DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS
MA EXHIBITION & EXPERIENCE DESIGN
SUNY FASHION INSTITUTE OF TECHNOLOGY

GRACE WOELKERS
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Key Plan

Symbol List

- Area Reference
- Title Reference
- Scale
- Section Line Reference
- North Reference
- AV Reference
- Graphic Reference
- Structure Detail Reference
- Material Reference
- Artifact Reference
- Lighting Reference

Ex. 0.03

Grace Woelkers
SIGN TYPE: 000
PROJECT: EXIST
DATE: 12.09.2022
GRAPHIC TYPE: AS NOTED
SIGN NO.: AS NOTED
SCALE: AS NOTED

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“It seems that earth gazing can strengthen our connection to nature and life, elicit awe, gratitude, humility, and reverence, and enable a sense of social cohesion.”

- A. Nezami, The overview effect and counseling psychology: astronaut experiences of earth gazing, University of London

THE OPPORTUNITY

To give an audience the opportunity to share existential moments of profoundness and insight on an individual micro perspective, that spans to social cohesion through connection on a macro perspective.

THE RESULT

Space exploration and introspective prompts and questions are the vehicle factors that drive individuals to explore within themselves and together, for there are infinite possibilities within each of us, just as there are in space.

WHAT?

Existentialism is the exploration of one’s own existence that has the power to provoke insight for purpose and meaning in life.

HOW?

Through the use of scale and orientation, solitude, and emotion, designers can translate into experience design the existential concepts of freedom, individuality, and authentic choice that lead to reflection of one’s own relationship with the world.

WHY?

Multi-sensory environments that follow this format and allow for personal interpretation can stimulate a sense of personal responsibility, therefore encouraging prosocial behavior.
INTROSPECTION

Introspection can be seen as the examination of one’s own emotional state or thought processes. This is seen as the vehicle for existential provocations, by using design and techniques to reach a level of introspective thinking, encouraging existential thought.

EXISTENTIALISM

Existentialism is a philosophy that focuses on the existence of an individual who is seen as a free and responsible agent determining their own development. This is looked at in terms of existential thinking, being the force that may influence individuals to change attitudes and perspectives.
Just as space flight can exact a significant toll on the human body, it can also prove to be psychologically stressful. Factors ranging from sleep loss and anxiety to communication difficulties and team dynamics can affect the health, safety, and productivity of crewmembers.

“To educate and inform, provoke thought and reflection, and hopefully to get more people to get proper diagnoses and treatment.”

“To preserving and expanding the rich and diverse cultural resources that are and will become the heritage of New York’s citizens.”

“To promote the progress of science; to advance the national health, prosperity, and welfare; and to secure the national defense; and for other purposes.”

“Drive advances in science, technology, aeronautics, and space exploration to enhance knowledge, education, innovation, economic vitality, and stewardship of Earth.”

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BRYANT PARK

Bryant Park is one of the world’s busiest public spaces. More than 12 million people per year visit the park to enjoy over 1,000 free events including winter activities, cultural programming, daily amenities, and the park’s lush gardens featuring seasonal displays.

GOAL:
To adhere to the hustle and bustle of the target audience’s everyday lives and provide support for personal and general growth in the surrounding community.

VENUE

"Bryant Park Demographics." Point2. Accessed November 20, 2022. https://www.point2homes.com/US/Neighborhood/FL/Palm-Beach-County/W-Palm-Beach/Bryant-Park-Demographics.html#:~:text=There%20are%2026%2C653%20residents%2C%20males%20and%2050.12%25%20are%20females.
“Though schools shut down when the pandemic began in March 2020, about a year later, half of students were still attending school online, leading public health experts to worry the isolation would have a negative impact on young Americans’ mental health.

Studies are finding the stress and isolation of the pandemic did adversely affect young people’s well-being. But other research reveals this problem started long before Americans had to shelter in place.

The result is a generation of young people who are more anxious and less hopeful than the ones before. A new study calls the trend disturbing and blames a long brewing socialization crisis.”

