



ENDGAME

HANSA HATROTE

THESIS CAPSTONE 2022

MA EXHIBITION & EXPERIENCE DESIGN

FASHION INSTITUTE OF TECHNOLOGY, SUNY

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PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

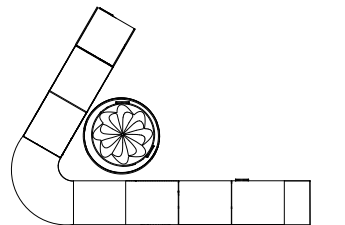


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KEY PLAN



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SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

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PROJECT NAME: Nike Endgame



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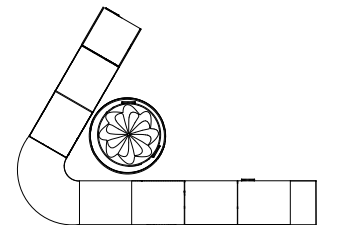


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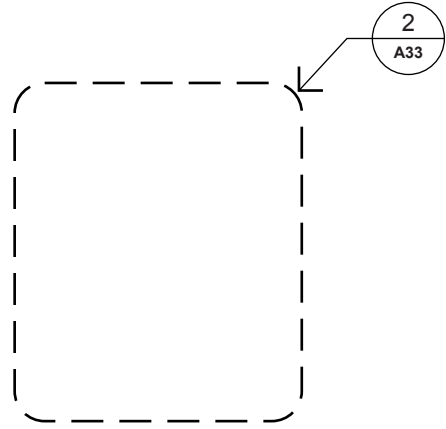
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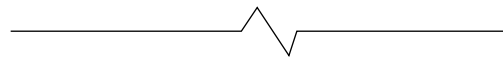
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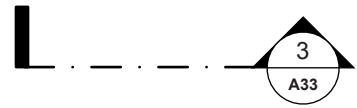
SYMBOLS LIST



AREA REFERENCE



BREAK LINE



SECTION LINE REFERENCE



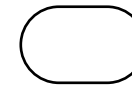
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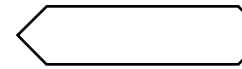
NORTH REFERENCE



PRODUCT REFERENCE



LIGHTING REFERENCE



GRAPHIC REFERENCE



AUDIO VISUAL REFERENCE



MATERIAL REFERENCE

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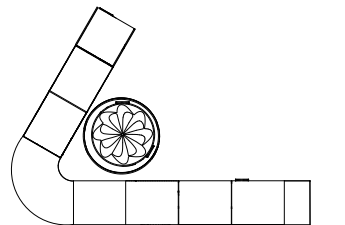


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EX0.03



**EXECUTIVE
SUMMARY**

THESIS STATEMENT

The devastating environmental impacts of current and emerging technologies demand a deeper look into how humans conceptualize complex environmental crises. The theory of metacognition— the process of thinking about one’s own thinking and learning— provides strategies that can foster change in individuals’ environmentally detrimental behavior.

Behavioral change is the most significant impediment to solving climate change. In experience design, metaverse technologies present the opportunity to model climate-conscious behaviors while blurring the line between physical and extended reality experiences.

By integrating these technologies in designed spaces, we can help visitors overcome human behavioral barriers to climate action.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

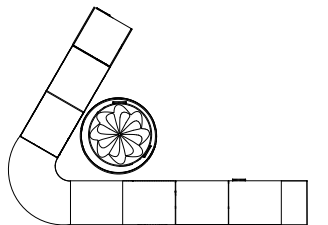


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EX01.01

PROJECT PARAMETERS

SUBJECT
IDENTITY (THROUGH SELF PORTRAITURE)

CLIENT
NIKE MOVE TO ZERO

VENUE
GANSEVOORT PLAZA

AUDIENCE
PRIMARY: NIKE FANS, EXPLORERS
SECONDARY: TECH AND SUSTAINABILITY ENTHUSIASTS

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

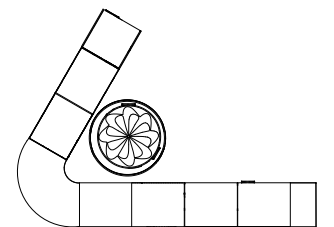


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EX01.02

CLIENT

Move to zero is Nike's journey toward zero carbon and zero waste to help protect the future of sport. Follow each step in our journey and discover new ways we can move to zero together.

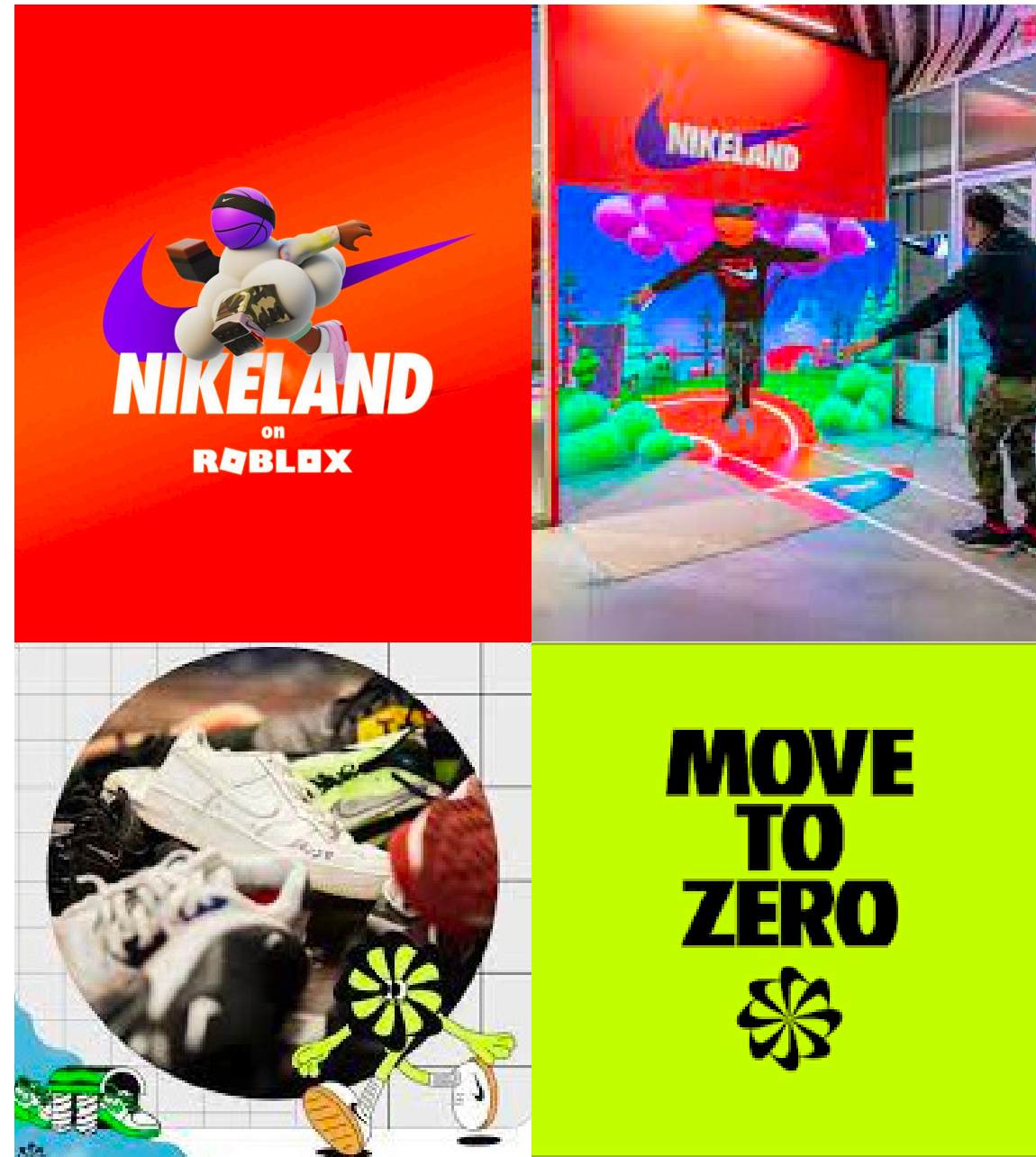
NIKELAND: where sport has no rules. Tag on trampolines? Why not. The floor is lava with a dash of parkour? Let's go. Explore the world of sport, swim in Lake Nike, race your friends on the track, and discover hidden secrets! Nikeland is Nike's purpose-built metaverse space that uses the Roblox platform to allow its fans to meet, socialize, take part in promotions and engage with a whole range of brand experiences.

NIKE MISSION:

To help protect the future of sport. We're not waiting for solutions, we're creating them.

AUDIENCE

The audience for Endgame: Race against the climate clock is segmented into three demographics. The primary audience is Nike loyal fans and experience seekers. The secondary target is technology enthusiasts and environmentally conscious individuals.



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

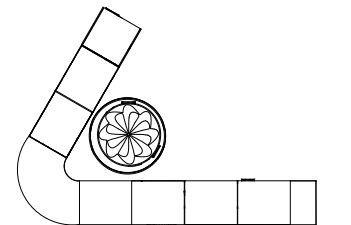


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EX01.03

GOALS

Project Goals

- Introduce environmental sustainability and the Metaverse through the Nike's lens
- Educate about sustainability through the Metaverse
- Capture new customers while continuing to engage with existing Nike customers
- Maintain position as the top brand in the Metaverse
- Maintain the financial resilience and sustainability of Nike

Experience Goals

- Attractive & inviting interactive elements beginning on the Highline connecting into the exhibit space
- Use emerging tech in a new way for exhibit design
- Welcoming and accessible spaces to engage with the products and experiences
- Reenergize visitors with active audience participation with engaging activities

Education Goals

- Visitors will learn:
 - A framework for understanding the Metaverse
 - About environmental sustainability at Nike
 - Learn and compare the various problems and solutions with context to sustainability
- Visitors will learn about: metaverse, Nike in the metaverse, sustainability, sustainability and the metaverse
- Inspire visitors to play an active role in society with context to environmental sustainability
- Power the audience with tools to be a part of the metaverse, now or in the future.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

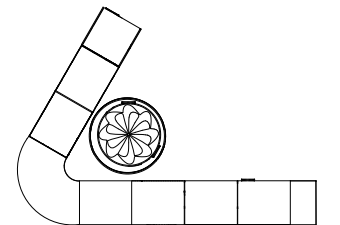


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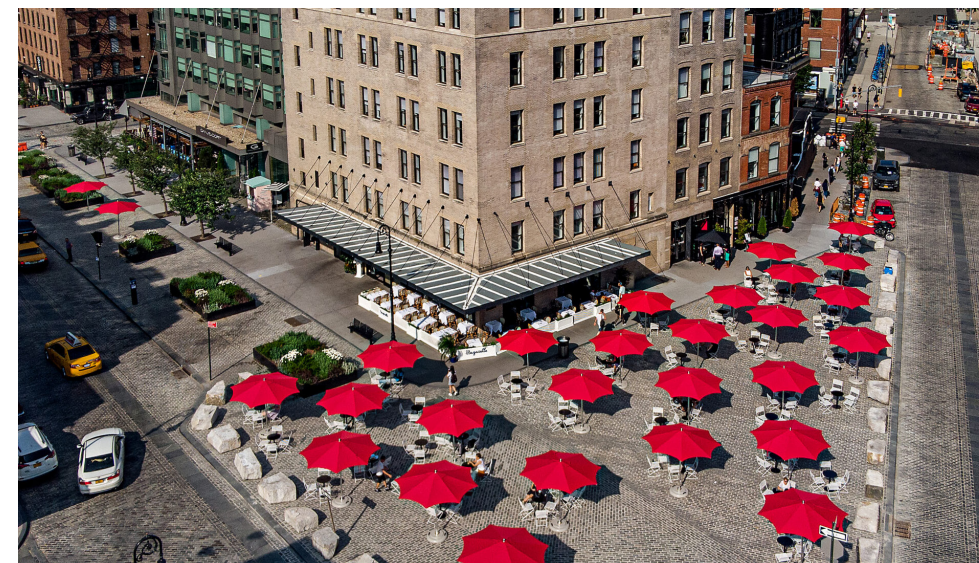
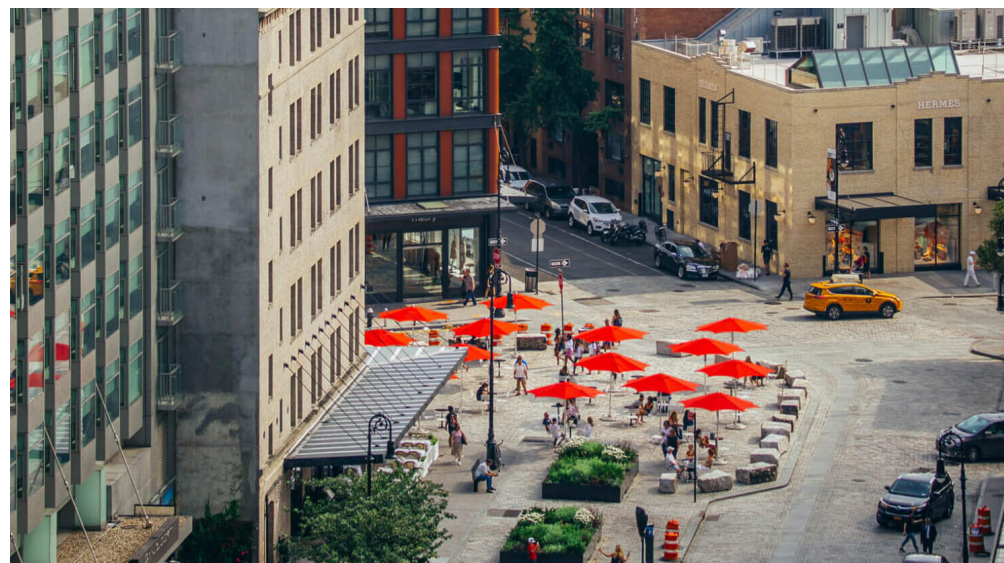
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EX01.04

VENUE / LOCATION

In the heart of the trendy Meatpacking District, Gansevoort Plaza is at the intersection of Gansevoort Street, Little West 12th Street, and Ninth Avenue. A popular summer venue for retail and branded environments. Sharing the neighborhood with the Whitney Museum of American Art, high-end designer stores on Gansevoort Row, and a stretch of the High Line and Little Island. The newly-paved cobblestone streets also offer public plazas, trendy restaurants, and more.



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

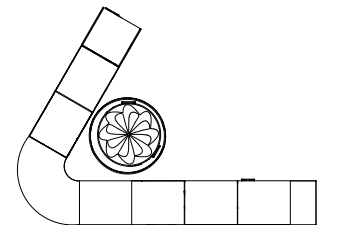


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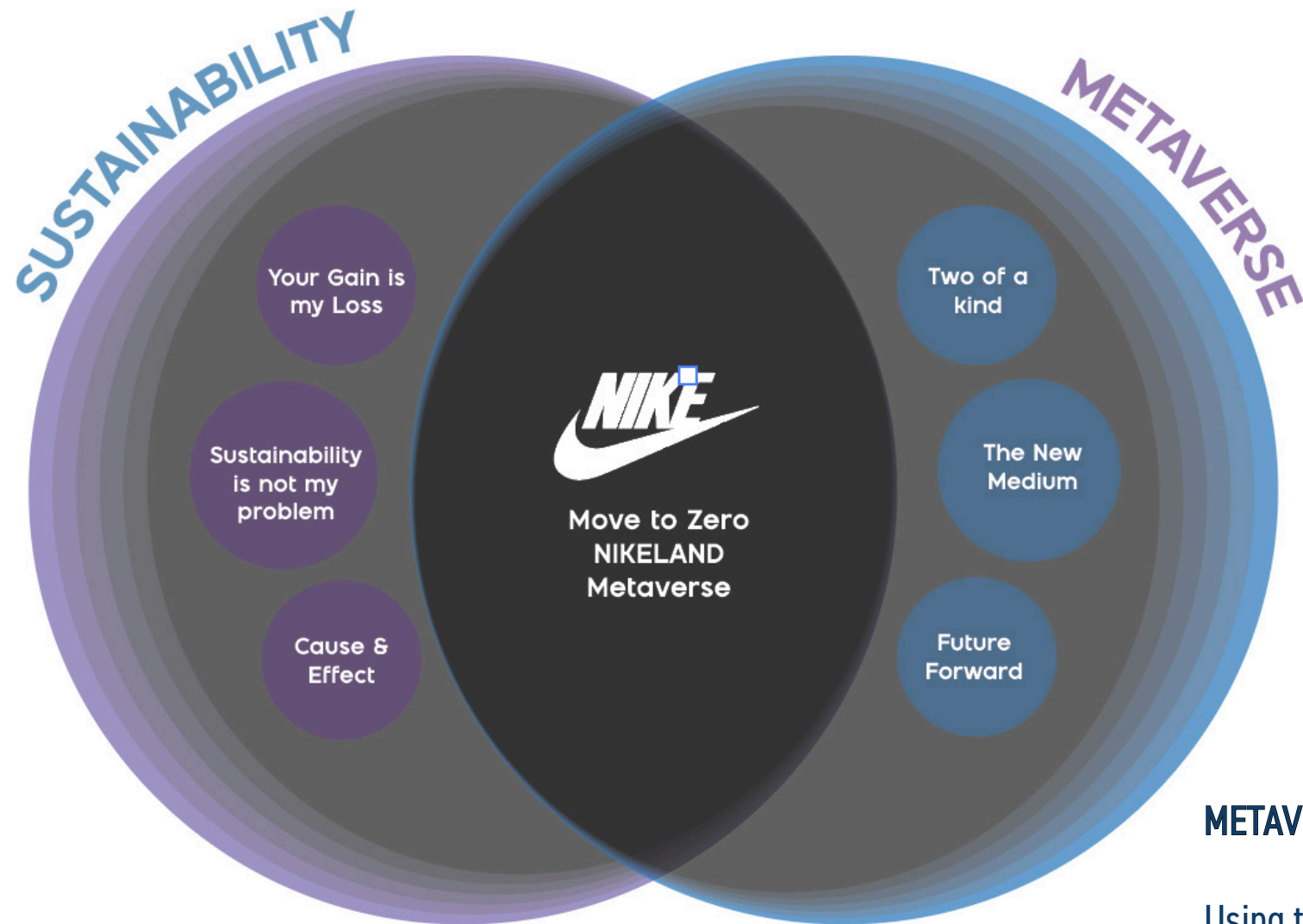
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EX01.05

CONCEPT DIAGRAM

SUSTAINABILITY

The current climate crisis is a priority and using Nike's reach and resources to educate about climate change is the next step for the company.



METAVERSE

Using the digital capabilities of the Metaverse enables a new form of learning. Climate Education can unlock a greener future and the Metaverse has great attention grabbing, retention value adding tools for the same.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

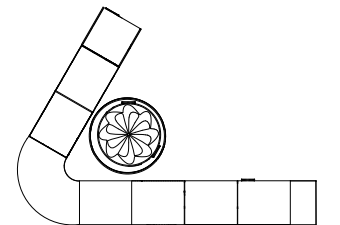


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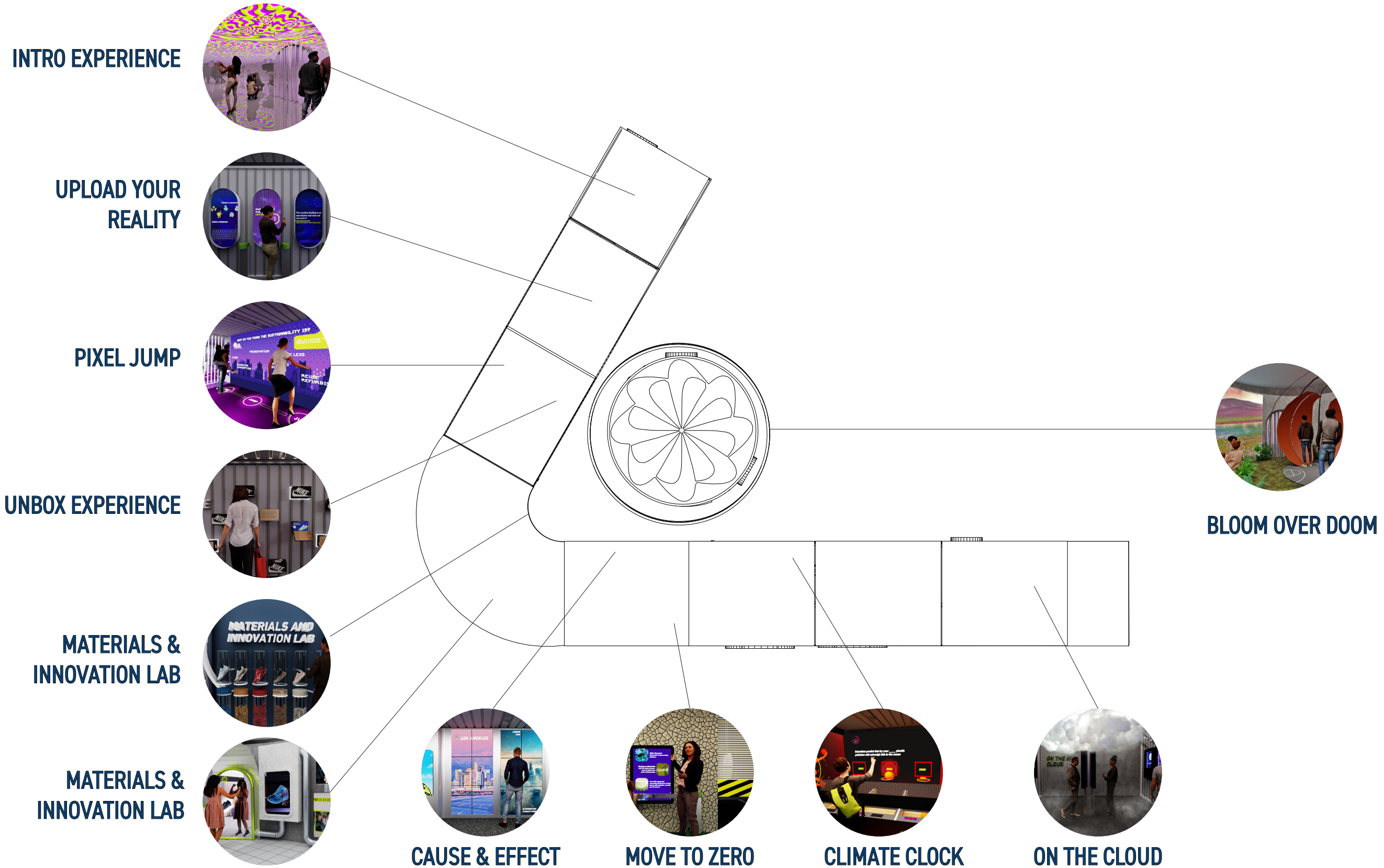
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EX01.06

SIMPLIFIED FLOOR PLAN



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

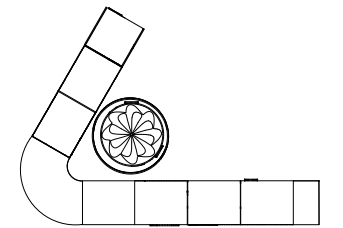


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EX01.07

WAYFINDING



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CLIENT: Nike Move To Zero

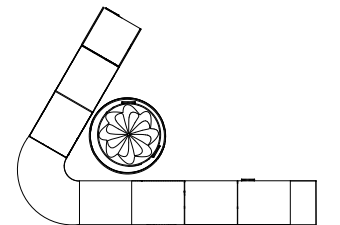


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EX01.08

HIGHLINE ACTIVATION



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

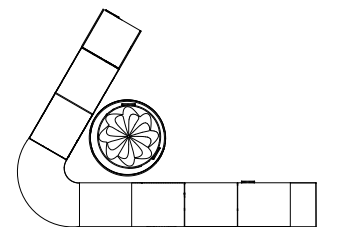


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EX01.09

EXTERIOR FACADE



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CLIENT: Nike Move To Zero

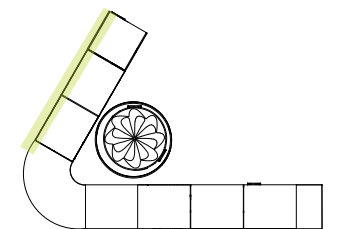


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EX01.10

INTRO EXPERIENCE



SEE

A kaleidoscopic circular ceiling with reflective walls inviting you into the metaverse.
Reflections of the digital artwork

DO

Get Immersed in the spectacular art show and open your mind to the beautiful possibilities of merging sustainability goals and technology.

