:: EXECUTIVE SUMMARY
Mindfulness meditation practice heightens awareness in the present moment, deep sustained engagement, and focus, which are qualities that go ignored in today’s multitasking, fast-moving world. Human perception in response to specific forms of lighting in the designed environment influences automatic physiological reactions affecting audiences’ mental and physical states. Lighting effects can be employed as a gestalt in driving the design of an environment that activates mindfulness, creating enhanced well-being, and value in visitor experience in the form of positive inward and outward reflection.
::CONCEPTUAL APPROACH

An immersive journey of the innate..

experience the large and small worlds that coexist within and around you from one point.
These worlds can be seen on a planetary and atomic scale through the powers of $10$.

This experience follows the six essential elements needed to create life.
These ingredients are Carbon, Hydrogen, Oxygen, Phosphorus, Sulfur.
Everything in the universe is made of atoms, every star, every tree, and every animal.
Essentially we are made of elements that have come from a gigantic supernova billions of years ago—technically our bodies contain ancient stars.

In collaboration with the Museum of Natural History, this exhibitio aims to attract and reach a younger audience by bringing “The powers of $10$” conceptual framework into an experiential exhibition walk-through created for a modern audience. Primarily designed and developed for generation Z ages 18-25, anyone traveling through Times Square can escape the hectic crowds through interstitial passageways.
Once visitors see all four spaces (worlds) and mark them off on an app linked to the exhibition, they qualify to receive a free pass to AMNH.
The client for this exhibition is the American Museum Of Natural History, established in 1869.

Their mission is to “discover, interpret, and disseminate—through scientific research and education—knowledge about human cultures, the natural world, and the universe.” They aim to inspire future generations.

As noted in their annual report, the museum “promotes a broader understanding of the natural world of generations to come!”

Within the Hayden planetarium in the museum in the Rose Center for Earth and Space lies a permanent exhibition dedicated to the powers of 10.


**SUBJECT: POWERS OF 10**

“Powers of 10” is essential because not only does it recognize what we have and the things we all know and love, but it also celebrates the unknown. It shows our human connection with nature and the mystery of the cosmos. That is— no matter how big or small the world, there is a unifying factor. Whether you are looking through a microscope or a telescope, these worlds are not as far apart as they seem.

Life is created through six essential elements: carbon, hydrogen, nitrogen, oxygen, phosphorus, and sulfur. Everyone and every living thing on our planet are united because they contain the same ingredients as the stars.

This understanding of the natural world is essential for society because it enhances well-being and enables people to form deeper connections and compassion for the environment that surrounds them. Having a solid well-adapted sense of our health and overall happiness is essential for growth, energy, and achievement, much like how CHNOPS elements are necessary for life and energizing the planetary and atomic worlds surrounding us.

This exhibition aims to encourage and inspire positive moments of mindfulness, inward and outward reflection for the visitor in a world where so much is happening literally in Time Square and metaphorically amidst a pandemic and politically charged world.

In 1968 “The powers of 10” film was released by Ray and Charles Eames. Since the debut of the short film, it has been recognized as an American cultural icon and an essential tool for teaching and understanding the importance of scale. “The Powers of 10” is a magnificent wonder which combines a gamut of sciences into one beautiful visual film/book illustrating the macrocosm and microcosm of the universe as we know it.
**AUDIENCE DESCRIPTION**

**Primary:** 18-25
**Secondary:** Nearby office workers
**Tertiary:** Tourists & first-time city-goers in the area

Being that the AMNH takes pride in promoting understanding of the natural world for future generations this exhibition aims to target young adults in hopes that they find more of an interest in museums.

Generation Z's cohort was born between 1996 and the early-mid 2000s. The exhibition focuses on all audience type but primarily streakers and strollers commuting through the space.

More about Gen Z

- First digital Natives.
- Referred to by some as the “loneliest generation,” It is said they face many mental health challenges due to not only the turbulent state of the world but many hours online can lead to fostered feelings of isolation and depression.
- More time spent on smartphones less time cultivating meaningful relationships.
- Politically progressive. As political activism among Gen Z has increased, many Gen Z-ers have internalized the unrest surrounding issues like gun control, police brutality, and climate change leading to increased levels of stress.
- Face an uncertain Future.
- Members of Gen Z are more concerned about the cost of education

---

EXHIBITION DOCUMENTATION

<table>
<thead>
<tr>
<th>Eve Frudakis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition and Experience Design</td>
</tr>
<tr>
<td>Fashion Institute of Technology School of Graduate Studies</td>
</tr>
<tr>
<td>270 West 27th St, New York, NY 10011</td>
</tr>
</tbody>
</table>

**Project:** AMNH Key Plan: Title: Scale: 

**Client:** American Museum of Natural History

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**EXHIBITION DOCUMENTATION**

**Primary:** 18-25

**Secondary:** Nearby office workers

**Tertiary:** Tourists & first-time city-goers in the area

- First digital Natives.
- Referred to by some as the “loneliest generation,” It is said they face many mental health challenges due to not only the turbulent state of the world but many hours online can lead to fostered feelings of isolation and depression.
- More time spent on smartphones less time cultivating meaningful relationships.
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- Face an uncertain Future.
- Members of Gen Z are more concerned about the cost of education
The interstitial spaces are calm amongst the chaos of Times Square. Through site visits and observation, there are few people pass through. People who utilize the spaces tend to be more familiar with the area and know where they are. People appear to be on their way to work or escaping the hectic crowds. Most people use the spaces to pass through quickly and efficiently, business varies depending on the day. Some people use the areas for quiet morning commutes, and others find refuge in public seating in Nederlander alley at lunchtime.

