

# HOPE

DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS  
EXHIBITION AND EXPERIENCE DESIGN | FIT  
SHRADDHA BEDMUTHA

POWER TO PEOPLE

## DRAWING LIST

<b>EX. 00X</b>	<b>GENERAL</b>	<b>EX. 20X</b>	<b>SCHEDULES &amp; LISTS</b>	<b>EX. 40X</b>	<b>GRAPHICS</b>
EX. 0.01	Drawing List	EX. 2.01–2.02	Material Schedule	EX. 4.01	Look and Feel
EX. 0.02	Symbol List	EX. 2.03	Media Schedule	EX. 4.02	Parent graphic
		EX. 2.04	Lighting Schedule	EX. 4.03	Type Study
<b>EX. 10X</b>	<b>OVERVIEW</b>	EX. 2.05	Graphic Specifications	EX. 4.04	Typefaces
EX. 1.01	Thesis Statement	EX. 2.06–10	Graphic Schedule	EX. 4.05	Color Study
EX. 1.02	Client	EX. 2.11 – 2.12	Symbol List	EX. 4.06	Logo Study
EX. 1.03	Venue			EX. 4.07	Patterns
EX. 1.04	Site Plan	<b>EX. 30X</b>	<b>DRAWINGS</b>	EX. 4.08	Poster
EX. 1.05	Site Photos	EX. 3.01	Location Plan	EX. 4.09	Promotional Signage
EX. 1.06	Audience Description	EX. 3.02	Coded Plan	EX. 4.10	Promotional advertisements
EX. 1.07	Conceptual Approach	EX. 3.03–3.06	Partial Plan I–III	EX. 4.11	Collaterals
EX. 1.08	Project Introduction	EX. 3.07–3.08	Overall Dimension Plan	EX. 4.12	Wayfinding Detail
EX. 1.09	Exhibition Description	EX. 3.19–3.10	Material Plan	EX. 4.13	Introduction Detail
EX. 1.10	Project Development	EX. 3.11–3.12	Media Plan	EX. 4.14 –4.15	Banner Detail
EX. 1.11	Interpretive approach	EX. 3.13–3.14	Lighting Plan	EX. 4.16	Area Introduction
EX. 1.12	Emotion Map	EX. 3.15–3.17	Graphic Location Plan	EX. 4.17 – 4.19	Content Graphics
EX. 1.13	Space Circulation	EX. 3.18	01A Partial Elevation	EX. 4.20	Digital Media Detail
EX. 1.14	Experience Journey Map	EX. 3.19	02A Partial Elevation		
EX. 1.15	Simplified Plan	EX. 3.20	03A Partial Elevation	<b>EX. 50X</b>	<b>DETAILS</b>
EX. 1.16 – 1.18	Entrance Graphics	EX. 3.21	04A Partial Elevation	EX. 5.01	Elevation Section – II
EX. 1.19 – 1.20	Wayfinding System	EX. 3.22	Elevation Section I	EX. 5.02	0.01 Construction Details
EX. 1.21	Exhibition Introduction			EX. 5.03	0.02 Construction Details
EX.1.22	Exhibition Banner			EX. 5.04	0.03 Construction Details
EX. 1.23 – 1.38	Renderings				
EX. 1.39	Exterior Programming				



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THESIS CAPSTONE EXHIBIT

HOPE

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PROJECT NAME

HOPE : Power To People

CLIENT

The Young Americans

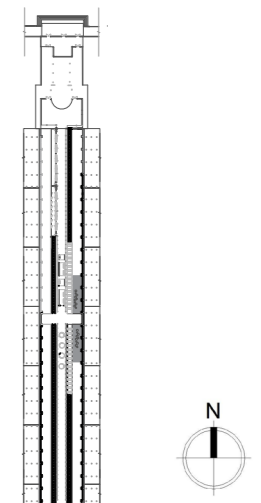
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KEY PLAN



DRAWING TITLE

DRAWING LIST

SCALE

N/A

DATE

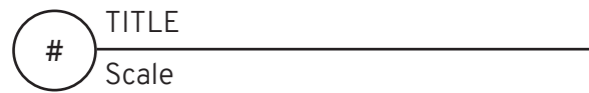
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DRAWING NO.

**EX 0.01**

# SYMBOL LIST

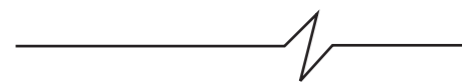
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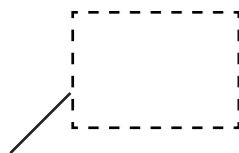
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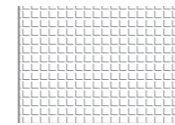
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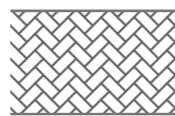
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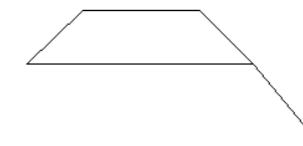
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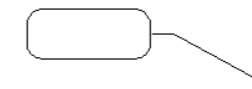
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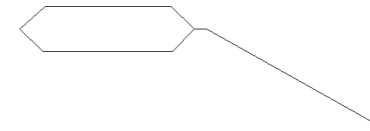
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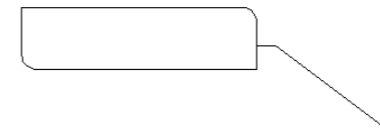
## MATERIAL REFERENCE



## GRAPHIC REFERENCE



## ARTIFACT REFERENCE



## LIGHTING REFERENCE



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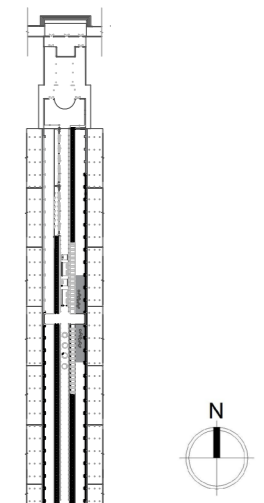
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KEY PLAN



DRAWING TITLE

SYMBOL LIST

SCALE

N/A

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**EX 0.02**

## **EXECUTIVE SUMMARY**

## THESIS STATEMENT

**History museums** are uniquely positioned to cultivate relationships with today's **18-35 year olds**, and offer **hope in these times of societal turmoil**. They can provide a platform that invites engagement with relevant and informative moments in history that are relatable and **empathetic**. Through designed safe environments that are conducive to **intimate and communal sharing** experiences, history museums can build a **common ground for addressing change** and fostering **unity**. Facilitating visitors to **emotionally connect** with themselves and others can build **trust** among people, that they are not alone and we are all in this together as a community.



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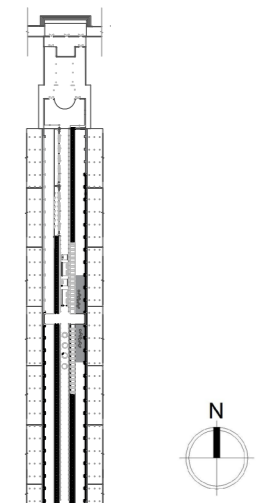
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THESIS STATEMENT

SCALE

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**EX 1.01**

## CLIENT

The Young Americans®, founded in 1962, is a charitable organization dedicated to the promotion of **understanding and goodwill** among people throughout the world through **music, dance, performance, academic education,** and **cultural interaction** among student members and their audiences.

## MISSION

The Young Americans' Mission is to provide **education, guidance and inspiration to young performers** from any and all walks of life. Through their performing arts college, music outreach programs, and a variety of other performing opportunities, they give these aspiring entertainers the opportunity to hone their talents and the **courage to expand their dreams.**

## VISION

The Young Americans envisions a future where every talented performer is nurtured and taught to **find their own voice and encouraged to share their individual truth with the world.**

# THE YOUNG AMERICANS



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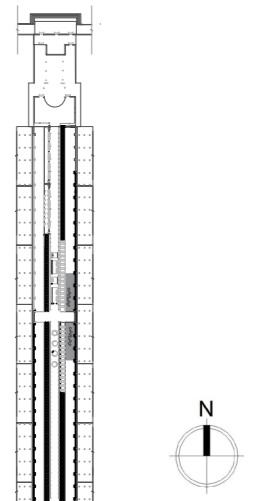
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**EX 1.02**

## VENUE

### Brooklyn Army Terminal

Brooklyn Army Terminal (BAT) was originally the US army supply base and is now the premier affordable hub for modern industrial businesses, entrepreneurs, and working families in NYC. Located on the Sunset Park waterfront in Brooklyn, BAT provides manufacturers with the tools and space they need to grow and succeed.

Home to brand launches, block parties, trade shows, live shows, corporate events, and more, BAT is a unique venue for public and private events.

## AMENITIES

Free on site parking for event guests

24/7 security

24/7 facilities team available

Wall and electrical ports

Access to loading docks and freight elevators

## LOCATION

On the **Sunset Park waterfront**, BAT is minutes from Lower Manhattan and easily accessible to/from points around the city.

### Access includes:

On site NYC Ferry landing (12 minutes to Manhattan)

Nearby bus and subway (N, R, D trains; two stops from Atlantic Avenue)

By car: 20 min to Downtown Manhattan; 15 min to Downtown Brooklyn

Direct highway access to four airports (28 minutes to JFK)

# Brooklyn Army Terminal

Sunset Park District  
NYCEDC



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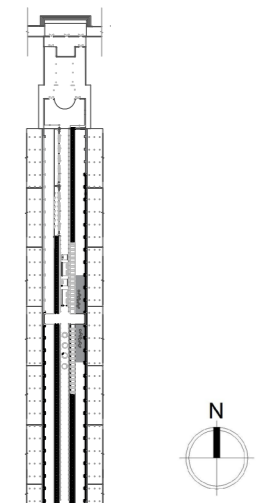
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DRAWING TITLE

VENUE

SCALE

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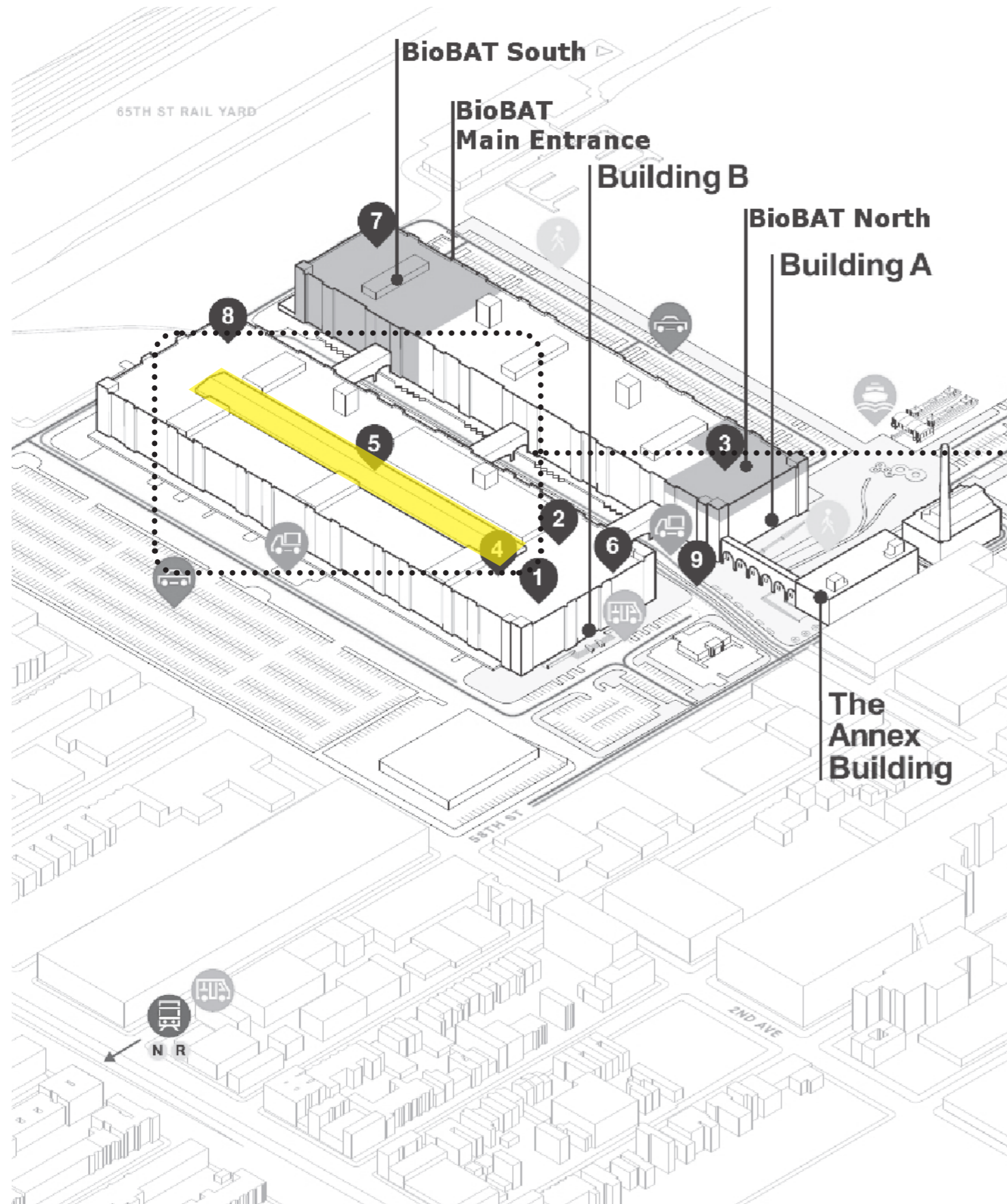
DATE

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DRAWING NO.

# EX 1.03

# SITE PLAN



## BROOKLYN ARMY TERMINAL ATRIUM

Warehouse B contains a **central atrium** with two rail road tracks, both of which are disused and overgrown, and there are two old train cars permanently parked on the western track of the atrium. The loading **balconies** in the atrium of warehouse B are staggered **diagonally**.



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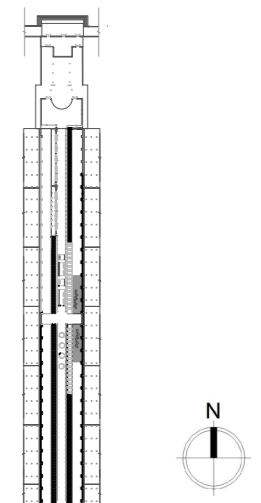
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KEY PLAN



DRAWING TITLE

SITE PLAN

SCALE

N/A

DATE

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DRAWING NO.

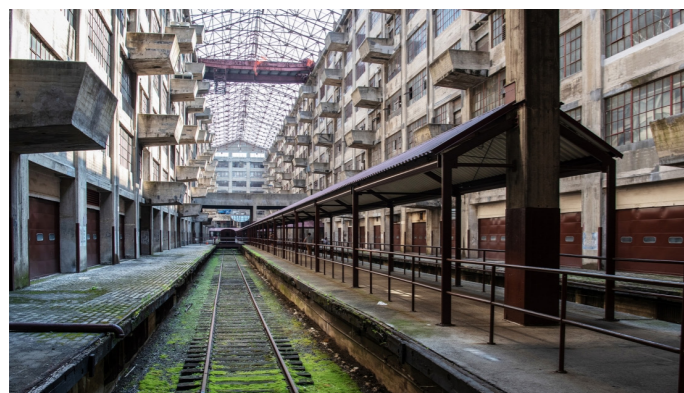
**EX 1.04**



**BROOKLYN ARMY TERMINAL ATRIUM**



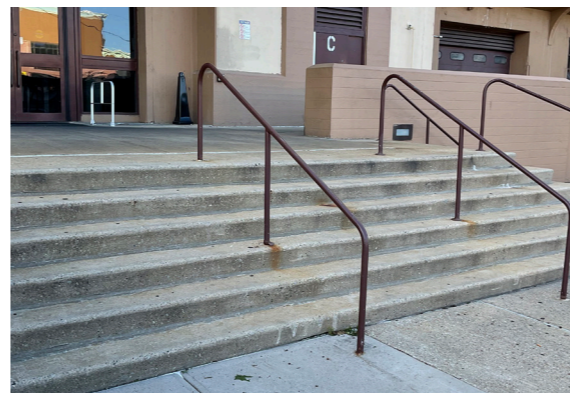
# SITE PHOTOS



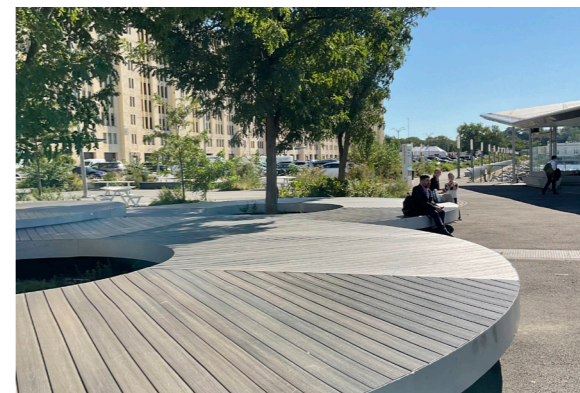
EXHIBITION AREA— ATRIUM



WAYFINDING AREA



PROMOTIONAL BRANDING



PROGRAMMING SPACE



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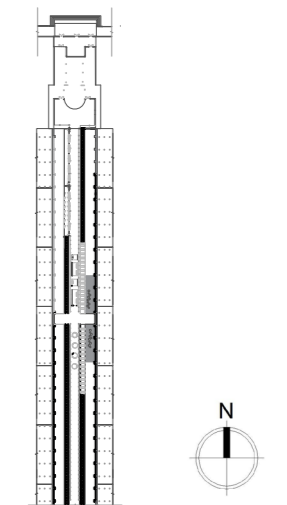
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SITE PHOTOS

SCALE

N/A

DATE

November 17th, 2021

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**EX 1.05**

## AUDIENCE DESCRIPTION

**Primary:** College students, Young adults (18–35 yrs)

**Secondary:** LGBTQ+ Community Members, Young Artists

The survey of 2,000 18–30 year olds found that 81% of respondents said they visit museums. However a significant proportion of young people remain disengaged with heritage, with 19% of those never visiting museums and 36% never visiting galleries.

### Why don't the youth visit museums?

Some of the factors that affect youth engagement in museums are:

- Preference for an alternative leisure activity
- Disinclination to participate in an indoor activity or spend time in a static environment
- Unfamiliarity with how to engage in cultural museums
- Attraction towards active engagement such as those offered by an amusement park or a movie theatre

### Why do young adults need to go to museums?

- They can bring in new perspectives and shape our society.
- They can be the bridging link between cultural institutions and current societal issues
- Their future is full of opportunity and different possibilities and museums can help them shine a light on both their past and the future.



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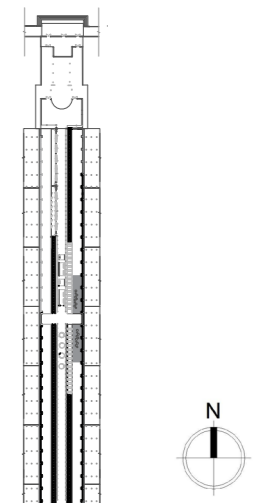
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AUDIENCE DESCRIPTION

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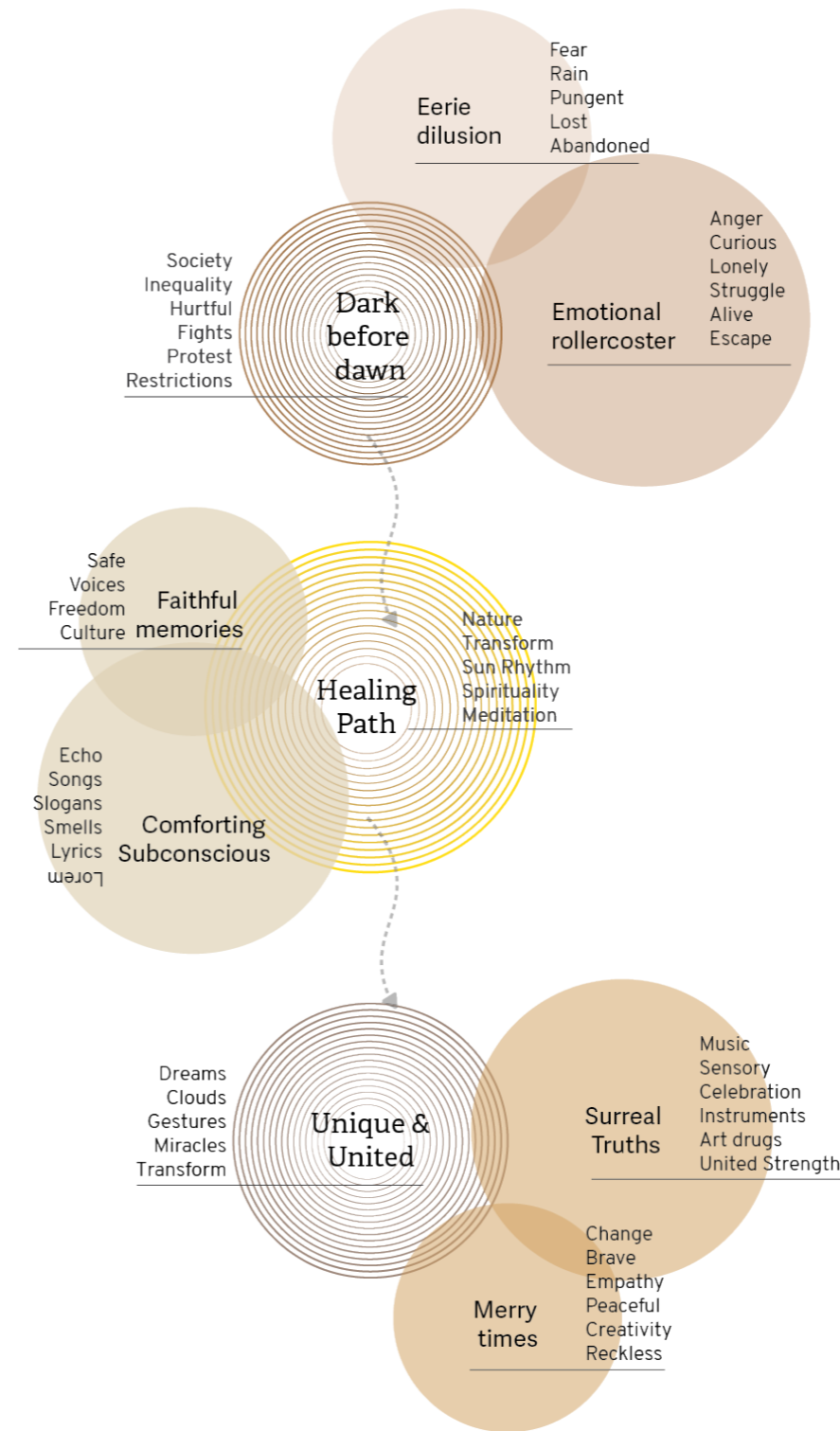
November 17th, 2021

DRAWING NO.

# EX 1.06

## CONCEPTUAL APPROACH

History can have an influential impact on youth and give them the power to create change. The Woodstock festival of 1969 is an example of how history can give us hope and show us our **communal capacity** to unite amongst these times of uncertainty and despair. Reflecting this past event with **current social issues**, this exhibition will take today's youth into a safe enclosed space that has relevance to history and will help them discover their personal self, by questioning their daily actions and understanding their roles in the contribution to society.



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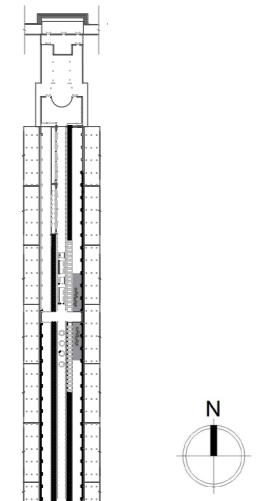
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KEY PLAN



DRAWING TITLE

CONCEPTUAL APPROACH

SCALE

N/A

DATE

November 17th, 2021

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# EX 1.07

## PROJECT INTRODUCTION

In my applied project, I aim to link today's youth to their cultural history so that they can garner lessons from the past that are relevant to their current lives and offer hope for the future. Younger audiences are future advocates, conservators and contributors, which museums in due course will rely on. Similarly, from addressing key social issues to transforming how we see the future, the humble museum has the power to reflect and shape our contemporary society. It is therefore imperative in this day and age to connect younger generations with museums.

Woodstock festival of 1969 is still cherished and revered because it sparked a revolution in the collective consciousness of the world. The event reminded everyone that we are one, and that youth from all walks of life can come together in peace and harmony speaking the language of music in order to bond together through love, heart, and soul. Woodstock showed the power to bring change and shape a generation's identity.

We can bridge this gap between cultural institutions and a diverse group of young audiences by offering them a safe space to express their voices and foster community engagement. Consequently, designed experiences that are inclusive and motivate collective empathy can help us rise again in solidarity and strength, and transform the world.



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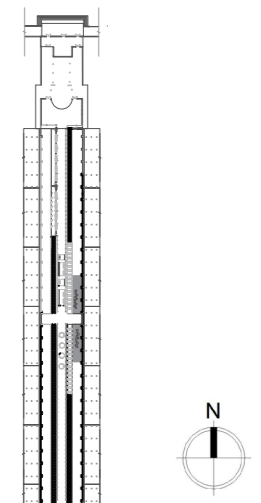
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### KEY PLAN



### DRAWING TITLE

PROJECT INTRODUCTION

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 1.08**

## EXHIBITION DESCRIPTION

“Enormous differences separate today’s protest movements from those of the 1960s.

But they may ultimately prove united by the magnitude of the change they impose.”

–Ronald Brownstein

The 1960s saw the emergence of social movements around civil rights, opposition to the Vietnam War, feminism, Mexican American activism, and environmentalism, as well as the first stirrings of gay rights. The past decade has seen youth-led movements around climate change, gun control, immigration, and inequities of gender (#MeToo) and race (Black Lives Matter).

In both decades, the fulcrum of change was the emergence of a vast new generation determined to question the rules and priorities that it inherited. Young people were hardly the only voices agitating for change during the 1960s, just as they are not the sole source of activism now. But in each case, the sheer bulk of the rising generation provided a critical mass for social movements.

Thus this exhibition intends to make the audience aware of their collective power to come together and create change to make this world a better place. Given the opportunity to pause, reflect and empathize, audience can draw parallels with the past event and reconnect with their shared goal of humanity.



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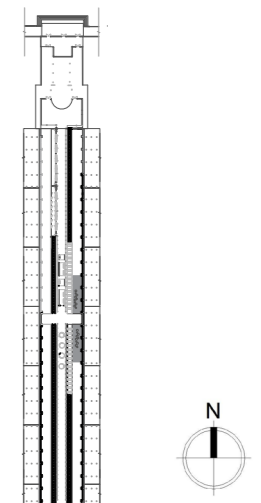
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EXHIBITON DESCRIPTION

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# EX 1.09

## PROJECT DEVELOPMENT

### PROJECT GOALS

- To showcase the influence of **Woodstock festival** and how it relates to the youth to create change in current times of **uncertainty**.
- Provide a safe space for the young to find their **own voice** and share their individual story with the world, while feeling **a part of the bigger community**.
- Provide an opportunity for the youth to feel the significance of unity through **empathy and communal connectivity**.
- Give the audience a peek into the **history and provide hope** to fight with social issues today, the way it was unitedly fought in the past.

### EDUCATION GOALS

- To **engage with the history** of Woodstock and its relevance in today's uncertain times.
- To **reflect** on the **power of empathy** by sharing and listening.
- To **act** together and feel the strength of **unity** to contribute to the whole.

### EXPERIENCE GOALS

- Activities that remind the participants of the significance of Woodstock and its **impact on a generation** through **music**.
- Interactive to share and empathize with the stories of Woodstock giving them a chance to relate it to their lives to ignite **communication and connection**.
- Spaces to **recharge**, remember the history and absorb the influential architecture of the Brooklyn Army Terminal Atrium.
- **Collective activities** that empower the audience and give strength to act together towards one goal.
- Programming events and discussion spaces that allow the participants to **connect** with themselves and the **community**.



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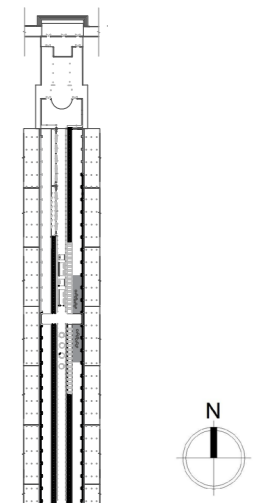
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**EX 1.10**

## INTERPRETIVE APPROACH

This exhibition will provide visitors a space to **engage with the past, reflect on the present and act for the future** on the historic site of Brooklyn Army Terminal. The experience will allow visitors to enter as individuals, making them question their purpose and role in society and leave as a part of the community. They will encounter spaces to reflect on their **personal stories** and relate it with the stories of the past to feel that they are not alone and people have fought through the same issues in the past by uniting to music, peace and love. The space will ignite active participation to give the visitors a chance to feel the **strength of communal unity** and give a voice to their individual yet connected truths. It will encourage a discussion in the **form of dialogue that offers the opportunity to compare and contrast multiple realities of this world.**



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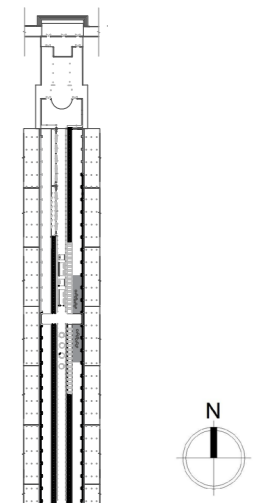
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KEY PLAN



DRAWING TITLE

INTERPRETIVE APPROACH

SCALE

N/A

DATE

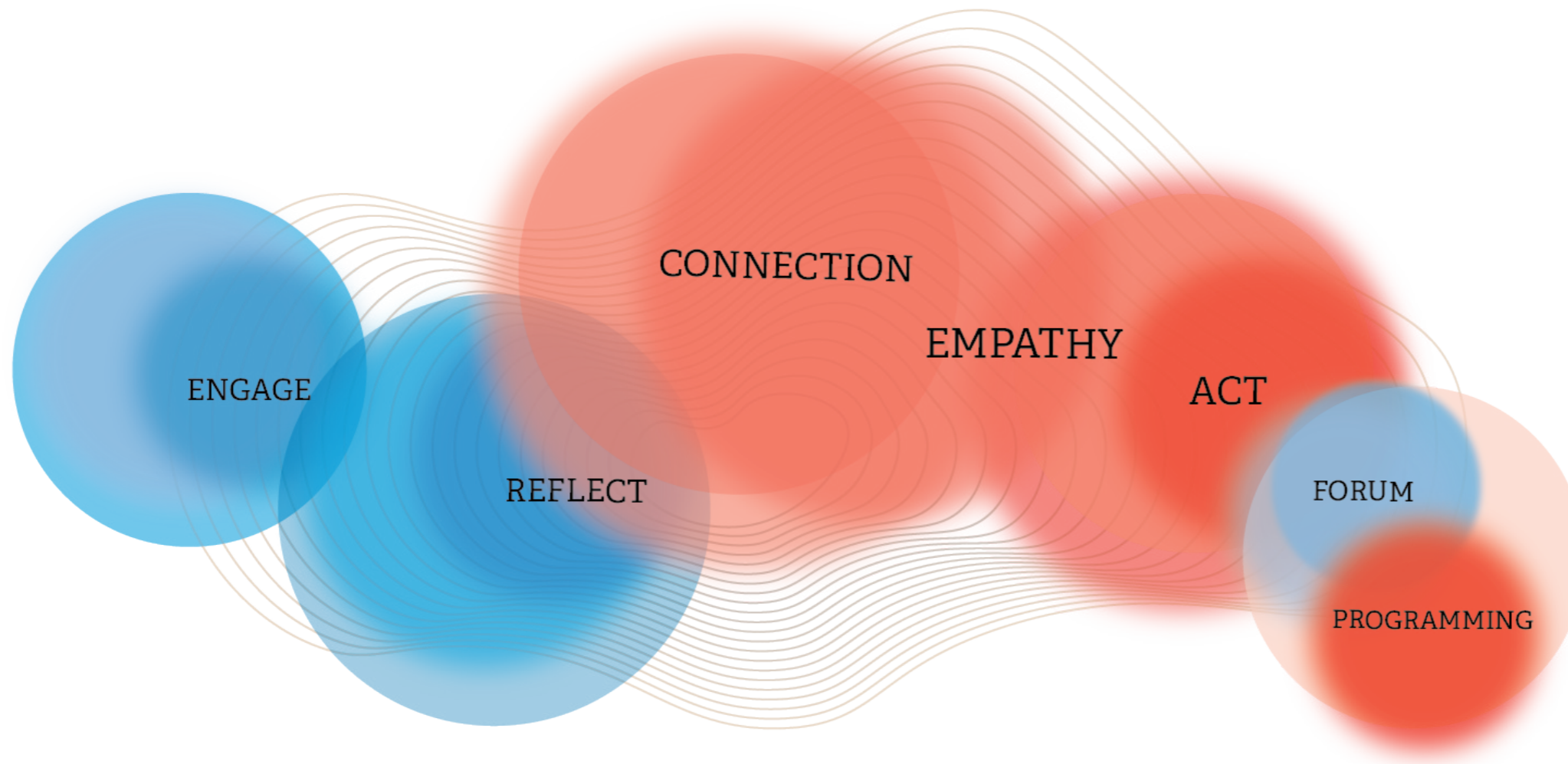
November 17th, 2021

DRAWING NO.

