

# BEYOND THE BOOK



DRAWING LIST

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BEYOND THE BOOK

CLIENTS

b

amazonkindle

KEY PLAN



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EX.00.02



SYMBOLS

GENERAL NOTES:

1. IT IS THE FABRICATOR'S/ CONTRACTOR'S RESPONSIBILITY TO FULLY INSPECT THE EXHIBIT DESIGN DRAWINGS WHICH DICTATE THE INTENT OF THE WORK TO BE PERFORMED.

2. WRITTEN DIMENSIONS ON THESE DRAWINGS SHALL TAKE PRECEDENCE OVER SCALED DIMENSIONS.

3. THE FABRICATOR/ CONTRACTOR SHALL BE RESPONSIBLE FOR VERIFYING ALL DIMENSIONS AND CONDITIONS IN THE FIELD, AND NOTIFY THE EXHIBIT DESIGNER OF ANY DISCREPANCIES PRIOR TO CONSTRUCTION.

4. FABRICATOR IS TO COMMUNICATE ANY DEVIATIONS, CHANGES, OR ADDITIONS THAT DIFFER FROM THESE DESIGN DRAWINGS WITH DESIGNER PRIOR TO FABRICATION.

5. FABRICATOR IS TO SUBMIT SHOP DRAWINGS TO THE DESIGNER FOR REVIEW PRIOR TO FABRICATION. SHOP DRAWINGS ARE TO BE RELEASED TO THE DESIGNER A MINIMUM OF THREE BUSINESS DAYS PRIOR TO FABRICATION OF COORDINATING EXHIBIT PIECES

6. FABRICATOR IS RESPONSIBLE TO COORDINATE ALL ELECTRICAL AND LIGHTING MANAGEMENT TO AND WITHIN EXHIBIT PIECES DURING FABRICATION AND PRIOR TO SHIPPING ON SITE. WHERE THE DESIGNER HAS NOT DESIGNATED SUGGESTED WIRE MANAGEMENT, FABRICATOR IS TO COMMUNICATE THEIR INTENDED MANAGEMENT WITH DESIGNER

7. FABRICATOR TO PROVIDE DESIGNER WITH SAMPLES OF ALL MATERIALS FOR REVIEW / APPROVAL PRIOR TO FABRICATION.

8. ALL WORK SHALL BE PERFORMED IN ACCORDANCE TO ALL LOCAL CITY AND STATE CODES AND COMPLY WITH RELEVANT ALL LOCAL CITY ORDINANCES.

9. THE WORK SHALL BE DONE BY LICENSED AND INSURED FABRICATORS/ CONTRACTORS/ SUBCONTRACTORS TO CONFORM WITH THE BEST INDUSTRY STANDARDS FOR EACH TRADE.

10. ALL HARDWARE/FASTENERS TO BE HIDDEN EXCEPT WHERE AGREED UPON.

11. EXHIBIT FABRICATOR TO COORDINATE WITH GENERAL CONTRACTOR TO ENSURE PROPER SUPPORT FRAMING IS PROVIDED FOR ALL ELEMENTS THAT ARE TO BE MOUNTED TO FACILITY STRUCTURE

GRAPHIC SYMBOLS

ELEVATION TAG

SECTION REFERENCE TAG

DETAIL REFERENCE TAG

ITEM REFERENCE TAG

FINISH TYPE TAG

DUPLEX RECEPTACLE OUTLET  
DISCUSS CHILD SAFE OPTIONS

QUAD RECEPTACLE OUTLET

DATA RECEPTACLE OUTLET

RECESSED COMBINED DUPLEX  
POWER & DATA RECEPTACLE  
OUTLET

WALL SWITCH

EXIT SIGN

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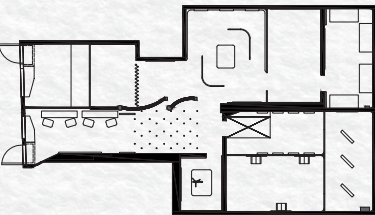
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# **EXECUTIVE SUMMARY**



# THESIS STATEMENT

Introverts can feel treated as second-class citizens in society, overshadowed by extroverts who typically assume authoritative roles. The world largely thrives on the “Extrovert Ideal,” suggesting that a confident and outgoing way of life is the only path to success. However, the hidden potential and power of introverts are immense. It is crucial to **create a space that addresses this issue, highlights the unique perspectives of introverts, and showcases what it is like to be an introvert in a predominantly extroverted world.**

This space would not only be valuable for introverts but also for those who do not identify as introverts, fostering greater understanding and appreciation for different personality types.

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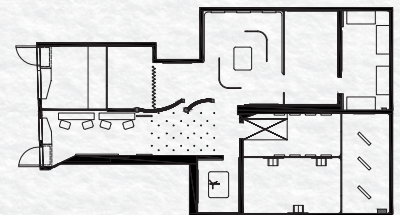
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# INTERPRETIVE APPROACH

“Beyond the Book” is a **multi-sensory** experiential pop-up that redefines the way we experience reading. The pop-up is designed to evoke **different senses involved in reading**, from the settings and the authors’ unique styles to the **emotions** their works inspire. The experience immerses visitors in the world these writers have created, allowing them to **explore the narratives through the lens of the authors’ perspectives**, making the storytelling experience even more **personal and profound**.

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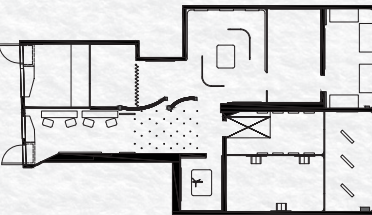
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# PROJECT PARAMETERS

## *Subject*

Reading isn't just an escape; it's a way to connect, grow, and discover the joy of new worlds and perspectives.

## *Audience*

**Target Age Group:** 18–40

### **Primary Audience**

Introverts

This activation provides a calm, welcoming space for introspection and personal connection with literature, catering to their love for immersive, solitary experiences.

Facilitators (Extroverts)

Designed to encourage extroverts to bring along friends or partners, turning reading into a shared, social experience through interactive events and group activities.

Book Lovers

A haven for those passionate about stories, this activation celebrates their love for books, offering discovery, engagement, and community with fellow readers.

### **Secondary Audience**

Experience Seekers

Attracted by the unique and transformative nature of this activation, they'll enjoy the creative, experiential approach to celebrating literature.

Professional Hobbyists (Tech Enthusiasts)

Opportunities to explore how technology enhances storytelling and reading will appeal to their curiosity and passion for innovation.

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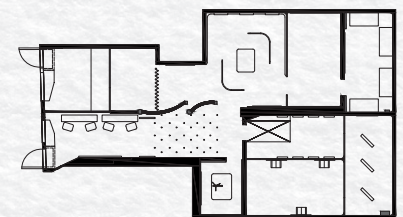
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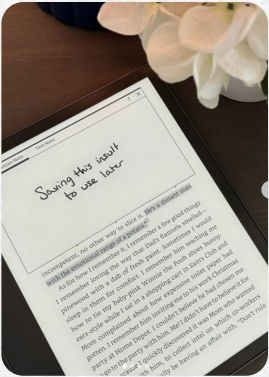
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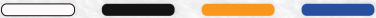
# CLIENT OVERVIEW

amazonkindle



## Take Your Stories Wherever You Go

Making reading accessible and personalizing every aspect of reading.  
Brand Personality - Self Care, Relaxing, Creating a lifestyle



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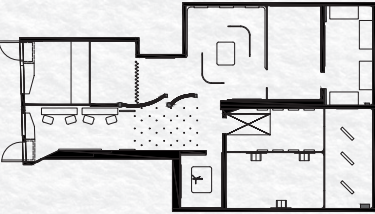
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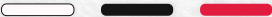
EX.01.04



CLIENT  
OVERVIEW



Beats has introduced an entirely new generation to the possibilities of premium sound entertainment.  
Brand Personality - Energy, Emotion and Excitement



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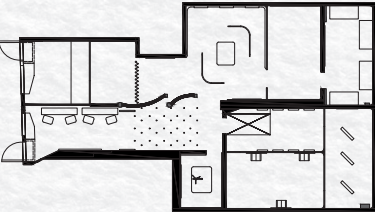
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# EXHIBITION GOALS

## EDUCATION GOALS

- Visitors will learn about the collaboration between Kindle and Beats; how they are revolutionizing the experience of reading books.
- Visitors will learn how subtle improvisations in spaces can create a comfortable space for everyone to be in and interact in.
- Visitors will learn how technology can improve as well as enhance personal wellbeing.

## EXPERIENCE GOALS

- Visitors will experience listening to books in an immersive way.
- Visitors will experience one - on - one interactive corners and niches throughout the activation.

## PROJECT GOALS

- To acknowledge the importance of personal space and allow everyone to take their time with the interactions.
- To understand how technology can be help make reading accessible & inclusive.

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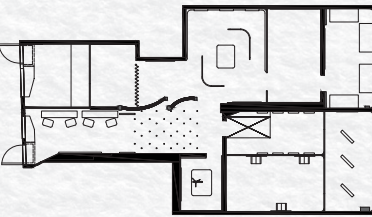
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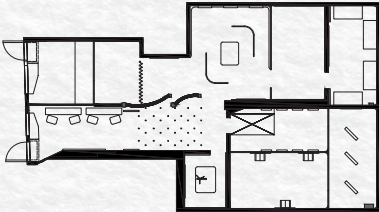
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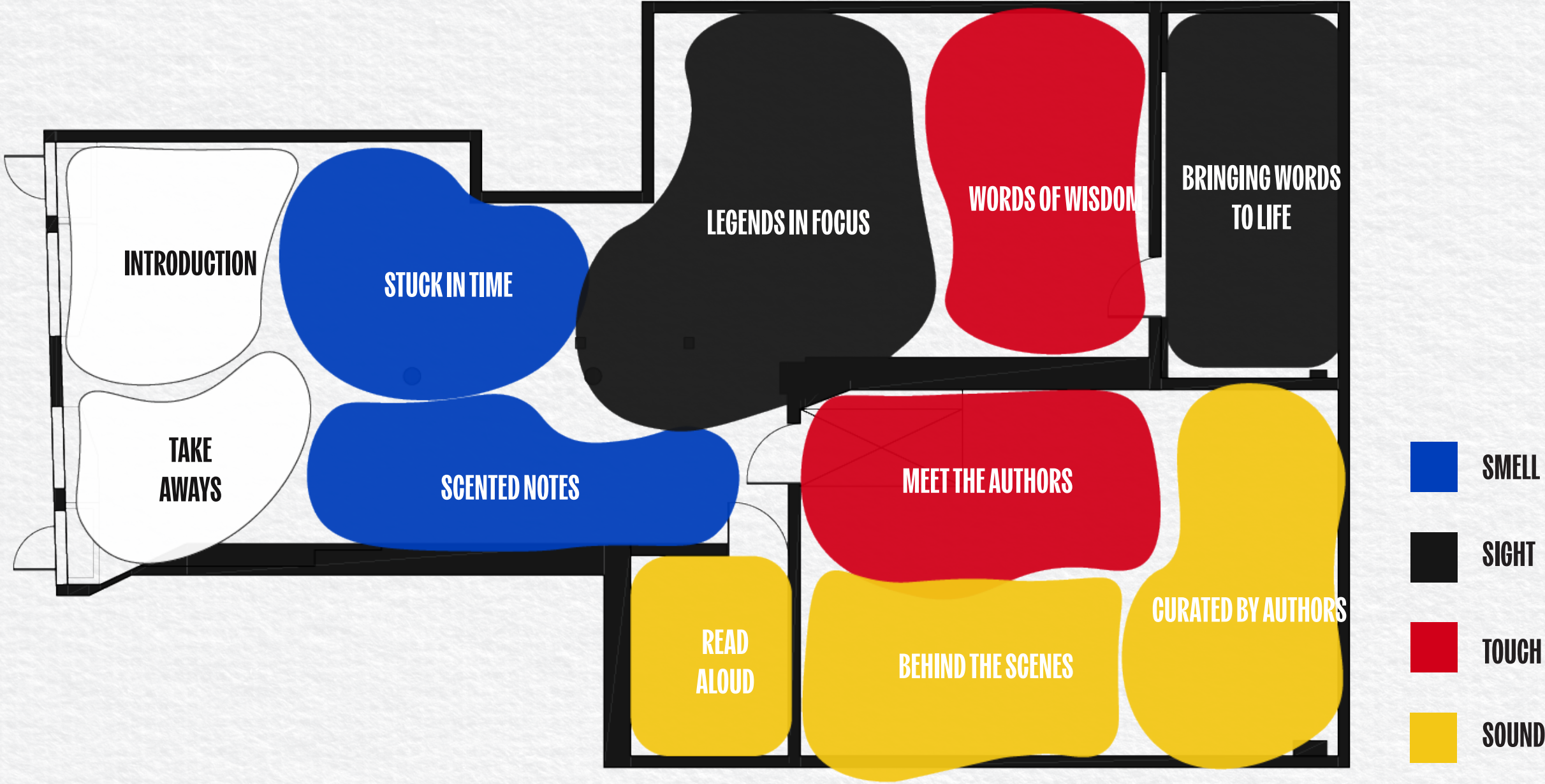
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EX.01.07



CONCEPT  
FLOORPLAN



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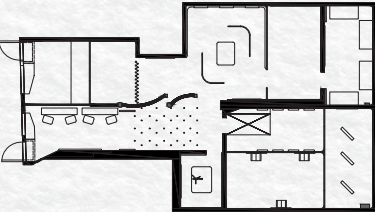
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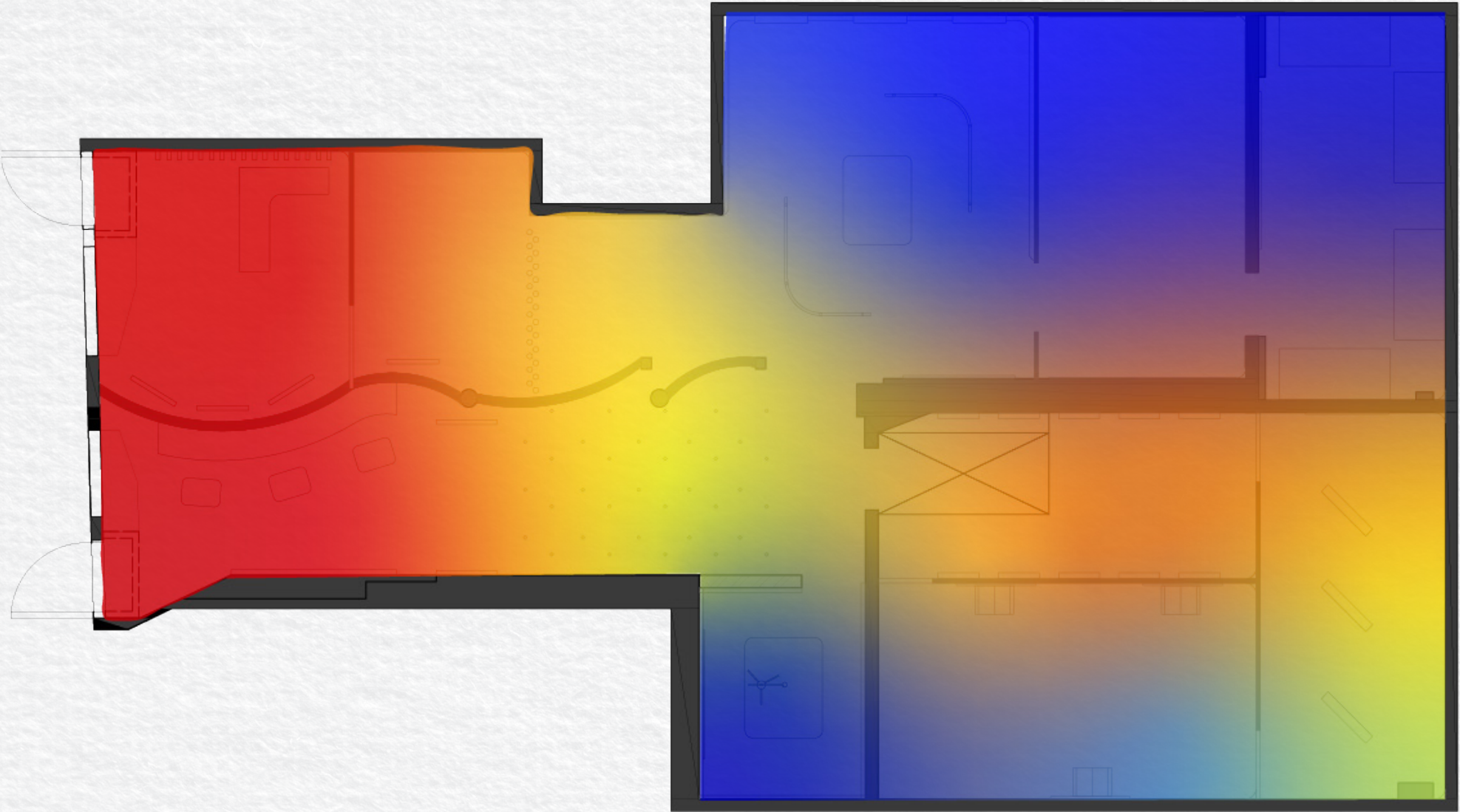
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EX.01.08



# SOCIAL ANALYSIS SCALE



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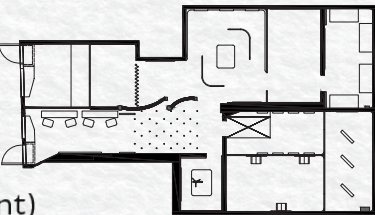
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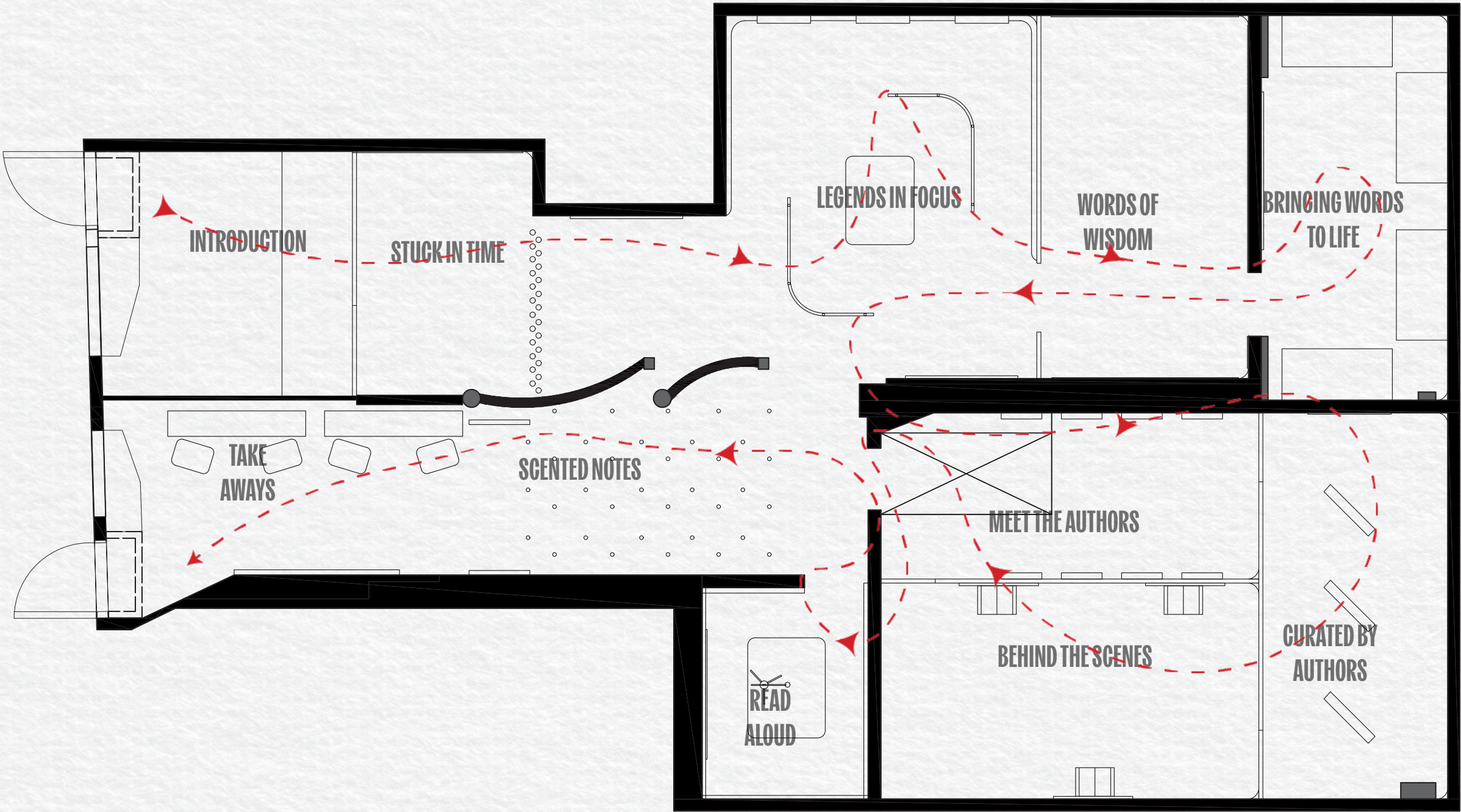
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EX.01.09



# VISITOR EXPERIENCE DIAGRAM



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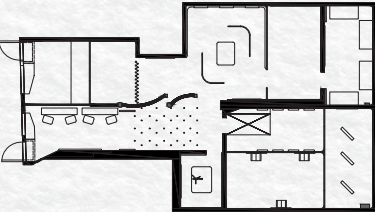
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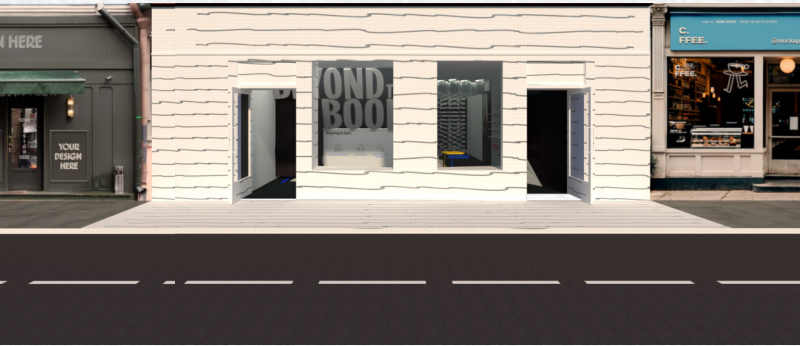
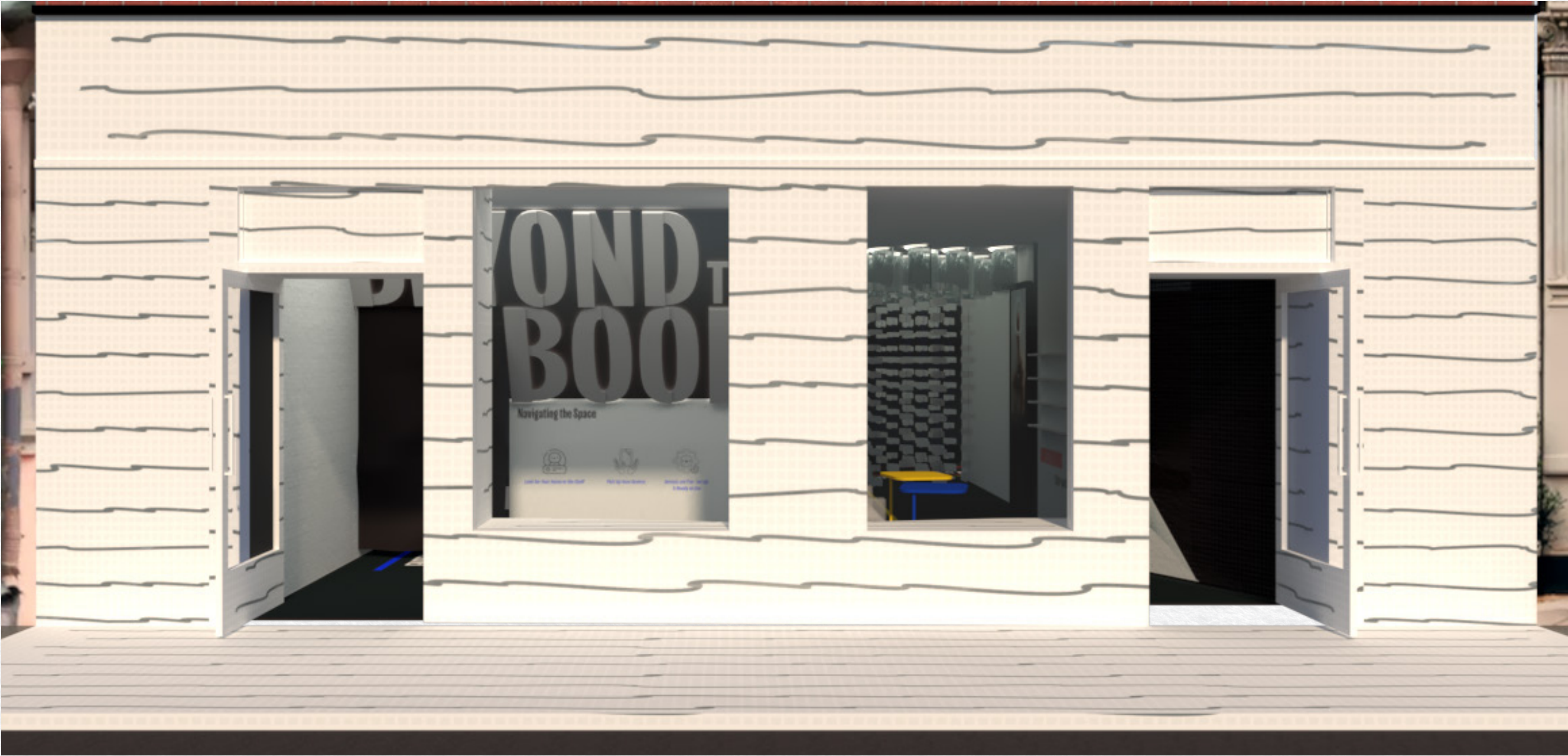
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EX.01.10



FACADE  
RENDER



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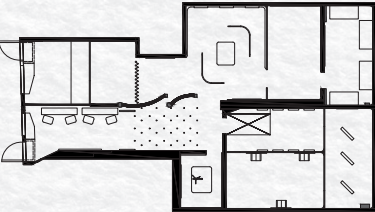
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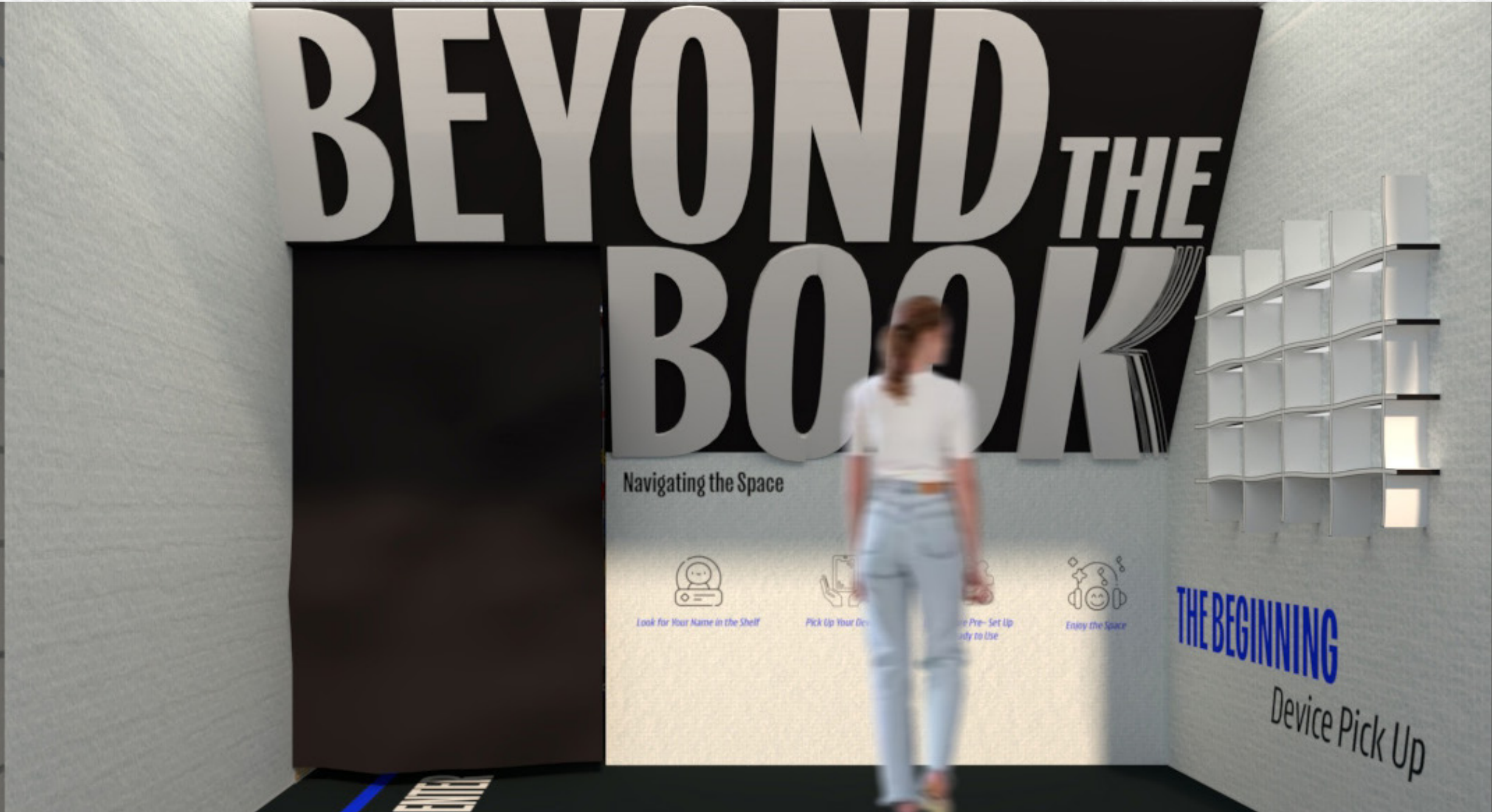
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ACTIVITY 1



SEE

Wall of Beats headphones, the pop-up logo, bold colors creating the doorways and kindle scribe on entering. Information on the pop-up exhibit and ways to rsvp/register for the event.

