



SYMPHONY
of COLORS

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SYMPHONY of COLORS

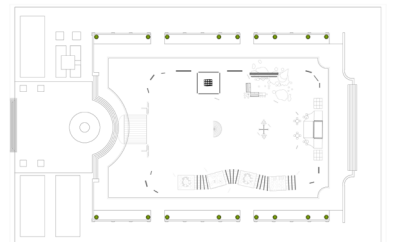
DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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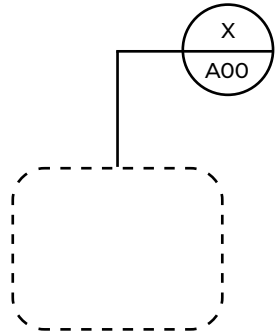
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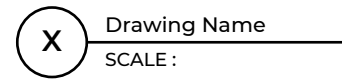
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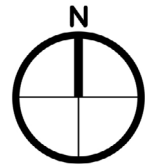
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EX.0.01



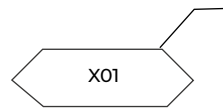
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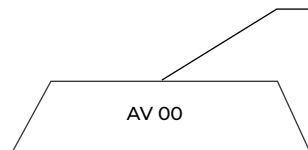
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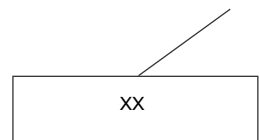
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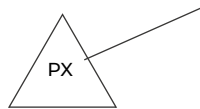
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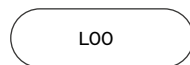
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MATERIAL REFERENCE



ARTIFACT REFERENCE



LIGHTING REFERENCE

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

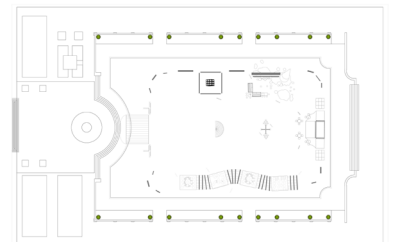
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PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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DRAWING NAME
SYMBOL LIST
EX.0.02



Executive Summary

EX.100



The opportunity

As a visual designer, I have always harnessed the power of color while communicating my messages and delivering design solutions by creating visually pleasing aesthetics that enhanced user experiences and shape the desired atmosphere.

Creating color-inclusive experiences is paramount in fostering accessibility and inclusivity in design. By prioritizing color accessibility, we as designers, can ensure that individuals with visual impairments or color deficiencies can fully engage with digital content, products, and environments.

I believe a user experience is considered successful when it is inclusive and enjoyed by all. This is what I want to focus on with my thesis project and bring light to the subject of color inclusivity.



SYMPHONY OF COLORS

Thesis Statement

The importance of color in our everyday lives cannot be understated.

Color plays a pivotal role in various aspects of human perception, communication, experience and cultural expressions.

Color is one of the constants in our lives. We learn, work, live and sometimes even dream in color.

This in turn, raises the question - ***Is color accessible to everyone?***

Effective color accessible experience plays a crucial role in creating inclusive and user-friendly environments by prioritizing color choices, contrast, and alternative design elements, thereby enhancing accessibility and ensuring equal participation for individuals with visual impairments or color vision deficiencies.

Big Idea

Human perception of color is subjective. It can be experienced together through a multidisciplinary approach, combining knowledge from different fields and influences that shape our perception and experience of color. **'Symphony of colors'** will also explore *synesthesia*, a neurological condition in which things experienced through one sense produce a sensation in another.

Interpretive Approach

'Symphony of colors' is a multi-sensory experience which takes you through the journey of perceiving colors through various immersive approaches. It defines how colors can be subjective and can be experienced not only through visual cues but through our sensory approaches.

*"Every perception of color is an illusion,
we do not see colors as they really are.
In our perception they alter one another."*

— Josef Albers

Client

PANTONE®

MISSION AND VISION :

PANTONE provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers.

More than 10 million designers and producers around the world rely on PANTONE products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design.

The PANTONE Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of PANTONE Color of the Year, Fashion Runway Color Trend Reports, color psychology and more.



Client

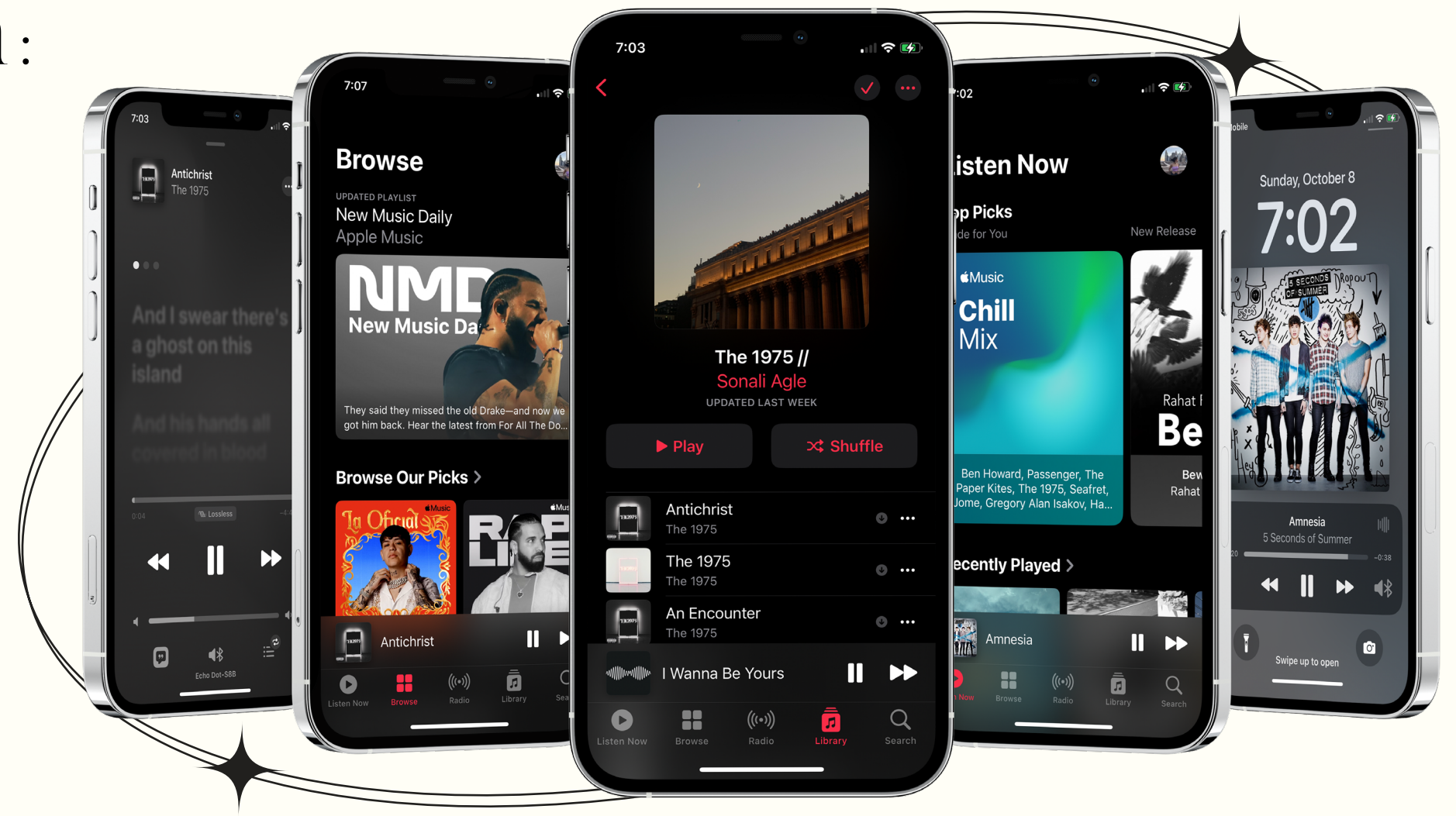
In collaboration with:

Apple Music

MISSION AND VISION :

All The Ways You Love Music. All in One Place.
Hear sound all around

Apple Music is a revolutionary streaming service and app that puts the entire Apple Music catalog at your fingertips across your favorite devices. Starting with the music you already know — whether from the iTunes Store® or ripped CDs — your music now lives in one place alongside the Apple Music catalog with over 30 million songs. You can stream any song, album or playlist you choose — or better yet, let Apple Music do the work for you.



Location

BRYANT PARK



Bryant Park is strategically located in the heart of Manhattan, making it easily accessible to both locals and tourists. The park's vibrant and lively atmosphere creates a memorable and joyful experience for visitors. The park also engages with the community through their programs and events.

DURATION : 1st — 9th June, 2024



Audience

- Primary : Creatives, Apple Music users and Students
- Secondary : Tourists and Locals
- Tertiary : People with synesthesia



FACILITATORS

Apple music users and designers bringing their friends and family to this experience.



EXPLORERS

People who are driven by curiosity and interested in knowing more about PANTONE and synesthesia because of the pre-activations around the city.



EXPERIENCE SEEKERS

People who are already visiting Bryant park and stumble upon this experience and excited to learn about synesthesia and enjoy the event.

Goals

PROJECT GOALS

This experience will...

Create color-inclusive experiences by fostering accessibility and inclusivity in design. By prioritizing color accessibility, we as designers, can ensure that individuals with visual impairments or color deficiencies can fully engage with digital content, products, and environments.

Highlight the phenomenon of synesthesia.

EDUCATIONAL GOALS

Visitors will learn...

How people with visual color deficiencies view the world, with an intention of evoking empathy towards them.

What is synesthesia and how it impacts this world.

How color can be used as an effective tool of communication with someone who can't perceive colors by attaching your own unique emotions and feelings to them through choice of words.

Experience colors through different senses by using alternate design elements.

About the PANTONE color system and how it sets the universal coloring standards.

EXPERIENCE GOALS

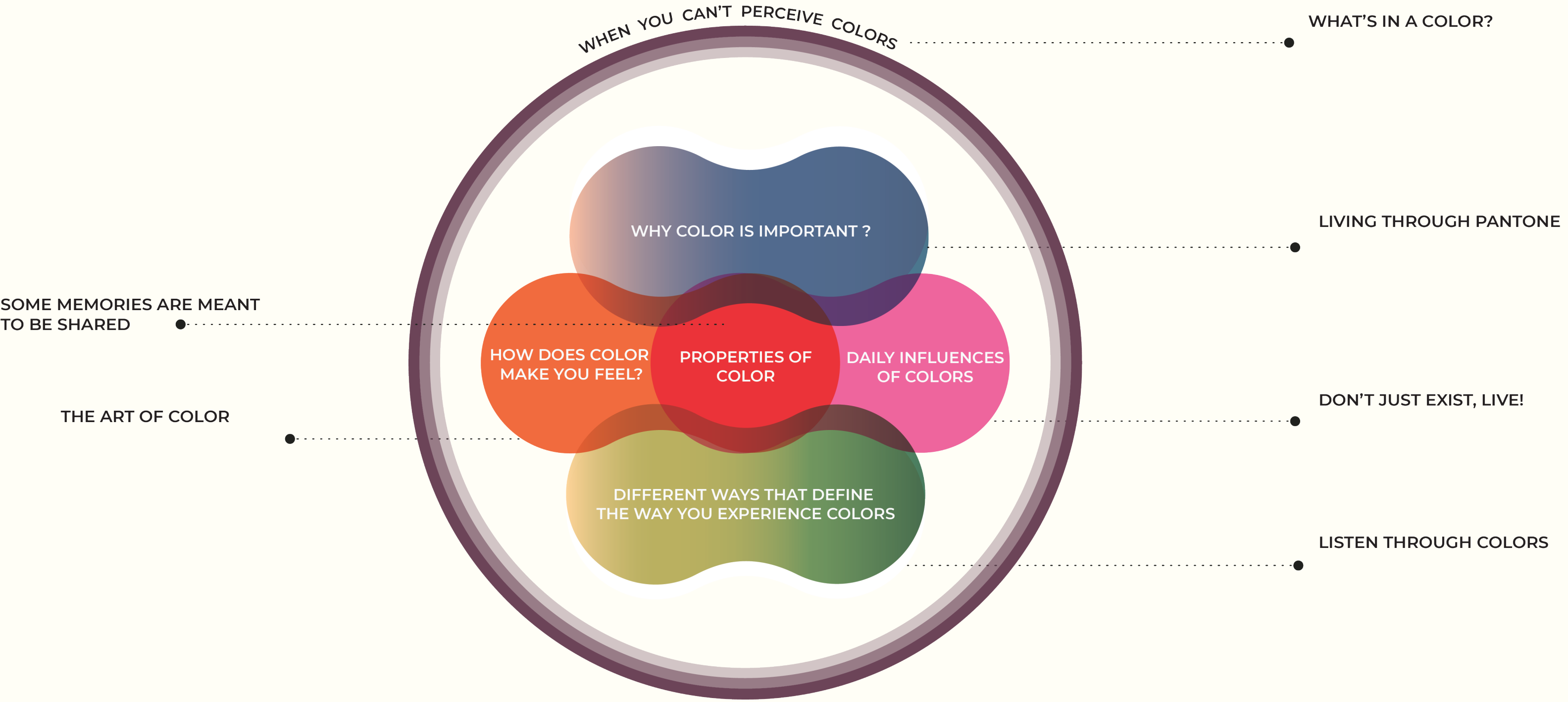
Visitors will...

Participate in multi-sensory immersive experiences that involve light, sound and uses of different senses and how it would interpret colors.

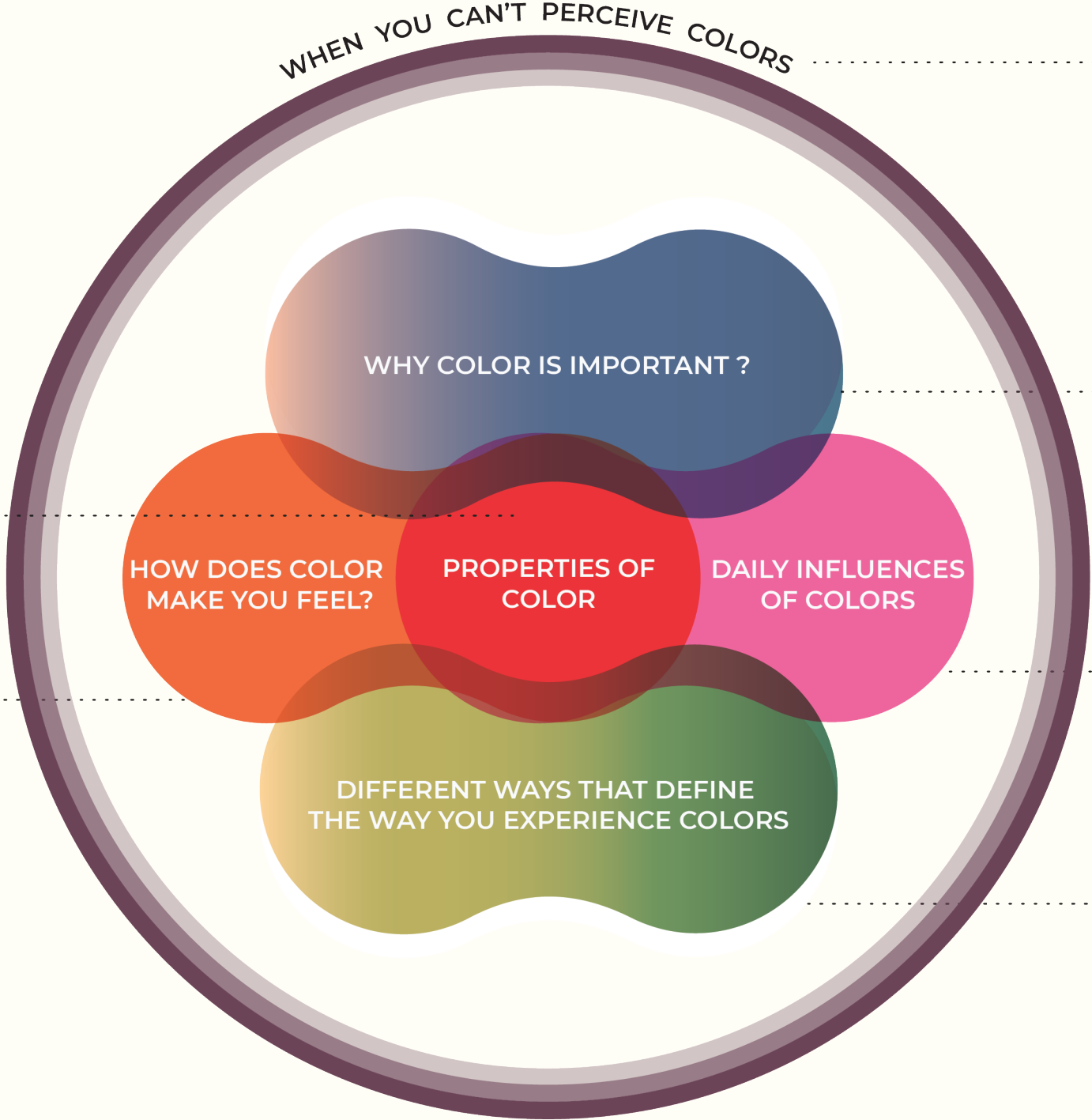
Engage in the live music concert events.

Explore colors through a range of activities including curating a community playlist with Apple Music and PANTONE.

Concept Bubble Diagram



Conceptual Approach



WHAT'S IN A COLOR?

● Factors that cause visual impairments or color deficiencies.

LIVING THROUGH PANTONE

● influence of colors in our lives.

DON'T JUST EXIST, LIVE!

● how color affects our daily life - emotions, work, health etc.

LISTEN THROUGH COLORS

● synesthesia, art, design, music etc.

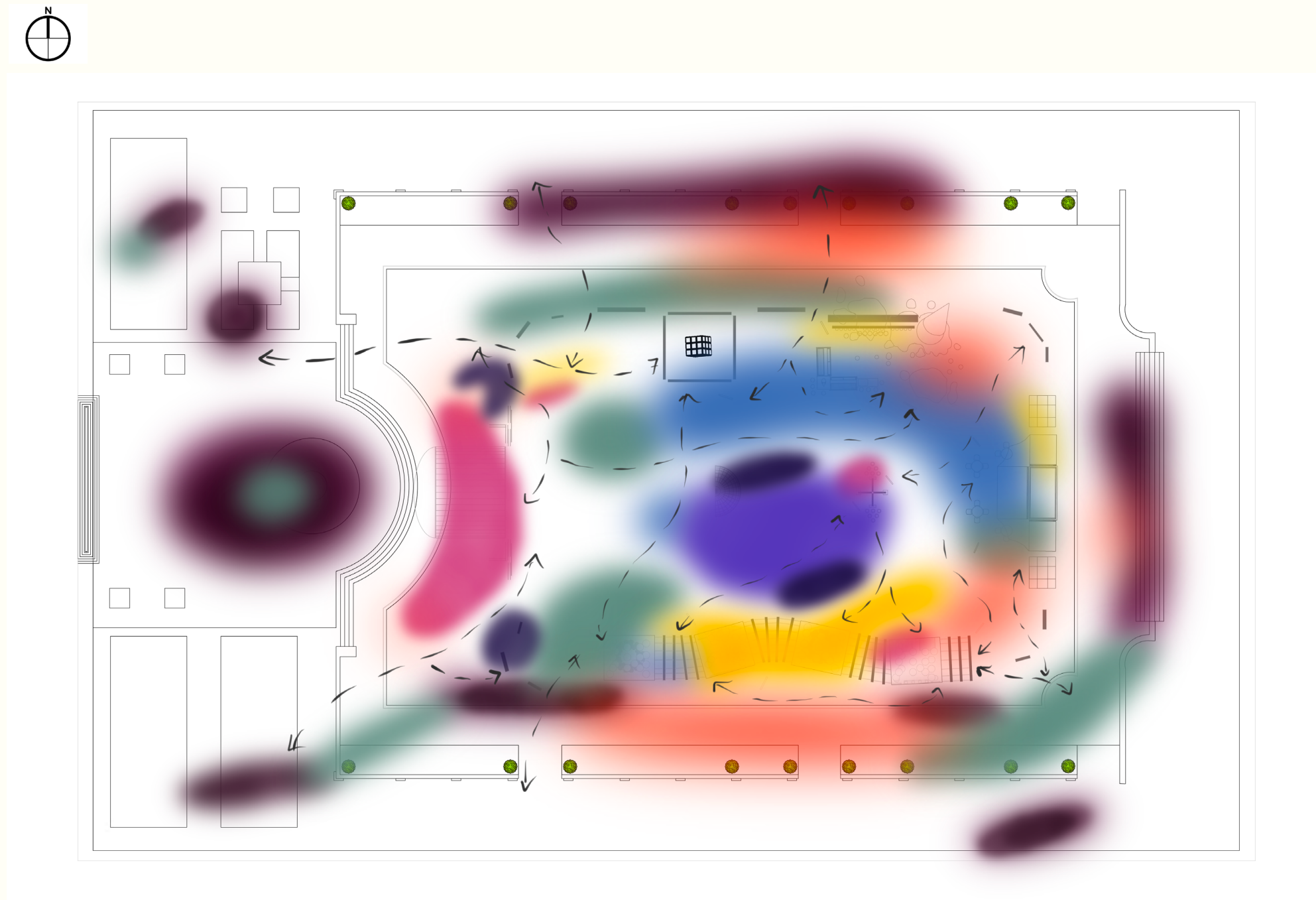
SOME MEMORIES ARE MEANT TO BE SHARED

- what is color?
- how has it defined itself

THE ART OF COLOR

- emotional state of mind
- can be subjective

Experience flow & Emotion Map



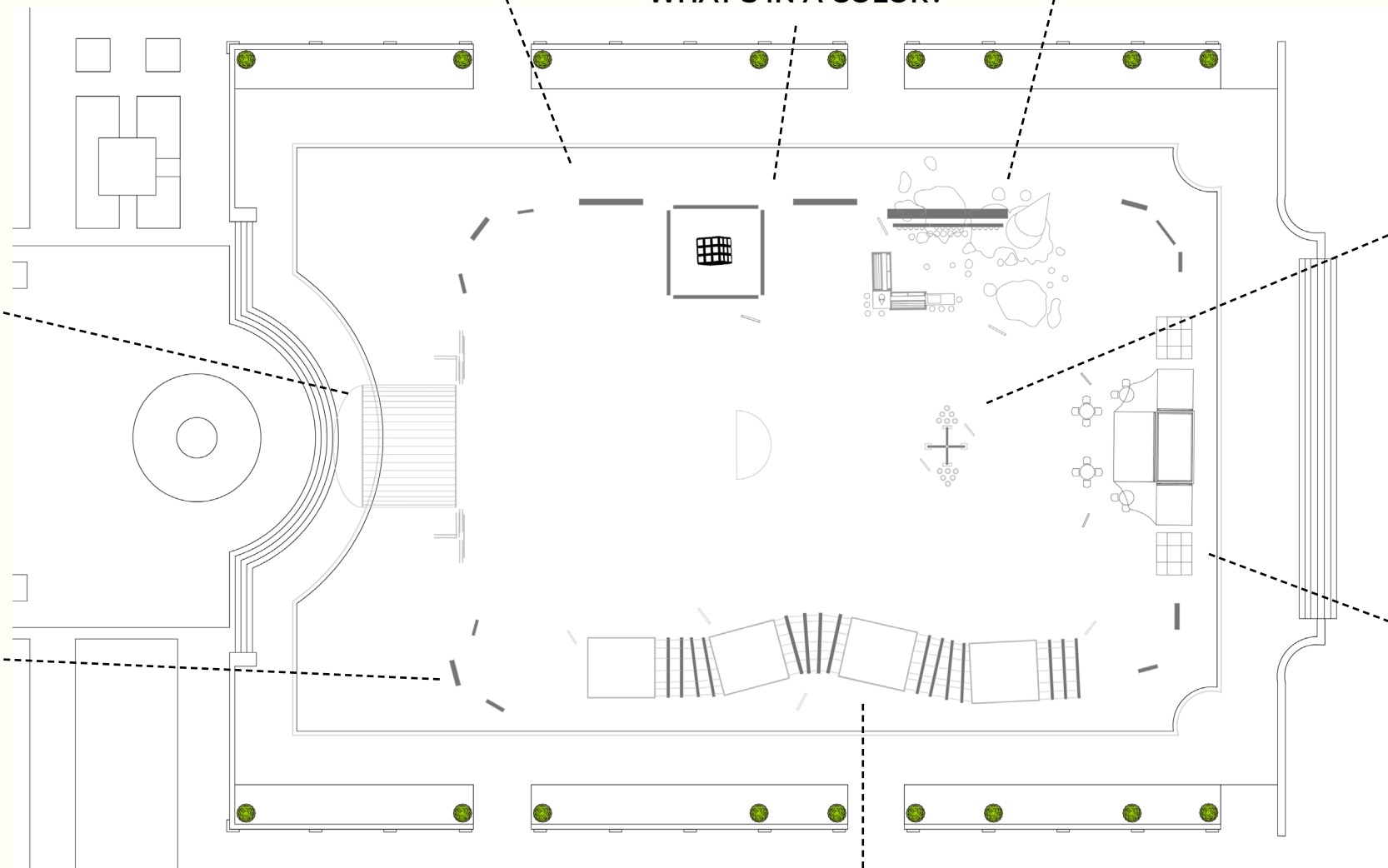
- INFORMATIVE
- EMPATHY
- HAPPY
- AMUSEMENT
- CURIOUS
- SURPRISED
- RELAXATION
- EXCITEMENT

1 Coded Plan
SCALE : 3/16" = 1'-0"

Simplified Floor Plan



WHAT'S IN A COLOR?



