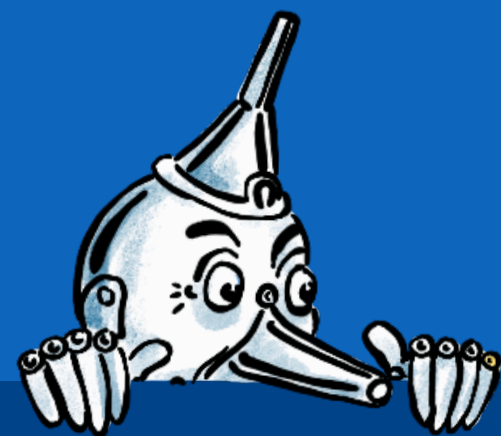


The Wonderful
a Hero's Experience
Visit to Oz



Ivar Theorin

100% Design Development

Capstone Project

SUNY FIT

Exhibition & Experience Design

Dec 2023

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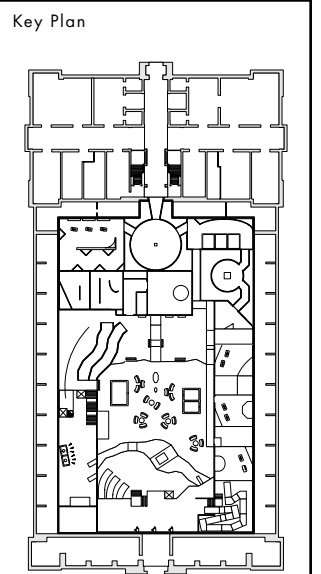
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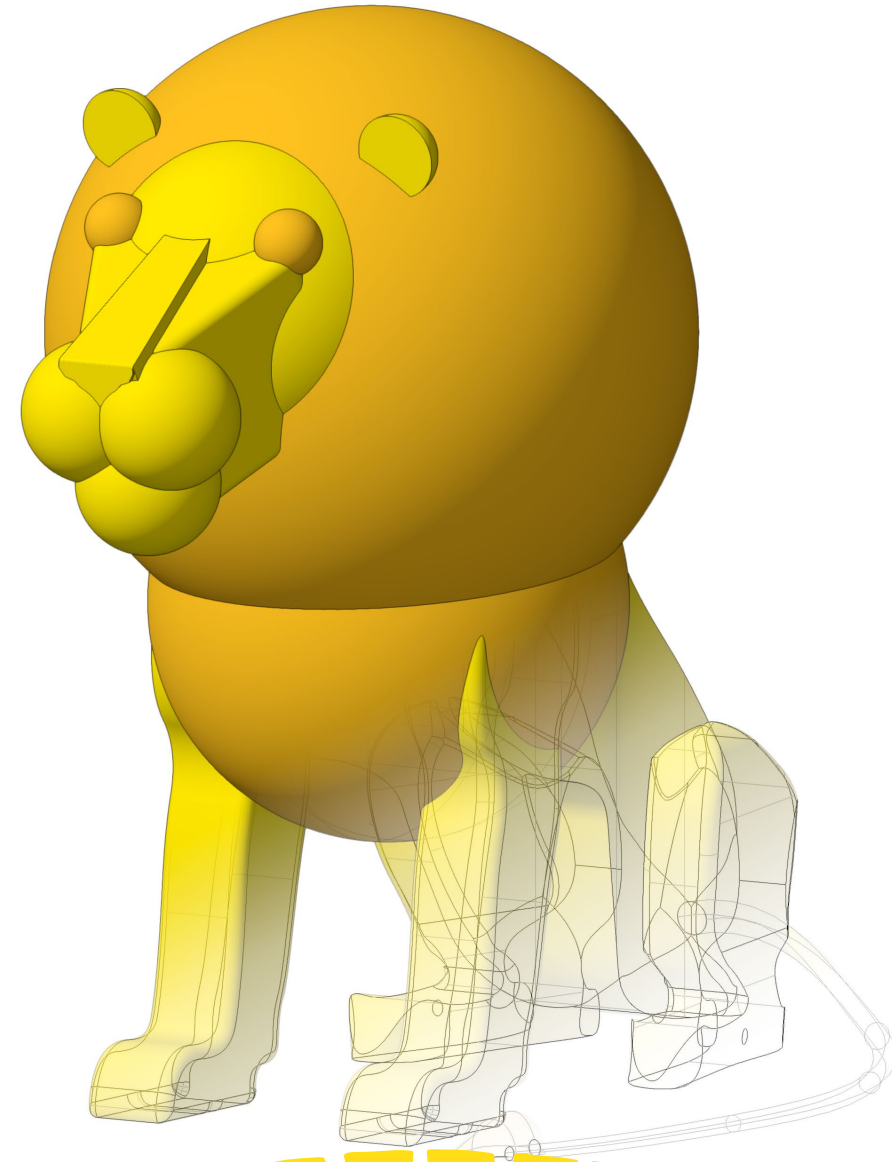
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EX.0.02

EX.1.00 Executive Summary



Brief



New York
Public
Library

The Wonderful Wizard of Oz at 125

2025 marks the 125th anniversary of the publication of “The Wonderful Wizard of Oz.” The New York Public Library will celebrate the jubilee with a year of cultural programming at their official branches as well as at collaborating venues. Starting off these events will be an immersive experiential exhibition to take place at the Park Avenue Armory, a space uniquely suited to convey the magical whimsy and grandeur of Dorothy’s quest.

With the stated mission of NYPL to promote lifelong learning, this exhibition will be geared toward a multigenerational audience. Focusing on the original text of the book, the exhibition will display the continued relevance of this cultural touchstone, a seminal work in the canon of children’s literature beloved by many past generations and waiting to be discovered by many more to come.

Emphasis will be put on presenting the book in a contemporary light, and to let visitors meet the work as if for the first time regardless of prior knowledge of its legacy. In an increasingly digital world institutions such as NYPL will have to reach outside of their traditional modus operandi to stay current and relevant while maintaining the core values of their mission. This exhibition will promote the library while breaking new ground through immersive literary interpretation



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The Wonderful Visit to Oz

Client



New York
Public
Library

Venue

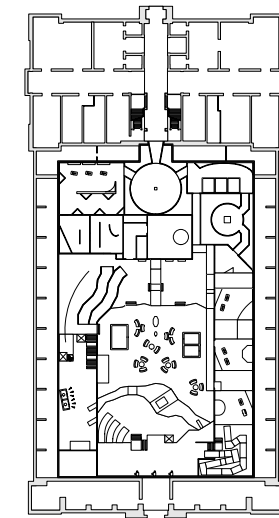
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Key Plan



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EX.1.01

Thesis Statement

In nature we get a sense of awe from the view of an expansive vista as well as when we lean in to look at the iridescence of the shell of a beetle.

In the built environment on the other hand, we expect everything to be at a human scale and anything that deviates from this norm is likely to cause a disruption.

In the field of exhibitions, we have the opportunity to elicit the sense of awe by implementing elements of Biophilic Design and having deliberate changes of scale of specific exhibit elements.

These interventions will help visitors have a sustained engagement throughout the exhibition resulting in a memorable experience.



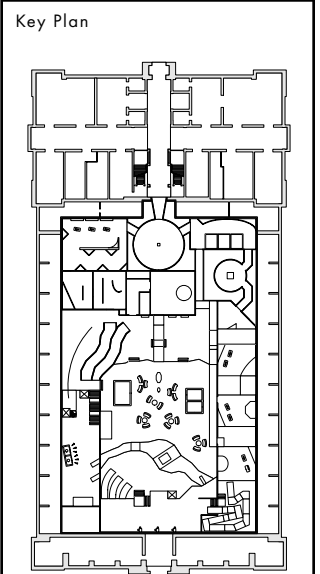
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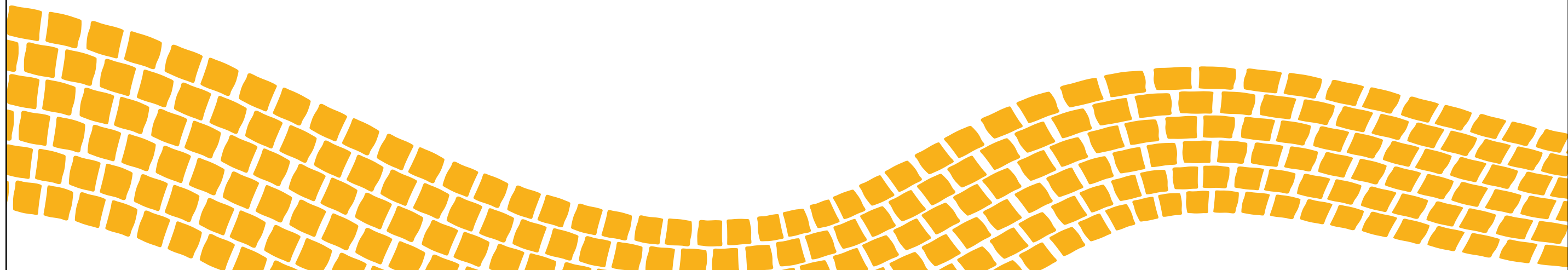
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EX.1.02



Exhibition Overview

Theme

The Hero's Journey

As humans have an innate need for stories, it is how we make sense of the world. One of the fundamental types of story is the hero's journey, where to solve a problem the hero sets out on an adventure and after facing difficult challenges return with a new perspective from the quest. It is a timeless framework that can be applied to any place or culture, pointing out our common ground:

**We all encounter challenges
that we need to face**

Topic

The Wonderful Wizard of Oz

Interpreting Dorothy's quest to return home to Kansas as a Hero's Journey will clarify the enduring appeal of the story while decoding the steps of the archetypal story structure.

The grand visual elements such as the yellow brick road and the Emerald City will pair well with the ideas of biophilic design and scale.



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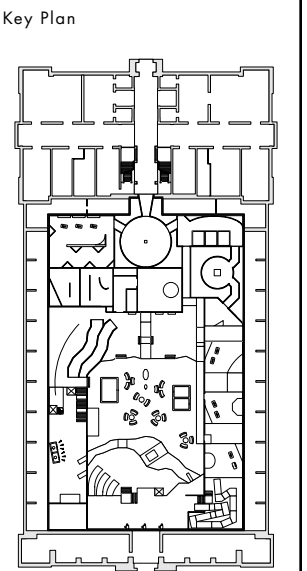
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Drawing Name
Exhibition Overview

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Drawing #
EX.1.03

Conceptual Approach

**We are all heroes on our own journey
But no one can do it alone**

The Wonderful Visit to Oz will give visitors the opportunity to experience the classic literary adventure "The Wonderful Wizard of Oz" first hand. They will explore the narrative through immersive environments, games and challenges that require collaboration.



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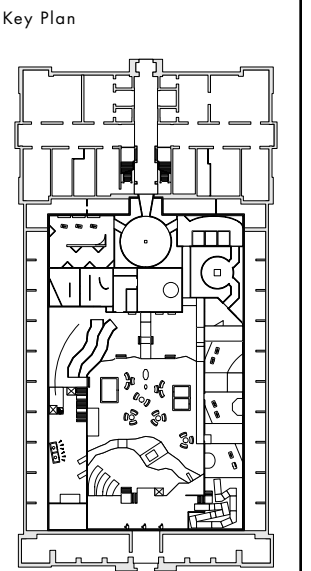
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Conceptual Approach

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EX.1.04



Client



New York
Public
Library

The Wonderful Wizard of Oz was written in 1900 five years after the New York Public Library opened. By going back to the original text of the book and connecting it to the story structure of the hero's journey, this exhibition will celebrate how stories and storytelling is the bond that ties people and communities together.

A library is the natural home for books and stories but stories are found and created everywhere which is why this exhibition is connecting the New York Public Library with the Park Avenue Armory to re-frame the familiar story of Dorothy's quest.



Intergenerational engagement



Exterior view from the Fifth Avenue main branch of NYPL



A world of stories



Oz books



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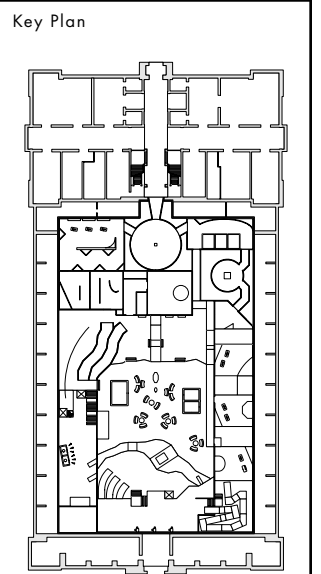
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Overview

Founded in 1895, NYPL is the nation's largest public library system, featuring 92 locations across the Bronx, Manhattan, and Staten Island.

Mission

The mission of The New York Public Library is to inspire lifelong learning, advance knowledge, and strengthen our communities.

Venue

PARK AVENUE ARMORY



Location

643 Park Ave
Between 66th & 67th Street

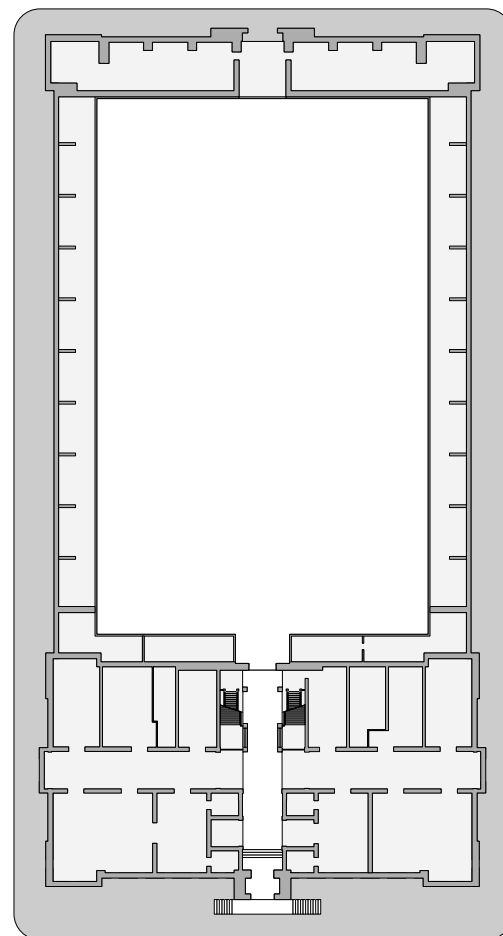
Overview

The Wade Thompson Drill Hall offers a unique exhibition venue in a historic building originally built for the 7th Regiment Militia in 1880.

Mission

Park Avenue Armory is dedicated to supporting unconventional works in the visual and performing arts that need non-traditional spaces for their full realization, enabling artists to create, students to experience, and audiences to consume epic and adventurous presentations that cannot be mounted elsewhere in New York City.

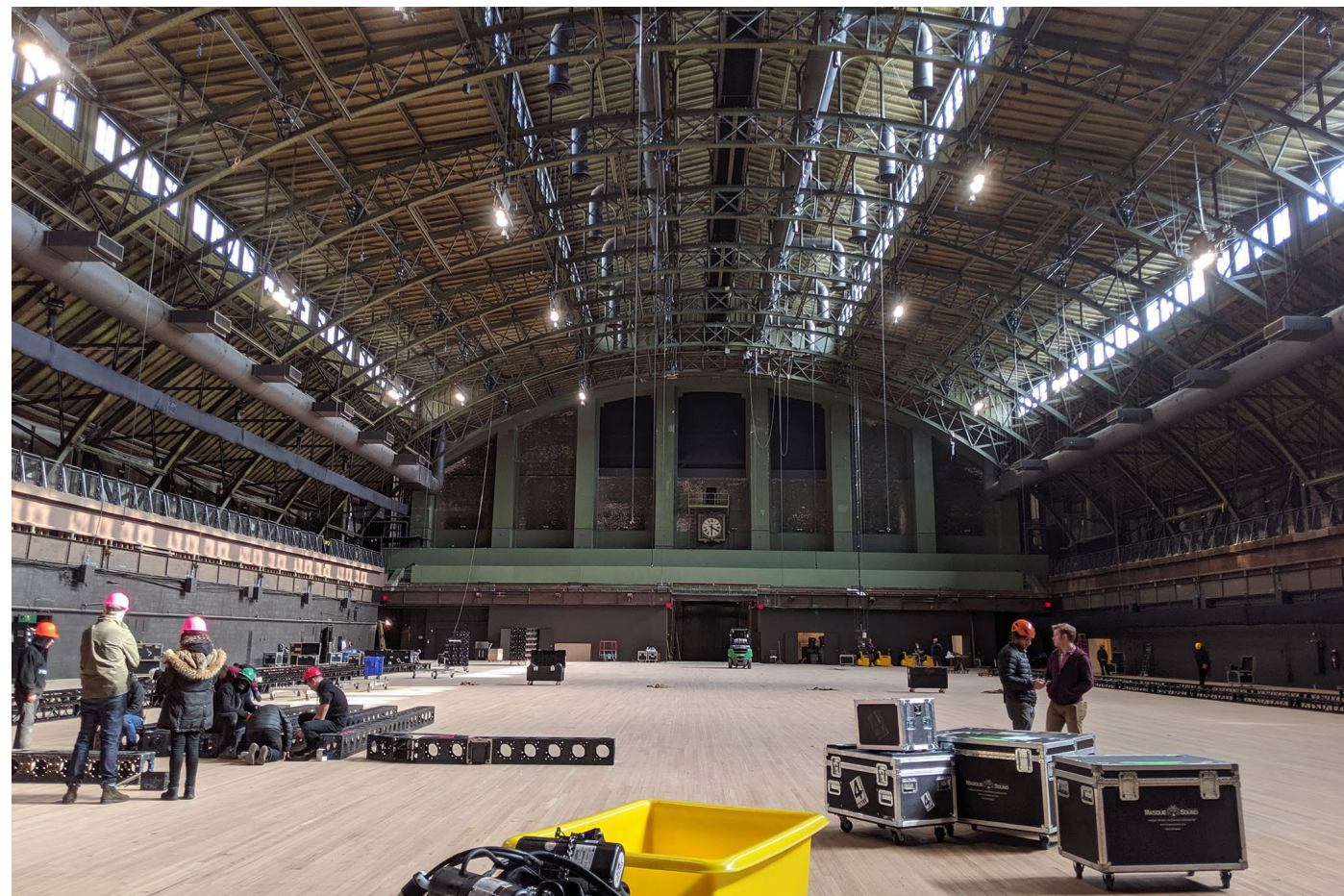
A facade that looks like a fairytale castle and the 55 000 Sq Ft Wade Thompson Drill Hall makes the Park Avenue Armory an ideal venue for this installation. The expanse of the drill hall will allow a full exploration of awe through nature inspired interventions such as manipulations of size and scale.



Site Plan



Park Avenue exterior



Wade Thompson Drill Hall



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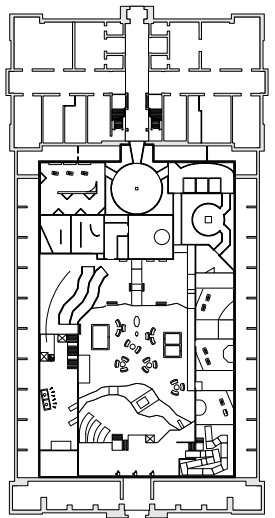
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Key Plan



Drawing Name
Venue

Graphic Type
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Graphic #
NA

Scale As Noted	Date 12/06/23
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Drawing #
EX.1.06

Audience



Primary

Grandparents & Grandchildren

The exhibition will strive to create a multi-generational experience combining the excitement of the new with the nostalgia of recognition.

The exhibition should be engaging for someone who has never heard of the story while also offering a new perspective for visitors who are familiar with the book/movie/cultural legacy.

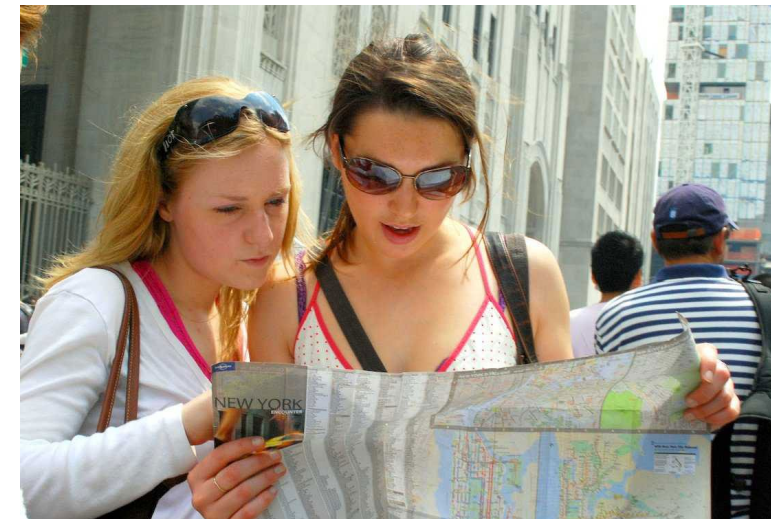


Secondary

School Groups

In keeping with the mission of the New York Public Library, an important aspect of the exhibition will be to encourage learning for young people.

The power of the human imagination expressed through the written word will be celebrated in the fact that a small book published over a hundred years ago has had such a lasting legacy.



Tertiary

General Public

The exhibition will be open and accessible for all.

The location of the venue offers good opportunities for visits by tourists and locals alike.



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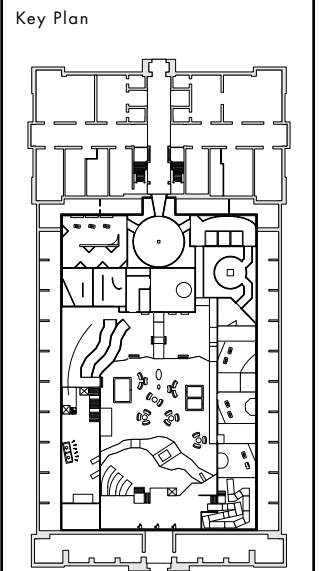
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Drawing Name
Audience

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
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Drawing #
EX.1.07

Goals

Project Goals

This exhibition will inspire learning regardless of age and by fostering intergenerational relationships strengthen our communities.

Further cementing NYPL as an institution with a rich history that stays current and is looking to the future.

Education Goal

Visitors will learn about the significance of stories through the example of the Wonderful Wizard of Oz, as well as the importance of friendship and collaboration.

Experience Goal

The experience will give visitors a sense of having been on an quest and feel their confidence strengthened to take on lives challenges as adventures that lies ahead.



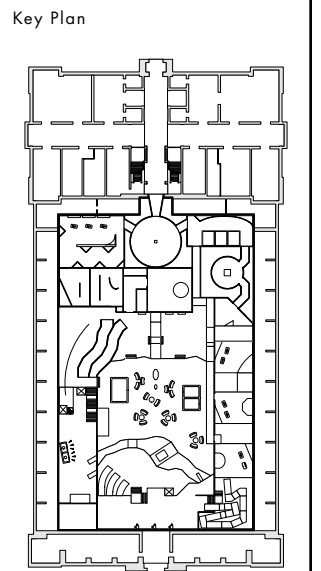
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Drawing Name
Goals

Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.1.08

Key Concepts

No One Can Do It Alone

- We All Face Challenges
- Heroes in Our Own Lives
- We Need to Accept Help
- Help Comes in Many Shapes

Call to Adventure

- Setting Up the Problem
- Resistance to the Call

Into the Unknown

- Overcoming Resistance
- Leap of Faith
- Crossing the Threshold
- Being Swept Away

No Place Like Home

- Perils on Return Journey
- All is Lost
- Dangers Faced in Passing
- Return with a New Perspective

Face the Fear

- No Way But Through
- Quest Gets Easy
- Once Fear is Overcome
- A New Confidence

The Quest

- Who Can Help?
- How to Get There?
- Companions Along the Way
- Meet a Powerful Being
- Receive the Quest
- "Slay the Dragon"
- Collect the Prize



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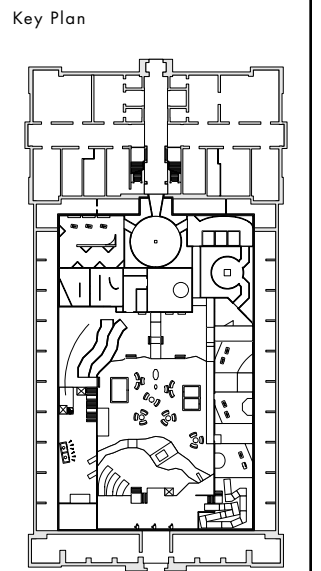
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Key Concepts

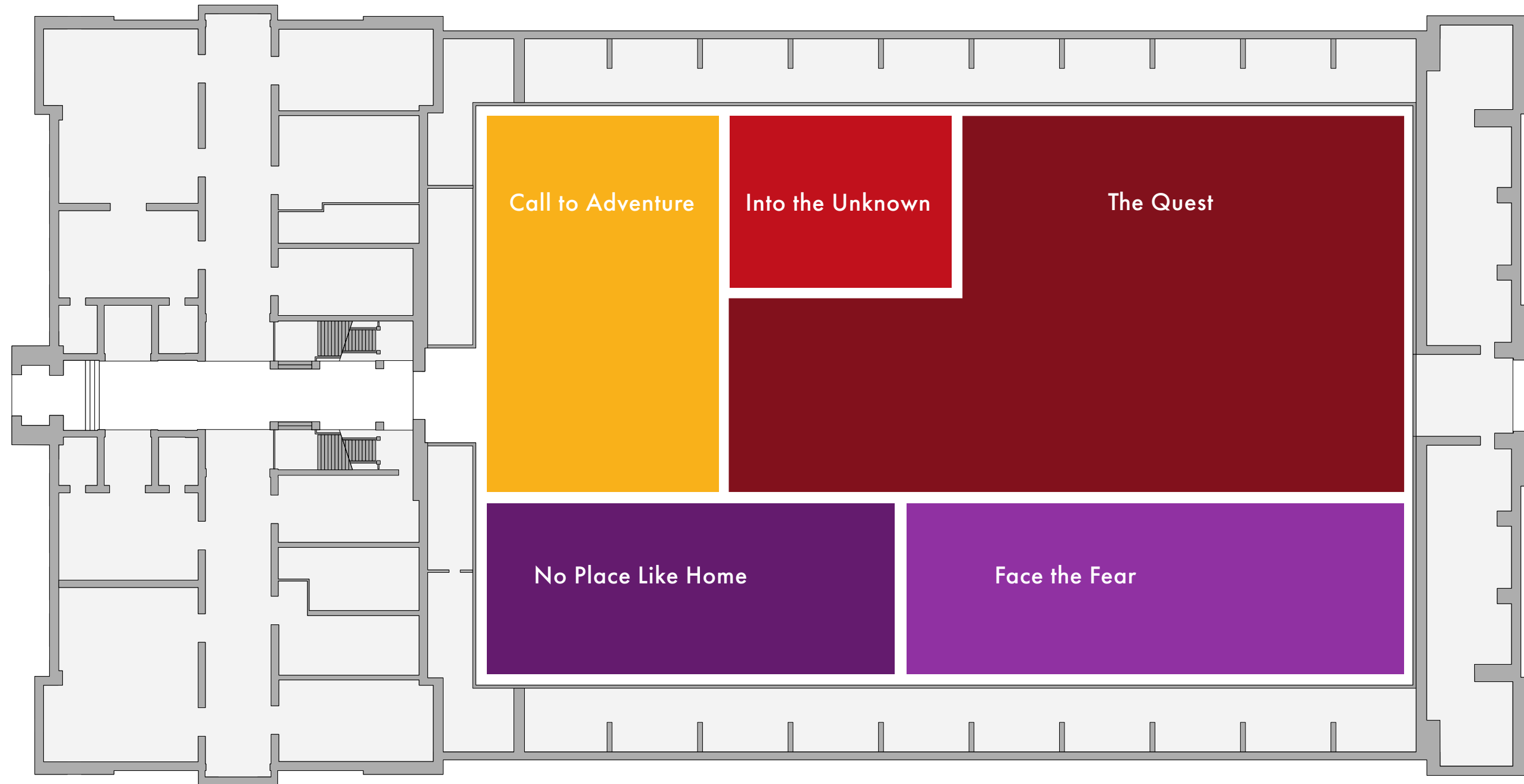
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Drawing #
EX.1.09

Concept Floorplan



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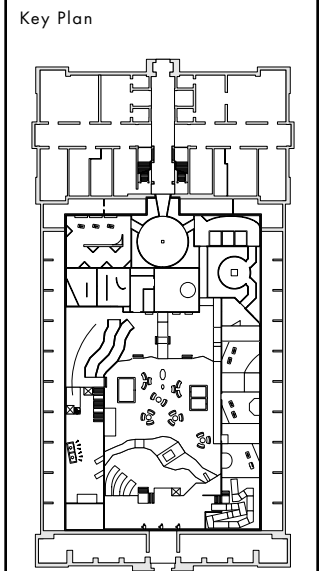
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Drawing Name
Concept Floorplan

Graphic Type
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Graphic #
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EX.1.10

Floorplan



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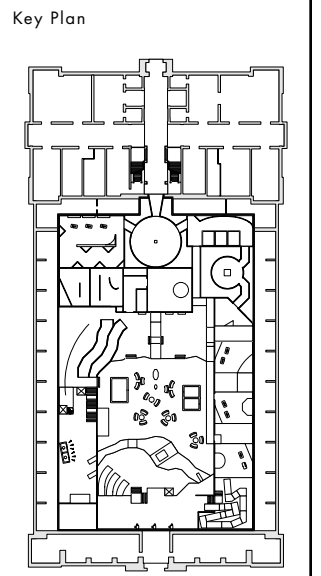
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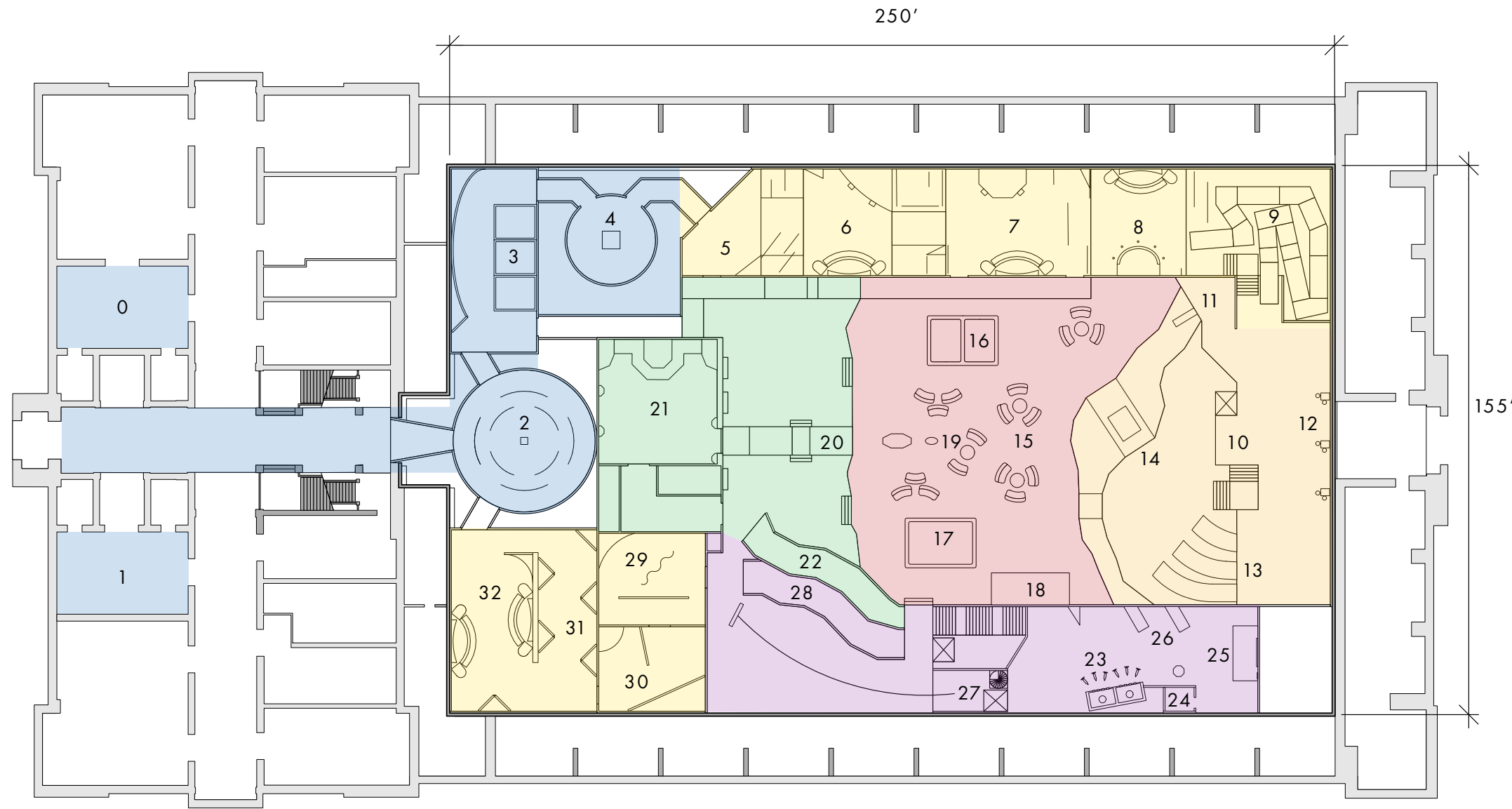
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Graphic #
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Scale
NTS

Date
12/06/23

Drawing #
EX.1.11



Section 1

- 0. Gift Shop
- 1. Tickets & Check In
- 2. Intro Book Rotunda
- 3. Call to Adventure
- 4. Cyclone Theater

Section 2

- 5. The Good Witch of the North
- 6. The Scarecrow
- 7. The Tin Woodman
- 8. The Cowardly Lion
- 9. Deep Woods

Section 3

- 10. Overlook
- 11. Stork Rescue
- 12. Face Painting
- 13. Kalidah Slides
- 14. River Crossing

Section 4

- 15. Poppy Field Rest Area
- 16. Trampolines
- 17. Foam Pit
- 18. Climbing Wall
- 19. Field Mouse Game & Diorama

Section 5

- 20. Emerald City Approach
- 21. The Oz Throne Room
- 22. The Scary forest

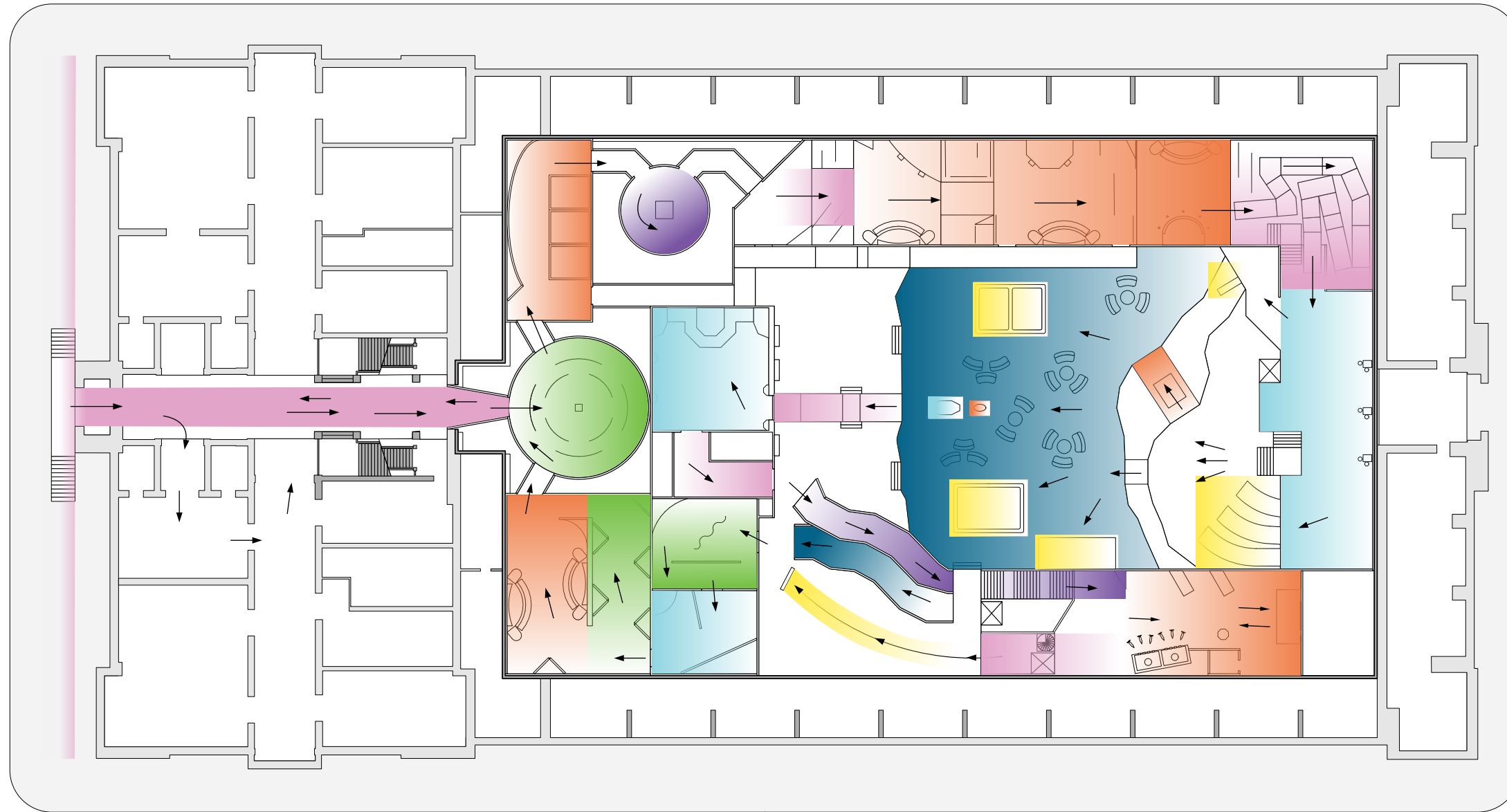
Section 6

- 23. Wicked Witch Water Cannon
- 24. Lion Cage
- 25. Tin Woodman Rescue
- 26. Scarecrow Stuffing
- 27. Flying Monkey Zip-Line
- 28. The Friendly Forest

Section 7

- 29. Oz Reveal
- 30. All is Lost
- 31. Legacy Gallery
- 32. No Place Like Home

Visitor Experience Map



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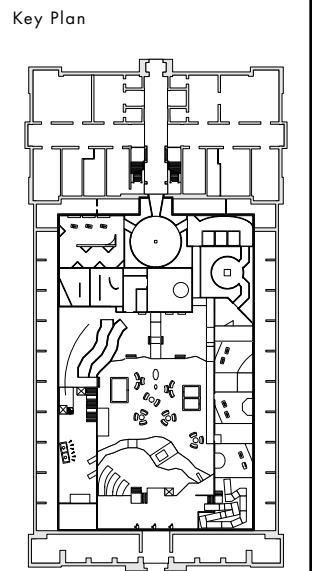
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Drawing Name
TVisitor Experience Map

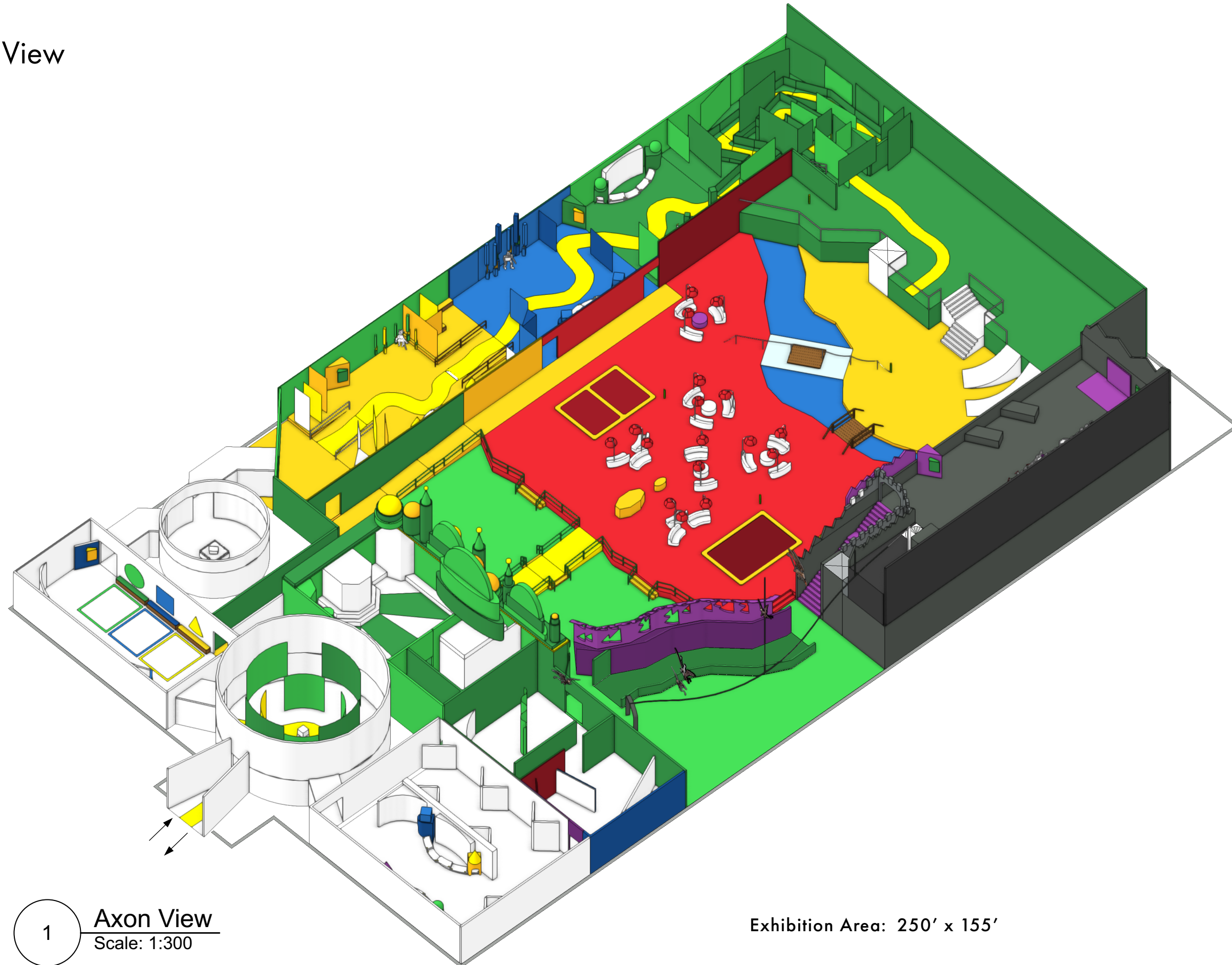
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Graphic #
NA

Scale NTS	Date 12/06/23
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Drawing #
EX.1.12

Axon View



1 **Axon View**
Scale: 1:300

Exhibition Area: 250' x 155'



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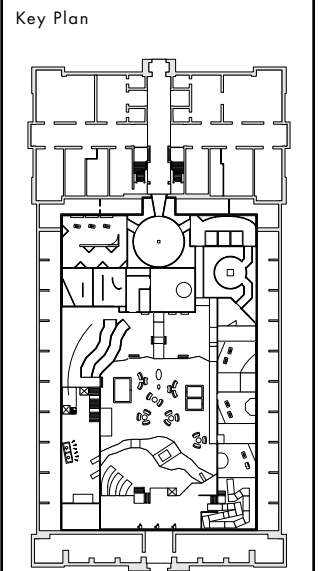
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Scale As Noted	Date 12/06/23
Drawing # EX.1.13	

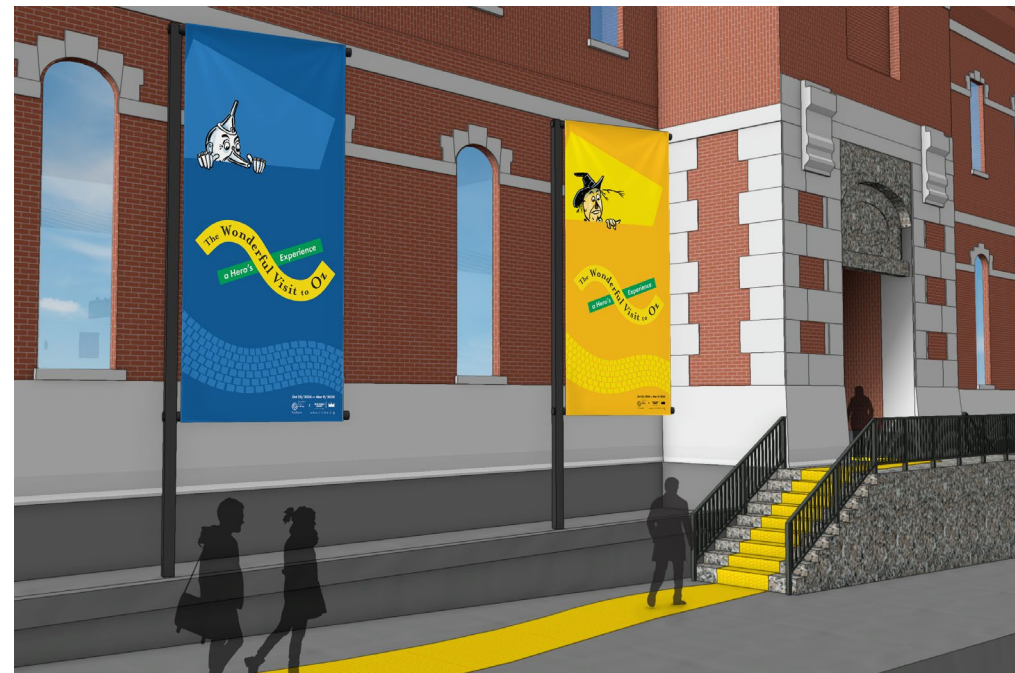
Entrance Experience



Entrance banner

Overview

Entrance banners and yellow brick road pattern lead visitors to the check-in area where they receive their RFID bracelets.



Exterior approach



Entrance approach

Activities

Check in and get RFID bracelet.



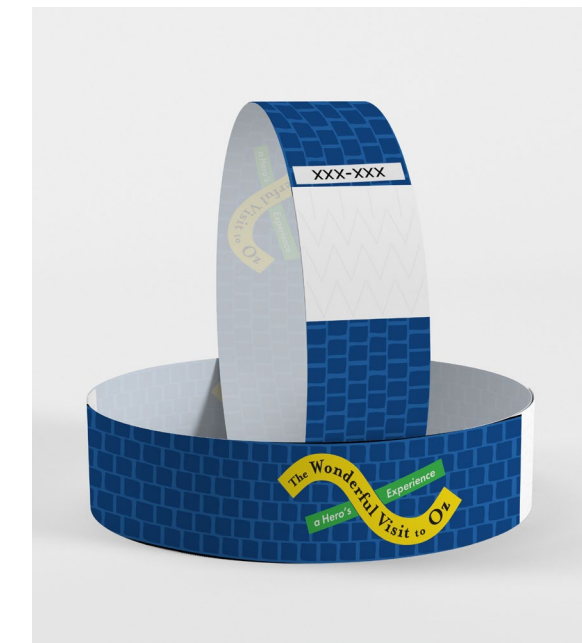
Tyvek bracelet with embedded RFID chip

Outcomes

Building anticipation and excitement for the experience ahead.

The RFID bracelet lets visitors activate the interactives throughout the experience.

At several instances they will be asked to reflect on the meaning of what they have just encountered. Their responses will be logged and can be accessed via a post-visit website for further contemplation.