- DISCOVER MAGAZINE
GOALS

EXPERIENCE

- Serve each of the clients’ missions and values enhance and expand on new audiences all clients may not already reach.
- Create a space for individual and social connection within the audience.
- Produce a spatial environment that allows specifically stated design elements to evoke and promote existential thinking.
- Offer a transformative experience to impact the audience on a micro and macro level of thinking: introspection and retrospection.
- Ask visitors to rethink and reconsider who they are and their relationship with themselves, each other, and the world around them.
- Collaborate four clients and tell their stories harmoniously.

PROJECT

- Interact with different visuals, content imagery, and zoomed out cinema from the James Webb and Hubble telescope and other resources provided by NASA.
- Experience cinematography and other mediums that will push them into an all-encompassing headspace of wonder, discovery, curiosity, and awe.
- Deep reflection within one’s own existence in relation to themselves, others, and the world.
- Creation of one’s own perceptions, artistic, and self-expressions.
- Disorientation of one’s previous state to recalibrate into a desired headspace of reflection.
- A sense of agency for one’s self-discovery and action within their own lives; personal responsibility.

EDUCATION

- The overarching theme of Existentialism.
- The world at large and how not only do we participate in it but should take responsibility in how we can contribute to ourselves and therefore society.
- Visitors will learn about space exploration, exoplanets, galaxies, etc., and where they fit in it all through deep introspection.
- Visitors will learn about themselves and their relationship with the world in a more meaningful and deeper level than they did prior experiencing the exhibition.
- Infinite possibilities, personal responsibility and how they can curate a life for themselves through pure will and intent.
In this exhibition, visitors will engage in provocations of existential thinking, which can be harnessed as a portal for transformative experiences within individuals, resulting in social cohesion.
YOUR PLACE IN SPACE

MICRO VS. MACRO

DUALITY
INTROSPECTION / RETROSPECTION
MICRO / MACRO
PERSONAL RESPONSIBILITY / PROSOCIAL BEHAVIOR

An immersive journey taking the visitor from their everyday headspace into a parallel world of their infinite being and their relation to the world, and the infinity of space. In this, visitors experience deeper connection with themselves and others through social connection, done through exposure of NASA's content and library of space.

FEAR OF THE UNKNOWN
Where's your place in space?

DISORIENT TO ORIENT
Where do you want to go?

THE BECOMING
How does your being hold matter?

ZOOMING OUT
What does home mean to you?

THE BUTTERFLY EFFECT
How do you affect others?

THE CROSSING OVER
Who are you, for you?

LOOKING INWARD
What are you looking for?

ENHANCED PERCEPTION
What makes you feel alive?

TO INFINITY + ELSEWHERE
Where's your place in space?
FEAR OF THE UNKNOWN
DISORIENT TO ORIENT
THE BECOMING
ZOOMING OUT
THE BUTTERFLY EFFECT
THE CROSSING OVER
LOOKING INWARD
ENHANCED PERCEPTION
TO INFINITY + ELSEWHERE

INTROSPECTION

RETROSPECTION
EXHIBITION OVERVIEW

This project aims to highlight the importance of exploration in one’s self by using space exploration as a vehicle and entrypoint for introspective and retrospective thinking within an audience. The goal is to extend the thought process in which individuals use to navigate their priorities, decisions in life, voting habits, etc., by provoking and inspiring moments of awe, wonder and curiosity.

STAFF REQUIREMENTS

Staff will be required for the front desk to oversee visitor flow and also in areas of the exhibition to have visitors utilize the installations successfully and effectively if needed.

STAFF ATTIRE

Staff will be required to wear branded hats and all black or professional attire.
Telehealth is not integrated into existing health care systems globally as much as it should. Some countries do not have access to resources to speak on their world problems or suffering.

EXIST; Existential Provocations, proposes to team up with Psychology Today and Global Telehealth Network (GTN) to interactively establish an evidence-based, needs-based, transparent, and defensible telehealth strategy to be implemented into and extend Psychology Today’s regime globally. Therapists and psychiatrists registered under Psychology Today could opt-in to provide these services outside of the United States where not easily accessible, with the help of donations taken at the exhibition’s front desk.
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WAYFINDING

Visitors will become aware of the exhibition through wayfinding and advertisements throughout the streets of New York City along with wayfinding on the corners of Bryant Park's Lawn, drawing visitors to the entrance of the exhibition.