Each interstitial space will have a different sponsor corresponding to the measurement/power the environment is based on. All sponsors are preexisting sponsors of AMNH.

“What we can see.” is located at Shubert Alley btw 44th & 45th st. New York NY 10036
Sponsored by: Google inc.
Mission: is to organize the world’s information and make it universally accessible and useful.

“What is a fractal?” Is located at the MinSkof Theatre, 200W 45th st. New York, NY 10036
Sponsored by: Pfizer.
Mission: is to Innovate every day to make the world a healthier place. Paired with Sony Corpora-
tion of America.
Missions: to fill the world with emotion, through the power of creativity and technology, and to nurture innovation to enrich and improve people’s lives.

“Atomic mayhem.” is located at The Marriott Marquis Parking Lot 1535 Broadway
Sponsored by: IBM Corporation.
Mission: is to lead in the creation, development, and manufacture of the industry’s most advanced information technologies, including computer systems, software, networking systems, storage devices, and microelectronics.

“Cosmic Scale” Located in James M. Nederlander Alley 46th st. Side of Marriott Marquis btw Broadway & 8 Ave. 100
Sponsored by Sony Corporation of America.
Mission: is to fill the world with emotion, through the power of creativity and technology, and to nurture innovation to enrich and improve people’s lives.
# Exhibit Goals

## Project Goals:
- Reach and **engage new audiences**, primarily generation Z (young adults).
- Encourage connections, **well being**, and exploration in visitors to gain a deeper understanding of the natural world around them / us.
- **Spark imagination and curiosity through discovery.**

## Experience Goals:
- This Exhibition will have **moments of stillness** for viewers to have **inward reflection as well as moments of constant movement**.
- The audience will gain a **deeper understanding of scale** and recognize the vastness of our universe as well as issues we are faced at hand.
- The audience will **experience meaning making.**

## Educational Goals:
- Visitors will learn about how we are all **connected**.
- Visitors will learn about the **size and scale** of things within our universe and the world.
- Visitors will learn about **powers of 10** are used as a unit to measure the super big and the super small.
- Visitors will learn about what the human eye is capable of seeing.
::CONCEPT DIAGRAM

1. What we can see

The visitor arrives at the perfect place, the perfect time. They are the person in Chicago at the picnic. Producers (plants & algae) use energy from the sunlight to make food energy by combining carbon and water to create organic matter, this process begins the flow of energy. Through almost all food webs. Visitors will see beauty in what can be seen around them at any time. They will begin counting on the weather to come to inform what he sees. Just like our visitor come to be at the perfect place at the perfect time, so did our Earth. For a place with life to form, it needs to have perfect makeup, structure just the right distance from its sun. It can’t be too hot or too cold. Having a water supply helps the ingredients and elements bump into each other to form compounds. Growth needs to be just right and, finally, a dash of lightning to catalyze a reaction necessary to form amino acids, the building blocks of life.

Content:
- Living ecosystems
- How carbon is affecting our planet
- Showing the amount of meters AMNH spaces
- Essentials Human anatomy
- One Planet Our Future
- How to use color to measure and find start in space
- Controlling stable views through time (NASA footage)
- 4 parcels: Carbon Sea ice | Sea Level | Carbon | Global Temp.

2. What is a fractal?

From our brain to our lungs, we are fractal. The visitor takes a look within themselves. The human body is composed of many types of fractal, seen together.

Content:
- Lipid Membrane (n) to the human brain | 54 single celled algae
- Red blood cells
- Cyanobacteria
- Coral
- The Sun
- Self-similarity in biology
- How are humans made?
- What is whiteness?
- How does a star burn?
- The human body is made of atoms. Every atom, every line, every point.

3. Atomic Mayhem

When heat is added to atoms, they vibrate faster. When cold, they vibrate slower. 
- Phosphorus is a vital element in metabolism to store huge amounts of energy in chemical bonds.
- When the bond is broken, energy is released.
- When this happens in muscles, for example, you move your arm or leg.
- Phosphorus is a catalyst.

Content:
- Energy
- How elements have manipulated atoms
- Atomic forces and bonds
- 10-12 / 10-13 FOMO: there are no known objects at this scale

EXHIBITION DOCUMENTATION

Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
279 West 27th St.
New York, NY 10011

Project: Catalyst
Client: American Museum of Natural History
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Key Plan: Title: Scale:
Drawn by: Eve Frudakis
Date: 11.03.2021
Drawing NO: EX 108
FLOOR PLAN

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---

**EXHIBITION DOCUMENTATION**

__Eve Frudakis__
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

---

**Project:**
__EXHIBITION DOCUMENTATION__

**Client:**
__American Museum of Natural History__

**Key Plan:**

---

**Title:**
__Scale: 1:40__

---

**Printed by:**
__Eve Frudakis__

**Date:**
11.03.2021
**EMOTIONAL JOURNEY MAP**

4. Cosmic Scale **Energized**

The visitor will commit to exploring. They are well aware of planet Earth. They read how this relates to our world. They feel the need to nurture.