DO

Collect their kindle device along with the choice of customized branded beats earphones/headphones. Read & familiarize themselves with the concept of the space.

EXPERIENCE

Energetic & upbeat mood of the pop-up. Welcoming but not overwhelming to include every type of personality.

LEARN

Visitors will learn how to move through the space. A short briefing on using the products and how they work with the flow of the activities.

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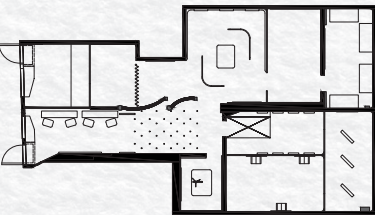
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EX.01.13



ACTIVITY 2



SEE

Wall of Old pages and books in a collage. Word partition on the opposite side. Paper softwall partition with information about the activity.

DO

Smell the old books, take pictures in the space with a photo-op opportunity. Walk through the letter partition.

EXPERIENCE

Feel nostalgia, a sense of warmth and comfort being surrounded by books.

LEARN

Visitors will learn how the smell of books can create a change in the mood. Some might be repelled by the strong scents but some may get energized. The idea is to appreciate the past and how metaphorically it leaves a mark.

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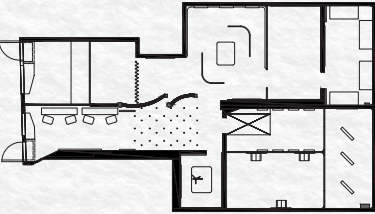
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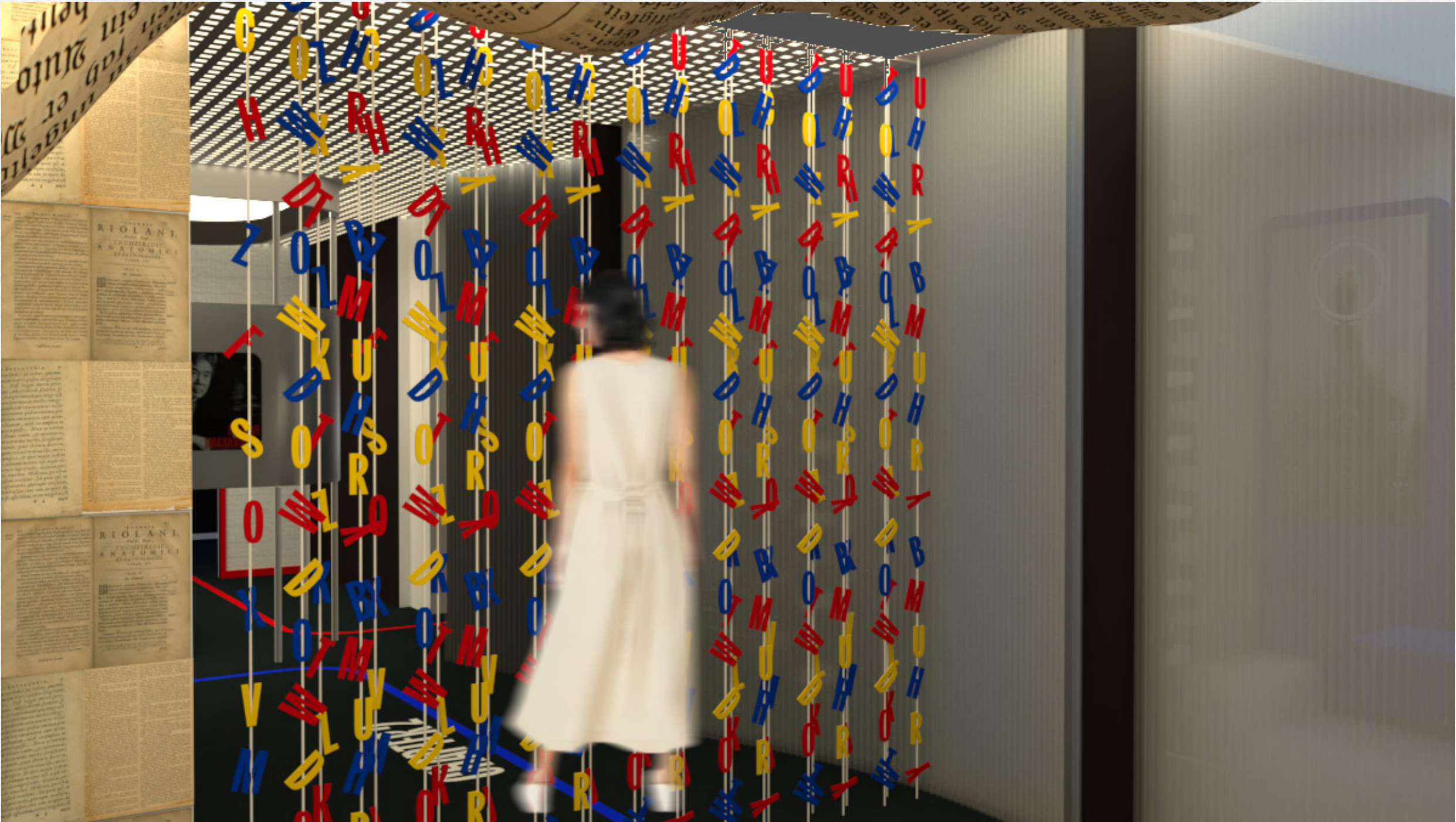
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EX.01.15



ACTIVITY 2



SEE

Wall of Old pages and books in a collage. Word partition on the opposite side. Paper softwall partition with information about the activity.

DO

Smell the old books, take pictures in the space with a photo-op opportunity. Walk through the letter partition.

EXPERIENCE

Feel nostalgia, a sense of warmth and comfort being surrounded by books.

LEARN

Visitors will learn how the smell of books can create a change in the mood. Some might be repelled by the strong scents but some may get energized. The idea is to appreciate the past and how metaphorically it leaves a mark.

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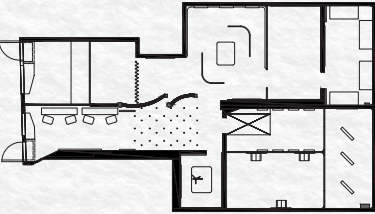
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BEYOND THE BOOK

CLIENTS



KEY PLAN



DRAWN BY : AKSHATA CHITNIS

SCALE : NTS

DATE : December 13th, 2024

DRAWING NUMBER

EX.01.16



ACTIVITY 3



SEE

A short trailer of the experiences in the space. Multimedia touchpoints to look at and listen to. Visitors also get to browse books that are globally popular.

DO

Watch little glimpses of the books that converted into movies. Hear stories about the authors journey writing them, look at souvenirs from popular books and interact with them.

EXPERIENCE

Feel in awe of the great people who have lived and created worlds beyond imagination. Get inspired by the world of writing.

LEARN

Learn about their favourite authors, get introduced to new ones and understand the process of writing.

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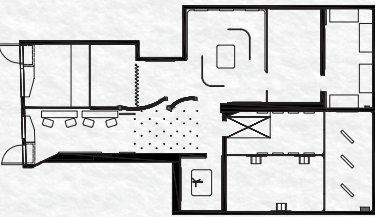
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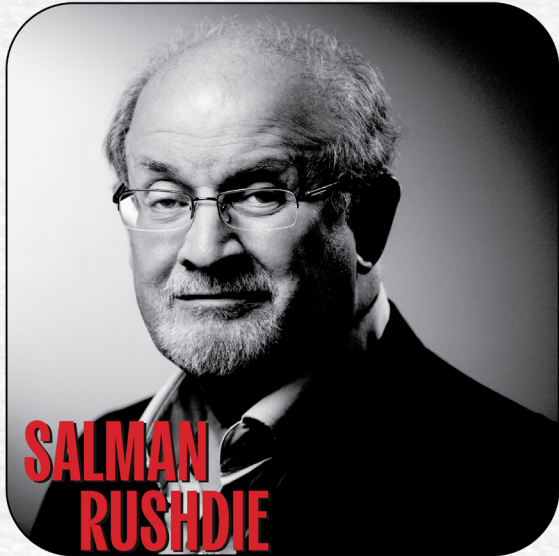
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EX.01.17



ACTIVITY 3

CONTENT GRAPHICS



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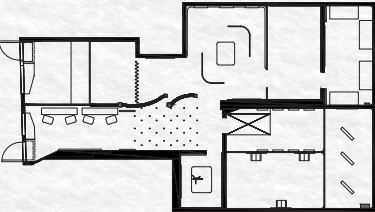
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KEY PLAN



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DATE : December 13th, 2024

DRAWING NUMBER

EX.01.18



ACTIVITY 3



SEE

A short trailer of the experiences in the space. Multimedia touchpoints to look at and listen to. Visitors also get to browse books that are globally popular.

DO

Watch little glimpses of the books that converted into movies. Hear stories about the authors journey writing them, look at souvenirs from popular books and interact with them.

EXPERIENCE

Feel in awe of the great people who have lived and created worlds beyond imagination. Get inspired by the world of writing.

LEARN

Learn about their favourite authors, get introduced to new ones and understand the process of writing.

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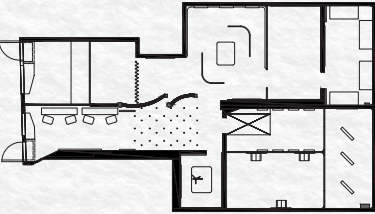
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KEY PLAN



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DATE : December 13th, 2024

DRAWING NUMBER

EX.01.19



# ACTIVITY 3

## GRAPHICS

### DID YOU KNOW?

In the movie version of Matilda, the portrait of Miss Honey’s father is really a picture of the Roald Dahl himself. Dahl dies in 1990 just two years after the release of the book, and the painting was included as a tribute to him.

### DID YOU KNOW?

Despite her confident on-screen persona, Audrey Hepburn felt self-conscious about playing Holly Golightly, especially since Truman Capote openly criticized her casting. She admitted to The New York Times that she doubted she was right for the role, saying, *“I have no technique for doing things I’m unsuited to....I have to operate entirely on instinct.”* It was director Blake Edwards’ emphasis on spontaneity that ultimately persuaded her

### DID YOU KNOW?

The March sisters were inspired by Louisa May Alcott’s family: Meg by her sister Anna, whose wedding mirrored Meg’s; Beth by Lizzie, who died young after scarlet fever; Amy by May, an artist featured in the Paris Salon; and Jo by Alcott herself.

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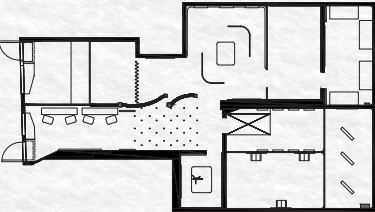
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KEY PLAN



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EX.01.20



ACTIVITY 4



SEE

Deep motivation and understanding the hardwork gone into scripting a single sentence.

DO

Touch the quotes and get insights into personal voice recordings of the author’s backstories into writing them and what went in their heads while they were drafting it.

EXPERIENCE

Look at famous quotes said by authors and writers from around the world.

LEARN

Learn about the depth of thought that went into the quotes, whether they thought how important these statements would become or if it was a fluke.

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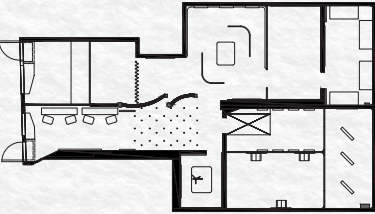
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KEY PLAN



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DATE : December 13th, 2024

DRAWING NUMBER

EX.01.21



ACTIVITY 4



SEE

Deep motivation and understanding the hardwork gone into scripting a single sentence.

DO

Touch the quotes and get insights into personal voice recordings of the author’s backstories into writing them and what went in their heads while they were drafting it.

EXPERIENCE

Look at famous quotes said by authors and writers from around the world.

LEARN

Learn about the depth of thought that went into the quotes, whether they thought how important these statements would become or if it was a fluke.

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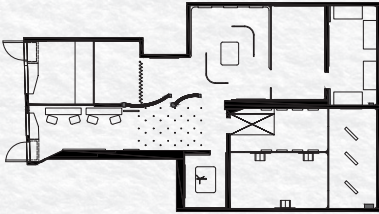
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DRAWING NUMBER

EX.01.22



ACTIVITY 5



SEE

Look at illustrated visuals to guide the story. Look at different genre nooks of choice.

DO

Choose a booth of choice according to their favourite genre. Sit and listen to a short story of choice with guided illustrations in front and top of the booth.

EXPERIENCE

Relaxation and excitement of being immersed in a different space. Feel a sense of contemplation rising.

LEARN

Visitors will learn how the inclusion of visuals and illustrations can make a story feel more immersive.

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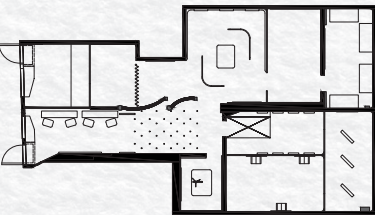
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EX.01.23



ACTIVITY 6



SEE

A passage of archway like structure. Look at the works of their favourite author or explore new ones.

DO

Watch clips of their favourite authors and also get a chance to meet their AI versions virtually.

EXPERIENCE

Star Struck feeling to meet the authors. Nervousness to see them in person(virtually). Grow their motivation to read.

LEARN

Learn and understand what kind of opinions the authors have about themselves, how they deal with failure/success.

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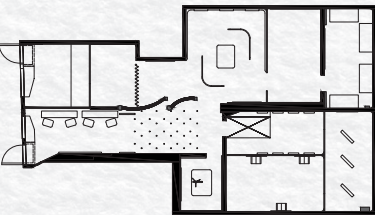
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EX.01.24



ACTIVITY 7



SEE

Digital panels with options to read snippets from various authors. A dark room space with only the digital panels creating the light.

DO

Read snippets and listen to personally curated playlists by the respective authors. Choose to tune into the same playlist or participate alone.

EXPERIENCE

Very subjective space. A consistent sense of mystery due to the dark and light space.

LEARN

Visitors will learn how their mood can change with the music, creating a better understanding of the book and also change their focus levels.

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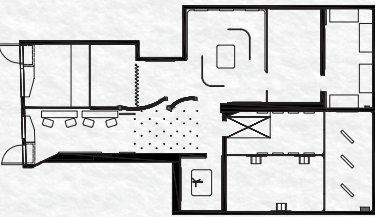
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KEY PLAN



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SCALE : NTS

DATE : December 13th, 2024

DRAWING NUMBER

EX.01.25



ACTIVITY 8



SEE

Dark room with scribbled patterns.  
Book like structures with digital screens.

DO

Place the kindles in the book to trigger the digital screen. Listen to the author of the book that will be open in kindle, will talk about their process of recording audiobooks.

EXPERIENCE

Feeling curiosity since most people don't know how audiobooks are recorded and what goes behind doing so.

LEARN

Visitors will learn about various tricks used by authors to create the audiobooks. Fun facts, their first time recording themselves and more.

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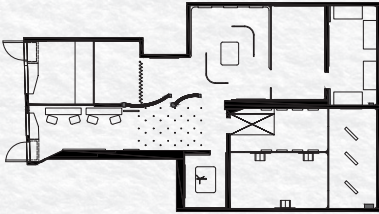
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KEY PLAN



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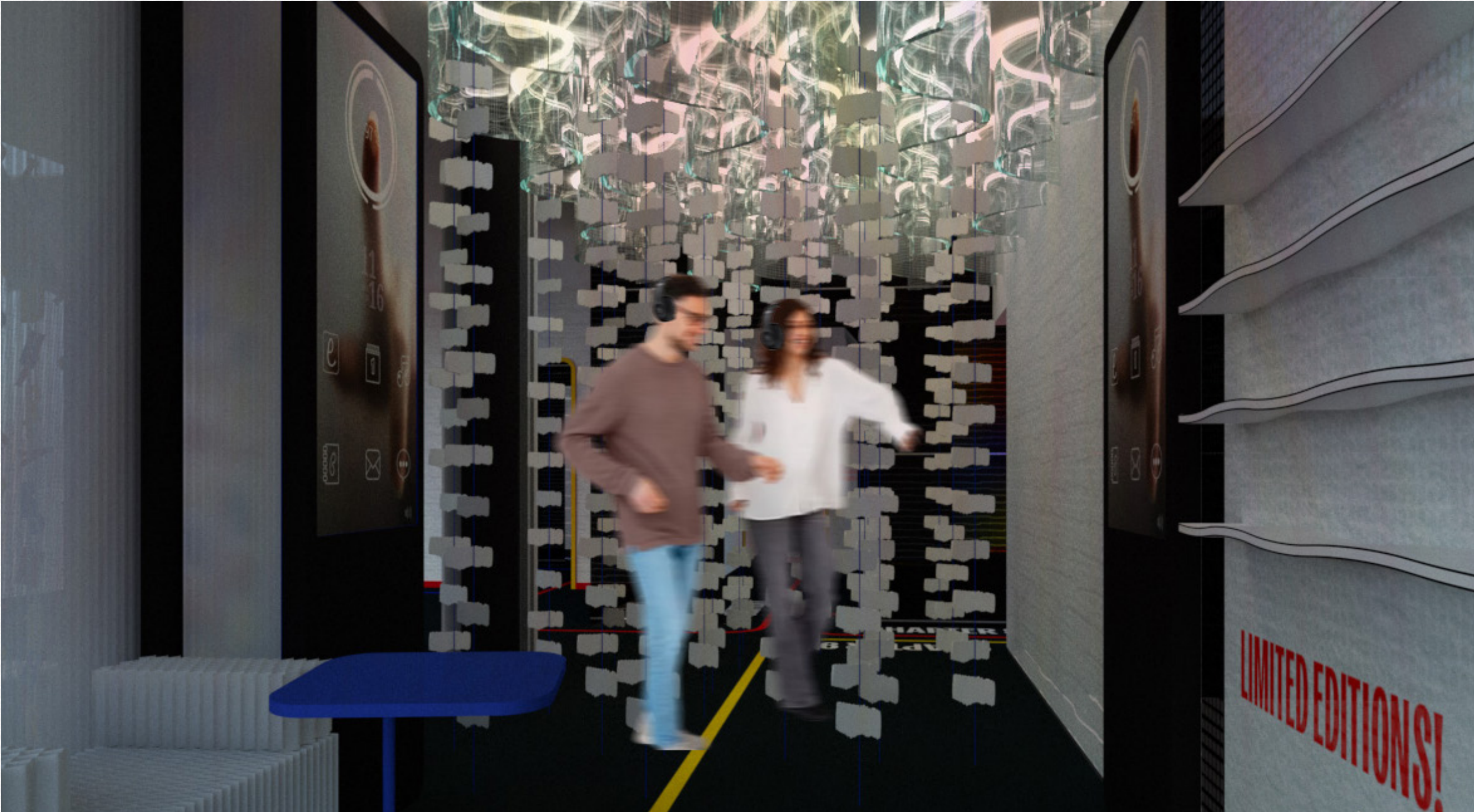
DATE : December 13th, 2024

DRAWING NUMBER

EX.01.26



ACTIVITY 9



SEE

Dark room with scribbled patterns.  
Book like structures with digital screens.

DO

Place the kindles in the book to trigger the digital screen. Listen to the author of the book that will be open in kindle, will talk about their process of recording audiobooks.

EXPERIENCE

Feeling curiosity since most people don't know how audiobooks are recorded and what goes behind doing so.

LEARN

Visitors will learn about various tricks used by authors to create the audiobooks. Fun facts, their first time recording themselves and more.

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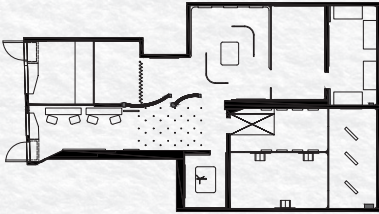
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KEY PLAN



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SCALE : NTS

DATE : December 13th, 2024

DRAWING NUMBER

EX.01.27



# **SCHEDULES & LISTS**



# GRAPHIC MATERIAL SPECIFICATION LIST

SIGN TYPE	DESCRIPTION
A	FABRICATED LETTERS FINISHED WITH GLOSSY LAMINATE
B	HIGH RESOLUTION ADDITIVE PRINT GRAPHIC WITH END CAPPED WRAPPED EDGES
C	CUSTOMIZED TEXTILE SOFTWALL PARTITION
D	DYE SUBLIMATED FLOOR CARPET
E	LED SCREEN PANELS/FABRICATOR TO DEFINE
F	1/4"ACRYLITE SATINICE CRYSTAL SURFACE COLORLESS
G	FLEXIBLE PLYWOOD FINISHED WITH LAMINATE
H	MODULAR WALL PARTITIONS
I	HIGH RESOLUTION DIRECT INK JET ADDITIVE CONTENT GRAPHICS ON VINYL WITH END CAPPED WRAPPED EDGES

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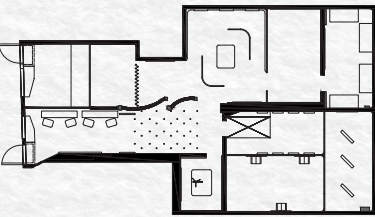
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BOOK

CLIENTS



KEY PLAN



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SCALE : NTS

DATE : December 13th, 2024

DRAWING NUMBER

EX.02.01



# GRAPHIC SCHEDULE

CODE	GR.TYPE	DESCRIPTION
01A.01.GR01	I	Window Display Graphic
01A.01.GR02	I	Window Display Graphic
02A.02.GR01	A	Logo Introduction
02A.02.GR02	B	Introductory Wall Graphic
03A.01.GR01	B	Collage of Old Book Pages
03A.01.GR02	B	Collage of Old Book Pages
03A.02.GR01	C	Textile Soft-Wall
03A.02.GR02	A	Fabricated Alphabet Letters
04A.01.GR01	E	LED Screen
04A.02.GR01	E	Digital Touch Screen
04A.02.GR02	E	Digital Touch Screen
04A.02.GR03	E	Digital Touch Screen
04A.02.GR04	E	Digital Touch Screen
04A.03.GR01	I	Did You Know - Content Graphic Vinyl
04A.03.GR02	I	Did You Know - Content Graphic Vinyl
04A.03.GR03	I	Did You Know - Content Graphic Vinyl
04A.04.GR01-03	I	Author Pictures
04A.04.GR04-06	I	Author Pictures
04A.05.GR01	I	Content Graphic
05A.01.GR01	B	Area Introduction Wall Graphic
05A.02.GR01-06	A	Quotes

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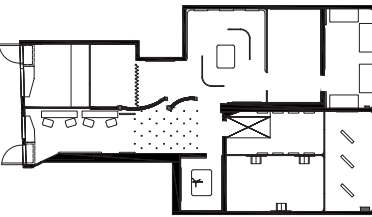
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EX.02.02



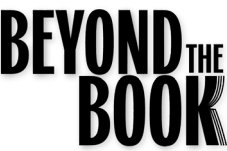
# GRAPHIC SCHEDULE

CODE	GR.TYPE	DESCRIPTION
06A.01.GR01	B	Area Introduction Wall Graphic
06A.02.GR01	E	Digital Media
06A.02.GR02	E	Digital Media
06A.02.GR03	E	Digital Media
06A.02.GR04	E	Digital Media
07A.01.GR01	B	Area Introduction Wall Graphic
07A.02.GR01	E	Digital Media
07A.02.GR02	E	Digital Media
07A.02.GR03	E	Digital Media
07A.02.GR04	E	Digital Media
07A.02.GR05	E	Digital Media
07A.02.GR06	E	Digital Media
07A.02.GR07	E	Digital Media
07A.02.GR08	E	Digital Media
08A.01.GR01	B	Area Introduction Wall Graphic
08A.02.GR01	E	Digital Media
08A.02.GR02	E	Digital Media
09A.01.GR01	B	Area Introduction Wall Graphic
09A.02.GR01	E	Digital Media
09A.02.GR02	E	Digital Media
09A.02.GR03	E	Digital Media
09A.02.GR04	E	Digital Media
09A.02.GR05	E	Digital Media

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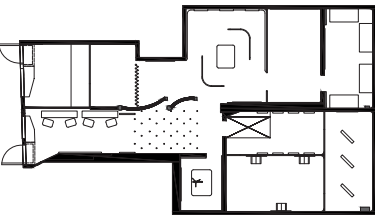
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EX.02.03



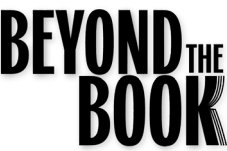
# GRAPHIC SCHEDULE

CODE	GR.TYPE	DESCRIPTION
10A.01.GR01	B	Area Introduction Wall Graphic
10A.01.GR02	E	Digital Media
11A.01.GR01	B	Area Introduction Wall Graphic
11A.01.GR02	I	Content Graphic
11A.01.GR03	I	Content Graphic
11A.01.GR04	I	Content Graphic
12A.01.GR01	B	Area Introduction Wall Graphic
12A.02.GR01	B	Piece of Us-Audience Input Wall
13A.01.GR01	D	Dye Sublimated Floor Carpet

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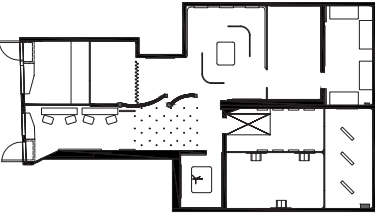
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EX.02.04



# MATERIAL SCHEDULE

CODE	TYPE	DETAILS	LOCATION	IMAGE
PL01	PLYWOOD	3/8" Rotary peeled tropical hardwood back 4'x8' panels	04A, 06A, 07A, 08A, 11A	
MW01	MODULAR WALL	1" thick White powder coated aluminum; 12'x4' panels	03A, 04A, 07A, 08A, 12A	
SW01	TEXTILE SOFT WALL	3"x 10' Molo freestanding flexible textile softwall partition	03A, 11A	
SW02	TEXTILE BENCH	Molo freestanding flexible textile Seating	12A	
AL01	ALUMINIUM RODS	3/4" Mill finished Round Tubes	04A	

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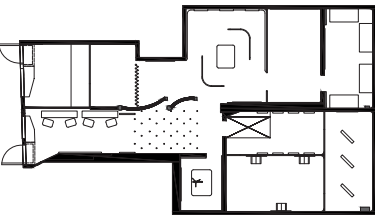
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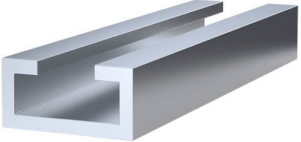
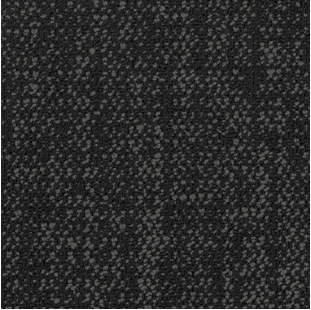


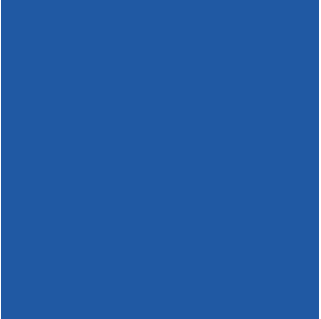
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DRAWING NUMBER

EX.02.05



# MATERIAL SCHEDULE

CODE	TYPE	DETAILS	LOCATION	IMAGE
AL02	ALUMINIUM RODS	7/8" C- Channel Aluminium Track	07A	
FL01	FLOOR CARPET	24"x24" Dye Sublimated Ecosolution Q100™ Nylon fiber with Ecworx® Tile backing	ALL SECTIONS	
AC01	ACRYLIC	1'4" Acrylite Satinice Crystal Surface Colorless	04A	
LA01	LAMINATE	Formica Spectrum Red 845 Laminate Sheet	04A, 08A, 12A	
LA02	LAMINATE	Wilsonart Lapis Blue D417 Laminate Sheet	12A	

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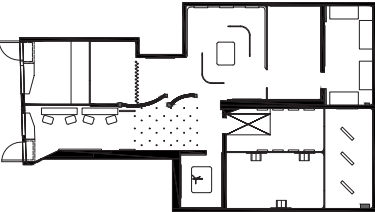
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KEY PLAN



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SCALE : NTS



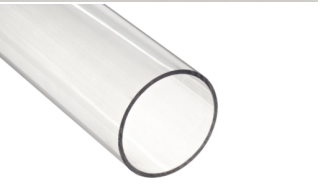

DATE : December 13th, 2024

DRAWING NUMBER

EX.02.06



# MATERIAL SCHEDULE

CODE	TYPE	DETAILS	LOCATION	IMAGE
LA03	LAMINATE	Primary Yellow SY914 Laminate Sheet, Solid Colors - Pionite	12A	
FT01	FOAM TUBE	Customized 11' White Foam Tubes 1" diameter	03A, 11A	 
PT01	POLYCARBONATE TUBE	Clear Polycarbonate tube 2" diameter	09A	
VF01	VACCUM FORM SHEET	Dye Sublimated vaccum formed Acrylonitrile Butadiene Styrene	03A	

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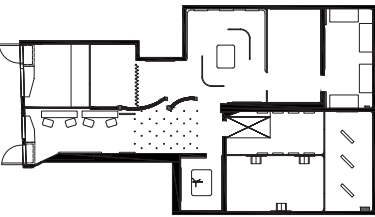
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EX.02.07



