

PUZZLED?

A Game Room Puzzle Adventure for Kids

100% DESIGN DEVELOPMENT PACKAGE

THESIS CAPSTONE 2024

MA Exhibition and Experience Design

Fashion Institute of Technology

Sakshi Lokhande

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KEY PLAN



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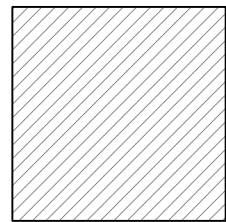
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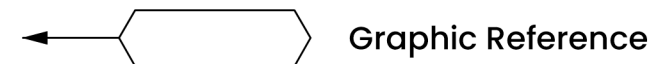
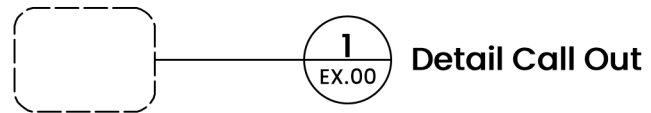
Drawing List

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EX. 002



Drywall



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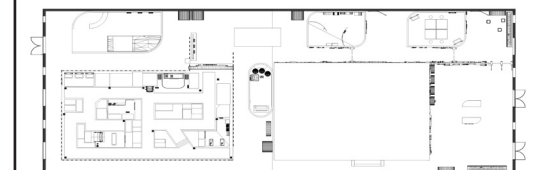
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Symbol List

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EX. 003

A decorative border composed of various colorful geometric shapes, including semi-circles, rectangles, and curved lines, arranged in a wavy pattern around the central text. The colors include teal, orange, yellow, and red.

EX. 100
EXECUTIVE SUMMARY

THESIS STATEMENT

Children's experiences are specially designed with sensory engagement at the forefront. Delving deeper into this theory, this paper helps educators and designers explore the perception of subject matter by children with ADHD through light, sound, touch, smell and color. It also discusses the impact of ADHD on children's acumen and their ability to enjoy the designed experience with a focus on branded environments. Through the above mentioned sensory pathways, this study aims to help designers by providing baseline parameters for an inclusive space that welcomes and encourages all children to be intuitive and enjoy play.

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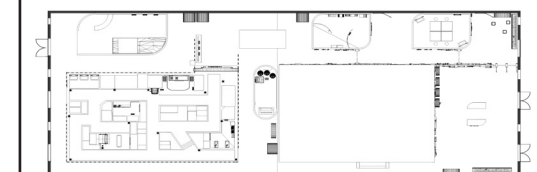
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Thesis Statement

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EX. 101

PROJECT PARAMETERS

SUBJECT

Building inclusive children's spaces for children with ADHD using Puzzles as an interpretive approach

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Hasbro®

SPONSORS

American Montessori Society

CHADD (Children and Adults with Attention-Deficit/Hyperactivity Disorder)

VENUE

St. Ann's Warehouse, Dumbo, Brooklyn

AUDIENCE

Primary: 7 - 10 year old children with ADHD

Secondary: Their facilitators and/or educators

Tertiary: All children and facilitators

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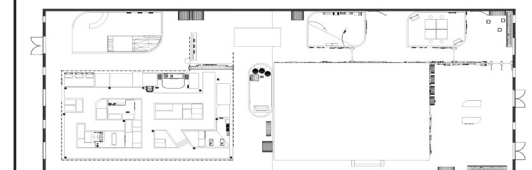
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Project Parameters

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EX. 102

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The leadership of Hasbro shares a deep commitment to creativity, storytelling, integrity and inclusion. Together, they lead Hasbro's employees to create the world's leading toys and games for audiences around the world.

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment.

Hasbro also has a wide range of products and is a global company with interests in broadening their audiences internationally. Their games are highly sensory and can be very useful for children with ADHD by adapting them in a appropriate manner.

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Client Information

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EX. 103

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The Montessori Method of education provides a nurturing, supportive environment for children of all abilities and learning styles. This includes children with disabilities and neurodivergences, including physical disabilities; learning differences in reading, writing, spelling and/or math; ADHD; and autism spectrum disorders. The American Montessori Society leads, empowers, and serves the global community of Montessori educators.

Among their many areas of involvement:

- Standards for Montessori schools
- Teacher education and professional development
- Research
- Scholarships, awards, and grants
- Montessori in the public sector



Mission:

CHADD empowers people affected by ADHD by:

- providing evidence-based information;
- supporting individuals, their families, and professionals who assist them throughout their journeys; and
- advocating for equity, inclusion, and universal rights.

Values:

- Integrity and Mutual Respect
- Accessibility, Diversity, Equity, and Inclusion
- Quality That Earns Customer Satisfaction
- Flexibility and Teamwork
- Growth and Innovation

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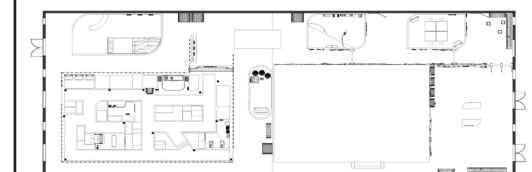
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Sponsor Information

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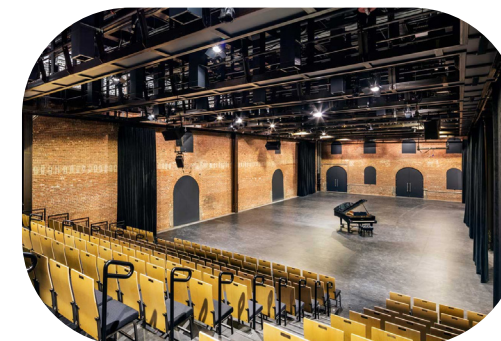
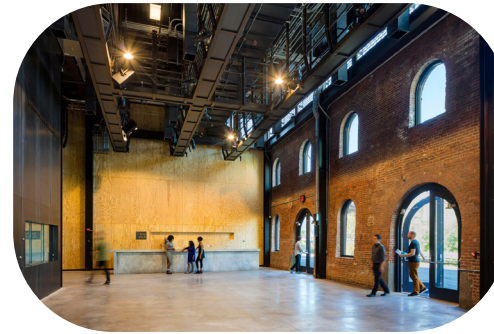
EX. 104

VENUE

Sporting a majestic view of the Brooklyn Bridge, the St. Ann's Warehouse is a multi-purpose 19th-Century tobacco warehouse space that has been transformed into a venue for theatre and community events. It is quickly gaining traction as one of the major live performance spots and event venues. It reserves a prime location on the riverfront of the East River among several popular destinations and prestigious buildings.

The location is an ideal venue for this experience because it has:

- Easy access to Manhattan and tourist spots on the East Riverfront
- Great connectivity by all means of transport
- Family-friendly surroundings with pier, Jane's Carousel, parks and the Dumbo beach
- Flexible floor plan



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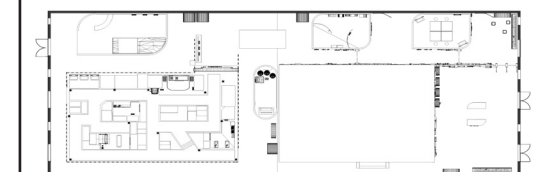
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KEY PLAN



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Venue Details

DRAWING NUMBER:

EX. 105

AUDIENCE



PRIMARY AUDIENCE

7 to 10 year olds children with ADHD
Children with learning disorders



SECONDARY AUDIENCE

Facilitators , parents and guardians
or caretakers of children in primary
audience segment



TERTIARY AUDIENCE

Other 7 to 10 year old neurotypical
children and their facilitators

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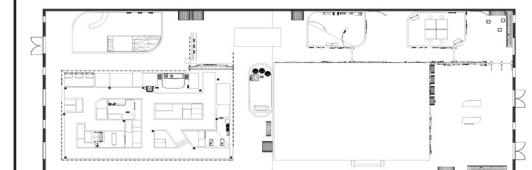
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DRAWING TITLE:

Audience Information

DRAWING NUMBER:

EX. 106

PROJECT INTRODUCTION

Experiences designed for children are highly sensory and employ the use of multiple stimuli to engage children. These experiences cater fairly well to the neurotypical children but often fail to provide the scaffolding required by neurodivergent children to enjoy these experiences at par with others. Through this project, the goal is to provide parameters to design branded experiences that are inclusive of the needs of neurodivergent individuals without hampering the quality or the intuitivity of the experience.

EXHIBITION INTRODUCTION

Designed for the children's game & toy brand, Hasbro, and sponsored by the American Montessori society and CHADD, this experience uses puzzles to engage children in focus oriented activities that mimic real life situations and games in a branded environment. Through careful programming and facilitation, these puzzle room spaces employ the idea of escape rooms and encourage problem solving, decision-making and quick thinking while encouraging intuitive play. Employing the use of a facilitation guide, this experience encourages and guides facilitators to use positive reinforcement to improve focus and prevent deviations from tasks.

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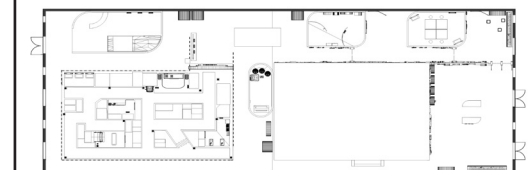
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DRAWING TITLE:

Project and Exhibition
Introduction

DRAWING NUMBER:

EX. 107

INTERPRETIVE APPROACH

Using clues and puzzles, children will complete activities within the puzzle rooms through a facilitated approach with an option to deviate from the expected course into a comfort room for individual play or respite. With plenty of opportunities for role play, children will experience real life situations and scope for learning presented as play and puzzles.

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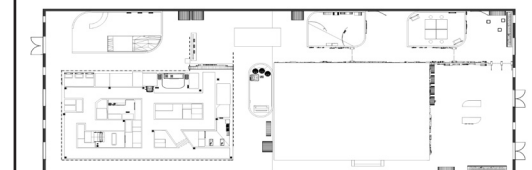
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DRAWING TITLE:
Interpretive Approach

DRAWING NUMBER:
EX. 108

EXHIBITION GOALS

PROJECT GOALS

The exhibition will...

- Encourage children to be intuitive during play
- Help create baseline parameters for the design of branded spaces that are sensitive to the needs of neurodiverse children
- Create social engagement for children irrespective of their neurological capabilities
- Educate visitors about focus strategies
- Create a comfortable environment for children with ADHD to play and have a pleasant experience

EDUCATION GOALS

Visitors will learn...

- To engage in logical and cognitive development play
- Puzzle solving
- Different and safe ways to engage their children (with and without an ADHD diagnosis) in intuitive play
- Quick and critical thinking
- To transition between activities
- Improve focus and multi-tasking ability
- Collaboration and decision making

EXPERIENCE GOALS

Visitors will experience...

- Play and engagement
- Their needs being catered for
- A colorful and welcoming space
- Independence and self assertion
- Focus building puzzles and fun
- Immersive group and solo play
- Memory based puzzles
- Spatial puzzle

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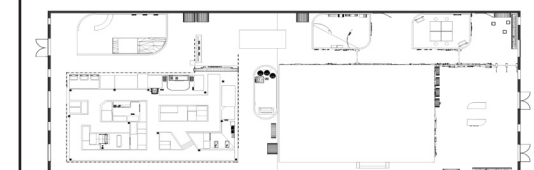
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Exhibition Goals

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EX. 109

CONCEPT DIAGRAM



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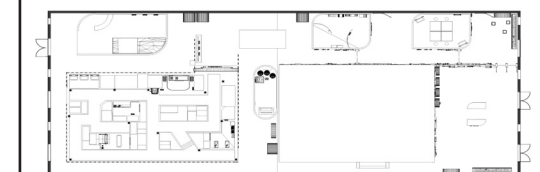
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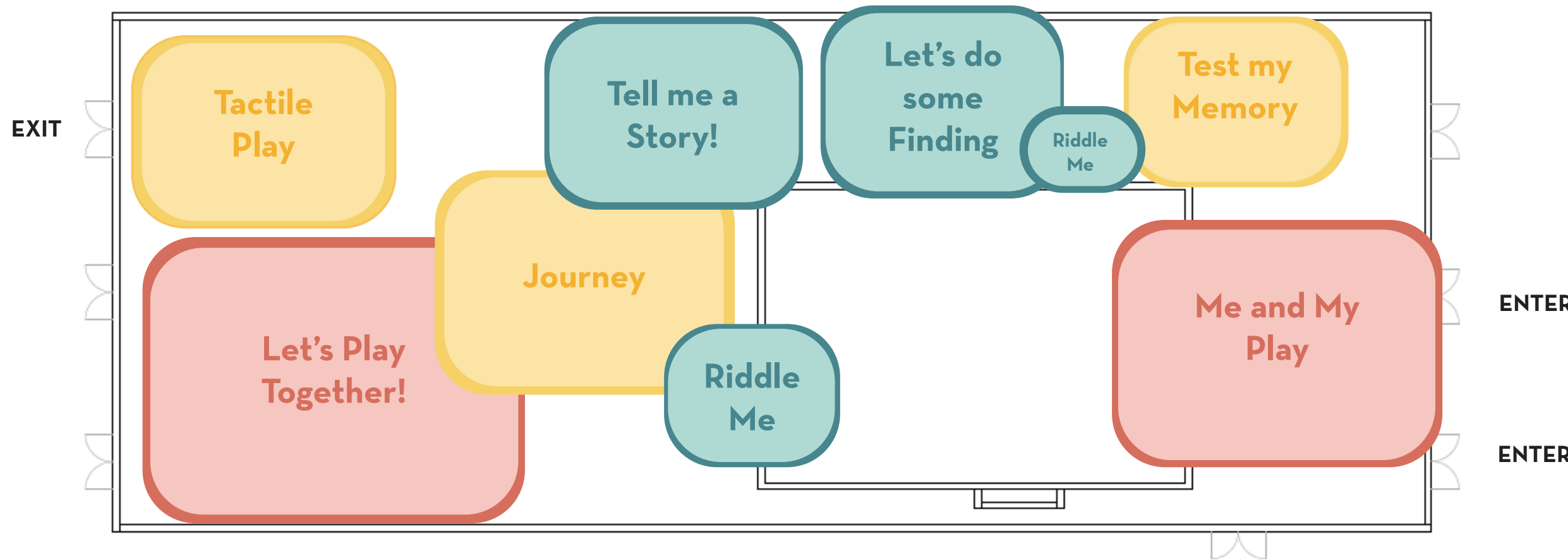
DRAWING TITLE:

Concept Bubble
Diagram

DRAWING NUMBER:

EX. 110

BUBBLE FLOOR PLAN



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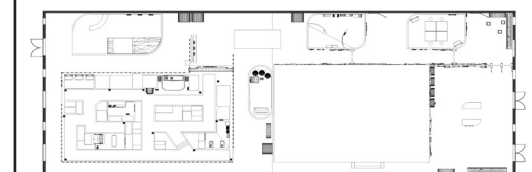
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KEY PLAN



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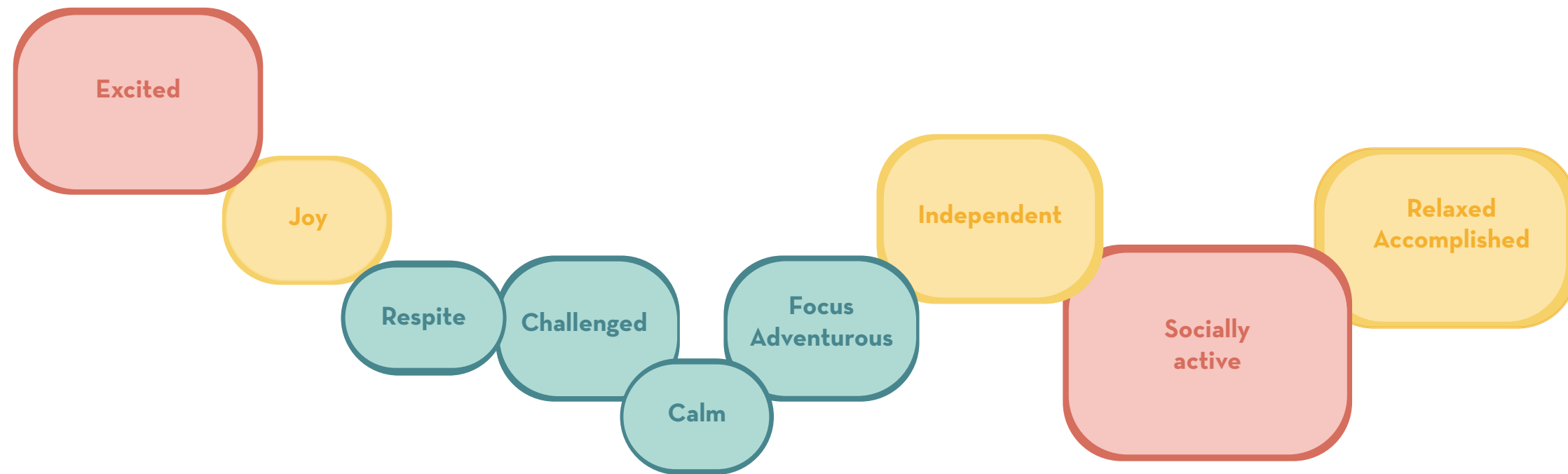
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DRAWING TITLE:
Bubble Floor Plan

DRAWING NUMBER:
EX. 111

EMOTION JOURNEY



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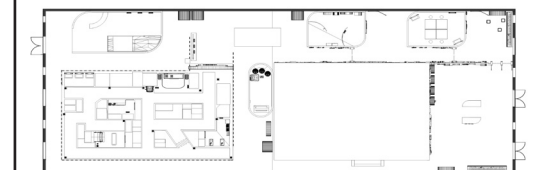
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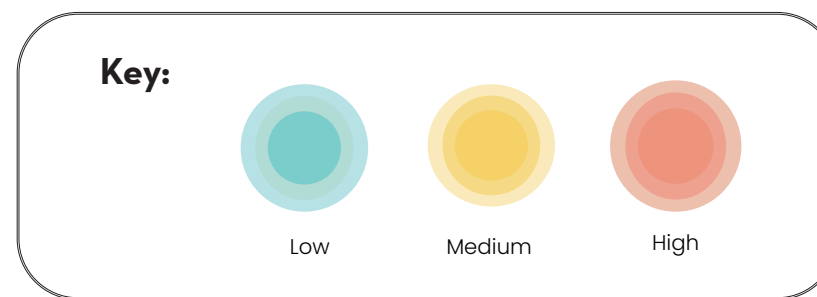
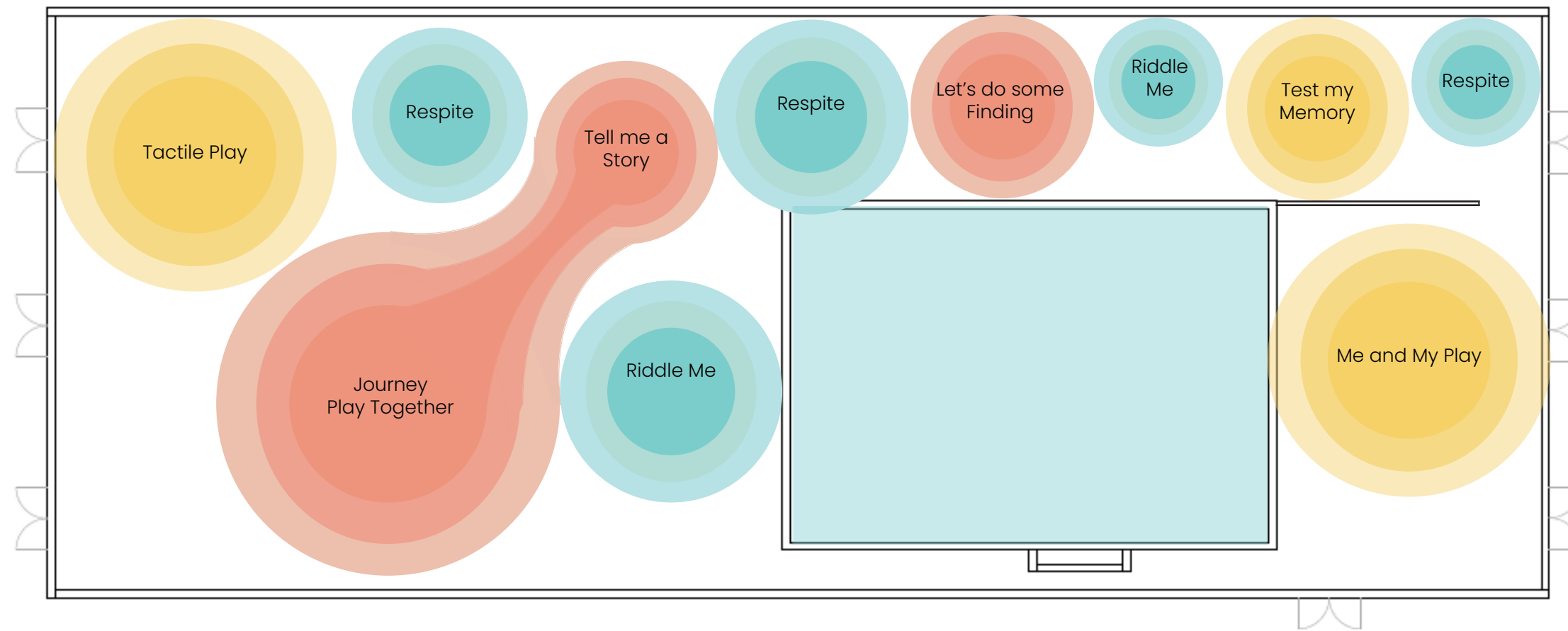
SCALE:

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DRAWING TITLE:
Audience Emotion
Journey

DRAWING NUMBER:
EX. 112

EXHIBITION INTENSITY MAP



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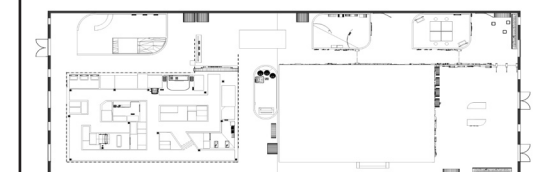
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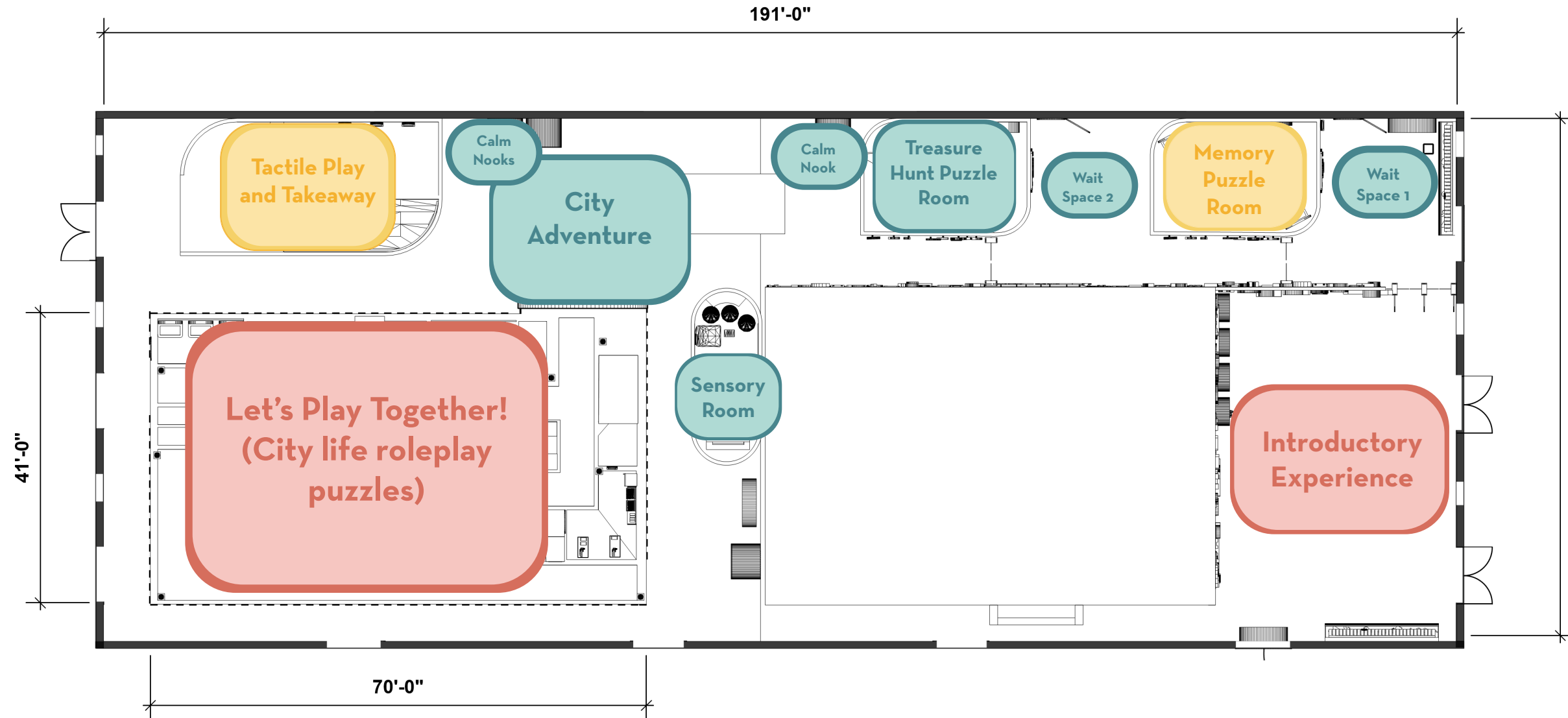
SCALE:

