

BRIDGERTON | NETFLIX

SHADES

of

FAÇADE

Baccarat



Drawing List

HYUNJI LEE

Exhibition & Experience Design

FASHION INSTITUTE
OF TECHNOLOGY

School of Graduate Studies
272 West 27th St
New York, NY 10011

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PROJECT



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EX.00.02

EX.100 EXECUTIVE SUMMARY



THESIS STATEMENT

Brand experiences play a crucial role in shaping customer perceptions of brand identity and creating lasting memories. Recently, spatial design, digital interactions, and community-building have expanded opportunities for engagement. However, the rise of formulaic pop-up stores, often centered on photo opportunities and free merchandise with little depth, **has diluted brand uniqueness and eroded heritage.**

This research aims to enhance pop-up store experiences by **emphasizing loyal customer community building and narrative-driven approaches.** By fostering connections, this study seeks to strengthen brand equity, create meaningful engagement, and provide benefits for brands, customers, and the environment. The ultimate goal is to develop a strategic framework that **enhances consumer interaction while preserving the purpose and integrity of pop-up experiences.**

CONCEPTUAL APPROACH

“ Businesses can transform retail spaces into immersive environments that engage customers beyond the purchase itself, making every visit unique.”

- Pine and Gilmore, The Experience Economy

1. With rising consumer interest in **purpose-driven brands** and genuine social, environmental, and cultural values, creating these kinds of authentic, memorable spaces has become a key differentiator.

2. Consumers, especially Gen Z, value spaces where they can **connect personally** with a brand's identity and narrative, seeking brands that reflect their values rather than merely promote exclusivity or luxury.

3. While running my own branded café business, I wanted to create a space that evokes deep satisfaction and an emotion that resonates with my customers, **inspiring fond memories and encouraging repeat visits.**

POP-UP EVENT CITY

An overabundance of generic pop-up stores

- lack brand identity
- irrelevant collaborations
- mere free giveaway

Do these pop-ups truly connect with loyal customers?

Opportunity

reimagine pop-ups as immersive spaces a brand's core values, making them more than just a promotional tool but a memorable, brand-focused, themed experience.

In this study, I explore how sensory appeal, narrative-driven experiences, and thoughtfully designed pop-ups can **build customer loyalty**, influence consumer behavior, and redefine the purpose of retail spaces. I aim to provide insights and practical recommendations for creating retail spaces that are both emotionally engaging and environmentally responsible.

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Mission

As the world's most revered and innovative **crystal maker**, Baccarat inspires awe through creations that elevate life's special moments, blending traditional artistry with contemporary innovation. Rooted in a legacy of serving royalty and aristocracy, Baccarat is dedicated to exceptional craftsmanship, creating **timeless luxury pieces** that connect tradition with innovation and create **lasting memories for generations**.

Strategic Goals

- Sustain Brand Heritage
- Innovate with Modern Design
- Expand Global Presence
- Diversify Product Portfolio

Baccarat



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The Netflix Effect

“It starts with wonderful stories that become unmissable moments for millions of fans, But then it spreads across Netflix — where our trailers get billions of views — and across our social media channels, where we have a billion very active followers.”

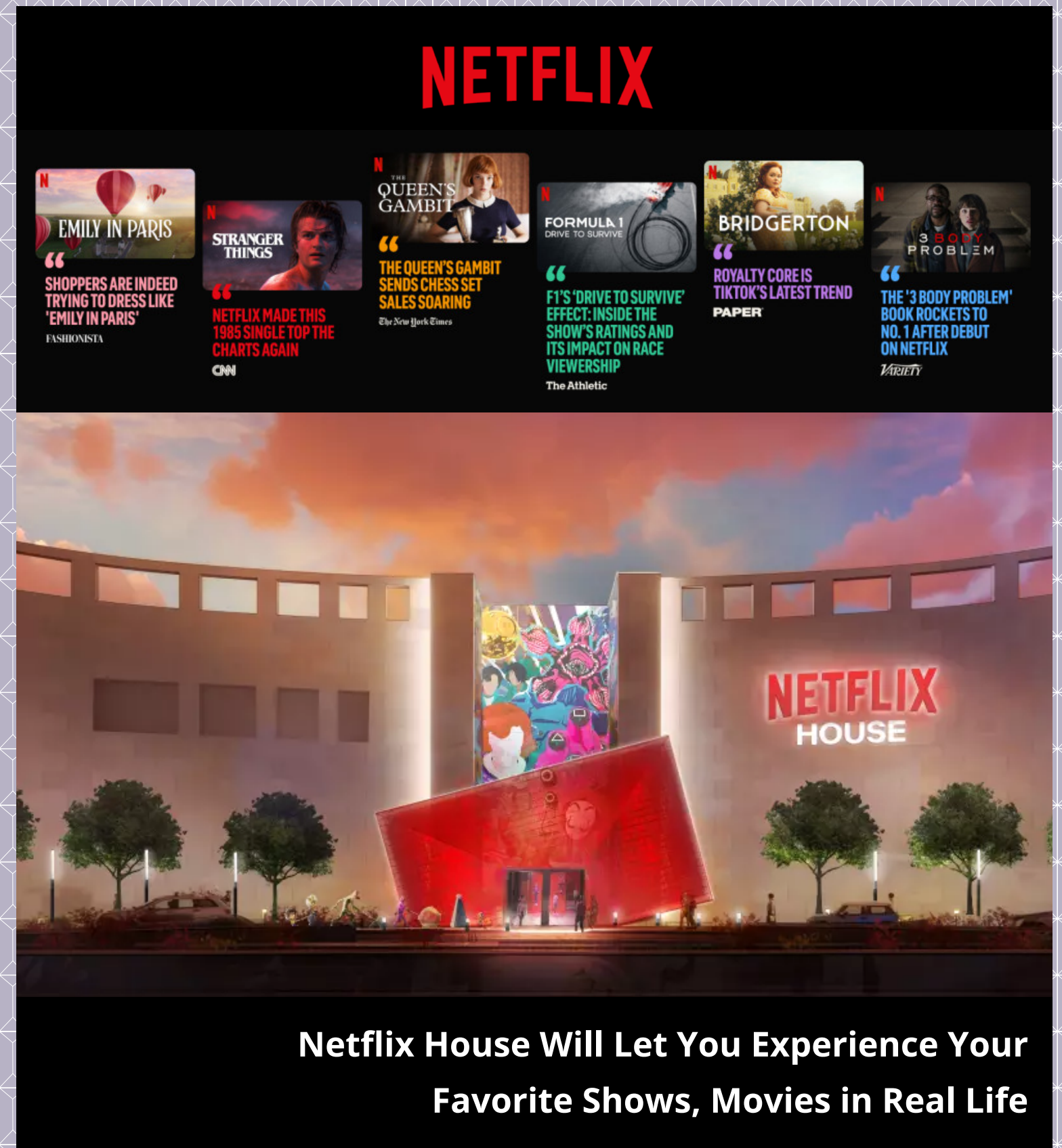
“We’ll help you reach more fans and give you more access on-screen, off-screen, and during some of our biggest moments,”

- Marian Lee, Netflix Chief Marketing Officer

Netflix House

Netflix House offers year-round **immersive experiences for fans to live the stories they love**. Visitors can enjoy rotating attractions, exclusive merchandise, food, drinks, and more.

This initiative highlights Netflix’s push into in-person experiences, leveraging its popular franchises, such as *Bridgerton*, to deepen audience engagement.



SUBJECT



Story Overview

Set in **Regency-era London**, Bridgerton follows the romantic pursuits and societal challenges of the wealthy Bridgerton family. Each season spotlights a different sibling's **journey to find love**, weaving themes of romance, duty, and desire amidst opulent balls and strict social hierarchies. Narrated by the enigmatic Lady Whistledown, the series unveils **the secrets and scandals of London's elite, blending personal drama with societal intrigue.**

Keywords

- English aristocratic life highlighted by extravagant balls
- Rumor and scandal fueling intrigue
- Diversity redefining Regency-era narratives
- Turbulent romantic tension driving the story
- Relationships shaped by societal and family expectations
- A backdrop of lavish fashion and elegant architecture



AUDIENCE



VENUE

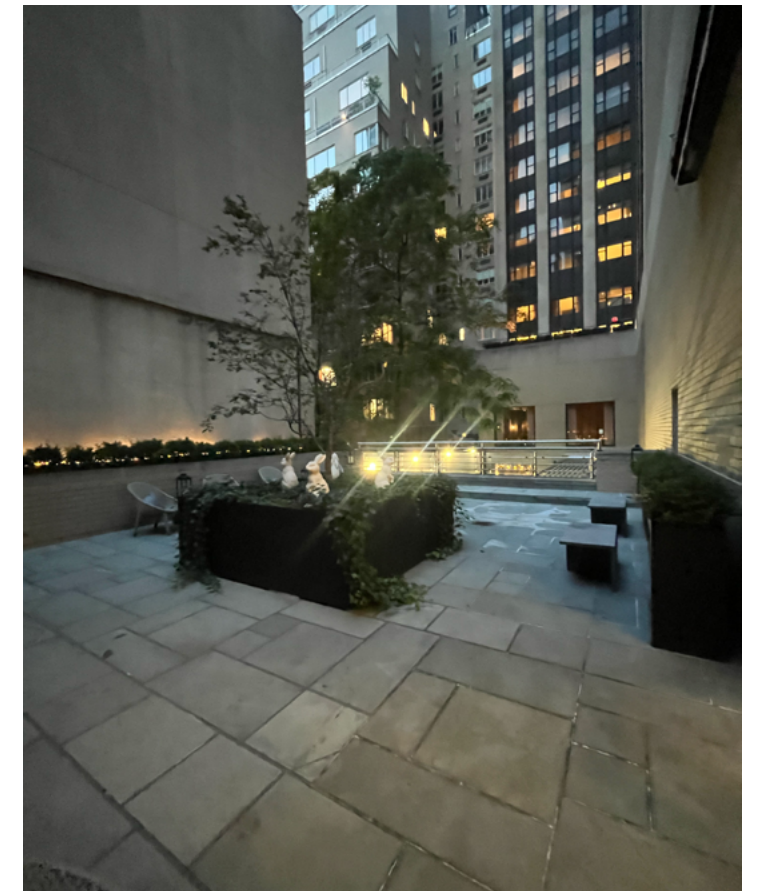
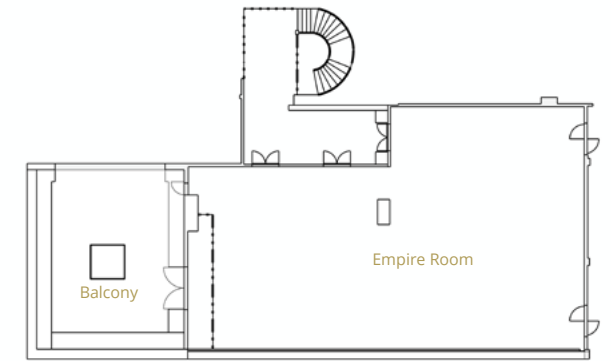


Empire Room in Park Lane Hotel

36 Central Park S South, New York, NY 10019

3,237 sq. ft | Up to 300 people

- Prime location across from Central Park ensures easy access for locals, tourists, and experience seekers.
- Classic yet refined ambiance with unique architecture, perfect for a royal core aesthetic and prestige.
- The ballroom with a private terrace blends elegance and a trendy vibe, appealing to diverse audiences.



GOALS



Project Goals

- Introduce Baccarat to young audiences through the popular medium of Bridgerton, highlighting the joy and significance of celebrating personal milestones. By encouraging them to choose **their first crystal glass**, Baccarat will be seen as **an accessible luxury** that enhances special moments.
- Launch ahead of Bridgerton Season 4 to **build anticipation and fulfill the desires of loyal fans**, immersing them in a fantastical, romantic, and elegant mood that offers an escape from reality.

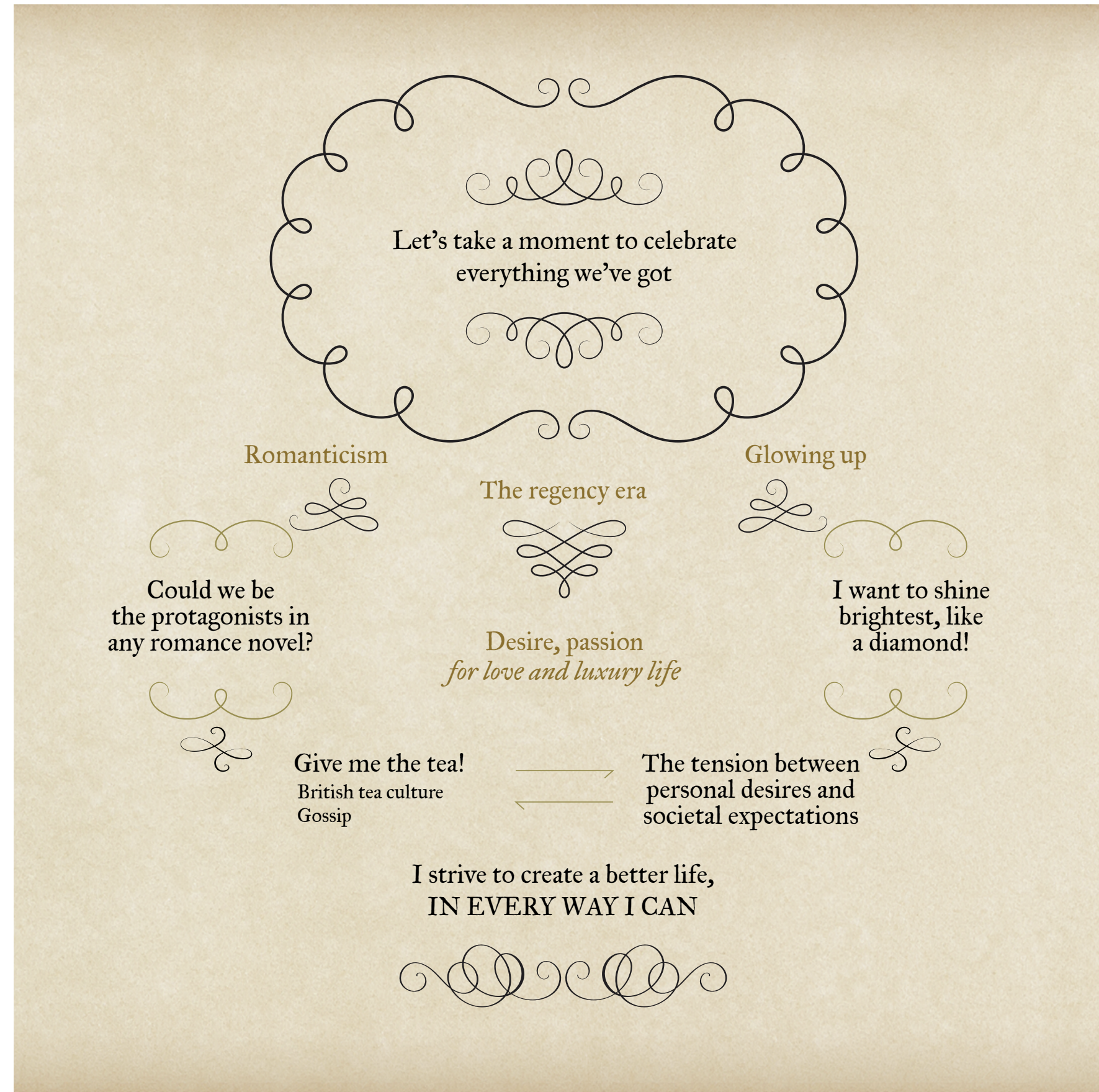
Education Goals

- Explore how romanticism and elegance were celebrated in the **Regency era**, as seen in Bridgerton's setting and Baccarat's legacy within royal and aristocratic society.
- Incorporate interactive elements to inspire visitors to reflect on their own secret moments and milestone achievements alongside the Bridgerton narrative, guiding them to uncover **their unique qualities and significant moments for celebration.**

Experience Goals

- Transport visitors into the enchanting world of Bridgerton, where Baccarat's exquisite craftsmanship and elegant settings **come to life.**
- Culminate the journey with a celebratory toast, honoring life's special moments and showcasing **how Baccarat enhances life's most meaningful celebrations.**

CONCEPT DIAGRAM



BIG IDEA



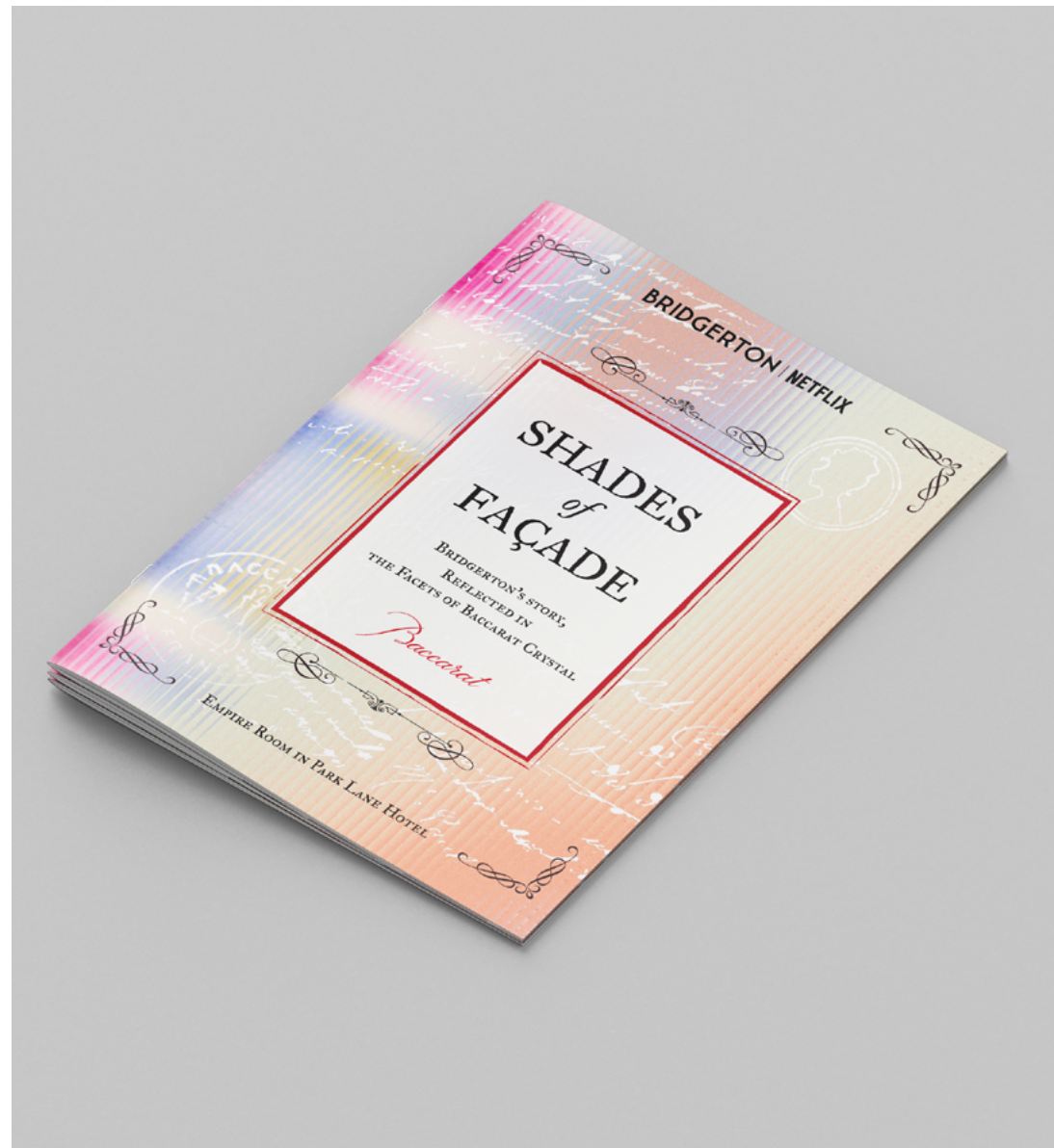
This exhibition invites visitors to step into the enchanting world of Bridgerton while encouraging them to reflect on their journey towards personal growth. Through the lens of Bridgerton's stories and characters, every moment is designed to help visitors connect with **their inner romantic and honor their unique journey**. Inspired by Baccarat's exquisite craftsmanship, visitors are encouraged to **elevate their radiant moments with timeless luxury**. As a **celebration of themselves**, they will have the opportunity to bring home a Baccarat piece to cherish forever.