LEARN

Listen and learn about the exhibit, Nike's move to zero initiative and how to go about the exhibit.

PROJECT NAME: Nike Endgame

 **ENDGAME**

CLIENT: Nike Move To Zero

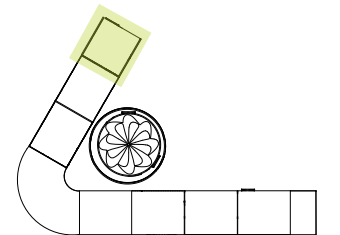


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EX01.11

UPLOAD YOUR REALITY- RFID SIGN UP



SEE

Wall murals and dosents guiding you through setting up your profile and gaining the RFID wristband.

DO

Follow the prompts of choosing a username, character and enetering your email.

LEARN

About Nike's sustainabilit characters and how the activations work.

PROJECT NAME: Nike Endgame

 **ENDGAME**

CLIENT: Nike Move To Zero

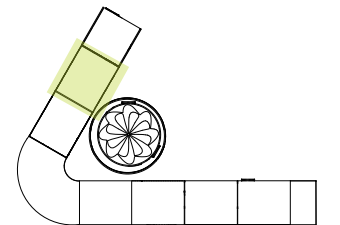
 

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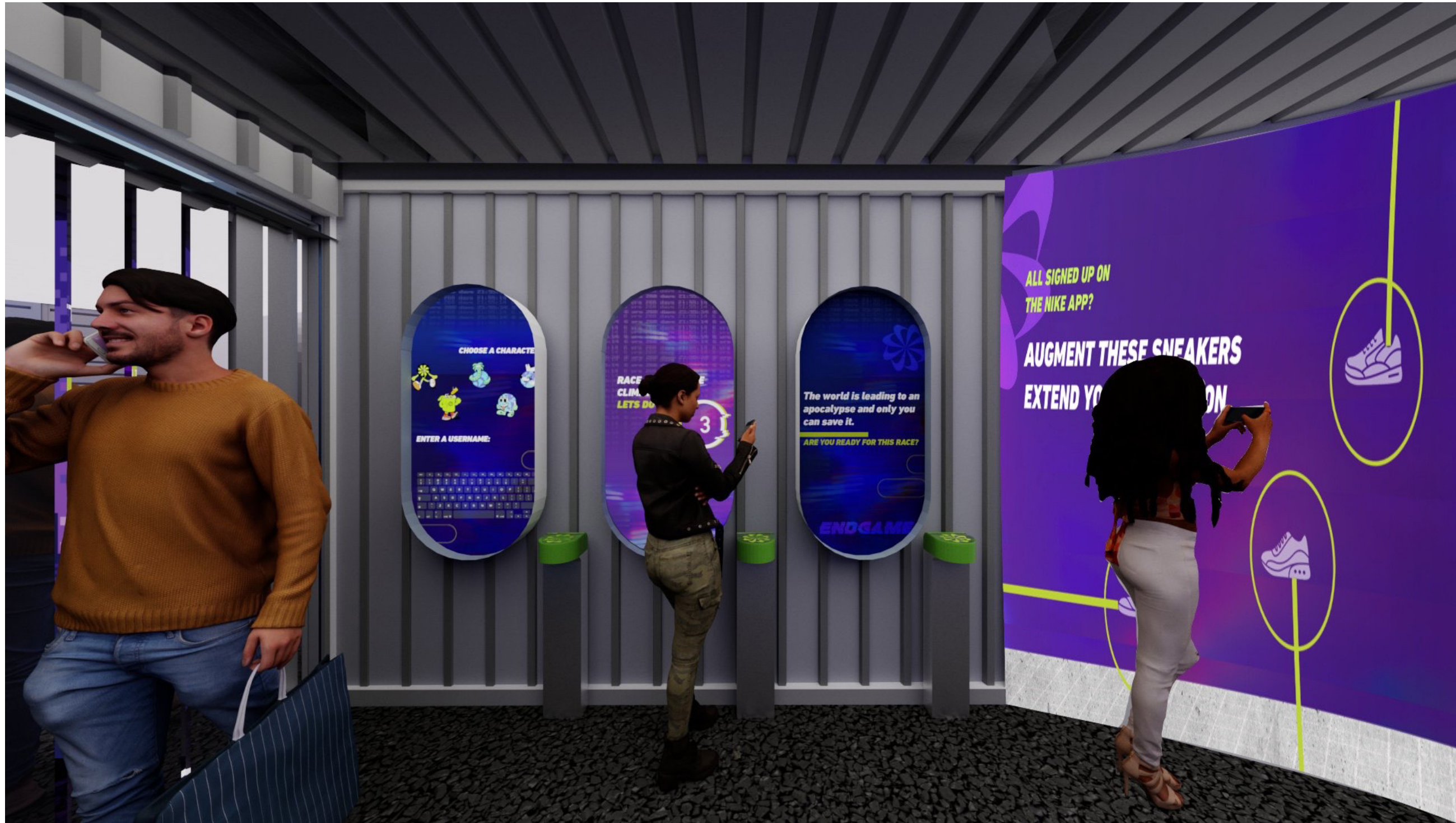
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DRAWING NO. :

EX01.12

UPLOAD YOUR REALITY- NIKE APP SIGN UP



SEE

Wall murals and dosents guiding you through setting up your profile and gaining access to the experience through your phone.

DO

Take out your phone to set up a username, character and the tap initiation
Test your set up and the AR filter on the AR mural

LEARN

To use Augmented Reality and the NIKE app.
How technology can be used to guide through experiences seamlessly

PROJECT NAME: Nike Endgame

 **ENDGAME**

CLIENT: Nike Move To Zero

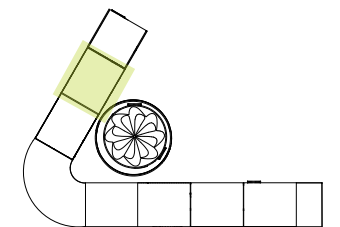
 

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EX01.13

UNBOX EXPERIENCE



SEE

A wall of NIKE boxes lit up, inviting you to open and unbox them. Inside are discounts, terms to learn and digital takeaways.

DO

Open boxes as they light up to discover new terms or win NIKE digital assets.

LEARN

Key terms important for the rest of the experience. NIKE's sustainable packaging.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

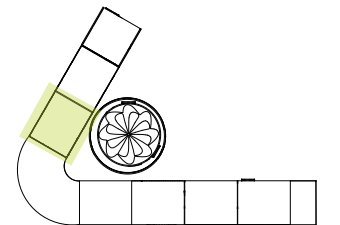


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EX01.14

PIXEL JUMP



SEE

An interactive game wall that is motion controlled
Jump pads to interact with
A question prompt asking you to answer by jumping to catch the floating answers.

DO

Jump to catch the right answers, duck to avoid the wrong answers.

LEARN

Learn terms related to the key concepts of sustainability and the metaverse
Re-evaluate your understanding of these concepts

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

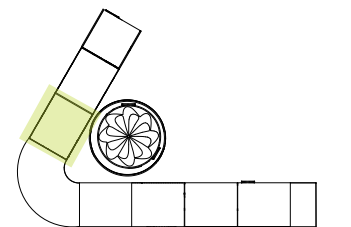


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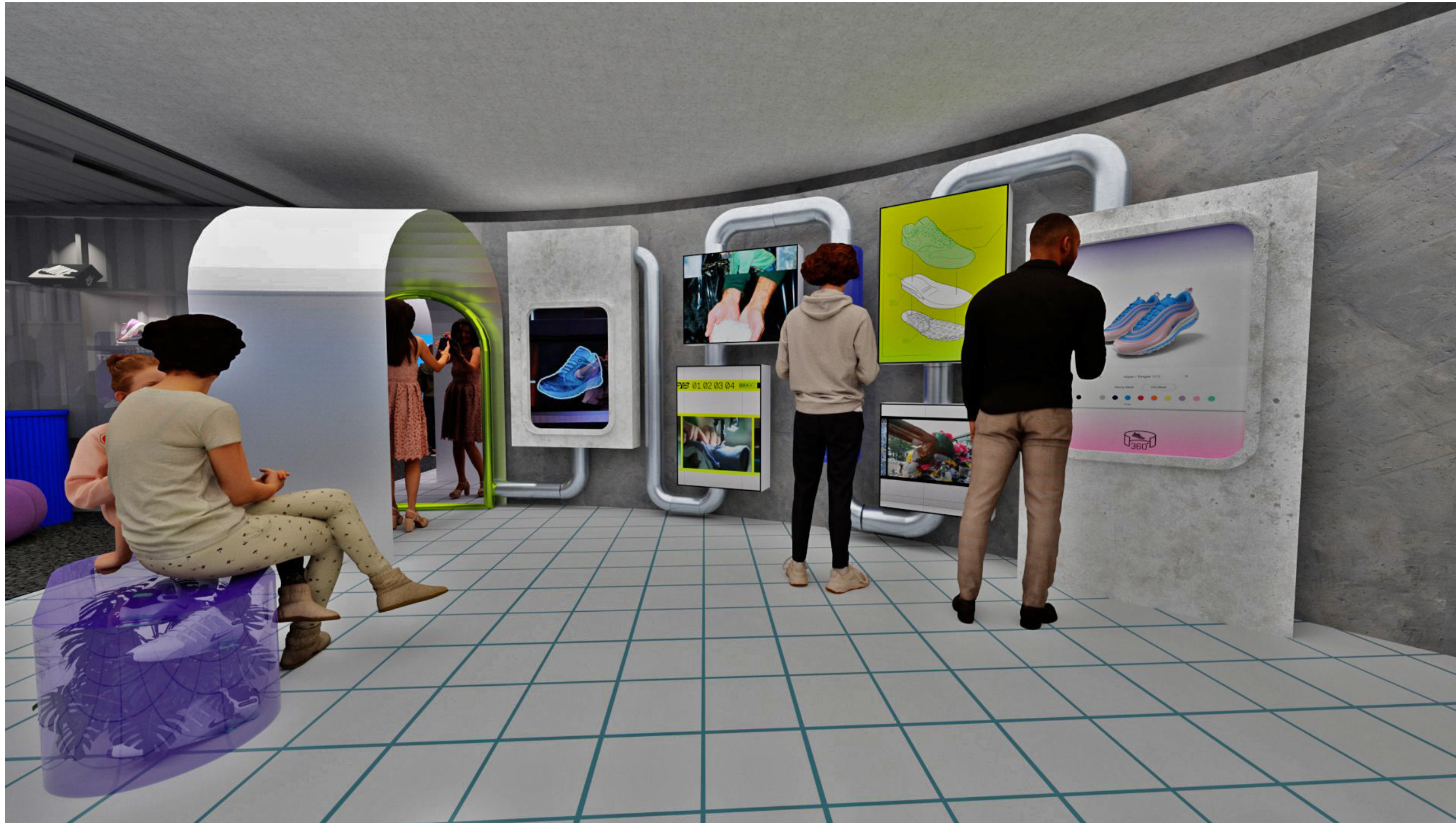
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EX01.15

MATERIAL & INNOVATION LAB



SEE

An interactive screen to design your own NIKE shoes.
The whole manufacturing and production process
An AR tryon mirror to try and collect your digital creation.

DO

Design your shoes using the best sustainable materials and practices.
Try on your creation in the mirror

LEARN

How to make sustainable choices.
The connection between materials and the planet
To use AR to try on items

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 **ENDGAME**

CLIENT: Nike Move To Zero

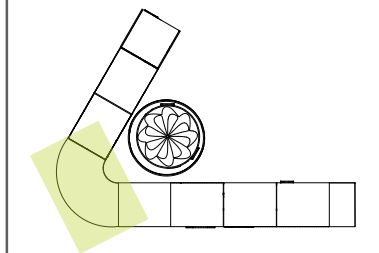
 

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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.16

MATERIAL & INNOVATION LAB



SEE

An interactive screen to design your own NIKE shoes.
The whole manufacturing and production process
An AR tryon mirror to try and collect your digital creation.

DO

Design your shoes using the best sustainable materials and practices.
Try on your creation in the mirror

LEARN

How to make sustainable choices.
The connection between materials and the planet
To use AR to try on items

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

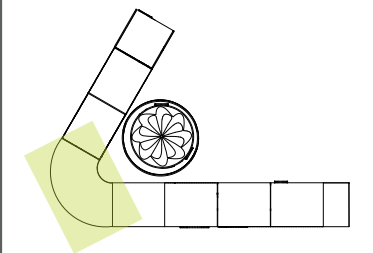


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KEY PLAN



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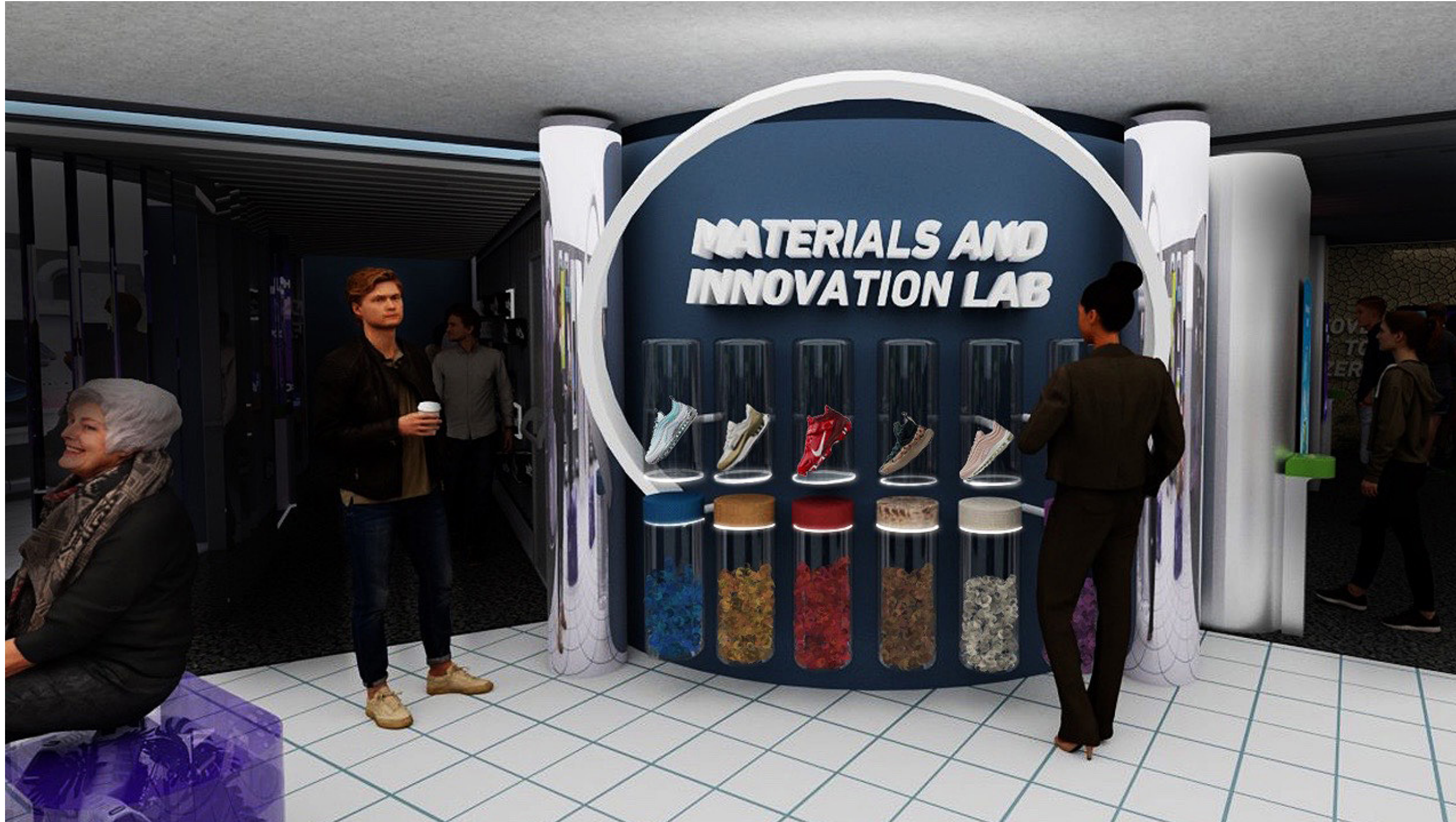
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.17

UNBOX EXPERIENCE



SEE

Nike's innovation lab display with shoes and materials
A wall of touchable materials to feel and learn about

DO

Touch the textures and feel the fabrics of recycled materials
See and learn how Nike shoe materials are recycled

LEARN

The various sustainable materials Nike has integrated in its products
Gain inspiration for make your shoe activity

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

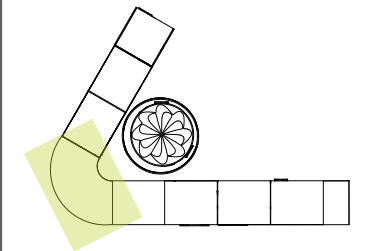


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.18

CAUSE & EFFECT



SEE

An interactive screen that invites you to save your city
A large screen that forecasts the future of your city based on your choices

DO

Follow the prompts to make the most optimum combination of climate concerns and efforts.
Watch AI work and predict the future of your city if your decisions were implemented

LEARN

Interact to learn about various climate concerns
Put the spotlight on visitors to deal with real with crisis
Highlight the causal effect between their actions and consequences

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

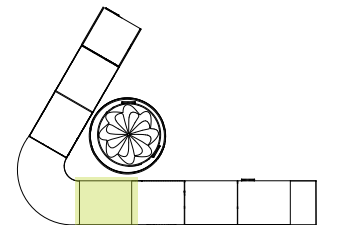


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.19

MOVE TO ZERO



SEE

An interactive screen highlighting water concerns
A pledge table asking you to invite people to pledge together

DO

Answer the prompts on the screen and invite fellow exhibit visitors to pledge with you to open access to the next level.

LEARN

Visitors learn the importance of regeneration
Core belief of "returning back to nature" is highlighted
Significance of individual effort

PROJECT NAME: Nike Endgame

 **ENDGAME**

CLIENT: Nike Move To Zero

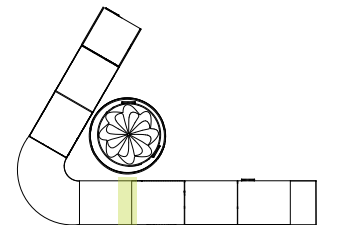
 

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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.20

MOVE TO ZERO



SEE

An interactive screen highlighting water concerns
A pledge table asking you to invite people to pledge together

DO

Answer the prompts on the screen and invite fellow exhibit visitors to pledge with you to open access to the next level.

LEARN

Visitors learn the importance of regeneration
Core belief of "returning back to nature" is highlighted
Significance of individual effort

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

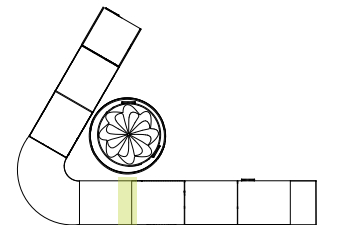


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.21

MOVE TO ZERO



SEE

An interactive screen highlighting water concerns
A pledge table asking you to invite people to pledge together

DO

Answer the prompts on the screen and invite fellow exhibit visitors to pledge with you to open access to the next level.

LEARN

Visitors learn the importance of regeneration
Core belief of "returning back to nature" is highlighted
Significance of individual effort

PROJECT NAME: Nike Endgame

 **ENDGAME**

CLIENT: Nike Move To Zero

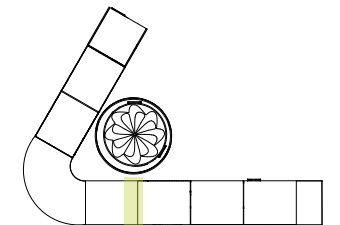
 

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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.22

CLIMATE CLOCK ARENA



SEE

An interactive game wall
A challenge to answer climate questions using the game interactive

DO

Play basketball individually or with other people to answer questions

LEARN

Important climate facts to raise empathy and awareness.
To move and interact with phygital experiences

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

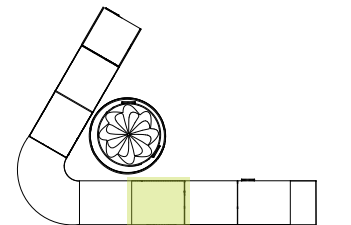


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.23

CLIMATE CLOCK ARENA



SEE

An interactive game wall
A challenge to answer climate questions using the game interactive

DO

Play basketball individually or with other people to answer questions

LEARN

Important climate facts to raise empathy and awareness.
To move and interact with phygital experiences

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

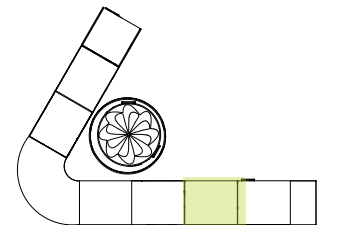


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.24

ON THE CLOUD



SEE

A giant cloud dimmed, an interactive screen with prompts that calculate your carbon footprint

DO

Enter values of your screen usage to find an approx carbon footprint. Follow the lights to learn more about how you and Nike can work on minimizing an doffsetting this new consumption.

LEARN

About digital carbon footprint
How to minimize it
about Nike's promise of a better future

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

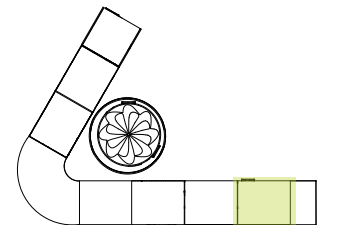


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.25

IMMERSIVE EXPERIENCE



SEE

An immersive room with floor and rock seating
A projection and VR experience of the forecasted future for your team

DO

Choose between immersive or VR and experience Bloom or Doom.

LEARN

How our collective actions have consequences that can either lead to our doom or our bloom. We decide.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

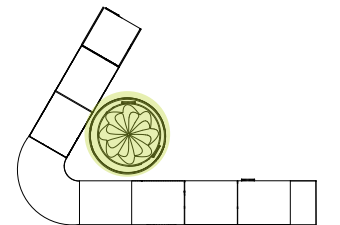


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.26

BLOOM OVER DOOM



SEE

An immersive room with floor and rock seating
A projection and VR experience of the forecasted future for your team

DO

Choose between immersive or VR and experience Bloom or Doom.

LEARN

How our collective actions have consequences that can either lead to our doom or our bloom. We decide.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

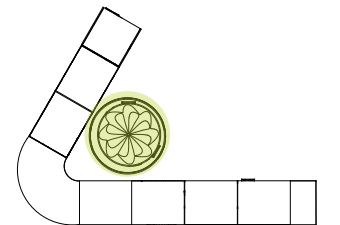


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.27

DOOM OVER BLOOM



SEE

An immersive room with floor and rock seating
A projection and VR experience of the forecasted future for your team

DO

Choose between immersive or VR and experience Bloom or Doom.

LEARN

How our collective actions have consequences that can either lead to our doom or our bloom. We decide.

