

flow.

ready, set, lights out _____ .

DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS: EXHIBITION & EXPERIENCE DESIGN _____ .

NAZ ERTUGRUL _____ .



FX 10u GFNERAL _____.

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- EX604 DETAIL DRAWING: MTS CURVED CURTAIN TRACK DETAILS
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- EX607 DETAIL DRAWING: ENTRY AREA DOME DETAILS

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

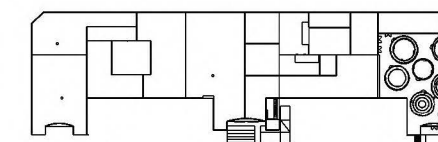
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KEY PLAN



NOTES

DRAWING LIST

DRAWN BY NAZ ERTUGRUL

EX102

SCALE N/A



DRAWING SYMBOLS

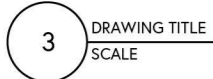

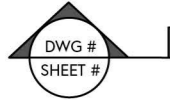
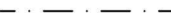




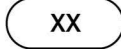
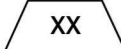

	DRAWING TITLE
	DETAIL REFERENCE KEY
	SECTION CUT
	CENTERLINE
	BREAKLINE

EXHIBIT CODES

	THEME AREA
	AREA ZONE WITHIN THE THEME AREA
	MATERIAL CODE
	AV CODE
	GRAPHIC CODE
	LIGHTING CODE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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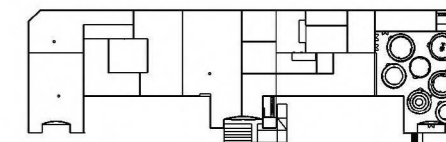
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KEY PLAN



NOTES

DRAWING SYMBOLS

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EX103

SCALE N/A



FX 200 OVERVIEW

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VENUE

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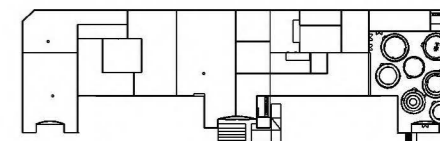
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NOTES

THESIS STATEMENT

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EX201

SCALE N/A



THESIS STATEMENT

this is your own phenomenon*_____.

Today's audiences are often chronicle-obsessed and co-dependent on smartphones to record moments for social appearance and photo likes, which results in a lack of presence in the moment and disengagement with the intentions of the setting.

Repurposing the use of smartphones in interpretive experiences to break the barrier between the camera lens and the individual can enable audiences to chronicle experiences for the purpose of fostering a deeper awareness of and connection to themselves, and their surroundings.

The use of customized smartphone applications as tools that can enhance the activation of the designed environment will facilitate audiences to identify and chronicle their meaningful moments, code-switch throughout their experience, and create their own journey.

PROJECT

Reach to inspire uninitiated young women to become interested in motorsport racing to pursue as a career or a hobby.

Raise awareness on the under-chronicled female racing figures and pinpoint to multigenerational voices of women in the field of racing.

Support the mission and vision of the chosen venues by advocating for F1's diversity campaign of "We Race as One" and highlight the work of the W series.

Highlight the themes of gender diversity, motorsport's history, psychology, accessibility, inclusivity and innovation.

Create a sophisticated, scholarly and entertaining content which fits with the rest of content presented in the selected main and satellite venues.

Encourage the audience to form empathetical and social connections for themselves and their surroundings.

flow.

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VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artsience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

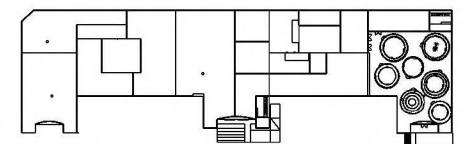
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KEY PLAN



NOTES

GOALS

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EX202.01

SCALE

N/A



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VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

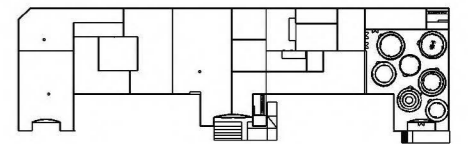
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KEY PLAN



NOTES

EDUCATIONAL

About the athletes' flow experience as a feature of motorsport racing and drawing connections to any other subject field that consists high-focus activities which would initiate similar yet unique experiences.

About the multifaceted scholarship of the elements that construct a racing experience. From the design of the tracks to the engineering of the cars.

About the physical and psychological impacts of the flow experience on a human body.

The differences between written, visual, and auditory chronicling and their impact on designed experiences.

About the profound dynamic between mental presence, social engagement and their impact on forming mnemonic experiences which lead to long lasting memories.

About the physical, emotional, and sensorial triggers that foster social connection amongst themselves and their surroundings.

Find associations amongst the described content, curated experiences, and their contemporary life-style hobbies and activities.

GOALS

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EX202.02

SCALE

N/A



EXPERIENCE

The different dimensions of flow experience.

Channeling familiar and unfamiliar emotions.

Different spatial and emotional journeys
in tangent to venue specific content composition.

Multi-sensorial activities for elevated experiences.

Creative thinking, curiosity and elements of surprise
and awe.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive
Museum, UK
SATELLITE #3: Yas Marina Circuit Racing
School, UAE

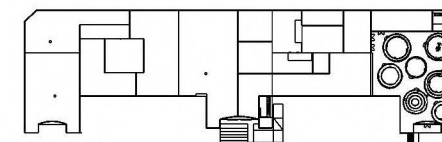
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NOTES

GOALS

DRAWN BY NAZ ERTUGRUL

EX202.03

SCALE N/A



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

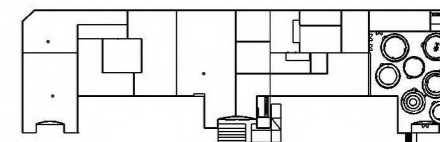
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NOTES

PROJECT PARAMETERS

DRAWN BY NAZ ERTUGRUL

EX203.01

SCALE N/A



SUBJECT

The flow experience, "Csikszentmihalyi" of F1 automobile racing through the multigenerational voices of women. The designed experience can become a platform to broadcast gender diversity in motorsport racing and inspire young females to become interested in pursuing racing as a career or a hobby.

CLIENT'S

FIA, Federation Internationale de l'Automobile (F1's & W Series' Head Organization)
Apple (Smartphone Technology Company)
Adobe (Design Software Company)

VENUES

Superblue Miami, USA
ArtScience Museum, Singapore
Silverstone Interactive Museum, UK
Yas Marina Circuit Racing School, UAE

AUDIENCES

Young Rising Female Athletes
Uninitiated Young Females
Female E-sport Gamers & Streamers
Motorsport Racing Fans (F1, Indycar, etc.)
Sport Enthusiasts

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

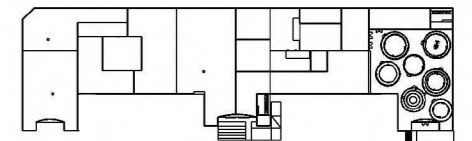
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KEY PLAN



NOTES

PROJECT PARAMETERS

DRAWN BY NAZ ERTUGRUL

EX203.02

SCALE

N/A



"We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating. We believe in the simple not the complex. We believe in deep collaboration and cross-pollination of our groups which allow us to innovate in a way that others cannot."



"We encourage diversity across the board and are building better and more accessible pathways into Motor Sport and Mobility alike. We foster gender equality, inclusivity in motoring and tourism, and access to motor racing."



"We want to build the world's most popular and inclusive female sporting series that inspires and empowers females to be part of motorsport on equal terms with men. In the process, we hope to create a platform to accelerate gender equality the world over."



"Changing the world through digital experiences. Great experiences have the power to inspire, transform, and move the world forward. Every great experience starts with creativity."

BIG IDEA STATEMENT

lose yourself in your imagination_____.

An immersive co-authored story which unfolds the flow experience of F1 motorsport racing through the voices of multigenerational women. The story of flow sets a stage in conveying the enhanced future of female racing and constructs opportunities for young females to pursue the subject and get involved.

The exhibition will act as a designed stage that is tasked to alter according to various activities/experiences listed under the subject of motorsport racing. The intention of the setting is to become synonymous for providing the optimal climate where flow experience will thrive.

Through multiple activities, the audience will become a part of the script taking place in the stages by acting and learning through industry professionals' experiences. The activities will develop around the flow experience's impacts on the mind, body and soul while witnessing some on the spot. Therefore, the exhibition will also recognize the flow experience as a connecting medium for increasing meaningful social connections within individuals and their surroundings.

WHAT IS FLOW ?

levitate in flow state_____.

A holistic sensation that people feel when they act with total involvement.

A mental state characterized by total immersion, focus and involvement in a task.

A state of complete absorption or engagement in an activity and refers to the optimal experience.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artsience Museum, Singapore
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SATELLITE #3: Yas Marina Circuit Racing School, UAE

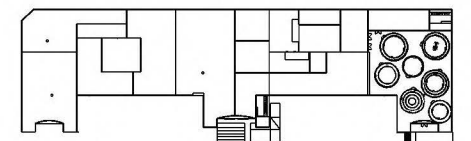
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KEY PLAN



NOTES

BIG IDEA STATEMENT

DRAWN BY NAZ ERTUGRUL

EX204

SCALE

N/A



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VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

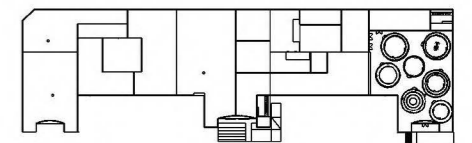
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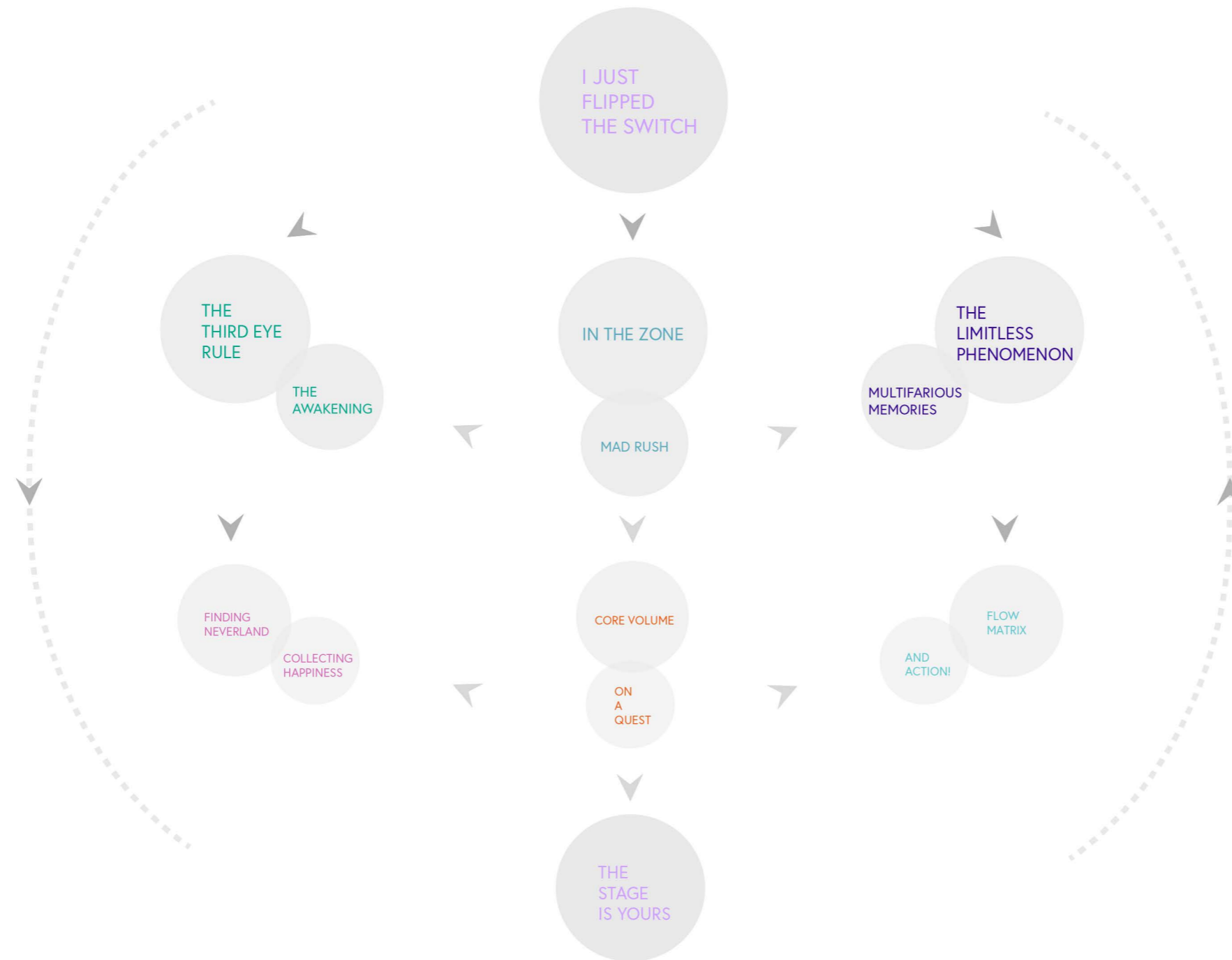
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KEY PLAN



NOTES



CONCEPT BUBBLE DIAGRAM

DRAWN BY NAZ ERTUGRUL

EX205

SCALE

N/A



CLIENT



VENUE

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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

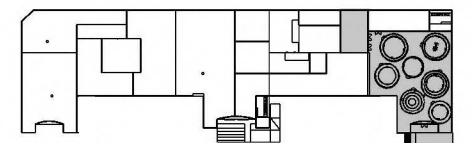
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KEY PLAN



NOTES

CONCEPT FLOORPLAN

DRAWN BY NAZ ERTUGRUL

EX206

SCALE 1/16"=1'-0"



STAFF RULES

2 staff members per each activity zone.

Guiding from one activity zone to another if needed, or if any audience member needs to exit before completing the journey.

Introductions and warnings for each activity for containing heavy light and sound effects.

Provide qr codes for certain activities for the audience to complete the experience.

CLIENT



VENUE

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SATELLITE #3: Yas Marina Circuit Racing School, UAE

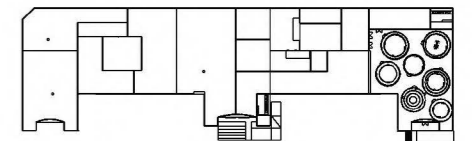
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KEY PLAN



NOTES

STAFF ROLES

DRAWN BY NAZ ERTUGRUL

EX207

SCALE

N/A



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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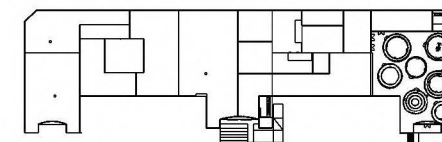
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KEY PLAN



NOTES

PROJECT TIMELINE

DRAWN BY NAZ ERTUGRUL

EX208

SCALE N/A



SUPERBLUE MIAMI, USA
MAY 8TH, 2022 MIAMI GP



SPRING
2022

SILVERSTONE INTERACTIVE MUSEUM, UK
JULY 3RD, 2022 SILVERSTONE GP



SUMMER
2022

ARTSCIENCE MUSEUM, SINGAPORE
OCTOBER 2ND, 2022 SINGAPORE GP



FALL
2022

YAS MARINA CIRCUIT RACING SCHOOL, UAE
DECEMBER 10TH, 2022 ABU DHABI GP

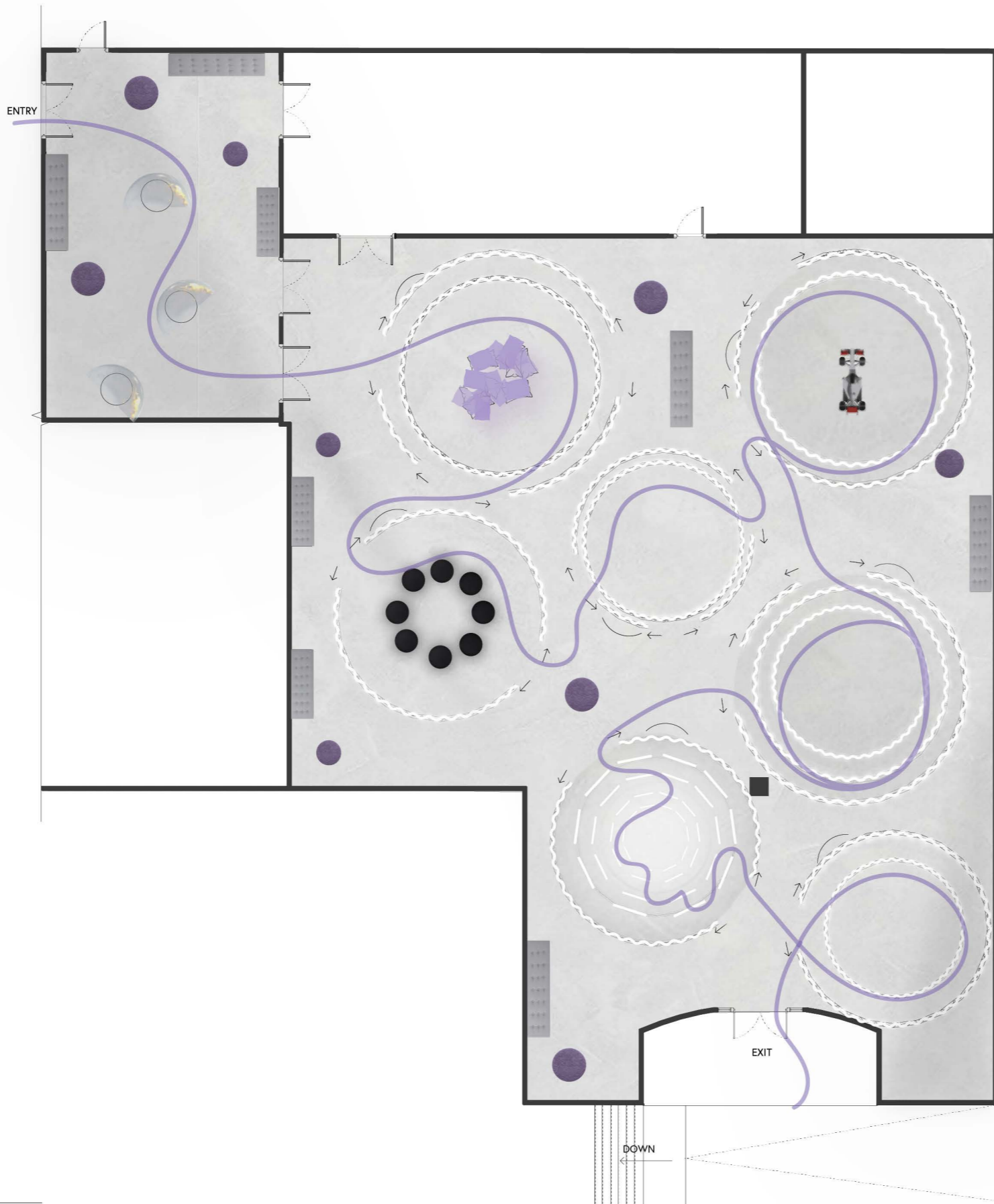


WINTER
2022

SUPERBLUE MIAMI, USA
TBA, 2023 MIAMI GP



SPRING
2023



1 CIRCULATION DIAGRAM
SCALE: 1/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

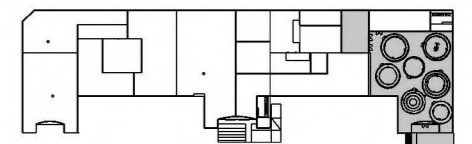
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KEY PLAN



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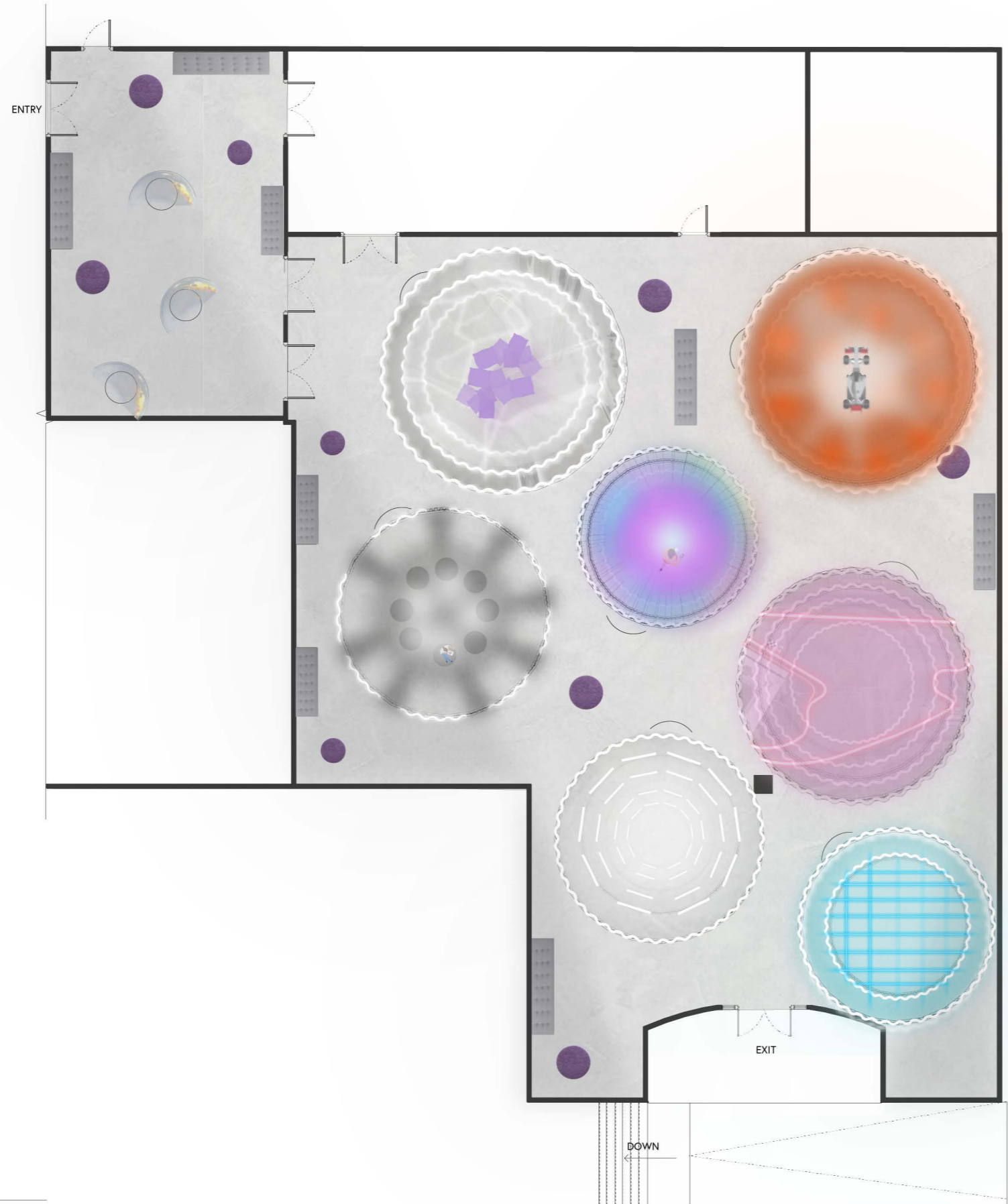
CIRCULATION DIAGRAM

DRAWN BY NAZ ERTUGRUL

EX209

SCALE 1/16"=1'-0"





CLIENT



VENUE

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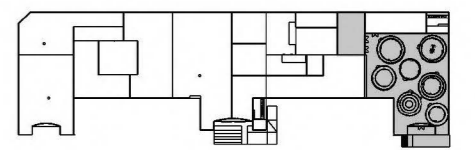
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KEY PLAN



NOTES

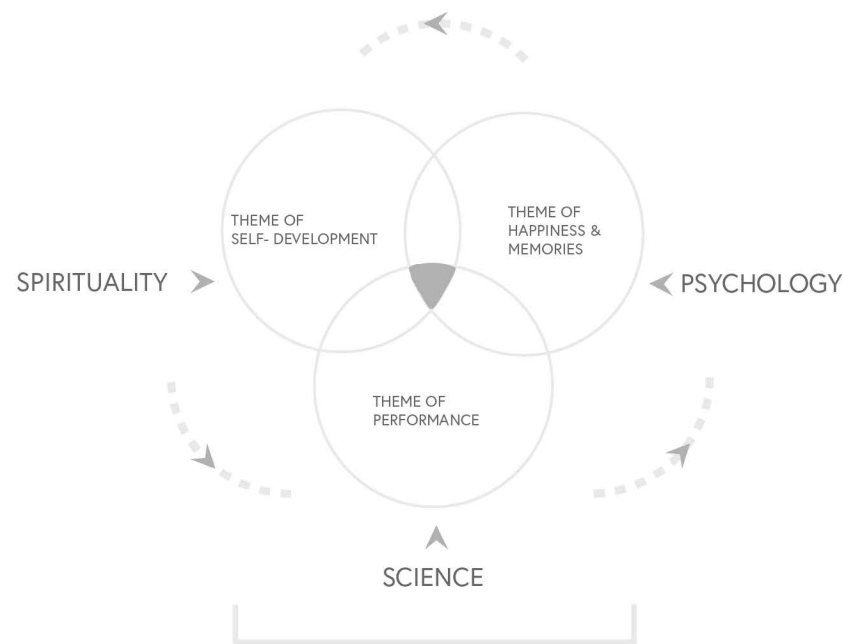
RENDERED KEY PLAN

DRAWN BY NAZ ERTUGRUL

EX210

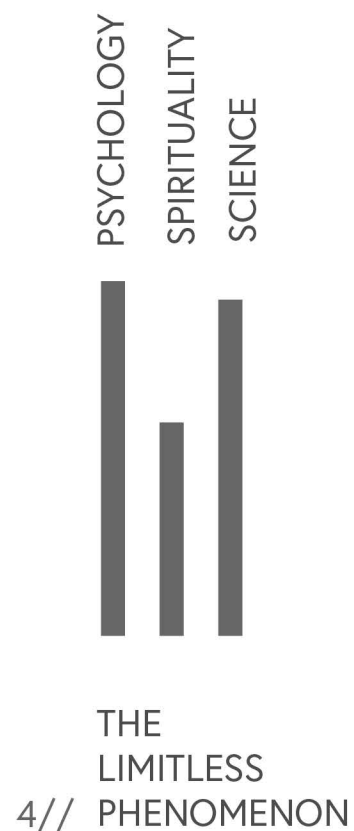
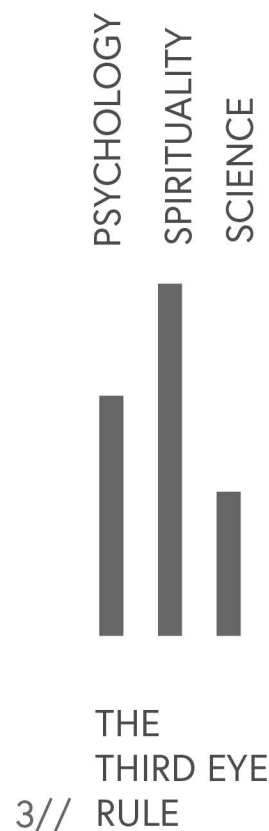
SCALE 1/16"=1'-0"





FLOW EXPERIENCE PERSPECTIVES

The complete flow state is experienced through different perspectives and when experienced through all three, a person reaches the peak point.



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

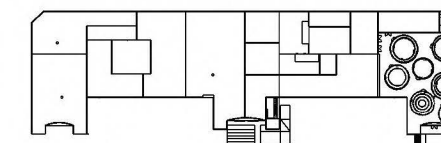
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KEY PLAN



NOTES

EXPERIENCE MAP

DRAWN BY NAZ ERTUGRUL

EX211

SCALE N/A



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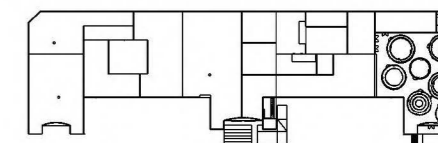
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KEY PLAN



NOTES

EMOTIONAL JOURNEY DIAGRAM

DRAWN BY NAZ ERTUGRUL

EX212.01

SCALE N/A



1ST DIMENSION

➤ CHALLENGE-SKILL BALANCE
BEYOND AVERAGE EXPERIENCE
PERCEPTION OF CHALLENGE
MENTAL ENERGY INTO TASK

7TH DIMENSION

➤ LOSS OF SELF-CONCIOUSNESS
LACK OF OTHER THOUGHTS

2ND DIMENSION

➤ BEING AT ONE WITH A TASK
SENSE OF PEACE
MIND BODY HARMONY
FEELING OF AUTOMACY

8TH DIMENSION

➤ DISTORTED SENSE OF TIME

3RD DIMENSION

➤ CLEAR GOALS
FULL CONNECTION TO TASK
RESPONSIVE TO CUES
AWARENESS ON PERFORMANCE

9TH DIMENSION

➤ PEAK FLOW STATE
SUM OF ALL 8 DIMENSIONS
ANTICIPATION OF REWARD
AUTOTELIC PERSONA
ENJOYABLE EXPERIENCE

4TH DIMENSION

➤ EASY RECEIVAL OF INFO
EASY INTERPRETATION OF INFO
EFFORTLESS PROCESSING
NAVIGATING PERFORMANCE

5TH DIMENSION

➤ TOTAL FOCUS
TOTAL ENGAGEMENT
ALL TYPE OF CONNECTEDNESS
PRESENCE IN THE MOMENT

6TH DIMENSION

➤ SENSE OF CONTROL
RISING CONFIDENCE
STATE OF EMPOWERMENT
CONTINUED PREDETERMINED CUES

9 DIMENSIONS FLOW

9TH DIMENSION

8TH DIMENSION

7TH DIMENSION

6TH DIMENSION

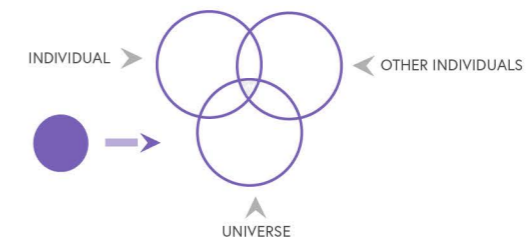
5TH DIMENSION

4TH DIMENSION

3RD DIMENSION

2ND DIMENSION

1ST DIMENSION



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

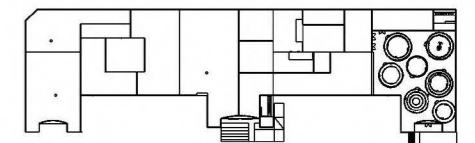
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KEY PLAN



NOTES

EMOTIONAL JOURNEY DIAGRAM

DRAWN BY NAZ ERTUGRUL

EX212.02

SCALE N/A N

I JUST
 FLIPPED
 THE SWITCH

IN
 THE
 ZONE

THE
 THIRD EYE
 RULE

THE
 LIMITLESS
 PHENOMENON

CORE
 VOLUME

FINDING
 NEVERLAND

FLOW
 MATRIX

1/1

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

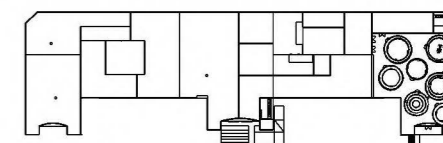
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KEY PLAN



NOTES

INTERPRETIVE APPROACH

DRAWN BY NAZ ERTUGRUL

EX213

SCALE N/A



INTERPRETIVE APPROACH

take the driver's seat_____.

The interpretive approach for the exhibition will be achieved through utilizing a combination of the guided approach and the participatory approach.

In some activities industry professionals will be introducing the audience to subject specific content through fast paced-intensive experiences as a part of the script that they will be performing, and in the other half enable the audience to take the driver's seat. The audience will be learning and engaging via participating, and following the script. Therefore, the collaboration initiated on the set will lead to the enrichment of displayed content and will enable it to be delivered through different methods as the performances and the environments will be constantly changing.



_flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

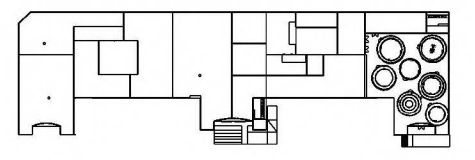
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KEY PLAN



NOTES

RENDERING: ENTRY AREA

DRAWN BY NAZ ERTUGRUL

EX214

SCALE N/A 

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

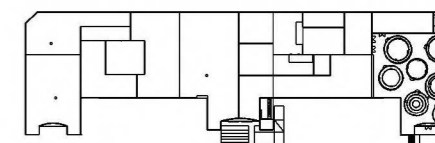
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KEY PLAN



NOTES

DESIGN STATEMENT

DRAWN BY NAZ ERTUGRUL

EX215

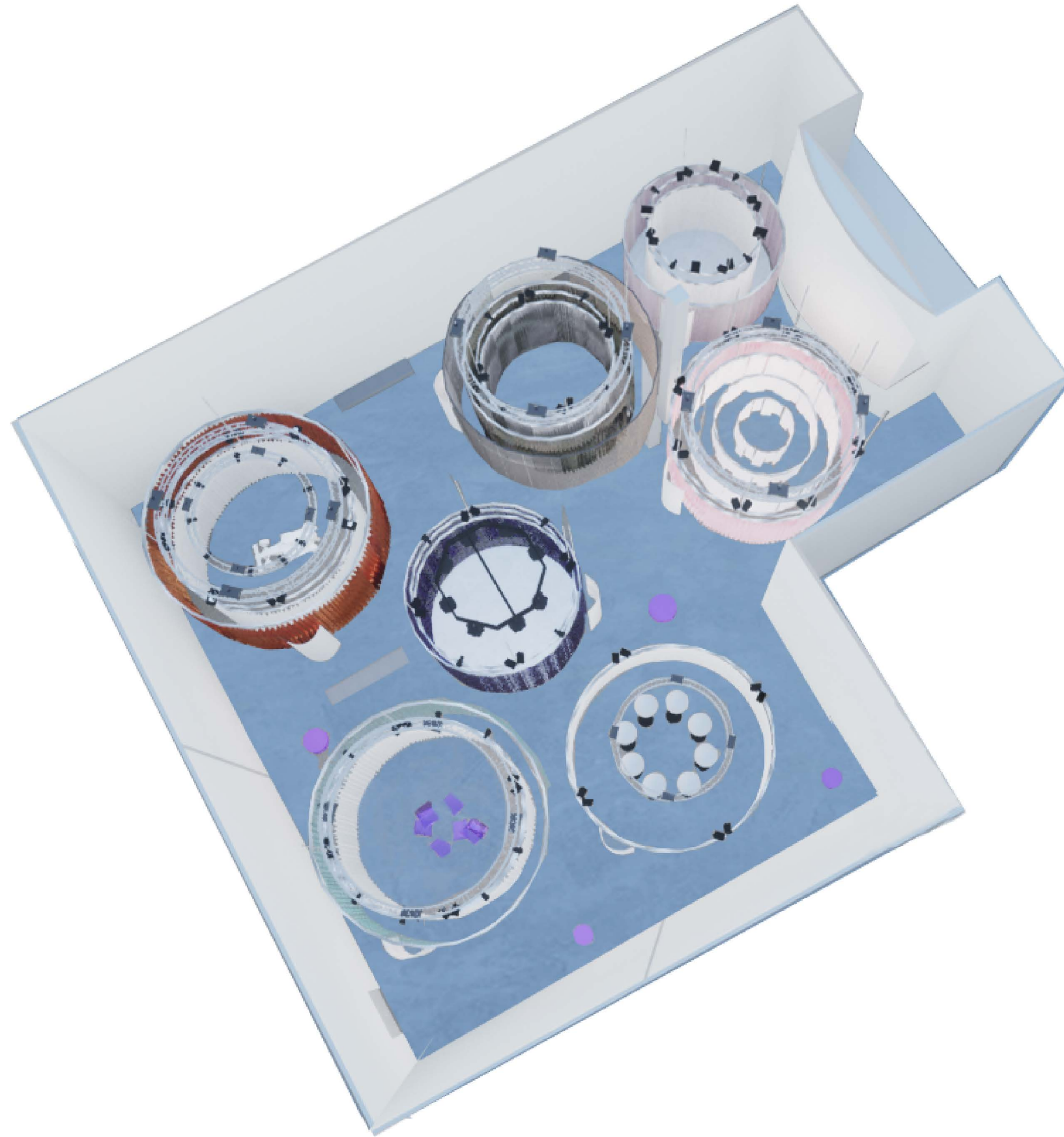
SCALE N/A



DESIGN STATEMENT

travel in the depths of 9 dimensions_____.

An upbeat journey similar to a race setting where everything is ready to be on the move and with the activities and experiences taking place in it you turn it into a stage. Inspired by the collapsible traveling tent structures for race preparation, the space will be made out of small carousels surrounded with curtains that will create a tent like feel. Similar to the mechanical gear moving in different directions and making the machine work, these individual curtained hubs will move in left to right direction creating paths like a race circuit and remaking the experiential space for visitor flow from one activity to the other in time. The enclosed hubs will be made out of different materials and with multiple layers to convey the idea of depth and dimension when experiencing different stages of flow.



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VENUE

MAIN VENUE: Superblue Miami, USA
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SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

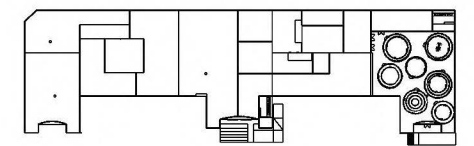
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KEY PLAN



NOTES

RENDERING: EXHIBIT AXO CLOSED SYSTEM

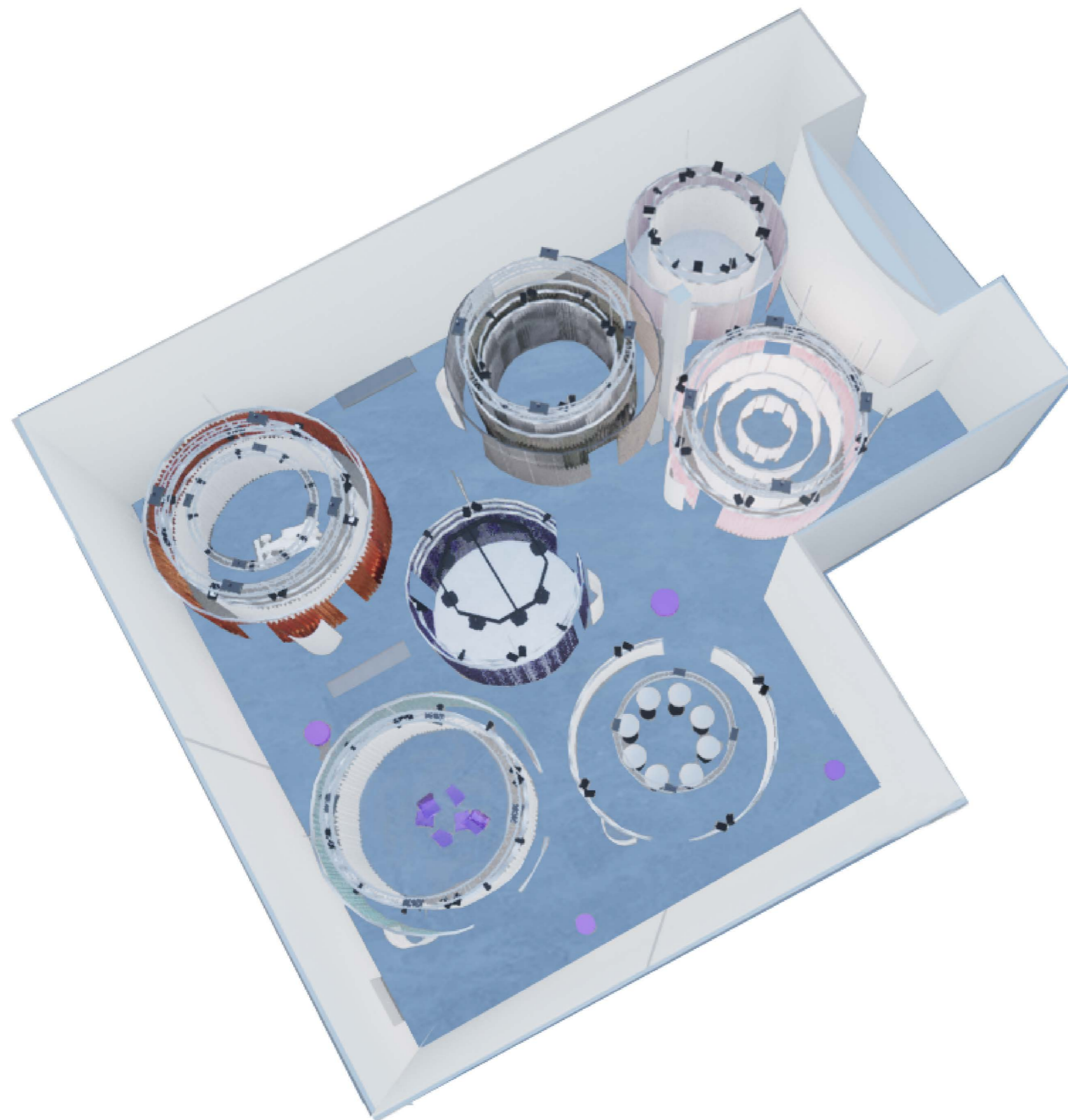
DRAWN BY NAZ ERTUGRUL

EX216

SCALE

N/A





CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

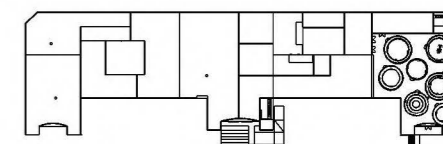
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KEY PLAN



NOTES

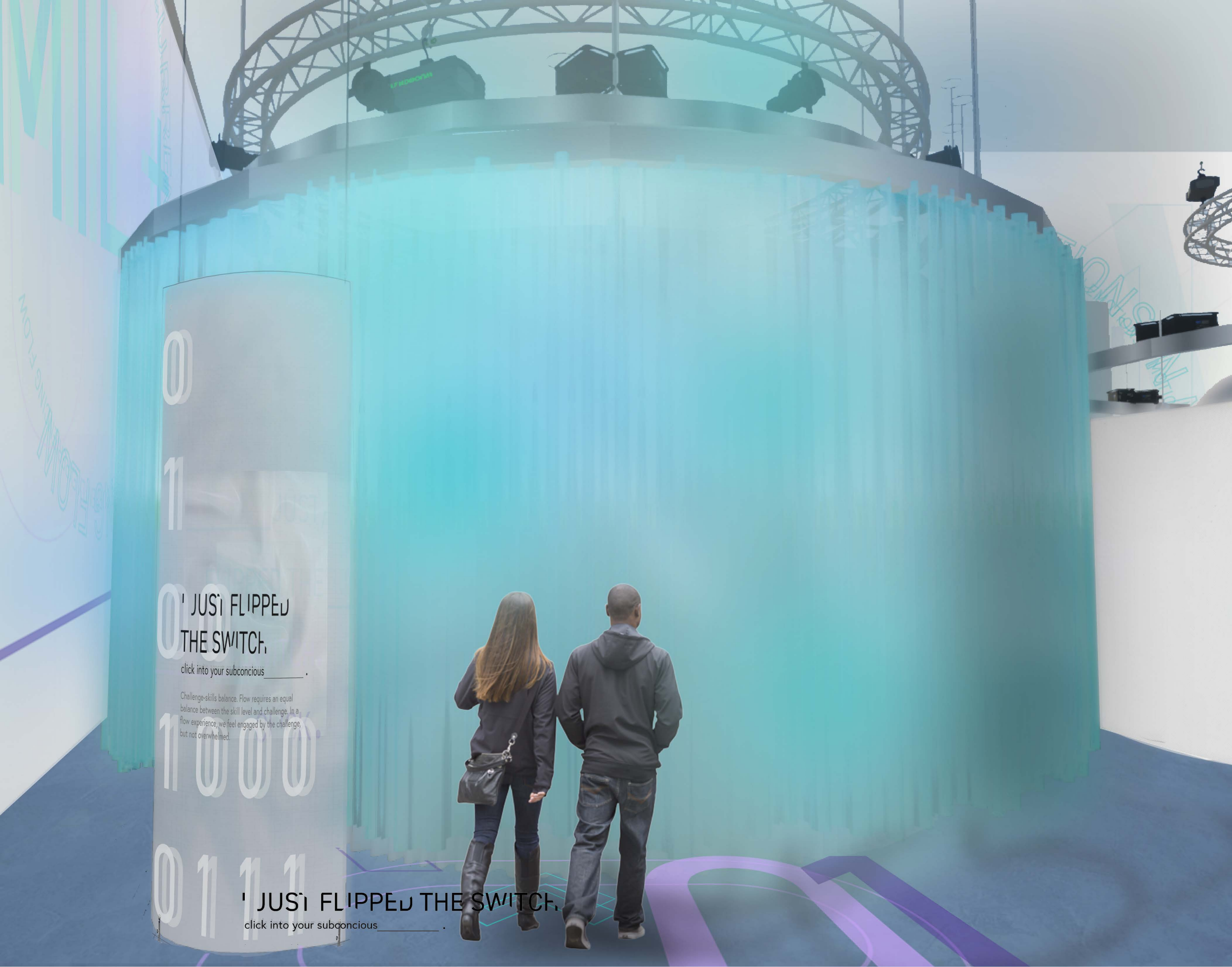
RENDERING: EXHIBIT AXO OPEN SYSTEM

DRAWN BY NAZ ERTUGRUL

EX217

SCALE N/A





flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

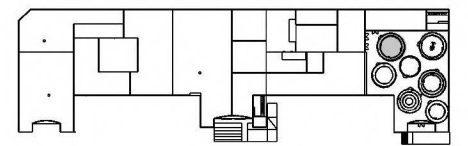
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KEY PLAN



NOTES

RENDERING: THEME AREA 1

DRAWN BY NAZ ERTUGRUL

EX218.01

SCALE N/A



I JUST FLIPPED THE SWITCH.
 click into your subconscious

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

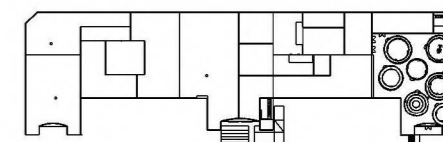
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KEY PLAN



NOTES

RENDERING: THEME AREA 1

DRAWN BY NAZ ERTUGRUL

EX218.02

SCALE N/A



SEE _____.

The changing atmosphere with lighting and visuals, video projections on the curtains.

DO _____.

Watch the performance that is taking place in their surrounding environment, and listen what the drivers' motivation behind driving.

LEARN _____.

An introductory on the main characters which are the drivers that will be appearing from time to time in this journey. The audience and learn the basics of what they do and why they do it. There will be an indication and introduction to the topic of flow as they are describing their first hand experiences.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

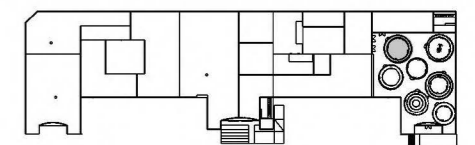
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KEY PLAN



NOTES

RENDERING: THEME AREA 1

DRAWN BY NAZ ERTUGRUL

EX218.03

SCALE N/A



I am Tatiana, and racing is my music

'JUST FLIPPED THE SWITCH,

click into your subconscious

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

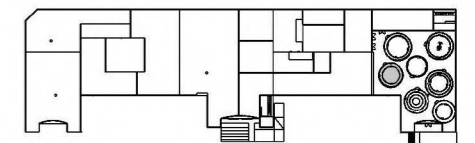
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KEY PLAN



NOTES

RENDERING: THEME AREA 2

DRAWN BY NAZ ERTUGRUL

EX219.01

SCALE N/A



IN THE ZONE

shift your gear into motion

Action-awareness merging. We are often aware of and thinking about the current. But in a flow experience, we are completely absorbed in the task at hand.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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SATELLITE #3: Yas Marina Circuit Racing School, UAE

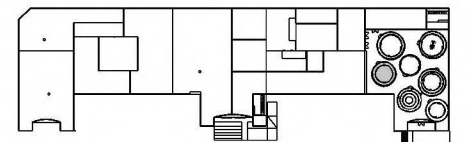
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KEY PLAN



NOTES

RENDERING: THEME AREA 2

DRAWN BY NAZ ERTUGRUL

EX219.02

SCALE N/A



SEE _____.

Audience will see a pit lane from a race setting, and feel like they are sitting inside the actual race car.

DO _____.

The audience will be conducting a role-play with the engineers on screen, getting ready for a race. In the meantime they will be utilizing their smartphones as a key component for the rest of the experience.

LEARN _____.

The audience will learn the role of the engineer and get a brief understanding of driver- engineer relationship as they are preparing to race. As the audience take off their journey inside the car they will get certain hints of what flow feels like, indicating the rush and the adrenaline that comes with traveling at a high speed.



IN THE ZONE
 shift your gear into motion

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
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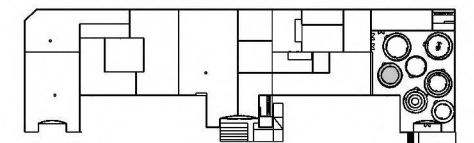
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KEY PLAN



NOTES

RENDERING: THEME AREA 2

DRAWN BY NAZ ERTUGRUL

EX219.03

SCALE N/A



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VENUE

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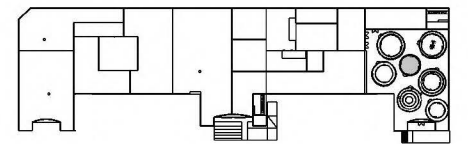
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KEY PLAN



NOTES

RENDERING: THEME AREA 3

DRAWN BY NAZ ERTUGRUL

EX220.01

SCALE N/A



THE THIRD EYE RULE
awaken your deep emotions

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

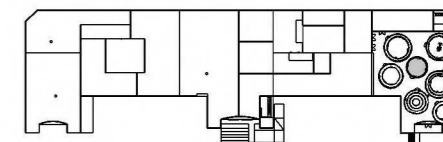
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KEY PLAN



NOTES

RENDERING: THEME AREA 3

DRAWN BY NAZ ERTUGRUL

EX220.02

SCALE N/A



SEE _____.

Silhouettes of characters belonging to the exhibit "The Hidden Figures", the women behind scenes appear on the surrounding screens.

DO _____.

Utilize their smartphones as a mirror glass to look inside the silhouette's figure, and into their soul to learn short excerpts about the characters' experiences of flow.

LEARN _____.

The audience will be looking into and learning more about flow also how it is defined by each individual. Learning what takes place in their headspace, and how their subconscious is shaped by the memories they have while experiencing flow. The trigger of focus is created by the gaze and eye contact which will unlock the state of flow.



THE THIRD EYE RULE
awaken your deep emotions

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

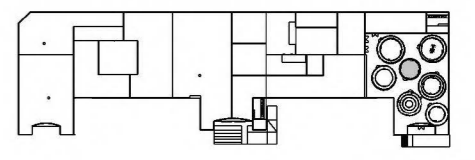
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KEY PLAN



NOTES

RENDERING: THEME AREA 3

DRAWN BY NAZ ERTUGRUL

EX220.03

SCALE N/A



TRIGGER EFFECT/
TRIGGER EFFECT/
TRIGGER EFFECT/

THE LIMITLESS
PHENOMENON

push the pedal into creativity

Unambiguous feedback. Direct and immediate feedback is continuously present, adjusting our reactions to meet the current demands. When we are in flow, we know how well we are doing, all the time.

TRIGGER EFFECT/
TRIGGER EFFECT/
TRIGGER EFFECT/

THE LIMITLESS PHENOMENON

push the pedal into creativity

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

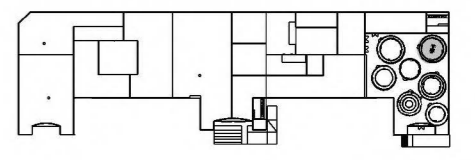
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KEY PLAN



NOTES

RENDERING: THEME AREA 4

DRAWN BY NAZ ERTUGRUL

EX221.01

SCALE N/A





MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

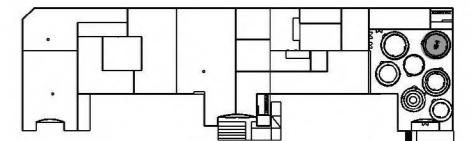
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KEY PLAN



RENDERING: THEME AREA 4

DRAWN BY NAZ ERTUGRUL

EX221.02

N/A  N

SEE _____.