CONCEPT FLOOR PLAN



PRE-VISIT



In-store Promotion_Brochure



Outdoor Advertising



PRE-VISIT



Central Park Advertising



GARDEN PROMENADE



See:

A pastoral garden with nature-inspired Baccarat products and silhouettes of carriages and birds adding movement.

Do:

Stroll the pathway, immersing in the elegance of past and present, with sounds of birds and carriages.

Learn:

Discover the role of promenades in Regency society and how Baccarat crystal connects nature to daily life.

Feel:

Welcoming, calm, and refreshing.





THE HERITAGE OF BACCARAT



See:

A timeline graphic wall showcasing Baccarat's rich history, iconic crystal masterpieces, and key historical figures.

Do:

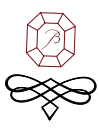
Journey through pivotal milestones, admiring Baccarat's dazzling crystal creations.

Learn:

Trace Baccarat's royal beginnings and its evolution into a global luxury symbol, including its Rouge 540 hue and diverse product lines.

Feel:

Inspired, curious, and impressed.



THE BALLROOM

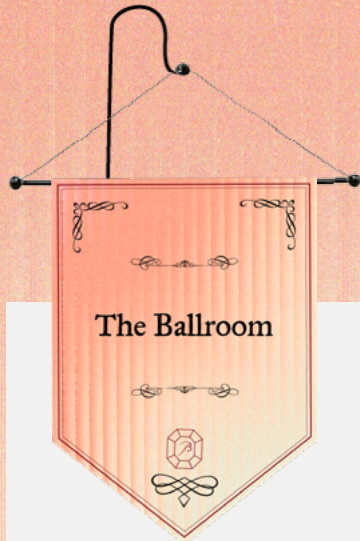


The Ballroom

Step into a dazzling Bridgerton ballroom, where Regency-era grandeur comes alive with panoramic displays and Baccarat crystal pieces. Beneath a grand chandelier, visitors can watch couples waltzing gracefully and join the playful intrigue by sharing their own gossip on Lady Whistledown's digital tabloid.



THE BALLROOM



See:

-A dazzling Bridgerton ballroom with panoramic displays and Baccarat crystal pieces.

-Surrounded by blurred silhouettes on sporadic screens hinting at the spread of gossip.

Do:

-Watch couples waltzing gracefully on panoramic displays.

-Sharing your own gossip on Lady Whistledown's digital tabloid, and overhearing others' gossips.

Learn:

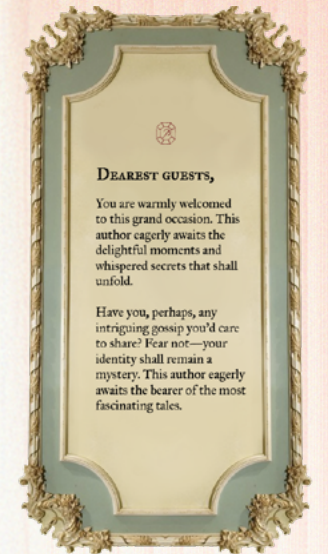
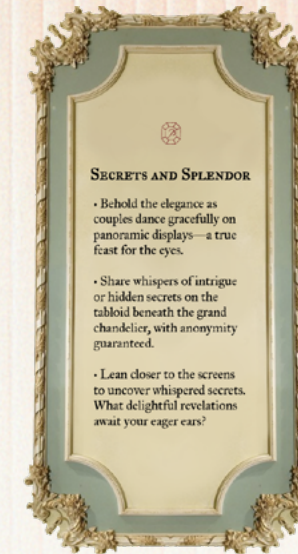
Explore how gossip shape reputations and relationships in Regency society and our society.

Feel:

Playful, intrigued, and thrilled.



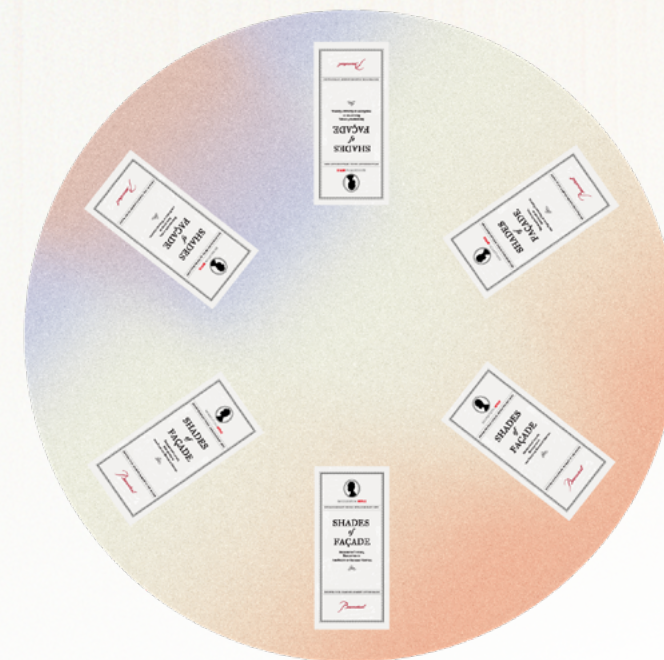
Entrance & Prompt



Overhearing Experience



Interactive Gossip Table



HAVE YOU, PERHAPS,
ANY INTRIGUING GOSSIP
YOU'D CARE TO SHARE?

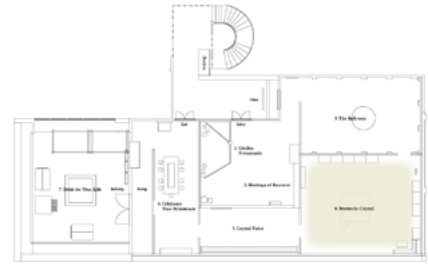


DELIGHT IN WHISPERS
AND SECRETS? LEAN AGAINST
THE WALL AND LET TANTALIZING
TRUTHS REACH YOUR EARS.





STORIES IN CRYSTAL



See:

Bridgerton characters' rooms brought to life with props, décor, iconic moments, and Baccarat collections.

Do:

Peek into characters' rooms and milestone moments through Pepper's Ghost illusion and opening doors.

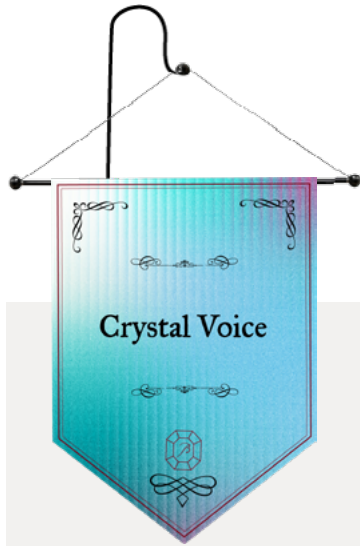
Learn:

- Discover how Baccarat crystalware reflects each character's unique personality.
- Reflect on your own defining qualities and milestones.

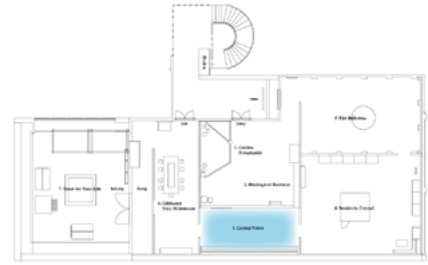
Feel:

Curious, nostalgic, and delighted.





CRYSTAL VOICE



See:

Shimmering lights follow your movements, illuminating your “sparkle,” alongside videos showcasing Baccarat’s craftsmanship on mirror walls.

Do:

Move through the space to activate lights and chimes, creating a personalized, interactive experience.


Learn:


Discover how Baccarat craftsmanship celebrates excellence, echoing timeless luxury.


Feel:

Contemplative, and awe.



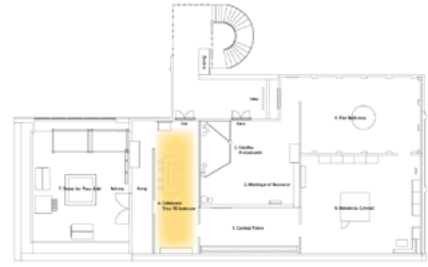
 With the four elements of nature – earth, air, fire and water – into crystal of unparalleled purity.

 Baccarat artisans typically undergo at least 15 years of training to master the necessary skills.

 This music features a resonant ringing sound, renowned as the hallmark of excellence in Baccarat’s perfectly crafted glasses.



CELEBRATE YOUR MILESTONE



See:

A Regency-inspired study with vintage writing desks and soft lighting, inviting quiet reflection.

Do:

Reflect on your milestones and craft a heartfelt letter with a feather pen on parchment, sealed with Bridgerton and Baccarat-inspired designs to commemorate the moments that defined your year.

Learn:

Appreciate the importance of celebrating and acknowledging your personal milestones.

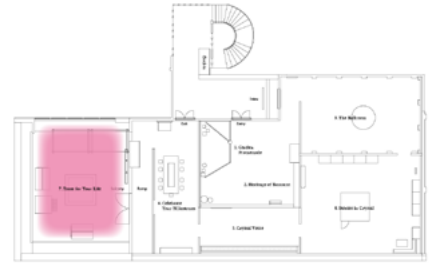
Feel:

Empowered, and proud.





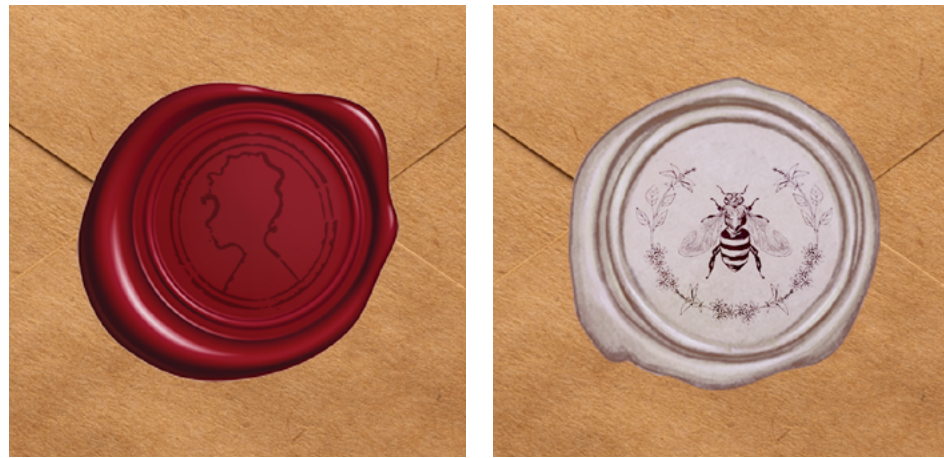
TOAST FOR YOUR LIFE



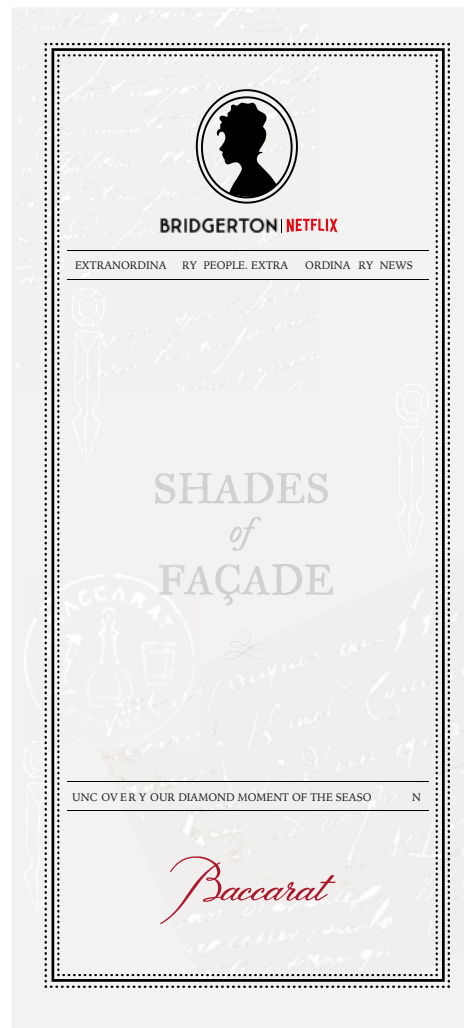
Choose your first Baccarat crystal glass to commemorate your milestone and toast to your journey. Conclude the experience with a celebratory toast, honoring life's special moments and showcasing how Baccarat elevates life's most meaningful celebrations. Don't forget to browse and shop exclusive merchandise from Bridgerton and Baccarat to take a piece of the experience home.



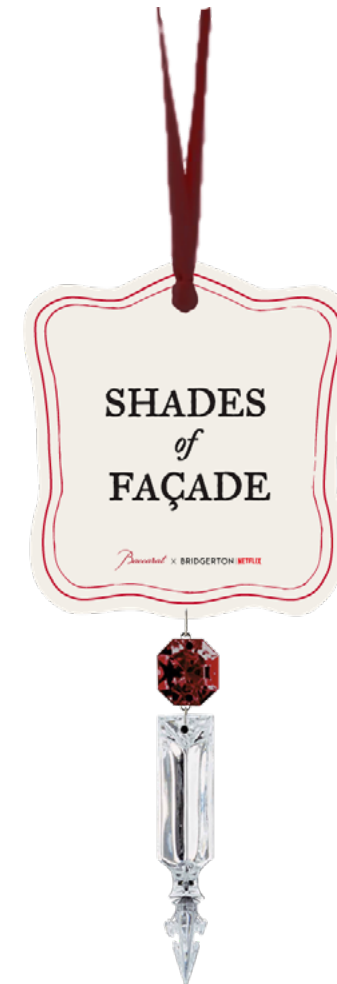
POST-VISIT



Parchment letter with custom seal



Souvenir letter / charm



Canvas bag

EX.200 SCHEDULES + LISTS



Graphic Schedule

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| 00A. EXTERIOR ENTRY | GR.TYPE | DESCRIPTION |
|---------------------------|---------|------------------------------------|
| 00A.01.GR01 | A | Promotional Content Panel |
| 00A.01.GR02 | B | Identification Title Flag |
| 00A.01.GR03 | H | Wayfinding Graphic |
| 01A. INTRODUCTION | GR.TYPE | DESCRIPTION |
| 01A.01.GR01 | A | Welcome Sign -Poster |
| 01A.01.GR02 | B | Identification Title Flag |
| 01A.01.GR03 | E | Wayfinding Graphic |
| 01A.01.GR04 | H | Content Mural |
| 02A. GARGEN PROMENADE | GR.TYPE | DESCRIPTION |
| 02A.00.GR01 | D | Floor Graphic |
| 02A.01.GR01 | B | Identification Title Flag |
| 02A.01.GR02 | C | Graphic Mural -Wallpaper |
| 02A.01.GR03 | F | Label |
| 02A.01.GR04 | G | Digital Content |
| 03A. HERITAGE OF BACCARAT | GR.TYPE | DESCRIPTION |
| 03A.00.GR01 | D | Floor Graphic |
| 03A.01.GR01 | B | Identification Title Flag |
| 03A.01.GR02 | H | Content Mural -Identification Wall |
| 03A.02.GR01 | H | Content Mural -Timeline1 |
| 03A.02.GR02 | G | Digital Content |
| 03A.03.GR01 | H | Content Mural -Timeline2 |
| 04A. THE BALLROOM | GR.TYPE | DESCRIPTION |
| 04A.00.GR01 | D | Floor Graphic |
| 04A.01.GR01 | B | Identification Title Flag |
| 04A.01.GR03 | E | Content -Introduction Installation |
| 04A.02.GR01 | C | Graphic Mural -Wallpaper |
| 04A.02.GR02-04 | E | Directional Content |
| 04A.03.GR01-GR03 | C | Graphic Mural -Wallpaper |
| 04A.03.GR04-GR13 | G | Digital Content |
| 04A.03.GR14 | E | Content -Digital Table Wall Wrap |
| 04A.03.GR15 | G | Digital Content |

| 05A. STORIES IN CRYSTAL | GR.TYPE | DESCRIPTION |
|-------------------------------|---------|-------------------------------------|
| 05A.00.GR01 | D | Floor Graphic |
| 05A.01.GR01 | B | Identification Title Flag |
| 05A.01.GR02 | F | Label |
| 05A.01.GR03-07 | G | Digital Content |
| 05A.02.GR01-04 | C | Graphic Mural -Wallpaper |
| 05A.02.GR05-06 | G | Digital Content |
| 05A.02.GR07-10 | F | Label |
| 05A.02.GR11-12 | E | Directional Content |
| 06A. CRYSTAL VOICE | GR.TYPE | DESCRIPTION |
| 06A.00.GR01 | D | Floor Graphic |
| 06A.01.GR01 | B | Identification Title Flag |
| 06A.02.GR01-02 | F | Label |
| 06A.02.GR03 | F | Label |
| 06A.02.GR04 | G | Digital Content |
| 07A. CELEBRATE YOUR MILESTONE | GR.TYPE | DESCRIPTION |
| 07A.00.GR01 | D | Floor Graphic |
| 07A.01.GR01 | B | Identification Title Flag |
| 07A.01.GR02-03 | C | Graphic Mural -Wallpaper |
| 07A.01.GR04 | E | Directional Content |
| 07A.02.GR01 | F | Label |
| 07A.03.GR01 | E | Directional Content |
| 08A. TOAST FOR YOUR LIFE | GR.TYPE | DESCRIPTION |
| 07A.00.GR01 | B | Identification Title Flag |
| 07A.00.GR02 | E | Content -Graphic Plantery Wall Wrap |

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Drawing List

EX.02.01

Graphic Specification List

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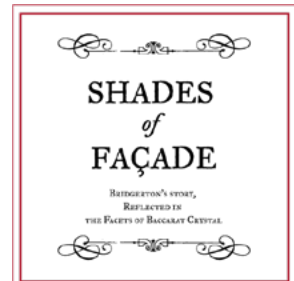
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| TYPE | DESCRIPTION |
|------|---|
| A | Screen printed on clear non-glare/UV acrylic 1/8" (1st surface) and 1/4" opaque substrate (2nd surface), mounted to an aluminum base. |
| B | Dye-sublimation printed graphic on poly canvas fabric, mounted to a custom weathered aluminum rod. |
| C | Smooth paste-the-wall non-woven material with a non-reflective top coat to the wall panel. |
| D | Printed graphic inlay on tufted carpet. |
| E | Printed silkscreen graphic on 3M Scotchprint wrap film applied to the panel. |
| F | Vinyl matte cut lettering applied to painted wall surface with matte finish(or Reflective mirror finish) |
| H | Printed graphic on textured matte vinyl with fabric backing and repositionable adhesive. |
| G | Digital display |