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DRAWING TITLE:
Activity Intensity Map

DRAWING NUMBER:
EX. 113

SIMPLIFIED FLOOR PLAN



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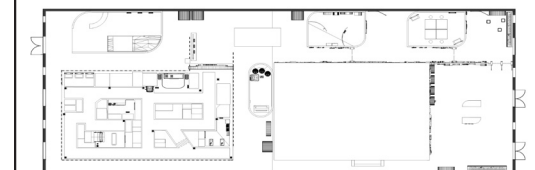
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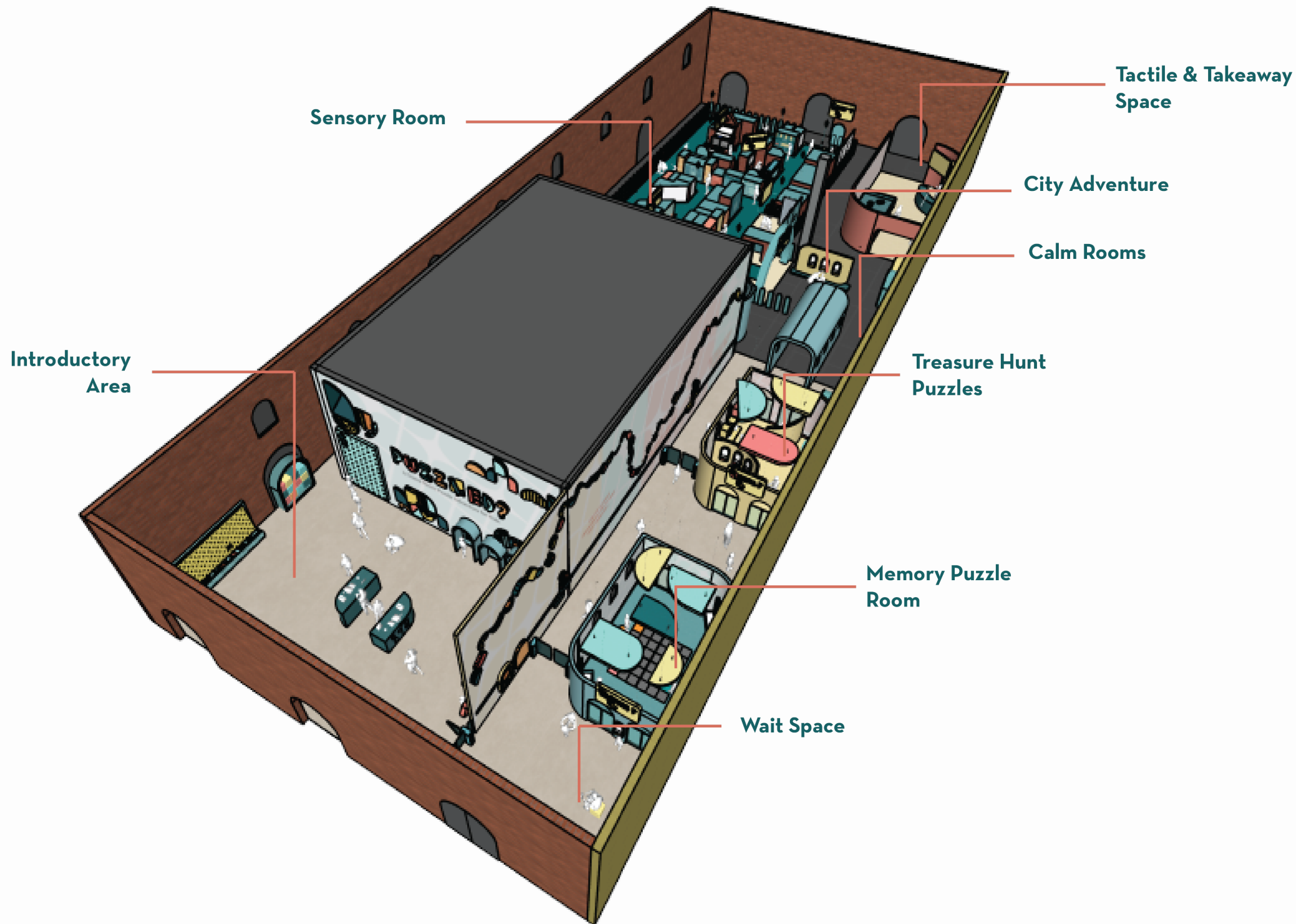
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EX. 200
EXHIBITION RENDERS



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45 Water Street, Dumbo
Brooklyn, NY- 11201

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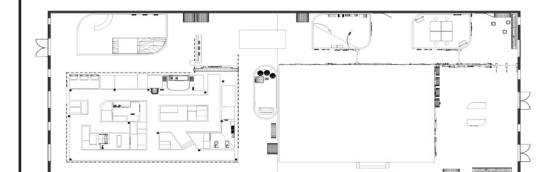
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KEY PLAN



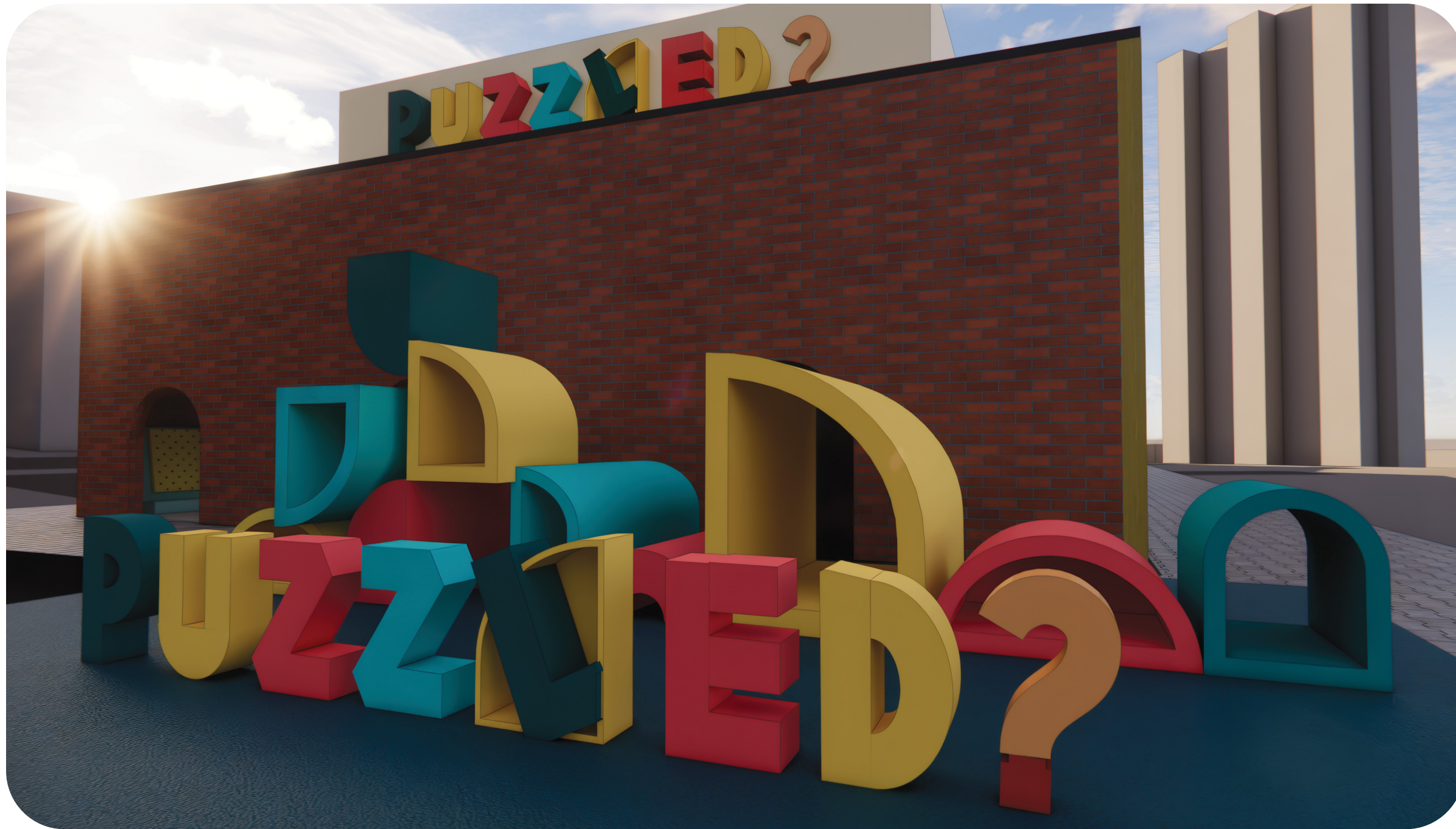
DRAWN BY: Sakshi Lokhande

SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Exhibition Axonometric
View

DRAWING NUMBER:
EX. 201



The entrance of the venue will have an exterior play space with a rubber matting base for safety and a scalable structure that aligns with the visual language of the exhibit space reflected on the outside of the red brick warehouse structure.



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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Exterior Activation

DRAWING NUMBER:
EX. 202



The visitors will enter the venue and interact with the reception table with docents who hand out comfort kits, facilitation guides, custom calming essential oil scents and more. The docents will then guide visitors to the entrance kiosks where the kids can create a profile and get their custom RFID bands. The large wall also has a code, the key to which will be handed out by the docents.

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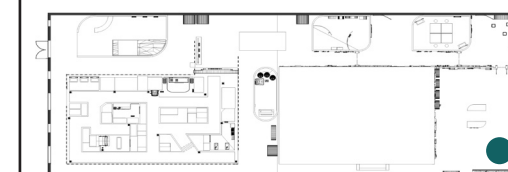
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Introductory Area

DRAWING NUMBER:
EX. 203



Kids will then use the RFID bracelets to access the space and follow the 'adventure path' to the next activity space.

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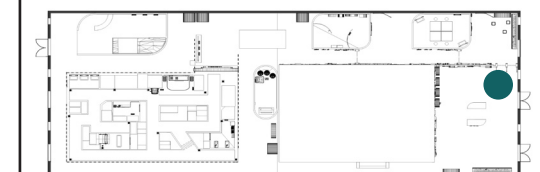
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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Entrance to Puzzle Adventure

DRAWING NUMBER:

EX. 204



The first wait space has a busyboard peg wall and colorful seating blocks where kids can access their comfort kits and other materials, taking time to learn about the space as they wait for their turn to enter the Memory puzzle room.



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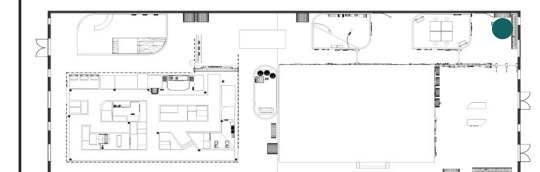
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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Wait Space 1

DRAWING NUMBER:

EX. 205



The large wall mural has the adventure and comfort paths on it and the floor has the escape path which guides the visitors through the exhibit to the exit. The large wall mural is tactile and has child safe materials. This also spans the first two rooms and serves as a wayfinding system. The entrance of the memory puzzle room has kiosks for kids to 'check-into' the space and customize their experience into their chosen colors.



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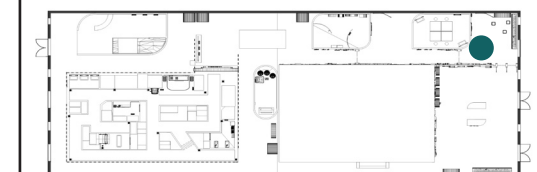
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KEY PLAN



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SCALE:

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DRAWING TITLE:

Mural Wall and Corridor

DRAWING NUMBER:

EX. 206



The outside of these puzzle rooms that face the corridor have fun fidget shapes that rotate, allowing the children to have a tactile delight while waiting for their turns in queues. These shapes are mineral painted and child safe with enough grip space on the back.

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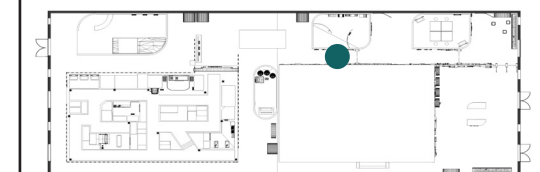
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Exterior Wall Fidgets

DRAWING NUMBER:
EX. 207



The Memory room has two types of puzzles- the first one is the memory simon tiles inspired by the Hasbro simon which lights up and the users have to remember the pattern it lit up in and repeat that until they mis-step and the game ends. The other game is more individual and is inspired by the memory flip cards where the user has to match the pairs by remembering which tile is placed at what spot. This experience is phygital with actual rotating tiles but digital screens that allow theme customization.



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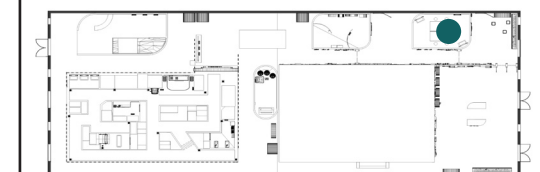
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KEY PLAN



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SCALE:

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DRAWING TITLE:
Memory Puzzle Room

DRAWING NUMBER:
EX. 208



The wait space 2 has a projection mapped floor which has a jigsaw on it and can be solved by using ones' body to move the pieces. The docents will have control over the number of pieces of the jigsaw and the theme, allowing for a higher capacity of players.

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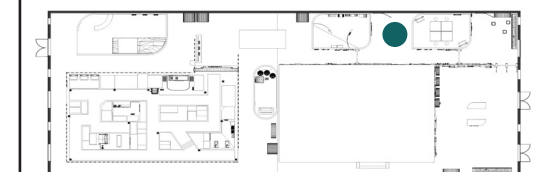
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KEY PLAN



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SCALE:

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DRAWING TITLE:

Wait Space 2

DRAWING NUMBER:

EX. 209



The treasure hunt experience begins by the users picking an object to find. Once they have selected an object, a clue will be printed out and the hunt then begins. Based on the age level, the levels will be adjusted ensuring that it is engaging for all ages. Upon finding the object, users will scan the code on it and drop the objects in the bin, gaining points for their discovery.

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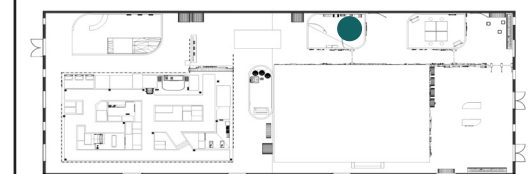
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KEY PLAN



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DRAWING TITLE:
Treasure Hunt Room

DRAWING NUMBER:
EX. 210



The sensory room is a multi user space with elements such as adjustable lighting, books, individual puzzles, board games and relaxing seating. The projection mapped screen has a small jigsaw which when solved, plays a video from the image on the jigsaw of the natural environment chosen by the users integrated with natural white noise audio.

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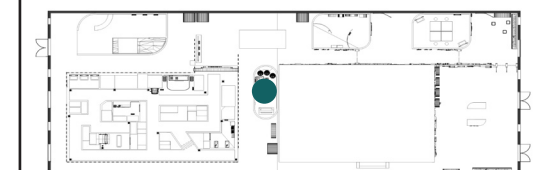
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KEY PLAN



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SCALE:

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DRAWING TITLE:

Sensory room

DRAWING NUMBER:

EX. 211



The city space is a small, kids version of a city with schools, cafes, stores and allows an opportunity for real life puzzling situations to come into play. Upon checking in at the entry kiosk, the users will get a list of activities as challenges that they can complete in this space. This list comes with a map of the city because maps are puzzles and reading them correctly is a puzzling task.

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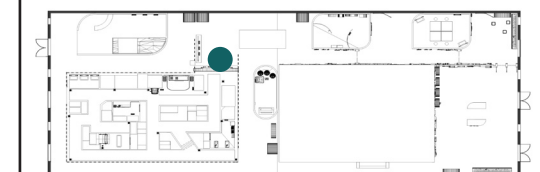
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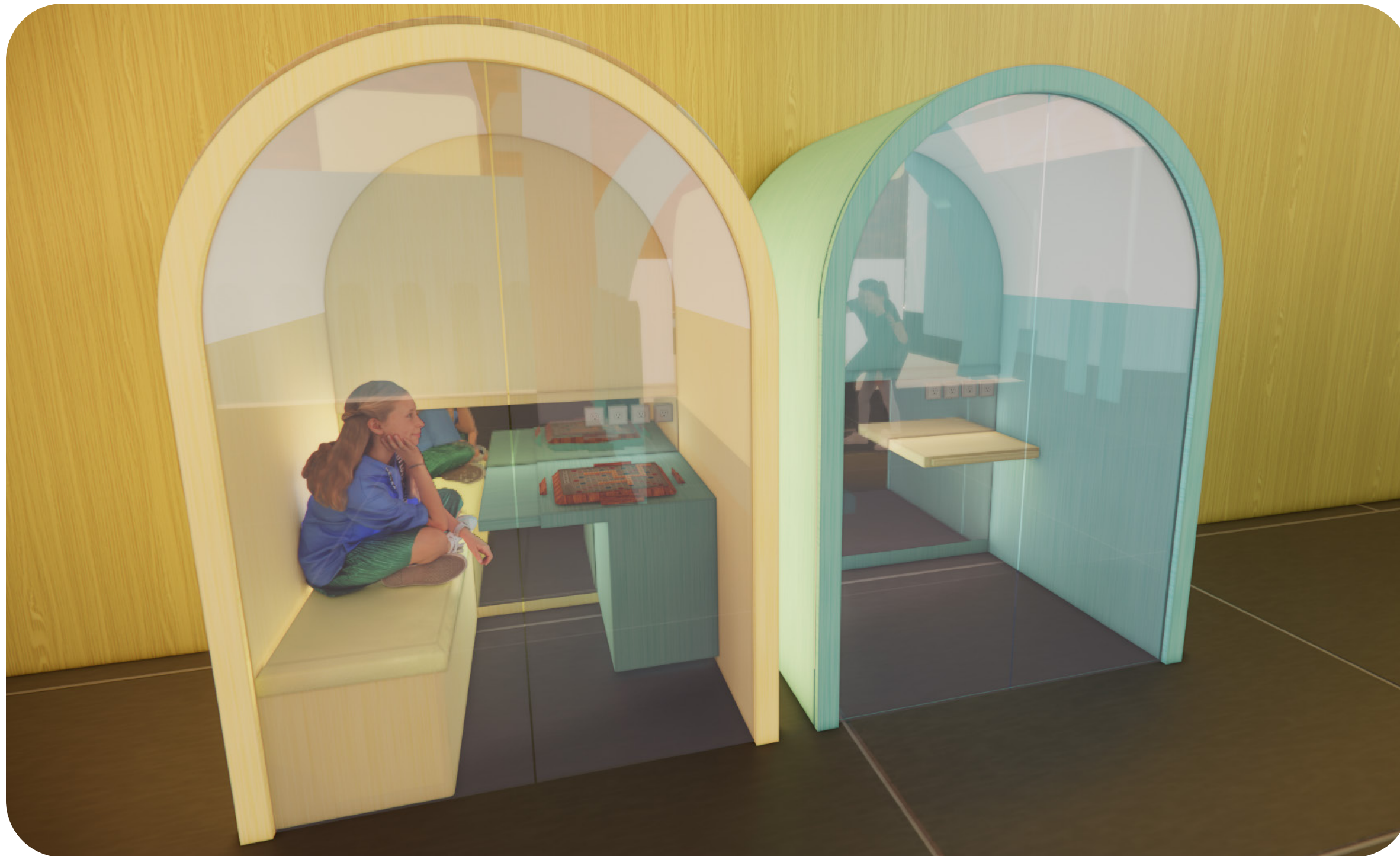
DATE: 12 / 13 / 2024

DRAWING TITLE:

City Adventure
Entrance

DRAWING NUMBER:

EX. 212



The calm nooks at the beginning of the city adventure are sound isolated spaces with adjustable lighting and vibrating seats. This space has a video screen and board games for individual use or for facilitator intervention.



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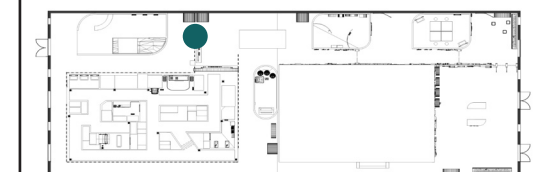
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Calm Nooks

DRAWING NUMBER:

EX. 213



The grocery store highlights that grocery shopping requires focus and sticking to a list is difficult. This activity includes a grocery bingo list that users can cross off on and has fake coins that help understand monetary transactions through a self-checkout counter.

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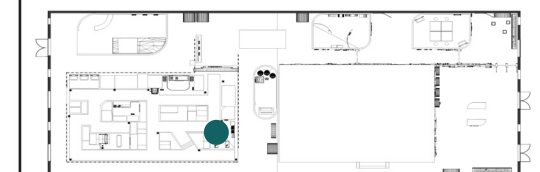
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KEY PLAN



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SCALE:

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DRAWING TITLE:
Grocery Store Puzzle

DRAWING NUMBER:
EX. 214



The fire station activity establishes the existence of puzzles in every part of life- such as city maps and locating landmarks. Upon tapping the RFID band on the side of the table, a jigsaw puzzle will pop up. The goal is to solve the puzzle as soon as possible and find the location of the fire in the city. This can be an individual or multi-player activity and the number of pieces in the jigsaw are altered based on the number of players.



