100% DESIGN DEVELOPMENT PACKAGE
JOSE CAMPOS GOMEZ

GRADUATE THESIS
MA Exhibition and Experience Design
SUNY Fashion Institute of Technology
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Jose Campos G.

1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Google Sustainability
Piazza Castello
Torino, 10123, Italy

Google, Step Up: Make Your Best Move

Piazza Castello, Torino, Italy

EXHIBIT DESIGN

100% PHASE NAME - DECEMBER, 9TH 2022

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Drawing Title: DRAWING LIST

Date: 12.07.22
Scale: N/A
Drawn By: Jose Campos
Dwg No.: EX-00.01
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General Notes:

1. It is the fabricator's/contractor's responsibility to fully inspect the exhibit design drawings which dictate the intent of the work to be performed.

2. Written dimensions on these drawings shall take precedence over scaled dimensions.

3. The fabricator/contractor shall be responsible for verifying all dimensions and conditions in the field, and notify the exhibit designer of any discrepancies prior to construction.

4. Fabricator is to communicate any deviations, changes, or additions that differ from these design drawings with designer prior to fabrication.

5. Fabricator is to submit shop drawings to the designer for review prior to fabrication. Shop drawings are to be released to the designer a minimum of three business days prior to fabrication of coordinating exhibit pieces.

6. Fabricator is responsible to coordinate all electrical and lighting management to and within exhibit pieces during fabrication and prior to shipping on site. Where the designer has not designated suggested wire management, fabricator is to communicate their intended management with designer.

7. Fabricator to provide designer with samples of all materials for review/approval prior to fabrication.

8. All work shall be performed in accordance to all local city and state codes and comply with relevant all local city ordinances.

9. The work shall be done by licensed and insured fabricators/contractors/subcontractors to conform with the best industry standards for each trade.

10. All hardware/fasteners to be hidden except where agreed upon.

11. Exhibit fabricator to coordinate with general contractor to ensure proper support framing is provided for all elements that are to be mounted to facility structure.

General Symbols:

- **Elevation Tag**
- **Section Reference Tag**
- **Detail Reference Tag**
- **Item Reference Tag**
- **Finish Type Tag**

Key Plan:

- Duplex Receptacle Outlet
- Discuss Child Safe Options
- Quad Receptacle Outlet
- Data Receptacle Outlet
- Recessed Combined Duplex Power & Data Receptacle Outlet
- Wall Switch
- Exit Sign
OWNERSHIP & USE OF DOCUMENTS:

Drawn By: 

Scale: 

Date: 

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Dwg No.: 

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Exhibition and Experience Design is an industry that has to bear different challenges when it comes to sustainability. Some pop-up experiences are made to last only for a short time, creating waste that negatively impacts our planet. However, an architectural concept known as a timeless design could potentially create a framework for changing the aesthetic approach and reducing the carbon footprint. This could ultimately help designers to conceive structures that last longer thanks to a more holistic perspective.
**Conceptual Approach**

*Step Up: Make you best move* is a travelling exhibition that has the goal to raise awareness on *Climate Change*. In a giant board game set-up, the exhibition will take public spaces around the globe. Visitors will be challenged in physical and cognitive collaborative fun activities that illustrate the environmental problems globally and locally. Carrying an optimistic tone the exhibition wants visitors to take away some best-practices that are at hand and a sustainable mindset.

Google sustainability will be introduced as an ally to fight climate change and will introduce its mission and some of its products.

**Why**
- Create buzz around the world
- Catch the attention of the media
- Create an impactful storytelling on social media.

**Where**
- Main squares or public spaces of medium size cities that are not metropolis.
- Cities with historical or geographical relevance in the country.

**When**
- Transportation, fabrication, weather conditions and carbon footprint are considered.
- It will be carried out during the summer or spring, preferably in low rain season.
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"We unify our practices, partnerships, and products around a single mission — to foster sustainability at scale. By organizing information about our planet, and making it actionable through technology, we help people make even more positive impact, together."

Google Sustainability

Carbon-free Energy by 2030

Building for circularity

Supporting others to reach their goals

Making it easy to be more sustainable
Piazza Castello
Torino, the magical city under the Alps
Italy

- Massive square with remarkable architecture
- An important point of cultural interest that attracts locals and tourists.
- Strategic accessible location, close to Milan, Switzerland, and France.
- Venue for manifestations, exhibitions and events like the Eurovision contest 2022.
**Audience**

**Primary**

Parents with children
- They live in the city, but they love outdoor activities on weekends.
- Tech enthusiasts
- Experience seekers & Facilitators
- Studiers.

