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- **Client Overview**
- **Project Parameters**
- **Exhibition Goals**
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## EXECUTIVE SUMMARY

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## DRAWING NAME

- **Drawing List I**

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EXECUTIVE SUMMARY
THESIS STATEMENT

Generation Alpha is the first generation to be entirely born in the 21st century. Growing up in our society normalized by data-driven smart technology, they've lacked the ability to consent. Society has therefore developed a blurred notion of their expectations of privacy.

As this demographic rises in age and cements itself as the world's newest consumers, the retail industry must quickly evolve to offer a novel approach to consumer-brand connections, while balancing this cohort's desire for autonomy.

Experiential design that incorporates consumer choice via hyper-personalization into the physical world will cultivate long-term brand loyalty and promote regenerative financial conversions amongst this new generation.
CONCEPTUAL APPROACH

To empower consumers to weigh their data currency as they navigate the age and ease of digital personalization while in consideration of their personal data rights.
PROJECT PARAMETERS

SUBJECT
Futures Literacy in Consumer Culture
via Hyper-Personalization

CLIENTS
Black Market Flea x Mozilla x Firefox X EPIC

VENUE
The High Line
3 venue locations along the elevated public rail
park including: Chelsea Market Passage, Diller-von
Furstenberg Sundeck, and 14th Street Passage.

AUDIENCE
BIPOC Gen Alpha + Gen Z, Local Neighborhood
Residents, Tourists + Other Park Visitors

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CLIENT OVERVIEW

BLACK MARKET FLEA
Black Market Flea is an exciting cultural experience that places Black businesses and creatives on a platform holding space for them to share their talents, passions, creations, and services with the community. Buying Black is the backbone of who we are. Our greatest desire is to be a catalyst for growth and equity amongst the many businesses that we hold space for. We have held this vision at the very core of who we are.

MOZILLA
Mozilla puts people before profit, creating products, technologies and programs that make the internet healthier for everyone. Our mission is to ensure the Internet is a global public resource, open and accessible to all. An Internet that truly puts people first, where individuals can shape their own experience and are empowered, safe and independent.

EPIC
EPIC is a public interest research center in Washington, DC seeking to protect privacy, freedom of expression, and democratic values in the information age. Our mission is to focus public attention on emerging privacy and civil liberties issues and to protect privacy. A few key areas we tackle include, but are not limited to, consumer privacy, Big Data, Cybersecurity, and Data Protection.

FIREFOX
Firefox was created by Mozilla as a faster, more private alternative to browsers like Internet Explorer, and now Chrome. Today, our mission-driven company and volunteer community continue to put your privacy above all else through our Personal Data Promise: Take less. Keep it safe. No secrets. Your data, your web activity, and your life online are protected with Firefox.

EX.01.04
Client Overview
December 09, 2022

PROJECT
ENCODED
The Balanced Data Experience

CLIENT
BLACK MARKET FLEA

PARTNERSHIP + SUPPORT
Mozilla
Mozilla puts people before profit, creating products, technologies and programs that make the internet healthier for everyone. Our mission is to ensure the Internet is a global public resource, open and accessible to all. An Internet that truly puts people first, where individuals can shape their own experience and are empowered, safe and independent.

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10th Ave
15th ST
16th ST
FULL SITE PLAN
Scale: NTS

B3
SB
SC

DILLER VON FURSTENBERG SUNDECK
CHELSEA MARKET PASSAGE
14TH ST PASSAGE

LEGEND:
SA
SB
SC
**PROJECT GOALS**

**THIS EXHIBIT WILL . . .**

Make the consumer the hero of the brand story/experience.

Highlight the power of consumer choice in recognizing that people do not buy goods and services—they buy relations, stories, and magic.

Distinguish the balance between the ultimate freedom of choice and the convenience of personalized, algorithmic decision-making.

Re-imagine the historical role of public-facing flea markets within the context of omnichannel consumer experiences to create a modern, dual-connected brand and consumer relationship.

Amplify the power of the black dollar via black consumerism through Black Market Flea’s introduction to the New York market, recognizing that it is more than a social space, but it is in fact a catalyst for growth and equity amongst the many businesses for which they hold space.

**EXPERIENCE GOALS**

**VISITORS WILL ENGAGE IN . . .**

Navigating the convenience of algorithmic data mining vs. consumer privacy.

Consumer power and its collective ability to reinvest in economic prosperity, understanding that “to whom you give your money, is whom you give your power.”

How personal data insights are transmitted and collected to offer a more personalized brand experience.

Understanding one’s digital traces and the backend interactions that occur through hyper-personalization within the everyday, digital ecosystem.

