

Women's Words & Old Wives Tales

CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

DRAWING LIST

EX 00.00 GENERAL

- EX 00.01 Cover
- EX 00.02 Drawing List

EX 02.00 SCHEDULES & LISTS

- EX 02.01 Graphic Schedule
- EX 02.02 Graphic Specifications
- EX 02.03 Material/Finish Schedule
- EX 02.03 AV Schedule

EX 01.00 EXECUTIVE SUMMARY SECTION

- EX 01.01 Thesis Statement
- EX 01.02 Venue & Audience
- EX 01.03 Project & Exhibition Description
- EX 01.04 Goals
- EX 01.05 Concept & Experience Diagram
- EX 01.06 Experience Description
- EX 01.07 Entry Rendering & Description
- EX 01.08 Orientation Theatre Rendering
- EX 01.09 Forest Rendering & Description
- EX 01.10 Dollhouse Ext Rendering & Description
- EX 01.11 Bathroom Rendering & Description
- EX 01.12 Library (Exit & Retail) Rendering & Description

EX 03.00 PLANS, SECTIONS, & ELEVATIONS

- EX 03.01 General Plan
- EX 03.02 Dimensional Plan
- EX 03.03 Graphic Location Plan
- EX 03.04 Reflected Ceiling Plan
- EX 03.05 Beacon Map
- EX 03.06 Floor Finish Plan

EX 04.00 GRAPHIC DESIGN

- EX 04.01 Graphic Look & Feel
- EX 04.02 Reference Images
- EX 04.03 Color Palette and Typography
- EX 04.04 Poster & Collateral
- EX 04.05 Logo

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

Drawing List

EX 00.02



EXECUTIVE SUMMARY

CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

THESIS STATEMENT

In the field of experience design, “Immersive” has become a term applied to a wide range of projects with little clarity or definition. What does it mean to immerse? To plunge, or to cover entirely. Immersive environments require that visitors are completely absorbed into the stories we as institutions are telling, and in order to embody these stories, visitors need context. Context is provided through multidimensional design that engages all five senses in an accessible and recognizable manner. This context, coming from the Latin “con texere” or “to weave together,” provides visitors the cues to craft the meaning of the space themselves, personalizing the experience. Through the provision of context, immersive design offers visitors an innate familiarity of the story, an invitation to participate, and a sense of inclusion.

This thesis seeks to define what makes an experience immersive, explore cross-disciplinary techniques for providing context, and demonstrate the memorable impact that immersive techniques can have within interpretive environments. Through a synthesis in design elements, immersive, interpretive environments have the opportunity to appeal to the synthesis of the whole person – cognitive, emotional, and physical – creating greater opportunities for lasting relationships with the content.

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Thesis Statement

EX 01.01

CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

VENUE

This exhibit would be sited at the Daryl Roth Theater, a flex space style theater housed in the refurbished Union Square Savings Bank. Flex space means that the theater can be reconfigured for any production and there is no architectural differentiation, such as a proscenium, between the performance space and the audience. The exterior of the theater is in neoclassicism style, typical of a 20th century bank. This style and history adds an interesting element to the subject matter, as banks historically have been unwelcoming to women. Women in the United States were not able to open their own bank accounts until 1974, a notable point of inequality; “Woman must have a purse of her own, & how can this be, so long as the wife is denied the right to her individual and joint earnings,” wrote Susan B. Anthony.

However, this theater also stands as a testament to women’s achievements. Daryl Roth, owner of the Daryl Roth Theater, is a thirteen-time Tony-award winning producer with a career spanning three decades. She has produced seven Pulitzer prize winning plays, and has been inducted into the Theater Hall of Fame. Roth is dedicated to producing new works and fostering emerging theater talent through residencies, grants, and mentorship opportunities.

This landmark theater in Union Square adds additional context to the wider exhibition from the background of its founder and the historical exclusion of women from financial institutions. Beyond this, this venue choice alludes to the theatrical origins of the subject matter, from George Peele’s “Old Wives Tale,” and the exploration of theatrical design techniques within immersive, interpretive environments that this project aims to achieve.



AUDIENCE

- Women and girls ages 12 and older
- Experience seekers & tag-alongs
- According to the Pew Research Center, as of 2022, **women have surpassed men in the consumption of audiobooks**
- According to a 2021 Nielsen Book Research study, **only 19% of men read the top 10 best selling female authors.**
For the **top 10 male best selling authors, the split is far more even** (55% male readership; 45% female)

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Project Parameters

EX 01.02

CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT & EXHIBITION DESCRIPTION

In researching the topic of immersion, it became apparent that immersion does not hinge on one specific element, but rather it necessitates the convergence of multiple elements, in different dimensions feeding and growing from each other, creating an experience that is deep enough for audiences to plunge into. This synthesis of elements is driven by the underlying story, and the story determines the details that build the surrounding world. The lines between detail and story are blurred, as are the lines between elements. Within theatrical and cinematic practices, this blurring of design elements in service of the story is already present. No element can stand alone in order to create a convincing world. However, this world is viewed through a window – a screen or a proscenium. What happens when theatrical or cinematic design thinking, the synthesis of intertwined elements comes beyond the screen, allowing visitors to step into it and piece the story together themselves?

Women's Words & Old Wives Tales aims to do just this. By creating an immersive theatrical experience, the project hopes to engage with the emotional and physical parts of the audience. However, this is also an interpretive environment; visitors must also be engaged cognitively. All parts of the visitors must be activated in order to create a true immersion, a willing suspension of disbelief and absorption into the built world of the subject matter. Through a synthesis of design elements with the core, emotional story, *Women's World & Old Wives Tales* will create an immersive environment that will engage visitors and create a relationship with the content that will last beyond the exit through the gift shop.

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Project & Exhibition Description

EX 01.03

CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT



CLIENT



VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

PROJECT GOALS

- Bring awareness to audiobooks as a continuation of the tradition of oral storytelling
- Increase Audible's listenership among younger listeners
- Explore what immersive design means in an entertaining context that is also educational

EXPERIENCE GOALS

- Create an immersive experience for visitors based on old wives tales
- Offer visitors new ways of looking at traditional folktales
- Combine immersive design techniques with oral storytelling, engaging all five senses
- Create an environment where visitors feel comfortable sharing their traditions and experiences
- Create an environment where visitors feel welcomed

EDUCATIONAL GOALS

- Visitors will have a broader understanding of folklore and the term " Old Wives Tales"
- Visitors will be exposed to new folktales
- Visitors will learn about new authors