# Lighting Schedule

CODE	AREA	DESCRIPTION	IMAGE
L01	03A, 05A, 06A, 09A, 10A, 12A	Silo X20 Adjustable Beam Track Luminaire 2700K in Black	
L02	04A	Thin discs of evenly illuminated LED create the impression of recessed lighting. The die-cast aluminum housings in Black all with a recessed White polycarbonate diffuser	
L03	06A	With cylindrical aluminum body construction and acrylic diffuser, features a rotatable adjustable beam angle up to 40 degrees. Color Temperature to be 3000k	
L04	07A	Surface Mount T-Grid Linear light with 3500k color temperature	

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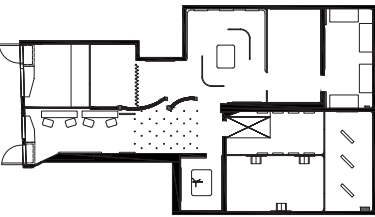
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EX.02.08



# Lighting Schedule

CODE	AREA	DESCRIPTION	IMAGE
L05	12A	Dot free direct view, highly versatile, energy efficient and flexible LED strip capable of horizontal/side bends and vertical/top bends with a 6” bending radius,RGBW options	 
L06	02A	LineLED Strip with 3M™ adhesive transfer tape	

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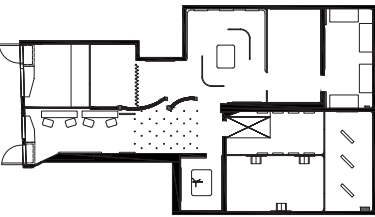
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EX.02.09



# MEDIA SCHEDULE

CODE	MANUFACTURER	DESCRIPTION	IMAGE
AV01	Vulcan RFID™	Iron USB Reader, 2.83" x 2.83" x 0.91", 0.18 lbs	
AV02	LG	Ultra-narrow 3.5 mm bezel-to-bezel	
AV03	ViewSonic	EP5542T 55" UHD 4K Portrait Touchscreen Kiosk Display	
AV04	Samsung	2560 x 1600 pixels, 12.4 inches	
AV05	FlexEnable OLCD	Flexible High Resolution LCD Screen Conformable to curved surfaces	

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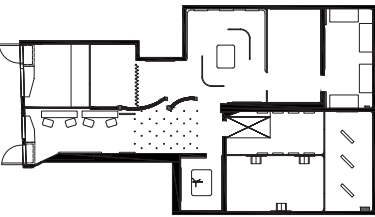
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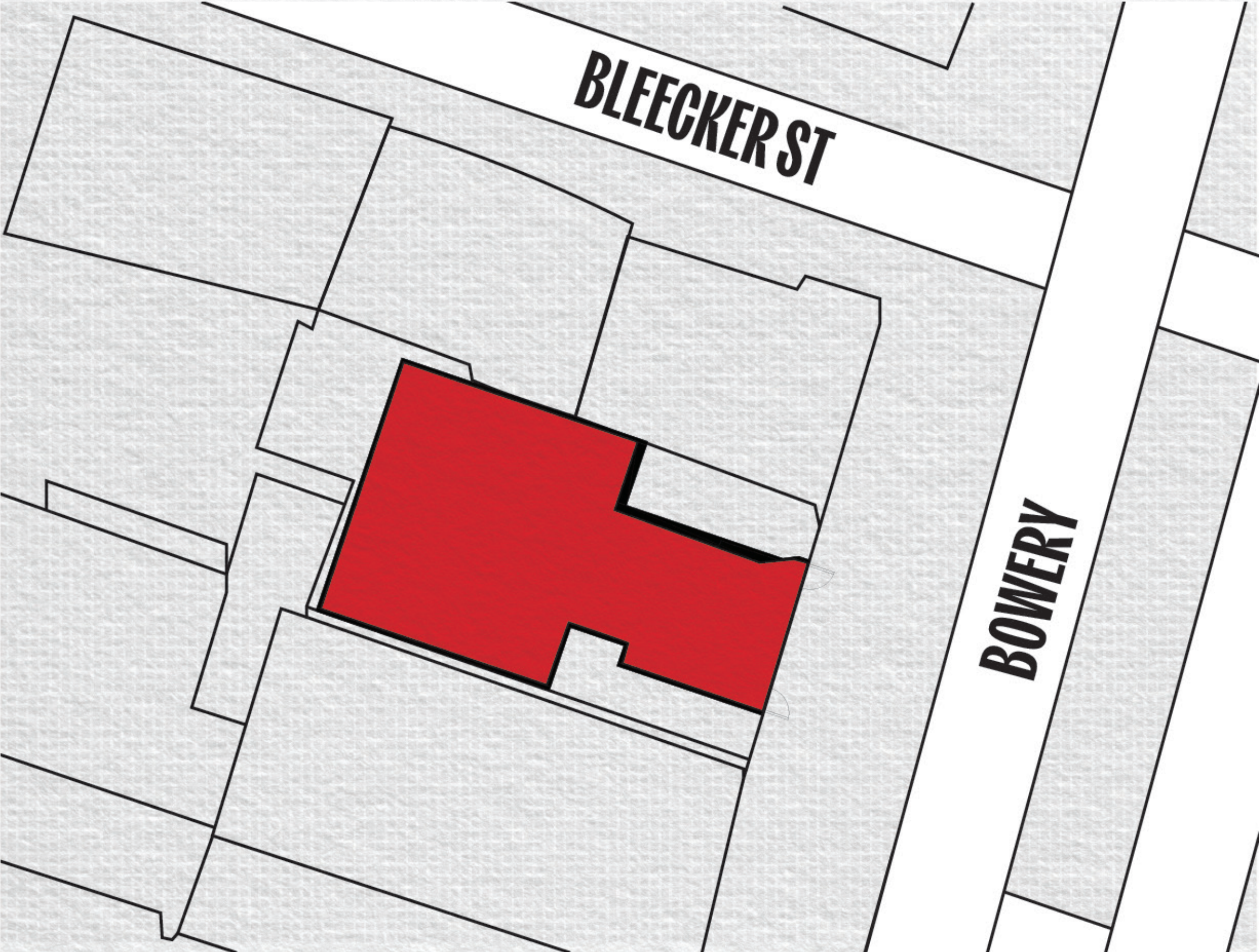
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# **PLANS, SECTIONS & ELEVATIONS**





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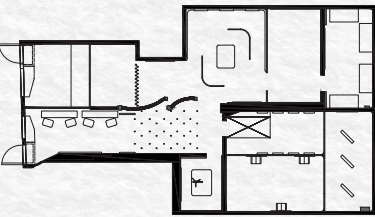
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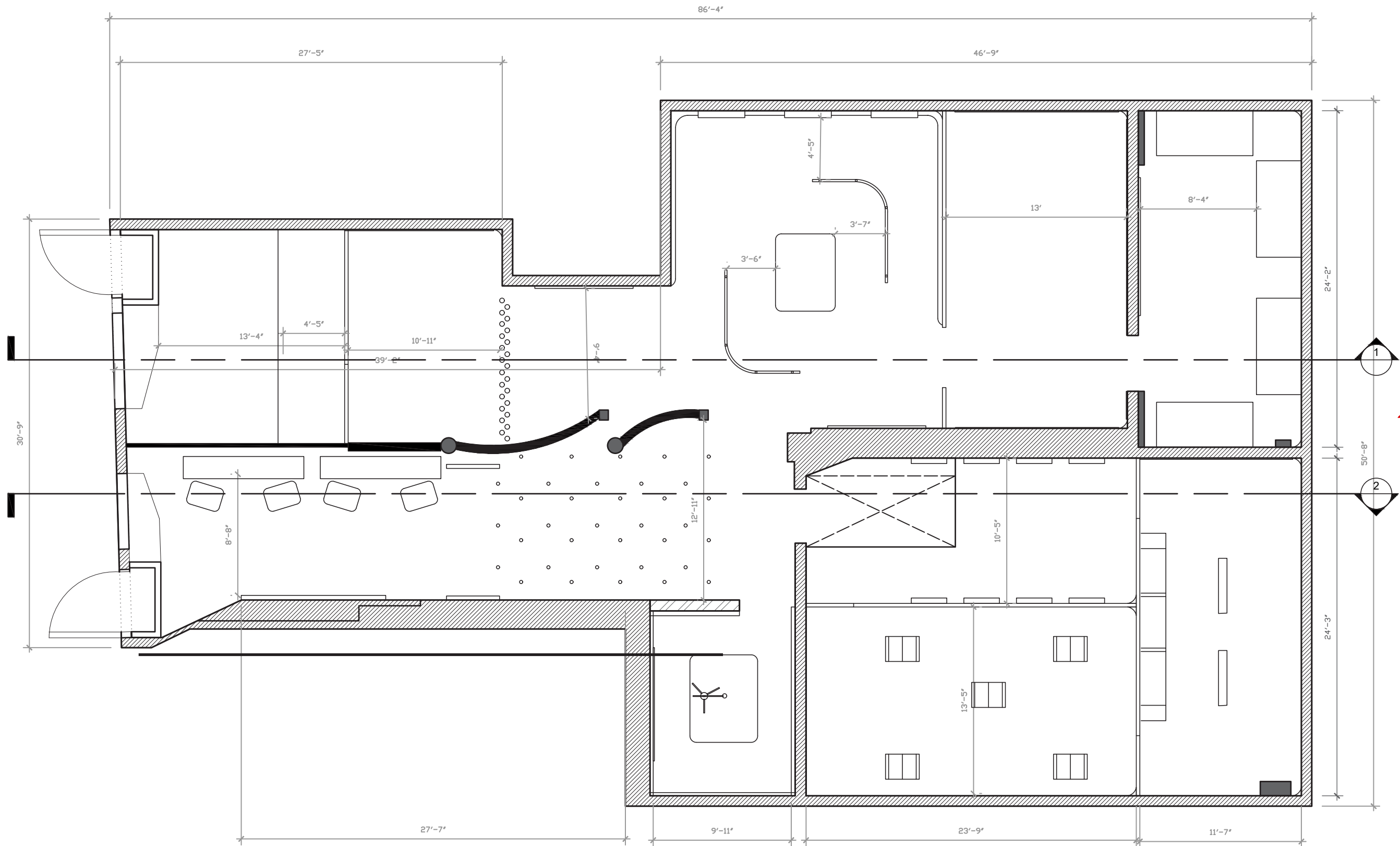
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EX.03.01





1 PLAN  
SCALE: 1/8"=1'-0"

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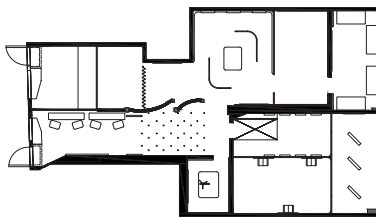
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KEY PLAN



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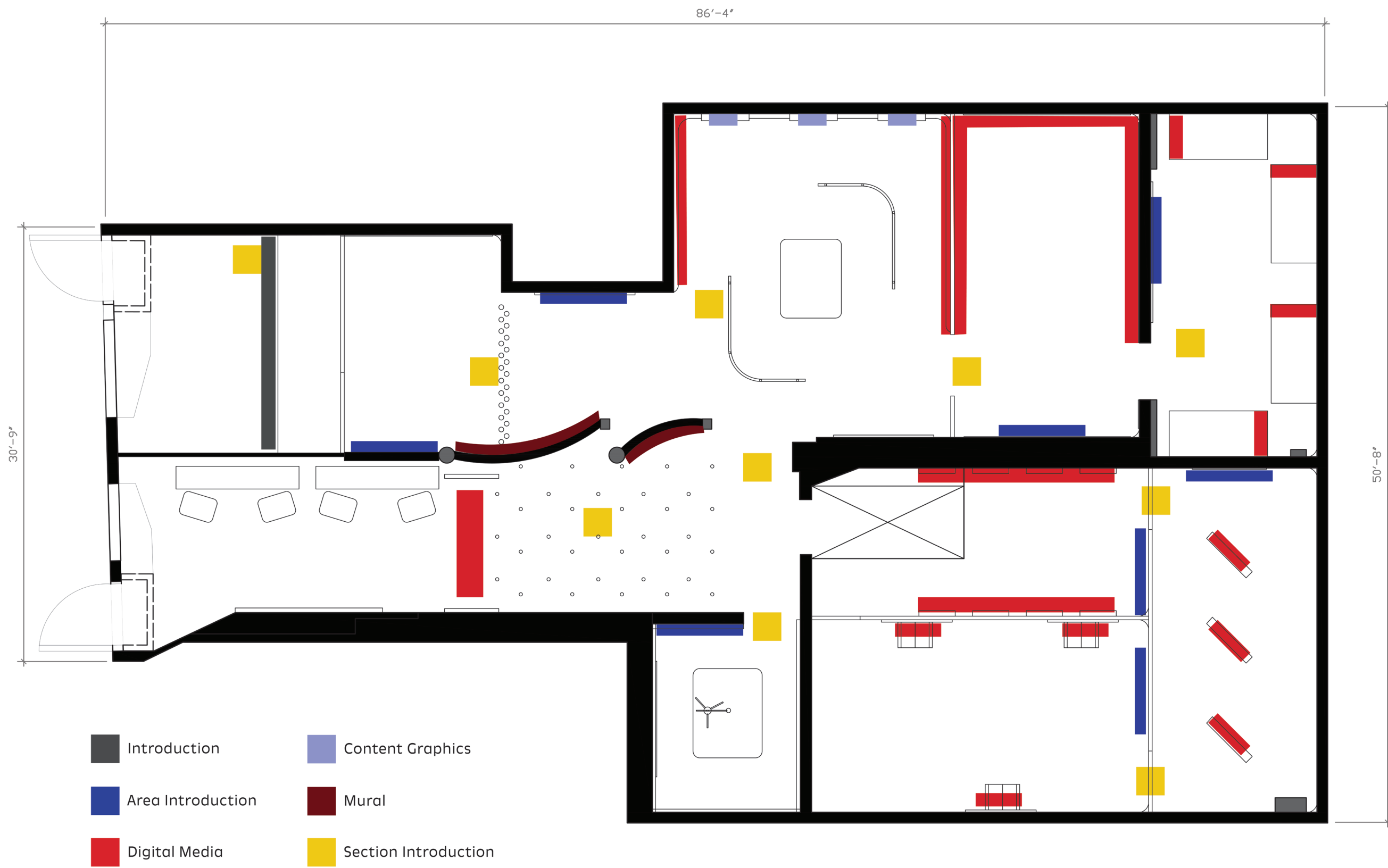
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EX.03.02





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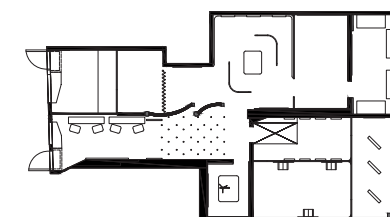
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EX.03.03



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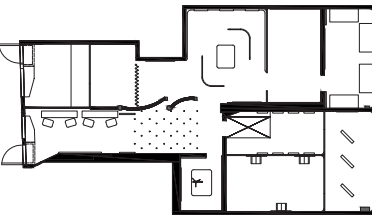
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KEY PLAN



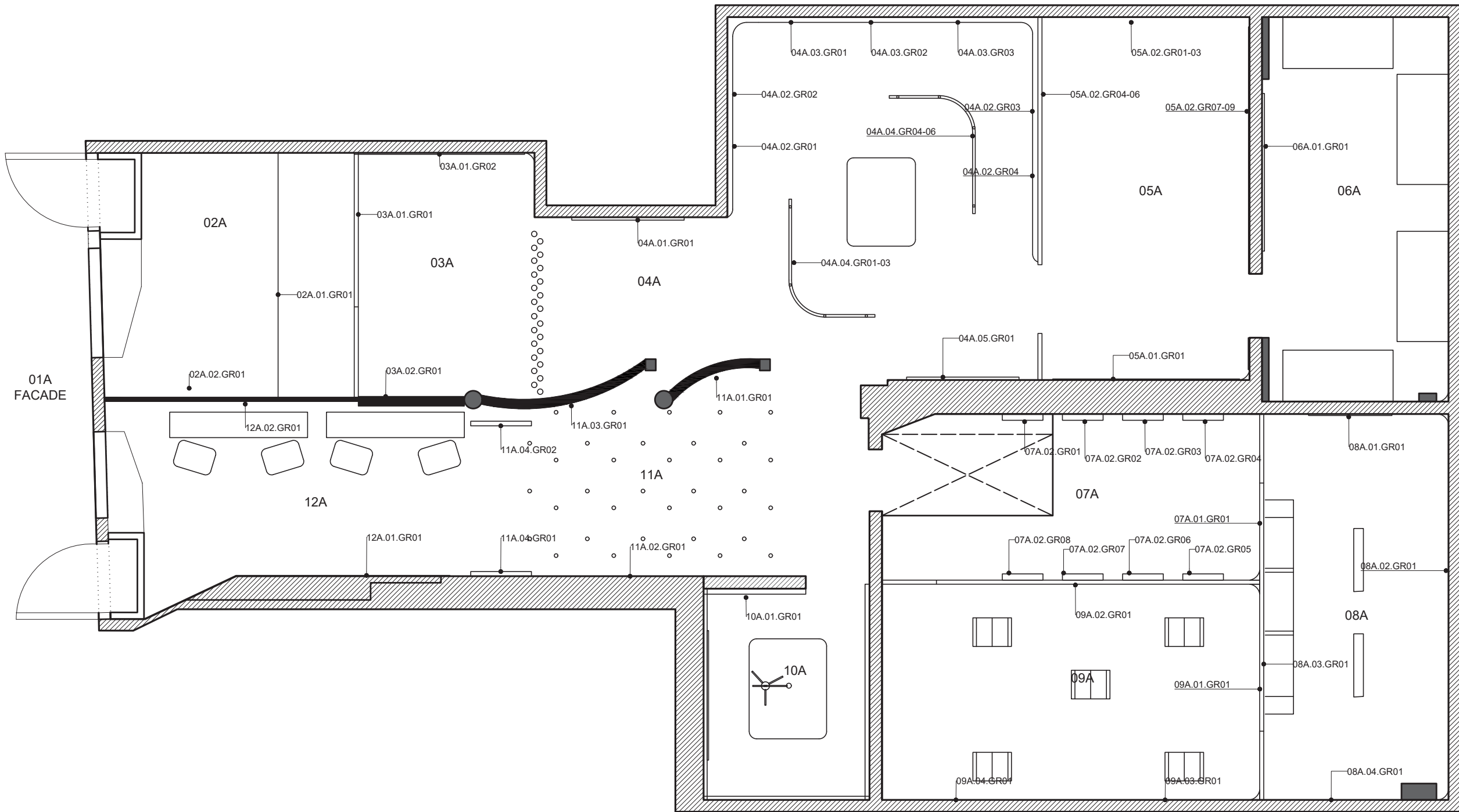
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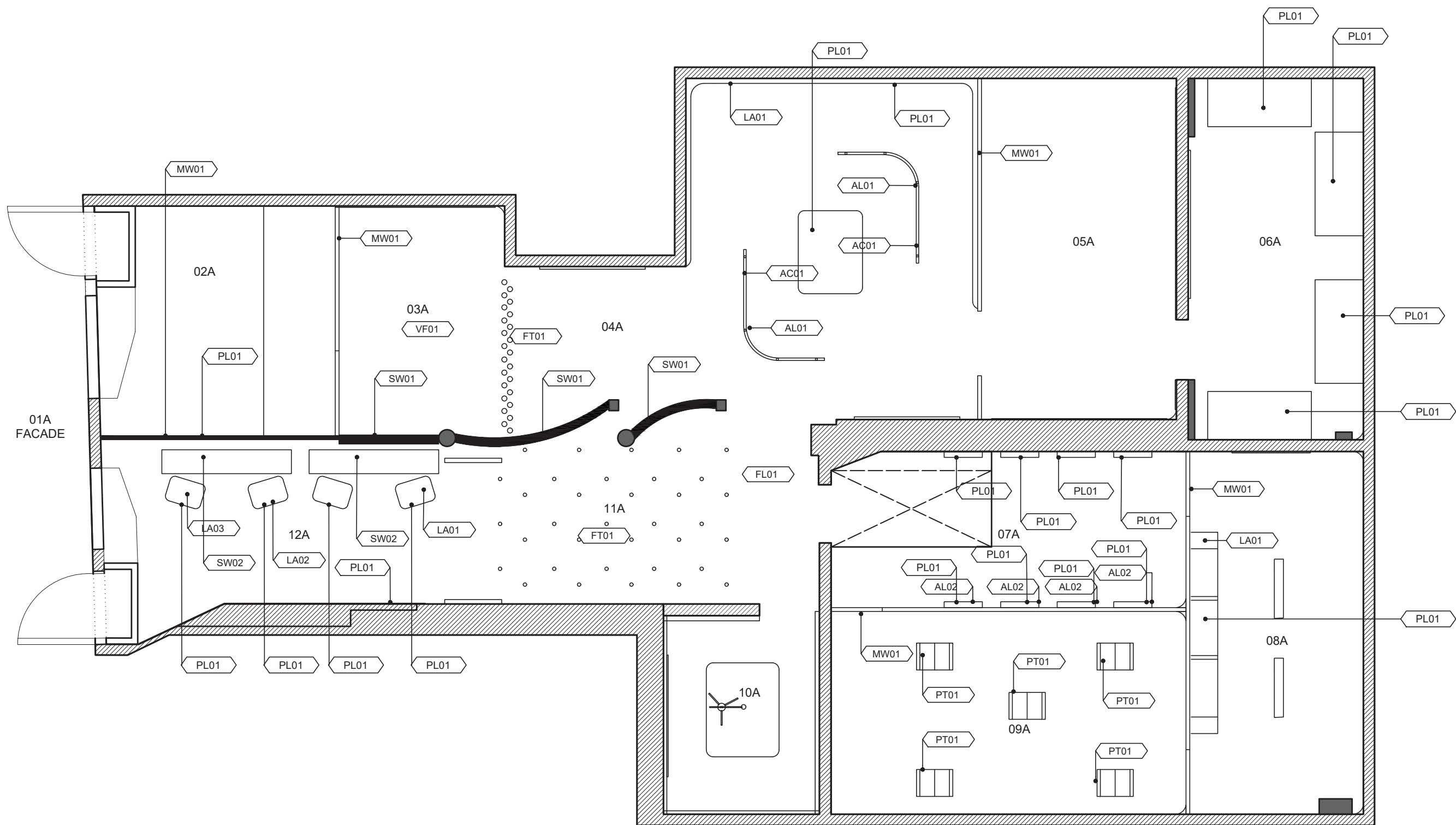
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EX.03.04



1 CODED PLAN  
SCALE: 1/8"=1'-0"





1 FINISH PLAN  
SCALE: 1/8"=1'-0"

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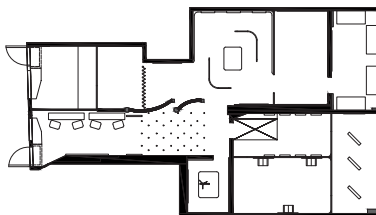
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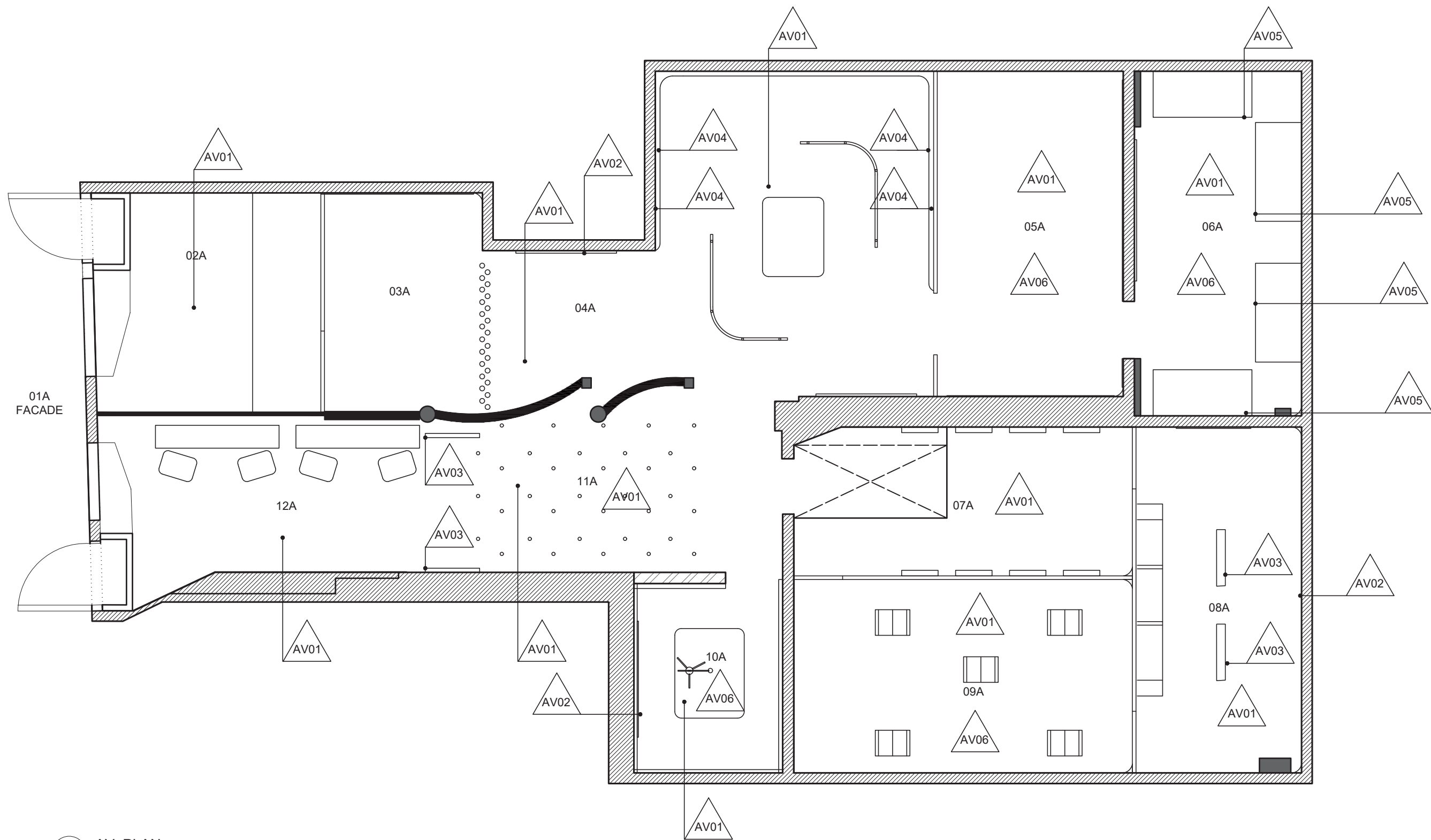
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EX.03.05





1 AV PLAN  
SCALE: 1/8"=1'-0"

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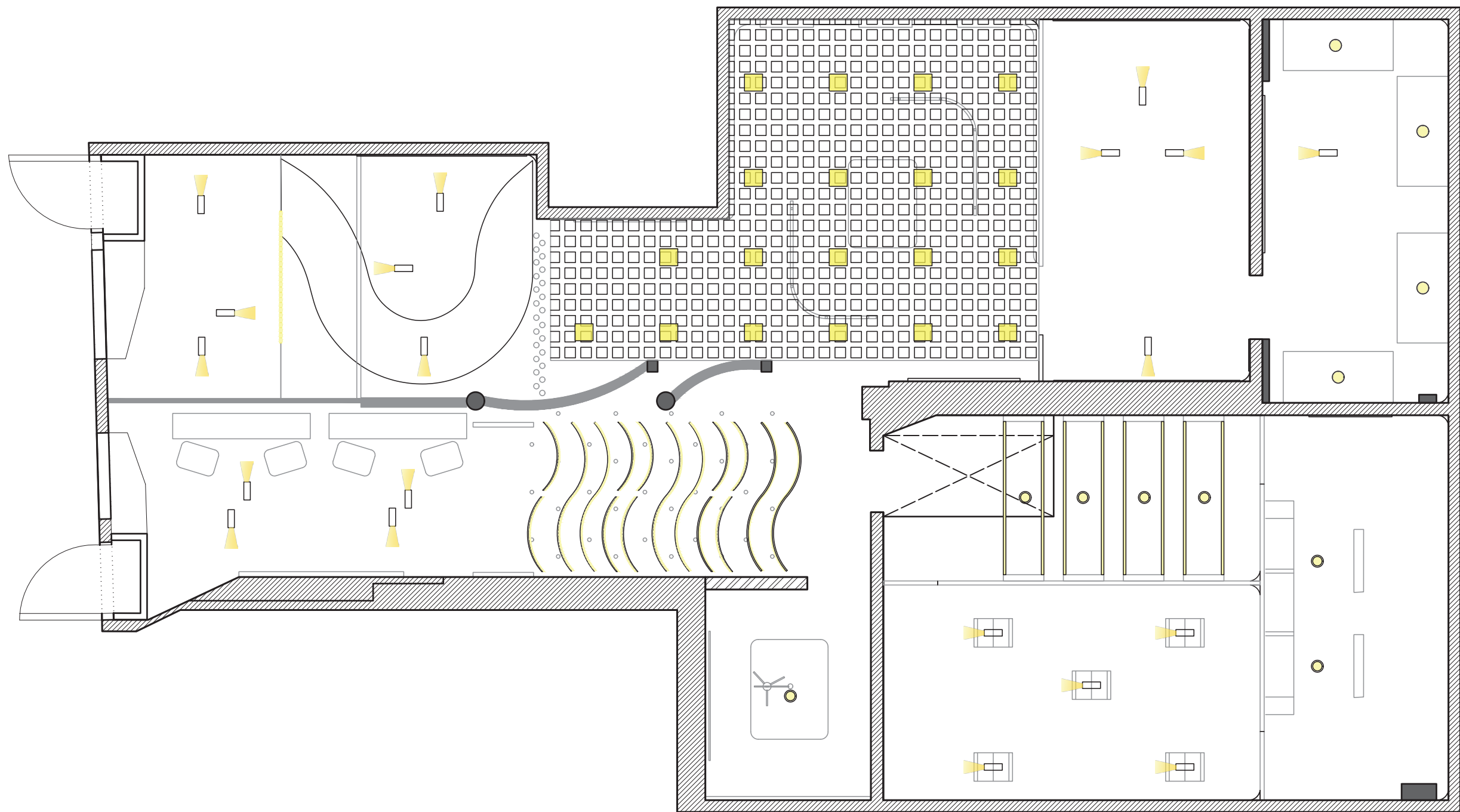
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EX.03.06