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EX.02.02

Material Finish Schedule

| MATERIAL | CODE | AREA | DESCRIPTION |
|----------|--------|--------------------|--|
| Acrylic | XAC.01 | 01A | Clear non-glare/UV acrylic 1/8" |
| | XAC.02 | 01A | 1/4" opaque substrate |
| Fabric | XFB.01 | 00A-07A | 4 way stretch polyester canvas fabric |
| | XFB.02 | 01A-06A | Solution-dyed nylon tufted carpet |
| | XFB.03 | 01A-05A, 07A | 100% Polyester draping sheer voile flame retardant fabric on the ceiling/ wood frame |
| | XFB.04 | 02A | Velvet chandelier chain cover |
| Metal | XMT.01 | 00A-07A | Weathered aluminum in iron oxide |
| | XMT.02 | 01A, 04A | the unpolished state of the cold rolled aluminum |
| | XMT.03 | 02A | Galvanized steel with powder coat |
| Vinyl | XVL.01 | 00A, 01A, 03A | Textured matte vinyl |
| | XVL.02 | 01A, 04A, 05A, 07A | 3M Scotchprint wrap film |
| | XVL.03 | 02A, 05A, 06A, 07A | Vinyl matte cut lettering |
| Paper | XPP.01 | 02A, 04A, 05A, 07A | Wallpaper : Smooth past-the-wall non-woven material with a non-reflective top coat |
| | XPP.02 | 05A, 07A | Aged ivory paper with old style parchment finish |

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Drawing List

EX.02.03

Material Finish Schedule

| MATERIAL | CODE | AREA | DESCRIPTION |
|----------|--------|----------|--|
| Paint | XPT.01 | 05A | Color match pantone 10227 C, satin finish |
| | XPT.02 | 06A | Light metal flake paint: ultra-black-chrome(deep charcoal color), a polyurethane solid tone powder coat and has a high gloss finish. |
| | XPT.03 | 03A | Textured plaster, Brushed Matte finish or burnished to a low sheen |
| Glass | XGS.01 | 05A | Pepper's ghost illusion glass : See-Thru / Two-way mirror acrylic sheet 1/8" |
| | XGS.02 | 05A | Display cabinet window glass : Clear colorless acrylic sheet 1/16" |
| | XGS.03 | 05A | Display cabinet body glass : Custom crystal by Baccarat |
| Wood | XWD.01 | 05A, 08A | Western red cedar finished with a rough surface texture by the sawmill |

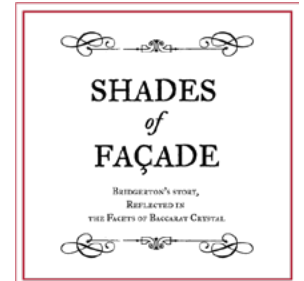
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Drawing List

EX.02.04

Lighting Schedule

| NAME | DESCRIPTION | MANUFACTURER | IMAGE |
|------|--|---------------------------|--|
| FT01 | Pendant crystal chandelier on the ceiling | Already existing in space |  |
| FT02 | 2/3 tiered flush mount crystal chandelier on the ceiling | Already existing in space |  |
| FT03 | LED round open Reflector mounted on the ceiling | Already existing in space |  |
| FT04 | Adjustable Spot Light mounted on the track | Lumens |  |

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Drawing List

EX.02.05

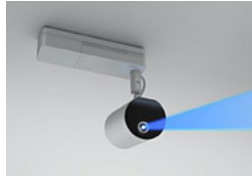






Media Schdule

HYUNJI LEE

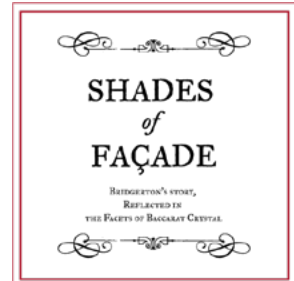
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New York, NY 10011

| TYPE | CODE | AREA | QTY | DESCRIPTION | MANUFACTURER | IMAGE |
|------|--|--------------------------|------------------|---------------------------|--------------|---|
| AV01 | 02A.01.AV01 | 02A | 1 | Laser projector | Epson |  |
| AV02 | 02A.00.AV02 04A.03.AV02 05A.00.AV02 06A.02.AV02 | 02A 04A 05A 06A | 1 1 1 1 | Environmental speaker | BOSS |  |
| AV03 | 04A.02.AV03 05A.01.AV03 | 04A 05A | 3 7 | Audio spotlight | Holosonics |  |
| AV04 | 03A.02.AV04 | 03A | 1 | Stand kiosk | Ideum |  |
| AV05 | 04A.03.AV05 | 04A | 1 | Custom round touch screen | Displax |  |
| AV06 | 04A.03.AV06 | 04A | 10 | LED modular panel | Rigardled |  |
| AV07 | 05A.01.AV07 | 05A | 7 | 15.6" Digital screen | Viewsonic |  |

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Drawing List

EX.02.06

Media Schdule

| TYPE | CODE | AREA | QTY | DESCRIPTION | MANUFACTURER | IMAGE |
|------|----------------------------|------------|--------|------------------------|--------------|---|
| AV08 | 06A.01.AV08 | 06A | 1 | 43" Digital screen | Viewsonic |  |
| AV09 | 04A.03.AV09 06A.02.AV09 | 04A 06A | 3 1 | Motion tracking sensor | Azure Kinect |  |

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Drawing List

EX.02.07

Product Schedule

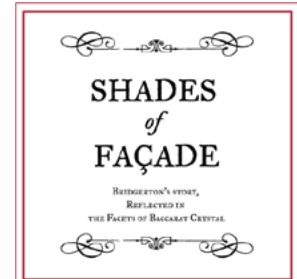
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| CODE | QTY | AREA | DESCRIPTION | MANUFACTURER | IMAGE |
|------|-----|------|-----------------------------------|-----------------|-------|
| PD01 | 1 | 02 | Mille nuits lovers vase | <i>Baccarat</i> | |
| PD02 | 1 | 02 | Eye Rectangular Vase L | | |
| PD03 | 1 | 02 | Ginkgo Vase XL | | |
| PD04 | 1 | 02 | Flora Bud Vase | | |
| PD05 | 1 | 02 | Custom Fountain | | |
| PD06 | 1 | 02 | New Antique Table | | |
| PD07 | 1 | 02 | Mille Nuits Small Pastry Stand | | |
| PD08 | 2 | 02 | Harcourt Candlesticks | | |
| PD09 | 1 | 02 | Harcourt Faunacrystopolis Tea pot | | |
| PD10 | 1 | 02 | Talleyrand Tea Cups & Saucers | | |

| CODE | QTY | AREA | DESCRIPTION | MANUFACTURER | IMAGE |
|------|--------|----------|------------------------------------|-----------------|-------|
| PD11 | 1 | 02 | Harcourt Tulipe Plate | <i>Baccarat</i> | |
| PD12 | 1 | 02 | Mille Nuits Small Candy Box | | |
| PD13 | 1 | 02 | Ellipse Chandelier (16L) | | |
| PD14 | 1 | 02 | Ginkgo Vase S | | |
| PD15 | 1 | 03 | Zénith Wall Unit (5L) | | |
| PD16 | 1 | 03 | Eye Rectangular Vase L | | |
| PD17 | 1 | 03 | Harcourt Louis-Philippe Glass | | |
| PD18 | 18 | 04 | Zénith Wall Unit | | |
| PD19 | 1 | 04 | Zénith Charleston Chandelier (84L) | | |
| PD20 | 6 8 | 04 07 | Louxor Pencil Holder | | |

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Drawing List

EX.02.08











Product Schedule









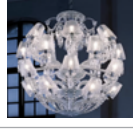

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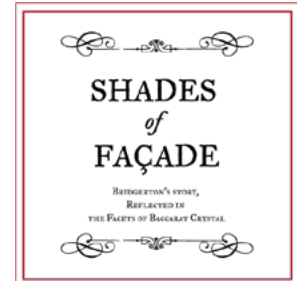
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| CODE | QTY | AREA | DESCRIPTION | MANUFACTURER | IMAGE |
|------|-----------|------|-------------------------------|-----------------|---|
| PD21 | 6 | 04 | Feather Pen | GMBYBY |  |
| | 8 | 07 | | | |
| PD22 | 1 | 04 | Water Fountain | CUSTOM |  |
| PD23 | 1 of Each | 05 | Véga Flutissimo Flutes Set | <i>Baccarat</i> |  |
| PD24 | 1 of Each | 05 | Véga Martini Glasses Set | |  |
| PD25 | 1 | 05 | Imperator Eagle Sculpture | |  |
| PD26 | 1 | 05 | Mille Nuits Ring Holder | |  |
| PD27 | 1 | 05 | Mille Nuits Decanter | |  |
| PD28 | 1 | 05 | Mille Nuits Glass | |  |
| PD29 | 2 | 05 | Mille Nuits Glass M | |  |
| PD30 | 1 | 05 | Mille Nuits Flutissimo Flutes | |  |

| CODE | QTY | AREA | DESCRIPTION | MANUFACTURER | IMAGE |
|------|--|------|---|---|---|
| PD31 | 1 | 05 | Mille Nuits Flutissimo Flutes Champagne | <i>Baccarat</i> |  |
| PD32 | 1 | 05 | Mille Nuits Chandelier (24L) | |  |
| PD33 | Pink 2 / Iridescent 2 / Turquoise 1 / Red 1 / Gold 1 | 02 | Lucky Butterfly | |  |
| | | 05 | | | |
| PD34 | 1 of Each | 05 | Chess Game by Marcel Wanders | |  |
| PD35 | 1 | 05 | Nicolas Triboulot Eye | |  |
| PD36 | 2 | 05 | Harmonie Tumblers | |  |
| PD37 | 2 | 05 | Torch Wall Unit | |  |
| PD38 | 1 | 05 | Zénith Wall Unit Black (5L) | |  |
| PD39 | 1 | 05 | Le Roi Soleil Chandelier (24L) | |  |
| PD40 | 1 | 05 | Harcourt Candlestick Candle |  | |

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Drawing List

EX.02.09

Product Schedule

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| CODE | QTY | AREA | DESCRIPTION | MANUFACTURER | IMAGE |
|------|------|------|------------------------------------|-----------------|---|
| PD41 | 1 | 05 | Torch Lamp | <i>Baccarat</i> |  |
| | 2 | 07 | | |  |
| PD42 | 1 | 05 | Tuile De Cristal Frozen Chandelier | |  |
| PD43 | 1 | 07 | Zénith Wall Unit (3L) | |  |
| PD44 | 1 | 07 | Zénith Candelabra (12L) | |  |
| PD45 | 1400 | 06 | Château Baccarat Tasting Glasses | |  |
| PD46 | 1 | 08 | Marie Coquine Chandelier (12L) | |  |

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Drawing List

EX.02.10

EX.300 PLANS AND SECTIONS



Overall Floor Plan

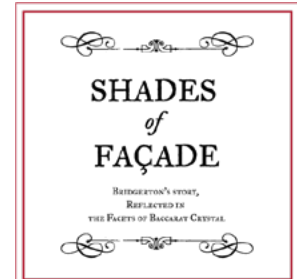
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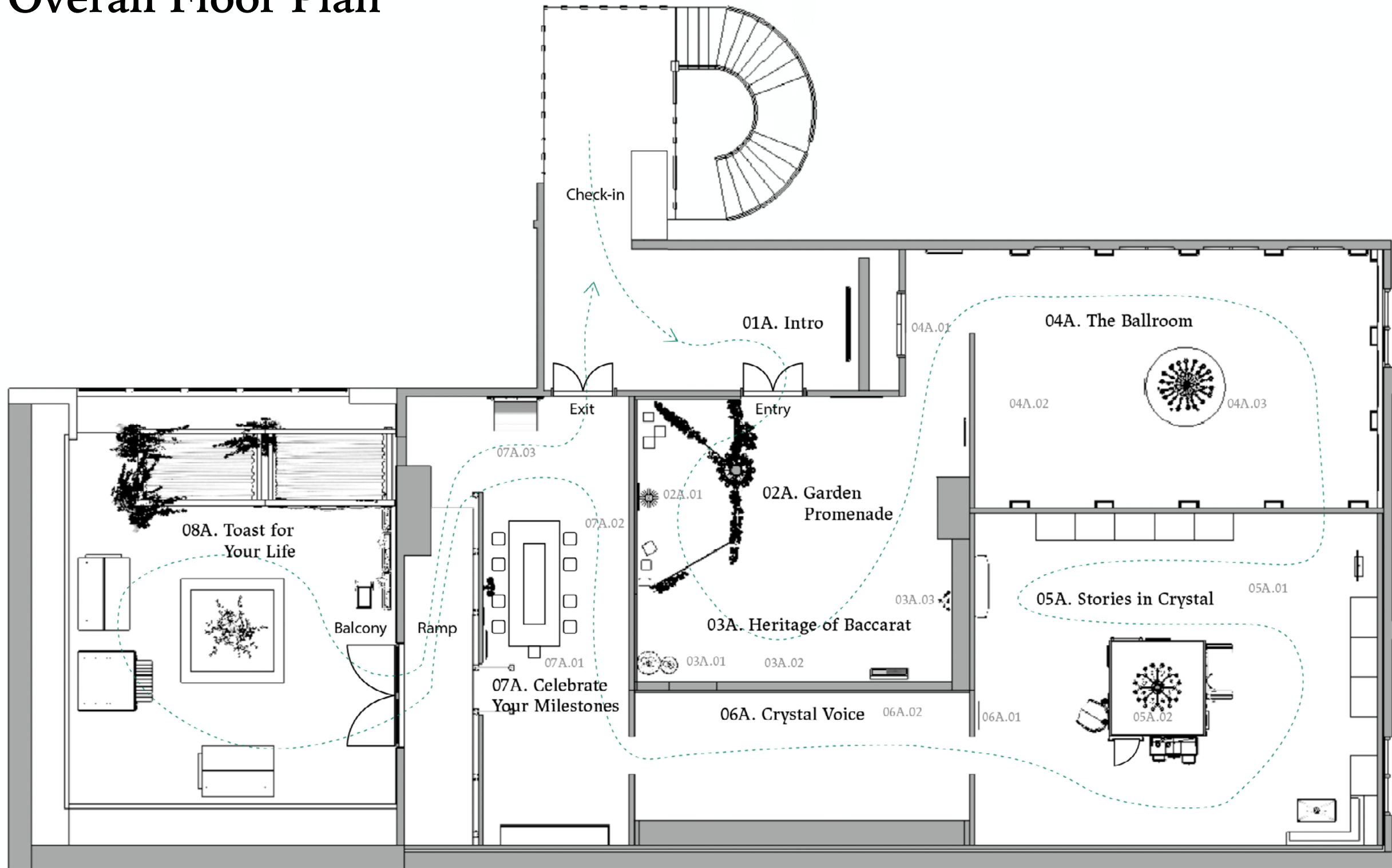
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1 Overall Floor Plan
Scale : 3/32" = 1'-0" (1:128)

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Drawing List

EX.03.01

Dimension Floor Plan

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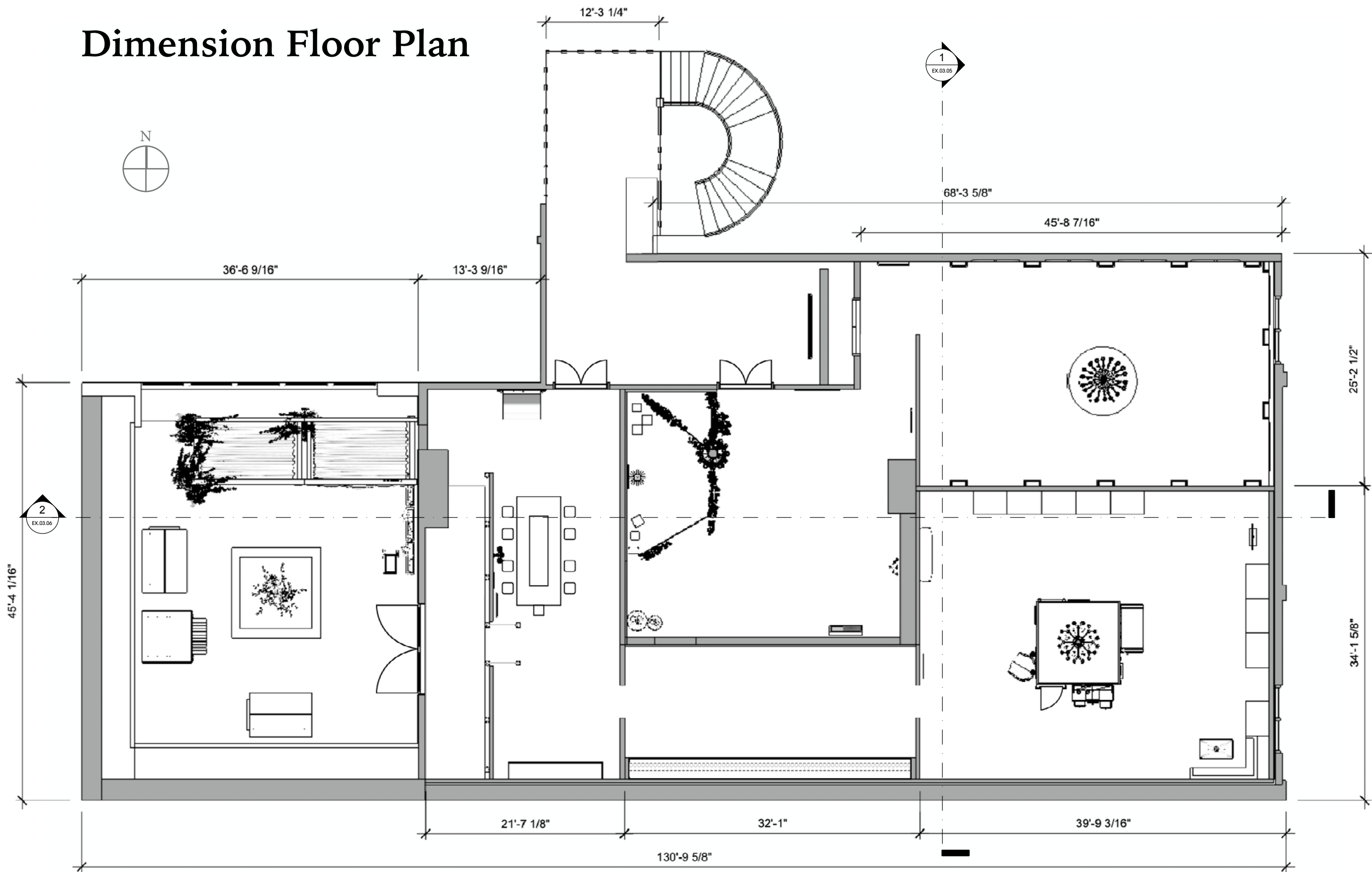
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Drawing List