Ivar Theorin

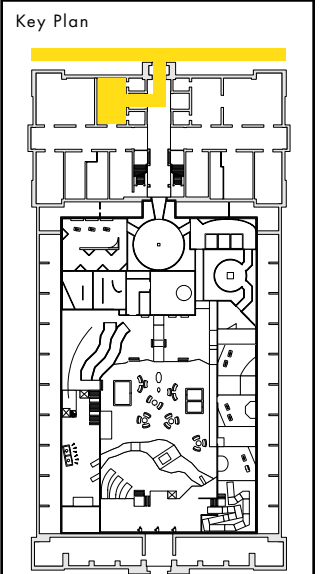
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Drawing Name
Entrance Experience

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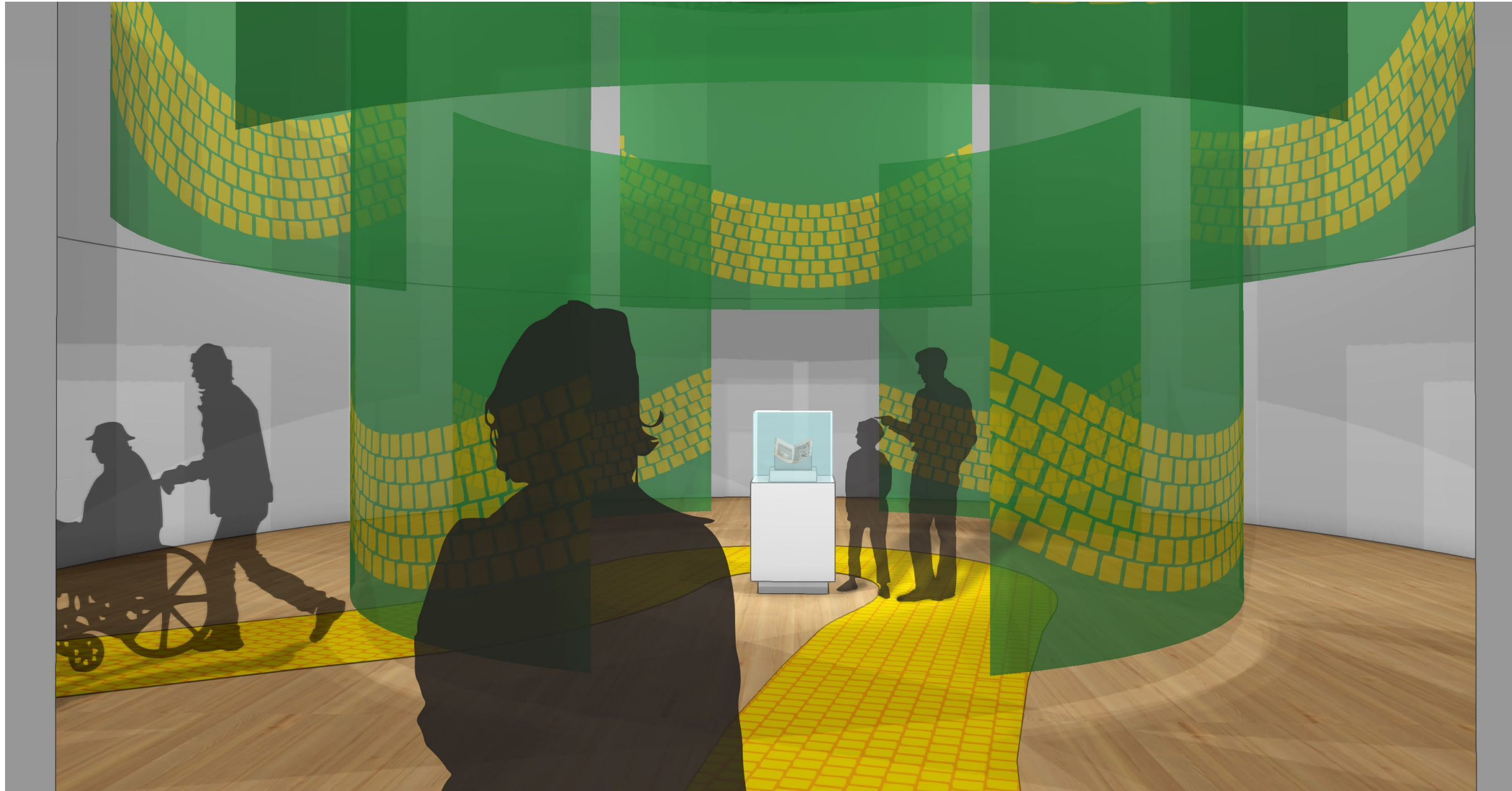
Graphic #
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Scale
As Noted

Date
12/06/23

Drawing #
EX.1.14

Book Rotunda



First edition of the book "The Wonderful Wizard of Oz" on display

Overview

The yellow brick road floor graphic leads into a large circular room displaying a single book in the center. Hanging banners focus the space on the central display.

Activities

Follow the yellow brick road. Take in the meaning of the book.

Outcomes

Recognizing the significance of the book and how something seemingly small can have a lasting legacy.



Ivar Theorin

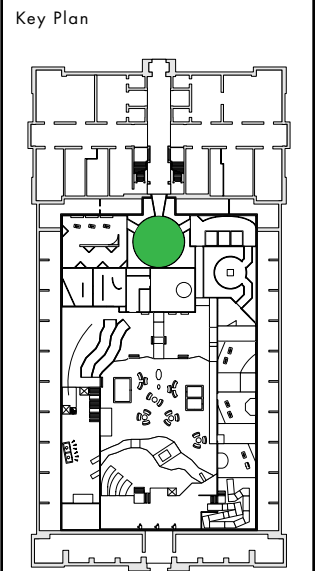
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PARK AVENUE ARMORY 

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Drawing Name
Book Rotunda

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.15

Call to Adventure



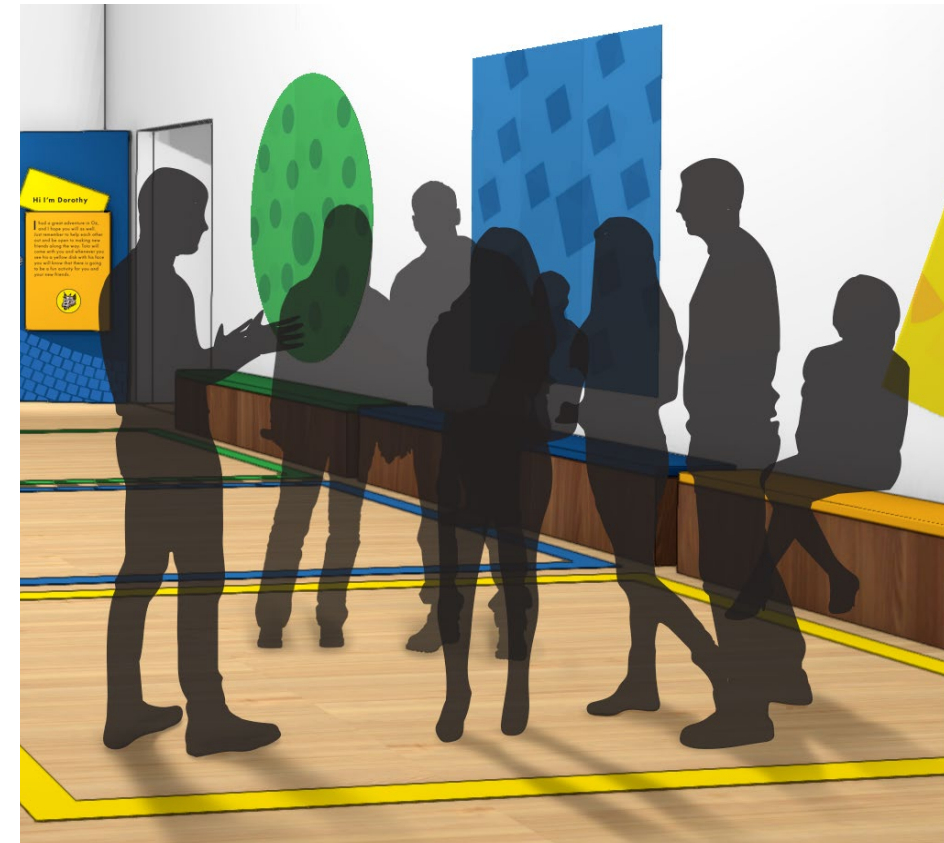
Gallery overview

Overview

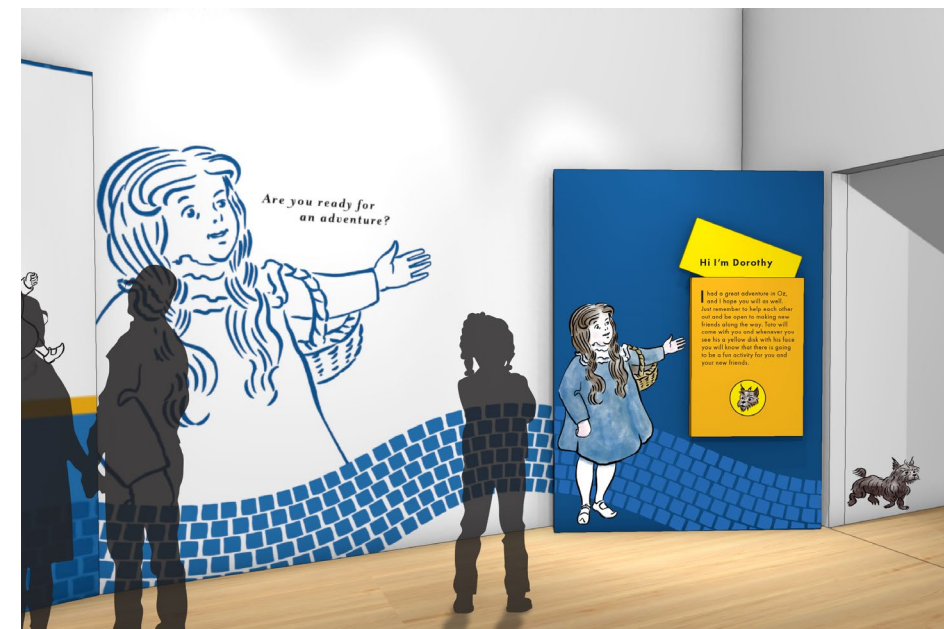
A long mural on the left outlines a hero's journey. Facilitators lead team building exercises on the right.

Activities

Compare "The Wonderful Wizard of Oz" to the hero's journey outline. Participate in team building exercises.



Facilitator lead team building exercises



Dorothy welcomes visitors to go on their own adventure. The image of Toto tells visitors where to scan their RFIDs

Outcomes

Learn about the hero's journey story structure. Get into a collaborative mindset.



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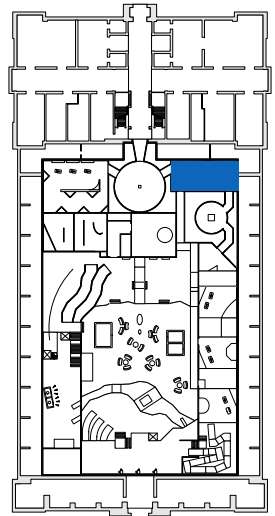
Project Name
The Wonderful Visit to Oz

Client
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Public
Library

Venue
**PARK AVENUE
ARMORY** 

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Key Plan



Drawing Name
Call to Adventure

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.16

Cyclone Theater



Ivar Theorin

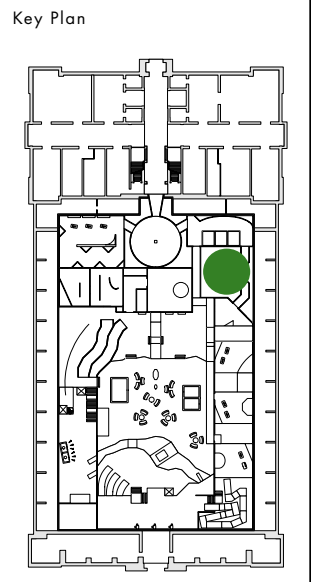
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Project Name
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Client
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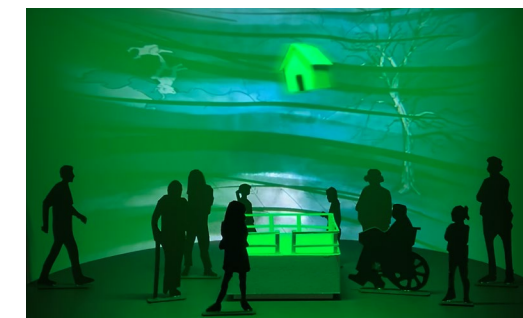
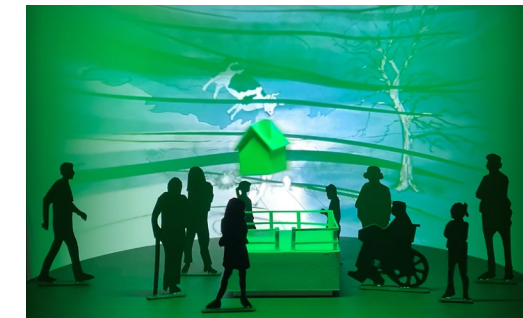
Drawing Name
Cyclone Theater

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.17



Sequence showing the tornado lifting away the house, transporting visitors to Oz

Overview
A circular room with a house model in the middle showing a back-projected video of the tornado rolling in. At the crescendo the model is lifted out of the room.

Activities
Being immersed in the tornado.

Outcomes
Feeling transported to another world.

The Scarecrow



The first companion visitors meet is the Scarecrow

Overview

Visitors walk up a ramp and encounter a blank scarecrow on a platform. They can use touchscreens to color him in. To the left is a reflection station where visitors can record their reflections.

Activities

Color in the scarecrow. Reflect and leave comments.



Reflection station



Scan bracelet to start



User interface for reflection stations

Outcomes

Contemplating what it means to be a hero and gaining sympathy for the scarecrow.



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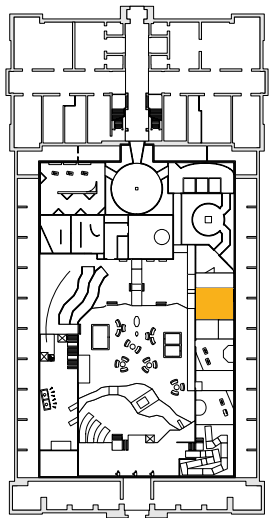
Project Name
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Key Plan



Drawing Name
The Scarecrow

Graphic Type
NA

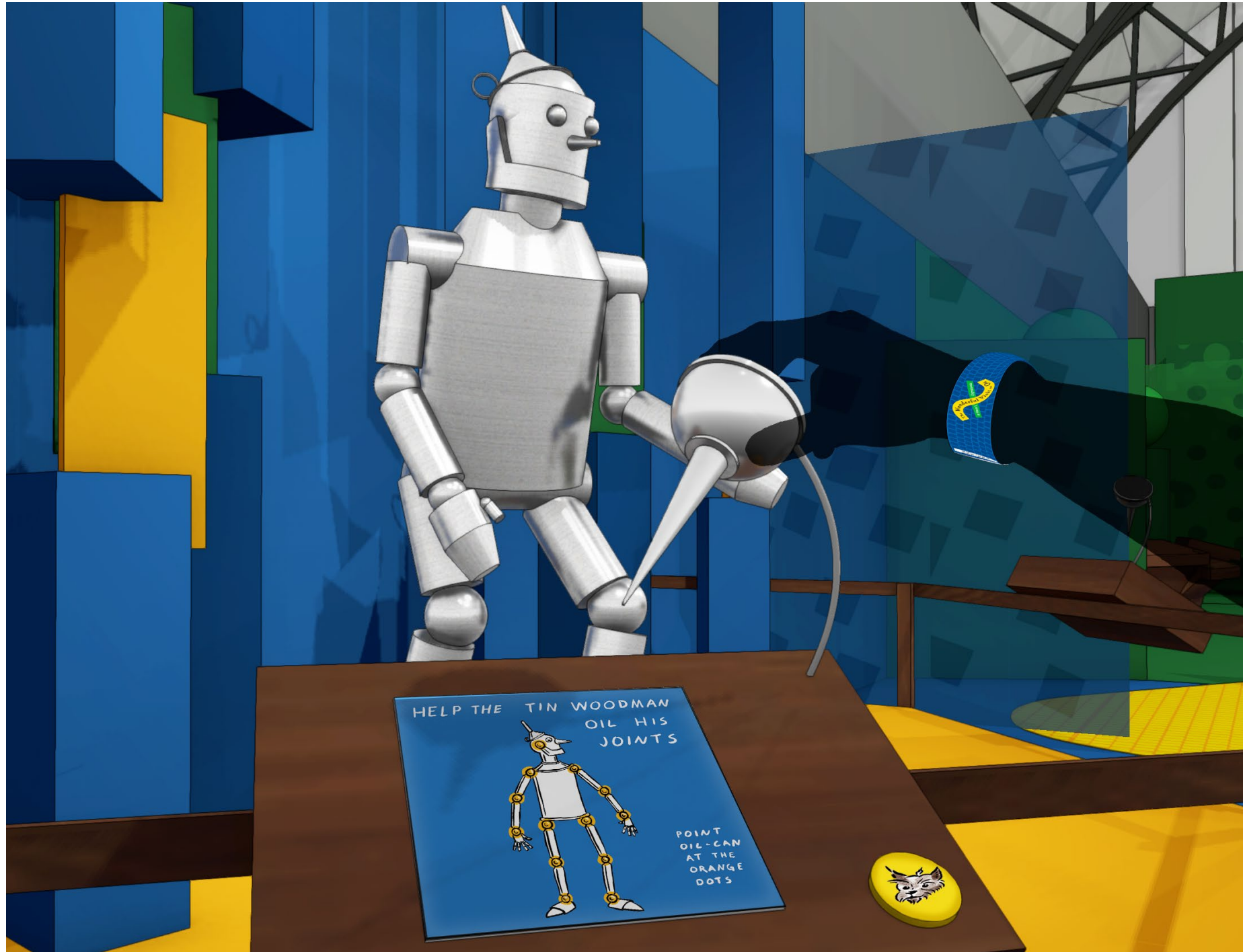
Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.1.18

The Tin Woodman



Tin Woodman oil-can interactive

Overview

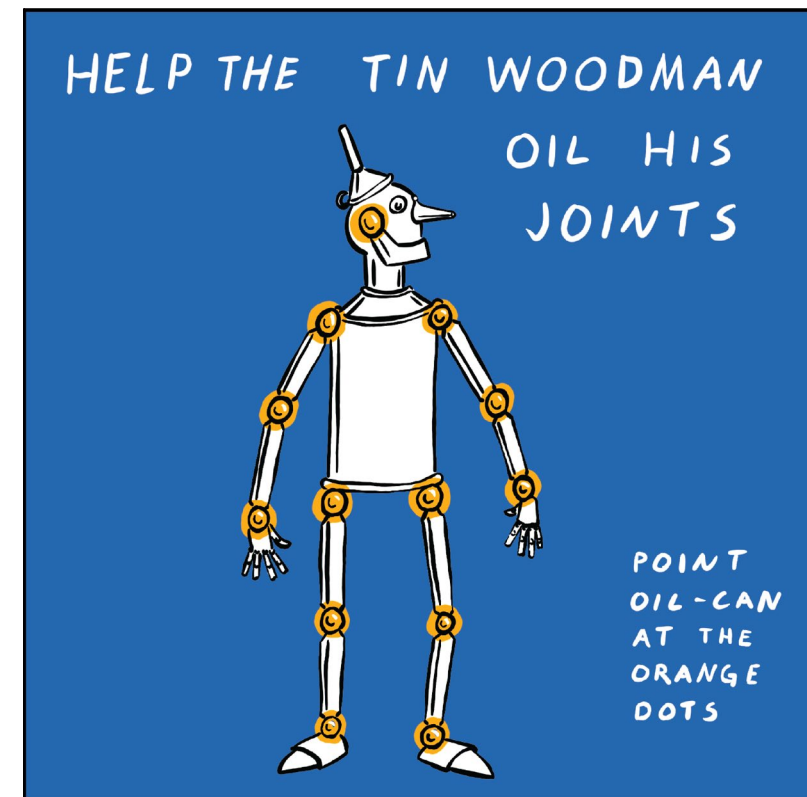
A Mime performer in a Tin Woodman costume stands on a platform. Visitors can activate the Tin Woodman by oiling his joints.

Activities

Oil the Tin Woodman's joints and the actor will begin to move.



Tin Woodman area overview



Directive graphic

Outcomes

Narrative without words. Contemplation of the meaning behind the Tin Woodman character.



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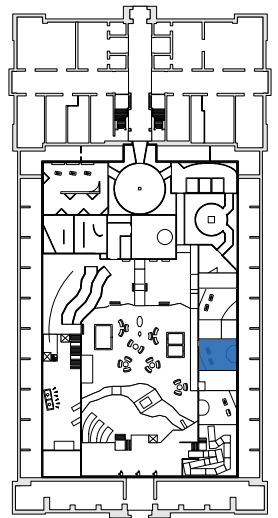
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Key Plan



Drawing Name
The Tin Woodman

Graphic Type
NA

Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.1.19

The Cowardly Lion



Lion area overview



Directive graphic

Overview

An inflatable lion sits on a platform. Use hand or foot operated pumps to inflate him.



Use a hand or foot operated pump to boost the lion's courage

Activities

Boost the courage of the Cowardly Lion by pumping him full of air.

Outcomes

We all need a helping hand sometimes. Contemplate the meaning of courage.



Ivar Theorin

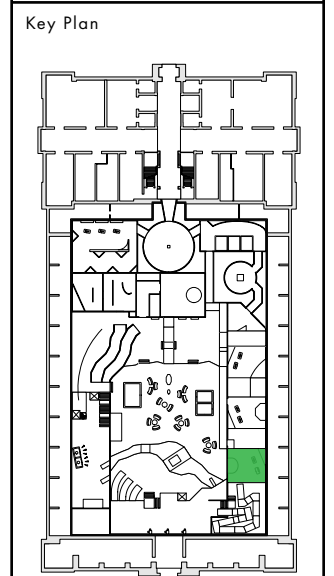
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Drawing Name
The Cowardly Lion

Graphic Type
NA

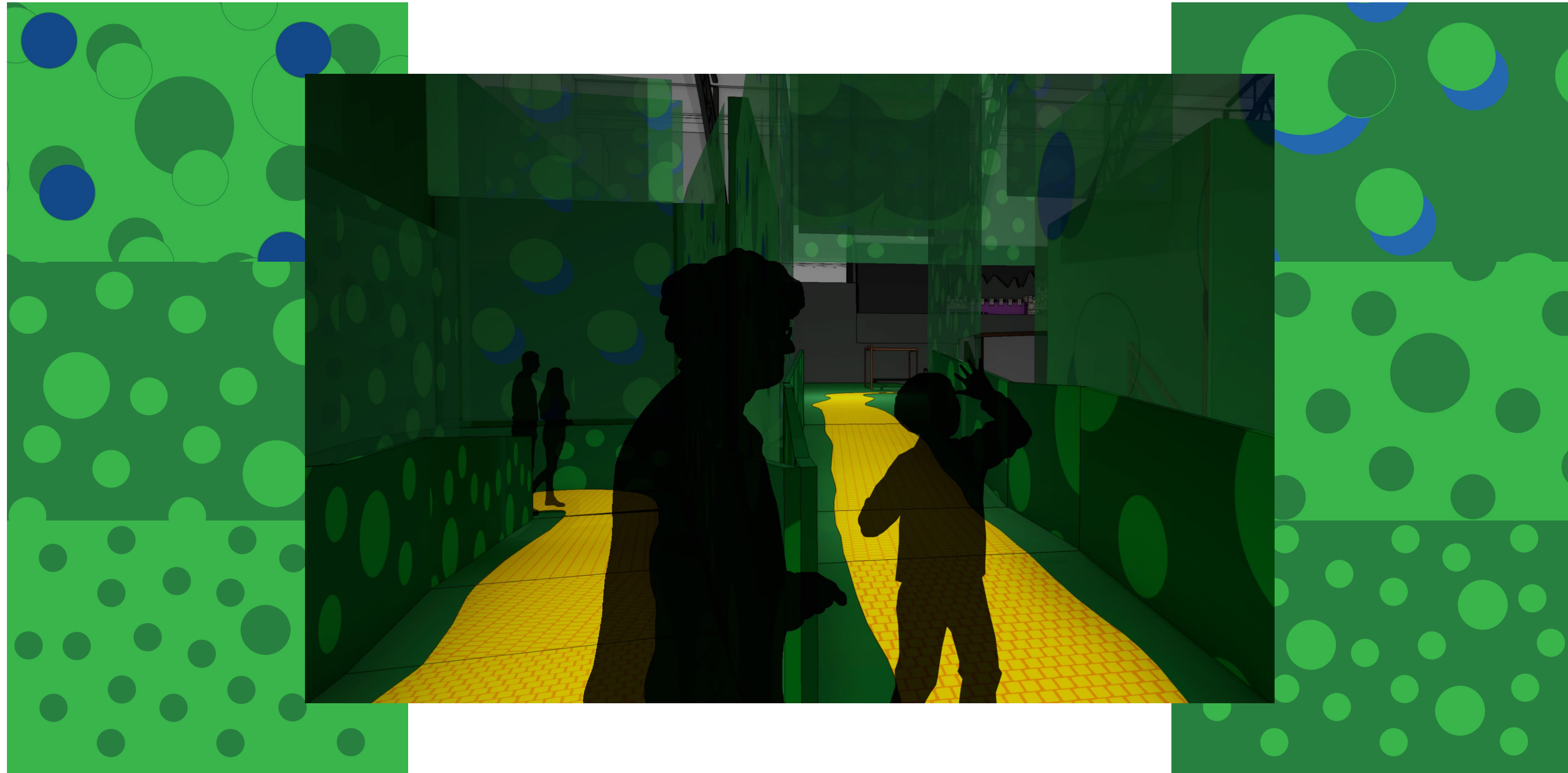
Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.1.20

The Deep Woods Passage



Scrim patterns

Overview

The yellow brick road leads up a long winding ramp with scrim closing in the space as visitors move up the ramp.

Activities

Walk up the ramp.

Outcomes

Building up anticipation for what is coming next.



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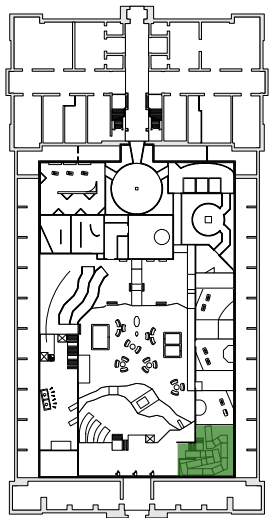
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Key Plan



Drawing Name
The Deep Forest Passage

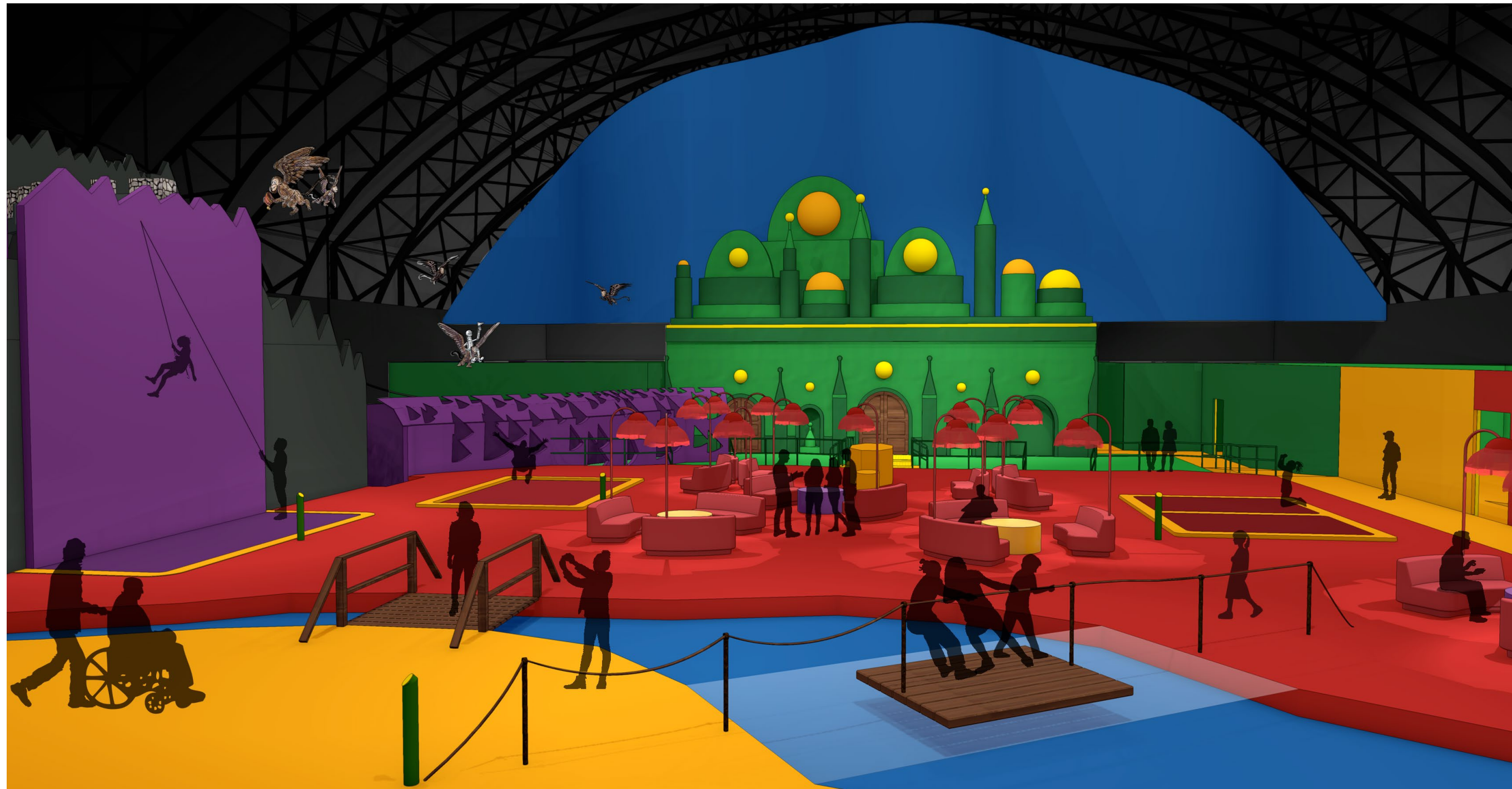
Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.1.21

Poppy Field, Overlook



Vista across the Poppy Field to the Emerald City in the far distance

Overview

From the Overlook there is a vista across the Poppy Field. To proceed visitors have to cross the river on the raft or choose the bridge.

Activities

Collaborate to cross on the raft. Relax on the poppy field furniture. Climb the climbing wall. Jump on trampolines. Experience the foam pit.

Outcomes

Recharging through high energy fun or quiet relaxation.



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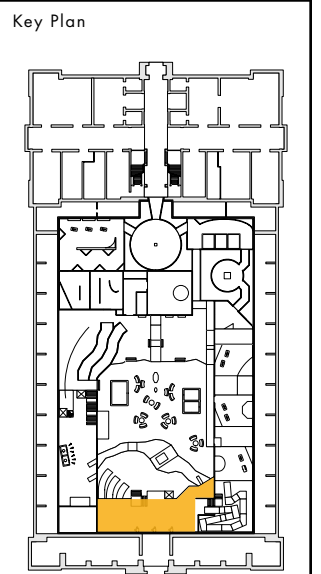
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Drawing Name
Poppy Field, Overlook

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
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Drawing #
EX.1.22

Poppy Field, Activities



Raft collaboration challenge

Overview

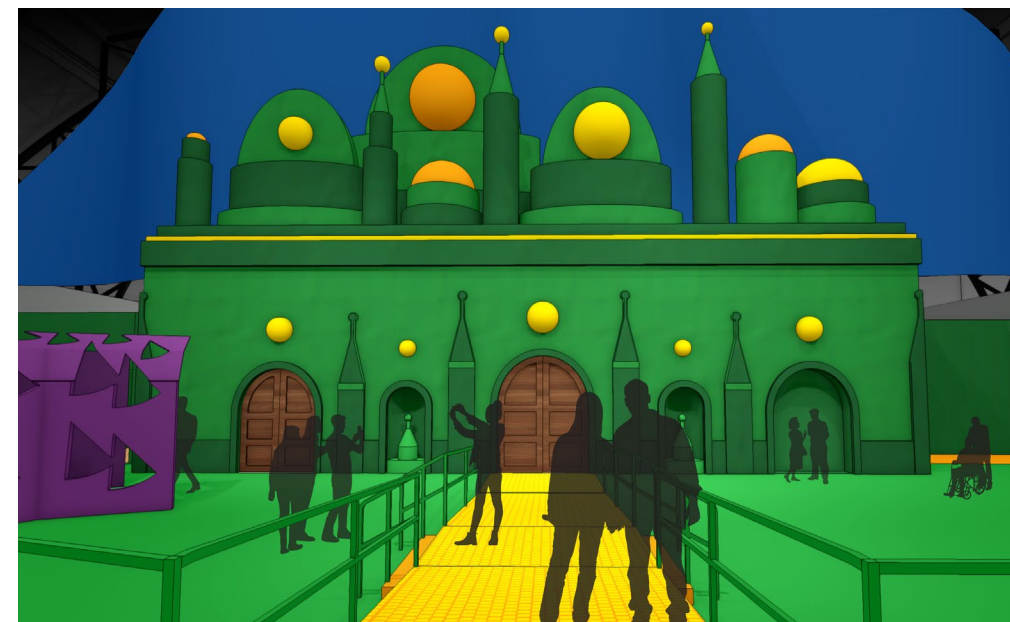
The Poppy field breaks up the sequential experience from the previous section and visitors can choose their own path and their own time line.

Activities

Meander freely and choose the activities that best suits the mood of the moment.



Poppy Field relaxation area



Emerald City exterior

Outcomes

Agency through choice.
Invigorated for the next step of the journey.



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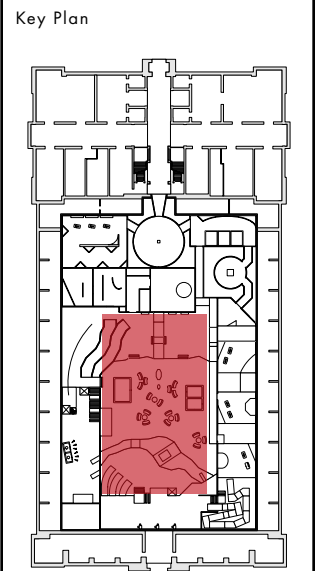
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Drawing Name
Poppy Field Activities

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.23

The Oz Throne Room



Immersive projection of the encounter with OZ

Overview

Immersive projection experience where Oz appears in different forms on all walls.

Activities

Take in immersive projection experience.

Outcomes

Receive the next step of the quest.



Ivar Theorin

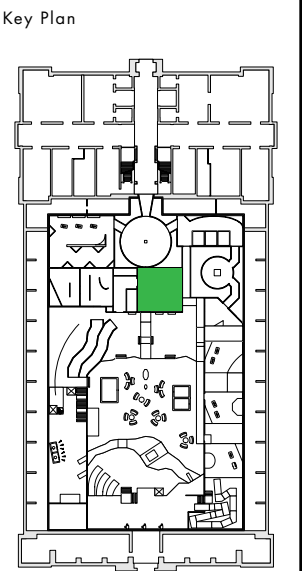
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Drawing Name
The Oz Throne Room

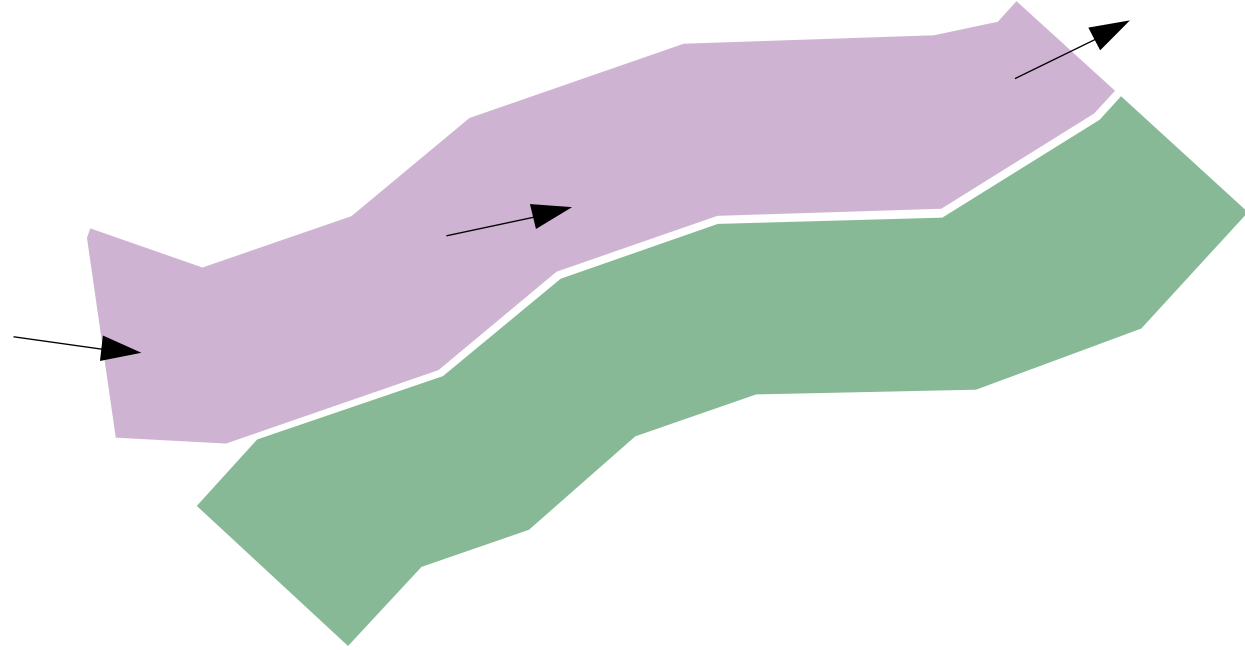
Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.24

The Scary Forest



Scary forest mural graphic

Overview

The path from the Emerald City to Castle of the Wicked Witch goes through the scary forest. Visitors will go through a vaulting passage with immersive graphics.

Activities

Take in immersive experience.

Outcomes

Building anticipation for what lies ahead.



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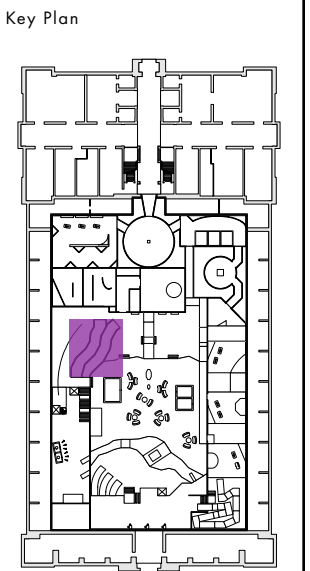
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Drawing Name
The The Scary Forest

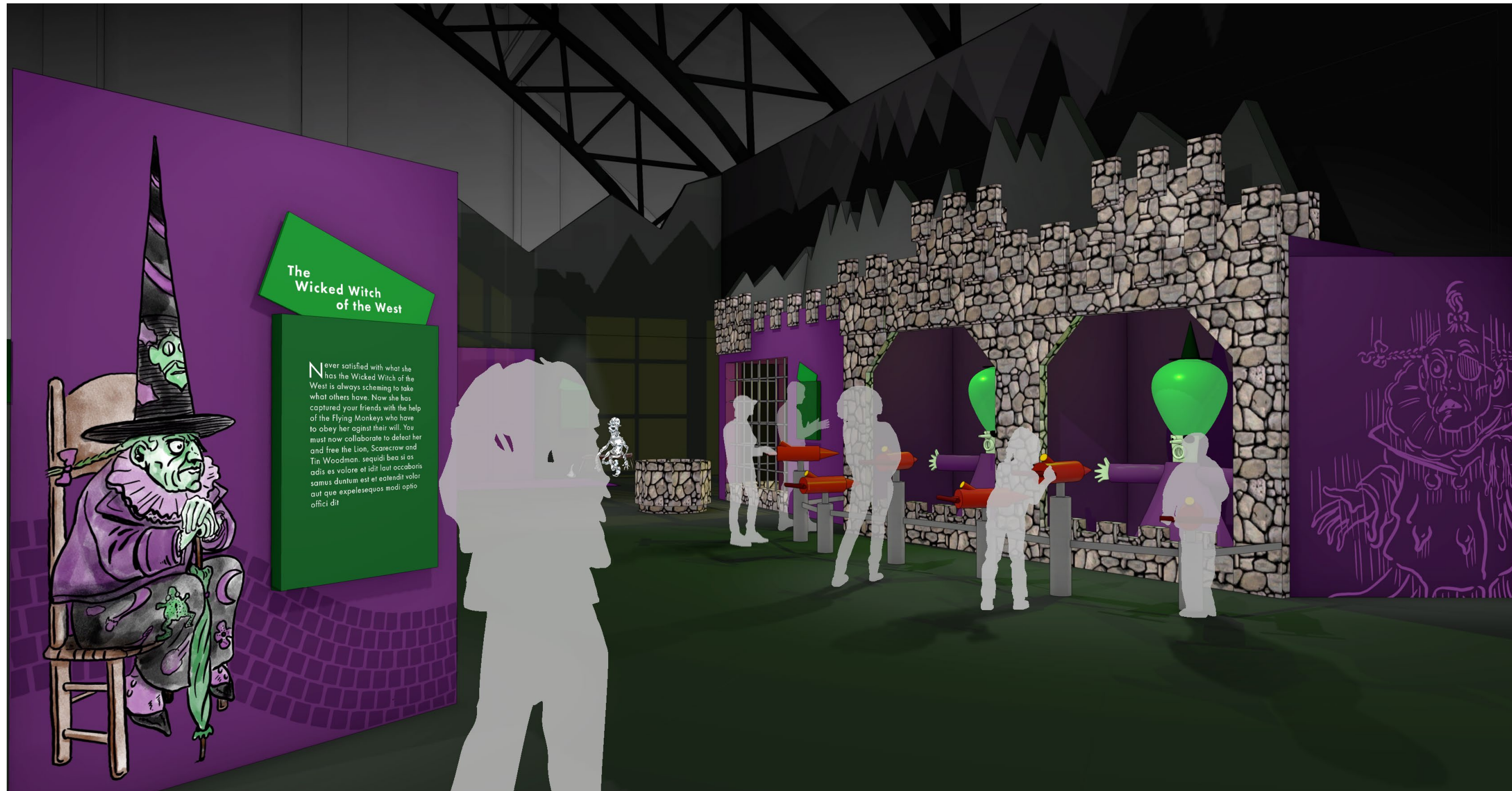
Graphic Type
B2

Graphic #
12A.01.GR01

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.25

The Wicked Witch of the West



The Castle of the Wicked Witch of the West

Overview

A tall staircase leads to the Castle of the Wicked Witch of the West. Here visitors will defeat the witch and free their friends who have been taken captive.

Activities

Wicked witch water cannon challenge. Free the Lion from a cage, reassemble the broken Tin Woodman and re-stuff the Scarecrow.

Outcomes

Completion of the quest. Adventure and collaboration.



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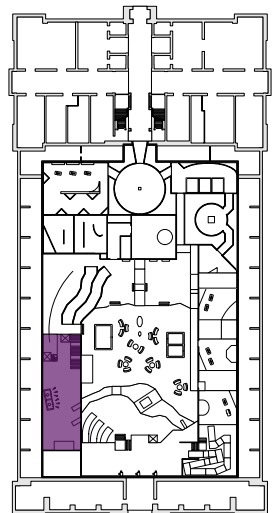
Project Name
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Key Plan



Drawing Name
Castle of the W. Witch

Graphic Type
A1, C1, C3, E1

Graphic #
13.017.GR1-6

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.26

Flying Monkey Zip-Line



Zip-line launch point overlooking the Emerald City

Overview

On the return to the Emerald City from the Castle of the Wicked Witch, visitors can take the Flying Monkey Zip-Line.

Activities

Soar through the air with the flying monkeys.

Outcomes

Have an exhilarating experience.



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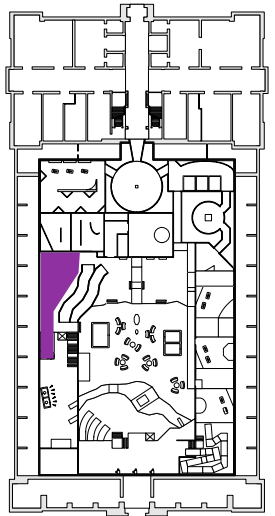
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Key Plan



Drawing Name
Flying Monkey Zip-Line

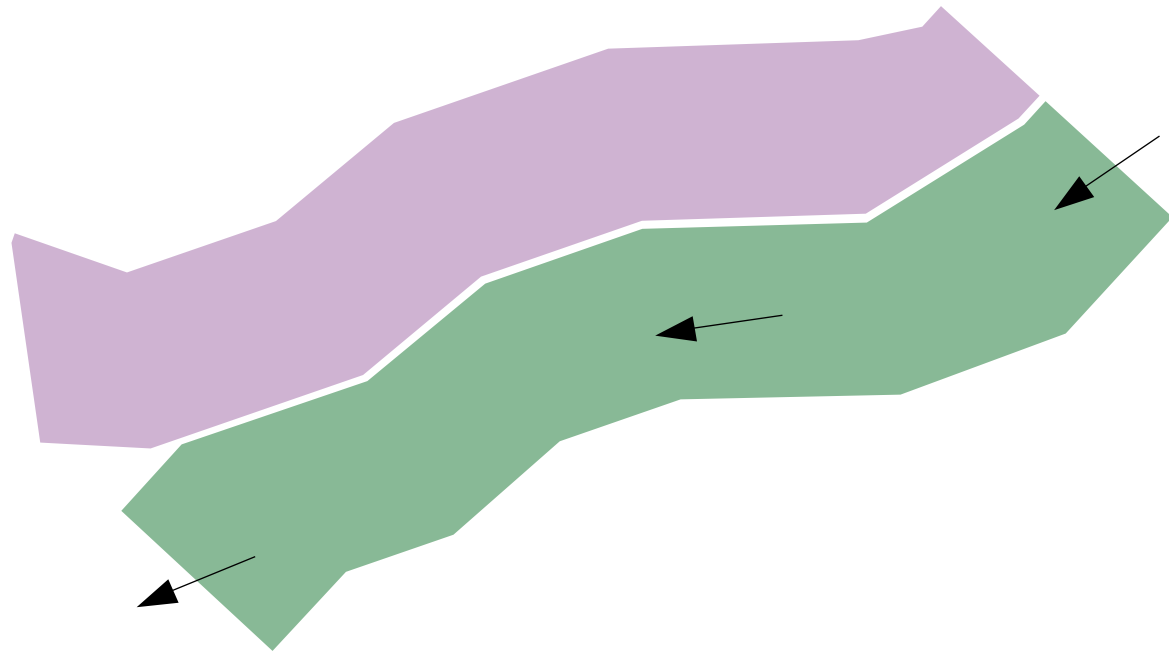
Graphic Type
E1

Graphic #
14A.01.GR01-05

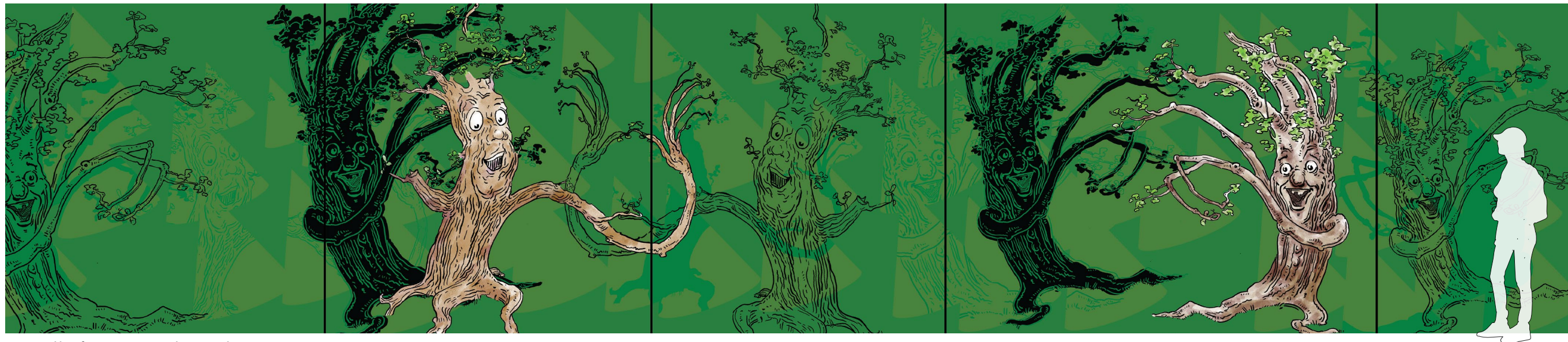
Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.27

The Friendly Forest



Graphic development model



Friendly forest mural graphic

Overview

As an alternative to the zip-line, visitors can walk back down the stairs and experience a changed forest on the way back to the Emerald City.

Activities

Take in immersive experience.
See people on the zip-line above.

Outcomes

Thinking of shifting perspectives.



