

THESIS CAPSTONE 2022 MA EXHIBITION & EXPERIENCE DESIGN FASHION INSTITUTE OF TECHNOLOGY, SUNY

DRAWING LIST

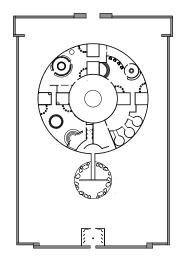
<u>EX.0.XX</u>	GENERAL	EX.2.12	Hallway
EX.0.01	COVER	EX.2.13	Scientific Exploration
EX.0.02	DRAWING LIST	EX.2.14	Scientific Exploration
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		EX.2.16	Scientific Exploration
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EX.1.02	Thesis statement	EX.2.18	Sensation
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EX.1.04	Project introduction	EX.2.20	Sensation
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EX.2.06	Time Portal	EX.3.05	Material Schedule
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EX.2.09	The Origins	EX.3.08	Artifact Schedule
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KEY

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NOTES

SCALE

PROJECT

12.09.2022

MULTIVERSE

AS NOTED

DESIGNER

JAIPREET UPPAL

DATE

CLIENT

MULTIVERSE PBS

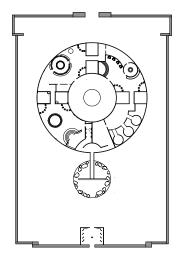
DRAWING LIST

<u>EX.4.01</u>	PLANS AND SECTION	EX.5.15	Space Station Crew
EX.4.02	Site Plan		
EX.4.03	General Plan	<u>EX.6.01</u>	<u>Graphic Details</u>
EX.4.04	Coded Plan	EX.6.02	Introduction Graphics
EX.4.05	Dimension Plan	EX.6.03	Introduction Graphics
EX.4.06	Dimension Plan	EX.6.04	Introduction Kiosk
EX.4.07	Graphic Location Plan	EX.6.05	Introduction Kiosk
EX.4.08	Material Plan	EX.6.06	Section Graphics
EX.4.09	AV Plan	EX.6.07	Artifact Label
EX.4.10	Power & Data Plan	EX.6.08	Artifact Label
EX.4.11	Artifact Plan	EX.6.09	RFID Kiosk
EX.4.12	Section	EX.6.10	RFID Kiosk
		EX.6.11	RFID Kiosk
<u>EX.5.01</u>	VISUAL COMMUNICATION	EX.6.12	Directive Graphic
	<u>SYSTEM</u>	EX.6.13	Content Graphic
EX.5.02	Brief	EX.6.14	Content Graphic
EX.5.03	Logo and Typography		
EX.5.04	Color	<u>EX.7.01</u>	Drawing Details
EX.5.05	Look and Feel	EX.7.02	Introduction Elevation
EX.5.06	Poster	EX.7.03	Introduction Kiosk
EX.5.07	Wayfinding	EX.7.04	Introduction Kiosk Elevation
EX.5.08	Wayfinding	EX.7.05	Time Portal Plan
EX.5.09	Wayfinding	EX.7.06	Time Portal Elevation
EX.5.10	Wayfinding	EX.7.07	Time Portal Side View
EX.5.11	Wayfinding	EX.7.08	Cosmic Inflation Plan
EX.5.12	Ticket	EX.7.09	Cosmic Inflation Elevation
EX.5.13	Visitor Badge	EX.7.10	Cosmic Inflation side View
EX.5.14	Take Away		



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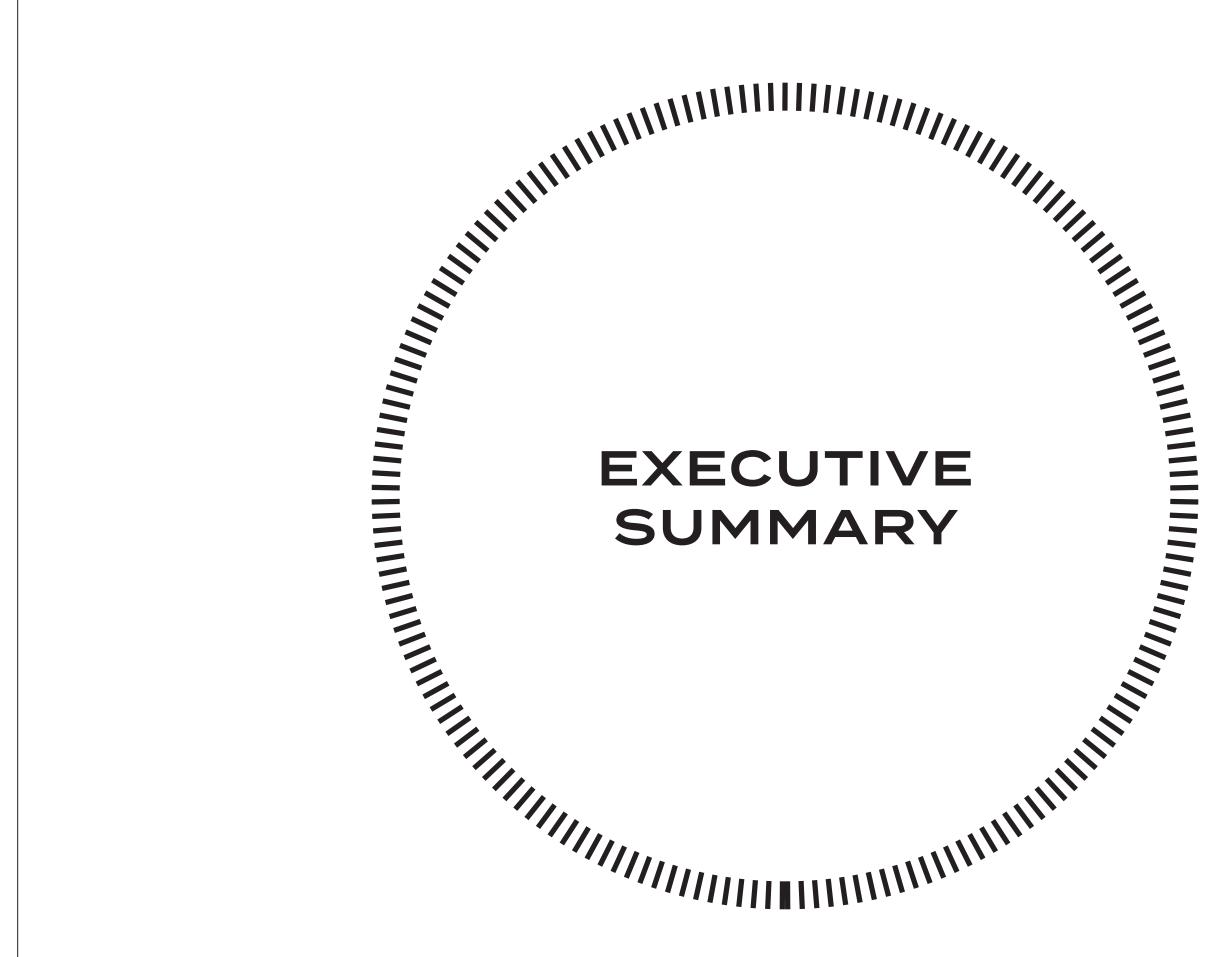
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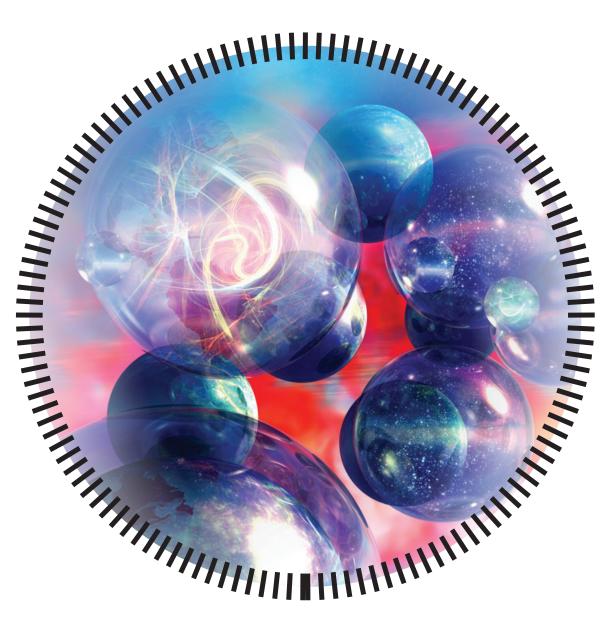


THESIS STATEMENT

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.





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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.





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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.



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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
- Scientist
- Astronaut

• 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.



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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





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MULTIVERSE PROJECT MULTIVERSE CLIENT PBS DATE 12.09.2022 DESIGNER JAIPREET UPPAL SCALE AS NOTED NOTES hese drawings are not for construction Contractors shall always verify and be responsible or all dimensions and conditions and inform this office of any variations prior to performing work Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication Mounting detail to be reviewed and modified

based on recommendations from fabricator

KEY

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.

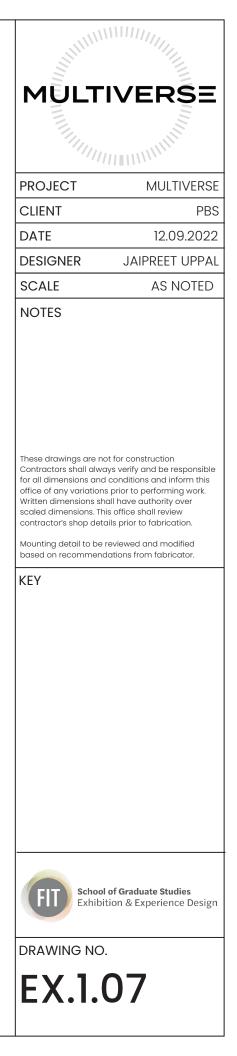
EDUCATION GOALS

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. .

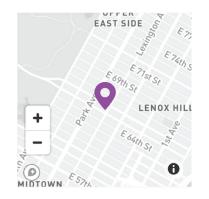


VENUE

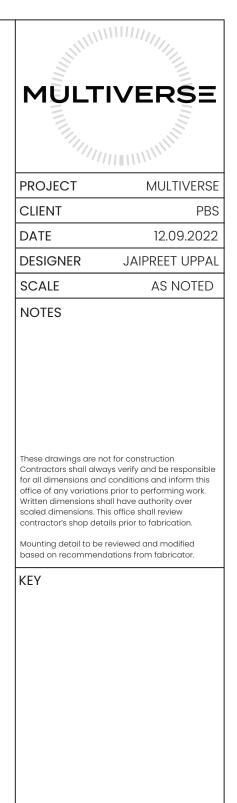
THE PARK ARMORY

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 19thcentury 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







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EX.1.08

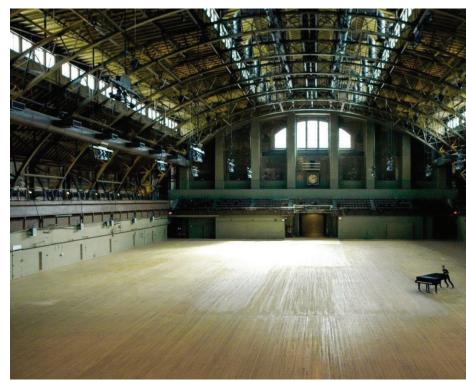
Exhibition & Experience Design

THE PARK ARMORY

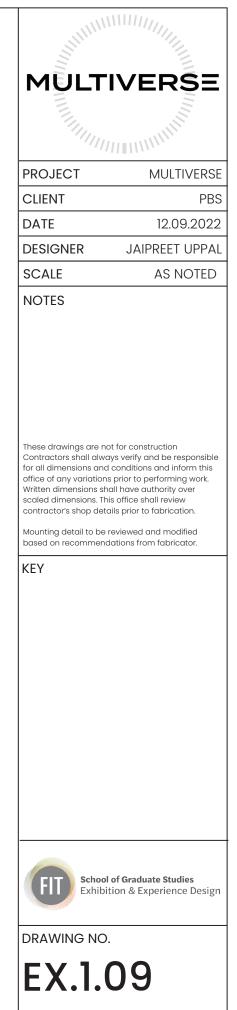
THE WADE THOMPSON DRILL HALL

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.

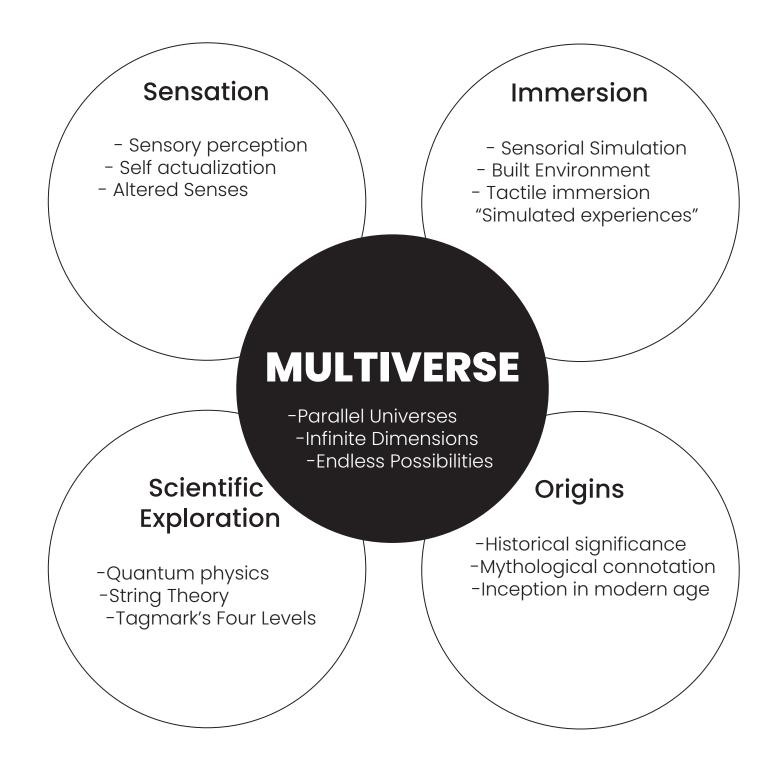
CAPACITY Seated: 1,200 Standing: 1,200 Square feet: 38,579 ft2 Ceiling height: 68 ft







BUBBLE DIAGRAM





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PROJECT MULTIVERSE CLIENT DATE 12.09.2022 DESIGNER JAIPREET UPPAL SCALE AS NOTED

MULTIVERSE

PBS

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

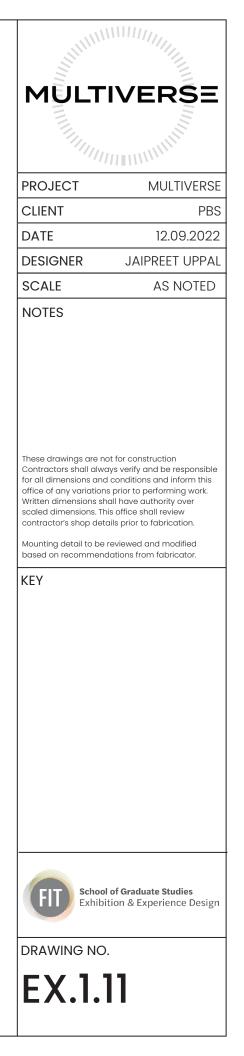
-Tagmark's Four Levels

3. SENSATION

- Sensory perception
- Self actualization
- Altered Senses

4. IMMERSION

- Sensorial Simulation
- Built Environment
- Tactile immersion
- "Simulated experiences"



EXTENDED DESIGN

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.







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JAIPREET UPPAL

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PROJECT

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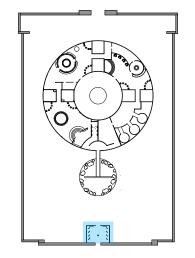












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CLIENT	PBS			
DATE	12.09.2022			
DESIGNER	JAIPREET UPPAL			
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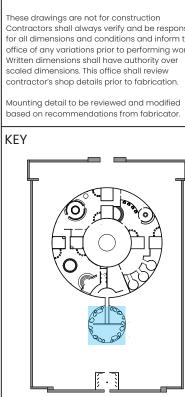
TIME PORTAL







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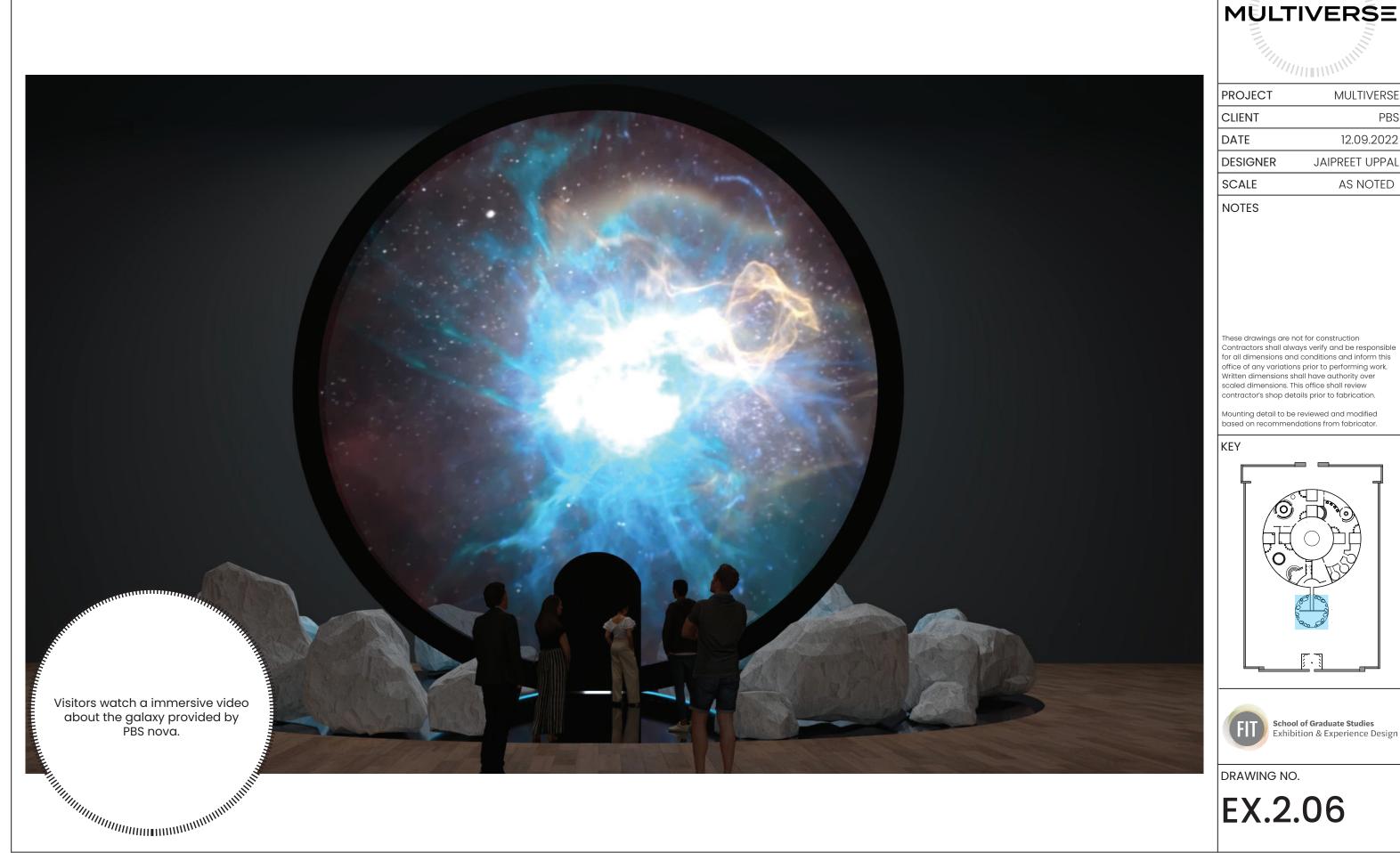
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TIME PORTAL

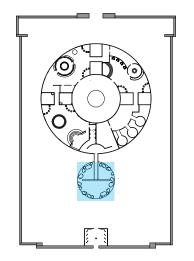




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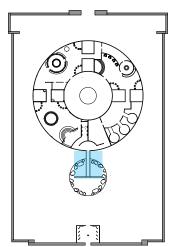
TIME PORTAL TUNNEL

R

Visitors make their way into time portal tunnel to get transported onto the space station.







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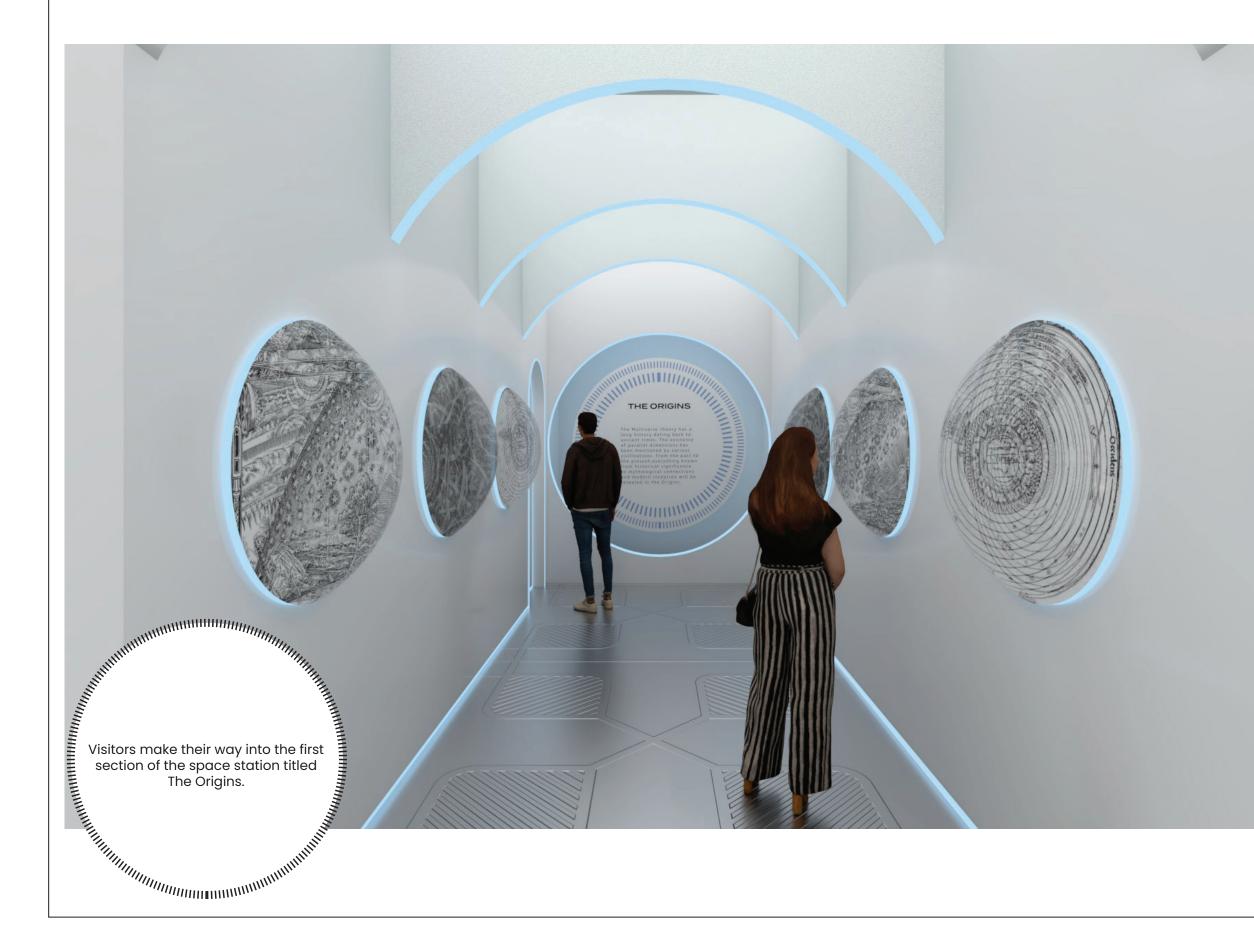
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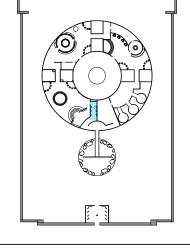
THE ORIGINS HALLWAY





Exhibition & Experience Design

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KEY

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THE ORIGINS | THEATRE

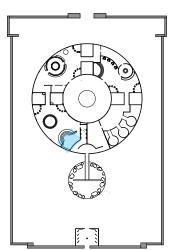








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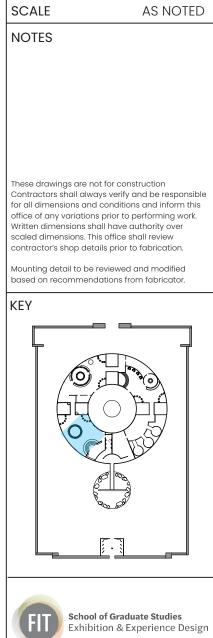
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EX.2.10

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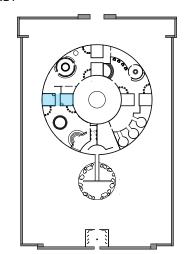
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PASSAGE WAYS







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MULTIVERSE

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SCIENTIFIC EXPLORATION | OVERVIEW

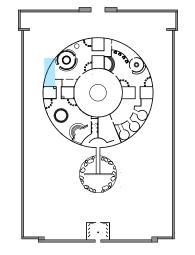








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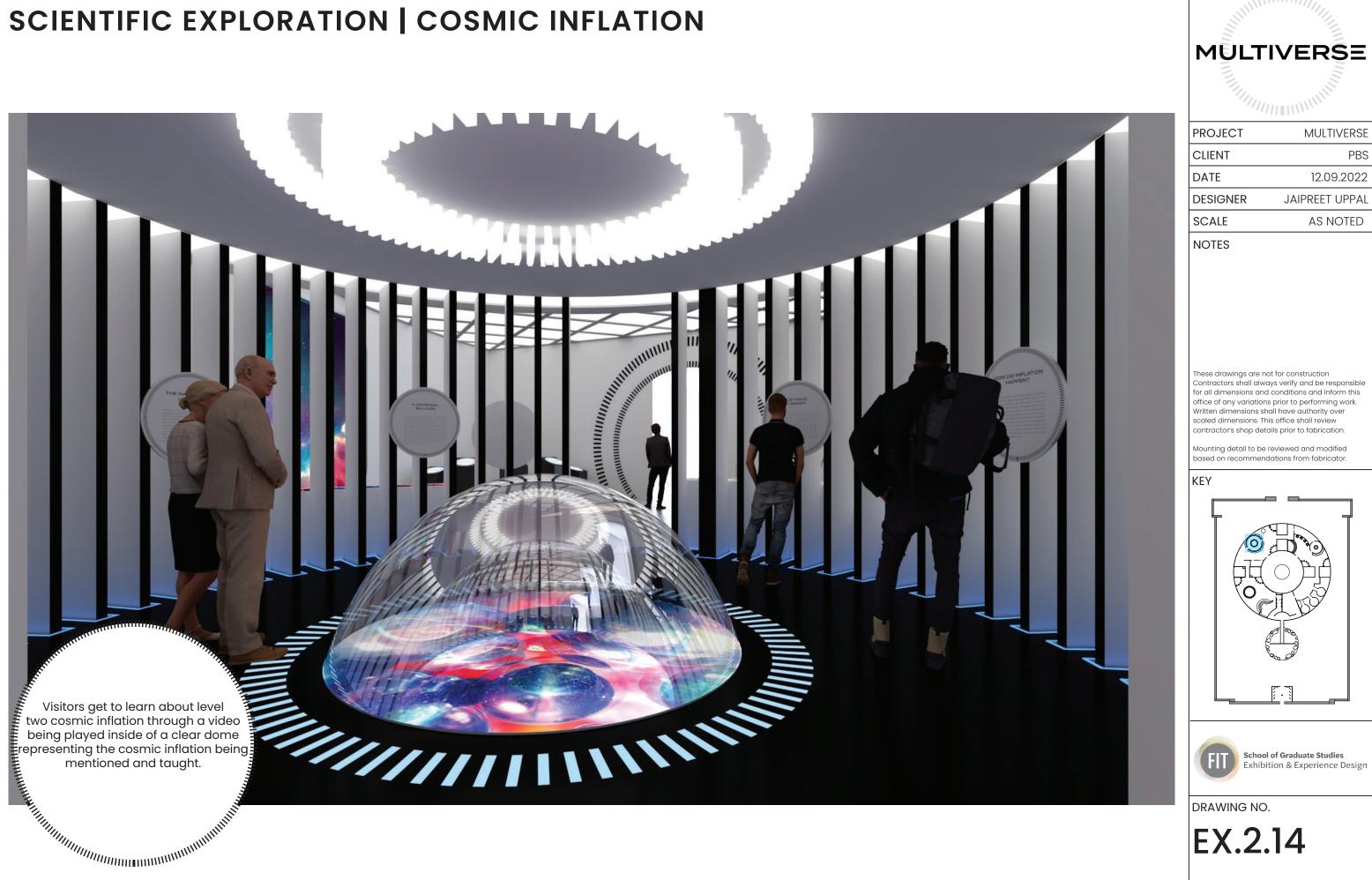
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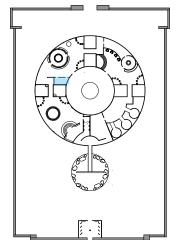
SCIENTIFIC EXPLORATION | COSMIC INFLATION



