

A stylized map of the state of Florida is rendered in various shades of blue and teal, serving as a background for the entire page. The map is centered and occupies most of the frame. Overlaid on the map is a thick, orange oval border. Inside this oval, the title "Laguna Rise" is written in a bold, italicized, orange sans-serif font.

Laguna Rise

CARRIE MENDOZA

2025 CAPSTONE THESIS PROJECT

SUNY THE FASHION INSTITUTE OF TECHNOLOGY

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Project:



Client:

A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

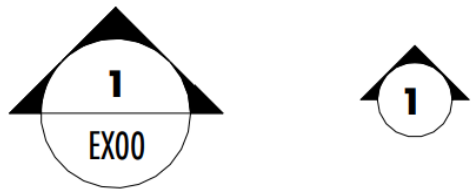
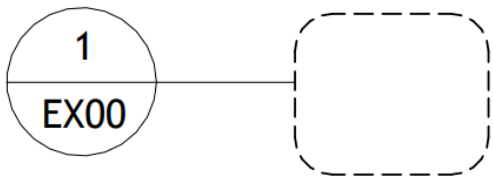
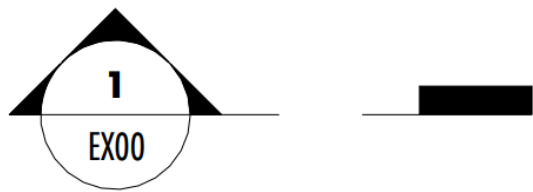
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Date: 12/10/15

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Symbols & Notes



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Exhibition Executive Summary

2025 CAPSTONE THESIS PROJECT

Thesis Statement

Designers can design immersive, social spaces that support people with unapparent disabilities (neurodivergencies, cognitive challenges, mental illnesses), spaces that don't ask for explanation or apology, but instead create room for comfort, autonomy, and joy.

You can't always see someone's limits, and environments aren't typically built with inclusivity of this type in mind. Through play, experimentation, and exposure to designed alternative therapies, visitors can experience environments where everyone can show up fully without having to shrink themselves to fit.

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Subject

Surfing, at its core, is more than a sport; it’s a philosophy of balance, patience, and adaptation. My thesis explores **surfing** as a **metaphorical** and **experiential** tool for emotional development among preteens, particularly those **navigating anxiety, depression, or PTSD**. The project investigates how the **principles of surfing**, such as learning to **find balance, facing uncertainty, and rising after a wipeout**.

Through **interactive design, storytelling, and sensory engagement**, the exhibition reinterprets the surfing experience in an urban context, inviting preteens to explore their own emotional “waves.” By partnering with the nonprofit *A Walk on Water*, which uses surf therapy to **empower youth with disabilities**, this project **merges wellness, education, and design to create a space for healing and self-discovery**.

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Goals

Education

- **Balance** as a Life Skill
- Courage and Flow: Helps preteens understand what it takes to chase the “**big waves**” (goals, dreams, challenges).
- Equip preteens with coping **strategies**
- Resilience Practice: teach that wipeouts (mistakes, setbacks) are not failures, but opportunities to recover and grow.

Project

- Promote surfing as a **metaphor**, a sensory and **interactive design**.
- **Accessibility** for NYC youth who may not have access to nature or the beach.

Experience

- Creating an emotional **safe space**.
- Having the preteens experience challenge and mastery to motivate
- Transporting visitors into a **sensory-rich** surf environment inside the David Roth Theatre
- Ensuring visitors leave with an **emotional memory** and a practical tool set of new coping strategies.

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Audience

Target

Preteens the ages of (9-13 years old)

Why Preteen?

- Early signs of mental health challenges appear in late childhood to early adolescence.
- According to World Health Organization, half of all mental health conditions begin by age 14.
- The delicate age of the prefrontal cortex and the amygdala is still developing.

Motivator Types

- Motivator- Sparking curiosity, hope, and recognition that gets visitors invested in the experience.
- Facilitators-Providing support to the child without judgment and pressure. Will be given the tools and guidance within the experience.
- Rechargers- It will be a fun sense of play in a nonjudgmental setting.

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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.01.04

Client



About

A Walk On Water is a nonprofit organization that has served thousands of children with various needs and their families through the power of surf therapy. The concept behind the organization is that the entire family will connect with the healing powers of nature, with the ocean. Therefore, creating positive, uplifting, and empowering experiences. Becoming an alternative to what therapy can mean and be. Any age, regardless of ability, mobility, or unapparent disability, can participate.

Mission

Harnessing the Ocean’s transformative powers. While delivering life-changing surf therapy to children with unique needs and their families.

Empowering children to unlock their inner athlete through the transformation of surfing.

Where

- East Coast (Montauk, Rockaway Beach, Florida)
- West Coast (Newport, Pacifica, Huntington, Ventura, Malibu, La Jolla, Pacifica etc.)

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Date: 12/10/15

Drawing No: EX.01.05

Venue

David Roth Theatre

Address: 101 EAST 15 Street, New York, NY, USA

Lot Area: 9,081 sq ft

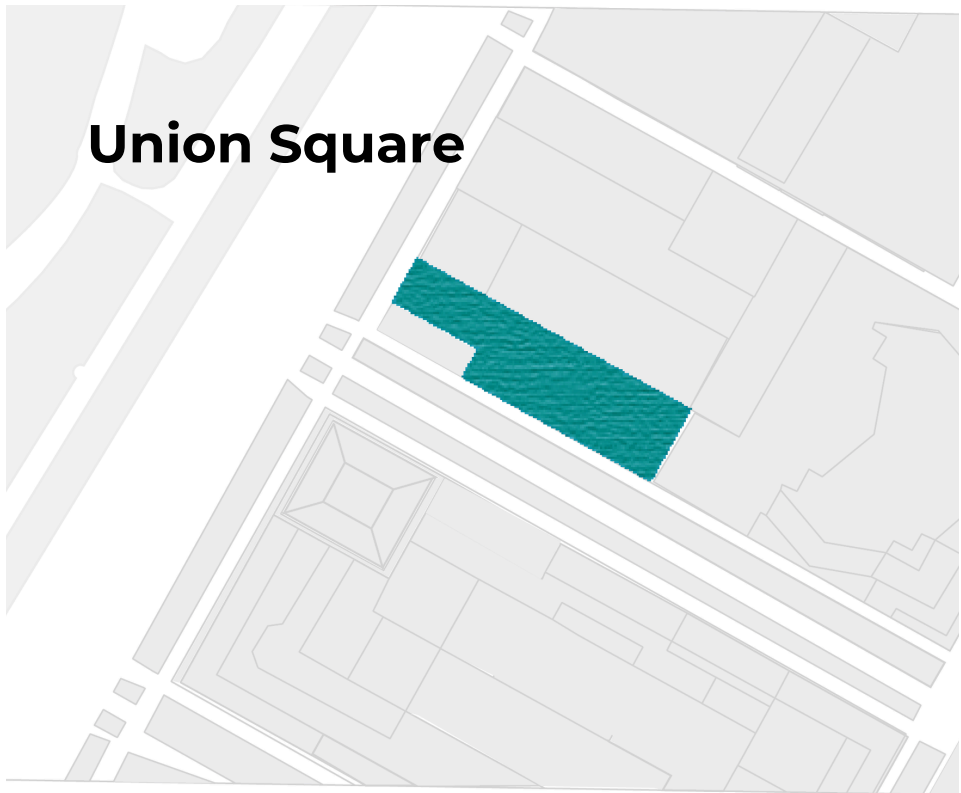
Floors: 5 Floors

Zoning: C6-4, C6-2A

Individual Landmark

Land Use:Commerical & Office Building

Building Class: Theatre Off Broadway



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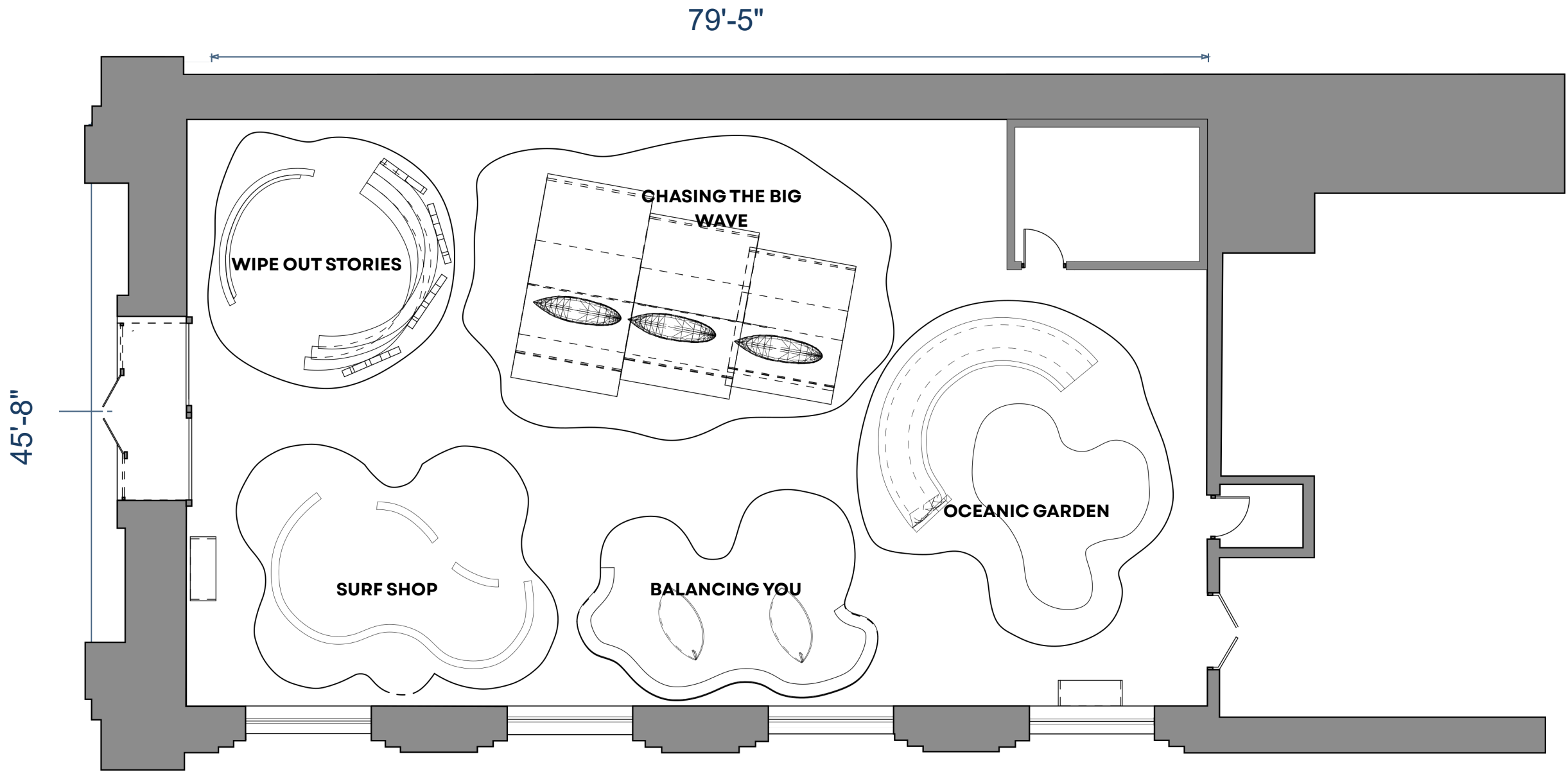
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Drawing No: EX.01.06