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

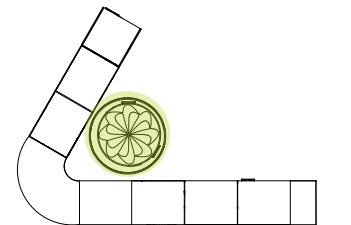


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX01.28



**SCHEDULES &
LISTS**

GRAPHIC SCHEDULE

Zone	TYPE	DESCRIPTION
UPLOAD	02A.01.GR01	Mural
	02A.01.GR02	Floor Directive
	02A.01.GR03	Mural
PIXEL JUMP	03A.01.GR01	Area Intro Text
	04A.01.GR01	Floor Directive
MATERIALS LAB	05A.01.GR01	Area Intro Text
	05A.01.GR02	Floor Directive
	05A.01.GR03	Area Intro Text
CAUSE & EFFECT	06A.01.GR01	Area Intro Text
	06A.01.GR02	Floor Directive
ZERO LOUNGE	07A.01.GR01	Area Intro Text
	07A.01.GR02	Floor Directive
	07A.01.GR03	Glass Panel
MOVE TO ZERO	08A.01.GR01	Area Intro Text
	08A.01.GR02	Floor Directive
CLIMATE CLOCK	09A.01.GR01	Area Intro Text
	09A.01.GR02	Mural
	09A.01.GR03	Mural
	09A.01.GR04	Floor

Zone	TYPE	DESCRIPTION
CLIMATE CLOCK	010A.01.GR01	Area Intro Text
	010A.01.GR02	Mural
	010A.01.GR03	Mural
	010A.01.GR04	Floor
CLIMATE CLOCK	011A.01.GR01	Area Intro Text
	011A.01.GR02	Mural
	011A.01.GR03	Mural
	011A.01.GR04	Floor
	011A.01.GR05	Floor
ON THE CLOUD	011A.01.GR01	Area Intro Text
	011A.01.GR02	Kiosk
	011A.01.GR03	Kiosk
IMMERSIVE DOME	011A.01.GR01	Area Intro Text

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

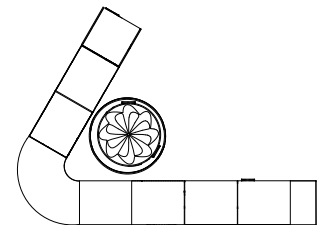


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KEY PLAN



DRAWN BY : Hansa Hatrote





SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX02.01

GRAPHIC SPECIFICATION LIST

SIGN TYPE	DESCRIPTION	DESCRIPTION
 A	DIGITAL MEDIA	DIGITAL GRAPHICS ON DISPLAY SCREENS
 B	FLOOR GRAPHIC	FLOOR GRADE VINYL WITH GRITTY 0.2" RELIEF
 C	AREA INTRO	FABRICATED LETTER IN PAINTED ACRYLIC BLIND FASTENERS
 D	MURAL	HIGH RESOLUTION INKJET PRINT WITH UV OVER LAMINATION, MATTE WITH WRAP RETURNS

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

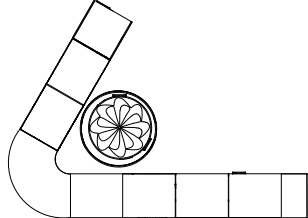


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KEY PLAN



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SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX02.02

MEDIA SCHEDULE

MEDIA	CODE	DESCRIPTION	LOCATION	THUMBNAIL
PROJECTION MAPPING	011A.01.AV01	EPSON EB-PU1007B WUXGA 3LCD Laser Projector with 4K Enhancement	Immersive Dome	
INTERACTIVE PROJECTION	03A.01.AV01	TouchMagix MagixFloor Virtual Playground	PIXEL JUMP, Basketball Court, Tennis Court	
INTERACTIVE SCREENS	02A.01.AV01	Elo 1593L Open Frame Touch-screen	Effect, Move to Zero, On the Cloud	
CEILING SCREEN	01A.01.AV01	LED VIDEO WALL NOVASTAR P1.53MM INDOOR – 20.1X 9.5ft	Intro Area	

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

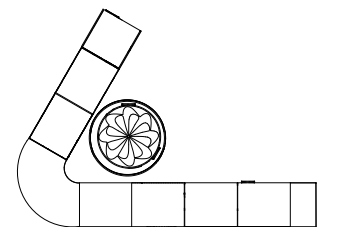


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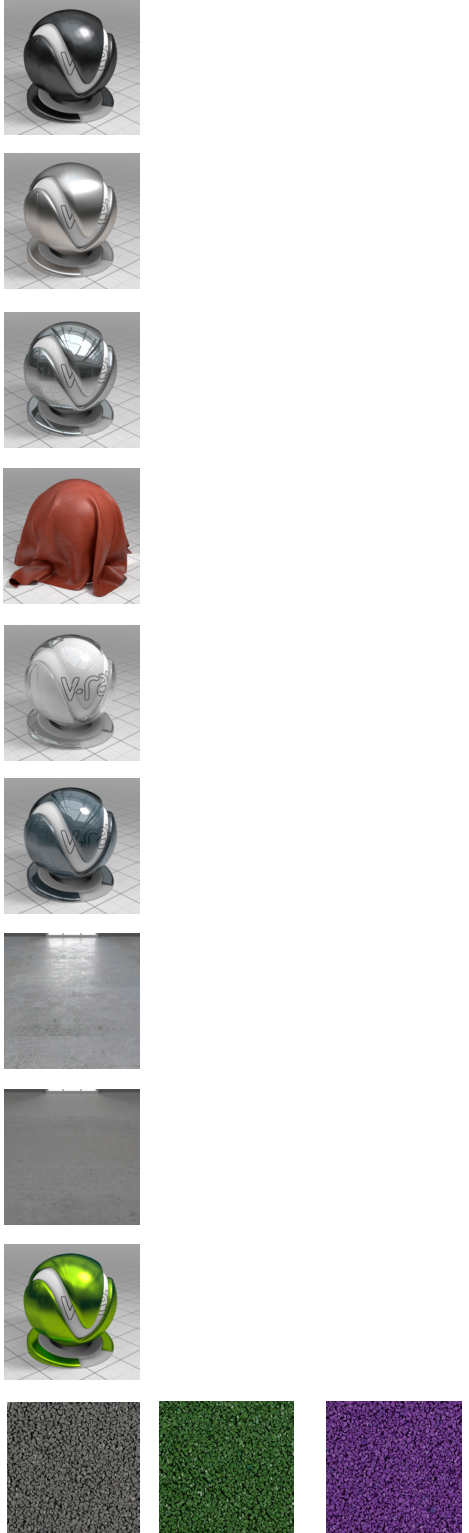
DRAWING NO. :

EX02.03

MATERIAL SCHEDULE

MATERIAL	CODE	DESCRIPTION	LOCATION
METAL	X.MT.01	BLACK IRON WELDED IN CUSTOM SHAPE	Immersive Dome
	X.MT.02	MATTE ALUMINIUM SHEET 0.25" THCK	Sign up kiosk, windows, door panels, cause and effect structure, AR pods
PAPER	X.PL.02	SILVER REFLECTIVE METTALIC FINISH PAPER 1" THCK	Intro experience
FABRIC	X.FA.01	BASKETBALL LEATHER IN ORANGE WITH GRAIN 1" THCK	Immersive Dome
GLASS	X.GL.01	CLEAR NON-TINTED GLASS CUSTOM FABRICATED SHAPE	Material & Innovation Lab
	X.GL.02	GREY TINTED GLASS 0.25" THCK	Zero Lounge
VINYL	X.CO.01	LIGHT GREY CONCRETE VINYL	AR mirror, fabricated text
	X.CO.02	DARK GREY CONCRETE VINYL	Walls material and innovation lab,
GROUND	X.PL.01	NEON GREEN REFLECTIVE METTALIC FINISH VINYL	AR mirror, fabricated text
	X.GR.01	NIKE RECYCLED RUBBER PLAYGROUND MATERIAL	Floor of entire activation

THUMBNAIL



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

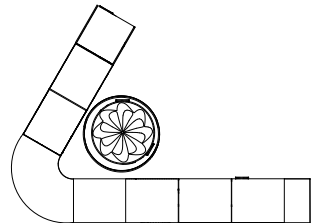


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX02.04

LIGHTING SCHEDULE

CODE

DESCRIPTION

LOCATION

THUMBNAIL

L1

BRUCK LX SPOT,
Cylinder Fixture, Multi-mount,
casted black housing

Ceiling of most activations



L2

Tetra® Contour Flex
Flexible White LED bent into
custom shapes

PIXEL JUMP



L3

PURE EDGE LIGHTING
Twist strip 3.3W,
24VDC high output

Material & Innovation Lab,
On the Cloud



L4

Cloud Light Installation,
Custom fabricated

On the Cloud



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

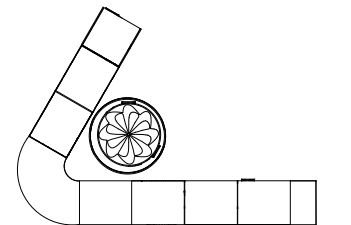


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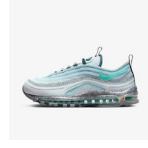
DATE : 12/9/2022

DRAWING NO. :

EX02.05

PRODUCT SCHEDULE

MATERIAL



CODE

P1

P2

P3

P4

P5

P6

P7

P8

DESCRIPTION

Nike Air Max 97

Nike Revolution 6 FlyEase
Next Nature

Nike SuperRep Cycle 2 Next
Nature

Nike Cosmic Unity 2

Nike Air Max Terrascape Plus

Nike Air VaporMax 2021 FK

Nike Playground 8P Next Na-
ture Basketball

Nike Elite All-Court 8P

LOCATION

Materials & Innovation Lab

Materials & Innovation Lab

Materials & Innovation Lab

Materials & Innovation Lab

Materials & Innovation Lab

Materials & Innovation Lab

Zero Lounge

Basketball Court

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

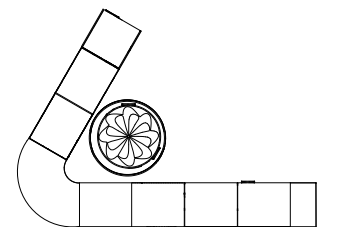


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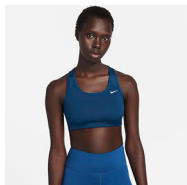
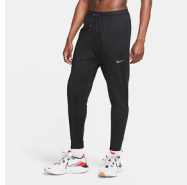
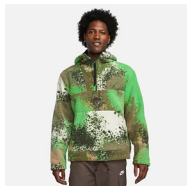
DATE : 12/9/2022

DRAWING NO. :

EX02.06

PRODUCT SCHEDULE

MATERIAL



CODE

DESCRIPTION

LOCATION

P1	Nike Sportswear Sport Essentials+	Tennis Court
P2	Nike Revolution 6 FlyEase Next Nature	Tennis Court
P3	Nike Phenom Elite	Tennis Court
P4	Nike Cosmic Unity 2	Zero Lounge
P5	Nike Pro Dri-FIT Women's Cropped Tank	Zero Lounge
P6	Nike Air VaporMax 2021 FK	Zero Lounge
P7	Nike Impossibly Light	On The Cloud
P8	Nike Elite All-Court 8P	On The Cloud

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

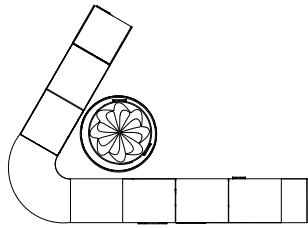


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DATE : 12/9/2022

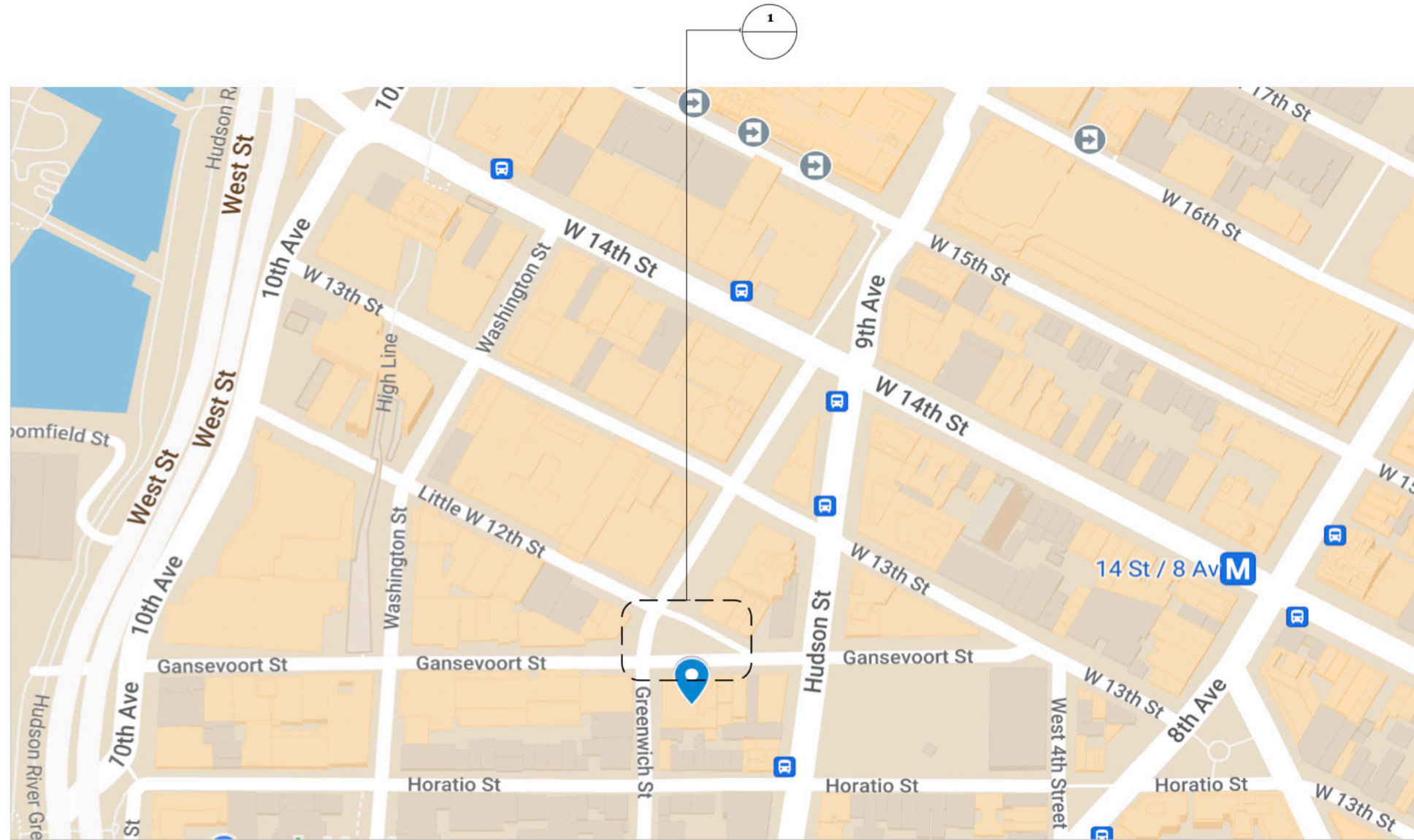
DRAWING NO. :

EX02.07



***PLANS ELEVATIONS
& SECTIONS***

LOCATION PLAN



1 Location Plan
NOT TO SCALE

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

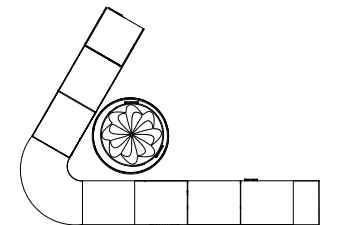


ADDRESS: Gansevoort Plaza, NYC

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KEY PLAN



DRAWN BY : Hansa Hatrote

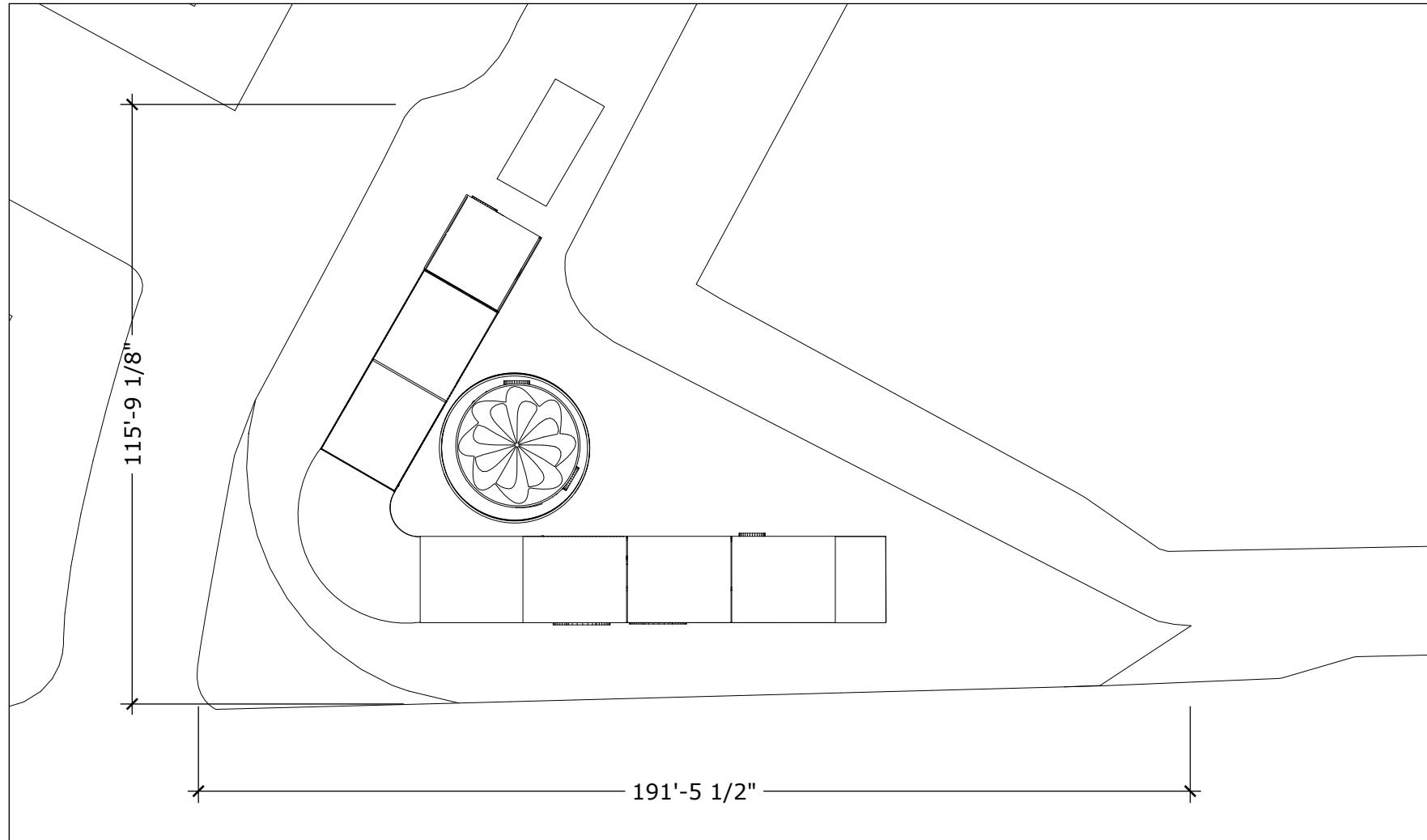
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.01

SITE PLAN



1 Site Plan
1:360

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

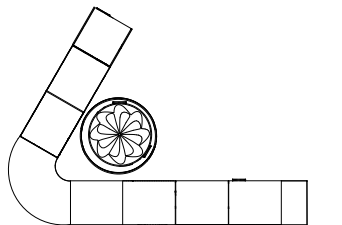


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KEY PLAN



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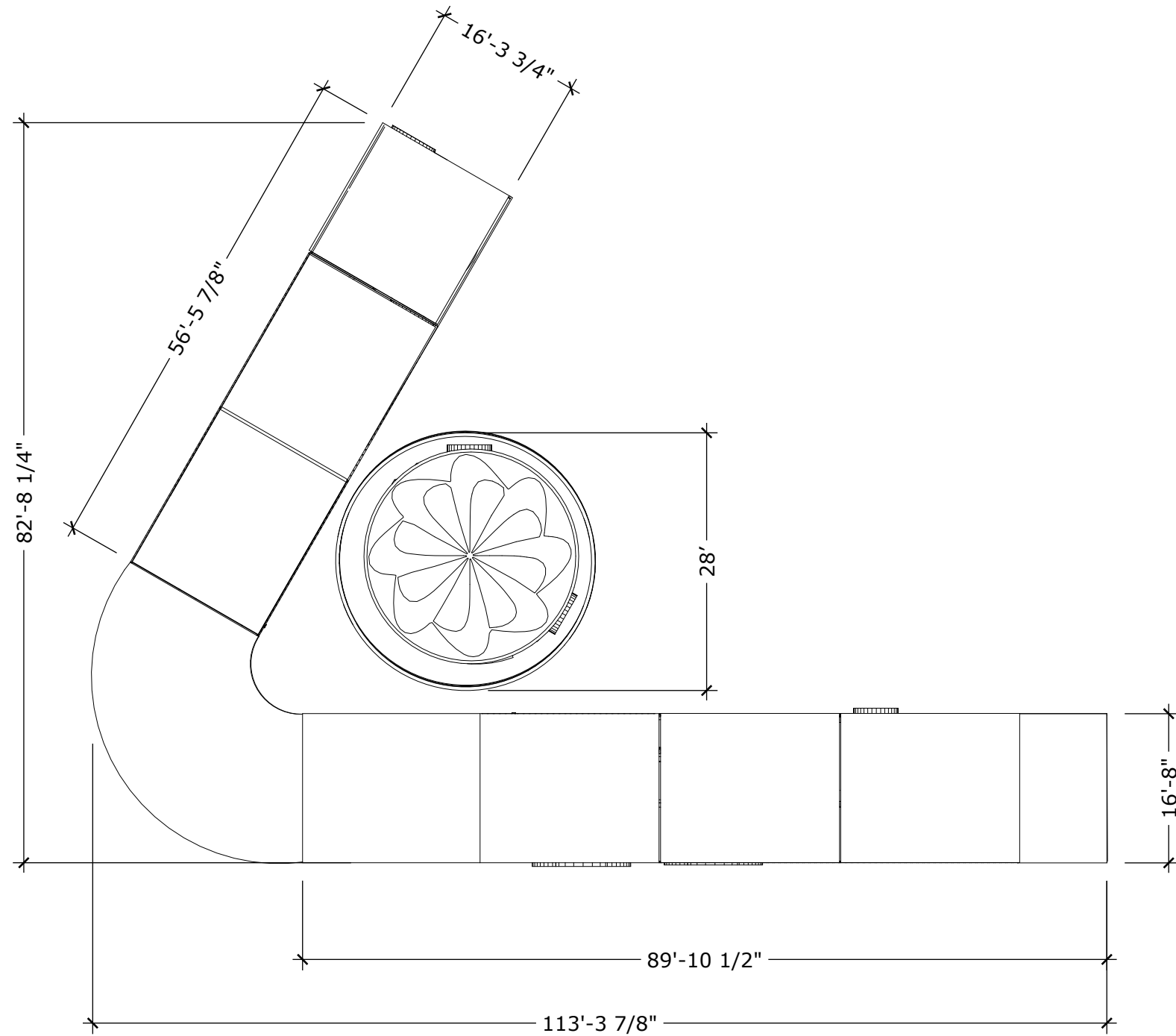
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.02

