

Spatial Experience Design

Formerly Visual Presentation & Exhibition Design
Communication Design Pathways

Available for

Communication Design
Interior Design
Accessories Design
Fashion Design
Fine Arts
Illustration
Architecture

Available to all AAS students with a one and two year Communication Design AAS degree.



What do Spatial Experience Designers have in common?

The ability to work productively across the physical and digital world

A love of experimentation beyond the classroom

A desire to research and incorporate great design across many mediums

An ability to both collaborate and be a design leader

An entrepreneurial spirit

Spatial Experience Is

Exhibition Design: A hybrid of storytelling and environment.

This was transformed by many design firms and colleges (Including FIT) into Exhibition and Experience Design

Environmental Graphics: Messages, information or imagery that's attune to the environment it's displayed in.

The Society for Environmental Graphic Design (Craig Berger was Director of Education there from 2002-2011 when changed their name to the Society for Experiential Graphic Design)

Entertainment: Concerts, Theater and events

CALARTS, the preeminent school for entertainment and theater design added a concentration to the Theater Design school focused on **Experience Design**

Marketing: Sensory experiences, Guerilla marketing, and product experiences and launches.

The term **Experiential Marketing** was established by associations like Event Marketer and Exhibitor.

Placemaking: Public installations and landmarks which define the space around us.

Technology activation firms like Bluebird and Local Projects have established the terms **Experience Design and Activations**.

Branding: Retail spaces, consumer activations and event driven consumer environments. The term

Branded Environments has been transformed by major branding, design and Architecture firms to **Brand and Experience Design** (Gensler) and **Branded Experience Design** (FRCHLITTLE)

Spatial Experience at FIT is

GRAPHIC DESIGN as part of the human experience

BRANDING as part of a corporation or institution's overall values

VISUALIZATION through models, animation and physical placemaking

TECHNICAL through in-depth documentation

DIGITAL at both the on-screen and physical computing level

SOCIAL with designers working in teams

Pathways

Consumer Brand Experience and Retail Design

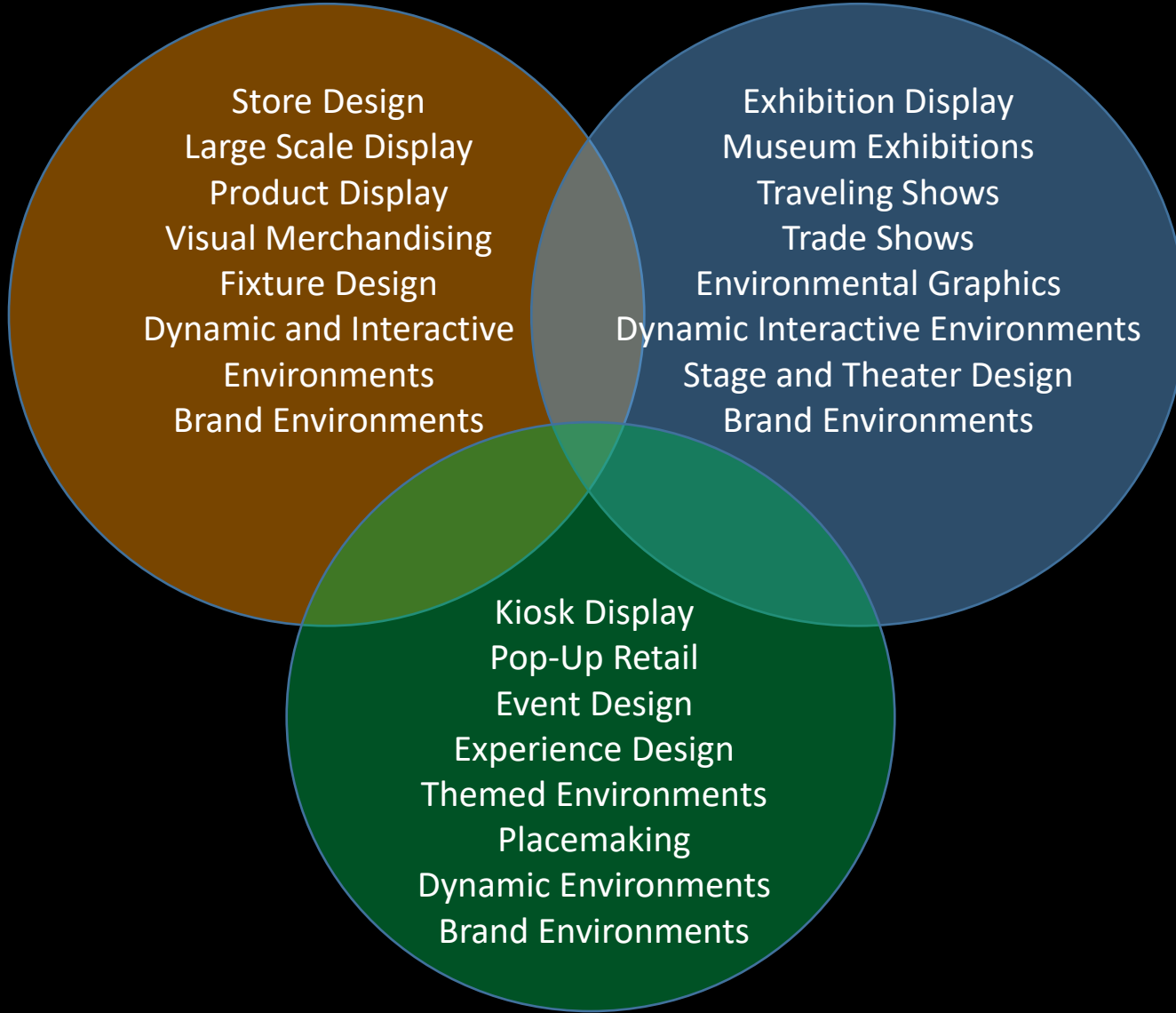
Store Design
Large Scale Display
Product Display
Visual Merchandising
Fixture Design
Dynamic and Interactive
Environments
Brand Environments

Exhibitions and Environmental Graphics

Exhibition Display
Museum Exhibitions
Traveling Shows
Trade Shows
Environmental Graphics
Dynamic Interactive Environments
Stage and Theater Design
Brand Environments

Kiosk Display
Pop-Up Retail
Event Design
Experience Design
Themed Environments
Placemaking
Dynamic Environments
Brand Environments

Brand Activations, Entertainment and Product Presentation



"The path to the CEO's office should not be through the CFO's office, and it should not be through the marketing department. It needs to be through engineering and design."

Elon Musk

Spatial Experience Provides More Resources Than Any Other Program At FIT including an independent computer lab, full shop, print lab and server support.



Students are provided an impressive array of technical and conceptual skills sets in demand by employers in today's design firms that are growing increasingly reliant on hands on design direction.

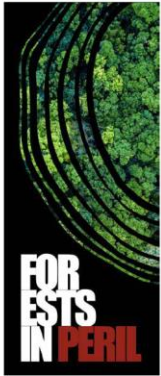


Zuzanna Zmijewska graduated in 2021 and is now in the Exhibition and Experience Design Graduate Program. Her work exemplifies the wide technical skills of the program. [https://zuzannazmijewska.com/..](https://zuzannazmijewska.com/)

Our Program is deeply embedded in the Communication Design and CT Programs with a specialty in integrating narrative, graphic, brand and space in every project.

Banner

Graphic



12" x 36" Ink-jet print



Introduction



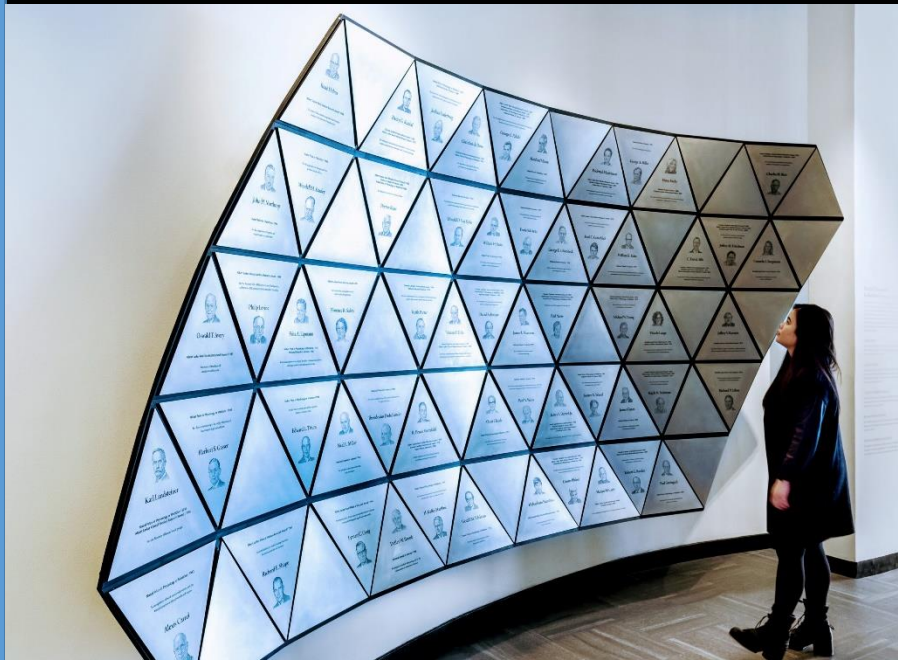
Digital Branding

Digital
Website Content
Specific App



Maddie Vellar was an interior design AAS student interested in the integration of graphic design, interaction and physical space. She graduated in 2021 and works for the Bait Shoppe, the 2021 AD Age Experiential Agency of the Year.

All of our professors are deeply embedded into the professional world they are teaching and many are at the top of their profession, providing support and entrée to leading firms.



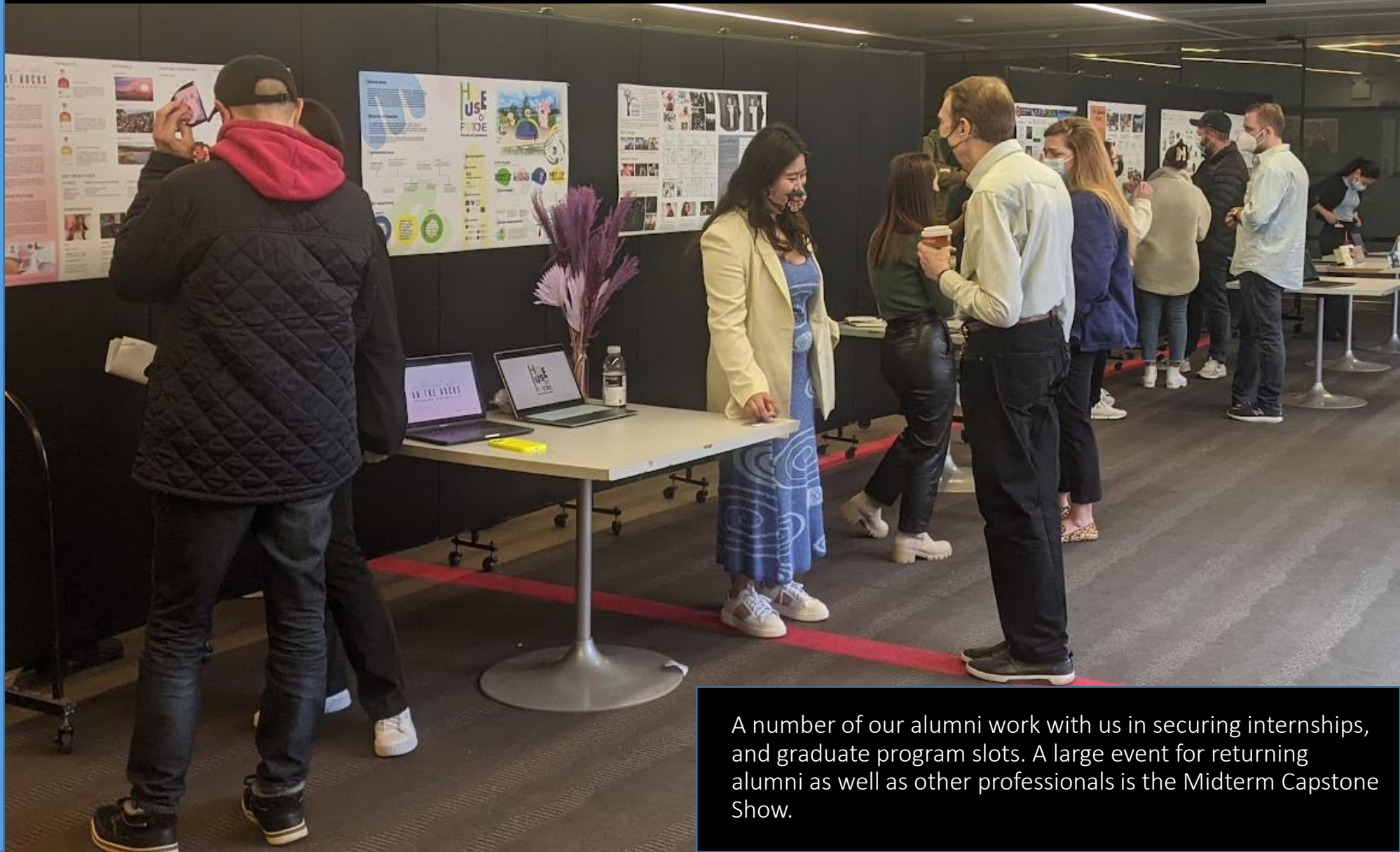
Alin Tocmacov of C&G partners is a digital and physical interpretation expert. He not only teaches at FIT, but his firm has supported students with internships and guidance.

