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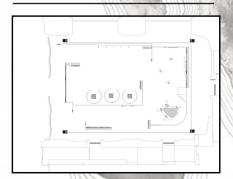
VENUE

Vanderbilt Hall at Grand Central Terminal

CLIENT

The Art Therapy Project

KEY PLAN



DESIGNER

HUA-WEN KAO huawen kao@fitnyc.edu

DESCRIPTION

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EX.0.02

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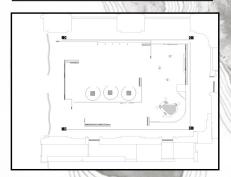
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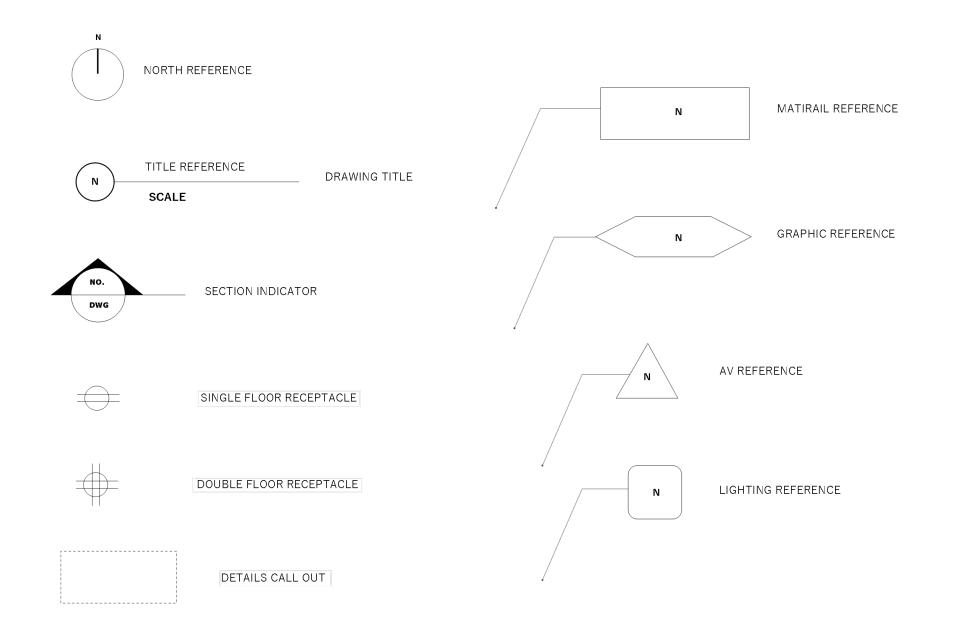
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EX.0.03

SYMBOLS LIST



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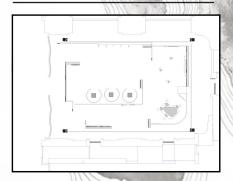
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EX.0.04

EX. 1. 00EXECUTIVE 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.

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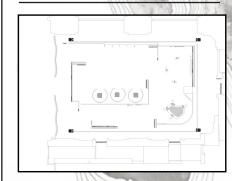
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Big idea

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.

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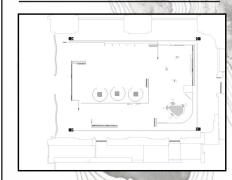
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Audiences

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.

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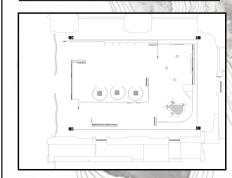
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Interpretive approach

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.

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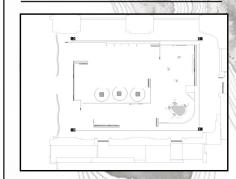
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Project goals

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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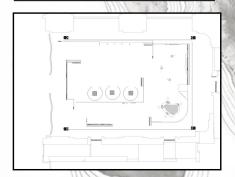
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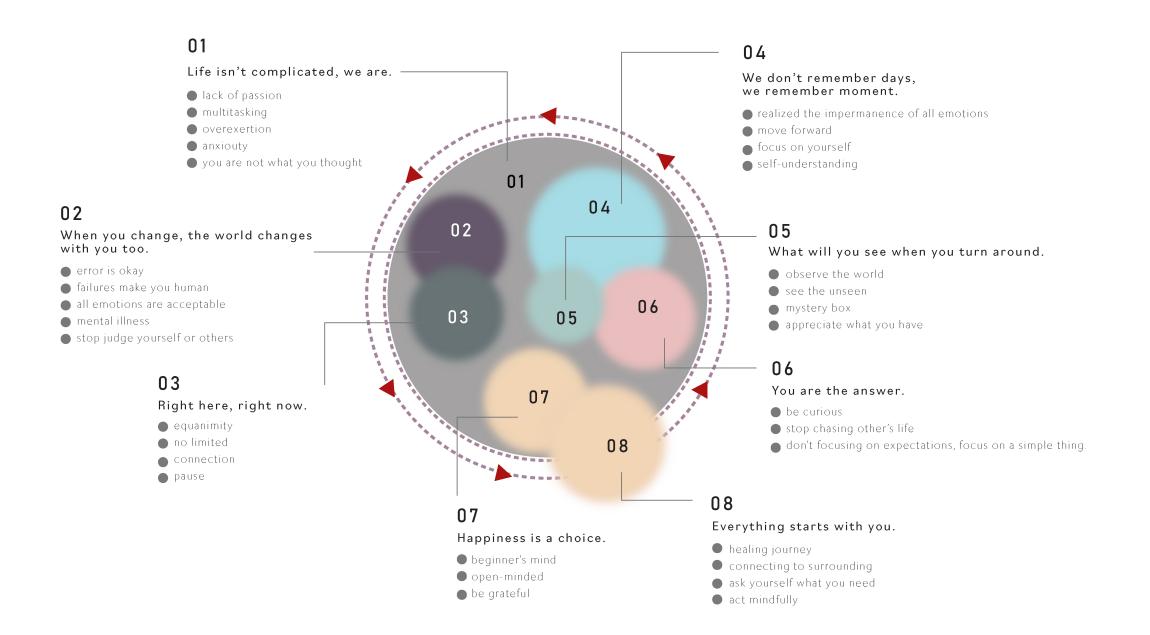
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CONCEPT DIAGRAM



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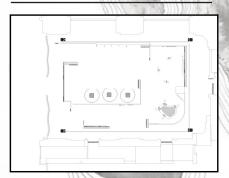
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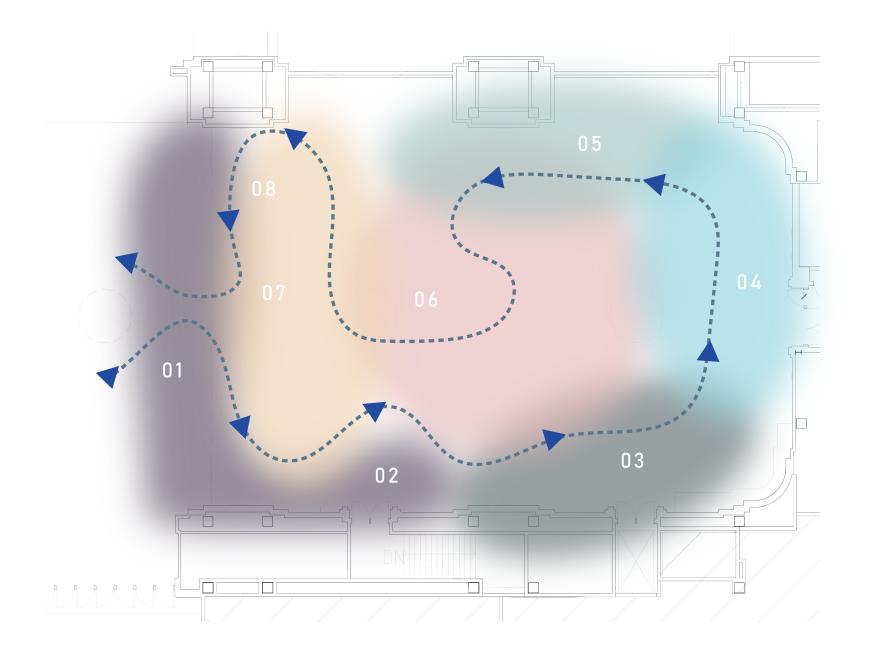
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EMOTION MAP



Stressed

Self-Awareness

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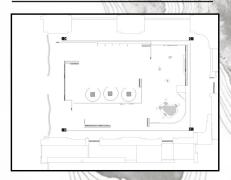
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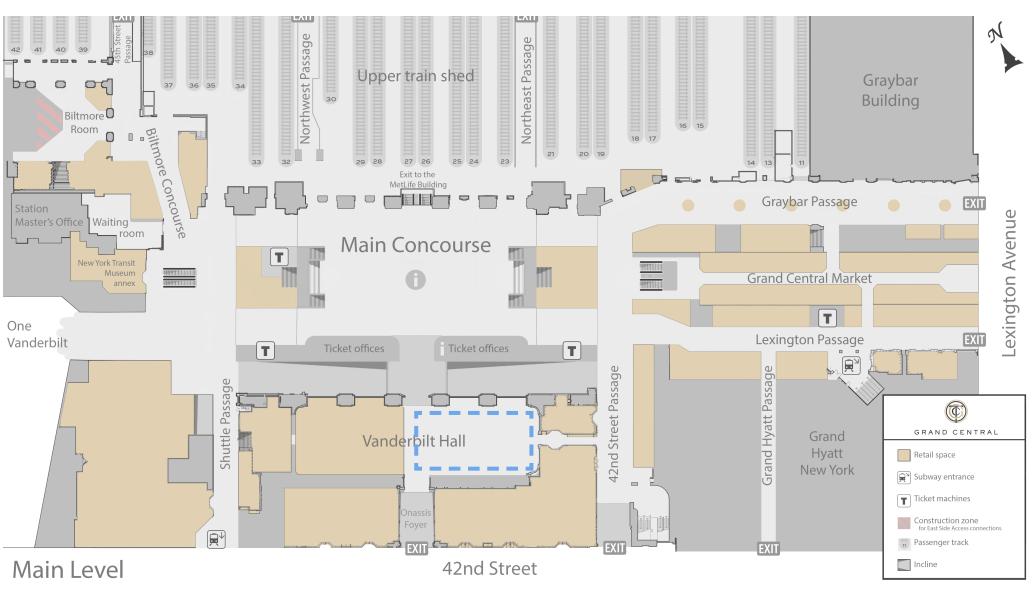
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Exhibition Area

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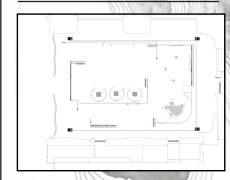
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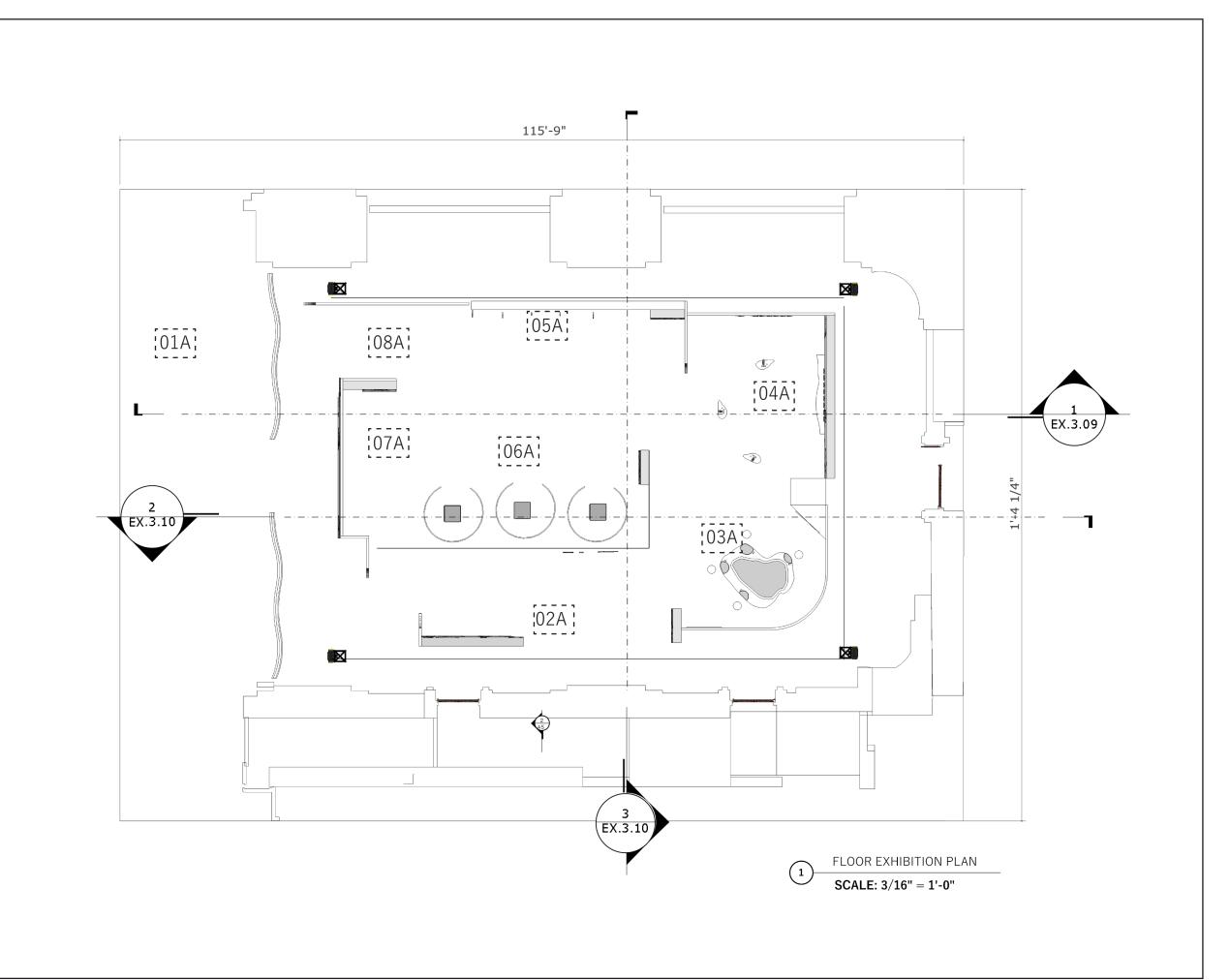
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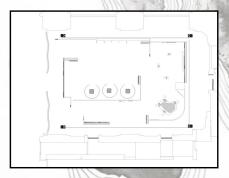
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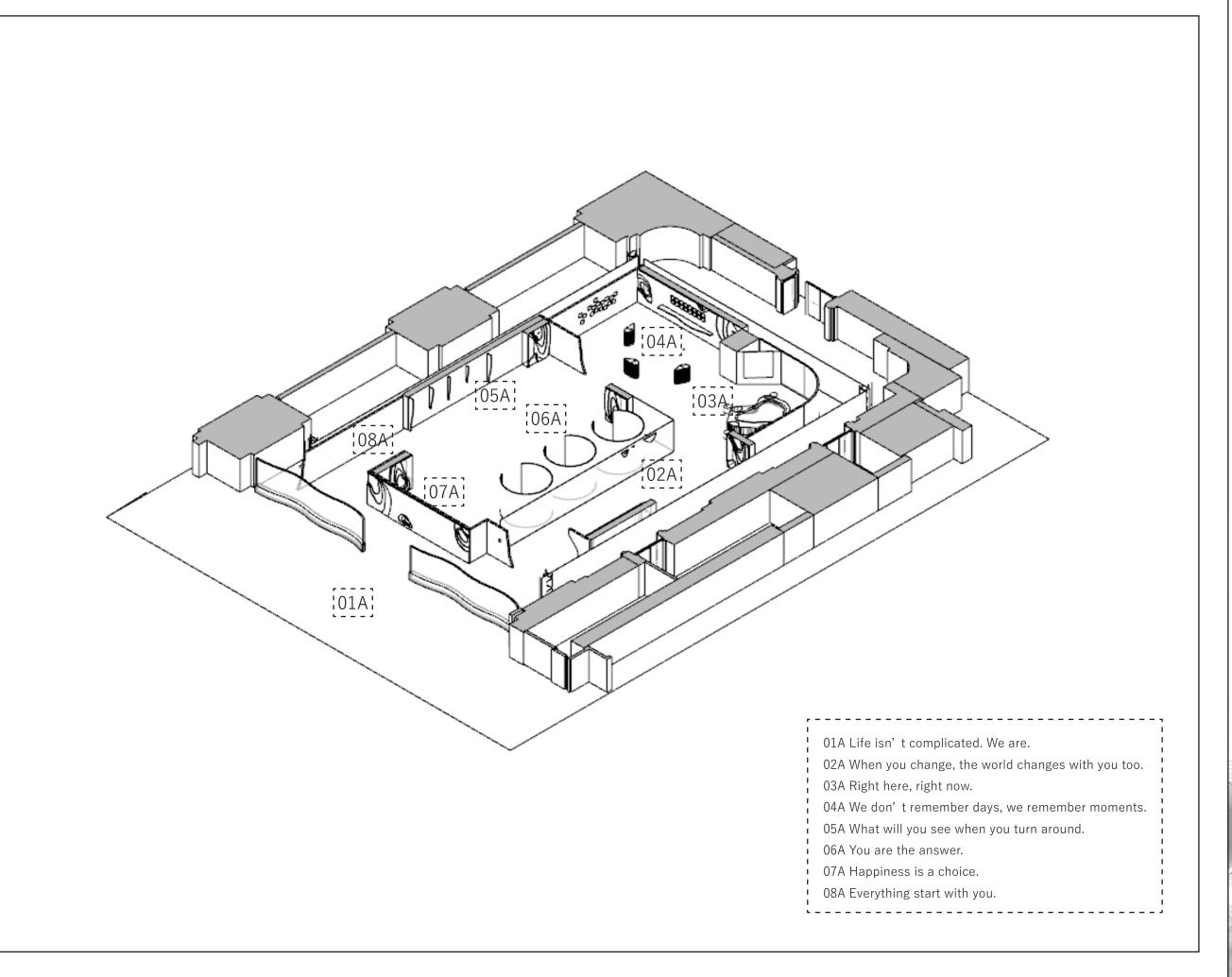
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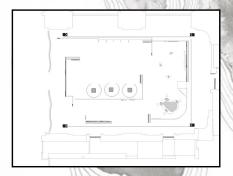
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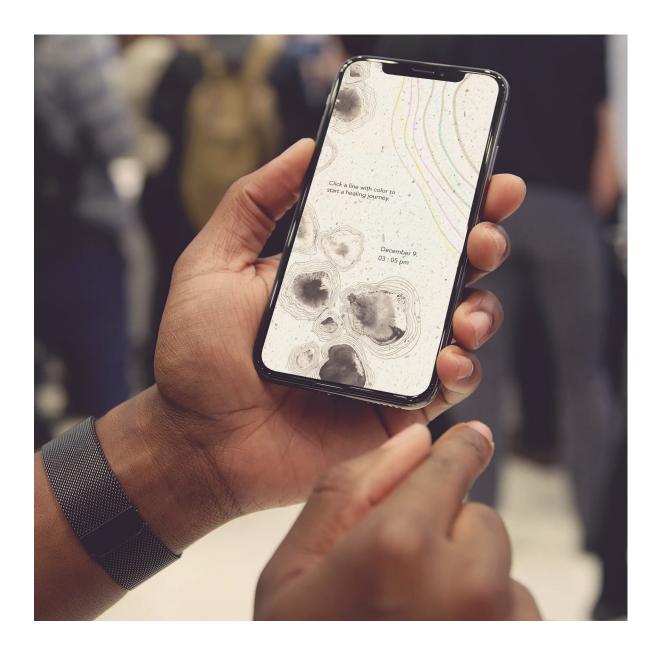
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AUDIO EXPERIENCE