OVERALL DIMENSIONAL PLAN



1 Overall Dimensional Plan
1:360

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

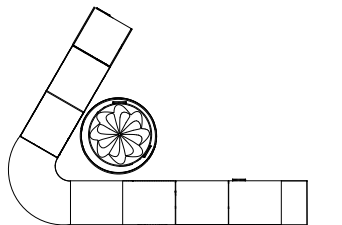


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KEY PLAN



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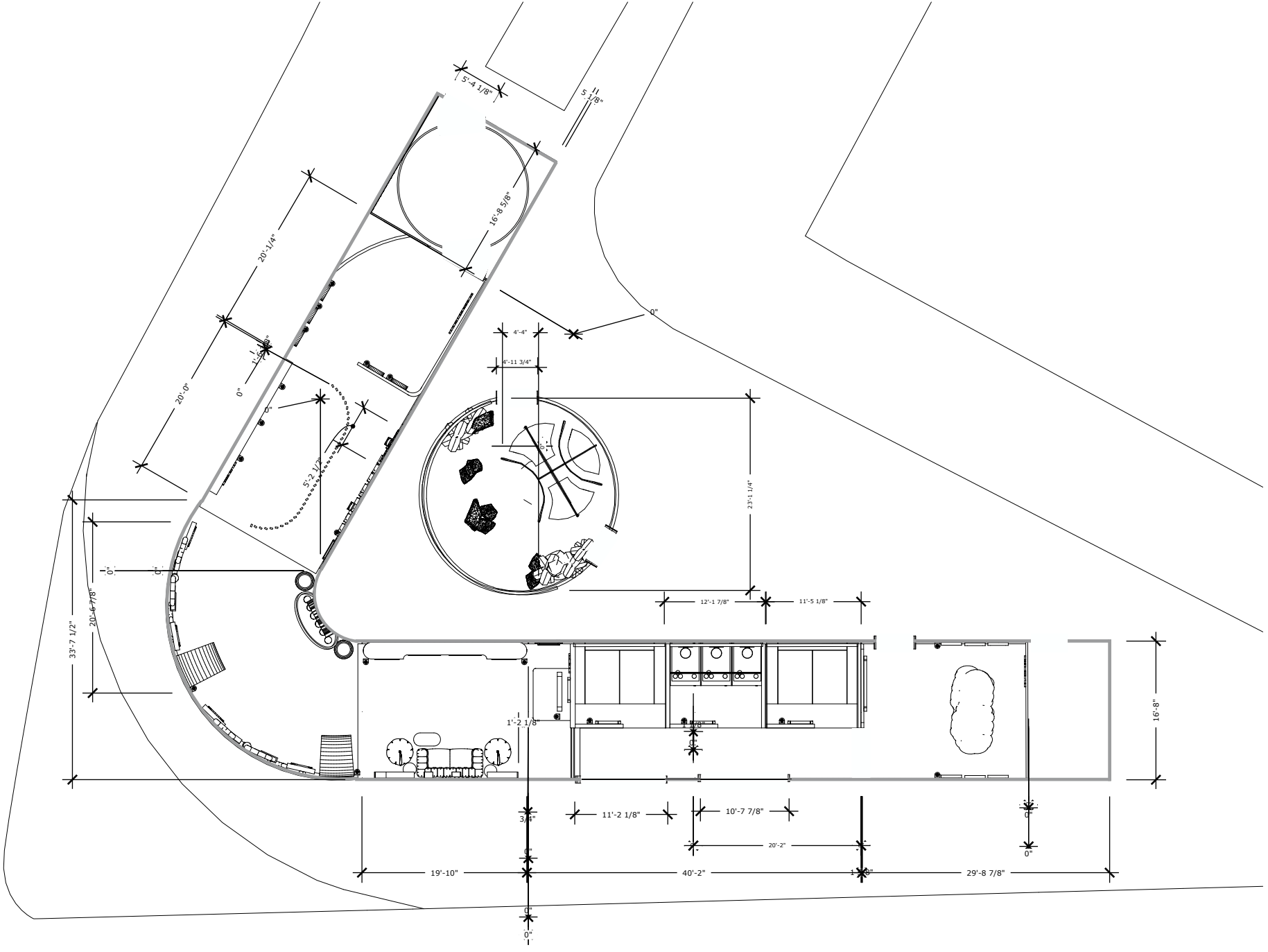
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.03

DIMENSIONAL FLOOR PLAN



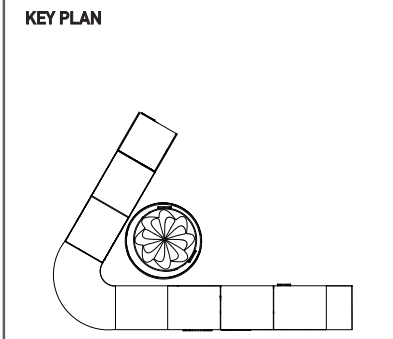
1 Dimensional Floor Plan
1:192

PROJECT NAME: Nike Endgame


CLIENT: Nike Move To Zero


ADDRESS: Gansevoort Plaza, NYC

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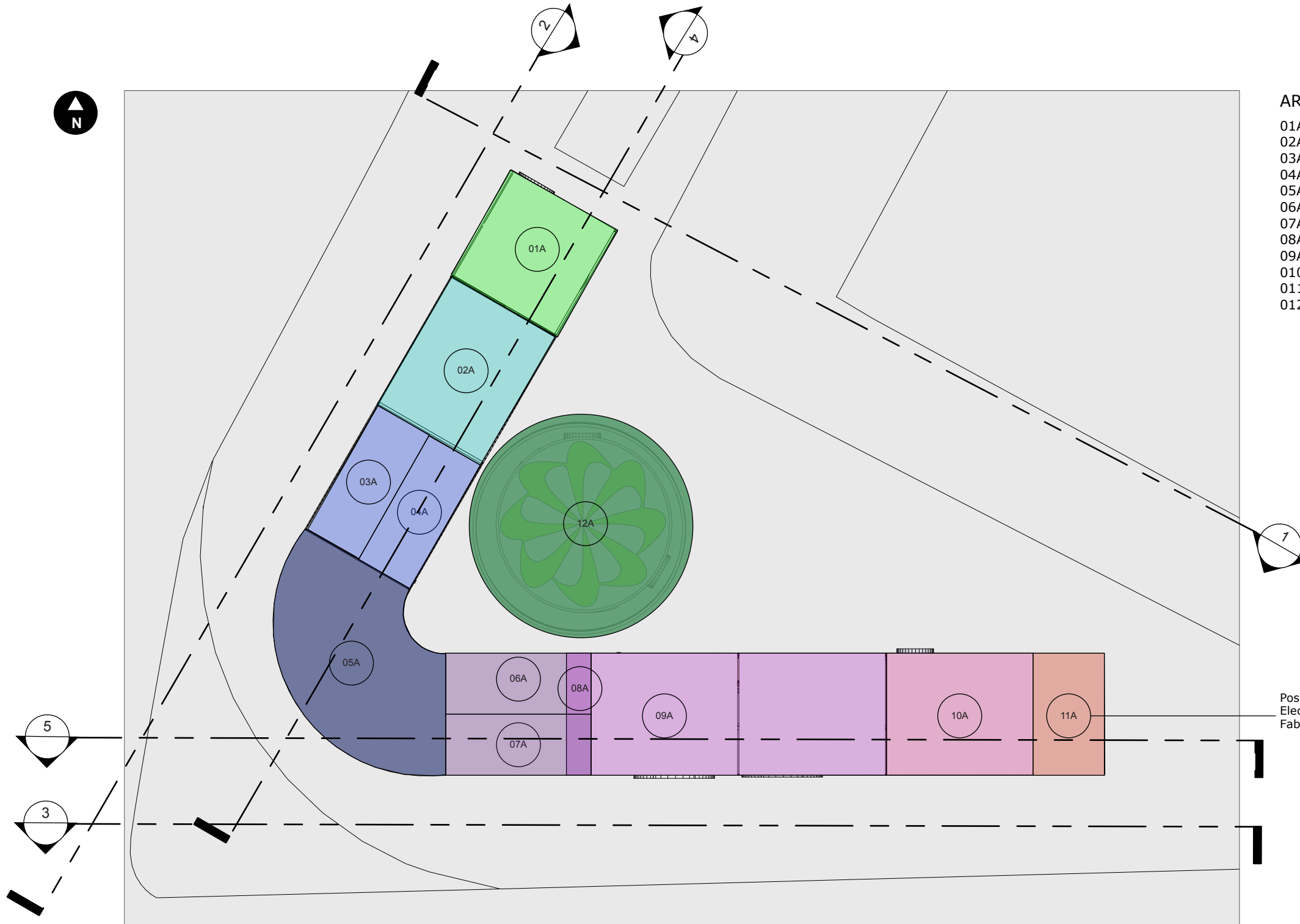
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :
EX03.04

CODED FLOOR PLAN



AREA LEGEND

- 01A Invitation & Introduction
- 02A Upload Your Reality
- 03A Pixel Jump
- 04A Unbox Experience
- 05A Materials & Innovation Lab
- 06A Cause & Effect
- 07A Zero Lounge
- 08A Move to Zero
- 09A Climate Clock
- 010A On The Cloud
- 011A Electric Housing
- 012A Bloom Over Doom

Possible Generator and Electric Housing Location Fabricator to be advised

1 Coded Floor Plan
1:192

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

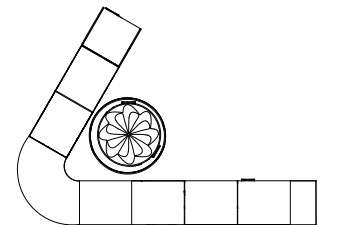


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KEY PLAN



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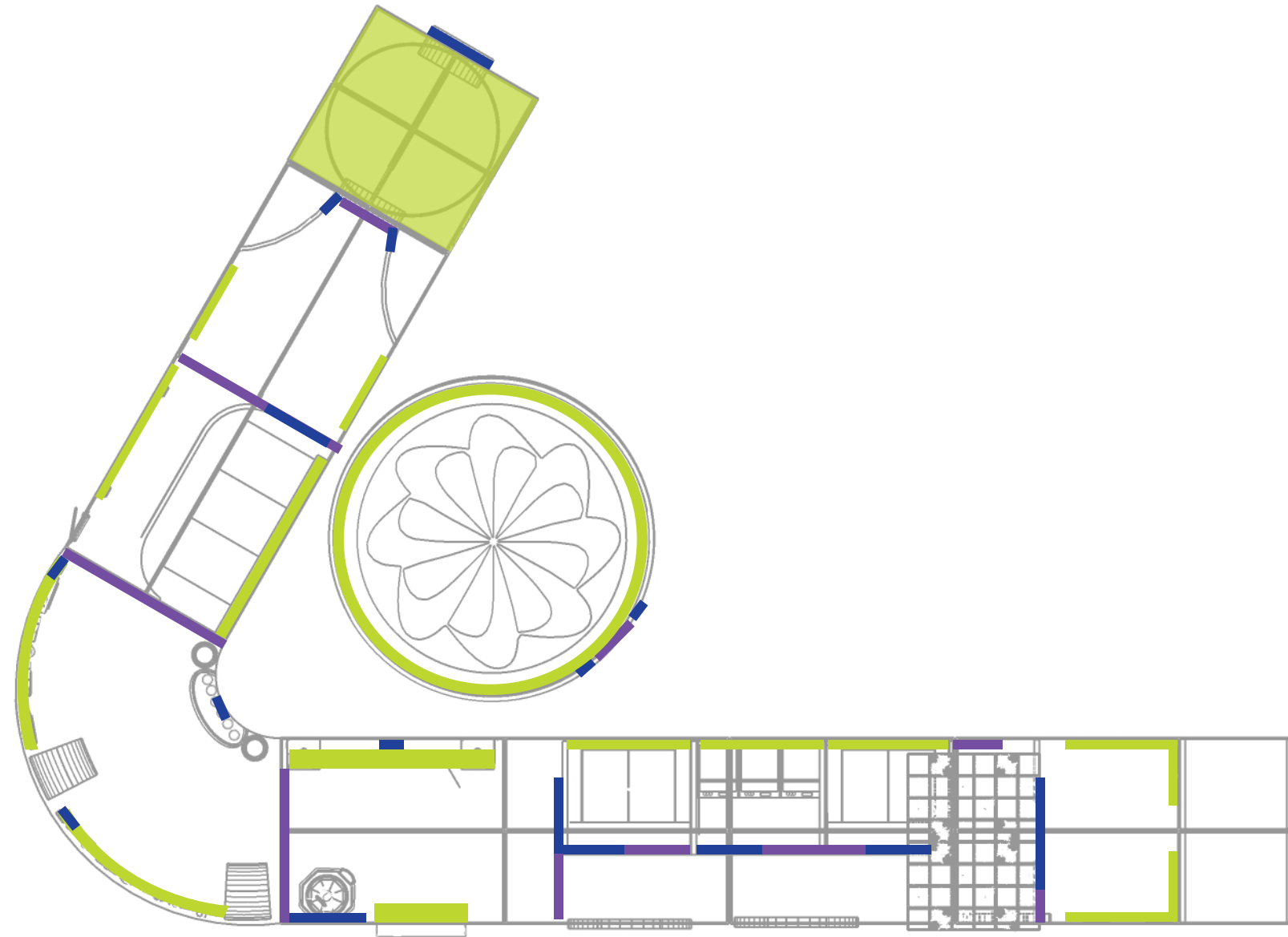
SCALE : 1:20





DATE : 12/9/2022

DRAWING NO. :

EX03.05

GRAPHIC CODED PLAN



-  DIGITAL MEDIA
-  FLOOR GRAPHIC
-  AREA INTRO
-  MURAL

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

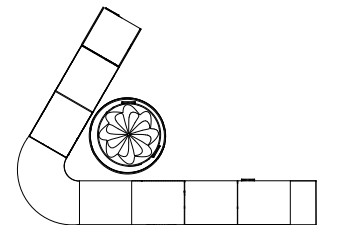


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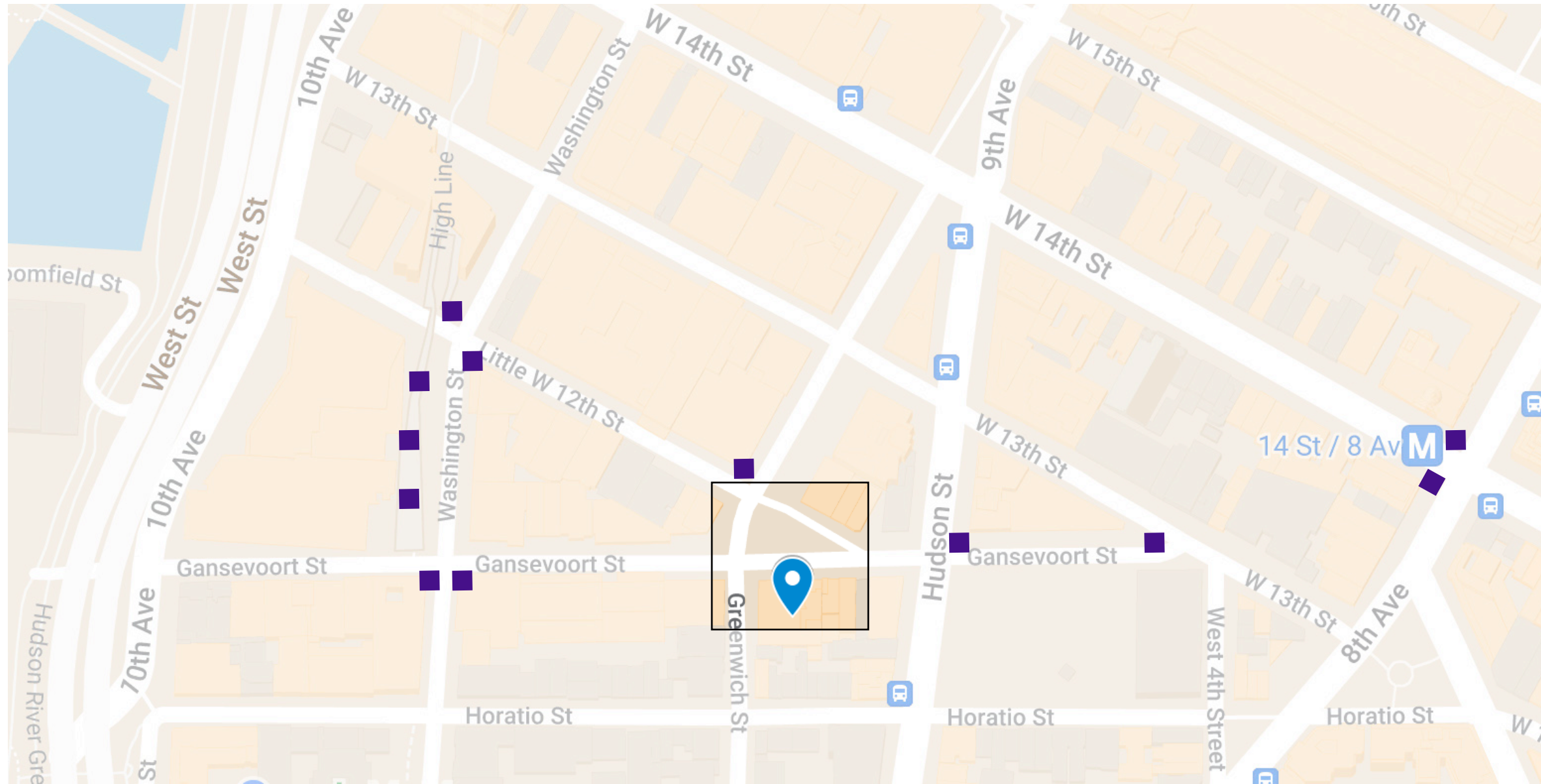
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.06

WAYFINDING PLAN



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

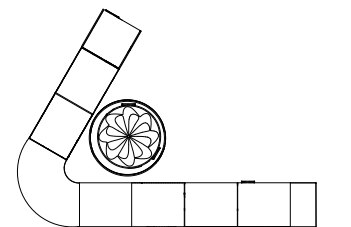


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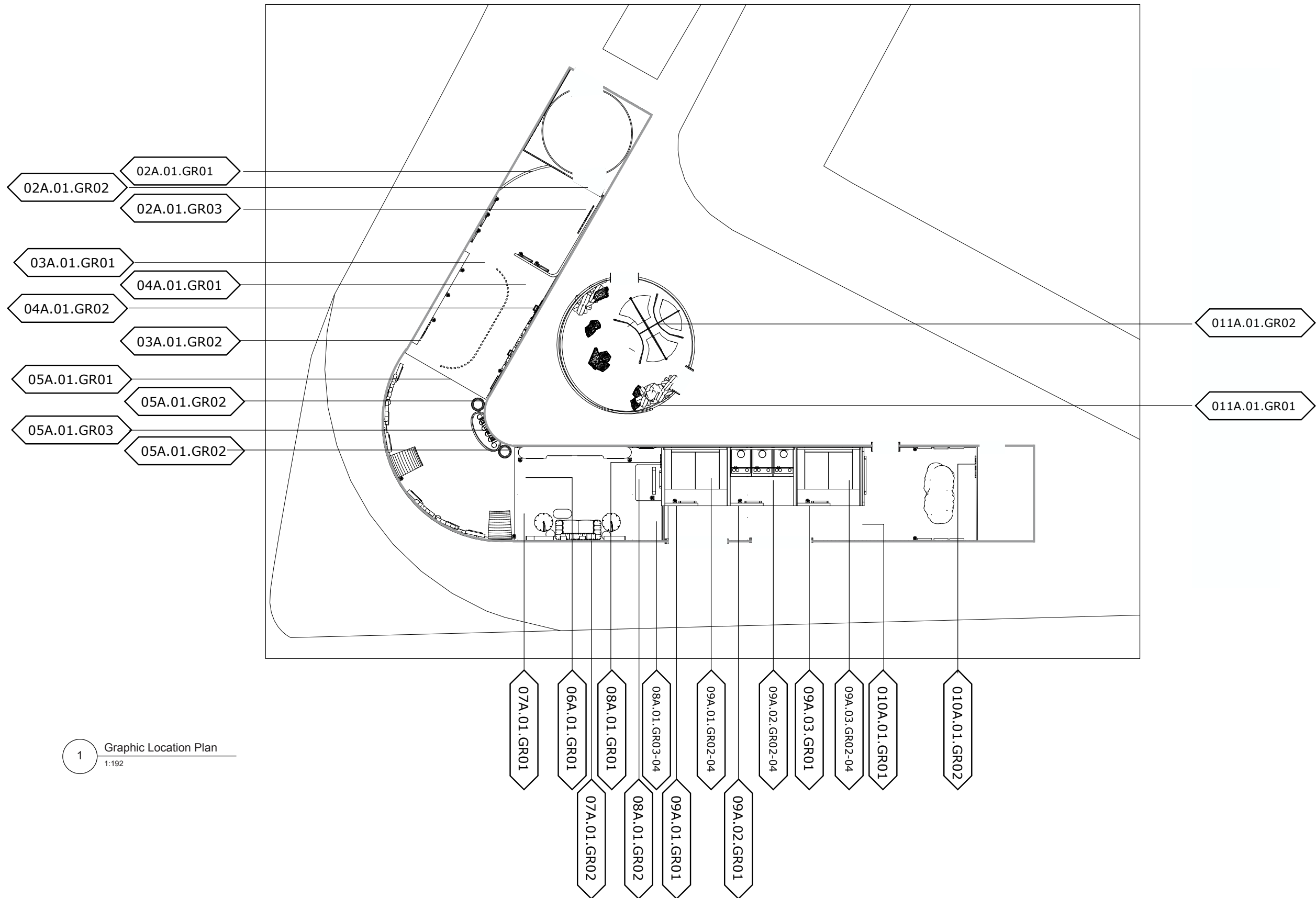
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.07

GRAPHIC LOCATION PLAN



1 Graphic Location Plan
1:192

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

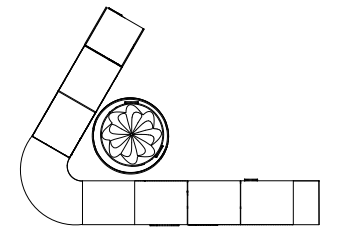


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KEY PLAN



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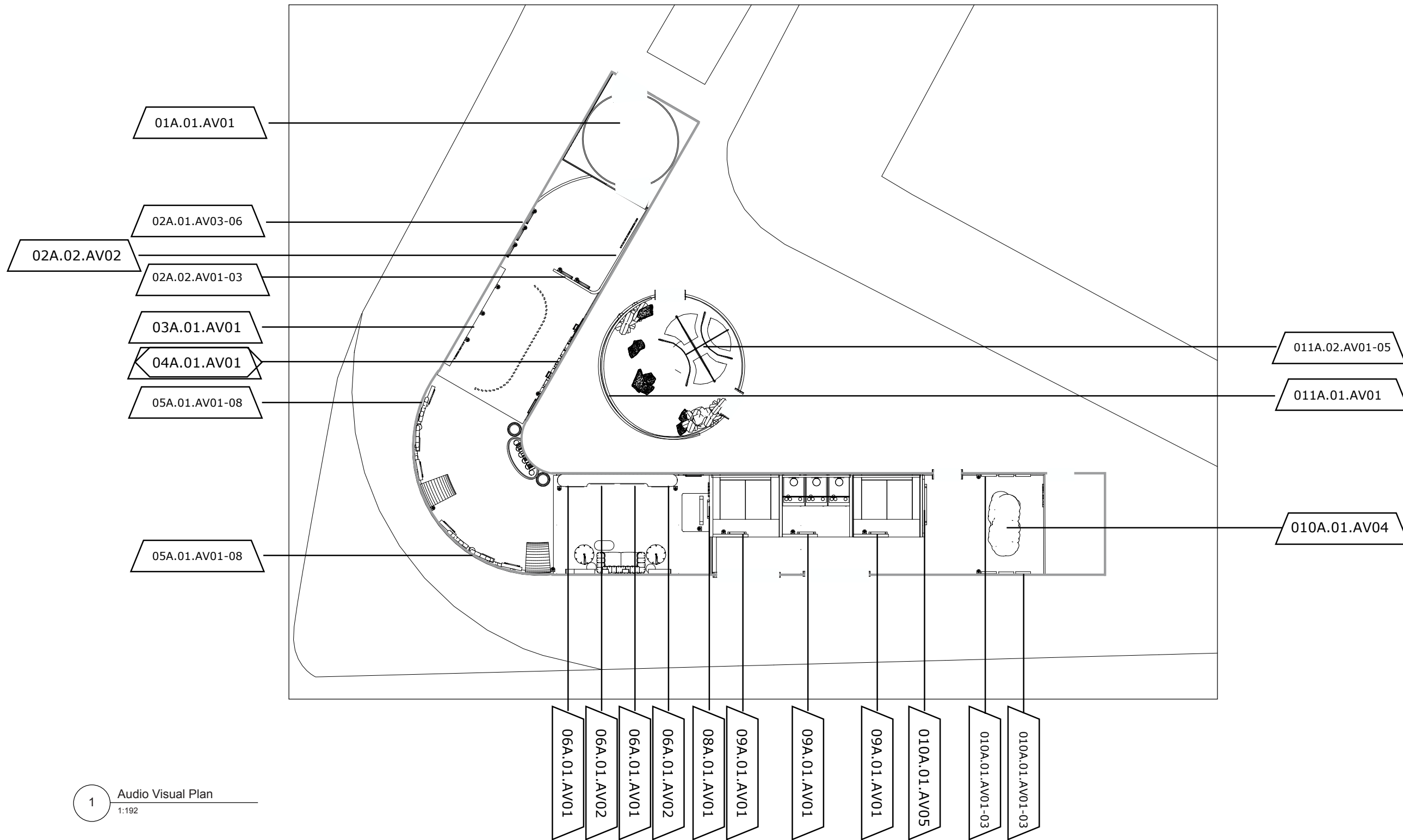
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.08

