

EMPOWERED

BUILDING HEALTHY COMMUNITIES TOGETHER

KAYLA VAN NAME
Thesis Capstone 2021
MA Exhibition and Experience Design
SUNY Fashion Institute of Technology

DRAWING LIST

| EX0.XX | GENERAL | EX2.00 | SCHEDULES | EX4.00 | GRAPHIC SYSTEMS |
|---------------|----------------------------|---------------|---------------------------------|---------------|--------------------------------------|
| EX0.00 | COVER SHEET | EX2.01 | GRAPHIC SCHEDULE PART 1 | EX4.01 | GRAPHIC IDENTITY |
| EX0.01 | DRAWING LIST | EX2.02 | GRAPHIC SCHEDULE PART 2 | EX4.02 | GRAPHIC LOOK AND FEEL |
| EX0.02 | SYMBOL LIST | EX2.03 | GRAPHIC SCHEDULE PART 3 | EX4.03 | POSTER |
| | | EX2.04 | GRAPHIC SCHEDULE PART 4 | EX4.04 | POSTER ACTIVATION |
| | | EX2.05 | GRAPHIC SCHEDULE PART 5 | EX4.05 | WAYFINDING |
| EX1.00 | EXECUTIVE SUMMARY | EX2.06 | GRAPHIC SPECIFICATIONS | EX4.06 | COLLATERAL |
| EX1.01 | THESIS STATEMENT | EX2.07 | MATERIAL SCHEDULE | EX4.07 | GRAPHIC FAMILY |
| EX1.02 | PROJECT PARAMETERS | EX2.08 | MEDIA SCHEDULE | | |
| EX1.03 | CLIENT | EX2.09 | ARTIFACT SCHEDULE PART 1 | EX5.00 | DETAILS |
| EX1.04 | AUDIENCE | EX2.10 | ARTIFACT SCHEDULE PART 2 | EX5.01 | ENTRY GRAPHICS |
| EX1.05 | SUBJECT | EX2.11 | ARTIFACT SCHEDULE PART 3 | EX5.02 | INTRO GRAPHICS |
| EX1.06 | VENUE | EX2.12 | ARTIFACT SCHEDULE PART 4 | EX5.03 | INTRO GRAPHICS DETAILS PART 1 |
| EX1.07 | PROJECT & EXHIBITION INTRO | EX2.13 | LIGHTING SCHEDULE | EX5.04 | INTRO GRAPHICS DETAILS PART 2 |
| EX1.08 | GOALS | | | EX5.05 | INTRO GRAPHICS DETAILS PART 3 |
| EX1.09 | CONCEPTUAL APPROACH | EX3.00 | PLANS & SECTIONS | EX5.06 | INTRO GRAPHICS DETAILS PART 4 |
| EX1.10 | PROGRAMMING & STAFF ROLES | EX3.01 | CODED AREA PLAN | EX5.07 | AREA INTRO GRAPHICS PART 1 |
| EX1.11 | PRE-VISIT EXPERIENCE | EX3.02 | OVERALL DIMENSION FLOOR PLAN | EX5.08 | AREA INTRO GRAPHICS PART 2 |
| EX1.12 | CONCEPT DIAGRAM | EX3.03 | PARTIAL DIMENSION FLOOR PLAN 01 | EX5.09 | CONTENT GRAPHICS PART 1 |
| EX1.13 | CONCEPTUAL FLOOR PLAN | EX3.04 | PARTIAL DIMENSION FLOOR PLAN 02 | EX5.10 | CONTENT GRAPHICS PART 2 |
| EX1.14 | ENERGY MAPS | EX3.05 | GRAPHIC LOCATION PLAN 01 | EX5.11 | CONTENT GRAPHICS PART 3 |
| EX1.15 | VISITOR JOURNEY DIAGRAMS | EX3.06 | GRAPHIC LOCATION PLAN 02 | EX5.12 | ART DIRECTION FOR DIGITAL GRAPHICS |
| EX1.16 | MODEL PHOTO SURVEY | EX3.07 | MATERIAL PLAN 01 | EX5.13 | RECESSED DISPLAY CASE DETAILS PART 1 |
| EX1.20 | ENTRY RENDERING | EX3.08 | MATERIAL PLAN 02 | EX5.14 | RECESSED DISPLAY CASE DETAILS PART 2 |
| EX1.21 | INTRODUCTION RENDERING | EX3.09 | AV PLAN 01 | EX5.15 | RECESSED DISPLAY CASE DETAILS PART 3 |
| EX1.22 | HERO'S LAIR RENDERING 1 | EX3.10 | AV PLAN 02 | EX5.16 | TENSILE FABRIC DETAILS PART 1 |
| EX1.23 | HERO'S LAIR RENDERING 2 | EX3.11 | ARTIFACT PLAN 01 | EX5.17 | TENSILE FABRIC DETAILS PART 2 |
| EX1.24 | BUSY BODIES RENDERING 1 | EX3.12 | ARTIFACT PLAN 02 | | |
| EX1.25 | BUSY BODIES RENDERING 2 | EX3.13 | LIGHTING PLAN 01 | | |
| EX1.26 | TRUE IDENTITY RENDERING | EX3.14 | LIGHTING PLAN 02 | | |
| EX1.27 | CONCLUSION RENDERING | EX3.15 | ELEVATIONS | | |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

DRAWING LIST

DRAWING NO.

EX0.01

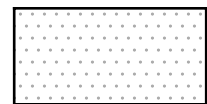
SYMBOL LIST



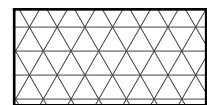
EXHIBIT WALL



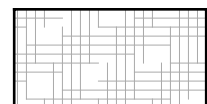
WOOD



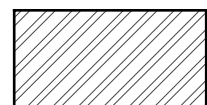
CARPET



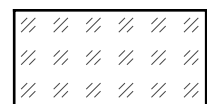
TENSILE FABRIC



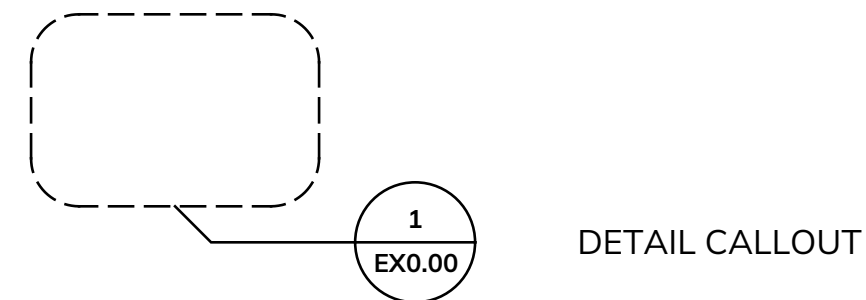
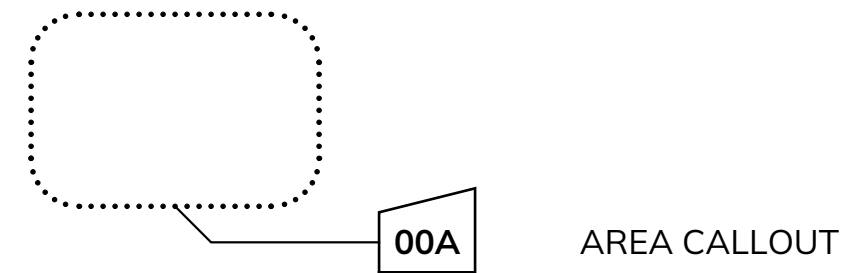
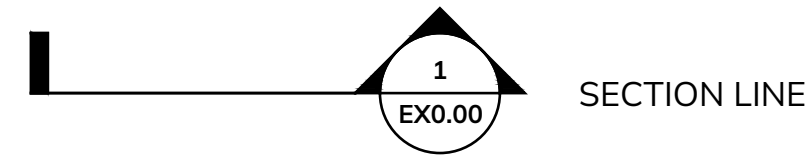
CANVAS FABRIC



POWDER COATED ALUMINUM



GLASS



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

SYMBOL LIST

DRAWING NO.

EX0.02



EX1 EXECUTIVE SUMMARY

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

THESIS STATEMENT

DRAWING NO.

EX1.01

THESIS STATEMENT

Exhibitions hold great potential for serving socially isolated older adults who are critically underserved and lacking in meaningful, approachable experiences and accessible social opportunities. Intergenerational engagement has the power to alleviate social isolation in older adults through exposure to new perspectives, active participation in cooperative play, the experience of mutual understanding, and the achievement of shared goals. Adapting these intergenerational programmatic design practices to the creation of shared environments will address the social isolation public health crisis and foster a renewed sense of purpose and meaningful social connections between generations.

PROJECT PARAMETERS

CLIENT

Empire BlueCross BlueShield,
The Anthem Foundation

AUDIENCE

Adults over 60 living independently
Children ages 7-10

SUBJECT

The holistic health approach to wellness

VENUE

Vacant storefront in the Upper West Side, NYC

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**PROJECT
PARAMETERS**

DRAWING NO.

EX1.02

CLIENT



EMPIRE BLUE CROSS BLUE SHIELD

Mission: To materially and measurably improve the health of all New Yorkers.

Empire BlueCross BlueShield sponsors community health events, programs, and workshops that serve both older adults and children, and has recently dedicated their efforts to alleviating the impacts of social isolation.



THE ANTHEM FOUNDATION

Mission: To address the disparities and social drivers through strategic partnerships and programs, that will help create a healthier generation of Americans.

The Anthem Foundation aims to serve all generations and supports programs focusing on holistic and preventative health methods.

KAYLA VAN NAME

EXHIBITION & EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

CLIENT

DRAWING NO.

EX1.03

AUDIENCE

The primary audience consists of adults over 60 living independently in the Upper West Side, and the second primary audience consists of local school children aged 7-10. The secondary audience consists of teachers, school staff, parents, and caretakers or companions for both children and older adults.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

AUDIENCE

DRAWING NO.

EX1.04

SUBJECT

The exhibition content introduces visitors to the holistic health approach, which considers the whole person and all aspects of their health, including how to provide for all fundamental human needs. In addition to physical health, holistic wellness also addresses social, cognitive, emotional, and spiritual health. Each content section of the exhibition focuses on a specific health aspect (i.e., physical, social, emotional, etc.) or on the interactions that occur between health aspects.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

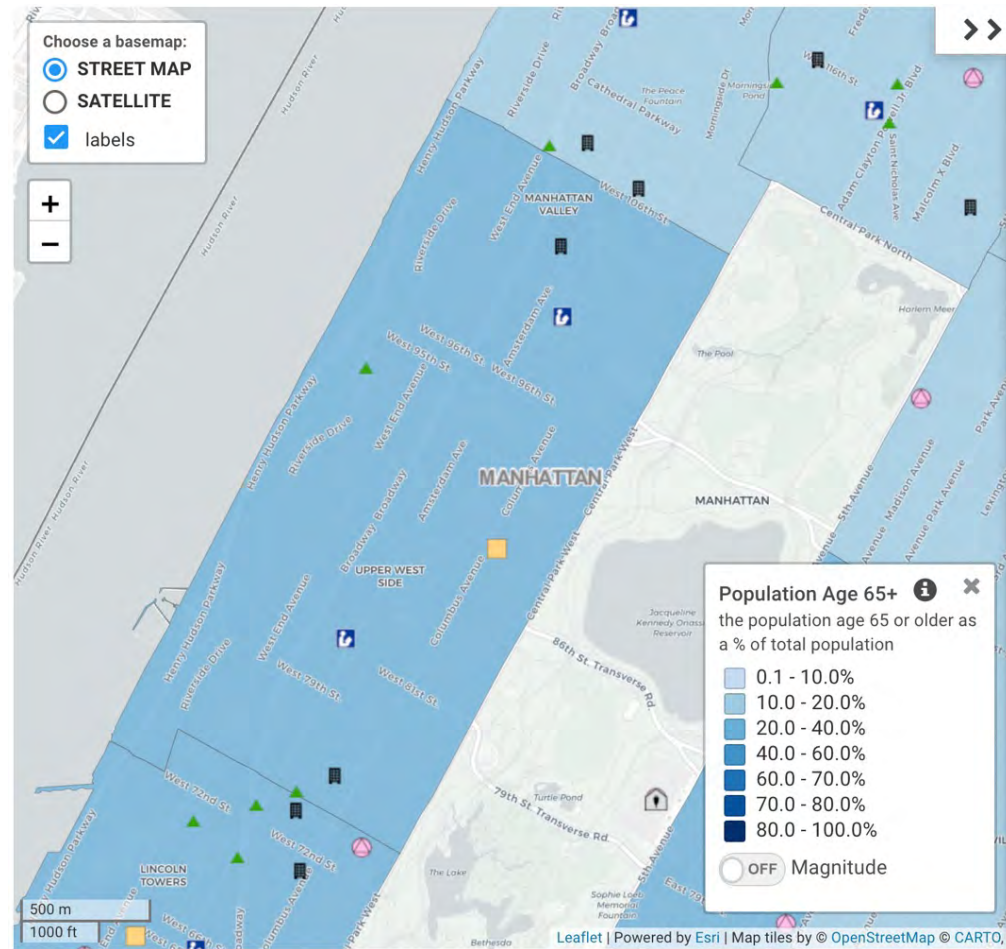
DATE: 12/10/2021

SUBJECT

DRAWING NO.

EX1.05

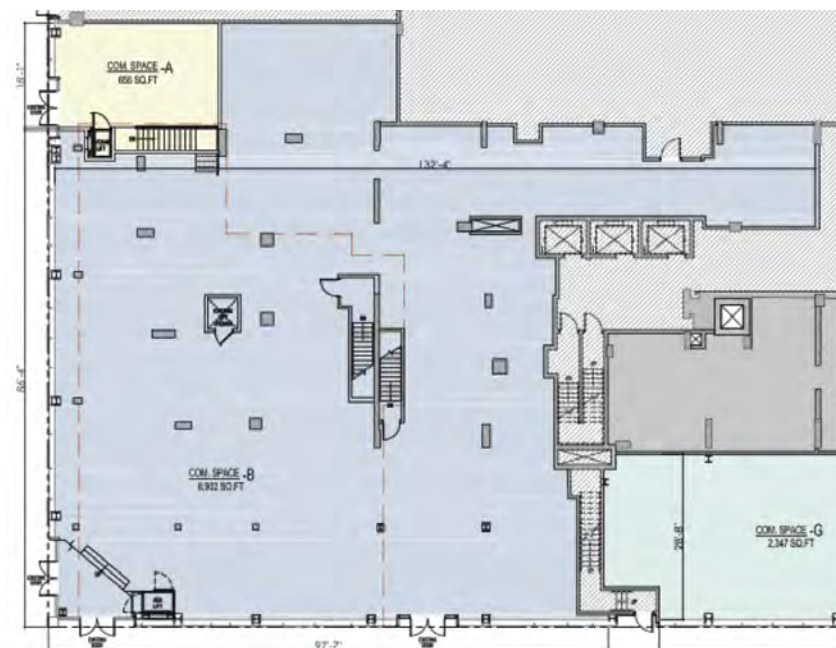
VENUE



The Upper West Side is home to over 46,000 New Yorkers over the age of 60, comprising nearly 25% of the neighborhood's total population. It also has the second largest number of adults over 60 living alone in all the NYC community districts). During the COVID-19 pandemic, older adults living in the Upper West Side were acknowledged as one of the most vulnerable populations for social isolation IN NYC.

There are large gaps in existing services for older adults in the Upper West Side, which identifies a need for additional opportunities and services to alleviate social isolation in Upper West Side communities. The Upper West Side is also experiencing a vacant storefront crisis, with 2020 data showing nearly 200 vacancies.

The selected retail space is located at 725 Amsterdam Avenue, in a heavily trafficked, transit-accessible area near essential services visited by older adults, such as banks, pharmacies, grocery stores, and health services. The large 9,500 square-foot space has remained vacant since its construction was completed in 2017. The space is in close proximity to several elementary schools as well as subsidized senior housing developments.



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

VENUE

DRAWING NO.

EX1.06

PROJECT INTRODUCTION

My applied project addresses the public health crisis of social isolation in older adults and explores the potential to alleviate negative impacts of this issue through a designed environment that fosters opportunities for intergenerational connections. This is achieved by providing underserved communities with access to an equalizing, comfortable space designed specifically to engage intergenerational audiences in enjoyable social experiences. Methods found in previous research and intergenerational program models are adapted and applied to the designed experience to serve the needs of each generational group. These include storytelling, knowledge-sharing, exposure to new perspectives, creativity, cooperative play, and the achievement of shared goals.

EXHIBITION INTRODUCTION

In collaboration with Empire BlueCross BlueShield and the Anthem Foundation, this project consists of a 6-month long exhibition with regularly scheduled programming. The environment functions as a superhero-themed intergenerational play space, featuring lively areas with direct social contact as well as calm areas with indirect contact and moments of reflection. An optional game play component invites visitors to form teams, compete in cooperative wellness challenges, and collect badges using RFID wristband technology. Key themes found in intergenerational programming are adapted and applied throughout the designed experience to engage visitors in meaningful interactions and foster connections between generations.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**PROJECT & EXHIBITION
INTRODUCTION**

DRAWING NO.

EX1.07

GOALS

PROJECT GOALS

- Introduce audiences to holistic wellness practices and preventative care methods
- Provide health programs to isolated and/or underserved audiences
- Mitigate social isolation and promote healthy aging
- Get children involved in their own wellness at an early age
- Provide intergenerational contact zones that benefit all audiences
- Promote healthy connected communities

EDUCATION GOALS

Visitors will learn:

- To think about seniors or children in more expansive ways
- About the holistic approach to wellness
- About different aspects of health and fundamental human needs related to aging and socialization
- How different health aspects can impact each other
- How to take ownership over your own health
- Methods of practicing holistic wellness and preventative care

EXPERIENCE GOALS

Visitors will experience:

- Activities that promote intergenerational conversation
- Game components that promote teamwork and cooperative play
- Moments of reflection
- Immersive environments and multisensory activities
- Opportunities to share personal stories and hear new perspectives
- Opportunities to engage in play-based wellness practices
- Opportunities to share meaningful knowledge in playful ways

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

GOALS

DRAWING NO.

EX1.08

CONCEPTUAL APPROACH

Upon entering the exhibition, visitors are transported to a superhero training space, where they assume the role of a hero-in-training to learn about holistic wellness practices, which are framed as superhero skills.

Becoming a superhero means having a positive impact on others and an important role in the community. It also requires teamwork, physical activity, staying true to yourself, using your intelligence, and reflecting on what's important. Through the role of a superhero, visitors can connect with others, encounter new perspectives through intergenerational social interactions, and learn how to address their fundamental needs through play. A game play component invites visitors to form teams and work together to compete in cooperative play activities and collect badges.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**CONCEPTUAL
APPROACH**

DRAWING NO.

EX1.09

PROGRAMMING & STAFF ROLES

PROGRAMMING

The exhibition features a game play event that provides private programming for school groups, summer camp groups, and senior community groups. In addition to private group programs, the exhibition also provides public programs in the form of weekly scheduled events and open game play events to encourage repeat visitation. Weekly scheduled events allow visitors to plan their visit and sign up ahead of time, and open game play invites visitors to join events on a walk-in basis.

STAFF ROLES

Exhibition staff provide pre-visit facilitated experiences as well as in-person support during exhibition experiences. Staff do not directly facilitate intergenerational interactions but are present to assist visitors and answer questions. This includes teaching visitors how to use RFID technology, explaining programming, guiding groups to different areas during game play events, and maintaining a safe, functioning, and welcoming environment for all visitors.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**PROGRAMMING &
STAFF ROLES**

DRAWING NO.

EX1.10

PRE-VISIT EXPERIENCE

The exhibition experience consists of a pre-visit “learn about the other generation” component. This facilitated experience consists of an educational component that is completed before intergenerational contact occurs. These sessions can take place at a separate site such as a local school or senior center, or on-site at the exhibition location.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**PRE-VISIT
EXPERIENCE**

DRAWING NO.

EX1.11

CONCEPT DIAGRAM

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

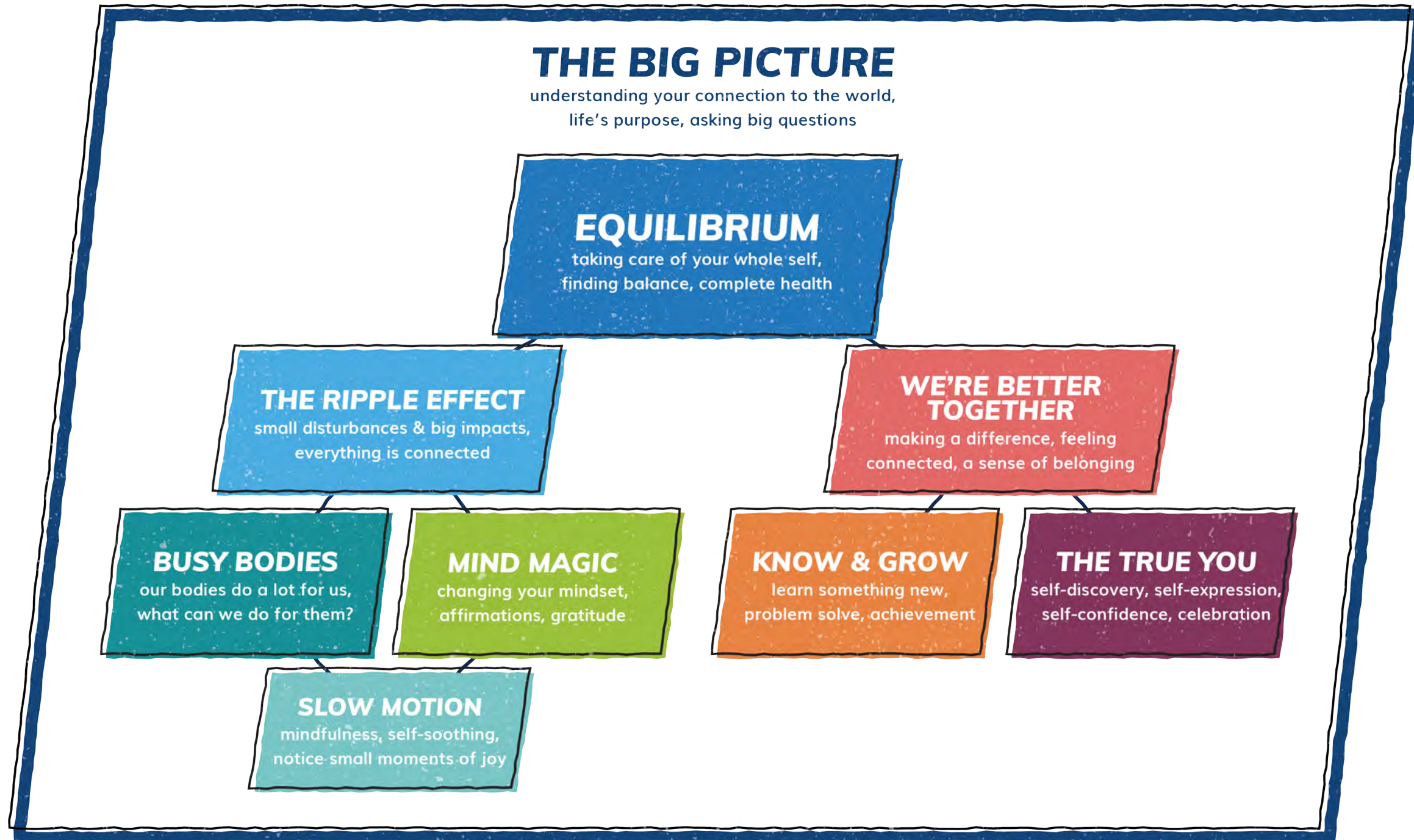
SCALE: N/A

DATE: 12/10/2021

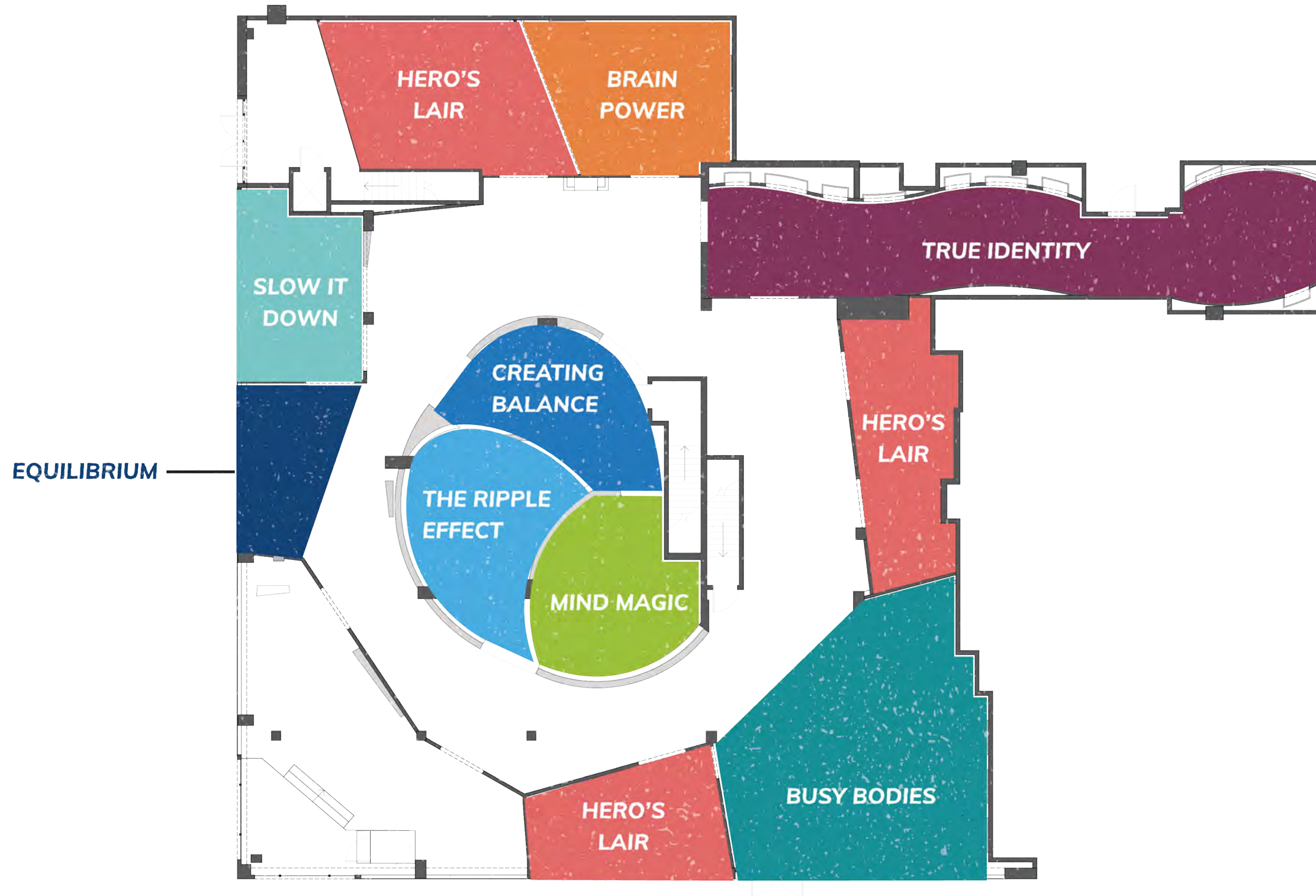
CONCEPT
DIAGRAM

DRAWING NO.

EX1.12



CONCEPTUAL FLOOR PLAN



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

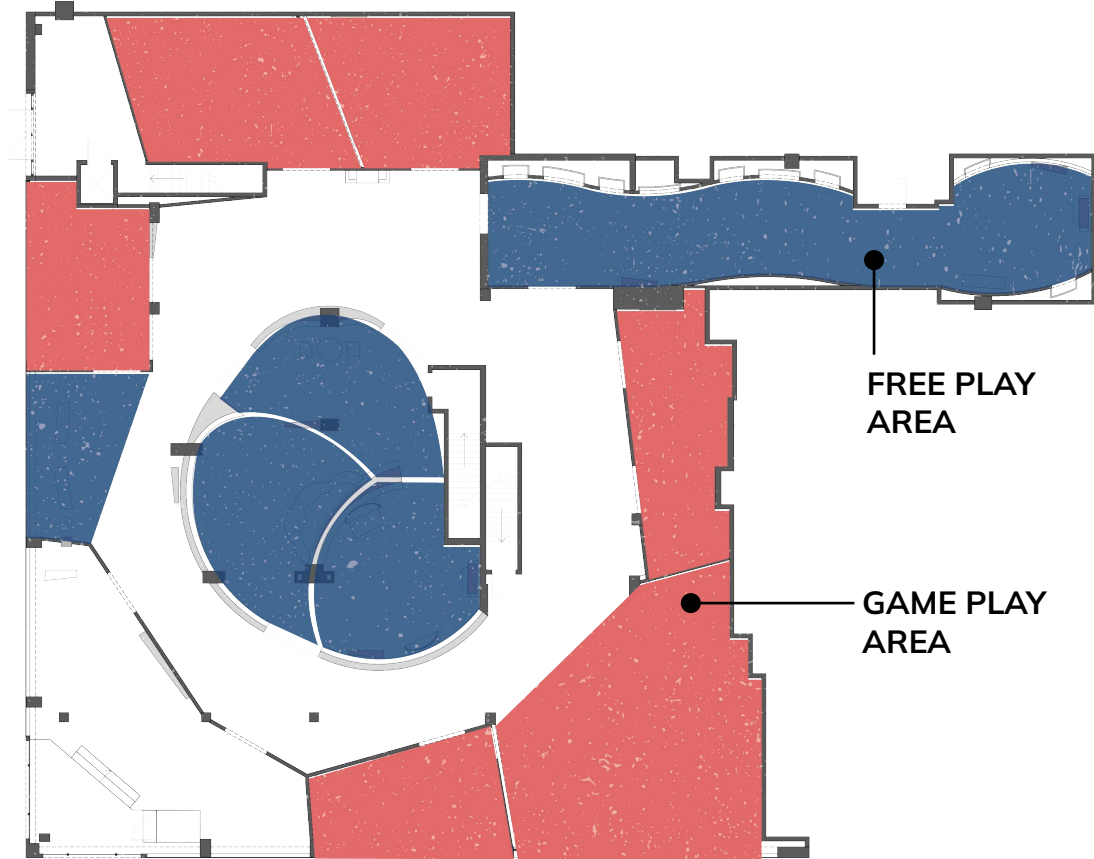
DATE: 12/10/2021

CONCEPTUAL FLOOR
PLAN

DRAWING NO.

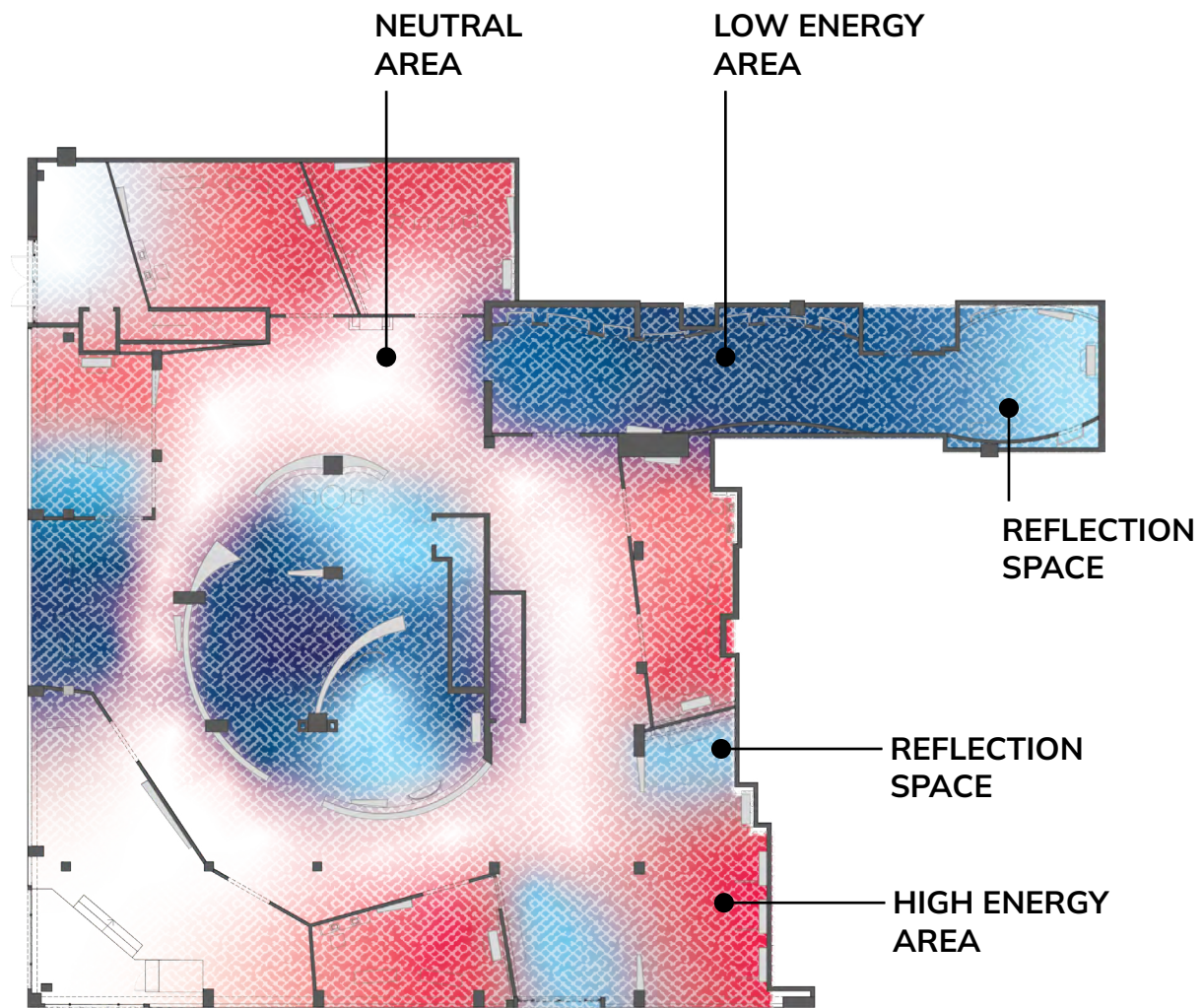
EX1.13

ENERGY MAPS



GAME MAP

Game play areas generally provide a higher level of social contact, and are more dynamic environments than free play areas. Free play areas are calmer spaces that offer moments for reflection and lower level social contact.