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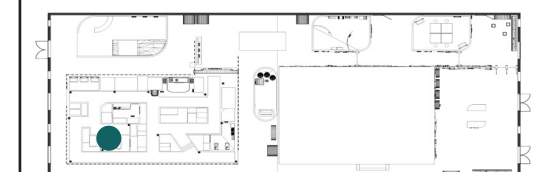
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DRAWING TITLE:

Fire Station Puzzle

DRAWING NUMBER:

EX. 215



The restaurant activity revolves around math puzzles- mainly fractions and how they are a part of everyday life. The kiosk is a self-order forum and prints out an order slip upon RFID recognition. This order form has a fraction order that kids can have fun with by marking clay pizzas, pies, cakes or using a digital screen for the same

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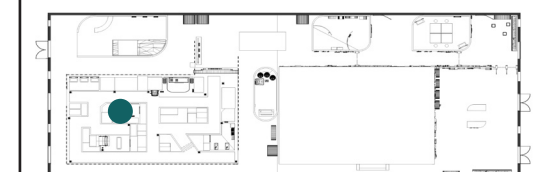
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KEY PLAN



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DATE: 12 / 13 / 2024

DRAWING TITLE:
Restaurant Fractions

DRAWING NUMBER:
EX. 216



The police station detective activity is inspired by Hasbro's game called "Guess Who?" which gives clues for the users to be able to find the person in question. By putting up a suspect board and integrating a digital system of the game, this activity translates the Hasbro game into a find the culprit game.

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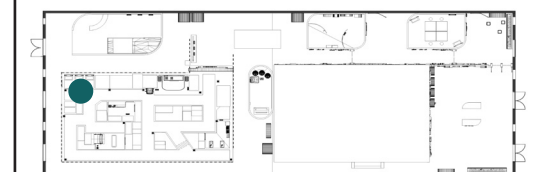
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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Police Station Puzzle

DRAWING NUMBER:
EX. 217



The Hospital activity has a word puzzle and a montessori intervention that allows kids to learn about organs and organ systems. Upon engaging with the RFID kiosk, the visitors get a word puzzle appropriate for their age group. Once they solve it, they will find certain organs in the puzzle that they can find on the table and fit into the correct spot on a montessori board shaped a human body with slots for organs and parts.

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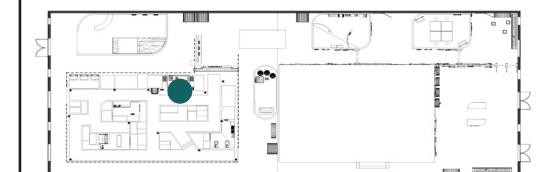
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Hospital Puzzles

DRAWING NUMBER:
EX. 218



The city space has a lot of shops, markets and stores that create a small maze, allowing children to experience a sense of discovery when they stumble upon an activity area or choose to simply enjoy figuring out the mapping of the space.

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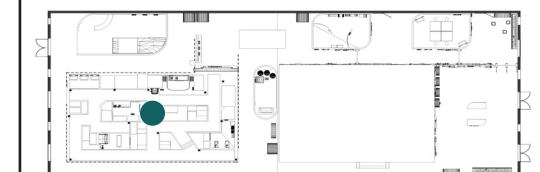
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SCALE:

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DRAWING TITLE:

City Space

DRAWING NUMBER:

EX. 219



The takeaway space has a tactile kinetic sand pit and zen garden features for tactile play and engagement. The arcade kiosks on the side have a final RFID slot where kids can find out their points, gained by solving or attempting puzzles and the machine will then print out coupons that can be exchanged for a gift at the checkout counter or be redeemed at the Hasbro store through a gift card. This is also the space to return headphones and any extra assets that are handed out on demand at the entrance counter.

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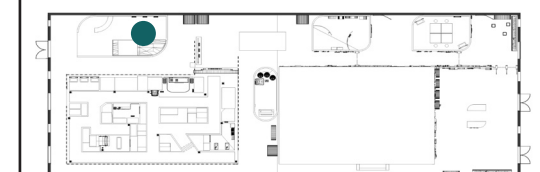
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KEY PLAN



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SCALE:

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DRAWING TITLE:
Tactile Takeaway Space

DRAWING NUMBER:
EX. 220

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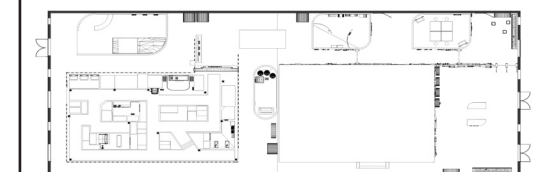
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DRAWING TITLE:
Area Overviews

DRAWING NUMBER:
EX. 221

 **Ready for a treasure hunt ?**

 **Up for a City Adventure ?**


 **TAKE AWAY**

 **How quick is your Memory ?**

 **Ready to be a Detective ?**

 **Can you help the Patients ?**

 **Ready to ring up Groceries ?**

 **Do you know your Fractions ?**

 **Can you locate the Fire for us ?**



EX. 300
SCHEDULES AND LISTS

GRAPHIC TYPE LIST

A	Powder Coated Aluminum with dye-sublimation on aluminum by ALTO®
B	2" Mineral Painted Acrylic
C	6" Bamboo perforated acoustic panel with clear laminate
D	Direct printed acrylic
E	Painted Mural Graphic
F	1" Clear Acrylic
G	1.5" Mineral Painted bamboo wood
H	Direct silicone ink print on recycled rubber
I	6" acrylic panel

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A Game Room Puzzle Adventure for Kids

ST. ANN'S WAREHOUSE

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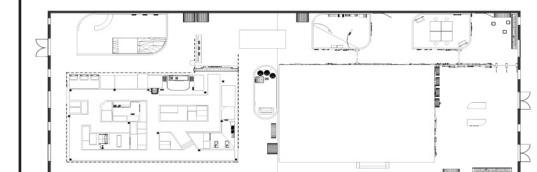
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
 Graphic Type List

DRAWING NUMBER:
 EX. 301

GRAPHIC SCHEDULE

EXTERIOR AREA (00)	SIGN TYPE	DESCRIPTION
00A.01.GR01	A	Flat welcome graphic

INTRODUCTORY AREA (01)	SIGN TYPE	DESCRIPTION
01A.01.GR01	E	Flat welcome graphic mural
01A.01.GR02	B	Raised shapes following the language of the space
01A.01.GR03	C	Painted perforated bamboo panel with graphic inserts
01A.01.GR04	B	Exhibit elements inserted within perforated wall
01A.02.GR01	E	Flat painted wall mural
01A.02.GR02	B	3D acrylic shapes

WAIT AREA (02)	SIGN TYPE	DESCRIPTION
02A.01.GR01	C	Mineral painted perforated bamboo
02A.01.GR02	B	3D acrylic shapes
02A.02.GR01	I	Info panel
02A.02.GR02	B	Info panel 3D shapes

CORRIDOR (03)	SIGN TYPE	DESCRIPTION
03A.01.GR01	A, B & F	Info Panel
03A.01.GR02	E	Flat Painted Wall Mural
03A.01.GR03	B	3D acrylic shapes
03A.01.GR04	G	Comfort Path
03A.01.GR05	A & B	Directional Signage
03A.02.GR01	B	3D acrylic shapes- Wall Fidgets
03A.03.GR01	B	3D acrylic shapes- Wall Fidgets

MEMORY ROOM (04)	SIGN TYPE	DESCRIPTION
04A.01.GR01	I	Area Identification Panel
04A.01.GR02	B	3D Type
04A.02.GR01	E	Painted Wall Mural
04A.02.GR02	E	Painted Wall Mural

WAIT AREA (05)	SIGN TYPE	DESCRIPTION
05A.01.GR01	I	Info Panel
05A.01.GR02	B	3D acrylic shapes and type

TREASURE HUNT (06)	SIGN TYPE	DESCRIPTION
06A.01.GR01	I	Area Identification Panel
06A.01.GR02	B	3D Type
06A.02.GR01	E	Painted Wall Mural
06A.03.GR01	D	Info panel
06A.04.GR01	E	Painted Wall Mural

SENSORY ROOM (07)	SIGN TYPE	DESCRIPTION
07A.01.GR01	E	Painted Wall Mural

CITY ADVENTURE (08)	SIGN TYPE	DESCRIPTION
08A.01.GR01	E	Painted Wall Mural
08A.02.GR01	I	Area Identification Panel
08A.02.GR02	B	3D Type

GROCERY STORE (09)	SIGN TYPE	DESCRIPTION
09A.01.GR01	D	Info Panel
09A.02.GR01	I	Area Identification Panel
09A.02.GR02	B	3D Type

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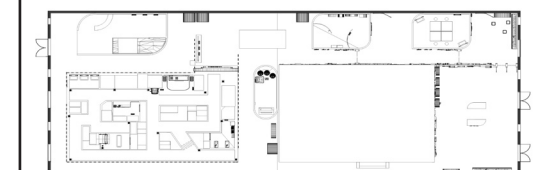
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Graphic Schedule

DRAWING NUMBER:

EX. 302

GRAPHIC SCHEDULE Contd.

RESTAURANT (11)	SIGN TYPE	DESCRIPTION
11A.01.GR01	D	Info Panel
11A.02.GR01	I	Area Identification Panel
11A.02.GR02	B	3D Type
11A.03.GR01	D	Info Panel

POLICE STATION (12)	SIGN TYPE	DESCRIPTION
12A.01.GR01	E	Painted Wall Mural
12A.02.GR01	D	Info Panel
12A.03.GR01	I	Area Identification Panel
12A.03.GR02	B	3D Type

HOSPITAL (13)	SIGN TYPE	DESCRIPTION
13A.01.GR01	A	Info Panel
13A.02.GR01	I	Area Identification Panel
13A.02.GR02	B	3D Type

TAKEAWAY (15)	SIGN TYPE	DESCRIPTION
15A.01.GR01	E	Painted Wall Mural
15A.02.GR01	I	Area Identification Panel
15A.02.GR02	B	3D Type
15A.03.GR01	A	Exit Graphic

THE CITY (14)	SIGN TYPE	DESCRIPTION
14A.01.GR01	A	Graphic Facades for Buildings
14A.01.GR02	A	Graphic Facades for Buildings
14A.01.GR03	A	Graphic Facades for Buildings
14A.01.GR04	A	Graphic Facades for Buildings
14A.01.GR05	A	Graphic Facades for Buildings
14A.01.GR06	A	Graphic Facades for Buildings
14A.01.GR07	A	Graphic Facades for Buildings
14A.01.GR08	A	Graphic Facades for Buildings
14A.01.GR09	A	Graphic Facades for Buildings
14A.01.GR10	A	Graphic Facades for Buildings
14A.01.GR11	A	Graphic Facades for Buildings
14A.01.GR12	A	Graphic Facades for Buildings
14A.01.GR13	A	Graphic Facades for Buildings
14A.01.GR14	A	Graphic Facades for Buildings
14A.01.GR15	A	Graphic Facades for Buildings
14A.01.GR16	A	Graphic Facades for Buildings
14A.01.GR17	A	Graphic Facades for Buildings
14A.01.GR18	A	Graphic Facades for Buildings
14A.01.GR19	A	Graphic Facades for Buildings
14A.01.GR20	A	Graphic Facades for Buildings
14A.01.GR21	A	Graphic Facades for Buildings
14A.01.GR22	A	Graphic Facades for Buildings
14A.01.GR23	A	Graphic Facades for Buildings
14A.01.GR24	A	Graphic Facades for Buildings
14A.01.GR25	A	Graphic Facades for Buildings
14A.01.GR26	A	Graphic Facades for Buildings
14A.01.GR27	A	Graphic Facades for Buildings
14A.01.GR28	A	Graphic Facades for Buildings

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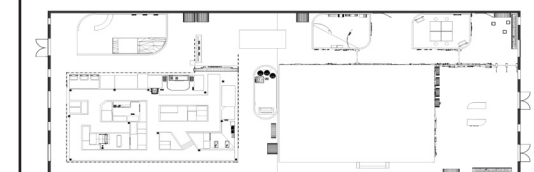
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DATE: 12 / 13 / 2024

DRAWING TITLE:

Graphic Schedule Contd.

DRAWING NUMBER:

MEDIA/ AV SCHEDULE

Area (01)	MEDIA TYPE	DESCRIPTION
01A.01.AV01 - 04	Digital Kiosks	RFID set up and check-in kiosks
Area (04)		
04A.01.AV01 - 02	Memory Tile Interactive	Flip tile memory game interactive
Area (05)		
05A.01.AV01	Projection Mapping	Wait space projection mapping puzzle
Area (07)		
07A.01.AV01	Projection Mapping	Projection Mapping sensory puzzle
Area (08)		
08A.01.AV01 - 03	AV Screen Interactive	Calm nook with audio visual feature
Area (10)		
10A.01.AV01	Digital Table Interactive	Digital RFID enabled table screen
Area (11)		
11A.01.AV01	Digital Table screen	Digital table touchscreen
Area (12)		
12A.01.AV01 - 03	Touch screen enabled kiosk	Touch screen and a digital screen
Area (15)		
15A.01.AV01 - 03	Digital kiosks	Digital kiosks for end of experience benefits

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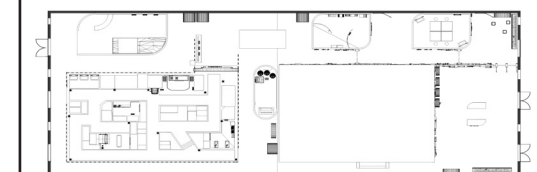
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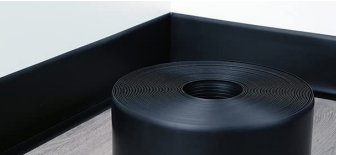
DRAWING TITLE:

Media Schedule

DRAWING NUMBER:

EX. 303

MATERIAL SCHEDULE

MATERIAL	CODE	LOCATION	DESCRIPTION	THUMBNAIL
Wood Laminate	X-WL-01	Introductory Area 01, Treasure Hunt 06, Wait Space 02	Laminated bamboo wood furniture and fixtures	
Frosted Acrylic	X-FA-01	Memory Room 04, Treasure Hunt 06	1" Frosted Acrylic Windows	
Acoustic Panels	X-AP-01	Memory Room 04 , Treasure Hunt 06, Sensory Room 07	6" Sound proof acoustic panels in custom shapes	
Frosted Glass	X-FG-01	Memory Room 04	1" Frosted glass automated doors	
Suspension Cables	X-SC-01	Memory Room 04, Treasure Hunt 06, The City 14	12' Suspension cables holding hanging area introduction panels	
Recycled Rubber	X-RR-01	Memory Room 01, Treasure Hunt 06, Sensory Room 07	6" wide Recycled rubber skirting trims for drywall	

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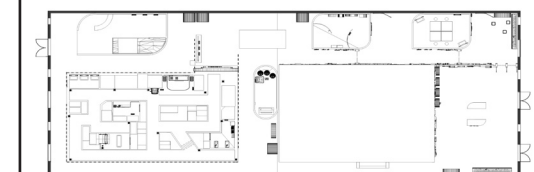
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DRAWING TITLE:
Material Schedule

DRAWING NUMBER:
EX. 304

MATERIAL SCHEDULE Contd.

Recycled Rubber	X-RR-02	The City 14	Recycled rubber for flooring	
Acoustic Carpet	X-AC-01	Memory Room 04, Treasure Hunt 06, Sensory Room 07	Sound containing carpets for active spaces	
Silicone Stretch Fabric	X-SE-01	Calm Nooks 07 - 08	Seating covers	
PVC Flooring	X-PV-01	Takeaway Tactile Space 15	Easy to clean flooring sheets	
Textured Rubber	X-TR-01	The City 14	Roofing- slip proof grippy texture	
Printed Vinyl Flooring	X-VY-01	Grocery 9, Fire Station 10, Restaurant 11	Tile printed vinyl flooring for rough use	

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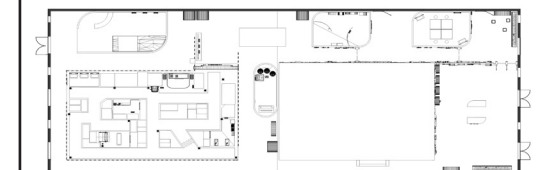
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KEY PLAN



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DATE: 12 / 13 / 2024

DRAWING TITLE:

Material Schedule Contd.

DRAWING NUMBER:

LIGHTING SCHEDULE

CODE	TYPE	MANUFACTURER	DESCRIPTION	THUMBNAIL
L1	Colorsource Ambient Par lights	ETC Lights	Numerous diffusion and beam-shaping lenses, 15-bit virtual dimming engine	
L2	Spotlights on Track	Chauvet	6 adjustable, quad-color (RGBW) heads, works with a wireless remote control	
L3	Pendant Light with multiple Luminaires	Sonneman	Suspenders 12 Light LED Linear Chandelier and option to add luminaires, dimming feature	
L4	LED Wall Washer	Alcon	Rotatable LED Suspended Linear Light wall washer with dimming feature	
L5	Motion Lights	N/A	Fabricator to advise	N/A
L6	Projector	Epson	LightScene 110 3LCD Laser Projector	

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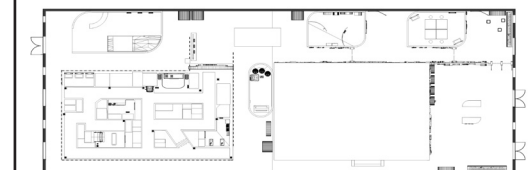
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DRAWING TITLE:

Lighting Schedule

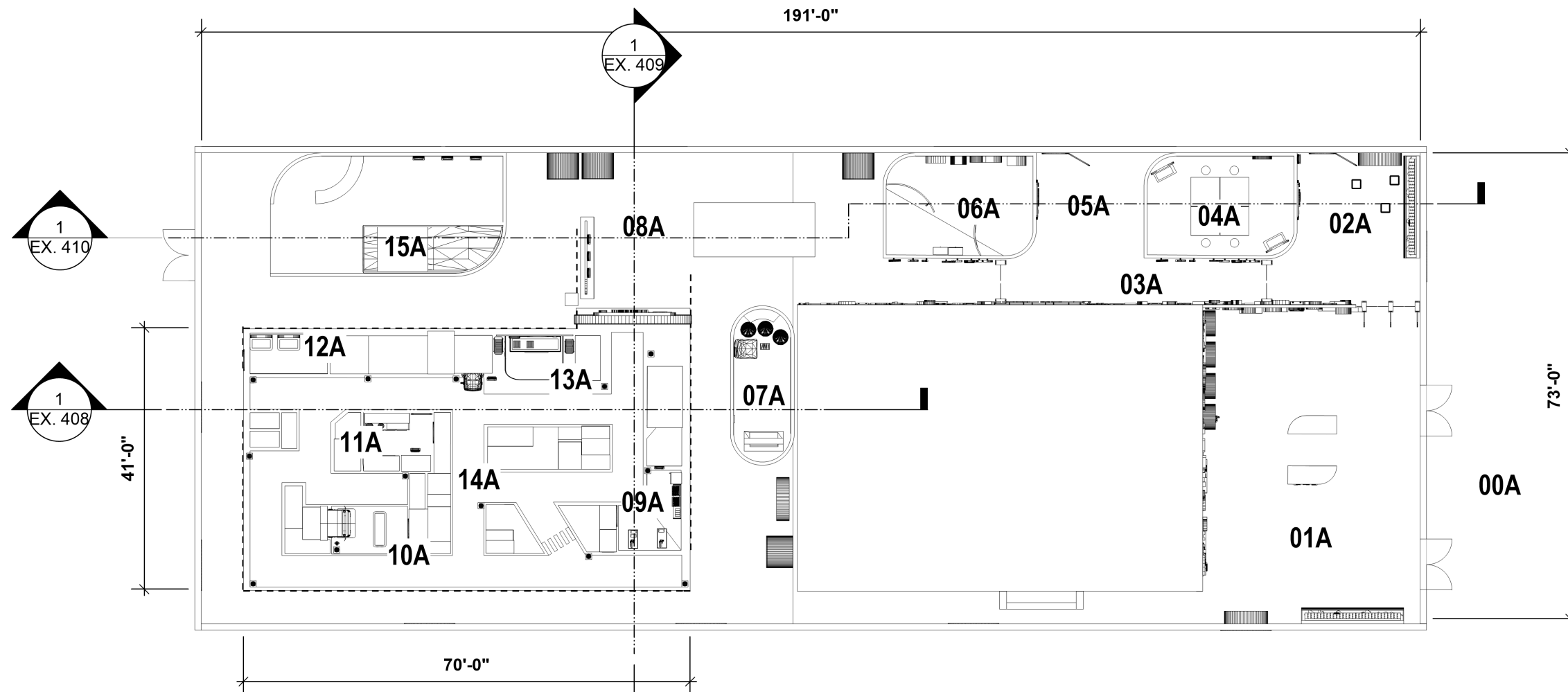
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EX. 305

A decorative border composed of various colorful geometric shapes, including semi-circles, quarter-circles, and curved lines, arranged in a wavy pattern around the central text. The colors include teal, yellow, orange, and red.