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KEY PLAN

DRAWING NO. EX. 1.16
The structure is a pavilion inspired aluminum tent design built in a modular system for efficient install and consistency throughout the space.

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ENTRANCE

- STRUCTURE FRONT ELEVATION
- STRUCTURE EAST ELEVATION
- STRUCTURE WEST ELEVATION
- STRUCTURE BACK ELEVATION
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Where’s your place in space?

Hesitation + Uncomfortable
Stuck in the matrix
Personal bubble
Mental blocks

The visitors will be introduced to the exhibition with an information desk, suspended welcome graphic and an introduction video that prefaces the content in the exhibition and introduces the visitors to introspective thinking that will take place in an astronaumical setting.

They will learn that this space is about
relationship with themselves, others, and the world around them.

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Visitors interact with an installation of spheres curated of reflective film and the supporting colors for this area. A mural of an exoplanet and its star is shown, which is a consistent notion throughout the exhibition. These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting details to be reviewed and modified based on recommendations from fabricator.
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TRANSITION SPACES

Moving through to the next space, visitors are introduced to transition spaces that bridge each area, allowing and encouraging visitors to be present by utilizing a projected installation of light, mimicking the practice of deep breathing.

STORYBOARD

1. Visual begins small
2. Visual grows at a pace
3. Visual is at its largest and grows small
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THE BECOMING

How does your being hold matter?

Narration + Navigation
You create your own reality
Existence Vs. Being

The message being portrayed in this area is that our potential and our being holds power to put things in motion, acknowledging our

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Existence Vs. Being
The message being portrayed in this area is that our potential and our being holds power to put things in motion, acknowledging our influence and affect. Visitors can engage with two projected interactions in this area, a gravity wall that explores gravitational pulls and spheres that allow visitors to push and move galaxies, stars, etc., with their own fingertips.
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What does home mean to you?
Larger perspective
A different lense / goggles
Vast + Otherworldly
Existential provoking

A new mural of an exoplanet and its star is displayed, as visitors also explore their personal hometowns and origins in relation to the world around them, beyond what they can see. This interaction is one in which visitors drop a pin on their hometown and the content, using NASA’s Eyes resources, visually take them on a journey zooming out from their pin to beyond earth, the solar system, and the milkyway.

Visitors are able to see the multitude of pinned hometowns from other visitors and can understand that although each individual comes from their own home, together we make up one entity in a larger system greater than all of us. The connection from the previous areas show that our potential for motion combined can make a large difference.
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THE BUTTERFLY EFFECT

How do you affect others?
Objective Vs. Subjective
Perspective
The small self theory
Everything + Everyone else

Visitors engage with a kinetic sculpture that sends waves when interacted with, to other sides of the sculpture. One movement can cause a ripple effect throughout the installation. The visitors encounter a new mural of an exoplanet and its star.

The main message is to understand that you affect areas in which you did not particularly interact with, due to the butterfly effect. Visitors can reflect upon how this notion plays in their own lives.

OBJECT MOBILE KINETIC SCULPTURE

Using human manual energy to propel movement throughout 1,000 metallic painted metal spheres strung together with armature wire.

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INTROSPECTIVE QUESTIONS

Am I holding onto something I need to let go of?

Am I letting matters that are out of my control increase my stress levels?
When did I last push the boundaries of my comfort zone?
When's the last time I did something for me?
When's the last time I did something for someone else?
What have I given up on and do I want to try again?
Is it more important to me to love or be loved?
Who has had the greatest influence on my life?

Does it matter how others perceive me?

Do I hold good intention behind my actions?
To what degree have I been responsible for my own journey in life?
What small act of kindness was I once shown that I will never forget?
Am I taking anything for granted?
Am I living true to myself or what I believe others want me to be?
What am I scared of and how is it holding me back?
What is life asking of me?
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What are you looking for?
Self-reflection
Honest / Raw / Transparent
Therapeutic
Soul-searching
After reflecting introspectively, visitors can give themselves a few answers in this area by writing in the stars what they're looking for in life through interaction with a touch table. The centerpiece of this table is an illuminated moon, immersing visitors in the night sky to push the boundaries of environmental influence. A mural of a new exoplanet and its star is introduced.
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What makes you feel alive?