When visitors scan the QR code, they will see six different lines, each color represent 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.







the color in you

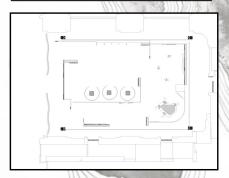
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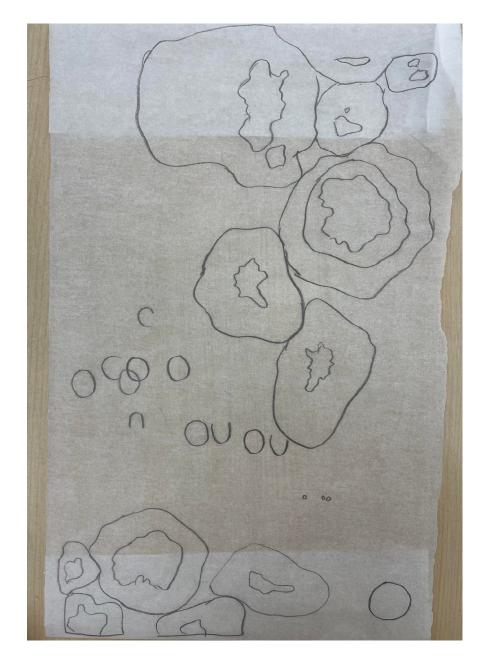
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PAPER MODEL



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.







the color in you

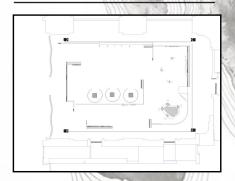
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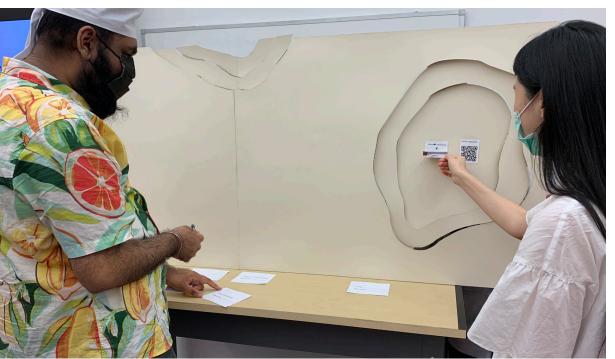
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PROTOTYPE TEST

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.







the color in you

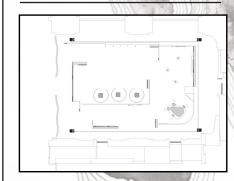
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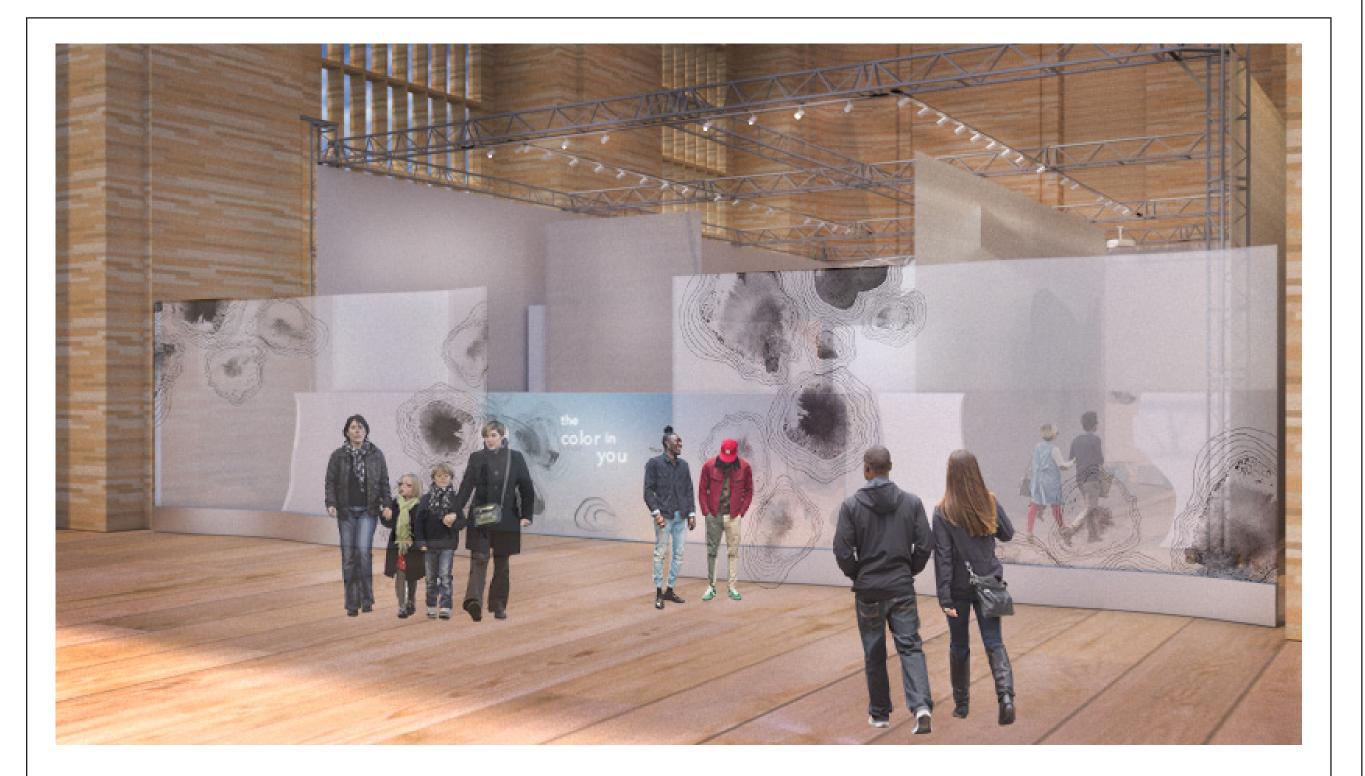
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LIFE ISN' T COMPLICATED. WE ARE

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.

the color in you

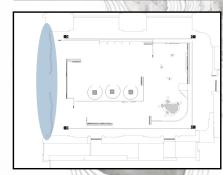
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AUDIO EXPERIENCE - ENTRY

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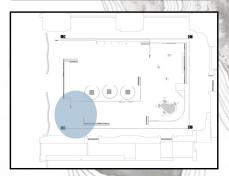
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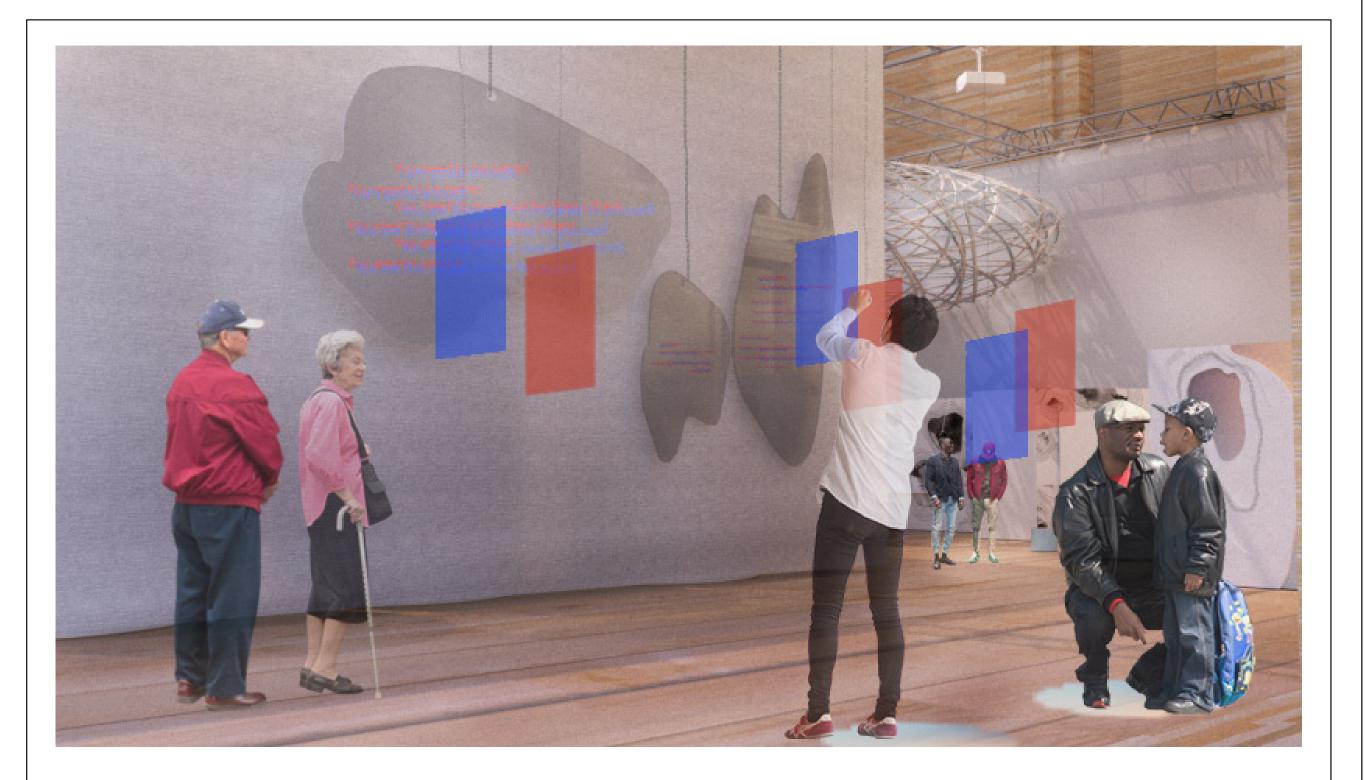
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WHEN YOU CHANGE, THE WORLD CHANGES WITH YOU TOO.

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.

the color in you

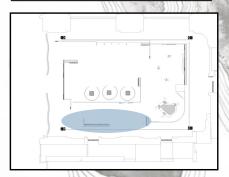
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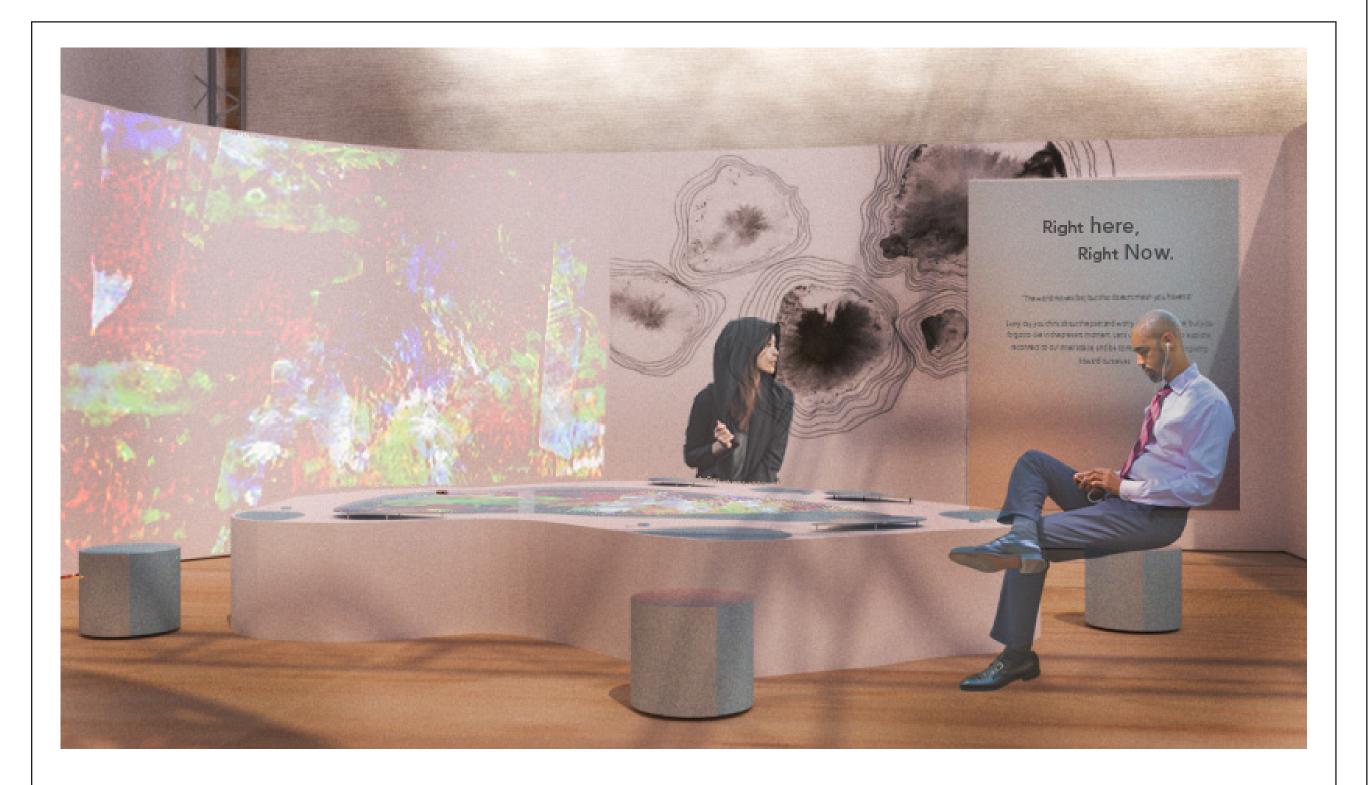
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RIGHT HERE, RIGHT NOW.

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.

the color in you

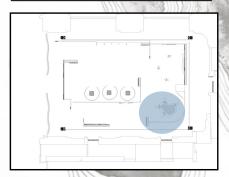
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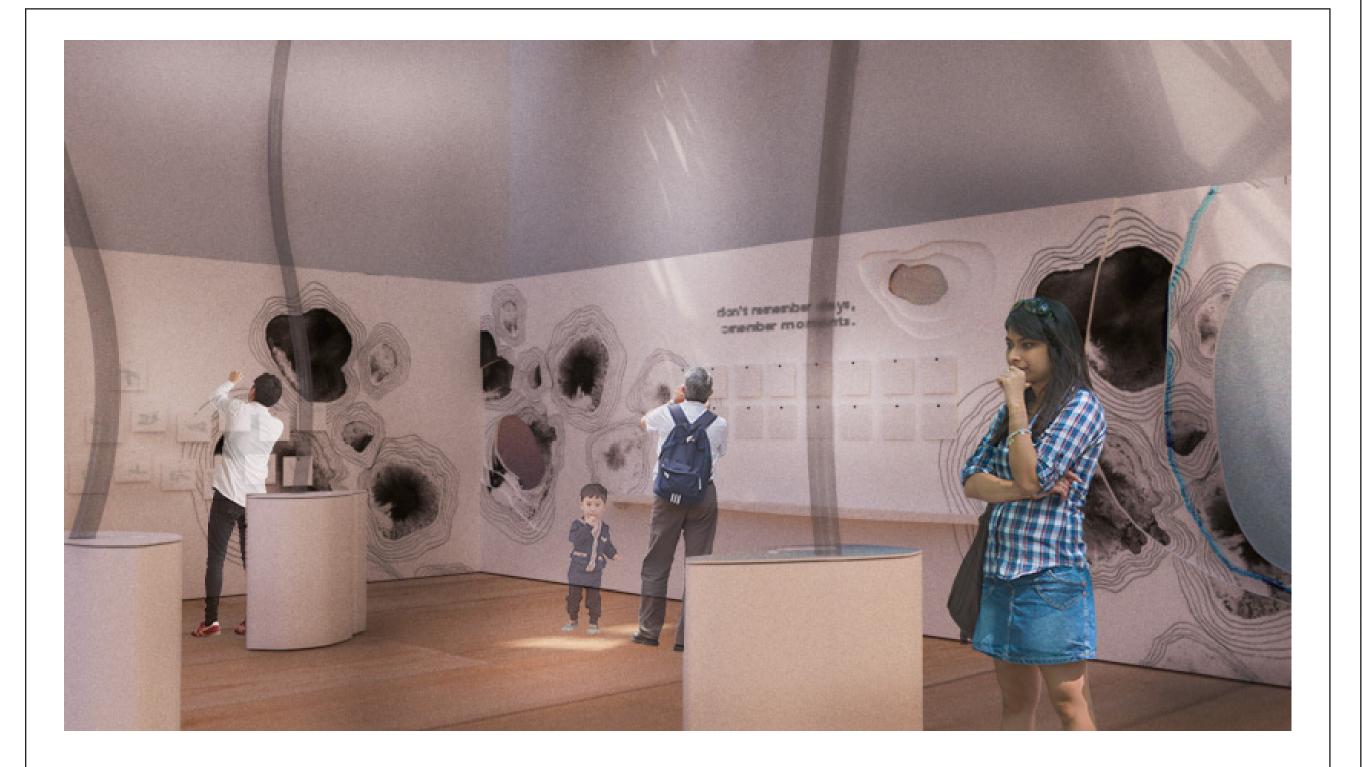
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WE DON' T REMEMBER DAYS, WE REMEMBER MOMENTS.