An abstract interpretation of the heat and the energy that the race car carries which is conveyed through the play of lighting. It will then unfold projection mapping of the race cars that the exhibition characters drove.

DO _____.

The audience will scan the projections and use their smartphones as a remote control to dissect the car into parts also add in their voice by creating a collage of the car with the rest of the participating audience.

LEARN _____.

Interesting facts about each component and the changes that has happened to the car over the years impacting its mechanics, technology and design. Also, the audience will learn about the specific cars that the characters drove and their significant memories about it.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

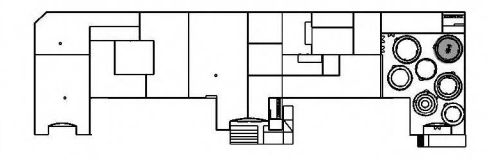
DESIGNER

Naz Ertugrul
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KEY PLAN



NOTES

RENDERING: THEME AREA 4

DRAWN BY NAZ ERTUGRUL

EX221.03

SCALE N/A

THE LIMITLESS PHENOMENON
push the pedal into creativity





CORE VOUME
find your inner gravity _____ .

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

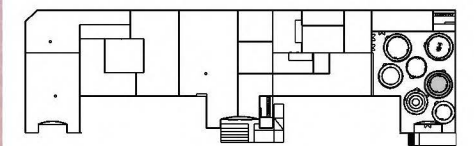
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KEY PLAN



NOTES

RENDERING: THEME AREA 5

DRAWN BY NAZ ERTUGRUL

EX222.01

SCALE

N/A



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

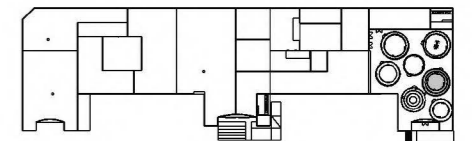
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KEY PLAN



NOTES

RENDERING: THEME AREA 5

DRAWN BY NAZ ERTUGRUL

EX222.02

SCALE

N/A



SEE _____.

The Virtual Miami Grand Prix, Hard Rock Stadium Circuit projected on all the surrounding surfaces. The circuit will change correlating with the exhibition's current location.

DO _____.

Scan an app clip code to enable the app and follow the arrows on their phones to complete a lap around the virtual Miami GP. By navigating the 4 wheels of the car and participate in a virtual pit stop as a team experience within the activity.

LEARN _____.

The audience will learn the unique conditions of the track from its engineering to design. The factual information about the car's components such as the tires and the wings and their importance in a race experience. They will also discover how the track is impacting the conditions of the car as well as the driver's control over the car.



flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

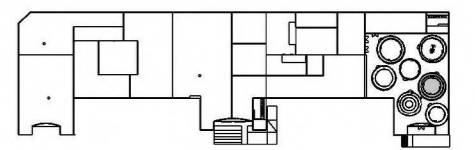
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KEY PLAN



NOTES

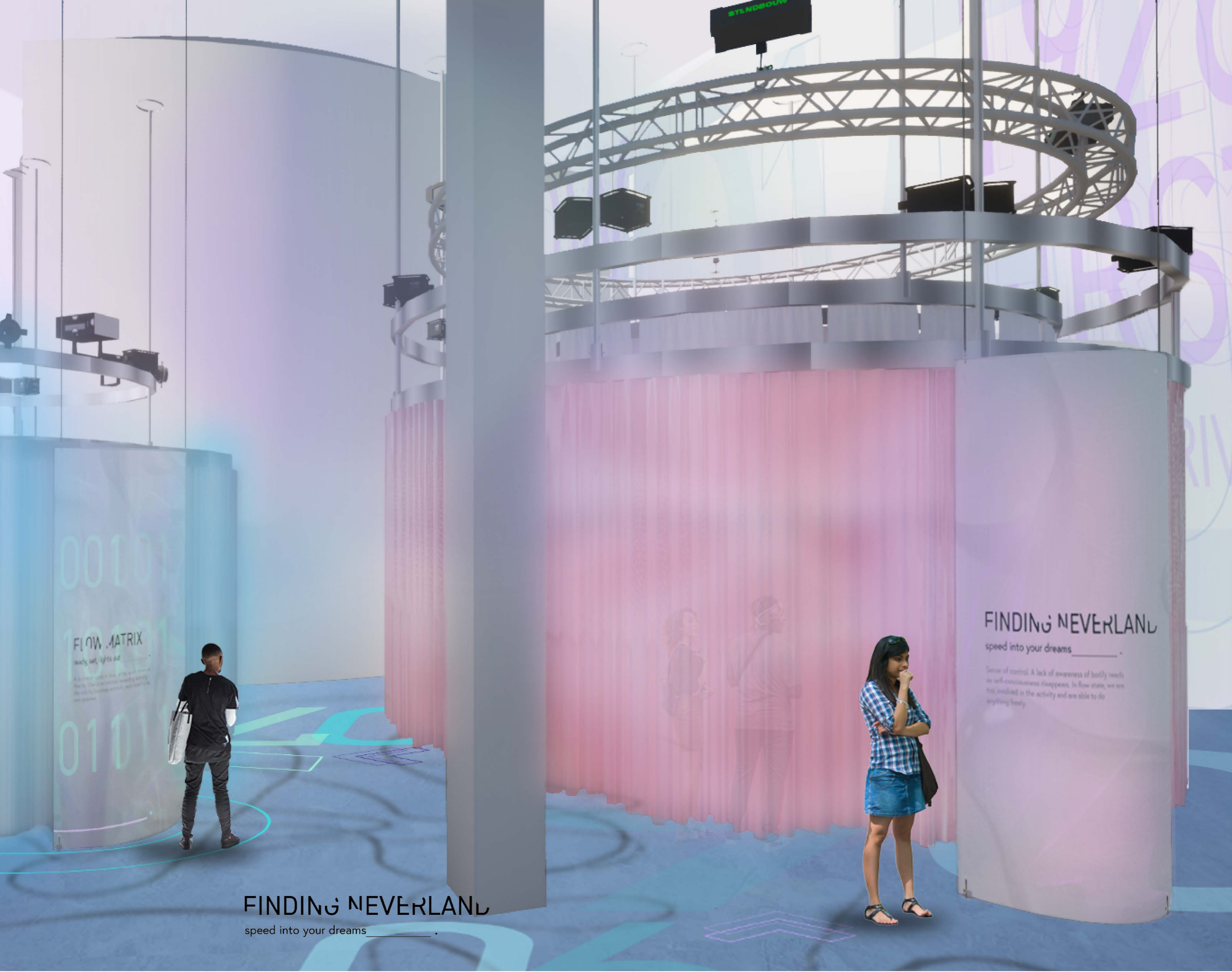
RENDERING: THEME AREA 5

DRAWN BY NAZ ERTUGRUL

EX222.03

SCALE N/A

CORE VOLUME
 find your inner gravity



flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

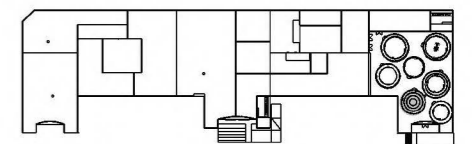
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KEY PLAN



NOTES

RENDERING: THEME AREA 6

DRAWN BY NAZ ERTUGRUL

EX223.01

SCALE

N/A

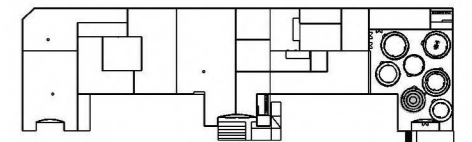


FINDING NEVERLAND
 speed into your dreams _____



MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive
SATELLITE #3: Yas Marina Circuit Racing

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SEE _____.

Moving suspended fabric panels with printed words and quotes from all characters reflecting on their experiences as a female in their respective industries. Also, video projections of the characters' career highlights will be overlaid on the fabric panels .

DO _____.

Walking inside the perimeter and walking in between layers while witnessing the evolving video poem.

LEARN _____.

About the challenges, vulnerable moments of the female characters. As well as their motivations and aspirations that they have for their subject field as well as themselves, as individuals.

RENDERING: THEME AREA 6

NAZ ERTUGRUL

EX223.02



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

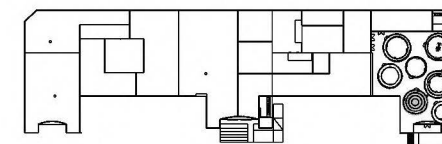
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KEY PLAN



NOTES

RENDERING: THEME AREA 6

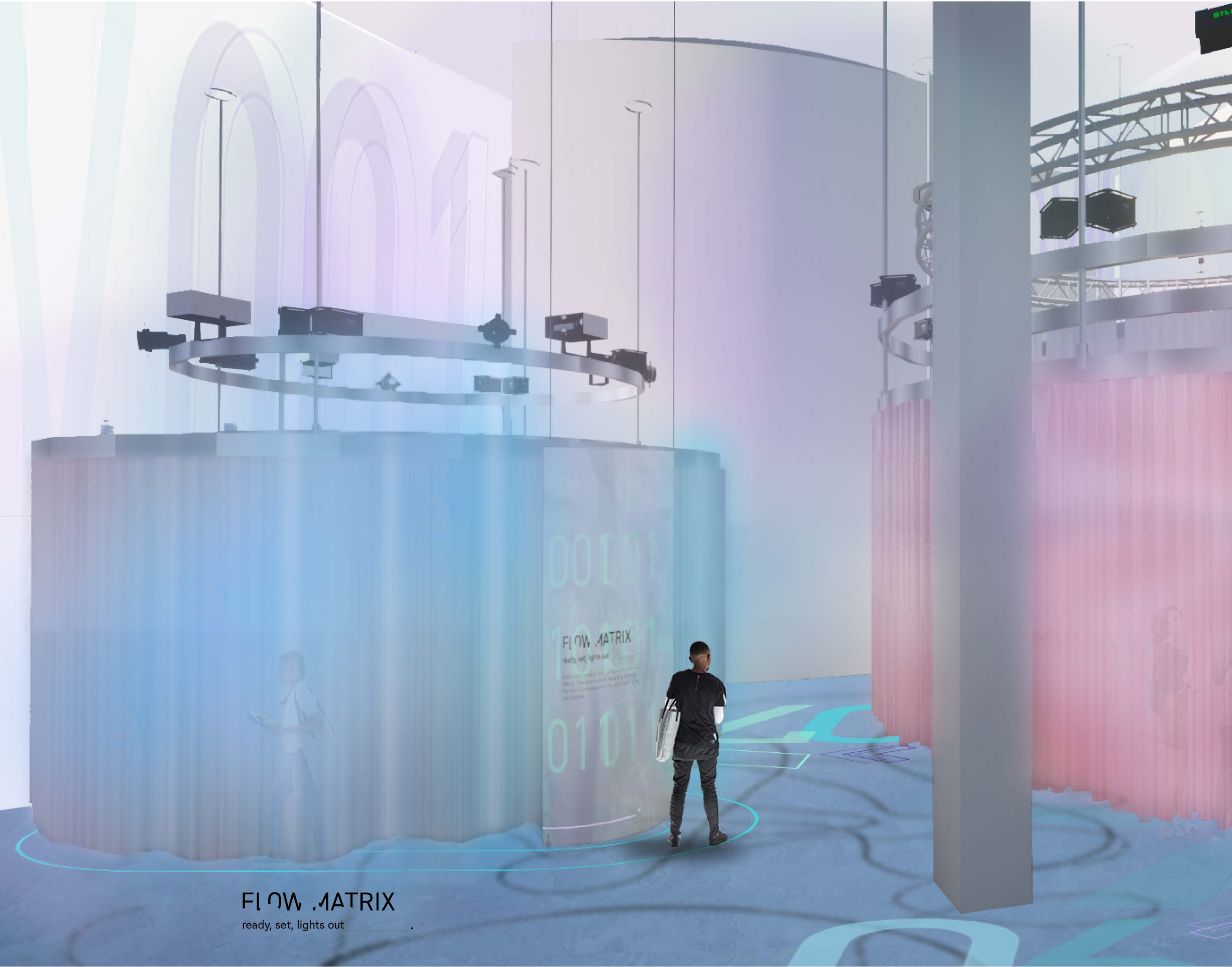
DRAWN BY NAZ ERTUGRUL

EX223.03

SCALE N/A



FINDING NEVERLAND
speed into your dreams _____ .



FLOW MATRIX
ready, set, lights out

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

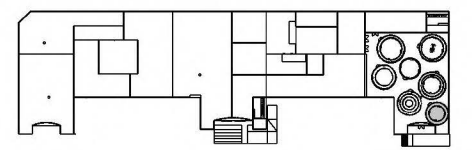
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KEY PLAN



NOTES

RENDERING: THEME AREA 7

DRAWN BY NAZ ERTUGRUL

EX224.01

SCALE N/A N

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

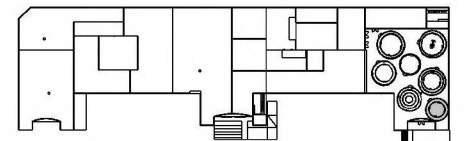
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KEY PLAN



NOTES

RENDERING: THEME AREA 7

DRAWN BY NAZ ERTUGRUL

EX224.02

SCALE N/A



SEE _____.

A neon arcade with laser beams creating a literal interpretation of a visual matrix. By adding a message, they will see the changes in the appearance of the matrix by change in its color and form.

DO _____.

The audience will scan the app clip code guided by the staff which will lead to another app window on their phones to enter an empowering message regarding their journey in this experience, their current feelings and emotions, or inspirations and aspirations. The message that gets entered will be saved in the software system to be broadcasted on the screens of all F1 tracks around the world when the races are taking place.

LEARN _____.

The audience will get an understanding of the journey that they have been a part of individually is a collective one. In which highlights the idea, that the very first experience to the last it is about active engagement and creating, building towards a collective flow experience that creates a long lasting impact.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

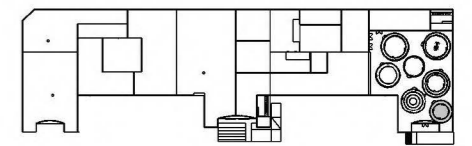
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KEY PLAN



NOTES

RENDERING: THEME AREA 7

DRAWN BY NAZ ERTUGRUL

EX224.03

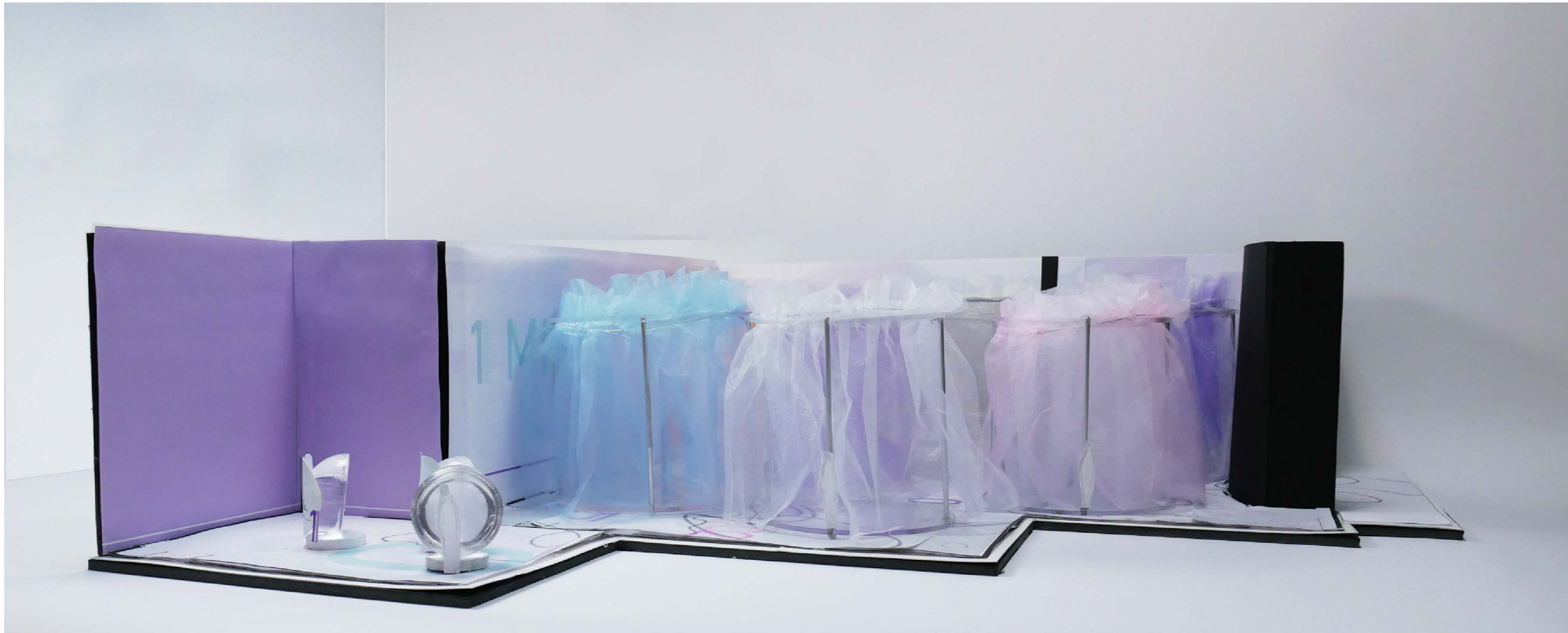
SCALE N/A



FLOW MATRIX

ready, set, lights out





flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

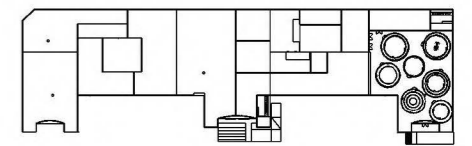
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KEY PLAN



NOTES

MODEL PHOTOS

DRAWN BY NAZ ERTUGRUL

EX225

SCALE N/A





FX 30u SCHEDULES _____.

GRAPHIC SCHEDULE

CODE	GRAPHIC TYPE	DESCRIPTION
01A.01.GR01-02	I	WALL PAINT EXPERIENTIAL INFOGRAPHIC
01A.02.GR01-02	I	WALL PAINT EXPERIENTIAL INFOGRAPHIC
01A.03.GR01-03	A	CUSTOM MOLDED ACRYLIC HEMISPHERE FOR ENTRY INTRODUCTION AREA
01A.04.GR01-03	A	CUSTOM MOLDED ACRYLIC HEMISPHERE FOR ENTRY INTRODUCTION AREA
01A.05.GR01-03	A	CUSTOM MOLDED ACRYLIC HEMISPHERE FOR ENTRY INTRODUCTION AREA
02A.01.GR01-02	B	DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION
02A.02.GR01	G	DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING
02A.01.AV01	C	PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

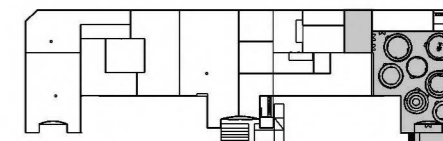
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KEY PLAN



NOTES

GRAPHIC SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX301.01

SCALE N/A



GRAPHIC SCHEDULE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

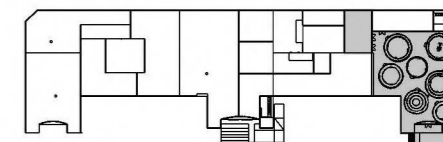
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KEY PLAN



NOTES

CODE	GRAPHIC TYPE	DESCRIPTION
03A.01.GR01-02	B	DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION
03A.02.GR01-02	D	FROSTED SATIN ICE ACRYLIC SHEET WITH PEEL STICK ADHESIVE VINYL STICKERS FOR LABELS
03A.03.GR01	G	DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING
03A.01.MD01	E	DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES
03A.01.MD02	H	DIGITAL INTERACTIVE MEDIA APP GRAPHIC ICONS AND DIRECTIVES FOR SMARTPHONES
03A.01.AV01	C	PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING
04A.01.GR01-02	B	DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION
04A.02.GR01-02	D	FROSTED SATIN ICE ACRYLIC SHEET WITH PEEL STICK ADHESIVE VINYL STICKERS FOR LABEL

GRAPHIC SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX301.02

SCALE N/A



GRAPHIC SCHEDULE

CODE	GRAPHIC TYPE	DESCRIPTION
04A.03.GR01	G	DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING
04A.01.MD01	E	DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES
04A.01.MD02	H	DIGITAL INTERACTIVE MEDIA APP GRAPHIC ICONS AND DIRECTIVES FOR SMARTPHONES
04A.01.AV01	C	PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING
05A.01.GR01-02	B	DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION
05A.02.GR01-02	D	FROSTED SATIN ICE ACRYLIC SHEET WITH PEEL STICK ADHESIVE VINYL STICKERS FOR LABEL
05A.03.GR01	G	DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING
05A.01.MD01	E	DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

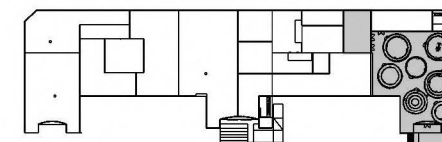
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KEY PLAN



NOTES

GRAPHIC SCHEDULE

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EX301.03

SCALE N/A



GRAPHIC SCHEDULE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

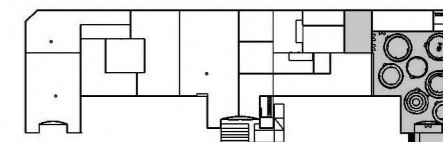
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KEY PLAN



NOTES

GRAPHIC SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX301.04

SCALE N/A



CODE

GRAPHIC TYPE

DESCRIPTION

05A.01.MD02

H

DIGITAL INTERACTIVE MEDIA APP GRAPHIC ICONS AND DIRECTIVES FOR SMARTPHONES

05A.01.AV01

C

PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING

06A.01.GR01-02

B

DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION

06A.02.GR01-02

D

FROSTED SATIN ICE ACRYLIC SHEET WITH PEEL STICK ADHESIVE VINYL STICKERS FOR LABEL

06A.03.GR01

G

DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING

06A.01.MD01

E

DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES

06A.01.MD02

H

DIGITAL INTERACTIVE MEDIA APP GRAPHIC ICONS AND DIRECTIVES FOR SMARTPHONES

06A.01.AV01

C

PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING

GRAPHIC SCHEDULE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

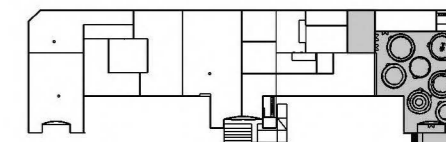
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KEY PLAN



NOTES

GRAPHIC SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX301.05

SCALE N/A



CODE

GRAPHIC TYPE

DESCRIPTION

07A.01.GR01-02

B

DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION

07A.02.GR01

G

DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING

07A.03.GR01-02

F

DIGITAL GRAPHIC DIRECT PRINT ON WHITE POWER MESH FABRIC FOR MURAL

07A.04.GR01-02

D

FROSTED SATIN ICE ACRYLIC SHEET WITH PEEL STICK ADHESIVE VINYL STICKERS FOR LABEL

07A.01.AV01

C

PROJECTION GRAPHICS ON WHITE POWER MESH FABRIC FOR MURAL

08A.01.GR01-02

B

DIGITAL GRAPHIC DIRECT PRINT FOR AREA INTRODUCTION

08A.02.GR01-02

D

FROSTED SATIN ICE ACRYLIC SHEET WITH PEEL STICK ADHESIVE VINYL STICKERS FOR LABEL

08A.03.GR01

G

DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING

GRAPHIC SCHEDULE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

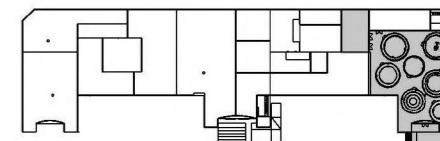
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KEY PLAN



NOTES

GRAPHIC SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX301.06

SCALE N/A



CODE

GRAPHIC TYPE

DESCRIPTION

08A.01.MD01

E

DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES

08A.01.MD02

H

DIGITAL INTERACTIVE MEDIA APP GRAPHIC ICONS AND DIRECTIVES FOR SMARTPHONES

08A.01.AV01

C

PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING

09A.01.GR01-02

I

WALL PAINT EXPERIENTIAL INFOGRAPHIC

09A.02.GR01-02

I

WALL PAINT EXPERIENTIAL INFOGRAPHIC

09A.03.GR01-02

I

WALL PAINT EXPERIENTIAL INFOGRAPHIC

09A.04.GR01-02

I

WALL PAINT EXPERIENTIAL INFOGRAPHIC

GRAPHIC SCHEDULE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

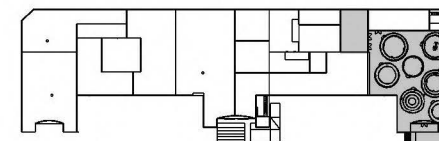
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KEY PLAN



NOTES

GRAPHIC SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX301.07

SCALE N/A



CODE

GRAPHIC TYPE

DESCRIPTION

09A.05.GR01

G

DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING

09A.06.GR01

G

DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING

09A.07.GR01

G

DIGITAL DESIGN ADHESIVE PVC PRINT FOR WAYFINDING

09A.01.MD01

E

DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES

GRAPHIC SPECIFICATION LIST

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

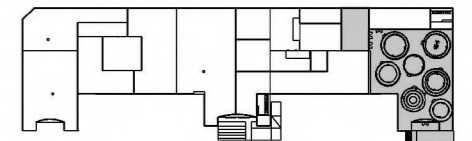
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KEY PLAN



NOTES

GRAPHIC SPEC LIST

DRAWN BY NAZ ERTUGRUL

EX302

SCALE

N/A



GRAPHIC TYPE

DESCRIPTION

A: ENTRY GRAPHICS

CUSTOM MOLDED ACRYLIC HEMISPHERE WITH A 4" THICK CLEAR NON-GLARE EXTRUDED ACRYLIC WEIGHTED BASE FABRICATOR TO ADVISE, MOUNTED WITH 1" THICK LASER CUT ACRYLITE SATINICE ACRYLIC SHEETS AND WITH SECOND SURFACE MOUNTED SOLYX DICHROIC POLYESTER FILM AND PEEL STICK ADHESIVE VINYL STICKER

B: AREA INTRODUCTION

CUSTOM HIGH RES DIGITAL GRAPHIC DIRECT PRINT ON VOLANDO VOILE SEMI SHEER FABRIC, STRETCHED WITH STAINLESS STEEL FABRIC WEIGHTS, SUPPORTED WITH SCULPTING WIRE SEWN AT THE HEM FOR A CURVED FRAME OUTLINE, AND SUSPENDED WITH STEEL CABLE STRING

C: PROJECTION GRAPHICS

PROJECTION GRAPHICS ON PLATINUM CURED SILICONE TUBING

D: LABELS

LASER CUT TO SIZE 1/8" THICK FROSTED SATIN ICE ACRYLIC SHEET WITH SECOND SURFACE MOUNTED SOLYX DICHROIC POLYESTER FILM AND PEEL STICK ADHESIVE VINYL STICKERS, MOUNTED ON TO THE FABRIC WITH 3M DISC MAGNETS

E: INTERACTIVE MEDIA APP

DIGITAL INTERACTIVE MEDIA APP GRAPHICS FOR SMARTPHONES

F: MURAL

CUSTOM HIGH RES DIGITAL GRAPHIC DIRECT PRINT ON WHITE POWER MESH FABRIC, STRETCHED WITH FABRIC TAPE FOR FLAT FRAME OUTLINE

G: WAYFINDING

STREETWRAP CUSTOM DIGITAL DESIGN ADHESIVE PVC PRINT ON THE GROUND

H: INTERACTIVE MEDIA DIRECTIVES

DIGITAL INTERACTIVE MEDIA APP GRAPHIC ICONS AND DIRECTIVES FOR SMARTPHONES

I: EXPERIENTIAL INFOGRAPHICS

BENJAMIN MOORE STANDARD FINISH WALL PAINT TO MATCH COLOR PALETTE: PANTONE VIOLET 0631 C, PANTONE VIOLET U, PANTONE VIOLET C, PANTONE GREEN 0921 C, PANTONE 319 C, PANTONE 263 C, 319 C, 304 C, PANTONE WHITE, PANTONE 7458C, PANTONE 276 C (NAVY BLUE), PANTONE 182 C %80 AND %100 OPACITY

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
FABRIC	FB.01	IRIDESCENT STAINLESS STEEL FABRIC	IRIDESCENT	OUTER ROUND CURTAIN THEME AREA 4	
FABRIC	FB.02	ALUMINUM DRAPERY CHAIN	POLISHED	OUTER ROUND CURTAIN THEME AREA 5	
FABRIC	FB.03	SILVER MIRROR ORGANZA	MIRROR	INNER ROUND CURTAIN THEME AREA 5	
FABRIC	FB.04	POWER MESH FABRIC	WHITE	ROUND CURTAIN PANELS THEME AREA 2 & 6	
FABRIC	FB.05	SHEER ORGANZA FABRIC	DUSTY SAGE	OUTER ROUND CURTAIN THEME AREA 1	
FABRIC	FB.06	SHEER ORGANZA FABRIC	PURPLE	OUTER ROUND CURTAIN THEME AREA 3	
FABRIC	FB.07	VIOLET AMETHYST SILK STRING	AMETHYST	OUTER ROUND CURTAIN THEME AREA 7	
FABRIC	FB.08	SHEER ORGANZA FABRIC	PINK	OUTER ROUND CURTAIN THEME AREA 6	
FABRIC	FB.09	CUSTOM PRINTED VOLANDO VOILE FABRIC	SEMI SHEER CUSTOM PRINT	OUTER ROUND CURTAIN ALL THEME AREAS	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

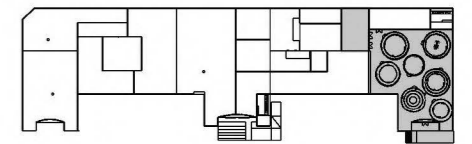
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KEY PLAN



NOTES

MATERIAL SCHEDULE










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EX303.01

SCALE

N/A



MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
FABRIC TAPE	FT.01	CURTAIN LEAD TAPE	N/A	ROUND CURTAIN HEM THEME AREA 2 & 6	
PLASTIC	PL.01	PLATINUM CURED SILICONE TUBING	SILICONE	INNER ROUND CURTAIN THEME AREA 1,3,4,5,7	
PLASTIC	PL.02	CUSTOM MOLDED ACRYLIC HEMISPHERE	CLEAR ACRYLIC	DOME, 3D PRINT CAR BASE THEME AREA INTRODUCTION,4	
PLASTIC	PL.03	CLEAR NON-GLARE EXTRUDED ACRYLIC SHEET	CLEAR	DOME BASE THEME AREA INTRODUCTION	
PLASTIC	PL.04	ACRYLITE SATINICE ACRYLIC SHEET	COM	DOME THEME AREA INTRODUCTION	
PLASTIC	PL.05	SOLYX DICHROIC POLYESTER FILM	DICHROIC	DOME SHELL THEME AREA INTRODUCTION	
PLASTIC	PL.06	SOLYX DICHROIC POLYESTER FILM	DICHROIC	LABELS THEME AREA 6	
PLASTIC	PL.07	FROSTED SATIN ICE ACRYLIC SHEET	SATIN ICE	LABELS THEME AREA 6	
PLASTIC	PL.08	BLIND FASTENERS	CLEAR ACRYLIC	DOME NUMBER MOUNTING THEME AREA INTRODUCTION	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

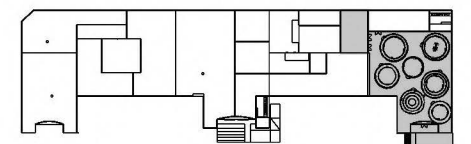
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KEY PLAN



NOTES

MATERIAL SCHEDULE

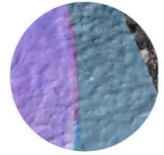

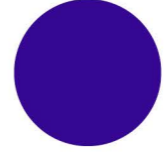
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EX303.02

SCALE

N/A



MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
PLASTIC	PL.09	CUSTOM DIGITAL DESIGN ADHESIVE PRINT	PVC	FLOOR GRAPHIC ALL THEME AREAS	
PLASTIC	PL.10	PEEL AND STICK ADHESIVE VINYL	VINYL	DOMES AND LABELS THEME AREA INTRODUCTION, 6	
PAINT	PT.01	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE VIOLET 0631C	INTERIOR WALLS THEME AREA INTRODUCTION	
PAINT	PT.02	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE COOL GRAY 1C	INTERIOR WALLS THEME AREA INTRODUCTION	
PAINT	PT.03	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE PANTONE VIOLET C	INTERIOR WALLS ALL THEME AREAS	
PAINT	PT.04	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE VIOLET U	INTERIOR WALLS ALL THEME AREAS	
PAINT	PT.05	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE GREEN 0921	INTERIOR WALLS ALL THEME AREAS	
PAINT	PT.06	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE 319 C	INTERIOR WALLS ALL THEME AREAS	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

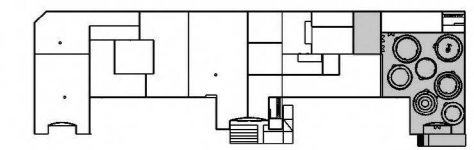
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NOTES

MATERIAL SCHEDULE

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EX303.03

SCALE N/A  N

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
PAINT	PT.07	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE 263C	INTERIOR WALLS ALL THEME AREAS	
PAINT	PT.08	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE 276C	INTERIOR WALLS THEME AREA INTRODUCTION	
PAINT	PT.09	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE WHITE	INTERIOR WALLS THEME AREA INTRODUCTION	
PAINT	PT.10	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE 304C	INTERIOR WALLS ALL THEME AREAS	
PAINT	PT.11	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE 7458C	INTERIOR WALLS ALL THEME AREAS	
PAINT	PT.12	BENJAMIN MOORE STANDARD FINISH WALL PAINT	STANDARD CLM PANTONE 182C	INTERIOR WALLS ALL THEME AREAS	
METAL	ML.01	STEEL CABLE STRING	STEEL	HANGING FABRIC ALL THEME AREAS	
METAL	ML.02	METAL DRAPERY GROMMETS	SATIN MATTE	HANGING FABRIC ALL THEME AREAS	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

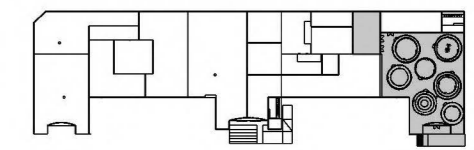
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NOTES

MATERIAL SCHEDULE

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EX303.04

SCALE N/A 

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
METAL	ML.03	STAINLESS STEEL HOOKED WEIGHTS	STAINLESS STEEL	STRETCHING FABRIC ALL THEME AREAS	
METAL	ML.04	3M NEODYMIUM DISC MAGNETS	NEODYMIUM	MOUNTING LABELS THEME AREA 6	
METAL	ML.05	ALUMINUM EXTRUSION FMS CURTAIN TRACK	CUSTOM POWDER COAT	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.06	MTS METAL HOOK	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.07	MTS SUSPENSION ROD	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.08	MTS CEILING BRACKET	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.09	MTS TRACK BRIDGE	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.10	MTS TRACK BRIDGE	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	

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VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

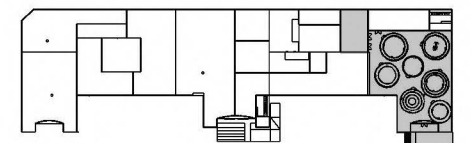
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NOTES

MATERIAL SCHEDULE





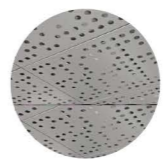



DRAWN BY NAZ ERTUGRUL

EX303.05

SCALE

N/A



MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
METAL	ML.11	FOREST SHUTTLE M MOTOR 24 V DC	CUSTOM POWDER COAT	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.12	FMS TRANSPORTER BELT	SILVER	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.13	CEILING GRID FIRECODE CROSS TEE	GALVANIZED STEEL	SUSPENDED CEILING ALL THEME AREAS	
METAL	ML.14	CEILING GRID FIRECODE MAIN TEE	GALVANIZED STEEL	SUSPENDED CEILING ALL THEME AREAS	
METAL	ML.15	PERFORATED CEILING TILE	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.16	FABRIC SCULPTING WIRE	ALUMINUM	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.17	CUSTOM ROUND TRUSS & SUSPENSION RODS	STEEL	ROUND CURTAIN ALL THEME AREAS	
METAL	ML.10	CUSTOM LINEAR TRUSS & SUSPENSION ROD	STEEL	ROUND CURTAIN ALL THEME AREAS	

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VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

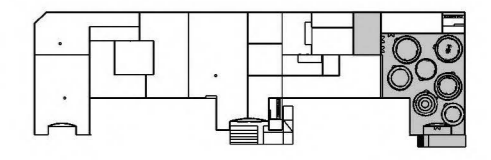
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NOTES

MATERIAL SCHEDULE

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EX303.06

SCALE N/A 

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
FURNITURE	FR.01	BUMPER OTTOMAN L	LILAC	SEATING ALL THEME AREAS	
FURNITURE	FR.02	BUMPER OTTOMAN XL	LILAC	SEATING ALL THEME AREAS	
FURNITURE	FR.03	PUFF PUFF BENCH	EDWARDS LIGHT GREY	SEATING ALL THEME AREAS	
FURNITURE	FR.04	NOIR SQUARE INDOOR/OUTDOOR PIPED FLOOR PILLOW	NOIR	ROUND CURTAIN THEME AREA 1	
FURNITURE	FR.05	LARGE COTTON CUSHION ROUND BEAN BAG	BLACK	ROUND CURTAIN THEME AREA 2	
ACCESSORY OBJECT	OBJ.01	XOMETRY CUSTOM 3D PRINTED F1 CAR	WHITE	ACCESORY THEME AREA 4	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

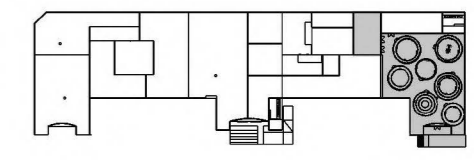
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KEY PLAN



NOTES

MATERIAL SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX303.07

SCALE N/A 

CODE	TYPE	DESCRIPTION	MANUFACTURER	LOCATION	THUMBNAIL
AV.01	SOUND DOME	WIDE DISPERSION LOCALIZER SOUND DOME	BROWN INNOVATIONS	ROUND CURTAIN THEME AREA 2	
AV.02	SOUND DOME	SINGLE LOCALIZER SOUND DOME	BROWN INNOVATIONS	ROUND CURTAIN THEME AREA INTRODUCTION	
AV.03	LASER PROJECTOR	DLP LASER LARGE VENUE 31K LUMENS PROJECTOR	BARCO	ROUND CURTAIN THEME AREA 1,2,3,4,5,7	
AV.04	SPEAKER	X-8 HIGH FIDELITY POINT SOURCE SPEAKER	L-ACOUSTICS	ROUND CURTAIN THEME AREA 1,3,4,5,6,7	
AV.05	SPEAKER	5XT POINT SOURCE SPEAKER	L-ACOUSTICS	ROUND CURTAIN THEME AREA 1,3,4,5,6,7	
AV.06	AMPLIFIED CONTROLLER	LA4X AMPLIFIED CONTROLLER	L-ACOUSTICS	ROUND CURTAIN THEME AREA 1,3,4,5,6,7	
AV.07	AUDIO PROCESSOR	L-ISA MULTICHANNEL AUDIO PROCESSOR	L-ACOUSTICS	ROUND CURTAIN THEME AREA 1,3,4,5,6,7	
AV.08	PROJECTION MAPPING PROJECTOR	T2 SERIES 3RD GEN INDOOR/OUTDOOR LASER PROJECTOR	LUMITRIX	ROUND CURTAIN THEME AREA 4	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
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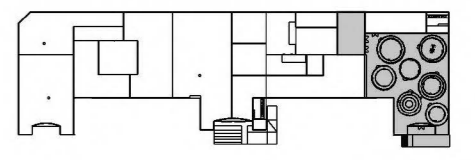
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KEY PLAN



NOTES

AV SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX304.01

SCALE N/A 

CODE	TYPE	DESCRIPTION	MANUFACTURER	LOCATION	THUMBNAIL
AV.09	HAZE MACHINE	TITAN HAZER H2 1200 W HAZE MACHINE	FROGGY'S FOG	DOME THEME AREA INTRODUCTION	
AV.10	SPARK MACHINE	MK-E12 COLD SPARKLER FOUNTAIN	MOKA SFX	ROUND CURTAIN THEME AREA 4	
AV.11	FOG MACHINE	MK-FO8 HALLOWEEN FOG MACHINE	MOKA SFX	ROUND CURTAIN THEME AREA 4	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

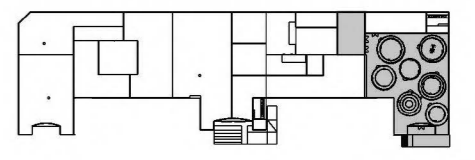
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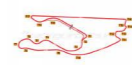



NOTES

AV SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX304.02

SCALE N/A 

CODE	TYPE	DESCRIPTION	MANUFACTURER	WATTS	VOLTAGE	THUMBNAIL
L1	LED STROBE LIGHT	9 EYES DMX RGB MOVING STROBE LIGHT	FARGOR	160 WATTS	110 V	
L2	LED WASH LIGHT	COLOR-ADO 2-QUAD ZOOM LED WASH LIGHT	CHAUVET PROFESSIONAL	201 WATTS	120V	
L3	LED SPOT	ETC COLORSOURCE 26° SPOT WITH CUSTOM CURVED SHAPE GOBO	ETC LIGHTING	147 WATTS	120V	
L4	LED SPOT	ETC COLORSOURCE 19° SPOT WITH CUSTOM CURVED SHAPE GOBO	ETC LIGHTING	147 WATTS	120V	
L5	GLASS GOBO	ROSCO CUSTOM CURVED SHAPE GLASS GOBO	ROSCO	N/A	N/A	
L6	LED SPOT	ETC COLORSOURCE 19° SPOT	ETC LIGHTING	147 WATTS	120V	
L7	LED SPOT	ETC COLORSOURCE 10° SPOT	ETC LIGHTING	147 WATTS	120V	
L8	LED PROJECTOR	ROSCO X-EFFECTS LED PROJECTOR WITH CUSTOM CURVED SHAPE GOBO	ROSCO	90W	100-240 VAC	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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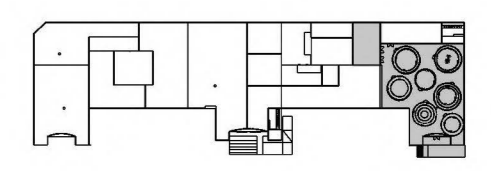
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KEY PLAN







NOTES

LIGHTING SCHEDULE

DRAWN BY NAZ ERTUGRUL

EX305.01

SCALE N/A 

CODE	TYPE	DESCRIPTION	MANUFACTURER	WATTS	VOLTAGE	THUMBNAIL
L9	GLASS GOBO	ROSCO CUSTOM CURVED SHAPE GLASS GOBO	ROSCO	N/A	N/A	
L10	GLASS GOBO	ROSCO CUSTOM CURVED SHAPE GLASS GOBOT	ROSCO	N/A	N/A	
L11	GLASS GOBO	ROSCO CUSTOM CURVED SHAPE GLASS GOBO	ROSCO	N/A	N/A	
L12	DMX DIMMER CONTROLLER	CHAUVET DJ DESIGNER 48 CHANNEL DMX DIMMER CONTROLLER	CHAUVET PROFESSIONAL	N/A	115V	

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

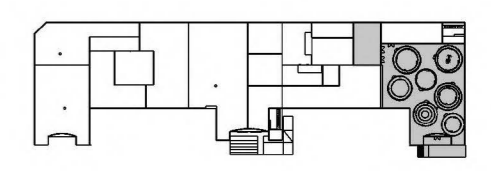
DESIGNER

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KEY PLAN



NOTES

LIGHTING SCHEDULE

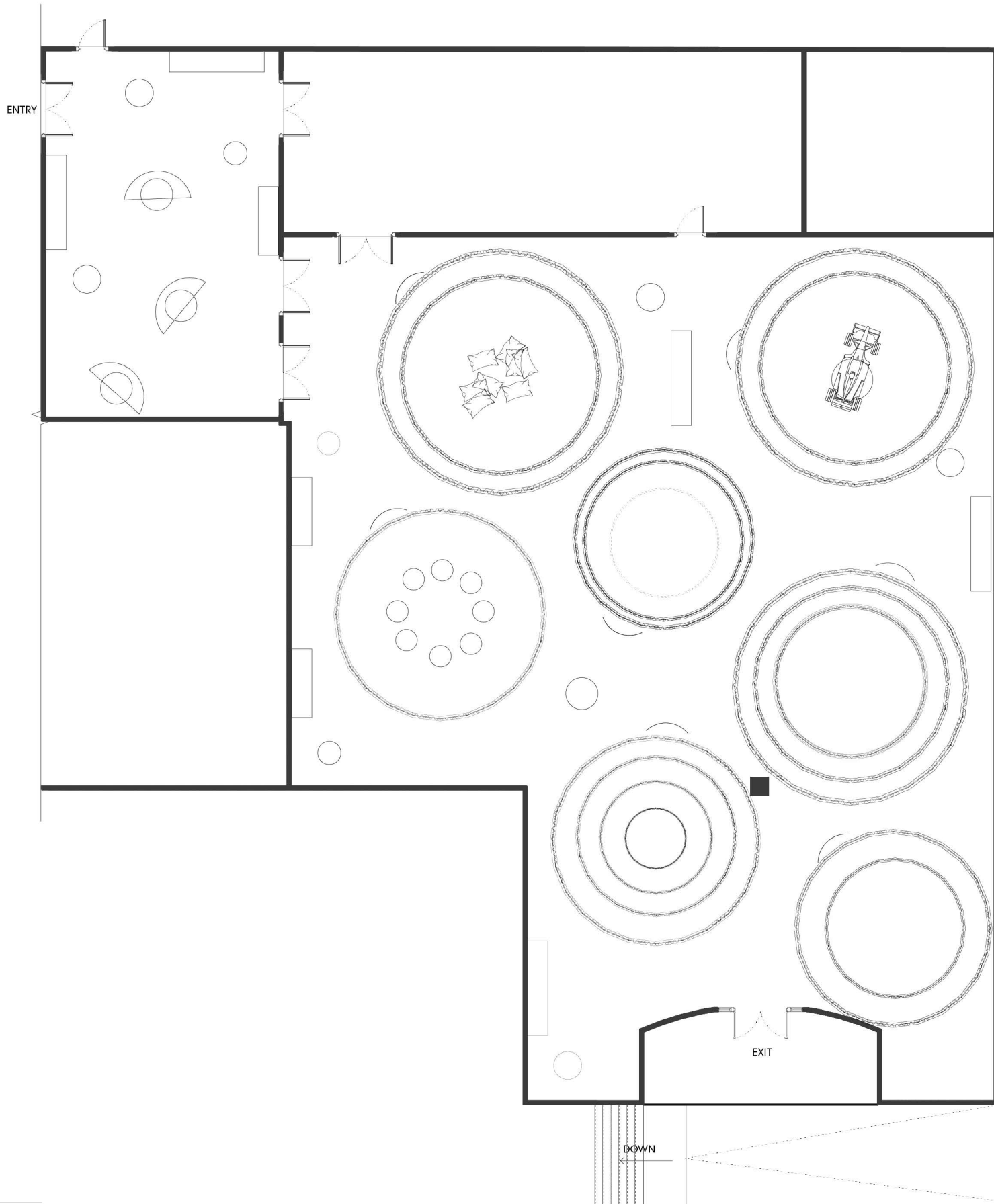
DRAWN BY NAZ ERTUGRUL

EX305.02

SCALE N/A 



FX 40U DRAWINGS _____.



