

DOUBLE VISION

DOUBLE VISION



Graduate Exhibition Design
Undergraduate Interior Design

Through the joint thesis experiment, the **INTERIOR DESIGN** and **EXHIBITION DESIGN** departments strived to:

- **EMULATE A CHALLENGING REAL-WORLD DESIGN PROJECT EXPERIENCE**

How can interior and exhibition designers create a seamless relationship between a space and an exhibition with very different concepts?

- **COORDINATE THE LOGISTICS BETWEEN 2 DEPARTMENTS WITH SHARED VALUES AND EDUCATIONAL OBJECTIVES, YET VERY DIFFERENT FORMATS:**

How do the students' instructors need to support and provide direction to the unique project work?

How are the schedules of interim and final deliverables coordinated to best move the project forward?

Through the joint thesis experiment, the **INTERIOR DESIGN** and **EXHIBITION DESIGN** departments strived to:

- **MEET THE LEVEL OF SOPHISTICATION NECESSARY BY STUDENTS IN TWO DIFFERENT EDUCATIONAL TIERS:**

How does the graduate student have an educational experience that challenges him/her when working cooperatively with an undergrad?

Is the selection of the specific student and their maturity the key factor?

Work performance?

Instructor recommendations?



CRYING EXHIBITION

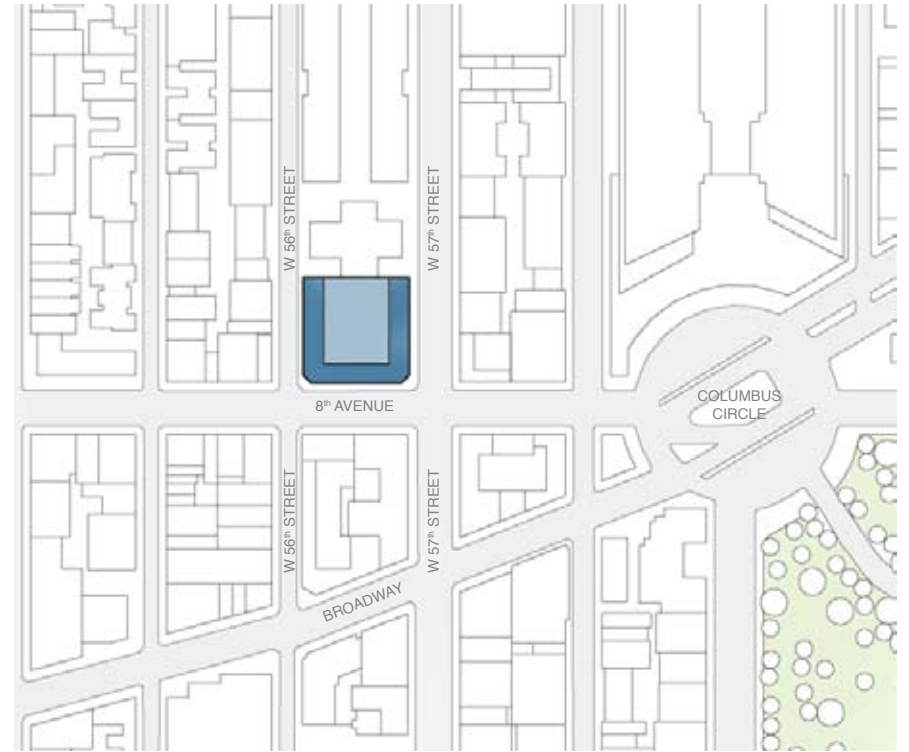


e l c environmental learning center

DEW
DROPS
FROM
MY
SOUL



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site plan scale: nts

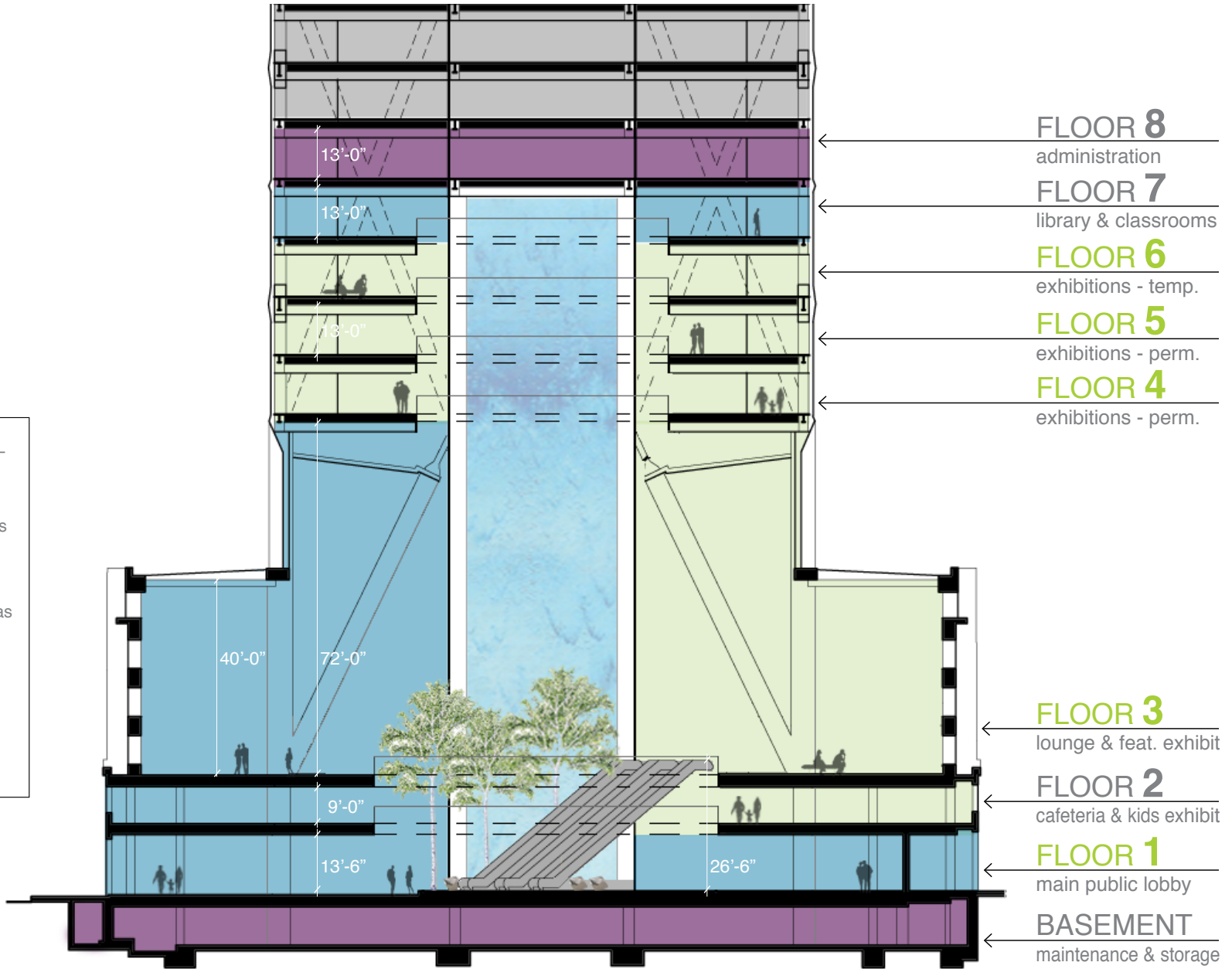


hearst tower

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key

- public activities
- exhibition areas
- staff only
- other tenant



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west section scale: nts

CLIENTS

Museum of Natural History
Environmental Learning Center
Hearst Corporations

AUDIENCE

Professional men and women in their late 20s through 50s, living in cities

GOALS

Project Goal

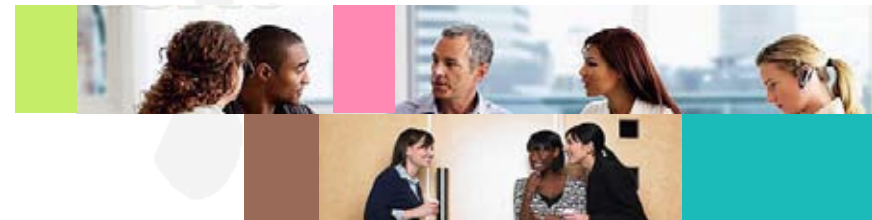
- Promoting Clients
- Setting up a new science travel exhibition
- Targeting late 20s-50s well educated adults