**EX. 400
PLANS AND SECTIONS**

CODED FLOOR PLAN



1 Code Floor Plan
Scale: 1/16" = 1'-0"

- | | |
|-------------------------|-----------------------------|
| 00A: Exterior Entry | 08A: City Adventure Entry |
| 01A: Introductory Area | 09A: Grocery Store |
| 02A: Wait Space | 10A: Fire Station |
| 03A: Long Corridor | 11A: Restaurant |
| 04A: Memory Puzzle Room | 12A: Police Precinct |
| 05A: Wait Sapce 2 | 13A: Hospital |
| 06A: Treasure Hunt Room | 14A: The City |
| 07A: Sensory Room | 15A: Takeaway Tactile Space |

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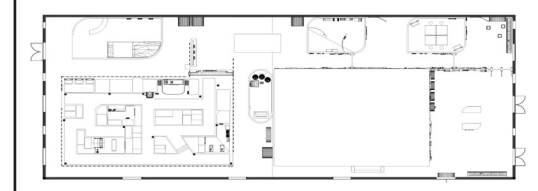
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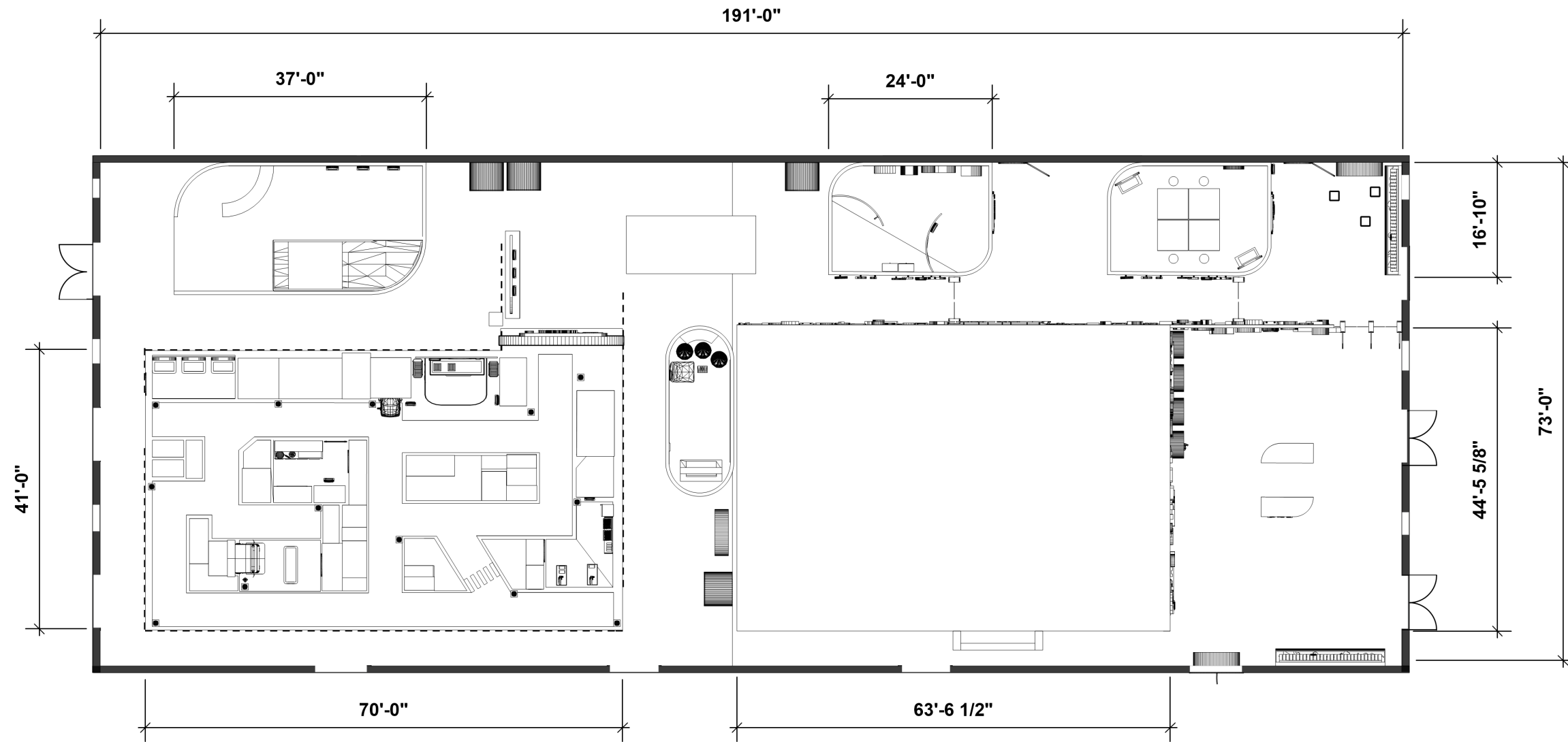
SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Coded Floor Plan

DRAWING NUMBER:
EX. 401

DIMENSION PLAN



1 Dimension Plan
Scale: 1/16" = 1'-0"

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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Dimension Plan

DRAWING NUMBER:

EX. 402

DETAIL DIMENSION PLAN

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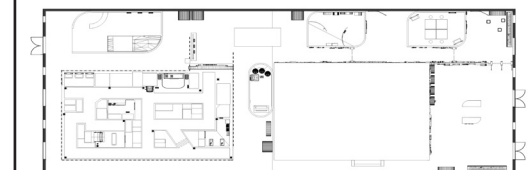
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KEY PLAN



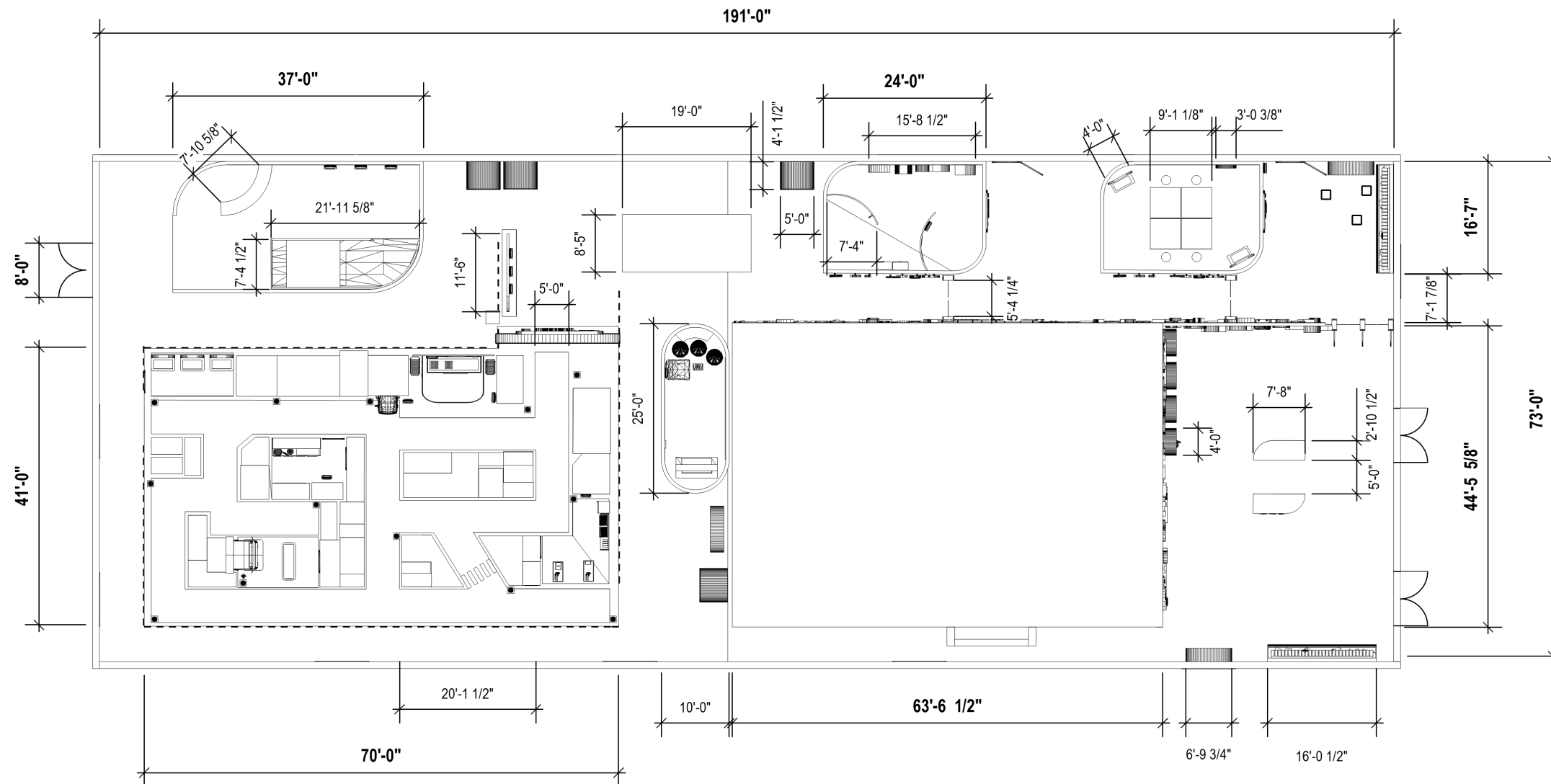
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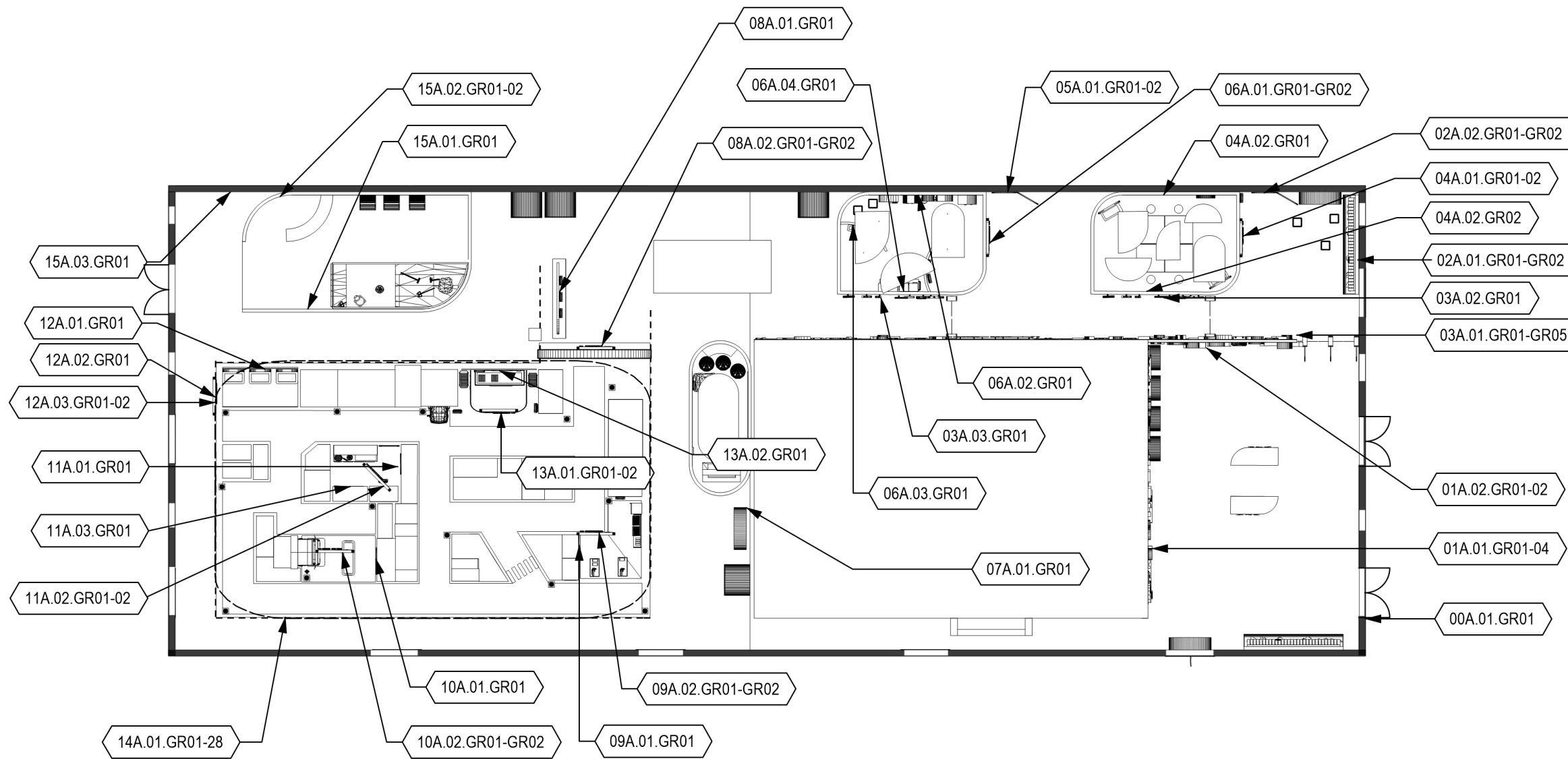
DRAWING TITLE:
Detail Dimension Plan

DRAWING NUMBER:
EX. 403



1 Detail Dimension Plan
Scale: 1/16" = 1'-0"

GRAPHIC LOCATION PLAN



1 Graphic Location Plan
Scale: 1" = 20'-0"

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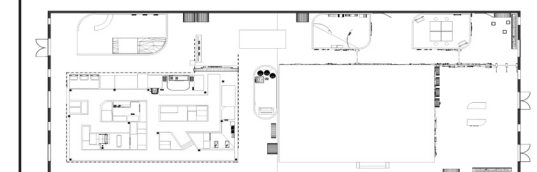
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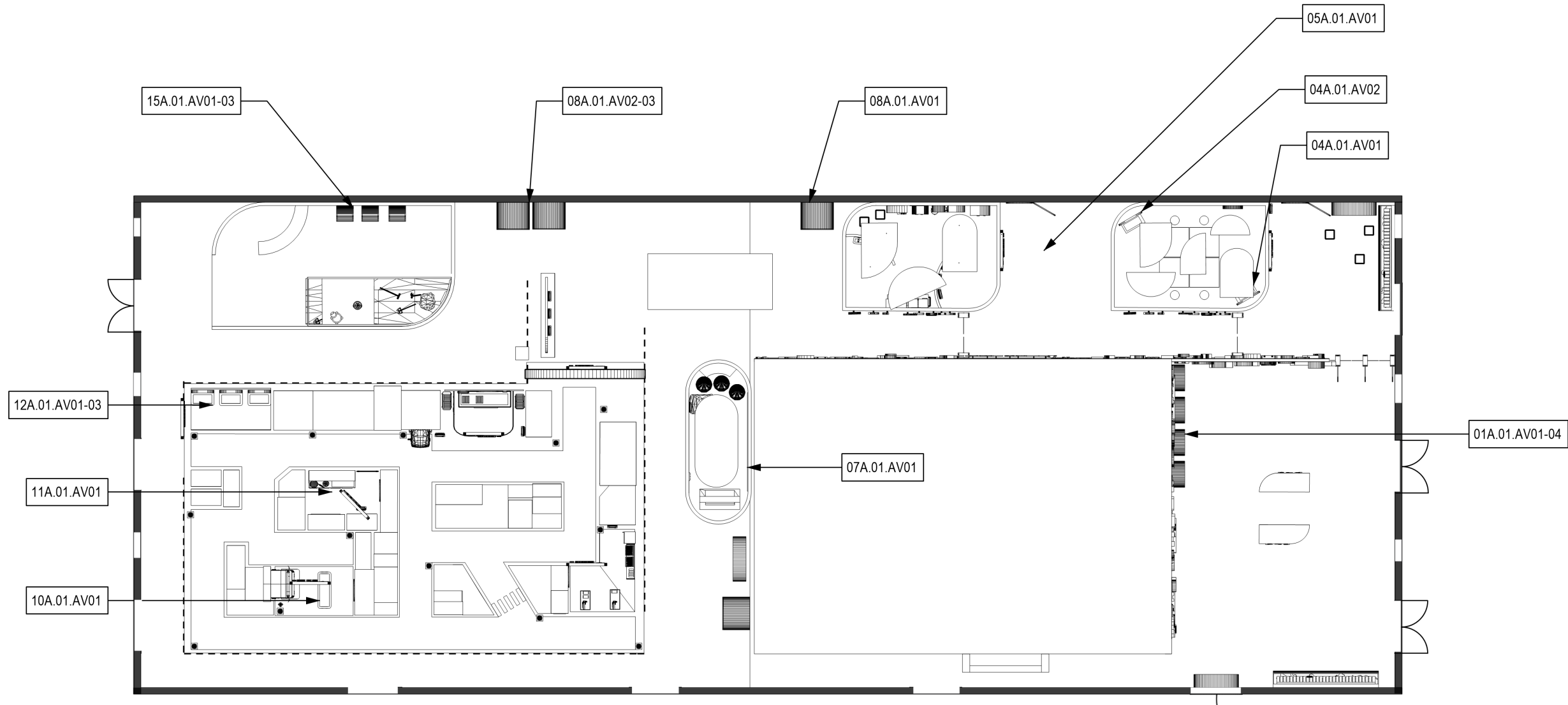
SCALE:

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DRAWING TITLE:
Graphic Location Plan

DRAWING NUMBER:
EX. 404

MEDIA/ AV LOCATION PLAN



1 Media/ AV Plan
Scale: 1/16" = 1'-0"

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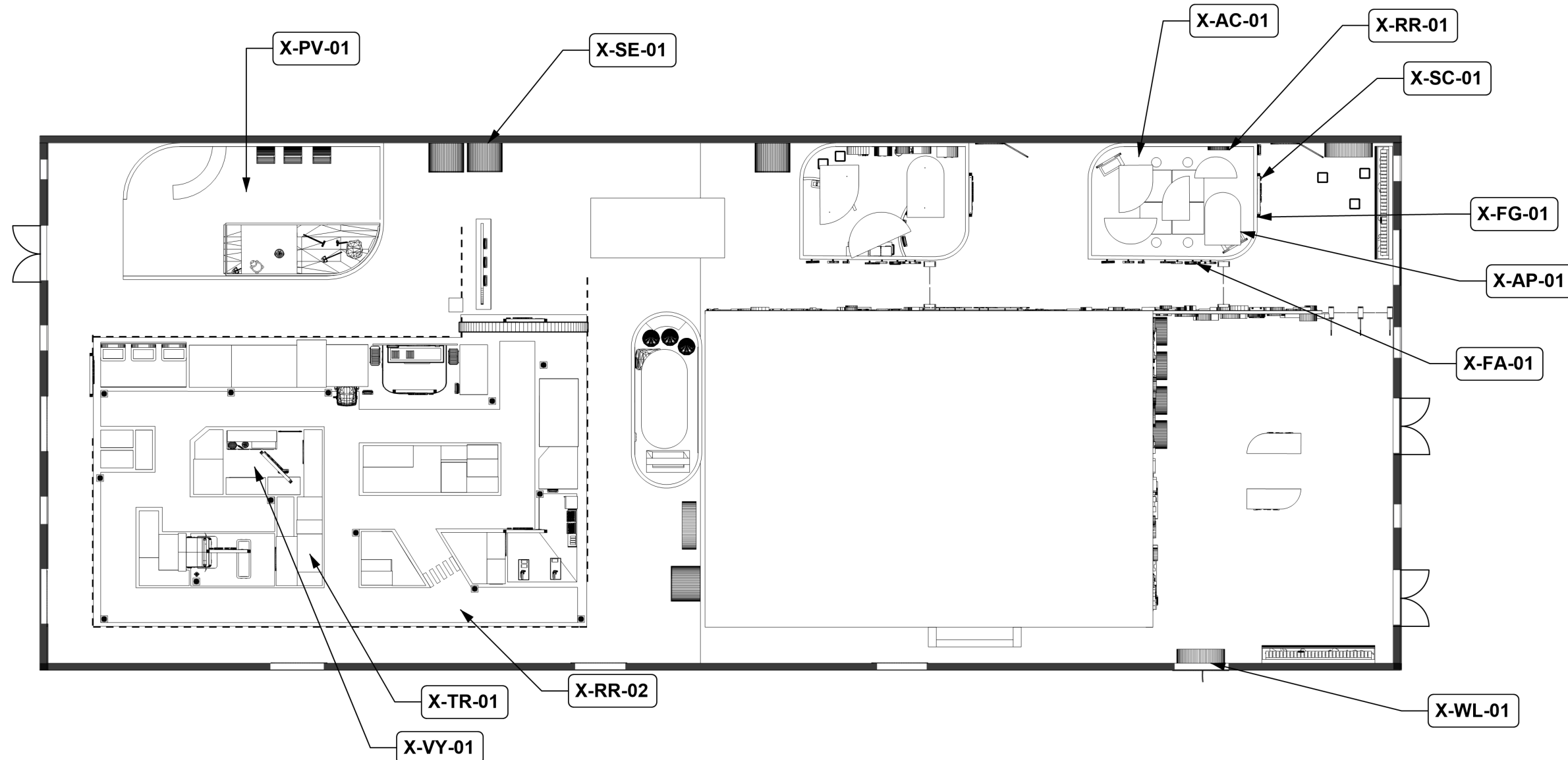
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DRAWING TITLE:
Media Location Plan

DRAWING NUMBER:
EX. 405

MATERIAL PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Material Plan

DRAWING NUMBER:

EX. 406

1 **Material Plan**
Scale: 1/16" = 1'-0"

REFLECTED CEILING PLAN

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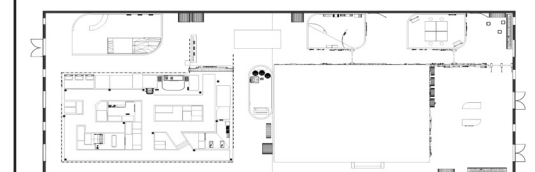
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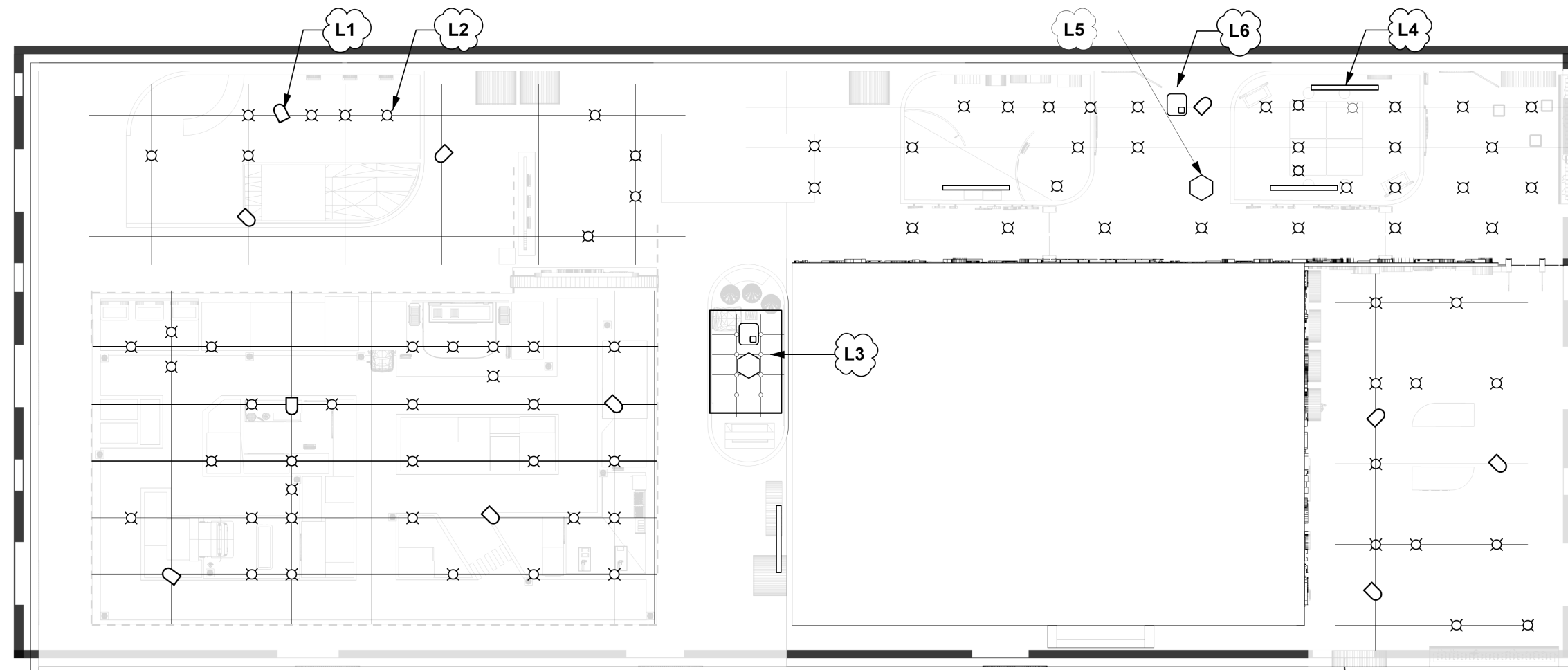
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SCALE:

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DRAWING TITLE:
Reflected Ceiling Plan

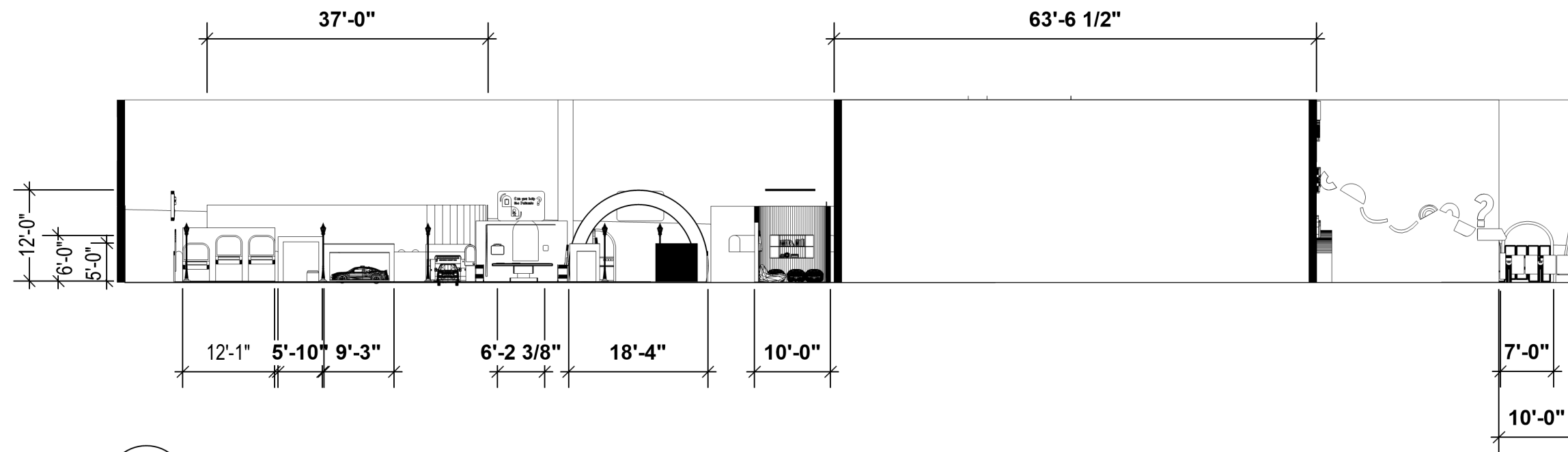
DRAWING NUMBER:
EX. 407



1 **Lighting Plan**
Scale: 1:160

- L1 - Colorsource Par
- L2 - Spotlights tracks
- L3 - Pendant light
- L4 - Wall Washers- suspended
- L5 - Motion Lights
- L6 - Laser Projector