All-encompassing
Layers
Stimulation

Visitors can now put a face to the emotion they have begun to feel after going through the different phases in the part of their journey where they physically put into motion the medium of their own eye. They can interact with digital screens that records their eye and are prompted to select from a template of galaxies, which speaks to them the most.

Visitors can then take this visual with them by scanning a QR code and have it sent to them via email or text.

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Where’s your place in space?

Prosocial behavior
Understanding your impact

Visitors enter a 360° projected room with a dome for the intent of borderless design to imitate the boundlessness of astronomical space. This space is intended for full projected. Swivel chairs are provided to visitor’s embodiment.

and a deeper sense of connection within themselves.

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For the visitor within the introspection part of the exhibition, they are unaware of being seen from the other side of the wall, purposely to keep them in their introspective headspace.

In exiting the center room, To Infinity + Elsewhere, visitors get to walk through a short recap of their journey by viewing others in their own introspective journey. This is done by using a one way mirror material on the wall standing between the exit walkway and concept areas. The message is that each and every visitor is traveling through their own galaxy and inward journey, which can be seen from this macro-scaled observative perspective.
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There’s a galaxy within each of us that’s worth exploring.

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THERE’S A GALAXY
WITHIN EACH OF US
THAT’S WORTH EXPLORING.
EX.2.00
SCHEDULES & LISTS
## GRAPHIC SPECIFICATIONS

### GRAPHIC TYPE

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**THE BECOMING**

- 04.01.00 C.01
- 04.02.00 G.02
- 04.03.00 F.02
- 04.04.01 G.03
- 04.04.02 G.03
- 04.04.03 G.03
- 04.04.04 G.03
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**ZOOMING OUT**

- 05.01.00 C.01
- 05.02.00 F.04
- 05.03.00 D.01
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- 05.05.00 F.02
- 05.06.01 G.04
- 05.06.02 G.04
- 05.06.03 G.04
- 05.06.04 G.04
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**THE BUTTERFLY EFFECT**

- 06.01.00 C.01
- 06.02.00 F.04
- 06.03.00 D.01
- 06.04.00 D.02
- 06.05.00 F.02
- 06.06.00 G.07
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**EXIST EXISTENTIAL PRODUCTIONS**

**GRACE WOELKERS**

**SIGN TYPE** 000  
**PROJECT** EXIST  
**DATE** 12.09.2022  
**GRAPHIC TYPE** AS NOTED  
**SIGN NO.** AS NOTED  
**SCALE** AS NOTED  

**KEY PLAN**

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KEY PLAN

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<td>COMES WITH 1 X INTEL REALSENSE D435 CAMERA, 1 X LOGITECH K400 PLUS WIRELESS TOUCH KEYBOARD, 1 X MOUNTING HARDWARE</td>
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Scale: AS NOTED

Grace Woelkers

EXIST

DATE: 12.09.2022

GRAPHIC TYPE: AS NOTED

SIGN NO.: AS NOTED

SCALE: AS NOTED

Drawings are based on recommendations from fabricator.
### ARTIFACT SCHEDULE

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<td>J W.02</td>
<td>EXOPLANET GJ 1234 B AND ITS STAR [ILLUSTRATION]</td>
<td>HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT</td>
<td>AREA 5 05.02.00 GRAPHIC</td>
<td><img src="image3.png" alt="Thumbnails" /></td>
</tr>
<tr>
<td></td>
<td>J W.03</td>
<td>ILLUSTRATION OF EXOPLANET LHS 3844 B AND ITS</td>
<td>HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT</td>
<td>AREA 6 06.02.00 GRAPHIC</td>
<td><img src="image4.png" alt="Thumbnails" /></td>
</tr>
<tr>
<td></td>
<td>J W.05</td>
<td>EXOPLANET TOI-421 B AND ITS STAR [ILLUSTRATION]</td>
<td>HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT</td>
<td>AREA 8 08.02.00 GRAPHIC</td>
<td><img src="image5.png" alt="Thumbnails" /></td>
</tr>
<tr>
<td></td>
<td>J W.06</td>
<td>WEBB’S FIRST DEEP FIELD [NIRCAM IMAGE]</td>
<td>MOTION PROJECTED</td>
<td>AREA 10 10.01.00 GRAPHIC</td>
<td><img src="image6.png" alt="Thumbnails" /></td>
</tr>
</tbody>
</table>

**NOTES**

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and areas. Shop drawings should be reviewed and approved by contractors prior to performing work. Written dimensions shall have authority over scaled dimensions. Written dimensions shall be used for all fabrication work. Motion projected images shall have authority over scaled images.

