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THESIS STATEMENT

The devastating environmental impacts of current and emerging technologies demand a deeper look into how humans conceptualize complex environmental crises. The theory of metacognition— the process of thinking about one’s own thinking and learning— provides strategies that can foster change in individuals’ environmentally detrimental behavior.

Behavioral change is the most significant impediment to solving climate change. In experience design, metaverse technologies present the opportunity to model climate-conscious behaviors while blurring the line between physical and extended reality experiences.

By integrating these technologies in designed spaces, we can help visitors overcome human behavioral barriers to climate action.
PROJECT PARAMETERS

SUBJECT
IDENTITY (THROUGH SELF PORTRAITURE)

CLIENT
NIKE MOVE TO ZERO

VENUE
GANSEVOORT PLAZA

AUDIENCE
PRIMARY: NIKE FANS, EXPLORERS
SECONDARY: TECH AND SUSTAINABILITY ENTHUSIASTS
Move to zero is Nike’s journey toward zero carbon and zero waste to help protect the future of sport. Follow each step in our journey and discover new ways we can move to zero together.

NIKELAND: where sport has no rules. Tag on trampolines? Why not. The floor is lava with a dash of parkour? Let’s go. Explore the world of sport, swim in Lake Nike, race your friends on the track, and discover hidden secrets! Nikeland is Nike’s purpose-built metaverse space that uses the Roblox platform to allow its fans to meet, socialize, take part in promotions and engage with a whole range of brand experiences.

NIKE MISSION:
To help protect the future of sport. We’re not waiting for solutions, we’re creating them.

AUDIENCE

The audience for Endgame: Race against the climate clock is segmented into three demographics. The primary audience is Nike loyal fans and experience seekers. The secondary target is technology enthusiasts and environmentally conscious individuals.
GOALS

Project Goals
Introduce environmental sustainability and the Metaverse through the Nike’s lens
Educate about sustainability through the Metaverse
Capture new customers while continuing to engage with existing Nike customers
Maintain position as the top brand in the Metaverse
Maintain the financial resilience and sustainability of Nike

Experience Goals
Attractive & inviting interactive elements beginning on the Highline connecting into the exhibit space
Use emerging tech in a new way for exhibit design
Welcoming and accessible spaces to engage with the products and experiences
Reenergize visitors with active audience participation with engaging activities

Education Goals
Visitors will learn:
A framework for understanding the Metaverse
About environmental sustainability at Nike
Learn and compare the various problems and solutions with context to sustainability
Visitors will learn about: metaverse, Nike in the metaverse, sustainability, sustainability and the metaverse
Inspire visitors to play an active role in society with context to environmental sustainability
Power the audience with tools to be a part of the metaverse, now or in the future.
VENUE / LOCATION

In the heart of the trendy Meatpacking District, Gansevoort Plaza is at the intersection of Gansevoort Street, Little West 12th Street, and Ninth Avenue. A popular summer venue for retail and branded environments. Sharing the neighborhood with the Whitney Museum of American Art, high-end designer stores on Gansevoort Row, and a stretch of the High Line and Little Island. The newly-paved cobblestone streets also offer public plazas, trendy restaurants, and more.
CONCEPT DIAGRAM

SUSTAINABILITY

The current climate crisis is a priority and using Nike’s reach and resources to educate about climate change is the next step for the company.

METAVESER

Using the digital capabilities of the Metaverse enables a new form of learning. Climate Education can unlock a greener future and the Metaverse has great attention grabbing, retention value adding tools for the same.
HIGHLINE ACTIVATION

PROJECT NAME: Nike Endgame
CLIENT: Nike Move To Zero
ADDRESS: Gansevoort Plaza, NYC
DRAWN BY: Hansa Hatrote
SCALE: 1:20
DATE: 12/9/2022
DRAWING NAME: EX01.09

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INTRO EXPERIENCE

SEE
A kaleidoscopic circular ceiling with reflective walls inviting you into the metaverse. Reflections of the digital artwork

DO
Get immersed in the spectacular art show and open your mind to the beautiful possibilities of merging sustainability goals and technology.

LEARN
Listen and learn about the exhibit, Nike’s move to zero initiative and how to go about the exhibit.
SEE
Wall murals and dosents guiding you through setting up your profile and gaining the RFID wristband.

DO
Follow the prompts of choosing a username, character and entering your email.

LEARN
About Nike’s sustainability characters and how the activations work.
SEE
Wall murals and dosents guiding you through setting up your profile and gaining access to the experience through your phone.

DO
Take out your phone to set up a username, character and the tap initiation
Test your set up and the AR filter on the AR mural

LEARN
To use Augmented Reality and the NIKE app. How technology can be used to guide through experiences seamlessly
**UNBOX EXPERIENCE**

**SEE**
A wall of NIKE boxes lit up, inviting you to open and unbox them.
Inside are discounts, terms to learn and digital takeaways.