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

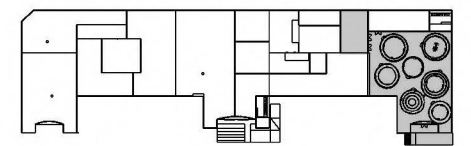
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KEY PLAN



NOTES

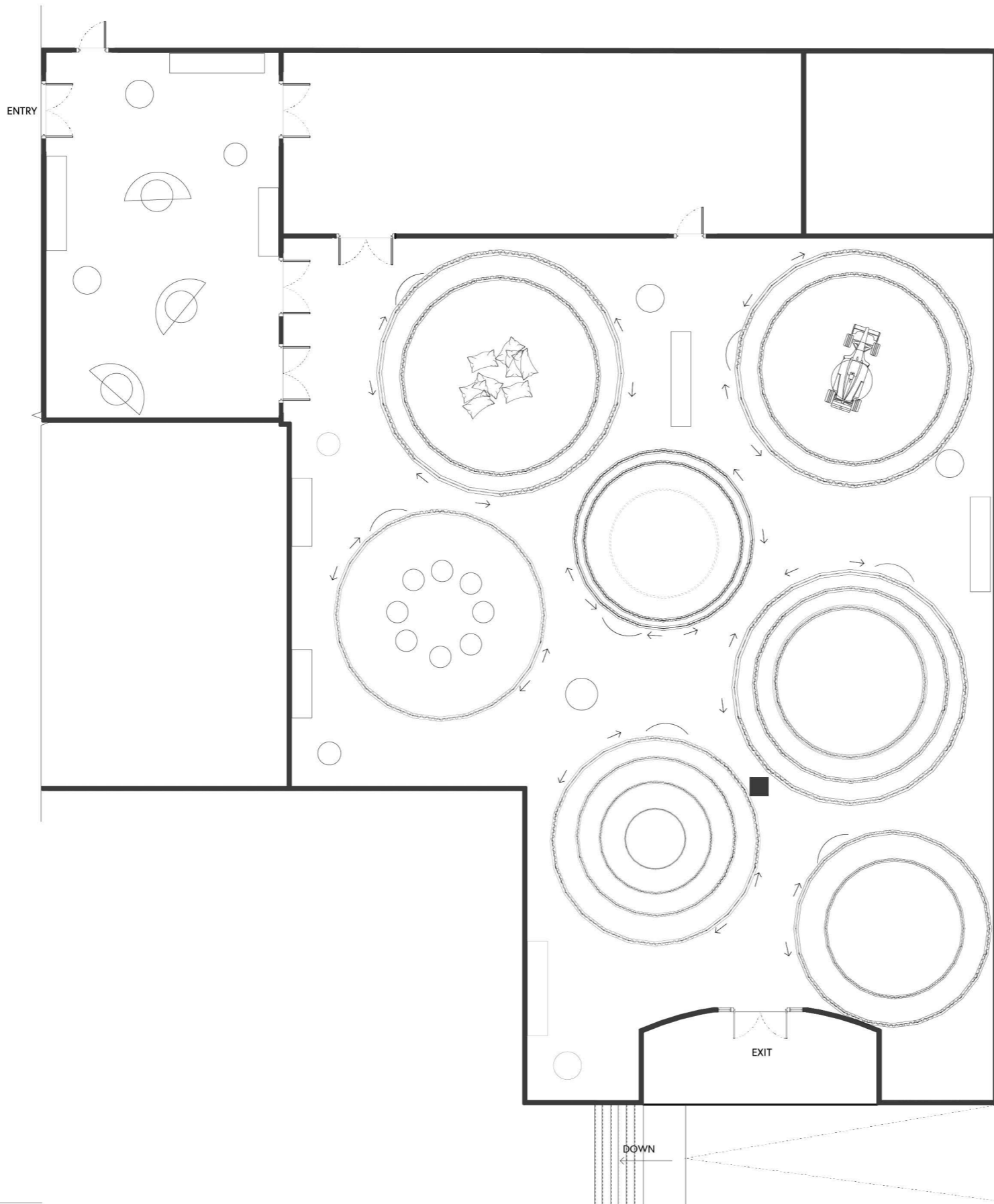
FLOORPLAN

DRAWN BY NAZ ERTUGRUL

EX401

SCALE 1/16"=1'-0"





CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

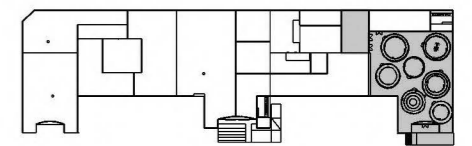
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KEY PLAN



NOTES

FLOORPLAN

DRAWN BY NAZ ERTUGRUL

EX402

SCALE 1/16"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

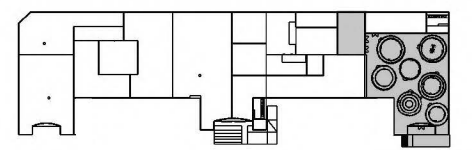
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KEY PLAN



NOTES

CODED AREA FLOORPLAN

DRAWN BY NAZ ERTUGRUL

EX403

SCALE 1/16"=1'-0"

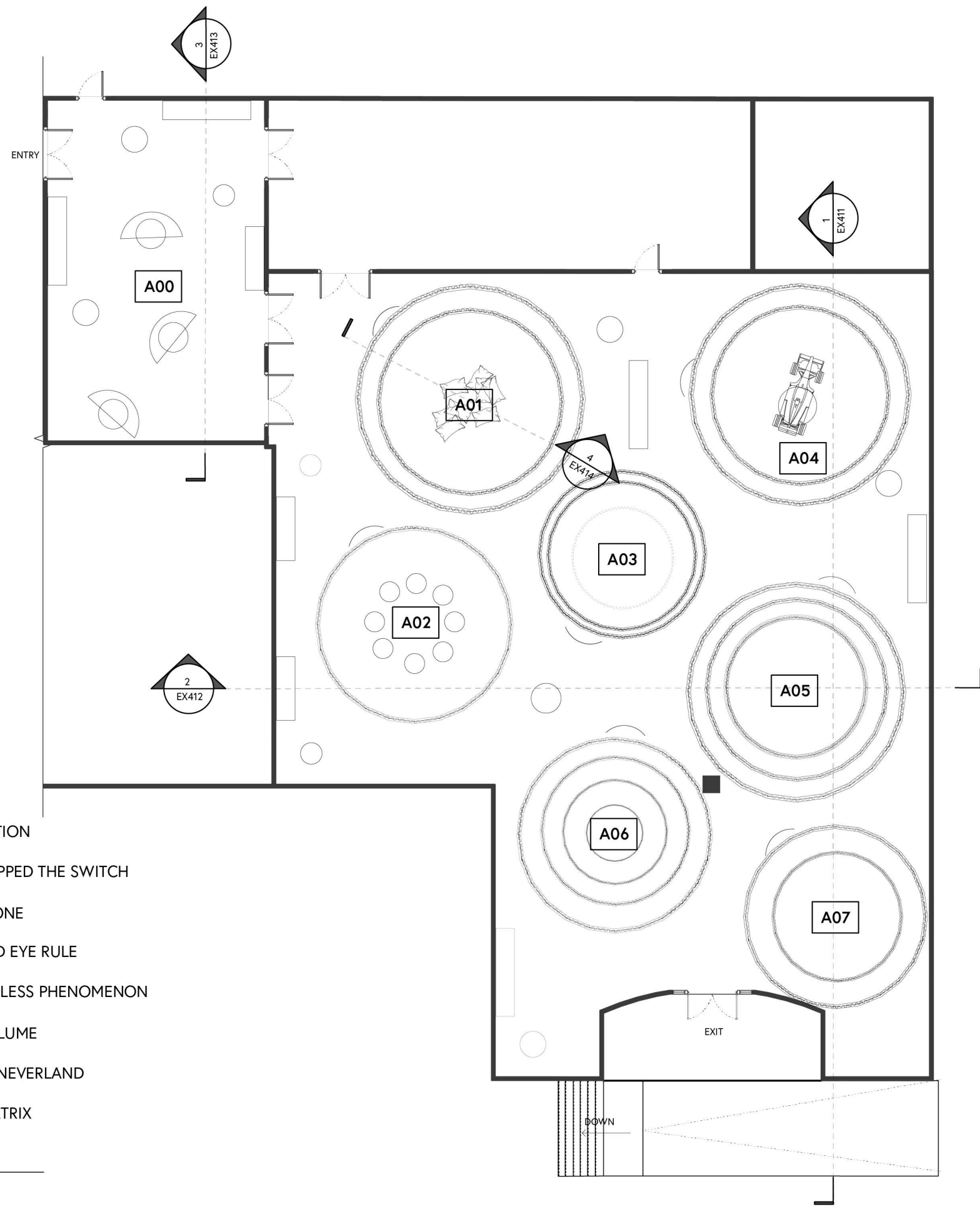


EXHIBIT THEME AREA CODES

- A00** THEME AREA: INTRODUCTION
- A01** THEME AREA 1: I JUST FLIPPED THE SWITCH
- A02** THEME AREA 2: IN THE ZONE
- A03** THEME AREA 3: THE THIRD EYE RULE
- A04** THEME AREA 4: THE LIMITLESS PHENOMENON
- A05** THEME AREA 5: CORE VOLUME
- A06** THEME AREA 6: FINDING NEVERLAND
- A07** THEME AREA 7: FLOW MATRIX

1 CODED AREA FLOORPLAN
 SCALE: 1/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

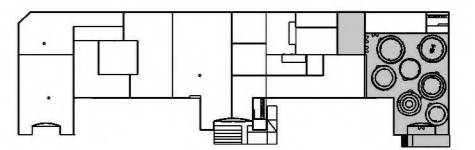
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KEY PLAN



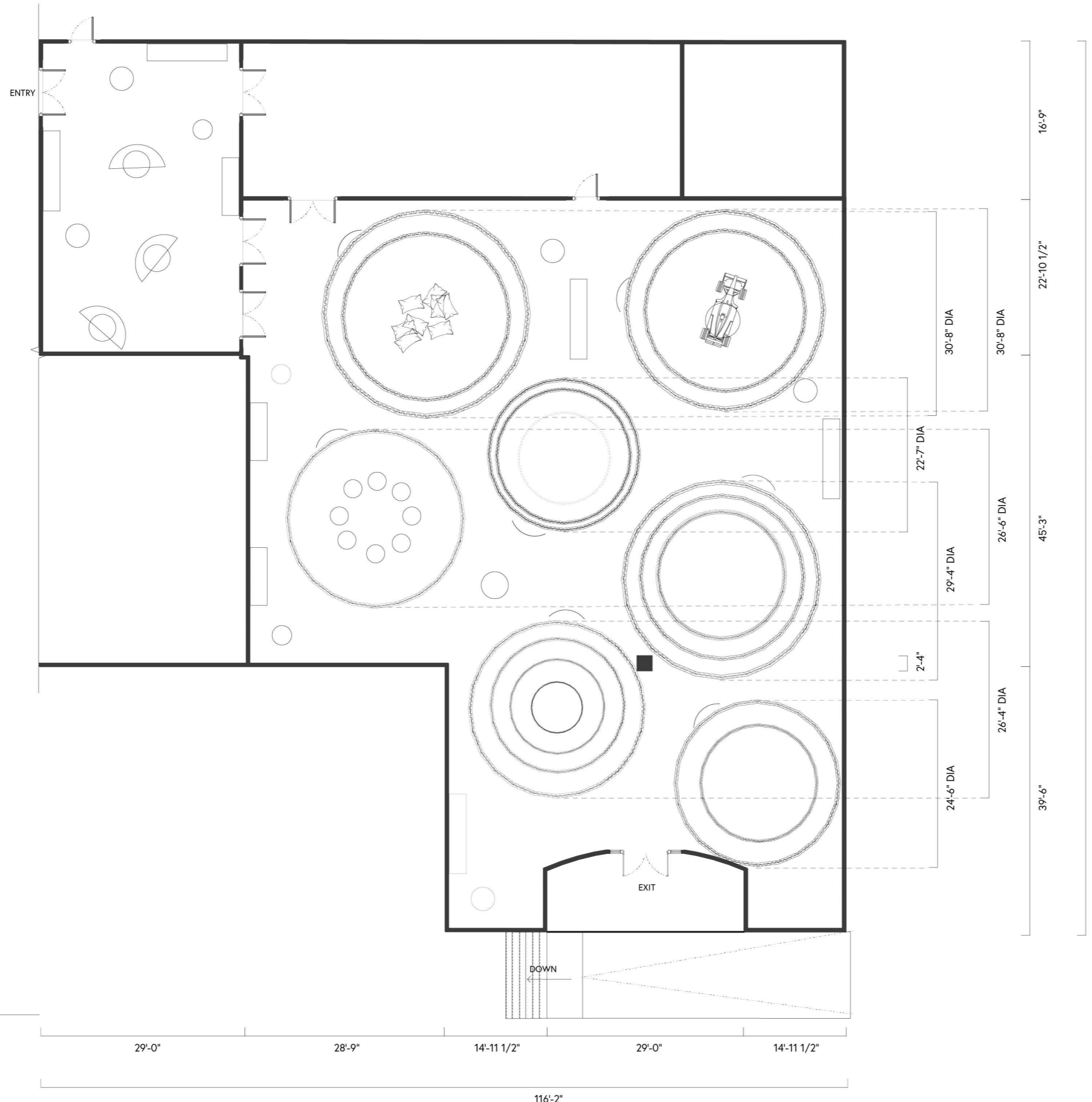
NOTES

OVERALL DIMENSIONED FLOORPLAN

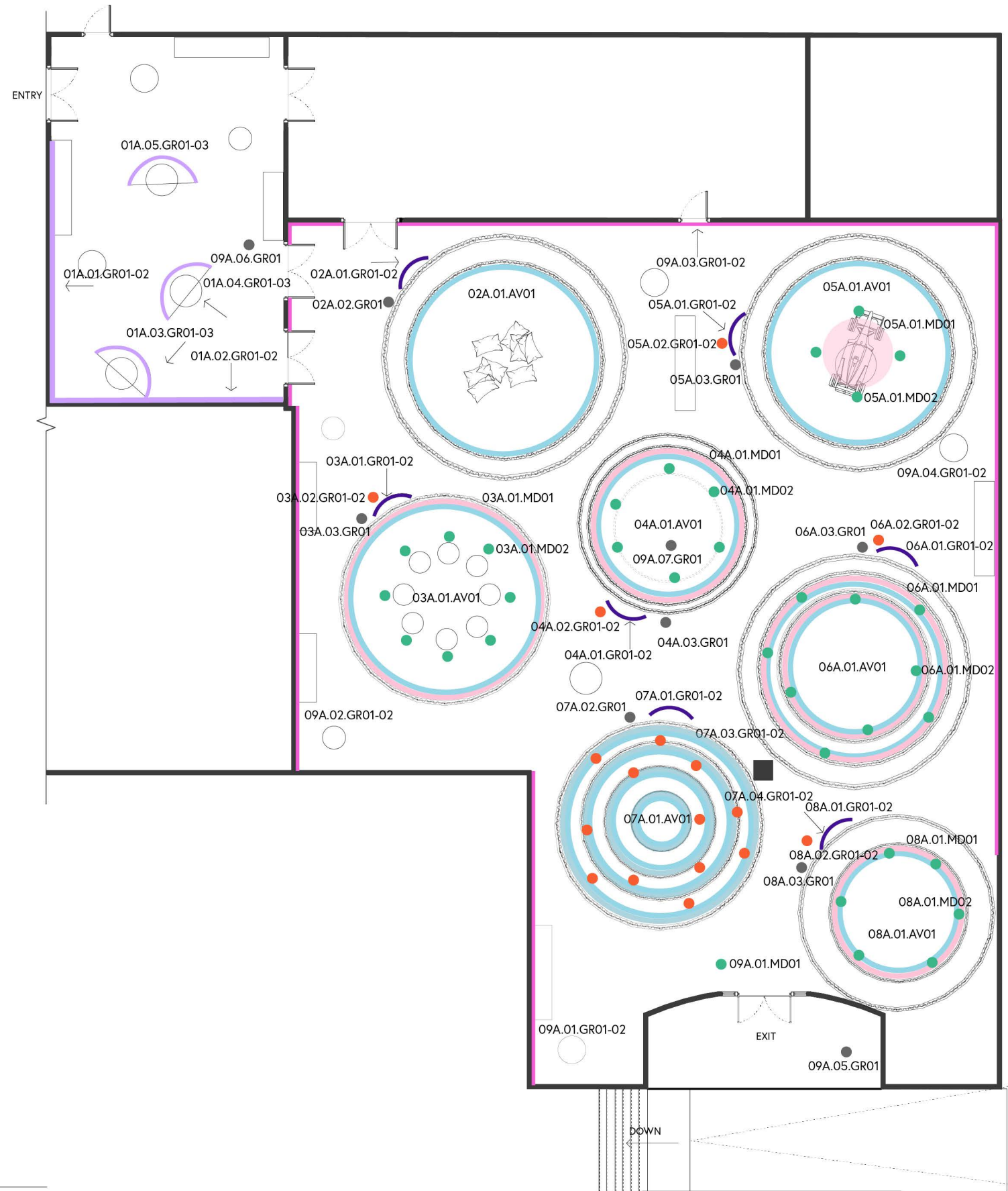
DRAWN BY NAZ ERTUGRUL

EX404

SCALE 1/16"=1'-0"



1 OVERALL DIMENSIONED FLOORPLAN
 SCALE: 1/16"=1'-0"



- A ENTRY GRAPHICS
- B AREA INTRODUCTION
- C PROJECTION GRAPHICS
- D LABELS
- E INTERACTIVE MEDIA APP
- F MURAL
- G WAYFINDING
- H INTERACTIVE MEDIA DIRECTIVES
- I EXPERIENTIAL INFOGRAPHICS

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

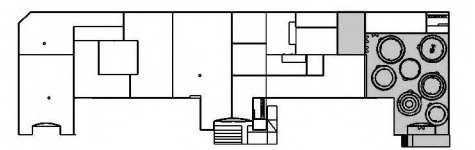
DESIGNER

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KEY PLAN



NOTES

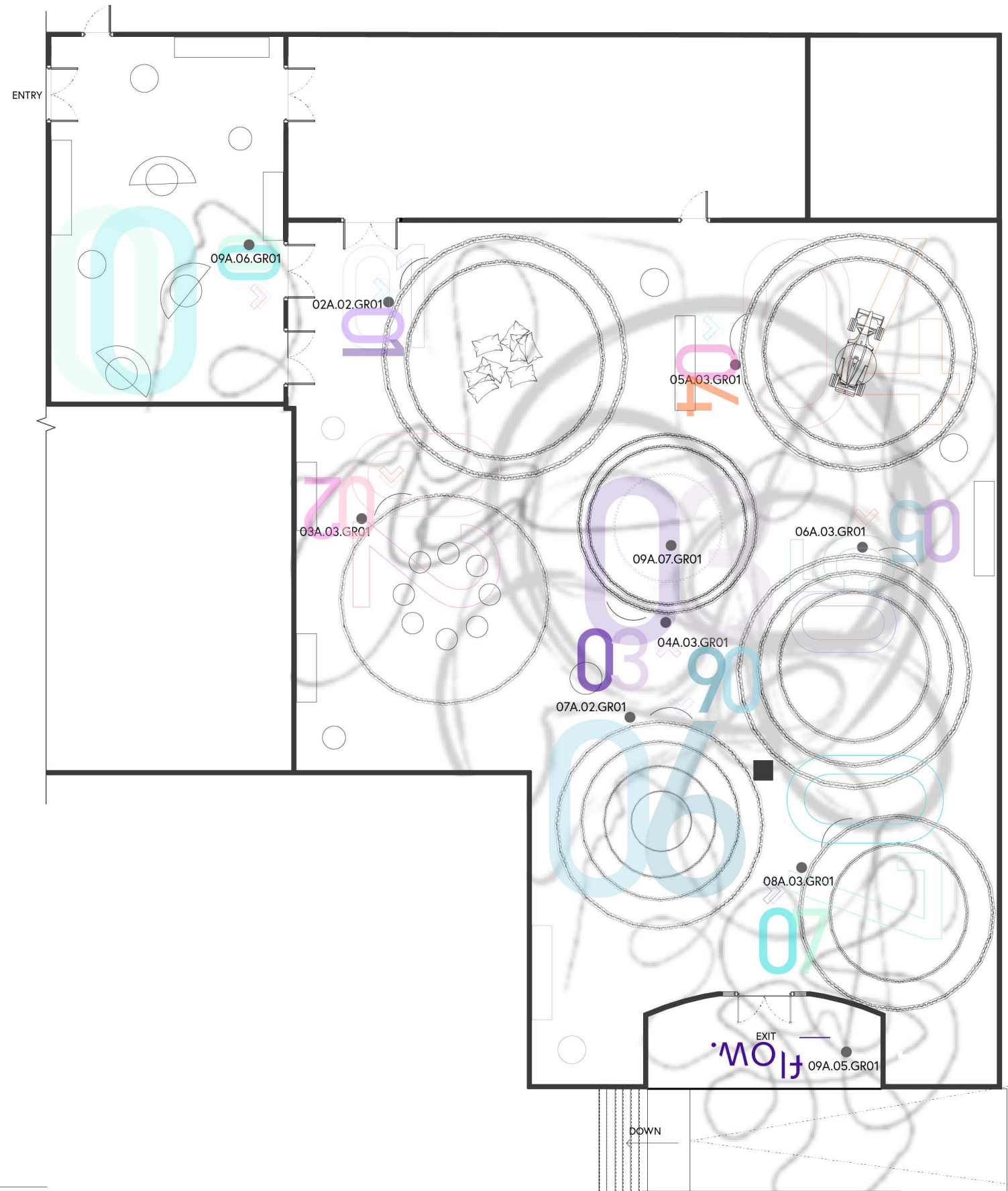
GRAPHIC LOCATION PLAN

DRAWN BY NAZ ERTUGRUL

EX405

SCALE 1/16"=1'-0"





G
WAYFINDING

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

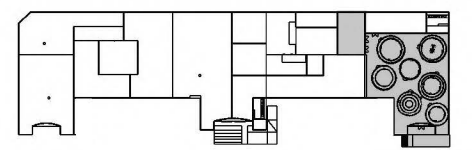
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KEY PLAN



NOTES

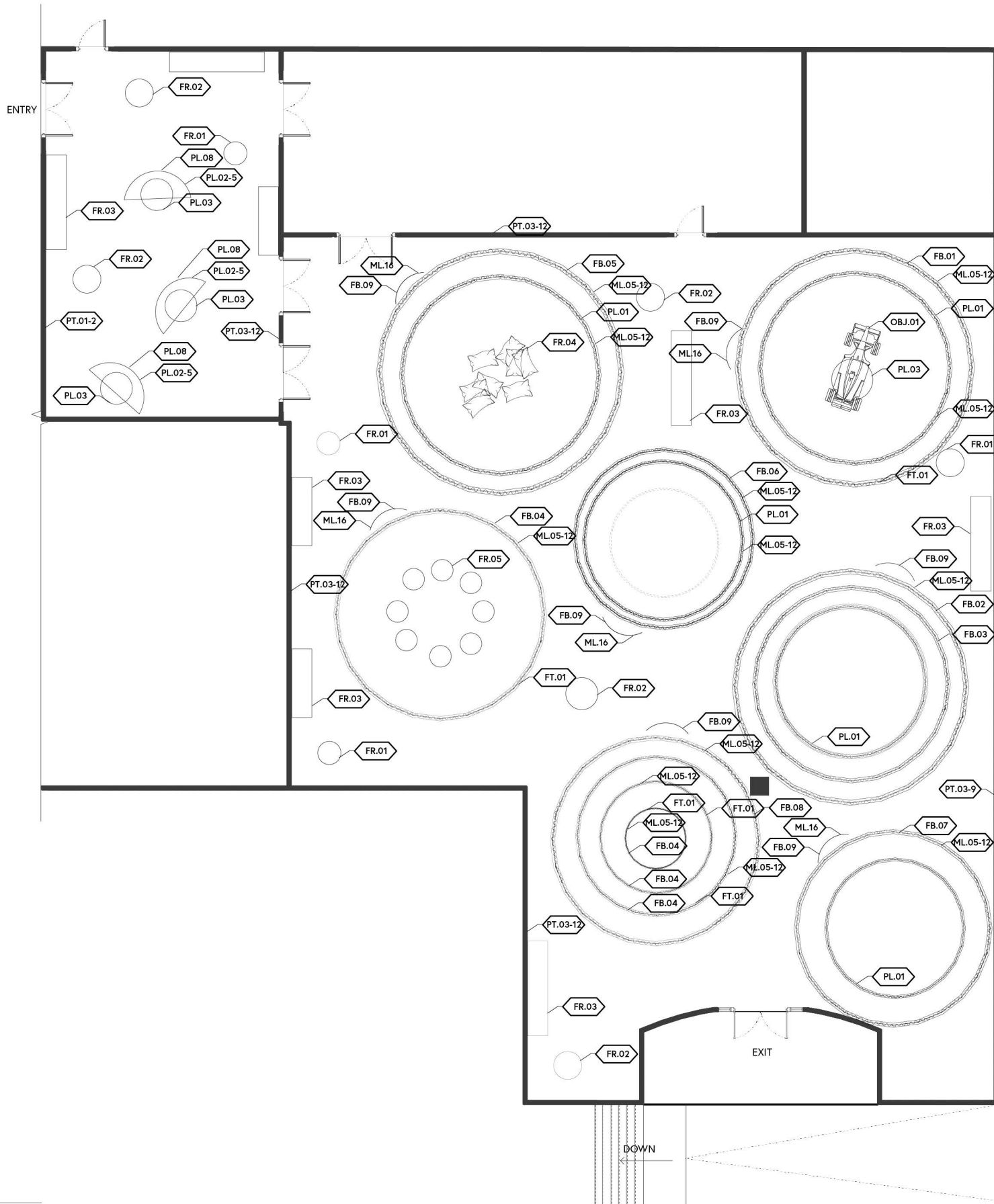
WAYFINDING GRAPHIC LOCATION PLAN

DRAWN BY NAZ ERTUGRUL

EX406

SCALE 1/16"=1'-0"





CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

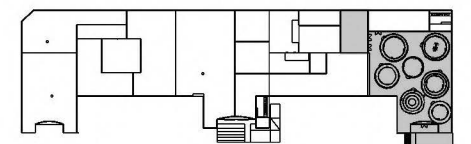
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KEY PLAN



NOTES

MATERIAL FLOORPLAN

DRAWN BY NAZ ERTUGRUL

EX407

SCALE 1/16"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

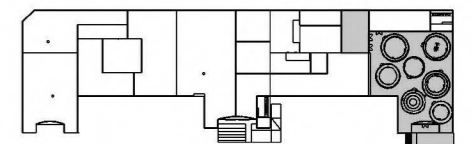
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KEY PLAN



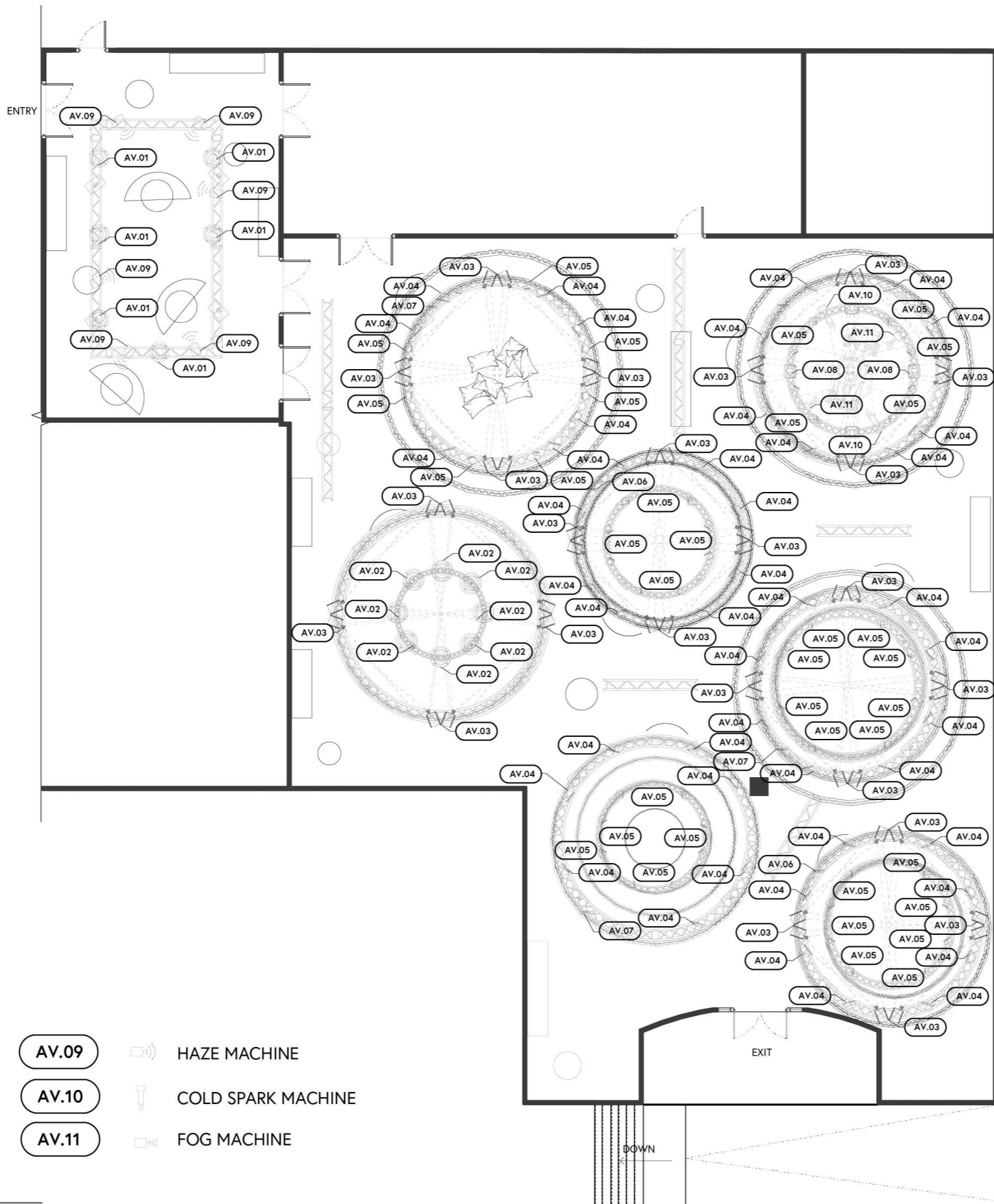
NOTES

AV PLAN

DRAWN BY NAZ ERTUGRUL

EX408.01

SCALE 1/16"=1'-0"



AV LEGEND

- AV.01 SOUND DOME WIDE
- AV.02 SOUND DOME SINGLE
- AV.03 BARCO PROJECTOR
- AV.04 X8 LARGE SPEAKER
- AV.05 5XT SMALL SPEAKER
- AV.06 SPEAKER CONTROLLER
- AV.07 SPEAKER POWER SOURCE
- AV.08 PROJECTION MAPPING
- AV.09 HAZE MACHINE
- AV.10 COLD SPARK MACHINE
- AV.11 FOG MACHINE

1 AV FLOORPLAN
 SCALE: 1/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

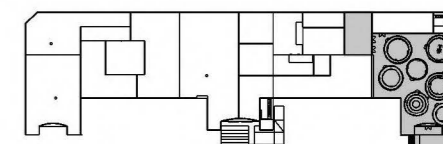
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KEY PLAN



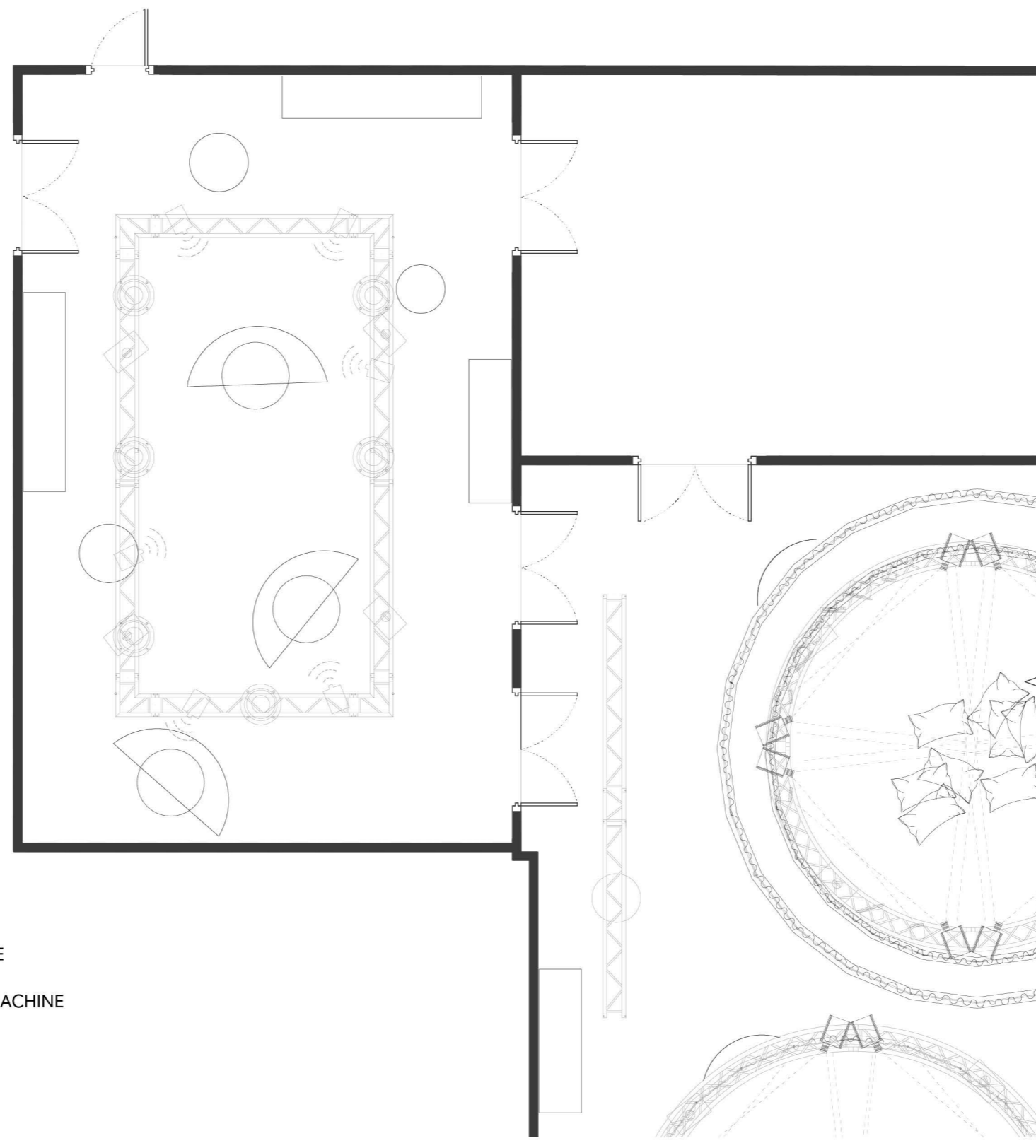
NOTES

AV PLAN

DRAWN BY NAZ ERTUGRUL

EX408.02

SCALE 1/8"=1'-0"



AV LEGEND

- AV.01 SOUND DOME WIDE
- AV.02 SOUND DOME SINGLE
- AV.03 BARCO PROJECTOR
- AV.04 X8 LARGE SPEAKER
- AV.05 5XT SMALL SPEAKER
- AV.06 SPEAKER CONTROLLER
- AV.07 SPEAKER POWER SOURCE
- AV.08 PROJECTION MAPPING
- AV.09 HAZE MACHINE
- AV.10 COLD SPARK MACHINE
- AV.11 FOG MACHINE

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

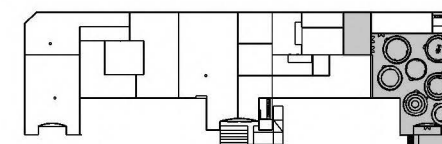
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KEY PLAN



NOTES

AV PLAN

DRAWN BY NAZ ERTUGRUL

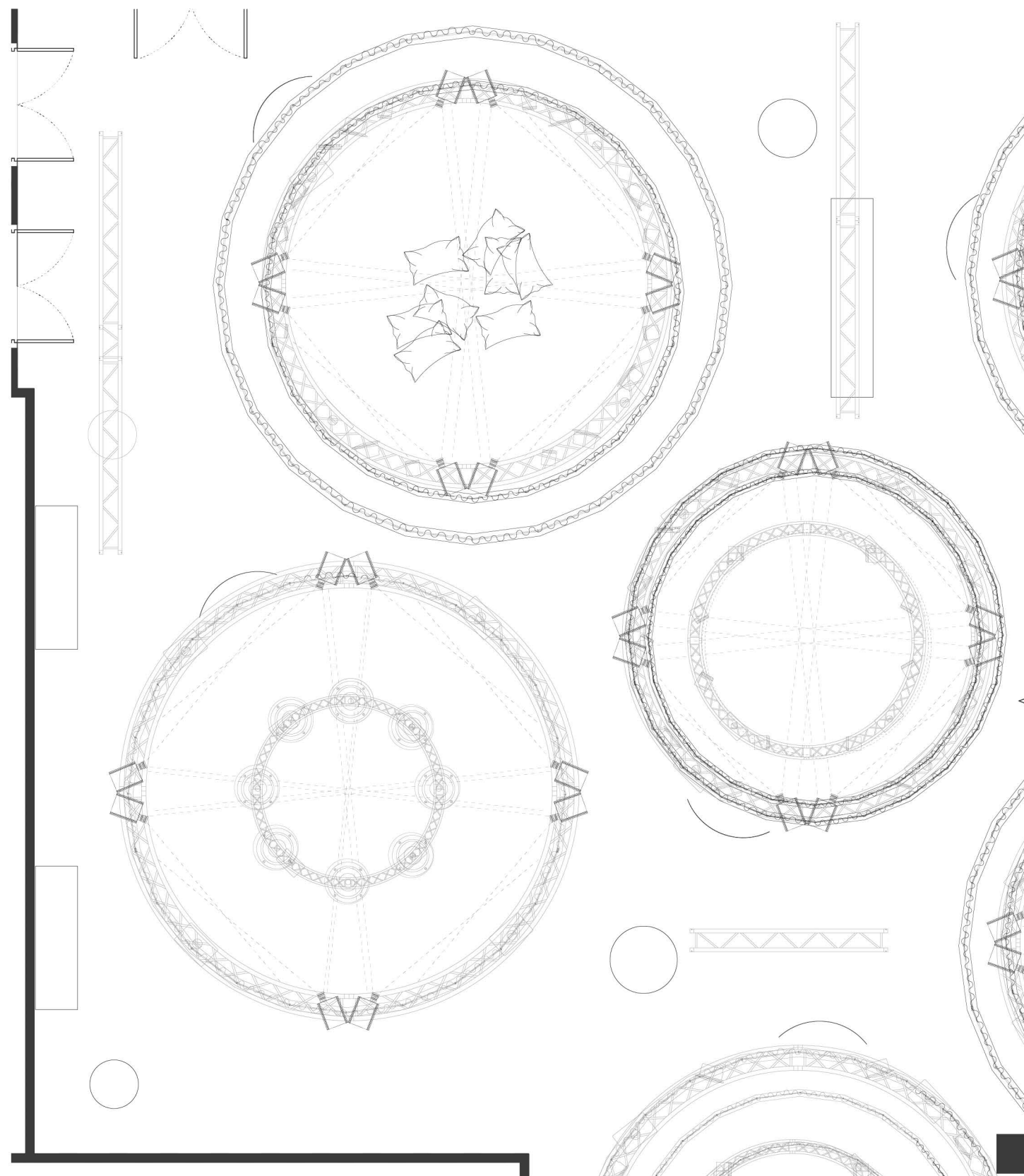
EX408.03

SCALE 1/8"=1'-0"



AV LEGEND

- AV.01 SOUND DOME WIDE
- AV.02 SOUND DOME SINGLE
- AV.03 BARCO PROJECTOR
- AV.04 X8 LARGE SPEAKER
- AV.05 5XT SMALL SPEAKER
- AV.06 SPEAKER CONTROLLER
- AV.07 SPEAKER POWER SOURCE
- AV.08 PROJECTION MAPPING
- AV.09 HAZE MACHINE
- AV.10 COLD SPARK MACHINE
- AV.11 FOG MACHINE



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

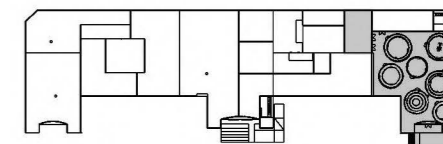
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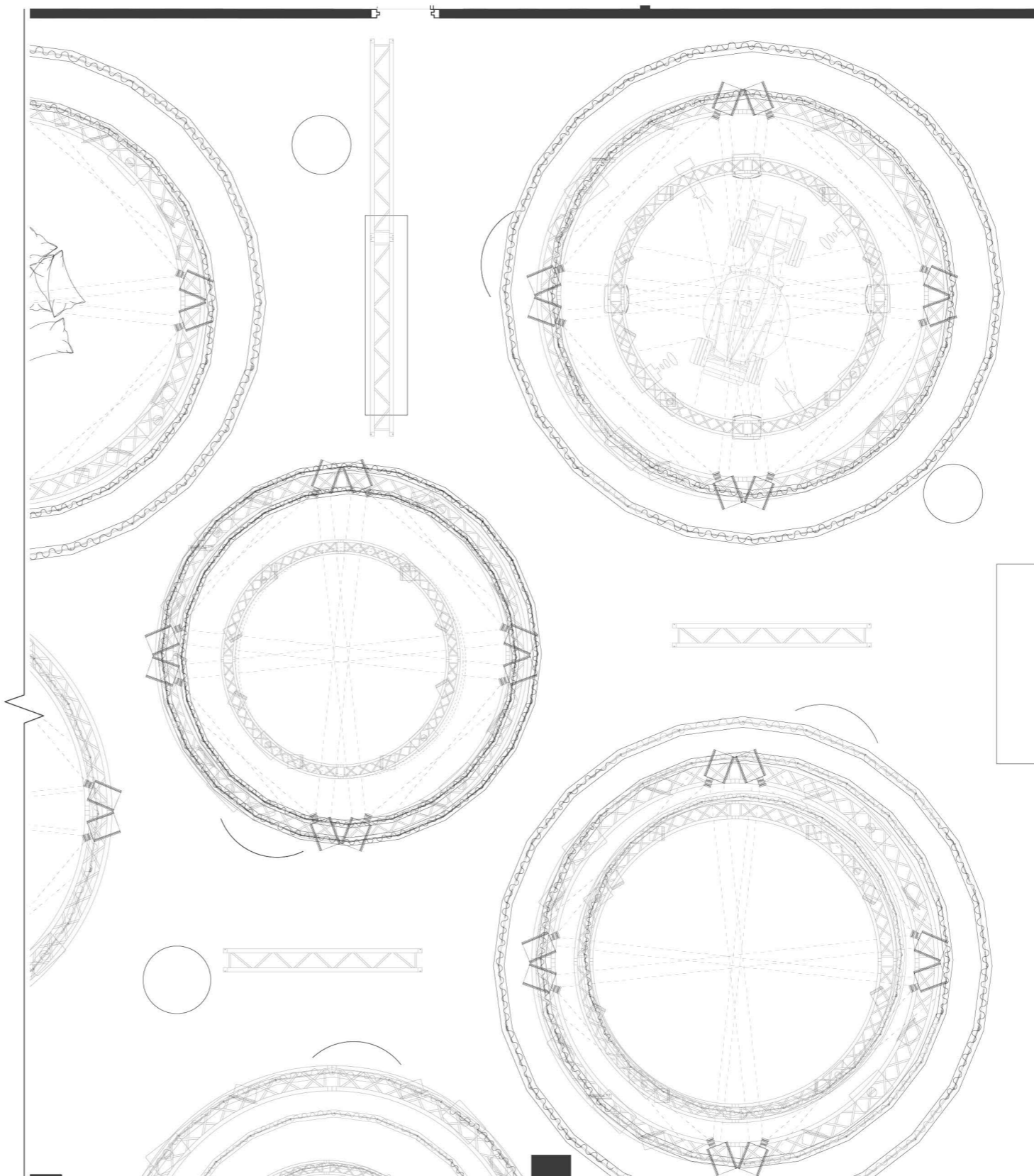
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KEY PLAN



NOTES



AV LEGEND

- AV.01 SOUND DOME WIDE
- AV.02 SOUND DOME SINGLE
- AV.03 BARCO PROJECTOR
- AV.04 X8 LARGE SPEAKER
- AV.05 5XT SMALL SPEAKER
- AV.06 SPEAKER CONTROLLER
- AV.07 SPEAKER POWER SOURCE
- AV.08 PROJECTION MAPPING
- AV.09 HAZE MACHINE
- AV.10 COLD SPARK MACHINE
- AV.11 FOG MACHINE

4 AV FLOORPLAN
 SCALE: 1/8"=1'-0"

AV PLAN

DRAWN BY NAZ ERTUGRUL

EX408.04

SCALE 1/8"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

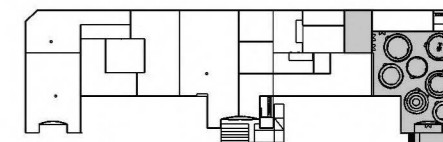
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KEY PLAN



NOTES

AV PLAN

DRAWN BY NAZ ERTUGRUL

EX408.05

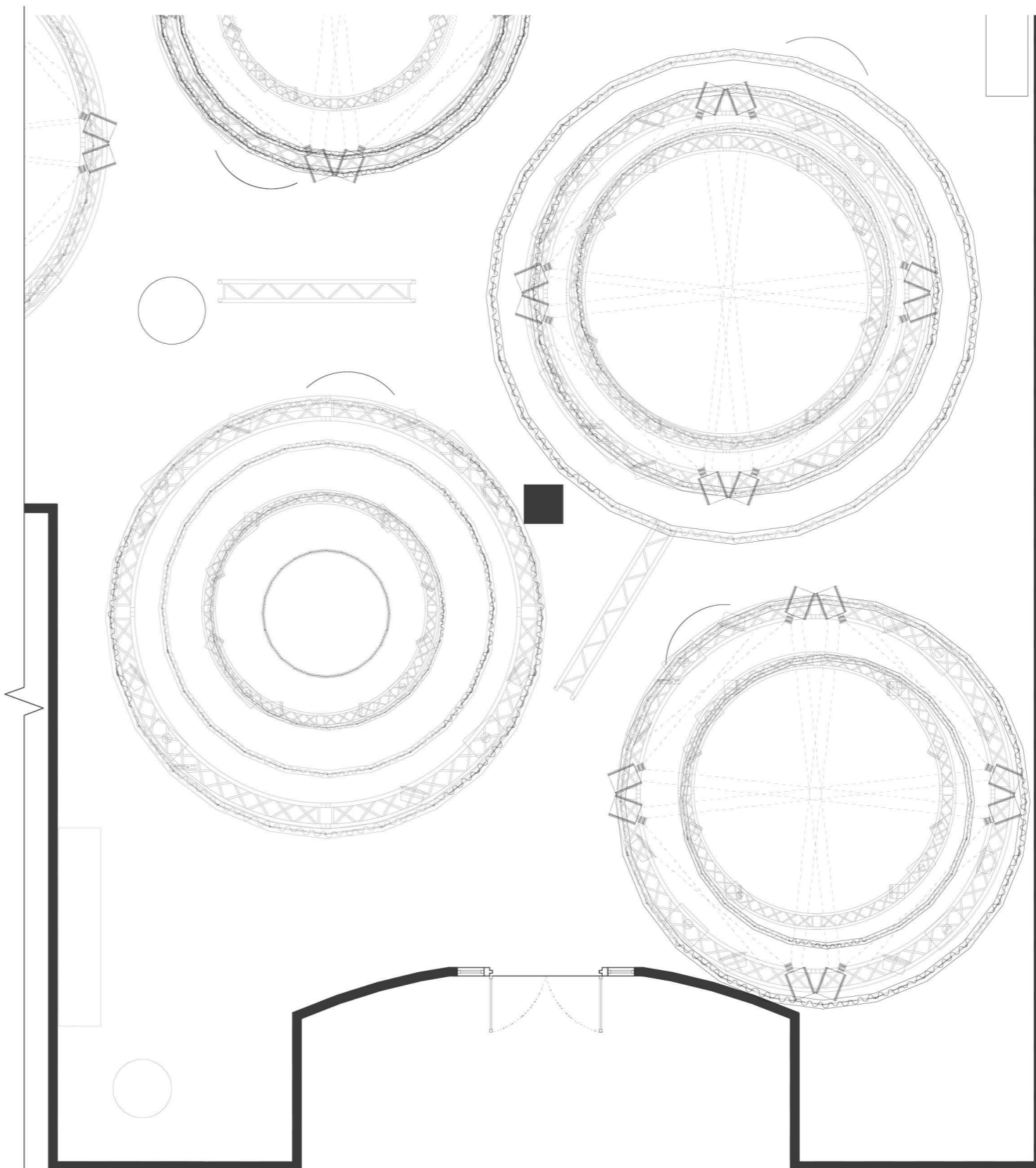
SCALE 1/8"=1'-0"



AV LEGEND

- AV.01 SOUND DOME WIDE
- AV.02 SOUND DOME SINGLE
- AV.03 BARCO PROJECTOR
- AV.04 X8 LARGE SPEAKER
- AV.05 5XT SMALL SPEAKER
- AV.06 SPEAKER CONTROLLER
- AV.07 SPEAKER POWER SOURCE
- AV.08 PROJECTION MAPPING
- AV.09 HAZE MACHINE
- AV.10 COLD SPARK MACHINE
- AV.11 FOG MACHINE

5 AV FLOORPLAN
 SCALE: 1/8"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

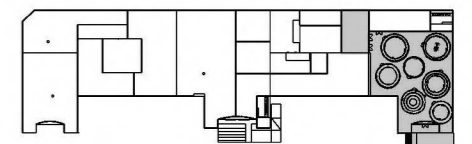
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KEY PLAN



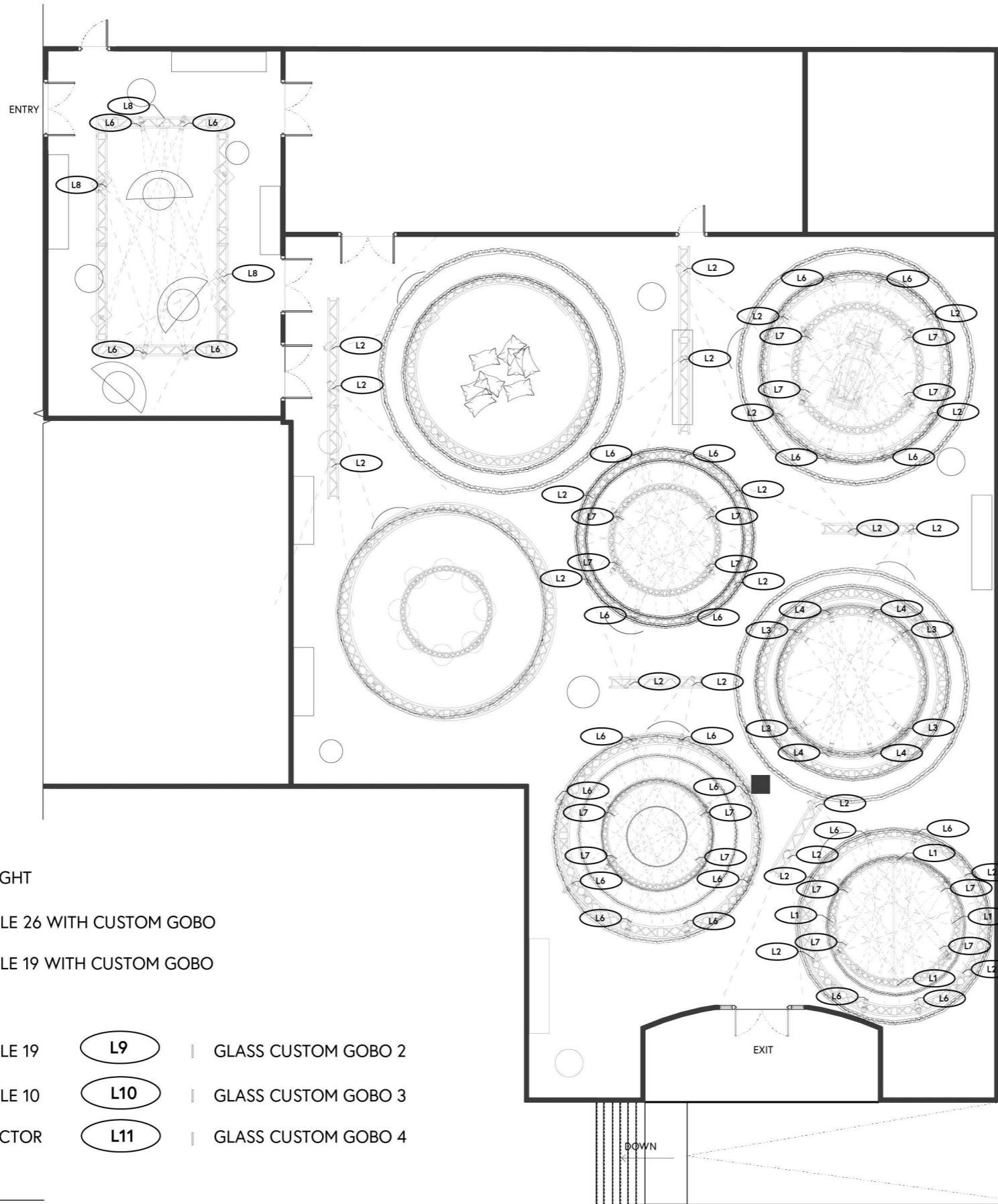
NOTES

LIGHTING PLAN

DRAWN BY NAZ ERTUGRUL

EX409.01

SCALE 1/16"=1'-0"



FIXTURE LEGEND

- L1** □ DMX RGB STROBE LIGHT
- L2** ◁ COLORADO LED WASH LIGHT
- L3** ◁ ETC LED SPOT BEAM ANGLE 26 WITH CUSTOM GOBO
- L4** ◁ ETC LED SPOT BEAM ANGLE 19 WITH CUSTOM GOBO
- L5** | GLASS CUSTOM GOBO 1
- L6** ◁ ETC LED SPOT BEAM ANGLE 19
- L7** ◁ ETC LED SPOT BEAM ANGLE 10
- L8** ◁ ROSCO X EFFECTS PROJECTOR
- L9** | GLASS CUSTOM GOBO 2
- L10** | GLASS CUSTOM GOBO 3
- L11** | GLASS CUSTOM GOBO 4

1 LIGHTING PLAN
 SCALE: 1/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artsience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

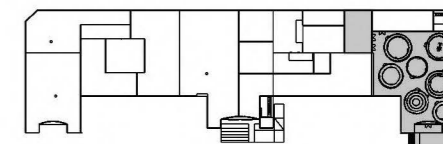
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KEY PLAN