**EDUCATION GOALS**

**VISITORS WILL LEARN . . .**

How to transform every, environmental retail moment with real-time, algorithmic decision-making.

How to interact through seamless, AI-enabled experience touchpoints, catering to their context-driven, consumer choices.

How to engage in kinetic role play navigating as one’s encoded data set within the Metaverse among our traditional day-to-day routine.

How to engage in mixed media integrations, encouraging more informed decision-making as it concerns consumer digital data rights.

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EVERYDAY PEOPLE
Data Analytics, Algorithmic Personalization, The End of Privacy.

MIND THE GAP
Lack of Personalization vs Privacy, Generational Divide, Change Seekers.

CONSUMER CONNECTION
Consumer Consumption, Buying Habits, Attention to Detail, Recommendations, Individuality, Convenience.

ONE OF A KIND
Tailor Made, Individuality, Custom, Premium.

FOR US BY US

UNAPOLOGETIC
Curation, Edge, Community, Diversity, Bold.

ALL EYES ON YOU
Terms and Conditions May Apply, Big Tech, Digital Connectivity.

THE HALO EFFECT
Safeguarding Culture, Acknowledgement, Trust, Solution, Respect.

ADD TO CART
To Whom You Give Your Power, Is Whom You Give Your Power, Identity, Conveyors of Culture.

EVERYDAY PEOPLE

EX.01.06

EXHIBITION OVERVIEW

This project aims to add awareness and discovery to the consumer experience by understanding the history of the digital age and pop-up marketing, as well as, their future by prioritizing personalized interactions that foster unique customer experiences through leveraging individual data insights.

Presenting the allure and ease of algorithmic personalization juxtaposed against personal digital privacy, this experience empowers visitors to unapologetically reclaim their digital narrative as a means to safeguard the very aspect of their future customer experiences. Through interactive, on-site programming and scalable mixed media integrations, visitors serve as conveyors of today's culture, educated on what is unconsciously relinquished through their participation in data analytic touch points.

By exploring multiple perspectives on individual's blind consent to the harnessing of their data insights, it weighs the appeal of hyper-personalization versus that of the end of privacy. Visitors are therefore activated on the value of their collective buying power, becoming more cognizant of the enjoyment of these technological advances and affiliated opportunities to maintain data integrity, security, and privacy.
CONSUMER PERSPECTIVE

WHEN PRIVACY ISN’T POLICY
Hyper-personalization through rose colored lenses

BLACK BUYING POWER
FREEDOM OF CHOICE

VISITOR I

BIG TECH + SMALL BUSINESS
PERSPECTIVE

TERMS AND CONDITIONS APPLY
The backend experience of data collection

VISITOR II

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KEY PLAN

DRAWN BY
MARLYKA WILLIAMS

SCALE
NTS

DATE
December 09, 2022

DRAWING NAME
Visitor Experience Diagram

EX.01.09
INTERPRETIVE APPROACH

Upon entry, the visitor journey begins with a choice, prompting attendees to “Opt-In” or “Opt-Out” of allowing their activity to be digitally tracked. Attendees who “Opt-In” receive the “Heightened” exhibition experience, becoming affiliated by their digital identity or “encoded user number,” which grants them access to a hyper-personalized, recommendation-based shopping experience. Whereas visitors who “Opted-out,” experience the “Core” exhibit experience, fostering an exploratory-based shopping experience.

In both tiers, visitors navigate the double-ended experience featuring the relationship between Big Tech companies, consumers, and private data. Through the linear exploration of these viewpoints, visitors engage with physical objects, gamified mixed media, and first-person narratives, fostering the awareness of the many touchpoints of the passive collection of smartphone data and individual data insights derived therefrom hyper-personalized content.

The experience culminates in granting autonomy to black consumers, highlighting the freedom to decide how private data and information ought to be used and shared. Consumers hold a lot of power; thus, if we demand that privacy is embedded into the services we use, companies will understand that privacy is a feature, not a bug.
DIRECTIONAL WAYFINDING

The visitor journey begins with an introduction to the exhibit’s presence along the High Line via on-site wayfinding dispersed throughout key circulation zones. Freestanding directional navigators reinforce the intended travel path along visitor’s vertical visual plain.
**DIRECTIONAL WAYFINDING**

Ground adhered floor graphics provide additional navigation which aid in capturing visitors attention along the horizontal plain.
MIND THE GAP

Upon arrival, visitors are met by an introductory question, enabled digitally as a geo-location triggered pop-up on their personal devices and physically, as displayed on the exhibit's entry walls. To begin the experience, visitors must choose whether they would like to “opt-in” or “opt-out” of allowing ENCODED to track their movement and interactions both within the exhibition and across affiliated vendor websites.
Visitors who “Opt-In” receive the enhanced visitor experience, where they will unlock their ENCODED digital user number and avatar to interact and view personalized suggestions generated from their interactions within the experience. Visitors who “Opt-Out” will experience the core exhibition experience, unlinked to the digital interface, but are free to explore the content at their leisure without the added personalization tools.
CONSUMER CONNECTION