The perimeter of the page reflects time.

The visitor will be guided through the exhibition in measured time steps. They relate because it speaks directly to current events and they are tied to time square. The present moment.

They will be intrigued to explore more and see what other dimensions there are to explore around them.

Elements: CHNOPS

3. Atomic Mayhem **Collectively Connected**

Through movement with one another in the space, and the same genetic makeup people react with one another in the dimension of the atom.

Elements: P

2. What is a fractal? **Inward Reflection**

Visitors become engrossed by the mesmerizing slicing within. They explore the myriad fractals that exist within the genetic makeup of all living things.

Elements: HNOS

1. What we can see **Nurture | Relate**

Elements: CHN0
INTRODUCTION

Proof of concept

EXHIBITION DOCUMENTATION

Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
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New York, NY 10011

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What is a fractal?
Scale: 1:1

Drawn by: Eve Frudakis
Date: 11.03.2021

Title: Cosmic View

Key Plan:

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:: SCHEDULES AND LISTS
## Graphic Location Plan

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<thead>
<tr>
<th>Area</th>
<th>GR. Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>00A.01.GR01</td>
<td>A</td>
<td>Infinity mirror triangular column</td>
</tr>
<tr>
<td>00A.01.GR02</td>
<td>B</td>
<td>Aluminum triangular mount w/ type</td>
</tr>
<tr>
<td>00A.02.GR01</td>
<td>A</td>
<td>Infinity mirror triangular column</td>
</tr>
<tr>
<td>00A.02.GR02</td>
<td>B</td>
<td>Aluminum triangular mount w/ type</td>
</tr>
<tr>
<td>01A.03.GR01</td>
<td>C</td>
<td>Area intro triangular column covered w/ dichroic film placed extruded type and vinyl adhered graphic</td>
</tr>
<tr>
<td>01A.03.GR02</td>
<td>D</td>
<td>Clear acrylic panels w/ printed information</td>
</tr>
<tr>
<td>01A.04.GR01</td>
<td>C</td>
<td>Area intro triangular column covered w/ dichroic film placed extruded type and vinyl adhered graphic</td>
</tr>
<tr>
<td>01A.04.GR02</td>
<td>D</td>
<td>Clear acrylic panels w/ printed information</td>
</tr>
<tr>
<td>01A.05.GR01</td>
<td>F</td>
<td>&quot;Look, see and here&quot; activity box</td>
</tr>
<tr>
<td>01A.06.GR01</td>
<td>H</td>
<td>Display &quot;Climate time machine: Sea level&quot; sensor screen</td>
</tr>
<tr>
<td>01A.07.GR01</td>
<td>H</td>
<td>Display &quot;Climate time machine: Sea Ice&quot; sensor screen</td>
</tr>
<tr>
<td>01A.08.GR02</td>
<td>H</td>
<td>Display &quot;Climate time machine: Global Temperature&quot; sensor screen</td>
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<tr>
<td>01A.09.GR01</td>
<td>H</td>
<td>Display &quot;Climate time machine: Carbon Dioxide&quot; sensor screen</td>
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<td>01A.01.GR01</td>
<td>E</td>
<td>Floor paint- Earth satellite view</td>
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<tr>
<td>01A.01.GR02</td>
<td>F</td>
<td>Diecut vinyl on ply- Satellite</td>
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<tr>
<td>01A.01.GR03</td>
<td>F</td>
<td>Truss covered dichroic film powers of 10 measurement frames</td>
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### What is a Fractal?

<table>
<thead>
<tr>
<th>Area</th>
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<tbody>
<tr>
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<td>A</td>
<td>Infinity mirror triangular column</td>
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<td>02A.04.GR01</td>
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<td>Area intro triangular column covered w/ dichroic film placed extruded type and vinyl adhered graphic</td>
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<td>02A.04.GR02</td>
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<td>Clear acrylic panels w/ printed information</td>
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<tr>
<td>02A.05.GR01</td>
<td>H</td>
<td>&quot;Fractal Labs&quot; activity</td>
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<tr>
<td>02A.06.GR01</td>
<td>H</td>
<td>&quot;within our blood stream&quot; activity</td>
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<td>02A.07.GR01</td>
<td>I</td>
<td>Powers of 10 measurement</td>
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<tr>
<td>02A.08.AV01</td>
<td>G</td>
<td>Media Cube 1</td>
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<tr>
<td>02A.09.AV02</td>
<td>G</td>
<td>Media Cube 2</td>
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<td>02A.10.AV03</td>
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<td>Media Cube 3</td>
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<td>02A.11.AV04</td>
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<td>Media Cube 4</td>
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### Graphic Location Plan