ENERGY MAP

Energy intensity and level of social contact varies throughout each space. Reflection spaces are found in both free play and game play areas, and provide opportunities for both high-level and low-level social contact.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

ENERGY MAPS

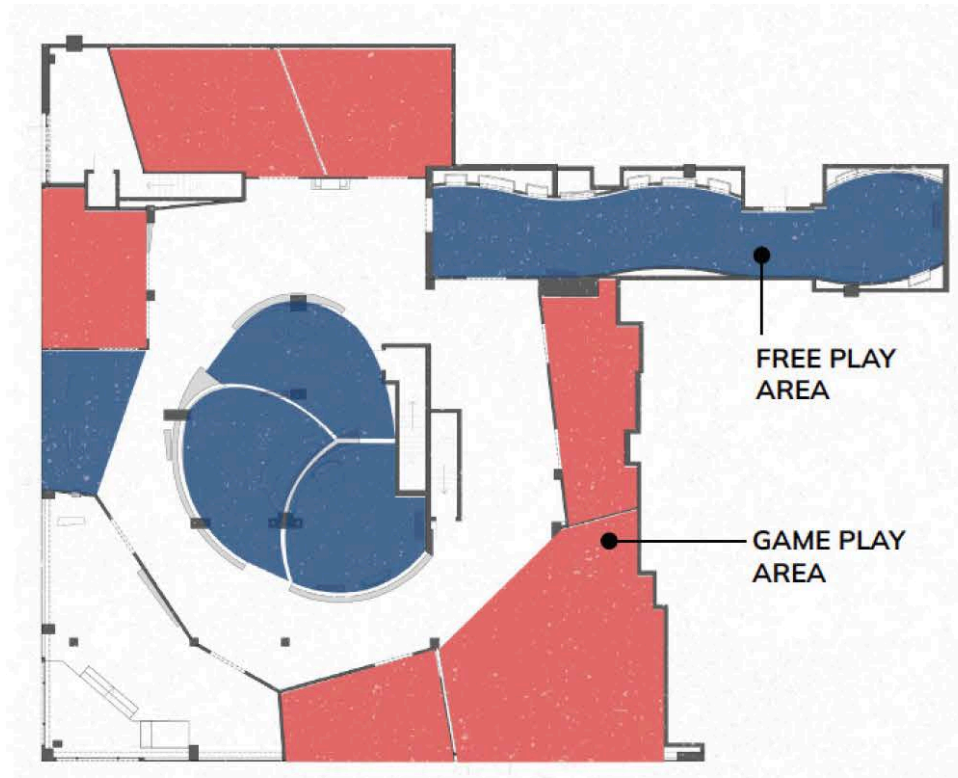
DRAWING NO.

EX1.14

VISITOR JOURNEY DIAGRAMS

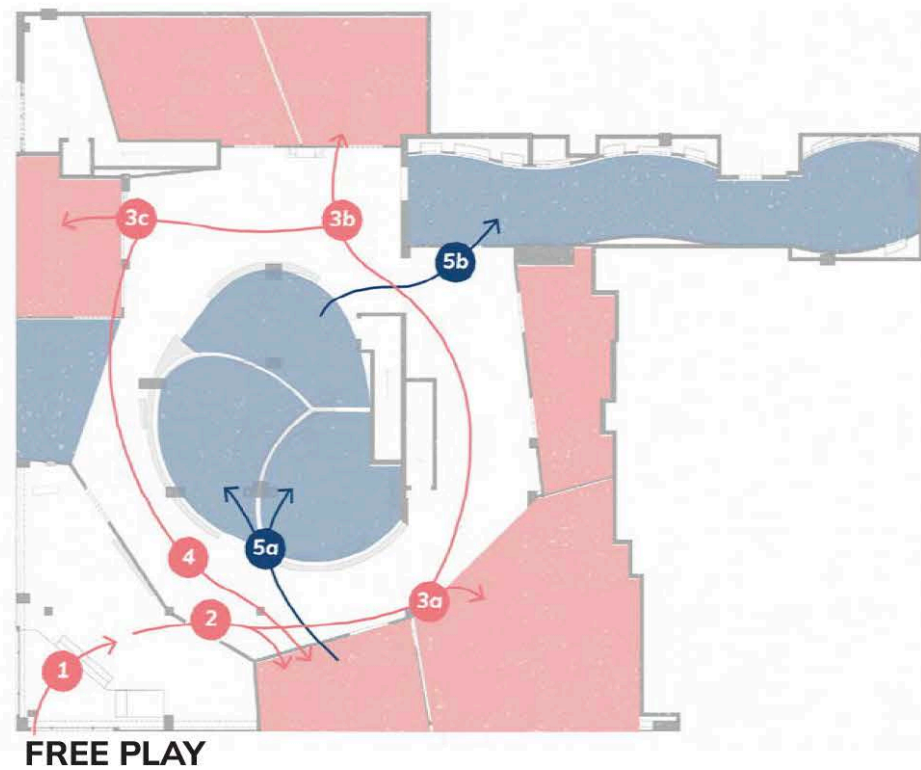
GAME EVENT

1. Visitors receive information about game play options. Visitors are assigned to a team, and receive an RFID wristband.
2. Visitors are directed to their assigned lair to create their superhero identity and meet their team.
3. As a team, visitors move around the game space completing cooperative activities for team points. Teams are assisted by a staff member.
4. After completing game activities, visitors finish their game at their team lair to view scores and receive their superhero ID.
5. After game play is complete, visitors explore non-game activities.



FREE PLAY

1. Visitors receive information about game play and free play options. Visitors are assigned to a team, and receive an RFID wristband.
2. Visitors are directed to their assigned lair to create their superhero identity.
3. Visitors explore game activities and non-game activities as desired.

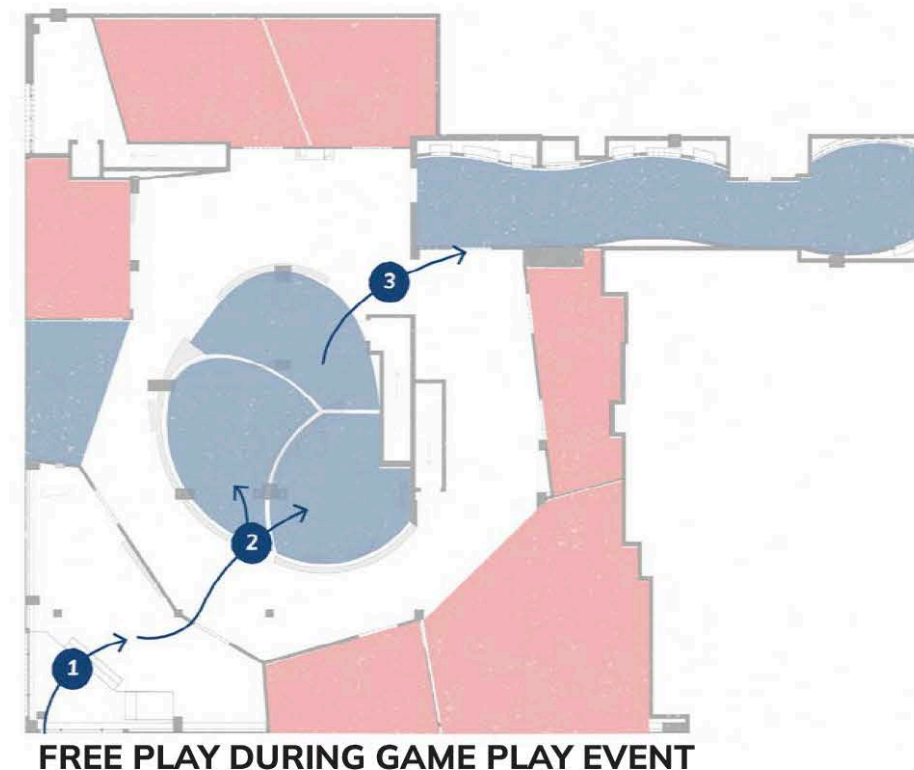


FREE PLAY DURING GAME PLAY EVENT

1. Visitors receive information about game play and free play options. Visitors are assigned to a team, and receive an RFID wristband.
2. If visitors do not wish to participate in game play, they are directed to non-game activities.



GAME EVENT



FREE PLAY DURING GAME PLAY EVENT

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

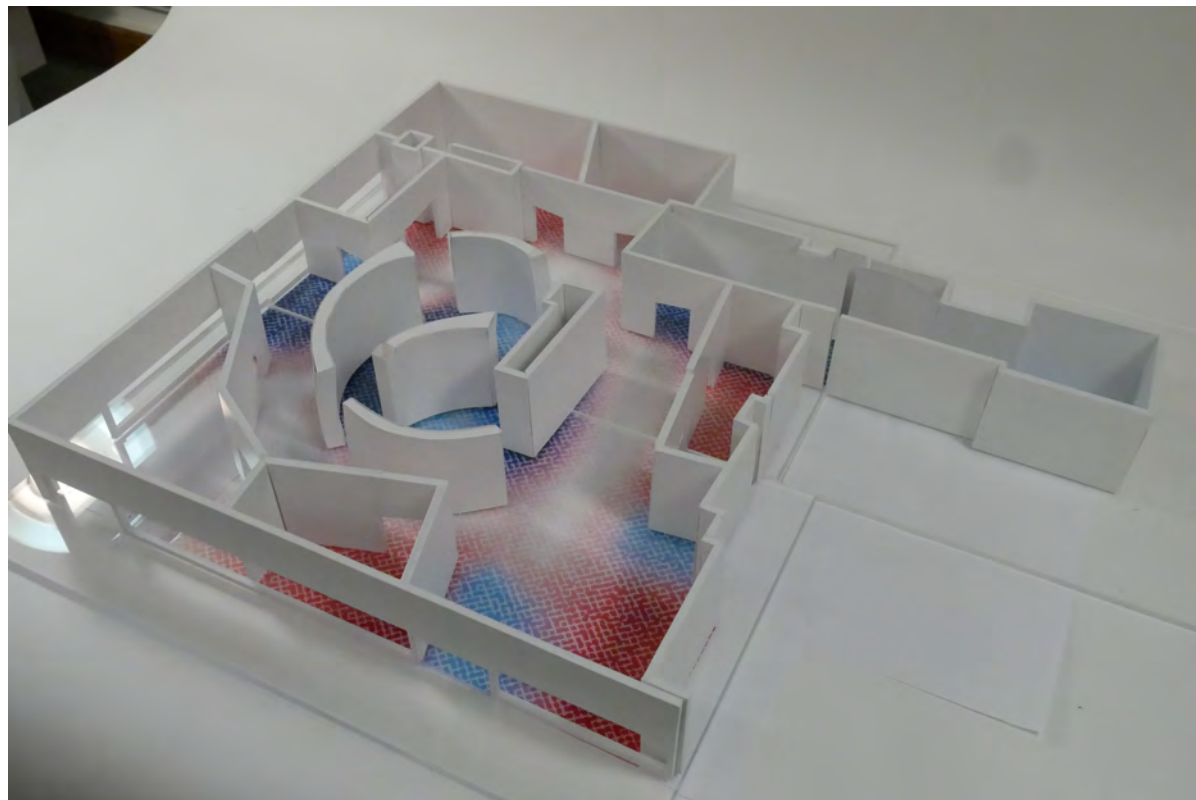
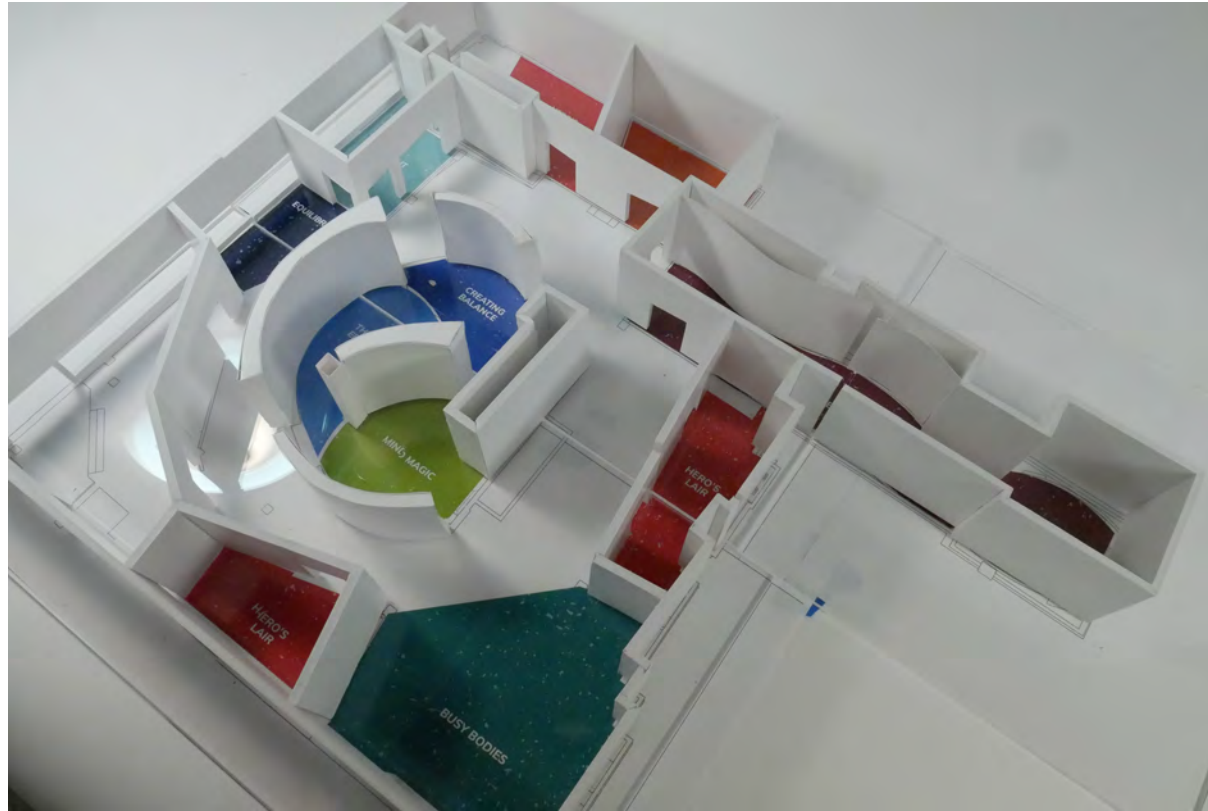
DATE: 12/10/2021

VISITOR JOURNEY DIAGRAMS

DRAWING NO.

EX1.15

MODEL PHOTO SURVEY



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**MODEL PHOTO
SURVEY**

DRAWING NO.

EX1.16



EXHIBITION ENTRANCE

Upon approaching the exhibition space, visitors see large superhero themed window graphics, conveying the playful quality of the experience and providing a familiar element for all audiences. Gaps in window graphics allow visitors to peer into the exhibition.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

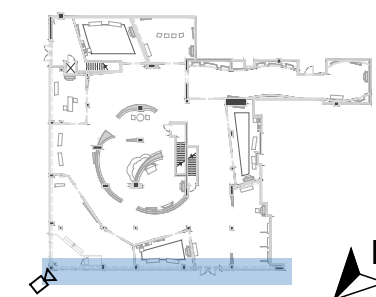
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

ENTRY RENDERING

DRAWING NO.

EX1.20



INTRODUCTION AREA

Visitors enter the space to a large graphic panel introducing the subject of holistic health, the superhero game experience, and the use of RFID wristband technology. Exhibition staff explain the game play and free play experiences, demonstrate how to use the RFID system, and assign a team color to each visitor. Here, visitors can also complete their pre-visit orientation with a staff member, to learn about older or younger generations and understand best practices for communication.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

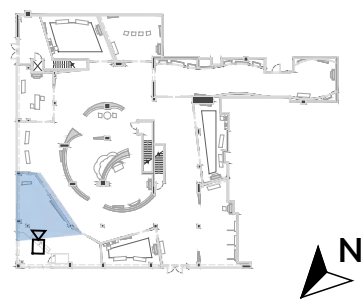
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**INTRODUCTION
RENDERING**

DRAWING NO.

EX1.21



HERO'S LAIR

The Hero's Lair initiates the game play experience. Visitors can use their RFID wristband at a tablet station to create a superhero name and avatar. Visitors can also learn about social health and the benefits of teamwork and community. A collection of famous superheroes wearing team colors are displayed on one wall, with labels featuring additional content on social health.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

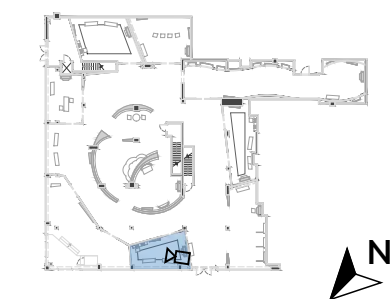
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**HERO'S LAIR
RENDERING 1**

DRAWING NO.

EX1.22



HERO'S LAIR

At the Hero's Lair activity kiosk, visitors continue to learn about teamwork and social health. Visitors can use the RFID system to play a team "Truth or Dare" game and earn team points and a badge. The game acts as an icebreaker with truth or dare questions, with each challenge involving the cooperation of multiple players. This area also features dress-up items where visitors can try on a cape in their team's color.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

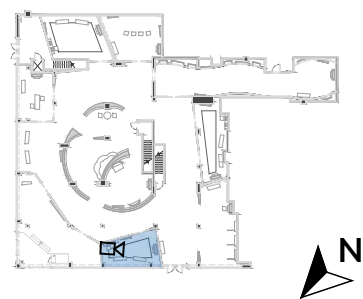
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**HERO'S LAIR
RENDERING 2**

DRAWING NO.

EX1.23



BUSY BODIES

In this area, visitors learn about the importance of physical health, including exercise and physical play. A reflection space provides a resting area and encourages older visitors to share personal and playful stories related to physical health, such as their favorite childhood playground games. A floor graphic of hopscotch leads visitors further into the game area.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

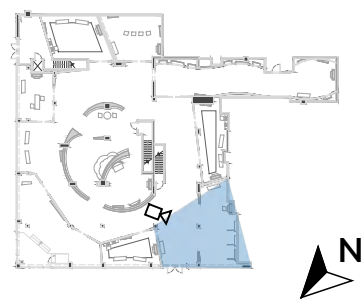
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**BUSY BODIES
RENDERING 1**

DRAWING NO.

EX1.24



BUSY BODIES

At the activity kiosk, visitors can use the RFID system to play a team game and earn points and a badge. The game is a superhero version of “Simon Says” using power poses and gesture recognition screens. One player sits at the kiosk and chooses poses for the other players to match.. This game space also includes hula hoops and additional reflection prompts to provide a non-digital play experience.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

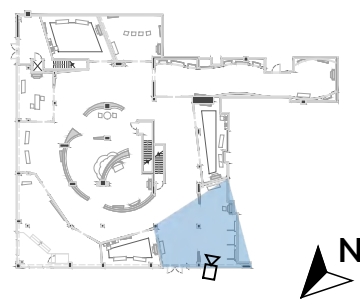
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**BUSY BODIES
RENDERING 2**

DRAWING NO.

EX1.25



TRUE IDENTITY

This area provides a quieter, calmer space than the game play areas. Here, visitors can learn about social and emotional health, including the importance of self-expression and self-discovery, and the joy of play at any age. Display cases feature toys, images, and childhood items from the 1950s-1960s and modern day, to highlight similarities and differences. Open cases allow visitors to play with a selection of objects, and reflection directives encourage visitors to share memories sparked by objects in the exhibition.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

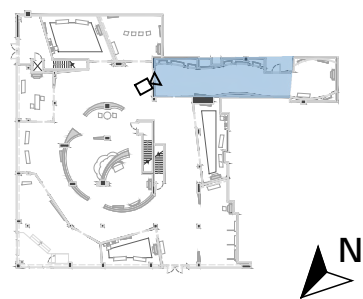
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**TRUE IDENTITY
RENDERING**

DRAWING NO.

EX1.26



EXPERIENCE CONCLUSION

Before exiting the exhibition, visitors can return to their Hero's Lair and scan their RFID band to receive an official EMPOWERED superhero ID card featuring their avatar, superhero name, and health badge achievements. The ID card includes a scannable QR code that leads visitors to the a post-experience digital app.

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

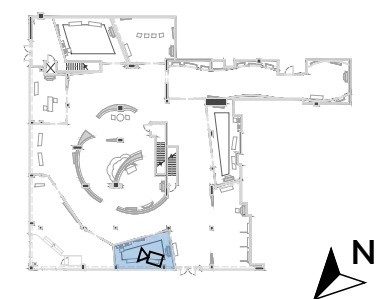
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**CONCLUSION
RENDERING**

DRAWING NO.

EX1.27



EX2 SCHEDULES

GRAPHIC SCHEDULE – PART 1

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**GRAPHIC SCHEDULE
PART 1**

DRAWING NO.

EX2.01

| ENTRY | SIGN TYPE | DESCRIPTION | HERO'S LAIR (BLUE) | SIGN TYPE | DESCRIPTION |
|-------------|-----------|-----------------------|-----------------------|-----------|----------------------------|
| 00A.01.GR01 | G | ENTRY WINDOW GRAPHICS | 03A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 00A.02.GR01 | G | ENTRY WINDOW GRAPHICS | 03A.01.GR02 | A | AREA INTRO TEXT |
| | | | 03A.01.GR03 | B1 | AREA INTRO TITLE BASE |
| | | | 03A.01.GR04 | D | AREA INTRO TITLE |
| | | | 03A.02.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| | | | 03A.02.GR02 | B | CONTENT IMAGES |
| | | | 03A.02.GR03 | B | CONTENT TEXT |
| | | | 03A.02.GR04 | B | CONTENT BUBBLE TEXT |
| | | | 03A.02.GR05 | B | CONTENT TITLE BASE |
| | | | 03A.02.GR06 | E | CONTENT TITLE |
| | | | 03A.03.GR01 | K | DIGITAL TOUCHSCREEN |
| | | | 03A.03.GR02 | K | DIGITAL TOUCHSCREEN |
| | | | 03A.03.GR03 | B3 | DIRECTIVE |
| | | | 03A.04.GR01 | B2 | ARTIFACT LABEL |
| | | | 03A.05.GR01 | B2 | ARTIFACT LABEL |
| | | | 03A.06.GR01 | B2 | ARTIFACT LABEL |
| | | | 03A.07.GR01 | B2 | ARTIFACT LABEL |
| | | | 03A.08.GR01 | B2 | ARTIFACT LABEL |
| | | | 03A.09.GR01 | B2 | ARTIFACT LABEL |
| | | | 03A.10.GR01 | L | DIGITAL SCREEN |
| | | | 03A.10.GR02 | B4 | DIRECTIVE RFID |
| | | | | | |
| | | | BUSY BODIES | SIGN TYPE | DESCRIPTION |
| | | | 04A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| | | | 04A.01.GR02 | A | AREA INTRO TEXT |
| | | | 04A.01.GR03 | B1 | AREA INTRO TITLE BASE |

GRAPHIC SCHEDULE – PART 2

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**GRAPHIC SCHEDULE
PART 2**

DRAWING NO.

EX2.02

| BUSY BODIES | SIGN TYPE | DESCRIPTION | HERO'S LAIR (YELLOW) | SIGN TYPE | DESCRIPTION |
|-------------|-----------|----------------------------|----------------------|------------------|----------------------------|
| 04A.01.GR04 | D | AREA INTRO TITLE | 05A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 04A.02.GR01 | C | DIRECTIVE REFLECTION | 05A.01.GR02 | A | AREA INTRO TEXT |
| 04A.03.GR01 | C | DIRECTIVE REFLECTION | 05A.01.GR03 | B1 | AREA INTRO TITLE BASE |
| 04A.04.GR01 | I | FLOOR GRAPHIC | 05A.01.GR04 | D | AREA INTRO TITLE |
| 04A.05.GR01 | A | GRAPHIC PATTERN AND IMAGES | 05A.02.GR01 | L | DIGITAL SCREEN |
| 04A.05.GR02 | B | CONTENT IMAGES | 05A.02.GR02 | B4 | DIRECTIVE RFID |
| 04A.05.GR03 | B | CONTENT TEXT | 05A.03.GR01 | J | WALL MURAL |
| 04A.05.GR04 | B | CONTENT BUBBLE TEXT | 05A.04.GR01 | K | DIGITAL TOUCHSCREEN |
| 04A.05.GR05 | B | CONTENT TITLE BASE | 05A.04.GR02 | K | DIGITAL TOUCHSCREEN |
| 04A.05.GR06 | E | CONTENT TITLE | 05A.04.GR03 | B3 | DIRECTIVE |
| 04A.05.GR07 | A | CONTENT GRAPHIC PATTERN | 05A.05.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 04A.06.GR01 | L | DIGITAL SCREEN | 05A.05.GR02 | B | CONTENT IMAGES |
| 04A.07.GR01 | I | FLOOR GRAPHIC | 05A.05.GR03 | B | CONTENT TEXT |
| 04A.08.GR01 | L | DIGITAL SCREEN | 05A.05.GR04 | B | CONTENT BUBBLE TEXT |
| 04A.09.GR01 | I | FLOOR GRAPHIC | 05A.05.GR05 | B | CONTENT TITLE BASE |
| 04A.10.GR01 | L | DIGITAL SCREEN | 05A.05.GR06 | E | CONTENT TITLE |
| 04A.11.GR01 | I | FLOOR GRAPHIC | 05A.06.GR01 | B | ARTIFACT LABEL |
| 04A.12.GR01 | L | DIGITAL SCREEN | 05A.07.GR01 | B | ARTIFACT LABEL |
| 04A.12.GR02 | B4 | DIRECTIVE RFID | 05A.08.GR01 | B | ARTIFACT LABEL |
| 04A.13.GR01 | C | DIRECTIVE REFLECTION | 05A.09.GR01 | B | ARTIFACT LABEL |
| 04A.14.GR01 | A | GRAPHIC PATTERN AND IMAGES | 05A.10.GR01 | B | ARTIFACT LABEL |
| 04A.14.GR02 | B | CONTENT IMAGES | 05A.11.GR01 | B | ARTIFACT LABEL |
| 04A.14.GR03 | B | CONTENT TEXT | | | |
| 04A.14.GR04 | B | CONTENT BUBBLE TEXT | | | |
| 04A.14.GR05 | B | CONTENT TITLE BASE | TRUE IDENTITY | SIGN TYPE | DESCRIPTION |
| 04A.14.GR06 | E | CONTENT TITLE | 06A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 04A.14.GR07 | A | GRAPHIC PATTERN AND IMAGES | 06A.01.GR02 | A | AREA INTRO TEXT |
| 04A.14.GR08 | B | DIRECTIVE | 06A.01.GR03 | B1 | AREA INTRO TITLE BASE |
| 04A.15.GR01 | J | WALL MURAL | 06A.01.GR04 | D | AREA INTRO TITLE |

GRAPHIC SCHEDULE – PART 3

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**GRAPHIC SCHEDULE
PART 3**

DRAWING NO.

EX2.03

| TRUE IDENTITY | SIGN TYPE | DESCRIPTION |
|---------------|-----------|----------------------------|
| 06A.02.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 06A.02.GR02 | B | CONTENT IMAGES |
| 06A.02.GR03 | B | CONTENT TEXT |
| 06A.02.GR04 | B | CONTENT BUBBLE TEXT |
| 06A.02.GR05 | B | CONTENT TITLE BASE |
| 06A.02.GR06 | E | CONTENT TITLE |
| 06A.03.GR01 | J | WALL MURAL |
| 06A.04.GR01 | C | DIRECTIVE REFLECTION |
| 06A.05.GR01 | C | DIRECTIVE REFLECTION |
| 06A.06.GR01 | B | ARTIFACT LABEL |
| 06A.07.GR01 | B | ARTIFACT LABEL |
| 06A.08.GR01 | L | DIGITAL SCREEN |
| 06A.08.GR02 | B4 | DIRECTIVE RFID |
| 06A.09.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 06A.09.GR02 | B | CONTENT IMAGES |
| 06A.09.GR03 | B | CONTENT TEXT |
| 06A.09.GR04 | B | CONTENT BUBBLE TEXT |
| 06A.09.GR05 | B | CONTENT TITLE BASE |
| 06A.09.GR06 | E | CONTENT TITLE |
| 06A.10.GR01 | B2 | ARTIFACT LABEL |
| 06A.11.GR01 | B2 | ARTIFACT LABEL |
| 06A.12.GR01 | B2 | ARTIFACT LABEL |
| 06A.13.GR01 | B2 | ARTIFACT LABEL |
| 06A.14.GR01 | B2 | ARTIFACT LABEL |
| 06A.15.GR01 | B2 | ARTIFACT LABEL |
| 06A.16.GR01 | B2 | DIRECTIVE |
| 06A.17.GR01 | B2 | ARTIFACT LABEL |
| 06A.18.GR01 | B2 | ARTIFACT LABEL |
| 06A.19.GR01 | B2 | ARTIFACT LABEL |

| TRUE IDENTITY | SIGN TYPE | DESCRIPTION |
|---------------|-----------|----------------|
| 06A.20.GR01 | B2 | ARTIFACT LABEL |
| 06A.21.GR01 | B2 | DIRECTIVE |
| 06A.22.GR01 | B2 | ARTIFACT LABEL |
| 06A.23.GR01 | B2 | ARTIFACT LABEL |
| 06A.24.GR01 | B2 | ARTIFACT LABEL |
| 06A.25.GR01 | B2 | ARTIFACT LABEL |
| 06A.26.GR01 | B2 | DIRECTIVE |
| 06A.27.GR01 | B2 | ARTIFACT LABEL |
| 06A.28.GR01 | B2 | ARTIFACT LABEL |

| BRAIN POWER | SIGN TYPE | DESCRIPTION |
|-------------|-----------|----------------------------|
| 07A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 07A.01.GR02 | A | AREA INTRO TEXT |
| 07A.01.GR03 | B2 | AREA INTRO TITLE BASE |
| 07A.01.GR04 | D | AREA INTRO TITLE |
| 07A.02.GR01 | L | DIGITAL SCREEN |
| 07A.02.GR02 | B4 | DIRECTIVE RFID |
| 07A.03.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 07A.03.GR02 | B | CONTENT IMAGES |
| 07A.03.GR03 | B | CONTENT TEXT |
| 07A.03.GR04 | B | DIRECTIVE |
| 07A.03.GR05 | B | CONTENT TITLE BASE |
| 07A.03.GR06 | E | CONTENT TITLE |
| 07A.04.GR01 | L | DIGITAL SCREEN |
| 07A.05.GR01 | L | DIGITAL SCREEN |
| 07A.06.GR01 | L | DIGITAL SCREEN |
| 07A.07.GR01 | L | DIGITAL SCREEN |
| 07A.08.GR01 | M | PROJECTION |

GRAPHIC SCHEDULE – PART 4

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**GRAPHIC SCHEDULE
PART 4**

DRAWING NO.

EX2.04

| BRAIN POWER | SIGN TYPE | DESCRIPTION |
|-------------|-----------|----------------------------|
| 07A.09.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 07A.09.GR02 | B | CONTENT IMAGES |
| 07A.09.GR03 | B | CONTENT TEXT |
| 07A.09.GR04 | B | CONTENT BUBBLE TEXT |
| 07A.09.GR05 | B | CONTENT TITLE BASE |
| 07A.09.GR06 | E | CONTENT TITLE |
| 07A.10.GR01 | J | WALL MURAL |

| HERO'S LAIR (RED) | SIGN TYPE | DESCRIPTION |
|-------------------|-----------|----------------------------|
| 08A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 08A.01.GR02 | A | AREA INTRO TEXT |
| 08A.01.GR03 | B2 | AREA INTRO TITLE BASE |
| 08A.01.GR04 | D | AREA INTRO TITLE |
| 08A.02.GR01 | L | DIGITAL SCREEN |
| 08A.02.GR02 | B4 | DIRECTIVE RFID |
| 08A.03.GR01 | J | WALL MURAL |
| 08A.04.GR01 | B | ARTIFACT LABEL |
| 08A.05.GR01 | B | ARTIFACT LABEL |
| 08A.06.GR01 | B | ARTIFACT LABEL |
| 08A.07.GR01 | B | ARTIFACT LABEL |
| 08A.08.GR01 | B | ARTIFACT LABEL |
| 08A.09.GR01 | B | ARTIFACT LABEL |
| 08A.10.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 08A.10.GR02 | B | CONTENT IMAGES |
| 08A.10.GR03 | B | CONTENT TEXT |
| 08A.10.GR04 | B | CONTENT BUBBLE TEXT |
| 08A.10.GR05 | B | CONTENT TITLE BASE |
| 08A.10.GR06 | E | CONTENT TITLE |

| HERO'S LAIR (RED) | SIGN TYPE | DESCRIPTION |
|-------------------|-----------|---------------------|
| 08A.11.GR01 | K | DIGITAL TOUCHSCREEN |
| 08A.11.GR01 | K | DIGITAL TOUCHSCREEN |
| 08A.12.GR01 | B3 | DIRECTIVE |

| SLOW IT DOWN | SIGN TYPE | DESCRIPTION |
|--------------|-----------|----------------------------|
| 09A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 09A.01.GR02 | A | AREA INTRO TEXT |
| 09A.01.GR03 | B1 | AREA INTRO TITLE BASE |
| 09A.01.GR04 | D | AREA INTRO TITLE |
| 09A.02.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 09A.02.GR02 | B | CONTENT IMAGES |
| 09A.02.GR03 | B | CONTENT TEXT |
| 09A.02.GR04 | B | CONTENT BUBBLE TEXT |
| 09A.02.GR05 | B | CONTENT TITLE BASE |
| 09A.02.GR06 | E | CONTENT TITLE |
| 09A.02.GR07 | A | GRAPHIC PATTERN AND IMAGES |
| 09A.02.GR08 | B | DIRECTIVE |
| 09A.03.GR01 | L | DIGITAL SCREEN |
| 09A.04.GR02 | B4 | DIRECTIVE RFID |

| CREATING BALANCE | SIGN TYPE | DESCRIPTION |
|------------------|-----------|----------------------------|
| 10A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 10A.01.GR02 | A | AREA INTRO TEXT |
| 10A.01.GR03 | B1 | AREA INTRO TITLE BASE |
| 10A.01.GR04 | D | AREA INTRO TITLE |
| 10A.02.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 10A.02.GR02 | B | CONTENT IMAGES |

GRAPHIC SCHEDULE – PART 5

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**GRAPHIC SCHEDULE
PART 5**

DRAWING NO.