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.

the color in you

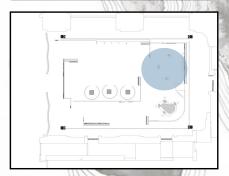
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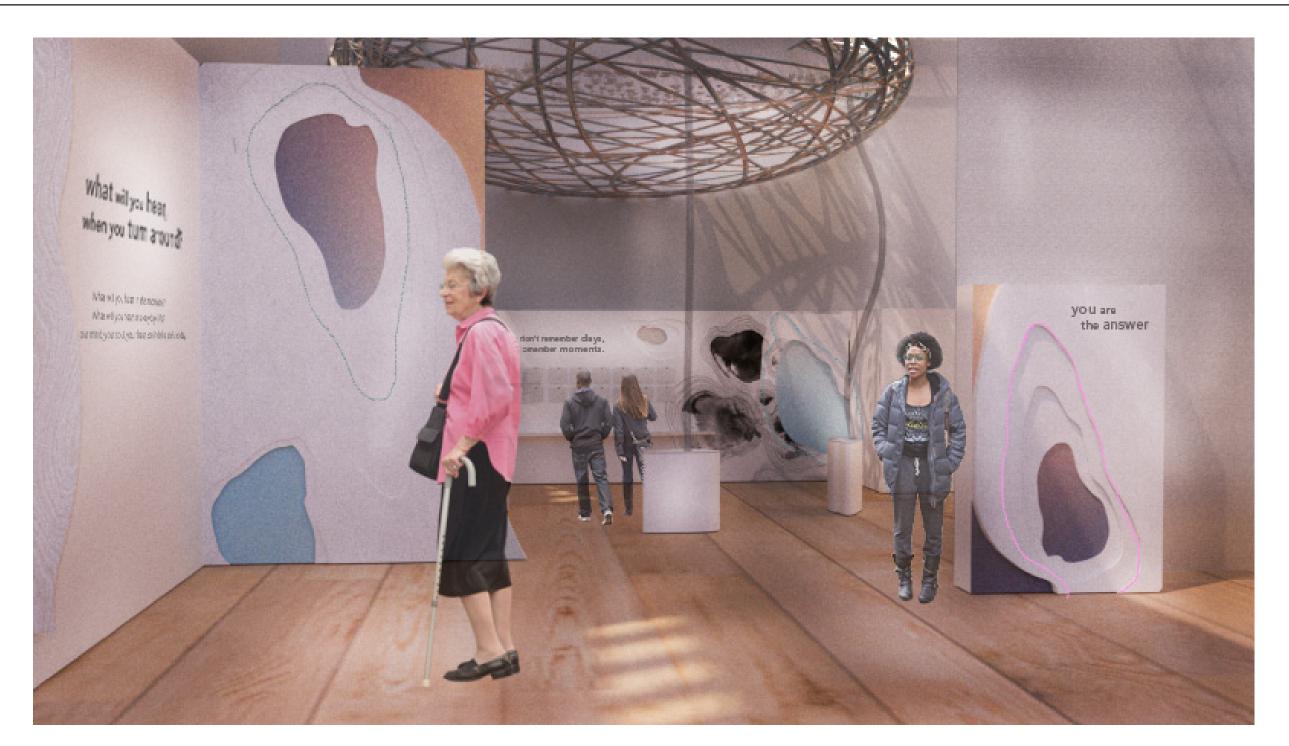
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DATE

DECEMBER 9, 2022

DRAWING NUMBER



The bottled up emotions

the color in you

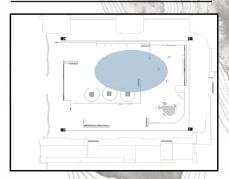
VENUE

Vanderbilt Hall at Grand Central Terminal

CLIENT

The Art Therapy Project

KEY PLAN



DESIGNER

HUA-WEN KAO huawen_kao@fitnyc.edu

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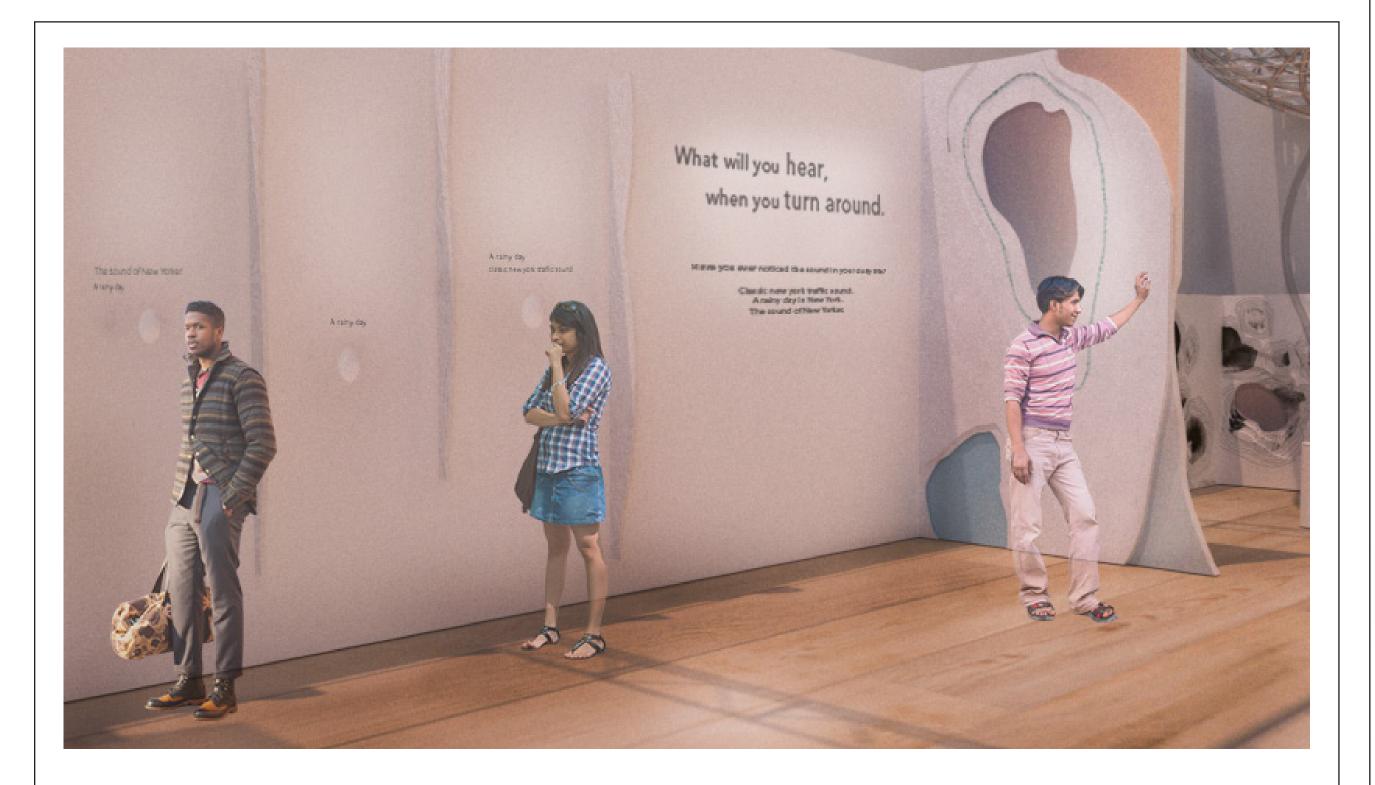
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WHAT WILL YOU HEAR WHEN YOU TURN AROUND?

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.

the color in you

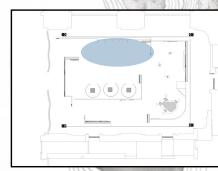
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YOU ARE THE ANSWER.

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.

the color in you

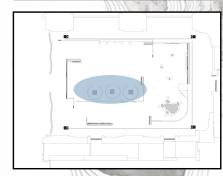
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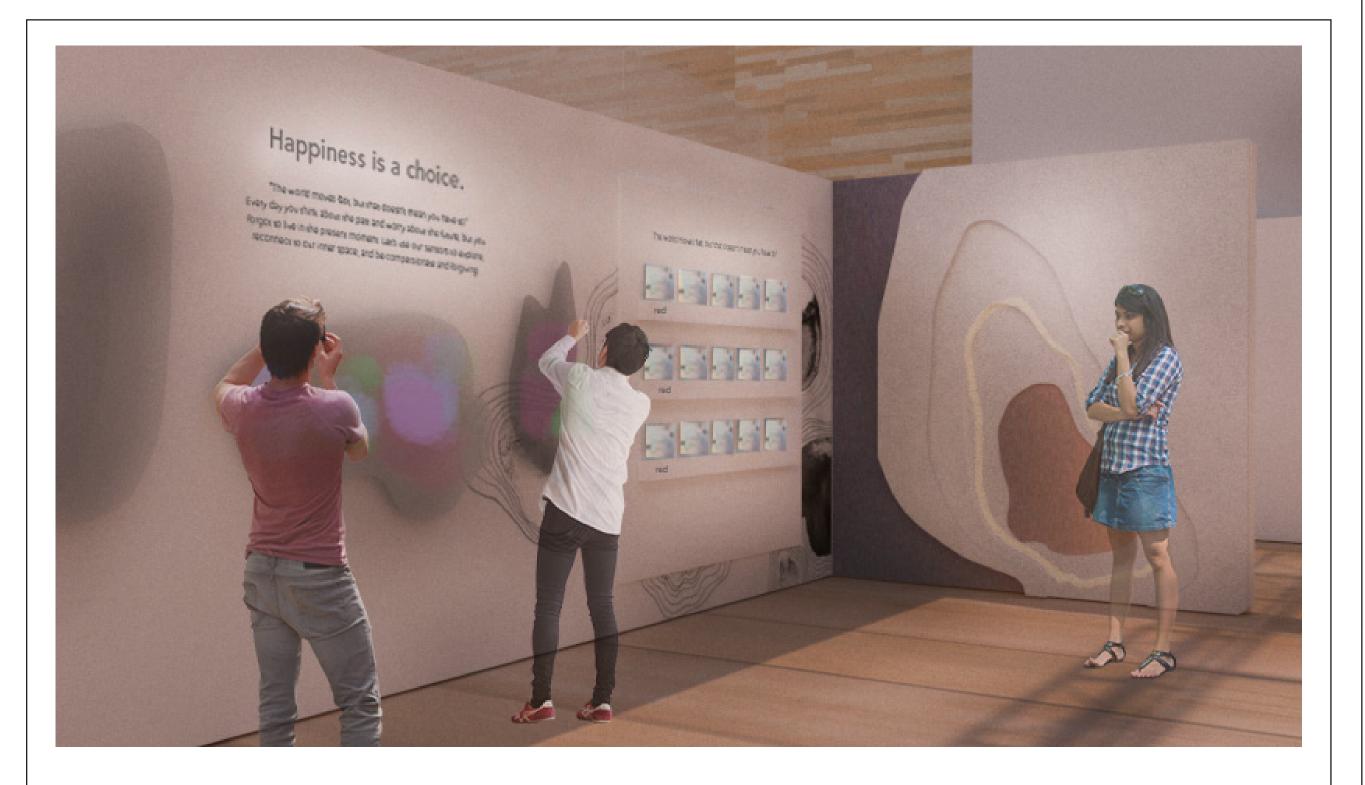
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HAPPINESS IS A CHOICE.

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.

the color in you

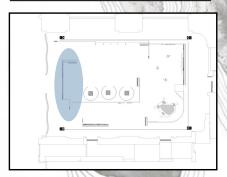
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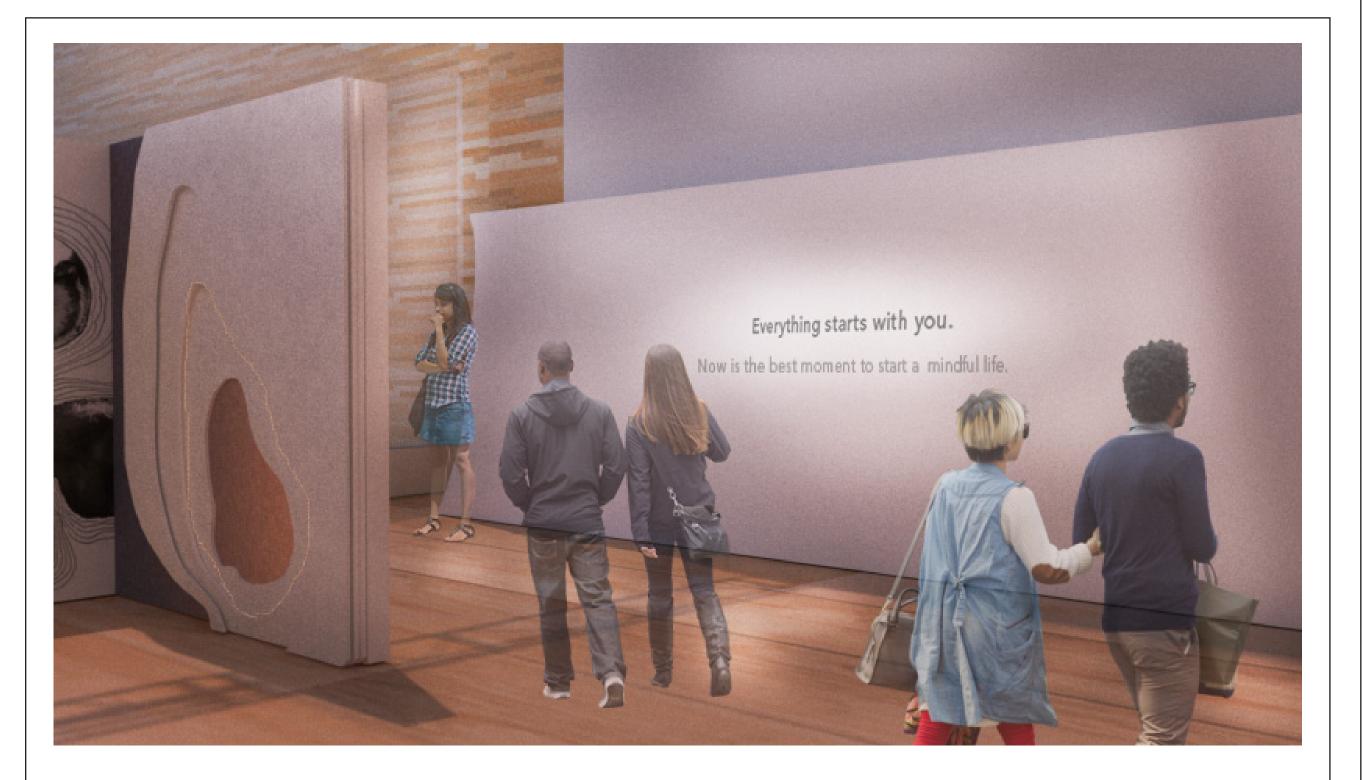
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EVERYTHING START WITH YOU.