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<tr>
<th>Area</th>
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<tbody>
<tr>
<td>Atomic Mayhem</td>
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<tr>
<td>00A.01.GRo1</td>
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<td>Infinity mirror triangular column</td>
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<tr>
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<tr>
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<td>Clear acrylic panels w/ printed information</td>
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<tr>
<td>03A.04.AVo1</td>
<td>G</td>
<td>Interactive wall screen 1</td>
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<tr>
<td>03A.04.AVo2</td>
<td>G</td>
<td>Interactive wall screen 2</td>
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<tr>
<td>03A.04.AVo3</td>
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<td>Pressure sensitive flooring</td>
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<td>03A.05.AVo4</td>
<td>G</td>
<td>Projection mapping on nucleus</td>
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<tr>
<td>03A.05.GRo1</td>
<td>F</td>
<td>Origami center nucleus</td>
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<tr>
<td>03A.01.GRo5</td>
<td>G</td>
<td>Powers of 10 measurement frames (Lighting)</td>
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<thead>
<tr>
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<td>Aluminum triangular mount w/ type</td>
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<td>Aluminum triangular mount w/ type</td>
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<tr>
<td>04A.01.GRo1</td>
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<td>Area intro triangular column covered w/ dichroic film placed extruded type and vinyl adhered graphic</td>
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<tr>
<td>04A.01.GRo2</td>
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<td>Clear acrylic panels w/ printed information</td>
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<tr>
<td>04A.02.GRo2</td>
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<td>Clear acrylic panels w/ printed information</td>
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<tr>
<td>04A.03.GRo1</td>
<td>F</td>
<td>Trifid nebula railing</td>
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<tr>
<td>04A.06.AVo1</td>
<td>G</td>
<td>The sun</td>
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<tr>
<td>04A.06.AVo2</td>
<td>G</td>
<td>Stars everywhere lighting</td>
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<tr>
<td>04A.03.GRo2</td>
<td>F</td>
<td>Space mural painted on wall A (to be reflected w/ mirror on opposite side)</td>
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### Specification List

<table>
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<tr>
<th>Type</th>
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<tbody>
<tr>
<td>A</td>
<td>Fabricated Infinity mirror: triangular column: (x2) 3/4” 2way mirror + (x1) 3/4” mirror w/ backer + 3/4” thick dimensional acrylic type painted black</td>
</tr>
<tr>
<td>B</td>
<td>1/4” thin aluminum triangle mounted to triangular exhibition column column with 1/32” debossed type</td>
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<tr>
<td>C</td>
<td>Direct print on dichroic film, film applied to triangular exhibition column, with 1/2” thick dimensional acrylic type painted black, mounted with blind fasteners to triangular exhibition column</td>
</tr>
<tr>
<td>D</td>
<td>1/2” clear acrylic direct print panels mounted with blind fasteners to triangular exhibition column</td>
</tr>
<tr>
<td>E</td>
<td>Exterior grade floor graphic mounted to pavement</td>
</tr>
<tr>
<td>F</td>
<td>Direct print to fabric, hanging via cables</td>
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<tr>
<td>G</td>
<td>Clear acrylic displays (wrapped in dichroic film with screen 55” XE4F-M Series High Brightness Outdoor Displays casing with Adafruit motion control sensor</td>
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<tr>
<td>H</td>
<td>Stackable interactive wall screens to create wall interactive 15'x8' Planar TVFo.9 stackable by Planar with Adafruit motion control sensor</td>
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<tr>
<td>I</td>
<td>Pressure sensitive flooring mat, fabricator to advise</td>
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## Finish Schedule