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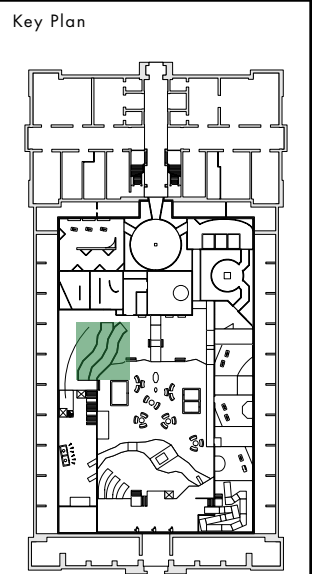
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Drawing Name
The Friendly Forest

Graphic Type
B2

Graphic #
12A.03.GR01

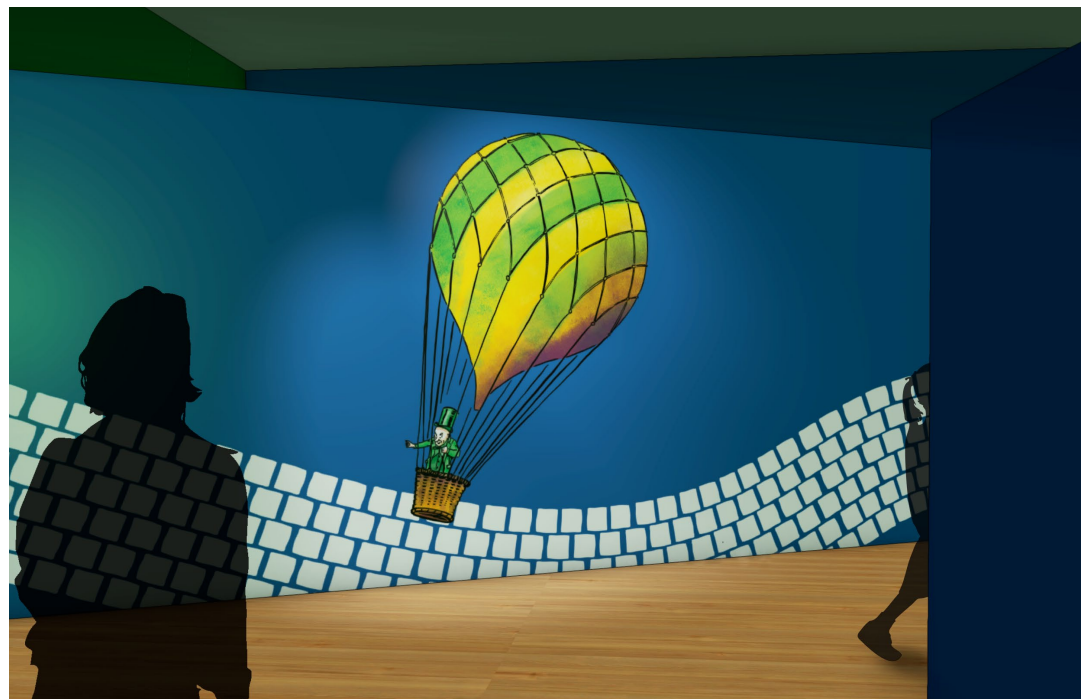
Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.28

Leaving Oz



Oz reveal curtain



All is Lost, balloon projection

Overview

Visitors get to peek behind the curtain to reveal OZ as a fraud and then see the balloon escape. Finally they receive advice from the Good Witch of the South.

Activities

Peek behind the curtain.
Try to catch up to the balloon.

Outcomes

Trust that even when all seems lost there will be a way forward.



Final advice from the Good Witch of the South



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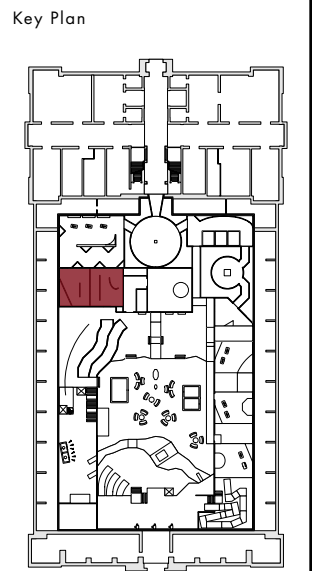
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Drawing Name
Leaving Oz

Graphic Type
NA

Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.1.29

No Place Like Home



Final reflection area

Overview

Visitors can sum up their experiences at the reflection area before exiting the way they came in through the book rotunda.

Activities

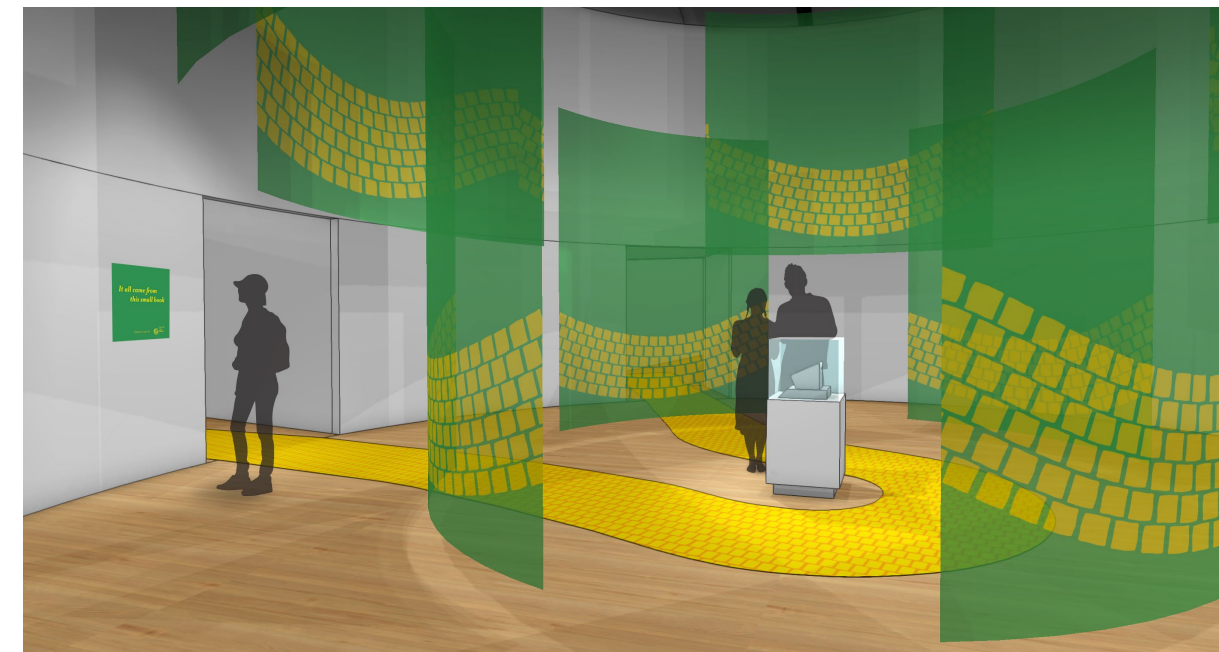
Reflect and express thoughts about the experience

Outcomes

Insights as to what it means to be a hero.
Interest in reading the book.
Thoughts about the impact of stories.



Parting message from the client



Coming full circle, exiting through the Book Rotunda



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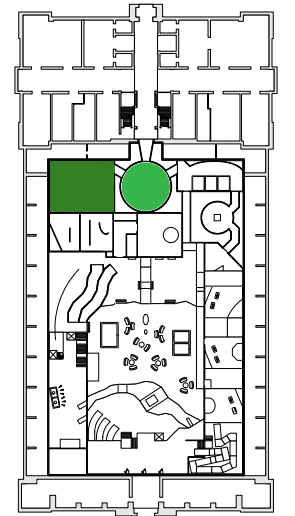
Project Name
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Key Plan



Drawing Name
No Place Like Home

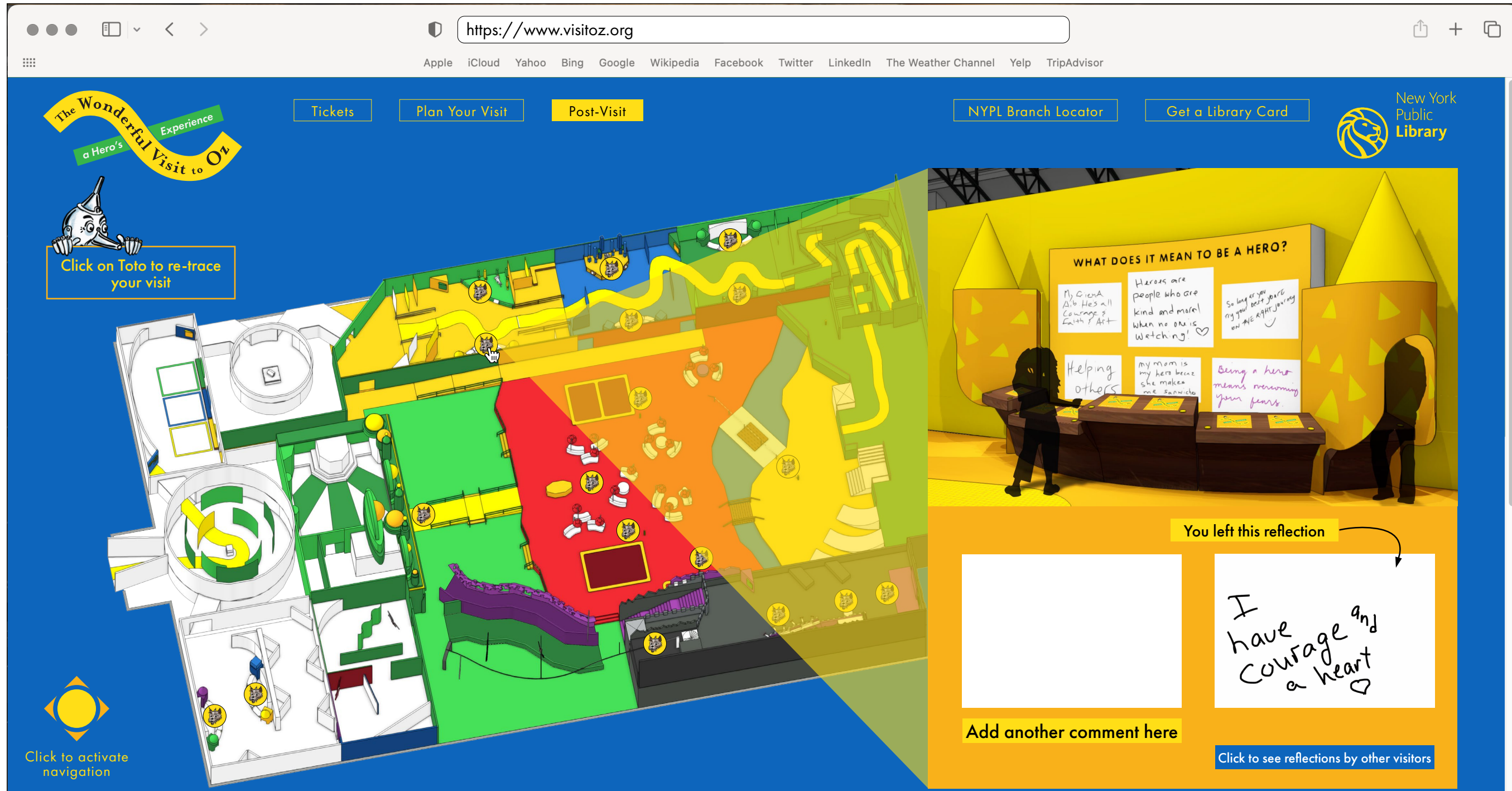
Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.1.30

Post-Visit Website



Post-Visit website interface

Overview

Visitors can use the unique number on their RFID bracelets to access a personalized website where they can re-trace their visit.

Activities

Click on Toto to access any area that where activated during the visit and leave a comment or see reflections by other visitors.

Outcomes

Building a deeper connection to the exhibition and the content. Fostering community with other exhibition visitors.



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Project Name

The Wonderful Visit to Oz

Client



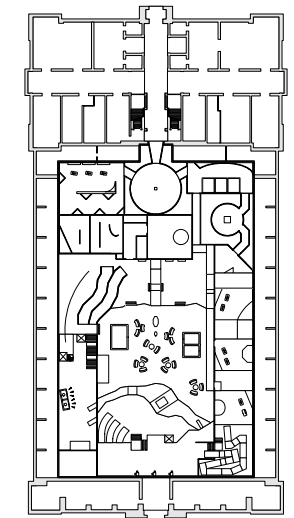
Venue



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Key Plan



Drawing Name

Post-Visit Website

Graphic Type

NA

Graphic #

NA

Scale

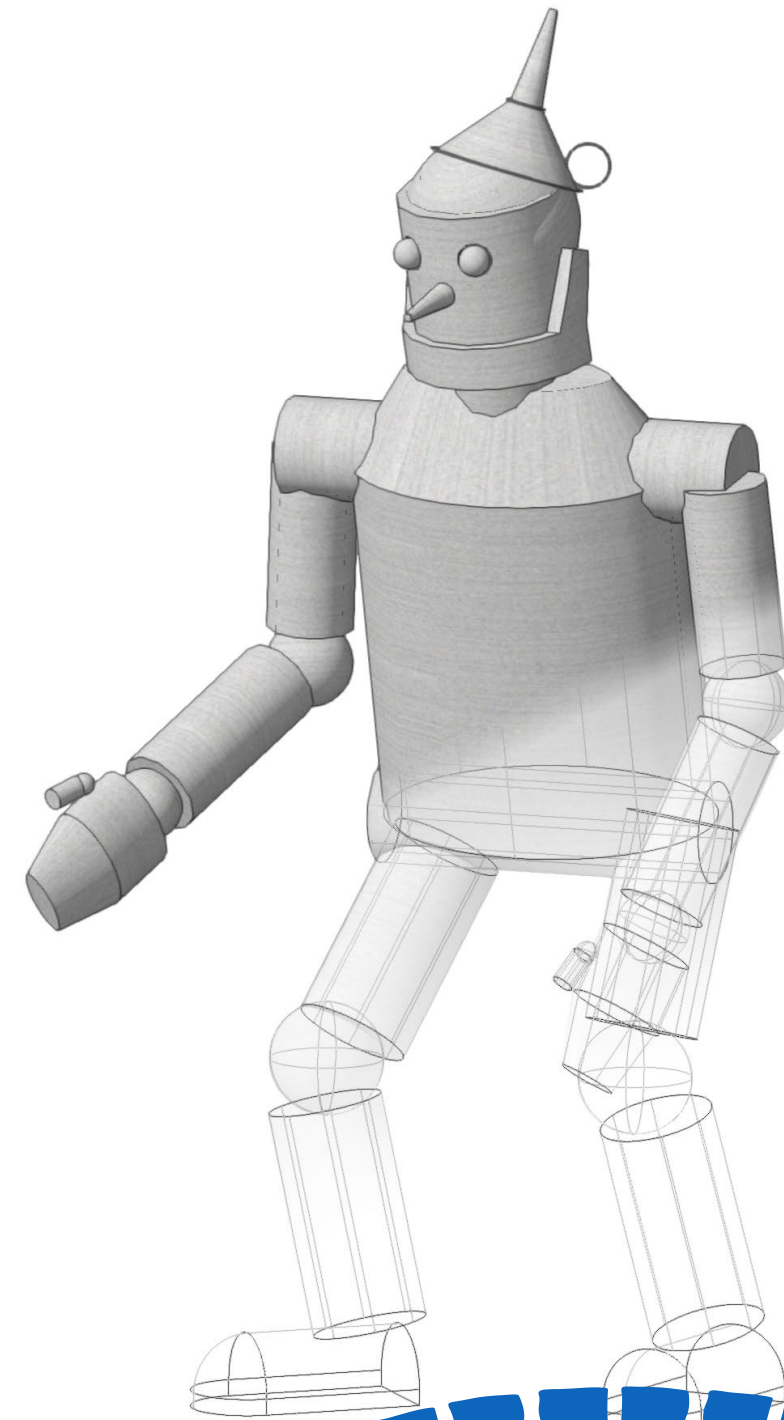
As Noted

Date

12/06/23

Drawing #

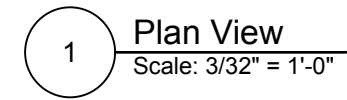
EX.1.31



EX.2.00 Schedules & Lists



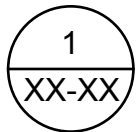
Symbols List



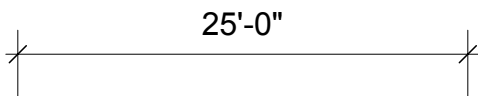
Drawing Label



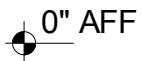
Drawing Reference, Same Page



Drawing Reference, Other Page



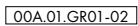
Dimension Marker



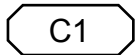
Elevation Reference Marker



North Arrow



Graphic & AV #



Finish #



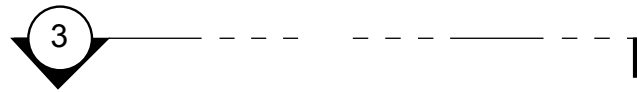
Duplex Receptacle Outlet



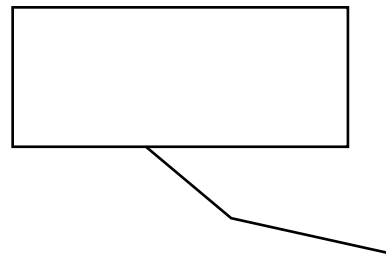
Quad Receptacle Outlet



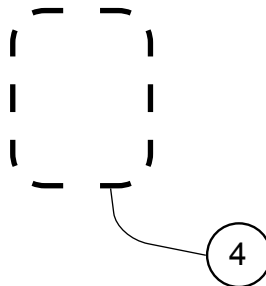
Elevation Marker



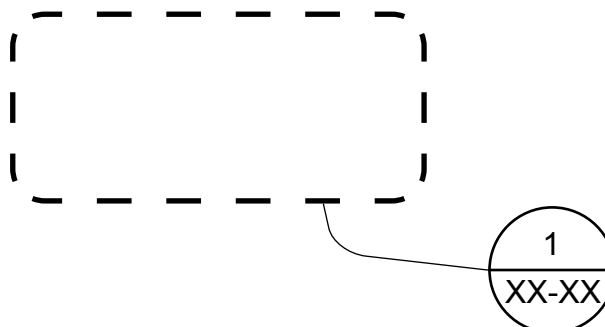
Section Marker



Call Out



Detail Call Out, Same Page



Detail Call Out, Other Page



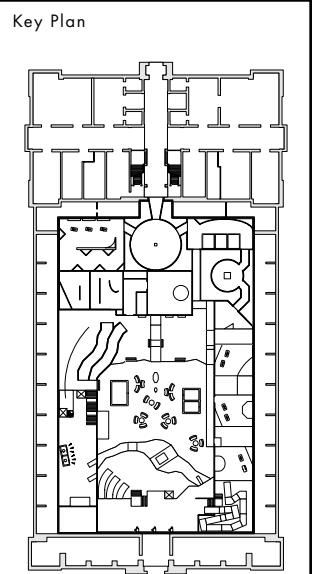
Ivar Theorin

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Exhibition and Experience Design

Project Name
The Wonderful Visit to Oz



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Drawing Name
Symbols List

Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.2.01

Graphic Specifications List

GR Type	Description
A1	Dimensional fabricated shapes, MDF with sealed edges, Spray finish, Mounted with Z-clips
B1	Cut Vinyl letters for quotes
B2	Inkjet printed Murals, all edges capped
B3	Cut vinyl floor graphic
C1	Silkscreen text
C2	Hand painted outlines
C3	Stenciled wall patterns, see paint schedule for specific colors
D1	Exterior Banners
D2	Translucent scrim
D3	Stretched fabric murals
E1	Cut out figures, direct printed on Dibond, mounted with VHB on 1/2" spacer blocks
E2	Cut out discs, high pressure laminate
F1	Dimensional letters, laser cut acrylic, spray painted satin finish, mounted with pins



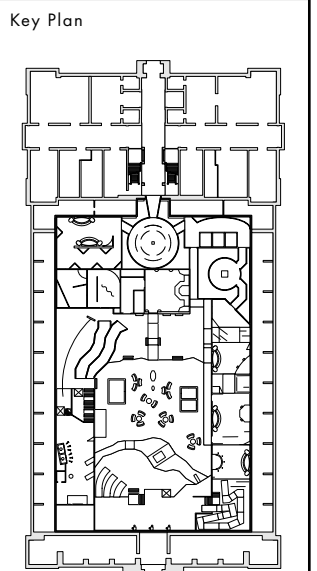
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Project Name
The Wonderful Visit to Oz



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Drawing Name
Graphic Spec. List

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.02

Graphic Schedule p. 01

Section:

00A Entry Approach	GR Type	Description
00A.01.GR01	D1	Exterior Flag Banners
00A.01.GR02	D1	Exterior Flag Banners
00A.01.GR03	D1	Exterior Flag Banners
00A.01.GR04	D1	Exterior Flag Banners
00A.01.GR05	B3	Yellow Brick Road Floor Graphic
00A.02.GR01	B2	Inkjet Mural on Entry Doors

Section:

01A Book Rotunda	GR Type	Description
01A.01.GR01	D2	Translucent Scrim Banners
01A.01.GR02	D2	Translucent Scrim Banners
01A.01.GR03	D2	Translucent Scrim Banners
01A.01.GR04	D2	Translucent Scrim Banners
01A.01.GR05	D2	Translucent Scrim Banners
01A.01.GR06	D2	Translucent Scrim Banners
01A.01.GR07	D2	Translucent Scrim Banners
01A.01.GR08	D2	Translucent Scrim Banners

Section:

02A Call to Adventure	GR Type	Description
02A.01.GR01	A1	Logo Shape
02A.01.GR02	A1	Logo Shape
02A.01.GR03	A1	Orange Bar
02A.01.GR04	F1	Dimensional Letters
02A.01.GR05	F1	Dimensional Letters
02A.01.GR06	C1	Silkscreen Text
02A.01.GR07	C3	Brick Pattern
02A.02.GR01	E2	RFID Check In
02A.03.GR01	D3	Mural
02A.04.GR01	B3	Floor Graphic
02A.04.GR02	B3	Floor Graphic
02A.04.GR03	B3	Floor Graphic
02A.05.GR01	C2	Figure Outline

02A.05.GR02	C3	Brick Pattern
02A.05.GR03	B1	Wall Quote
02A.05.GR04	A1	Dimensional Shape
02A.05.GR05	C1	Silkscreen Text
02A.05.GR06	C3	Brick Pattern
02A.05.GR07	E1	Cut Out Figure
02A.05.GR08	E2	Cut Out Figure

Section:

03A Cyclone Theater	GR Type	Description
03A.02.GR01	C2	Figure Outline
03A.02.GR02	C3	Brick Pattern
03A.02.GR03	B1	Wall Quote

Section:

04A Scarecrow	GR Type	Description
04A.01.GR01	D2	Translucent Scrim Banners
04A.01.GR02	D2	Translucent Scrim Banners
04A.01.GR03	D2	Translucent Scrim Banners
04A.01.GR04	D2	Translucent Scrim Banners
04A.01.GR05	D2	Translucent Scrim Banners
04A.01.GR06	D2	Translucent Scrim Banners
04A.02.GR01	A1	Dimensional Shape
04A.02.GR02	C1	Silkscreen Text
04A.02.GR03	C3	Brick Pattern
04A.02.GR04	E1	Cut Out Figure
04A.03.GR01	E2	RFID Check In
04A.03.GR02	E2	RFID Check In
04A.04.GR03	E2	RFID Check In
04A.04.GR04	E2	RFID Check In
04A.04.GR05	E2	RFID Check In
04A.04.GR06	E2	RFID Check In



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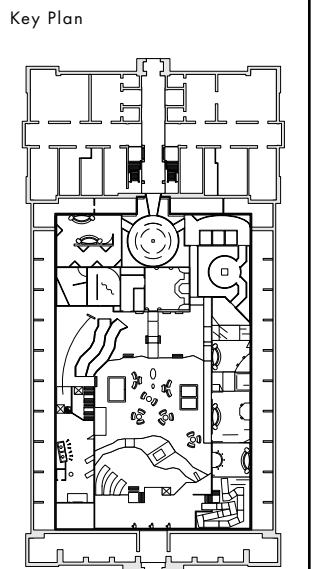
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Exhibition and Experience Design

Project Name
The Wonderful Visit to Oz

Client
New York
Public
Library

Venue
**PARK AVENUE
ARMORY**

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Drawing Name
Graphic Schedule p. 01

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.03

Graphic Schedule p. 02

Section:

05A Tin Woodman

GR Type

GR Type	Description
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
A1	Dimensional Shape
C1	Silkscreen Text
C3	Brick Pattern
E1	Cut Out Figure
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In

Section:

06A Cowardly Lion

GR Type

GR Type	Description
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
D2	Translucent Scrim Banners
A1	Dimensional Shape
C1	Silkscreen Text
C3	Brick Pattern
E1	Cut Out Figure
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In
C2	Figure Outline
C3	Brick Pattern
B1	Wall Quote
E2	RFID Check In
E2	RFID Check In
E2	RFID Check In



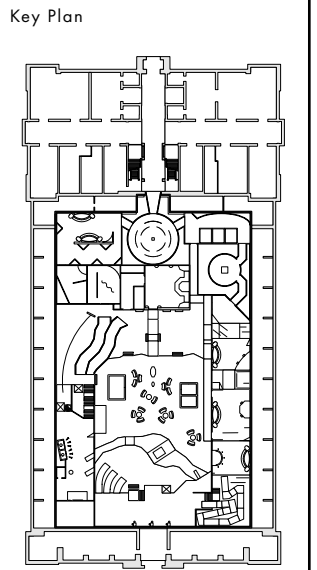
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Exhibition and Experience Design

Project Name
The Wonderful Visit to Oz



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Drawing Name
Graphic Schedule p. 02

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.04

Graphic Schedule p. 03

Section:	GR Type	Description
07A Deep Woods		
07A.01.GR01	D2	Translucent Scrim Banners
07A.01.GR02	D2	Translucent Scrim Banners
07A.01.GR03	D2	Translucent Scrim Banners
07A.01.GR04	D2	Translucent Scrim Banners
07A.01.GR05	D2	Translucent Scrim Banners
07A.01.GR06	D2	Translucent Scrim Banners
07A.01.GR07	D2	Translucent Scrim Banners
07A.01.GR08	D2	Translucent Scrim Banners

Section:	GR Type	Description
08A Overlook		
08A.01.GR01	A1	Dimensional Shape
08A.01.GR02	C1	Silkscreen Text
08A.01.GR03	C3	Brick Pattern
08A.01.GR04	E1	Cut Out Figure
08A.02.GR01	E2	RFID Check In
08A.02.GR02	D3	Mural
08A.03.GR01	E2	RFID Check In
08A.03.GR02	E2	RFID Check In
08A.03.GR03	E2	RFID Check In
08A.04.GR01	D3	Mural

Section:	GR Type	Description
09A River Crossing		
09A.01.GR01	E2	RFID Check In

Section:	GR Type	Description
10A River Crossing		
10A.01.GR01	E2	RFID Check In
10A.02.GR01	E2	RFID Check In

10A.03.GR01	E2	RFID Check In
10A.04.GR01	E2	RFID Check In

Section:	GR Type	Description
11A Emerald City		
11A.01.GR01	E2	RFID Check In

Section:	GR Type	Description
12A Forest		
12A.01.GR01	B2	Inkjet Mural
12A.02.GR01	B2	Inkjet Mural
12A.03.GR01	B2	Inkjet Mural
12A.04.GR01	B2	Inkjet Mural

Section:	GR Type	Description
13A Wicked Witch		
13A.01.GR01	A1	Dimensional Shape
13A.01.GR02	C1	Silkscreen Text
13A.01.GR03	C3	Brick Pattern
13A.01.GR04	E1	Cut Out Figure
13A.02.GR01	E2	RFID Check In
13A.02.GR02	E2	RFID Check In
13A.02.GR03	E2	RFID Check In
13A.02.GR04	E2	RFID Check In
13A.02.GR05	E2	RFID Check In
13A.02.GR06	E2	RFID Check In
13A.03.GR01	A1	Dimensional Shape
13A.03.GR02	C1	Silkscreen Text
13A.03.GR03	C3	Brick Pattern
13A.03.GR04	E1	Cut Out Figure
13A.05.AV01	AV	Interactive Game
13A.06.GR01	E2	RFID Check In



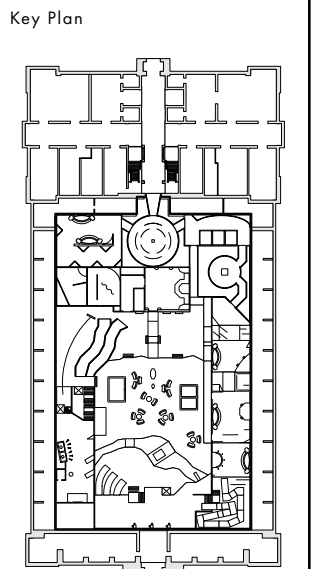
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Drawing Name
Graphic Schedule p. 03

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
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Drawing #
EX.2.05

Graphic Schedule p. 04

Section:

13A Wicked Witch	GR Type	Description
13A.07.GR01	C2	Figure Outline
13A.07.GR02	C3	Brick Pattern
13A.07.GR03	B1	Wall Quote

Section:

14A Monkey Zip-Line	GR Type	Description
14A.01.GR01	E1	Cut Out Figure
14A.01.GR02	E1	Cut Out Figure
14A.01.GR03	E1	Cut Out Figure
14A.01.GR04	E1	Cut Out Figure
14A.01.GR05	E1	Cut Out Figure

Section:

15A Oz Reveal	GR Type	Description
15A.01.GR01	D2	Translucent Scrim
15A.02.GR01	C2	Figure Outline
15A.02.GR02	B1	Wall Quote
15A.04.GR01	B2	Mural
15A.05.GR01	B2	Inkjet Mural
5A.05.GR02	B2	Inkjet Mural

Section:

16A All is Lost	GR Type	Description
16A.01.AV01	AV	Projection
16A.02.GR01	E1	Cut Out Figure
16A.03.GR01	C2	Figure Outline
16A.03.GR02	B1	Wall Quote

Section:

17A Legacy Gallery	GR Type	Description
17A.01.GR01	B2	Inkjet Mural
17A.01.GR02	B2	Inkjet Mural
17A.01.GR03	B2	Inkjet Mural
17A.01.GR04	B2	Inkjet Mural
17A.01.GR05	B2	Inkjet Mural

Section:

18A No Place Like H.	GR Type	Description
18A.01.GR01	C2	Figure Outline
18A.01.GR02	B1	Wall Quote
18A.02.GR01	E2	RFID Check In
18A.02.GR02	E2	RFID Check In
18A.02.GR03	E2	RFID Check In
18A.02.GR04	E2	RFID Check In
18A.02.GR05	E2	RFID Check In
18A.02.GR06	E2	RFID Check In



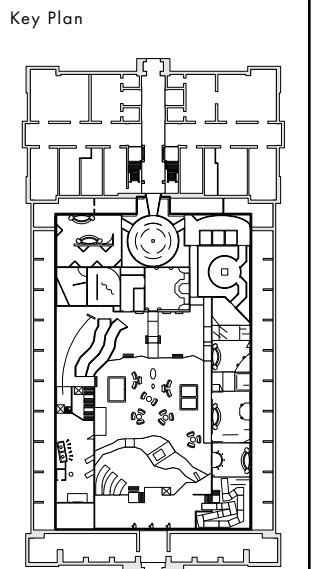
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Drawing Name
Graphic Schedule p. 04

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.06

Finish Specifications



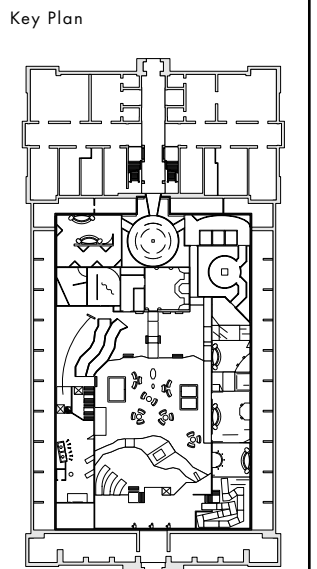
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Drawing Name
Finish Specifications

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.07

Paints

Finish #	Manufacturer	Spec name	Spec #	Finish
P1	Benjamin Moore	Yolk	2023-10	Eggshell
P2	Benjamin Moore	Mandarin Orange	2018-20	Eggshell
P3	Benjamin Moore	Lizard Green	2030-10	Eggshell
P4	Benjamin Moore	Clover Green	2034-10	Eggshell
P5	Benjamin Moore	Tomato Red	2010-10	Eggshell
P6	Benjamin Moore	Classic Burgundy	HC-182	Eggshell
P7	Benjamin Moore	Lilac Pink	2074-40	Eggshell
P8	Benjamin Moore	Grape Juice	2074-10	Eggshell
P9	Benjamin Moore	Big Country Blue	2066-30	Eggshell
P10	Benjamin Moore	Patriot Blue	2064-20	Eggshell
P11	Benjamin Moore	Raccoon Fur	2126-20	Eggshell
P12	Benjamin Moore	Black Tar	2126-10	Eggshell

Carpet

Finish #	Manufacturer	Spec name	Spec #	Type
C1	Enhance a Color	Custom Dye Sub	Brick Road Pattern	Carpet Tiles
C2	Shaw Carpet	Tangerine Twist	00630	Carpet Tiles
C3	Shaw Carpet	Leap Frog	00331	Carpet Tiles
C4	Shaw Carpet	Cobal Vibe	00431	Carpet Tiles
C5	Shaw Carpet	Fire Engine	00832	Carpet Tiles
C6	Shaw Carpet	Grape Jelly	00931	Carpet Tiles
C7	Milliken	Apple	FWK 141	Carpet Tiles

Powder Coat

Finish #	Manufacturer	Spec name	Spec #	Finish
PC1	Tiger Drylac	Crimson Red	LRV 14.9	Gloss
PC2	Tiger Drylac	Kryptonite Green	LRV 21.7	Gloss

Scenic Treatments

Finish #	Manufacturer	Spec name	Spec #	Finish
SC1		Faux Wood Grain	Fabricator to Advice	
SC2		Faux Stucco	Fabricator to Advice	
SC3		Faux Stone	Fabricator to Advice	

Metals

Finish #	Manufacturer	Spec name	Spec #	Finish
M1	TBD	Stainless Steel	Fabricator to Advice	Brushed

AV Specifications

AV #	Manufacturer	Product name	Product #	Type
AV1	Samsung	Freestyle	NA	Compact Projector
AV2	Epson	Epson EpiqVision	LS800B	Short Throw Projector
AV3	BenQ	10000lms WUXGA	LU9800	Laser Projector
AV4	TBD	Media Integrator to Advice		Custom Touchscreen Overlays
AV 5	TBD	Media Integrator to Advice		RFID Scanning System
AV6	RFC	ART	945-A	Speakers



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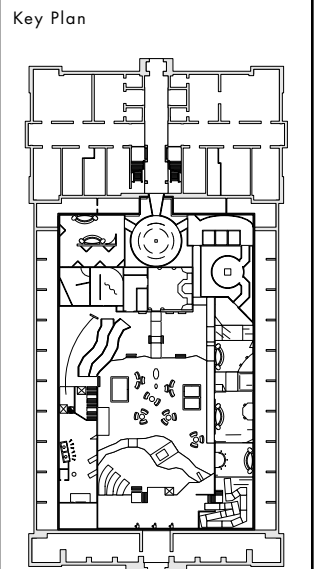
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New York
Public
Library



Venue
**PARK AVENUE
ARMORY**



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Drawing Name
AV Specifications

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.08

AV Schedule p. 01

Section: 00A Entry Approach	AV Type	Description
00A.01.AV01	AV5	RFID Check-In
Section: 02A Call to Adventure	AV Type	Description
02A.02.AV01	AV5	RFID Check-In
Section: 03A Cyclone Theater	AV Type	Description
03A.01.AV01	AV3	Rear Projection
03A.02.AV02	AV6	Speakers
Section: 04A Scarecrow	AV Type	Description
04A.01.AV01	AV5	RFID Check-In
04A.01.AV02	AV4	Interactive Interface
04A.02.AV01	AV5	RFID Check-In
04A.02.AV02	AV4	Interactive Interface
04A.02.AV03	AV1	Interactive Rear Projection
04A.02.AV04	AV4	Projection
Section: 05A Tin Woodman	AV Type	Description
05A.01.AV01	AV5	RFID Check-In
05A.01.AV02	AV4	Interactive Interface
05A.02.AV01	AV5	RFID Check-In
05A.02.AV02	AV4	Interactive Interface
05A.02.AV03	AV1	Interactive Rear Projection
05A.02.AV04	AV4	Projection

Section: 06A Cowardly Lion	AV Type	Description
06A.01.AV01	AV5	RFID Check-In
06A.01.AV02	AV4	Interactive Interface
06A.01.AV03	AV1	Interactive Rear Projection
06A.01.AV04	AV4	Projection
06A.02.AV01	AV5	RFID Check-In
Section: 08A Overlook	AV Type	Description
08A.01.AV01	AV5	RFID Check-In
08A.01.AV01	AV5	RFID Check-In
Section: 09A River Crossing	AV Type	Description
09A.01.AV01	AV5	RFID Check-In
Section: 10A Poppy Field	AV Type	Description
10A.01.AV01	AV5	RFID Check-In
10A.02.AV01	AV5	RFID Check-In
10A.02.AV02	AV4	Interactive Interface
10A.03.AV01	AV5	RFID Check-In
10A.03.AV02	AV5	RFID Check-In
Section: 11A Emerald City	AV Type	Description
11A.01.AV01	AV5	RFID Check-In
11A.02.AV01	AV3	Immersive Projection
11A.02.AV02	AV6	Speakers



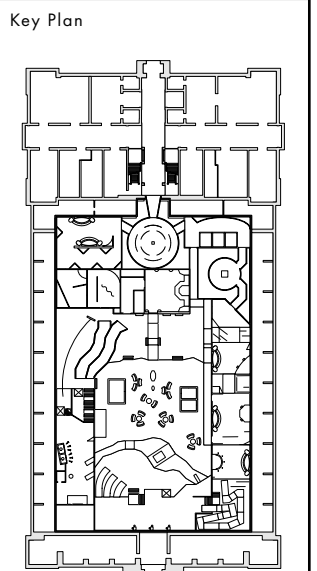
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Project Name
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Drawing Name
AV Schedule P. 01

Graphic Type
NA

Graphic #
NA

Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.2.09

AV Schedule p. 02

Section:

13A Wicked Witch

AV Type	Description
13A.01.AV01	RFID Check-In
13A.02.AV01	RFID Check-In
13A.02.AV02	Interactive Interface
13A.03.AV01	RFID Check-In
13A.04.AV01	RFID Check-In

Section:

16A All is Lost

AV Type	Description
13A.01.AV01	Rear Projection

Section:

18A No Place Like H.

AV Type	Description
18A.01.AV01	RFID Check-In
18A.01.AV02	Interactive Interface
18A.01.AV03	Interactive Rear Projection
18A.01.AV04	Projection
18A.02.AV01	RFID Check-In
18A.02.AV02	Interactive Interface
18A.02.AV03	Interactive Rear Projection
18A.02.AV04	Projection



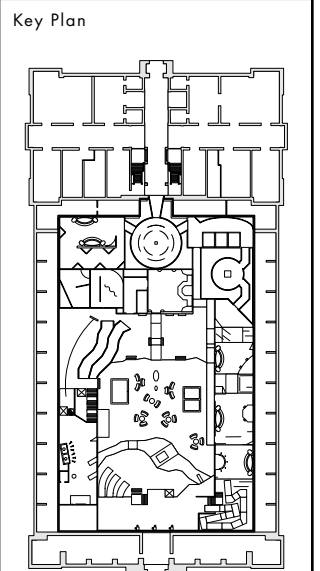
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Drawing Name
AV Schedule P. 02

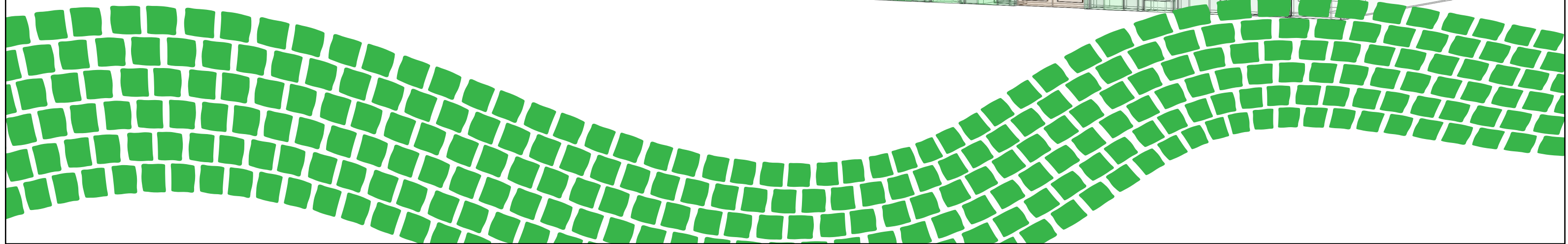
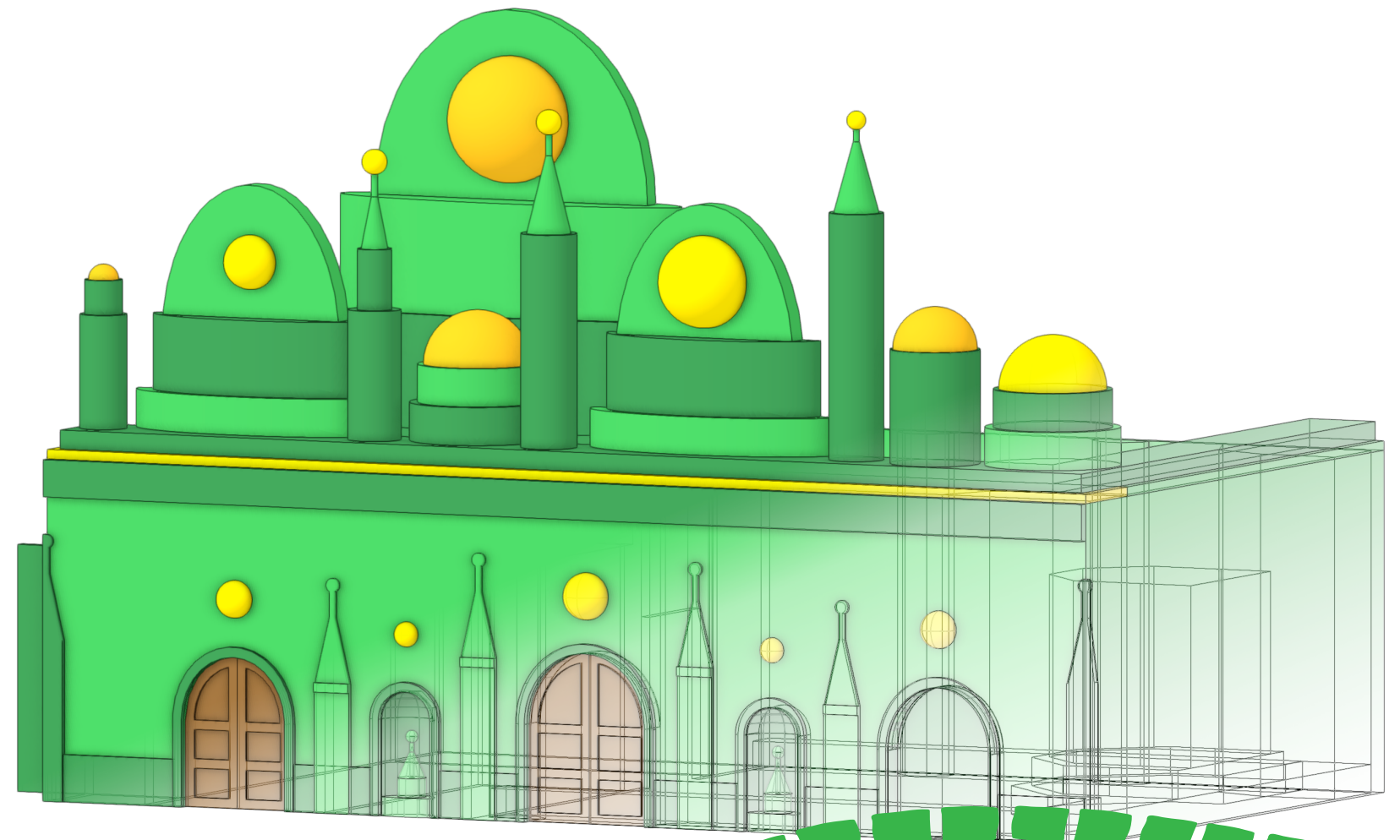
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Graphic #
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Scale	Date
As Noted	12/06/23

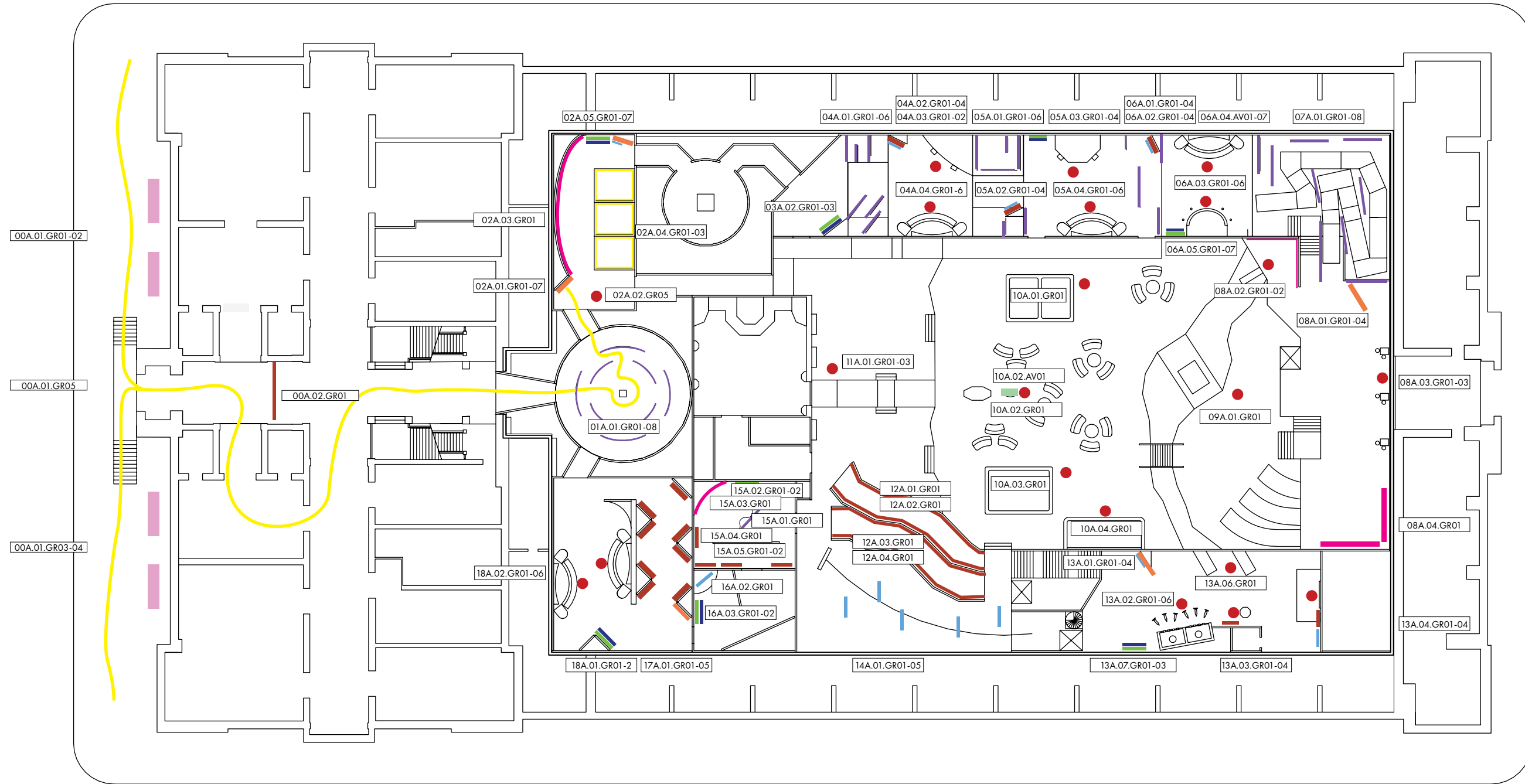
Drawing #
EX.2.10

EX.3.00 **Specification Plans**



Graphic Placement Plan

- A1 Fabricated Shapes
- C2 Hand painted Outlines
- E1 Cut Out Figures
- B1 Wall Quotes
- C3 Stenciled Wall Patterns
- E2 RFID check in
- B2 Ink Jet Murals
- D1 Exterior Banners
- F1 Dimensional Letters
- B3 Floor Graphics
- D2 Translucent Scrim
- D3 Stretched Fabric Murals
- C1 Screen Printed Text
- D3 Stretched Fabric Murals