Visitors gain a deeper understanding of the backend digital process from central displays where they can move throughout each panel to learn key topics that encapsulate data-driven personalization. Outlined call-outs of both "Big Tech" and "Consumer" perspectives flank each outer panel. The central most tier displays an encased featured fashion piece from an affiliated Black Market Flea vendor.
ALL EYES ON YOU

Visitors are then introduced to the stories of Black Market Flea vendors through interior and exterior rear screen projections of looped video content.
ALL EYES ON YOU

Here, they can watch and hear first-person perspectives from small business owners relaying why they utilize algorithmic personalization to offer better online and in-store shopping experiences to consumers. On days of Black Market Flea events, visitors will be able to watch a live-stream of vendor interviews and event clips.
As visitors exit, they arrive at the last exhibition zone within 14th St. Passage. They are met by shoppable fashion, ceramic, and lifestyle pieces from signature Black Market Flea brands along the exterior and interior of the structure encased within infinity mirror display cases.
Printed content labels capture each product’s scannable QR codes. All visitors can scan to view additional vendor and product information; however, visitors who “Opted-in” receive the additional opportunity to unlock and rate personalized styling recommendations offered for products they are interested in.
EVERYDAY PEOPLE

Continuing the visitor journey along the Diller Von Furstenberg Sundeck, visitors see large sculptural portals housing acrylic graphic content displays. Each panel features sample provocative questions alluding to the relationship between consumers, companies, technology and private data. Each panel integrates QR codes linked to the microsite where visitors can reveal the answers and learn more about each posed question.
THE HALO EFFECT

Nearest the center of the sundeck, visitors can utilize their mobile devices to view architectural mixed reality (XR) content linked to the immediate surrounding facades through a sculptural mirrored art display as entry point.
THE HALO EFFECT

In partnership with EPIC, here they are able to see the live overlays of the simultaneous digital Metaverse event and participating Black Market Flea visitor avatars. A gamified "tracker web" scavenger hunt will appear virtually revealing who's been lurking in their digital shadows alongside short questions related to their digital footprint and technological use. The objective is to collect five locks hidden throughout the experience, which will appear based on their selections, illuminating the values they would like amplified for consumer privacy reform.
As visitors approach Chelsea Passage, they arrive at a vintage denim customization booth. Payment, however, is strictly data. In order to customize their product, the stunt requires visitors to complete an affiliated data questionnaire requiring selections to be made through providing similar personal information given throughout many online data-driven touchpoints (i.e. name, email, phone number). Additional, unorthodox questions are incorporated to generate contemplation (i.e. pet’s name, the last website browsed, the last item purchased, etc.). All information shared; however, is at the discretion of each visitor.
**FOR US BY US**

Nearby, visitors who "Opted-in" can book one of the two, themed, phygital fitting rooms, where they can pair with a personal stylist from the event who pre-selects digital clothing options based on the data captured from their engagement throughout the experience. Within, visitors can virtually try-on and view the garments in real-time through the interactive mirrored and screened rooms.
FOR US BY US

Visitors who "Opted-out" can also participate in the virtual try-on sessions through their personal smart mobile devices alongside adjacent exhibition mirrors to capture and share the AI-enabled digital garment filters. To encourage engagement, the exhibition incorporates a rewards system to unlock custom content, such as exclusive digital outfits from the featured fashion brands for their virtual avatars. Additional co-creation integrations of real-time user ratings also better enhance these recommendations.
FOR US BY US

Reinforcing the element of privacy and the lack-thereof within the corporatization of the Internet, Two-way mirrors are layered in allowing passerbys to view a few of these visitor interactions.
UNAPOLOGETIC

To conclude the experience, visitors arrive at an immersive “data day” visualization. Visitors can approach the available kiosks to provide a biometric face scan or complete a digital multiple choice questionnaire to quantify their typical daily digital interactions. For those who “Opt-out” of providing the biometric face scan, their questionnaire will pair to one of the pre-programmed data profiles.
UNAPOLOGETIC

For visitors, who “Opt-In”, the experience will activate by sharing an artistic, visual interpretation of their face scan along the screened interfaces in relation to the metaverse digital world. This visual, then, transforms into insights of backend third party trackers affiliated with the touchpoints emphasized throughout their daily routine. Through kinetic interactions, visitors can simply speak a few words or move their bodies to see how these interactions change when in close location to others. This interactive experience is also scaled online for wider reach, connecting to visitors from anywhere in the world.
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**EX.02.01**