Educational Goal

- Learning a part of human body functions
- Knowing crying effects on human body

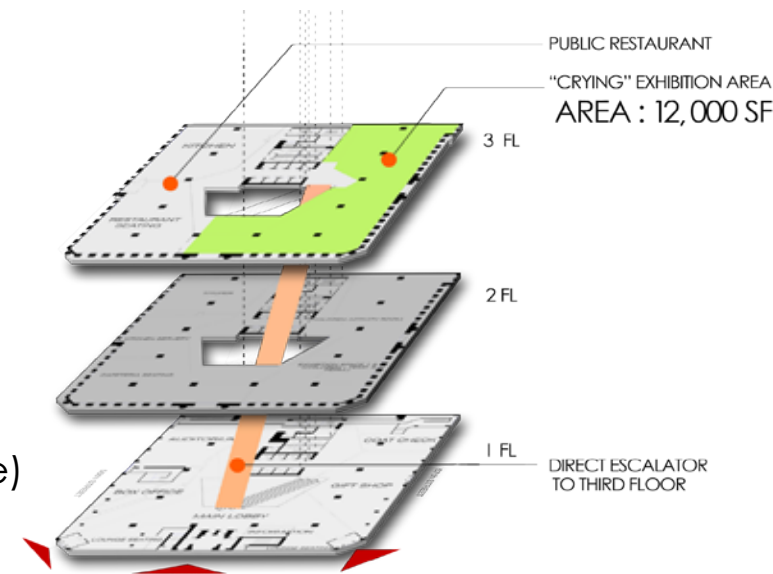
Experiential Goal

- Exploring social dialogues
- Sharing exhibition subject
- Experiencing emotional involvement

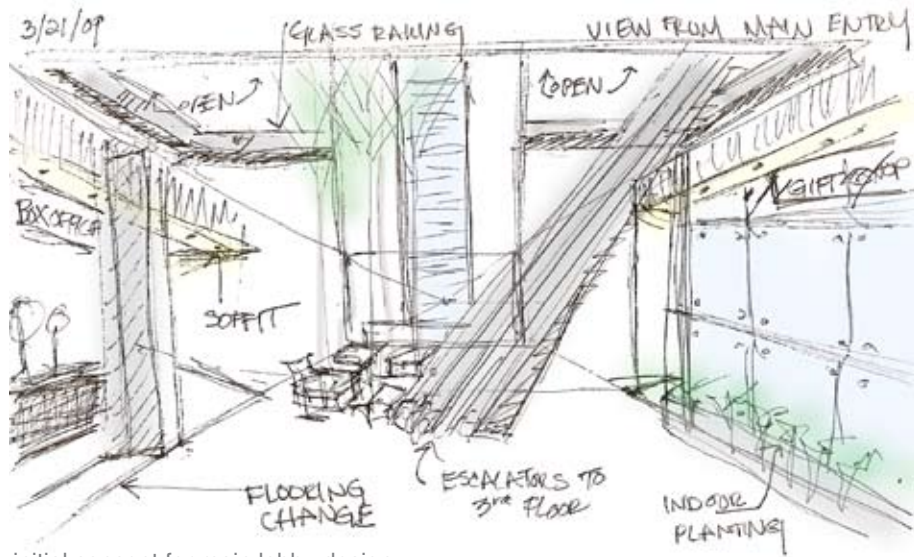


VENUE

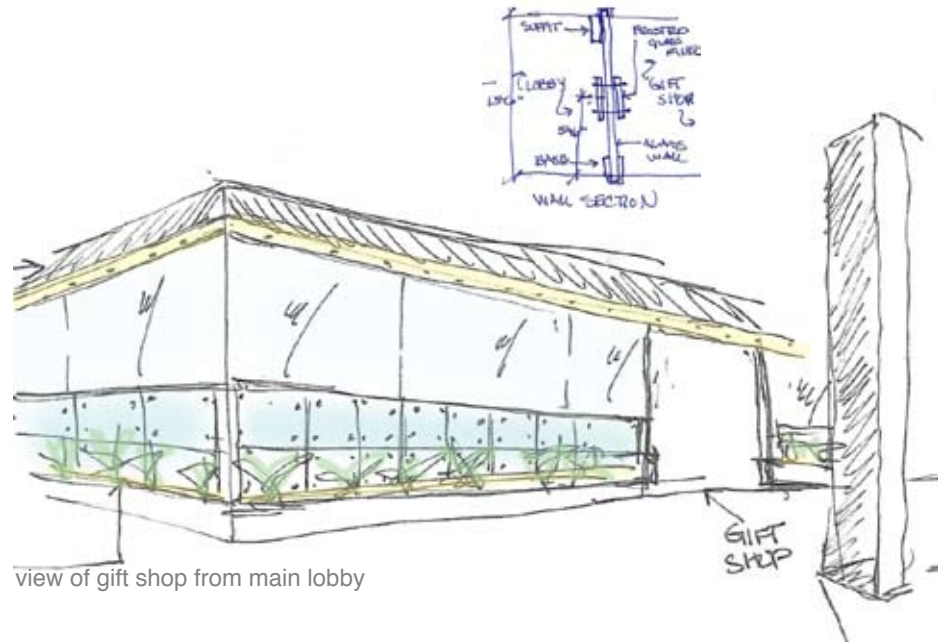
Third Floor in Hearst Tower (959 Eighth Avenue)



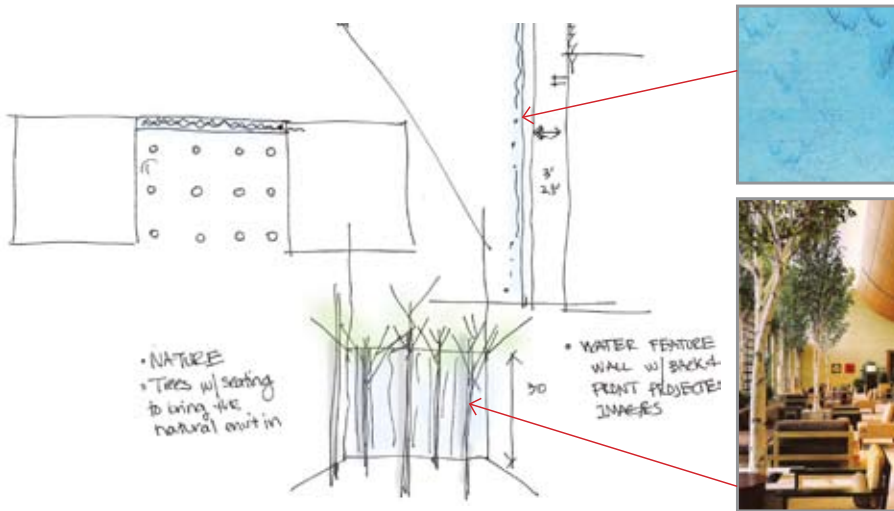
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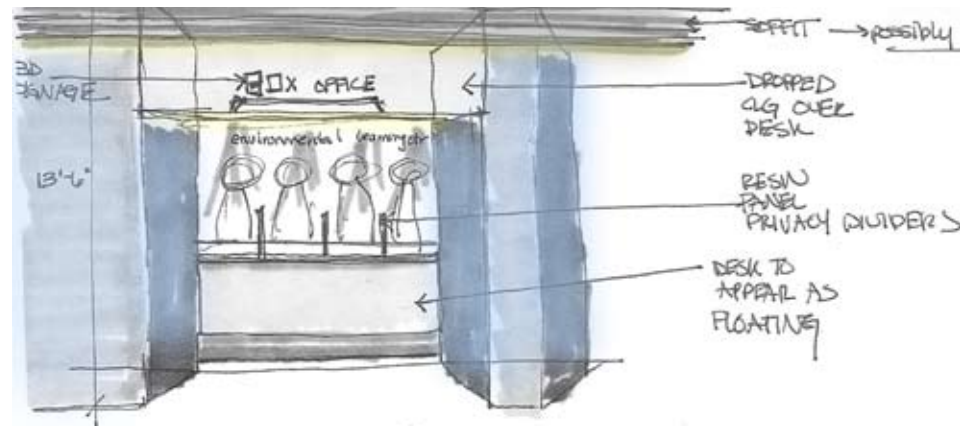
initial concept for main lobby design