Simplified Plan



1 Simplified Plan
1/8"=1'-0"

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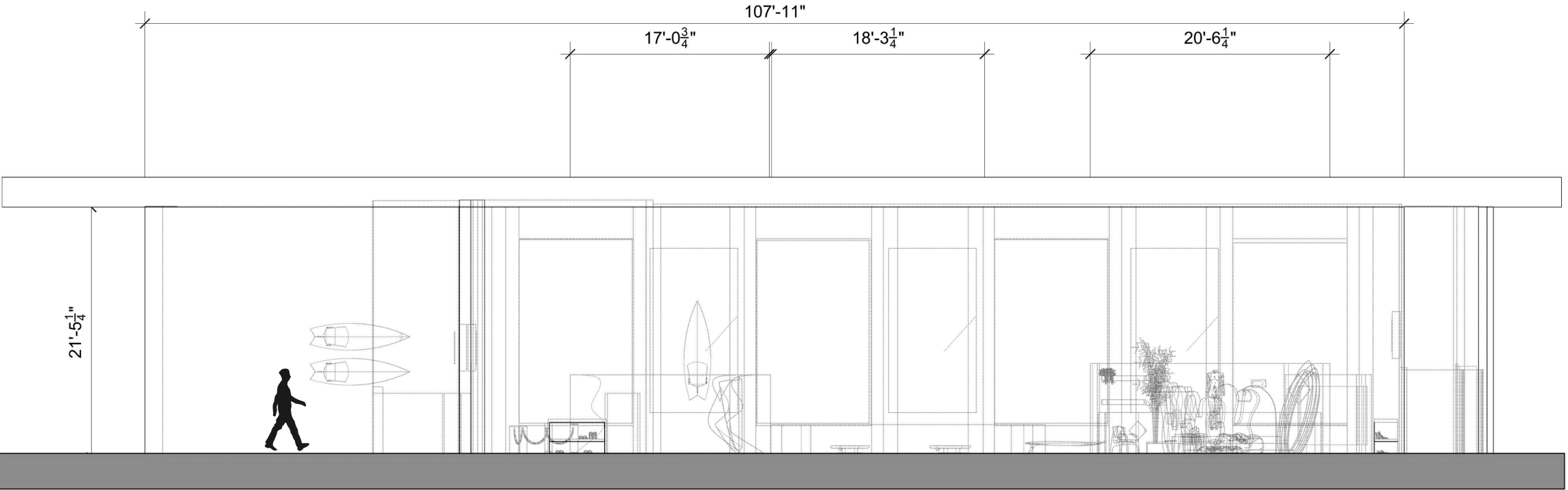
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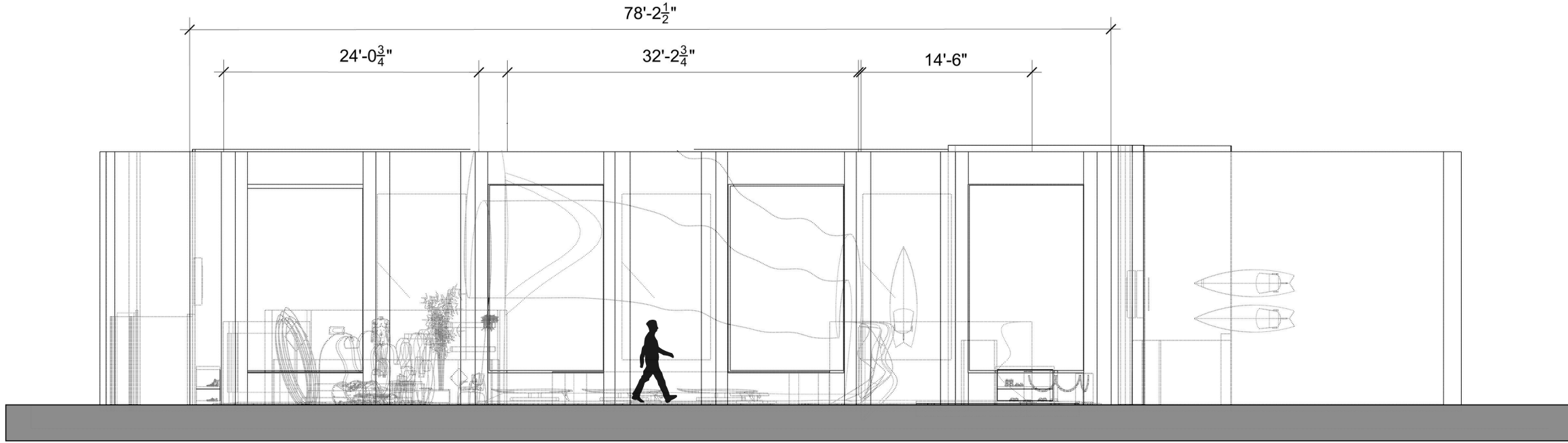
Date: 12/10/15

Drawing No: EX.01.07

Long Elevation



1 Long Elevation
1/8"=1'-0"



2 Long Elevation
1/8"=1'-0"

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Designer: Carrie Mendoza

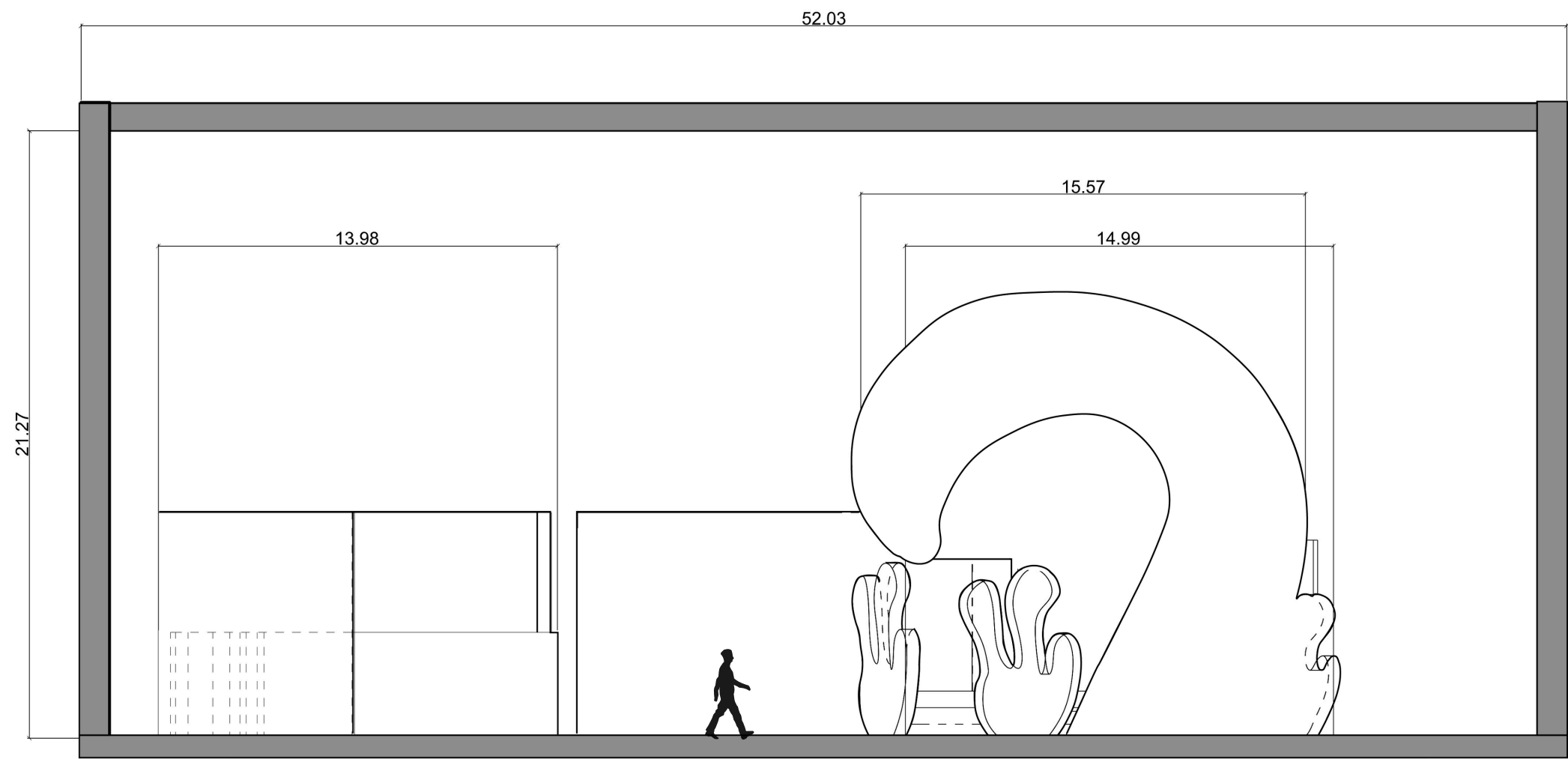
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Drawing Name:

Date: 12/10/15

Drawing No: EX.01.07

Long Elevation



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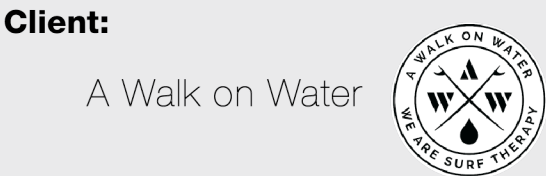
Mind Map