THE ART OF COLOR



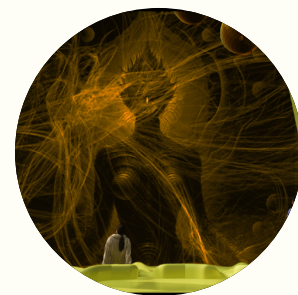
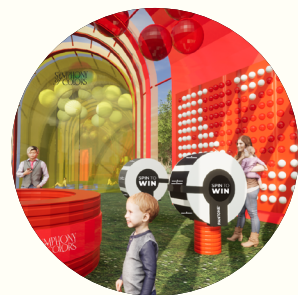
LISTEN THROUGH COLORS



SOME MEMORIES ARE MEANT TO BE SHARED



LIVING THROUGH PANTONE



DON'T JUST EXIST, LIVE!

Staff Opportunities

WHAT'S IN A COLOR?

A member of staff required to distribute ice-creams to the visitors and guide them through the experience.

THE ART OF COLOR

Staff members required to regulate the crowd, look after their safety during the music concert and to sort into backstage requirements and sound control.

DON'T JUST EXIST, LIVE

Staff members required to guide the visitors through the activities, maintain the visual tech and look after the prize distributions.

LIVING THROUGH PANTONE

Two staff members at the PANTONE desk to handover the activity kits and regulate the merchandise booth.



Staff uniform

Experience Pre-Activity



3 days prior the main event, on 29th of May 2024, pre - activation events will begin. PANTONE and Apple Music will post a series of stories and promotional posts on their social media accounts to drive the visitors outside every Apple store in New York City.

These kiosks will act as an extension of one of the activities at *Symphony of Colors* and invite visitors to relate their favorite color with a song of their choice and send it to the next person, on completion of this activity they will receive a virtual pass on their mobile device and emails.

Several posters of *Symphony of Colors* will be placed around the city which would be revealed by taking away a piece of it that will give information about the location and dates.



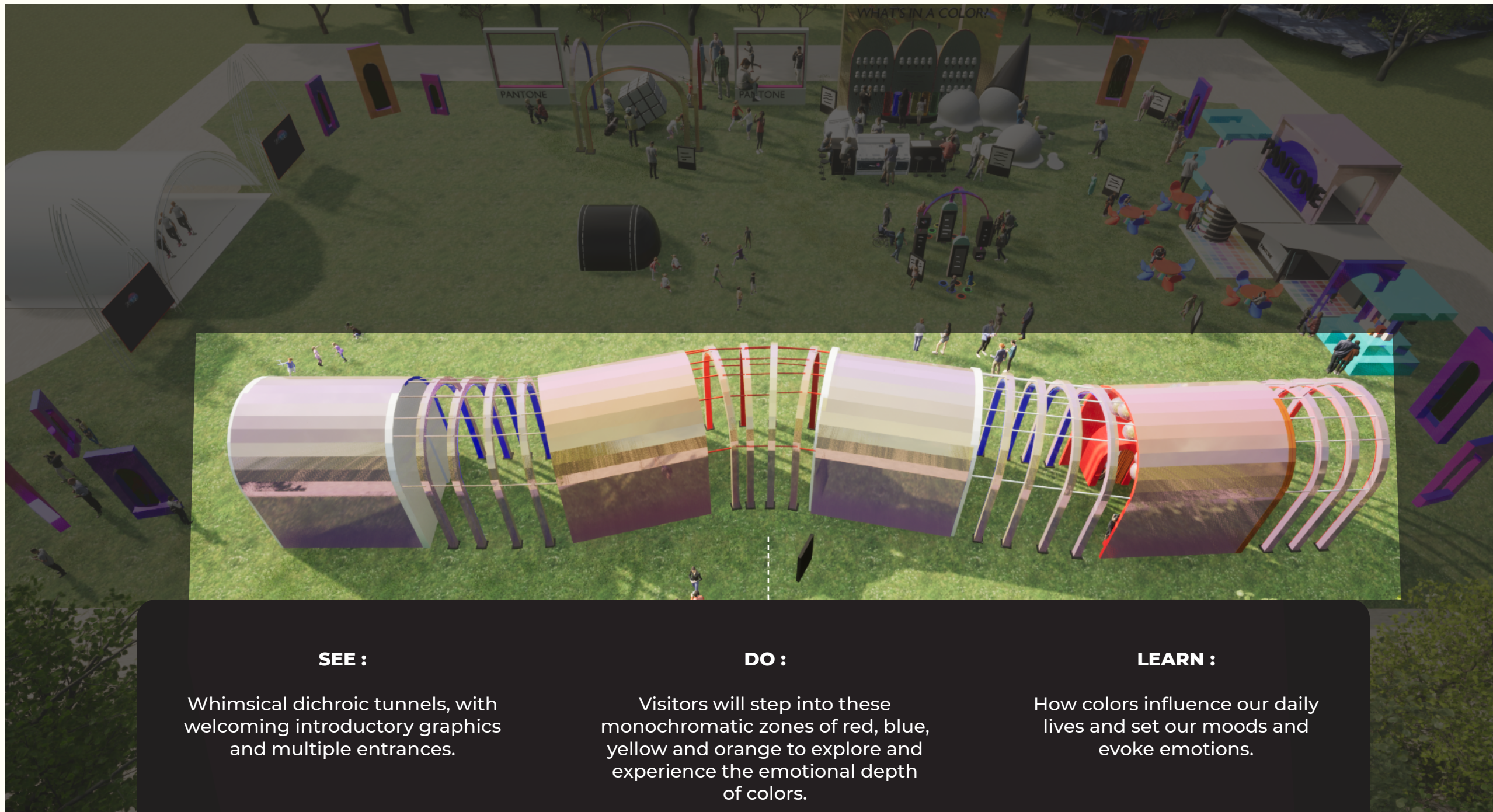
WHERE MUSIC MEETS COLORS
PANTONE®
BRYANT PARK, NYC
1ST — 9TH
JUNE 2024

SYMPHONY
of COLORS
Apple Music



Several posters of *Symphony of Colors* will be placed around the city which would be revealed by taking away a piece of it that will give information about the location and dates.

Don't just exist, LIVE



SEE :

Whimsical dichroic tunnels, with welcoming introductory graphics and multiple entrances.

DO :

Visitors will step into these monochromatic zones of red, blue, yellow and orange to explore and experience the emotional depth of colors.

LEARN :

How colors influence our daily lives and set our moods and evoke emotions.

SYMPHONY
of COLORS

DESIGNER
SONALI AGLE

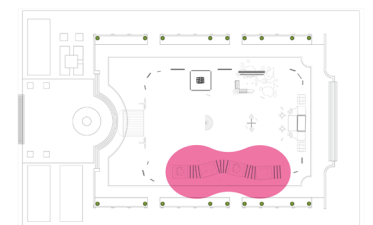
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PANTONE® Apple Music

VENUE
BRYANT PARK, NYC

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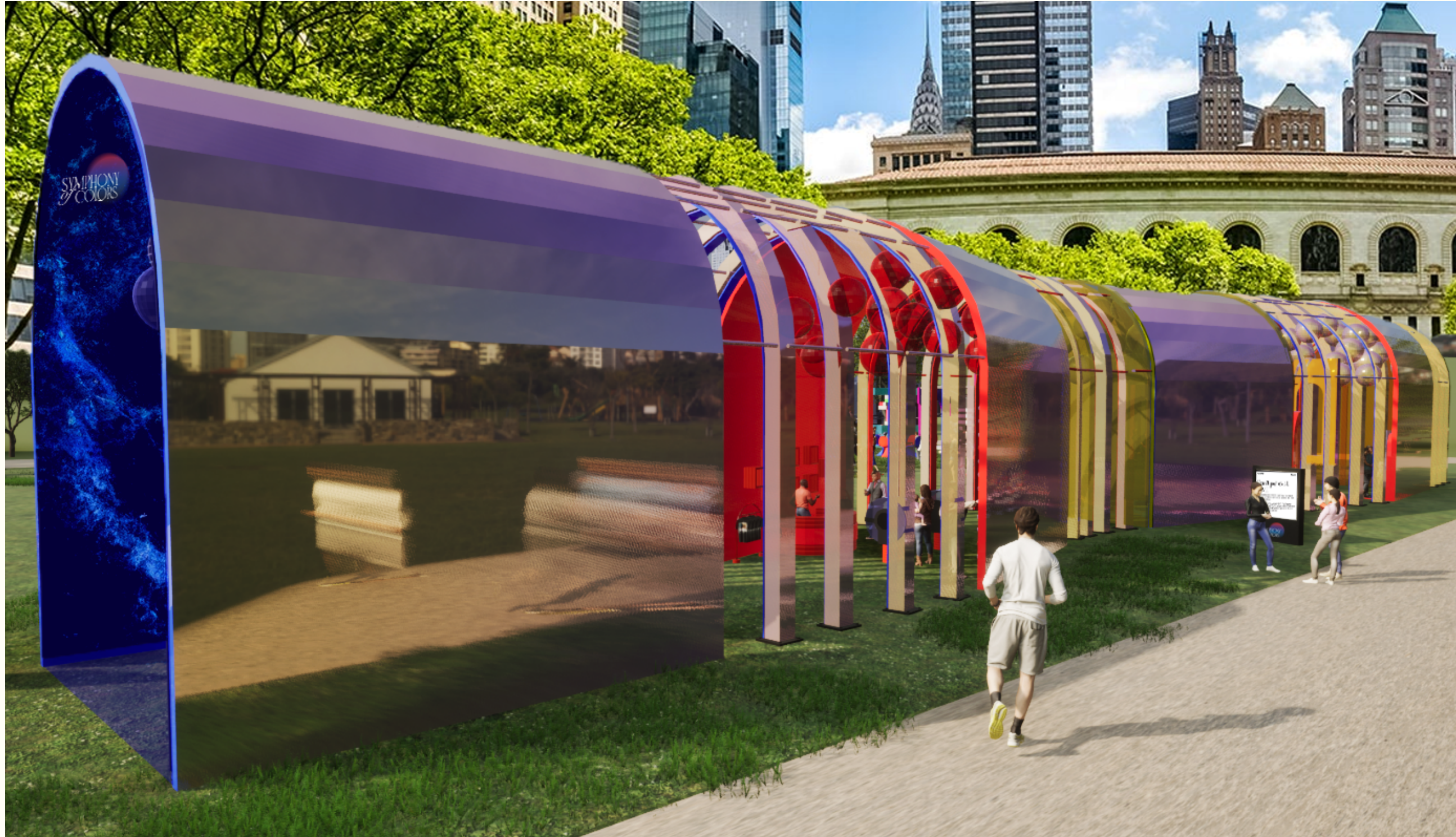


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DRAWING NAME
DON'T JUST EXIST, LIVE

EX.1.16



Whimsical dichroic structures revealing their colors only once you enter them

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

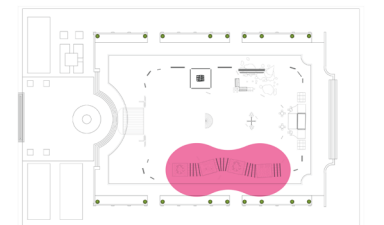
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EX.1.17



Blue zone welcomes the visitors to a euphoric and calming experience through visual triggers

SYMPHONY of COLORS

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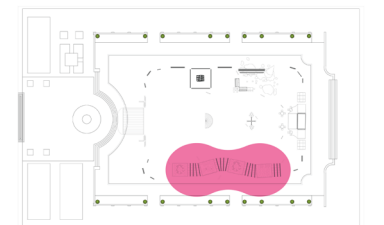
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EX.1.18



In the red zone, visitors can engage into a series of activities, right from a fun interactive wall of spheres to trying their luck in the 'Spin the Wheel' activation to win PANTONE products and the event merchandise.

SYMPHONY OF COLORS

DESIGNER
SONALI AGLE

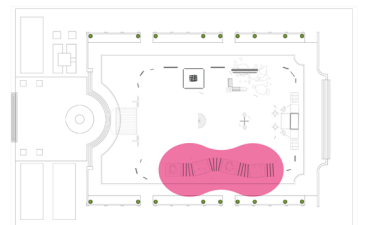
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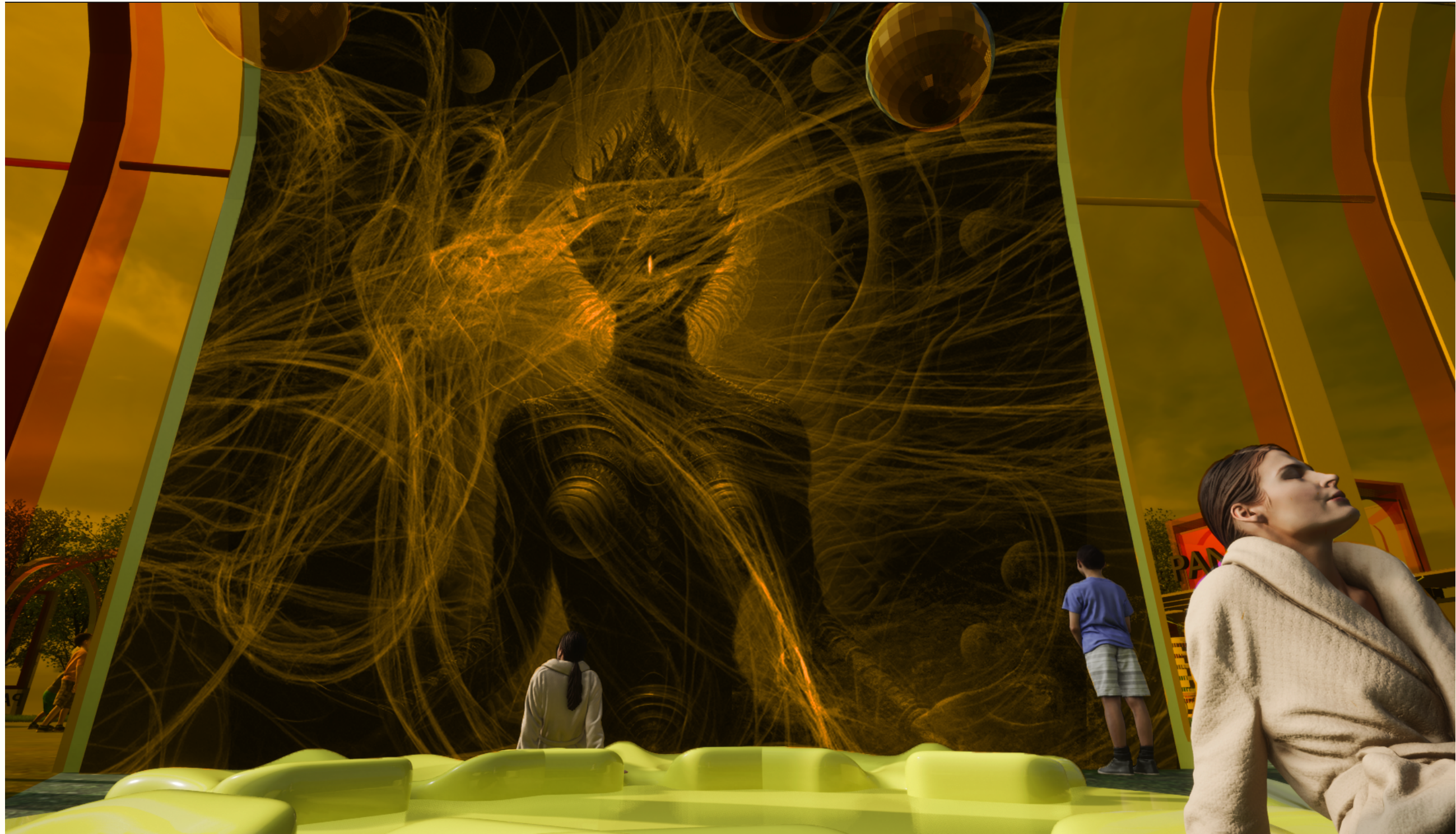


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EX.1.19



One will again get a euphoric and calming experience through visual triggers in the yellow zone

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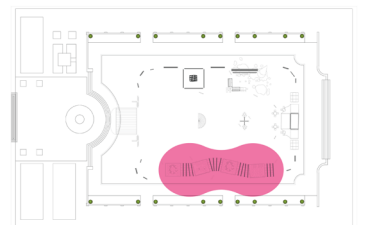
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EX.1.20



Visitors can expect to have a fun and chill time in the orange zone by taking their pictures in the PANTONE photo booth, interacting with the screens or just answer a fun prompt

SYMPHONY of COLORS

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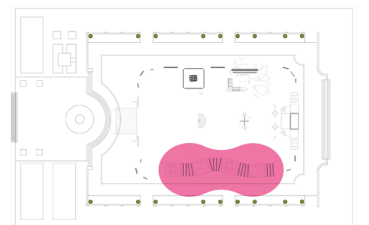
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EX.1.21



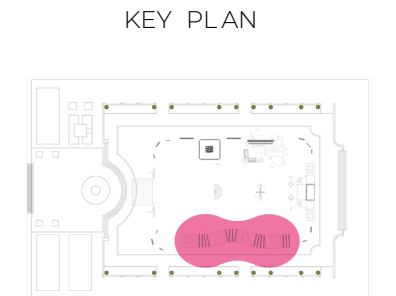
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EX.1.22

What's in a color ?

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of COLORS

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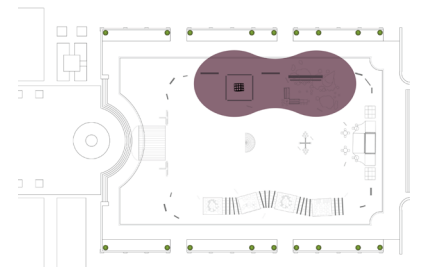
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KEY PLAN



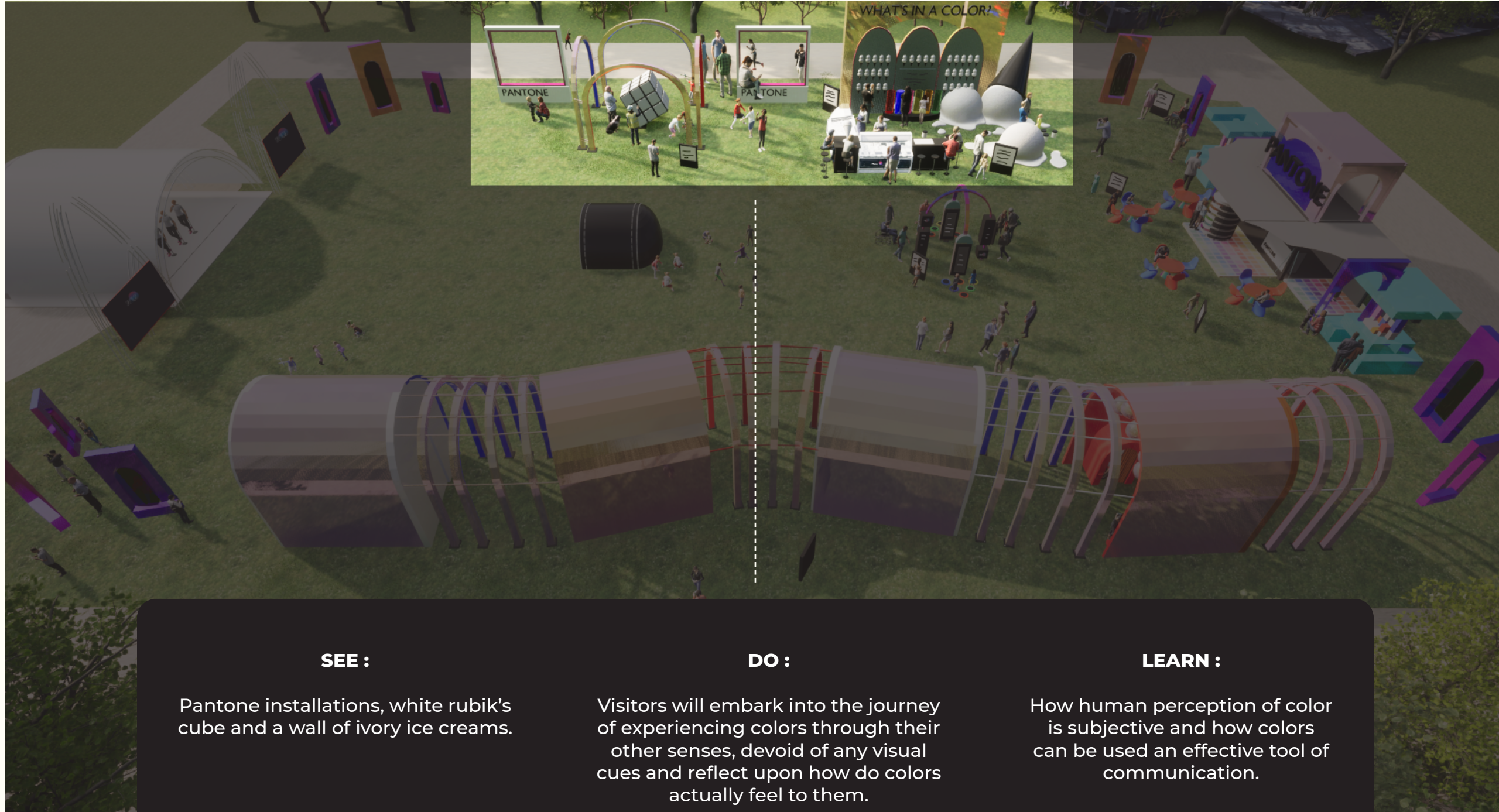
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DRAWING NAME
WHAT'S IN A COLOR?

EX.1.23

FIT School of
Graduate Studies
Exhibition and
Experience Design



SEE :

Pantone installations, white rubik's cube and a wall of ivory ice creams.

DO :

Visitors will embark into the journey of experiencing colors through their other senses, devoid of any visual cues and reflect upon how do colors actually feel to them.

LEARN :

How human perception of color is subjective and how colors can be used an effective tool of communication.



Visitors will be greeted by a wall of ivory ice creams, each describing the color/flavor they might be through the color descriptions narrated by people with visual deficiencies

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

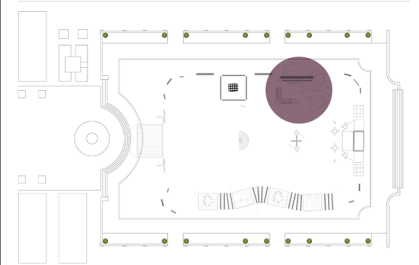
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DRAWING NAME
WHAT'S IN A COLOR?

EX.1.24



Visitors will also be given a choice to vote for the color they felt they tasted despite of the cues written on the ice-cream wrappers.

SYMPHONY OF COLORS

DESIGNER
SONALI AGLE

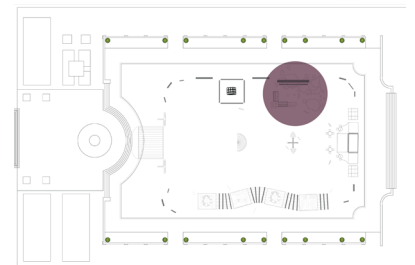
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WHAT'S IN A COLOR?

EX.1.25

Jess says, "It's the color that makes your heart beat a little faster, like when you are excited or in love."
"It is also the color of danger!"

Matty says, "It's a cool & calming color. It's the color of the vast open sky on a clear day & the majestic ocean."

Lorella describes it as a bright & joyful color, the color of happiness & energy. It is like the warmth of the sunshine shining on your face.

Ross says, "It's the color of lush, vibrant leaves on trees & plants, the ones you might touch... & hear the rustling of the leaves."

Aahana says, "It's a warm & vibrant color! When you bite into a ripe, juicy orange, you can imagine it in your mind."



White ice creams with hidden flavoring and their descriptions

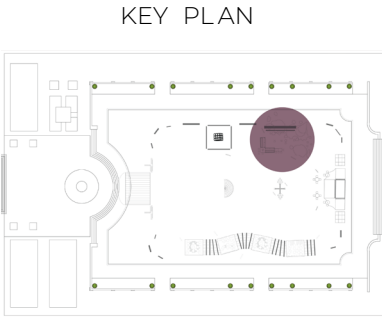
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DRAWING NAME
WHAT'S IN A COLOR?
EX.1.26



Resting PANTONE photo - op

SYMPHONY of COLORS

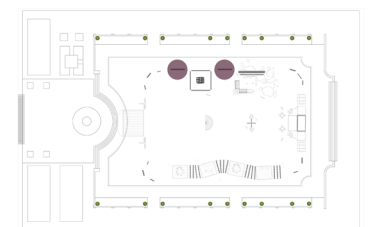
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SONALI AGLE

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WHAT'S IN A COLOR?

EX.1.27



White interactive rubik's cube with color descriptions on it for visitors challenging them to solve it

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

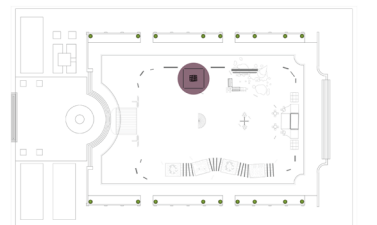
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WHAT'S IN A COLOR?

