(ctrl) GAME

DESIGN DEVELOPMENT PACKAGE

SUNY FIT

MA EXHIBITION AND EXPERIENCE DESIGN

CAPSTONE PROJECT

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EX.0.00 GENERAL

EX.0.01 COVER PAGE
EX.0.02 DRAWING LIST

EX.1.00 EXECUTIVE SUMMARY

EX.1.01 PROBLEM
EX.1.02 THESIS STATEMENT
EX.1.03 BIG IDEA
EX.1.04 SUBJECT DESCRIPTION
EX.1.05 AUDIENCE DESCRIPTION
EX.1.06 CLIENT DESCRIPTION
EX.1.07 SITE DESCRIPTION
EX.1.08 PROJECT GOALS
EX.1.09 CONCEPT DIAGRAM
EX.1.10 EMOTION FLOW
EX.1.11 CONCEPT PLAN
EX.1.12 CIRCULATION PLAN
EX.1.13 CONTENT OUTLINE
EX.1.14 AXON VIEW
EX.1.15 DEVICE DESCRIPTION
EX.1.16 GAME CHARACTERS
EX.1.17 EXHIBITION ENTRANCE VIEW
EX.1.18 LOADING VIEW
EX.1.19 LOG IN VIEW
EX.1.20 TRANSITION VIEW
EX.1.21 TRANSITION VIEW
EX.1.22 GACHA GETCHA VIEW
EX.1.23 GACHA GETCHA VIEW
EX.1.24 GAME ZONE ENTRY VIEW
EX.1.25 OVERDRIVE VIEW
EX.1.26 HEALING MOTION VIEW
EX.1.27 HEALING MOTION VIEW
EX.1.28 DOZE OFF VIEW
EX.1.29 DOZE OFF VIEW
EX.1.30 BLOOMING VIEW
EX.1.31 BLOOMING VIEW
EX.1.32 GAME OVER VIEW
EX.1.33 GAME OVER VIEW
EX.1.34 ITEM SHOP VIEW
EX.1.35 ITEM SHOP AND LOG OUT VIEW

EX.2.00 SCHEDULES & LISTS

EX.2.01 SYMBOLS LIST
EX.2.02 GRAPHIC SCHEDULE / SPEC
EX.2.03 MATERIAL / LIGHTING SCHEDULE
EX.2.04 AV SCHEDULE

EX.3.00 PLANS & SECTIONS

EX.3.01 GENERAL FLOOR PLAN
EX.3.02 DIMENSION FLOOR PLAN
EX.3.03 GRAPHIC LOCATION PLAN
EX.3.04 MATERIAL PLAN
EX.3.05 LIGHTING PLAN
EX.3.06 AV PLAN
EX.3.07 SECTION 1
EX.3.08 SECTION 2
EX.3.09 SECTION 3

EX.4.00 GRAPHIC SYSTEM

EX.4.01 COLOR PALLET
EX.4.02 TYPOGRAPHY
EX.4.03 TYPOGRAPHY
EX.4.04 LOGO STUDY
EX.4.05 LOGO PALLET
EX.4.06 GRAPHIC POSTER
EX.4.07 ENTRANCE BUILDING GRAPHIC
EX.4.08 ENTRANCE BUILDING GRAPHIC
EX.4.09 OFF SITE GRAPHIC
EX.4.10 OFF SITE GRAPHIC
EX.4.11 EXHIBITION DEVICE
EX.4.12 STAFF COSTUME
EX.4.13 GRAPHIC FAMILY
EX.4.14 DETAILS
EX.4.15 COLLATERAL: COOKIE PACKAGE
EX.4.16 COLLATERAL: COOKIE PACKAGE
EX.4.17 COLLATERAL: SELF GUIDE BOOK
EX.4.18 COLLATERAL: BRANDED ITEMS

EX.5.00 EXHIBIT DETAILS

EX.5.01 GACHA GETCHA PLAN
EX.5.02 GACHA GETCHA ELEVATION
EX.5.03 PAWN MACHINE DETAIL
EX.5.03 PAWN MACHINE DETAIL
EX.5.04 GACHA MACHINE DETAIL
EX.5.05 CEILING PIPE DETAIL
EX.5.06 LOADING ELEVATION
EX.5.07 EXPLORE TABLE DETAIL
EX.5.08 MESSENGER DISPLAY DETAIL
EX.5.09 GAME AREA PANEL DETAIL

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

DESIGNED BY
CHOI, JUWON

DISCLAIMER

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KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
DRAWING LISTS

DRAWING NUMBER
EX.0.02

EXECUTIVE SUMMARY

DATA AND FACT

OVER 70% OF ADULTS EXPERIENCE CHRONIC STRESS, SLEEP DISRUPTION, OR EMOTIONAL IMBALANCE. MODERN LIFESTYLES DRIVEN BY CONSTANT STIMULATION AND PRESSURE HAVE CREATED WIDESPREAD DOPAMINE AND CORTISOL DEPENDENCY.

WE ARE CAUGHT IN A LOOP OF INSTANT REWARD AND EMOTIONAL EXHAUSTION, LOSING OUR ABILITY TO REGULATE AND RESTORE BALANCE.

INTERCONNECTED TRIGGERS

DOPAMINE	DIGITAL MEDIA OVER STIMULATION AND CONSTANT REWARD
CORTISOL	CHRONIC STRESS AND BURNOUT
ENDORPHIN	PLEASURE DESENSITIZATION AND EMOTIONAL FATIGUE
SEROTONIN	EMOTIONAL INSTABILITY AND MOOD FLUCTUATION
MELATONIN	DISTURBED SLEEP FROM 24/7 DIGITAL EXPOSURE
OXYTOCIN	DECLINE IN REAL SOCIAL CONNECTION

PROJECTED FUTURE

BY 2030, EMOTIONAL BURNOUT IS PROJECTED TO BECOME ONE OF THE WORLD'S LEADING HEALTH BURDENS, SURPASSING HEART DISEASE.

THE WHO REPORTS A 25% GLOBAL INCREASE IN ANXIETY AND DEPRESSION.

AS HUMANS GROW MORE CHEMICALLY REACTIVE THAN EMOTIONALLY AWARE, WE RISK BECOMING A SOCIETY GOVERNED BY HORMONES INSTEAD OF CONSCIOUSNESS.

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N/A

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PROBLEM

DRAWING NUMBER

EX.1.01

IT’S NOT OUT THERE.
IT’S IN YOU

IN CONTEMPORARY SOCIETY, PEOPLE PURSUE SATISFACTION THROUGH CONSUMPTION, ACHIEVEMENT, AND CONSTANT STIMULATION, YET THEY BECOME TRAPPED IN A REPETITIVE CYCLE OF REWARD AND EMPTINESS.

DRAWING FROM NEUROSCIENCE, PSYCHOLOGY, AND EXISTENTIAL PHILOSOPHY, THIS THESIS ARGUES THAT GENUINE MEANING AND BALANCE MUST BE CULTIVATED WITHIN RATHER THAN SOUGHT THROUGH EXTERNAL VALIDATION. THROUGH GAME-BASED INTERACTION AND MULTI SENSORY SPATIAL EXPERIENCES, THE EXHIBITION VISUALIZES THE BODY’S INVISIBLE BIOCHEMICAL SIGNALING SYSTEM, ALLOWING VISITORS TO EXPERIENTIALLY LEARN HOW NEUROCHEMICAL MESSENGERS INFLUENCE AND INTERACT TO SHAPE EMOTION AND BEHAVIOR.

BY PARTICIPATING IN IMMERSIVE GAME SCENARIOS, VISITORS RECOGNIZE HOW THESE RESPONSES AFFECT THEIR EMOTIONAL STATES, LEARNING TO REGULATE THEM AND RESTORE INNER EQUILIBRIUM. ULTIMATELY, THE EXHIBITION ENCOURAGES INDIVIDUALS TO PAUSE, RECALIBRATE, AND REALIZE THAT CONTROL AND CONTENTMENT BEGIN WITHIN, POSITIONING EXHIBITION DESIGN AS A COGNITIVE TOOL FOR EMOTIONAL BALANCE AND SELF-REGULATION.

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N/A

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THESIS STATEMENT

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EX.1.02

CONTROL BEGINS WITHIN YOU

MODERN LIFE DRIVES US TO ENDLESSLY CONSUME EXTERNAL STIMULI IN SEARCH OF MEANING. YET WHAT WE HAVE TRULY LOST IS THE ABILITY TO READ AND INTERPRET OUR OWN INTERNAL EMOTIONAL AND NEUROCHEMICAL SIGNALS.

THROUGH AN INTERACTIVE, GAME-BASED EXPERIENCE, CTRL GAME REINTERPRETS EMOTION AS A SIGNAL SYSTEM WITHIN THE HUMAN BODY, ALLOWING VISITORS TO EXPLORE AND REGULATE THEIR EMOTIONAL RESPONSES THROUGH DIRECT PLAY. AS PARTICIPANTS MOVE THROUGH THIS JOURNEY, THEY SHIFT FROM BEING CONTROLLED BY EXTERNAL STIMULI TO BECOMING AGENTS WHO RECOGNIZE AND ADJUST THEIR OWN INTERNAL RHYTHM.

THIS EXHIBITION ULTIMATELY REVEALS THAT MEANING IS NOT FOUND OUTSIDE, BUT REDISCOVERED FROM WITHIN.

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N/A

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BIG IDEA

DRAWING NUMBER

EX.1.03

NEURO CHEMICALS	KEY FUNCTION	WHEN UNBALANCED	RESTORE BALANCE THROUGH	LINKED CHEMICALS
DOPAMINE	MOTIVATION, REWARD	ADDICTION, OBSESSION, OVER-FOCUS	ACTIVATE SEROTONIN & OXYTOCIN (CALMING, EMPATHY ACTIVITIES), MEDITATION, EXERCISE	EXCESS DOPAMINE RAISES CORTISOL, INCREASING ANXIETY
CORTISOL	LONG-TERM STRESS	FATIGUE, IMMUNE DROP	BOOST SEROTONIN & MELATONIN (REST, GRATITUDE)	RISES WITH DOPAMINE AND ADRENALINE DURING STRESS
ENDORPHIN	PAIN RELIEF, PLEASURE	OVER-ESCAPE, EXHAUSTION	RESTORE WITH MELATONIN (LAUGHTER, EXERCISE, MUSIC)	ENHANCES POSITIVE MOTIVATION WITH DOPAMINE
SEROTONIN	EMOTIONAL STABILITY, SLEEP, SATISFACTION	DEPRESSION, NUMBNESS	INCREASE DOPAMINE & OXYTOCIN (SOCIAL BONDING, SUNLIGHT EXPOSURE)	BALANCES DOPAMINE; PRECURSOR OF MELATONIN
MELATONIN	SLEEP, REST, RECOVERY	CONFUSION, INSOMNIA	SEROTONIN BY DAY MELATONIN BY NIGHT (ROUTINE SLEEP)	CONVERTS FROM SEROTONIN; REGULATES RHYTHM
OXYTOCIN	TRUST, EMPATHY, BONDING	EMOTIONAL OVERLOAD	COMBINE WITH SEROTONIN (CONNECTION, TOUCH)	MAINTAINS CALM WITH SEROTONIN

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N/A

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SUBJECT DESCRIPTION

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EX.1.04

DEMOGRAPHICS

PRIMARY

ADULTS 25–35 — URBAN PROFESSIONALS, ENTREPRENEURS, GRAD STUDENTS, AND HOMEMAKERS **WHO HAVE ACHIEVED SUCCESS BUT FEEL EMOTIONALLY UNFULFILLED.**

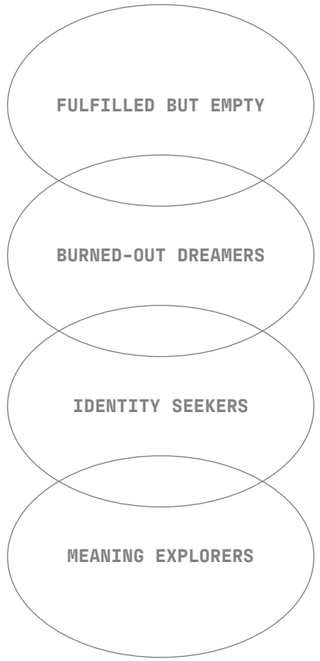
LIVE IN HIGH-PRESSURE ENVIRONMENTS AND **SEEK MEANING BEYOND PRODUCTIVITY.**

SECONDARY

YOUNG ADULTS 16–24 — STUDENTS AND EARLY-CAREER WORKERS **NAVIGATING UNCERTAINTY, BURNOUT, AND IDENTITY FORMATION.**

SEARCHING FOR DIRECTION, AUTHENTICITY, AND EMOTIONAL GROUNDING.

PSYCHO GRAPHICS



MOTIVATOR TYPES

EXPLORERS — DRAWN TO NOVELTY, CURIOSITY, AND SENSORY DISCOVERY.

SEEKERS — MOTIVATED BY MEANING, BALANCE, AND SELF-IMPROVEMENT.

SOCIALIZES — VALUE CONNECTION AND COLLECTIVE EXPERIENCE.

ACHIEVERS — GOAL-ORIENTED, RESPOND TO FEEDBACK AND PROGRESS.

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SCALE
N/A

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AUDIENCE DESCRIPTION

DRAWING NUMBER
EX.1.05

OVERVIEW

A MUSEUM AND LIBRARY EXPLORING THE INTERSECTION OF SCIENCE, HEALTH, AND ART.

ACTS AS A PUBLIC PLATFORM CONNECTING RESEARCH, CREATIVITY, AND WELLBEING.

MISSION

“WE WANT A HEALTHIER FUTURE FOR EVERYONE.”

SUPPORTS SCIENCE AND CULTURE TO ADDRESS GLOBAL HEALTH CHALLENGES.

PROMOTES ACCESSIBILITY, EMPATHY, AND PUBLIC UNDERSTANDING OF WELLBEING.

VISION

TO BRIDGE SCIENCE AND SOCIETY THROUGH CREATIVITY AND DIALOGUE.

RE-FRAME HEALTH AS A SHARED HUMAN EXPERIENCE, NOT JUST A MEDICAL CONCEPT.

GOAL

ENCOURAGE INTERDISCIPLINARY COLLABORATION ON HEALTH AND EMOTION.

MAKE COMPLEX SCIENCE TANGIBLE THROUGH ART AND STORYTELLING.

INSPIRE AWARENESS AND BEHAVIORAL CHANGE FOR COLLECTIVE WELLBEING.

PROJECT

(ctrl)[GAME]

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CONTROL GAME

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CLIENT LOGO

wellcome

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

CLIENT DESCRIPTION

DRAWING NUMBER

EX.1.06

OVERVIEW

ONE OF THE LARGEST AND MOST INCLUSIVE ART MUSEUMS IN THE UNITED STATES,THE BROOKLYN MUSEUM BRIDGES CONTEMPORARY ISSUES WITH HISTORICAL CONTEXT.

IT SERVES AS A CIVIC AND CULTURAL HUB WHERE ART, IDENTITY, AND SOCIAL CONSCIOUSNESS CONVERGE.

MISSION

TO CREATE ENCOUNTERS WITH ART THAT EXPAND PERSPECTIVES AND PROMOTE EMPATHY, INCLUSION, AND DIALOGUE.

THE MUSEUM STRIVES TO MAKE ART RELEVANT TO EVERYDAY LIFE AND COLLECTIVE CHANGE.

VISION

TO BE A SPACE WHERE ART IGNITES AWARENESS AND SOCIAL TRANSFORMATION.

EXHIBITIONS ACT AS CATALYSTS FOR UNDERSTANDING CULTURE, EMOTION, AND HUMANITY IN MODERN CONTEXTS.

GOAL

FOSTER CROSS-DISCIPLINARY EXPERIENCES CONNECTING ART, PSYCHOLOGY, AND SOCIETY

ENCOURAGE EMOTIONAL REFLECTION AND SELF-AWARENESS THROUGH INTERACTIVE INSTALLATIONS

SUPPORT PROJECTS ADDRESSING MENTAL HEALTH, IDENTITY, AND BALANCE

ENGAGE DIVERSE AUDIENCES THROUGH IMMERSIVE AND PARTICIPATORY STORYTELLING

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VENUE LOGO

BROOKLYN MUSEUM

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

VENUE DESCRIPTION

DRAWING NUMBER

EX.1.07

PROJECT GOALS

EXPOSE HOW MODERN LIFE IS DRIVEN BY HORMONAL CYCLES OF REWARD, BURNOUT, AND AVOIDANCE.

VISUALIZE THE INVISIBLE EMOTIONAL MECHANISMS THAT DEFINE CONTEMPORARY WELL-BEING.

INTEGRATE NEUROSCIENCE, DESIGN, AND PHILOSOPHY TO BRIDGE BIOLOGY WITH MEANING.

USE EXHIBITION DESIGN AS A MEDIUM TO TRANSLATE INNER IMBALANCE INTO VISIBLE, LEARNABLE FORM.

EXPERIENCE GOALS

GUIDE VISITORS THROUGH AN IMMERSIVE “NEUROCHEMICAL GAME FLOW,” FROM OVER STIMULATION TO BALANCE.

TRANSLATE HORMONAL REACTIONS INTO PHYSICAL, VISUAL, AND SENSORY EXPERIENCES.

ENCOURAGE EXPERIMENTATION AND CHOICE-MAKING TO EXPLORE SELF-REGULATION.

CREATE AN ARC OF TRANSFORMATION — FROM CHAOS AND CRAVING TO AWARENESS AND CALM.

LEAVE AUDIENCES WITH A SENSE OF AGENCY OVER THEIR EMOTIONAL SYSTEM.

EDUCATION GOALS

FOSTER PUBLIC UNDERSTANDING OF HOW HORMONES INFLUENCE MOOD, DECISION, AND RESILIENCE.

DIFFERENTIATE BETWEEN SHORT-TERM PLEASURE (DOPAMINE) AND LONG-TERM FULFILLMENT (SEROTONIN, OXYTOCIN).

CONNECT BIOLOGICAL RESPONSES TO EXISTENTIAL PSYCHOLOGY (FRANKL’S PURPOSE IN LIFE, IKIGAI).

OFFER PRACTICAL INSIGHT ON HOW TO MANAGE STRESS AND REGAIN EMOTIONAL EQUILIBRIUM.

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KEY PLAN

DATE

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SCALE

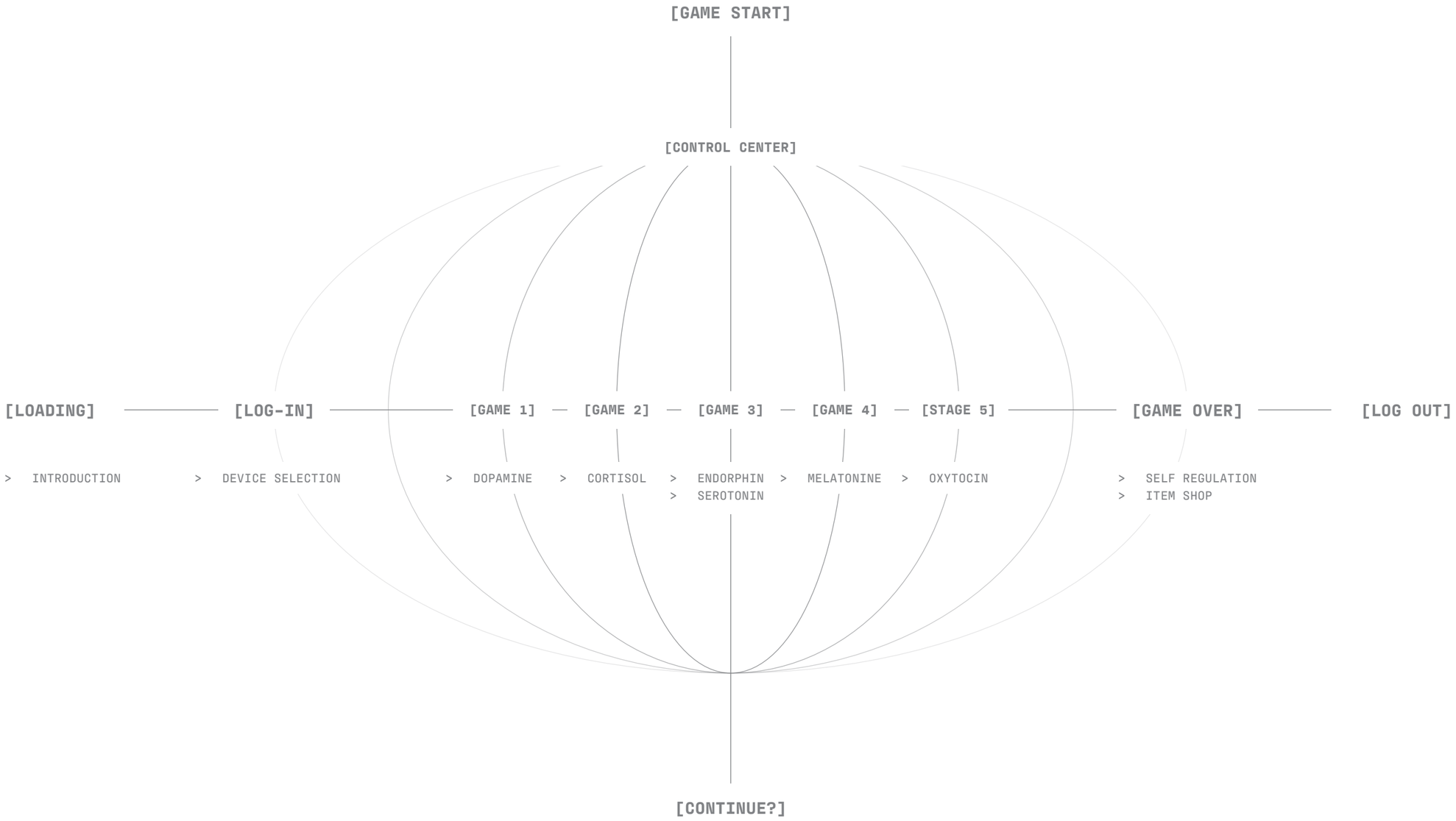
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DRAWING TITLE