MEDIA PLAN



1 Audio Visual Plan
1:192

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

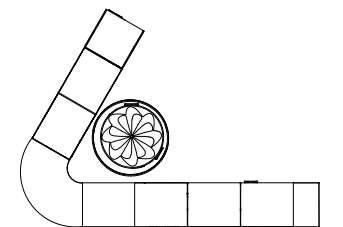


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KEY PLAN



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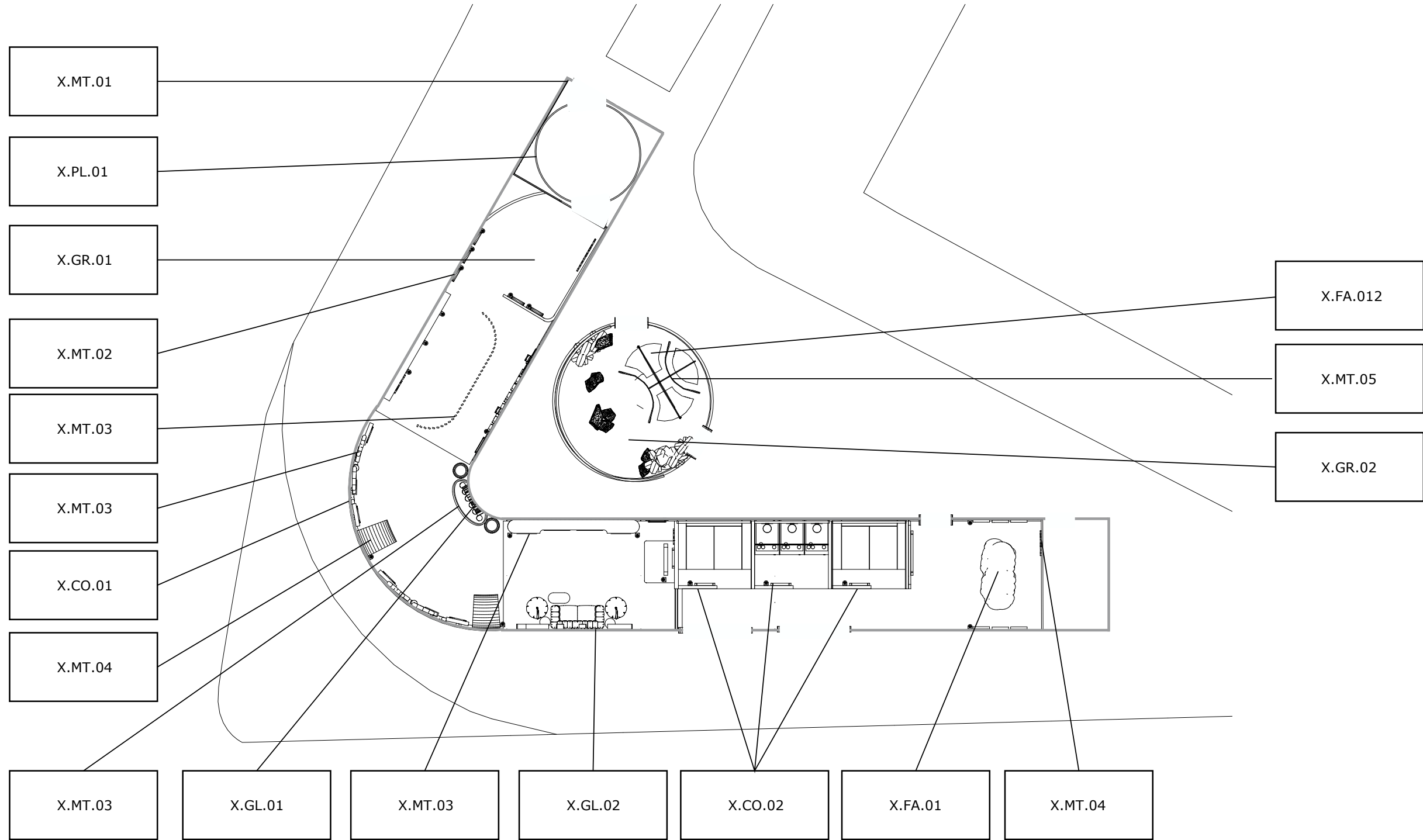
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.09

MATERIAL PLAN



1 Material Plan
1:192

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

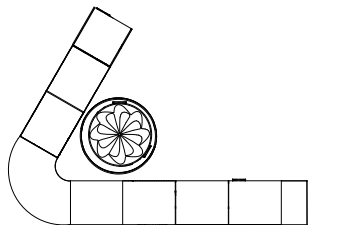


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KEY PLAN



DRAWN BY : Hansa Hatrote

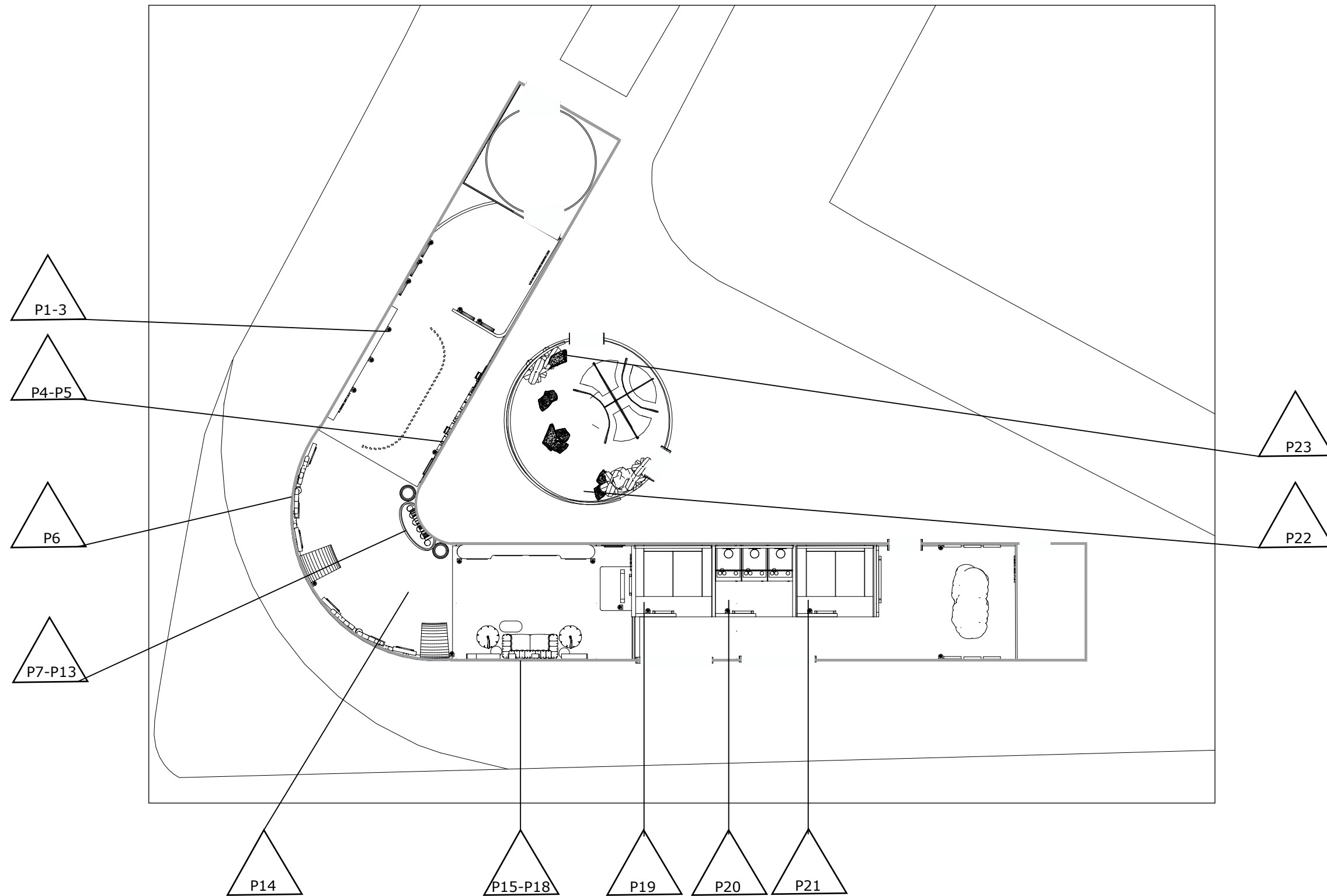
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.10

PRODUCT PLACEMENT PLAN



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

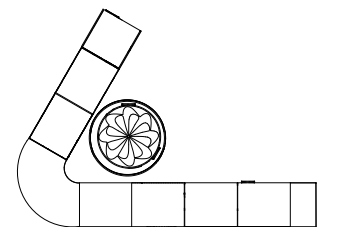


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KEY PLAN



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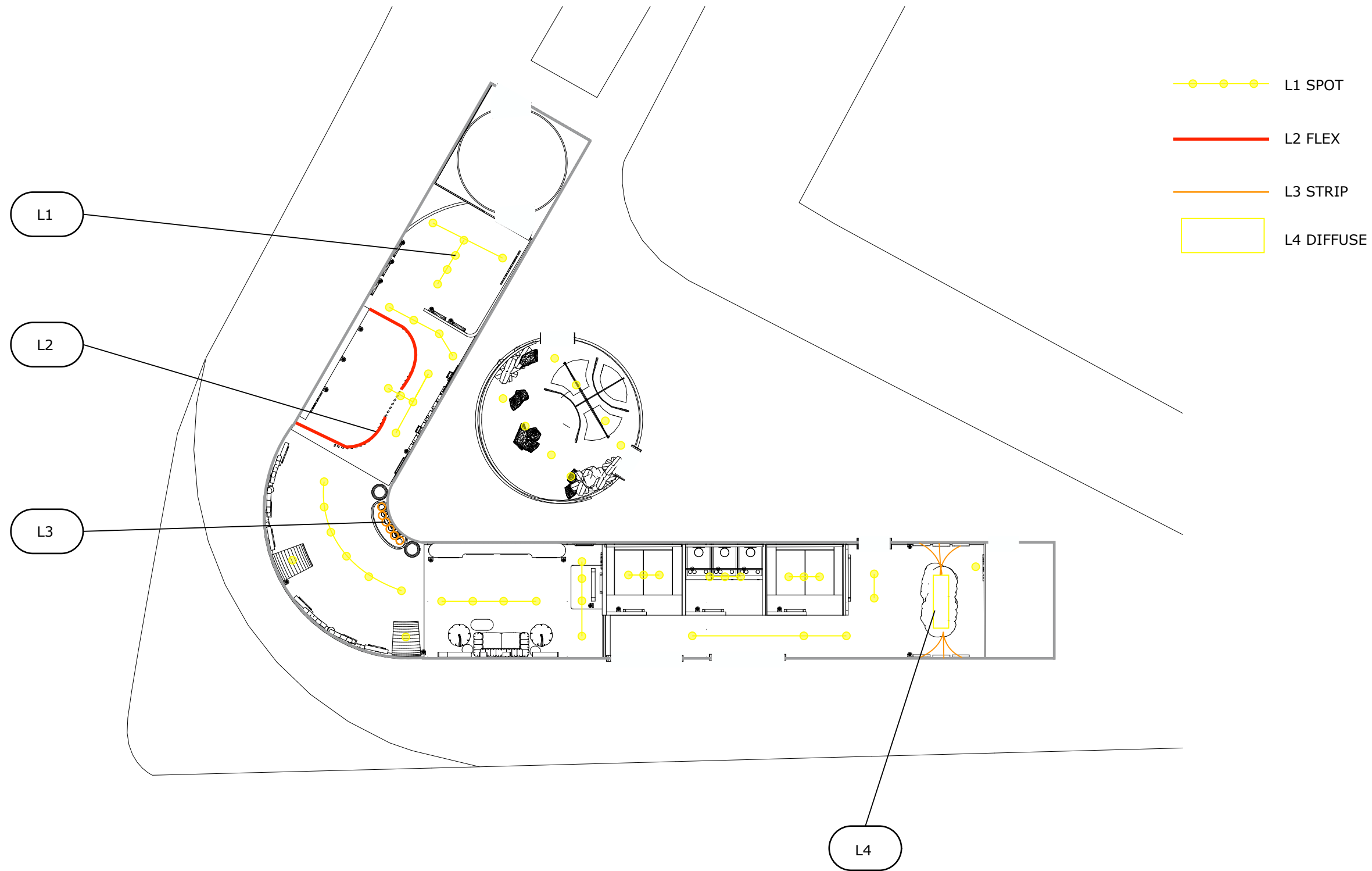
SCALE : 1:20





DATE : 12/9/2022

DRAWING NO. :

EX03.11

LIGHTING PLAN



-  L1 SPOT
-  L2 FLEX
-  L3 STRIP
-  L4 DIFFUSE

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

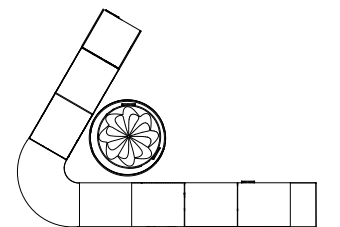


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KEY PLAN



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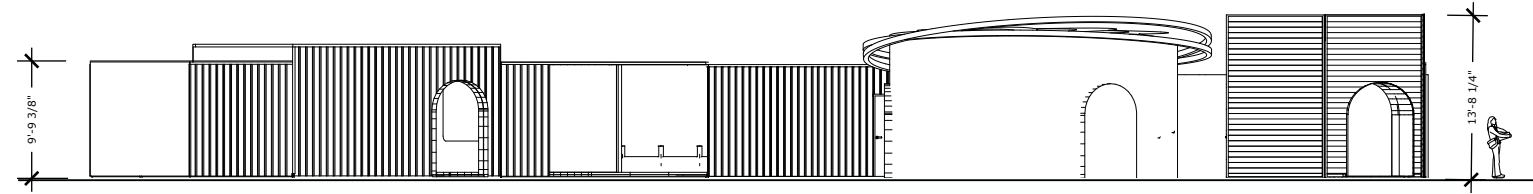
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DATE : 12/9/2022

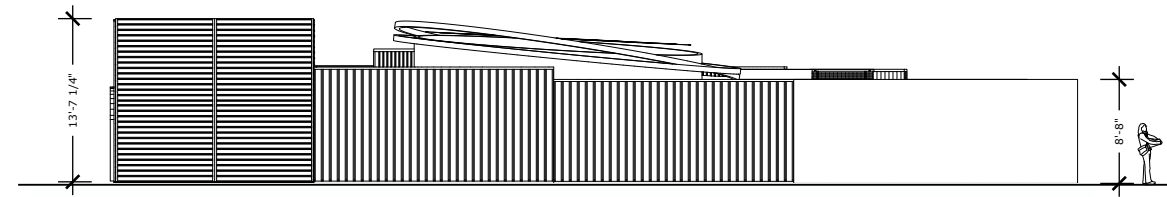
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EX03.12

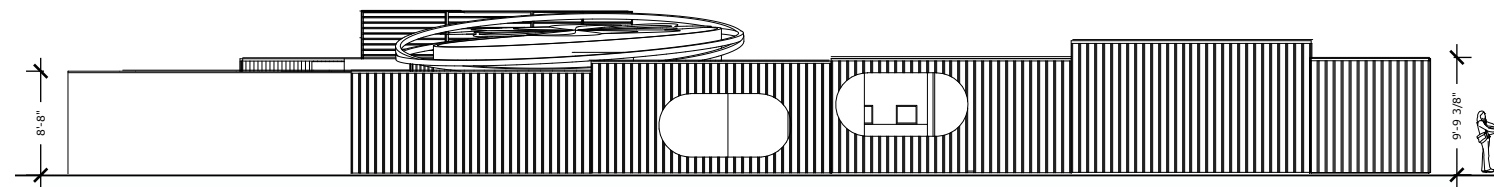
EXTERIOR ELEVATIONS



1 Elevation 1
1:192



2 Elevation 2
1:192



3 Elevation 3
1:192

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

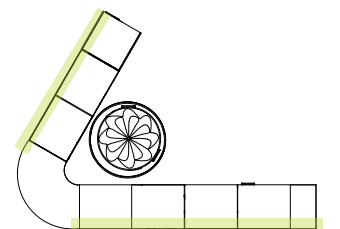


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KEY PLAN



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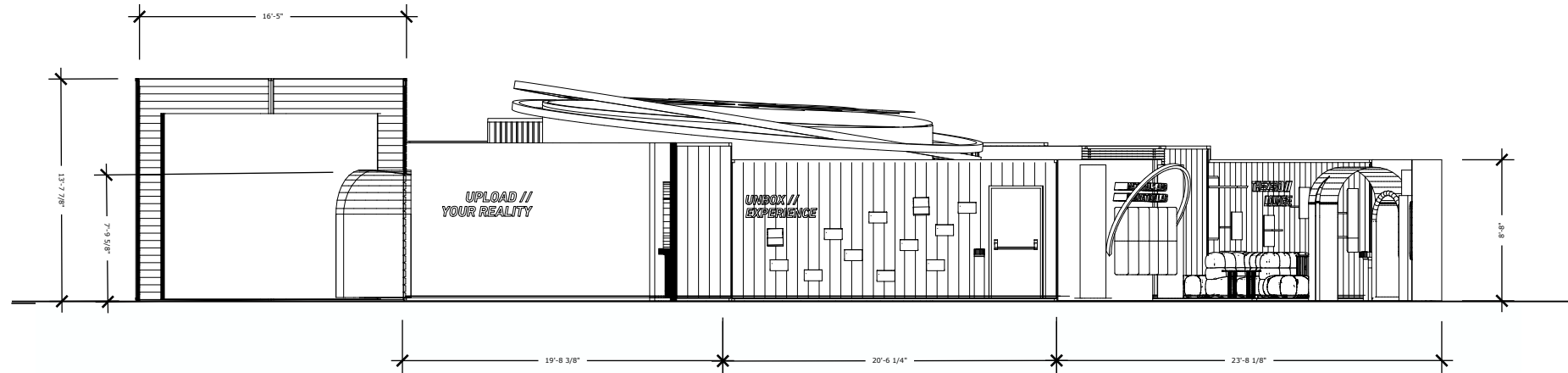
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DATE : 12/9/2022

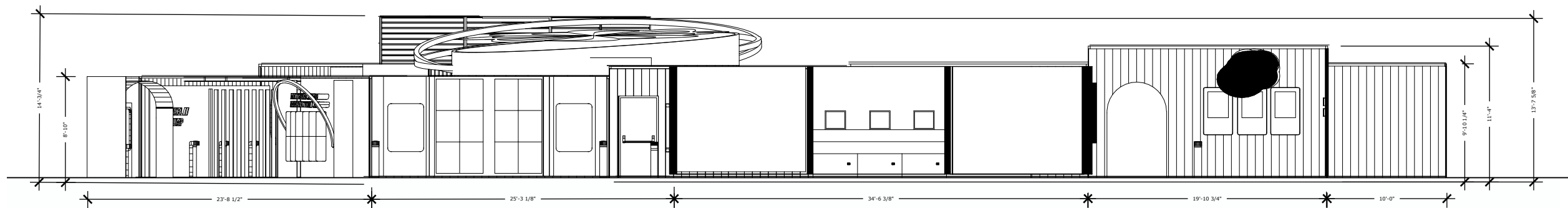
DRAWING NO. :

EX03.13

SECTION ELEVATIONS



4 Section Elevation 4
1:120



5 Section Elevation 5
1:120

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

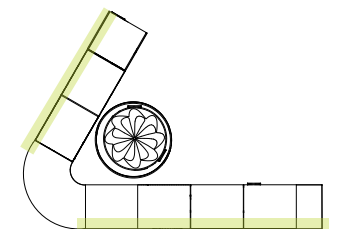


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KEY PLAN




DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX03.14



**GRAPHIC
SYSTEM**

GRAPHIC IDENTITY

The times of internet explorer and the WorldWideWeb might seem ancient but the strong foundation of the internet is sets the groundwork for all new technological advancements .

The Metaverse being the new chapter of the internet has shown an explosion of creativity and desire to be bold. Bright Purples and Pinks are commonly used in digital art, NFTs and posters.

Nike's environmental pledge is just as punchy as this shade of green! A neon green to add dynamism to being conscious.

COLORS



LOGO

The logo pulls from the "glitch" vaporwave aesthetic seen in the graphic look and feel. The Incorporation of the nike logo just solidifies it as a branded exhibit



FONTS

DIN LT has a great bold dynamism that mimics that of the Nike logo. This paired with DIN's regular font is a great font family to follow for a brand identity like nike's

DIN LT PRO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN LT PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

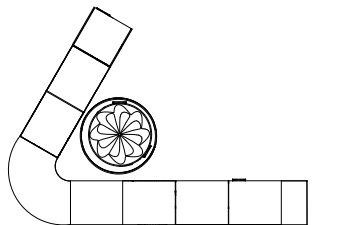


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

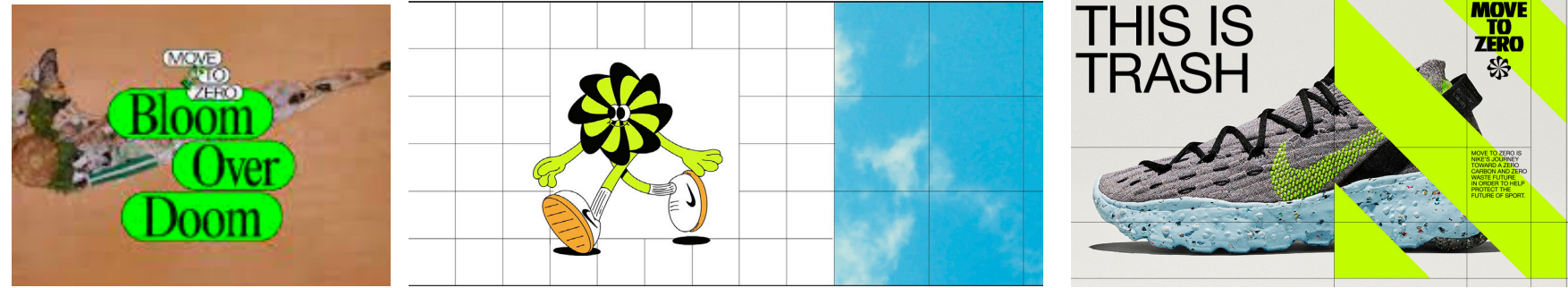
DATE : 12/9/2022

DRAWING NO. :

EX04.01

GRAPHIC CONCEPT

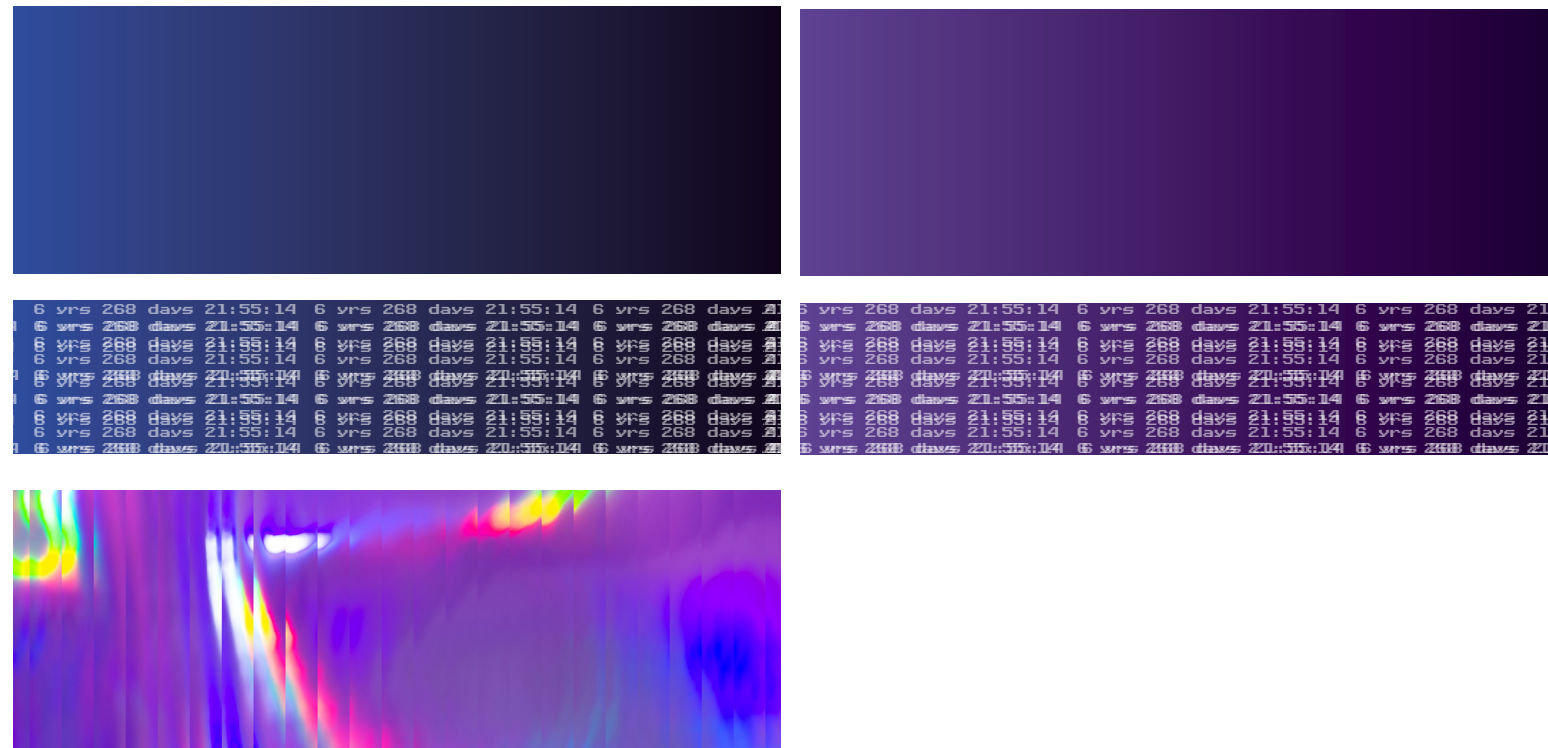
NIKE CURRENT GRAPHIC SYSTEM



ELEMENTS PULLED FROM ABOVE



ELEMENTS ADDED



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

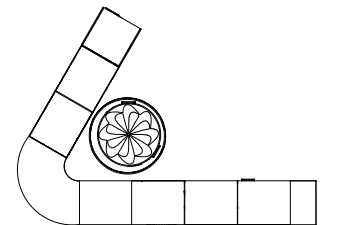


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.02

GRAPHIC LOOK & FEEL



RACE AGAINST THE
CLIMATE CLOCK?
LET'S DO IT.