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Site: **Daryl Roth Theatre**
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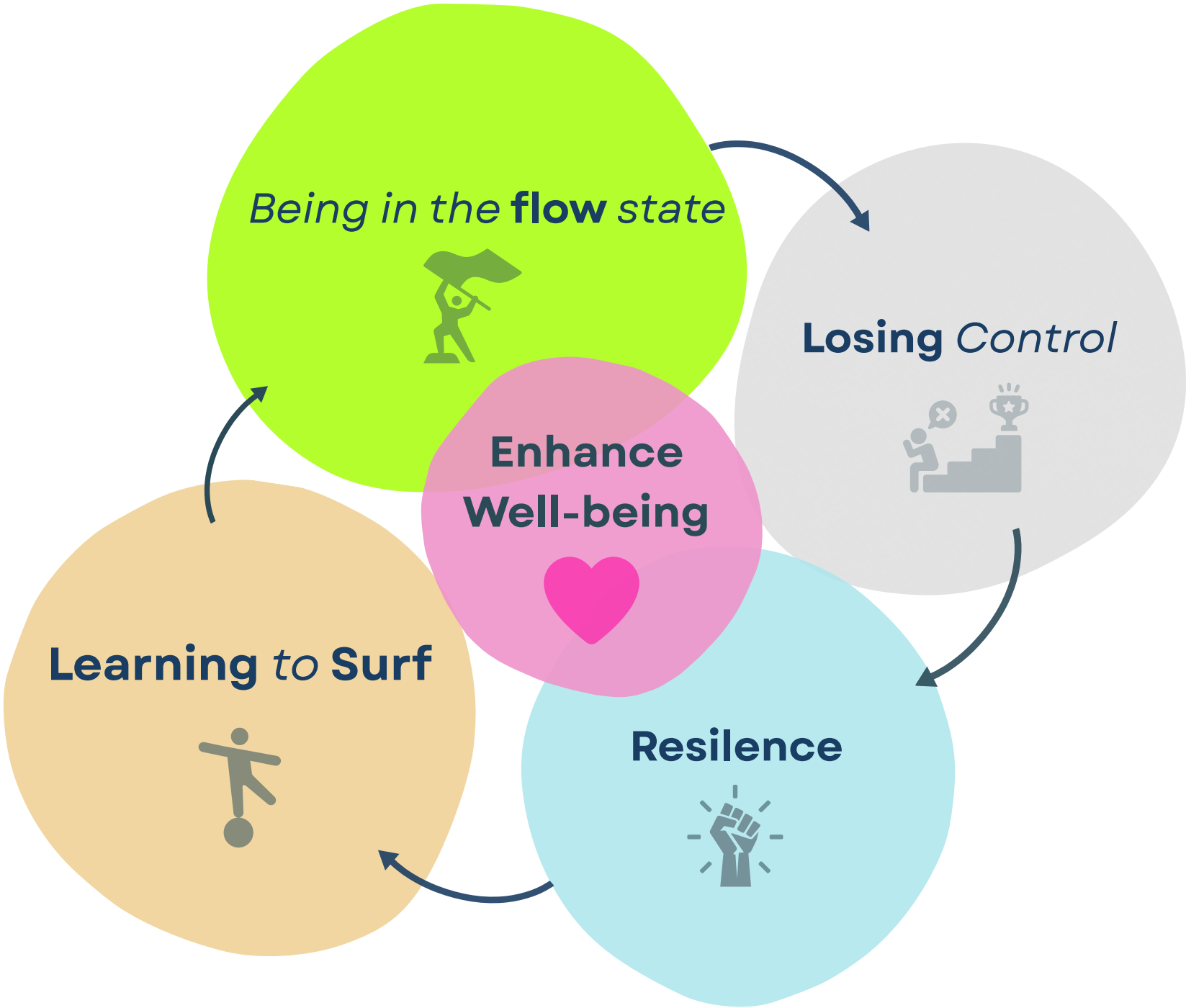
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Drawing Name:

Date: 12/10/15

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Concept Diagram



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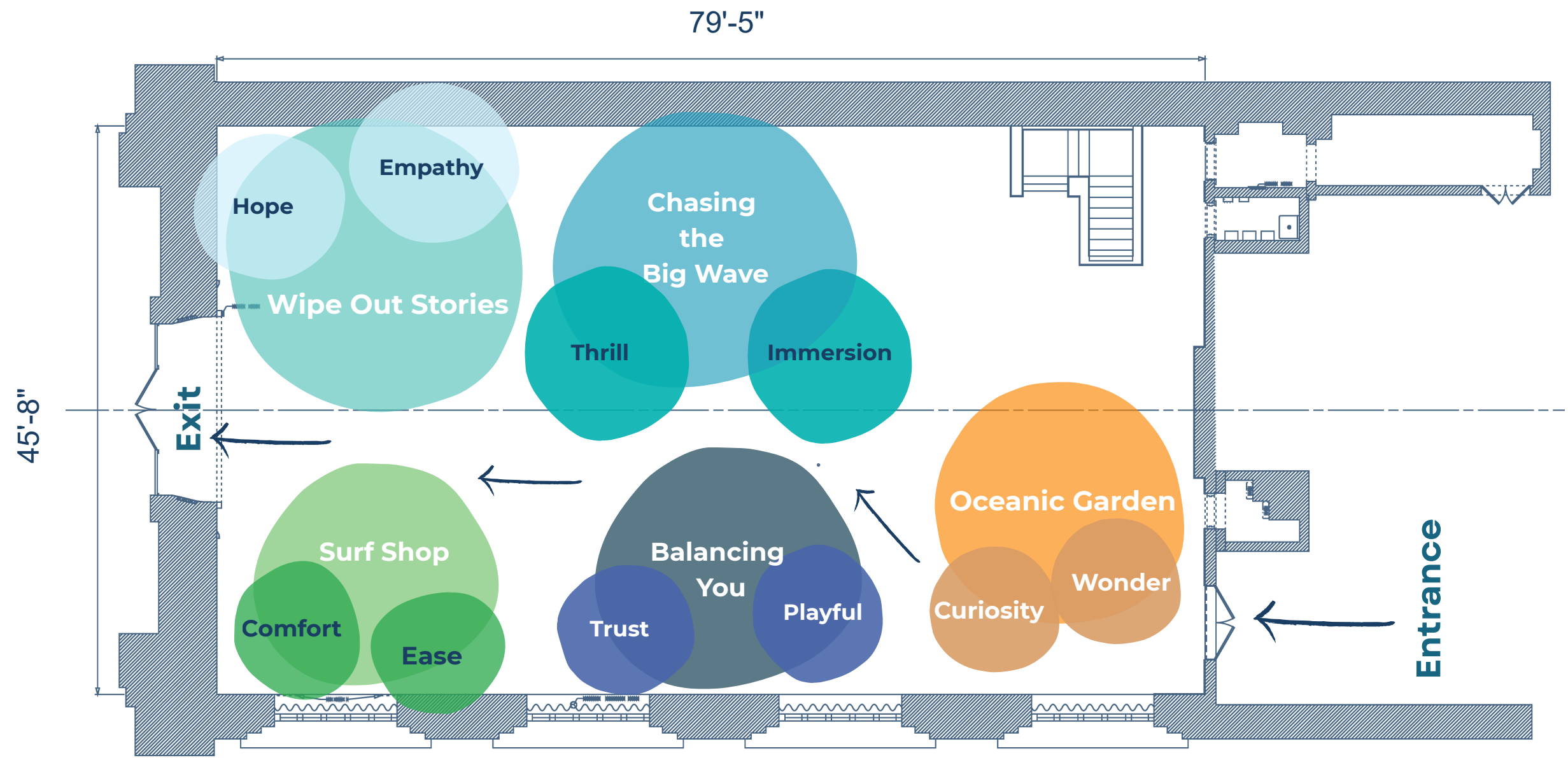
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Drawing Name:

Date: 12/10/15

Drawing No: EX.01.08

Emotion Map



1 Emotion Map
1/8"=1'-0"

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Project:



Client:

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Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.01.09

Exhibit Content Outline

Concept One: Oceanic Garden

Learning **balance** through **play**, **sensory exploration**, and ocean-inspired **grounding** with surfing.

Concept Two: Balancing You

Discovering low risk physical and emotional foundations of surfing through a surdboard platform. Engages in strength, focus, and body awareness

Concept Three: Chasing the Big Wave

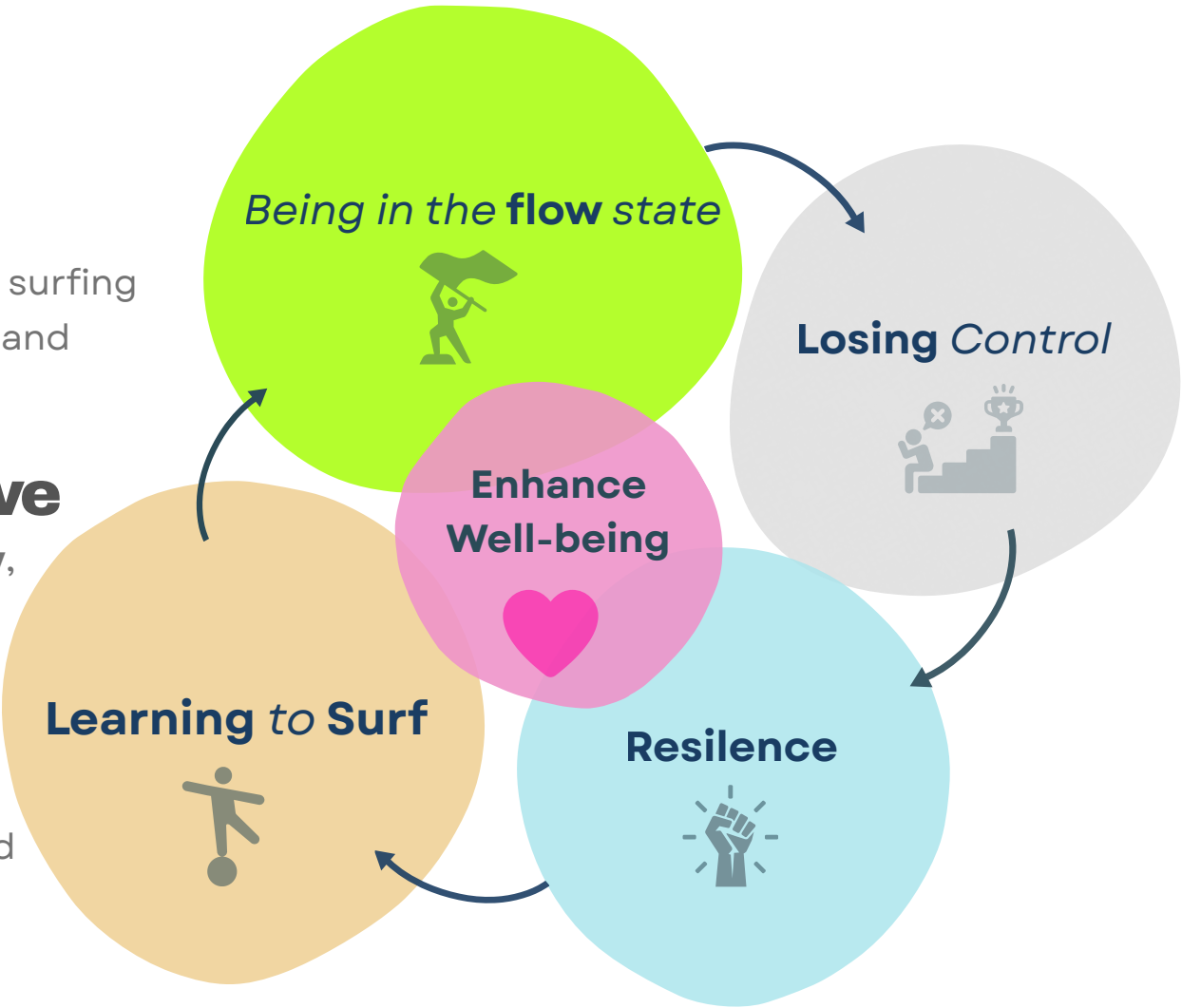
Discovering **courage** by riding the **thrills** of **challenge**, **flow**, and **adrenaline**.

Concept Three: Surf Shop

A warm inviting space that captures the causal charm of coastal surf culture. Creating a space for community, (third place) that is **comforting** and **explorative**.

Conclusion: Laguna Rise

Laguna Rise is a unified experience that **guides** preteens through **balance**, **courage**, and **resilience**, the surfing-inspired **life skills** they will carry forward.