Students also move towards independence through personal marketing, internship and career exploration. Choosing the best career path for them from working from freelance to design team to working for a large company.



Stacy Suvino graduated from SED in 2008 and worked for a number of film production companies before starting her own set production company. Her most well known projects are the Oscar nominated *Minari* and Emmy Award winning *Marvelous Mrs. Maisel*

We have deep alumni connections in both career areas and graduate schools including our own graduate program in Exhibition and Experience Design at FIT.



A number of our alumni work with us in securing internships, and graduate program slots. A large event for returning alumni as well as other professionals is the Midterm Capstone Show.

When doing research on career pathways do not look at abstract job positions. Speak with actual design professionals in the general areas you are pursuing.

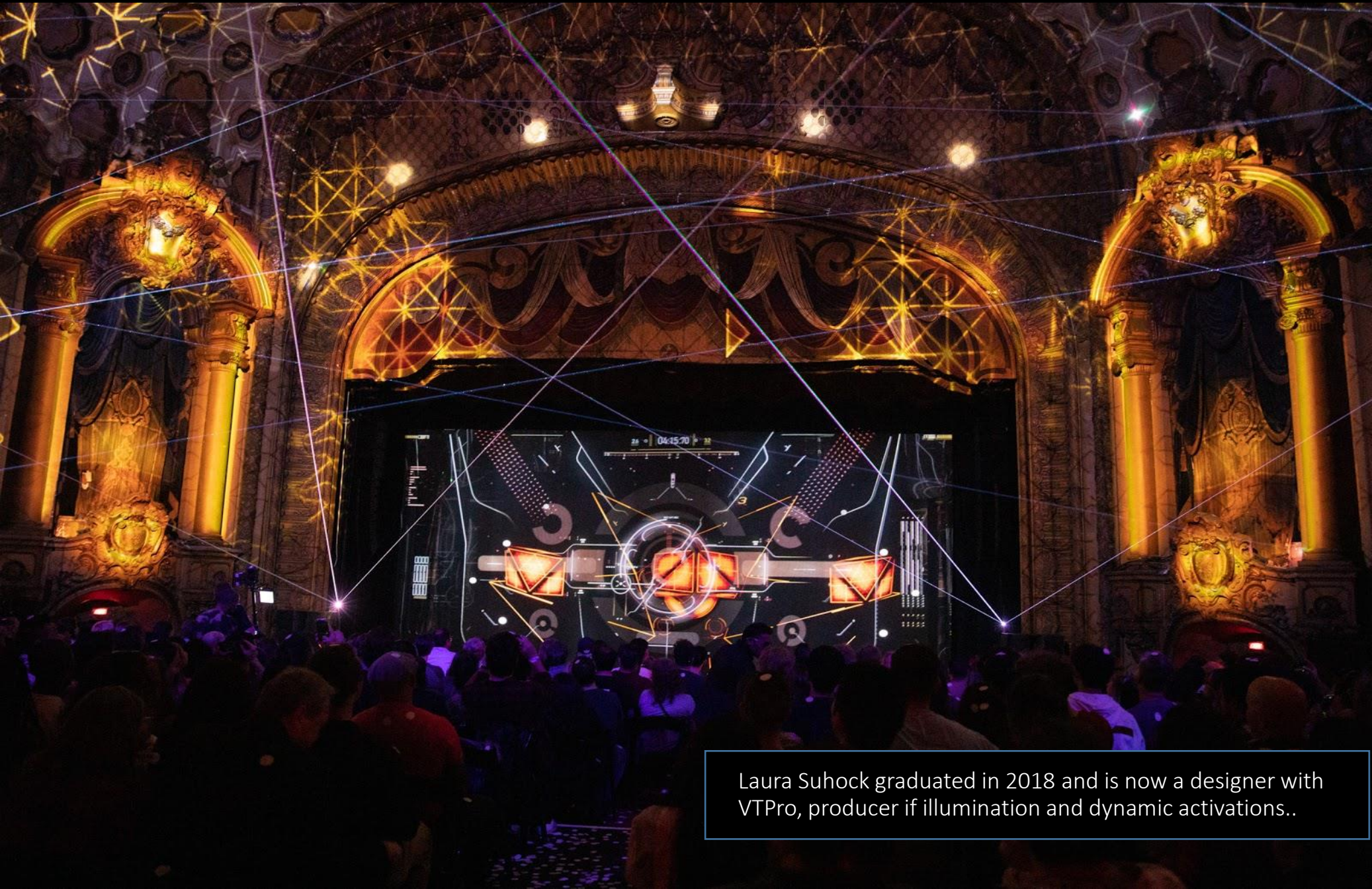
Top Positions and Paths for Recent Graduates 2016-2022

Experiential Graphic Designer
Brand Director
Events and Activations
Experiential Marketing
Interactive Designer
Brand Environments Designer
Graphic Designer for Institutions
Project Manager for Activations
Visual Merchandising and Display
Retail Design Director
Public Installation Designer
Museum and Corporate Exhibition Designer
Art Director and Curator
Visualization Specialist
Design Director
Show Designer and Director
Fabricator
Freelance Multi-disciplinary Designer
Experience Designer
Product Developer and Entrepreneur

Graduate School:

Exhibition and Experience Design
Interactive Design
Spatial Experience Design
Architecture
Interior Design
Fine Arts (Public Installation)
Stage Design

Pathways | Interactive and Dynamic Environments



Laura Suhock graduated in 2018 and is now a designer with VPro, producer of illumination and dynamic activations..

Pathways | Public Installation and Display Artist



Lauren Dumler graduated in 2016 and is now a well regarded freelance artist and designers for displays and installations...

Pathways | Experiential Graphic Designer



Chris Lum graduate in 2019. He started working with FIT professor Rocco Piscatello Design Studio and now works at Perkins Eastman with 2021 graduate Julie Oudomrak

Pathways | Experience Graphic Designer for Exhibitions and Environments



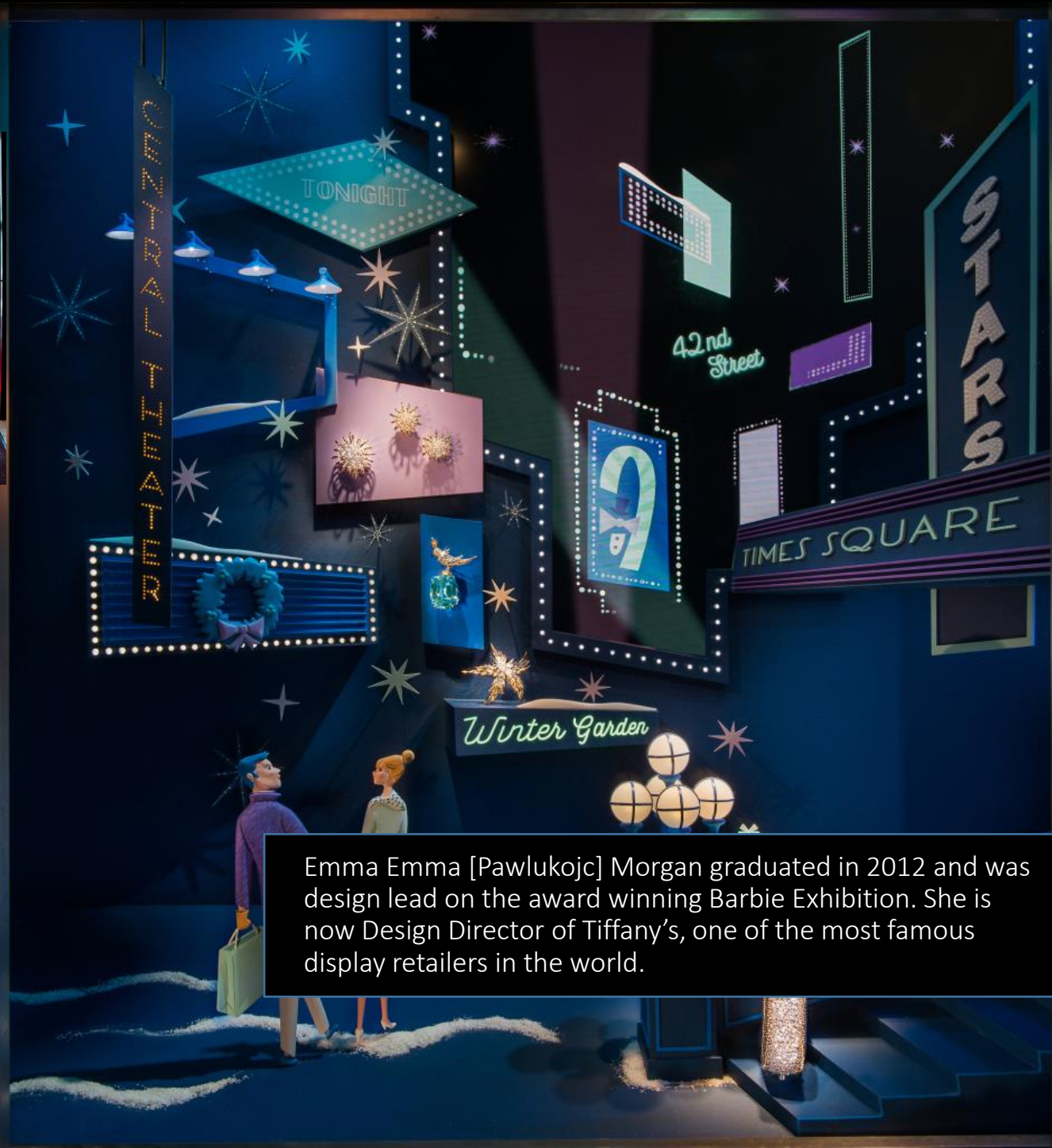
Kira Hwang, 2008 Graduate and Thiago Eichner, 2012 Graduate both graduated from FIT, have taught at the school and are leading graphic designers for exhibition, environments and graphics. Kira is Director of Design for New York Historical Society.

Pathways | Complete Brand Consumer Experience



James Damian graduated from FIT in 1979 to become one of the countries leading graphic consumer brand specialists working with Best Buy and Buffalo Wild Wings. Troy Williams is a graduate and professor who led brand experience for American Express and FIT, and now is the Brand Director for Wells Fargo.