ENDGAME

Gansevoort Plaza, NYC
09-10-2023

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

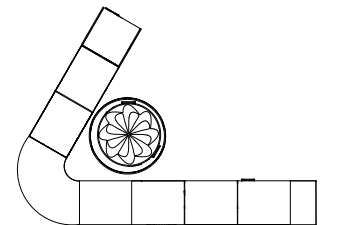


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.03

POSTER



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

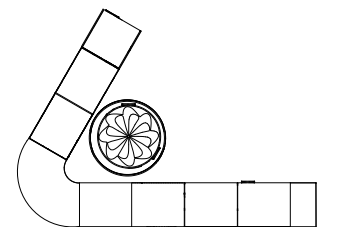


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.04

POSTER- SUBWAY



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

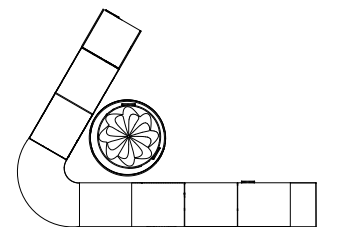


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KEY PLAN



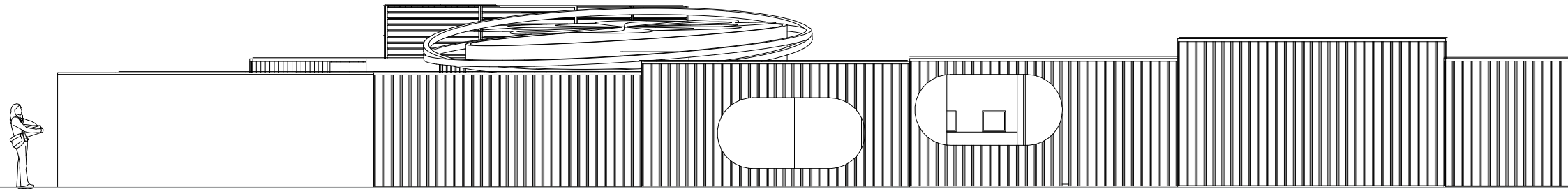
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.05



1 Exterior Elevation 2
1:120



2 Exterior Graphic Elevation 2
1:120



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

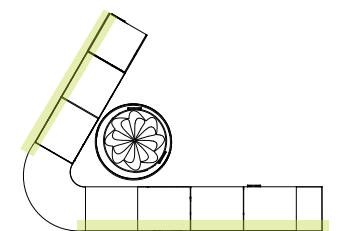


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KEY PLAN



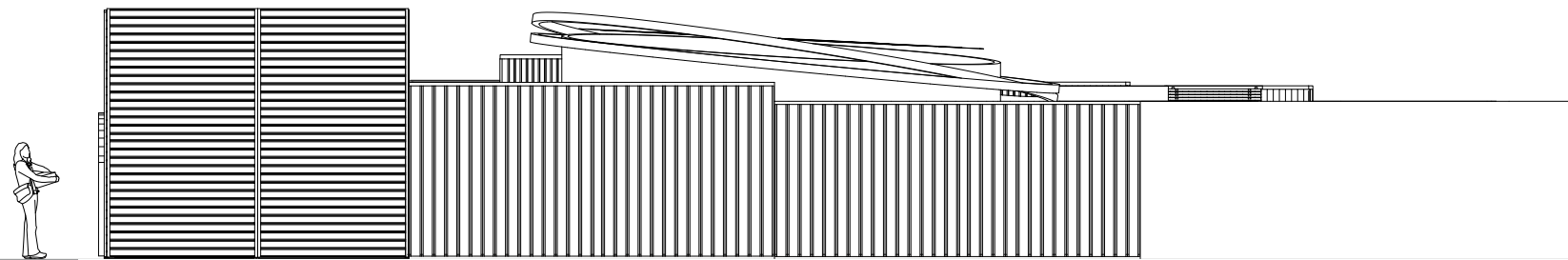
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.06



3 Exterior Elevation 3
1:120



4 Exterior Graphic Elevation 3
1:120



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

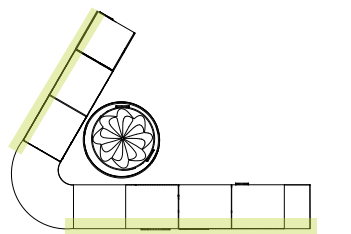


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KEY PLAN



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SCALE : 1:20

DATE : 12/9/2022

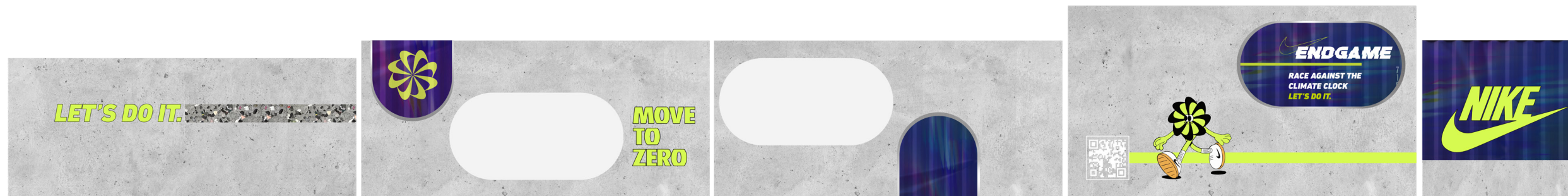
DRAWING NO. :

EX04.07

EXTERIOR GRAPHICS



1 Exterior Graphic Elevation 3
1:120



2 Exterior Graphic Elevation 2
1:120

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

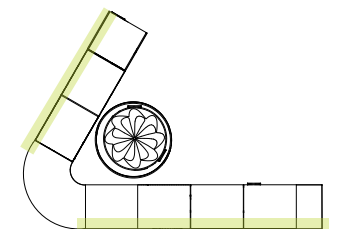


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KEY PLAN



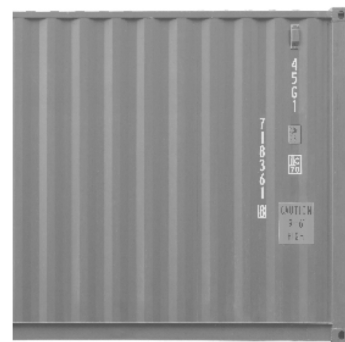
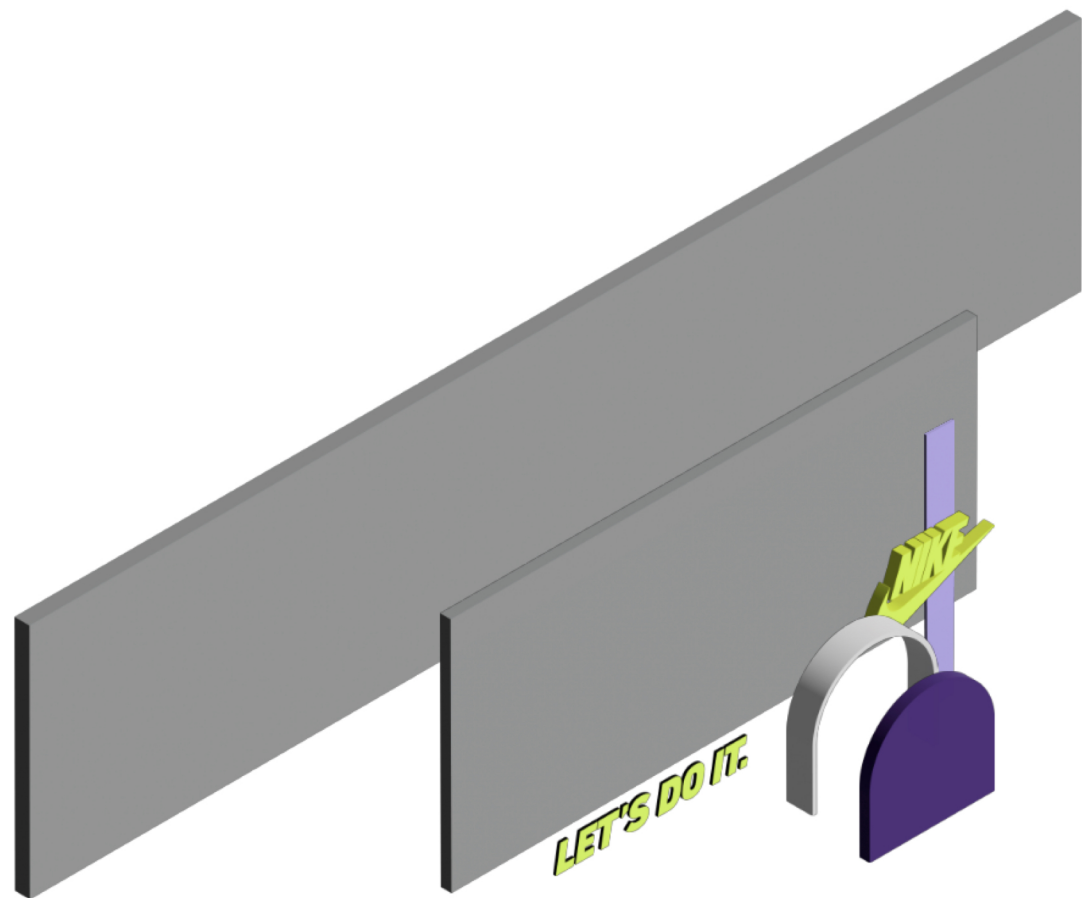
DRAWN BY : Hansa Hatrote

SCALE : 1:20

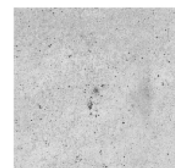
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EX04.08



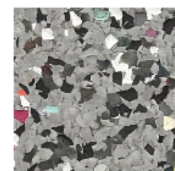
SHIPPING CONTAINER EXTERIOR



CONCRETE TEXTURE VINYL



REFLECTIVE SILVER ALUMINIUM



NIKE RECYCLED RUBBER PLAYGROUND



3D FABRICATED LETTERS PAINTED ACRYLIC



MATTE PRINTED VINYL ON 0.25" THICK WOOD

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

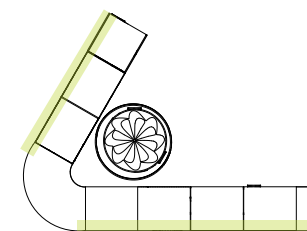


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NAME :

DRAWING NO. :

EX04.09

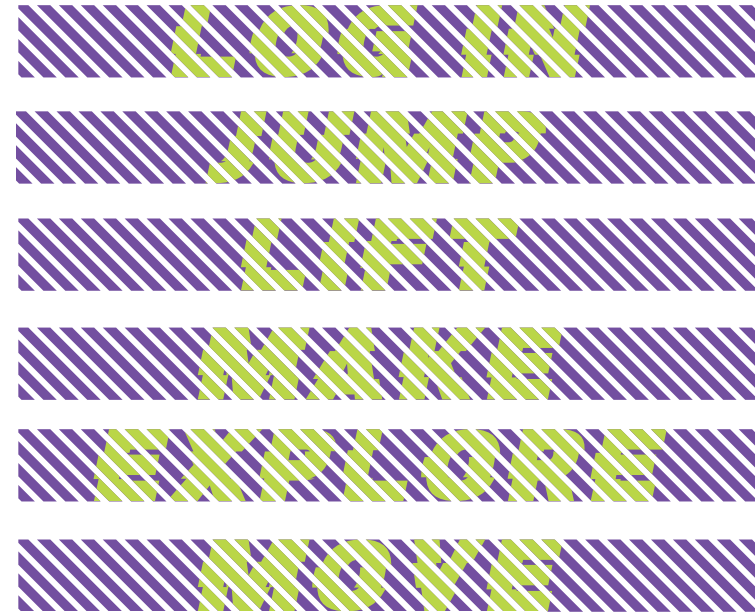
1

Detail Drawing
NOT TO SCALE

ZONE: UNBOX EXPERIENCE



1 Elevation
NOT TO SCALE



2 Detail Drawing
NOT TO SCALE



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

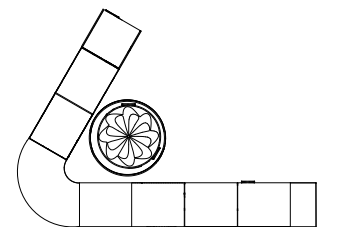


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

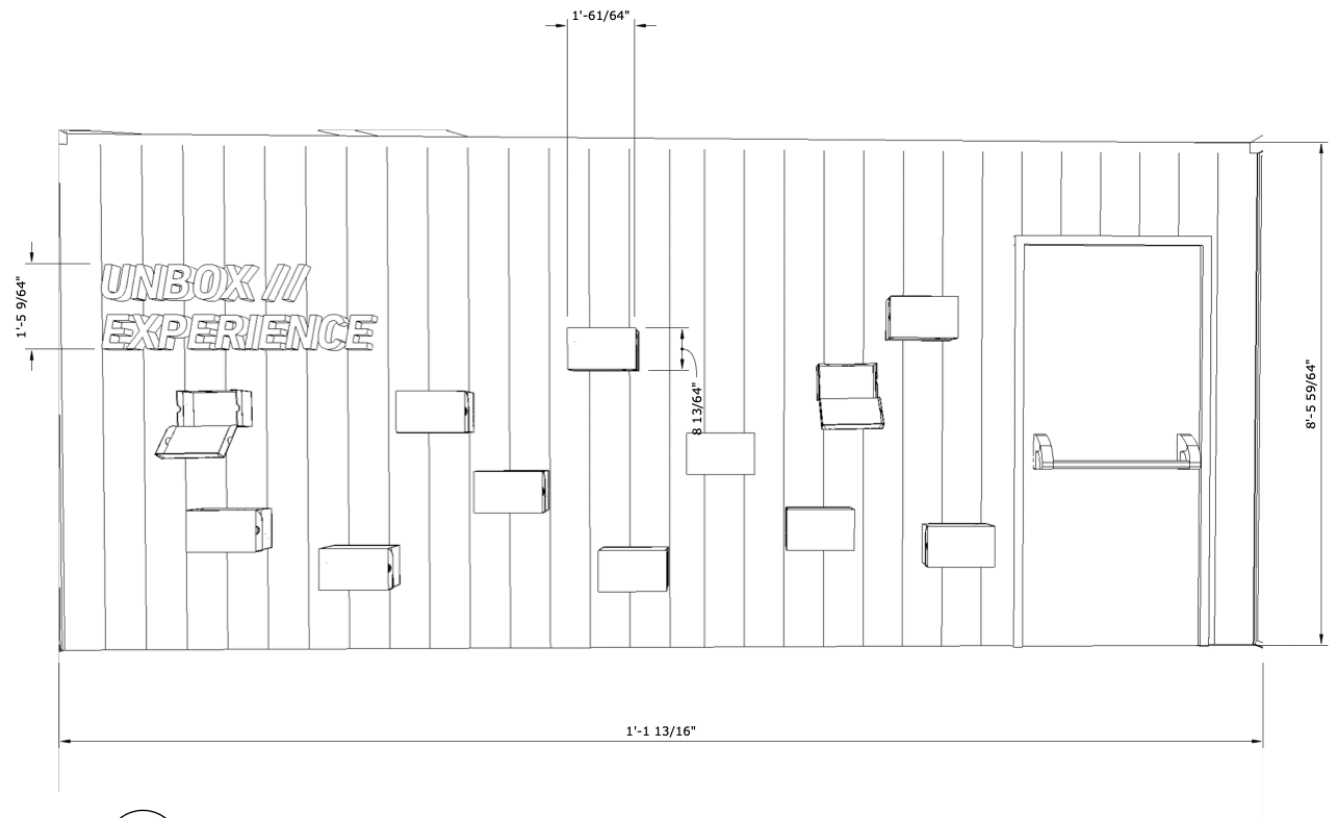
DATE : 12/9/2022

DRAWING NO. :

EX04.10



1 Elevation
NOT TO SCALE



2 Elevation
NOT TO SCALE

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

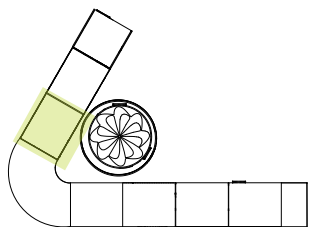


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KEY PLAN



DRAWN BY : Hansa Hatrote

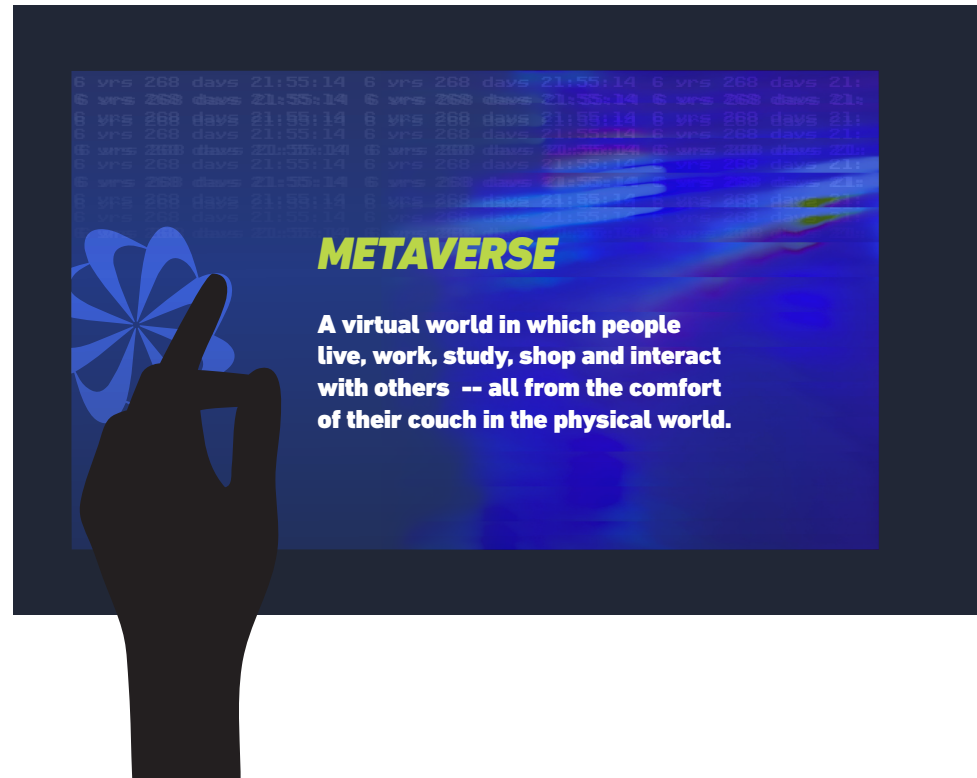
SCALE : 1:20

DATE : 12/9/2022

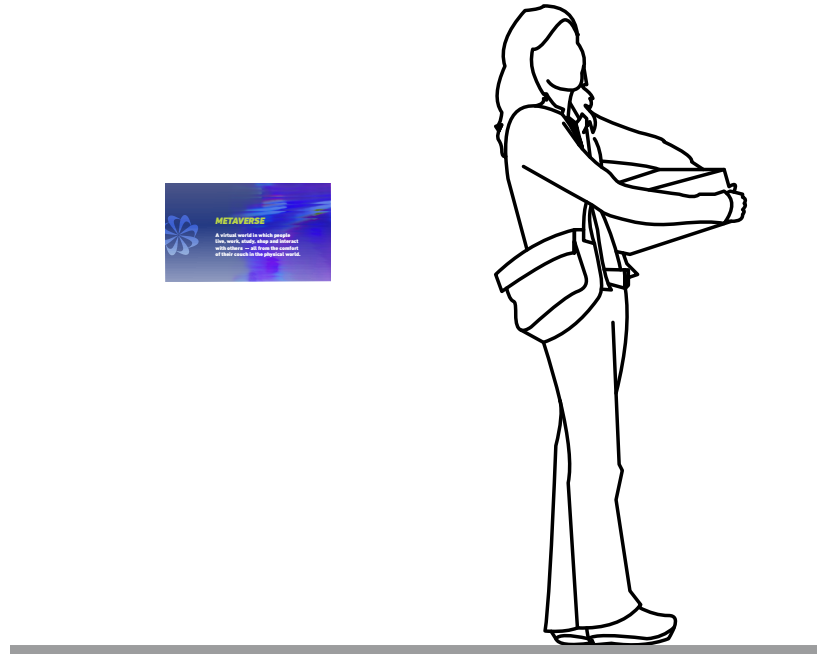
DRAWING NO. :

EX04.11

**ZONE:
UNBOX EXPERIENCE**



1 Elevation
NOT TO SCALE



2 Elevation
NOT TO SCALE



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

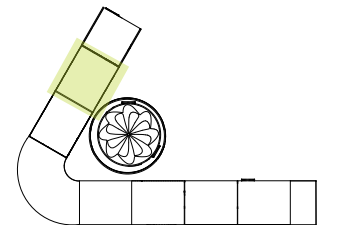


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KEY PLAN



DRAWN BY : Hansa Hatrote


SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.12

**ZONE:
UNBOX EXPERIENCE**




METaverse

A virtual world in which people live, work, study, shop and interact with others -- all from the comfort of their couch in the physical world.

SCAN TO COLLECT

YOU WON A WEARABLE COLLECTIBLE!