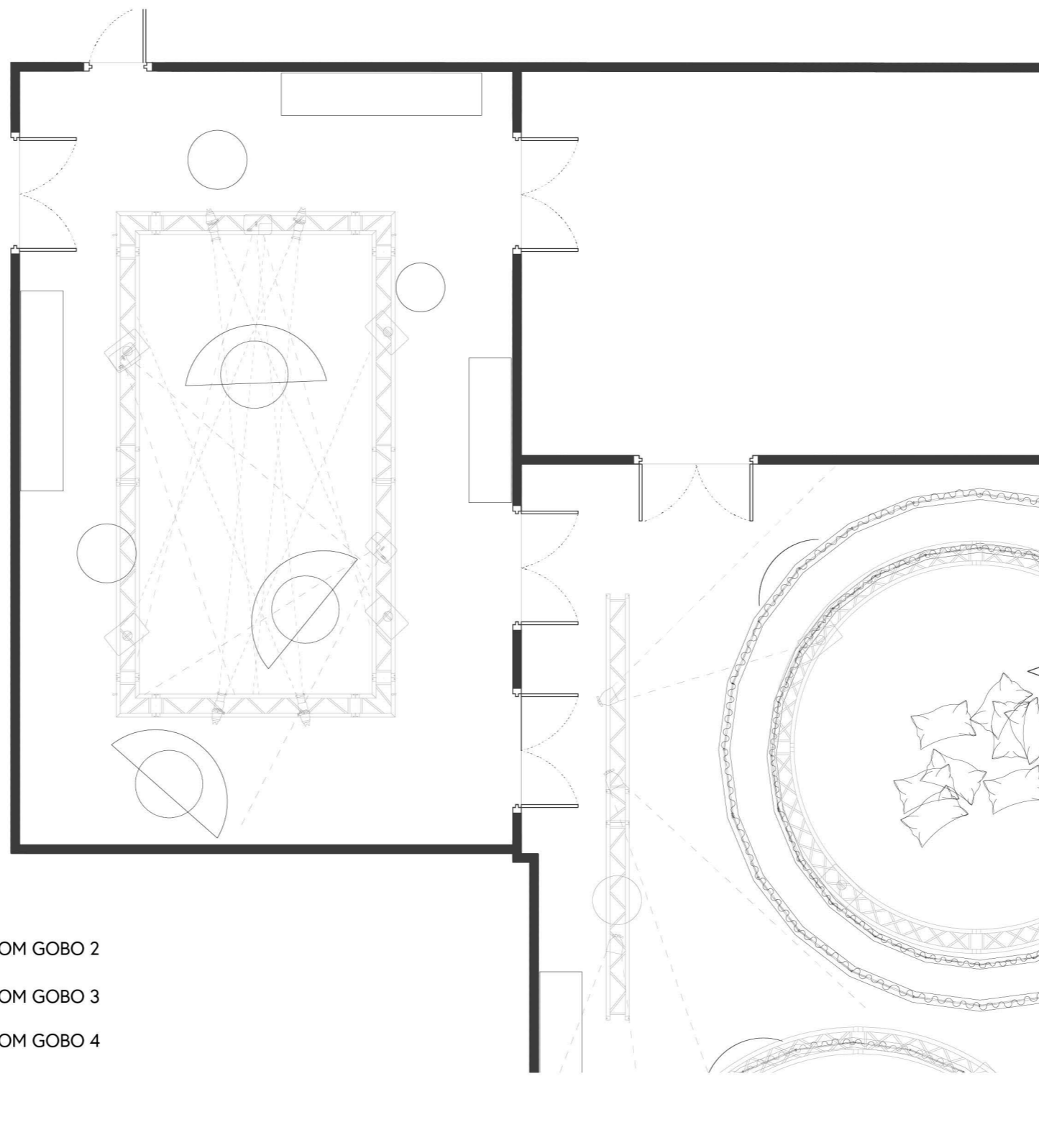
NOTES

LIGHTING PLAN

DRAWN BY NAZ ERTUGRUL

EX409.02

SCALE 1/8"=1'-0"



FIXTURE LEGEND

- L1** □ DMX RGB STROBE LIGHT
- L2** ◁ COLORADO LED WASH LIGHT
- L3** ◁ ETC LED SPOT BEAM ANGLE 26 WITH CUSTOM GOBO
- L4** ◁ ETC LED SPOT BEAM ANGLE 19 WITH CUSTOM GOBO
- L5** | GLASS CUSTOM GOBO 1
- L6** ◁ ETC LED SPOT BEAM ANGLE 19
- L7** ◁ ETC LED SPOT BEAM ANGLE 10
- L8** ◁ ROSCO X EFFECTS PROJECTOR
- L9** | GLASS CUSTOM GOBO 2
- L10** | GLASS CUSTOM GOBO 3
- L11** | GLASS CUSTOM GOBO 4

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

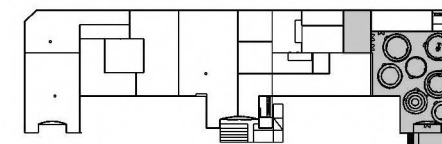
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KEY PLAN



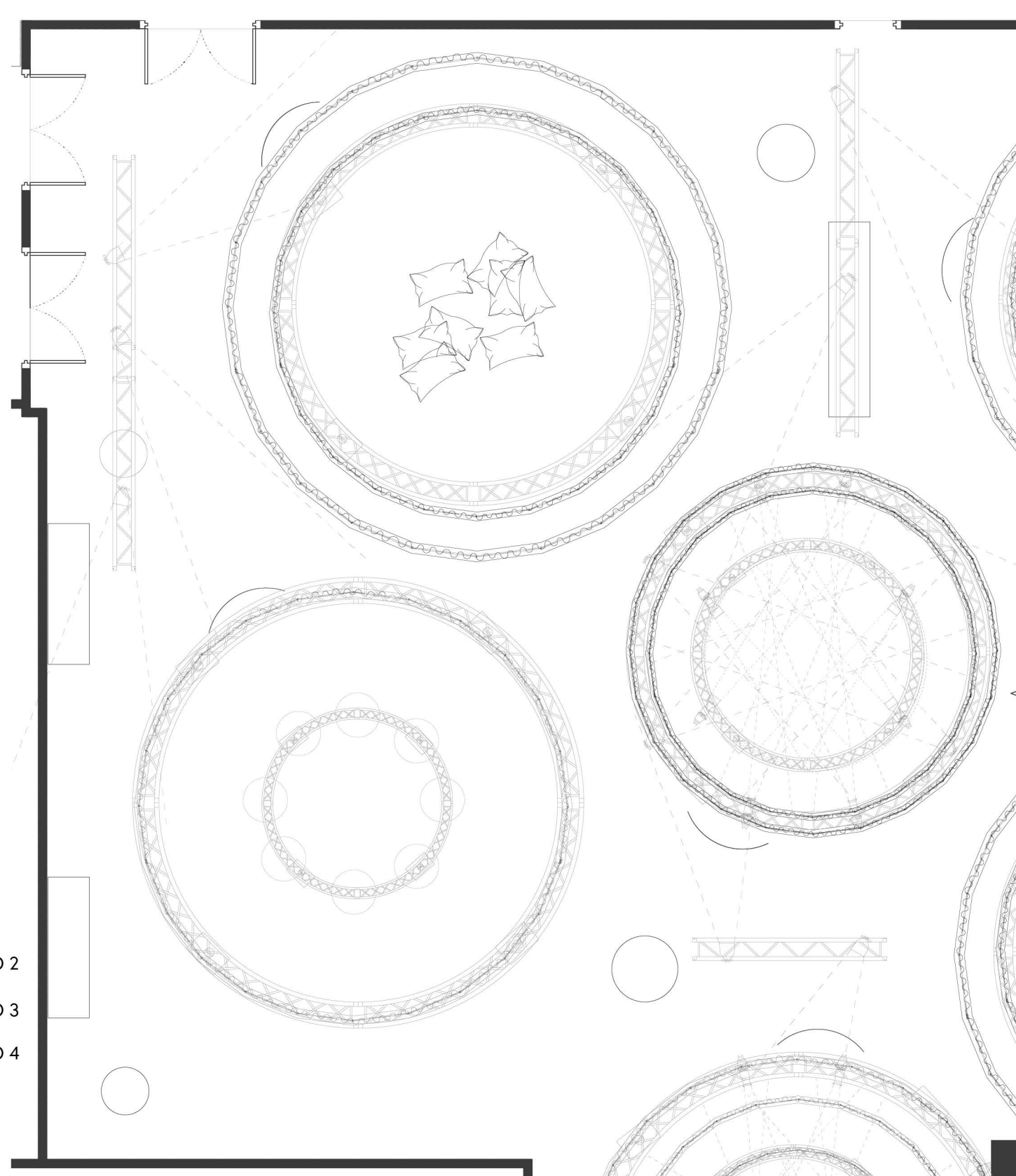
NOTES

LIGHTING PLAN

DRAWN BY NAZ ERTUGRUL

EX409.03

SCALE 1/8"=1'-0"



FIXTURE LEGEND

- L1 DMX RGB STROBE LIGHT
- L2 COLORADO LED WASH LIGHT
- L3 ETC LED SPOT BEAM ANGLE 26 WITH CUSTOM GOBO
- L4 ETC LED SPOT BEAM ANGLE 19 WITH CUSTOM GOBO
- L5 GLASS CUSTOM GOBO 1
- L6 ETC LED SPOT BEAM ANGLE 19
- L7 ETC LED SPOT BEAM ANGLE 10
- L8 ROSCO X EFFECTS PROJECTOR
- L9 GLASS CUSTOM GOBO 2
- L10 GLASS CUSTOM GOBO 3
- L11 GLASS CUSTOM GOBO 4

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

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

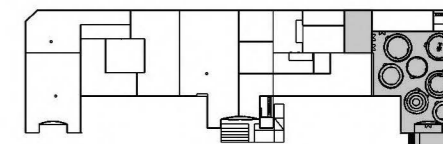
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KEY PLAN



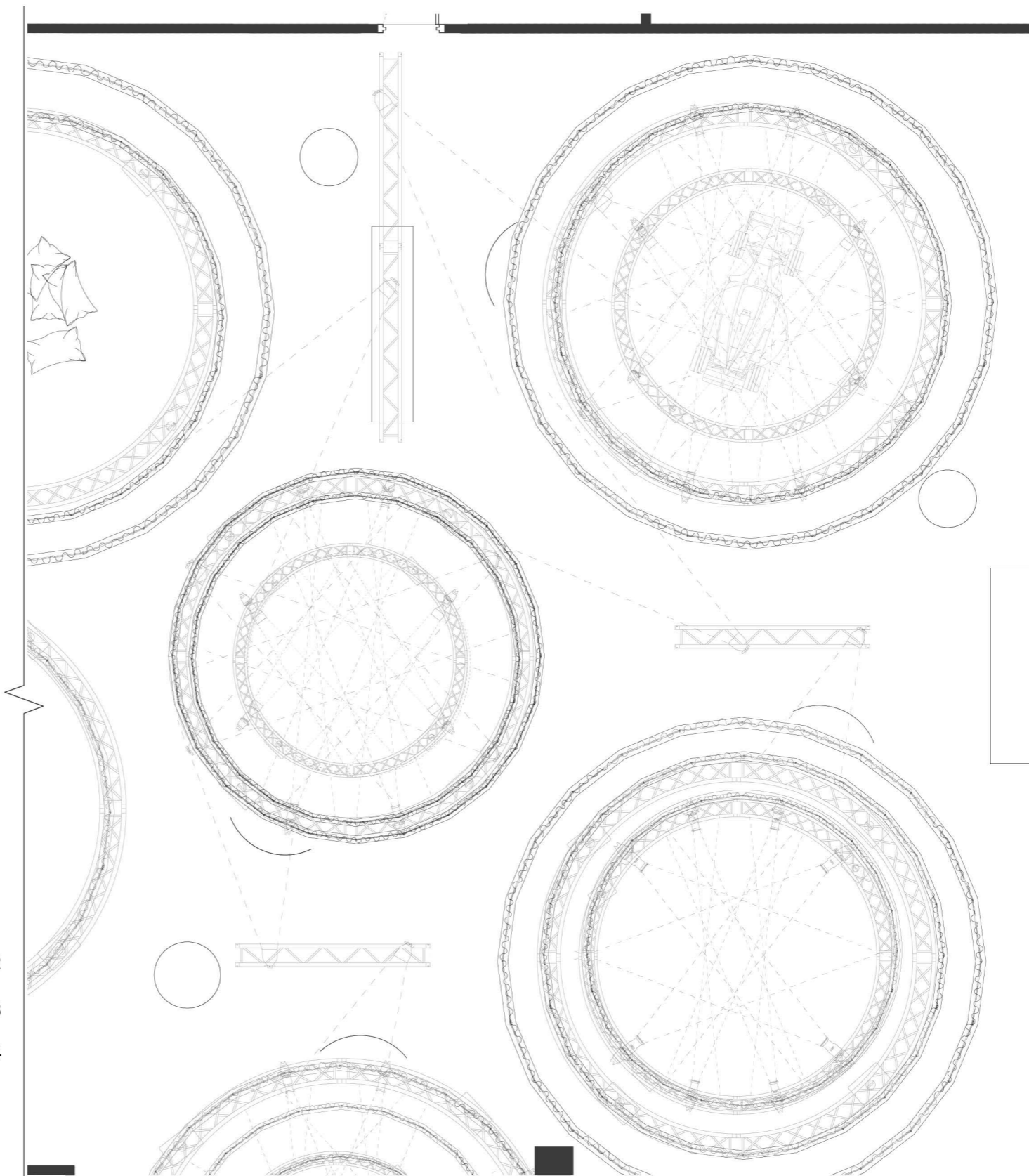
NOTES

LIGHTING PLAN

DRAWN BY NAZ ERTUGRUL

EX409.04

SCALE 1/8"=1'-0"



FIXTURE LEGEND

- L1 □ DMX RGB STROBE LIGHT
- L2 ◁ COLORADO LED WASH LIGHT
- L3 ◁ ETC LED SPOT BEAM ANGLE 26 WITH CUSTOM GOBO
- L4 ◁ ETC LED SPOT BEAM ANGLE 19 WITH CUSTOM GOBO
- L5 | GLASS CUSTOM GOBO 1
- L6 ◁ ETC LED SPOT BEAM ANGLE 19
- L7 ◁ ETC LED SPOT BEAM ANGLE 10
- L8 ◁ ROSCO X EFFECTS PROJECTOR
- L9 | GLASS CUSTOM GOBO 2
- L10 | GLASS CUSTOM GOBO 3
- L11 | GLASS CUSTOM GOBO 4

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artsience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

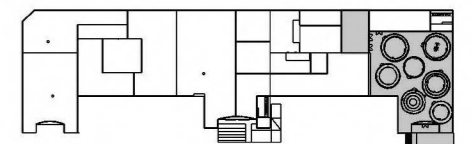
DESIGNER

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KEY PLAN



NOTES

LIGHTING PLAN

DRAWN BY NAZ ERTUGRUL

EX409.05

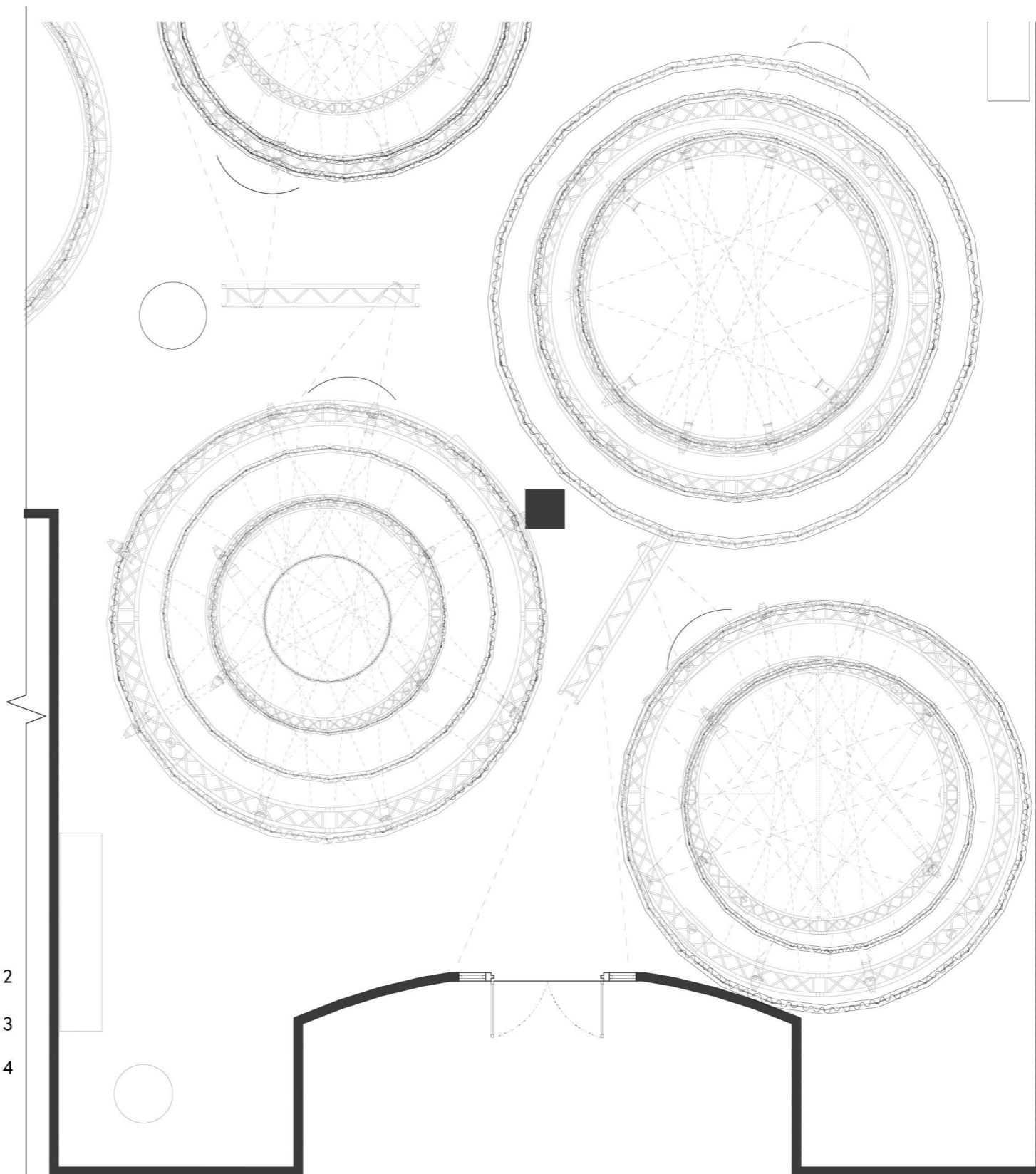
SCALE 1/8"=1'-0"



FIXTURE LEGEND

- L1 □ DMX RGB STROBE LIGHT
- L2 ◁ COLORADO LED WASH LIGHT
- L3 ◁ ETC LED SPOT BEAM ANGLE 26 WITH CUSTOM GOBO
- L4 ◁ ETC LED SPOT BEAM ANGLE 19 WITH CUSTOM GOBO
- L5 | GLASS CUSTOM GOBO 1
- L6 ◁ ETC LED SPOT BEAM ANGLE 19
- L7 ◁ ETC LED SPOT BEAM ANGLE 10
- L8 ◁ ROSCO X EFFECTS PROJECTOR
- L9 | GLASS CUSTOM GOBO 2
- L10 | GLASS CUSTOM GOBO 3
- L11 | GLASS CUSTOM GOBO 4

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



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

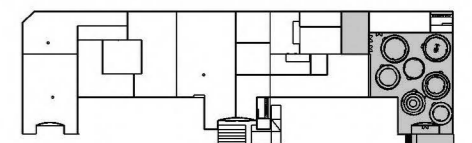
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KEY PLAN



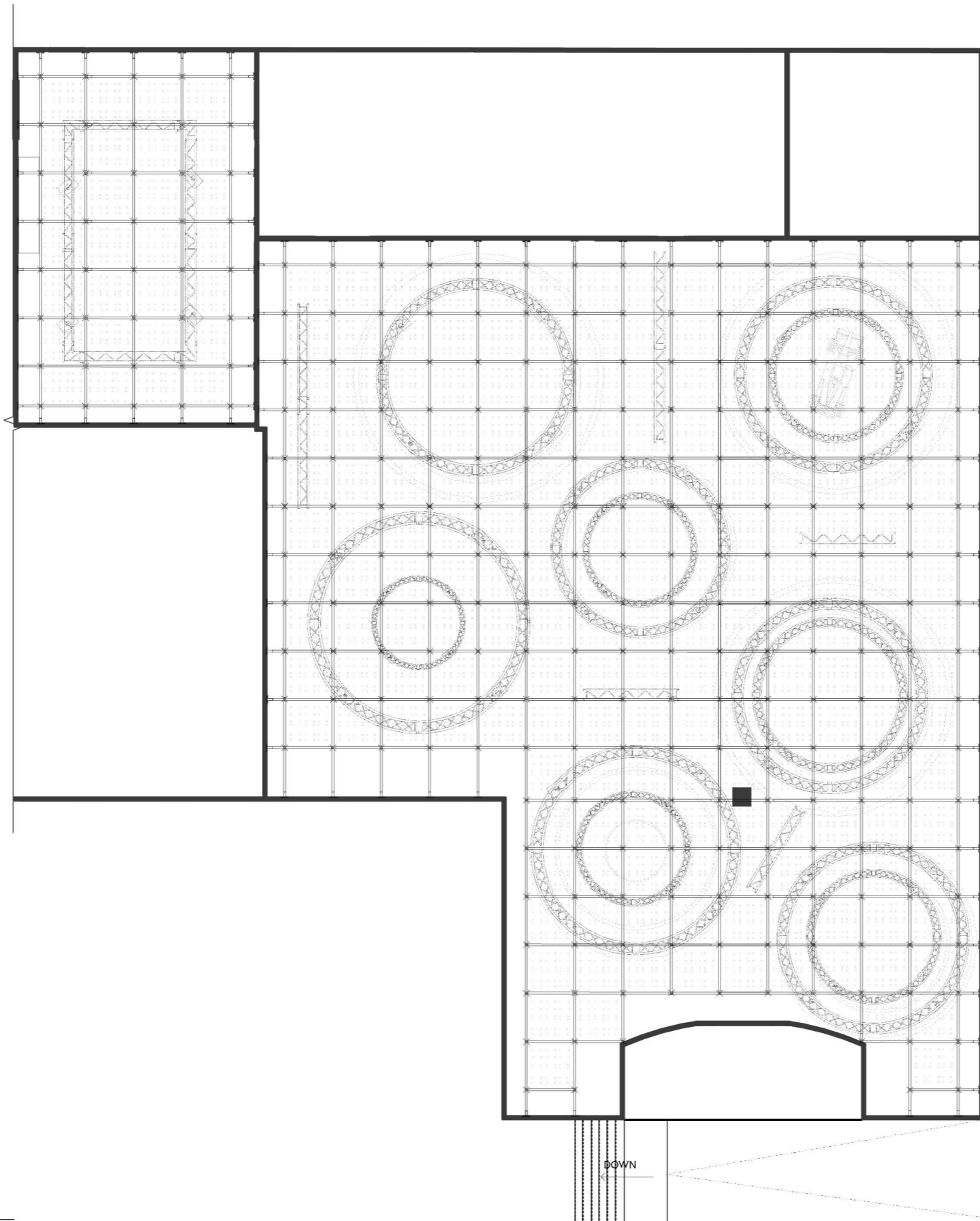
NOTES

RCP

DRAWN BY NAZ ERTUGRUL

EX410

SCALE 1/16"=1'-0"



1 RCP
 SCALE: 1/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

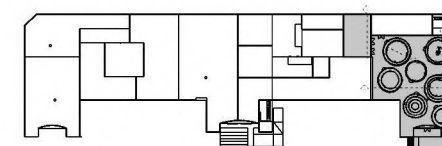
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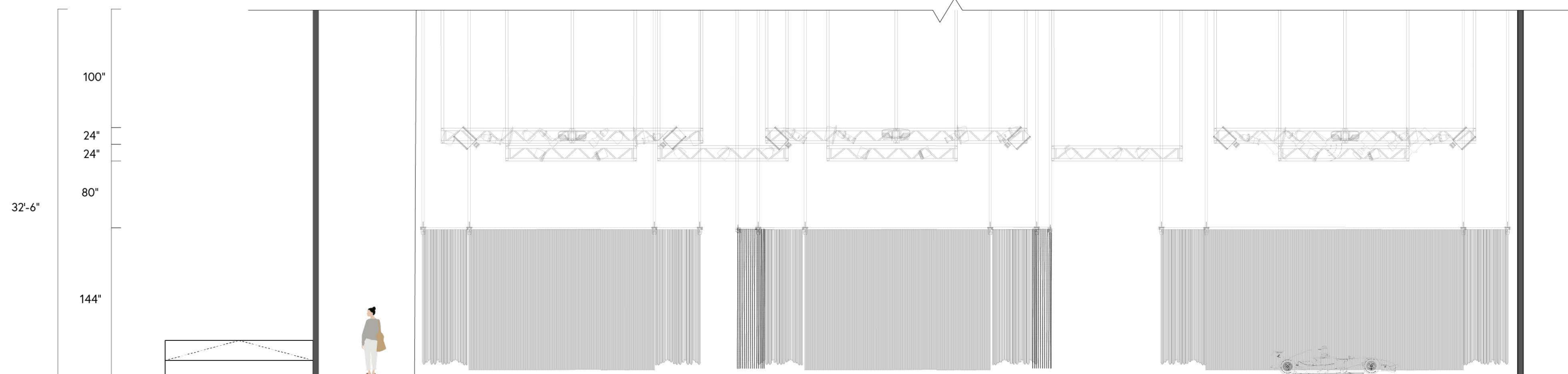
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KEY PLAN



NOTES

116'-0"



1

WEST WALL SECTION ELEVATION
 SCALE: 1/8"=1'-0"

SECTION ELEVATIONS

DRAWN BY NAZ ERTUGRUL

EX411

SCALE 1/8"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

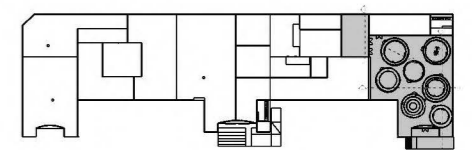
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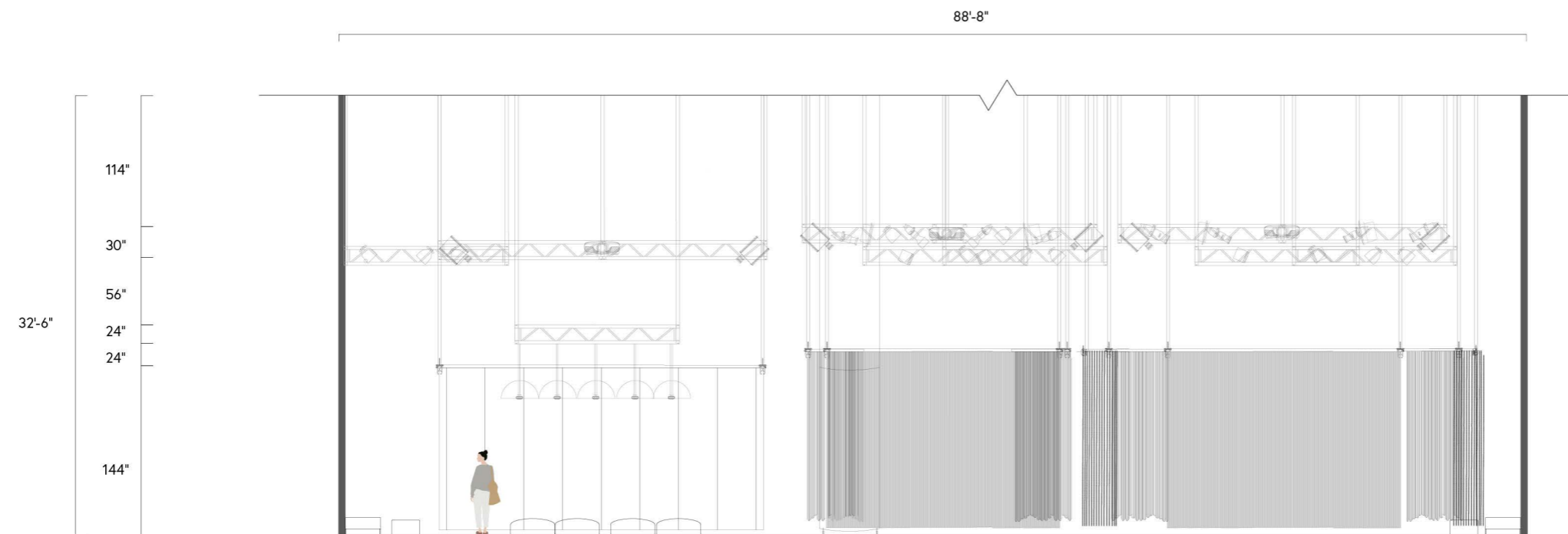
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KEY PLAN



NOTES



SECTION ELEVATIONS

DRAWN BY NAZ ERTUGRUL

EX412

SCALE 1/8"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

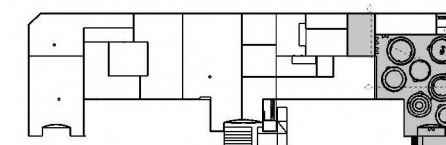
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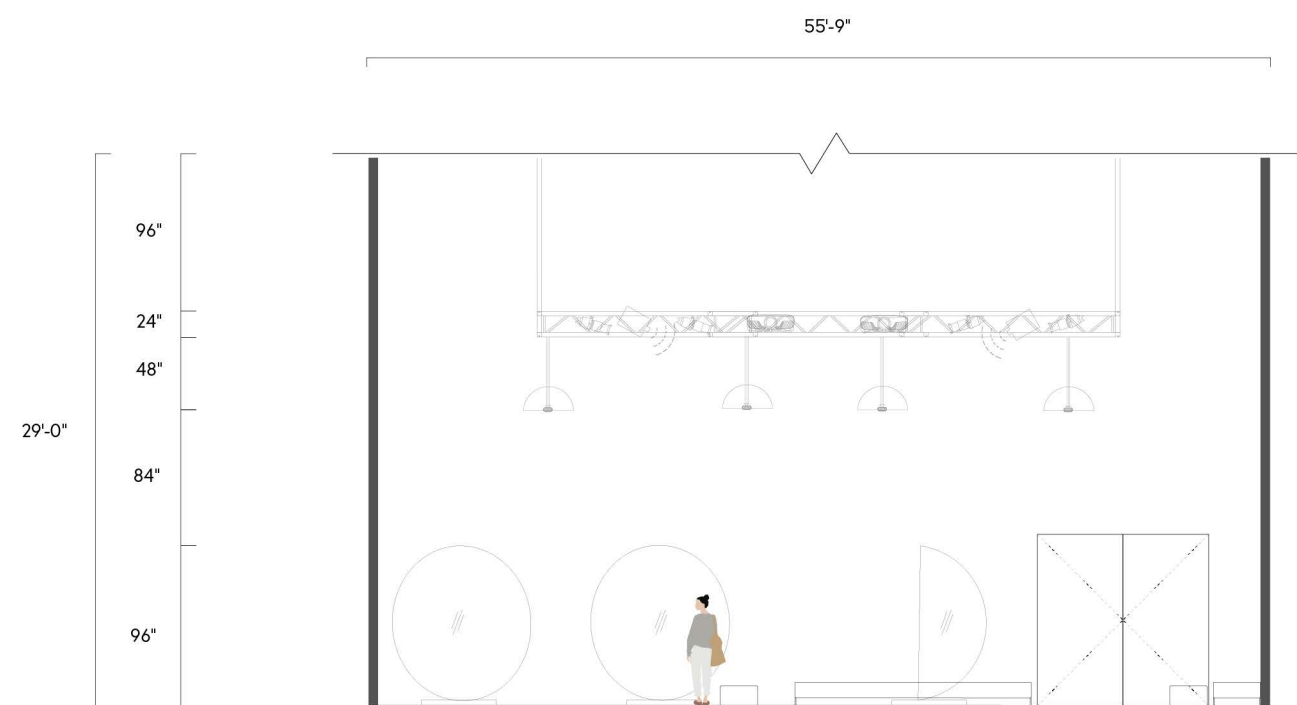
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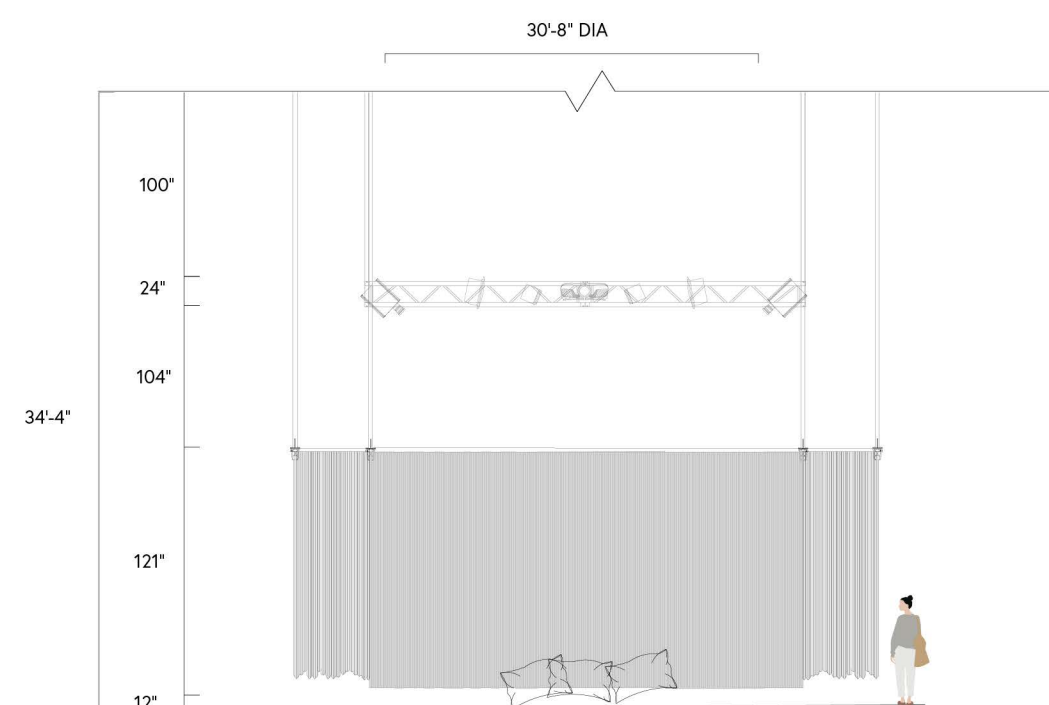
KEY PLAN



NOTES



3 ENTRY NORTH WALL SECTION ELEVATION
 SCALE: 1/8"=1'-0"



4 THEME AREA 1 SECTION ELEVATION
 SCALE: 1/8"=1'-0"

SECTION ELEVATIONS

DRAWN BY NAZ ERTUGRUL

EX413

SCALE 1/8"=1'-0"





FX 50U GRAPHICS _____.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

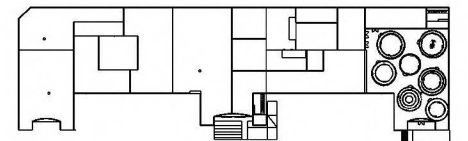
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KEY PLAN



NOTES

VISUAL IDENTITY

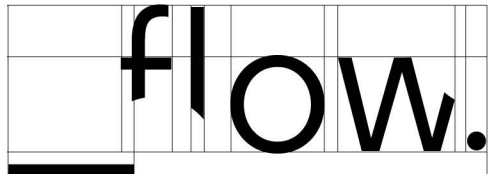
DRAWN BY NAZ ERTUGRUL

EX501.01

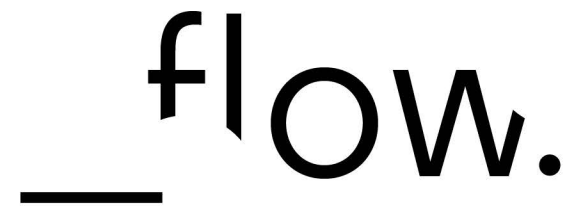
SCALE NTS



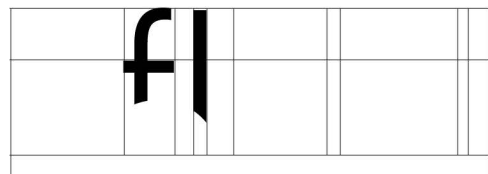
PRIMARY LOGO



1" LOGO



SECONDARY LOGO



1" LOGO



The negative space created with circular knockouts in the graphics becomes the positive space in the physical design which then creates a metaphor for the cycle that shows the metamorphosis of the headspace in time as flow state is present. The different placement of the knockouts references the loose and natural aesthetic that characterizes the richness of the flow experience.

flow.

flow.

fl

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

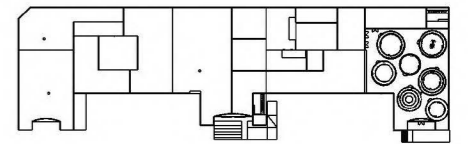
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KEY PLAN



NOTES

VISUAL IDENTITY

DRAWN BY NAZ ERTUGRUL

EX501.02

SCALE

NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

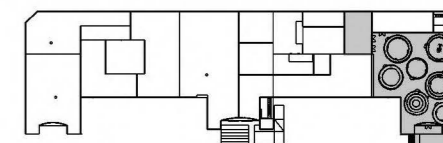
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KEY PLAN



NOTES

PRIMARY GRAPHIC LOOK & FEEL

DRAWN BY NAZ ERTUGRUL

EX502

SCALE NTS



FLOW

Flow celebrates women from all around the world who flow together to accomplish and grow closer through the language of sport. So let her flow.

EMOTIONS IN MOTION
EMOTIONS IN MOTION
EMOTIONS IN MOTION



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

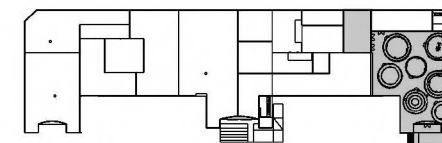
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KEY PLAN



NOTES

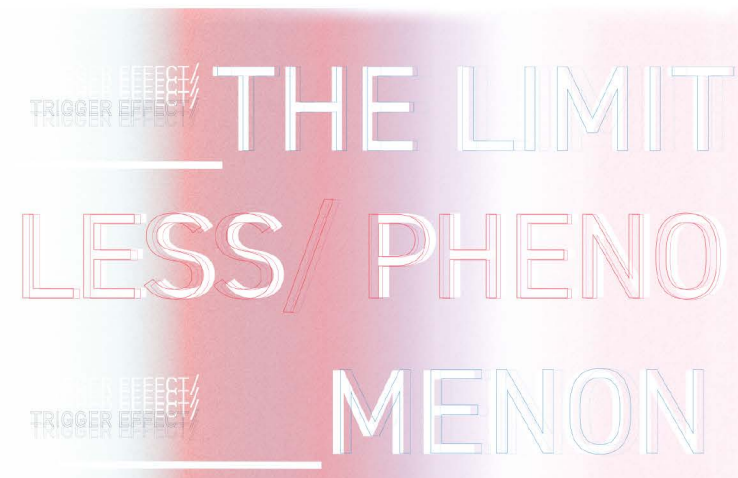
SECONDARY GRAPHIC LOOK & FEEL

DRAWN BY NAZ ERTUGRUL

EX503

SCALE

NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

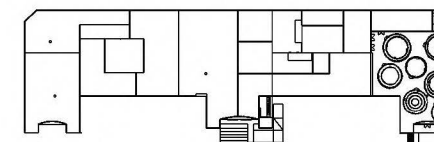
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KEY PLAN



NOTES

TYPE STUDY

DRAWN BY NAZ ERTUGRUL

EX504.01

SCALE

NTS



LOGO TEXT

Soleil, Regular, 14 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE TEXT

DIN 2014, Regular, 14 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEAD & BODY TEXT

Europa, Regular, 14 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A tranquil and fresh geometric sans font family for clear text and headlines.
Designed by Wolfgang Homola.

DIN 2014 is a contemporary version of a well-known DIN Typeface. The regular performs well in long text settings. Designed by Vasily Biryukov.

Europa is a modern sans serif combining geometric reduction and humanistic vitality. Its name refersto the inspirational origins, two popular European typefaces: the geometrical Futura and the humanistic Gill Sans. Designed by Fabian Leuenberger.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

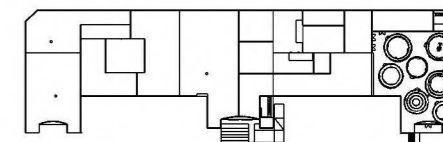
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KEY PLAN



NOTES

TYPE STUDY

DRAWN BY NAZ ERTUGRUL

EX504.02

SCALE

NTS



IN THE ZONE

shift your gear into motion

The typography and punctuation are used in a manner to support the effect of continuity and movement through symbols and shapes. The intended effect is also present on the page through different approaches, such as the rounded cut-out parts of the lettering, the shadowing effect, as well as the overlay of phrases in the subhead to add dimension and give an active feel.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

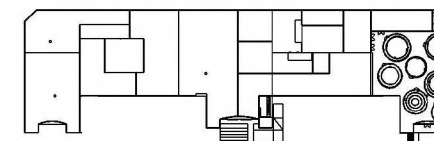
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KEY PLAN



NOTES

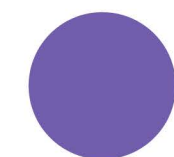
COLOR PALETTE

DRAWN BY NAZ ERTUGRUL

EX505

SCALE

NTS



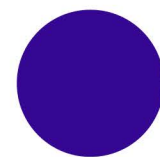
PANTONE VIOLET U



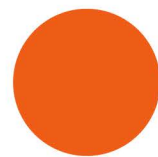
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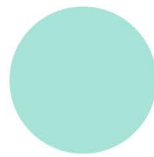
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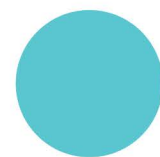
PANTONE VIOLET C



PANTONE ORANGE 021 C



PANTONE GREEN 0921 C



PANTONE 319 C



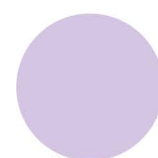
PANTONE BRIGHT GREEN C



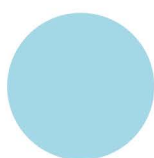
PANTONE COOL GREY 10C



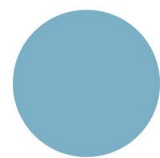
PANTONE COOL GREY 1C



PANTONE 263 C



PANTONE 304 C



PANTONE 7458 C



PANTONE 182C

The colors forming the color palette represent the nine dimensions of Czikszenmihalyi's explanation for the thorough flow experience. Therefore, the variety in the color scheme that eventually evolve into a gradient scale it displays the nine dimensions merging into a single reality and completing the full cycle of flow as a person is performing a task by being in the zone.

flow.



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: ArtsScience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

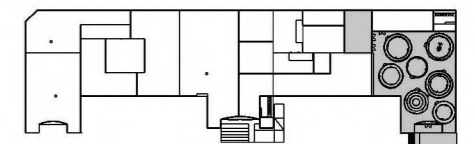
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KEY PLAN



NOTES

COLLATERAL

DRAWN BY NAZ ERTUGRUL

EX506

SCALE

NTS



_flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

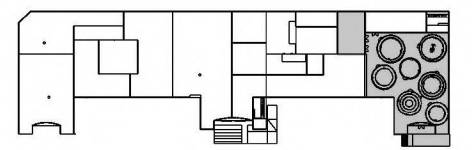
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KEY PLAN



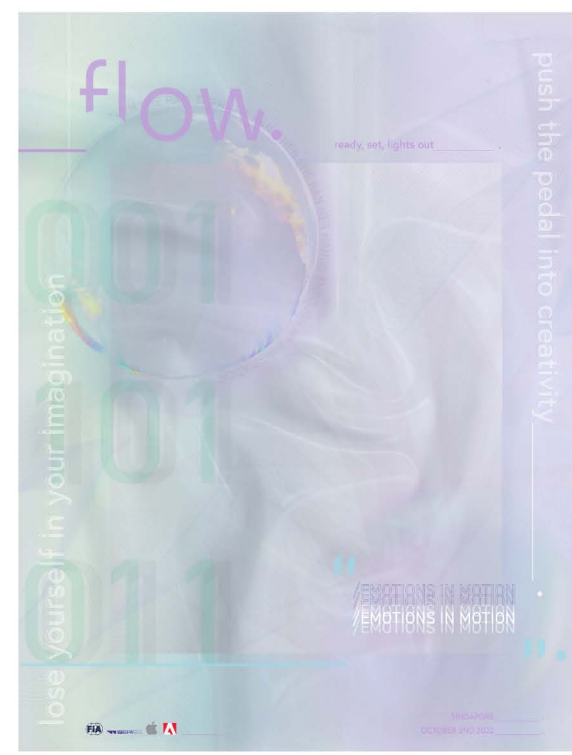
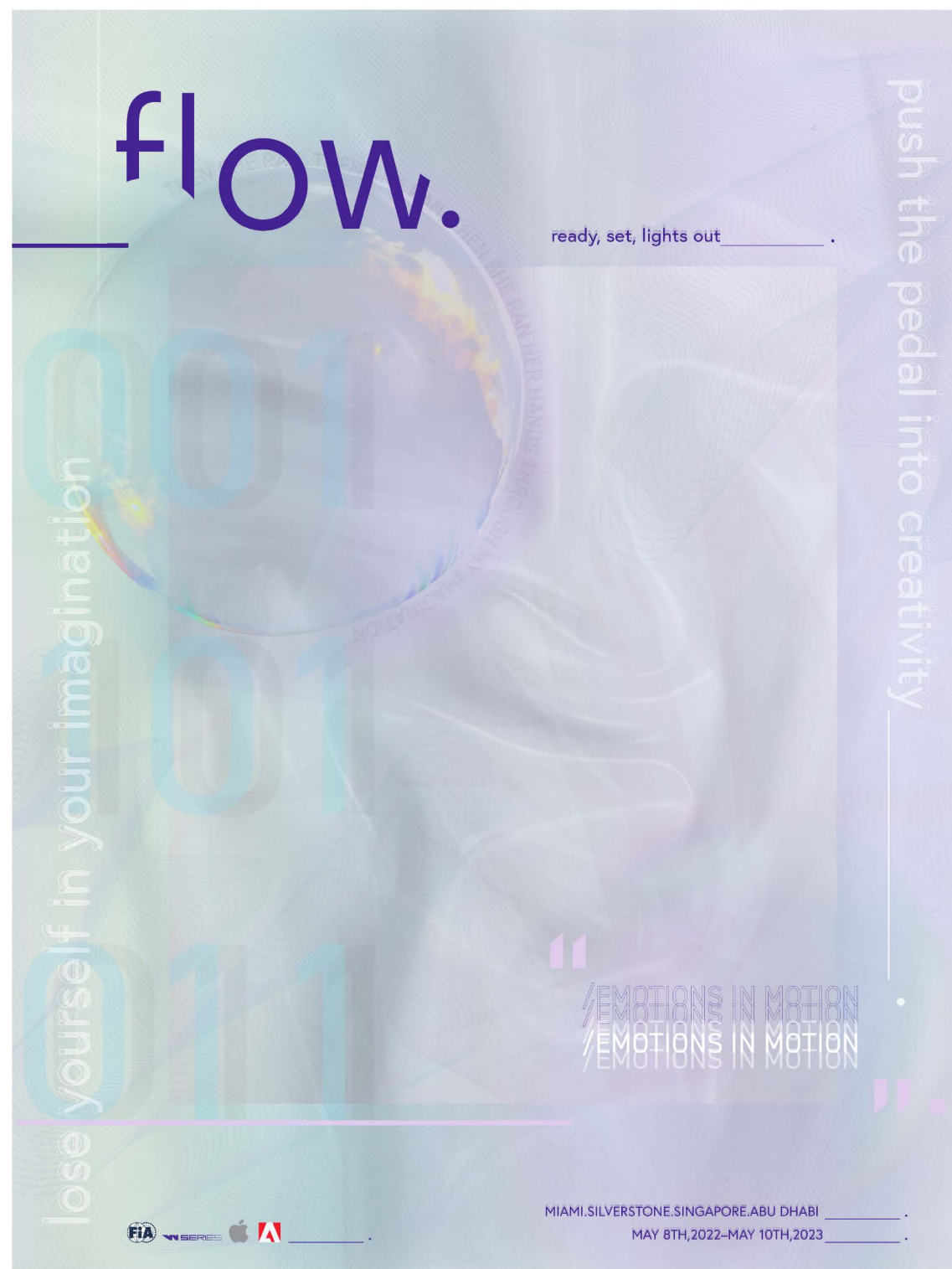
NOTES

POSTER

DRAWN BY NAZ ERTUGRUL

EX507.01

SCALE NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: ArtsScience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

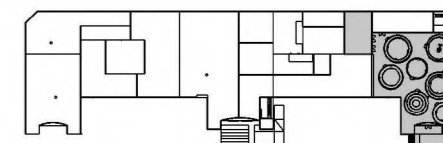
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KEY PLAN



NOTES

POSTER

DRAWN BY NAZ ERTUGRUL

EX507.02

SCALE NTS



_flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artsience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

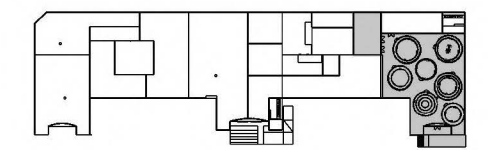
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KEY PLAN



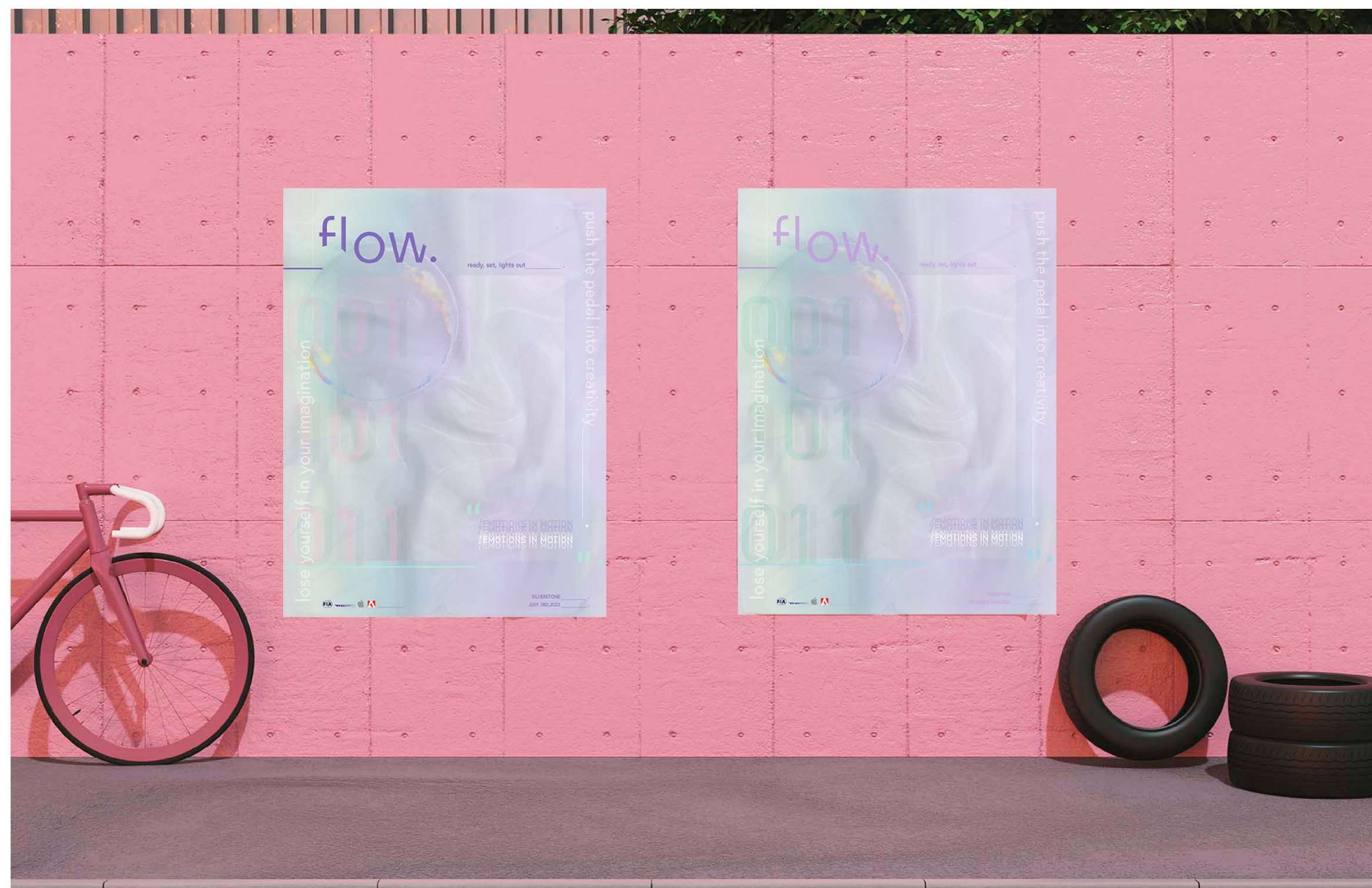
NOTES

POSTER

DRAWN BY NAZ ERTUGRUL

EX507.03

SCALE NTS



flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artsience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

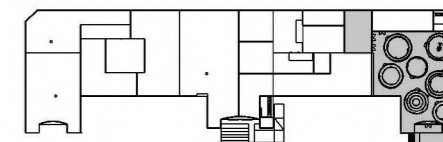
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KEY PLAN