1

## REFLECTED CEILING PLAN

SCALE: 1/8"=1'-0"

TRACK LIGHT

LED LIGHT PANEL

SPOT LIGHT

FIELD BENDABLE LIGHT

LED LIGHT STRIP

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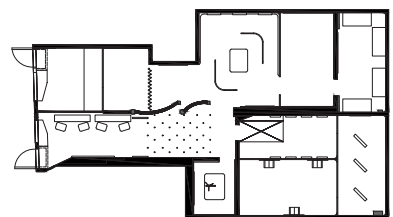
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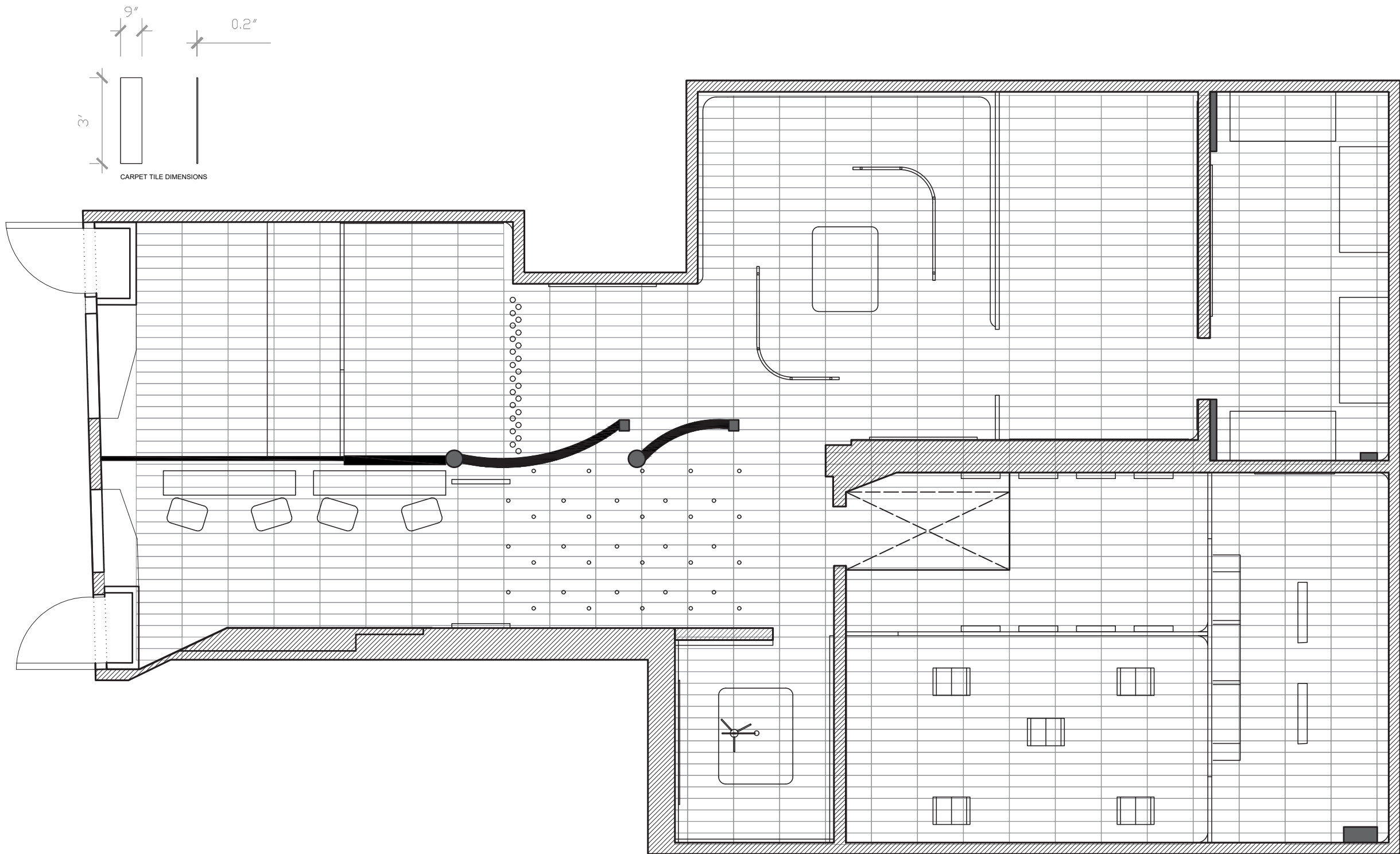
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EX.03.07





1 CARPET SEAM PLAN  
SCALE: 1/8"=1'-0"

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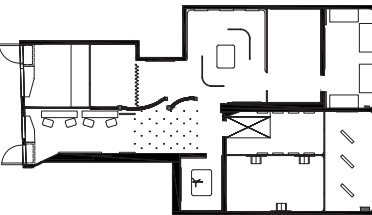
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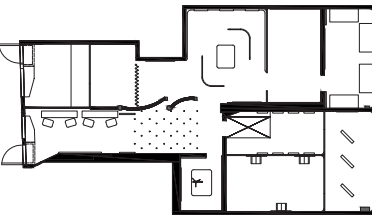
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EX.03.09



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



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



# GRAPHIC SYSTEM



# GRAPHIC APPROACH

The visual concept for “Beyond the Book” incorporates a blend of images that have been edited to resemble illustrations. To effectively represent the collaboration between the two brands, their brand colors—**black, white, yellow, blue, and red**—are utilized in a balanced manner throughout the design.

## OVERALL LOOK & FEEL

The dominant **black and white create a sleek, monochromatic backdrop**, while the primary colors—**yellow, blue, and red are strategically used to highlight key elements**. These bursts of color break the monotony, drawing attention to important aspects.

## COLORS

The design features **paper-like textures, square dotted patterns, scribbled lines, and a single continuous line**, adding depth and texture. The continuous line also creates a sense of flow, while the other patterns enhance the visual experience.

## TEXTURES

For typography, a sans serif font was essential, as both Amazon Kindle and Beats by Dre use sans serif fonts with variations across their interfaces. Since each brand has its own custom font, it was crucial to find a range of fonts that closely resemble their styles while aligning with the exhibit’s mood.

## TYPE

The tone of voice for “Beyond the Book” is **curious, playful, and engaging**. It invites exploration with a mix of creativity and intellect, encouraging visitors to discover and interact with the experience.

## TONE OF VOICE

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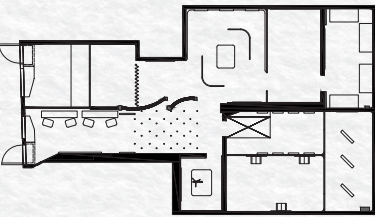
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EX.04.01



BEYOND THE BOOK

(KENSINGTON COMPRESSED BOLD)

A Story Lives On.....

(INTERCOM MEDIUM ITALIC)

Ximilitatquam nusam venima quiam laboreptam sus  
si blauditem rendiam sequas untias et quia quisquam,  
idem faccusam, que odicia dolestrum volum quodis  
aceatur solor re volor aut aceptat ecesent ommodita is  
suntionserum arum eiusae nobit, excerspitem que plab  
ius enis molorecum hicillitam fugitioreius aceatur? Imus  
dolorerfero to berore, officimpor autemposam, veraeria  
consenda provit plaboresto et evendel enihilit et harciur  
reperi nusantibus illupta sperior esentis et explaboreium  
fuga. Nam rem doluptiis aut ad es repudicabo. Nam as  
aspiduc illorum qui omnis modipsam, que nonsendus  
aliberuptam quatieae provit aped experi beritatiis

NEW NORD (REGULAR)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq RRr Ss Tt Uu Vv Ww Xx Yy Zz 123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq RRr Ss Tt Uu Vv Ww Xx Yy Zz 123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
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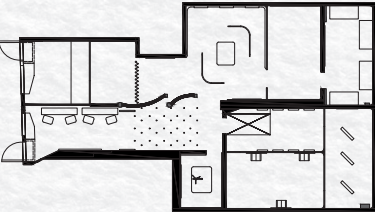
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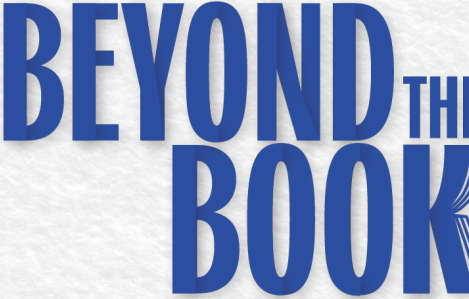
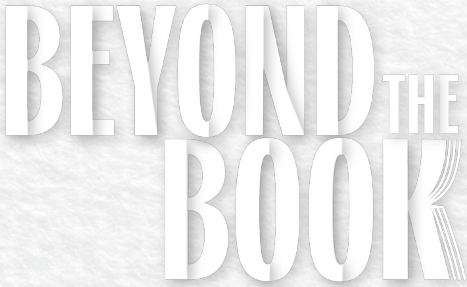
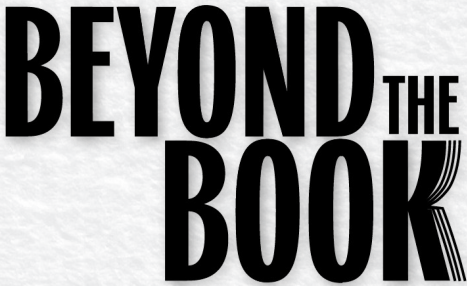
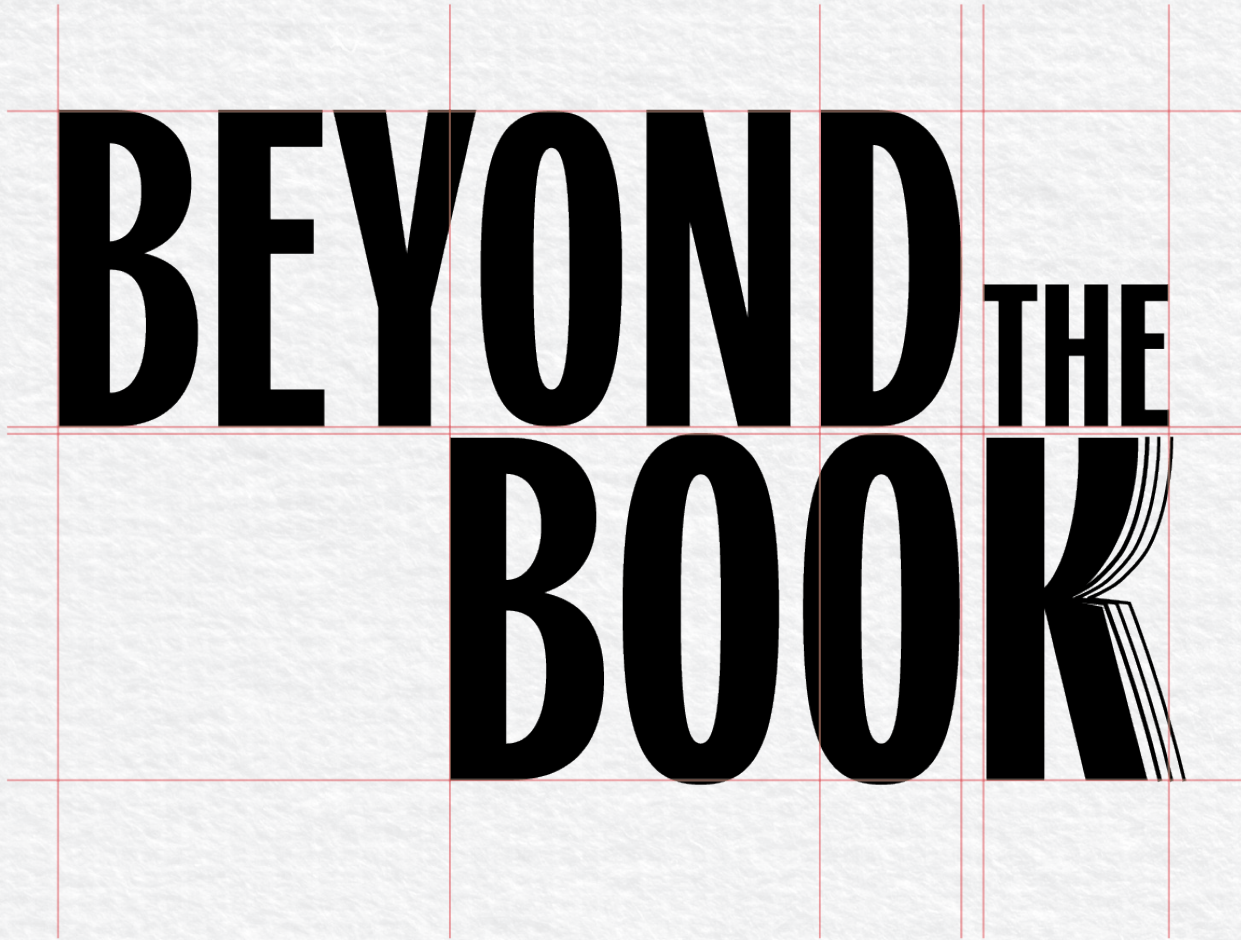
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EX.04.02





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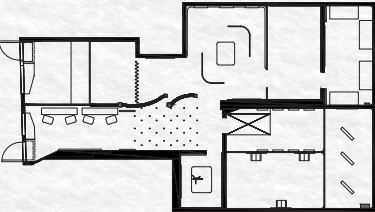
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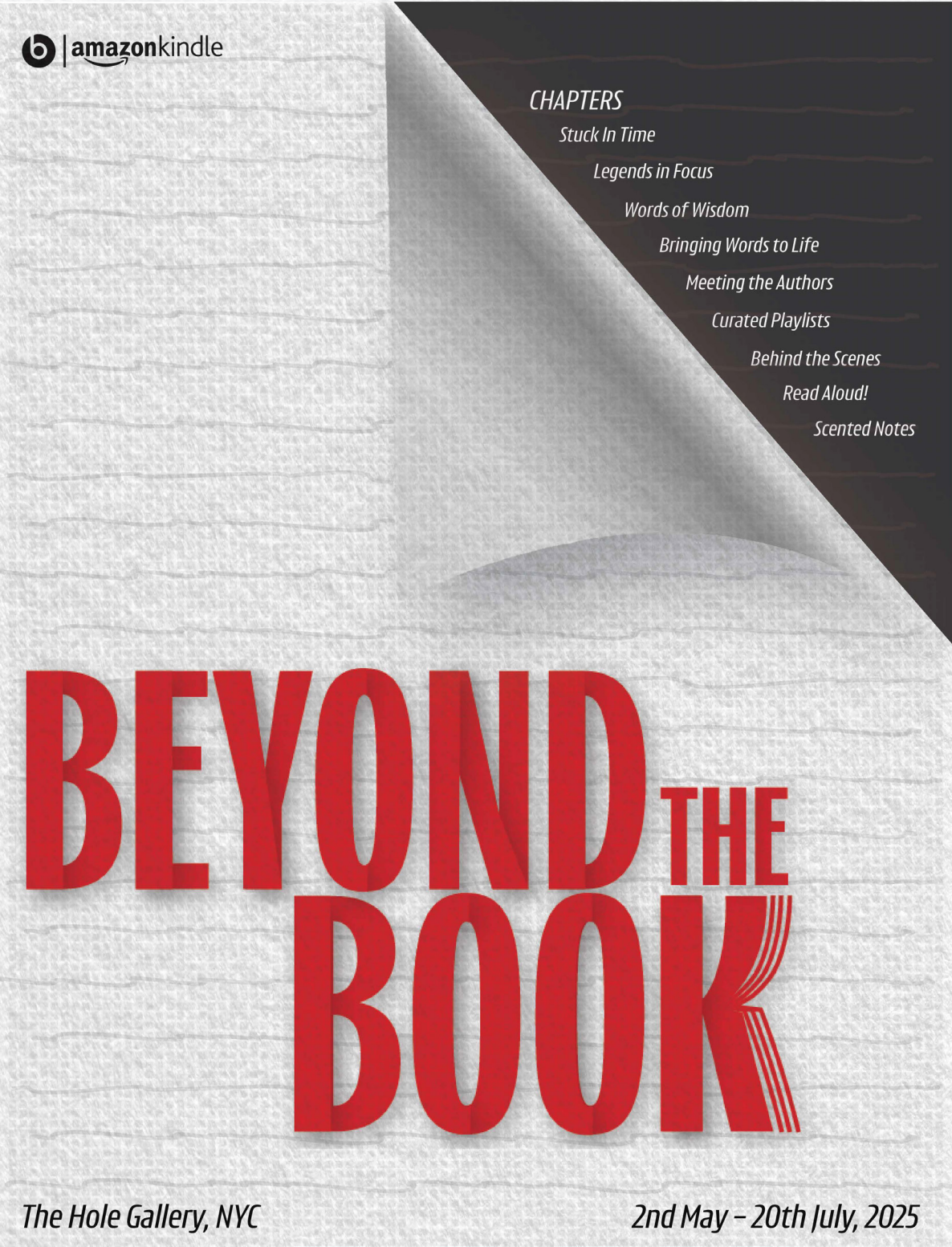
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EX.04.03



GRAPHIC LOOK & FEEL



161616



ffffff



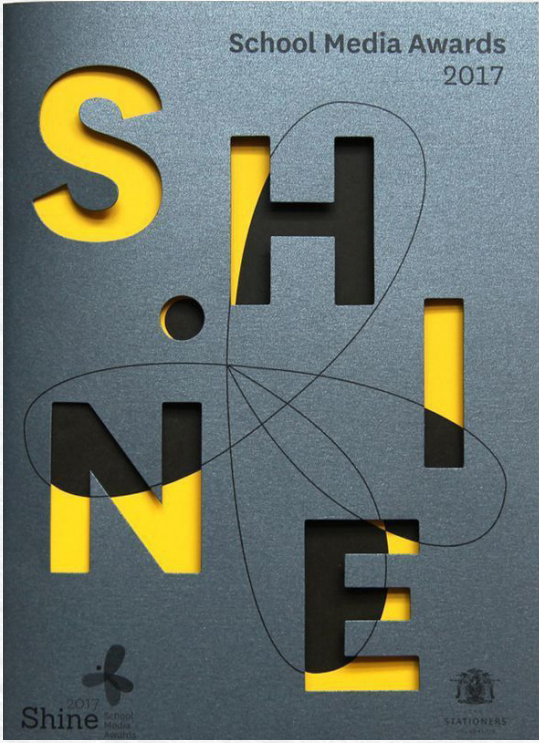
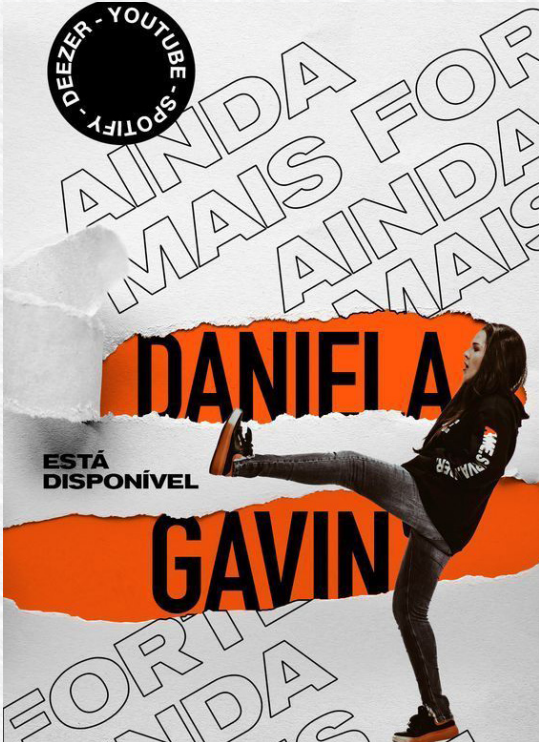
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KEY WORDS - Paper folds, Scale, Contrast, Hide & Reveal



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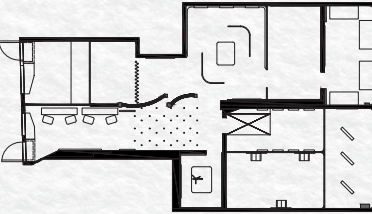
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EX.04.04



PATTERNS



SQUARE DOT PATTERN



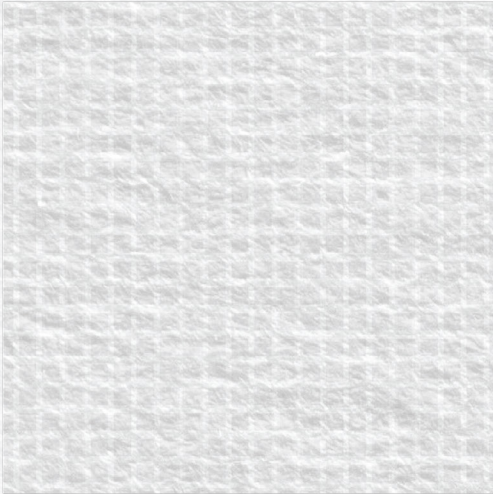
PAPER TEXTURE- WHITE



PAPER TEXTURE-BLACK



SCRIBBLING LINES PATTERN



PATTERN COMBINATIONS



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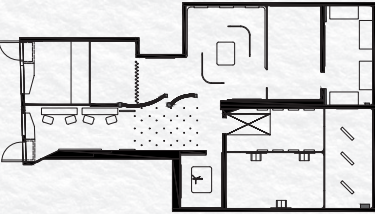
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POSTER APPLICATION



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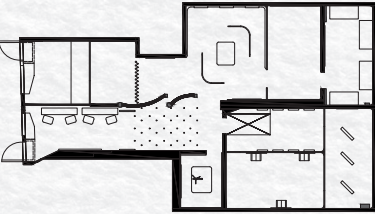
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KEY PLAN



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SCALE : NTS

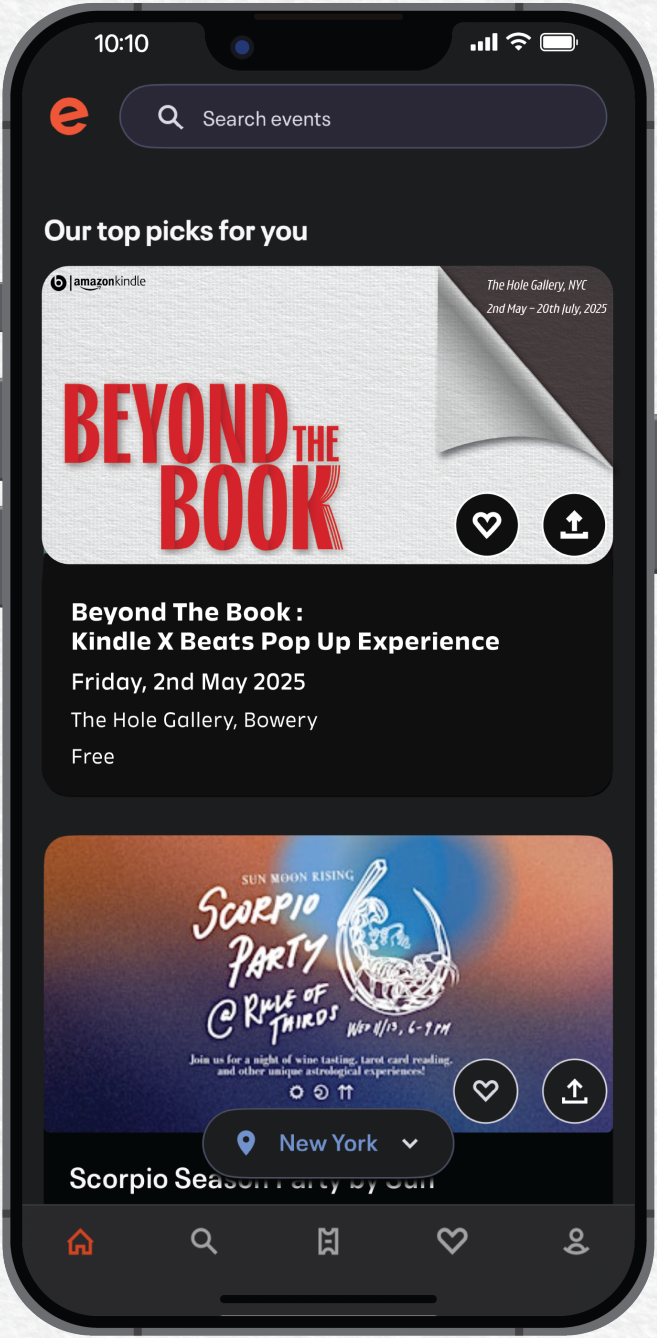
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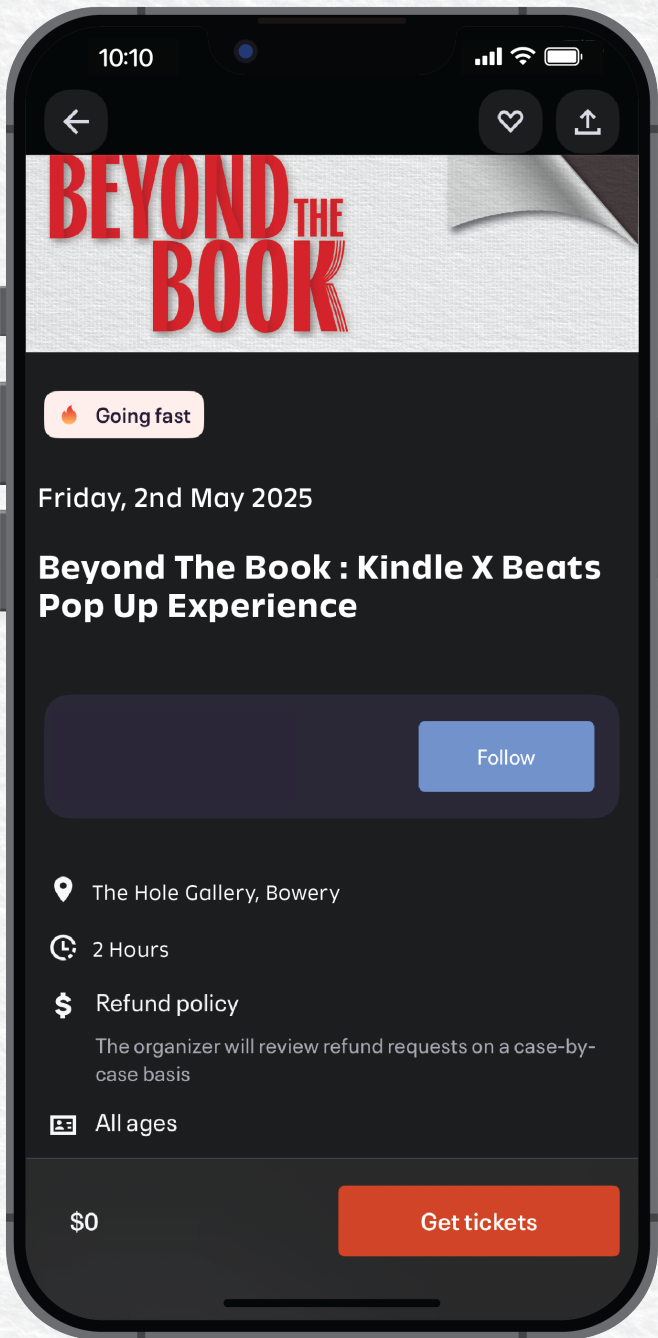
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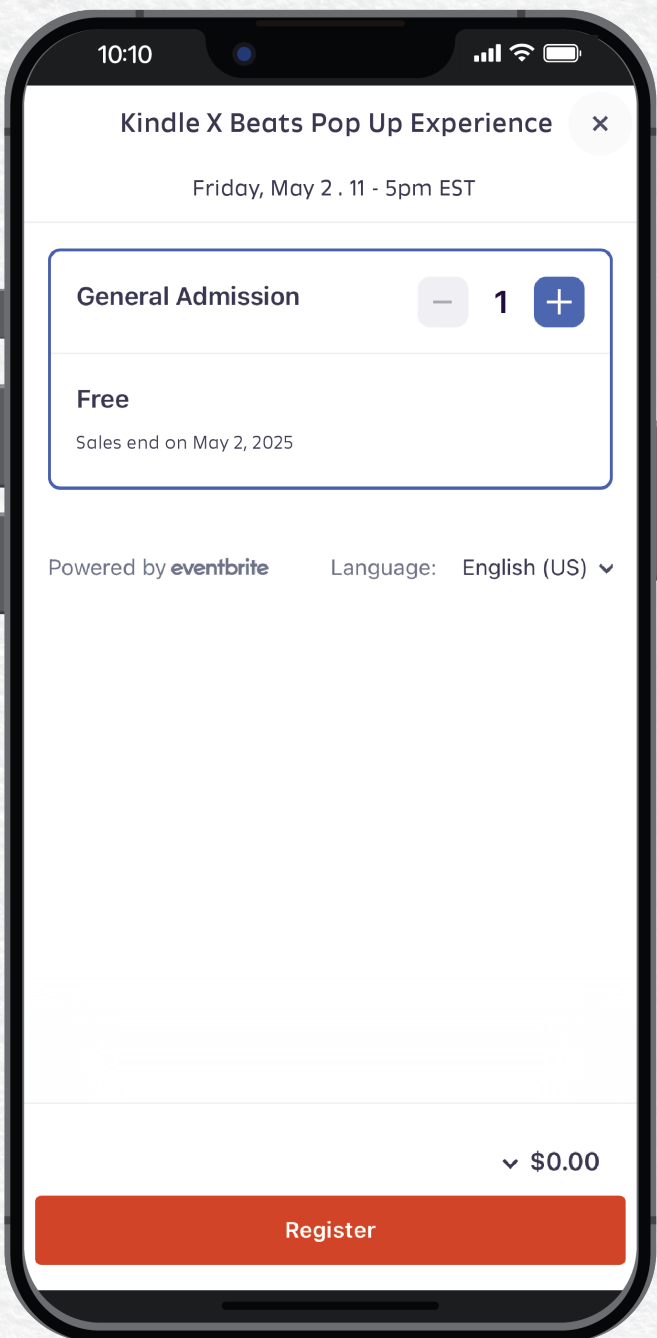
PRE-VISIT STORYBOARD