PROJECT GOALS

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EX.1.08



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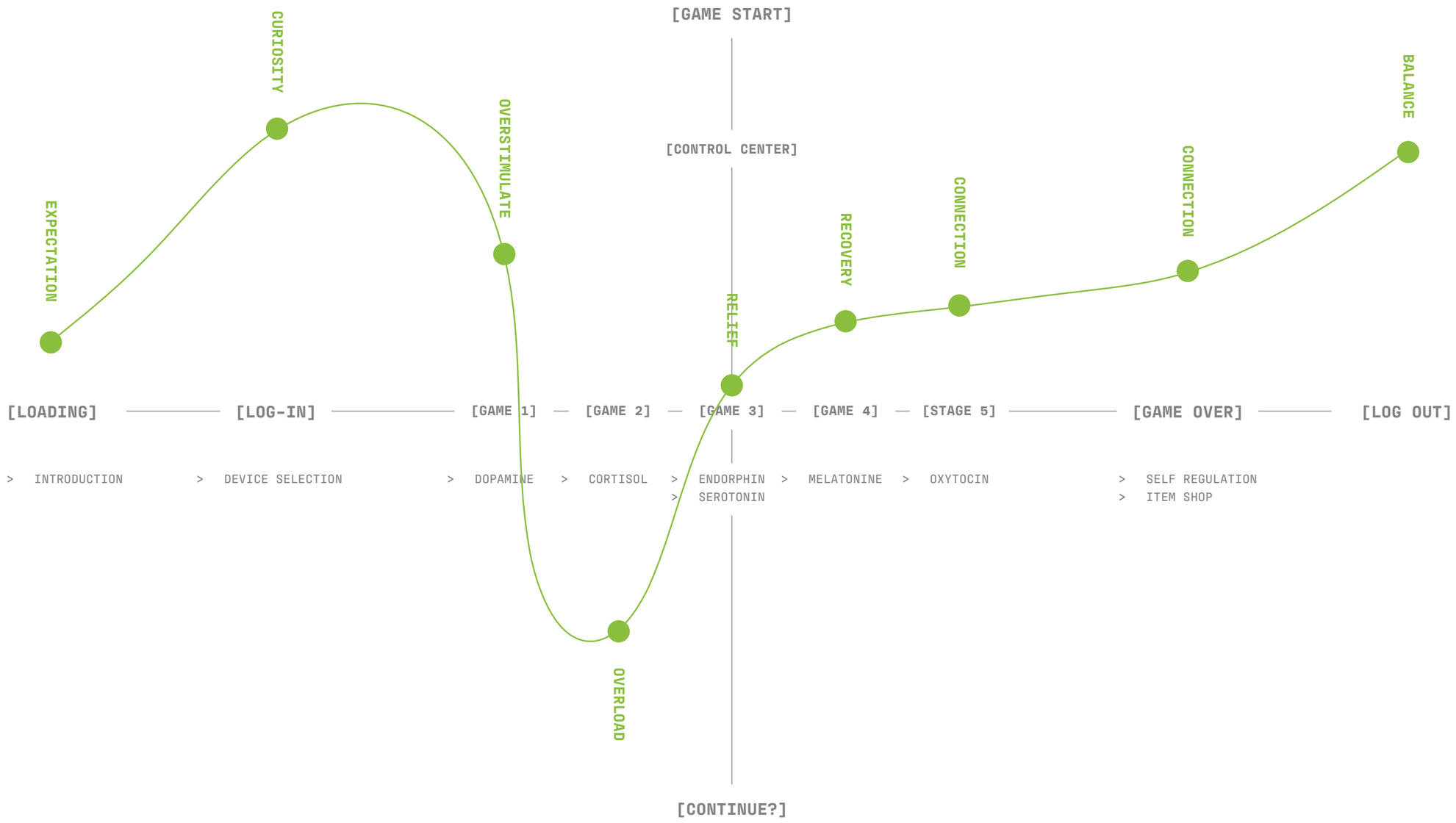
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CONCEPT DIAGRAM

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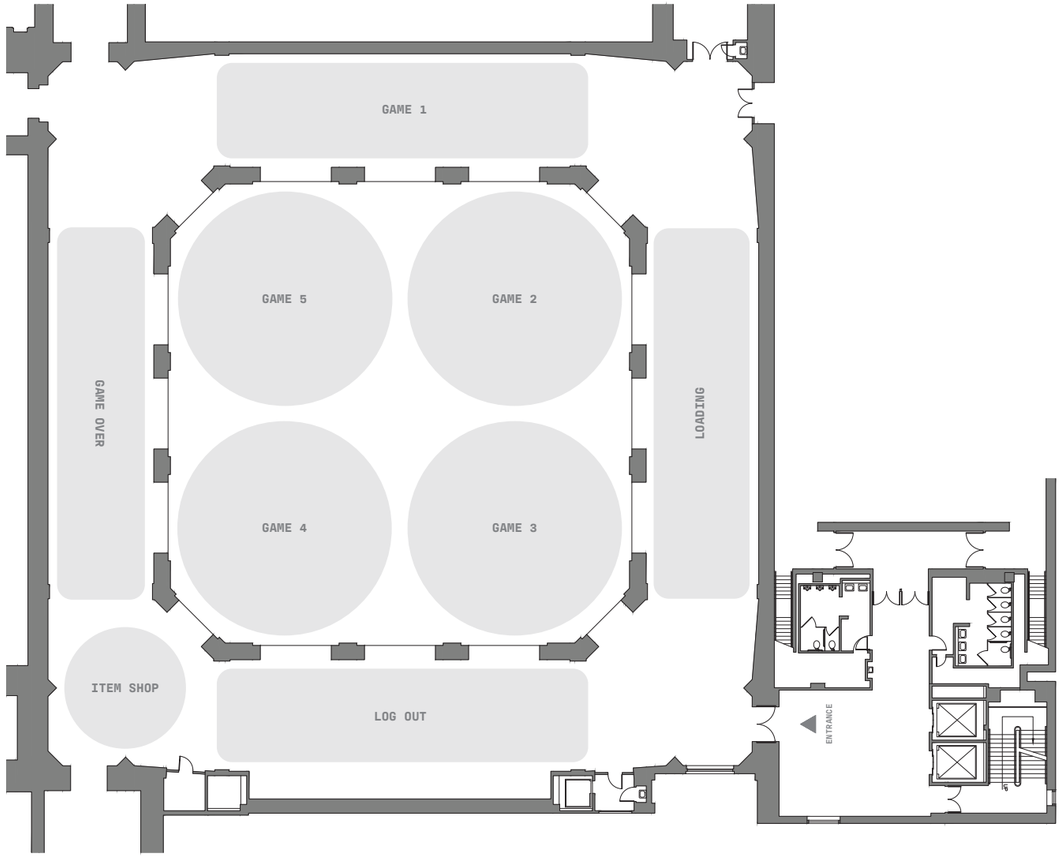
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DRAWING TITLE

EMOTION FLOW

DRAWING NUMBER

EX.1.10



1 CONCEPT PLAN
SCALE : 1/32” = 1’-0”

KEY EXHIBIT AREA

LOADING

LOG IN

GAME 1 GACHA GETCHA
GAME 2 OVERDRIVE
GAME 3 HEALING MOTION
GAME 4 DOZE OFF
GAME 5 BLOOMING

GAME OVER

ITEM SHOP

LOG OUT

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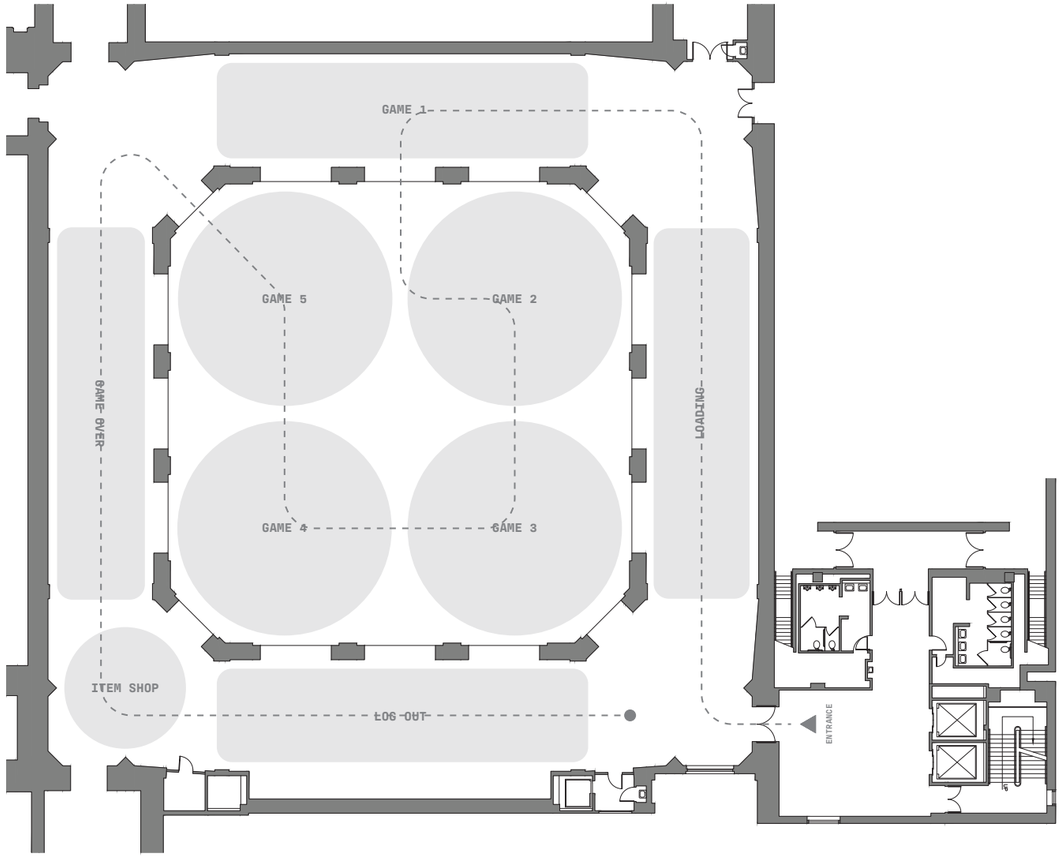
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N/A

DRAWING TITLE
CONCEPT PLAN

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EX.1.11



1 CIRCULATION PLAN
SCALE : 1/32” = 1’-0”

KEY EXHIBIT AREA

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GAME 1 GACHA GETCHA
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CIRCULATION PLAN

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EX.1.12

LOADING – INTRO

VIEW THE SIX NEUROCHEMICALS AS ENLARGED MOLECULAR AND CELLULAR VISUALS. SHORT MESSAGE PROMPTS EXPLAIN THEIR SIGNALS, ORIGINS, AND PATHWAYS.

PLAYERS UNDERSTAND THAT THIS EXHIBITION IS A GAME ABOUT PLAYING WITH THEIR INTERNAL RHYTHM AND EMOTIONAL SYSTEM.

LOG IN – DEVICE SETUP

PLAYERS RECEIVE A HANDHELD DEVICE FOR PROFILE, MAP, AND MISSIONS.

IT SETS THE EMOTIONAL PROFILE, LINKS TO THE CHOSEN CHARACTER, RECORDS REACTIONS AND MOVEMENT, AND VISUALIZES DATA ACROSS ZONES.

GAME 1 – GACHA GETCHA (DOPAMINE)

PLAYERS TURN A GACHA MACHINE TO EXPERIENCE THE DOPAMINE LOOP OF ANTICIPATION > REWARD > REPETITION.

CAPSULES CONTAIN BOTH REGULAR AND RARE REWARDS, REVEALING THE TENSION BETWEEN INSTANT PLEASURE AND REPETITIVE DEPLETION.

GAME 2 – OVERDRIVE (CORTISOL)

A MULTITASKING PRESSURE GAME POWERED BY CORTISOL.

PLAYERS MUST COMPLETE SEVERAL MISSIONS WITHIN A SHORT TIME WINDOW WHILE ALARMS, ALERTS, AND SOUNDS OVERLAP. FOLLOWING THE CHARACTER'S COMMANDS QUICKLY LEADS PLAYERS TO EXPERIENCE STRESS RESPONSES AND COGNITIVE OVERLOAD FIRSTHAND.

GAME 3 – HEALING MOTION (ENDORPHIN / SEROTONIN)

IN A SPACE WHERE LIGHT AND SOUND RESPOND TO MOVEMENT, PLAYERS ALIGN THEIR RHYTHM WITH THEIR CHARACTER, RELEASE TENSION, AND STABILIZE THEIR EMOTIONAL FLOW.

THIS ZONE HIGHLIGHTS THE TRANSITION OF MOVEMENT > RELEASE > CALM.

GAME 4 – DOZE OFF (MELATONIN)

A REST AND RECOVERY GAME GUIDED BY MELATONIN.

DIMMING LIGHTS AND SLOW BREATHING CUES HELP REALIGN THE EMOTIONAL RHYTHM.

BOTH PLAYER AND CHARACTER EXPERIENCE A MOMENT OF PAUSE AND RESTORATION.

GAME 5 – BLOOMING (OXYTOCIN)

A COOPERATION AND CONNECTION GAME POWERED BY OXYTOCIN. IT OPERATES IN TWO MODES:

SYNC WITH ANOTHER PLAYER'S DEVICE TO RAISE THE COLLABORATION LEVEL. AS THE COLLABORATION LEVEL INCREASES, FLOWER WILL BLOOM.

IF NO PARTNER IS AVAILABLE, INTERACT WITH AN AI BEAR THROUGH TOUCH.

CONTROL CENTER

THE CENTRAL BRAIN OBJECT CONNECTS TO THE PLAYER'S DEVICE IN REAL TIME.
USING LOCATION AND EMOTIONAL RESPONSE DATA, THE BRAIN VISUALIZES THE ACTIVATION DENSITY OF EACH NEUROCHEMICAL WITH COLORED LIGHT.

PLAYERS CAN INTUITIVELY UNDERSTAND: WHICH BRAIN REGIONS EACH CHEMICAL ACTIVATES

GAME OVER – SELF REGULATION

AFTER GAME PLAY, THE DEVICE COMPILES THE RECORDED DATA INTO A PERSONAL SELF-REGULATING SESSION.

PLAYERS REVIEW THEIR EMOTIONAL PATTERNS AND IDENTIFY STRATEGIES FOR RESTORING AND MAINTAINING INTERNAL BALANCE.

ITEM SHOP

USING TOKENS COLLECTED THROUGHOUT THE GAME, PLAYERS CAN PURCHASE NEUROCHEMICAL-THEMED COOKIES, SMALL GOODS, OR CHARACTER-RELATED KEEPSAKES.

A PHOTO FEATURE ALLOWS PLAYERS TO CAPTURE THEIR CHARACTER AND GAME PLAY DATA TOGETHER.

LOG OUT

PLAYERS RETURN THE DEVICE AND CONCLUDE THEIR JOURNEY AS THEY EXIT THE EXHIBITION SPACE.

PROJECT

(ctrl)[GAME]

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

DESIGNED BY
CHOI, JUWON

DISCLAIMER

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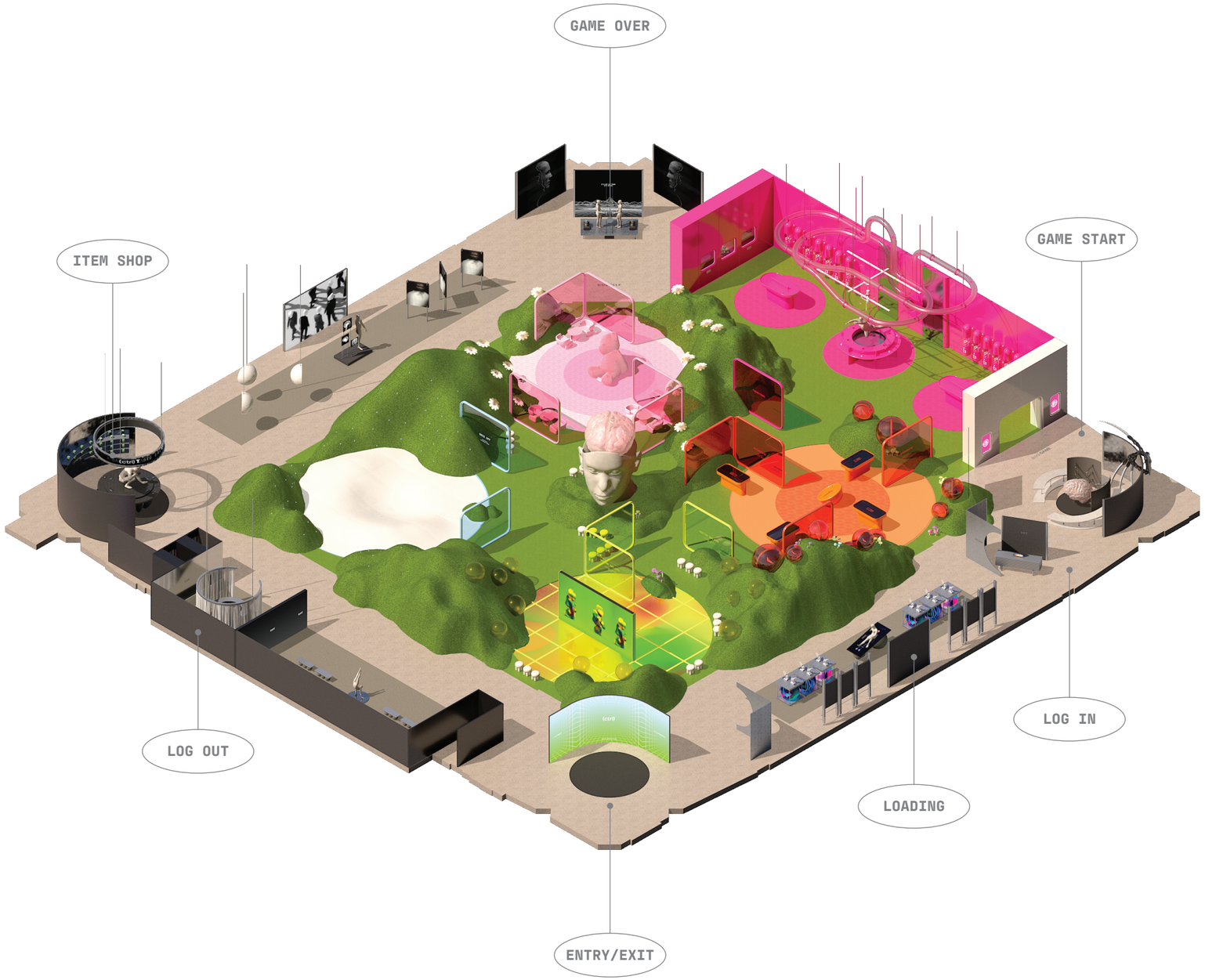
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
CONTENT OUTLINE

DRAWING NUMBER
EX.1.13



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

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KEY PLAN

DATE

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SCALE

N/A

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AXON VIEW

DRAWING NUMBER

EX.1.14

PERSONAL ARCHIVE + EMOTIONAL COMPANION

RECORDS BEHAVIORS, CHOICES, MOVEMENT, AND EMOTIONAL REACTIONS.

VISUALIZES THESE SIGNALS AS A PERSONAL EMOTIONAL PROFILE.

THE LINKED GAME CHARACTER ACTS AS AN EMOTIONAL AND COGNITIVE COMPANION, HELPING PLAYERS INTERPRET THEIR PATTERNS THROUGHOUT THE JOURNEY.



NAVIGATION + SPATIAL SYNCHRONIZATION

TRACKS THE PLAYER'S MOVEMENT AND DETECTS ENTRY INTO EACH EMOTIONAL ZONE.

GUIDES THE FLOW OF THE EXHIBITION THROUGH MAPS, MISSIONS, AND CUES.

CONTINUOUSLY SYNCS THE PLAYER'S LOCATION WITH THE CENTRAL BRAIN OBJECT, ENABLING THE INSTALLATION TO RESPOND IN REAL TIME.

INTERACTION + ACTIVATION SYSTEM

ACTIVATES GAMES AND EXPERIMENTS THROUGH SCANNING, TAPPING, AND TOUCH.

CONNECTS DIGITAL INTERFACES WITH PHYSICAL INSTALLATIONS.