DRAWN BY Claire Caverly

SCALE NTS

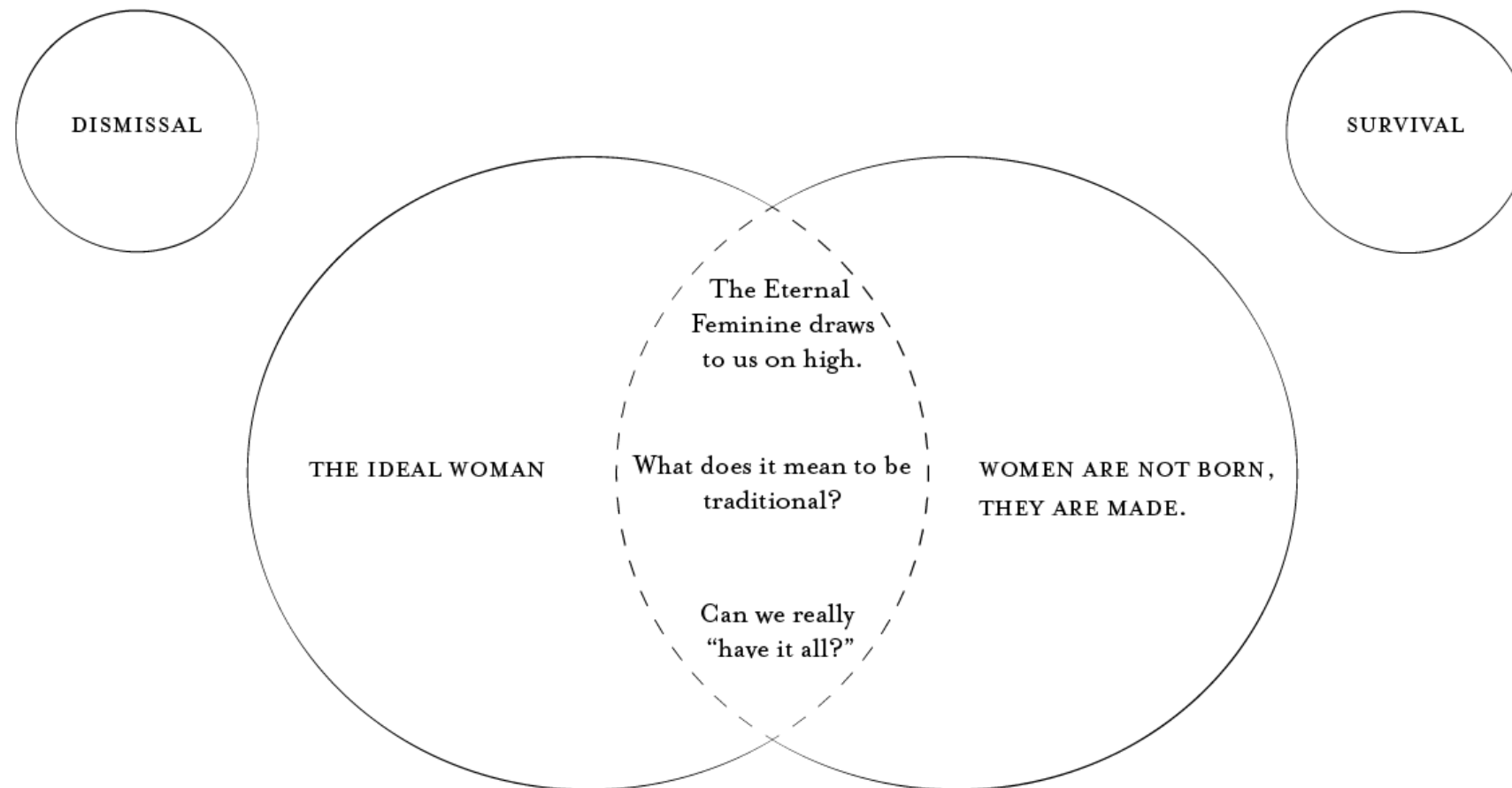
DATE December 13, 2024

DRAWING NAME

Goals

EX 01.04

CONCEPT AND EXPERIENCE DIAGRAM



BIG IDEA

Women are not born, they are made. We have used storytelling to make sense of this process.
Immerse yourself in women's words, and learn how we have made sense of it through generations.

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Concept & Experience Diagram

EX 01.05

EXPERIENCE DESCRIPTION

CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT



CLIENT



VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

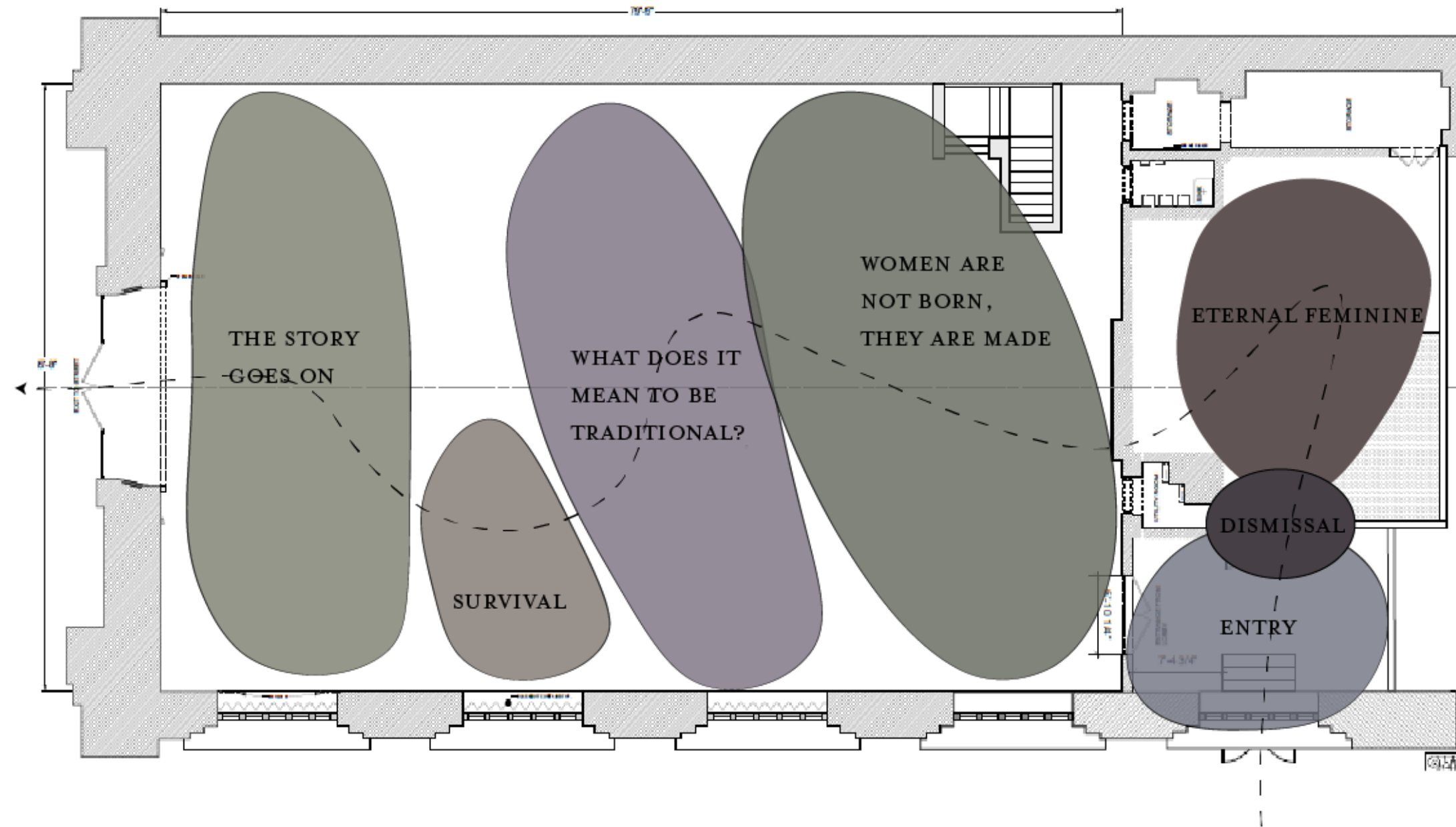
DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Concept Bubble Floorplan



EX 01.06

ENTRY

Dismissal

SEE

- A wallpaper filled room with a ticket counter
- “Have nothing to do with godless myths or old wives tales, instead train yourself to be godly” (1 Timothy 4:7) on the wall