Pathways | Display for Brands

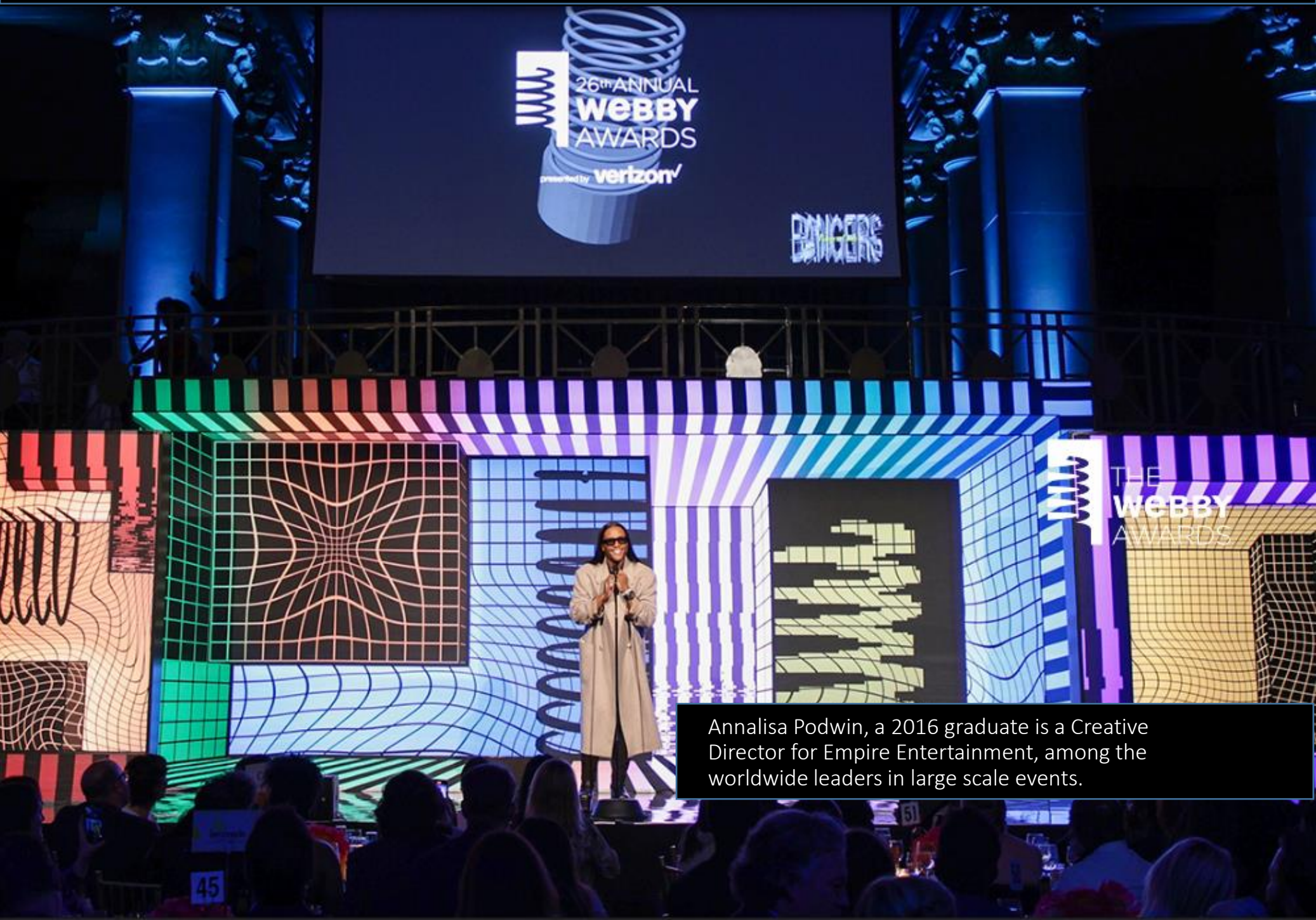


Emma Emma [Pawlukojc] Morgan graduated in 2012 and was design lead on the award winning Barbie Exhibition. She is now Design Director of Tiffany's, one of the most famous display retailers in the world.



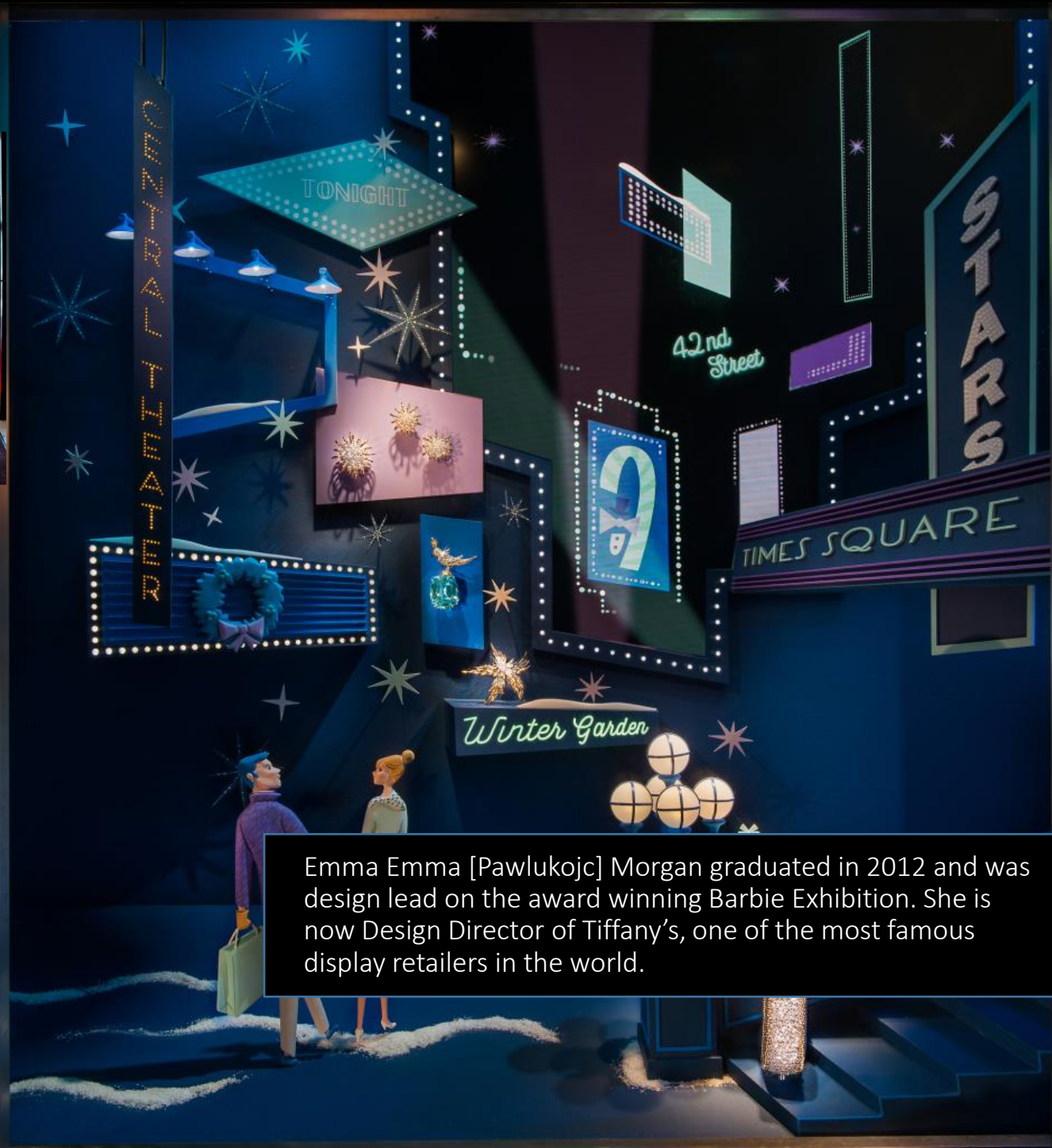
Developed by Josh Tierney. The 2008 Graduate is the Design Director for BMF, one of the world's leading brand experience agencies.

Pathways | Festivals, Award and Runways Shows



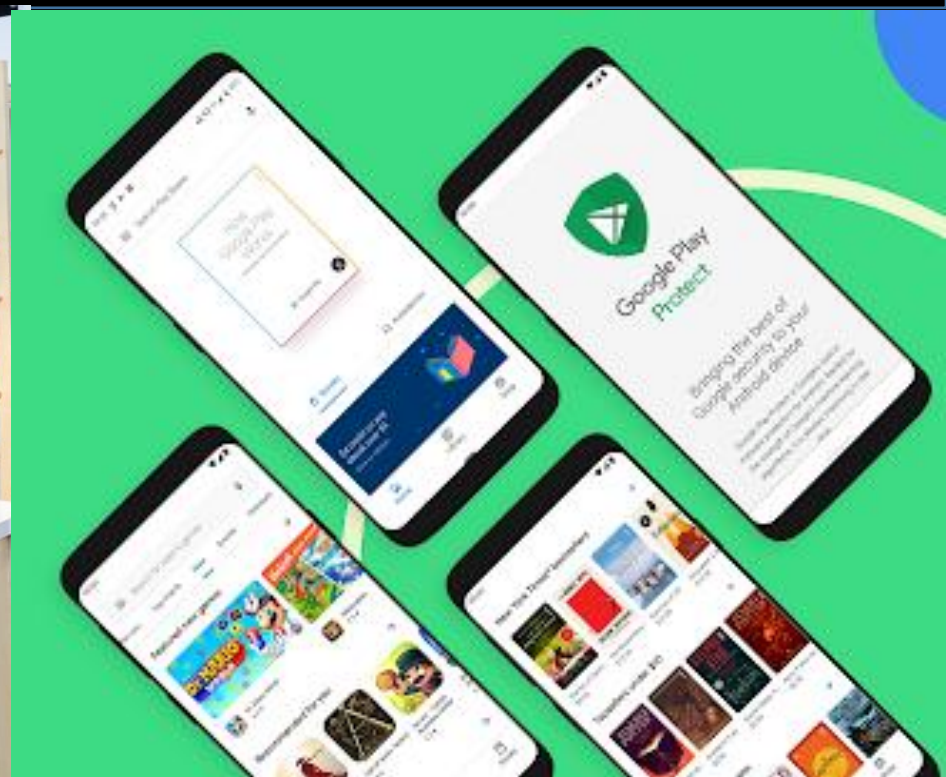
Annalisa Podwin, a 2016 graduate is a Creative Director for Empire Entertainment, among the worldwide leaders in large scale events.

Pathways | Visual Merchandising and Display Director



Emma Emma [Pawlukojc] Morgan graduated in 2012 and was design lead on the award winning Barbie Exhibition. She is now Design Director of Tiffany's, one of the most famous display retailers in the world.

Pathways | Visitor/Customer Director for Multi-layered Experiences



Shop Meet The Loftie Lamp Learn Night School **Loftie** Search Cart

Designed for peace of mind

Anthony Bonafede, Systems Director for Google Play is a 1997 graduate and Lyn Typien, a 2010 graduate who worked with IDEO and is now at Loftie are developers of complete customer experiences..

Pathways | Immersive Retail Design: Visual Merchandising, Store Design, Packaging, Art Direction



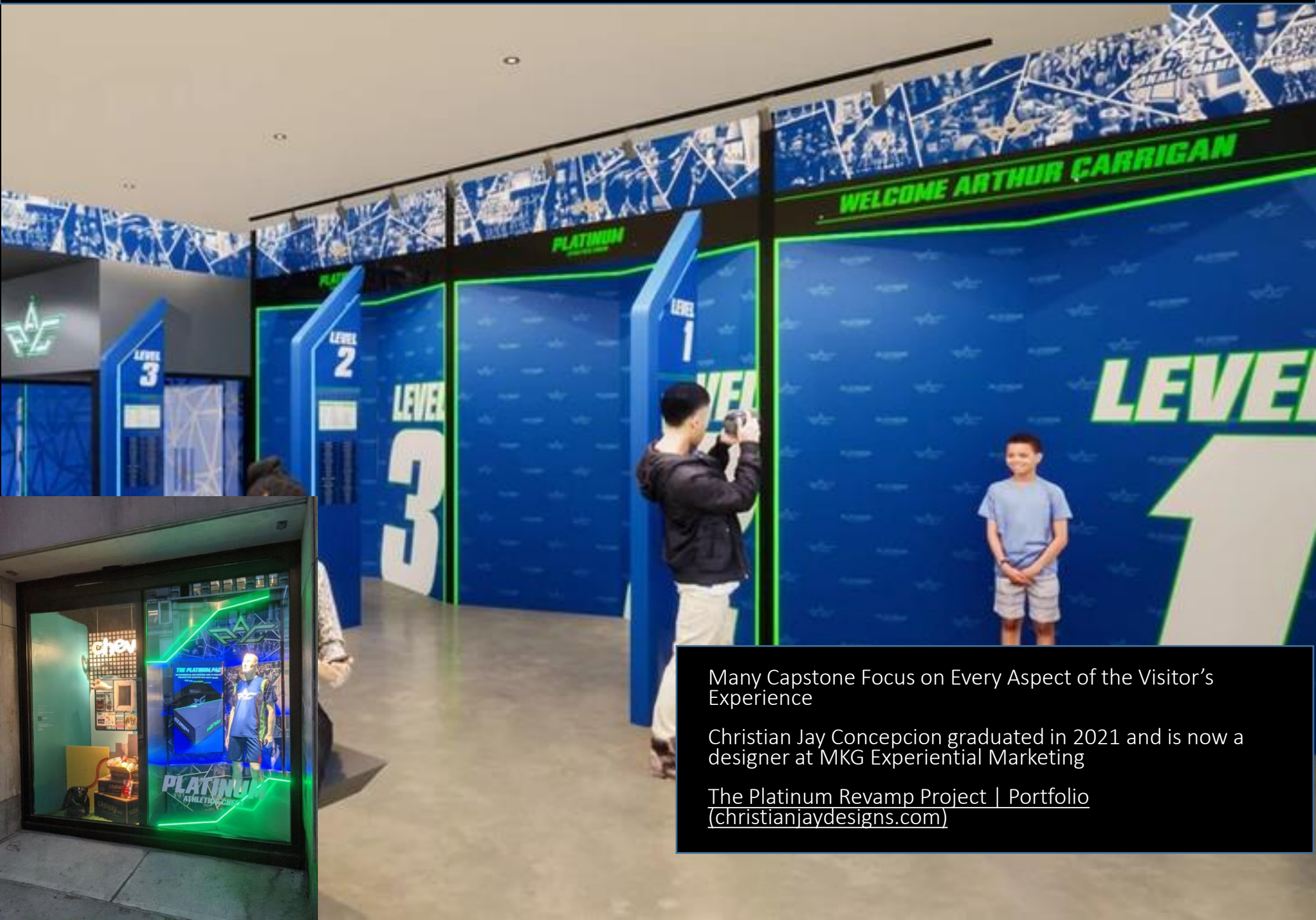
Sean Scott 2018, is the Global Retail Director for Estee Lauder. Corey Ring 2017, is the design director for La Mer. Robert Fuller is Director of Visual Merchandising for Chanel. Megan Benazic, 2020 Visual Lead for Crate and Barrel

Pathways | Integrative Exhibition Designer



Kira Hwang is a 2008 graduate and a professor in the program. She is the Art Director for the New York Historical Society integrating digital, physical, graphic and display.

