the color in you

100% Design Development
HuaWen Kao
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EX. 1. 00

EXECUTIVE SUMMARY
Thesis Statement

An uncomfortable psychological state resulting from negative emotions diminishes our well-being in everyday life.

Sensory perception is a bridge to human emotion and reaction, impacting our body and mind and allowing for greater awareness of mindfulness.

Exhibition design that incorporates heightened sensory perception within an interactive storytelling experience can slow people down, enhance mindfulness, provide an entry point to internal cues for emotion, and start a journey toward growth and self-healing.
Big idea

Everything starts with you. Lots of pressure and stress make people forget how to be in the present. Every day we think about the past and worry about the future, but we all forgot to live in the present moment. This exhibition provides an opportunity for people to accept themselves and begin their healing journey.
Audiences

Target: Employees in New York City (Commuters)
Secondary: Tourists all around the world
Tertiary Type: Rechargers

Venue

Vanderbilt Hall was built in 1913 and provides a spectacular setting for both public and private events. As the main waiting room in Grand Central Terminal, it is 6,000-square-foot raw space boasts 5 stunning beaux arts chandeliers and sees 200,000 people pass through daily.

Client

“Healing through ART.”
The Art Therapy Project is a nonprofit mental health organization providing free group art therapy to adults and youth. Using the art-making process and with support from our art therapists, clients learn how to explore feelings, increase self-awareness and cope with life’s challenges. The Art Therapy Project has served more than 8,600 clients supporting all ages, backgrounds and communities.
Interpretive approach

The visitor’s journey begins with a reflection on the front of the exhibit. The directive experience gives the opportunity for visitors to experience their emotions changing.

Interactive designs through colors and patterns evoke people’s emotions; due to the transformation of the client The Art Therapy Project method, the design will focus on the three senses, including touch, sight, and hearing.

The design of a diversified sensory experience allows visitors to find which area will enable them to slow down and learn to be mindful and focus on the moment. Furthermore, in the end, they can take away the experience and start a new mindfulness journey.
Project goals

Re-define what mindfulness is and how to do it daily. Helping visitors to identify their emotions and embrace who they are. Teaching people how mindfulness and self-awareness are essential from the inside out. A chance to participate in starting mindfulness and releasing pressure.

Education goals

Knowing the importance of mindfulness and how to become aware in everyday life. Learning how to face uncomfortable emotions and stay in the present moment. Visitors will learn how to use mindfulness daily and how it can improve their lives.

Experience goals

Creating a sensorial experience to connect with the emotions of the visitors and keep them at the moment. An opportunity to participate in improving wellness in this society. Using powerful content provides an inner space for visitors to release pressure and start better life habits. To utilize the creative process for visitors to explore self-expression and find a new way to gain insight.
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DESIGNER
HUA-WEN KAO
huawen_kao@fitnyc.edu

VENUE
The Art Therapy Project

DATE
DECEMBER 9, 2022

EXHIBITION AREA

EX.1.08
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01A Life isn't complicated. We are.
02A When you change, the world changes with you too.
03A Right here, right now.
04A We don't remember days, we remember moments.
05A What will you see when you turn around.
06A You are the answer.
07A Happiness is a choice.
08A Everything start with you.

VENUE
The Art Therapy Project

DESIGNER
HUA-WEN KAO
huawen_kao@fitnyc.edu

DATE
DECEMBER 9, 2022

DRAWING NUMBER
EX.1.10
When visitors scan the QR code, they will see six different lines, each color representing each of the six activities. When people click on the line, it will be an audio to guide them on what to experience in each area.
Wrestling the Blank Sheet is a process to transform two dimensional graphic research into the third dimension, which is an important process of my design.
PROTOTYPE TEST

Testing one of the activities. 'We don't remember days. We remember moments.' This prototyping made me figure out that the audio experience would be the better design idea for my audiences.
LIFE ISN’T COMPLICATED. WE ARE

The translucent light material at the exhibition entrance will reflect images when the visitors pass by, allowing visitors to see blurred shadows of themselves and other visitors inside the exhibition. The reflection of light presents a visual blur of colors, showing that every moment in our daily life is made up of different emotions. This exhibition is an audio experience to make visitors feel immersive.
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CLIENT
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AUDIO EXPERIENCE - ENTRY

VENUE
The Art Therapy Project

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DRAWING NUMBER
EX.1.15
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WHEN YOU CHANGE, THE WORLD CHANGES WITH YOU TOO.