EX2.05

| CREATING BALANCE | SIGN TYPE | DESCRIPTION |
|------------------|-----------|---------------------|
| 10A.02.GR03 | B | CONTENT TEXT |
| 10A.02.GR04 | B | CONTENT BUBBLE TEXT |
| 10A.02.GR05 | E | CONTENT TITLE |
| 10A.02.GR06 | B | CONTENT TITLE BASE |
| 10A.03.GR01 | B3 | DIRECTIVE |

| THE RIPPLE EFFECT | SIGN TYPE | DESCRIPTION |
|-------------------|-----------|----------------------------|
| 11A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 11A.01.GR02 | A | AREA INTRO TEXT |
| 11A.01.GR03 | B2 | AREA INTRO TITLE BASE |
| 11A.01.GR04 | D | AREA INTRO TITLE |
| 11A.02.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 11A.02.GR02 | B | CONTENT IMAGES |
| 11A.02.GR03 | B | CONTENT TEXT |
| 11A.02.GR04 | B | CONTENT BUBBLE TEXT |
| 11A.02.GR05 | B | CONTENT TITLE BASE |
| 11A.02.GR06 | E | CONTENT TITLE |
| 11A.03.GR01 | M | DIGITAL PROJECTION |

| MIND MAGIC | SIGN TYPE | DESCRIPTION |
|-------------|-----------|----------------------------|
| 12A.01.GR01 | F | GRAPHIC PATTERN AND IMAGES |
| 12A.01.GR02 | A | AREA INTRO TEXT |
| 12A.01.GR03 | B2 | AREA INTRO TITLE BASE |
| 12A.01.GR04 | D | AREA INTRO TITLE |
| 12A.02.GR01 | A | GRAPHIC PATTERN AND IMAGES |
| 12A.02.GR02 | B | CONTENT IMAGES |
| 12A.02.GR03 | B | CONTENT TEXT |

| MIND MAGIC | SIGN TYPE | DESCRIPTION |
|-------------|-----------|---------------------|
| 12A.02.GR04 | B | CONTENT BUBBLE TEXT |
| 12A.02.GR05 | B | CONTENT TITLE BASE |
| 12A.02.GR06 | E | CONTENT TITLE |
| 12A.03.GR01 | I | FLOOR GRAPHIC |
| 12A.04.GR01 | B3 | DIRECTIVE |
| 12A.05.GR01 | L | DIGITAL SCREEN |
| 12A.05.GR02 | B4 | DIRECTIVE RFID |
| 12A.06.GR01 | I | FLOOR GRAPHIC |
| 12A.07.GR01 | B3 | DIRECTIVE |

GRAPHIC SPECIFICATIONS

| TYPE | DESCRIPTION |
|------|--|
| A | 3/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO EXHIBITION PARTITION WITH BLIND FASTENERS. |
| B | 1/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO EXHIBITION PARTITION WITH BLIND FASTENERS. |
| B1 | 1/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO EXISTING SHEETROCK WITH BLIND FASTENERS. |
| B2 | 1/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO PROPOSED WALL WITH BLIND FASTENERS. |
| B3 | 1/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO PROPOSED WOOD STRUCTURE WITH BLIND FASTENERS. |
| B4 | 1/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE, INCLUDE CUTOUTS FOR PUSH BUTTONS. MOUNTED TO PROPOSED ALUMINUM STRUCTURE WITH BLIND FASTENERS. |
| C | 1/4" THICK WHITE OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO CEILING WITH GRIPLOCK CABLE SUSPENSION. |
| D | 2" THICK STACKED MDF LETTERS, LETTER RETURNS PAINTED TO MATCH SPECIFIED PMS COLOR. MOUNTED TO 1/4" THICK WHITE OAK PLYWOOD WITH BLIND FASTENERS. |
| E | 1/2" THICK MDF LETTERS, LETTER RETURNS PAINTED TO MATCH SPECIFIED PMS COLOR. MOUNTED TO 1/4" THICK WHITE OAK PLYWOOD WITH BLIND FASTENERS. |

| TYPE | DESCRIPTION |
|------|--|
| F | DYE SUBLIMATION ON POLYESTER BLEND CANVAS, AFFIXED TO EXISTING COLUMN WITH WALLPAPER ADHESIVE. |
| G | 3M SCOTCHCAL CLEAR VIEW DIGITAL PRINT GRAPHIC FILM IJ8150 WINDOW GRAPHIC. |
| H | DYE SUBLIMATION ON 240 GSM MATTE OPAQUE TENSION FABRIC SLEEVE, TO BE ASSEMBLED WITH FREESTANDING ALUMINUM FRAME. |
| I | 3M ENVISION PRINT FILM 48C FLOOR GRAPHIC WITH MATTE OVERLAMINATE |
| J | 3M CONTROLTAC DIGITAL PRINT FILM 40C WALL GRAPHIC |
| K | DIGITAL GRAPHICS ON INTERACTIVE TOUCHSCREEN |
| L | DIGITAL GRAPHICS ON DISPLAY SCREEN |
| M | DIGITAL PROJECTION GRAPHICS |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**GRAPHIC
SPECIFICATIONS**

DRAWING NO.

EX2.06

MATERIAL SCHEDULE

| MATERIAL | CODE | AREA | DESCRIPTION |
|----------|---------|--|---|
| FABRIC | X-FB-01 | CREATING BALANCE THE RIPPLE EFFECT MIND MAGIC | 240 GSM MATTE OPAQUE TENSILE FABRIC |
| | X-FB-02 | HERO'S LAIR (BLUE) HERO'S LAIR (YELLOW) HERO'S LAIR (RED) | LOW PILE FIRE RESISTANT RECYCLED NYLON AREA RUG WITH TRANSITION STRIPS, CUSTOM |
| | X-FB-03 | CREATING BALANCE THE RIPPLE EFFECT MIND MAGIC | LOW PILE FIRE RESISTANT RECYCLED NYLON CARPET WITH TRANSITION STRIPS |
| | X-FB-04 | THE BIG PICTURE HERO'S LAIR (BLUE) BUSY BODIES HERO'S LAIR (YELLOW) TRUE IDENTITY BRAIN POWER HERO'S LAIR (RED) SLOW IT DOWN CREATING BALANCE THE RIPPLE EFFECT | POLYURETHANE FIRE RETARDANT UPHOLSTERY FABRIC (COLOR VARIES) |
| | X-FB-05 | HERO'S LAIR (BLUE) BUSY BODIES HERO'S LAIR (YELLOW) TRUE IDENTITY BRAIN POWER HERO'S LAIR (RED) SLOW IT DOWN CREATING BALANCE THE RIPPLE EFFECT MIND MAGIC | POLYESTER BLEND CANVAS |
| PAINT | X-PT-01 | THROUGHOUT SPACE | WHITE WALL PAINT TO MATCH EXISTING |

| MATERIAL | CODE | AREA | DESCRIPTION |
|----------|----------|--|---|
| METAL | X-MTL-01 | HERO'S LAIR (BLUE) BUSY BODIES HERO'S LAIR (YELLOW) TRUE IDENTITY BRAIN POWER HERO'S LAIR (RED) SLOW IT DOWN MIND MAGIC | POWDER COATED ALUMINUM (COLOR VARIES) |
| WOOD | X-WD-01 | INTRODUCTION THE BIG PICTURE HERO'S LAIR (BLUE) BUSY BODIES HERO'S LAIR (YELLOW) TRUE IDENTITY BRAIN POWER HERO'S LAIR (RED) SLOW IT DOWN CREATING BALANCE THE RIPPLE EFFECT MIND MAGIC | 3/4" THICK WHITE OAK PLYWOOD PANELS |
| | X-WD-02 | THROUGHOUT SPACE | 1/4" THICK COLOR-DYED OR DIRECT PRINTED PLYWOOD PANELS (COLOR VARIES) |
| | X-WD-03 | HERO'S LAIR (BLUE) HERO'S LAIR (YELLOW) HERO'S LAIR (RED) | 1" THICK WHITE OAK PANELS |
| | X-WD-04 | INTRODUCTION BRAIN POWER SLOW IT DOWN | PAINTED MDF (COLOR VARIES) |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**MATERIAL
SCHEDULE**

DRAWING NO.

EX2.07

MEDIA SCHEDULE

| TYPE | CODE | THUMBNAIL | DESCRIPTION | MANUFACTURER & LINE |
|------|--------------|--|--|---|
| AV1 | AV1.1-AV1.8 |  | 43" Full HD Commercial LED Display | ViewSonic CDE4302 |
| AV2 | AV2.1-AV2.13 |  | 5.25" In-Wall Speakers | Pyle PDIC56 |
| AV3 | AV3.1-AV3.6 |  | 10.2" tablet with enclosure | Apple Ipad 7th, 8th, or 9th generation |
| AV4 | AV4.1-AV4.2 |  | 3/4" Flush-mount boundary microphone | AKG Harman C562 CM |
| AV5 | AV5.1-AV5.3 |  | 3D Gesture recognition sensor | TERABEE TERARANGER EVO |
| AV6 | AV6.1-AV6.3 |  | 55" Vertical Screen Display Kiosk 73" Tall | Allen LD-LV1055-U |
| AV7 | AV7.1-AV7.4 |  | 10.1" Mini LED Backlit Monitor | Lumenier |
| AV8 | AV8.1-AV8.8 |  | HF Embedded RFID Module | ThingMagic M1-Mini |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

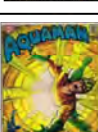
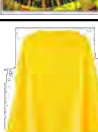
MEDIA SCHEDULE

DRAWING NO.

EX2.08

ARTIFACT SCHEDULE – PART 1

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|---|-------------|-----|--|--------|
|  | 03A.01.AR01 | 1 | Iceman #1 (1984) Vintage Marvel Comics Book Cover Print Replica | Print |
|  | 03A.01.AR02 | 1 | Jungle Action #23 (1972) Black Panther by John Byrne Vintage Marvel Comics Book Cover Print Replica | Print |
|  | 03A.01.AR03 | 1 | Action Comic #419 (1972) Superman Vintage DC Comics Book Cover Print Replica | Print |
|  | 03A.01.AR04 | 1 | Miss America #1 (2021) Marvel Comics Comic Book | Book |
|  | 03A.01.AR05 | 1 | Wonder Woman #69 (1954) Vintage DC Comics Book Cover Print Replica | Print |
|  | 03A.01.AR06 | 1 | Captain America #107 (1968) Vintage DC Comics Book Cover Print Replica | Print |
|  | 03A.02.AR01 | 6 | Superhero Cape Garment, Yellow | Object |
|  | 04A.01.AR01 | 2 | WHAM-O Hula Hoops, Set of Assorted Sizes | Object |

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|---|-------------|-----|---|--------|
|  | 05A.01.AR01 | 1 | The Uncanny X-MEN #207 Wolverine (1981) Vintage Marvel Comics Book Cover Print Replica | Print |
|  | 05A.01.AR02 | 1 | Classic X-Men #3 Storm Vintage Marvel Comics Book Cover Print Replica | Print |
|  | 05A.01.AR03 | 1 | Kid Flash (2014) DC Comics Art Print | Print |
|  | 05A.01.AR04 | 1 | The New Mutants (1983) Vintage Marvel Comics Book Cover Print Replica | Print |
|  | 05A.01.AR05 | 1 | Luke Cage Hero for Hire (1972), Art Print, Vintage Marvel Comics | Print |
|  | 05A.01.AR06 | 1 | Aquaman #49 (1970) Vintage DC Comics Book Cover Print Replica | Print |
|  | 05A.02.AR01 | 6 | Superhero Cape Garment, Yellow | Object |
|  | 06A.01.AR01 | 1 | Vintage Metal Lunchbox Batman and Robin DC Comics (1966) | Object |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021


ARTIFACT SCHEDULE
PART 1

DRAWING NO.

EX2.09

ARTIFACT SCHEDULE – PART 2

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|---|-------------|-----|---|--------|
|  | 06A.01.AR02 | 1 | Vintage Metal Lunchbox Superman, DC Comics (1967) | Object |
|  | 06A.01.AR03 | 1 | Vintage Metal Lunchbox SuperFriends DC Comics (1976) | Object |
|  | 06A.01.AR04 | 1 | Kid's Backpack Mandalorian (modern) | Object |
|  | 06A.01.AR05 | 1 | Kid's Backpack Avengers Assemble (modern) | Object |
|  | 06A.02.AR01 | 1 | Vintage Hot Wheels Set (1960s) | Object |
|  | 06A.02.AR02 | 1 | Hot Wheels Redline Corvette Advertisement (1968) Print Replica | Print |
|  | 06A.02.AR03 | 1 | Disney Pixar's Cars Mini-Racers Collection (modern) | Object |
|  | 06A.02.AR04 | 1 | Disney Pixar Cars 2 World Grand Prix Race-Off Spiral Track Set by Mattel (modern) | Object |

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|---|-------------|-----|---|--------|
|  | 06A.03.AR01 | 1 | Vintage Barbie Doll Collection by Mattel (1959) | Object |
|  | 06A.03.AR02 | 1 | Modern Barbie Collection by Mattel (2016) | Object |
|  | 06A.04.AR01 | 1 | Vintage Mr. Potato Head by Hasbro (1950s) | Object |
|  | 06A.04.AR02 | 1 | Vintage Mrs. Potato Head by Hasbro (1950s) | Object |
|  | 06A.04.AR03 | 1 | Vintage Mr. Potato Head Box (1950s-1960s) Print Replica | Print |
|  | 06A.04.AR04 | 2 | Modern Mr. Potato Head by Hasbro | Object |
|  | 06A.04.AR05 | 1 | Modern Mrs. Potato Head by Hasbro | Object |
|  | 06A.05.AR01 | 1 | Vintage Slinky (1960's) | Object |

KAYLA VAN NAME

EXHIBITION & EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

ARTIFACT SCHEDULE
PART 2

DRAWING NO.

EX2.10

ARTIFACT SCHEDULE – PART 3

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|----------|-------------|-----|--|--------|
| | 06A.05.AR02 | 1 | Slinky Advertisement (1958) | Print |
| | 06A.05.AR03 | 1 | Giant Metal Slinky (modern) | Object |
| | 06A.05.AR04 | 1 | "Rainbow" Neon Slinky (modern) | Object |
| | 06A.06.AR01 | 1 | Vintage Etch a Sketch (1960s) by Ohio Art | Object |
| | 06A.06.AR02 | 1 | Vintage Etch a Sketch Ad (1960s) Print Replica | Print |
| | 06A.06.AR03 | 1 | Modern Etch a Sketch by Ohio Art | Object |
| | 06A.06.AR04 | 1 | Modern "Pocket" Etch a Sketch by Ohio Art | Object |
| | 06A.07.AR01 | 1 | Vintage Yo-Yo Collection (pre-1970) by Duncan and others | Object |

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|----------|-------------|-----|--|--------|
| | 06A.07.AR02 | 1 | Duncan Yo-Yo Advertisement (1950s) Print Replica | Print |
| | 06A.07.AR03 | 2 | Pulse LED Light-up Yo-Yo Set by Duncan (modern) | Object |
| | 06A.08.AR01 | 1 | Batman Vintage Super-Micro Bat Radio (1966) | Object |
| | 06A.08.AR02 | 1 | Modern Batman Ultimate Utility Belt Bundle by SpyGear | Object |
| | 06A.09.AR01 | 1 | Vintage Board Game Boxes (1950s-1960s) | Object |
| | 06A.09.AR02 | 1 | Modern Board Game Boxes | Object |
| | 08A.01.AR01 | 1 | The Amazing Spiderman #1 (1963) Vintage Marvel Comics Book Cover Print Replica | Print |
| | 08A.01.AR02 | 1 | The Incredibles (2004) Poster Disney Pixar | Print |

KAYLA VAN NAME

EXHIBITION & EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

ARTIFACT SCHEDULE
PART 3

DRAWING NO.

EX2.11

ARTIFACT SCHEDULE – PART 4

| ARTIFACT | CODE | QTY | DESCRIPTION | STYLE |
|---|-------------|-----|---|--------|
|  | 08A.01.AR02 | 1 | Ms. Marvel Vol. 10 (2015) Marvel Comics Comic Book | Book |
|  | 08A.01.AR03 | 1 | Shang-Chi Poster (1974) Vintage Marvel Comics Print Replica | Print |
|  | 08A.01.AR04 | 1 | Daredevil #83 (1964) Vintage Marvel Comics Book Cover Print Replica | Print |
|  | 08A.01.AR05 | 1 | Iron Man #170 (1968) | Print |
|  | 08A.02.AR01 | 6 | Superhero Cape Garment, Yellow | Object |
|  | 09A.01.AR01 | 2 | Wooden Tangrams 4-piece Set | Object |
|  | 09A.02.AR01 | 4 | Jumbo Magnatab Toy by PlayMonster | Object |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

**ARTIFACT SCHEDULE
PART 4**

DRAWING NO.

EX2.12

LIGHTING SCHEDULE

| TYPE | THUMBNAIL | DESCRIPTION | MANUFACTURER & LINE |
|------|--|--|---------------------------|
| L1 |  | H-Track 6" 3000K LED Track Head with Field Adjustable Beam Angle | WAC Lighting Summit |
| L2 |  | H-Track spotlighting LED framing projector with adjustable beam spread, 3000K | WAC Lighting LEDMe |
| L3 |  | Ceiling Mounted 4K laser projector | Panasonic PT-RQ35K series |
| L4 |  | Ceiling Mounted 4K laser projector, installed with compatible IR emitter and IR camera | Panasonic PT-RQ35K series |
| L5 |  | 1W/3W Mini LED Spotlight for Display Cases | LEDingtheLife D1702 |

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

LIGHTING SCHEDULE

DRAWING NO.

EX2.13



EX3 PLANS & SECTIONS



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A



DRAWN BY: Kayla Van Name

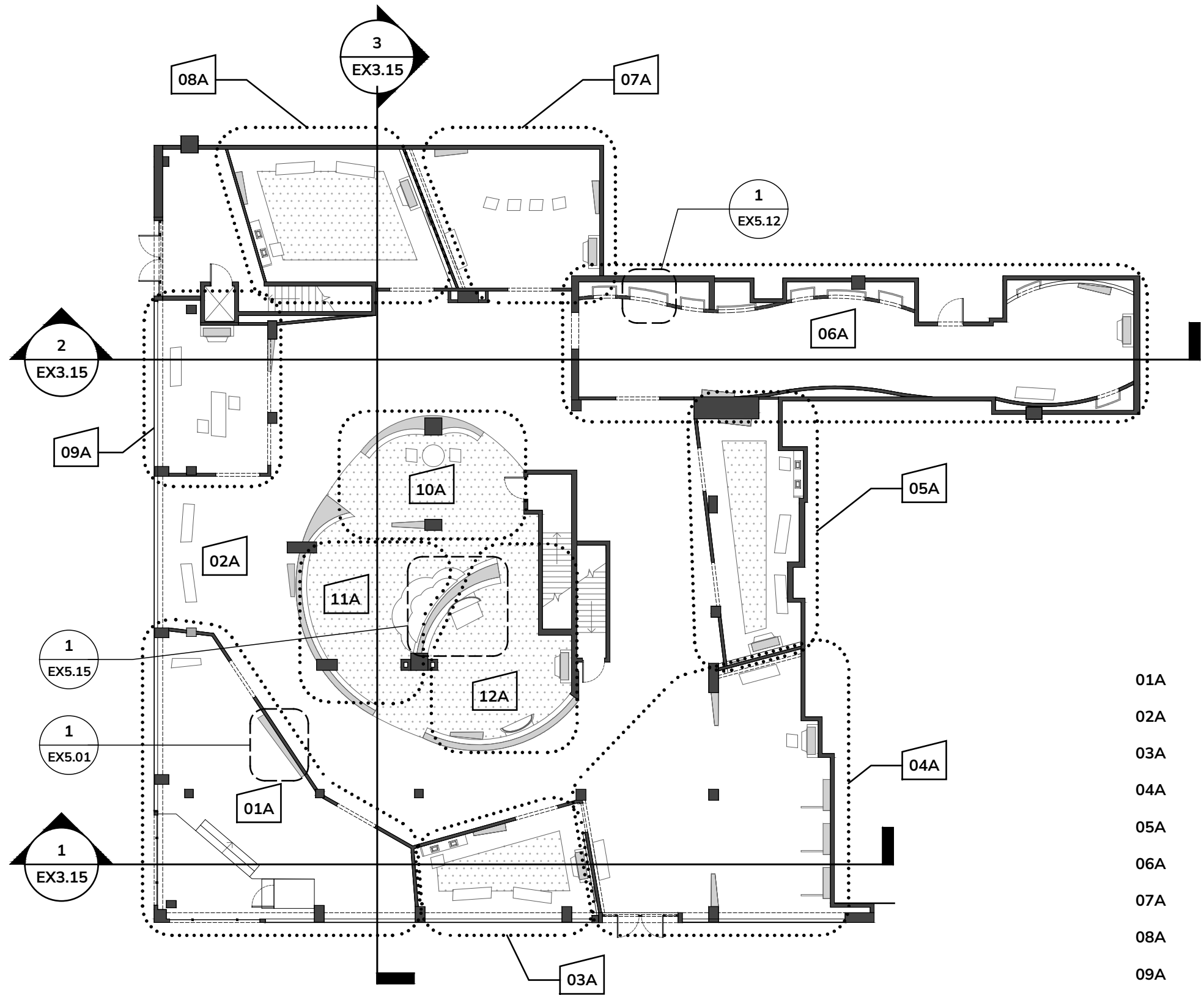
SCALE: 1/16" = 1'-0"

DATE: 12/10/2021

CODED AREA PLAN

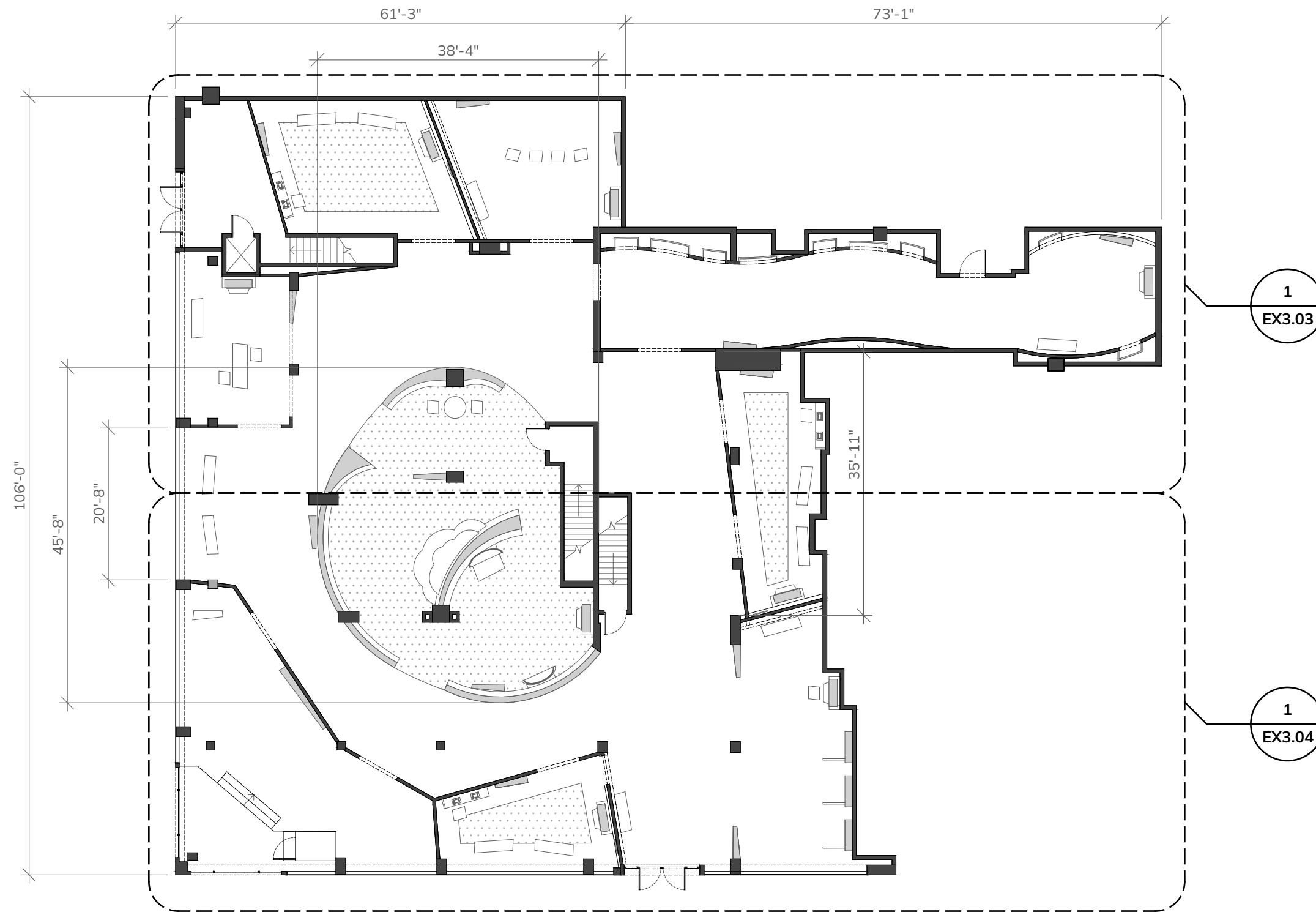
DRAWING NO.

EX3.01



- 01A INTRODUCTION
- 02A THE BIG PICTURE
- 03A HERO'S LAIR (BLUE)
- 04A BUSY BODIES
- 05A HERO'S LAIR (YELLOW)
- 06A TRUE IDENTITY
- 07A BRAIN POWER
- 08A HERO'S LAIR (RED)
- 09A SLOW IT DOWN
- 10A CREATING BALANCE
- 11A THE RIPPLE EFFECT
- 12A MIND MAGIC

1 CODED AREA PLAN
1/16" = 1'-0"



1 DIMENSION FLOOR PLAN
1/16" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A



DRAWN BY: Kayla Van Name

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

DATE: 12/10/2021

**OVERALL DIMENSION
FLOOR PLAN**

DRAWING NO.

EX3.02

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

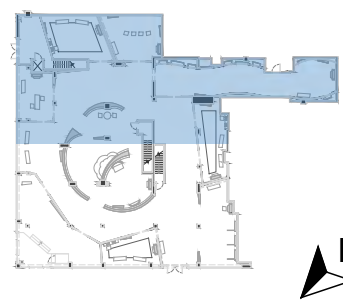
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

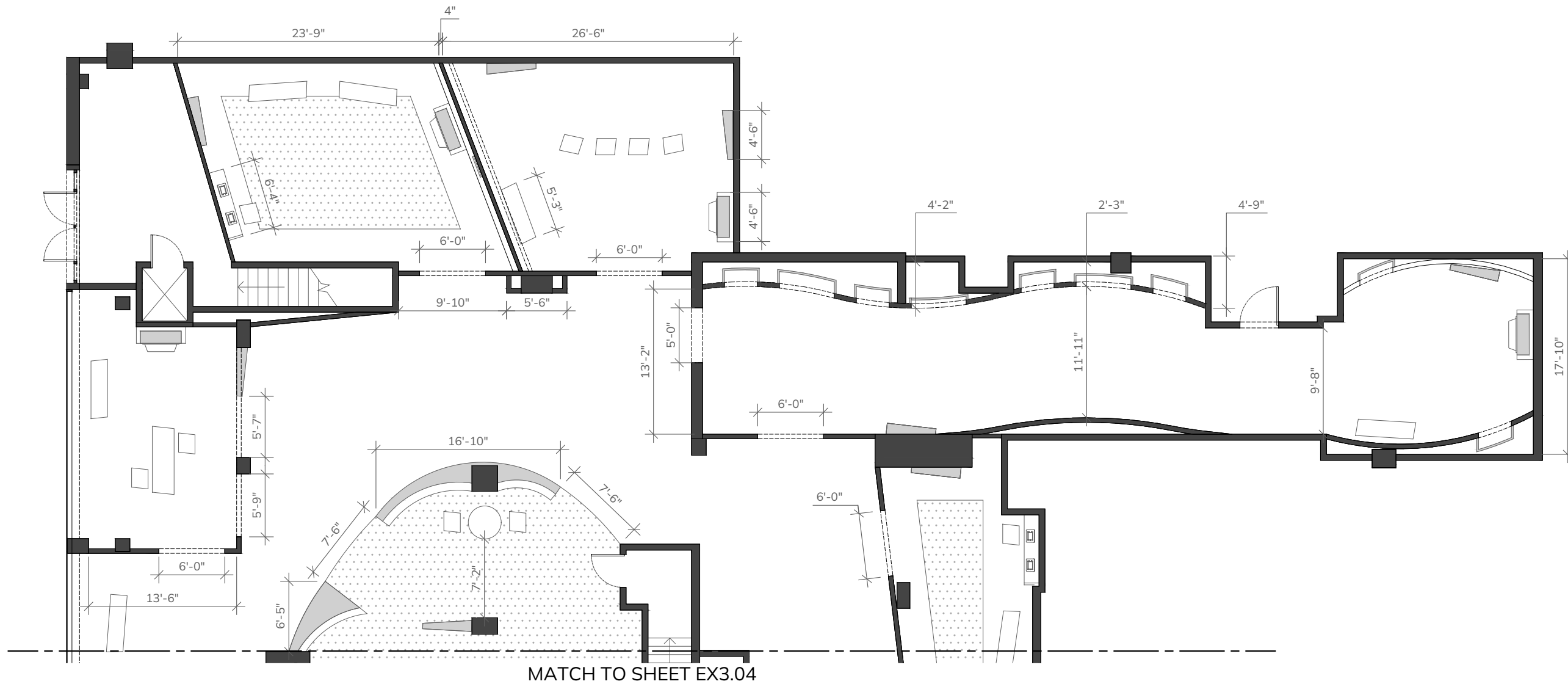
SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

**PARTIAL DIMENSION
FLOOR PLAN 01**

DRAWING NO.

EX3.03



1 PARTIAL DIMENSION FLOOR PLAN 01
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

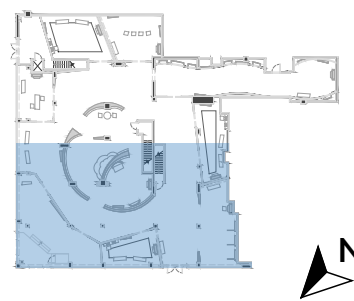
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

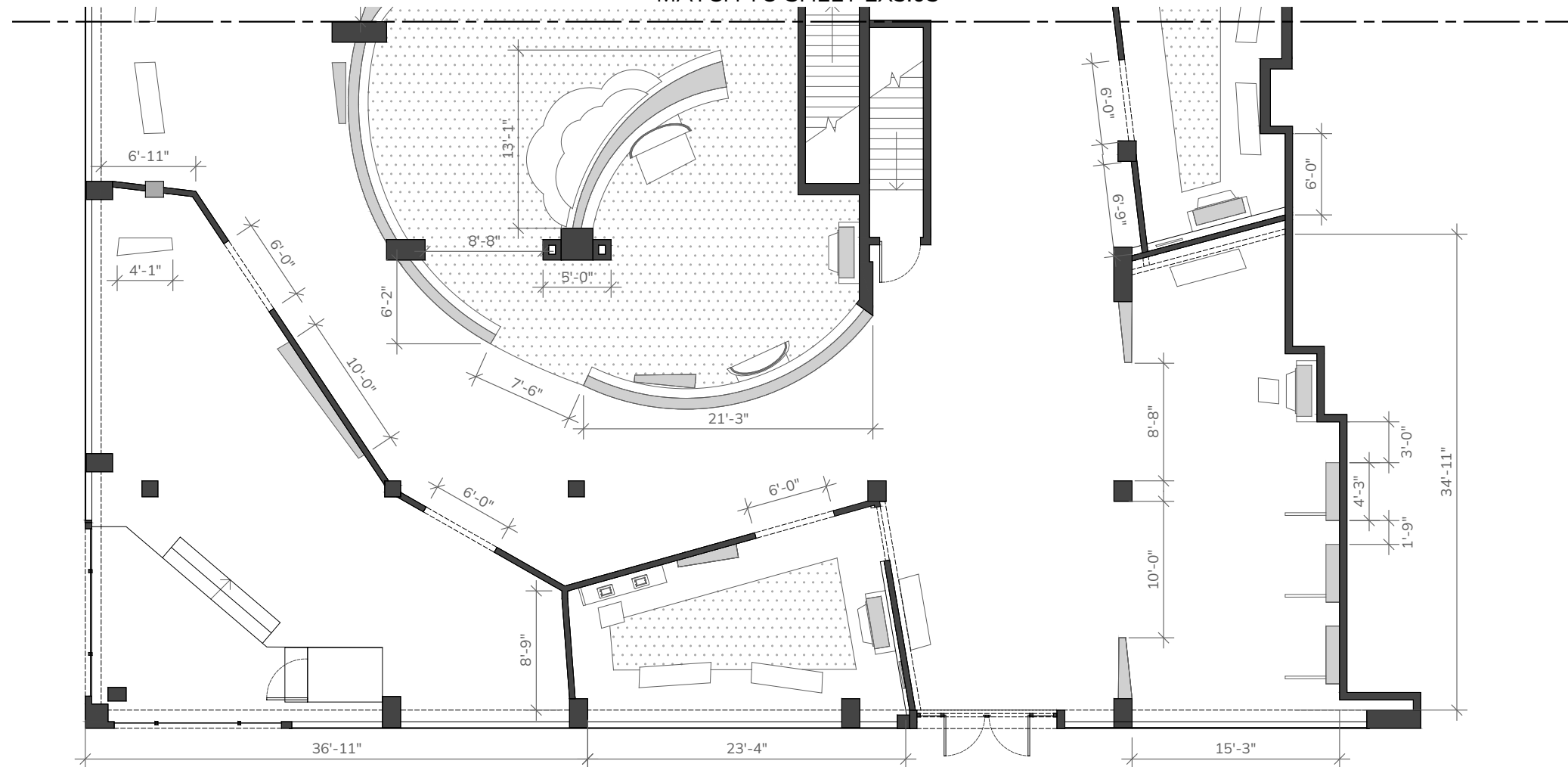
DATE: 12/10/2021

**PARTIAL DIMENSION
FLOOR PLAN 02**

DRAWING NO.