1 **Floorplan**
Scale: 1:400



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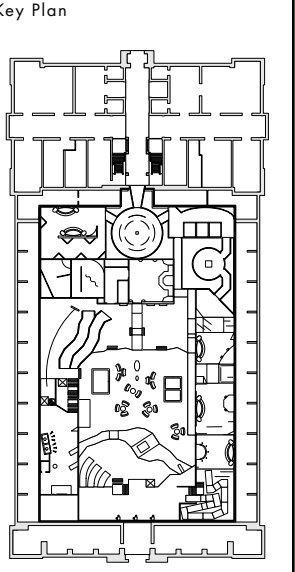
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Fashion Institute of Technology
Exhibition and Experience Design

Project Name
The Wonderful Visit to Oz

Client
 New York Public Library

Venue
PARK AVENUE ARMORY

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Drawing Name
Graphic Placement Plan

Graphic Type
NA

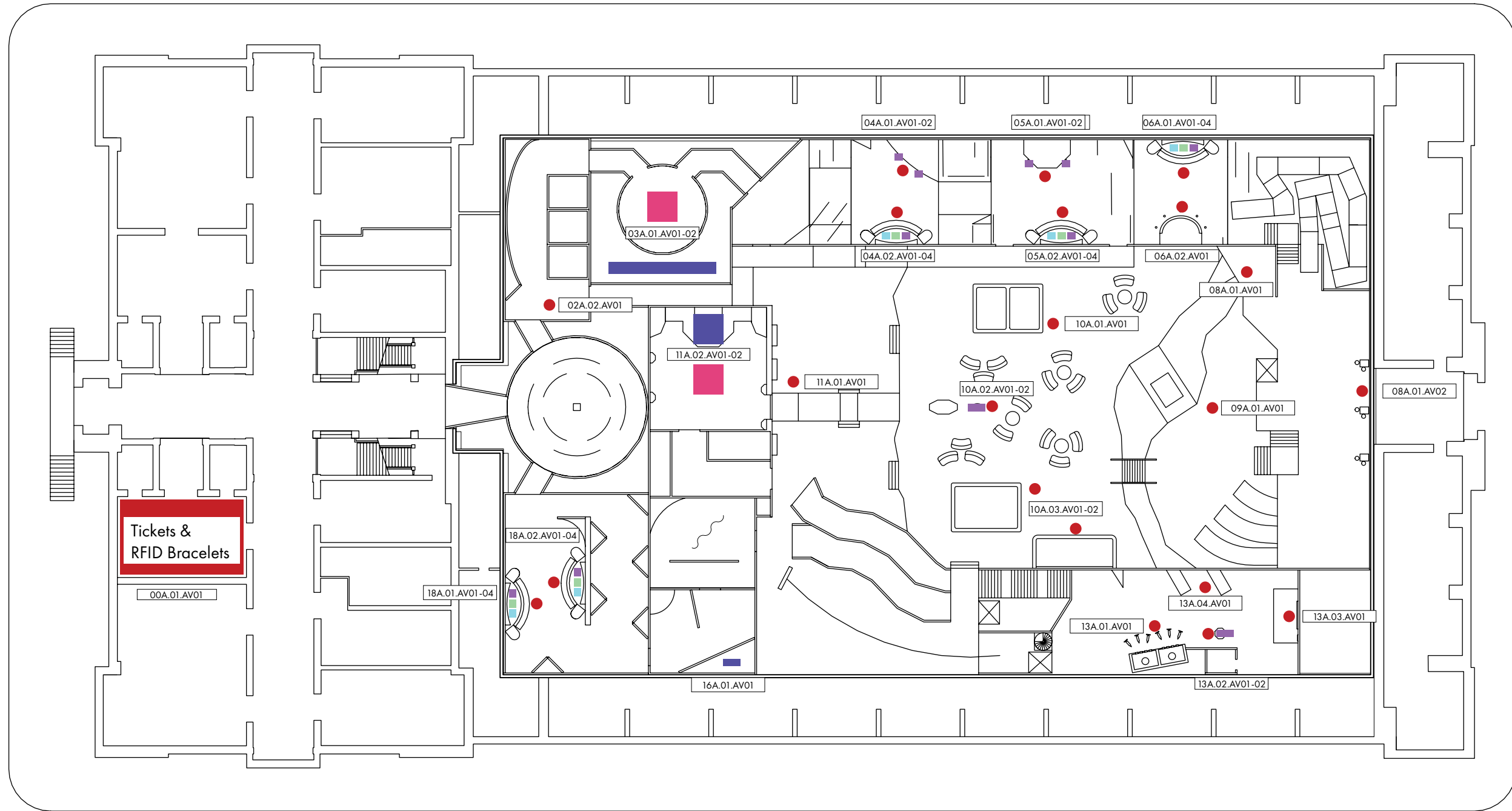
Graphic #
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Scale	Date
As Noted	12/06/23

Drawing #
EX.3.01

AV Plan

- AV1 Compact Projector
- AV2 Short Throw Projector
- AV3 Laser Projector
- AV4 Touchscreen Overlay
- AV5 RFID check in
- AV6 Speakers



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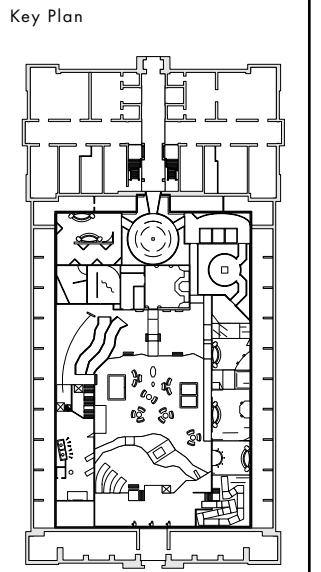
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Fashion Institute of Technology
Exhibition and Experience Design

Project Name
The Wonderful Visit to Oz

Client
 New York Public Library

Venue
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Drawing Name
AV Plan

Graphic Type
NA

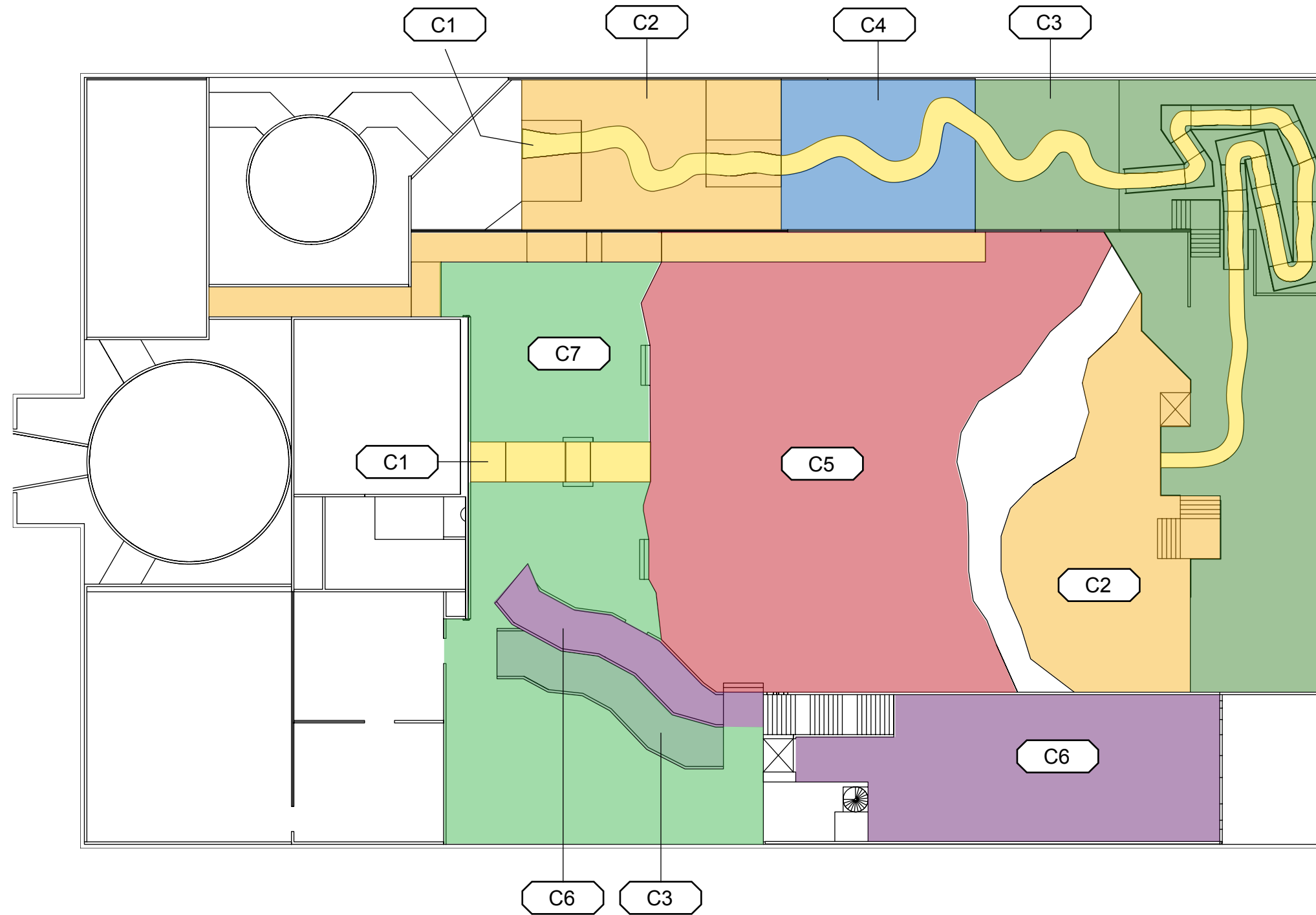
Graphic #
NA

Scale As Noted	Date 12/06/23
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Drawing #
EX.3.02

1 **Floorplan**
Scale: 1:400

Floor Finish Plan



1 Floor Finish Plan
Scale: 1:300



Ivar Theorin

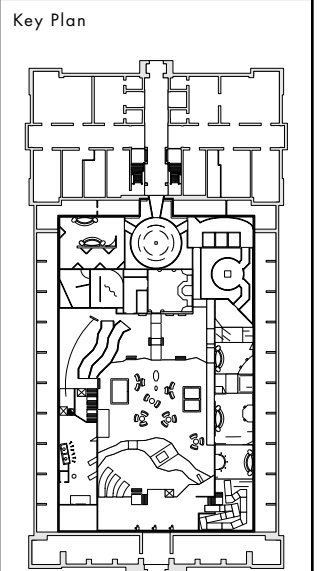
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Project Name
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Client
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Public
Library

Venue
**PARK AVENUE
ARMORY** 

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Drawing Name
Floor Finish Plan

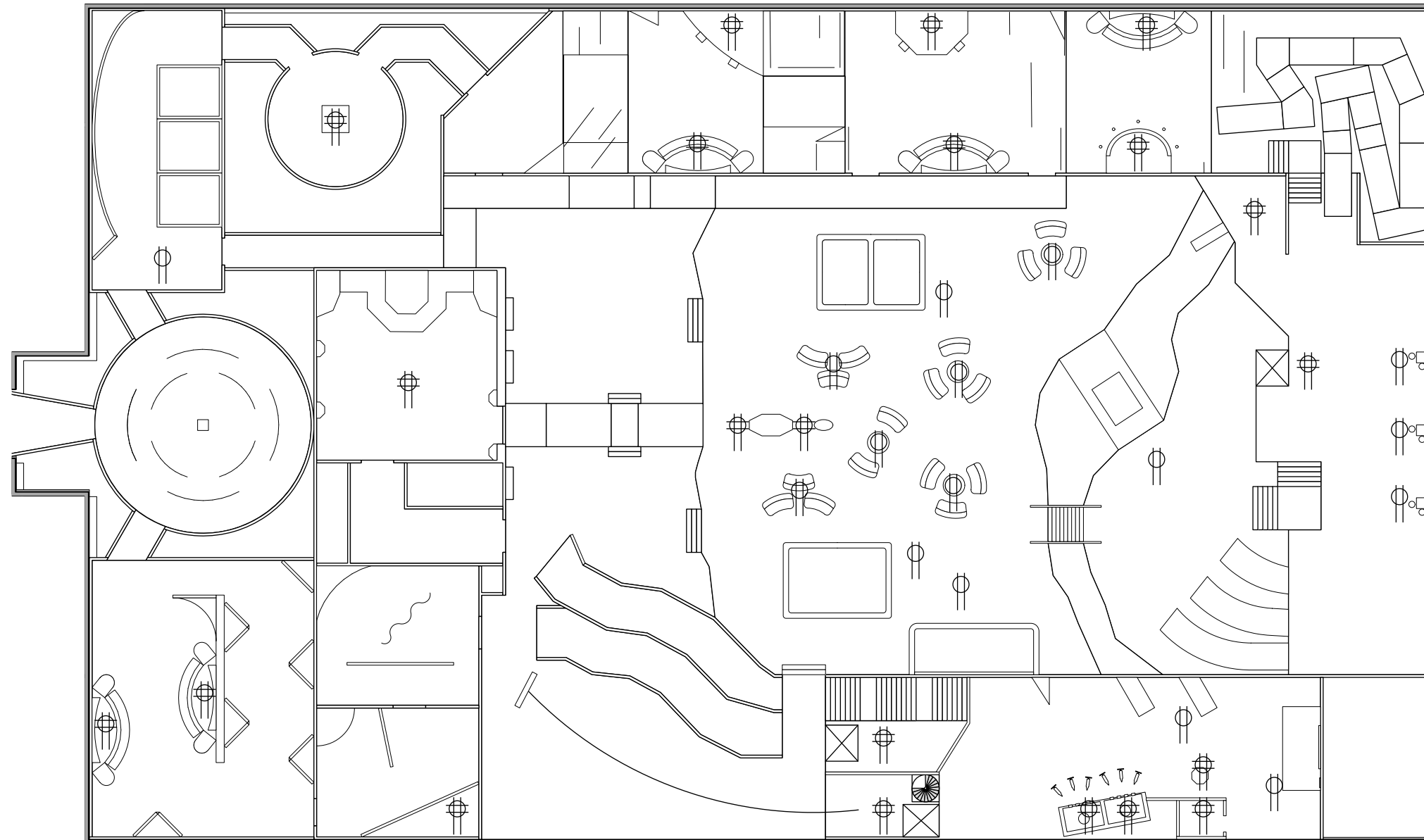
Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.3.03

Power Plan



2 **Power Plan**
Scale: 1:300



Ivar Theorin

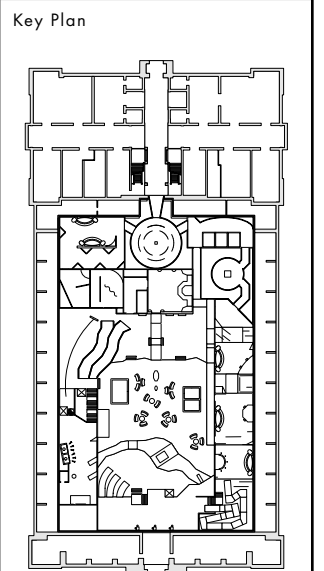
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Drawing Name
Power Plan

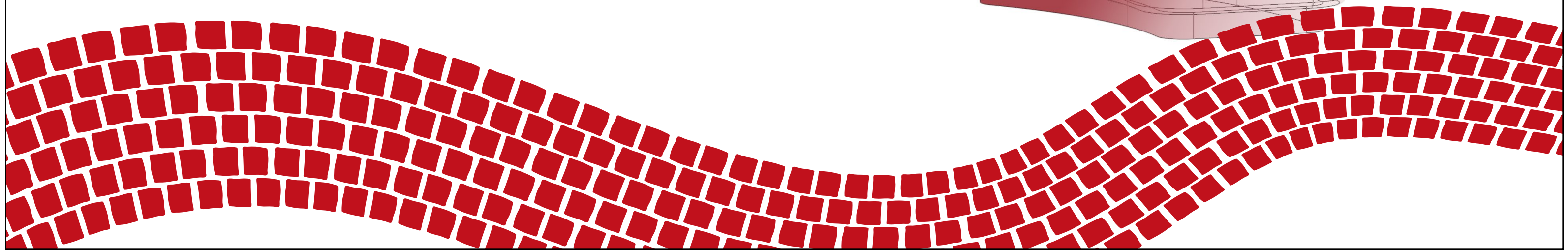
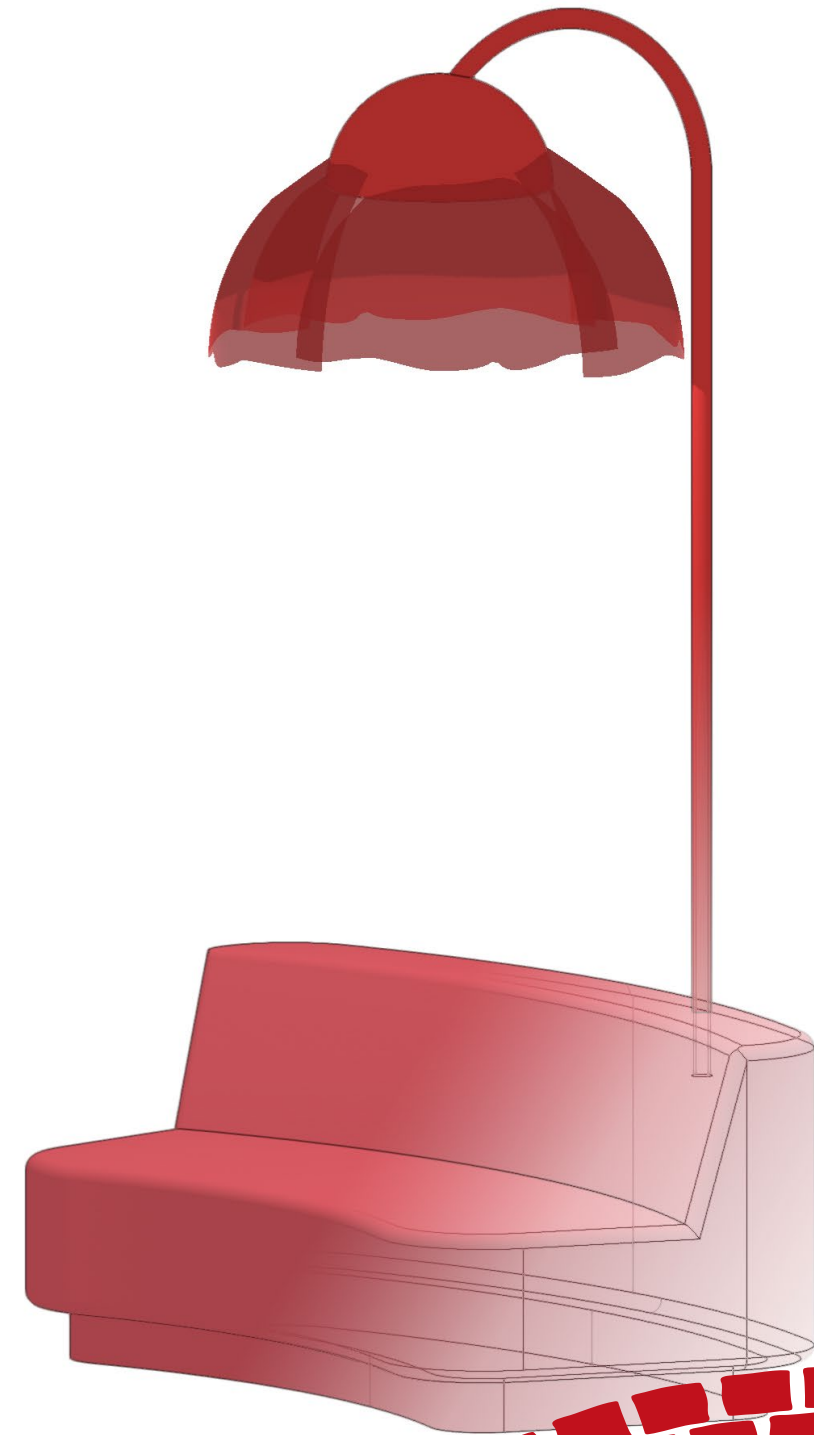
Graphic Type
NA

Graphic #
NA

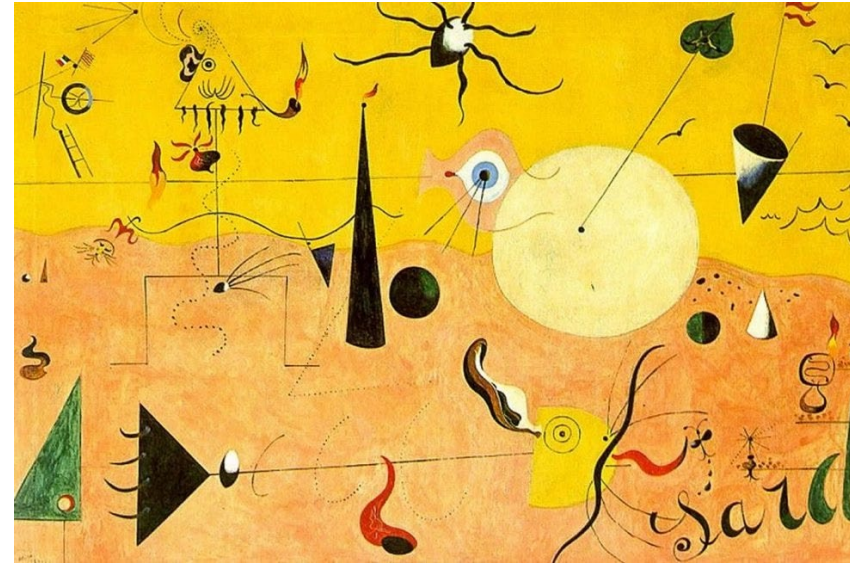
Scale	Date
As Noted	12/06/23

Drawing #
EX.3.04

EX.4.00 Graphic System



Inspiration



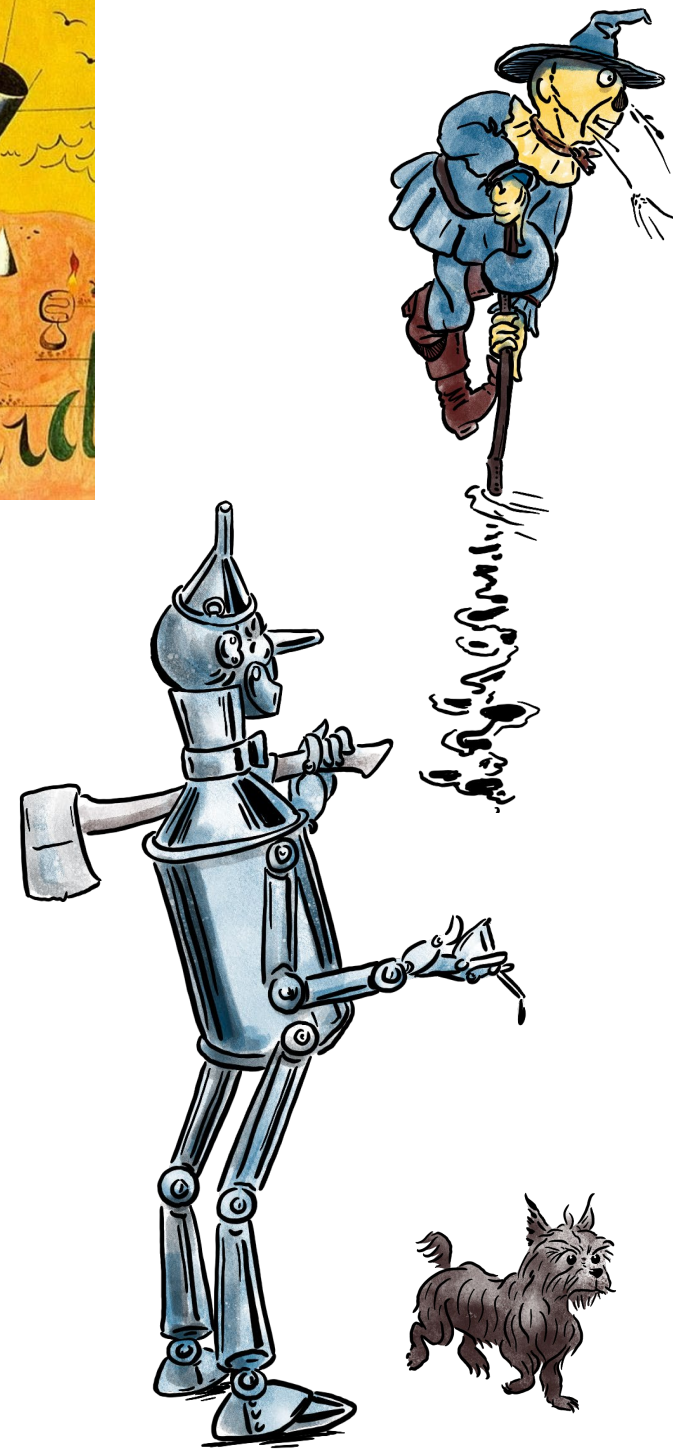
Color and whimsy



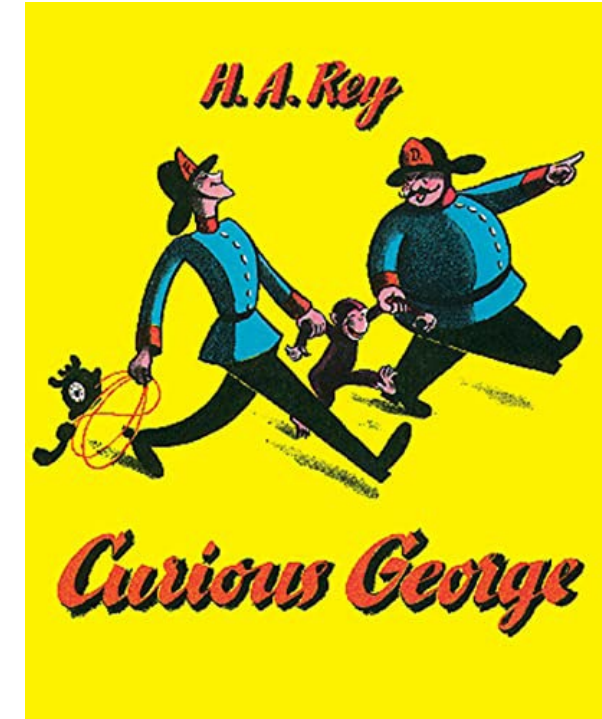
Theme park elements



Energy



Original Denslow character illustrations



Solid colors



Shapes and negative space



Ivar Theorin

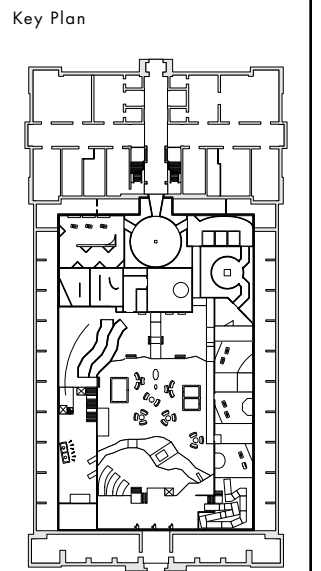
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Drawing Name
Inspiration

Graphic Type
NA

Graphic #
NA

Scale
As Noted

Date
12/06/23

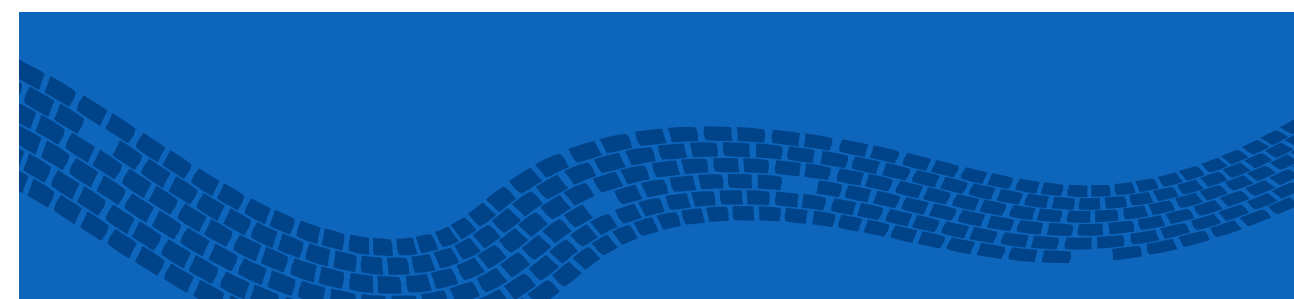
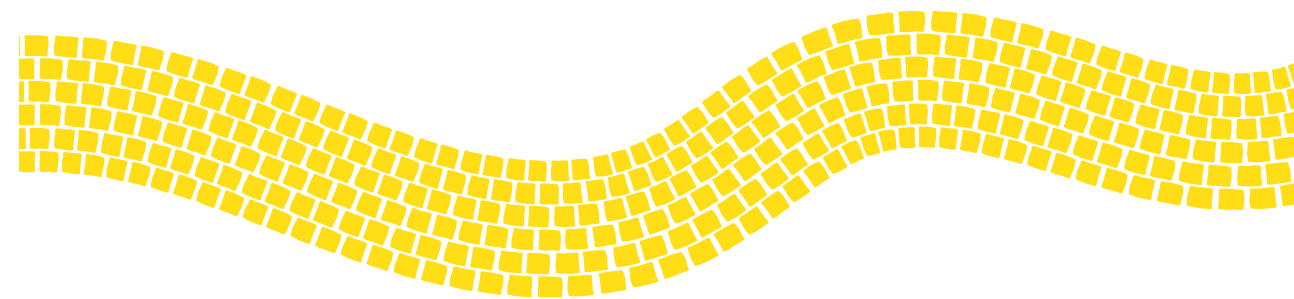
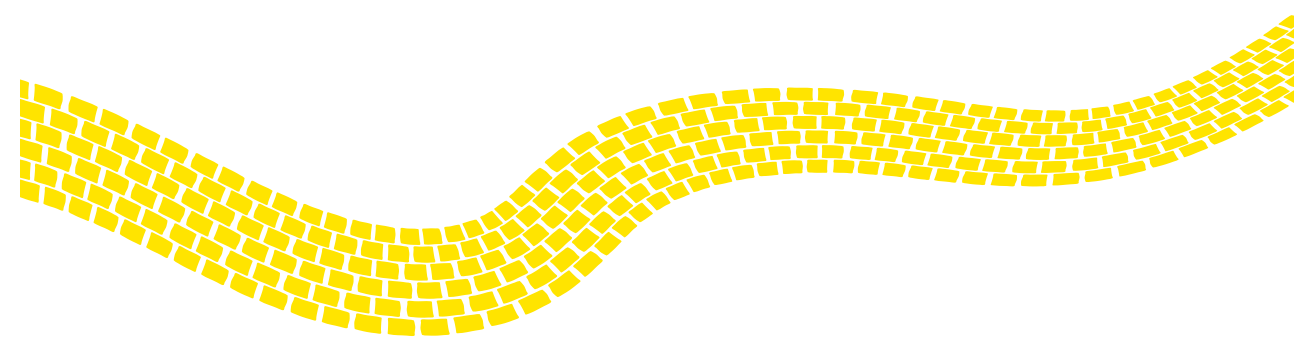
Drawing #
EX.4.01

Logo



Logo inspired by the yellow brick road

Patterns & Shapes



The yellow brick road pattern will be a unifying theme throughout the exhibition. The yellow colorway will be used as a floor graphic for wayfinding and the two tone version for wall backgrounds.



Additional shapes representing the characters in the story



Ivar Theorin

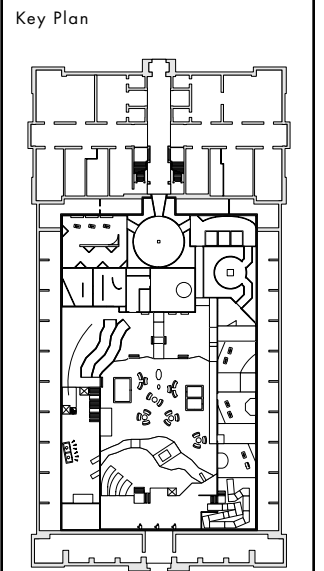
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Drawing Name
Logo, Patterns & Shapes

Graphic Type
NA

Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.4.02

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Mrs Eaves OT, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Futura PT, Various

Call to Adventure

Away from the Ordinary

Every hero's journey begins with a call to adventure to go beyond the ordinary world. Parum ea sequidi bea si as adis es volore et idit laut occaboris samus duntum est et eatendit volor aut que expelesequos modi optio officii dit venim comniendus sin renesci aesequost, inctotatatus dolupti onsequam disqui dolupta ium vellam cusandem ut que parumquas aborem. Elignat istorest, to consedici volore et molestiis ut venist evellestiam, sit et

Futura used for headers and body copy

“Do you suppose Oz could give me a heart?”

Mrs Eaves used for quotes

HELP THE COWARDLY LION

Handwritten directives

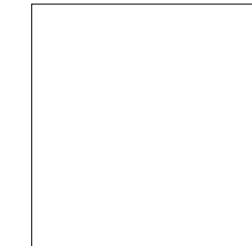
Colors



38b54a



ffde17



ffffff



348025



f9b11a



babdbf



0d65bc



c1111c



000000



014389



82111c



641b6e



9031a2



Ivar Theorin

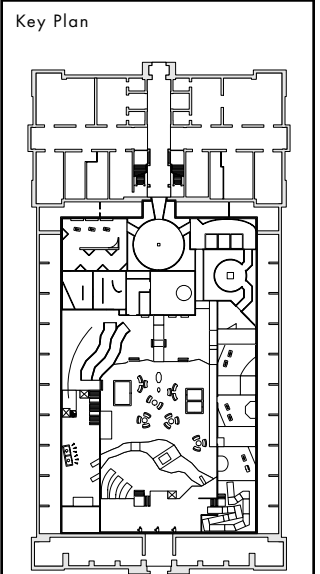
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Drawing Name
Typography & Colors

Graphic Type
NA

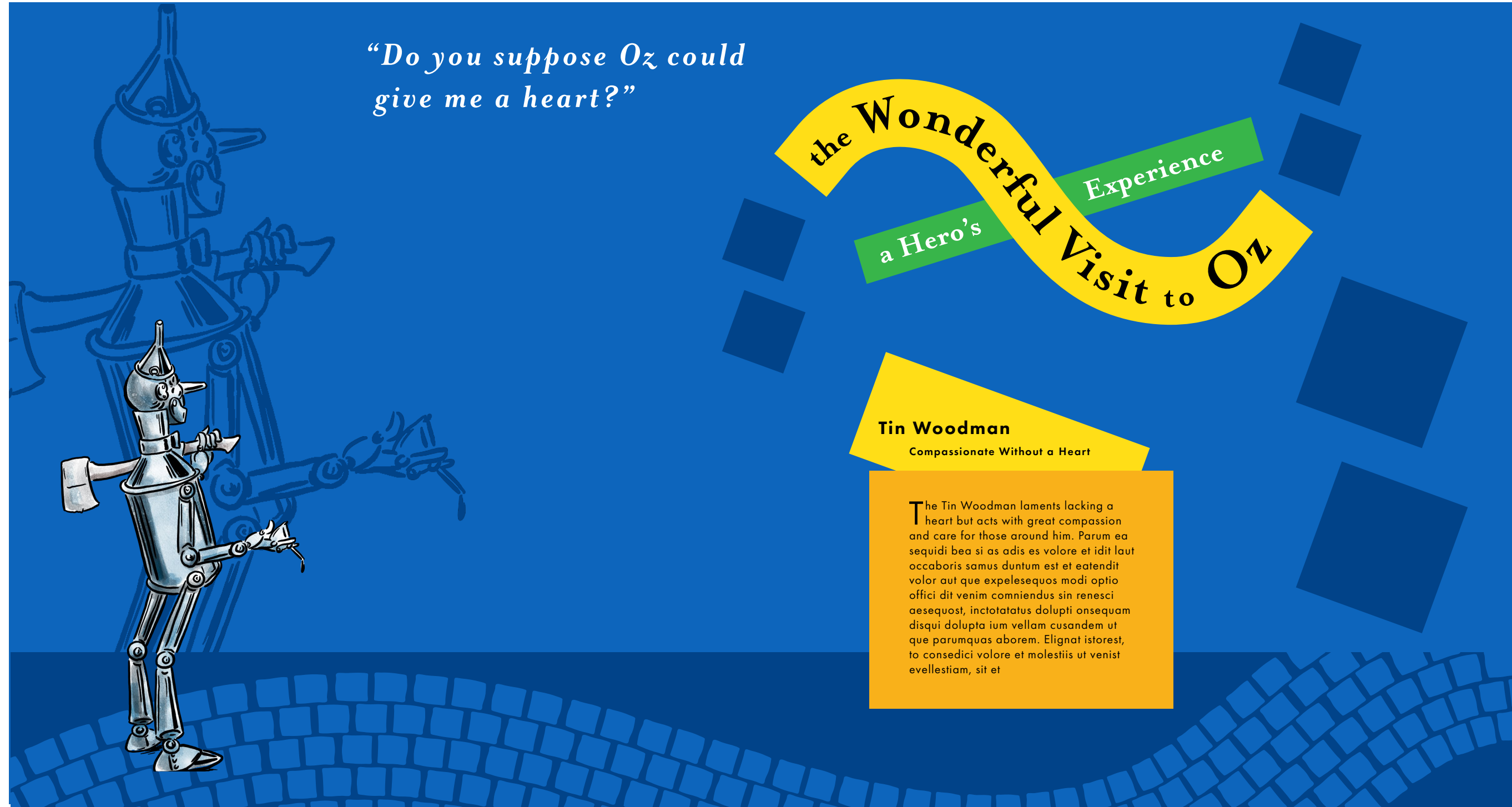
Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.4.03

Graphic Look & Feel



Brick pattern used for wall backgrounds

Wall quotes using Mrs Eaves Bold Italics

Graphic panels in two tones with top portion at a 20° tilt

Shapes at 20° tilt convey movement



Ivar Theorin

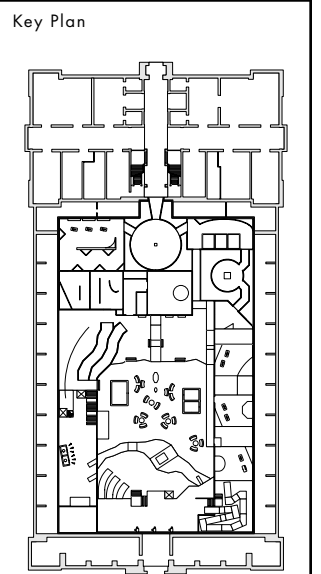
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Drawing Name
Graphic Look & Feel

Graphic Type
NA

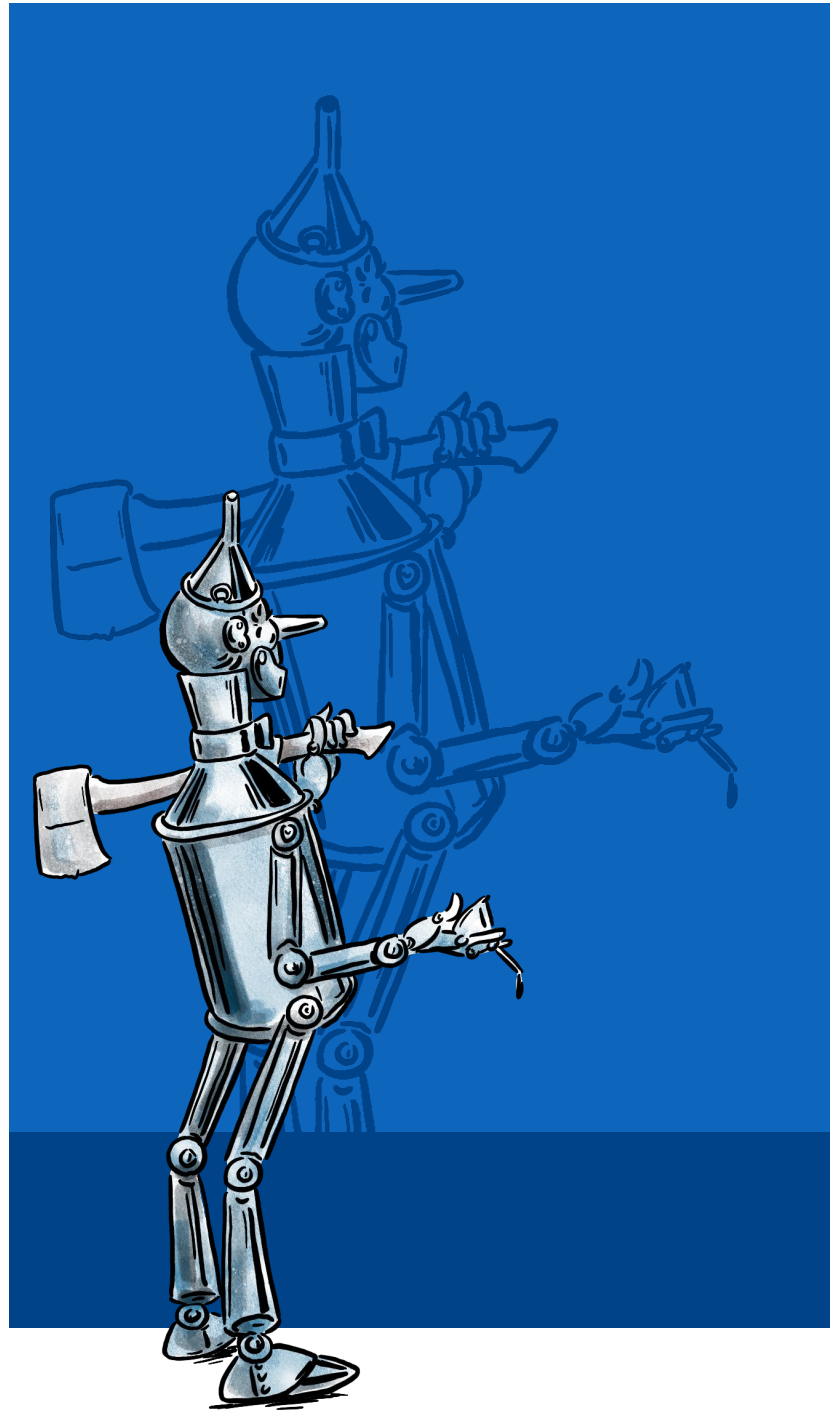
Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.4.04

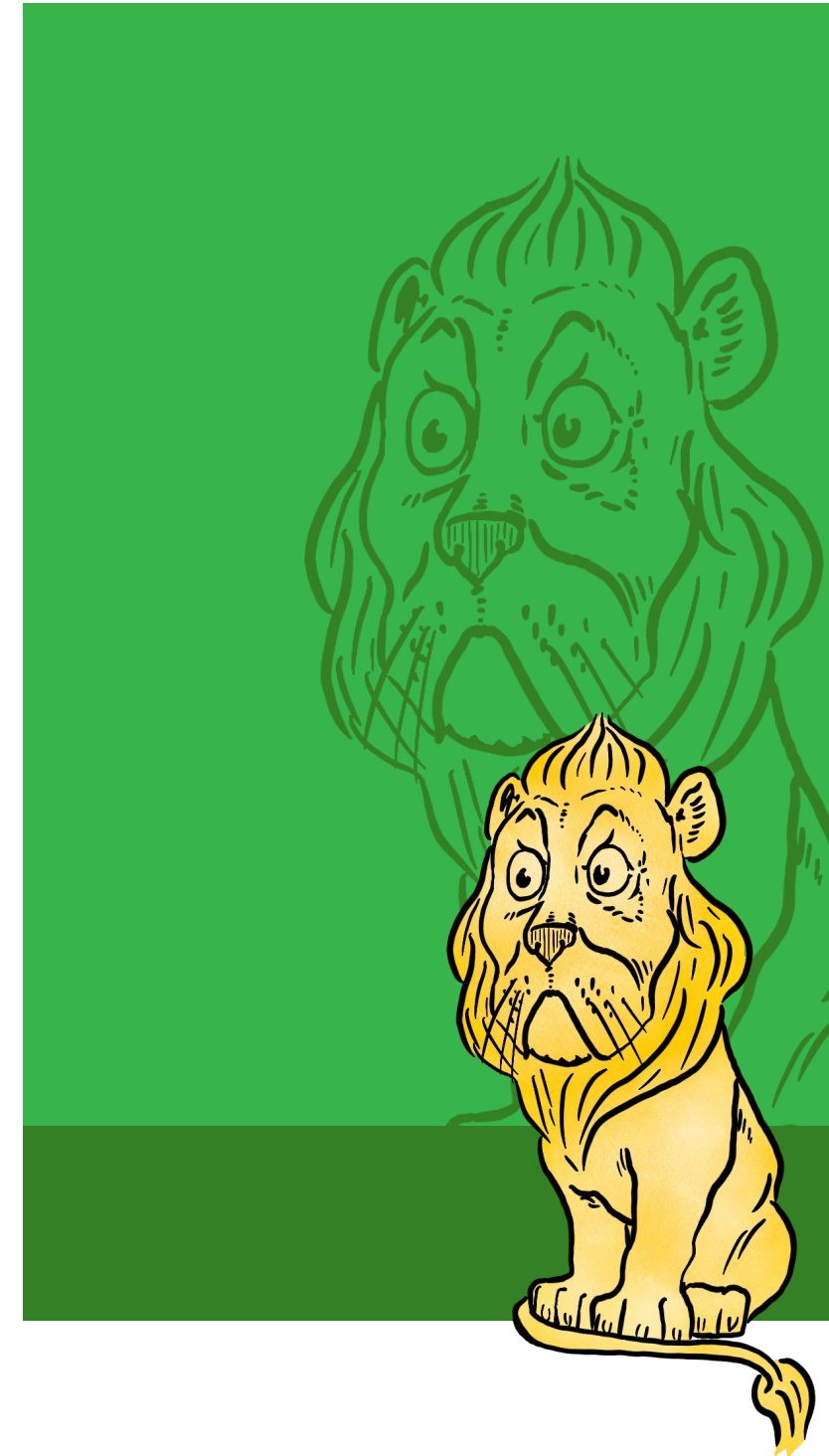
Illustrations & Backgrounds



Two tone backgrounds with character illustrations



Character outline on two tone background



Cropped background images



Ivar Theorin

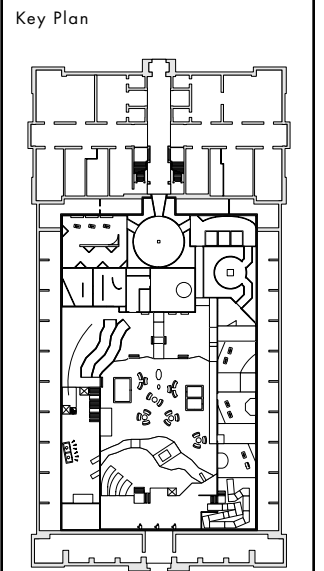
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Drawing Name
Illustrations & Backgr.