view of gift shop from main lobby



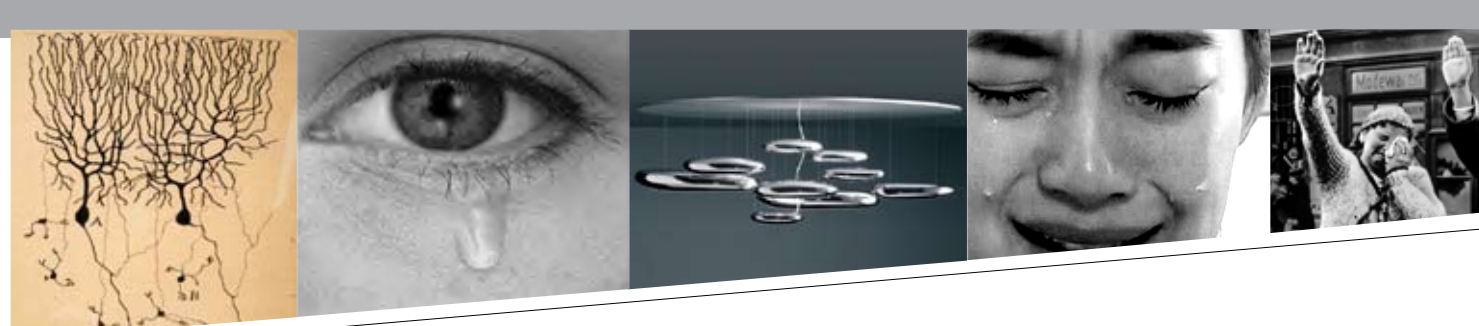
concept for feature water wall



view of box office

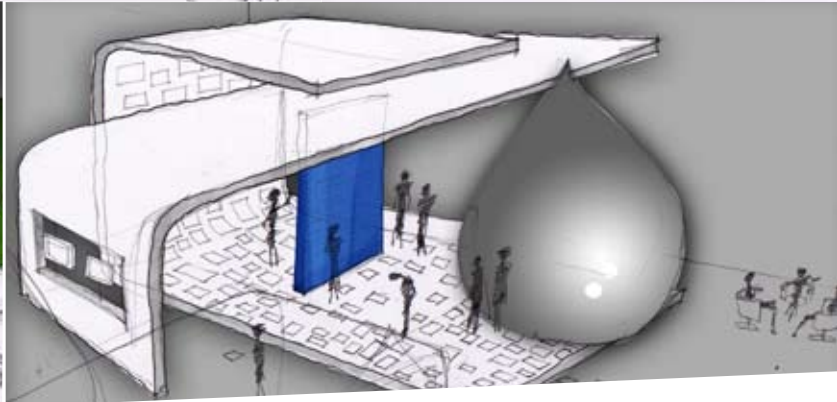
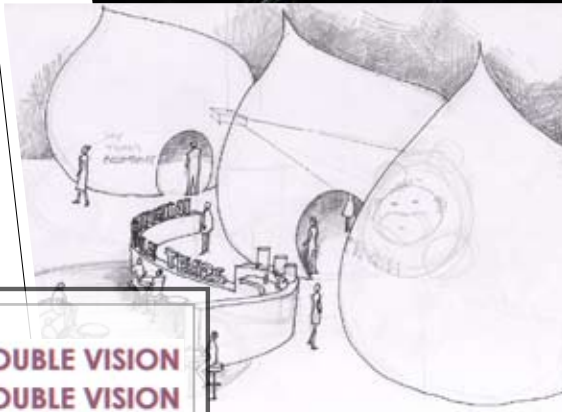
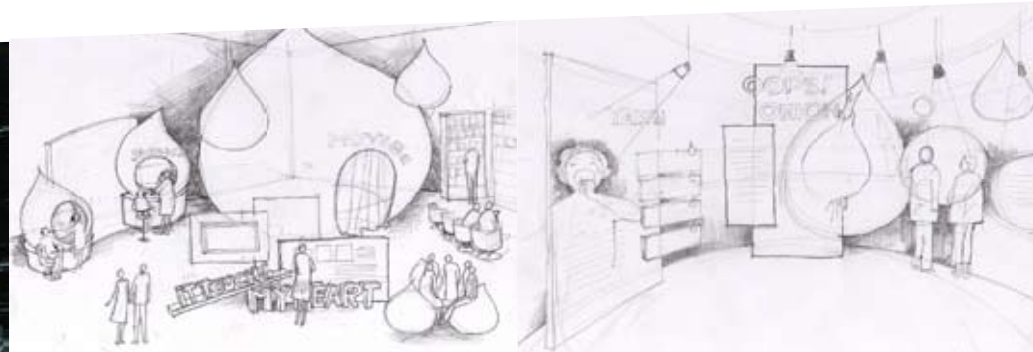
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sketch development



INSPIRATIONS

SCHEMATICS



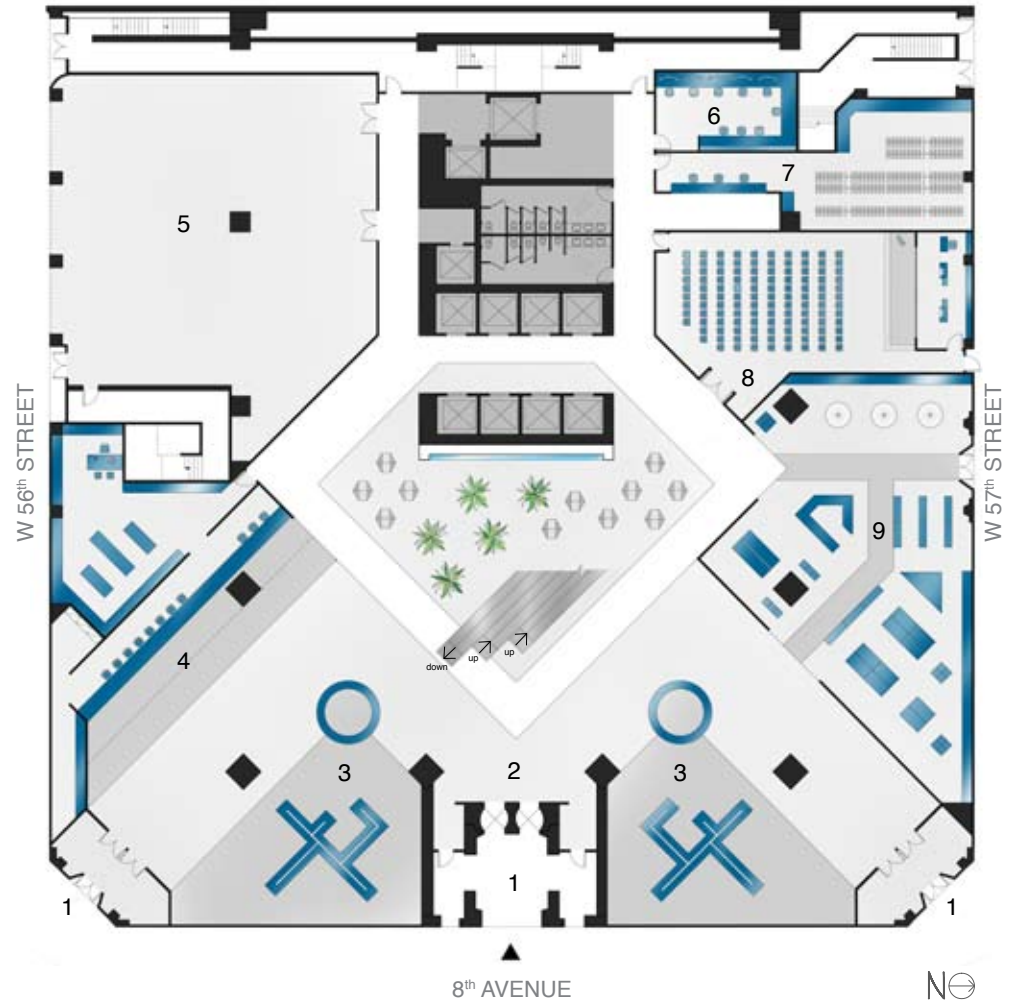
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view of box office from w 56th street entrance