EX3.04

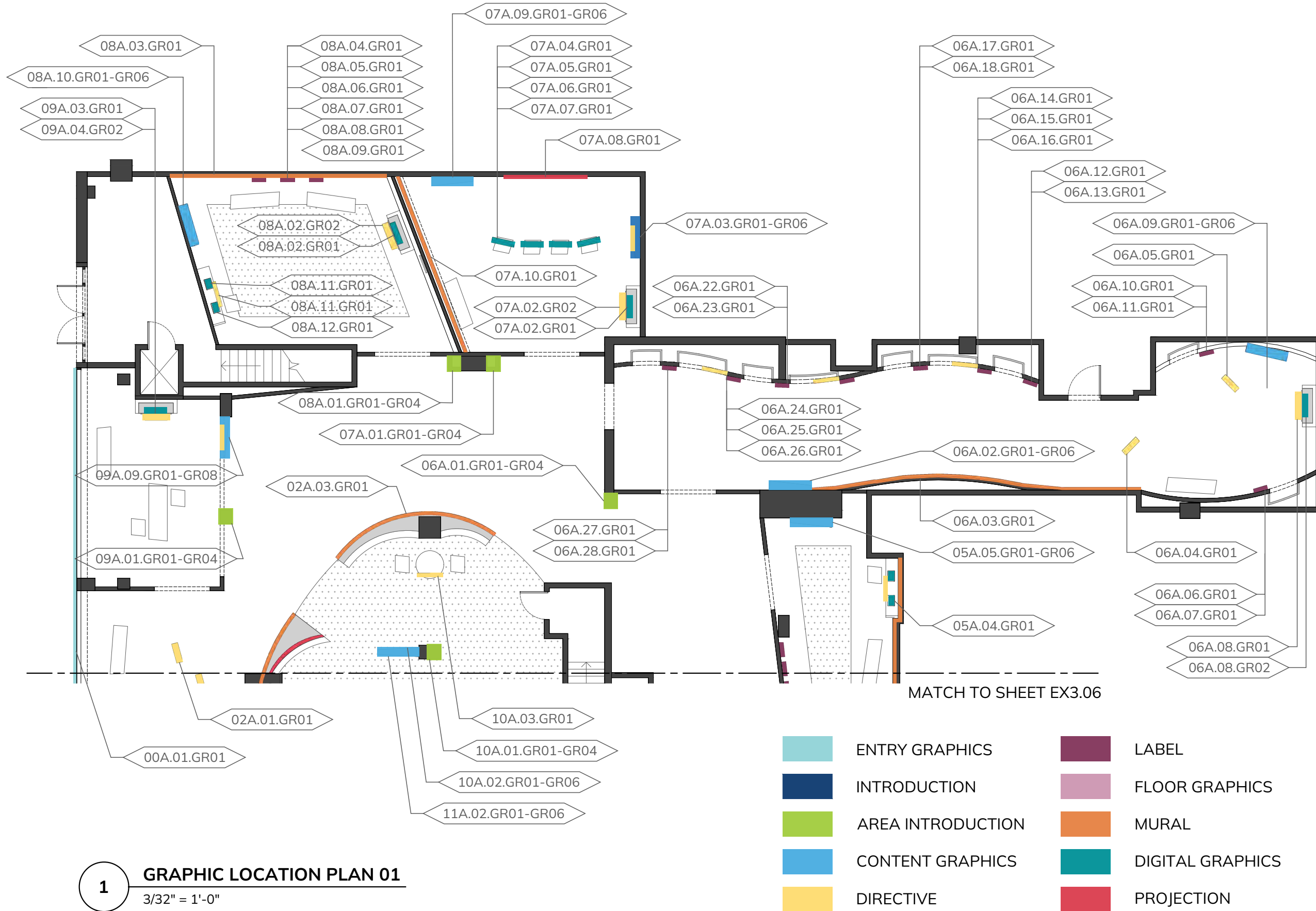
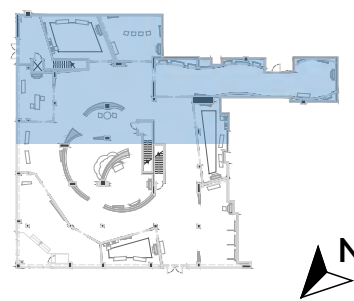
MATCH TO SHEET EX3.03



1 PARTIAL DIMENSION FLOOR PLAN 02
3/32" = 1'-0"



This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.



1 **GRAPHIC LOCATION PLAN 01**
3/32" = 1'-0"



725 Amsterdam Ave,
New York, NY 10025

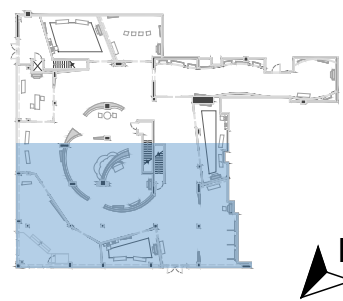
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

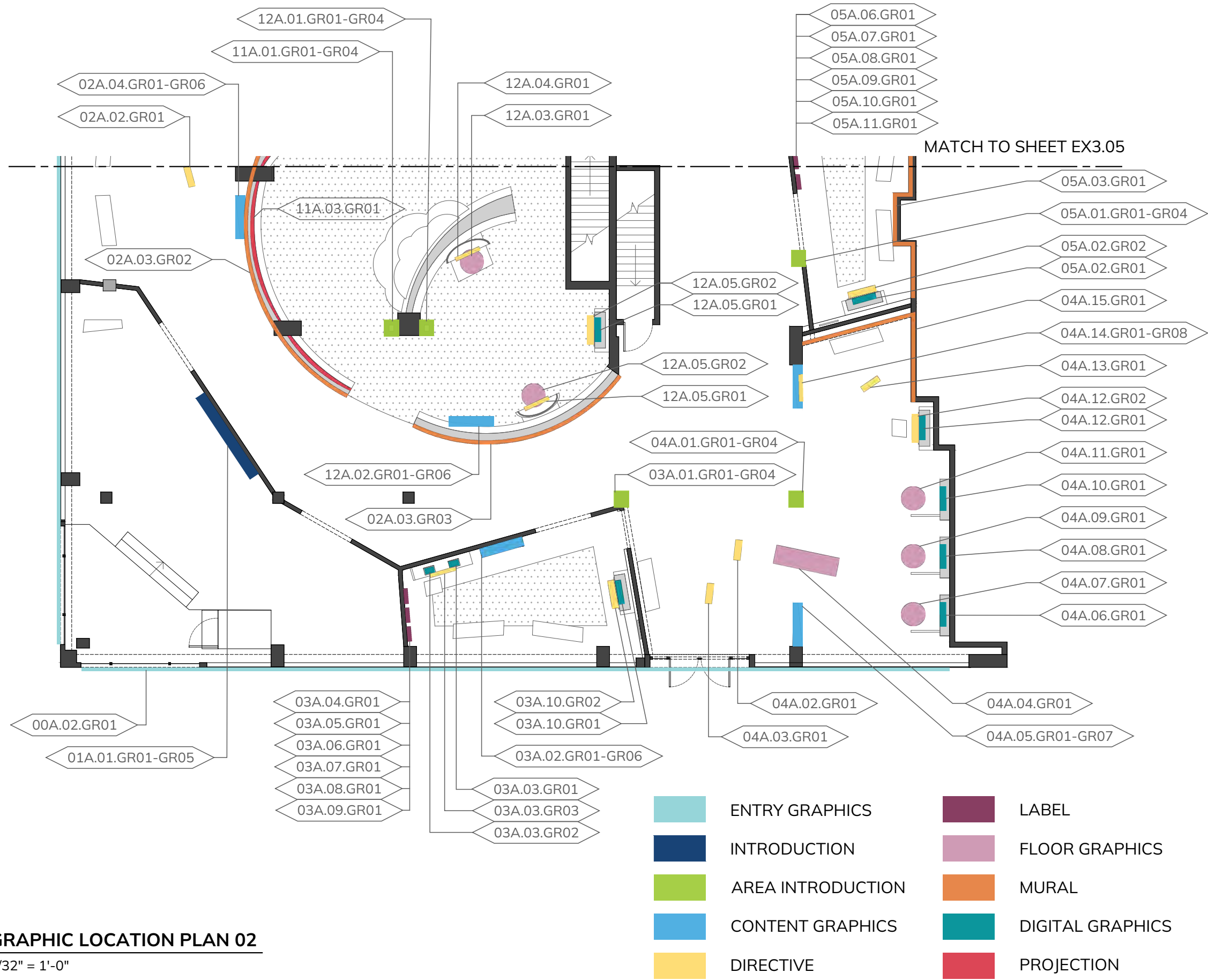
SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

GRAPHIC LOCATION
PLAN 02

DRAWING NO.

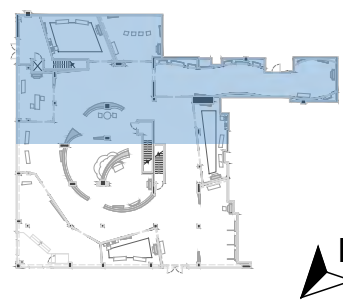
EX3.06



1 GRAPHIC LOCATION PLAN 02
3/32" = 1'-0"



This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.



DRAWN BY: Kayla Van Name

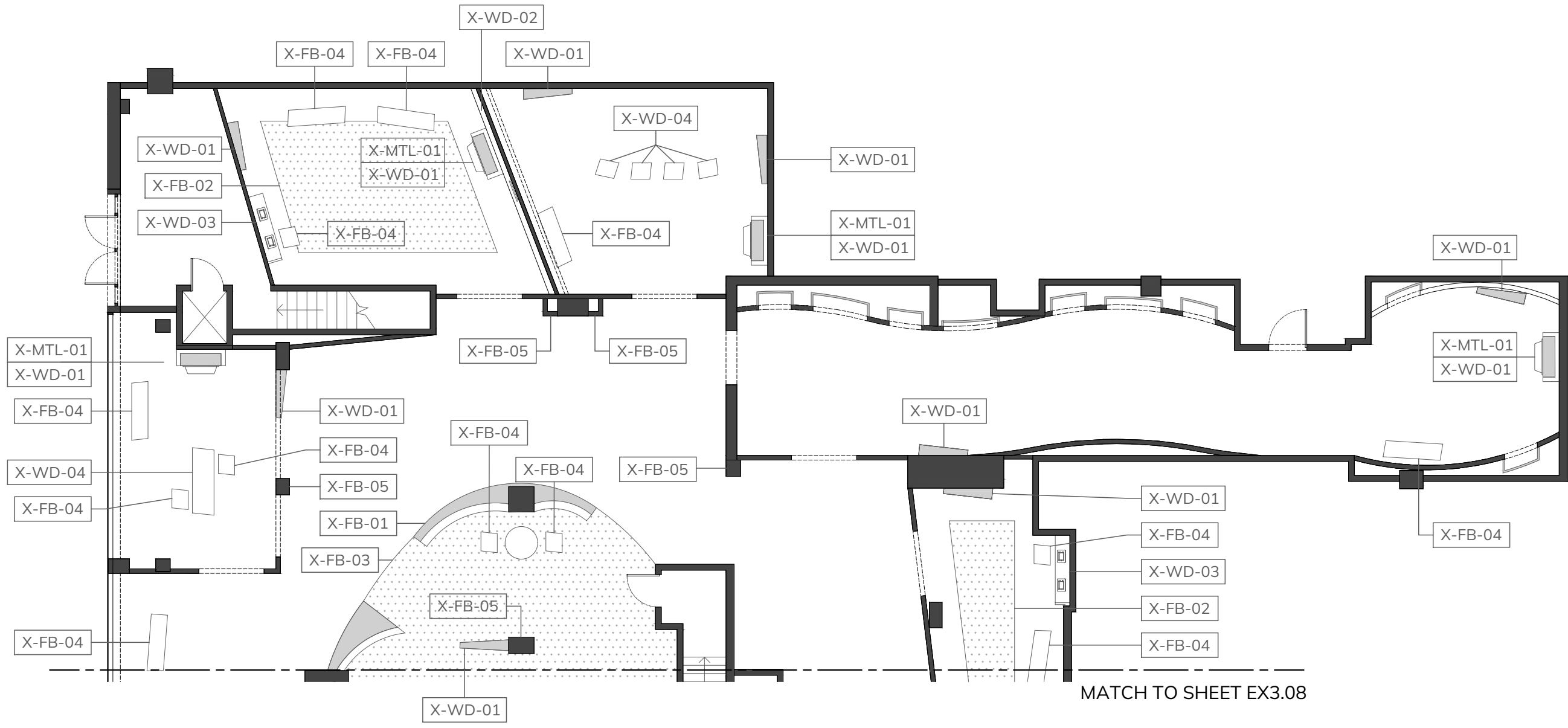
SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

MATERIAL PLAN 01

DRAWING NO.

EX3.07



1 MATERIAL PLAN 01
3/32" = 1'-0"



725 Amsterdam Ave,
New York, NY 10025

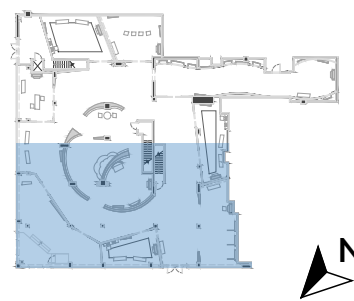
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

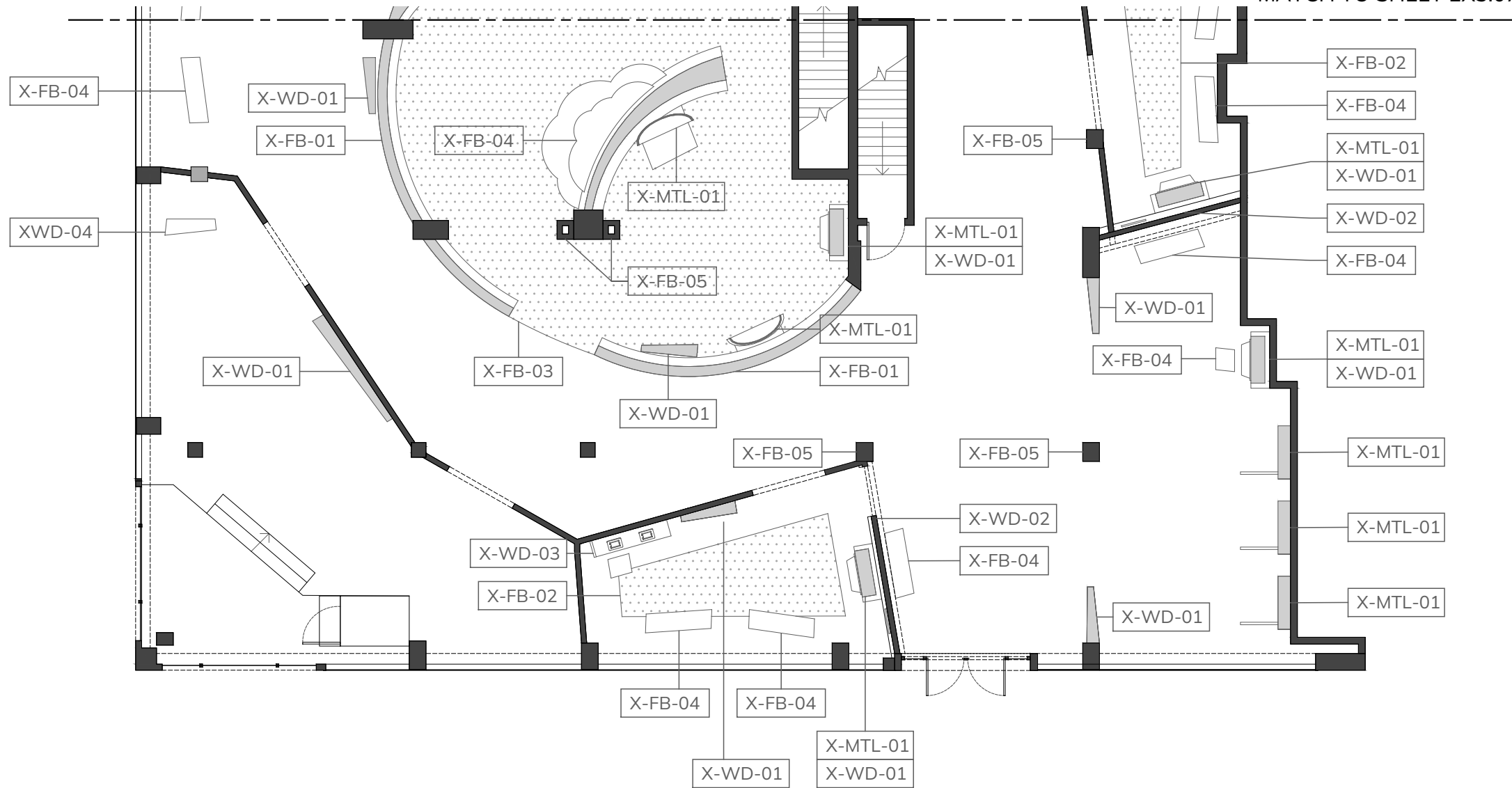
DATE: 12/10/2021

MATERIAL PLAN 02

DRAWING NO.

EX3.08

MATCH TO SHEET EX3.07



1 MATERIAL PLAN 02
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

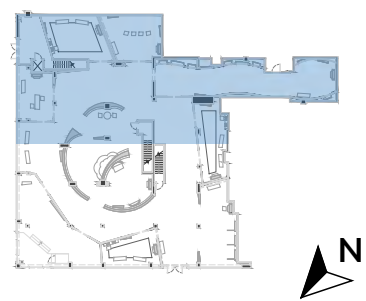
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

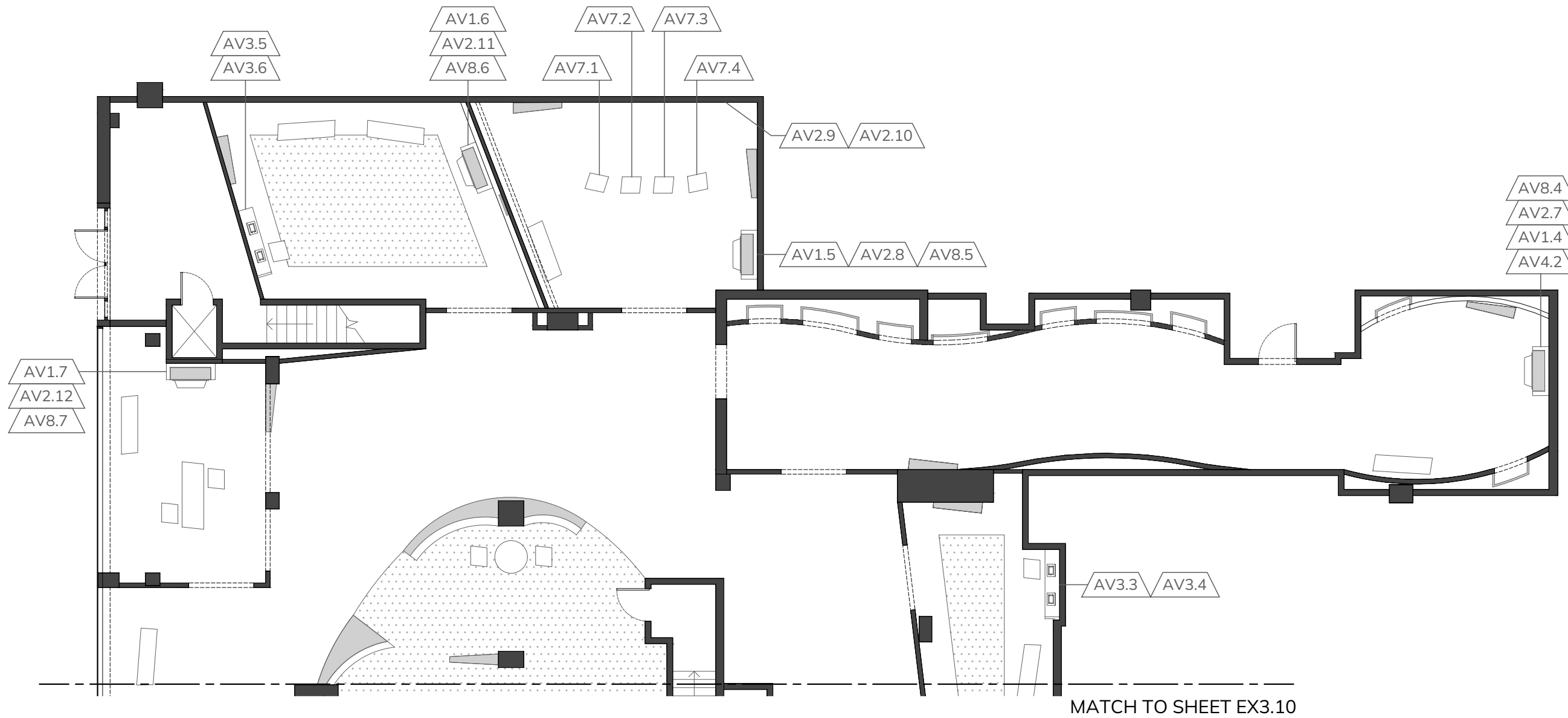
SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

AV PLAN 01

DRAWING NO.

EX3.09



1 AV PLAN 01
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

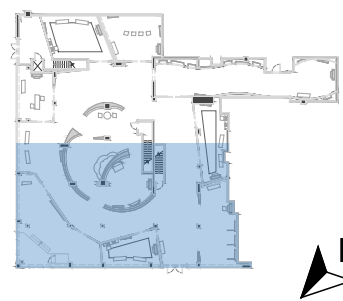
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

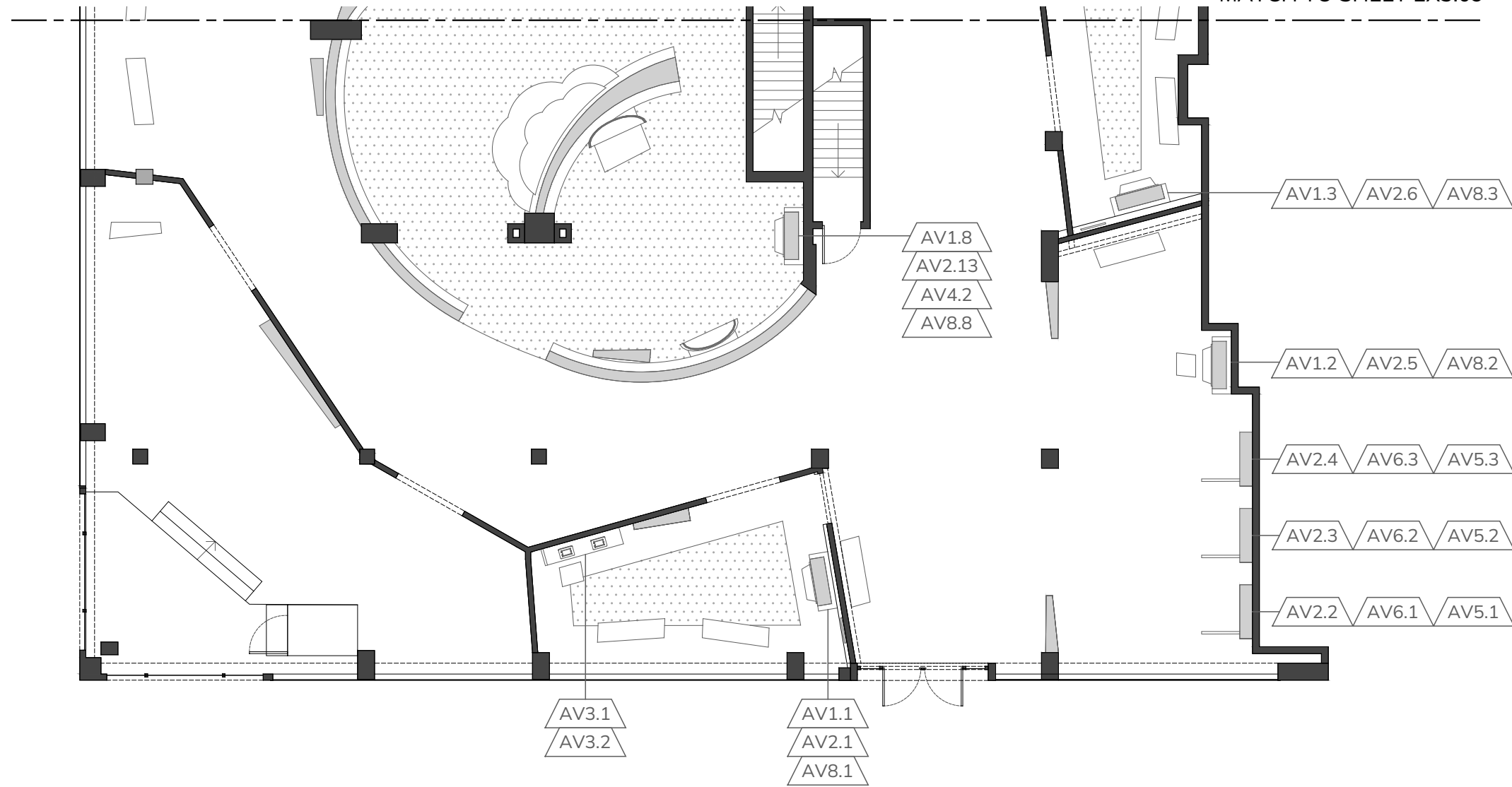
DATE: 12/10/2021

AV PLAN 02

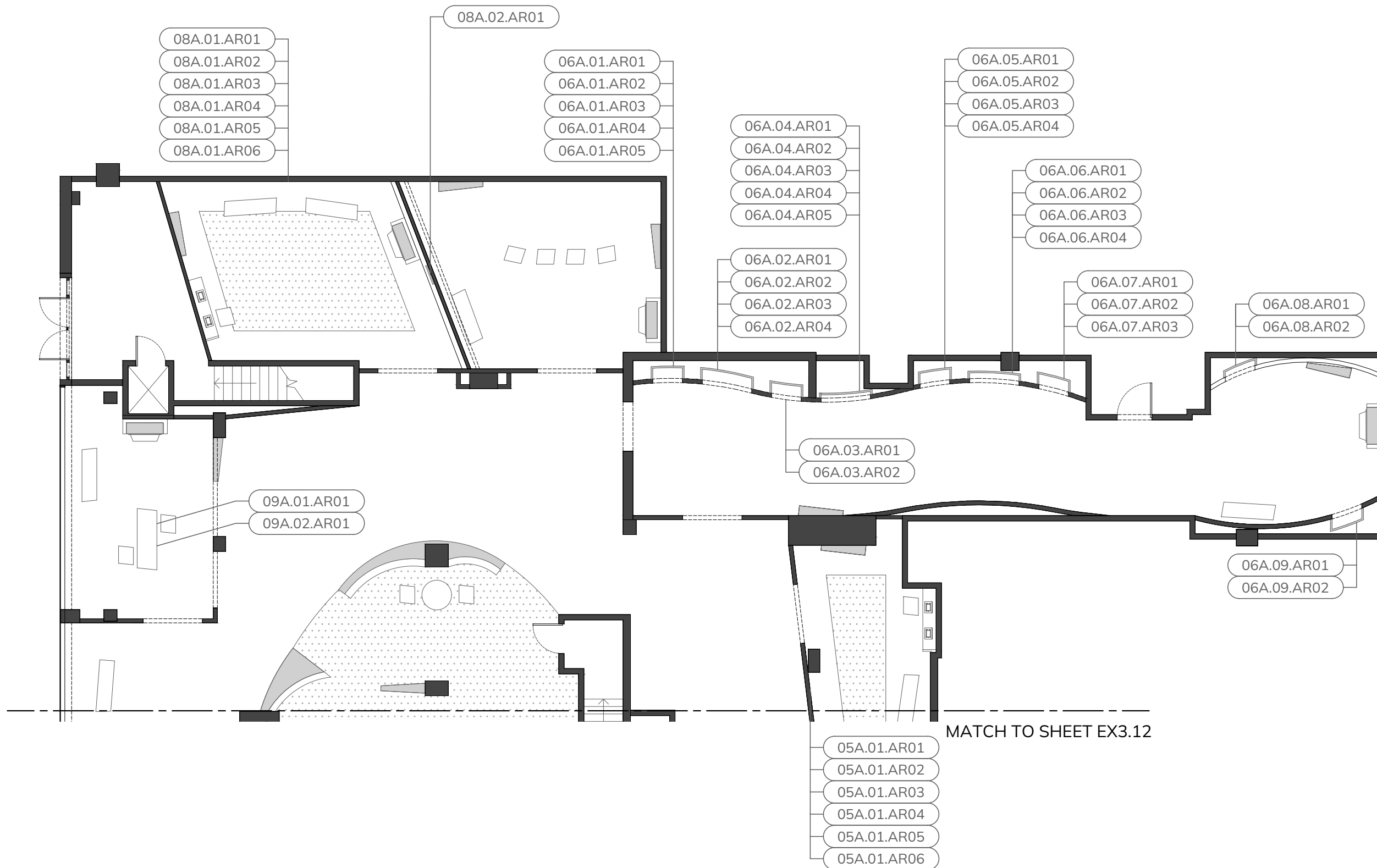
DRAWING NO.

EX3.10

MATCH TO SHEET EX3.09



1 AV PLAN 02
3/32" = 1'-0"



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

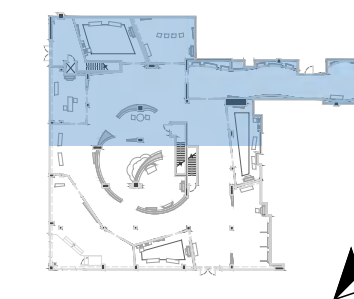
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

ARTIFACT PLAN 01

DRAWING NO.

EX3.11

1 **ARTIFACT PLAN 01**
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

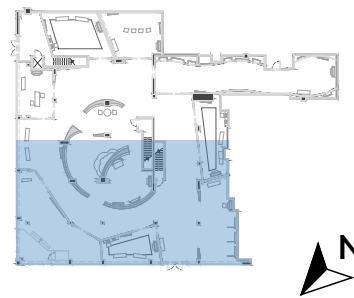
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

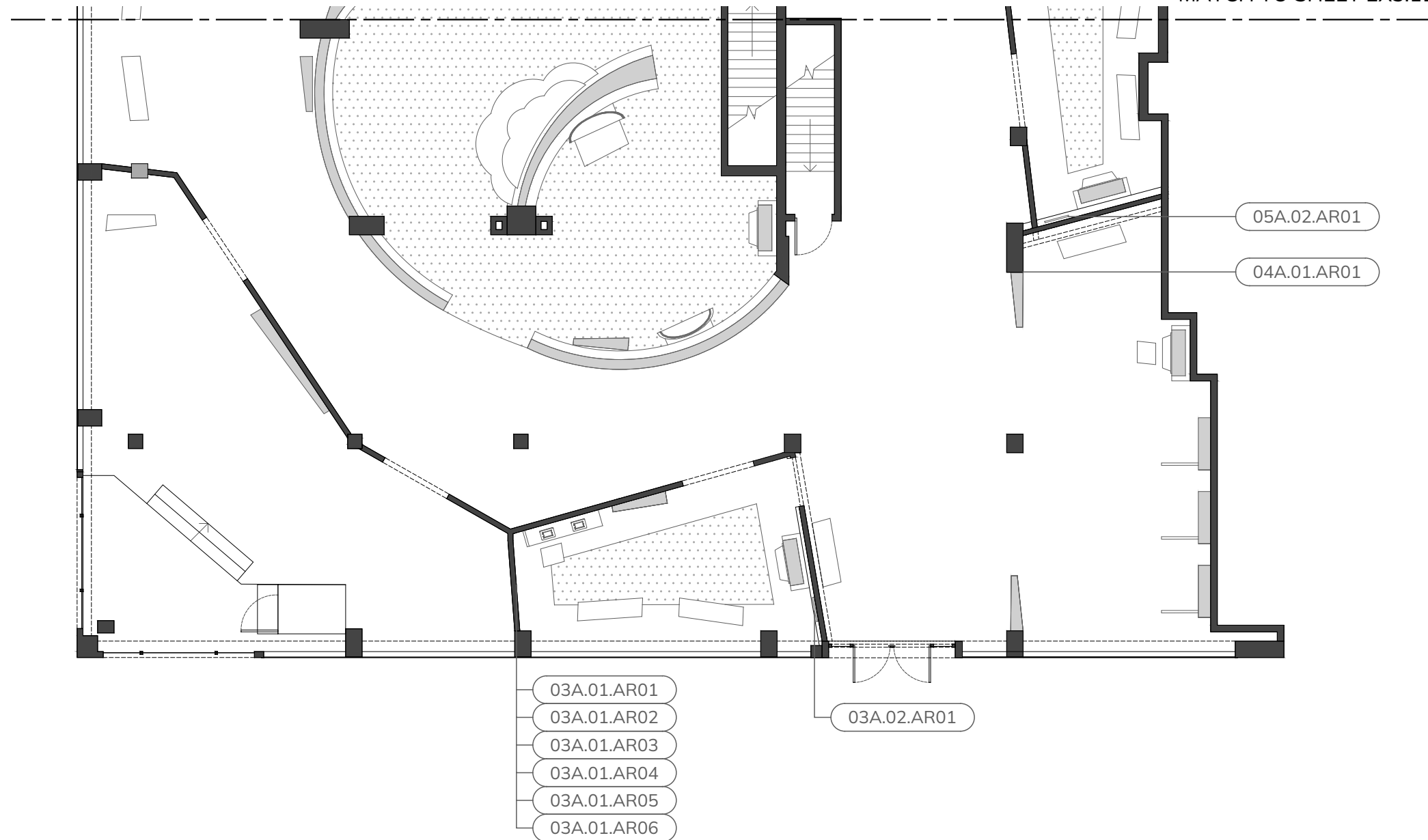
DATE: 12/10/2021

ARTIFACT PLAN 02

DRAWING NO.