Pathways | Experience Designer



Many Capstone Focus on Every Aspect of the Visitor's Experience

Christian Jay Concepcion graduated in 2021 and is now a designer at MKG Experiential Marketing

The Platinum Revamp Project | Portfolio
(christianjaydesigns.com)

Pathways | Visualizer and Experience Architect for Activations

AWS Summit Series 2018
International Convention Center
Sydney - Australia



Sam Laurey graduated in 2012 and became a leading experience designer and visualization specialist working in Rhino, Sketchup, Maya and Cinema 4D, and Blender. He worked in Australia before coming back to America and now teaches visualization in the SED program.

Pathways | Fabricator for Brand Environments



Nicolas Doktor graduated in 2021 to land a position as lead fabricator for Interior Marketing Group

Semester 5 Foundation skills and an overview of the discipline
MAJOR AREA
 VP 3XX - Overview of Spatial Experience Design
 VP 3XX - Experience, Environment and Visualization
 VP 312 - Product Presentation - Small Scale
 VP 331 - Three-Dim. Construction for Visual Presentation and Exhibition Design

LIBERAL ARTS
 choice - see American History* G10
 choice - see History of Art and Civilization*

Semester 6 Advancing planning, visualization and graphic skills
MAJOR AREA
 VP 3XX - Brand Experience and Retail Design
 VP 314 - Product Presentation - Large Scale
 VP 3XX - Environmental Graphic Design
 DE 226 - CAD for Visual Presentation

RELATED AREA
 ID 241 - Lighting Design
 CT 303 Dynamic Branding

LIBERAL ARTS
 choice - see Other World Civilizations* G9

Semester 7 Advanced skill development and choice for professional direction
MAJOR AREA
 VP 411 - Interpretive Exhibition Design
 VP 441 - Interpretive Exhibition Graphics
 VP 4XX - Portfolio and Careers in Spatial Experience Design
 choice - see Major Area Elective**

RELATED AREA
 CT 301 - Dynamic Environments
 ID 431 - Computer Rendering (Taught in the spring 6th and 8th semester)

LIBERAL ARTS
 EN 323 - Specialized Writing and Thesis Preparation
 choice - Modern Languages and Cultures or Foreign Language*

Semester 8 Choice of personal and professional direction
MAJOR AREA
 VP 412 - Senior Design Project

RELATED AREA
 IC 497 - Senior Internship C: Career Planning
 BE 404 - Business for Spatial Experience
 choice - see Related Area Elective
 choice - See Related Area Elective***

LIBERAL ARTS
 choice - Modern Languages and Cultures or Foreign Language*

- Introduction to discipline areas and the design
- 2 Research and strategy class introducing students to the 6 professional areas around Experience Design
- 4 This class work together to develop hand and digital skills for exhibitions and brand environments
- 2 An introduction to brand identity, strategy, narrative and physical display
- 2 This class develops fabrication skills in multiple materials and methodologies
- 3 Planning and design development for retail, show-rooms pop-ups and consumer activations.
- 2 Large scale visual display development combining graphics, props, mannequins, and lighting
- 2 Development of overall graphic smd brand strategy across place, digital, print and packaging
- 2 An introduction to animation and graphic strategy. Ties closely into Graphic Strategy Projects
- 1.5
- 3
- 3
- 3
- 2 These two classes work together to develop storytelling, placemaking, and graphic approaches for exhibitions
- 2 This class supports student professional presentation and portfolio development
- 2 Fall major area electives provide the student a choice between Brand Activation and Experiential Design, Advanced Store Design, Advanced Display or Prop and Set Design. (Mixed between Fall and Spring)
- 1.5 A choice between physical and digital interactive and dynamic design and advanced 3d visualization and rendering in Rhino
- 3
- 3
- 4 Your choice of thesis and project direction. The capstone is a culmination of all the strategy, physical, and visual skills developed in the program
- 3 These two classes are devoted to career exploration and professional preparation
- 2
- 2
- 3
- 3

5th Semester

A focus on introductory spatial skills including:

Fabrication

Three-dimensional visualization

Storytelling

Presentation

Integrated display

History

Experiential Graphics

A Letter to ... Storyboard

(I'm in a) New York Mood



Call to Action

A bold graphic exterior catches the attention of passersby and demands that they participate. Footage of postal employees delivering mail through the boroughs runs on a loop.



Subway Introduction

Visitors during peak hours are batched into groups and staged through the introductory area. Signage states the mission and maps the inner floor, which can be viewed through the window.



Landmark Displays

Sculptural displays feature historical artifacts with interpretive text to help stimulate conversations and find letter topics. Limited edition postcards are available at each station.



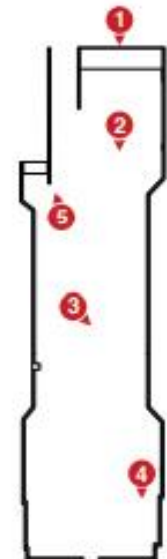
Writing Diner

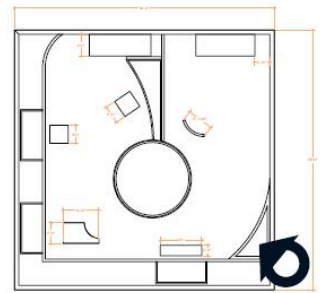
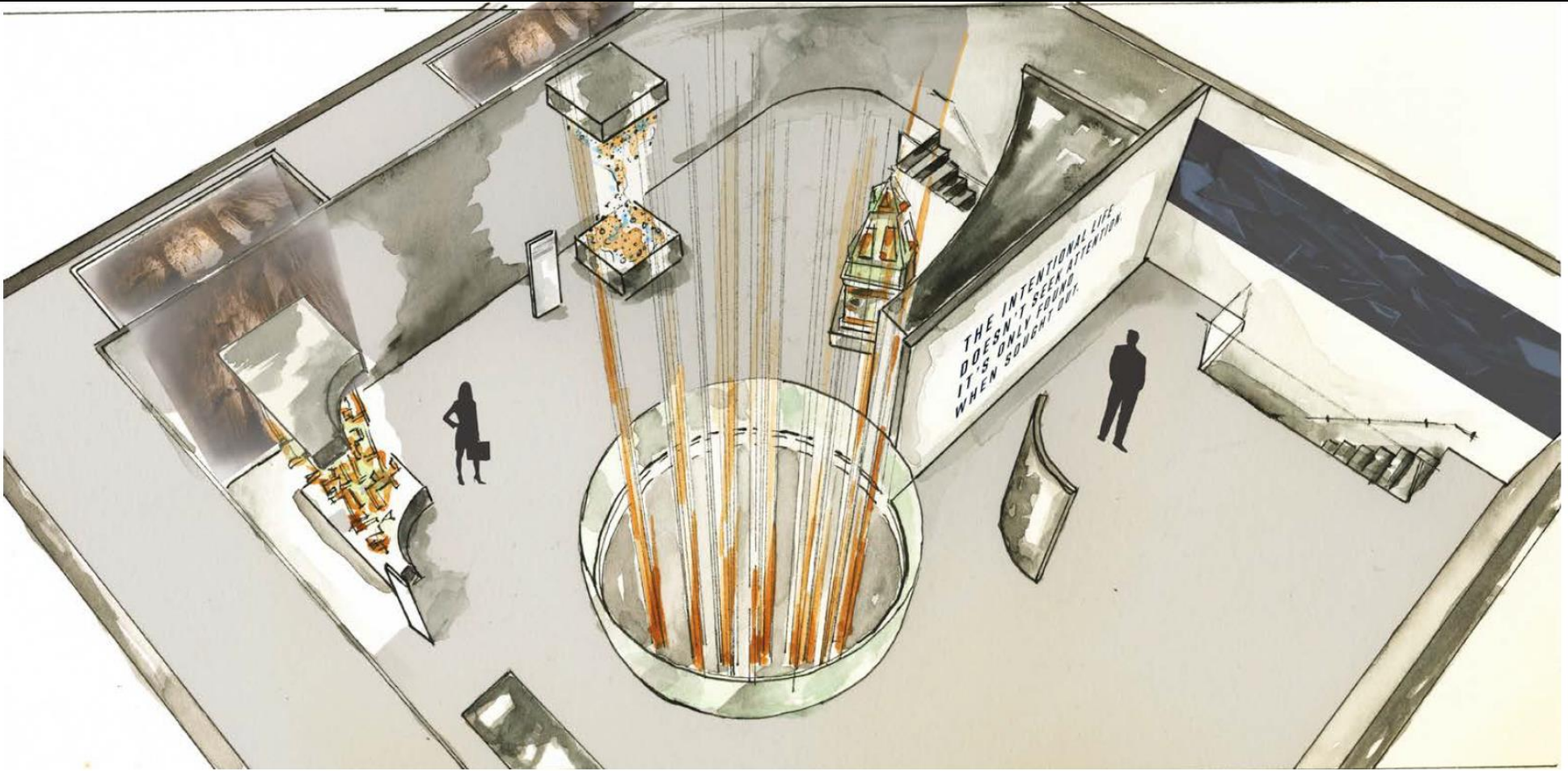
The visitor has another opportunity to select a postcard from the "napkin dispensers" on the tables and counter tops. Prompt generators are available nearby.



Stamp Bodega

The final touch is selecting a stamp from a curated stamp selection.