RSVP to the Event



Free Event Notification



Get Tickets

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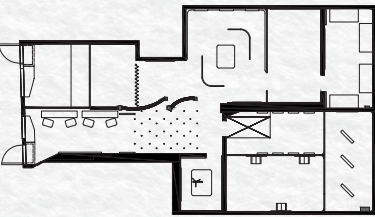
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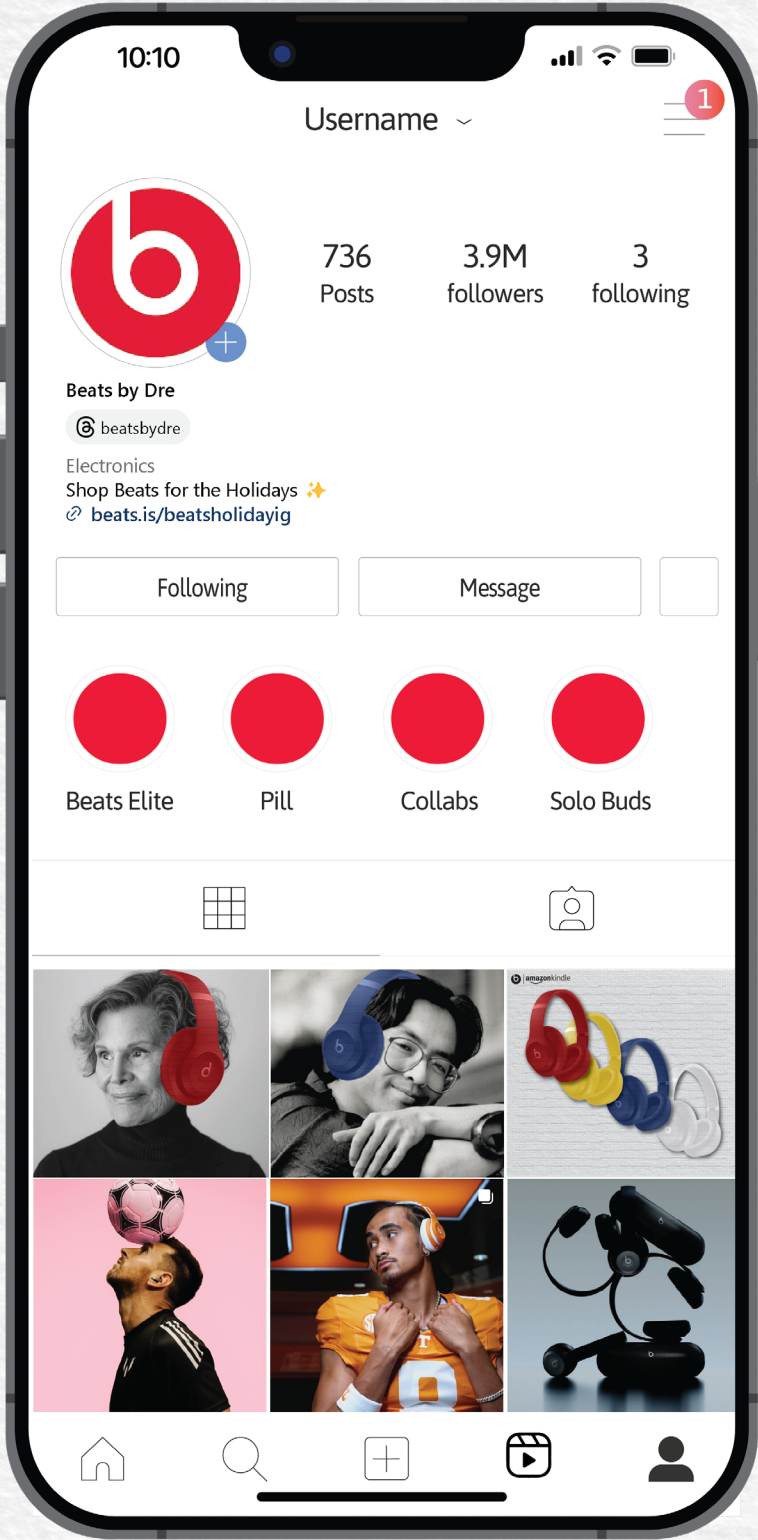
DATE : December 13th, 2024

DRAWING NUMBER

EX.04.07



BRAND CAMPAIGN - VOICES BEHIND THE WORDS



JUDY BLUME



KAZUO ISHIGURO

Brand Campaign on Beats Instagram  
starring Authors with the limited  
edition Beats Studio Pro

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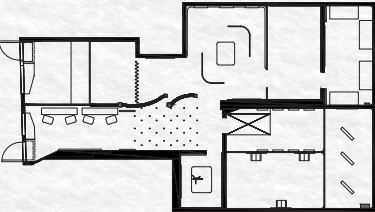
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EX.04.08





New York Public Library



The Morgan Library



Tisch School

Installing marketing banners on library facades across New York City is a highly strategic approach to targeting readers and commuters, two key audience segments. Libraries naturally attract avid readers, making them an ideal location to connect with book lovers. Additionally, many library facades are situated near transit hubs or in high-foot-traffic areas, ensuring visibility to commuters who pass by daily.

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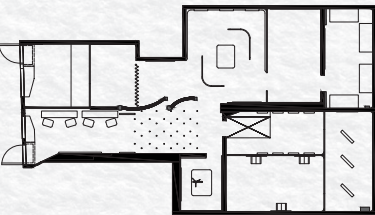
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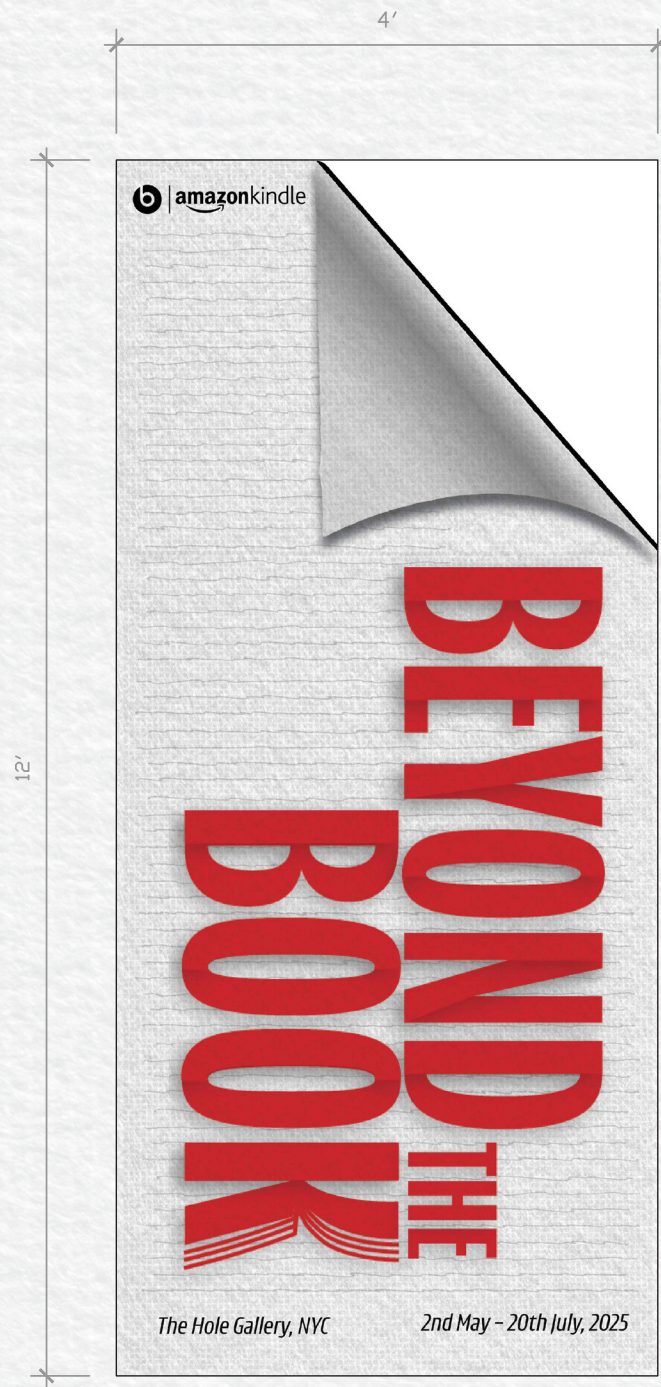
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EX.04.09





1 FRONT ELEVATION  
SCALE: 3/16"=1'-0"

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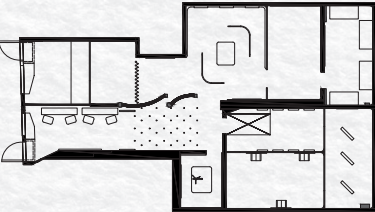
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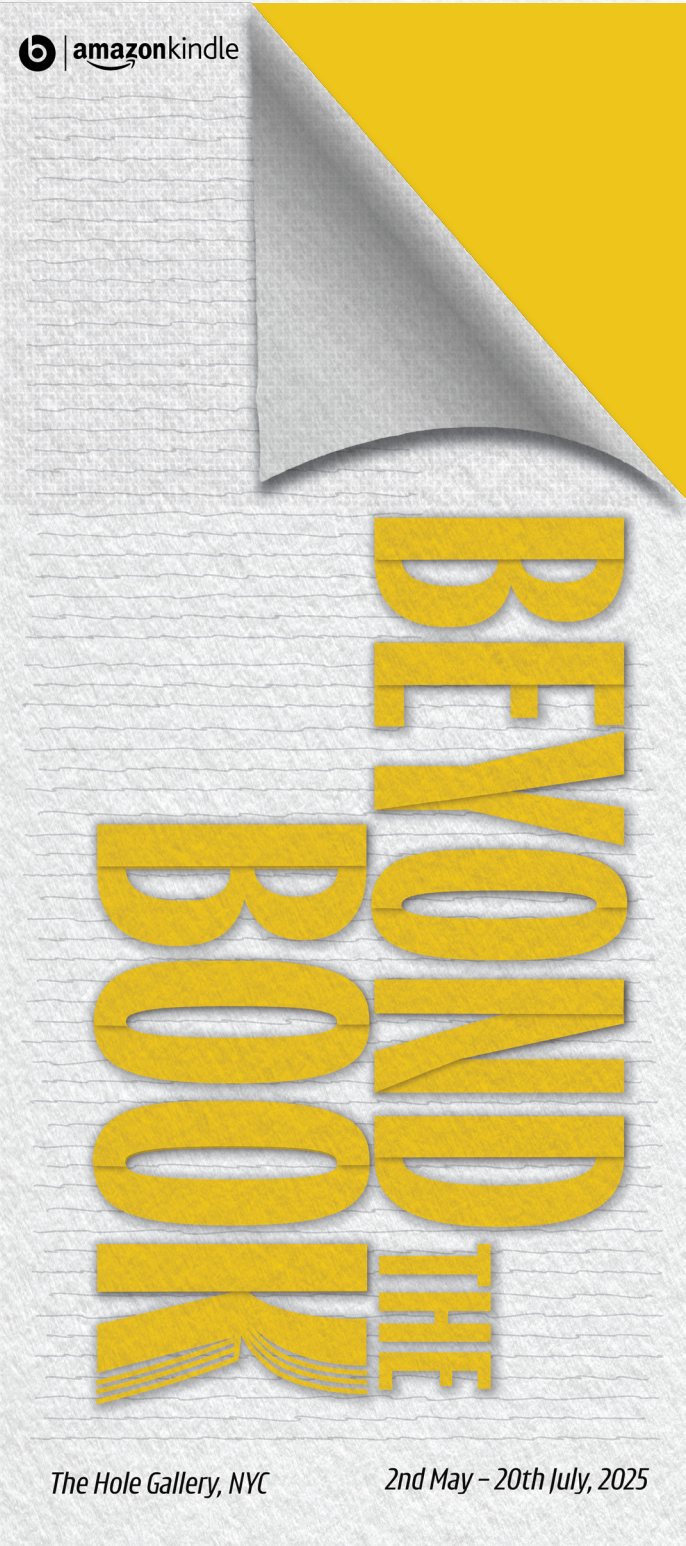
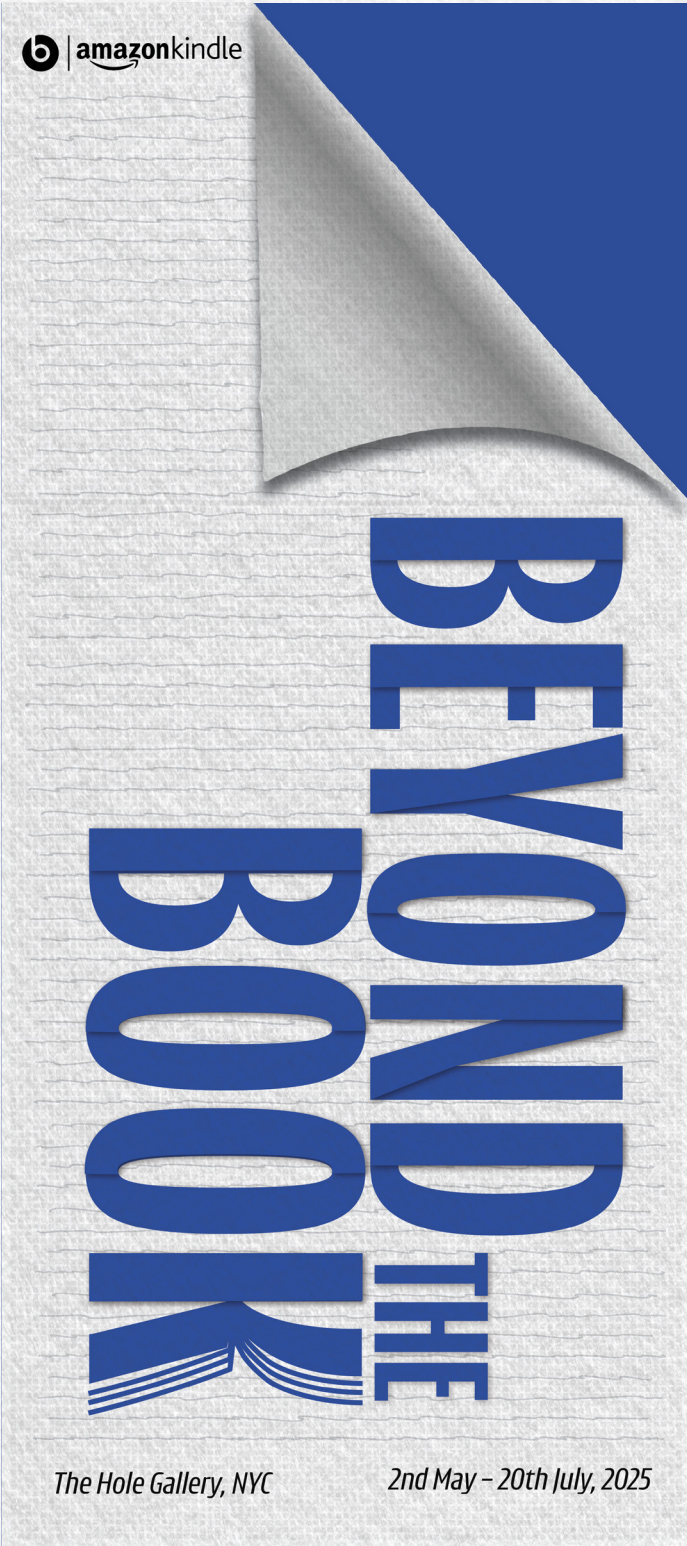
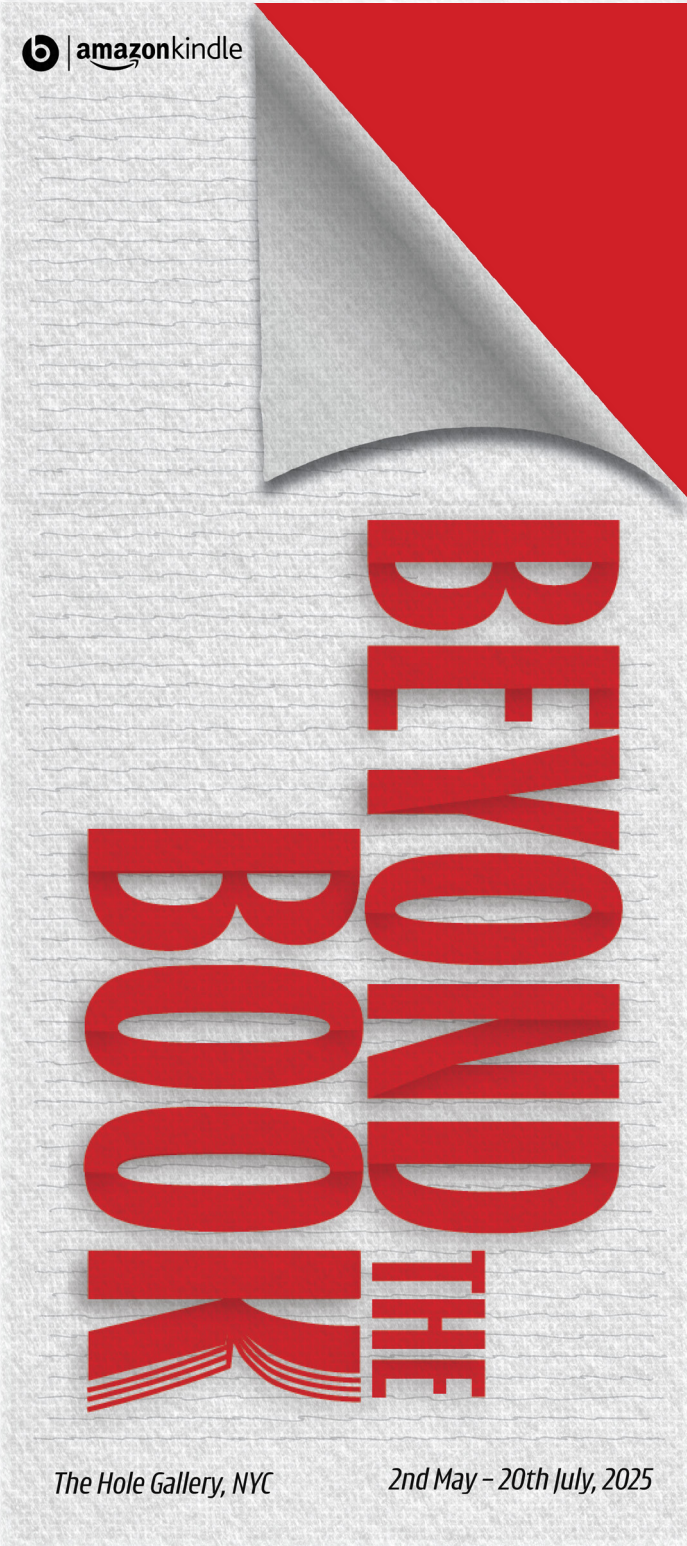
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EX.04.10



WAYFINDING 1- BANNER VARIATIONS



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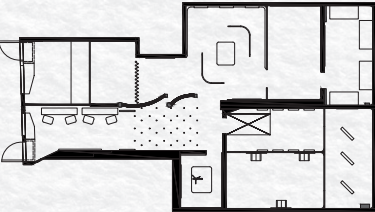
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EX.04.11



# WAYFINDING 2 - Quite Pods



As an extended part of the activation, Quite Pod like structures will be installed in different parts of the New York city to give respite to people and just take time to themselves.



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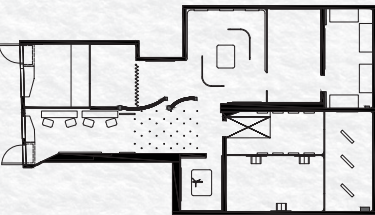
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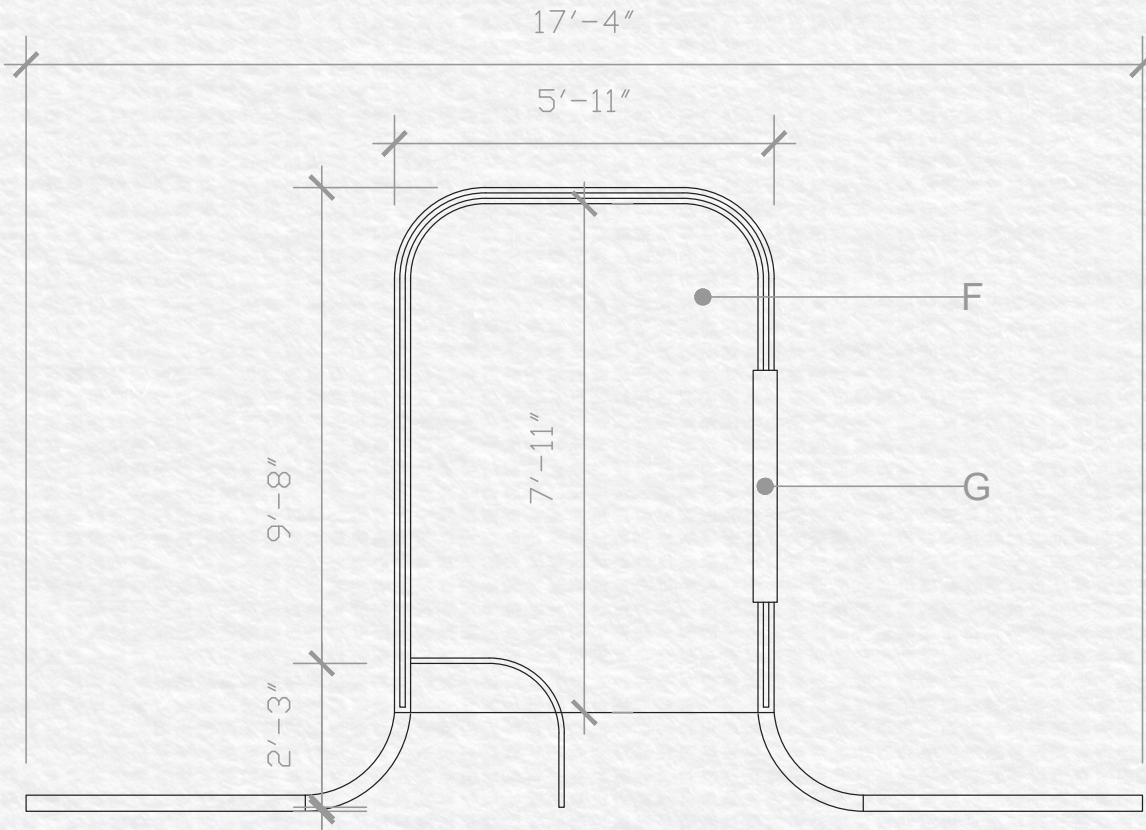
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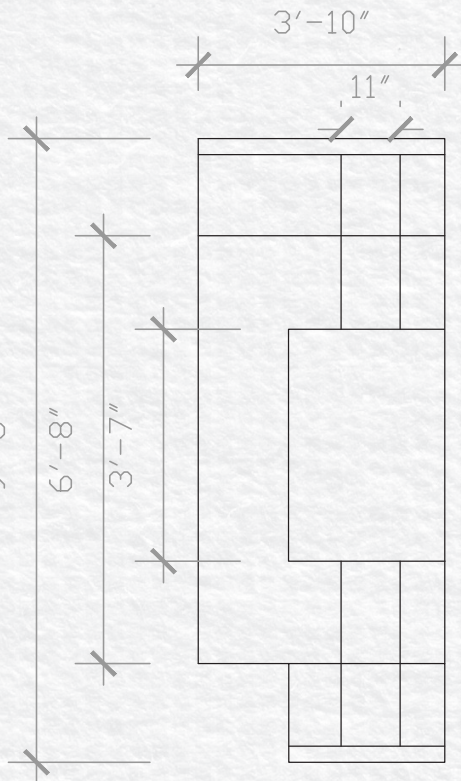
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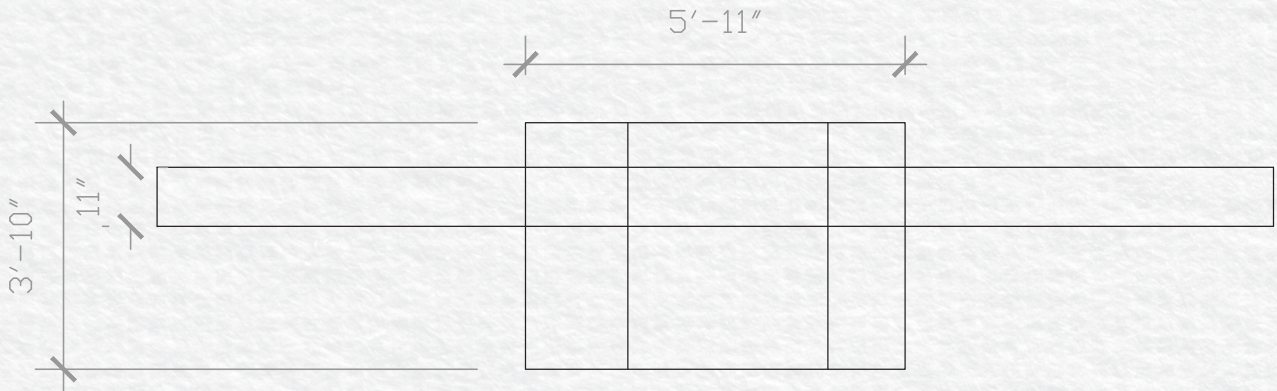
WAYFINDING 2 - Quite Pods



1 FRONT ELEVATION 14A.01.GR01  
SCALE: 3/8"=1'-0"



2 SIDE ELEVATION 14A.01.GR01  
SCALE: 3/8"=1'-0"



1 PLAN 14A.01.GR01  
SCALE: 3/8"=1'-0"

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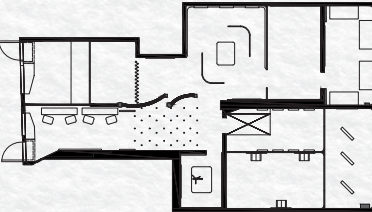
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EX.04.13



AREA INTRODUCTION



1 FRONT ELEVATION 12A.01.GR01  
SCALE: 3/8"=1'-0"

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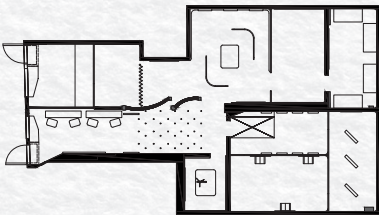
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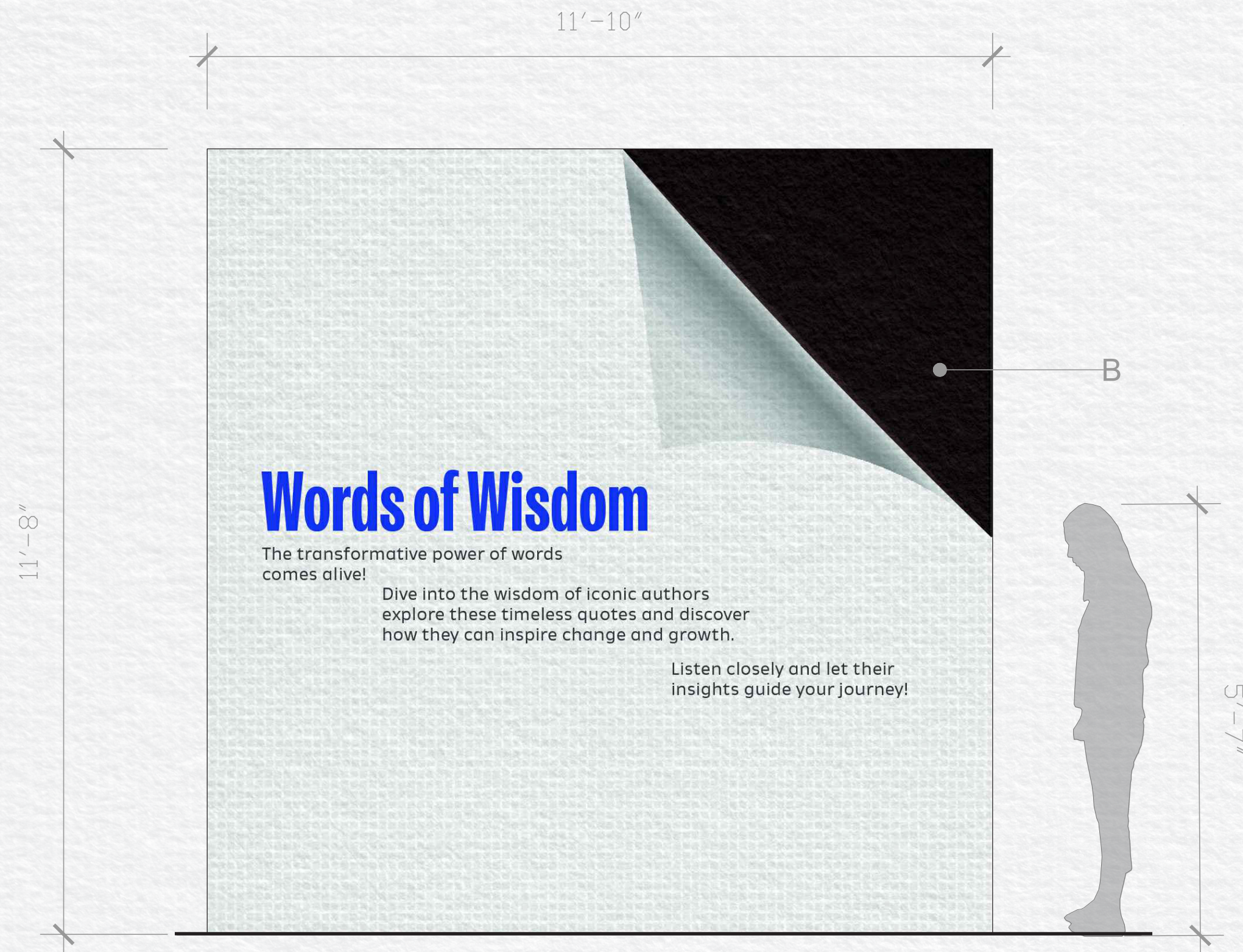
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EX.04.14





1 FRONT ELEVATION  
SCALE: 3/8"=1'-0"

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EX.04.15



Meet the Authors

Engage with authors to share ideas, ask questions, and gain behind-the-scenes insights into their creative process.