Hanging pieces from the ceiling with red and blue contents printed. Red represents our emotions, and blue represents the complex noises from the world we face everyday. However, if visitors can use the different color sheets, they will realise that the other perspective will make them think differently.
RIGHT HERE, RIGHT NOW.

This is where visitors can slow down and be messy, drawing what they think, feel and desire. The projection map connects with the drawing panel, and it will show the visitor’s drawing process at the same time. It allows the visitors to enjoy a semi-immersive experience and also feel connected with others by drawing.
WE DON’T REMEMBER DAYS, WE REMEMBER MOMENTS.

Encouraging visitors to slow down to write their emotions. They can leave it on the side wall or release it in the paper shredder. The paper shredder connects with the tube, letting the emotional paper go straight up to the container, which will collect all visitor’s emotions.
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The bottled up emotions
WHAT WILL YOU HEAR WHEN YOU TURN AROUND?

This area uses sound to amplify the senses of the visitors. Visitors will see a question related to one of these sounds, and they can hear what the answer is. The sound will remind us what we forget in everyday life.
YOU ARE THE ANSWER.

These three independent spaces, when visitors inside the space, it will give them three options: 8, 12, or 15 mins. Each experience will have an audio and video to help people immerse in mindfulness thought. When people are in the space, lights will turn on to create an atmosphere—allowing visitors to relax through lighting and guiding sound.
HAPPINESS IS A CHOICE.

There is a black thermal-sensing plate on the wall, which uses the palm’s temperature to show the audience’s mood color at the moment. According to each color, visitors will choose a card. The card will be a takeaway, and the QR code at the back allows visitors to receive a reminder every morning for 21 days.
EVERYTHING START WITH YOU.

The exit quotes are printed on the wall, as a takeaway reminder. Hoping after all the experience, visitors can start to pay attention to their surroundings and create a new life journey.
EX. 2. 00
SCHEDULES LIST
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**Graphic Schedule**

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DATE
DECEMBER 9, 2022

GRAPHIC SPECIFICATION LIST

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## MATERIAL SCHEDULE

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### FURNITURE

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AV SCHEDULE

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**LIGHTING SCHEDULE**

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*SUGGESTED ONLY
FABRICATOR/LIGHTING DESIGNER TO ADVISE

---

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**DATE**

DECEMBER 9, 2022

**CLIENT**

HUA-WEN KAO
huawen_kao@fitnyc.edu

**VENUE**

The Art Therapy Project

**DESIGNER**

HUA-WEN KAO
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**KEY PLAN**

Vanderbilt Hall at Grand Central Terminal

**DRAWING NUMBER**

EX.2.06
EX. 3. 00
PLANS / ELEVATIONS / SECTIONS
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DATE: DECEMBER 9, 2022

VENUE: The Art Therapy Project

EX.3.03

FLOOR EXHIBITION PLAN

SCALE: 3/16" = 1'-0"
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CLIENT
HUA-WEN KAO
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DESCRIPTION

DECEMBER 9, 2022

VENUE
The Art Therapy Project

KEY PLAN
Vanderbilt Hall at Grand Central Terminal

EX.3.09
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VENUE
The Art Therapy Project

KEY PLAN
Vanderbilt Hall at Grand Central Terminal

EX.3.11

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

DATE DECEMBER 9, 2022

DRAWING NUMBER

CLIENT
HUA-WEN KAO
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DESCRIPTION

CLIENT
HUA-WEN KAO
huawen_kao@fitnyc.edu

DESCRIPTION

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DATE DECEMBER 9, 2022

DRAWING NUMBER
EX. 4. 00

GRAPHICS
Visual Communication

The graphic look and feel of the “the color in you” exhibition shows the modern, natural and soft colors to represent the overall atmosphere in the collection—the organic shape line as a pattern to express the different emotions of each person. The color in the background shows the art therapy process, using different colors to represent people’s feelings. It conveys that it affects ourselves and our surroundings in everyday life.