Graphic Type
NA

Graphic #
NA

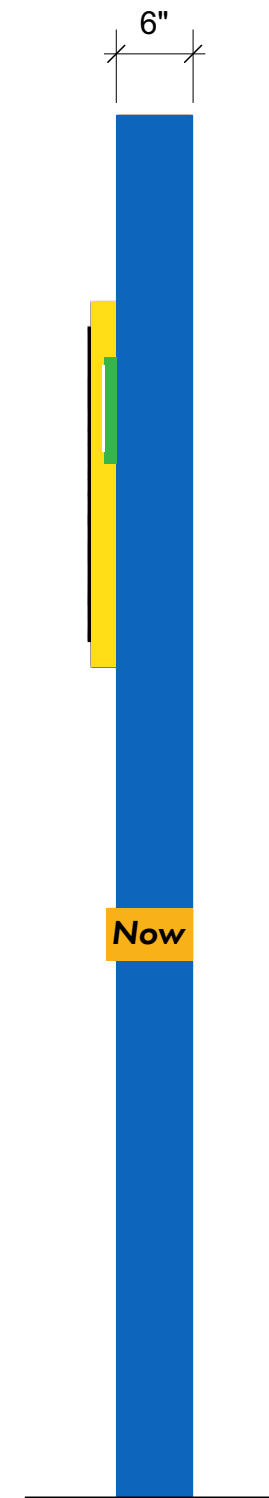
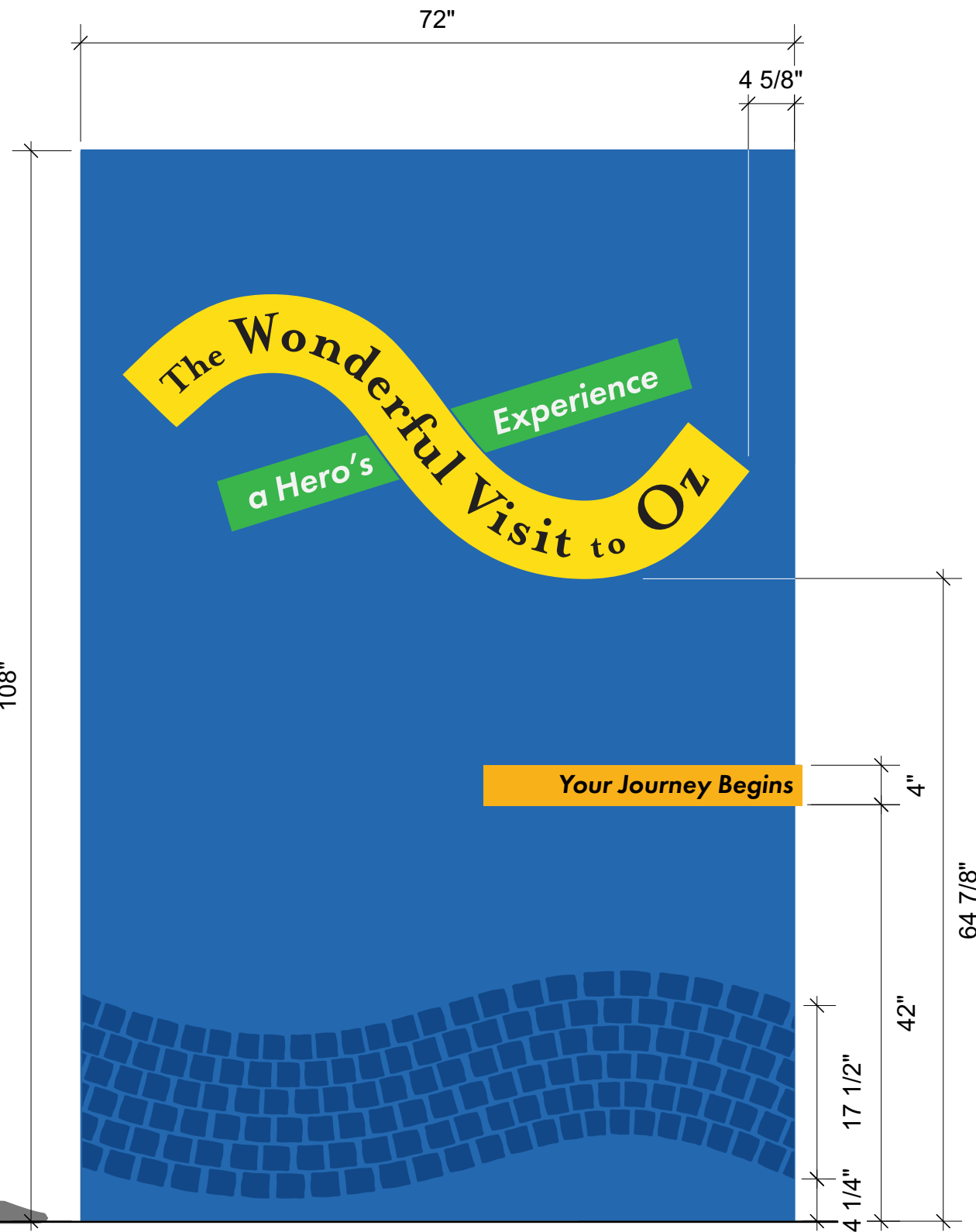
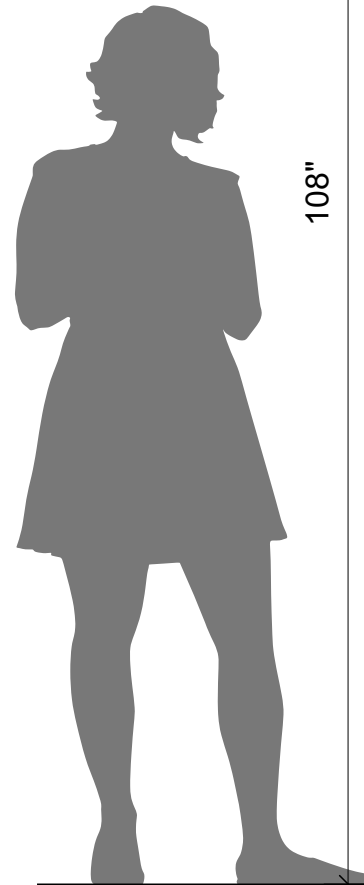
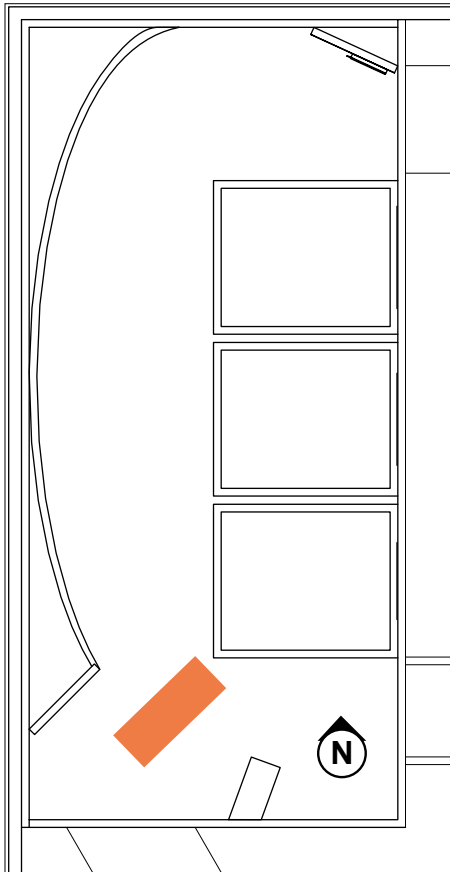
Scale	Date
As Noted	12/06/23

Drawing #
EX.4.05

Exhibition Intro



Gallery Key Plan



1 Elevation – 02A.01.GR01-07 – GR Type A1, C1, C3, F1
Scale: 1:15

2 Side View
Scale: 1:15



Ivar Theorin

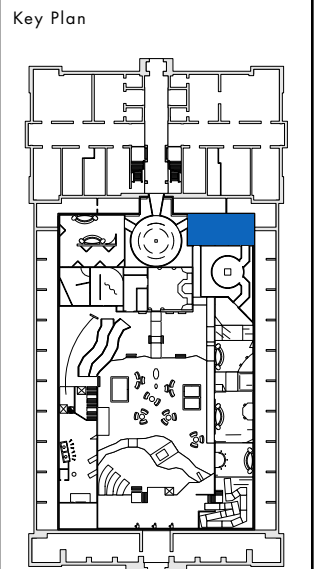
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Drawing Name
Exhibition Intro

Graphic Type
A1, C1, C3, F1

Graphic #
02A.01.GR01-07

Scale
As Noted

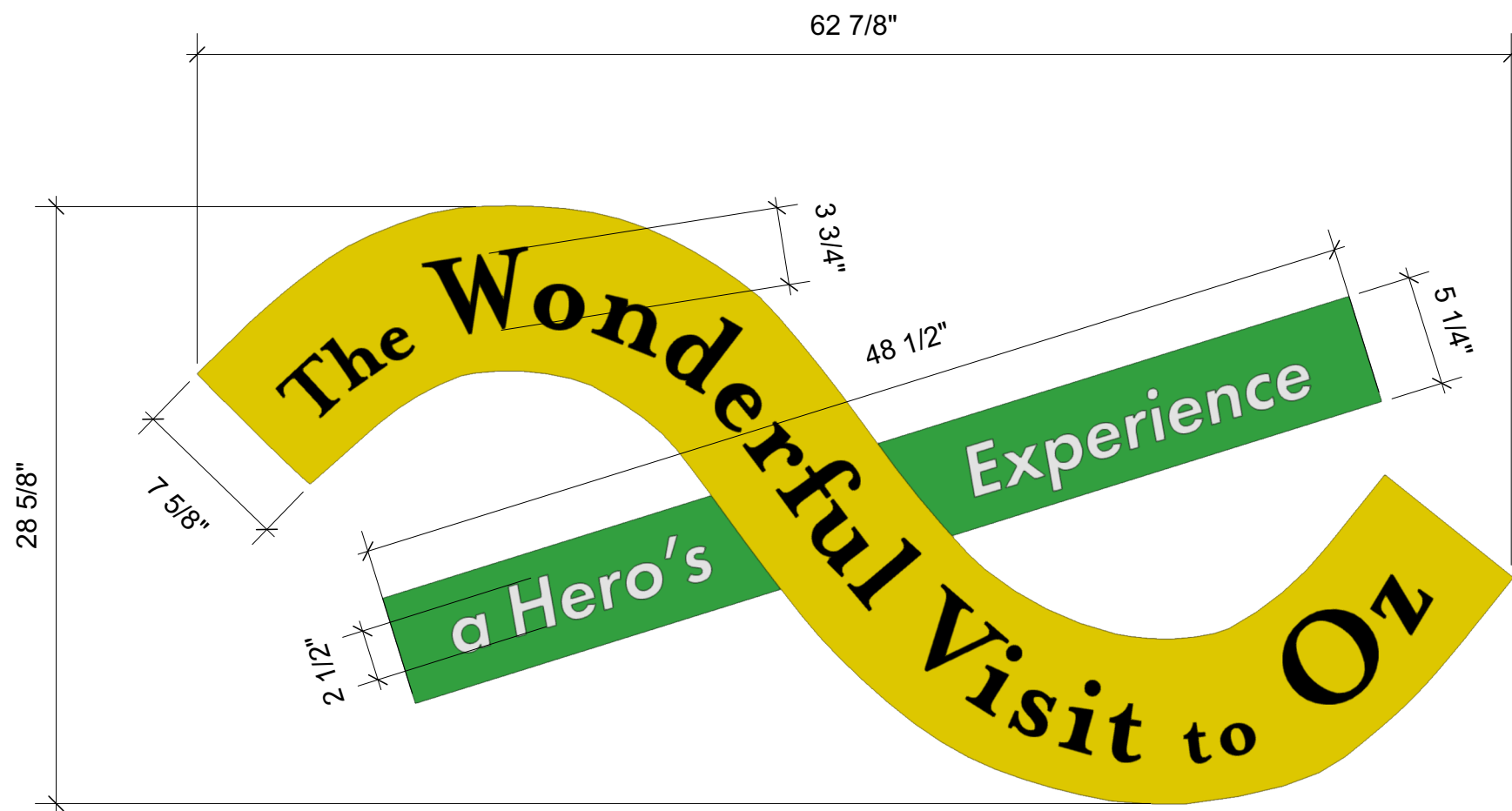
Date
12/06/23

Drawing #
EX.4.06

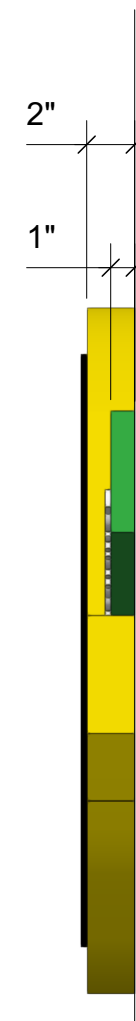
Exhibition Intro, Logo



3 Axon View
Scale: 1 1/2" = 1'-0"



1 Elevation – 02A.01.GR01-02, 04-05 – GR Type A1, F1
Scale: 1 1/2" = 1'-0"



2 Side View
Scale: 1 1/2" = 1'-0"



Ivar Theorin

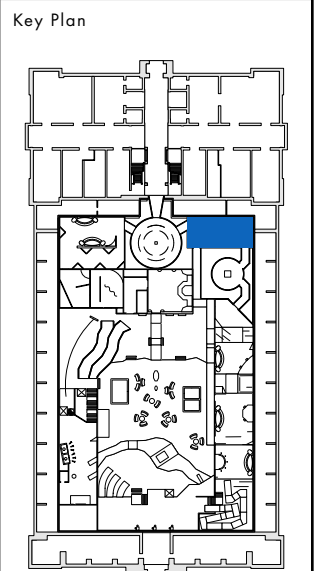
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Drawing Name
Exhibition Intro, Logo

Graphic Type
A1, F1

Graphic #
02A.01.GR01-02, 04-05

Scale
As Noted

Date
12/06/23

Drawing #
EX.4.07

Exhibition Intro, Text Bar



Ivar Theorin

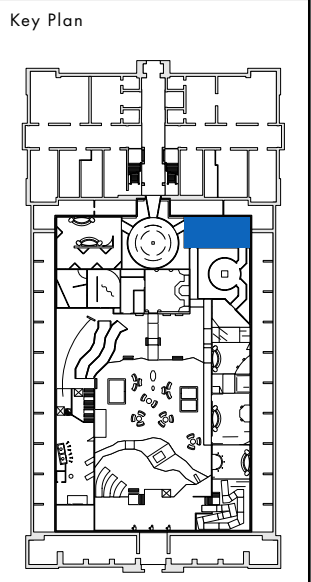
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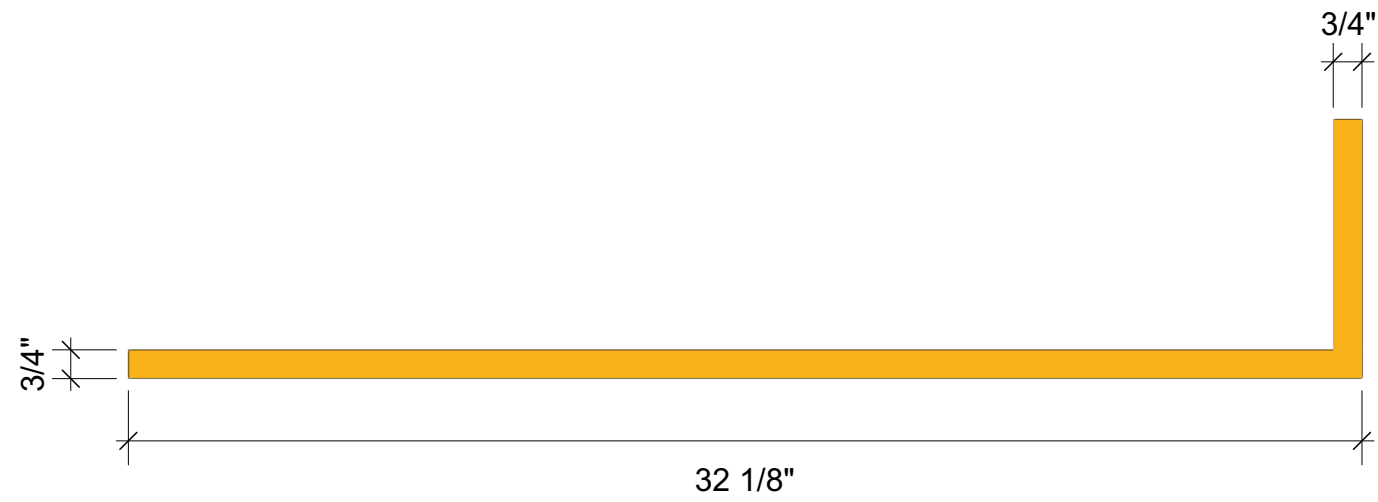
Drawing Name
Exhibition Intro, Text Bar

Graphic Type
A1, C1

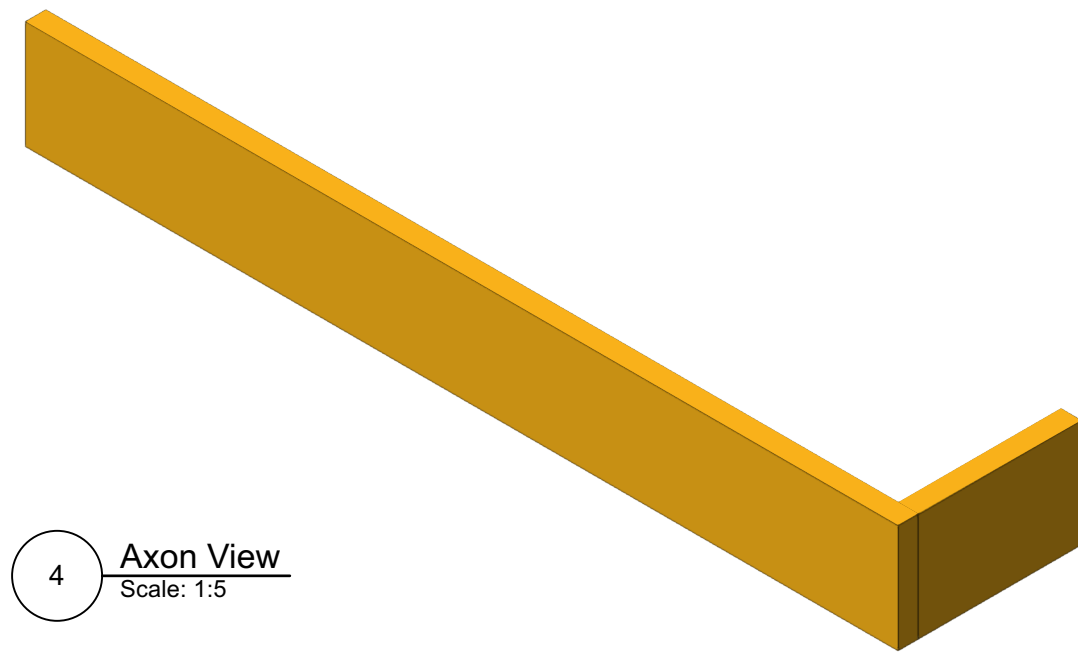
Graphic #
02A.01.GR03, 06

Scale	Date
As Noted	12/06/23

Drawing #
XXX-008



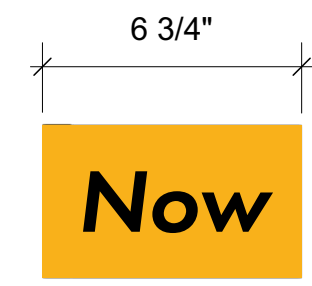
1 **Plan View 02A.01.GR03 & 06 – GR Type A1**
Scale: 1:5



4 **Axon View**
Scale: 1:5

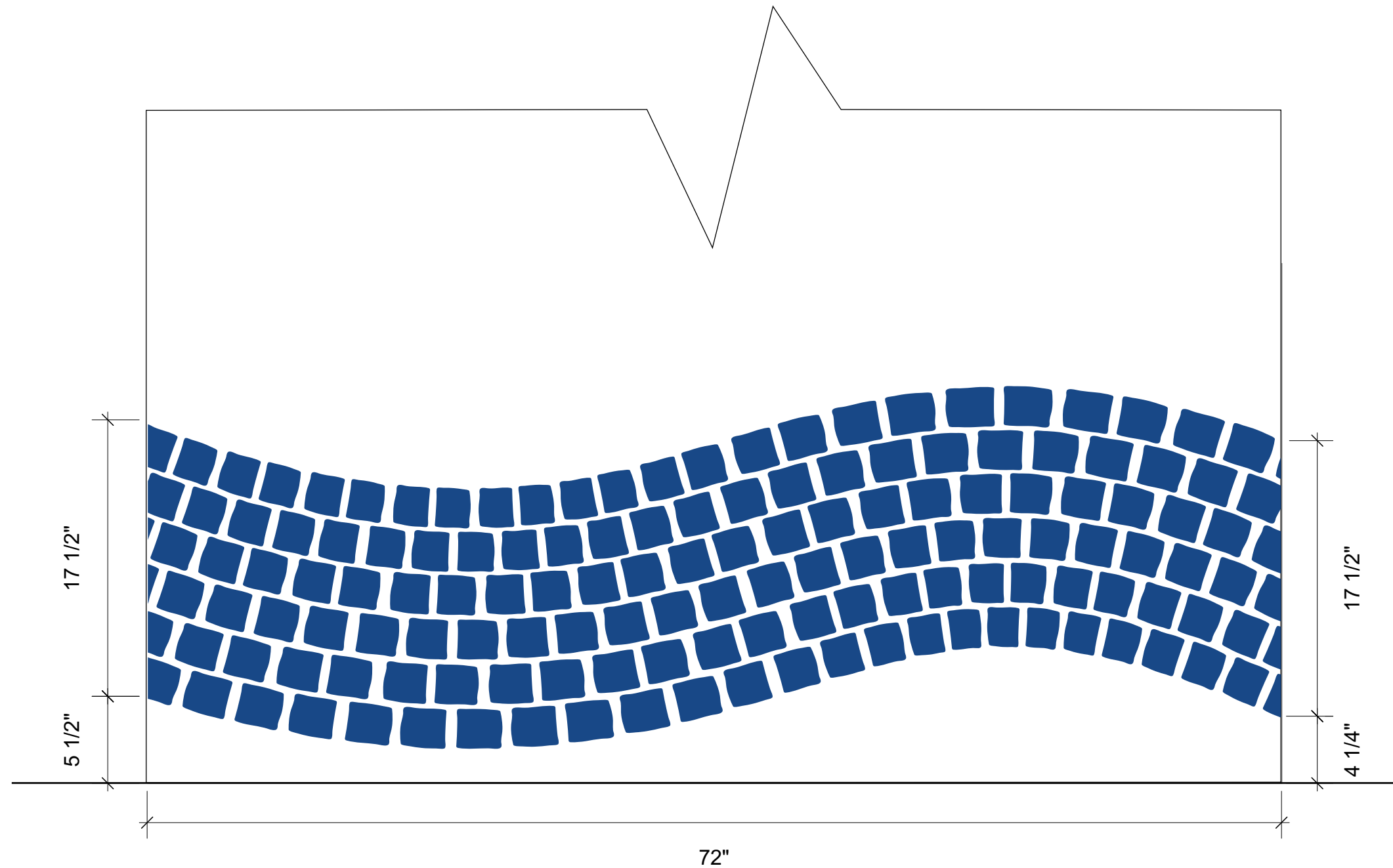


2 **Elevation – 02A.01.GR03 & 06 – GR Type A1, C1**
Scale: 1:5



3 **Side View – 02A.01.GR03 & 06 – GR Type A1, C1**
Scale: 1:5

Exhibition Intro, Brick Pattern



1 Elevation – 02A.01.GR07 – GR Type C3
Scale: 1 1/2" = 1'-0"



Ivar Theorin

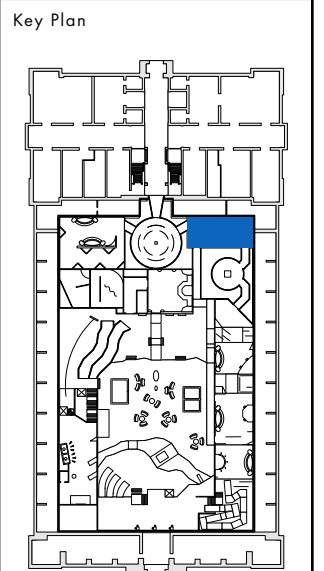
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Drawing Name
Exh. Intro, Brick Pattern

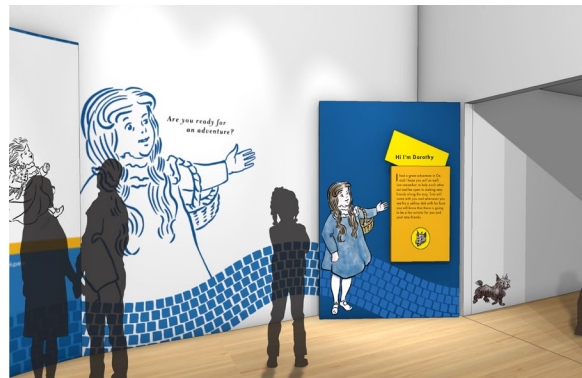
Graphic Type
C3

Graphic #
02A.01.GR07

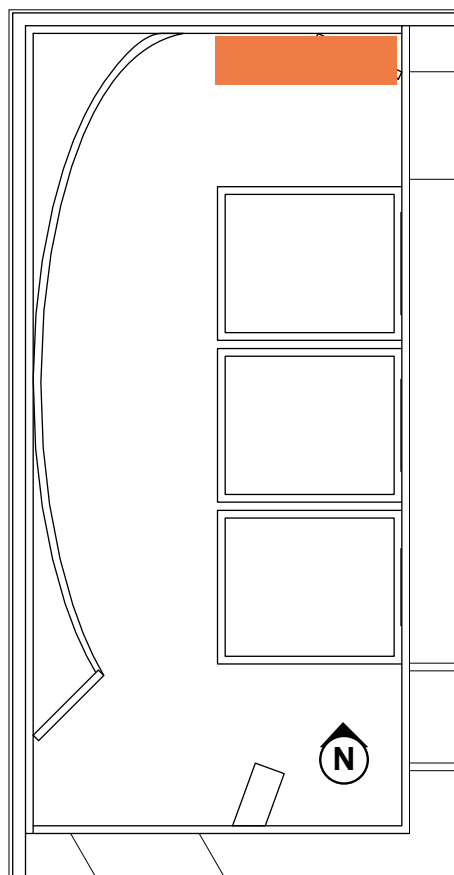
Scale	Date
As Noted	12/06/23

Drawing #
EX.4.09

Dorothy's Welcome, Overview



Gallery Key Plan



1 Flattened Elevation – 02A.05.GR01-08 – GR Type A1, B1, C1, C2,
Scale: 1:20



Ivar Theorin

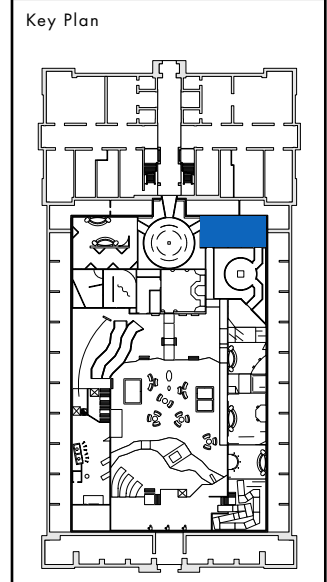
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Drawing Name
Dorothy's Wel. Overview

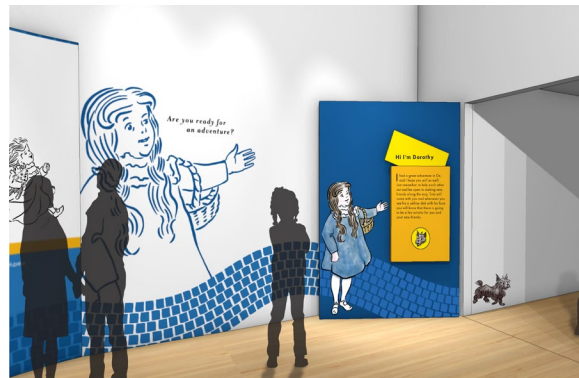
Graphic Type
A1, B1, C1, C2, C3, E1

Graphic #
02A.05.GR01-08

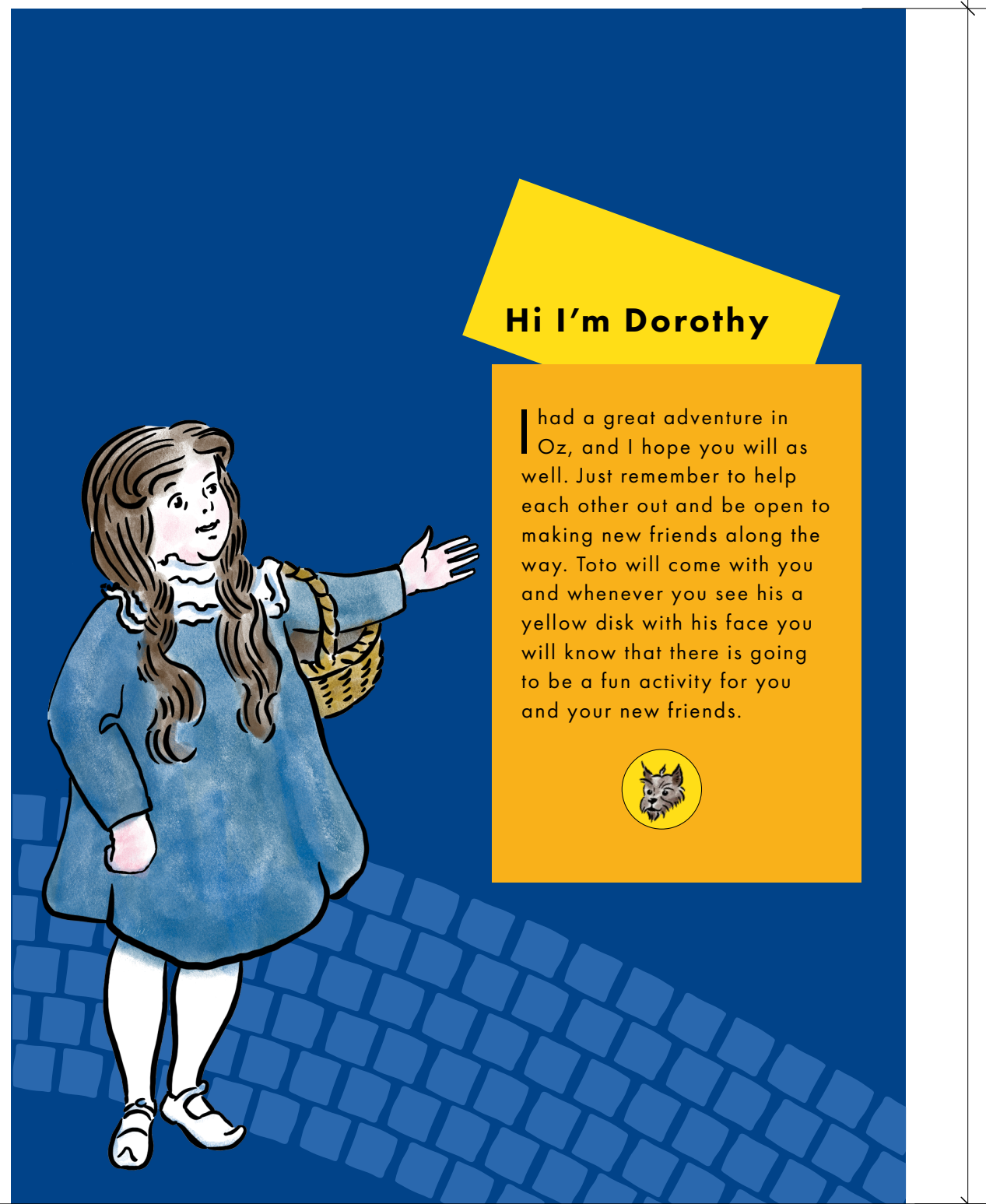
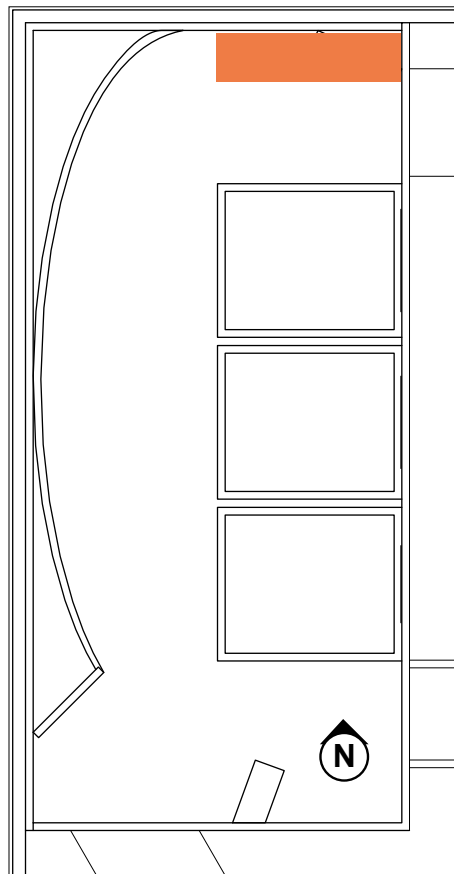
Scale	Date
As Noted	12/06/23

Drawing #
EX.4.10

Dorothy's Welcome, Intro Panel



Gallery Key Plan



1 Elevation – 02A.05.GR03-08 – GR Type A1, C1, C3, E1, E2
Scale: 1" = 1'-0"

2 Side View
Scale: 1" = 1'-0"



Ivar Theorin

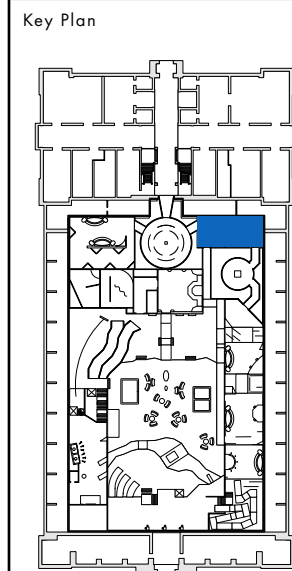
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Drawing Name
Dorothy's Wel. Intr. Panel

Graphic Type
A1, C1, C3, E1, E2

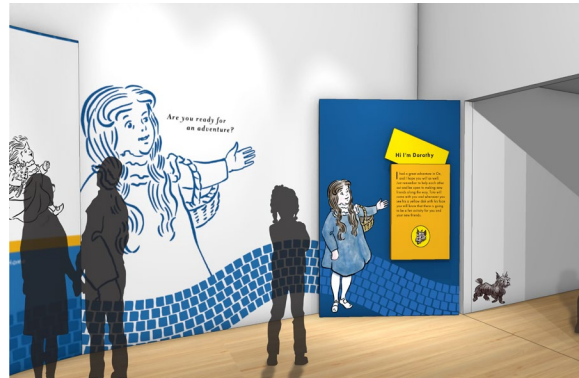
Graphic #
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Scale
As Noted

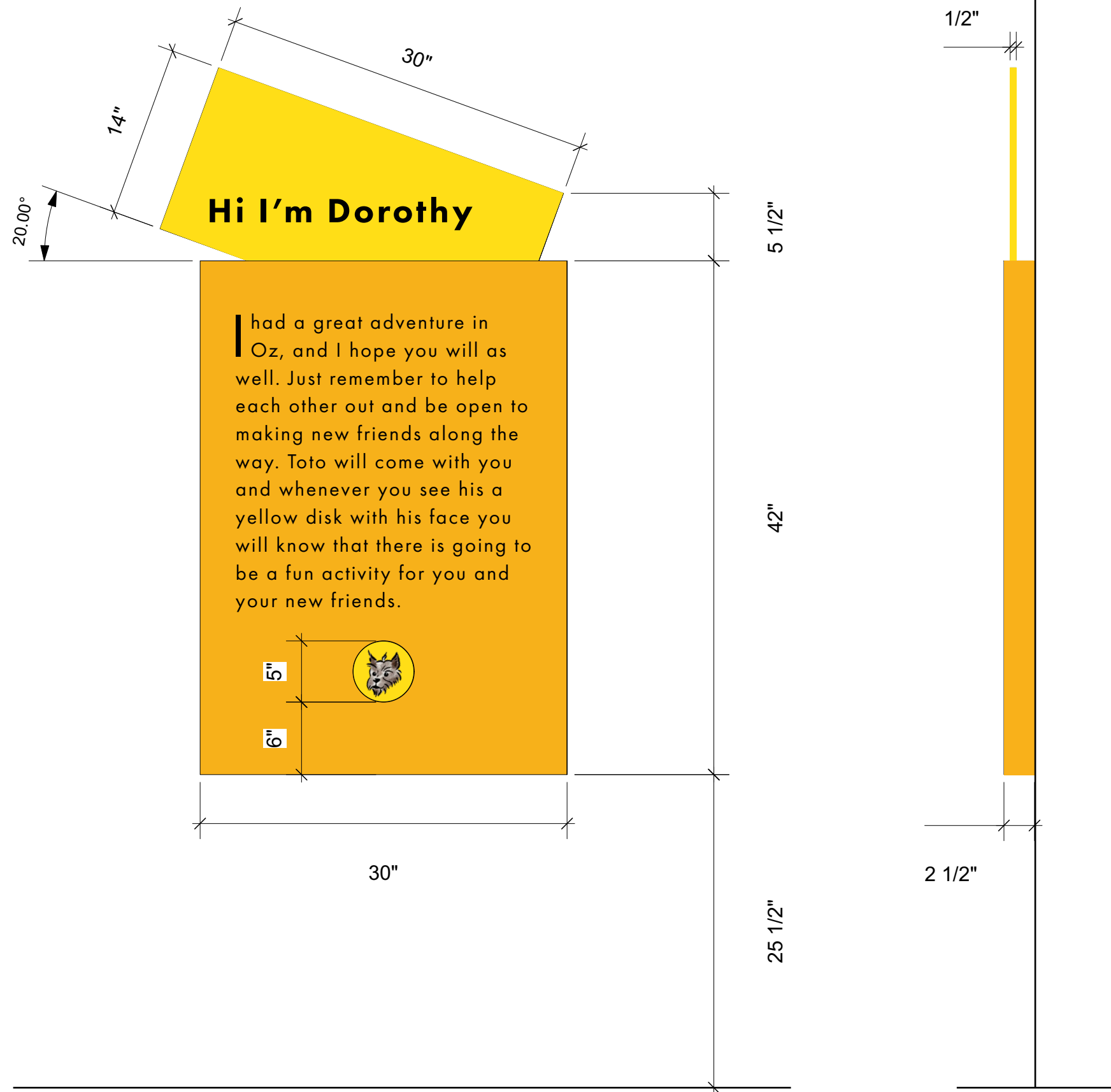
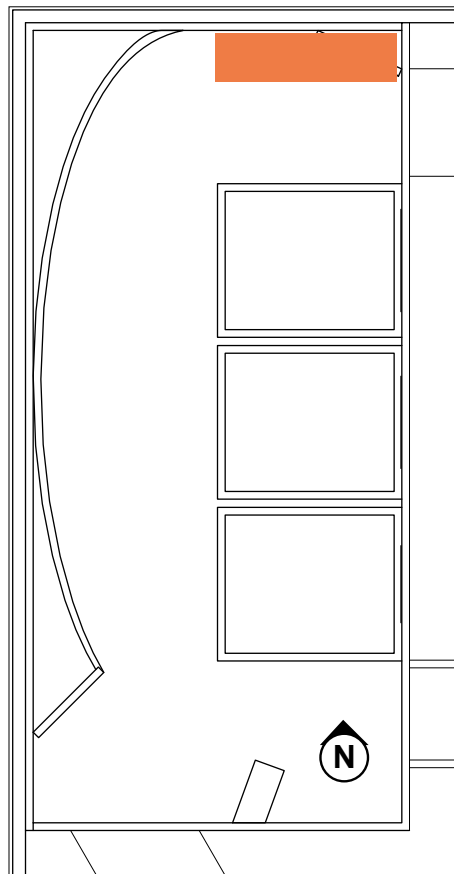
Date
12/06/23

Drawing #
EX.4.11

Dorothy's Welcome, Text Panel



Gallery Key Plan



1 Elevation – 02A.05.GR04-05, 08 – GR Type A1, C1, E2
Scale: 1:10

2 Side View
Scale: 1:10



Ivar Theorin

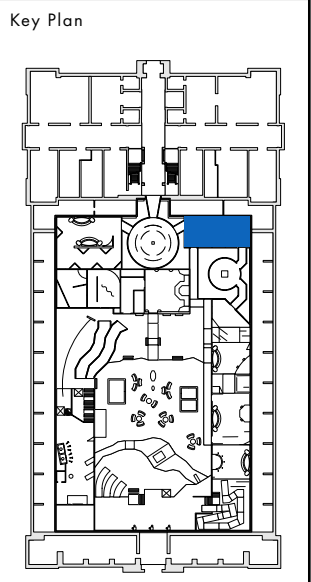
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Drawing Name
Dorothy's Wel. Text Panel

Graphic Type
A1, C1, E2

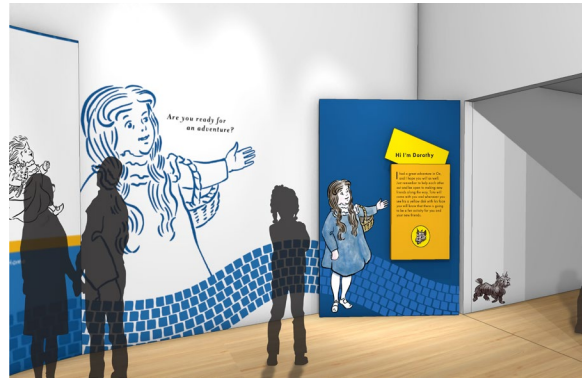
Graphic #
02A.05.GR04-05, 08

Scale
As Noted

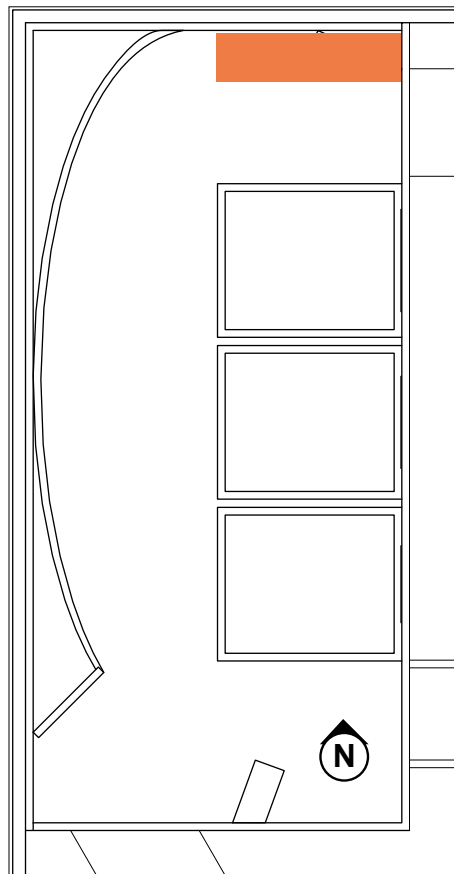
Date
12/06/23

Drawing #
EX.4.12

Dorothy's Welcome, Cut Out



Gallery Key Plan



1 Elevation – 02A.05.GR07 – GR Type E1
Scale: 1 1/2" = 1'-0"



Ivar Theorin

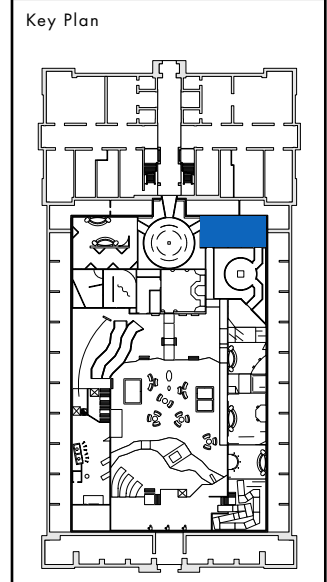
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Project Name
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Client
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Venue
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Drawing Name
Dorothy's Wel. Cut Out

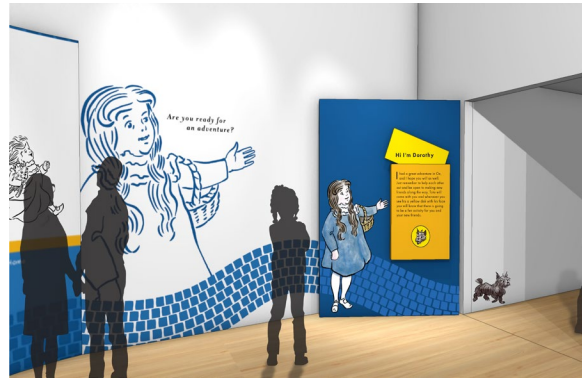
Graphic Type
E1

Graphic #
02A.05.GR07

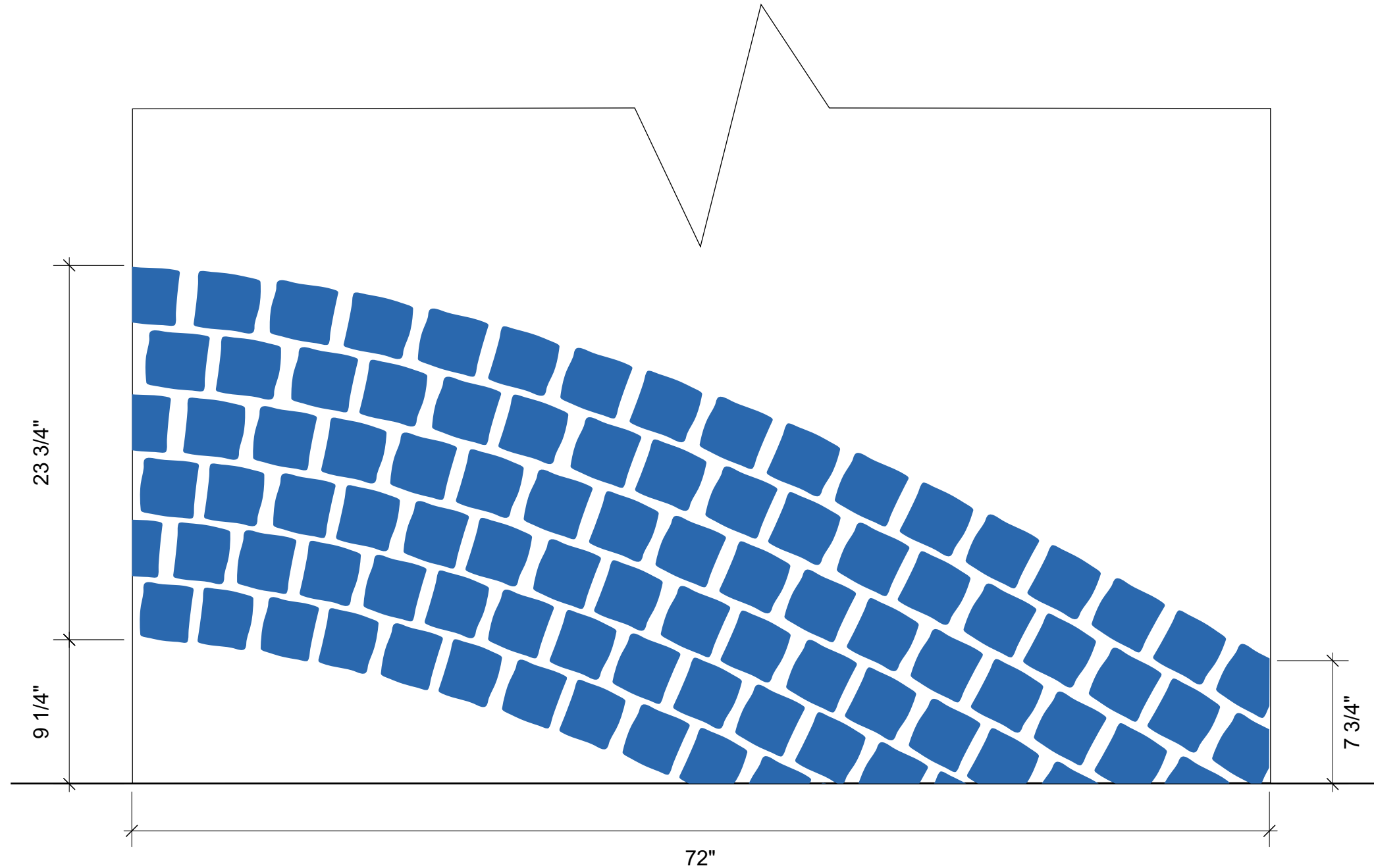
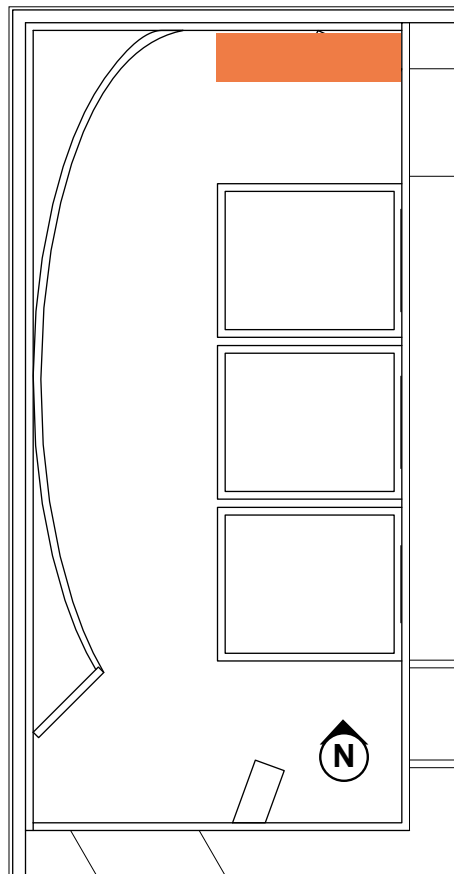
Scale	Date
As Noted	12/06/23

Drawing #
EX.4.13

Dorothy's Welcome, Brick Pattern



Gallery Key Plan



1 Elevation – 02A.05.GR06 – GR Type C3
Scale: 1 1/2" = 1'-0"



Ivar Theorin

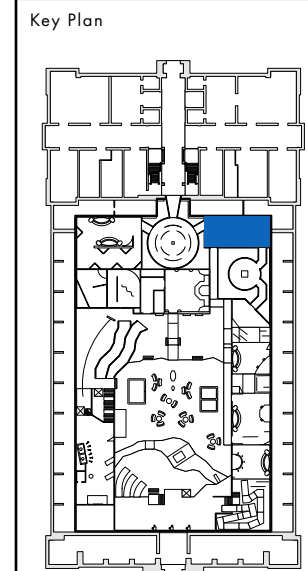
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Drawing Name
Dorothy's Wel. Brick P.