SCIENTIFIC EXPLORATION | MANY WORLDS







KEY

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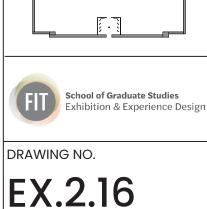
CLIENT

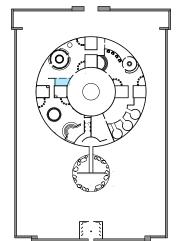
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SCIENTIFIC EXPLORATION | MANY WORLDS







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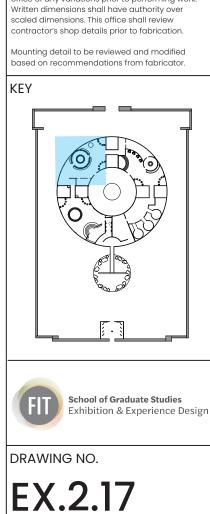
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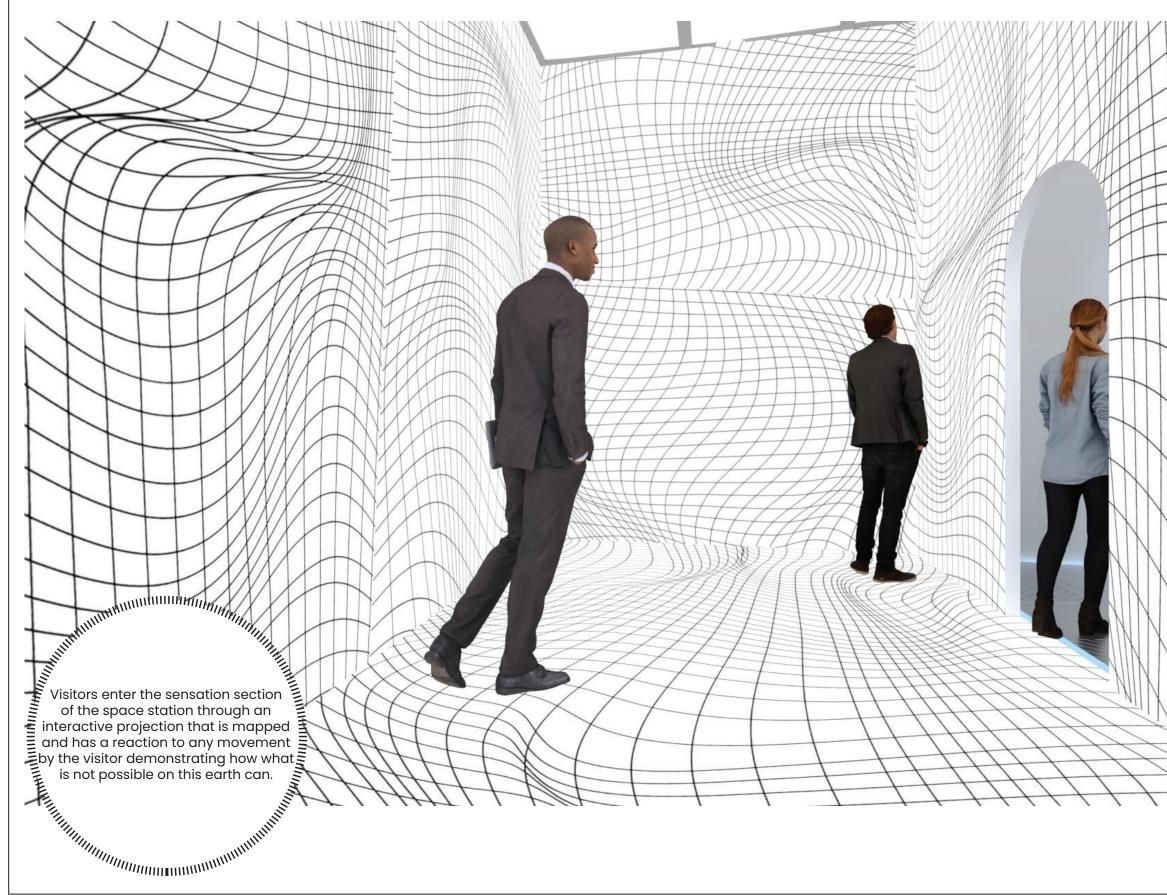
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SENSATION | INTERACTIVE PROJECTION

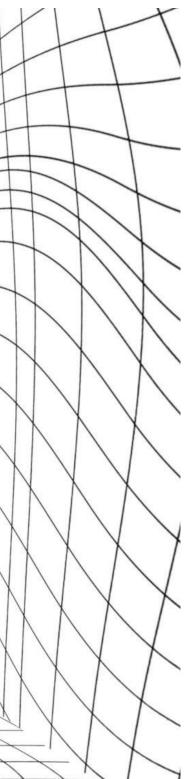


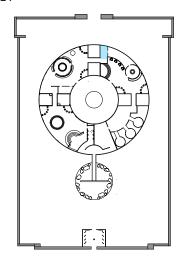






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KEY

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NOTES

PROJECT	MULTIVERSE
CLIENT	PBS
DATE	12.09.2022
DESIGNER	JAIPREET UPPAL
SCALE	AS NOTED
NOTES	

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SENSATION | PULSING WALLS

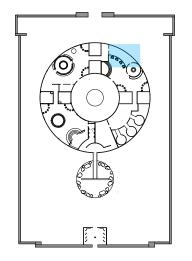




DRAWING NO.



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NOTES

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12.09.2022

MULTIVERSE

DATE

CLIENT

SENSATION | OVERVIEW

Visitors get to experience what walking on a different gravitational pull and get to interact with touch screen kiosk that teach us about the four senses.

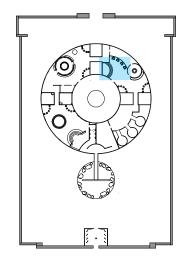








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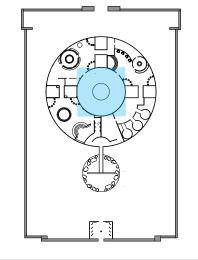
PROJECT

STARGAZE

Visitors get to experience a relaxing area as a break anytime they wish and get to stargaze at skies from different multiverses and worlds.







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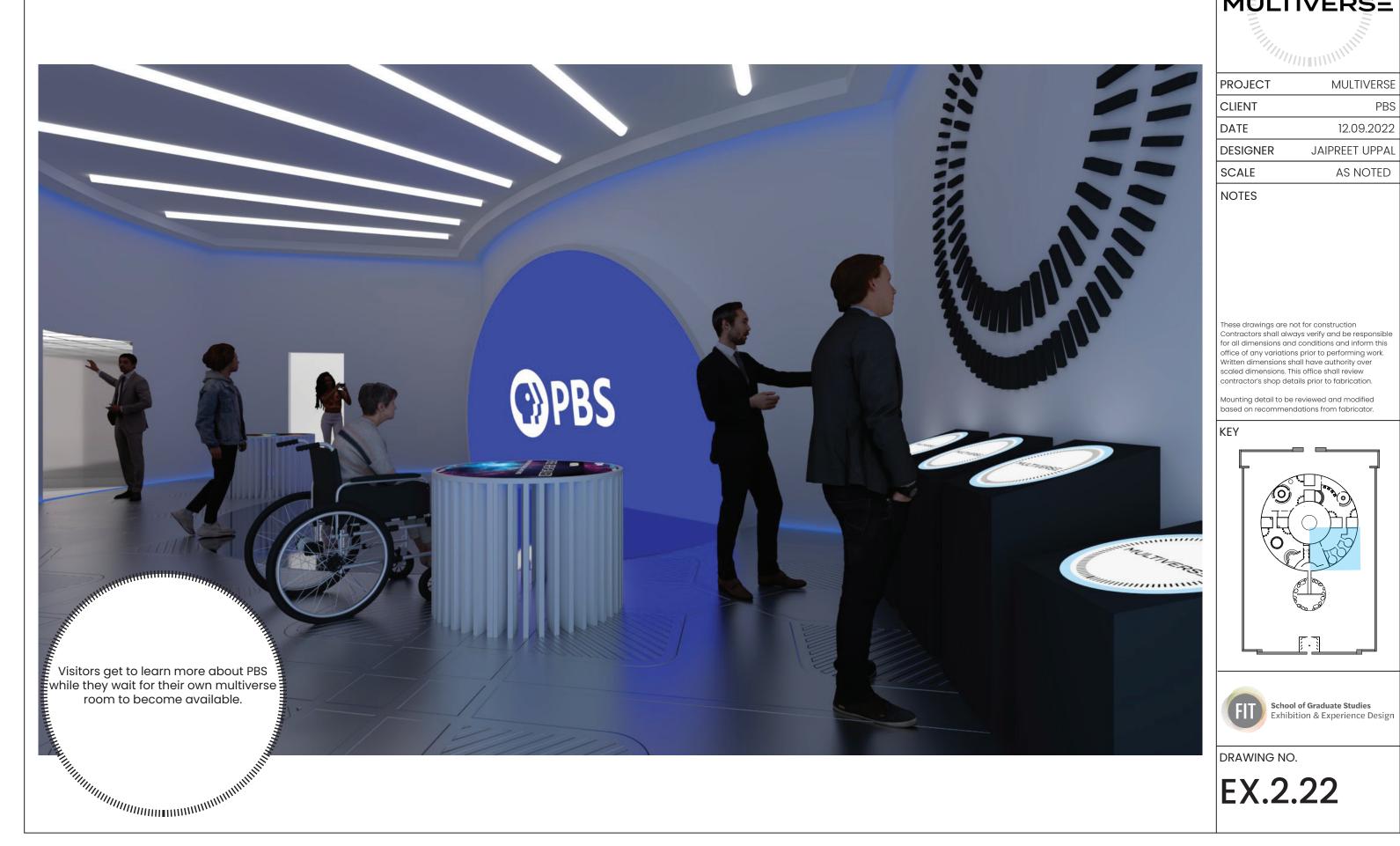
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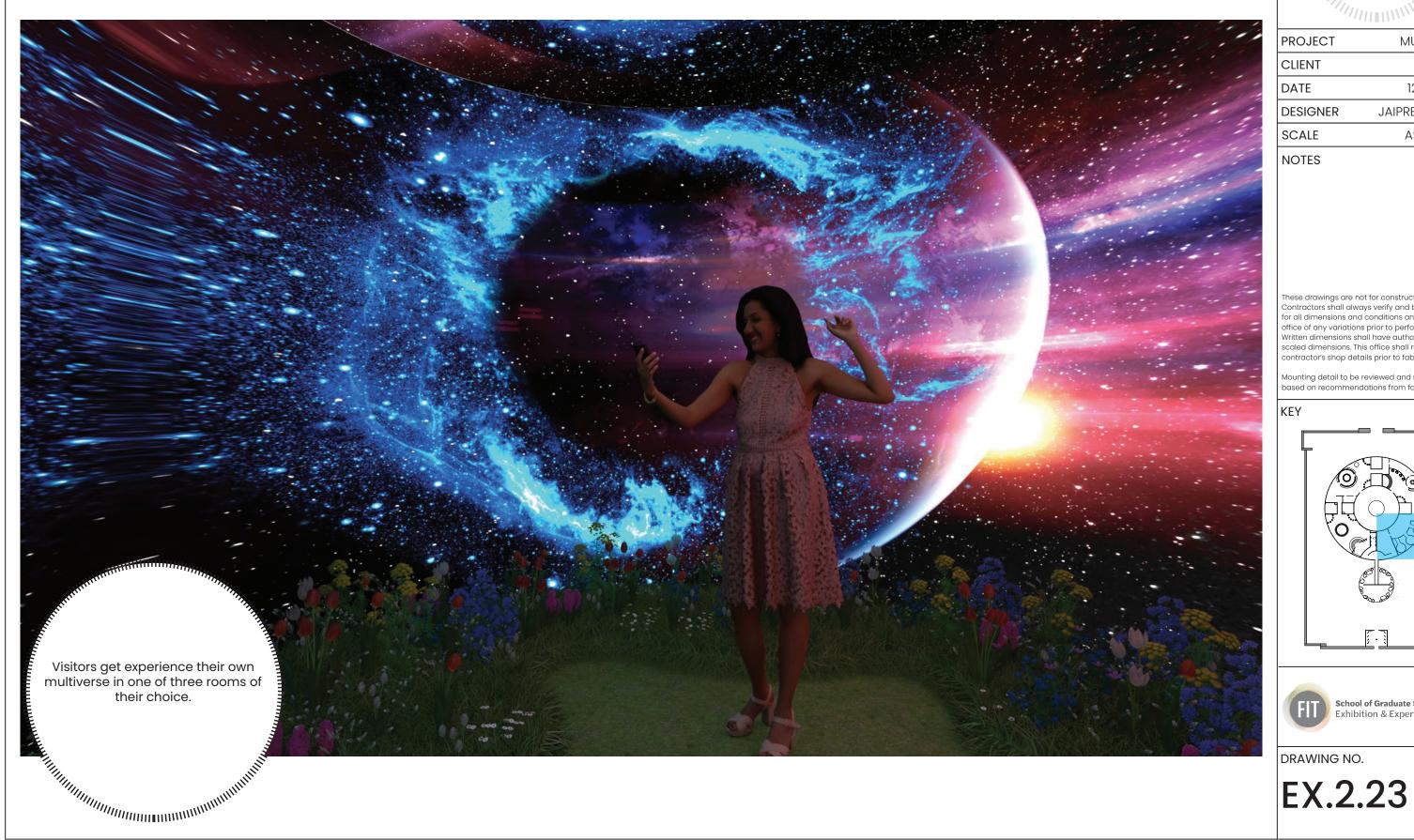
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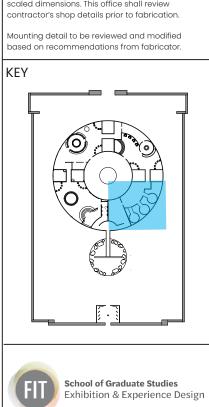
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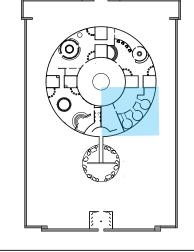
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PROJECT

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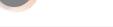
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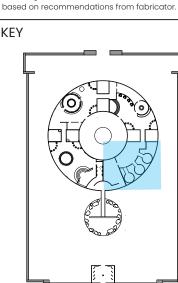
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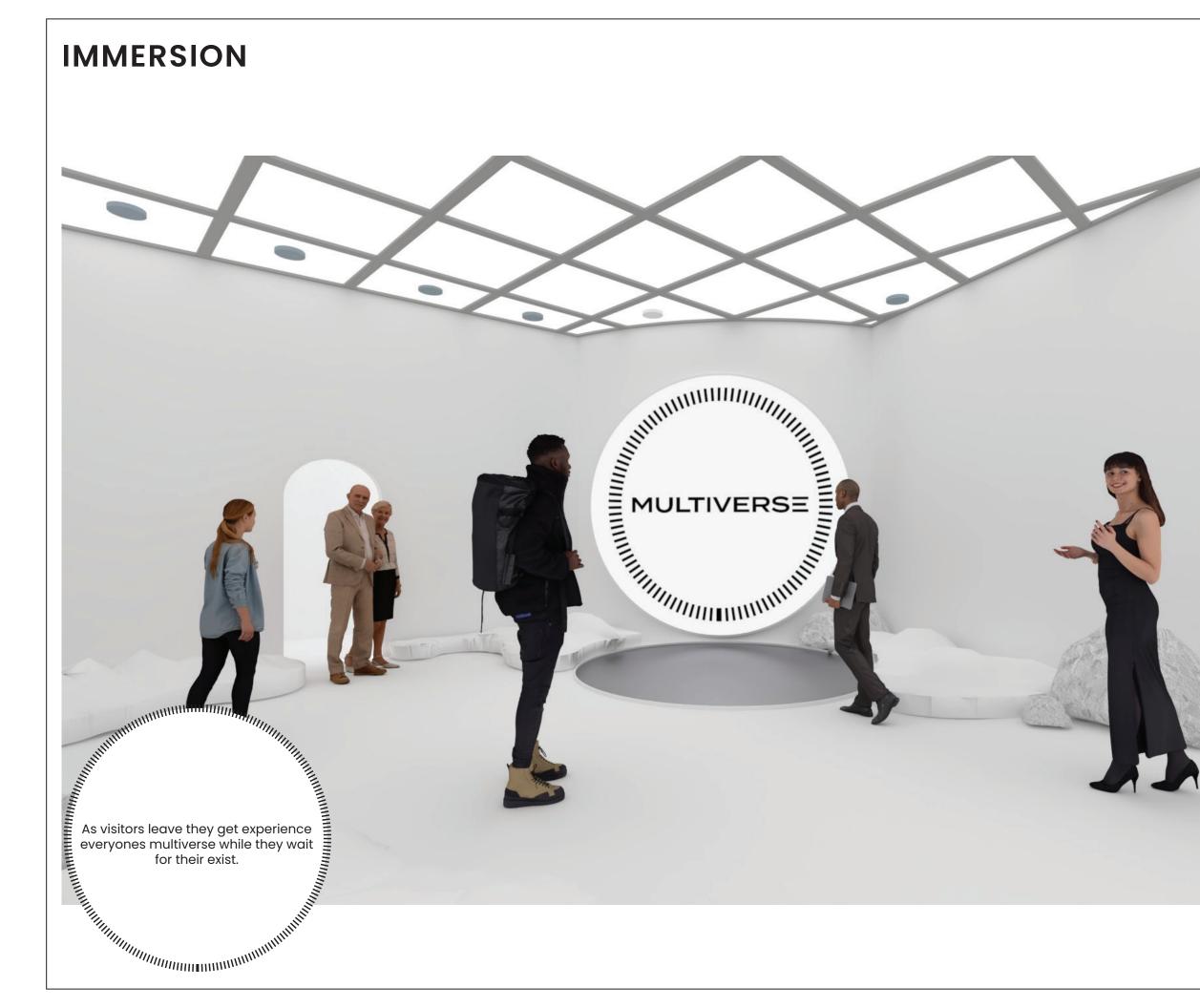
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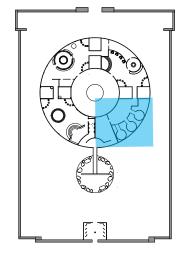








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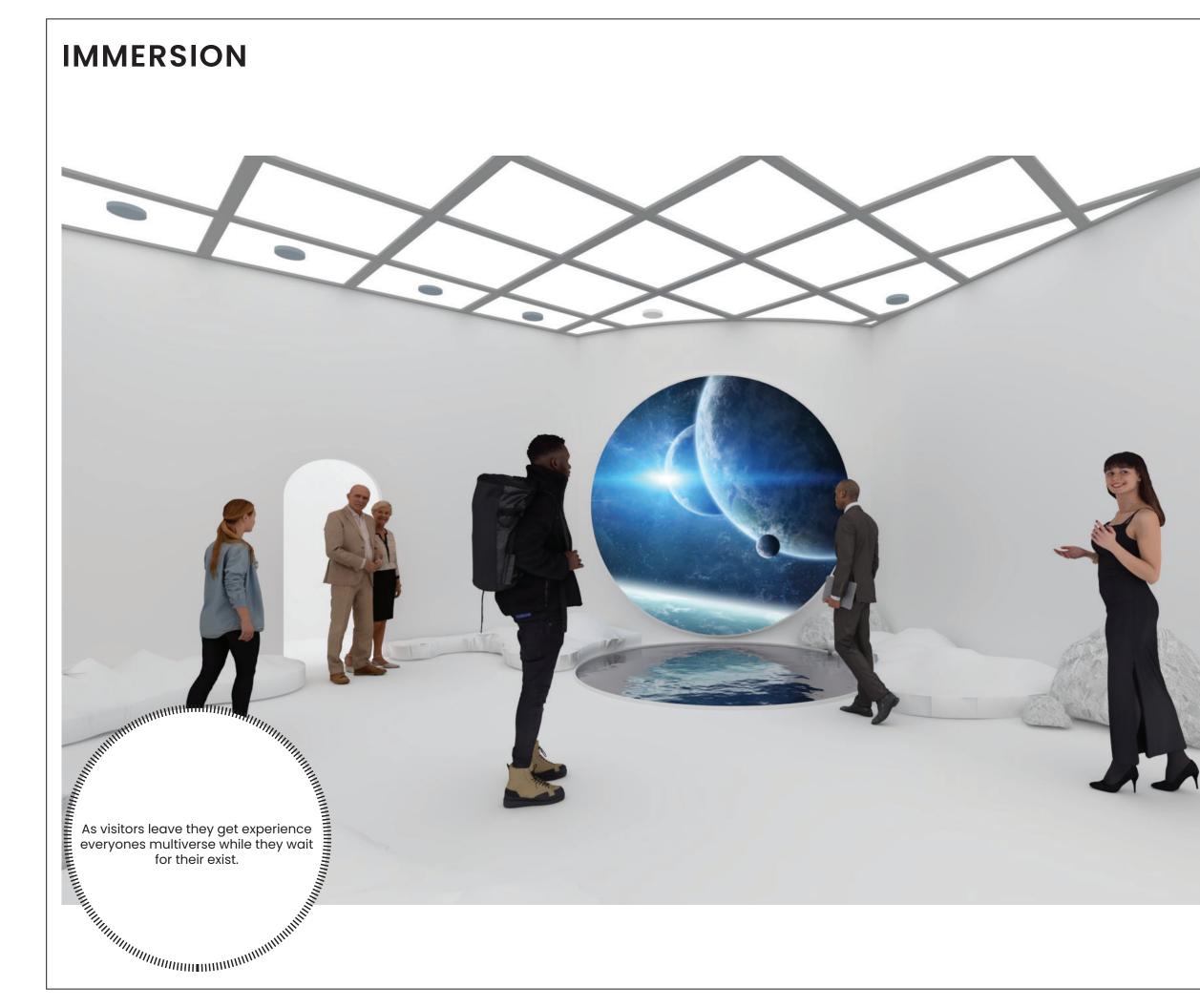
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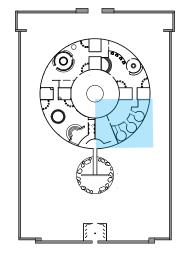




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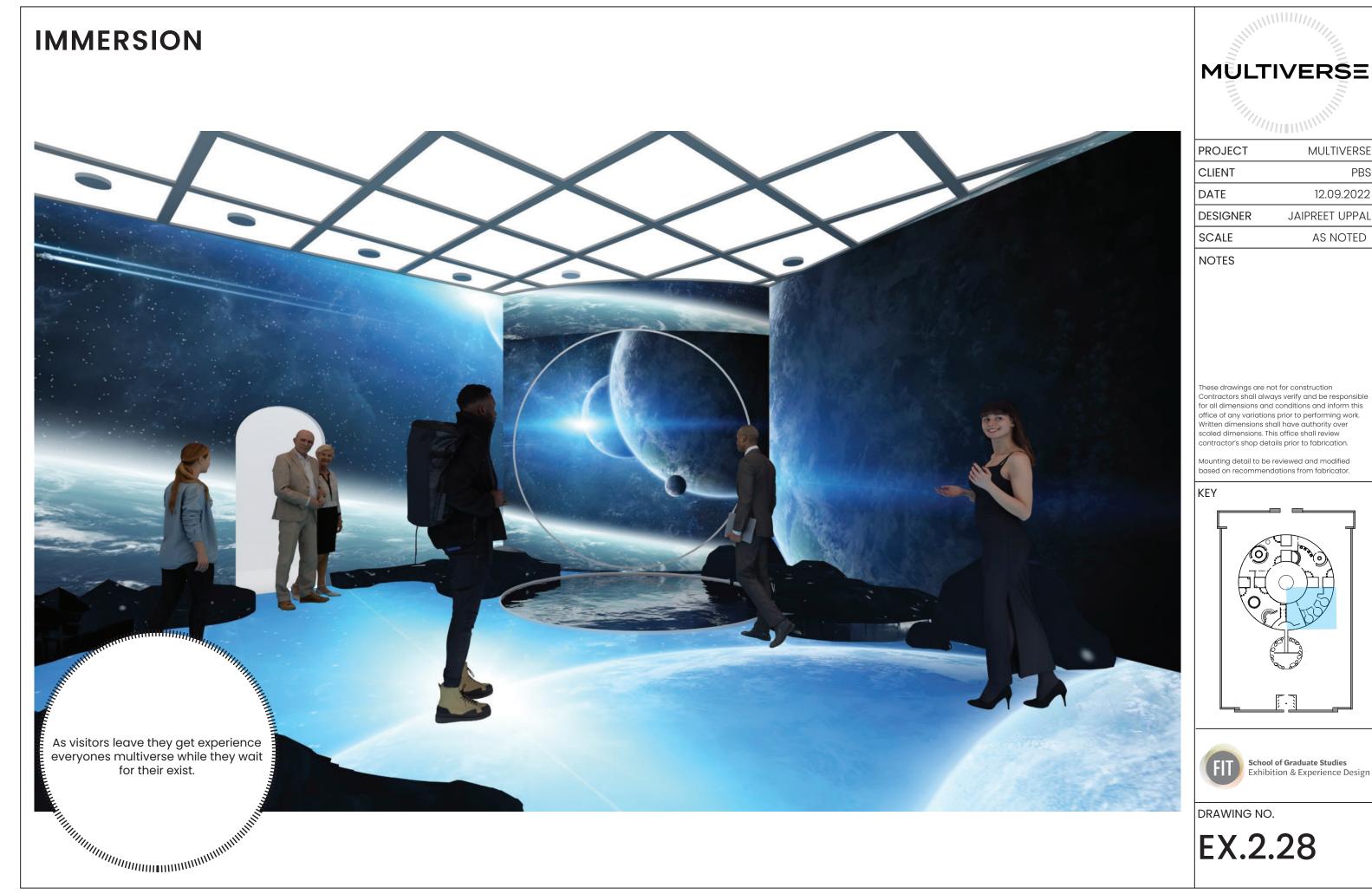
PROJECT CLIENT