EX.1.28



SYMPHONY of COLORS

DESIGNER

SONALI AGLE

CLIENT

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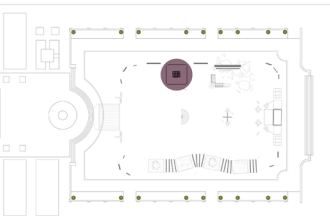
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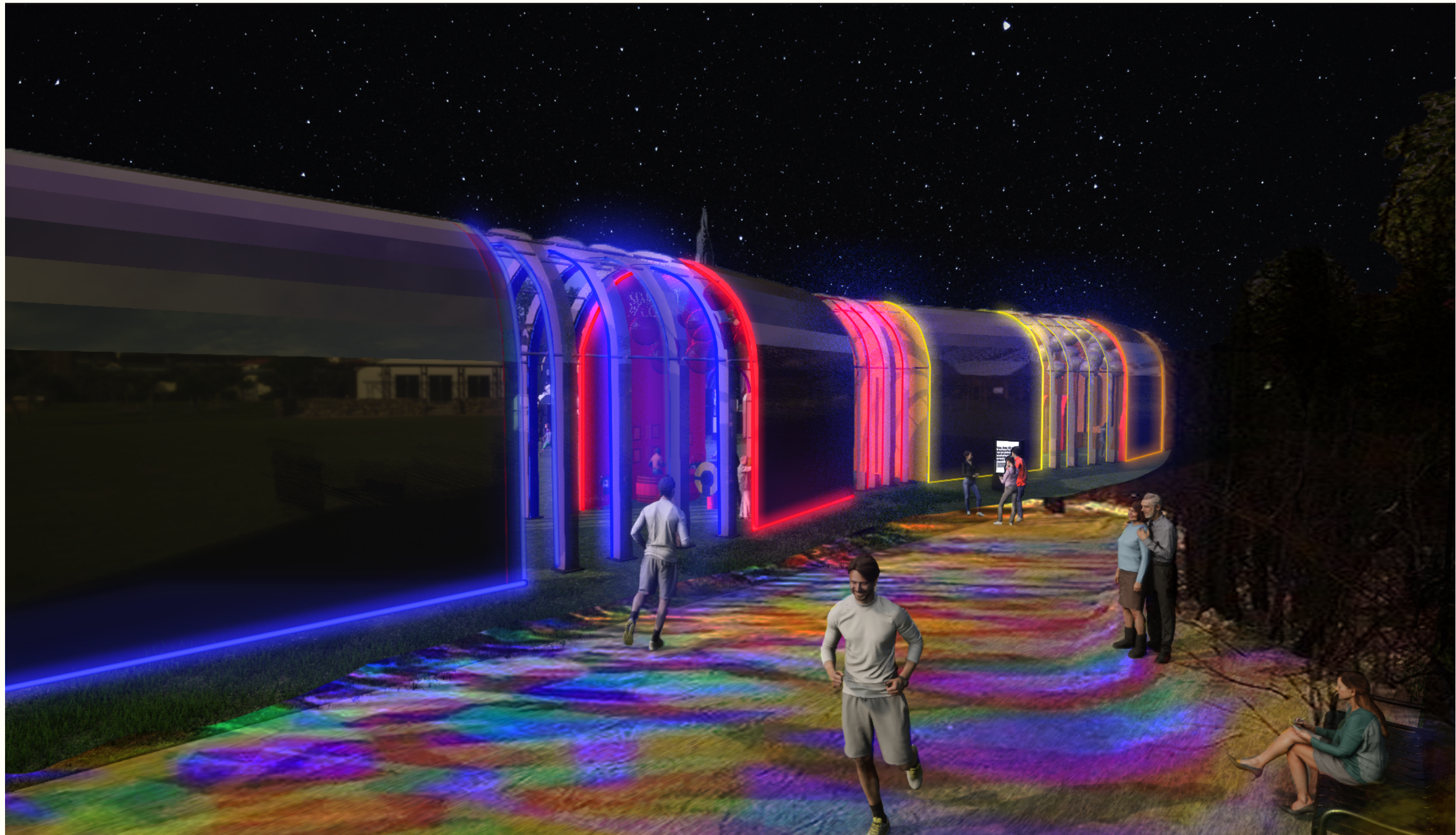
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WHAT'S IN A COLOR?

EX.1.29



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Exhibition and
Experience Design



Night view of the space for visitors to engage with their CMYK shadows

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

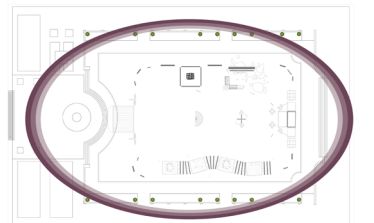
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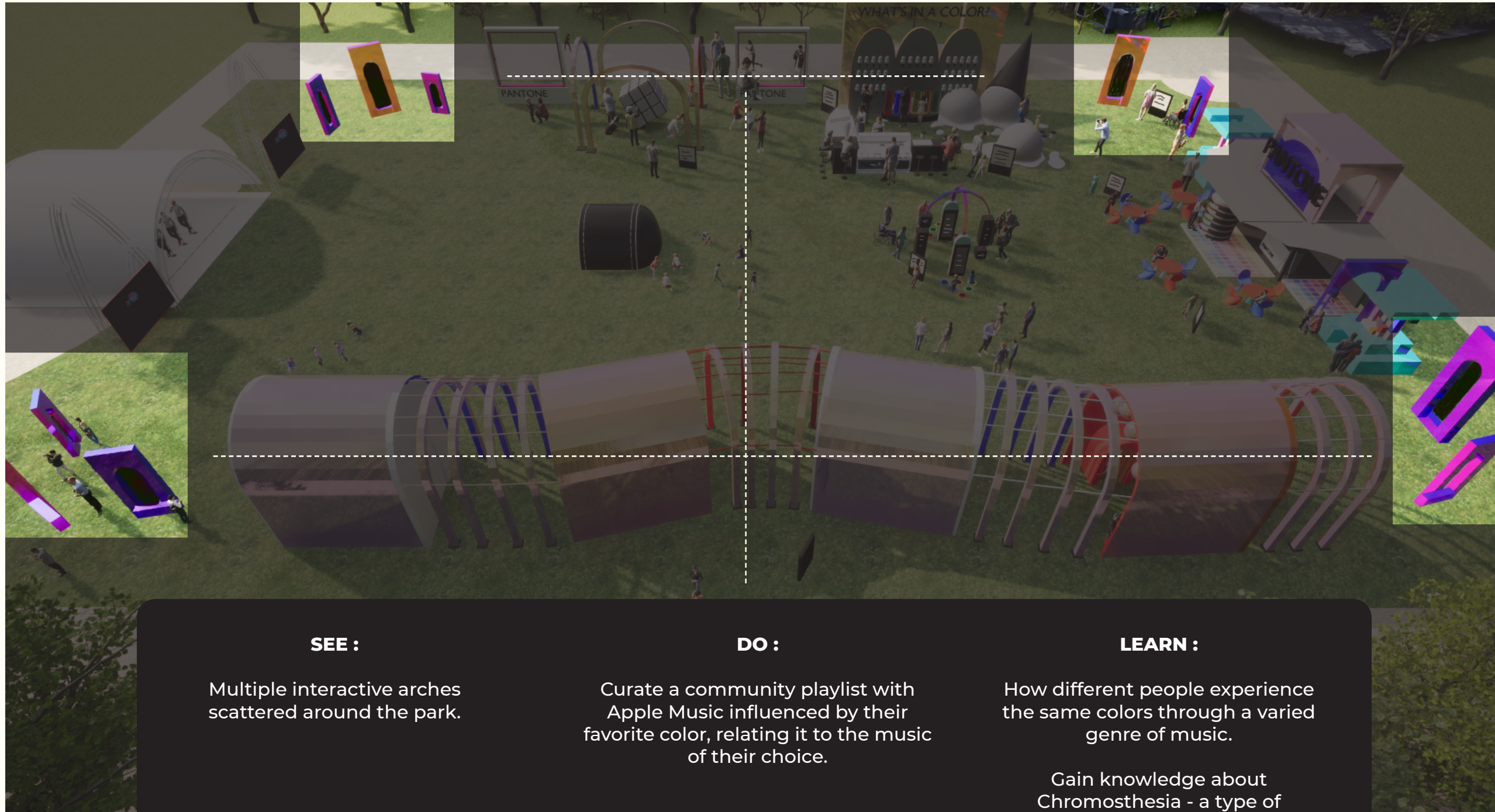
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WHAT'S IN A COLOR?

EX.1.30

Listen through colors



SEE :

Multiple interactive arches scattered around the park.

DO :

Curate a community playlist with Apple Music influenced by their favorite color, relating it to the music of their choice.

LEARN :

How different people experience the same colors through a varied genre of music.

Gain knowledge about Chromesthesia - a type of synesthesia where you hear colors.

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

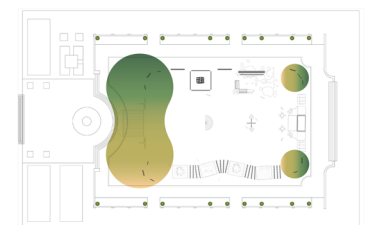
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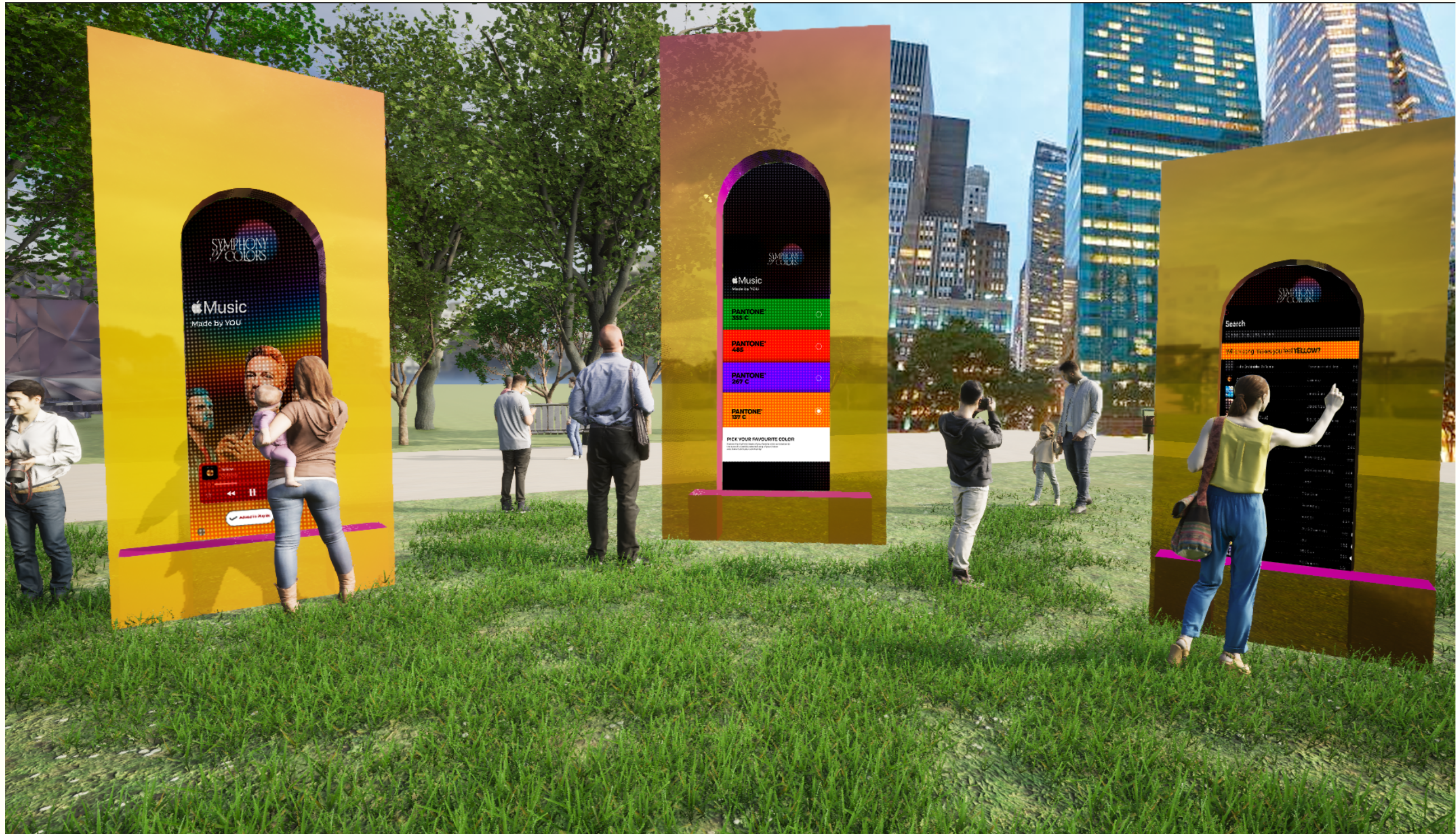
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DRAWING NAME
LISTEN THROUGH COLORS

EX.1.31

FIT School of
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Exhibition and
Experience Design



Apple Music interactives

SYMPHONY OF COLORS

DESIGNER
SONALI AGLE

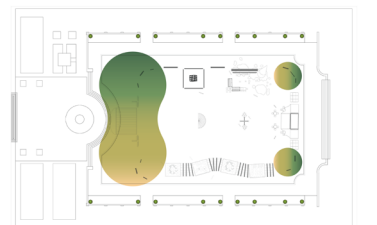
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LISTEN THROUGH COLORS

EX.1.32



Night view of the Apple Music interactives

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

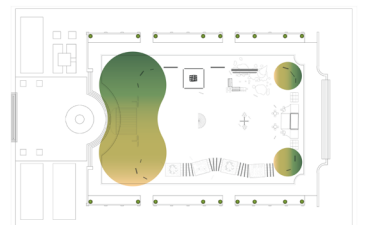
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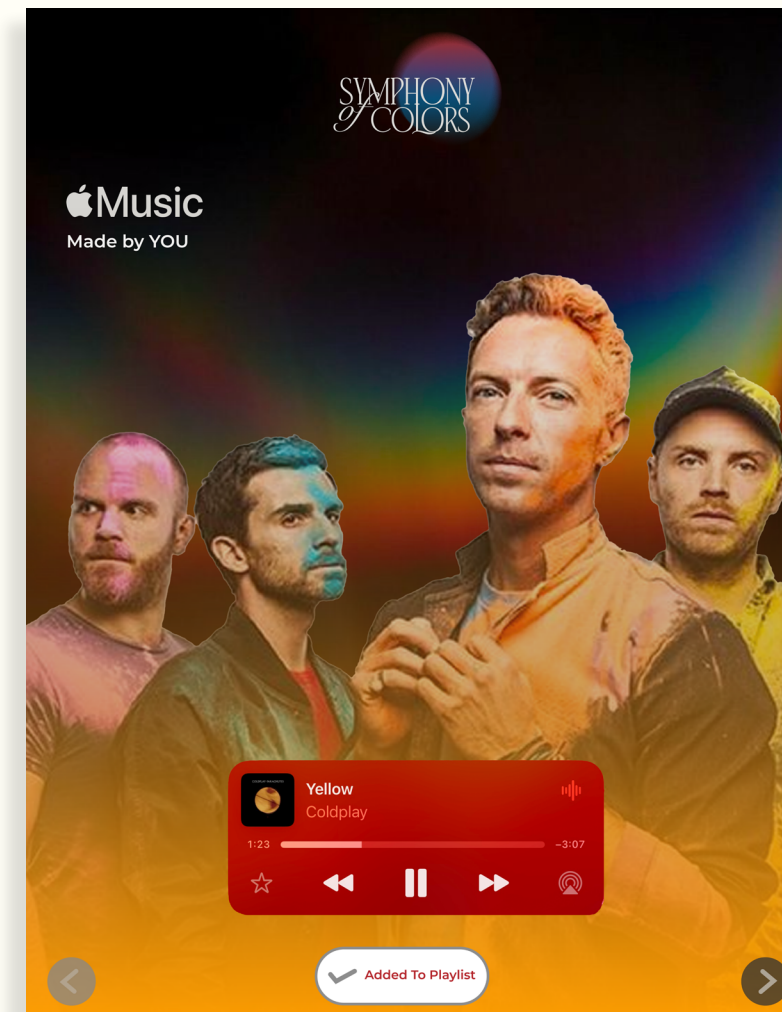
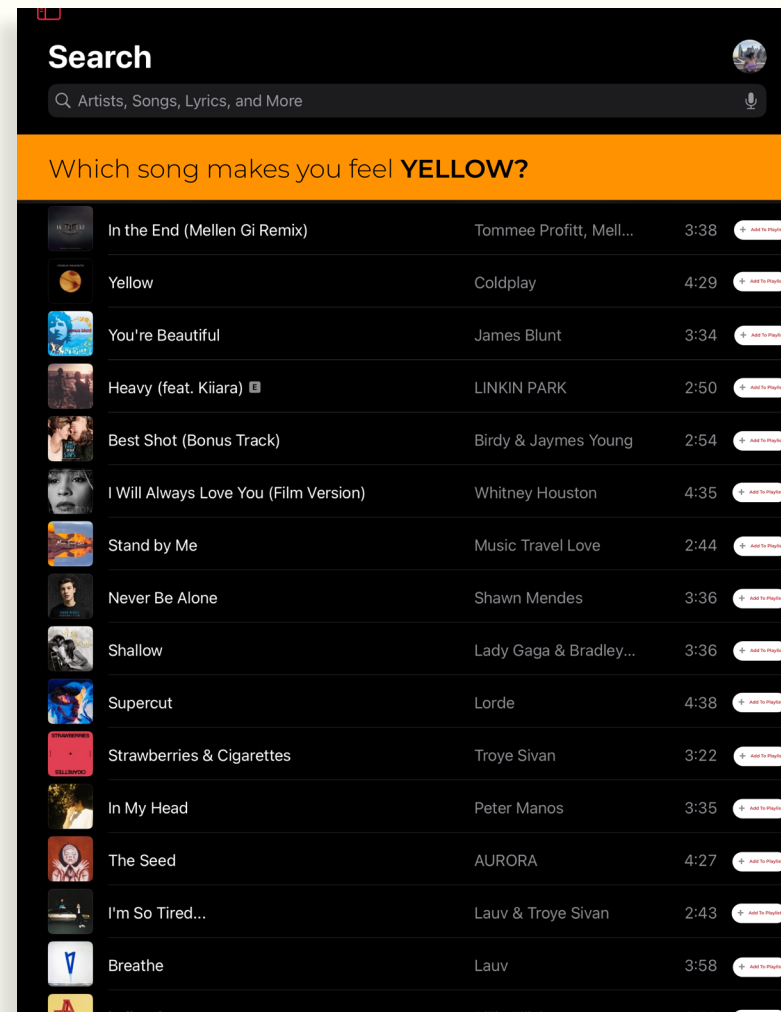
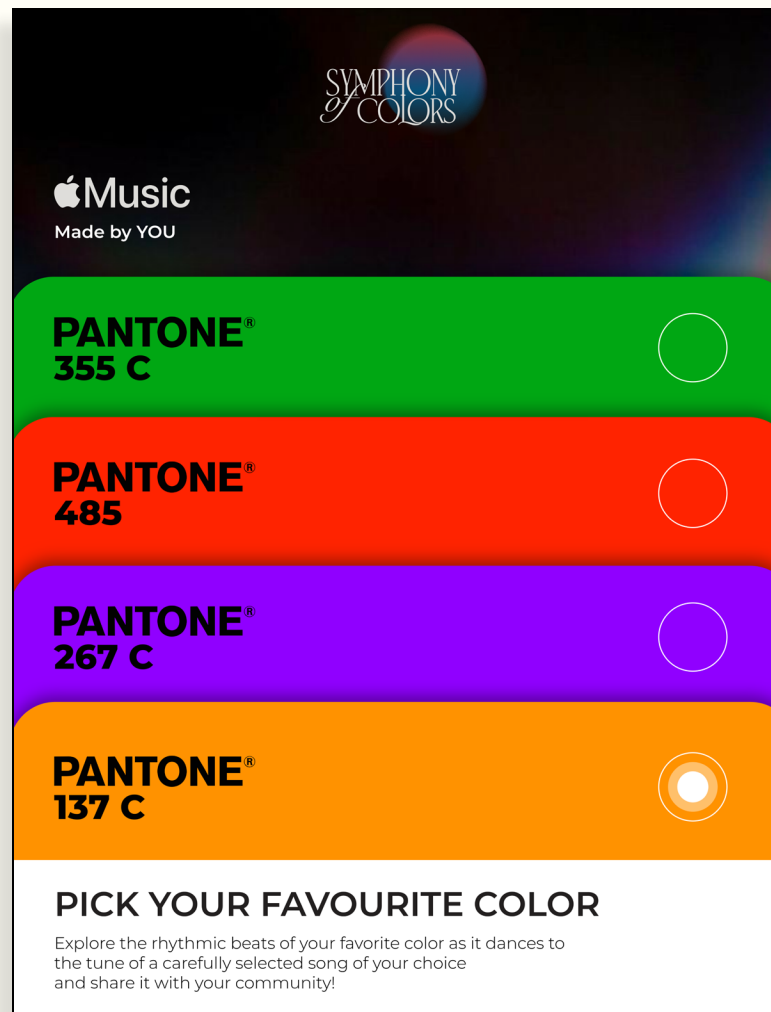


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LISTEN THROUGH COLORS

EX.1.33



Screen ui of the Apple Music interactives

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

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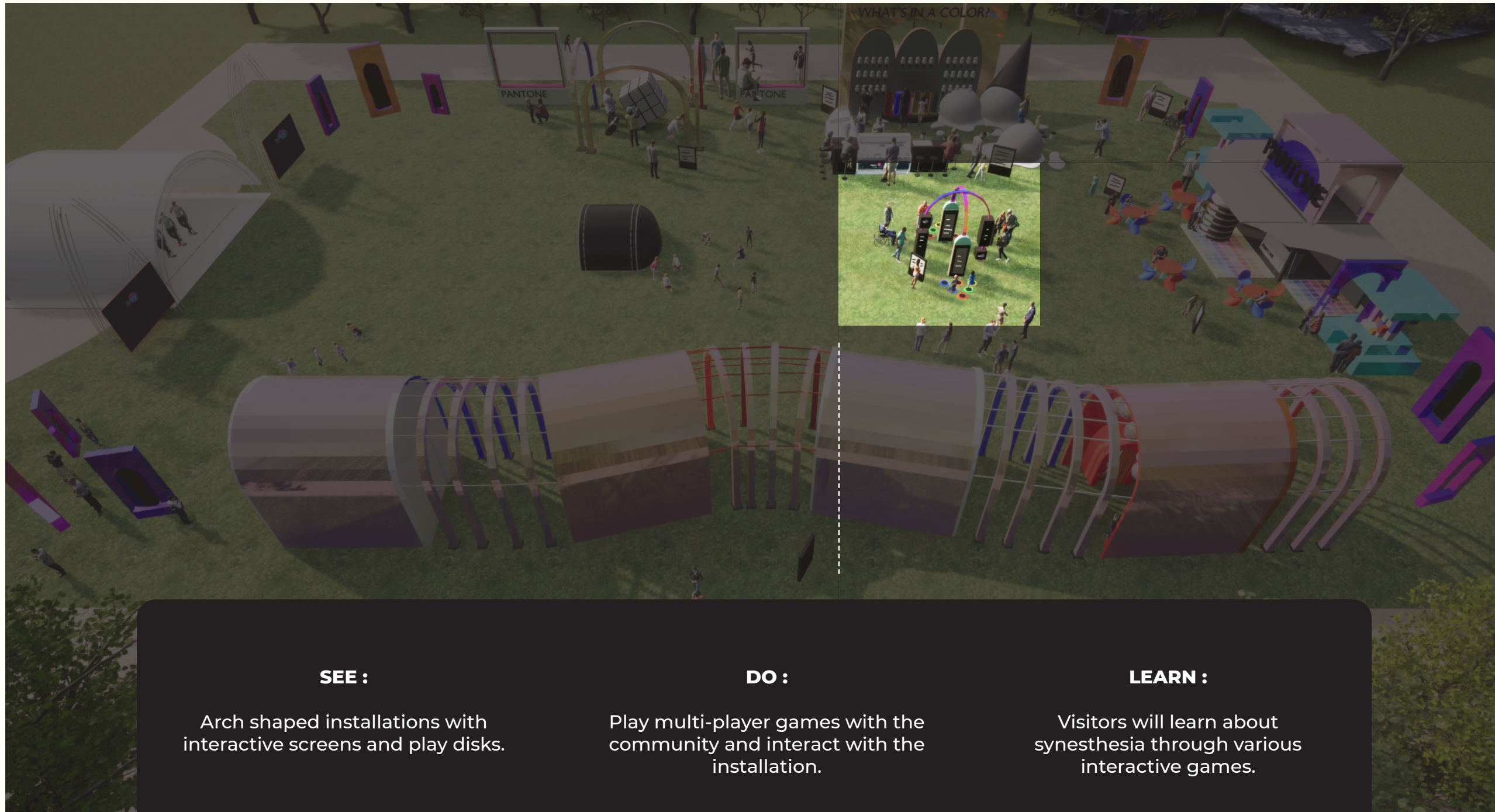
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DRAWING NAME
LISTEN THROUGH COLORS

EX.1.34

FIT School of Graduate Studies
Exhibition and Experience Design

Some memories are meant to be shared



SEE :

Arch shaped installations with interactive screens and play disks.

DO :

Play multi-player games with the community and interact with the installation.

LEARN :

Visitors will learn about synesthesia through various interactive games.