**DO**
Open boxes as they light up to discover new terms or win NIKE digital assets.

**LEARN**
Key terms important for the rest of the experience.
NIKE’s sustainable packaging.
SEE
An interactive game wall that is motion controlled
Jump pads to interact with
A question prompt asking you to answer by jumping to catch the floating answers.

DO
Jump to catch the right answers, duck to avoid the wrong answers.

LEARN
Learn terms related to the key concepts of sustainability and the metaverse
Re-evaluate your understanding of these concepts
MATERIAL & INNOVATION LAB

PROJECT NAME: Nike Endgame
CLIENT: Nike Move To Zero
ADDRESS: Gansevoort Plaza, NYC
DRAWN BY: Hansa Hatrote
SCALE: 1:20
DATE: 12/9/2022
DRAWING NAME: EX01.16

SEE
An interactive screen to design your own NIKE shoes.
The whole manufacturing and production process
An AR tryon mirror to try and collect your digital creation.

DO
Design your shoes using the best sustainable materials and practices.
Try on your creation in the mirror

LEARN
How to make sustainable choices.
The connection between materials and the planet
To use AR to try on items
**SEE**
An interactive screen to design your own NIKE shoes.
The whole manufacturing and production process
An AR try on mirror to try and collect your digital creation.

**DO**
Design your shoes using the best sustainable materials and practices.
Try on your creation in the mirror

**LEARN**
How to make sustainable choices.
The connection between materials and the planet
To use AR to try on items
UNBOX EXPERIENCE

SEE
Nike’s innovation lab display with shoes and materials
A wall of touchable materials to feel and learn about

DO
Touch the textures and feel the fabrics of recycled materials
See and learn how nike shoe materials are recycled

LEARN
The various sustainable materials Nike has integrated in it’s products
Gain inspiration for make your shoe activity
CAUSE & EFFECT

SEE
An interactive screen that invites you to save your city
A large screen that forecasts the future of your city based on your choices

DO
Follow the prompts to make the most optimum combination of climate concerns and efforts.
Watch AI work and predict the future of your city if your decisions were implemented

LEARN
Interact to learn about various climate concerns
Put the spotlight on visitors to deal with real with crisis
Highlight the causal effect between their actions and consequences
MOVE TO ZERO

SEE
An interactive screen highlighting water concerns
A pledge table asking you to invite people to pledge together

DO
Answer the prompts on the screen and invite fellow exhibit visitors to pledge with you to open access to the next level.

LEARN
Visitors learn the importance of regeneration
Core belief of "returning back to nature" is highlighted
Significance of individual effort
**SEE**
An interactive screen highlighting water concerns
A pledge table asking you to invite people to pledge together

**DO**
Answer the prompts on the screen and invite fellow exhibit visitors to pledge with you to open access to the next level.

**LEARN**
Visitors learn the importance of regeneration
Core belief of "returning back to nature" is highlighted
Significance of individual effort
MOVE TO ZERO

SEE
An interactive screen highlighting water concerns
A pledge table asking you to invite people to pledge together

DO
Answer the prompts on the screen and invite fellow exhibit visitors to pledge with you to open access to the next level.

LEARN
Visitors learn the importance of regeneration
Core belief of "returning back to nature" is highlighted
Significance of individual effort
SEE
An interactive game wall
A challenge to answer climate questions using the game itneractive

DO
Play basketball individually or with other people to answer questions

LEARN
Important climate facts to raise empathy and awareness.
To move and interact with phygital experiences
CLIMATE CLOCK ARENA

SEE
An interactive game wall
A challenge to answer climate questions using the game itneractive

DO
Play basketball individually or with other people to answer questions

LEARN
Important climate facts to raise empathy and awareness.
To move and interact with phygital experiences
ON THE CLOUD

SEE
A giant cloud dimmed, an interactive screen with prompts that calculate your carbon footprint

DO
Enter values of your screen usage to find an approx carbon footprint. Follow the lights to learn more about how you and Nike can work on minimizing and offsetting this new consumption.

LEARN
About digital carbon footprint
How to minimize it
about Nike’s promise of a better future
IMMERSIVE EXPERIENCE

SEE
An immersive room with floor and rock seating.
A projection and VR experience of the forecasted future for your team.

DO
Choose between immersive or VR and experience Bloom or Doom.

LEARN
How our collective actions have consequences that can either lead to our doom or our bloom. We decide.
BLOOM OVER DOOM

SEE
An immersive room with floor and rock seating
A projection and VR experience of the forecasted future for your team

DO
Choose between immersive or VR and experience Bloom or Doom.

LEARN
How our collective actions have consequences that can either lead to our doom or our bloom. We decide.
DOOM OVER BLOOM

SEE
An immersive room with floor and rock seating
A projection and VR experience of the forecasted future for your team

DO
Choose between immersive or VR and experience Bloom or Doom.

