

# A Game Room Puzzle Adventure for Kids

## 100% DESIGN DEVELOPMENT PACKAGE

# **THESIS CAPSTONE 2024**

MA Exhibition and Experience Design Fashion Institute of Technology

Sakshi Lokhande

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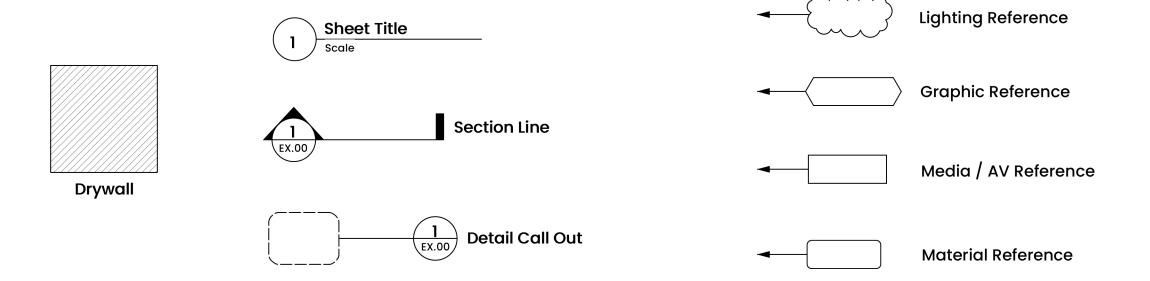
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Drawing List

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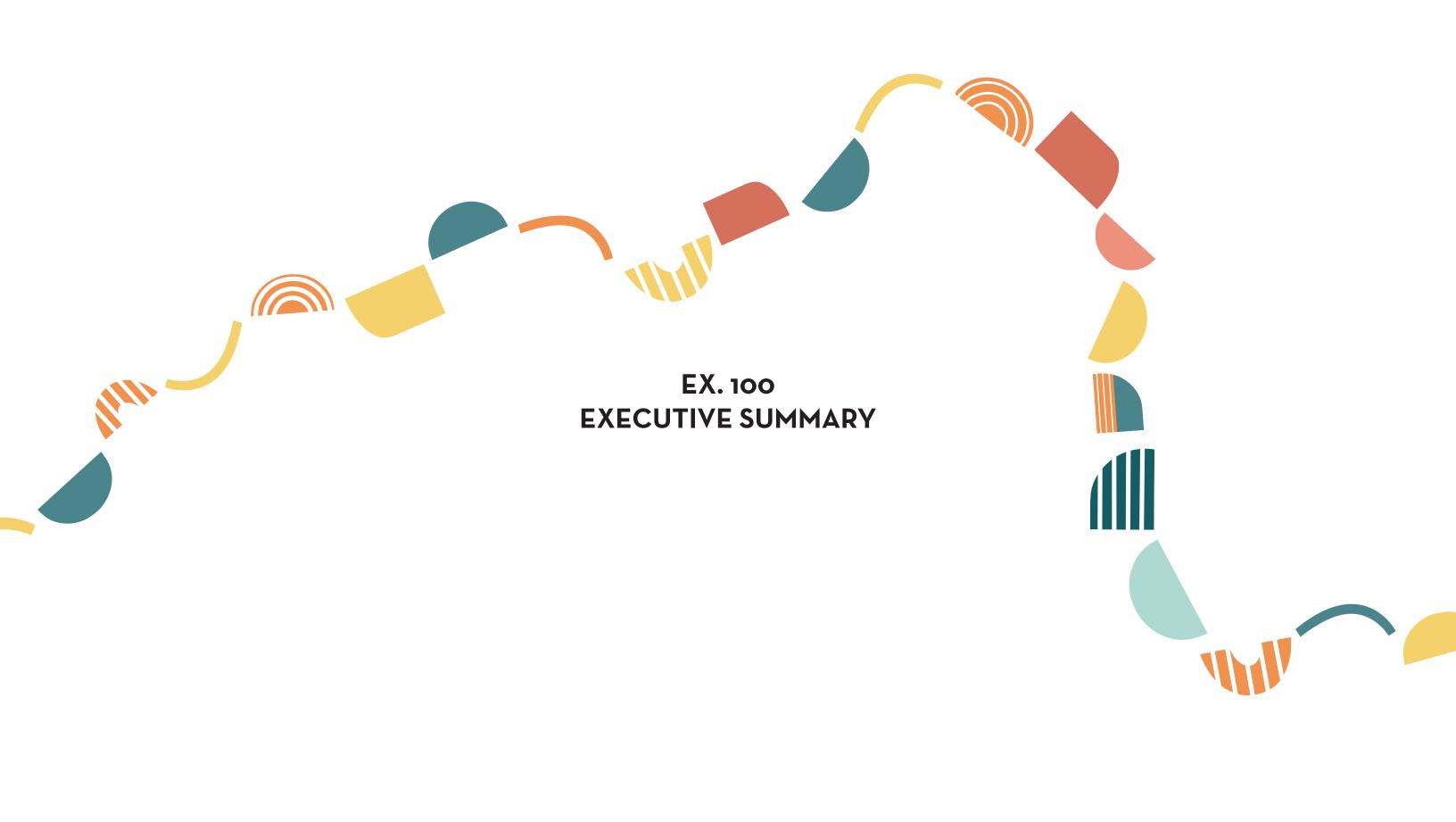
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Symbol List

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# THESIS STATEMENT

Childrens' experiences are specially designed with sensory engagement at the forefront. Delving deeper into this theory, this paper helps educators and designers explore the perception of subject matter by children with ADHD through light, sound, touch, smell and color. It also discusses the impact of ADHD on childrens' acumen and their ability to enjoy the designed experience with a focus on branded environments. Through the above mentioned sensory pathways, this study aims to help designers by providing baseline parameters for an inclusive space that welcomes and encourages all children to be intuitive and enjoy play.

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Thesis Statement

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# **PROJECT PARAMETERS**

# **SUBJECT**

Building inclusive children's spaces for children with ADHD using Puzzles as an interpretive approach

# **CLIENT**

Hasbro®

# **SPONSORS**

American Montessori Society
CHADD (Children and Adults with Attention-Deficit/Hyperactivity Disorder)

# **VENUE**

St. Ann's Warehouse, Dumbo, Brooklyn

# **AUDIENCE**

Primary: 7 - 10 year old children with ADHD Secondary: Their facilitators and/or educators

Tertiary: All children and facilitators

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**Project Parameters** 

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# CLIENT



The leadership of Hasbro shares a deep commitment to creativity, storytelling, integrity and inclusion. Together, they lead Hasbro's employees to create the world's leading toys and games for audiences around the world.

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment.

Hasbro also has a wide range of products and is a global company with interests in broadening their audiences internationally. Their games are highly sensory and can be very useful for children with ADHD by adapting them in a appropriate manner.

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**Client Information** 

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# **SPONSORS**



The Montessori Method of education provides a nurturing, supportive environment for children of all abilities and learning styles. This includes children with disabilities and neurodivergences, including physical disabilities; learning differences in reading, writing, spelling and/or math; ADHD; and autism spectrum disorders. The American Montessori Society leads, empowers, and serves the global community of Montessori educators.

Among their many areas of involvement:

Standards for Montessori schools
Teacher education and professional development
Research
Scholarships, awards, and grants
Montessori in the public sector



### Mission:

CHADD empowers people affected by ADHD by:

- providing evidence-based information;
- supporting individuals, their families, and professionals who assist them throughout their journeys; and advocating for equity, inclusion, and universal rights.

### Values:

Integrity and Mutual Respect
Accessibility, Diversity, Equity, and Inclusion
Quality That Earns Customer Satisfaction
Flexibility and Teamwork
Growth and Innovation

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# **VENUE**

With a dramatic view of the Brooklyn Bridge, St. Ann's Warehouse is equally appropriate for theater, community events, exhibitions, and major concert presentations. St. Ann's Warehouse has become one of New York City's most important and compelling live performance destinations. Formerly an old Tobacco Warehouse, the roofless 19th-century building has been transformed into a spectacular 21st- century theater and event space, rising in its majestic location along the East River waterfront.

The location is an ideal venue for the following reasons:

- Near the financial districts in downtown Manhattan
- Convenient location by subways, cars, or walk over from Brooklyn Bridge
- Perfect surroundings parks, waterfront, restaurants and historic bridges
- Flexible floor plan







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Venue Details

**DRAWING NUMBER:** 

# **AUDIENCE**



**PRIMARY AUDIENCE** 

7 to 10 year olds children with ADHD Children with learning disorders



# **SECONDARY AUDIENCE**

Facilitators , parents and guardians or caretakers of children in primary audience segment



# **TERTIARY AUDIENCE**

Other 7 to 10 year old neurotypical children and their facilitators

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**Audience Information** 

**DRAWING NUMBER:** 

# PROJECT INTRODUCTION

Experiences designed for children are highly sensory and employ the use of multiple stimuli to engage children. These experiences cater fairly well to the neurotypical children but often fail to provide the scaffolding required by neurodivergent children to enjoy these experiences at par with others. Through this project, the goal is to provide parameters to design branded experiences that are inclusive of the needs of neurodivergent individuals without hampering the quality or the intuitivity of the experience.

# **EXHIBITION INTRODUCTION**

Designed for the children's game & toy brand, Hasbro, and sponsored by the American Montessori society and CHADD, this experience uses puzzles to enage children in focus oriented activities that mimic real life situations and games in a branded environment. Through careful programming and facilitation, these puzzle room spaces employ the idea of escape rooms and encourage problem solving, decision-making and quick thinking while encouraging intuitive play. Employing the use of a facilitation guide, this experience encourages and guides facilitators to use positive reinforcement to improve focus and prevent deviations from tasks.

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Project and Exhibition Introduction

### **DRAWING NUMBER:**

# INTERPRETIVE APPROACH

Using clues and puzzles, children will complete activities within the puzzle rooms through a facilitated approach with an option to deviate from the expected course into a comfort room for individual play or respite. With plenty of opportunities for role play, children will experience real life situations and scope for learning presented as play and puzzles.

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**DRAWING TITLE:** 

Interpretive Approach

**DRAWING NUMBER:** 

# **EXHIBITION GOALS**

## **PROJECT GOALS**

The exhibition will...

- · Encourage children to be intuitive during play
- Help create baseline parameters for the design of branded spaces that are sensitive to the needs of neurodiverse children
- Create social engagement for children irrespective of their neurological capabilities
- Educate visitors about focus strategies
- Create a comfortable environment for children with ADHD to play and have a pleasant experience

## **EDUCATION GOALS**

Visitors will learn...

- · To engage in logical and cognitive development play
- Puzzle solving
- Different and safe ways to engage their children (with and without an ADHD diagnosis) in intuitive play
- · Quick and critical thinking
- To transition between activities
- Improve focus and multi-tasking ability
- · Collaboration and decision making

## **EXPERIENCE GOALS**

Visitors will experience...

- Play and engagement
- Their needs being catered for
- A colorful and welcoming space
- Independence and self assertion
- Focus building puzzles and fun
- Immersive group and solo play
- Memory based puzzles
- Spatial puzzle

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**Exhibition Goals** 

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# **CONCEPT DIAGRAM**



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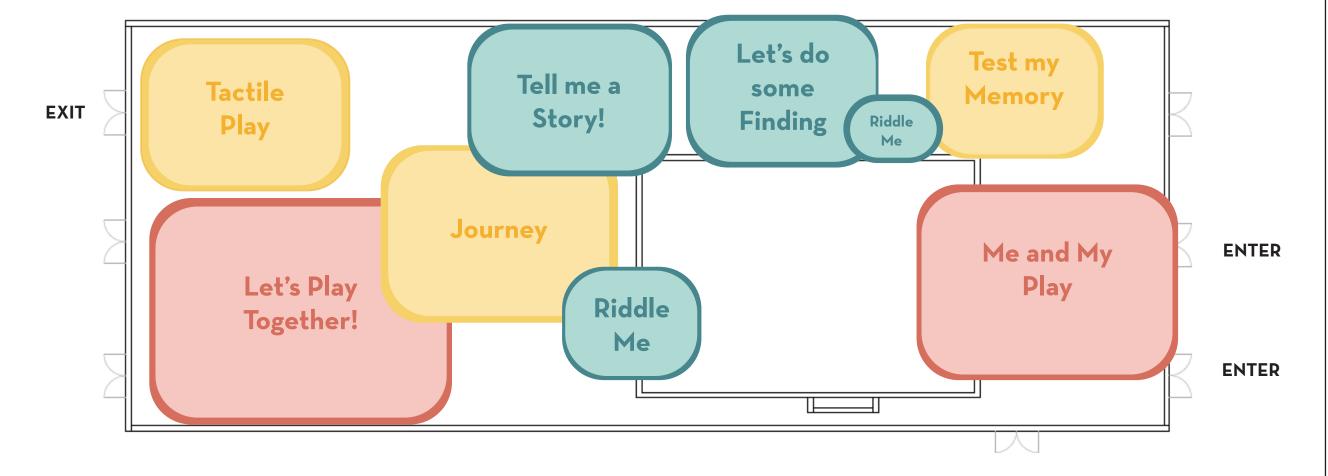
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Concept Bubble Diagram

**DRAWING NUMBER:** 

# **BUBBLE FLOOR PLAN**



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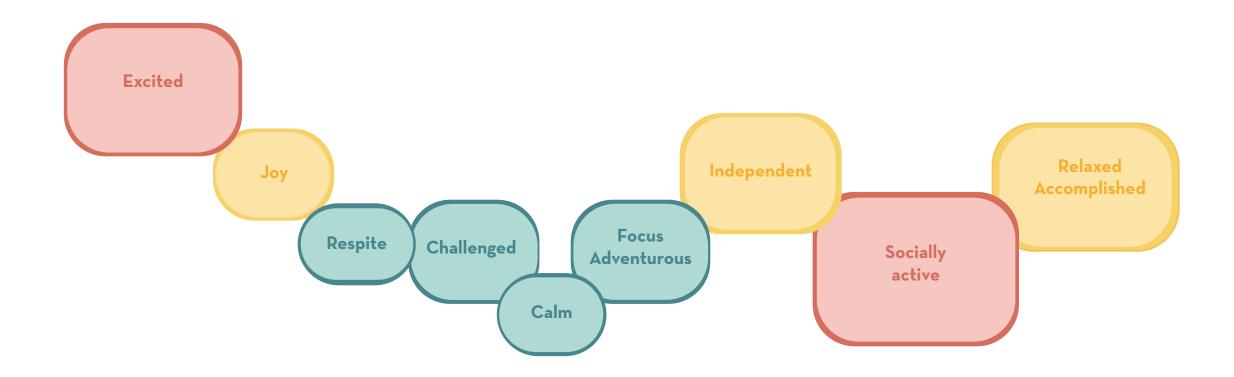
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**DRAWING TITLE:** 

Bubble Floor Plan

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# **EMOTION JOURNEY**



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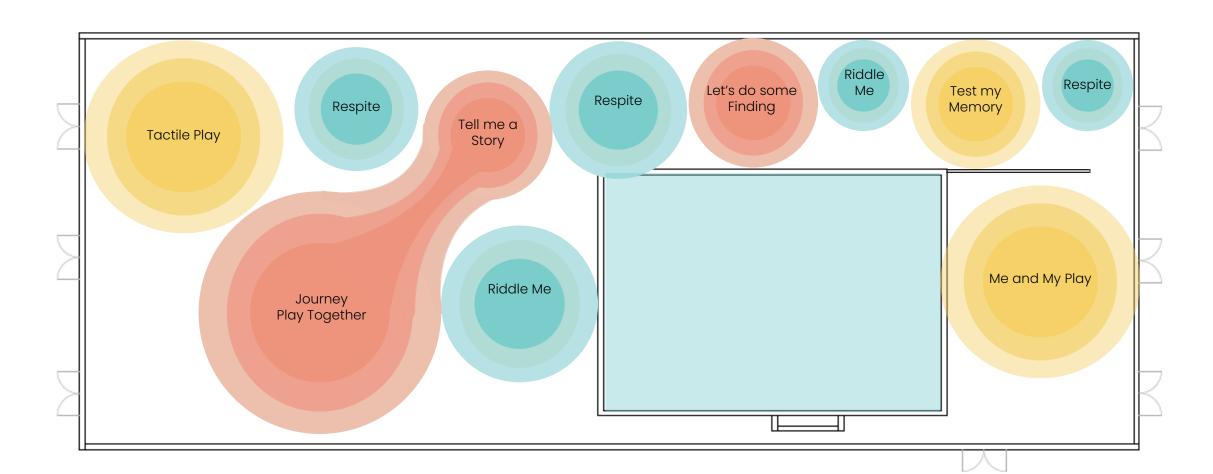
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Audience Emotion Journey