Avenir LT Std 45 Book is the header for the color in you, with thinness and soft feeling—Standing Flower Script Personal Use is a subheader with emotions and artistic style. The body font is Upgrade Light to be straightforward to read.
Graphic Look&Feel

The color wave from bright to dark but maintains a neutral balance but it gives visitors a feeling of inclusive, softness and relaxation.

The pattern is inspired by tree rings, tree rings are a symbol of growth, memories and times. Also watercolor is a design methods to represents the blending of visitor’s emotions being soft, fluid and connected.
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MAIN COLOR PALETTE

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SECONDARY COLOR PALETTE

<table>
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<tr>
<th>Color Code</th>
<th>Color</th>
</tr>
</thead>
<tbody>
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<td>PMS BLACK U</td>
<td>0961U</td>
</tr>
<tr>
<td>PMS 0961U</td>
<td></td>
</tr>
</tbody>
</table>

Body Fonts

Avenir LT Std 45 Book

Upgrade Light
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 made based on recommendation from fabricator.

DECEMBER 9, 2022
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 recommendation from fabricator.

CLIENT

HUA-WEN KAO

huawen_kao@fitnyc.edu

DESCRIPTION

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 recommendation from fabricator.

DATE

DECEMBER 9, 2022

VENUE

The Art Therapy Project

DESIGNER

KEY PLAN

Vanderbilt Hall at Grand Central Terminal

Exterior Graphic - subway Digital Advertising

Exterior Graphic - billboard Advertising

EX.4.05
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 recommendation from fabricator.
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DATE: DECEMBER 9, 2022

EX.4.07
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DATE: DECEMBER 9, 2022

VENUE: Vanderbilt Hall at Grand Central Terminal

DESIGNER: HUA-WEN KAO
huawen_kao@fitnyc.edu

DESCRIPTION:

- Escalator graphic
- Floor wayfinding
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DATE
DECEMBER 9, 2022

VENUE
The Art Therapy Project

DESIGNER
HUA-WEN KAO
huawen_kao@fitnyc.edu

COLLATERAL
headphones
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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Mounting detail to be reviewed and may be based on recommendation from fabricator.

DATE: DECEMBER 9, 2022

VENUE: The Art Therapy Project

DESIGNER: HUA-WEN KAO

huawen_kao@fitnyc.edu

DESCRIPTION:
The Art Therapy Project is a space designed to provide a therapeutic environment for patients undergoing treatment. The project includes various elements such as seating areas, contemplative gardens, and semi-private spaces for individual sessions.

COLLATERAL:

takeaway cards

EX.4.11
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 recommendation from fabricator.
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DECEMBER 9, 2022
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DIMENSIONS ACCORDING TO SITE

SCALE: 1 1/2” – 1’-0”

00A.01.GR02

DECEMBER 9, 2022

EX.4.20
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DATE: DECEMBER 9, 2022

VENUE: The Art Therapy Project

CLIENT: HUA-WEN KAO
huawen_kao@fitnyc.edu

DESCRIPTION:

DECEMBER 9, 2022

VENUE
The Art Therapy Project

DESIGNER

KEY PLAN
Vanderbilt Hall at Grand Central Terminal
EX. 5. 00
DETAILS
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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Mounting detail to be reviewed and made based on recommendation from fabricator.

DATE: DECEMBER 9, 2022

SCALE: 3/4" = 1'-0"
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DECEMBER 9, 2022

HUA-WEN KAO
huawen_kao@fitnyc.edu

VANDERBILT HALL AT GRAND CENTRAL TERMINAL

THE ART THERAPY PROJECT

CLIENT

DESCRIPTION

KEY PLAN

VENUE

INTIOR WALL

SCALE: 3/4" = 1'-0"

RUG PAPER

BLOCKBOARD

INTEIOR WALL

SCALE: 3/4" = 1'-0"
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