SYMPHONY
of COLORS

DESIGNER
SONALI AGLE

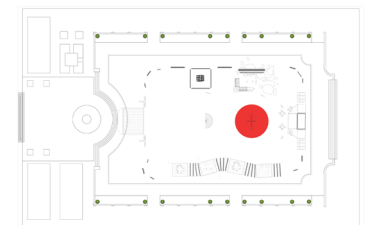
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DRAWING NAME
**SOME MEMORIES ARE MEANT
TO BE SHARED**

EX.1.35

 **School of
Graduate Studies**
Exhibition and
Experience Design



Synesthesia installations advocating the visitors to synesthesia through gamification

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

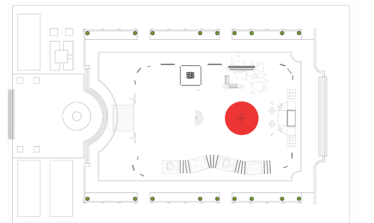
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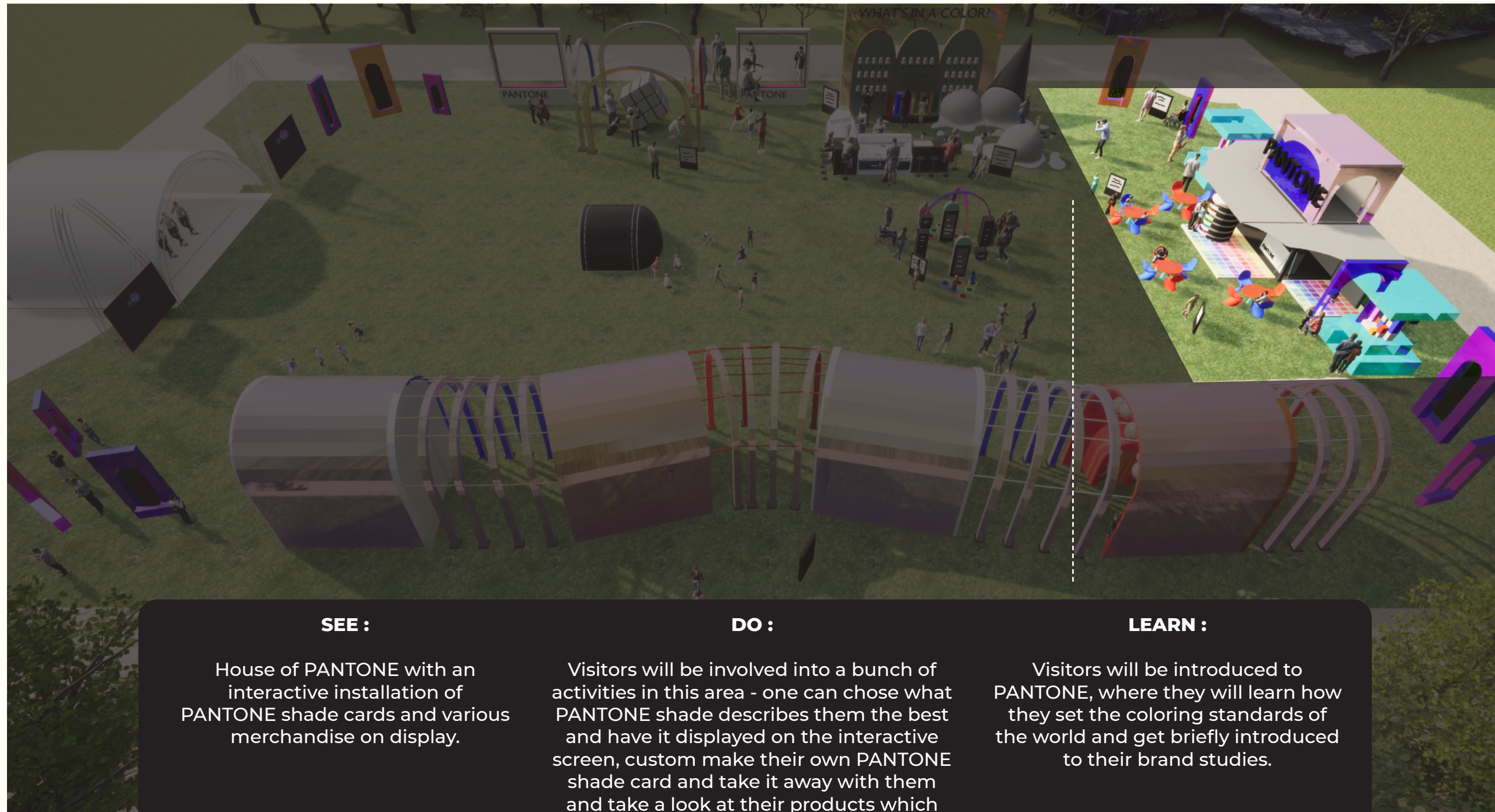
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DRAWING NAME
SOME MEMORIES ARE MEANT TO BE SHARED

EX.1.36

Living through Pantone



SEE :

House of PANTONE with an interactive installation of PANTONE shade cards and various merchandise on display.

DO :

Visitors will be involved into a bunch of activities in this area - one can chose what PANTONE shade describes them the best and have it displayed on the interactive screen, custom make their own PANTONE shade card and take it away with them and take a look at their products which they can purchase.

LEARN :

Visitors will be introduced to PANTONE, where they will learn how they set the coloring standards of the world and get briefly introduced to their brand studies.

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

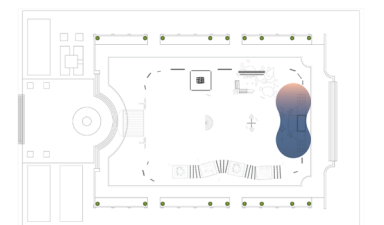
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LIVING THROUGH PANTONE

EX.1.37

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PANTONE BOOTH

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

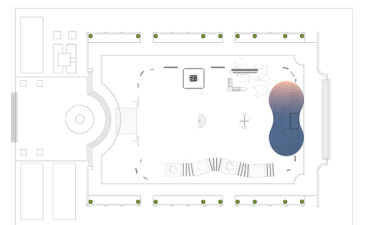
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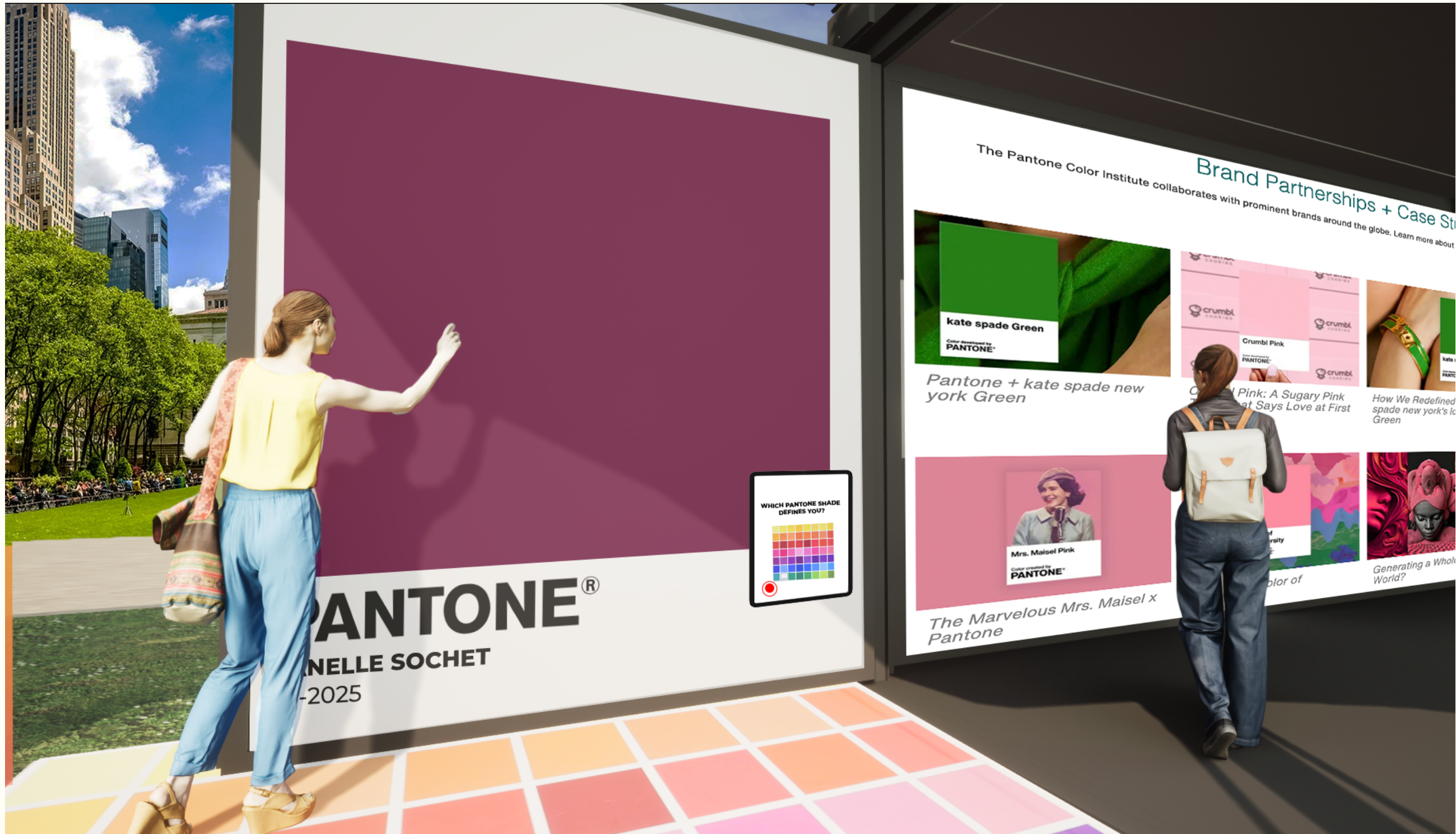


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LIVING THROUGH PANTONE

EX.1.38



PANTONE Interactives

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

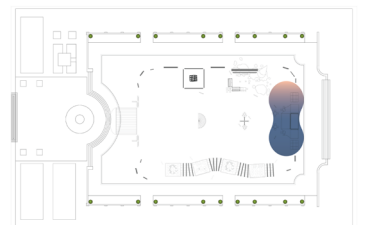
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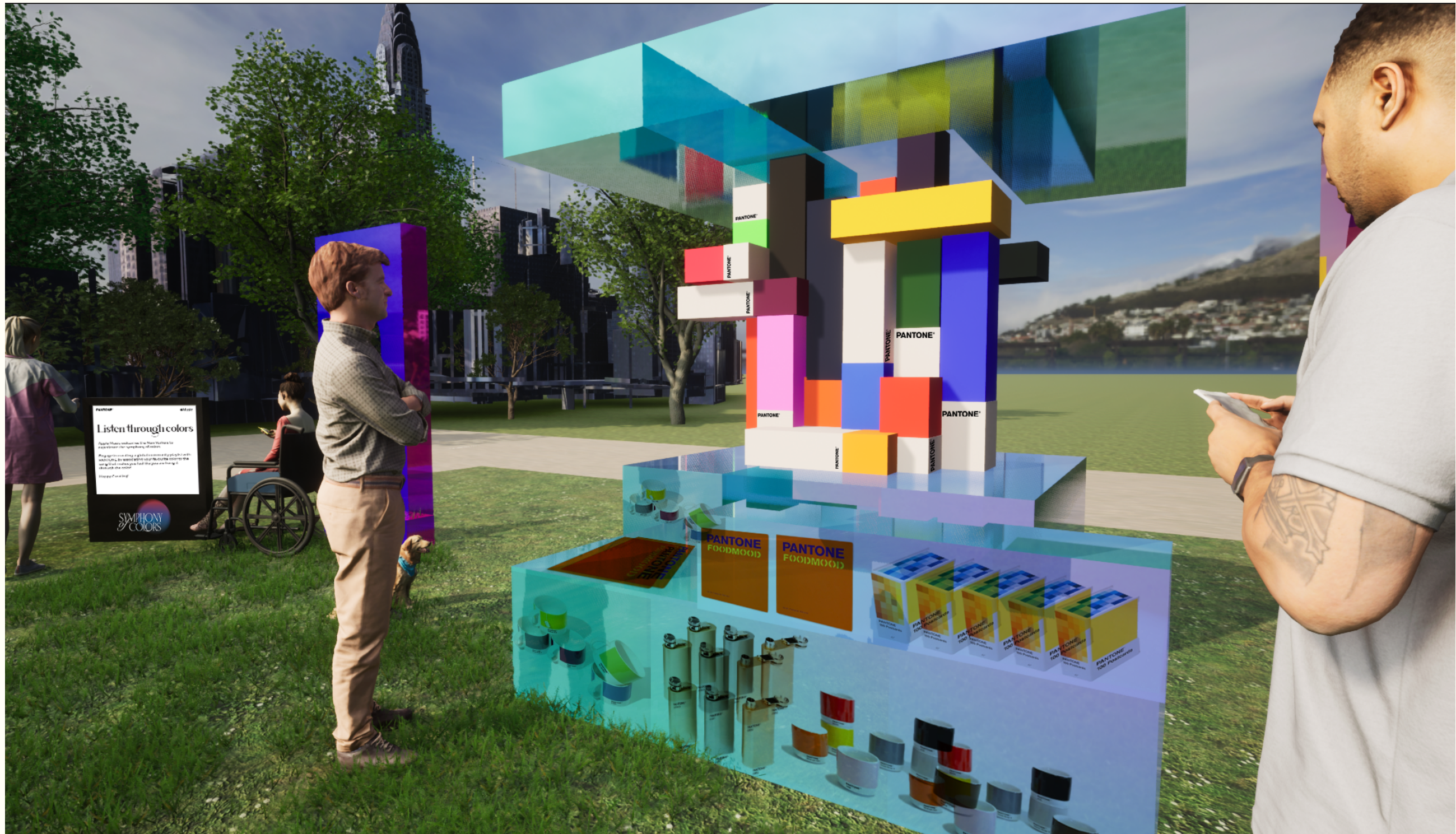
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LIVING THROUGH PANTONE

EX.1.39





PANTONE visual merchandising stalls for the visitors

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

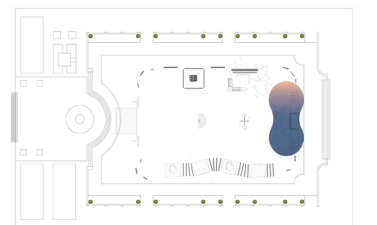
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LIVING THROUGH PANTONE

EX.1.40

The art of colors

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

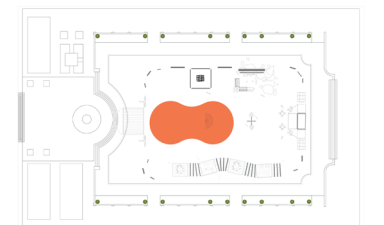
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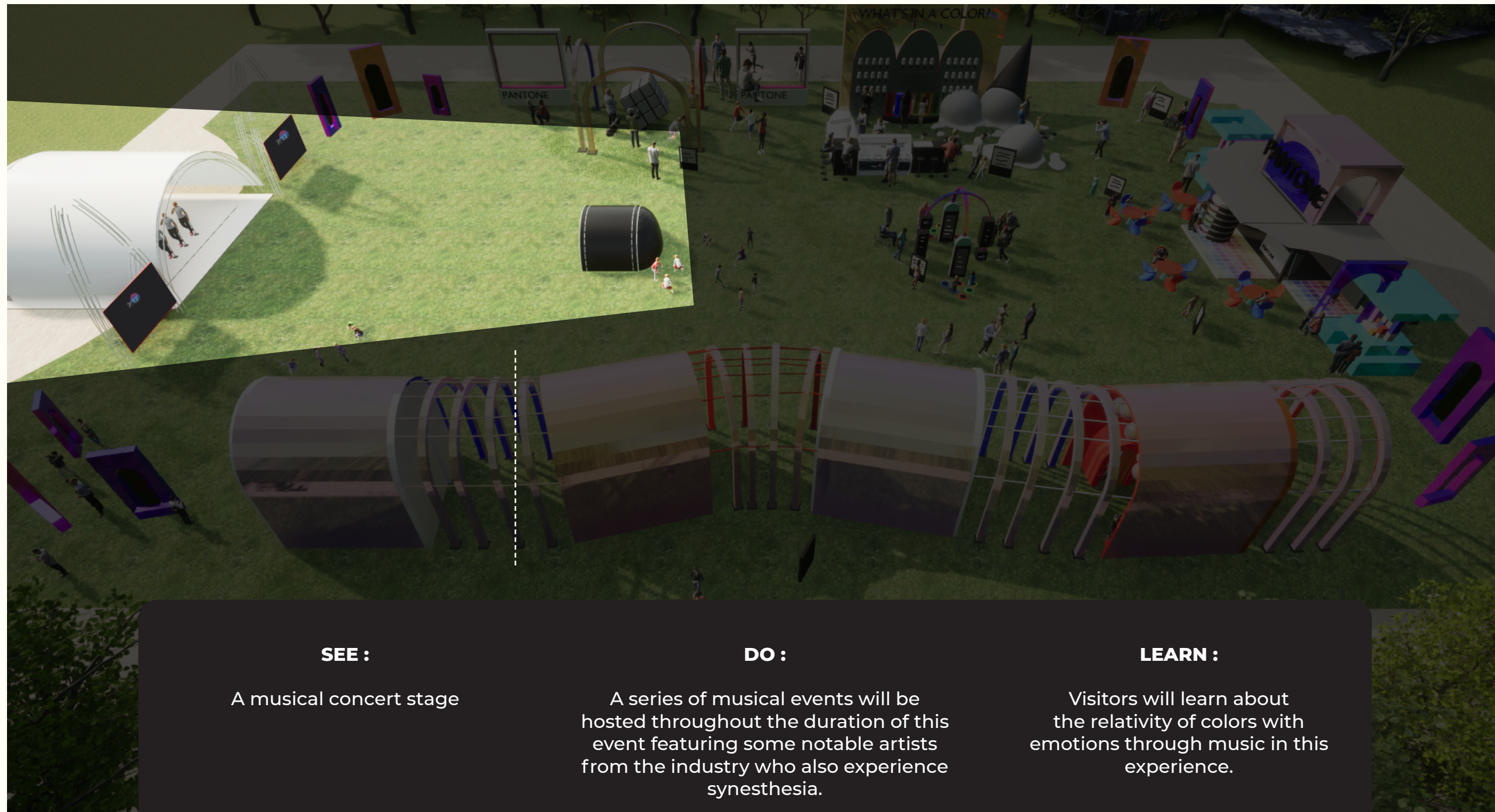
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DRAWING NAME
THE ART OF COLOR

EX.1.41

FIT School of
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SEE :

A musical concert stage

DO :

A series of musical events will be hosted throughout the duration of this event featuring some notable artists from the industry who also experience synesthesia.

LEARN :

Visitors will learn about the relativity of colors with emotions through music in this experience.



Musical concert in the evenings with lights and people's favorite artists for an entertaining experience!

SYMPHONY *of* COLORS

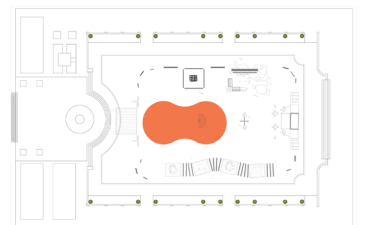
DESIGNER
SONALI AGLE

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DRAWING NAME
THE ART OF COLOR

EX.1.42



Schedules & Lists

EX.200

Graphic Schedule

SYMPHONY
of COLORS

WAYFINDING	SIGN TYPE	DESCRIPTION	DIRECTIVES	SIGN TYPE	DESCRIPTION
01A .01. GRO1	A	Freestanding Directional Signage	01C .01. GRO8	C	Photo booth Directives
01A .01. GRO2	A	Freestanding Directional Signage	01C .01. GRO9	C	Photo booth Directives
01A .01. GRO3	A	Freestanding Directional Signage	01C .01. GR10	C	Exhibit Area Directives
01A .01. GRO4	A	Freestanding Directional Signage	CONTENT GRAPHICS		
01A .01. GRO5	A	Freestanding Directional Signage	01D .01. GRO1	A	Area Content Freestanding Signage
01A .01. GRO6	A	Freestanding Directional Signage	01D .01. GRO2	A	Area Content Freestanding Signage
01A .01. GRO7	A	Freestanding Directional Signage	01D .01. GRO3	A	Area Content Freestanding Signage
01A .01. GRO8	B	Interactive Screen and Signage	01D .01. GRO4	D	Area Content Panels
01A .01. GRO9	B	Interactive Screen and Signage	01D .01. GRO5	A	Area Content Freestanding Signage
01A .01. GR10	B	Interactive Screen and Signage	01D .01. GRO6	D	Area Content Panels
01A .01. GR11	B	Interactive Screen and Signage	01D .01. GRO7	D	Area Content Panels
01A .01. GR12	B	Interactive Screen and Signage	01D .01. GRO8	A	Area Content Freestanding Signage
01A .01. GR13	B	Interactive Screen and Signage	INTERACTIVE SCREENS		
01A .01. GR14	B	Interactive Screen and Signage	01E .01. GRO1	E	Apple Music Interactive Display
01A .01. GR15	B	Interactive Screen and Signage	01E .01. GRO2	E	Apple Music Interactive Display
01A .01. GR16	B	Interactive Screen and Signage	01E .01. GRO3	E	Apple Music Interactive Display
01A .01. GR17	B	Interactive Screen and Signage	01E .01. GRO4	E	Apple Music Interactive Display
01A .01. GR18	B	Interactive Screen and Signage	01E .01. GRO5	E	Apple Music Interactive Display
01A .01. GR19	B	Interactive Screen and Signage	01E .01. GRO6	E	Apple Music Interactive Display
INTRODUCTION			01E .01. GRO7	E	Apple Music Interactive Display
01B .01. GRO1	A	Introduction Content Panel	01E .01. GRO8	E	Apple Music Interactive Display
01B .01. GRO2	A	Introduction Content Panel	01E .01. GRO9	E	Smart Mirror Digital Display
01B .01. GRO3	A	Introduction Content Panel	01E .01. GR10	E	Smart Mirror Digital Display
01B .01. GRO4	A	Introduction Content Panel	01E .01. GR11	E	Apple Music Interactive Display
01B .01. GRO5	A	Introduction Content Panel	01E .01. GR12	E	Apple Music Interactive Display
DIRECTIVES			01E .01. GR13	E	Smart Mirror Digital Display
01C .01. GRO1	A	Overall Experience Directives	01E .01. GR14	E	Smart Mirror Digital Display
01C .01. GRO2	A	Exhibit Area Directives	01E .01. GR15	E	Digital Game Display
01C .01. GRO3	A	Exhibit Area Directives	01E .01. GR16	E	Digital Game Display
01C .01. GRO4	A	Overall Experience Directives			
01C .01. GRO5	A	PANTONE Directives			
01C .01. GRO6	C	PANTONE Directives			
01C .01. GRO7	A	Exhibit Area Directives			

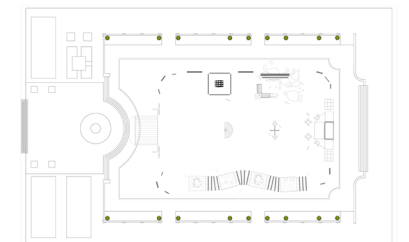
DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN



SCALE
NTS

DATE
DEC 8, 2023

DRAWING NAME
GRAPHIC SCHEDULE

EX.2.01

FIT School of Graduate Studies
Exhibition and Experience Design

Graphic Schedule

AREA INTRODUCTION	SIGN TYPE	DESCRIPTION
01F .01. GRO1	F	Area Intro Text
01F .01. GRO2	F	Area Intro Text
01F .01. GRO3	F	Area Intro Text
01F .01. GRO4	F	Area Intro Text
01F .01. GRO5	F	Area Intro Text
01F .01. GRO6	G	Symphony of Colors Logo
01F .01. GRO7	G	Symphony of Colors Logo
01F .01. GRO8	G	Symphony of Colors Logo
01F .01. GRO9	G	Symphony of Colors Logo
01F .01. GR10	F	Area Intro Text
01F .01. GR11	F	Area Intro Text
01F .01. GR12	H	Symphony of Colors Logo
01F .01. GR13	H	Symphony of Colors Logo

MURALS

01G .01. GRO1	I	Activity wall mural - What's In A Color?
01G .01. GRO2	I	Activity wall mural - Don't Just Exist, LIVE!
01G .01. GRO3	I	Activity wall mural - Don't Just Exist, LIVE!

