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?*
elc is an educational institution...affecting each and every one of us
hearthst tower

site plan  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)
initial concept for main lobby design

view of gift shop from main lobby

concept for feature water wall

view of box office

sketch development
view of box office from W 56th street entrance

view of main lobby

floor plan

scale: nts

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

8th AVENUE

W 56th STREET

W 57th STREET

first floor
view of atrium from escalators
view of water wall from banquet seating
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
**GRAPHIC DESIGN**

**TYPEFACES**

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

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

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

**COLOR PALETTE**

- PANTONE DS 22-1 C
- PANTONE DS 232-9 C
- PANTONE DS Process Black C
- PANTONE DS 327-9 C
- PANTONE DS 221-4 C

**EXTERIOR BANNER 8' x 33'**

- POST CARD 4"x6"
- POSTER 2'x3'
VISITOR EXPERIENCE PLAN

PRE-EXPERIENCE
- ADVERTISEMENT
- EXTERIOR AD

ENTRY EXPERIENCE
- LOBBY
- GIFT SHOP
- WAITING AREA

SOCIAL & ACTIVITIES
- INTRODUCTION TO EXHIBITION

LEARN THROUGH
INTERACTIVE ACTIVITIES AND
INTERPRETIVE GRAPHICS & MEDIA

CREATE SOCIAL COMMUNITY

MEDIA ART

SOCIAL

DOUBLE VISION
DOUBLE VISION
INTRODUCTION TO EXHIBITION
- Customized three different size tear shape pendants 100w LED blue color bulb
- Narrow beam spots on graphic walls 50w MR16 bulbs + Tracks
- Projector for waterfalls media art
- Interactive image projector

SOCIAL ACTIVITIES
- Customized three different size tear shape pendants 100w LED blue color bulb
- Narrow beam spots on graphic walls 50w MR16 bulbs + Tracks
- Projector for waterfalls media art
- Sound sensor gobo play

TYPES OF TEARS
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks
- Back lit graphic panels FL-40W-25

HOW CRYING WORKS?
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks
- Movement of small LED bulbs on the wall and interactive activity

MEN! YOU ARE NOT CRYING?
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks

INEVITABLE SHEDDING OF TEARS
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks

I'M MOVED TO TEARS
- Narrow down light 26w CFL
- Narrow focused down light 50w MR16 bulbs

YOU IN MY HEART
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks
- Gobo play on the floor

BRUISED HEART
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks

DOUBLE VISION
- Narrow beam spot wall washers on graphic panels 50w MR16 bulbs + Tracks
A Key Area overview:
Dew Drops From My Soul
B Key Area overview:
MY LIFE WITH CRYING
C Key Area overview:
Give Me Time To Cry
moveable wall / track system for exhibition areas

ceiling ideas for exhibit floors

view of water wall through atrium

sketch development

exhibition areas per floor

graphic and signage column details

graphic image
mylar sheets to slide into 1/4" gap between column and glass panel

frosted glass lettering

floor designation etched into glass panel

base material

floor plan scale: nts

19  exhibition spaces

NO

4-6

double vision
view of partition system in exhibition area
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