NOTES

POSTER

DRAWN BY NAZ ERTUGRUL

EX507.04

SCALE NTS



flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

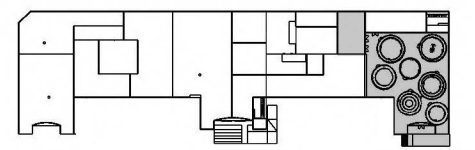
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KEY PLAN



NOTES

POSTER

DRAWN BY NAZ ERTUGRUL

EX507.05

SCALE NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

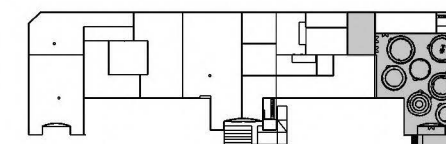
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KEY PLAN



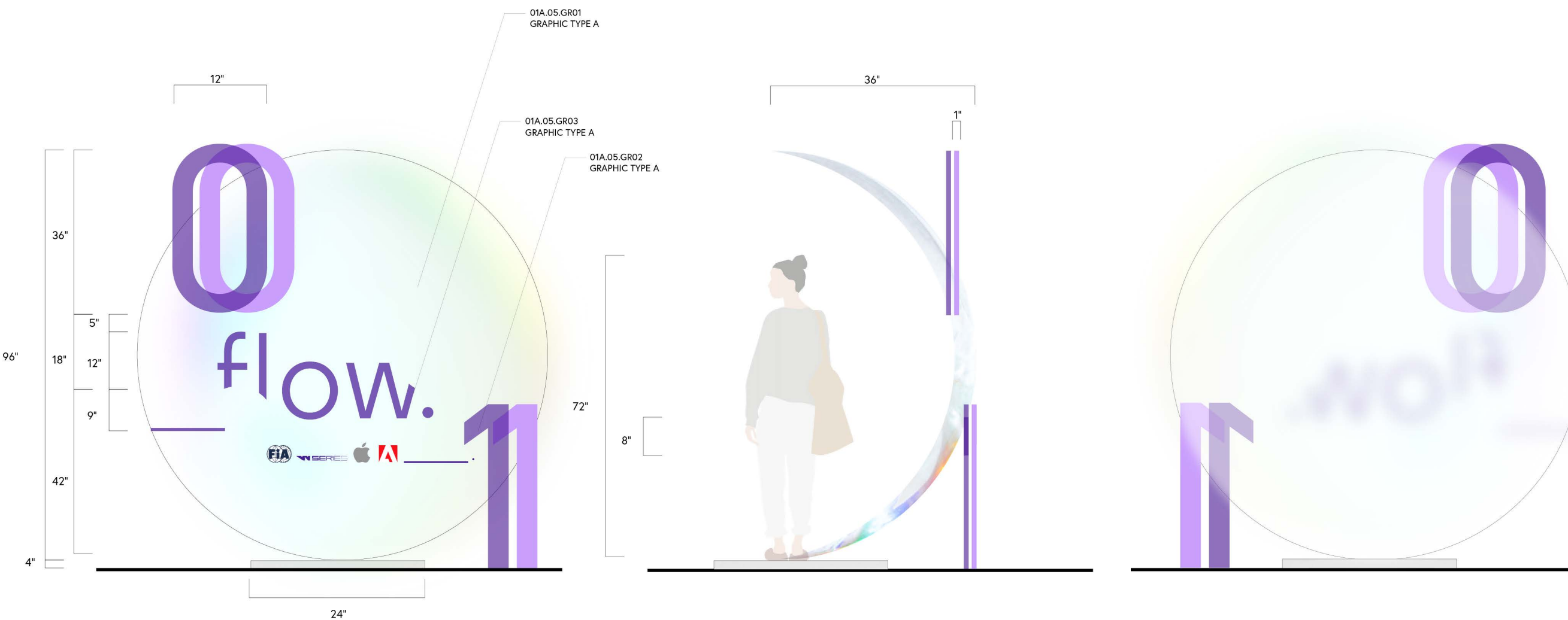
NOTES

GRAPHIC TYPE A DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX508.01

SCALE 1/2"=1'-0"



1 01A.05.GR01-03 FRONT ELEVATION
 SCALE: 1/2"=1'-0"

2 01A.05.GR01-03 SIDE ELEVATION
 SCALE: 1/2"=1'-0"

3 01A.05.GR01-03 BACK ELEVATION
 SCALE: 1/2"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

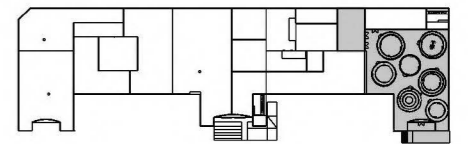
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KEY PLAN



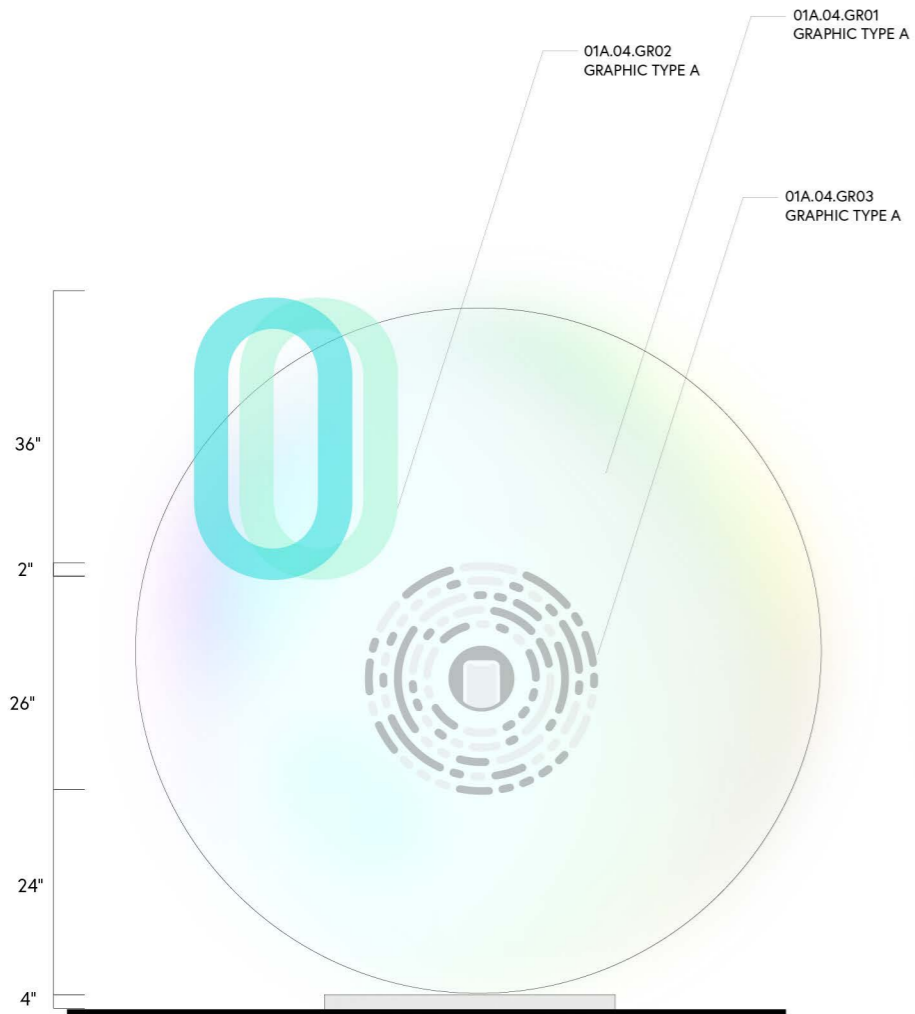
NOTES

GRAPHIC TYPE A DRAWINGS

DRAWN BY NAZ ERTUGRUL

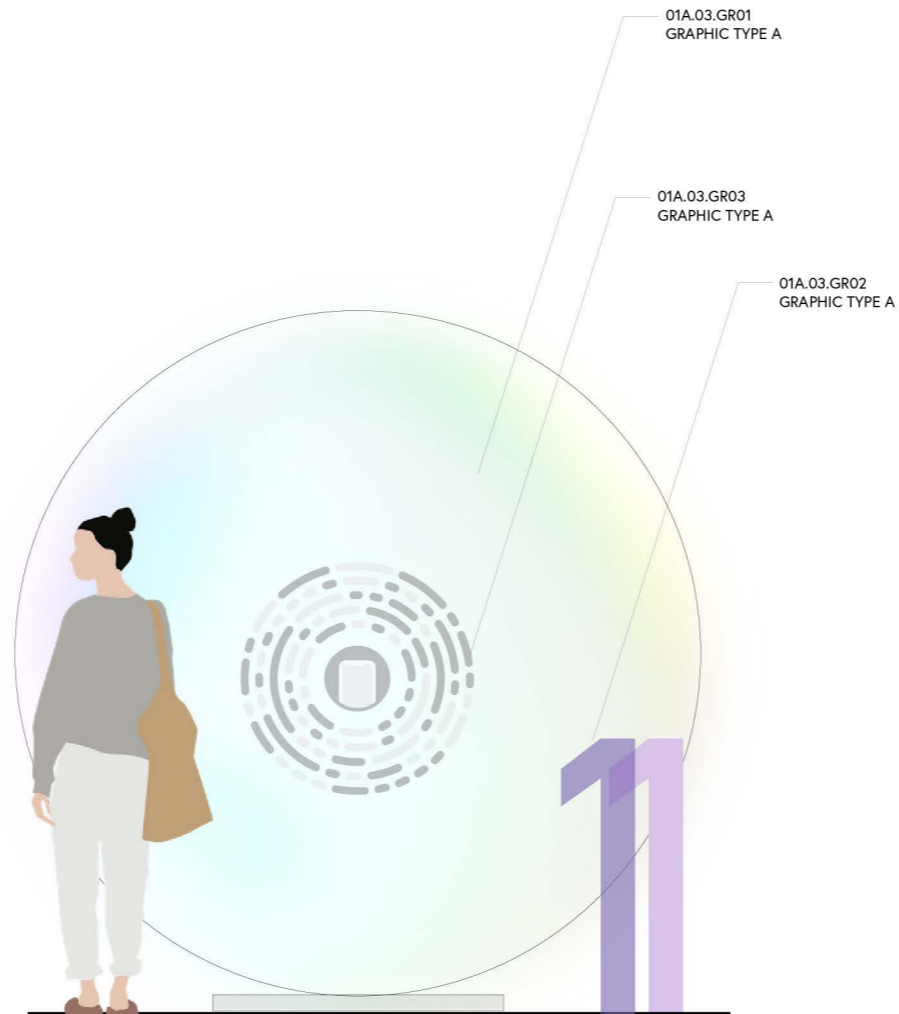
EX508.02

SCALE 1/2"=1'-0"



4

01A.04.GR01-03 FRONT ELEVATION
 SCALE: 1/2"=1'-0"

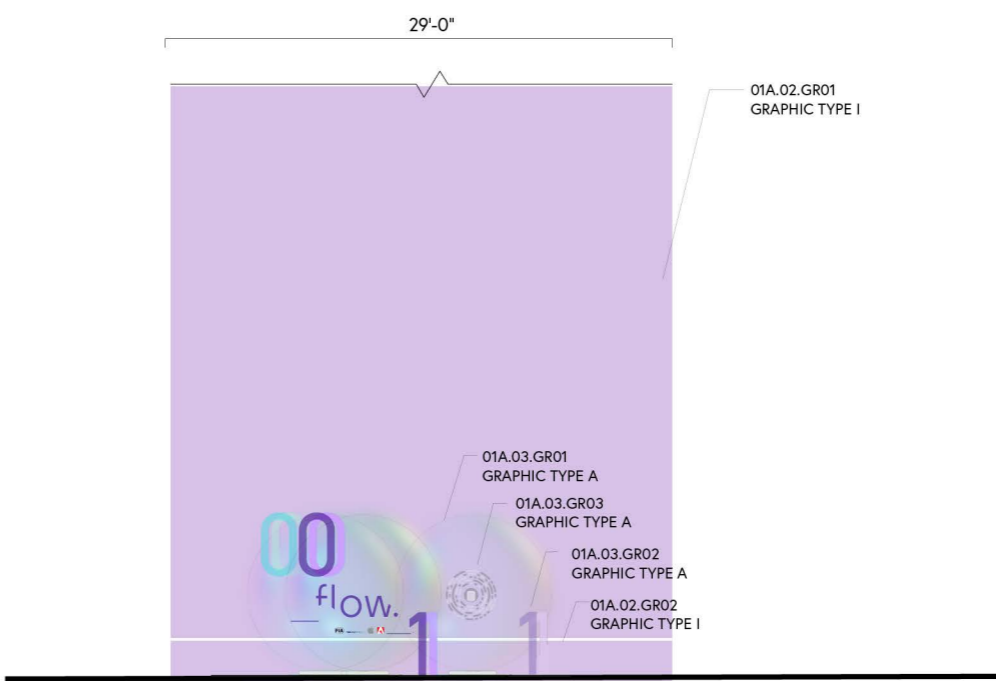


5

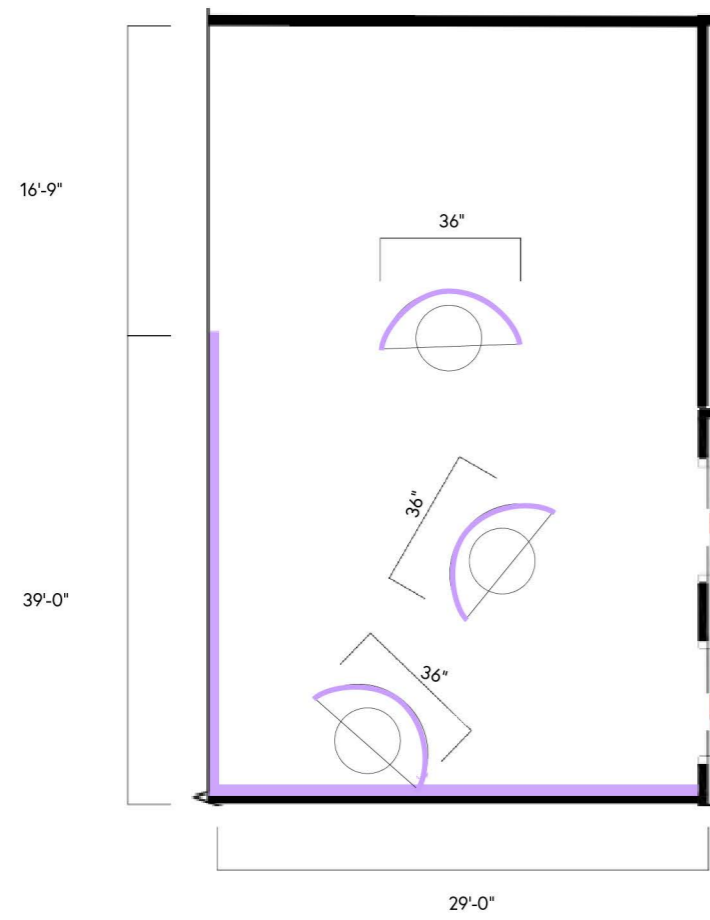
01A.03.GR01-03 SIDE ELEVATION
 SCALE: 1/2"=1'-0"



6 ENTRY WEST WALL ELEVATION
SCALE: 1/8"=1'-0"



7 ENTRY SOUTH WALL ELEVATION
SCALE: 1/8"=1'-0"



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

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

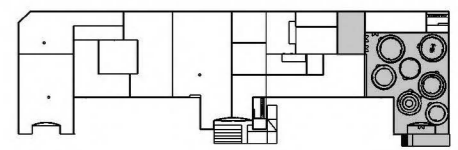
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KEY PLAN



NOTES

GRAPHIC TYPE A DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX508.03

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

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

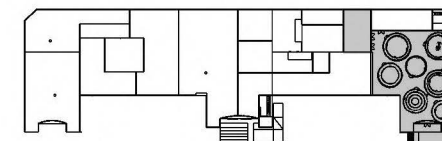
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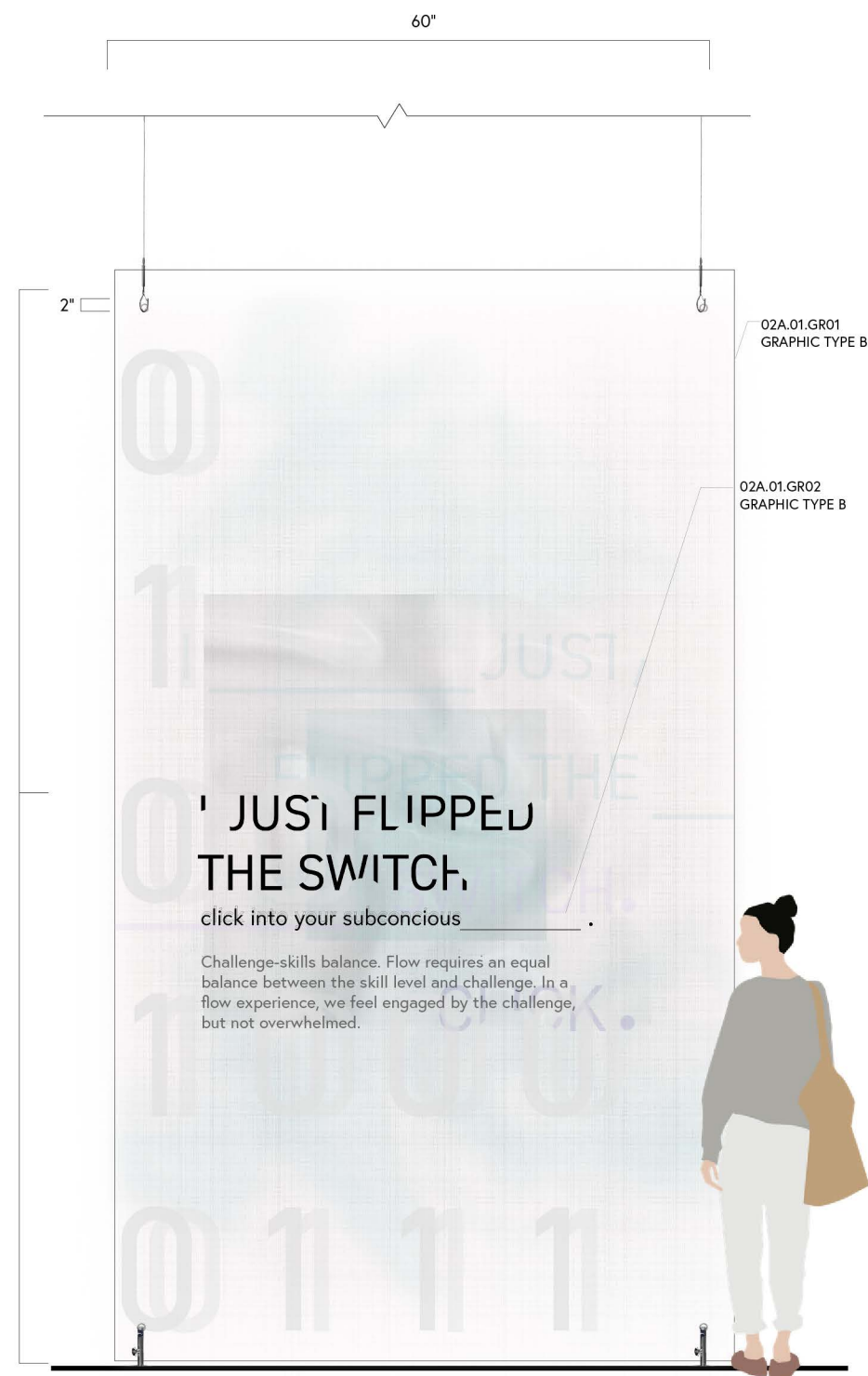
NOTES

GRAPHIC TYPE B DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX509

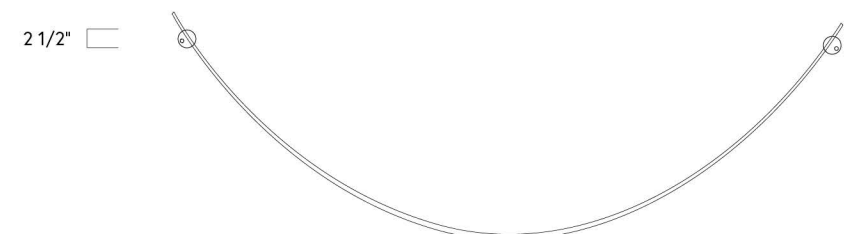
SCALE 1/2"=1'-0"



1 02A.01.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"



2 02A.01.GR01-02 SIDE ELEVATION
 SCALE: 1/2"=1'-0"



3 02A.01.GR01-02 PLAN VIEW
 SCALE: 1/2"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

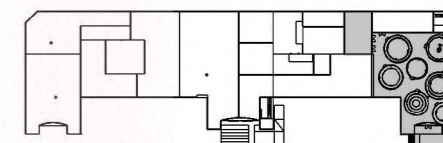
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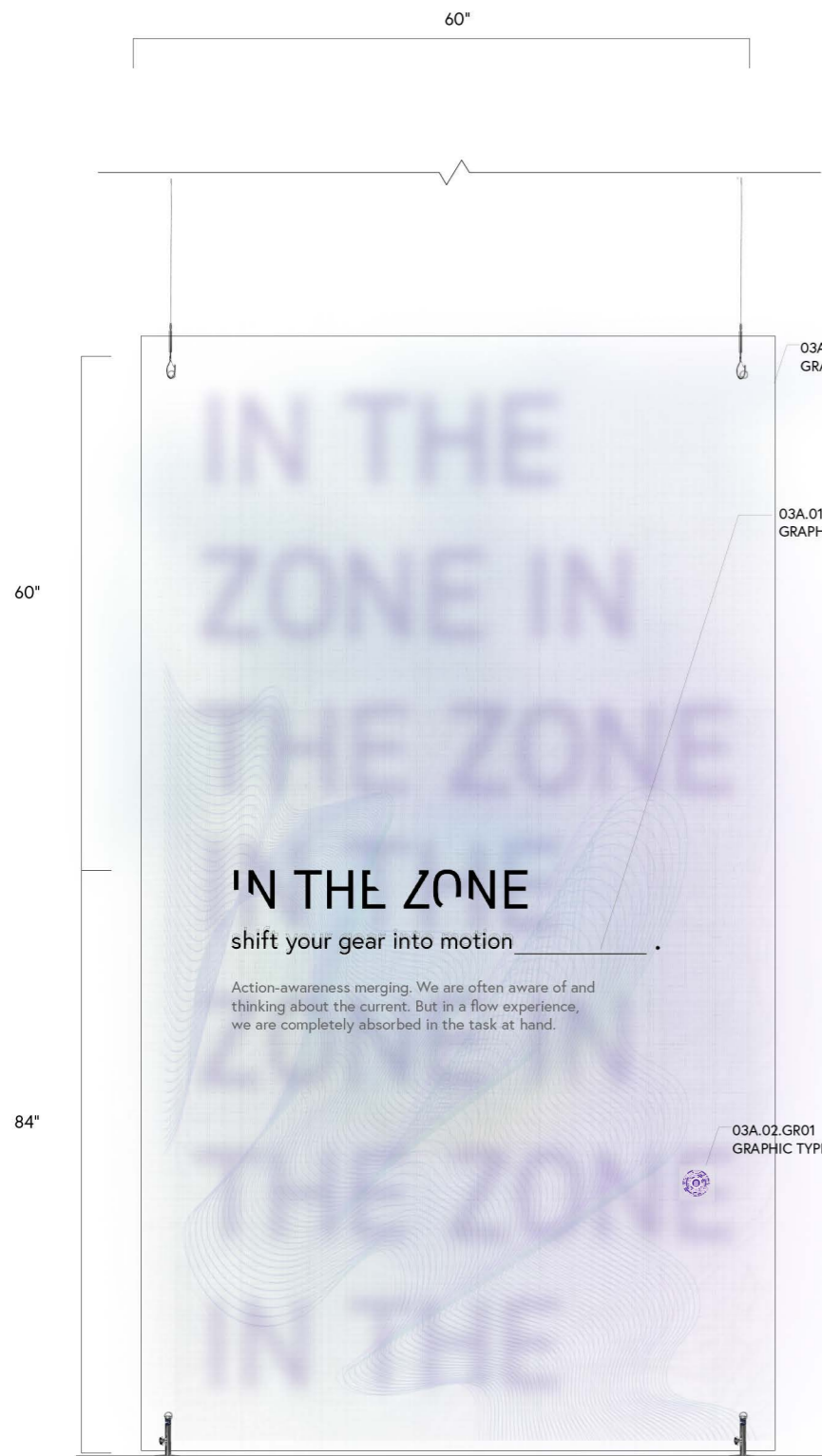
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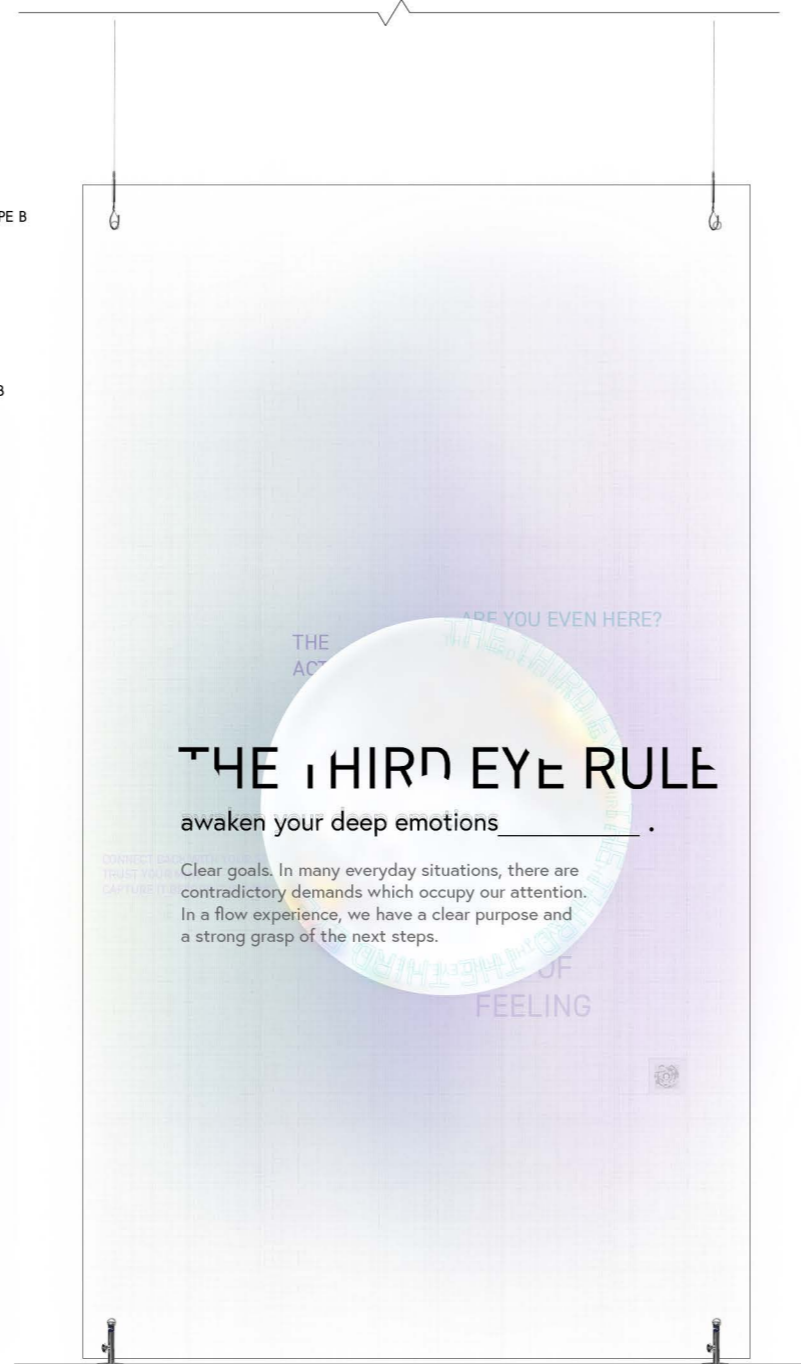


03A.01.GR01
 GRAPHIC TYPE B

03A.01.GR02
 GRAPHIC TYPE B

03A.02.GR01
 GRAPHIC TYPE D

4 03A.01.GR01-02 & 03A.02.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"



5 04A.01.GR01-02 & 04A.02.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"



6 05A.01.GR01-02 & 05A.02.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"

GRAPHIC TYPE B EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX510.01

SCALE 1/2"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

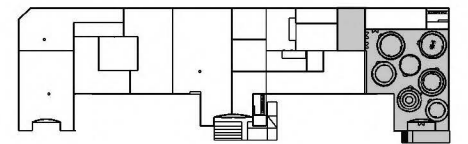
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KEY PLAN



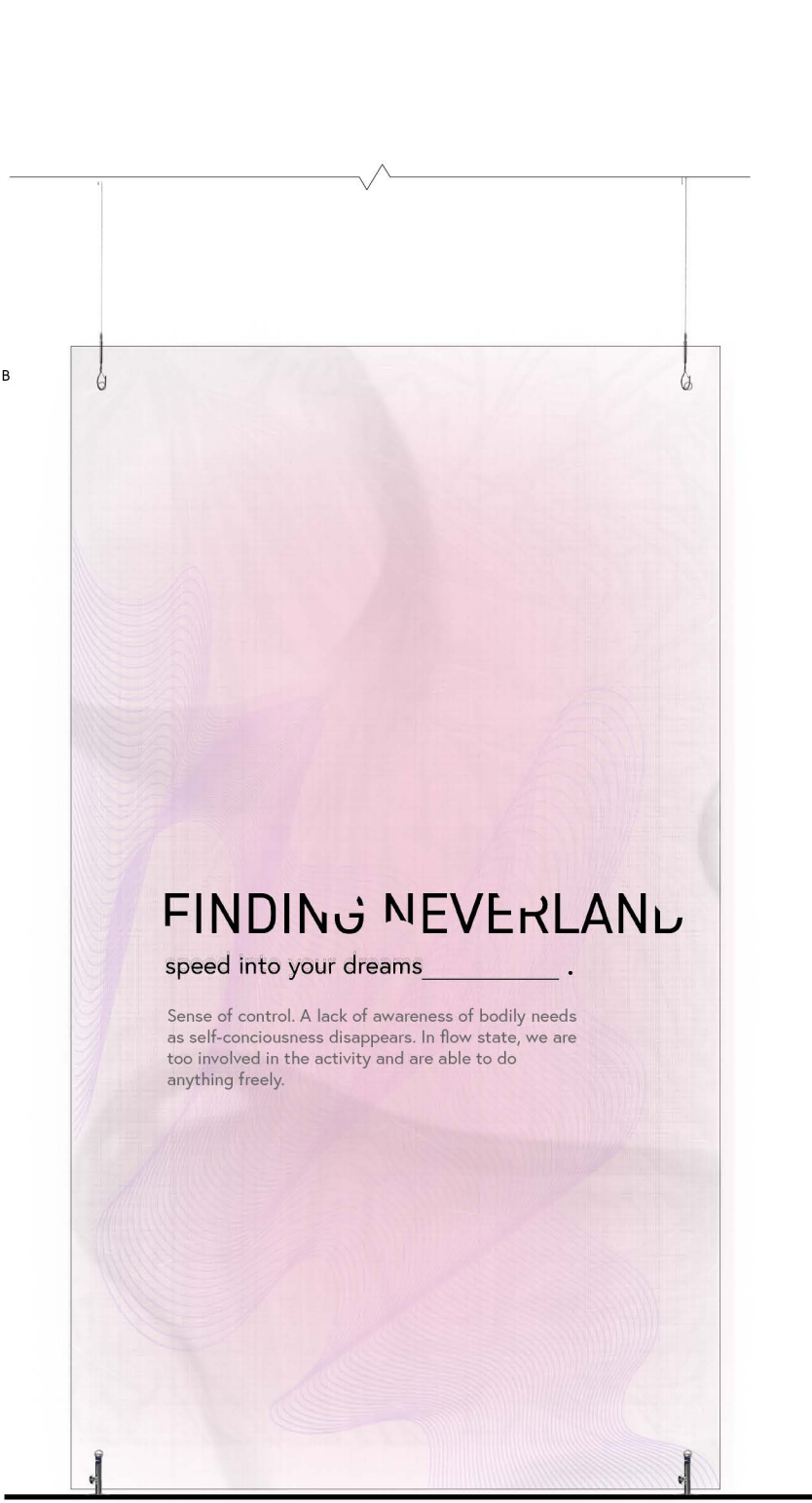
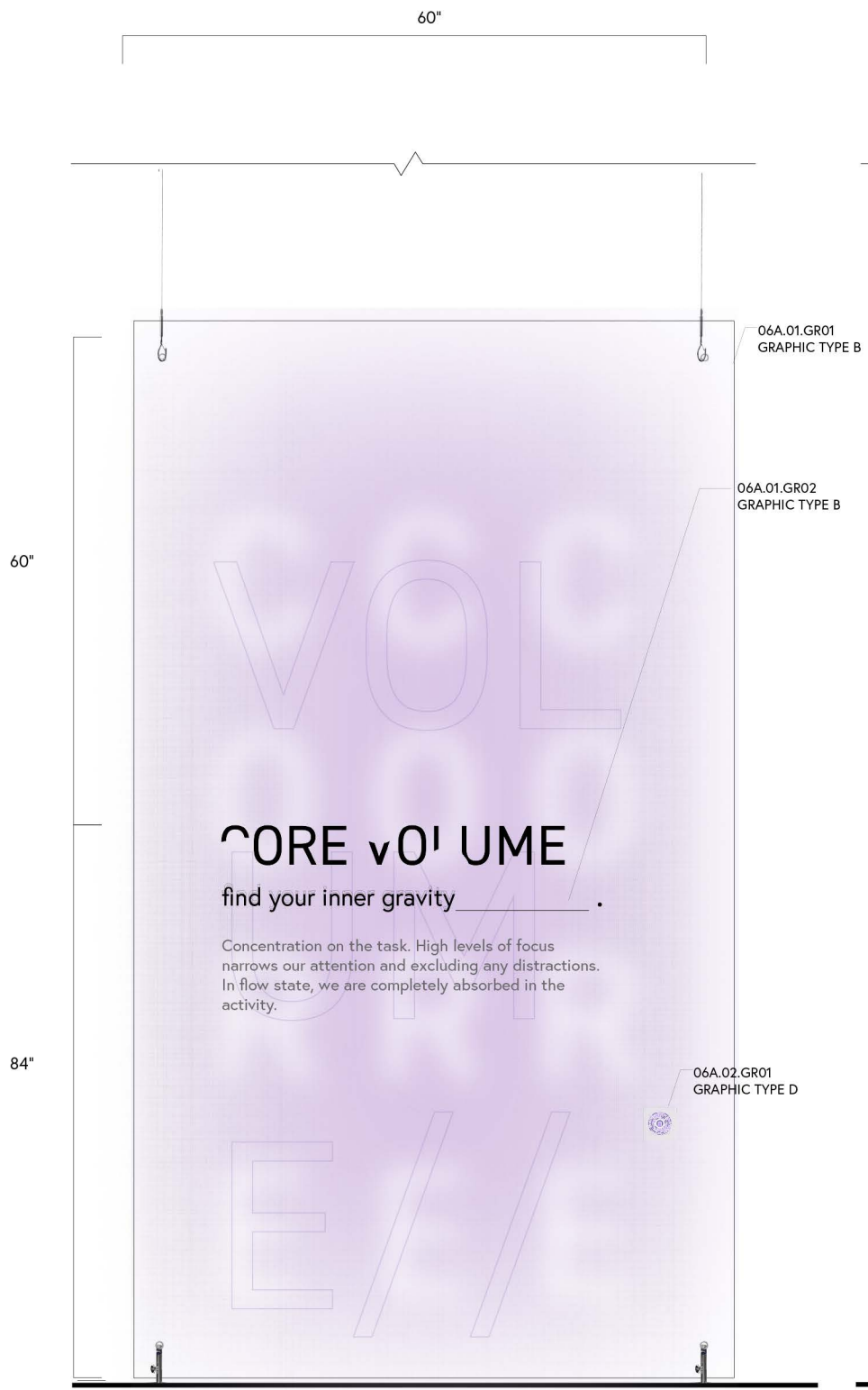
NOTES

GRAPHIC TYPE B EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX510.02

SCALE 1/2"=1'-0"



FRONT

4 06A.01.GR01-02 & 06A.02.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"

5 07A.01.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"

6 08A.01.GR01-02 & 08A.02.GR01-02 FRONT ELEVATION
 SCALE: 1/2"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

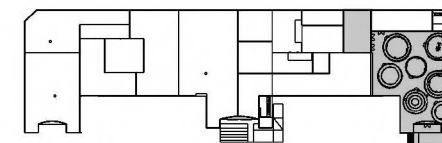
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KEY PLAN



NOTES

GRAPHIC TYPE C DRAWINGS

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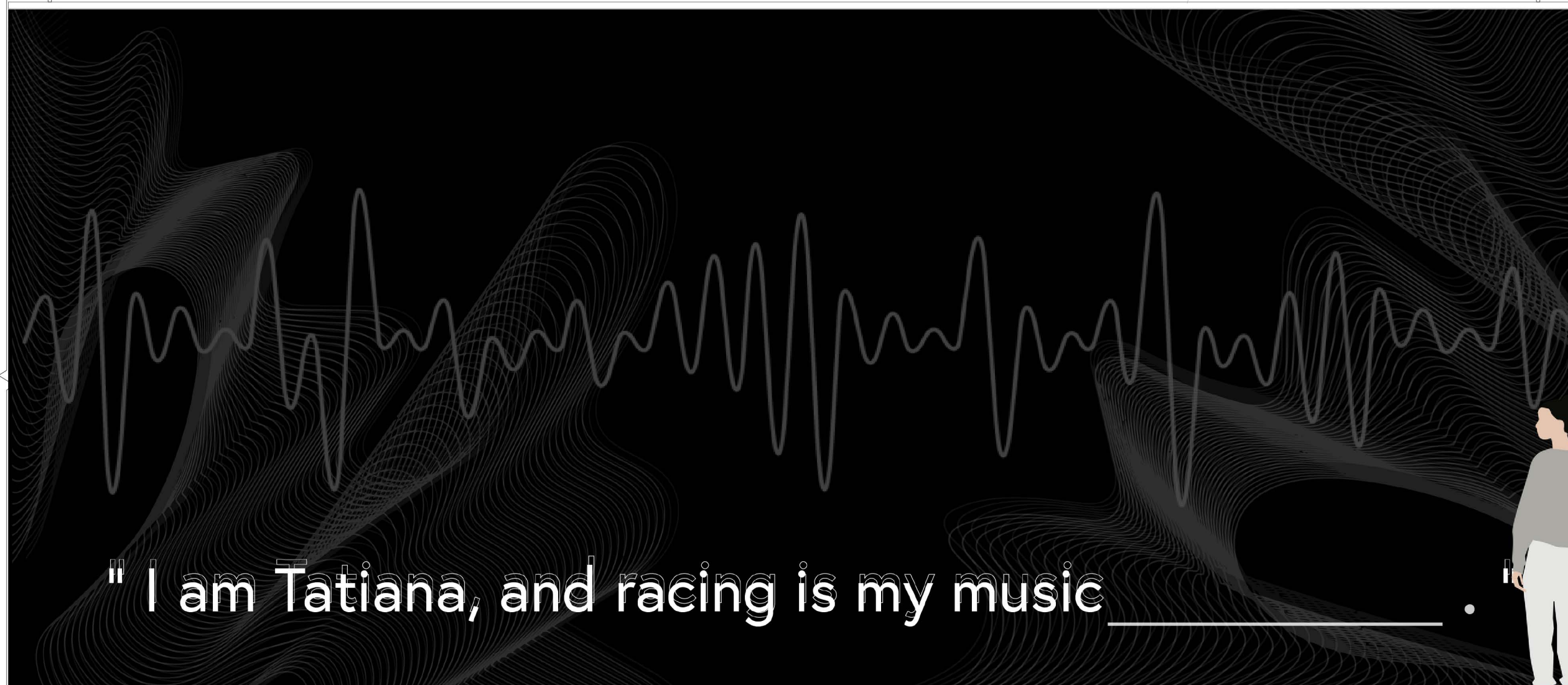
EX511.01

SCALE 1/2"=1'-0"



1/2"

02A.01.AV01
GRAPHIC TYPE C



1

02A.01.AV01 ELEVATION
SCALE: 1/2"-1'-0"

1-1/2"

144"

6"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

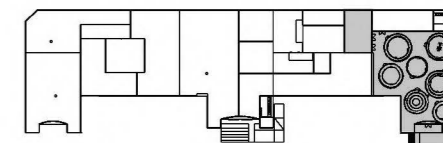
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KEY PLAN



NOTES

GRAPHIC TYPE C DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX511.02

SCALE 1/2"=1'-0"



1/2"

02A.01.AV01
GRAPHIC TYPE C



2

02A.01.AV01 ELEVATION
SCALE: 1/2"-1'-0"

1-1/2"

144"

6"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

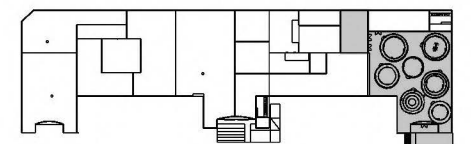
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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

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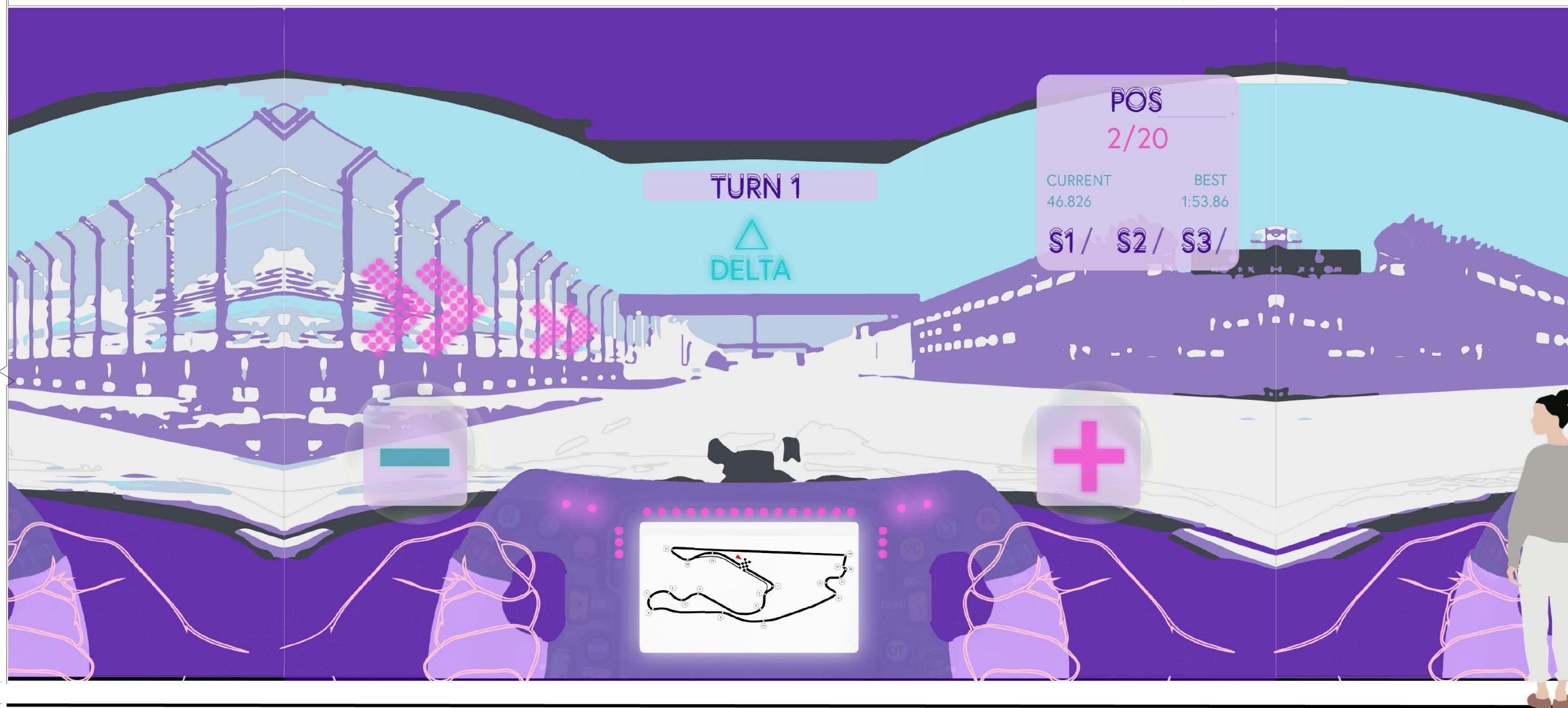
EX512.01

SCALE 1/2"=1'-0"



1/2"

03A.01.AV01
 GRAPHIC TYPE C



1-1/2"

144"

6"

3

03A.01.AV01 ELEVATION
 SCALE: 1/2"-1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

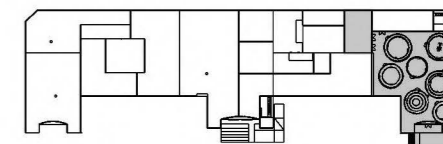
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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.02

SCALE 1/2"=1'-0"



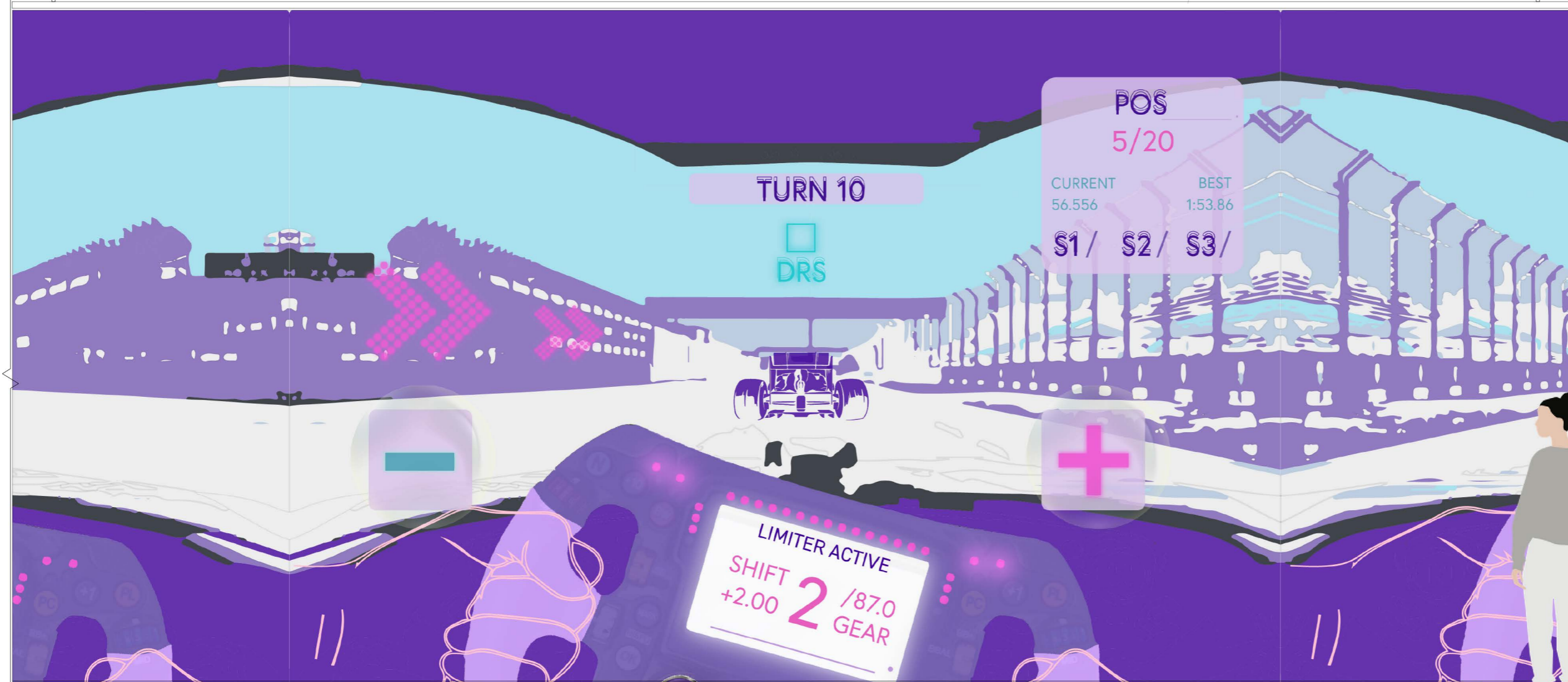
1/2"

03A.01.AV01
 GRAPHIC TYPE C

1- 1/2"

144"

6"



4

03A.01.AV01 ELEVATION
 SCALE: 1/2"-1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

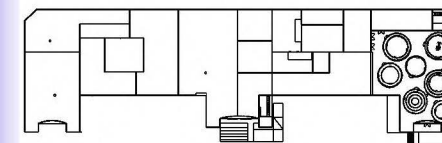
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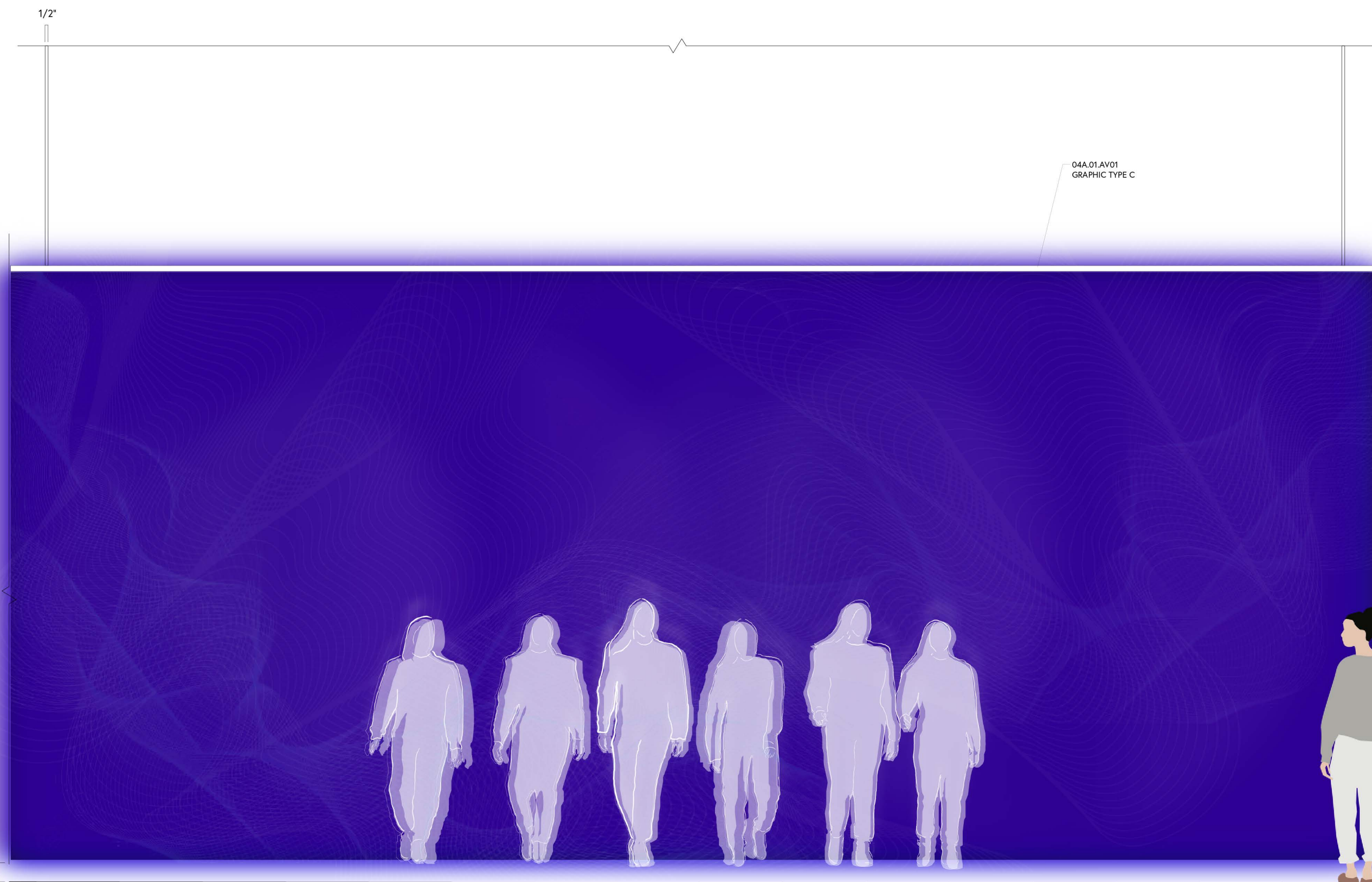
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KEY PLAN