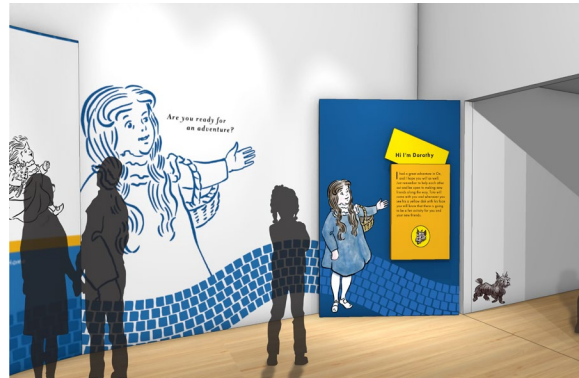
Graphic Type
C3

Graphic #
02A.05.GR06

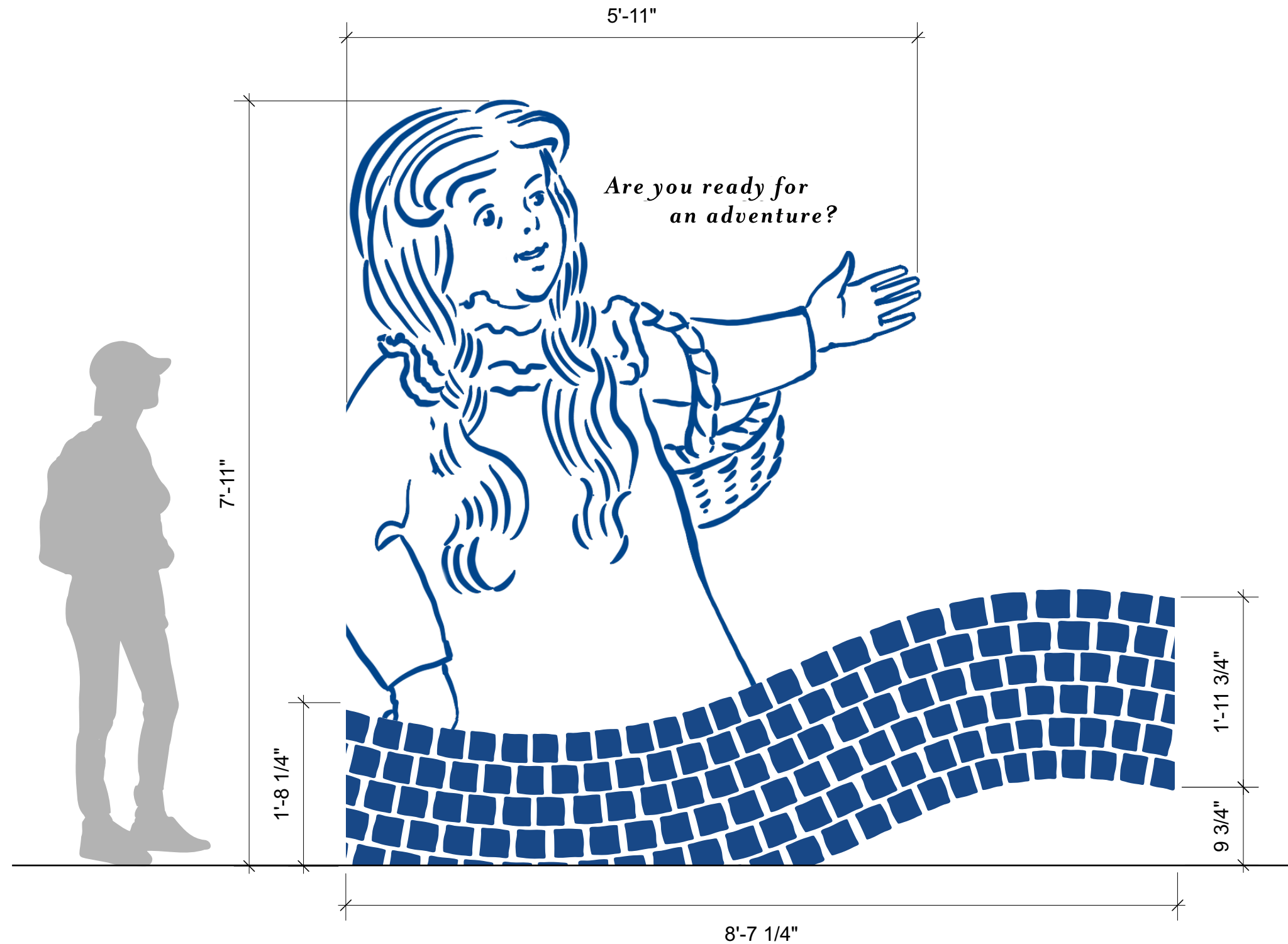
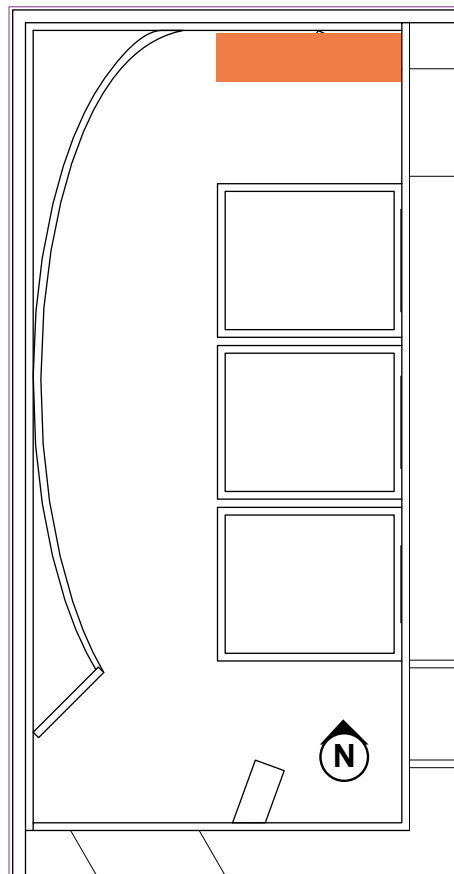
Scale
As Noted Date
12/06/12

Drawing #
EX.4.14

Dorothy's Welcome, Scenic Mural



Gallery Key Plan



1 Elevation – 02A.05.GR01-02 – GR Type C2, C3
Scale: 1:15



Ivar Theorin

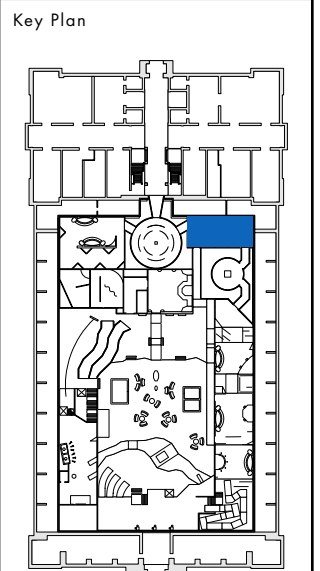
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Drawing Name
Dorothy's Wel. Sce. Mur.

Graphic Type
C2, C3

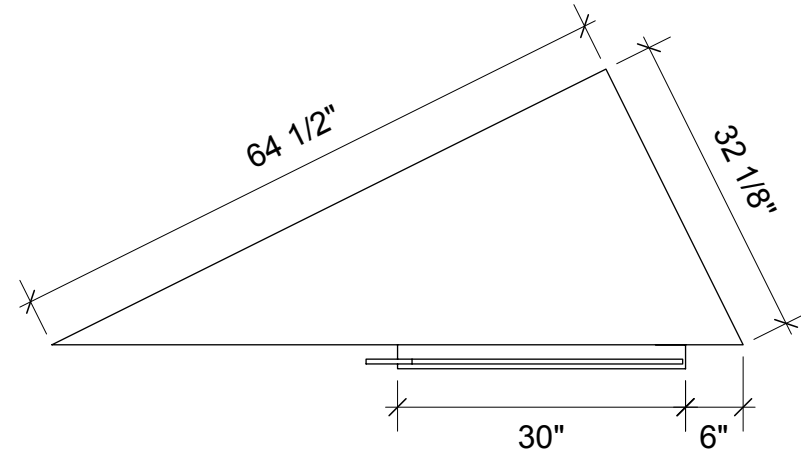
Graphic #
02A.05.01-02

Scale
As Noted

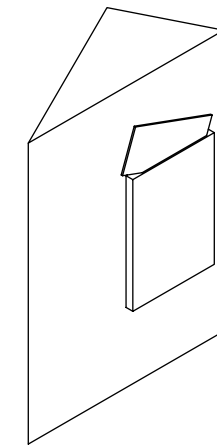
Date
12/06/23

Drawing #
EX.4.15

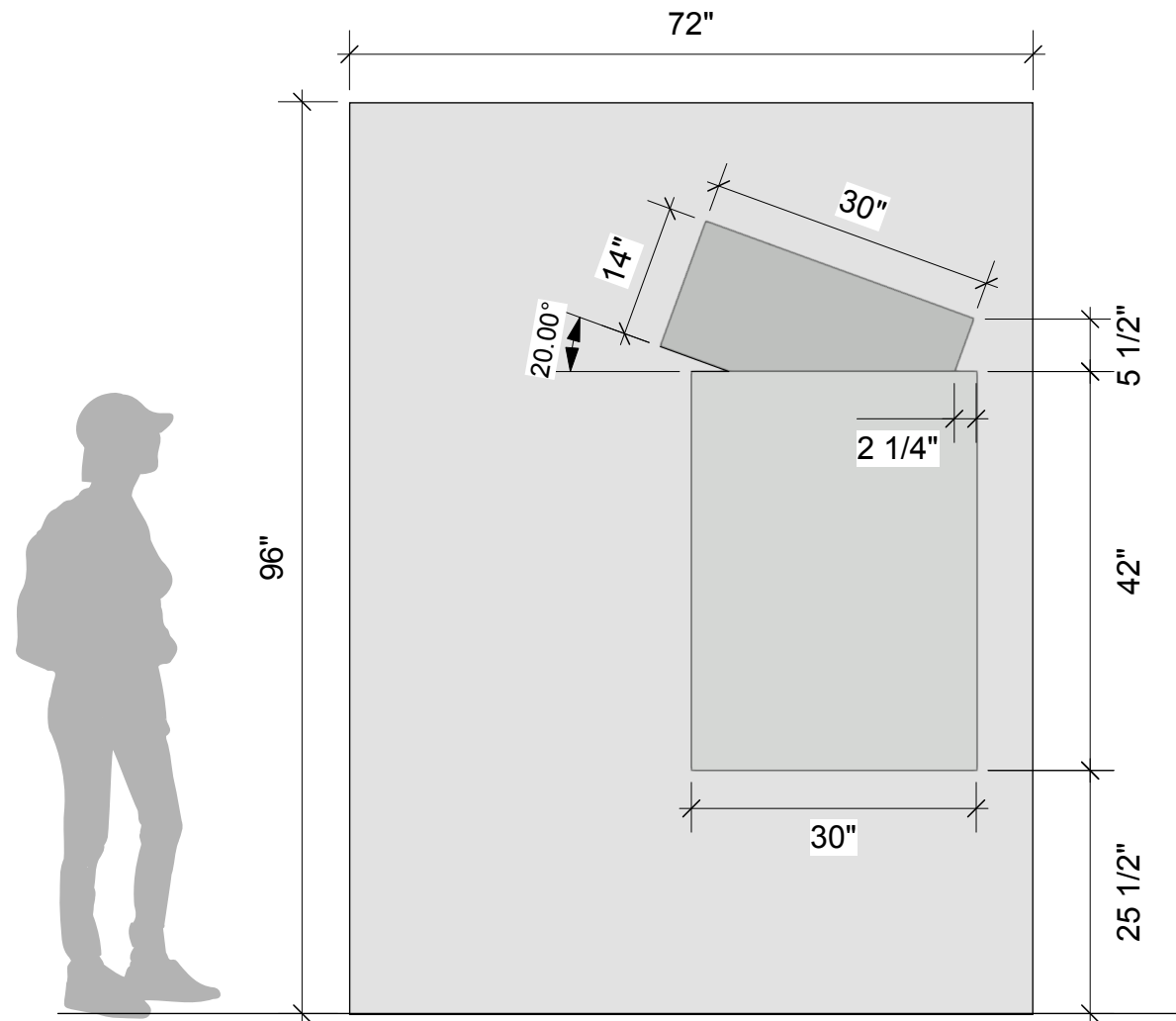
Area Intro Panels, Typical



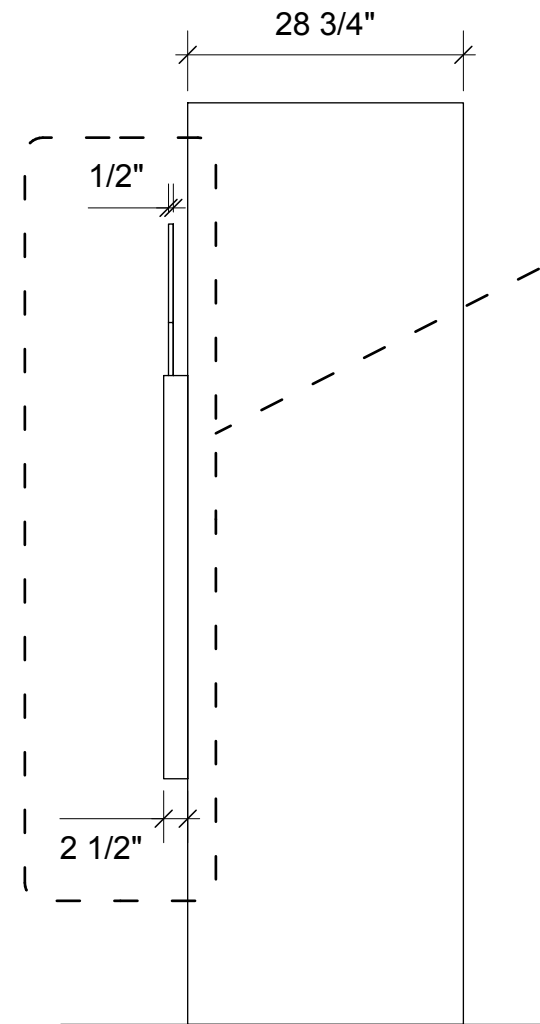
1 **Plan View**
Scale: 1:20



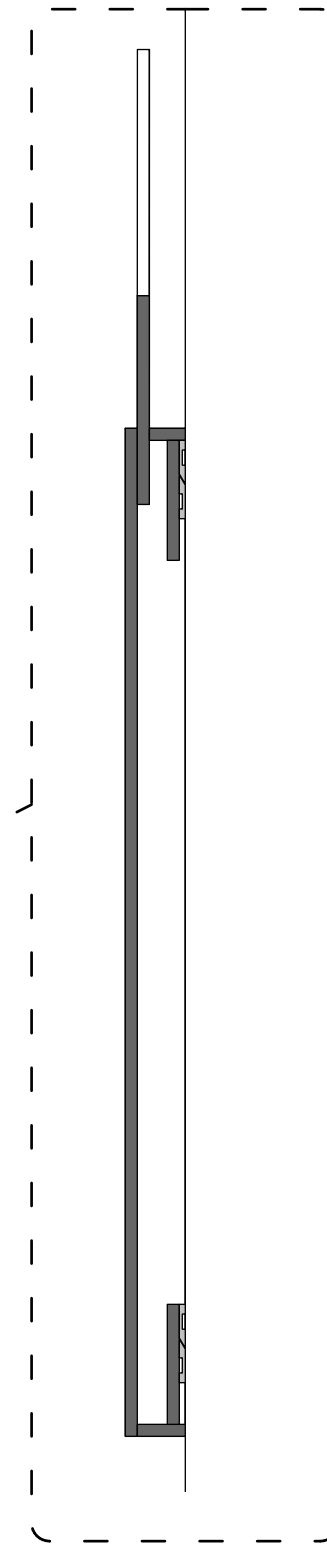
4 **Axon View**
Scale: 1:50



2 **Elevation**
Scale: 1:20



3 **Side View**
Scale: 1:20



5 **Section Detail**
Scale: 1 1/2" = 1'-0"



Ivar Theorin

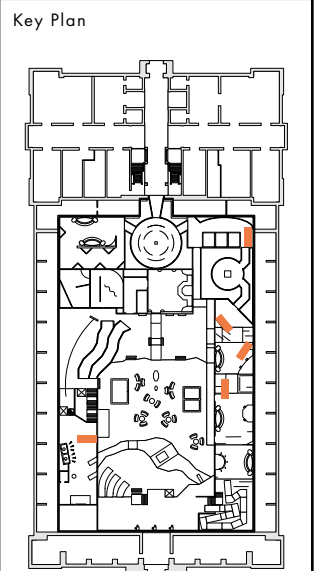
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Drawing Name
Area Intro Panels, Typical

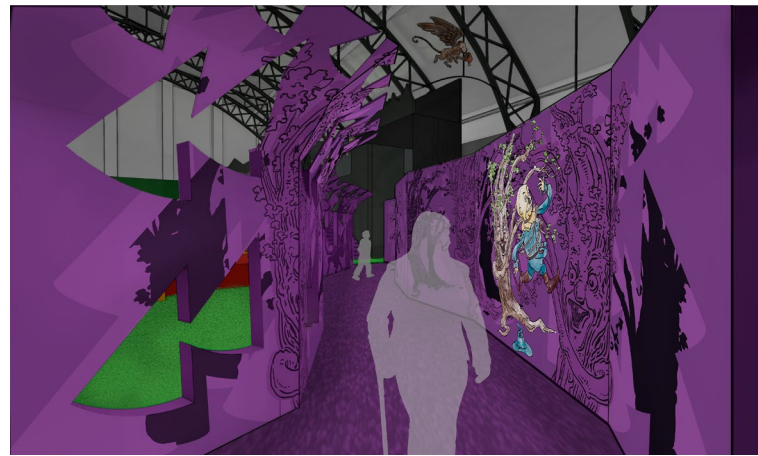
Graphic Type
A1

Graphic #
NA

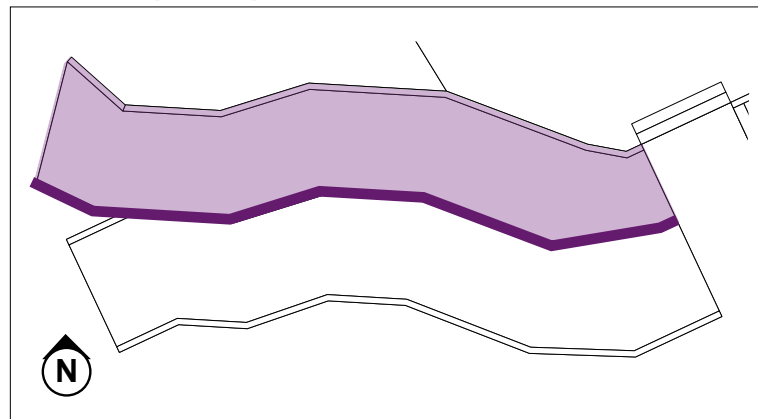
Scale	Date
As Noted	12/06/23

Drawing #
EX.4.16

Vinyl Murals, Scary Forest



Gallery Key Plan



2 Detail – 12A.02.GR01 – GR. Type B2
Scale: 1/2" = 1'-0"

53'-6"



1 Flattened Elevation – 12A.02.GR01 – GR Type B2
Scale: 1/4" = 1'-0"



Ivar Theorin

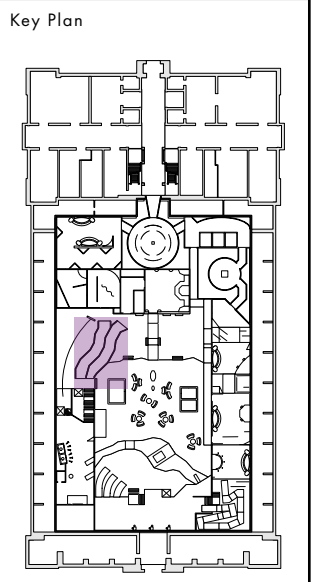
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Drawing Name
Inkjet Mural, Scary Forest

Graphic Type
GR Type B2

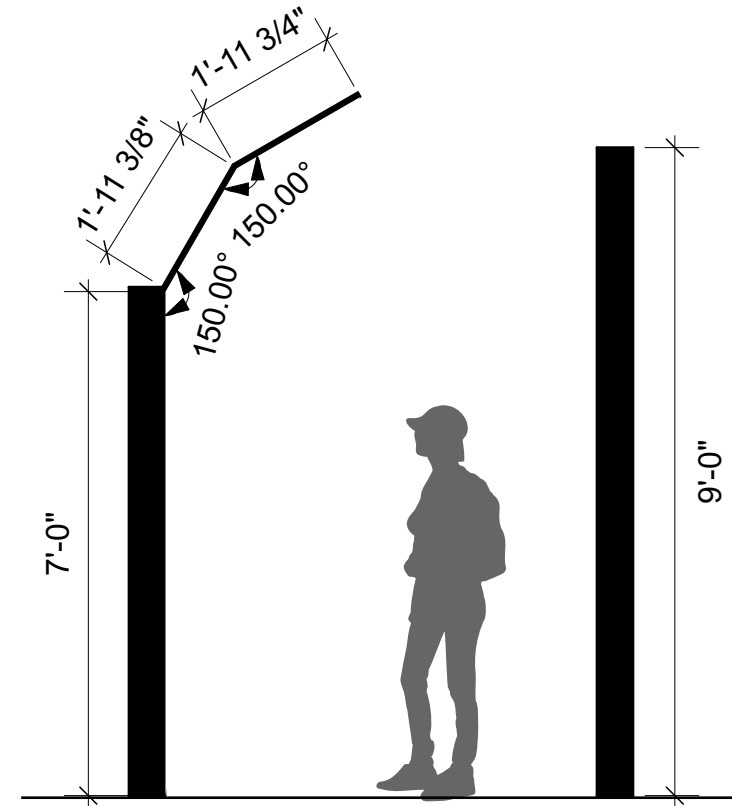
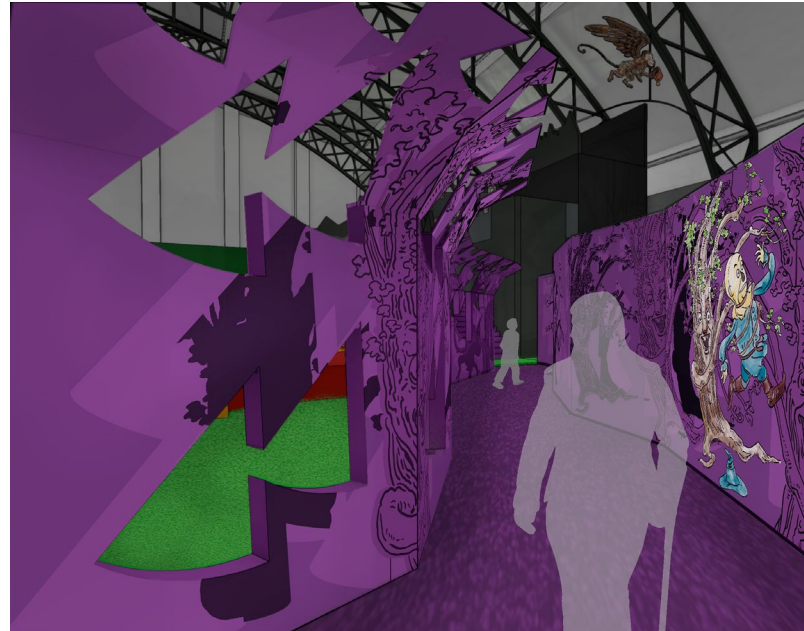
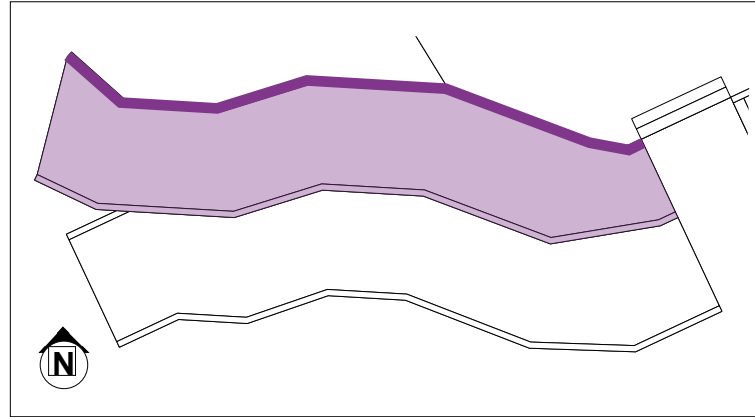
Graphic #
12A.02.GR01

Scale	Date
As Noted	12/06/23

Drawing #
EX.4.17

Vinyl Murals, Scary Forest

Gallery Key Plan



2 Section View – 12A.01.GR01 – GR Type B2
Scale: 3/8" = 1'-0"

Cut outs made on-site to match openings in wall

49'-6 1/4"



1 Flattened Elevation – 12A.01.GR01 – GR Type B2
Scale: 1/4" = 1'-0"



Ivar Theorin

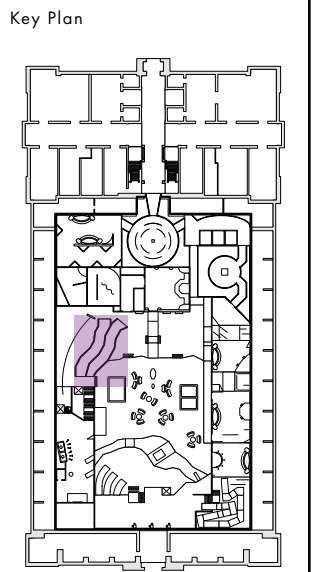
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Drawing Name
Inkjet Mural, Scary Forest

Graphic Type
GR Type B2

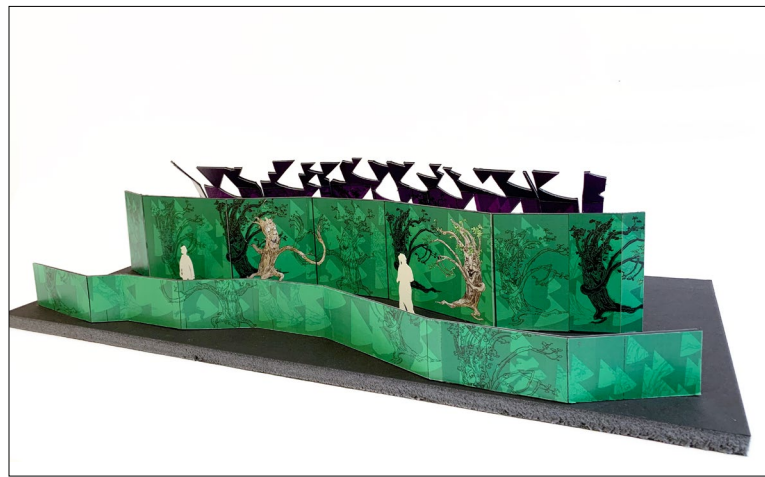
Graphic #
12A.01.GR01

Scale
As Noted

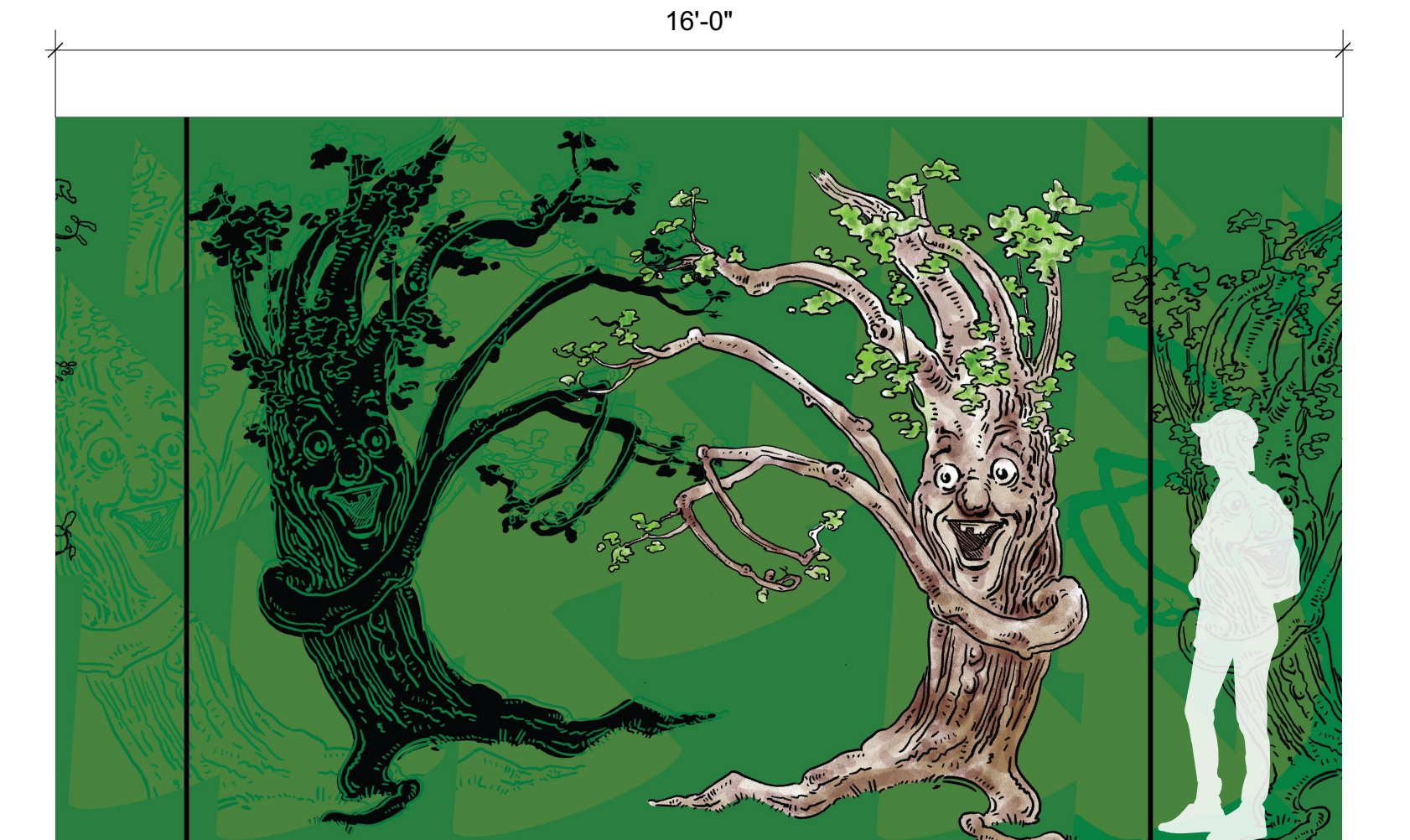
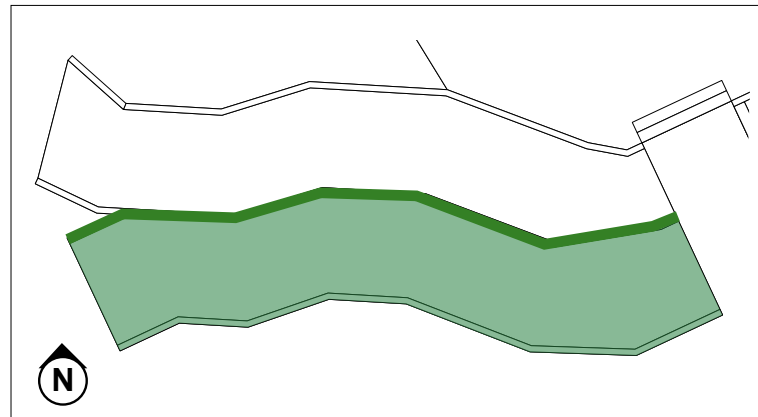
Date
10/31/23

Drawing #
EX.4.18

Vinyl Murals, Friendly Forest



Gallery Key Plan



1 Detail – 12A.03.GR01 – GR Type B2
Scale: 1/2" = 1'-0"

51'-1 5/8"



5 Flattened Elevation – 12A.03.GR01 – GR Type B2
Scale: 1/4" = 1'-0"



Ivar Theorin

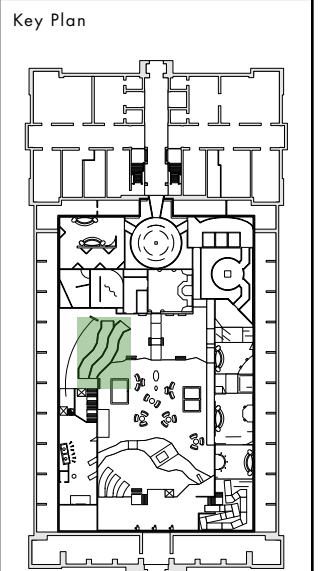
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Drawing Name
Inkjet Mural, Fr. Forest

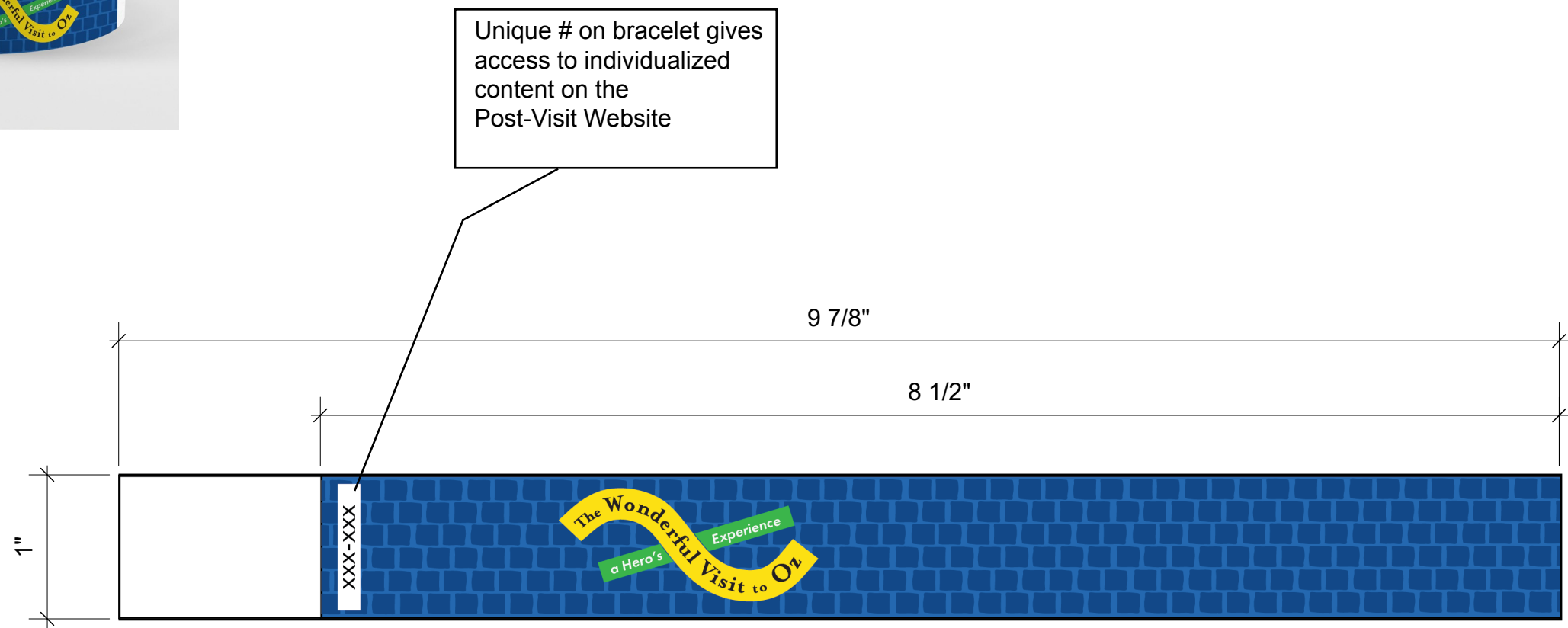
Graphic Type
GR Type B2

Graphic #
12A.03.GR01

Scale	Date
As Noted	12/06/23

Drawing #
EX.4.19

RFID Bracelet



1 RFID Bracelet
Scale: Actual Size



Ivar Theorin

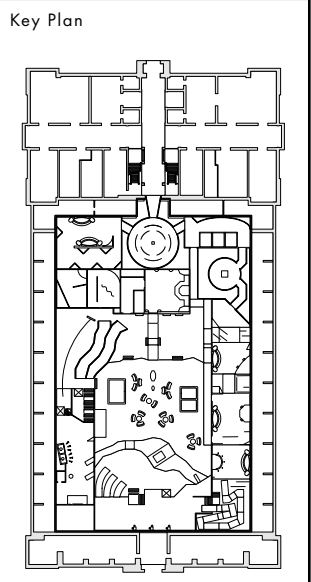
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Drawing Name
RFID Bracelet

Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.4.20

Activities Markers



2 Front View – GR Type E2
Scale: Actual Size



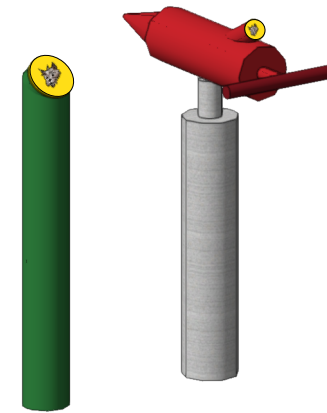
1 Side View – GR Type E2
Scale: Actual Size



3 Front View – GR Type E2
Scale: Actual Size



4 Side View – GR Type E2
Scale: Actual Size



5 Activities Markers – Applications
Scale: 1:20



Ivar Theorin

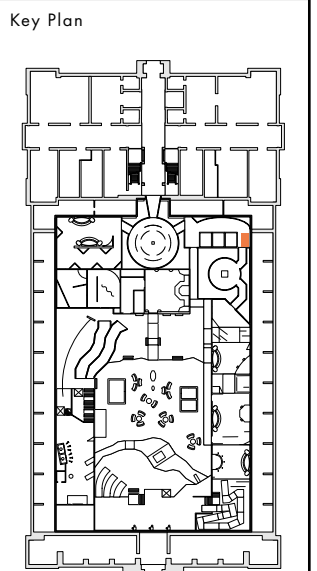
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Drawing Name
Activities Marker

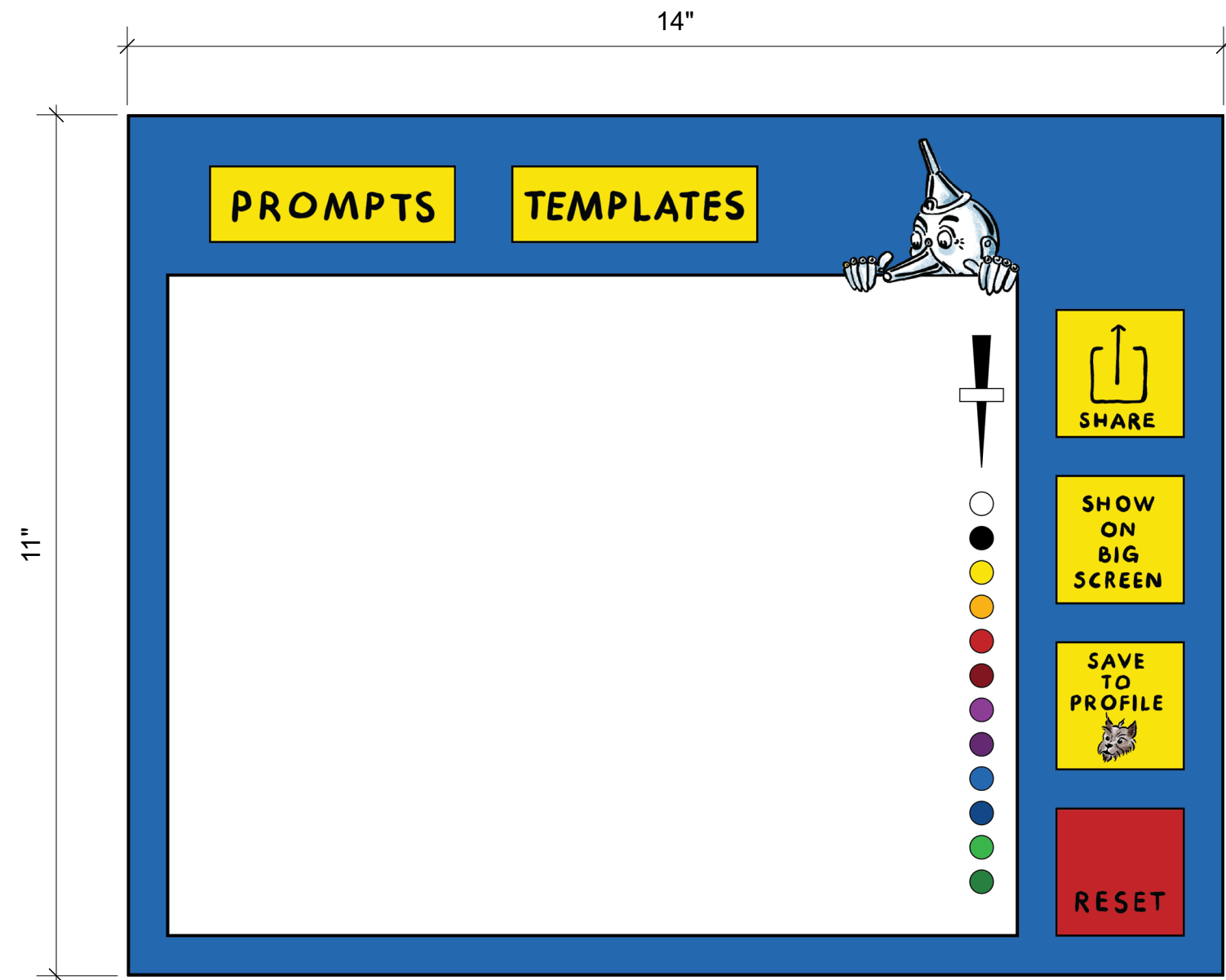
Graphic Type
E2

Graphic #
NA

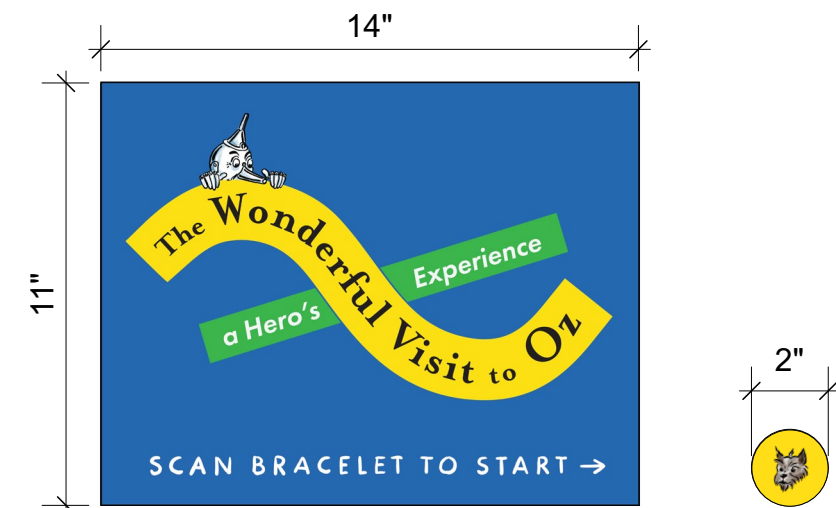
Scale As Noted	Date 12/06/23
--------------------------	-------------------------

Drawing #
EX.4.21

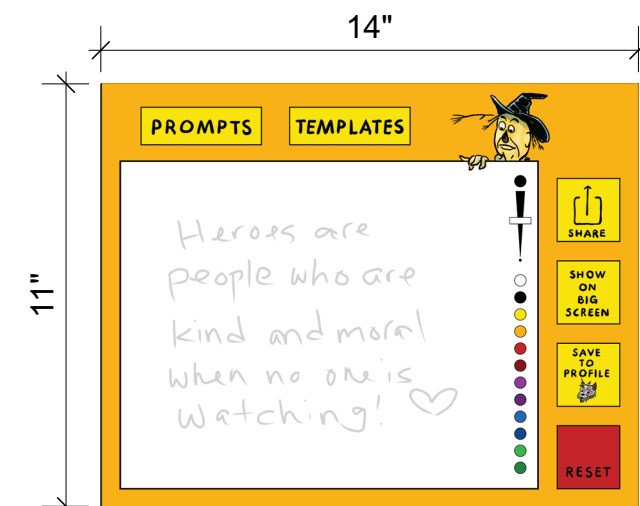
Leave Your Comments Stations, User Interface



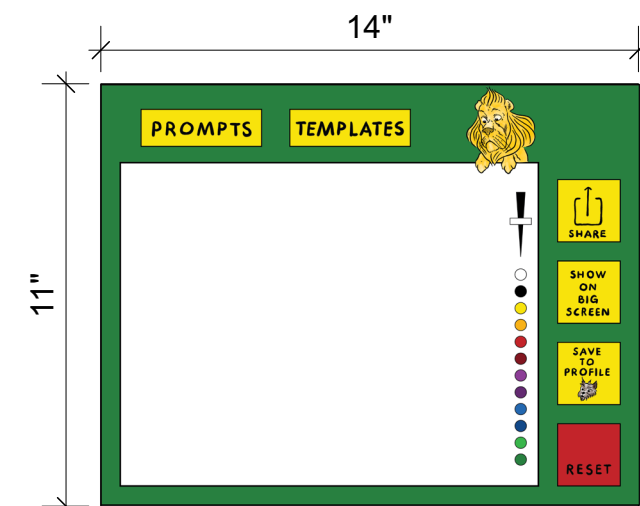
1 Interactive Interface – Tin Woodman
Scale: Half Actual Size



2 Interactive Interface – Start Page
Scale: 1:5



3 Interactive Interface – Scarecrow
Scale: 1:5



4 Interactive Interface – Lion
Scale: 1:5



Ivar Theorin

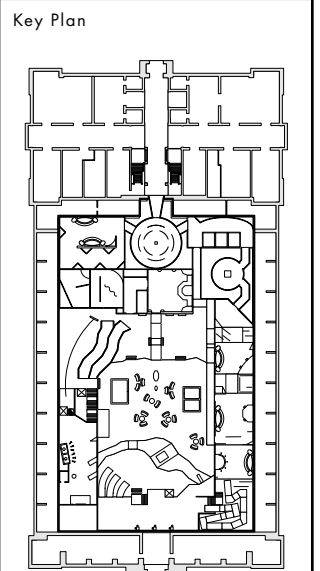
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Drawing Name
L. Com. User Interface

