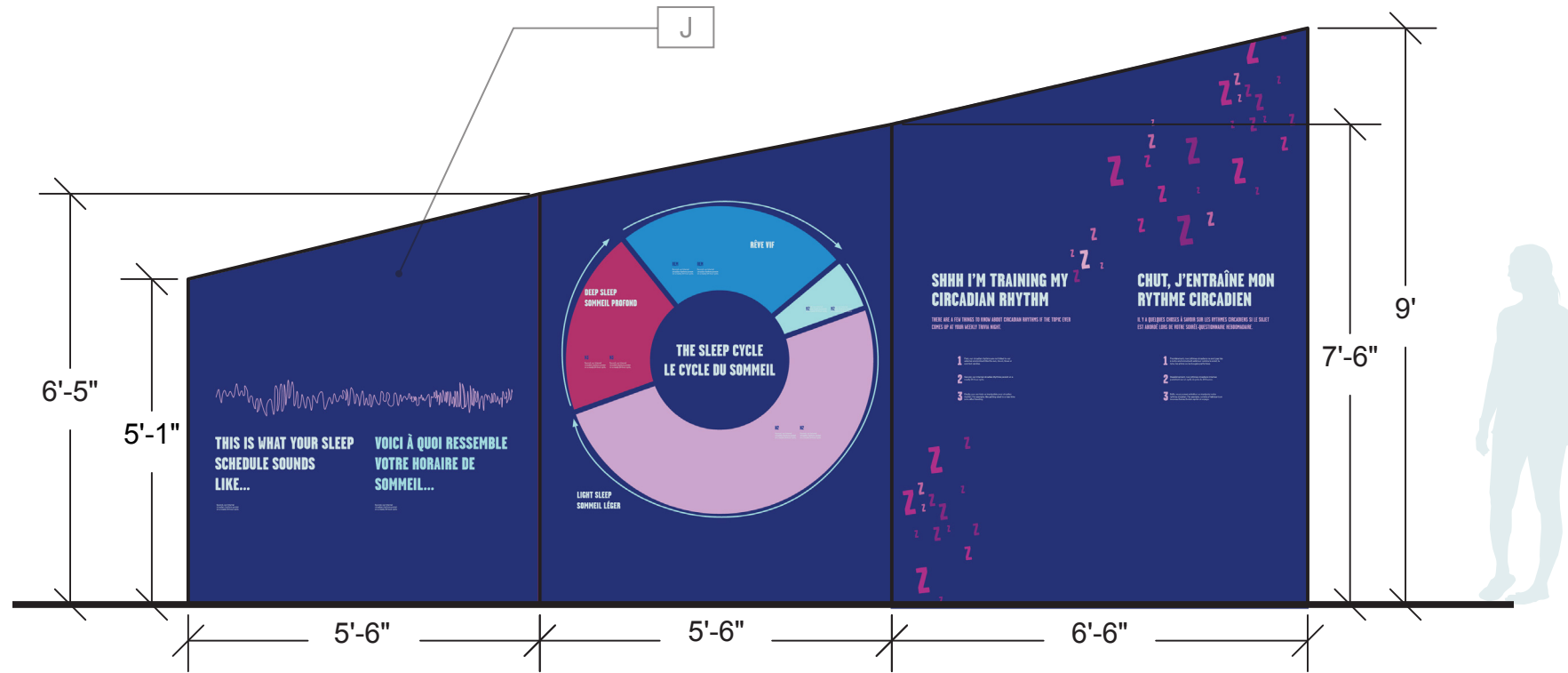
DATE December 8, 2023

KEY PLAN



DRAWING NO.