EX3.12

MATCH TO SHEET EX3.11



1 ARTIFACT PLAN 02
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

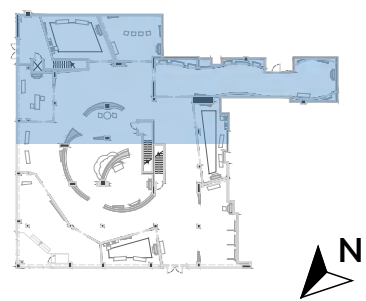
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

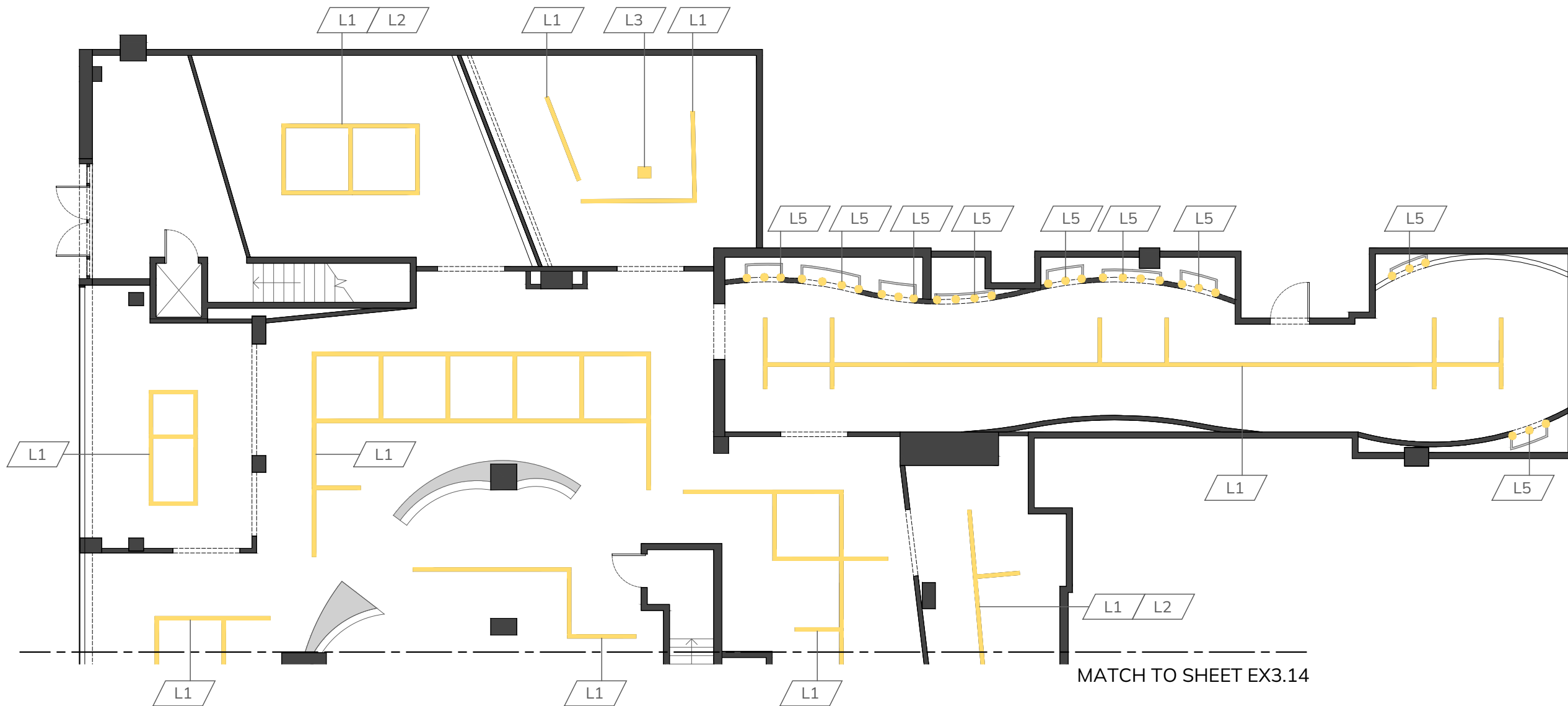
SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

LIGHTING PLAN 01

DRAWING NO.

EX3.13



1 LIGHTING PLAN 01
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

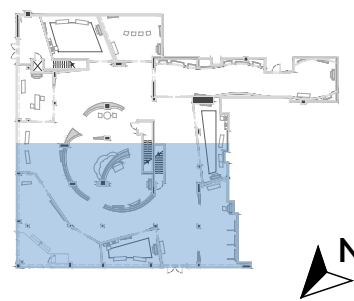
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

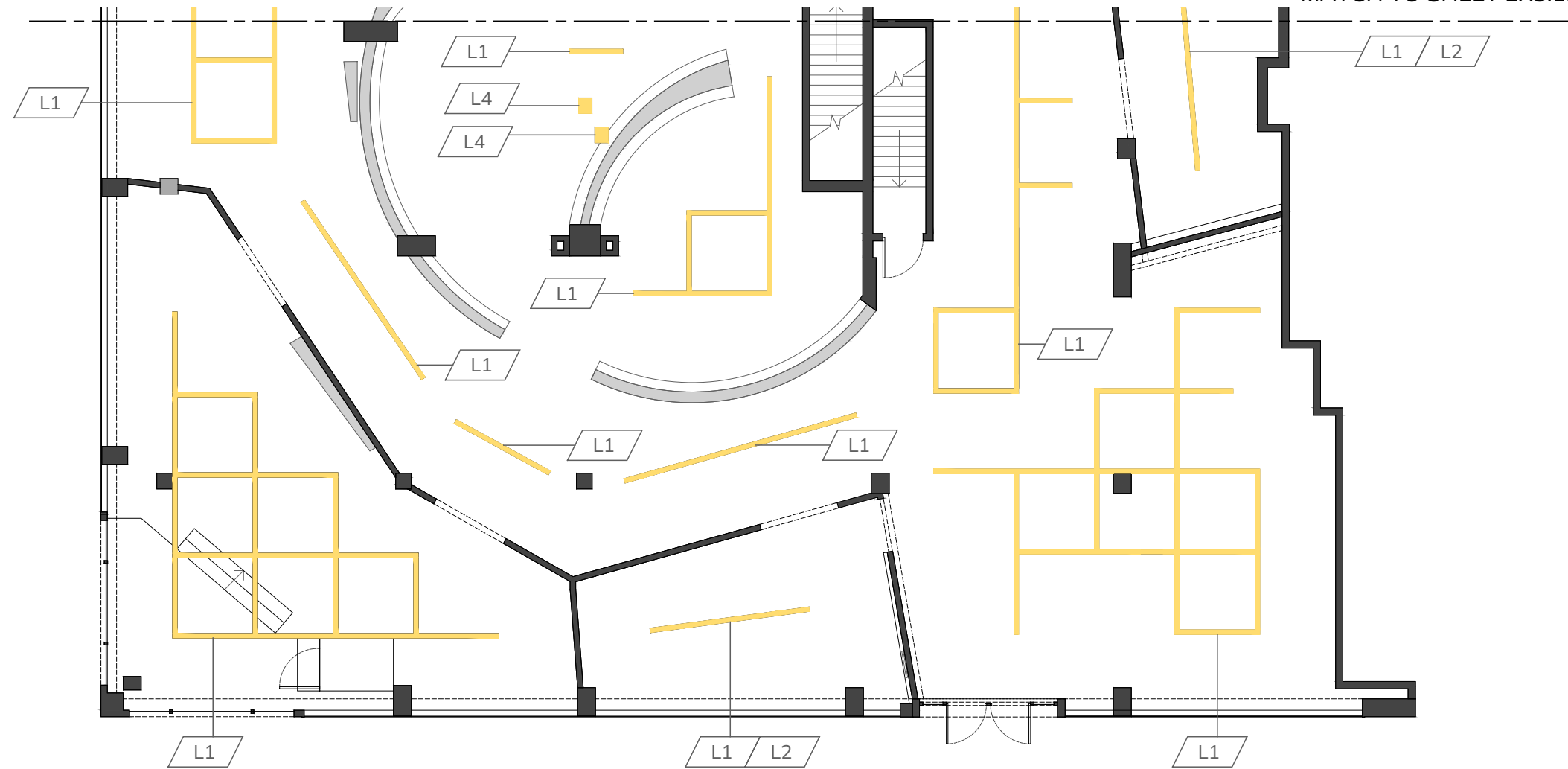
DATE: 12/10/2021

LIGHTING PLAN 02

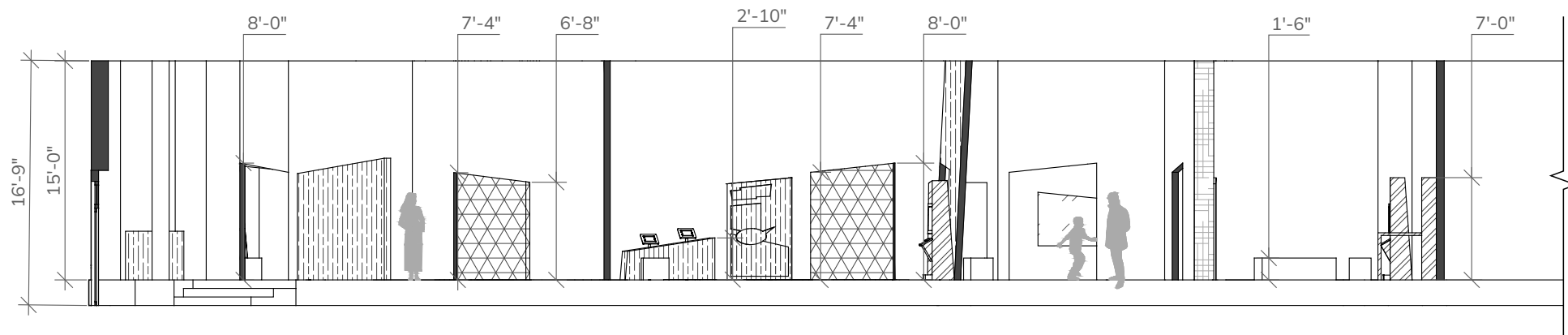
DRAWING NO.

EX3.14

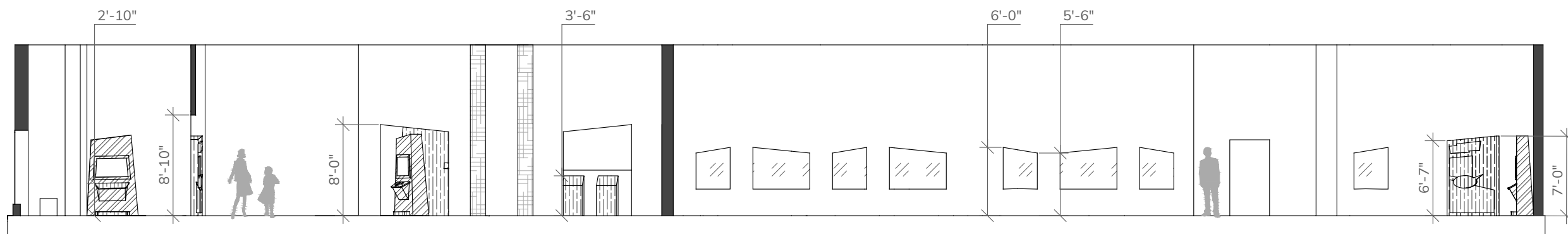
MATCH TO SHEET EX3.13



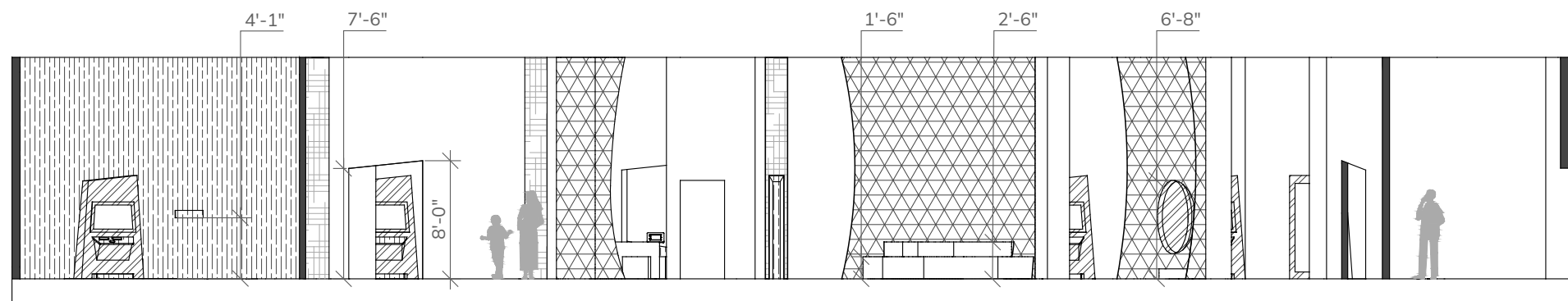
1 LIGHTING PLAN 02
3/32" = 1'-0"



1 SECTION ELEVATION 1
3/32" = 1'-0"



2 SECTION ELEVATION 2
3/32" = 1'-0"



3 SECTION ELEVATION 3
3/32" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

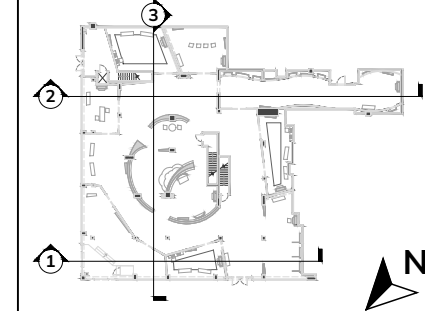
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/32" = 1'-0"

DATE: 12/10/2021

ELEVATIONS

DRAWING NO.

EX3.15



EX4 GRAPHIC SYSTEMS

GRAPHIC IDENTITY



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.,:;"'*

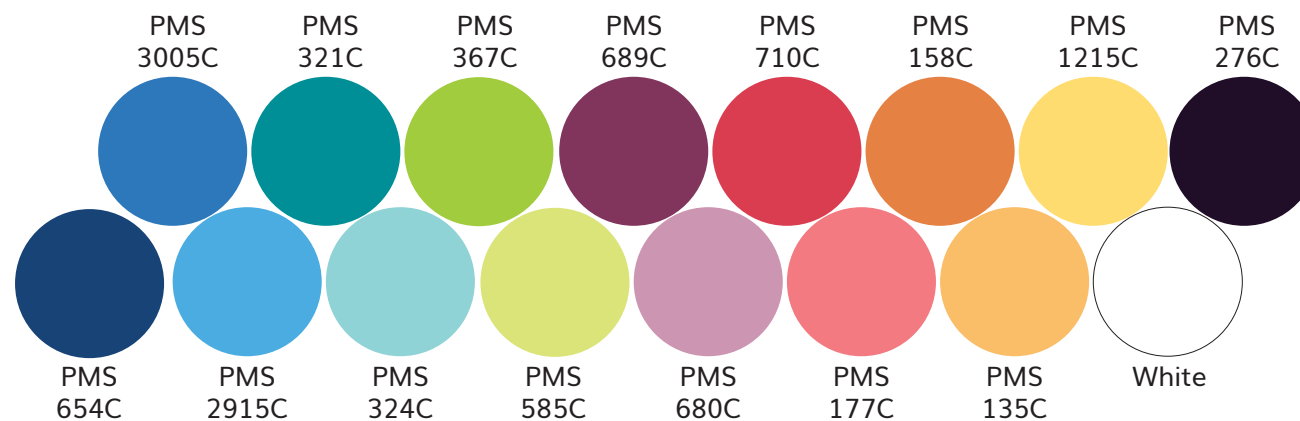
OSWALD SEMIBOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.,:;"'*

MULI EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.,:;"'*

MULI SEMIBOLD



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

GRAPHIC IDENTITY

DRAWING NO.

EX4.01

GRAPHIC LOOK AND FEEL



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

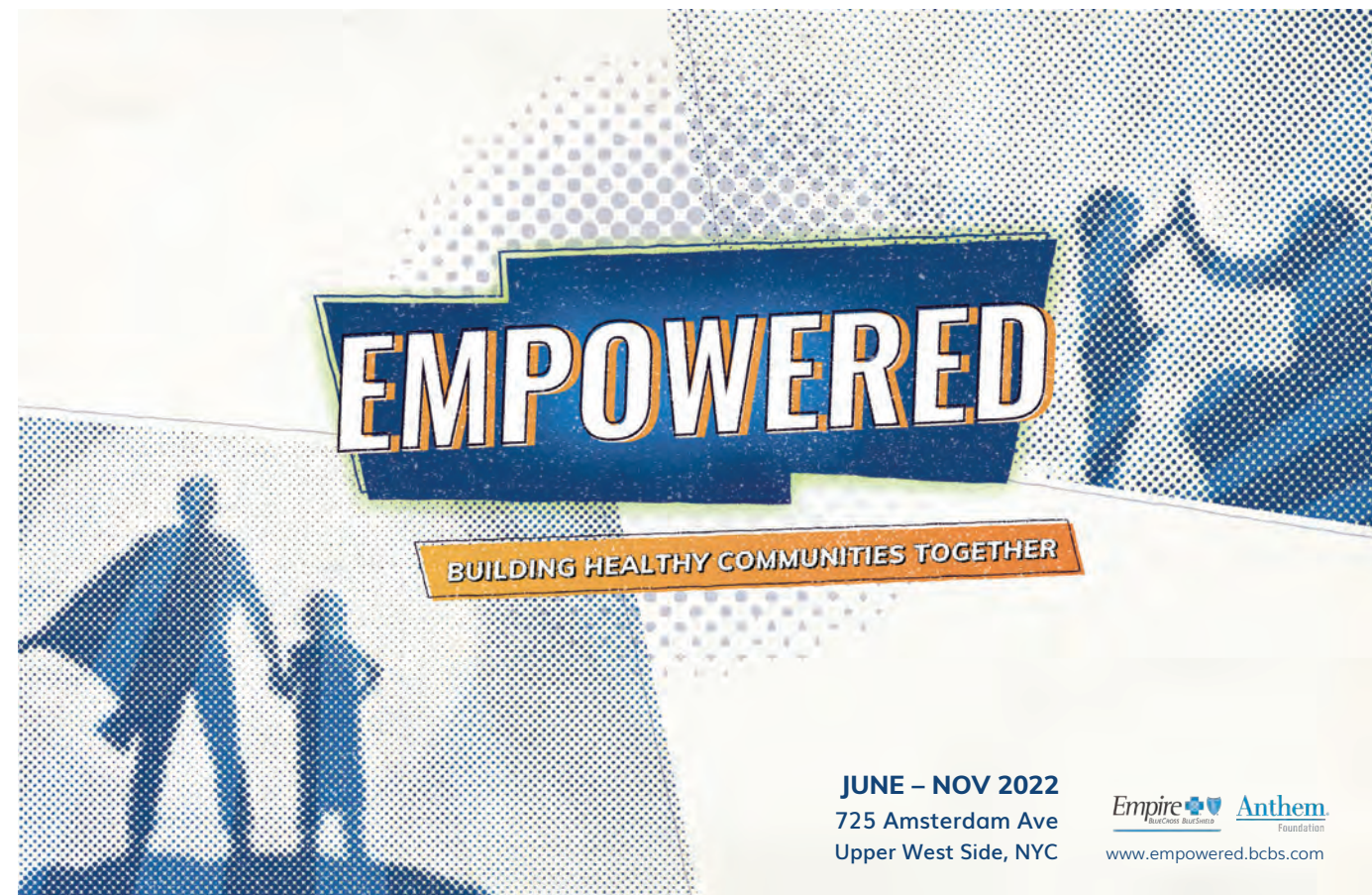
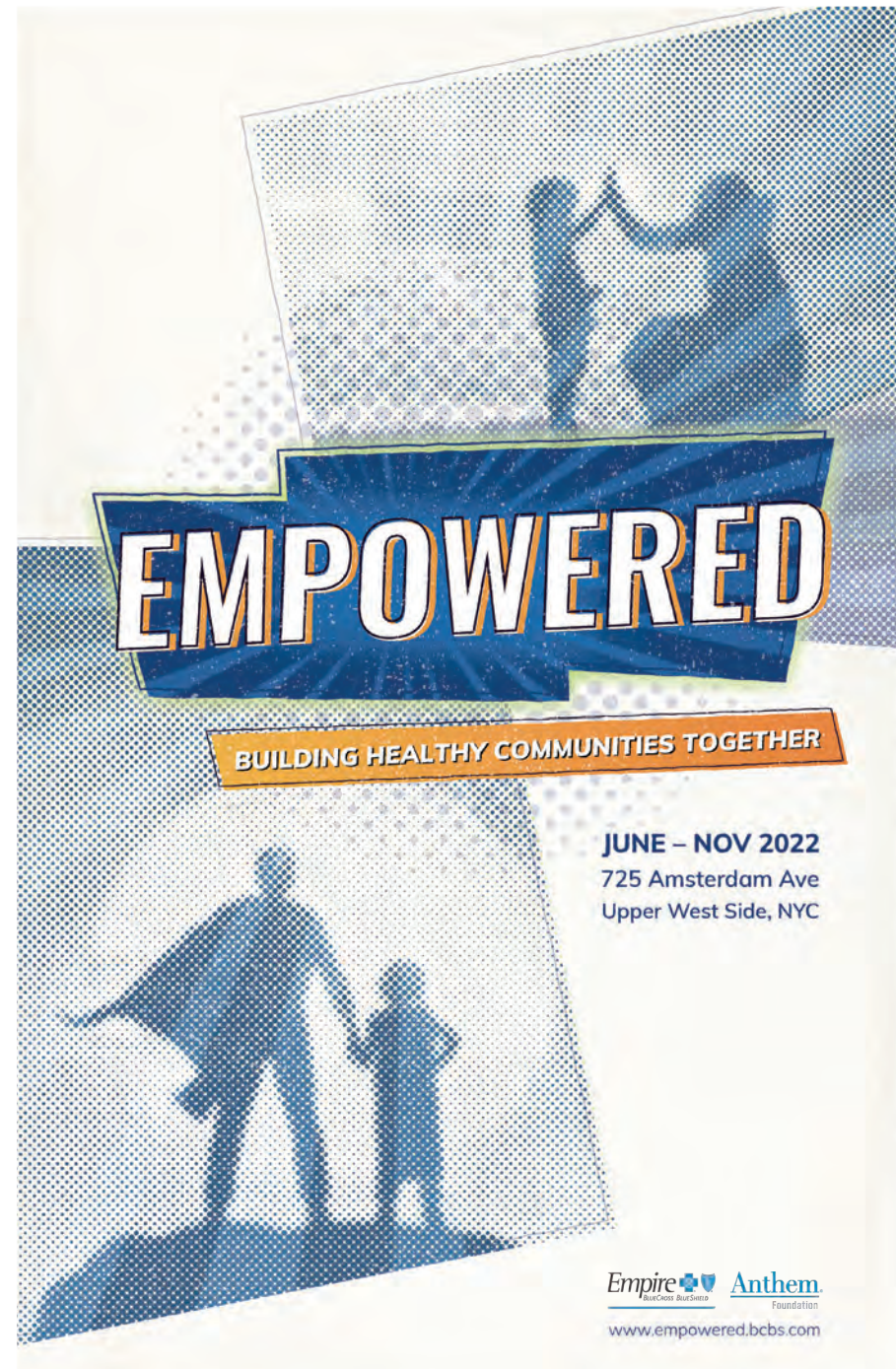
DATE: 12/10/2021

GRAPHIC LOOK AND
FEEL

DRAWING NO.

EX4.02

POSTER



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

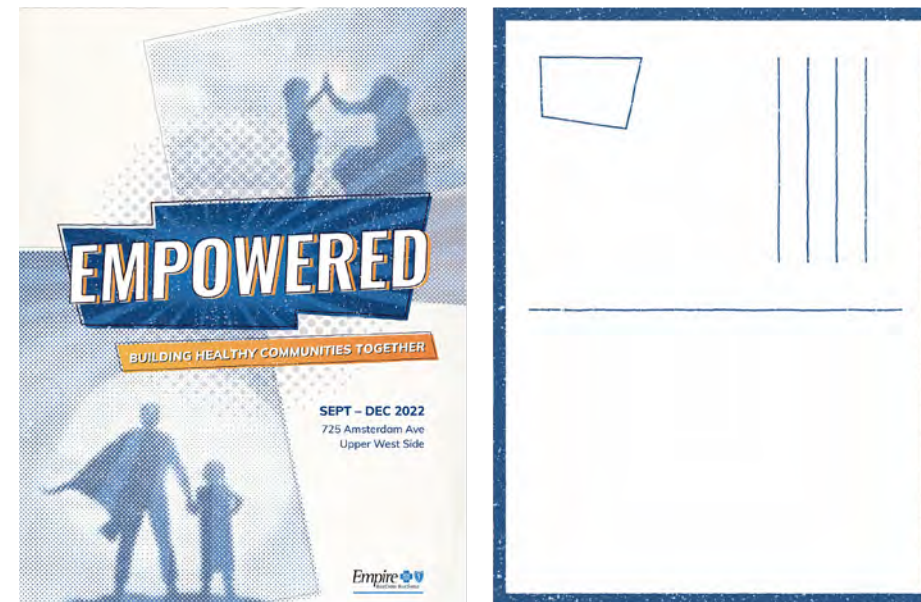
DATE: 12/10/2021

POSTER

DRAWING NO.

EX4.03

POSTER ACTIVATION



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

POSTER ACTIVATION

DRAWING NO.

EX4.04

WAYFINDING



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

WAYFINDING

DRAWING NO.

EX4.05

COLLATERAL



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

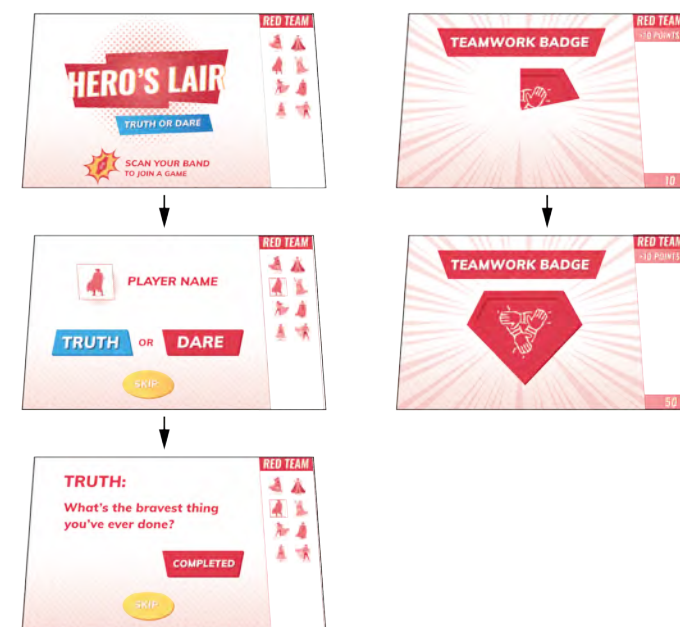
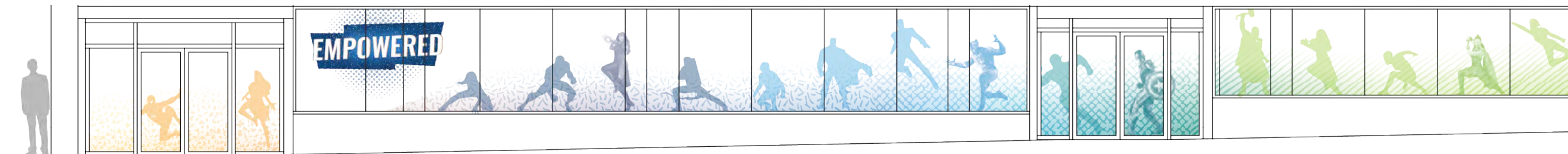
DATE: 12/10/2021

COLLATERAL

DRAWING NO.

EX4.06

GRAPHIC FAMILY



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN

N/A

DRAWN BY: Kayla Van Name

SCALE: N/A

DATE: 12/10/2021

GRAPHIC FAMILY

DRAWING NO.

EX4.07



EX5 DETAILS

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

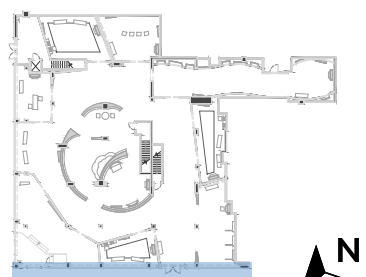
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

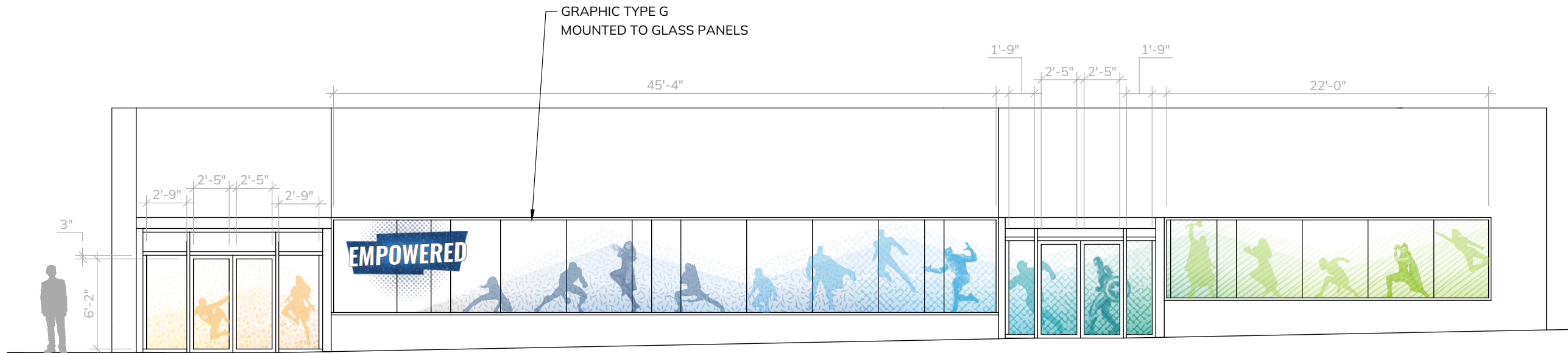
SCALE: 1/8" = 1'-0"

DATE: 12/10/2021

ENTRY GRAPHICS

DRAWING NO.

EX5.01



1 00A.02.GR01 ELEVATION
1/8" = 1'-0"





1 01A.01.GR01 ELEVATION
3/4" = 1'-0"



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

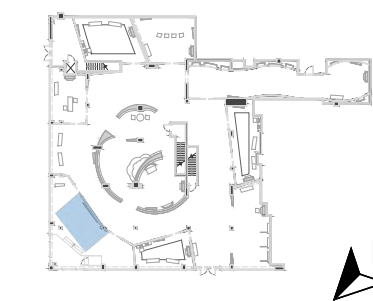
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/4" = 1'-0"

DATE: 12/10/2021

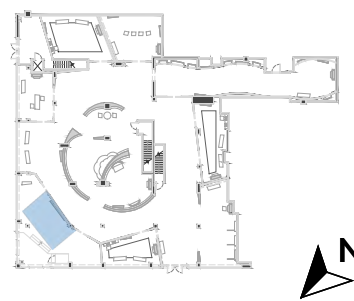
INTRO GRAPHICS

DRAWING NO.