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**KEY PLAN**

**DRAWN BY** MARLYKA WILLIAMS

**SCALE** NTS

**DATE** December 09, 2022

**DRAWING NAME** Graphic Schedule I
### GRAPHIC SCHEDULE

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<td>XR.GR75</td>
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<td>C02.GR76</td>
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<td>J</td>
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<tr>
<td>C06.GR78</td>
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<td>Kiosk Digital Display</td>
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### KEY PLAN

![Full Site Plan](image)

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GRAPHIC SPECIFICATIONS

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<td>A</td>
<td>1/8&quot; colored Blue 5B021 GT ACRYLITE® Premium Panels, encased within reflective chrome metal frame, blind fasteners, direct print, first surface type, second surface color and graphic, UV overlam</td>
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<tr>
<td>B</td>
<td>1/8&quot; colored Blue 5B021 GT ACRYLITE® Premium Panels, encased within reflective chrome metal frame, blind fasteners, direct print surface type and/or graphic, UV overlam</td>
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<tr>
<td>C</td>
<td>1/8&quot; colored Ruby 3B020GT ACRYLITE® Premium Panels, encased within reflective chrome metal frame, blind fasteners, direct print surface type and/or graphic, UV overlam</td>
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<tr>
<td>D</td>
<td>1/8&quot; colorless ACRYLITE® Satinice Panels, encased within reflective chrome metal frame, blind fasteners, direct print surface type and/or graphic, UV overlam</td>
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<tr>
<td>E</td>
<td>Direct Print on Vinyl, 2&quot; boarder, direct to surface application</td>
</tr>
<tr>
<td>F</td>
<td>Surface adhered Vinyl floor graphic</td>
</tr>
<tr>
<td>G</td>
<td>1&quot; Embossed Acrylic Type, Surface adhered to FABBACK® First Surface (2-Sided) Mirror Acrylic sheet</td>
</tr>
<tr>
<td>H</td>
<td>Disublimation on mesh stretched fabric, silicone lined wrapped return, UV overlam</td>
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<tr>
<td>I</td>
<td>1/4&quot; acrylic dimensional letter mounted to 3/4&quot; lazer cut acrylic circles, steel cable strung through acrylic circles with set screws</td>
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<tr>
<td>J</td>
<td>Digital Display</td>
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# Finish Schedule

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<th>Image</th>
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<tr>
<td>Acrylic</td>
<td>ACRL001</td>
<td></td>
<td>1/8&quot; smooth surfaced corrugated acrylic-AcrylBrite® Resist wave profile White Smooth W1621, 72% Translucency</td>
<td>![Acrylic Image]</td>
</tr>
<tr>
<td></td>
<td>ACRL002</td>
<td></td>
<td>ACRYLITE® LED Light Guiding Edge Lit Rod, OEO11 XL</td>
<td>![Acrylic Image]</td>
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<tr>
<td></td>
<td>ACRL003</td>
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<td>1/8&quot; ACRYLITE® Premium FF Ruby Edge 3B020 GT</td>
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<td>ACRL004</td>
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<td>1/8&quot; ACRYLITE® Premium FF Blue 5D021 GT</td>
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<td></td>
<td>ACRL005</td>
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<td>1/8&quot; ACRYLITE® Satinice optimum light diffusion Colorless D001 DF</td>
<td>![Acrylic Image]</td>
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<tr>
<td>Mirror</td>
<td>M1RL001</td>
<td></td>
<td>1/8&quot; ACRYLITE® Reflections mirror Colorless 0A000 X2</td>
<td>![Mirror Image]</td>
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<tr>
<td>Acrylic</td>
<td>M1RL002</td>
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<td>1/8&quot; ACRYLITE® Reflections mirror Blue 5C02B X2</td>
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<tr>
<td></td>
<td>M1RL003</td>
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<td>1/16&quot; ACRYLITE® Gallery non-glare P99 Colorless 0A000 AR</td>
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<tr>
<td></td>
<td>M1RL004</td>
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<td>1/8&quot; FABBACK® First Surface (2-Sided) Mirror Acrylic</td>
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<tr>
<td>Aluminum</td>
<td>ALU001</td>
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<td>Custom Molded Aluminum metal rods, reflective chrome finish</td>
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### Finish Schedule