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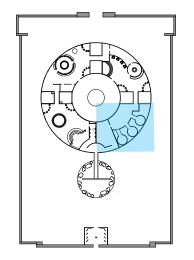








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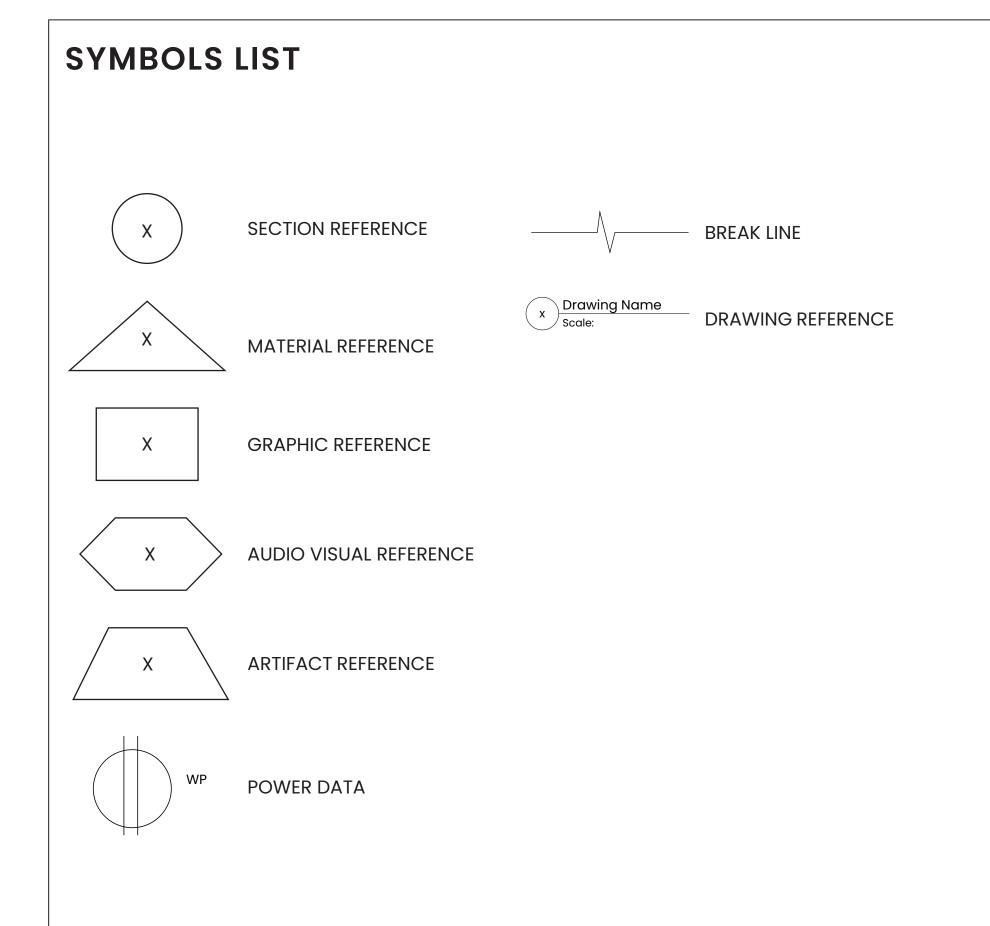
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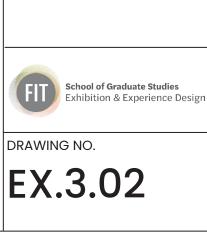
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DESIGNER

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SCALE

GRAPHIC SCHEDULE

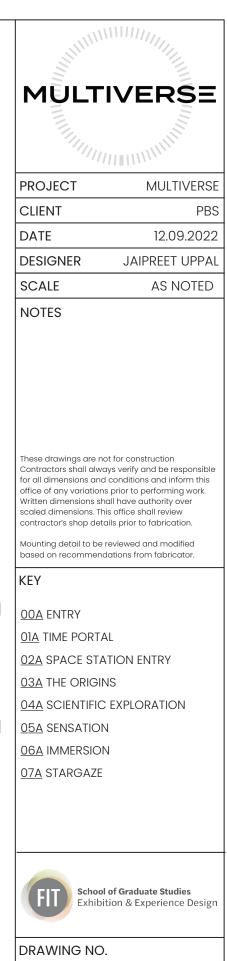
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00A.01.AV1	С	PROJECTED INTRO	04A.01.GR1	А	SEC
00A.01.AV2	В	TOUCH SCREEN	04A.01.GR2	G	CO
			04A.01.GR3	G	CO
TIME PORTAL	SIGN TYPE	DESCRIPTION	04A.01.AV1	E	DIG
01A.01.AV1	D	PROJECTION	04A.01.AV2	E	DIG
			04A.01.AV3	E	DIG
SPACE STATION ENTRY	<u>SIGN TYPE</u>	DESCRIPTION	04A.01.AV4	E	DIG
02A.01.AV1	F	DIGITAL SCREEN	04A.01.AV5	E	DIG
02A.01.GR1	G	CONTENT	04A.02.AV1	E	DIG
02A.01.GR2	G	CONTENT	04A.03.AV1	E	TOI
		DECODIDITION			DE
THE ORIGINS	<u>SIGN TYPE</u>	DESCRIPTION	<u>SENSATION</u>	<u>SIGN TYPE</u>	
03A.01.GR1	A	SECTION INTRO	05A.01.GR1	A	SEC
03A.01.GR1	A	SECTION INTRO	05A.01.GR1		SEC
03A.01.GR1 03A.02.AV1	A C	SECTION INTRO PROJECTED VIDEO	05A.01.GR1 05A.01.AV1	A I	SEC SEN
03A.01.GR1 03A.02.AV1 03A.03.AV1	A C B	SECTION INTRO PROJECTED VIDEO TOUCH SCREEN	05A.01.GR1 05A.01.AV1 05A.02.GR1	A I G	SEC SEN DIR
03A.01.GR1 03A.02.AV1 03A.03.AV1 03A.03.GR1	A C B H	SECTION INTRO PROJECTED VIDEO TOUCH SCREEN LABEL	05A.01.GR1 05A.01.AV1 05A.02.GR1 05A.02.GR2	A I G G	SEC SEN DIR DIR
03A.01.GR1 03A.02.AV1 03A.03.AV1 03A.03.GR1 03A.03.GR2	A C B H H	SECTION INTRO PROJECTED VIDEO TOUCH SCREEN LABEL LABEL	05A.01.GR1 05A.01.AV1 05A.02.GR1 05A.02.GR2 05A.02.GR3	A I G G	SEC SEN DIR DIR LAE
03A.01.GR1 03A.02.AV1 03A.03.AV1 03A.03.GR1 03A.03.GR2 03A.03.GR3	A C B H H H	SECTION INTRO PROJECTED VIDEO TOUCH SCREEN LABEL LABEL LABEL	05A.01.GR1 05A.01.AV1 05A.02.GR1 05A.02.GR2 05A.02.GR3 05A.02.AV1	A I G G H I	SEC SEN DIR DIR LAE SEN
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03A.01.GR1 03A.02.AV1 03A.03.AV1 03A.03.GR1 03A.03.GR2 03A.03.GR3 03A.03.GR4 03A.03.GR5	A C B H H H H	SECTION INTRO PROJECTED VIDEO TOUCH SCREEN LABEL LABEL LABEL LABEL	05A.01.GR1 05A.01.AV1 05A.02.GR1 05A.02.GR2 05A.02.GR3 05A.02.AV1 05A.03.GR1 05A.04.AV1	A I G H I G B	SEC SEN DIR DIR LAE SEN CO TOU
03A.01.GR1 03A.02.AV1 03A.03.AV1 03A.03.GR1 03A.03.GR2 03A.03.GR3 03A.03.GR4 03A.03.GR5 03A.03.AV2	A C B H H H H	SECTION INTRO PROJECTED VIDEO TOUCH SCREEN LABEL LABEL LABEL LABEL LABEL DIGITAL SCREEN	05A.01.GR1 05A.01.AV1 05A.02.GR1 05A.02.GR2 05A.02.GR3 05A.02.AV1 05A.03.GR1 05A.04.AV1 05A.04.GR1	A I G H I G B G	SEC SEN DIR LAE SEN CO TOU CO

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ESCRIPTION

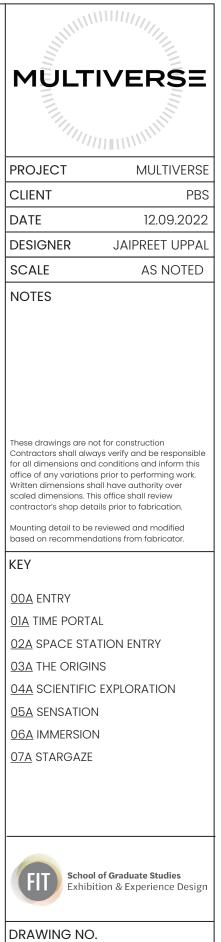
ECTION INTRO ENSORED PROJECTION DIRECTIVE DIRECTIVE ABEL ENSORED PROJECTION CONTENT OUCH SCREEN CONTENT DIRECTIVE OUCH SCREEN



GRAPHIC SCHEDULE

IMMERSION	SIGN TYPE	DESCRIPTION
06A.01.GR1	А	SECTION INTRO
06A.01.AV1	E	TOUCH SCREEN
06A.01.AV2	D	PROJECTION
06A.01.AV3	В	DIGITAL SCREEN
06A.01.AV4	В	DIGITAL SCREEN
06A.01.GR2	С	DIRECTIVE
06A.02.AV1	J	FLEXIBLE LED SCREEN
06A.02.AV2	J	FLEXIBLE LED SCREEN
06A.02.AV3	J	FLEXIBLE LED SCREEN
06A.03.AV1	F	DIGITAL SCREEN
STARGAZE	SIGN TYPE	DESCRIPTION
07A.01.AV1	С	PROJECTION

0/A.0I.AVI	C	PROJECTION
07A.01.AV2	С	PROJECTION
07A.01.AV3	С	PROJECTION
07A.01.AV4	С	PROJECTION
07A.01.AV5	К	DIGITAL SCREEN



GRAPHIC SPECS

SIGN TYPE DESCRIPTION

- HIGH-PRESSURE LAMINATE MOUNTED ON MDF WITH LED STRIP MOUNTED ON FINISHED SIDES. CIRCULAR Α
- В 22" BUILT-IN SPEAKERS FRAMELESS EDGE-LIT LED PROJECTED CAPACITIVE LCD TOUCHSCREEN MONITOR
- DIGITAL GRAPHICS PROJECTION С
- D DIGITAL VIDEO PROJECTION
- 17" TOUCHSCREEN MONITOR WITH REMOTE CONTROL AND BUILT-IN DUAL SPEAKERS Ε
- LED SCREEN PANELS (VARIOUS SIZES) F
- 1/4" SMOOTH SINTRA WITH DIRECT PRINT MOUNTED TO WALL (HEATED TREATED TO MOLD ALONG CURVED WALLS) G
- 1/4" ACRYLIC SHEET WITH DIRECT PRINT Η
- MOTION SENSORED PROJECTION
- FLEXIBLE LED VIDEO PANELS (VARIOUS SIZES) J
- VISUALPOWER ROUND CIRCLE SHAPE LED DISPLAY/SCREEN (VARIOUS SIZES) Κ



KEY

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PROJECT CLIENT

MULTIVERSE

PBS

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JAIPREET UPPAL

DESIGNER

SCALE

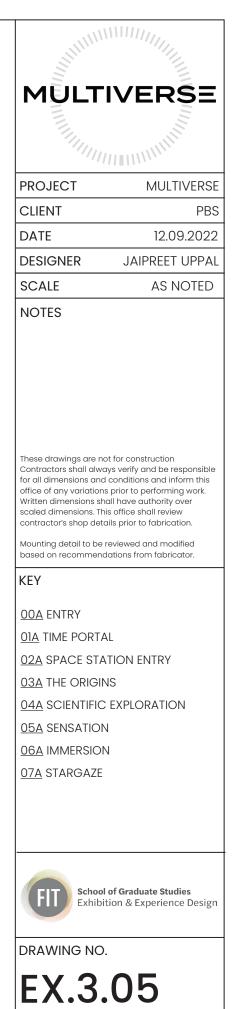
AS NOTED

NOTES

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MATERIAL SCHEDULE

MATERIAL	CODE	DESCRIPTION	AREA
FABRIC	X.FB.01	WHITE BLACKOUT SATEEN, IFR	A00
FABRIC	X.FB.02	NEBULA™ NET ROSE BRAND SCRIM	01A
FABRIC	X.FB.03	GLISS PANNÉ VELVET, IFR	07A
FABRIC	X.FB.04	CUSTOM STEEL, WIRE NET	05A
CARPET	X.CP.01	LED FIBER OPTIC CARPET	07A
XPS	X.FM.01	EXTRUDED POLYSTYRENE FOAM	01A, 06A
PLASTER	X.PL.01	PLASTER COATING FOR FOAM ROCK	01A
METAL	X.MTL.01	EXTRUDED ALUMINUM POWDER COATED	THROUGHOUT ALL SPACES
METAL	X.MTL.02	CURVED ALUMINUM WALL FRAME	THROUGHOUT ALL SPACES
WOOD	X.WD.01	HIGH DENSITY FIBERBOARD	THROUGHOUT ALL SPACES
MIRROR	X.MR.01	GLASSLESS MIRROR PANELS	THROUGHOUT ALL SPACES
ACRYLIC	X.AC.01	1/2" CLEAR ACRYLIC PANELS	00A, 04A, 05A, 06A,
SPHERES	X.SP.01	CLEAR PLASTIC HALF SPHERES	03A, 04A, 05A
SPHERES	X.SP.02	INFLATABLE MIRROR SPHERES	04A
LED STRIPS	X.LD.01	L-SERIES DOTLESS™ LED STRIP RGB	THROUGHOUT ALL SPACES
VINYL	X.VL.01	VARIO HIGH GLOSS FLOORING BLACK	THROUGHOUT ALL SPACES
VINYL	X.VL.02	VARIO HIGH GLOSS FLOORING WHITE	THROUGHOUT ALL SPACES
VINYL	X.VL.03	3M™ ARCHITECTURAL FINISHES SLIVER	THROUGHOUT ALL SPACES
VINYL	X.VL.04	3M™ ARCHITECTURAL FINISHES IRON	THROUGHOUT ALL SPACES
FILM	X.FL.01	3M™ WRAP ANTHRACITE CARBON	THROUGHOUT ALL SPACES
PAINT	X.PT.01	BEHR PREMIUM PLUS. PURE BLACK	THROUGHOUT ALL SPACES
PAINT	X.PT.02	BEHR PREMIUM PLUS ULTRA PURE WHITE	THROUGHOUT ALL SPACES

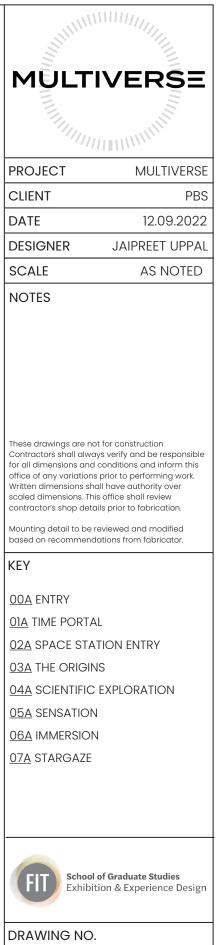


LIGHTING SCHEDULE

CODE	DESCRIPTION
L.1	Litetronics 2x2 40 Watt Edge-Lit LED Flat Panel
L.2	UNDERSCORE INOUT LED strip lighting
L.3	Viribright Led Tube lighting
L.4	Extruded aluminum back light LED

AREA

THROUGHOUT ALL SPACES THROUGHOUT ALL SPACES 06A 04A, 05A, 07A



AUDIO VISUAL SCHEDULE

	MEDIA	CODE	DESCRIPTION	AREA
	SPEAKER	AV.SP.01	HIGH OUTPUT/ HIGH IMPACT JBL CINEMA SURROUND LOUDSPEAKER	THROUGHOUT ALL SPAC
	VIBRATION SPEAKER	AV.VSP.01	CLARK SYNTHESIS AQ339 DILUVIO UNDERWATER SPEAKER	05A
	PROJECTOR	AV.PR.01	SONY VPL-FH60/B LCD PROJECTOR	03A, 06A
	PROJECTOR	AV.PR.02	EPSON LIGHTSCENE EV-115 2200-LUMEN WXGA LASER 3LCD	07A
	PROJECTOR	AV.PR.03	MAGIXBOX [™] FOR INTERACTIVE FLOOR OR WALL	02A, 05A
	RFID	AV.RD.01	THINGMAGIC M1 RFID SENSOR	THROUGHOUT ALL SPAC
	SCREEN	AV.SN.01	VISUALPOWER CIRCLE SHAPE LED DISPLAY/SCREEN (VARIOUS SIZES)	THROUGHOUT ALL SPAC
	SCREEN	AV.SN.02	FLEXIBLE LED VIDEO PANELS	01A, 06A
	TOUCH SCREEN	AV.TSN.01	17" TOUCHSCREEN MONITOR BUILT-IN DUAL SPEAKERS	THROUGHOUT ALL SPAC
	TOUCH SCREEN	AV.TSN.02	22" FRAMELESS EDGE-LIT LCD TOUCHSCREEN MONITOR	00A, 03A
	FOG MACHINE	AV.FG.01	ADJ FOG FURY JETT PRO RGBA LEDS	01A
	FAN	AV.FN.01	KENDALL HOWARD™ HIGH SPEED FAN ASSEMBLY KIT	05A
1				

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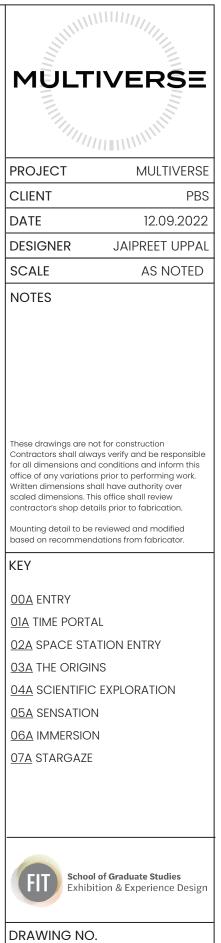
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DRAWING NO.

ARTIFACT SCHEDULE

<u>ARTIFACT</u>	<u>CODE</u>	DESCRIPTION	<u>AREA</u>
BHAGAVAD GITA	AR.BG.01	BOOK	03A
ARISTOTLE'S COSMO	AR.AC.01	PAINTING BY BARTOLOMEU VELHO, 1568 (REPRODUCTION	03A
MICROSCOPE	AR.ME.01	PROP PLACED ON DIGITAL SCREEN INTERACTIVE	04A
TELESCOPE	AR.TE.01	PROP PLACED ON DIGITAL SCREEN INTERACTIVE	04A
TEST TUBE RACK	AR.TR.01	PROP PLACED ON DIGITAL SCREEN INTERACTIVE	04A
BEAKER	AR.BR.01	PROP PLACED ON DIGITAL SCREEN INTERACTIVE	04A
SCALE	AR.SE.01	PROP PLACED ON DIGITAL SCREEN INTERACTIVE	04A
SENSORY VEST	AR.SV.01	DAVID EAGLEMAN SENSORY VEST	06A



PLANS & SECTION

SITE PLAN



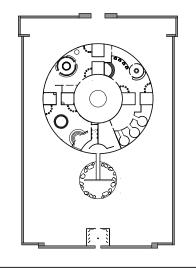
Site Plan 1 Scale: 1" = 30'



DRAWING NO.



Exhibition & Experience Design



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12.09.2022 DATE DESIGNER JAIPREET UPPAL SCALE AS NOTED NOTES

MULTIVERSE

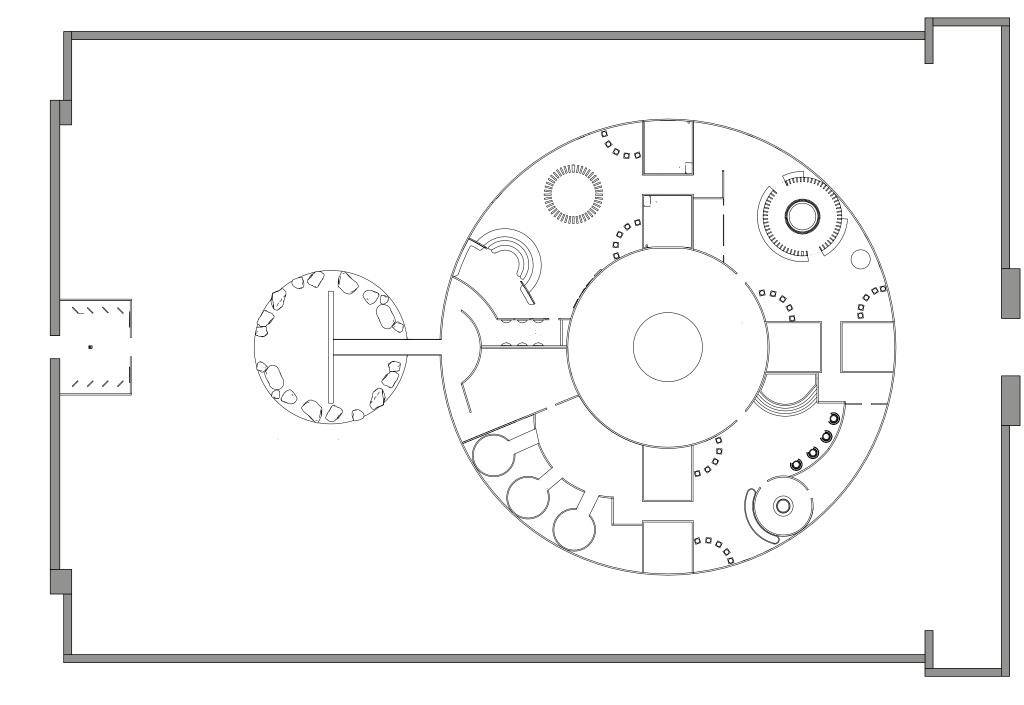
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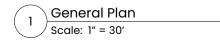
PBS

PROJECT

CLIENT

GENERAL PLAN

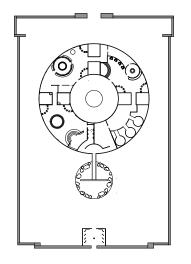






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SCALE

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JAIPREET UPPAL

DESIGNER

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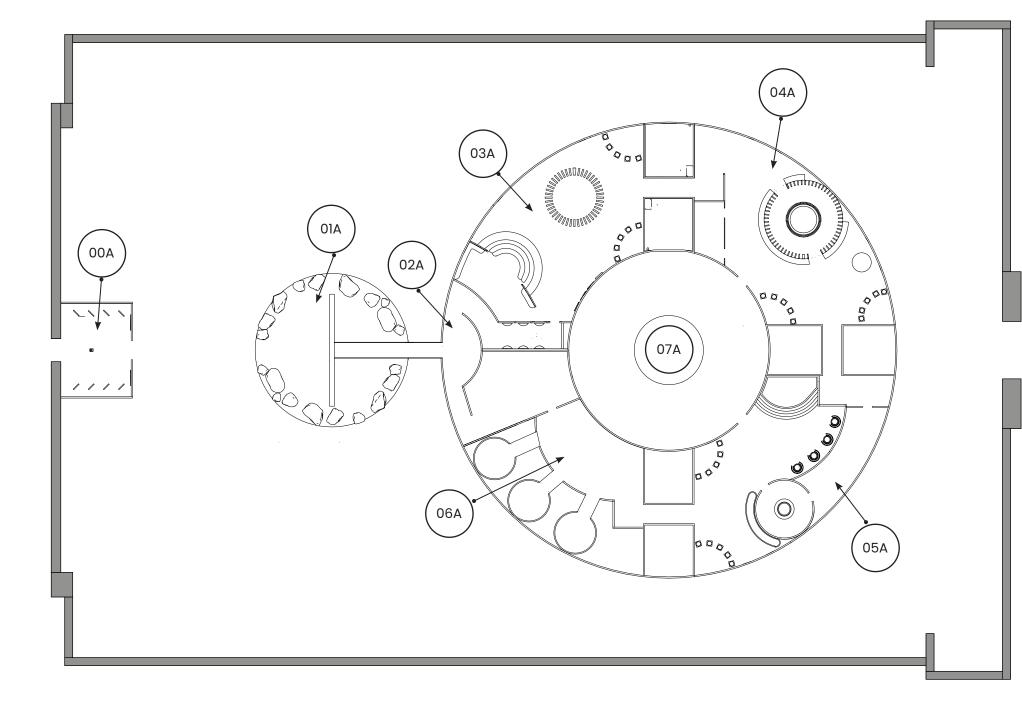
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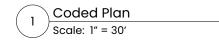
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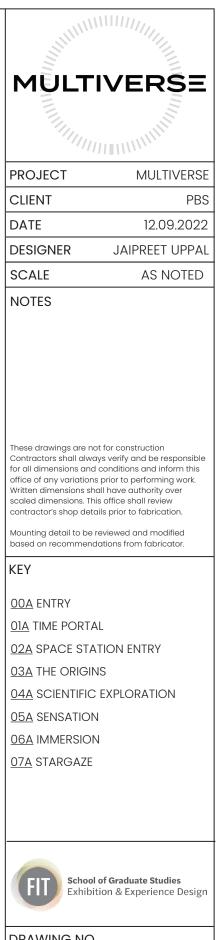
12.09.2022

DATE

CODED PLAN

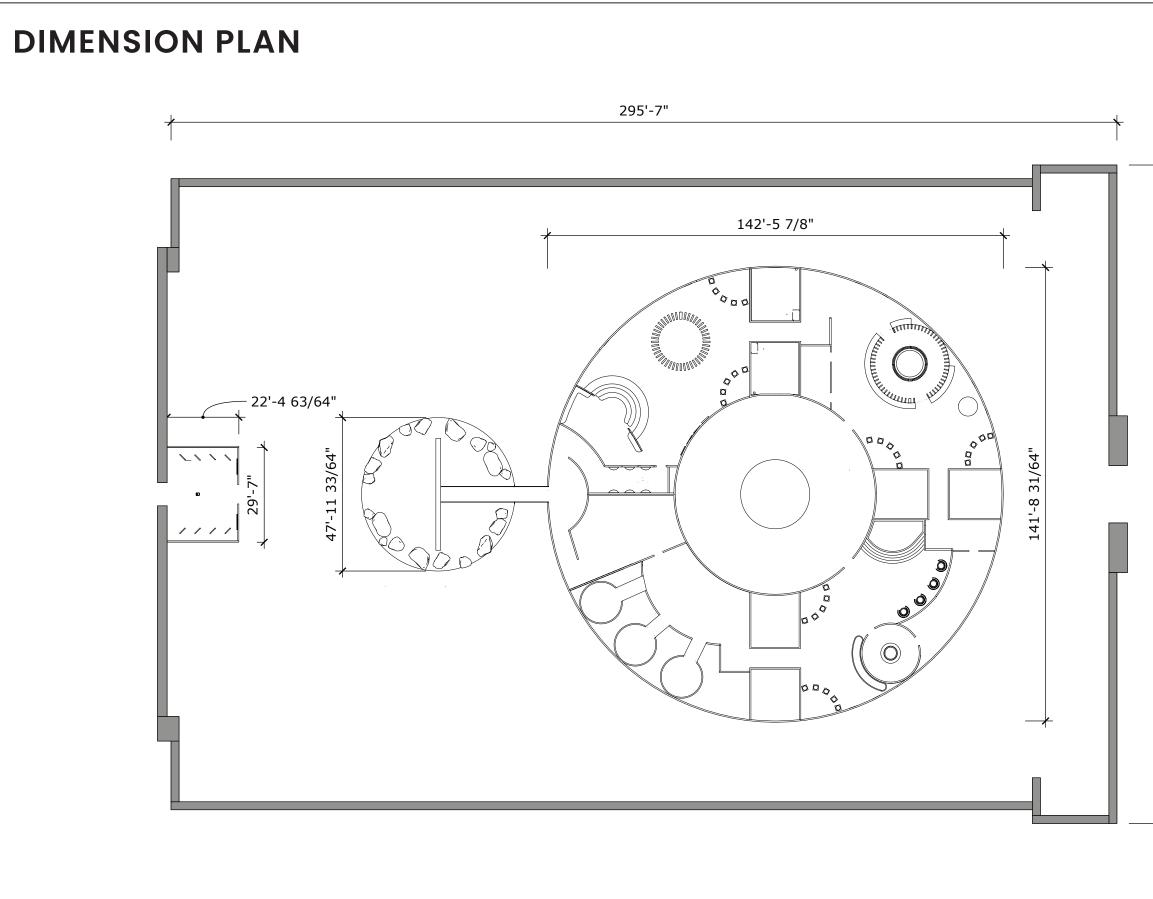






DRAWING NO.