view of main lobby



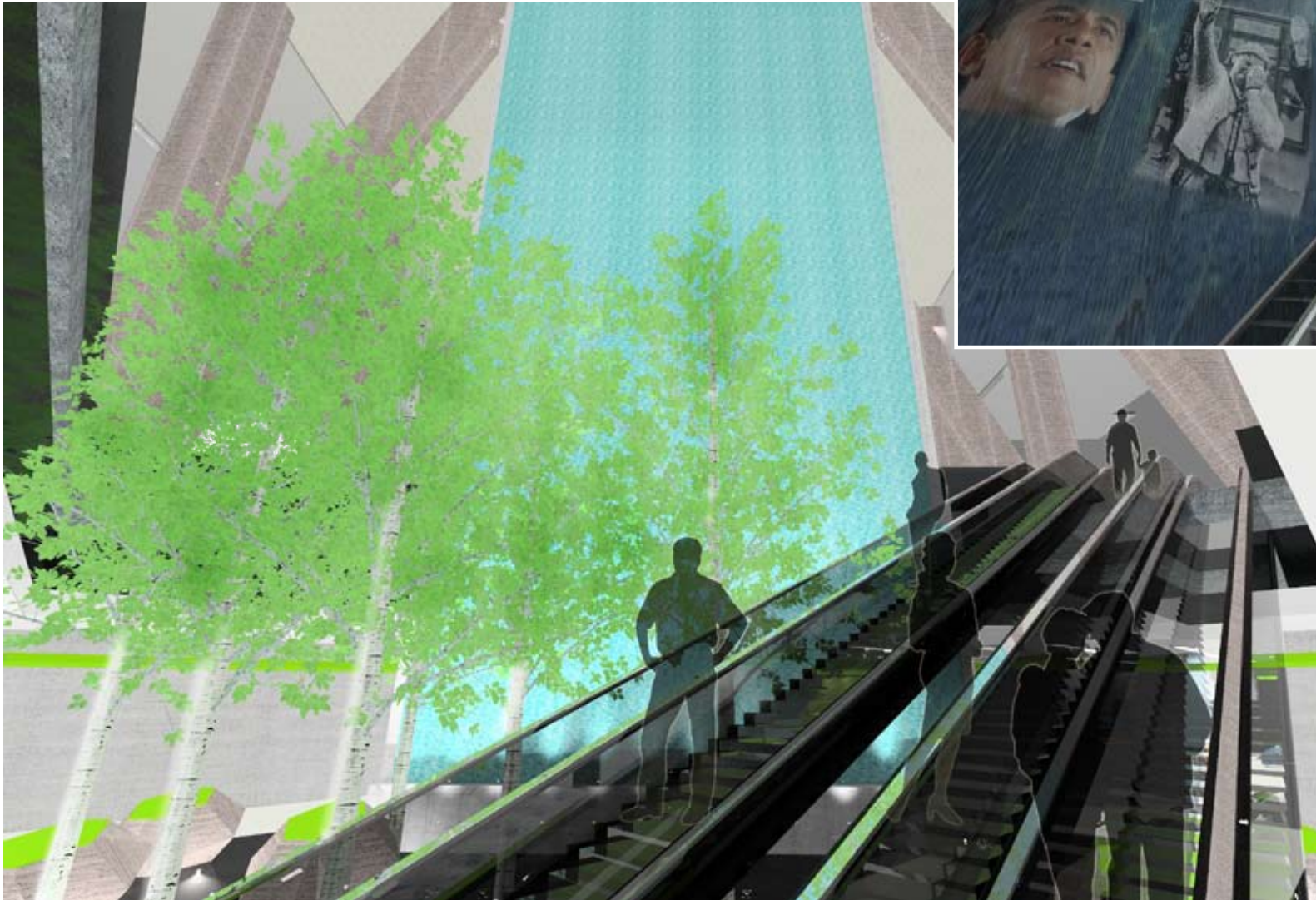
legend

- | | | | |
|------------|----------------|-----------------|--------------|
| 1 entrance | 3 information | 5 service entry | 8 auditorium |
| 2 lobby | 3 waiting area | 6 security | 9 gift shop |
| | 4 box office | 7 coat check | |

floor plan scale: nts

1
first floor

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view of atrium from escalators

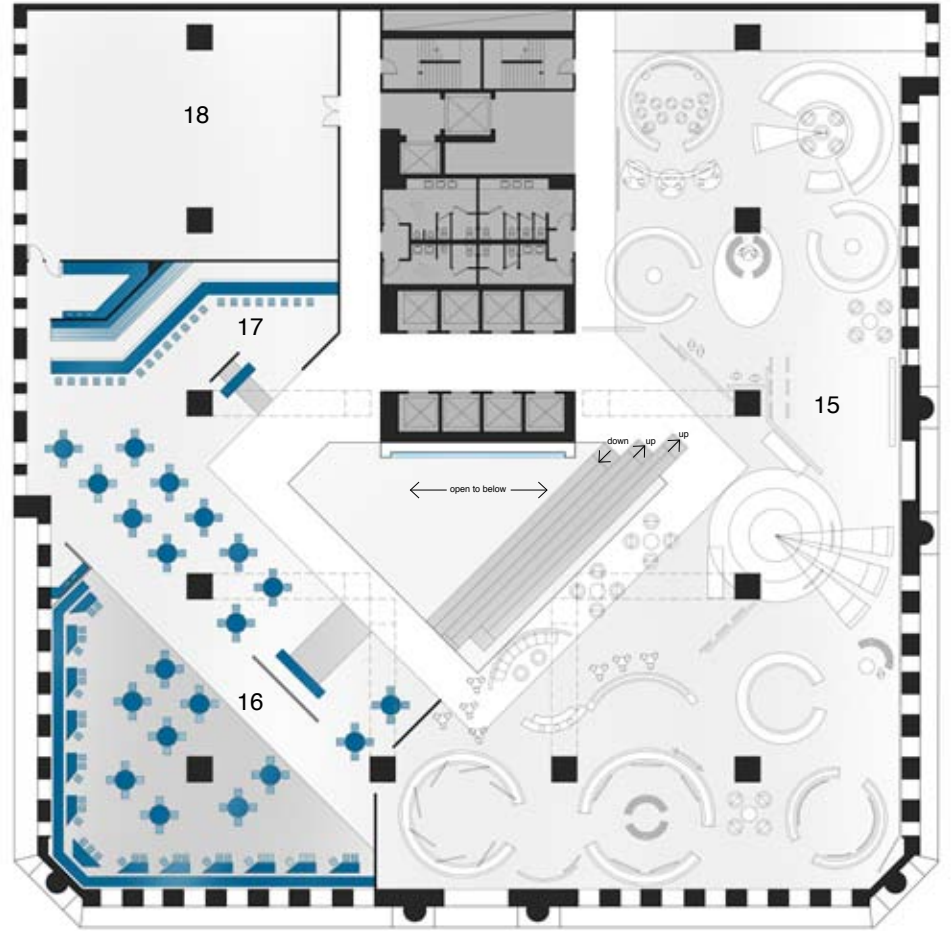
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view of lounge entry