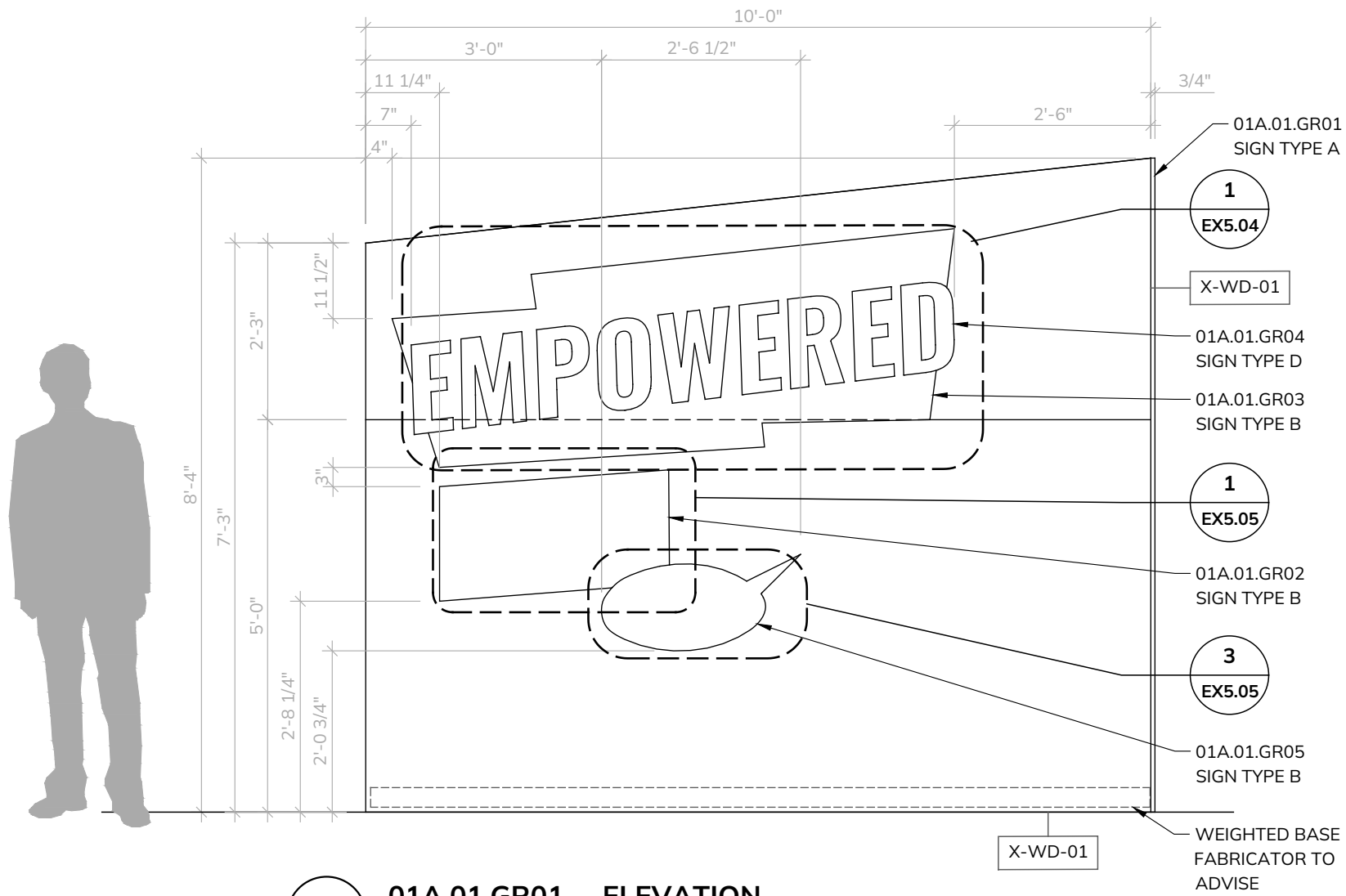
EX5.02



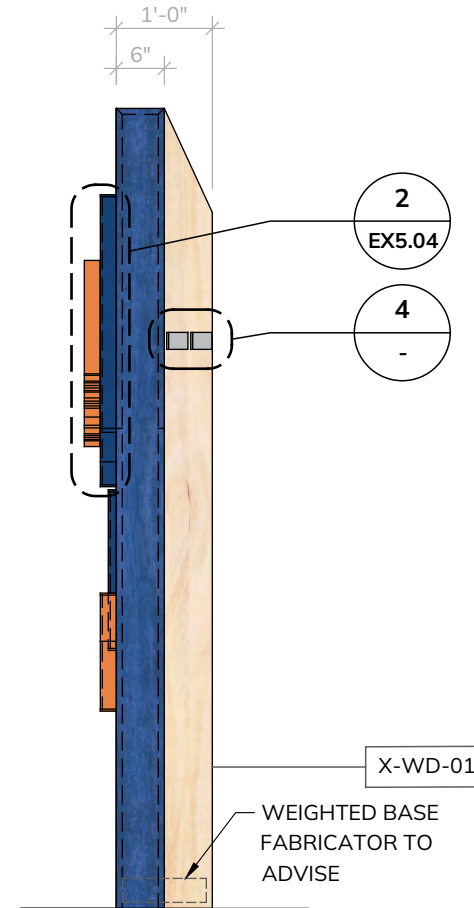
This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.



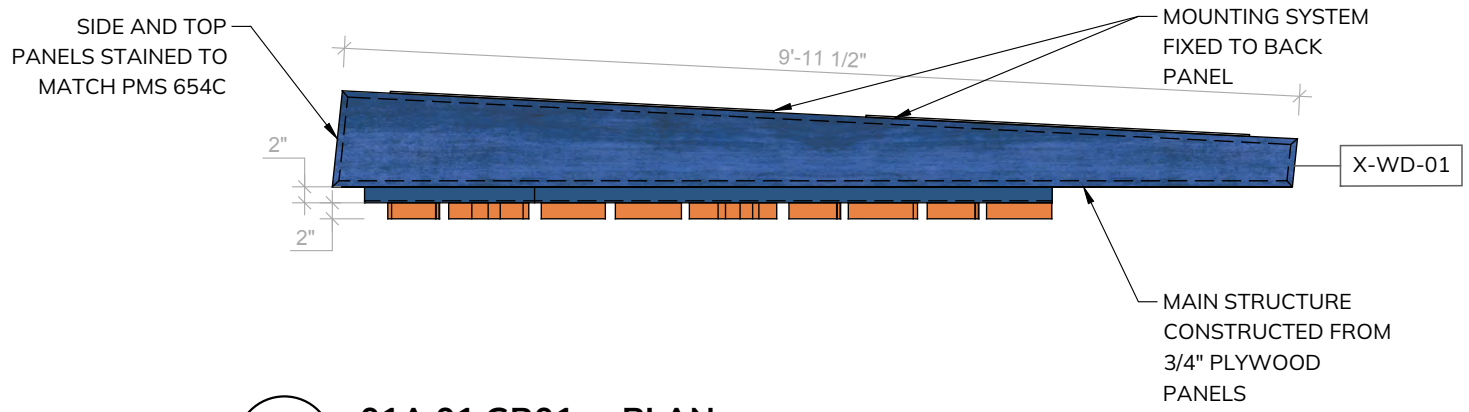
**INTRO GRAPHICS
DETAILS PART 1**



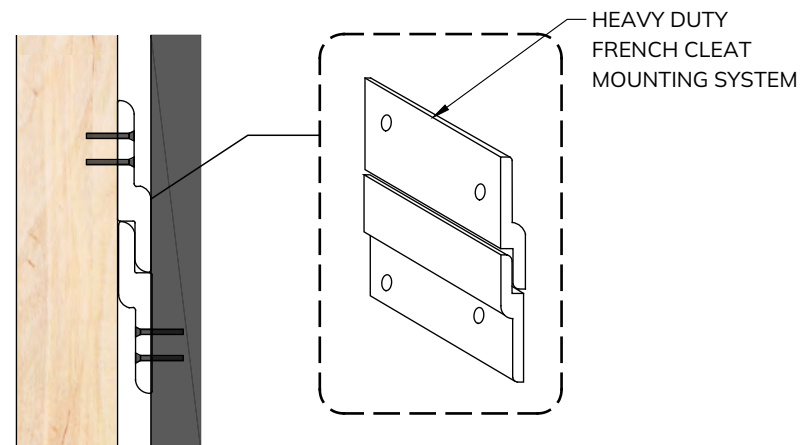
1 01A.01.GR01 ELEVATION
1/2" = 1'-0"



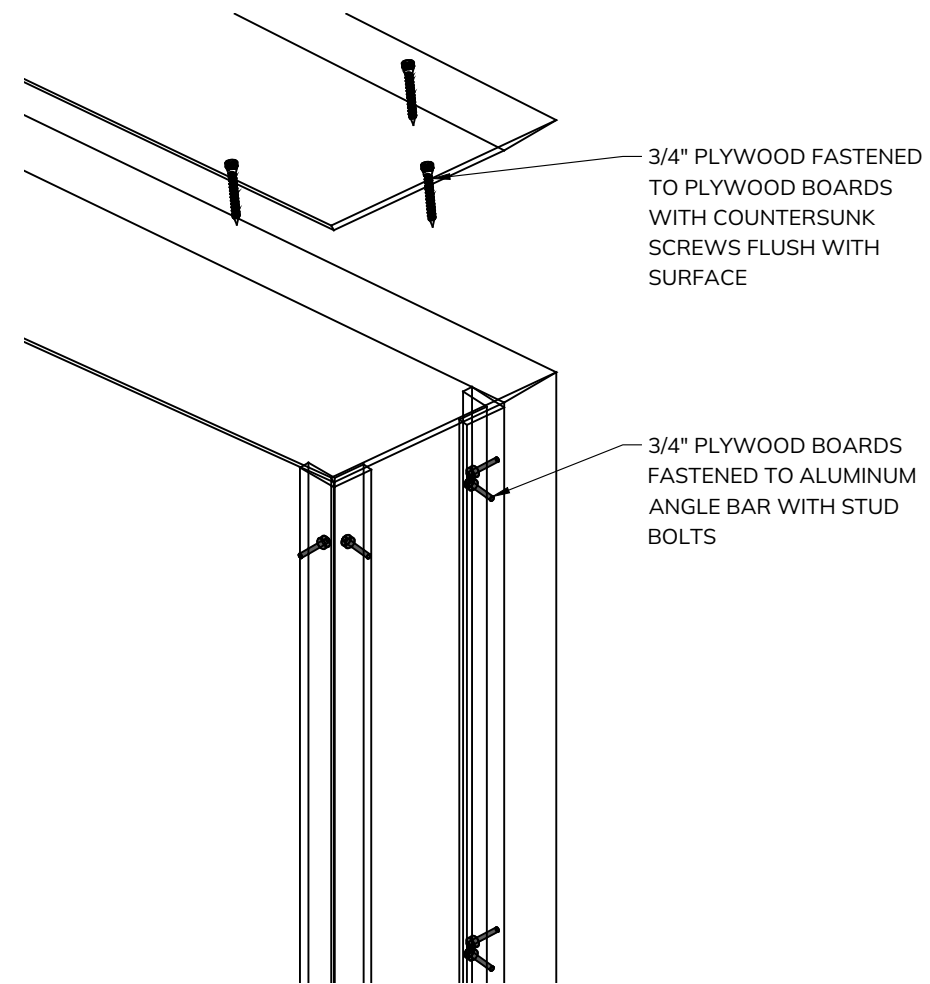
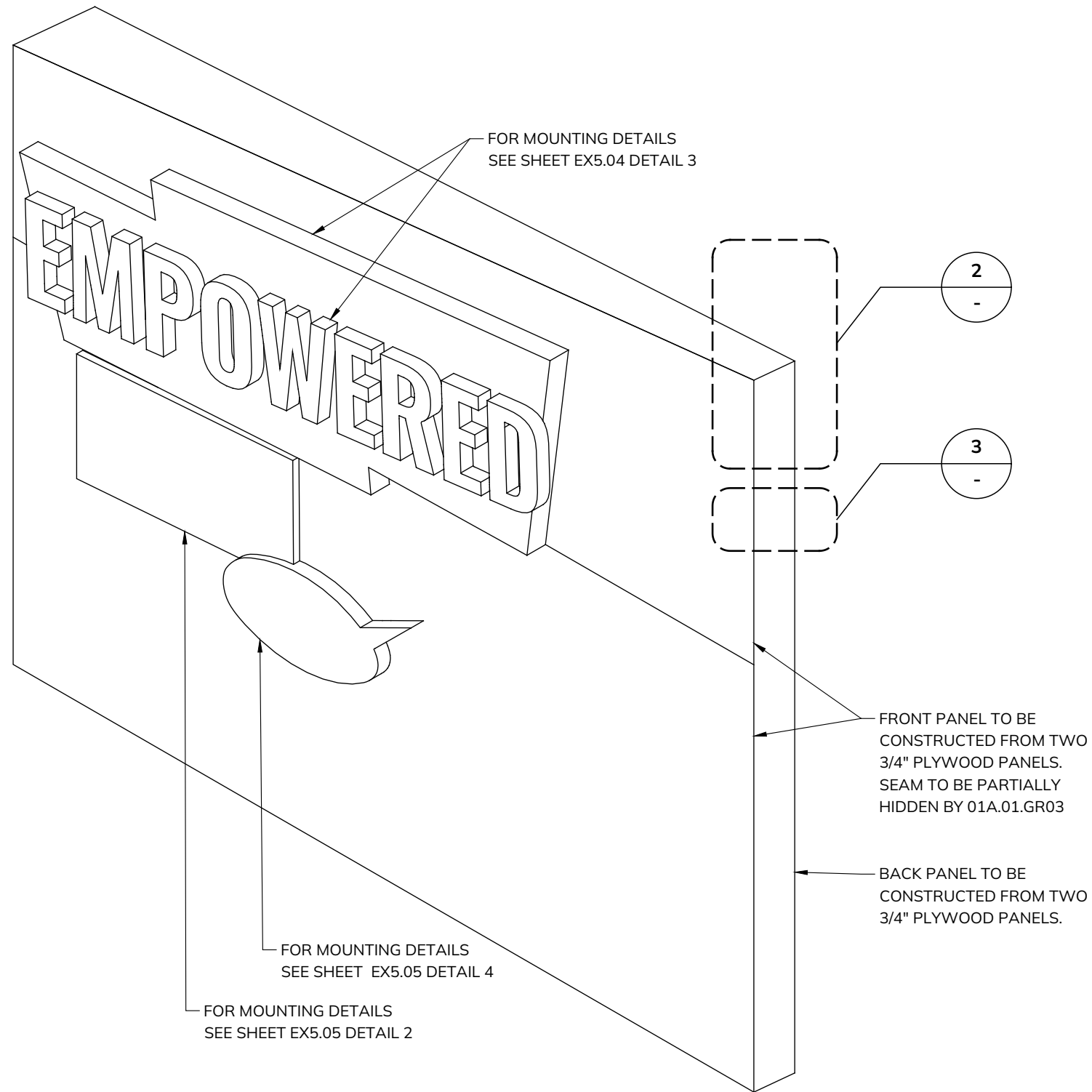
2 01A.01.GR01 SIDE VIEW
1/2" = 1'-0"



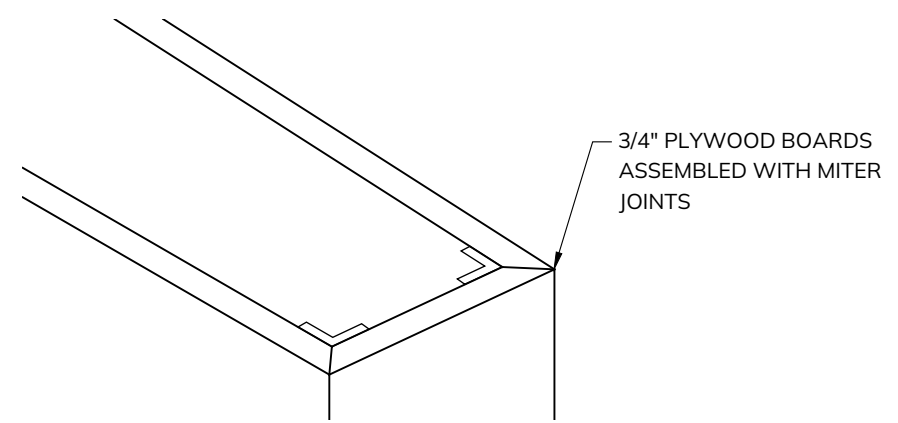
3 01A.01.GR01 PLAN
1/2" = 1'-0"



4 01A.01.GR01 MOUNTING DETAIL
NTS



2 01A.01.GR01 FRAME DETAIL
NTS



3 01A.01.GR01 SECTION DETAIL
NTS

1 01A.01.GR01 DETAILS
NTS

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

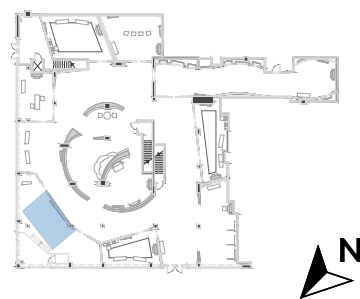
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: NTS

DATE: 12/10/2021

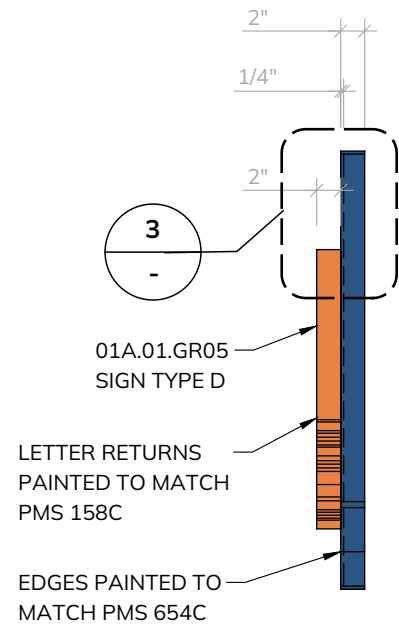
**INTRO GRAPHICS
DETAILS PART 2**

DRAWING NO.

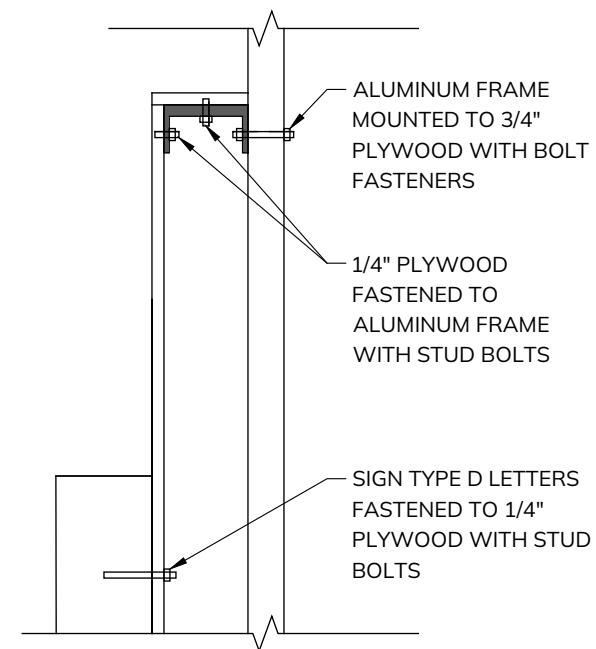
EX5.04



1 **01A.01.GR03 ELEVATION**
3/4" = 1'-0"



2 **01A.01.GR03 SIDE VIEW**
3/4" = 1'-0"



3 **01A.01.GR03 MOUNTING DETAIL**
NTS

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

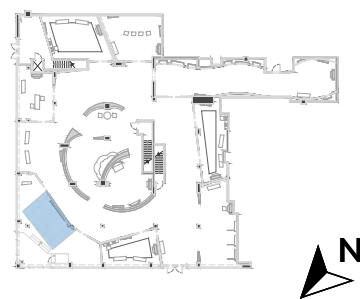
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

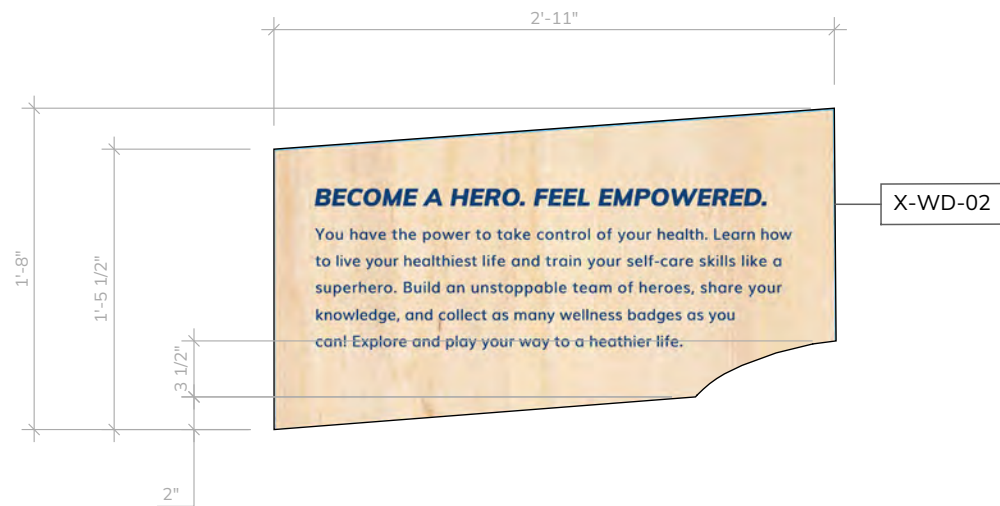
SCALE: VARIES

DATE: 12/10/2021

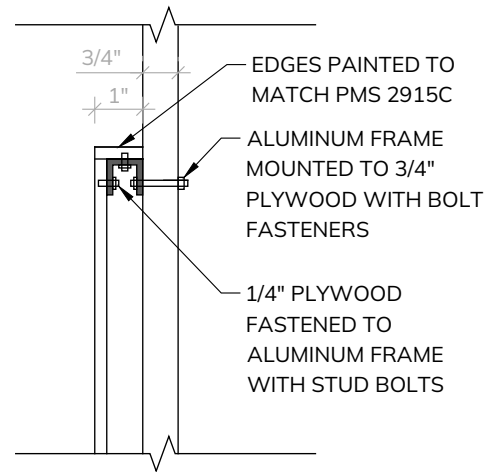
**INTRO GRAPHICS
DETAILS PART 3**

DRAWING NO.

EX5.05



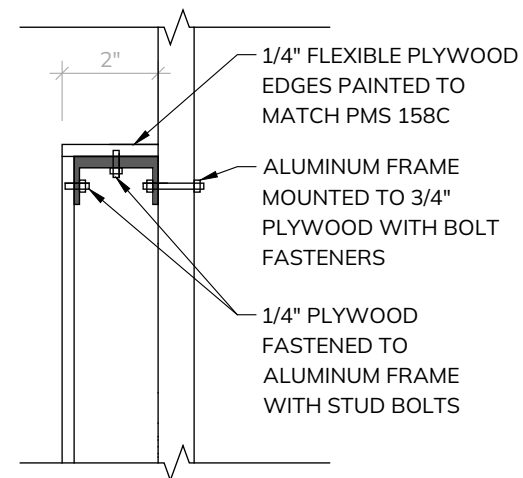
1 01A.01.GR02 ELEVATION
1" = 1'-0"



2 01A.01.GR02 MOUNTING DETAIL
NTS



3 01A.01.GR02 ELEVATION
1" = 1'-0"



4 01A.01.GR02 MOUNTING DETAIL
NTS

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

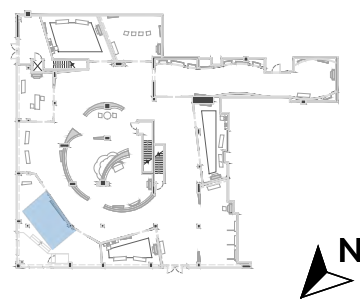
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: VARIES

DATE: 12/10/2021

**INTRO GRAPHICS
DETAILS PART 4**

DRAWING NO.

EX5.06

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

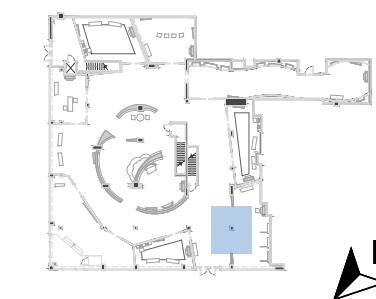
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

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

DATE: 12/10/2021

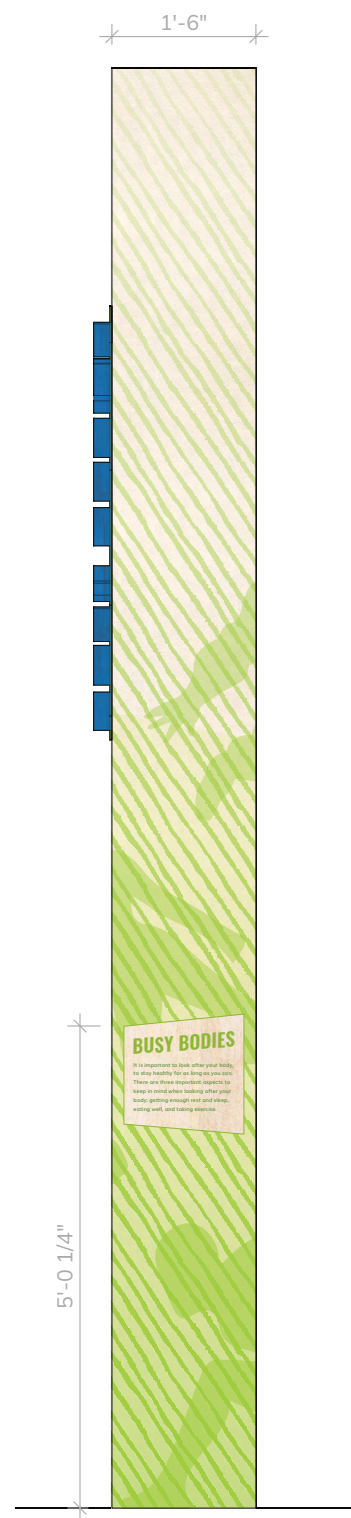
**AREA INTRO
GRAPHICS PART 1**

DRAWING NO.

EX5.07

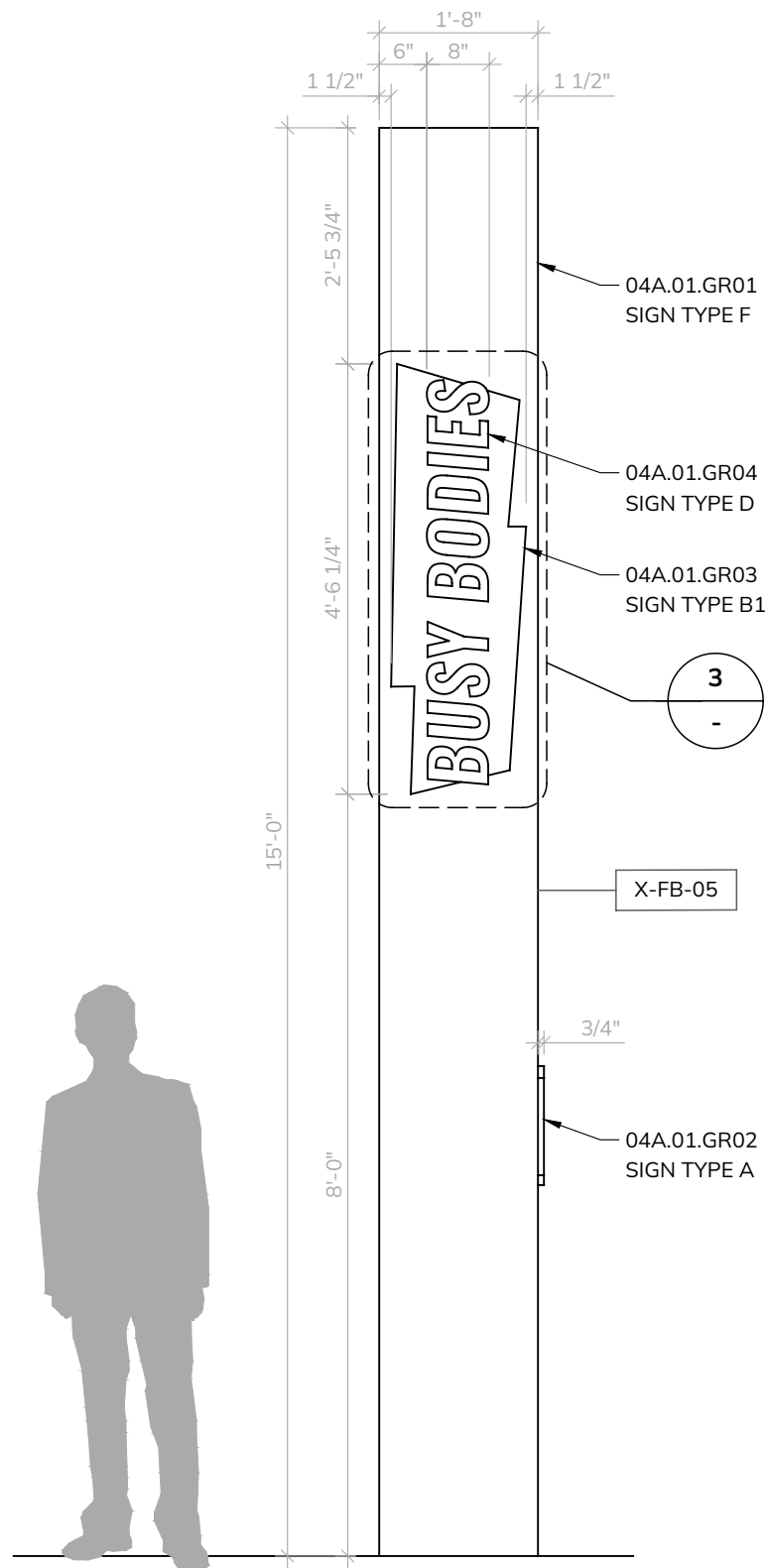


1 04A.01.GR01 ELEVATION
1/2" = 1'-0"

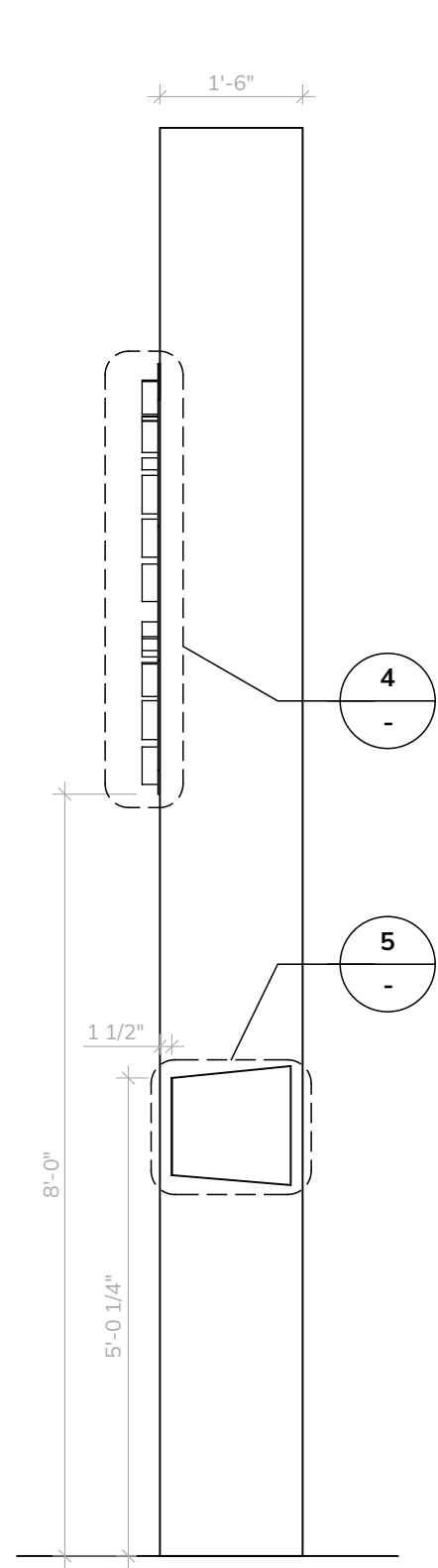


2 04A.01.GR01 SIDE VIEW
1/2" = 1'-0"

