### DRAWING LIST

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**Drawing List**

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**Key**

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- EX.7.10

**Notes**

- AS NOTED
- PBS
- JAIPREET UPPAL
- 12.09.2022
EXECUTIVE SUMMARY
THESIS STATEMENT

MULTIVERSE THEORY

The Multiverse theory suggests that our universe, which consists of billions of planets, stars and galaxies, may not be the only universe that exists. The theory proposes that parallel universes have unlimited possibilities, such as other regions existing in the same space-time as that of our universe, but they are disconnected permanently from our own pocket universe, and within each of them the laws of physics are different.

By integrating the ideology of the multiverse theory into designed environments through enhanced sensory experiences and altered perceptions, designers can create stimulating experiences that are transformative for visitors.
PBS

PBS is a private, nonprofit corporation, founded in 1969, whose members are America’s public TV stations -- noncommercial, educational licensees that operate more than 330 PBS member stations and serve all 50 states, Puerto Rico, U.S. Virgin Islands, Guam and American Samoa.

A Trusted Window to the World. PBS offers programming for a wide range of ages, interests and genres. Each month, over 100 million people through television and more than 32 million people online explore the worlds of science, history, culture, great literature and public affairs through PBS’ trusted content.

MISSION & VALUES

PBS is a membership organization that, in partnership with its member stations, serves the American public with programming and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives. PBS empowers individuals to achieve their potential and strengthen the social, democratic, and cultural health of the U.S.

PBS offers programming that expands the minds of people, documentaries that open up new worlds, non-commercialized news programs that keep citizens informed on world events and cultures and programs that expose America to the worlds of music, theater, dance and art. It is a multi platform media organization that serves Americans through television, mobile and connected devices, the web, in the classroom, and more.
**PROJECT INTRODUCTION**

**BIG IDEA**

Visitors who have transformative experiences have the opportunity to develop a new mindset and perspective that extends beyond the confines of the exhibition or venue. Doors that were once closed are opened by transformative experiences and remain open. Multiverse: A Journey through Infinite Parallel Dimensions is an exhibition that transports viewers into a new setting and allows them to fully immerse themselves in the content about the multiverse and storytelling being provided.

The exhibition is designed for PBS; the experience allows visitors to go on a journey through their own guided path, which helps achieve the end goal of creating a truly immersive, transformative moment. The experience is made possible through rich immersive technology, which includes an array of projections, lighting, motion sensors, and RFID tracking that allows the user to be transformed into an avatar that represents them. Through RFID tracking, users can interact with various areas where they can learn about the multiverse using the resources provided by the client PBS.
CONCEPT

SPACE STATION

Visitors set off on an immersive journey known as the multiverse in a space station that is situated in a different universe. The ability to inhabit one of the three avatars: Passenger, Scientist, or Astronaut, is given to visitors at the beginning of their quest. Each of the visitor’s chosen avatars takes them on a special, individual quest. Each quest shares the common goal of learning while exploring the infinite possibilities of the multiverse theory.

Visitors go on a quest as:

- **Passenger**
  They can experience and participate in the voyage as a visitor who gets to board the space station through the passenger avatar quest without any additional pressure to accomplish anything other quest.

- **Scientist**
  They embark on a voyage as part of the scientific avatars’ mission where they can investigate and experiment with knowledge about the multiverse.

- **Astronaut**
  They can prepare and learn about what it might be like to explore outside of the space station in many parallel universes with the astronaut avatars quest.
AUDIENCE

TARGET AUDIENCE

The primary demographic for the exhibition is young adults, Gen Z–Millennials. Gen X–Boomers are the target audience’s secondary demographic, and Gen Alpha is the penultimate target demographic. The exhibition aims to provide a space where professionals, hobbyists, experience seekers, and explorers all congregate under one roof and enjoy a space filled with technology rich interactives with a deep context of knowledge. By encouraging the collaboration between educational experiences and technology, it creates a much more compelling appeal for a younger generation of technophiles who find interest in joining the technological revolution taking over the design field.

Primary: Young Adults Gen Z–Millennial's

Secondary: Adults Gen X– Boomers

Tertiary: Kids Gen Alpha
GOALS

PROJECT GOALS
The exhibition will:
- Increase overall buzz for PBS.
- Create awareness for Science Division of PBS.
- Bring to life PBS’s mission statement of opening up the world to visitors.
- Introduce the idea of alternative realities and parallel universes through sensory experiences.

EXPERIENCE GOALS
Visitors will experience:
- Various types of technology rich environments.
- Tactile environments showcasing all types of elements and senses.
- Documentaries and visuals from PBS about the Universe.
- A journey that is personalized by their actions.