## **DRAWING NUMBER:**

# **EXHIBITION INTENSITY MAP**





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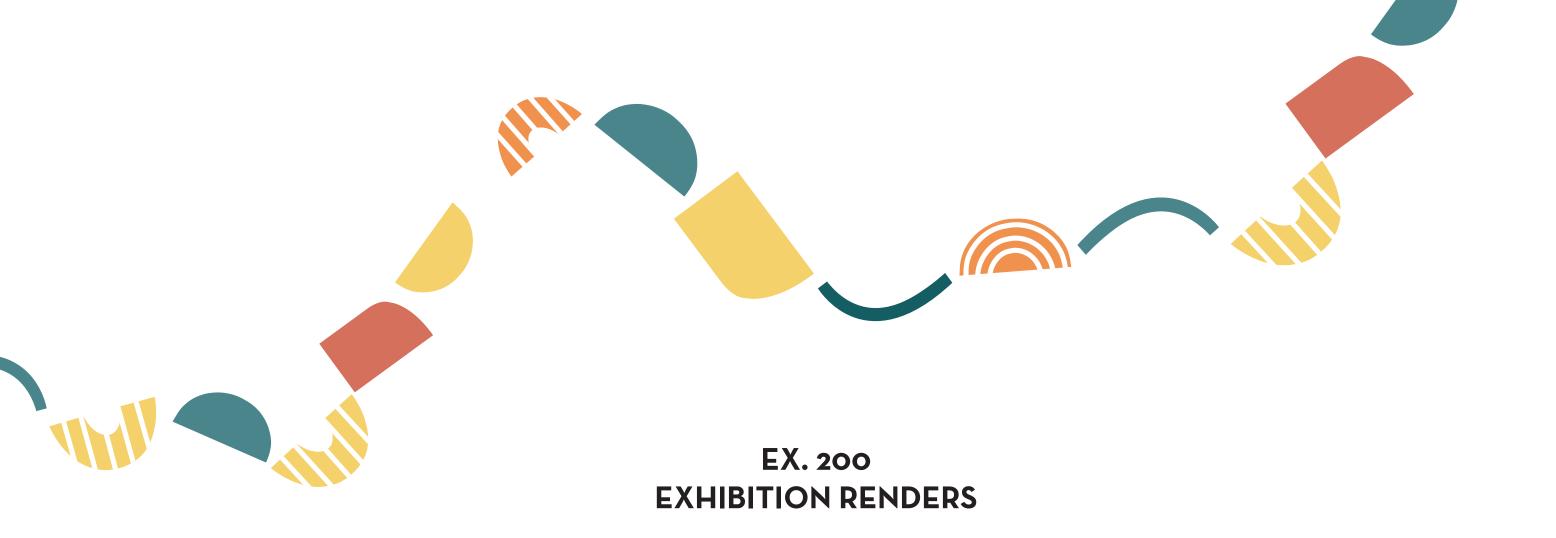
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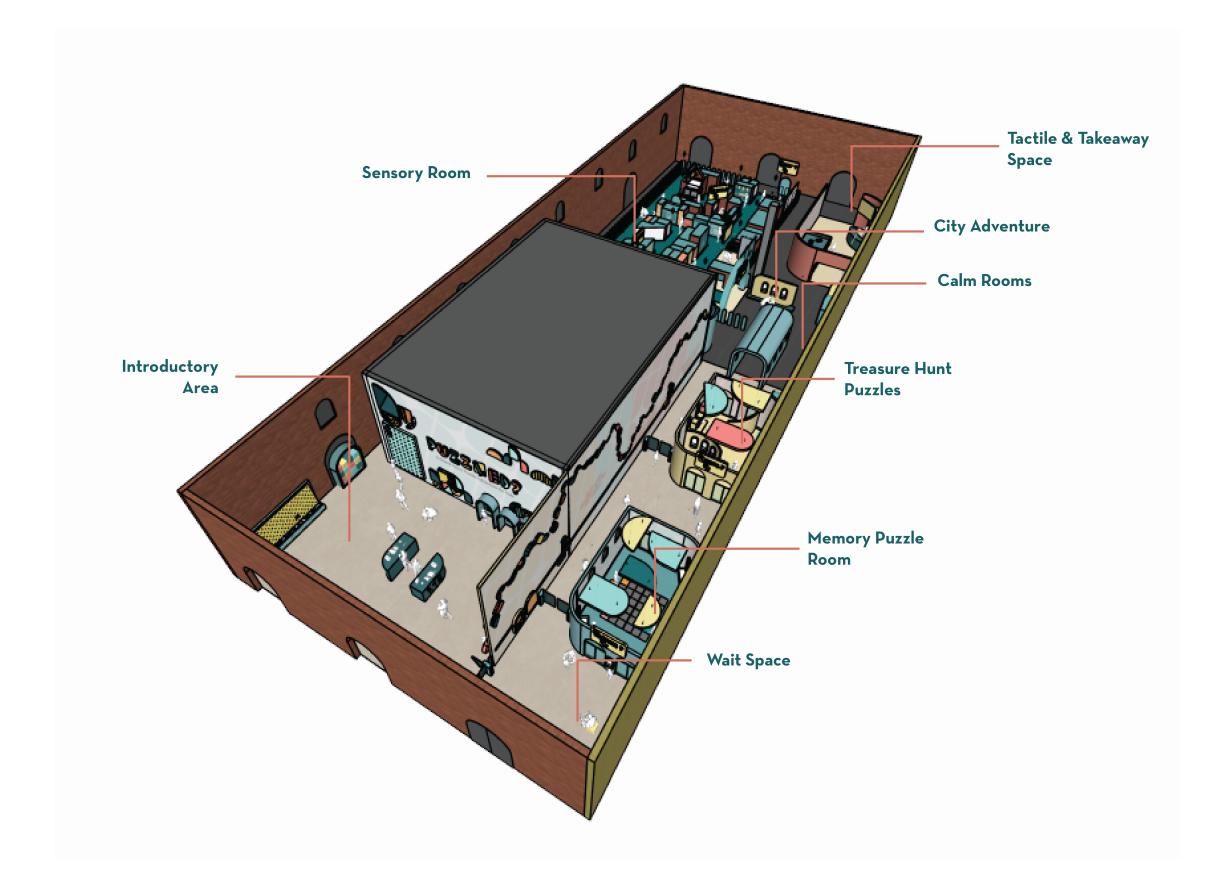
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Activity Intensity Map

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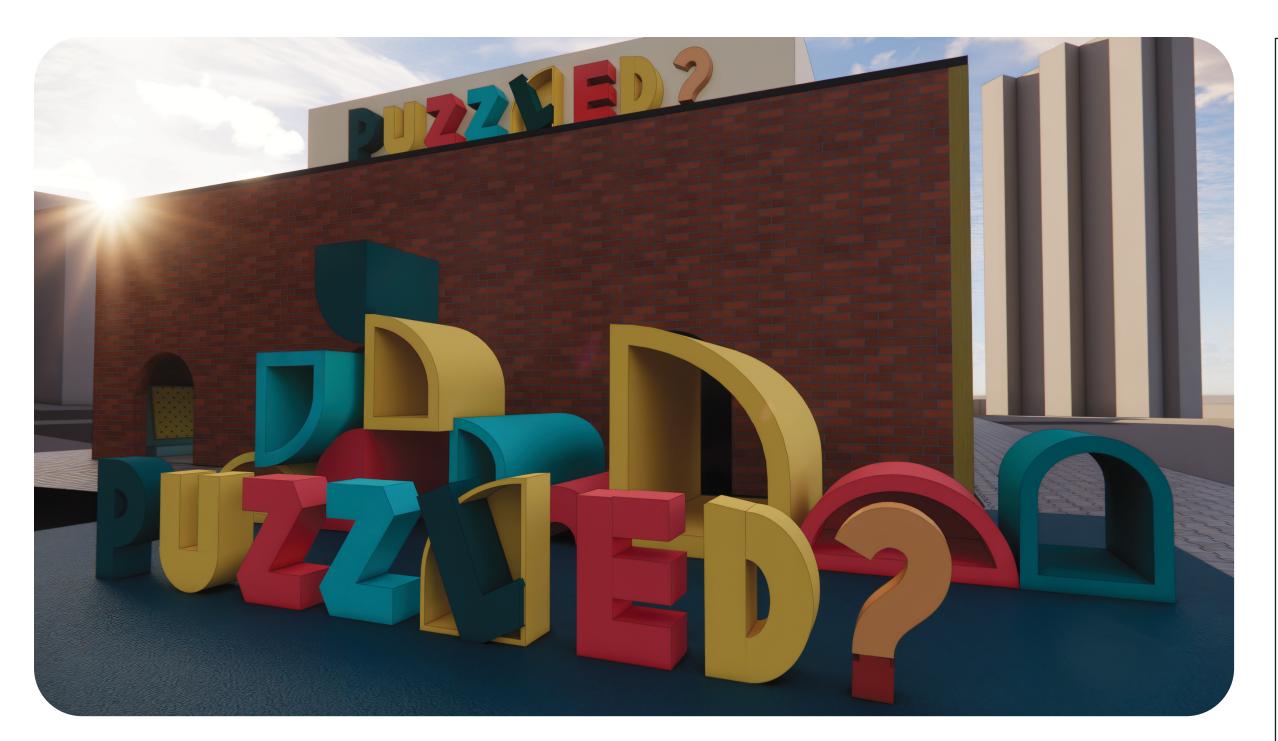
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### **DRAWING TITLE:**

Exhibition Axonometric View

## DRAWING NUMBER:



The entrance of the venue will have an exterior play space with a rubber matting base for safety and a scalable structure that aligns with the visual language of the exhibit space reflected on the outside of the red brick warehose structure.



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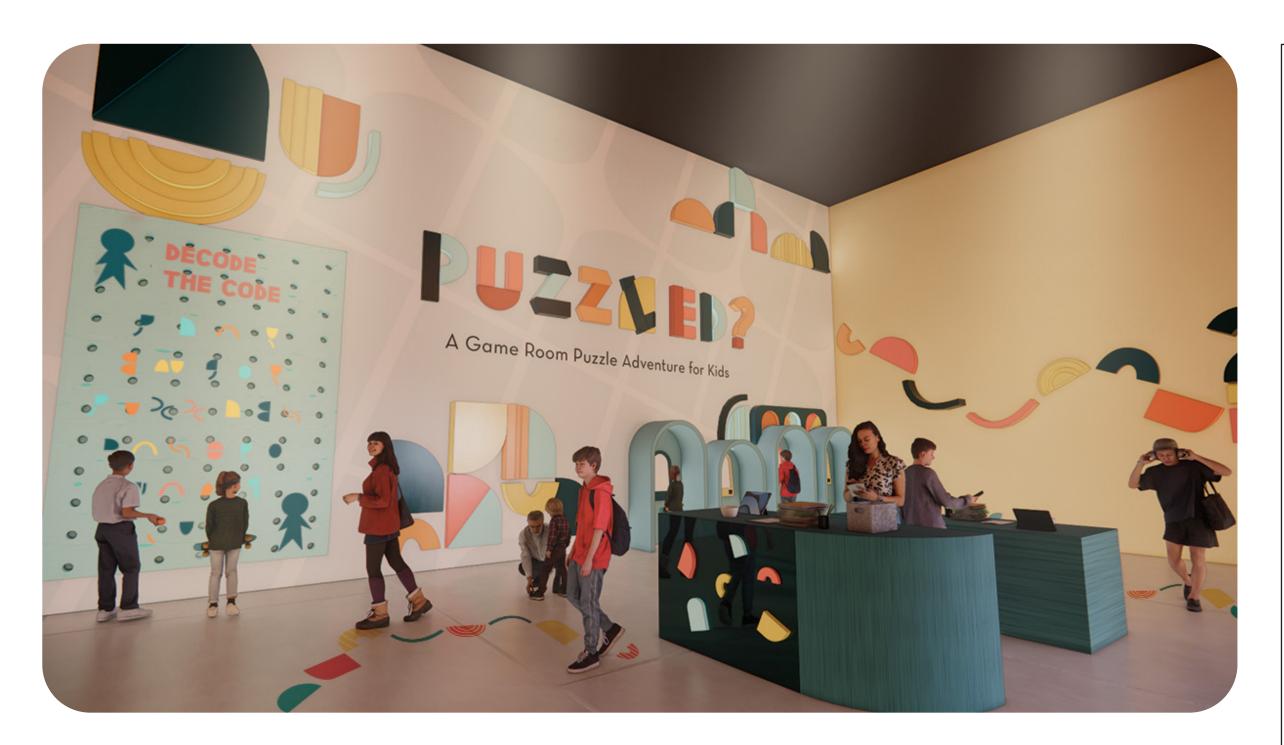
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**DRAWING TITLE:** 

**Exterior Activation** 

**DRAWING NUMBER:** 



The visitors will enter the venue and interact with the reception table with docents who hand out comfort kitts, facilitation guides, custom calming essential oil scents and more. The docents will then guide visitors to the entrance kiosks where the kids can create a profile and get their custom RFID bands. The large wall also has a code, the key to which will be handed out by the docents.



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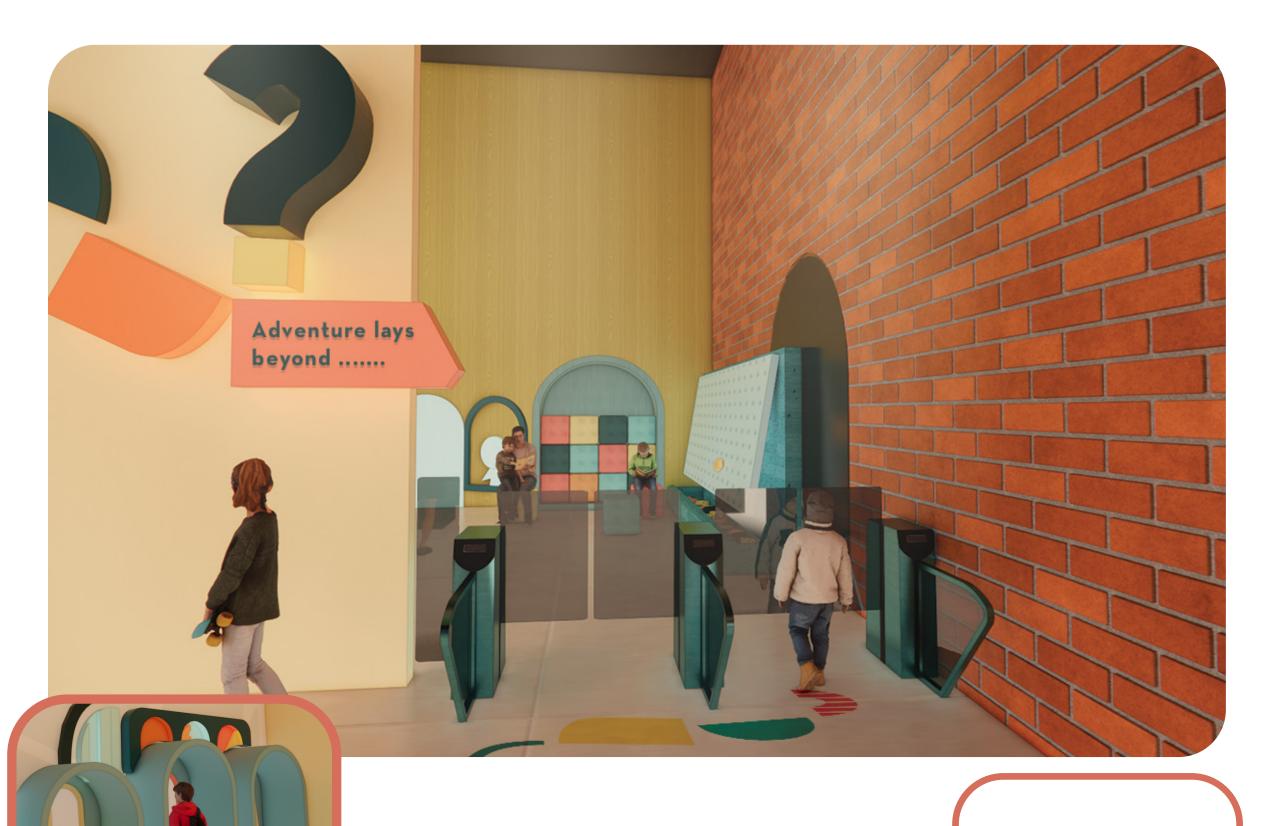
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Introductory Area

**DRAWING NUMBER:** 



Kids will then use the RFID bracelets to access the space and follow the 'adventure path' to the next activity space.