**MATERIAL**

- HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT
- HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT
- HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT
- HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT
- HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT
- HIGH RESOLUTION MATTE FINISH DIGITAL INKET PRINT

**LOCATION**

- AREA 2 PROJECTION SCREEN
- AREA 3
- AREA 5
- AREA 6
- AREA 8
- AREA 10

**THUMBNAIL**

- ![ Thumbnails of material types and locations ](image1.png)
- ![ Thumbnails of material types and locations ](image2.png)
- ![ Thumbnails of material types and locations ](image3.png)
- ![ Thumbnails of material types and locations ](image4.png)
- ![ Thumbnails of material types and locations ](image5.png)
- ![ Thumbnails of material types and locations ](image6.png)
EX.3.00
PLANS, ELEVATIONS
& SECTIONS
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.

Mounting detail to be reviewed and modified based on recommendations from fabricator.

EX. 3.00 PLANS, ELEVATIONS & SECTIONS

DATE: 12.09.2022

GRACE WOELKERS
SIGN TYPE: 000
PROJECT: EXIST

KEY PLAN

AREA LEGEND:
1. EXTERIOR
2. FEAR OF THE UNKNOWN
3. DISORIENT TO ORIENT
4. THE BECOMING
5. ZOOMING OUT
6. THE BUTTERFLY EFFECT
7. THE CROSSING OVER
8. LOOKING INWARD
9. ENHANCED PERCEPTION
10. TO INFINITY + ELSEWHERE

CODED FLOORPLAN

SCALE: 1/16" = 1' 0"

EX. 3.01 DRAWING NO.

EXIST
EXISTENTIAL PROVOCATIONS

NOTES:
- These drawings are not for construction.
- Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work.
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- This office shall review contractor's shop details prior to fabrication.
- Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.

AREA LEGEND:
1. EXTERIOR
2. FEAR OF THE UNKNOWN
3. DISORIENT TO ORIENT
4. THE BECOMING
5. ZOOMING OUT
6. THE BUTTERFLY EFFECT
7. THE CROSSING OVER
8. LOOKING INWARD
9. ENHANCED PERCEPTION
10. TO INFINITY + ELSEWHERE

FOCUSED FLOORPLAN

SCALE: 1/16" = 1'0"
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.

**FRAME MATERIAL:** High quality aluminum alloy, oxidation treatment

**CONNECTIONS:** Weld.

**EXTERIOR STRUCTURE DETAIL**

**INTERNAL ALUMINUM TUBING**

- 3" X 2" ALUM. TUBE SLATS
- ALUM. POST
- 2" X 2" ALUM. CHANNEL
- STAINLESS STEEL T.NA SURNAIL
- 3" X 3" ALUM. TUBE
- 1" ALUM. TUBE SLATS
- FLOORING

**PLAN VIEW**

**SECTION CUT**

- INTERIOR ALUMINUM TUBING

**ALUMINUM TUBING WITH FIRE RATED FABRIC SHEET WRAP**

**FIBERGLASS BATONS WITH STRETCH FABRIC**

**ALUMINUM CLIPPING SYSTEM WITH SHEET WRAP COVERING DOUBLE SIDE PVC-COATED, WATER PROOF, FLAME RETARDANT, UV RADIATION, ANTI-AGING**

**TRUSS SYSTEM**

**ALUMINUM TUBING WITH FIRE RATED FABRIC SHEET WRAP**

**PORTABLE OUTDOOR TILING**

**KEY PLAN**

**EXTERIOR EXPLODED AXON VIEW**

SCALE: 1/62" = 1' 0"
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.