DO

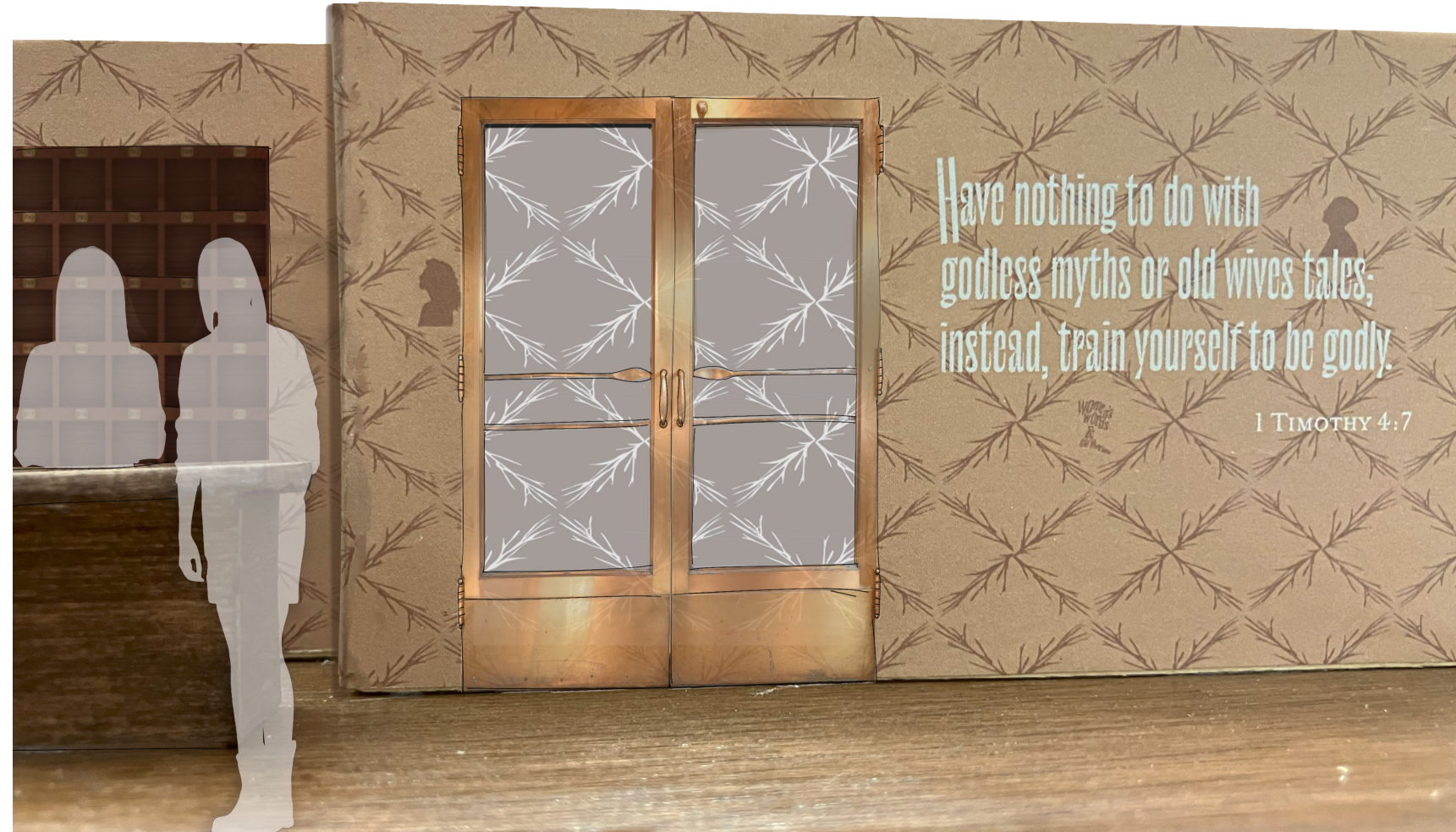
- Read the quote
- Recieve their RFID bracelets
- Proceed into the Orientation Theater

EXPERIENCE

- A feeling of questioning at the absolute rejection of old wives tales

LEARN

- An origin of the term “Old Wives Tale”



CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 01.08

ORIENTATION THEATRE

“The Eternal Feminine draws to us on high”

SEE

- A room styled after a paper toy theater in all greyscale
- Illustrations on the wall pulled from Angela Carter’s *Old Wives Fairy Tale Book*

DO

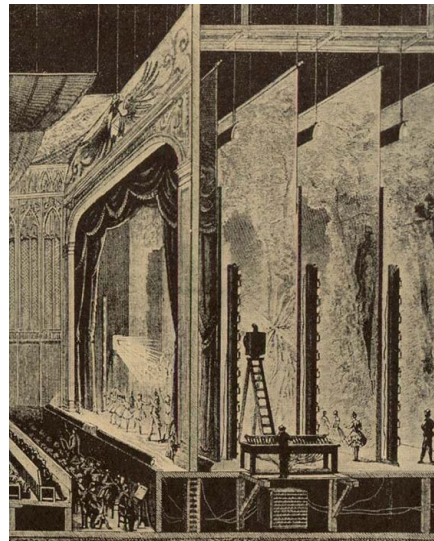
- Watch a projection mapped orientation film for how the experience works and clues throughout.
- Walk through the bank vault door to take the plunge into the world of old wives tales.

EXPERIENCE

- Introduction into the otherworldly atmosphere of the experience
- A sense of wonder at what lies beyond the bank vault door.

LEARN

- Reflect on what the divine feminine has meant to different cultures throughout time.



CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 01.09

FOREST

Women are not born, they are made.

SEE

- Room filled with cut paper trees and shapes
- Shadows filling the space
- Projections adding texture to the tree branches
- A central willow tree

DO

- Hear folktales and modern women's writing on the female experience and what has shaped them.

EXPERIENCE

- Witness a supernatural atmosphere

LEARN

- How experiences of women are familiar regardless of time or culture.



CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 01.10

DOLLHOUSE

What does it mean to be traditional?

SEE

- A life-sized dollhouse in forced perspective complete with wallpaper and furnishings
- A door marked WC at the end of the hallway.

DO

- Walk through the dollhouse
- Read the prompts
- Hear traditional folktales, historic, and modern women comment on what home means to them.

EXPERIENCE

- The universality of domesticity while also considering what it means to be a doll.

LEARN

- The home has been a precious and complicated space since the beginning of time



CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 01.11

BATHROOM

Can we have it all?

SEE

- A dive-bar inspired women's restroom
- Mary Oliver quote on the mirror

DO

- Hear "The Laying on of Hands" from Ntozake Shange's *For Colored Girls...*
- Leave a note or reflection on the stall walls

EXPERIENCE

- A moment of reflection before reentering the real world
- A sense of camaraderie from all the people that have been to this place before you
- A sense of hope for those who will come behind.

LEARN

- Sisterhood is as simple as rooting for the woman washing her hands beside you.



CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

WOMEN'S
WORDS
&
OLD WIVES TALES

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 01.12

EXIT THROUGH THE GIFT SHOP

The Story Lives On

SEE

- A library inspired bookstore
- A sculpture made of cut book pages of feathers, nod to Emily Dickinson's "Hope is a Thing with Feathers"

DO

- Expand your library - Audible or physical EXPERIENCE

- The wealth of writing that women have created

LEARN

- "There is no greater agony than bearing an untold story inside of you." Zora Neale Hurston



CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 01.13



SCHEDULES & LISTS

GRAPHIC SCHEDULE

00A EXTERIOR SIGNAGE/WAYFINDING

NUMBER	TYPE	DESCRIPTION
00A.01.GR01	A	Large Exterior Sign
00A.01.GR02-05	B	Door Graphics, Union Square Entrance
00A.01.GR06-10	B	Door Graphics, 15th Street Entrance

01A ENTRY VESTIBULE

NUMBER	TYPE	DESCRIPTION
01A.01.GR01	D	Wallpaper
01A.01.GR02	C	Quote letters

02A ORIENTATION THEATRE

NUMBER	TYPE	DESCRIPTION
02A.01.GR01-04	E	Proscenium & Portals
02A.01.GR05	F, G	Orientation Panel
02A.02.GR06-TBD	E	Faux moulding
TBD	H	Digital Media

03A FOREST

NUMBER	TYPE	DESCRIPTION
03A.01.GR01	C	Letters at base of central tree
03A.02.GR02	F,G	Content Graphic
03A.01.GR03	H	Digital Media

04A DOLLHOUSE

NUMBER	TYPE	DESCRIPTION
04A.01.GR01	D	Hallway Wallpaper
04A.01.GR02	E	Bannister
04A.01.GR03	C	Intro Graphic Quote
04A.01.GR04	E	Faux finished door
04A.01.GR05	E	WC Label
04A.02.GR01	D	Living Room Wallpaper
04A.02.GR02	F,G	Content Graphic
04A.02.GR03	E	Wainscotting
04A.02.GR04-06	E	Desk
04A.02.GR07-09	E	Couch
04A.03.GR01	D	Kitchen Wallpaper
04A.03.GR02	E	Table
04A.03.GR03	F,G	Content Graphic
04A.04.GR01	D	Bedroom Wallpaper
04A.04.GR02	E	Bed
04A.04.GR05	E	Vanity
04A.05.GR01	D	Bedroom Wallpaper
04A.05.GR02	E	Rocking Chair
04A.06.GR01	D	Bedroom Wallpaper Ground Floor
04A.06.GR02	F,G	Content Graphic
04A.06.GR03	E	Vanity
04A.06.GR04	E	Bed
04A.06.GR05	H	Bedroom GF Digital Media
04A.07.GR01	D	Nursery Wallpaper Ground Floor
04A.07.GR02	F,G	Nursery Content Graphic
04A.08.GR03	E	Nursery Rocking Chair
04A.08.GR04	H	Nursery GF Digital Media