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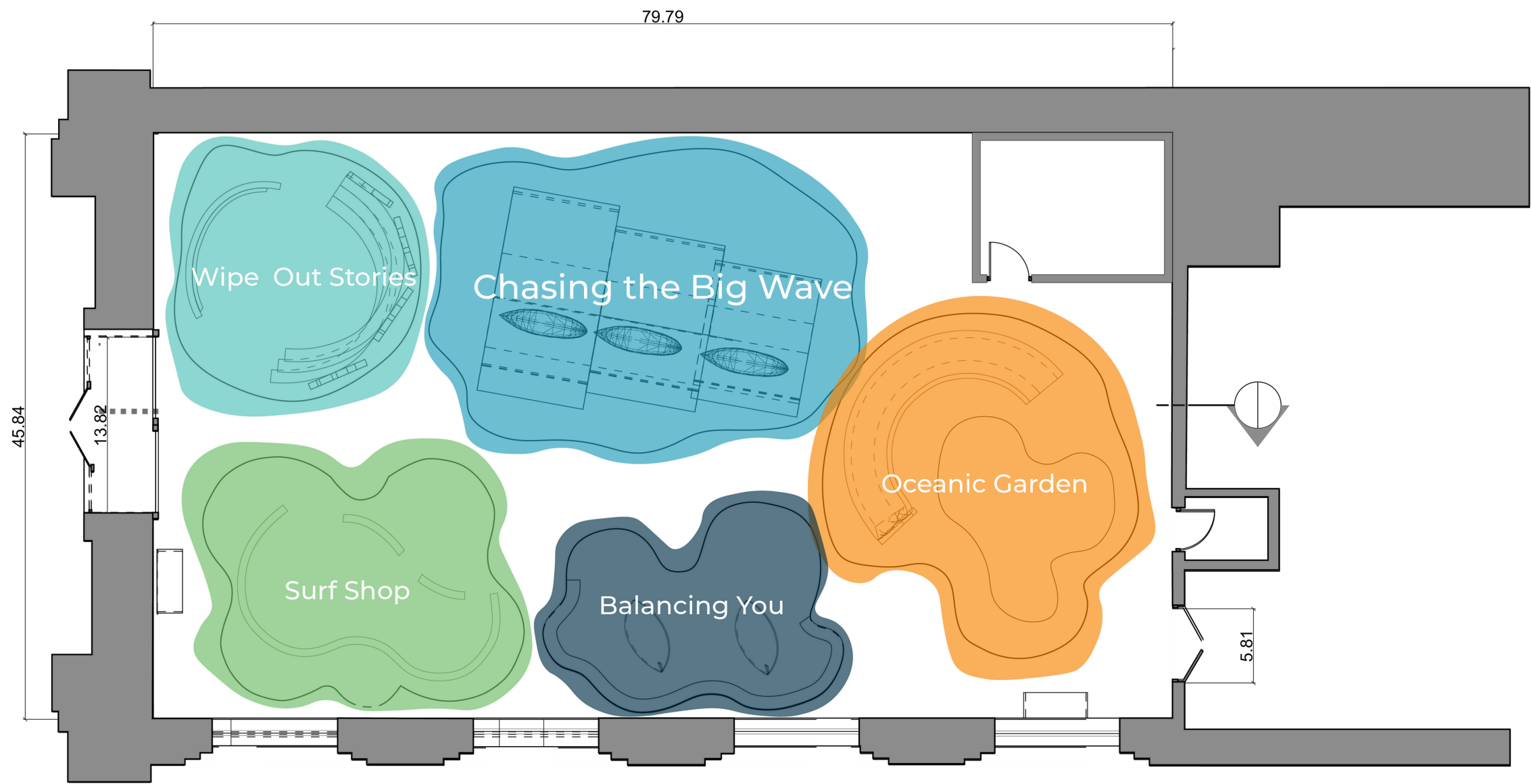
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Date: 12/10/15

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Exhibit Plan

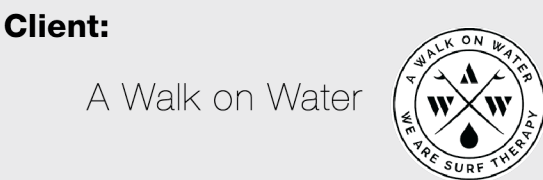


1 Exhibit Plan
1/8"=1'-0"

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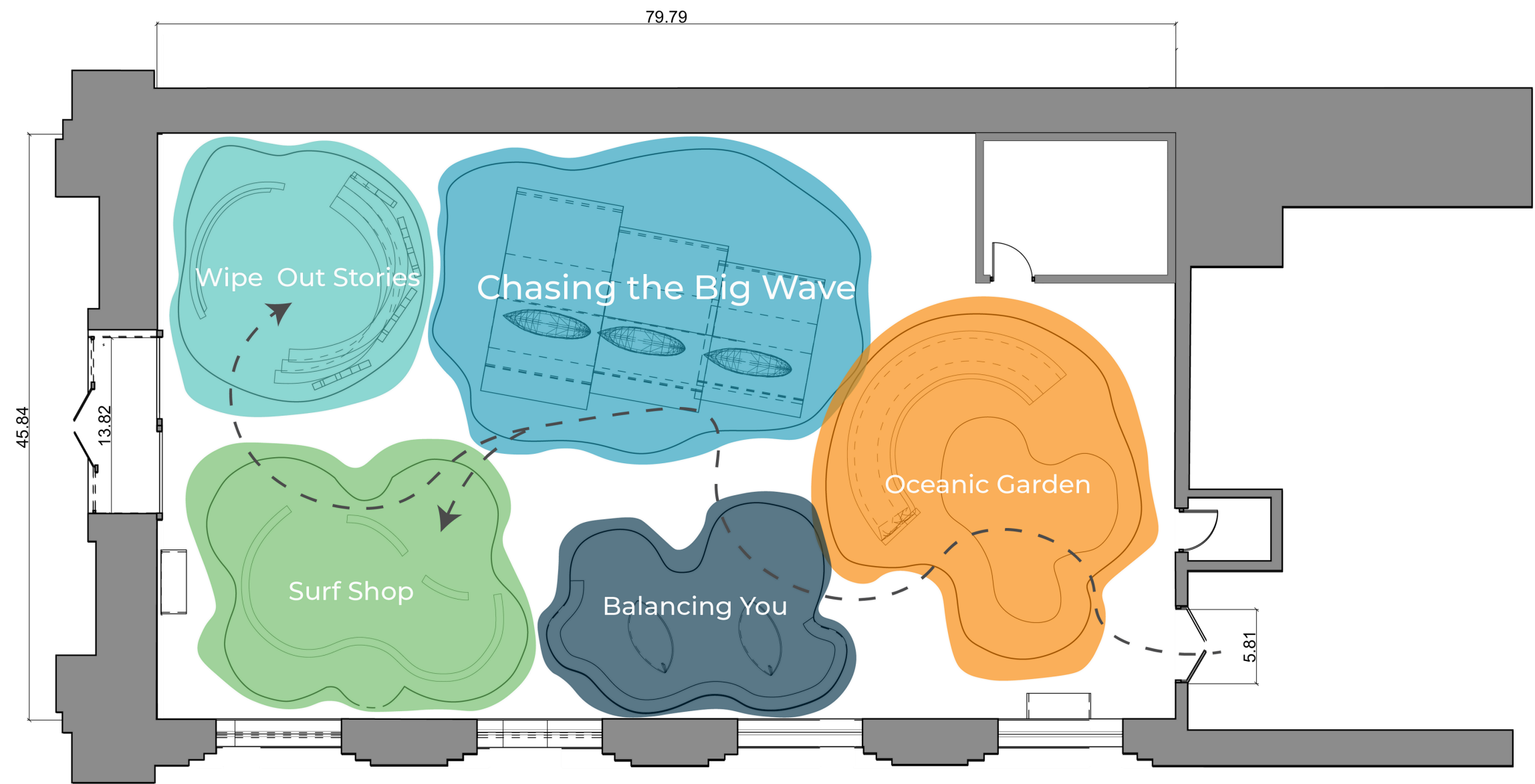
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Date: 12/10/15

Drawing No: EX.01.11

Visitors Flow

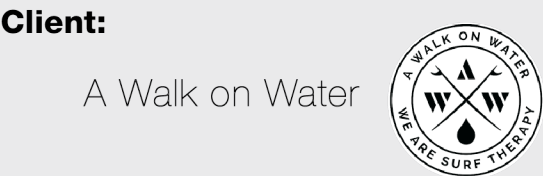


1 Visitor's Flow
1/8"=1'-0"

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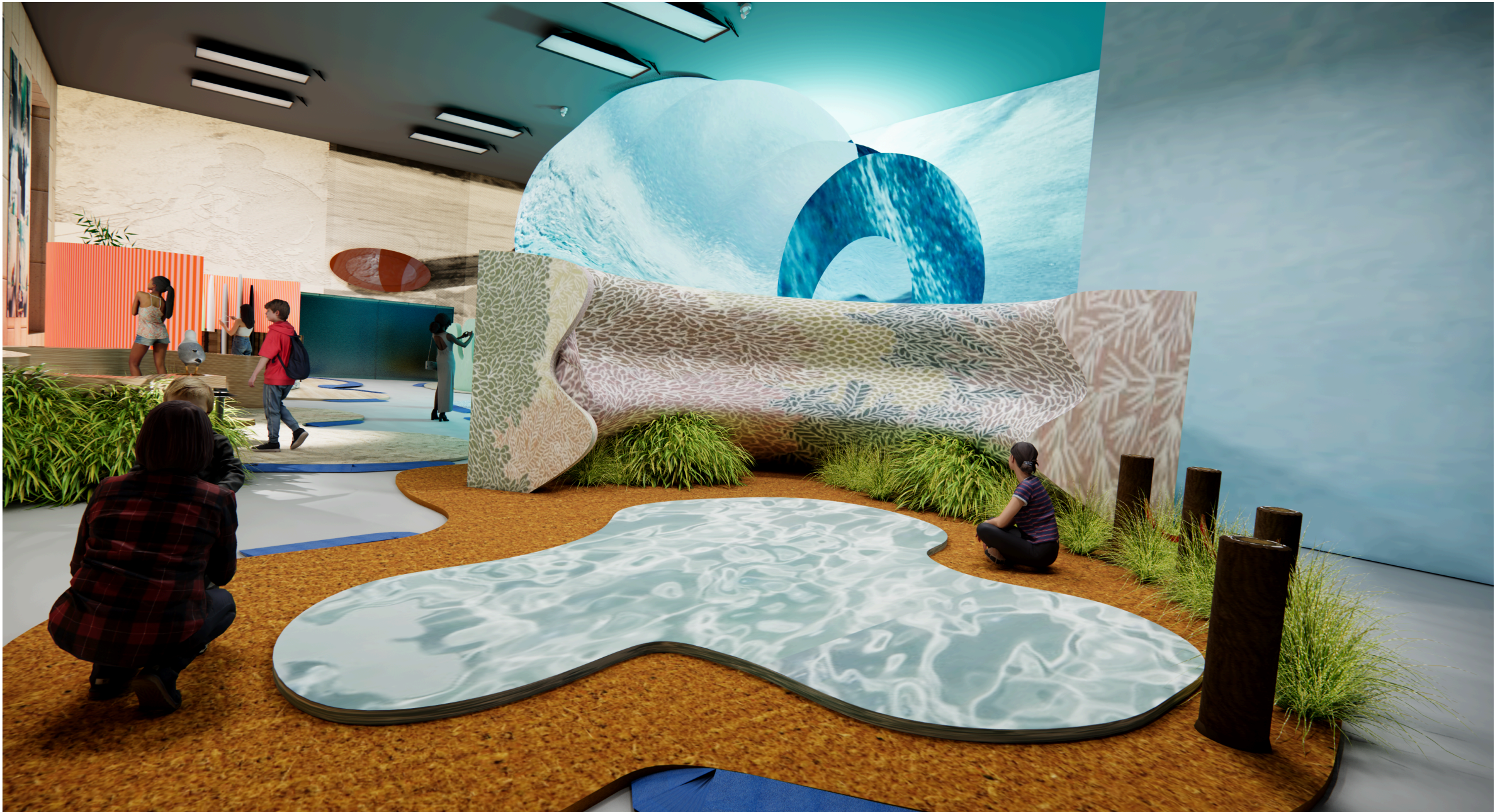
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Drawing No: EX.01.012

Oceanic Garden



SEE

- Organic forms, reflective surfaces, and flowing textures.
- **Wadding pool** that invites visitors to be barefoot.