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.

the color in you

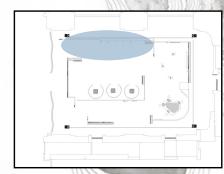
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EX. 2. 00SCHEDULES LIST

GRAPHIC SCHEDULE

CODE	SIGN TYPE	DESCRIPTION	
00A.01.GR01-02	D	EXTERIOR WAYFINDING	
01A.01.GR01	E	DIGITAL MEDIA PROJECTION	
01A.01.GR02	А	MAIN INTRODUCTION	
02A.01.GR01	А	AREA INTRODUCTION	
02A.01.GR02	D	DIRECTIVE CONTENTS	
02A.01.GR03	С	ACTIVITIY CONTENTS STORY	
03A.01.GR01	А	AREA INTRODUCTION	
03A.01.GR01	D	DIRECTIVE CONTENTS	
04A.01.GR01	А	AREA INTRODUCTION	
04A.01.GR02	В	ACTIVITIY CONTENTS	
04A.01.GR03	D	DIRECTIVE CONTENTS	
05A.01.GR01	А	AREA INTRODUCTION	
05A.01.GR02	D	DIRECTIVE CONTENT WITH DIGITAL MEDIA	
06A.01.GR01	А	AREA INTRODUCTION	
06A.01.GR02	D	DIRECTIVE CONTENTS	
07A.01.GR01	А	AREA INTRODUCTION	
08A.01.GR01	А	AREA INTRODUCTION	

the color in you

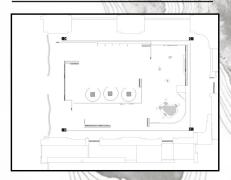
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GRAPHIC SPECIFICATION LIST

SIGN TYPE	DESCRIPTION
А	DIRECT PRINT ON 1" THICK BOARD
В	DIRECT PRINT ON CUSTOMIZED COTTON RAG PAPERS
С	PRINTED DIRECTLY ON 1" THICK FROSTED ACRYLIC, SECURED WITH HOOK FASTENERS
D	DIRECTLY TRANSFERRED ON VINYL, FIXED WITH SPECIAL GLUE ON THE BACK
Е	DIGITAL GRAPHIC ON ACRYLI

the color in you

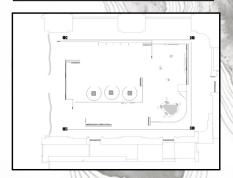
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MATERIAL SCHEDULE

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
PAPER	PP.01	COTTON RAG PAPER	CUSTOMIZED SHAPES	INTERIOR WALL	
	PP.02	TEXTURE PEPER	5.83" x 8.27" (A5)	WE DON' T REMEMBER DAYS, WE REMEMBER MOMENTS.	
BOARDS	BD.01	BLOCKBOARD	PRINTED WHITE 1'		
	BD.02	BLOCKBOARD	CUSTOMIZED	INTERIOR STRUCTURE	
METAL	MT.01	CUSTOMIZED TRUSS	N/A	EXTERIOR STRUCTURE	
VINYL	VY.01	VINYL DTM	CUSTUMIZED SHAPE	INTERIOR / EXTERIOR FLOOR GRAPHIC	
PVC	PV.01	SOUND PROOFING	CUSTUMIZED	WE DON' T REMEMBER DAYS, WE REMEMBER MOMENTS.	

the color in you

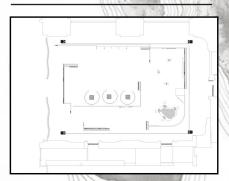
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MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
FABRIC	FR.01	SHEAR (DTM)	TRANSPARENCY CUSTOMIZED SHAPES	INTERIOR WALL	
	FR.02	SOUND-ABSORBING FLEECE	WHITE CUSTOMIZED SIZE	EXTERIOR WALL	
ACRYLIC	AL.01	DTM	DTM	WHEN YOU CHANGED, THE WORLD CHANGE WITH YOU.	
	AL.02	LUMICOR TRANSPARENCY	WAVE SHAPE	EXHIBITION FRONT DOOR	
	AL.03	TUBE	TRANSPARENCY TUBE	WE DON' T REMEMBER DAYS, WE REMEMBER MOMENTS.	
FUNITURE	FN.01	CUSHION	N/A	YOU ARE THE ANSWER	

^{the} color in you

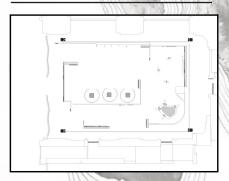
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DRAWING NUMBER

AV SCHEDULE

CODE	TYPE	THUMBNAIL	DESCRIPTION	MANUFACTURER	COMMENTS
AV.01	SPEAKER		ACOUSTIC SPACE DELIMITER ACOUSPADE DIRECTIONAL SPEAKER	N/A	POWERED SPEAKER BLUETOOTH MOTION DETECTION
AV.02	ELECTRONIC SCREENS		IPADS, MONITORS, ETC.	N/A	N/A

the color in you

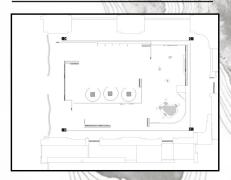
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LIGHTING SCHEDULE

CODE	TYPE	THUMBNAIL	WATTS	MANUFACTURER	COMMENTS
L.01	PROJECTOR		360 W	VAVA	4K UHD LASER TV HOME THEATRE PROJECTOR B07XGM6YGQ
L.02	LED		20 W	BRUCK	WHITE FINISH 2700K–4000K COLOR TEMPERATURE
L.03	LED		8 W	WAC LIGHTING	HORIZONTAL ADJ. IS 35° VERTICAL AIMING IS 90° 3000K COLOR TEMPERATURE

*SUGGESTED ONLY
FABRICATOR/LIGHTING DESIGNER TO ADVISE

the color in you

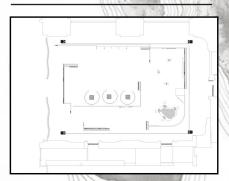
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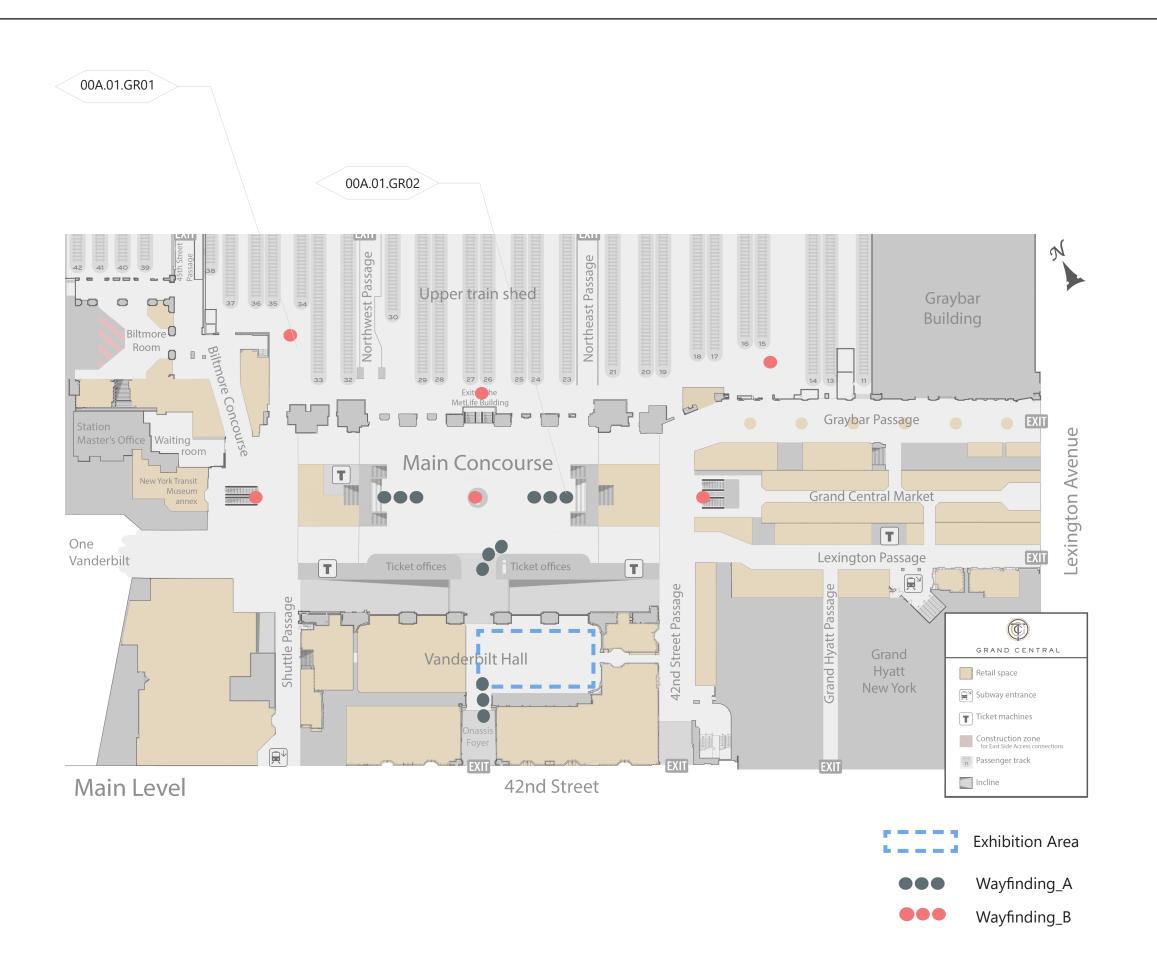
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EX. 3. 00PLANS / ELEVATIONS / SECTIONS