EX.4.04



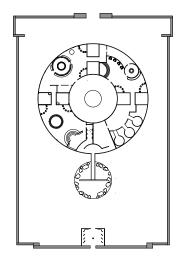
Dimension Plan 1 Scale: 1" = 30'



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DESIGNER

CLIENT

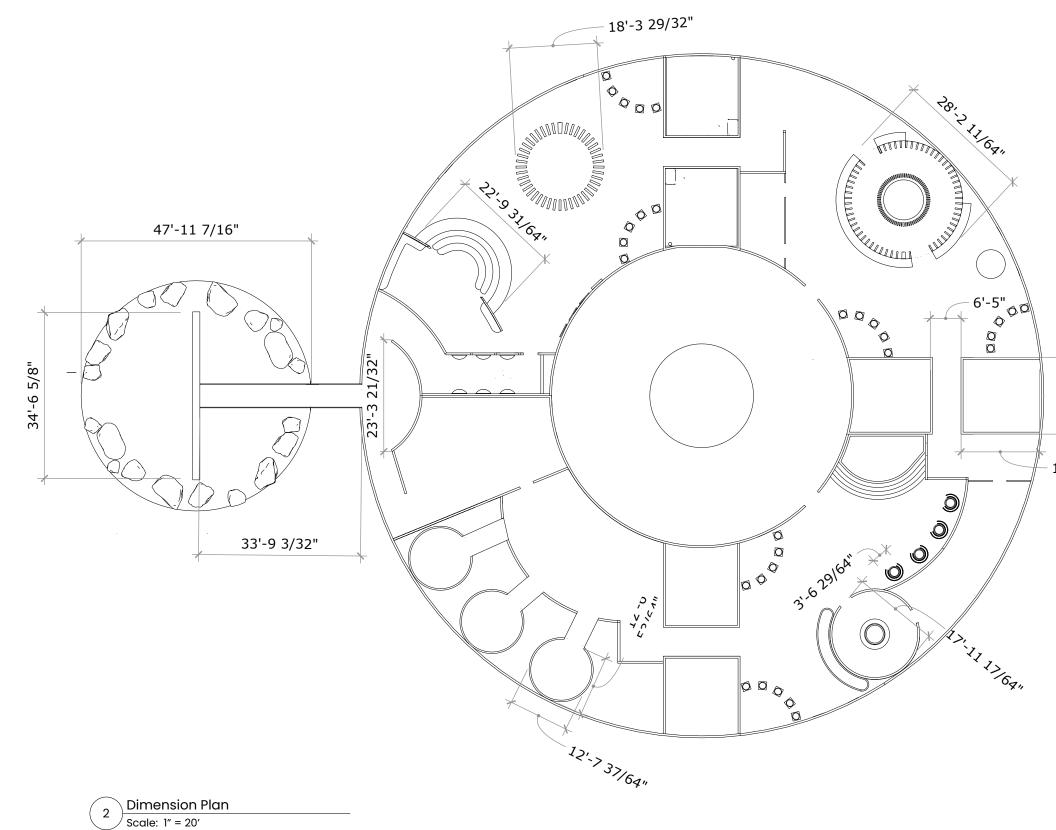
DATE

SCALE

NOTES

205'-9 3/32"

DIMENSION PLAN

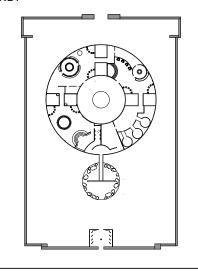




DRAWING NO.



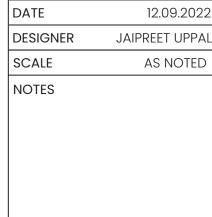
School of Graduate Studies Exhibition & Experience Design



KEY

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

hese drawings are not for construction Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.



MULTIVERSE

MULTIVERSE

PBS

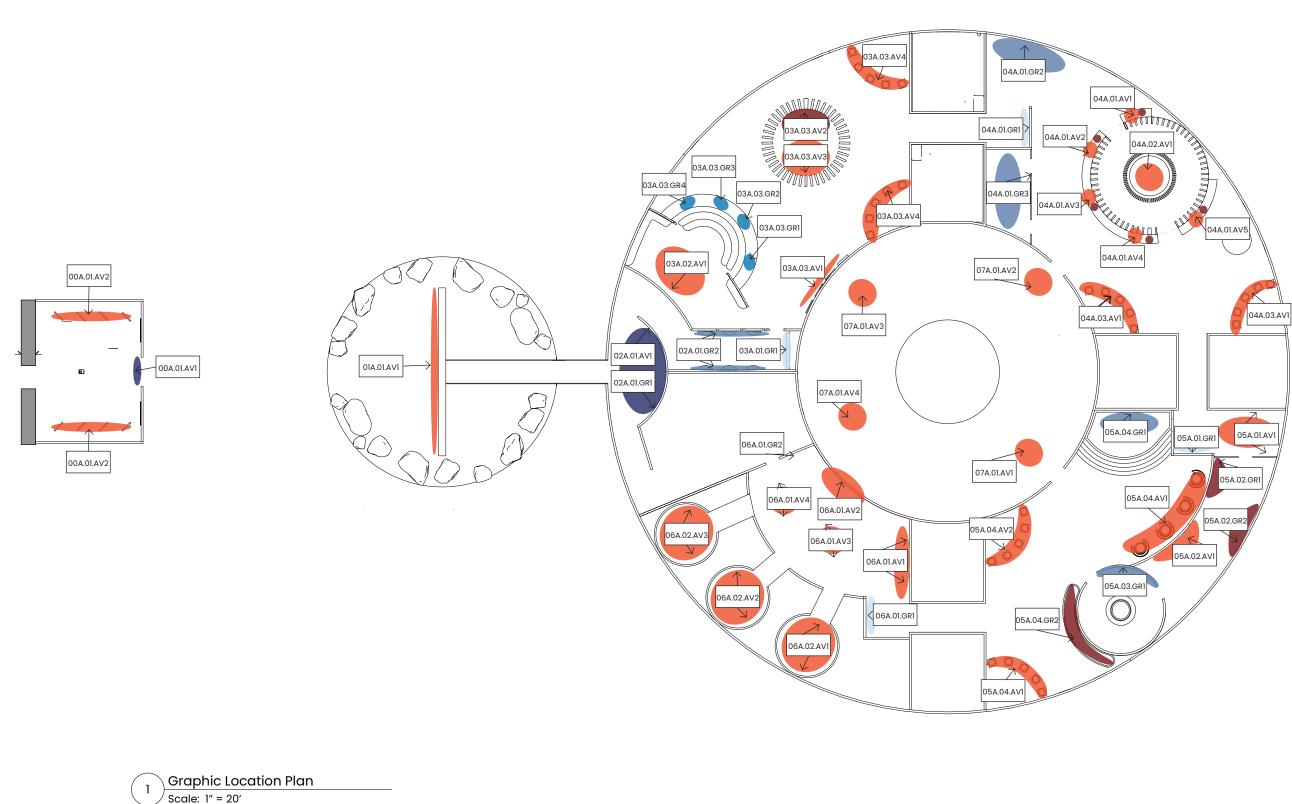
PROJECT

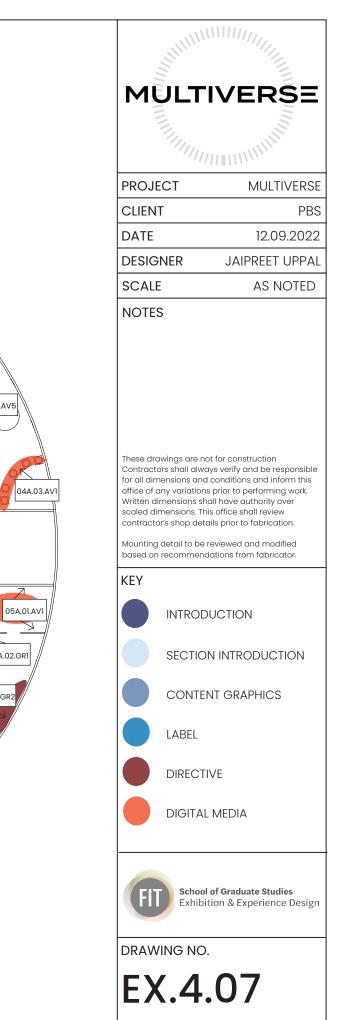
CLIENT

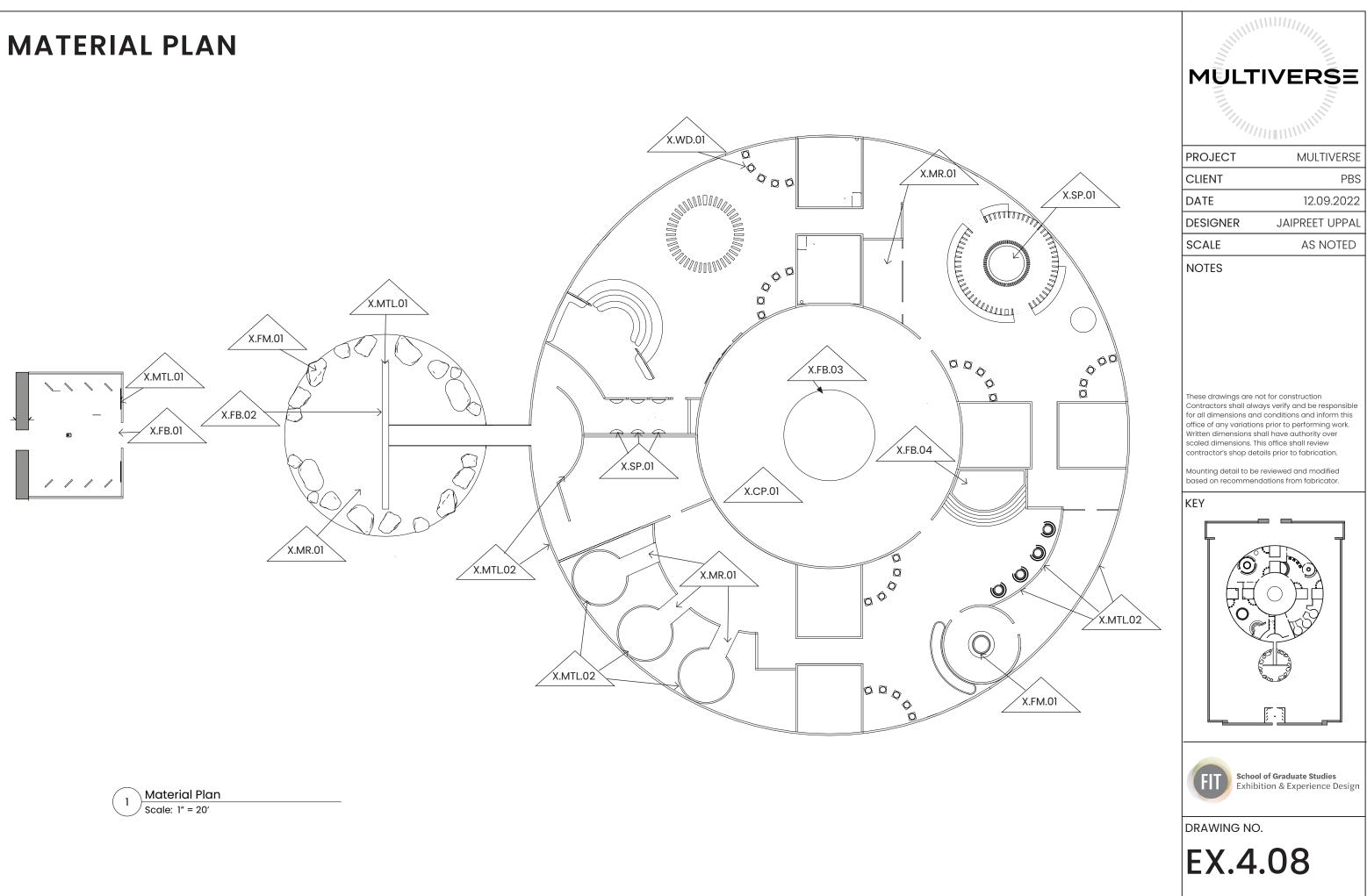
16'-0"

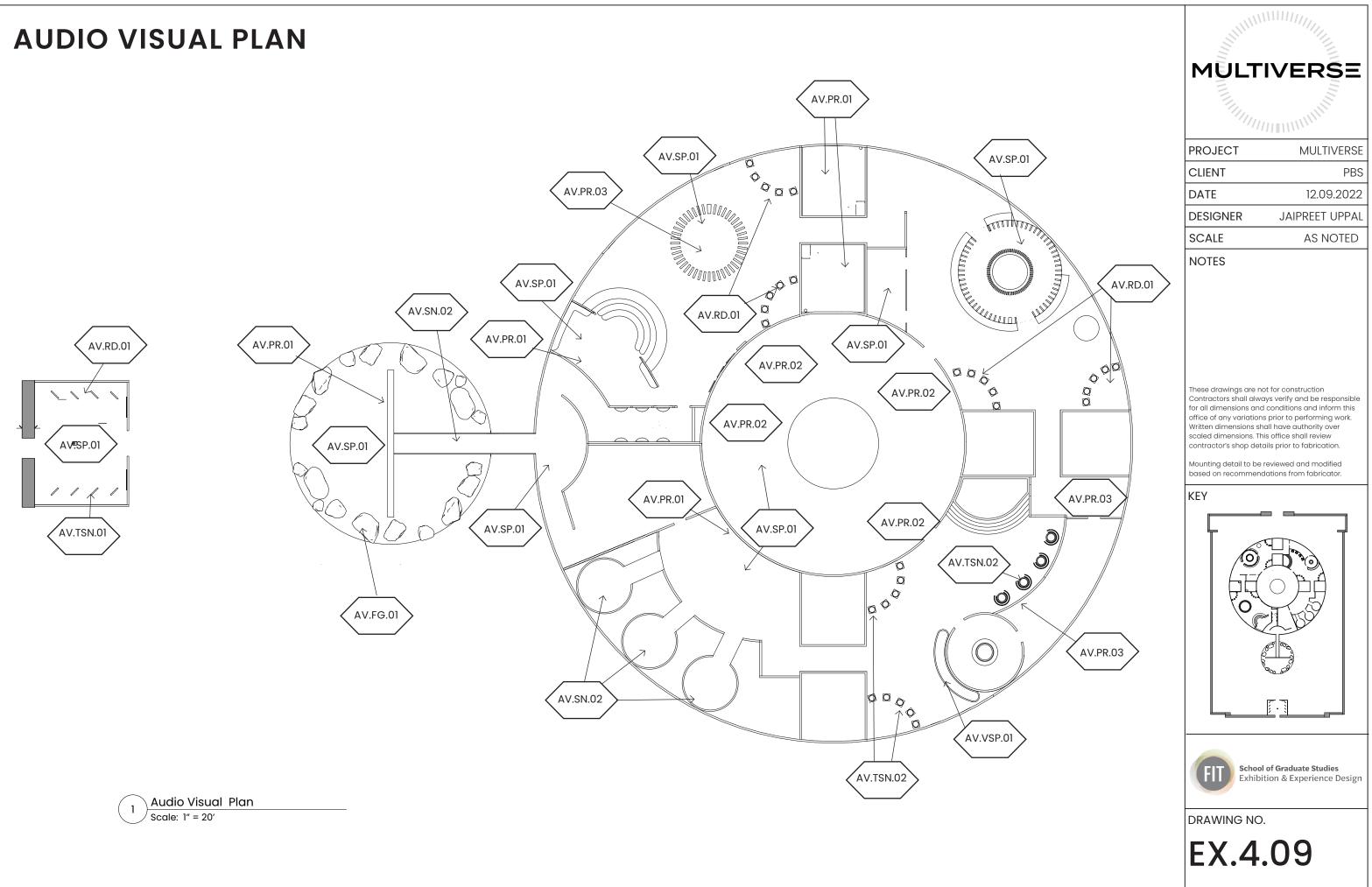
16'-4 11/64"

GRAPHIC LOCATION PLAN

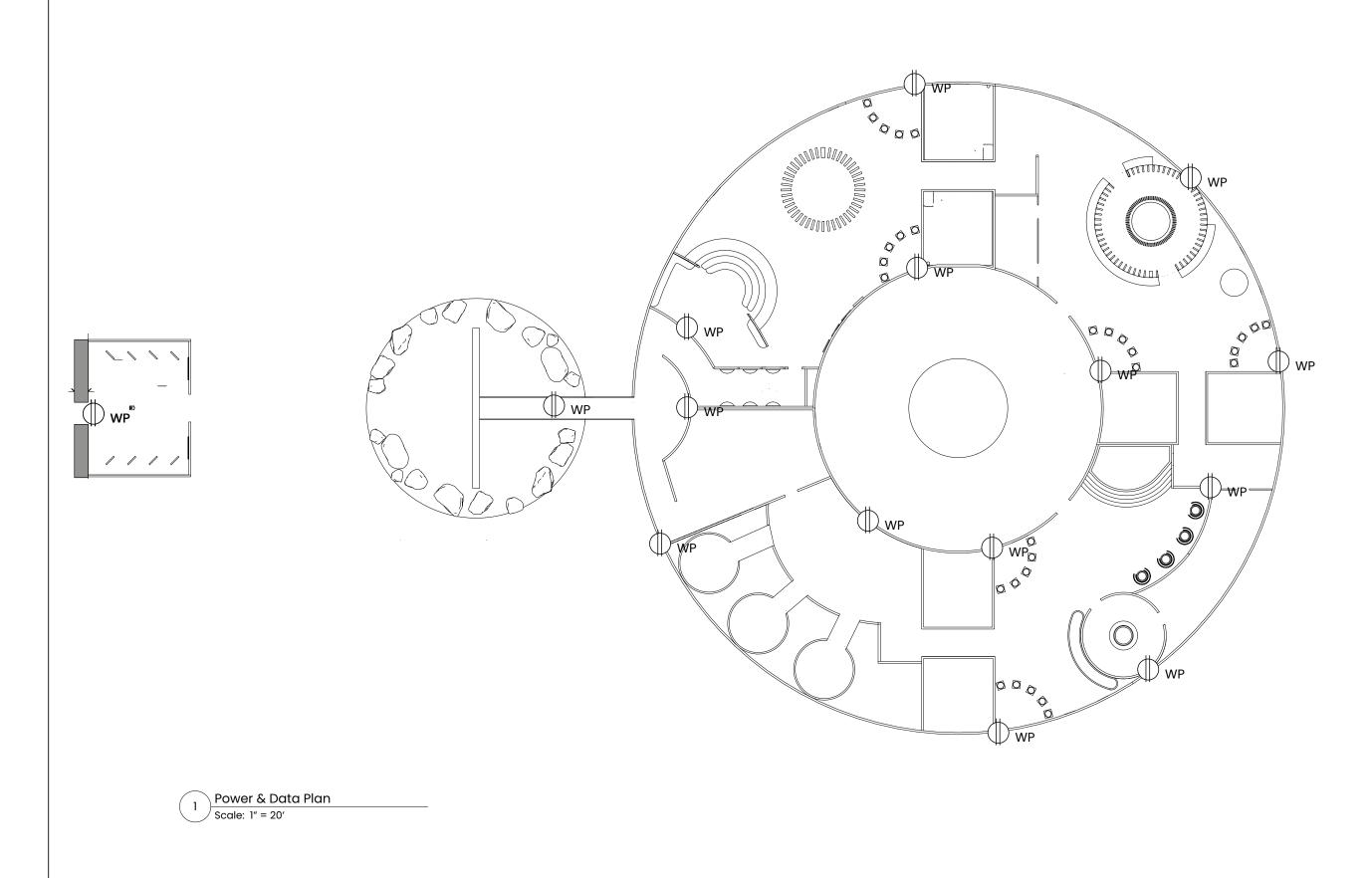








POWER & DATA PLAN

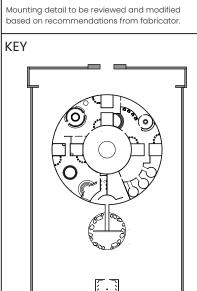




DRAWING NO.



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contractor's shop details prior to fabrication.

hese drawings are not for construction Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review

SCALE AS NOTED NOTES

MULTIVERSE

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12.09.2022

JAIPREET UPPAL

PBS

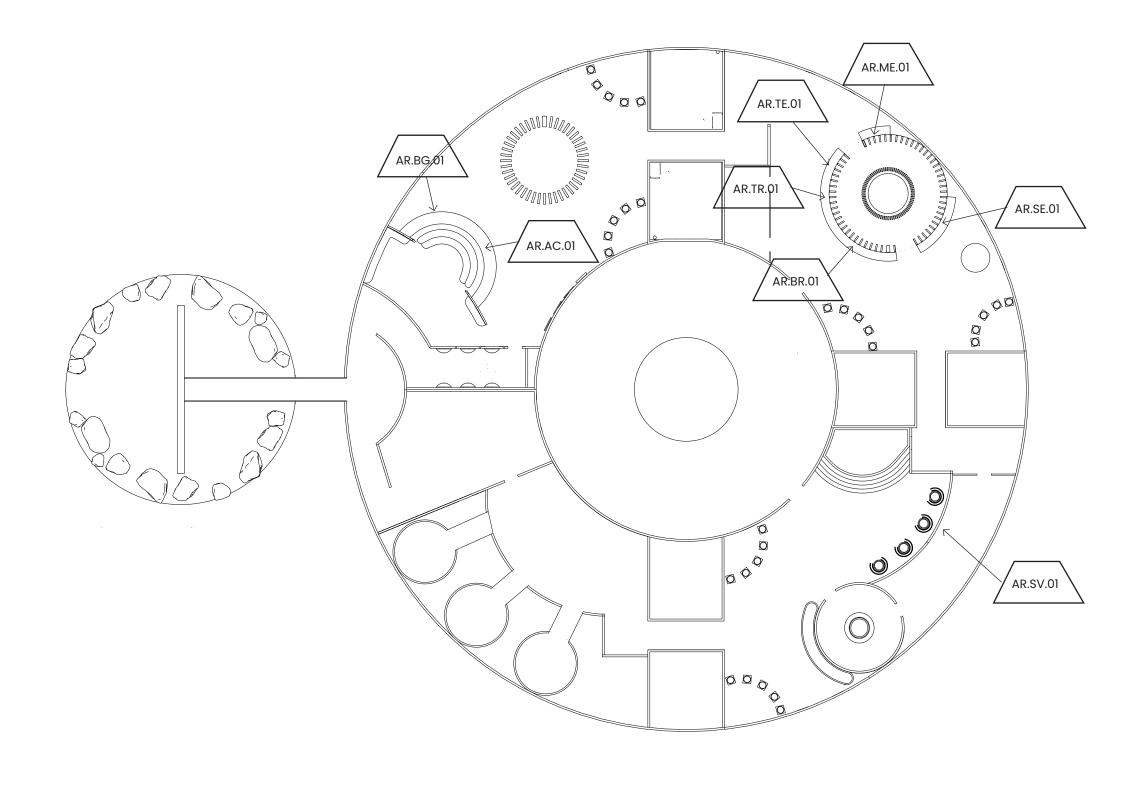
PROJECT

DESIGNER

CLIENT

DATE

ARTIFACT PLAN



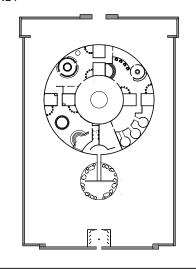
Artifact plan 1 Scale: 1" = 20'



DRAWING NO.