SECTION 1



1 Section 1
Scale: 1:200

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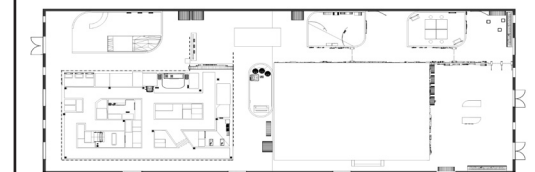
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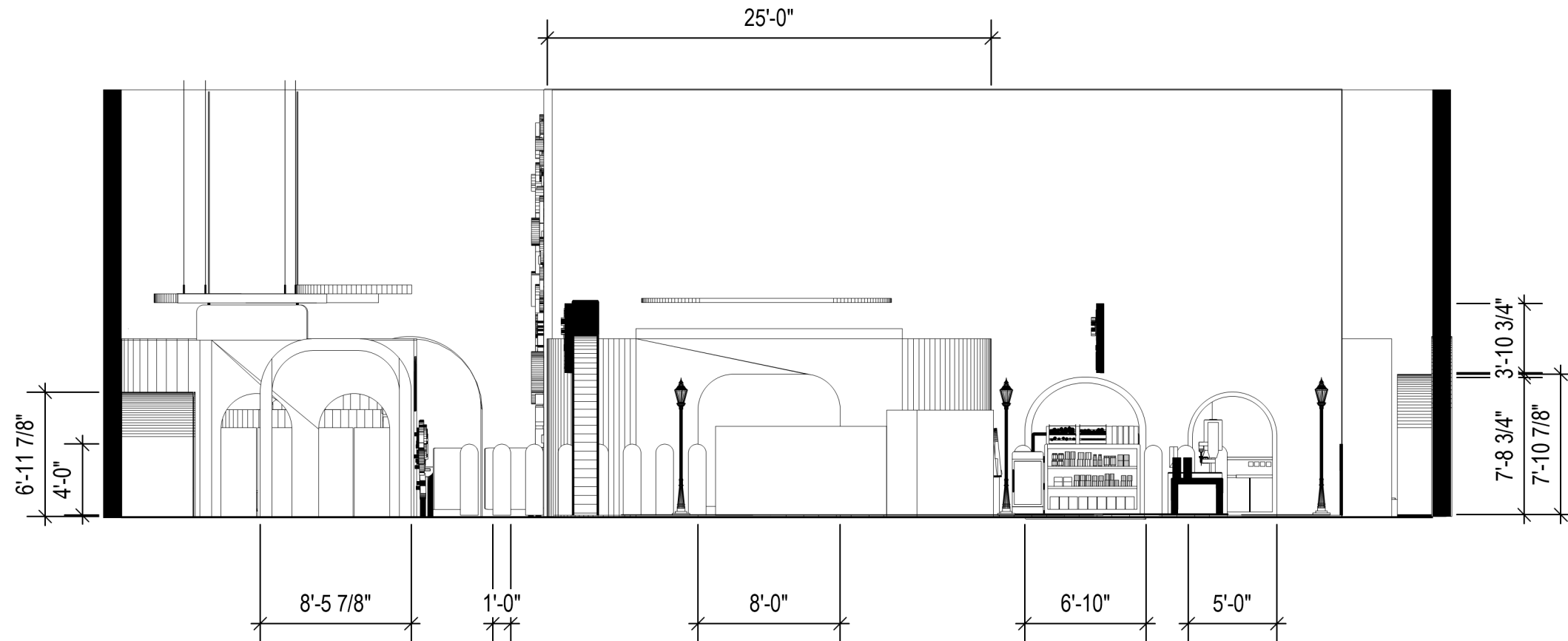
DRAWING TITLE:

Section 1

DRAWING NUMBER:

EX. 408

SECTION 2



1 Section 2
Scale: 1/8" = 1'-0"

Sakshi Lokhande
MA Exhibition and Experience Design

Fashion Institute of Technology
School of Graduate Studies
227 W 27th Street
NY-10001



A Game Room Puzzle Adventure for Kids

ST. ANN'S WAREHOUSE
45 Water Street, Dumbo
Brooklyn, NY-11201

CLIENT



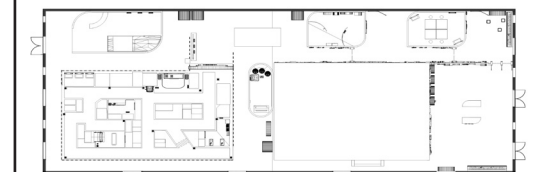
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE:

DATE: 12 / 13 / 2024

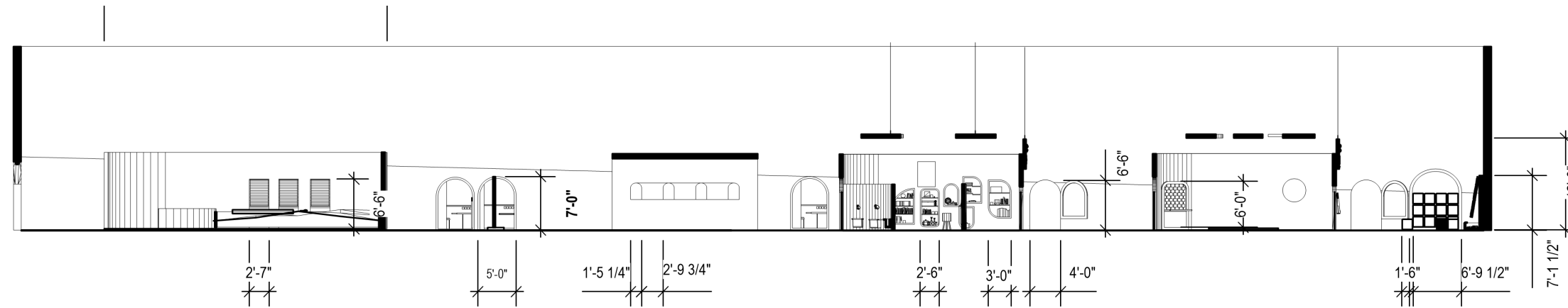
DRAWING TITLE:

Section 2

DRAWING NUMBER:

EX. 409

SECTION 3



1 Section 3
Scale: 1:180

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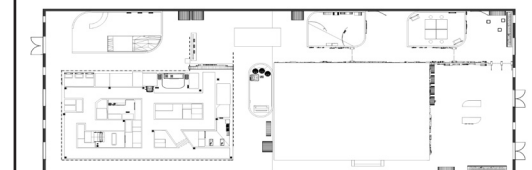
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KEY PLAN



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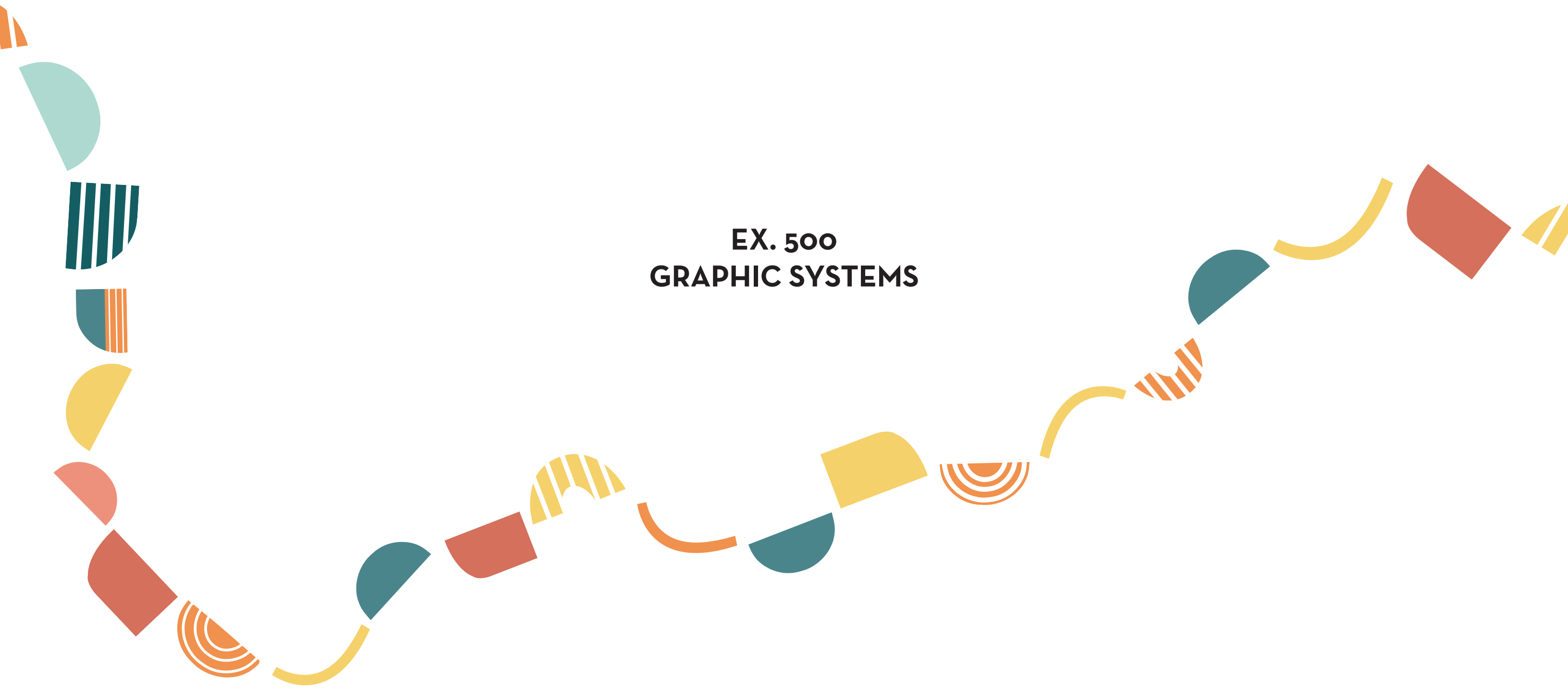
DRAWING TITLE:

Section 3

DRAWING NUMBER:

EX. 410

**EX. 500
GRAPHIC SYSTEMS**



VISUAL COMMUNICATION BRIEF

The graphic look and feel for **Puzzled?** is heavily inspired by the arches of the St. Ann's warehouse and the playfulness of children's spaces that often showcase a softness in the structures within the space. The rounded edges add a sense of comfort and invite kids to play and enjoy. Using these shapes paired with the shapes and textures of the wooden blocks puzzles that children use, especially in Montessori and special education, adds a playfulness to the visuals but also makes it visually representative of the experience.

The color palette is not jarring to the eye but also has a playfulness to it. Through research, it has been noted that blues help add calming tones to the space while orange helps creativity. Pastels also induce calmness and enable relaxation. Brighter colors help maintain focus and drive away attention issues.

The fonts used in this exhibit are readable with a larger x-height and are sans serif for better visibility for all. Starlight is playful but is not very complicated to read and is great for the branding of a children's space. On the other hand, Poppins has a larger x-height and has a roundness to it that goes well with the visual identity of the space.

One of the patterns has been derived from the code language developed specially for the space using the above mentioned shapes and the arches also make up another pattern commonly used on wall murals within the experience space.

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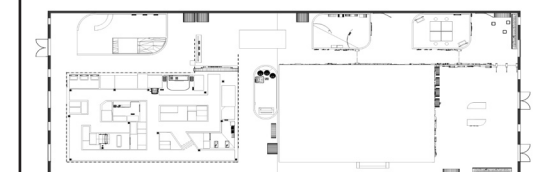
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Visual Communication
Brief

DRAWING NUMBER:

EX. 501

VISUAL COMMUNICATION ELEMENTS



Environmental and Promotional Graphic Elements



Spatial Visual Language

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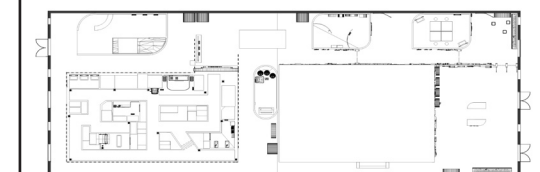
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KEY PLAN



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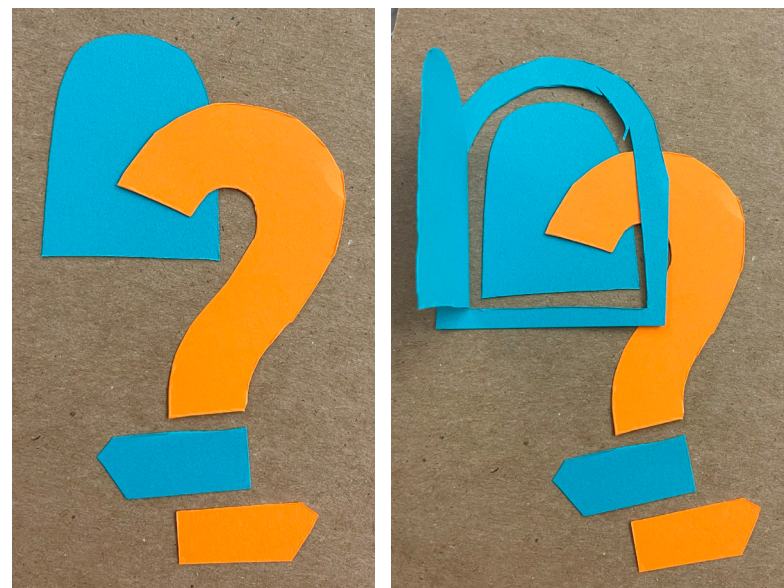
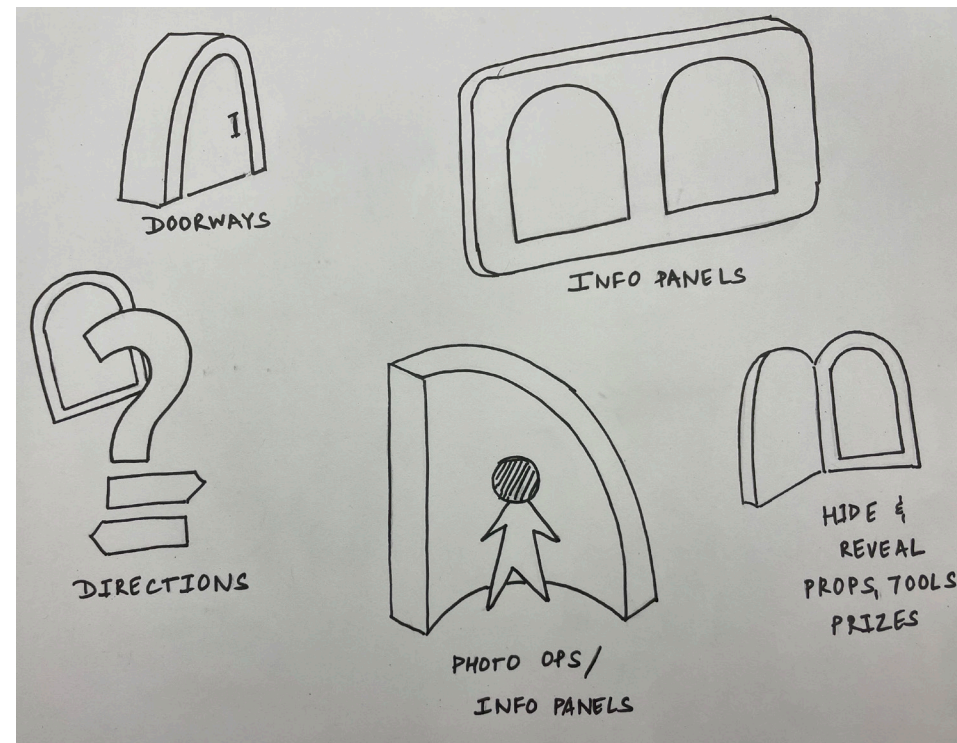
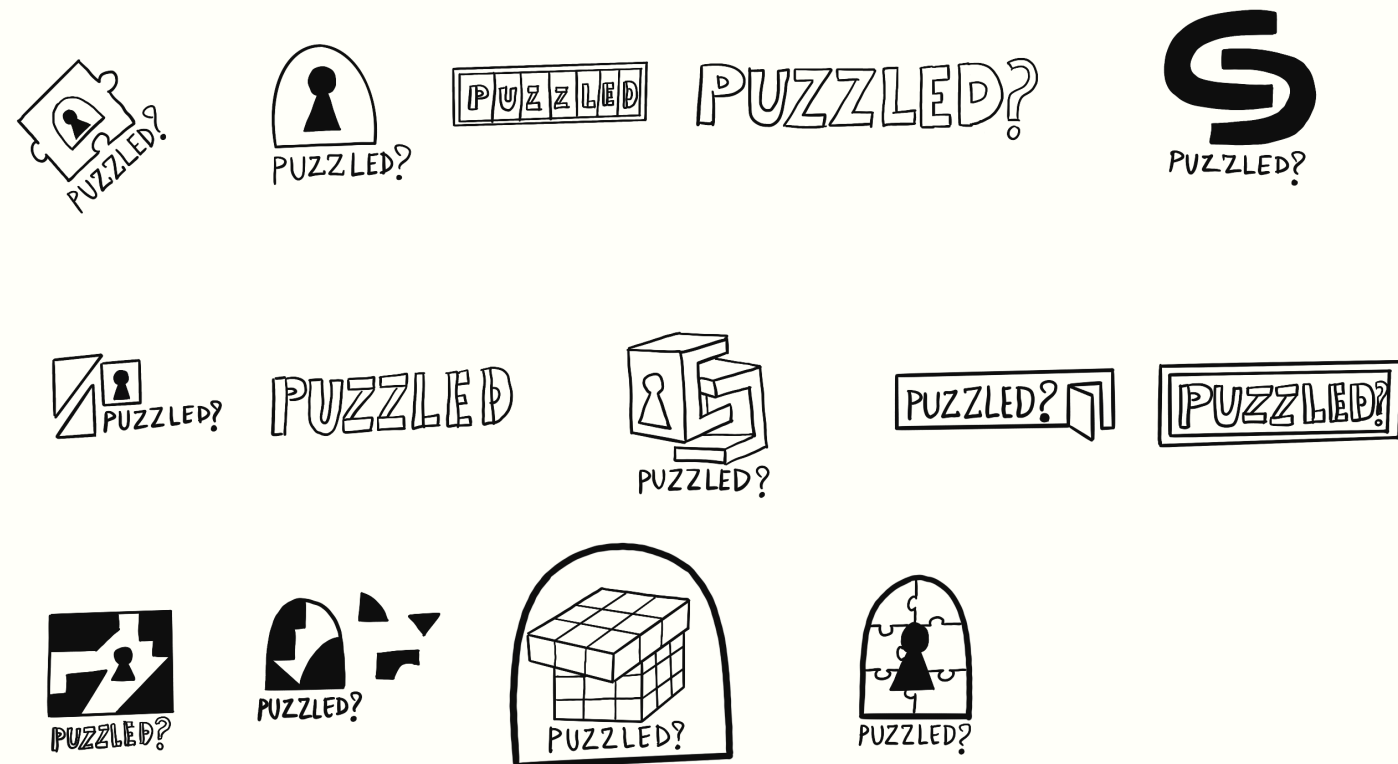
SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Visual Communication
Elements

DRAWING NUMBER:
EX.502

CONCEPT SKETCHES



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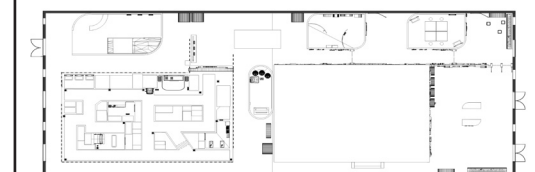
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KEY PLAN



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DATE: 12 / 13 / 2024

DRAWING TITLE:
Concept Ideations

DRAWING NUMBER:
EX. 503

BRAND COLORS AND TYPEFACE

COLORS



156064 48858F BoDAD4 D56F5D EE937D



F47921 F1924C F1AA6E F5D169 FCE4A6

TYPE

Starlight - Headlines
Regular

Aa B b Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
! ? / \ , . : ; " ' `

Neutra Text- Sub Heads
Bold

Aa B b Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
! ? / \ , . : ; " ' `

Poppins - Body Text
Regular

Aa B b Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
! ? / \ , . : ; " ' `

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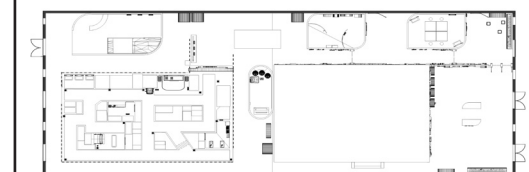
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

Color and Type Details

DRAWING NUMBER:

EX. 504

BRAND IDENTITY

PUZZLED? | Starlight Regular

A Game Room Puzzle Adventure for Kids | Neutra - Book Alt

Logo Variations

PUZZLED?

A Game Room Puzzle Adventure for Kids

PUZZLED?

A Game Room Puzzle Adventure for Kids

PUZZLED?

A Game Room Puzzle Adventure for Kids

PUZZLED?
A Game Room Puzzle Adventure for Kids

PUZZLED?
A Game Room Puzzle Adventure for Kids

PUZZLED?
A Game Room Puzzle Adventure for Kids

The grid-based variations show the logo 'PUZZLED?' and its tagline 'A Game Room Puzzle Adventure for Kids' aligned with a red grid. The first variation shows the logo in black. The second variation shows the logo in a multi-colored, puzzle-piece style. The third variation shows the logo in a multi-colored, puzzle-piece style with a different color palette.