EDUCATION GOALS
Visitors will learn:
- What the multiverse theory means.
- The origins behind the multiverse.
- The science and most up to date knowledge about the multiverse.
- What the potential behind the multiverses impact on their live.
- The endless possibility about the multiverse and its impact on their view of life and its outcomes.
THE PARK ARMORY

The Armory is one of America’s finest landmarks, combining a rich social and military history with an extraordinary ensemble of 19th-century period rooms. The New York City Landmarks Commission has described the Park Avenue Armory’s magnificent interiors, designed by masters of the American Aesthetic Movement, as “the single most important collection of 19th-century interiors to survive intact in one building" while the expansive drill hall is considered an important monument in the history of American engineering. Completed in 1881, the Armory served as a military, cultural and social center for the Regiment as well as New York society of the Gilded Age.

ADDRESS
643 Park Avenue
New York, NY 10065
THE PARK ARMORY

THE WADE THOMPSON DRILL HALL

The Wade Thompson Drill Hall, approximately 200 by 300 feet and one of the largest unobstructed interiors in New York City, is significant in the history of American engineering. It has the oldest extant “balloon shed” (a barrel vaulted roof supported on visible arch trusses or ribs) in America, and is considered one of the first buildings in the United States to incorporate this structural system. The room features eleven elliptical wrought iron arches, designed by consulting engineer Charles Macdonald.

CAPACITY
Seated: 1,200
Standing: 1,200
Square feet: 38,579 ft²
Ceiling height: 68 ft
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**KEY**

**MULTIVERSE**
- Parallel Universes
- Infinite Dimensions
- Endless Possibilities

**Sensation**
- Sensory perception
- Self actualization
- Altered Senses

**Immersion**
- Sensorial Simulation
- Built Environment
- Tactile immersion
  “Simulated experiences”

**Scientific Exploration**
- Quantum physics
- String Theory
- Tagmark’s Four Levels

**Origins**
- Historical significance
- Mythological connotation
- Inception in modern age
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KEY

EX.1.11

DESIGNER JAIPREET UPPAL

KEY CONCEPTS

MULTIVERSE

- Parallel Universes
- Infinite Dimensions
- Endless Possibilities

1. THE ORIGIN
   - Historical significance
   - Mythological connotation
   - Inception in modern age

2. SCIENTIFIC EXPLORATION
   - Quantum physics
   - String Theory
   - Tagmark’s Four Levels

3. SENSATION
   - Sensory perception
   - Self actualization
   - Altered Senses

4. IMMERSION
   - Sensorial Simulation
   - Built Environment
   - Tactile immersion
   "Simulated experiences"

MULTIVERSE

- Parallel Universes
- Infinite Dimensions
- Endless Possibilities

1. THE ORIGIN
   - Historical significance
   - Mythological connotation
   - Inception in modern age

2. SCIENTIFIC EXPLORATION
   - Quantum physics
   - String Theory
   - Tagmark’s Four Levels

3. SENSATION
   - Sensory perception
   - Self actualization
   - Altered Senses

4. IMMERSION
   - Sensorial Simulation
   - Built Environment
   - Tactile immersion
   "Simulated experiences"
ONLINE EXHIBITION

Multiverse will also be an Online exhibition where people can access a 3D model on their device and learn everything there is to know about the multiverse from just about anywhere. Visitors will be able to view parts of the experience as AR/VR via Zapper or any other augmented reality application available to them.
EXHIBITION
WALK THROUGH
ENTRY

Visitors enter into an all white space in which they are greeted with an audio and projection walk through steps to begin their journey.
ENTERY

Visitors pick their avatar on the kiosks and then they prepare to enter the time portal to travel to a space station on its way to a multiverse.
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KEY

ENTRY

Visitors descend through revealed door on their way to the time portal.
Visitors make their way towards the time portal.
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**Key:**

- **Drawing No.:** EX.2.06
- **Designer:** JAIPREET UPPAL

**General Plan**

Scale: 1" = 30'

Visitors watch an immersive video about the galaxy provided by PBS nova.
Visitors make their way into time portal tunnel to get transported onto the space station.
Visitors make their way into the first section of the space station titled The Origins.
Visitors have the opportunity to learn more about the overall topic about the multiverse to help them from a deeper connection with the content.
These drawings are not for construction.
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Mounting detail to be reviewed and modified based on recommendations from fabricator.