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<tr>
<th>MATERIAL</th>
<th>SYMBOL</th>
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<th>DESCRIPTION</th>
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<th>MANUFACTURER</th>
<th>FABRICATOR</th>
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<td>Acrylic</td>
<td>F1</td>
<td>Introduction</td>
<td>Infinity mirror</td>
<td>Coral Plastics</td>
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<td>2 Way Mirror</td>
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<td></td>
<td>F2</td>
<td>Introduction</td>
<td>Infinity mirror</td>
<td>Coral Plastics</td>
<td></td>
<td>Mirrored Plexi on Backer</td>
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<tr>
<td></td>
<td>F3</td>
<td>What We Can See</td>
<td>Displays in &quot;A Changing Planet&quot; Center Display</td>
<td>Coral Plastics</td>
<td></td>
<td>Clear Plexi</td>
<td></td>
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<tr>
<td></td>
<td>F4</td>
<td>What We Can See</td>
<td>aluminum truss wrapped in dichoric film</td>
<td>Cross Fire Staging Rentals</td>
<td></td>
<td>aluminum truss wrapped in dichoric film</td>
<td></td>
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<tr>
<td>Aluminum</td>
<td>F5</td>
<td>Atomic Mayhem</td>
<td>aluminum frame for ceiling</td>
<td>Framing</td>
<td></td>
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<tr>
<td></td>
<td>F7</td>
<td>What We Can See</td>
<td>used to frame activity &quot;How We See.&quot;</td>
<td>La Noble</td>
<td></td>
<td>1/8&quot; Balsa Wood painted scenic painted activity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F8</td>
<td>What is A fractal?</td>
<td>used to frame activity &quot;within the bloodstream.&quot;</td>
<td>La Noble</td>
<td></td>
<td>1/8&quot; Balsa Wood painted scenic painted activity</td>
<td></td>
</tr>
<tr>
<td>Costum inflatble</td>
<td>F6</td>
<td>Cosmic Scale</td>
<td>inflatable sphere with transparent hexagonal shape outline for &quot;THE SUN&quot; light fixture</td>
<td>Planet Inflatables fabricator to advice</td>
<td>inside shapes must be opaque, inflatable will be painted to look like the Sun</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood</td>
<td>F7</td>
<td>What We Can See</td>
<td>used to frame activity &quot;How We See.&quot;</td>
<td>La Noble</td>
<td></td>
<td>1/8&quot; Balsa Wood painted scenic painted activity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F8</td>
<td>What is A fractal?</td>
<td>used to frame activity &quot;within the bloodstream.&quot;</td>
<td>La Noble</td>
<td></td>
<td>1/8&quot; Balsa Wood painted scenic painted activity</td>
<td></td>
</tr>
<tr>
<td>Flooring</td>
<td>F10</td>
<td>Atomic Mayhem</td>
<td>Pressure sensitive mat</td>
<td>track foot prints when people step fabricator to advice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laminates</td>
<td>F11</td>
<td>Atomic Mayhem</td>
<td>area sign</td>
<td>DICHROLAM</td>
<td></td>
<td>Iridized film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F12</td>
<td>Cosmic Scale</td>
<td>area sign</td>
<td>DICHROLAM</td>
<td></td>
<td>Iridized hammered film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F13</td>
<td>What is A fractal?</td>
<td>area sign</td>
<td>DICHROLAM</td>
<td></td>
<td>Iridized Glass monochromatic blues film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F14</td>
<td>What We Can See</td>
<td>area sign</td>
<td>DICHROLAM</td>
<td></td>
<td>Multicolored Dichoric Glass Film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F15</td>
<td>What We Can See</td>
<td>&quot;A Changing Planet&quot;</td>
<td>DICHROLAM</td>
<td></td>
<td>Multicolored Dichoric Glass Film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F16</td>
<td>What We Can See</td>
<td>Patterned Frames</td>
<td>DICHROLAM</td>
<td></td>
<td>Multicolored Dichoric Glass Film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F18</td>
<td>Cosmic Scale</td>
<td>temporary vinyl flooring</td>
<td>Digital Design</td>
<td></td>
<td>Costum &quot;Cosmos&quot; Graphics to be adhered to subfloor</td>
<td></td>
</tr>
<tr>
<td>Fabric</td>
<td>Paper</td>
<td>F19</td>
<td>Cosmic Scale</td>
<td>Costum printed graphics on flag banners hanging down inbetween columns</td>
<td>Digital Design</td>
<td></td>
<td>Costum &quot;Cosmos&quot; graphics</td>
</tr>
<tr>
<td></td>
<td>F20</td>
<td>Atomic Mayhem</td>
<td>Represenation of the &quot;nucleus&quot;</td>
<td>Procedia Chanel</td>
<td></td>
<td>Drop Ceiling w/ Origami Center &amp; walls</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
### A/V Schedule

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>EXHIBIT AREA</th>
<th>DESCRIPTION</th>
<th>SPECIFICATION</th>
<th>PRODUCER</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/V1</td>
<td>What We Can See</td>
<td>Audio &quot;how we see&quot; activity</td>
<td>Directed Audio Speaker (x2)</td>
<td>Panphonics</td>
<td>Placed in carpert in center of box</td>
</tr>
<tr>
<td>A/V2</td>
<td>What We Can See</td>
<td>&quot;A changing planet&quot; sensor screen</td>
<td>55&quot; XE4F-M Series High Brightness Outdoor Displays (x4)</td>
<td>Sony</td>
<td>Works with Leap Motion Controller with SDK made by Adafruit</td>
</tr>
<tr>
<td>A/V3</td>
<td>What We Can See</td>
<td>Motion Controller with SDK</td>
<td>Adafruit</td>
<td></td>
<td>x4</td>
</tr>
<tr>
<td>A/V4</td>
<td>What is a Fractal?</td>
<td>Media Cubes (5)</td>
<td>Fabricated by Team Lab</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A/V5</td>
<td>What is a Fractal?</td>
<td>&quot;Within the blood stream&quot;</td>
<td>Directed Audio Speaker (x2)</td>
<td>Panphonics</td>
<td></td>
</tr>
<tr>
<td>A/V6</td>
<td>What is a Fractal?</td>
<td>&quot;Within the blood stream&quot;</td>
<td>Freestanding Display 33&quot;</td>
<td>SONY</td>
<td></td>
</tr>
<tr>
<td>A/V7</td>
<td>What is a Fractal?</td>
<td>&quot;Fractal Labs&quot;</td>
<td>ArtTech House</td>
<td></td>
<td>reuse</td>
</tr>
<tr>
<td>A/V8</td>
<td>Atomic Mayhem</td>
<td>Stackable interactive wall screens to create wall</td>
<td>ZRD-2 Stackable tile wall by SONY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A/V9</td>
<td>What We Can See</td>
<td>Video 1 Screen 1</td>
<td>Nasa Climate time machine: Sea Ice over time</td>
<td>Nasa Video data analysis (visitors control time w/ sensor)</td>
<td></td>
</tr>
<tr>
<td>A/V10</td>
<td>What We Can See</td>
<td>Video 2 Screen 2</td>
<td>Nasa Climate time machine: Sea level over time</td>
<td>Nasa Video data analysis (visitors control time w/ sensor)</td>
<td></td>
</tr>
<tr>
<td>A/V11</td>
<td>What We Can See</td>
<td>Video 3 Screen 3</td>
<td>Nasa Climate time machine: Carbon dioxide over time</td>
<td>Nasa Video data analysis (visitors control time w/ sensor)</td>
<td></td>
</tr>
<tr>
<td>A/V12</td>
<td>What We Can See</td>
<td>Video 4 Screen 4</td>
<td>Nasa Climate time machine: Global temperature over time</td>
<td>Nasa Video data analysis (visitors control time w/ sensor)</td>
<td></td>
</tr>
</tbody>
</table>
## Lighting Schedule

