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Client:

Project Design:

ALI MCNAMARA-MARSLAND

Notes:

DRAWINGS FOR DESIGN INTENT ONLY

Drawing Title:

SYMBOLS LIST

Drawing No:

EX.0.02

Scale:

Date:

DEC.09.2022

Key Plan:

SECTION CUT REFERENCE

TITLE REFERENCE

NORTH REFERENCE

NOTES FOR DRAWING ELEMENTS

CALL OUTS FOR DRAWING ELEMENTS
EXECUTIVE SUMMARY
Divergent thinking, often referred to as lateral thinking, is the process of creating multiple, unique ideas or solutions to a problem that you are trying to solve. Listening to music releases endorphins in the brain that give us a heightened feeling of euphoria, and also leads to an increase in divergent thinking, a major component of creativity.

This phenomenon can be utilized in exhibition design to purposely facilitate divergent thinking among visitors in order to open people’s minds and enable them to approach problems from new perspectives.

In a world that has become stagnant in our willingness to implement nuanced solutions, this increase in creativity can lead to the individual and collective exploratory problem solving that is needed to address large issues with which we are faced.
- 8,500 sq ft column free space
- Capacity: 300-900
- 32 ft high ceilings
- Built in 1890's
- Formerly a rope manufacturing center
- Now a repurposed industrial center for events and social gatherings
Dolby revolutionizes the science of sight and sound through our innovative research and engineering, empowering creatives to elevate their stories, and offering fans unforgettable experiences in Dolby.

Dolby’s remarkable audiovisual technologies heighten and deepen your experiences, helping you feel more. This is the Dolby Difference.
Subject: the phenomenon of music; divergent thinking

Divergent thinking is also known as lateral thinking, is the process of creating multiple, unique ideas or solutions to a problem that you are trying to solve.

- Processed by both the left and right hemispheres of the brain
- Increases amount of dopamine released
- Activates the Amygdala, the brain's emotional switchboard

Creativity is a driving force behind scientific, technological and cultural innovation.

Audience: Who is most affected and who can fix it?

Primary: creators, thinkers, problem solvers
Secondary: millennials and gen z
Music has been shown to increase divergent thinking which is a key component of creative problem solving. This phenomenon can be used as a tool to enable people to break through creative blocks caused by fear and frustration about our planet's projected viability and the lack of responsible action taken by those in power.

This exhibition harnesses this idea in an immersive, participatory environment to inspire people to approach large, complex problems from new and creative perspectives.
Project Goals:
- Incite discussion about complex issues facing our species, specifically climate change related
- Inspire a generation of problem solvers with hope and excitement
- Increase Dolby visibility as a brand

Education Goals:
- Learn about the power of music and how it can be utilized as a tool to overcome creative block
- The role of divergent thinking and how it can improve our lives
- Environmental issues our world is facing and what we can do

Experience Goals:
- Participatory engagement involving the creation of sound
- Collaborative activities
- Explore creative problem solving and thinking in new perspectives
- Fun and novel experiences
Client: Ali McNamara-Marsland
Project Design: Drawings for design intent only
Drawing Title: FACADE/ENTRY RENDER
Drawing No: EX.1.09
Date: DEC.09.2022
Scale: 

"Music gives a soul to the universe, wings to the mind, flight to the imagination, and life to everything." - Plato.
ONE HOME  OUR HOME

SEEK OUT NEW PERSPECTIVES

DIVERGENT THINKING

LISTEN UP  CREATIVITY

LET YOUR MIND WANDER

BE HERE  BE NOW

OPEN YOUR MIND  RELAX YOUR FOCUS

Client: Ali McNamara-Marsland

Notes: Drawings for design intent only

Drawing Title: INTRO RENDR

Drawing No: EX.1.10

Date: DEC 09.2022

Key Plan:
Client: Ali McNamara-Marsland

Project Design:

Notes:

Drawing Title:
POLLUTION RENDER

Drawing No:
EX.1.13

Scale:

Date:
DEC.09.2022

Key Plan:
Client:

Project Design:

Notes:

Drawing Title:

Drawing No:

Scale:

Note:

Key Plan:
The Ozone Layer is a symbol of hope. Once a sacred support, it has become an enemy to its inhabitants. A new technology, Ozone, has been developed to reverse this. Using advanced 3D technology, Ozone renders memories and holds the fragments up in the air for people to see. To take flight, to relax, to breathe, and to dream. Probably we are going to die soon.
SCHEDULES & LISTS
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<thead>
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<td>DIRECT PRINT ON SCRIM</td>
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<tr>
<td>C</td>
<td>1/4&quot; THICK SEMI TRANSLUCENT ACRYLIC, WITH DIRECT PRINT SYMBOL, BACK LIT</td>
<td></td>
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</tr>
<tr>
<td>D</td>
<td>DIRECT PRINT ONTO INTERIOR GRADE VINYL, WITH PROTECTIVE OVERLAMINATION, WITH WRAPPED RETURNS</td>
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<td>E</td>
<td>DIRECT PRINT ON 1/4&quot; THICK ACRYLIC</td>
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<td>F</td>
<td>1/2&quot; THICK DICUT FROSTED VINYL, MOUNTED TO EXHIBITION PARTITION</td>
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<td>PIPE AND DRAPE</td>
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<td>FABRIC SWINGS SUSPENDED VIA TRUSS FABRICATOR TO ADVISE</td>
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<td><strong>WOOD</strong></td>
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<td>VNYL.03</td>
<td>INTERIOR GRADE VINYL WITH REFLECTIVE FINISH</td>
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<td>ACOUSTIC ABSORPTION</td>
<td>05A 06A</td>
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<td>------------------------------------------------------------------------------</td>
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<tr>
<td>AV.01</td>
<td>SPEAKER</td>
<td>HIGH OUTPUT/HIGH IMPACT CINEMA SURROUND LOUDSPEAKER WITH CONFIGURABLE PATTERN</td>
<td>JBL</td>
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<tr>
<td>AV.02</td>
<td>PROJECTOR</td>
<td>ULTRA BRIGHT PROFESSIONAL WUXGA LASER PROJECTOR</td>
<td>OPTOMA</td>
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<td>AV.03</td>
<td>SPHERICAL</td>
<td>USES A STATE-OF-THE-ART FISH-EYE LENS TO TRANSMIT FLAT CONTENT INTO A 360 DEGREE VIEWING SPACE</td>
<td>SCREEN SOLUTIONS INTERNATIONAL</td>
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<td>LOW-LYING FOG MACHINE</td>
<td>CHAUVET</td>
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<td>AV.05</td>
<td>HEADPHONES</td>
<td>BLUETOOTH ENABLED WIRELESS HEADPHONES</td>
<td>SONY</td>
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</table>
PLANS, SECTIONS, & ELEVATIONS
LOCATION PLAN

Client:

Project Design:

Notes:

Drawing Title:

Drawing No:

Scale:

Date:

Key Plan:

3 mi / 6 min walk from subway
Listen to the planet

**Visual Communication:** Bursts of visual energy in the look and feel represent sparks of creativity and igniting people to take charge of the future of innovation and problem solving. Bright colors blend together in soft gradients to show the boldness of the content addressed. Texturized patterns overlay the colors to emphasize the layers of the messaging. The brightness of the colors are grounded by heavy black backgrounds. The graphics represent the presence of energy from the world around us.
Tune-In

Freight

The earth is speaking to you.

Futura Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices maecenas accumsan lacus facilisis.

Futura Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices maecenas accumsan lacus facilisis.
Client: Dolby

Project Design:

Ali McNamara-Marsland

Notes: DRAWINGS FOR DESIGN INTENT ONLY

Drawing Title: POSTER

Drawing No: EX.4.04

Scale:

Date: DEC.09.2022

Key Plan: POSTER
**Client:**

**Project Design:**

**Notes:**

**Drawing Title:**

**Drawing No:**

**Scale:**

**Date:**

**Key Plan:**

---

**Graphic Type:**

1/2" Thick Dicut Frosted Vinyl, Mounted to Exhibition Partition

---

**Elevation 08A.02 GR01**

**Scale:** 1" = 1'-0"
The Ozone Layer is a symbol of hope. Once in critical damage, has been on track to restoration thanks to activism, legislation, and regulation. Humanity still holds the power to set ourselves on the right track. Take a minute to relax, breathe, and ponder. How are we going to fix this?
Headphone drop here

DIRECTIVE GRAPHIC

GRAPHIC TYPE D
DIRECT PRINT ONTO INTERIOR
GRADE VINYL, WITH PROTECTIVE OVERLAMINATION,
WITH WRAPPED RETURNS

ELEVATION 08A.02.GR03
SCALE: 3” = 1’-0”

Client:

Project Design:

Notes:

DRAWINGS FOR
DESIGN INTENT ONLY

Drawing Title:

DIRECTIVE GRAPHIC

Drawing No:

EX.4.12

Scale:

3” = 1’-0”

Date:

DEC.09.2022

Key Plan:
WAYFINDING LOCATION PLAN

- **Client:**
- **Project Design:** ALI McNAMARA-MARSLAND
- **Notes:** DRAWINGS FOR DESIGN INTENT ONLY
- **Drawing Title:** WAYFINDING LOCATION PLAN
- **Drawing No:** EX.4.13
- **Scale:**
- **Date:** DEC.09.2022
- **Key Plan:**

---

3 mi / 6 min walk from subway
WAYFINDING: GREENPOINT AVE STATION

Client: [Name]

Project Design: [Name]

Notes: DRAWINGS FOR DESIGN INTENT ONLY

Drawing Title: WAYFINDING

Drawing No: EX.4.14

Scale: [Scale]

Date: DEC.09.2022

Key Plan: [Key Plan]
EXHIBIT AREA DETAILS
Client:

Project Design:

Notes:

Drawing Title:
09A DIMENSIONED PLAN

Drawing No:
EX.5.09

Scale:
1/8"=1'

Date:
DEC.09.2022

Key Plan:

09A DIMENSIONED PLAN
scale: 1/8"=1'
09A DIMENSIONED DETAIL
scale: 3/16"=1'

Client:
Project Design:
Notes:
Drawing Title:
Drawing No:
Scale:
Date:
Key Plan:

Ali McNamara-Marsland

DRAWINGS FOR DESIGN INTENT ONLY

EX.5.10

DEC.09.2022

09A DIMENSIONED DETAIL
scale: 3/16"=1'