view of lounge from bar



NO

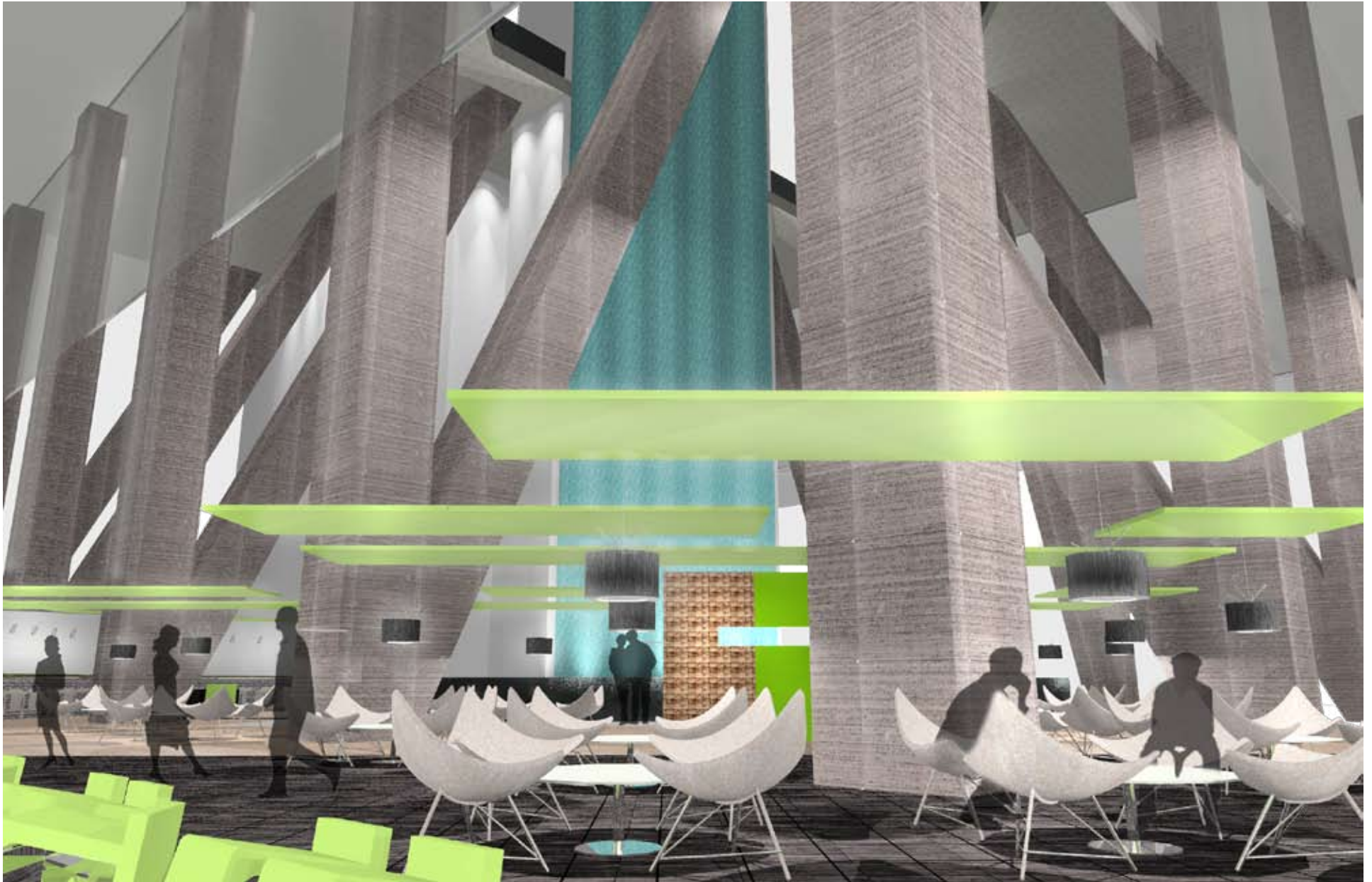
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- 15 featured temp. exhibit - "dew drops on my soul"
- 16 g lounge - dining
- 17 g lounge - bar
- 18 kitchen

floor plan scale: nts

3
third floor

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view of water wall from banquet seating

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KEY & SUB CONCEPTS

Dew Drops From My Soul

- Social activities
- Biological understanding
- Types of Tears

My Life With Crying

- Physiological Elements -

- **I'm Communicating** Infant's & Toddler's Crying
- **Inevitable Shedding of Tears** Reaction for Irritation
- **Men! You Are Not Crying?** Cultural and Gender Differences

Give Me Time To Cry

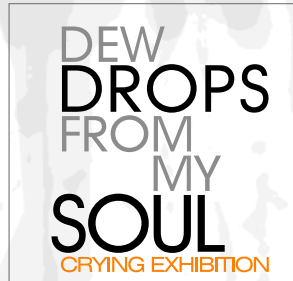
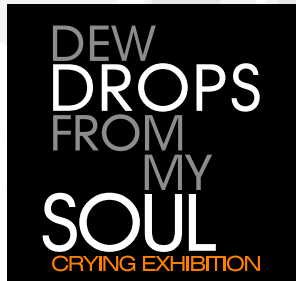
- Emotional Elements -

- **Tears From Joy** Joyful & Impressive Tears
- **I'm Moved To Tears** Tearful Movies & Songs
- **Bruised Hearts** Emotional Triggers

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GRAPHIC DESIGN

LOGO DESIGN



EXTERIOR BANNER 8'x 33'

TYPEFACES

HY Wulungdo L
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+-

Swis 721 Ex Bt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+-

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+-

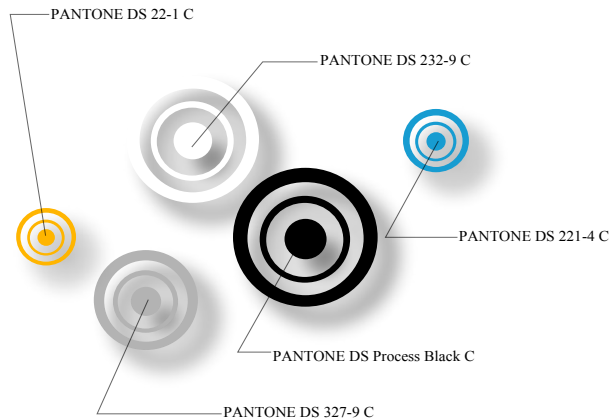


POSTER 2'x3'