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### **DRAWING TITLE:**

Entrance to Puzzle Adventure

## DRAWING NUMBER:



The first wait space has a busyboard peg wall and colorful seating blocks where kids can access their comfort kits and other materials, taking time to learn about the space as they wait for their turn to enter the Memory puzzle room.



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**DRAWING TITLE:** 

Wait Space 1

**DRAWING NUMBER:** 



The large wall mural has the adventure and comfort paths on it and the floor has the escape path which guides the visitors through the exhibit to the exit. The large wall mural is tactile and has child safe materials. This also spans the first two rooms and serves as a wayfidning system. The entrance of the memory puzzle room has kiosks for kids to 'check-into' the space and customize their experience into their chosen colors.



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### **DRAWING TITLE:**

Mural Wall and Corridor

## **DRAWING NUMBER:**



The outside of these puzzle rooms that face the corridor have fun fidget shapes that rotate, allowing the children to have a tactile delight while waiting for their turns in queues. These shapes are mineral painted and child safe with enough grip space on the back.



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A Game Room Puzzle Adventure for Kids

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45 Water Street, Dumbo Brooklyn, NY- 11201

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### **KEY PLAN**

**DRAWN BY:** Sakshi Lokhande

SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Exterior Wall Fidgets

**DRAWING NUMBER:** 



The Memory room has two types of puzzles- the first one is the memory simon tiles inspired by the Hasbro simon which lights up and the users have to remember the pattern it lit up in and repeat that until they mis-step and the game ends. The other game is more individual and is inspired by the memory flip cards where the user has to match the pairs by remembering which tile is placed at what spot. This experience is phygital with actual rotating tiles but digital screens that allow theme customization.



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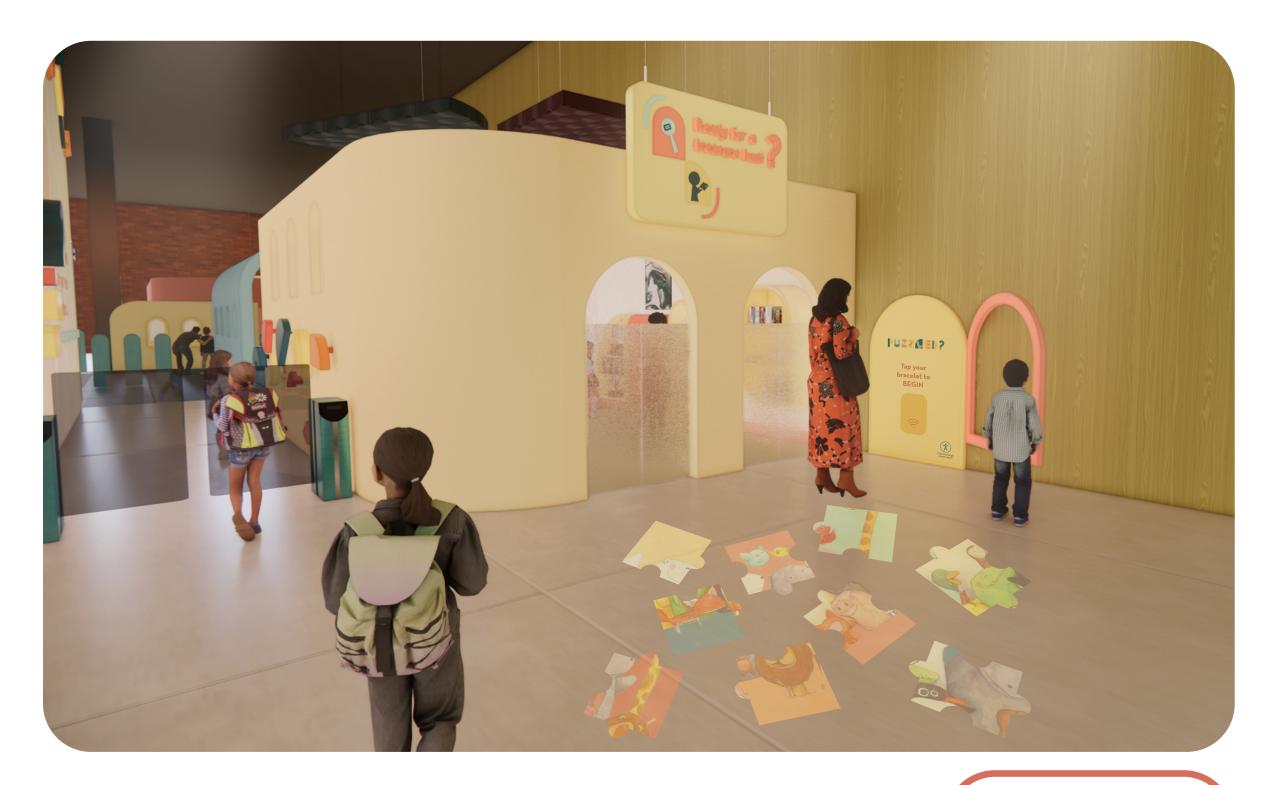
SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Memory Puzzle Room

**DRAWING NUMBER:** 



The wait space 2 has a projection mapped floor which has a jigsaw on it and can be solved by using ones' body to move the pieces. The docents will have control over the number of pieces of the jigsaw and the theme, allowing for a higher capacity of players.



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**DRAWING TITLE:** 

Wait Space 2

DRAWING NUMBER:



The treaure hunt experience begins by the users picking an object to find. Once they have selected an object, a clue will be printed out and the hunt then begins. Based on the age level, the levels will be adjusted ensuring that it is engaging for all ages. Upon finding the object, users will scan the code on it and drop the objects in the bin, gaining points for their discovery.

**06A** 

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**SCALE:** 

**DATE:** 12 / 13 / 2024

### **DRAWING TITLE:**

Treasure Hunt Room

## **DRAWING NUMBER:**



The sensory room is a multi user space with elements such as adjustable lighting, books, individual puzzles, board games and relaxing seating. The projection mapped screen has a small jigsaw which when solved, plays a video from the image on the jigsaw of the natural environment chosen by the users integrated with natural white noise audio.

O7A

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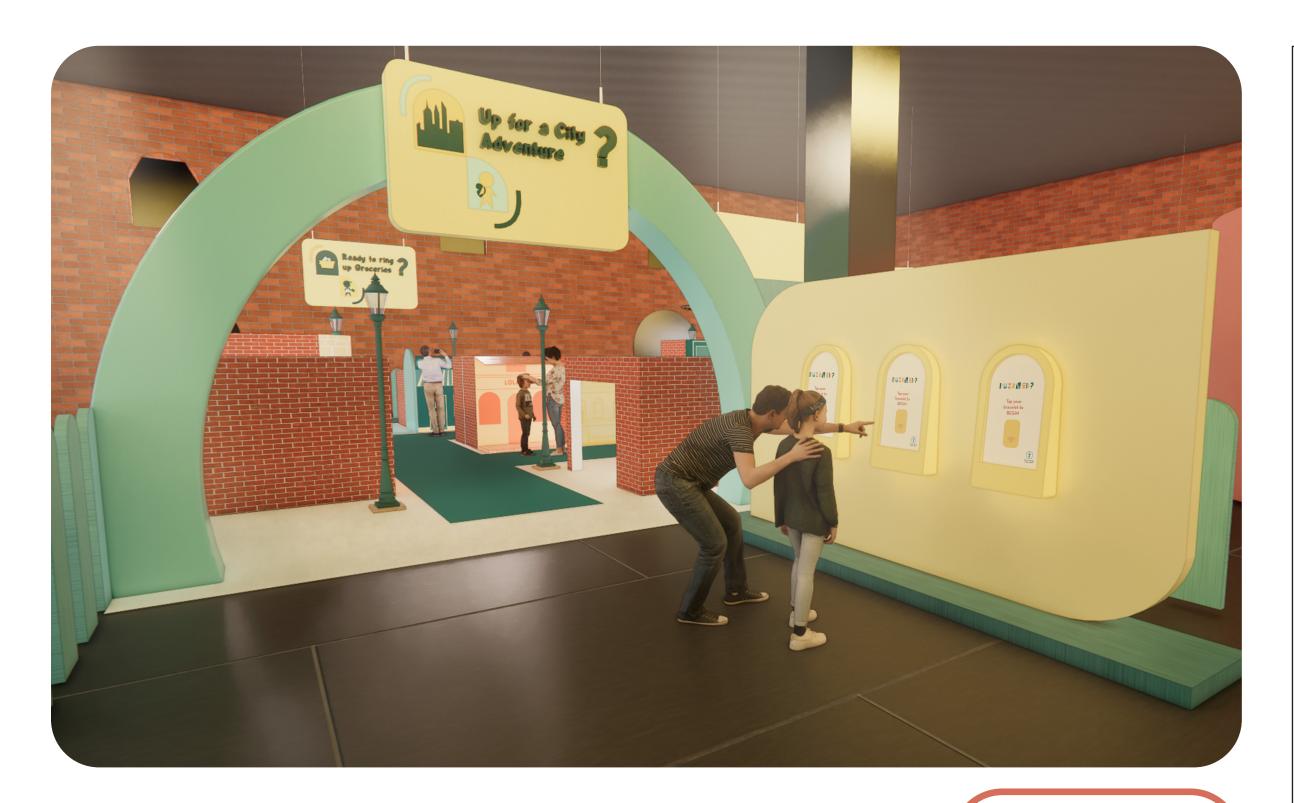
**SCALE:** 

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Sensory room

**DRAWING NUMBER:** 



The city space is a small, kids version of a city with schools, cafes, stores and allows an opportunity for real life puzzling situations to come into play. Upon checking in at the entry kiosk, the users will get a list of activities as challenges that they can complete in this space. This list comes iwth a map of the city because maps are puzzles and reading them correctly is a puzzling task.

**A80** 

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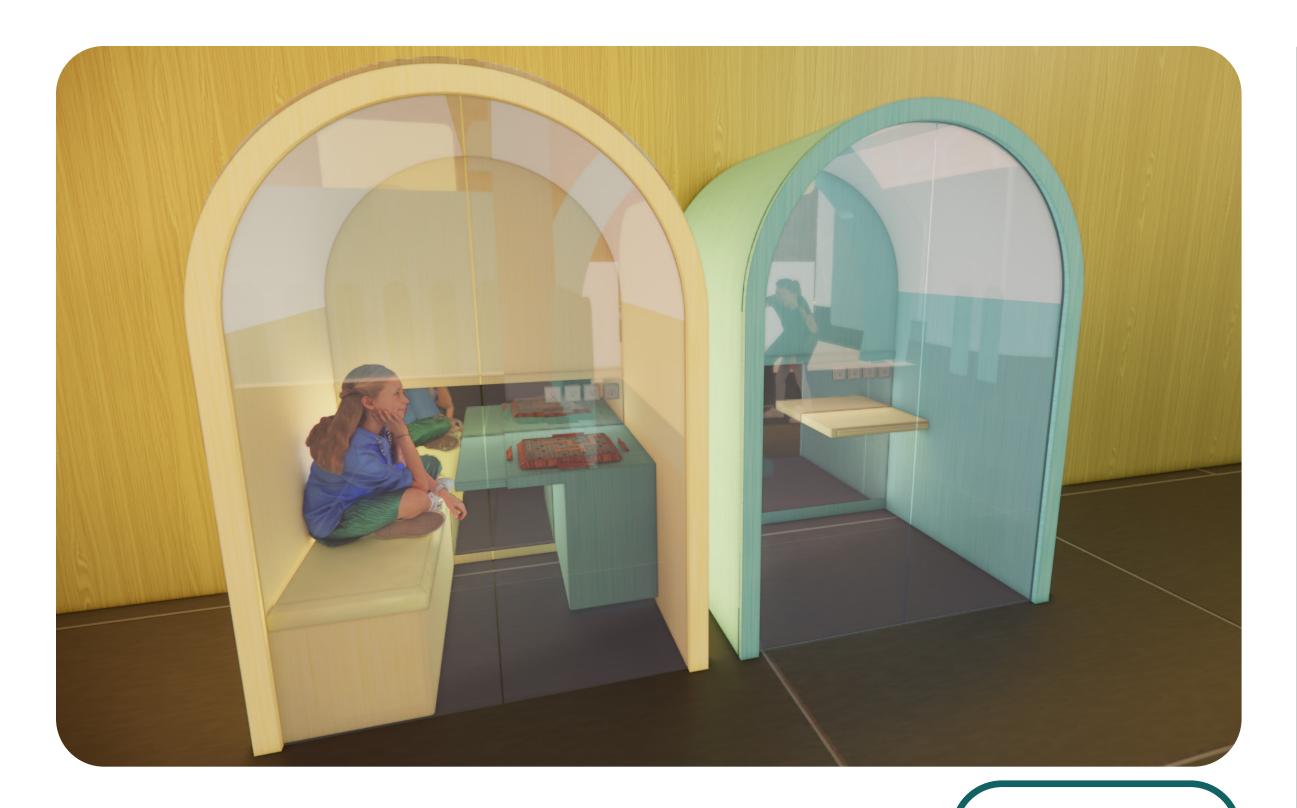
SCALE:

**DATE:** 12 / 13 / 2024

## **DRAWING TITLE:**

City Adventure Entrance

## **DRAWING NUMBER:**



The calm nooks at the beginning of the city adventure are sound isolated spaces with adjustable lighting and vibrating seats. This space has a video screen and board games for individual use or for facilitator intervention.

**08A** 

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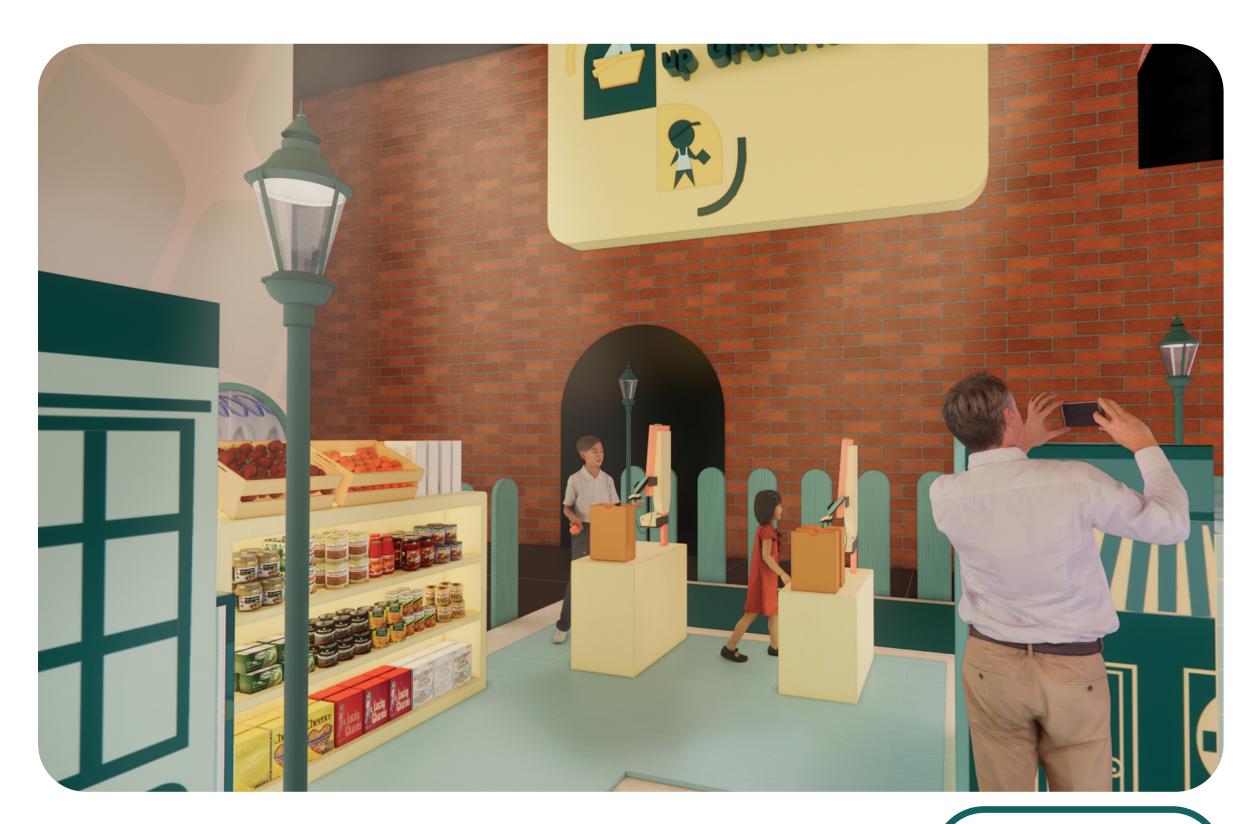
SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Calm Nooks

**DRAWING NUMBER:** 



The grocery store highlights that grocery shopping requires focus and sticking to a list is difficult. This acitivity includes a grocery bingo list that users can cross off on and has fake coins that help understand monetary transactions through a self-checkout counter.