**EX 1.11**



# EMOTION MAP



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HOPE

POWER TO PEOPLE

PROJECT NAME

HOPE : Power To People

CLIENT

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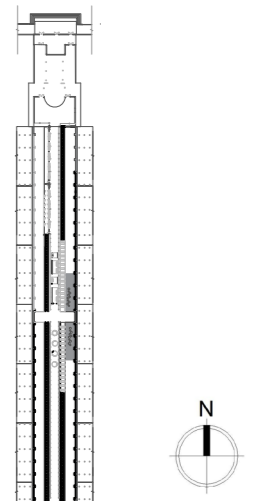
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KEY PLAN



DRAWING TITLE

EMOTION MAP

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.12**

## SPACE CIRCULATION

The space is divided into **three linear sections** with the walking passage in the centre and train tracks on each side. The space houses two old train cars on one side and has horizontal connection in the middle of the terminal. This exhibition aims to highlight the large open space of the atrium and give visitors a chance to **pause** and acknowledge the architecture and its lasting impact. Being a large linear space the key activities are divided in a circulation pattern that will allow the audience to immerse in individual experiences while getting **glimpses of the historic atrium** and **co relating with the time in history**. At the end of the exhibition audience will be invited to participate in an activity that engages them with the **vastness of the space**.

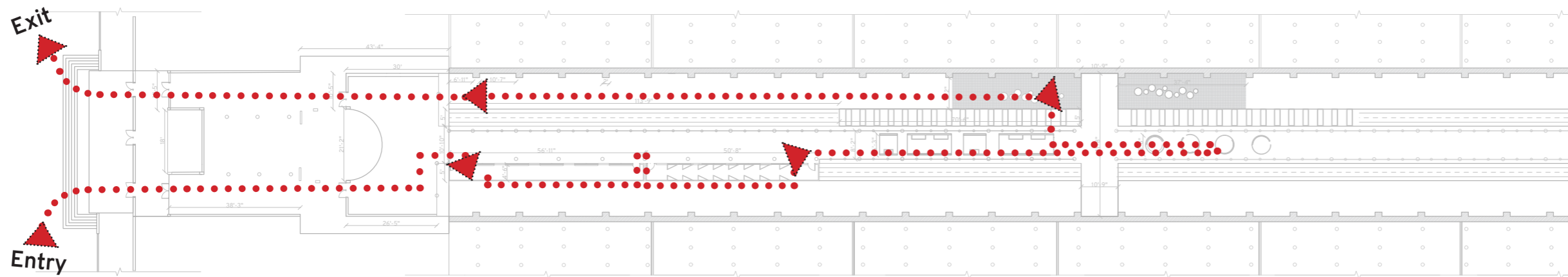


Fig: Circulation pattern on floor plan



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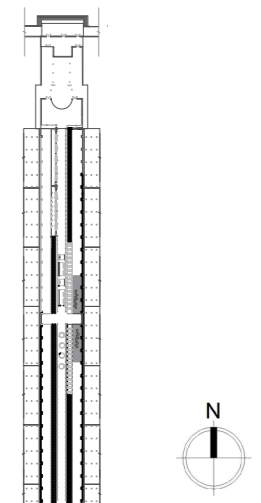
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KEY PLAN



DRAWING TITLE

SPACE CIRCULATION

SCALE

N/A

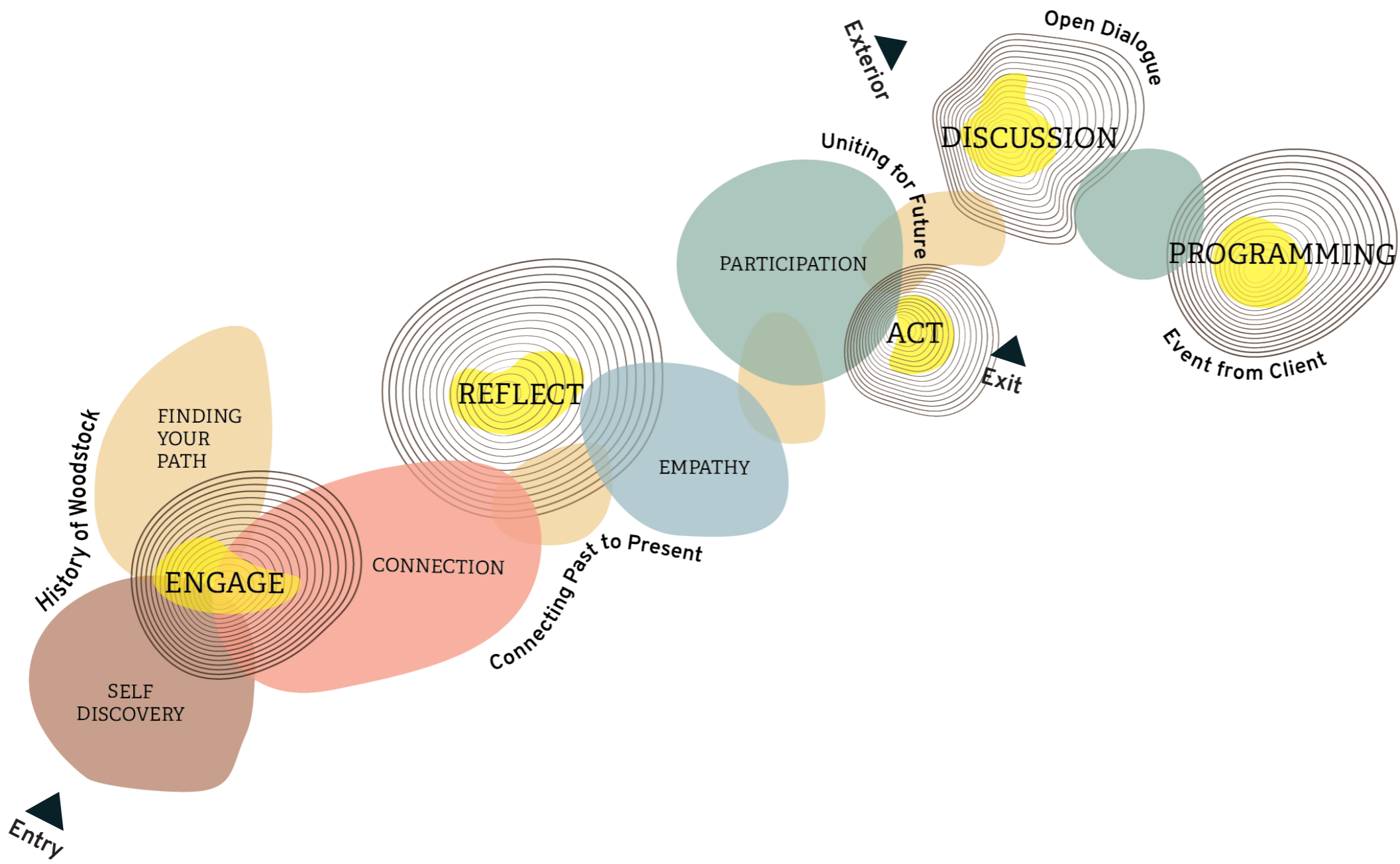
DATE

November 17th, 2021

DRAWING NO.

# EX 1.13

# EXPERIENCE JOURNEY MAP



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## HOPE

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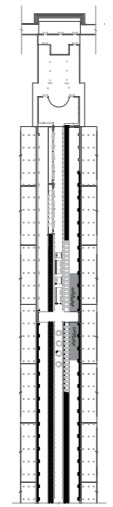
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### KEY PLAN



### DRAWING TITLE

EXPERIENCE JOURNEY MAP

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 1.14**

# SIMPLIFIED PLAN

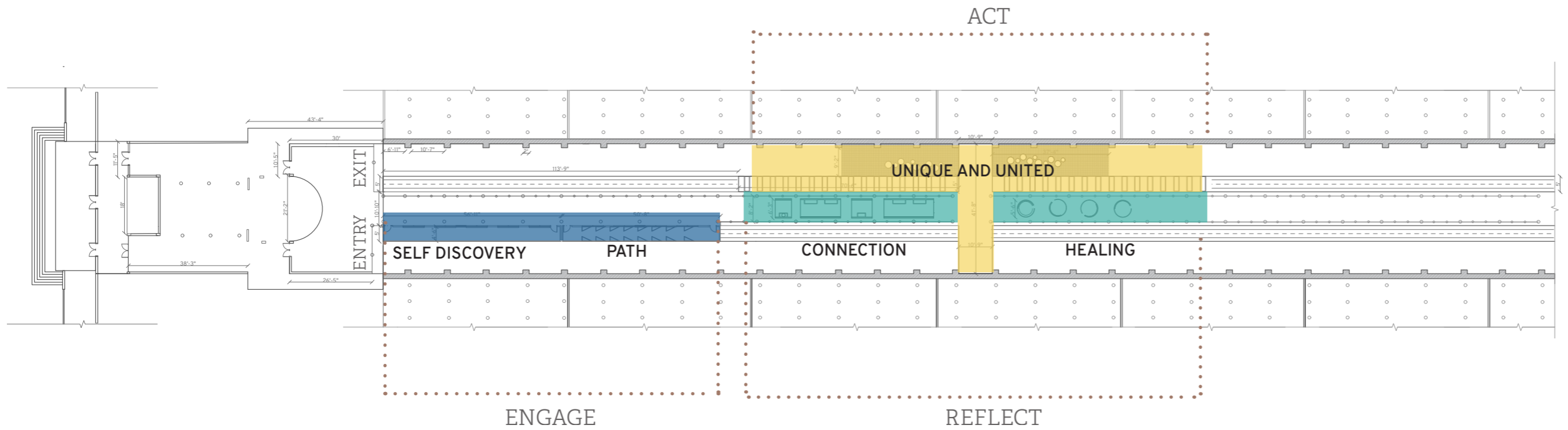


Fig: Exhibition Space – 8750 sq.ft.



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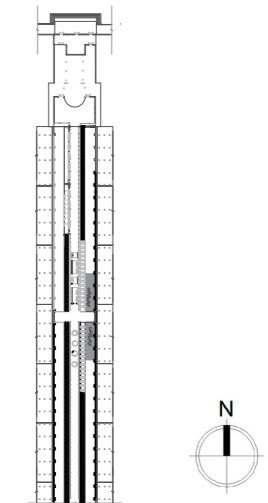
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KEY PLAN



DRAWING TITLE

SIMPLIFIED PLAN

SCALE

1/20" = 1'0"

DATE

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DRAWING NO.

# EX 1.15

# ENTRANCE GRAPHICS



Fig: Brooklyn Army Terminal entrance, branded with exhibition graphics.



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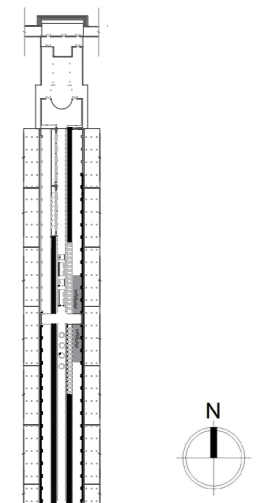
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KEY PLAN



DRAWING TITLE

ENTRANCE GRAPHICS

SCALE

1/20" = 1'0"

DATE

November 17th, 2021

DRAWING NO.

# EX 1.16

## ENTRANCE GRAPHICS



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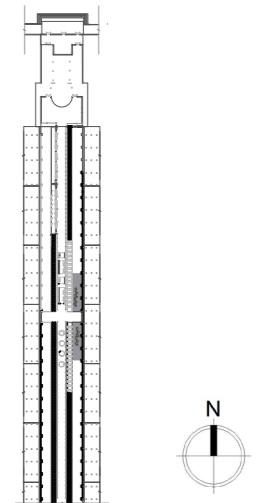
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KEY PLAN



DRAWING TITLE

ENTRANCE GRAPHICS

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.17**

# ENTRANCE BANNER



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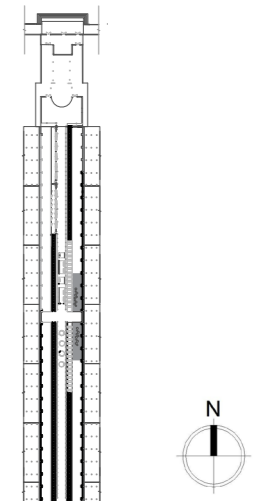
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### KEY PLAN



### DRAWING TITLE

ENTRANCE BANNER

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 1.18**

## WAYFINDING STRUCTURE

### SONG:

“Woodstock” is a popular song written by Joni Mitchell. The lyrics commemorates Woodstock Music and Arts Festival of 1969, as well as is symbolic of the **counterculture of the 1960s**.

### MEANING:

The lyrics tell a story about a **spiritual journey** to Max Yasgur’s farm, the place of the festival, and make prominent use of **sacred imagery**, comparing the festival site with the Garden of Eden (“*and we’ve got to get ourselves back to the garden*”). The saga commences with the narrator’s encounter of a **fellow traveler** (“*Well, I came upon a child of God, he was walking along the road*”) and concludes at their **ultimate destination** (“*by the time we got to Woodstock, we were half a million strong*”). There are also references to the horrific “**mutual assured destruction**” of the Cold War (“*bombers riding shotgun in the sky...*”) contrasted against the **peaceful intent of the festival goers** (“*...turning into butterflies above our nation*”).

### STRUCTURE:

The wayfinding structure invites audience to tune in with the Woodstock song and remember the sounds that left an impact on the people. While the **corten steel reflects the historic event**, the yellow strings compliment and resonate the modern culture. Each structure will produce a sound of a **chord** from the Woodstock song and visitors will be guided to their end destination through a series of these wayfinding structures.



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# HOPE

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### PROJECT NAME

HOPE : Power To People

### CLIENT

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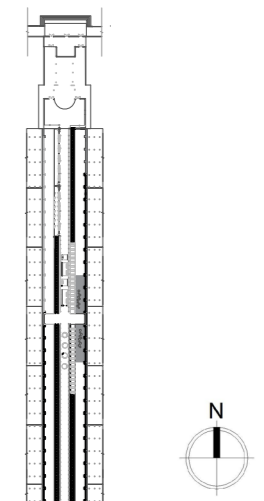
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### KEY PLAN



### DRAWING TITLE

WAYFINDING STRUCTURE

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 1.19**

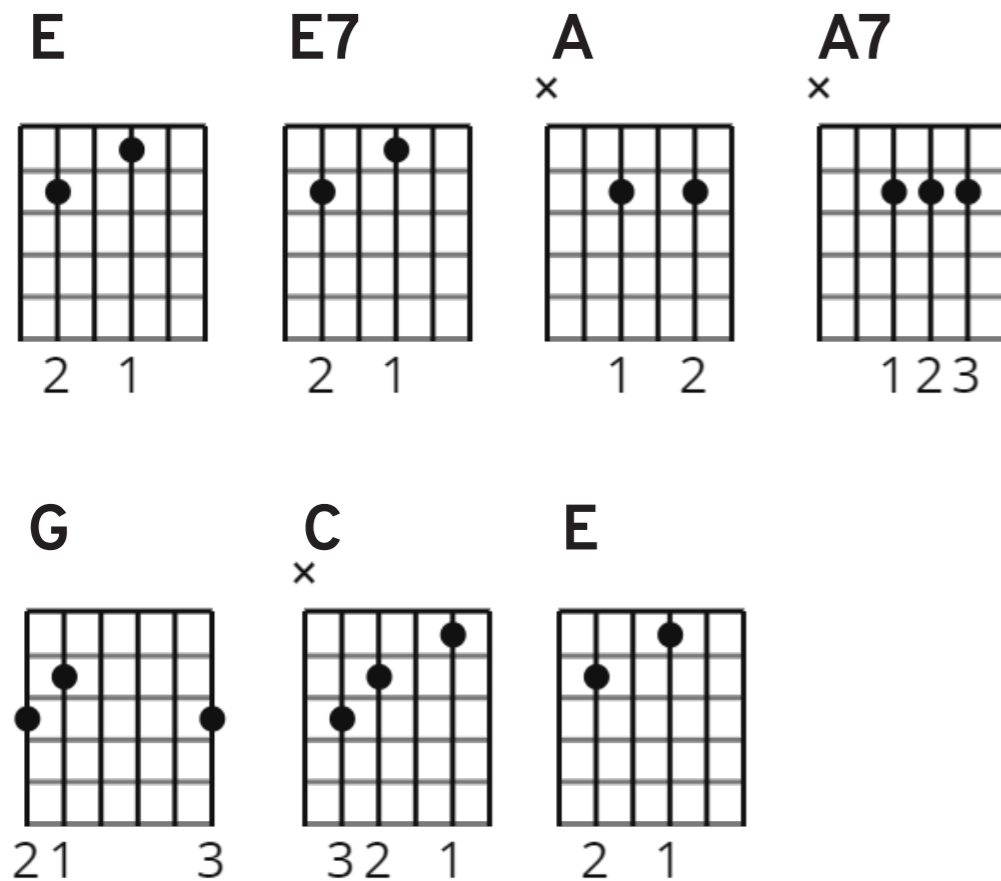


## STRUCTURE:

Each structure will have information about the chord they are playing and all the seven chords that were played in the song. As visitors progress they will discover a different sound from each structure, which in the end completes the Woodstock song.

Text will be etched in the corten steel, and the strings will be attached to the aluminum rod with a specific tension, which when strung will create the sound of that specific chord.

## CHORDS:



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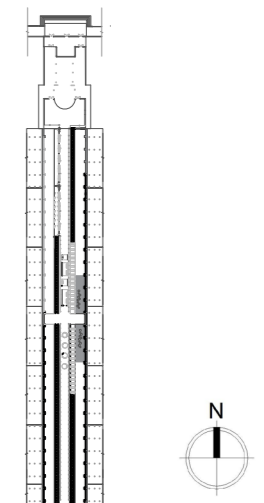
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KEY PLAN



DRAWING TITLE

WAYFINDING STRUCTURE

SCALE

N/A

DATE

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DRAWING NO.

# EX 1.20

# EXHIBITION INTRODUCTION



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## HOPE

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### PROJECT NAME

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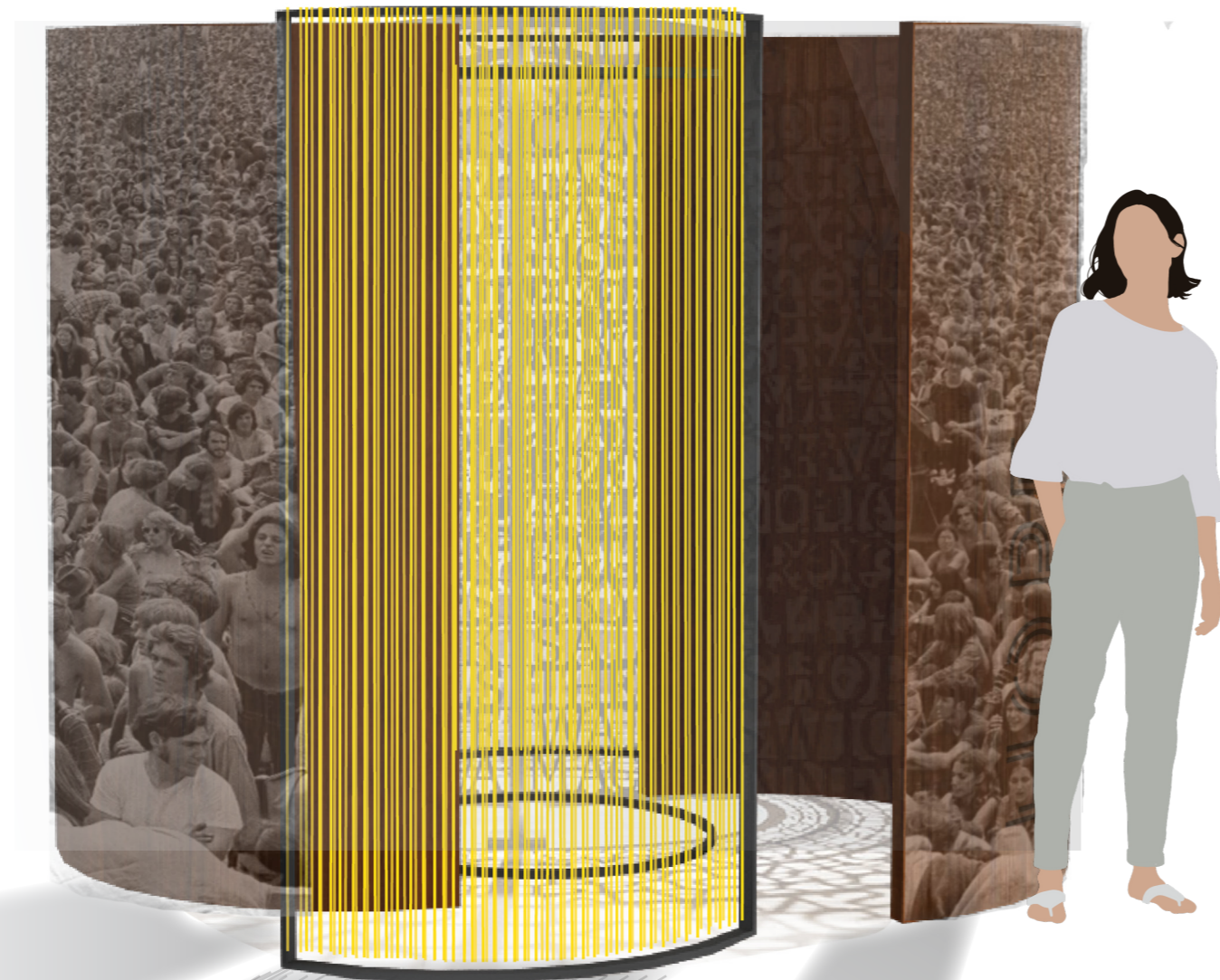
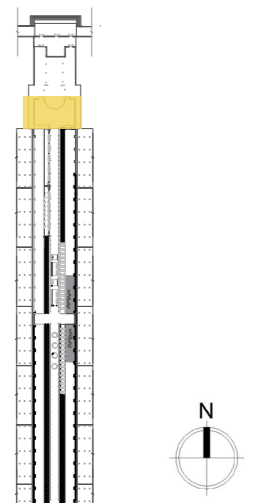
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### KEY PLAN



### Exhibition Introduction:

Introduction area will have graphics showcasing photographs of half a million people at the Woodstock festival and in the inside will have a curved cylinder with carved letters of people's words and stories. They cut letters will reflect on the walls and audience will be transitioned into a space that connects with the history of Woodstock and stories of people. Corten steel, wood connect to the historic event and yellow strings reflecting the present.

### MODEL



### DRAWING TITLE

INTRODUCTION GRAPHICS

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 1.21**

# EXHIBITION BANNER



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PROJECT NAME

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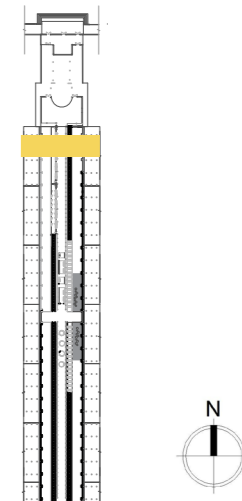
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KEY PLAN



DRAWING TITLE

EXHIBITION BANNER

SCALE

1/20" = 1'0"

DATE

November 17th, 2021

DRAWING NO.

# EX 1.22

## AREA 1 – ENGAGE

Upon entering the exhibition space, visitors will be transitioned into the history of Woodstock and given an opportunity to engage with the traditions, beliefs and customs of that period.

An arch shaped structure, having concentric layers of powder coat aluminium and corten steel will give set a mood of historic time in a contemporary manner.

This structure will denote a beginning of a new area in the exhibition space. Corten steel will have letters carved allowing visitors to see through, metaphorically peeking into history.

As the audience passes through this arch motion activated lights will shine a light through these letters projecting reflection on them. This sensor activation will trigger the audience to remember that their action has a reaction.



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# HOPE

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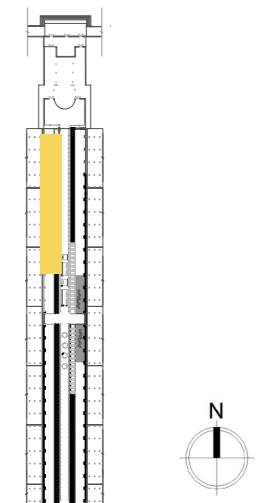
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KEY PLAN



DRAWING TITLE

AREA 1– ENGAGE

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

# EX 1.23



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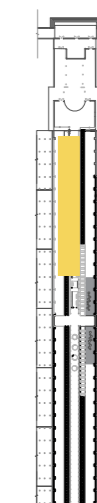
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## KEY PLAN



## DRAWING TITLE

AREA 1 – SELF DISCOVERY

## SCALE

N/A

## DATE

November 17th, 2021

## DRAWING NO.

**EX 1.24**

**ENGAGE:**  
SELF DISCOVERY



## SELF DISCOVERY

### SEE:

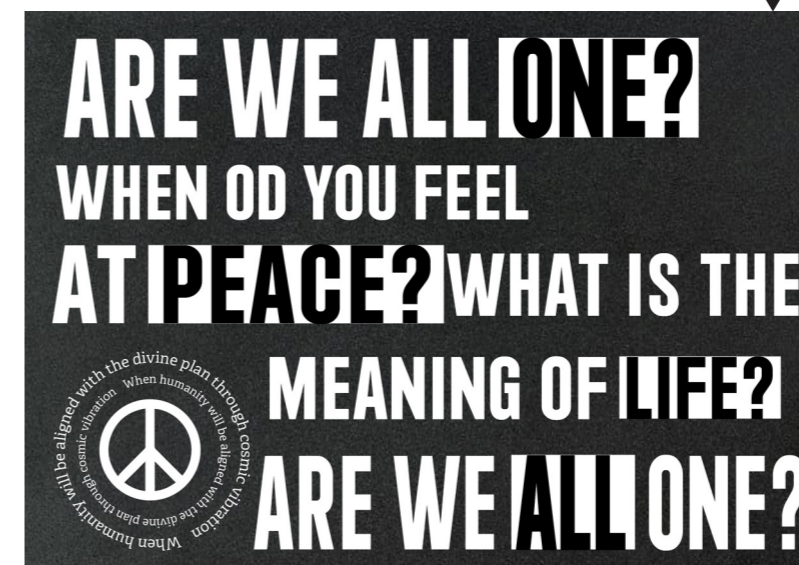
- Visitors will encounter bold, linear questions displayed on all sides of the train.
- Questions tapping into spirituality, universe, wisdom, and gender balance will invite the visitors to find who they are, why are they here and how can they contribute to the whole.
- Questions will also be displayed in the form of tactile letters, symbols, body gestures, and voice activations signifying that we are all different and unique but One.
- Graphics will also denote what the symbols mean and how are they relevant.

### DO:

- Audience will try to respond and discover the answers to these questions in their own way.

### LEARN:

- Visitors will enter as individuals and leave to become a part of a bigger community.
- They will learn the symbolic representation of Woodstock bus which was known as Vehicle of Peace – an object that stores & resonates magical energy to create change. People were invited to the bus to step in and discover themselves. Questions, symbols and gestures will help visitors give the power to create change on a subconscious level.
- Visitors will learn to enter their free spirits and look at the vehicle as a hope for better future.



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HOPE : Power To People

CLIENT

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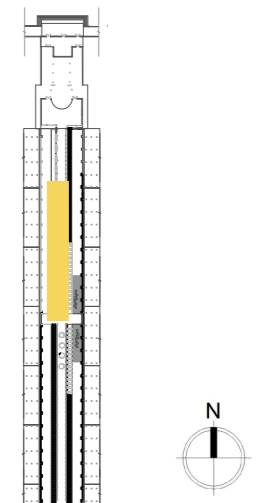
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KEY PLAN



DRAWING TITLE

AREA 1– SELF DISCOVERY

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.25**



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# HOPE

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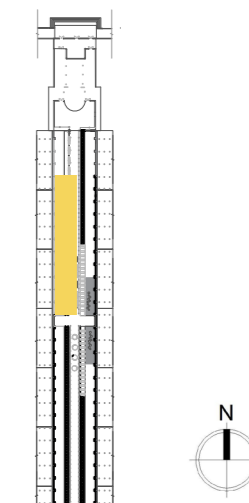
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## KEY PLAN



## DRAWING TITLE

AREA 1- FINDING YOUR PATH

## SCALE

N/A

## DATE

November 17th, 2021

## DRAWING NO.

**EX 1.26**



**ENGAGE:**  
FINDING YOUR PATH



## FINDING YOUR PATH

### SEE:

- Visitors will see a myriad of mirrored screens that will project the crowd of Woodstock walking towards one direction.
- This will be a timed experience with sounds, lights, smells and haze, creating a sensory imbalance.

### DO:

- Entering a dark space with periodic lights, visitors will experience a confusion of information and try to find their way out.
- They will then see themselves in the mirror and become a part of the projections which will act as a guiding path to the next zone.
- Visitors will simultaneously be hearing sounds of what people were talking during their journey to woodstock and encounter smells of rain and wet mud.

### LEARN:

- The youth of Woodstock was lost and couldn't see their end stage due to drugs and blocked roads, but they build trust and connected with each other to reach the end.
- Symbolizing the trust and connection visitors will share similar emotions and trust the youth of Woodstock to guide them to the next zone.
- Screens will capture the past, mirrors capture the present and connecting the two audience will feel One— a part of the whole, by walking with half a million people.



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The Young Americans

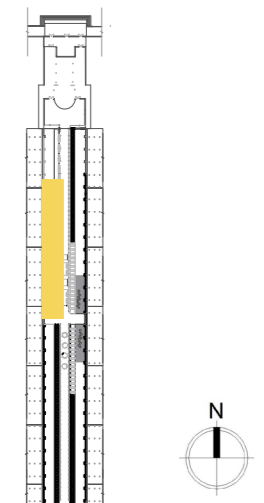
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KEY PLAN



DRAWING TITLE

AREA 1— FINDING YOUR PATH

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.27**





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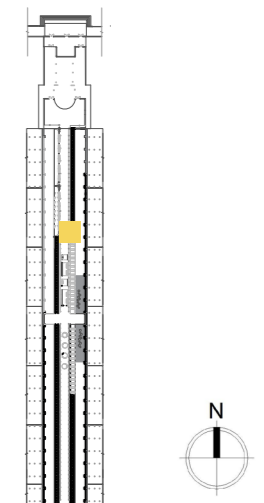
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KEY PLAN



DRAWING TITLE

AREA 2– REFLECT

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.28**



## AREA 2– REFLECT

Audience will then move to the next area by passing through another arch structure named REFLECT.

After engaging with the history of Woodstock visitors will be invited to know more about the people, through their music and personal stories.