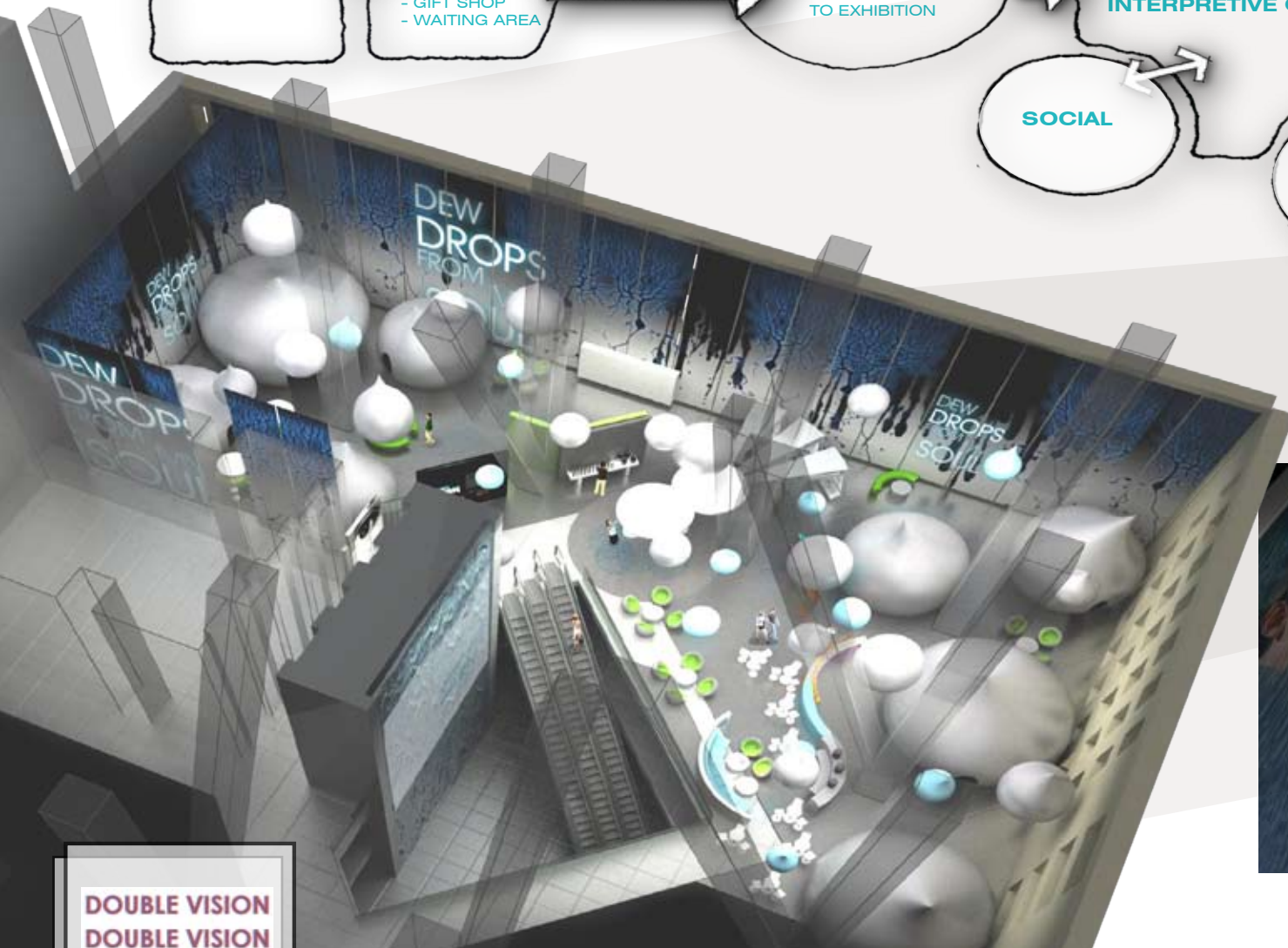
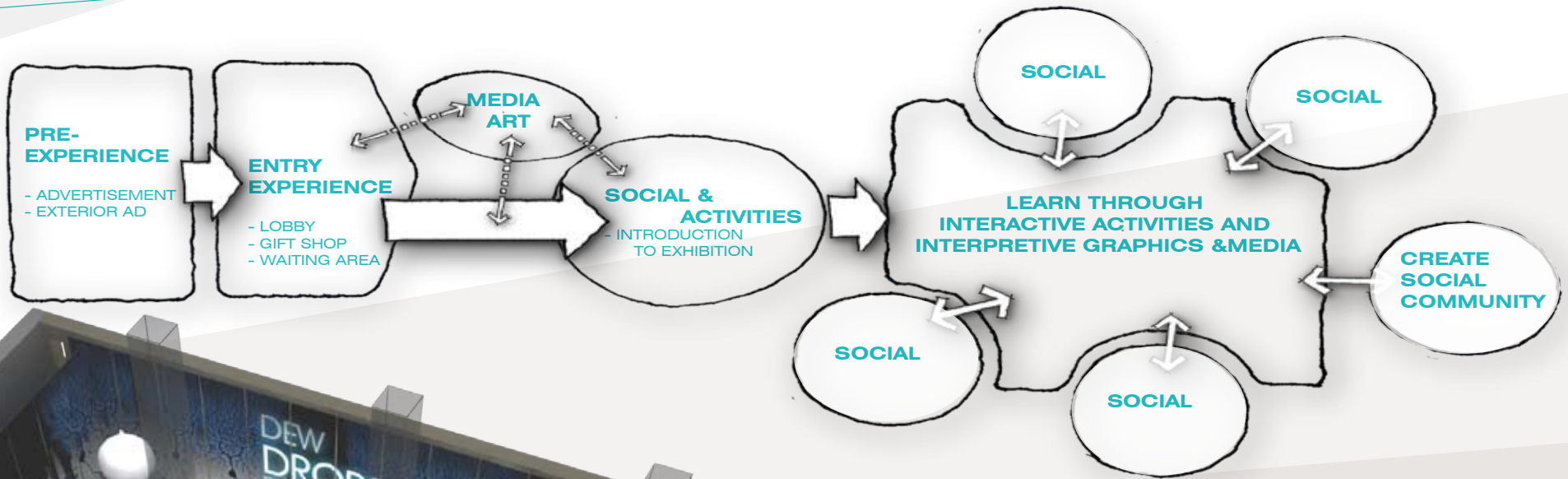
POST CARD 4"x6"

COLOR PALETTE



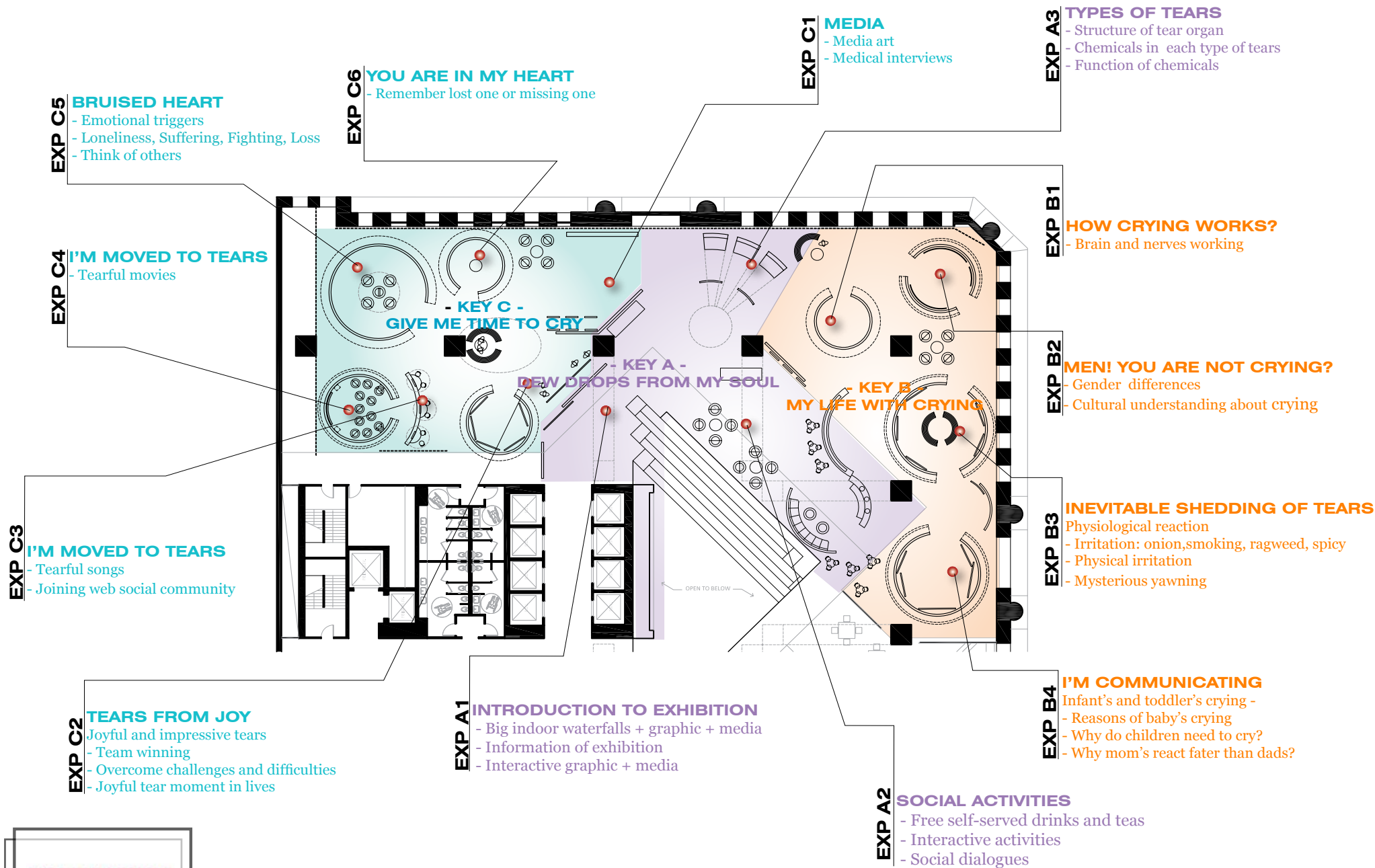
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VISITOR EXPERIENCE PLAN