Visitors have the opportunity to learn all about the multiverses origins and deep connections from the past to the present in all types of various media like old artifact books, and interactive maps.
Visitors get to interact with a projected map that they activate by stepping on and the screen above them reveals how the multiverse theory is represented in that region of the world.
Visitors pass through different passage ways to get into a new section of the space ship. Each passage way is a journey through an internally new multiverse.
Visitors get to learn all about the science that supports the core of the multiverse theory. Visitors learn about the four levels of the multiverse and all the new information we know through lab equipment.
Visitors get to learn about level two cosmic inflation through a video being played inside of a clear dome representing the cosmic inflation being mentioned and taught.
Visitors get to learn about level three of the multiverse theory by going into an infinity room that represents the many bubble universes that are being formed around us that we are unaware about.
Visitors get to learn about level three of the multiverse theory by going into an infinity room that represents the many bubble universes that are being formed around us that we are unaware about.
Overview of the Scientific Exploration section and all its activities.

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform the 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.
Visitors enter the sensation section of the space station through an interactive projection that is mapped and has a reaction to any movement by the visitor demonstrating how what is not possible on this earth can.
These drawings are not for construction.

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KEY

SENSATION | PULSING WALLS

Visitors get to enter into a big hallway and feel the walls all of each react to touch in a way a normal wall would never.
Visitors get to experience what it's like to walk on a different gravitational pull and get to interact with touch screen kiosks that teach us about the four senses.
Visitors get to experience a relaxing area as a break anytime they wish and get to stargaze at skies from different multiverses and worlds.
IMMERSION

Visitors get to learn more about PBS while they wait for their own multiverse room to become available.
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Mounting detail to be reviewed and modified based on recommendations from fabricator.
Visitors get experience their own multiverse in one of three rooms of their choice.
Visitors get experience their own multiverse in one of three rooms of their choice.
As visitors leave they get experience everyone's multiverse while they wait for their exist.
These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform the 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.

As visitors leave they get experience everyone's multiverse while they wait for their exist.
As visitors leave they get experience everyone's multiverse while they wait for their exist.

NOTES

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KEY

DRAWING NO.  EX.2.28
SCHEDULES & LISTS
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KEY

- SECTION REFERENCE
- MATERIAL REFERENCE
- GRAPHIC REFERENCE
- AUDIO VISUAL REFERENCE
- ARTIFACT REFERENCE
- POWER DATA
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### Key

- **A**: Section Intro
- **B**: Touch Screen
- **C**: Projected Intro
- **D**: Projection
- **E**: Digital Screen
- **F**: Digital Screen
- **G**: Content
- **H**: Label
- **I**: Sensed Projection
- **K**: Digital Screen
- **L**: Touch Screen
- **M**: Projection Map

---

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### IMMERSION

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<td>TOUCH SCREEN</td>
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<td>D</td>
<td>PROJECTION</td>
</tr>
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<td>06A.01.AV3</td>
<td>B</td>
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<tr>
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<tr>
<td>06A.02.AV1</td>
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### STARGAZE

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<td>C</td>
<td>PROJECTION</td>
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<td>07A.01.AV4</td>
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<td>PROJECTION</td>
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**GRAPHIC SPECS**

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<td>A</td>
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<tr>
<td>B</td>
<td>22&quot; BUILT-IN SPEAKERS FRAMELESS EDGE-LIT LED PROJECTED CAPACITIVE LCD TOUCHSCREEN MONITOR</td>
</tr>
<tr>
<td>C</td>
<td>DIGITAL GRAPHICS PROJECTION</td>
</tr>
<tr>
<td>D</td>
<td>DIGITAL VIDEO PROJECTION</td>
</tr>
<tr>
<td>E</td>
<td>17&quot; TOUCHSCREEN MONITOR WITH REMOTE CONTROL AND BUILT-IN DUAL SPEAKERS</td>
</tr>
<tr>
<td>F</td>
<td>LED SCREEN PANELS (VARIOUS SIZES)</td>
</tr>
<tr>
<td>G</td>
<td>1/4&quot; SMOOTH SINTRA WITH DIRECT PRINT MOUNTED TO WALL (HEATED TREATED TO MOLD ALONG CURVED WALLS)</td>
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<tr>
<td>H</td>
<td>1/4&quot; ACRYLIC SHEET WITH DIRECT PRINT</td>
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<tr>
<td>I</td>
<td>MOTION SENSORED PROJECTION</td>
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<tr>
<td>J</td>
<td>FLEXIBLE LED VIDEO PANELS (VARIOUS SIZES)</td>
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<td>K</td>
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# MATERIAL SCHEDULE