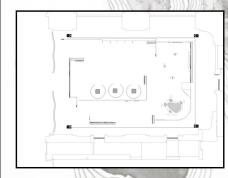
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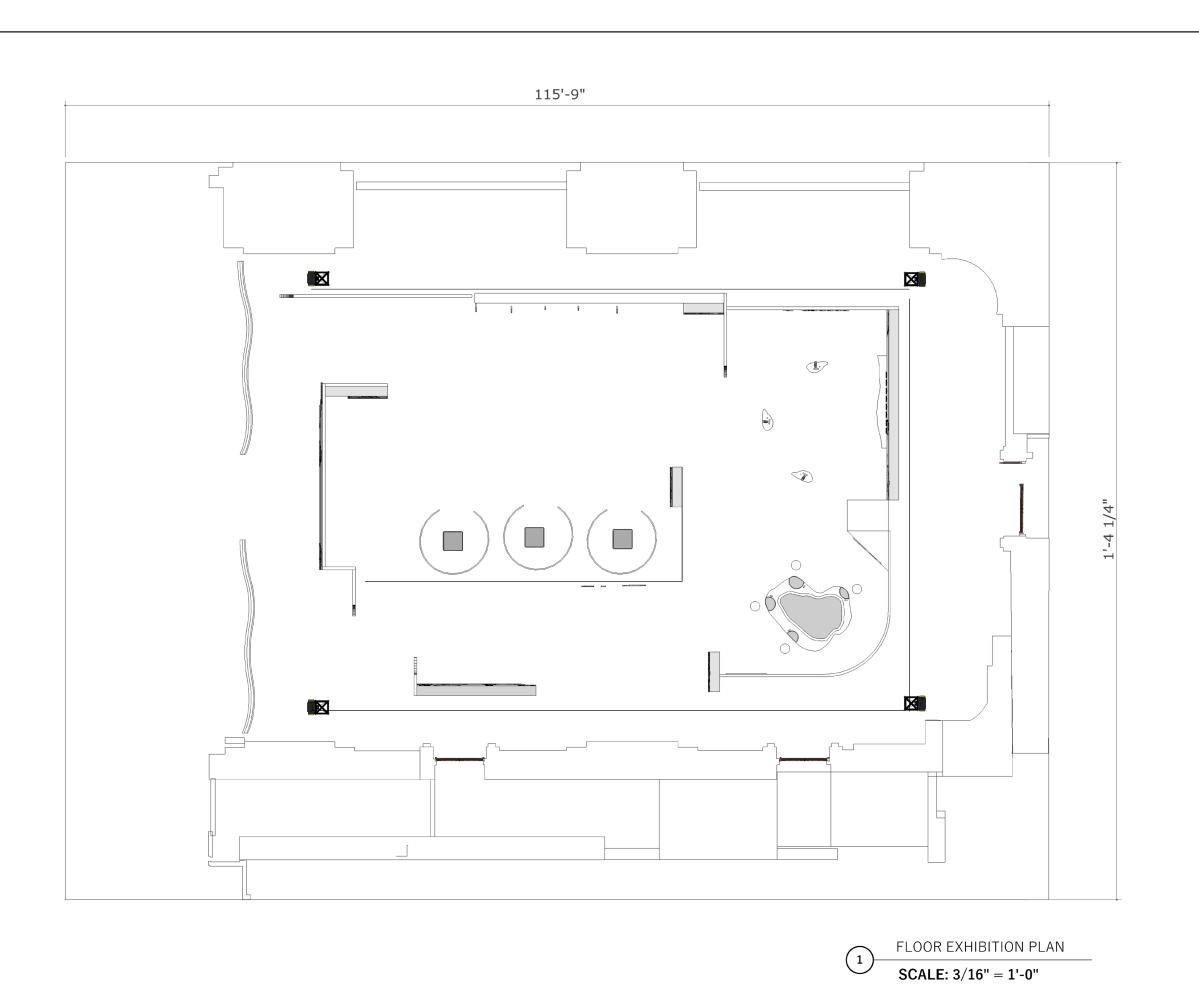
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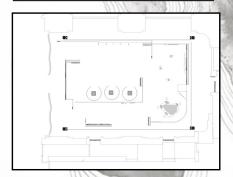
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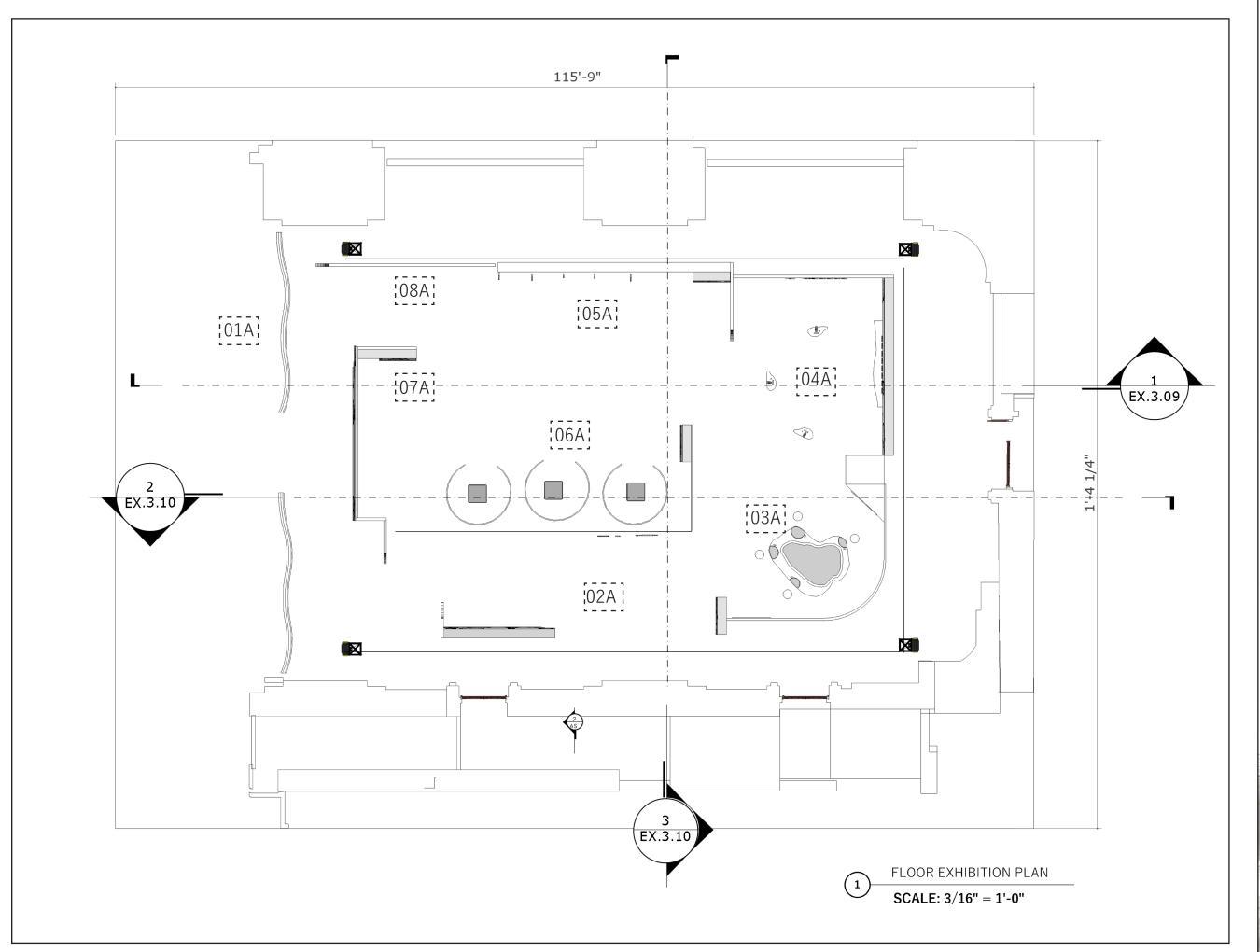
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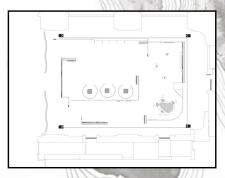
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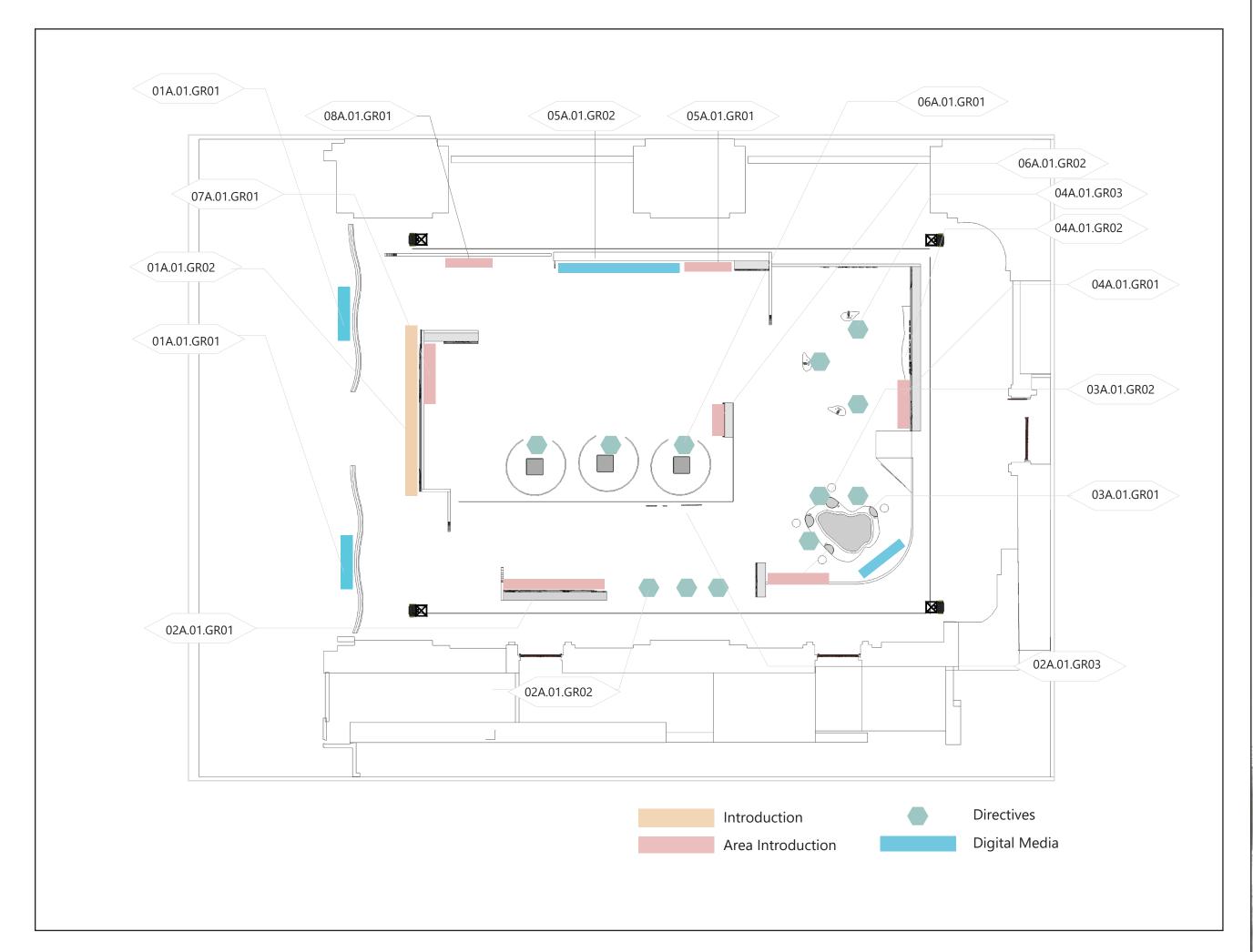
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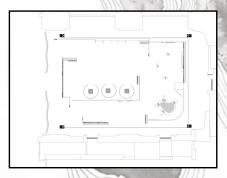
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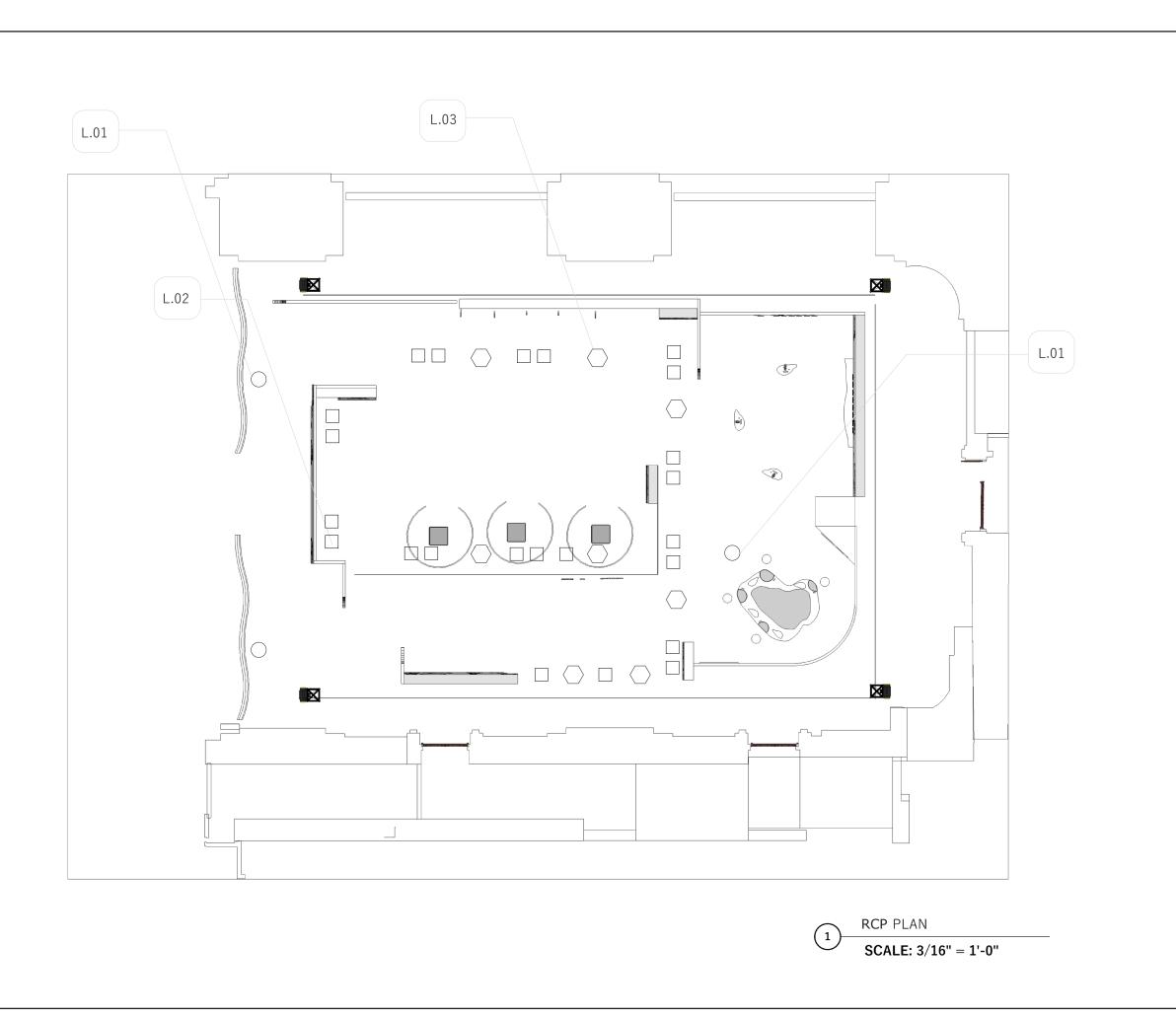
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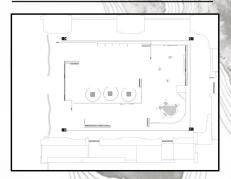
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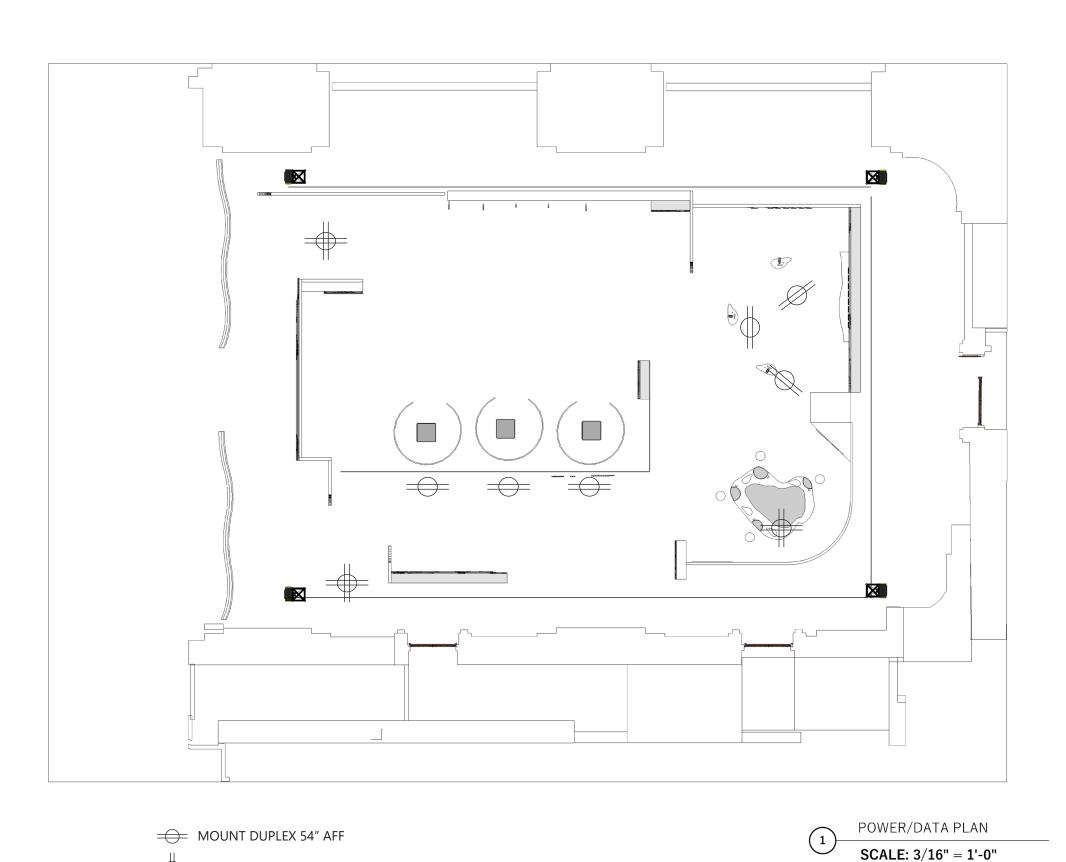
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MOUNT QUAD BOX 54" AFF

the color in you

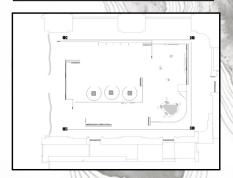
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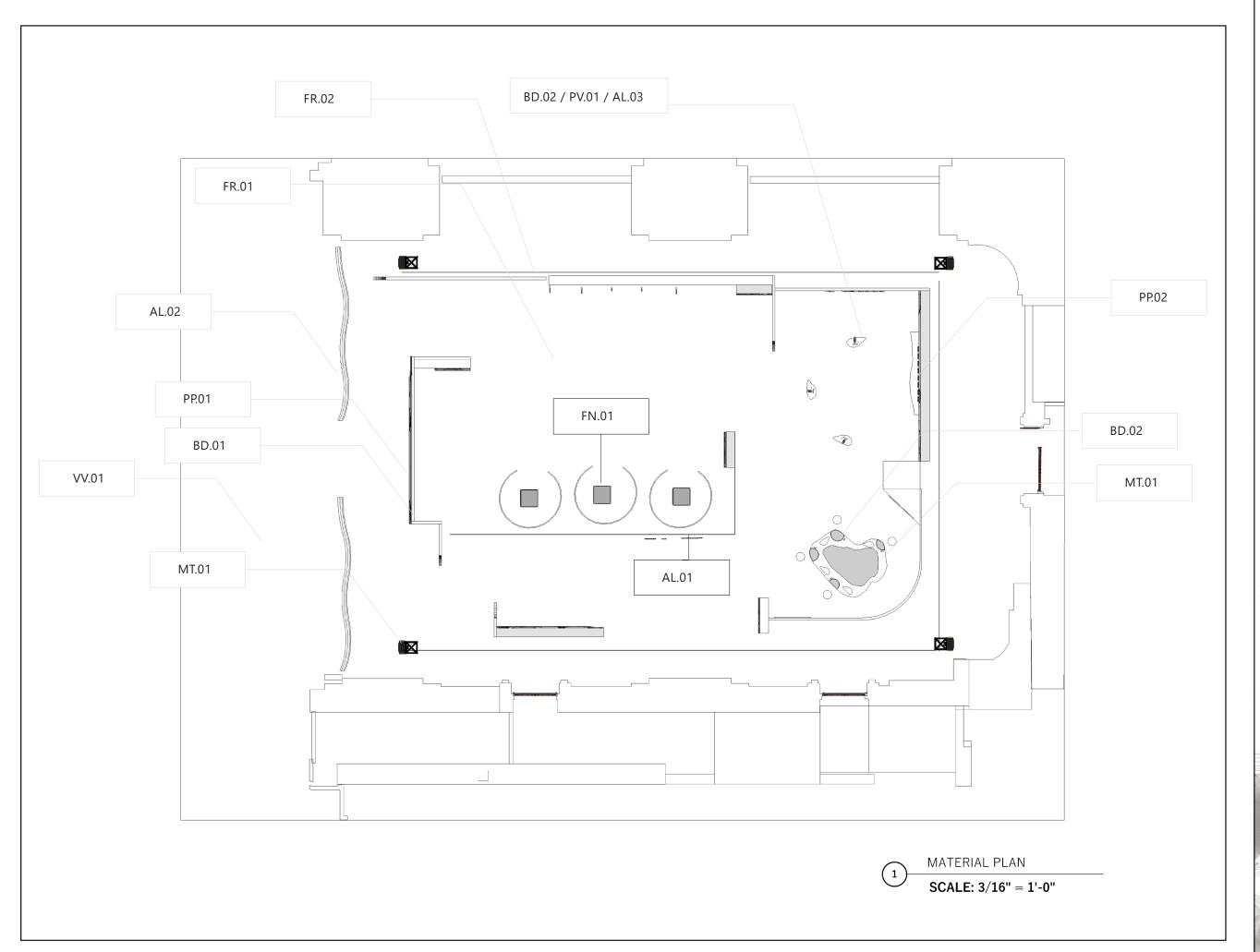
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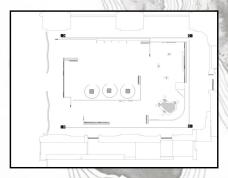
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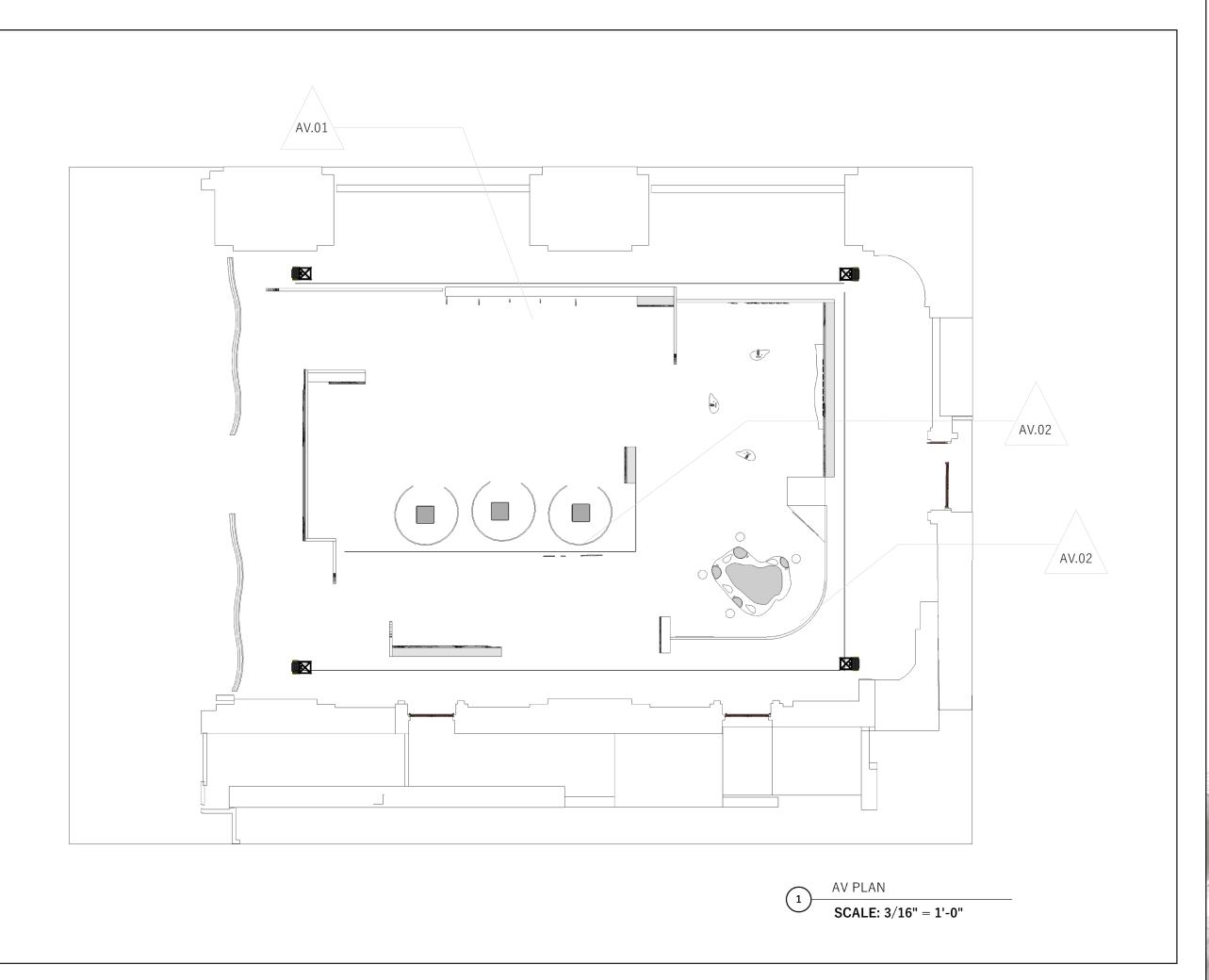
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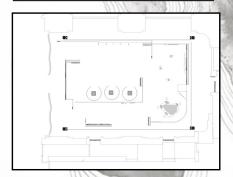
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SECTION ELEVATION 1