EX.03.02



1 Dimension Floor Plan
Scale : 3/32" = 1'-0" (1:128)

Graphic Location Plan

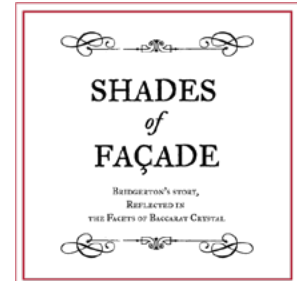
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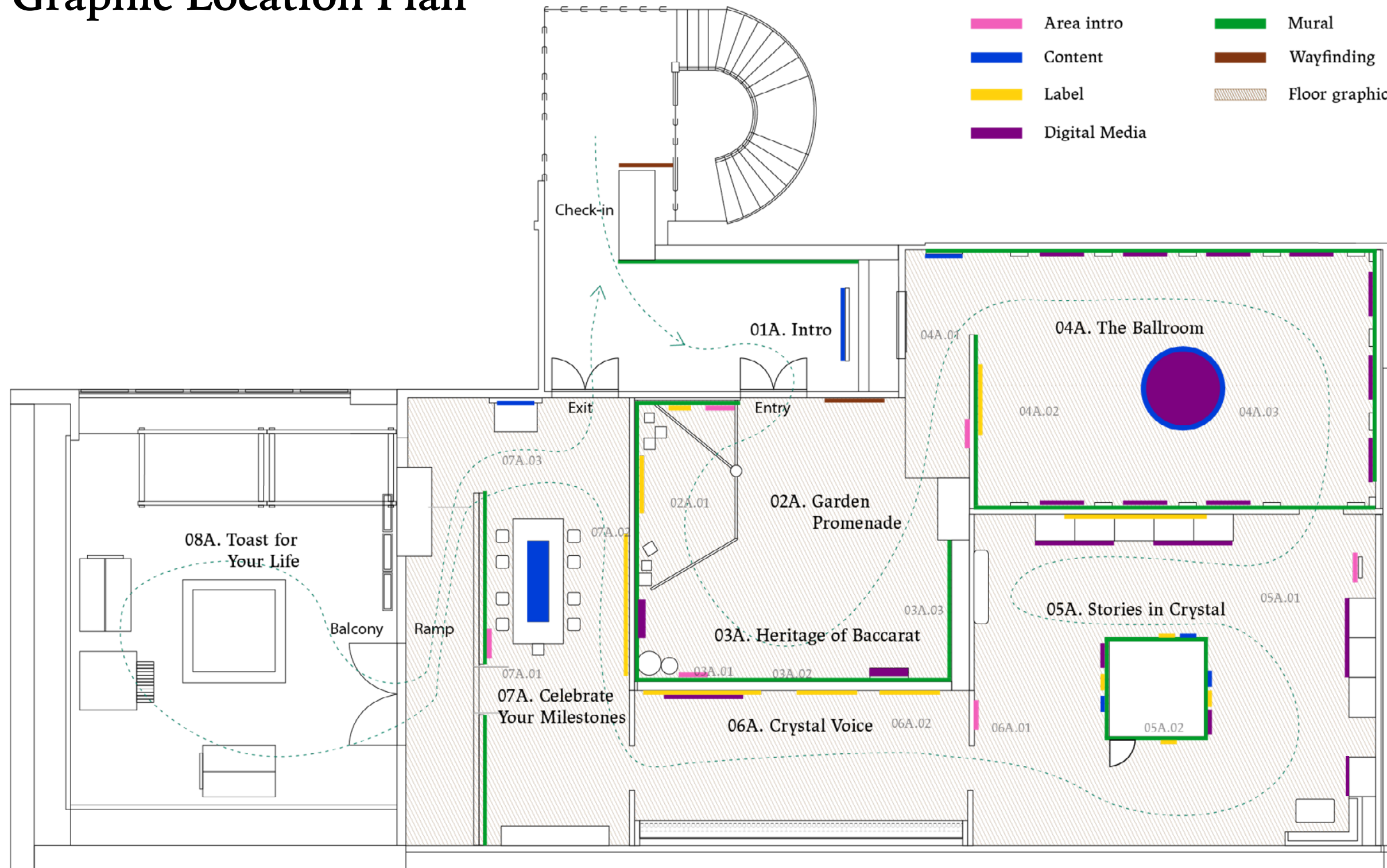


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- Area intro
- Content
- Label
- Digital Media
- Mural
- Wayfinding
- Floor graphic



1 Graphic Floor Plan
Scale : 3/32" = 1'-0" (1:128)

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Drawing List

EX.03.03

Media Plan

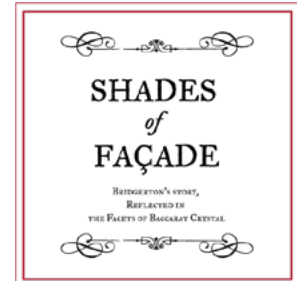
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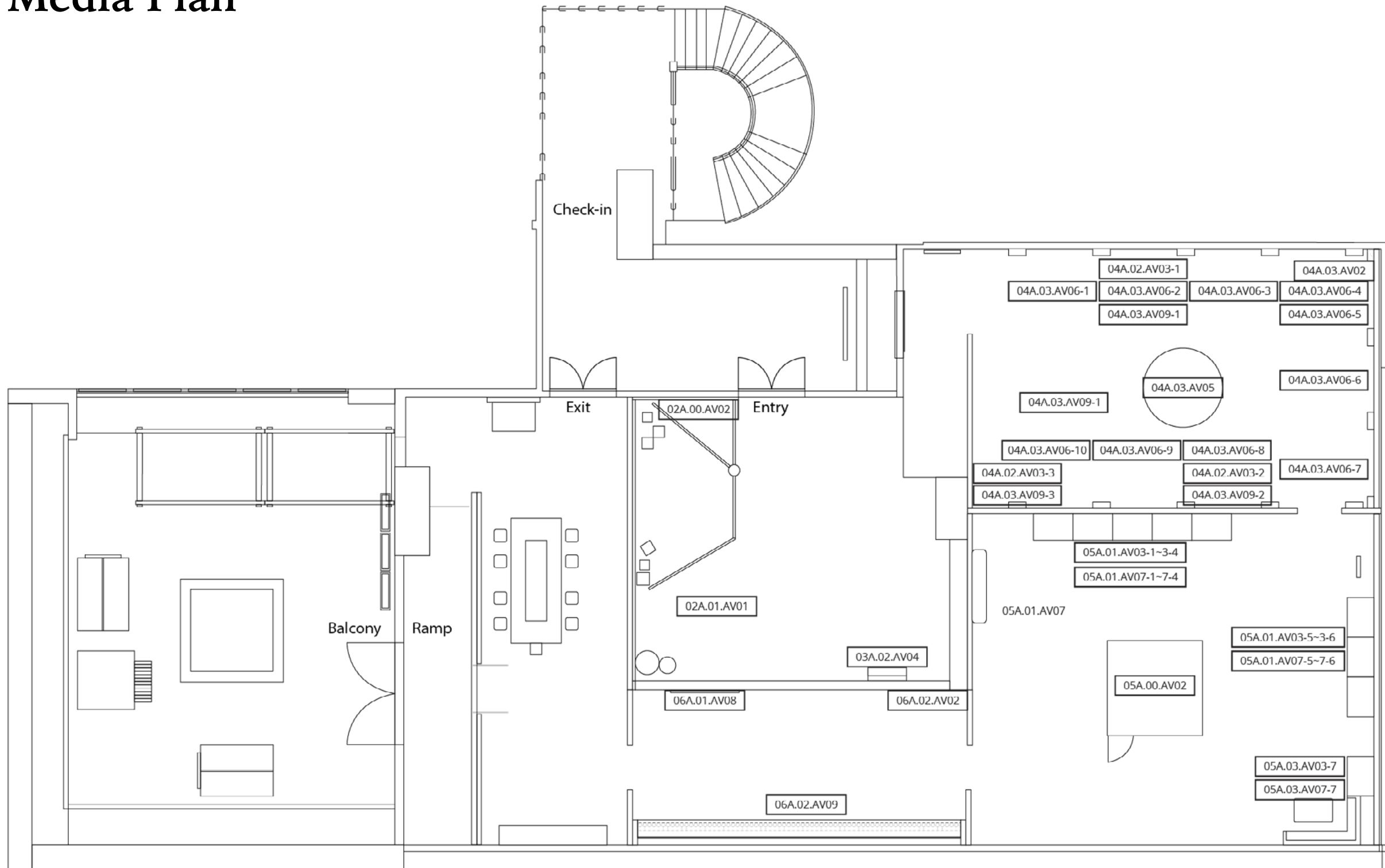
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1 Media Plan
Scale : 3/32" = 1'-0" (1:128)

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Drawing List

EX.03.04

Exhibition Sections

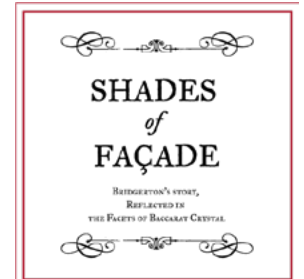
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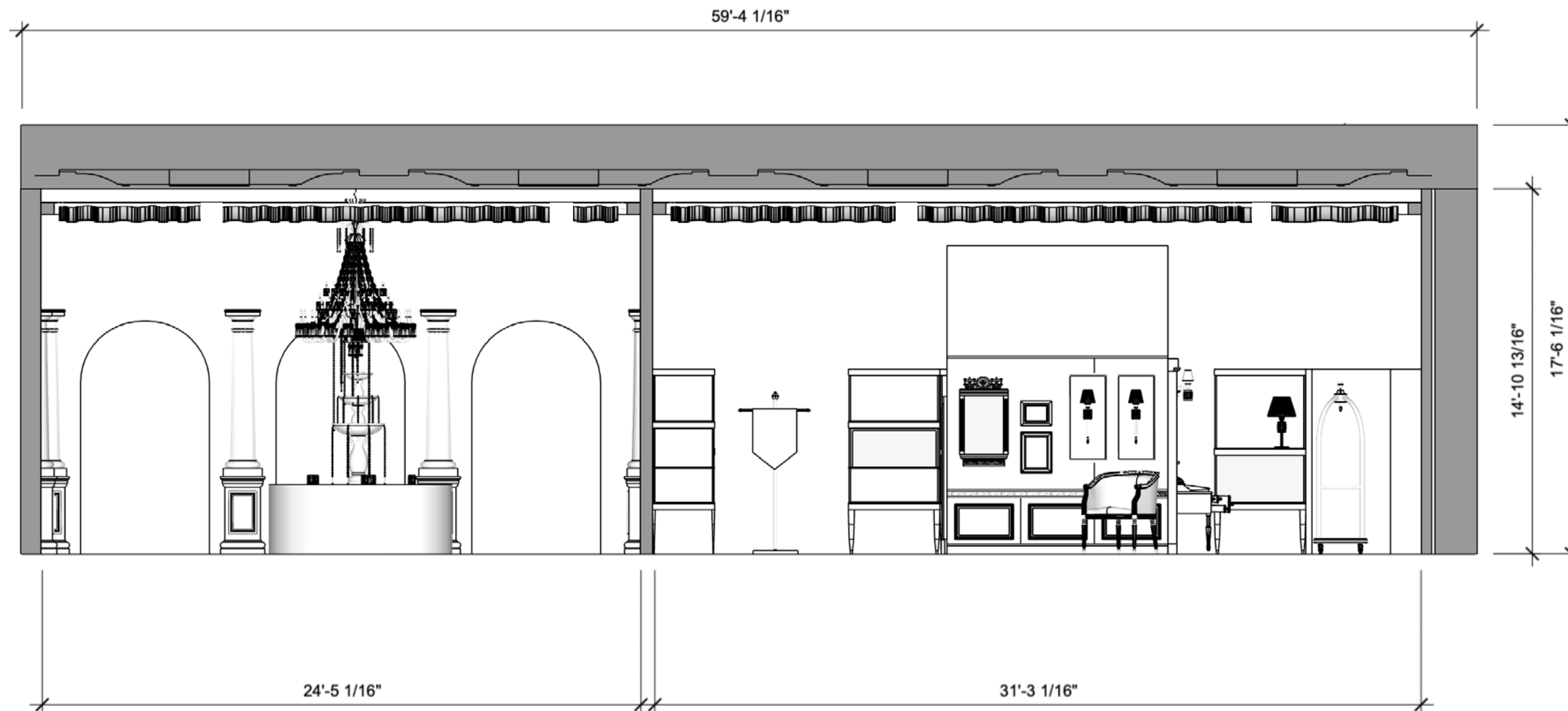
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1 Section East
Scale : 3/16" = 1'-0" (1:64)

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Drawing List

EX.03.05

Exhibition Sections

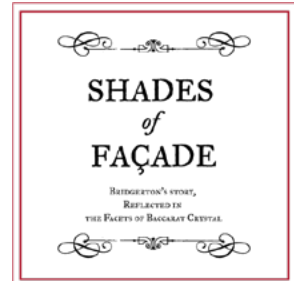
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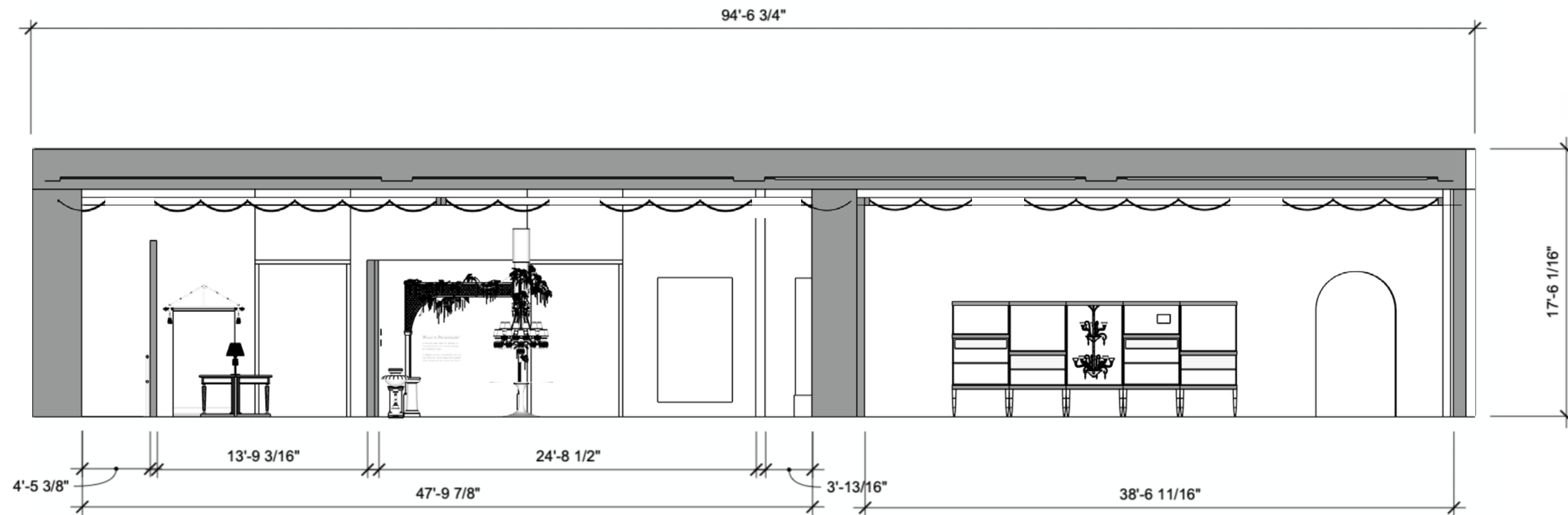
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1 Section North
Scale : 1/8" = 1'-0" (1:96)

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Drawing List

EX.03.06

EX.400 GRAPHIC SYSTEM



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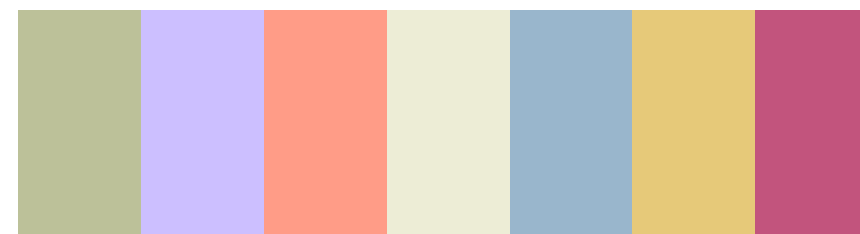
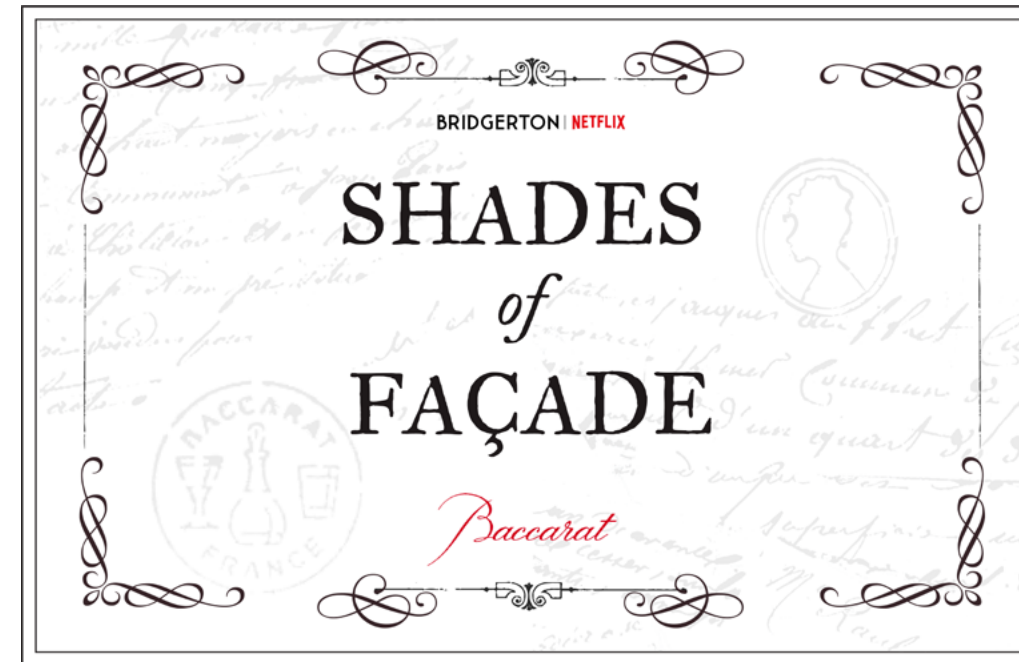
Visual Communication Brief

The graphic look and feel for my exhibition dives into the emotional depths of human personality, using Baccarat's crystal glass facades as a metaphor for its many facets. Inspired by Bridgerton, the design invites viewers to reflect on their own qualities through themes of celebration of their own milestone moments, in association with transparency, illusion, and reflection.

The color palette blends vivid, psychedelic shades to reflect the complexity of emotions and vibrancy, contrasted with soft pastel tones that create a pastoral and delicate mood.

Decorative elements such as classical frames, handwritten letters, natural motifs, and romantic allure evoke the grand love stories and aristocratic elegance of the Regency era.