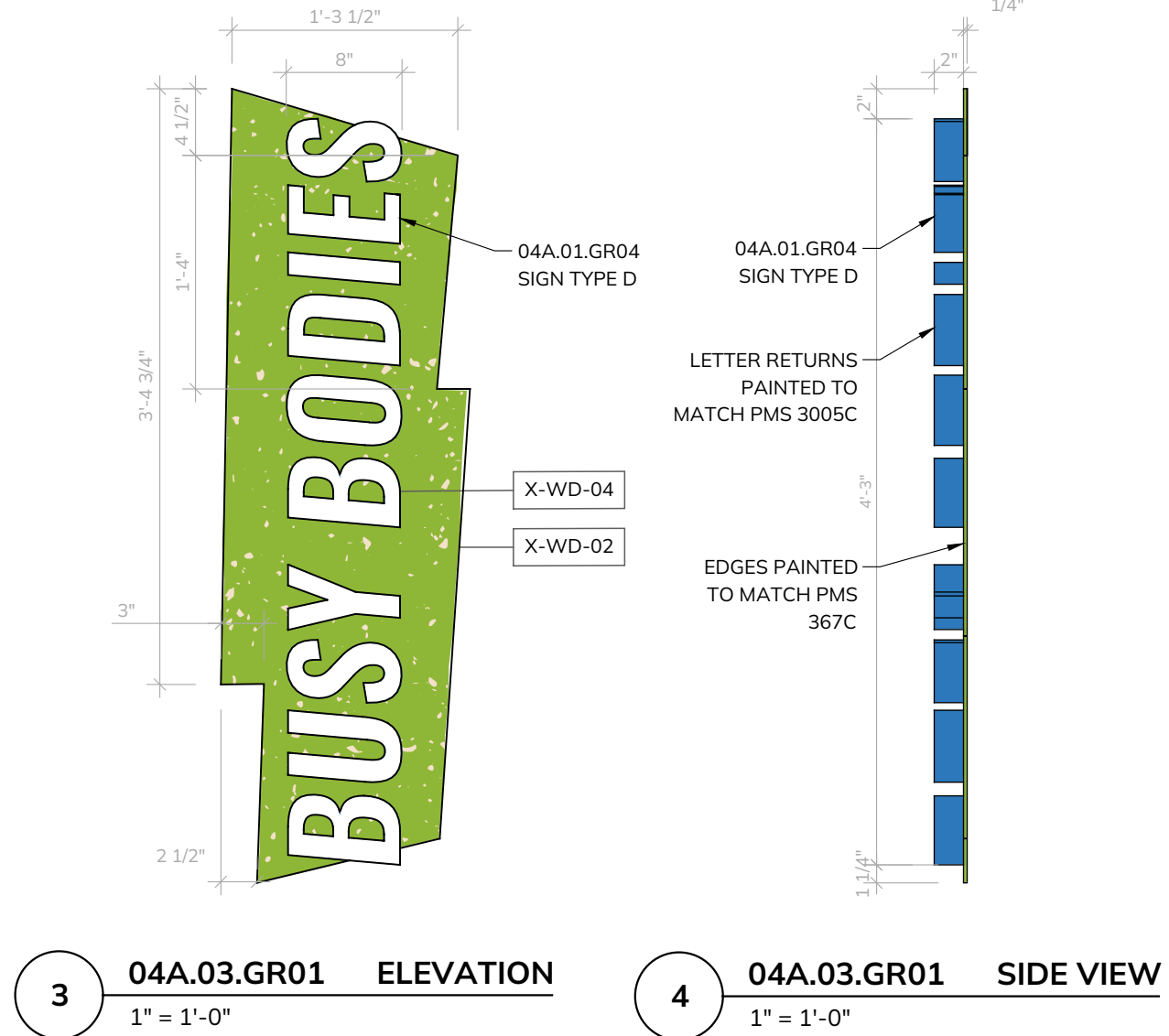




1 04A.01.GR01 ELEVATION
1/2" = 1'-0"

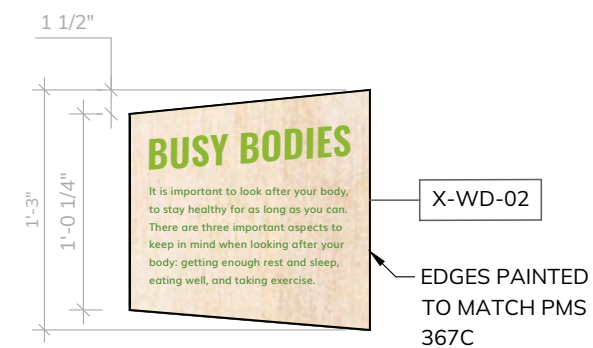


2 04A.01.GR01 SIDE VIEW
1/2" = 1'-0"



3 04A.03.GR01 ELEVATION
1" = 1'-0"

4 04A.03.GR01 SIDE VIEW
1" = 1'-0"



5 04A.03.GR01 ELEVATION
1" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

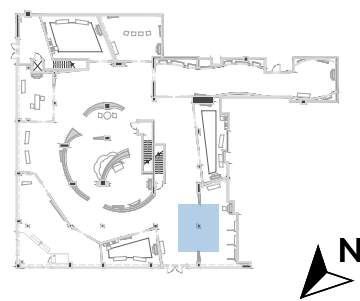
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

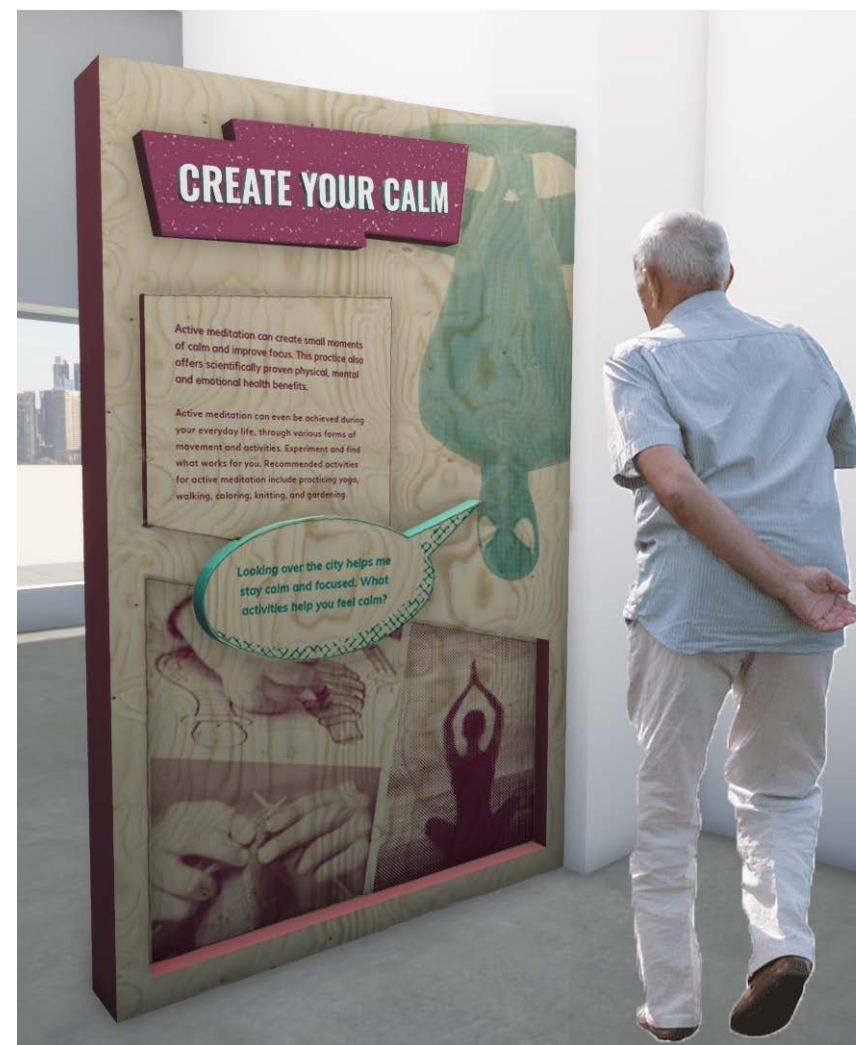
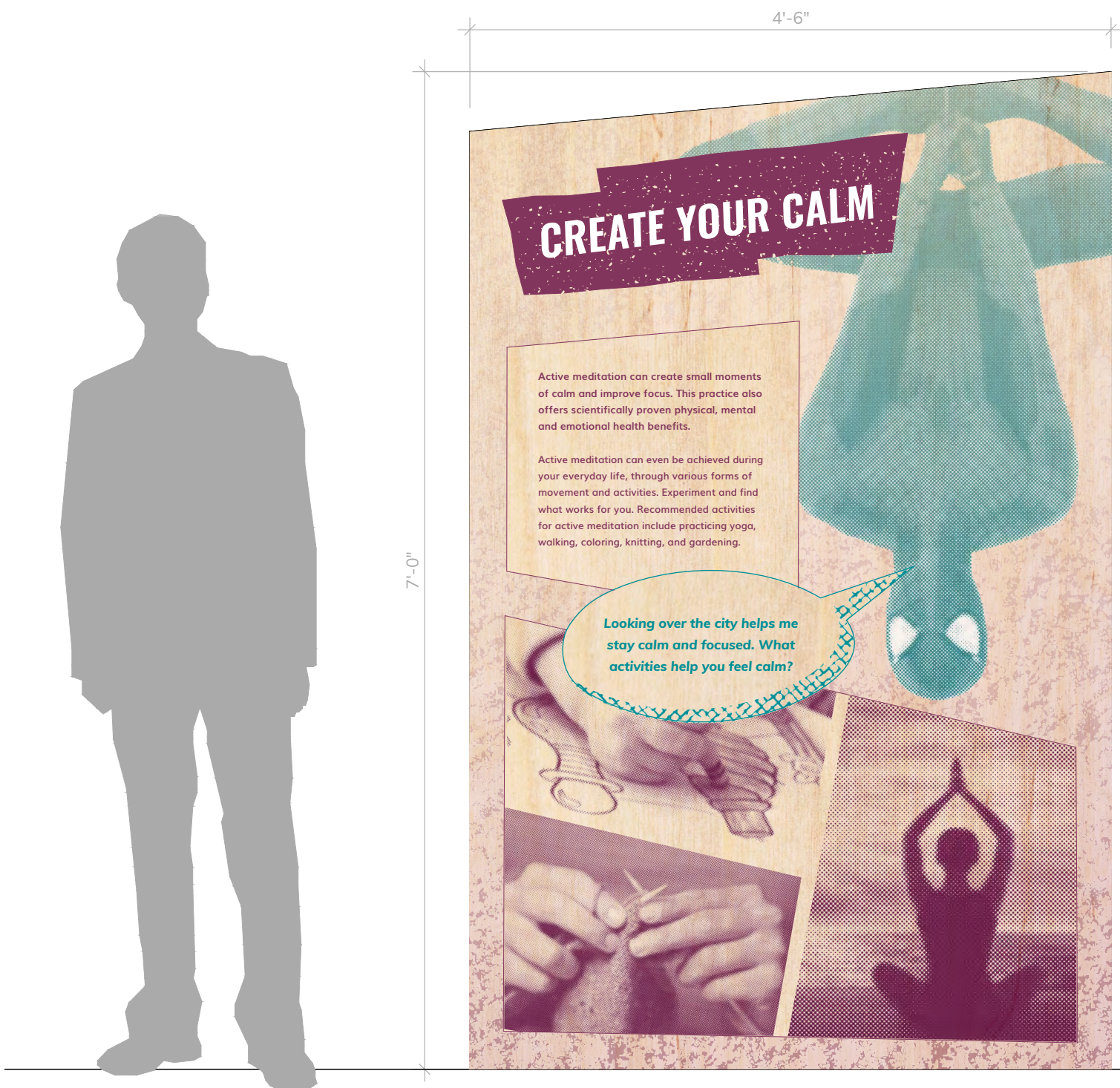
SCALE: VARIES

DATE: 12/10/2021

AREA INTRO
GRAPHICS PART 2

DRAWING NO.

EX5.08



1 09A.02.GR01 ELEVATION
1" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

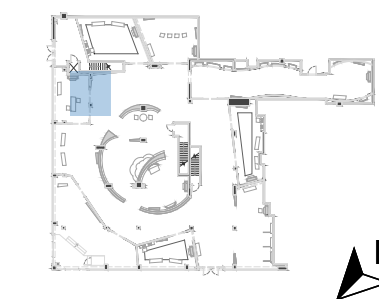
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

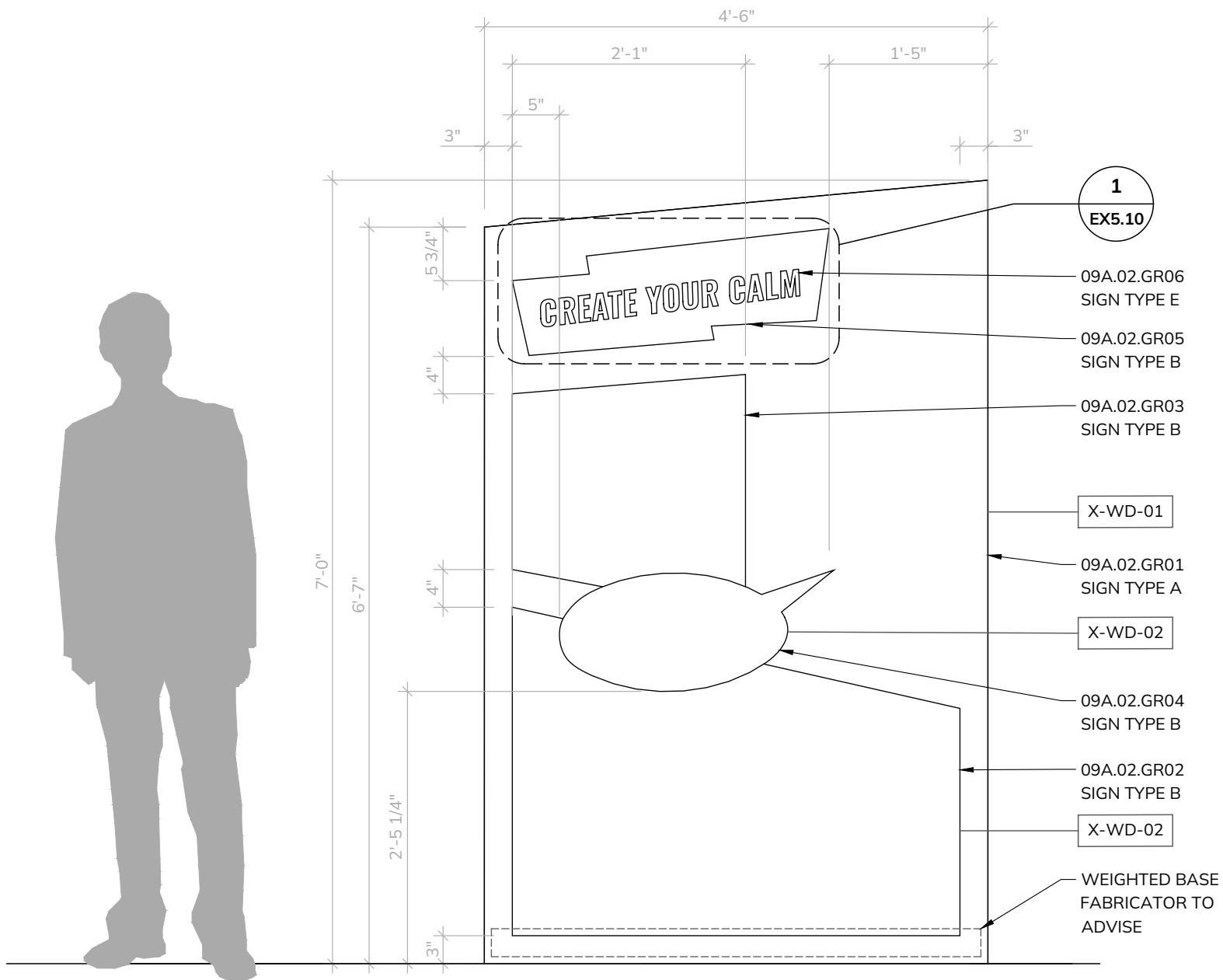
SCALE: 1" = 1'-0"

DATE: 12/10/2021

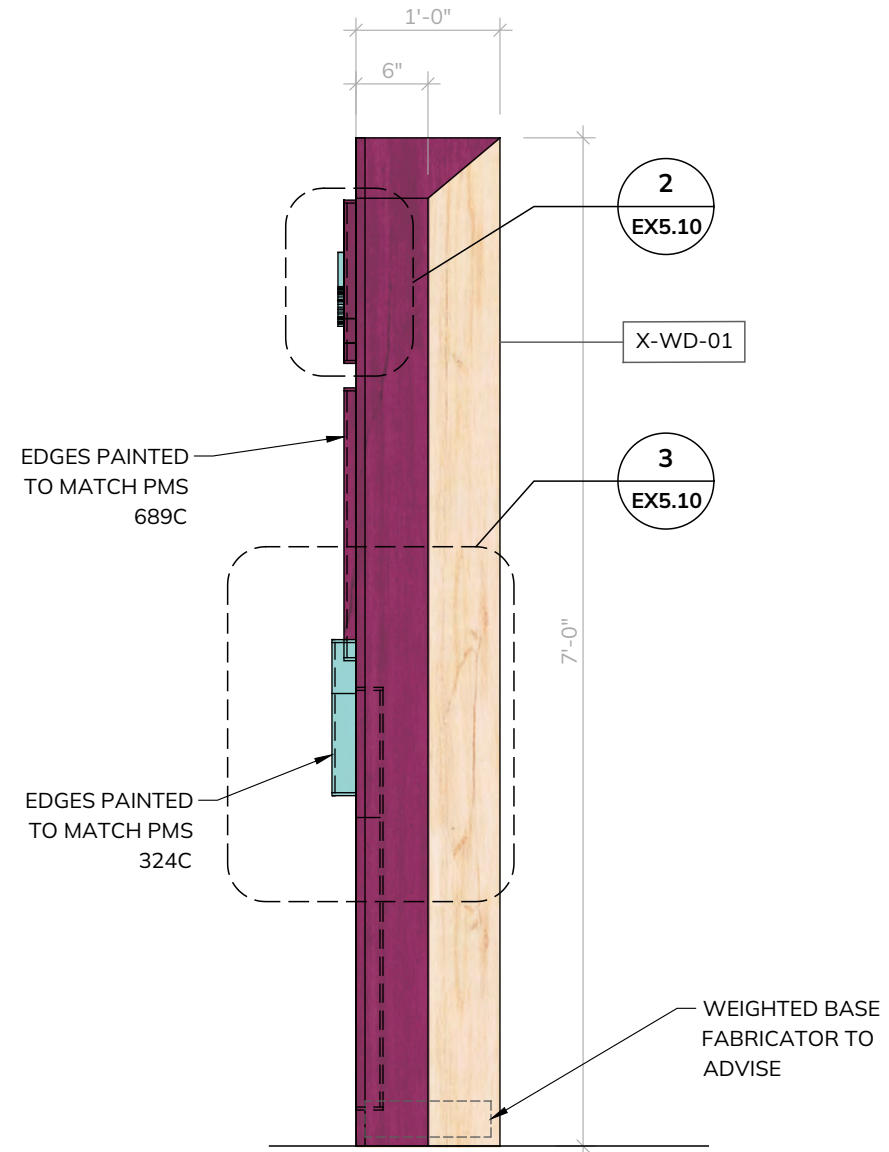
**CONTENT GRAPHICS
PART 1**

DRAWING NO.

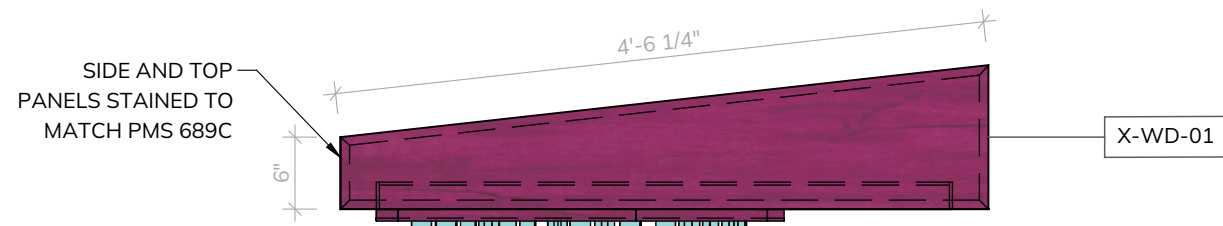
EX5.09



1 09A.02.GR01 ELEVATION
3/4" = 1'-0"



2 09A.02.GR01 SIDE VIEW
3/4" = 1'-0"



3 09A.02.GR01 PLAN
3/4" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

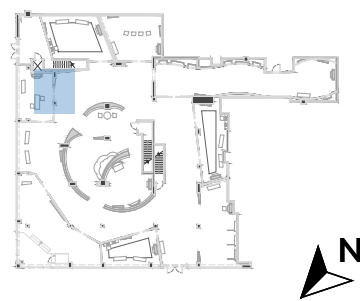
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: 3/4" = 1'-0"

DATE: 12/10/2021

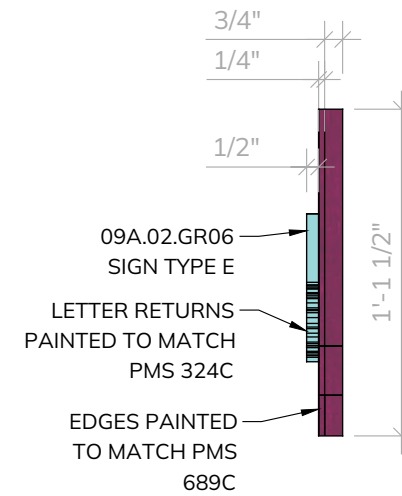
CONTENT GRAPHICS
PART 2

DRAWING NO.

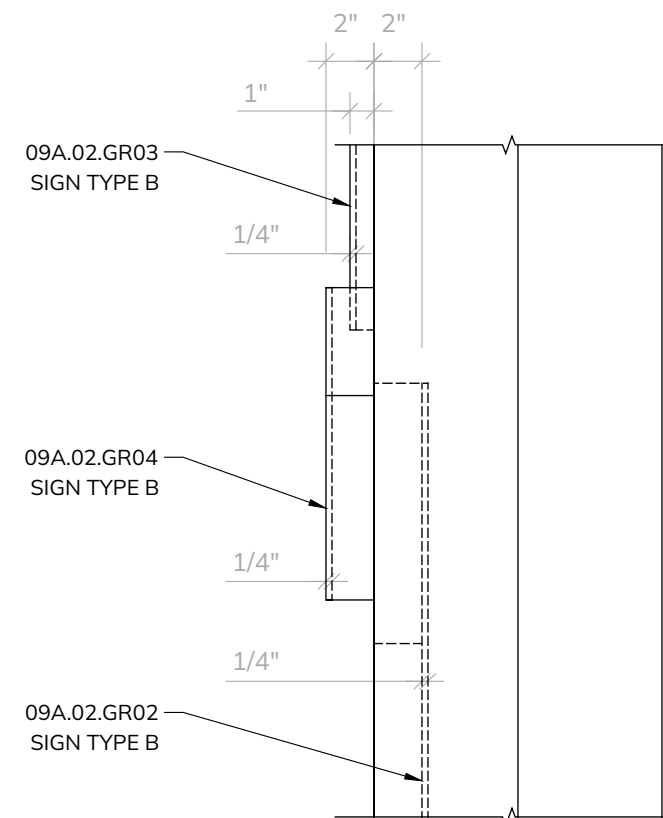
EX5.10



1 09A.02.GR05 ELEVATION
1" = 1'-0"



2 09A.02.GR05 SIDE VIEW
1" = 1'-0"



3 09A.02.GR01 SIDE DETAIL
1-1/2" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

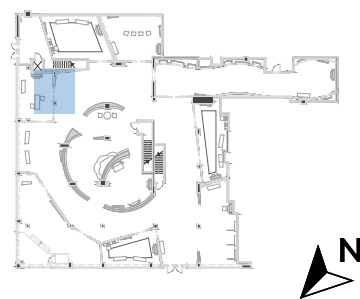
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

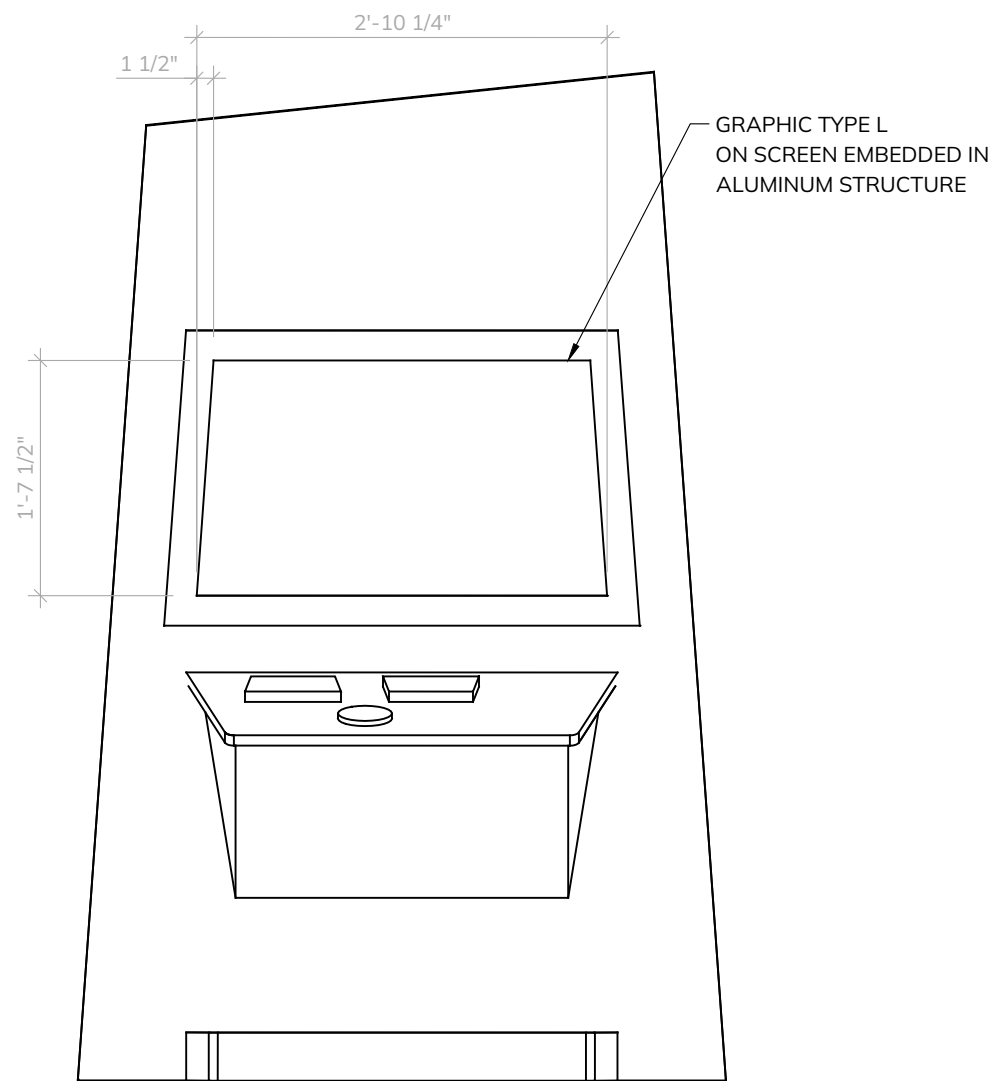
SCALE: VARIES

DATE: 12/10/2021

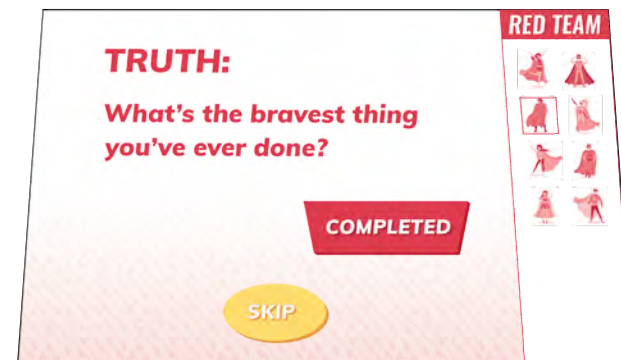
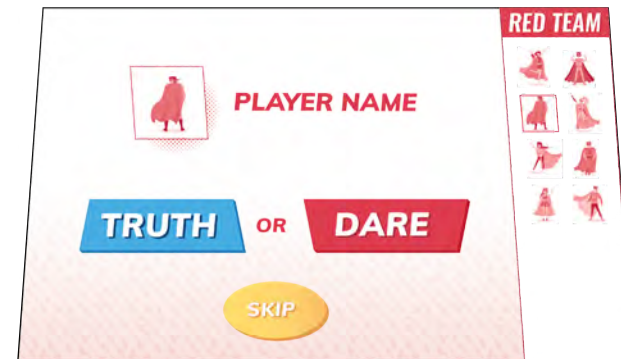
**CONTENT GRAPHICS
PART 3**

DRAWING NO.

EX5.11



1 08A.02.GR01 ELEVATION
1" = 1'-0"



1 08A.02.GR01 DIGITAL GRAPHICS
NTS



KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

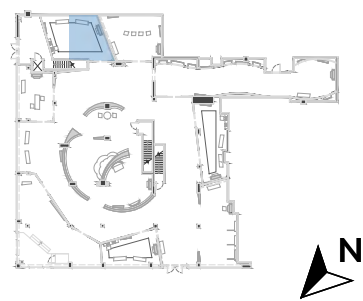
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: VARIES

DATE: 12/10/2021

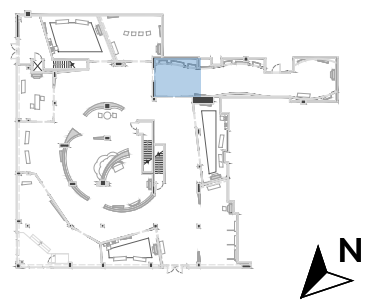
ART DIRECTION FOR
DIGITAL GRAPHICS

DRAWING NO.

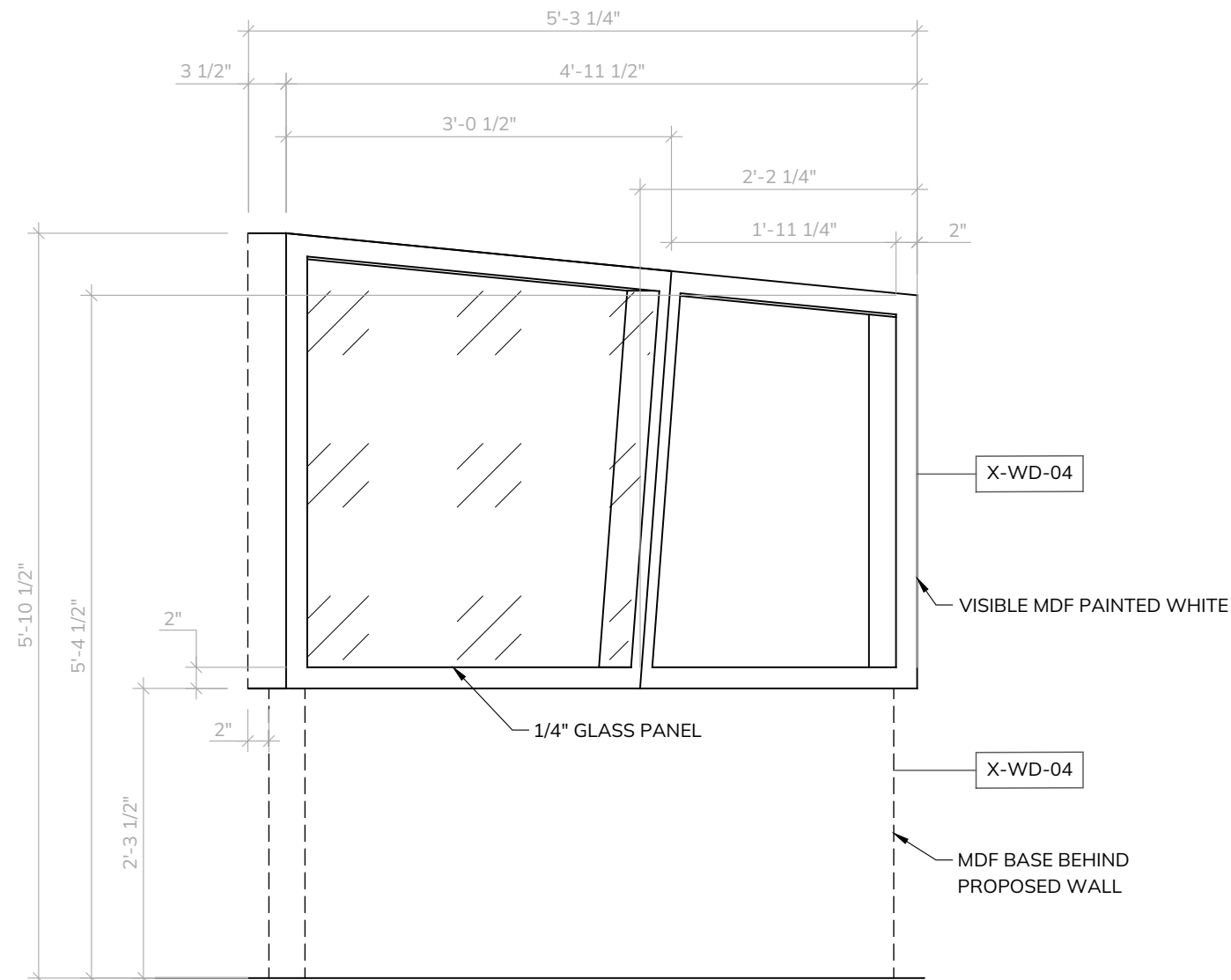
EX5.12



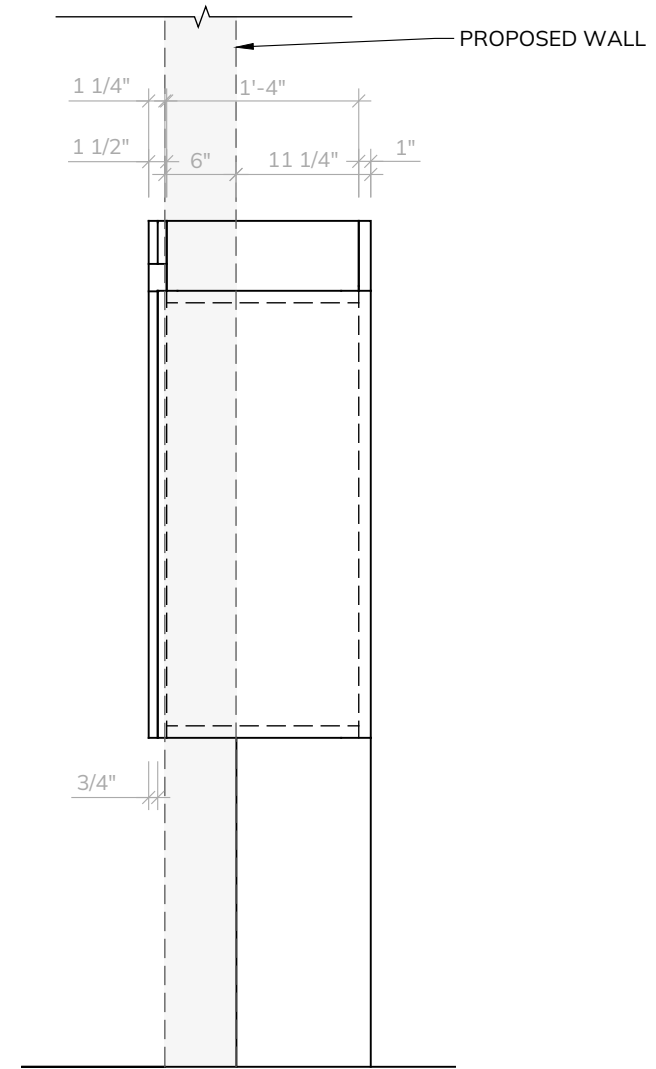
This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.