05A BATHROOM

NUMBER	TYPE	DESCRIPTION
05A.01.GR01	F,G	Content Graphic
05A.01.GR02	B	Mary Oliver Quote
05A.01.GR03	J	Acknowledgement panel

PROJECT



CLIENT



VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Graphic Schedule

EX 02.01

MATERIALS SCHEDULE

Type	Area	Description
FL01	Floor	Existing floor conditions
FL02	OT	Printed carpet
FL03	Floor	Faux finished wood flooring, block technique, Bona satin finish
FL04	DH1	Faux finished wood flooring 2
FL05	DH2	Faux finished tile flooring
WD01	Entry	Stained maple hardwood, 3/8" roundover on tabletops
WD02	Bathroom	Stained maple plywood
ST01	Trees	Paper covered plywood, grey wash
ST02	Benches	Faux finished stone
ST03	Tree platform	Faux finished aged gold, oxidized
MR01	Multiple	Mirror Panel
MT01	Trees	Steel support and mounting base

CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT



CLIENT



VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Graphic Specifications

EX 02.02

CLAIRE CAVERLY

Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY

School of Graduate Studies
227 West 27th Street
New York, NY 10001

GRAPHIC SPECIFICATIONS

Type	Description
A	3/16" Milk plexi with vinyl print overlay
B	Printed vinyl
C	1/2" HDU letters, painted white, satin finish, hidden fasteners and VHB tape mounting
D	Printed canvas used as wallpaper
E	Direct print to 3/4" primed apple plywood, CNC cut, endgrain finished to match printed graphic, sealed with PPG Breakthrough satin finish
F	Laser cut black matboard
G	Silk screen text on cellulose paper
H	Digital Media
J	Engraved Glass
K	Laser cut book pages

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

MEDIA SCHEDULE

Type	Area	Description
AV01	OT	OLED LCD Projector
AV02	Forest	Large format LCD Projector
AV03	Dollhouse	Compact, short throw projector

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Graphic Specifications

EX 02.03



PLANS, SECTIONS, & ELEVATIONS

CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

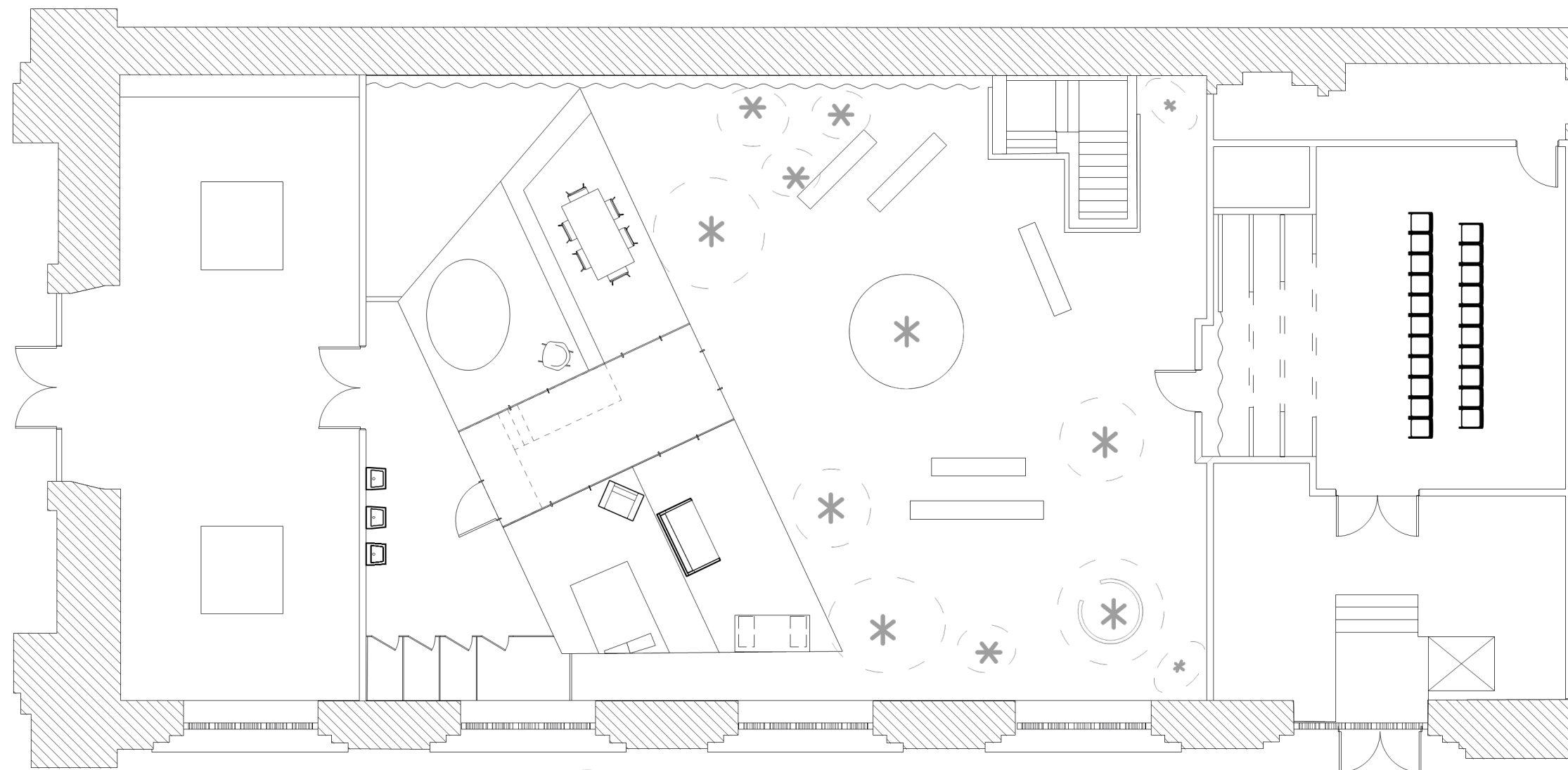
Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN



1 Flooplan OV
Scale: 3/32" = 1'-0"

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME

Artifact List

EX 03.01

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

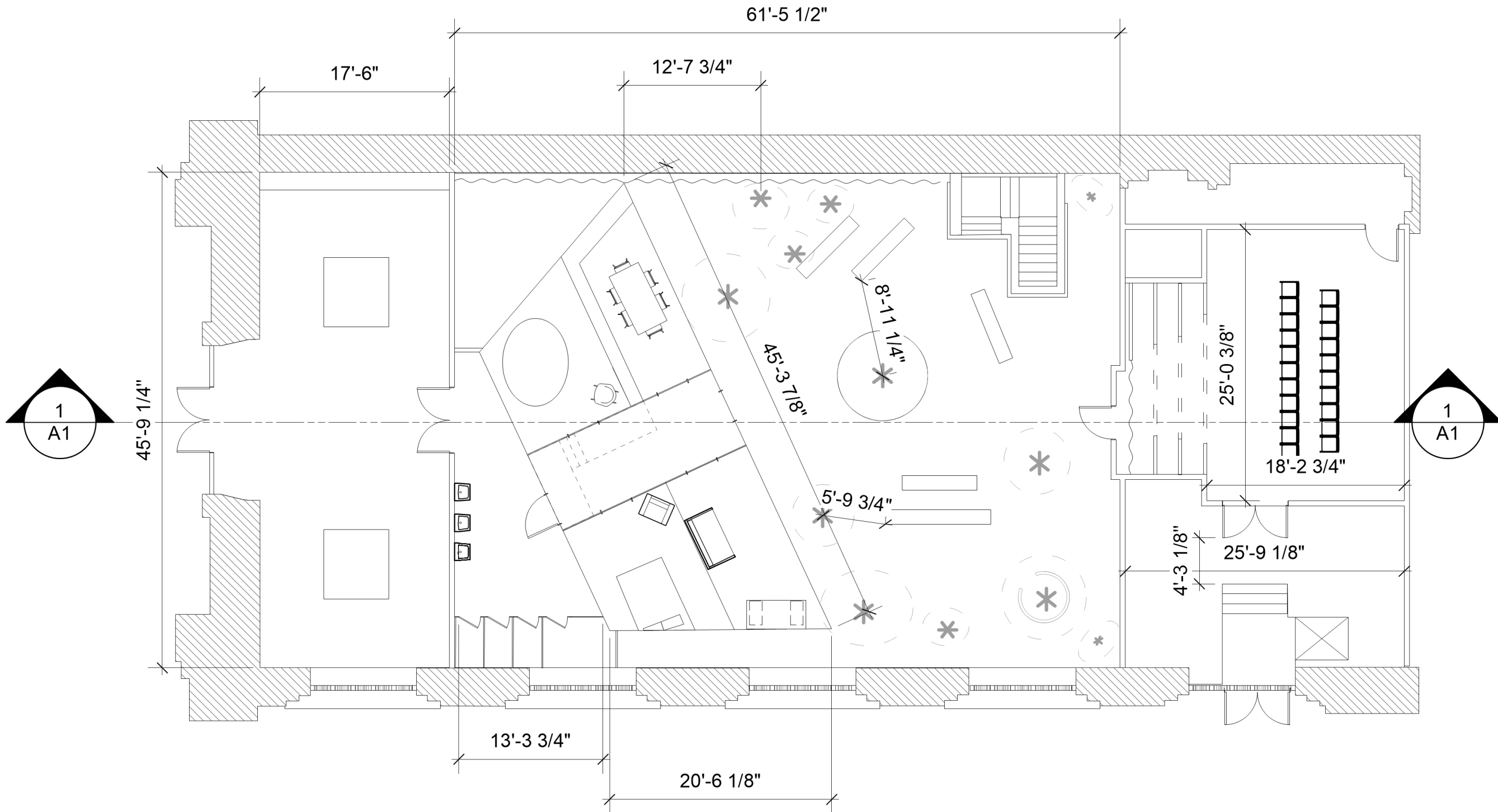
SCALE NTS

DATE December 13, 2024

DRAWING NAME

General Plan

EX 03.02



1 **Floorplan with Dimensions**
Scale: 3/32" = 1'-0"

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT



VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

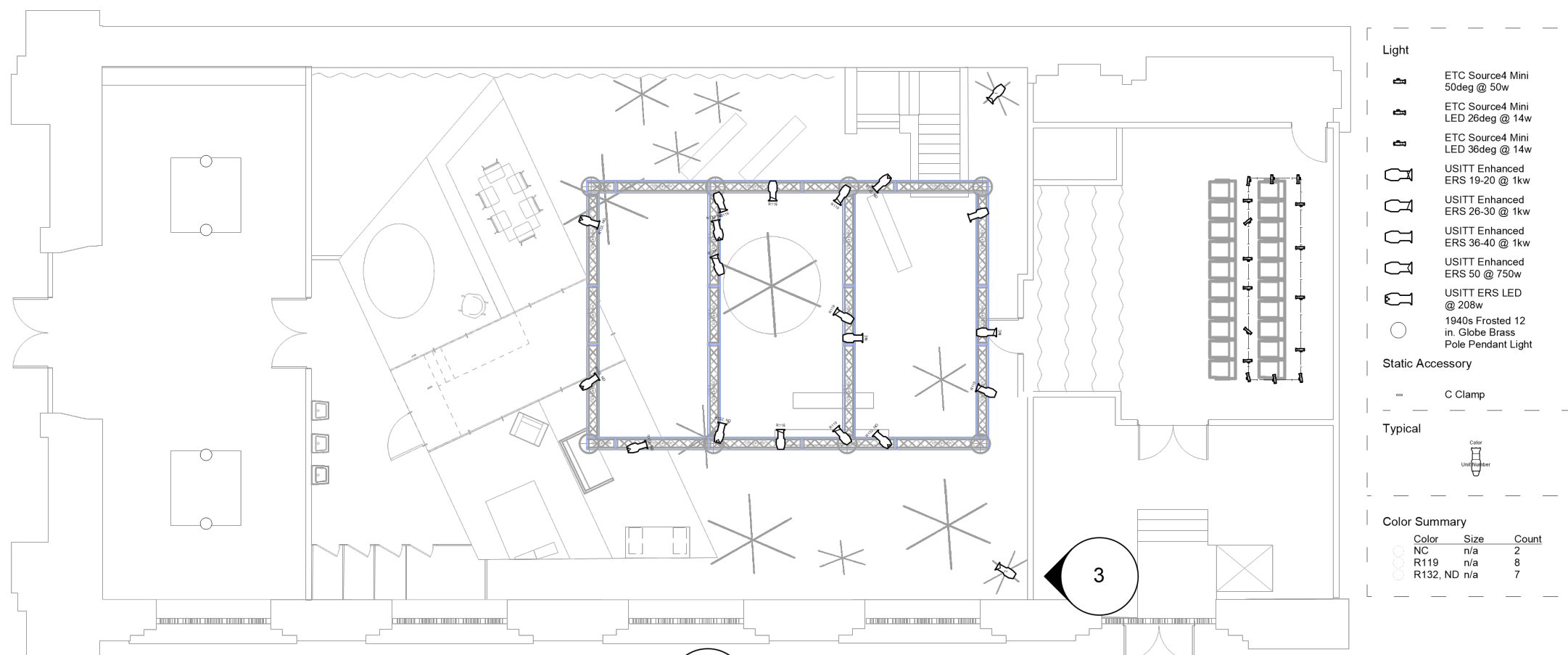
SCALE NTS

DATE December 13, 2024

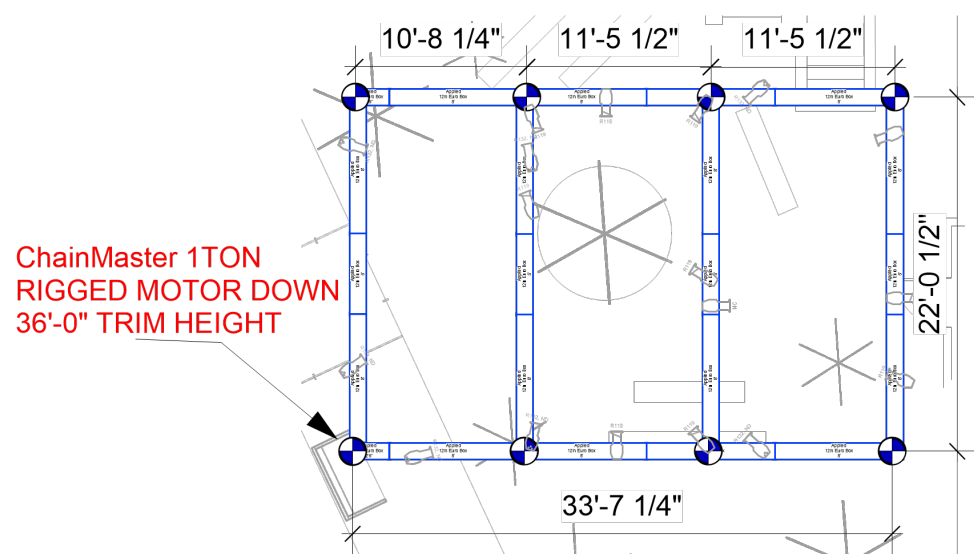
DRAWING NAME

Lighting Plan

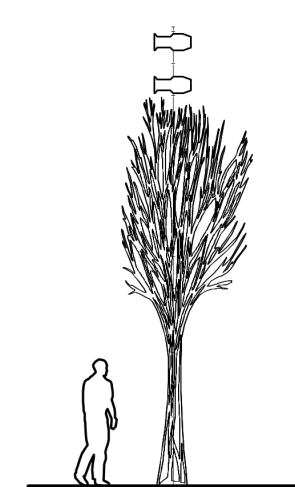
EX 03.03



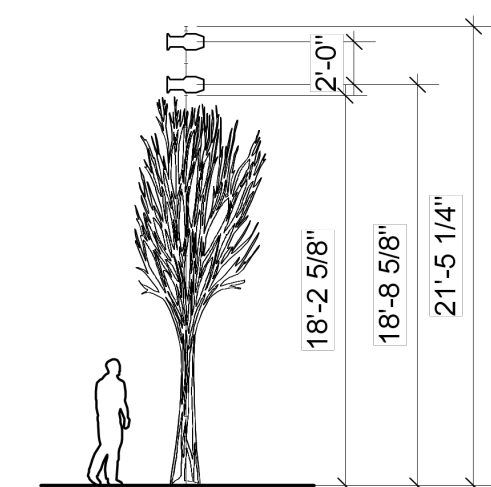
1 **Reflected Ceiling Plan**
Scale: 3/32" = 1'-0"