SERVES AS THE PLAYER'S CONTROLLER INSIDE THE EMOTIONAL SIMULATION.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

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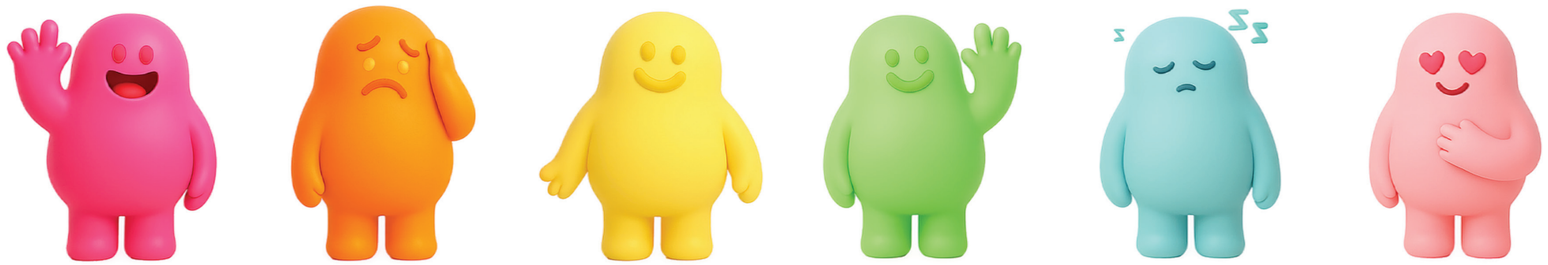
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DEVICE DESCRIPTION

DRAWING NUMBER

EX.1.15



DOPAMINE CORTISOL SEROTONIN ENDORPHIN MELATONIN OXYTOCIN

PROJECT

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PROJECT TITLE

CONTROL GAME

CLIENT

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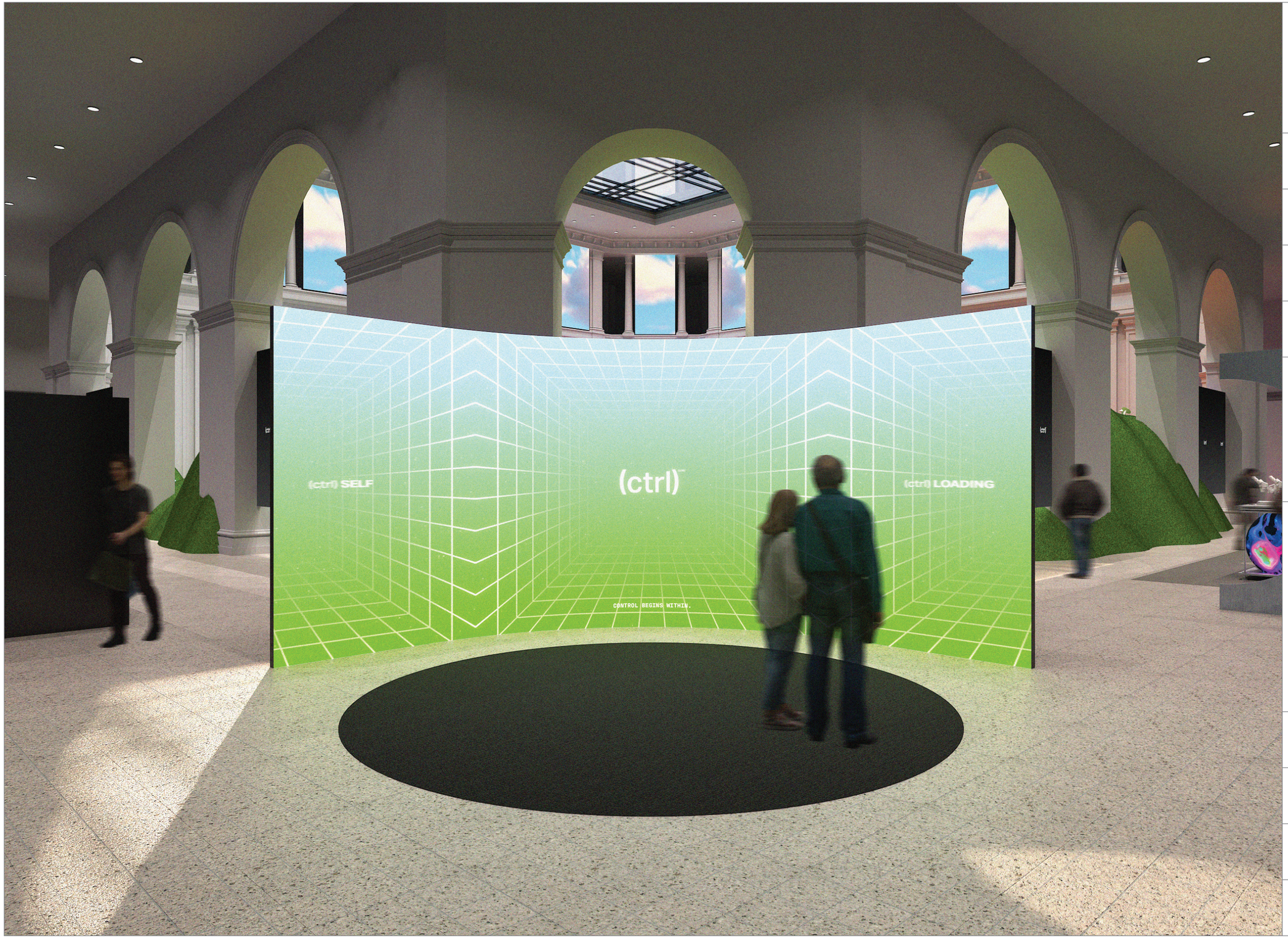
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DRAWING TITLE

GAME CHARACTERS

DRAWING NUMBER

EX.1.16



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

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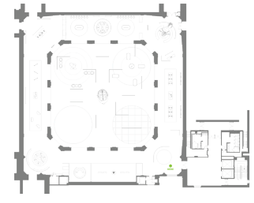
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KEY PLAN



DATE

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SCALE

N/A

DRAWING TITLE

EXHIBITION ENTRANCE VIEW

DRAWING NUMBER

EX.1.17





LOADING

SPACE DESCRIPTION

THIS IS THE ENTRANCE ZONE WHERE THE SIX NEUROCHEMICALS ARE REVEALED THROUGH MICROSCOPIC, ENLARGED VISUALIZATIONS.

INVISIBLE INTERNAL SIGNALS AND CHEMICAL REACTIONS BECOME VISIBLE, INTRODUCING THE EXHIBITION AS
A GAME WHERE VISITORS PLAY THEIR OWN INTERNAL SYSTEM RATHER THAN THE EXTERNAL WORLD.

ACTIVITY

TOUCHING INTERACTIVE NEUROCHEMICAL PANELS

SELECTING AND REVIEWING THE ROLE OF EACH CHEMICAL

PREPARING THE SYSTEM FOR FULL DEVICE DATA TRACKING

EMOTION

ANTICIPATION, CURIOSITY, AND IMMERSION

SEE

ENLARGED MOLECULAR AND CELLULAR STRUCTURES WITH ANIMATED CHEMICAL SIGNAL FLOWS.

DO

VISITORS TAP MESSAGE PANELS TO INTERACT WITH EACH NEUROCHEMICAL AS A
“MESSENGER,”
OBSERVING HOW EACH CHEMICAL MOVES AND REACTS IN REAL TIME.

LEARN

HOW EACH NEUROCHEMICAL IS PRODUCED, HOW IT TRAVELS,
AND HOW IT AFFECTS THE BODY AND EMOTIONAL STATE.

EXPERIENCE

THE SENSATION OF ENTERING ONE’S OWN BODY AT THE BEGINNING OF THE JOURNEY.

A SHIFT FROM THE OUTSIDE WORLD TO THE INNER SYSTEM.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

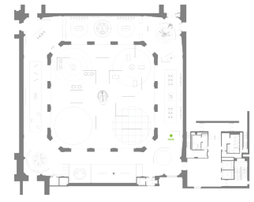
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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

LOADING VIEW

DRAWING NUMBER

EX.1.18



LOG IN

SPACE DESCRIPTION

BASED ON THE SIX NEUROCHEMICALS EXPLORED IN THE LOADING INTRO, THIS IS THE STARTING ZONE WHERE PLAYERS SELECT THEIR GAME CHARACTER AND SET UP THEIR DEVICE.

HERE, VISITORS SHIFT FROM OBSERVERS TO PLAYERS,AND A PERSONALIZED GAME PROFILE IS CREATED ALONG WITH AN EMOTIONAL CHARACTER THAT WILL ACCOMPANY THEM THROUGHOUT THE ENTIRE EXHIBITION.

ACTIVITY

SELECT ONE OF THE SIX EMOTIONAL CHARACTERS

RECEIVE AND ACTIVATE THE GAME DEVICE

AUTOMATICALLY GENERATE A BASIC EMOTIONAL PROFILE

COMPLETE CHARACTER AND DEVICE SYNCHRONIZATION

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

LOG IN VIEW

DRAWING NUMBER

EX.1.19





TRANSITION

SPACE DESCRIPTION

THIS SPACE IS THE FINAL THRESHOLD BETWEEN THE COLD, LABORATORY-LIKE EXTERIOR AND THE COLORFUL GAME WORLD INSIDE.

THE MECHANICALLY MOVING KINETIC ROBOTS SUGGEST THAT THE SYSTEM IS ALREADY BEING CONTROLLED BY THE CENTRAL BRAIN.

HERE, THE VISITOR SHIFTS FROM A PASSIVE SUBJECT INTO A PLAYER ABOUT TO ENTER EMOTIONAL GAME PLAY.

ACTIVITY

OBSERVE THE KINETIC ROBOTS

PREVIEW THE GAME SPACE AHEAD

WAIT AT THE THRESHOLD

EMOTION

TENSION, CONTRAST, ANTICIPATION

SEE

MECHANICALLY MOVING KINETIC ROBOTS

A COLD GRAY ENVIRONMENT CONTRASTED WITH A GLOWING PINK ENTRANCE

COLOR AND LIGHT EMERGING FROM THE GAME WORLD AHEAD

DO

PLAYERS PAUSE AT THE ENTRANCE HOLDING THEIR DEVICE

OBSERVE THE ROBOTIC MOTION AND THE SHIFT IN ATMOSPHERE

NO SCANNING OCCURS YET. THIS MOMENT IS PURELY TRANSITIONAL

LEARN

EMOTIONAL PLAY MAY FEEL VOLUNTARY, BUT IT UNFOLDS WITHIN A SYSTEM ALREADY STRUCTURED AND CONTROLLED BY THE BRAIN.

EXPERIENCE

A SHARP CONTRAST BETWEEN CONTROL AND RELEASE. THIS IS THE EMOTIONAL BUILD-UP JUST BEFORE ENTERING THE GAME WORLD.

PROJECT

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PROJECT TITLE

CONTROL GAME

CLIENT

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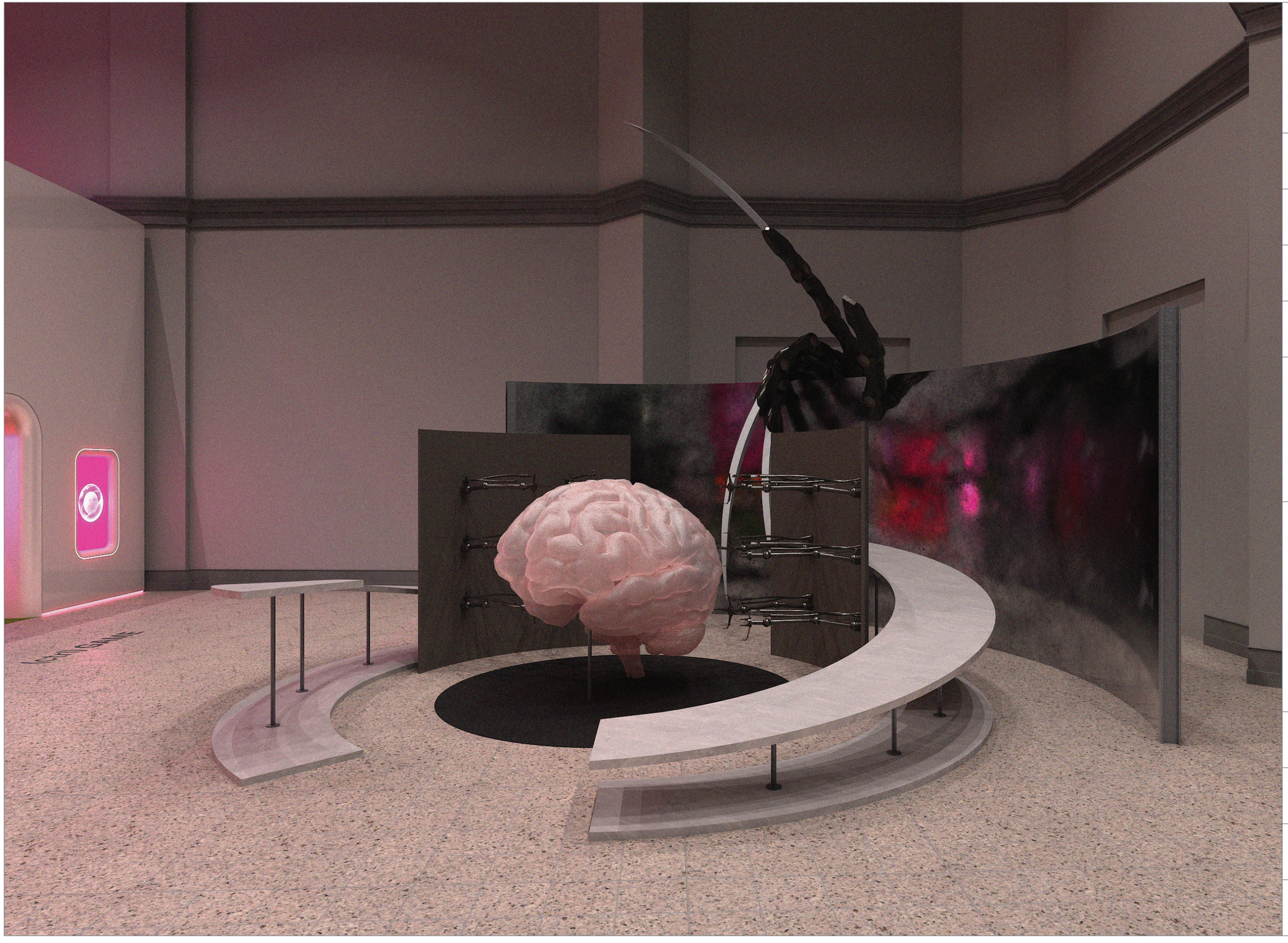
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TRANSITION VIEW

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EX.1.20



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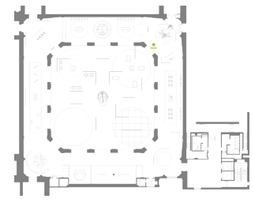
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KEY PLAN



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SCALE

N/A

DRAWING TITLE

TRANSITION VIEW

DRAWING NUMBER

EX.1.21





GACHA GETCHA

SPACE DESCRIPTION

THIS SPACE VISUALIZES THE DOPAMINE REWARD LOOP THROUGH A PHYSICAL GACHA MACHINE SYSTEM.

PLAYERS DIRECTLY EXPERIENCE THE CYCLE OF ANTICIPATION, REWARD, AND REPETITION,REVEALING HOW DESIRE IS FORMED AND REINFORCED.

THE SPACE IS BRIGHT PINK AND OVERSTIMULATING, SHARPLY CONTRASTING WITH THE PREVIOUS ZONE.

ACTIVITY

GACHA PULL INTERACTION

CAPSULE REWARD COLLECTION

DISCOVERY OF HIDDEN SPECIAL REWARDS

CAPSULE DISPOSAL AT THE CENTRAL DISPOSAL ZONE

PAWN SHOP EXCHANGE FOR ADDITIONAL ENERGY COINS

EMOTION

EXCITEMENT, DESIRE, ADDICTION, AND DISAPPOINTMENT

SEE

COLORFUL GACHA MACHINES AND CAPSULES

RAPIDLY RESPONSIVE LIGHTS AND VISUAL FEEDBACK

A HOT PINK DOPAMINE-DRIVEN ENVIRONMENT

DO

SCAN THE CTRL DEVICE TO ACTIVATE THE MACHINE

TURN THE GACHA HANDLE

RECEIVE A RANDOM CAPSULE

OPEN THE CAPSULE AND CHECK THE RESULT

LEARN

DOPAMINE ACTIVATES MORE STRONGLY DURING ANTICIPATION THAN UPON RECEIVING A REWARD. WITH REPETITION, DESIRE GROWS STRONGER THAN SATISFACTION.

EXPERIENCE

IMMEDIATE EXCITEMENT FOLLOWED BY A RAPID EMOTIONAL DROP. PLEASURE QUICKLY TURNS INTO REPETITION.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

GACHA GETCHA VIEW

DRAWING NUMBER

EX.1.22



GAME MECHANISM

GACHA PLAY IS POWERED BY ENERGY COINS. WHEN A PLAYER RUNS OUT OF COINS, THEY MUST MOVE TO THE PAWN SHOP, WHERE THEY CAN EXCHANGE A PERSONALLY VALUED SYMBOLIC OBJECT FOR ADDITIONAL COINS

IN ORDER TO CONTINUE PULLING THE GACHA. THIS SIMULATES THE MOMENT WHEN DESIRE OVERRIDES RATIONAL JUDGMENT.

AFTER OPENING A CAPSULE, PLAYERS MAY DISPOSE OF IT IN THE CENTRAL DISPOSAL ZONE. EACH TIME A CAPSULE IS DROPPED, THE OVERHEAD CLAW (ROBOTIC ARM) ACTIVATES AND SHIFTS IN A SPECIFIC DIRECTION.

THIS MOVEMENT VISUALLY DEMONSTRATES HOW THE PLAYER'S CHOICES PRODUCE DIRECT PHYSICAL EFFECTS WITHIN THE SYSTEM.

PROJECT

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PROJECT TITLE

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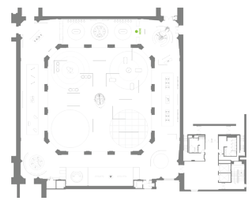
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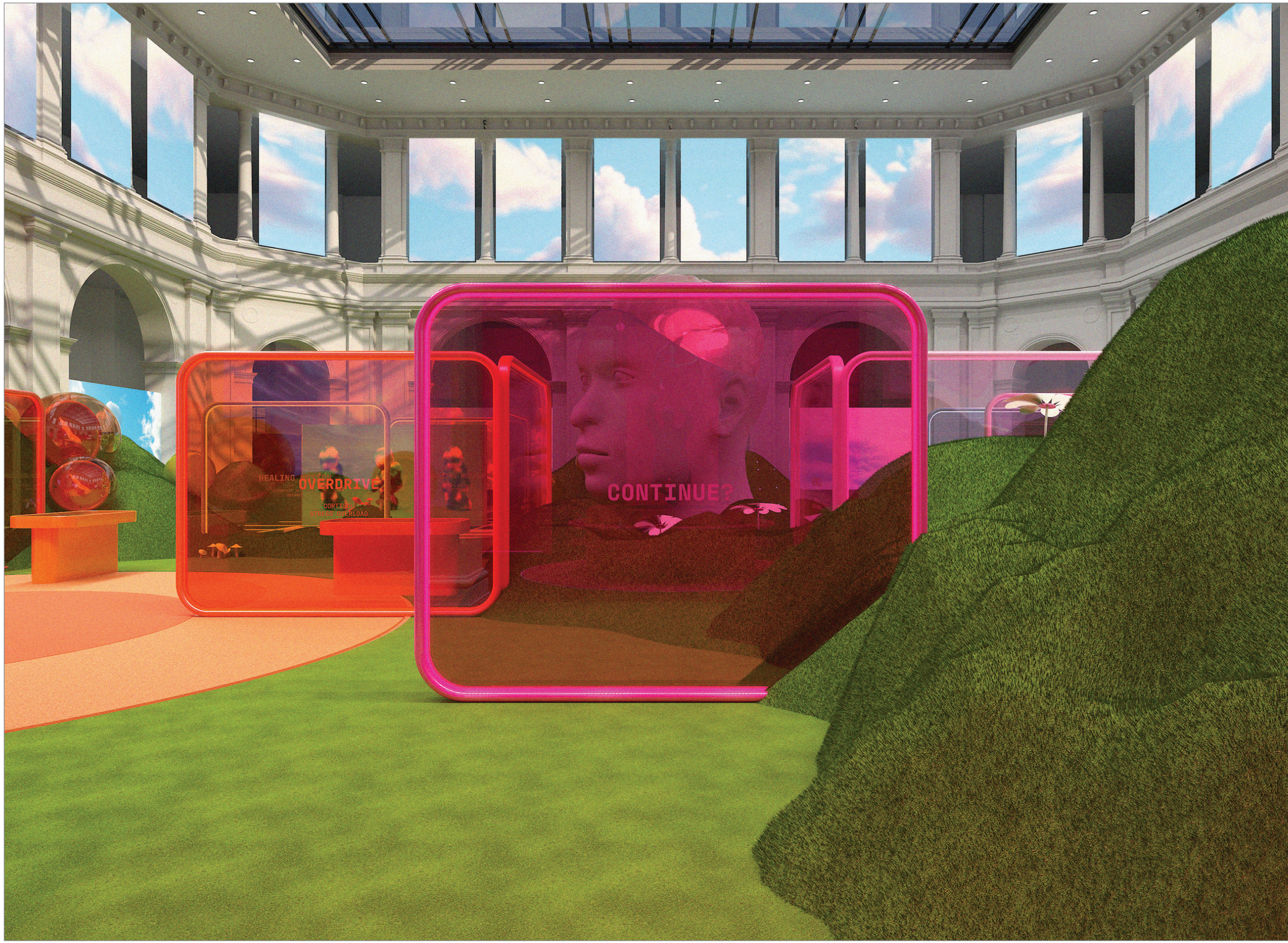
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DRAWING TITLE

GACHA GETCHA VIEW

DRAWING NUMBER

EX.1.23



PROJECT

(ctrl)GAME

PROJECT TITLE

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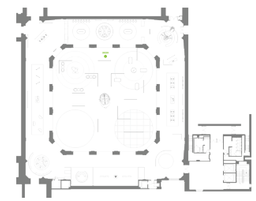
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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

GAME ZONE ENTRY VIEW

DRAWING NUMBER

EX.1.24





OVERDRIVE

SPACE DESCRIPTION

THIS ZONE VISUALIZES THE STATE OF STRESS, TENSION, AND OVERLOAD DRIVEN BY CORTISOL THROUGH A HIGH-INTENSITY MULTITASKING GAME STRUCTURE.

MULTIPLE STIMULI AND COMMANDS OCCUR SIMULTANEOUSLY WITHIN A SHORT TIME SPAN, PLACING PLAYERS IN A CONDITION WHERE THEY MUST SUSTAIN PERFORMANCE UNDER PRESSURE.

IT IS A HIGH-STRESS ENVIRONMENT WHERE EXCESSIVE STIMULATION AND RIGID CONTROL COEXIST.

ACTIVITY

SIMULTANEOUS MULTI-MISSION GAME PLAY

COUNTDOWN-BASED REACTION CHALLENGES

INCREASED DIFFICULTY AND STIMULUS INTENSITY AFTER CONSECUTIVE FAILURES

EMOTION

TENSION, ANXIETY, PRESSURE, RESTLESSNESS, FATIGUE

SEE

AN ORANGE-BASED ENVIRONMENT CHARGED WITH TENSION

RAPIDLY FLASHING ALERTS AND WARNING SIGNALS

MULTIPLE DIGITAL MISSION SCREENS OPERATING SIMULTANEOUSLY

MOVING CLOCK-SHAPED KINETIC STRUCTURES SYMBOLIZING TIME PRESSURE

DO

RECEIVE REAL-TIME COMMANDS THROUGH THE CTRL DEVICE AND CHARACTER

COMPLETE MISSIONS AT INTERACTIVE DIGITAL TABLES

PERFORM MULTIPLE ACTIONS, BUTTON INPUTS, AND REACTIONS WITHIN A LIMITED TIME

LEARN

CORTISOL ACTIVATES IN SITUATIONS OF THREAT AND PRESSURE, ENHANCING FOCUS AND SURVIVAL RESPONSE.
HOWEVER, WHEN SUSTAINED EXCESSIVELY, IT LEADS TO FATIGUE, SHUTDOWN, AND EMOTIONAL NUMBNESS.