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

the color in you

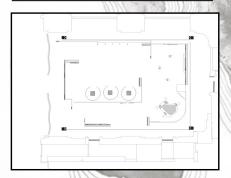
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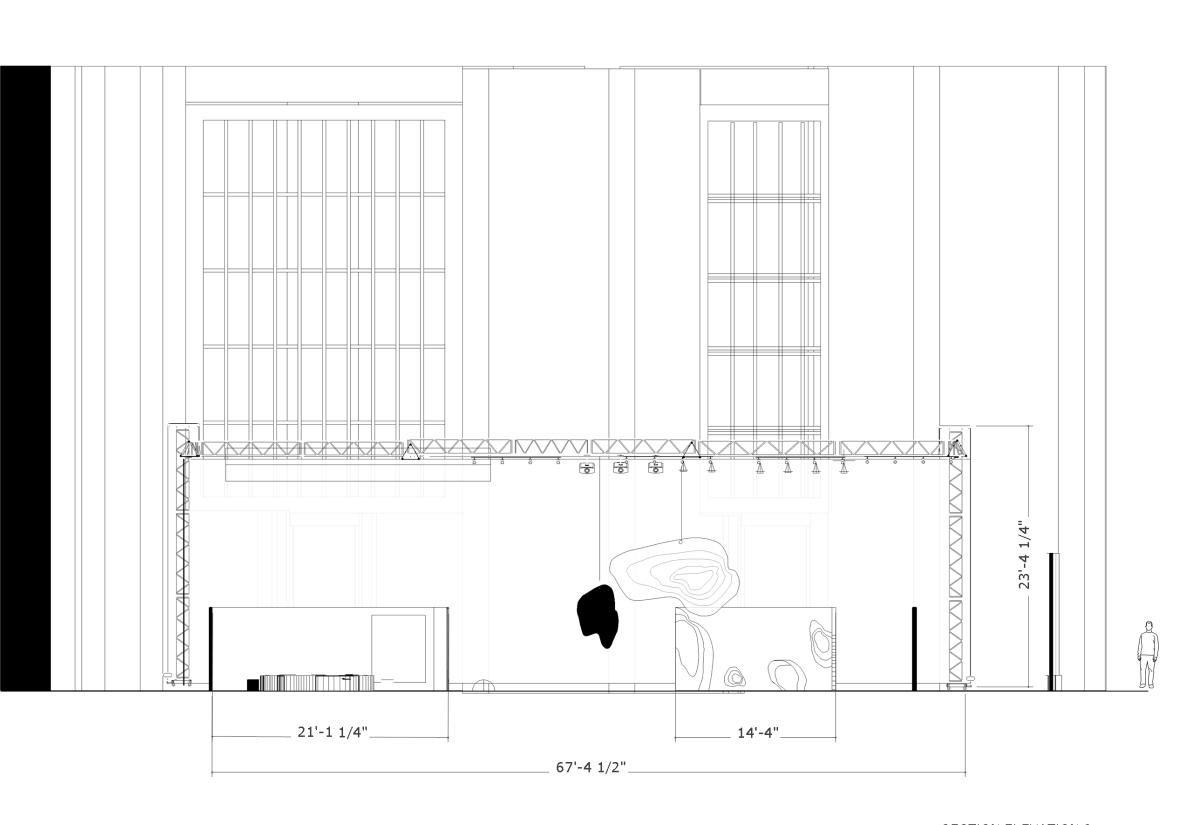
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SECTION ELEVATION 2

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

the color in you

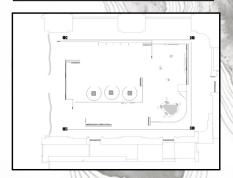
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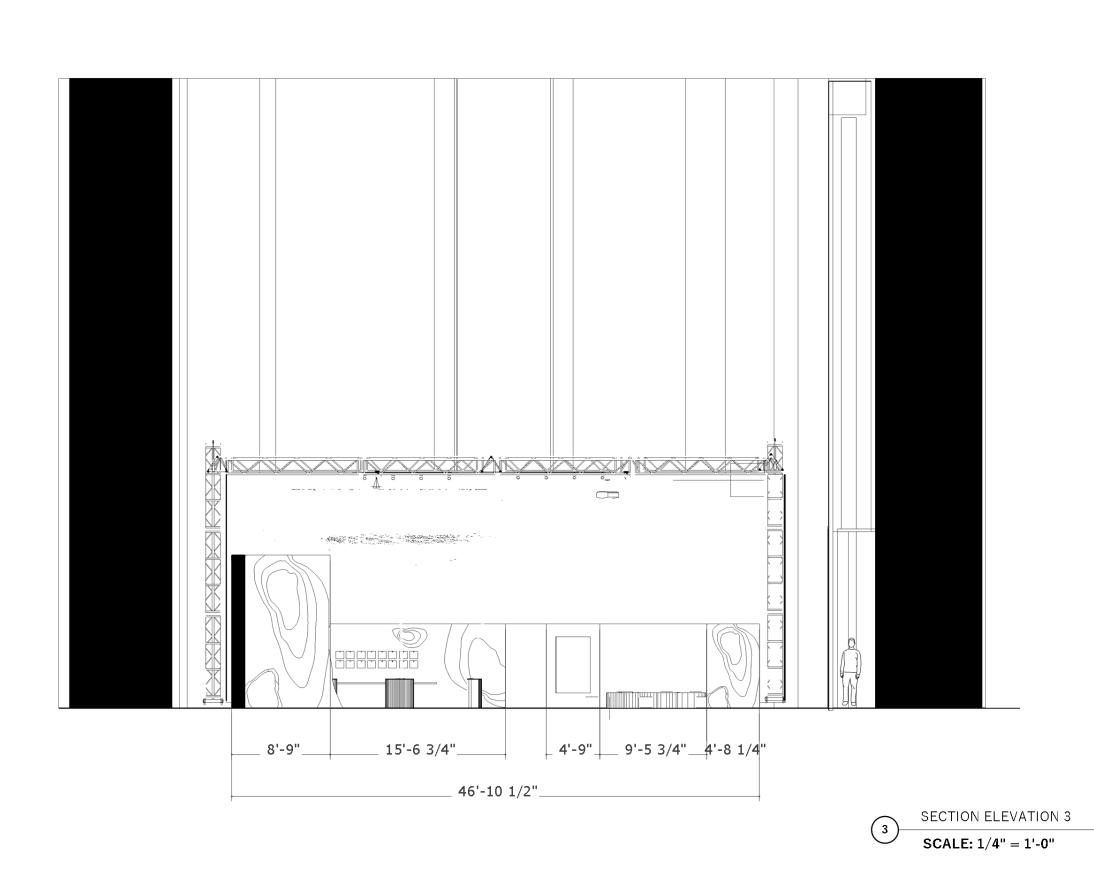
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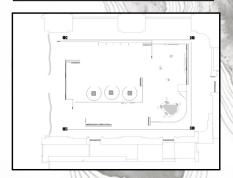
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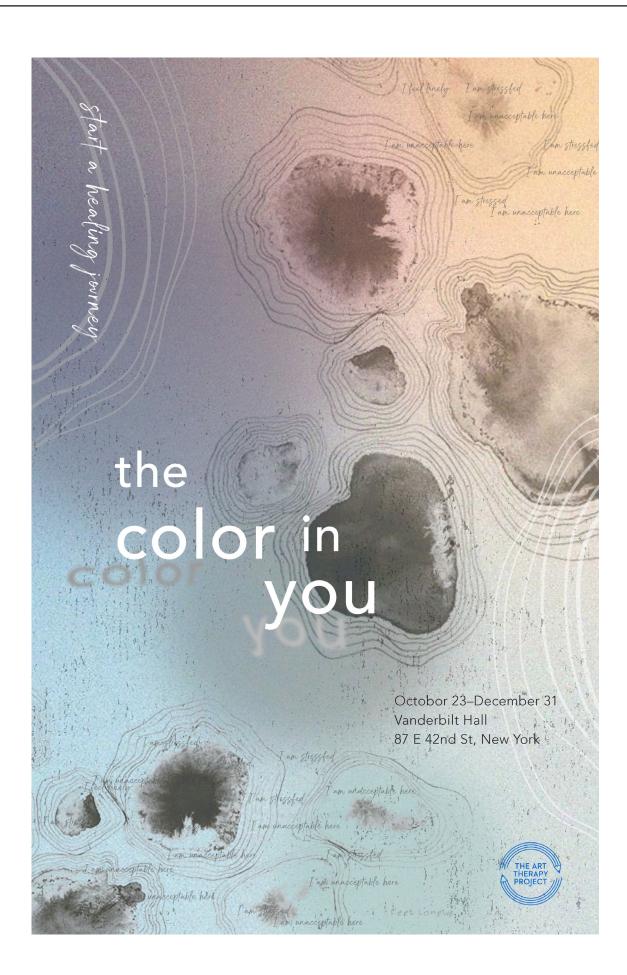
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EX. 4. 00 GRAPHICS



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.

the color in you

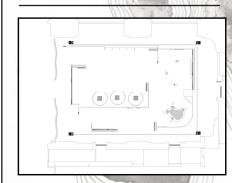
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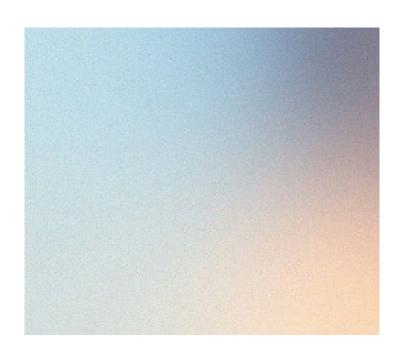
Mounting detail to be reviewed and modifie based on recommendation from fabroator.

DATE

DECEMBER 9, 2022

DRAWING NUMBER

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.

the color in you

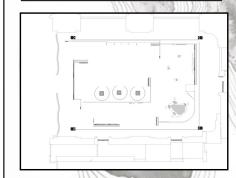
VENUE

Vanderbilt Hall at Grand Central Terminal

CLIENT

The Art Therapy Project

KEY PLAN



DESIGNER

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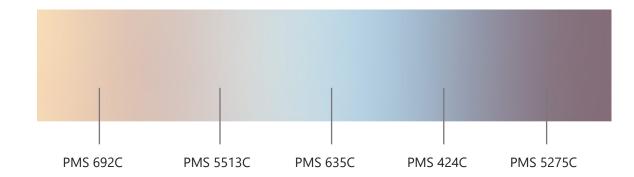
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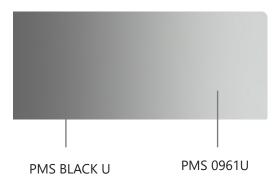
DECEMBER 9, 2022

DRAWING NUMBER

MAIN COLOR PALETTE



SECONDARY COLOR PALETTE



Header

Avenir LT Std 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890/?!@

Subeader

Standing Flower Script Personal Use Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body Fonts

Upgrade Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890/?!@

the color in you

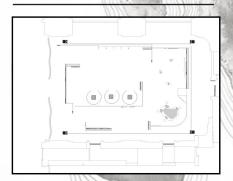
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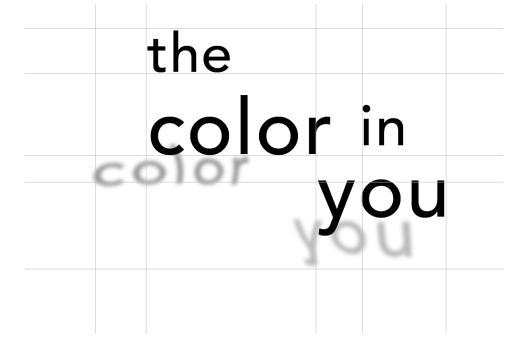
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the color in you

the color in you

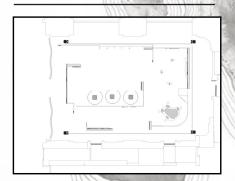
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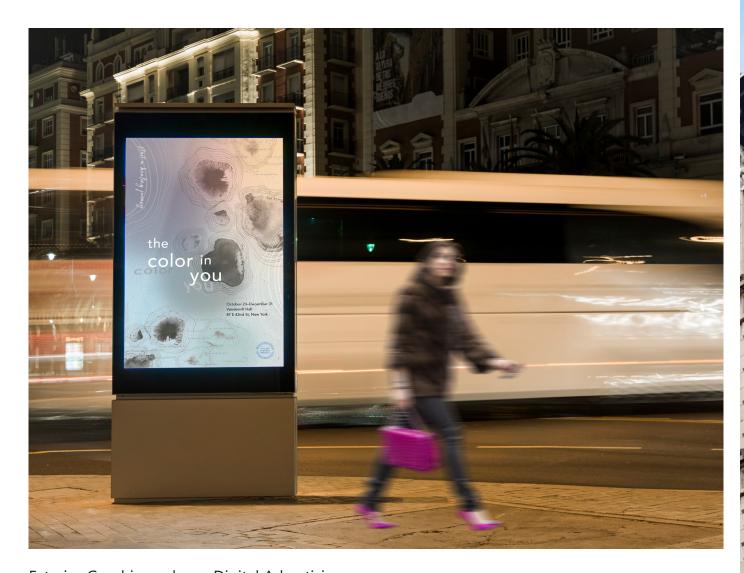
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EXTERIOR GRAPHIC



Exterior Graphic - subway Digital Advertising



Exterior Graphic - billboard Advertising

the color in you

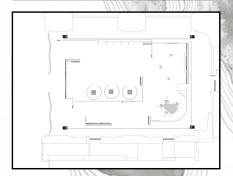
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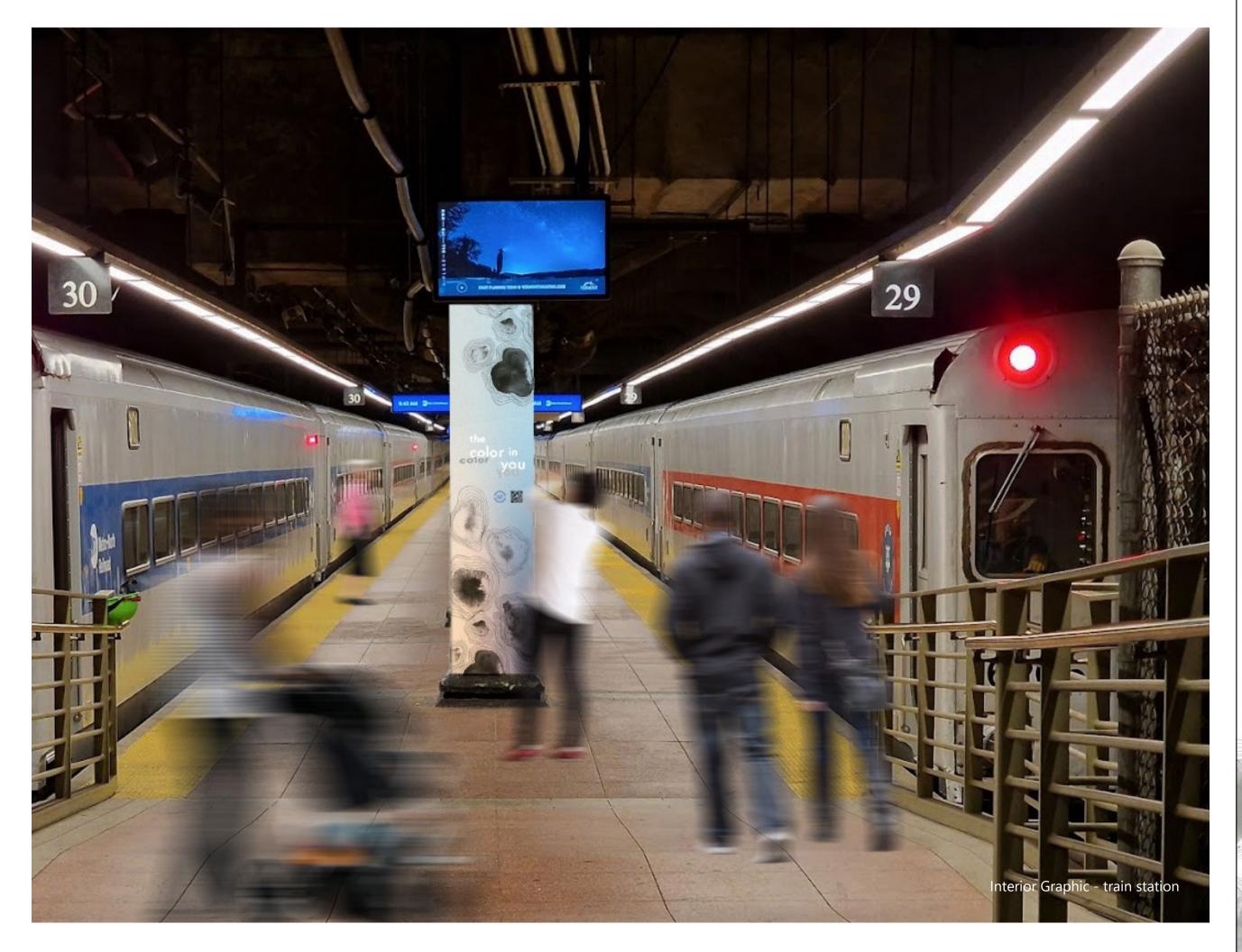
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^{the} color in you