LEARN
How our collective actions have consequences that can either lead to our doom or our bloom. We decide.
SCHEDULES & LISTS
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<td>02A.01.GR03</td>
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<td>Pixel Jump</td>
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<td>DIGITAL GRAPHICS ON DISPLAY SCREENS</td>
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<td>C</td>
<td>AREA INTRO</td>
<td>FABRICATED LETTER IN PAINTED ACRYLIC BLIND FASTENERS</td>
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<td>D</td>
<td>MURAL</td>
<td>HIGH RESOLUTION INKJET PRINT WITH UV OVER LAMINATION, MATTE WITH WRAP RETURNS</td>
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<td>01A.01.AV01</td>
<td>LED VIDEO WALL NOVASTAR P1.53MM INDOOR – 20.1X 9.5ft</td>
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# MATERIAL SCHEDULE

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<td>X.MT.01</td>
<td>BLACK IRON WELDED IN CUSTOM SHAPE</td>
<td>Immersive Dome</td>
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<td></td>
<td>X.MT.02</td>
<td>MATTE ALUMINIUM SHEET 0.25&quot; THCK</td>
<td>Sign up kiosk, windows, door panels, cause and effect structure, AR pods</td>
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<td>X.PL.02</td>
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<td>Walls material and innovation lab</td>
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<td>GROUND</td>
<td>X.GR.01</td>
<td>NIKE RECYCLED RUBBER PLAYGROUND MATERIAL</td>
<td>Floor of entire activation</td>
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<td>-------------</td>
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<td>-----------</td>
<td></td>
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<tr>
<td>L1</td>
<td>BRUCK LX SPOT, Cylinder Fixture, Multi-mount, casted black housing</td>
<td>Ceiling of most activations</td>
<td><img src="image" alt="Spot LED thumbnail" /></td>
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<tr>
<td>L2</td>
<td>Tetra® Contour Flex Flexible White LED bent into custom shapes</td>
<td>PIXEL JUMP</td>
<td><img src="image" alt="Flexible LED thumbnail" /></td>
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<td>L3</td>
<td>PURE EDGE LIGHTING Twist strip 3.3W, 24VDC high output</td>
<td>Material &amp; Innovation Lab, On the Cloud</td>
<td><img src="image" alt="White LED thumbnail" /></td>
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<td>Cloud Light Installation, Custom fabricated</td>
<td>On the Cloud</td>
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# PRODUCT SCHEDULE

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<th>DESCRIPTION</th>
<th>LOCATION</th>
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<td>P1</td>
<td>Nike Air Max 97</td>
<td>Materials &amp; Innovation Lab</td>
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<tr>
<td></td>
<td>P2</td>
<td>Nike Revolution 6 FlyEase Next Nature</td>
<td>Materials &amp; Innovation Lab</td>
</tr>
<tr>
<td></td>
<td>P3</td>
<td>Nike SuperRep Cycle 2 Next Nature</td>
<td>Materials &amp; Innovation Lab</td>
</tr>
<tr>
<td></td>
<td>P4</td>
<td>Nike Cosmic Unity 2</td>
<td>Materials &amp; Innovation Lab</td>
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<tr>
<td></td>
<td>P5</td>
<td>Nike Air Max Terrascape Plus</td>
<td>Materials &amp; Innovation Lab</td>
</tr>
<tr>
<td></td>
<td>P6</td>
<td>Nike Air VaporMax 2021 FK</td>
<td>Materials &amp; Innovation Lab</td>
</tr>
<tr>
<td></td>
<td>P7</td>
<td>Nike Playground 8P Next Nature Basketball</td>
<td>Zero Lounge</td>
</tr>
<tr>
<td></td>
<td>P8</td>
<td>Nike Elite All-Court 8P</td>
<td>Basketball Court</td>
</tr>
<tr>
<td>MATERIAL</td>
<td>CODE</td>
<td>DESCRIPTION</td>
<td>LOCATION</td>
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<tr>
<td></td>
<td>P1</td>
<td>Nike Sportswear Sport Essentials+</td>
<td>Tennis Court</td>
</tr>
<tr>
<td></td>
<td>P2</td>
<td>Nike Revolution 6 FlyEase Next Nature</td>
<td>Tennis Court</td>
</tr>
<tr>
<td></td>
<td>P3</td>
<td>Nike Phenom Elite</td>
<td>Tennis Court</td>
</tr>
<tr>
<td></td>
<td>P4</td>
<td>Nike Cosmic Unity 2</td>
<td>Zero Lounge</td>
</tr>
<tr>
<td></td>
<td>P5</td>
<td>Nike Pro Dri-FIT Women’s Cropped Tank</td>
<td>Zero Lounge</td>
</tr>
<tr>
<td></td>
<td>P6</td>
<td>Nike Air VaporMax 2021 FK</td>
<td>Zero Lounge</td>
</tr>
<tr>
<td></td>
<td>P7</td>
<td>Nike Impossibly Light</td>
<td>On The Cloud</td>
</tr>
<tr>
<td></td>
<td>P8</td>
<td>Nike Elite All-Court BP</td>
<td>On The Cloud</td>
</tr>
</tbody>
</table>
LOCATION PLAN