2 **Rigging Plot**
Scale: 3/32" = 1'-0"



3 **Boom Detail**
Scale: 1/8" = 1'-0"



4 **Boom Detail w/dims**
Scale: 1/8" = 1'-0"

PROJECT



CLIENT



VENUE

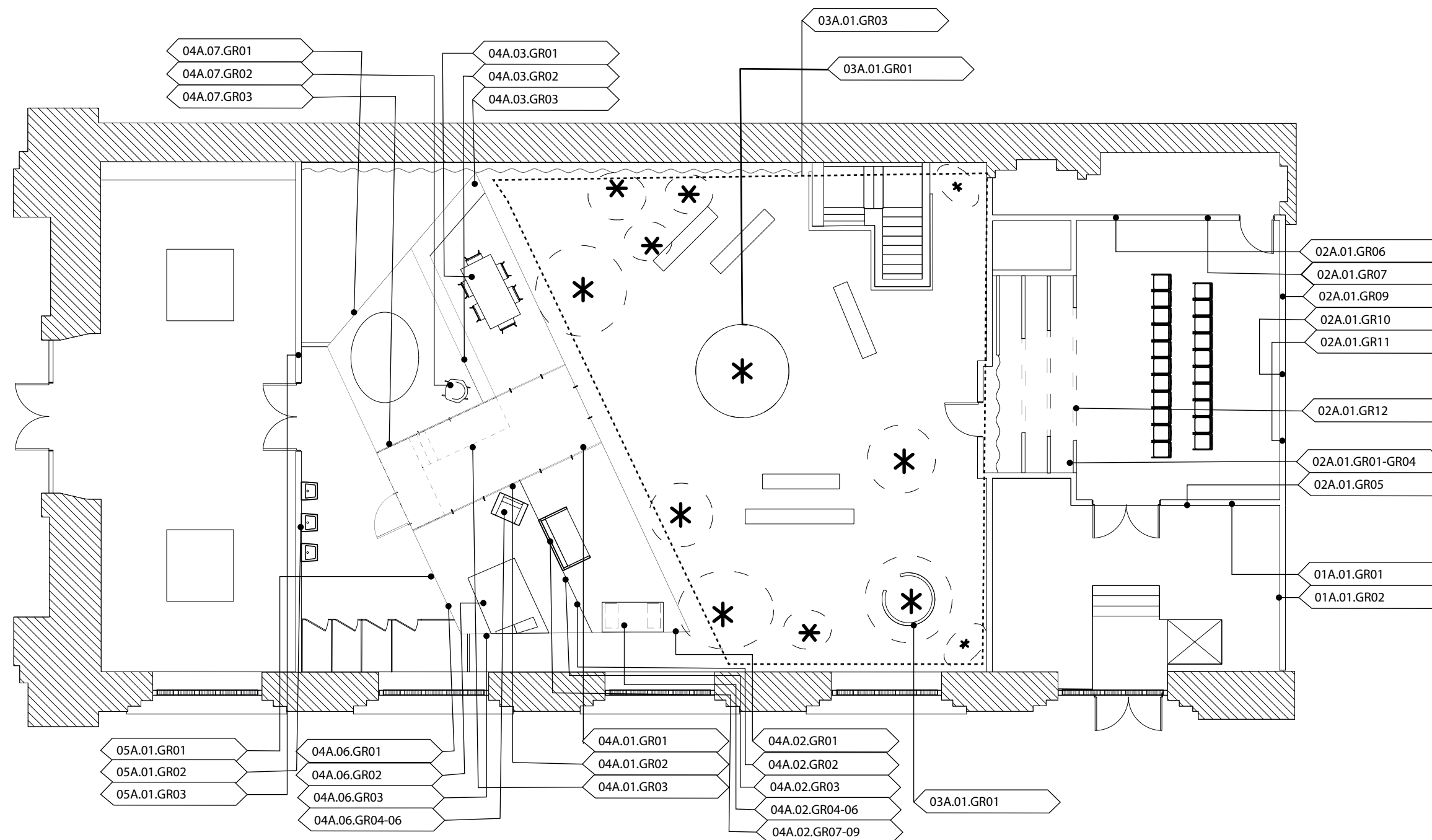
Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN



1 **Graphic Location Plan**
Scale: 3/32" = 1'-0"

DRAWN BY Claire Caverly

SCALE 3/32" = 1'-0"

DATE December 13, 2024

DRAWING NAME

Graphic Location Plan

EX 03.04

CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

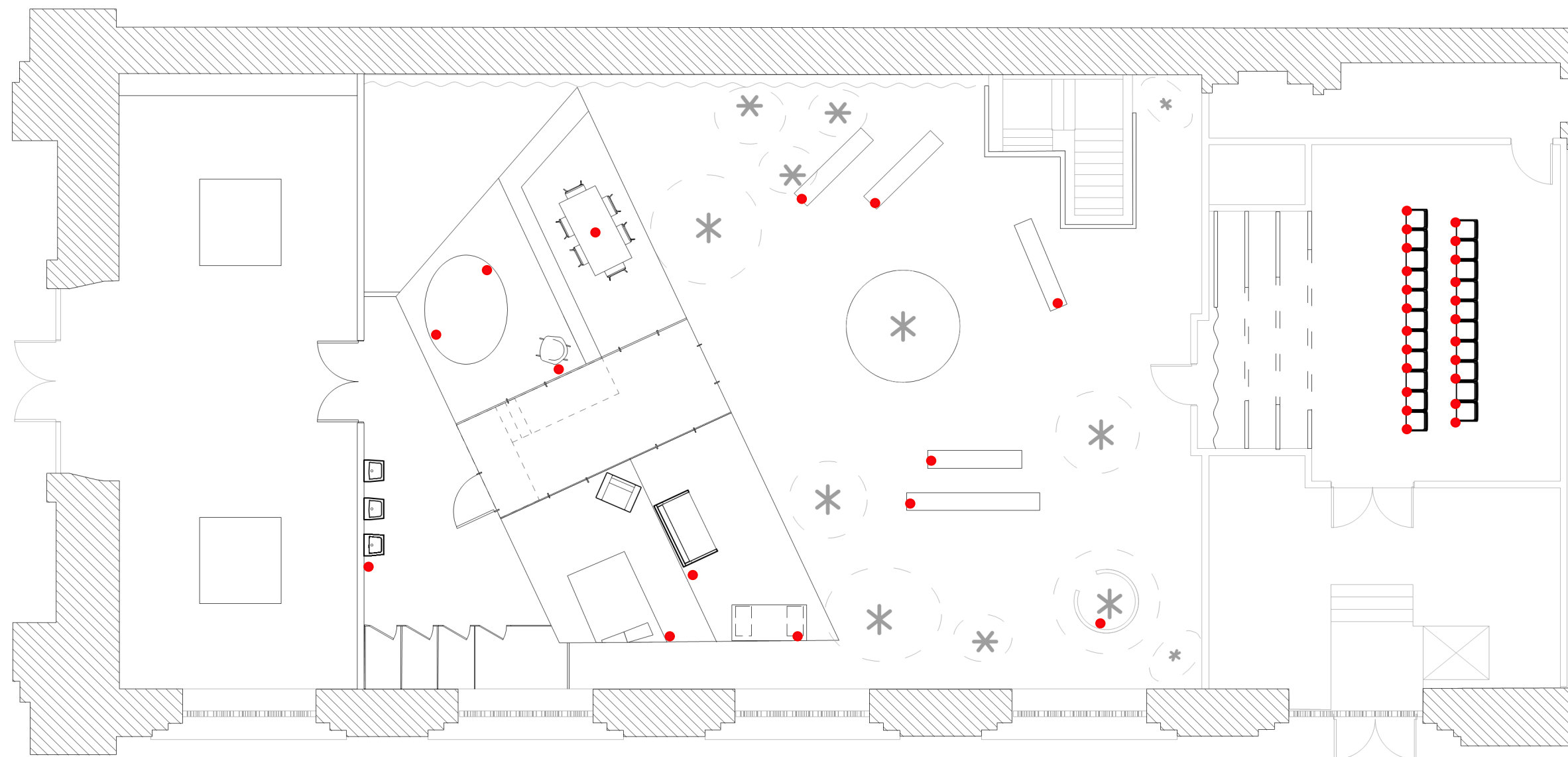
SCALE 3/32" = 1'-0"