NOTES

04A.01.AV01
GRAPHIC TYPE C



1/2"

1- 1/2"

144"

6"

5

04A.01.AV01 ELEVATION
SCALE: 1/2"=1'-0"

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.03

SCALE 1/2"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

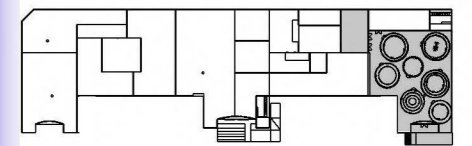
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KEY PLAN



NOTES

04A.01.AV01
GRAPHIC TYPE C

it's almost effortless

you have all the time in the world

your best day, plus that little something extra

you are in the moment

confident and immersed

everything seems to slow down

flow is beautiful

completely controlled and focused



GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.04

SCALE 1/2"=1'-0"



1/2"

1- 1/2"

144"

6"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

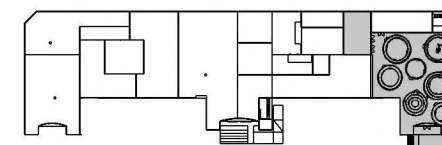
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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.05

SCALE 1/2"=1'-0"



1/2"

05A.01.AV01
GRAPHIC TYPE C

1-1/2"

144"

40"

224"

7

05A.01.AV01 ELEVATION
SCALE: 1/2"-1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

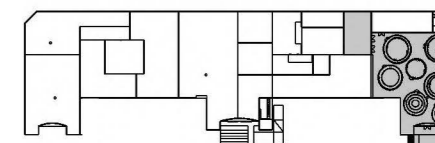
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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.06

SCALE 1/2"=1'-0"



1/2"

05A.01.AV01
GRAPHIC TYPE C

1- 1/2"

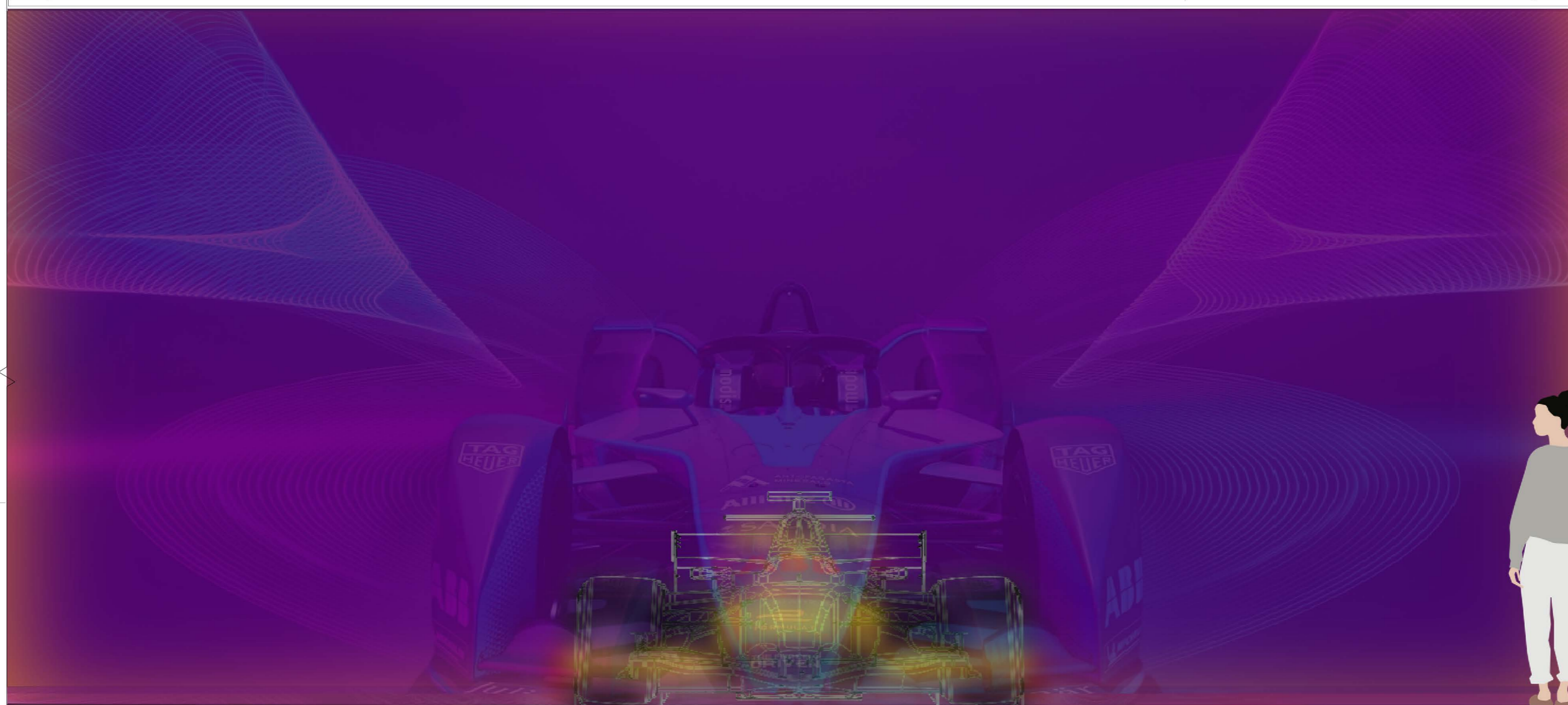
144"

40"

70"

8

05A.01.AV01 ELEVATION
SCALE: 1/2"-1'-0"



flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artsience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

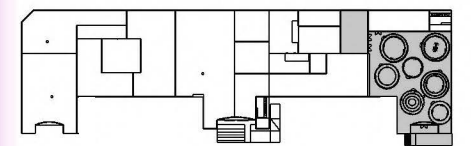
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KEY PLAN



NOTES

06A.01.AV01
GRAPHIC TYPE C



GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.07

SCALE 1/2"=1'-0"



1/2"

1- 1/2"

144"

6"

9

06A.01.AV01 ELEVATION
SCALE: 1/2"-1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

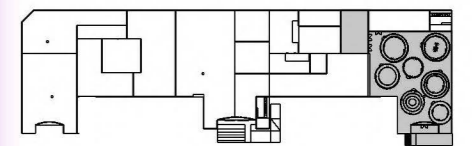
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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.08

SCALE 1/2"=1'-0"



06A.01.AV01
 GRAPHIC TYPE C



1/2"

1-1/2"

144"

6"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artsience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

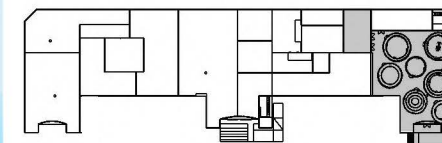
DESIGNER

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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.09

SCALE 1/2"=1'-0"



1/2"

08A.01.AV01
GRAPHIC TYPE C

1- 1/2"

144"

6"

11

08A.01.AV01 ELEVATION
SCALE: 1/2"-1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

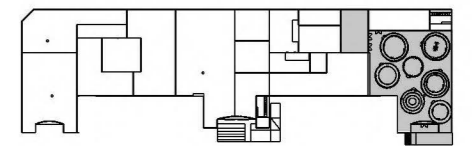
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KEY PLAN



NOTES

GRAPHIC TYPE C EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX512.10

SCALE 1/2"=1'-0"



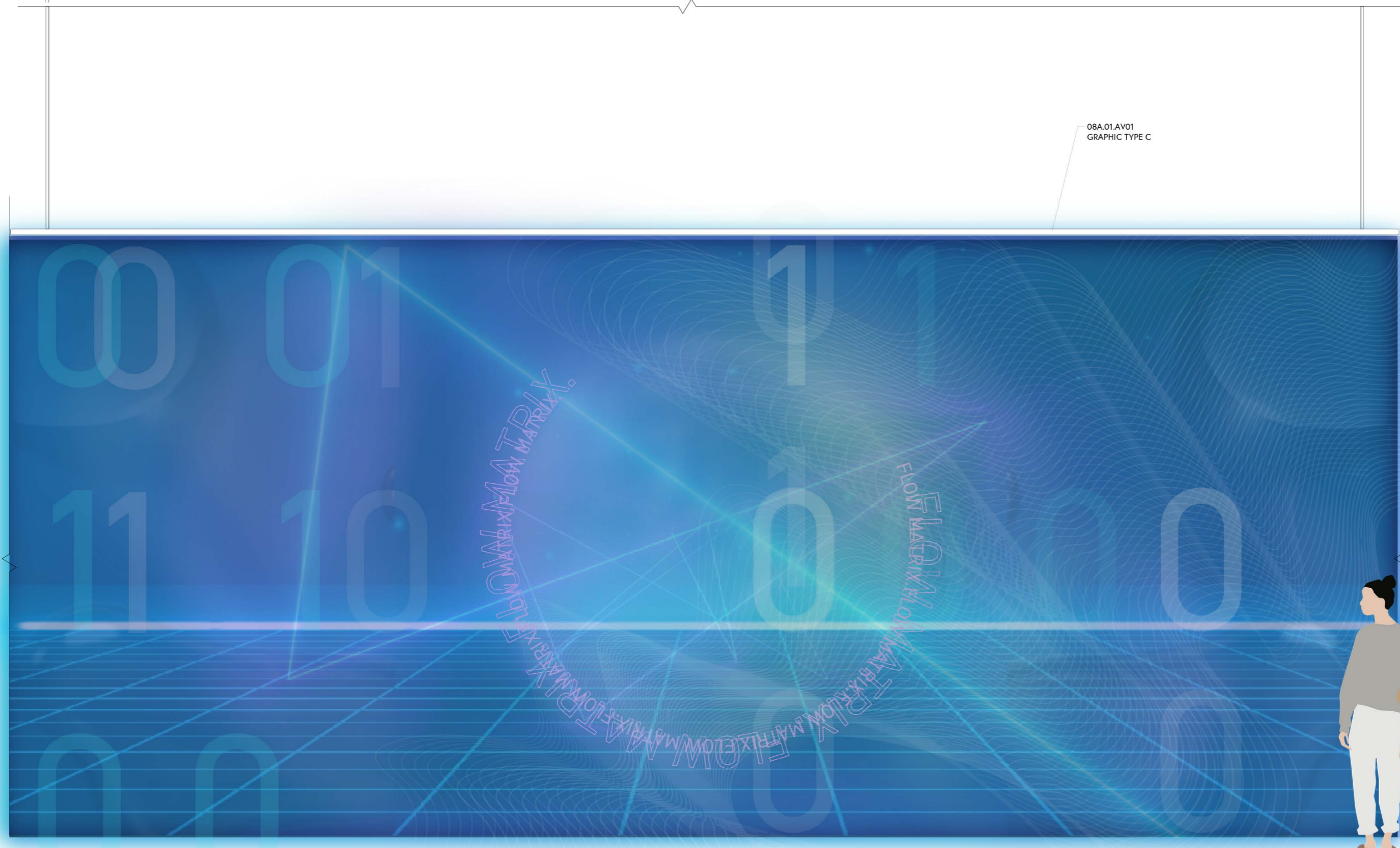
1/2"

O8A.01.AV01
GRAPHIC TYPE C

1- 1/2"

144"

6"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

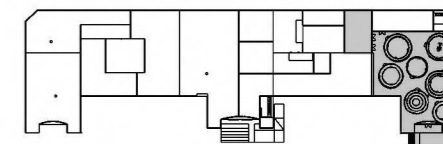
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KEY PLAN



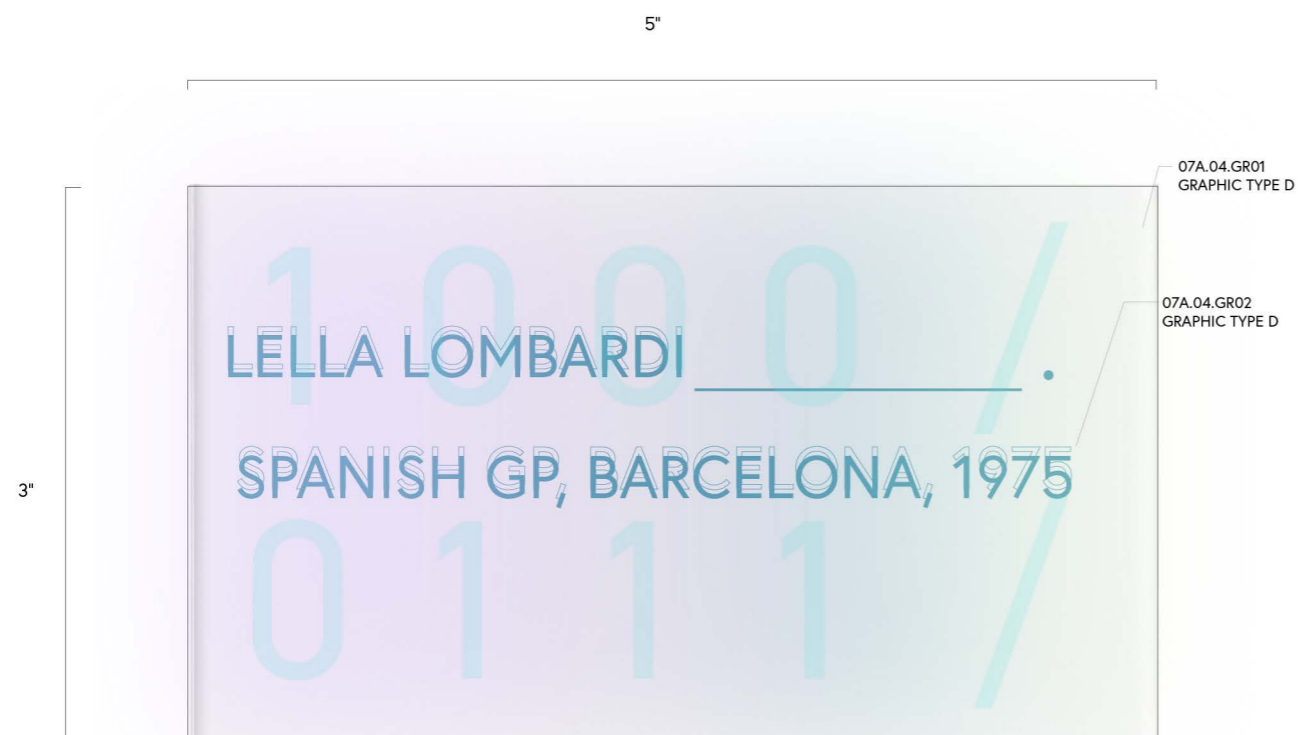
NOTES

GRAPHIC TYPE D DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX513.01

SCALE 1:1



1 07A.04.GR01-02 FRONT ELEVATION
 SCALE: 1:1

2 07A.04.GR01-02 SIDE ELEVATION
 SCALE: 1:1

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

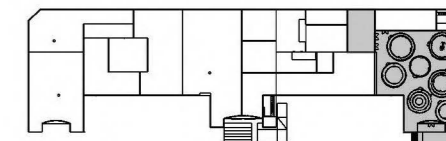
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KEY PLAN



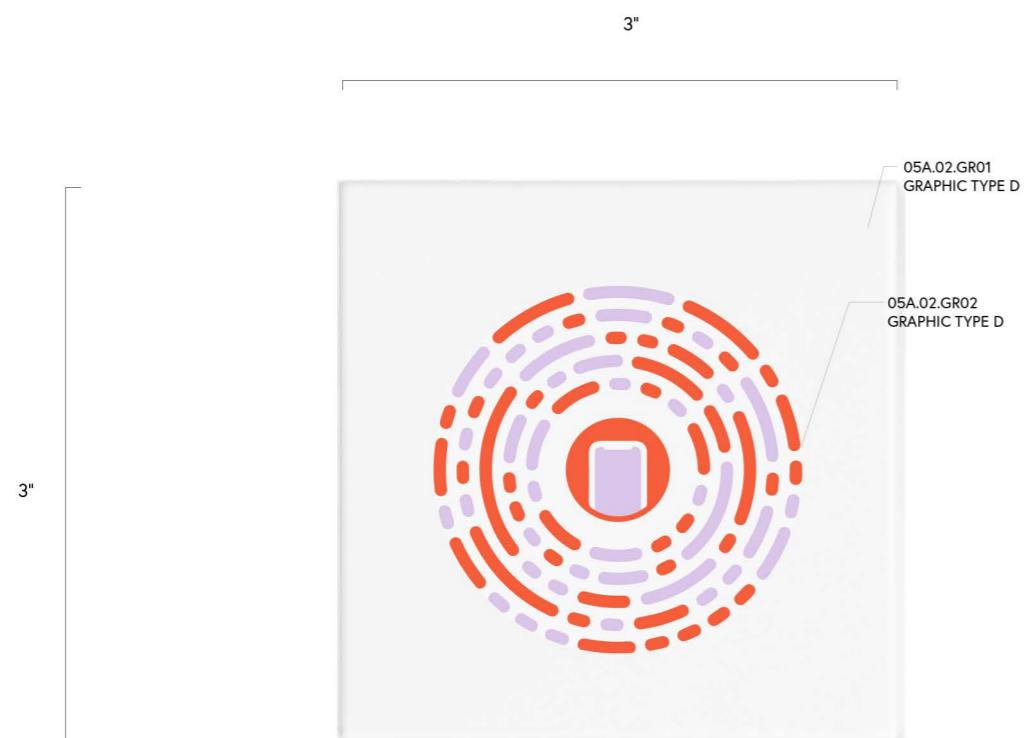
NOTES

GRAPHIC TYPE D DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX513.02

SCALE 1:1



1 05A.02.GR01-02 FRONT ELEVATION
 SCALE: 1:1



2 05A.02.GR01-02 SIDE ELEVATION
 SCALE: 1:1

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

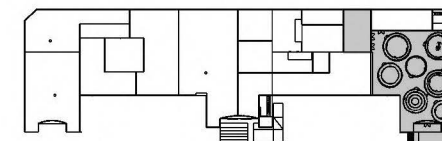
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KEY PLAN



NOTES

GRAPHIC TYPE D EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX514.01

SCALE NTS



LELLA LOMBARDI _____ .
SPANISH GP, BARCELONA, 1975

SUSIE WOLFF _____ .
GERMAN GP, HOCKENHEIM, 2014

JAMIE CHADWICK _____ .
US GP, AUSTIN, 2021

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

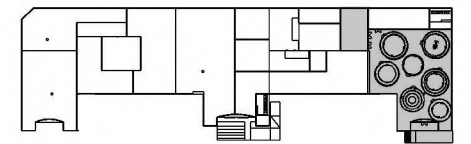
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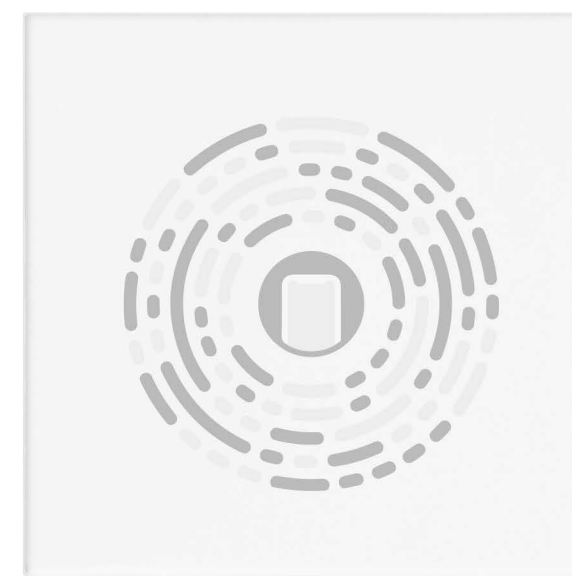
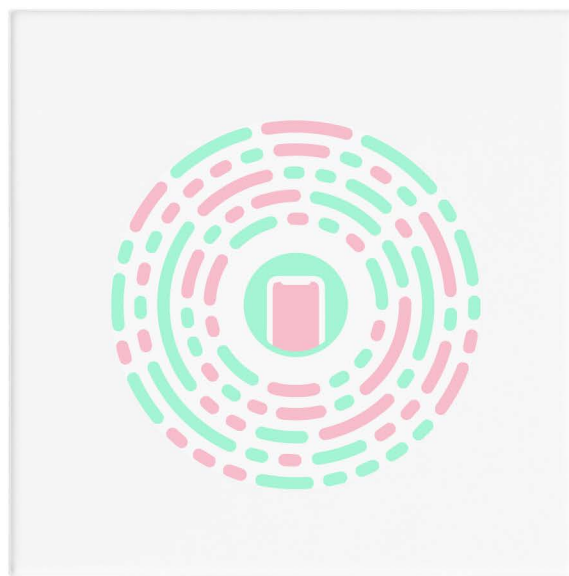
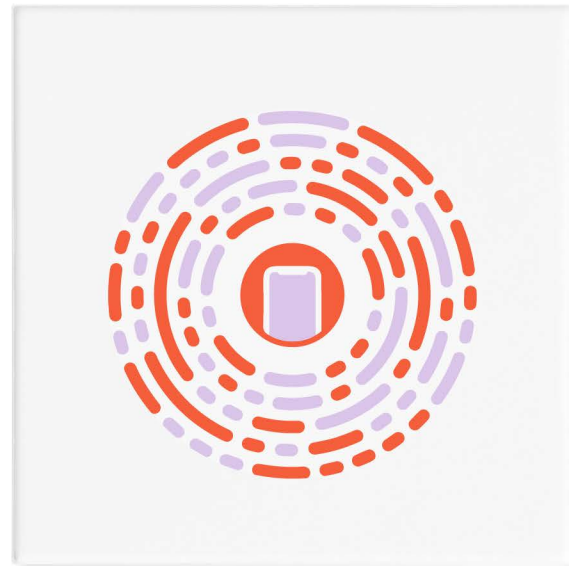
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KEY PLAN



NOTES



GRAPHIC TYPE D EXAMPLES

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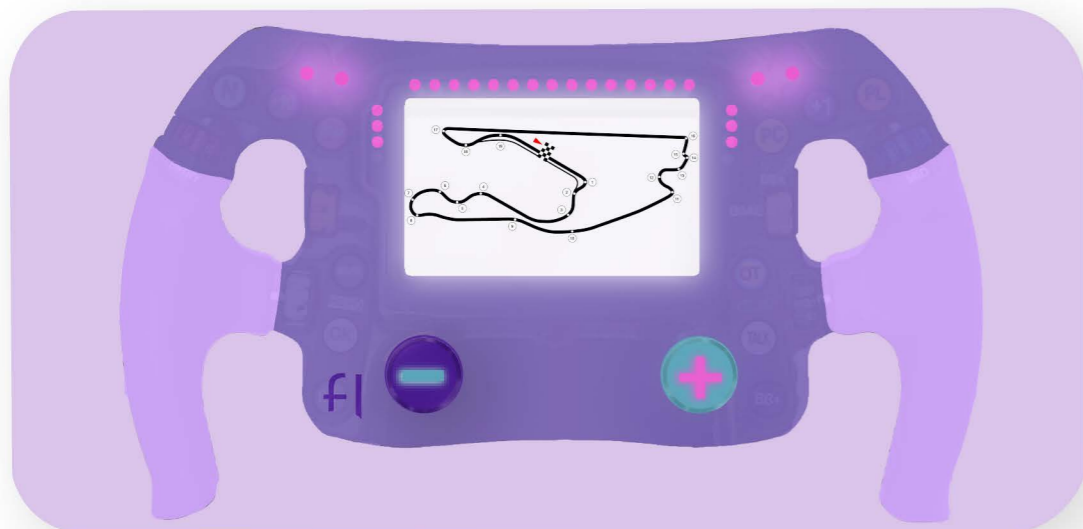
EX514.02

SCALE NTS



STEP 1 _____

Visitors will see the layout of the track of the city they are visiting, and the start, the turning points also the finish line.



STEP 3 _____

Lights beams on the steering wheel will appear and disappear as the visitors are completing the cues. The visitors will see the gear shifts on their screens.



STEP 2 _____

The app will display a N gear (neutral) at the start and through auditory cues, the audience will press the buttons to the increase and decrease gear as they are moving along.



STEP 4 _____

To accompany the auditory cues the screen will indicate the turning points on the screen and send out a buzzing vibration when in need to make a turn.



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

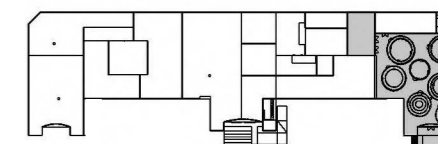
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KEY PLAN



NOTES

1 03A.01.MD01
SCALE: NTS

03A.01.MD01
GRAPHIC TYPE E

GRAPHIC TYPE E EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX515.01

SCALE NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

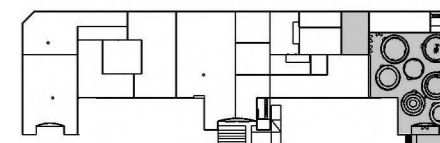
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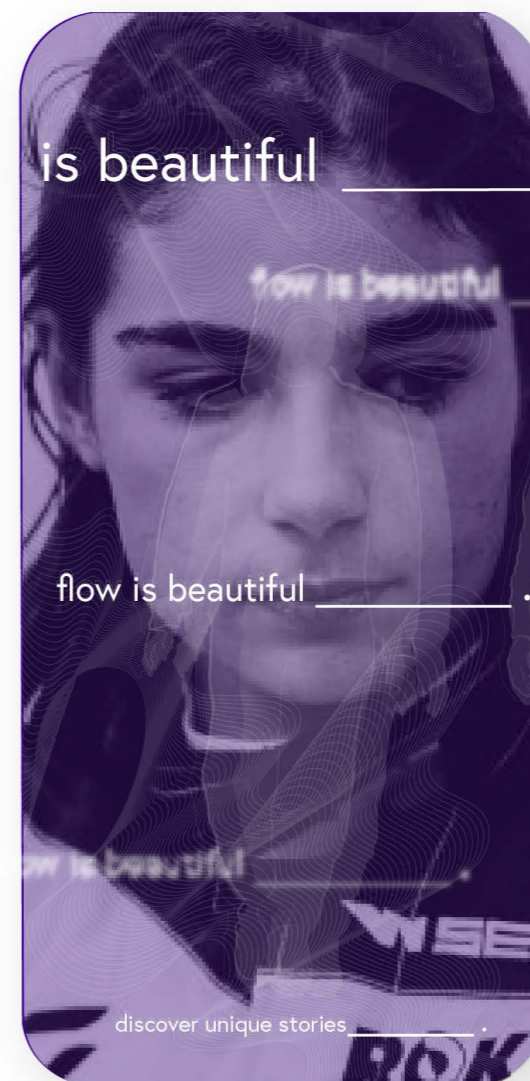
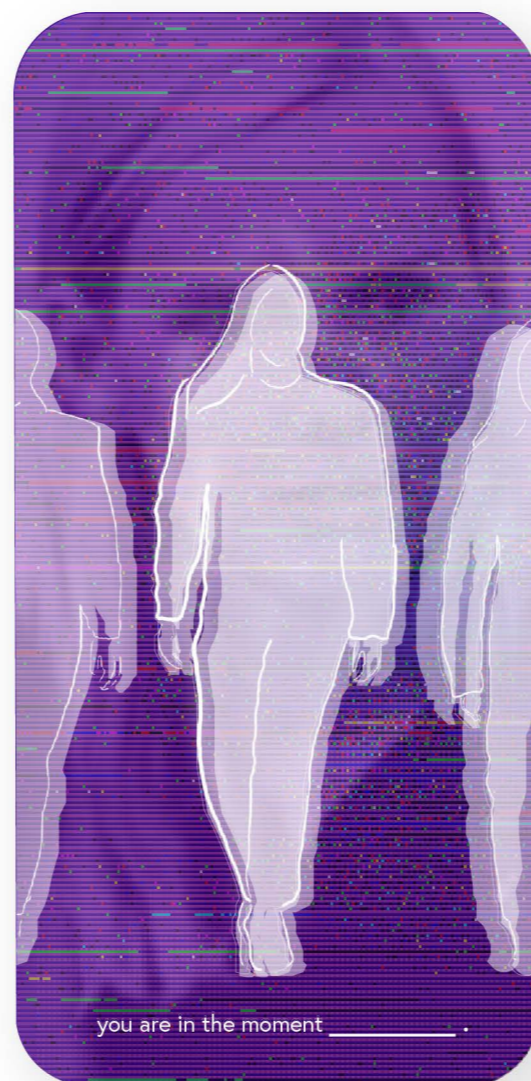
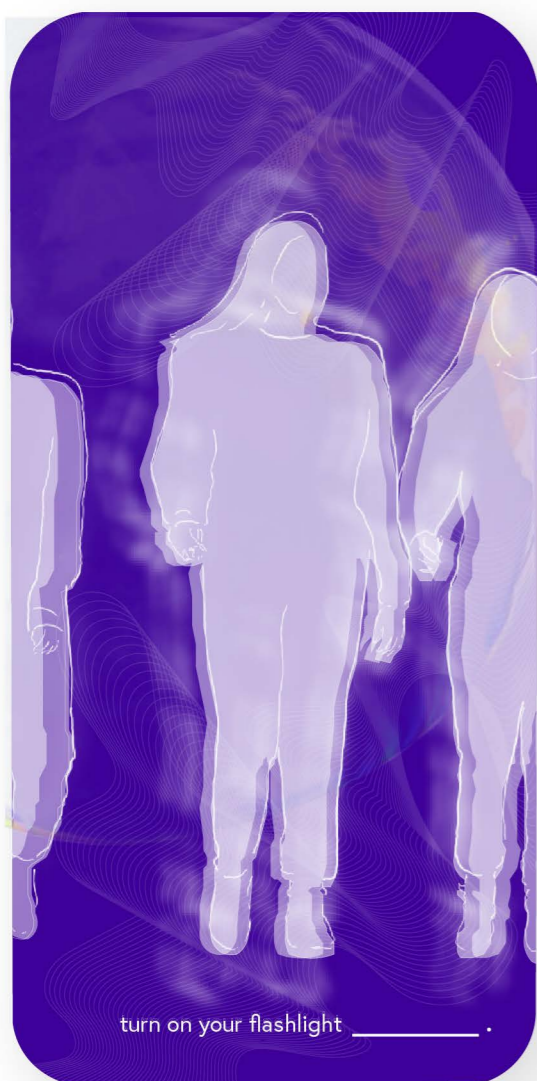
KEY PLAN



NOTES

ACTIVITY _____

Silhouettes of characters belonging to the exhibit "The Hidden Figures" appear on the screens. Visitors will utilize the app and their phone flashlight as a mirror glass to look inside the silhouette's figure/soul to learn excerpts about the characters' experiences of flow.



GRAPHIC TYPE E EXAMPLES

DRAWN BY NAZ ERTUGRUL

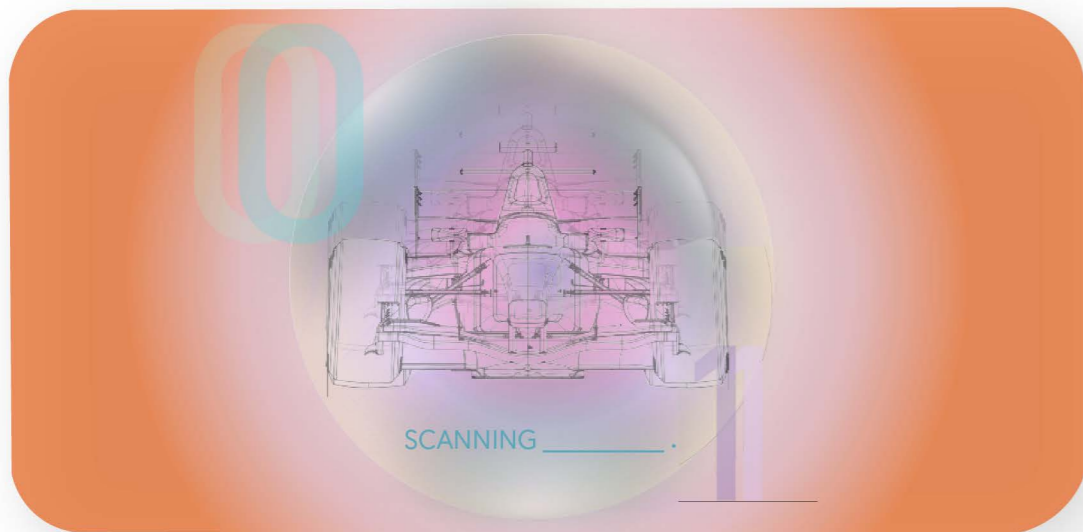
EX515.02

SCALE NTS



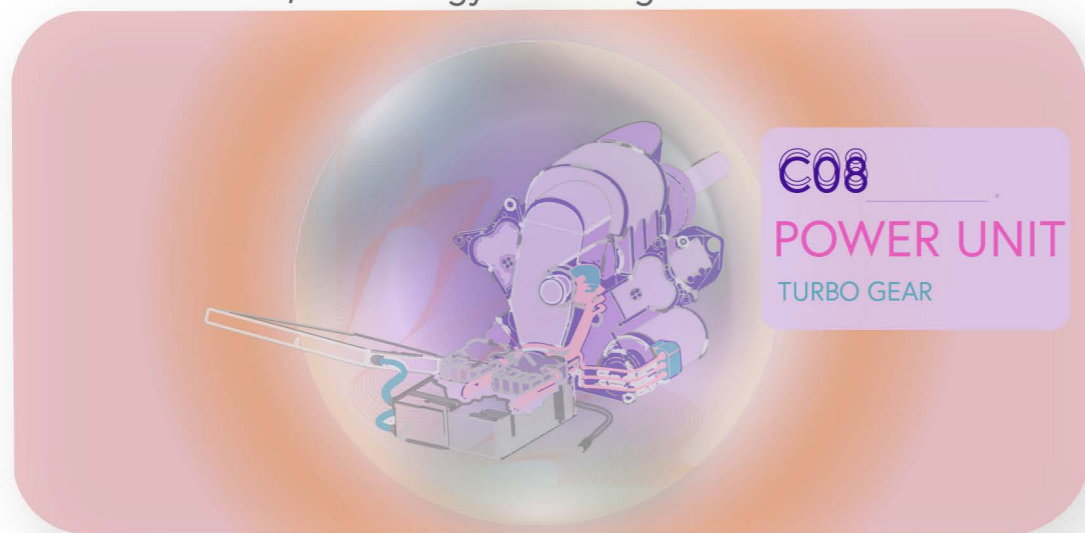
STEP 1 _____

Visitors will place their phones horizontally to scan the 3D printed F1 car in the Limitless Phenomenon Exhibit. The appearance of the car will be changing through projections.



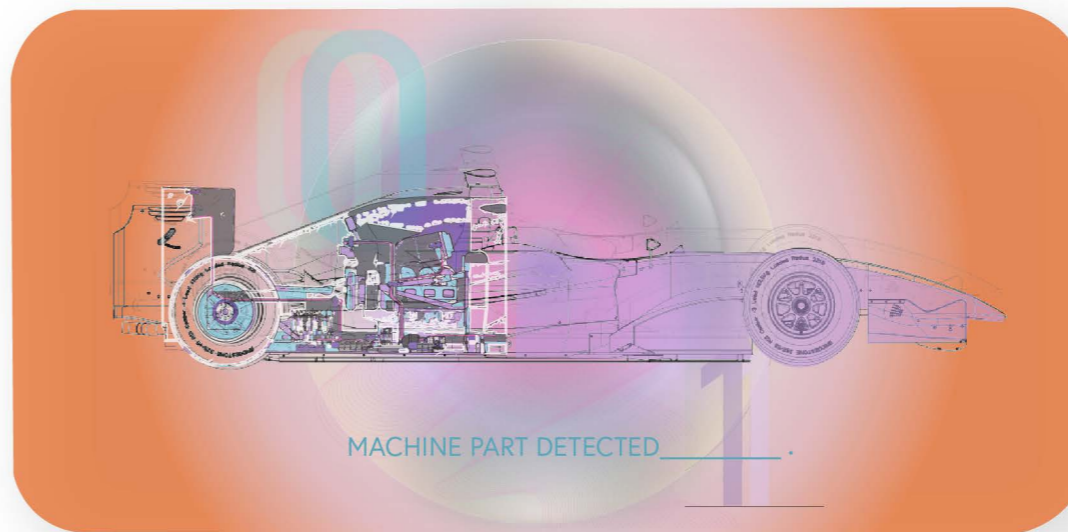
STEP 3 _____

The name and the features of the machine part will appear with on the visitors' screens. They will be able to see the changes that has happened with its mechanics, technology and design.



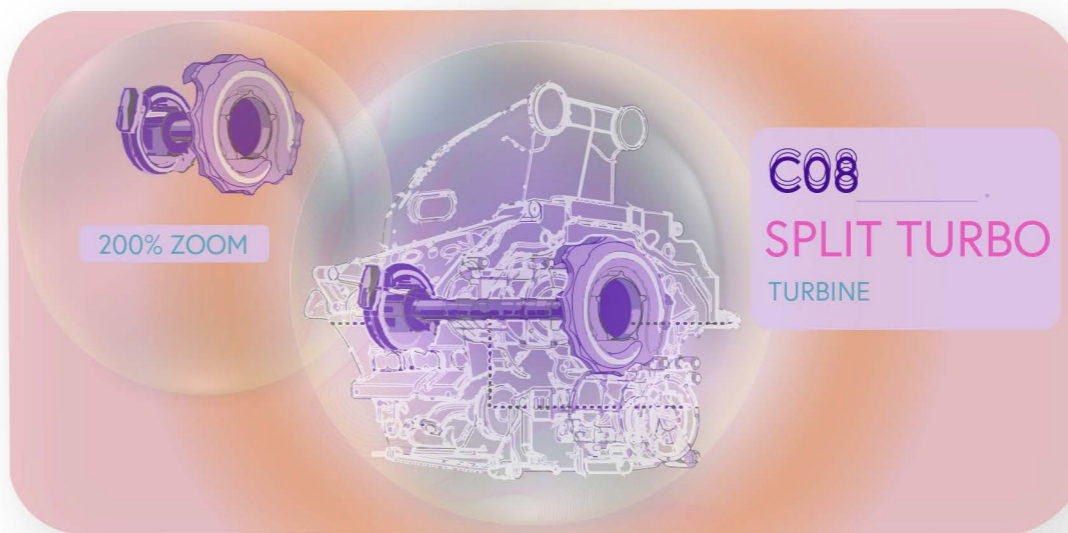
STEP 2 _____

The app will display an x-ray of the cars and will enable the visitors to select a machine part to unpack.



STEP 4 _____

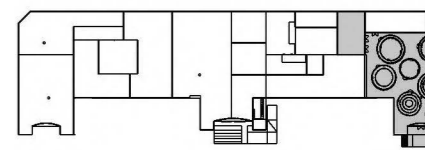
Visitors will be able to extract each part of a single unit with an infinite zoom feature and learn about the memories of the cars that the exhibit characters drove.



MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

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GRAPHIC TYPE E EXAMPLES

STEP 1 _____

Visitors will see the layout of the track of the city they are visiting, the start, the turning points and the finish line. They will receive a number from 1-4 indicating the 4 wheels.

STEP 2 _____

The app will show arrows as directions to follow to for each wheel to make the turns into the chicanes on the virtual track. There will be a start, a stop and a box option.

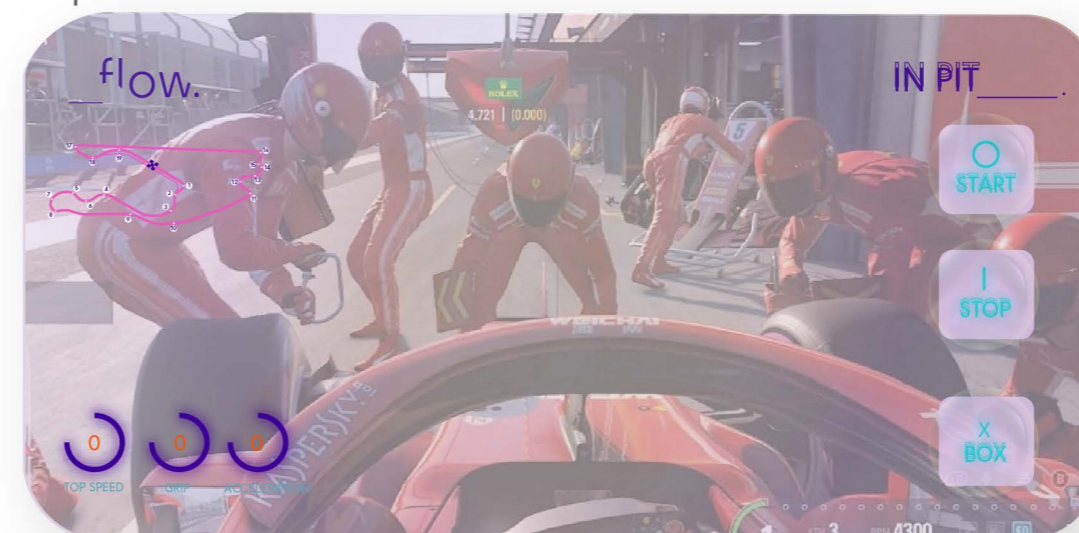
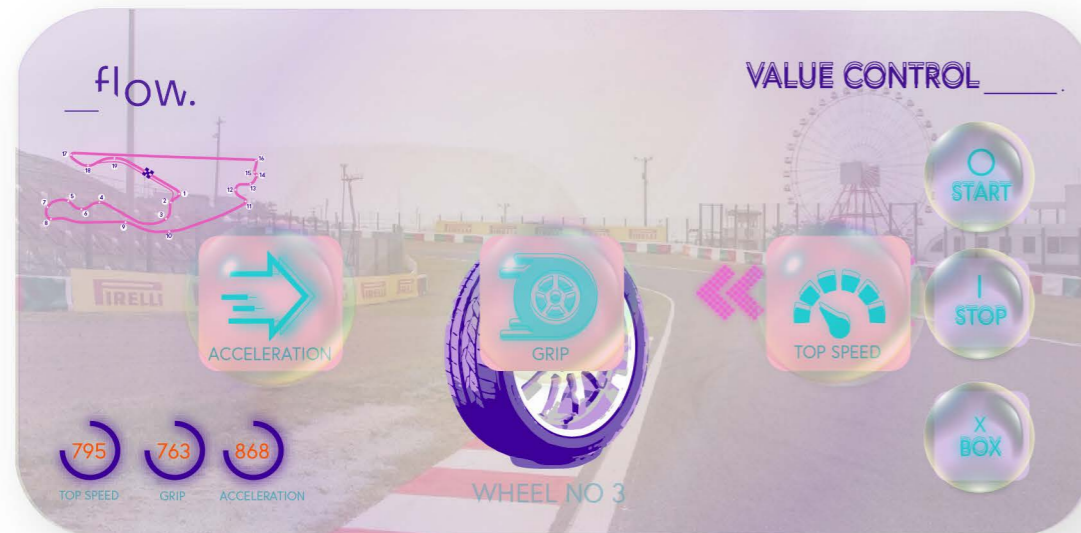


STEP 3 _____

They will receive notifications on the acceleration, tyre grip and top speed as they follow the track and discover more about its engineering and design.

STEP 4 _____

There will be check-points to box throughout the track, and to participate in a virtual pit to replace parts from their smartphone screens as a team to continue on their lap.



CLIENT _____



VENUE _____

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

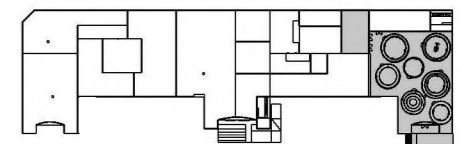
DESIGNER _____

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KEY PLAN _____



NOTES _____

GRAPHIC TYPE E EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX515.04

SCALE NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

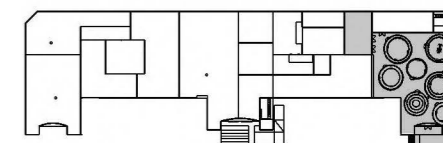
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KEY PLAN



NOTES

GRAPHIC TYPE E EXAMPLES

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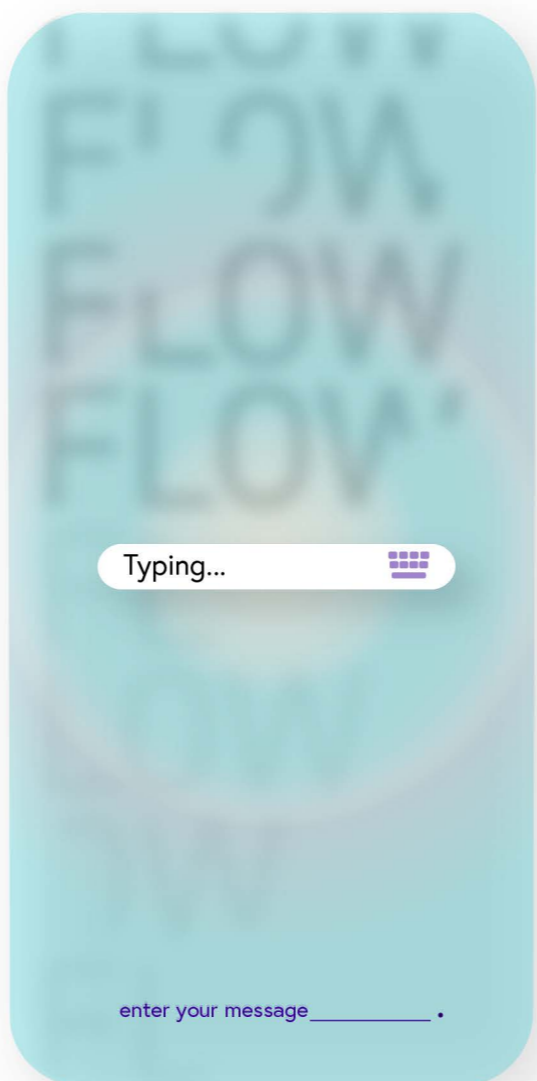
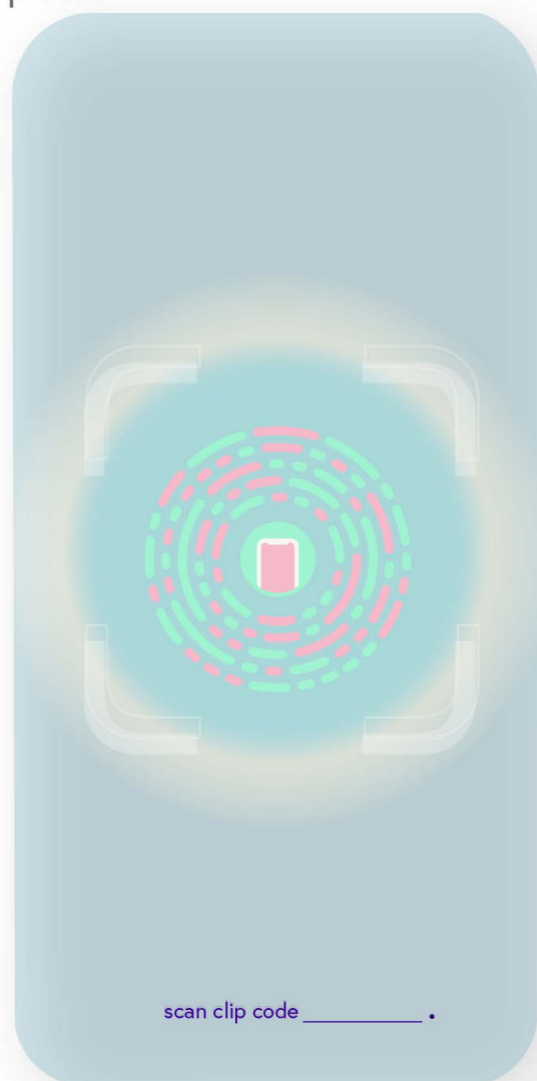
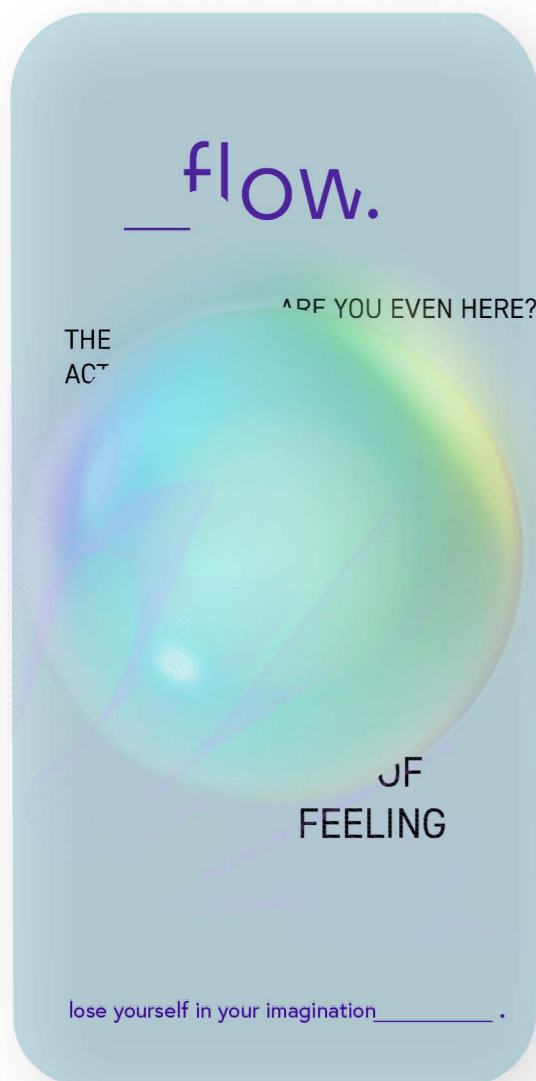
EX515.05

SCALE NTS



ACTIVITY

Visitors will scan the app clip code to enter an empowering message regarding their journey in this experience, their current feelings, emotions, inspirations and aspirations. The message will be saved and broadcasted on the screens of all F1 tracks around the world when the races are taking place.



ACTIVITY_____.

Indicating the end of each activity, the flow app will display an infographic about the flow level the visitors are experiencing as a result of participating in an immersive activity. Visitors will see the change in the flow state as they continue in their journey with the logo filling up as bar chart to show the increasing impact.