PROJECT NAME: Nike Endgame

CLIENT: Nike Move To Zero

ADDRESS: Gansevoort Plaza, NYC

DRAWN BY: Hansa Hatrote

SCALE: 1:20

DATE: 12/9/2022

DRAWING NAME: EX03.01

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OVERALL DIMENSIONAL PLAN

PROJECT NAME: Nike Endgame
CLIENT: Nike Move To Zero
ADDRESS: Gansevoort Plaza, NYC
DRAWN BY: Hansa Hatrote
SCALE: 1:20
DATE: 12/9/2022
DRAWING NAME: A1
DRAWING NO.: EX03.03

OVERALL DIMENSIONAL PLAN

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Coded Floor Plan

Area Legend:
01A Invitation & Introduction
02A Upload Your Reality
03A Pixel Jump
04A Unbox Experience
05A Materials & Innovation Lab
06A Cause & Effect
07A Zero Lounge
08A Move to Zero
09A Climate Clock
10A On The Cloud
11A Electric Housing
12A Bloom Over Doom

Possible Generator and Electric Housing Location
Fabricator to be advised
GRAPHIC CODED PLAN

CLIENT: Nike Move To Zero
ADDRESS: Gansevoort Plaza, NYC
DRAWN BY: Hansa Hatrote
SCALE: 1:20
DATE: 12/9/2022

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WAYFINDING PLAN
PRODUCT PLACEMENT PLAN

P1-3
P4-P5
P6
P7-P13
P14
P15-P18
P19
P20
P21
P22
P23
LIGHTING PLAN

L1 SPOT
L2 FLEX
L3 STRIP
L4 DIFFUSE

L1
L2
L3
L4
The times of internet explorer and the WorldWideWeb might seem ancient but the strong foundation of the internet is sets the groundwork for all new technological advancements.

The Metaverse being the new chapter of the internet has shown an explosion of creativity and desire to be bold. Bright Purples and Pinks are commonly used in digital art, NFTs and posters.

Nike's environmental pledge is just as punchy as this shade of green! A neon green to add dynamism to being conscious.

The logo pulls from the "glitch" vaporwave aesthetic seen in the graphic look and feel. The incorporation of the nike logo just solidifies it as a branded exhibit.

DIN LT has a great bold dynamism that mimics that of the Nike logo. This paired with DIN's regular font is a great font family to follow for a brand identity like nike's.

DIN LT PRO BLACK ITALIC

ABCDEFGHijklmnopqrstuvwxyz
abcdefgijklmnopqrstuvwxyz

DIN LT PRO REGULAR

ABCDEFGHijklmnopqrstuvwxyz
abcdefgijklmnopqrstuvwxyz
NIKE CURRENT GRAPHIC SYSTEM

ELEMENTS PULLED FROM ABOVE

ELEMENTS ADDED

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GRAPHIC CONCEPT
GRAPHIC LOOK & FEEL

RACE AGAINST THE CLIMATE CLOCK?
LET'S DO IT.
RACE AGAINST THE CLIMATE CLOCK
LET’S DO IT.
PROJECT NAME: Nike Endgame
CLIENT: Nike Move To Zero
ADDRESS: Gansevoort Plaza, NYC
DRAWN BY: Hansa Hatrote
SCALE: 1:20
DATE: 12/9/2022
DRAWING NAME: A1

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SHIPPING CONTAINER EXTERIOR

CONCRETE Texture VINYL

REFLECTIVE SILVER ALUMINIUM

NIKE RECYCLED RUBBER PLAYGROUND

3D FABRICATED LETTERS PAINTED ACRYLIC

MATTE PRINTED VINYL ON 0.25" THICK WOOD
ZONE: UNBOX EXPERIENCE
ZONE: UNBOX EXPERIENCE

METAVERSE

A virtual world in which people live, work, study, shop and interact with others — all from the comfort of their couch in the physical world.

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ZONE: UNBOX EXPERIENCE

METAVERSE

A virtual world in which people live, work, study, shop and interact with others — all from the comfort of their couch in the physical world.

SCAN TO COLLECT

YOU WON A WEARABLE COLLECTIBLE!

AUGMENTED REALITY

An enhanced version of the real physical world — like snapchat/instagram filters that enhance dog ears on your real physical face.

25% off

Scan to collect
ZONE: CLIMATE CLOCK