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EXHIBITION PLAN

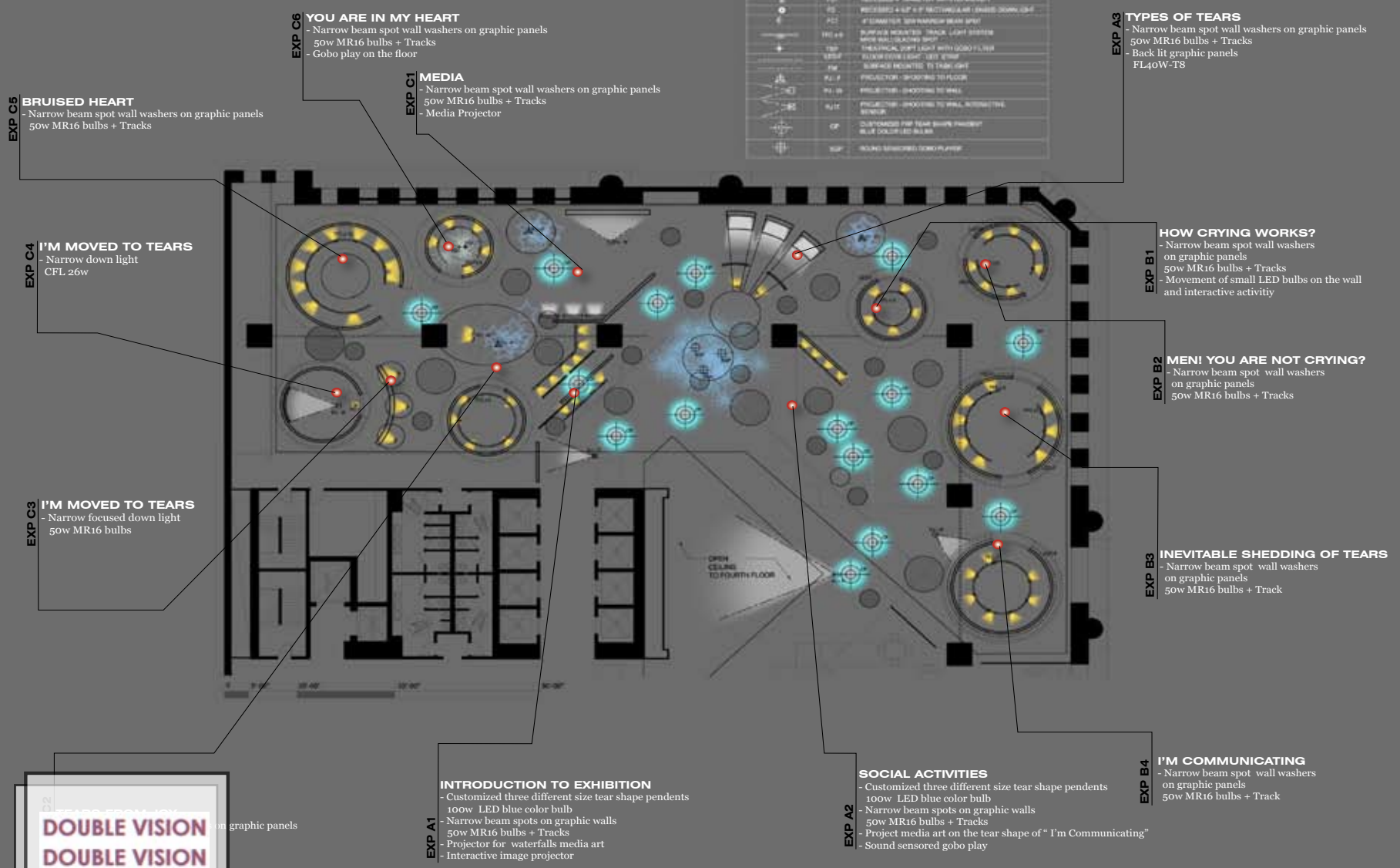


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LIGHTING PLAN

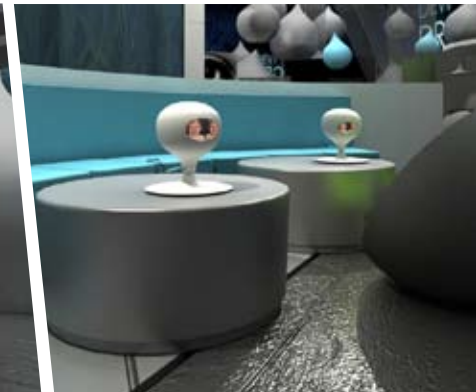


DESCRIPTION		
TYPE	DESCRIPTION	
PS	WIDE BEAM 4' DIAMETER WHITE DOWN LIGHT	
PS	WIDE BEAM 4' x 4' RECTANGULAR 48' LENGTH DOWN LIGHT	
PS	4' DIAMETER 50W NARROW BEAM SPOT	
TRK 48	50W MR16 TRACK LIGHT SYSTEM WITH REGULATING TRIP	
TRK	THEATRICAL SPOT LIGHT WITH GOGO FILTER	
LEDSP	FLUORESCENCE LIGHT TUBE WITH GOGO FILTER	
TRK	SUBJECTS MOUNTED TO TRACK LIGHT	
PL 1	PROJECTOR - SHOOTING TO FLOOR	
PL 2	PROJECTOR - SHOOTING TO WALL	
PL 3	PROJECTOR - SHOOTING TO WALL, INTERACTIVE SENSOR	
CF	CUSTOMIZED FOR TEAR SHAPE PROJECT BLUE COLOR LED BULBS	
SWP	SOUND SENSORED GOGO PLAYER	



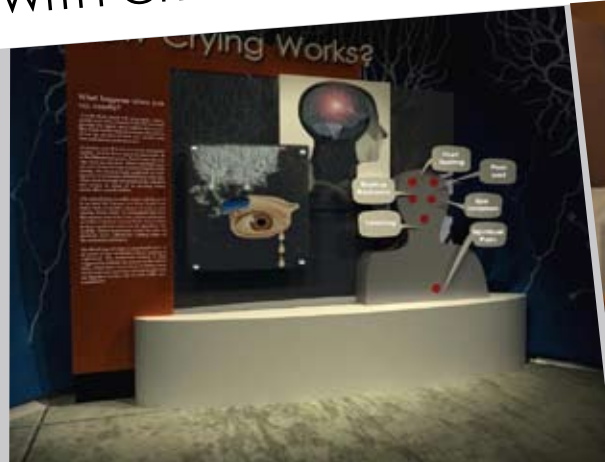
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A Key Area overview: Dew Drops From My Soul



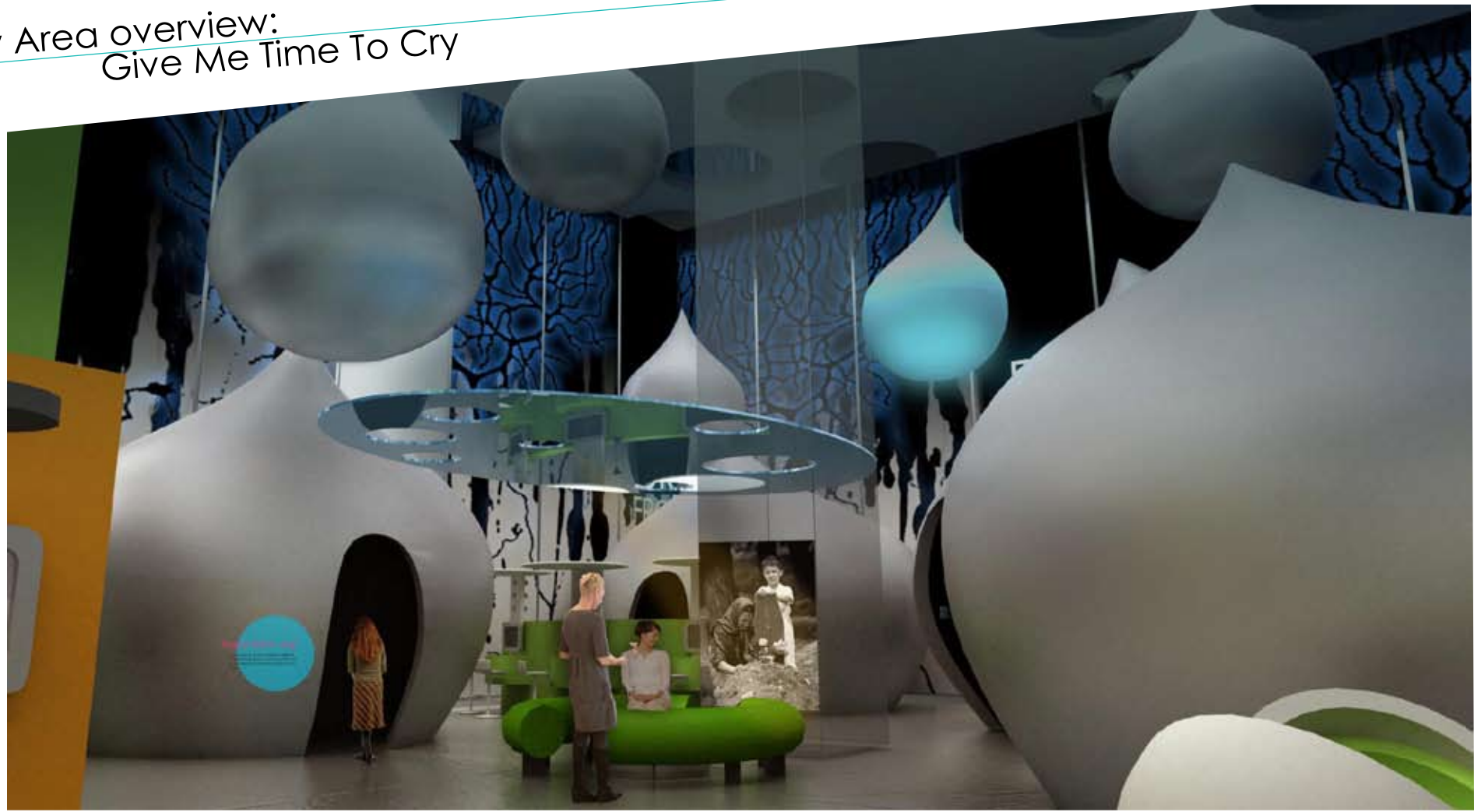
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B Key Area overview: MY LIFE WITH CRYING