Limited Editions!

Take-away Zone

Time to Say Goodbye

Device Drop-off

Behind the Scenes

An opportunity to witness authors bring their stories to life as they record their audiobooks.

Hear their voices, learn their techniques, and experience storytelling like never before!

Curated By Authors

Take your reading experience to the next level: explore author-curated playlists that reflect the heart of the story.

Each track is carefully selected to match the mood, themes, and pivotal moments of the book, offering a unique soundtrack that brings the characters and scenes to life.

Let the music deepen your emotional connection to the narrative and immerse you fully in the world the author has created!

Words of Wisdom

The transformative power of words comes alive!

Dive into the wisdom of iconic authors explore these timeless quotes and discover how they can inspire change and growth.

Listen closely and let their insights guide your journey!

BRINGING WORDS TO LIFE

Watch your story unfold as you read. Here's how it works.

Pick A Genre

Take a Seat

Select a Book

Watch & Listen

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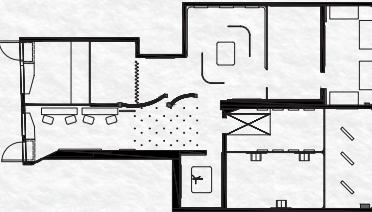
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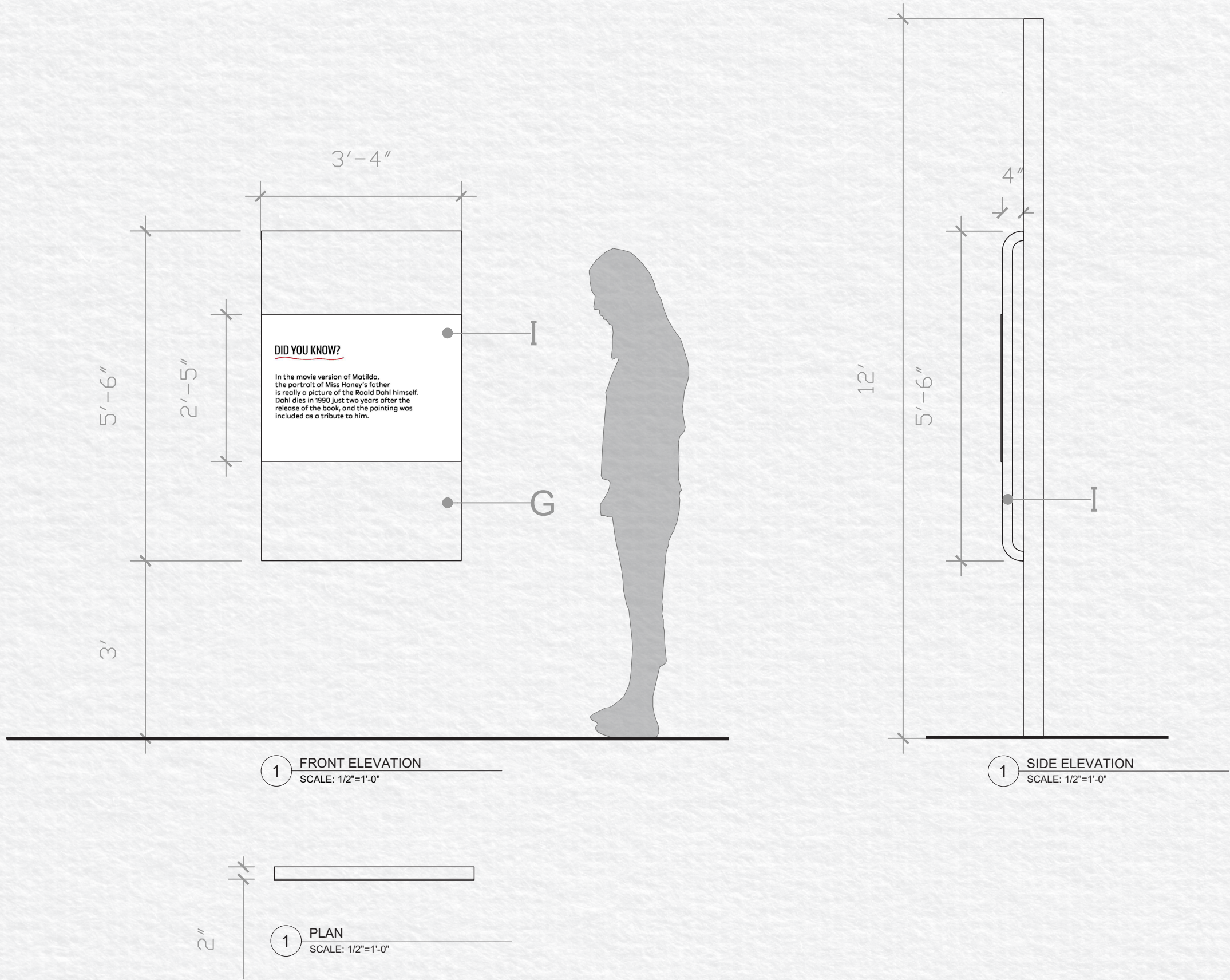
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PHYSICAL CONTENT GRAPHIC



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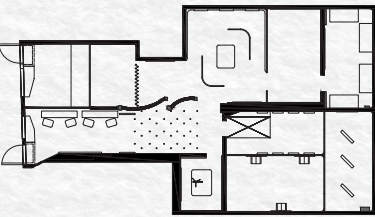
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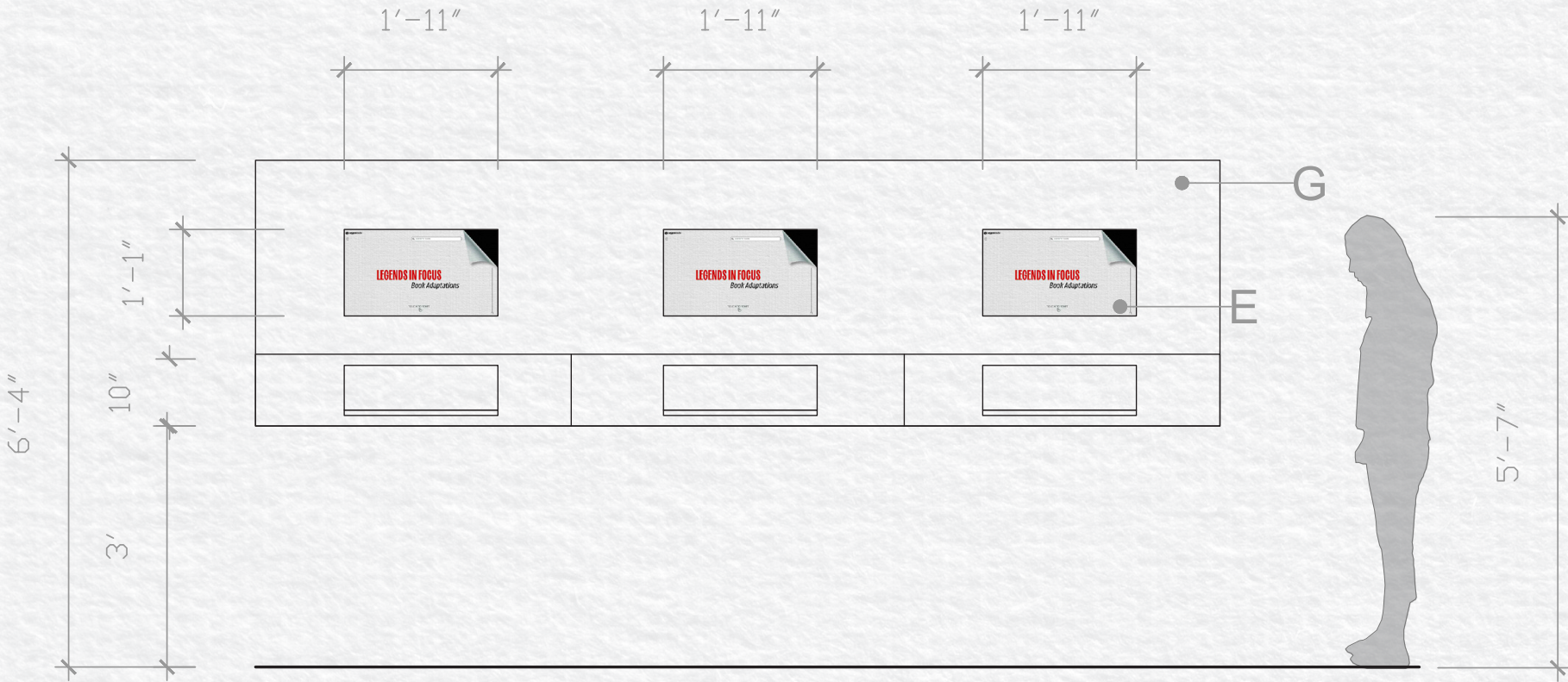
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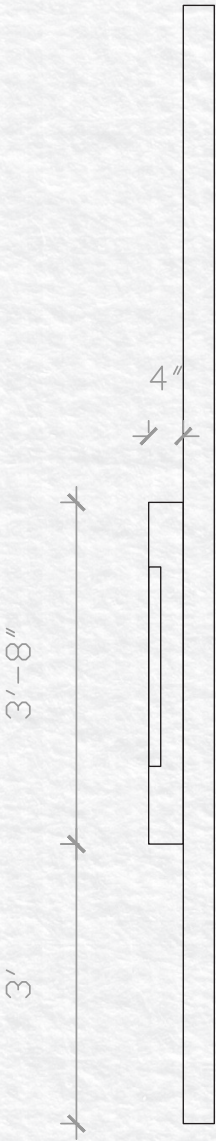
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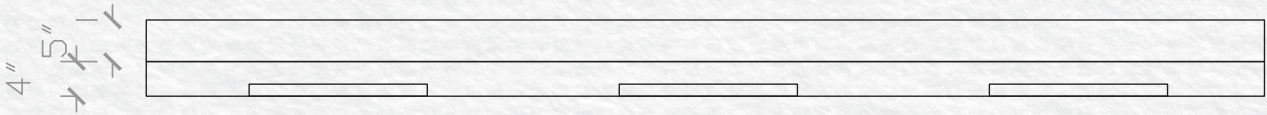




1 FRONT ELEVATION  
SCALE: 1/2"=1'-0"



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



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

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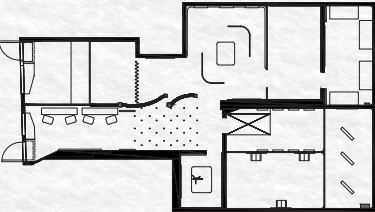
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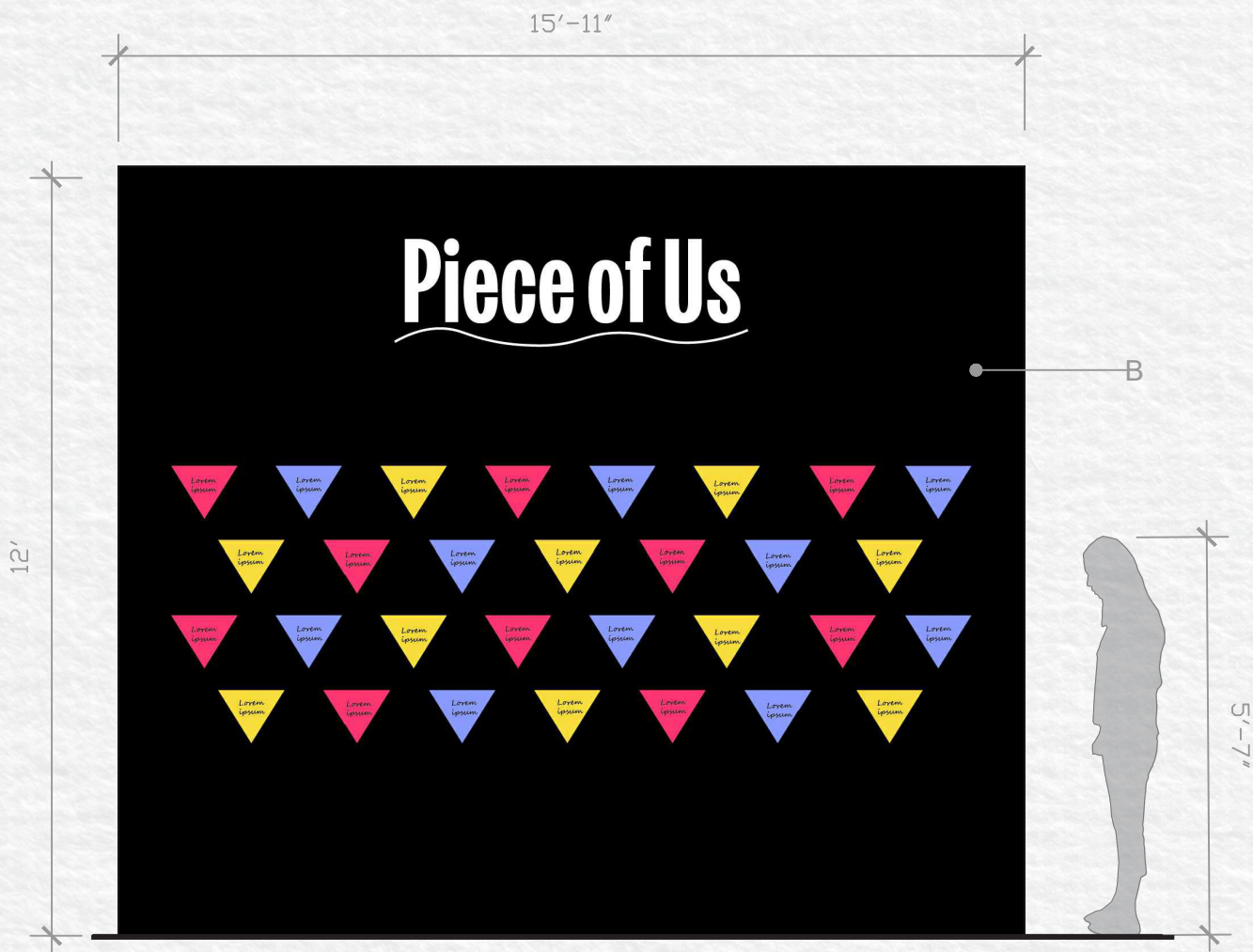
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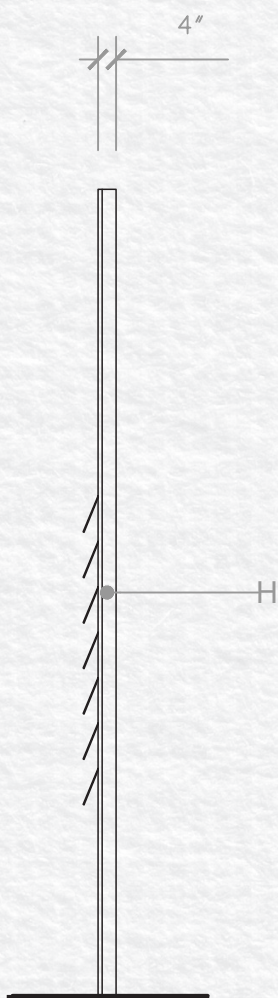
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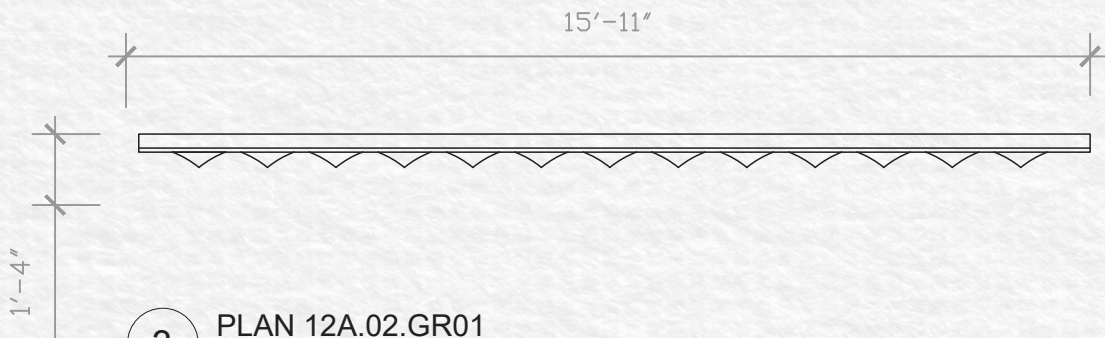




1 FRONT ELEVATION 12A.02.GR01  
SCALE: 1/4"=1'-0"



2 SIDE ELEVATION 12A.02.GR01  
SCALE: 1/4"=1'-0"



3 PLAN 12A.02.GR01  
SCALE: 1/4"=1'-0"

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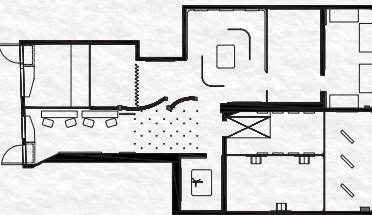
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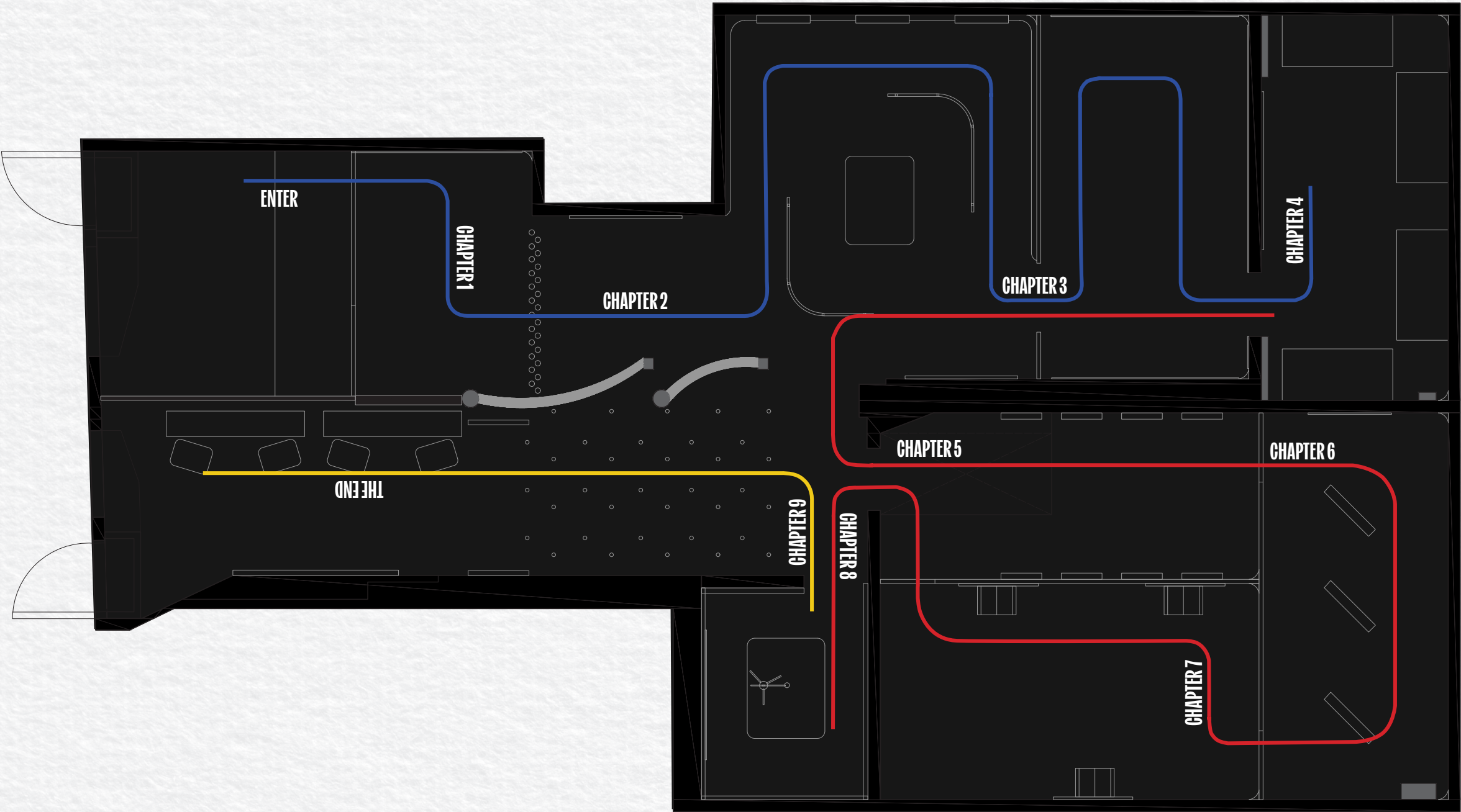
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EX.04.19





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

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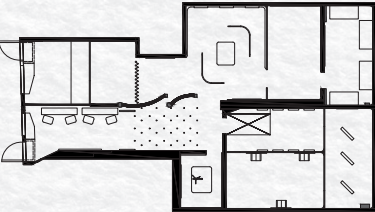
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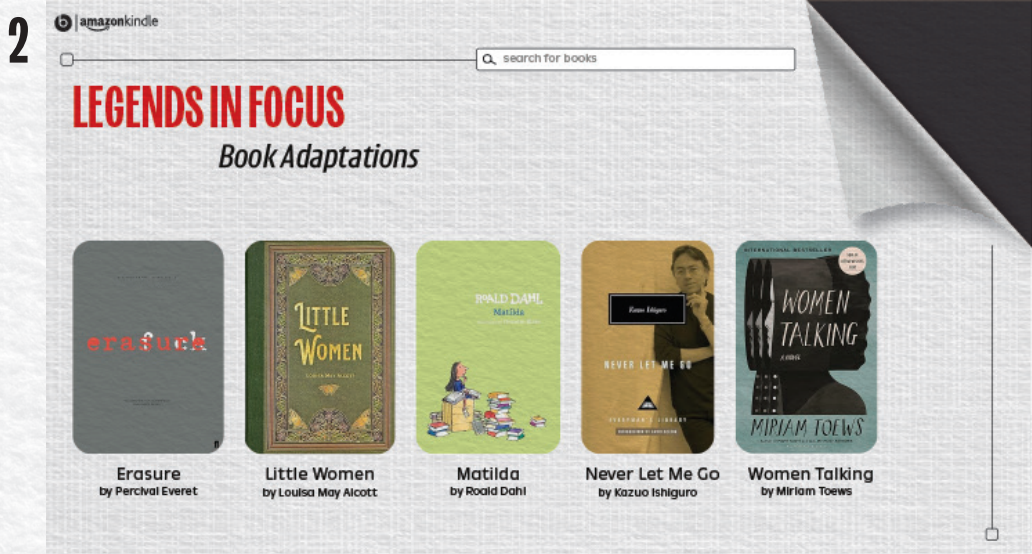
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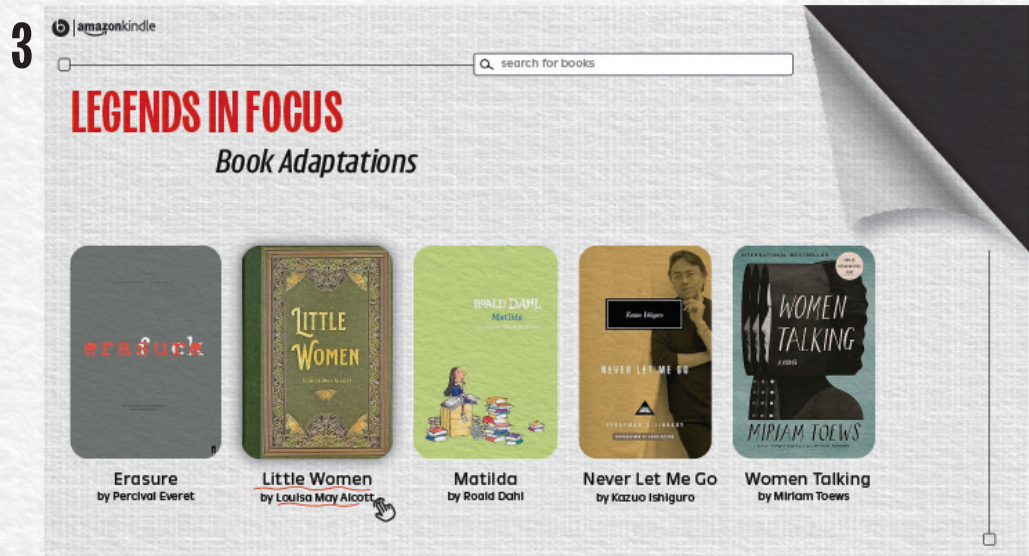
DIGITAL MEDIA STORYBOARD



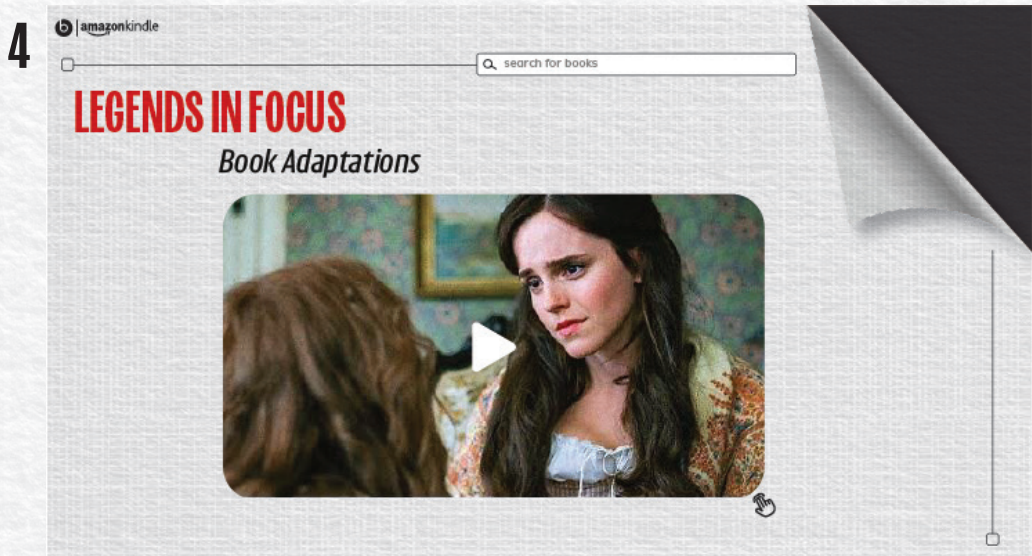
Touch to Start



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Select the Book



Preview Pop-Up



Watch a Clip



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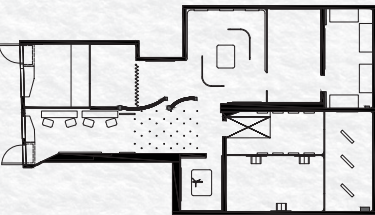
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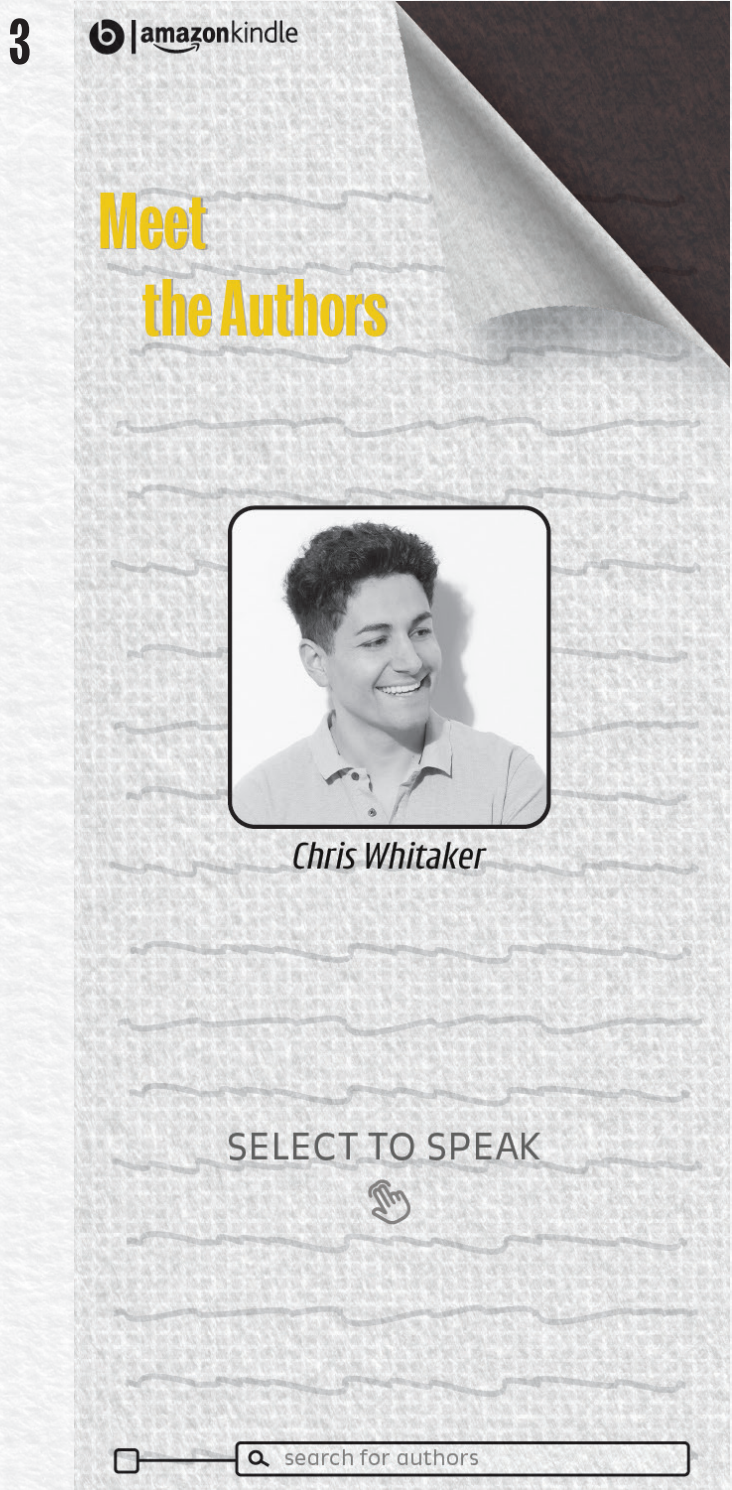