DO

- Interact with **tactile elements** inspired by sea flora.
- Pause, **breathe**, and **observe** your surroundings.
- Dip their feet in the **wadding pool**

LEARN

- How underwater environments support **calm, focus, and emotional regulation**.
- The role of **sensory grounding** in ocean ecology and human well-being.

EXPERIENCE

- A soothing, **immersive environment** that invites visitors to listen to their bodies, settle into stillness, and feel the **restorative qualities of the ocean**.

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Balancing You



SEE

- A raised **surfboard platform** designed for balance practice

DO

- Step onto the balancing board and **practice** shifting your weight.
- Try different stances to find your center.

LEARN

- That balance is learned through **patience, repetition, and resilience.**
- How surfers use micro-adjustments and core strength to stay stead.

EXPERIENCE

- A **playful moment** of challenge and achievement where visitors test their equilibrium, build confidence, and connect personally to the embodied practice of surfing.

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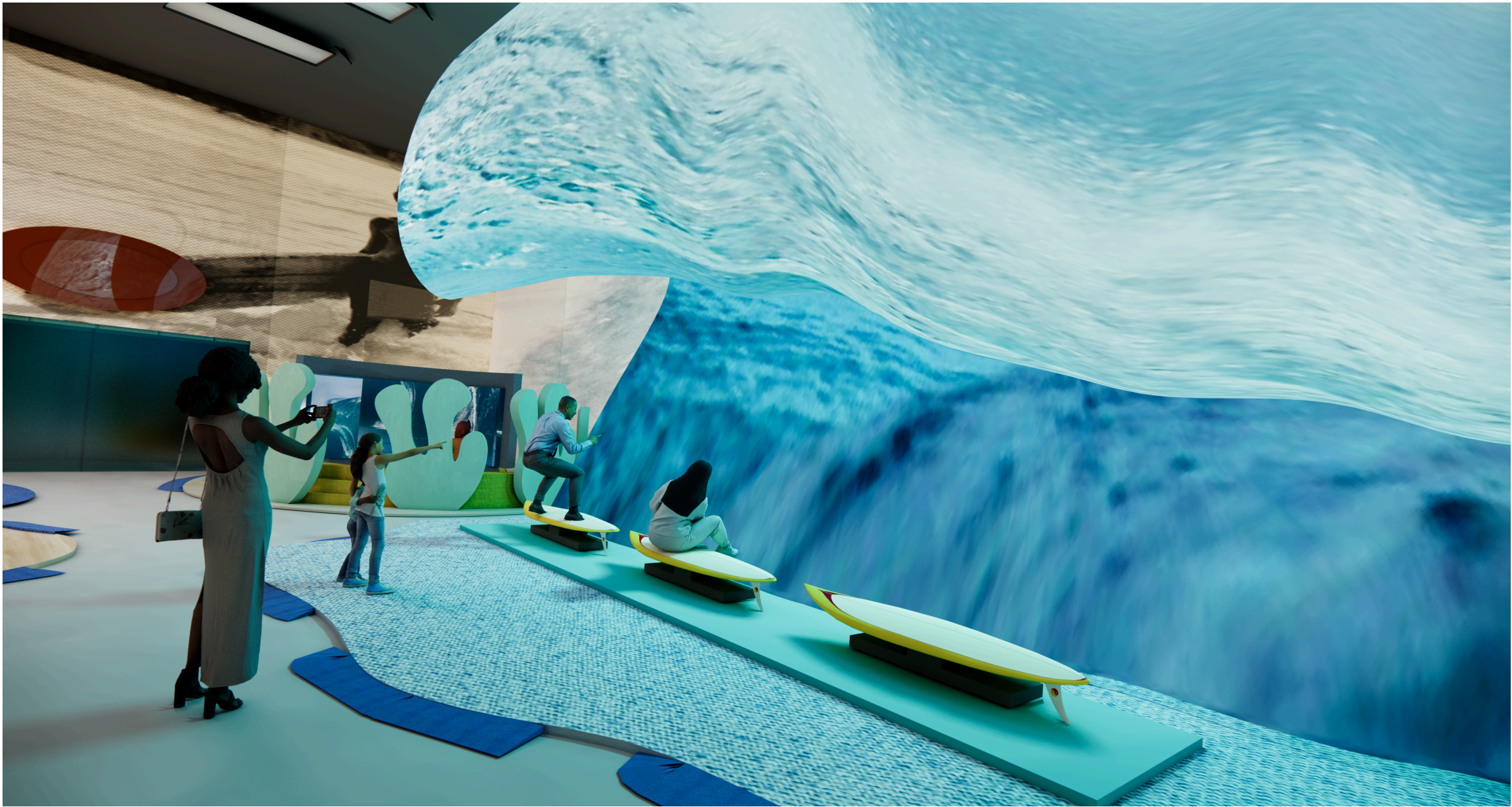
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Drawing Name:

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Drawing No: EX.01.14

Big Wave



SEE

- Projection-mapped **water textures**, shifting light, and scale.
- **Balancing boards.**

DO

- Step into the wave environment and move through its shifting form
- Engage with **synchronized sound and visuals** to feel the motion of a barrel.

LEARN

- How digital immersion can translate the **sensory rush** of surfing.
- The emotional relationship between anticipation, **courage**, and movement.

EXPERIENCE

- A breathtaking, full-body moment inside a rising wave inviting awe, **exhilaration**, and a sense of **freedom** as visitors feel the raw power and beauty of the ocean from within..

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Surf Shop



SEE

- Warm, sun-washed colors and textures **reminiscent** of a **beachside shop**.
- Surfboards, tools, merchandise, and archival **objects** that tell surf stories.

DO

- Browse surf-inspired objects and **tactile materials**.
- **Explore** the surf community and objects.

LEARN

- How surf shops function as local hubs of **culture, identity, and storytelling**.
- The importance of community, support, and shared experience in surf culture.

EXPERIENCE

- A warm, familiar, and **welcoming environment** where visitors feel a sense of belonging like stepping into a coastal shop that **celebrates creativity, community**, and the everyday culture of surfing.

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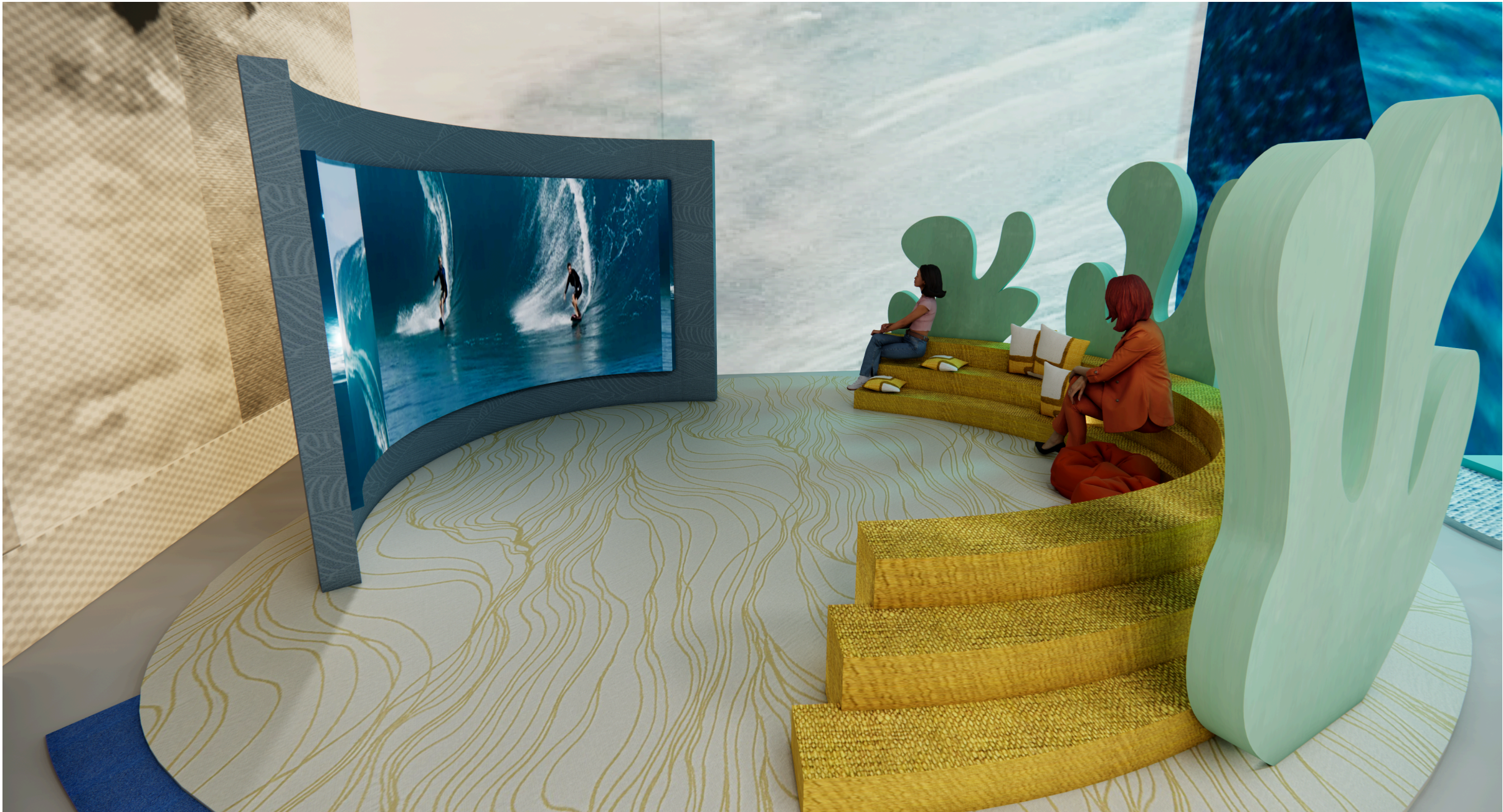
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Wipeout Stories



SEE

- Immersive, projected **stories** from surfers and youth like Jessie Billauer, Bethany Hamilton, and etc.