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## CLIENT

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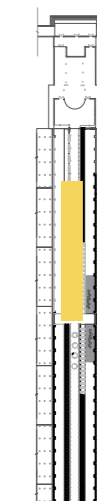
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## KEY PLAN



## DRAWING TITLE

AREA 2- CONNECTIONS

## SCALE

N/A

## DATE

November 17th, 2021

## DRAWING NO.

**EX 1.29**

**REFLECT:**  
EMPATHETIC CONNECTIONS



## EMPATHETIC CONNECTIONS

### SEE:

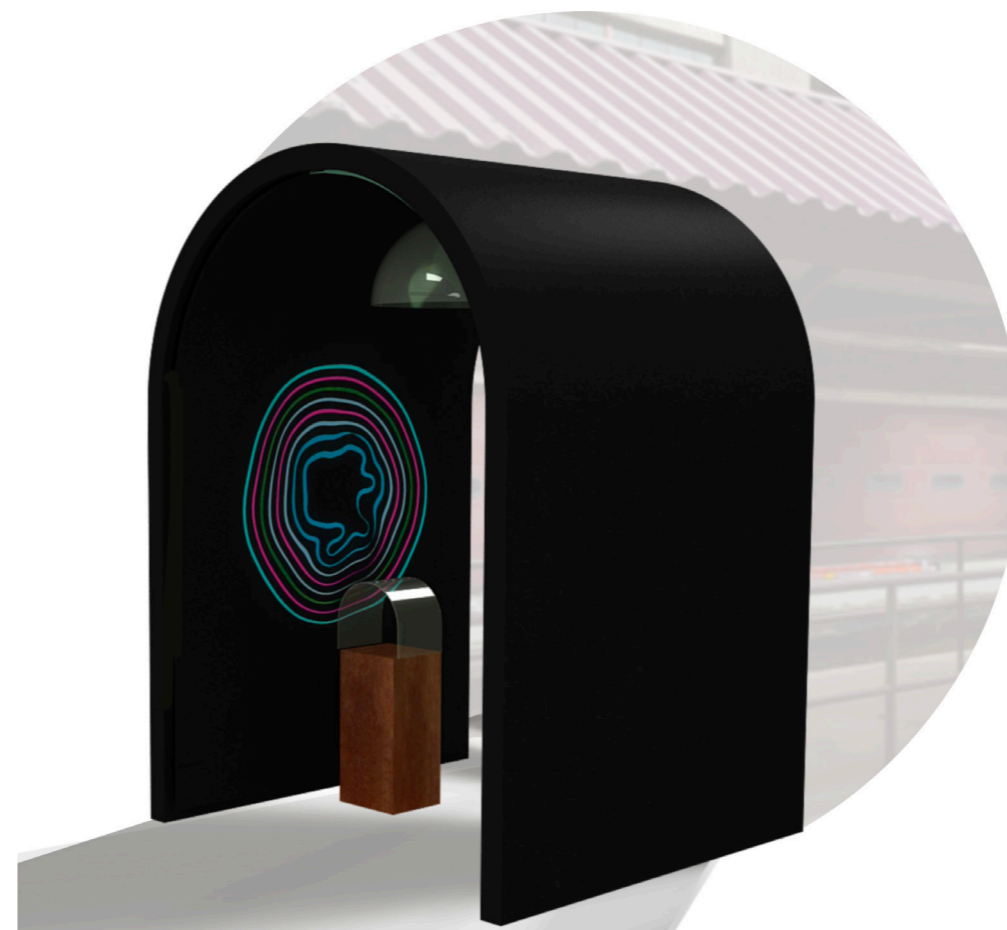
- Visitors will see personal and group listening sound stations that will be divided according to the different genres of music played at Woodstock.
- They will also see abstracted patterns and colors projected on the screens showcasing the impact of music on people.
- Visitors will also be able to touch a haptic panel which will have different vibrations syncing with the frequency of music.

### DO:

- Visitors will listen to the impactful music played at the festival and will connect deeply with the people and their stories behind the music.
- Visitors can also understand the emotions of the sound by touching the haptic panel

### LEARN:

- The audience will learn about the emotions of music played at the Woodstock festival and what it meant for the youth that gathered at the event.
- Visitors will learn about the lyrics that gave strength and were projecting hope to the people of Woodstock and how it still has the same impact.



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THESIS CAPSTONE EXHIBIT

# HOPE

POWER TO PEOPLE

PROJECT NAME

HOPE : Power To People

CLIENT

The Young Americans

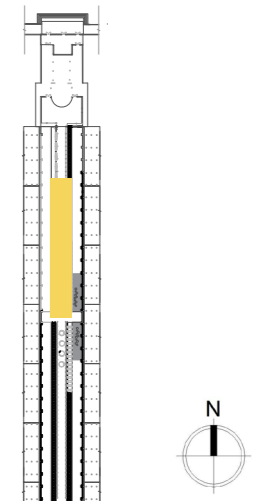
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KEY PLAN



DRAWING TITLE

AREA 2- CONNECTIONS

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.30**



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# HOPE

POWER TO PEOPLE

## PROJECT NAME

HOPE : Power To People

## CLIENT

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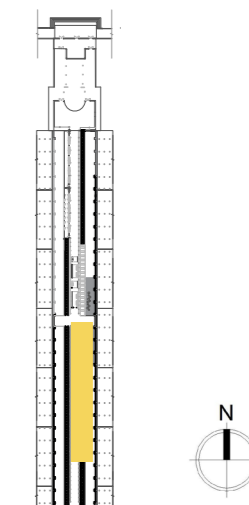
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## KEY PLAN



**REFLECT:**  
THE HEALING PATH



## DRAWING TITLE

AREA 2- REFLECT

## SCALE

N/A

## DATE

November 17th, 2021

## DRAWING NO.

**EX 1.31**

## THE HEALING PATH

### SEE:

- Moving from engaging with the past to reflecting on the present, visitors will encounter a cylindrical structure displaying the stories of people from Woodstock in contrast with stories of today's youth.
- Multiple co-centric fabric panels will be hanged on one side of this cylinder in the form of a ripple. The fabrics will have patterns from 1960's drawing the link of fashion and its relevancy today.

### DO:

- Visitors will read, reflect and empathize with the stories of people of Woodstock and the youth of today.

### LEARN:

- The audience will personally connect with the stories and lives of people.
- The compare and contrast of shared stories showcases our individual truths and how we are connected to each other dealing with the same issues.
- Reading about past and present stories would make visitors relate their issues with the past and drive hope for the present.



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# HOPE

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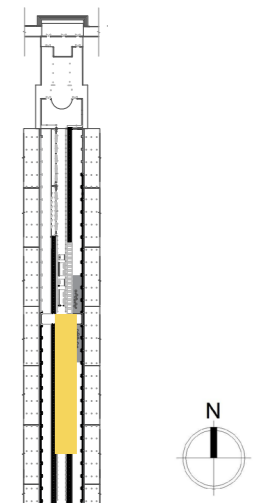
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KEY PLAN



DRAWING TITLE

AREA 2- HEALING PATH

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 1.32**

## THE HEALING PATH

### SEE:

- Empathizing with the powerful stories of people the audience will see a coffee table setting with an interactive postcard music box.

### DO:

- Visitors will listen to songs on the postcard with their partner. After listening, they will choose a music postcard and write their story and the meaning of the song to them to share with their partners in this activity.

### LEARN:

- Audience will get a chance to share their story through music and understand other people's story by going through the experience together.
- Music box will act as a catalyst for people to share their stories and have a coffee table conversation to connect with others.
- Sharing a story through song can tell a lot about a person intimately and give a contemporary voice to the youth that can be heard.



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# HOPE

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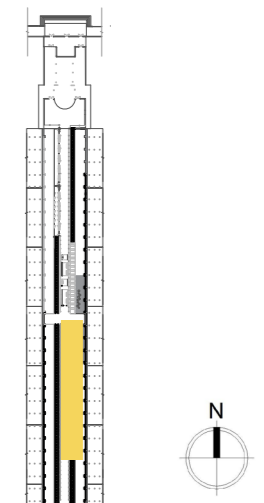
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KEY PLAN



DRAWING TITLE

AREA 2- HEALING PATH

SCALE

N/A

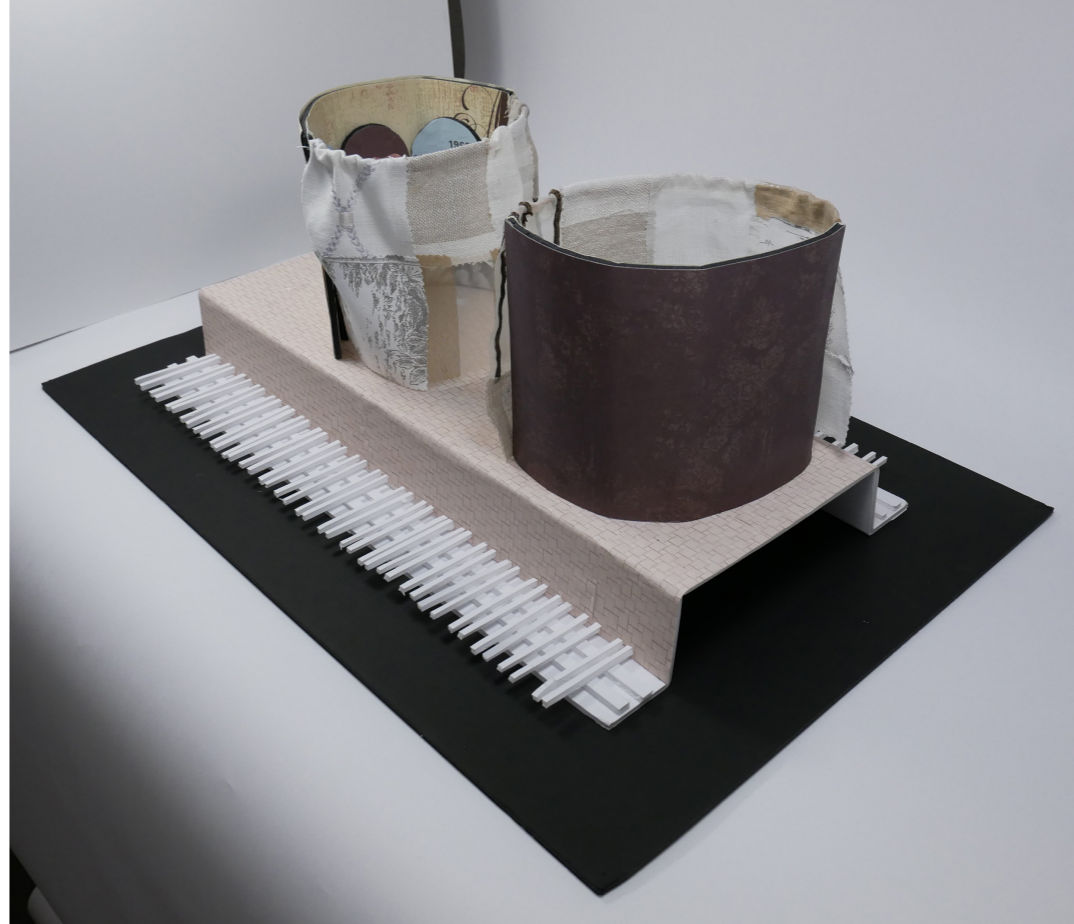
DATE

November 17th, 2021

DRAWING NO.

**EX 1.33**

# MODEL



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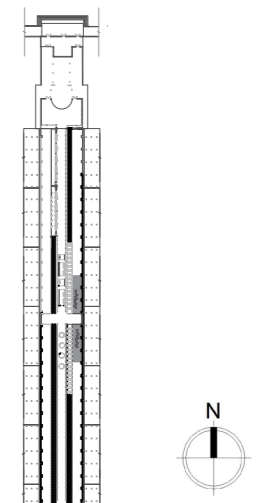
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### KEY PLAN



### DRAWING TITLE

AREA 2- MODEL

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 1.34**



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HOPE

POWER TO PEOPLE

PROJECT NAME

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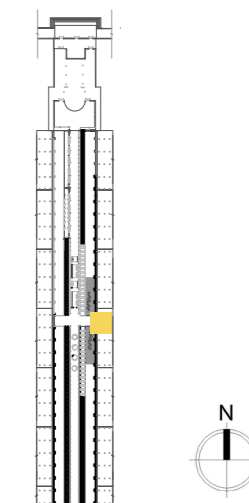
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KEY PLAN



## AREA 3– ACT

Audience will then move to the next area by passing through the arch structure named ACT.

Visitors will complete their journey by reflecting on the past, connecting to the present and taking action towards our future.

DRAWING TITLE

AREA 3– ACT

SCALE

N/A  
DATE

November 17th, 2021

DRAWING NO.

**EX 1.35**



**ACT:**  
**SHARING CHANGE**



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**HOPE**

POWER TO PEOPLE

**PROJECT NAME**

HOPE : Power To People

**CLIENT**

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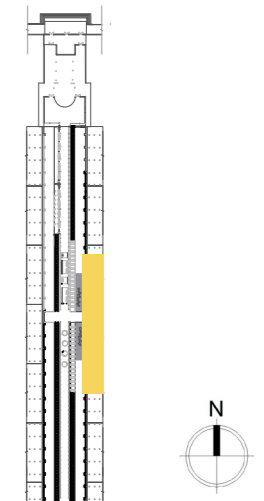
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**KEY PLAN**



**DRAWING TITLE**

AREA 3— SHARING CHANGE

**SCALE**

N/A

**DATE**

November 17th, 2021

**DRAWING NO.**

**EX 1.36**

## ACT- SHARING CHANGE

### SEE:

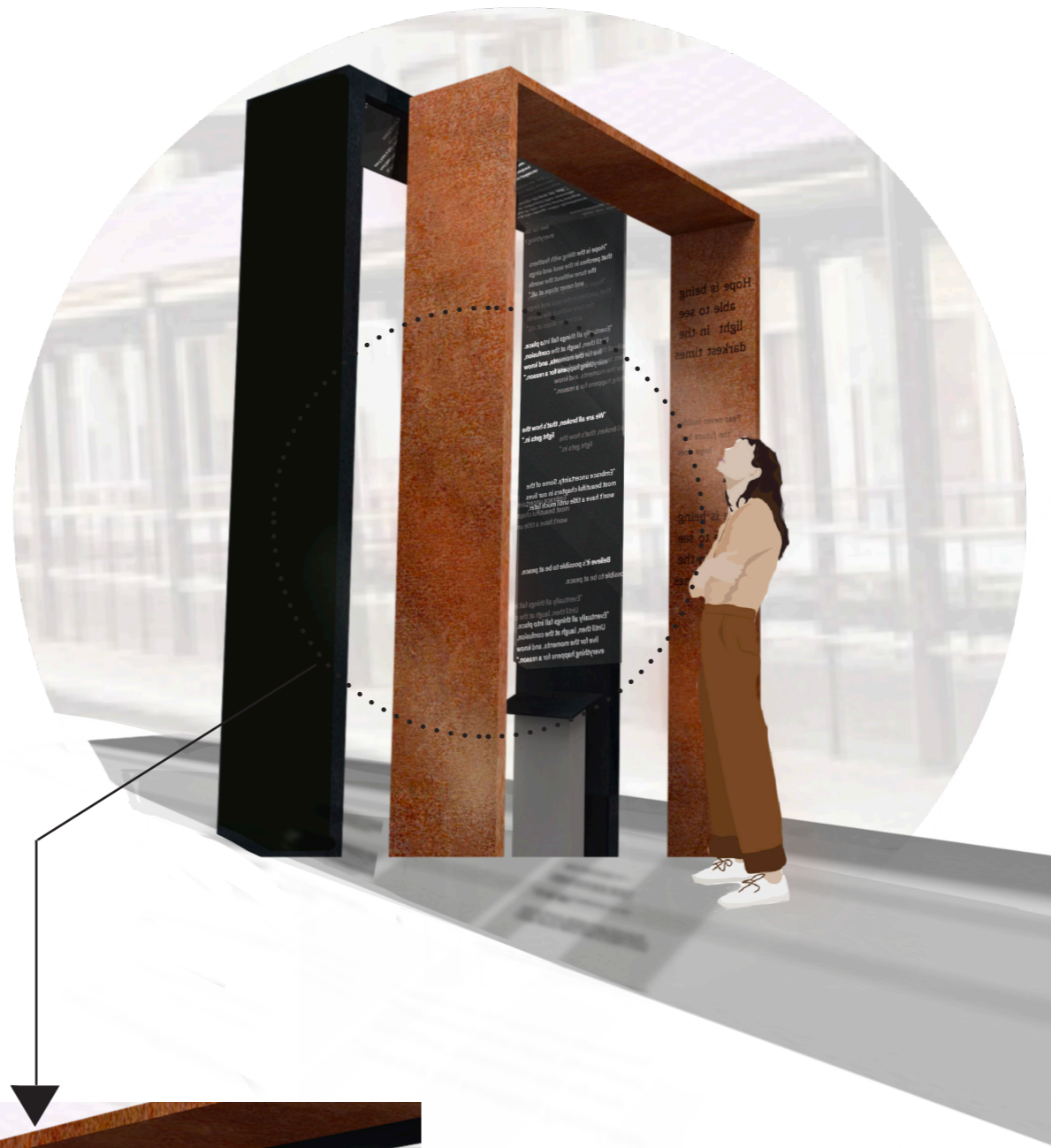
- Visitors will see a Ascending tunnel on each side of the bridge. The tunnel will comprise of overhead rectangular structures made of corten steel and other comprising of LED screens with interactive table.

### DO:

- Visitors will be asked to share their story/message they want the world to see that would make a difference. Once written the message on the interactive screen, it will be project on the rectangular tunnel.
- On its parallel side visitors will see messages carved into the corten steel from the past event.

### LEARN:

- Audience will be able to share their concerns and actions towards a unified future and ignite a collective participation towards achieving our one goal.
- The structural contrast of corten steel and LED screen will compare the past and the present as well link them through messages.



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# HOPE

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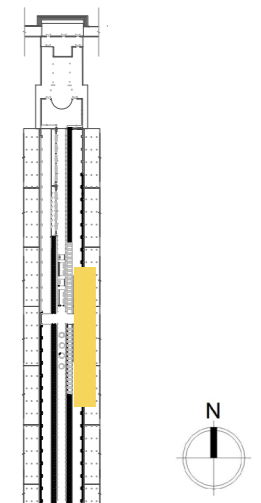
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KEY PLAN



DRAWING TITLE

AREA 3- SHARING CHANGE

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

# EX 1.37

## ACT– LET GO

### SEE:

- Visitors will see a graphic prompting them to write their message of hope on different mediums provided.

### DO:

- Visitors will be asked to complete their journey by answering questions that tie back to community building and how can we as individuals contribute our part to the greater whole.
- Visitors will write their messages on a ball, paper plane, or any other medium provided and throw it into the air suction pipe. It will then take the message up and add to main structure of long sonic pipes, which will create a ripple effect of sound once hit. Alongside, yellow lights will be projected on the messages and the audience will hear a cheering music connecting to the crowd cheer from woodstock.

### LEARN:

- Audience will get a chance to participate and add their individual contribution towards building a community of hope.
- The different mediums will help audience share different qualitative messages. Eg: Heart heavy messages can be written on heavy material whereas feelings of things to let go can be written on paper plane.
- The sound and light effect symbolizes the ripple of hope and the power each individual bears to create change.



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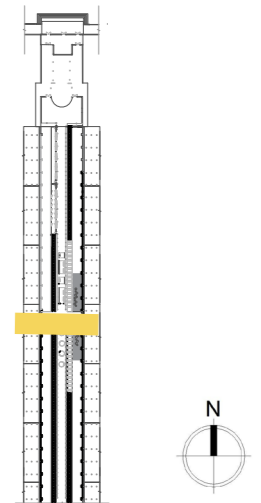
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KEY PLAN



DRAWING TITLE

AREA 3– LET GO

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

# EX 1.38

## PROGRAMMING EVENT

### Discussion Forum

After experiencing the history of Woodstock and reflecting on their present lives visitors will get a chance to move to the open space at the Sunset park and recharge from the experience. They will be prompted to have discussions among themselves allowing them to build relationships and share their voice.

### Programming

Finally visitors will be guided to attend a music event held by the Client- The Young Americans.



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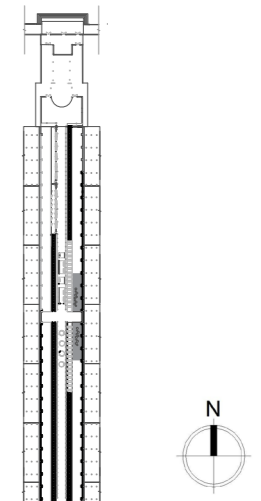
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### KEY PLAN



### DRAWING TITLE

EXTERIOR PROGRAMMING

### SCALE

N/A

### DATE


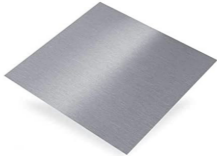





November 17th, 2021

### DRAWING NO.

**EX 1.39**

## **SCHEDULES AND LISTS**

## MATERIAL SCHEDULE

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
METAL	ML.01	1.0 INCH BENDABLE EXTRUDED 1100 ALUMINIUM ROUND ROD	POWDER COATED BLACK	AREA GRAPHIC STRUCTURE	
METAL	ML.02	0.3 MM THICKNESS – ALUMINIUM SHEET	POWDER COATED BLACK	AREA GRAPHIC STRUCTURE	
CORTEN STEEL	ML.03	CORTEN STEEL GRADE A PLATE & SHEET	N/A	INTRODUCTION, EXHIBITION	
VINYL	VL.01	3.0 INCH VINYL WRAP CLEAR WHITE FILM	N/A	TRAIN CAR –1	
FACELIT LETTER	FL.01	ACRYLICA–1.0 INCH DEPTH–10MM STROKE–PROJECTED MOUNTING	FACELIT	TRAIN CAR –1	
CARPET	CP.01	1.6 MM–DIE SUBLIMATION–NEEDLEFELT–CUSTOM PRINT CARPET	BROWN/BLACK COLOR	TRAIN CAR –2	
PLYWOOD	PL.01	1.5 INCH BIRCH PLYWOOD BARREL BEND	POWDER COATED BLACK	ARCH STRUCTURE	
PLYWOOD	PL.02	1.5 INCH BIRCH PLYWOOD	POWDER COATED BLACK	VITRINE BASE	
GLASS	GL.01	5MM THICK CLEAR COAT GLASS–CURVED TO FORM AN ARCH	N/A	VITRINE TOP	



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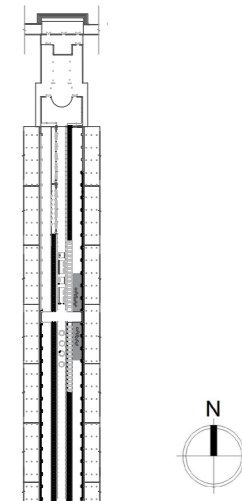
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KEY PLAN



DRAWING TITLE

MATERIAL SCHEDULE

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

## EX 2.01



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PROJECT NAME

HOPE : Power To People

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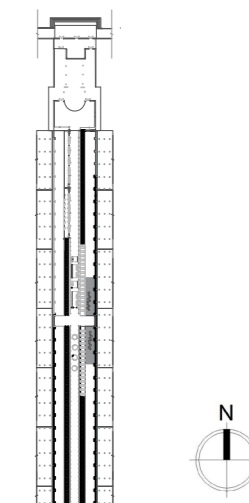
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KEY PLAN



DRAWING TITLE

MATERIAL SCHEDULE

SCALE


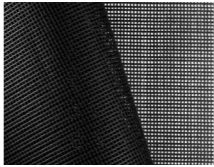
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DATE



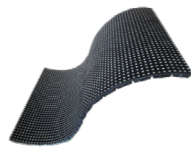


November 17th, 2021

DRAWING NO.

**EX 2.02**

MATERIAL	CODE	DESCRIPTION	FINISH	LOCATION	THUMBNAIL
FABRIC	FB.01	PRINTED SHEER FABRIC	N/A	CYLINDER STRUCTURE	
NET	NT.01	5.0MM THICK MESH NET	N/A	HANGING STRUCTURE	

## AV SCHEDULE

TYPE	CODE	DESCRIPTION	MANUFACTURER	COMMENTS	THUMBNAIL
SPEAKER	AV.01	BLUETOOTH WIRELESS SPEAKER	LOGITECH	QTY-10	
LED SCREEN	AV.02	MIRROR LED SCREENS/ LED SCREENS	PRODISPLAY	QTY-10	
PROJECTOR	AV.03	STRETCH CEILING PROJECTION	BARRISOL WELCH	QTY-01	
OVERHEAD SPEAKER	AV.04	SOUND DOME SPEAKER, 15W RMS, CLEAR	ADORAMA	QTY-06	
FLEXIBLE LED SCREEN	AV.05	200GS-FLEXIBLE LED DISPLAY PANEL	YUCHIP	QTY-04 VARYING SIZES	
INTERACTIVE SCREENS	AV.06	22"-55" INCH TOUCH PAD INTOUCH INTERACTIVE TOUCH SCREEN	PRODISPLAY	QTY-08	
BIG SPEAKER	AV.07	JBL EON615 POWERED 15" TWO-WAY SPEAKER SYSTEM	JBL	QTY-02	



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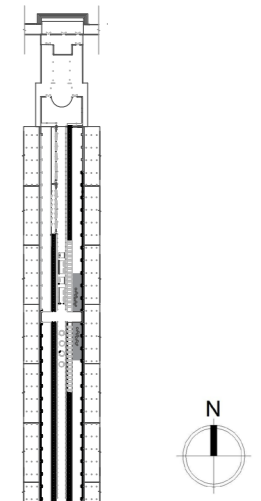
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KEY PLAN



DRAWING TITLE

MEDIA SCHEDULE

SCALE

N/A

DATE






November 17th, 2021

DRAWING NO.

# EX 2.03



## LIGHTING SCHEDULE

TYPE	CODE	DESCRIPTION	MANUFACTURER	COMMENTS	THUMBNAIL
MOTION LIGHT	L.01	WIRELESS MOTION SENSOR PANEL LIGHT–STICK ON 54-LED LIGHT–WARM	LEPOTEC	QTY–08	
DIFFUSED PANEL LIGHT	L.02	2X4 LED PANEL LIGHT 0-10V DIMMABLE BACKLIT CASE OF 2 50W 5750 LUMENS 4000K	MAHLIGHTING	QTY–04	
LED STRIP LIGHT	L.03	72" INTEGRATED LED STRIP LIGHT–WARM WHITE–5000K	ENVIRONMENTAL LIGHTS	QTY–04	
FLEXIBLE LED STRIP LIGHT	L.04	FROSTED COATING LED–WARM WHITE–5000K–DC24V–5M	DERUN LIGHTING	QTY–08	
STAGE LIGHT	L.05	ALTMAN 65Q 750W 6" FRESNEL TUNGSTEN–HALOGEN LAMP	ALTMAN LIGHTING	QTY–04	



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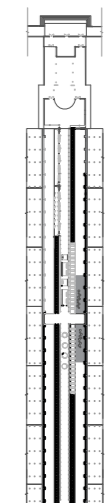
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KEY PLAN



DRAWING TITLE

LIGHTING SCHEDULE

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 2.04**

## GRAPHIC SPECIFICATIONS

TYPE	DESCRIPTION
A.01	DISUBLIMATION GRAPHIC ON SHEER FABRIC WITH UV EXTERIOR TOP COAT
A.02	VINYL WRAP FILM WITH UV CLEAR MATTE COAT ON TOP
B.01	0.125" THICK LASER CUT LETTER MOUNTED ON POWDER COATED ALUMINIUM WITH BLIND FASTENERS
B.02	0.125" THICK LASER ENGRAVED LETTER ON POWDER COATED WOOD WITH BLIND FASTENERS
C.01	DIRECT PRINT ON 2" THICK PLYWOOD– EXHIBIT PARTITION WITH UV CLEAR MATTE OVERLAMINATION
C.02	1/4" THICK SILK SCREEN FIRST SURFACE GRAPHICS ON SINTRA PANEL
D.01	PRINT ON WHITE PAPER WITH PROTECTIVE MATTE OVERLAMINATION
D.02	DIRECT PRINT ON 0.1" THICK PAPER WITH PROTECTIVE MATTE OVERLAMINATION SECOND SURFACE MOUNTED ON EXHIBITION CURVED PARTITION WALL
E.01	LED SCREEN 42"–48"
F.01	INTERACTIVE DISPLAY SCREEN 32"–36"



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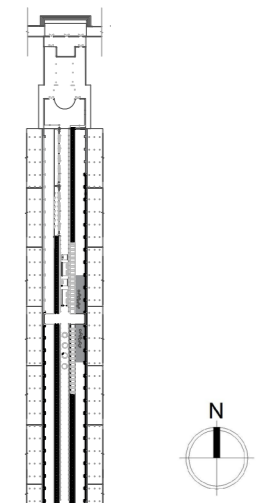
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KEY PLAN



DRAWING TITLE

GRAPHIC SPECIFICATION

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 2.05**

## GRAPHIC SCHEDULE

CODE	TYPE	DESCRIPTION
<i>INTRODUCTION</i>		
00A.01.GR01	A.01	POSTER BANNER ON BUILDING B
00A.01.GR02	A.01	POSTER BANNER ON BUILDING B
00A.01.GR03	A.01	POSTER BANNER ON BUILDING B
00A.01.GR04	A.02	EXTERIOR GRATE APPLIED VINYL EXTERIOR FACADE
00A.01.GR05	C.01	ENTRANCE CURVED FRONT WALL
00A.01.GR06	C.02	ENTRANCE CURVED BACK WALL
<i>AREA 1- ENGAGE-1</i>		
01A.01.GR01	B.01	AREA GRAPHIC ARCH METAL STRUCTURE
01A.01.GR02	A.02	WOODSTOCK BUS CONTENT GRAPHIC
01A.01.GR03	A.02	WOODSTOCK BUS CONTENT GRAPHIC
01A.01.GR04	A.02	LETTER VINYL ON LEFT WALL
01A.01.GR05	A.02	LETTER VINYL ON FRONT WALL
01A.01.GR06	A.02	LETTER VINYL ON RIGHT WALL
01A.01.GR07	A.02	LETTER VINYL ON BACK WALL
01A.01.GR08	D.01	DIRECTIVE
01A.01.GR09	D.01	DIRECTIVE
<i>AREA1- ENGAGE-2</i>		
01A.02.GR01	A.02	CONTENT GRAPHIC
01A.02.GR02	A.02	CONTENT GRAPHIC
01A.02.GR03	A.02	WOODSTOCK CROWD LEFT WALL
01A.02.GR04	A.02	WOODSTOCK CROWD FRONT WALL
01A.02.GR05	A.02	WOODSTOCK CROWD RIGHT WALL
01A.02.GR06	A.02	WOODSTOCK CROWD BACK WALL



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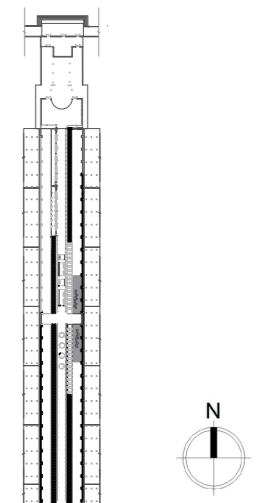
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KEY PLAN



DRAWING TITLE

GRAPHIC SCHEDULE

SCALE

N/A

DATE

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DRAWING NO.