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<td>GLISS PANNÉ VELVET, IFR</td>
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<td>X.CP.01</td>
<td>LED FIBER OPTIC CARPET</td>
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<td>XPS</td>
<td>X.PL.01</td>
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<td>01A, 06A</td>
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<td>X.PL.01</td>
<td>PLASTER COATING FOR FOAM ROCK</td>
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</table>
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**LIGHTING SCHEDULE**

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<td>L3</td>
<td>Viribright Led Tube lighting</td>
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<td>L4</td>
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**CODE**
- L.1
- L.2
- L.3
- L.4

**DESCRIPTION**
- Litetronics 2x2 40 Watt Edge-Lit LED Flat Panel
- UNDERSCORE INOUT LED strip lighting
- Viribright Led Tube lighting
- Extruded aluminum back light LED

**AREA**
- THROUGHOUT ALL SPACES
- 06A
- 04A, 05A, 07A

**CODE**
- L.1
- L.2
- L.3
- L.4

**DESCRIPTION**
- Litetronics 2x2 40 Watt Edge-Lit LED Flat Panel
- UNDERSCORE INOUT LED strip lighting
- Viribright Led Tube lighting
- Extruded aluminum back light LED

**AREA**
- THROUGHOUT ALL SPACES
- 06A
- 04A, 05A, 07A
### AUDIO VISUAL SCHEDULE

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**AREA**
- THROUGHOUT ALL SPACES
- 05A
- 03A, 06A
- 07A
- 02A, 05A
- 01A, 06A
- 00A, 03A
- 01A
- 05A

**KEY**
- 00A ENTRY
- 01A TIME PORTAL
- 02A SPACE STATION ENTRY
- 03A THE ORIGINS
- 04A SCIENTIFIC EXPLORATION
- 05A SENSATION
- 06A IMMERSION
- 07A STARGAZE

---

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ARTIFACT SCHEDULE

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<td>BOOK</td>
<td>03A</td>
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<td>AR.AC.01</td>
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KEY

00A ENTRY
01A TIME PORTAL
02A SPACE STATION ENTRY
03A THE ORIGINS
04A SCIENTIFIC EXPLORATION
05A SENSATION
06A IMMERSION
07A STARGAZE
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KEY

00A ENTRY
01A TIME PORTAL
02A SPACE STATION ENTRY
03A THE ORIGINS
04A SCIENTIFIC EXPLORATION
05A SENSATION
06A IMMERSION
07A STARGAZE

Coded Plan
Scale: 1" = 30'
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KEY

- **INTRODUCTION**
- **SECTION INTRODUCTION**
- **CONTENT GRAPHICS**
- **LABEL**
- **DIRECTIVE**
- **DIGITAL MEDIA**

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KEY

DRAWING NO.

Power & Data Plan

Scale: 1" = 20'

EX.4.10
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KEY

EX.4.12

DESIGNER JAIPREET UPPAL

General Plan
Scale: 1" = 30'

SECTION

207'-7 13/64"
VISUAL COMMUNICATION SYSTEM
VISUAL COMMUNICATION BRIEF

MULTIVERSE

Time portals influenced the graphic look and feel of the Multiverse. The universe has a speed limit called the speed of light, faster than which nothing in our universe can travel. While researching the multiverse theory, time and speed played a big factor in the functionality of the theory. The multiverse theory explains how it could be possible for people to have traveled faster than light during time slips. Taking cues from the role of time in multiverse theory, graphic elements resembling minute marks on clocks have been used in various sizes to represent both speed and the opening of a time portal.

The fundamental hues found in space provided significant inspiration for the color palette. The fundamental shades white and black represent the birth and death of universes. The many hues of blue, from dark to light, depict what we see as we look up in the universe, from light blue to profound blackness. Tertiary pops of red, orange, and bright blue symbolize the dazzling cosmic energies of stars and planets that may be viewed with the naked eye.

The font is taken from the client’s PBS brand guidelines. Termina Demi, a Sans font that was influenced by the PBS font Ingra, serves as the multiverse’s primary title typeface. The primary title has a graphic representation of the minute markings to match the visual identity system.
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Body Copy

Ingra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sub header

Ingra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
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KEY

COLOR PALETTE

PRIMARY

#000000

#ffffff

SECONDARY

#cae0f4

#96b2dd

#647ea7

#2f405c

ACCENT

#222d65

#0075b2

#78171a

#f04e2c
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KEY

DRAWING NO.

EX.5.07
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KEY

DRAWING NO. EX.5.09
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VISITOR BADGE

RFID

Visitors set off on an immersive journey known as the multiverse in a space station that is situated in a different universe. The ability to inhabit one of the three avatars: Passenger, Scientist, or Astronaut, is given to visitors at the beginning of their quest. Each of the visitor’s chosen avatars takes them on a special, individual quest. Each quest shares the common goal of learning while exploring the infinite possibilities of the multiverse theory.