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>EXHIBIT AREA</th>
<th>DESCRIPTION</th>
<th>SPECIFICATION</th>
<th>PRODUCER</th>
<th>NOTES</th>
<th>PHOTO</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>What We Can See</td>
<td>Up Lighting (x18)</td>
<td>Sun3 Round LED Recessed Uplight/stelphiight 47 degree angle3&quot; round</td>
<td>Lightology</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L8</td>
<td>What We Can See</td>
<td>Truss lighting</td>
<td>VOLT® RGBW Max All-Star™ Integrated LED Spotlight (Aluminum Black)</td>
<td>VOLT</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L2</td>
<td>Atomic Mayhem</td>
<td>Rod LED's create (x4) frames</td>
<td>350cm attached with winch system made by producer in pink</td>
<td>Kinetic Lights</td>
<td>Included winches</td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L3</td>
<td>Cosmic Scale</td>
<td>Super bright daylight inside inflatable to look like the sun. Effect: daylight comes out on striking angles through hexagonal cracks</td>
<td>COLOR SOURCE PAR</td>
<td>to be mounted on circular track within the atmosphere</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L4</td>
<td>What is a Fractal?</td>
<td>Gel Film placed over preexisting light fixtures within the frames of te minskoff theatre</td>
<td>Rosco Gel Sheets pink to blue ombre</td>
<td>Rosco</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L5</td>
<td>What is a Fractal?</td>
<td>&quot;within the bloodstream&quot; activity. Red slowly pulsing light timed with audio</td>
<td>Gantom DMX V2 DMX Controlled Spotlight</td>
<td>Gantom</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L6</td>
<td>Cosmic Scale</td>
<td>Second Ceiling Opening.</td>
<td>X-Effect LED projector</td>
<td>Rosco</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L8</td>
<td>Cosmic Scale</td>
<td>Reel EFX DF-50 DMX</td>
<td>Reel EFX DF-50 DMX DIFFUSION HAZER</td>
<td>Reel EFX</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>L7</td>
<td>Atomic Mayhem</td>
<td>Placed on inside of origami paper on each fold on wall and ceiling to create project mapping twinkle effect</td>
<td>Scenex Lighting WHITE LED pixel tape 118&quot;x.4&quot;</td>
<td>German Light Products</td>
<td></td>
<td><img src="https://via.placeholder.com/150" alt="Lighting Schedule" /></td>
</tr>
<tr>
<td>SYMBOL</td>
<td>ARTIFACT</td>
<td>EXHIBIT AREA</td>
<td>DESCRIPTION</td>
<td>PHOTO</td>
<td></td>
<td></td>
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<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>Ecosphere</td>
<td>What We Can See</td>
<td>The Ecosphere, or self-sustaining habitat, explores conditions necessary to sustain life. Algae capture energy from sunlight and, in turn, are eaten by shrimp. The waste from the shrimp then fertilizes the algae.</td>
<td><img src="image1.png" alt="Ecosphere" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A2</td>
<td>&quot;Antarctic &amp; Southern Elephant Skulls&quot; Large photo</td>
<td>What We Can See Display 1</td>
<td>Photo caption: &quot;In 2018, antarctic has again shrunk to it's lowest level on record. By 2100 global sea level rise could turn hundreds of millions of humans into climate refugees.&quot;</td>
<td><img src="image2.png" alt="Antarctic Elephant Skulls" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A3</td>
<td>&quot;Disposable sunset&quot; Large photo</td>
<td>What We Can See Display 2</td>
<td>Photo caption: &quot;It's estimated by 2050 there will be more plastic than fish in the oceans.&quot;</td>
<td><img src="image3.png" alt="Disposable Sunset" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A4</td>
<td>&quot;Constellation 1&quot; Large photo</td>
<td>What We Can See Display 3</td>
<td>Photo caption: &quot;Ocean acidification due to global warming could destroy 90% of Earths coral reefs by 2050&quot;</td>
<td><img src="image4.png" alt="Constellation 1" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A5</td>
<td>&quot;Snow leopard 1&quot;</td>
<td>What We Can See Display 4</td>
<td>Photo caption: &quot;There are less than 4000 snow leopards left on the planet as climate change continues to reduce their habitat, their only predator is man.&quot;</td>
<td><img src="image5.png" alt="Snow Leopard" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6</td>
<td>The Brain fractal 10 -1</td>
<td>What is a fractal? Media cube 1</td>
<td>Brain Fractal</td>
<td><img src="image6.png" alt="Brain Fractal" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A7</td>
<td>Human eye fractal 10 -2</td>
<td>What is a fractal? Media cube 2</td>
<td>Eye Fractal</td>
<td><img src="image7.png" alt="Human Eye Fractal" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A8</td>
<td>Wave lengths of visible light 10 -7</td>
<td>What is a fractal? Media cube 3</td>
<td>The human eye sees only visible light. all the colors of the rainbow are produced by light w/ wavelengths between 400 and 70000 nanometers</td>
<td><img src="image8.png" alt="Wave Lengths" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A9</td>
<td>Blood stream image 10-6 to -8</td>
<td>What is a fractal?</td>
<td>&quot;within the bloodstream&quot; activity</td>
<td><img src="image9.png" alt="Blood Stream" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A10</td>
<td>DNA fract 10 -9</td>
<td>What is a fractal? Media cube 4</td>
<td>dna fractal</td>
<td><img src="image10.png" alt="DNA Fractal" /></td>
<td></td>
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</tr>
<tr>
<td>A11</td>
<td>Trifid Nebula</td>
<td>Cosmic Scale</td>
<td></td>
<td><img src="image11.png" alt="Trifid Nebula" /></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
:: PLANS AND SECTIONS
1. What We Can See 01A
   Location: Student Area Btw 46th & 47th st, New York NY 10036
   Scale: N/A