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SCALE AS NOTED NOTES

MULTIVERSE

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MULTIVERSE

12.09.2022

JAIPREET UPPAL

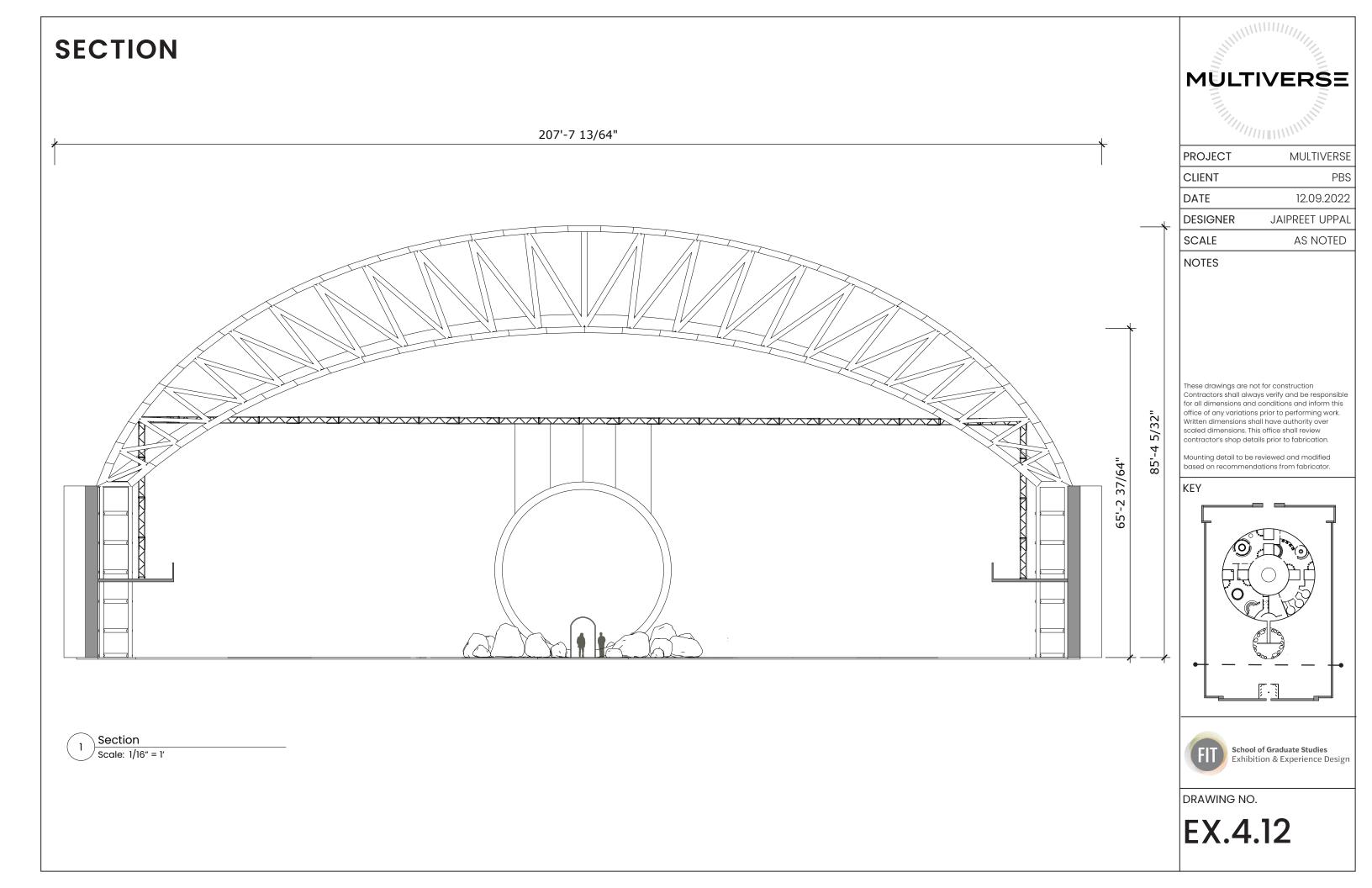
PBS

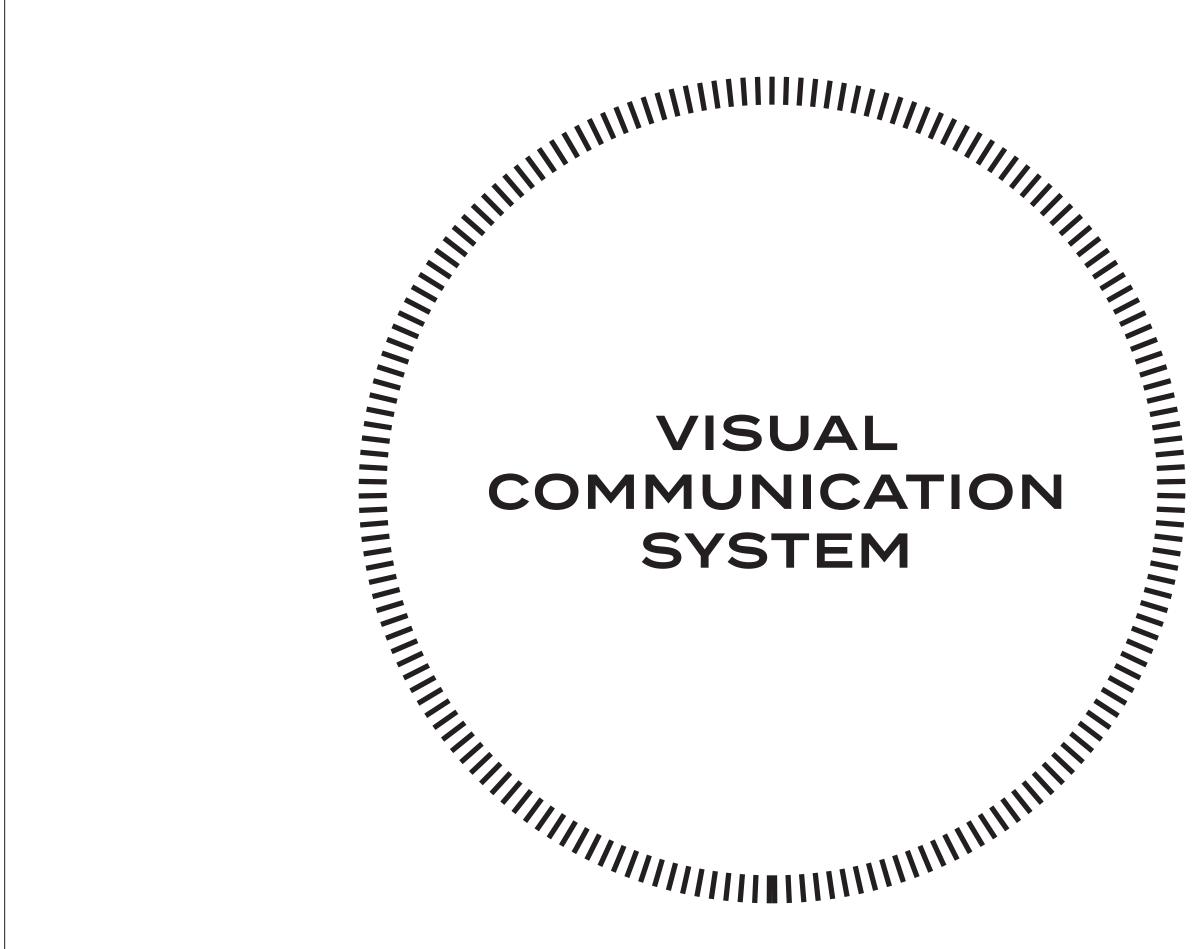
PROJECT

DESIGNER

CLIENT

DATE





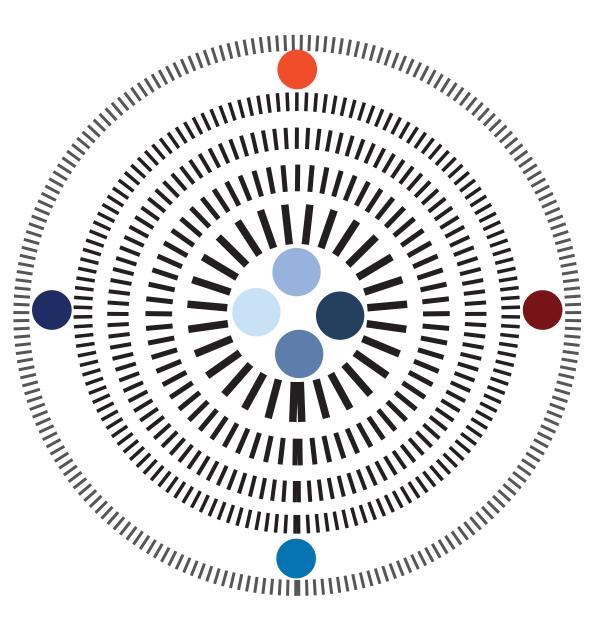
VISUAL COMMUNICATION BRIEF

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.





DRAWING NO.





School of Graduate Studies

nese drawings are not for constructio Contractors shall always verify and be responsible or all dimensions and conditions and inform this office of any variations prior to performing work Vritten 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 fabricate

NOTES

KEY

DATE

JAIPREET UPPAL

SCALE

AS NOTED

DESIGNER

MULTIVERSE

MULTIVERSE

PBS

12.09.2022

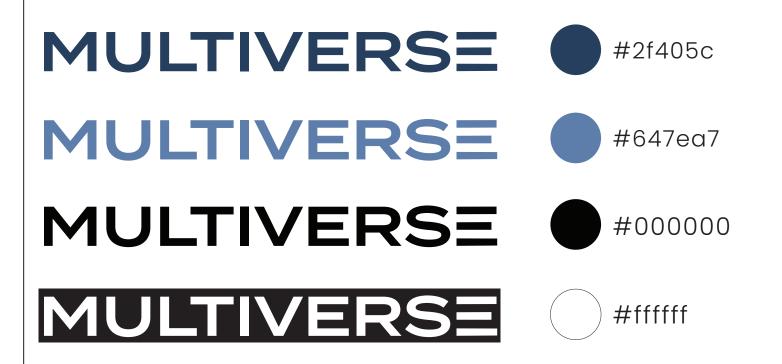
CLIENT

PROJECT

LOGO & TYPOGRAPHY



Termina Demi ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



Body Copy

Ingra ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sub header

Ingra Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



DRAWING NO.



nese drawings are not for construction Contractors shall always verify and be responsible or all dimensions and conditions and inform this office of any variations prior to performing work Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication

Mounting detail to be reviewed and modified

based on recommendations from fabricato

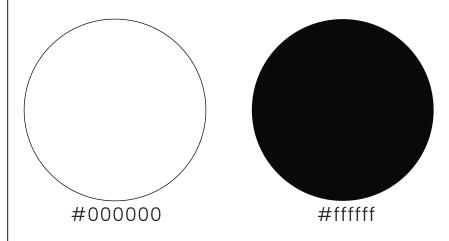


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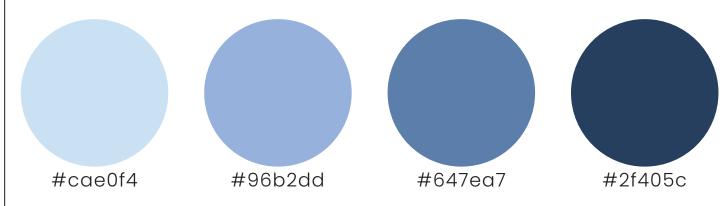
MULTIVERS			
PROJECT	MULTIVERSE		
CLIENT	PBS		
DATE	12.09.2022		
DESIGNER	JAIPREET UPPAL		
SCALE	AS NOTED		
NOTES			

COLOR PALETTE

PRIMARY



SECONDARY



ACCENT







School of Graduate Studies Exhibition & Experience Design

KEY

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

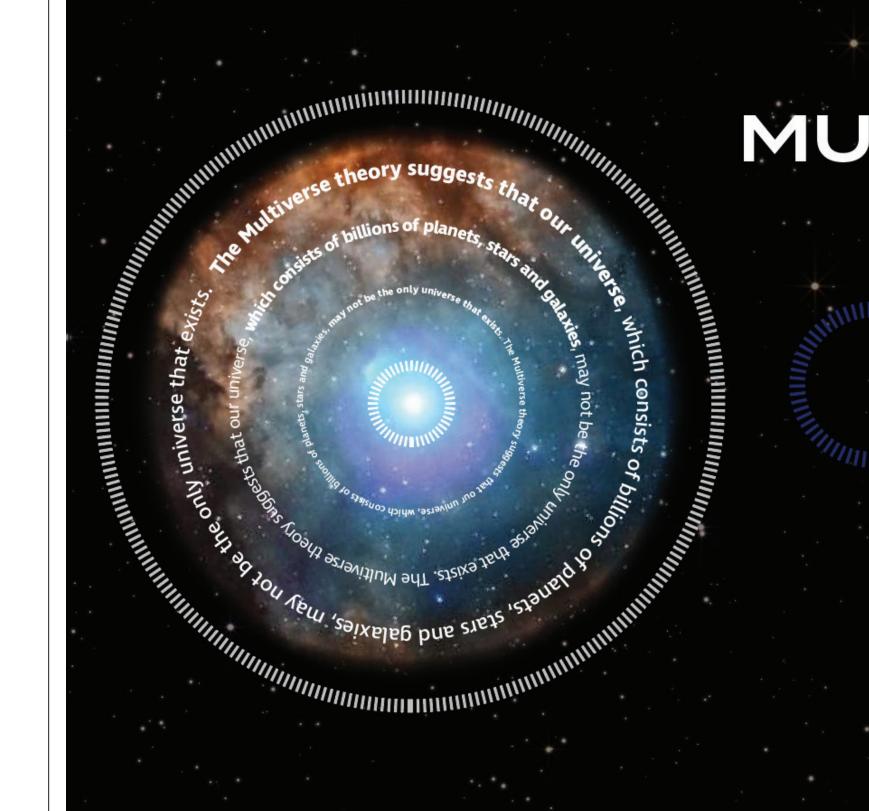
based on recommendations from fabricator.

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

PROJECT MULTIVERSE CLIENT PBS DATE 12.09.2022 DESIGNER JAIPREET UPPAL SCALE AS NOTED NOTES

MULTIVERSE

GRAPHIC LOOK AND FEEL



MULTIVERS

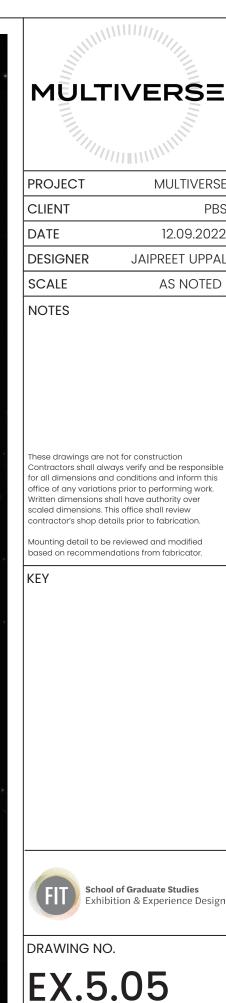
Header

Sub header

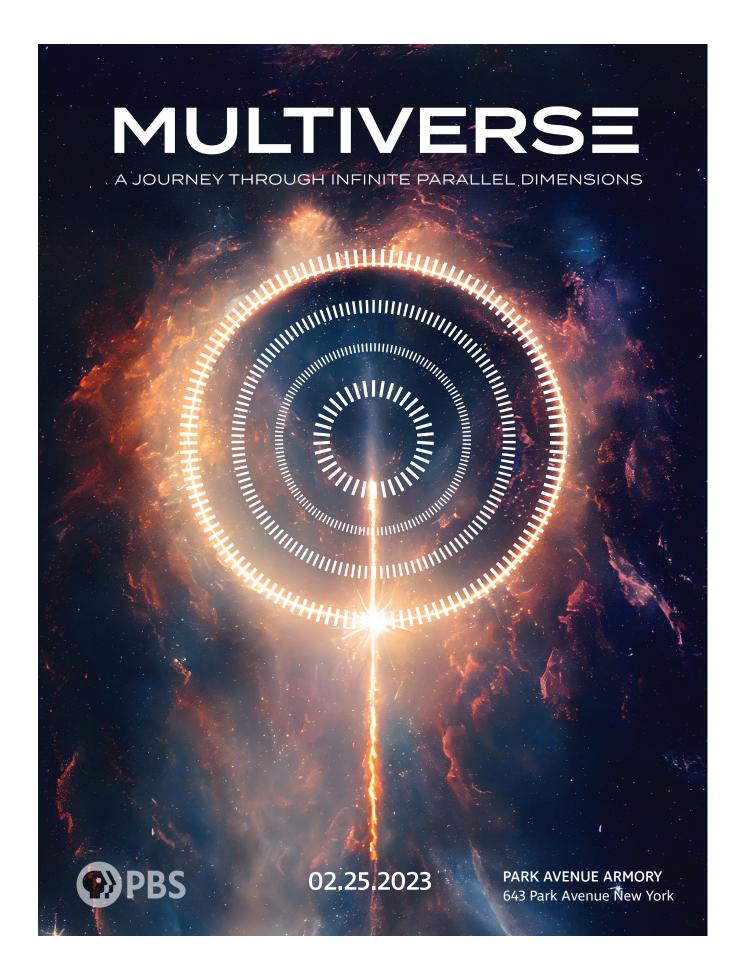
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maece nas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean neclorem. In porttitor.Donec laoreet nonummy

5





POSTER





DRAWING NO.



KEY

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

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PROJECT CLIENT DATE DESIGNER JAIPREET UPPAL

MULTIVERSE

AS NOTED

MULTIVERSE

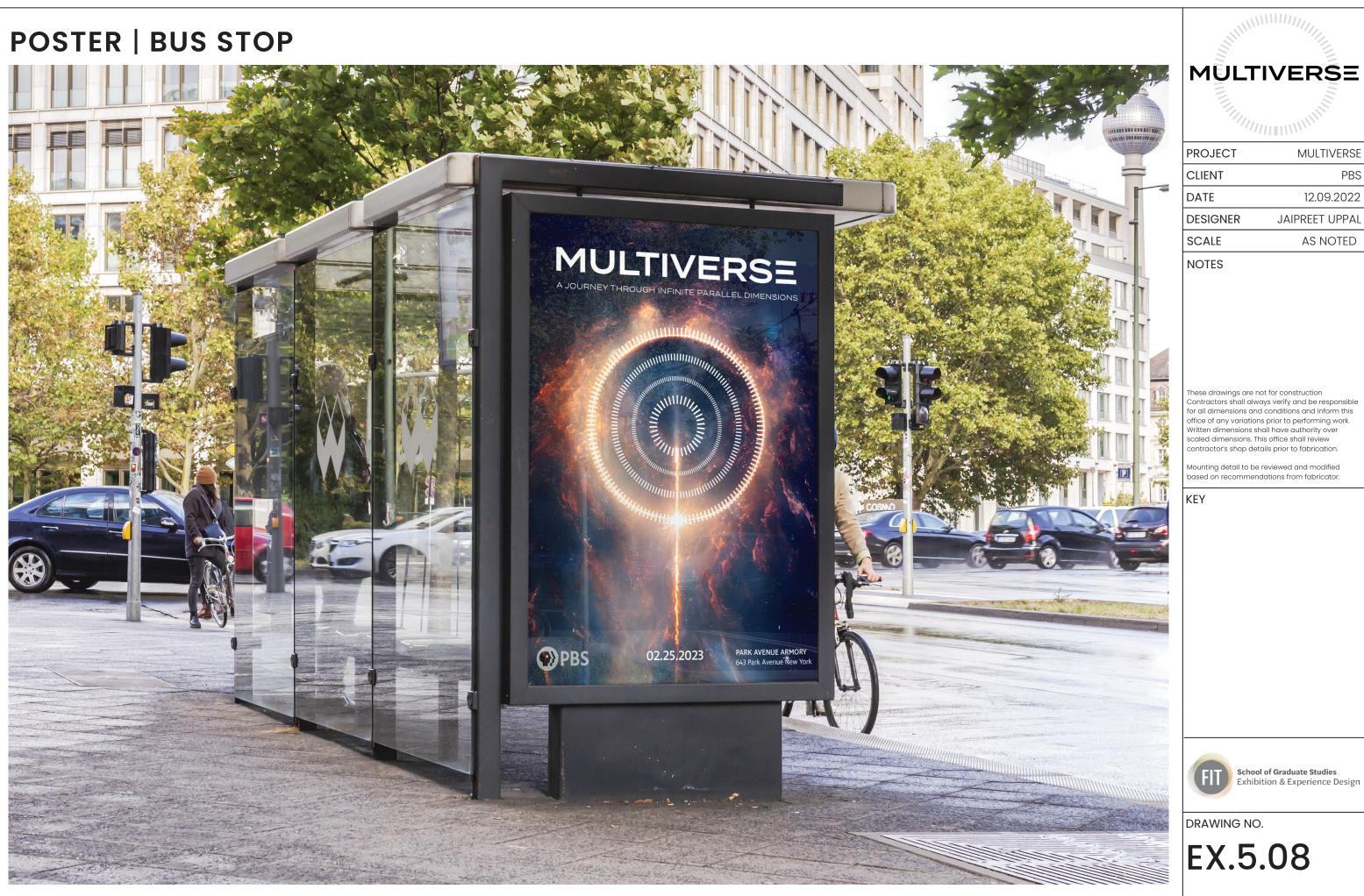
PBS

12.09.2022

SCALE

NOTES







POSTER | SUBWAY AD



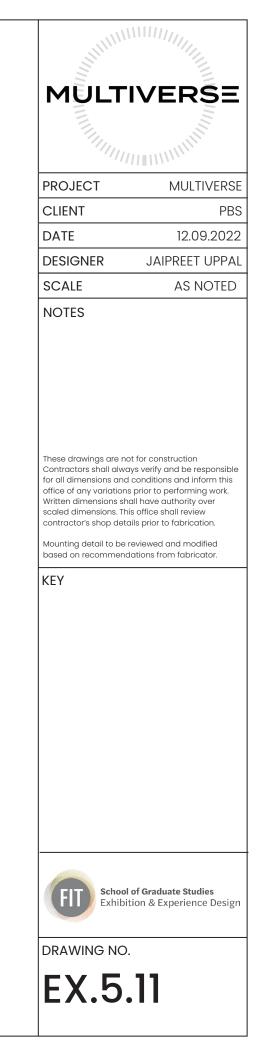




WAYFINDING









VISITOR BADGE

RFID

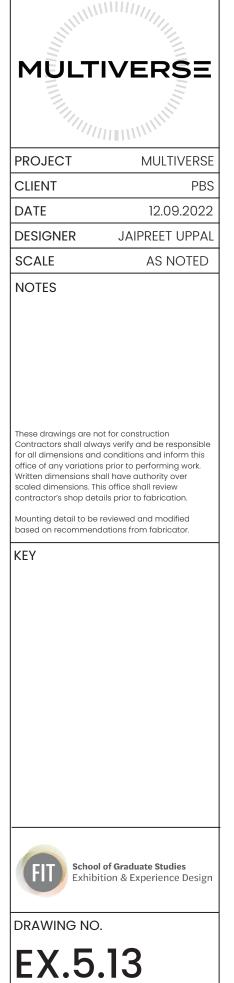
Visitors set off on an immersive journey known as the multiverse in a space station that is situated in a different universe. The ability to inhabit one of the three avatars: Passenger, Scientist, or Astronaut, is given to visitors at the beginning of their quest. Each of the visitor's chosen avatars 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







School of Graduate Studies Exhibition & Experience Design

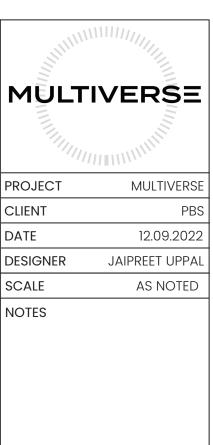
KEY

Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.

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

hese drawings are not for construction





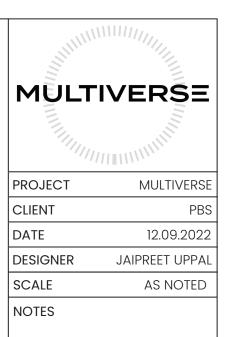
SPACE STATION CREW

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.

MULTIVERSE MULTIVERSE **THUMMENT**





hese drawings are not for construction Contractors shall always verify and be responsible or all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review

Mounting detail to be reviewed and modified

School of Graduate Studies Exhibition & Experience Design

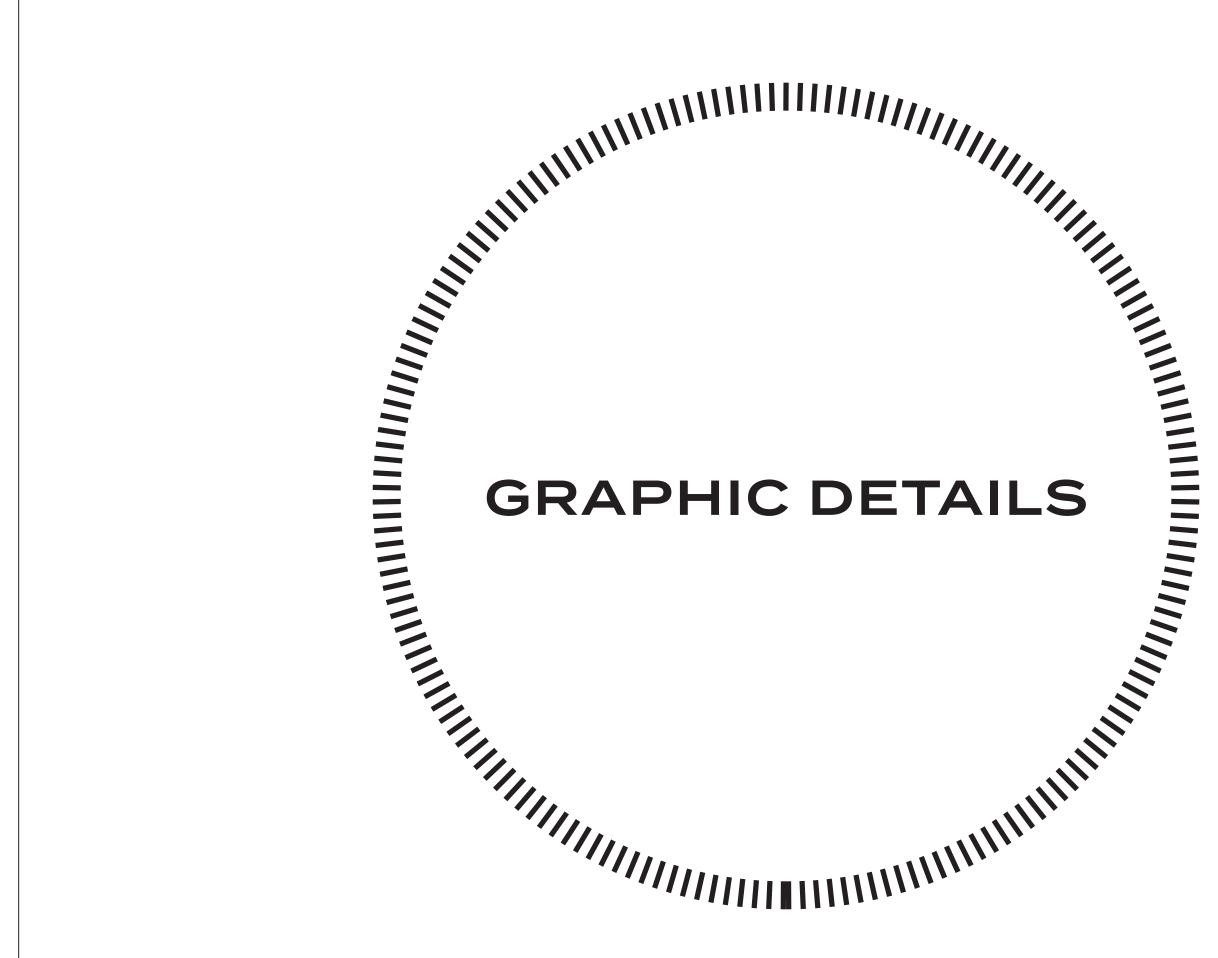
DRAWING NO.