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C Key Area overview:
Give Me Time To Cry



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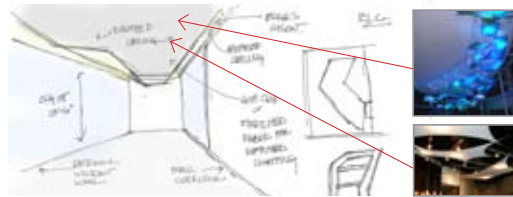




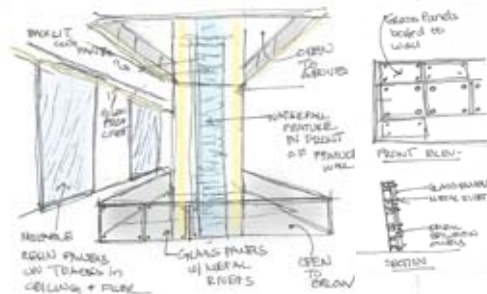
moveable wall / track system for exhibition areas



exhibition areas per floor

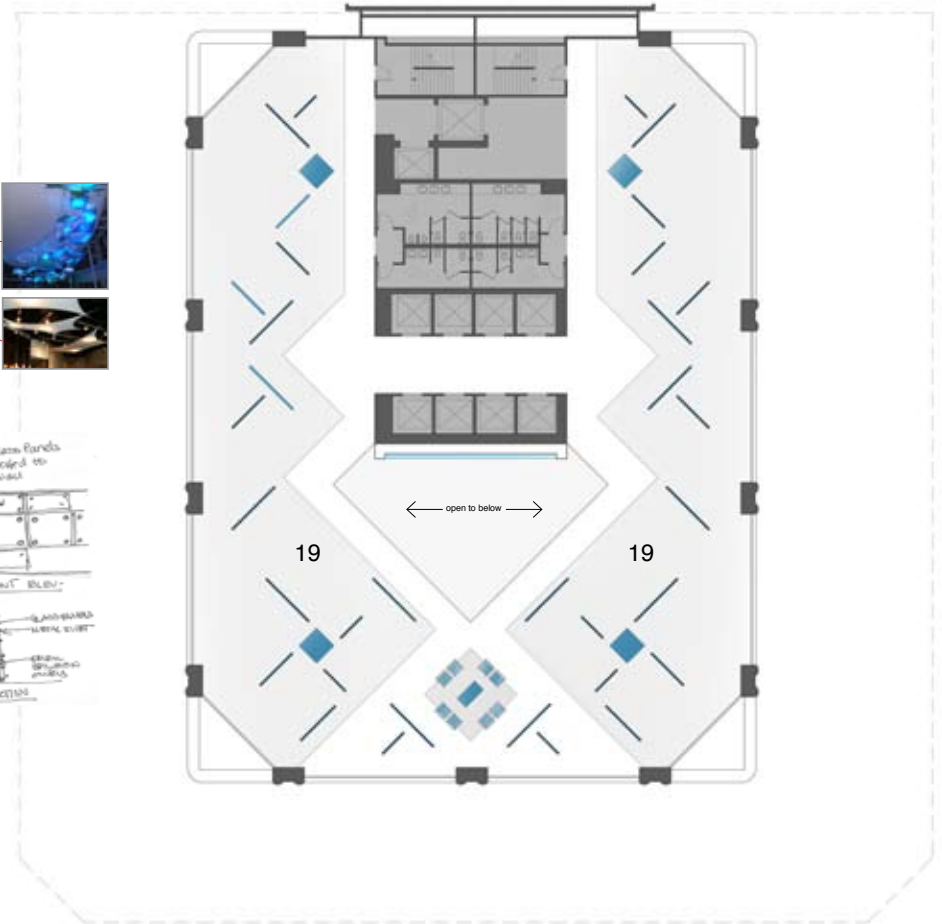


ceiling ideas for exhibit floors



view of water wall through atrium

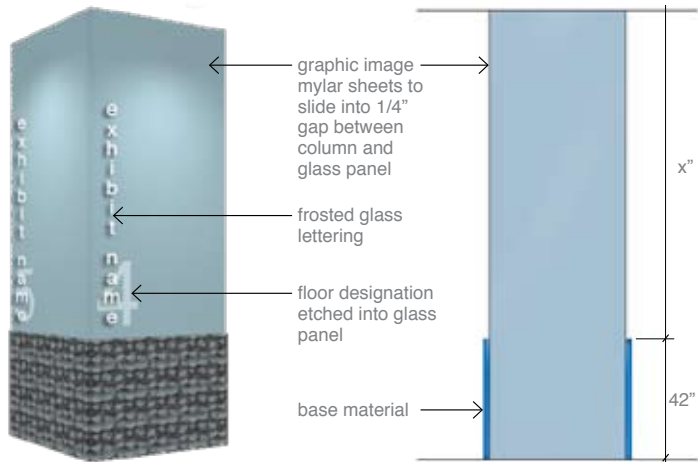
sketch development



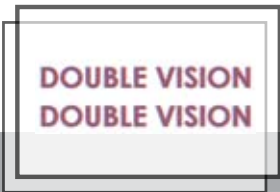
legend

19 exhibition spaces

floor plan scale: nts



graphic and signage column details



4-6

fourth thru sixth floors



view of partition system in exhibition area

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Some Questions for our Panel:

- **EMULATE A CHALLENGING REAL-WORLD DESIGN PROJECT EXPERIENCE**

Do you think that this process / project helped our students begin to understand the issues of coordinating different disciplines in a real-world design experience?

Based on what you have seen / heard today what steps can be taken to improve / strengthen the process?

- **COORDINATE THE LOGISTICS BETWEEN 2 DEPARTMENTS WITH SHARED VALUES AND EDUCATIONAL OBJECTIVES, YET VERY DIFFERENT FORMATS:**

How does the design professional support and provide direction to the unique project work that involves multi design disciplines

How are the schedules of interim and final deliverables coordinated to best move the project forward?

- **ENHANCEMENT OF THE DESIGN SOLUTION WHEN DIFFERENT DISCIPLINES AND SKILL LEVELS ARE INVOLVED**

Did the collaboration of disciplines for this project enhance, diminish or create no effect as to the proposed design solutions?

How do you accommodate different design disciplines and skill levels to accomplish seamless design solutions with specific goals?

THANK YOU

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