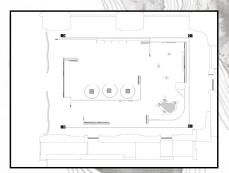
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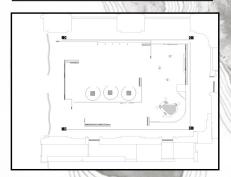
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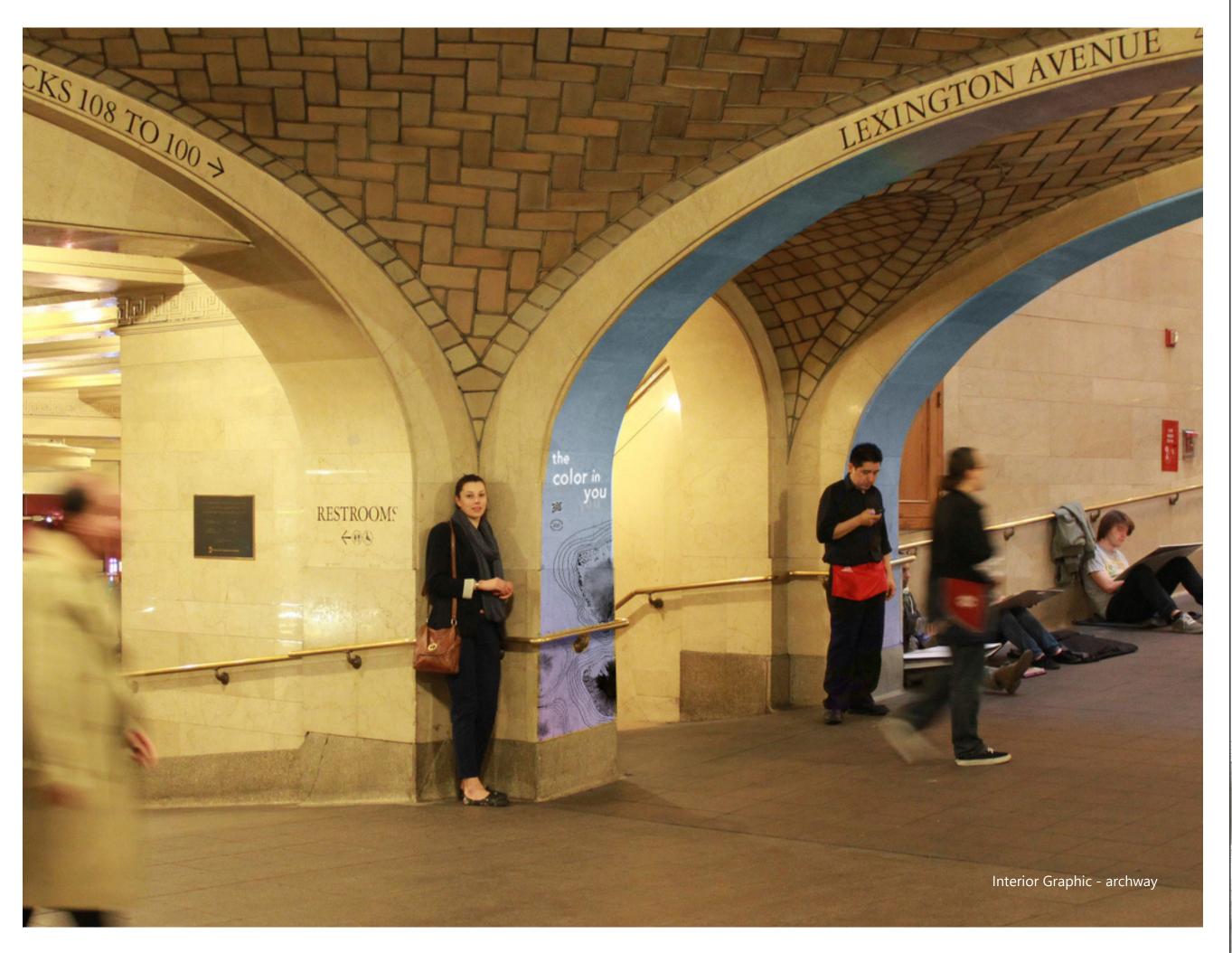
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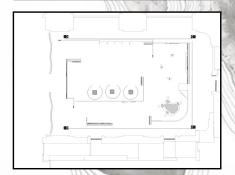
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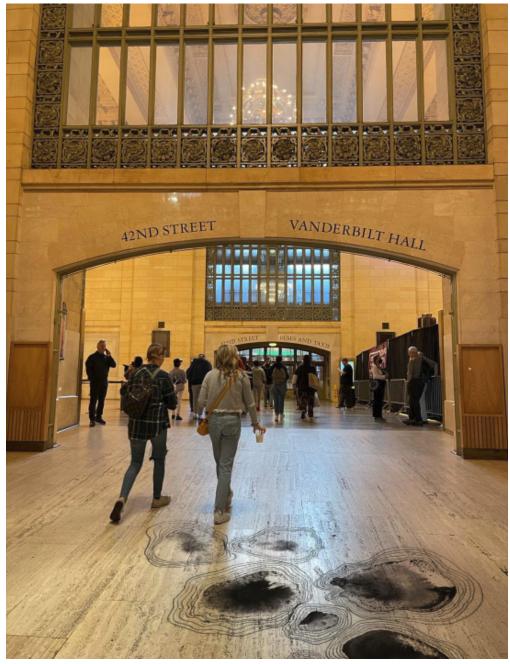
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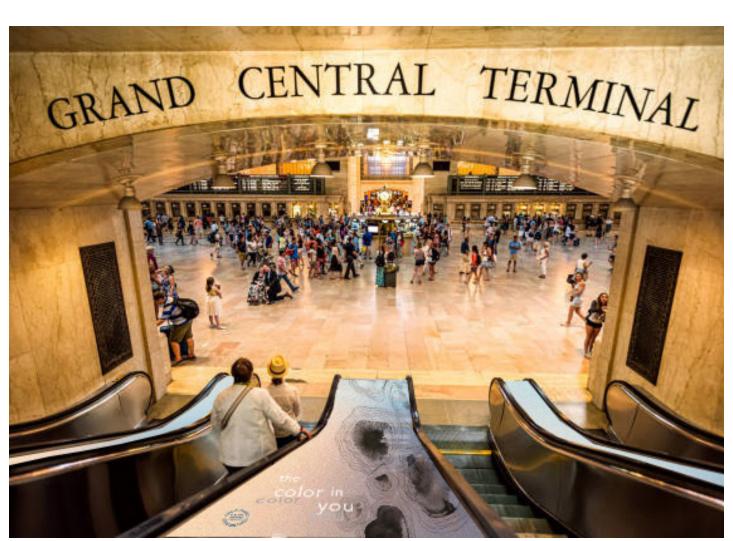
DATE

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DRAWING NUMBER



Floor wayfinding



Escalator graphic

the color in you

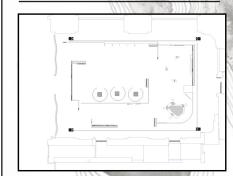
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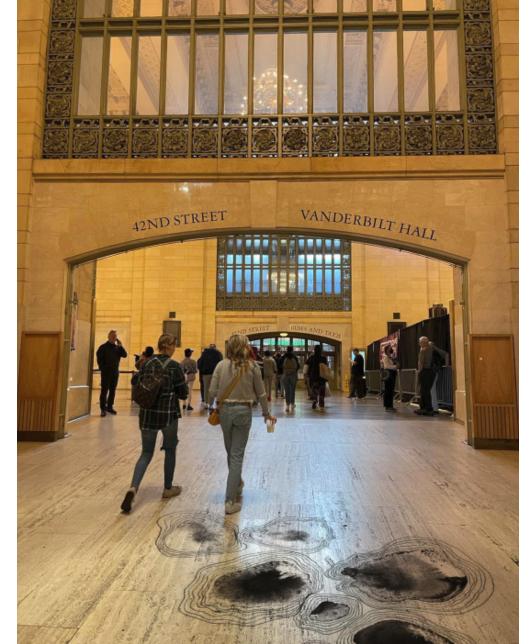
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COLLATERAL





headphones

the color in you

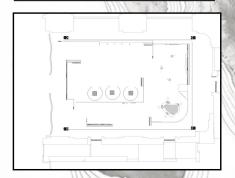
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COLLATERAL



takeaway cards

the color in you

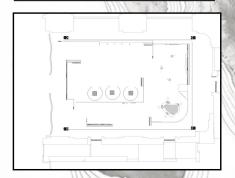
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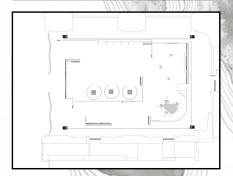
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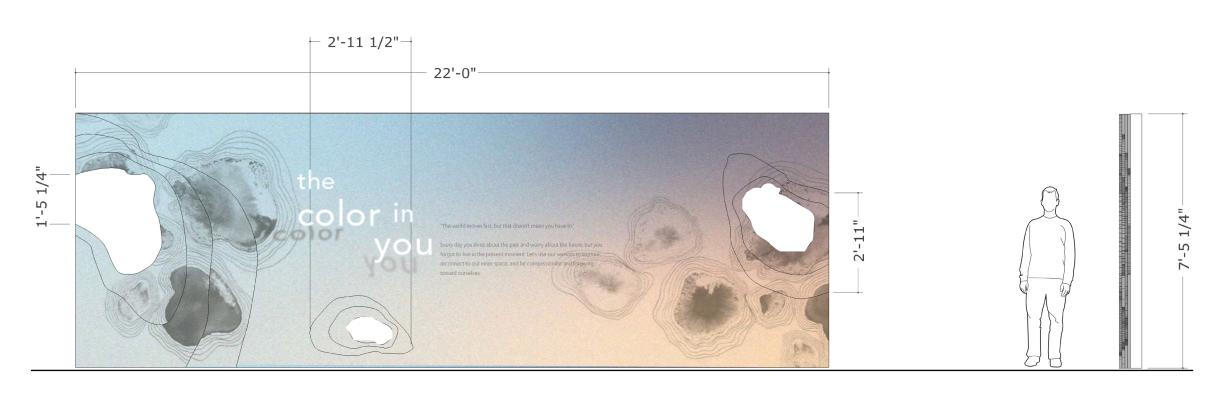
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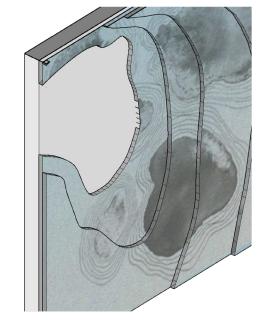
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2 01A.01.GR02 SCALE: 3/4" = 1'-0"



3 01A.01.GR02 SCALE: 3/4" = 1'-0"

01A.01.GR02

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

the color in you

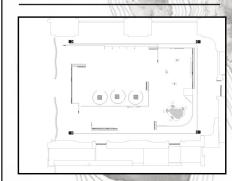
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PP.01 / BD.01





the color in you

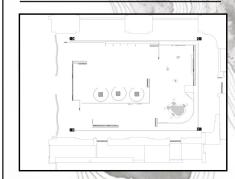
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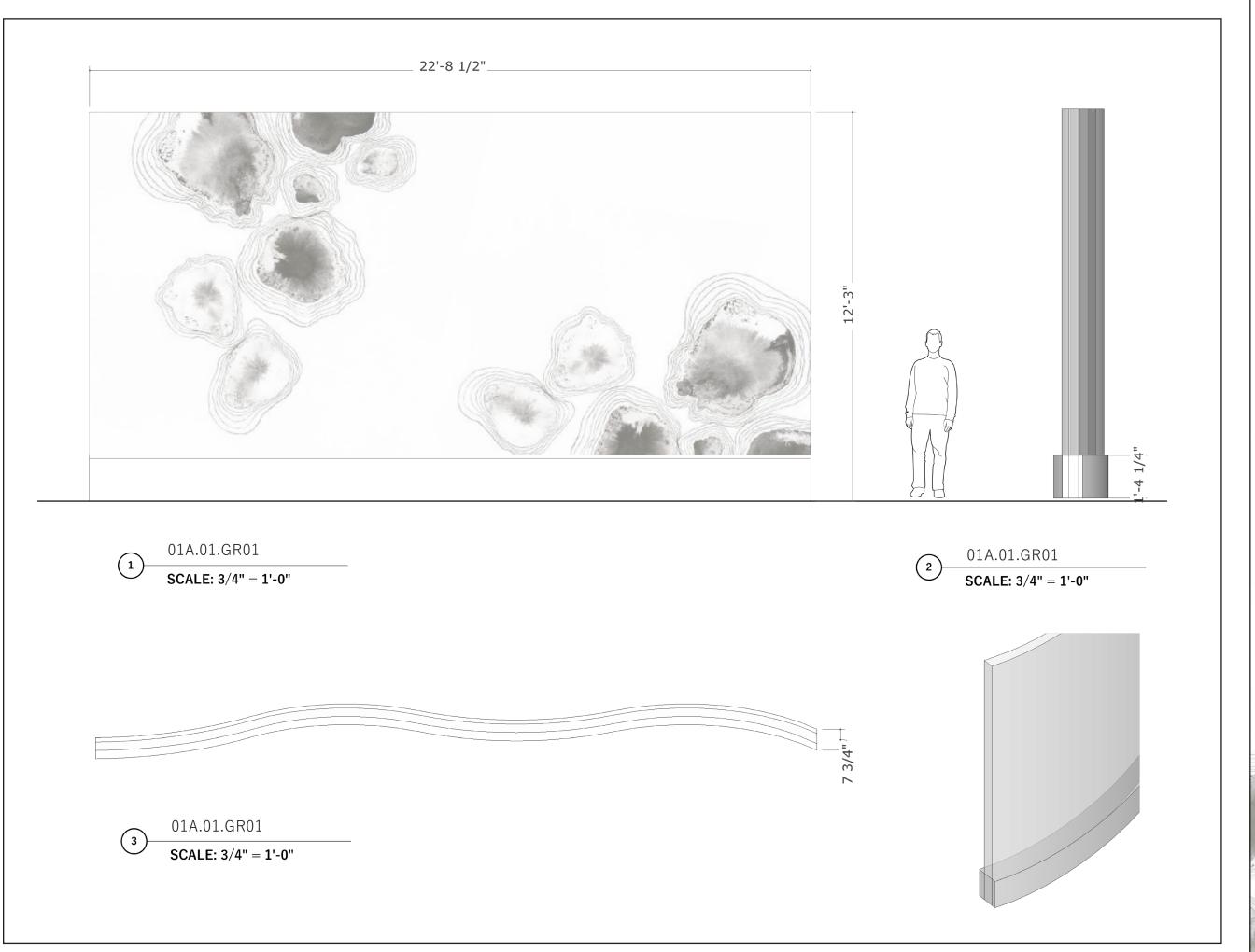
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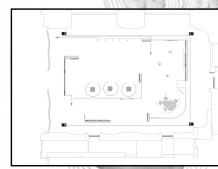
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01A.01.GR01

SCALE: 1" = 1'-0"

the color in you

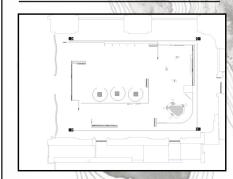
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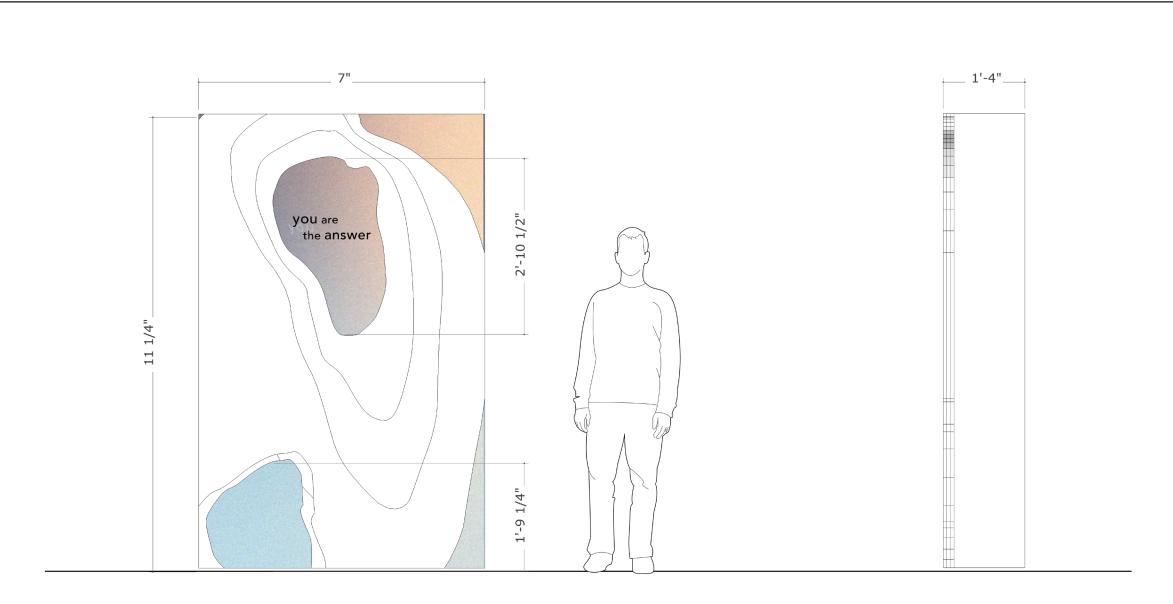
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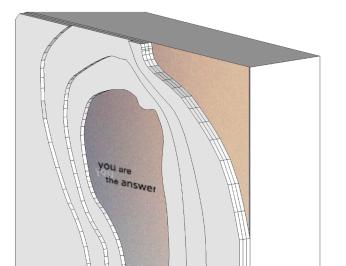
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06A.01.GR02 SCALE: 1 1/2" = 1'-0"