EXPERIENCE

TENSION, PRESSURE, AND COGNITIVE OVERLOAD. FOCUS REMAINS HIGH, BUT PSYCHOLOGICAL FLEXIBILITY RAPIDLY FADES.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

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VENUE

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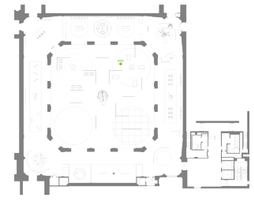
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KEY PLAN



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SCALE

N/A

DRAWING TITLE

OVERDRIVE VIEW

DRAWING NUMBER

EX.1.25



PROJECT

(ctrl)[GAME]

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

DESIGNED BY

CHOI, JUWON

DISCLAIMER

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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

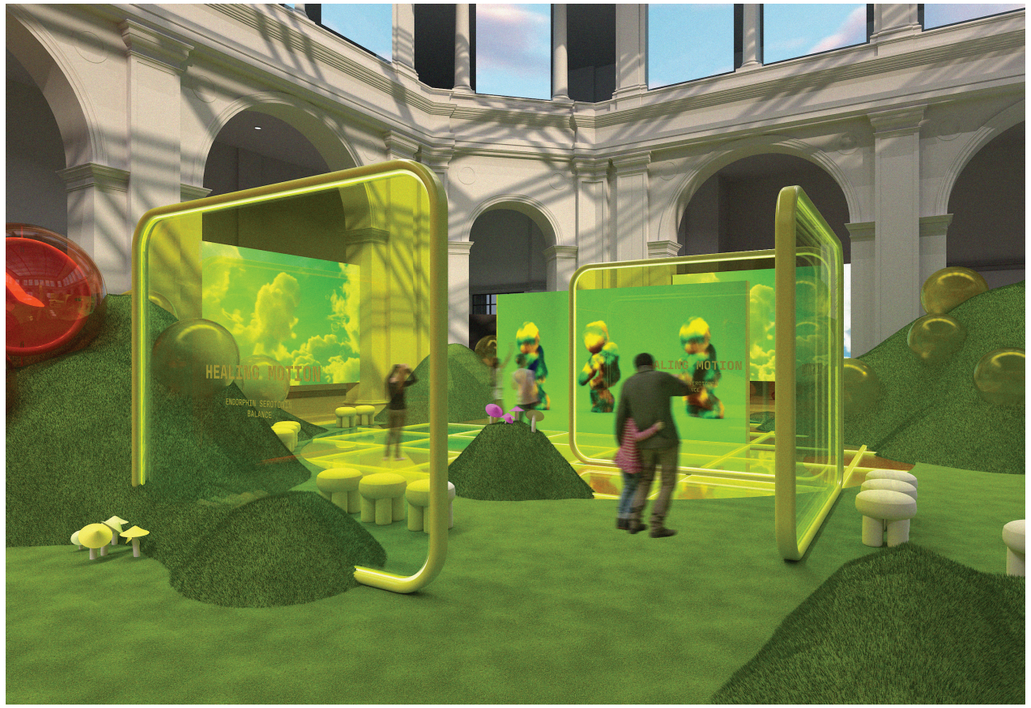
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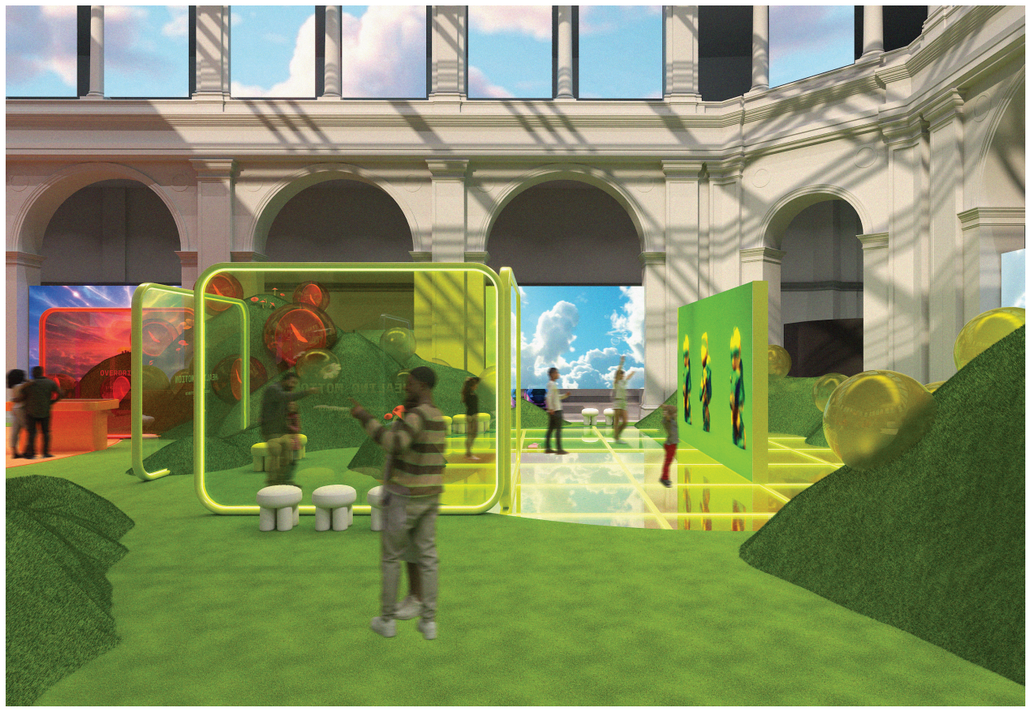
DRAWING TITLE

HEALING MOTION VIEW

DRAWING NUMBER

EX.1.26





HEALING MOTION

SPACE DESCRIPTION

THIS ZONE VISUALIZES EMOTIONAL RELEASE, RECOVERY, AND STABILIZATION DRIVEN BY ENDORPHIN AND SEROTONIN THROUGH A MOVEMENT-BASED INTERACTIVE GAME.

AFTER THE OVERLOAD OF THE CORTISOL ZONE, PLAYERS REGAIN BODILY RHYTHM AND BEGIN TO RE-ALIGN EMOTIONAL BALANCE THROUGH MOTION.

HERE, MOVEMENT BECOMES THE CORE TOOL OF EMOTIONAL RECOVERY.

ACTIVITY

CHARACTER-FOLLOWING DANCE INTERACTION

MOTION-BASED LIGHT AND SOUND RESPONSE GAME PLAY

INDIVIDUAL OR GROUP RHYTHM SYNCHRONIZATION

EMOTION

RELIEF, CALMNESS, RELEASE, STABILITY

SEE

A SOFT GREEN AND YELLOW ENVIRONMENT SYMBOLIZING HEALING AND BALANCE

LARGE MOTION SCREENS WITH RESPONSIVE LIGHTING

A CHARACTER THAT APPEARS ON THE SCREEN WHEN THE DEVICE IS SCANNED

LIGHT AND SOUND THAT SHIFT ACCORDING TO THE CHARACTER'S MOVEMENT

DO

SCAN THE CTRL DEVICE TO ACTIVATE THE CHARACTER ON THE MOTION SCREEN

FOLLOW THE CHARACTER'S MOVEMENTS AND DANCE ALONG

PLAYER MOVEMENT INSTANTLY TRIGGERS LIGHT AND SOUND FEEDBACK

BODY RHYTHM GRADUALLY SYNCHRONIZES WITH THE SPACE

LEARN

ENDORPHIN REDUCES PHYSICAL AND EMOTIONAL PAIN THROUGH MOVEMENT AND RELEASE. SEROTONIN SUPPORTS EMOTIONAL STABILITY, BALANCE, AND SUSTAINED WELL-BEING. TOGETHER, THEY RESTORE THE EMOTIONAL SYSTEM AFTER STRESS.

EXPERIENCE
TENSION DISSOLVES THROUGH MOTION.
THE BODY LEADS EMOTIONAL RECOVERY BEFORE THE MIND CATCHES UP.

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

DESIGNED BY
CHOI, JUWON

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KEY PLAN



DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
HEALING MOTION VIEW

DRAWING NUMBER
EX.1.27



PROJECT

(ctrl)[GAME]

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

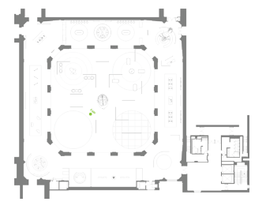
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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

DOZE OFF VIEW

DRAWING NUMBER

EX.1.28





DOZE OFF

SPACE DESCRIPTION

THIS ZONE VISUALIZES DEEP REST AND SLEEP REGULATION DRIVEN BY MELATONIN THROUGH A BREATH-BASED RECOVERY GAME.

AFTER THE ACTIVATION OF HEALING MOTION, THE BODY FULLY TRANSITIONS INTO A SLOW, SUSPENDED STATE OF REST.

ACTIVITY

GUIDED BREATHING CHALLENGE

AROMA SMOKE IMMERSION

SLEEP SUCCESS TRIGGER VIA CHARACTER STATE

REST PERIOD BEFORE EXITING

EMOTION

CALM, RELEASE, DEEP STILLNESS

SEE

BABY BLUE AND SOFT WHITE LOW-STIMULATION ENVIRONMENT

GRADUALLY DIMMING LIGHTS WITH SLOW, WAVE-LIKE MOTION

THE EMOTIONAL CHARACTER SLOWLY FALLING ASLEEP ON DEVICE

AROMA SMOKE GENTLY RISING FROM THE FLOOR

DO

SCAN THE CTRL DEVICE TO ACTIVATE SLEEP MODE

FOLLOW GUIDED SLOW BREATHING

WHEN STEADY BREATHING IS MAINTAINED FOR A SET DURATION,
THE CHARACTER FALLS ASLEEP AND THE GAME IS MARKED AS COMPLETE

AFTER CONFIRMING THE CHARACTER'S SLEEP STATE, PLAYERS MOVE TO THE NEXT ZONE

LEARN

MELATONIN REGULATES SLEEP AND CIRCADIAN RHYTHM. BREATH, LIGHT, AND SCENT ALONE CAN SHIFT THE BODY INTO A RESTORATIVE STATE.

EXPERIENCE

BREATH SLOWS, SENSES SOFTEN, AND TENSION DISSOLVES. THE CHARACTER'S SLEEP BECOMES A REFLECTION OF THE PLAYER'S SUCCESSFUL RELAXATION.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

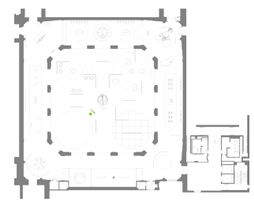
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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

DOZE OFF VIEW

DRAWING NUMBER

EX.1.29



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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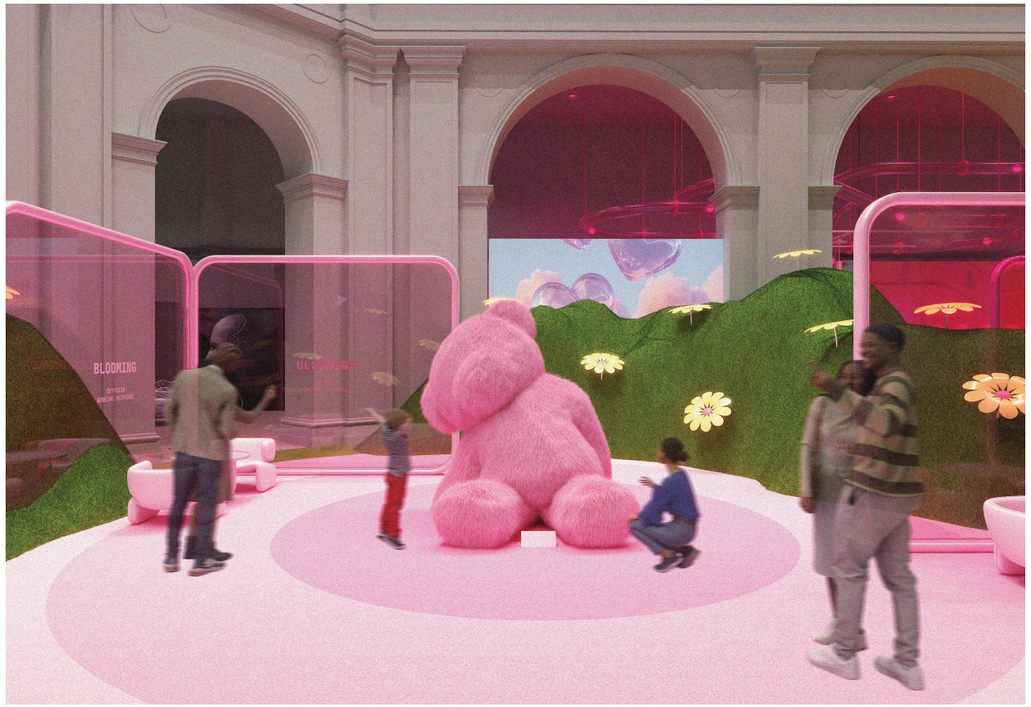
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DRAWING TITLE

BLOOMING VIEW

DRAWING NUMBER

EX.1.30





BLOOMING

SPACE DESCRIPTION

THIS ZONE VISUALIZES CONNECTION, TRUST, AND EMOTIONAL BONDING DRIVEN BY OXYTOCIN THROUGH A COLLABORATIVE INTERACTION ENVIRONMENT.

AFTER PASSING THROUGH INDIVIDUAL REGULATION AND REST, PLAYERS NOW ENTER A SPACE WHERE EMOTIONAL BALANCE IS ACTIVATED THROUGH CONNECTION WITH OTHERS.

BLOOMING REPRESENTS THE FINAL EMOTIONAL EXPANSION BEFORE REFLECTION.

ACTIVITY

PAIRED DEVICE SYNCHRONIZATION

COLLABORATIVE TOUCH OR MOVEMENT INTERACTION

ENVIRONMENTAL BLOOMING RESPONSE THROUGH SHARED PROGRESS

EMOTION

WARMTH, TRUST, ATTACHMENT, CONNECTION, EMOTIONAL OPENNESS

SEE

A LARGE CENTRAL TEDDY BEAR

FLOWER-SHAPED LIGHTS THAT GRADUALLY BRIGHTEN

DO

METHOD 1 – PLAYER TO PLAYER

SYNC CTRL DEVICES TOGETHER. ACTIVATE CONNECTION THROUGH PHYSICAL TOUCH

AS THE CONNECTION LEVEL RISES, FLOWERS AND LIGHTS EXPAND ACROSS THE SPACE

METHOD 2 – PLAYER TO BEAR

TOUCH INTERACTION WITH THE CENTRAL TEDDY BEAR. ALLOWS SOLO PLAYERS TO EXPERIENCE OXYTOCIN RESPONSE

THE SPACE BLOOMS WITH A CALM RHYTHMIC LIGHT

LEARN

OXYTOCIN IS THE HORMONE OF TRUST, ATTACHMENT, AND EMOTIONAL STABILITY. EMOTIONAL BALANCE IS STRENGTHENED NOT ONLY INTERNALLY, BUT THROUGH SHARED REGULATION WITH OTHERS.

EXPERIENCE

A SOFT EMOTIONAL OPENING.
A SENSE OF WARMTH AND SAFETY CREATED THROUGH CONNECTION.

PROJECT

(ctrl)[GAME]

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

BLOOMING VIEW

DRAWING NUMBER

EX.1.31



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

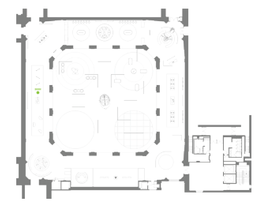
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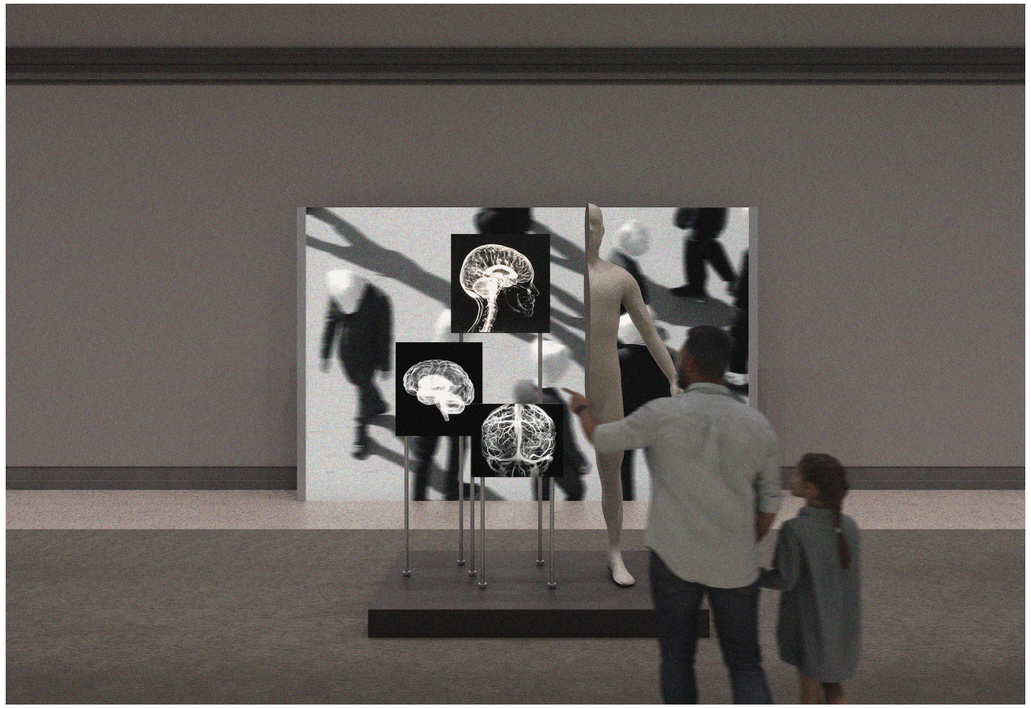
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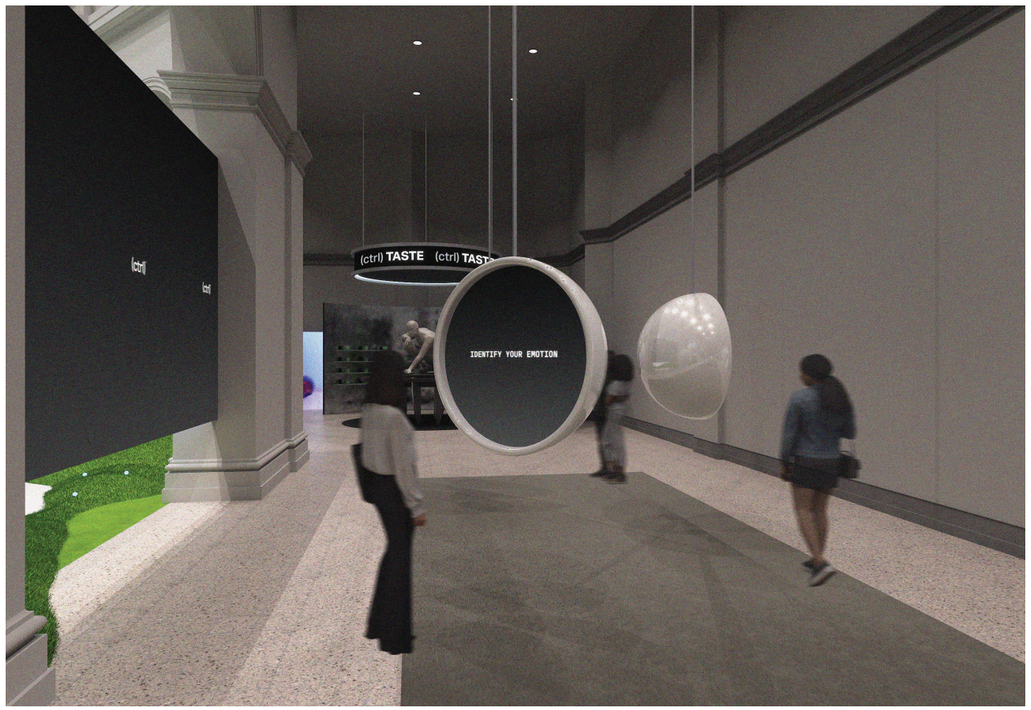
DRAWING TITLE

GAME OVER VIEW

DRAWING NUMBER

EX.1.32





GAME OVER

SPACE DESCRIPTION

THIS FINAL ZONE INVITES PLAYERS TO REFLECT ON THE EMOTIONAL DATA COLLECTED THROUGHOUT THE GAME.
HERE, THEY TRANSITION FROM STIMULATION TO CONSCIOUS SELF REGULATION.

THE GAME PLAY ENDS, AND SELF AWARENESS BEGINS.

ACTIVITY

PERSONAL DATA REVIEW

EMOTIONAL BALANCE FEEDBACK SESSION

FINAL REFLECTION INTERACTION

EMOTION

CLARITY, CALM, AWARENESS, RESOLUTION

SEE

A SUMMARY SCREEN OF PERSONAL PLAY DATA

VISUALIZED PATTERNS OF THE SIX NEUROCHEMICALS

DO

SCAN THE CTRL DEVICE TO LOAD PERSONAL DATA

REVIEW EMOTIONAL RESPONSE FLOWS FROM EACH ZONE

RECEIVE PERSONALIZED EMOTIONAL REGULATION FEEDBACK

SELECT ONE EMOTIONAL BALANCE STRATEGY TO APPLY TO DAILY LIFE

LEARN

EMOTIONS ARE NOT FIXED REACTIONS,
BUT A SYSTEM THAT CAN BE RECOGNIZED AND REGULATED.

EXPERIENCE

IMMEDIATE EXCITEMENT FOLLOWED BY A RAPID EMOTIONAL DROP. PLEASURE QUICKLY TURNS INTO REPETITION.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

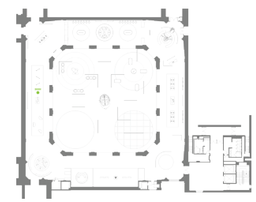
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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

GAME OVER VIEW

DRAWING NUMBER

EX.1.33



PROJECT

(ctrl)GAME

PROJECT TITLE

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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

ITEM SHOP VIEW

DRAWING NUMBER

EX.1.34





ITEM SHOP

SPACE DESCRIPTION

USING THE TOKENS COLLECTED THROUGHOUT THE GAME, PLAYERS CAN PURCHASE NEUROCHEMICAL THEMED COOKIES, SMALL GOODS, AND CHARACTER RELATED KEEPSAKES.

THIS SPACE TRANSFORMS EMOTIONAL EXPERIENCE INTO A TANGIBLE MEMORY.

A PHOTO FEATURE ALLOWS PLAYERS TO CAPTURE THEIR SELECTED CHARACTER AND GAME PLAY DATA TOGETHER AS A FINAL RECORD OF THEIR JOURNEY.

LOG OUT

SPACE DESCRIPTION

PLAYERS RETURN THEIR CTRL DEVICE AND OFFICIALLY CONCLUDE THE GAME.

THIS MOMENT MARKS THE TRANSITION FROM PLAYER BACK TO SELF, AS THEY EXIT THE EXHIBITION CARRYING THEIR EMOTIONAL AWARENESS BEYOND THE SPACE.