<table>
<thead>
<tr>
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<th>LOCATION</th>
<th>DESCRIPTION</th>
<th>IMAGE</th>
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<tr>
<td><strong>Aluminum</strong></td>
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<tr>
<td>ALU003</td>
<td>A01, A04, A05</td>
<td>C07, C08, C09</td>
<td>Metal Base with blind fasteners, reflective chrome finish</td>
<td><img src="image1.jpg" alt="Metal Base" /></td>
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<tr>
<td>ALU003</td>
<td>A01, C11</td>
<td>C02, C03, C04, C05</td>
<td>Corrugated Aluminum, reflective chrome finish</td>
<td><img src="image2.jpg" alt="Corrugated Aluminum" /></td>
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<td>ALU004</td>
<td>A02, A04, A05</td>
<td>C07, C08, C09</td>
<td>Embossed Water Ripple metal cladding</td>
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<td><strong>Fabric Mesh</strong></td>
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<tr>
<td>FABMESH01</td>
<td>A02</td>
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<td>PVC Fabric Slats Ceiling Mounted</td>
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<td>FABMESH02</td>
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<td>Stretch fabric mesh with silicone wrapped return</td>
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<td><strong>Wood</strong></td>
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<td>WOOD01</td>
<td>A01, A04, A05</td>
<td>C07, C08, C09</td>
<td>Vertical Wall Substrate, Painted Finish</td>
<td><img src="image6.jpg" alt="Vertical Wall" /></td>
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<td>PNT001</td>
<td>C01</td>
<td>C02, C03, C04, C05</td>
<td>Color Match Pantone 2597 C, satin finish</td>
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<td>PNT002</td>
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<td>C07, C08, C09</td>
<td>Color Match Pantone 72C, satin finish</td>
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<td><strong>Vinyl</strong></td>
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<td>VNL001</td>
<td>C01</td>
<td>C02, C03, C04, C05</td>
<td>Silver Opaque Metal Mirror Decorative Film</td>
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<td>VNL002</td>
<td>C02, C03, C04, C05</td>
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<td>Flexible Mirror Chrome film adhesive vinyl</td>
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<td>L01</td>
<td>LED</td>
<td>Luminis</td>
<td>Line LED WD68 (340 lm/ft)&lt;br&gt;Warm Dim LED Strip: 19k-27k, 19k-24k, or like small profile, high output</td>
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<td>Luminis</td>
<td>Backlight Illumination Matrix Plus High Efficiency Grid LED panel - 24 VDC</td>
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<tr>
<td>L03</td>
<td>LED</td>
<td>Luminis</td>
<td>Recessed LED Spotlight, Micro Optic Narrow Flood</td>
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<tr>
<td>L04</td>
<td>LED</td>
<td>Color Kinetics</td>
<td>RGBW LED Ground Spotlight ColorBurst 6 10° Clear Lens, Black Housing, 25w</td>
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<tr>
<td>AV1</td>
<td>Projector</td>
<td>Benq</td>
<td>LX936ST 4K Resolution Short-Throw Blue Core Laser Projector</td>
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<td>AV2</td>
<td>Interactive Digital Kiosk</td>
<td>Fabricator to Advise</td>
<td>Exhibition Kiosk</td>
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<td>AV3</td>
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<td>Metro Click</td>
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## OBJECT + ARTIFACT SCHEDULE