**Secondary**

College students
- Fresh out of high school
- Interested to join environmentalist local organizations
- Explorers
- Strollers
Project goals

• Rise awareness on Climate Change around the globe.
• Spark visitors' interest in environmental sustainability.
• Deliver an impactful lesson that can make behavioral changes in visitor's everyday life.
• Introduce Google as an ally to fight Climate Change.
• Get more consumers to use the google tools to be more sustainable.

Educational goals

• Learn about what are the tangible causes and effects of Climate Change.
• Learn about the good practices to reduce our carbon footprint at home.
• Grasp local environmental challenges and their actors.
• Learn about Google's toolbox that helps to make sustainable choices.
• Assimilate the importance that small contributions are worthy.

Experience goals

• Feel welcomed and challenged in a vibrant interactive environment.
• Be immersed in serious topics without being judged for not knowing about them.
• Have fun with interactive collaborative educational activities.
• Feel optimistic about the future.
• Feel a special connection with family or friends in a playful set-up.
GLOBAL ENVIRONMENTAL PROBLEMS THAT WE CAN FEEL

THE BIG CHANGES

THE MOODY WEATHER

COLLATERAL REACTIONS

UNHABITABLE PLACES, PEOPLE LOSING THEIR HOMES

SUSTAINABLE COMMUNITY SOLUTIONS AT HAND

REPPOP, TURIN’S FOOD SAVERS

SUSTAINABLE SOLUTIONS AT HOME

TRASH OR TREASURE

DAILY WISE CHOICES

ON GREEN WHEELS

GLOBAL TEMPERATURE KEEPS RISING AND WE CAN SEE IT.

SOME BIG OBSTACLES ARE WITHIN US: LAZINESS, CARELESSNESS.

LET’S CLEAN TURIN’S AIR.

GOOGLE SUSTAINABILITY
Experience Bubble Diagram

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Jose Campos G.

1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Google Sustainability
Piazza Castello
Torino 10123, Italy

Key Plan:

EXPERIENCE BUBBLE DIAGRAM

Drawing Title:

EX-01.09

Date: 11.22.22
Scale: N/A

Drawn By: Jose Campos

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THE MOODY WEATHER

1. START

COLLATERAL REACTIONS

3. 3

TRASH OR TREASURE

4. 4

THE MOODY WEATHER

2. 2

ON GREEN WHEELS

5. 5

DAILY WISE CHOICES ON THE HAND

6. 6

THE MOODY WEATHER

7. 7
The visitors journey is based on different elements of classic board games. This will allow visitors to engage better with the activities because they will primarily have the motivation the complete the game.

At the same time, this choice will allow to tell the story and format the information in a sequential narrative.
Mission:
Get to the **END** zone.

Rules:

- Throw the dice to move forward in the game.
- Players will encounter 6 different adventures along the game path.
- Players will earn a batch after each adventure accomplished.
- Players can get the opportunity to get directly to the **Adventure 6** by taking a challenging quiz at the **Jump Station**.
- To win the access to the **END** zone, players are required to earned 5 batches.
The experience will be hosted by a group of energetic and charismatic young adults that will be present during the whole journey.

Responsibilities:

- Help visitors throughout the experience.
- Supervise the correct performance of the activities.
- Provide the medal pins, the free passes and the rewards.
- Control the flow of people.
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Let's start!

- Visitors will have the view from the **start** point.
- Visitor will find the game instructions panel and an orientation map of the whole experience.
- Visitor will be welcome by a play worker that will be holding the QR code to download the app that complement the experience.
• Visitors can either choose to roll the dice with their device or with a prop provided by the play workers along the game path.
• Visitors will first roll the dice to take either the Adventure 1 (left) or Adventure 2 (right). This two activities are comparable in experience.
• Having this initial division gives the opportunity to enhance competitiveness between the players.
Visitors are invited to check the exhibit on sea level rise.

The exhibit content is organized in a dynamic visual path emphasizing the iconography and the images.

Visitors are prompted to go inside the spherical structure to experience their first challenge.
Visitors will be challenged to keep an inflatable iceberg stand by maintaining a temperature indicator regulated with a foot pump.

The experience will become harder as the sound of car traffic, airplanes and factories gets louder.

This introduction activity aims to engage visitors with the experience and prioritise the team work.

A play worker will evaluate the performance and provide with a physical or digital badge.

Visitors will leave with the idea of the effects of Global Warming but without deeper information.
Visitor will see a bold warning sign inviting them to pay attention to details.

Visitors will see simple appealing infographics explaining Global Warming.