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

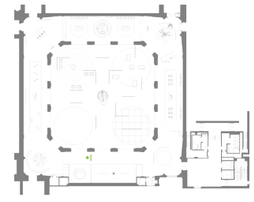
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KEY PLAN



DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

ITEM SHOP AND LOG OUT VIEW

DRAWING NUMBER

EX.1.35

SCHEDULES AND LISTS

SYMBOLS LIST

GRAPHIC TAG



MATERIAL TAG



LIGHTING TAG



AV TAG



ELEVATION MARK



SECTION CUT



VIEW TITLE



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

SYMBOLS LIST

DRAWING NUMBER

EX.2.01

GRAPHIC SCHEDULE

AREA	SIGN TYPE	DESCRIPTION
LODAING		
00A.01.GR01	TYPE C	DIMENSIONAL TITLE
00A.01.GR02	TYPE D	CONTENT GRAPHIC
00A.02.GR03	TYPE C	CONTENT TITLE
00A.02.GR04	TYPE C	CONTENT TITLE
00A.02.GR05	TYPE C	CONTENT TITLE
00A.02.GR06	TYPE C	CONTENT TITLE
00A.02.GR07	TYPE C	CONTENT TITLE
00A.02.GR08	TYPE C	CONTENT TITLE
LOG IN		
01A.01.GR01	TYPE C	DIMENSIONAL LOGO
01A.01.GR02	TYPE D	CONTENT GRAPHIC
01A.01.GR03	TYPE C	DIMENSIONAL TITLE
GAME 1		
02A.01.GR01	TYPE A	FLOOR GRAPHIC
02A.02.GR02	TYPE E	DIMENSIONAL LOGO
02A.03.GR03	TYPE E	DIMENSIONAL TITLE
02A.03.GR04	TYPE A	CONTENT GRAPHIC
02A.04.GR05	TYPE B	CONTENT TITLE
GAME 2		
03A.01.GR01	TYPE B	CONTENT TITLE
GAME 3		
04A.01.GR01	TYPE B	CONTENT TITLE
GAME 4		
05A.01.GR01	TYPE B	CONTENT TITLE
GAME 5		
06A.01.GR01	TYPE B	CONTENT TITLE
06A.02.GR02	TYPE B	CONTENT TITLE
GAME OVER		
07A.01.GR01	TYPE A	FLOOR GRAPHIC
07A.02.GR02	TYPE C	CONTENT TITLE
07A.02.GR03	TYPE F	CONTENT GRAPHIC
07A.03.GR04	TYPE C	DIMENSIONAL TITLE
LOG OUT		
08A.01.GR01	TYPE C	DIMENSIONAL TITLE

GRAPHIC SPECIFICATION

SIGN TYPE	DESCRIPTION
TYPE A	PRECISION-CUT VINYL GRAPHICS APPLIED ON ACRYLIC OR SOLID SURFACES. MATTE FINISH. USED FOR ICONS, LABELS, AND ZONE TITLES.
TYPE B	ACRYLIC PANEL WITH APPLIED VINYL OVERLAY. CAN BE CLEAR OR TINTED DEPENDING ON ZONE COLOR.
TYPE C	1/16” THICKNESS DIMENSIONAL LETTERING IN ACRYLIC OR METAL. PAINTED TO PMS-MATCHED ZONE COLORS.
TYPE D	SURFACE-ENGRAVED OR DEEP-ETCHED GRAPHICS ON METAL OR ACRYLIC PANELS. IN FILLED WITH WHITE PAINTED FINISH.
TYPE E	ILLUMINATED TITLE OR ZONE LETTERING USING LED BACK LIGHT OR EDGE-LIGHT. ACRYLIC DIFFUSER FACE.
TYPE F	DIRECT UV-PRINTED GRAPHICS ON RIGID ACRYLIC SHEET WITH PROTECTIVE CLEAR COAT.

PROJECT

(ctrl)[GAME]

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
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KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
GRAPHIC SCHEDULE AND SPEC

DRAWING NUMBER
EX.2.02

MATERIAL SCHEDULE

MATERIALS	TAG	DESCRIPTION
ACRYLIC FRAME	AC01	1” THICK THERMOFORMED CAST ACRYLIC FRAME. GLOSS FINISH. COLOR VARIES BY ZONE.
ACRYLIC PANEL	AC02	1” THICK CLEAR OR LIGHTLY TINTED ACRYLIC.
ACRYLIC SPHERE	AC03	1/4” THICK CAST ACRYLIC SPHERES, COLORED TRANSLUCENT FINISH.
TRANSLUCENT RESIN	RS01	SEMI-TRANSLUCENT CAST RESIN WITH SOFT DIFFUSED FINISH.
HIGH-GLOSS PLASTIC COATING	PC01	AUTOMOTIVE-GRADE HIGH-GLOSS COATED SOLID PANELS, SMOOTH REFLECTIVE FINISH.
POLYCARBONATE TUBING	PC02	CLEAR OR TINTED POLYCARBONATE TUBE. GLOSS FINISH.
FUR FABRIC	FB01	HIGH-PILE SYNTHETIC FUR WITH INTERNAL FOAM STRUCTURE.
SHEER FABRIC	FB02	LIGHTWEIGHT SHEER TEXTILE FOR SOFT ZONE SEPARATION.
CARPET	FB03	LOW-PILE CARPET WITH ZONE-SPECIFIC COLORS.
STAINLESS STEEL	MT01	1” STAINLESS STEEL TUBING, BRUSHED FINISH.
POWDER-COATED METAL	MT02	POWDER-COATED STEEL PANEL.
BRUSHED STAINLESS STEEL	MT03	1/4” THICK BRUSHED STEEL PANEL WITH IRREGULAR GRAIN TEXTURE.
METAL PANEL	MT04	MATTE/BRUSHED STEEL BASE WITH PEARLE-SCENT REFLECTIVE COATING
DISTRESSED MIRROR PANEL	MT05	SILVER-BACKED MIRROR PANEL WITH DISTRESSED OXIDATION PATTERN. SOFT, UNEVEN REFLECTION
ARTIFICIAL TURF	TR01	SYNTHETIC TURF WITH VARIED PILE HEIGHTS. GREEN TONES VARY BY ZONE.
SILICONE SKIN	SC01	MOLDED SILICONE SKIN OVER INTERNAL ARMATURE, MATTE FLESH FINISH.
CONCRETE-LIKE SOLID SURFACE	SS01	1” SOLID SURFACE COUNTER TOP WITH CAST CONCRETE TEXTURE. USED FOR BENCH AND CURVED TABLE TOPS.

LIGHTING SCHEDULE

LIGHTING TYPE	TAG	DESCRIPTION
EDGE-LIT LED STRIP	LT01	CONCEALED LED ALONG ACRYLIC EDGES. CONTINUOUS DIFFUSED GLOW. RGB TUNABLE FOR ZONE COLOR IDENTITY.
BACK LIGHT LED PANEL	LT02	UNIFORM LED PANEL BEHIND TRANSLUCENT OR SEMI-OPAQUE SURFACES. RGB OR STATIC WHITE DEPENDING ON ZONE.
CIRCULAR LED RING	LT03	SUSPENDED LED RING PROVIDING SOFT AMBIENT PERIMETER ILLUMINATION ABOVE KEY ZONES.
BRAIN INTERNAL LED ARRAY	LT04	VOLUMETRIC INTERNAL LED ARRAY INSIDE THE BRAIN SCULPTURE. RGB TUNABLE TO REFLECT EMOTIONAL STATE CUES.
INTERACTIVE BRAIN LED	LT05	REAL-TIME LED MAPPING SYSTEM THAT RESPONDS TO VISITOR DENSITY. LIGHTS BRIGHTEN OR SHIFT COLOR BASED ON CROWD BEHAVIOR (GPS-LIKE POSITIONAL REFLECTION).
TUBE LED NODE	LT06	LED POINT-LIGHT SOURCE EMBEDDED INSIDE KINETIC TUBES OR CAPSULES. CREATES MOVING LIGHT ANIMATION.
BASE COVE LED LIGHT	LT07	CONCEALED LED INSTALLED AT PLATFORM OR WALL BASES, PROVIDING SOFT GROUND WASH ILLUMINATION.
INFINITY LED PANEL	LT08	PIXEL-BASED LED PANEL USED FOR INFINITY MIRROR EFFECTS. DIRECTIONAL, REACTIVE VISUAL FEEDBACK.
GROUND ACCENT LED	LT09	LOW-LEVEL LINEAR LED OUTLINING ZONE EDGES OR LANDSCAPE BOUNDARIES.

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

DESIGNED BY
CHOI, JUWON

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KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
MATERIAL,LIGHTING SCHEDULE

DRAWING NUMBER
EX.2.03

AV SCHEDULE

AV TYPE	TAG	DESCRIPTION
DIGITAL DISPLAY MONITOR	AV01	HIGH-RES DISPLAY PANELS TEMPERED/ANTI-GLARE FRONT. PLAYS ALL DIGITAL CONTENT: ANIMATIONS, UI, INSTRUCTIONS.
INTERACTIVE TOUCH	AV02	PCAP TOUCH DISPLAY
PROJECTION SYSTEM	AV03	SHORT-THROW PROJECTOR (4K–6K LUMENS) FOR AMBIENT SCENES, MAPPED VISUALS, AND LARGE-SCALE GRAPHICS.
LOW FOG SYSTEM	AV04	LOCALIZED LOW-LYING FOG ALONG FABRIC TERRAIN EDGES. GROUND-HUGGING MIST WITH QUICK DISSIPATION; WATER-BASED.
SCENT DIFFUSER	AV05	PROGRAMMABLE AROMA DIFFUSER WITH ADJUSTABLE INTENSITY AND REPLACEABLE CARTRIDGES.
MULTI-ZONE AUDIO SYSTEM	AV06	DIRECTIONAL + FULL-RANGE SPEAKERS FOR AMBIENT SOUND, MUSIC, AND SFX. ZONE-BASED CONTROL AND DSP.
NFC / PROXIMITY SYSTEM	AV07	NFC / RFID SCAN POINTS FOR DEVICE LOGIN, ZONE TRIGGERS, AND GAME ACTIVATION. BUILT-IN LED CONFIRMATION RING.
MOTION SENSOR	AV08	INFRARED/LIDAR SENSOR DETECTING MOVEMENT FOR INTERACTIVE TRIGGERS AND REACTIVE LIGHTING/SOUND.
FULL-BODY MOTION CAPTURE	AV09	DEPTH-TRACKING SENSOR FOR DANCE TASKS AND REAL-TIME BODY INTERACTION.
KINETIC LIGHT CAPSULE SYSTEM	AV10	MECHANICALLY ACTUATED CAPSULE WITH INTERNAL LED MOVING THROUGH TUBING; PROGRAMMABLE PATH AND TIMING.
POSITION DATA ENGINE	AV11	BLE/NFC MICRO-LOCATION SYSTEM DETECTING VISITOR PRESENCE BY ZONE; SENDS POPULATION DATA TO MEDIA CONTROLLER.
BRAIN LED MEDIA CONTROLLER	AV12	CONTROLS BRAIN SCULPTURE’S INTERNAL LEDS; MAPS CROWD DENSITY TO COLOR, BRIGHTNESS, AND PATTERN CHANGES.
ROBOTIC ANIMATION SYSTEM	AV13	PRE-PROGRAMMED ROBOTIC ARM WITH SENSOR-BASED REACTIVE MOTION. SUPPORTS OBJECT MANIPULATION, GESTURE-BASED MOVEMENT, AND KINETIC ENVIRONMENTAL ANIMATION WITHIN THE ZONE.
MOTORIZED INTERACTIVE MECHANISM	AV14	PROGRAMMABLE MOTOR-DRIVEN SYSTEM ACTIVATED BY USER INPUT (BUTTON, SCAN, OR SENSOR). SUPPORTS ROTATION, SLIDING, OR OBJECT MOVEMENT DEPENDING ON DEVICE TYPE. INCLUDES SPEED CONTROL, RANDOMIZED ACTION MODE, LED FEEDBACK INTEGRATION, AND SYNCHRONIZED AUDIO TRIGGERS.
HANDHELD INTERACTIVE DEVICE	AV15	CUSTOM HANDHELD “CTRL DEVICE” WITH LCD DISPLAY FOR VISITOR INTERACTION. SCANS NFC / QR CHECKPOINTS TO TRIGGER ZONE CONTENT, RECORD EMOTIONAL DATA, AND DISPLAY AVATAR FEEDBACK. BUILT-IN HAPTICS, LOCAL DATA STORAGE, AND USB-C RECHARGEABLE POWER SYSTEM.

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
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KEY PLAN

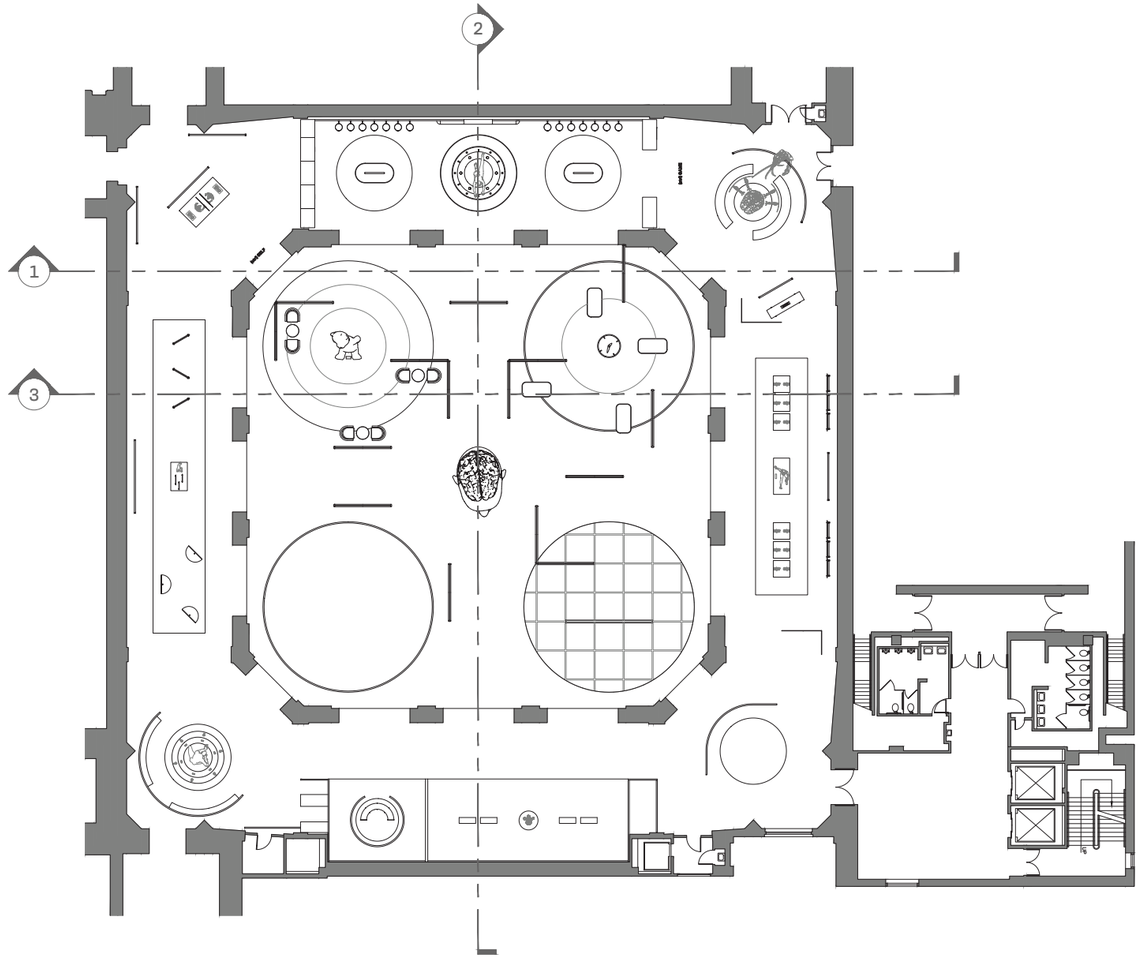
DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
AV SCHEDULE

DRAWING NUMBER
EX.2.04

PLANS
AND SECTIONS



1 GENERAL FLOOR PLAN
SCALE : 1/32” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
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VENUE
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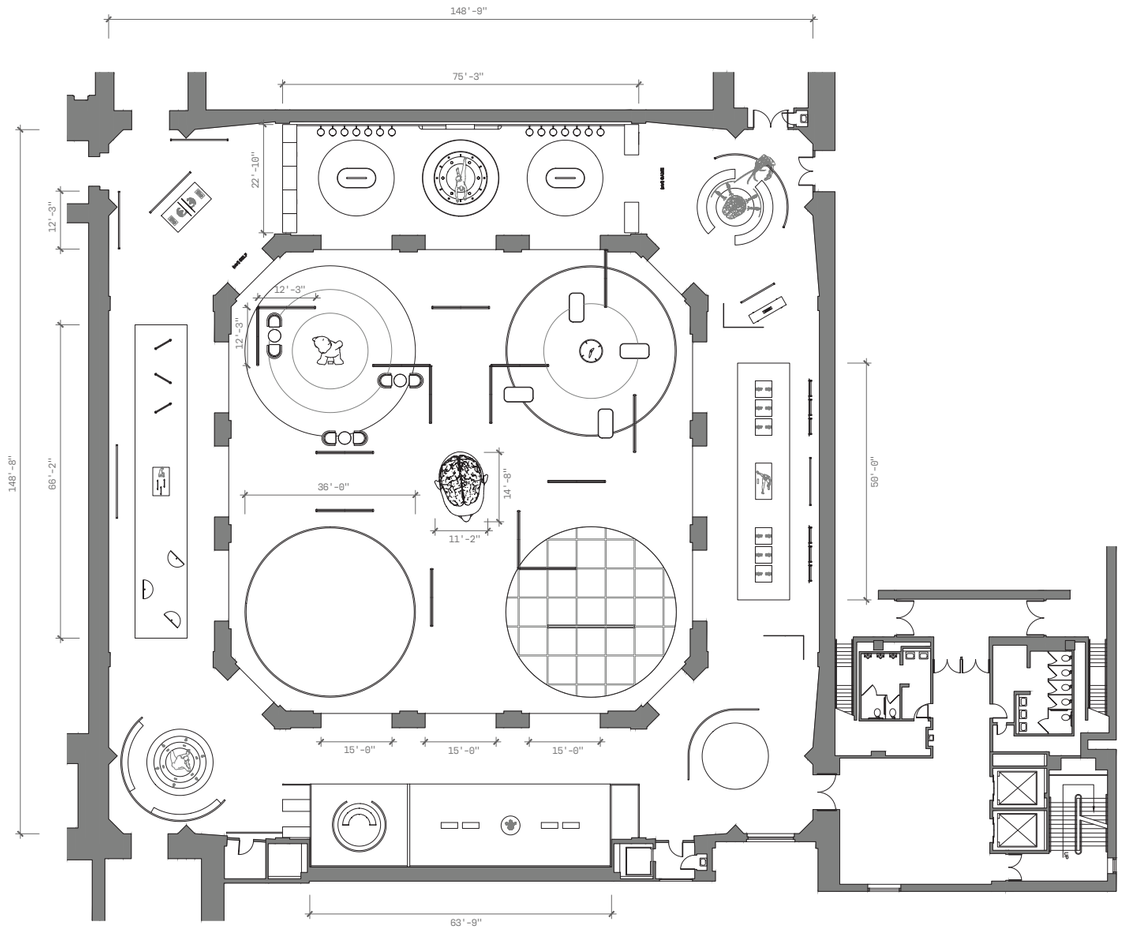
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
GENERAL FLOOR PLAN

DRAWING NUMBER
EX.3.01



1 **DIMENSION PLAN**
SCALE : 1/32” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
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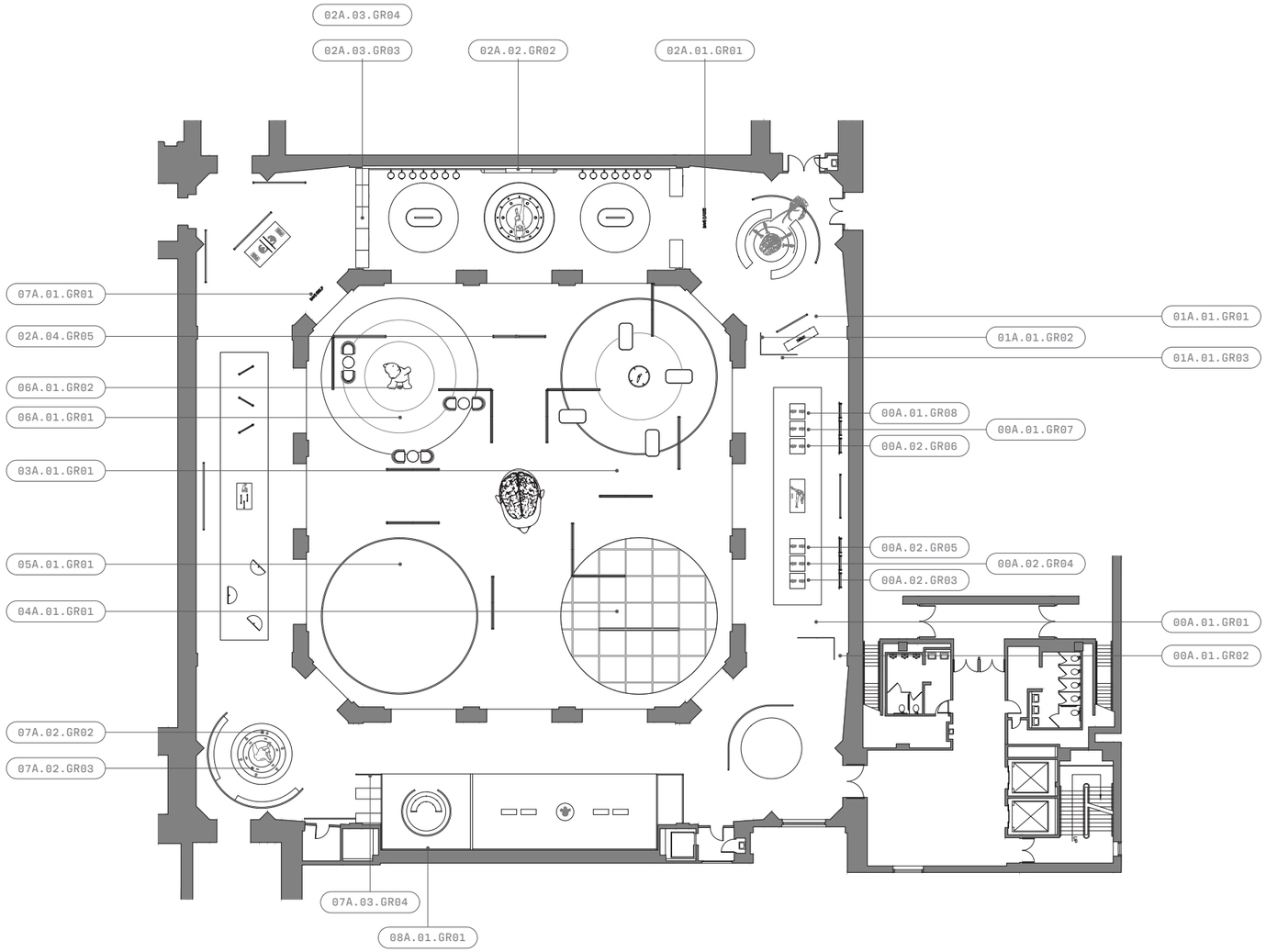
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
DIMENSION PLAN