DIGITAL SCREENS

01H .01. GRO1	J	PANTONE Introduction Screen
01H .01. GRO2	J	Don't Just Exist, LIVE! - Video Screen
01H .01. GRO3	J	Don't Just Exist, LIVE! - Video Screen

SYMPHONY
of COLORS

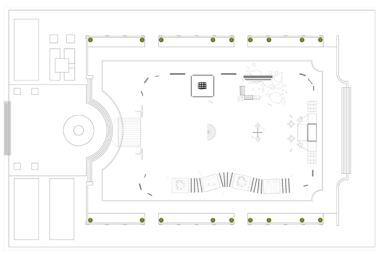
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DRAWING NAME
GRAPHIC SCHEDULE
EX.2.02

FIT School of Graduate Studies
Exhibition and Experience Design

Graphic Specification

TYPE	DESCRIPTION
A	Custom black vinyl boxes with cut frame for duratrans acrylic with text and event logo printed on it.
B	Custom black vinyl boxes with cut frame with interactive screens and wayfinding with the event logo printed on it.
C	Inkjet on canvas
D	Custom back lit black vinyl boxes with cut frame for duratrans acrylic with text and event logo printed on it.
E	Custom interactive screens for various activities
F	Black dimensional letters cut from 1" acrylic
G	Custom printed plastic strip curtain door with logo printed through vinyl printing, in matte finish
H	Digital C-print with the event logo sandwiched between 1/8" thk black non-glare acrylic
I	Black dimensional letters cut from 0.5" acrylic
J	Digital Screens

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of COLORS

DESIGNER

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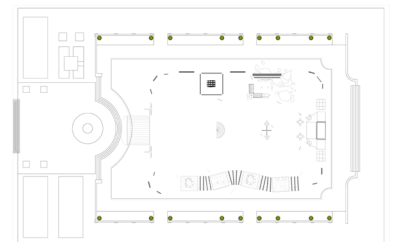
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DRAWING NAME

GRAPHIC SPECIFICATION

EX.2.03



**School of
Graduate Studies**
Exhibition and
Experience Design

Material Schedule

MATERIAL	CODE	AREA	DESCRIPTION	THUMBNAIL
Dichroic glass finish	D1	Living through PANTONE	3M™ DICHROIC™ Glass Finishes DF-PA Chill	
Dichroic glass finish	D2	Outer lining of all the structures	3M™ DICHROIC™ Window Film	
Acrylic sheets	AS	Inner lining of all the structures	Chemcast Cast Acrylic 3" thickness	
Black Galvanized steel	M1	Mounting all the structures to the ground	Mail Boss, Black 7155 Surface Mount Base Plate	
Plywood	P1	Ice cream wall	Sustainable Revolution Plywood 1/4" thick plywood surface painted with Santorini Blue paint by Benjamin Moore	  SANTORINI BLUE
Modulbox	MB	Living with Pantone	Customized Modulbox MAX by highmark	
PVC	PV1	Don't just exist, LIVE!	Giant inflatable mirror balls in red, blue, yellow and orange color	
PVC	PV2	Don't just exist, LIVE!	Colored Patio Deck Plastic Strip Curtain Door Kit	
Duratrans	DR	Signages	Duratrans Mounted Between Two Sheets Of Acrylic	

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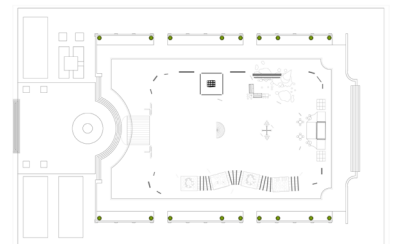
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DRAWING NAME
MATERIAL SCHEDULE

EX.2.04

FIT School of
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Exhibition and
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Artifact Schedule

ARTIFACT	CODE	AREA	DESCRIPTION
	P1	Living through PANTONE	PANTONE Espresso cup 7-piece set - PRIDE
	P2	Living through PANTONE	PANTONE Folding umbrella
	P3	Living through PANTONE	PANTONE Hip flask
	P4	Living through PANTONE	PANTONE Cortado Thermo cup
	P5	Living through PANTONE	PANTONE Tea cup
	P6	Living through PANTONE	PANTONE To Go cup
	P7	Living through PANTONE	PANTONE Postcards
	P8	Living through PANTONE	PANTONE FOODMOOD Cookbook
	P9	Living through PANTONE	PANTONE Mini notebook set

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of COLORS

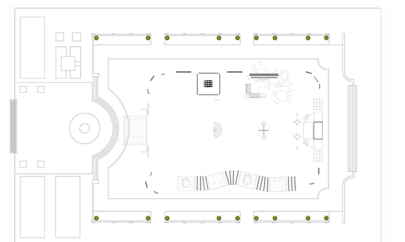
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DRAWING NAME
ARTIFACT SCHEDULE

EX.2.05

 **School of Graduate Studies**
Exhibition and Experience Design

Artifact Schedule

ARTIFACT	CODE	AREA	DESCRIPTION
	P10	Living through PANTONE	PANTONE : Color Puzzles
	P11	Living through PANTONE	PANTONE Colors - A Children's Book
	P12	Living through PANTONE	PANTONE Box of Color
	P13	Living through PANTONE	PANTONE Color Cards
	P14	Living through PANTONE	The Complete Color Harmony : PANTONE Harmony
	P15	Living through PANTONE	PANTONE Chips Journal - Brights
	P16	Living through PANTONE	PANTONE The 20th Century In Color
	P17	Living through PANTONE	Panton Vitra (1967) Chair by Verner Pantan - Glacier Blue
	P18	Living through PANTONE	Panton Vitra (1967) Chair by Verner Pantan - Classic Red

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COLORS

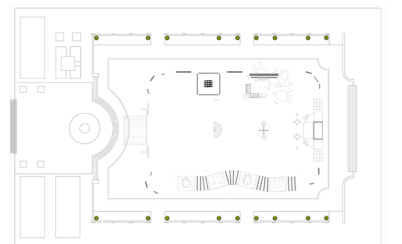
DESIGNER
SONALI AGLE

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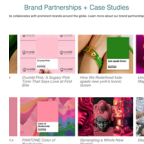




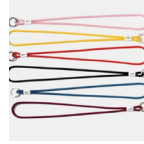



DRAWING NAME
ARTIFACT SCHEDULE

EX.2.06

FIT School of
Graduate Studies
Exhibition and
Experience Design

Artifact Schedule

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ARTIFACT	CODE	AREA	DESCRIPTION
	P19	Living through PANTONE	PANTONE Brand Partnerships + Case Studies media interactive - https://www.pantone.com/color-consulting/case-studies
	P20	Don't Just Exist, LIVE	Limited Edition Journal, PANTONE COLOR OF THE YEAR 2020 CLASSIC BLUE
	P21	Don't Just Exist, LIVE	PANTONE Eraser
	P22	Don't Just Exist, LIVE	PANTONE Macchiato cup
	P23	Don't Just Exist, LIVE	PANTONE Tritan Drinking Bottle
	P24	Don't Just Exist, LIVE	PANTONE Long Keychain
	P25	Don't Just Exist, LIVE	PANTONE Chip Drive
	P26	Don't Just Exist, LIVE	PANTONE Business Card Holder
	P27	Don't Just Exist, LIVE	PANTONE Adhesive Notepads

DESIGNER

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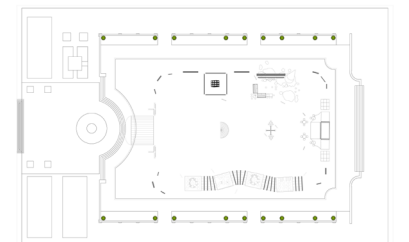
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DRAWING NAME
ARTIFACT SCHEDULE

EX.2.07

FIT School of Graduate Studies
Exhibition and Experience Design

Artifact Schedule

ARTIFACT	CODE	AREA	DESCRIPTION
	P28	Don't Just Exist, LIVE	PANTONE Pencil Cups
	P29	Don't Just Exist, LIVE	Panton Vitra (1967) Chair by Verner Panton - Rusty Orange
	P30	Don't Just Exist, LIVE	PANTONE Mini notebook set

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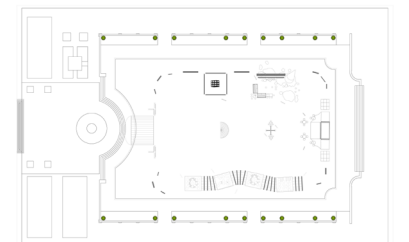
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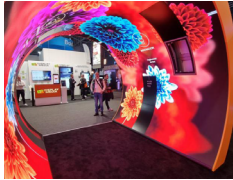
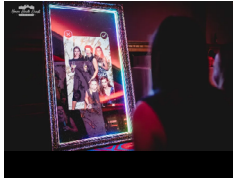
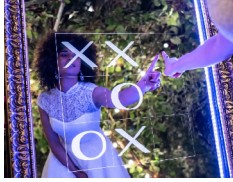



DRAWING NAME
ARTIFACT SCHEDULE

EX.2.08

FIT School of
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Exhibition and
Experience Design

Audio Visual Schedule

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MEDIA	CODE	AREA	DESCRIPTION	THUMBNAIL
Ceiling Screen	CS.01	Don't Just Exist, LIVE	Aluvision Hi-LED LED - Hi-LED Custom Tunnel	
PANTONE Photo booth Interactive	PB.01	Don't Just Exist, LIVE	Mirror Booth Rental with custom PANTONE photo frames	
Interactive Display	ID.01	Don't Just Exist, LIVE	Mirror Booth Rental with custom games and experience	
PANTONE Display	PD.01	Living Through PANTONE	Aluvision LED Screen Tile Hire Hi-LED 55	
PANTONE Interactive	PI.01	Living Through PANTONE	Dual Touch Wall mounted Overlay by multitouchoverlay.com	
Synesthesia Game Interactive	SG.01	Some Memories Are Meant To Be Shared	Aluvision LED Screen Tile Hire Hi-LED 55	
Apple Music Interactive Installation	AM.01	Listen Through Colors	Vertical LCD Kiosk Displays Digital Kiosk Touch Screen	

DESIGNER

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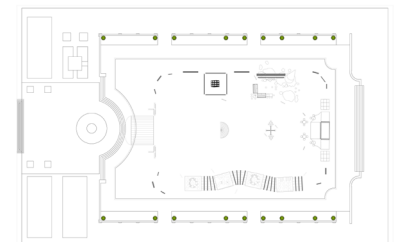
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KEY PLAN



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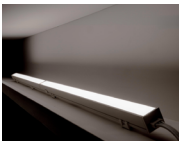



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DRAWING NAME
ARTIFACT SCHEDULE

EX.2.09

FIT School of
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Exhibition and
Experience Design

Lighting Schedule

CODE	DESCRIPTION	LOCATION	THUMBNAIL
L1	36 LED Stage Lights RGB DJ LED Par Light Remote & DMX Controlled Sound Activated Auto Play Uplights	Listen through colors	
L2	BETOPPER White Stage Par Lights w/Barndoor Professional 100W COB Spotlight Bright DJ Light Strobe Lighting Activated Auto Play Uplights	Listen through colors	
L3	Lucid™ RGB Flexible LED Neon Strip Light - Side Bend - 32FT	Along the edges of all the structures	
L4	COVE 120V LED Fixture. Five field-selectable CCTs: 2700K, 3000K, 3500, 4000, and 5000	Living through PANTONE	
L5	Frosted acrylic back lit letters	Area Identification Signs	
L6	Motion Sensor/ Interactive LED Dance Floor Light	Some Memories Are Meant To Be Shared	
L7	7.5 in 30-Watt 1200-Lumen Plugin/ Battery Operated LED Outdoor Color Changing Flood Light	Lights mounted on poles in groups of 3 - Red, Green and Blue along the park to create CMYK shadows	

SYMPHONY
of COLORS

DESIGNER

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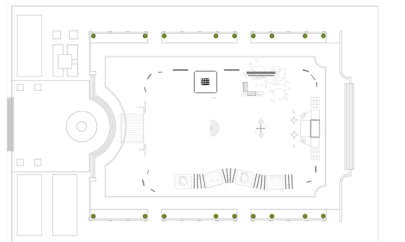
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KEY PLAN



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DRAWING NAME
ARTIFACT SCHEDULE

EX.2.10

FIT School of
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Exhibition and
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Sections, Plans & Elevations

EX.300

Location Plan

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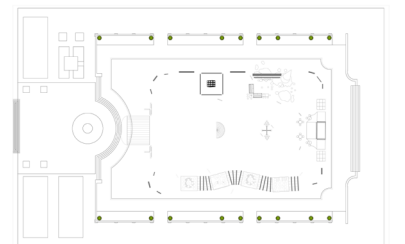
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KEY PLAN

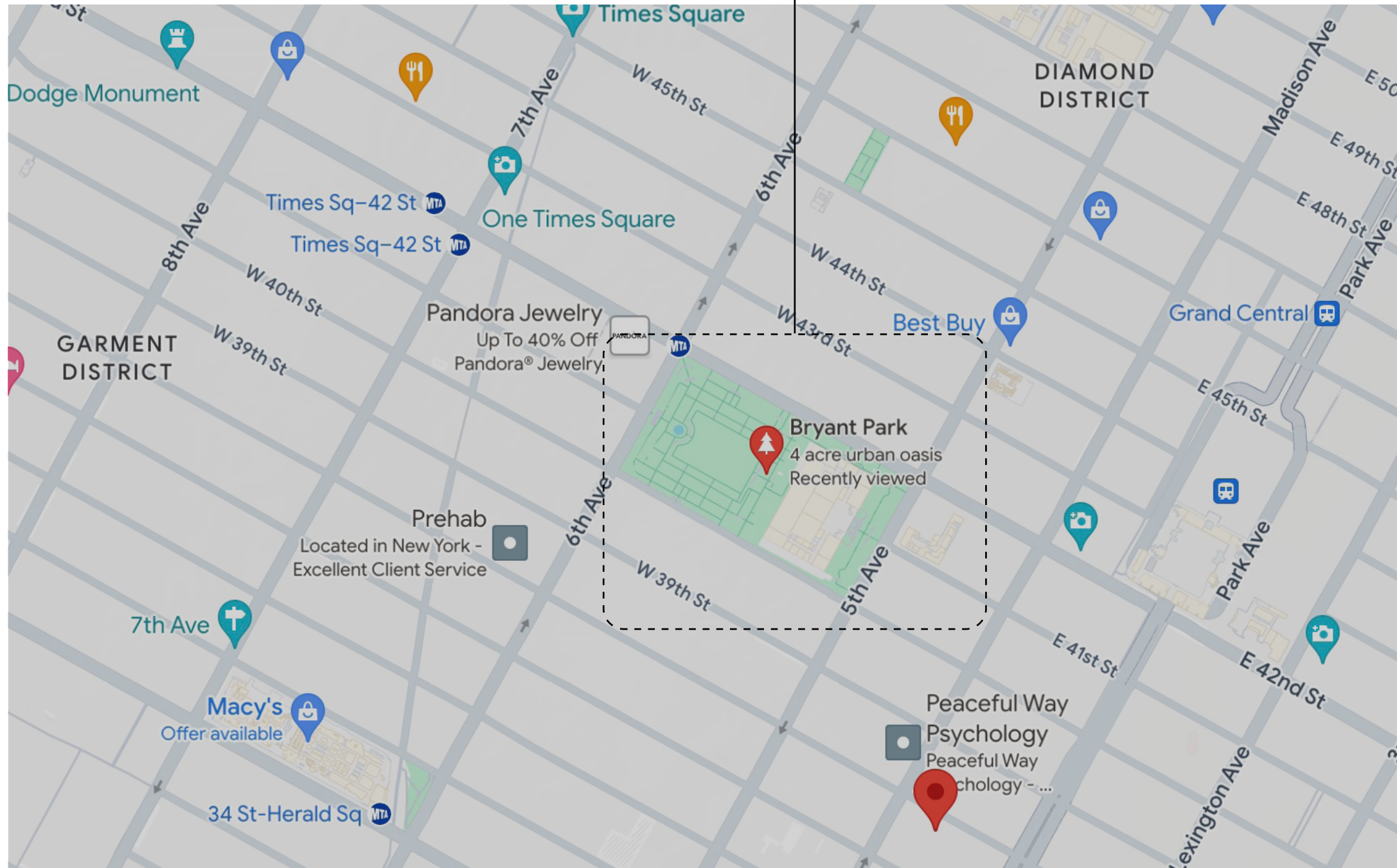


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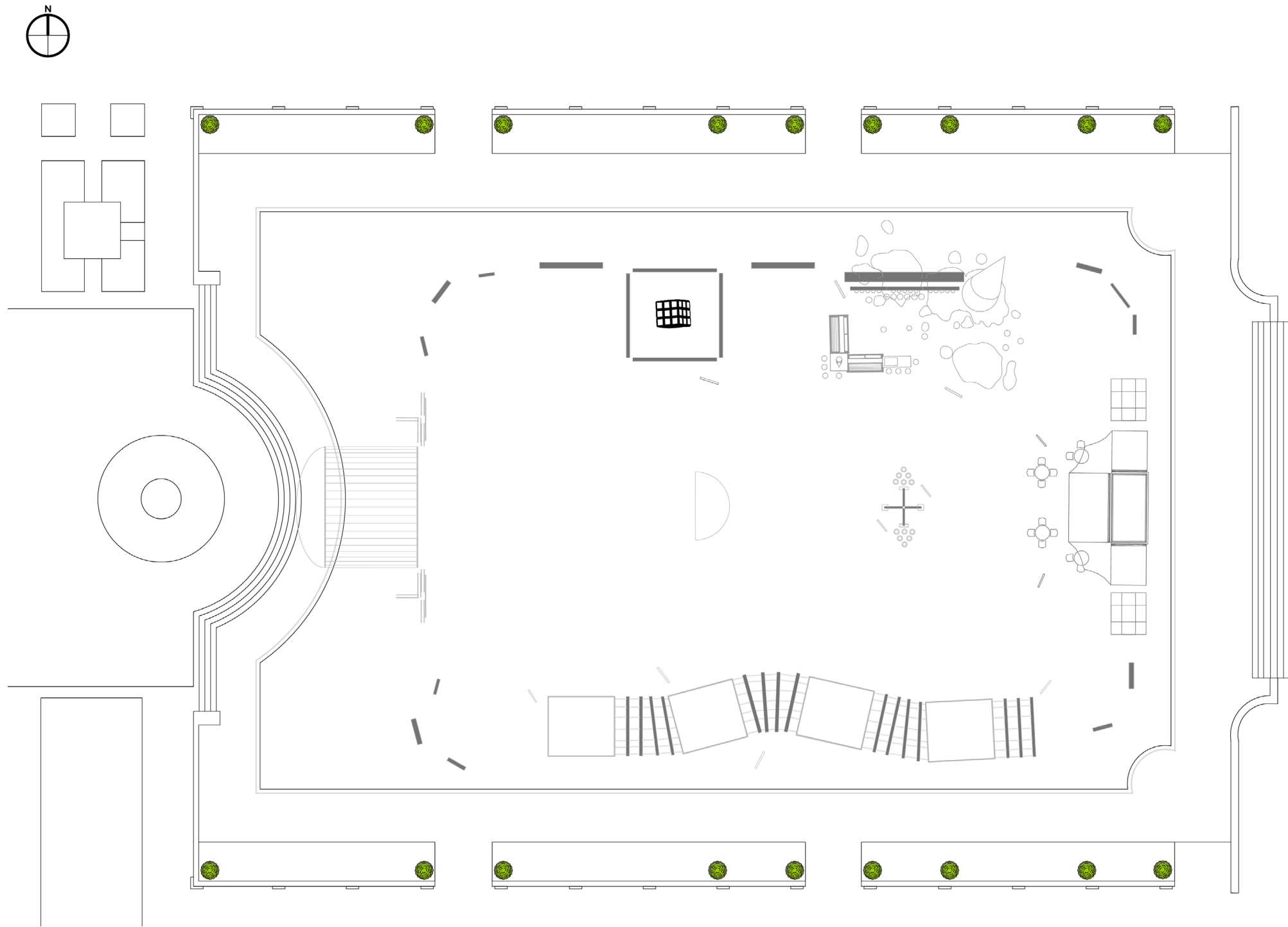
DRAWING NAME
LOCATION PLAN

EX.3.01



1 Location Plan
NOT TO SCALE

Site Plan



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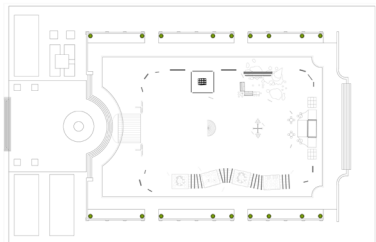
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KEY PLAN



SCALE
3/16"=1'-0"

DATE
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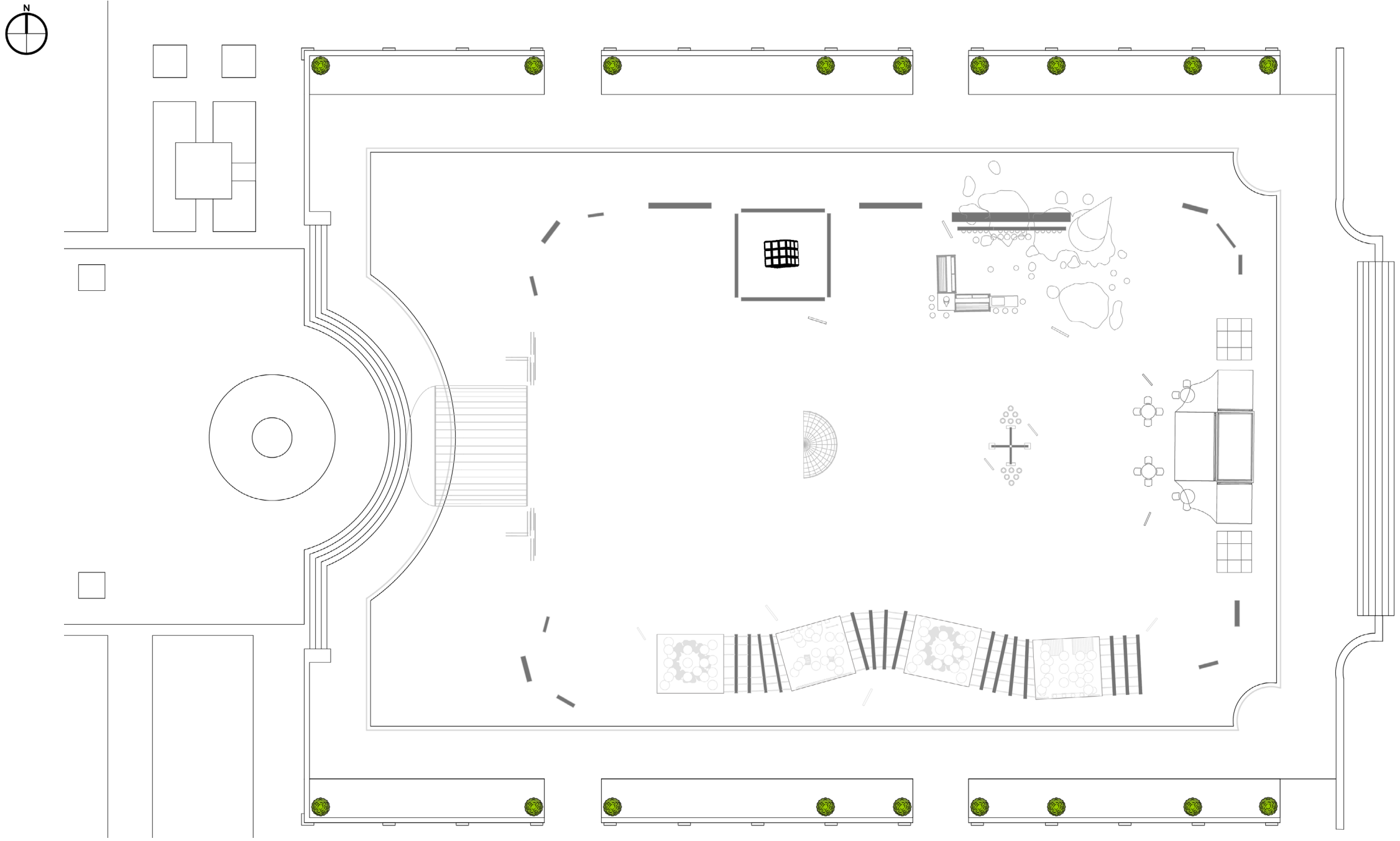
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SITE PLAN

EX.3.02

1 Site Plan
SCALE : 3/16" = 1'-0"

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Exhibition and
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Overall Site Plan



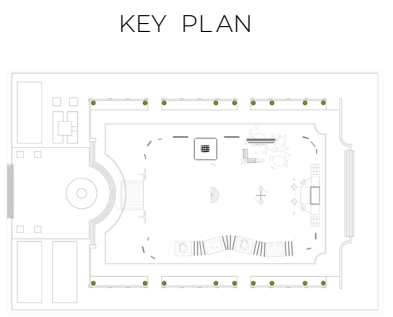
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SCALE
3/16" = 1'-0"