AUGMENTED REALITY

An enhanced version of the real physical world -- like snapchat/ instagram filters that enhance dog ears on your real physical face

25% off

Scan to collect



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

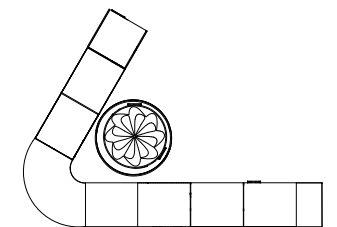


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KEY PLAN



DRAWN BY : Hansa Hatrote

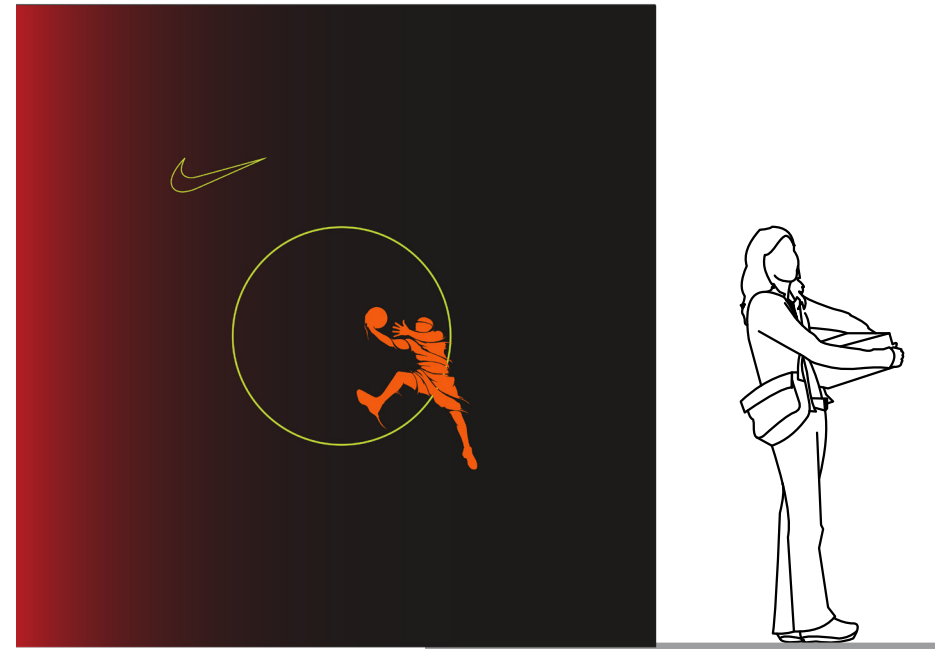
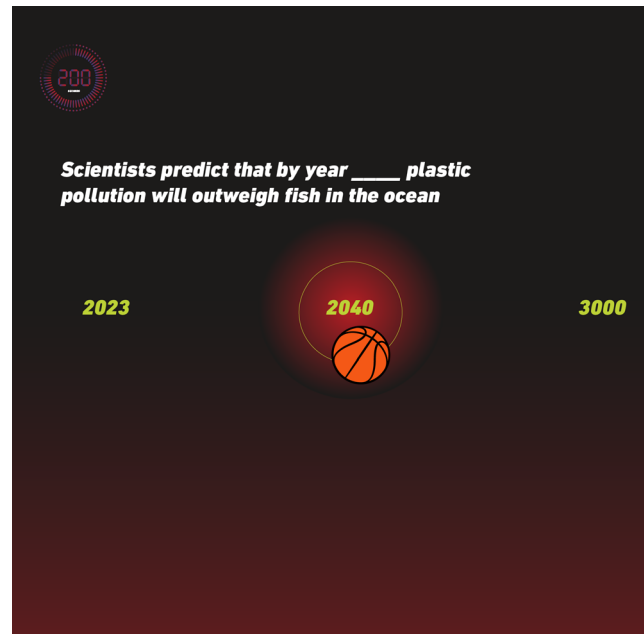
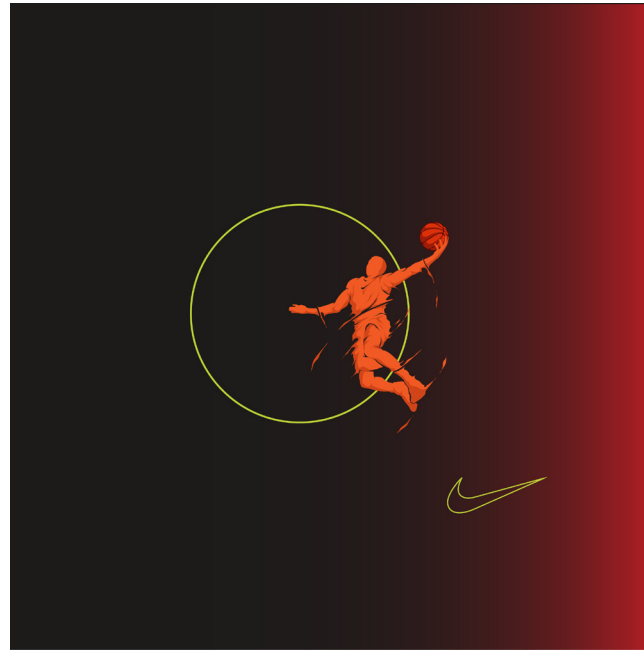
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.13

**ZONE:
CLIMATE CLOCK**



1 Elevation
NOT TO SCALE



1 Elevation
NOT TO SCALE



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

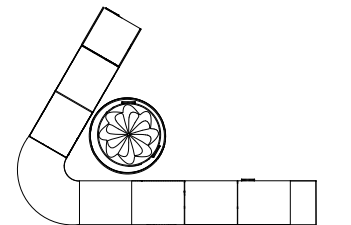


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KEY PLAN



DRAWN BY : Hansa Hatrote

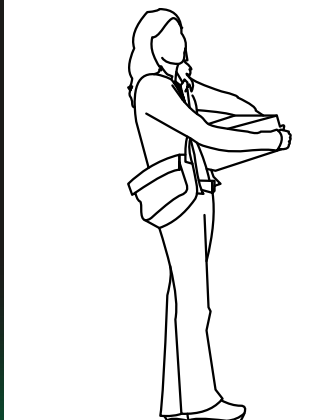
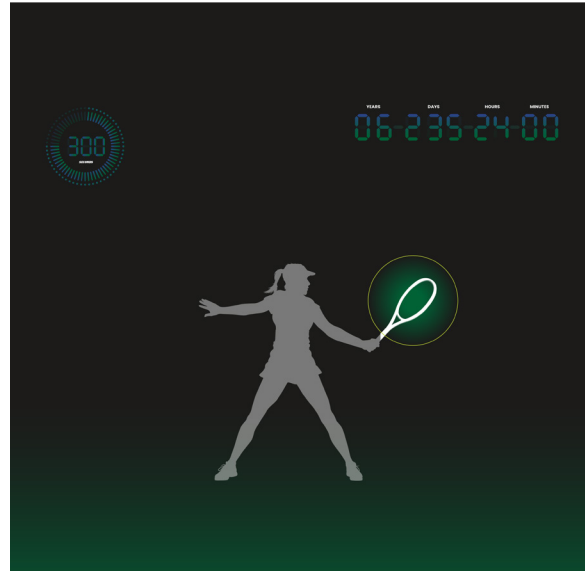
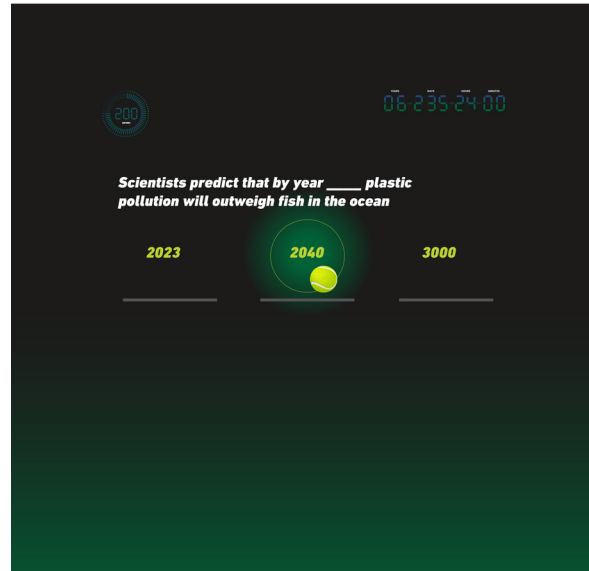
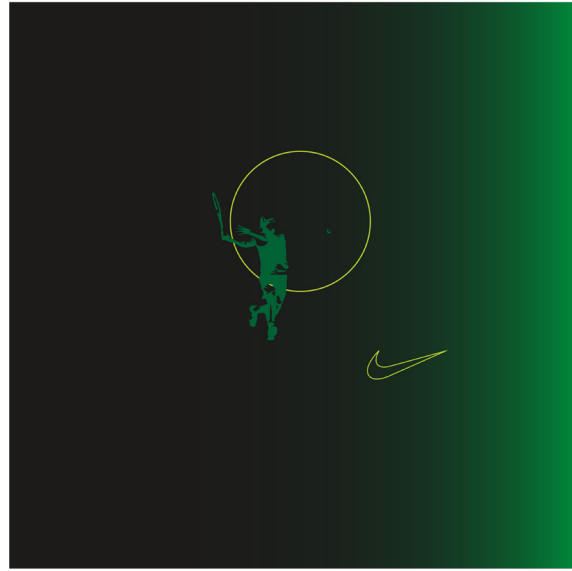
SCALE : 1:20

DATE : 12/9/2022

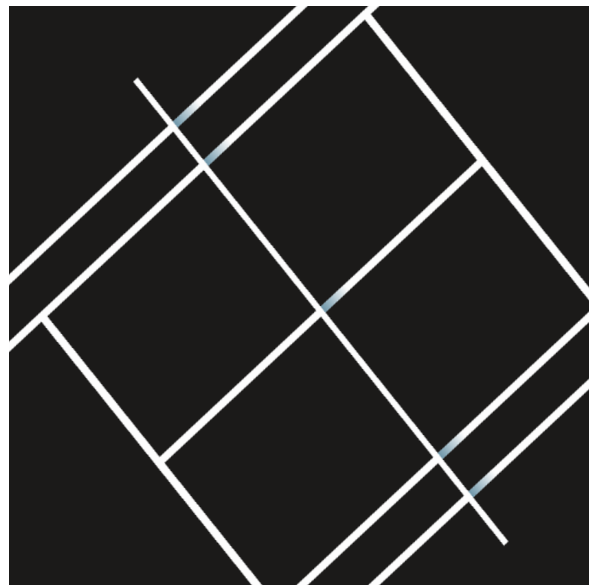
DRAWING NO. :

EX04.14

**ZONE:
CLIMATE CLOCK**



1 Elevation
NOT TO SCALE



1 Elevation
NOT TO SCALE



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

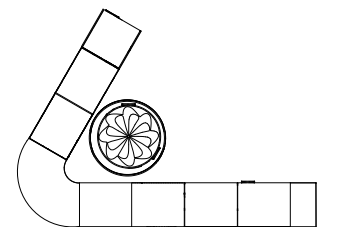


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DRAWN BY : Hansa Hatrote

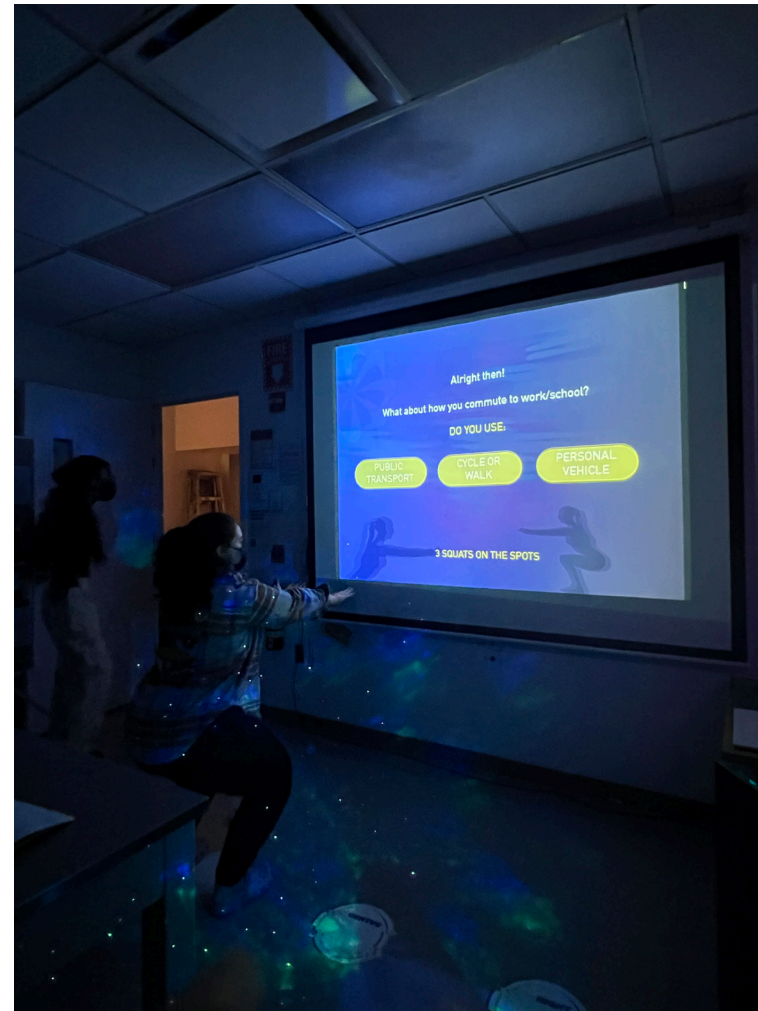
SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.15

FULL SCALE TESTING



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

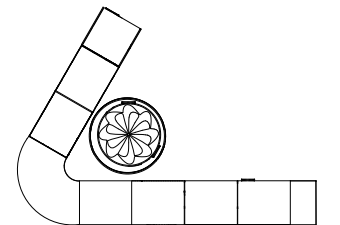


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX04.16

TAKEAWAYS



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

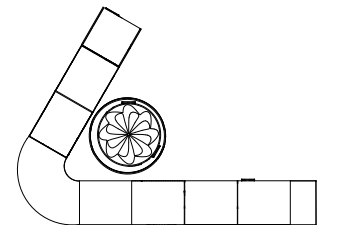


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

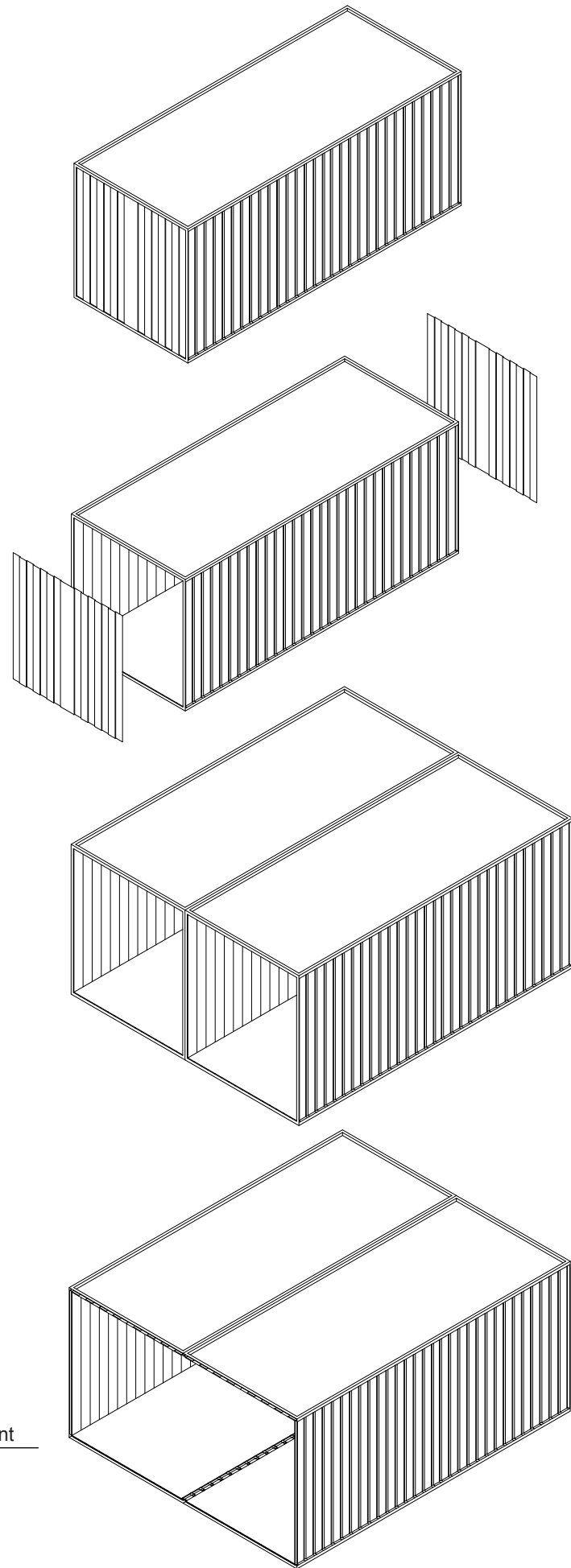
DATE : 12/9/2022

DRAWING NO. :

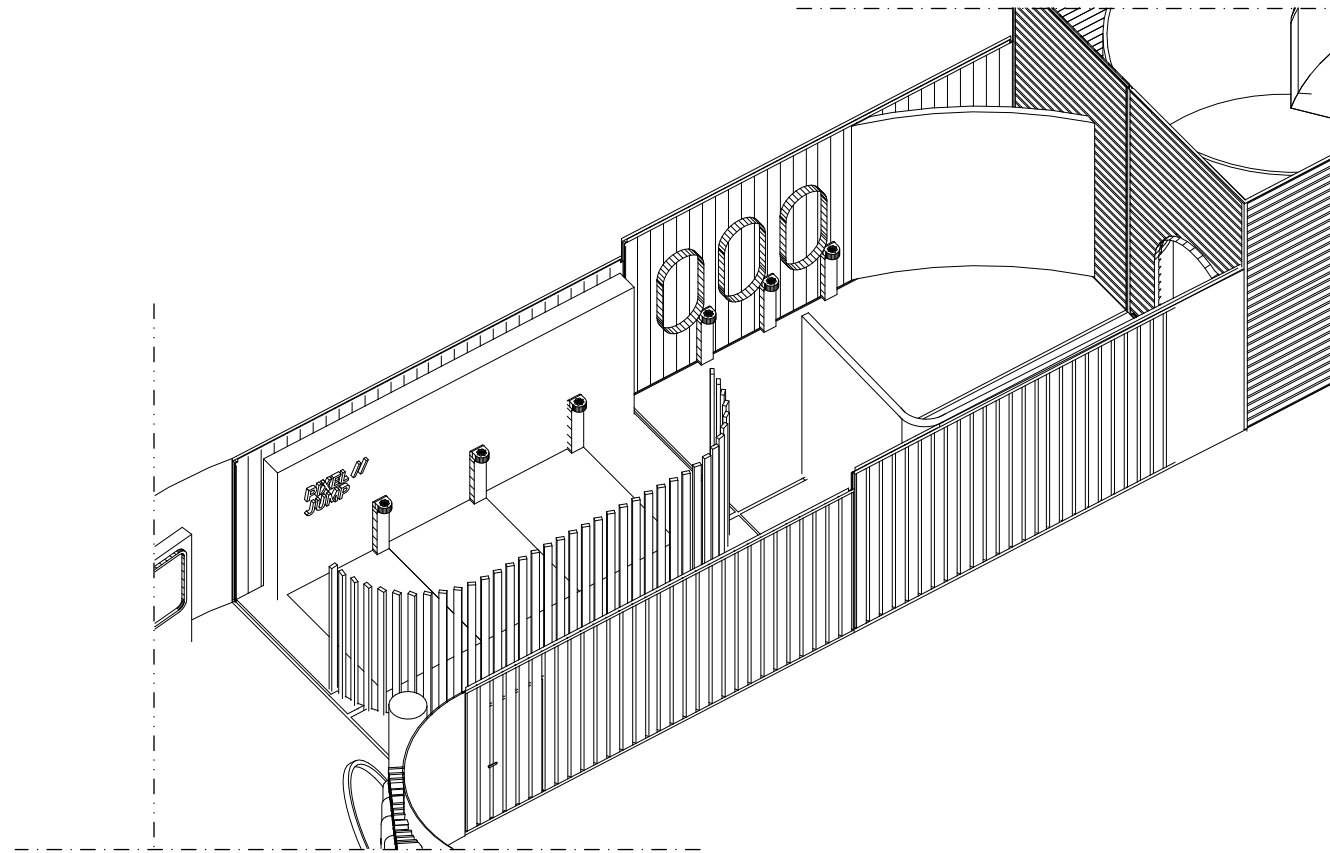
EX04.17



**DETAILED
DRAWINGS**



1 Structure Development
1:120



2 Perspective View of Structure
1:120

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

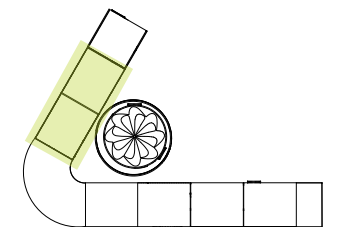


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KEY PLAN



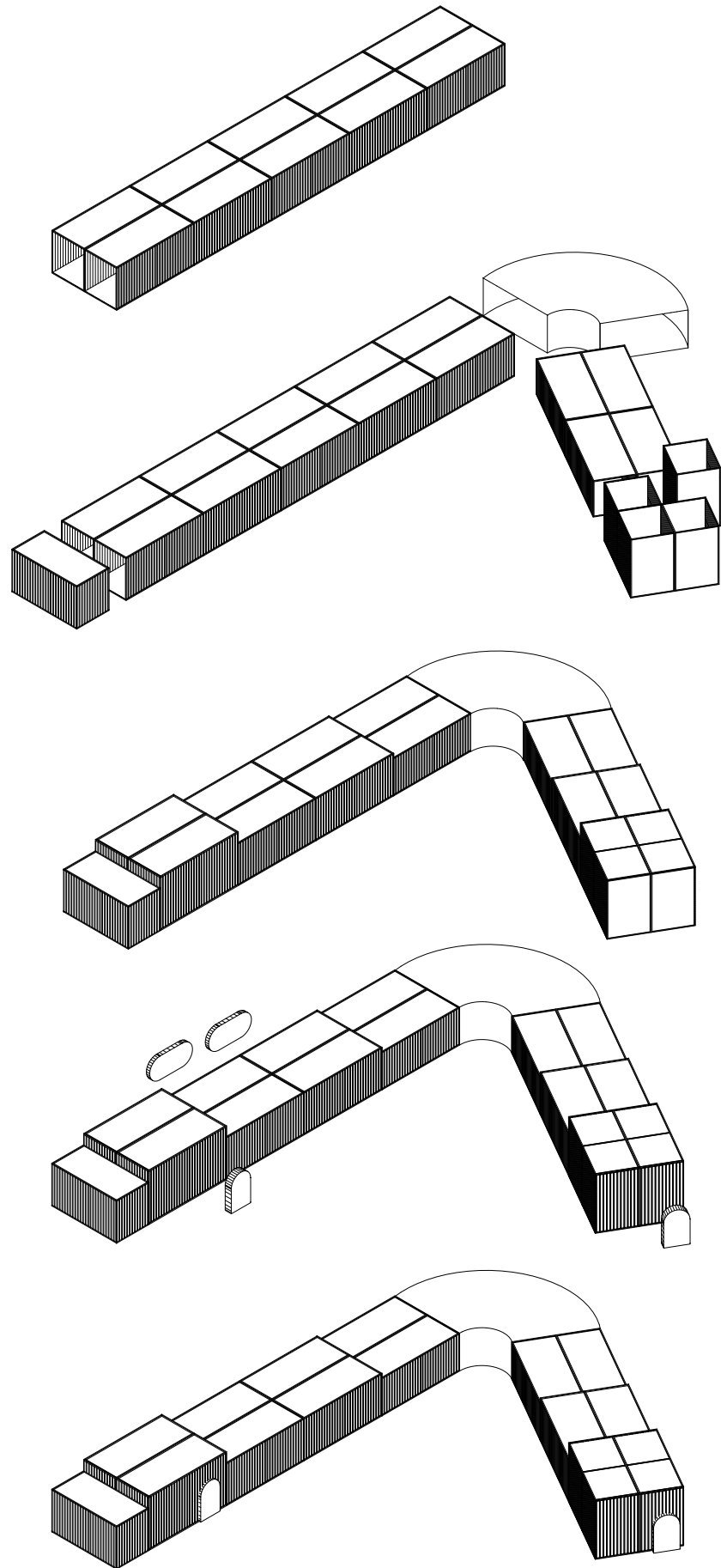
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX05.01



PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

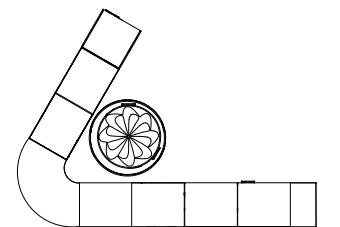


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KEY PLAN



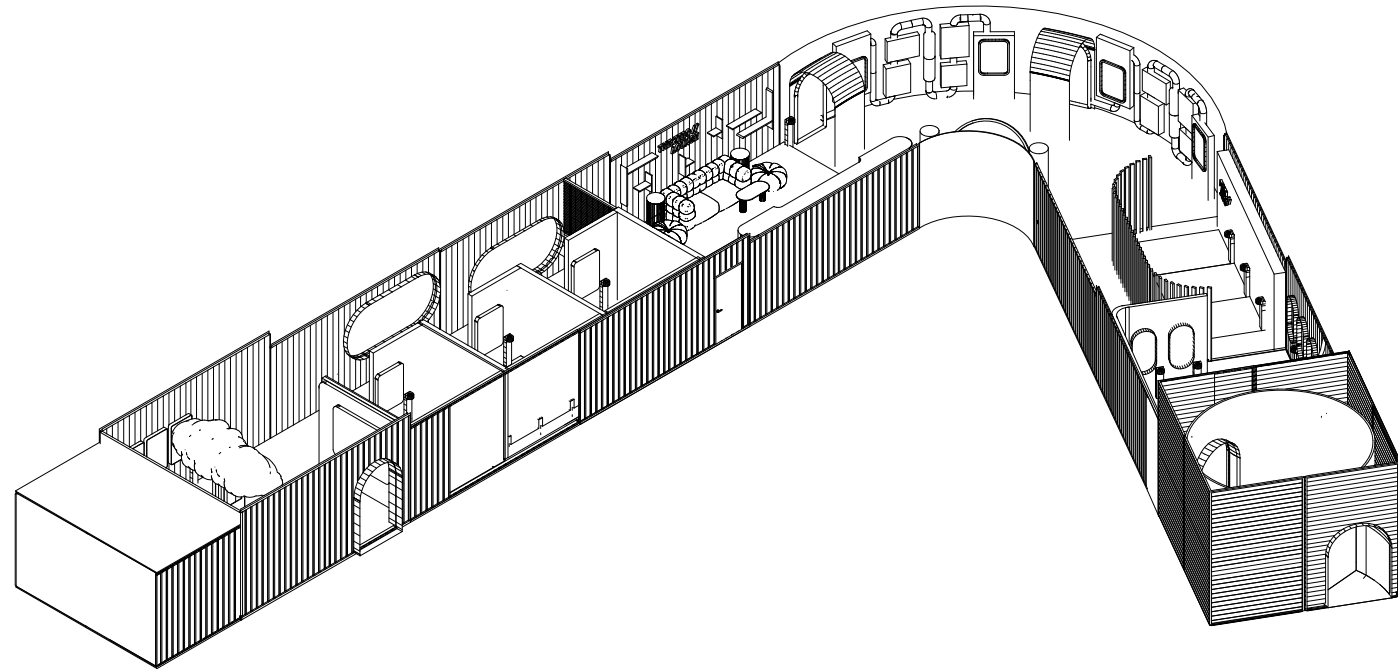
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX05.02



2 Axonometric View
1:192

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

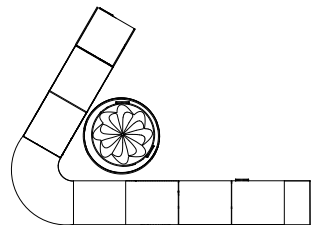


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KEY PLAN



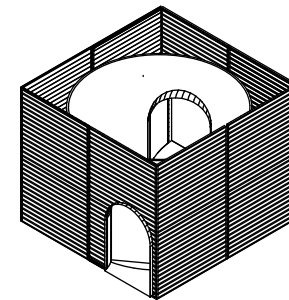
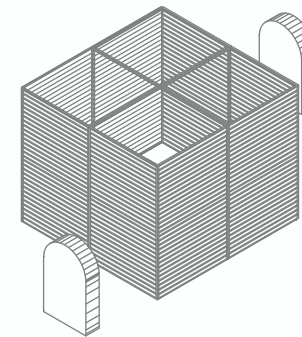
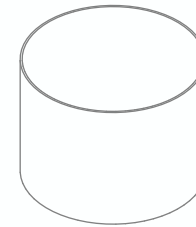
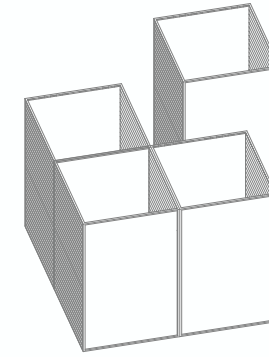
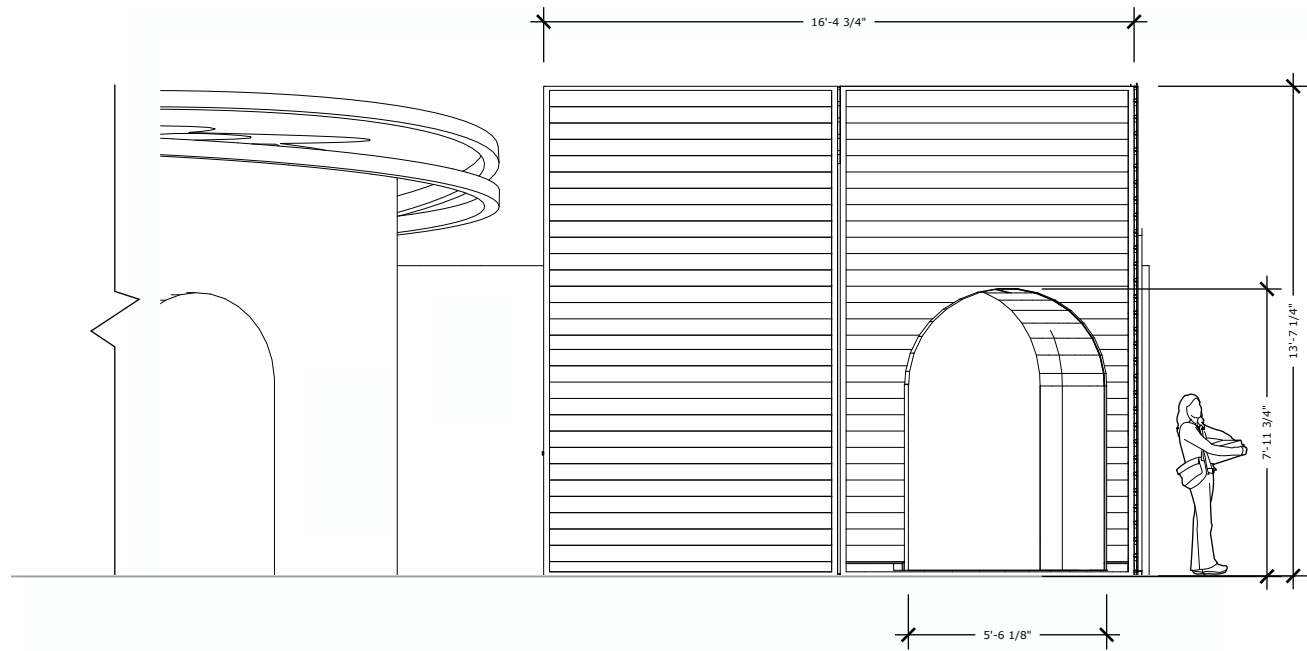
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

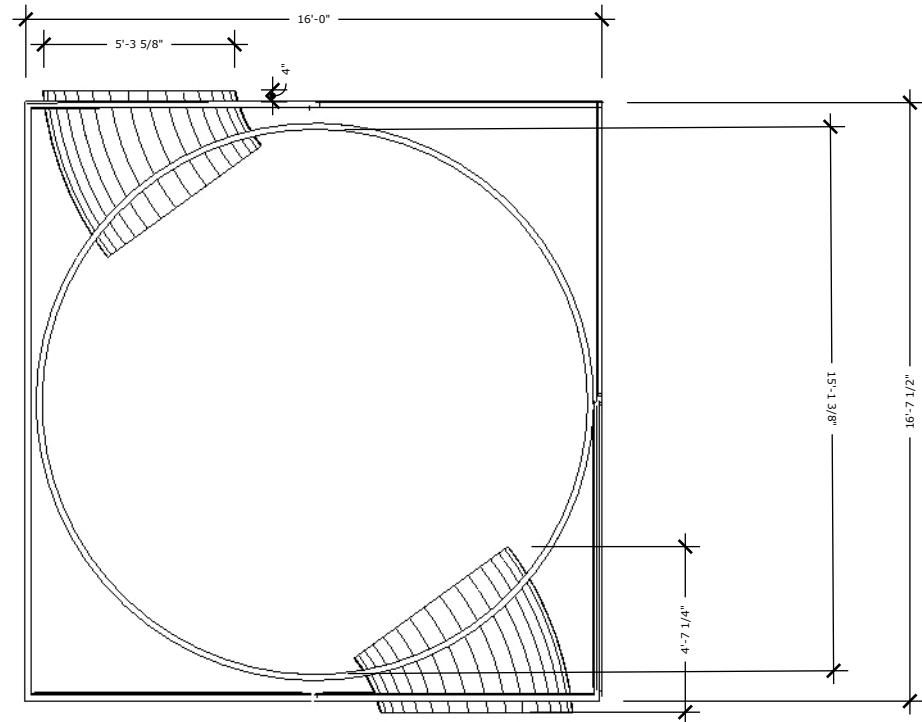
DRAWING NO. :

EX05.03



3 Structure Development
1:192

1 Elevation 1
1:64



2 Plan View
1:64

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

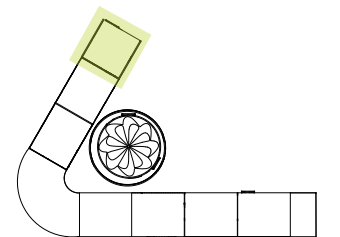


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KEY PLAN



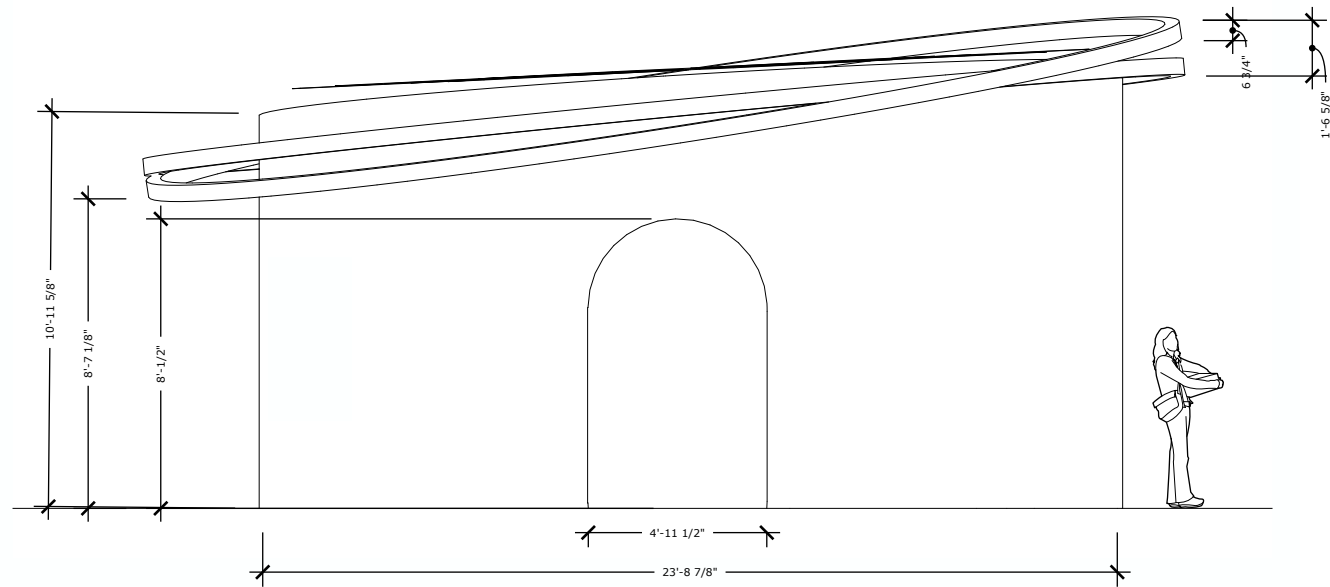
DRAWN BY : Hansa Hatrote

SCALE : 1:20

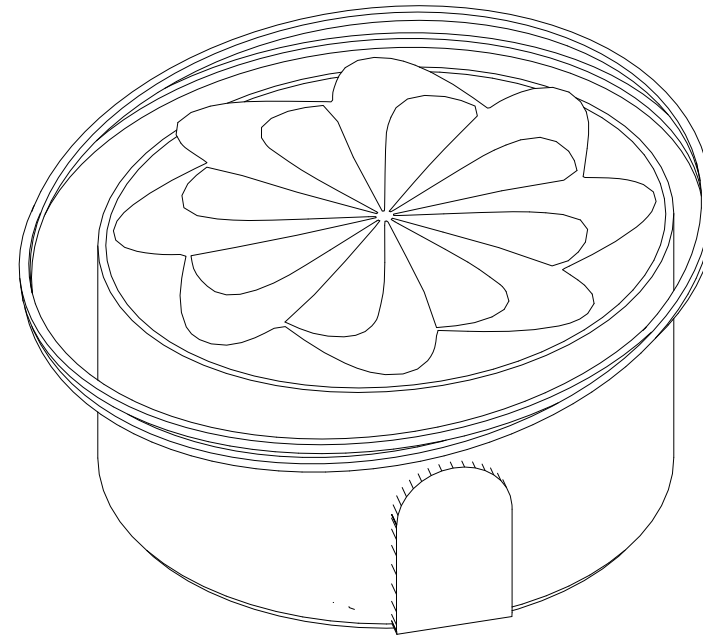
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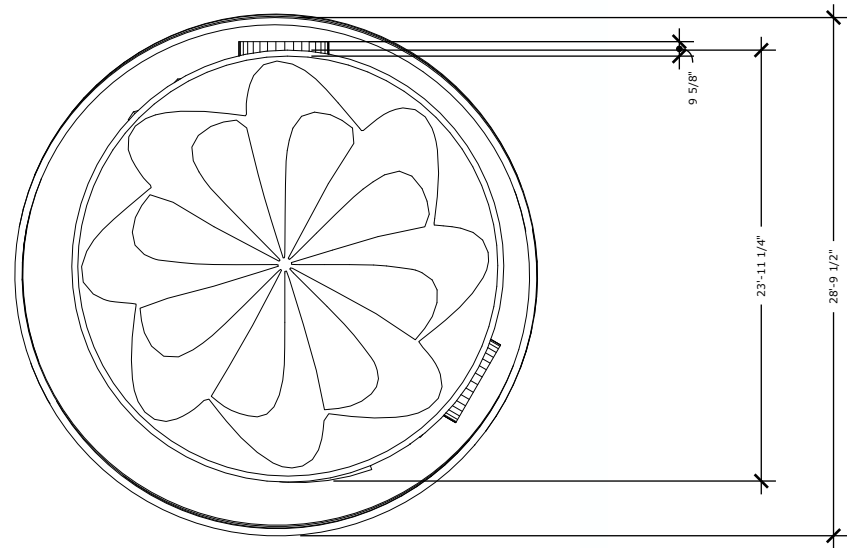
EX05.04



1 Elevation
1:64



2 Axonometric
1:64



3 Top View
1:64

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

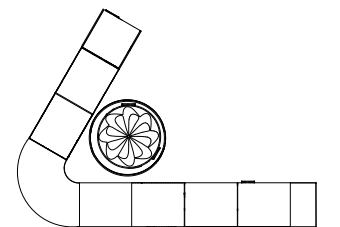


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KEY PLAN



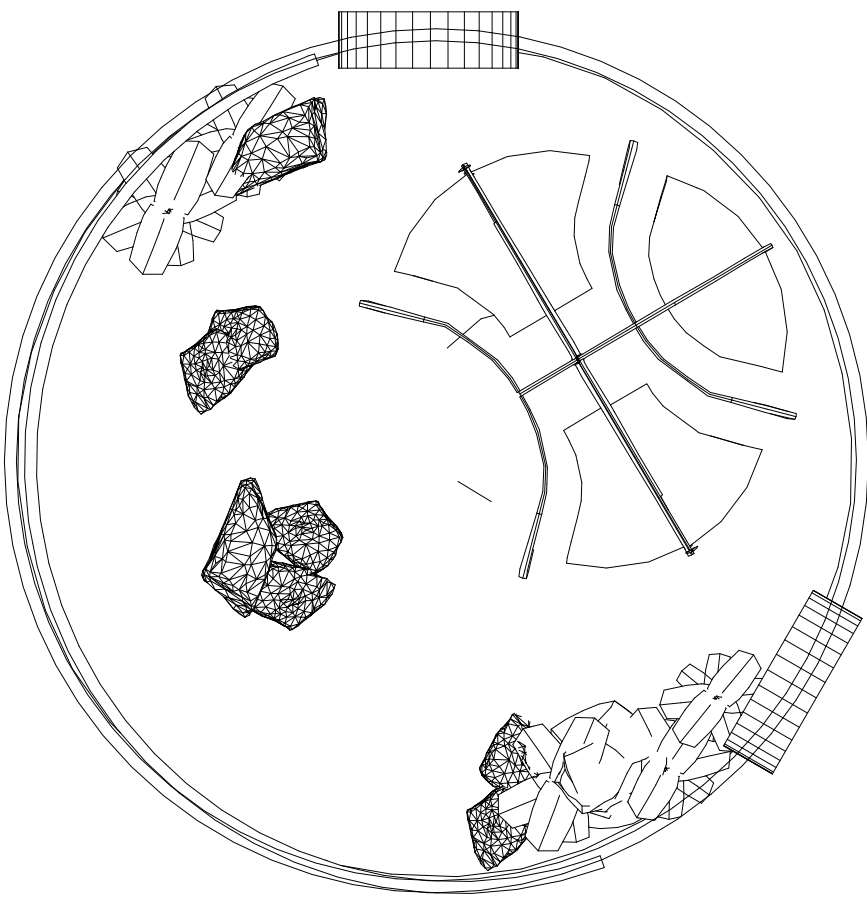
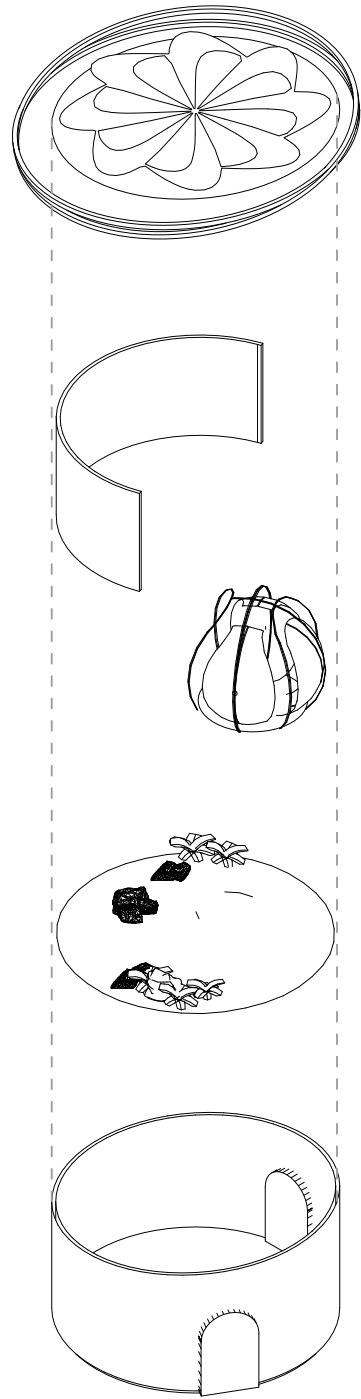
DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX05.05



1 Exploded Axonometric View
1:64

2 Plan View
1:64

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

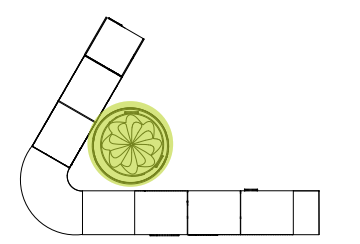


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KEY PLAN



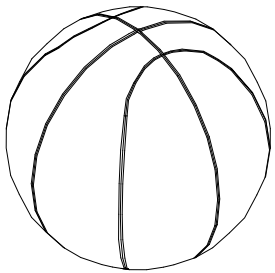
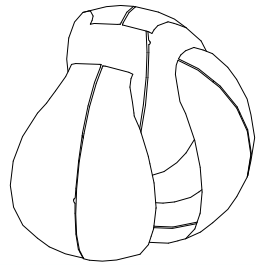
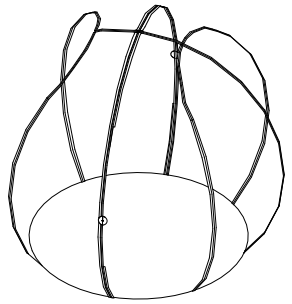
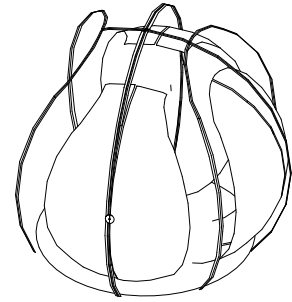
DRAWN BY : Hansa Hatrote

SCALE : 1:20

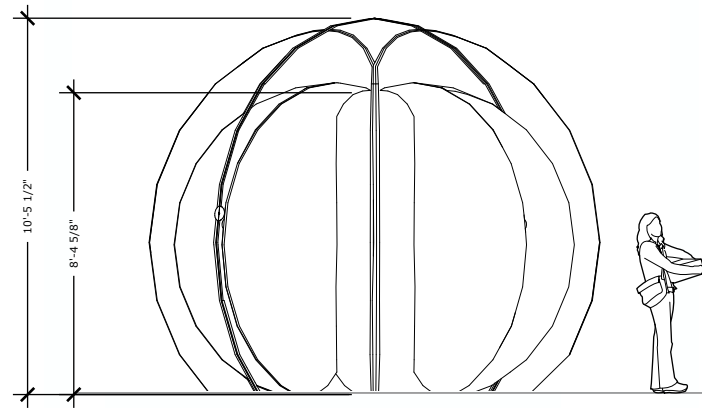
DATE : 12/9/2022

DRAWING NO. :

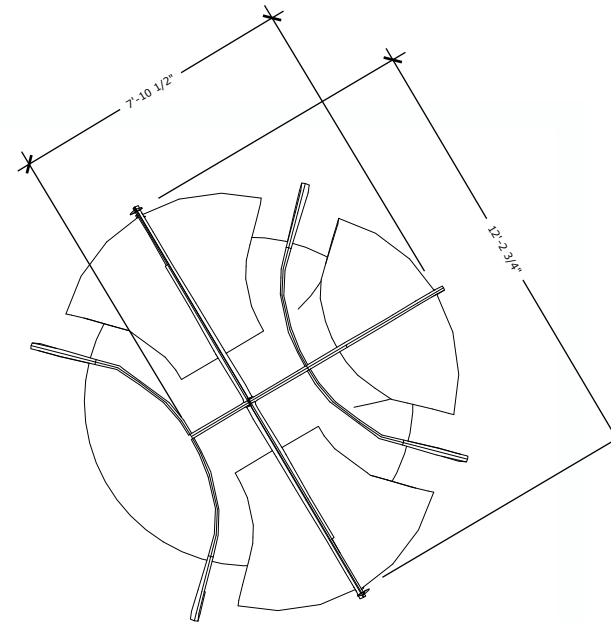
EX05.06



1 Structure Development
1:64



2 Elevation 1
1:64



3 Top View
1:64

PROJECT NAME: Nike Endgame



CLIENT: Nike Move To Zero

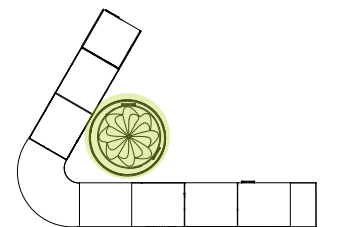


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KEY PLAN



DRAWN BY : Hansa Hatrote

SCALE : 1:20

DATE : 12/9/2022

DRAWING NO. :

EX05.07