**EX 2.06**



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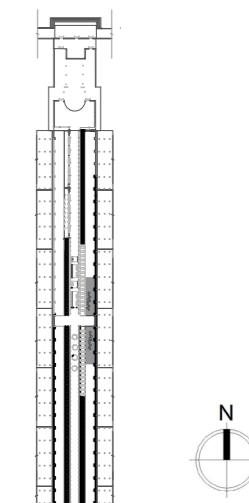
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**KEY PLAN**



**DRAWING TITLE**

GRAPHIC SCHEDULE

**SCALE**

N/A

**DATE**

November 17th, 2021

**DRAWING NO.**

**EX 2.07**

CODE	TYPE	DESCRIPTION
01A.02.GR07	E.01	DIGITAL SCREEN
01A.02.GR08	E.01	DIGITAL SCREEN
01A.02.GR09	E.01	DIGITAL SCREEN
01A.02.GR10	E.01	DIGITAL SCREEN
01A.02.GR11	E.01	DIGITAL SCREEN
01A.02.GR12	E.01	DIGITAL SCREEN
01A.02.GR13	E.01	DIGITAL SCREEN
01A.02.GR14	E.01	DIGITAL SCREEN
01A.02.GR15	E.01	DIGITAL SCREEN
01A.02.GR16	E.01	DIGITAL SCREEN
01A.02.GR17	E.01	DIGITAL SCREEN
01A.02.GR18	E.01	DIGITAL SCREEN
01A.02.GR18	E.01	DIGITAL SCREEN
01A.02.GR20	E.01	DIGITAL SCREEN
01A.02.GR21	E.01	DIGITAL SCREEN
01A.02.GR22	E.01	DIGITAL SCREEN
01A.02.GR23	E.02	PROJECTION
01A.02.GR24	D.01	DIRECTIVE
01A.02.GR25	D.01	DIRECTIVE
<i>AREA2- REFLECT-1</i>		
02A.01.GR01	B.01	AREA GRAPHIC ARCH METAL STRUCTURE
02A.01GR02	C.01	CONTENT GRAPHIC
02A.01GR03	D.01	DIRECTIVE
02A.01GR04	D.01	DIRECTIVE
02A.01GR05	E.01	DIGITAL SCREEN



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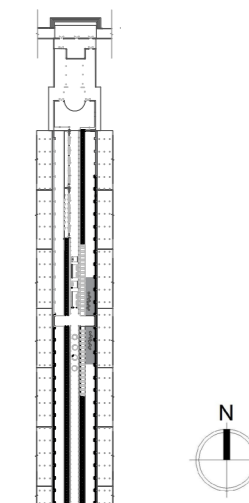
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**KEY PLAN**



**DRAWING TITLE**

GRAPHIC SCHEDULE

**SCALE**

N/A

**DATE**

November 17th, 2021

**DRAWING NO.**

**EX 2.08**

CODE	TYPE	DESCRIPTION
02A.01GR06	C.01	CONTENT GRAPHIC
02A.01.GR07	D.01	DIRECTIVE
02A.01GR08	D.01	DIRECTIVE
02A.01.GR09	E.01	DIGITAL SCREEN
02A.01.GR10	C.01	CONTENT GRAPHIC
02A.01.GR11	D.01	DIRECTIVE
02A.01.GR12	D.01	DIRECTIVE
02A.01.GR13	E.01	DIGITAL SCREEN
02A.01.GR14	C.01	CONTENT GRAPHIC
02A.01.GR15	D.01	DIRECTIVE
02A.01.GR16	D.01	DIRECTIVE
02A.01.GR17	E.01	DIGITAL SCREEN
<i>AREA2- REFLECT-2</i>		
02A.02.GR01	C.01	STORY CONTENT GRAPHIC
02A.02.GR02	C.01	STORY CONTENT GRAPHIC
02A.02.GR03	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR04	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR05	D.01	DIRECTIVE
02A.02.GR06	C.01	STORY CONTENT GRAPHIC
02A.02.GR07	C.01	STORY CONTENT GRAPHIC
02A.02.GR08	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR09	C.02	MUSIC SHARING CONTENT GRAPHIC
03A.02.GR10	D.01	DIRECTIVE
02A.02.GR11	C.01	STORY CONTENT GRAPHIC
02A.02.GR12	C.01	STORY CONTENT GRAPHIC



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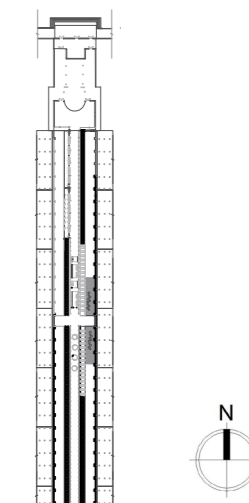
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**KEY PLAN**



**DRAWING TITLE**

GRAPHIC SCHEDULE

**SCALE**

N/A

**DATE**

November 17th, 2021

**DRAWING NO.**

**EX 2.09**

CODE	TYPE	DESCRIPTION
02A.02.GR13	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR14	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR15	D.01	DIRECTIVE
02A.02.GR16	C.01	STORY CONTENT GRAPHIC
02A.02.GR17	C.01	STORY CONTENT GRAPHIC
02A.02.GR18	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR19	C.02	MUSIC SHARING CONTENT GRAPHIC
02A.02.GR20	D.01	DIRECTIVE
<i>AREA3- ACT</i>		
03A.01.GR01	B.01	AREA GRAPHIC ARCH METAL STRUCTURE
03A.01.GR02	E.01	DIGITAL MEDIA
03A.01.GR03	B.02	WOOD CUT LETTERS
03A.01.GR04	E.01	DIGITAL MEDIA
03A.01.GR05	B.02	WOOD CUT LETTERS
03A.01.GR06	E.01	DIGITAL MEDIA
03A.01.GR07	B.02	WOOD CUT LETTERS
03A.01.GR08	E.01	DIGITAL MEDIA
03A.01.GR09	B.02	WOOD CUT LETTERS
03A.01.GR10	E.01	DIGITAL MEDIA
03A.01.GR11	B.02	WOOD CUT LETTERS
03A.01.GR12	E.01	DIGITAL MEDIA
03A.01.GR13	B.02	WOOD CUT LETTERS
03A.01.GR14	E.01	DIGITAL MEDIA
03A.01.GR15	B.02	WOOD CUT LETTERS
03A.01.GR16	E.01	DIGITAL MEDIA

CODE	TYPE	DESCRIPTION
03A.01.GR17	B.02	WOOD CUT LETTERS
03A.01.GR18	E.01	DIRECTIVE
03A.01.GR19	E.01	DIRECTIVE
03A.02.GR01	E.01	DIRECTIVE
03A.02.GR02	E.01	DIRECTIVE
03A.02.GR03	A.01	FABRIC BANNER OF PEOPLE



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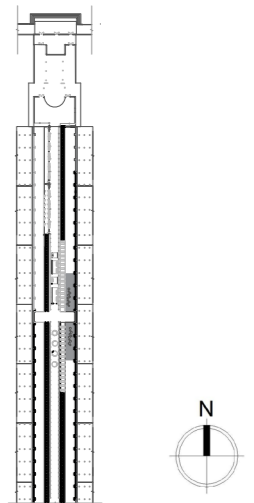
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GRAPHIC SCHEDULE

SCALE

N/A






DATE

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DRAWING NO.

**EX 2.10**

## SYMBOL LIST

TYPE	CODE	DESCRIPTION	LOCATION	THUMBNAIL
SYMBOLS	01A.01.S10	VINYL PRINT SPIRITUALISM SYMBOL	RIGHT SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S11	VINYL PRINT SPIRITUALISM SYMBOL	RIGHT SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S2	VINYL PRINT MASCULINE SYMBOL	BACK SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S13	VINYL PRINT FEMININE SYMBOL	BACK SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S14	VINYL PRINT BIRTH SYMBOL	BACK SIDE OF TRAIN CAR 1	



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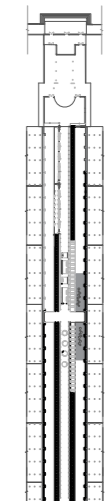
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KEY PLAN



DRAWING TITLE

SYMBOL LIST

SCALE

N/A

DATE






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DRAWING NO.

**EX 2.11**



## SYMBOL LIST

TYPE	CODE	DESCRIPTION	LOCATION	THUMBNAIL
SYMBOLS	01A.01.S10	VINYL PRINT SPIRITUALISM SYMBOL	RIGHT SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S11	VINYL PRINT SPIRITUALISM SYMBOL	RIGHT SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S2	VINYL PRINT MASCULINE SYMBOL	BACK SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S13	VINYL PRINT FEMININE SYMBOL	BACK SIDE OF TRAIN CAR 1	
SYMBOLS	01A.01.S14	VINYL PRINT BIRTH SYMBOL	BACK SIDE OF TRAIN CAR 1	



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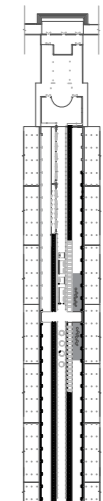
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KEY PLAN



DRAWING TITLE

SYMBOL LIST

SCALE

N/A

DATE

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DRAWING NO.

**EX 2.12**

## **DRAWINGS**



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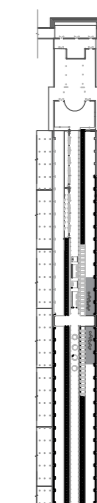
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KEY PLAN



DRAWING TITLE

LOCATION PLAN

SCALE

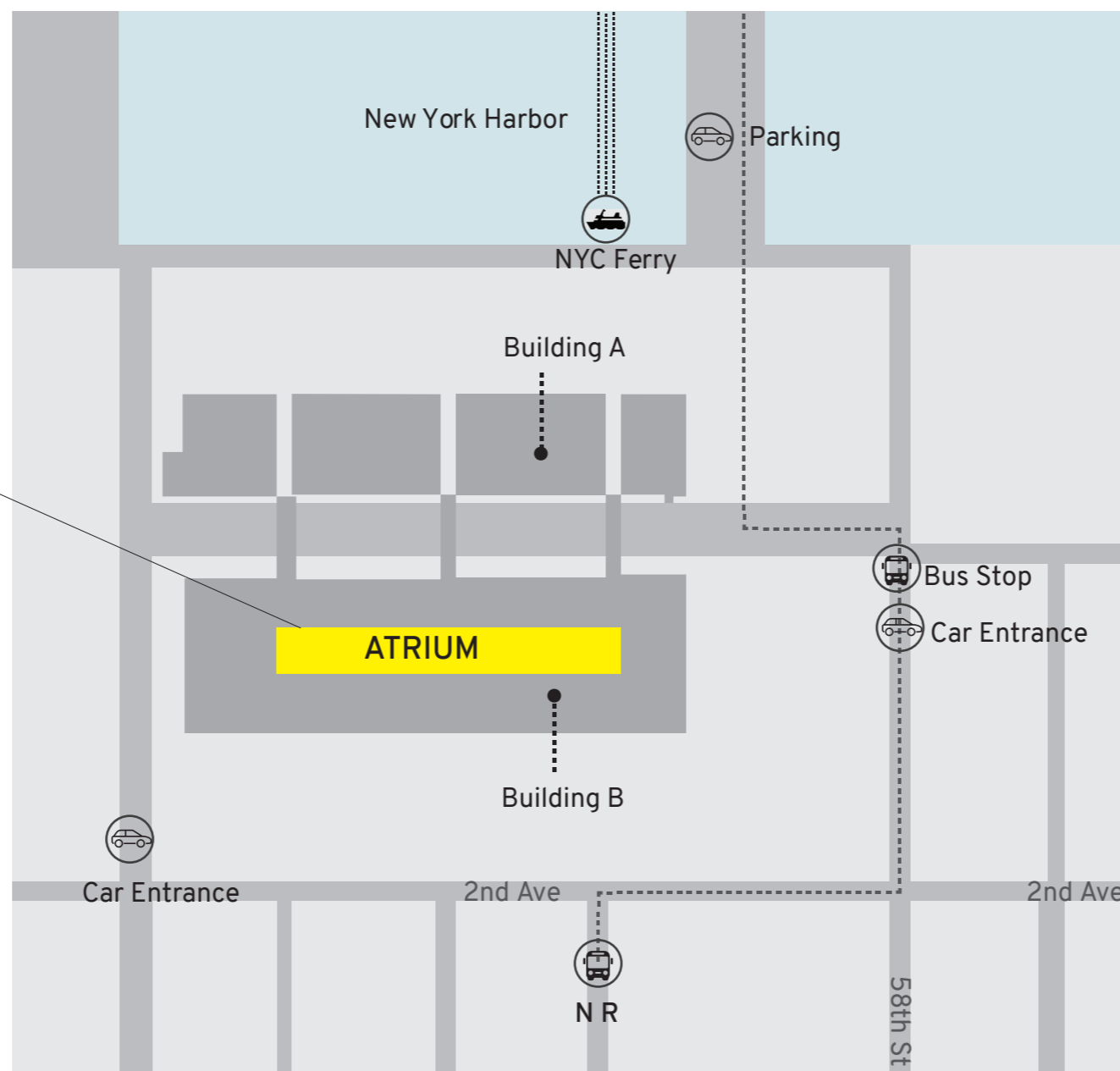
N/A

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November 17th, 2021

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## EX 3.01



1  
EX 3.02

1 LOCATION PLAN  
Scale: N/A



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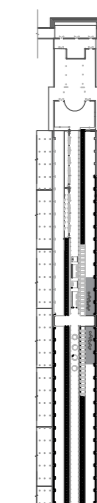
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KEY PLAN



DRAWING TITLE

CODED PLAN

SCALE

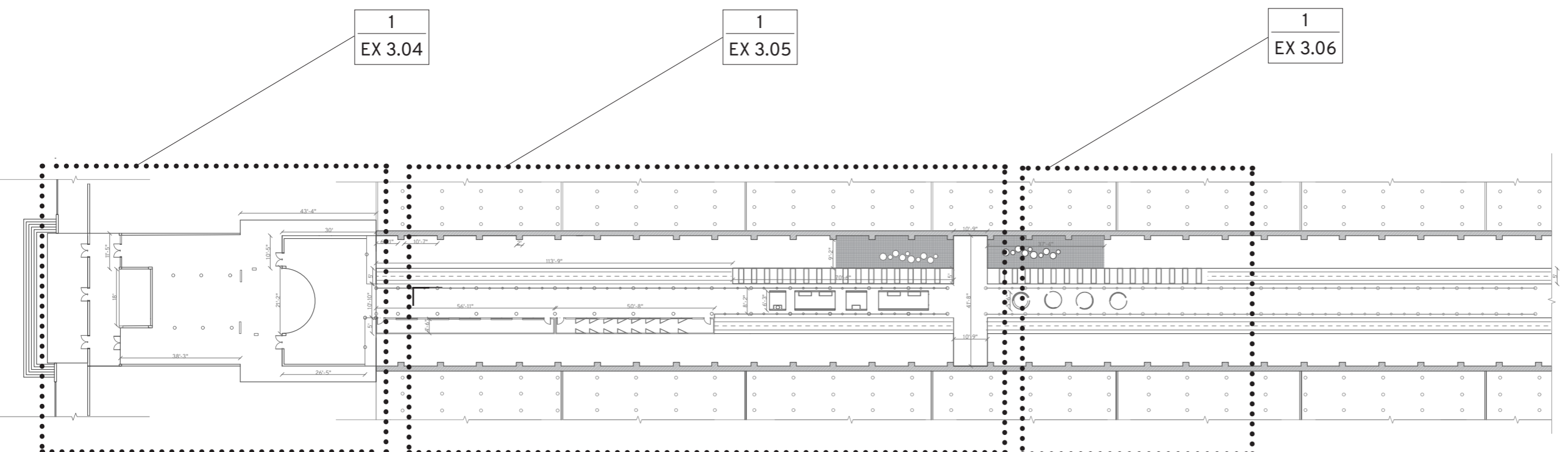
1/6" = 1'-0"

DATE

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DRAWING NO.

**EX 3.02**



1 CODED PLAN  
Scale: 1/20" = 1'-0"



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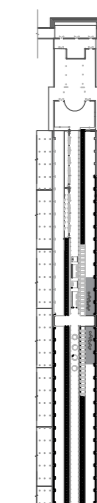
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KEY PLAN



DRAWING TITLE

FLOOR PLAN

SCALE

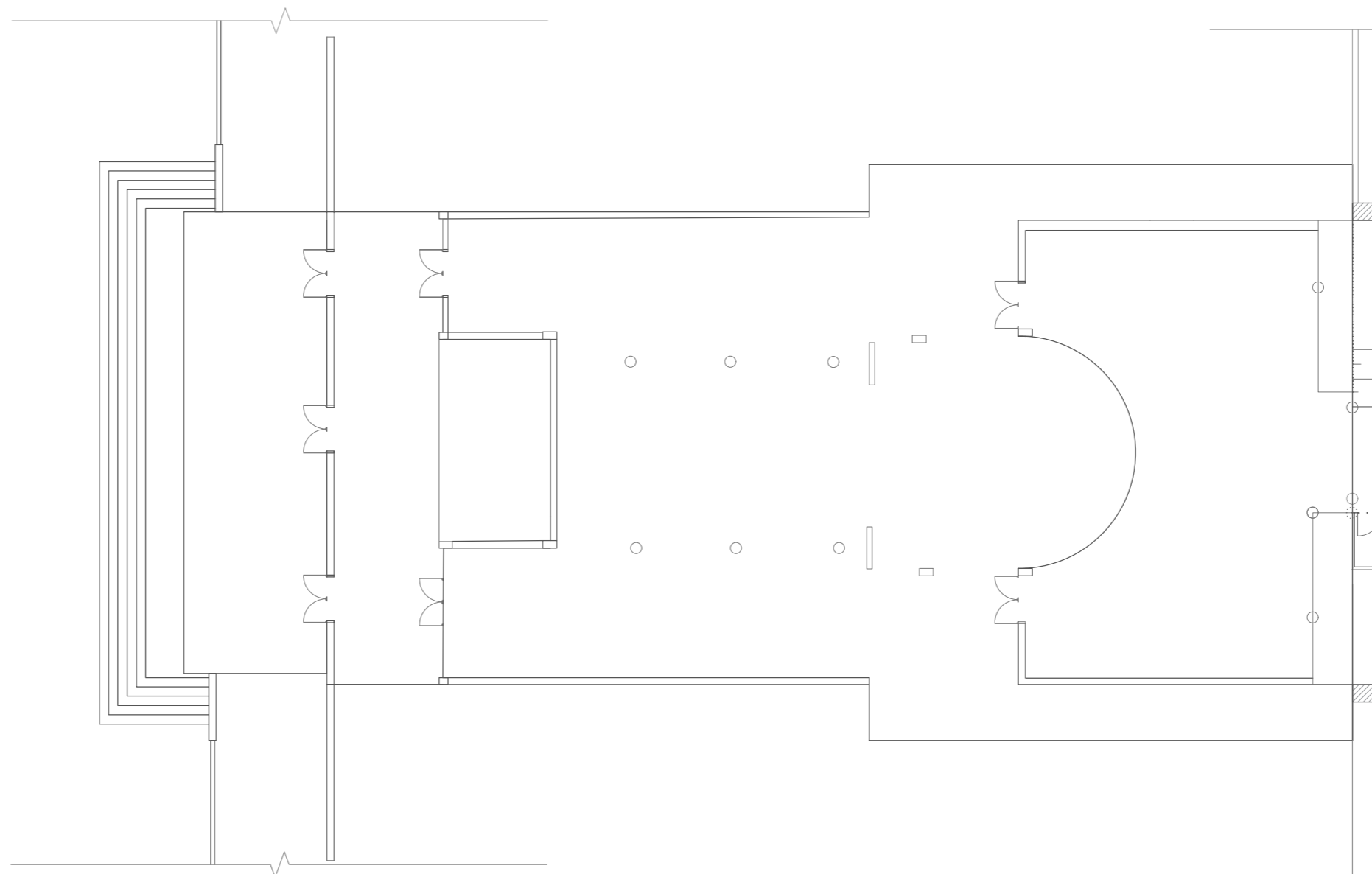
1/20" = 1'-0"

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**EX 3.03**



1 PARTIAL PLAN – I  
Scale: 1/6" = 1'-0"



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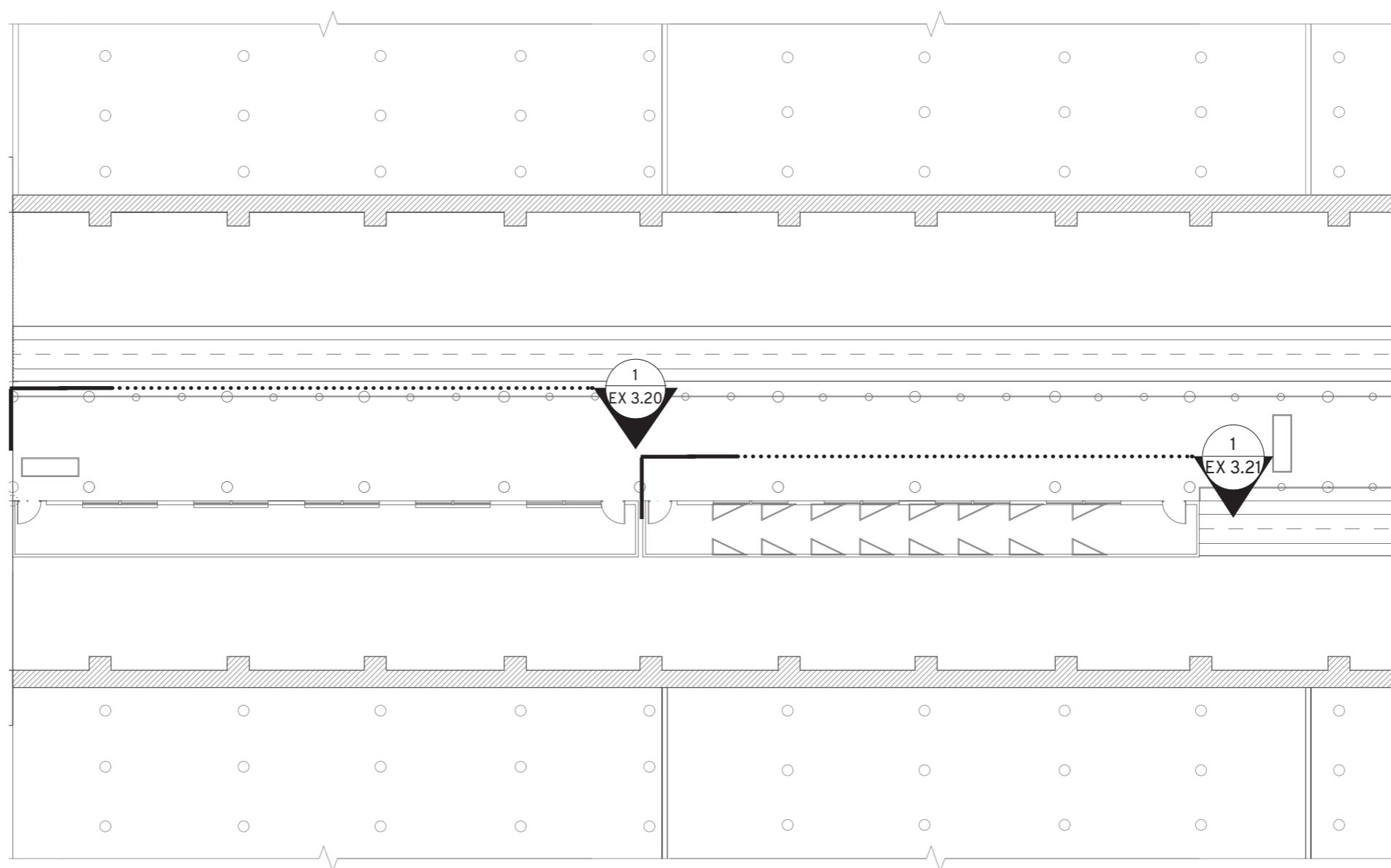
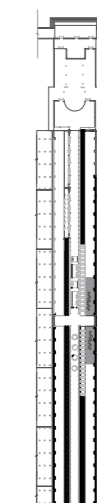
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KEY PLAN



DRAWING TITLE

FLOOR PLAN

SCALE

1/20" = 1'-0"

DATE

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**EX 3.04**

2 PARTIAL CODED PLAN – II  
Scale: 1/6" = 1'-0"



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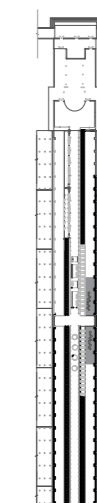
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KEY PLAN



DRAWING TITLE

FLOOR PLAN

SCALE

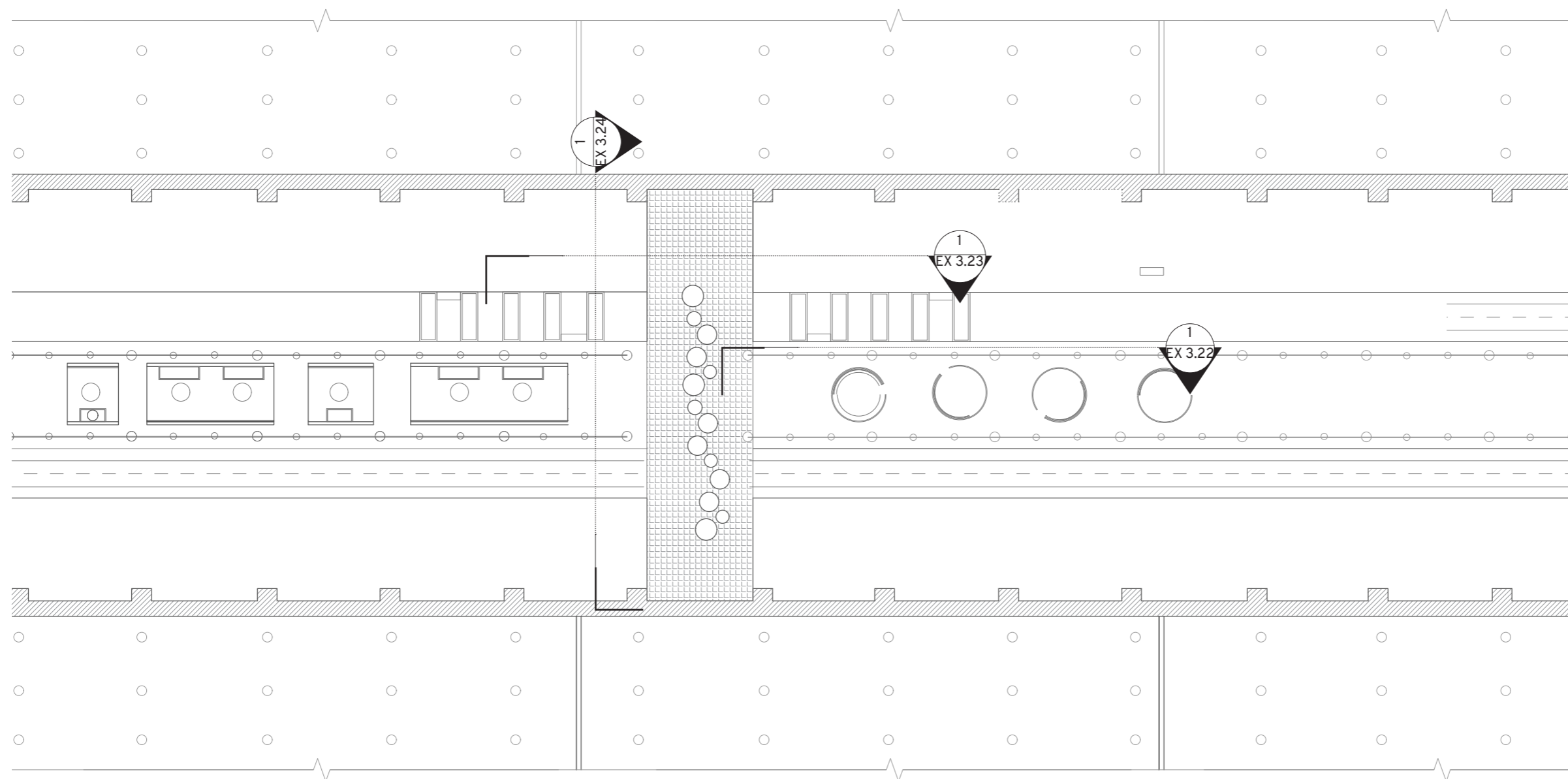
1/6" = 1'-0"

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DRAWING NO.

**EX 3.05**



3 PARTIAL CODED PLAN – III  
Scale: 1/6" = 1'-0"



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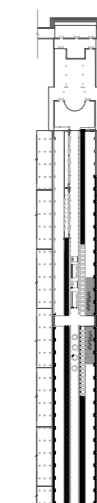
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## KEY PLAN



## DRAWING TITLE

DIMENSION PLAN – I

## SCALE

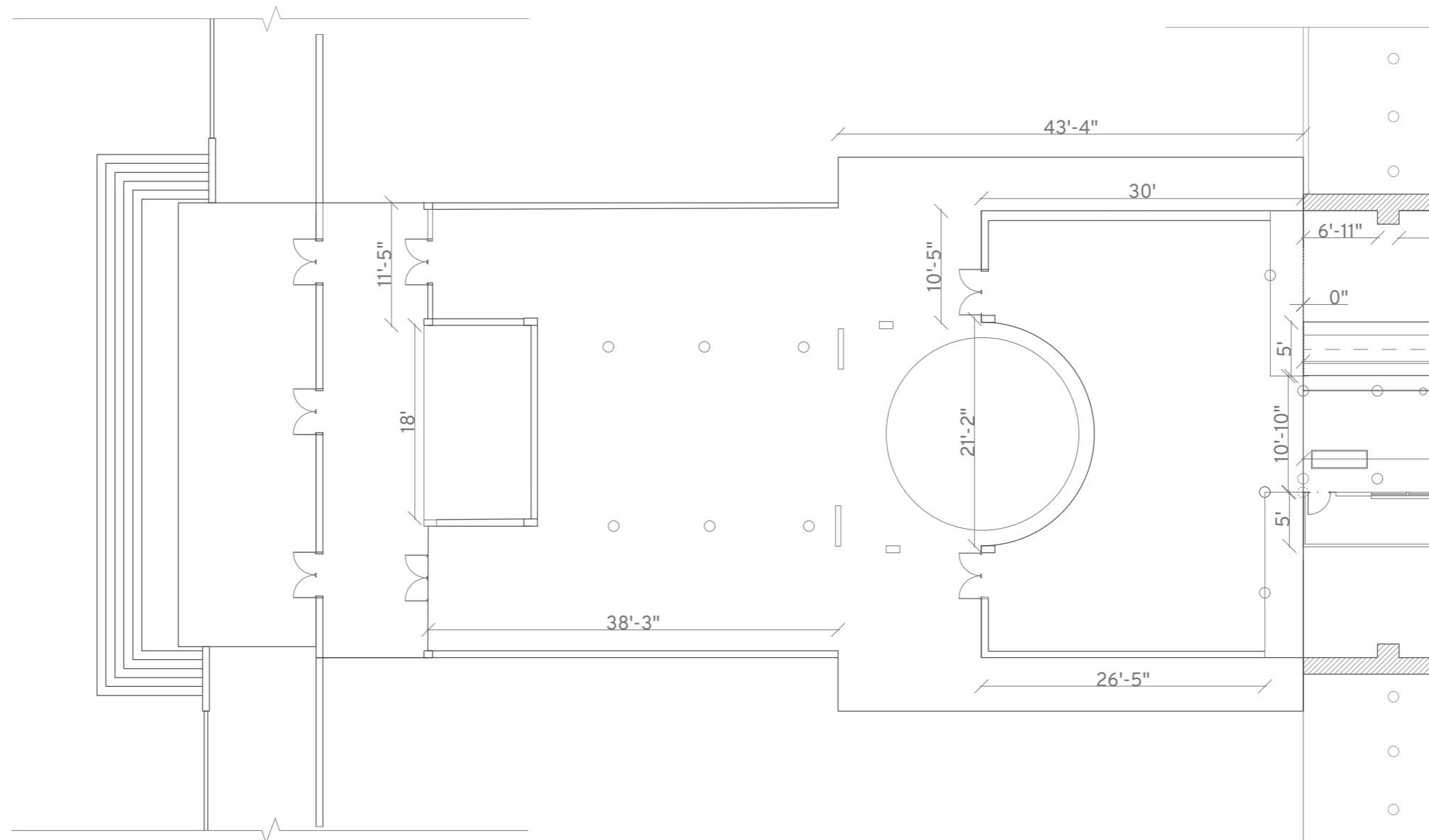
1/6" = 1'-0"

## DATE

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## DRAWING NO.

**EX 3.06**







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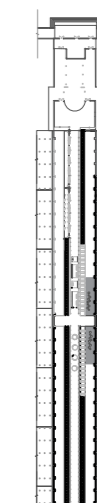
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KEY PLAN



DRAWING TITLE

DIMENSION PLAN-II

SCALE

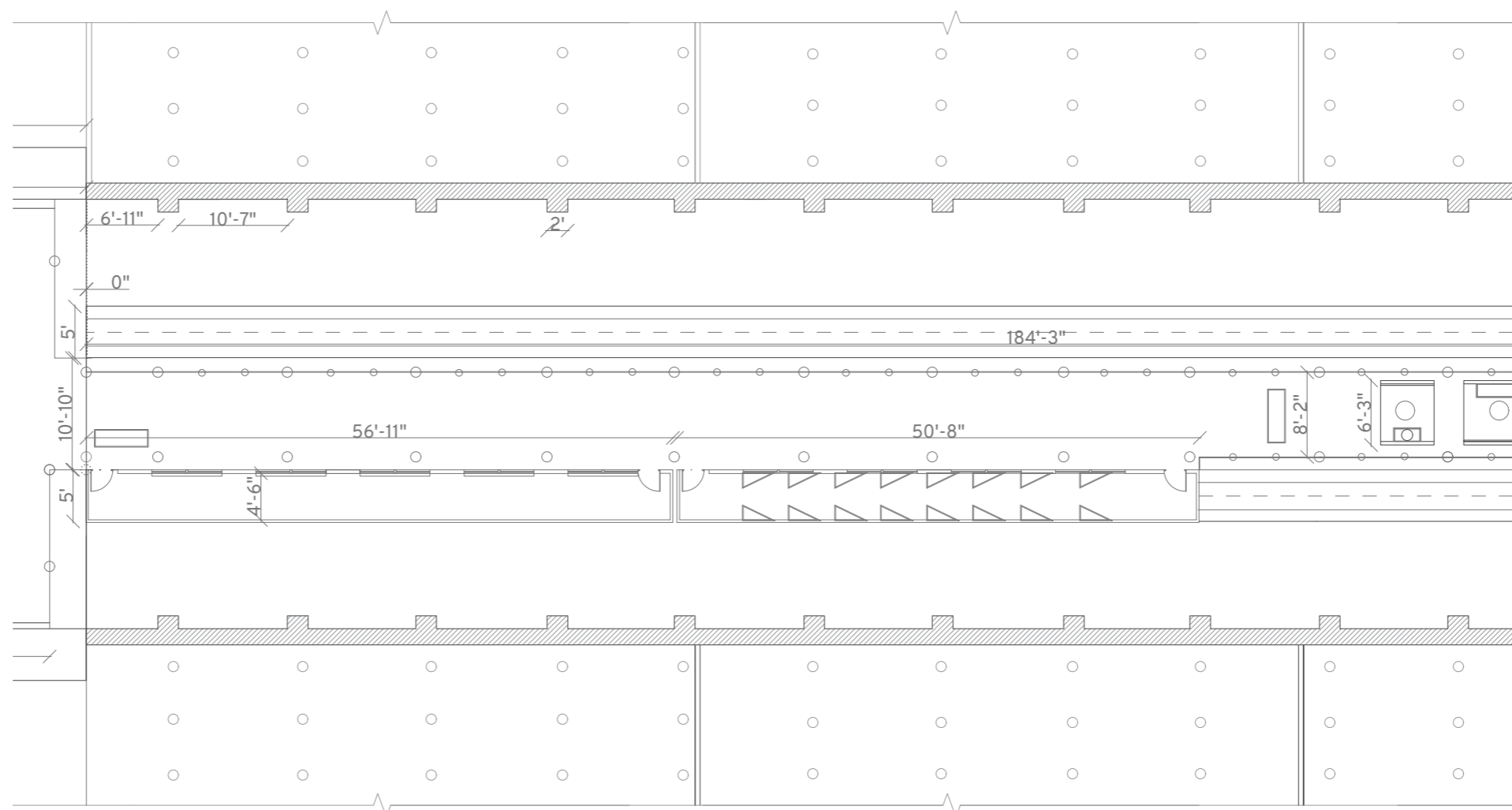
1/6" = 1'-0"

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DRAWING NO.