The freestanding panels will have the content in both Italian and English.
Visitor will be invited to try the AR experience that will illustrate how much CO2 a person produces in a year.
Visitors will be challenged in a fill the blank activity to decipher the core message of the exhibition: *Small changes can make a big difference.*

This optional activity could allow visitors to go directly to **Activity 6**.

Visitors will learn about a collateral effect of Climate Change: *migration.*

Visitors will be asked to find a new place to live for the affected families.

Visitors will have to follow different cues to find the right spot on the map.
Visitors will meet Repopp, an organization that fights against **food waste** in the public market.

Visitors will be asked to differentiate between the good and rotten vegetables and fruits.

Visitors will learn some tricks to save a “rotten” food.

Visitors will learn about Turin’s car regulations against the **smog**.

Visitors will activate a pool with balls that will fly when visitors start pedaling the stationary bikes.

A second person in the team will try to catch as many the smog balls as possible.
Visitors will arrive at the core of the exhibition, which consists of a two-level structure connected by an accessible ramp.

The setting features a brick house surrounded by scaffolding and conveying images of sustainability.
Visitors will learn about the 3 Rs: reducing, reusing and recycling.
Visitors will be challenged to identify those little changes that we can all do at home to be more sustainable.
The set up will featured an entire LED interactive touch wall.
Visitors will receive their last badge so they can access to the End Zone on the roof of the house.
Visitor will run along a ramp feeling accomplished and having fun.
The End Zone

- Visitors will be introduced to Google Sustainability with an informational video.
- Kids will be prompted to use digital tablets to design their best wish for the planet. It can be a text, a drawing or even a video.
- Parents will be learning about google products with the Google crew. They will be guided in how some of the apps can make it easy to be sustainable.
- Kids will see their designs come to life trough the chimney and then they can actually place it anywhere in the plaza with the AR technology.
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Jose
Campos G.

1600 Amphitheatre Parkway
Mountain View, CA 94043,
USA

Google Sustainability

Key Plan:

Piazza Castello
Torino 10123, Italy

SCHEDULES & LISTS

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Key Plan: Piazza Castello

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<tr>
<td>B</td>
<td>1 1/4&quot; high density MDF with direct print</td>
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<td>C</td>
<td>Metal stand holder spray painted</td>
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<tr>
<td>D</td>
<td>3&quot; steel pipe spray painted</td>
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<td>E</td>
<td>Concrete stencil spray painted</td>
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**MATERIAL SPECIFICATIONS**

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**PLASTICS**

| XPLT-01 | 01Z, 01A, 02A, 03A, 04A, 06A | RECYCLED PLASTIC 2" THICK | ![XPLT-01](image3.jpg) |
| XPLT-02 | 01 A, 02A, 06A, 04Z | TEXTURE RECYCLED PLASTIC 2" THICK | ![XPLT-02](image4.jpg) |

**PAINTS**

| XPNT-01 | 01Z, 01A, 02A, 03A, 04A, 06A, 02Z, 03Z, 04Z | YOGURT BASED PAINT DURABILITY: UP TO 15 DAYS MANUFACTURER: GREEN GRAFFITI, ITALY | ![XPNT-01](image5.jpg) |

**LAMINATES**

| XLMT-01 | 01Z, 01A, 02A, 03A, 04A, 06A, 02Z, 03Z, 04Z | ECOFRINDLY LAMINATE MATTE FINISH | ![XLMT-01](image6.jpg) |

**FLOORING**

| XFLR-01 | 01 A, 02A, RAMP | RUBBER FLOORING TILES | ![XFLR-01](image7.jpg) |

**METAL**

<p>| XMTL-01 | 01Z, 01A, 02A, 03A, 04A, 06A, 02Z, 03Z, 04Z | STEEL PIPES AND FITTINGS STANDARD DIAMETER: 3 INCH APPROX. SPRAY PAINTED WITH YOGURT BASED PAINT | <img src="image8.jpg" alt="XMTL-01" /> |
| XMTL-02 | 01 A, 02A, 06A, 04Z | ALUMINUM STRUCTURAL PROFILE STANDARD DIAMETER: 3 INCH APPROX. SPRAY PAINTED WITH YOGURT BASED PAINT | <img src="image9.jpg" alt="XMTL-02" /> |</p>
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<td>END ZONE</td>
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<td></td>
<td>AV5.3</td>
<td>END ZONE</td>
<td>04Z</td>
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<td>04Z</td>
<td><img src="image4.png" alt="AV6.1" /></td>
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Jose Campos G.
1600 Amphitheatre Parkway
Mountain View, CA 94043,
USA

Google Sustainability
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Key Plan:

Drawing Title: GOOGLE MAPS SITE PLAN

Date: 11.26.22

Scale: 1/128" = 1'-0"

Signed By: Jose Campos

Dwg No.: EX-03.01
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Jose Campos G.
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Google Sustainability
Torino 10133, Italy

EX-03.03
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SITE PLAN

Dwgs No.:

Scale: 1/16" = 1'-0"

Jose Campos G.