DATE
DEC 8, 2023

DRAWING NAME
OVERALL DIMENSION PLAN

EX.3.03

1 Overall Site Plan
SCALE : 3/16" = 1'-0"

Dimensional Floor Plan

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

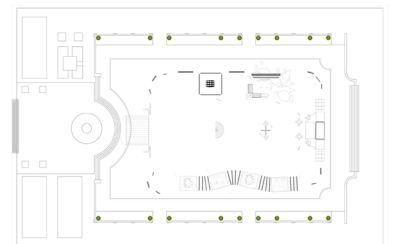
CLIENT
PANTONE® **AppleMusic**

VENUE
BRYANT PARK, NYC

NOTES

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KEY PLAN



SCALE

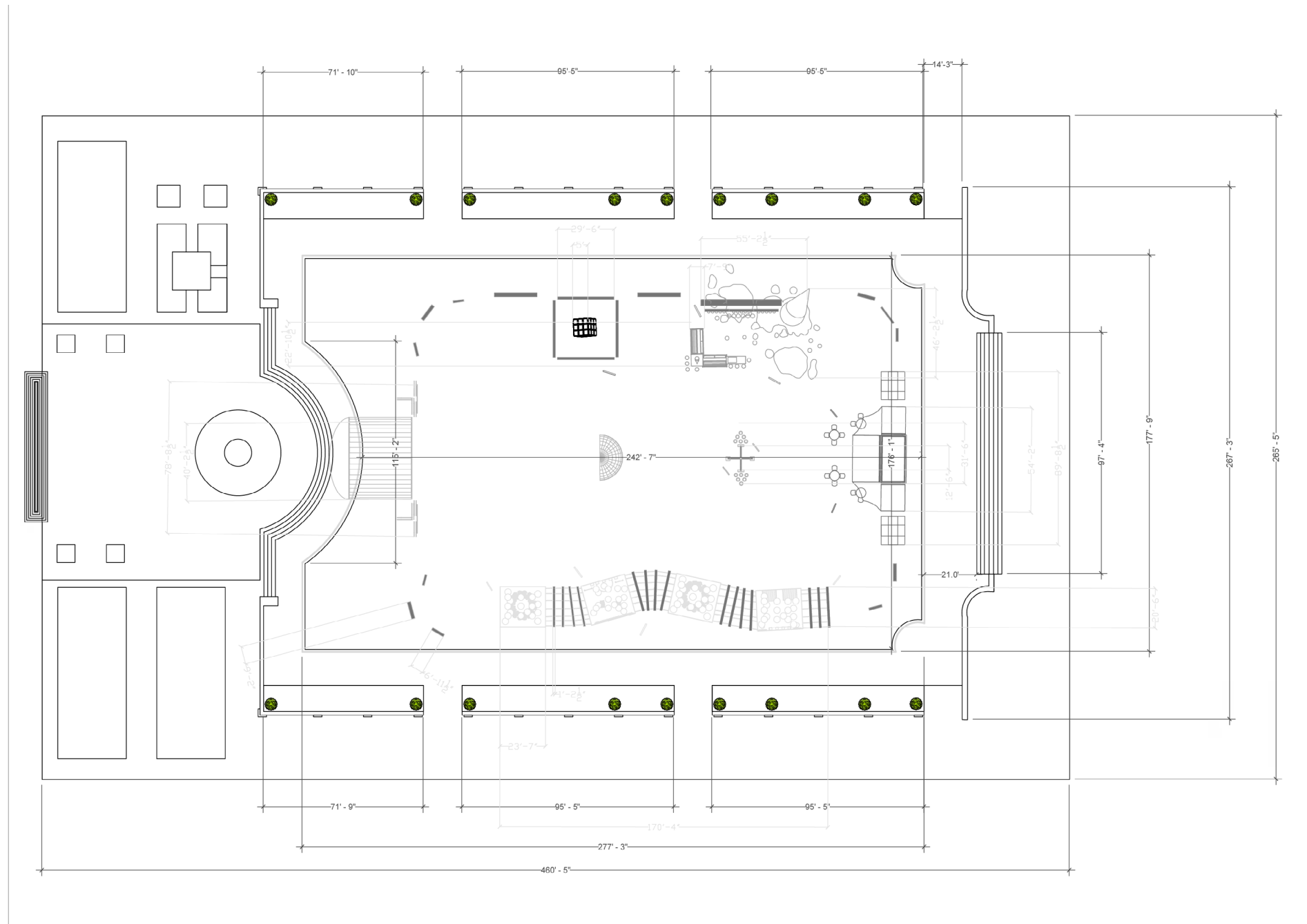
1/64" = 1'-0"

DATE

DEC 8, 2023

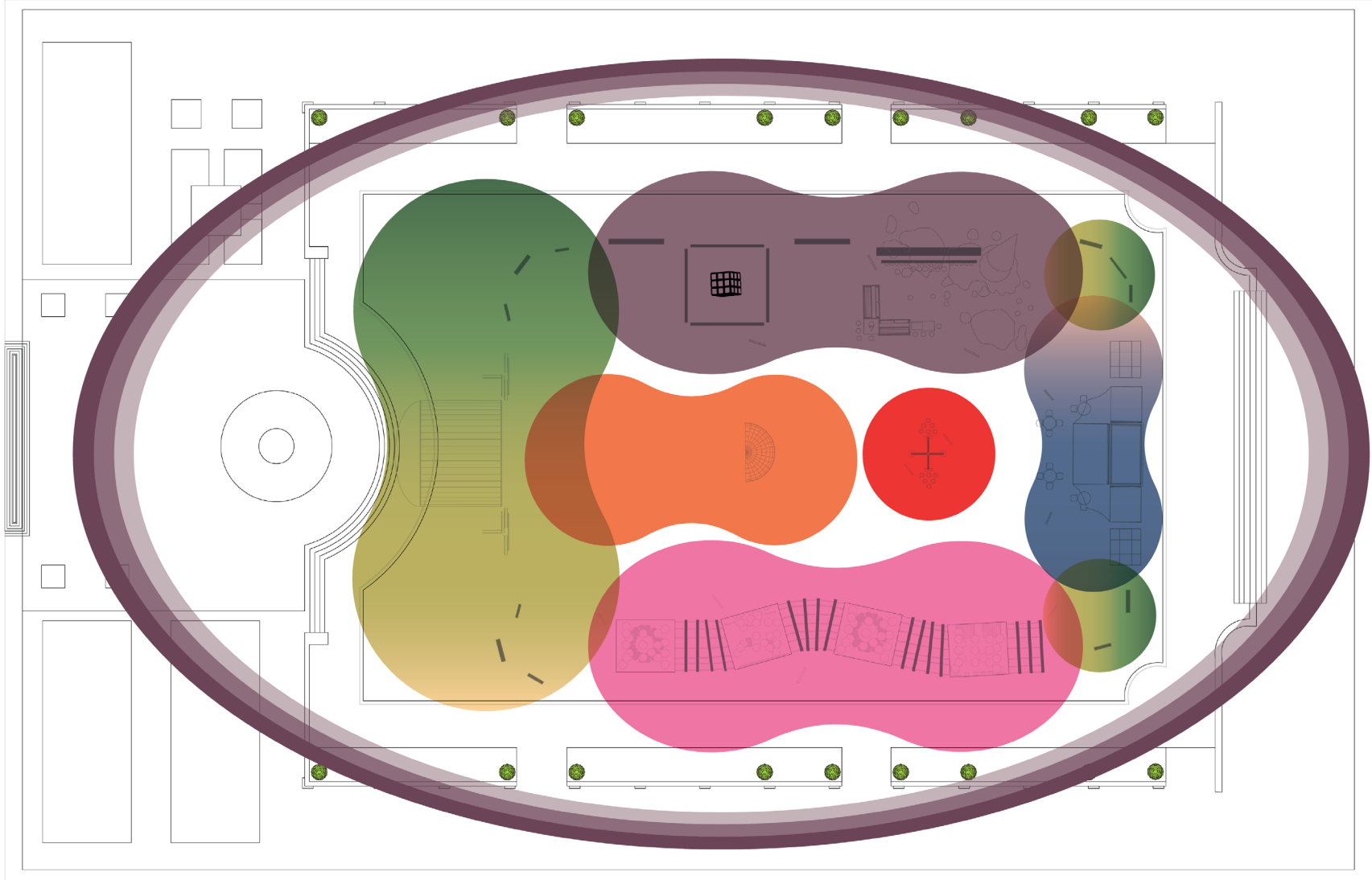
DRAWING NAME
DIMENSIONAL FLOOR PLAN

EX.3.04



1 Dimensional Floor Plan
SCALE : 1/64" = 1'-0"

Coded Plan



- WHAT'S IN A COLOR?
- LISTEN THROUGH COLORS
- THE ART OF COLOR
- SOME MEMORIES ARE MEANT TO BE SHARED
- LIVING THROUGH PANTONE
- DON'T JUST EXIST, LIVE!

1 Coded Plan
SCALE : 3/16" = 1'-0"

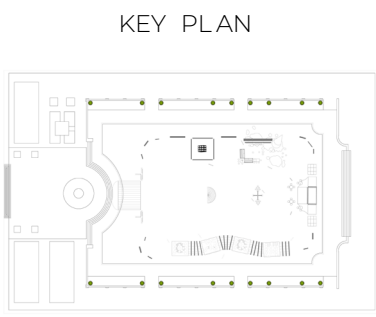
SYMPHONY
of COLORS

DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

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BRYANT PARK, NYC

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SCALE
3/16"-1'-0"

DATE
DEC 8, 2023

DRAWING NAME
CODED PLAN
EX.3.05



Graphic Coded Plan

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

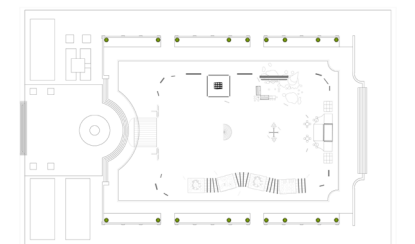
CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN



SCALE

3/16" = 1'-0"

DATE

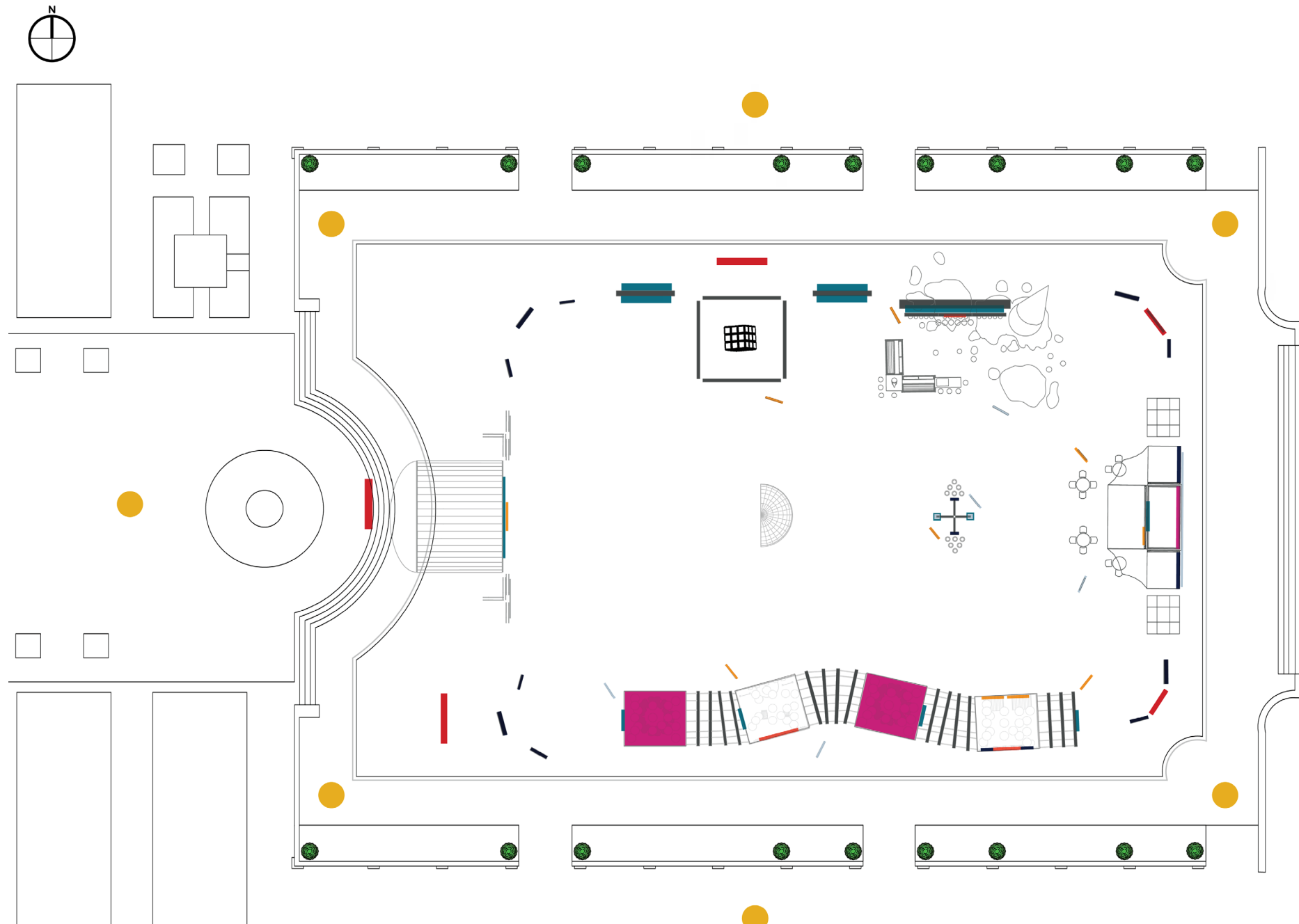
DEC 8, 2023

DRAWING NAME
GRAPHIC CODED PLAN

EX.3.06

FIT School of
Graduate Studies
Exhibition and
Experience Design

- WAYFINDING
- INTRODUCTION
- DIRECTIVES
- CONTENT GRAPHICS
- INTERACTIVE SCREENS
- AREA IDENTIFICATION
- MURALS
- DIGITAL SCREENS



1 Graphic Coded Plan
SCALE : 3/16" = 1'-0"

Wayfinding Plan

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

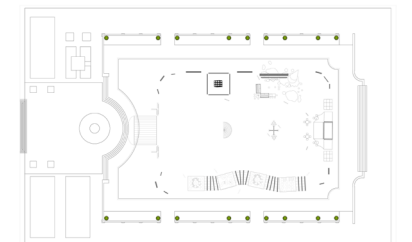
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PANTONE® **Apple Music**

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BRYANT PARK, NYC

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KEY PLAN



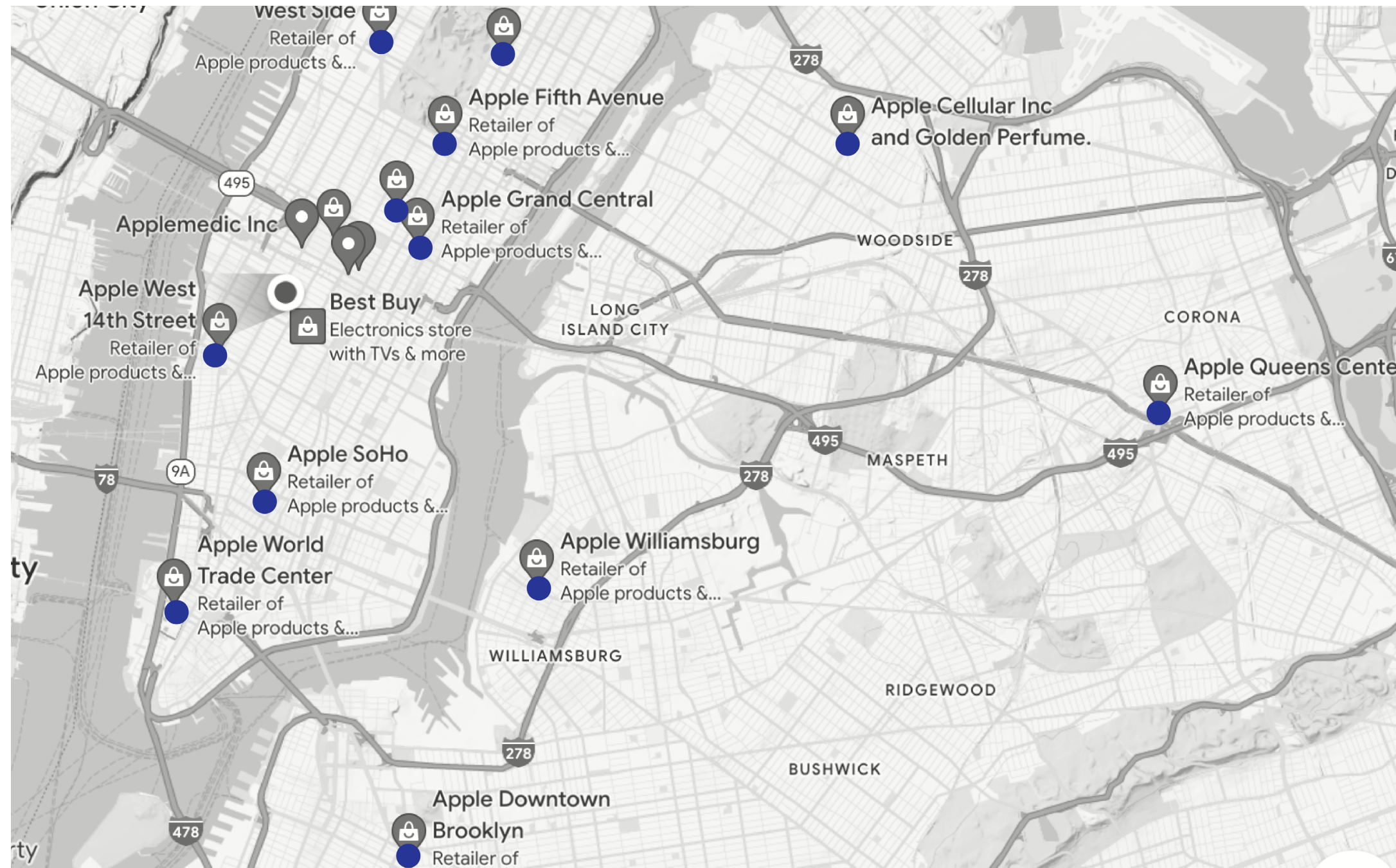
SCALE
NTS

DATE
DEC 8, 2023

DRAWING NAME
WAYFINDING PLAN

EX.3.07

FIT School of
Graduate Studies
Exhibition and
Experience Design



Graphic Location Plan

SYMPHONY
of
COLORS

DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN

- WAYFINDING
- INTRODUCTION
- DIRECTIVES
- CONTENT GRAPHICS
- INTERACTIVE SCREENS
- AREA IDENTIFICATION
- MURALS
- DIGITAL SCREENS

SCALE

3/16" = 1'-0"

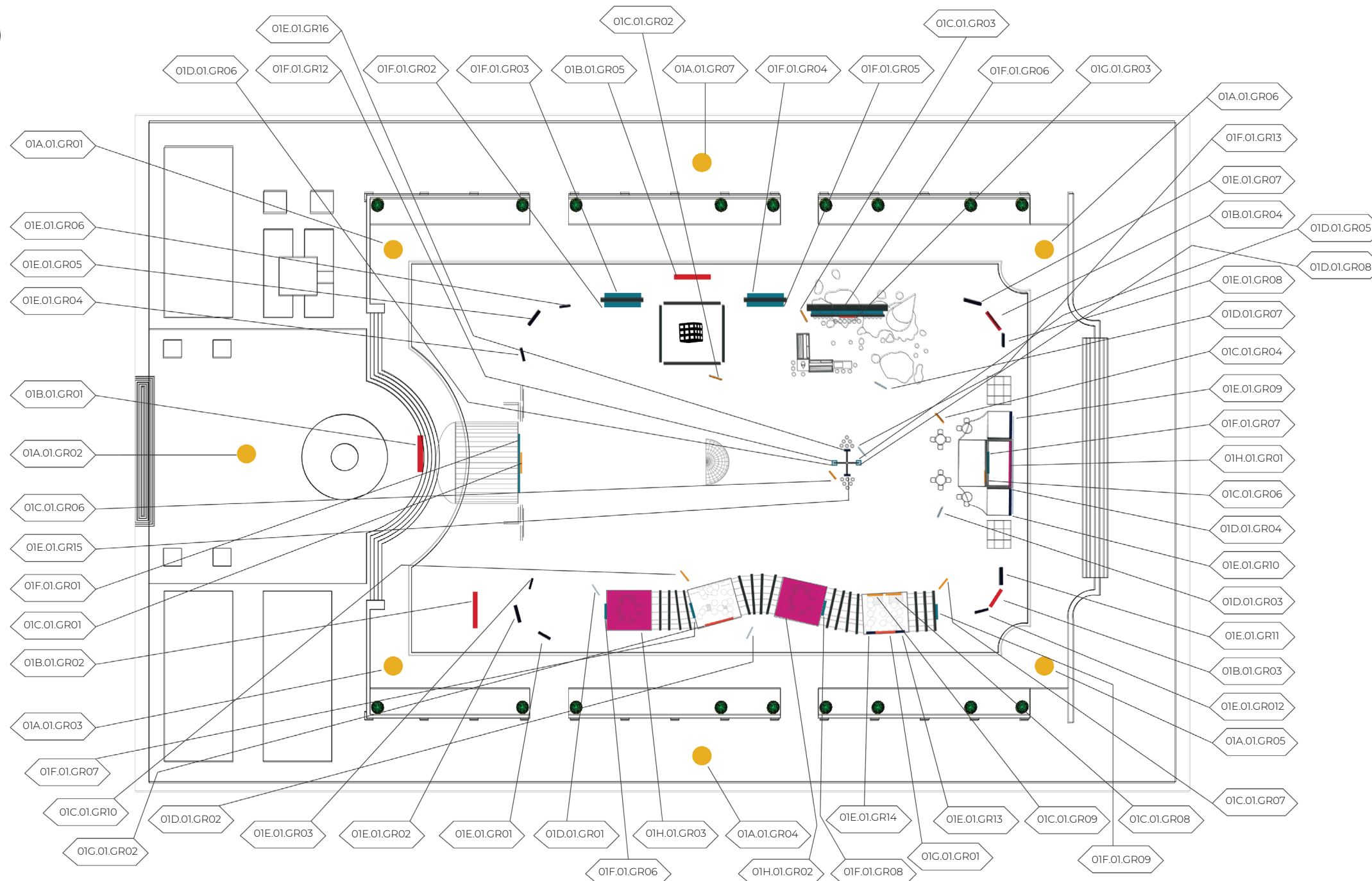
DATE

DEC 8, 2023

DRAWING NAME
GRAPHIC LOCATION PLAN

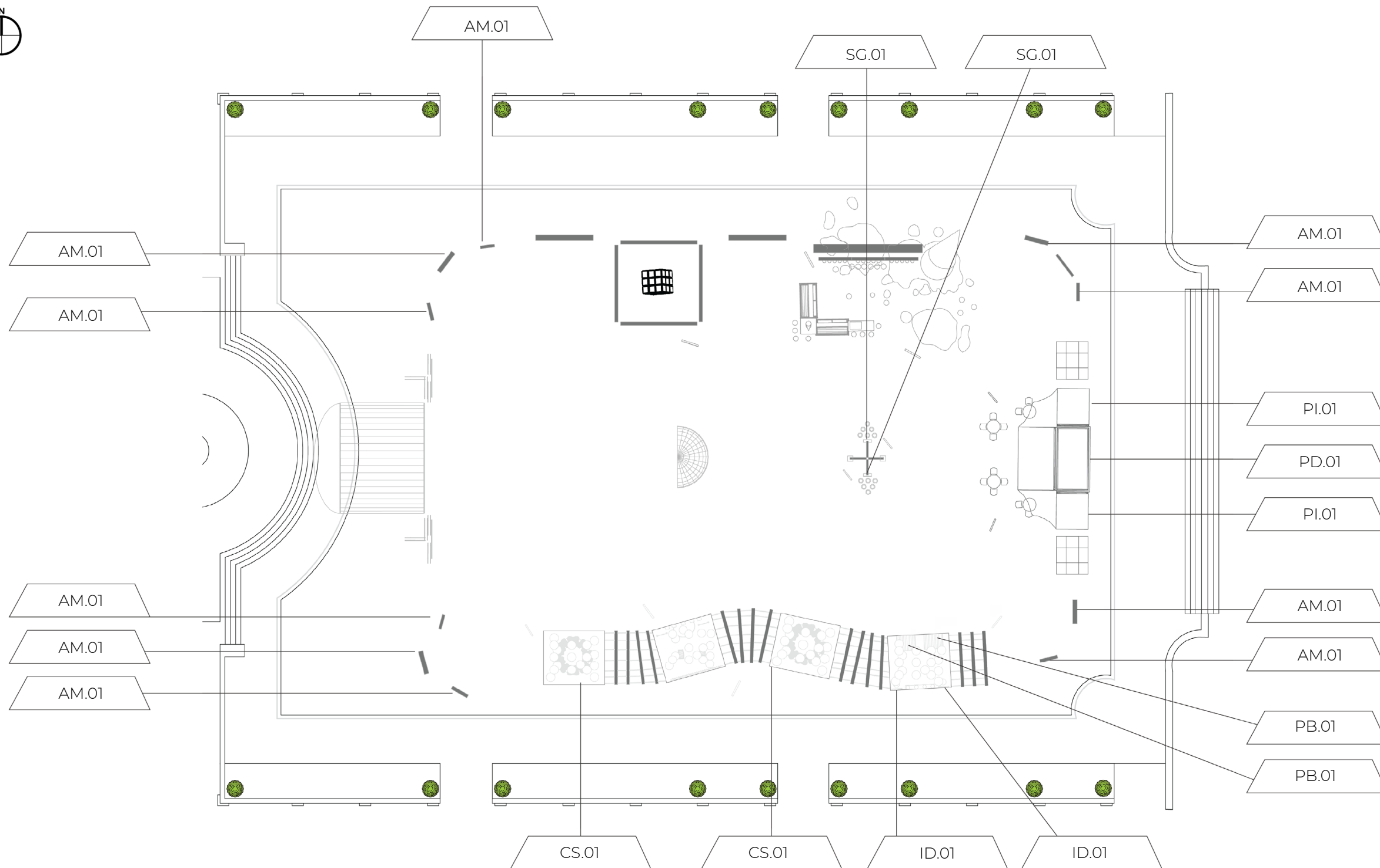
EX.3.08

FIT School of Graduate Studies
Exhibition and Experience Design



1 Graphic Location Plan
SCALE : 1/16" = 1'-0"

Media Plan



1 Media Plan
SCALE: 1/16" = 1'-0"

SYMPHONY
of
COLORS

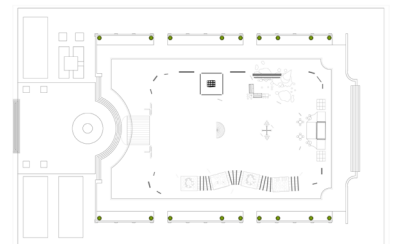
DESIGNER
SONALI AGLE

CLIENT
PANTONE* **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN



SCALE
1/16"=1'-0"