DRAWING NUMBER
EX.3.02



1 **GRAPHIC LOCATION PLAN**
SCALE : 1/32” = 1’-0”

PROJECT

(ctrl)[GAME]

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
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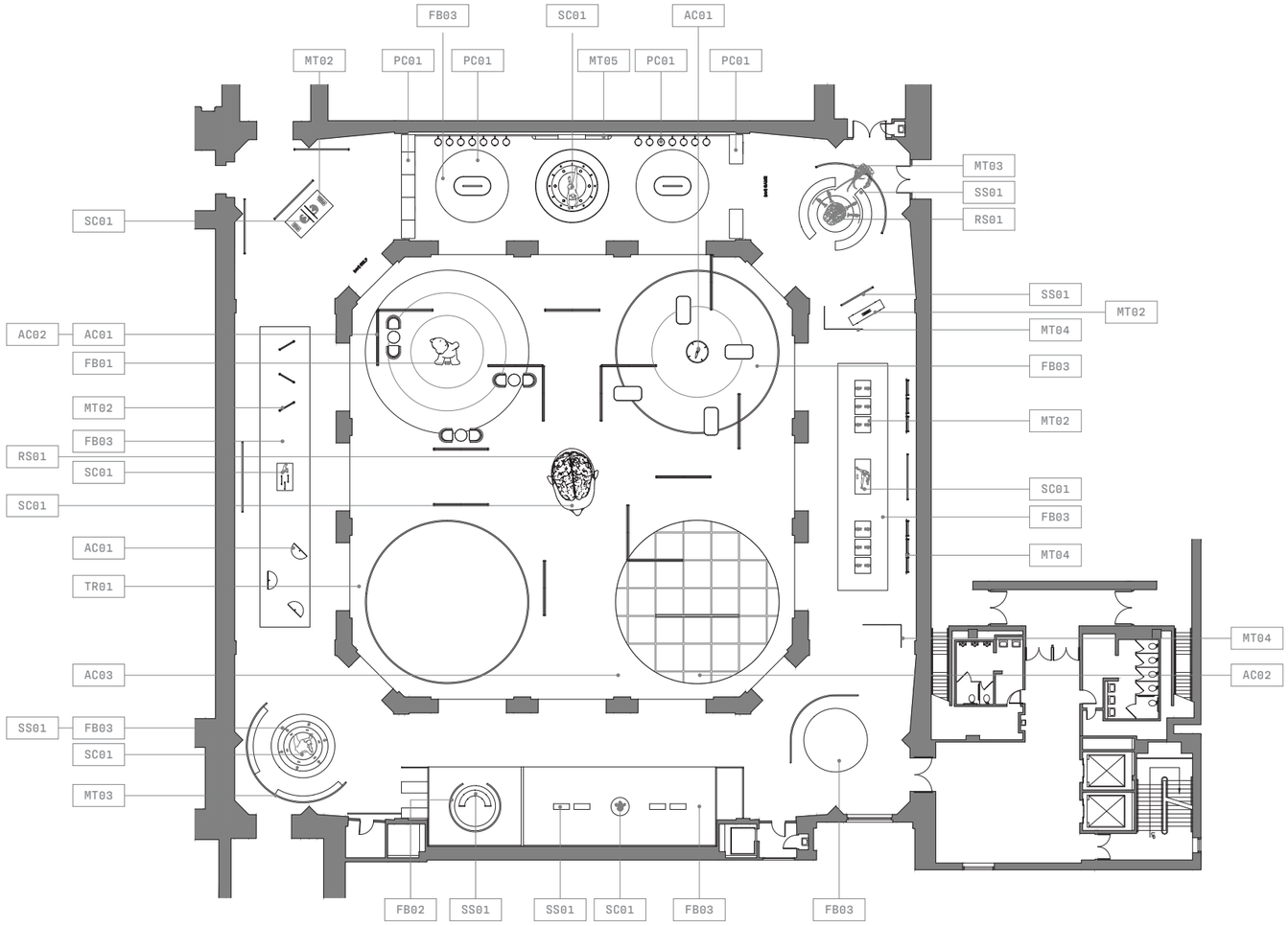
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
GRAPHIC LOCATION PLAN

DRAWING NUMBER
EX.3.03



1 **MATERIAL PLAN**
SCALE : 1/32” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

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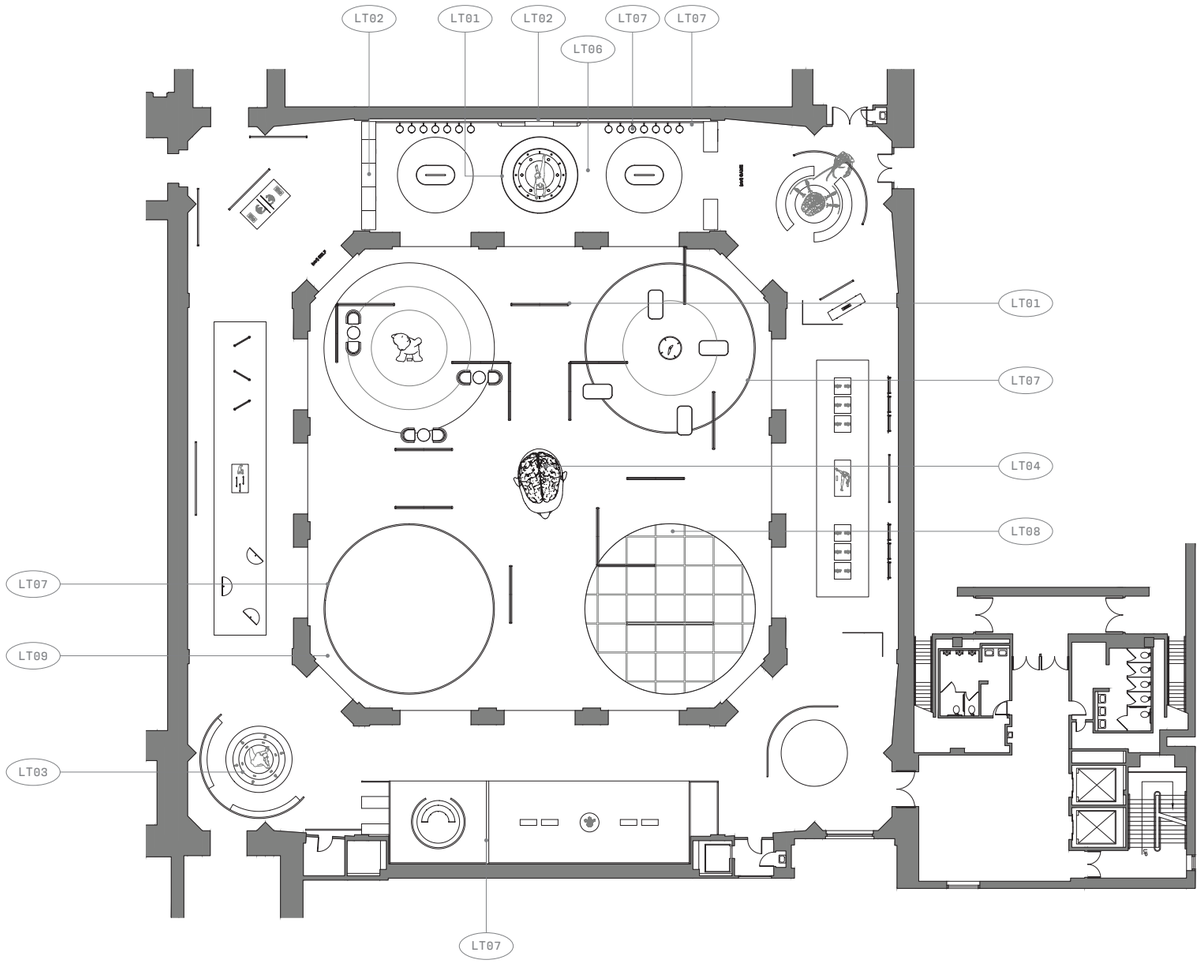
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
MATERIAL PLAN

DRAWING NUMBER
EX.3.04



1 **LIGHTING PLAN**
SCALE : 1/32” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

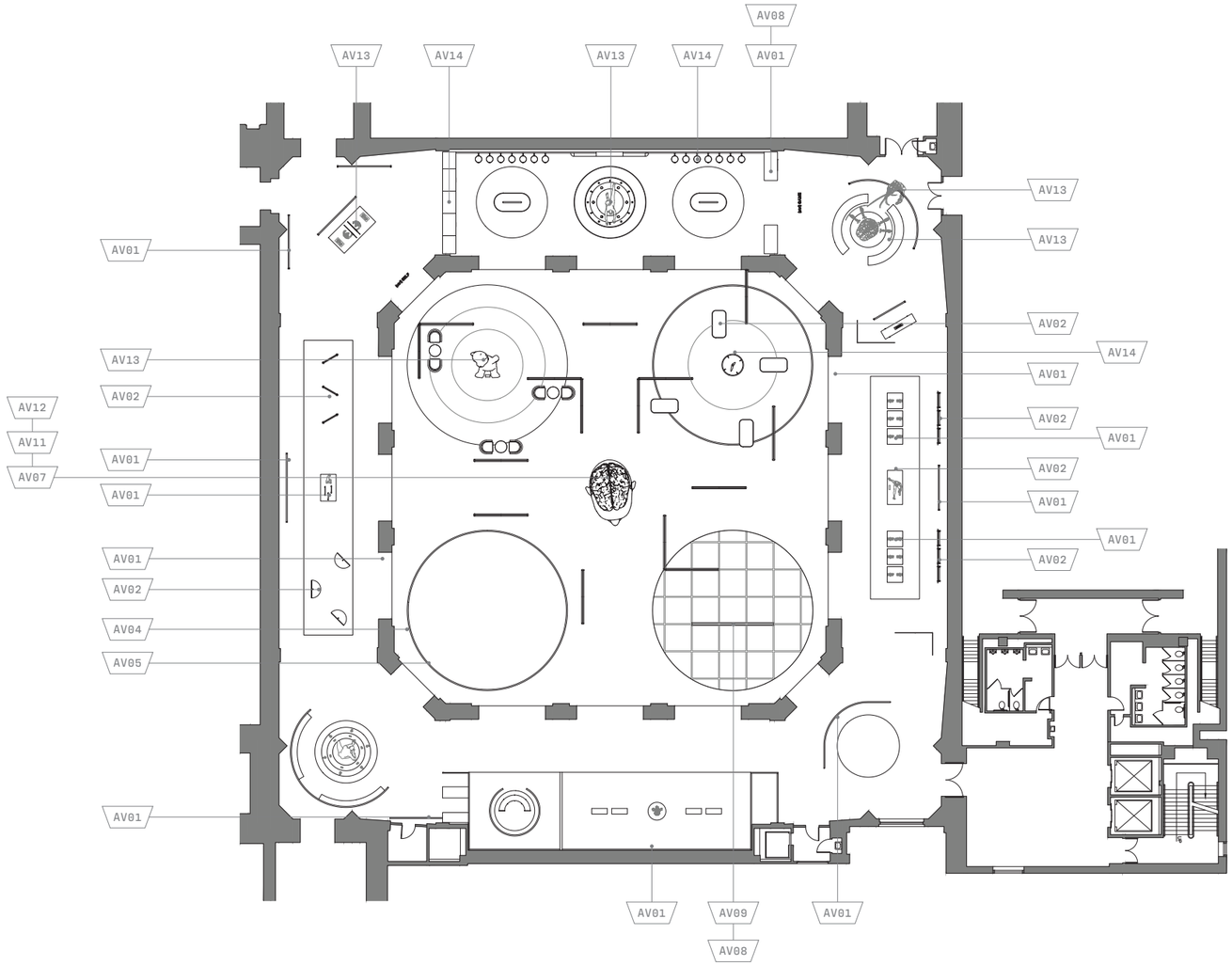
N/A

DRAWING TITLE

LIGHTING PLAN

DRAWING NUMBER

EX.3.05



1 **AV PLAN**
SCALE : 1/32” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
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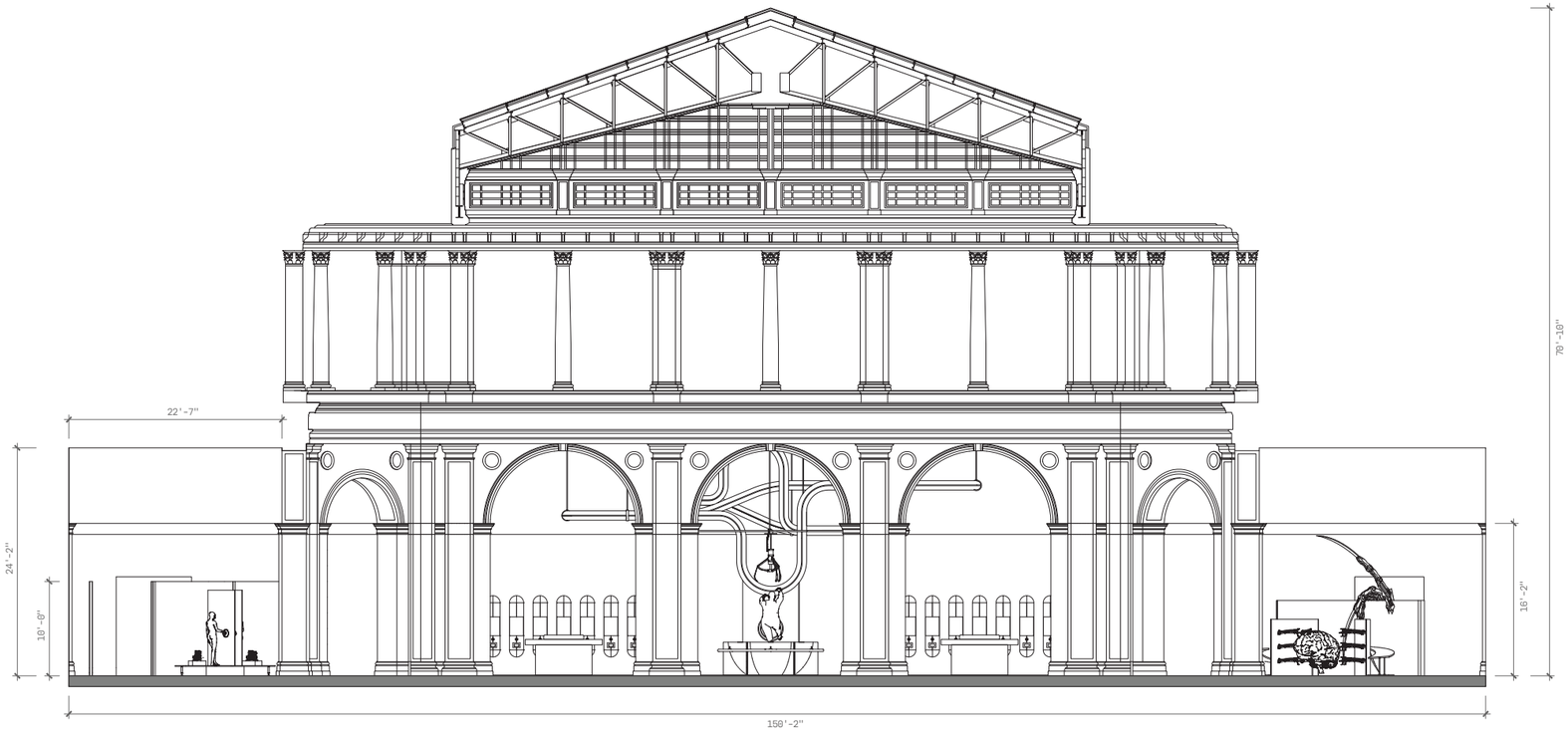
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
AV PLAN

DRAWING NUMBER
EX.3.06



1 **SECTION**
SCALE : 1/16” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
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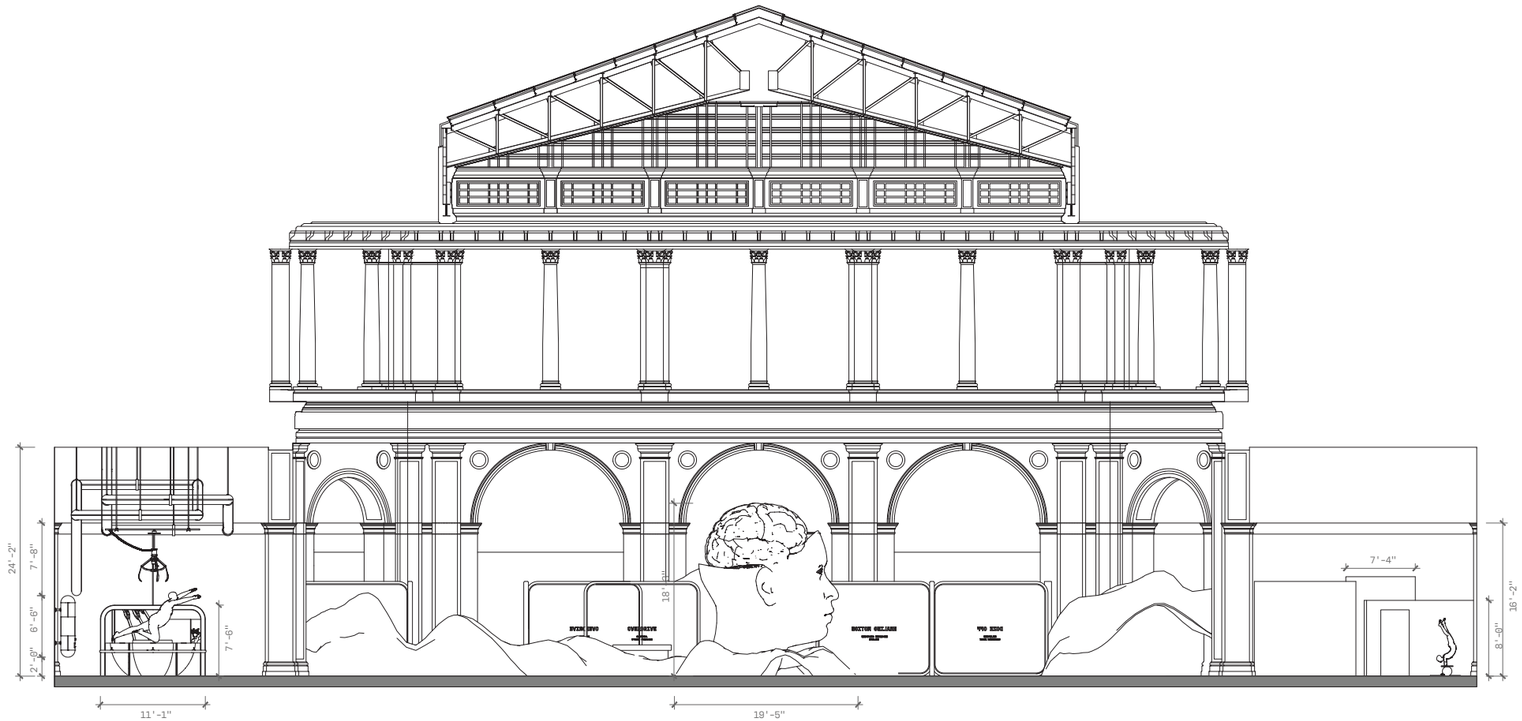
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
SECTION

DRAWING NUMBER
EX.3.07



2 **SECTION**
SCALE : 1/16” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
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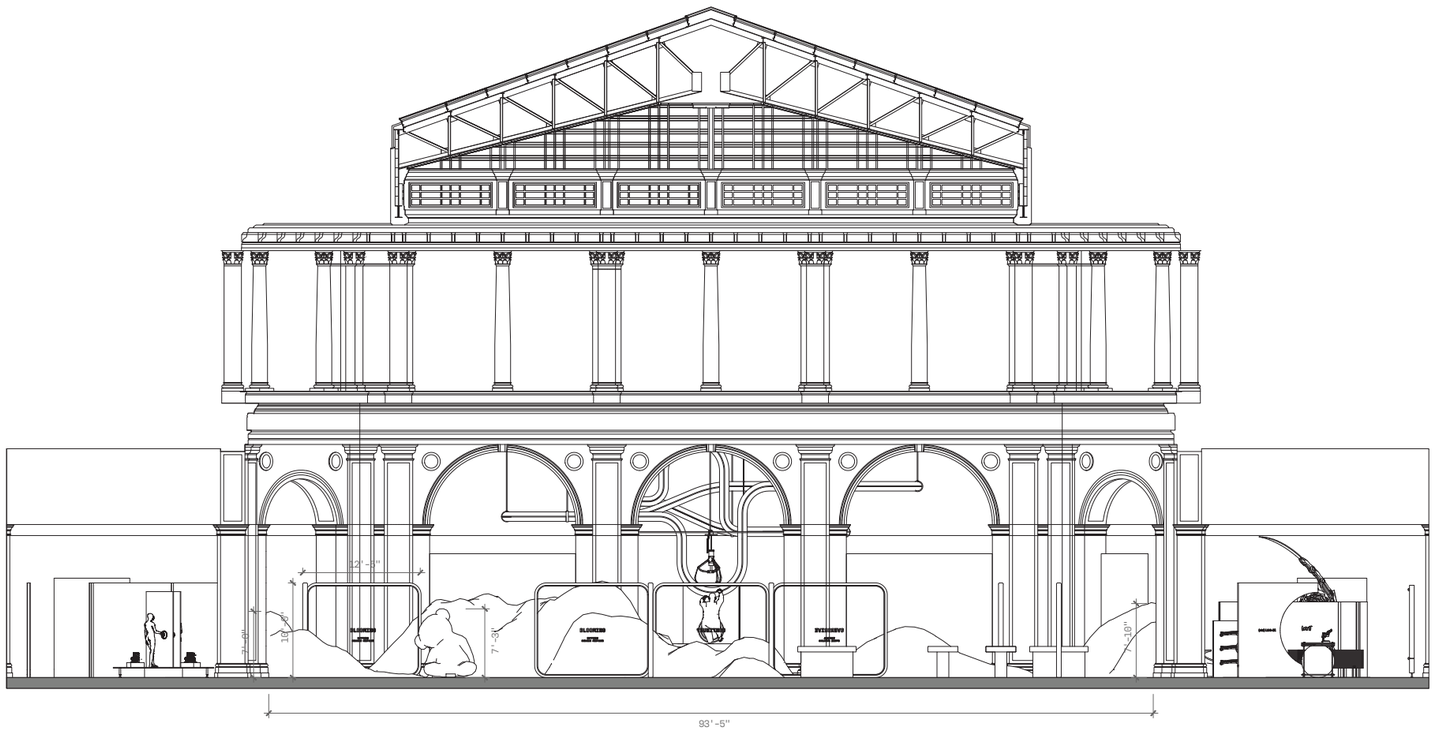
KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
SECTION

DRAWING NUMBER
EX.3.08



3 **SECTION**
SCALE : 1/16” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
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KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
SECTION

DRAWING NUMBER
EX.3.09

GRAPHIC SYSTEM

PRIMARY COLORS

THE MAIN COLOR SYSTEM IS BASED ON THE EXHIBITION'S CONCEPT OF THE BODY AS AN INTERNAL UNIVERSE AND ARTIFICIALLY DESIGNED ECOSYSTEM. FRAMED WITHIN A GAME WORLD, THE PALETTE REPRESENTS NOT REAL NATURE BUT AN ENGINEERED FORM OF NATURE OPERATING WITHIN A CONTROLLED SYSTEM.