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<td>Black Market Flea Vendor / Retailer Fur green jumpsuit</td>
<td>Fashion</td>
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<td><img src="image" alt="Craft Antique Gold" /></td>
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## CODE    | DESCRIPTION                                      | MEDIUM                  | IMAGE                                      |
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<td>Black Market Flea Vendor / Retailer Juniper Clay Black bowl basin, matte finish</td>
<td>Ceramics</td>
<td><img src="image" alt="Juniper Clay" /></td>
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<td>A05.LFS. AR012</td>
<td>Black Market Flea Vendor / Retailer Ceramics Meltdown Ceramic basin with primary colors, Patterned gloss finish</td>
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<td><img src="image" alt="Ceramics Meltdown" /></td>
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<td>A05.LFS. AR013</td>
<td>Black Market Flea Vendor / Retailer Camille at the Wheel Stacked ceramic bowls, Embossed crackle finish</td>
<td>Ceramic</td>
<td><img src="image" alt="Camille at the Wheel" /></td>
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<td>A05.CER. AR014</td>
<td>Black Market Flea Vendor / Retailer Cermic bowls of quirky shapes, gloss finish</td>
<td>Ceramics</td>
<td><img src="image" alt="Cermic Bowls" /></td>
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<tr>
<td>A05.CER. AR015</td>
<td>Black Market Flea Vendor / Retailer Tasha Throwes Raw Ceramic vases with white embossed pattern, gloss finish</td>
<td>Ceramics</td>
<td><img src="image" alt="Tasha Throwes Raw" /></td>
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<td>A05.CER. AR016</td>
<td>Black Market Flea Vendor / Retailer Sio Ceramics Coiled vase basin, terracotta matter dried finish</td>
<td>Ceramics</td>
<td><img src="image" alt="Sio Ceramics" /></td>
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<td>A05.CER. AR017</td>
<td>Black Market Flea Vendor / Retailer Tactile Matter Large bowl basin with pastel decorative accents</td>
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<td><img src="image" alt="Tactile Matter" /></td>
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<td>A05.CER. AR018</td>
<td>Black Market Flea Vendor / Retailer Cavo after a good cry candle</td>
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<td><img src="image" alt="Cavo after a Good Cry" /></td>
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<td>Black Market Flea Vendor / Retailer Harlem josephine candle</td>
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<td><img src="image" alt="Harlem Josephine" /></td>
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<td>A05.CER. AR020</td>
<td>Black Market Flea Vendor / Retailer Marie burgos calebasse candle</td>
<td>Lifestyle</td>
<td><img src="image" alt="Marie Burgos Calebasse" /></td>
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<tr>
<td>CODE</td>
<td>DESCRIPTION</td>
<td>MEDIUM</td>
<td>IMAGE</td>
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<td>------------------------------------------------------------------------------</td>
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<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae Tryna Stay Sucka Free in a world</td>
<td>Photography</td>
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<tr>
<td>AR021</td>
<td>full of lollipops</td>
<td>Prints</td>
<td></td>
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<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae Views from the DJ booth of visitors</td>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>AR022</td>
<td>and guests</td>
<td>Prints</td>
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<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae Performer and MC by branded</td>
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<tr>
<td>AR023</td>
<td>banner and Beehive marquee</td>
<td>Prints</td>
<td></td>
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<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae All that glitters, wall of gold</td>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>AR024</td>
<td>hoops</td>
<td>Prints</td>
<td></td>
</tr>
<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae Energy of the flea, black men</td>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>AR025</td>
<td>dancing rhythmically</td>
<td>Prints</td>
<td></td>
</tr>
<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae Hands holding Black Market Flea</td>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>AR026</td>
<td>Frequency Bucks</td>
<td>Prints</td>
<td></td>
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<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Photographer Zay Monae Black men exhibiting joy on the</td>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>AR027</td>
<td>roller rink</td>
<td>Prints</td>
<td></td>
</tr>
<tr>
<td>A04.PRT.</td>
<td>Black Market Flea Vendor / Retailer Sinalo Ngcaba Canvas printing of</td>
<td>Poster</td>
<td></td>
</tr>
<tr>
<td>AR028</td>
<td>softened/angelic black woman</td>
<td>Prints</td>
<td></td>
</tr>
<tr>
<td>A04.PRT.</td>
<td>Black Market Flea Vendor / Retailer Sinalo Ngcaba Linoleum block print of</td>
<td>Poster</td>
<td></td>
</tr>
<tr>
<td>AR029</td>
<td>black city youth</td>
<td>Prints</td>
<td></td>
</tr>
<tr>
<td>A03.PRT.</td>
<td>Black Market Flea Vendor / Retailer Sinalo Ngcaba Black diaspora male</td>
<td>Poster</td>
<td></td>
</tr>
<tr>
<td>AR030</td>
<td>featuring cool hues in contrasting negative space</td>
<td>Prints</td>
<td></td>
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PLANS, SECTIONS, + ELEVATIONS
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**DISCLAIMER**

**SB DIMENSIONED FLOORPLAN - DILLER VON FURSTENBERG SUNDECK**

**SCALE**

3/32" = 1'-0"

**DATE**

December 09, 2022

**DRAWING NAME**

SB Dimensioned Floorplan

**EX.03.04**
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REGISTERED PROJECT NAME
ENCODED
The Black Market Data Experience

CLIENT
BLACK MARKET
FLEA

PARTNERSHIP + SUPPORT
Black Market
Flea

KEY PLAN

1. SC DIMENSIONED FLOORPLAN - CHELSEA PASSAGE

Scale: 3/32" = 1'-0"

EX.03.05

DATE
December 09, 2022

DRAWING NAME
SC Dimensioned Floorplan

DRAWN BY
LELYKA WILLIAMS
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**DISCLAIMER**

**SC GRAPHIC LOCATION PLAN - CHELSEA PASSAGE**

**SCALE:** 3/32" = 1'-0"  **DATE:** December 09, 2022  **DRAWING NAME:** EX.03.08  **DRAWN BY:** MARLYKA WILLIAMS  **LEGEND:**