2. What is a Fractal? 02A
   Location: Student Area Btw 46th & 47th st, New York NY 10036
   Scale: N/A

3. What is a Fractal? 04A
   Location: 200 W 43rd St, New York, NY 10036 Minuscule Theatre underpass
   Scale: N/A

4. Cosmic Scale 03A
   Location: James M. Nederlander Alley 46th St, Side of Marriott Marquis Bway Broadway & 3rd Ave, 10056
   Scale: N/A
EXHIBITION DOCUMENTATION

Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

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Key Plan:

Title: Coded Floor Plan 01A

Scale: 1/16 = 1'

Drawn by: Eve Frudakis
Date: 11.03.2021

Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

EXHIBITION DOCUMENTATION

Key Plan:

Title: Coded Floor Plan 01A

Scale: 1/16 = 1'

Drawn by: Eve Frudakis
Date: 11.03.2021
Finish Plan Area 02A

Location: 200 W 41st St, New York, NY 10036

Scale: 1/16 = 1"
Drawing No.

Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 23rd St.
New York, NY 10011

Project:
Client:

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Key Plan: Graphic Location Plan 04A
Title: Graphic Location Plan 04A
Scale: 1/16" = 1'

Date: 11.03.2021

Drawn by: Eve Frudakis

Scale: 1/16" = 1'

EXHIBITION DOCUMENTATION
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Project:
Client:

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Key Plan:

Title: Dimension Plan Area 04
Scale: 1/16 = 1'

Drawing by: Eve Frudakis
Date: 11.03.2021

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Exhibition and Experience Design
School of Graduate Studies
272 West 27th St.
New York, NY 10011
EXHIBITION DOCUMENTATION

Title: Coded Floor Plan Area 04A

Scale: 1/16 = 1'

Drawn by: Eve Frudakis
Date: 11.03.2021

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Exhibition and Experience Design
School of Graduate Studies
272 West 27th St.
New York, NY 10011
= preexisting light
** Marquis lights to be shut by building

Scale: 1/16 = 1'
Scale 1/2 = 1'

Key Plan:
- Title: 02A Sections 3 and 4
- Scale: 1/16 = 1'

Scale:
- Key Plan: 1/16 = 1'
- Drawing: N/A
- Date: 11.03.2021
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  permission of Eve Frudakis.
:: GRAPHIC IDENTITY
:: GRAPHIC IDENTITY

TYPE

CATALYST
Made of Stars

AN IMMERSIVE JOURNEY OF THE INNATE...
EXPERIENCE THE LARGE AND SMALL WORLDS THAT
COEXIST WITHIN AND AROUND YOU.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh in
undet erat voluput. Ut nisi enim ad minim veniam, quis nostrud
exercise ullamco lobbis nisi et ut aliquip ex ea commodo consequat. Duis autem vel
eum iriure dolor in hendrer.

“Be still and listen, the earth breathes.”

REFERENCE

Patterns | Textures

Material

Hammered Steel W

Lighting

EXHIBITION DOCUMENTATION

272 West 27th St.
New York, NY 10011

Client: American Museum of Natural History

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Key Plan: N/A

Title: Graphic Identity

Scale: N/A

EX
400

Drawn by: Eve Frudakis
Date: 11.03.2021

ND
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Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

Project:
Client:

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Key Plan:
Title: Look and Feel

Scale: N/A

Drawn by: Eve Frudakis
Date: 11.03.2021

EXHIBITION DOCUMENTATION

CATALYST
Made of Stars

Scale:

600x450
:: AREA LOOK AND FEEL

AREA 01: WHAT WE CAN SEE

AREA 02: WHAT IS A FRACTAL?