**EX 3.07**





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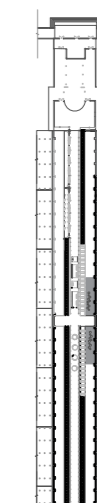
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KEY PLAN



DRAWING TITLE

DIMENSION PLAN-III

SCALE

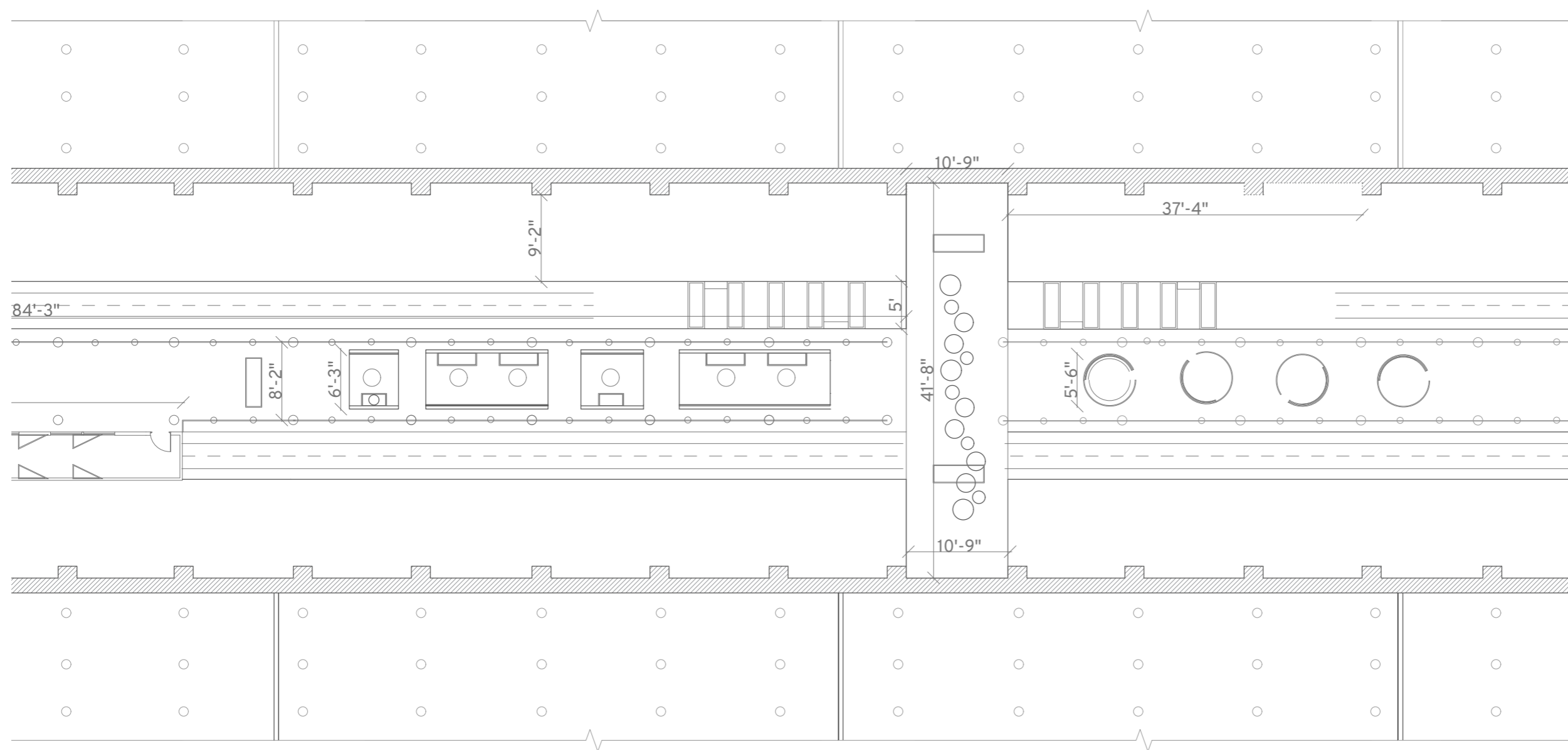
1/6" = 1'-0"

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**EX 3.08**



3 DIMENSION PLAN – III  
Scale: 1/6" = 1'-0"



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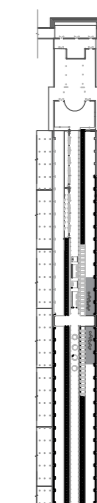
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KEY PLAN



DRAWING TITLE

MATERIAL PLAN-I

SCALE

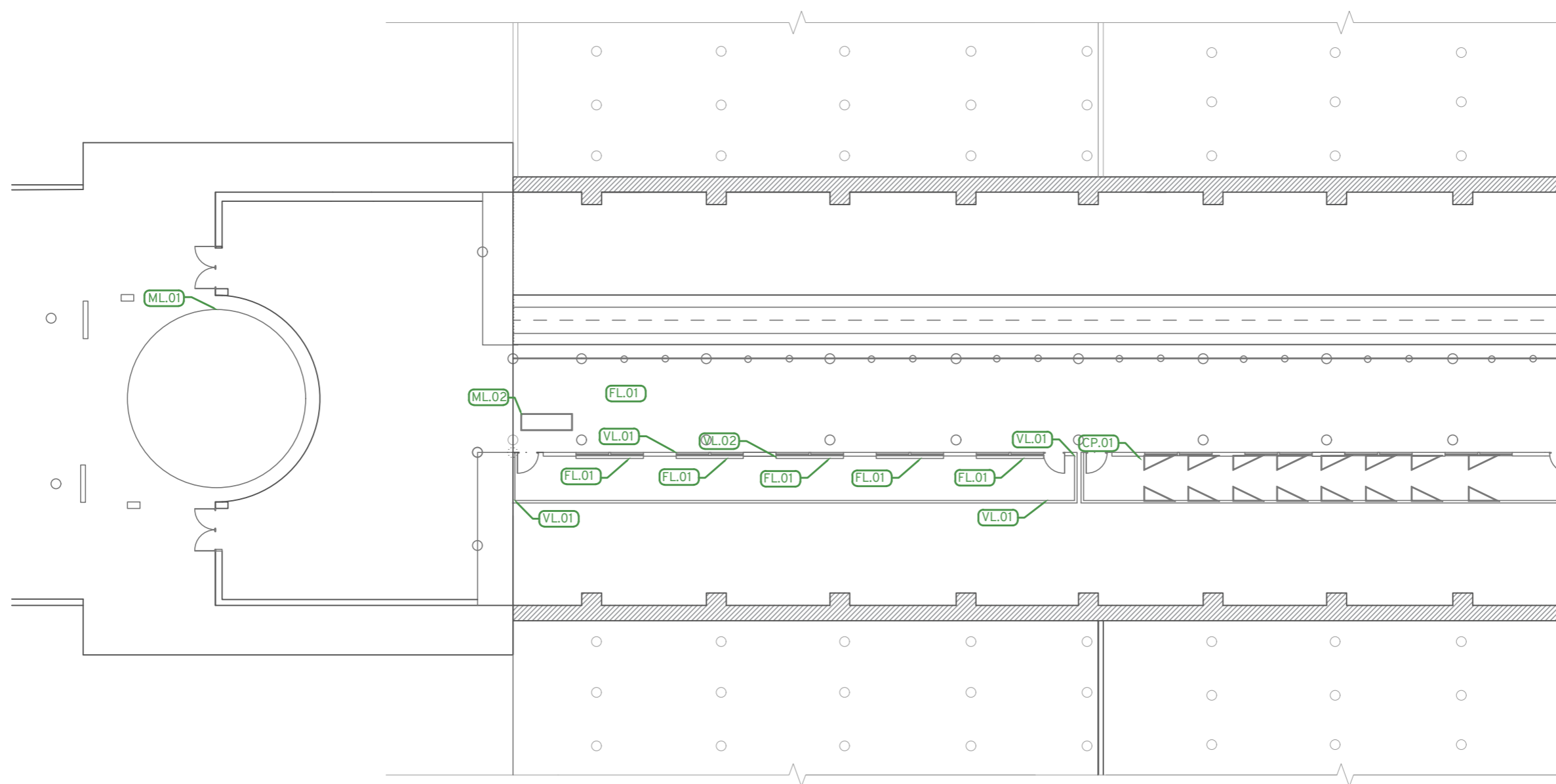
1/6"=1'-0"

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**EX 3.09**



1 MATERIAL PLAN - I  
Scale: 1/6" = 1'-0"



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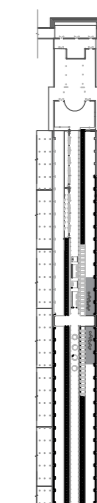
## DESIGNED BY

Shraddha Bedmutha

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## KEY PLAN



## DRAWING TITLE

MATERIAL PLAN-II

## SCALE

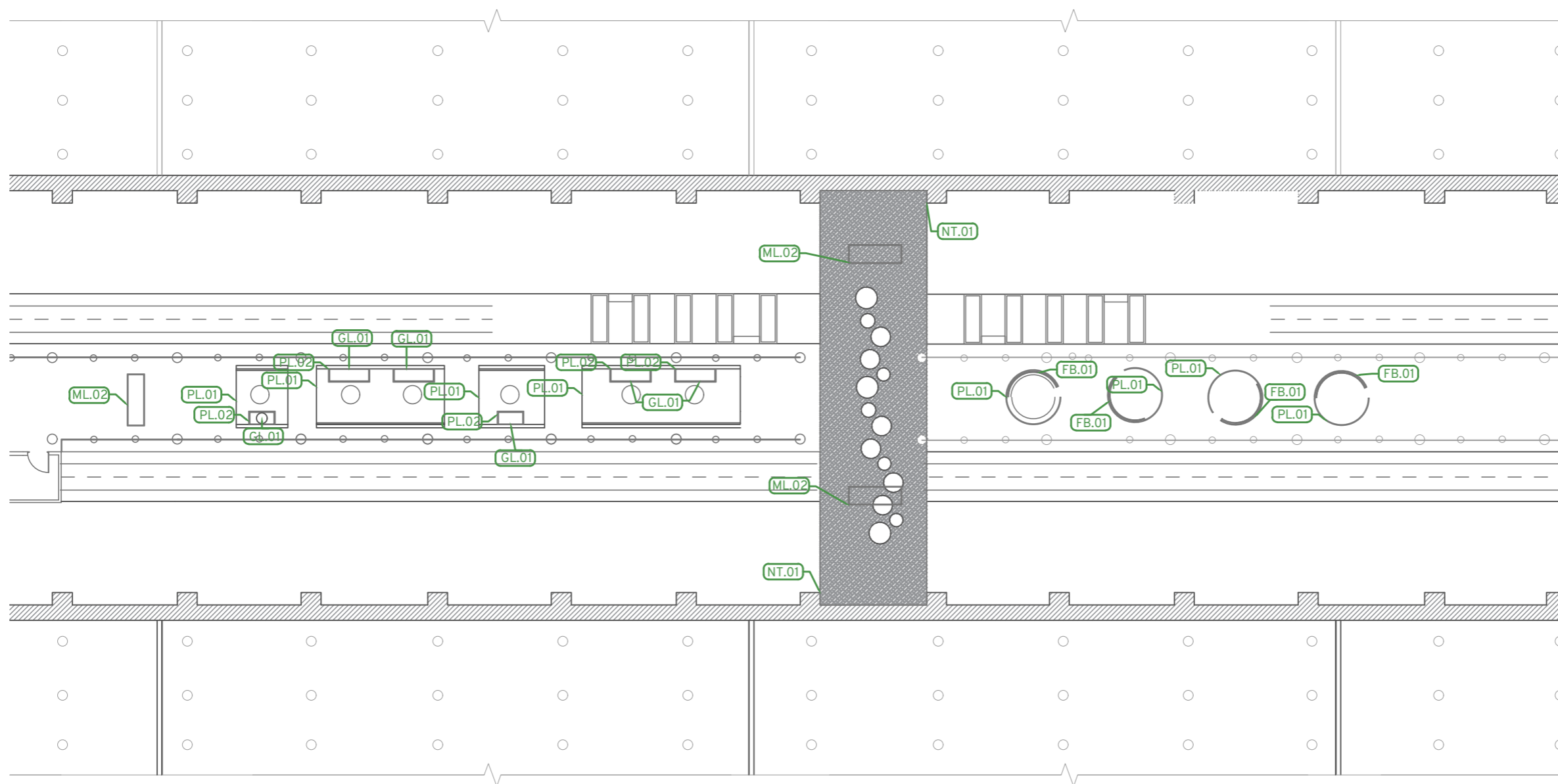
1/6"=1'-0"

## DATE

November 17th, 2021

## DRAWING NO.

**EX 3.10**





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THESIS CAPSTONE EXHIBIT

# HOPE

POWER TO PEOPLE

## PROJECT NAME

HOPE : Power To People

## CLIENT

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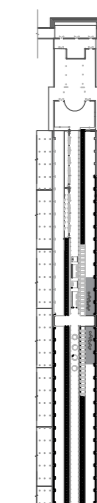
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## KEY PLAN



## DRAWING TITLE

MEDIA PLAN-I

## SCALE

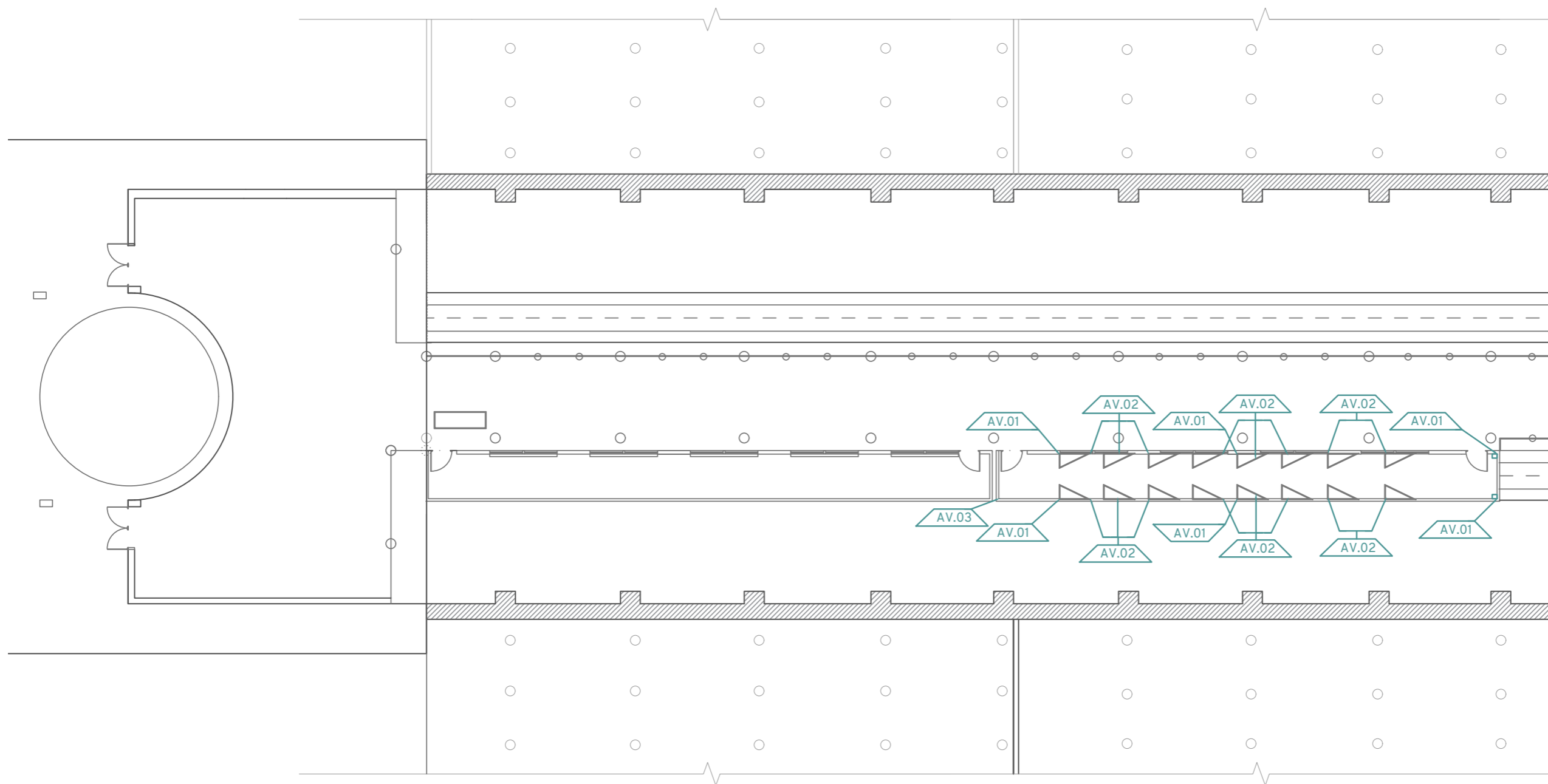
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## DRAWING NO.

**EX 3.11**



1 MEDIA PLAN-I  
Scale: 1/6" = 1'-0"



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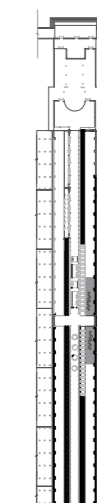
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## KEY PLAN



## DRAWING TITLE

MEDIA PLAN-II

## SCALE

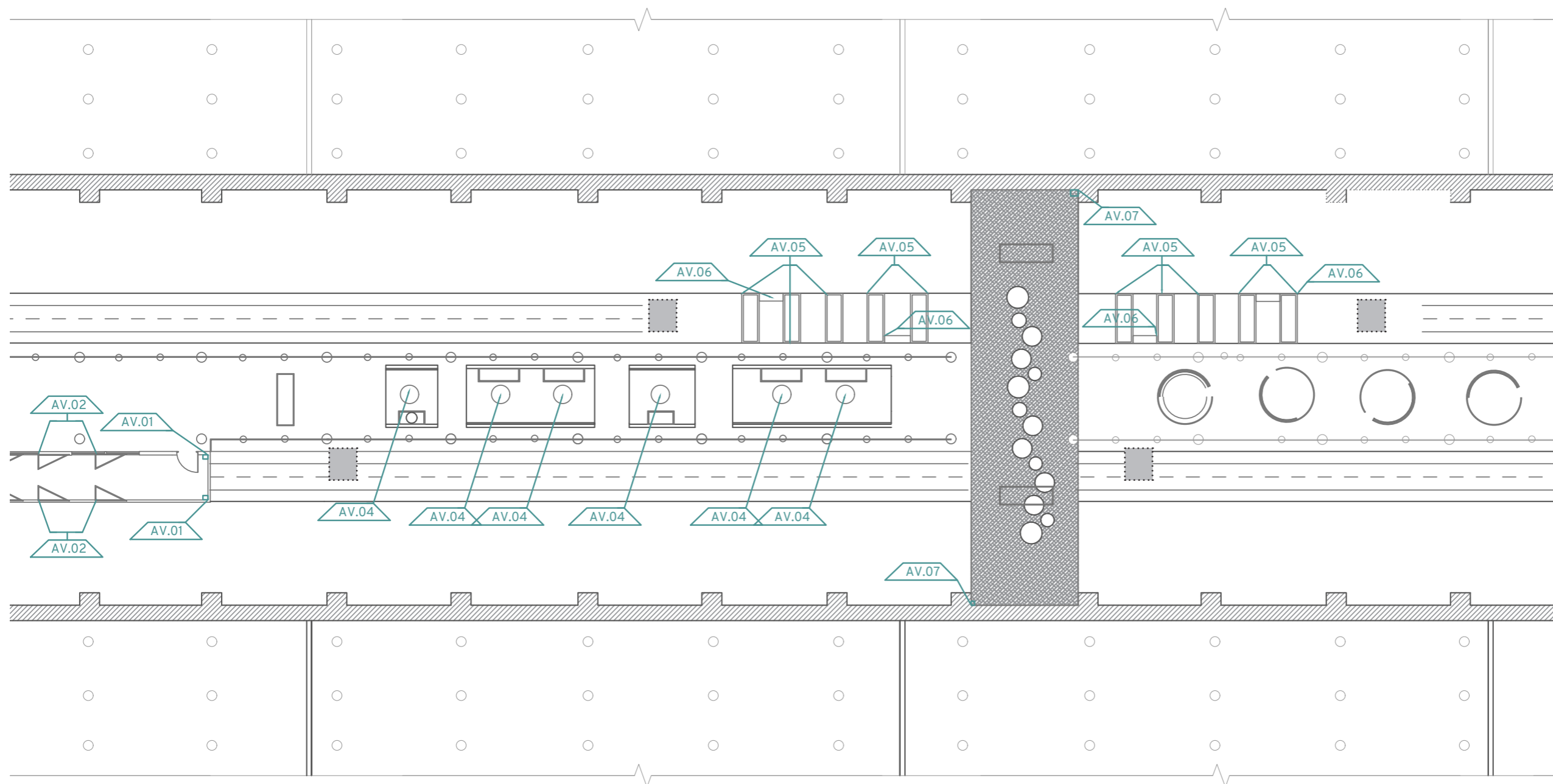
1/6"=1'-0"


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**EX 3.12**



 Generator for electricity



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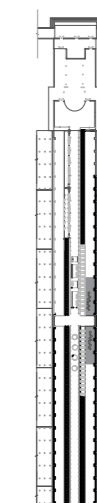
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## KEY PLAN



## DRAWING TITLE

LIGHTING PLAN-I

## SCALE

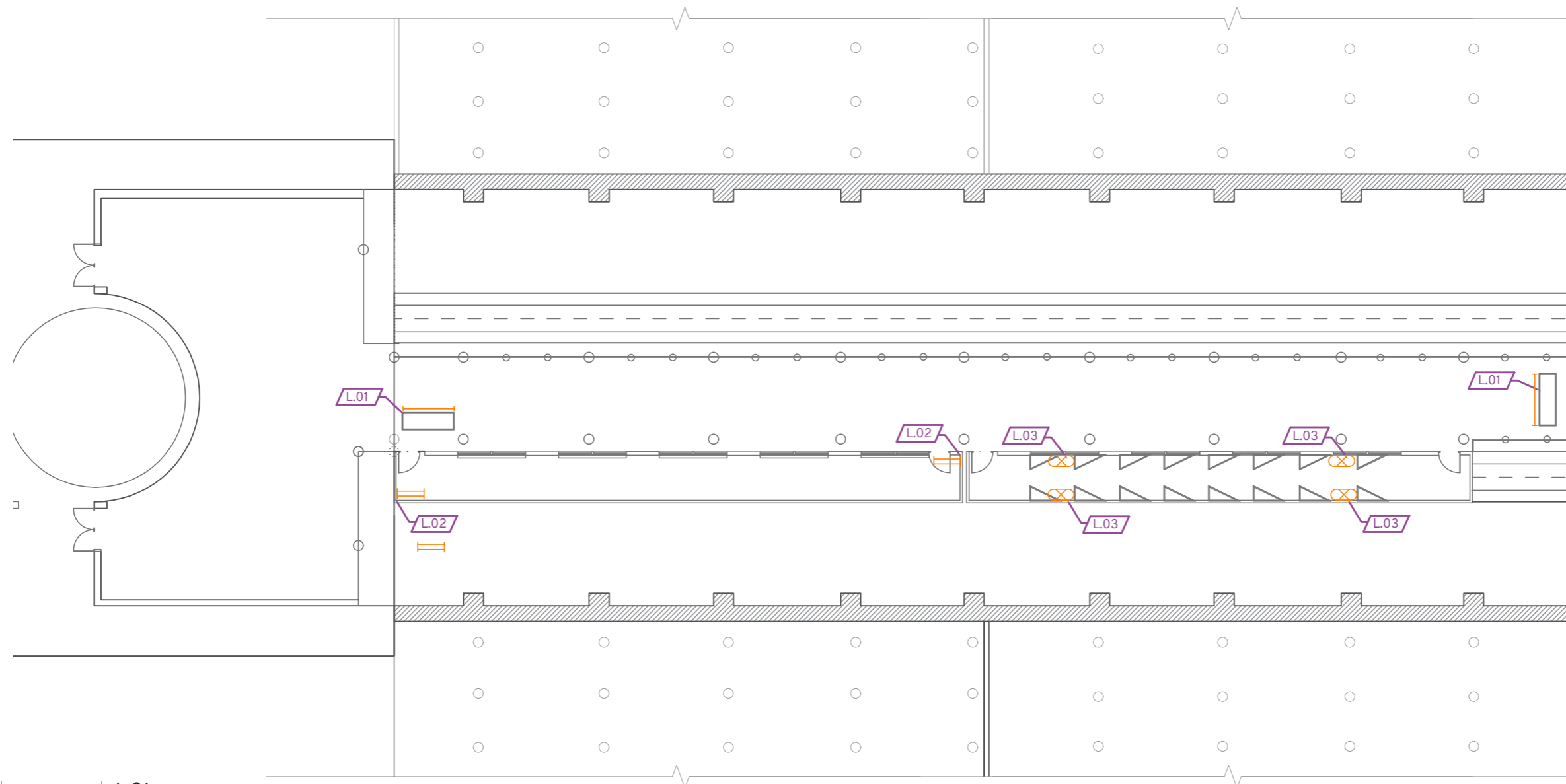
1/6"=1'-0"




## DATE

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## DRAWING NO.

**EX 3.13**



-  L.01
-  L.02
-  L.03



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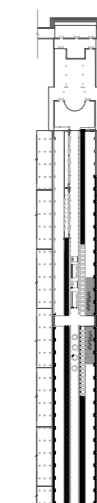
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## KEY PLAN



## DRAWING TITLE

LIGHTING PLAN-II

## SCALE

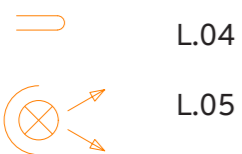
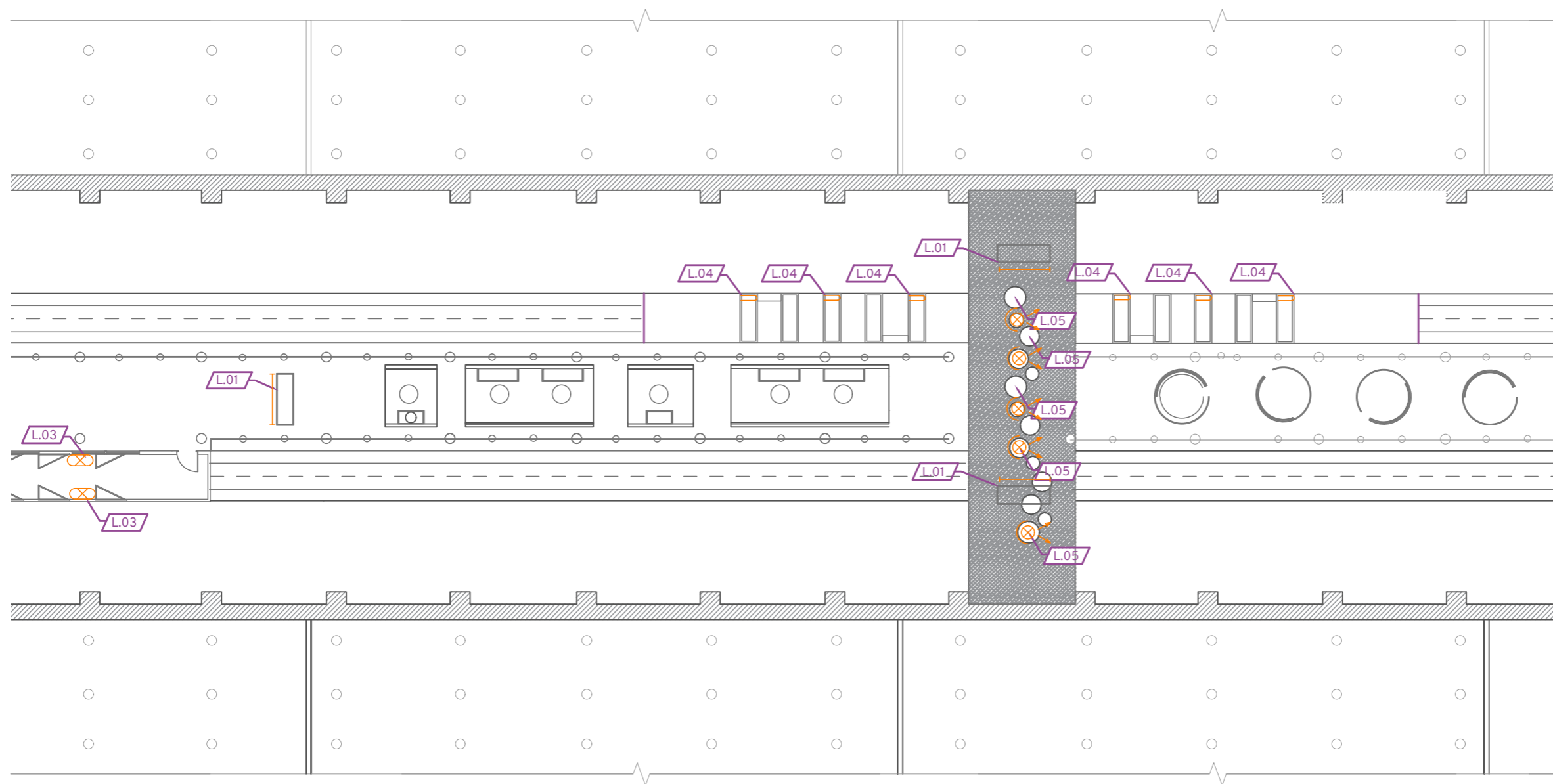
1/6"=1'-0"

## DATE

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## DRAWING NO.

**EX 3.14**







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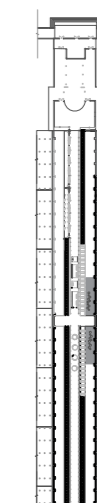
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KEY PLAN



DRAWING TITLE

GRAPHIC LOCATION PLAN

SCALE

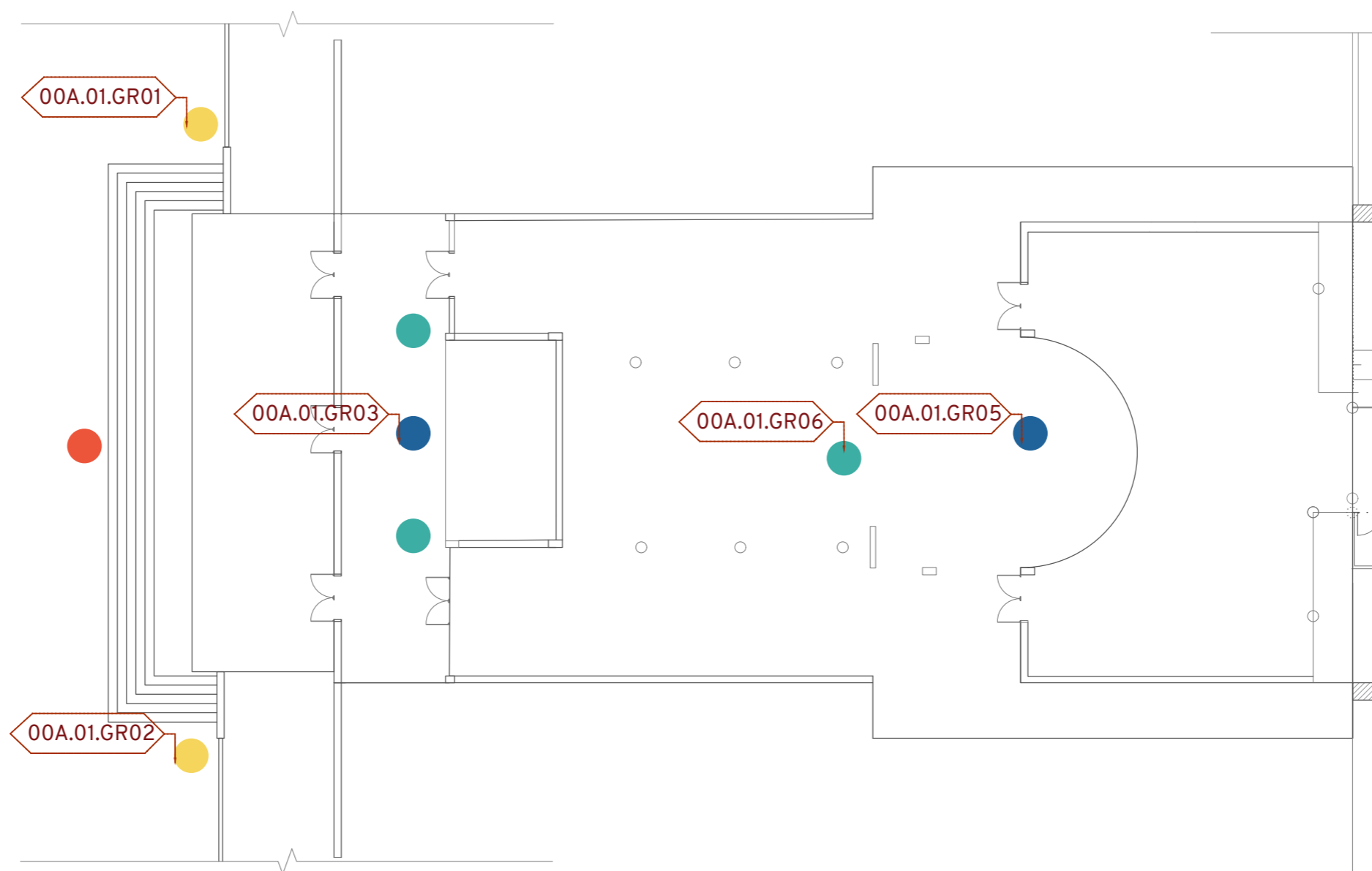
1/6"=1'-0"

DATE

November 17th, 2021

DRAWING NO.