Z WALL DETAIL



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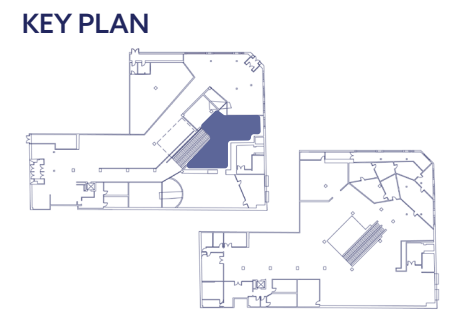
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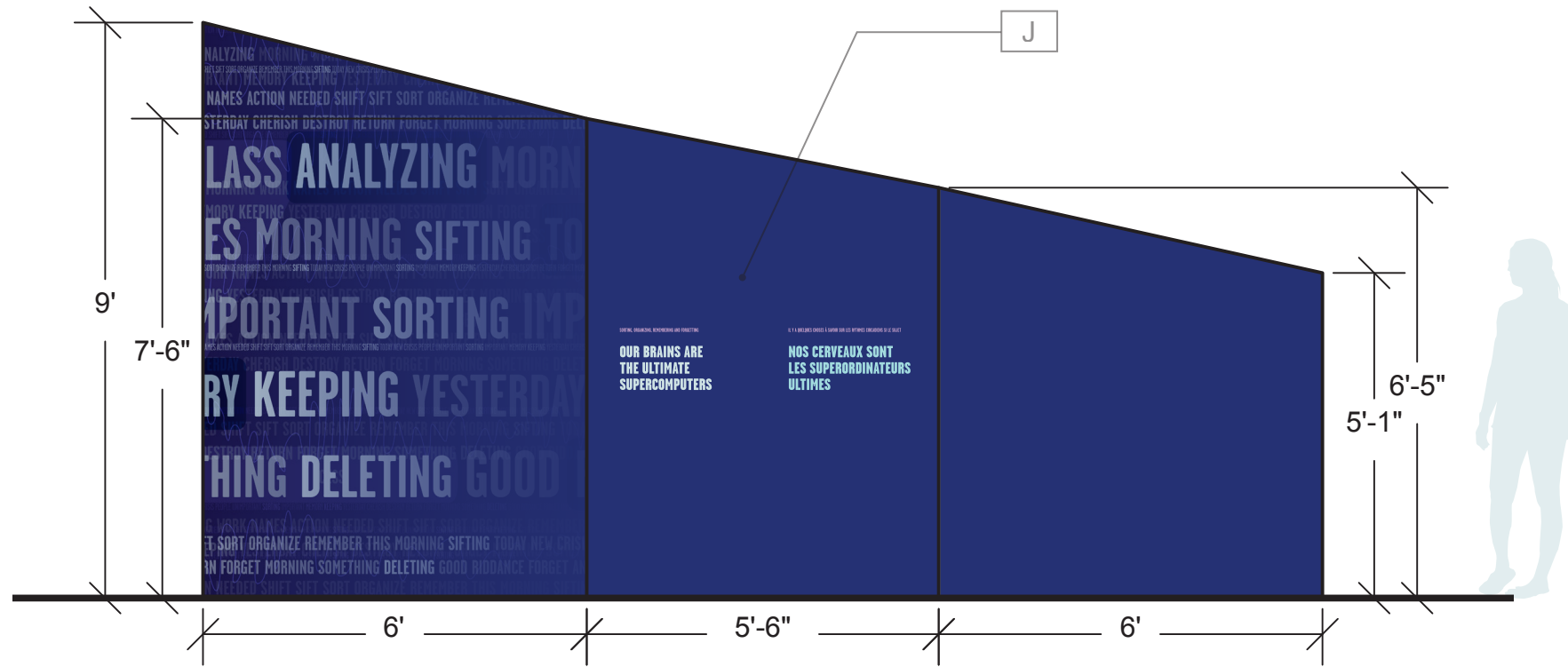
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DRAWN BY Laura O'Grady
SCALE 3/8" = 1'-0"
DATE December 8, 2023



DRAWING NO.