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Select the Author to Speak

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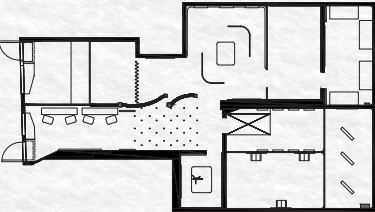
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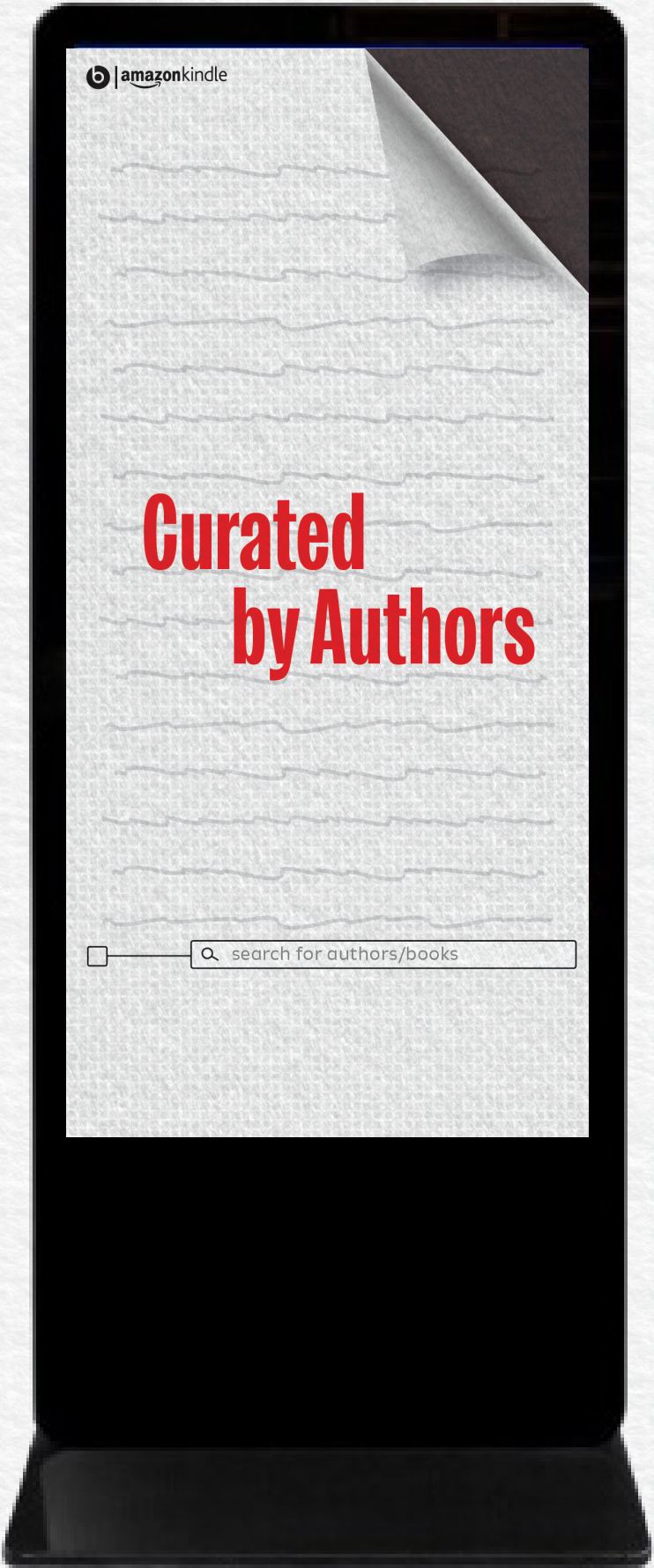
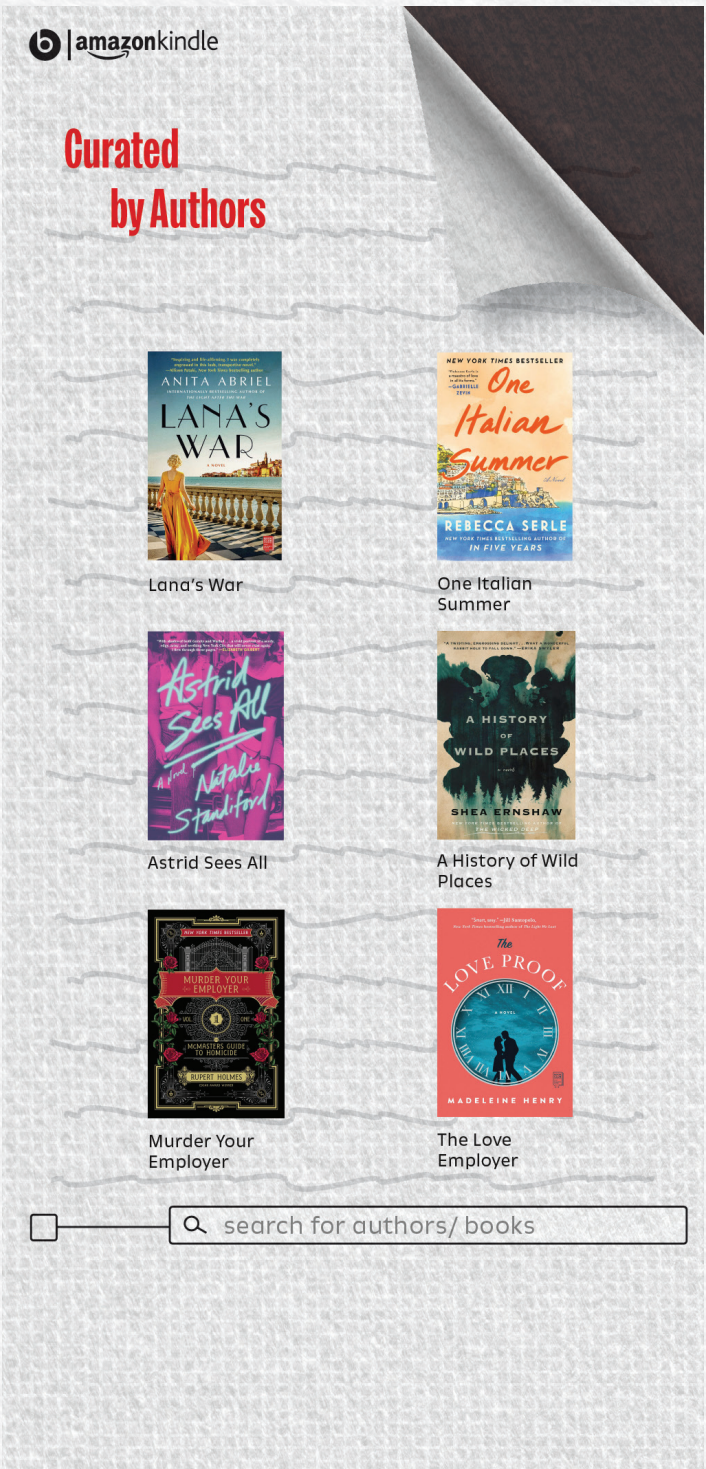
EX.04.22



1



2



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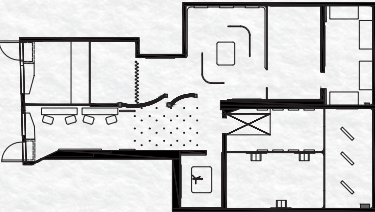
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EX.04.23



COLLATERALS - Gift Card



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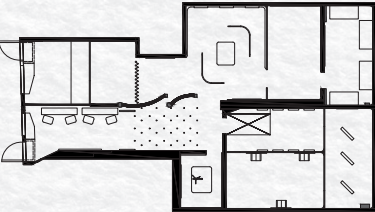
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EX.04.24



COLLATERALS - Brand Ambassador Outfits



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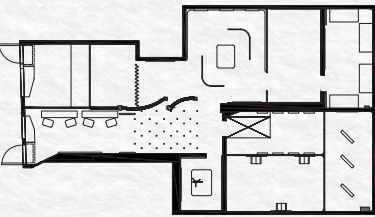
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KEY PLAN



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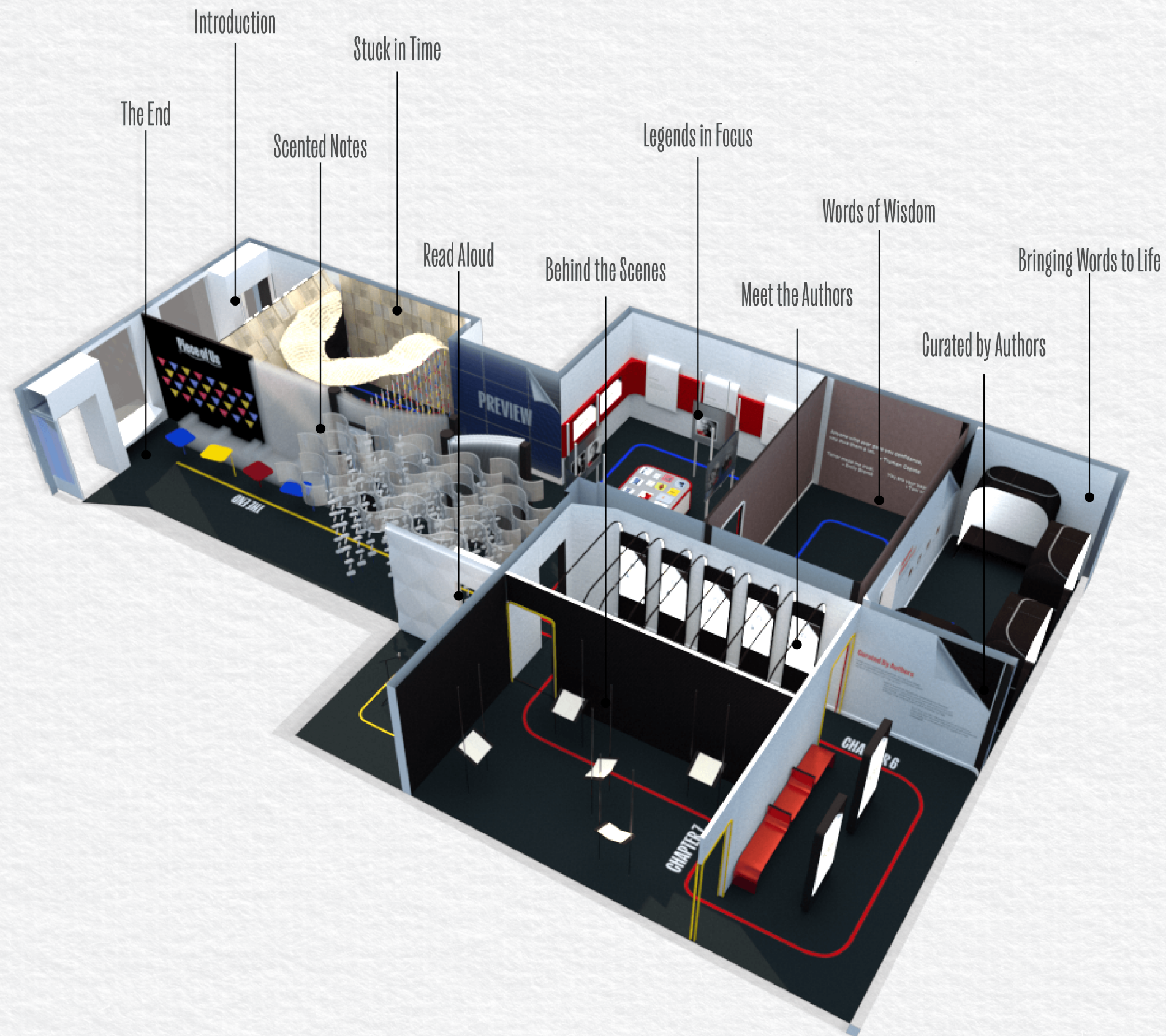
EX.04.25



# **EXHIBITION DETAILING**



## AXONOMETRIC VIEW



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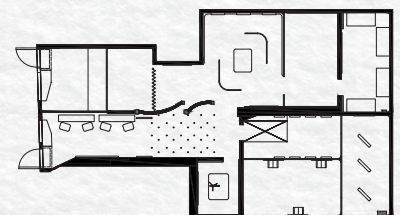
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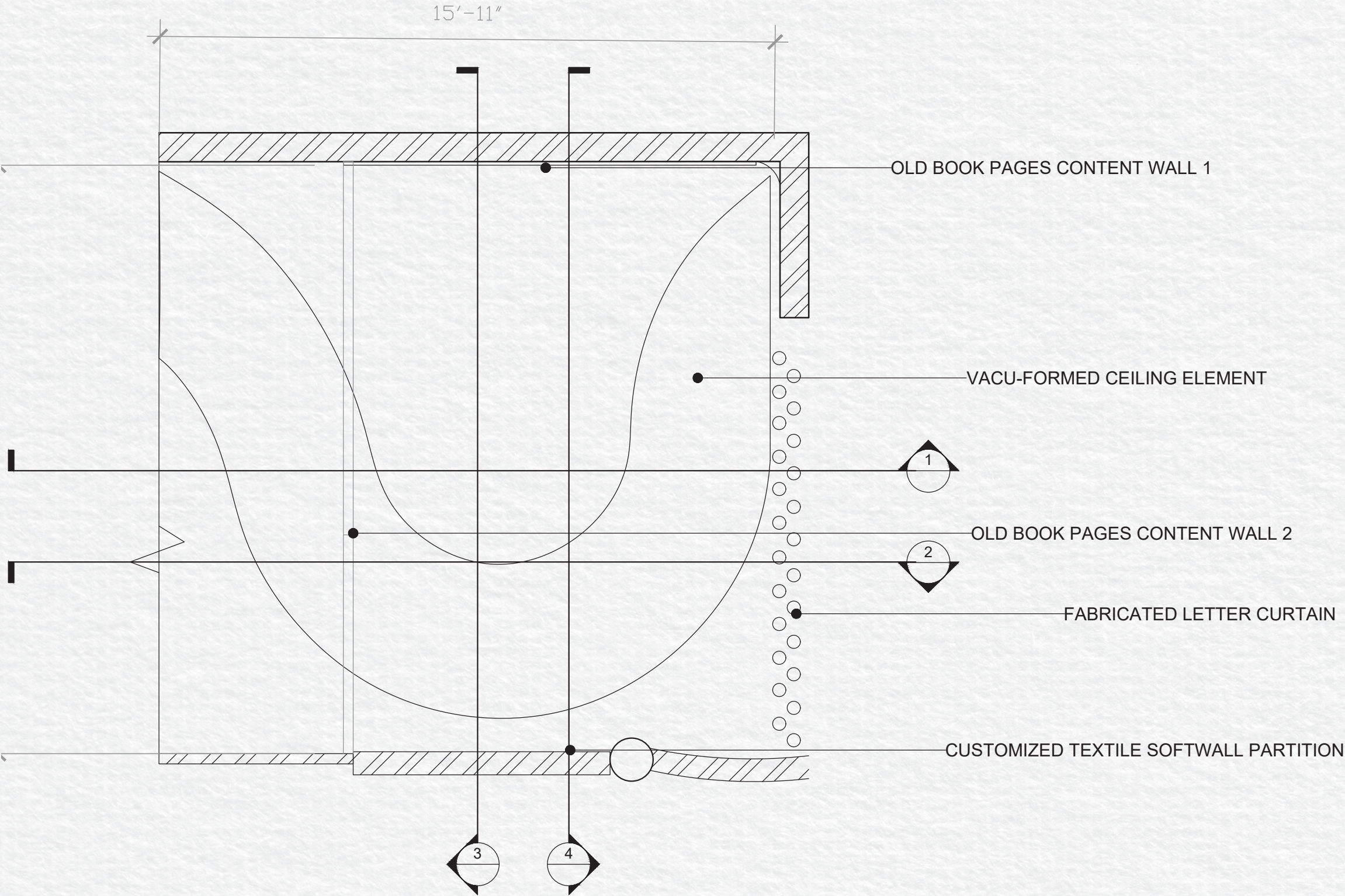
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EX.05.01





1 AREA PLAN  
SCALE: 3/8"=1'-0"

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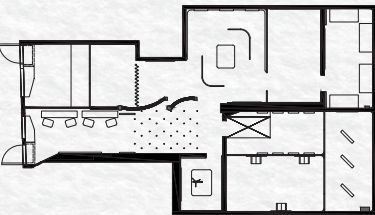
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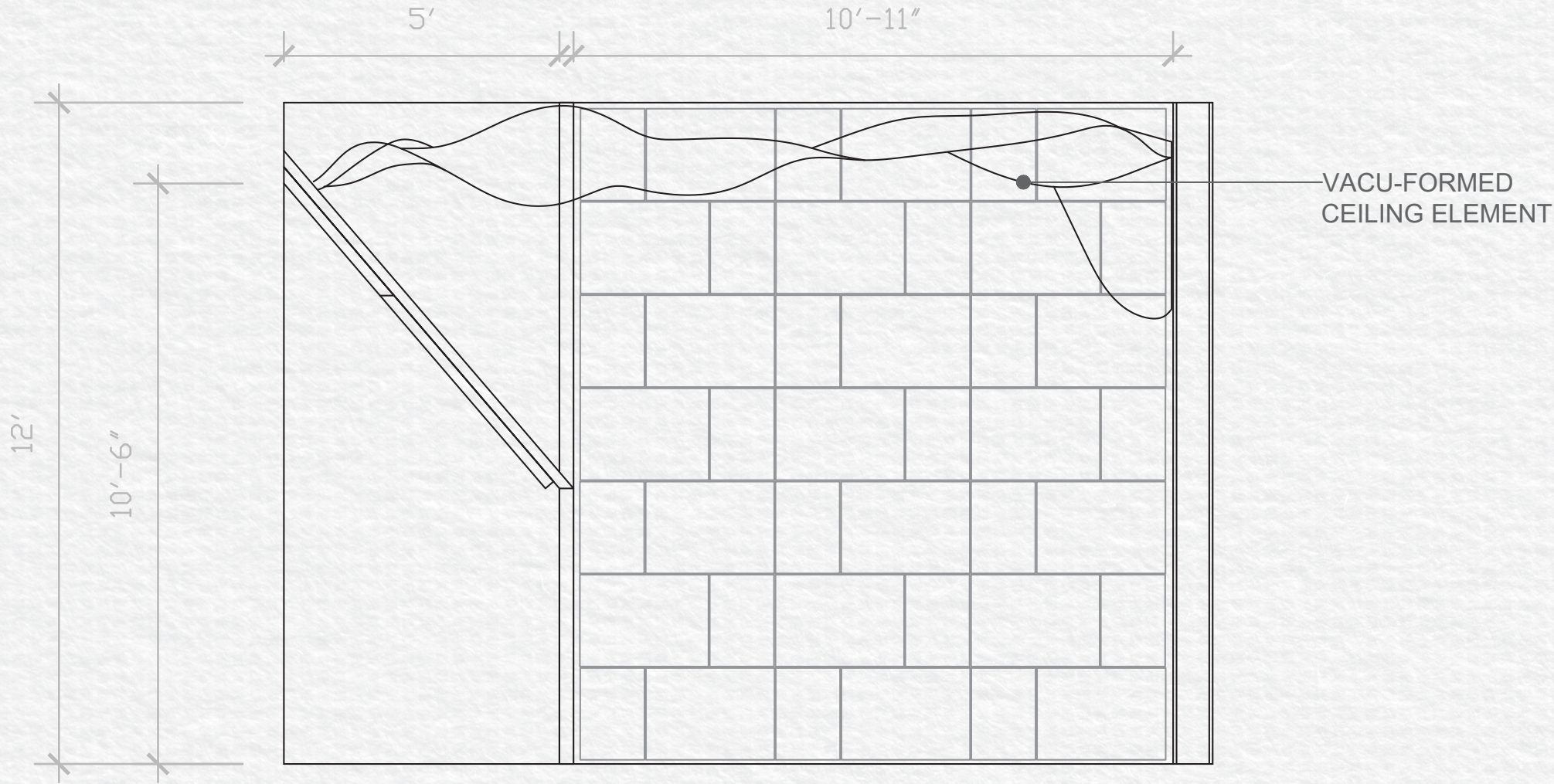
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DATE : December 13th, 2024

DRAWING NUMBER

EX.05.02





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

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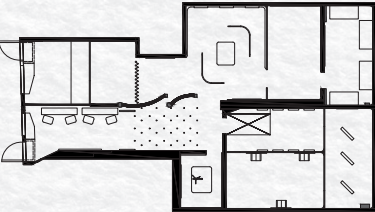
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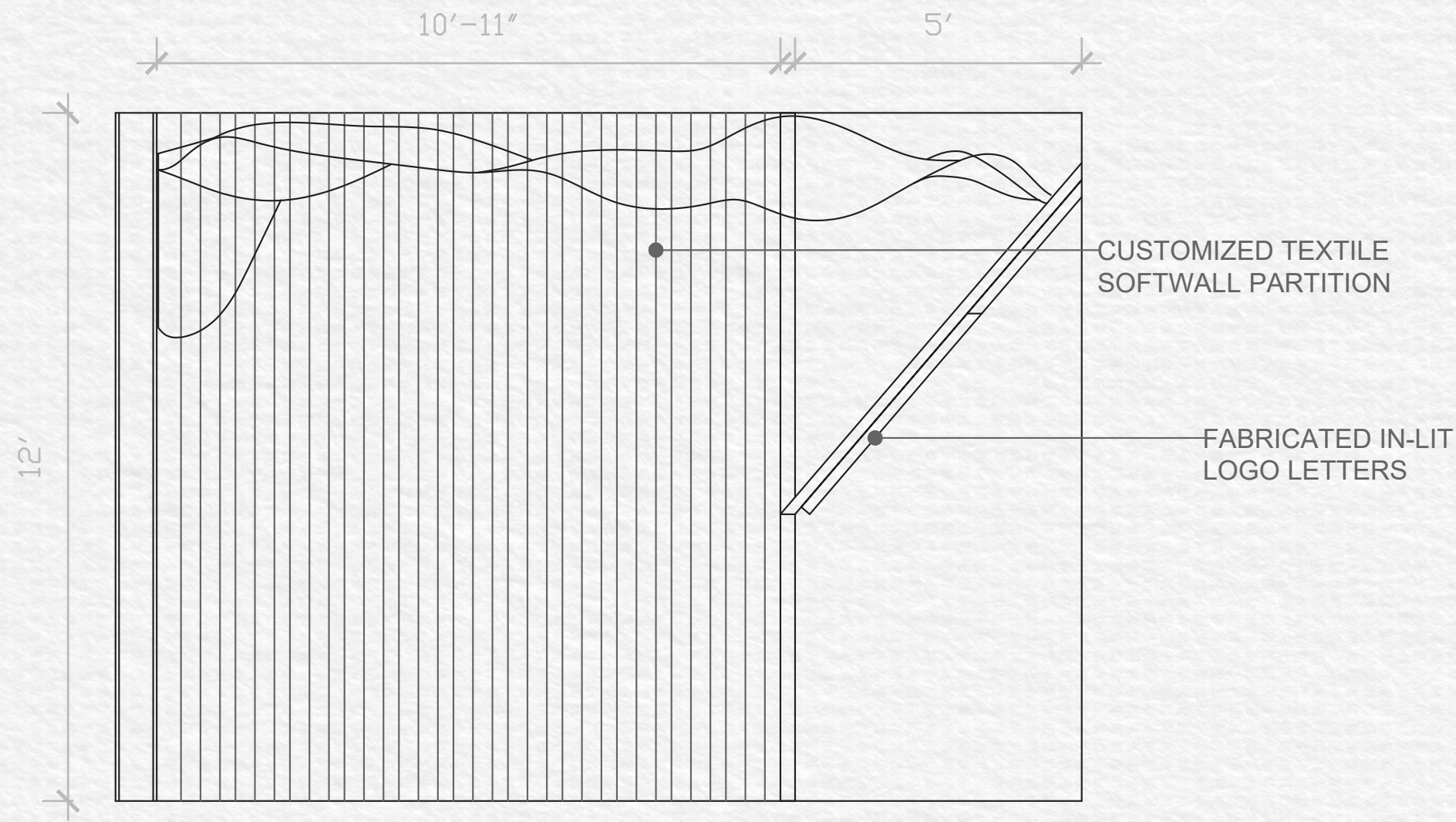
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DATE : December 13th, 2024

DRAWING NUMBER

EX.05.03





2 SECTION C  
SCALE: 1/4"=1'-0"

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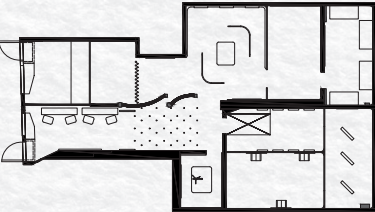
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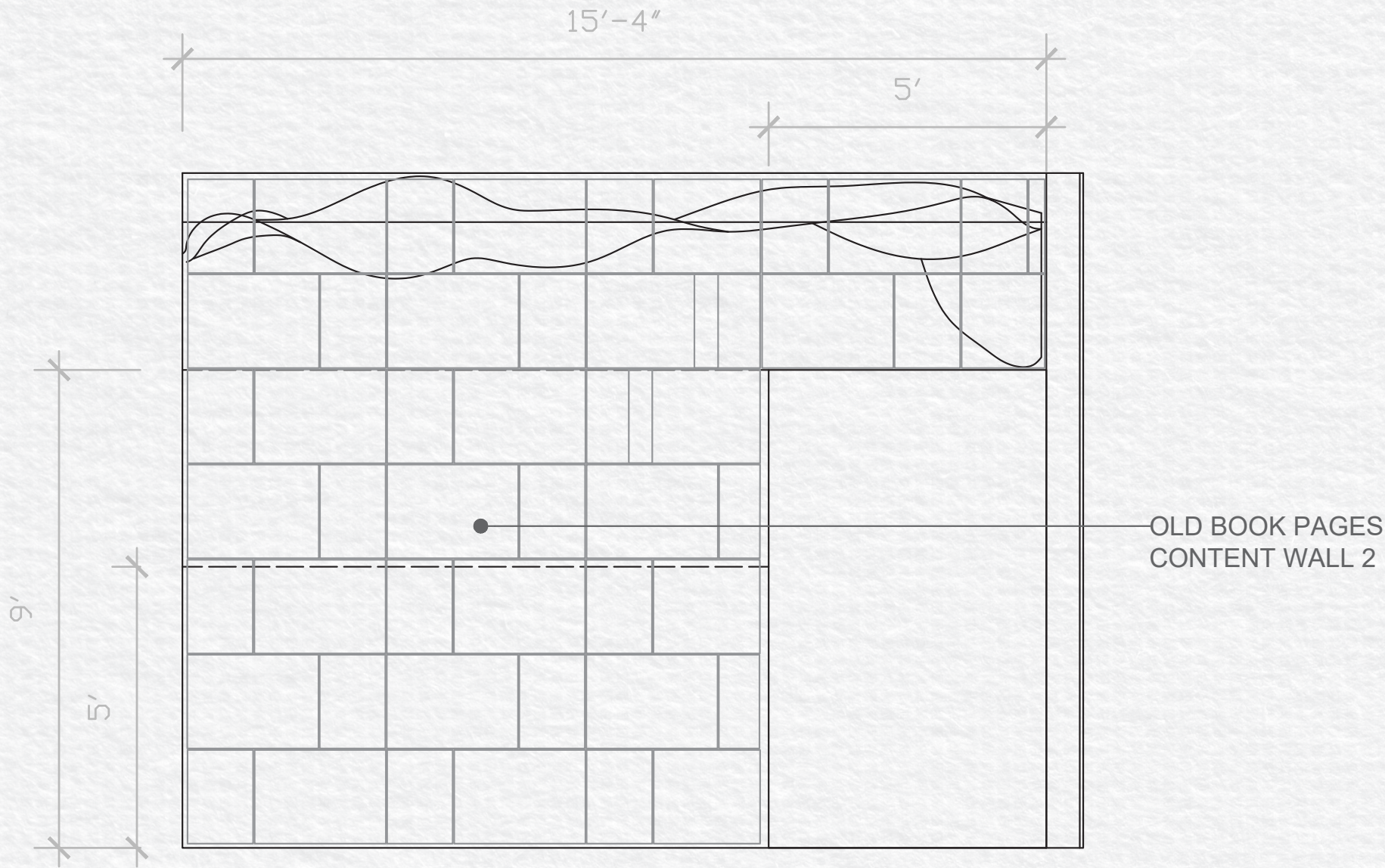
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EX.05.04