INTERIOR STRUCTURE DETAIL

FLEXIBLE SHEET ROCK WALL

PLEXIGLASS WITH ONE-WAY MIRROR FILM

ALUMINUM TUBING INTERIOR WRAPPED DOUBLE-SIDED WITH STRETCHED SHEET FABRIC

FIBERGLASS BATONS WITH STRETCHED FABRIC

ALUMINUM TUBING WITH FIRE RATED FABRIC SHEET WRAP

FLEXIBLE SHEET ROCK WALL WITH 1'H FOOTING

ALUMINUM TUBING INTERIOR WRAPPED ONE-SIDED WITH STRETCHED SHEET FABRIC CONVEXED

ALUMINUM RAMP WITH GRAPHIC TREATMENT

INTERIOR EXPLODED AXON VIEW

SCALE: 1/32"=1'0"

KEY PLAN

DRAWING NO. EX. 3.04

GRACE WOEKLERS
SIGN TYPE 000
PROJECT EXIST
DATE 12.09.2022
GRAPHIC TYPE AS NOTED
SIGN NO. AS NOTED
SCALE AS NOTED
NOTES

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and be aware of shop details prior to fabrication. Written dimensions shall have authority over scaled dimensions. Variations prior to performing work should be communicated to the office. Contractor's shop details prior to fabrication should be reviewed and modified based on recommendations from the fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and shall not rely on scaled dimensions. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.

MEDIA PLAN

SCALE: 1/16"=1'0"

SYMBOLS:
- PROJECTOR
- PROJECTION MAPPING

NOTES

MEDIA PLAN

SCALE: 1/16"=1'0"

KEY PLAN

DRAWING NO. EX. 3.09
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and written details. Contractor’s shop details prior to fabrication. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction.
Contractors shall always verify and be responsible for all dimensions and written details. It is the responsibility of the contractor to verify all scaled dimensions prior to performing work.
Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.
Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
THE BUTTERFLY EFFECT SPEC.

OBJECT MOBILE KINETIC SCULPTURE

Using human manual energy to propel movement throughout 1,000 metallic painted metal spheres strung together with armature wire.

These drawings are not for construction. Contractors shall design work and be responsible for all dimensions and site planning. All cutouts, clearances and tolerances shall be checked and finalized prior to fabrication. Scale details shall have authority over scaled details. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. The interactive front elevation shall be reviewed and modified based on recommendations from fabricator.
EX.4.00
VISUAL COMMUNICATION
The graphic look and feel for “EXIST; Existential Provocations” gives subtle reference to a multitude of dualities; introspection and retrospection, to prosocial behavior, that take place in the space. This is explored in the header where the two circles that connect through the “I” in “EXISTENTIAL”, is split.

The look and feel gives dynamic geometry and line work to demonstrate reference of space for NASA’s content. Patterns of star dust and circles represent the depths of existentialism especially in the subject of humans and galaxies. The lineweights and design of space references in the graphics are to keep the subject light and dynamic geometry and line work to demonstrate reference of space for NASA’s content. Patterns of star dust and circles represent the depths of existentialism especially in the subject of humans and galaxies. The lineweights and design of space references in the graphics are to keep the subject light and welcoming for visual digestion at first glance.

The colors are rich in a hue of blues, paired with colors from the surrealist’s time and age as an expression of deep thought. The circled pattern is differentiated in color and oriented randomly, in reference to how thoughts can be visually demonstrated when in deep concentration and focus, or thinking in an existential manner. Some areas within the star dust patterns grow tense, also referring to existential thoughts.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.

TYPOGRAPHY SPECIFICATION

**CAP-HEIGHT**

**BASELINE**

**CAP-HEIGHT**

**BASELINE**

**HEADER**

**SOURCE CODE VARIABLE MEDIUM**

Aa BbCc Dd Ee Ff Gg Hh Ii JjKk Ll Mm Nn Oo Pp Qq Rr Ss TtUu Vv Ww Xx Yy Zz0123456789

**SUBHEADER**

**SOURCE CODE VARIABLE MEDIUM ITALIC**

Aa BbCc Dd Ee Ff Gg Hh Ii JjKk Ll Mm Nn Oo Pp Qq Rr Ss TtUu Vv Ww Xx Yy Zz0123456789

**BODY**

**SOURCE CODE VARIABLE LIGHT**

Aa BbCc Dd Ee Ff Gg Hh Ii JjKk Ll Mm Nn Oo Pp Qq Rr Ss TtUu Vv Ww Xx Yy Zz0123456789

**KEY PLAN**

**DRAWING NO.**

EX. 4.02
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.