- INTRODUCTION
- EXHIBIT CONTENT
- LABELS
- DIGITAL MEDIA
- WAYFINDING
- MURALS

**EXHIBITION & EXPERIENCE DESIGN**

**FASHION INSTITUTE OF TECHNOLOGY**

School of Graduate Studies

272 West 27th St

New York, NY 10011

**PROJECT**

**ENCODED - The Hidden Data Experience**

**CLIENT**

**BLACK MARKET FLEA**

**PARTNERSHIP + SUPPORT**

Black Market

Flea

**KEY PLAN**

**FULL SITE PLAN**

Scale: NTS

**LEGEND:**

SA
SB
SC
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**KEY PLAN**

**DRAWN BY** MARYKA WILLIAMS

**SCALE** 3/32" - 1'-0"

**DATE** December 09, 2022

**DRAWING NAME**

SC Material Plan

**EX.03.11**

**PROJECT**

**CLIENT**

BLACK MARKET FLEA

**PARTNERSHIP + SUPPORT**

Black Market

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**KEY PLAN**

**DRAWN BY**  Marlyka Williams

**SCALE**  3/32" - 1'-0"

**DATE**  December 09, 2022

**DRAWING NAME**  SA object + Artifact Plan

**EX.03.14**
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**KEY PLAN**

**DRAWN BY** Marlyka Williams

**SCALE** 1/16" - 1'-0"

**DATE** December 09, 2022

**DRAWING NAME** SA + SB Site Sections

**CLIENT** Black Market Flea

**PARTNERSHIP + SUPPORT**

**PROJECT** ENCODED

Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY
School of Graduate Studies
272 West 27th St
New York, NY 10011

---

**SA WEST SECTION - 14TH STREET PASSAGE**

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

**SB WEST SECTION ELEVATION - DILLER VON FURSTENBERG SUNDECK**

Scale: 1/16" = 1'-0"
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**KEY PLAN**

**SCALE** 1/16" = 1'-0"

**DATE** December 09, 2022

**DRAWN BY** MARLYKA WILLIAMS

**CLIENT** BLACK MARKET FLEA

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**EX.03.17**

**SC WEST SECTION - CHELSEA PASSAGE**

Scale: 1/16" = 1'-0"
GRAPHIC SYSTEMS
**VISUAL COMMUNICATION BRIEF**

Inspired by the cylindrical shapes and circles found in the many “digital buttons” consumers regularly interact with throughout the day, the visual identity for Encoded: The Backend Data Experience takes a multi-layered approach, juxtaposing the micro and macro viewpoints of both consumers and big tech surrounding digital personalization.

Through transitional color gradations of indigo, fuschia and colbalt, these colors were chosen to infer the tech driven environment and content which it is based upon. The visual references bears familiarity to data-driven binary coding, and is representative of the past and present Internet origins to that of its corporatization. Whereas fuschia and purple colorways were utilized to represent the enjoyment of consumers when interacting with data-driven personalized content. These color combinations, paired with halftone image treatments and complimentary soft tone accents add bold pops of intrigue to the graphic hierarchy.

Similarly, Neue Machina Inktrap Regular is utilitized as the title font, encompassing a distinctive minimal typographic design featuring mechanical subtleties that playfully alude to the sleek visual nature of coding. The complimentary, Open Sans Regular is then utilized for all body copy, boasting a large x-height for easy readability and overall cohesion to the exhibition's
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**EX.04.08**

Pre Visit Strategy I
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DISCLAIMER

PROJECT

ENCODED

The Backyard Data Experience

CLIENT

BLACK MARKET
FLEA

PARTNERSHIP + SUPPORT

Black Market

Flea

EX.04.10

Pre Visit Strategy III

December 09, 2022

 scales

FULL SITE PLAN

Scale: NTS

10th Ave

15th ST

16th ST

15th ST

Elevator at 14 St & 8 Av

WIRELESS SERVICE AVAILABLE
EXHIBITION COLLATERAL

Within the pop-up, visitors are prompted to take a biometric face scan to engage with one of the main experiences within the event. From this scan, they can opt to receive their very own one of a kind exhibition merchandise featuring their stylized face print as the graphic treatment. This is also incorporated as NFT, offering the exclusive digital merchandise range for their metaverse avatars as well.
EXHIBITION COLLATERAL

The face scan graphic sweatshirt will be screen printed and shipped to each participant along with an accompanied informational pamphlet to further provide educational content in relation to biometric data security in our digital age. Participants, who opted-out of generating their face scan in the exhibit will have the opportunity to select from the option ranges of other branded merchandise on site.
**DOCENT ATTIRE**

Throughout the experience, affiliated exhibition docents will be present to assist visitors perform various transactions throughout the on site shoppable zones, as well as stationed within the technology driven activity areas. These guides will be dressed in the displayed attire as depicted above with the option to bring in their unique style through their choice of paired outerwear.
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LYKA WILLIAMS
Exhibition & Experience Design
FAHISON INSTITUTE OF TECHNOLOGY
School of Graduate Studies
272 West 27th St
New York, NY 10011