**EX 3.15**



- INTRODUCTION
- WAYFINDING
- BANNERS
- MURAL



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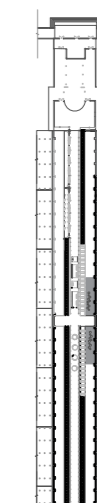
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KEY PLAN



DRAWING TITLE

GRAPHIC LOCATION PLAN

SCALE

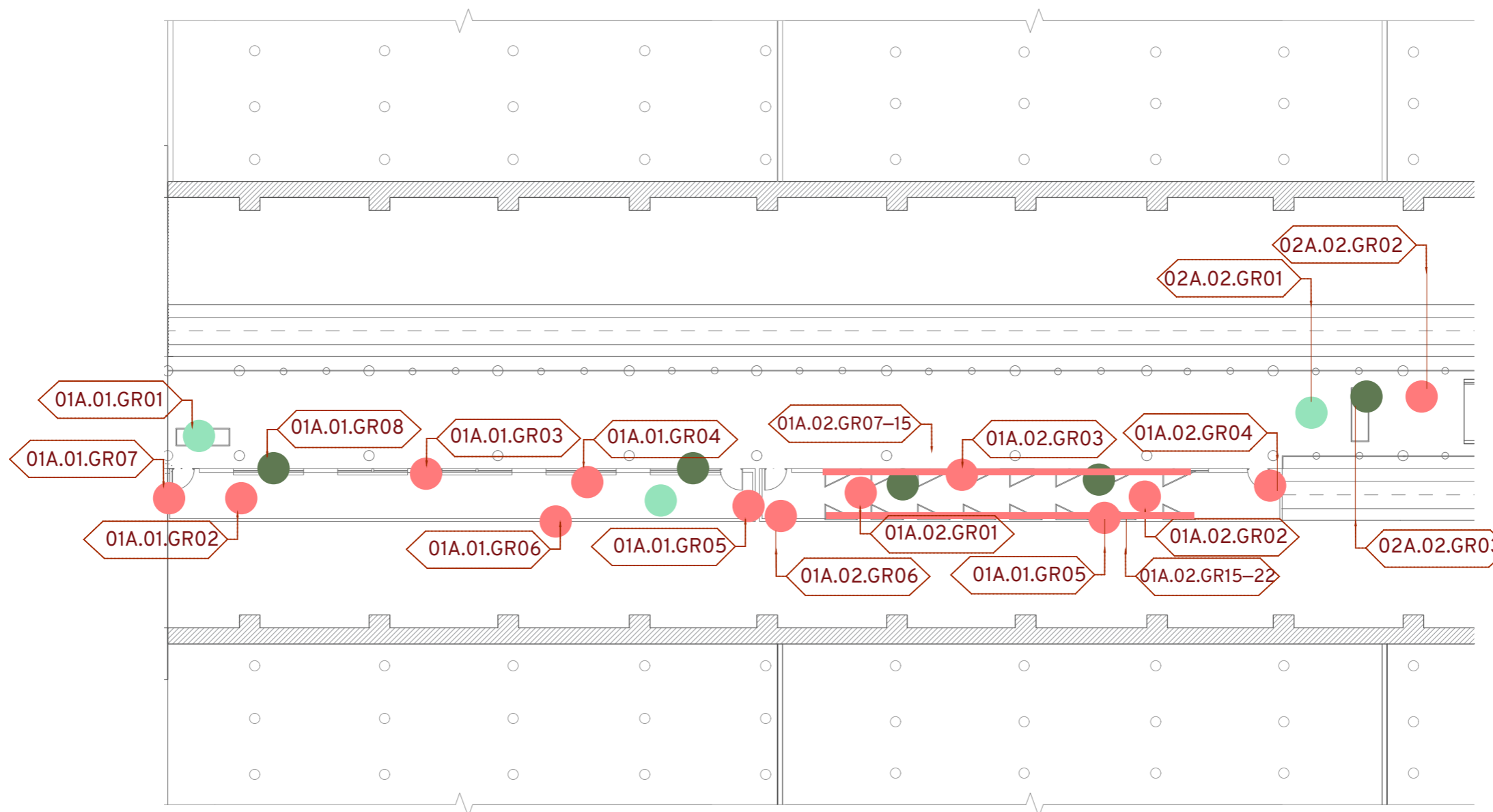
1/6"=1'-0"

DATE

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DRAWING NO.

**EX 3.16**



- AREA GRAPHICS
- CONTENT GRAPHICS
- DIRECTIVES



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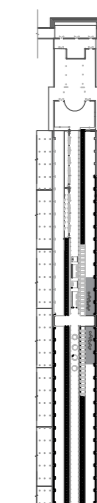
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KEY PLAN



DRAWING TITLE

GRAPHIC LOCATION PLAN

SCALE

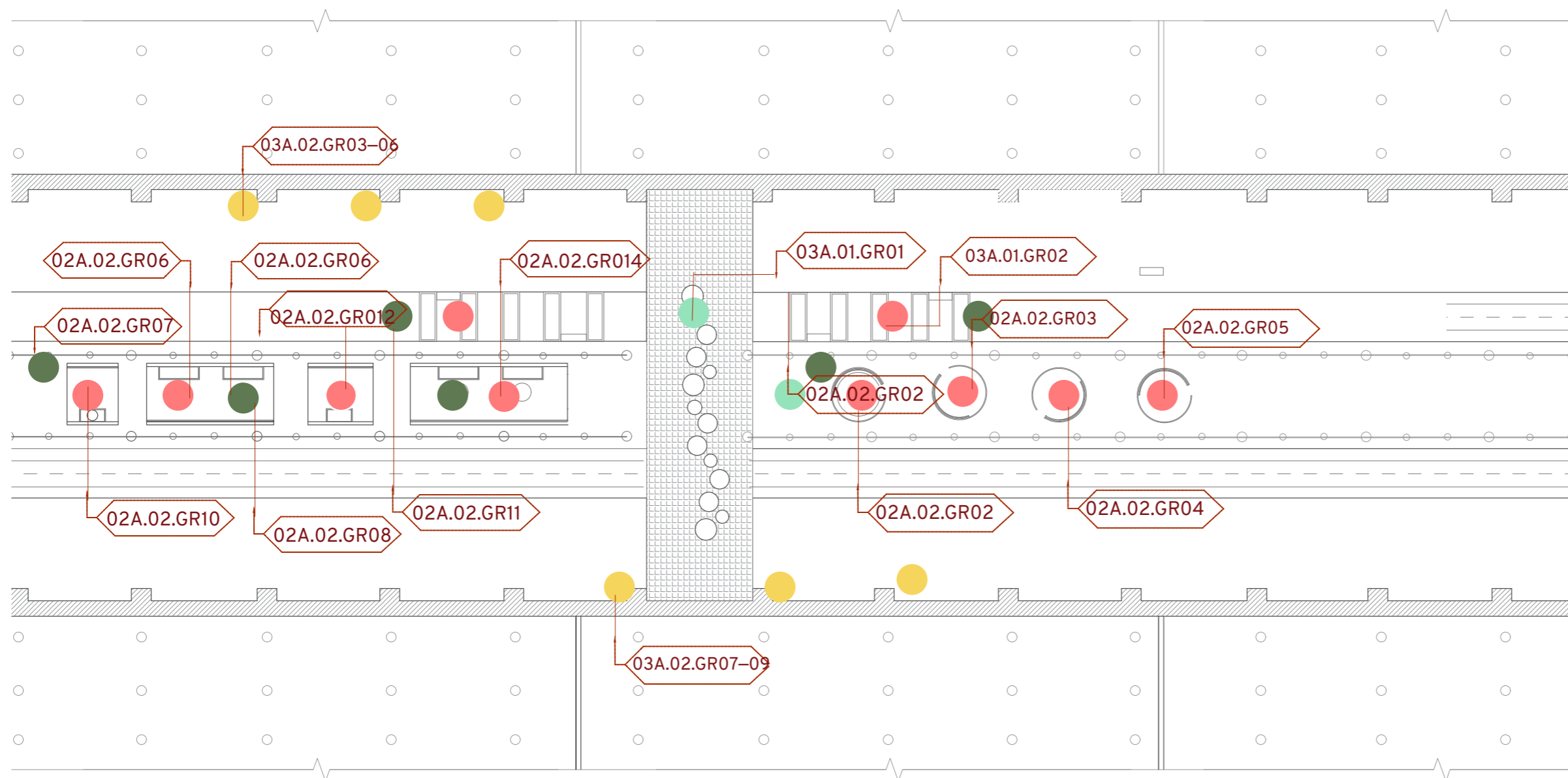
1/6"=1'-0"

DATE

November 17th, 2021

DRAWING NO.

**EX 3.17**



- AREA GRAPHICS
- CONTENT GRAPHICS
- DIRECTIVES
- BANNERS



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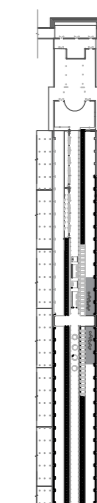
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KEY PLAN



DRAWING TITLE

01A ELEVATION

SCALE

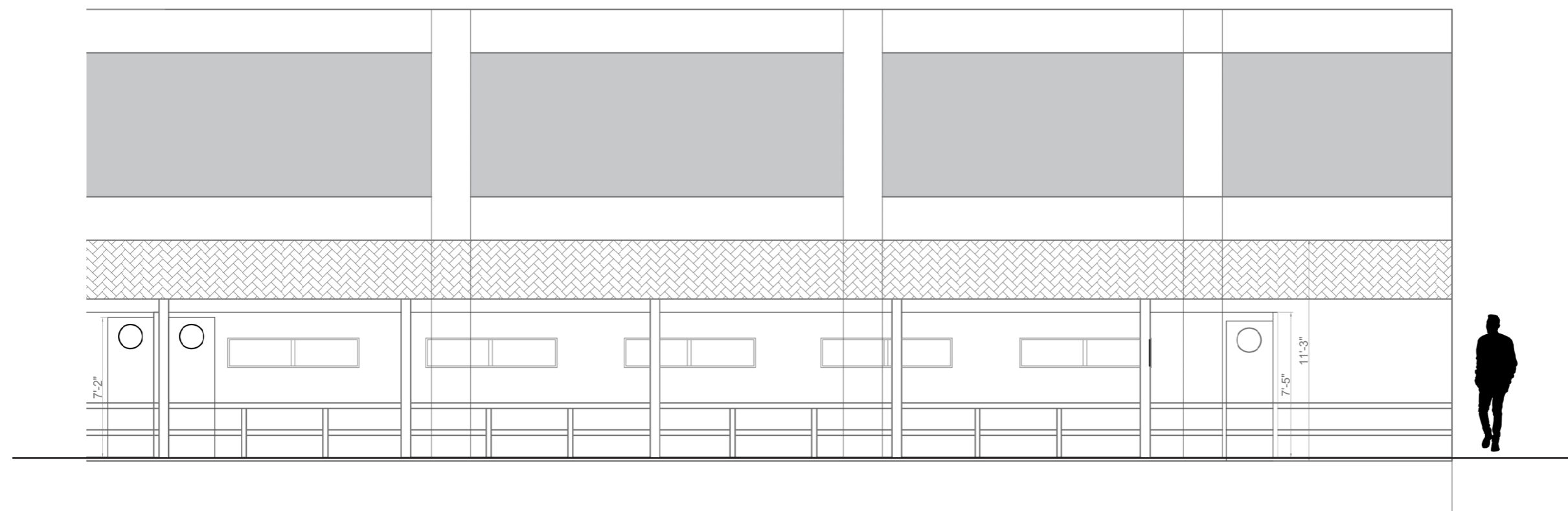
1/3"=1'-0"

DATE

November 17th, 2021

DRAWING NO.

**EX 3.18**



1 01A PARTIAL ELEVATION  
Scale: 1/3" = 1'-0"



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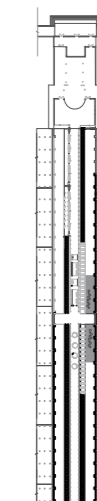
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KEY PLAN



DRAWING TITLE

02A ELEVATION

SCALE

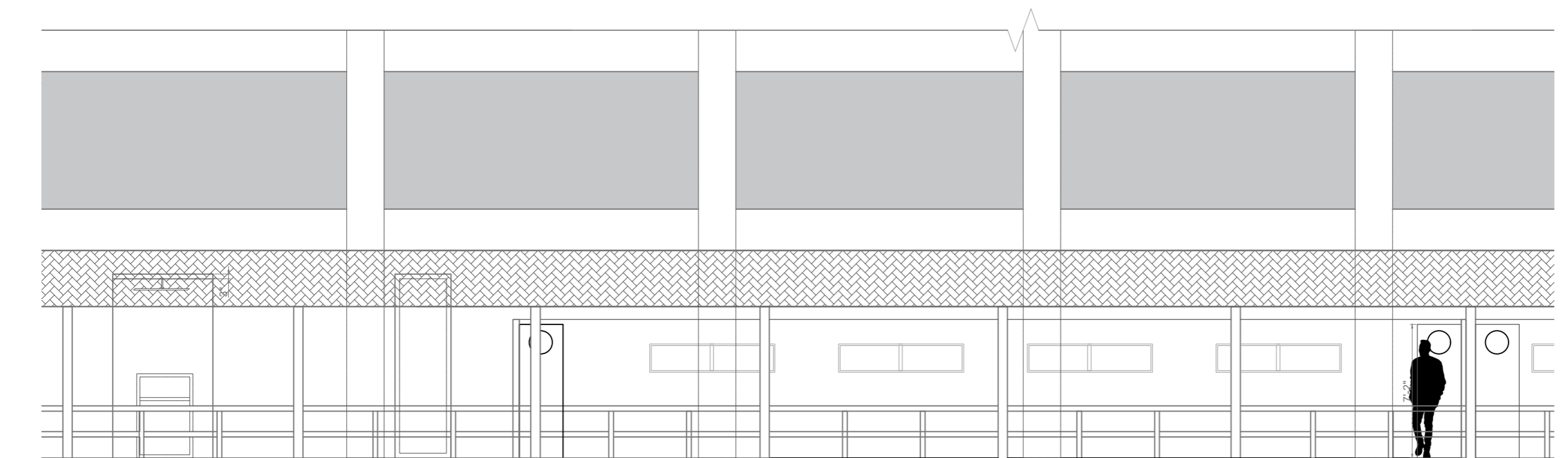
1/3"=1'-0"

DATE

November 17th, 2021

DRAWING NO.

**EX 3.19**



1 02A PARTIAL ELEVATION  
Scale: 1/3" = 1'-0"



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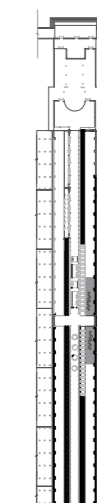
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KEY PLAN



DRAWING TITLE

03A ELEVATION

SCALE

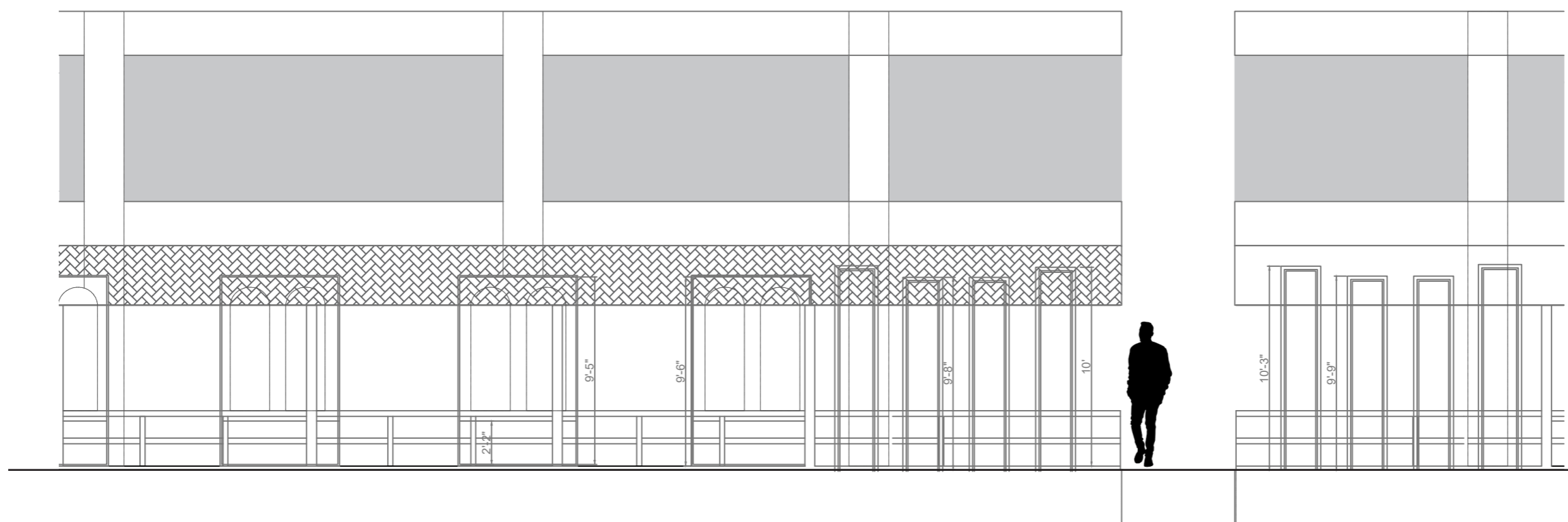
1/3"=1'-0"

DATE

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DRAWING NO.

**EX 3.20**



1 03A PARTIAL ELEVATION  
Scale: 1/3" = 1'-0"



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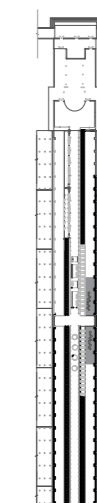
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KEY PLAN



DRAWING TITLE

04A ELEVATION

SCALE

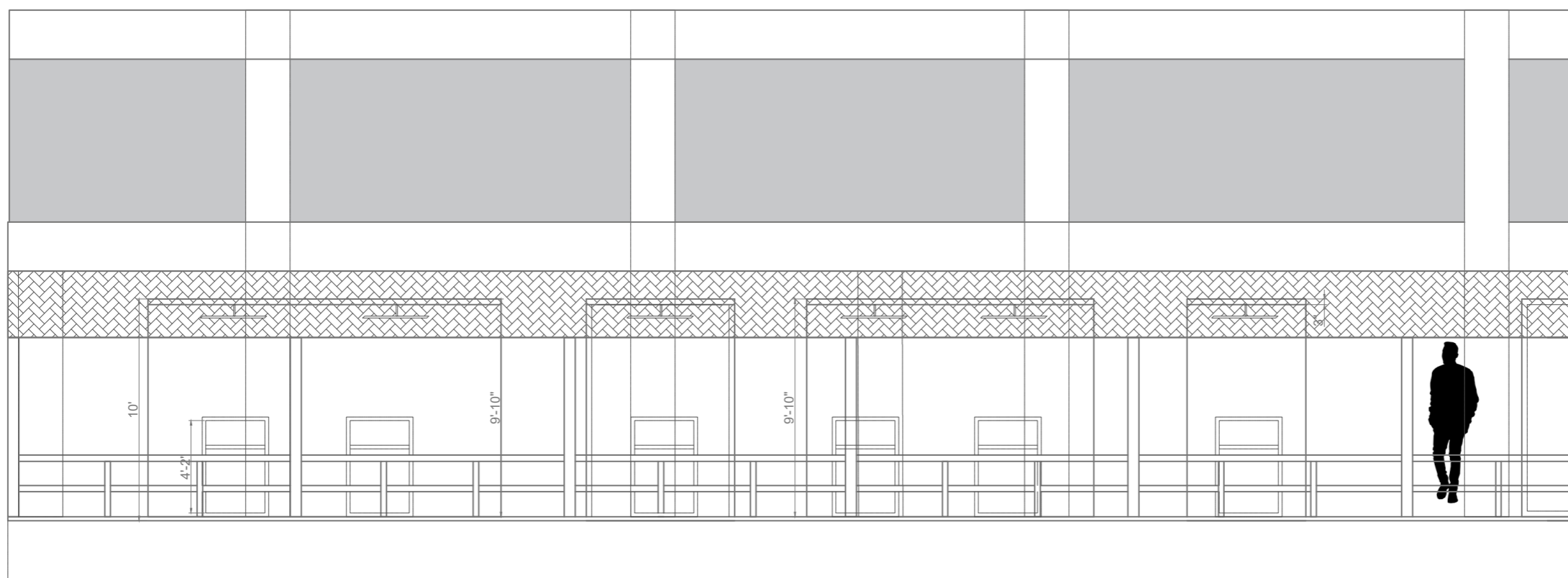
1/3"=1'-0"

DATE

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DRAWING NO.

**EX 3.21**



1 04A PARTIAL ELEVATION  
Scale: 1/3" = 1'-0"



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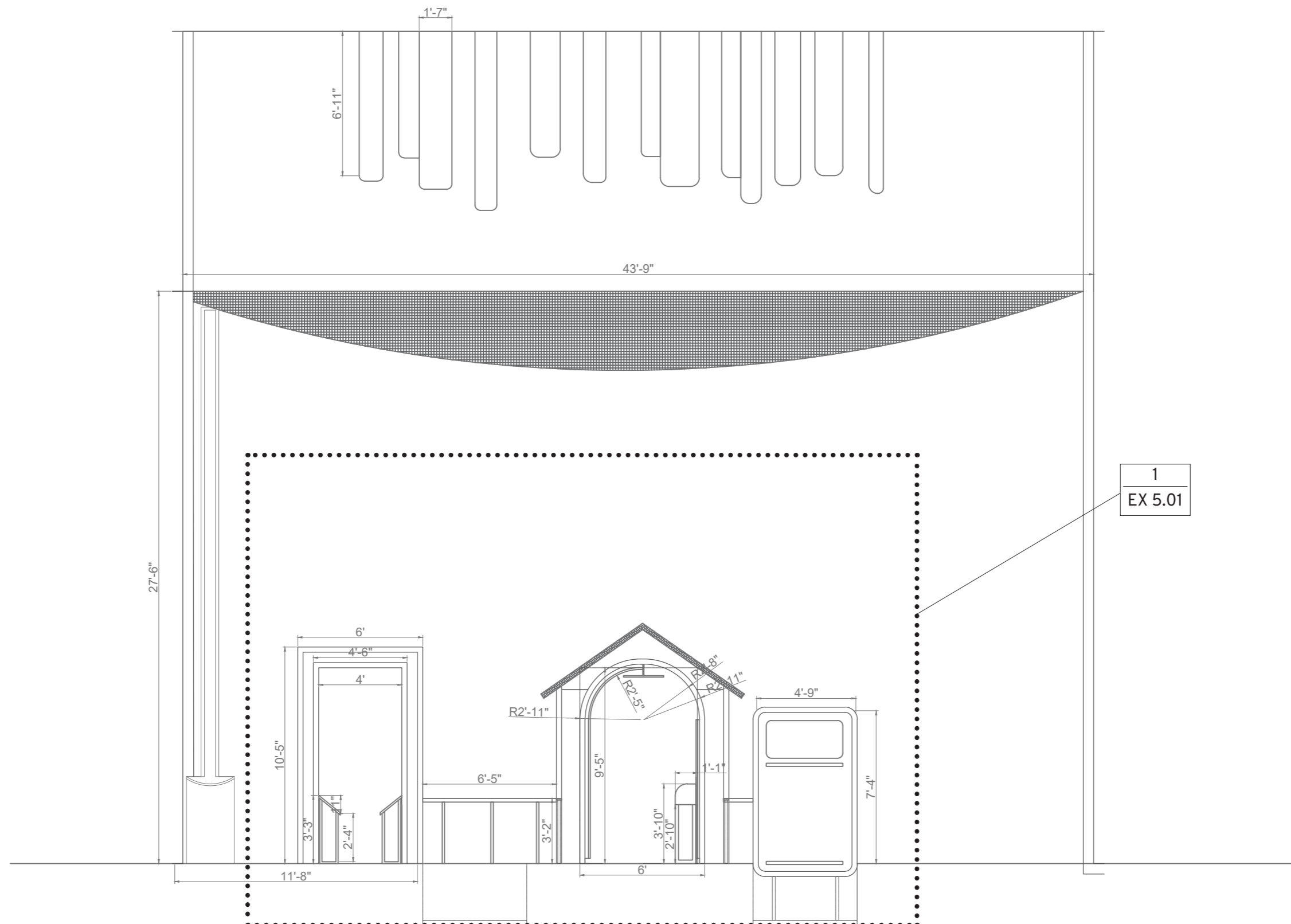
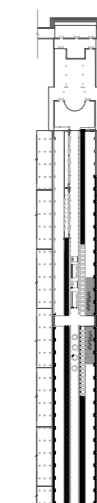
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## KEY PLAN



1  
EX 5.01

1 ELEVATION SECTION-I  
Scale: 1/2" = 1'-0"

## DRAWING TITLE

ELEVATION SECTION-I

## SCALE

1/2" = 1'-0"  
DATE

November 17th, 2021

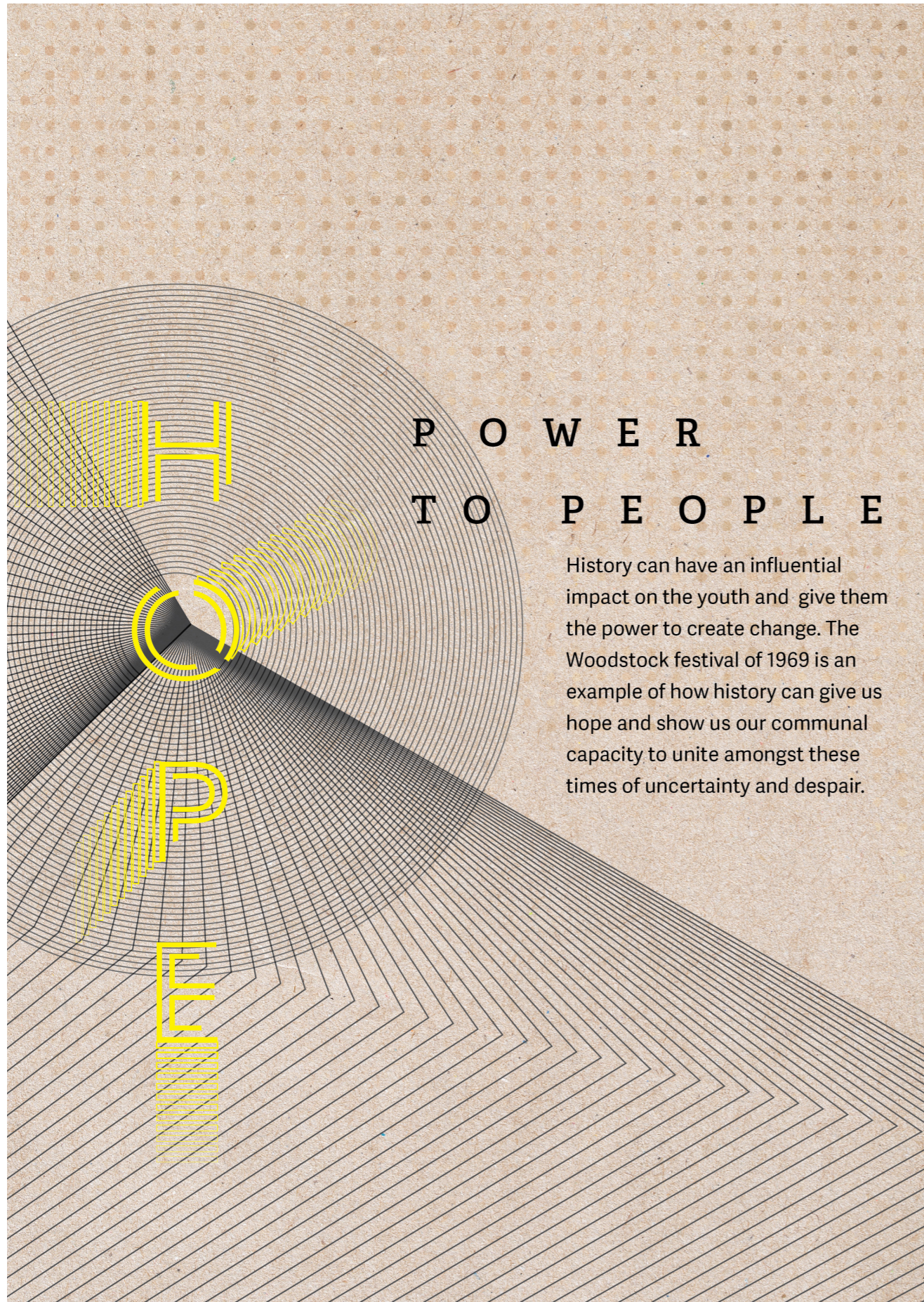
## DRAWING NO.

**EX 3.22**



# **VISUAL IDENTITY**

## LOOK & FEEL



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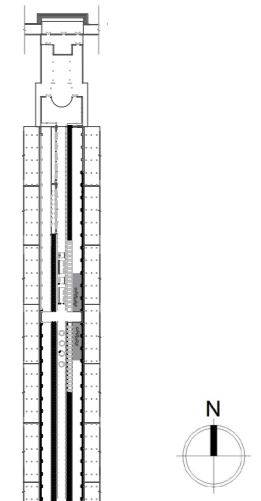
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KEY PLAN



DRAWING TITLE

LOOK AND FEEL

SCALE

N/A

DATE

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DRAWING NO.

**EX 4.01**

# PARENT GRAPHIC



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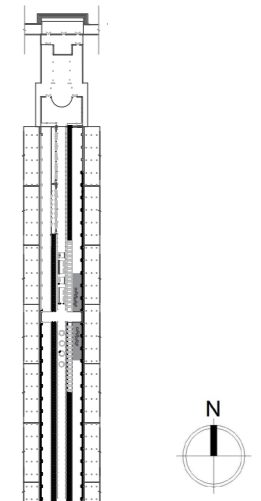
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## KEY PLAN



## DRAWING TITLE

PARENT GRAPHIC

## SCALE

N/A

## DATE

November 17th, 2021

## DRAWING NO.

# EX 4.02

## TYPE STUDY

### GILL SANS – NOVA INLINE

Gill Sans is a humanist sans-serif typeface. It's aim was to blend the influences of Johnston, classic serif typefaces and Roman inscriptions to create a design that looked both cleanly modern and classical at the same time.

Designer– *Eric Gill*

### ADELLE

A versatile and authoritative slab serif font family with the combination of its lively character and unobstrusive appearance.

### ADELLE SANS

The key word behind Adelle Sans' design is flexibility. Adelle Sans manages to capture one of the most desired of human emotions: cheerfulness. It pulls you in with the promise of good tidings to come, and captures your attention with its simplicity of form and elegance of movement.

Designer– *José Scaglione, Veronika Burian*

Gill Sans Nova Inline (24pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*()

Adelle Regular (24pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

Adelle Sans (24pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()



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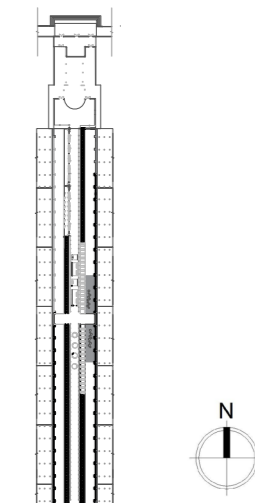
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KEY PLAN



DRAWING TITLE

TYPE STUDY

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 4.03**



## COLOR STUDY

**Brown tones** used depict the color of people of half a million people and the **yellow** is symbolic of the bright, pop culture of younger generation as well as signifying a **ray of hope**. Whereas he **muted colors** are picked to be reminiscent of **music albums** and vintage magazine covers of 1960's.