THE GREEN–BLUE GRADIENT, INSPIRED BY SKY AND GRASS, CONVEYS THAT EMOTIONS ARE FLUID, SHIFTING, AND CIRCULATING INTERNAL PROCESSES RATHER THAN FIXED STATES.

WHILE MAINTAINING IMPRESSIONS OF BALANCE, CLARITY, AND RESTORATION, THE COLORS FUNCTION AS THE VISUAL LANGUAGE OF A SIMULATED EMOTIONAL ENVIRONMENT, REINFORCING THE IDEA THAT EMOTION OPERATES WITHIN A WORLD DESIGNED LIKE A GAME.

RGB : 196 228 254

CMYK : 20 3 0 0

#C4E4FE

RGB : 140 189 30

CMYK : 51 5 100 0

#8CBD1E

GREEN–BLUE GRADIENT

SECONDARY COLORS

THE SECONDARY COLOR SYSTEM DISTINGUISHES THE EMOTIONAL MECHANISMS OF THE SIX NEUROCHEMICALS.

EACH COLOR VISUALLY TRANSLATES THE PHYSIOLOGICAL AND PSYCHOLOGICAL QUALITIES OF EACH HORMONE, ALLOWING VISITORS TO IMMEDIATELY RECOGNIZE THE TYPE OF EMOTIONAL RESPONSE IN EACH ZONE.

DOPAMINE — STIMULATION, ANTICIPATION, REWARD

CORTISOL — STRESS, ALERTNESS

ENDORPHIN — RELEASE, VITALITY

SEROTONIN — STABILITY, SATISFACTION, BALANCE

MELATONIN — SLEEP, RELAXATION, CALM

OXYTOCIN — ATTACHMENT, CONNECTION

DOPAMINE

RGB : 249 46 152

CMYK : 0 92 0 0

#F92E98

ENDORPHIN

RGB : 209 221 58

CMYK : 22 0 93 0

#D1DD3A

MELATONIN

RGB : 196 228 254

CMYK : 20 3 0 0

#C4E4FE

CORTISOL

RGB : 251 76 5

CMYK : 0 85 100 0

#FB4C05

SEROTONIN

RGB : 255 244 108

CMYK : 3 0 69 0

#FFF46C

OXYTOCIN

RGB : 255 207 226

CMYK : 0 24 00

#FFCFE2

PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

COLOR PLATTE

DRAWING NUMBER

EX.4.01

TITLE

(ctrl) GAME

BODY

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TITLE

Aa

Aktiv
Grotesk
Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{}:"<>?

TITLE

Aa

Antarctican
Mono
Semi-bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{}:"<>?

BODY

Aa

Antarctican
Mono
Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{}:"<>?

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
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KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
TYPOGRAPHY

DRAWING NUMBER
EX.4.02

TITLE

GACHA GETCHA

SUB TITLE

DOPAMINE PLEASURE LOOP

BODY

Lorem ipsum dolor sit amet,consectetuer adipiscing elit, sed diam nonummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisienim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

TITLE

Aa

Antarctican
Mono
Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{]:”<>?

SUB TITLE

Aa

Antarctican
Mono
Semi-bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{]:”<>?

BODY

Aa

Antarctican
Mono
Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{]:”<>?

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(ctrl)GAME

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KEY PLAN

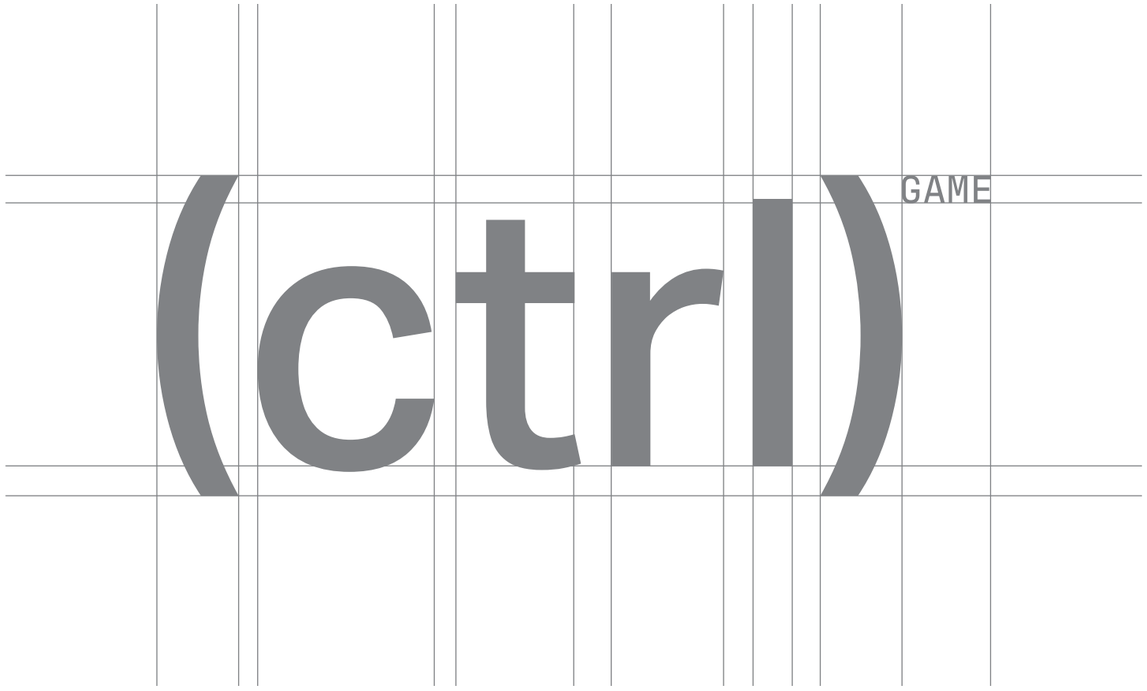
DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
TYPOGRAPHY

DRAWING NUMBER
EX.4.03

LOGO STUDY



PRIMARY

Aa

Aktiv
Grotesk
Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{}:”<>?

PRIMARY

Aa

Antarctican
Mono
Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 1 0
~!@#$%^&*()_+{}:”<>?

PROJECT

(ctrl)GAME

PROJECT TITLE

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

LOGO STUDY

DRAWING NUMBER

EX.4.04

FINAL LOGO

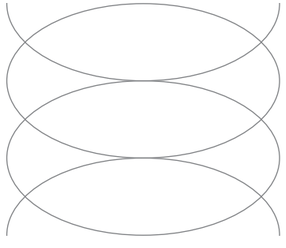
(ctrl) GAME

DESCRIPTION

THE (CTRL) LOGO VISUALLY COMMUNICATES THE EXHIBITION'S CORE MESSAGE THAT EMOTION IS GENERATED AND REGULATED WITHIN AN INTERNAL SYSTEM.

ITS BRACKETED STRUCTURE SYMBOLIZES CONTAINMENT AND CONTROL, THE USE OF "CTRL" REFERENCES GAME INTERFACE LANGUAGE, AND THE FUNCTIONAL TYPOGRAPHY REINFORCES THE IDEA OF EMOTION AS A SYSTEM-BASED PROCESS. TOGETHER, THESE ELEMENTS FORM A SYMBOLIC AND INTUITIVE MAIN IDENTITY.

VISUAL MOTIF



PRIMARY COLORS

PROJECT

(ctrl) GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

DESIGNED BY

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

LOGO PALLET

DRAWING NUMBER

EX.4.05



PROJECT

(ctrl) GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

GRAPHIC POSTER

DRAWING NUMBER

EX.4.06



PROJECT

(ctrl)[GAME]

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

ENTRANCE BUILDING GRAPHIC

DRAWING NUMBER

EX.4.07



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

ENTRANCE BUILDING GRAPHIC

DRAWING NUMBER

EX.4.08



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

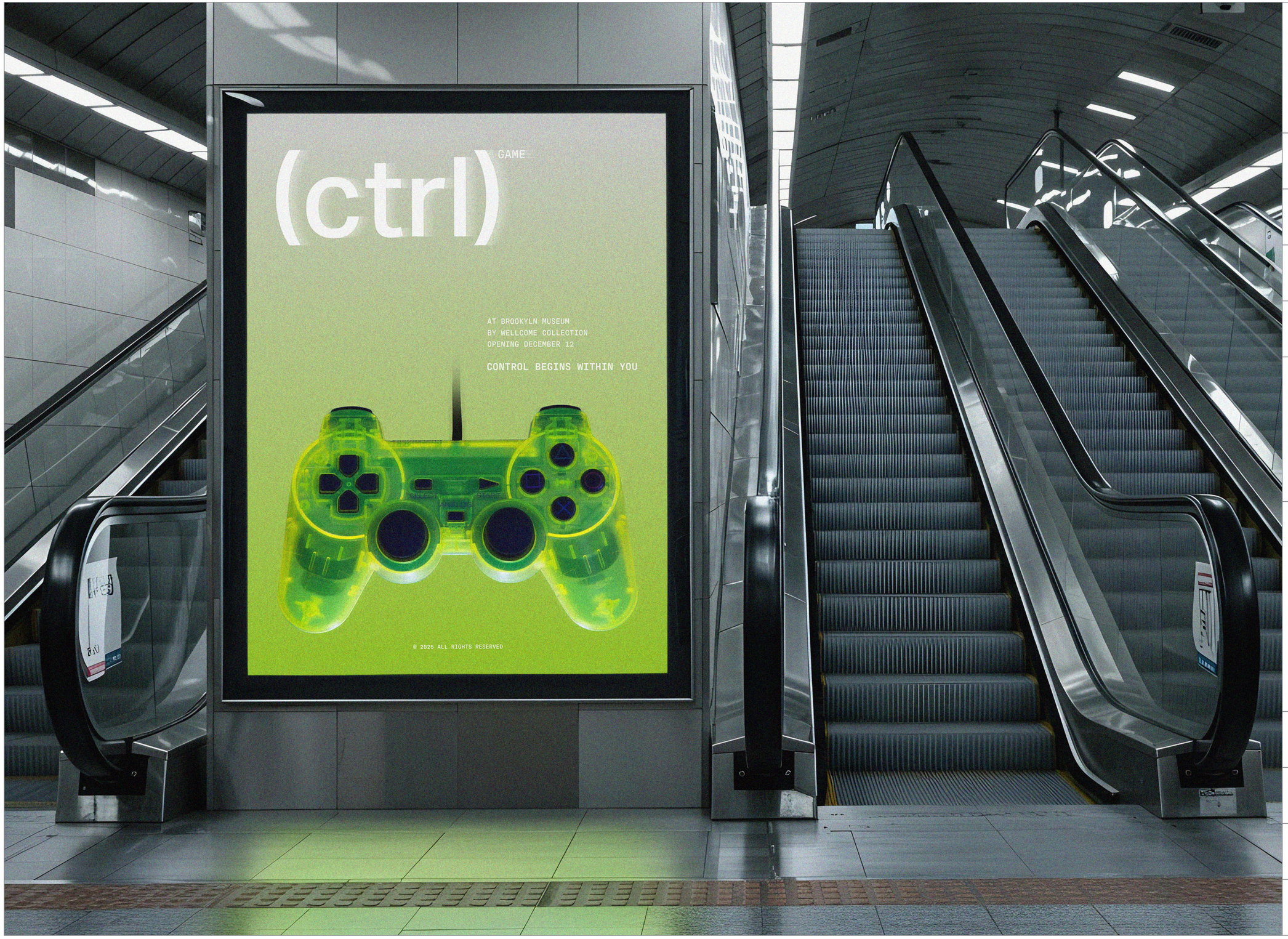
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DRAWING TITLE