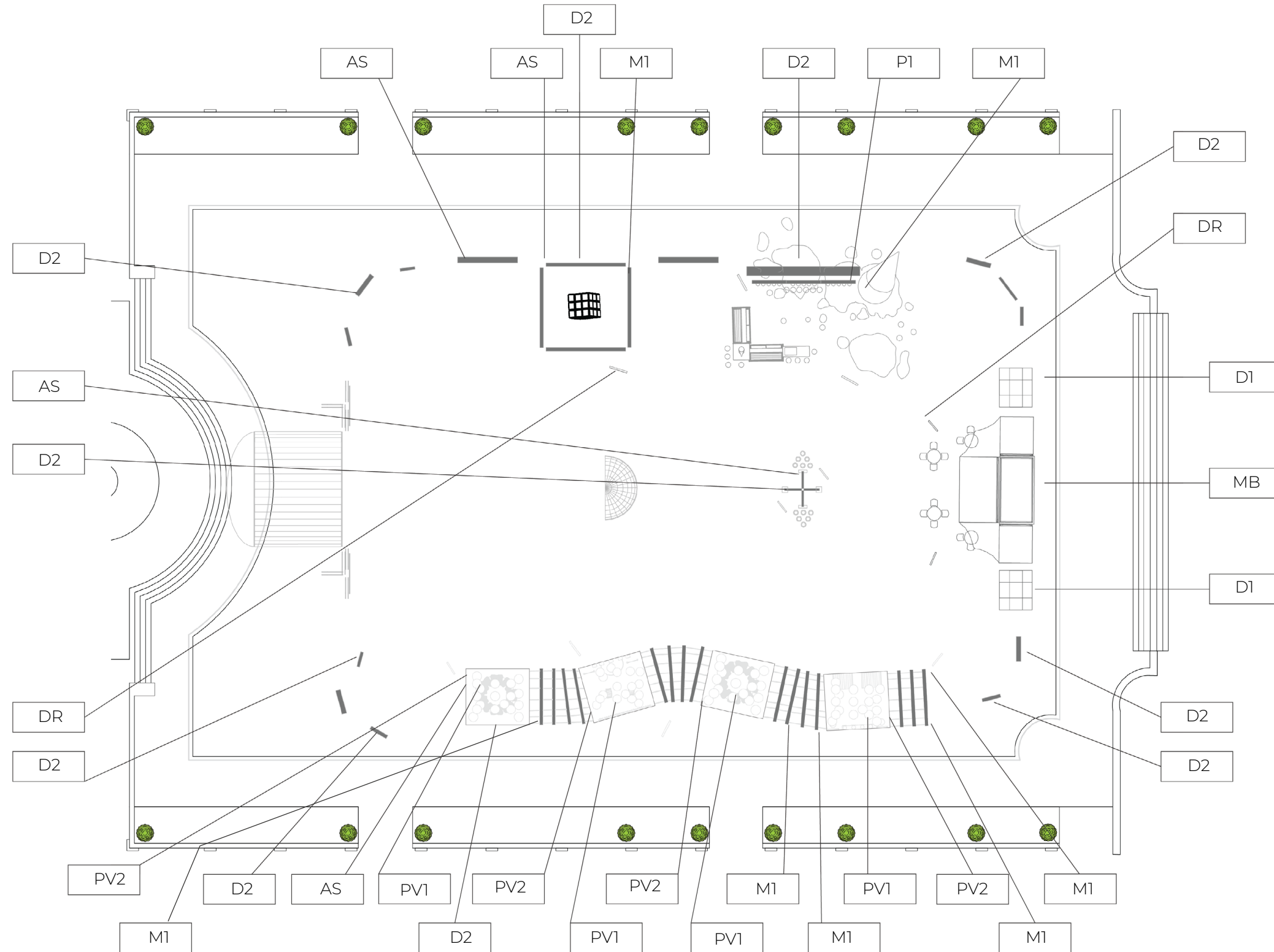
DATE
DEC 8, 2023

DRAWING NAME
MEDIA PLAN

EX.3.09



Material Plan



1 Material Plan
SCALE: 1/16" = 1'-0"

SYMPHONY
of
COLORS

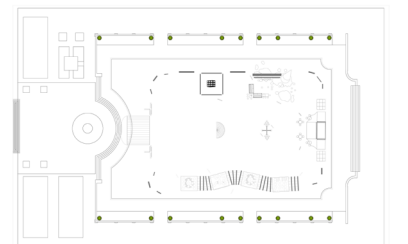
DESIGNER
SONALI AGLE

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KEY PLAN



SCALE
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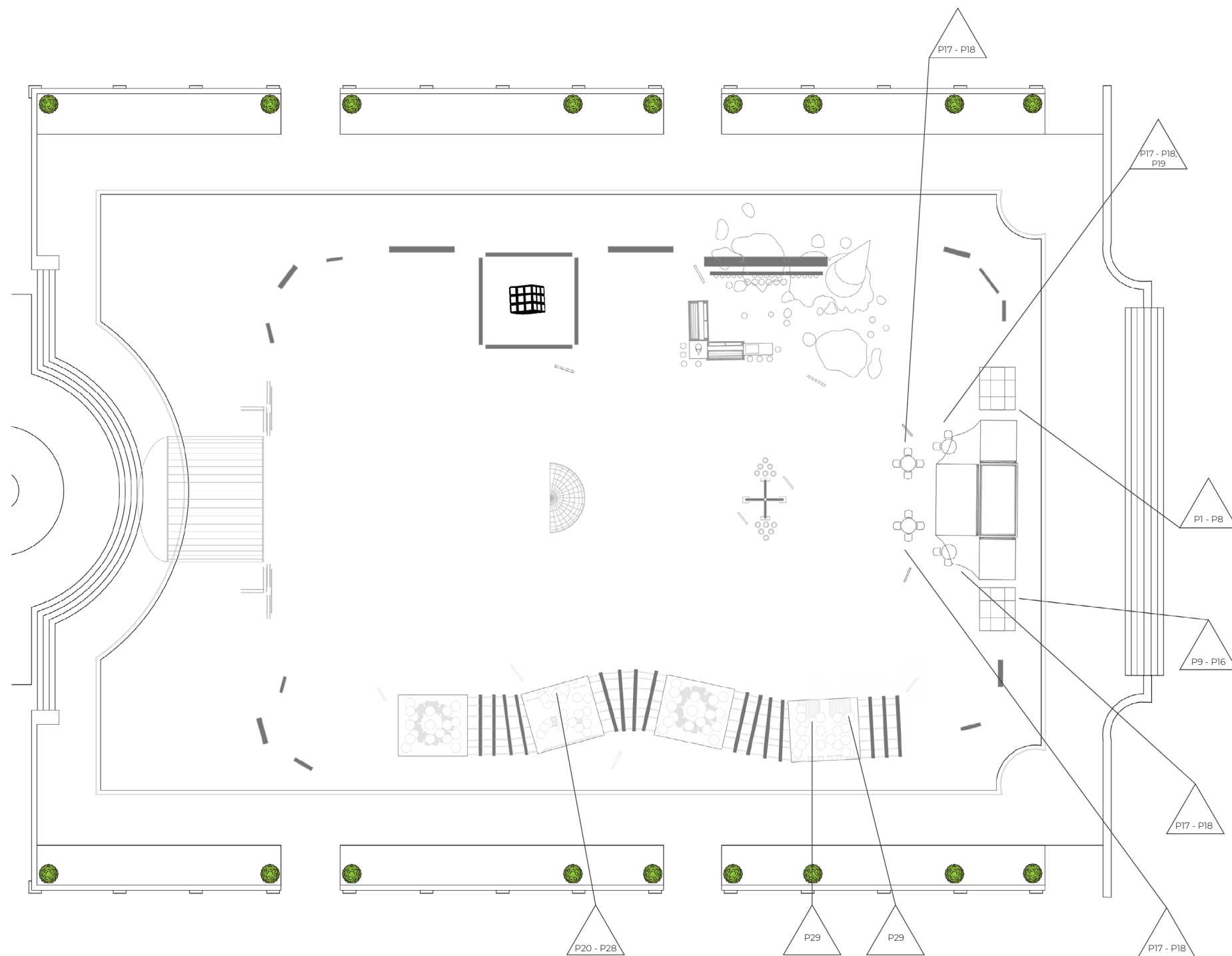
DATE
DEC 8, 2023

DRAWING NAME
MATERIAL PLAN

EX.3.10



Artifact Plan

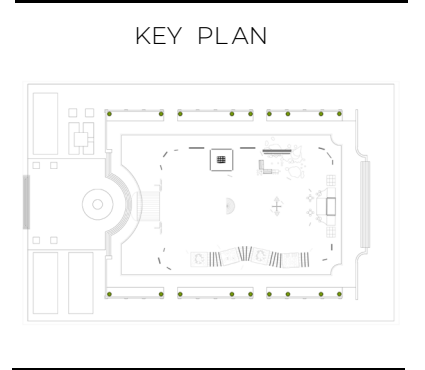


DESIGNER
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SCALE
1/16"=1'-0"

DATE
DEC 8, 2023

DRAWING NAME
ARTIFACT PLAN
EX.3.11

1 Artifact Plan
SCALE : 1/16" = 1'-0"



Lighting Plan

SYMPHONY
of
COLORS

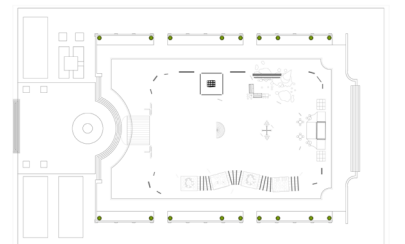
DESIGNER
SONALI AGLE

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VENUE
BRYANT PARK, NYC

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KEY PLAN

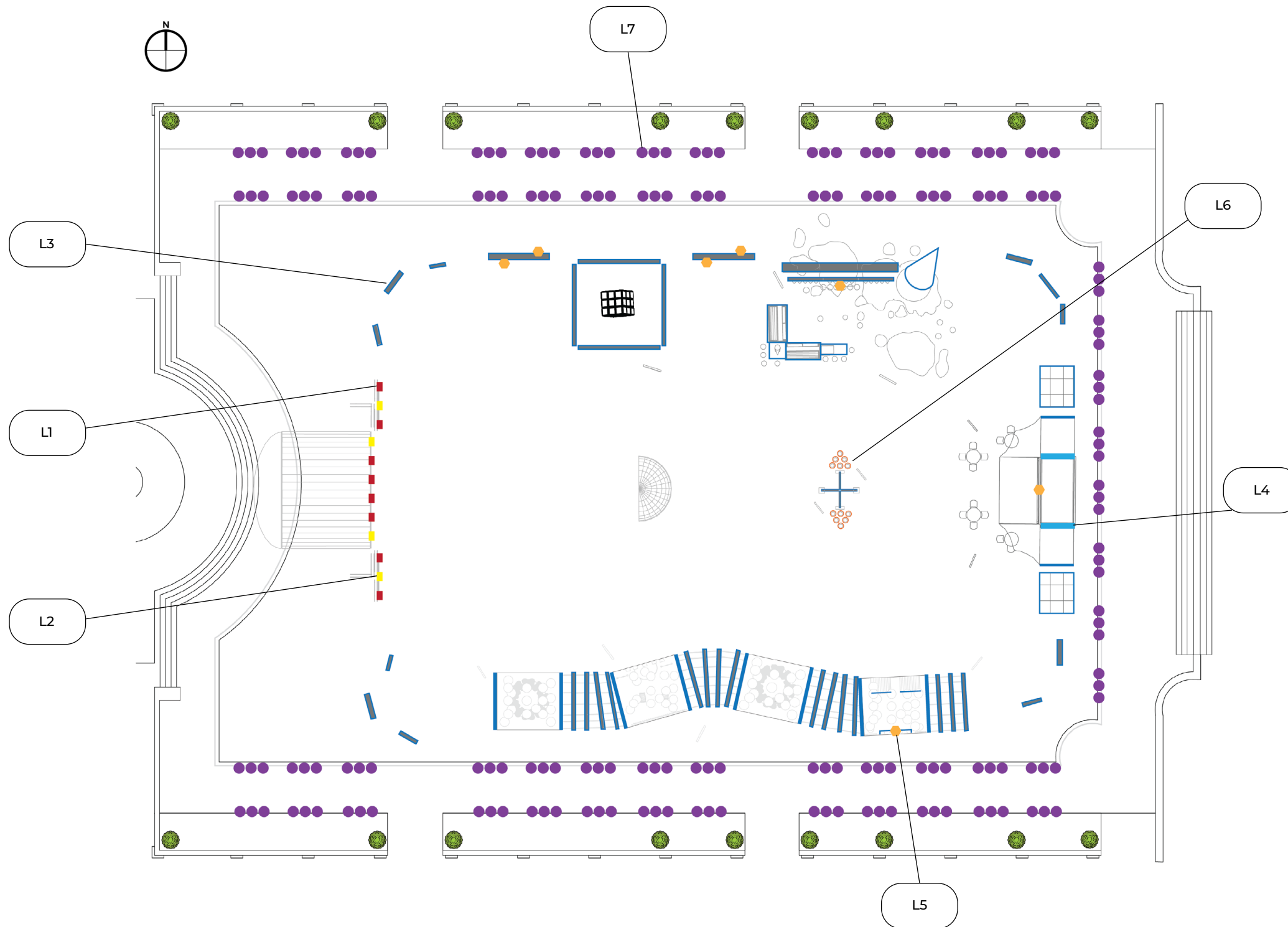


SCALE
1/16" = 1'-0"

DATE
DEC 8, 2023

DRAWING NAME
LIGHTING PLAN

EX.3.12



- L1
- L2
- L3
- L4
- L5
- L6
- L7

1 Lighting Plan
SCALE : 1/16" = 1'-0"



Graphic Systems

EX.400

Graphic Moodboard



KEY WORDS :
 Whimsical
 Festive
 Accessible
 Dynamic
 Perception
 Symphony

Graphic Look & Feel



WHERE MUSIC MEETS COLORS

PANTONE®
BRYANT PARK, NYC
1ST — 9TH
JUNE 2024

SYMPHONY
of COLORS
Apple Music

Visual Communication Brief

The overall visual language of 'Symphony of colors' is a vibrant and harmonious blend of gradients and a stark serif logotype, creating a dynamic and captivating aesthetic. This visual language aims to captivate the senses through this harmonious blend creating a visually stunning and emotionally resonant experience.

Color

The use of gradients breathes life into the visuals, seamlessly transitioning between shades and tones, evoking a sense of depth and movement. This dynamic interplay of colors invites the viewer into a world of endless possibilities and emotions, each shade resonating with its own unique energy. The gradients also tie together the brand aesthetics of the apple music playlist covers which set the tone for this experience.

Type

Complementing the gradients are the carefully chosen serif fonts as the logotype and headers. Their refined strokes and timeless elegance add a touch of sophistication, grounding the vibrant palette with a sense of classic beauty. The serifs serve as the visual anchor, providing a structured framework for the lively interplay of colors. Keeping this aesthetic in mind, different weights of Montserrat are used to keep the body type chic and minimal as it is easily approachable by the audience.

Shapes

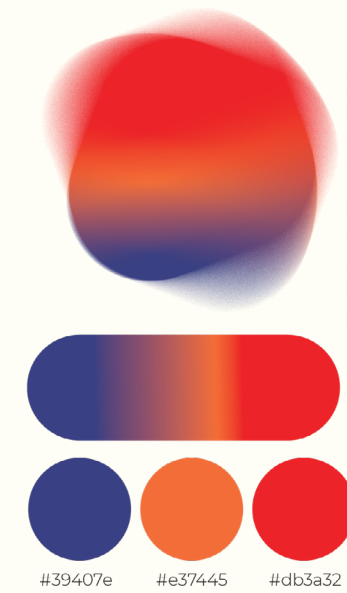
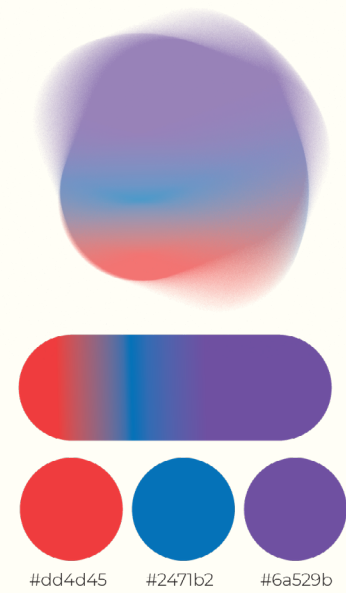
Taking inspiration from the Pantone shade cards, outlines of shapes are used throughout the graphics at various points to maintain the synchrony of the experience and keeping the focus on the brand.

Imagery

Most of the imagery used is kept black and white on purpose with an intention for it to look the same to most of the audiences. They are treated with a slight overlay of gradients to bring some life into them.

Color Palette

- Vibrant & contrasting accessible color palette paired with greyscale for displaying text.
- Motion blur treatment to the colors to create a movement.



Typography

Buljaria

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

MONTSERRAT MEDIUM

MONTSERRAT EXTRA LIGHT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

MONTSERRAT SEMI BOLD

MONTSERRAT EXTRA BOLD

Header

SUBHEADING

► *Buljaria - 32 pt*

► *montserrat extra thin - 20 pt*

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PANTONE®

Apple Music

Why color is important?

Buljaria - 40 pt

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montserrat extra thin - 18 pt

SYMPHONY
& COLORS

Visual Identity

SYMPHONY
of COLORS

SYMPHONY
of COLORS

SYMPHONY
of COLORS

SYMPHONY
of COLORS



THE 1975

LIVE AT BRYANT PARK, NYC
7:30 PM ONWARDS
7TH JUNE 2024

PANTONE®

SYMPHONY OF COLORS

Apple MUSIC



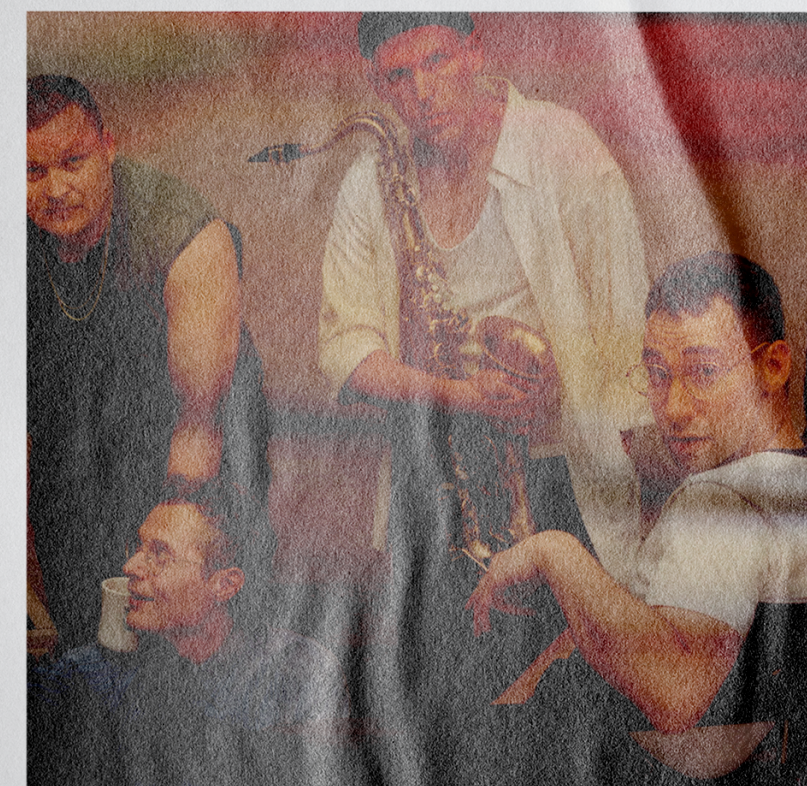
WHERE MUSIC MEETS COLORS

PANTONE®

BRYANT PARK, NYC
1ST — 9TH
JUNE 2024

SYMPHONY OF COLORS

Apple Music



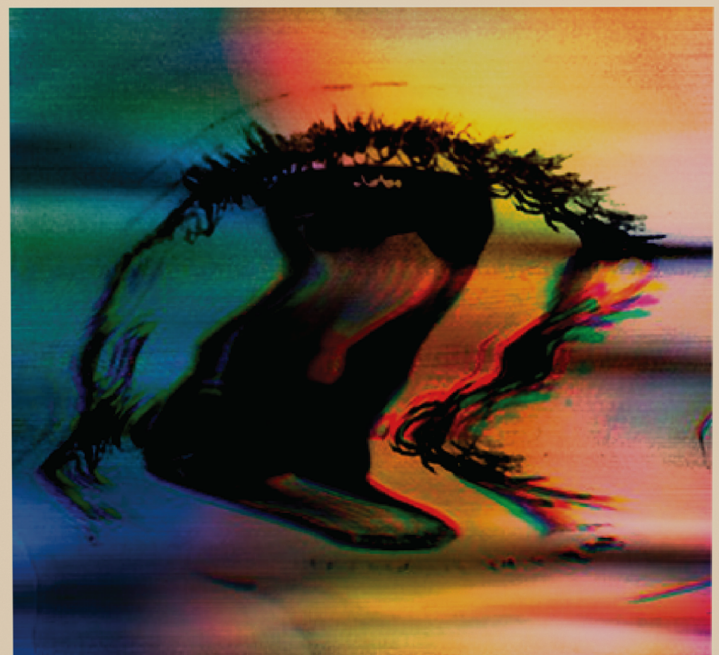
BLEACHERS

LIVE AT BRYANT PARK
7:30 PM ONWARDS
9TH JUNE 2024

PANTONE®

SYMPHONY OF COLORS

Apple MUSIC



WHERE MUSIC MEETS COLORS

PANTONE®

BRYANT PARK, NYC
1ST — 9TH
JUNE 2024

SYMPHONY
of COLORS



SYMPHONY of COLORS

BRYANT PARK, NYC
1ST — 9TH JUNE 2024

PANTONE[®]
Apple Music

PANTONE[®]
Apple Music



BRYANT PARK, NYC
1ST — 9TH JUNE 2024

SYMPHONY
of COLORS



PANTONE®
123 C

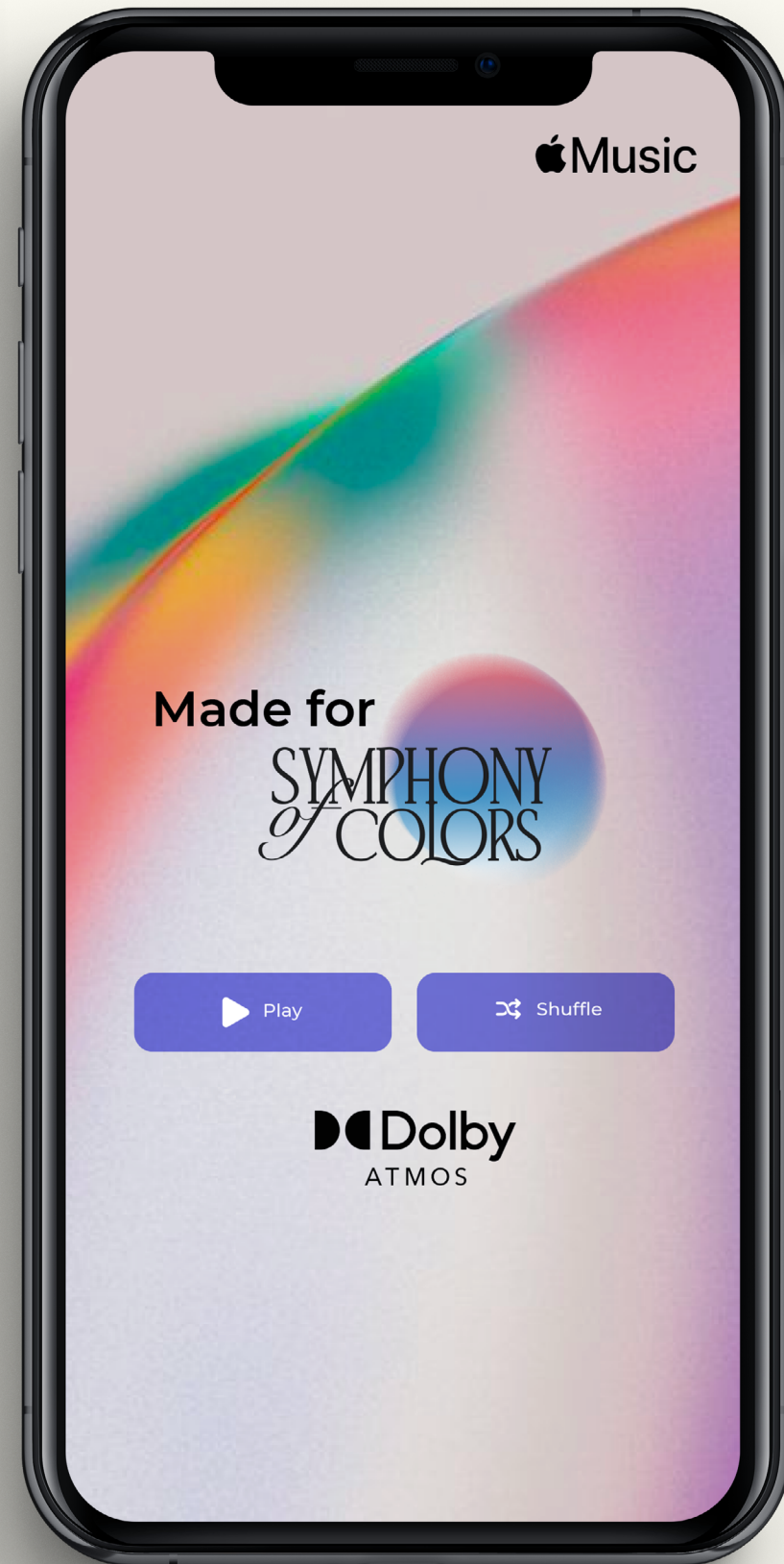
SYMPHONY
of COLORS



PANTONE®
485



App for color accessibility




Permanent playlist on Apple Music

Content Graphics

PANTONE® Apple Music

What's in a color?