-  PANTONE P 179-4 U
-  PANTONE P 43-16 U
-  PANTONE P 32-10 U
-  PANTONE P 42-11 U
-  PANTONE P 37-4 U
-  PANTONE P 143-10 U
-  PANTONE P 127- 3 U
-  PANTONE P 4-7 U

## Color Hierarchy



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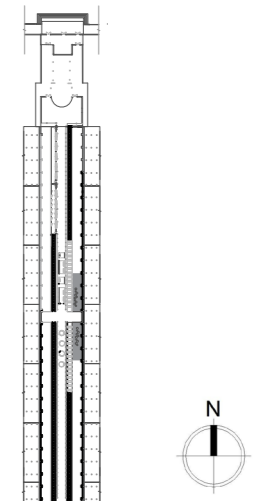
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KEY PLAN



DRAWING TITLE

COLOR STUDY

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 4.05**

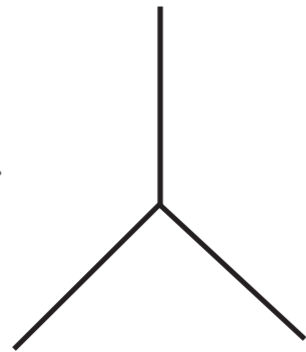
# PATTERNS

Circles are derived from the natural form of ripple of water and shining sun to represent a **ripple of hope** to the younger generation. Circles are also commemorating the festival by using the shape of **music records** and abstracting community building. Similarly, triangular **linework** is used to represent the connections between past, present and future while abstractly showing a **peace sign**.

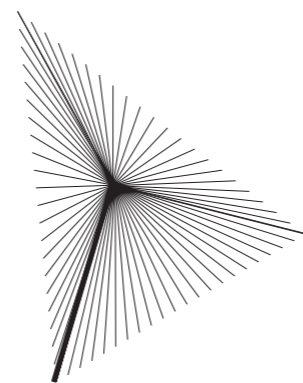
## EVOLUTION OF PATTERNS—



Abstraction of peace sign



Triangle pattern



Linework connections



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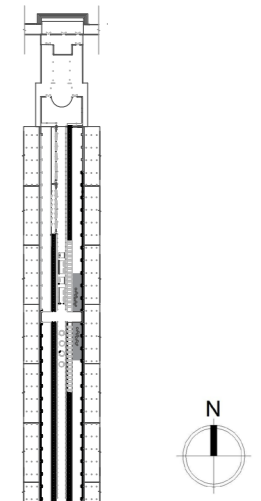
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KEY PLAN



DRAWING TITLE

PATTERNS

SCALE

N/A

DATE

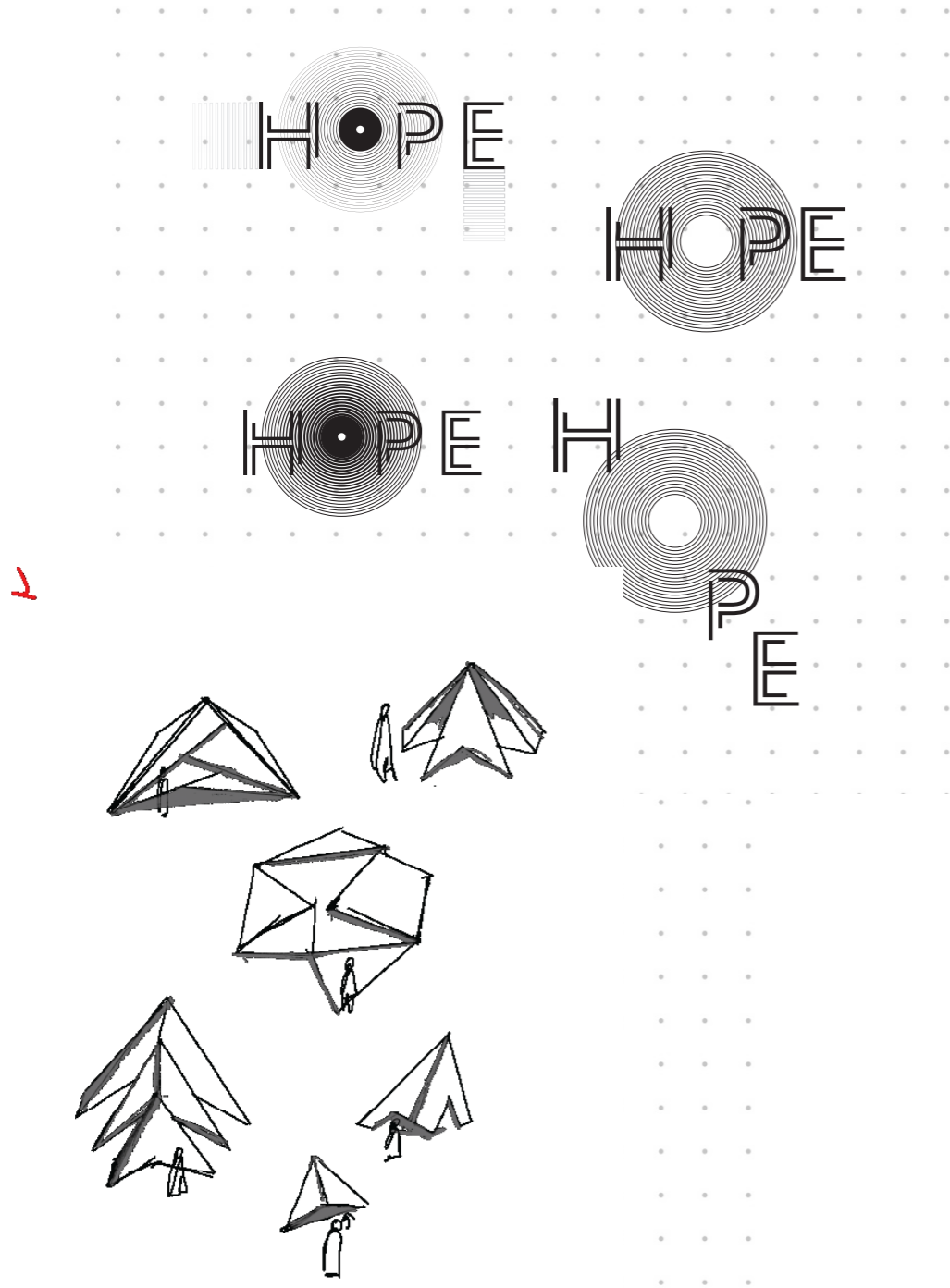
November 17th, 2021

DRAWING NO.

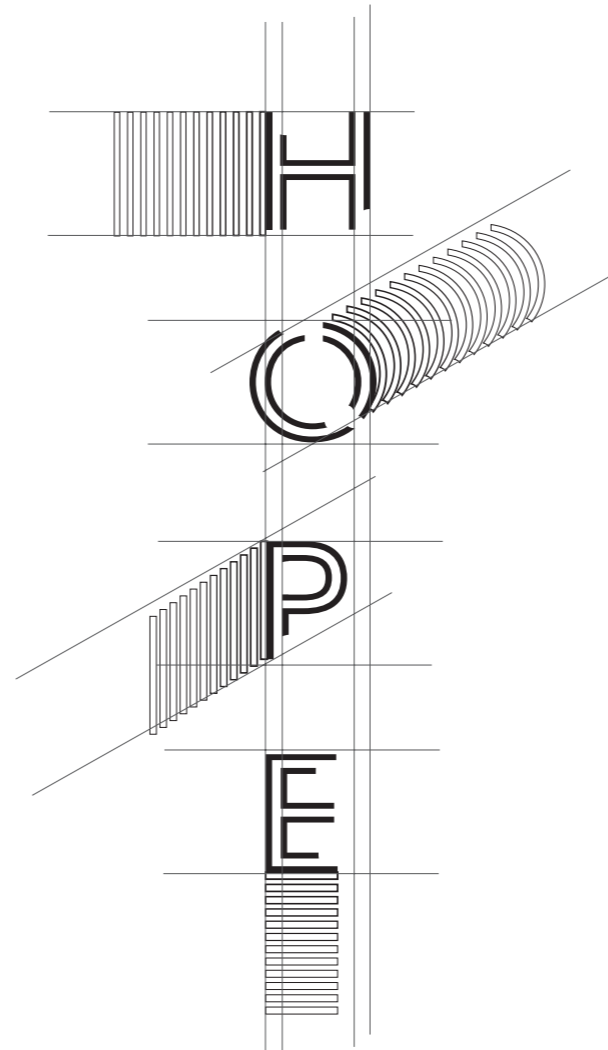
**EX 4.06**

# LOGO

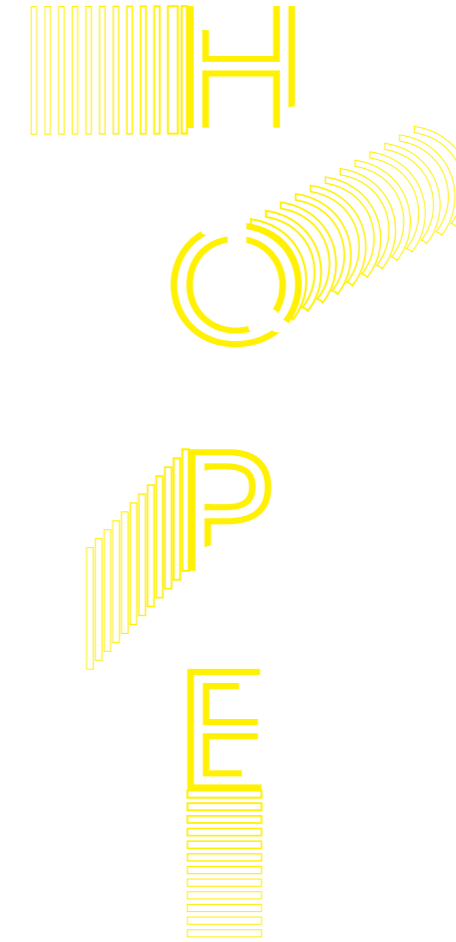
## Logo Exploration



## Logo Lockup



## Logo Color



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# HOPE

POWER TO PEOPLE

PROJECT NAME

HOPE : Power To People

CLIENT

The Young Americans

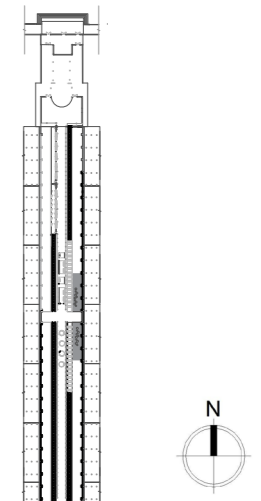
DESIGNED BY

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KEY PLAN



DRAWING TITLE

LOGO

SCALE

N/A

DATE

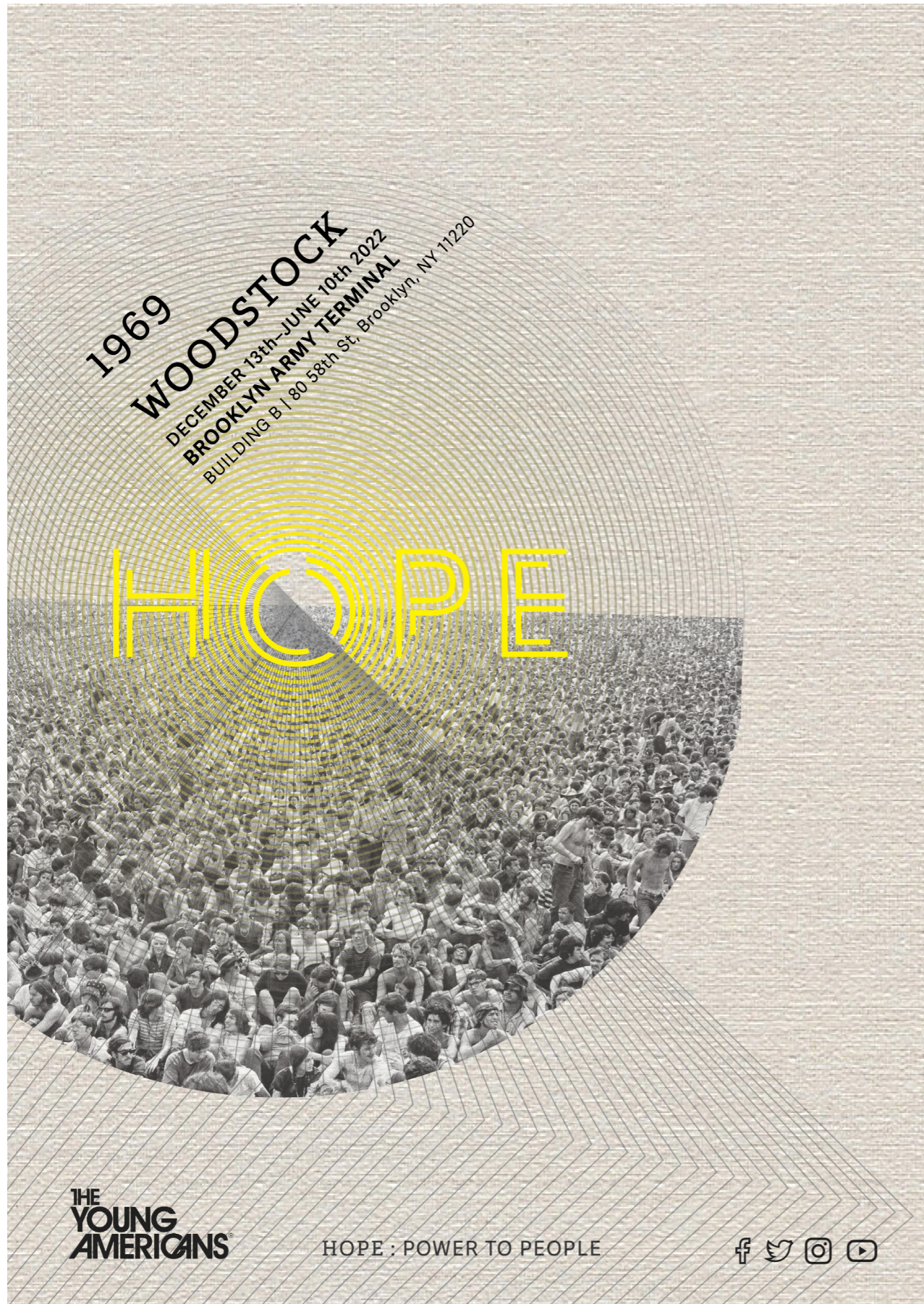
November 17th, 2021

DRAWING NO.

# EX 4.07



# POSTER



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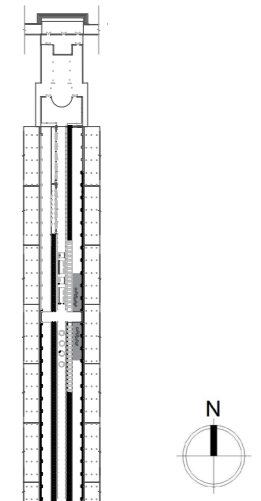
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### KEY PLAN



### DRAWING TITLE

POSTER

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 4.08**

# PROMOTIONAL SIGNAGE



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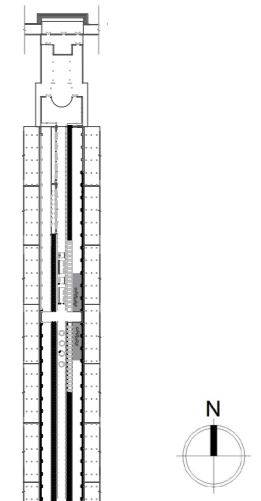
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KEY PLAN



DRAWING TITLE

PROMOTIONAL SIGNAGE

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 4.09**

# PROMOTIONAL ADVERTISEMENTS



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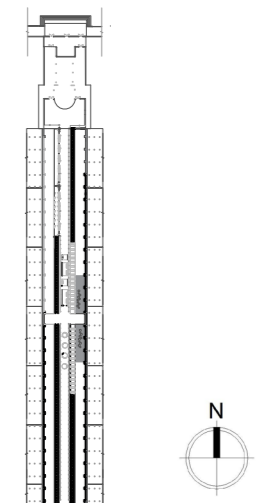
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### KEY PLAN



### DRAWING TITLE

PROMOTIONAL ADS

### SCALE

N/A

### DATE

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### DRAWING NO.

**EX 4.10**

# COLLATERALS



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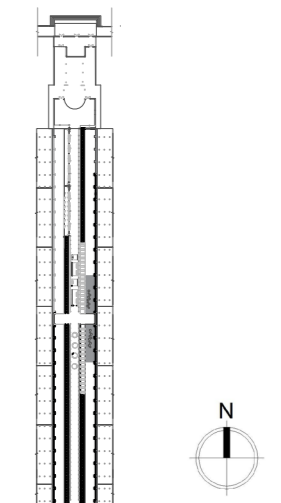
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### KEY PLAN



### DRAWING TITLE

COLLATERAL

### SCALE

N/A

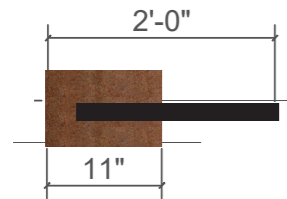
### DATE

November 17th, 2021

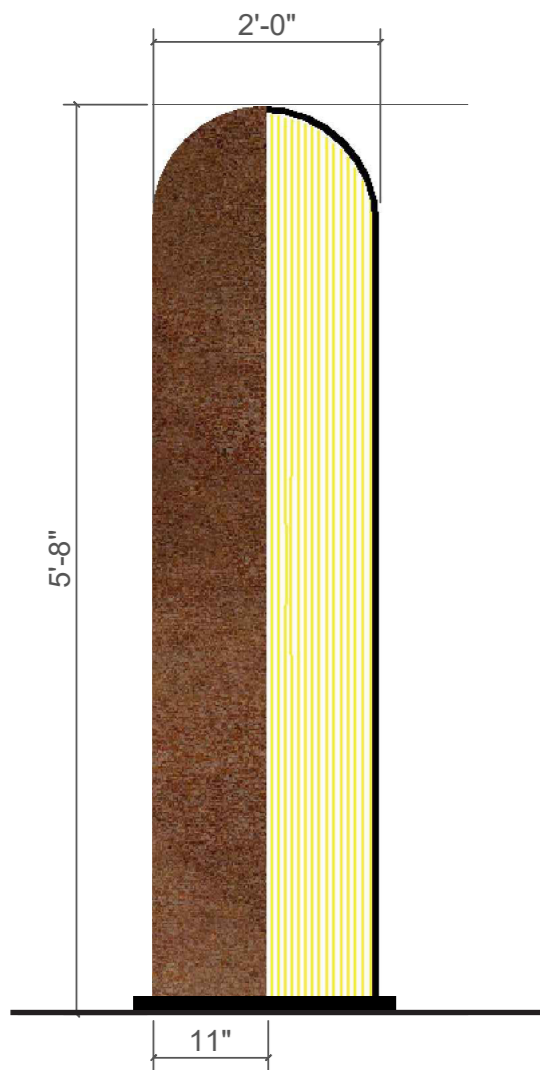
### DRAWING NO.

**EX 4.11**

# WAYFINDING DETAIL



1 04A.01.GR01 TOP VIEW  
Scale: 1/1" = 1'-0"



2 04A.01.GR02 FRONT ELEVATION  
Scale: 1/1" = 1'-0"



3 04A.01.GR03 SIDE ELEVATION  
Scale: 1/1" = 1'-0"



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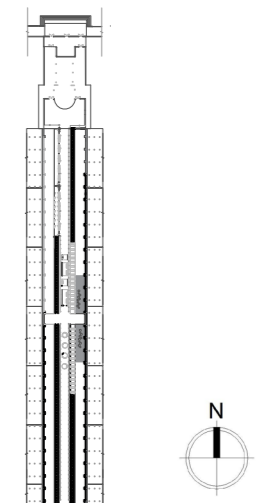
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KEY PLAN



DRAWING TITLE

WAYFINDING DETAIL

SCALE

N/A

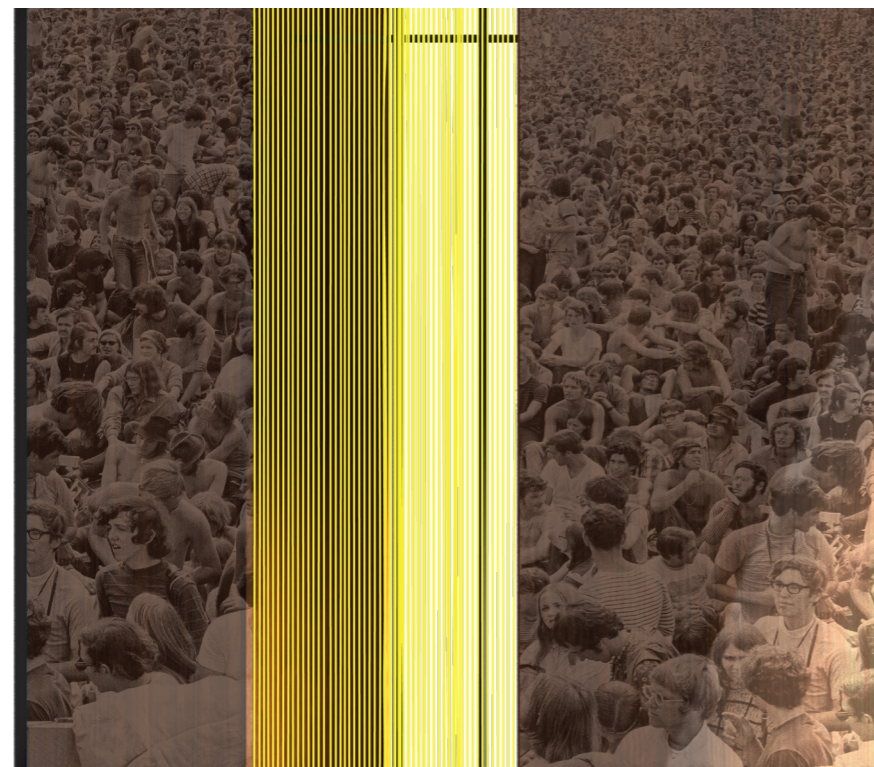
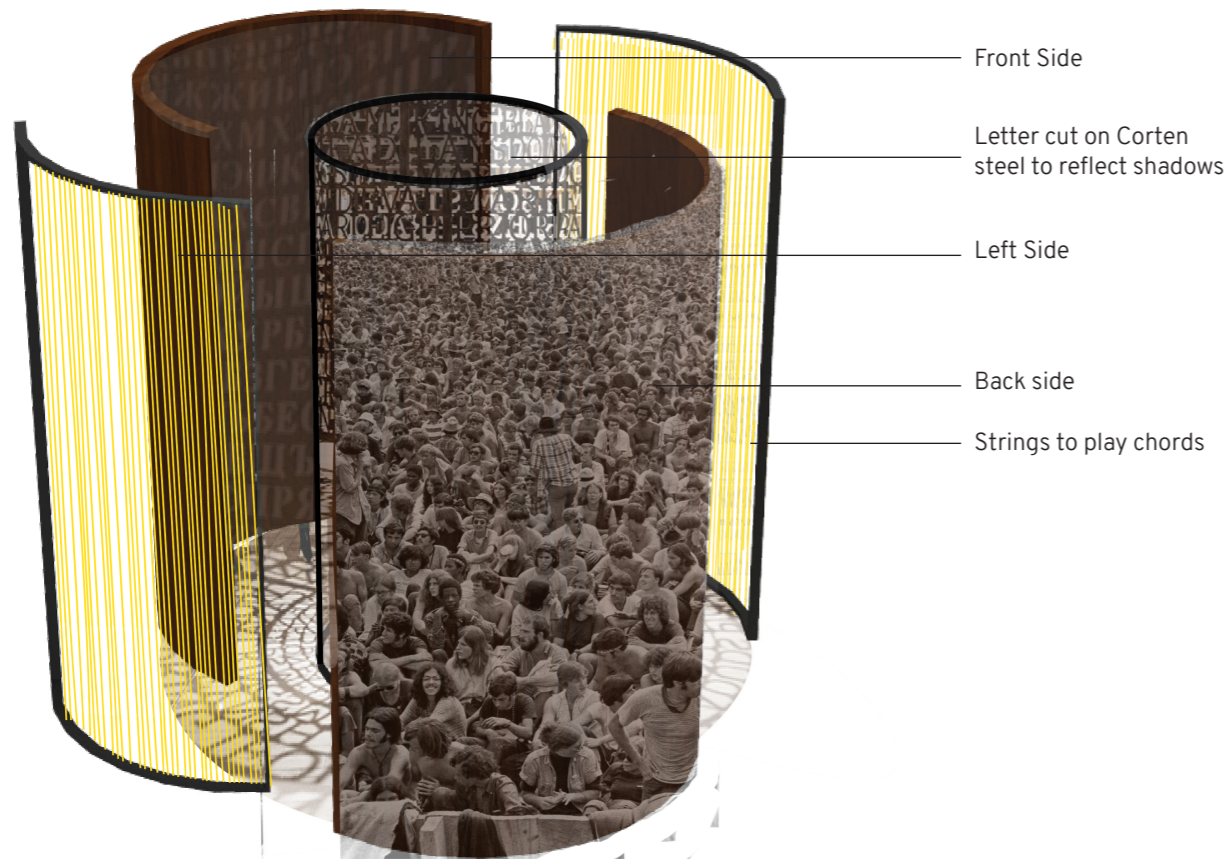
DATE

November 17th, 2021

DRAWING NO.

# EX 4.12

# INTRODUCTION GRAPHIC DETAIL



1 00A.01.GR05 FRONT ELEVATION  
Scale: 1/2" = 1'-0"

2 00A.01.GR05 BACK SIDE ELEVATION  
Scale: 1/2" = 1'-0"



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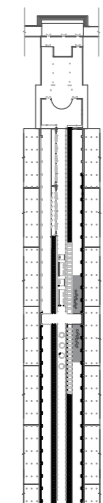
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KEY PLAN



DRAWING TITLE

INTRODUCTION DETAIL

SCALE

N/A

DATE

November 17th, 2021

DRAWING NO.

**EX 4.13**

# BANNERS



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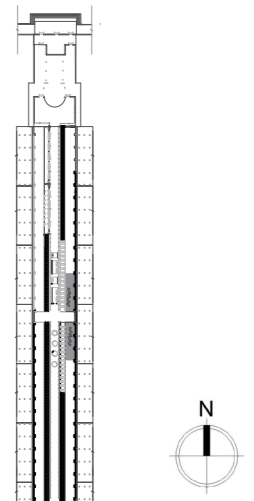
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KEY PLAN



DRAWING TITLE

EXHIBITION BANNERS

SCALE

N/A

DATE

November 17th, 2021

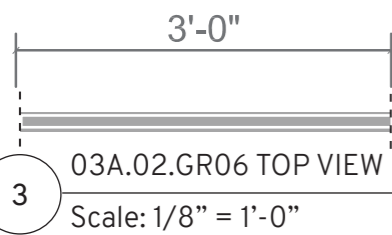
DRAWING NO.

# EX 4.14

# BANNER DETAIL



1 03A.02.GR06 FRONT ELEVATION  
Scale: 1/8" = 1'-0"



3 03A.02.GR06 TOP VIEW  
Scale: 1/8" = 1'-0"



2 03A.02.GR06 SIDE ELEVATION  
Scale: 1/8" = 1'-0"



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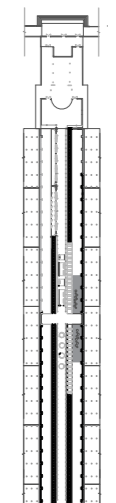
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KEY PLAN



DRAWING TITLE

BANNER DETAIL

SCALE

N/A

DATE

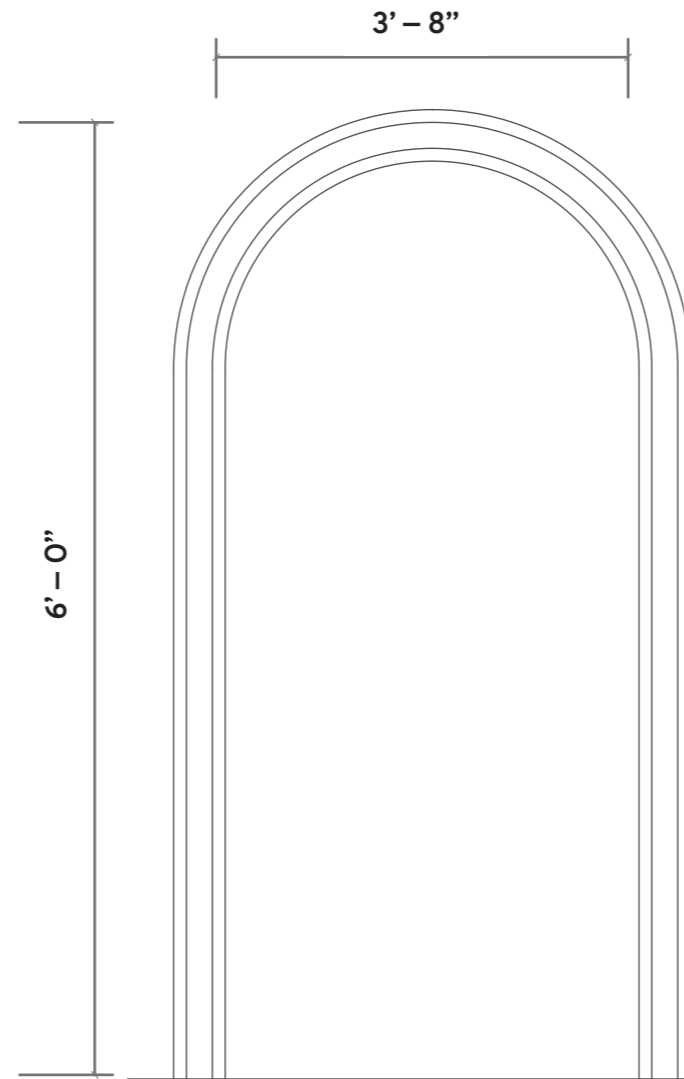
November 17th, 2021

DRAWING NO.

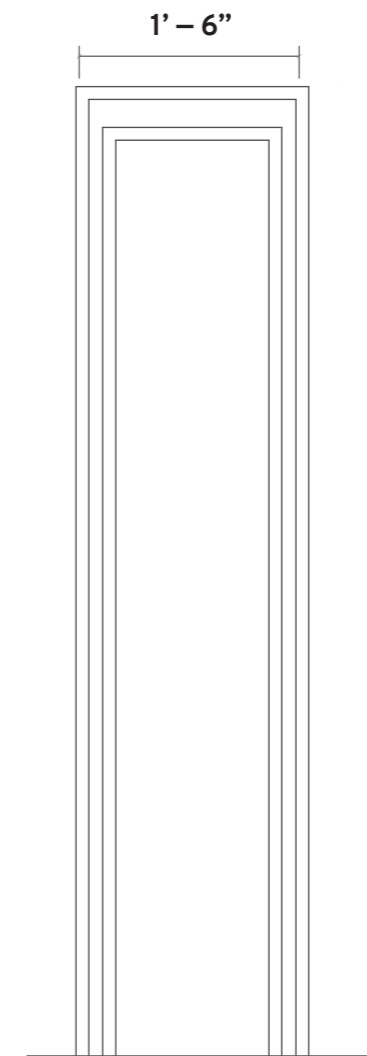
**EX 4.15**



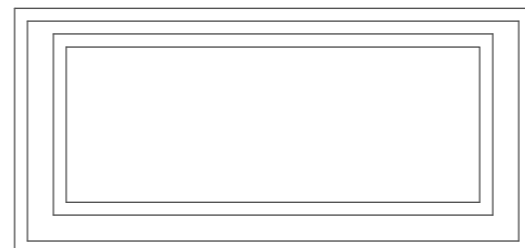
# AREA INTRODUCTION DETAIL



1 01A.01.GR01 FRONT ELEVATION  
Scale: 1/6" = 1'-0"



2 01A.01.GR01 SIDE ELEVATION  
Scale: 1/6" = 1'-0"



3 01A.01.GR01 TOP VIEW  
Scale: 1/6" = 1'-0"



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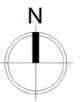
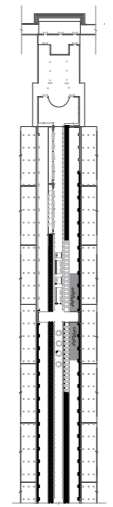
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### KEY PLAN



### DRAWING TITLE

AREA INTRO DETAIL

### SCALE

N/A

### DATE

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### DRAWING NO.

**EX 4.16**

# CONTENT GRAPHICS



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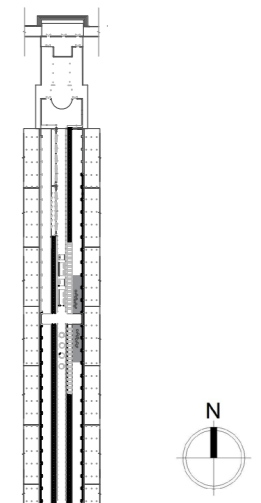
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### KEY PLAN



### DRAWING TITLE

CONTENT GRAPHICS

### SCALE

N/A

### DATE

November 17th, 2021

### DRAWING NO.

**EX 4.17**

1969 THE YOUNG AMERICANS

## WOODSTOCK

The songs played at Woodstock had a long lasting impact on the youth and gave them the strength to be alive in the moment and enter into the free spirit.