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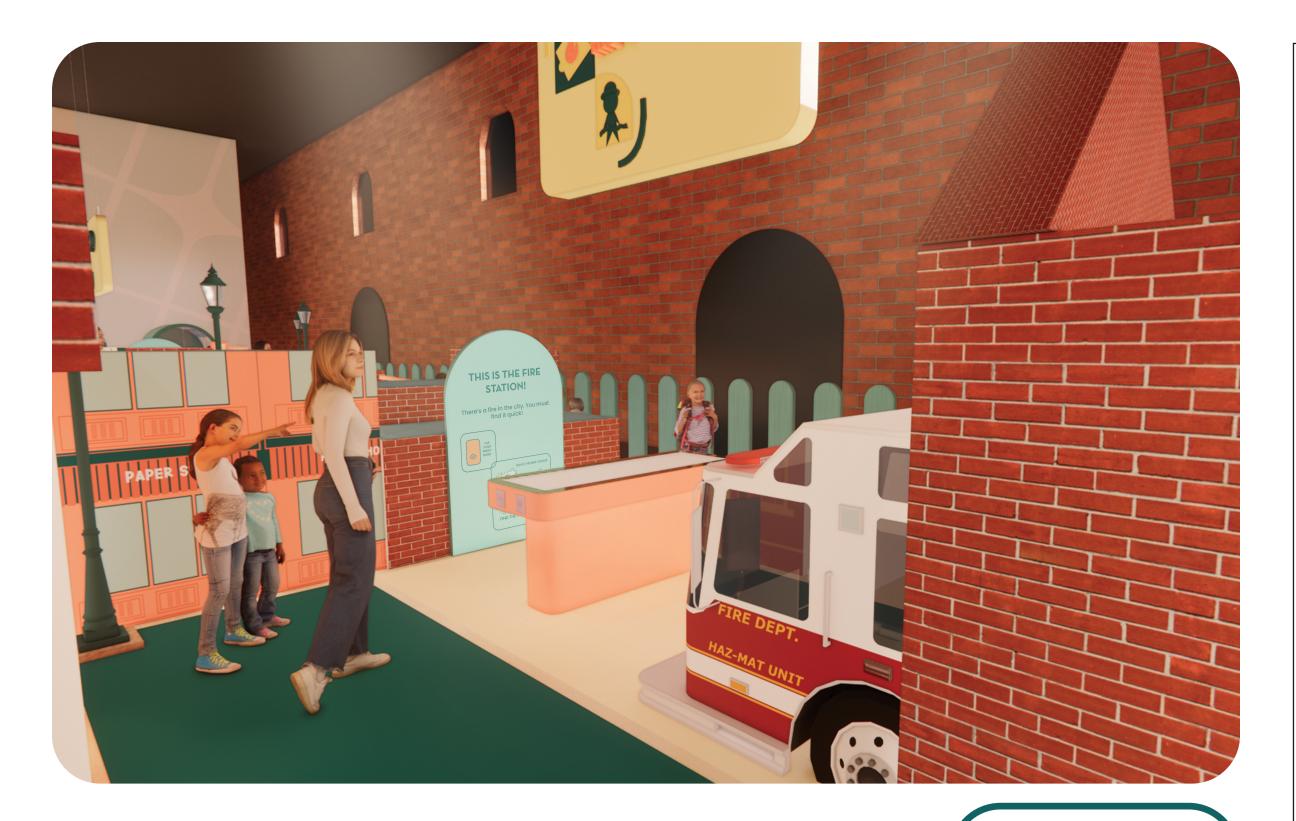
**SCALE:** 

**DATE:** 12 / 13 / 2024

### **DRAWING TITLE:**

Grocery Store Puzzle

## **DRAWING NUMBER:**



The fire station activity establishes the existence of puzzles in every part of life- such as city maps and locationg landmarks. Upon tappping the RFID band on the side of the table, a jigsaw puzzle will pop up. The goal is to solve the puzzle as soon as possible and find the location of the fire in the city. This can be an individual or multi player activity and the number of pieces in the jigsaw are altered based on the number of players.



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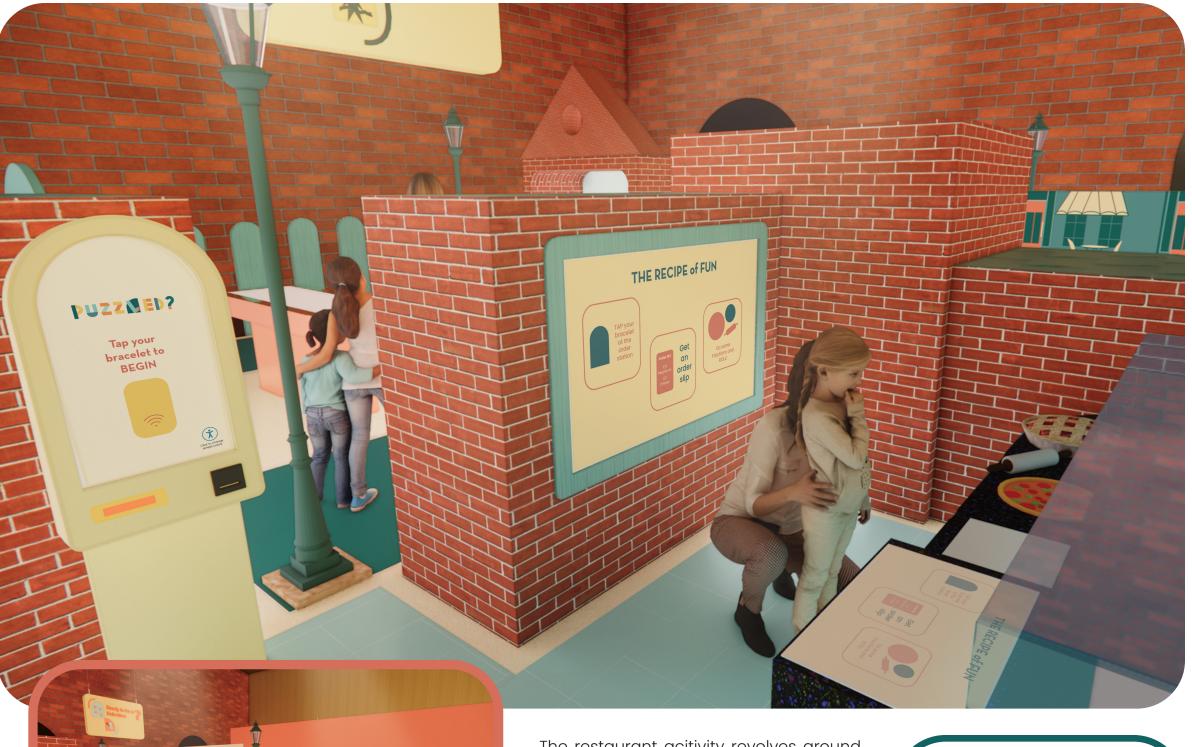
SCALE:

**DATE:** 12 / 13 / 2024

### **DRAWING TITLE:**

Fire Station Puzzle

## **DRAWING NUMBER:**



The restaurant acitivity revolves around math puzzles- mainly fractions and how they are a part of everyday life. The kiosk is a self- order forum and prints our an order slip upon RFID regognition. This order form has a fraction order that kids can have fun with by marking clay pizzas, pies, cakes or using a digital screen for

the same



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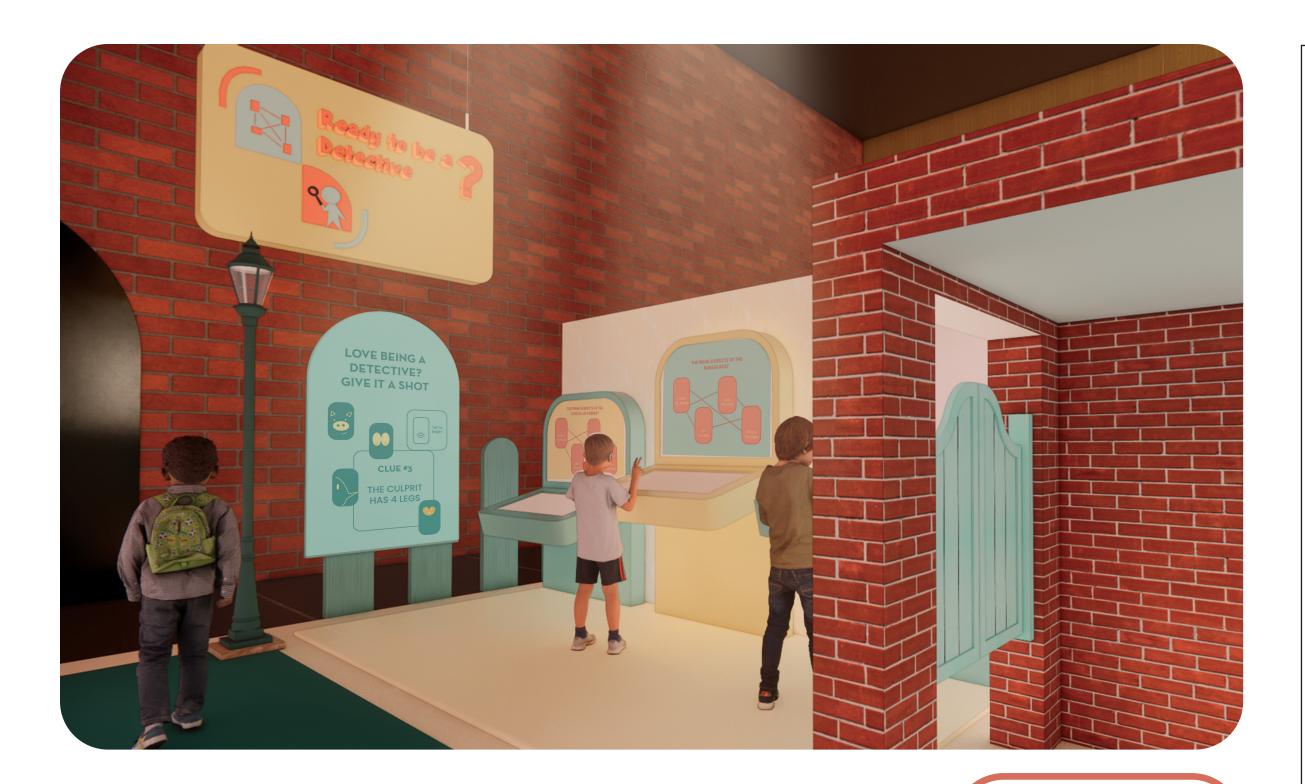
SCALE:

**DATE:** 12 / 13 / 2024

### **DRAWING TITLE:**

**Restaurant Fractions** 

## **DRAWING NUMBER:**



The police station detective activity is inspired by Hasbro's game called "Guess Who?" which gives clues for the users to be able to find the person in question. By putting up a suspect board and integrating a digital system of the game, this activity translates the Hasbro game into a find the culprit game.

**12**Å

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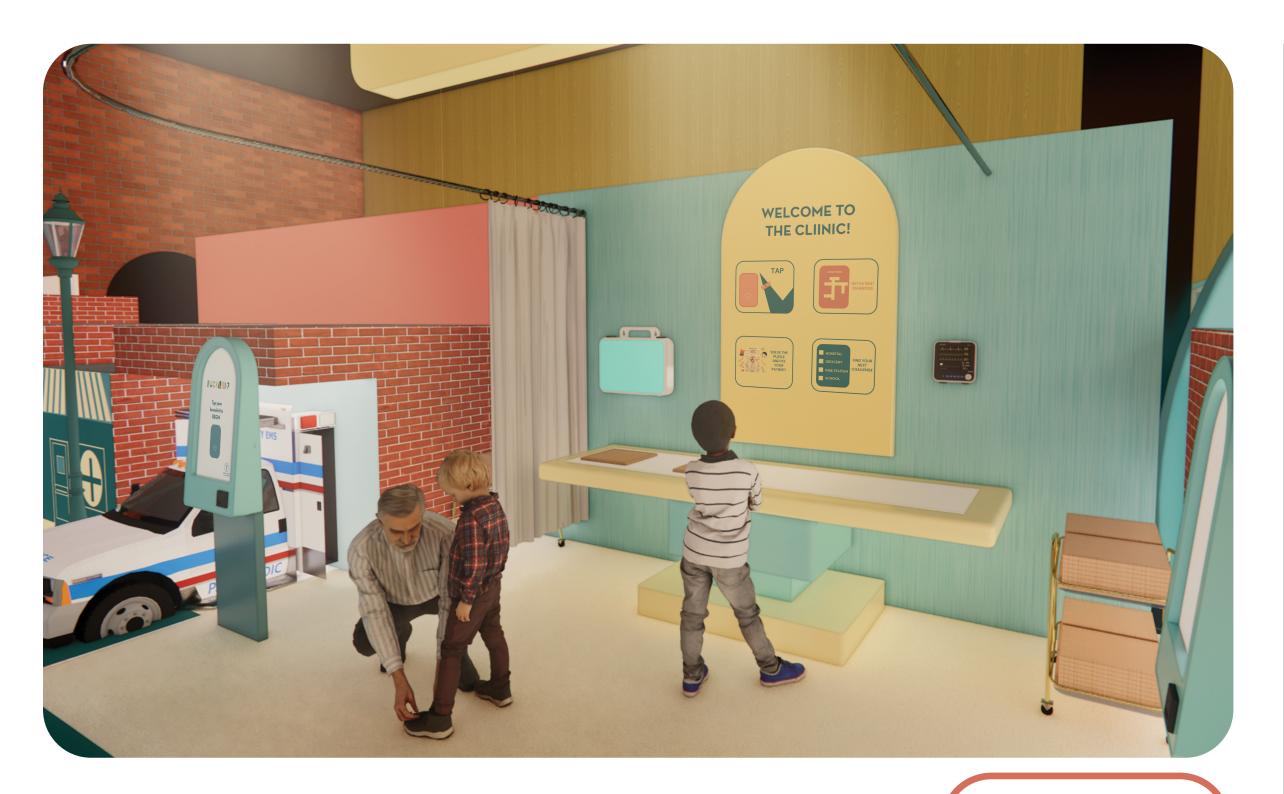
SCALE:

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### **DRAWING TITLE:**

Police Station Puzzle

## **DRAWING NUMBER:**



The Hospital activity has a word puzzle and a montessori intervention that allows kids to learn about organs and organ systems. Upon engaging with the RFID kiosk, the visitors get a word puzzle appropriate for their age group. Once they solve it, they will find certain organs in the puzzle that they can find on the table and fit into the correct spot on a montesorri board shaped a human body with slots for organs and parts.

13A

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SCALE:

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**DRAWING TITLE:** 

Hospital Puzzles

**DRAWING NUMBER:** 



The city space has a lot of shops, markets and stores that create a small maze, allowing children to experience a sense of discovery when they stumble upon an activity area or choose to simply enjoy figuring out the mapping of the space.



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**DRAWING TITLE:** 

City Space

**DRAWING NUMBER:** 



The takeaway space has a tactile kinetic sand pit and zen garden features for tactile play and engagement. The arcade kiosks on the side have a final RFID slot where kids can find out their points, gained by solving or attempting puzzles and the machine will then print out coupons that can be exchanged for a gift at the checkout counter or be redeemed at the Hasbro store through a gift card. This is also the space to return headphones and any extra assets that are handed out on demand at the entrance counter.