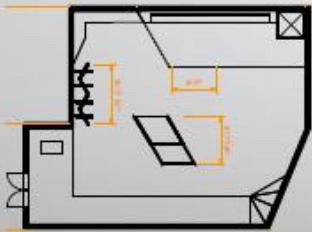


OVERVIEW:

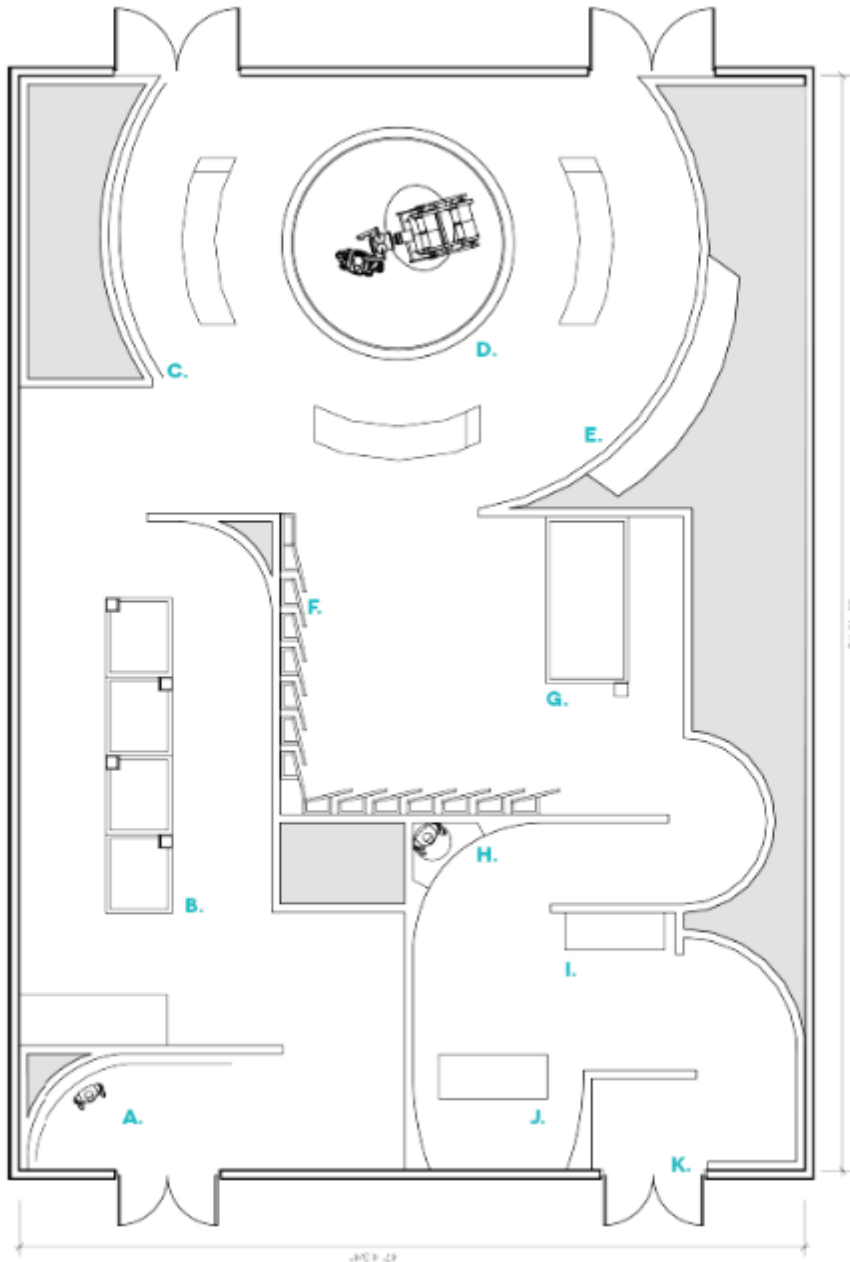
Paintings incorporated into installations.

Traffic patterns, circulate around center introduction installation frame.

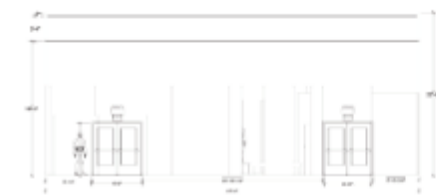
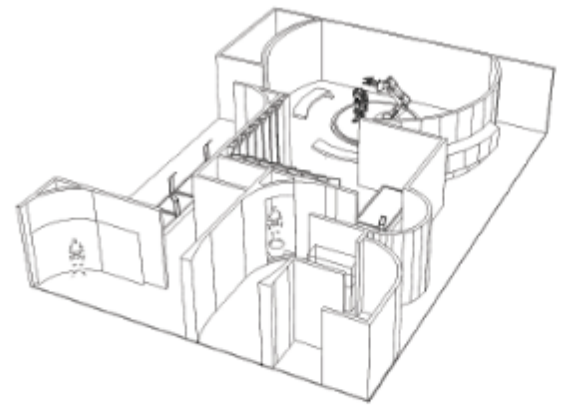
2nd level acts as a lookout are onto other work, as well as early work on display.







- KEY
- A. INTRO WITH MARC
 - B. FORM (FIRST INTERACTIVE)
 - C. LARGE WALL INTERACTIVE
 - D. LIVE PRINT OF ARMOR
 - E. 3D PRINTING TEST STATION
 - F. SOLDIERS THROUGH THE YEARS
 - G. FUNCTION
 - H. FUTURE
 - I. SCALE ARMOR COMPARISON
 - J. SCALE ARMOR VIDEO
 - K. EXIT



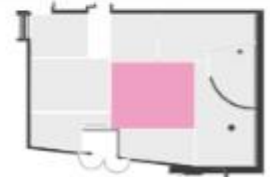


MY CREATIVE COLORS

Platinum exhibit to celebrate the 100th anniversary of the opening of the National Museum of Natural History. An exhibit that celebrates the colors of nature and the colors of the earth. All ages welcome. Visit www.nmnh.si.edu



LEARNING OUTCOMES:
 -Children will have the opportunity to use the outer stations at all times to color images of plants and nature.
 -During scheduled group times children can enter the inner area to paint on the plexi glass walls with supervision and assistance.



BURT'S
BEES

A display for Burt's Bees featuring a white honeycomb pattern on a light-colored background. The text "BURT'S BEES" is printed in gold at the bottom. A small circular logo is visible in the upper left section of the honeycomb.

MONSTER
ENERGY

A display for Monster Energy featuring a glowing green liquid being poured into a can. The Monster Energy logo is visible at the bottom.

Campbell's

A display for Campbell's soup featuring a can of soup surrounded by fresh vegetables like carrots and tomatoes. The Campbell's logo is visible at the bottom.

DO
THE
DEW

Mountain Dew

A display for Mountain Dew featuring a bright green background with a large, stylized Mountain Dew logo and the slogan "DO THE DEW".

Campbell's

A display for Campbell's soup featuring a red barn and a can of soup. The Campbell's logo is visible at the bottom.

VERSACE

A display for Versace featuring a blue geometric pattern on a dark background. The Versace logo is visible at the bottom.



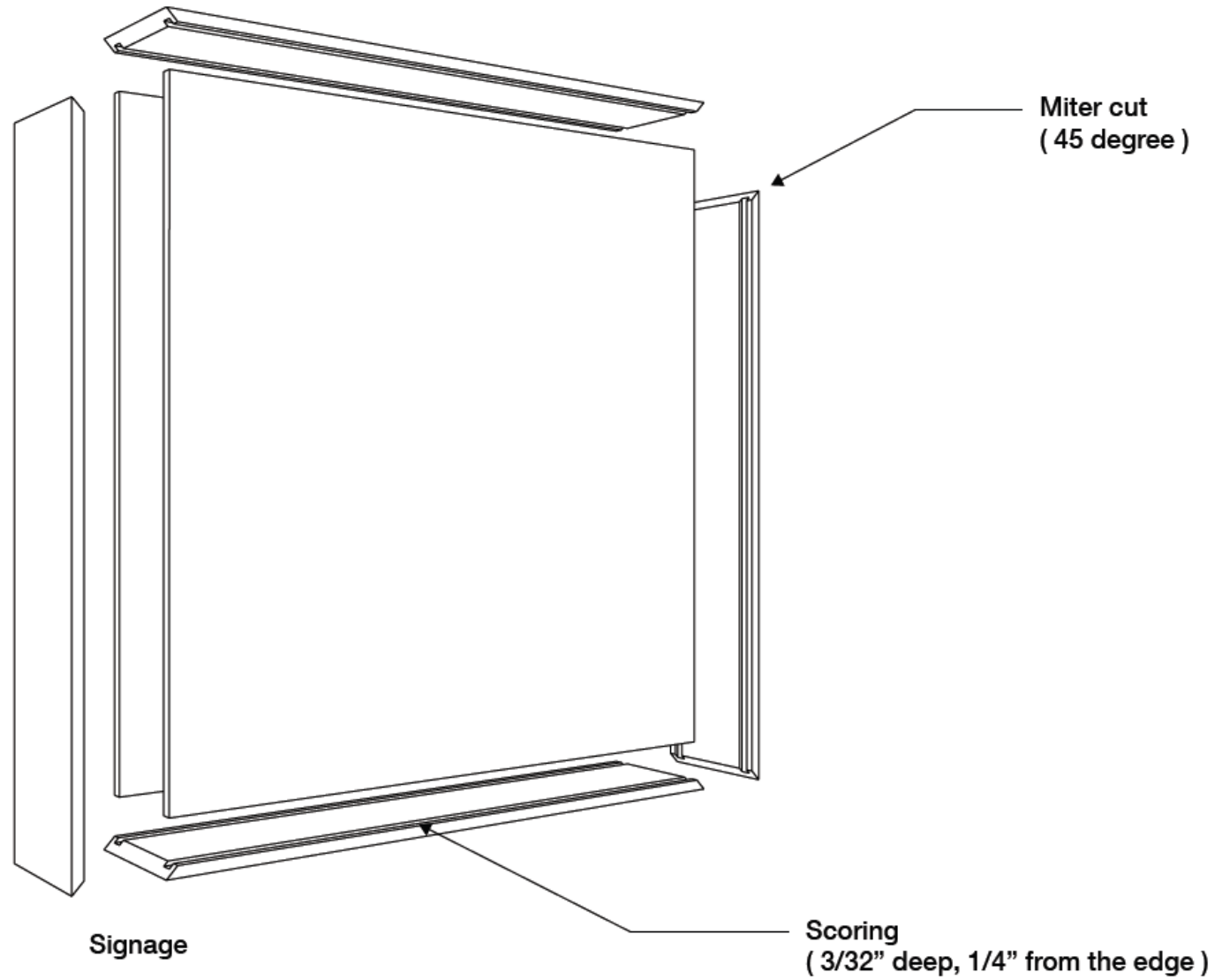
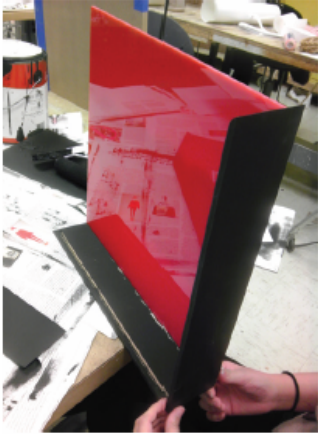
MONT
BLANC



MONT BLANC - 2018 Oreo / 2018 Oreo

OREO - Angela Tang / Alexa Giammanco





THE GROWTH OF SOCIAL MEDIA



VP 301 - 601
Overview of Visual Presentation and Exhibition Design
Jeeny Jiyoan Park

WHAT DID 2014 BRING US SO FAR?

Social media is a way for people to communicate and interact online. While it has been around since the dawn of the World Wide Web, in the last 10 years we have seen a flow in both the number and popularity of social media sites. Users engage with (and around) social media in a social context, which can include conversations, commentary, and other user-generated interpretations and engagement interactions.

Publishing content has become exponentially simpler over the last several years, which has helped increase the use of social media. Also, users can access social media easier from the development of mobile applications via smartphones and tablets. Today's social media has shifted from a "one-to-many" to a "many-to-many" method of engagement.



Smartphone ownership among American adults has risen to **60%**

Facebook has over **1.19 BILLION** active users monthly



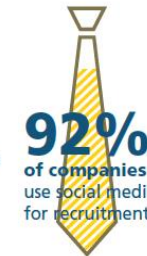
Over the last several years, there has been an explosion of growth in popular social media platforms like Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and many others. It's safe to say that the era of social media is just getting started, and the need for social media in business will only become stronger over time. The whole world has seen the impact of the expansion and adoption of social media tactics, and the rising stats speak for themselves.



89% of 18-29 year olds are on a **social network**



74% of smartphone owners use their phone for real-time location-specific information



92% of companies use social media for recruitment



75% of brand 'Likes' come from advertisements

86% of employers research potential job candidates on social networks



72% of online adults use social networking sites



92% of consumers trust peer recommendations

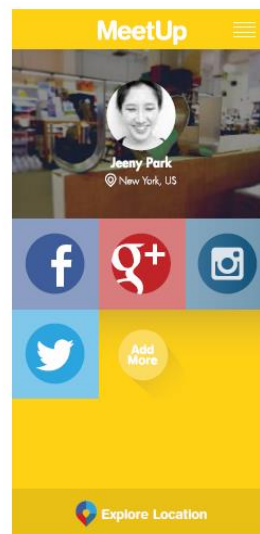


9 BILLION photos are uploaded to Facebook each month

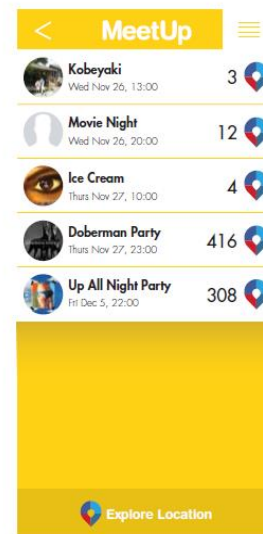


Design Recommendation
MeetUp is a mobile application that social media users can create events that allows people in nearby can access and join.