DO

- **Listen**, share **personal wipeout moments**, and **reflect**.

LEARN

- Resilience comes from **reflection, empathy**, and **believing** in your ability to rise again.

EXPERIENCE

- **Inspiration, connection**, and **emotional release**.

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Client:

A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.01.17

SCHEDULE & LIST

Graphic Schedule-Specs

ENTRY

Tag	Location	Material
G-01	ENTRY	VINYL
G-02	ENTRY	VINYL

OCEANIC GARDEN

Tag	Location	Material
G-03	OCEANIC GARDEN	WALL PAPER

BALANACING YOU

Tag	Location	Material
G-04	BALANCING BOARD	WALL PAPER

CHASING THE BIG WAVE

Tag	Location	Material
G-05	DIGITAL WALL	VIYNL WRAP

SURF SHOP

Tag	Location	Material
G-06	SURF SHOP	VIYNL WRAP
G-07	SURF SHOP SIGN	FOAM CORE

ADA

Tag	Location	Material
G-08	EXIT	VIYNL WRAP

BRANDING

Tag	Location	Material
G-09	LOGO	VIYNL WRAP

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Project:



Client:

A Walk on Water



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101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.02.02

Artifact Product List

Object

Fake Marine Life Specimens (Starfish, Urchin, Horseshoe Crab, Plankton, Seal)



Description

Real or model specimens displayed within the Oceanic Garden touch pool and projection visuals.

Purpose

Encourages tactile exploration and curiosity about marine ecosystems, emphasizing the sensory connection between touch, calm, and mindfulness.



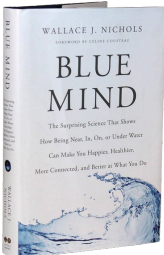
Concept Connection



Understanding the ocean's rhythm as a reflection of emotional grounding.

Object

Book: Blue Mind by Wallace J. Nichols



Description

Foundational text exploring the neuroscience of water and its healing properties. Displayed as a central educational artifact and referenced in soundscapes and quote.

Purpose

Highlights the science of “Blue Mind” how proximity to water reduces anxiety and increases empathy

Concept Connection



Bridges science, art, and wellness.

Object

Surfboard Artifact: Bethany Hamilton



Description

A half-sized surfboard sculpture used as a storytelling piece in Courage Pursuit. Could feature quotes from young surfers or A Walk on Water participants.

Purpose

Represents the courage and focus required to “ride the wave,” linking surfing's physical act to emotional flow and resilience.

Concept Connection

Courage, flow, and challenge.

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Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.02.03

Lighting Schedule

TAG	FIXTURE	USE	LOCATION
L-01	LED TRACK	HIGHLIGHT	TTHEATER
L-02	RGB LED	WATER	BALANCE YOU
L-03	MARINE	AMBIENT	ENTRY
L-04	RECESSED	CONTROL	
L-05	FLOOR		

AV Schedule

TAG	AV	LOCATION
AV-02	UST PROJECTOR	BIG WAVE
AV-02	CURVED LED	BALANCING YOU
AV-03	WALL DIRECTIONAL SPEAKERS	BALANCING YOU
AV-04	PRESSURE SENSORS	SURFBOARD
AV-05	MEDIA PLAYER BACK	BACK OF THEATER
AV-06	LCD MONITOR	WIPEOUT STORIES
AV-07	DMX CONTORLLER	CONTROL ROOM

Material Plan

Tag	Element	Location	Material
M-01	FLOORING	ENTIRE EX	POLISHED CONCRETE/ EXPOXY
M-02	WADDING POOL BASING	OCEANIC G	FIBERGLASS SHELL
M-03	WADDING POOL PERIMETER	OCEANIC G	MARINE GRADE PLYWOOD
M-04	BALANCING BOARD BASE	CHASE BIG W	BIRCH PLYWOOD CORE
M-05	BALANCING B	CHASE BIG W	POWEDER COATED STEEL
M-06	AMPLITHEATER SEATING	WIPE OUT STORY	BIRCH WOOD
M-07	AMP BACK WALL	WIPE OUT S	FABRIC WARPPED ACOUTIC PANNEL
M-08	BIG WAVE PROJECTION	CHASE BIG WAVE	DRYWALL
M-09	PROJECTION TUNNEL	CHASE BIG W	BENT PLYWOOD FRAME
M-10	DIGITAL SCREEN	WIPE OUT S	
M-11	WIPE OUT W	WIPE OUT S	VINYL GRPAHIC
M-12	CEILING LT	OVERHEAD	POWEDER COATED ALUMNIUM

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Site: Daryl Roth Theatre
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Designer: Carrie Mendoza

Scale:

Drawing Name:

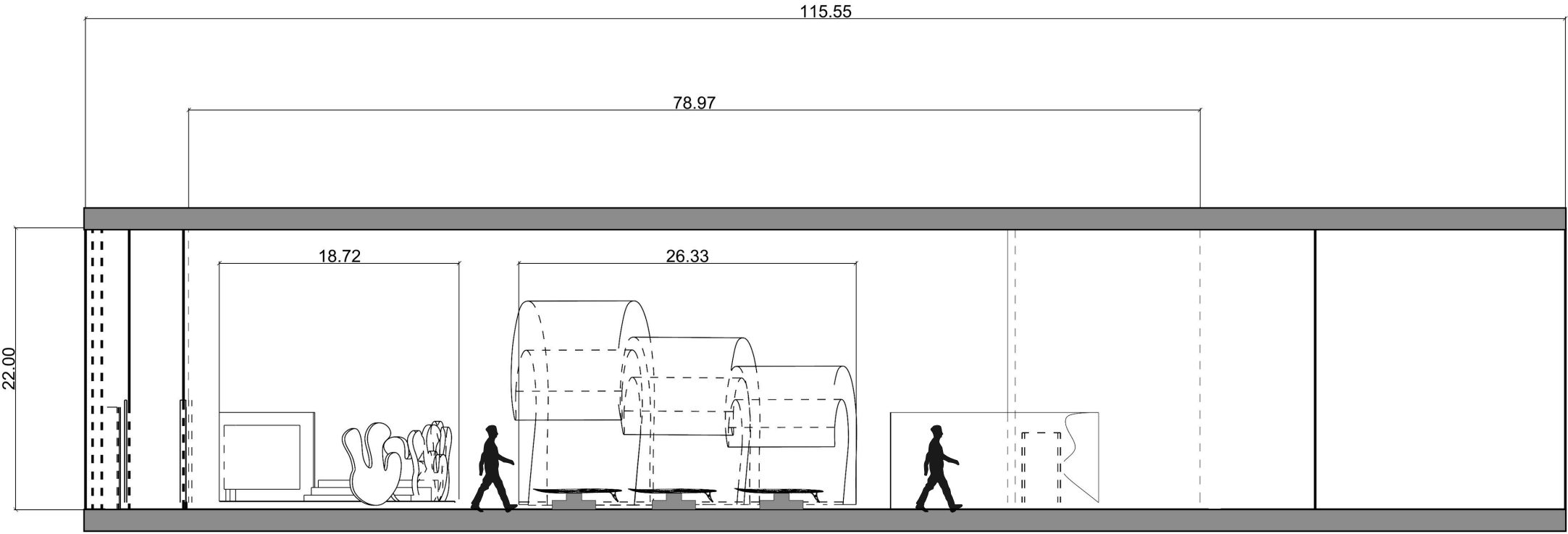
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Drawing No: EX.02.04