EX.5.15

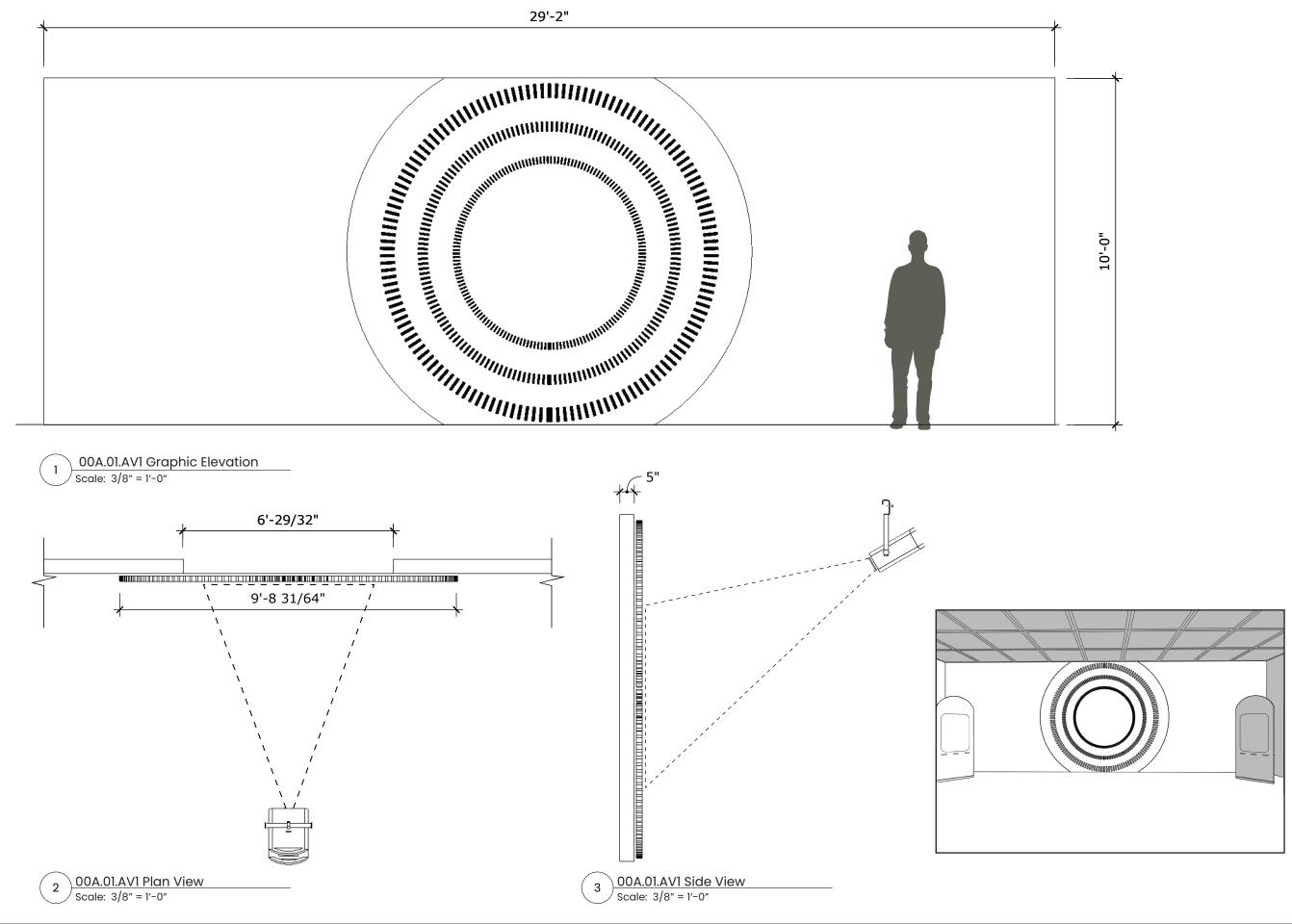
contractor's shop details prior to fabrication.

based on recommendations from fabricator

KEY



INTRODUCTION GRAPHIC

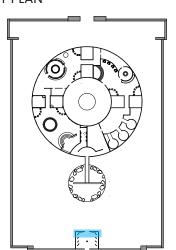








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KEY PLAN

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

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NOTES

SIGN TYPE SCALE AS NOTED

GRAPHIC TYPE

DESIGNER JAIPREET UPPAL

DATE

12.09.2022

00A.01.AV1

PBS

C

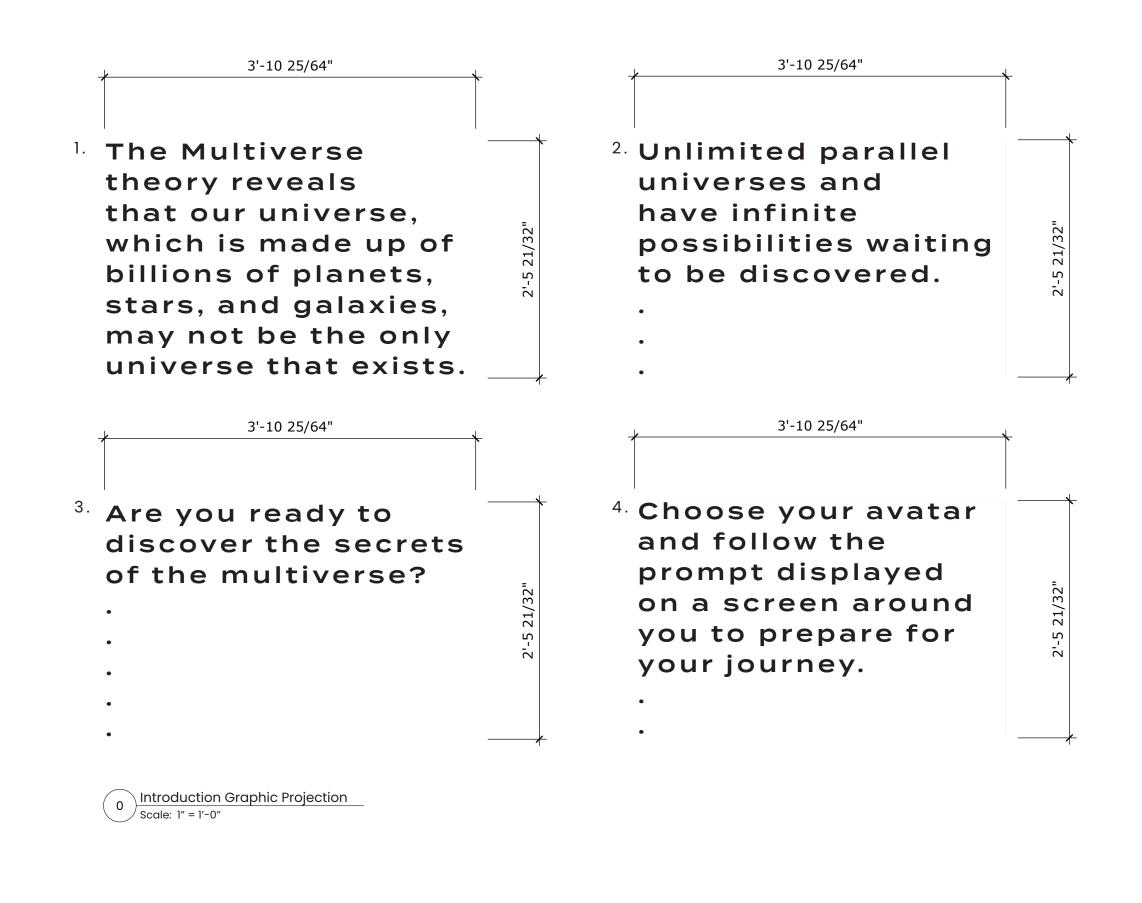
CLIENT

PROJECT

MULTIVERSE



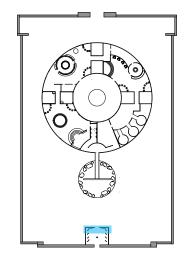
INTRODUCTION PROJECTION SEQUENCE



EX.6.03

DRAWING NO.





KEY PLAN

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

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NOTES

GRAPHIC TYPE 00A.01.AVI SIGN TYPE C SCALE AS NOTED

DESIGNER JAIPREET UPPAL

DATE

12.09.2022

PBS

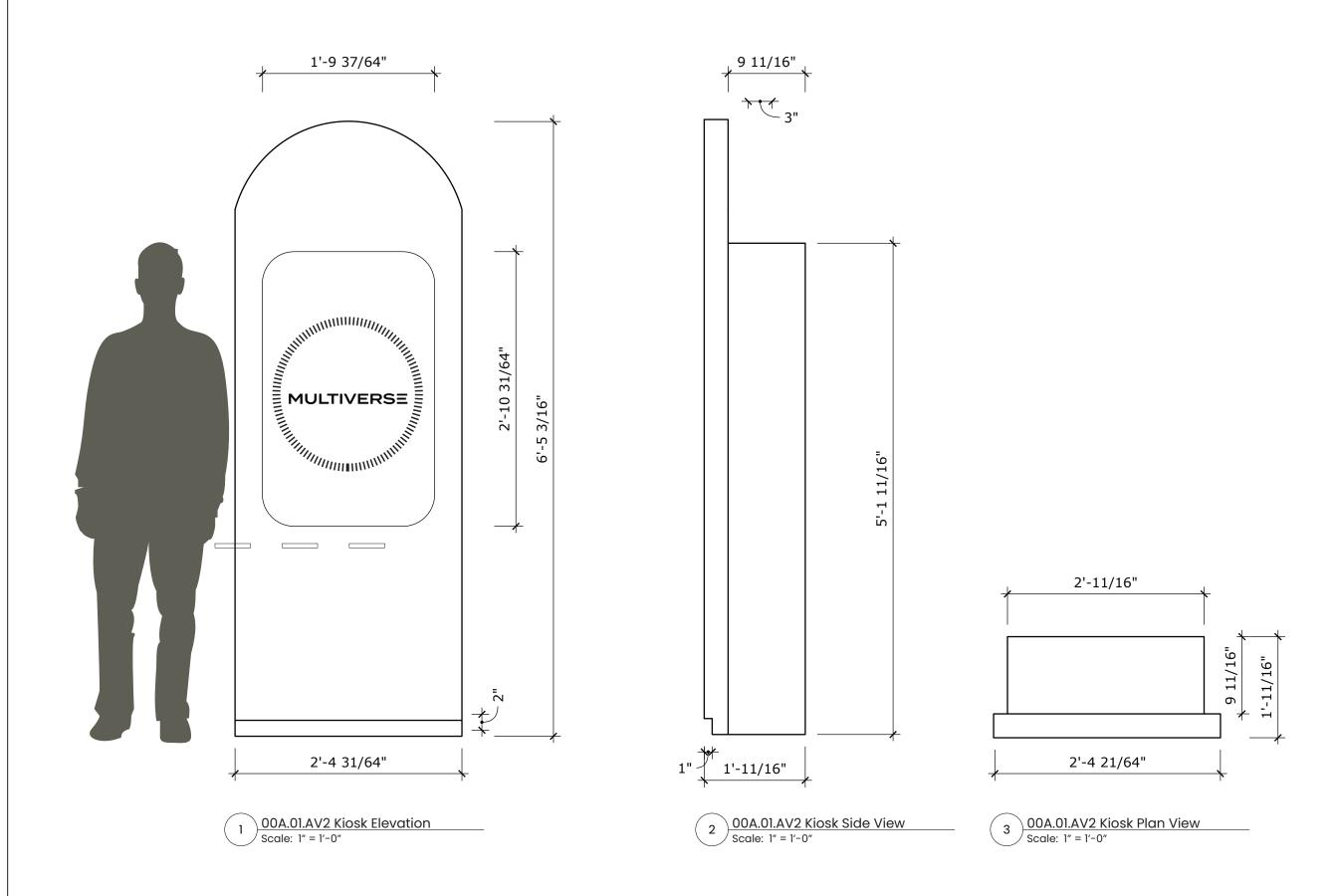
CLIENT

PROJECT

MULTIVERSE

MULTIVERSE

INTRODUCTION KIOSK

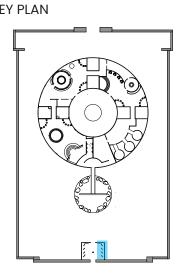




DRAWING NO.



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KEY PLAN

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NOTES

SIGN TYPE	В
SCALE	AS NOTED

GRAPHIC TYPE

DESIGNER JAIPREET UPPAL

12.09.2022

00A.01.AV2

PBS

В

MULTIVERSE

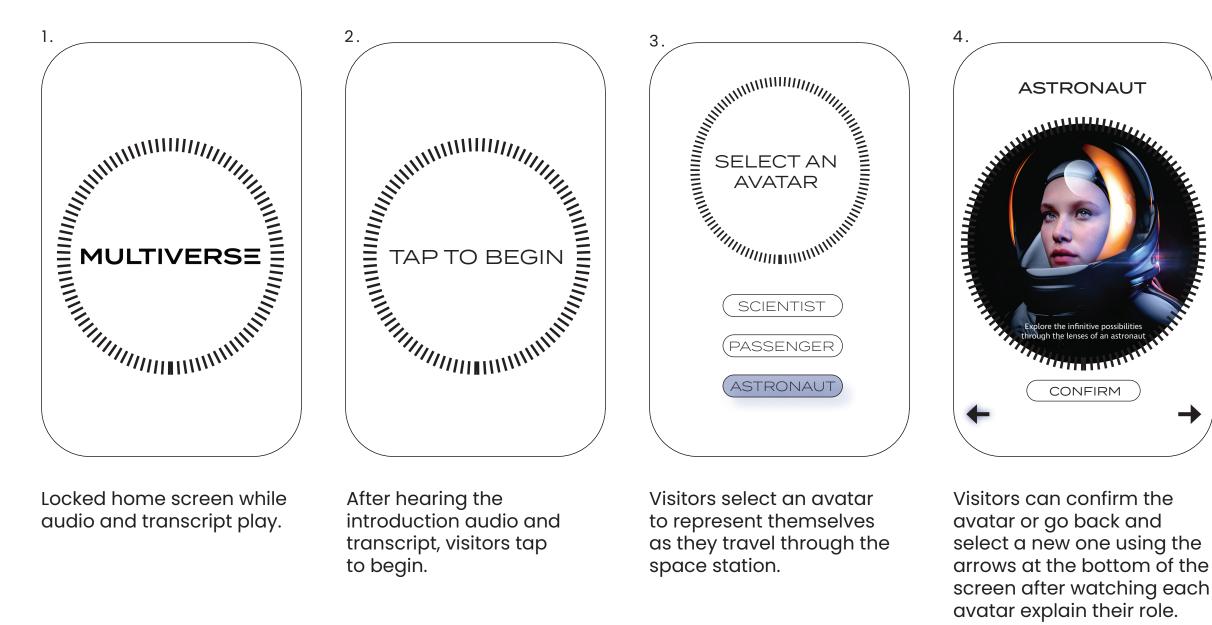
CLIENT

DATE

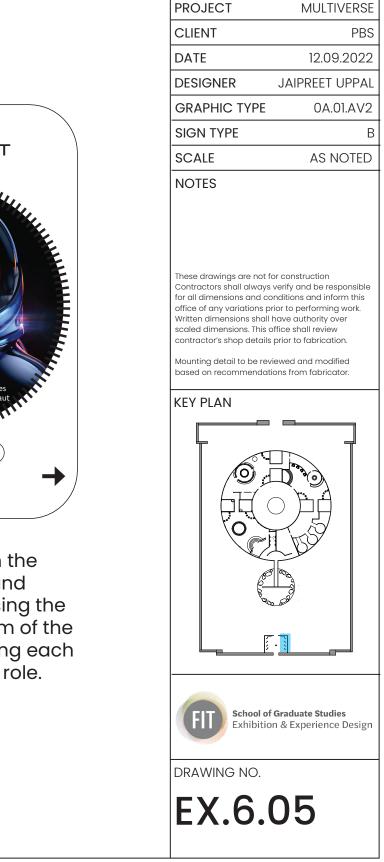
PROJECT



INTRODUCTION KIOSK GRAPHICS



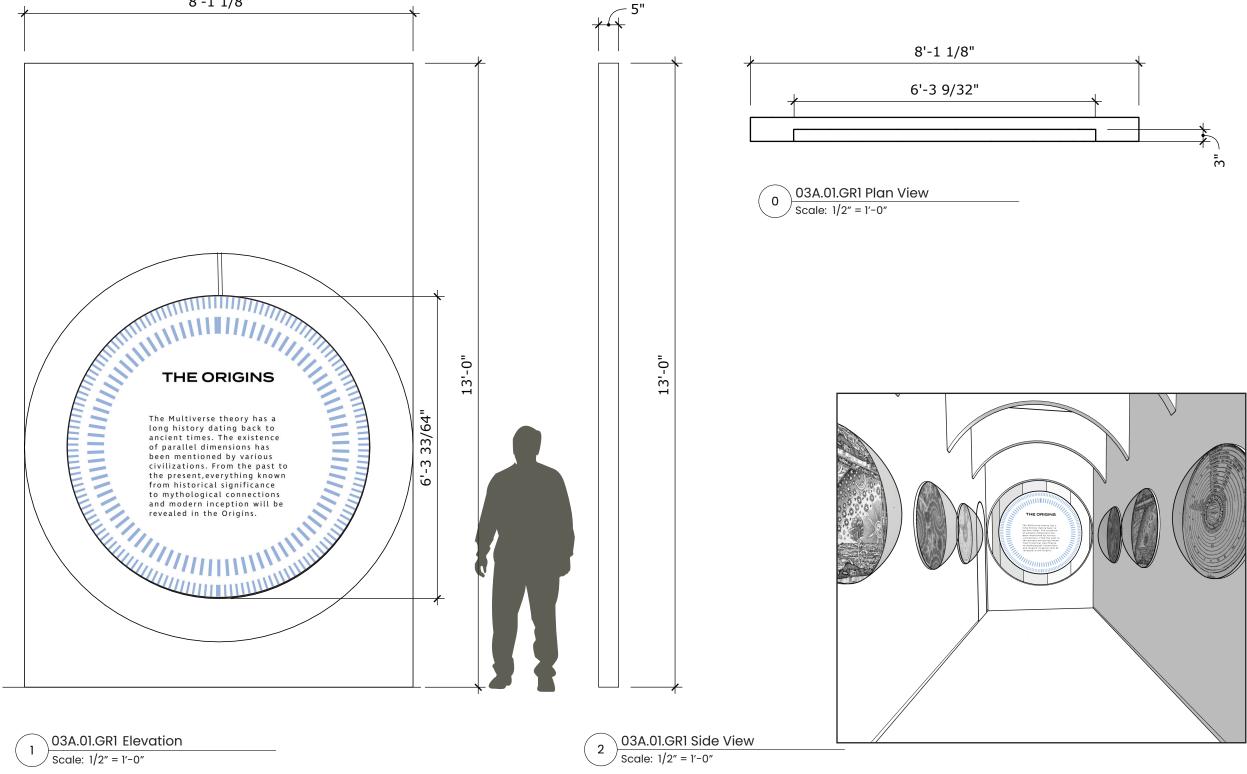
00A.01.AV2 Kiosk Graphics Scale: 1 1/2" = 1'-0"



MULTIVERSE

SECTION GRAPHICS

8'-1 1/8"

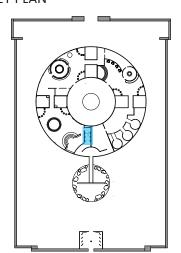




DRAWING NO.



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KEY PLAN

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NOTES

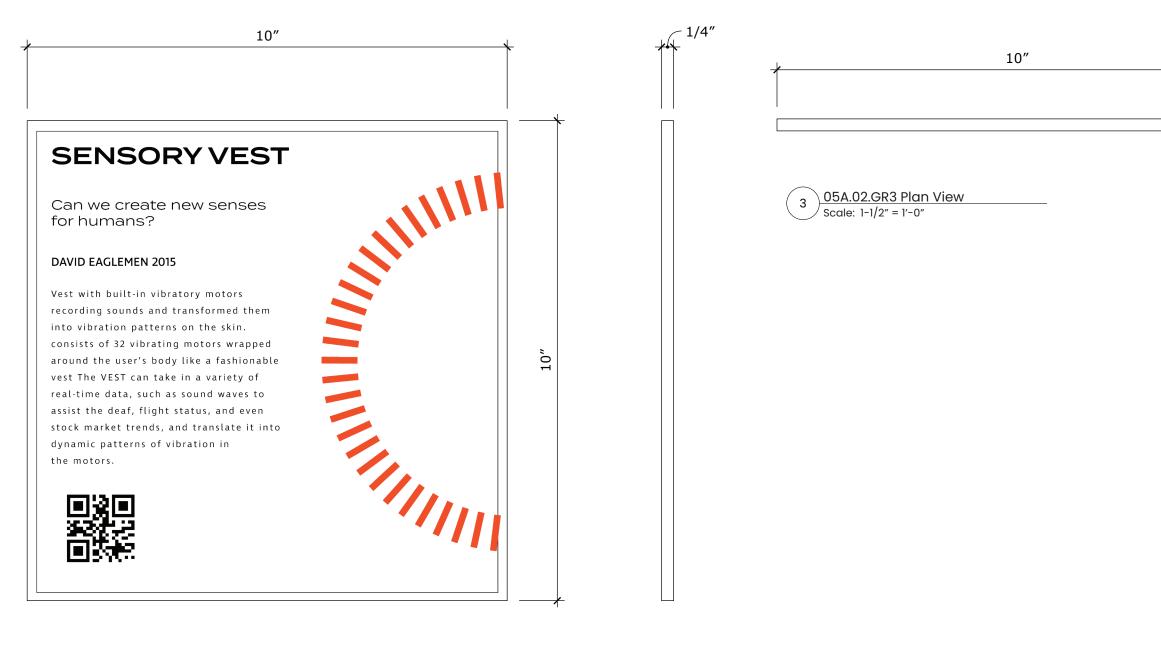
PROJECT

CLIENT	PBS
DATE	12.09.2022
DESIGNER	JAIPREET UPPAL
GRAPHIC TYPE	03A.01.GR1
SIGN TYPE	A
SCALE	AS NOTED

MULTIVERSE



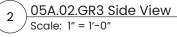
ARTIFACT LABEL



05A.02.GR3 Elevation

Scale: 1" = 1'-0"

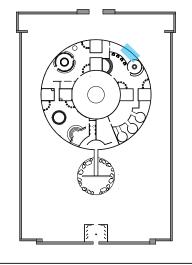
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DRAWING NO.





KEY PLAN

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

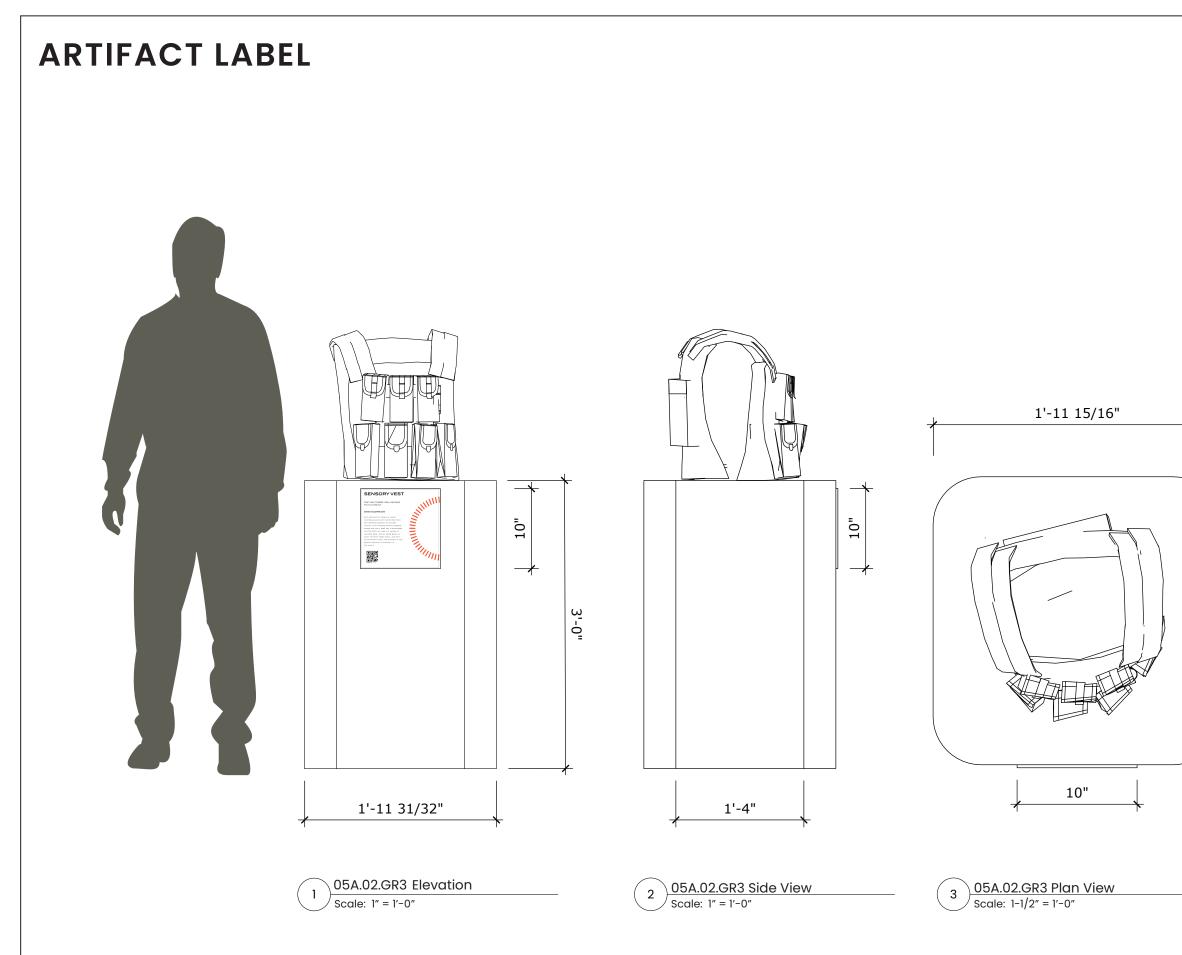
These drawings are not for construction Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.