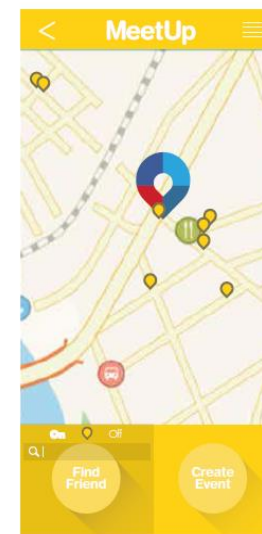
MeetUp



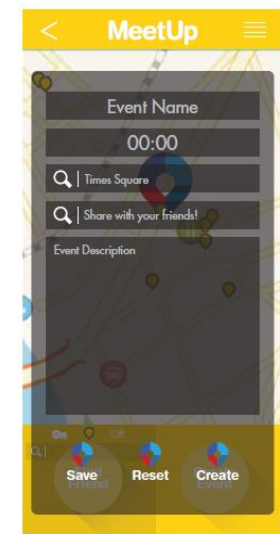
People can add their social media accounts to MeetUp.



People can see other events that are created by other users.



People can find their friend who are around them.



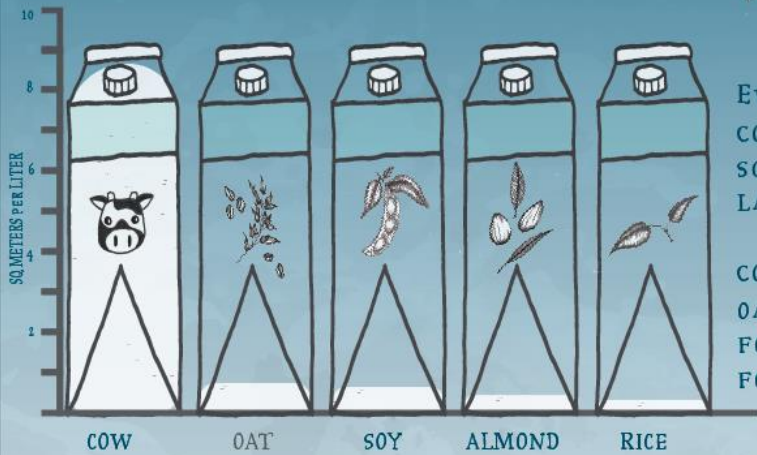
People can create their own event and share with their friend.



PLANT-BASED POPULARITY

the rise of plant-based milk

THE PLANT-BASED MILK MARKET IS EXPECTED TO REACH **\$21.52 BILLION** IN 2024



EVERY LITER OF COW'S MILK USES 8.9 SQUARE METERS OF LAND PER YEAR

COMPARED TO 0.8 FOR OAT, 0.7 FOR SOY, 0.5 FOR ALMOND AND 0.3 FOR RICE MILK

In the us, oat milk is now the **2ND** most popular plant based milk. only topped by almond, but some consumers worry about the high volume of water used to farm almonds

68% of Americans buy plant milk due to taste

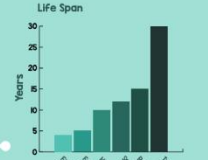
1 IN 5 adults thinks that almond milk production is bad for the environment



Critter Friends

Low Maintenance Pets

Need a different dynamic in your home, but have a busy schedule and/or children? Low maintenance pets may be the choice for you. These pets include turtles, hamsters, beta fish, goldfish, parakeets, etc. They may be left to their own devices and can be just as loveable and rewarding.



Don't need to be fed everyday
Require little to no room + allows for multiple critter friends to live in your home

3-D ILLUSTRATION

The next generation of ILLUSTRATION.

3-D Illustrations are two dimensional drawings that add CHROME REFLECTIONS and SHADOWS to receive a three-dimensional effect.

ARTISTS AND STUDIOS

- Peter Tarka
- Mike (Creative Mints)
- Cabeza Palata Studios

COMPANIES FEATURED



SOFTWARE USED



2011

3-D photo manipulation was used to create realistic photography by using chrome and faux felt textures.

2013

3-D designs declined and 2-D icons became more popular in influence of the IOS 7 software from Apple.

2020

3-D illustration look popularity with the accessibility and creation of 3-D software.



Made up of countless small towns that come together to form what some call "America's Heartland," the Midwest is known for its industry, farming, and residents with friendly, down-to-earth attitudes.

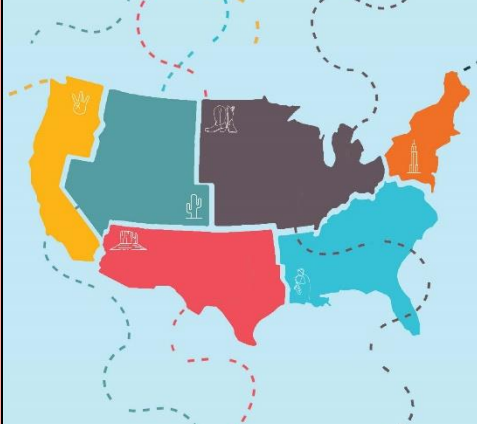
Known for beautiful weather, lengthy stretches of scenic highway, and diversity of natural terrain, the West Coast is a feast for the eyes, & an outdoor enthusiast's dream. Plan an epic adventure to the colossal West Coast of the U.S. & see it for yourself.

The Northeast region packs in some of America's most iconic attractions within a few states of each other. This road trip through the region will have you strolling the streets of NYC & hiking the most magnificent state parks in the country.

The Pacific Northwest refers to the northwestern portion of the USA bordered by the Pacific Ocean and Cascade Mountains, primarily the states of Washington and Oregon, but more broadly including parts of California, Idaho and Alaska.

One of the best ways to experience the scenery of the South is by driving along U.S. Highway 17, known as the Coastal Highway. This stretch of road runs almost 1,932 km from Florida to Virginia and passes through many small towns.

Characterized by its dry climate and desert landscapes, the Southwest contains an abundance of natural wonders, with nearly as many different cultural influences. The Southwest is an America all its own, welcoming visitors from near & far to its magical corner of the country.



VisitTheUSA.com

6th Semester

A focus on experiential brand design from graphics to animation to display to environments

Experiential Graphic Design

Dynamic branding

Consumer environments

Large scale brand and exhibition display

Brand guidelines

Integration of graphics through the entire development process



clarisonic

I chose clarisonic as my brand because they sell small electronic brushes that I think can fit well in the display case. They have multiple devices, but I will only focus on their two newest products: Mia 2 and Mia Fit. They usually display their products with a demo/try me shelf and shelves of product. As for their graphics there aren't much beyond the colors orange and white, and photos of models holding their product.

Clarisonic is a skin care tool sold at specialty beauty stores that uses a soft, gentle brush that oscillates back and forth over the skin. It claims to "remove six times more makeup than cleansing by hand."



Asabea Ayres | VP341 | Spring 2017

PENTAX

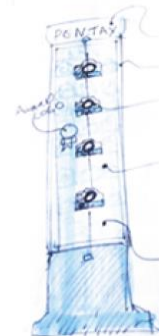
K-50
Serious. Color.

K-50
Serious. Color.

120
colorful
cameras



PENTAX CAMERA TOWER by Transworld Marketing is a freestanding floor fixture that features the colorful K-50 Camera system. The brand's bright red color attracts the consumer's eye and provides a playful paint splattered graphic backdrop to a variety of colorful K-50 cameras on display.

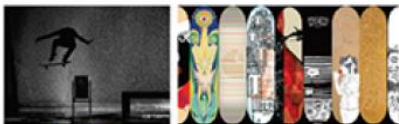


The target consumers are creative entry level photographers looking for a camera with high value. Product features, and technology awards call out design features and educate the consumer about the value of the K-50 camera system. The vertical orientation of the fixture allows for branded destination signage at the top, and an array of color options to be displayed with while maintaining the smallest footprint.



Trans World
MARKETING

carhartt.
WORK IN PROGRESS



Carhartt Work in Progress (Carhartt WIP) is the avant-garde way of living the Carhartt brand, reshaping the outstanding Carhartt legacy. Founded in 1994, Work in Progress initiated a distribution network for Carhartt across Europe, introducing a selection of classic products from the original work wear range into a new market. The authentic Carhartt products quickly became popular with both fans of traditional US heritage garments and with the nascent European urban culture scene.



Conveying the industrial concept of Carhartt WIP the fixture is designed with raw materials such as woods and alloys. This fixture displays the Carhartt WIP sunglasses collaboration with Retrosuperfuture, which is very classic looking, yet brings in the trend with its colors and patterns. This fixture will be located in accessories section. Each product is displayed in one shelf, so that each one of them can be featured. The simple background graphic will put more emphasis on the products.



Wall graphic motif takes inspiration from the periods ornamental aesthetic and detailing. The motif can be used in a variety of spaces and its circular form compliments the arches in the interior architecture

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Search the Shops...

SHOPPING BASKET (7)



NEUE GALERIE

MUSEUM · VISIT · EXHIBITION · COLLECTION · SHOP · DINE · SUPPORT · LEARN

DESIGN SHOP

- SALE
- New and Noteworthy
- Gifts for the Season
- Adele Inspirations
- Browse by Designer
- Browse by Department

- Accessories
- Baby
- Crystal
- Dinnerware
- First Edition
- Haus
- Hund
- Jewelry
- Leather
- Lighting
- Neue Now
- Paper
- Serving Pieces
- Silver
- Tableware
- Textiles



Accessories



Baby



Crystal



Dinnerware



First Edition



Haus



Hund



Jewelry

Shopping Basket (7)

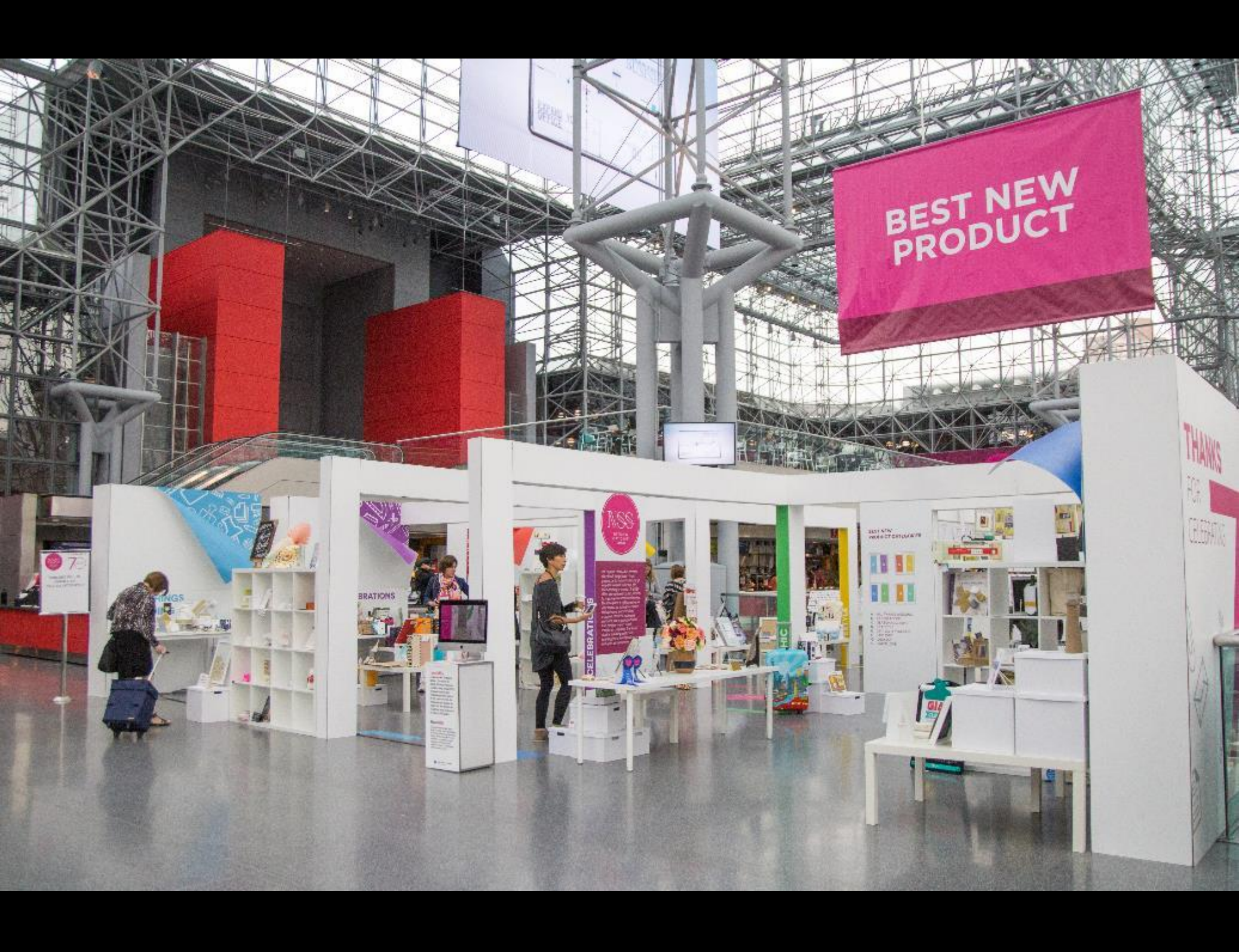


RENDERING B









**BEST NEW
PRODUCT**

**THANKS
FOR
CELEBRATING**

MSS
OF THE
YEAR

CELEBRATING

**BEST NEW
PRODUCT AWARDS**

- 1. Best New Product
- 2. Best New Brand
- 3. Best New Packaging
- 4. Best New Service
- 5. Best New Innovation

CELEBRATIONS



CELEBRATING

HIC

GLP



CELEBRATIONS

For 20 years it's been the place to go for all things stationery. From wedding cards, custom notepaper, gift wrapping, journals, diaries, planners and more, it's the place to go for all your stationery needs. The show is a must-visit for anyone who loves stationery and gift wrapping. It's the place to go for all your stationery needs. The show is a must-visit for anyone who loves stationery and gift wrapping. It's the place to go for all your stationery needs.