### COLOR PALETTE & FAMILIES

<table>
<thead>
<tr>
<th>Family</th>
<th>Hex Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation</td>
<td>#000000</td>
<td>#000000</td>
</tr>
<tr>
<td>Primary</td>
<td>#E633</td>
<td>#E633</td>
</tr>
<tr>
<td>Secondary</td>
<td>#358096</td>
<td>#358096</td>
</tr>
</tbody>
</table>

### FEATURING

- **FEAR OF THE UNKNOWN**
- **THE BECOMING**
- **DISORIENT TO ORIENT**
- **ENHANCED PERCEPTION**
- **ZOOMING OUT**
- **THE BUTTERFLY EFFECT**
- **THE CROSSING OVER**
- **LOOKING INWARD**
- **TO INFINITY + ELSEWHERE**
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The logo is inspired by the phenomena of infinity. The larger circle represents the all-encompassing while ever connecting two factors. These two factors show the duality within the space, evenly splitting the “I” in “Existential.” The negative space in the “I” speaks upon the undiscovered within ourselves.

The secondary logo isolates “Exist”, in “Existential” for the purpose of questioning and introspective thought of one’s own existence in relation to the world.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
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These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and scale of drawing. Written dimensions shall have authority over scaled dimensions. Written dimensions shall have authority over scaled dimensions.

Contractor’s shop details prior to fabrication.

Written dimensions shall have authority over scaled dimensions.

Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
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**WAYFINDING**
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
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EX. 5.00

GRAPHIC DETAILS
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These drawings are not for construction. Contractors shall design, verify and be responsible for all dimensions and variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.

EXTERIOR GRAPHIC SPEC.

1. EXTERIOR GRAPHIC FRONT ELEVATION
   3/16" - 1'-0"

2. EXTERIOR GRAPHIC TOP VIEW
   3/16" - 1'-0"
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions for this project. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
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NOTE: 10'W SEAMS
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and coordinate shop details prior to fabrication. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and scaled dimensions (2½" = 1') on all plans. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
Am I holding onto something I need to let go of?
Am I letting matters that are out of my control increase my stress levels?
When did I last push the boundaries of my comfort zone?
When’s the last time I did something for me?
When’s the last time I did something for someone else?
What have I given up on and do I want to try again?
Is it more important to me to love or be loved?
Who has had the greatest influence on my life?
Does it really matter how others perceive me?
Do I hold good intention behind my actions?
To what degree have I been responsible for my own journey in life?
What small act of kindness was I once shown that I will never forget?
Am I taking anything for granted?
Am I living true to myself or what I believe others want me to be?
What am I really scared of and how is it holding me back?
What is life asking of me?
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DIRECTIVE SIGNAGE FRONT ELEVATION
SCALE: 1/4" = 1'0"

DIRECTIVE SIGNAGE SECTION CUT
SCALE: 1/4" = 1'0"

DIRECTIVE SPEC.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor’s shop details prior to fabrication. Mounting detail to be reviewed and modified based on recommendations from fabricator.
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DIRECTIVE ILL.

TAKE A MOMENT IN THESE TRANSITIONAL SPACES.

YOU HAVE TIME, BE INTENTIONAL WITH IT WHILE YOU TAKE THE NEXT STEP IN YOUR JOURNEY.
Originally from Scranton, Pennsylvania, Grace Woelkers is a creative, multidisciplinary designer bringing experiences to life through visuals, imagery, and ideation. She graduated from Loyola University Maryland in 2020 with a BBA Degree in Marketing and is receiving her MA Degree in Exhibition and Experience Design from the Fashion Institute of Technology in New York.

Grace designs with the goal of opening minds and changing perspectives through immersive, multi-sensory storytelling and virtual and physical environment design. Her work introduces a different lens to subjects and creates transformative moments with the sight of discovery and exploration of profound newness.