NOTES

1/4

PROJECT	MULTIVERSE
CLIENT	PBS
DATE	12.09.2022
DESIGNER	JAIPREET UPPAL
GRAPHIC TYPE	05A.02.GR3
SIGN TYPE	Н
SCALE	AS NOTED

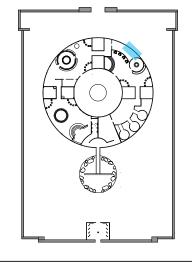








School of Graduate Studies Exhibition & Experience Design



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NOTES

DESIGNER	JAIPREET UPPAL
GRAPHIC TYPE	05A.02.GR3
SIGN TYPE	F
SCALE	AS NOTED

DATE

12.09.2022

PBS

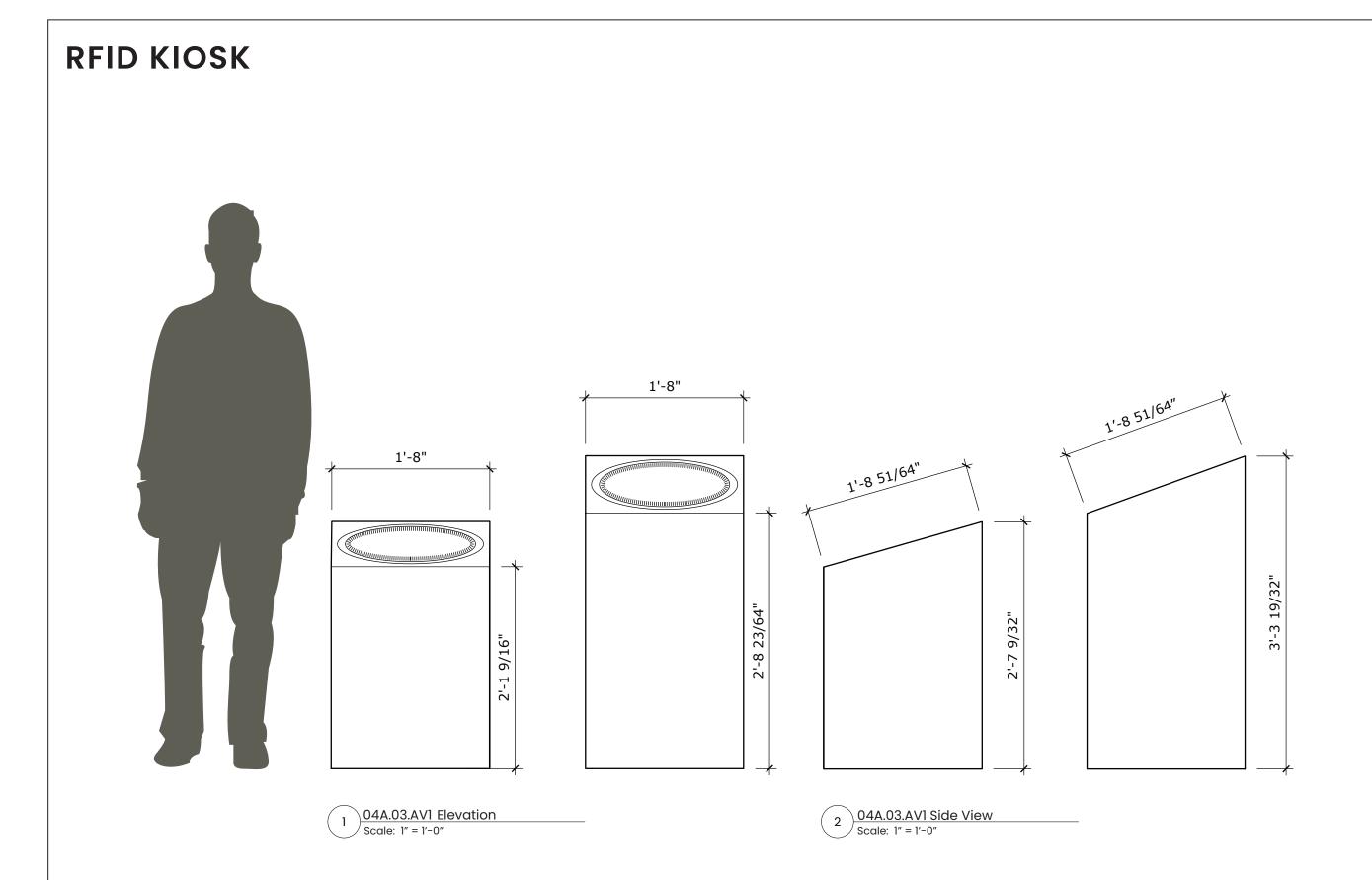
MULTIVERSE

CLIENT

PROJECT

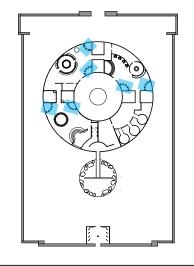












KEY PLAN

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DEGIGINER	GAIL REEL OLL AE
GRAPHIC TYPE	04A.03.AV1
SIGN TYPE	E
SCALE	AS NOTED

DESIGNER JAIPREET UPPAL

DATE

12.09.2022

PBS

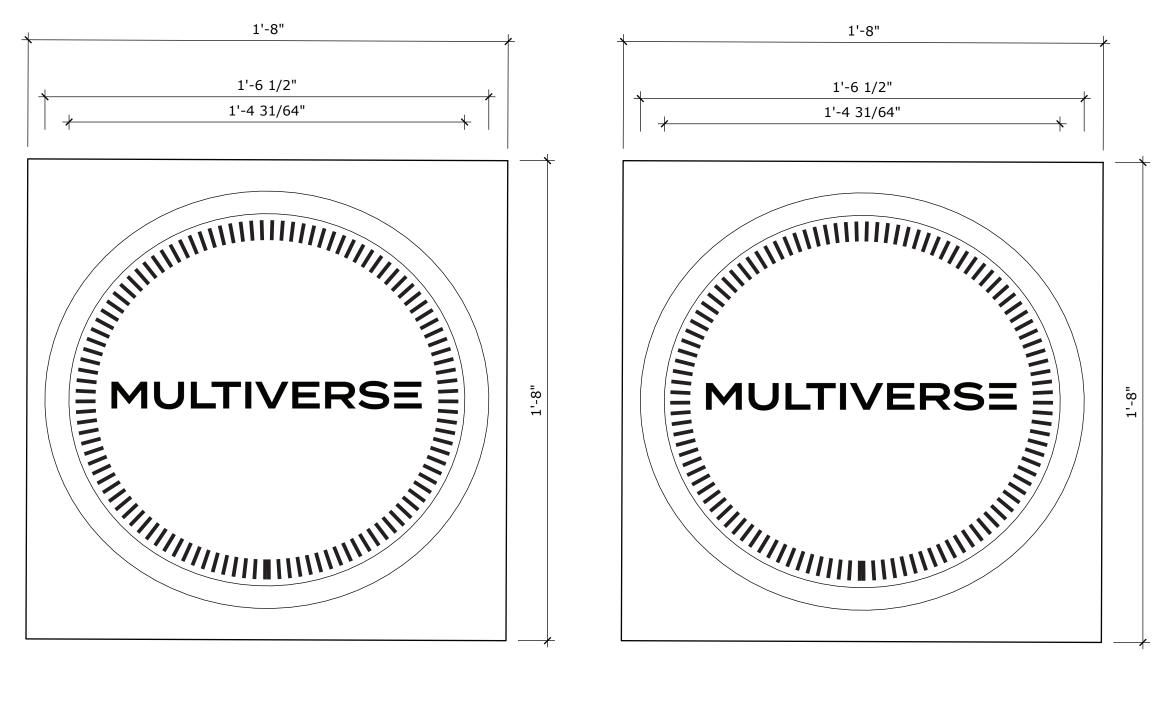
MULTIVERSE

CLIENT

PROJECT



RFID KIOSK



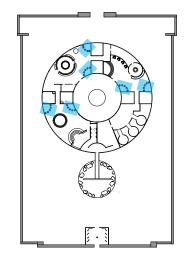
04A.03.AV1 RFID Kiosk Plan View 1 Scale: 3" = 1'-0"



DRAWING NO.



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KEY PLAN

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NOTES

SIGN TYPE	E
SCALE	AS NOTED

GRAPHIC TYPE

JAIPREET UPPAL 04A.03.AV1

DATE DESIGNER 12.09.2022

PBS

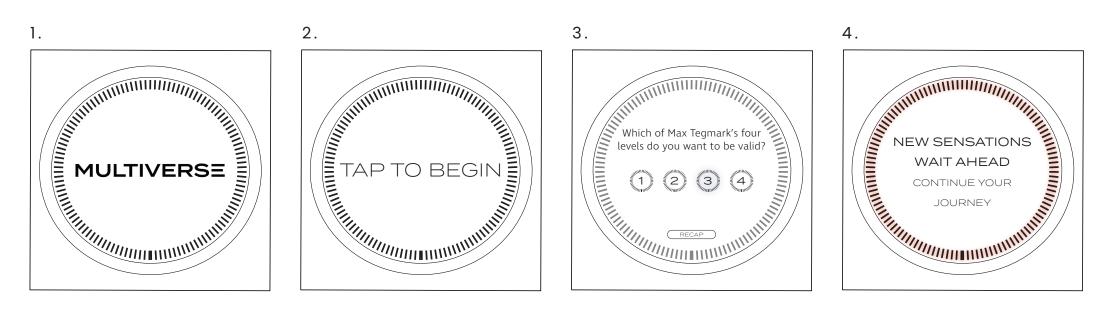
MULTIVERSE

CLIENT

PROJECT



RFID KIOSK



Locked home screen till motion is detected.

Screen when motion is sensed prompting visitors to tap RFID.

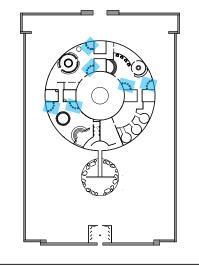
Visitor answers question about the section or preference asked. Option to watch topic recap.

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

04A.03.AV1 RFID Kiosk Graphics Scale: $1 \frac{1}{2''} = 1' - 0''$







KEY PLAN

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NOTES

SIGN TYPE	E
SCALE	AS NOTED

GRAPHIC TYPE

DESIGNER JAIPREET UPPAL

DATE

12.09.2022

04A.03.AV1

PBS

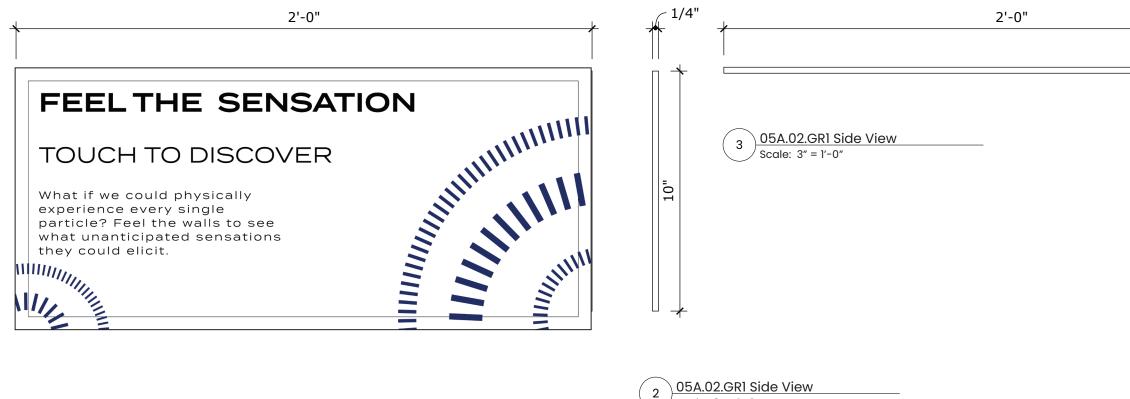
MULTIVERSE

CLIENT

PROJECT



DIRECTIVE GRAPHIC



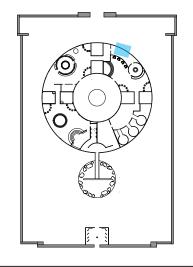
05A.02.GR1 Elevation Scale: 3" = 1'-0"

Scale: 3" = 1'-0"

EX.6.12

DRAWING NO.





KEY PLAN

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

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NOTES

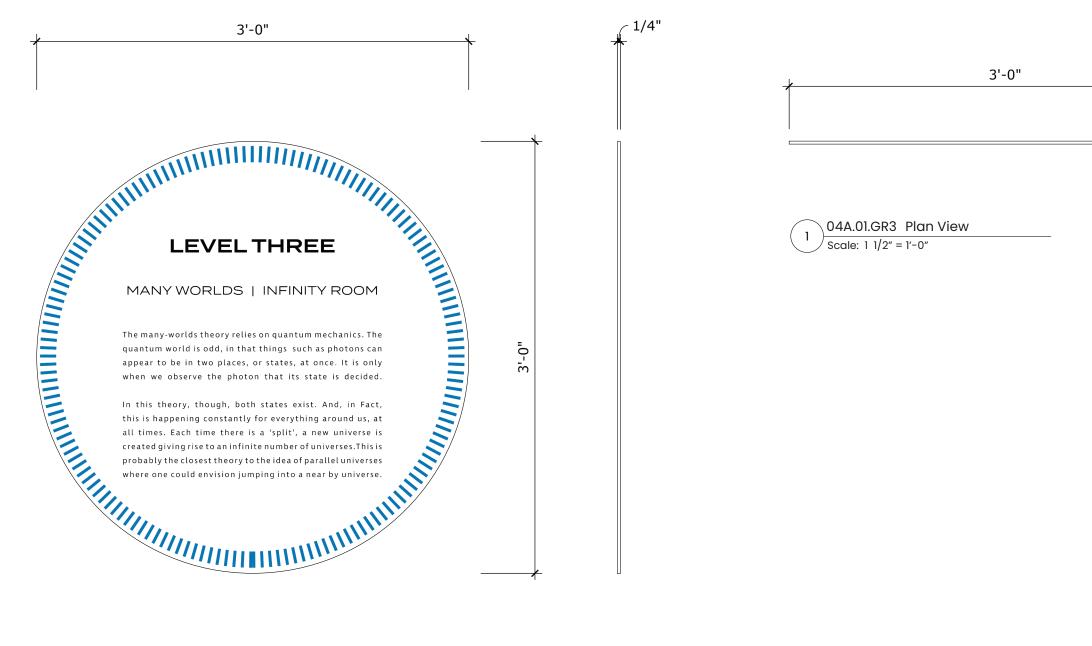
DATE 12.09.2022 DESIGNER JAIPREET UPPAL GRAPHIC TYPE 05A.02.GR1 SIGN TYPE G SCALE AS NOTED

Ellin Manual Contraction PROJECT MULTIVERSE CLIENT

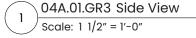
PBS



CONTENT GRAPHIC



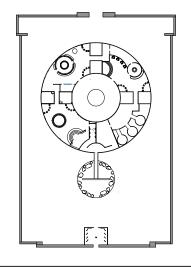
1 04A.01.GR3 Elevation Scale: 1 1/2" = 1'-0"



EX.6.13

DRAWING NO.





KEY PLAN

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These drawings are not for construction Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.

NOTES

PROJECT

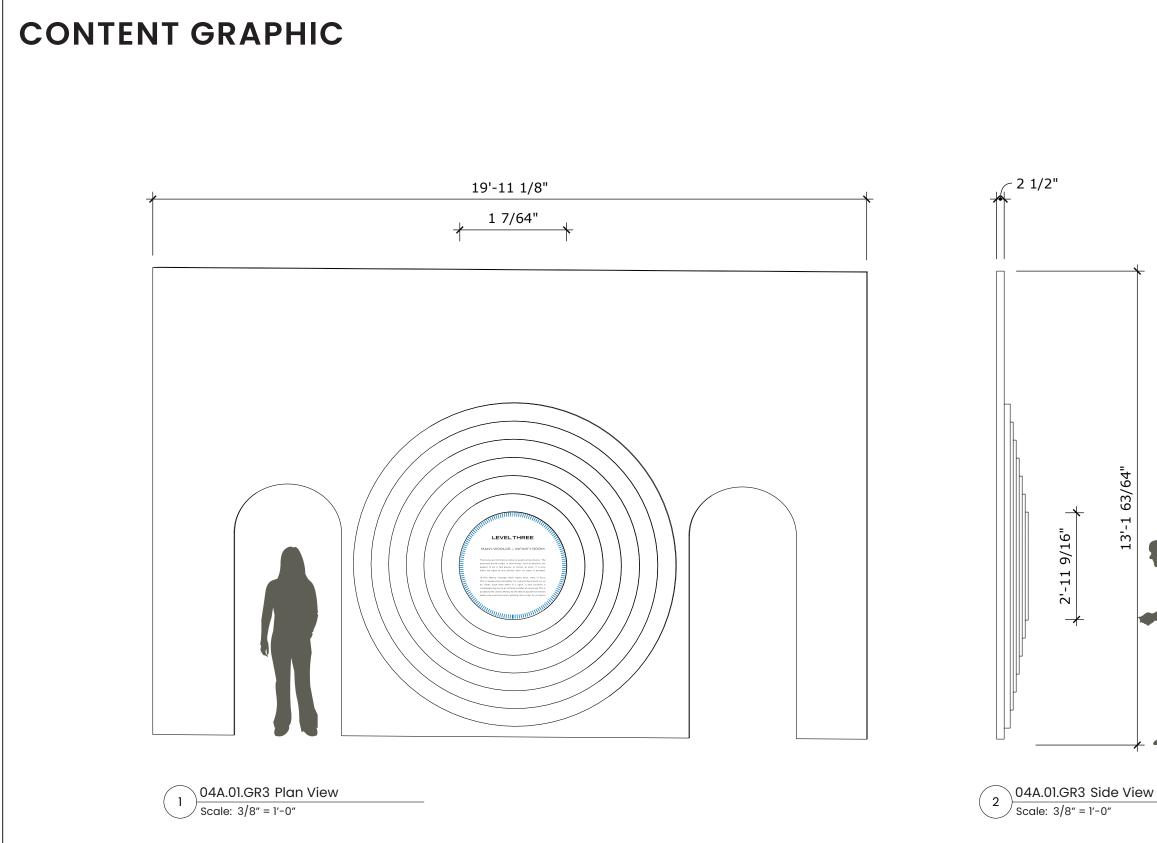
CLIENT

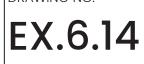
DATE	12.09.2022
DESIGNER	JAIPREET UPPAL
GRAPHIC TYPE	04A.01.GR3
SIGN TYPE	G
SCALE	AS NOTED



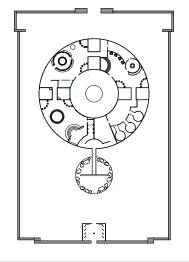
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KEY PLAN

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

These drawings are not for construction Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication.

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04A.01.GR3 SIGN TYPE SCALE AS NOTED

GRAPHIC TYPE

DESIGNER JAIPREET UPPAL

DATE

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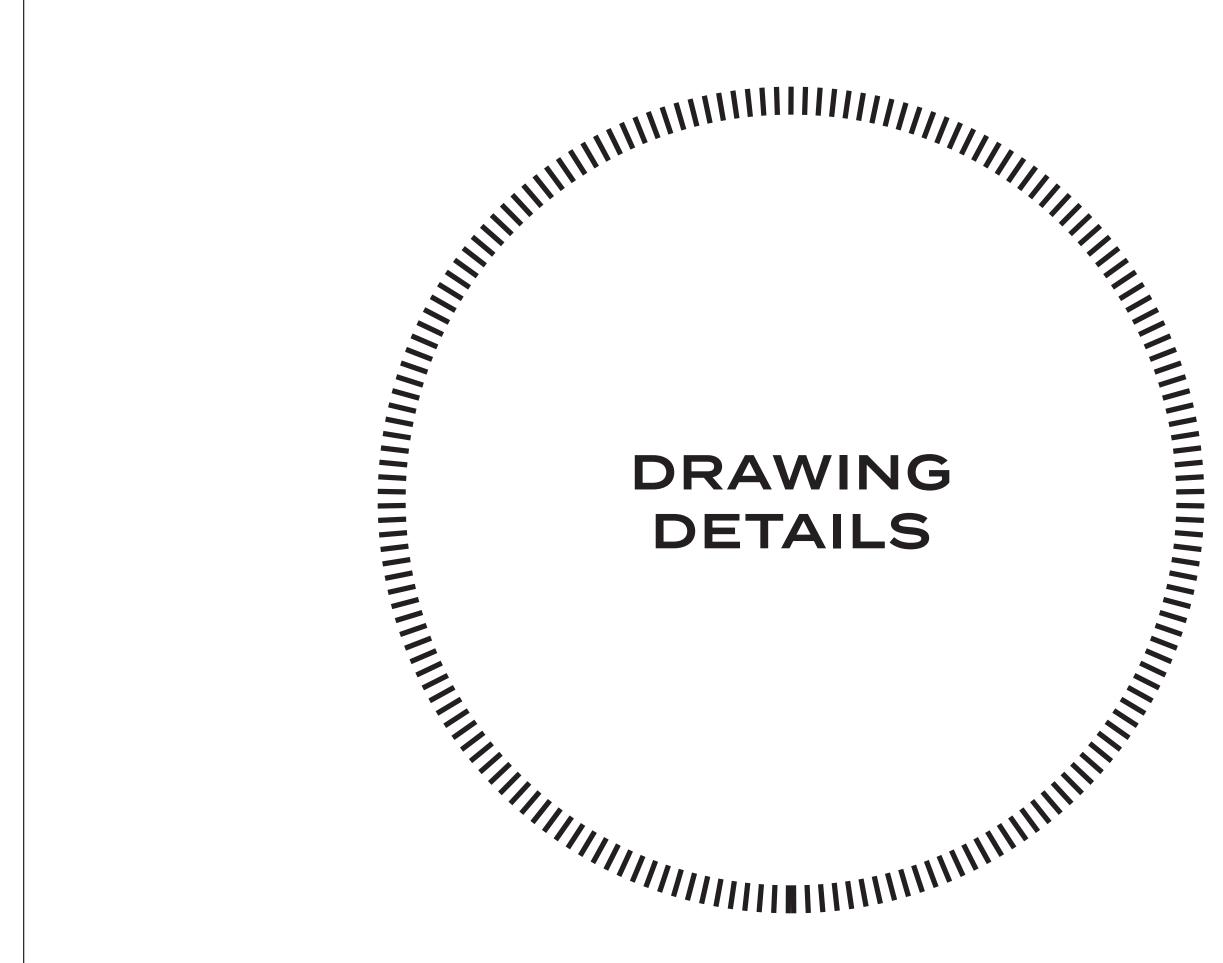
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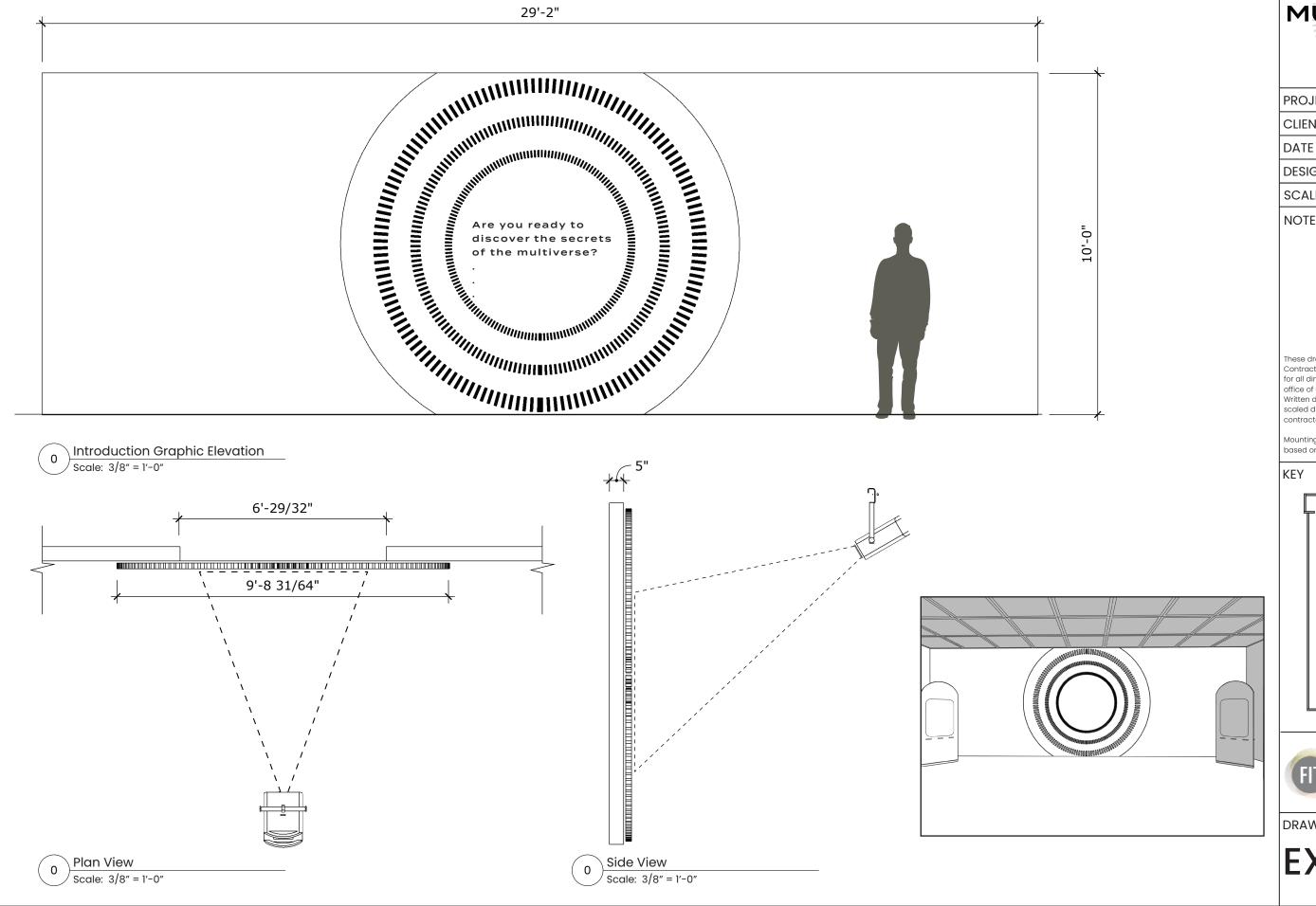
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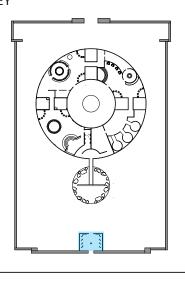




INTRODUCTION ELEVATION







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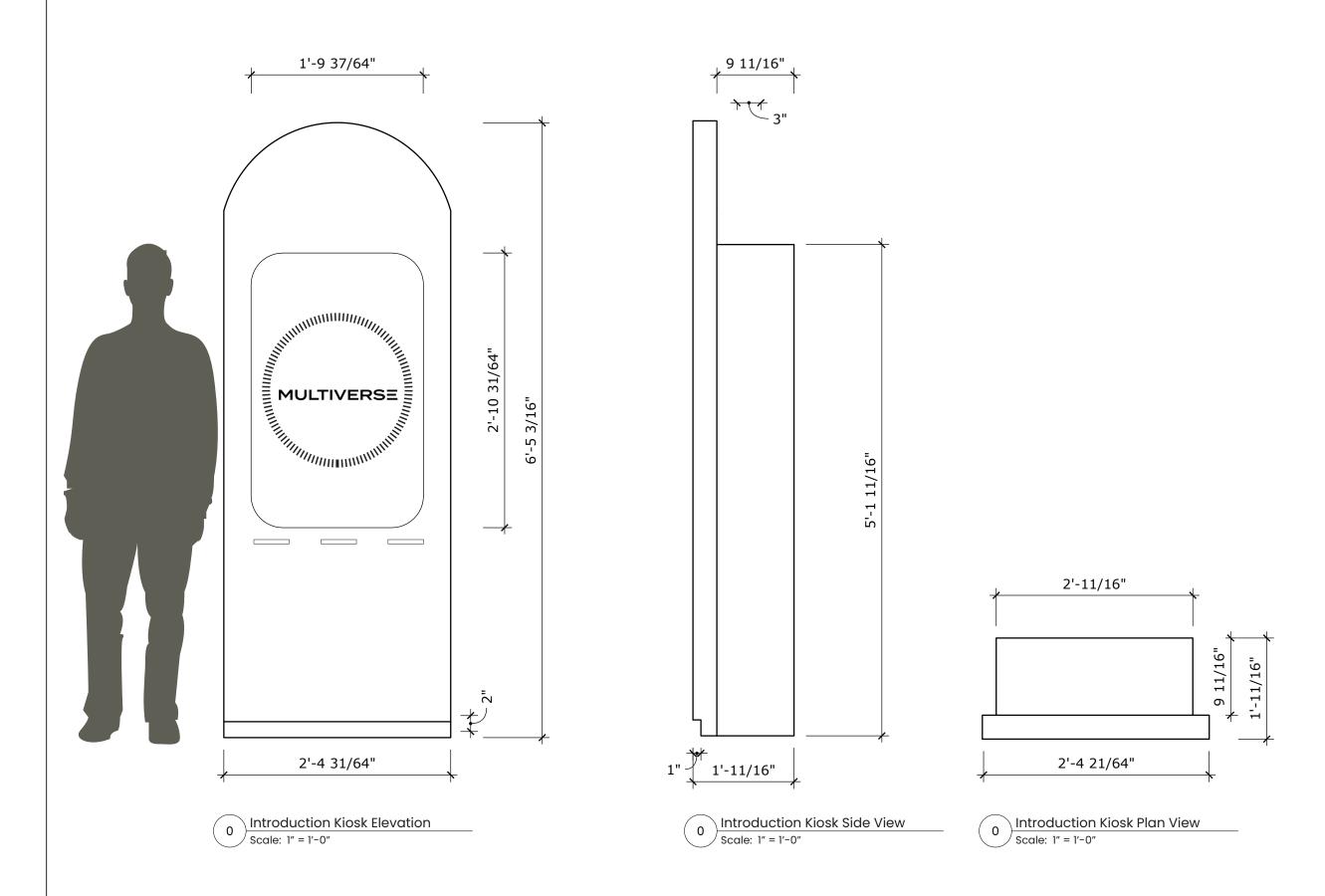
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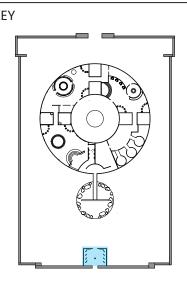
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DATE