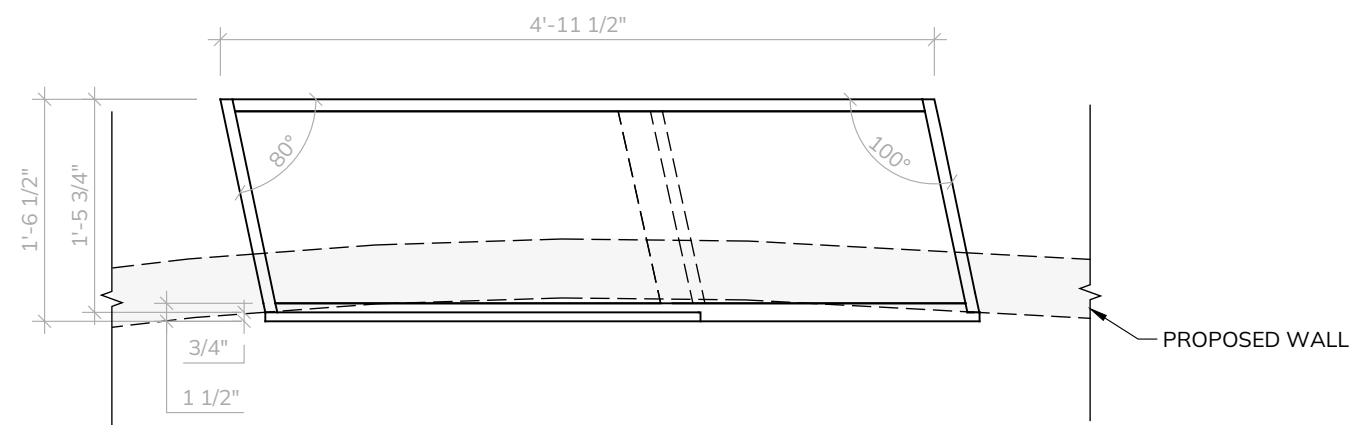
RECESSED DISPLAY CASE DETAILS PART 1



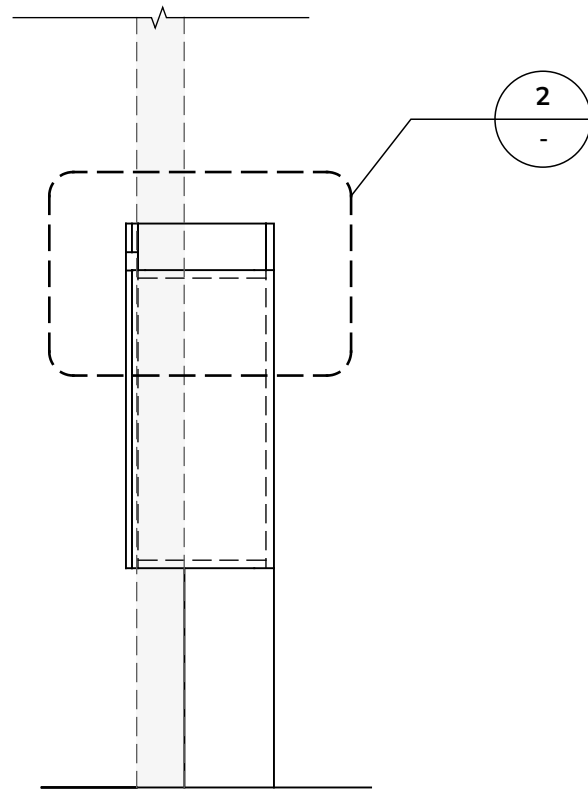
1 RECESSED DISPLAY CASE ELEVATION
3/4" = 1'-0"



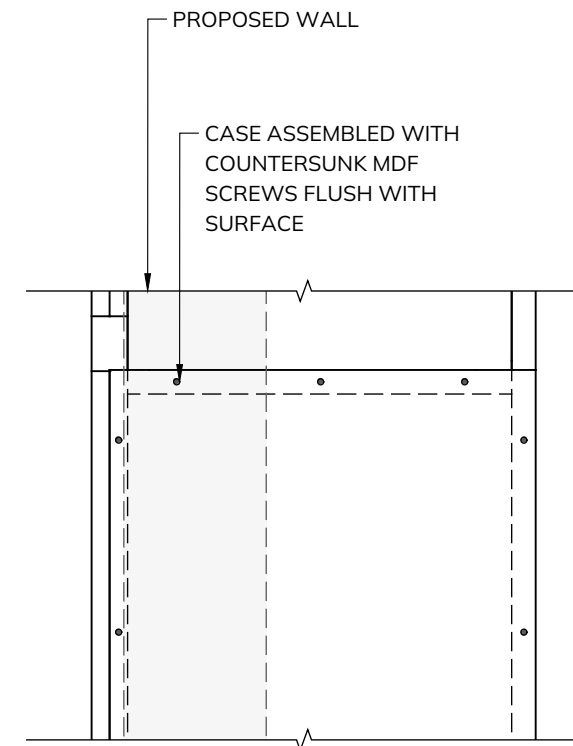
2 RECESSED DISPLAY CASE SIDE VIEW
3/4" = 1'-0"



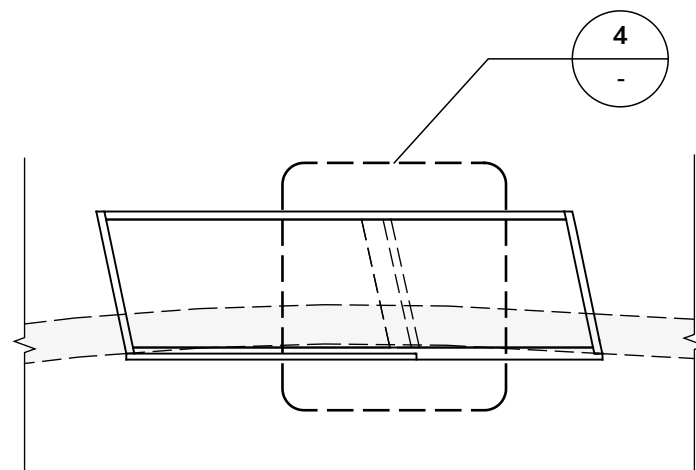
3 RECESSED DISPLAY CASE PLAN
3/4" = 1'-0"



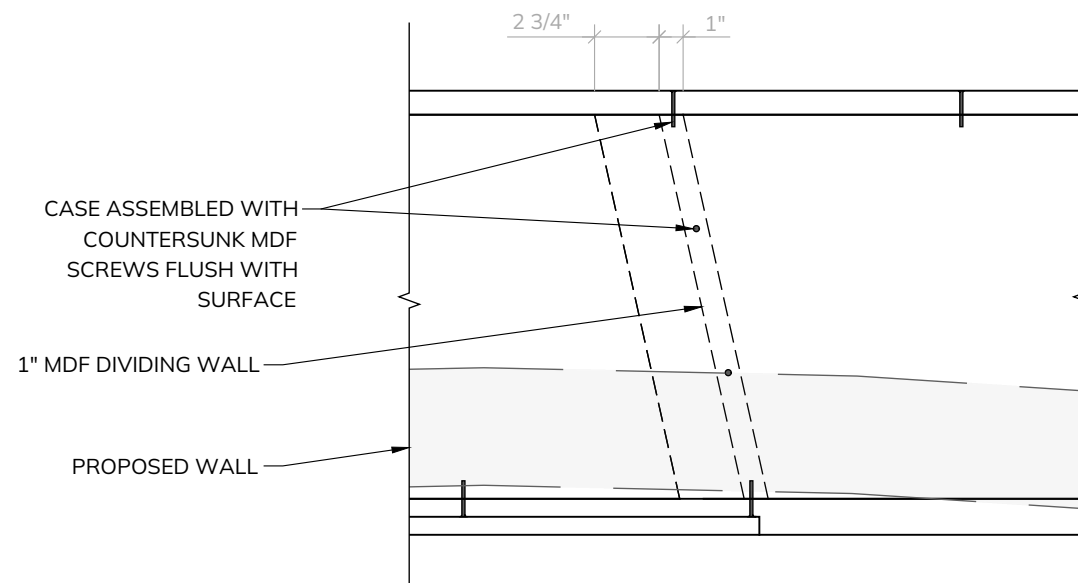
1 RECESSED DISPLAY CASE SIDE VIEW
1/2" = 1'-0"



2 RECESSED DISPLAY CASE SIDE DETAILS
NTS



3 RECESSED DISPLAY CASE PLAN
1/2" = 1'-0"



4 RECESSED DISPLAY CASE PLAN DETAILS
NTS

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

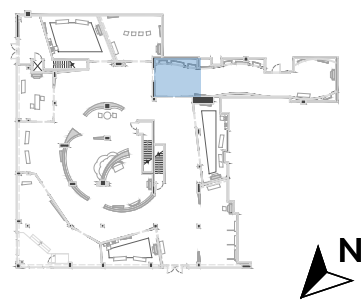
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: VARIES

DATE: 12/10/2021

**RECESSED DISPLAY CASE DETAILS
PART 2**

DRAWING NO.

EX5.14

KAYLA VAN NAME

EXHIBITION &
EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

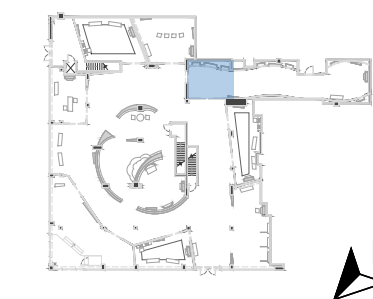
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

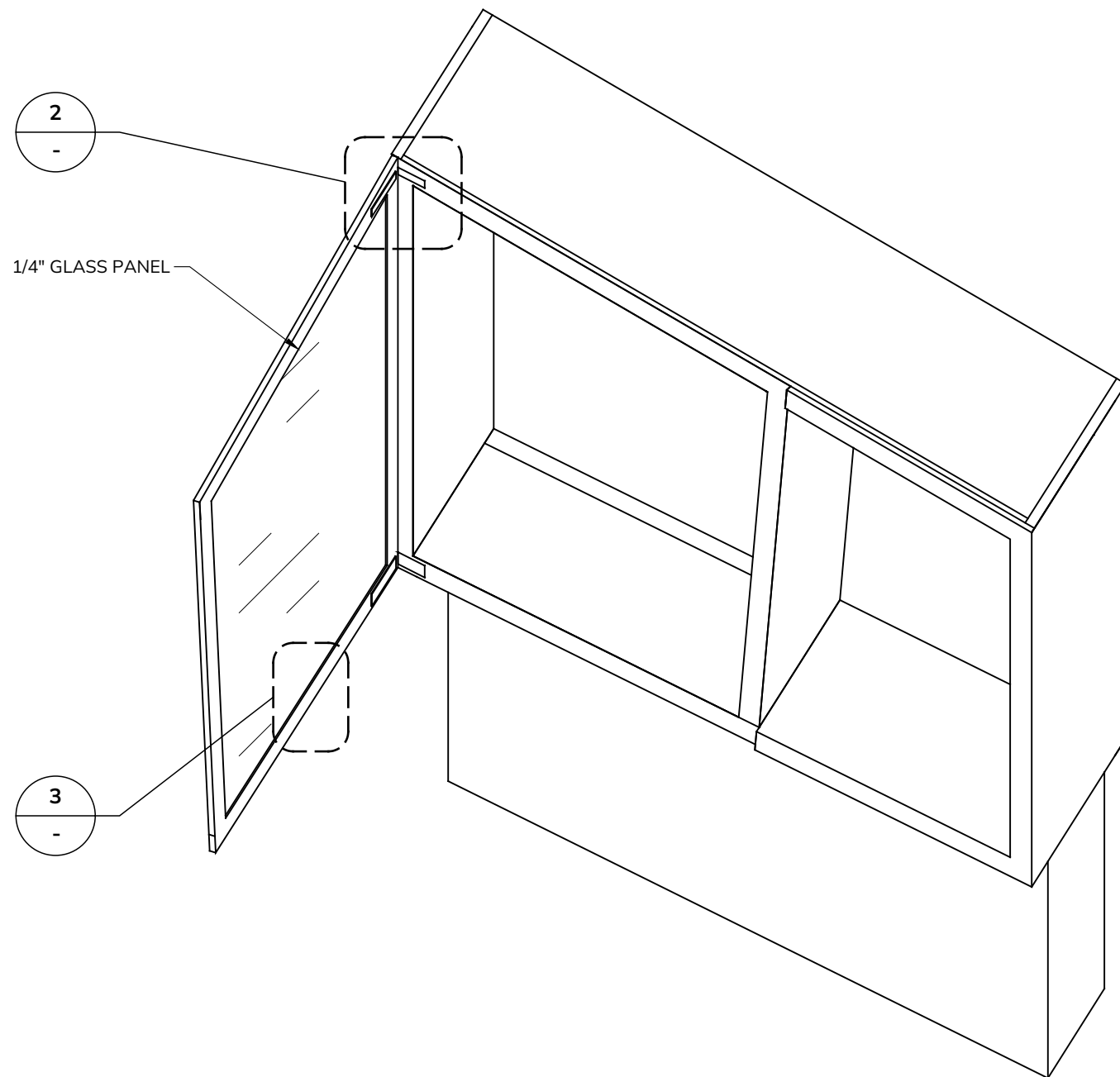
SCALE: NTS

DATE: 12/10/2021

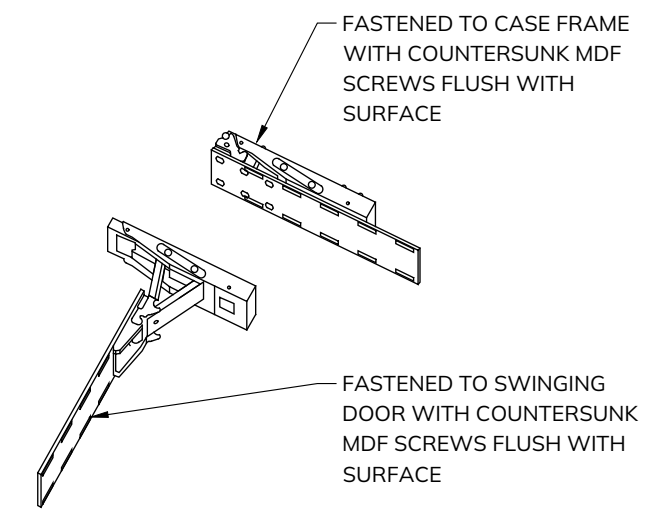
**RECESSED DISPLAY
CASE DETAILS
PART 3**

DRAWING NO.

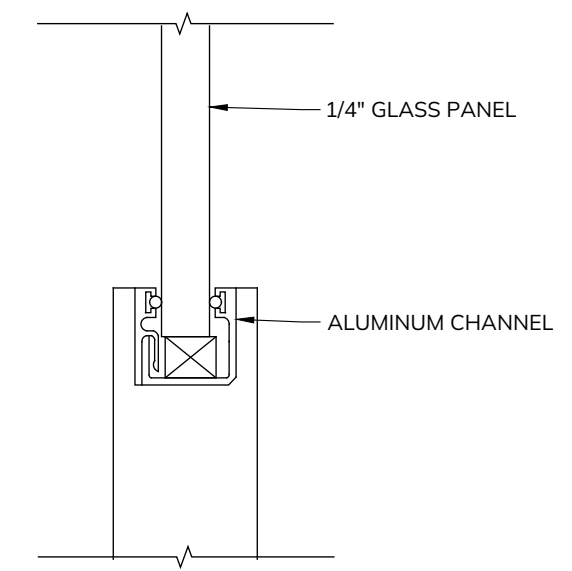
EX5.15



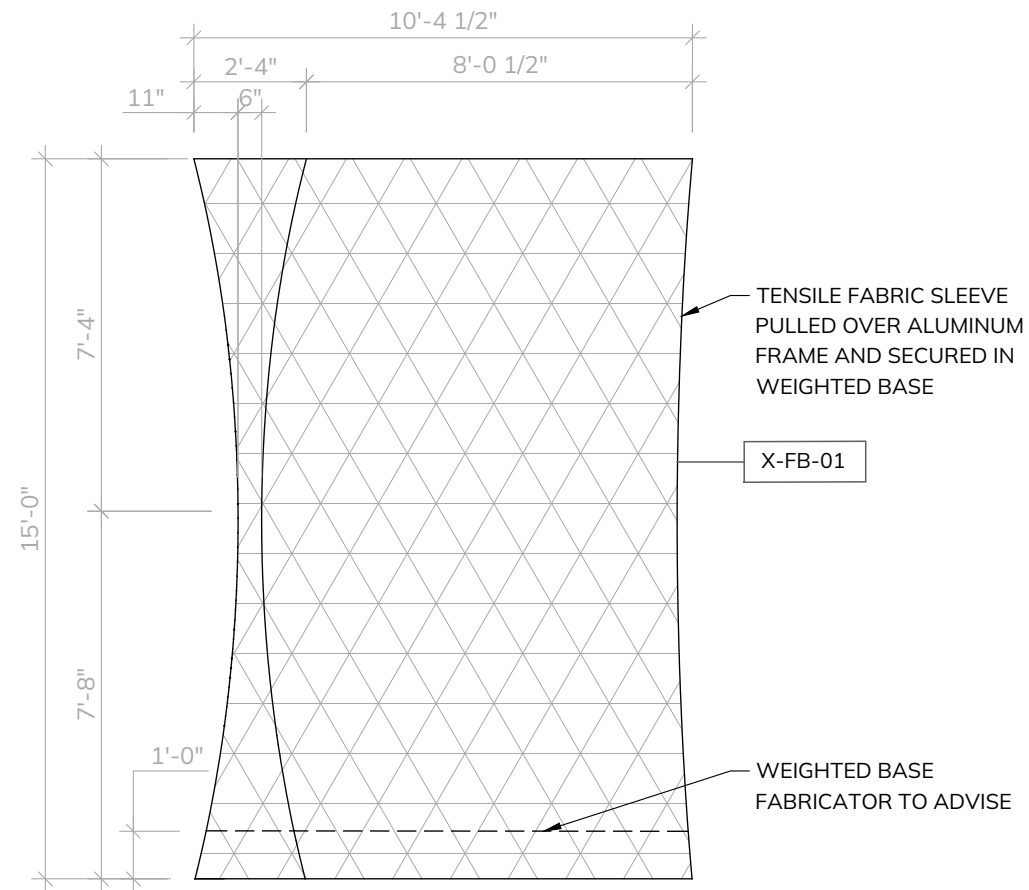
1 01A.01.GR01 DETAILS
NTS



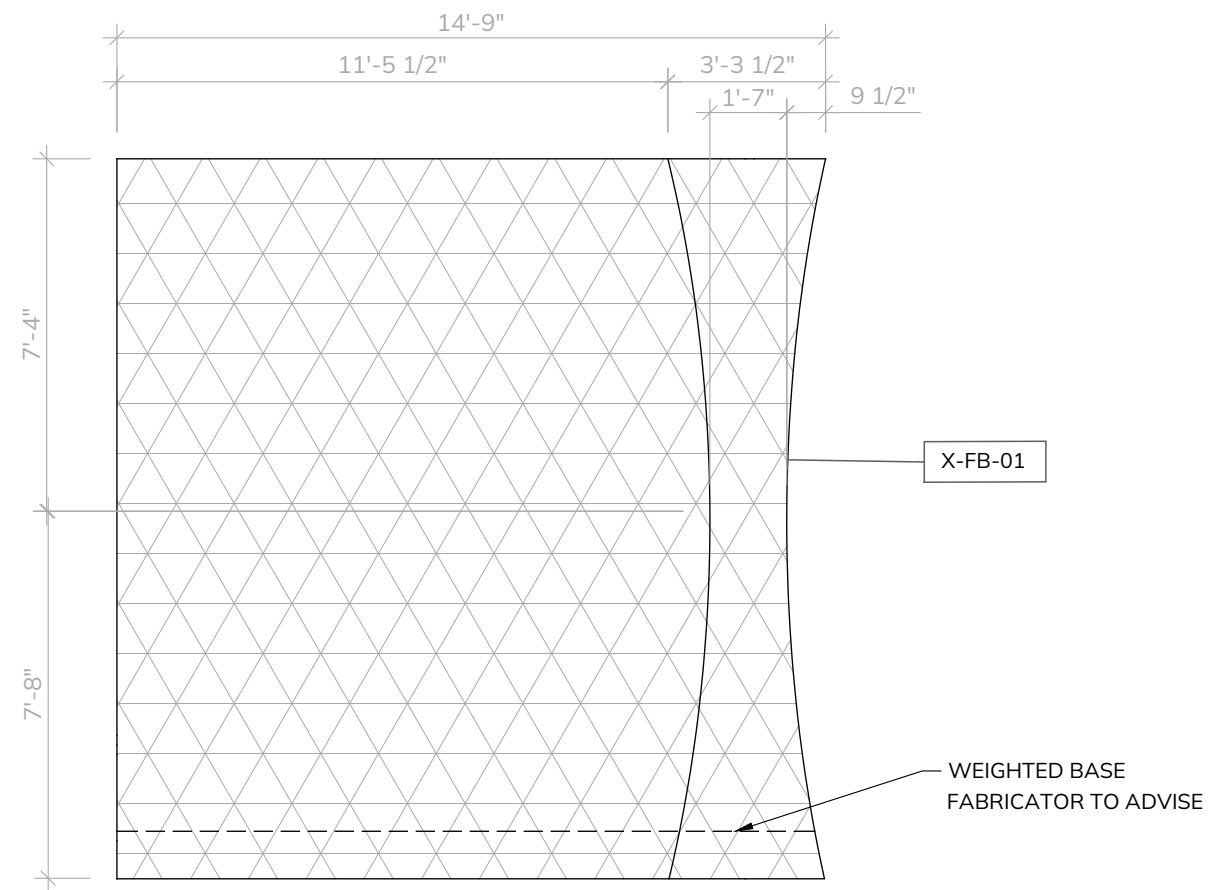
2 FOUR BAR CHAIN HINGE WITH HOOK
NTS



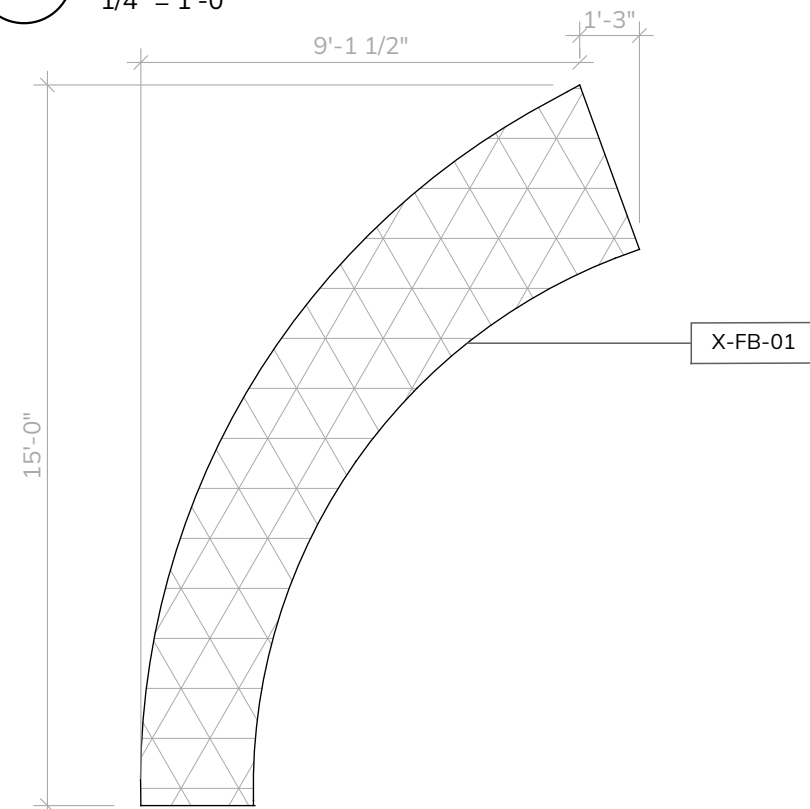
3 GLASS CHANNEL IN WOOD FRAME
NTS



1 TENSILE FABRIC STRUCTURE ELEVATION
 1/4" = 1'-0"



2 TENSILE FABRIC STRUCTURE SIDE VIEW
 1/4" = 1'-0"



3 TENSILE FABRIC STRUCTURE PLAN
 1/4" = 1'-0"

KAYLA VAN NAME

EXHIBITION &
 EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
 New York, NY 10025

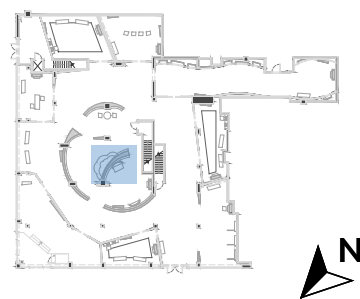
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

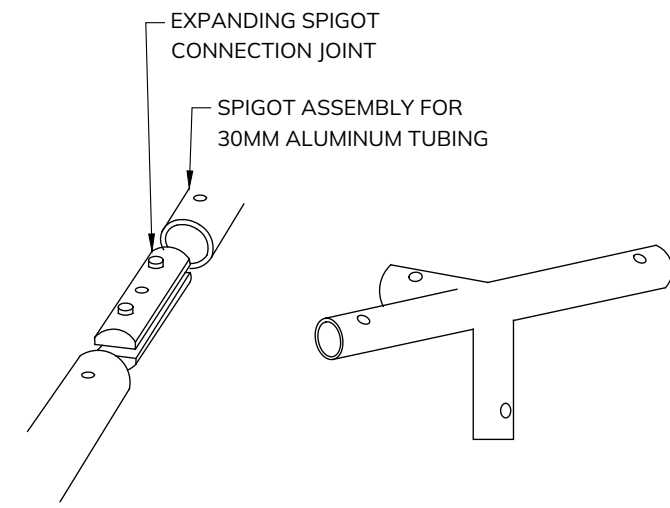
SCALE: 1/4" = 1'-0"

DATE: 12/10/2021

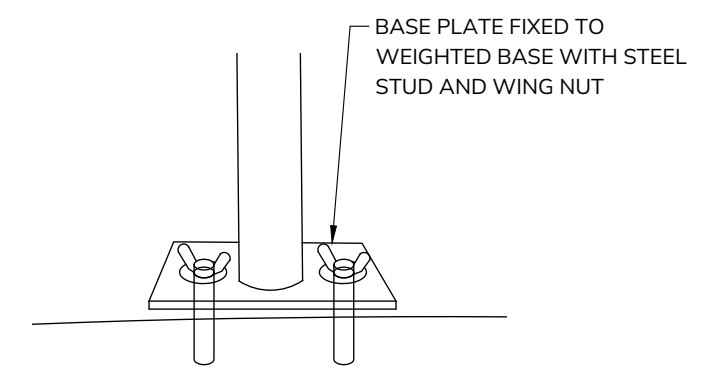
**TENSILE FABRIC
 DETAILS PART 1**

DRAWING NO.

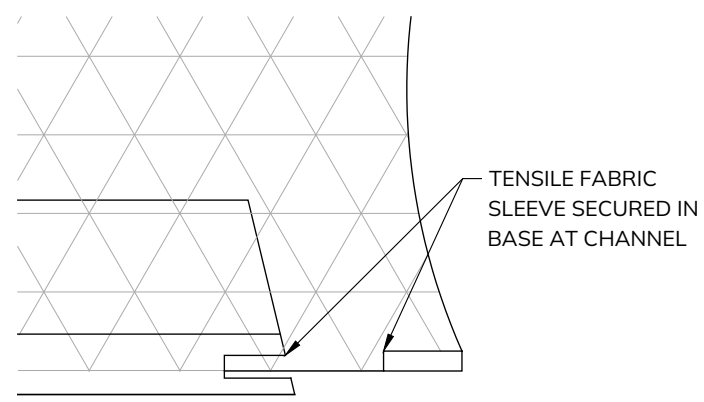
EX5.16



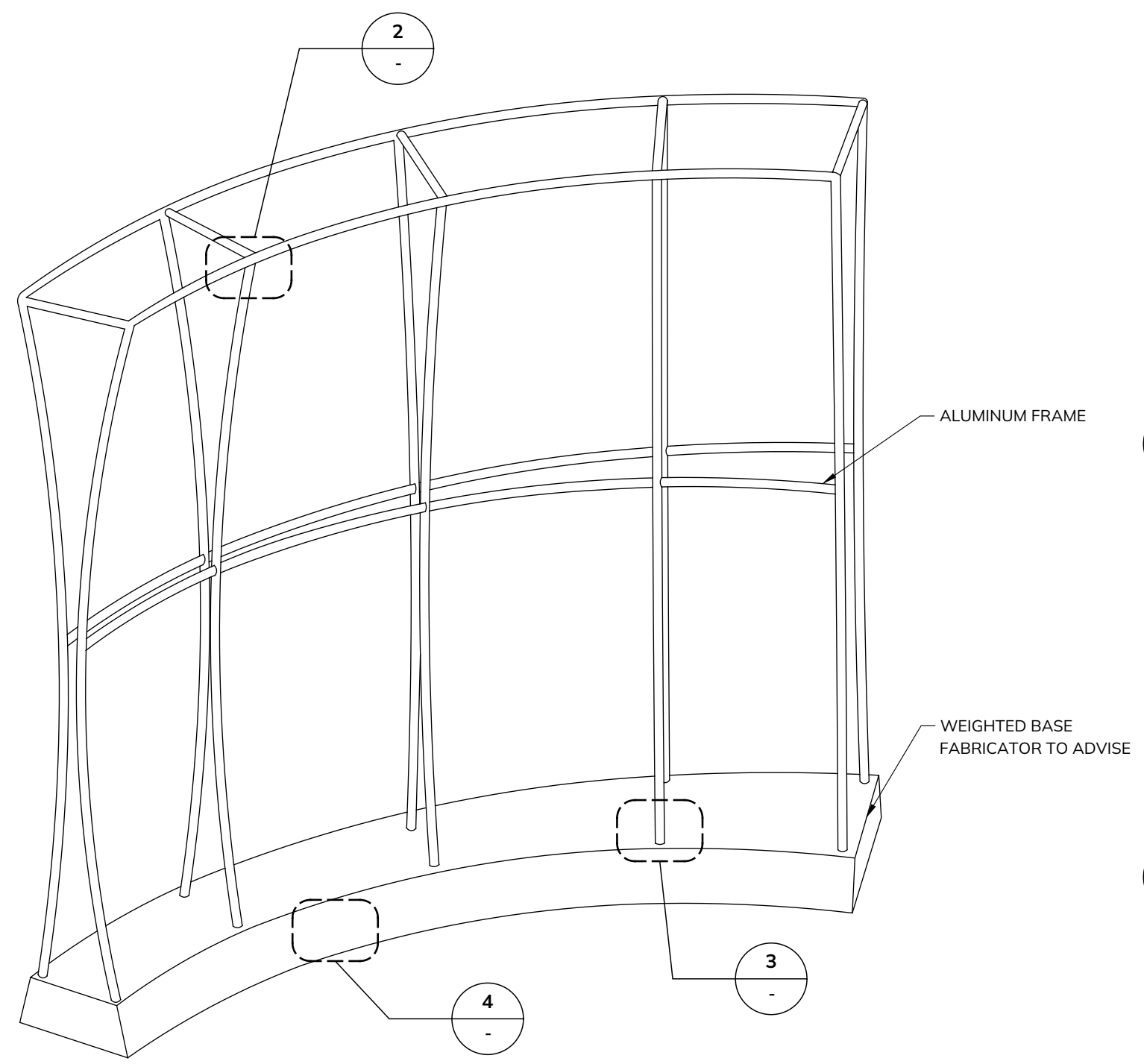
2 TENSILE FABRIC STRUCTURE FRAME JOINT
NTS



3 TENSILE FABRIC STRUCTURE BASE PLATE
NTS



4 TENSILE FABRIC STRUCTURE BASE CHANNEL
NTS



1 TENSILE FABRIC STRUCTURE FRAME DETAIL
NTS

KAYLA VAN NAME

EXHIBITION & EXPERIENCE DESIGN

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

PROJECT



725 Amsterdam Ave,
New York, NY 10025

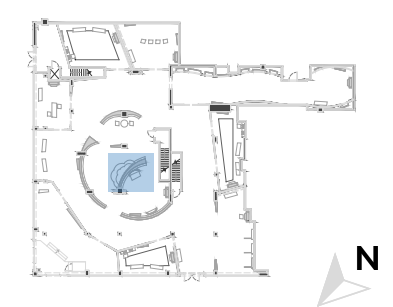
CLIENT



DISCLAIMER

This is an unpublished and proprietary work simultaneously protected under copyright, trade secret, and like laws of the United States and other countries. All rights reserved. These materials may not be reproduced, displayed, distributed, nor may the information therein be used or disclosed in whole or in part, without the express written permission of Kayla Van Name.

KEY PLAN



DRAWN BY: Kayla Van Name

SCALE: TBD

DATE: 12/10/2021

TENSILE FABRIC DETAILS PART 2

DRAWING NO.

EX5.17