OFF SITE POSTER

DRAWING NUMBER

EX.4.09



PROJECT

(ctrl) GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

OFF SITE POSTER

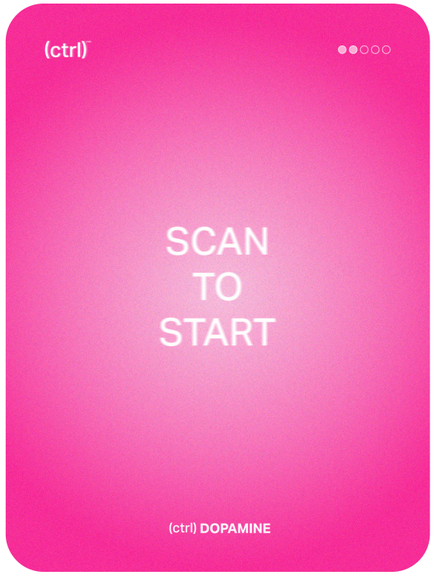
DRAWING NUMBER

EX.4.10

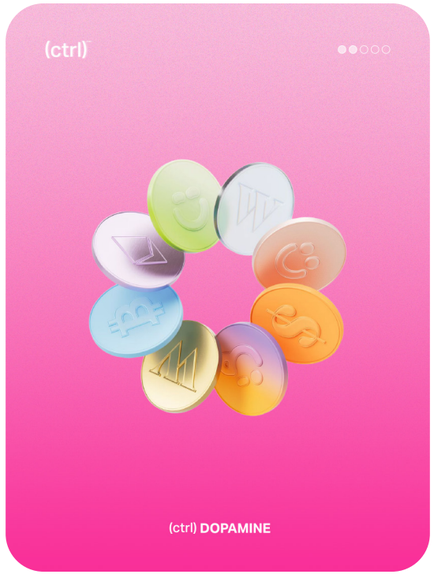




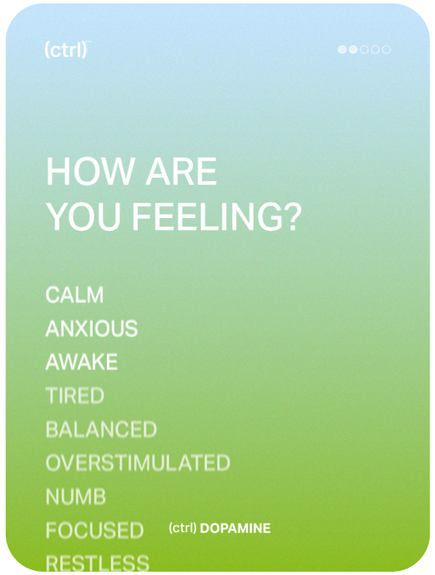
TRACK LOCATION



ACTIVATE GAME



GAME MONEY



EMOTION RATE

PROJECT

(ctrl) GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

EXHIBITION DEVICE

DRAWING NUMBER

EX.4.11





PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

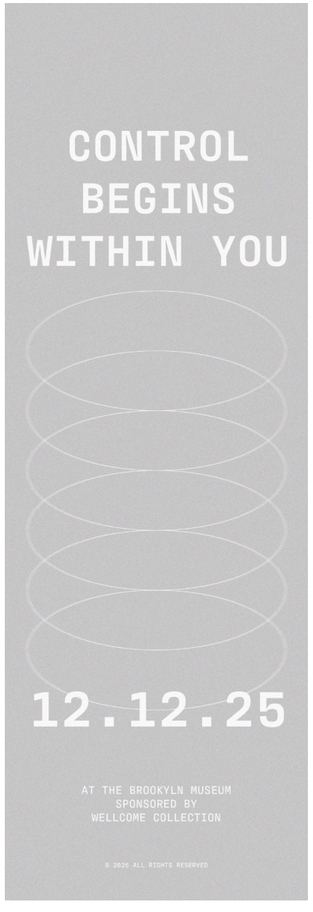
STAFF COSTUME

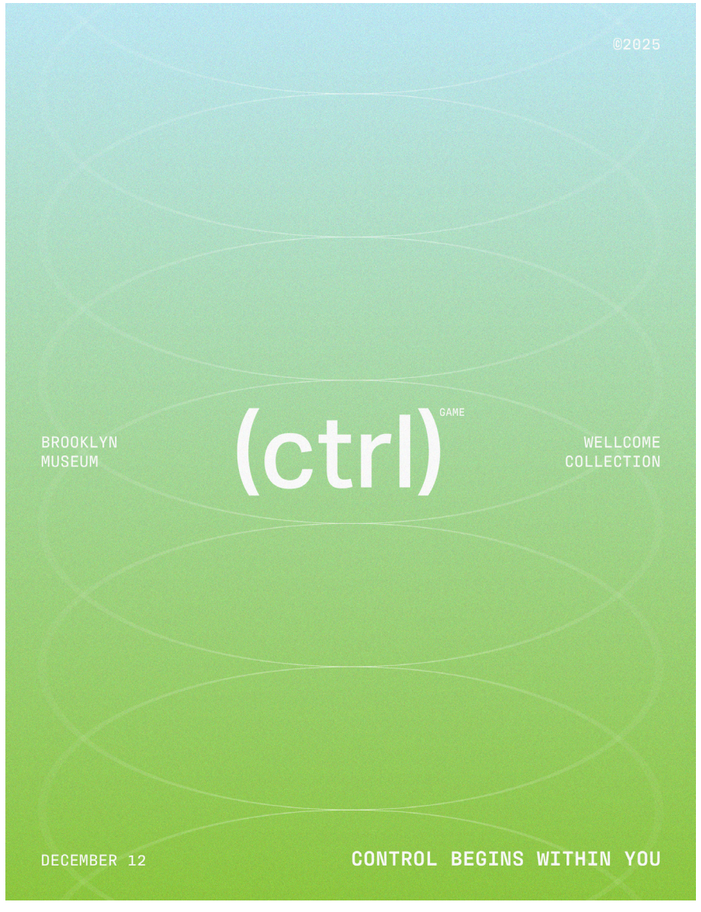
DRAWING NUMBER

EX.4.12









PROJECT

(ctrl) GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

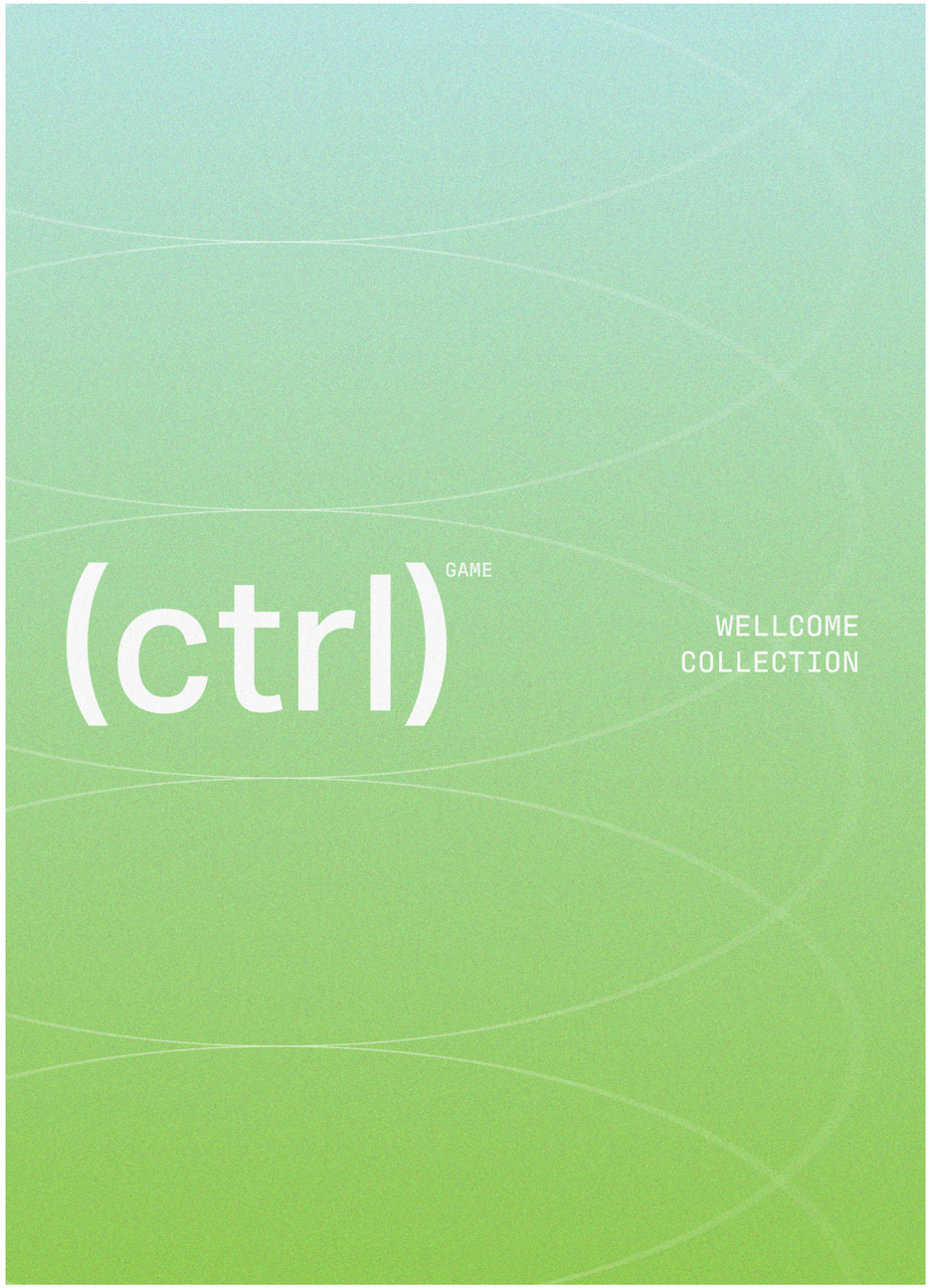
N/A

DRAWING TITLE

GRAPHIC FAMILY

DRAWING NUMBER

EX.4.13



MOTIF PATTERN



MOTION BLUR LOGO



NOISE TEXTURE

PROJECT

(ctrl) GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

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KEY PLAN

DATE
DECEMBER 12.2025

SCALE
N/A

DRAWING TITLE
DETAILS

DRAWING NUMBER
EX.4.14



PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

COLLATERAL: COOKIE PACKAGE

DRAWING NUMBER

EX.4.15







PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

COLLATERAL: COOKIE PACKAGE

DRAWING NUMBER

EX.4.16







PROJECT

(ctrl)GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

DRAWING TITLE

COLLATERAL: SELF GUIDE BOOK

DRAWING NUMBER

EX.4.17





PROJECT

(ctrl) GAME

PROJECT TITLE

CONTROL GAME

CLIENT

WELLCOME COLLECTION

VENUE

BROOKLYN MUSEUM

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KEY PLAN

DATE

DECEMBER 12.2025

SCALE

N/A

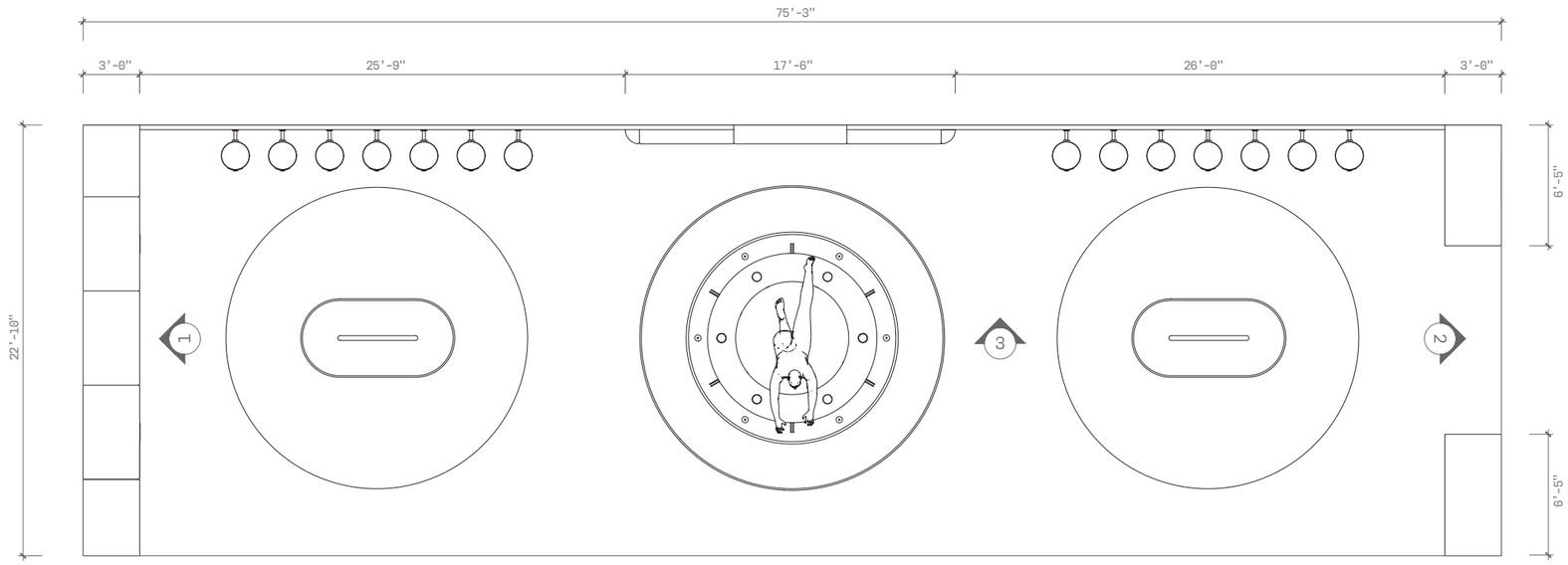
DRAWING TITLE

COLLATERAL: BRANDED ITEMS

DRAWING NUMBER

EX.4.18

EXHIBIT DETAILS



1 **GACHA GETCHA PLAN**
SCALE : 1/8" = 1'-0"

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

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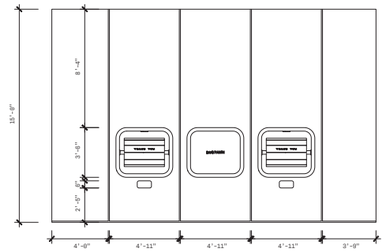
KEY PLAN

DATE
DECEMBER 12.2025

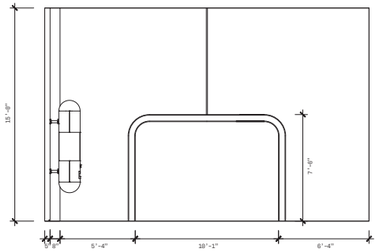
SCALE
N/A

DRAWING TITLE
GACHA GETCHA PLAN

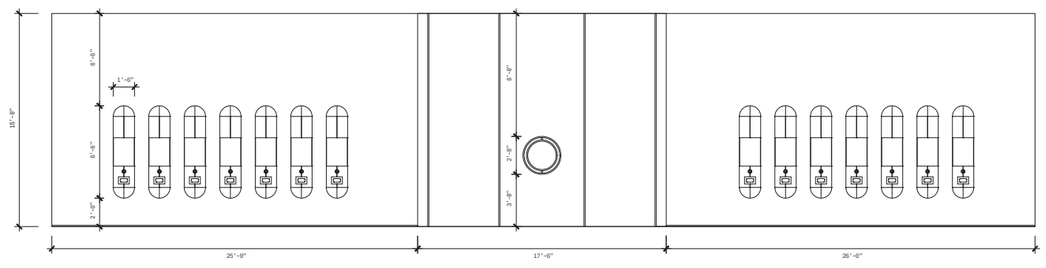
DRAWING NUMBER
EX.5.01



1 GACHA GETCHA ELEVATION
SCALE : 3/32" = 1'-0"



2 GACHA GETCHA ELEVATION
SCALE : 3/32" = 1'-0"



3 GACHA GETCHA ELEVATION
SCALE : 3/32" = 1'-0"

PROJECT

(ctrl) GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
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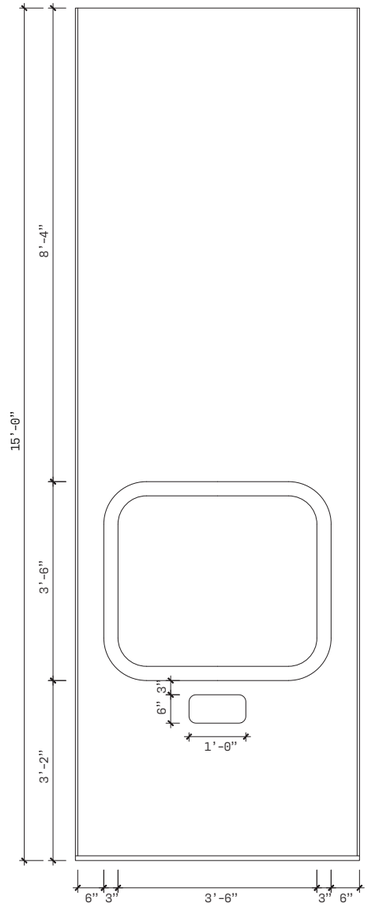
KEY PLAN

DATE
DECEMBER 12.2025

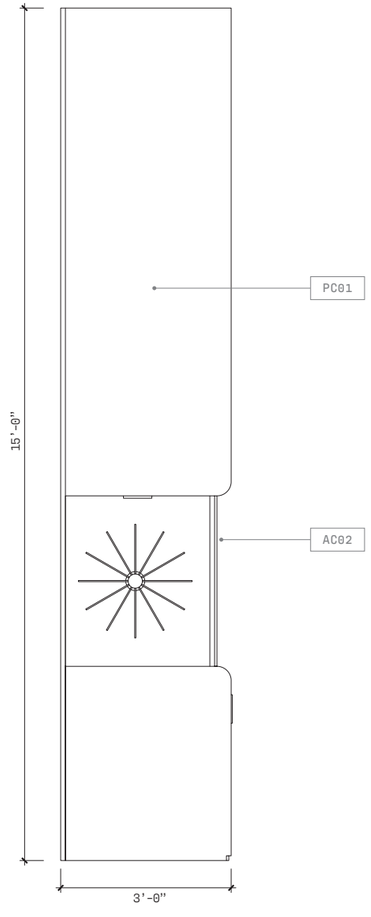
SCALE
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DRAWING TITLE
GACHA GETCHA ELEVATION

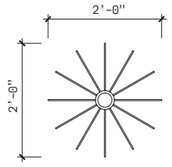
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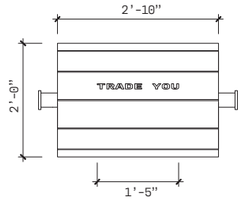
1 PAWN MACHINE FRONT
SCALE : 3/8" = 1'-0"



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



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



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

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

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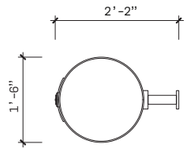
KEY PLAN

DATE
DECEMBER 12.2025

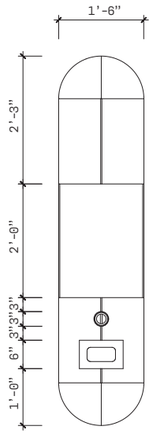
SCALE
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DRAWING TITLE
PAWN MACHINE DETAIL

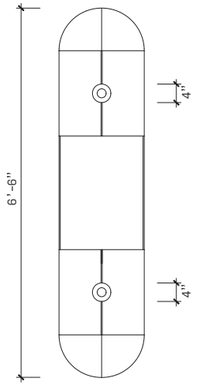
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EX.5.03



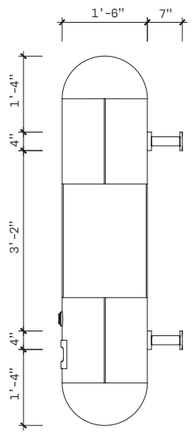
1 GACHA MACHINE TOP
SCALE : 3/8" = 1'-0"



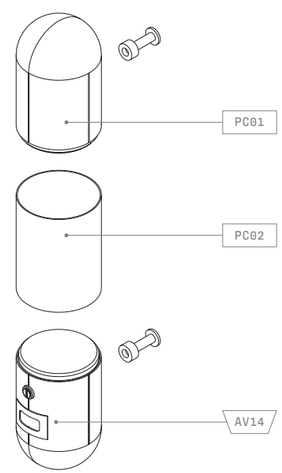
1 GACHA MACHINE FRONT
SCALE : 3/8" = 1'-0"



1 GACHA MACHINE BACK
SCALE : 3/8" = 1'-0"



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



1 EXPLODED VIEW
SCALE : 3/8" = 1'-0"

PROJECT

(ctrl)GAME

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

DESIGNED BY
CHOI, JUWON

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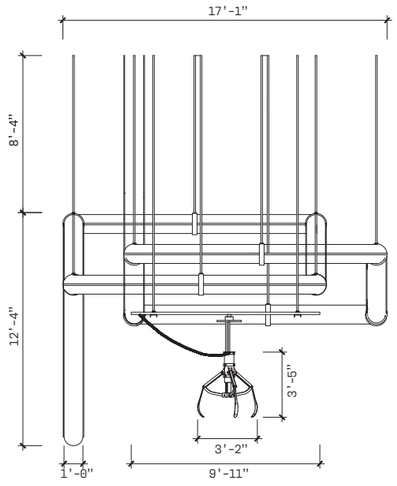
KEY PLAN

DATE
DECEMBER 12.2025

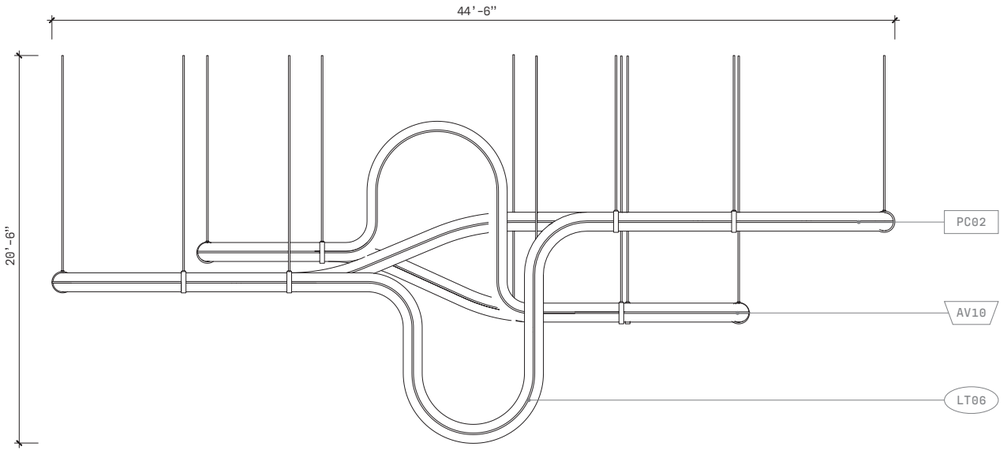
SCALE
N/A

DRAWING TITLE
GACHA MACHINE DETAIL

DRAWING NUMBER
EX.5.04



1 **PIPE SIDE**
SCALE : 1/8” = 1’-0”



1 **PIPE FRONT**
SCALE : 1/8” = 1’-0”

PROJECT

(ctrl)[GAME]

PROJECT TITLE
CONTROL GAME

CLIENT
WELLCOME COLLECTION

VENUE
BROOKLYN MUSEUM

DESIGNED BY
CHOI, JUWON

DISCLAIMER

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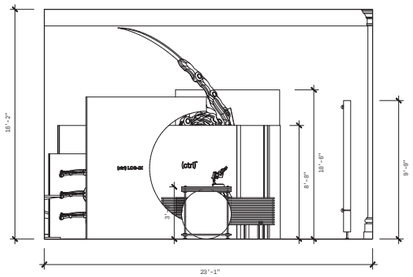
KEY PLAN

DATE
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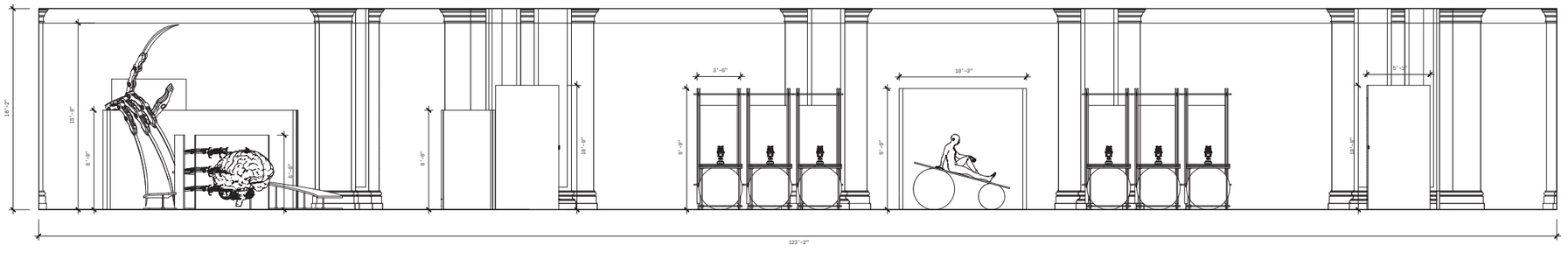
SCALE
N/A

DRAWING TITLE
CEILING PIPE DETAIL

DRAWING NUMBER
EX.5.05



1 **LOADING ELEVATION**
SCALE : 3/32” = 1’-0”



2 **LOADING ELEVATION**
SCALE : 3/32” = 1’-0”

PROJECT

(ctrl)GAME

PROJECT TITLE

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KEY PLAN

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SCALE

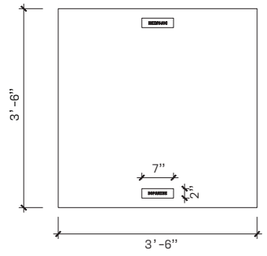
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DRAWING TITLE

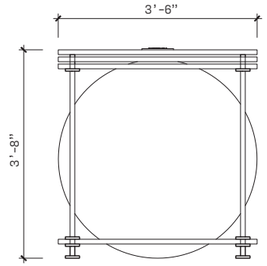
LOADING ELEVATION

DRAWING NUMBER

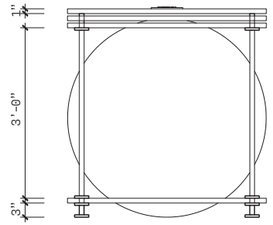
EX.5.06



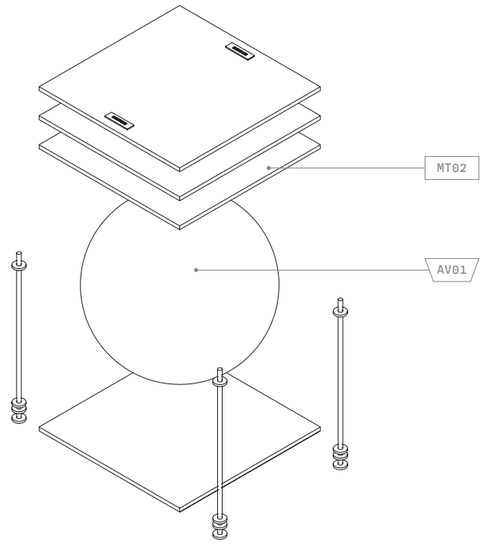
1 **EXPLORE TABLE TOP**
SCALE : 3/8" = 1'-0"



1 **EXPLORE TABLE FRONT**
SCALE : 3/8" = 1'-0"



1 **EXPLORE TABLE SIDE**
SCALE : 3/8" = 1'-0"



1 **EXPLODE**
SCALE : 3/8" = 1'-0"

PROJECT

(ctrl)[GAME]

PROJECT TITLE

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SCALE

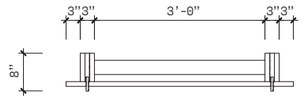
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DRAWING TITLE

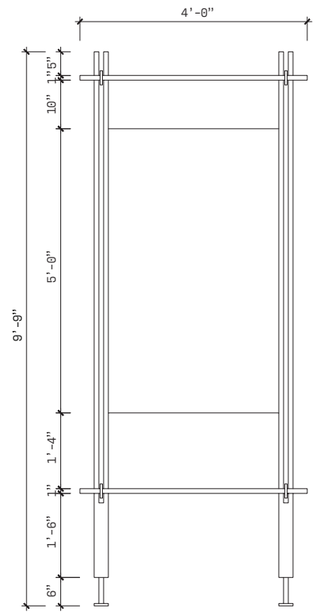
EXPLORE TABLE DETAIL

DRAWING NUMBER

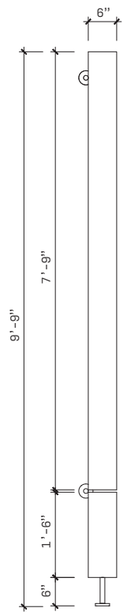
EX.5.07



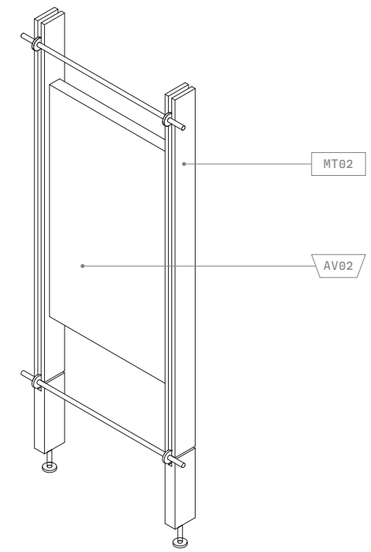
1 MESSENGER DISPLAY TOP
SCALE : 3/8" = 1'-0"



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



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



1 MESSENGER DISPLAY
SCALE : 3/8" = 1'-0"

PROJECT

(ctrl)GAME

PROJECT TITLE
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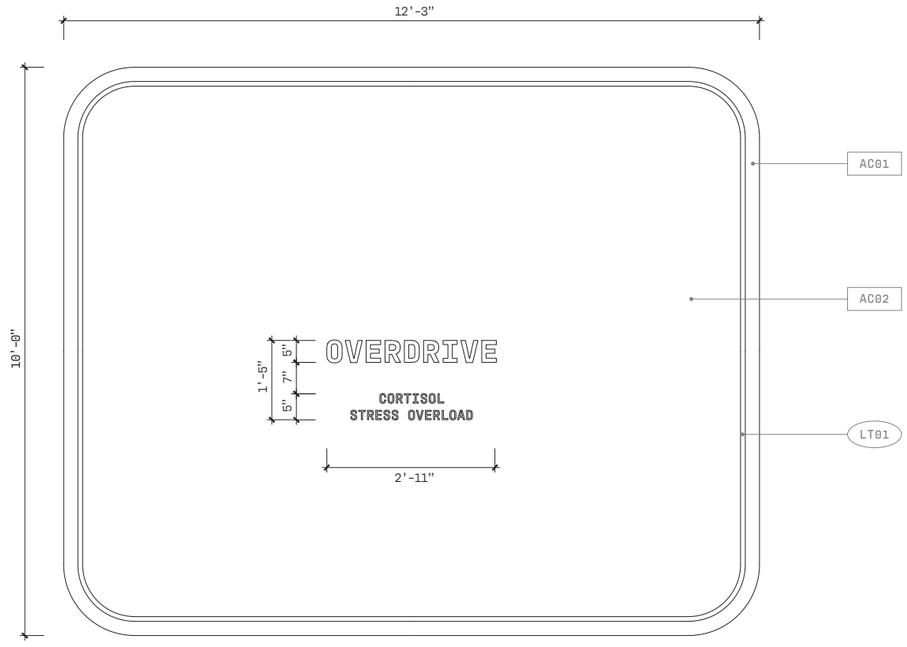
KEY PLAN

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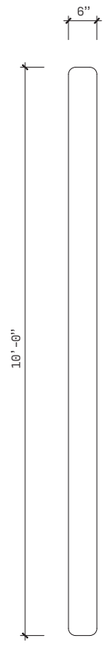
SCALE
N/A

DRAWING TITLE
MESSENGER DISPLAY DETAIL

DRAWING NUMBER
EX.5.08



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



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

PROJECT

(ctrl)GAME

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SCALE
N/A

DRAWING TITLE
GAME AREA PANEL DETAIL

DRAWING NUMBER
EX.5.09