Look and Feel



Color Palette

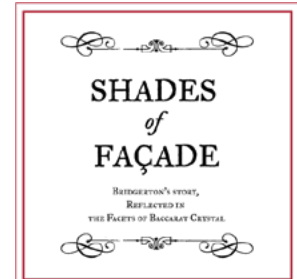
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Drawing List

EX.04.02

Logo and Typography

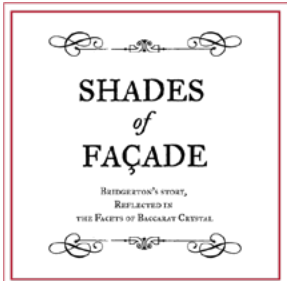
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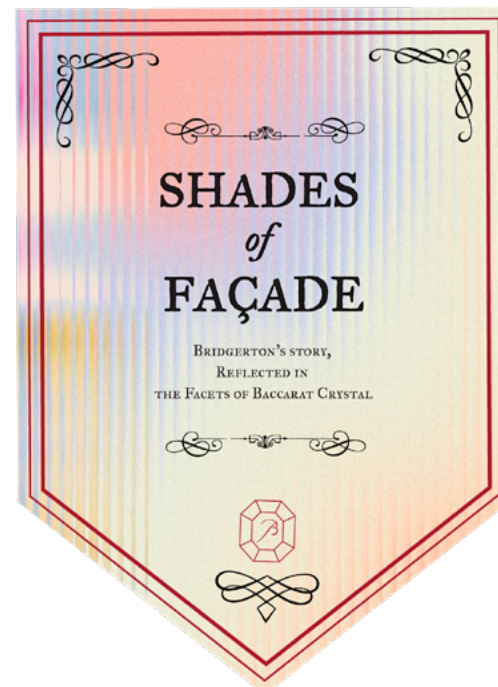
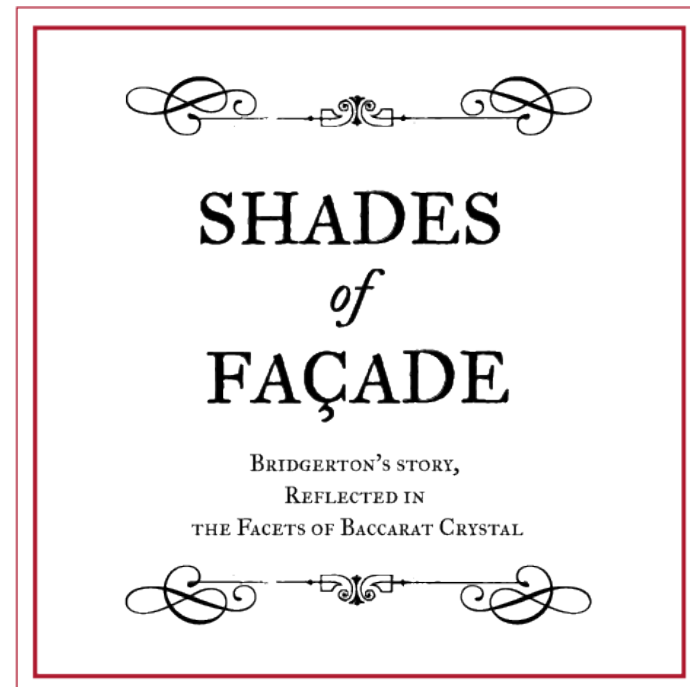
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Drawing List

EX.04.03



<head title>

IM FELL Great Primer_Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

IM FELL Great Primer_Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

<body>

Lapture Display_Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

<sub title>

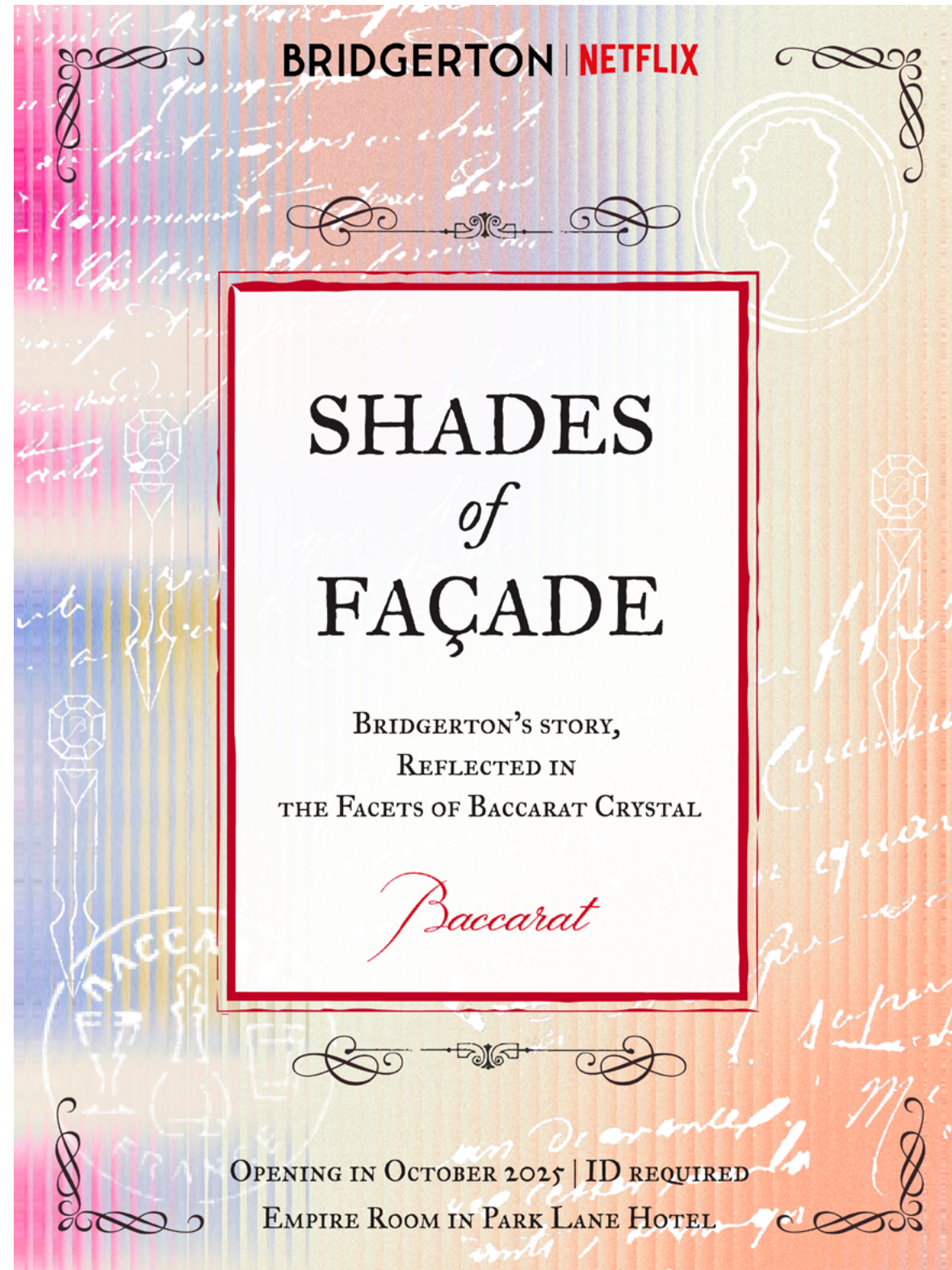
Iowan Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poster



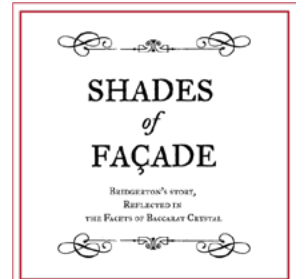
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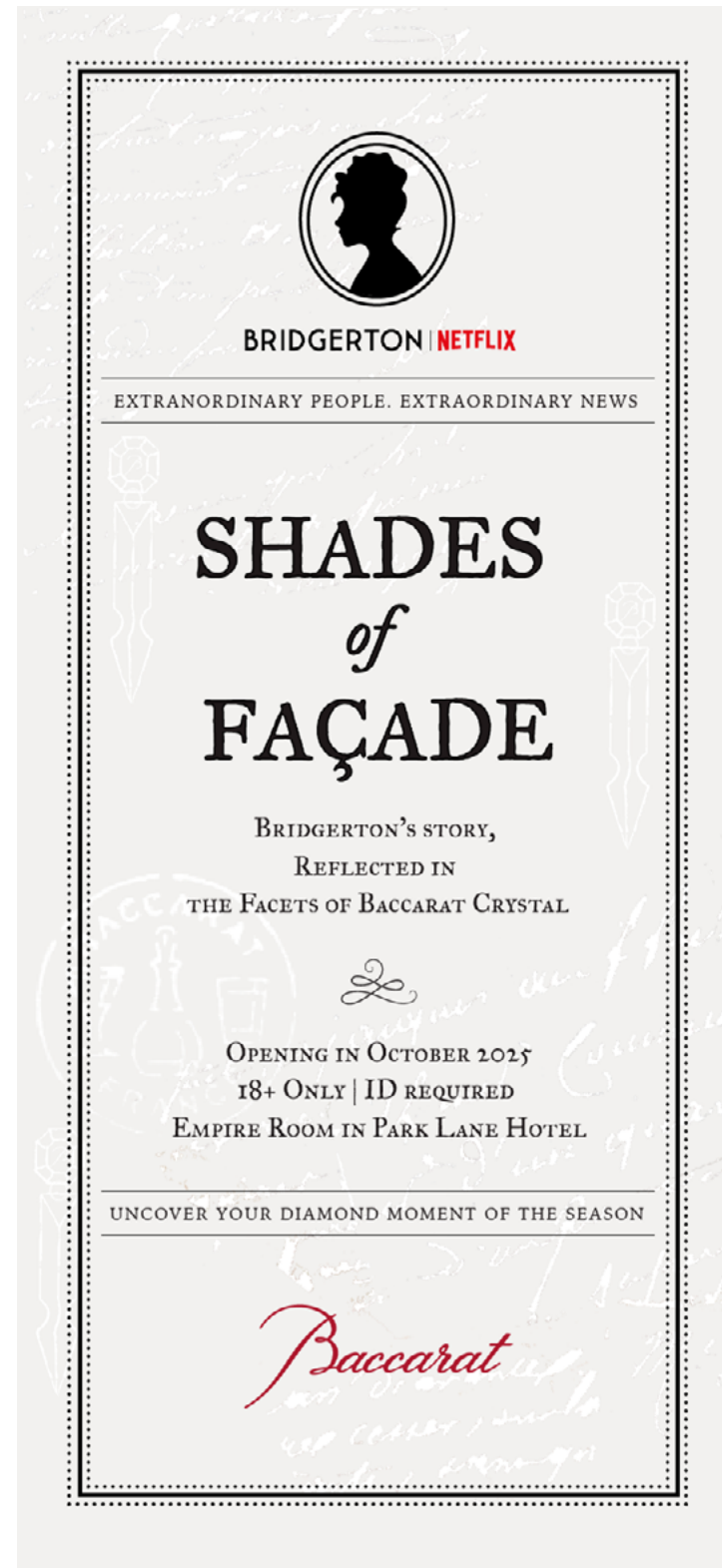
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Drawing List

EX.04.04

RSVP



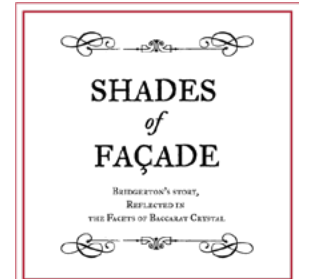
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Drawing List

EX.04.05

Pattern Graphics

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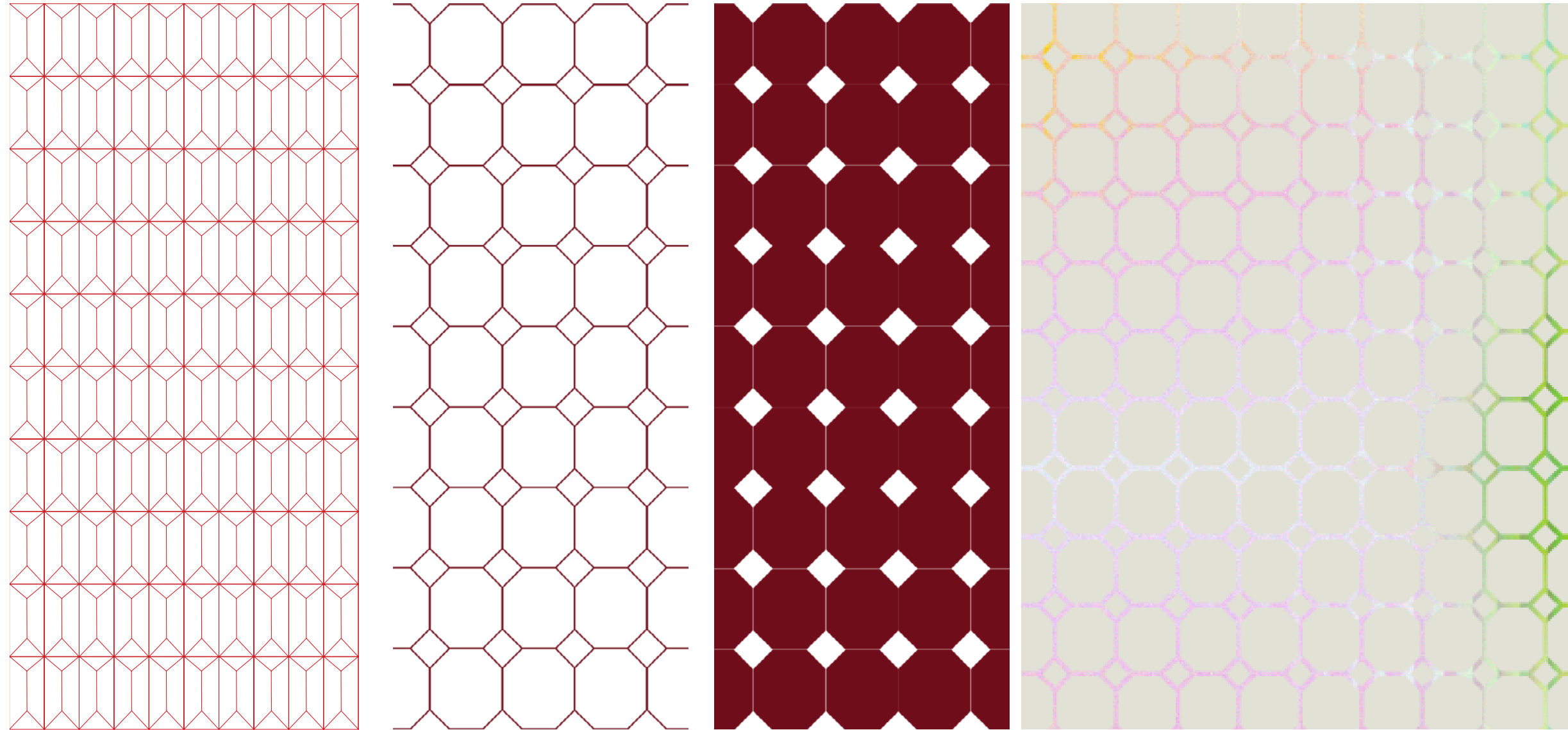
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Color Variation for wayfinding floor graphic

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Drawing List

EX.04.06

Poster Applications

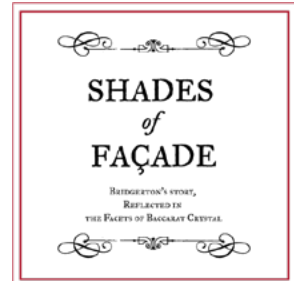
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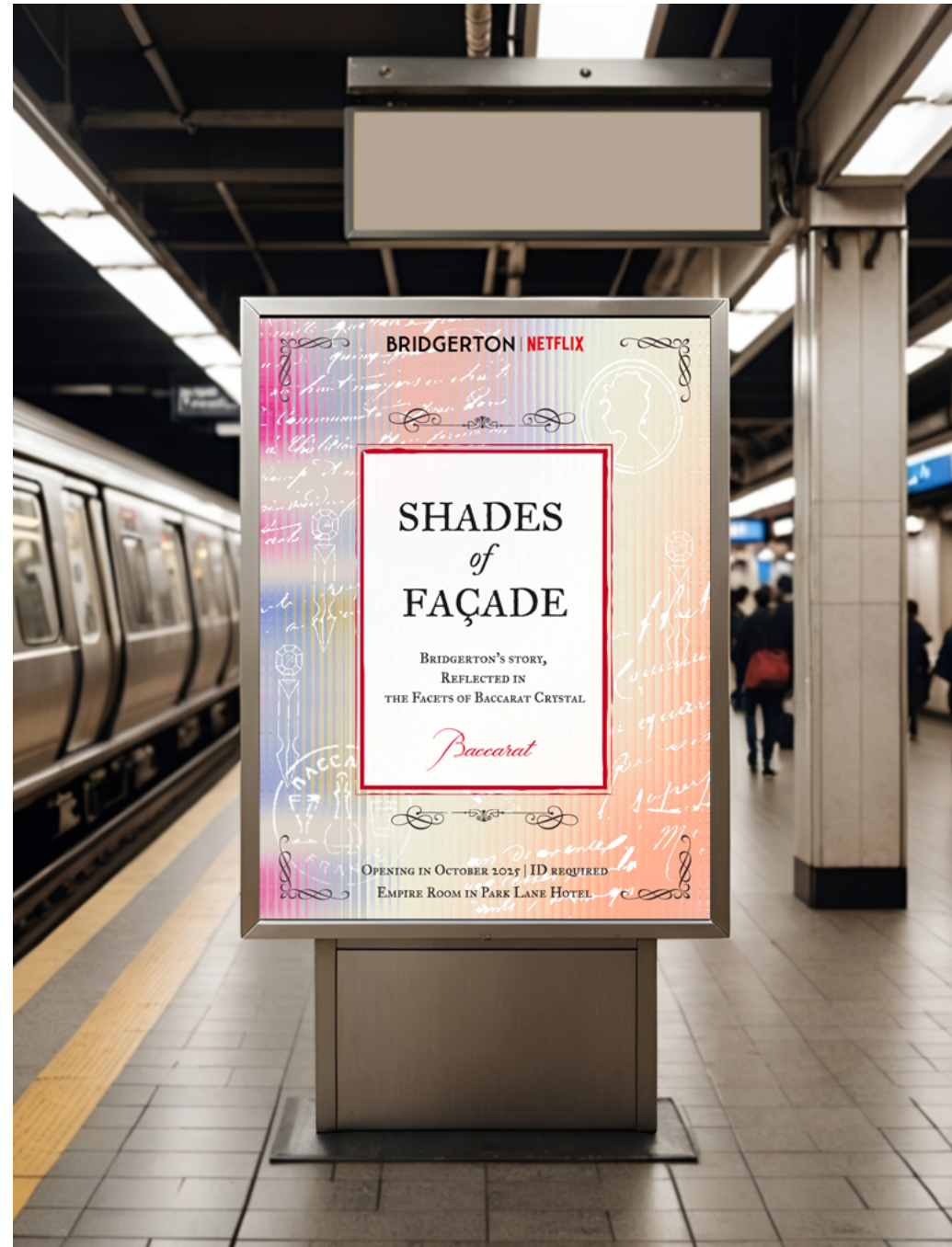
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Drawing List

EX.04.07

In-store Promotion

Brochure



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Exhibition & Experience Design