1 SIDES 1, 2, 3
Scale: 3/8" = 1'-0"



2 SIDES 4, 5, 6
Scale: 3/8" = 1'-0"

CAPTURING MEMORY INTERACTIVE

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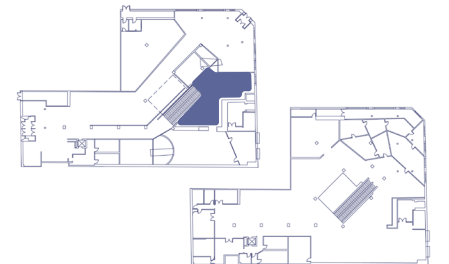
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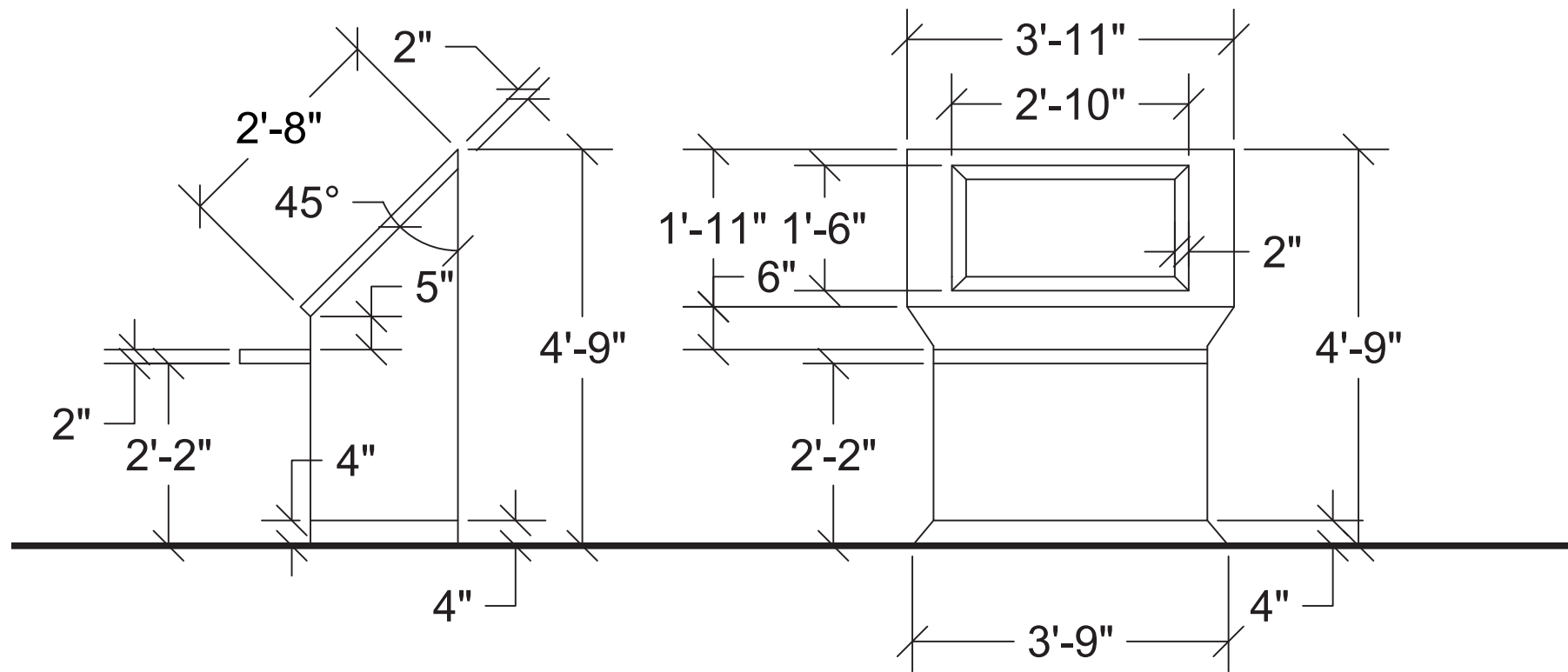
SCALE

DATE December 8, 2023

KEY PLAN



DRAWING NO.



① MEMORY RECORDER - SIDE VIEW
Scale: 1/2" = 1'-0"

② MEMORY RECORDER - FRONT VIEW
Scale: 1/2" = 1'-0"

This Design Development Package was created

By Laura O'Grady

In partial fulfillment of the requirements for the degree of

MASTER OF ARTS IN EXHIBITION AND EXPERIENCE DESIGN

December 2023

Christina Lyons, Advisor

Peter Hyde, Professor

Brenda Cowan, Professor

Ted Nordlander, Professor

Christina Lyons, Chairperson

Dr. Brooke Carlson, Interim Dean, School of Graduate Studies



DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS

MA EXHIBITION AND EXPERIENCE DESIGN
FASHION INSTITUTE OF TECHNOLOGY

LAURA O'GRADY

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