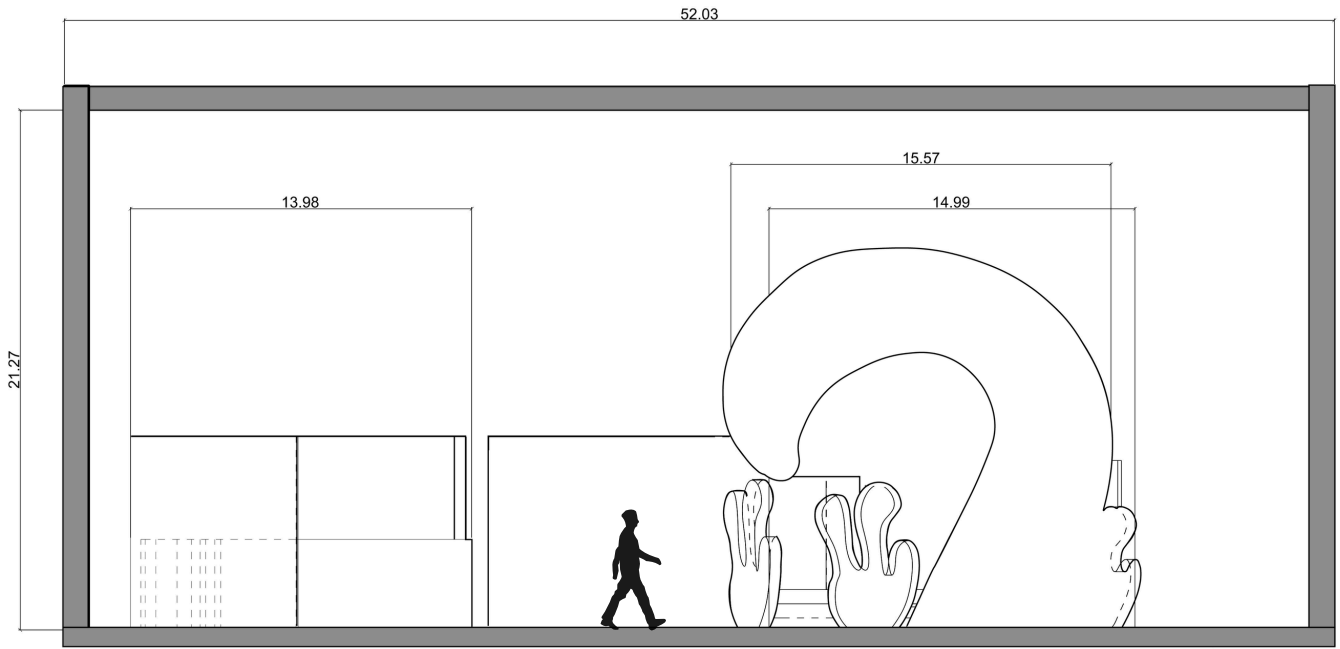
PLANS & SECTION

2025 CAPSTONE THESIS PROJECT

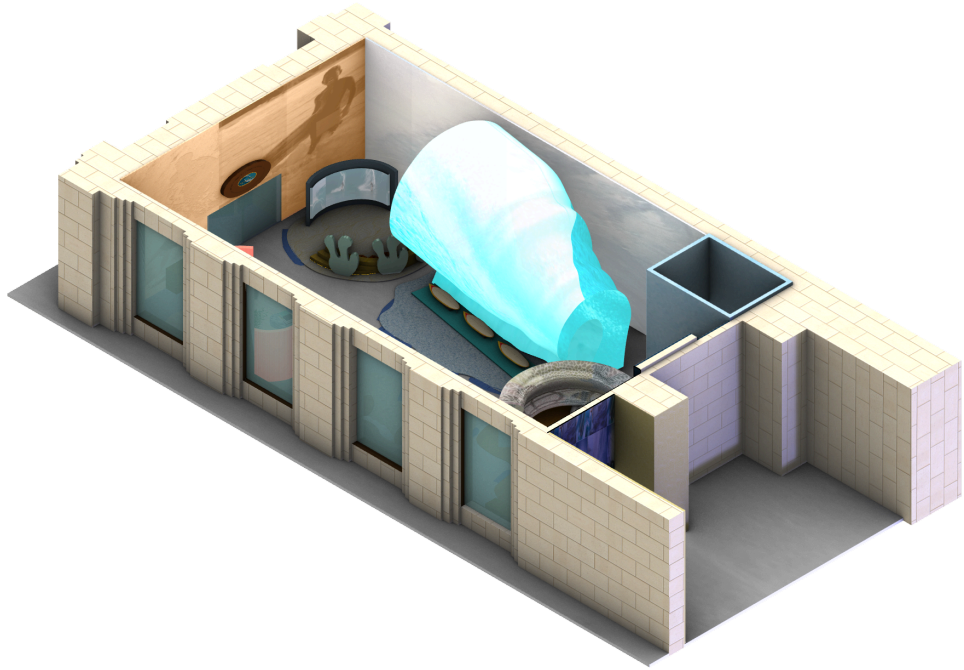
Overall Section



1 Long Section
1/8"=1'-0"



1 Short Section
1/8"=1'-0"



1 Axonometric
1/8"=1'-0"

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A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.02

Technical Plan

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Project:



Client:

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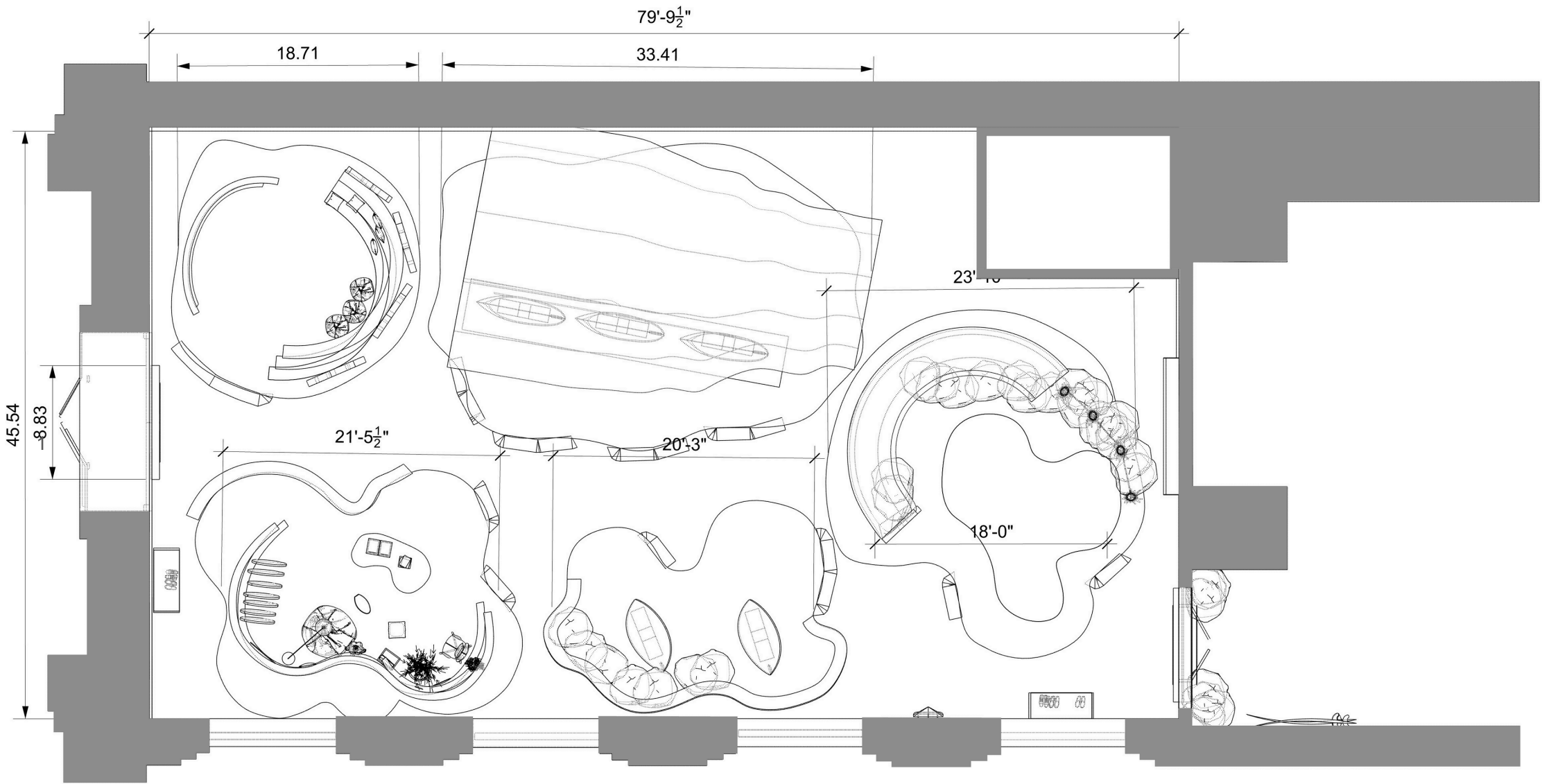
Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.03

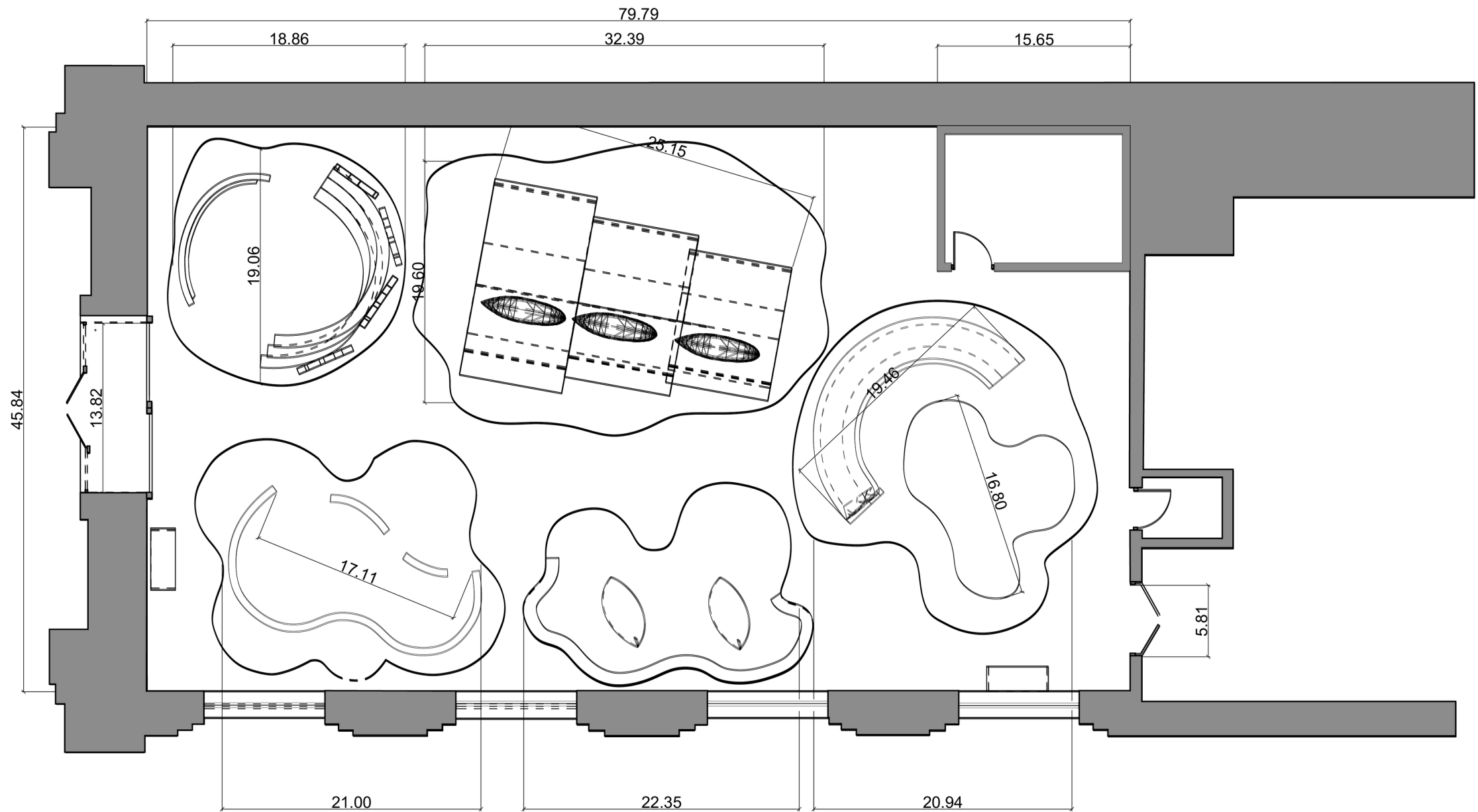


1

Technical Plan

1/8"=1'-0"

Dimension Plan

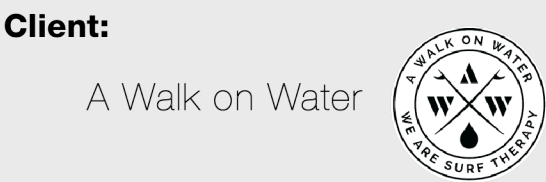


1 **Dimension Plan**
1/8"=1'-0"