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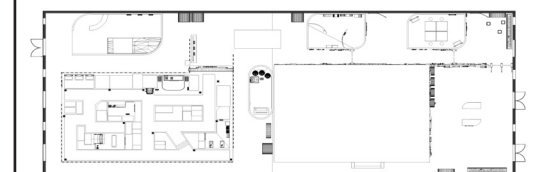
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KEY PLAN



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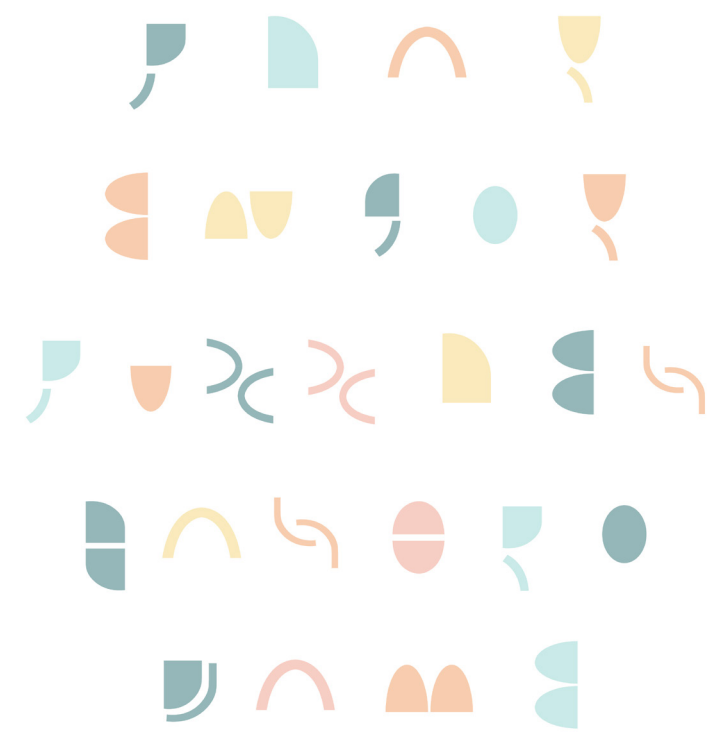
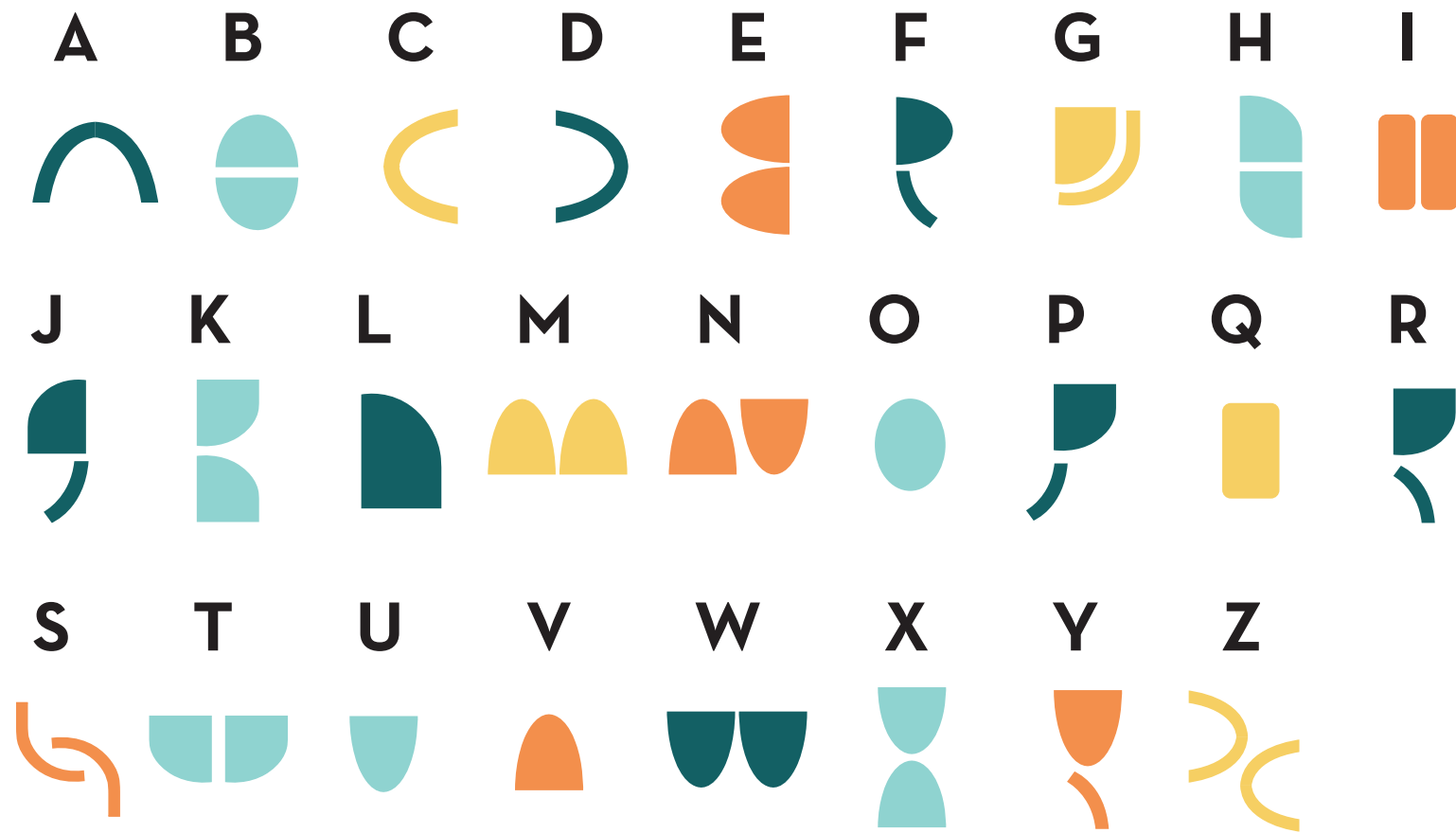
DRAWING TITLE:

Brand Identity - Logo Study

DRAWING NUMBER:

EX. 505

CODE LANGUAGE - PATTERN



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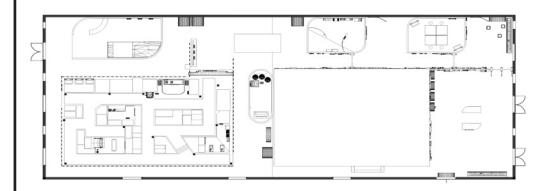
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SCALE:

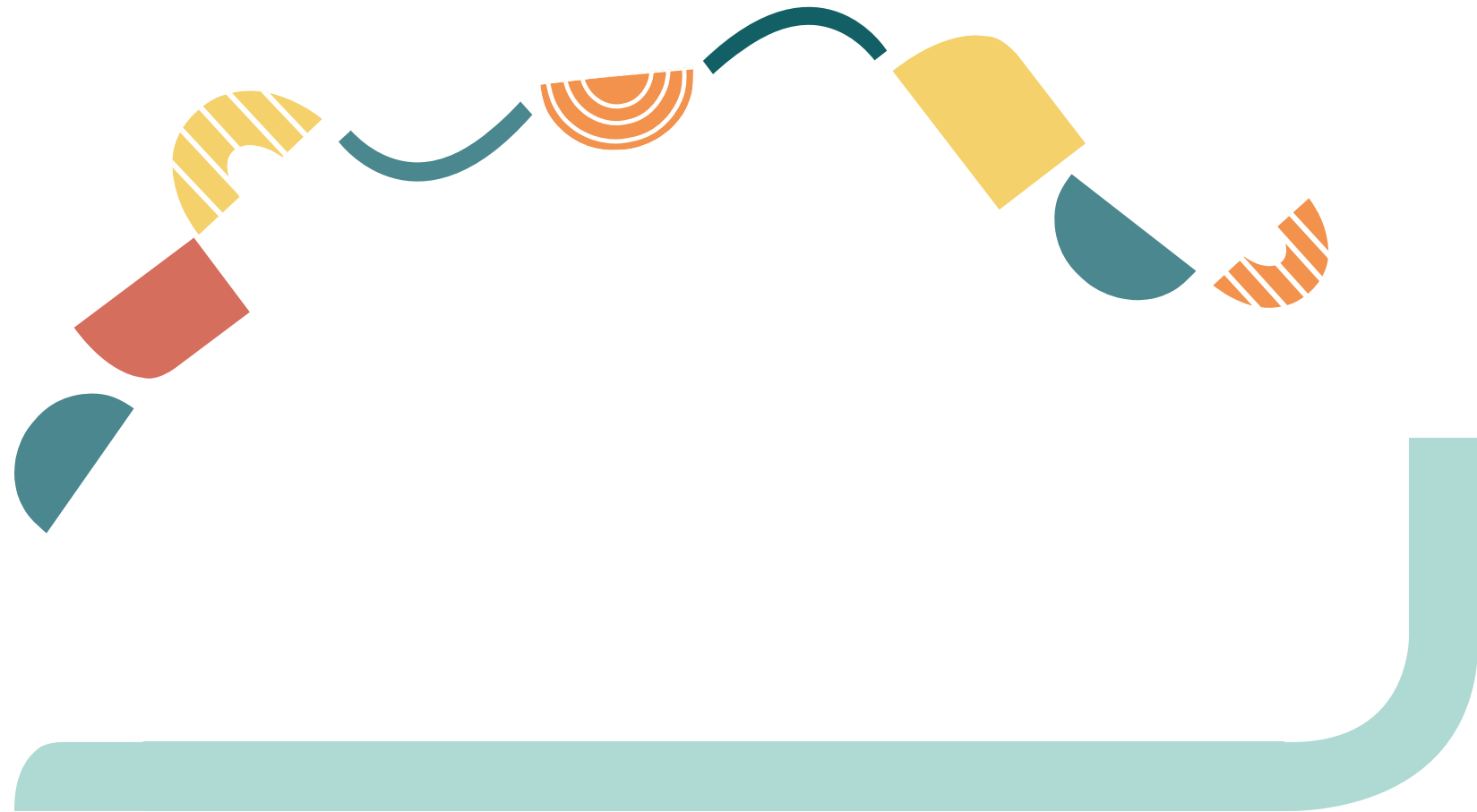
DATE: 12 / 13 / 2024

DRAWING TITLE:
Code language Pattern

DRAWING NUMBER:
EX. 506

LINE SYSTEM - PATHS

Directional Paths for easy navigation of the overall space, creating an easy to follow flow.



Adventure Path

Takes you to the next activity space

Sensory Path

Leads you to the sensory room and calm rooms

Exit Path

Highlights the way to the nearest exit

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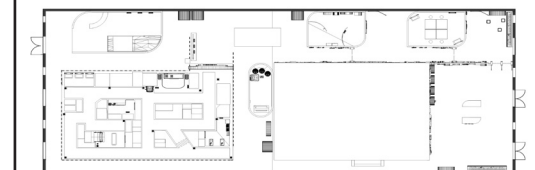
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KEY PLAN



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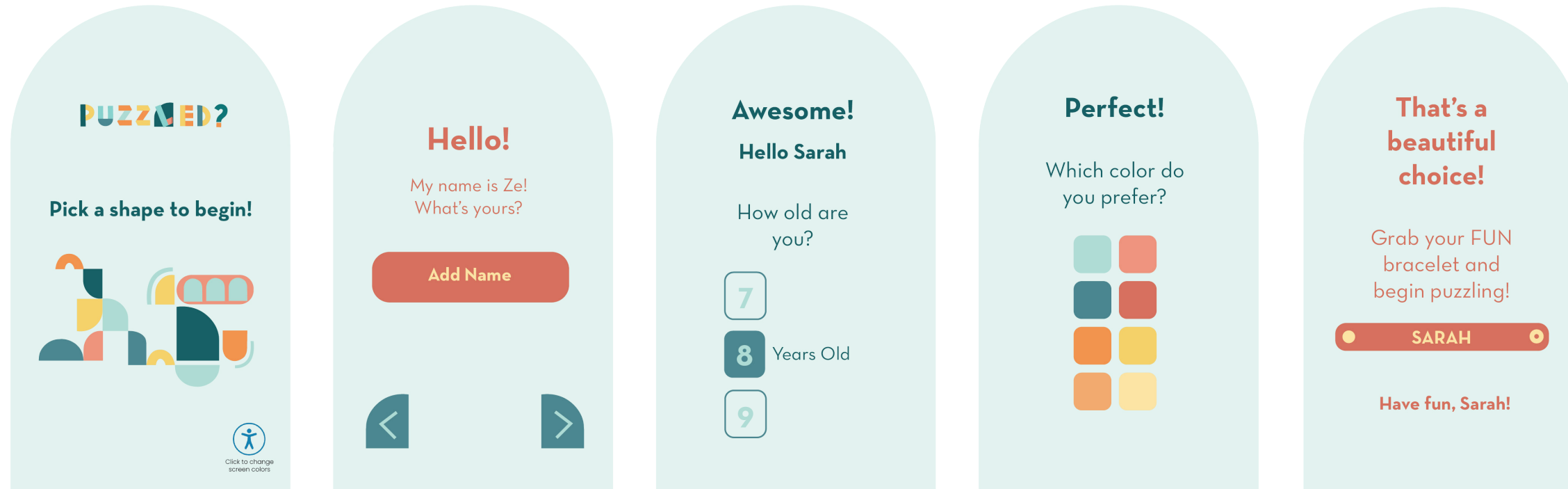
SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Wayfinding Pathways

DRAWING NUMBER:
EX. 507

DIGITAL STORYBOARD



Introductory Kiosk Digital Storyboard



Digital Kiosks home screen designs

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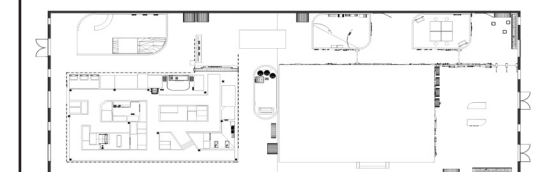
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Digital Storyboard

DRAWING NUMBER:
EX. 508

WAYFINDING COMPONENT APPLICATION



Street Banners to engage with commuters and pedestrians



Subway posters for daily NYC commuters and transit staff

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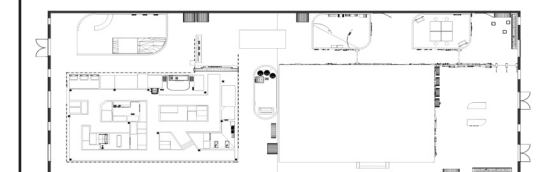
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE:

DATE: 12 / 13 / 2024

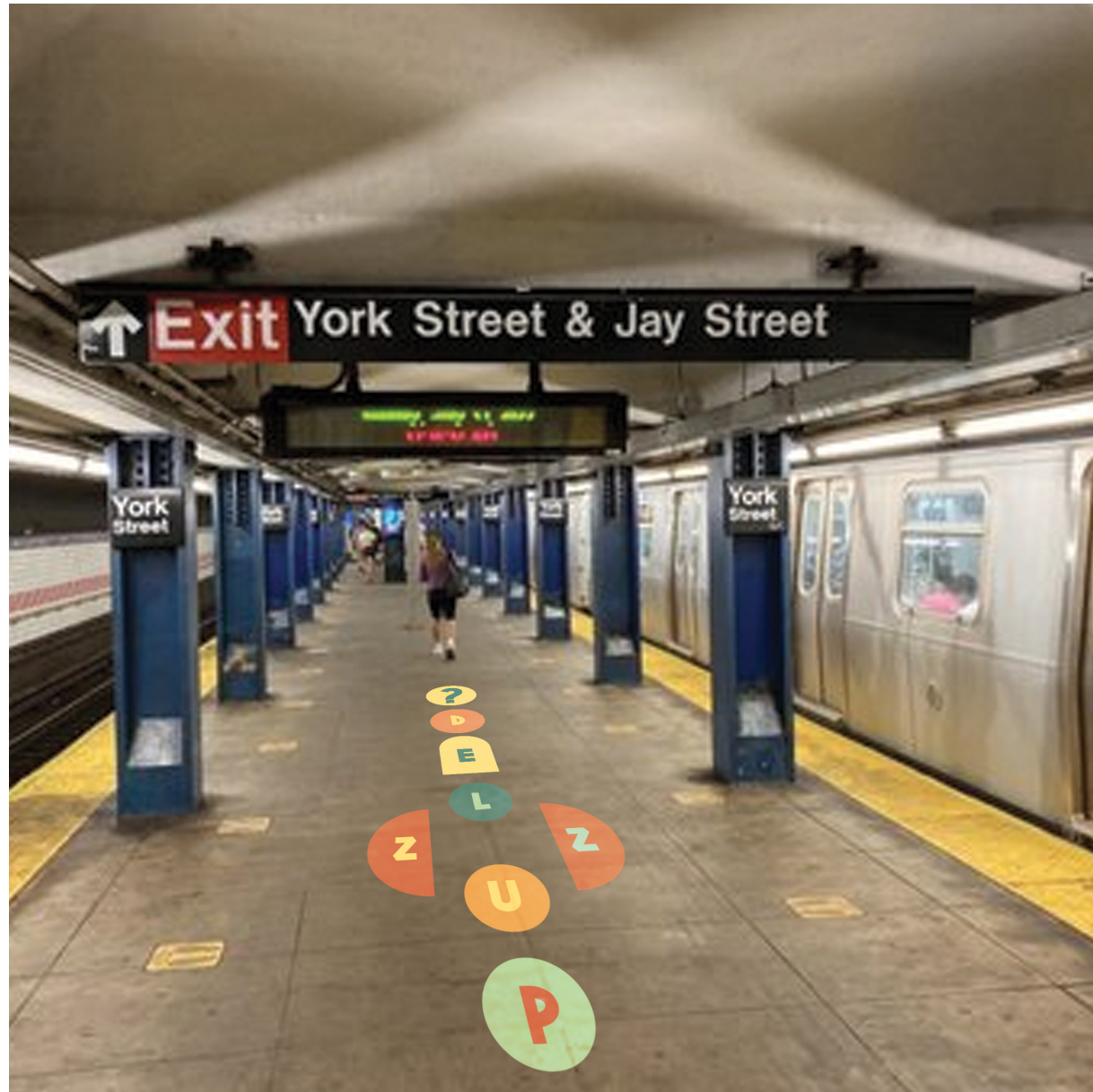
DRAWING TITLE:

Wayfinding Application

DRAWING NUMBER:

EX. 509

WAYFINDING COMPONENT APPLICATION



Engaging with nearby subway stations (such as the York street subway station) through colorful hopscotch patterns contrasting with dark subway flooring



Activating the outside of the Warehouse for attracting the crowd from Dumbo, the pier and the restaurants at Empire Stores Building nearby.

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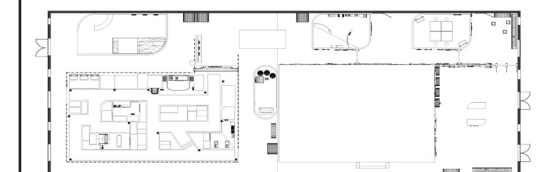
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:

City Wayfinding
Application

DRAWING NUMBER:

EX. 510

COLLATERALS



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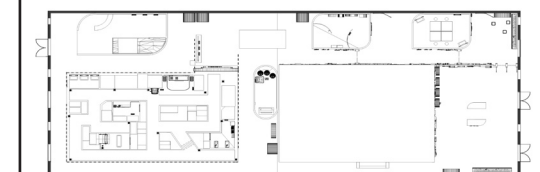
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Brand Collaterals

DRAWING NUMBER:
EX. 511

DIGITAL COMPONENTS



Pre-visit digital opportunities through website and emailers. Experience guides can help facilitators and educators prepare for the experience and allows the children to have an idea of what is come so they can prepare for that environment.



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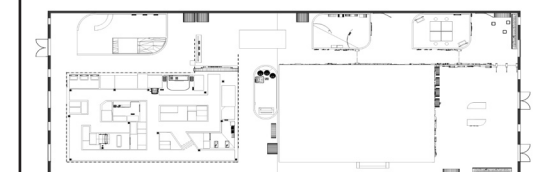
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KEY PLAN



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SCALE:

DATE: 12 / 13 / 2024

DRAWING TITLE:
Digital Components

DRAWING NUMBER:
EX. 512

A decorative border composed of various colorful geometric shapes, including semi-circles, arcs, and rectangles, arranged in a wavy pattern around the central text. The colors include teal, yellow, orange, and red. Some shapes feature patterns like stripes or concentric arcs.

EX. 600
EXHIBITION DETAILING

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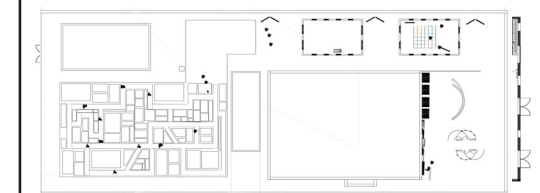
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KEY PLAN



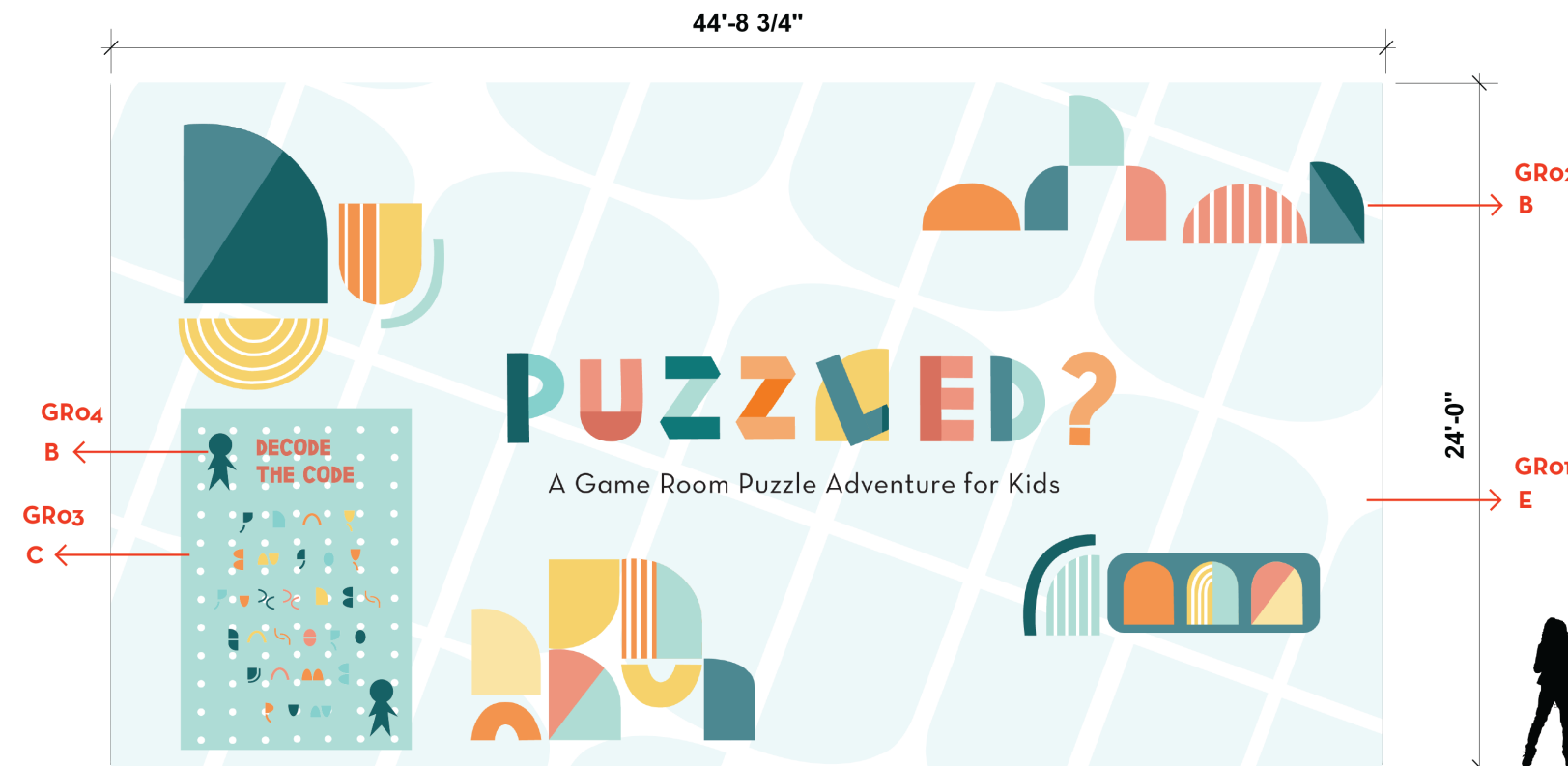
DRAWN BY: Sakshi Lokhande

SCALE: 3/16" = 1' - 0"