6 03A.01.MD01
SCALE: NTS



7 04A.01.MD01
SCALE: NTS



8 06A.01.MD01
SCALE: NTS



9 08A.01.MD01
SCALE: NTS

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

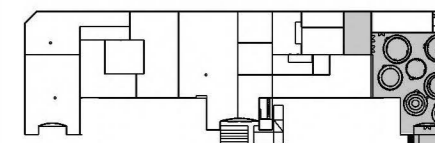
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KEY PLAN



NOTES

GRAPHIC TYPE E EXAMPLES

DRAWN BY NAZ ERTUGRUL

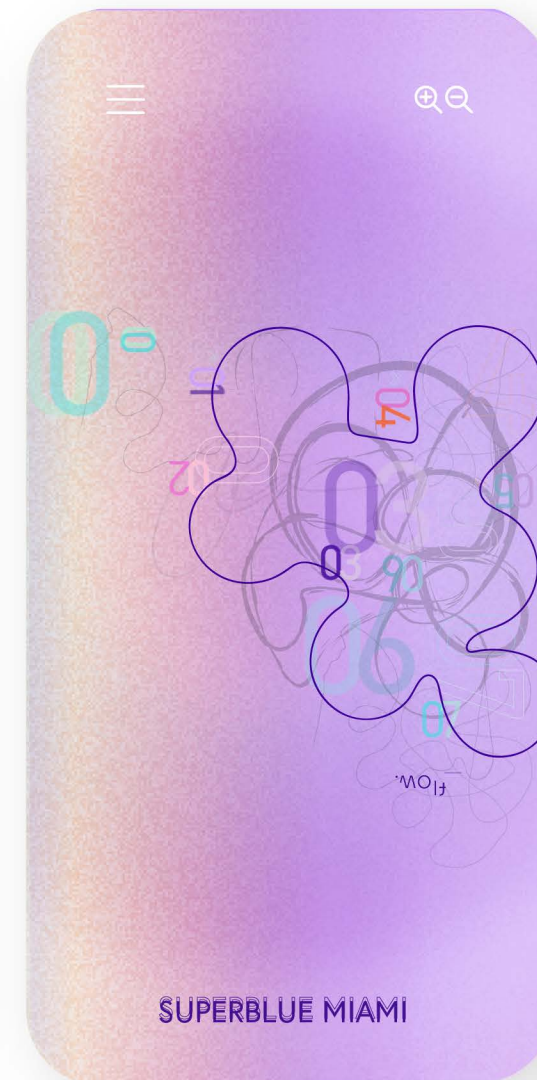
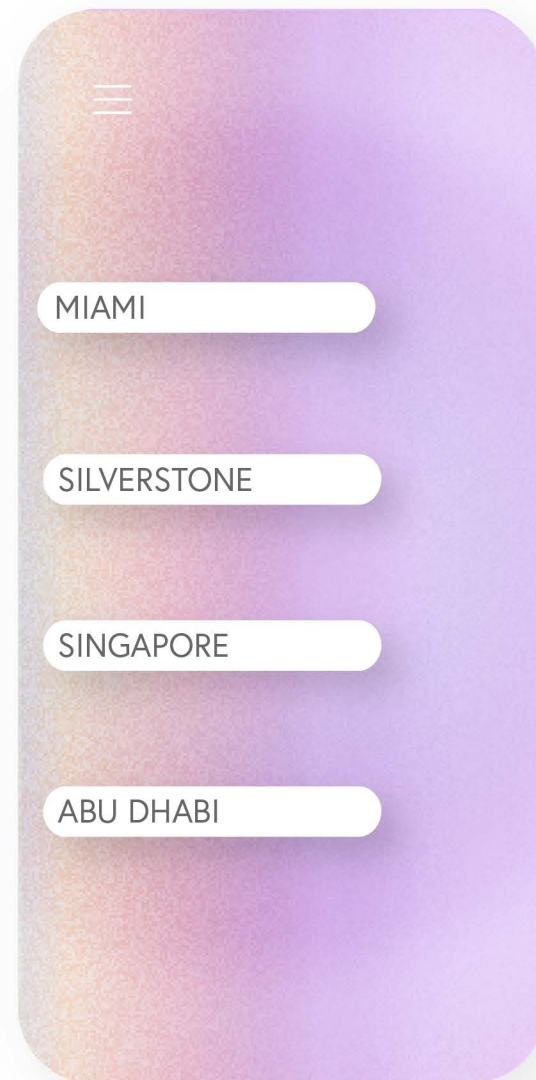
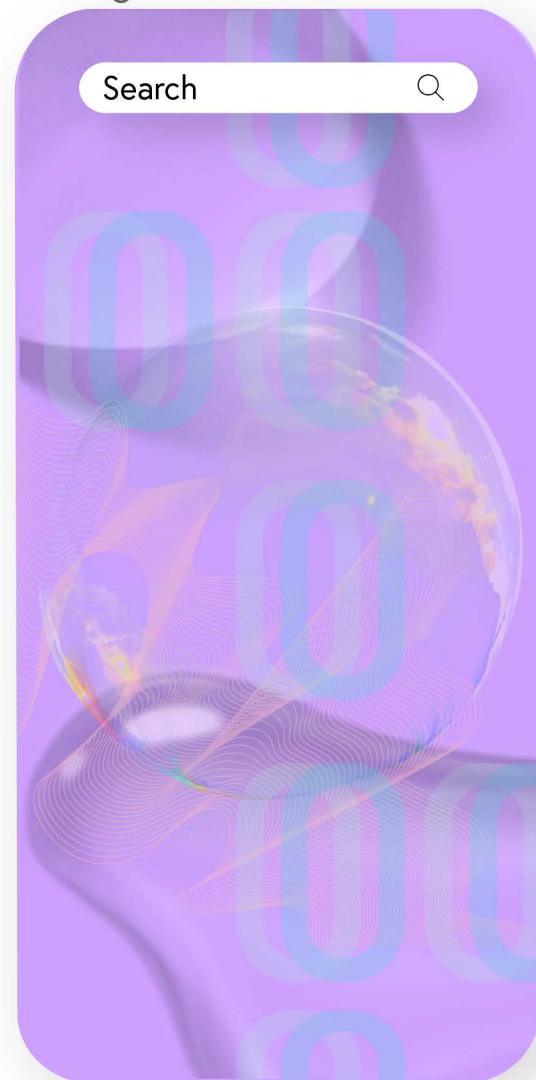
EX515.06

SCALE NTS



ACTIVITY_____.

As a collateral, the visitors will be able to preview the exhibition layouts prior to coming in to the exhibition spaces. Each layout of the exhibit will have a unique sequential order and a different flow. The layouts will be designed to mimic the tire marks on the race tracks and will have numerical wayfinding cues leading to each exhibit.



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

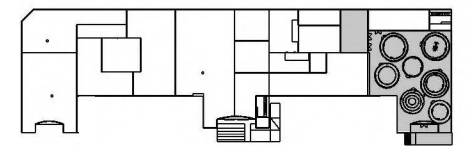
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KEY PLAN



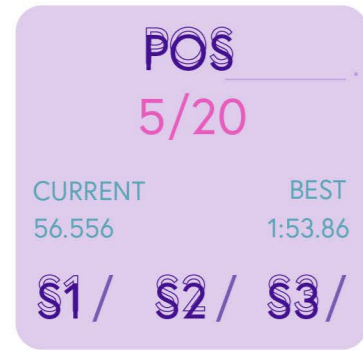
NOTES

GRAPHIC TYPE E EXAMPLES

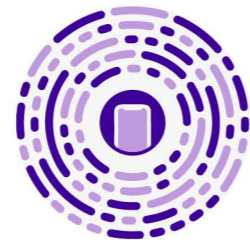
DRAWN BY NAZ ERTUGRUL

EX515.07

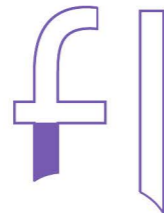
SCALE NTS



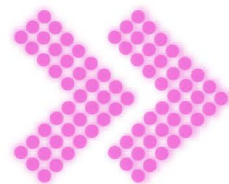
03A.01.MD02
GRAPHIC TYPE H



scan clip code _____ .



you are now experiencing flow _____ .



SYMBOL GUIDE _____ .

In The Zone app will have it's unique app clip code for visitors to scan and turn their phones into steering wheels.

The app will display a position chart of each visitor participating in the practice lap annotating their best lap time as well as the current time as they are completing each sector of the track.

The sectors will be annotated with an "S" and will have its own lap time segment.

The "-" and "+" will both appear in the projection screen and the app screen to enable increase and decrease in gear.

The slim banner with turn numbers will indicate the location position of the visitor participating in the lap. It will be used as a directive for the visitors to act accordingly to make turns and to shift gears.

The triangle, "Delta" and the square, "DRS" command will be used to hold the phone straight and increase gear to the fullest.

The arrows will help guide the visitors to turn their phones to the right or left as they are completing their lap.

At the end of the activity, the flow bar chart will appear to indicate the average approximate flow level the visitors will be experiencing determined by the challenge/skill balance of the activity.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

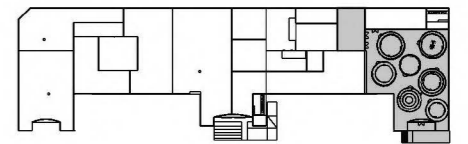
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KEY PLAN



NOTES

GRAPHIC TYPE H EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX516.01

SCALE NTS



04A.01.MD02
GRAPHIC TYPE H

turn on your flashlight _____ .

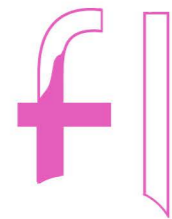
hold your phone still _____ .

you are in the moment _____ .

discover unique stories _____ .



scan clip code _____ .



you are now experiencing flow _____ .

SYMBOL GUIDE _____ .

The Third Eye Rule will have it's unique app clip code for visitors to scan and turn their phones into a magnifying glass.

The app will display commands to slowly transition the app to become a peep hole for immersive content.

At the end of the activity, the flow bar chart will appear to indicate the average approximate flow level the visitors will be experiencing determined by the challenge/skill balance of the activity.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

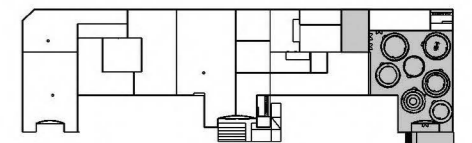
DESIGNER

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New York, NY

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KEY PLAN



NOTES

GRAPHIC TYPE H EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX516.02

SCALE NTS

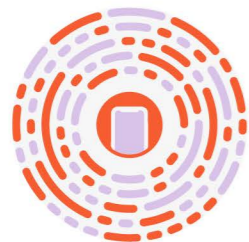
05A.01.MD02
GRAPHIC TYPE H



200% ZOOM

SCANNING _____ .

MACHINE PART DETECTED _____ .



scan clip code _____ .



you are now experiencing flow _____ .

SYMBOL GUIDE _____ .

The Limitless Phenomenon app will have it's unique app clip code for visitors to scan and turn their phones into an x-ray machine.

The app will display each mechanical component and their descriptions in an information box.

The slim banner will display the zoom percentage while examining the units and gear details.

There will be verbal status guides to indicate the process of scanning and detecting the machine part to be examined.

At the end of the activity, the flow bar chart will appear to indicate the average approximate flow level the visitors will be experiencing determined by the challenge/skill balance of the activity.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

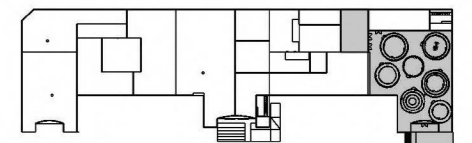
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KEY PLAN



NOTES

GRAPHIC TYPE H EXAMPLES

DRAWN BY NAZ ERTUGRUL

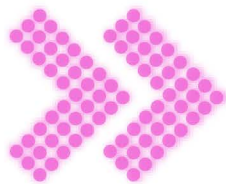
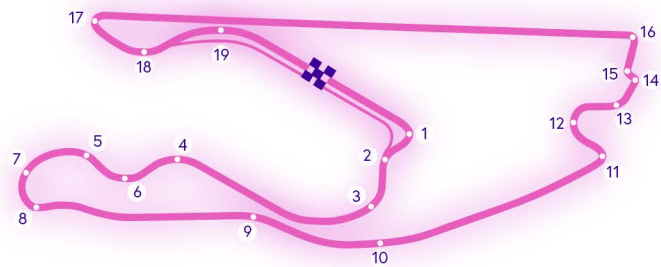
EX516.03

SCALE NTS



06A.01.MD02
GRAPHIC TYPE H

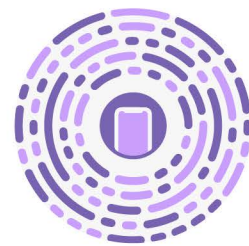
C38
SEASON 2022
TOP SPEED _____
ACCELERATION _____
GRIP _____
\$1 / \$2 / \$3 /



VALUE CONTROL _____



ON TRACK _____



scan clip code _____ .



you are now experiencing flow _____ .

IN PIT _____



SYMBOL GUIDE _____

Core Volume app will have its unique app clip code for visitors to scan and turn their phones into an AR race car wheel.

The app will display a status chart of each visitor participating in the lap annotating their top speed, acceleration and grip as they are completing each sector of the track.

The sectors will be annotated with an "S" and will have its own status segment.

The key track map will appear in the projection screen and the app screen to show participant location in the track.

The current numerical data of top speed, grip and acceleration will be visible at the bottom of the screen and updated in real time.

The arrows will help guide the visitors to turn their phones to the right or left as they are completing their lap.

The screen will indicate a written active status depending the participant is in the pit or on the track.

The circle, "Start", the bar "Stop", the letter x, "Box" will indicate the commands that the visitors will be able to utilize to perform a pit stop.

At the end of the activity, the flow bar chart will appear to indicate the average approximate flow level the visitors will be experiencing determined by the challenge/skill balance of the activity.

CLIENT _____



VENUE _____

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

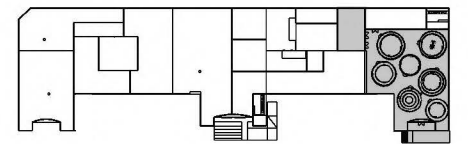
DESIGNER _____

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KEY PLAN _____



NOTES _____

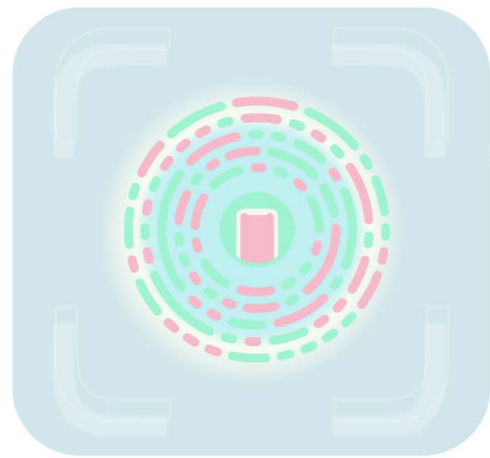
GRAPHIC TYPE H EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX516.04

SCALE NTS





08A.01.MD02
GRAPHIC TYPE H

scan clip code _____ .

enter your message _____ .



you are now experiencing flow _____ .

SYMBOL GUIDE _____

Flow Matrix will have its unique app clip code for visitors to scan and turn their phones into an algorithmic data server.

The app will display commands to slowly transition the app to become a matrix for immersive content.

At the end of the activity, the flow bar chart will appear to indicate the average approximate flow level the visitors will be experiencing determined by the challenge/skill balance of the activity.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: ArtsScience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

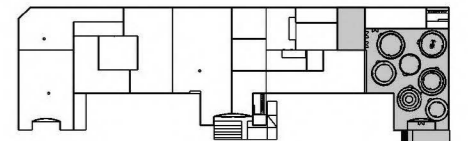
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KEY PLAN



NOTES

GRAPHIC TYPE H EXAMPLES

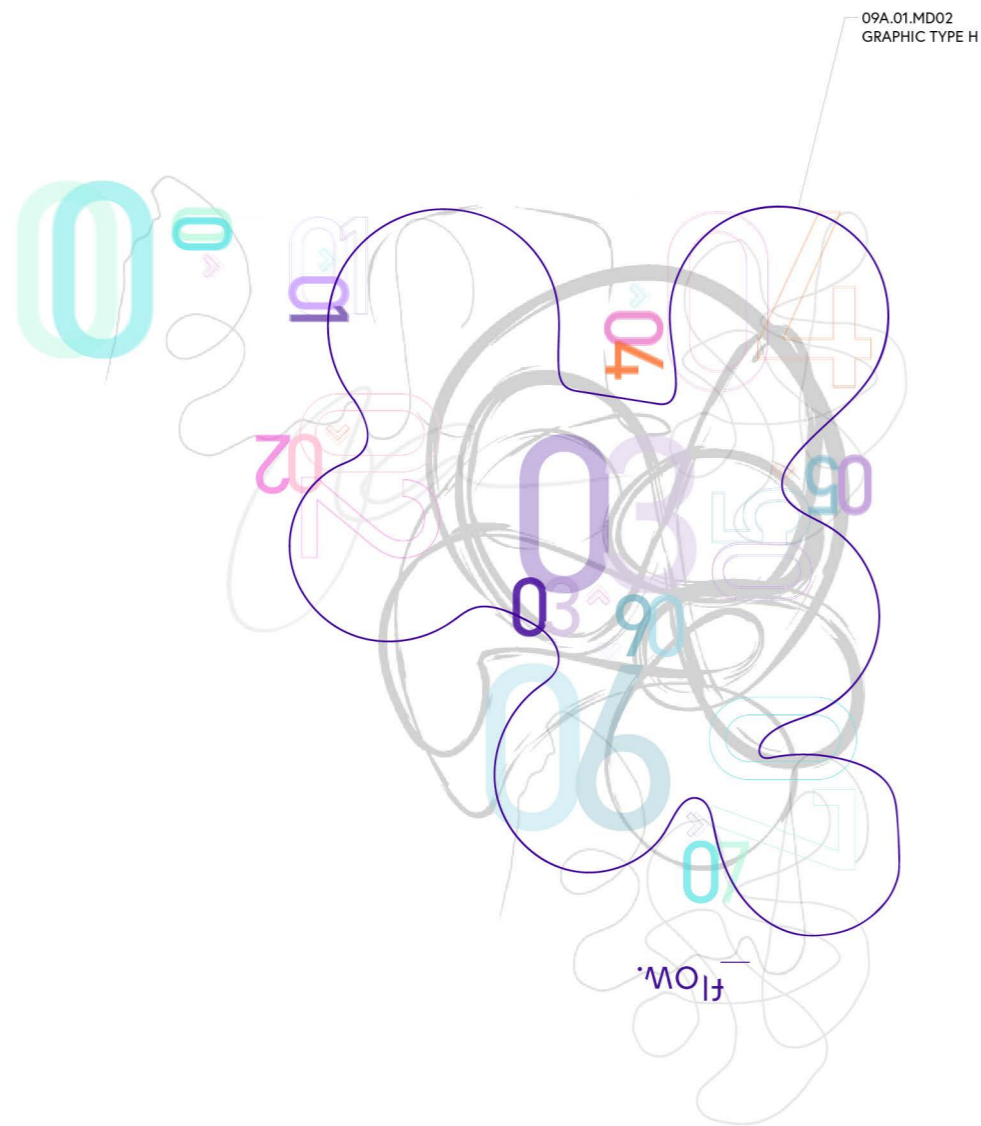
DRAWN BY NAZ ERTUGRUL

EX516.05

SCALE

NTS





SYMBOL GUIDE _____

Flow in Superblue Miami will have its unique sequential order of activities and a specialized floor graphic wayfinding system in tangent to an app.

The numbers will indicate the activity order to follow to complete the journey.

To accompany the visual aesthetic of the environment tire mark prints will be used to give a race track feel to the exhibition layout.

SUPERBLUE MIAMI

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

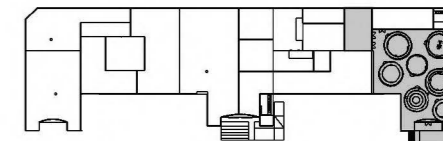
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KEY PLAN



NOTES

GRAPHIC TYPE H EXAMPLES

DRAWN BY NAZ ERTUGRUL

EX516.06

SCALE NTS



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

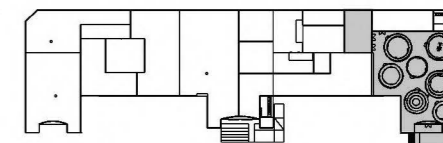
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KEY PLAN



NOTES

GRAPHIC TYPE F DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX517.01

SCALE 1/2"=1'-0"

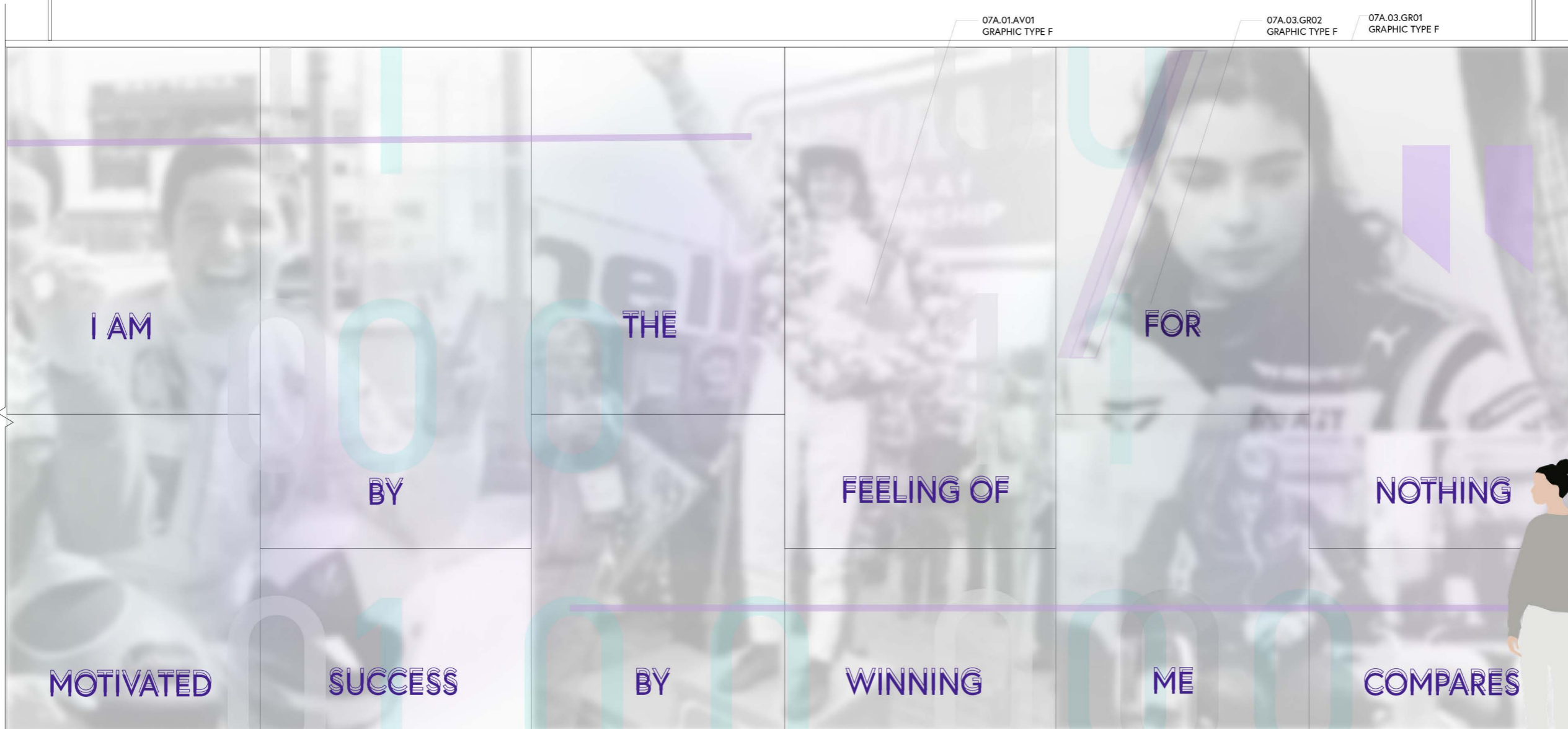


1/2"

1-1/2"

144"

12"



07A.01.AV01
GRAPHIC TYPE F

07A.03.GR02
GRAPHIC TYPE F

07A.03.GR01
GRAPHIC TYPE F

I AM

THE

FOR

BY

FEELING OF

NOTHING

MOTIVATED

SUCCESS

BY

WINNING

ME

COMPARES

1

07A.03.GR01-02 & 07A.01.AV01 ELEVATION
SCALE: 1/2"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

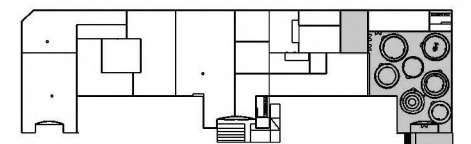
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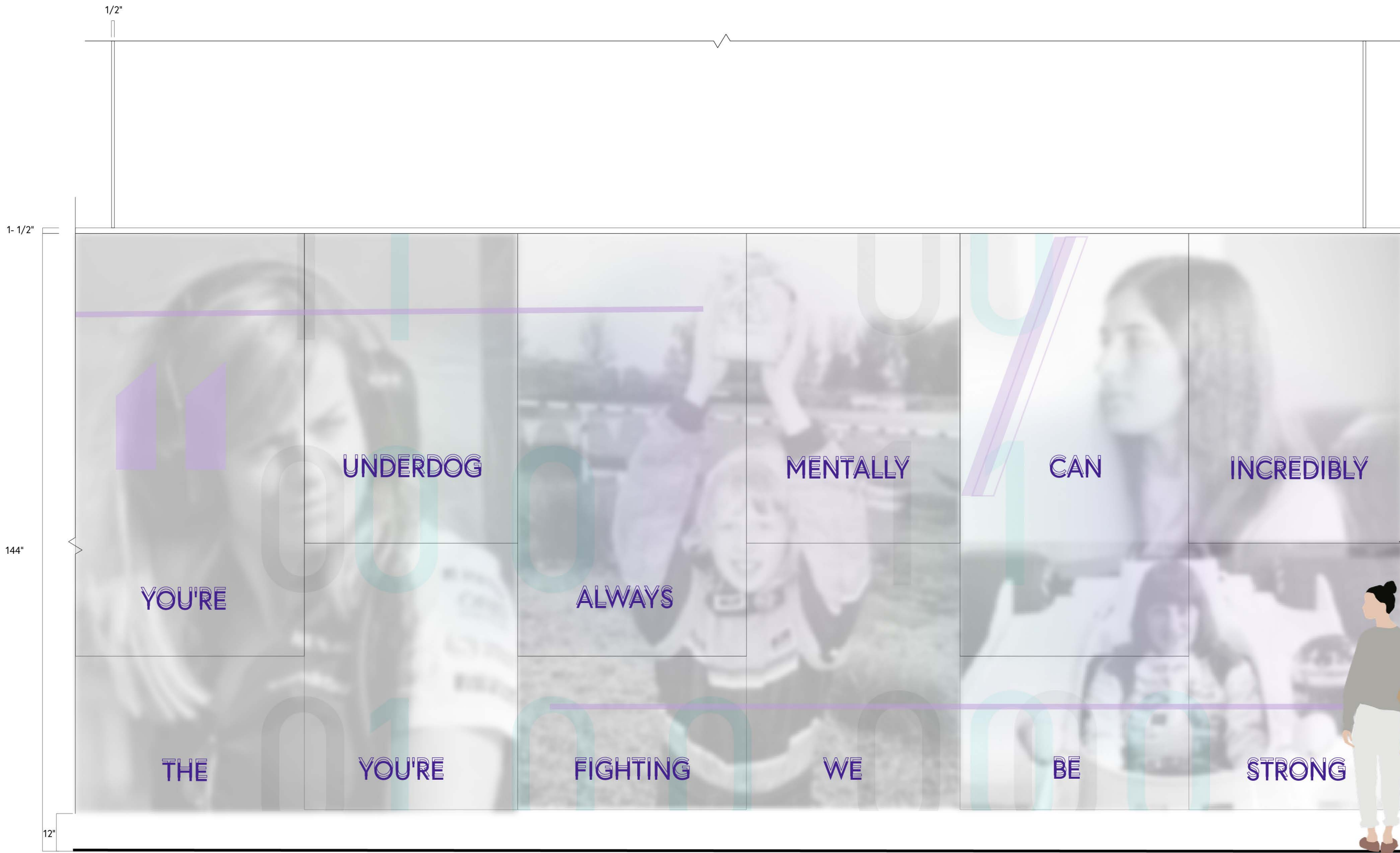
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KEY PLAN



NOTES

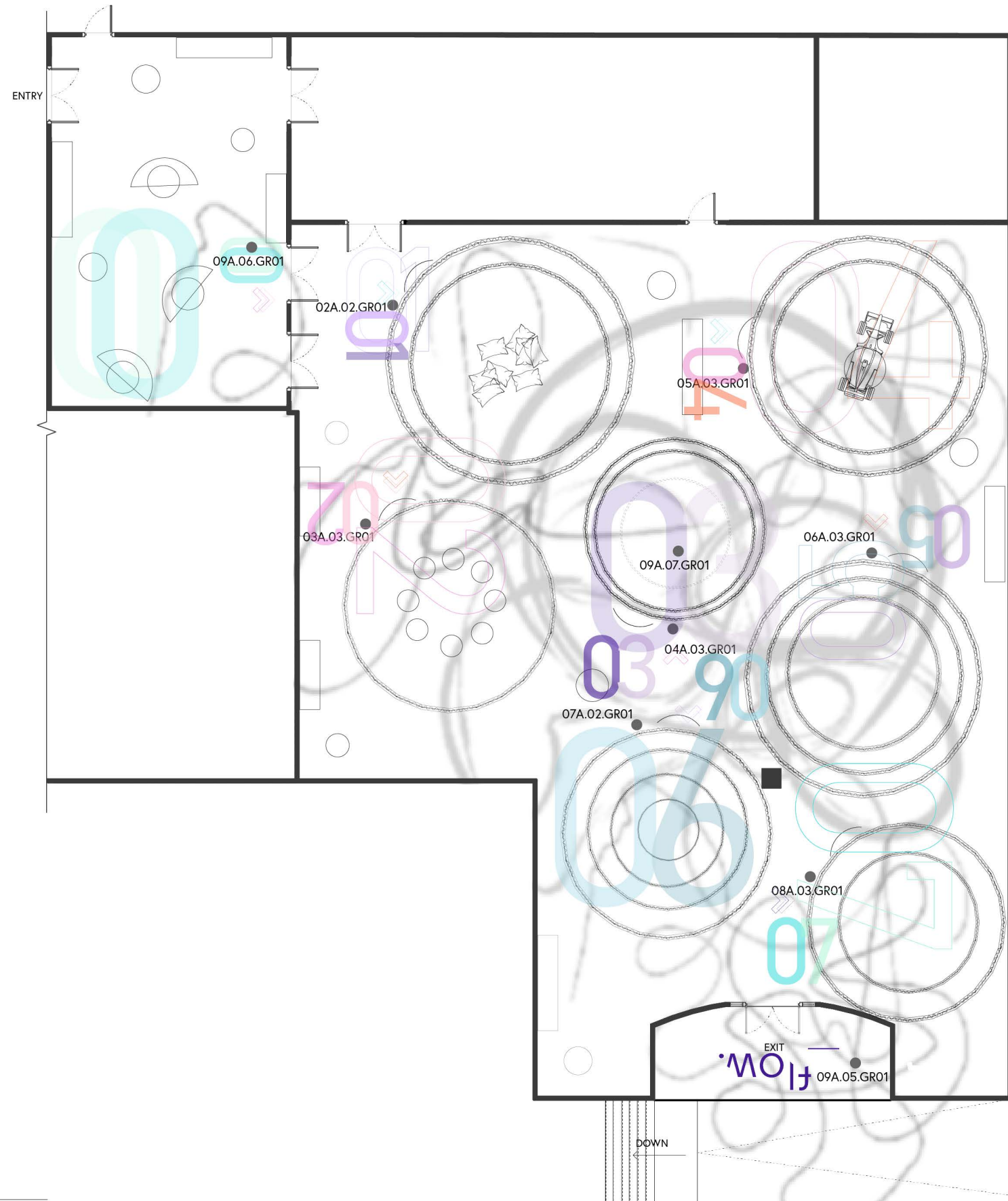


GRAPHIC TYPE F DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX517.02

SCALE 1/2"=1'-0" N



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

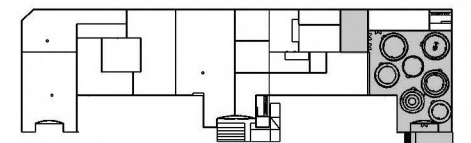
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KEY PLAN



NOTES

GRAPHIC TYPE G DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX518.01

SCALE 1/16"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

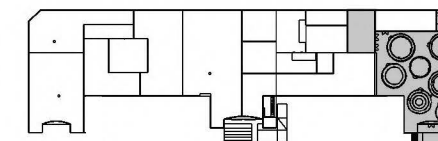
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KEY PLAN



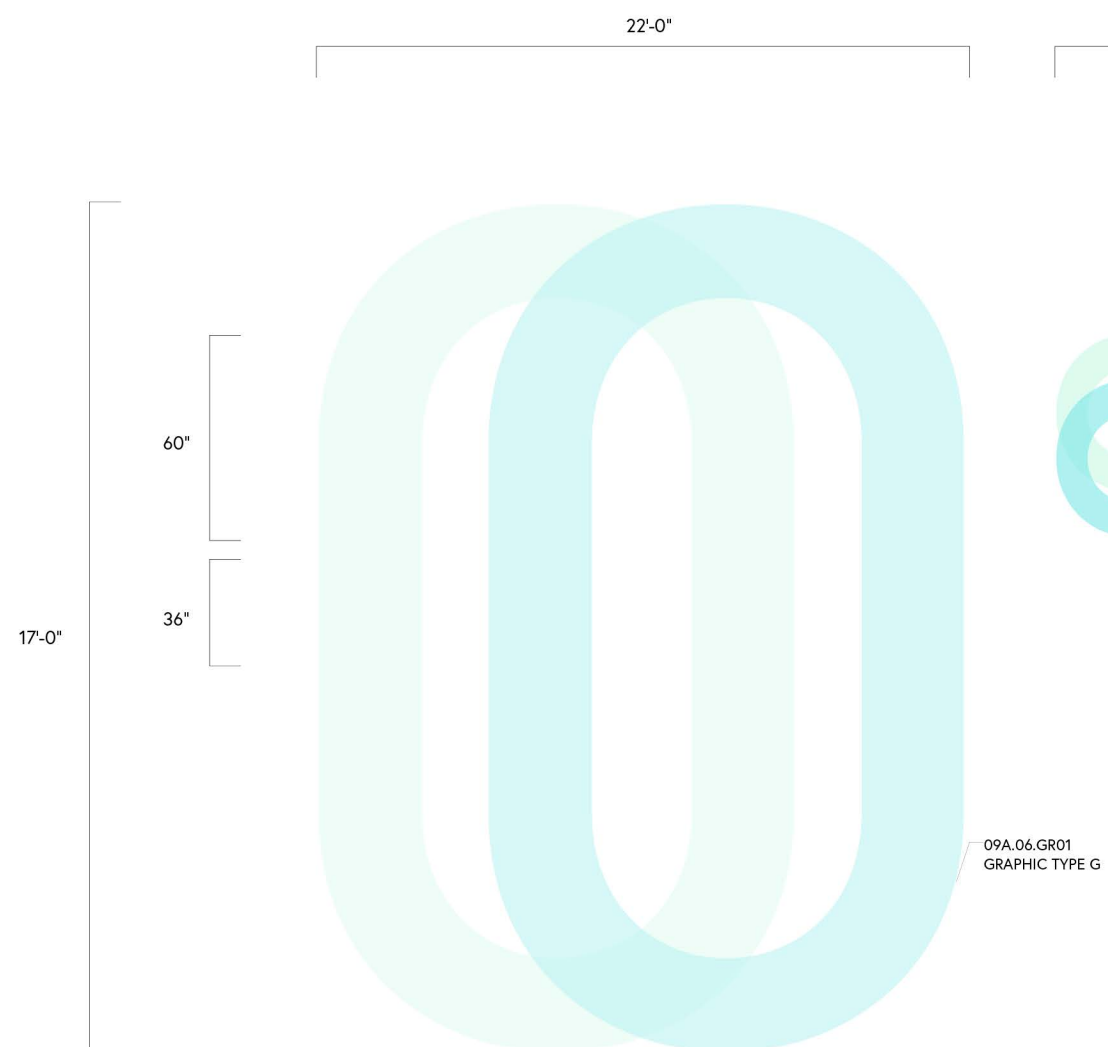
NOTES

GRAPHIC TYPE G DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX518.02

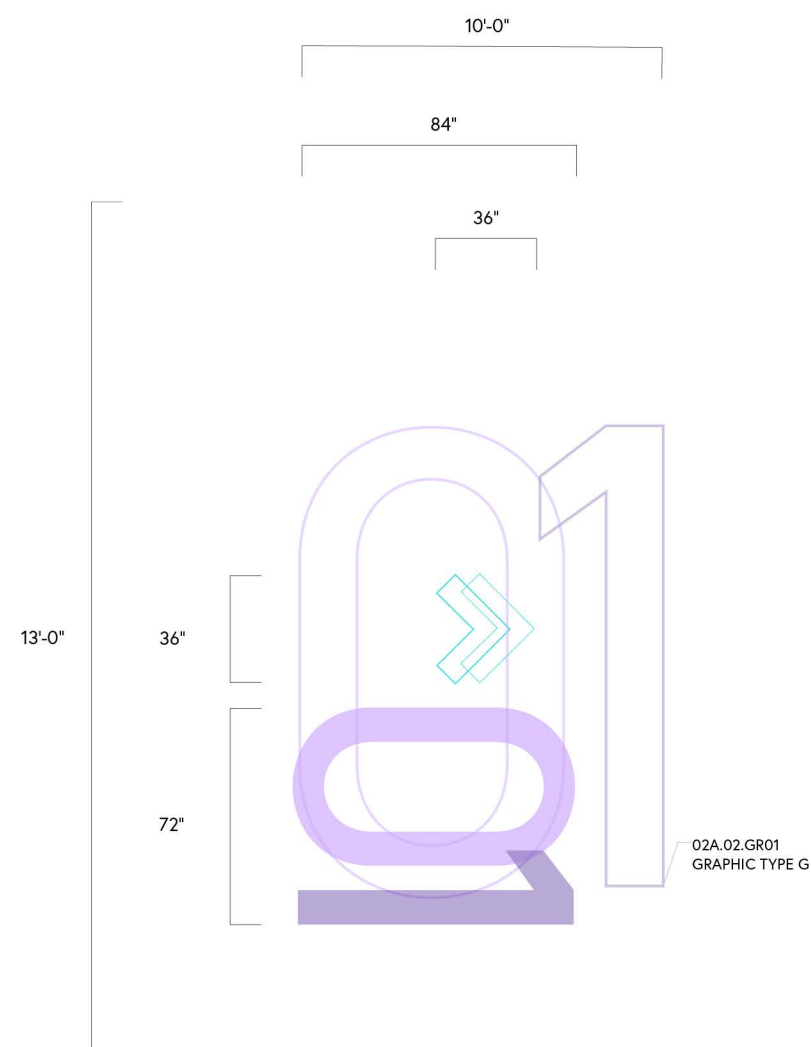
SCALE 3/16"=1'-0"



09A.06.GR01
 GRAPHIC TYPE G

2

09A.06.GR01 PLAN VIEW
 SCALE: 3/16"=1'-0"



02A.02.GR01
 GRAPHIC TYPE G

3

02A.02.GR01 G PLAN VIEW
 SCALE: 3/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

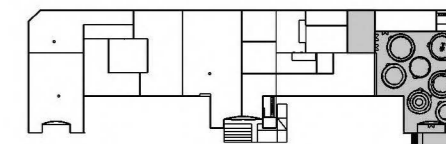
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KEY PLAN



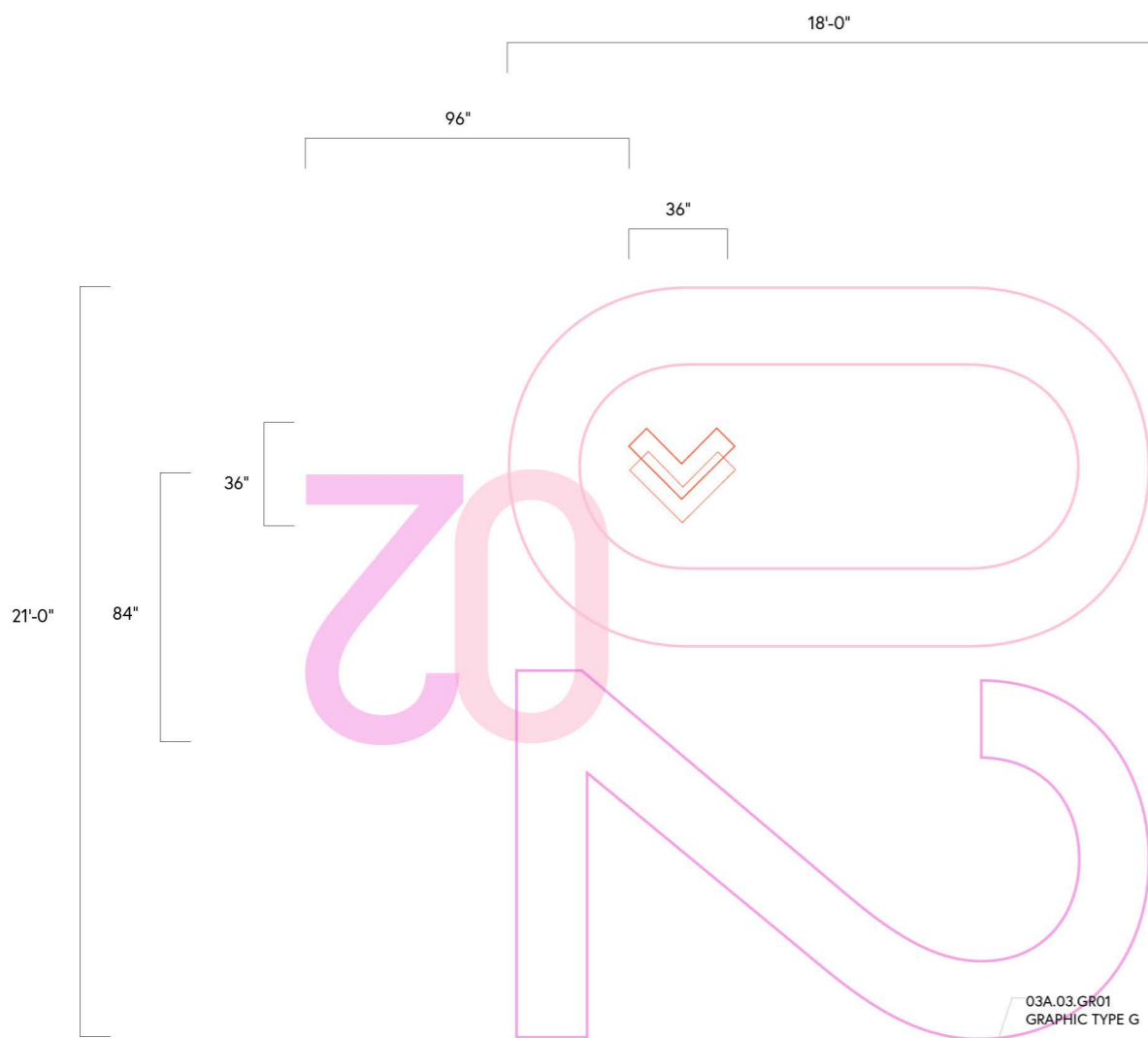
NOTES

GRAPHIC TYPE G DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX518.03

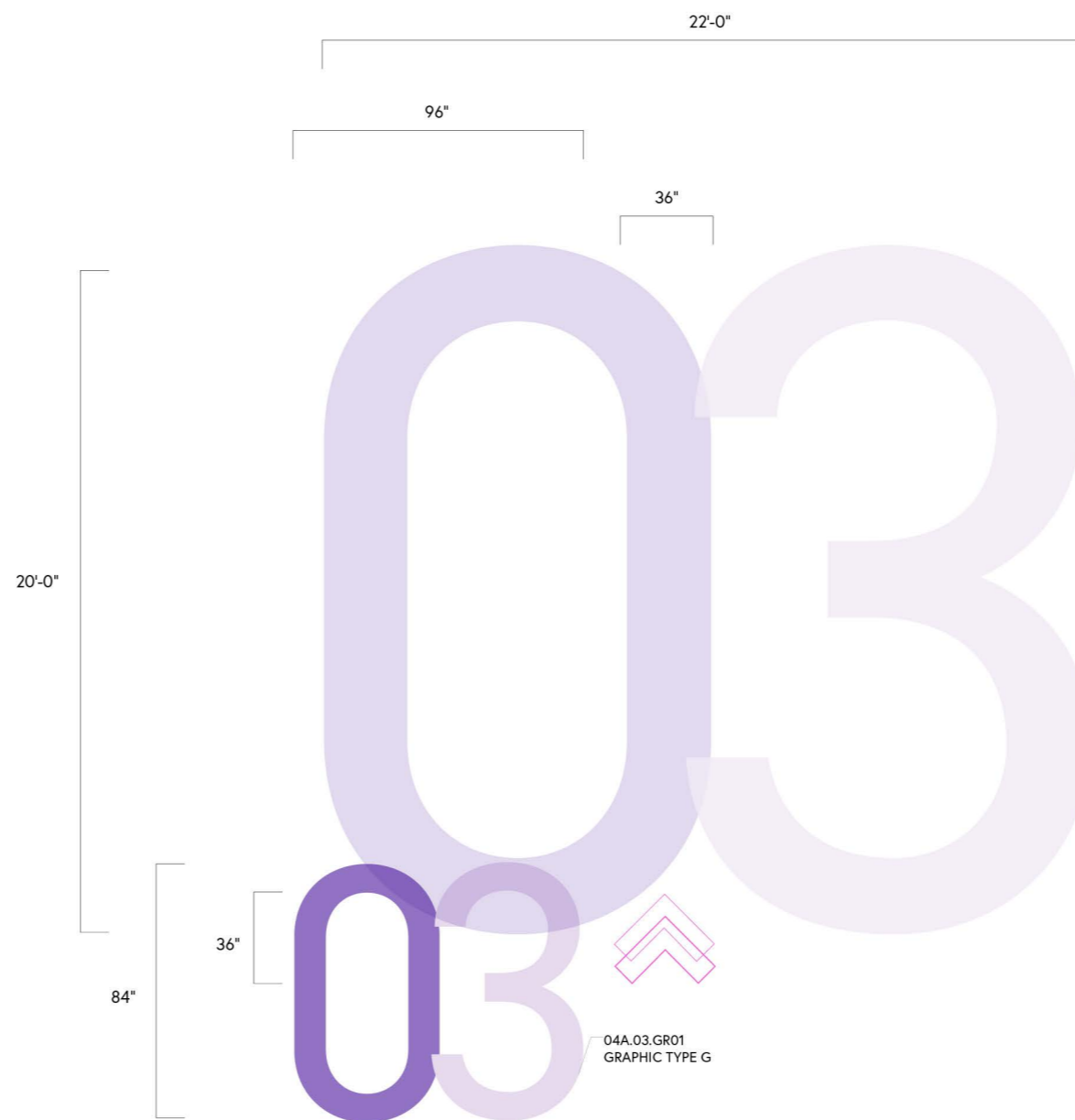
SCALE 3/16"=1'-0"



03A.03.GR01
 GRAPHIC TYPE G

4

03A.03.GR01 PLAN VIEW
 SCALE: 3/16"=1'-0"



04A.03.GR01
 GRAPHIC TYPE G

5

04A.03.GR01 PLAN VIEW
 SCALE: 3/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

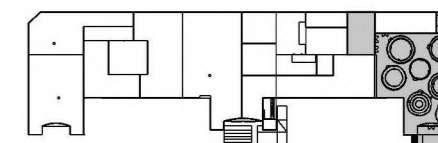
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KEY PLAN



NOTES

GRAPHIC TYPE G DRAWINGS

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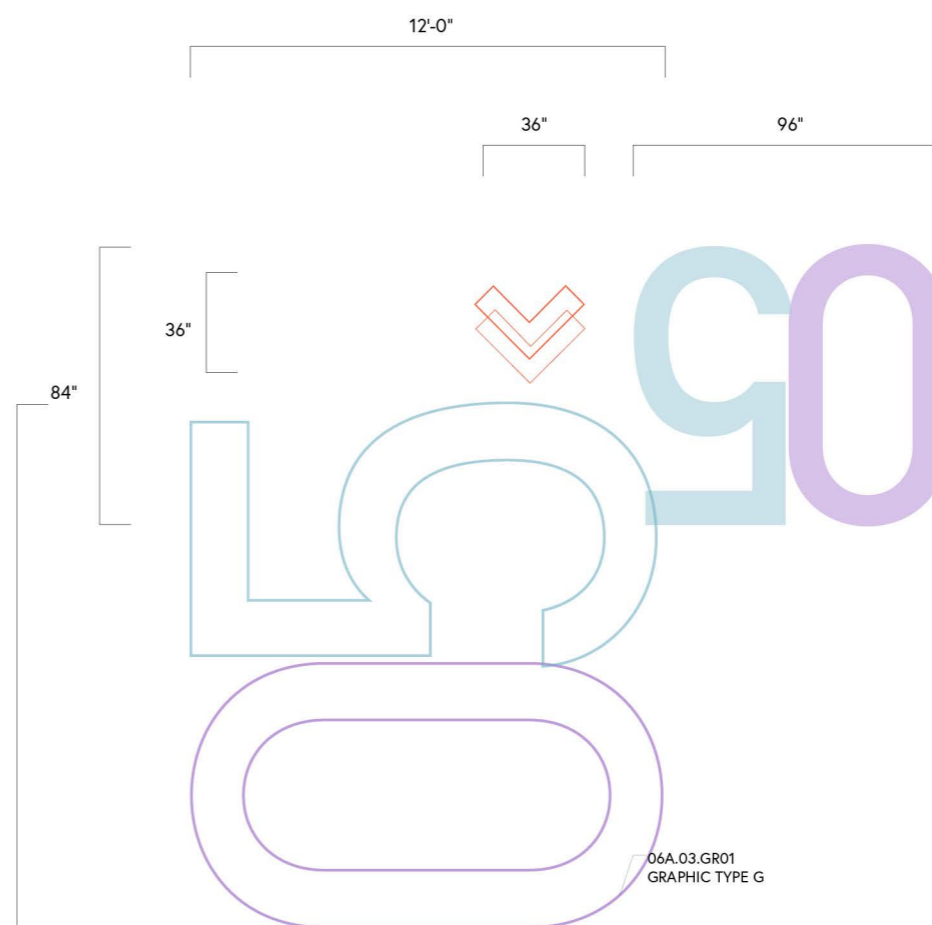
EX518.04

SCALE 3/16"=1'-0"



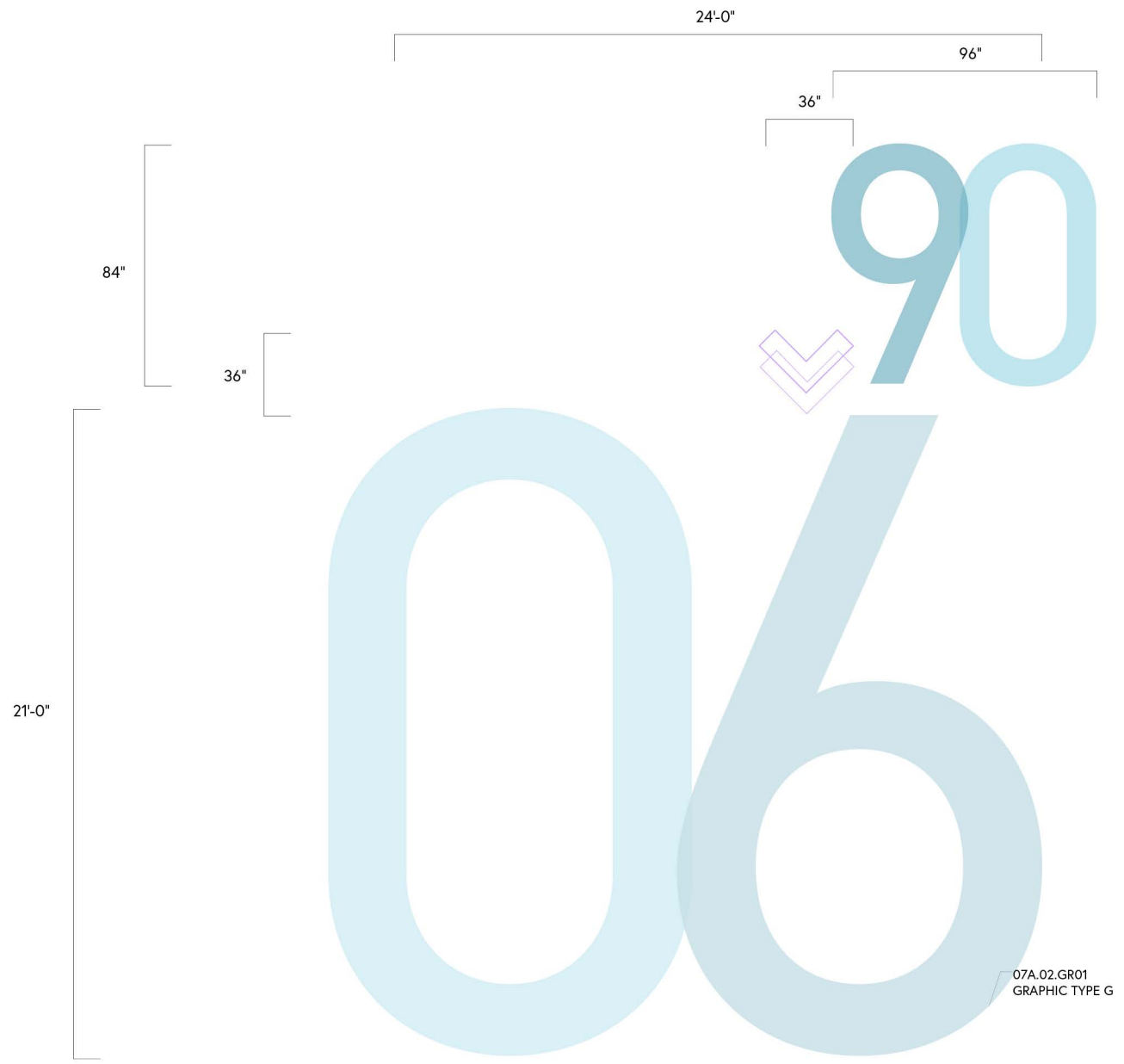
05A.03.GR01
 GRAPHIC TYPE G

6 05A.03.GR01 PLAN VIEW
 SCALE: 3/16"=1'-0"