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#### **DRAWING TITLE:**

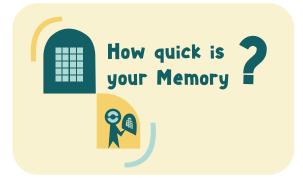
Tactile Takeaway Space

#### **DRAWING NUMBER:**





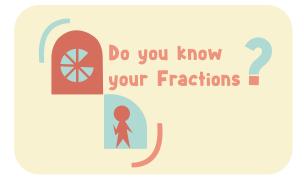














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#### **KEY PLAN**

**DRAWN BY:** Sakshi Lokhande

**SCALE:** 

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Area Overviews

**DRAWING NUMBER:** 



# **GRAPHIC TYPE LIST**

A	Powder Coated Aluminum with dye-sublimation on aluminum by ALTO®
В	2" Mineral Painted Acrylic
С	6" Bamboo perforated acoustic panel with clear laminate
D	Direct printed acrylic
E	Painted Mural Graphic
F	1" Clear Acrylic
G	1.5" Mineral Painted bamboo wood
Н	Direct silicone ink print on recycled rubber
I	6" acrylic panel

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SCALE:

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**DRAWING TITLE:** 

Graphic Type List

DRAWING NUMBER:

# **GRAPHIC SCHEDULE**

EXTERIOR AREA (00)	SIGN TYPE	DESCRIPTION
00A.01.GR01	Α	Flat welcome graphic

INTRODUCTORY AREA (01)	SIGN TYPE	DESCRIPTION
01A.01.GR01	E	Flat welcome graphic mural
01A.01.GR02	В	Raised shapes following the language of the space
01A.01.GR03	С	Painted perforated bamboo panel with graphic inserts
01A.01.GR04	В	Exhibit elements inserted within perforated wall
01A.02.GR01	E	Flat painted wall mural
01A.02.GR02	В	3D acrylic shapes

WAIT AREA (02)	SIGN TYPE	DESCRIPTION
02A.01.GR01	С	Mineral painted perforated bamboo
02A.01.GR02	В	3D acrylic shapes
02A.02.GR01	I	Info panel
02A.02.GR02	В	Info panel 3D shapes

CORRIDOR (03)	SIGN TYPE	DESCRIPTION
03A.01.GR01	A, B & F	Info Panel
03A.01.GR02	E	Flat Painted Wall Mural
03A.01.GR03	В	3D acrylic shapes
03A.01.GR04	G	Comfort Path
03A.01.GR05	A & B	Directional Signage
03A.02.GR01	В	3D acrylic shapes- Wall Fidgets
03A.03.GR01	В	3D acrylic shapes- Wall Fidgets

MEMORY ROOM (04)	SIGN TYPE	DESCRIPTION
04A.01.GR01	I	Area Identification Panel
04A.01.GR02	В	3D Туре
04A.02.GR01	E	Painted Wall Mural
04A.02.GR02	E	Painted Wall Mural

WAIT AREA (05)	SIGN TYPE	DESCRIPTION
05A.01.GR01	I	Info Panel
05A.01.GR02	В	3D acrylic shapes and type

TREASURE HUNT (06)	SIGN TYPE	DESCRIPTION
06A.01.GR01	I	Area Identification Panel
06A.01.GR02	В	3D Туре
06A.02.GR01	E	Painted Wall Mural
06A.03.GR01	D	Info panel
06A.04.GR01	Е	Painted Wall Mural

SENSORY ROOM (07)	SIGN TYPE	DESCRIPTION
07A.01.GR01	E	Painted Wall Mural

CITY ADVENUTRE (08)	SIGN TYPE	DESCRIPTION
08A.01.GR01	Е	Painted Wall Mural
08A.02.GR01	I	Area Identification Panel
08A.02.GR02	В	3D Туре

GROCERY STORE (09)	SIGN TYPE	DESCRIPTION
09A.01.GR01	D	Info Panel
09A.02.GR01	I	Area Identification Panel
09A.02.GR02	В	3D Туре

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SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Graphic Schedule

DRAWING NUMBER:

# **GRAPHIC SCHEDULE Contd.**

RESTAURANT (11)	SIGN TYPE	DESCRIPTION
11A.01.GR01	D	Info Panel
11A.02.GR01	I	Area Identification Panel
11A.02.GR02	В	3D Туре
11A.03.GR01	D	Info Panel

POLICE STATION (12)	SIGN TYPE	DESCRIPTION
12A.01.GR01	Е	Painted Wall Mural
12A.02.GR01	D	Info Panel
12A.03.GR01	I	Area Identification Panel
12A.03.GR02	В	3D Туре

	HOSPITAL (13)	SIGN TYPE	DESCRIPTION
-	13A.01.GR01	А	Info Panel
	13A.02.GR01	I	Area Identification Panel
	13A.02.GR02	В	3D Туре

TAKEAWAY (15)	SIGN TYPE	DESCRIPTION
15A.01.GR01	E	Painted Wall Mural
15A.02.GR01	I	Area Identification Panel
15A.02.GR02	В	3D Туре
15A.03.GR01	A	Exit Graphic

SIGN TYPE	DESCRIPTION
A	Graphic Facades for Buildings
Α	Graphic Facades for Buildings
А	Graphic Facades for Buildings
Α	Graphic Facades for Buildings
Α	Graphic Facades for Buildings
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**DRAWING TITLE:** 

Graphic Schedule Contd.

**DRAWING NUMBER:** 

# MEDIA/ AV SCHEDULE

Area (01)	MEDIA TYPE	DESCRIPTION		
Digital Kiosks		RFID set up and check-in kiosks		
Area (04)				
04A.01.AV01 - 02 Memory Tile Interactive		Flip tile memory game interactive		
Area (05)	,			
05A.01.AV01	Projection Mapping	Wait space projection mapping puzzle		
Area (07)	1	1		
07A.01.AV01	Projection Mapping	Projection Mapping sensory puzzle		
Area (08)	1	1		
08A.01.AV01 - 03 AV Screen Interactive		Calm nook with audio visual feature		
Area (10)	-			
10A.01.AV01	Digital Table Interactive	Digital RFID enabled table screen		
Area (11)	1	1		
Digital Table screen		Digital table touchscreen		
Area (12)				
12A.01.AV01 - 03	Touch screen enabled kiosk	Touch screen and a digital screen		
Area (15)	1	1		
15A.01.AV01 - 03	Digital kiosks	Digital kisoks for end of experience benefits		
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Media Schedule

DRAWING NUMBER:

# MATERIAL SCHEDULE

MATERIAL	CODE	LOCATION	DESCRIPTION	THUMBNAIL
Wood Laminate	X-WL-01	Introductory Area 01, Treasure Hunt 06, Wait Space 02	Laminated bamboo wood furniture and fixtures	
Frosted Acrylic	X-FA-01	Memory Room 04, Treasure Hunt 06	1" Frosted Acrylic Windows	
Acoustic Panels	X-AP-01	Memory Room 04 , Treasure Hunt 06, Sensory Room 07	6" Sound proof acoustic panels in custom shapes	
Frosted Glass	X-FG-01	Memory Room 04	1" Frosted glass automated doors	
Suspension Cables	X-SC-01	Memory Room 04, Treasure Hunt 06, The City 14	12' Suspension cables holding hanging area introduction panels	
Recycled Rubber	X-RR-01	Memory Room 01, Treasure Hunt 06, Sensory Room 07	6" wide Recycled rubber skirting trims for drywall	

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#### **DRAWING TITLE:**

Material Schedule

#### DRAWING NUMBER:

# MATERIAL SCHEDULE Contd.

Recycled Rubber	X-RR-02	The City 14	Recycled rubber for flooring	
Acoustic Carpet	X-AC-01	Memory Room 04, Treasure Hunt 06, Sensory Room 07	Sound containing carpets for active spaces	
Silicone Stretch Fabric	X-SE-01	Calm Nooks 07 - 08	Seating covers	
PVC Flooring	X-PV-01	Takeaway Tactile Space 15	Easy to clean flooring sheets	
Textured Rubber	X-TR-01	The City 14	Roofing- slip proof grippy texture	
Printed Vinyl Flooring	X-VY-01	Grocery 9, Fire Station 10, Restaurant 11	Tile printed vinyl flooring for rough use	

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A Game Room Puzzle Adventure for Kids

#### ST. ANN'S WAREHOUSE

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**SCALE:** 

**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

Material Schedule Contd.

#### DRAWING NUMBER:

# LIGHTING SCHEDULE

CODE	ТҮРЕ	MANUFACTURER	DESCRIPTION	THUMBNAIL
L1	Colorsource Ambient Par lights	ETC Lights	Numerous diffusion and beam-shaping lenses, 15-bit virtual dimming engine	Ultra-quiet cooling
L2	Spotlights on Track	Chauvet	6 adjustable, quad- color (RGBW) heads, works with a wireless remote control	
L3	Pendant Light with multiple Luminaires	Sonneman	Suspenders 12 Light LED Linear Chandelier and option to add luminaires, dimming feature	
L4	LED Wall Washer	Alcon	Rotatable LED Suspended Linear Light wall washer with dimming feature	
L5	Motion Lights	N/A	Fabricator to advise	N/A
L6	Projector	Epson	LightScene 110 3LCD Laser Projector	

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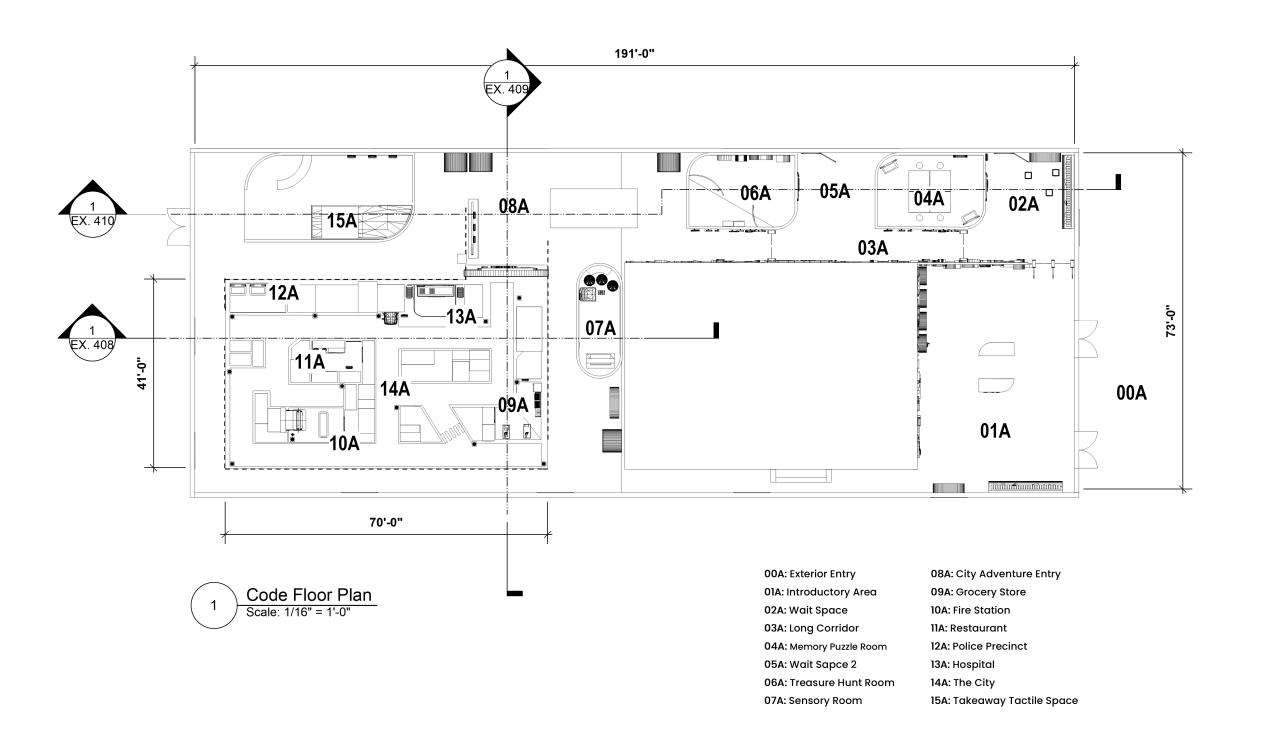
DRAWING TITLE:

Lighting Schedule

DRAWING NUMBER:



# **CODED FLOOR PLAN**



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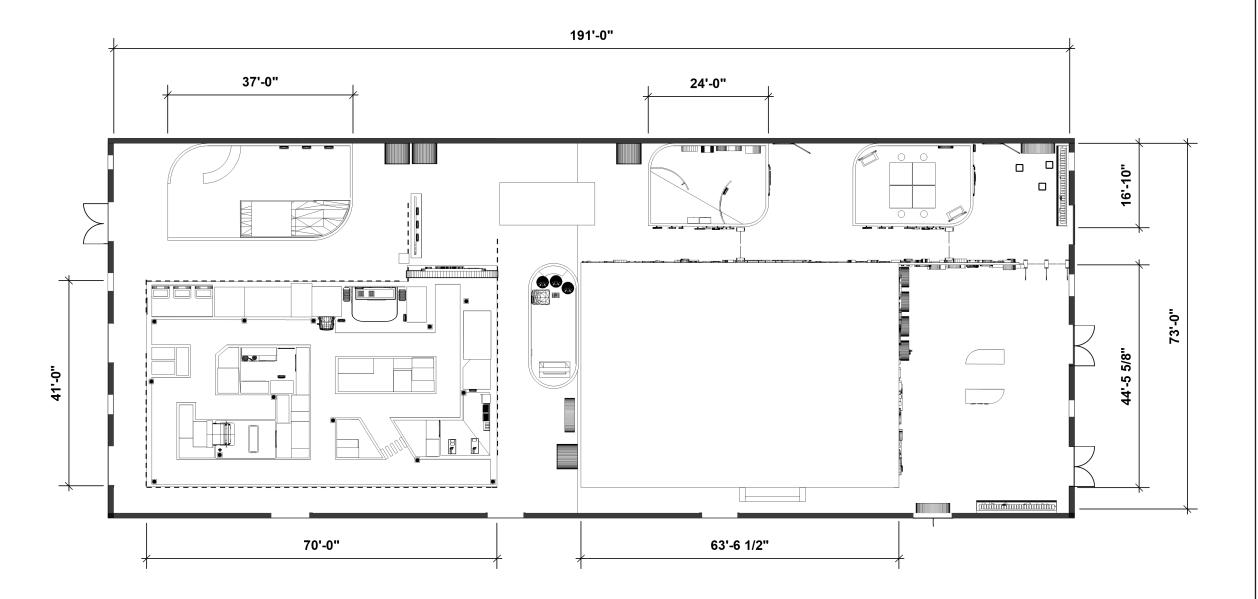
**DRAWING TITLE:** 

Coded Floor Plan

**DRAWING NUMBER:** 

# **DIMENSION PLAN**

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



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SCALE:

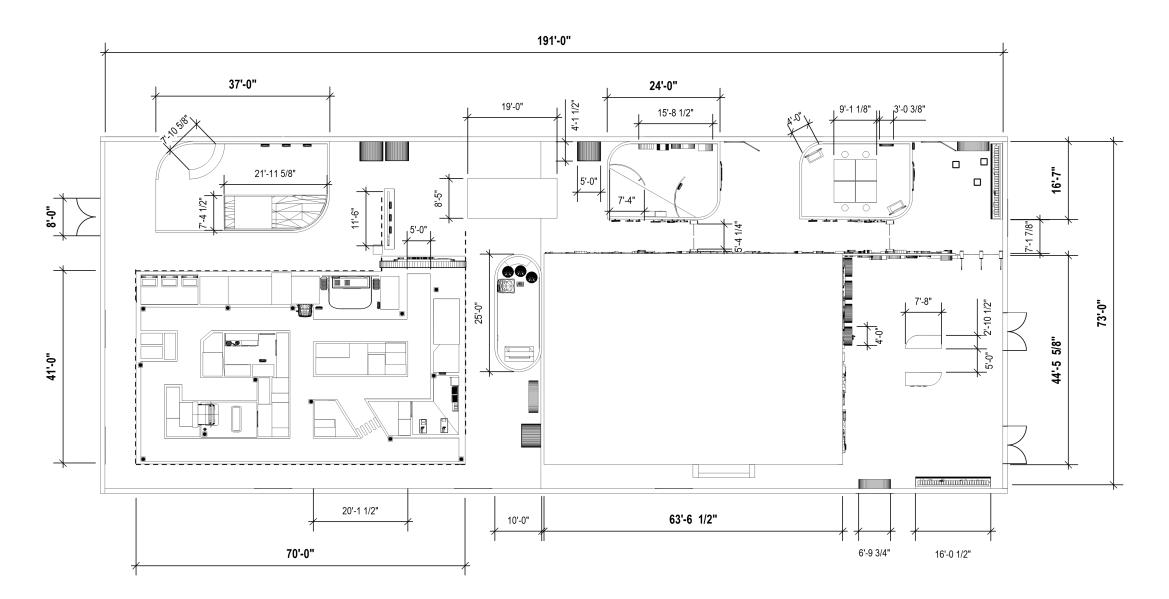
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Dimension Plan

**DRAWING NUMBER:** 

# **DETAIL DIMENSION PLAN**



Detail Dimension Plan
Scale: 1/16" = 1'-0"

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SCALE:

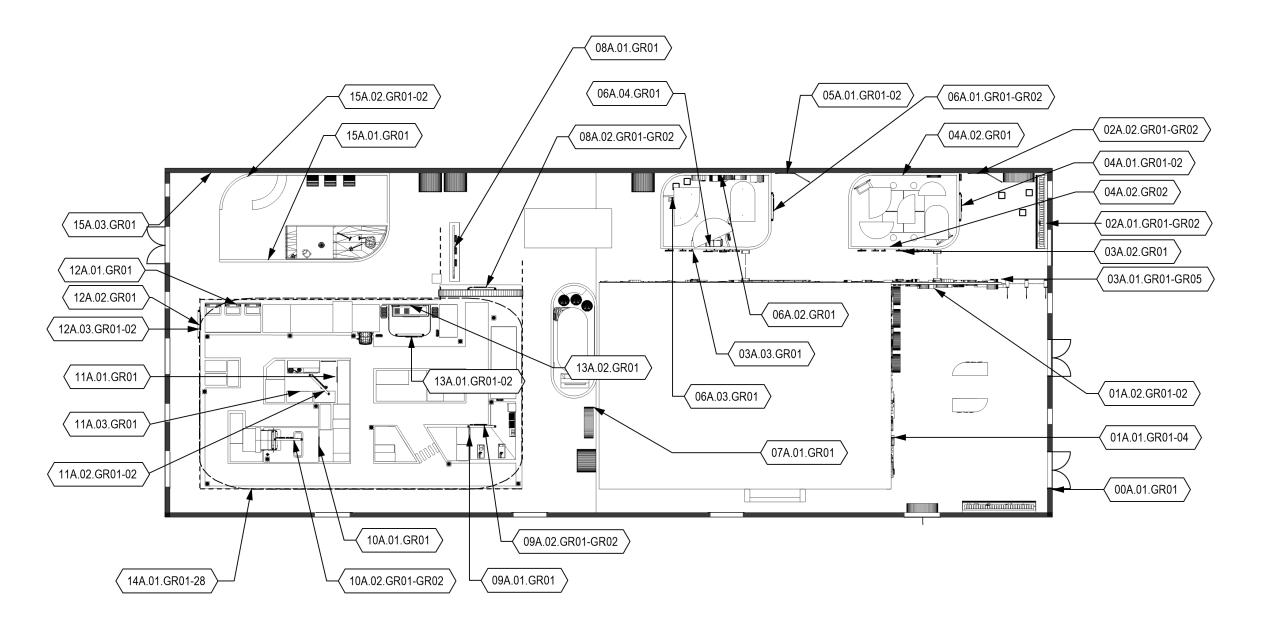
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Detail DImension Plan

**DRAWING NUMBER:** 

# **GRAPHIC LOCATION PLAN**



1 Graphic Location Plan
Scale: 1" = 20'-0"

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**SCALE:** 

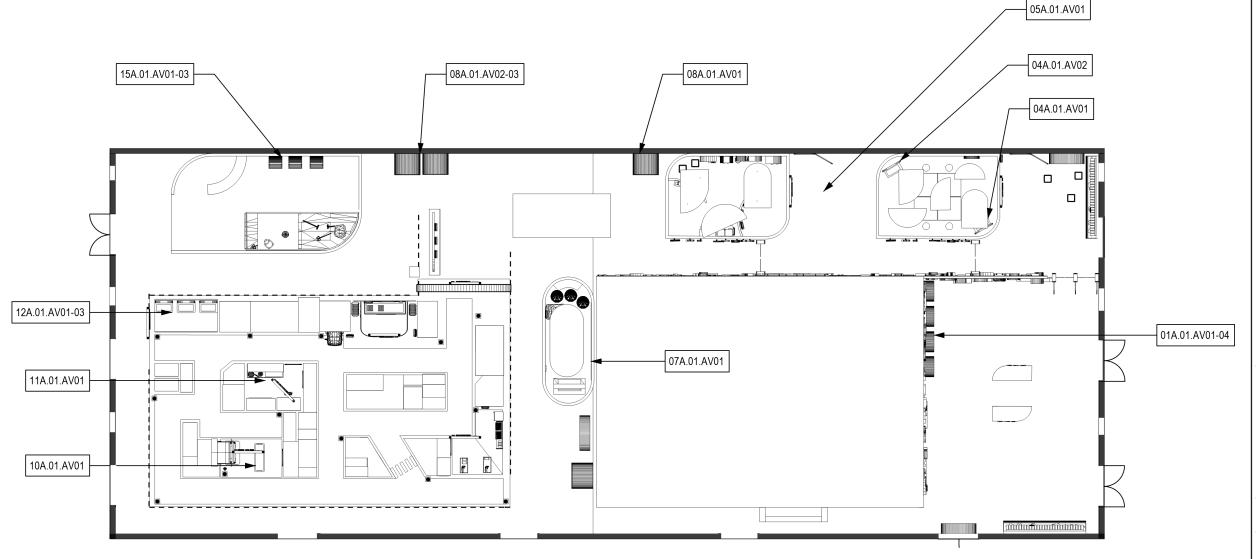
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Graphic Location Plan

DRAWING NUMBER:

# MEDIA/ AV LOCATION PLAN



1 Media/ AV Plan
Scale: 1/16" = 1'-0"

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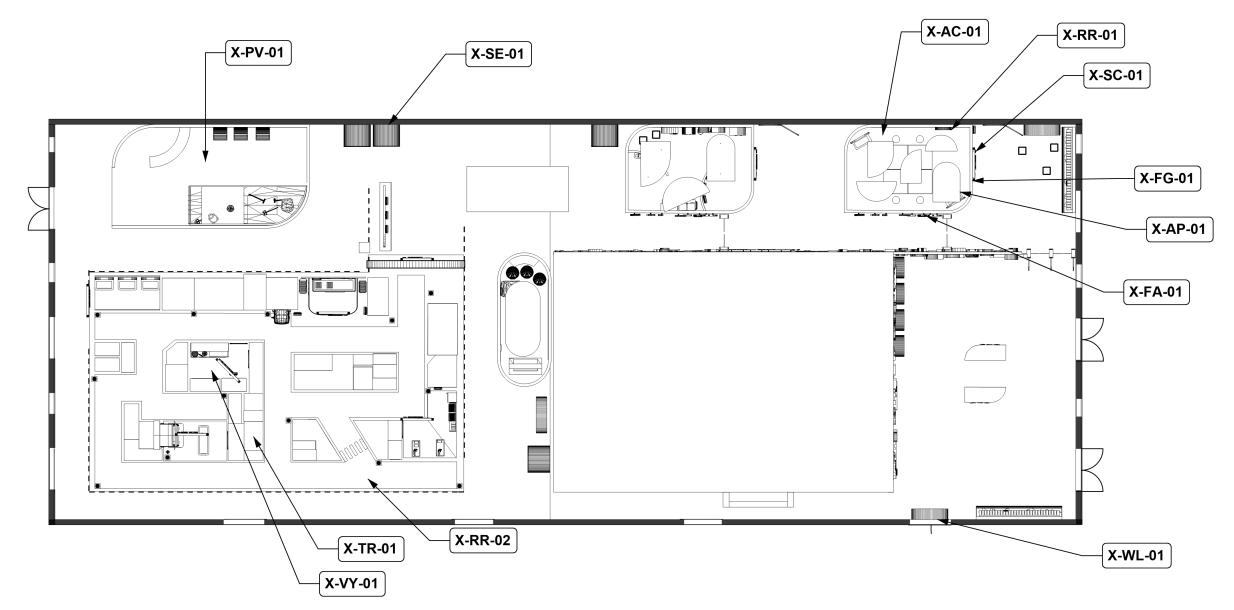
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**DRAWING TITLE:** 

Media Location Plan

**DRAWING NUMBER:** 

# MATERIAL PLAN



# Material Plan Scale: 1/16" = 1'-0"

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SCALE:

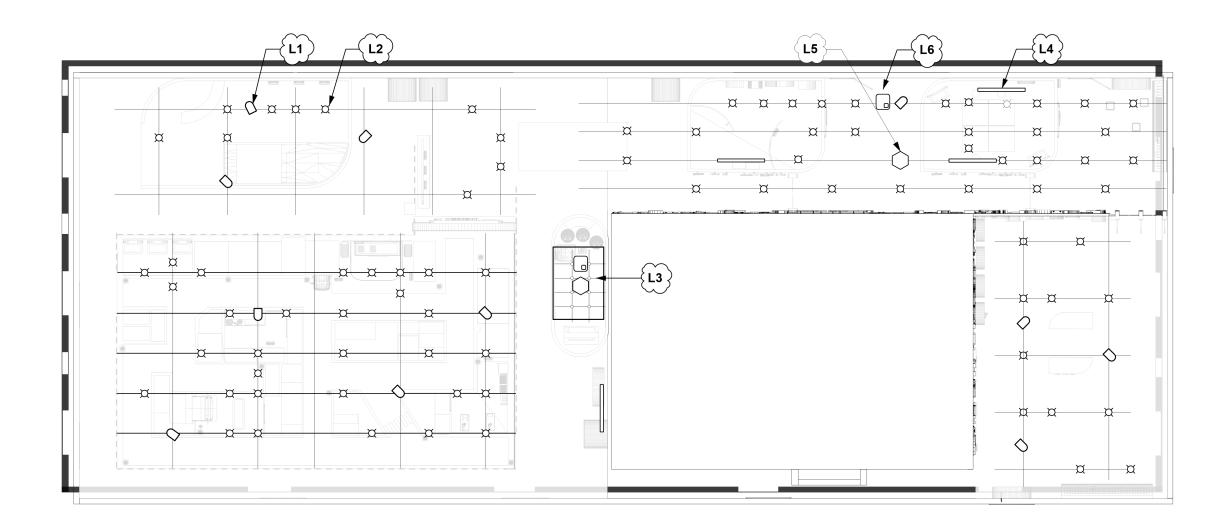
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Material Plan

**DRAWING NUMBER:** 

# REFLECTED CEILING PLAN



Lighting Plan
Scale: 1:160

- L1 Colorcource Par L2 - Spotlights tracks
  - L3 Pendant light
  - L4 Wall Washers- suspended
- L5 Motion Lights
- - L6 Laser Projector

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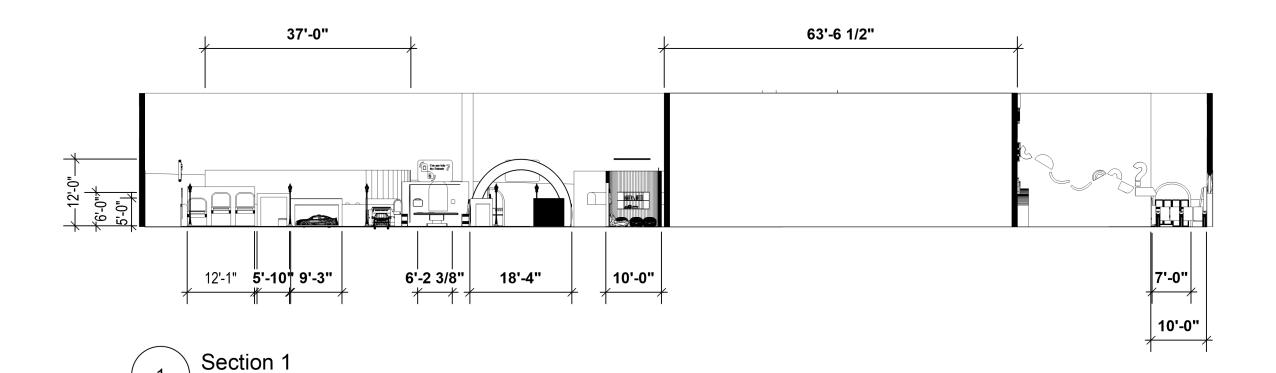
**DRAWING TITLE:** 

Reflected Ceiling Plan

**DRAWING NUMBER:** 

# **SECTION 1**

Scale: 1:200



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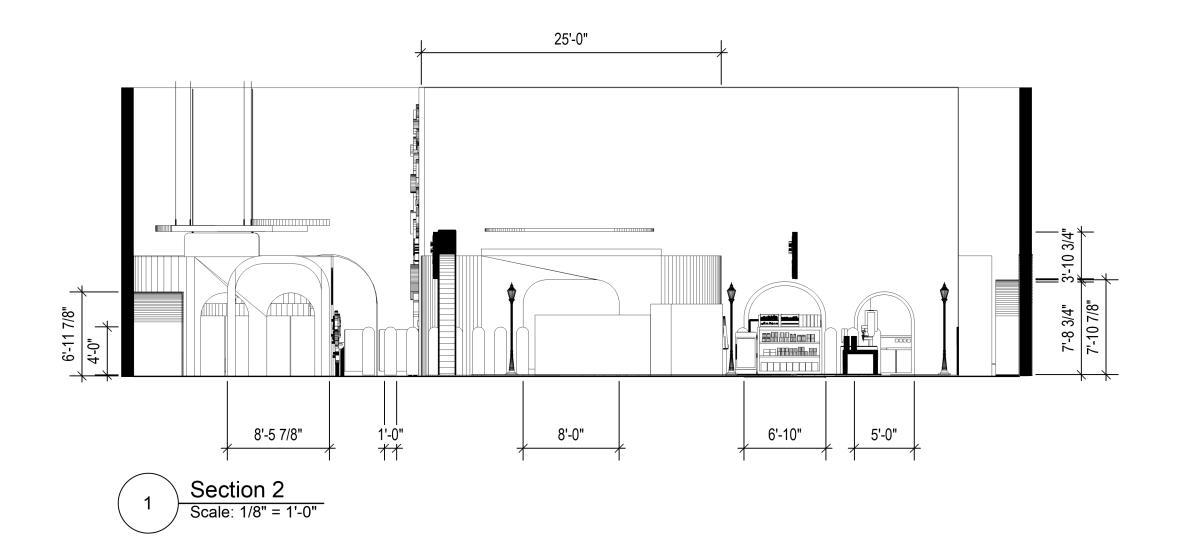
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Section 1

DRAWING NUMBER:

# **SECTION 2**



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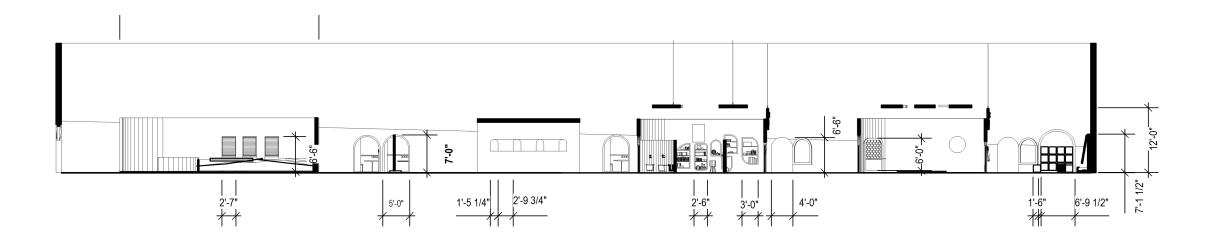
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Section 2

DRAWING NUMBER:

# **SECTION 3**





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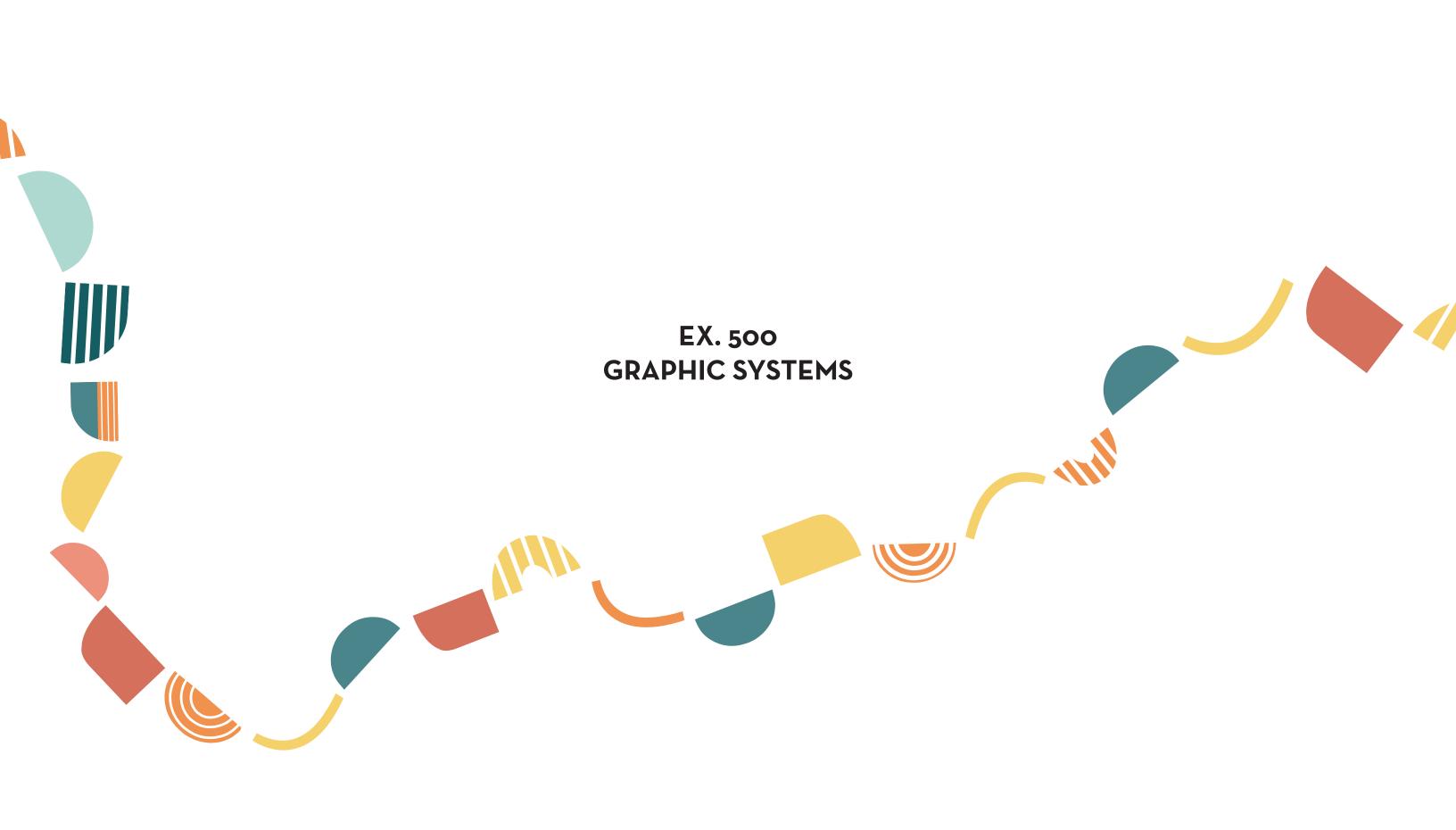
SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Section 3

DRAWING NUMBER:



### VISUAL COMMUNICATION BRIEF

The graphic look and feel for **Puzzled?** is heavily inspired by the arches of the St. Ann's warehouse and the playfulness of children's spaces that often showcase a softness in the structures within the space. The rounded edges add a sense of comfort and invite kids to play and enjoy. Using these shapes paired with the shapes and textures of the wooden blocks puzzles that children use, especially in Montessori and special education, adds a playfulness to the visuals but also makes it visually representative of the experience.