DATE: 12 / 13 / 2024

DRAWING TITLE:
Introduction Graphic

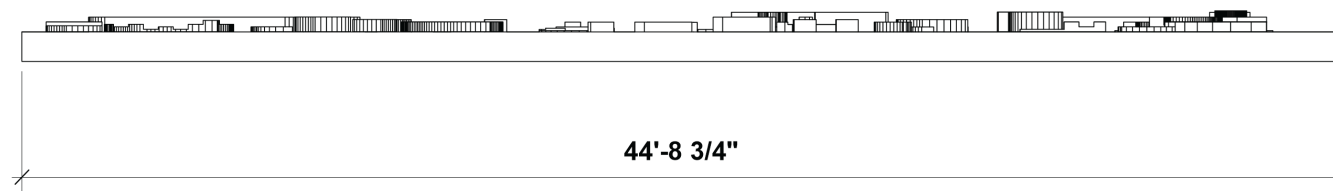
DRAWING NUMBER:
EX. 601



1

Front View- Intro Graphic Wall 01A.01. GR01 - 04

Scale : 3/16" = 1' - 0"



3

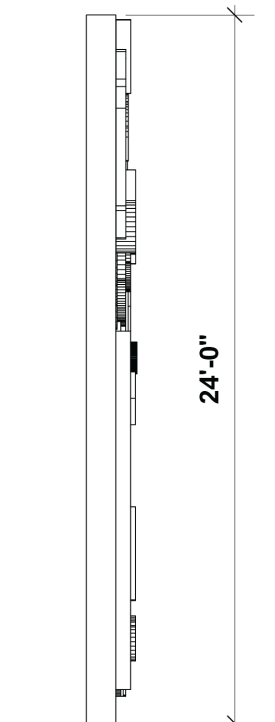
Top View- Intro Graphic Wall

Scale : 3/16" = 1' - 0"

2

Left Elevation- Intro Graphic Wall

Scale : 3/16" = 1' - 0"



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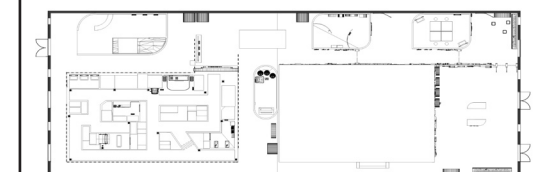
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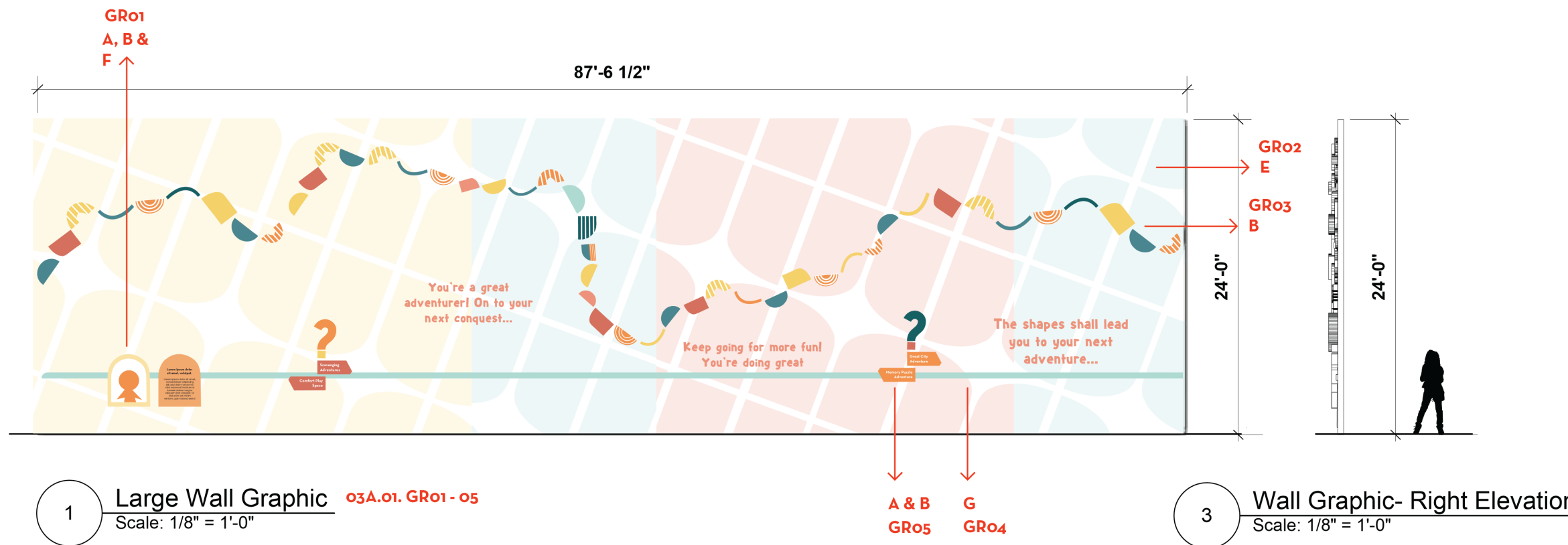
DRAWN BY: Sakshi Lokhande

SCALE: 1/8" = 1' - 0"

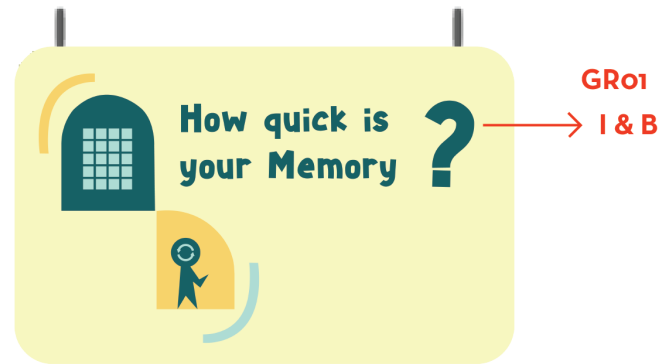
DATE: 12 / 13 / 2024

DRAWING TITLE:
Large Wall Mural

DRAWING NUMBER:
EX. 602



2 **Wall Graphic- Top View**
Scale: 1/8" = 1'-0"

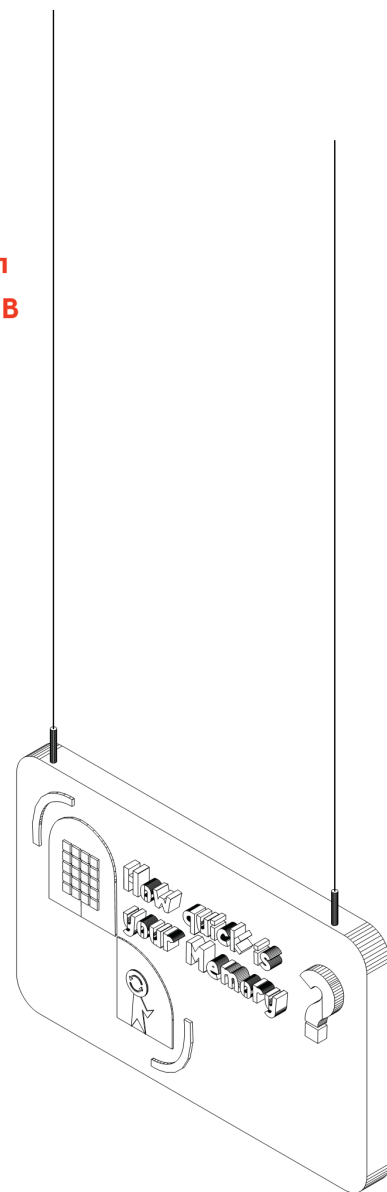


04A. 01. GR01-02

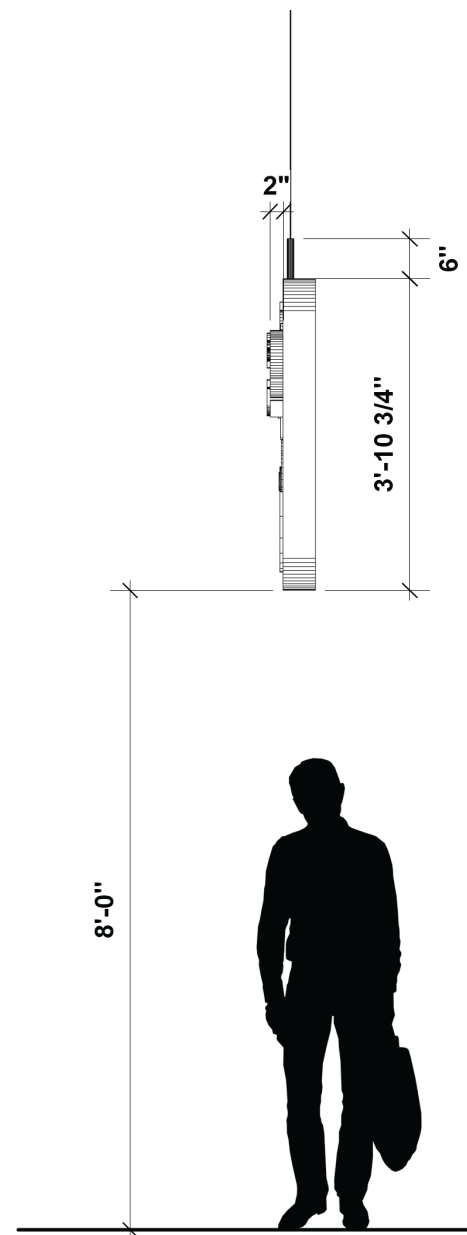
1 **Area Identification Graphic**
Scale: 1/2" = 1'-0"



2 **Plan view**
Scale: 1/2" = 1'-0"



3 **Right Isometric View**
Scale: 1/2" = 1'-0"



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

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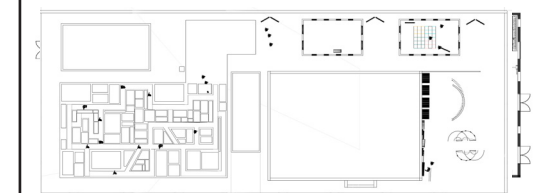
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE: 1/2" = 1'-0"

DATE: 12 / 13 / 2024

DRAWING TITLE:
Area Identification

DRAWING NUMBER:
EX. 603

Sakshi Lokhande
MA Exhibition and Experience Design

Fashion Institute of Technology
School of Graduate Studies
227 W 27th Street
NY-10001



A Game Room Puzzle Adventure for Kids

ST. ANN'S WAREHOUSE

45 Water Street, Dumbo
Brooklyn, NY- 11201

CLIENT



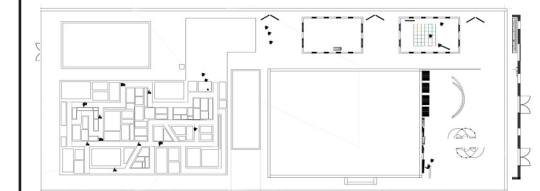
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KEY PLAN



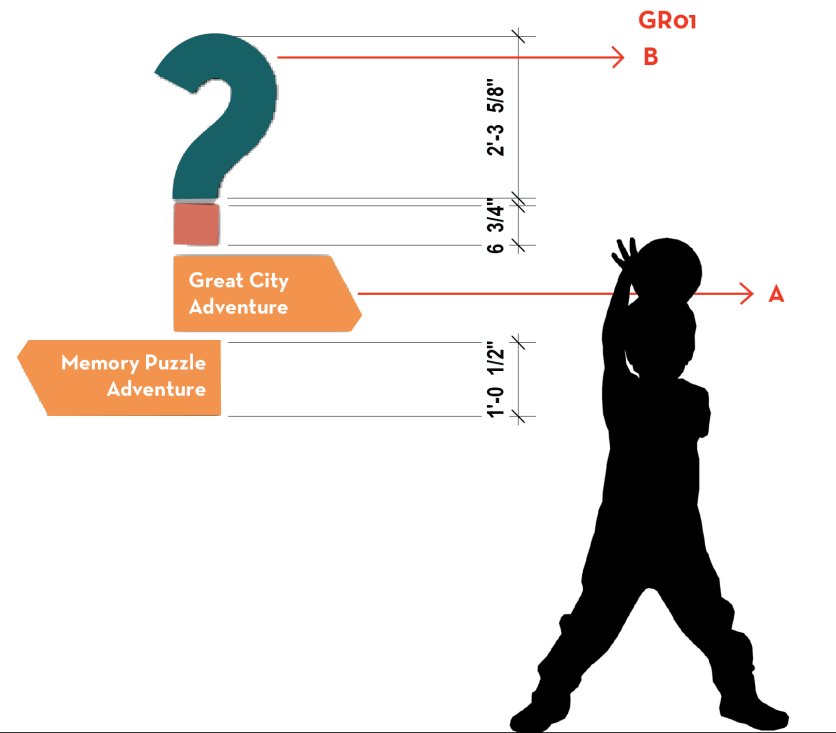
DRAWN BY: Sakshi Lokhande

SCALE: 1/2" = 1'- 0"

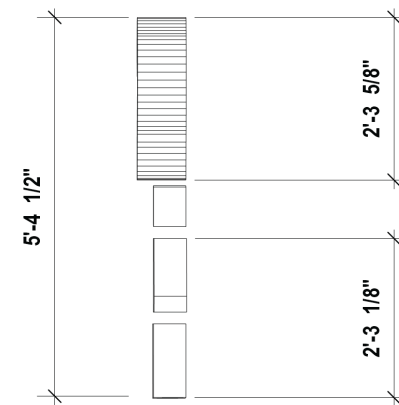
DATE: 12 / 13 / 2024

DRAWING TITLE:
Directional Signage

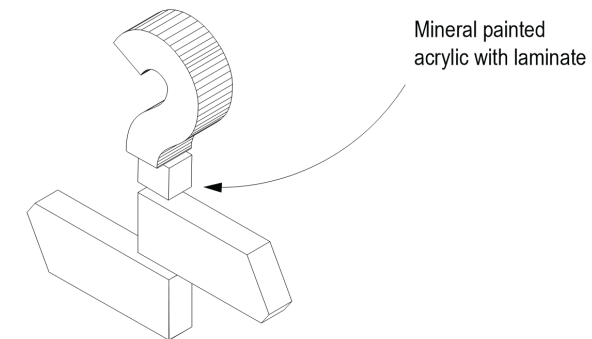
DRAWING NUMBER:
EX. 604



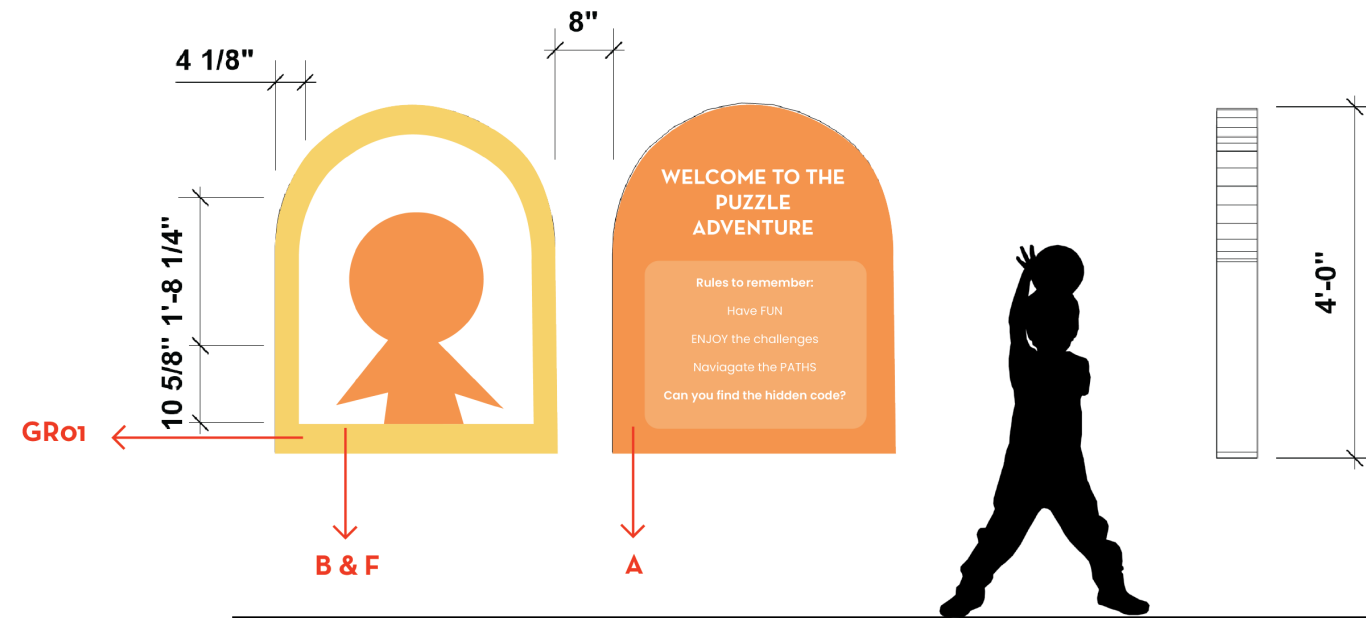
1 **Directional Signage** 03A. 01. GR05
Scale: 1/2" = 1'-0"



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

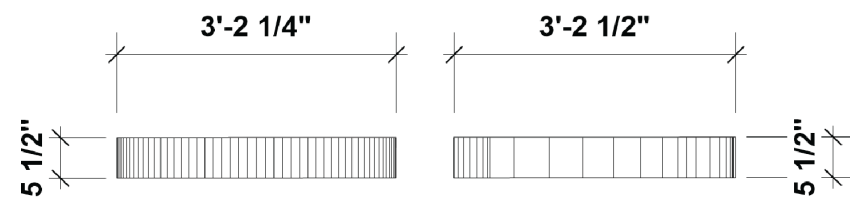


3 **Right Isometric**
Scale: 1/2" = 1'-0"



1 **Entrance Info Panel** 03A. 01. GRo1
Scale: 1/2" = 1'-0"

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



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

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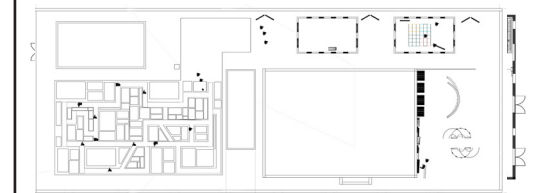
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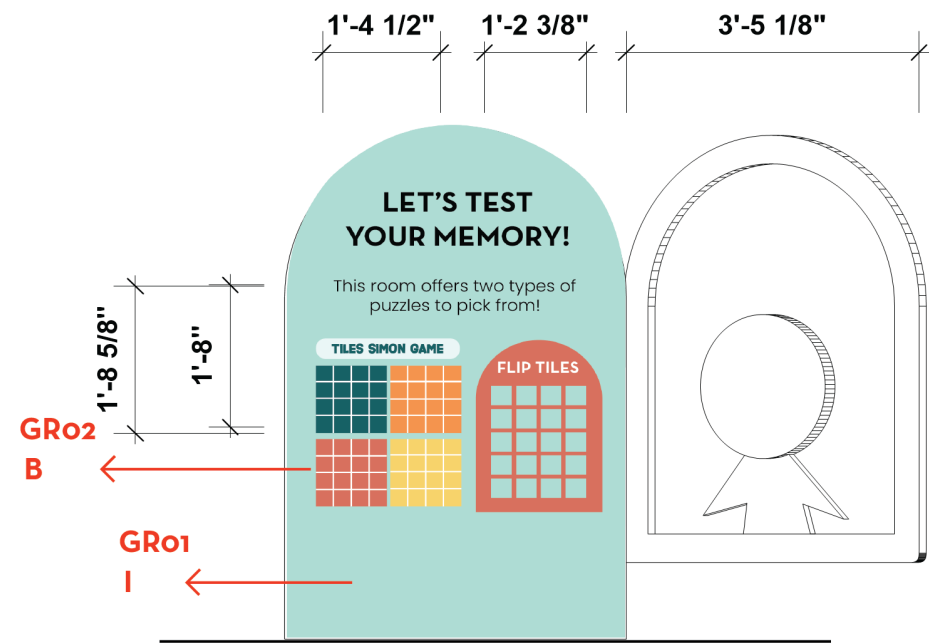
DRAWN BY: Sakshi Lokhande

SCALE: 1/2" = 1' - 0"

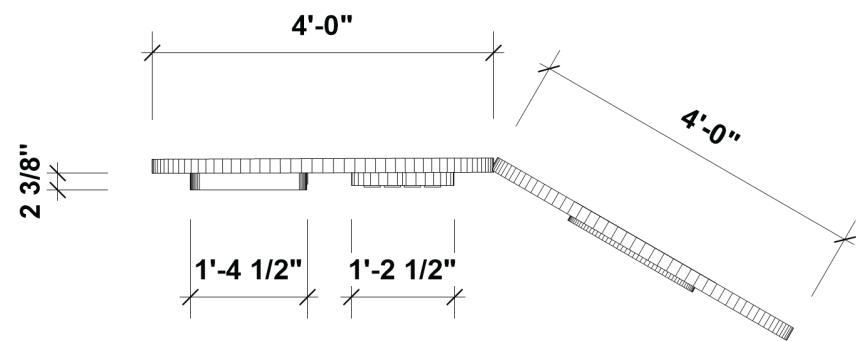
DATE: 12 / 13 / 2024

DRAWING TITLE:
Graphic Information Panels 1

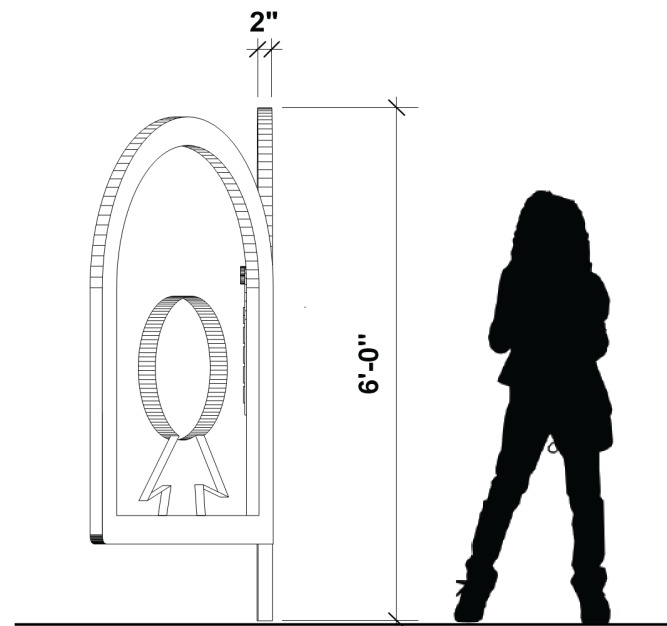
DRAWING NUMBER:
EX. 605



4 **3D Info Panels** o2A. o2. GRo1 - o2
Scale: 1/2" = 1'-0"



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



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

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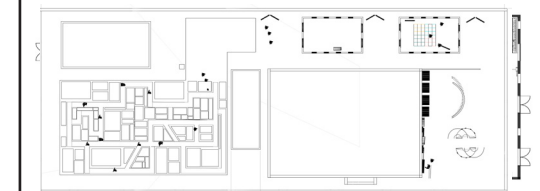
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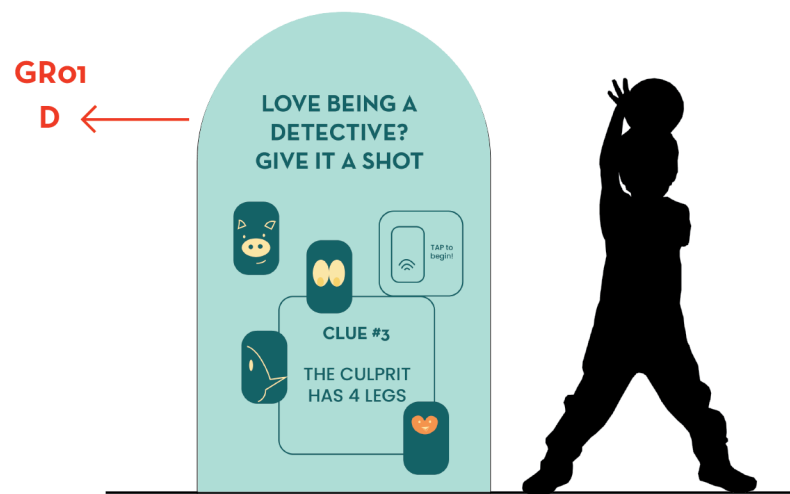
DRAWN BY: Sakshi Lokhande