Sometimes I feel like a motherless child  
A long way from my home  
Freedom freedom freedom freedom  
Freedom freedom freedom freedom

**Song : Freedom**

1969 THE YOUNG AMERICANS

## WOODSTOCK

Woodstock bus which was known as Vehicle of Peace — an object that stores & resonates magical energy to create change. People are invited to the bus to step in and discover themselves by asking who they are, why are they here, and how can they contribute to the whole.

"I come running out and I look down there and I see a bunch of people [who] look a lot like me, except they're naked and they're asleep,"

**People : Connection**

1969 THE YOUNG AMERICANS

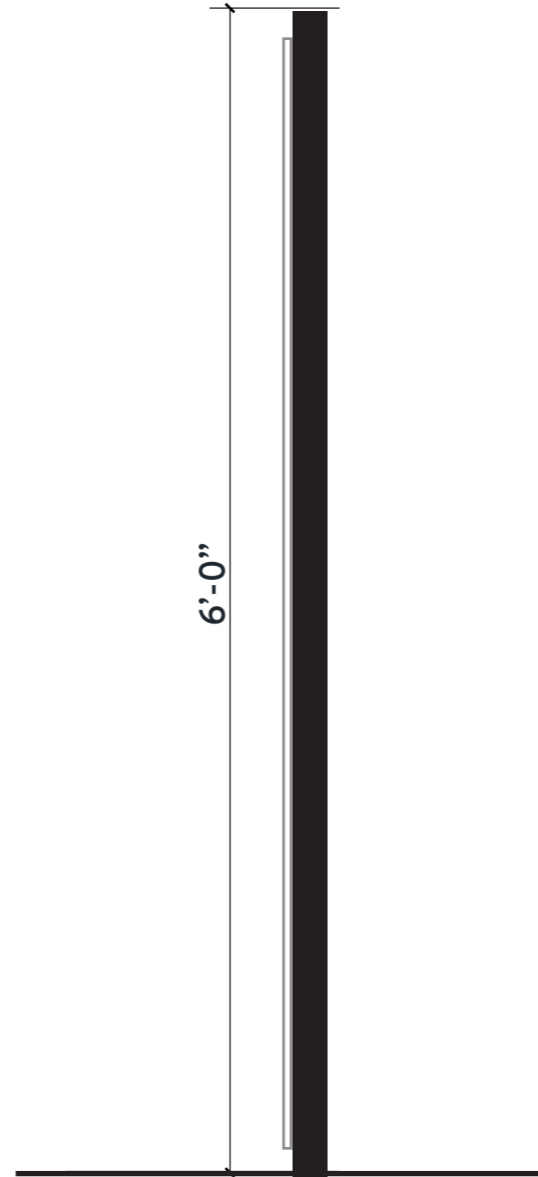
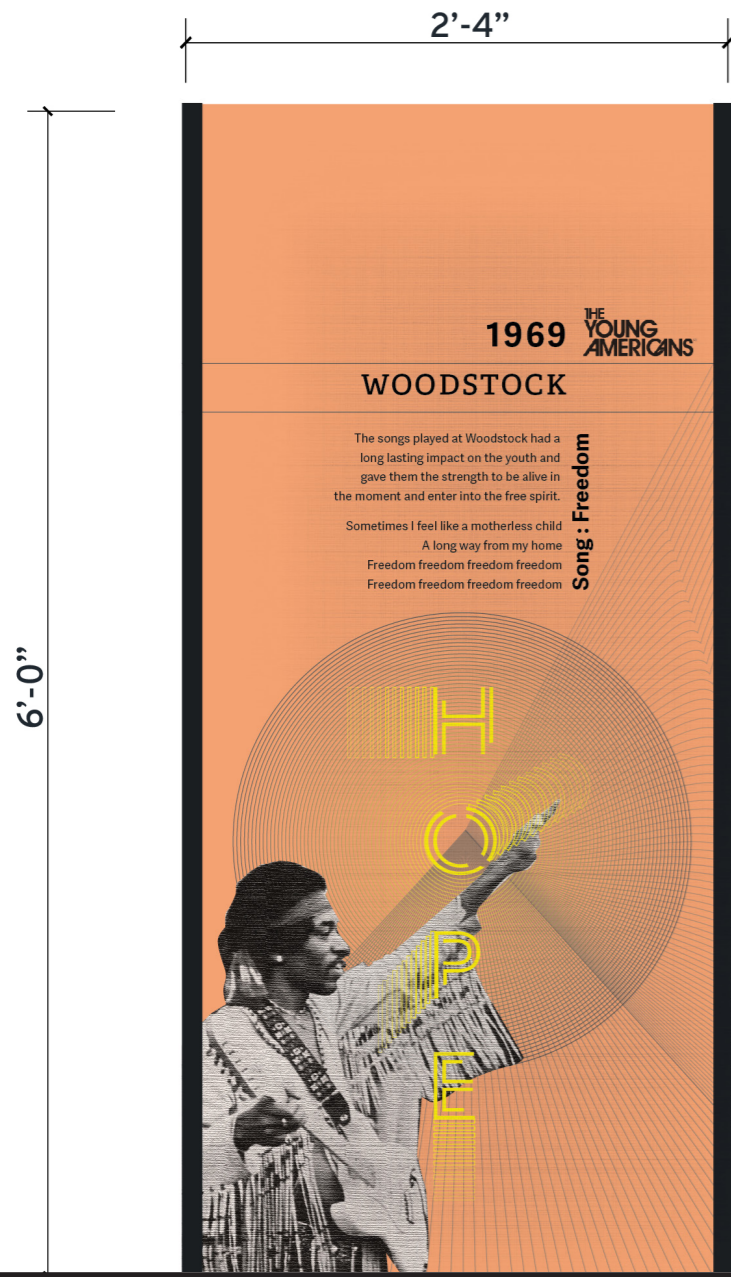
## WOODSTOCK

The youth of Woodstock was lost and couldn't see their end stage due to blocked roads but they connected and built trust with each other to reach the end. Screens capturing the past and mirrors reflecting the present will make the audience feel One.

"This was the first revelation of Woodstock-the sheer size that the counterculture had grown to. Every town had its hippies, but now enormous numbers of us had massed in one area."

**Stories: Empathy**

# CONTENT GRAPHIC DETAIL



1 02A.01.GR04 TOP VIEW  
Scale: 1/8" = 1'-0"

2 02A.01.GR04 SIDE ELEVATION  
Scale: 1/8" = 1'-0"

3 02A.01.GR04 TOP VIEW  
Scale: 1/8" = 1'-0"



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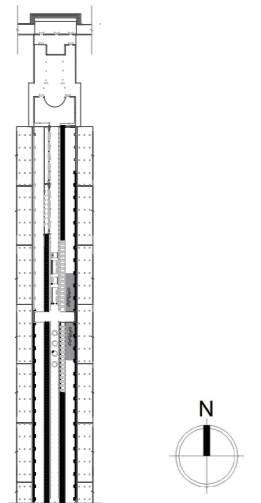
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KEY PLAN



DRAWING TITLE

BANNER DETAIL

SCALE

N/A

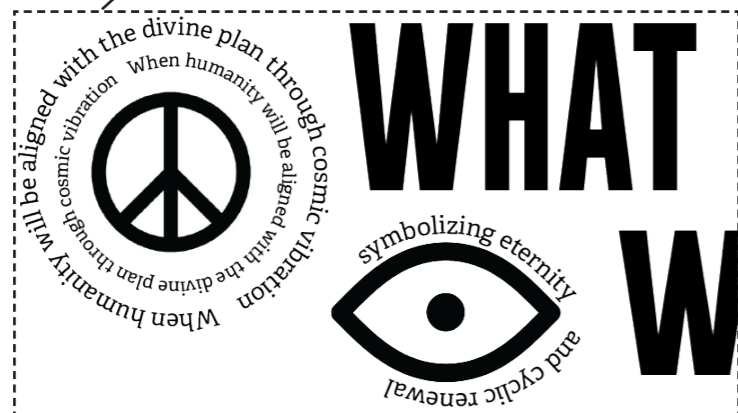
DATE

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DRAWING NO.

# EX 4.18

# SELF DISCOVERY AREA– GRAPHIC DETAIL



1 01A.01.GR04 LEFT ELEVATION  
Scale: 1/6" = 1'-0"



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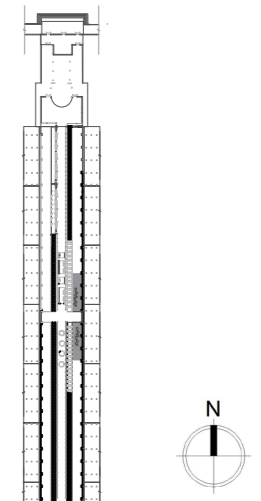
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### KEY PLAN



### DRAWING TITLE

GRAPHIC DETAIL

### SCALE

1/6" = 1'-0"

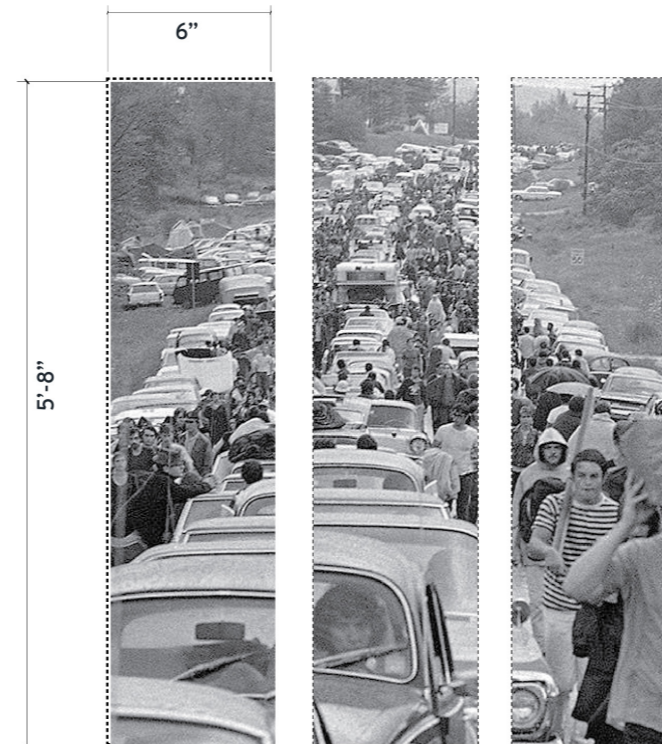
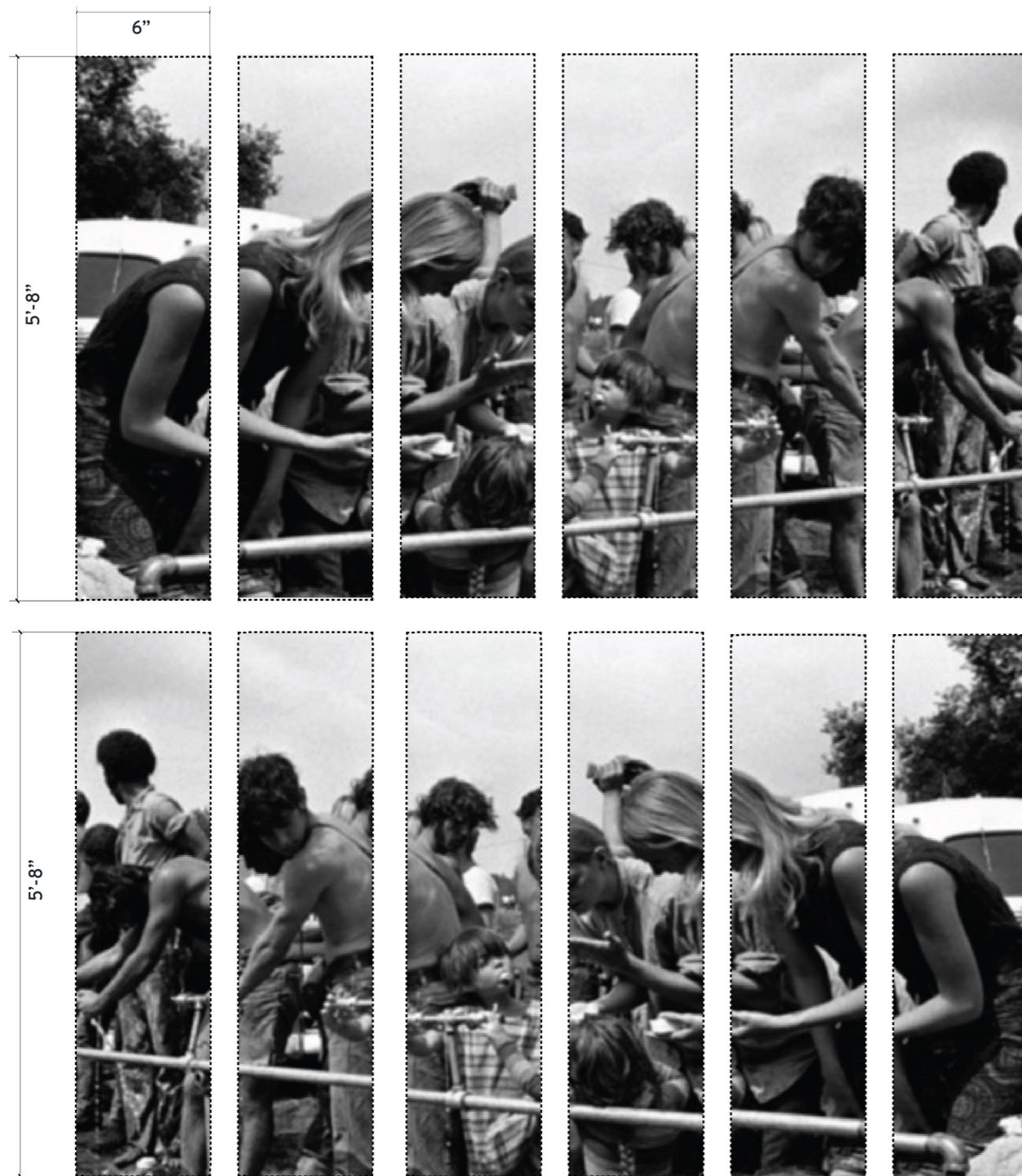
### DATE

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### DRAWING NO.

**EX 4.19**

# FINDING YOUR PATH AREA– GRAPHIC DETAIL



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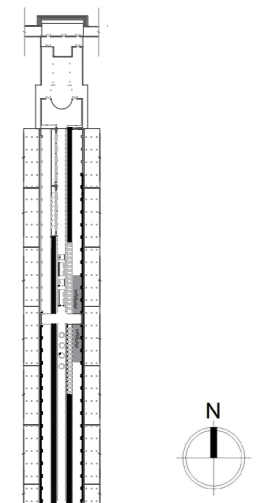
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KEY PLAN



DRAWING TITLE

GRAPHIC DETAIL

SCALE

N/A

DATE

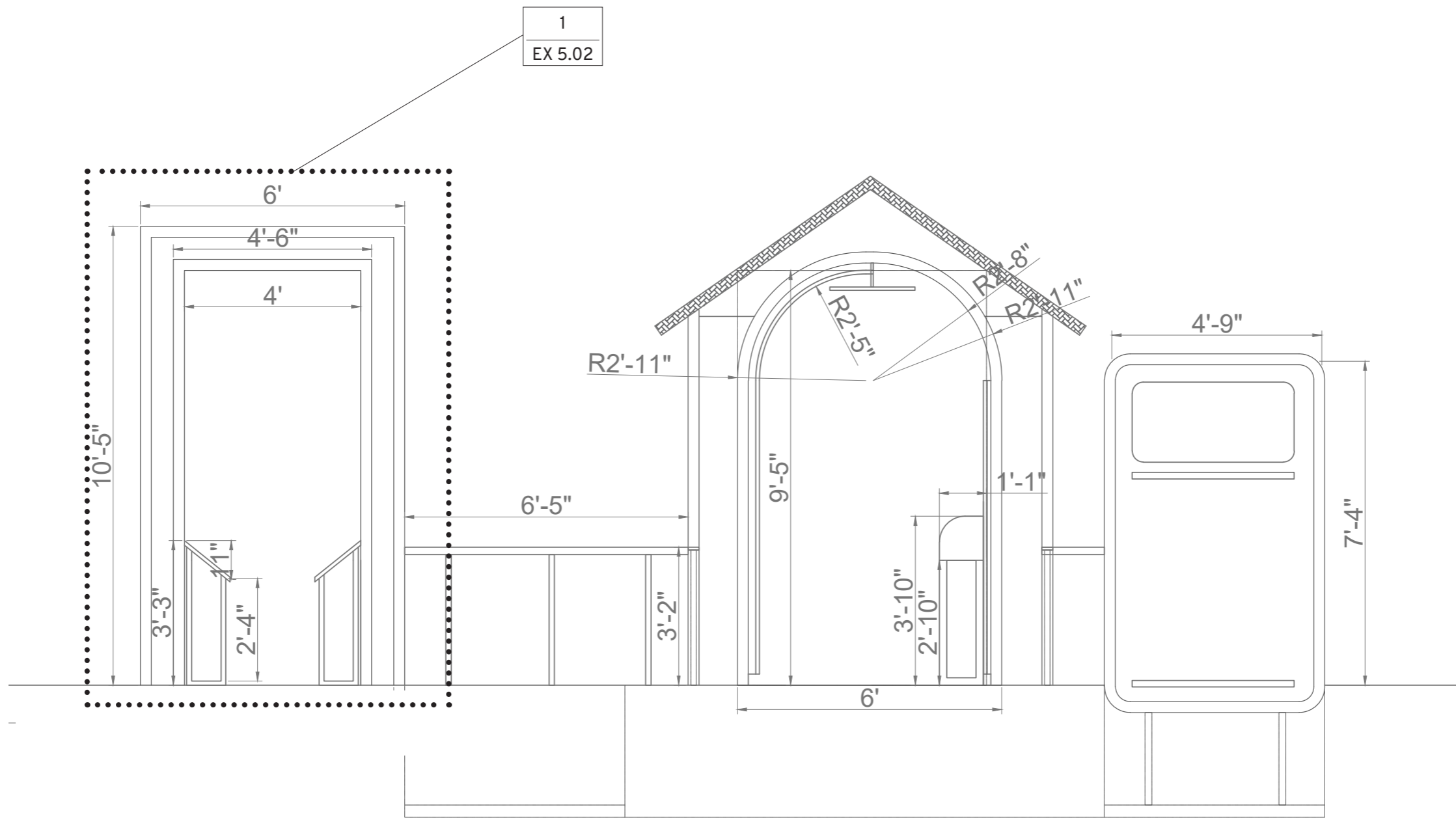
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DRAWING NO.

# EX 4.20

## **DETAILS**

# DETAILED ELEVATION



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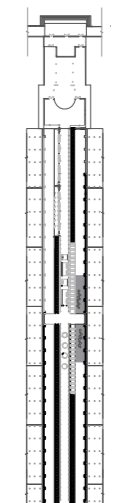
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KEY PLAN



DRAWING TITLE

ELEVATION SECTION-II

SCALE

1/1" = 1'-0"

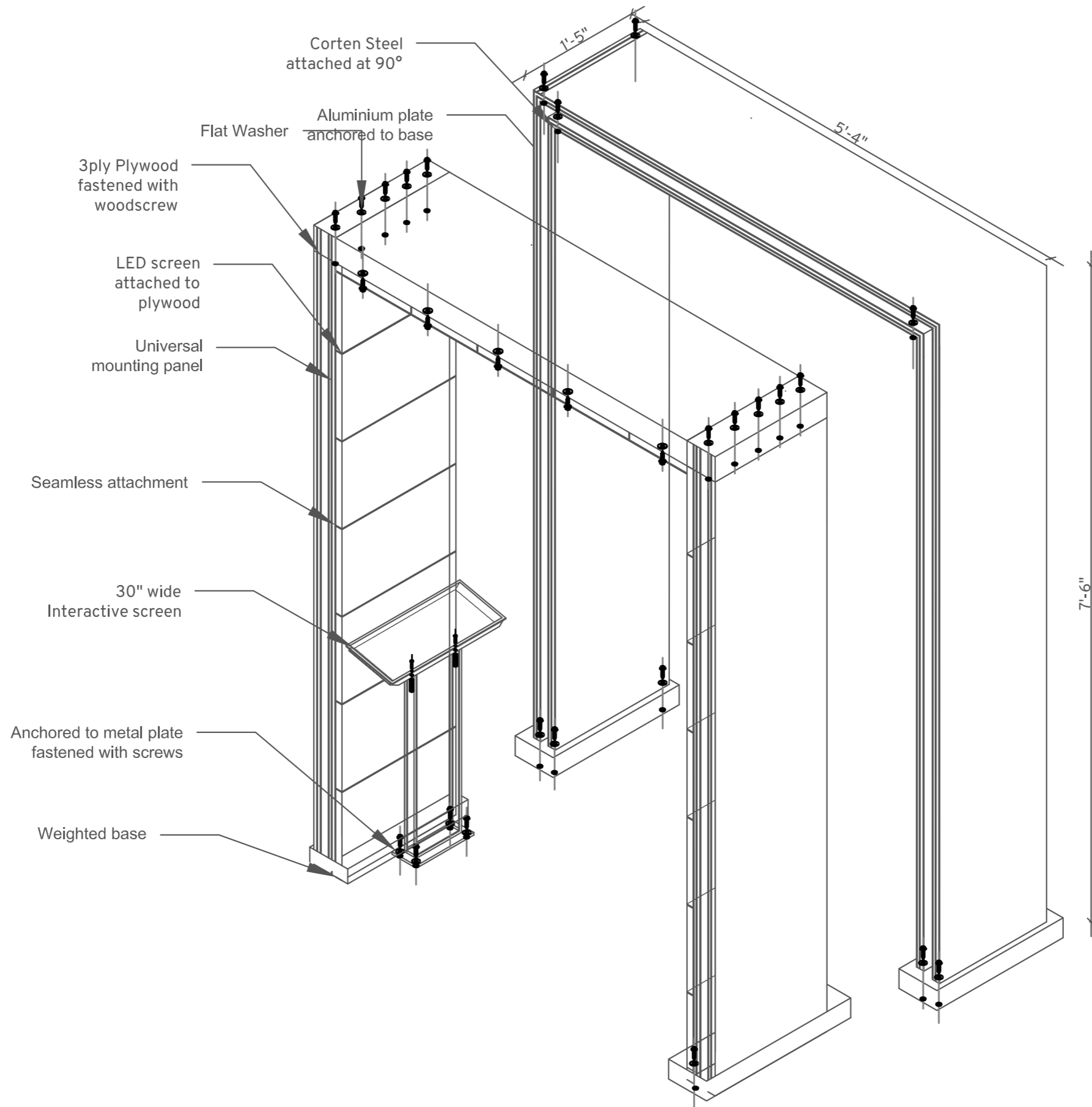
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DRAWING NO.

**EX 5.01**

# CONSTRUCTION DETAIL- 1



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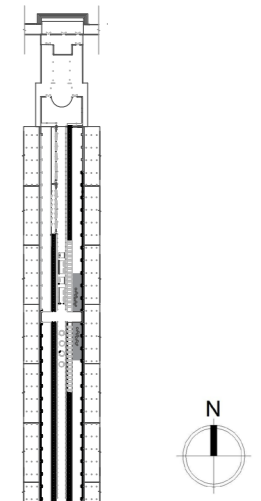
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KEY PLAN



DRAWING TITLE

TUNNEL AXO

SCALE

NTS

DATE

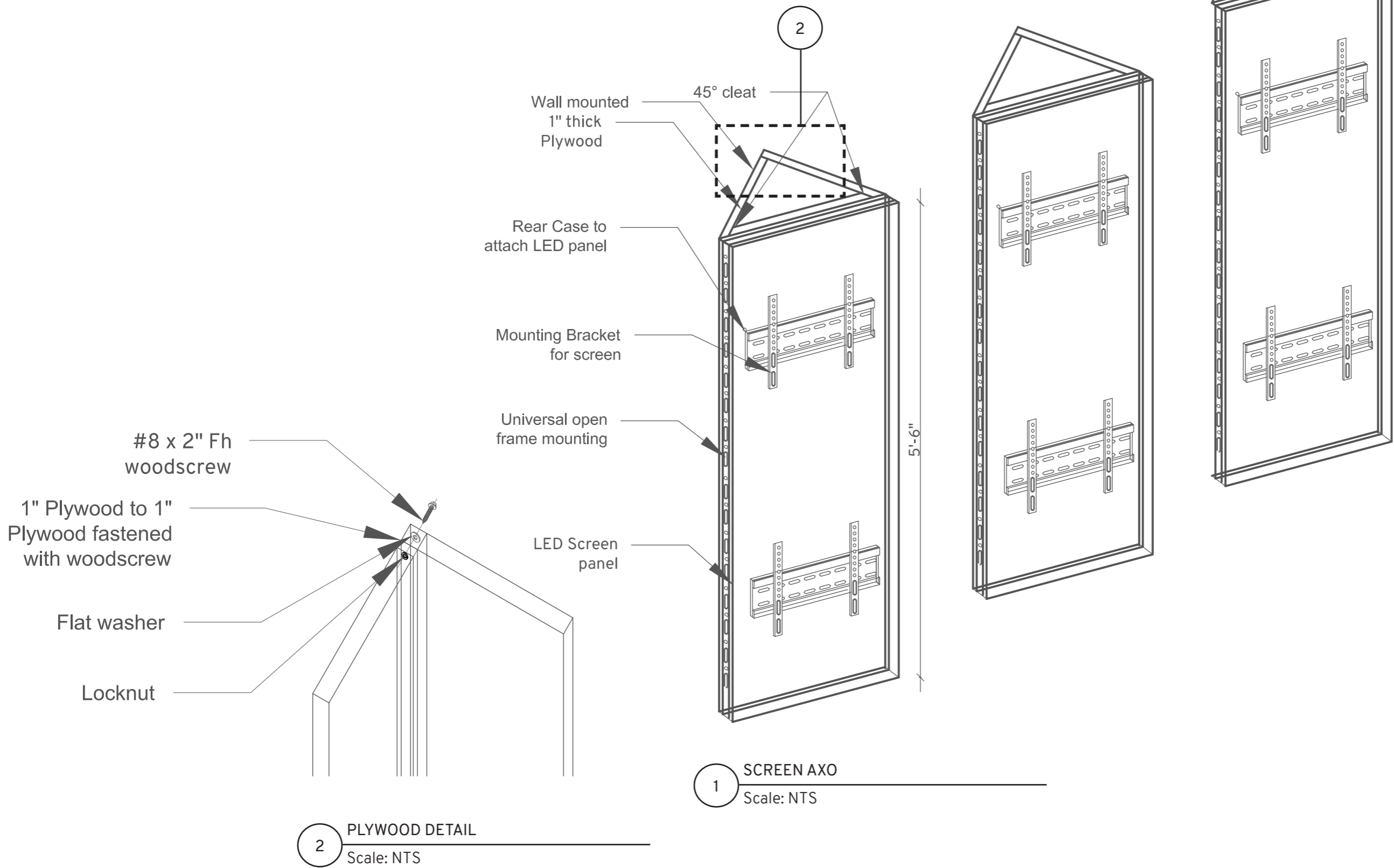
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DRAWING NO.

**EX 5.02**



# CONSTRUCTION DETAIL- 2



1 SCREEN AXO  
Scale: NTS

2 PLYWOOD DETAIL  
Scale: NTS



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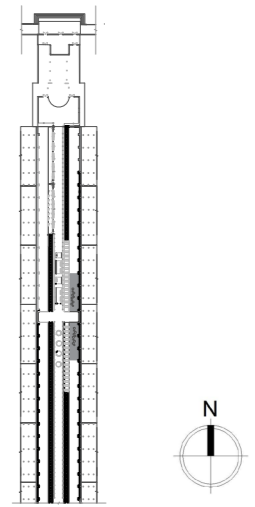
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KEY PLAN



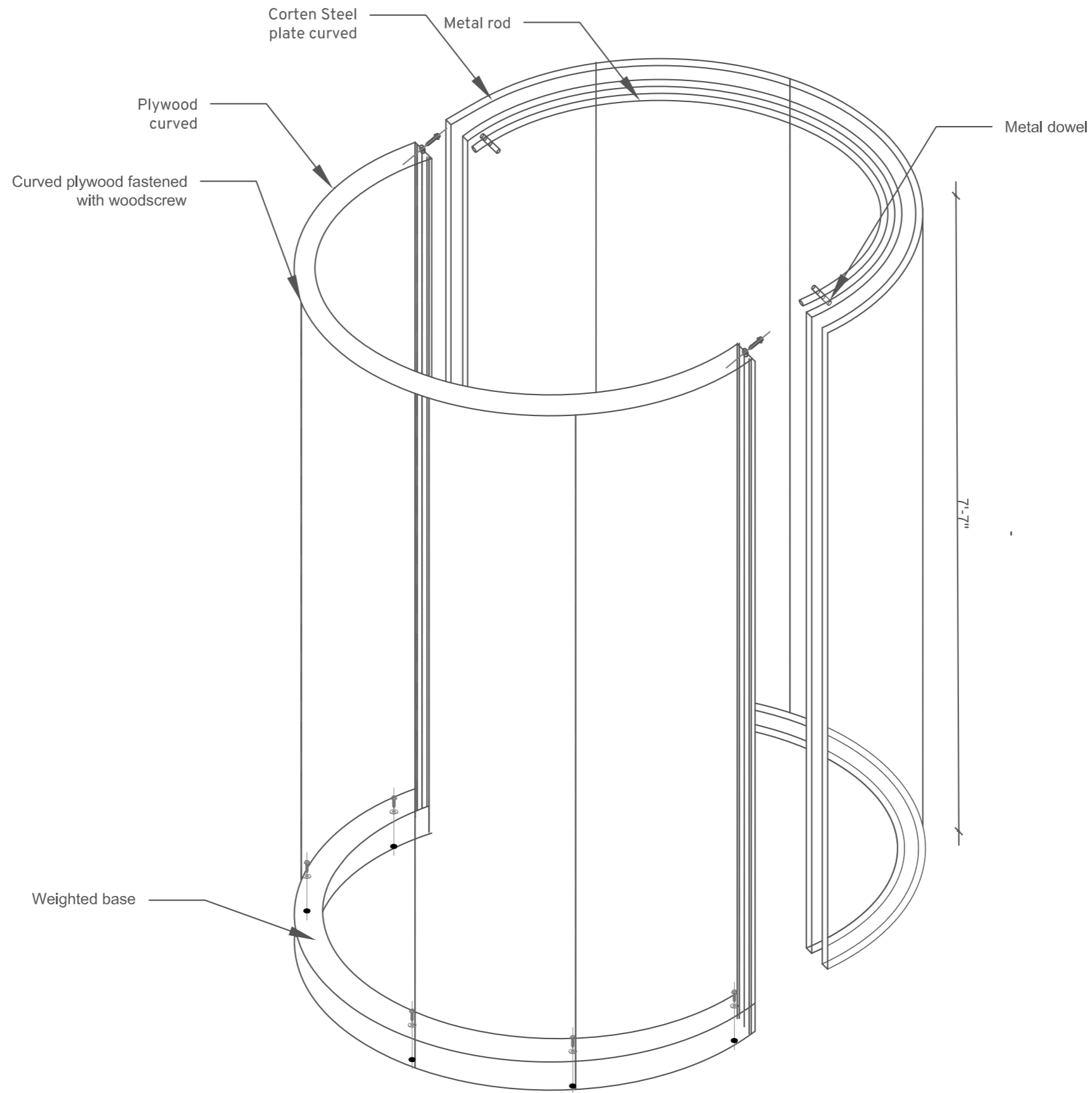
DRAWING TITLE  
SCREEN AXO

SCALE  
NTS  
DATE

November 17th, 2021

DRAWING NO.  
**EX 5.03**

# CONSTRUCTION DETAIL- 3



1 CYLINDER AXO  
Scale: NTS



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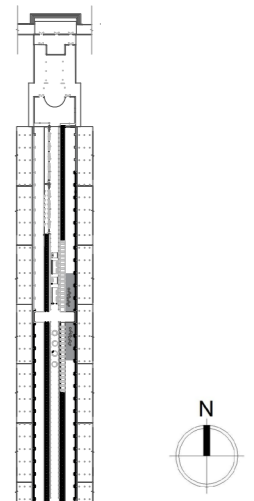
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KEY PLAN



DRAWING TITLE

CYLINDER AXO

SCALE


NTS

DATE

November 17th, 2021

DRAWING NO.

**EX 5.04**



# HOPE

**THANK YOU!**

GRADUATE THESIS  
EXHIBITION AND EXPERIENCE DESIGN | FIT  
SHRADDHA BEDMUTHA

**POWER TO PEOPLE**