The color palette is not jarring to the eye but also has a playfulness to it. Through research, it has been noted that blues help add calming tones to the space while orange helps creativity. Pastels also induce calmness and enable relaxation. Brighter colors help maintain focus and drive away attention issues.

The fonts used in this exhibit are readable with a larger x-height and are sans serif for better visibility for all. Starlight is playful but is not very complicated to read and is great for the branding of a children's space. On the other hand, Poppins has a larger x-height and has a roundness to it that goes well with the visual identity of the space.

One of the patterns has been derived from the code langauge developed specially for the space using the above mentioned shapes and the arches also make up another pattern commonly used on wall murals within the experience space.

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#### **KEY PLAN**

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**SCALE:** 

**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

Visual Communication Brief

#### **DRAWING NUMBER:**

# VISUAL COMMUNICATION ELEMENTS



Environmental and Promotional Graphic Elements



Spatial Visual Language

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#### **DRAWING TITLE:**

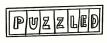
Visual Communication Elements

#### **DRAWING NUMBER:**

# **CONCEPT SKETCHES**







PUZZLED?











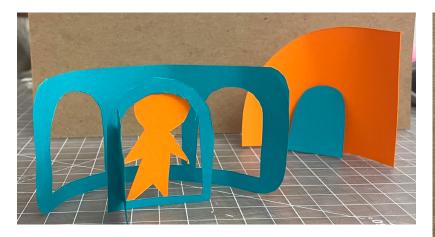




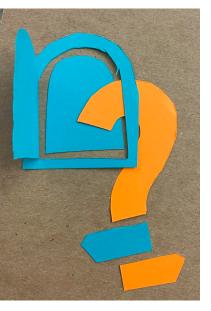












DIRECTIONS

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INFO PANELS

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HIDE &

REVEAL

PROPS, TOOLS

PRIZES





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**DRAWING TITLE:** 

Concept Ideations

**DRAWING NUMBER:** 

### **BRAND COLORS AND TYPEFACE**

#### **COLORS**





#### **TYPE**

Starlight - Headlines Regular

Aa B b Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz !? / \ \ . . : ; " `

Neutra Text- Sub Heads Bold

Aa B b Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz !?/\,.:;"'

Poppins - Body Text Regular

Aa B b Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz !?/\,.:;"'

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SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Color and Type Details

**DRAWING NUMBER:** 

# **BRAND IDENTITY**



A Game Room Puzzle Adventure for Kids

| Neutra - Book Alt

### Logo Variations



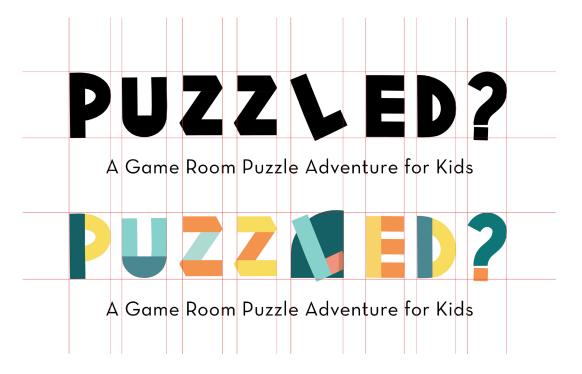
A Game Room Puzzle Adventure for Kids



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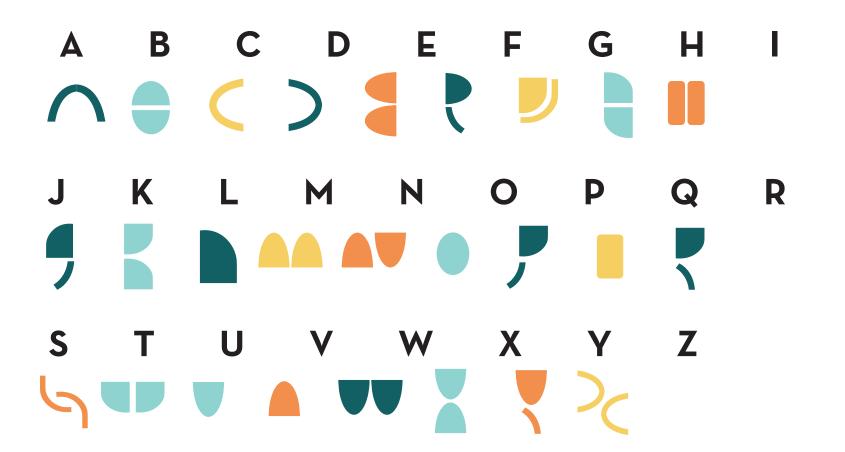
**DATE:** 12 / 13 / 2024

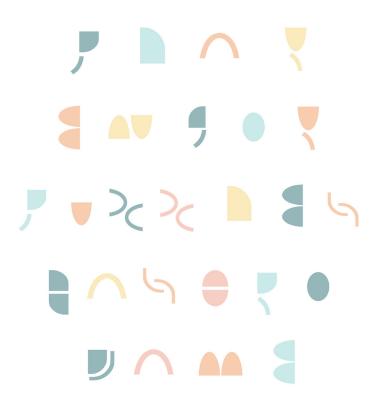
#### **DRAWING TITLE:**

Brand Identity - Logo Study

#### **DRAWING NUMBER:**

# **CODE LANGUAGE - PATTERN**





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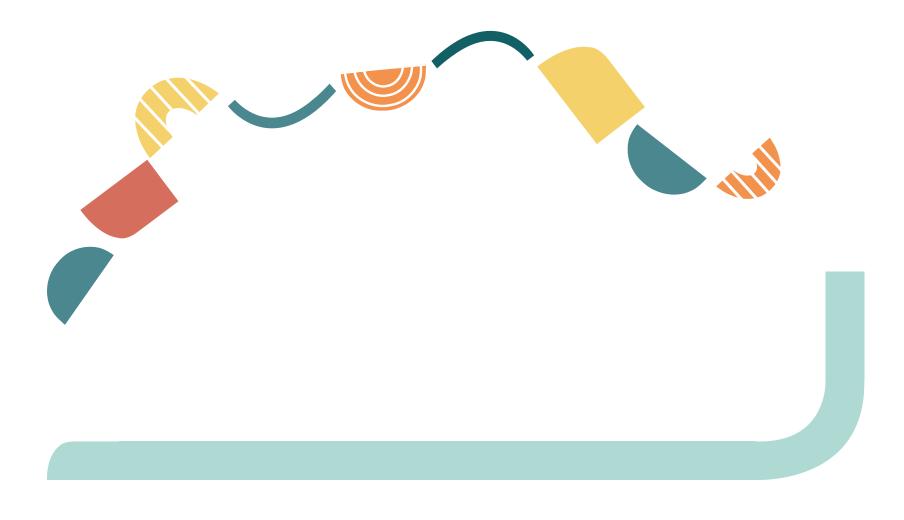
**DRAWING TITLE:** 

Code language Pattern

**DRAWING NUMBER:** 

# **LINE SYSTEM - PATHS**

Directional Paths for easy navigation of the overall space, creating an easy to follow flow.



### **Adventure Path**

Takes you to the next activity space

# **Sensory Path**

Leads you to the sensory room and calm rooms

### **Exit Path**

Highlights the way to the nearest exit

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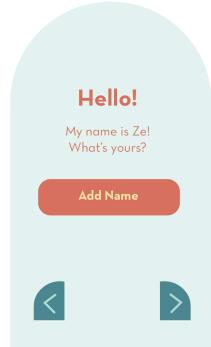
#### **DRAWING TITLE:**

Wayfinding Pathways

#### **DRAWING NUMBER:**

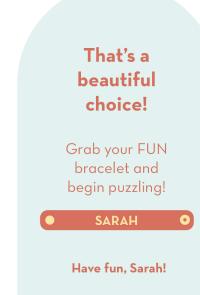
# **DIGITAL STORYBOARD**











Introductory Kiosk Digital Storyboard







Digital Kiosks home screen designs

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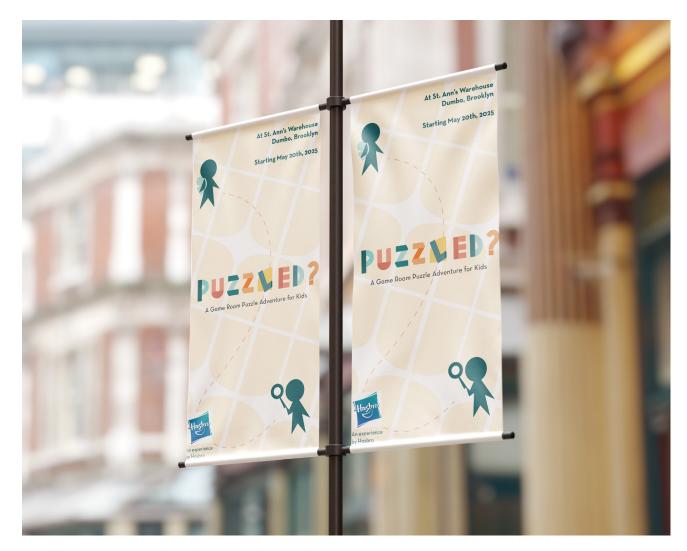
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Digital Storyboard

**DRAWING NUMBER:** 

# WAYFINDING COMPONENT APPLICATION



Street Banners to engage with commuters and pedestrians



Subway posters for daily NYC commuters and transit staff

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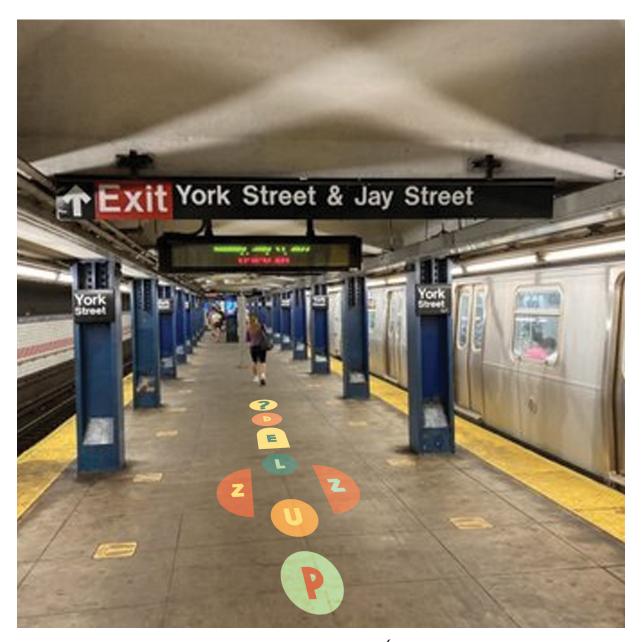
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**DRAWING TITLE:** 

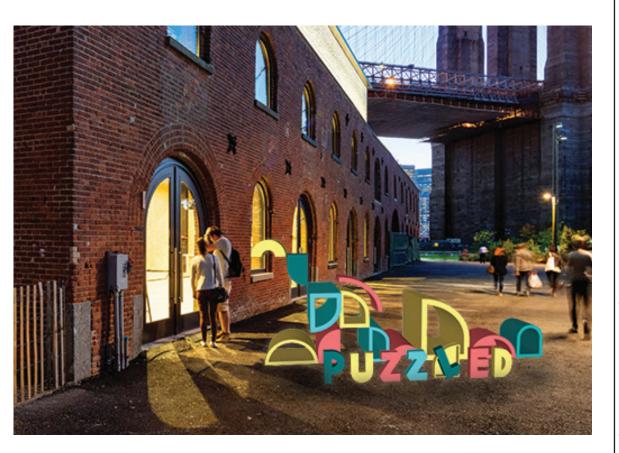
Wayfinding Application

**DRAWING NUMBER:** 

# WAYFINDING COMPONENT APPLICATION



Engaging with nearby subway stations (such as the York street subway station) through colorful hopscotch patterns contrasting with darb subway flooring



Activating the outside of the Warehouse for attracting the crowd from Dumbo, the pier and the restaurants at Empire Stores Building nearby.

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**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

City Wayfinding Application

#### **DRAWING NUMBER:**

# **COLLATERALS**









# Sakshi Lokhande

MA Exhibition and Experience Design

Fashion Institute of Technology School of Graduate Studies 227 W 27th Street NY-10001



A Game Room Puzzle Adventure for Kids

#### ST. ANN'S WAREHOUSE

45 Water Street, Dumbo Brooklyn, NY- 11201

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#### **KEY PLAN**

**DRAWN BY:** Sakshi Lokhande

SCALE:

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

**Brand Collaterals** 

**DRAWING NUMBER:** 

# **DIGITAL COMPONENTS**



Pre-visit digital opportunities through website and emailers. Experience guides can help facilitators and educators prepare for the experience and allows the children to have an idea of what is come so they can prepare for that environment.