SCALE: 1/2" = 1' - 0"

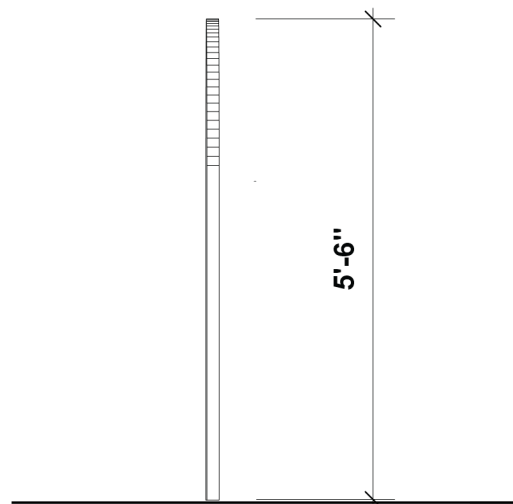
DATE: 12 / 13 / 2024

DRAWING TITLE:
Graphic Information Panels 2

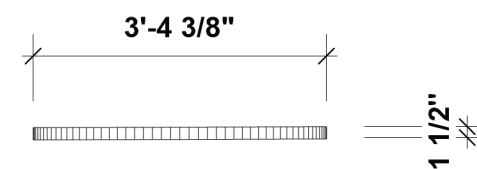
DRAWING NUMBER:
EX. 606



1 Flat info panels- City Adventure
Scale: 1/2" = 1'-0" **12A. 02. GR01**



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



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

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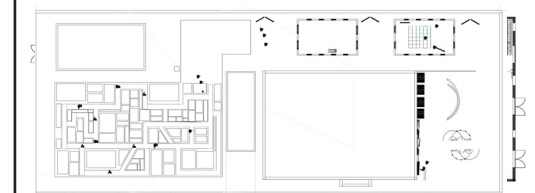
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DRAWN BY: Sakshi Lokhande

SCALE: 1/2" = 1' - 0"

DATE: 12 / 13 / 2024

DRAWING TITLE:
Graphic Information Panels 3

DRAWING NUMBER:
EX. 607

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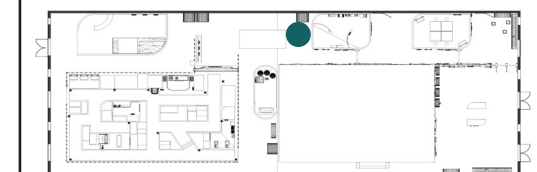
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KEY PLAN



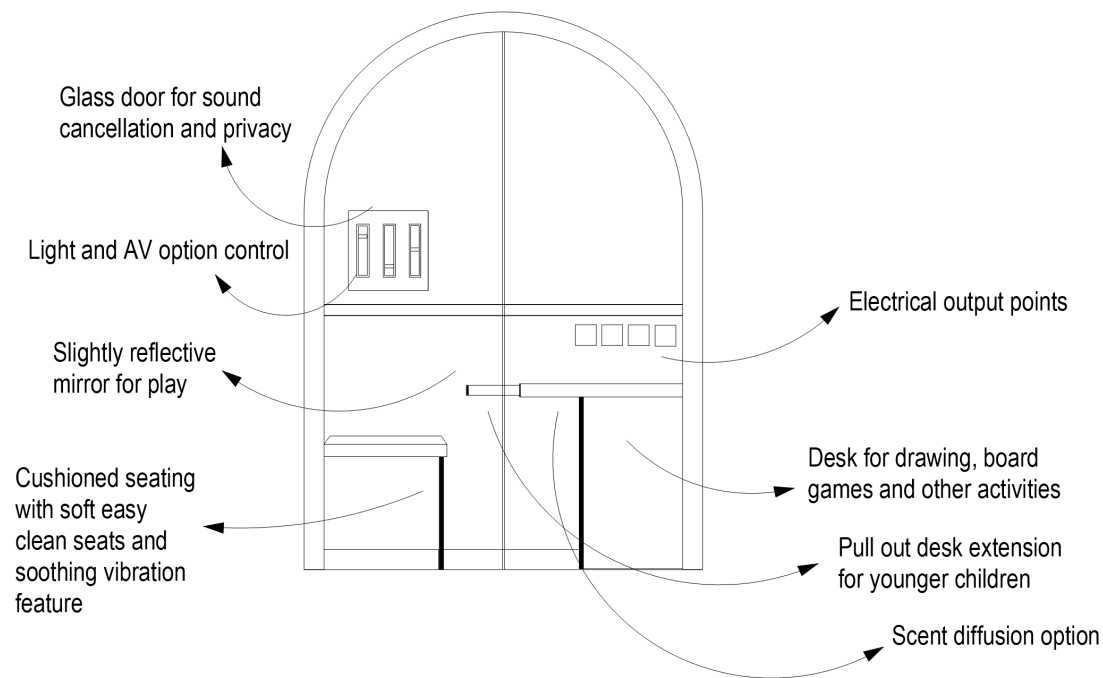
DRAWN BY: Sakshi Lokhande

SCALE: As mentioned

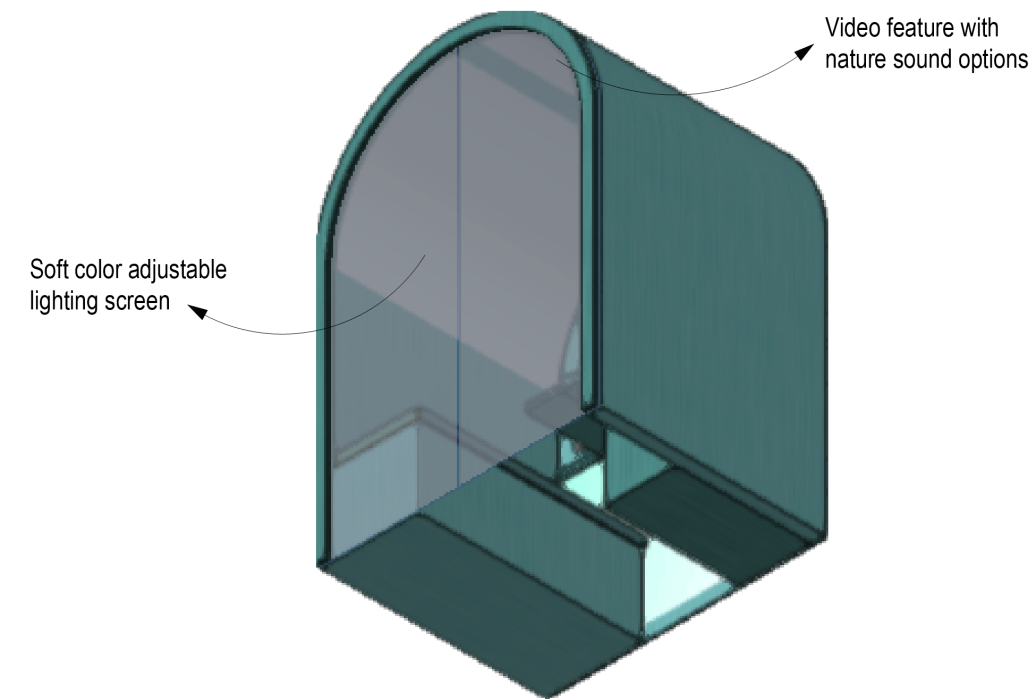
DATE: 12 / 13 / 2024

DRAWING TITLE:
Calm nook - Detail

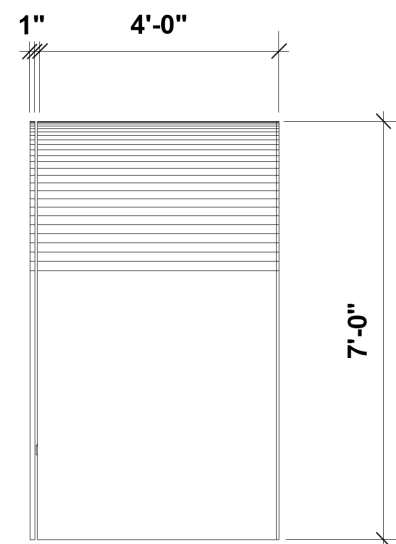
DRAWING NUMBER:
EX. 608



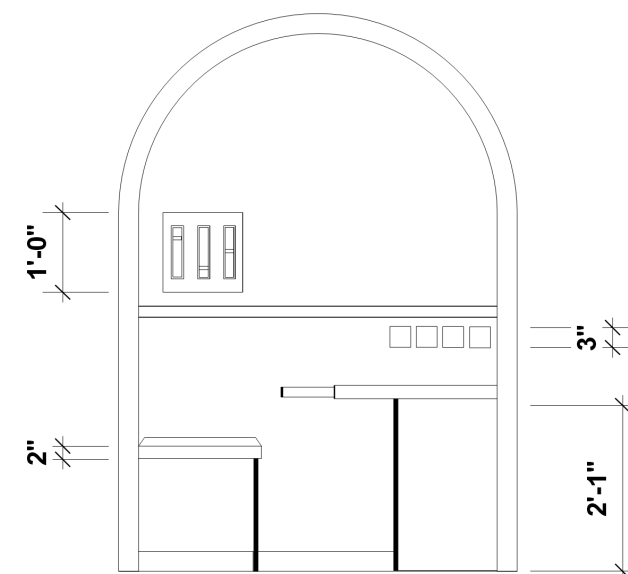
1 Detailed Front View- Calm Corner
Scale: 1/2" = 1'-0"



3 Lower Right Iso- Ceiling details
Scale: 1/2" = 1'-0"



2 Right Elevation
Scale: 3/8" = 1'-0"



4 Detailed Front View- Calm Corner
Scale: 1/2" = 1'-0"

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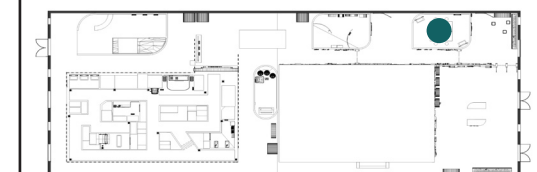
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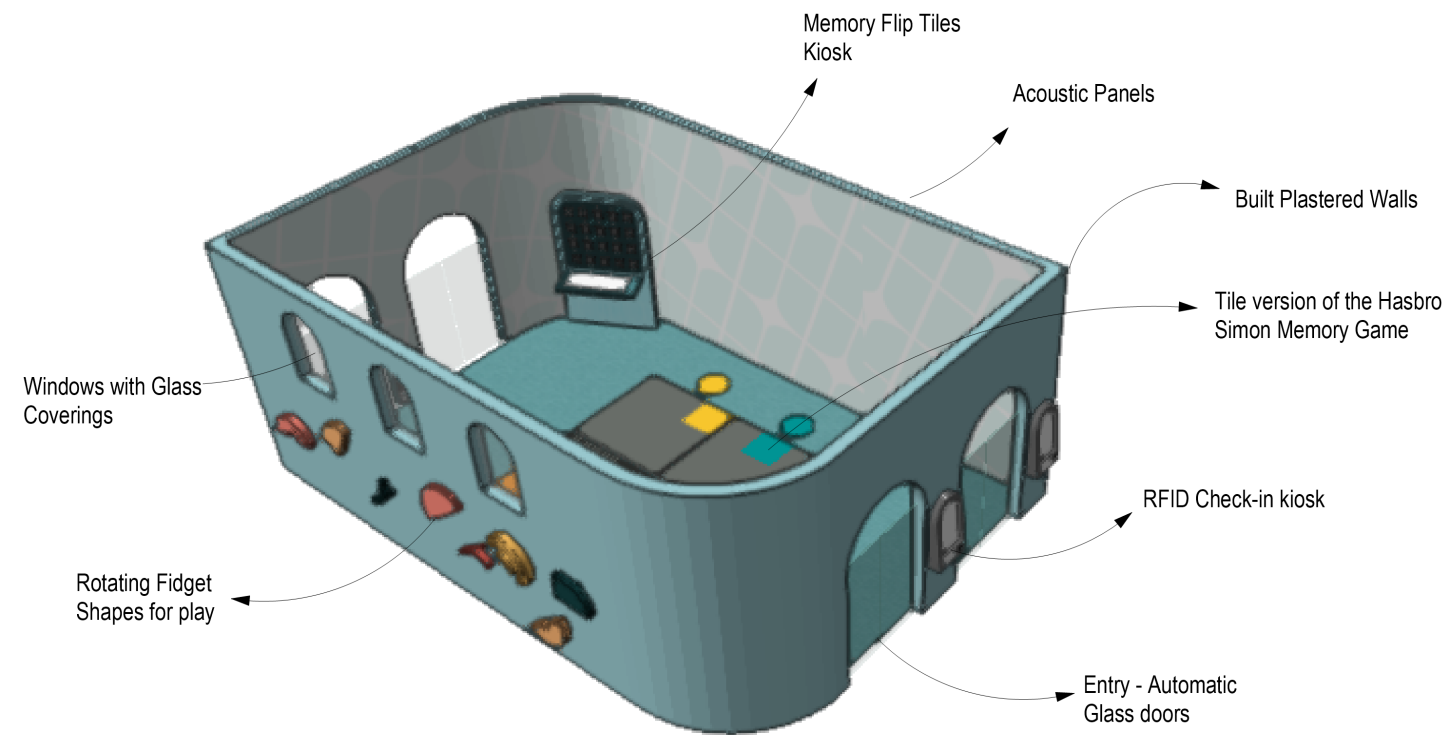
DRAWN BY: Sakshi Lokhande

SCALE: As mentioned

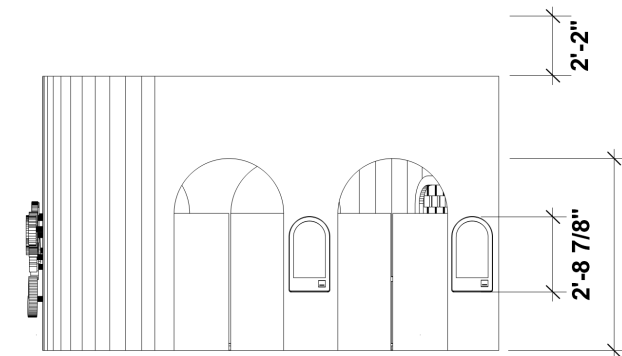
DATE: 12 / 13 / 2024

DRAWING TITLE:
Memory puzzle room - Detail

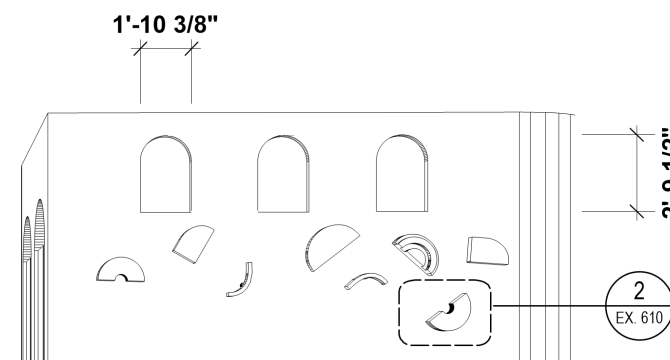
DRAWING NUMBER:
EX. 609



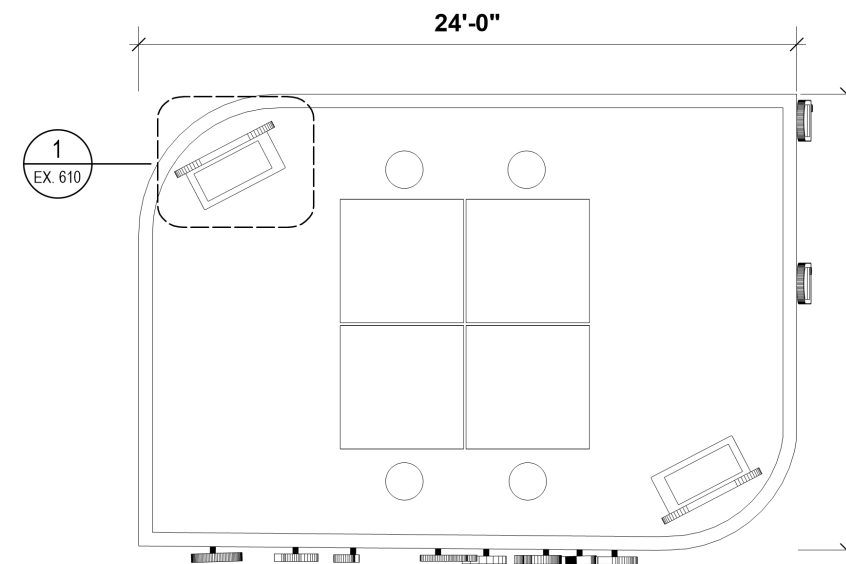
1 Memory Room- Space Overview
Scale: 1/4" = 1'-0"



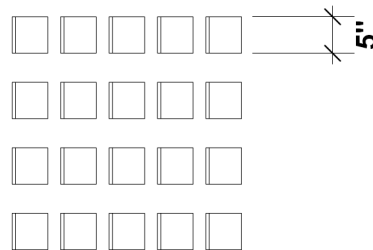
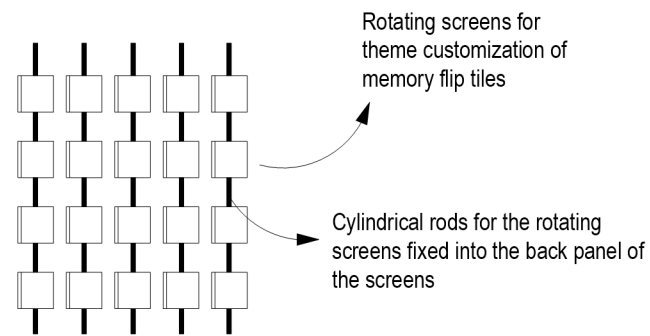
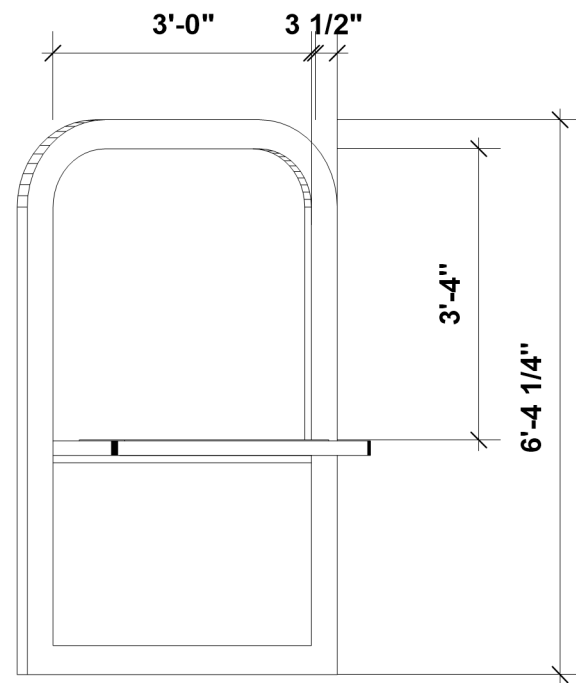
5 Right Elevation
Scale: 3/16" = 1'-0"



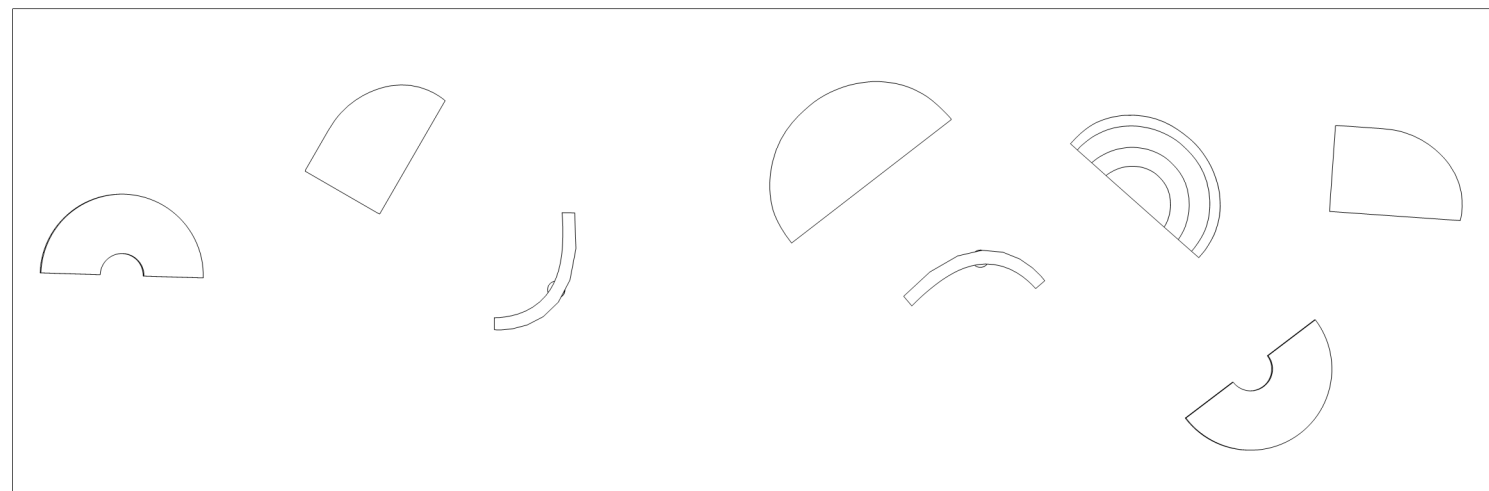
2 Front View
Scale: 3/16" = 1'-0"



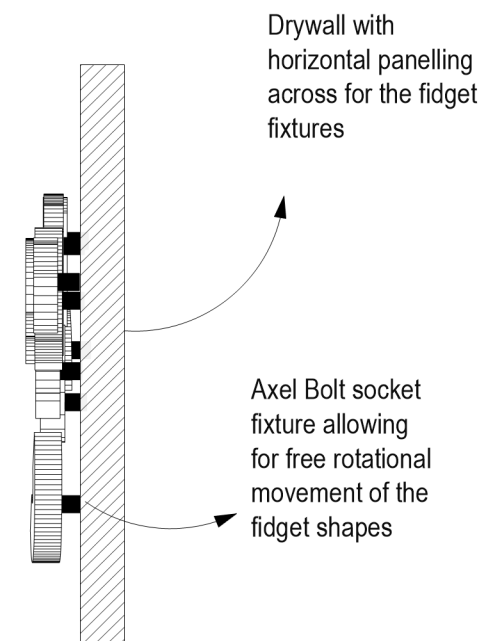
4 Top View
Scale: 3/16" = 1'-0"



1 Memory Tile Kiosk Detail
Scale: 1/2" = 1'-0"



2 Fidget shapes fixture details
Scale: 1/2" = 1'-0"



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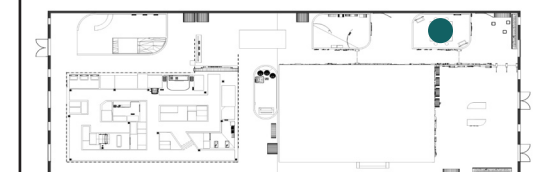
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KEY PLAN



DRAWN BY: Sakshi Lokhande

SCALE: 1/2" = 1' - 0"

DATE: 12 / 13 / 2024

DRAWING TITLE:

Memory Puzzle Room - Detail
Call outs

DRAWING NUMBER:

EX. 610