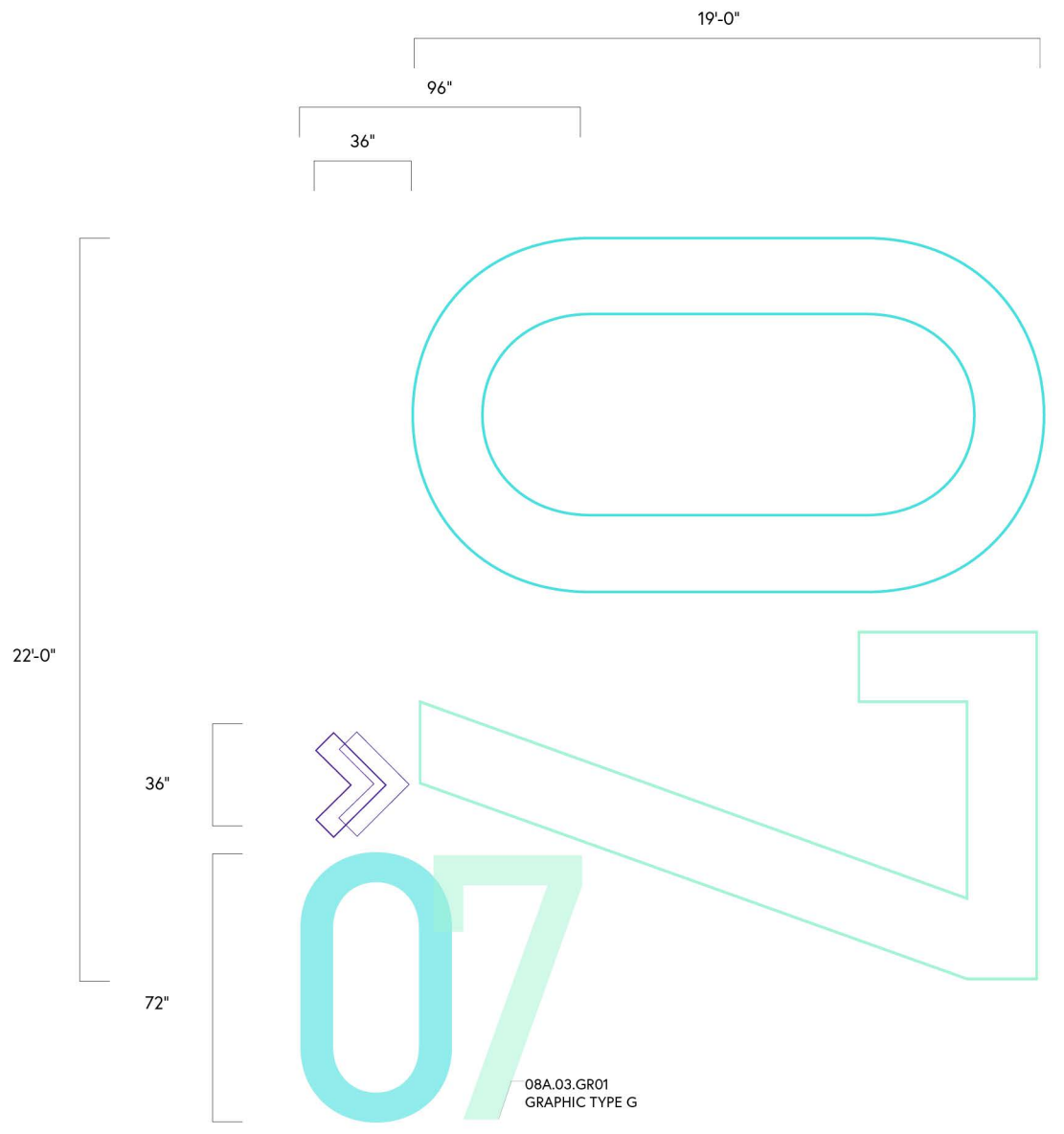
06A.03.GR01
 GRAPHIC TYPE G

7 06A.03.GR01 PLAN VIEW
 SCALE: 3/16"=1'-0"



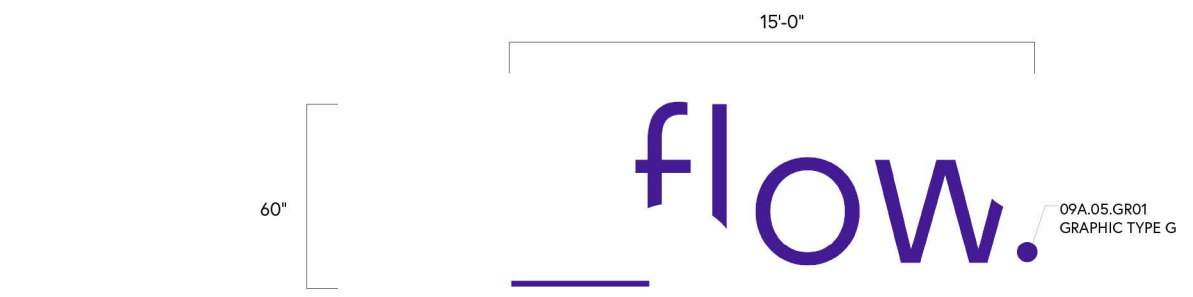
07A.02.GR01
GRAPHIC TYPE G

8 07A.02.GR01 PLAN VIEW
SCALE: 3/16"=1'-0"



08A.03.GR01
GRAPHIC TYPE G

9 08A.03.GR01 PLAN VIEW
SCALE: 3/16"=1'-0"



09A.05.GR01
GRAPHIC TYPE G

10 09A.05.GR01 PLAN VIEW
SCALE: 3/16"=1'-0"

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

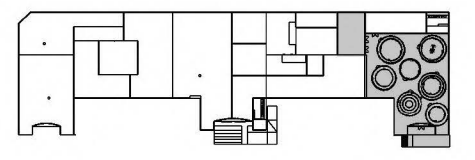
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KEY PLAN



NOTES

GRAPHIC TYPE G DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX518.05

SCALE 3/16"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

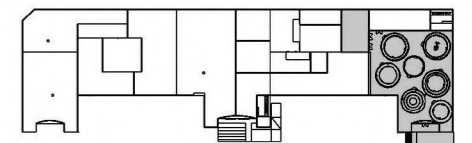
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KEY PLAN



NOTES

GRAPHIC TYPE G DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX518.06

SCALE 1/16"=1'-0"



104'-0"

125'-0"



09A.07.GR01
GRAPHIC TYPE G

11

09A.07.GR01 PLAN VIEW
SCALE: 1/16"=1'-0"

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artsience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

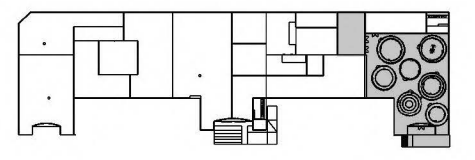
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KEY PLAN



NOTES



1 09A.03.GR01-02 NORTH WALL ELEVATION
 SCALE: 1/8"=1'-0"

GRAPHIC TYPE I DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX519.01

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

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

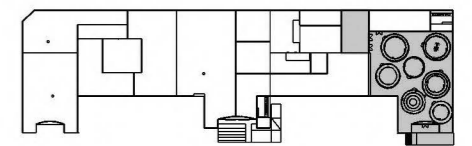
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KEY PLAN



NOTES



2 09A.02.GR01-02 WEST WALL ELEVATION
 SCALE: 1/8"=1'-0"

GRAPHIC TYPE I DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX519.02

SCALE 1/8"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artsience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

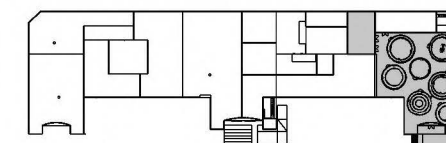
DESIGNER

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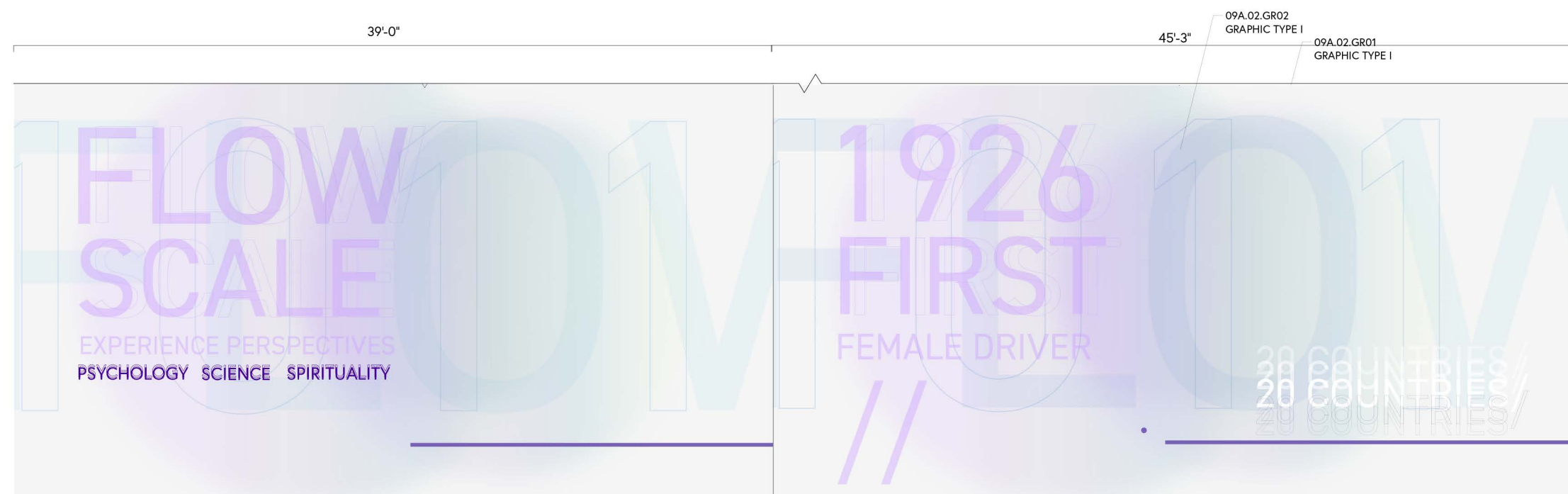
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KEY PLAN



NOTES



256"

72"

3

09A.02.GR01-02 WEST WALL ELEVATION
 SCALE: 1/8"=1'-0"

GRAPHIC TYPE I DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX519.03

SCALE 1/8"=1'-0"



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

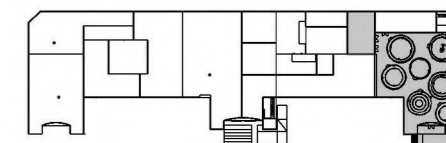
DESIGNER

Naz Ertugrul
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KEY PLAN



NOTES



4 09A.04.GR01-02 EAST WALL ELEVATION
 SCALE: 1/8"=1'-0"

GRAPHIC TYPE I DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX519.04

SCALE 1/8"=1'-0"



CLIENT



VENUE

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SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

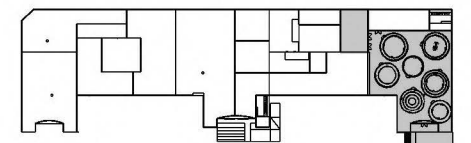
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KEY PLAN



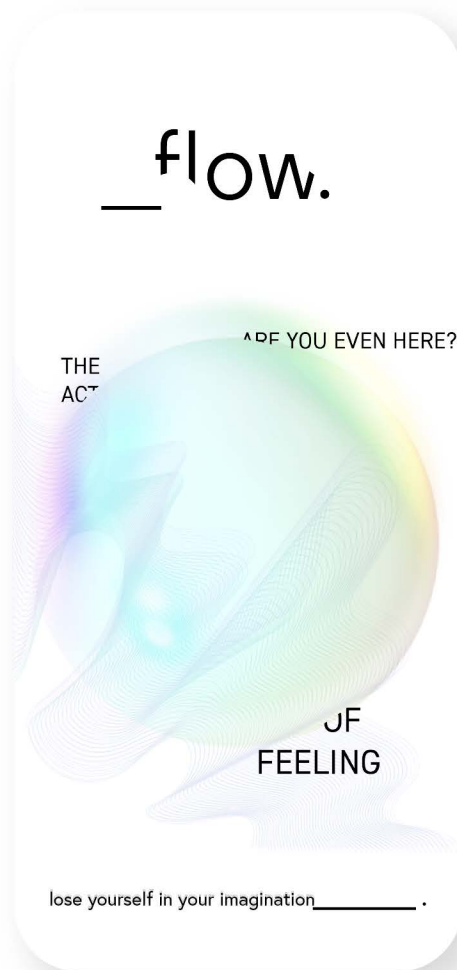
NOTES

PRE & POST EXPERIENCE

DRAWN BY NAZ ERTUGRUL

EX520.01

SCALE NTS



As a post-visit experience, visitors will receive a special code to access their unique chronicled journey of the activities that they have participated in the exhibition space through the Flow App and they will be able share it after on all social media platforms as they wish.

flow.

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
SATELLITE #1: Artscience Museum, Singapore
SATELLITE #2: Silverstone Interactive Museum, UK
SATELLITE #3: Yas Marina Circuit Racing School, UAE

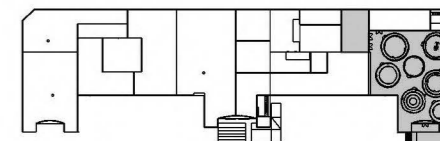
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KEY PLAN



NOTES

PRE & POST EXPERIENCE

DRAWN BY NAZ ERTUGRUL

EX520.02

SCALE NTS



Flow, the experience will have its own website and app clip for pre-visit information and post-visit follow-up activities.

The tickets for Flow, the experience will be accessible through all exhibition venue websites as well as F1 and Wseries ticket sale platforms.

Each race ticket holder will be granted premium access to all experiences around the globe, getting a chance to meet the female idols of the experience.



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VENUE

MAIN VENUE: Superblue Miami, USA
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SATELLITE #3: Yas Marina Circuit Racing School, UAE

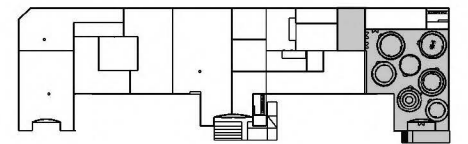
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KEY PLAN



NOTES

PROTOTYPE TESTING

DRAWN BY NAZ ERTUGRUL

EX521

SCALE NTS 



FX 60U DFTAIL DRAWINGS _____.

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VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

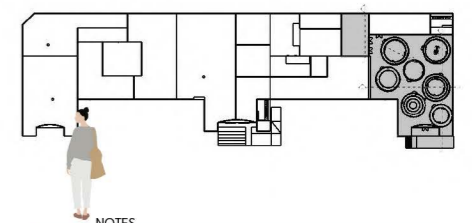
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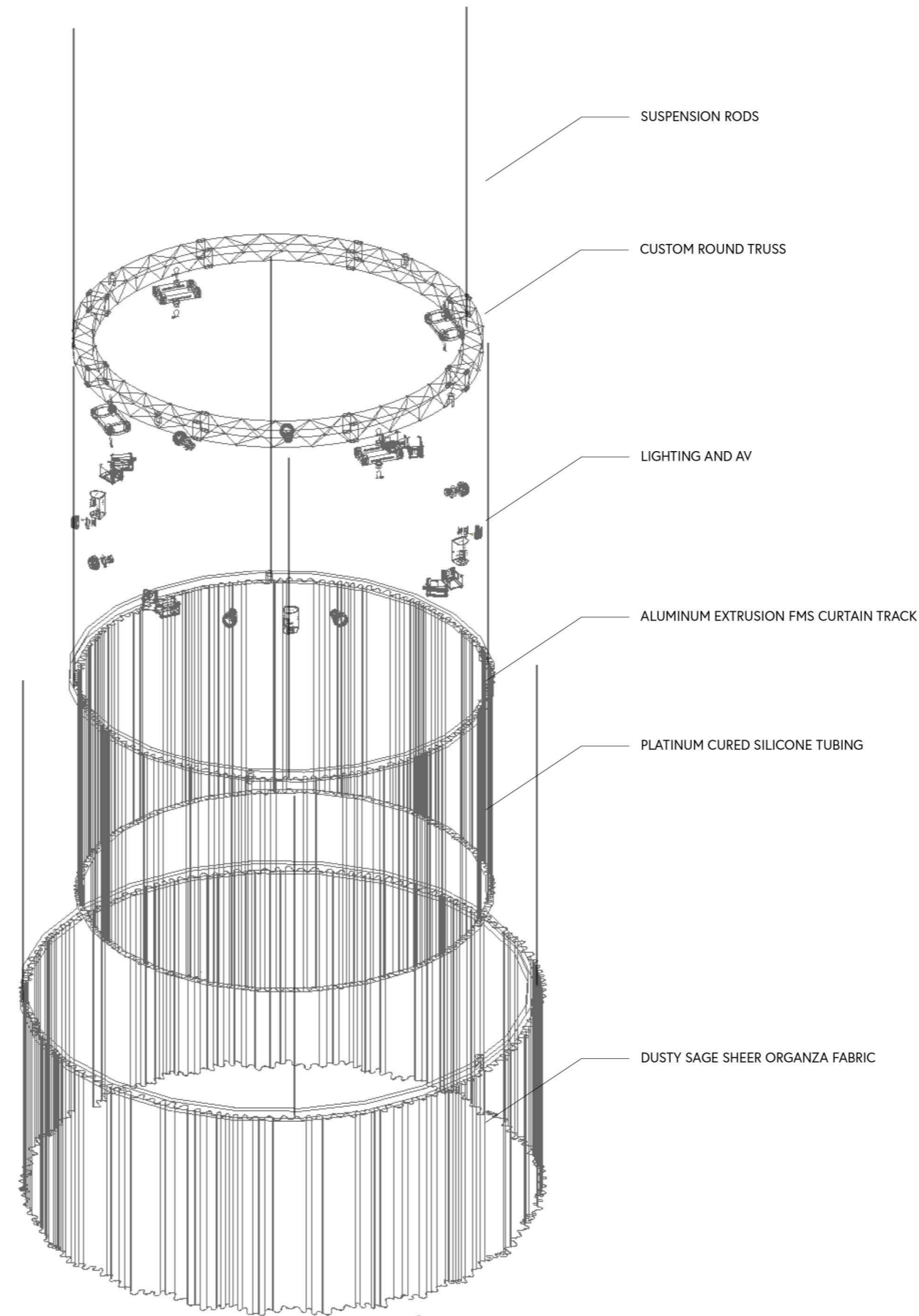
NOTES

DETAIL DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX601

SCALE 1/8"=1'-0"



STEEL CABLE STRING

VOLANDO VOILE FABRIC

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
 SATELLITE #1: Artscience Museum, Singapore
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

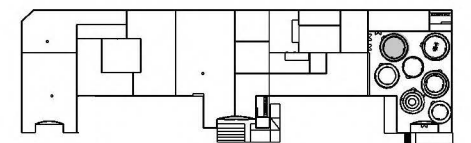
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KEY PLAN



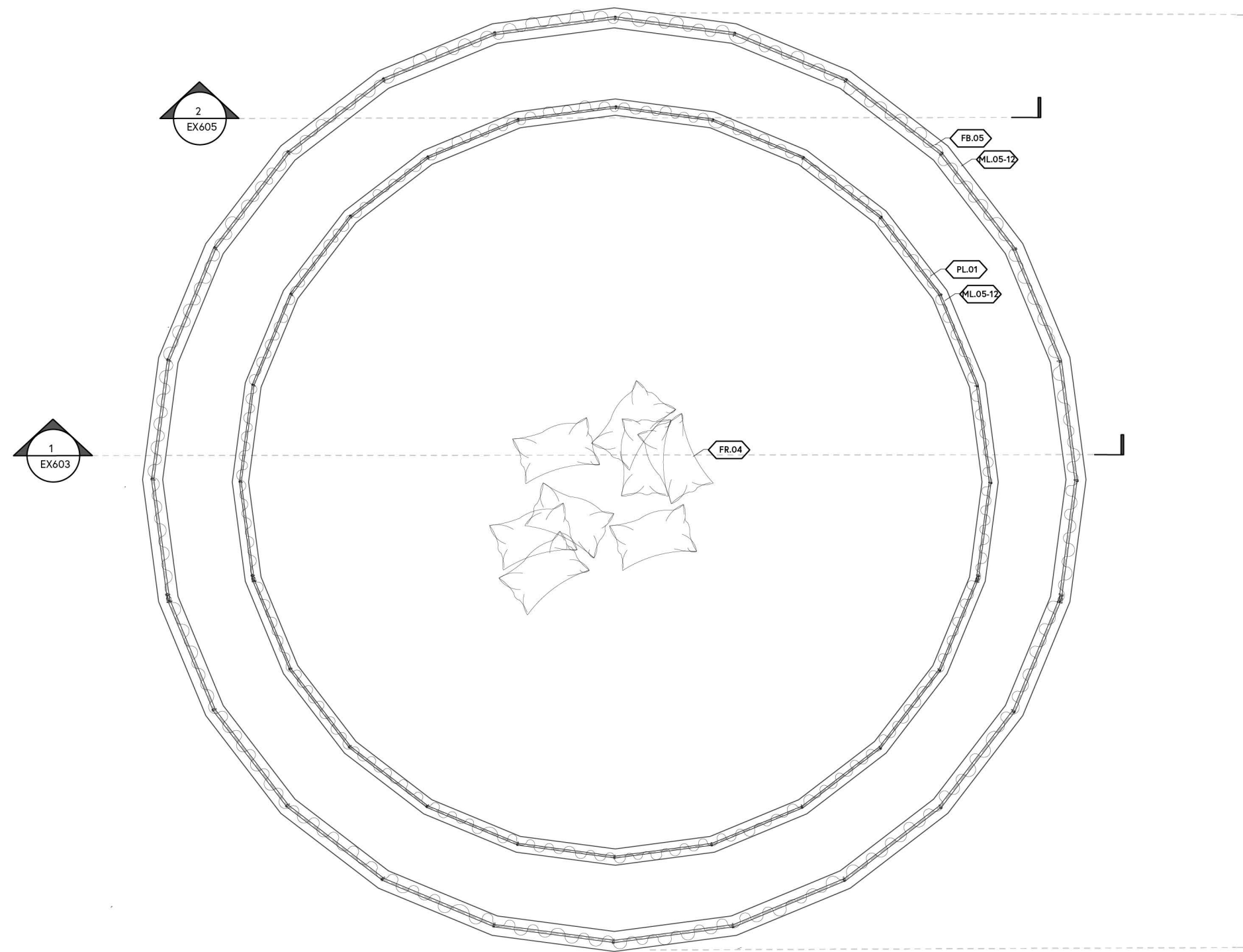
NOTES

DETAIL DRAWINGS

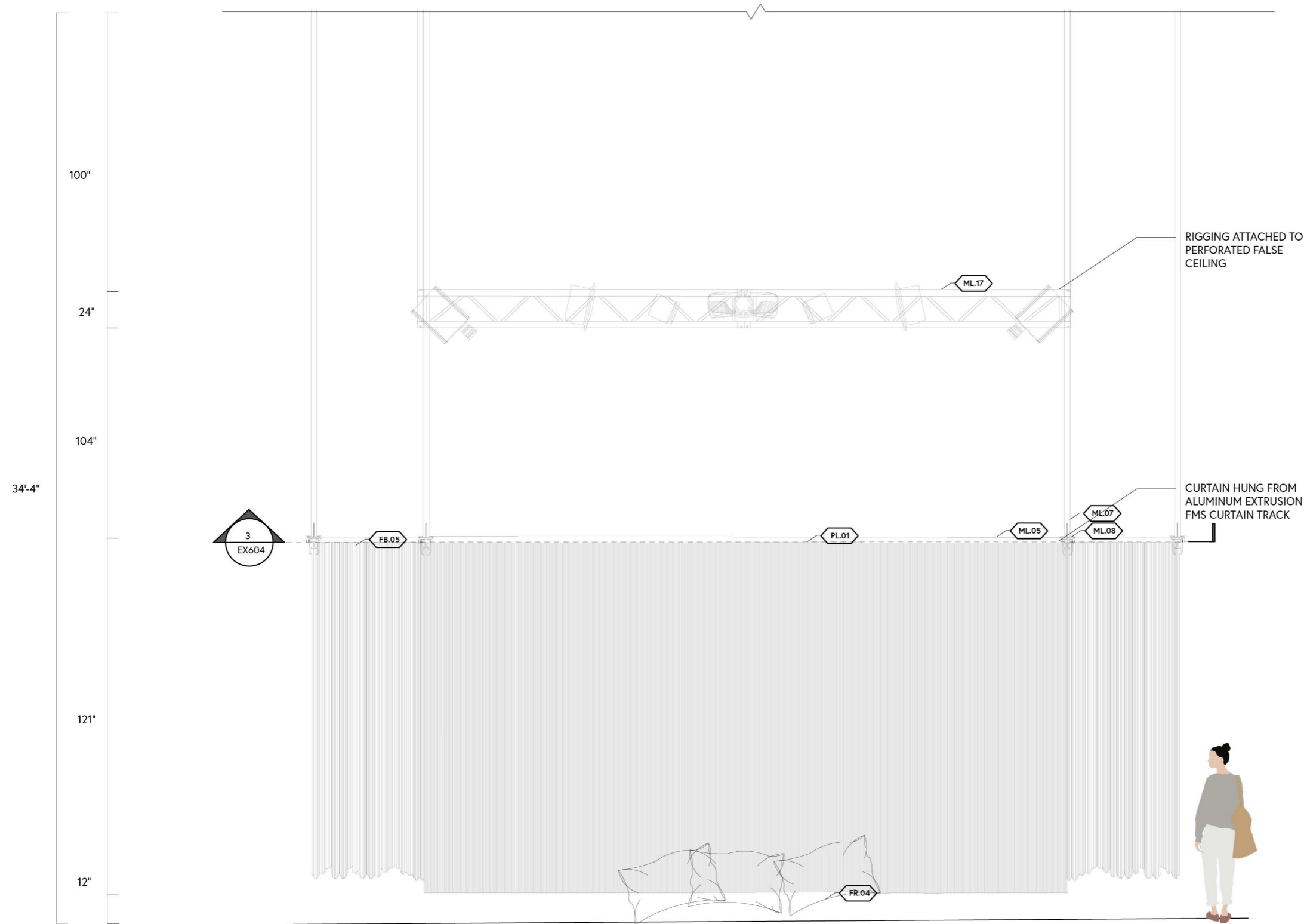
DRAWN BY NAZ ERTUGRUL

EX602

SCALE 1/4"=1'-0"



1 THEME AREA 1 PARTIAL FLOORPLAN
 SCALE: 1/4"=1'-0"



RIGGING ATTACHED TO PERFORATED FALSE CEILING

CURTAIN HUNG FROM ALUMINUM EXTRUSION FMS CURTAIN TRACK

CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

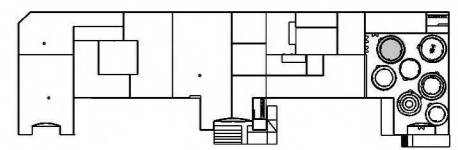
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KEY PLAN



NOTES

DETAIL DRAWINGS

DRAWN BY NAZ ERTUGRUL

EX603

SCALE 1/4"=1'-0" N

2 THEME AREA 1 SECTION ELEVATION
 SCALE: 1/4"=1'-0"

CLIENT



VENUE

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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

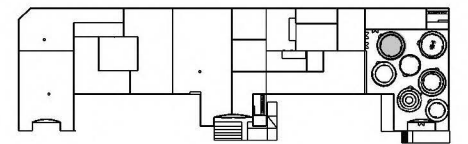
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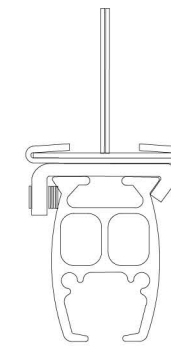
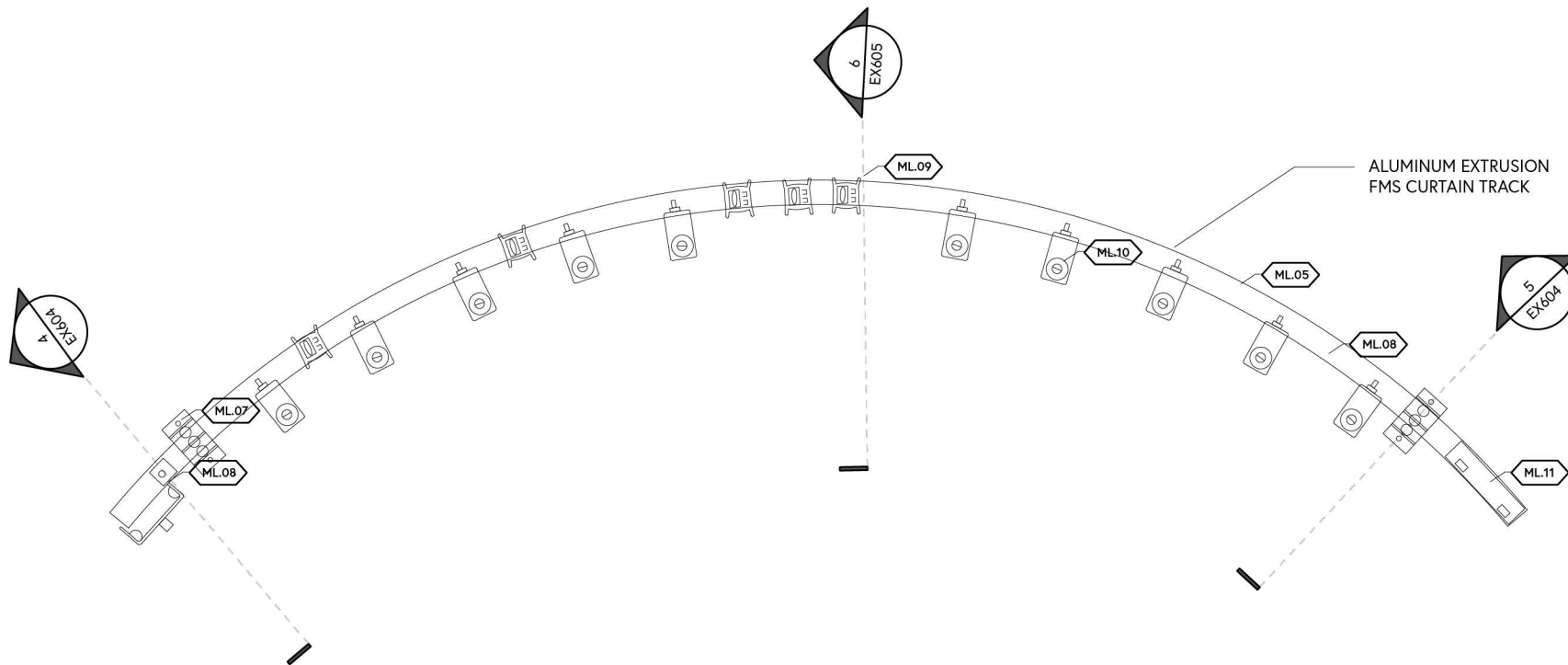
NOTES

DETAIL DRAWINGS

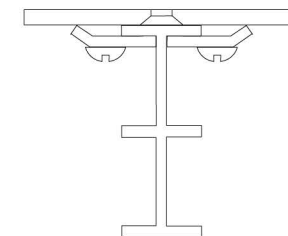
DRAWN BY NAZ ERTUGRUL

EX604

SCALE MULTIPLE



4 MTS CEILING BRACKET
 SCALE: 3"=1'-0"



5 MTS SUSPENSION ROD AND CLAMP
 SCALE: 3"=1'-0"

3 MTS CURVED TRACK HORIZONTAL SECTION
 SCALE: 1/4"=1'-0"

CLIENT



VENUE

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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

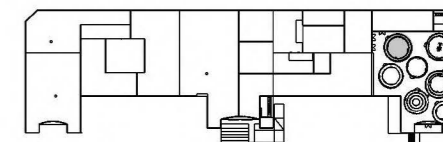
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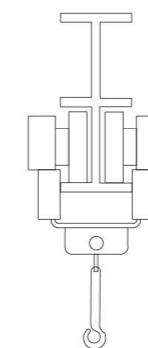
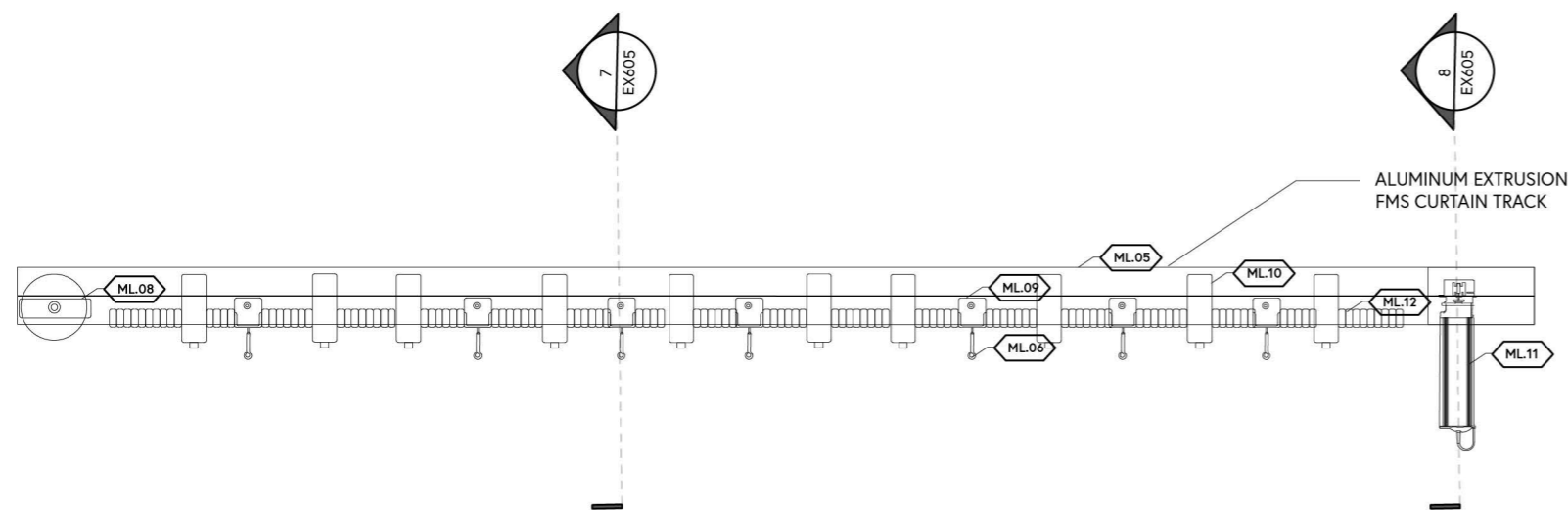
NOTES

DETAIL DRAWINGS

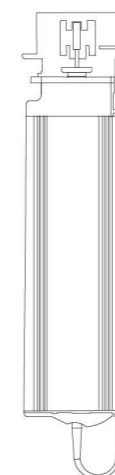
DRAWN BY NAZ ERTUGRUL

EX605

SCALE MULTIPLE



7 MTS TRACK BRIDGE & MTS METAL HOOK
 SCALE: 3"=1'-0"



8 FOREST SHUTTLE M MOTOR
 SCALE: 3"=1'-0"

6 MTS CURVED TRACK VERTICAL SECTION
 SCALE: 1/4"=1'-0"

CLIENT



VENUE

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 SATELLITE #3: Yas Marina Circuit Racing School, UAE

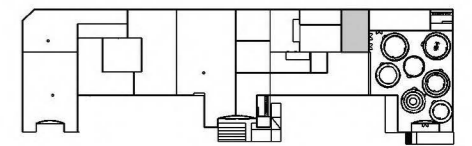
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KEY PLAN



NOTES

DETAIL DRAWINGS

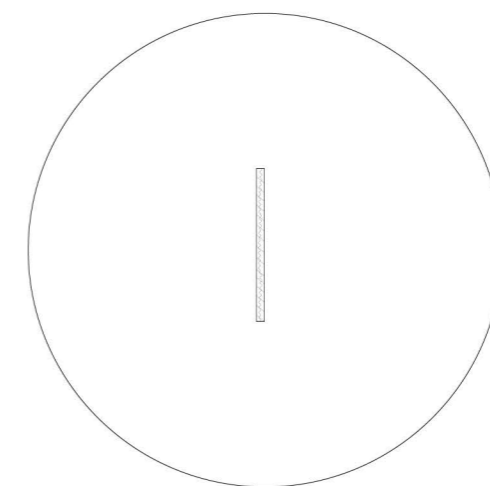
DRAWN BY NAZ ERTUGRUL

EX606

SCALE 1/2"=1'-0"

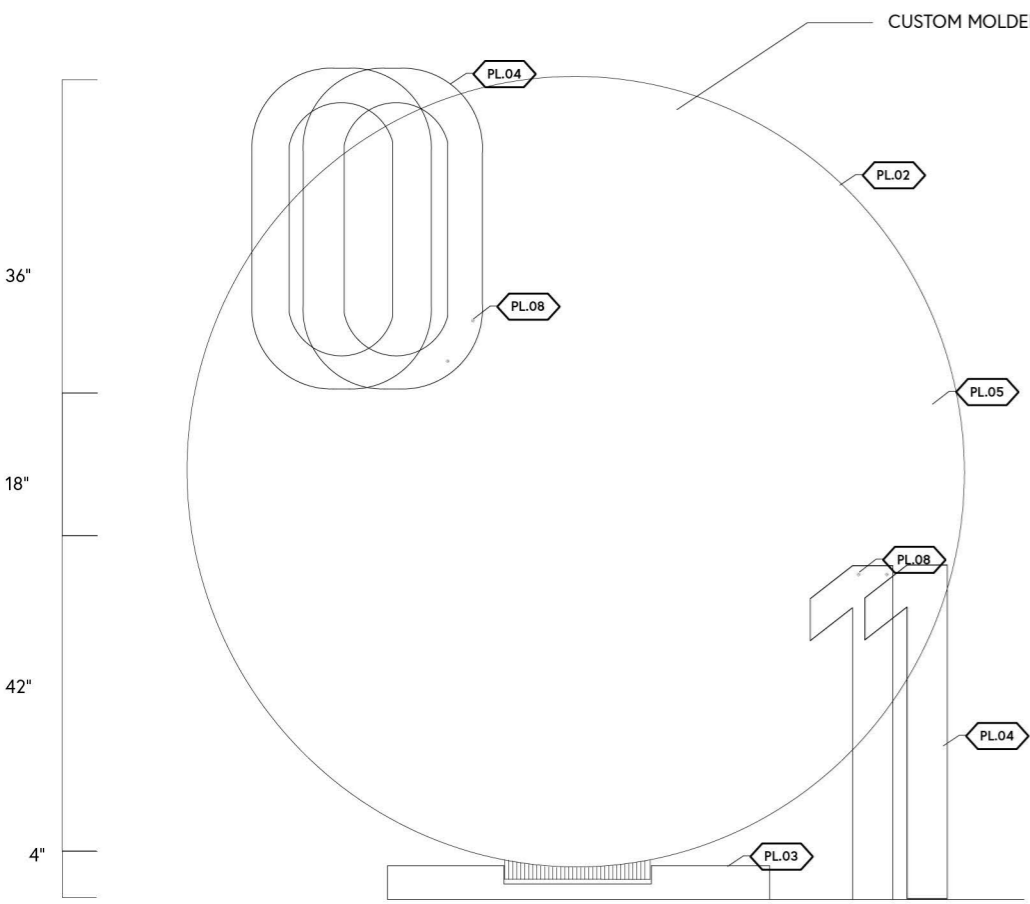


4 ENTRY AREA DOME EXPLODED AXO
 SCALE: 1/2"=1'-0"



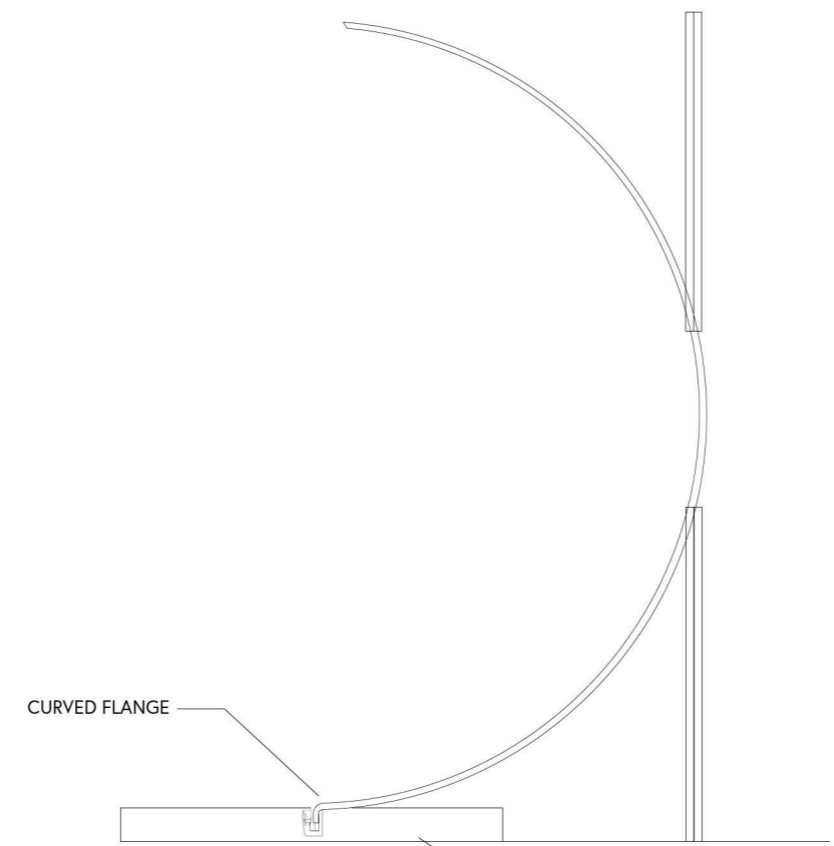
3 ENTRY AREA DOME WEIGHTED BASE PLAN VIEW
 SCALE: 1/2"=1'-0"

CUSTOM MOLDED ACRYLIC HEMISPHERE



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

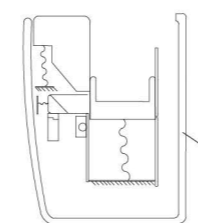
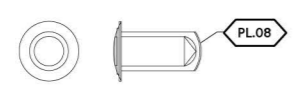
CURVED FLANGE



WEIGHTED BASE

CURVED FLANGE BUCKLE

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



CLIENT



VENUE

MAIN VENUE: Superblue Miami, USA
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 SATELLITE #2: Silverstone Interactive Museum, UK
 SATELLITE #3: Yas Marina Circuit Racing School, UAE

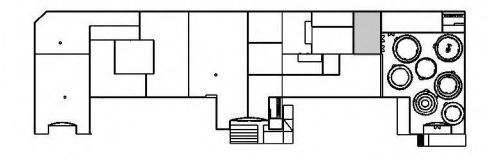
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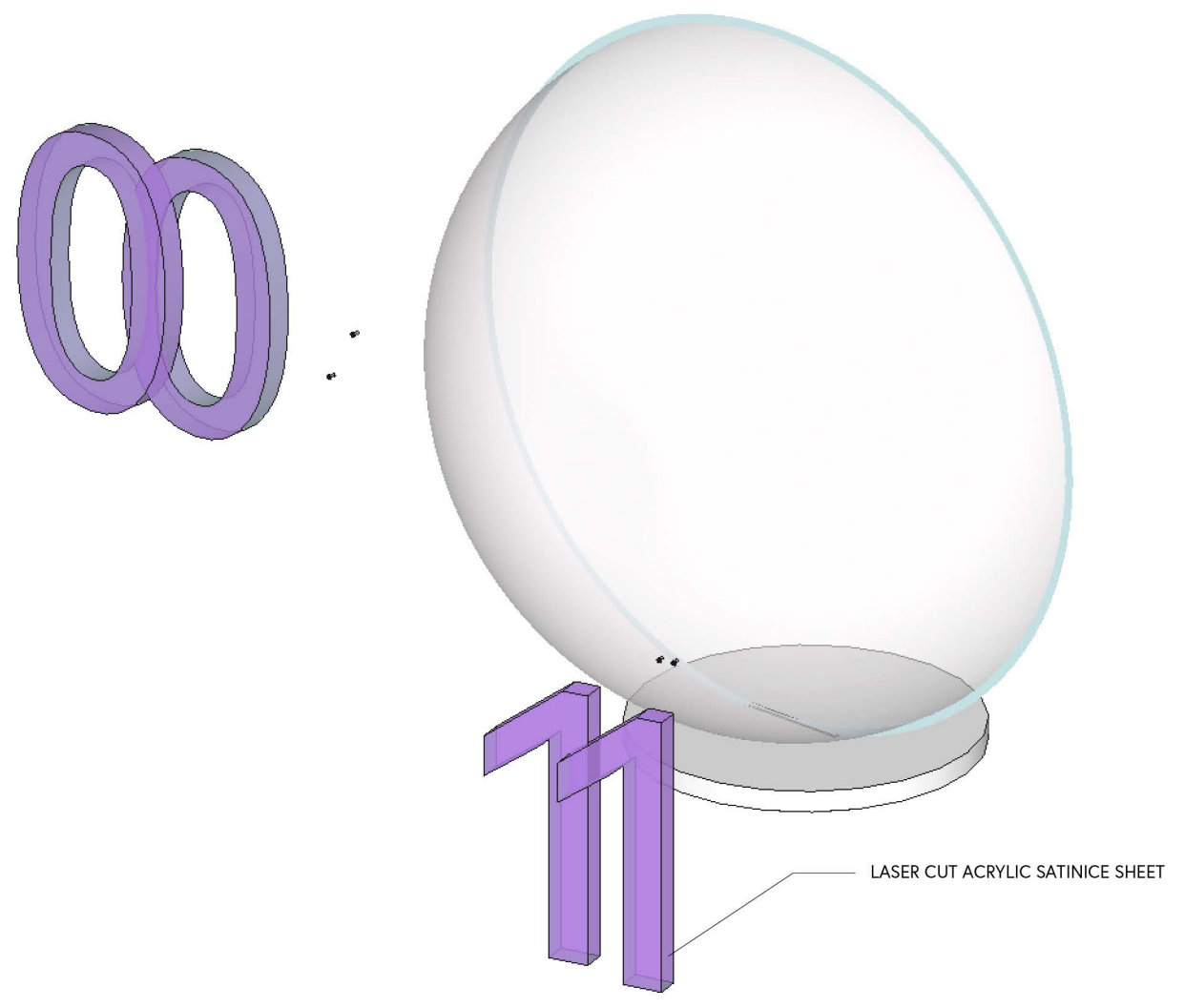
NOTES

DETAIL DRAWINGS

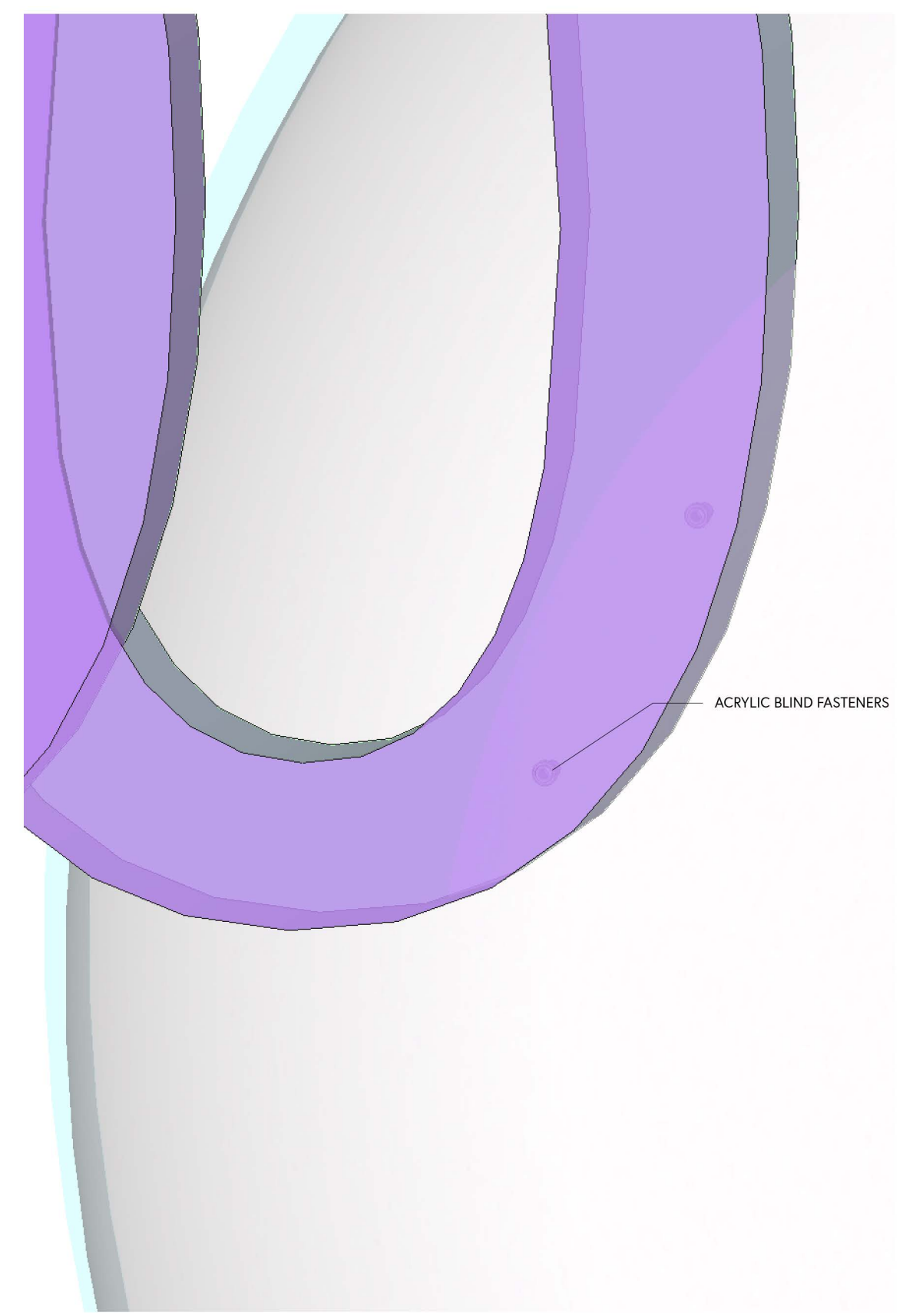
DRAWN BY NAZ ERTUGRUL

EX607

SCALE MULTIPLE N



1 ENTRY AREA DOME EXPLODED AXO
 SCALE: 1/2"=1'-0"



2 ENTRY AREA DOME MOUNTING DETAILS
 SCALE: 3"=1'-0"



/EMOTIONS IN MOTION
/EMOTIONS IN MOTION
/EMOTIONS IN MOTION
/EMOTIONS IN MOTION



DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS: EXHIBITION & EXPERIENCE DESIGN _____ .

NAZ ERTUGRUL _____ .