O6A.01.GR02

SCALE: 1 1/2" = 1'-0"

the color in you

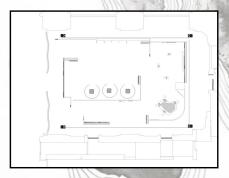
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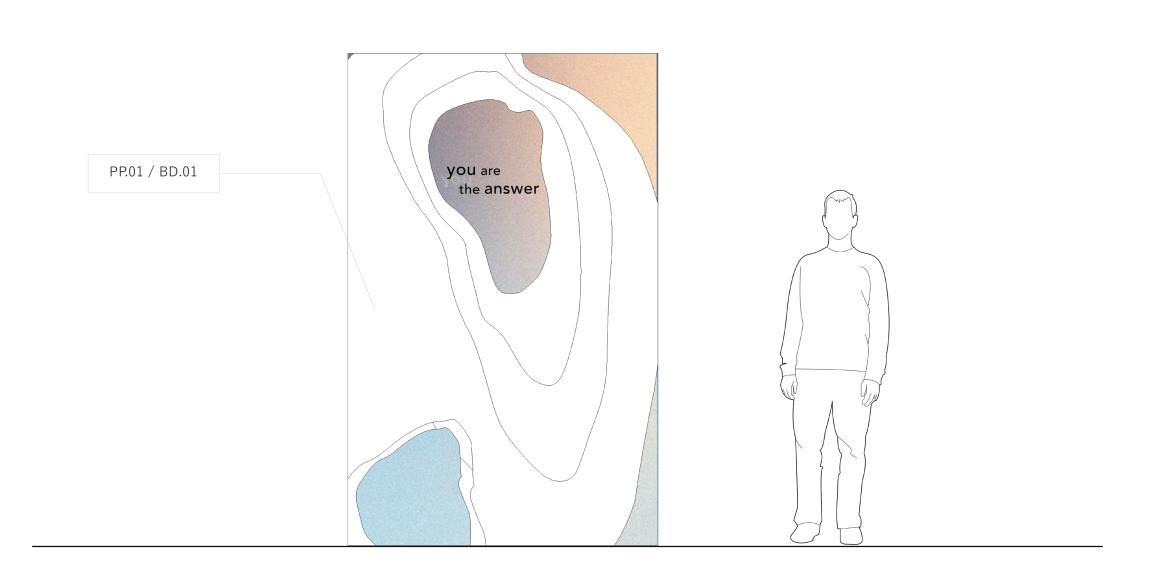
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3 06A.01.GR02 SCALE: 1 1/2" = 1'-0"

the color in you

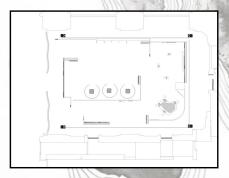
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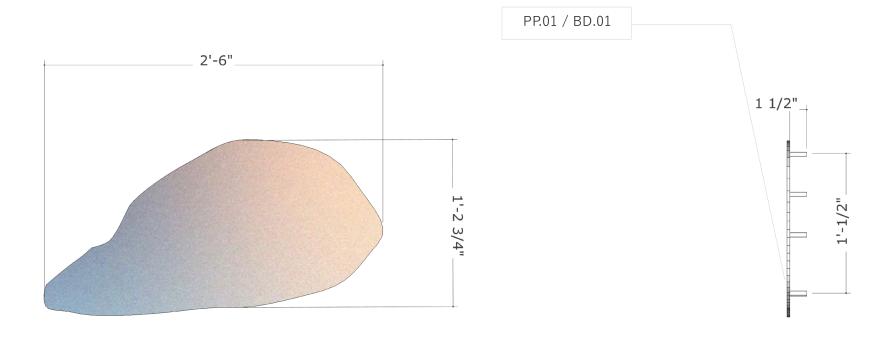
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03A.01.GR02 SCALE: 3" = 1'-0" 2 03A.01.GR02 SCALE: 3" = 1'-0"

the color in you

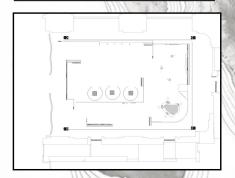
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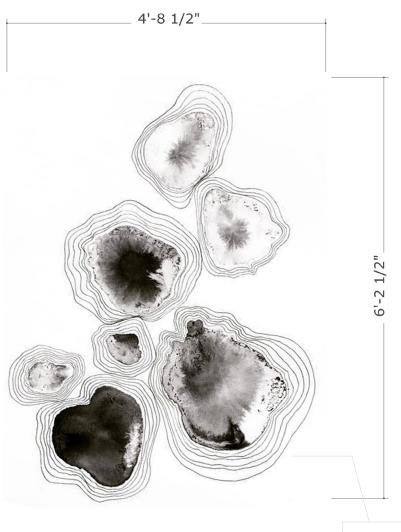
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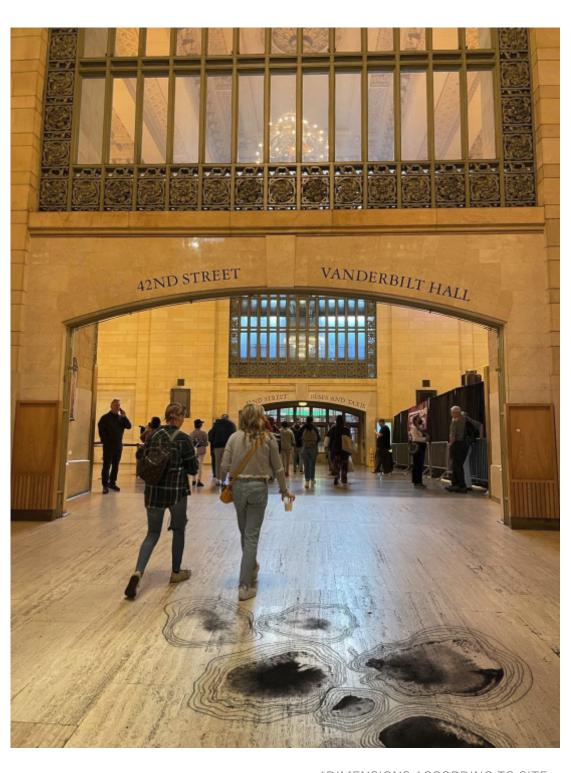
DECEMBER 9, 2022

DRAWING NUMBER



VY.01

00A.01.GR02 SCALE: 1 1/2" = 1'-0"



*DIMENSIONS ACCORDING TO SITE

the color in you

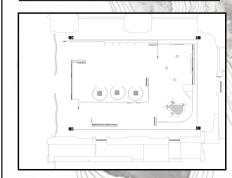
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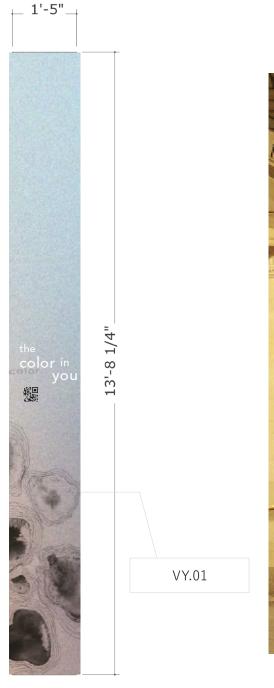
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00A.01.GR01 SCALE: 1" = 1'-0" the color in you

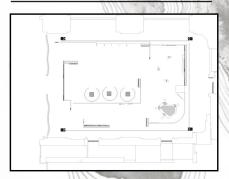
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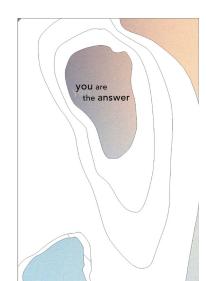
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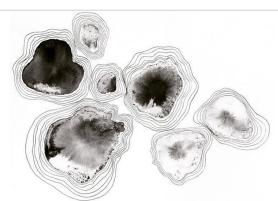


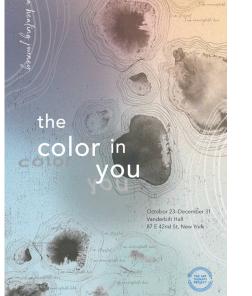














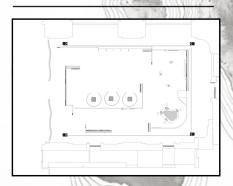
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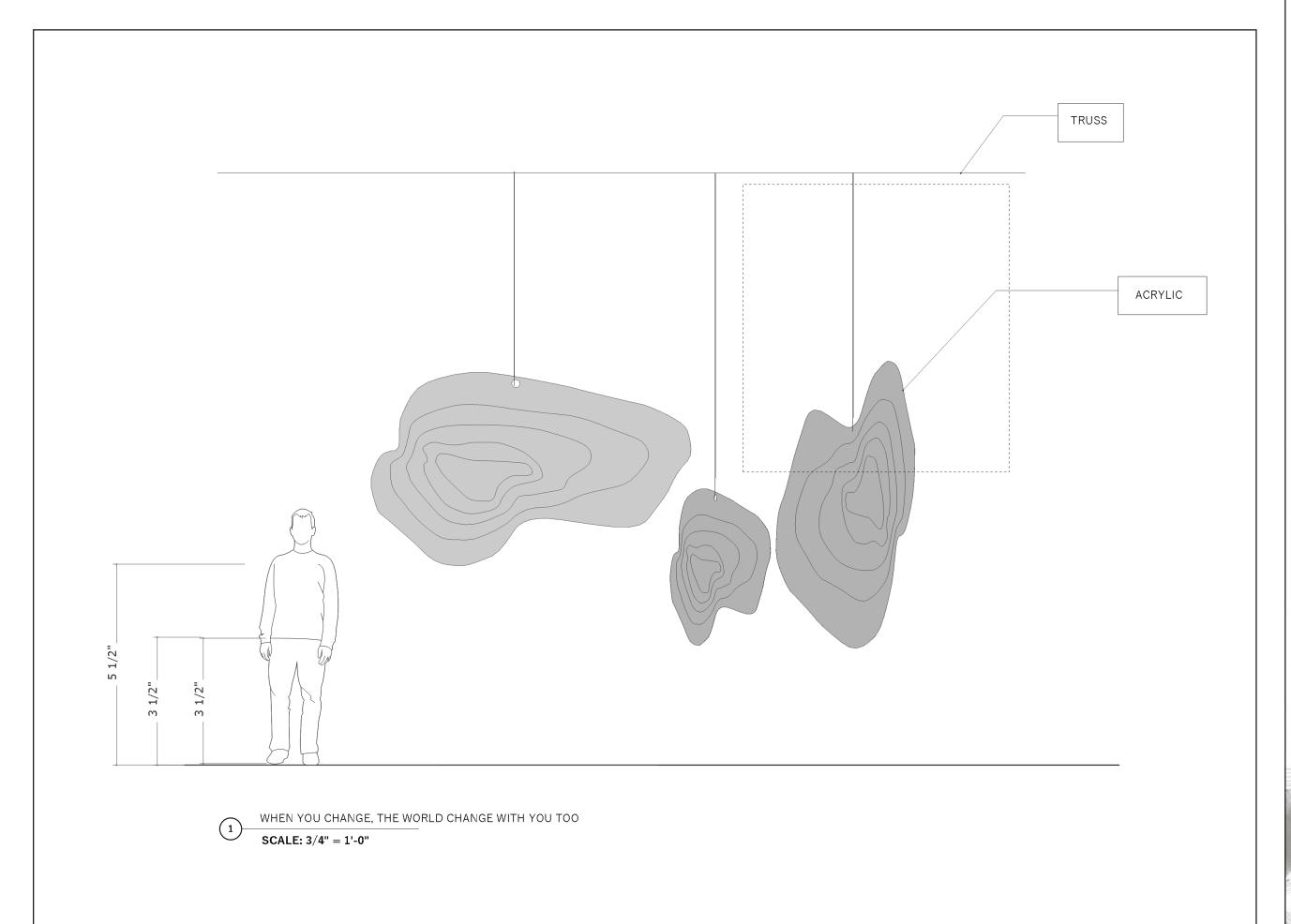
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EX. 5. 00 DETAILS



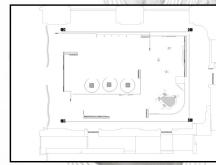
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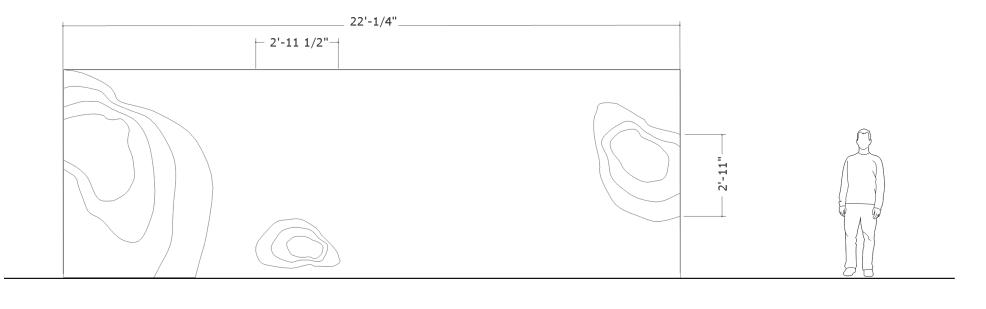
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EX.5.01

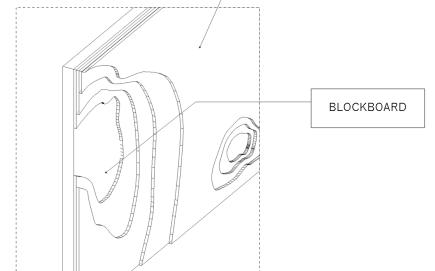


1) INTERIOR WALL

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

INTERIOR WALL

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



RUG PAPER

the color in you

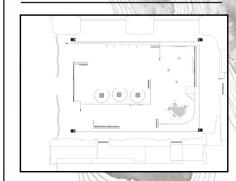
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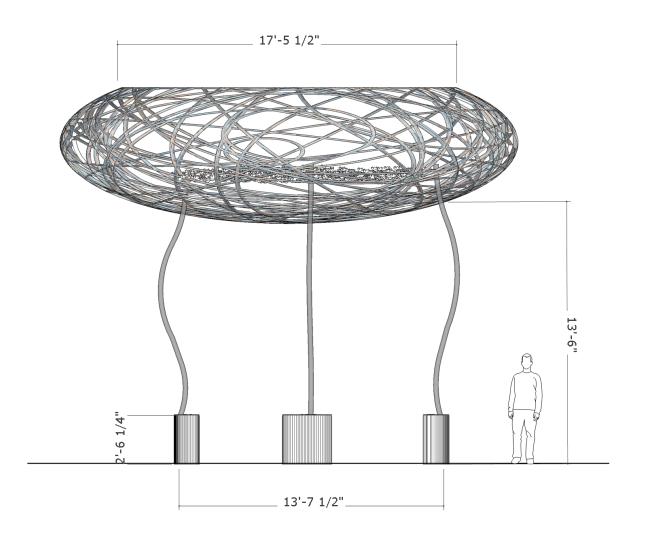
Mounting detail to be reviewed and modifie based on recommendation from fabricator.

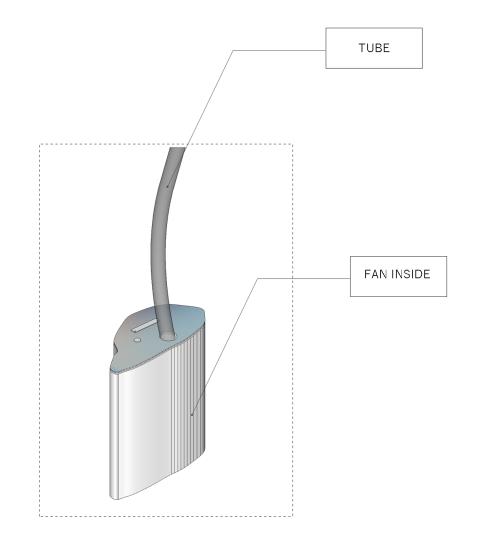
DATE

DECEMBER 9, 2022

DRAWING NUMBER

EX.5.02





WE DON'T REMEMBER DAYS, WE REMEMBER MOMENTS

SCALE: 1/2" = 1'-0"

WE DON'T REMEMBER DAYS, WE REMEMBER MOMENTS

SCALE: 1 1/2" = 1'-0"

the color in you

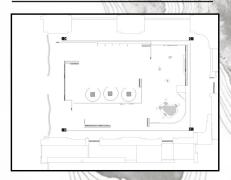
VENUE

Vanderbilt Hall at Grand Central Terminal

CLIENT

The Art Therapy Project

KEY PLAN



DESIGNER

HUA-WEN KAO huawen_kao@fitnyc.edu

DESCRIPTION

These drawings are not for construction. Contractors shall always verify and be responsible for all dimentions and conditions and inform this office of any variations prior to performing work.

Written dimentions shall have authority over scaled dimentions. This office shall review contractor's shop details prior to fabrication.

Mounting detail to be reviewed and modifie based on recommendation from fabricator.

DATE

DECEMBER 9, 2022

DRAWING NUMBER

EX.5.03