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Drawing List

EX.04.08

Outdoor Promotion

Central Park



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Drawing List

EX.04.09

Intro - welcome sign

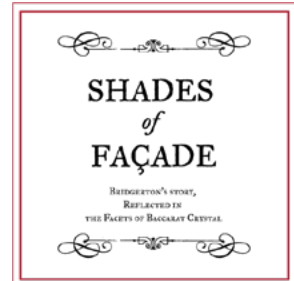
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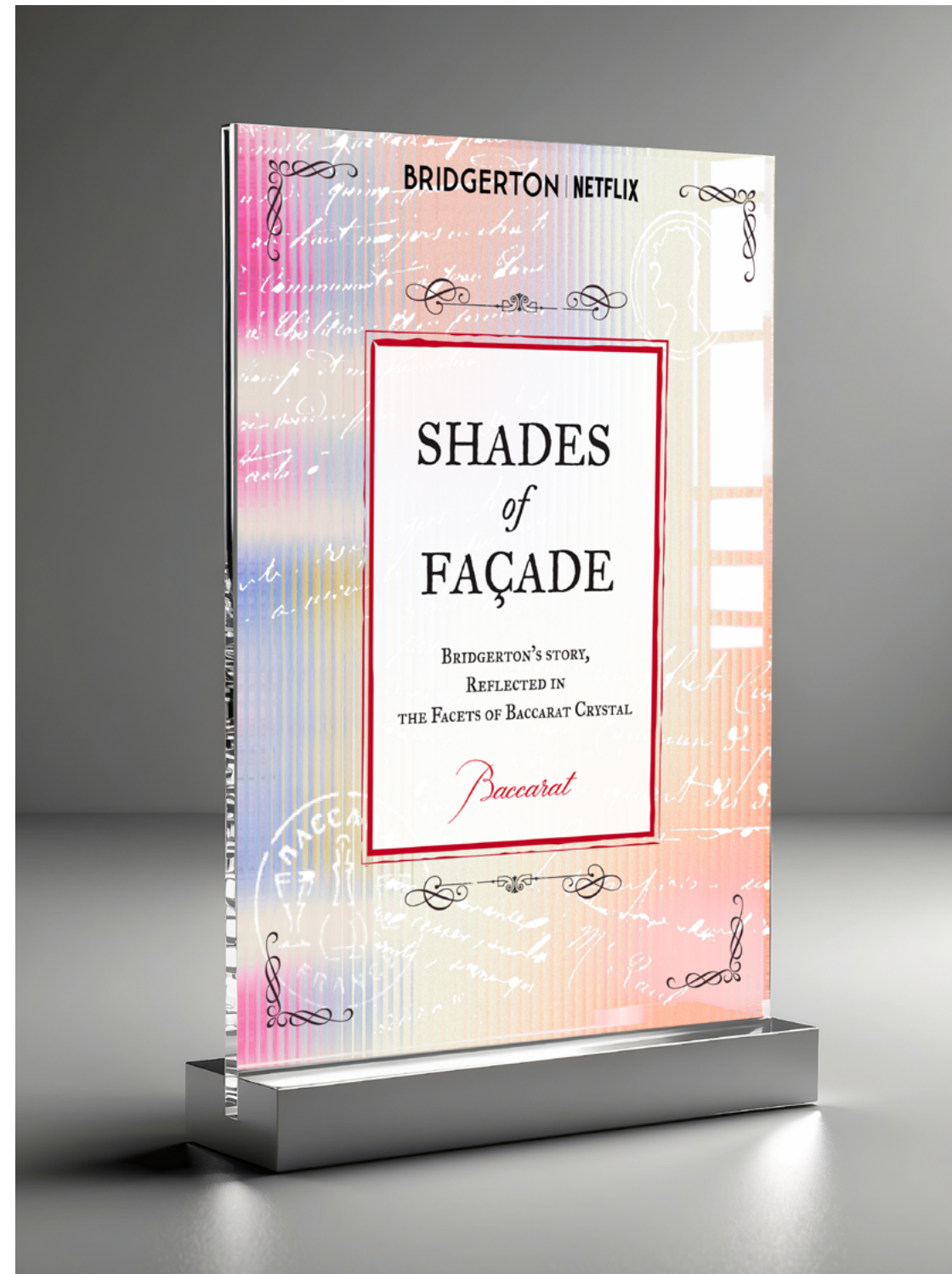
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Drawing List

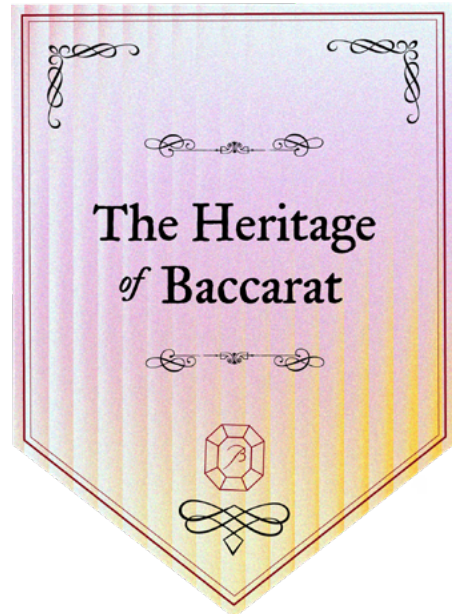
EX.04.10

Identification Title Flag

Wayfinding for each exhibition area



1



2



3



4



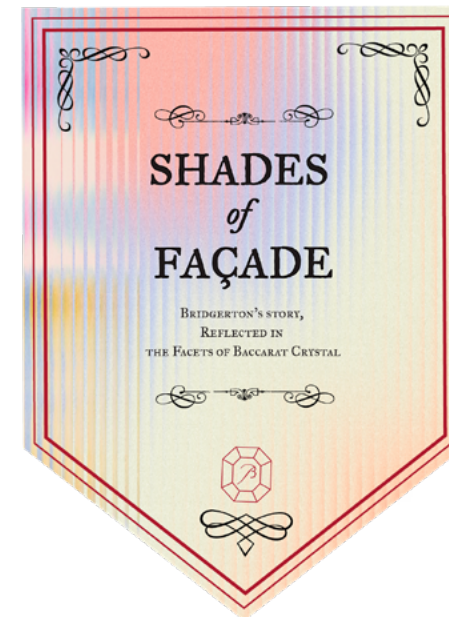
5



6



7



Main

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EX.04.11

Wayfinding Map

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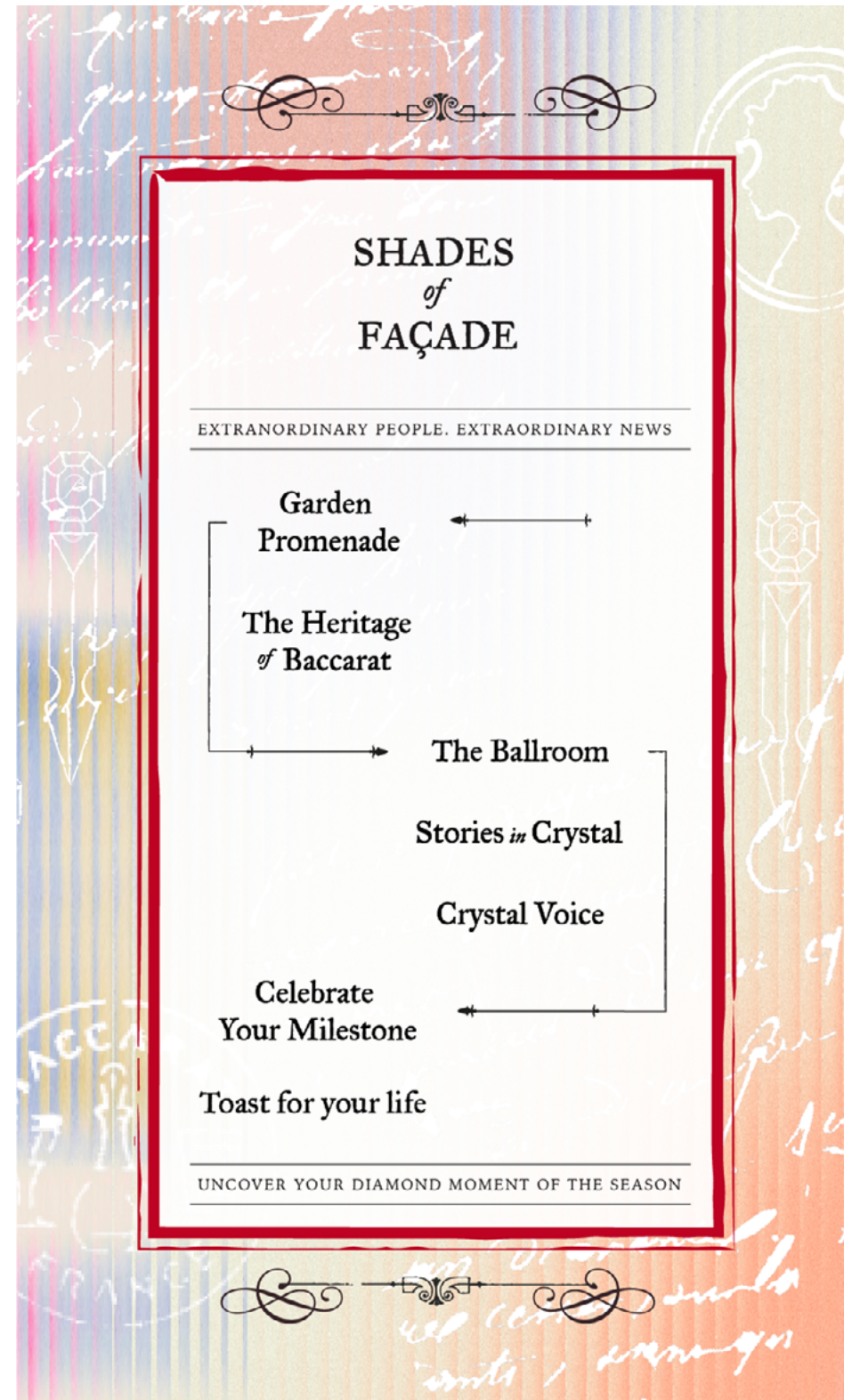
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EX.04.12

Small Collateral

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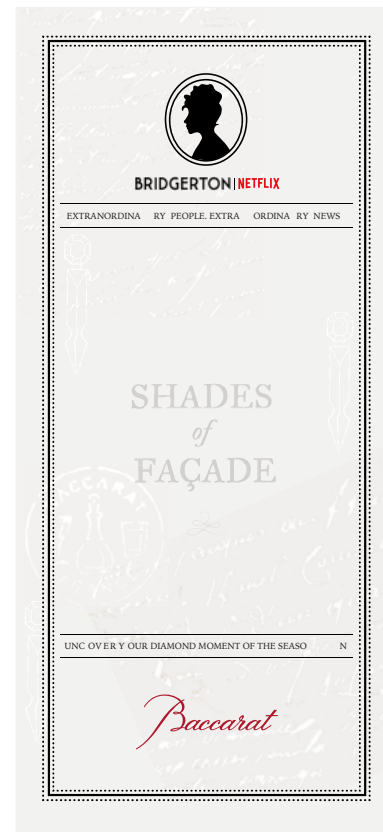
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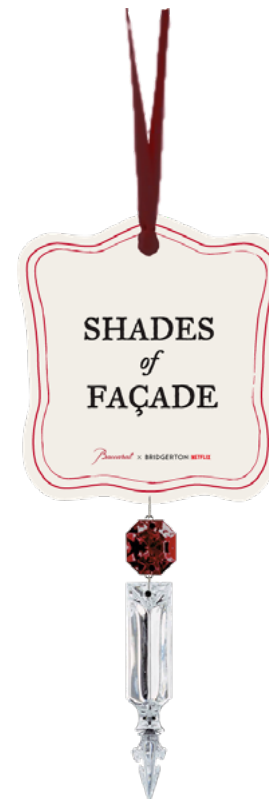
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Parchment letter with custom seal



Souvenir letter / charm



Canvas bag

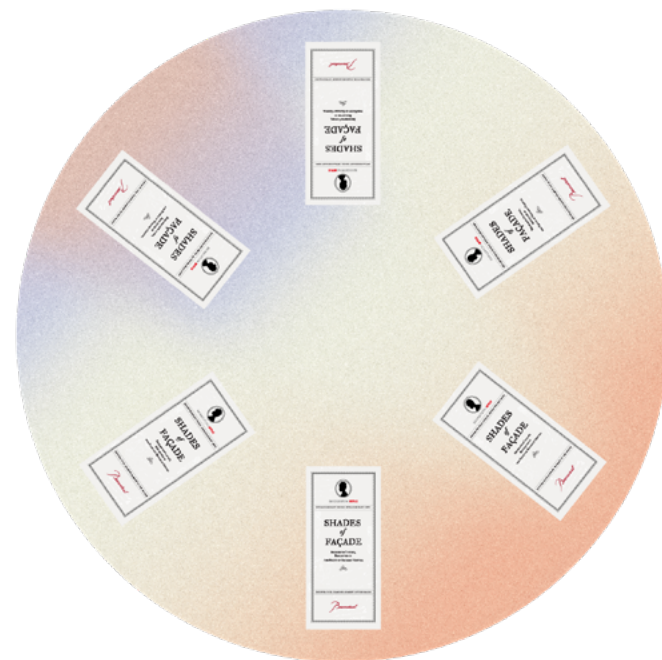
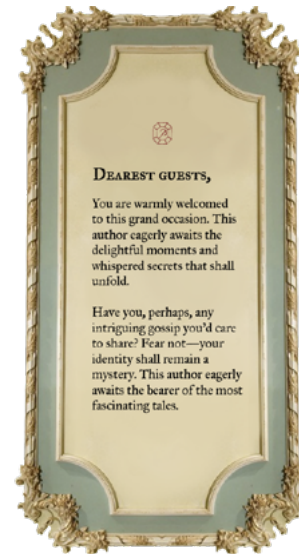
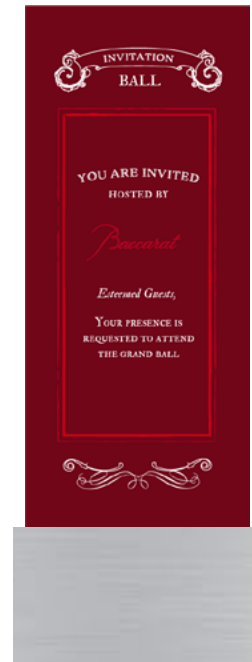
DRAWN BY HYUNJI LEE

Drawing List

EX.04.13

Graphic Elements

With Lady Whistledown narration tone



HAVE YOU, PERHAPS,
ANY INTRIGUING GOSSIP
YOU'D CARE TO SHARE?



DELIGHT IN WHISPERS
AND SECRETS? LEAN AGAINST
THE WALL AND LET TANTALIZING
TRUTHS REACH YOUR EARS.

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Drawing List

EX.04.14

EX.500 EXHIBITION DETAILING



Intro_Welcome Sign

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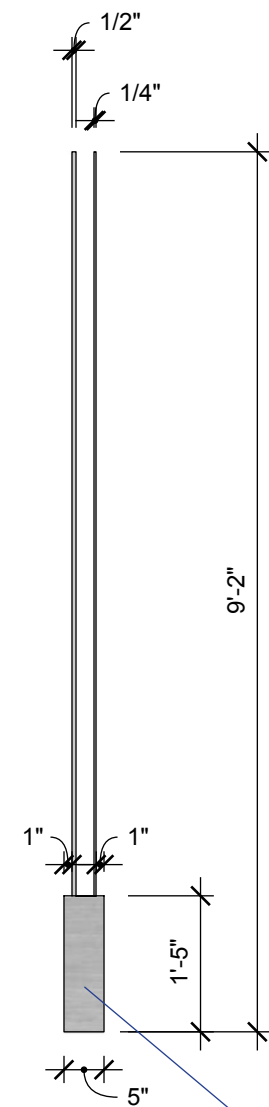
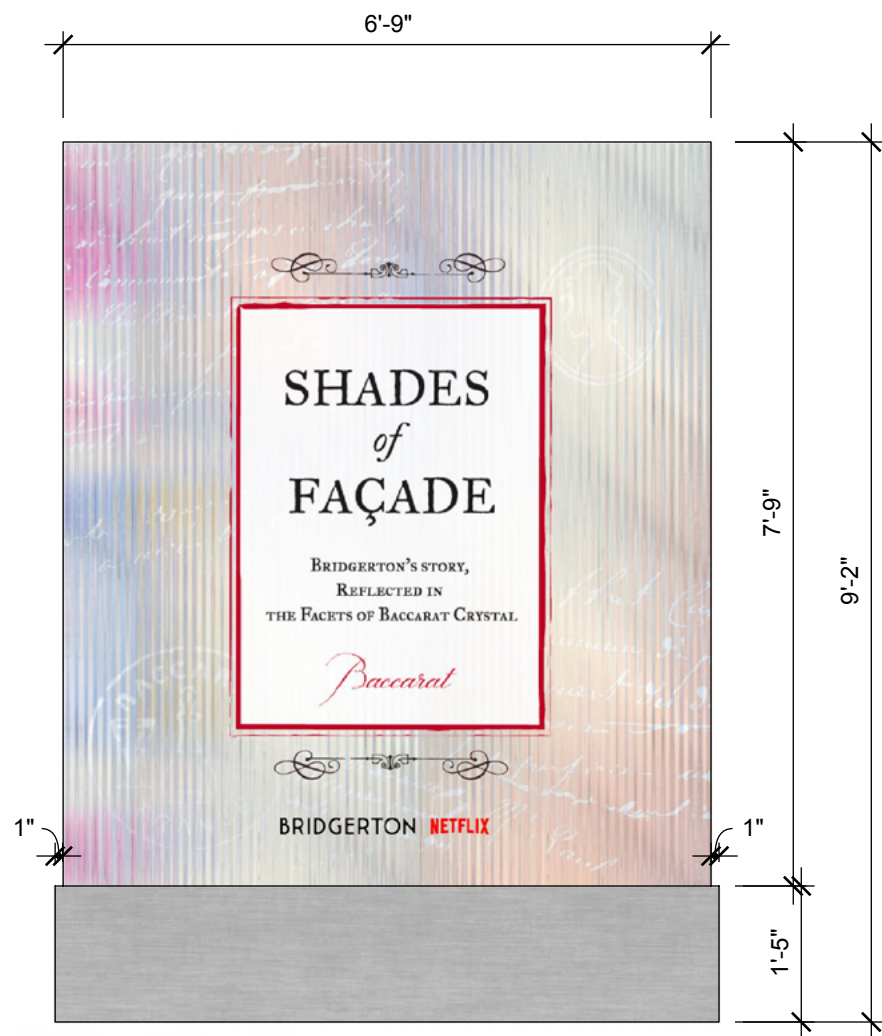
SPONSOR



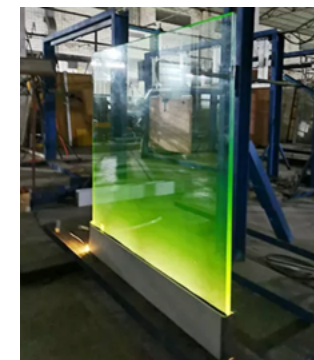
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Multi-layer acrylic panel detail with printed graphics



Linear LED panel installed inside

1 Front Elevation
1/2" = 1'-0" (1:24)

2 Side Elevation
1/2" = 1'-0" (1:24)

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Drawing List

EX.05.01

Garden Promenade_3-Panel Graphic Wall



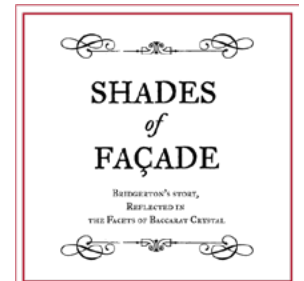
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3. Angled Panel