SECTION 3



3 SECTION B  
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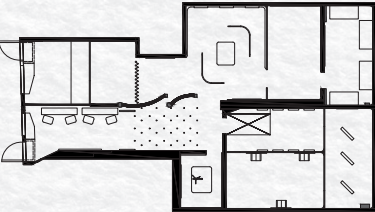
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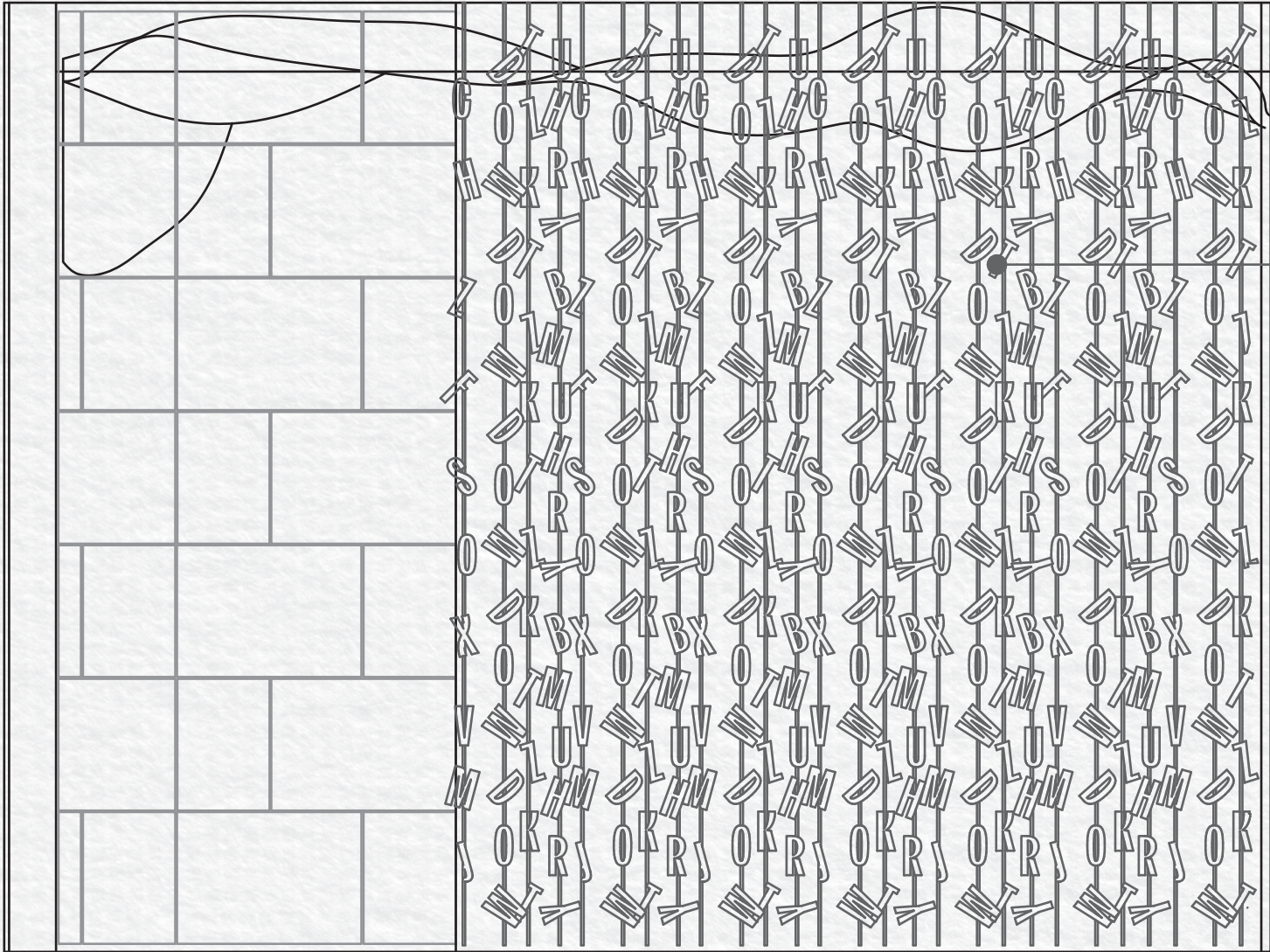
SCALE : NTS

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EX.05.05





FABRICATED  
LETTER CURTAIN

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

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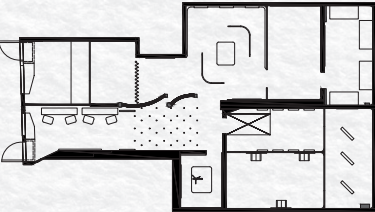
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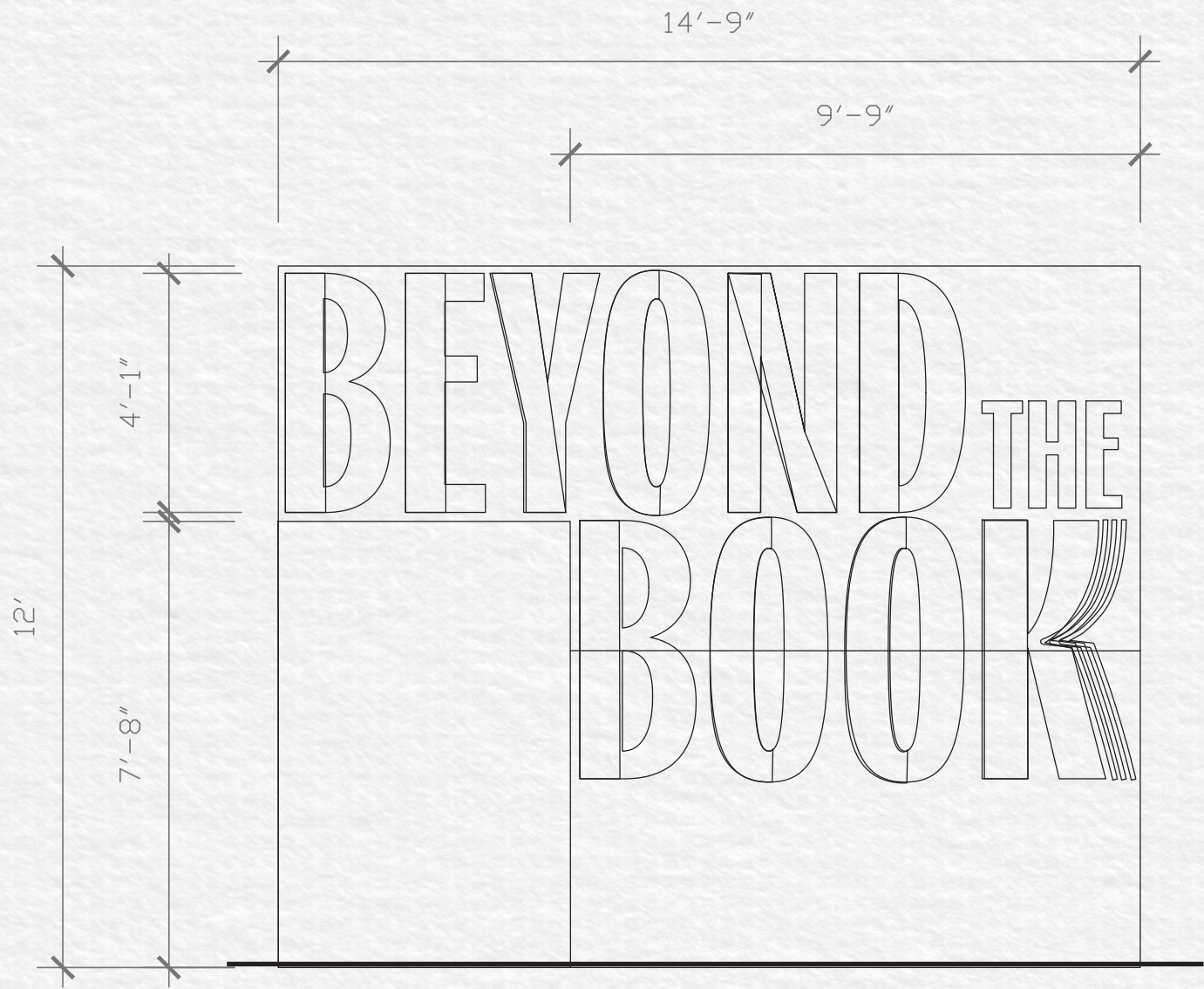
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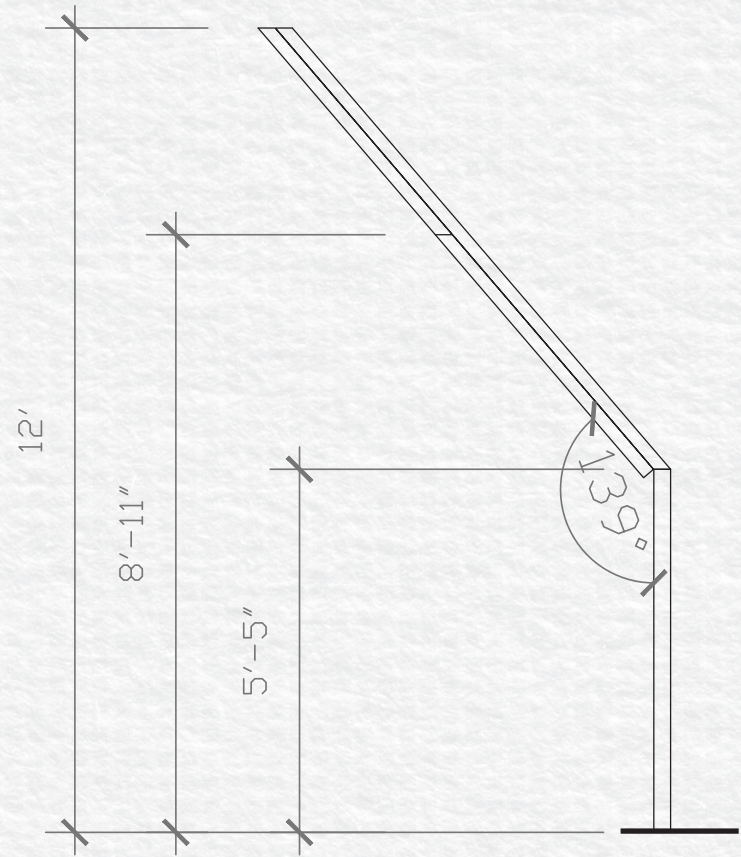
EX.05.06



DETAIL 1- FABRICATED IN-LIT LOGO



1 FRONT ELEVATION  
SCALE: 3/8"=1'-0"



1 SIDE ELEVATION  
SCALE: 3/8"=1'-0"

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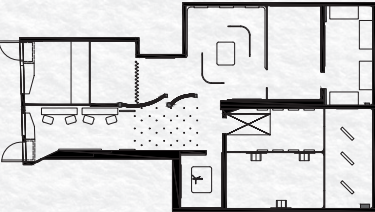
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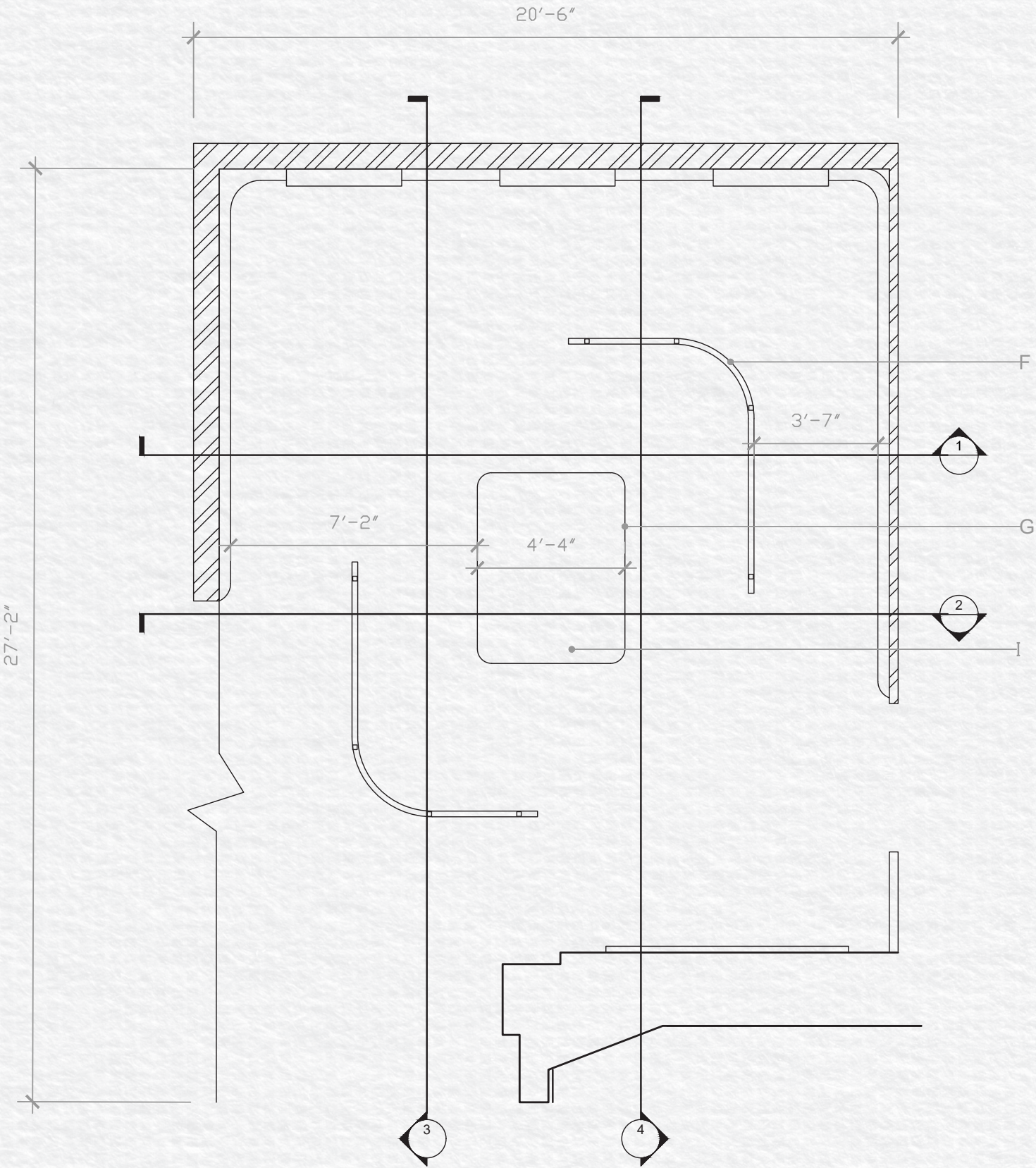
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DRAWING NUMBER

EX.05.07





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

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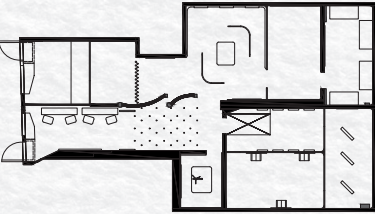
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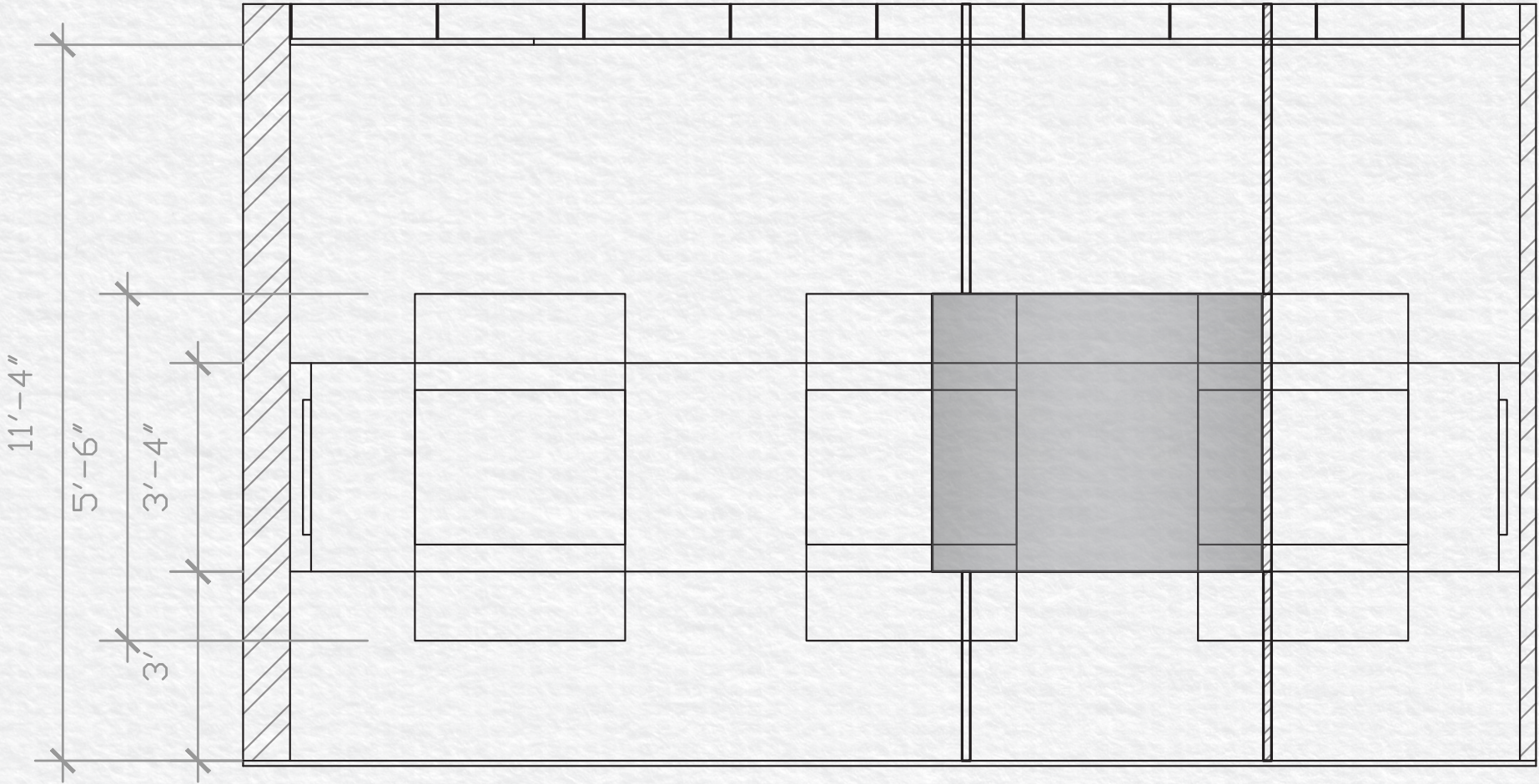
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DRAWING NUMBER

EX.05.08



SECTION 1



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

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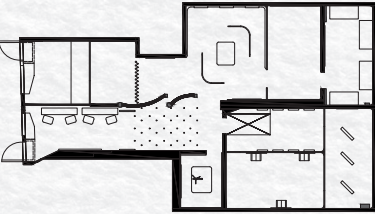
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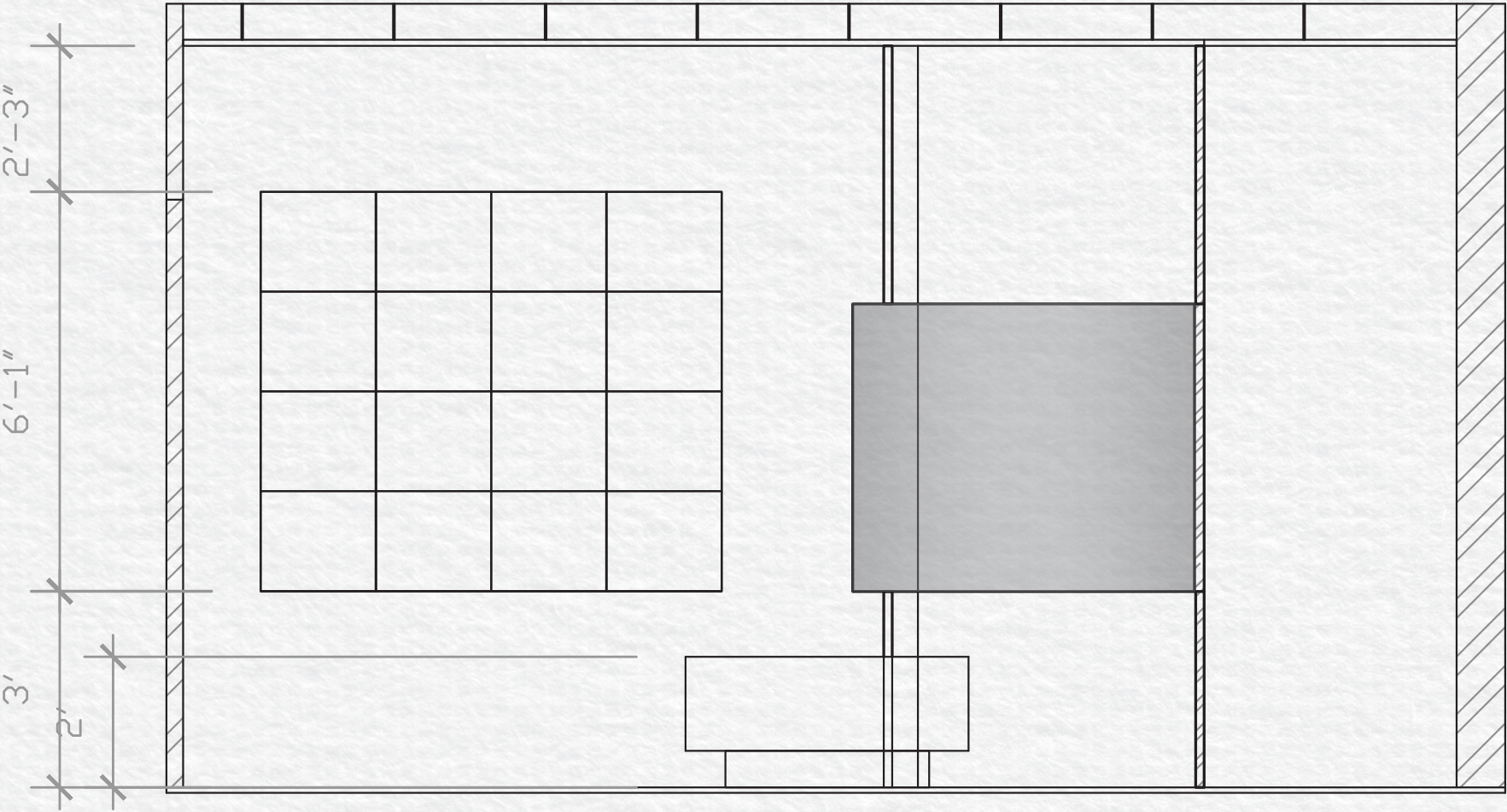
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DRAWING NUMBER

EX.05.09



SECTION 2



2 SECTION B  
SCALE: 1/4"=1'-0"

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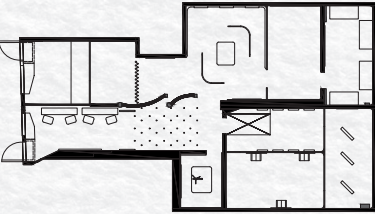
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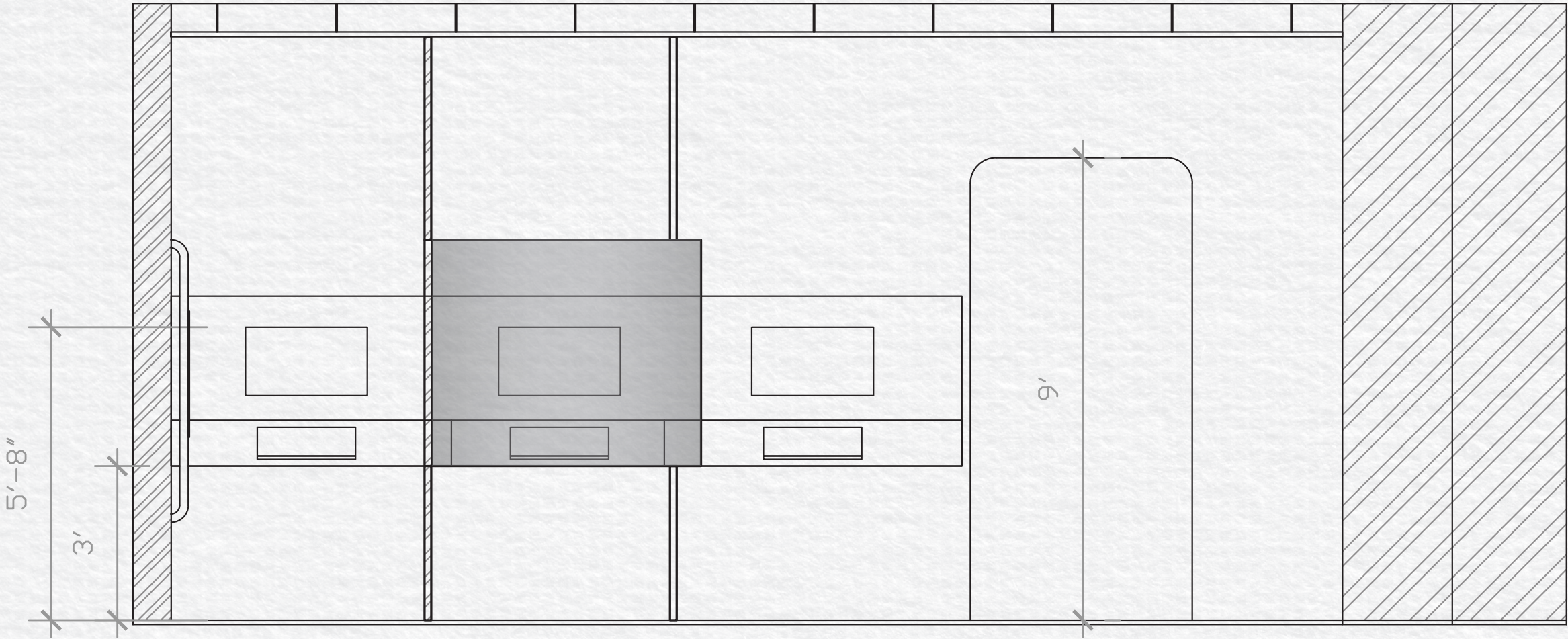
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DATE : December 13th, 2024

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EX.05.10





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

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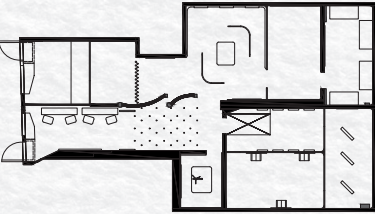
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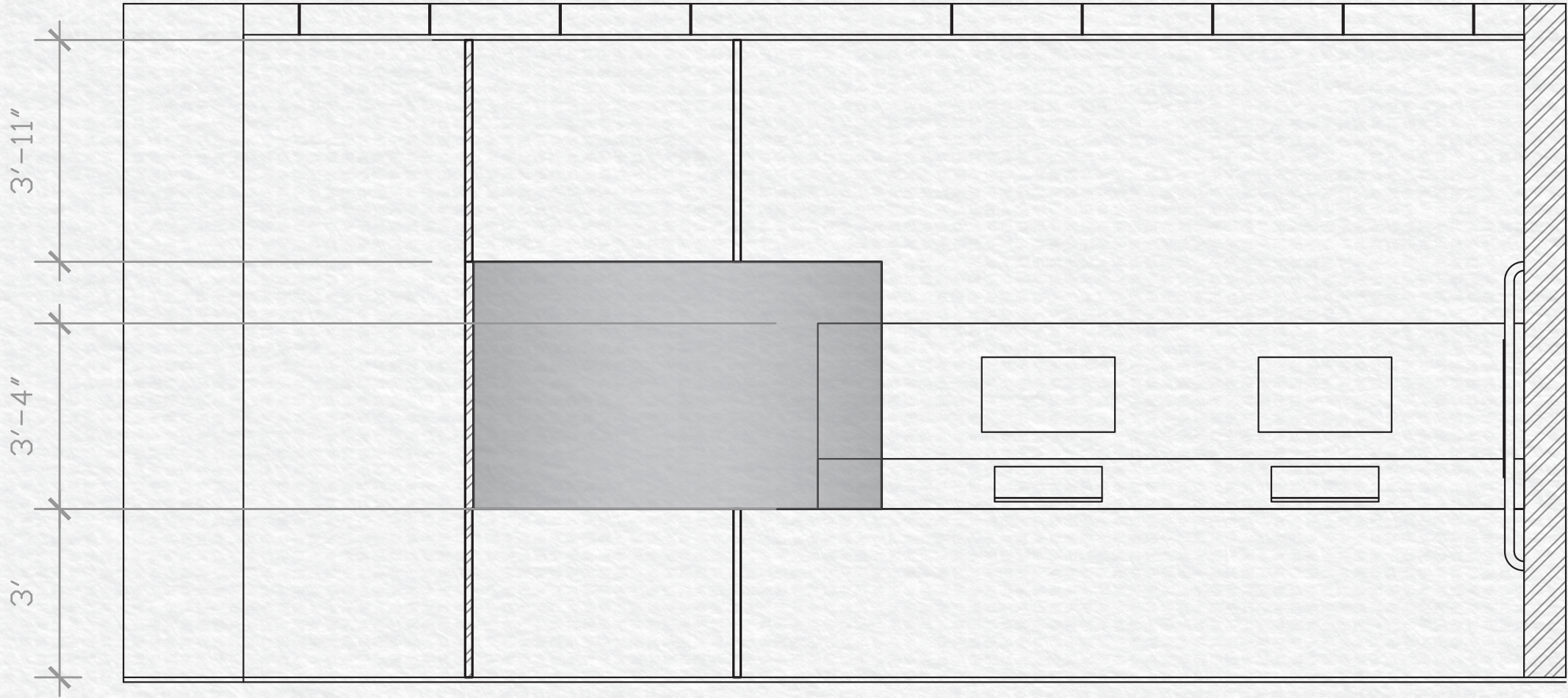
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EX.05.11





4 SECTION D  
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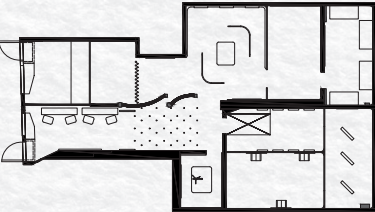
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