PROJECT
ENCODED_
The Blackened Data Experience

CLIENT
BLACK MARKET FLEA

PARTNERSHIP + SUPPORT

DISCLAIMER

KEY PLAN

DRAWN BY: MAULYKA WILLIAMS
SCALE: NTS
DATE: December 09, 2022
DRAWING NAME
Graphic Family

EX.04.14
EXHIBITION DETAILING
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**KEY PLAN**

**DRAWN BY**: Marlyka Williams

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

**DATE**: December 09, 2022

**DRAWING NAME**: Wayfinding I

**EX.05.01**
not the only one interested in your private life? What is personal data in the age where data is everything but personal?

Encoded: The Backend Data Experience sets the tone to promote agency within consumerism, particularly the $1.3 trillion black consumer industry to ultimately highlight the importance of black buying power.

At its core, the exhibit seeks to empower consumers by exploring the concept: "What is everything but personal?" from both consumer and retailer viewpoints. We invite you explore and consider why your personal data so important. And consequently, should consumers have a say in how companies collect and use their personal data?

This pop-up exhibition features brands and vendors from Black Market Flea, illustrating that as consumers, the power of the black dollar holds a lot of commercial power and can therefore instill collective action when utilized effectively.

We value your privacy + your freedom to choose: "Opt-In" to keep your data private, and enjoy your exploration without integrated participating retailer’s apps and websites would be collected.

"Opt-Out" to keep your data private, and enjoy your exploration without your data and activity throughout this exhibition and across the digital assistance.

"Opt-In" to keep your data private, and enjoy your exploration without your data and activity throughout this exhibition and across the digital assistance.

Presented By:

December 09, 2022

LATINA WILLIAMS

EX.05.03
Digital technology and 'free' services have brought convenience, simplicity and accessibility to our lives. As you surf the Web, information is being collected about your movements, online searches, and social media interactions, and your user search history, shopping habits, and user preferences are recorded. Retailers therefore use your personal data as a service tool to offer online and offline consumer experiences that are personalized to your anticipated wants and needs.

Retailers have grown an increasingly important role in the shopping experience. As small and mid-sized retailers increasingly tie people's real-life identities to their online browsing experiences, personalization doesn't just benefit the consumer-brand relationships. Black Market Flea vendors are interested in implementing the data-driven AI tools that are utilized to facilitate personalized experiences more efficient and enjoyable online into the physical world. Here, you'll hear from Black Market Flea vendors on why data can make your online experience more efficient and personalized. Retailers have grown an interest in implementing the data-driven AI tools to remain competitive.

Overview:

- Digital technology and 'free' services have brought convenience, simplicity, and accessibility to our lives.
- Information is being collected about your movements, online searches, and social media interactions.
- Retailers use your personal data as a service tool to offer online and offline consumer experiences.
- Personalization benefits consumer-brand relationships.
- Black Market Flea vendors are interested in implementing data-driven AI tools.

Data-Driven AI Tools:

- Through devices that use analytics to better understand consumer intelligence and predictive intelligence (AI), retailers increasingly rely on artificial intelligence to develop recommendations and enhance the customer experience.
- Small and mid-sized retailers looking to remain competitive.

Retailer Case Study:

- Retailers today are increasingly tying people's real-life identities to their online browsing experiences.

Personalization Benefits:

- Personalization doesn't just benefit consumer-brand relationships.
- Data-driven AI tools are utilized to facilitate personalized experiences.
- Retailers growing interest in implementing data-driven AI tools.

Web Tracking:

- Web tracking is not 100% evil. Web tracking is collecting information about your browsing habits using your data.
- Personal data can make your online experience more efficient and personalized.

Conclusion:

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PROJECT
ENCODER
The Bilkend Data Experience

CLIENT
BLACK MARKET
FLEA

PARTNERSHIP + SUPPORT
Black Market
Flea

KEY PLAN

EX.05.07
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KEY PLAN

DRAWN BY: MARLYKA WILLIAMS

SCALE: NTS

DATE: December 09, 2022

DRAWING NAME: EX.05.15

A06 + A02 Physical Model
This Design Development Package was created
By Marlyka Williams

In partial fulfillment of the requirements for the degree of
MASTER OF ARTS IN EXHIBITION AND EXPERIENCE DESIGN

December 2022

Michele Washington, Advisor

Peter Hyde, Professor
Brenda Cowan, Professor
Ted Nordlander, Professor

Christina Lyons, Chairperson

Dr. Brooke Carlson, Interim Dean, School of Graduate Studies