AREA 03: ATOMIC MAYHEM

AREA 04: COSMIC SCALE
:: WAY-FINDING

EXHIBITION DOCUMENTATION

Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

Project: CATALYST
Client: American Museum of Natural History

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Key Plan:
Title: Way-finding

Scale: EX 303

Drawn by: Eve Frudakis
Date: 11.03.2021

Drawing No.
:: WAY-FINDING

EXHIBITION DOCUMENTATION

Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

Project:  
Client:

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Key Plan:  
Title: Way-finding

Scale: N/A
Drawing No: EX 404

Drawn by: Eve Frudakis  
Date: 11.03.2021

Featured in New York City

Turn Right

Turn Left

Start at the Museum

Eye of the Tiger

Alpaca Museum

Cosmic Scale

Featured in New York City

8 min

2 min

SCAN QR CODE

Way-finding

Featured in New York City

SHARE YOUR PASS

MORE INFORMATION

FREE PASS
:: WAY-FINDING

:: way-finding
:: COLLATERAL

PASSES UPON CHECK IN AT AMNH w/ DIGITAL PASS

KALEIDOSCOPE

FIDGET CUBE

PRISM
:: EXHIBITION DETAILING
Eve Frudakis
Exhibition and Experience Design
Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

EXHIBITION DOCUMENTATION

Project:  CATALYST
Client:  AMERICAN MUSEUM OF NATURAL HISTORY

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Key Plan:
Title:  Area Introduction
Scale:  N/A

Drawn by:  Eve Frudakis
Date:  11.03.2021
Drawing NO.  EX502

1  2  3
$00A.01.GR02 Side "A"  $00A.01.GR02 Side "B"  $00A.01.GR02 Side "B-2"
Scale:  N/A

Scale:  N/A

Scale:  N/A
At arms reach

WHAT WE CAN SEE

Nautical Mile
Mile
Kilometer
yard
foot
inch
centimeter
millimeter
point

5' - 6"
2' - 7"
2' - 3"
3' - 6"
0' - 6"
6' - 00"
6' - 7"

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*Be still and listen, the earth breathes.*
WHAT IS A FRACTAL?

Powers 10^-10^-7

nanometer

10 angstroms

micron

millimeter

Kilometer

Micron

Micrometer

Nanometer

Fermi

yard

foot

inch

centimeter

millimeter

point

point

Megaparsec

Light Year

Astronomical
Unit

Nautical Mile

Mile

systems of neverending chaos

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"Be still and listen, the earth breathes."
WHAT IS A FRACTAL?

systems of neverending chaos
AN IMMERSIVE JOURNEY OF THE INNATE...
EXPERIENCE THE LARGE AND SMALL WORLDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euiamod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut

1. 03A.03.GRo2 Side "B"
   Scale N/A

2. 03A.03.GRo2 Side "C"
   Scale N/A
:: 01A.08.GR01 | Look, See and Hear Activity

Scale: 1/2 = 1'

---

1. 01A.08.GR01 Elevation Side View "A"
   - Scale 1/2 = 1'

2. 01A.08.GR01 Elevation Side View "B"
   - Scale 1/2 = 1'

3. 01A.08.GR01 Perspective Reference
   - Scale N/A

4. 01A.08.GR01 Exploded
   - Scale N/A

---

Spec Type J
1/4" Balsa wood W/ scenic art treatment.
Screwed together blind fasteners
Pure white interior for color reflection
Small bright precision light adhered on proper angle

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Key Plan:

Title: 01A Look, See, Hear

Client: CATALYST

EXHIBITION DOCUMENTATION

Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

Date: 11.03.2021

Drawing No.: EX 516

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:: 02A.06.GR01 | Enter the Bloodstream

1. 02A.06.GR01 Elevation Front View "A"
   Scale: 1/2 = 1'

2. 02A.06.GR01 Elevation Side View "B"
   Scale: 1/2 = 1'

3. 02A.06.GR01 Elevation Side View XRay
   Scale: 1/2 = 1'

Direct audio compartment and lighting and speaker compartment. Houses mounting system fabricator to advice

Screen adhered to stand mount, mounted to backside of activity with screws.

1/4" balsa wood scenic art treatment spec type |
:: 02A.06.GR01 | Enter the Bloodstream

1. Scale 1/2 = 1′
   - 02A.06.GR01 Elevation Front View “A”

2. Scale 1/2 = 1′
   - 02A.06.GR01 Elevation Side View “B”

3. Scale 1/2 = 1′
   - 02A.06.GR01 Elevation Back View “C”

EXHIBITION DOCUMENTATION

Fashion Institute of Technology
School of Graduate Studies
272 West 27th St.
New York, NY 10011

Project: Exhibition and Experience Design

Client: Fashion Institute of Technology School of Graduate Studies

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**THE BLOODSTREAM**

Enter and See what exists within your body

---

1. **02A.06.GR01 Top View**
   - Scale 1/2 = 1'

2. **02A.06.GR01 Top Side View**
   - Scale 1/2 = 1'

3. **02A.06.GR01 Front View**
   - Scale 1/2 = 1'

4. **02A.06.GR01 Side View “B”**
   - Scale 1/2 = 1'

5. **02A.06.GR01 Back View “C”**
   - Scale 1/2 = 1'

6. **02A.06.GR01 Perspective Reference**
   - Scale 1/2 = 1'

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“Nucleus” center. Walls and ceiling wrapped in origami channel de procedes paper. *Note: each point in origami structure contains LED white pixel tape to create projection map effect with lighting.

- Pressure sensitive imprint flooring mat (Fabricator to advice)
- Aluminum Ceiling suspension system & frame (Fabricator to advice)
- Origami Wrapped wall & ceiling with white pixel tape interior placed on folded corners of origami