DATE December 13, 2024

DRAWING NAME

Beacon Map

EX 03.05



1 Beacon Map
Scale: 3/32" = 1'-0"

PROJECT



CLIENT



VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

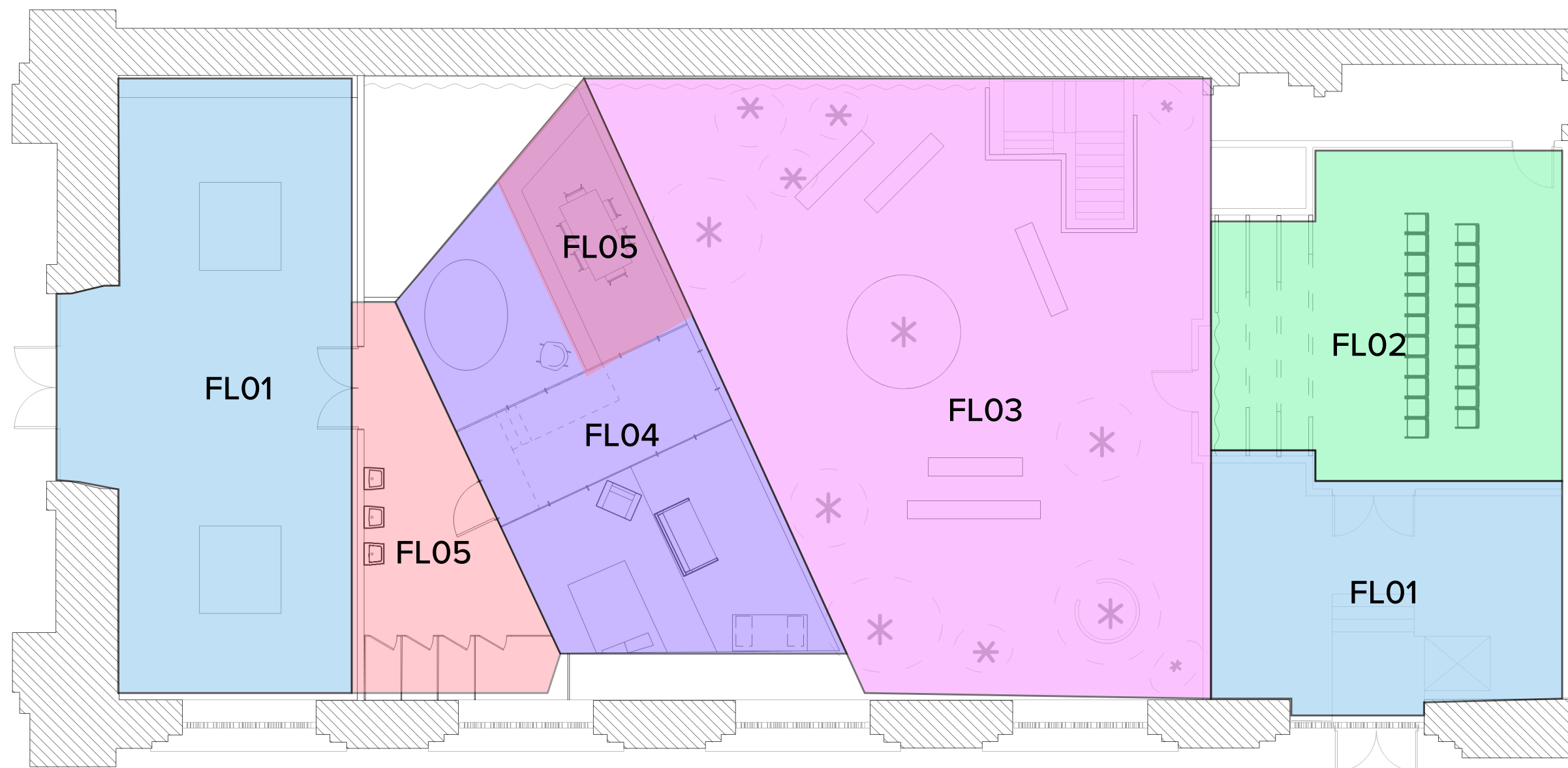
SCALE 3/32" = 1'-0"