2. Middle Main Panel

1. Entrance Panel



1 3-Panel Graphic Wall Draft 3d
NTS

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Drawing List

EX.05.02

1. Entrance Panel

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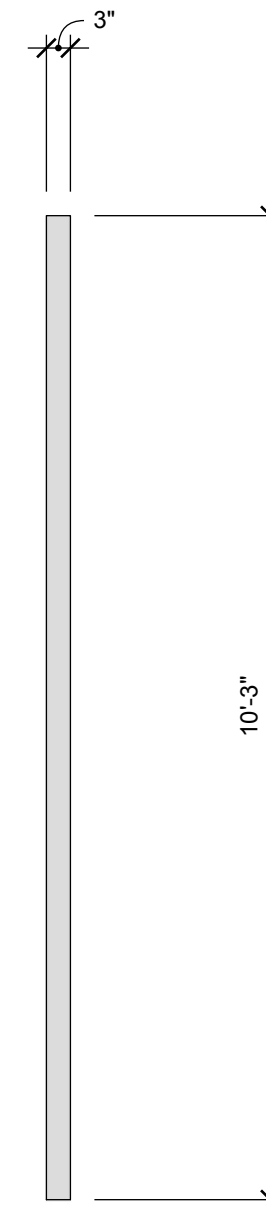
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1 Front Elevation
1/2" = 1'-0" (1:24)



2 Side Elevation
1/2" = 1'-0" (1:24)

DRAWN BY HYUNJI LEE

Drawing List

EX.05.03

2. Middle Main Panel

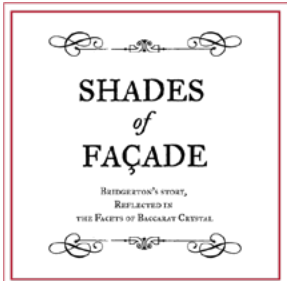
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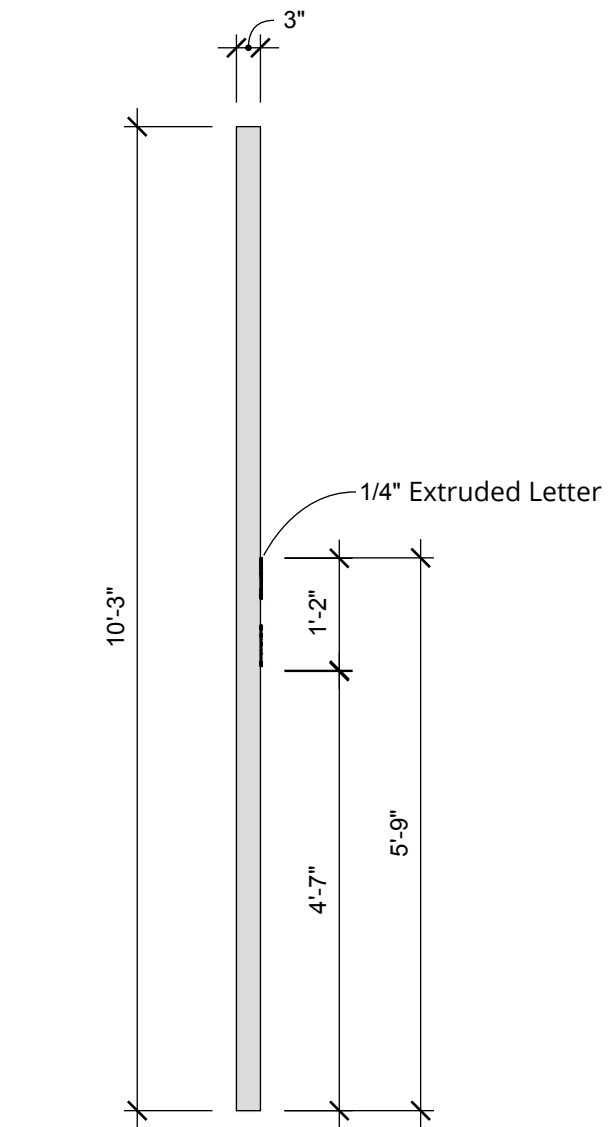
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1 Front Elevation
1/2" = 1'-0" (1:24)



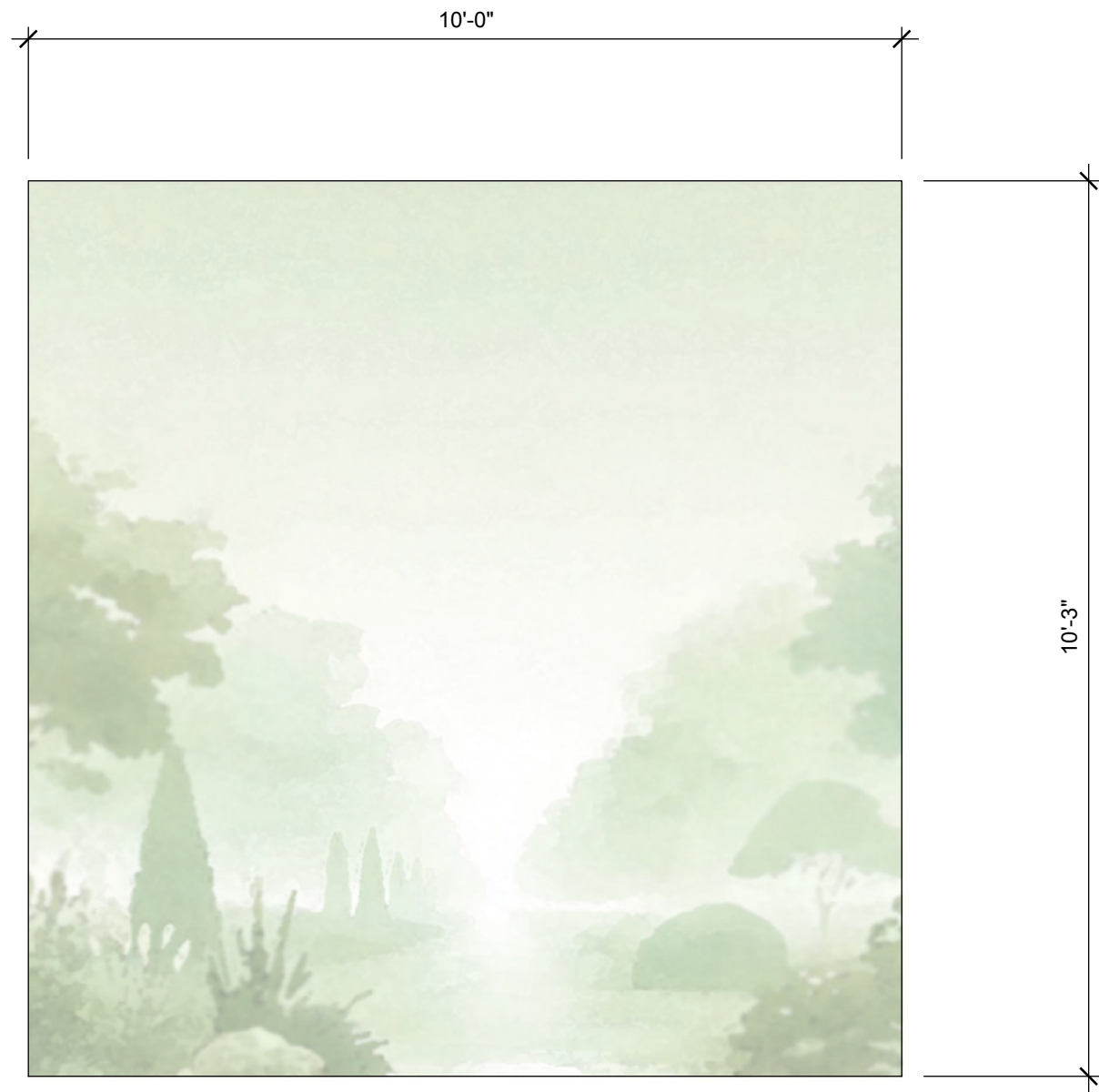
2 Side Elevation
1/2" = 1'-0" (1:24)

DRAWN BY HYUNJI LEE

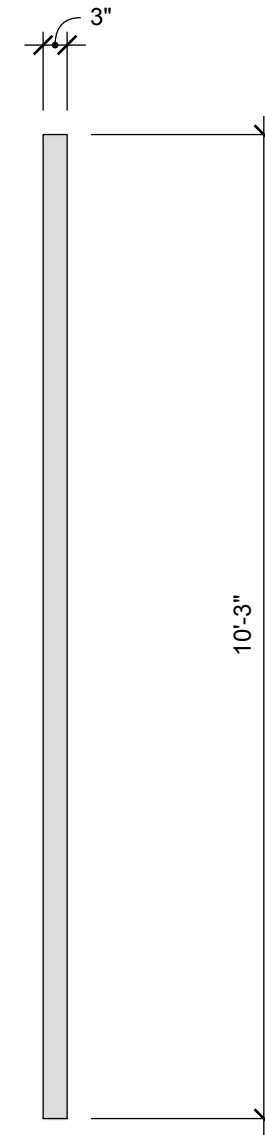
Drawing List

EX.05.04

3. Angled Panel



1 Front Elevation
 1/2" = 1'-0" (1:24)



2 Side Elevation
 1/2" = 1'-0" (1:24)

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Drawing List

EX.05.05

Heritage of Baccarat_3section Graphic Wall



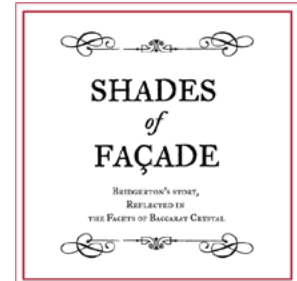
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1

3section Graphic Wall Draft 3d

NTS

DRAWN BY HYUNJI LEE

Drawing List

EX.05.06

1. Entrance Mural

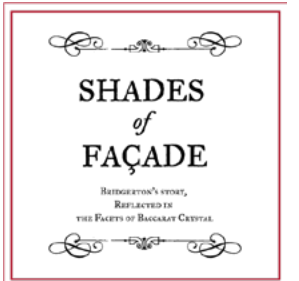
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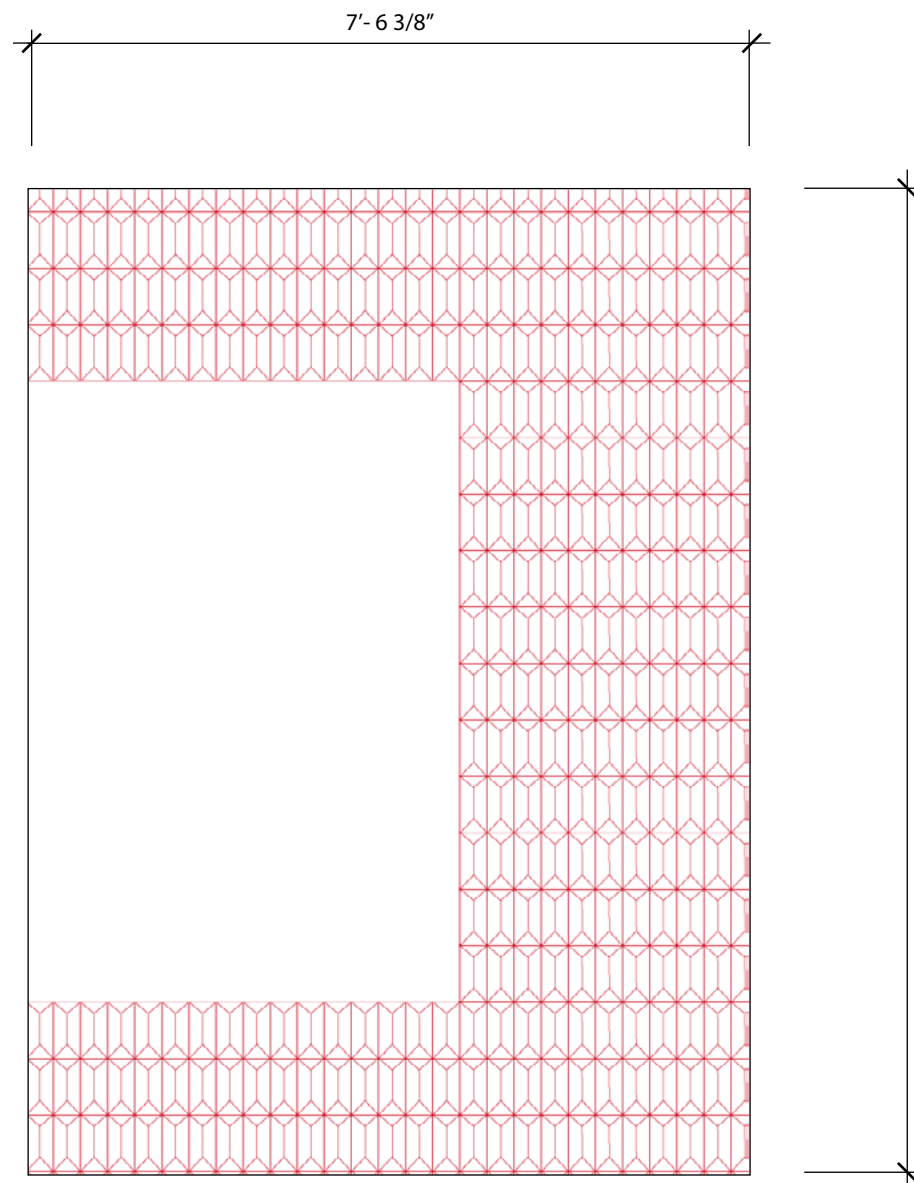
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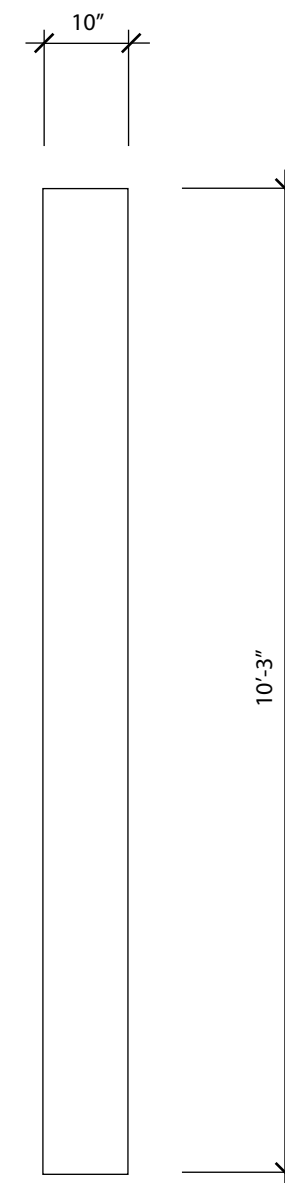
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1 Front Elevation
1/2" = 1'-0" (1:24)



2 Side Elevation
1/2" = 1'-0" (1:24)

DRAWN BY HYUNJI LEE

Drawing List

EX.05.07

2. Timeline Mural

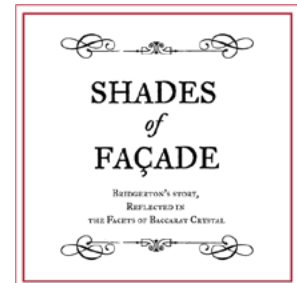
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1 Front Elevation
1/2" = 1'-0" (1:24)

2 Side Elevation
1/2" = 1'-0" (1:24)

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Drawing List

EX.05.08

3. Rouge 540 Mural

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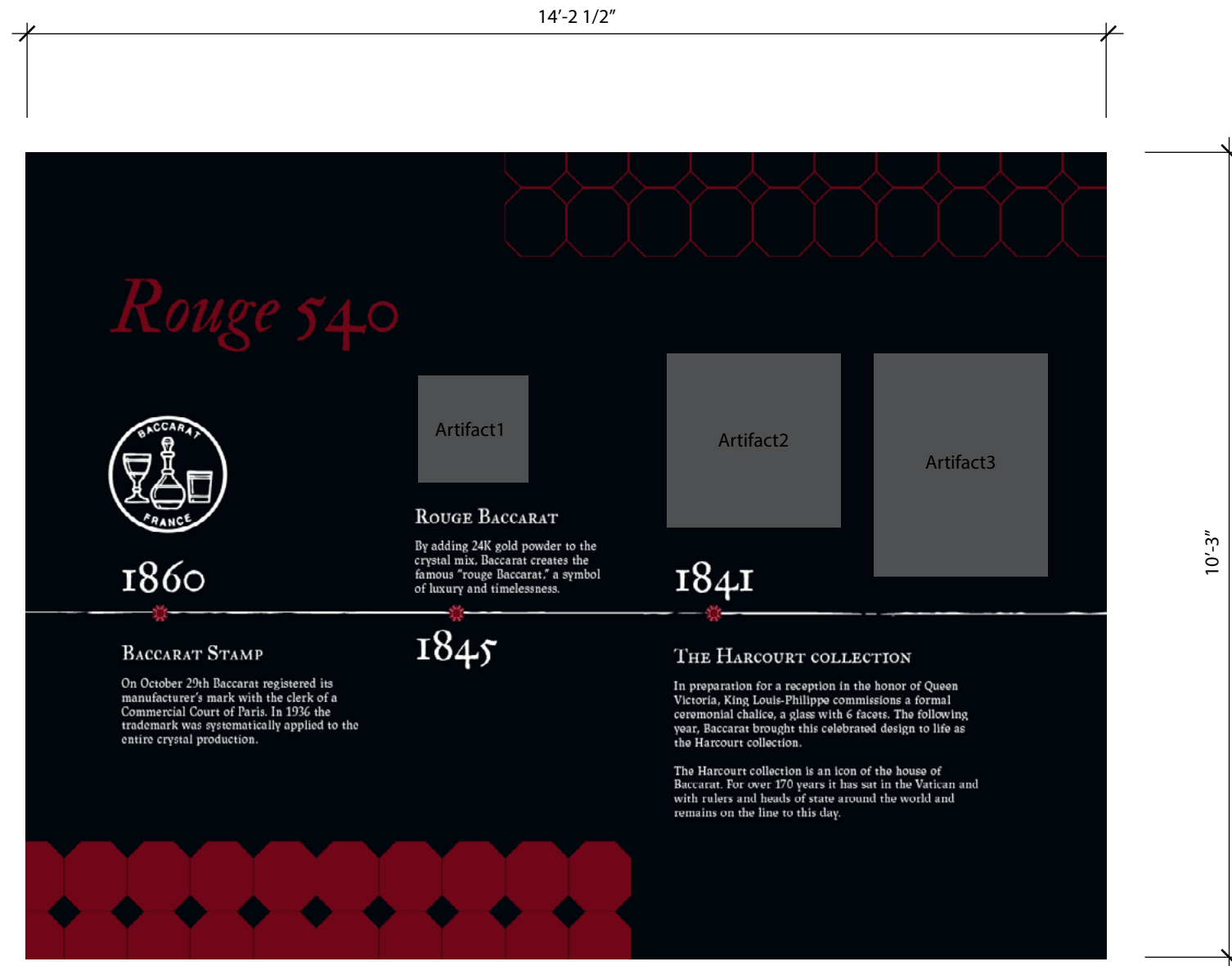
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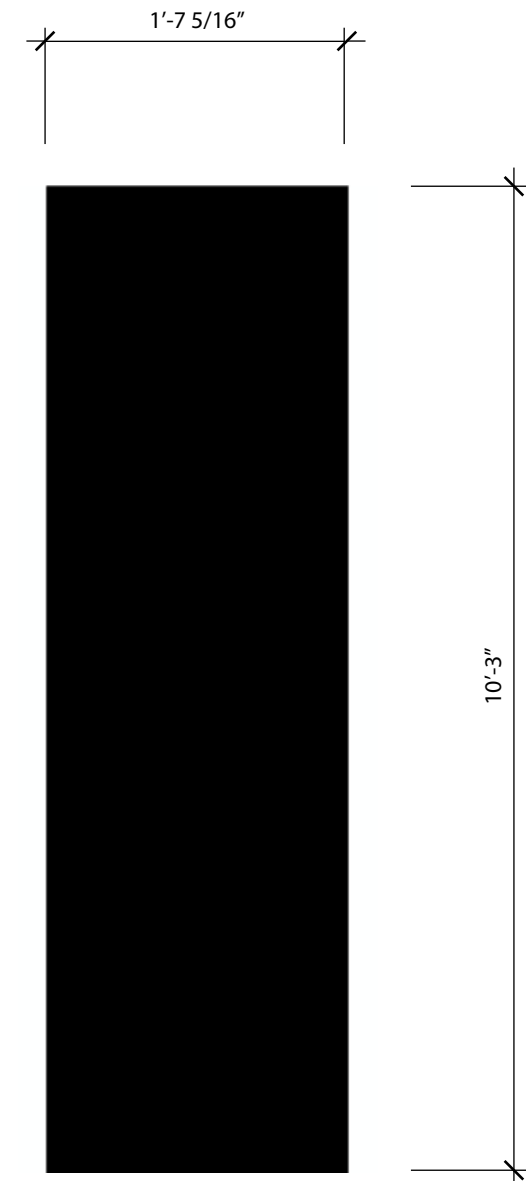
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1 Front Elevation
1/2" = 1'-0" (1:24)