Graphic Type
NA

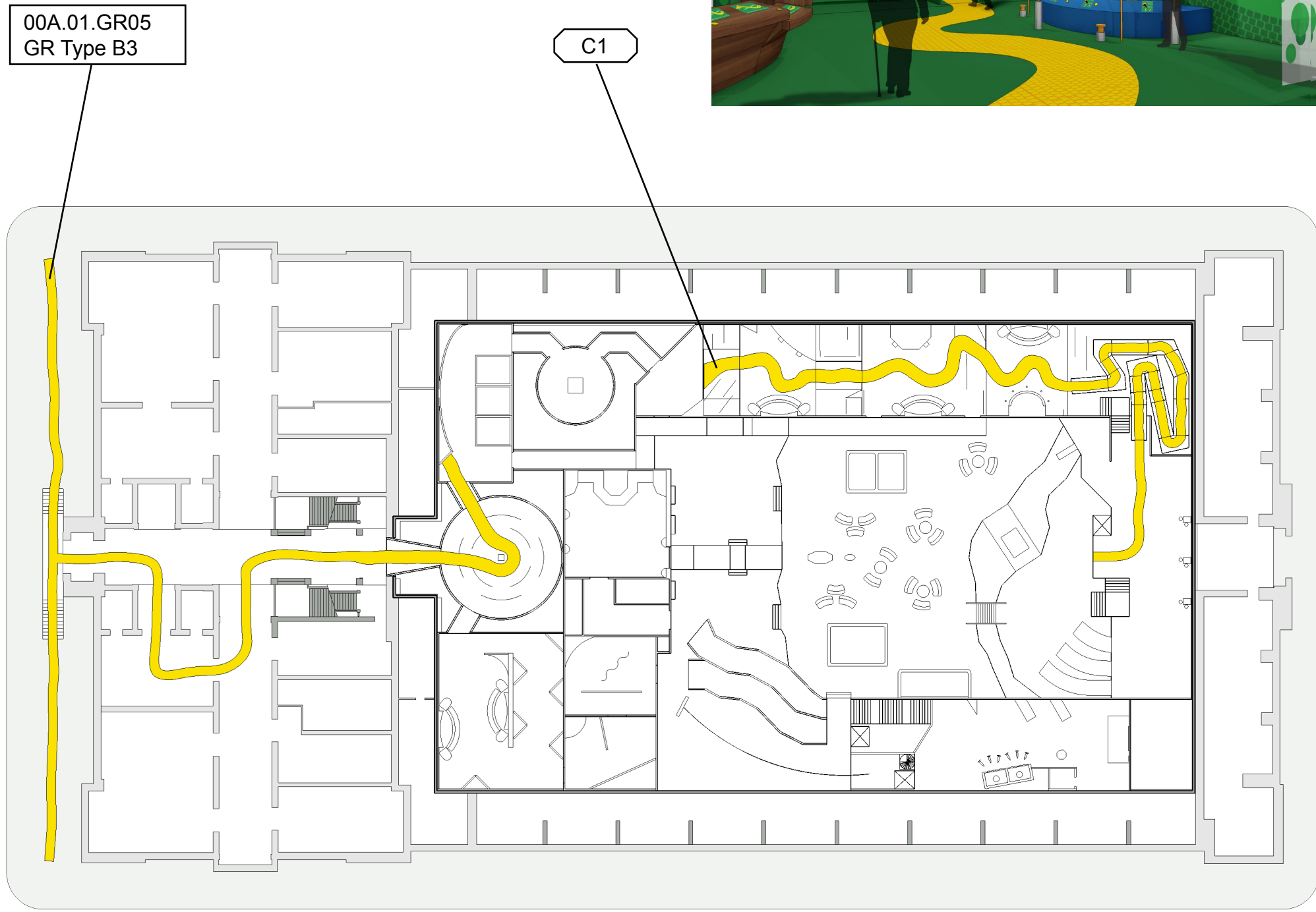
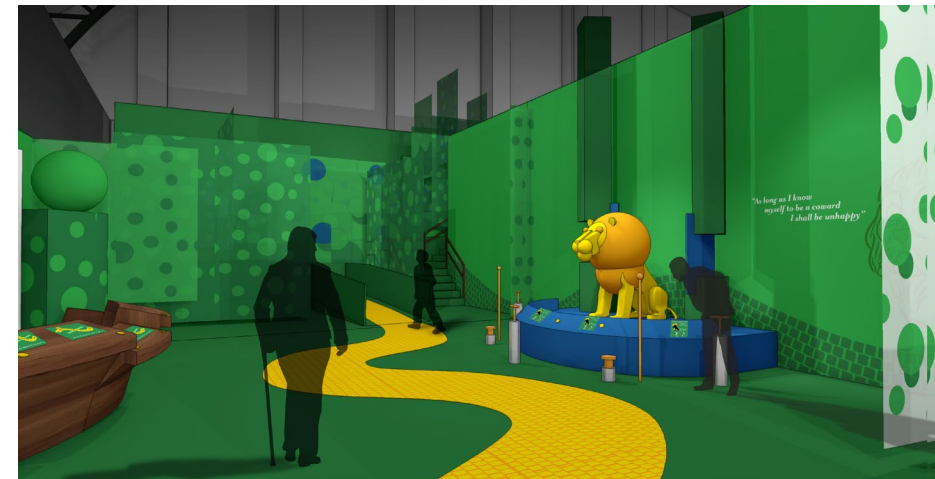
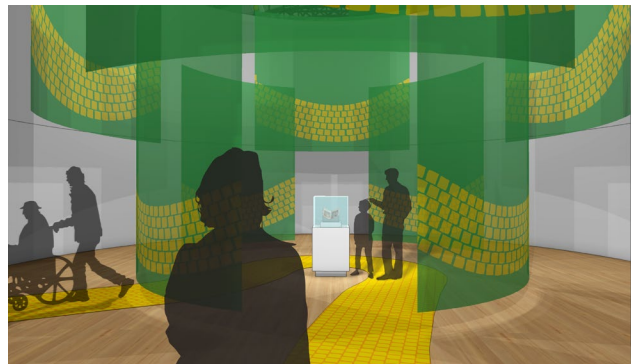
Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.4.22

Wayfinding, The Yellow Brick Road



1 Plan View – 00A.01.GR05 – GR Type B3
Scale: 1:500



Ivar Theorin

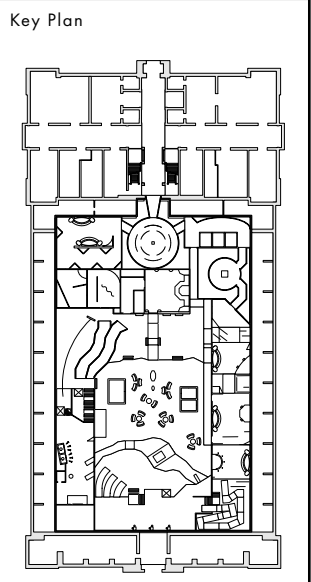
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Drawing Name
Wayfinding, YBR

Graphic Type
B3

Graphic #
00A.01.GR05

Scale
As Noted

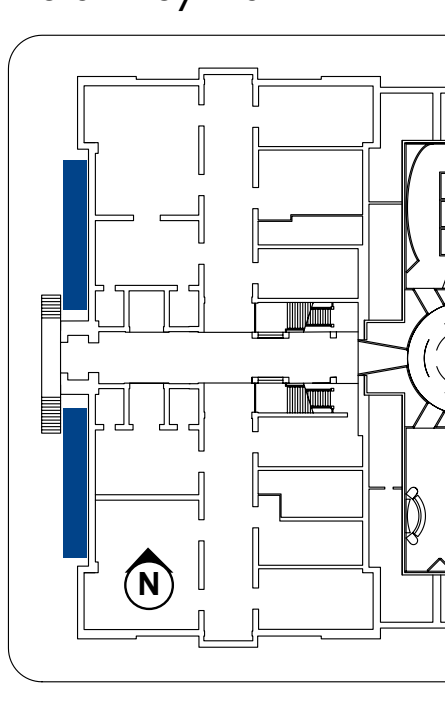
Date
12/06/23

Drawing #
EX.4.23

Exterior Banners



Detail Key Plan



1 Exterior Banner – 00A.01.GR.01 – GR Type D1
Scale: 1:25



Ivar Theorin

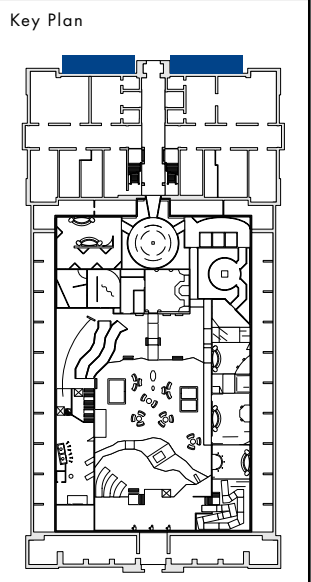
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Drawing Name
Exterior Banner

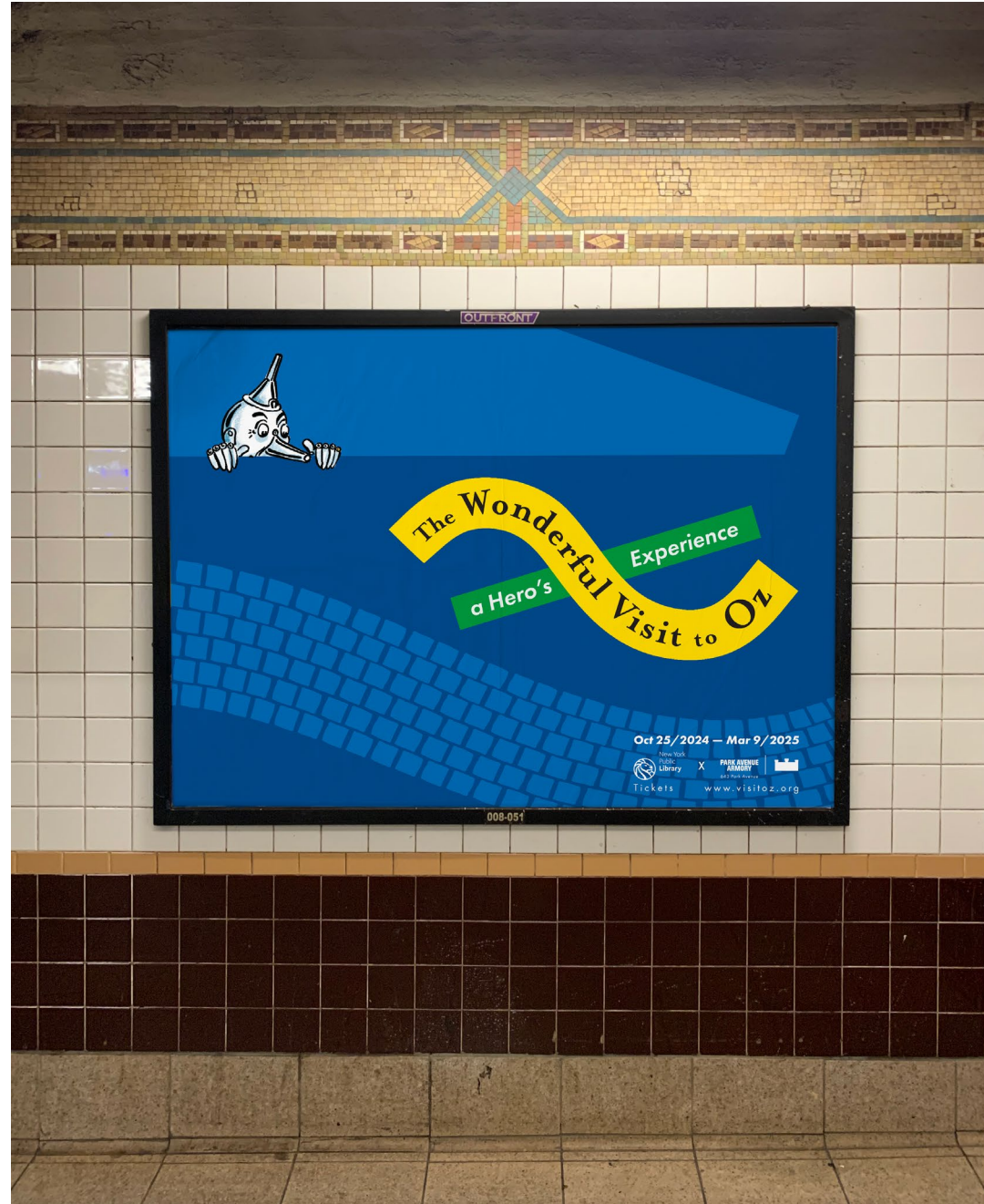
Graphic Type
D1

Graphic #
00A.01.GR01

Scale	Date
As Noted	12/06/23

Drawing #
EX.4.24

Promotion



1 Subway Poster



2 Flag Banner



Ivar Theorin

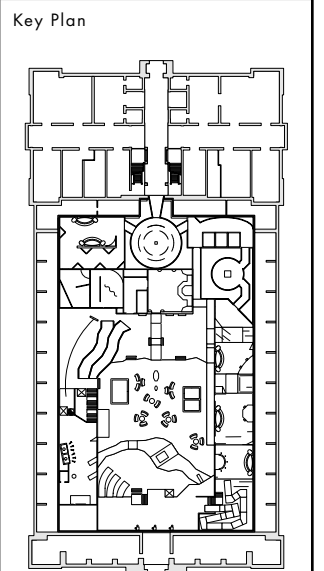
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Drawing Name
Promotion

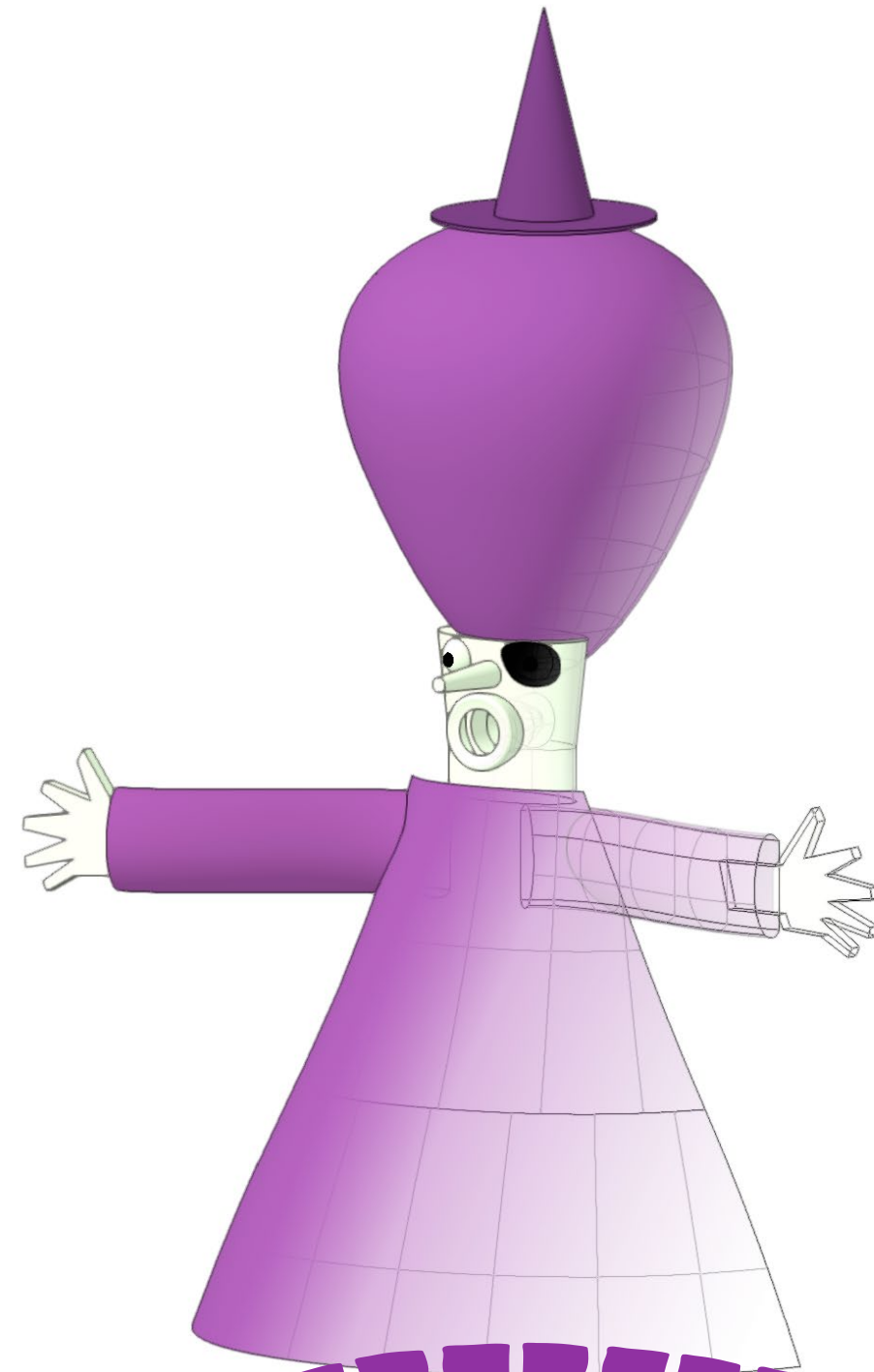
Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.4.25

EX.5.00 Exhibition Detailing



Floorplan

Not to scale



Ivar Theorin

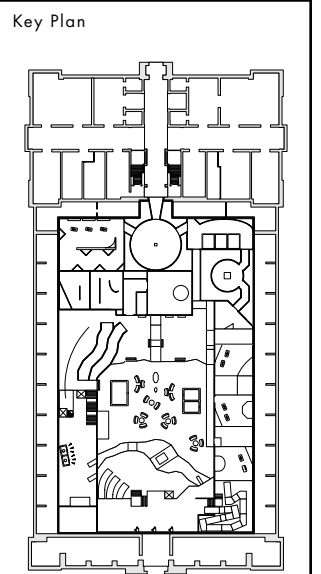
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Drawing Name
Floorplan

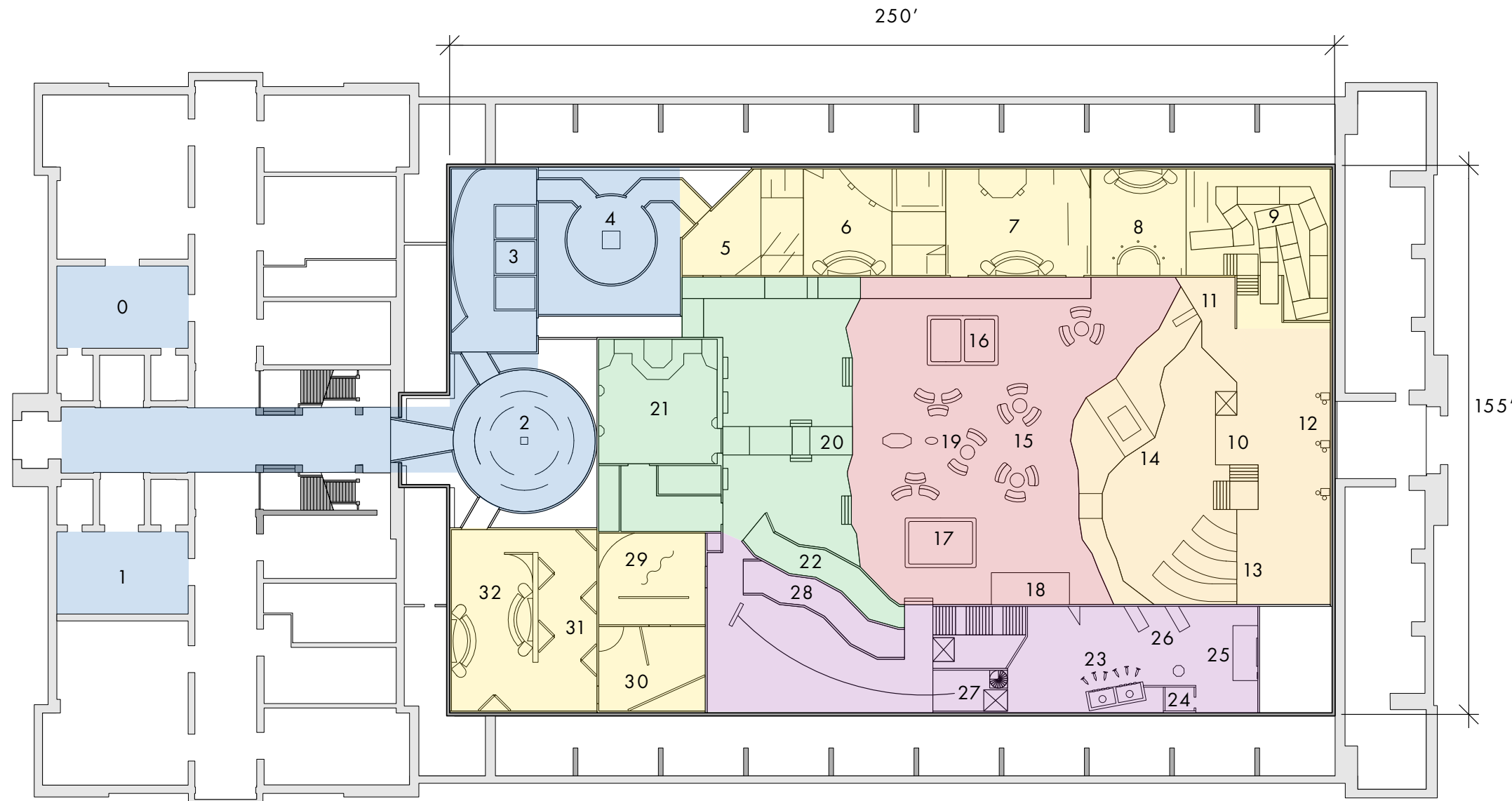
Graphic Type
NA

Graphic #
NA

Scale
NTS

Date
12/06/23

Drawing #
EX.5.01



Section 1

- 0. Gift Shop
- 1. Tickets & Check In
- 2. Intro Book Rotunda
- 3. Call to Adventure
- 4. Cyclone Theater

Section 2

- 5. The Good Witch of the North
- 6. The Scarecrow
- 7. The Tin Woodman
- 8. The Cowardly Lion
- 9. Deep Woods

Section 3

- 10. Overlook
- 11. Stork Rescue
- 12. Face Painting
- 13. Kalidah Slides
- 14. River Crossing

Section 4

- 15. Poppy Field Rest Area
- 16. Trampolines
- 17. Foam Pit
- 18. Climbing Wall
- 19. Field Mouse Diorama

Section 5

- 20. Emerald City Approach
- 21. The Oz Throne Room
- 22. The Scary forest

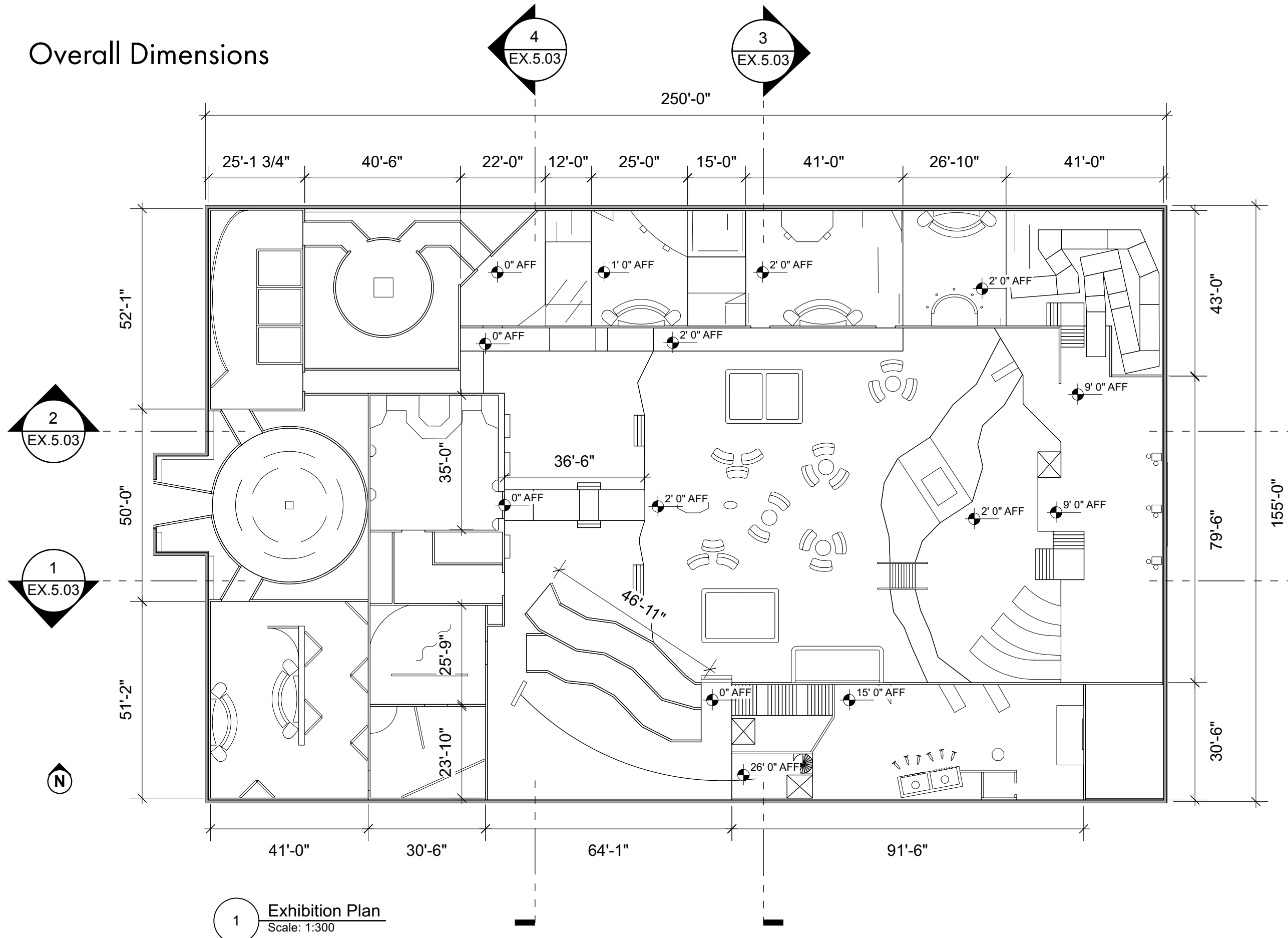
Section 6

- 23. Wicked Witch Water Canon
- 24. Lion Cage
- 25. Tin Woodman Rescue
- 26. Scarecrow Stuffing
- 27. Flying Monkey Zip-Line
- 28. The Friendly Forest

Section 7

- 29. Oz Reveal
- 30. All is Lost
- 31. Legacy Gallery
- 32. No Place Like Home

Overall Dimensions



1 **Exhibition Plan**
Scale: 1:300



Ivar Theorin

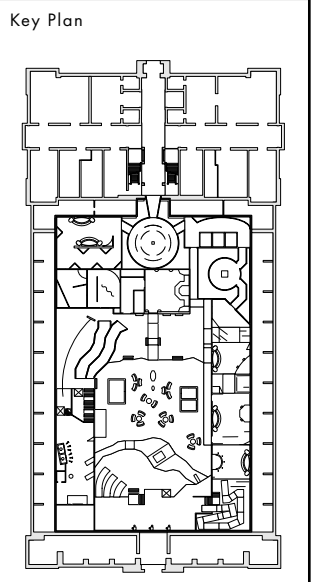
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Drawing Name
Overall Dimensions

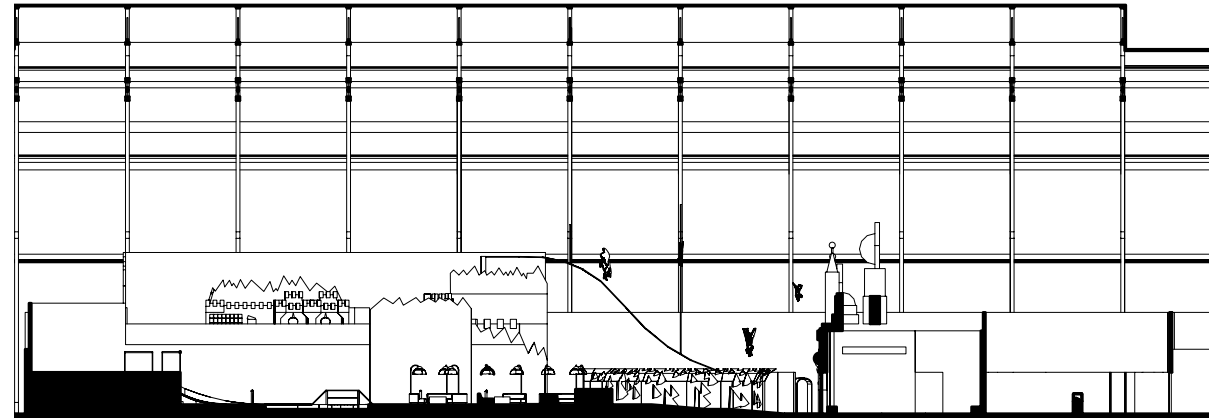
Graphic Type
NA

Graphic #
NA

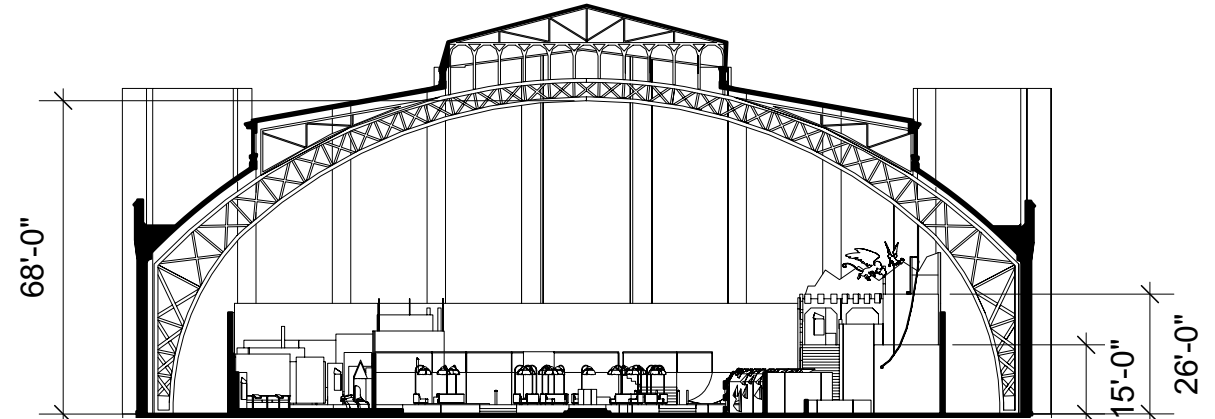
Scale	Date
As Noted	12/06/23

Drawing #
EX.5.02

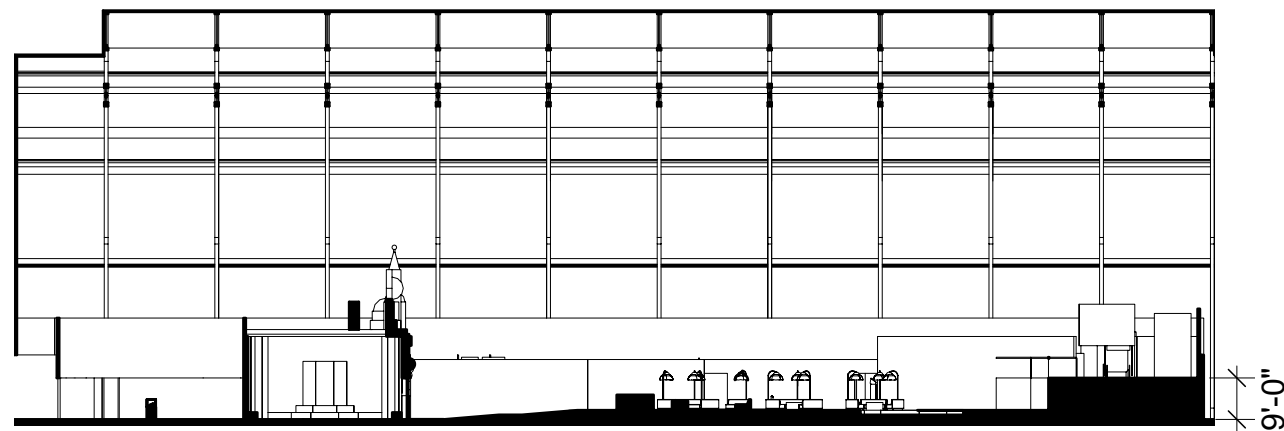
Overall Sections



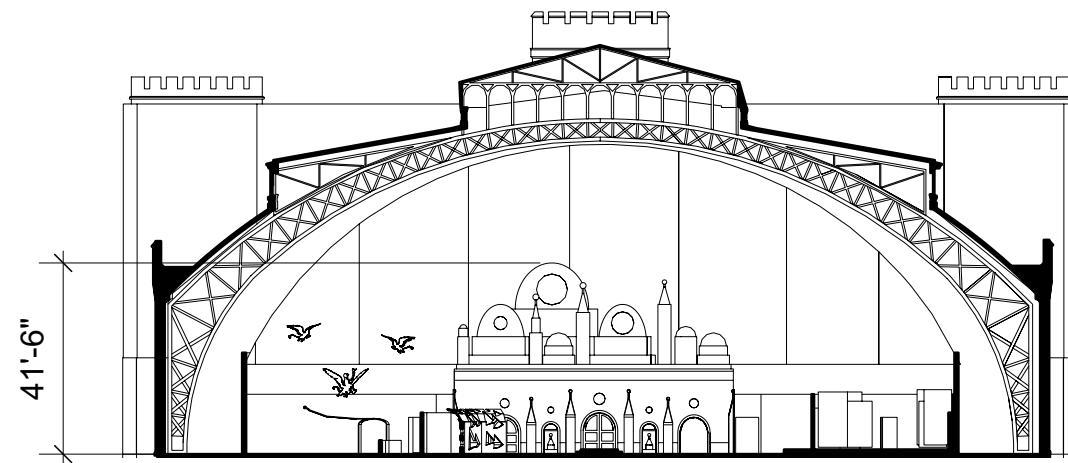
1 **South Section**
Scale: 1:500



3 **East Section**
Scale: 1:500



2 **North Section**
Scale: 1:500



4 **West Section**
Scale: 1:500



Ivar Theorin

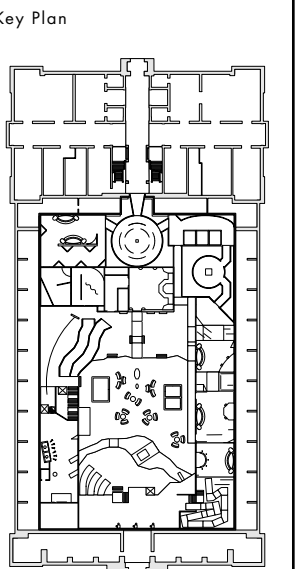
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Drawing Name
Overall Sections

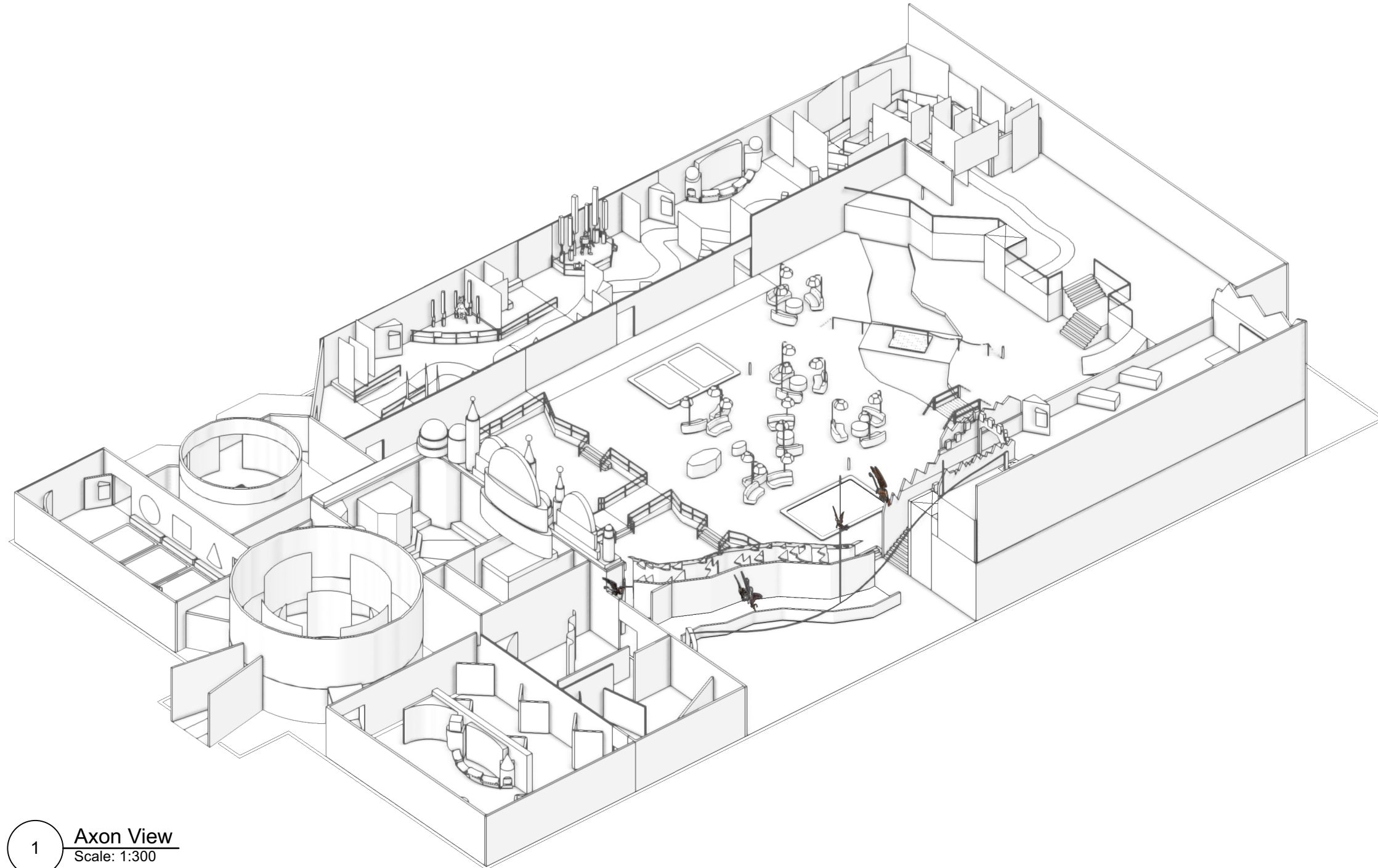
Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.5.03

Axon View



1 Axon View
Scale: 1:300



Ivar Theorin

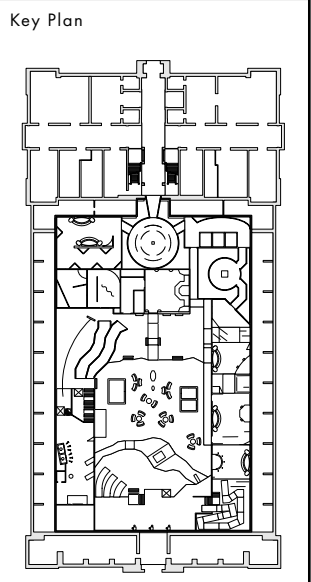
Thesis Capstone 2023
Fashion Institute of Technology
Exhibition and Experience Design

Project Name
The Wonderful Visit to Oz

Client
 New York
Public
Library

Venue
**PARK AVENUE
ARMORY** 

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Drawing Name
Axon View

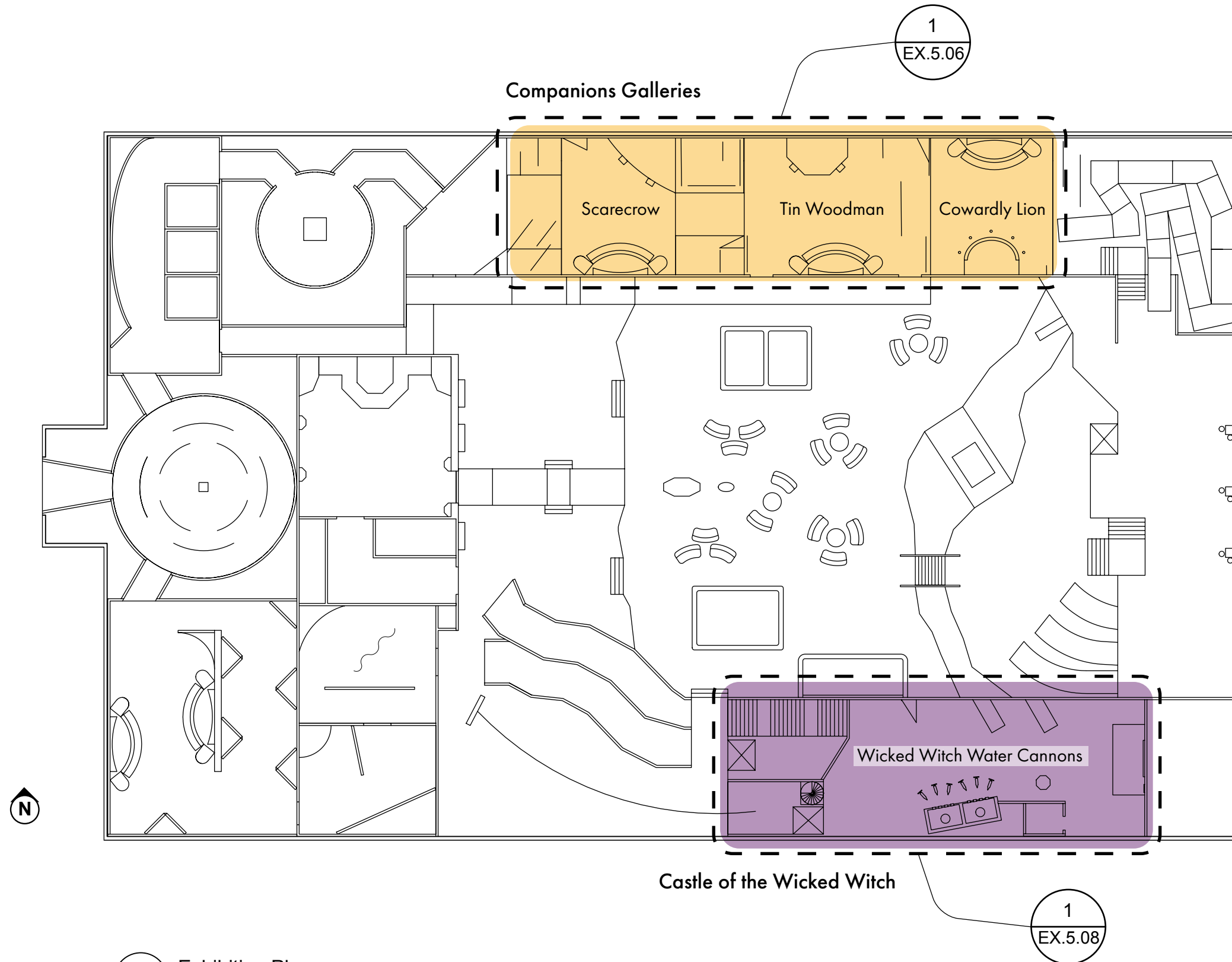
Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.5.04

Details Plan



2 Exhibition Plan
Scale: 1:300



Ivar Theorin

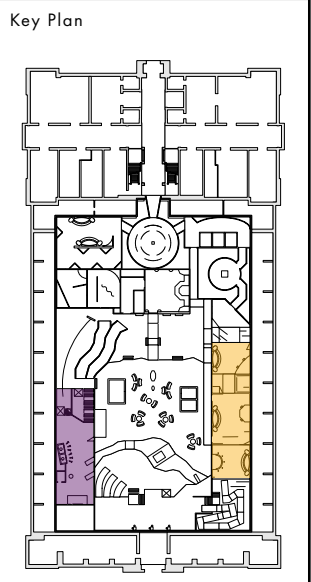
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Drawing Name
Details Plan

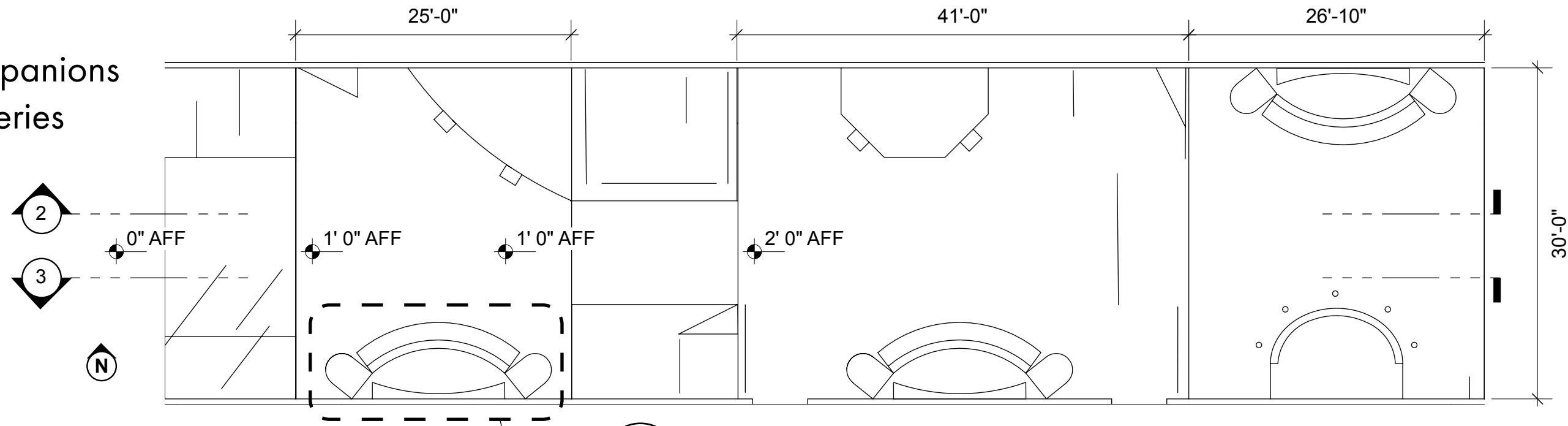
Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

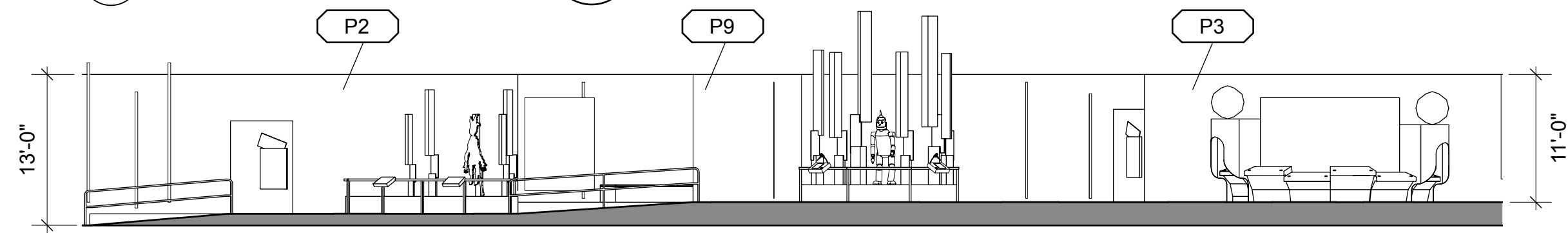
Drawing #
EX.5.05

Companions Galleries

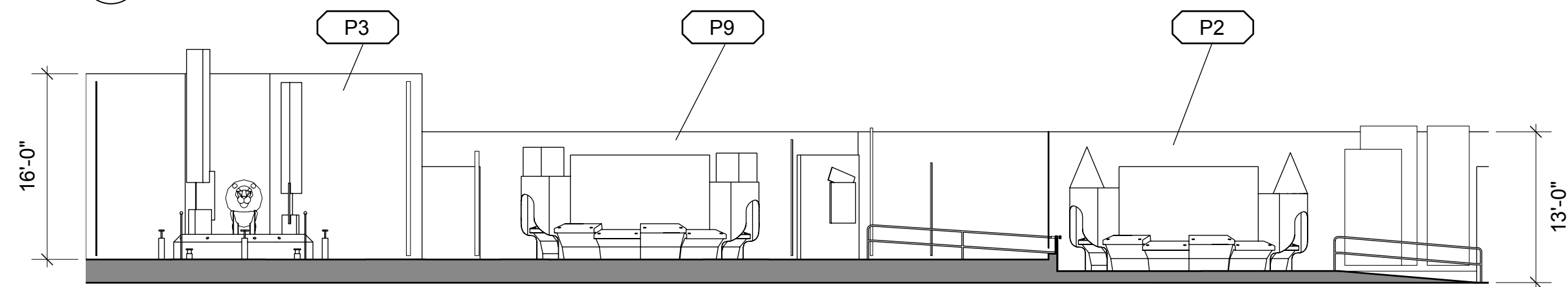


1 Plan View
Scale: 3/32" = 1'-0"

1 EX.5.07



2 North Elevation
Scale: 3/32" = 1'-0"



3 South Elevation
Scale: 3/32" = 1'-0"



Ivar Theorin

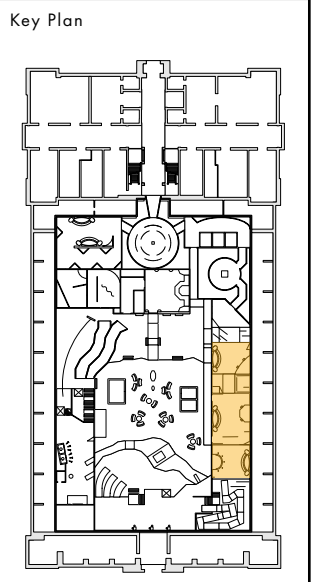
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Drawing Name
Companions Galleries