DATE December 13, 2024

DRAWING NAME

Floor Finish Plan

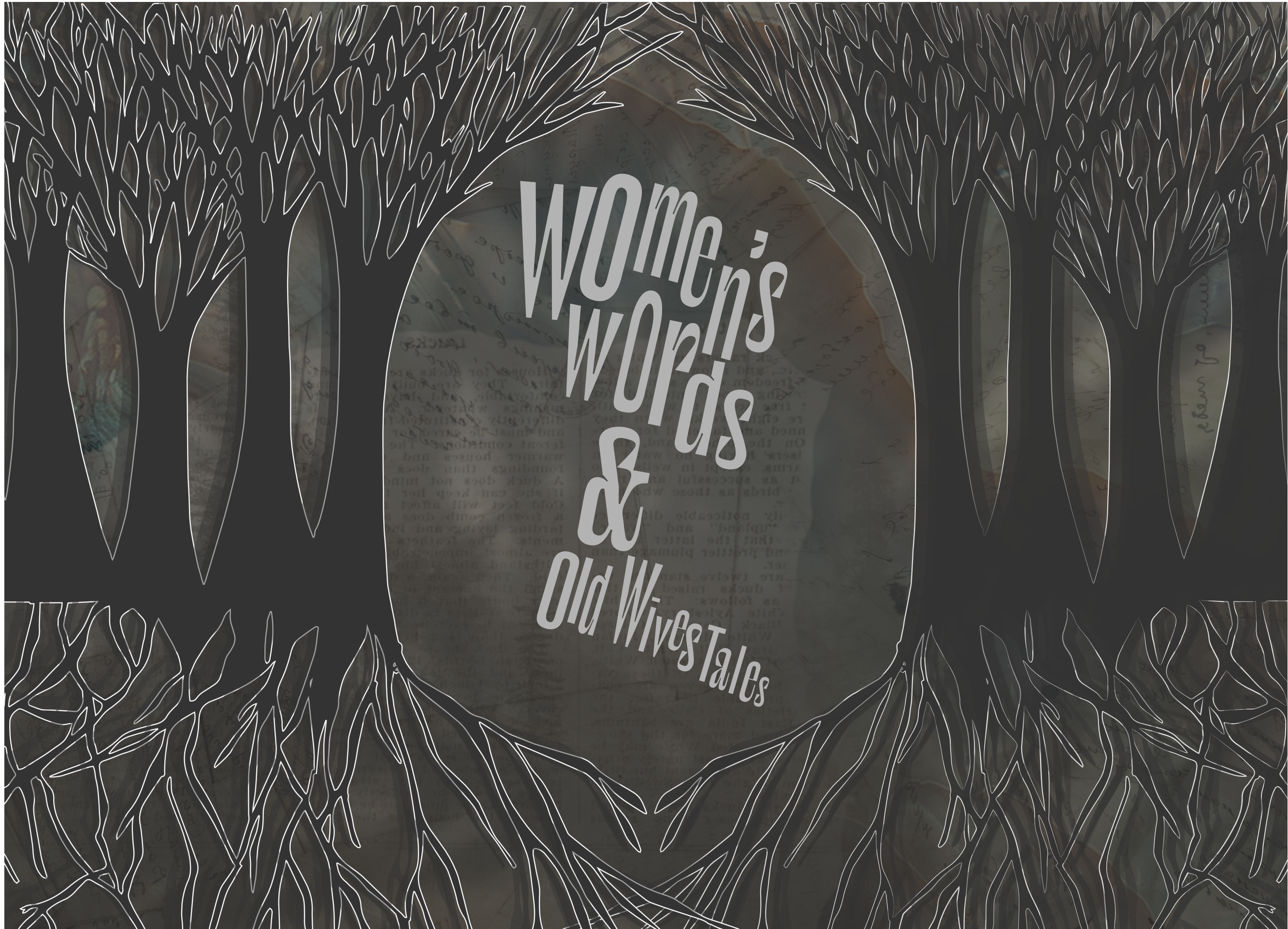
EX 03.06



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



GRAPHIC DESIGN



CLAIRE CAVERLY
Exhibition & Experience Design

**FASHION INSTITUTE OF
TECHNOLOGY**
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

*Women's
Words
&
Old Wives Tales*

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

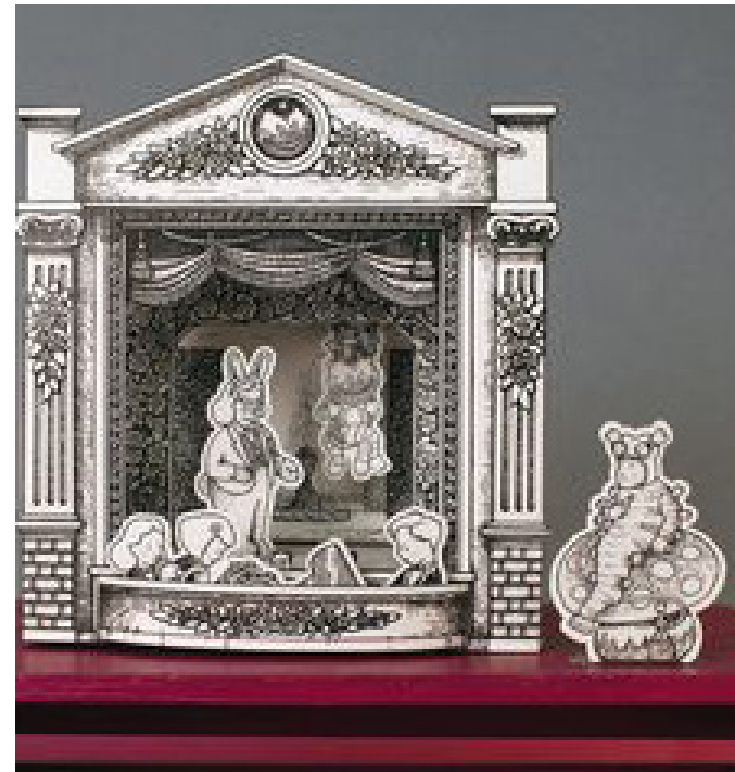
DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 04.01



CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME
Graphic References

EX 04.02

PROJECT

Women's
Words
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN



HEADING - MRS EAVES SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Body - Mrs Eaves OT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DRAWN BY Claire Caverly

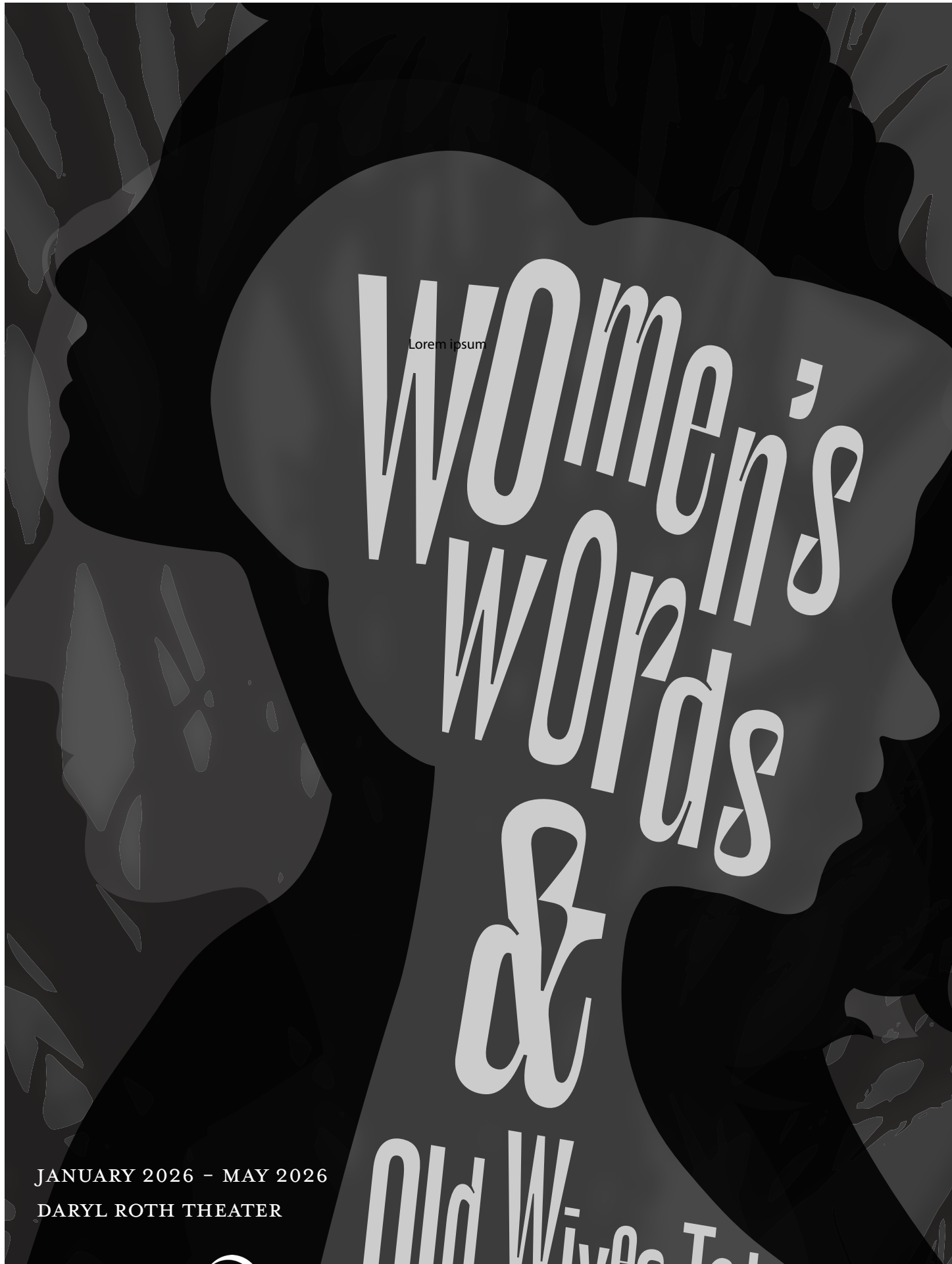
SCALE NTS

DATE December 13, 2024

DRAWING NAME

Color Palette & Typography Study

EX 04.03



CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

*Women's
Words
&
Old Wives Tales*

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE NTS

DATE December 13, 2024

DRAWING NAME
Poster & Applications

EX 04.04

WOMEN'S
WORDS
&
Old Wives Tales

WOMEN'S
WORDS
&
Old Wives Tales



CLAIRE CAVERLY
Exhibition & Experience Design

FASHION INSTITUTE OF
TECHNOLOGY
School of Graduate Studies
227 West 27th Street
New York, NY 10001

PROJECT

WOMEN'S
WORDS
&
Old Wives Tales

CLIENT

audible 

VENUE

Daryl Roth Theatre
101 East 15th Street
New York, New York 10001

DISCLAIMER

These drawings are not for construction. Contractors shall always verify and be responsible for all dimensions and conditions and inform this office of any variations prior to performing work. This office shall review contractor's shop drawing prior to fabrication.

Mounting details to be reviewed and modified based on recommendation from fabricator.

KEY PLAN

DRAWN BY Claire Caverly

SCALE

DATE December 13, 2024

DRAWING NAME

EX 04.05