12.01.22

EX-03.07

POWER & DATA PLAN

DISCUSS CHILD SAFE OPTIONS

DUPLEX RECEPTACLE OUTLET

Drawing Title:

Date:

Scale:

Drawn By:

Make your best move

Google Sustainability

1600 Amphitheatre Parkway

Mountain View, CA 94043,

USA

Piazza Castello

Torino 10121, Italy

Key Plan:

EX-03.07

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Jose Campos G.
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Google Sustainability
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Key Plan:

EX-03.08
The graphic look and feel of the exhibition enhance the dynamic and adventurous set-up and aims to easily catch the attention of the passersby. It has elements of the traditional board games but adding a more modern aesthetic using isometric elements and gradients.

Bright colors and round corners will frame the content to make the content more digestible and fun to read. Shifting panels will give the illusion of three dimensionality. They should feel like they are looking at an instructions graphic booklet, a lot of illustrations and iconography will be used.

The call-to-action message should always stand out throughout the experience, either for everyday life tips as for the instructions of the activities.
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Will we need gills?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neue Kabel Black

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla Medium

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla Regular

OWNERSHIP & USE OF DOCUMENTS:

Drawn By:

Scale:

Date:

Drawing Title:

Dwg No.:

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Piazza Castello
Torino 10123, Italy

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Jose Campos G.

1600 Amphitheatre Parkway
Mountain View, CA 94043,
USA

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Piazza Castello
Torino 10123, Italy

EX-04.06
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EXHIBITION DETAILING
OWNERSHIP & USE OF DOCUMENTS:

Drawn By: Jose Campos G.

Scale: 1/4" = 1'-0"

Date: 11.22.22

Drawing Title: EX-05.01

3D LOGO DETAILING

Google Sustainability
1600 Amphitheatre Parkway
Mountain View, CA 94043,
USA

Jose Campos

Piazza Castello
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Lancia i dadi per muoversi nel gioco ed scoprire tutte le avventure.

Mettiti a provarlo e guadagna i 5 distintivi per arrivare alla zona finale.

Scarica l'app!

BENVENUTI!

WELCOME
this is how it works!

Download the app!
OWNERSHIP & USE OF DOCUMENTS:

Drawn By:

Scale:

Date:

Drawing Title:

Dwg No.:

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Jose Campos G.
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Google Sustainability
Torino 10123, Italy
Piazza Castello

4'-1 3/4" 22'-0 1/2" 32'-0"

6'-8" 2'-10"

2'-10"

7'-9 3/4"

EX-05.03
OWNERSHIP & USE OF DOCUMENTS:

These Drawings and specifications including the ideas, design and arrangements represented therein, are the property of the designer and/or client. No part thereof shall be copied, disclosed to others or used in connection with any work or project other than for which they have been prepared without the express written consent of the designer and/or client. All drawings and digital files issued by the designer are declared to show design intent only and shall not be used for fabrication, construction or installation. These drawings and digital files are to be used solely for bidding purposes and as a guide for the preparation of shop drawings. Shop drawings and finish samples must be submitted for all work of this contract. All fabrication, construction, finishing and installation shall conform to approved shop drawings and finish samples.
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Ma cosa cambia?

1. Il sole sta diventando più caldo?
2. Dov'è arrivata la temperatura globale?
3. Da dove arrivano? 

Il sole sta diventando più caldo?

1. Il sole sta diventando più caldo?
2. Dov'è arrivata la temperatura globale?
3. Da dove arrivano? 

Da dove arrivano?

1. Il sole sta diventando più caldo?
2. Dov'è arrivata la temperatura globale?
3. Da dove arrivano? 

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Jose Campos G.
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

Google Sustainability
Torino 10123, Italy

Key Plan:

Jose Campos

1 Scale: 3/16" = 1'-0"

1ST LEVEL FLOOR PLAN

11.22.22

ADVENTURE 6 FLOOR PLAN

EX-05.09
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Jose Campos G.

1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

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Piazza Castello
Torino 10123, Italy

EX-05.11
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Jose Campos G.
1600 Amphitheatre Parkway
Mountain View, CA 94043, USA

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Piazza Castello
Torino 10123, Italy

Key Plan:

Drawing Title:
INDICATION
FLOOR
GRAPHICS

Date: 11.22.22
Scale: As Noted
Drawn By: Jose Campos

EX-05.12
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