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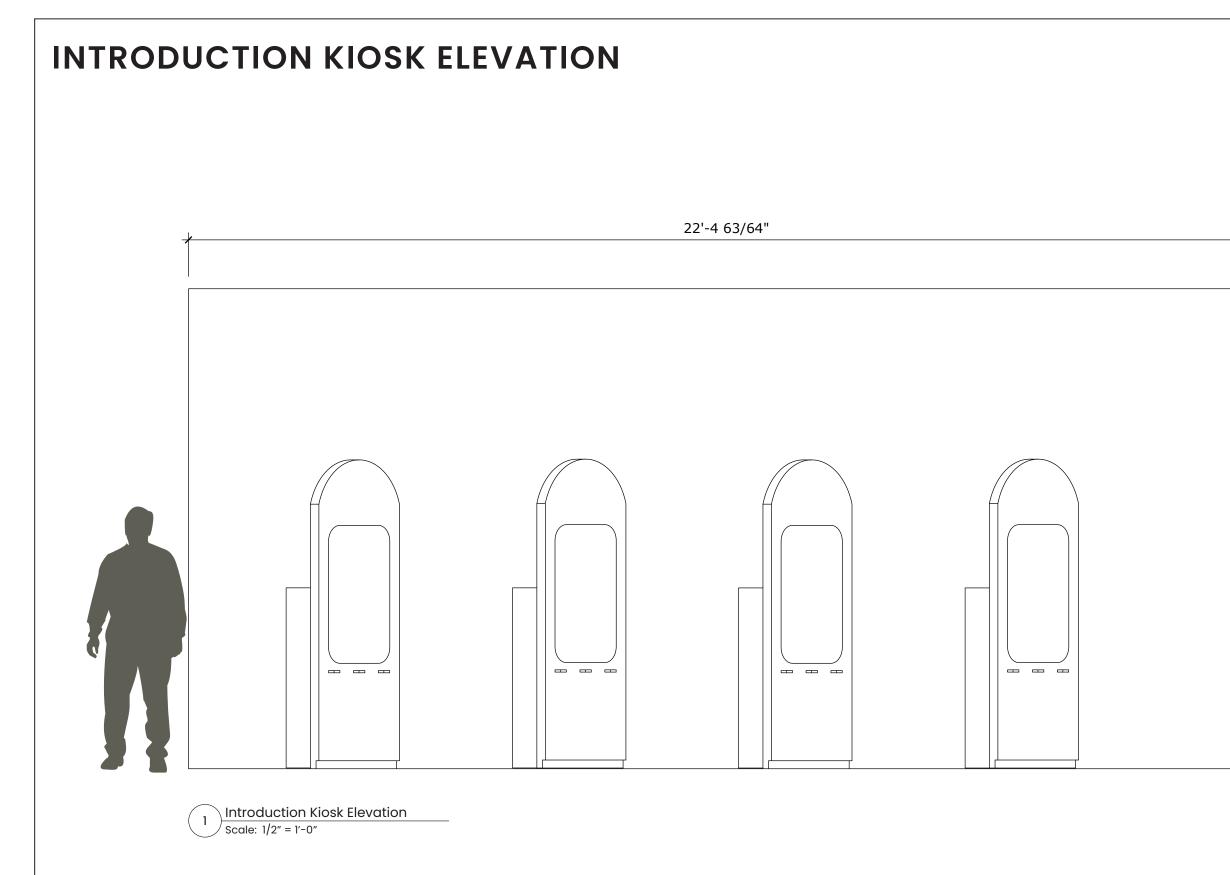
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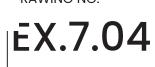
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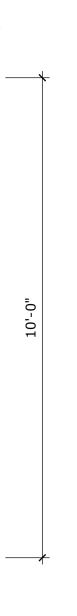
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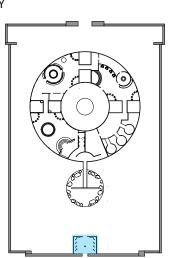






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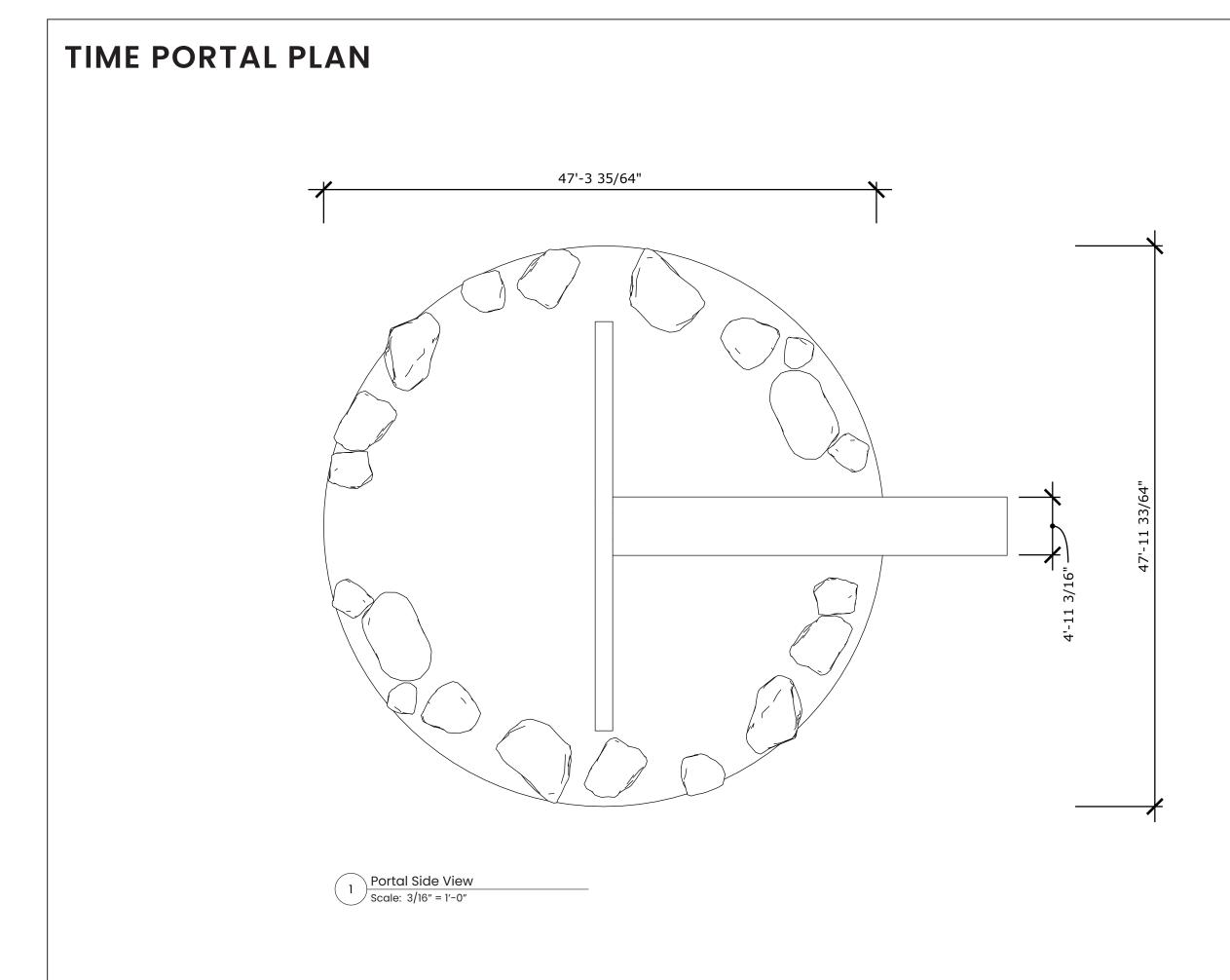
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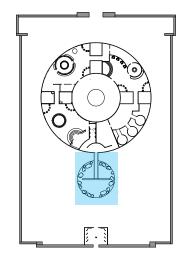
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These drawings are not for construction

SCALE NOTES

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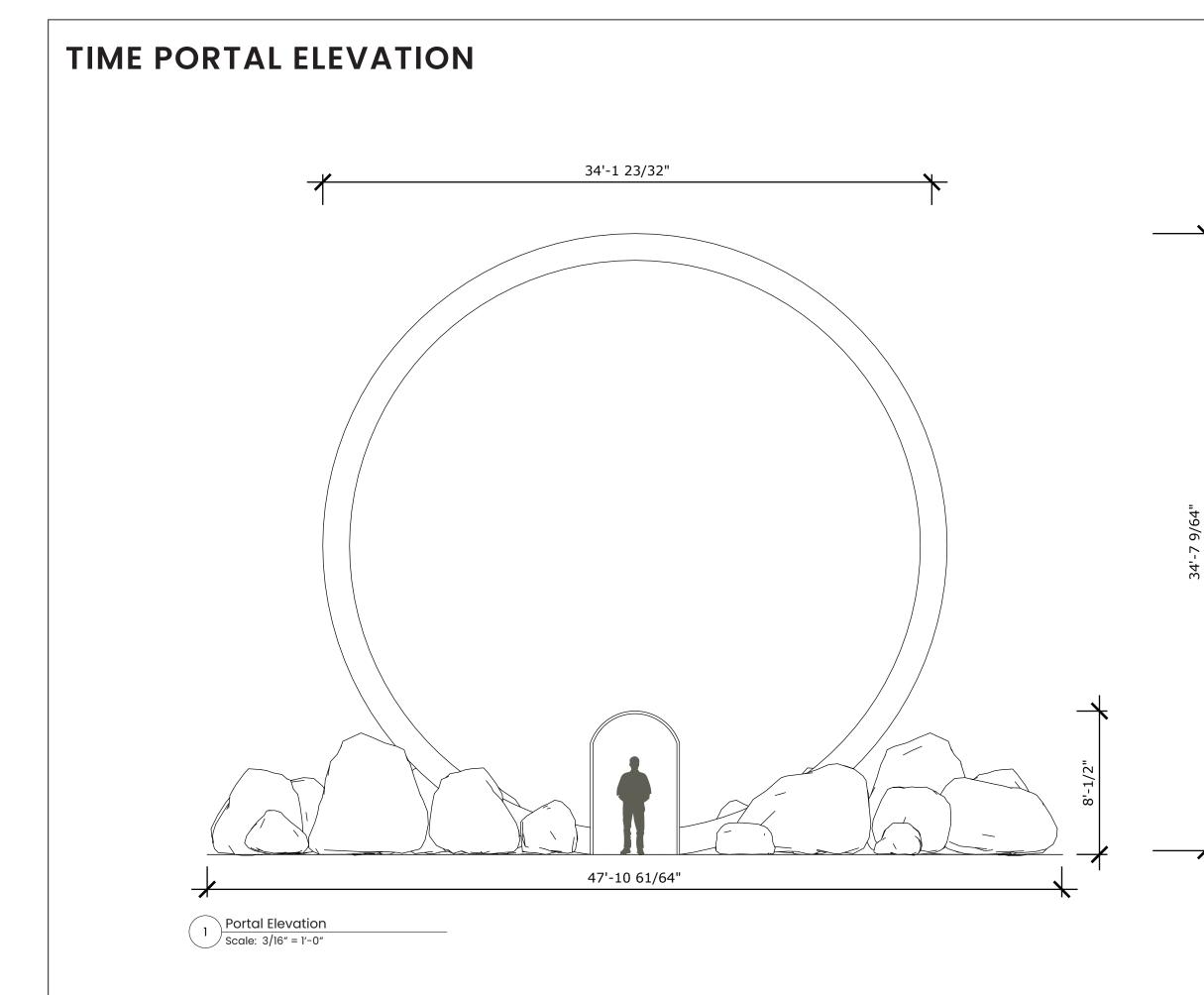
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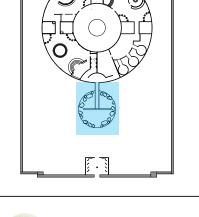
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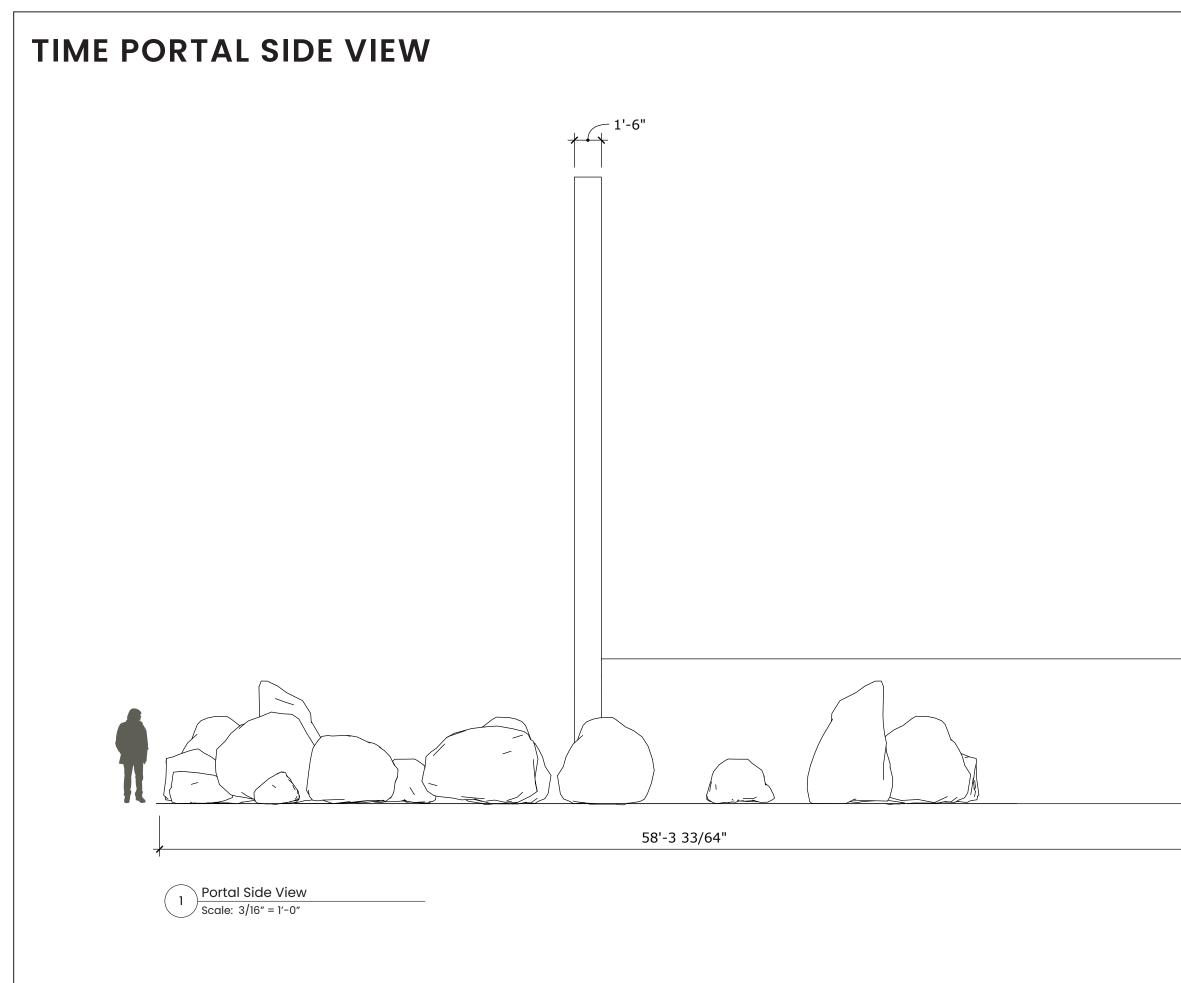
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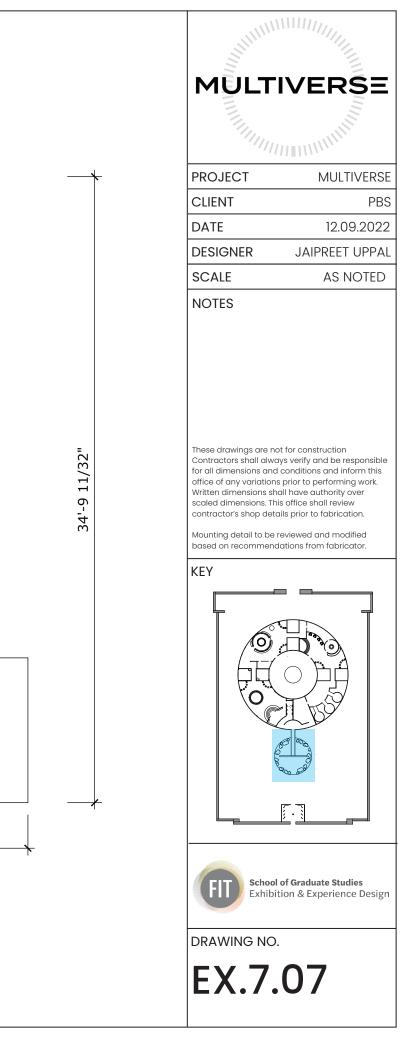
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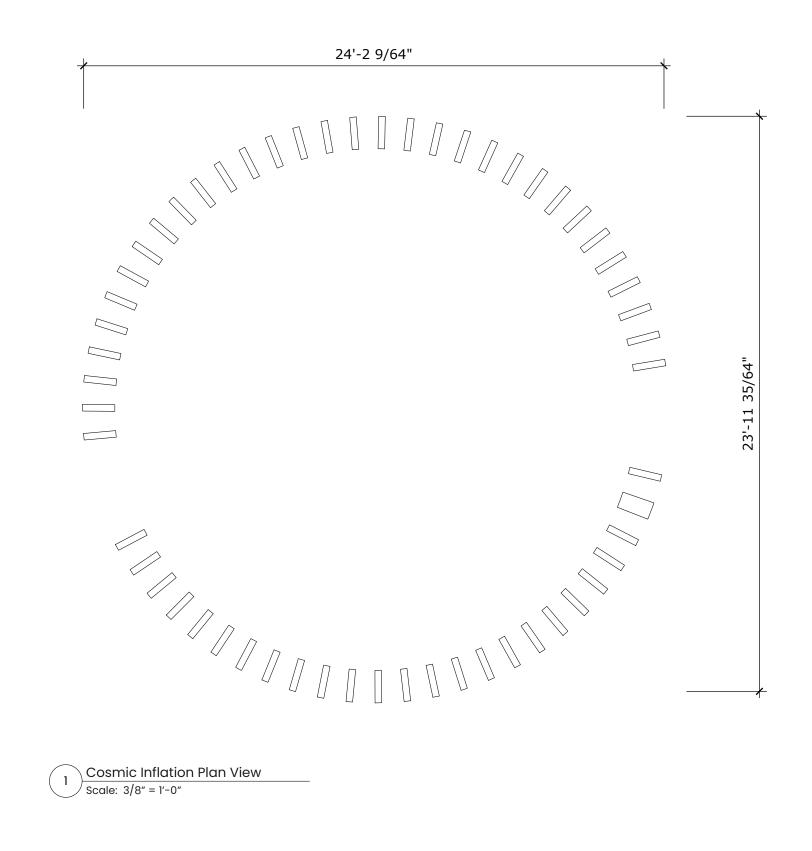
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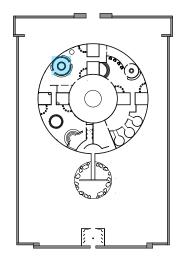
COSMIC INFLATION STRUCTURE PLAN





DRAWING NO.





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

hese drawings are not for construction for all dimensions and conditions and inform this office of any variations prior to performing work. Written dimensions shall have authority over scaled dimensions. This office shall review contractor's shop details prior to fabrication

Contractors shall always verify and be responsible

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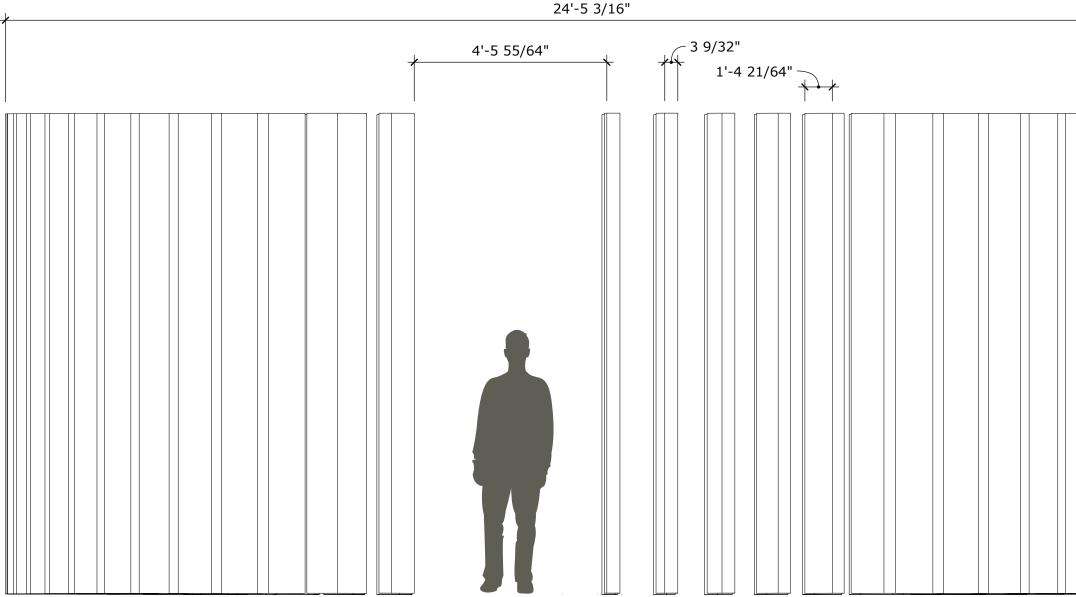
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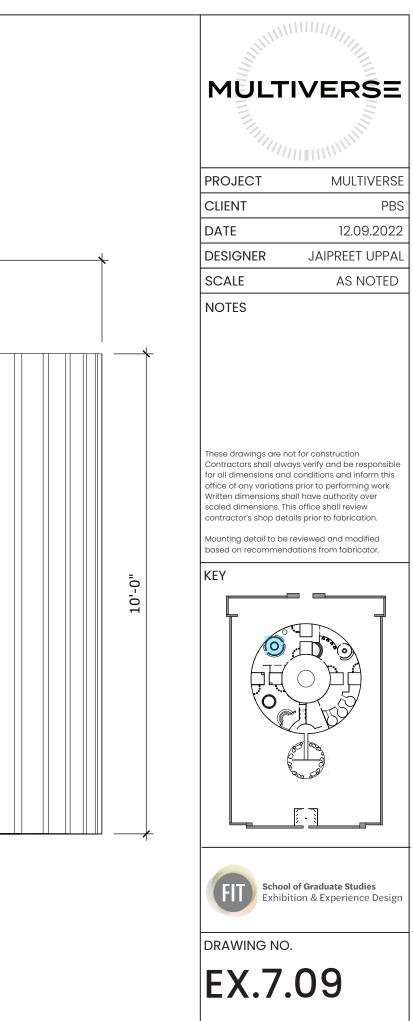
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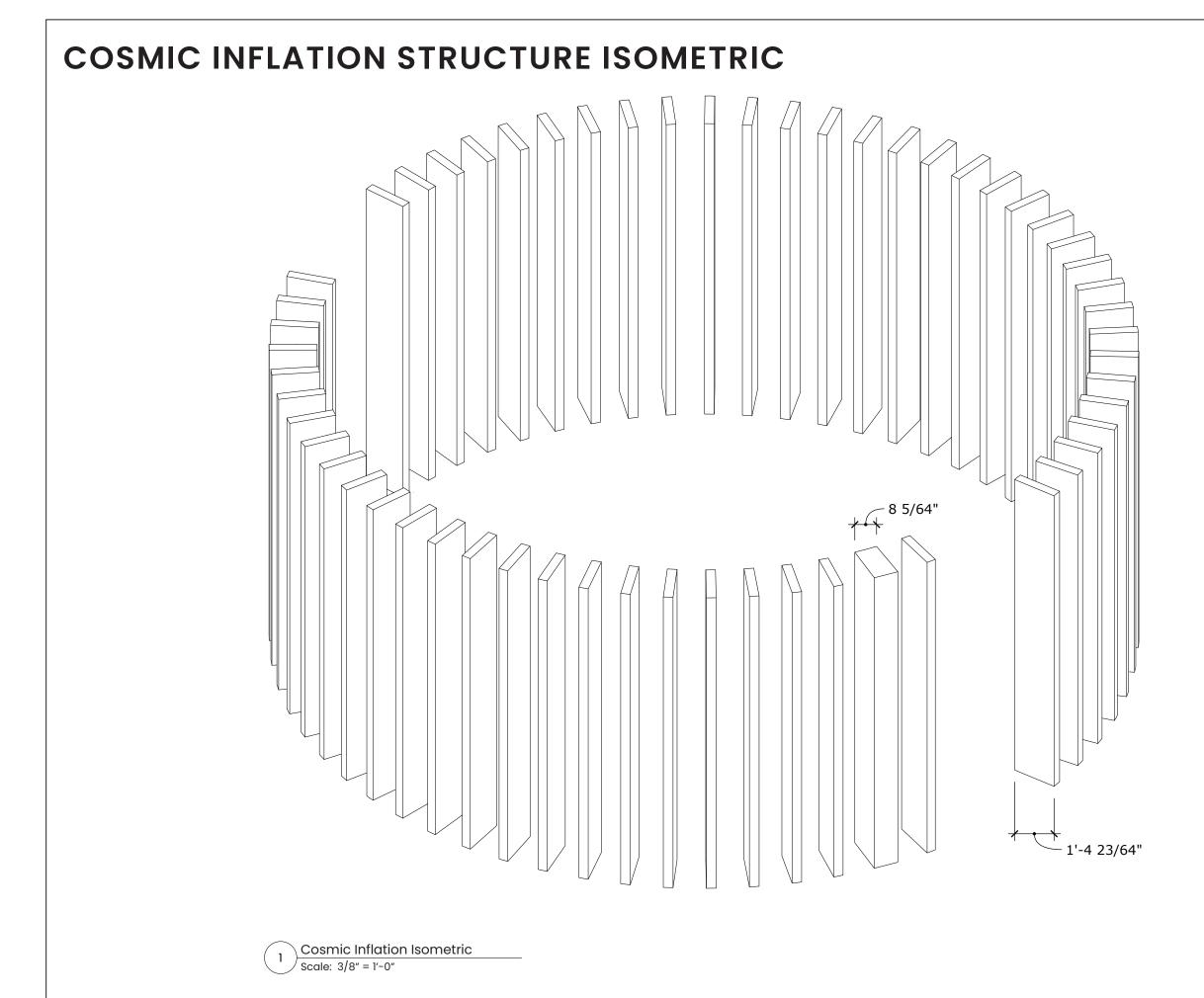
COSMIC INFLATION STRUCTURE ELEVATION



Cosmic Inflation Elevation

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

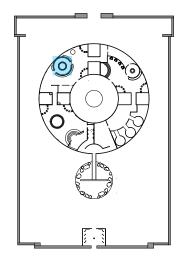








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