Graphic Type
NA

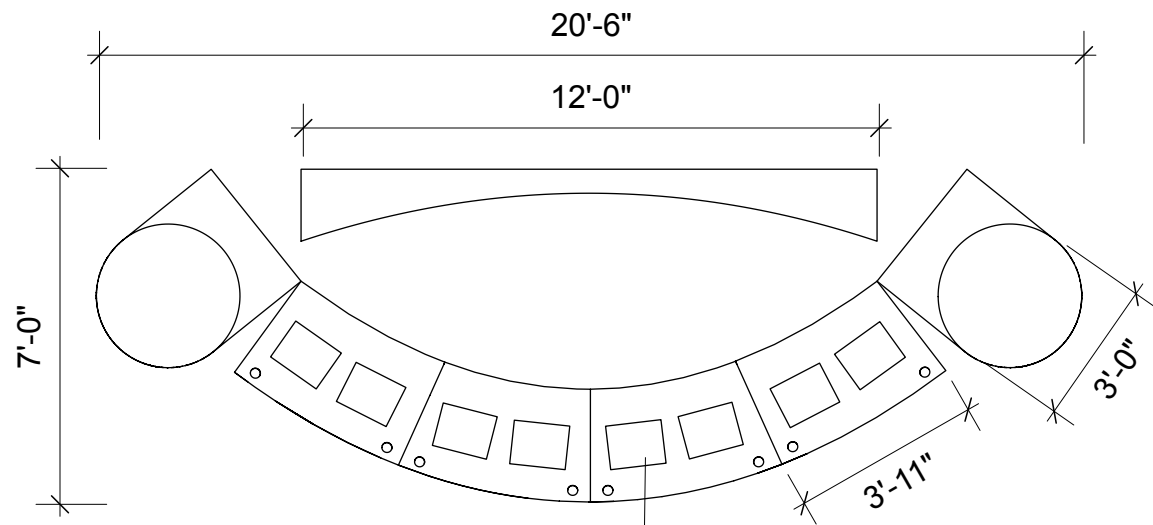
Graphic #
NA

Scale
As Noted

Date
12/06/23

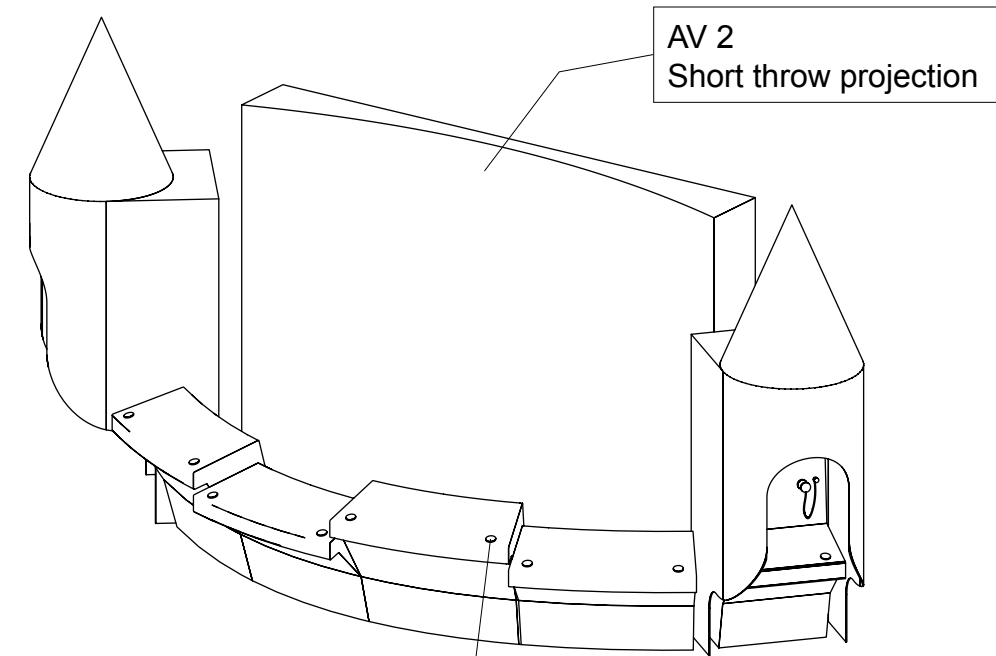
Drawing #
XXX-06

Leave Your Comments Station, Typical

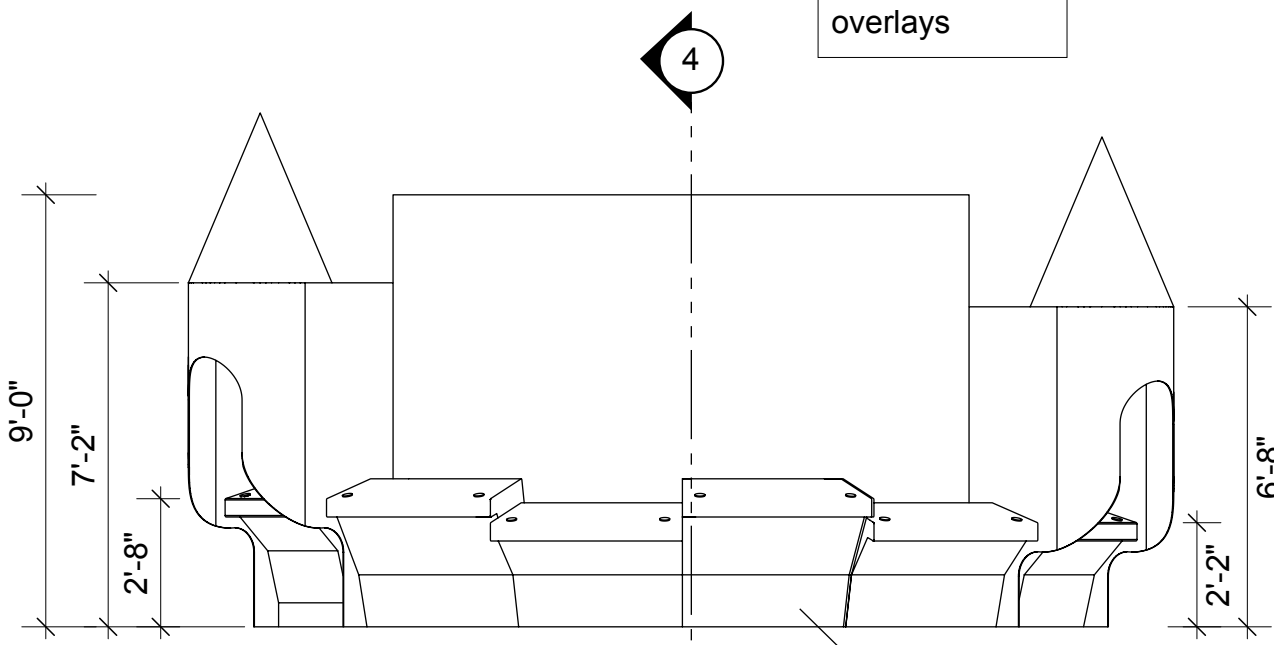


1 **Plan View**
Scale: 1/4" = 1'-0"

AV1 & AV 4
Back projection
with embedded
touchscreen
overlays

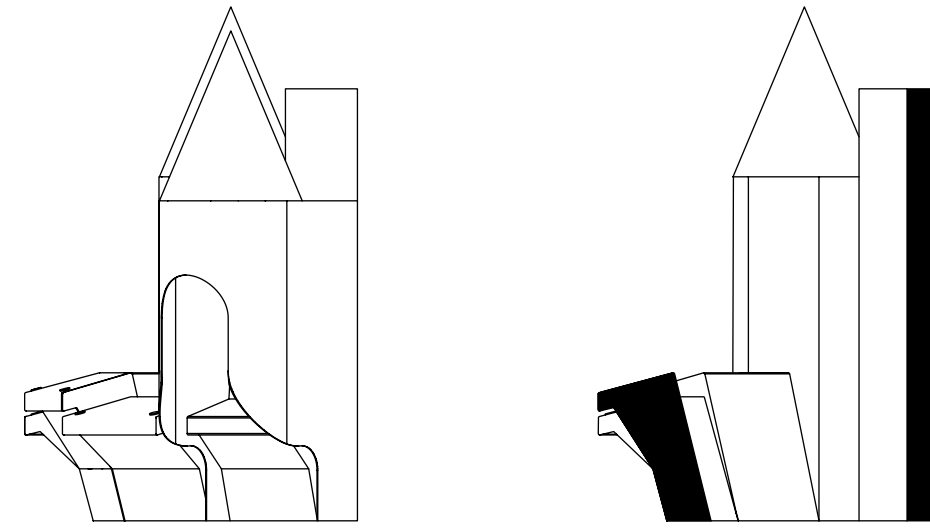


5 **Axon View**
Scale: 1/4" = 1'-0"



2 **Elevation**
Scale: 1/4" = 1'-0"

SC1



3 **Side View**
Scale: 1/4" = 1'-0"

4 **Section View**
Scale: 1/4" = 1'-0"



Ivar Theorin

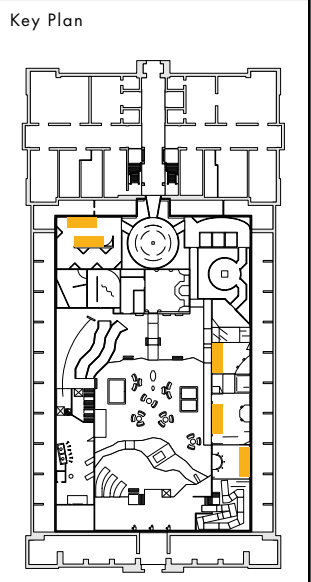
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prior to beginning fabrication.



Drawing Name
L. Y. Comments St. Typ

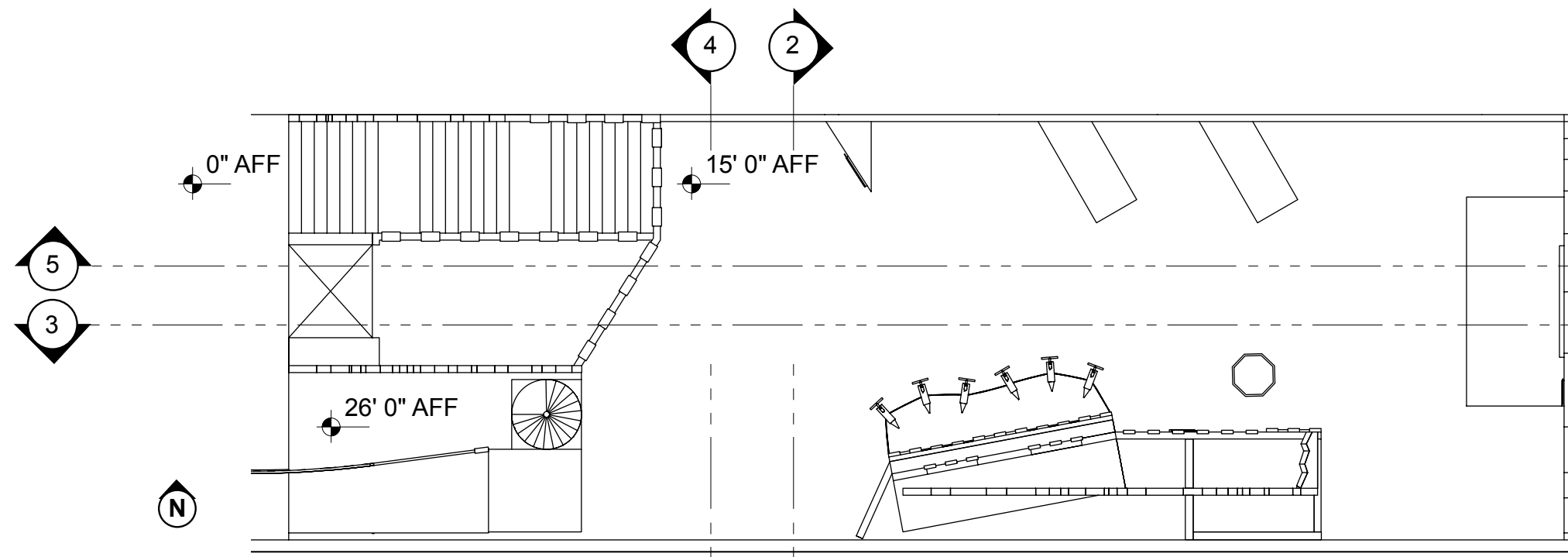
Graphic Type
NA

Graphic #
NA

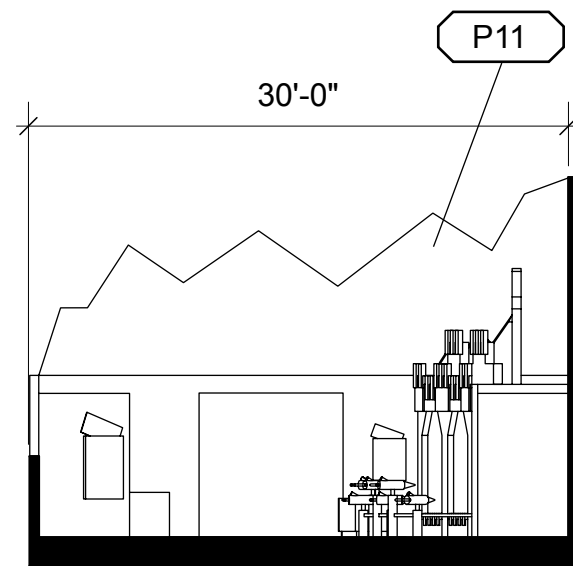
Scale As Noted	Date 12/06/23
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Drawing #
EX.5.07

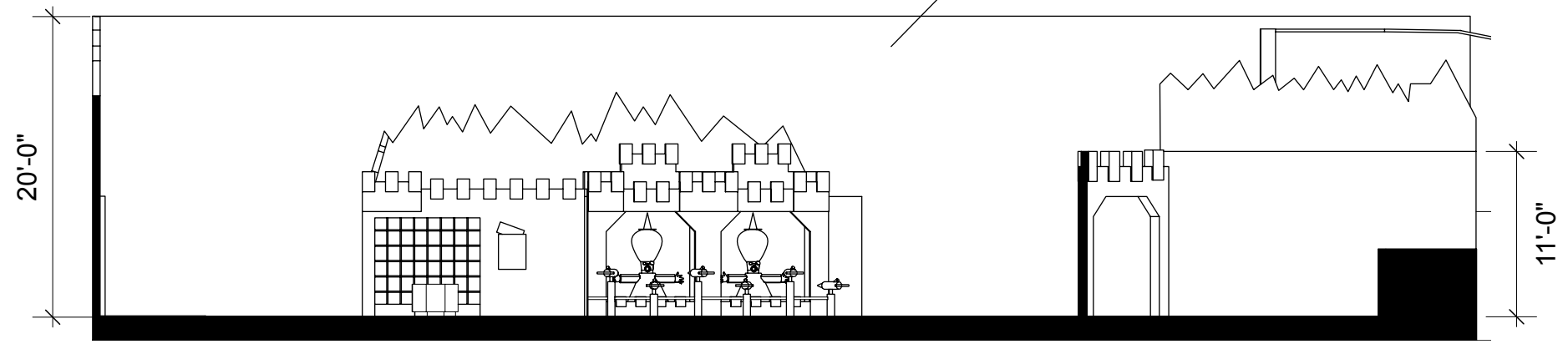
Castle of the Wicked Witch



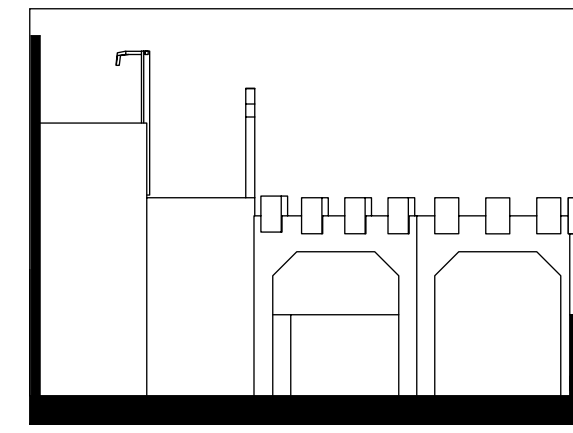
1 Plan View
Scale: 3/32" = 1'-0"



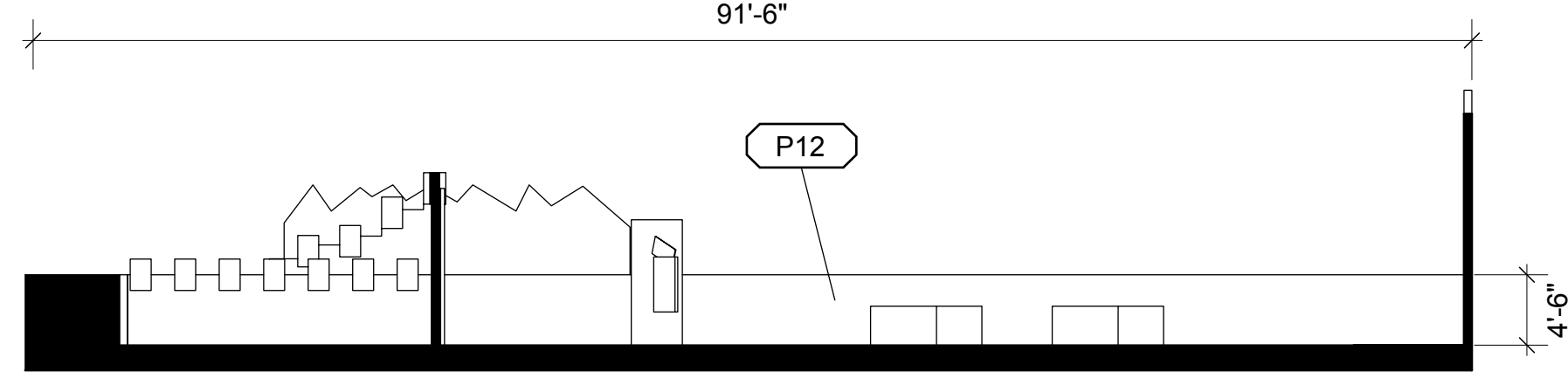
2 East Section
Scale: 3/32" = 1'-0"



3 South Section
Scale: 3/32" = 1'-0"



4 West Section
Scale: 3/32" = 1'-0"



5 North Section
Scale: 3/32" = 1'-0"



Ivar Theorin

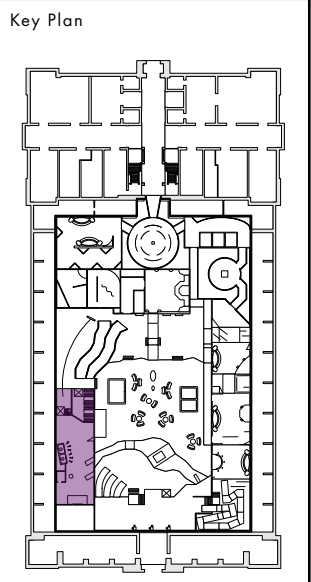
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Drawing Name
Castle of the W. Witch

Graphic Type
NA

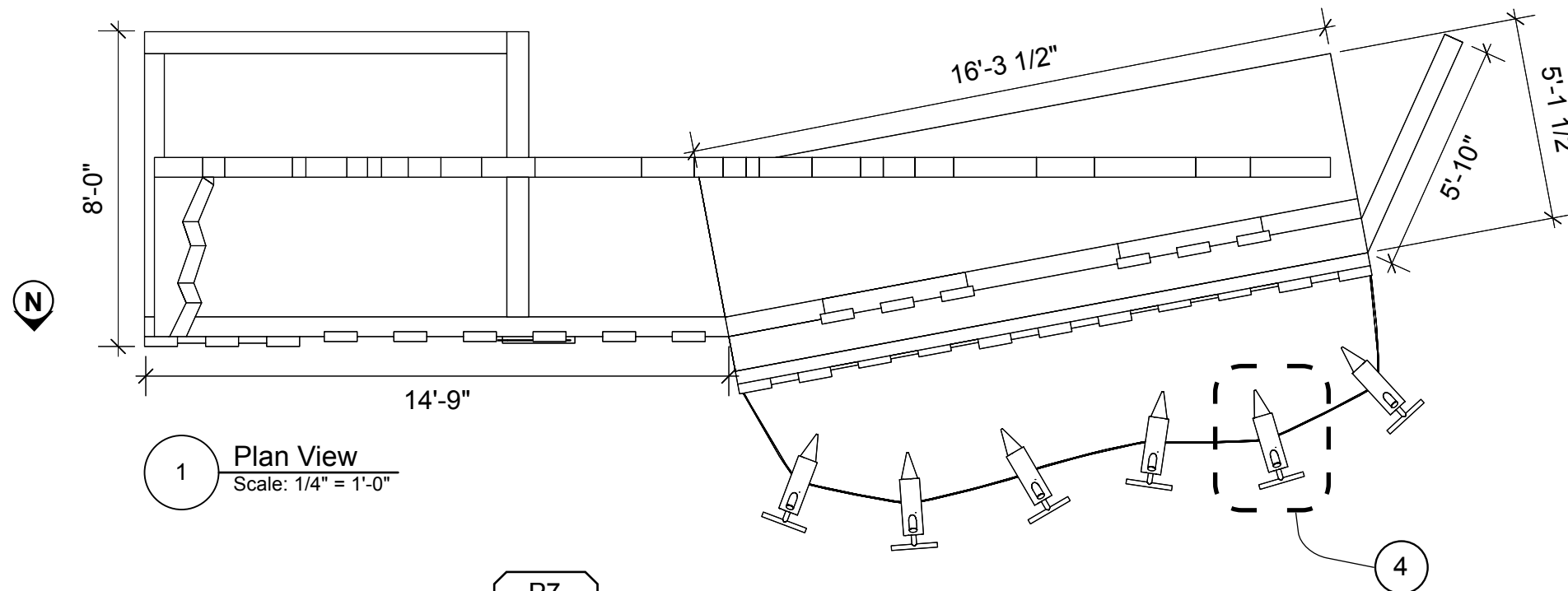
Graphic #
NA

Scale
As Noted

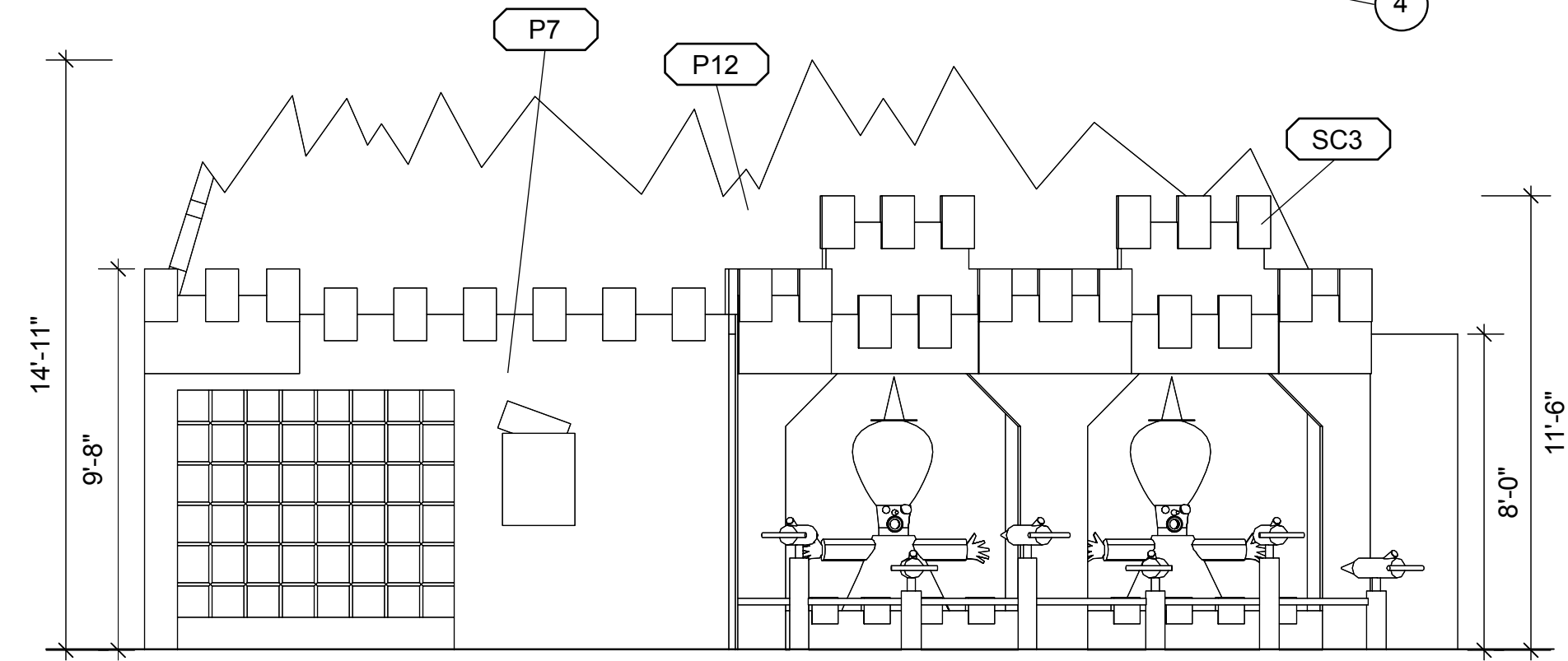
Date
12/06/23

Drawing #
EX.5.08

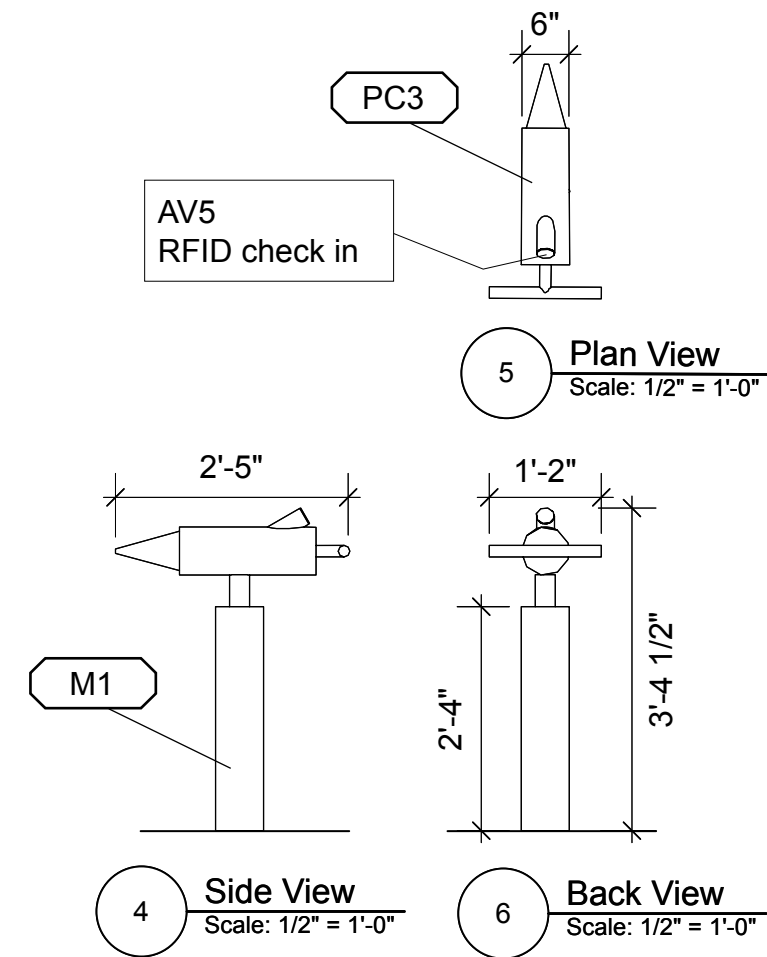
Wicked Witch Water Cannons



1 Plan View
Scale: 1/4" = 1'-0"



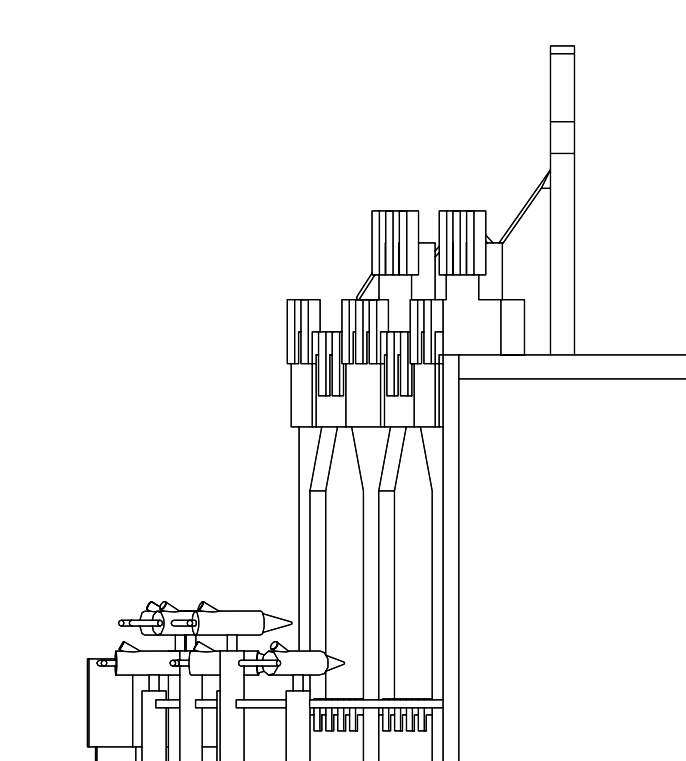
2 Elevation
Scale: 1/4" = 1'-0"



4 Side View
Scale: 1/2" = 1'-0"

5 Plan View
Scale: 1/2" = 1'-0"

6 Back View
Scale: 1/2" = 1'-0"



3 Side View
Scale: 1/4" = 1'-0"



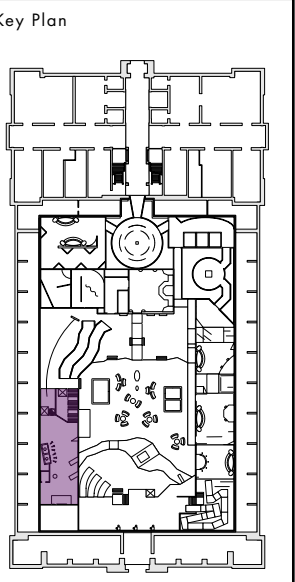
Ivar Theorin

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Project Name
The Wonderful Visit to Oz



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Drawing Name
W. Witch Water Cannons

Graphic Type
NA

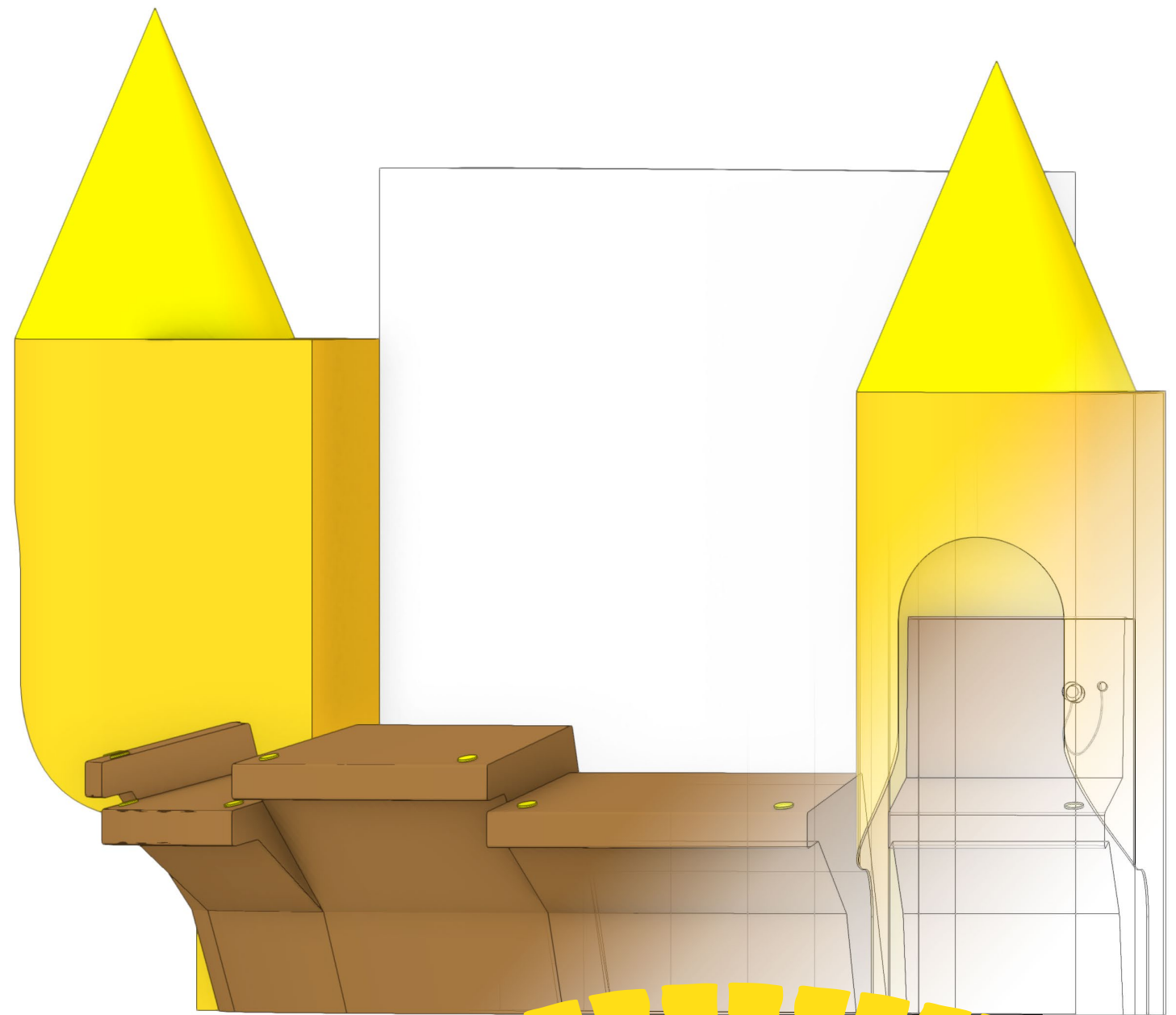
Graphic #
NA

Scale
As Noted

Date
12/06/23

Drawing #
EX.5.09

EX.6.00 Exhibition Models



Armory Model

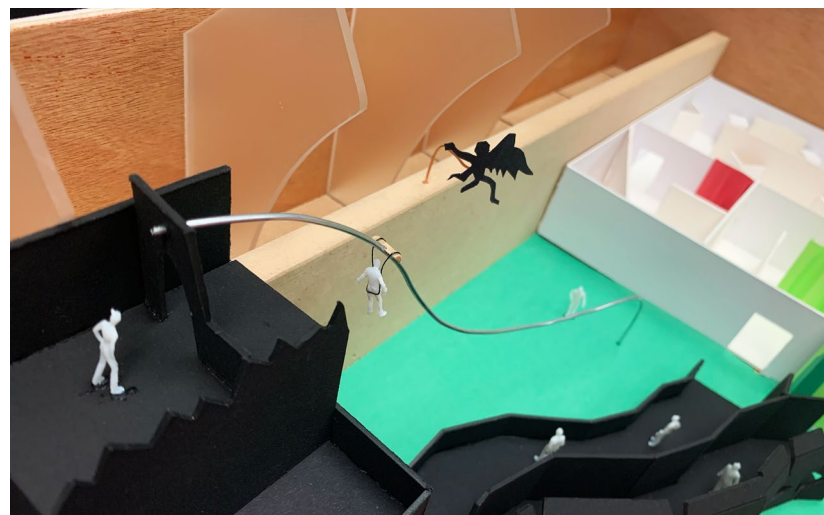
Scale: 1/8" = 1'



Armory model overview



Overlook vista



Flying Monkey Zip-Line



The Poppy Field



Tin Woodman interactive



Ivar Theorin

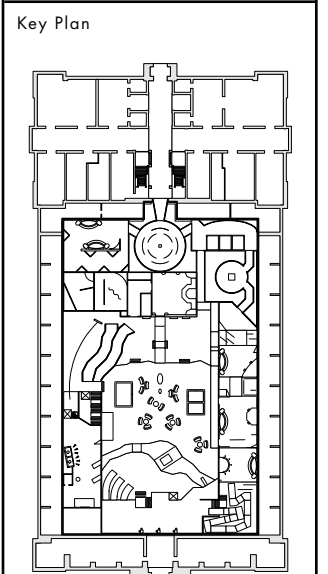
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Drawing Name
Armory Model

Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.6.01

Graphics Model

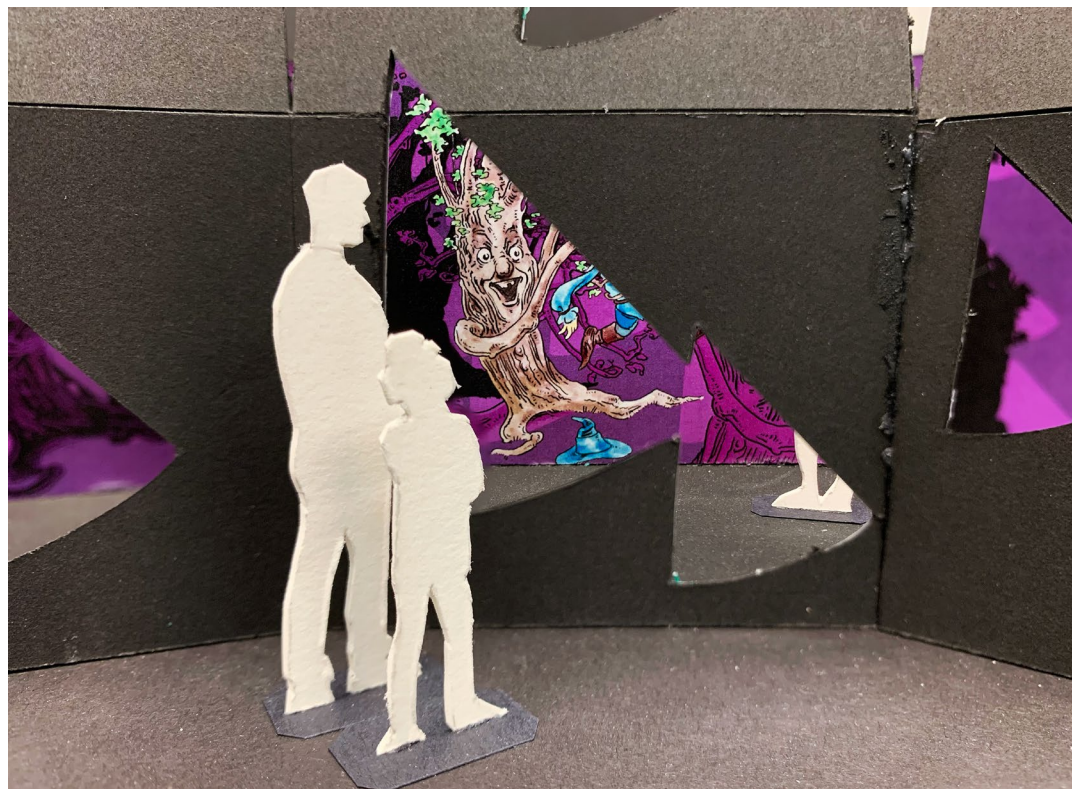
Scale: 3/8" = 1'



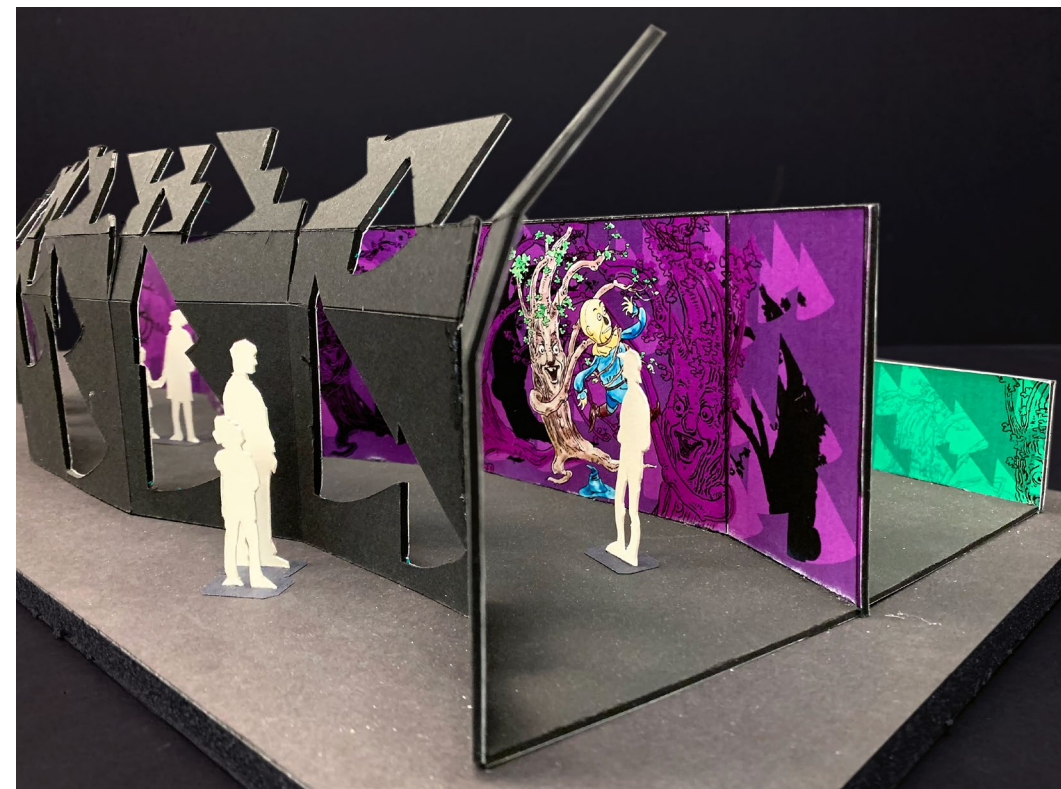
Graphic development model, Scary Forest



Reverse view of the Friendly Forest



Scary Forest detail



Scary Forest entrance



Ivar Theorin

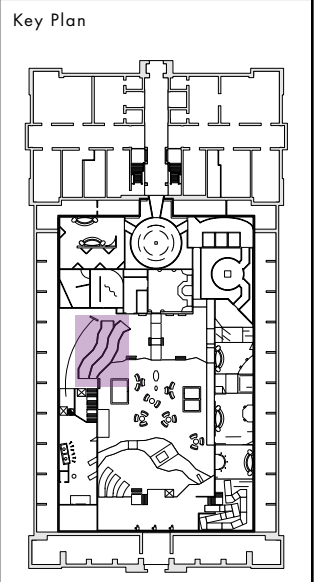
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 **New York Public Library**

Venue
PARK AVENUE ARMORY 

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Drawing Name
Graphics Model

Graphic Type
NA

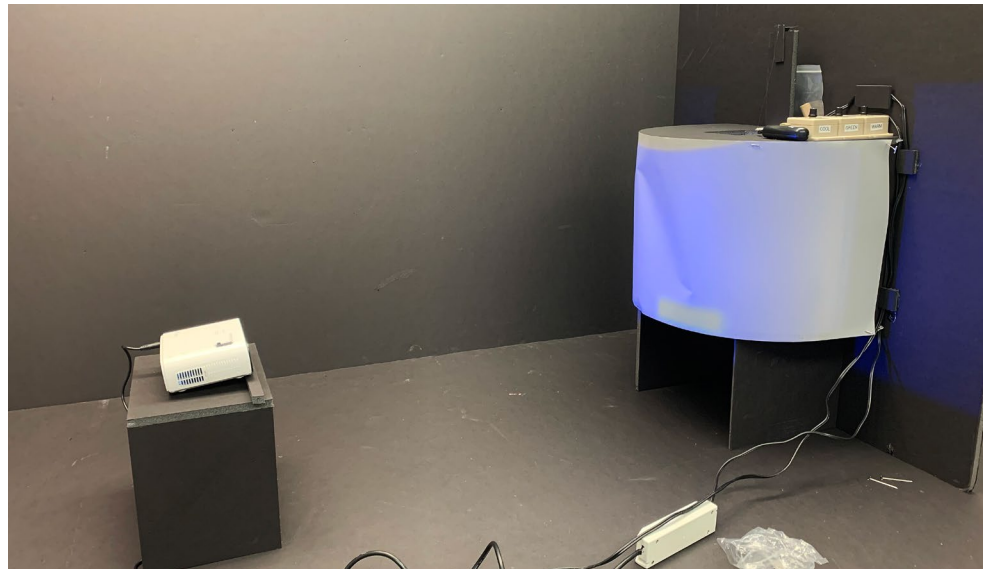
Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.6.02

Cyclone Theater Model

Scale: 3/4" = 1'



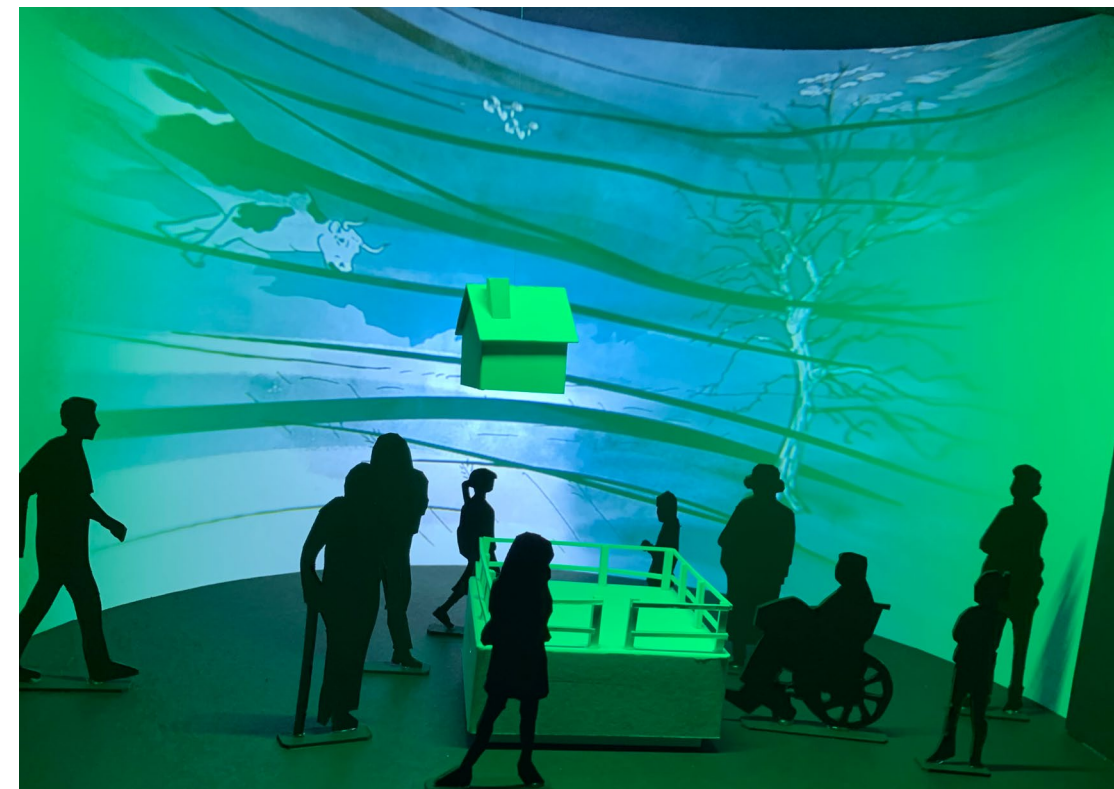
Back projection set up



Tranquil initial mood



Animation still image



House lifted out at the cyclone climax



Ivar Theorin

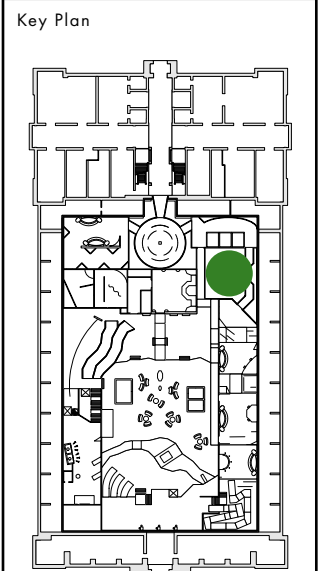
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Drawing Name
Cyclone Theater Model

Graphic Type
NA

Graphic #
NA

Scale	Date
As Noted	12/06/23

Drawing #
EX.6.03