In this remarkable experience, color takes a backseat, allowing flavors to command the spotlight. It's a testament to how our senses work in harmony, demonstrating that even in the absence of visual cues, taste becomes an eloquent storyteller. The white canvas becomes a canvas of mystery, urging you to uncover the hidden tales within each scoop.



SCAN THE QR CODE ONCE YOU START TASTING!

SYMPHONY
of COLORS

PANTONE® Apple Music

Now, how do you use this absence of color as an effective tool of communication with someone who can't perceive colors?

You simply allow yourself to attach your own unique emotions and feelings to each flavor, creating a personal tapestry of taste and interpreting it to them.

SYMPHONY
of COLORS

PANTONE® Apple Music

What's in a color?

Spectrum Unveiled: A tactile journey with the white rubik's cube of descriptive hues

Embark on a uniquely tactile adventure with our life-size white Rubik's Cube activity, where color descriptions, rather than traditional blocks, transform this iconic puzzle into a sensory experience.

Engage your senses as you explore and solve the cube through touch and verbal descriptions, inviting you to perceive the vibrant world of colors in an entirely new and immersive way.

SYMPHONY
of COLORS

PANTONE® Apple Music

Some memories are meant to be shared

Lets engage our senses in a playful exploration, unlocking a vibrant tapestry of cross-sensory experiences while gaining valuable insights into the fascinating realm of **synesthesia**.

This unique and gamified experience not only entertains but also educates, offering participants the opportunity to explore the fascinating world of synesthesia—where senses intertwine in a vibrant dance of colors, sounds, and sensations.

SYMPHONY
of COLORS

PANTONE® Apple Music

Listen through colors

Apple Music welcomes the New Yorkers to experience the symphony of colors.

Engage in curating a global community playlist with PANTONE by associating your favourite color to the song that makes you feel like you are living it through the color!

Happy Curating!

SYMPHONY
of COLORS

PANTONE® Apple Music

Don't just exist. LIVE

Welcome to this immersive experience where you step into vibrant monochromatic zones of red, blue, yellow, and orange.

Each zone is a sensory celebration, inviting you to explore and experience the emotional depth of these colors in a unique and captivating journey through the spectrum of your senses.

SYMPHONY
of COLORS

SYMPHONY of COLORS

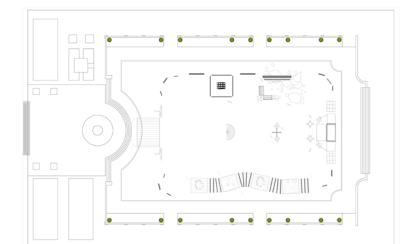
DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN



SCALE
1/2" = 1'-0"

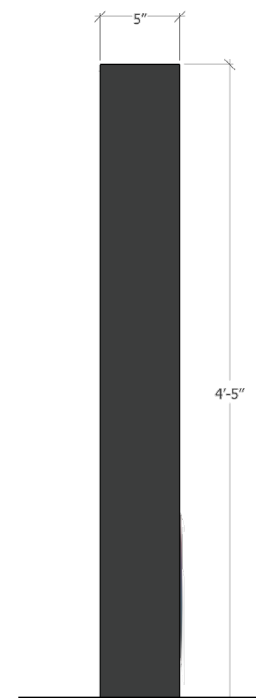
DATE
DEC 8, 2023

DRAWING NAME
CONTENT GRAPHICS DETAILS

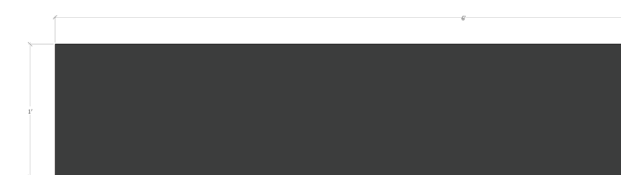
EX.4.13



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



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



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

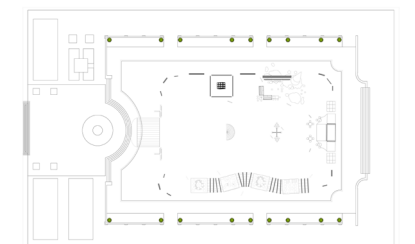
DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN



SCALE
1/64" = 1'-0"

DATE
DEC 8, 2023

DRAWING NAME
DIMENSIONAL LETTERS

EX.4.14



1 DIMENSIONAL LETTERS - FRONT
SCALE: 1/64" = 1'-0"



2 DIMENSIONAL LETTERS - SIDE
SCALE: 1/64" = 1'-0"

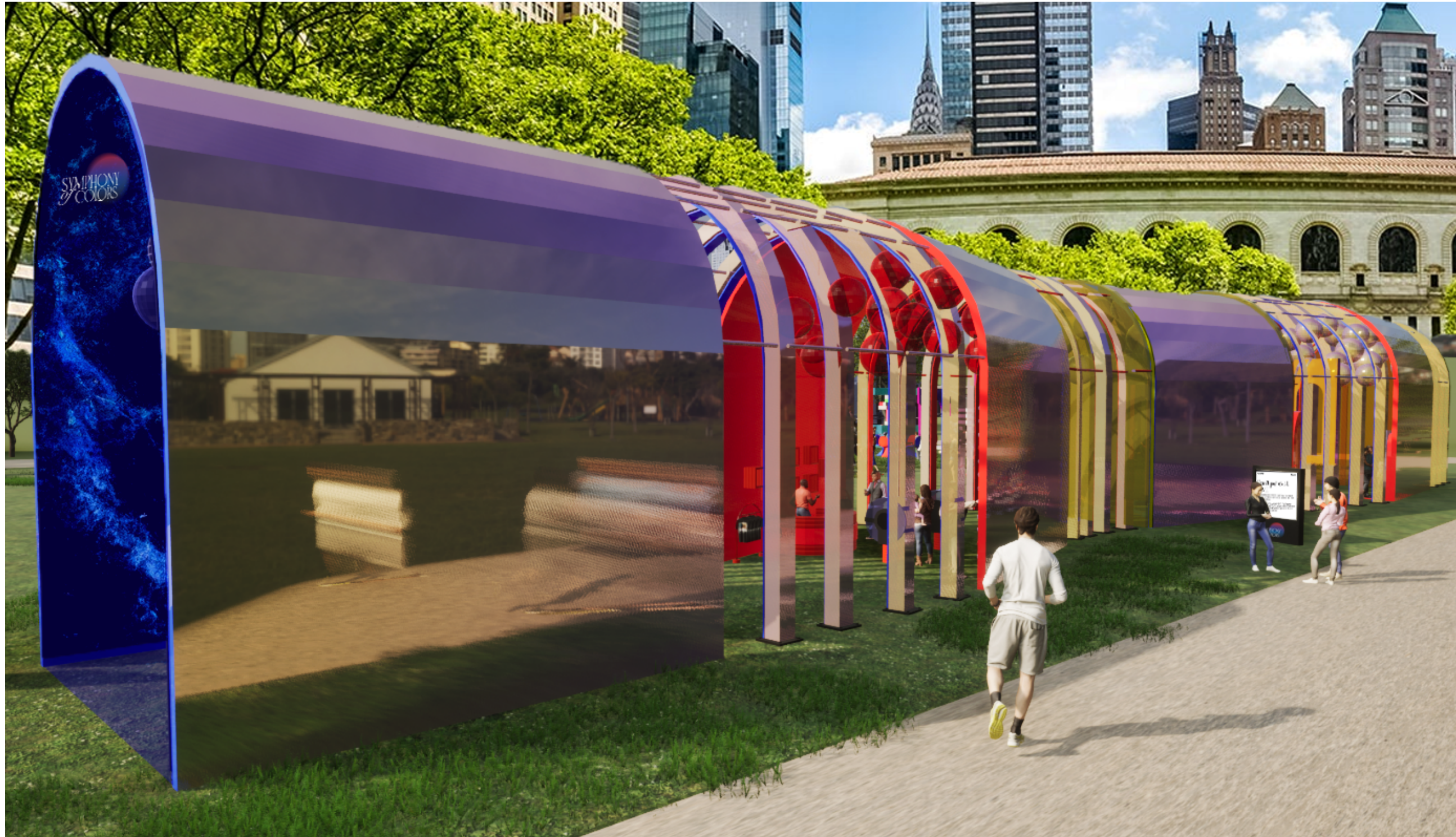


EXAMPLE



Exhibition Detailing

EX.500



EXHIBITION FOCUS :
DON'T JUST EXIST, LIVE!

SYMPHONY of COLORS

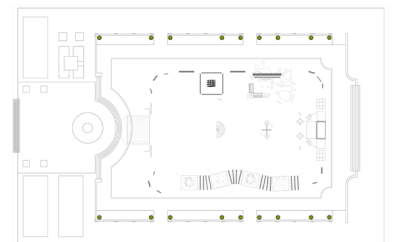
DESIGNER
SONALI AGLE

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BRYANT PARK, NYC

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KEY PLAN



SCALE
1/16"=1'-10"

DATE
DEC 8, 2023

DRAWING NAME
ELEVATIONS AND DETAILS

EX.5.01

FIT School of
Graduate Studies
Exhibition and
Experience Design

SYMPHONY of COLORS

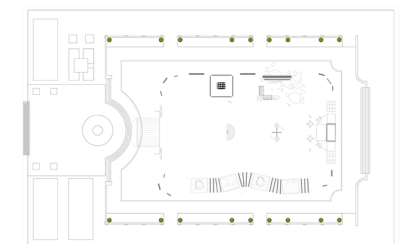
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BRYANT PARK, NYC

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KEY PLAN

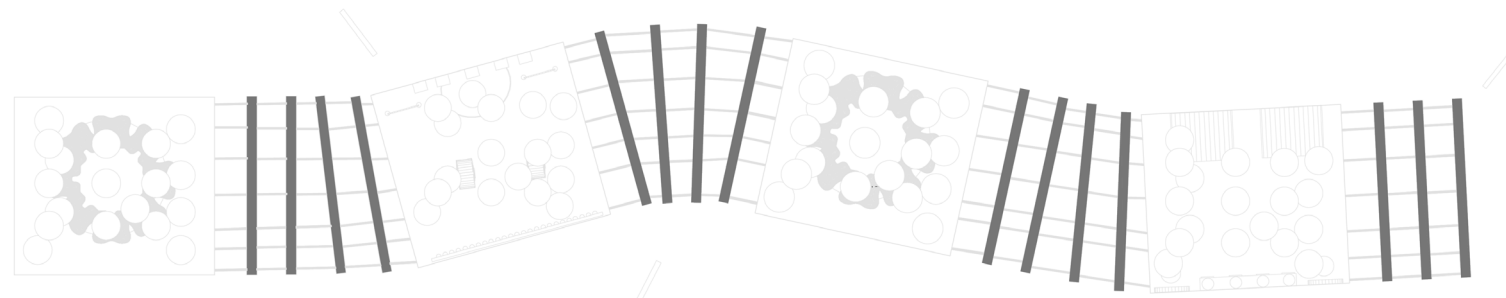


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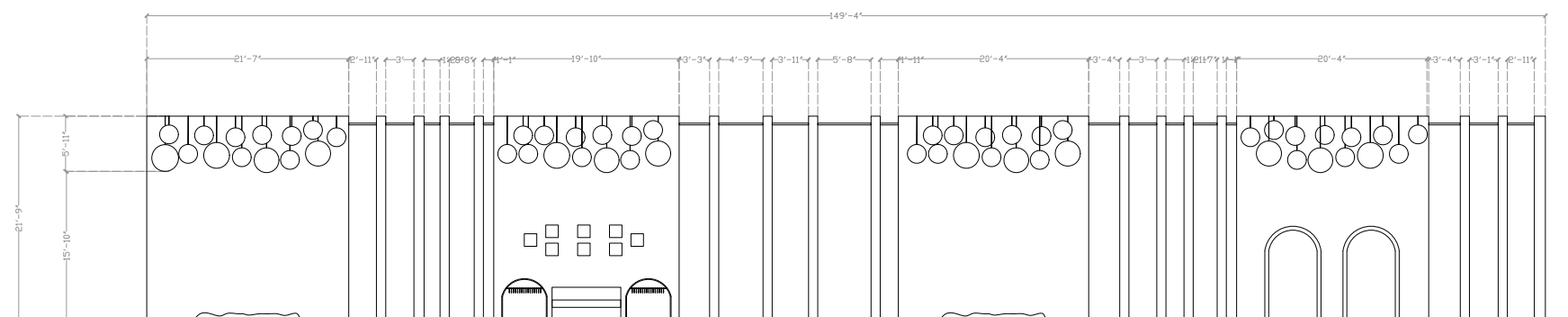
DATE
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DRAWING NAME
ELEVATIONS AND DETAILS

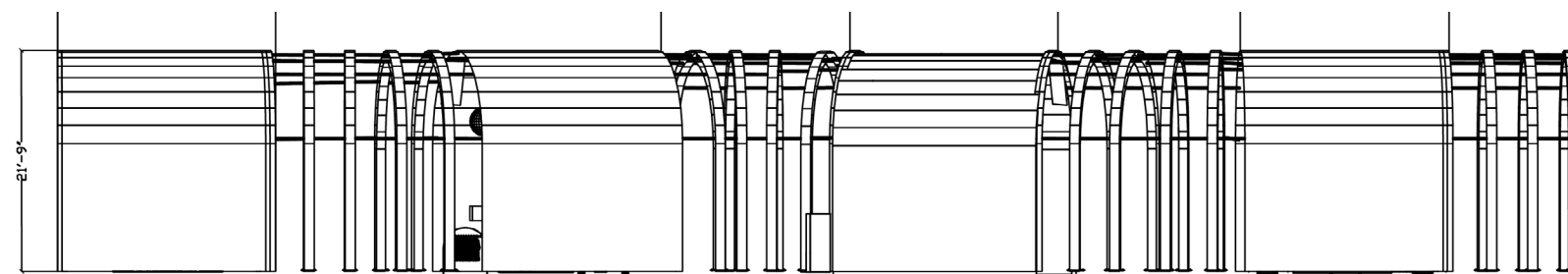
EX.5.02



1 TOP VIEW
SCALE : 1/16" = 1'-0"



2 TOP VIEW
SCALE : 1/16" = 1'-0"



3 SIDE VIEW
SCALE : 1/16" = 1'-0"



EXHIBITION FOCUS:
WHAT'S IN A COLOR?

SYMPHONY of COLORS

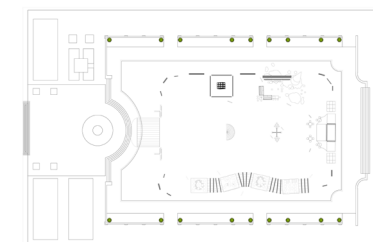
DESIGNER
SONALI AGLE

CLIENT
PANTONE® **Apple Music**

VENUE
BRYANT PARK, NYC

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KEY PLAN



SCALE
1/16"=1'-10"

DATE
DEC 8, 2023

DRAWING NAME
ELEVATIONS AND DETAILS

EX.5.03

FIT School of
Graduate Studies
Exhibition and
Experience Design

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

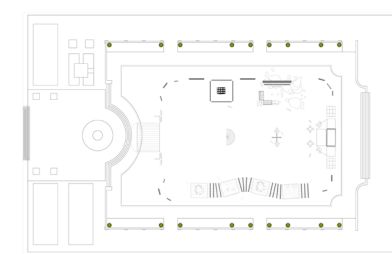
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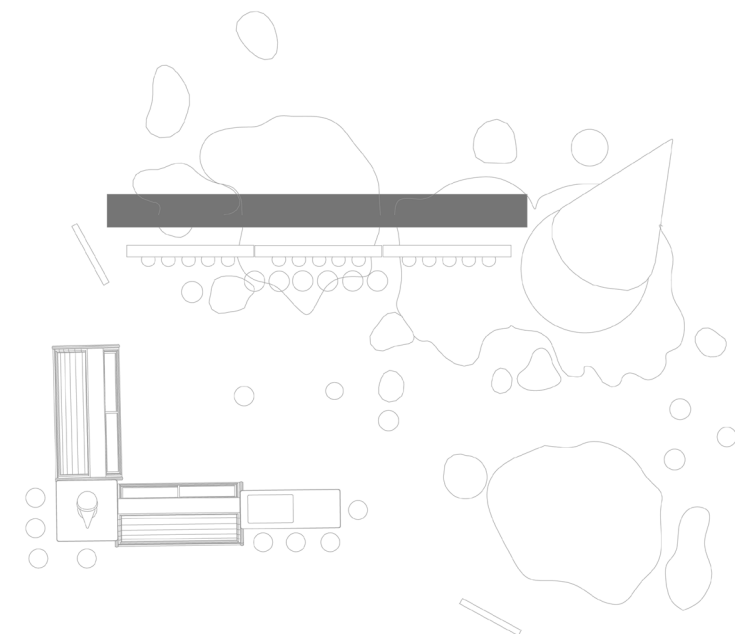
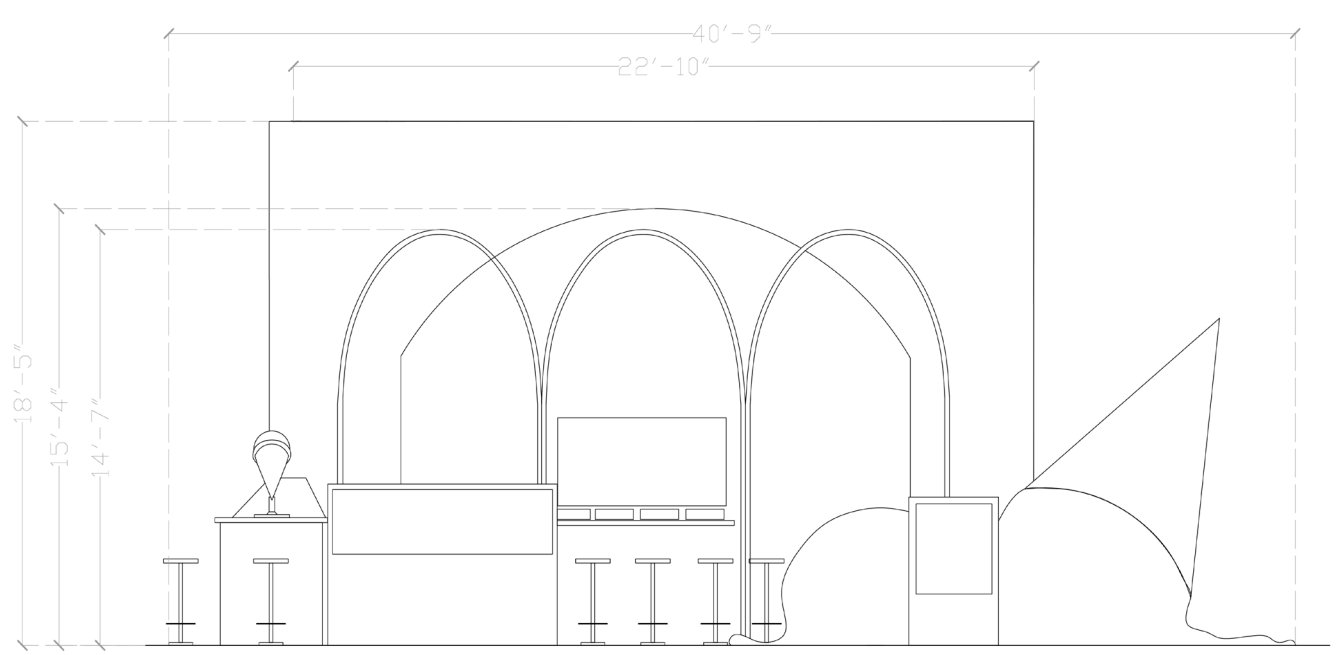
KEY PLAN



SCALE
1/16" = 1'-10"

DATE
DEC 8, 2023

DRAWING NAME
ELEVATIONS AND DETAILS
EX.5.04



1 TOP VIEW
SCALE: 1/16" = 1'-0"

2 TOP VIEW
SCALE: 1/16" = 1'-0"

SYMPHONY of COLORS

DESIGNER
SONALI AGLE

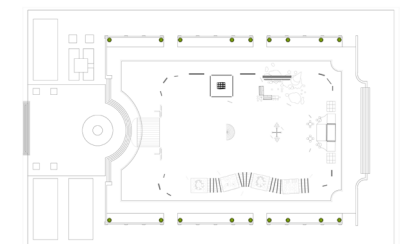
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KEY PLAN



SCALE
1/16"=1'-10"

DATE
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DRAWING NAME
ELEVATIONS AND DETAILS

EX.5.05

FIT School of
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EXHIBITION FOCUS:
LIVING THROUGH PANTONE

SYMPHONY of COLORS

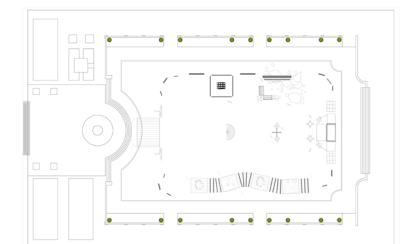
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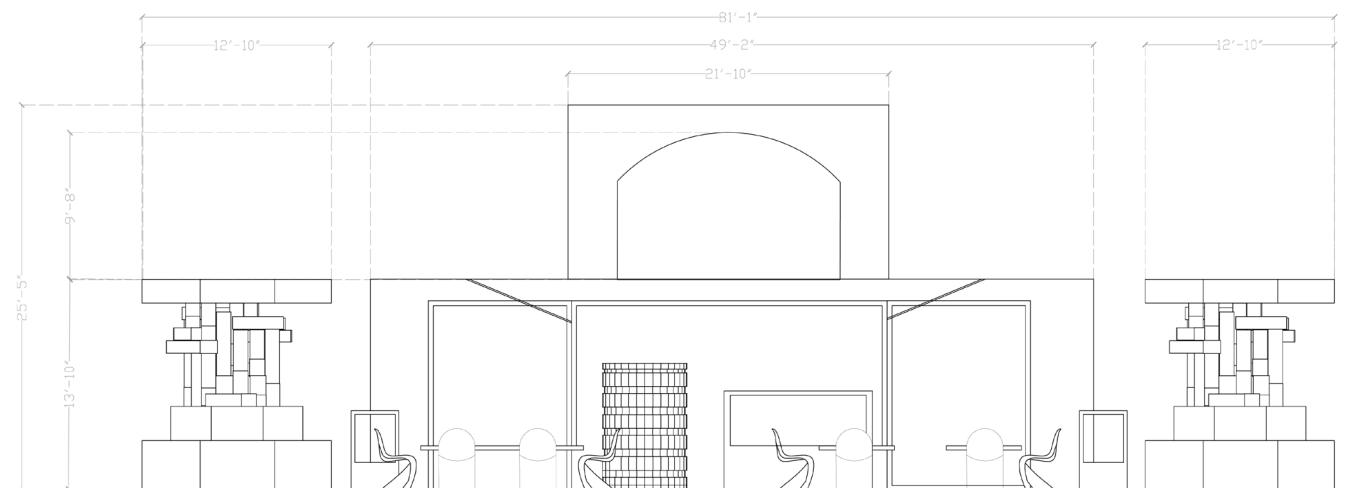


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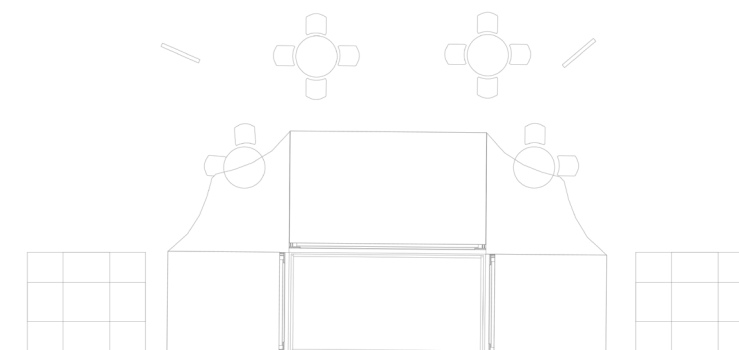
DATE
DEC 8, 2023

DRAWING NAME
ELEVATIONS AND DETAILS

EX.5.06



1 TOP VIEW
SCALE : 1/16" = 1'-0"



2 TOP VIEW
SCALE : 1/16" = 1'-0"

This Design Development Package was created

By Sonali Agle

In partial fulfillment of the requirements for the degree of
MASTER OF ARTS IN EXHIBITION AND EXPERIENCE DESIGN

December 2023

Sara De Angelis, Advisor

Peter Hyde, Professor
Brenda Cowan, Professor
Ted Nordlander, Professor
Christina Lyons, Chairperson

Dr. Brooke Carlson, Interim Dean, School of Graduate Studies



SYMPHONY *of* COLORS

DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS

MA EXHIBITION AND EXPERIENCE DESIGN
FASHION INSTITUTE OF TECHNOLOGY

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