Visitors go on a quest as:

- Scientist
- Passenger
- Astronaut

Each type of visitor has an RFID tracking their quest and asking them personalized questions per activities.
**TAKE AWAY**

**PERSONAL MULTIVERSE**

Visitors can also enjoy their customized version of the multiverse while on the go. Visitors will be given a QR code at the start of their immersion simulation, as well as via email with access to their generated multiverse. Visitors will be able to download the generated multiverse as a video and an image to use as they see fit.

Visitors can:

- Post it on their socials
- Make it their lock screen
- Download other guest’s Images
STAFF UNIFORM

Multiple uniformed staff members will be stationed throughout the experience to assist visitors with any questions they may have and to help maintain the experience. Staff members will wear special uniforms designed to make them appear to be part of the space station’s crew.
GRAPHIC DETAILS
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1. **The Multiverse theory reveals that our universe, which is made up of billions of planets, stars, and galaxies, may not be the only universe that exists.**

2. **Unlimited parallel universes and have infinite possibilities waiting to be discovered.**

3. **Are you ready to discover the secrets of the multiverse?**

4. **Choose your avatar and follow the prompt displayed on a screen around you to prepare for your journey.**
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INTRODUCTION KIOSK

1 9 11/16" 3"
2 2'-10 31/64"
3 1'-9 37/64"
4 5'-1 11/16"
5 2'-4 21/64"
6 1'-11/16"
7 1'-11/16" 1" 6'-5 3/16" 1" 2'-4 31/64"
8 2'-11/16" 2'-11/16" 9 11/16" 2'-4 31/64"
9 2'-11/16" 2'-11/16" 9 11/16" 1"
INTRODUCTION KIOSK GRAPHICS

1. Locked home screen while audio and transcript play.

2. After hearing the introduction audio and transcript, visitors tap to begin.

3. Visitors select an avatar to represent themselves as they travel through the space station.

4. Visitors can confirm the avatar or go back and select a new one using the arrows at the bottom of the screen after watching each avatar explain their role.
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The Multiverse theory has a long history dating back to ancient times. The existence of parallel dimensions has been mentioned by various civilizations. From the past to the present, everything known from historical significance and modern inception will be revealed in the Origins.

THE ORIGINS

EX.6.06
Can we create new senses for humans?

DAVID EAGLEMAN 2015

Vest with built-in vibratory motors recording sounds and transformed them into vibration patterns on the skin. Consists of 32 vibrating motors wrapped around the user's body, like a fashionable vest. The vest can take in a variety of real-time data, such as sound waves to assist the deaf, flight status, and even stock market trends, and translate it into dynamic patterns of vibration in the motors.
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KEY PLAN

04A.03.AV1 RFID Kiosk Plan View

1 Scale: 3” = 1'-0"

EX.6.10
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Mounting detail to be reviewed and modified based on recommendations from fabricator.

Locked home screen till motion is detected.

Screen when motion is sensed prompting visitors to tap RFID.

Visitor answers question about the section or preference asked. Option to watch topic recap.

End screen after visitor answers prompting them to the next section.

Which of Max Tegmark’s four levels do you want to be valid?

1. 2. 3. 4.

Which of Max Tegmark’s four levels do you want to be valid?

1. 2. 3. 4.
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LEVEL THREE

MANY WORLDS | INFINITY ROOM

The many worlds theory relies on quantum mechanics. The quantum world is odd, in that things such as photons can appear to be in two places, or states, at once. It is only when we observe the photon that its state is decided.

In this theory, enough both states exist. And, in fact, this is happening constantly, for everything around us, at all times. Each time there is a "split", a new universe is created giving rise to an infinite number of universes. This is probably the closest theory to the idea of parallel universes where one could envision jumping into a new universe.
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DRAWING DETAILS
INTRODUCTION ELEVATION

Are you ready to discover the secrets of the multiverse?

INTRODUCTION ELEVATION

Introduction Graphic Elevation

Plan View

Scale: 3/8" = 1'-0"

Scale: 3/8" = 1'-0"

Scale: 3/8" = 1'-0"

Scale: 3/8" = 1'-0"

Scale: 3/8" = 1'-0"

Scale: 3/8" = 1'-0"

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School of Graduate Studies
Exhibition & Experience Design

DRAWEING NO.
EX.7.02
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COSMIC INFLATION STRUCTURE ISOMETRIC

Scale: 3/8" = 1'-0"

- 8 5/64"
- 1'-4 23/64"