BEST NEW PRODUCT CATEGORIES



- A. ALL THINGS WEDDING
- B. CELEBRATIONS
- C. SEASONAL GREATS
- D. LIFESTYLE
- E. DIY - DO IT YOURSELF
- F. ECO CHIC
- G. DESKTOP
- H. PAPER LOVE



ATIONS

SEAS
RE

AT3

0 1 2 3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

Maison Martin Margiela
PARIS



Bank

Regent




THE YEAR OF CYBERPUNK

...the year of cyberpunk...
...the year of cyberpunk...
...the year of cyberpunk...





VP 314 | Anne Kong



Chris Schanck: Off-World

Ann Balan di, Alexandra Casella, Panayiota Kallas, & Sarah Rosengarten




Chris Schanck: Off-World

February 12, 2022 to January 8, 2023



Daily making innovative material experiments with an expressive yet rigorous refinement of form, Chris Schanck's exhibit of elaborately carved, colorfully hued, and lustrous objects are contemporary talismans of stories from the past, present, and future.

7th Semester

Greater Choice of Direction

Related areas (Dynamic Environments or Advanced Rendering)

Advanced Exhibition Design

Advanced Graphic Design for Narrative Environments

Portfolio and Preparation for Internship and Profession

Major Area Electives (Events and Activations, Advanced Display, Prop and Set, Advance Hospitality and Consumer Environments)



Movement

Cut & Paste

By combining different images and text, you can create a new meaning and a new visual language.

Central Image

A central image can be used to draw the viewer's attention to a specific point of interest.

Diagonal

Diagonal lines can create a sense of movement and direction, leading the viewer's eye through the composition.

Overlap

Overlapping elements can create a sense of depth and hierarchy, highlighting certain parts of the composition.

Focal Point

A focal point is a specific area of the composition that draws the viewer's attention.

New
Posters
Work



Meet Noelle the Nutcracker

She's been sent to the 1910 Shop, a magical
store where anything is possible. Insert a
wish into our magical coin box and Noelle
the Nutcracker will help you pick a toy
that will come true this Christmas. Insert
your coin up...

Hair and Skin Laser Clinic



THE

EFFECT

BEAUTY BEGINS THE MOMENT YOU DECIDE TO BE YOURSELF

Hours

MON	10:00
TUE	10:00
WED	10:00
THU	10:00
FRI	10:00
SAT	10:00
SUN	10:00

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19

PRE-11

RE
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RE
MENT



SPACEIL LABYRINTH

3D MODEL DEVELOPMENT

Initial Vector Drawing



First 3D Model
D = 60" - 0"



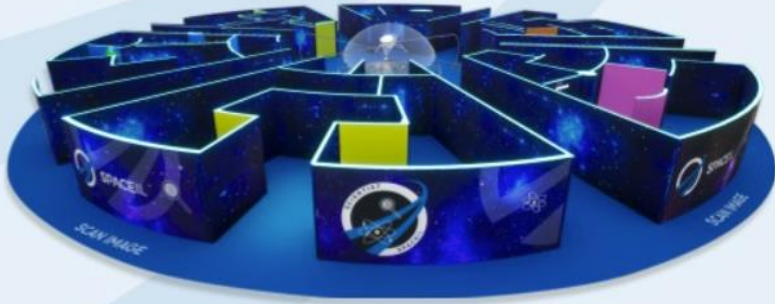
Smaller 3D Model
D = 40" - 0"



Final 3D Model
D = 50" - 0"



FINAL MODEL



DESIGN STATEMENT

The plan is on the edge of global catastrophe. From climate change to pandemics we understand that our only hope comes from solutions for greater progress, innovation including the **education, family, and education** needs to be of the forefront. Therefore, space exploration must also be a priority. Working out of our space has allowed mankind to advance research that has revolutionized technologies that support the planet and is a leading source of new discoveries in energy, engineering, and science.

Spaceil is a planning organization that organizes its efforts not only to space exploration, including landing its first manned spacecraft on the Moon, but also, more importantly:

"To encourage the next generation to choose to study science, engineering, technology, and mathematics."

The Spaceil, life-size labyrinth is an interactive maze designed to introduce children to Spaceil's educational vision, as it takes their experience on a journey of both **individual and collaborative** challenges of practice, knowledge, and positive thinking – inspiring in them a sense of self-confidence.

The Spaceil Labyrinth feature is a maze with six entries, in it, you'll find a model of the Spaceil spacecraft hovering over the Moon. Each of the labyrinth's entrances is dedicated to a different space obstacle, navigating through the Labyrinth, each young expert will be required to **solve problems** associated with their profession, and with each discovery find their way to the Moon.

Once all six specialists reach the Moon, they need to work as a **team** to land the Spaceil spacecraft successfully. The specialist models controlled by its robot, each responsible for a different profession. The young experts will need to figure out their mutual task: how to land Spaceil safely on the Moon!

This activity is designed to introduce **all children**, regardless of their background, to space exploration. To get them excited, active, curious, and want to be able to do it themselves. It is a role-playing game intended to **ignite their imagination** and encourage them to believe they can be the next space explorer!

The Spaceil Labyrinth means **accessibility** for the organization and its mission among new audiences. This recognition is meant to market Spaceil, as a **valuable** investment of talent and consequences of itself, aiming to **inspire** its audience.

The model is an **environmental** feature. It is designed to be easily assembled in public, children, and family-oriented locations, such as in a courtyard, a park, or a mall. The model's **measurements, colors and materials** take into consideration the importance of **safety and accessibility** to its little users and their parents or guardians. It is made of **eco-friendly** materials to keep our precious Planet Earth safe!

PLAN

4 Touchpoint Activation Layout



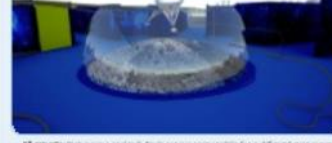
CENTRAL FIXTURE: SIDE VIEW

- 320-Diam hemispheres
- 12 ft. diameter x 6 ft. tall
- Matted curved plywood floor
- Platform above spacecraft model



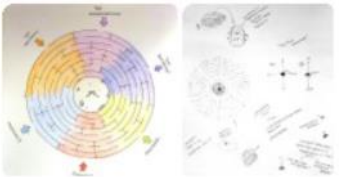
A ROLE PLAYING GAME: SOLVE THE LABYRINTH

Solve problems associated with your section of profession to get to the central fixture of the Spaceil spacecraft.



All experts will come and go! Each expert is responsible for a different mission. Collaborate to land Spaceil safely on the Moon.

HAND SKETCHES



INSPIRATION



COLOR PALETTE

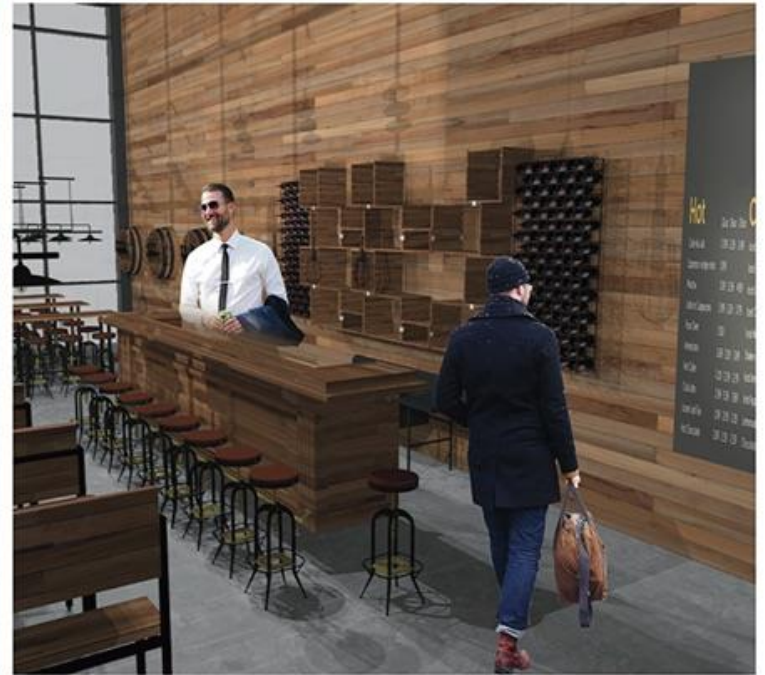


- ### Structure
- 320-Diam Curved Plywood Hemispheres
 - 12 ft. diameter x 6 ft. tall
 - Matted hemispheres surface for optimal monitoring
 - Suggested Fabricator: Kallor Production
- ### Illumination
- LED Light
 - Integrated along the top surfaces of the walls for maximum and safety
- ### Image-Recognition Technology
- Light and symbols are Image-Recognition Technology
 - Integrated from top corner, bottom, and side corners.

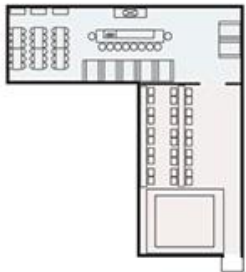


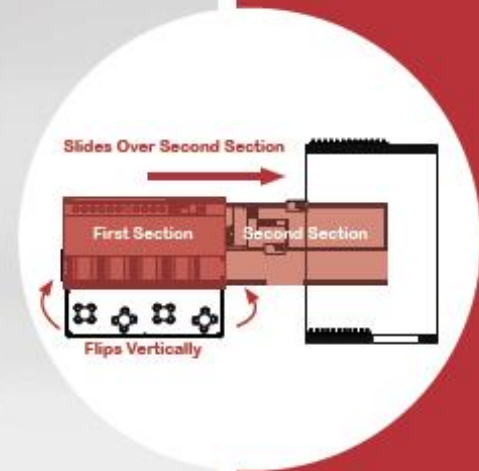
- ### Graphics
- #### Printed Text
- Legible
 - Durable and sustainable
 - Resistant to water, bacterial penetration, and aging
 - 100% recyclable
- Suggested Vendor: Darnell Big Production





Additional seating in the upstairs mezzanine for peak hours and customer overflow. The front space of the Taproom can be reserved for parties, and groups with a minimum of four people can turn on taps after paying a fee of \$20 through the bar tender.