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#### **KEY PLAN**

**DRAWN BY:** Sakshi Lokhande

**SCALE:** 

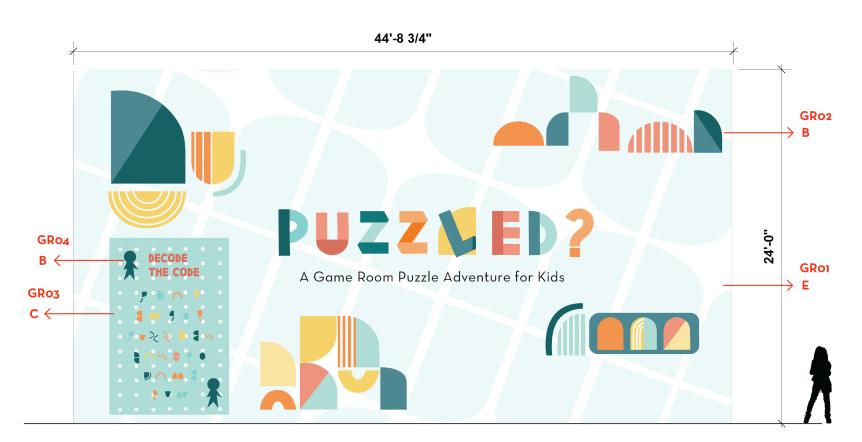
**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Digital Components

**DRAWING NUMBER:** 



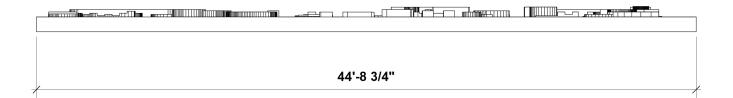


24'-0"

Front View- Intro Graphic Wall

Scale: 3/16" = 1' - 0"

2 Left Elevation- Intro Graphic Wall Scale: 3/16" = 1' - 0"



Top View- Intro Graphic Wall
Scale: 3/16" = 1' - 0"

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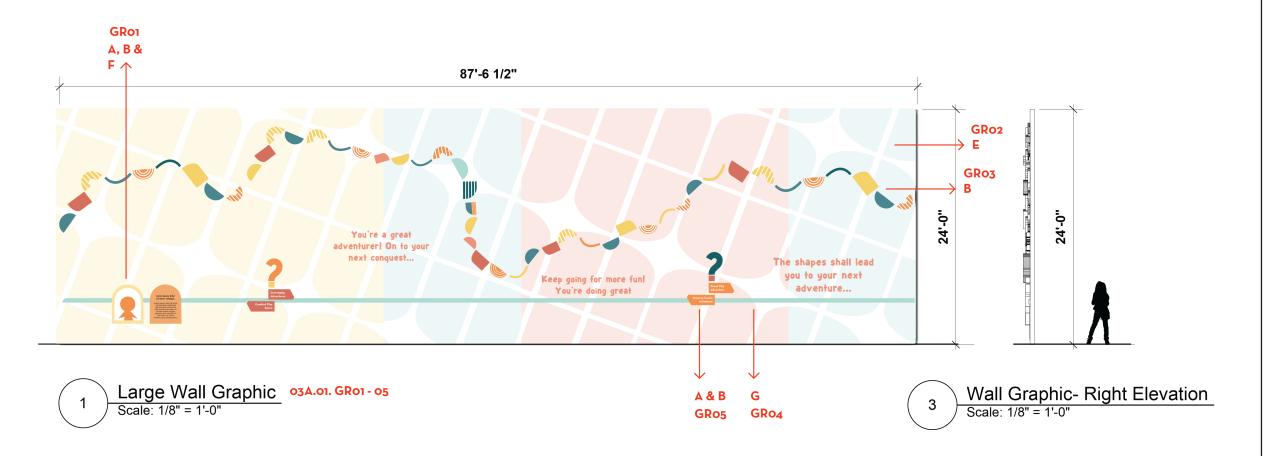
**SCALE:** 3/16" = 1'- O"

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Introduction Graphic

**DRAWING NUMBER:** 



Wall Graphic- Top View
Scale: 1/8" = 1'-0"

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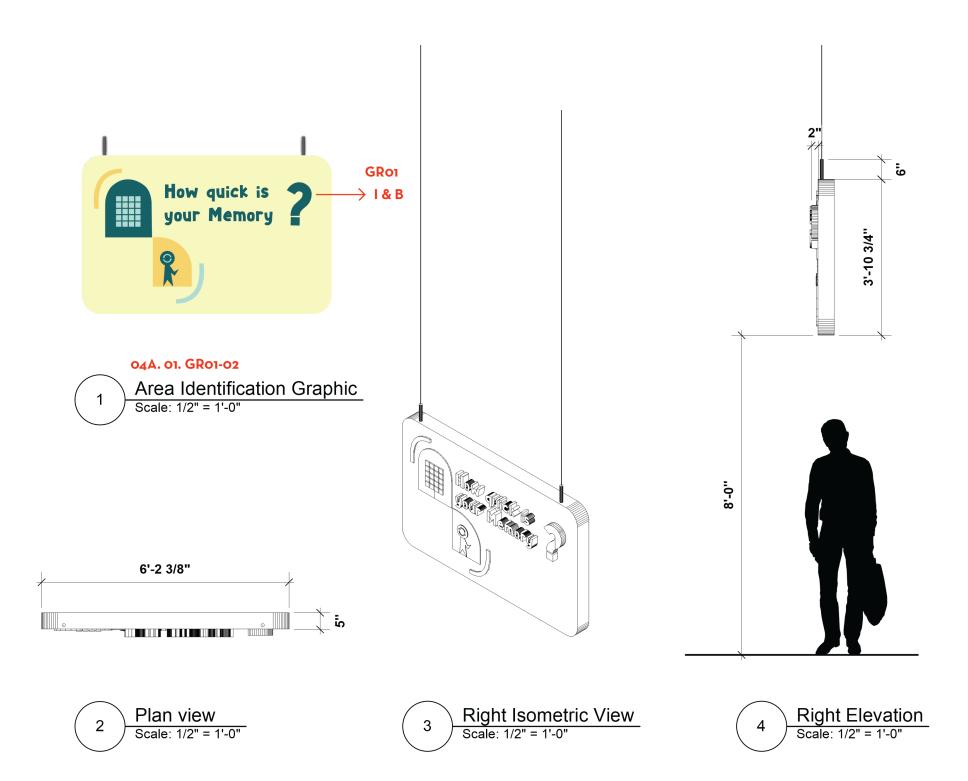
**SCALE:** 1/8" = 1' - O"

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

Large Wall Mural

**DRAWING NUMBER:** 



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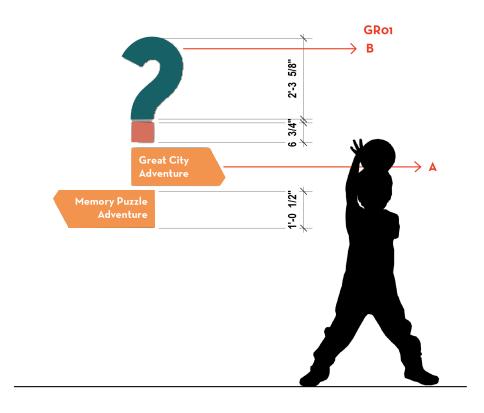
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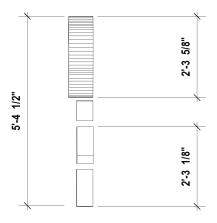
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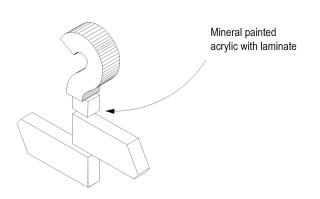
**DRAWING TITLE:** 

Area Identification

DRAWING NUMBER:







Directional SIgnage

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

O3A. 01. GR05

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

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

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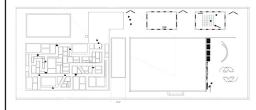




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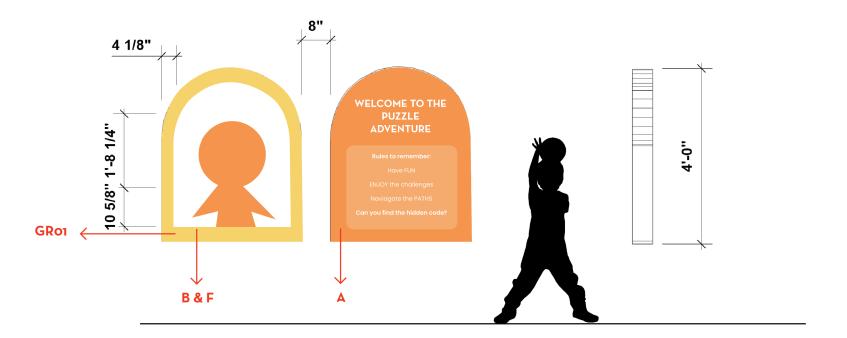
**SCALE:** 1/2" = 1'- O"

**DATE:** 12 / 13 / 2024

**DRAWING TITLE:** 

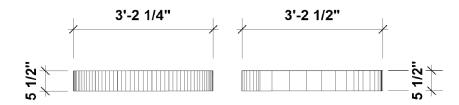
Directional Signage

DRAWING NUMBER:



1 Entrance Info Panel o3A. 01. GR01 Scale: 1/2" = 1'-0"

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



9 Plan View
Scale: 1/2" = 1'-0"

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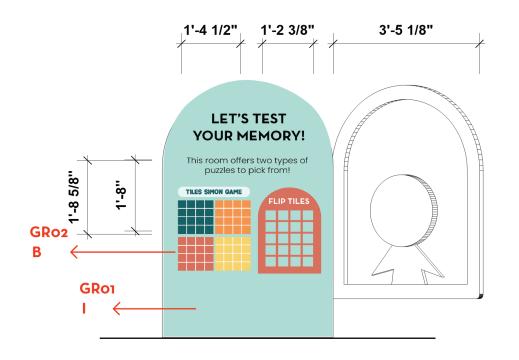
**SCALE:** 1/2" = 1' - O"

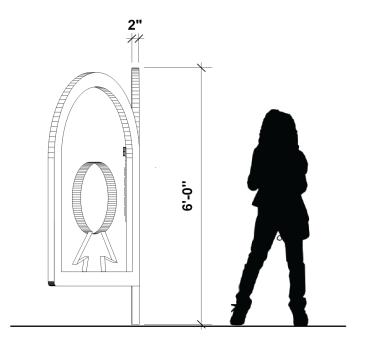
**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

Graphic Information Panels 1

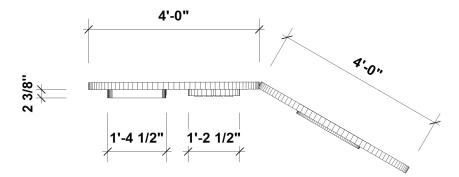
#### DRAWING NUMBER:













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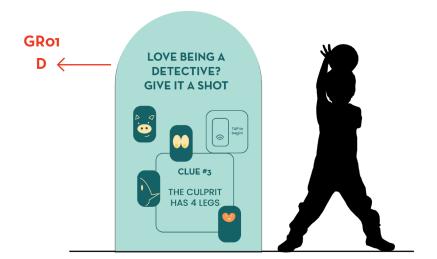
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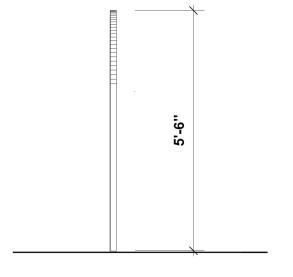
**DATE:** 12 / 13 / 2024

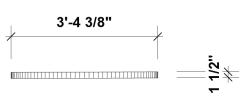
**DRAWING TITLE:** 

Graphic Information Panels 2

DRAWING NUMBER:







Flat info panels- City Adventure

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

12A. 02. GR01

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

3 Plan View
Scale: 1/2" = 1'-0"

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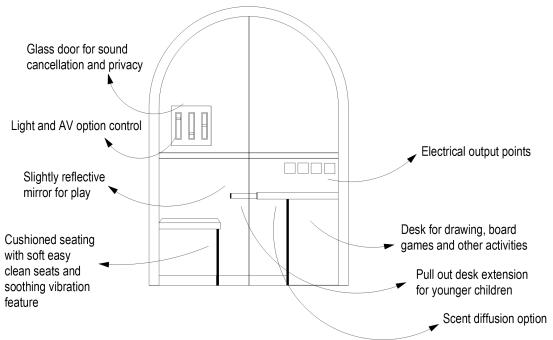
**SCALE:** 1/2" = 1' - O"

**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

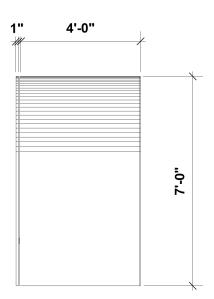
Graphic Information Panels 3

#### DRAWING NUMBER:

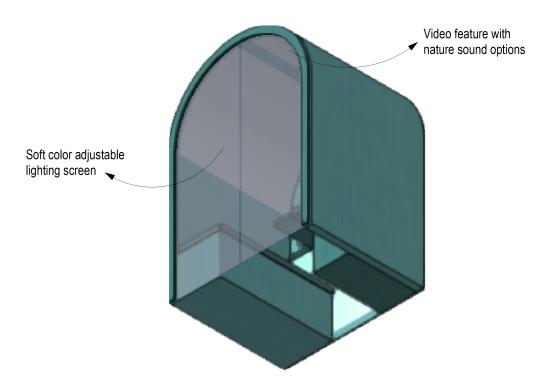


Detailed Front View- Calm Corner

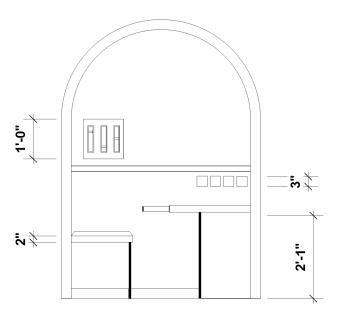
Scale: 1/2" = 1'-0"



2 Right Elevation
Scale: 3/8" = 1'-0"



3 Lower Right Iso- Ceiling details
Scale: 1/2" = 1'-0"



Detailed Front View- Calm Corner

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

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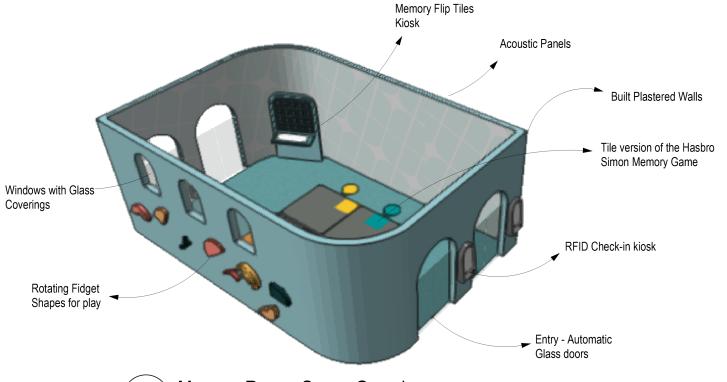
**SCALE:** As mentioned

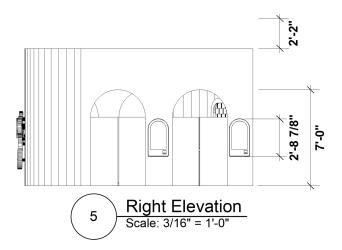
**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

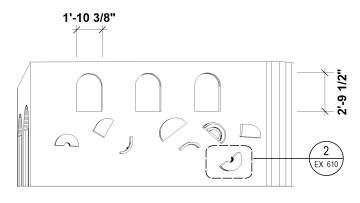
Calm nook - Detail

#### DRAWING NUMBER:

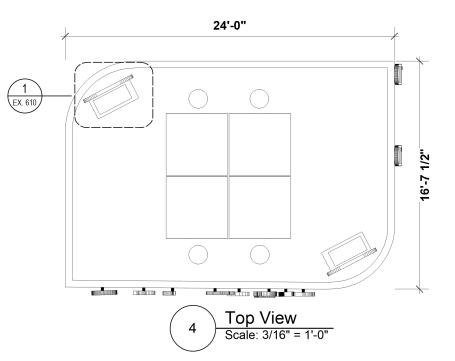




1 Memory Room- Space Overview
Scale: 1/4" = 1'-0"



2 Front View
Scale: 3/16" = 1'-0"



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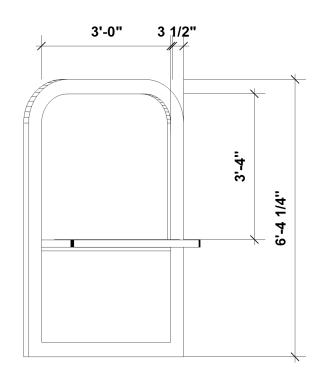
**SCALE:** As mentioned

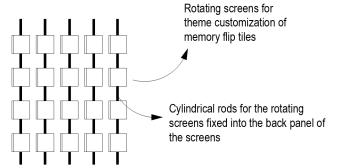
**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

Memory puzzle room - Detail

#### **DRAWING NUMBER:**



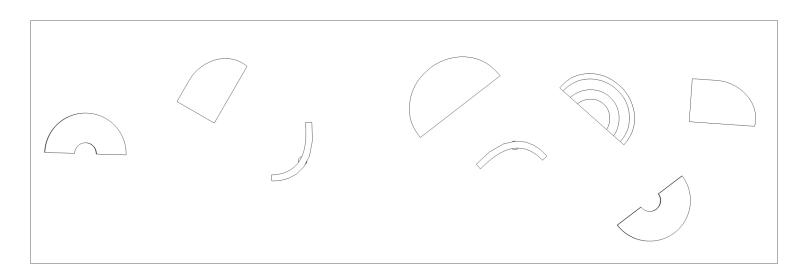


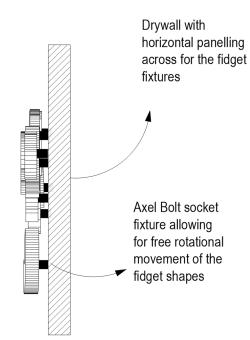


# 1

### Memory Tile Kiosk Detail

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





Fidget shapes fixture details

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

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**SCALE:** 1/2" = 1' - O"

**DATE:** 12 / 13 / 2024

#### **DRAWING TITLE:**

Memory Puzzle Room - Detail Call outs

#### **DRAWING NUMBER:**