2 Side Elevation
1/2" = 1'-0" (1:24)

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Drawing List

EX.05.09

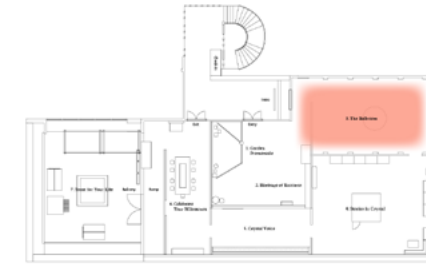
The Ball Room_ Graphic Mural Family_1

HYUNJI LEE

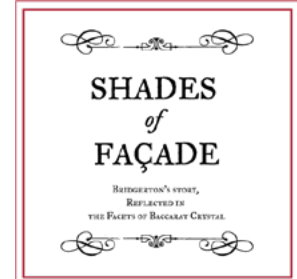
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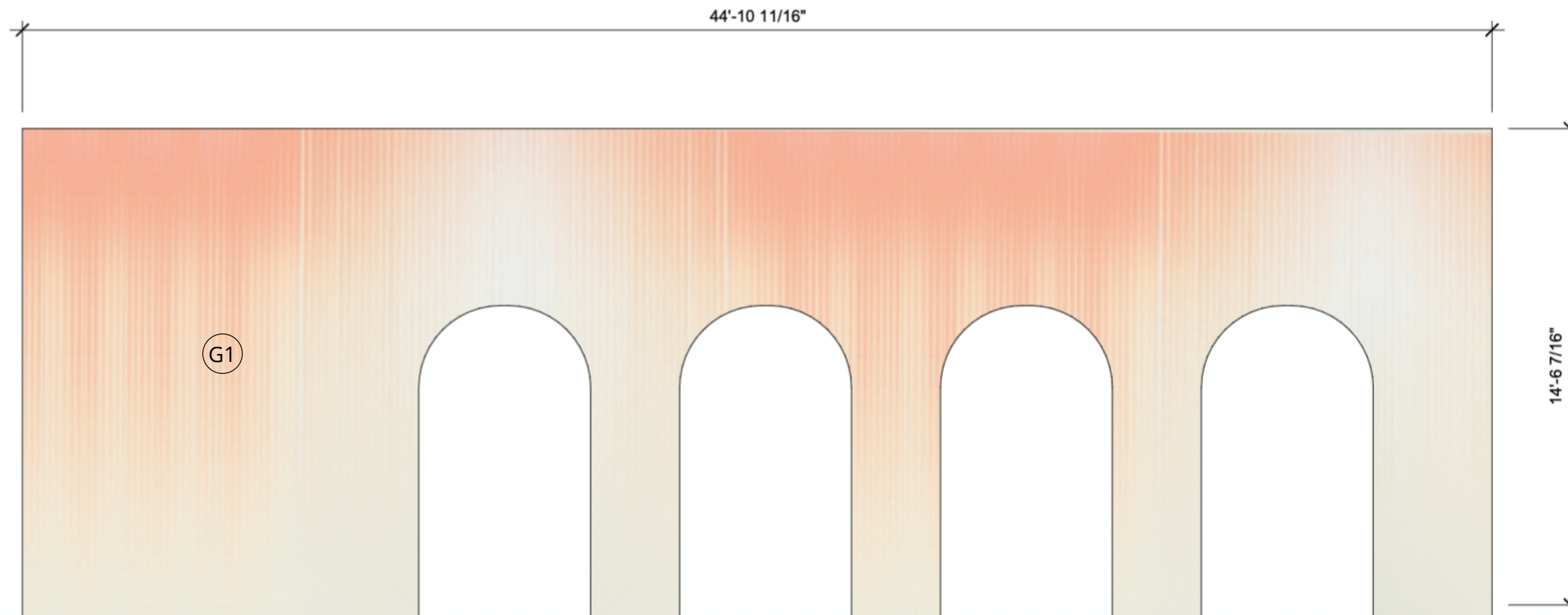
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Drawing List

EX.05.10



1 Mural 1_Front Elevation
1/4" = 1'-0" (1:48)

The Ball Room_ Graphic Mural Family_2-3

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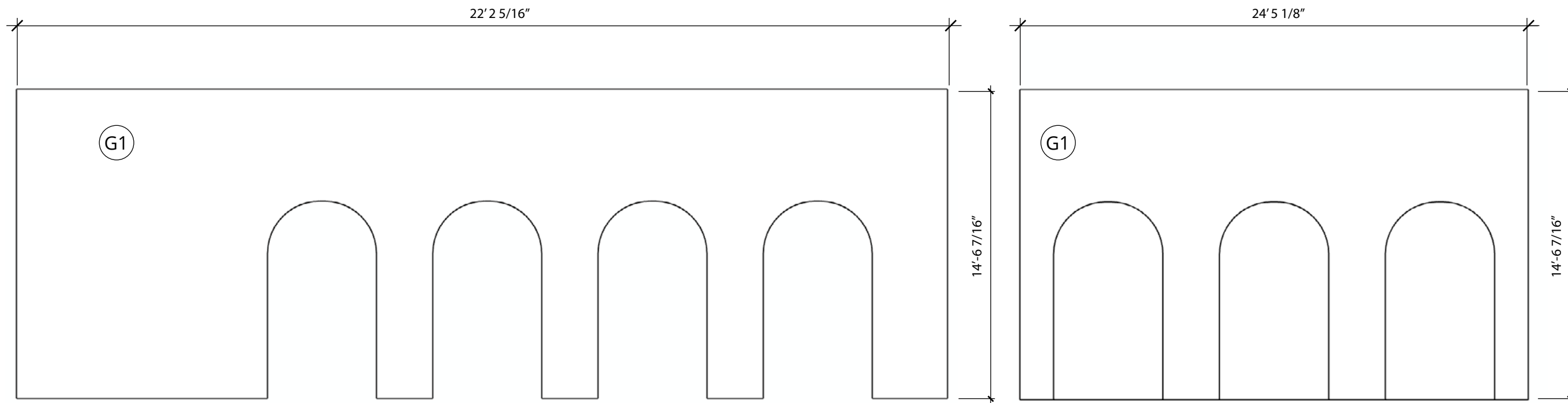
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1 Mural 2_Front Elevation
NTS

2 Mural 3_Front Elevation
NTS

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Drawing List

EX.05.11

The Ball Room_ Digital Table Wall Wrap

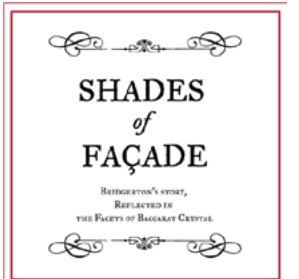
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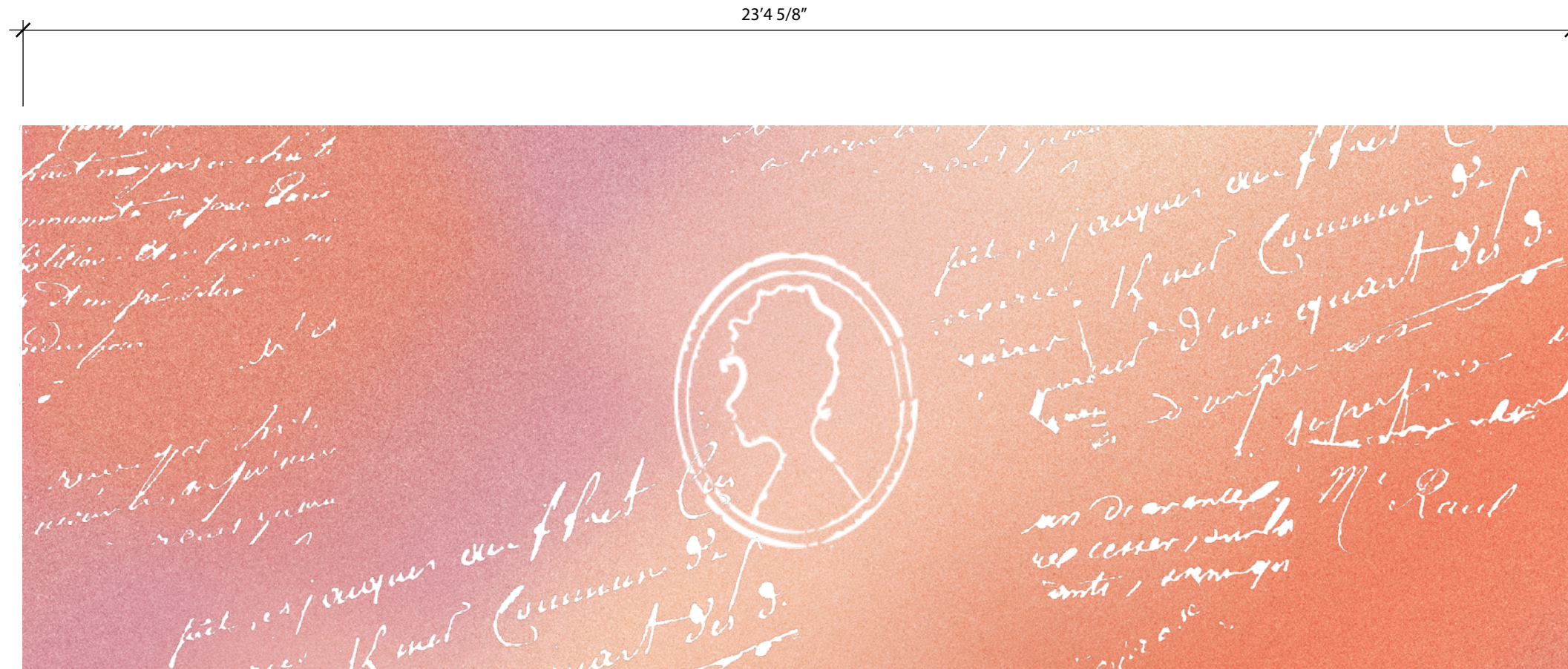
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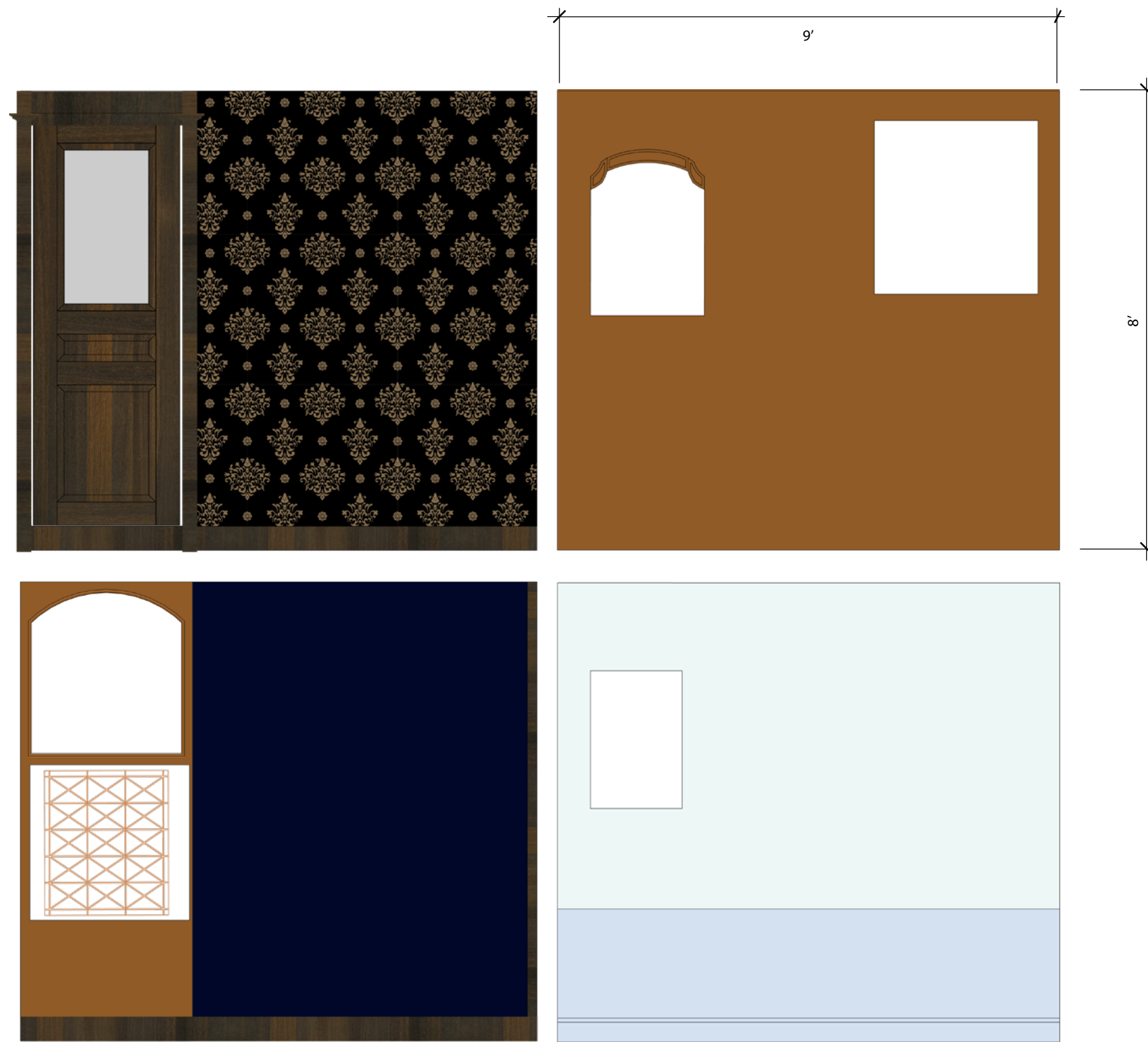
1 Digital Table Wall Wrap
NTS

DRAWN BY HYUNJI LEE

Drawing List

EX.05.12

Stories in crystal - 4walls installation



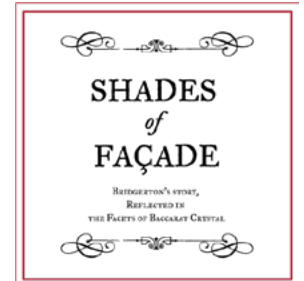
1 4walls Installation
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EX.05.13

Wayfinding Floor Graphic

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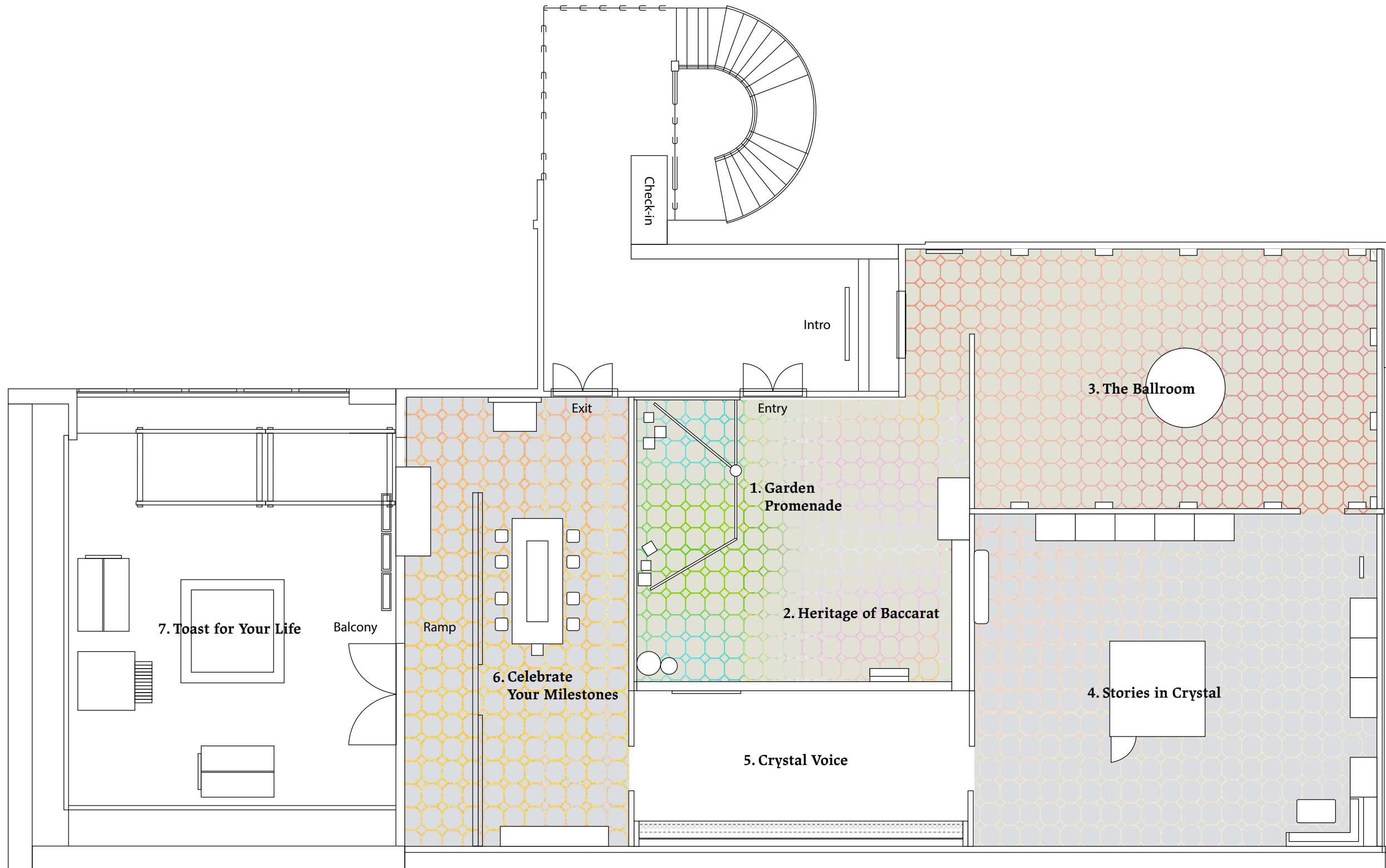
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1 Floor Graphic Plan
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EX.05.14