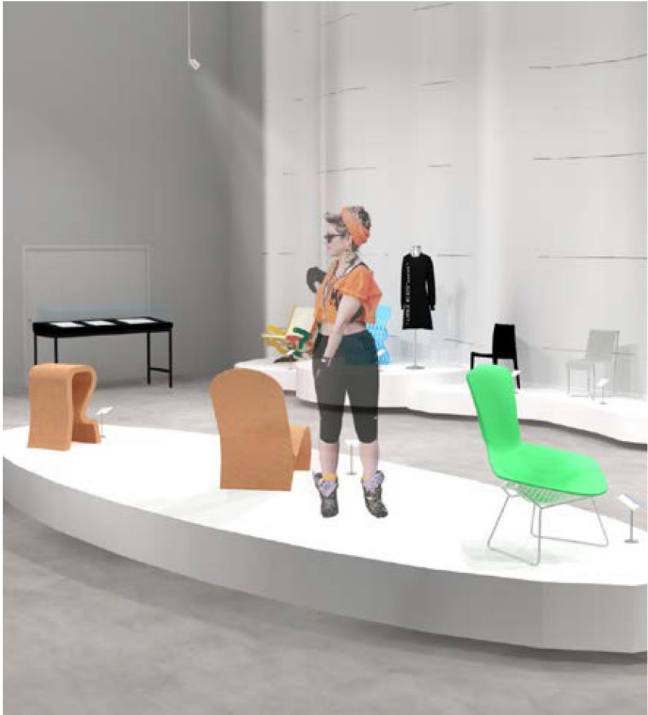




THE ART OF SEATING: 200 YEARS OF AMERICAN DESIGN

The Art of Seating: 200 Years of American Design takes the visitor through a comprehensive exploration of American Design from the last 200 years using furniture and fashion. Twenty chairs and three dresses are displayed within the main gallery, representing fifteen different designers and spanning design movements from the 1930s to the present day. 3-dimensional holograms wearing period dress allow the

visitors to watch an interaction with the chairs. The exhibition's mobile application employs augmented reality technology to offer additional information about the holographic garment displayed. The implementation of dynamic technology facilitates a greater understanding of American design and its cultural context.



FASHION HOLOGRAM

A 3-dimensional hologram person walks across the center pedestal and sits in the chairs exhibited. Through a collaboration with the Museum at FIT's curators, American fashion items are selected from their collection to complement the chairs. The hologram changes every few minutes to reflect a different decade of American design.

PROJECTION

Technical sketches and artworks by the designers exhibited are exhibited as a projection onto the undulating fabric walls on the left and right sides of the gallery. This collaged pattern moves to create a dynamic, immersive environment.

AUGMENTED REALITY

The exhibition's mobile app offers an augmented reality element that provides information about the clothing on the holograms exhibited. Visitors may record or photograph the AR interaction with this feature.

EventWorks4D:

Cisco Holographic Projector (Webex Pro Kit)



Dynamic Projection:

Mirror Head paired with Epson Projector



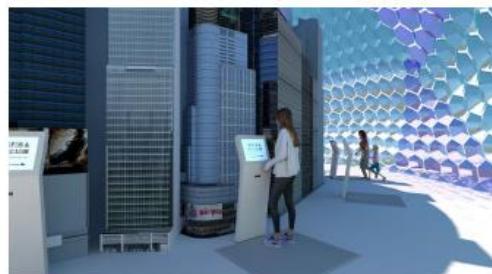
Arilyn:

Mobile Application





1. Visitor explores the Times Square Exhibit, **learns about the history of Times Square within various categories.**



2. Visitor goes up to a kiosk station and **activates the kiosk with their foot** by stepping onto the pressure mat.



3. The kiosk gives the visitor **quiz categories** to choose from.



4. The kiosk gives the visitor a **multiple choice question**, based on the category they chose.



5. Once **answered correctly**, their response will **trigger a reaction within the LED screen and 3D buildings**. The kiosk will then **prompt the visitor to write a new years wish**.



6. Kiosk **prints out the visitor's wish** on a piece of confetti.



7. Visitor brings their confetti wish to the **champagne glass structure** where they can enter their confetti piece and see their wish float around- **their wish will be included in the 2021 New Years Eve Ball Drop**.

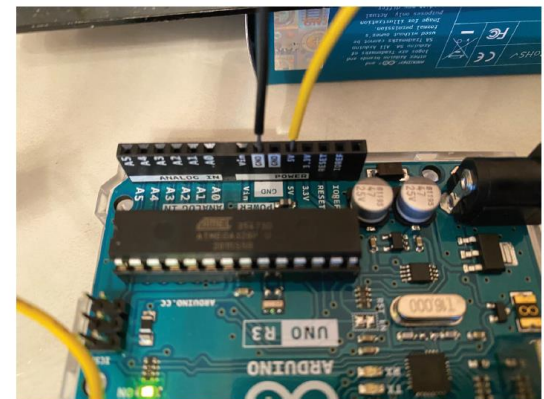
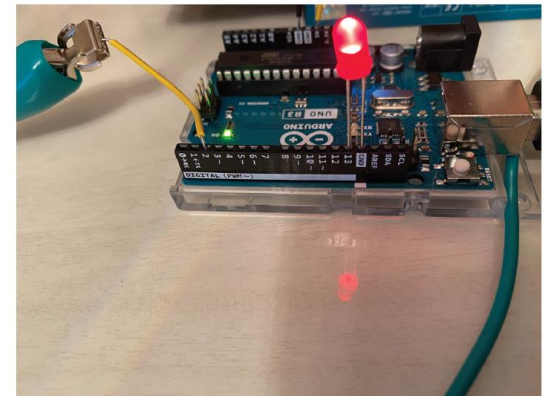
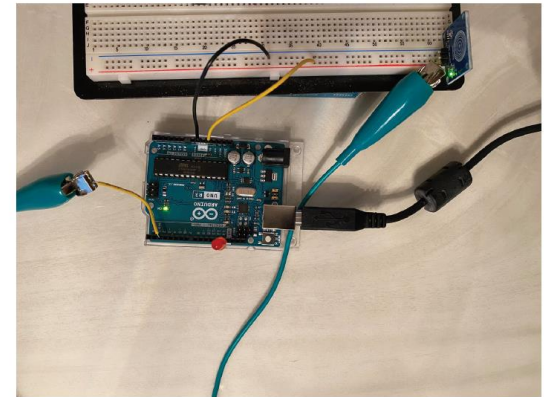
PROTOTYPE | *trial 1*

To the right are images of my first trial with connecting an LED and touch sensor with Arduino.

The first challenge I ran into was that the LED light had a consistent and steady flash without me touching the touch sensor.

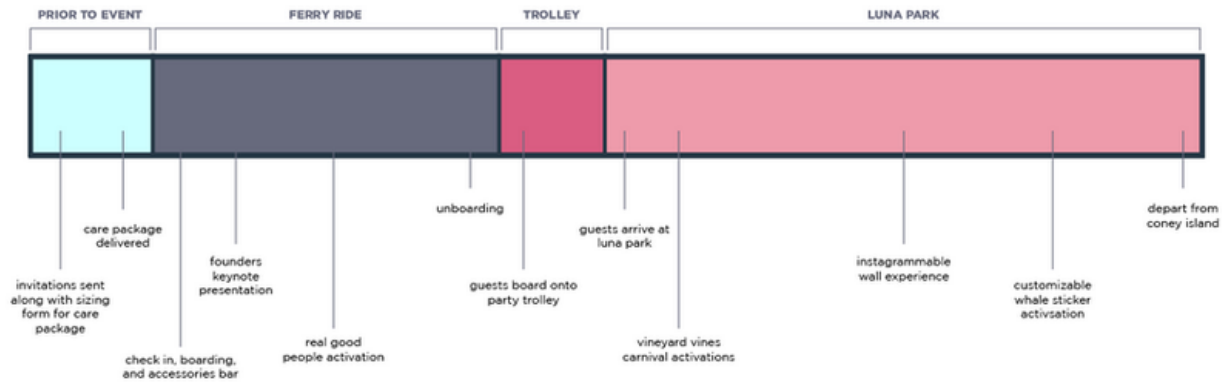
I am currently emailing with Jeremy to figure out if there is something I need to adjust within the circuit or the code in order to fix this.

The goal is to have the home state of the LED light to be off and for the interaction with your finger touching the touch sensor to turn the light on.





ACTIVATIONS OVERVIEW



ACTIVATION ELEMENTS

VINEYARD VINES FOUNDER KEYNOTE



ACTIVATION ELEMENTS

VINEYARD VINES CARNIVAL GAMES



8th Semester

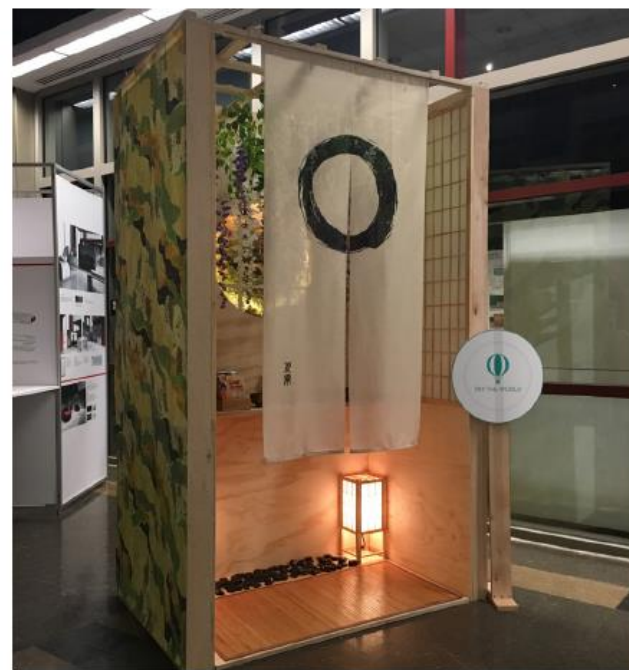
A culmination of all the skills learned in the program

Independent capstone

Internship

Business preparation

BUILD OUT

















DESIGN CONCEPT

Roam by Air BnB is a mobile pop-up that is designed to inform consumers how to take advantage of it that Air BnB offers. The purpose of this design is to target a wide spread demographic and gain new users. Roam by Air BnB will offer a membership card that offers travel reward points and benefits to all of its users. By having a mobile pop-up, the brand will be able to stop at multiple locations, and promote attractions in numerous cities. AirBnB offers a unique type of travel. Air BnB offers the opportunity to become a host and make a profit. The design website is aimed to inform every one of the many advantages there are through becoming a member. The proposed brand research shows that Air BnB has something for everyone.

The mobile site will incorporate technology and brand ambassadors to engage with customers and educate them on how the brand works through their user-friendly app. The design will also feature an interactive addition that includes a variety of a home-away similar to what Air BnB offers. The public will be able to share in the memorable moments. As a promotion for Roam by Air BnB, users who sign up on site will earn travel reward points to begin enjoying the vacation they deserve.

LOCATIONS



Washington Square Park
New York City, NY



AT&T Plaza
Chicago, IL



The Grove
Los Angeles, CA

PHONE APP



HIGH BUDGET

WORKING PROFESSIONAL

- Luxury amenities
- Limited vacation days
- Single stay
- Repeat activities
- Single looking for social groups



HYPER COUPLE

- Higher travel budget
- Limited time
- Accommodating for seniors
- Repeat/100+ stays
- Consider becoming a host



YOUNGER

COLLEGE STUDENT

- Limited travel budget
- Scheduled time off in business moments
- Interested in organized group travel experiences
- Flexible with housing
- No preference on accommodations



OLDER

YOUNG FAMILY

- Limited time
- Tight travel budget
- Accommodating for children
- Family activities
- Package deal



LOW BUDGET

USER PROFILES



Nancy, 35
New York, NY
Occupation: Designer

This is a 35-year-old woman who works in a design firm. She is looking for a vacation that is affordable and offers a variety of activities. She is interested in organized group travel experiences and is flexible with housing.



Sarah, 45
New York, NY
Occupation: Teacher

Sarah is a 45-year-old woman who works as a teacher. She is looking for a vacation that is affordable and offers a variety of activities. She is interested in organized group travel experiences and is flexible with housing.



James, 30
New York, NY
Occupation: Engineer

James is a 30-year-old man who works as an engineer. He is looking for a vacation that is affordable and offers a variety of activities. He is interested in organized group travel experiences and is flexible with housing.



ENTRY WALL

The entry wall welcomes the visitor to explore Roam by Air BnB. Its purpose is to grab attention and attract people to enter the mobile pop-up area, which will be placed in high-visibility public spaces. The entry wall also acts as a memorable photo moment.

THE TRUCK

The mobile pop-up is divided into 3 mobile Air BnB homes. Each room is unique from the other, allowing the variety of options for every kind of traveler. Combined with technology, the truck provides insight to all that Roam by Air BnB offers.



BRAND AMBASSADORS

In addition to the experience, the pop-up site will be paired with brand ambassadors who are educated on the rewards program. They will be able to assist new users in registering for the program, as well as offering acceptable prices including an all-expense paid vacation.





Morgan Purtell | An Exhibit on the Innocence Project







chewy

#PetsBringUsTogether

BARK PLACE

Ultimate Treats, Toys, Apparel & More

RESCUE CITY

ADOPTIONS & DONATIONS



<https://zuzannazmijewska.com/the-misunderstood-feline>