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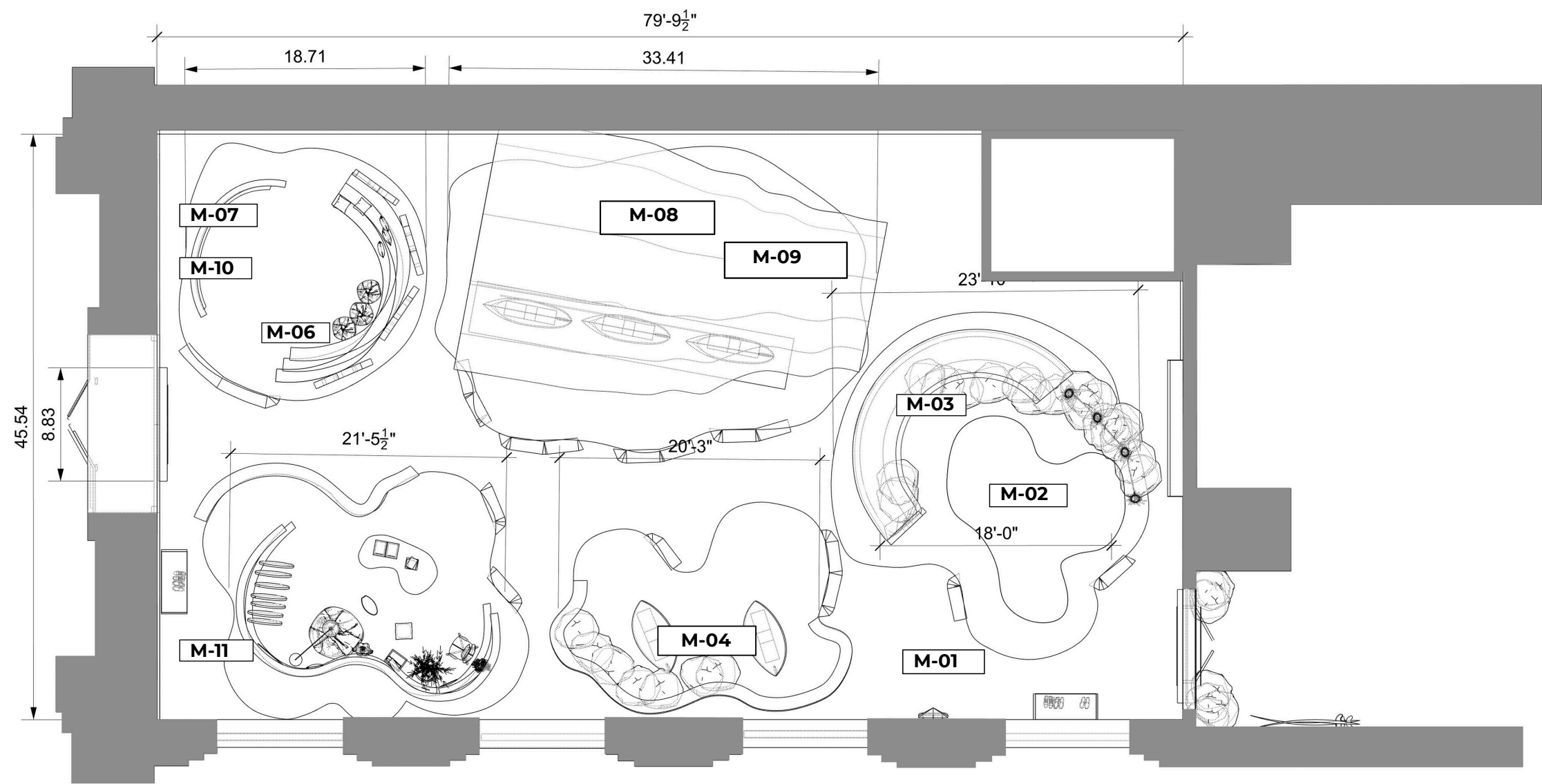
Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.04

Material Plan

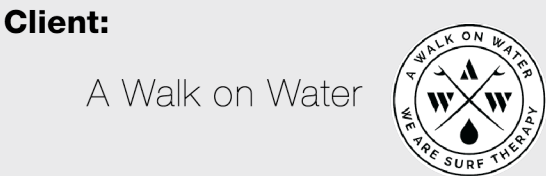


1 Material Plan
1/8"=1'-0"

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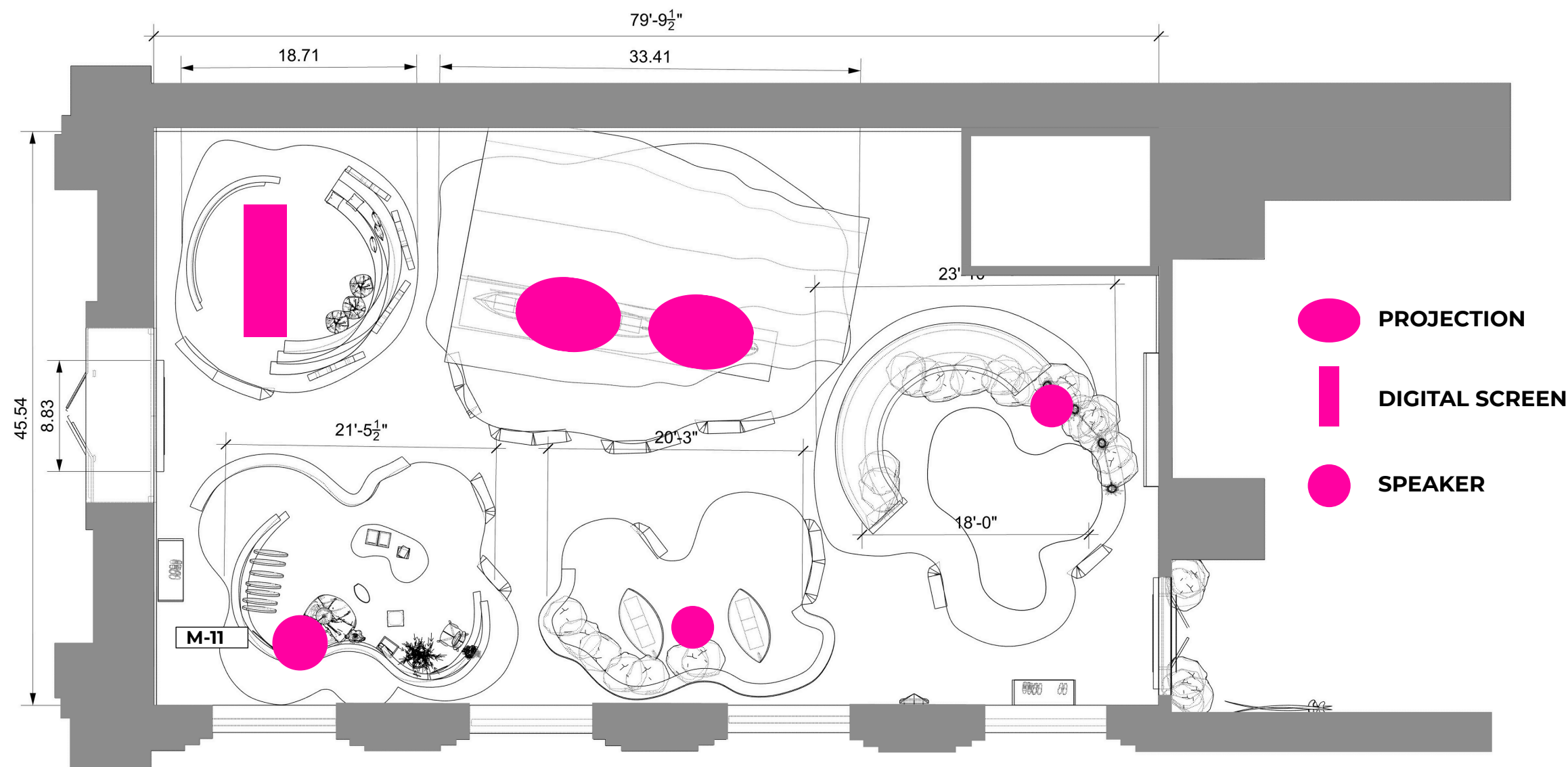
Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.05

AV PLAN



1 AV Plan
1/8"=1'-0"

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Project:



Client:

A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

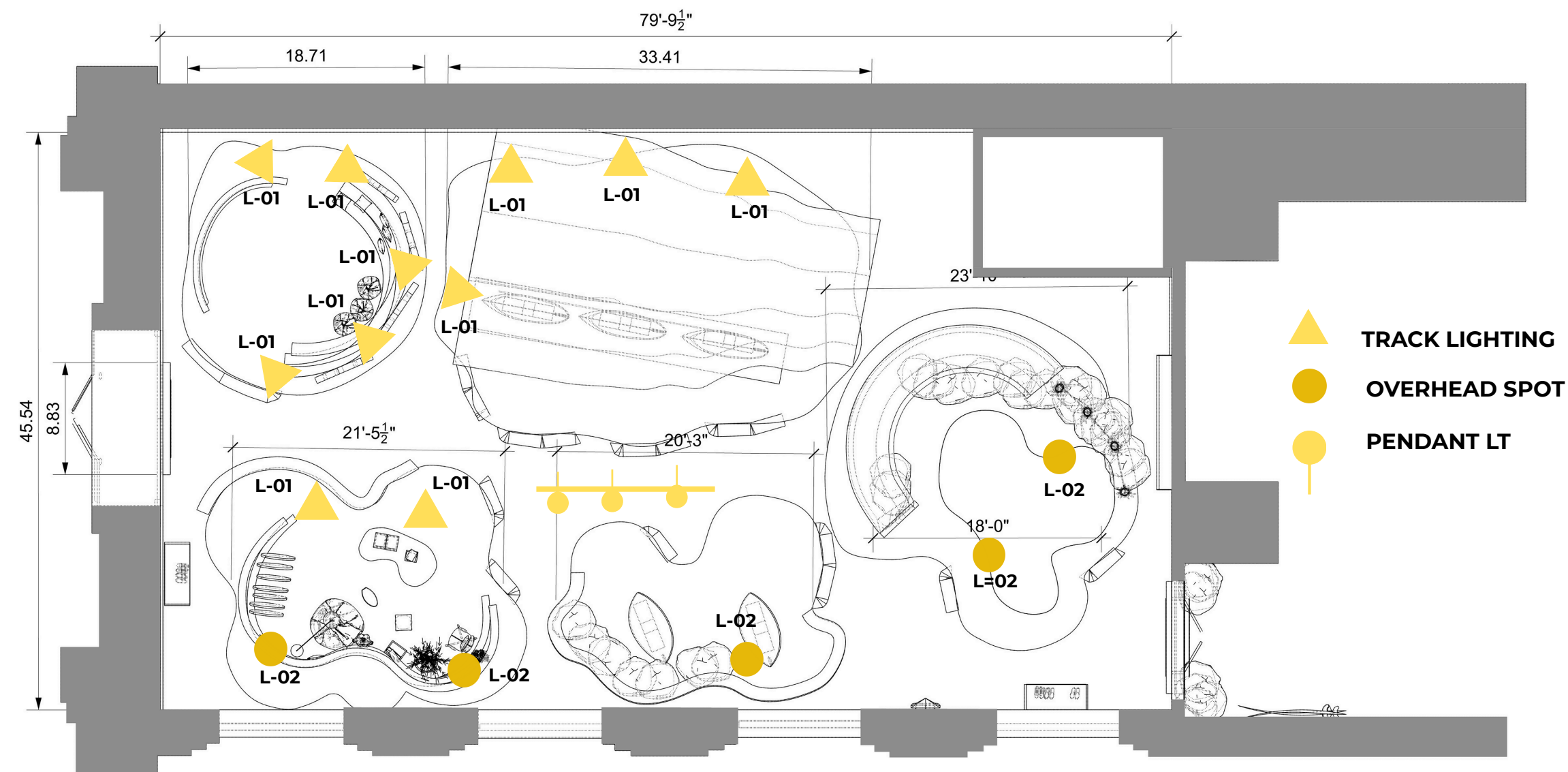
Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.05

Lighting Plan



1 Light Plan
1/8"=1'-0"

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Client:

A Walk on Water



Site: Daryl Roth Theatre

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Designer: Carrie Mendoza

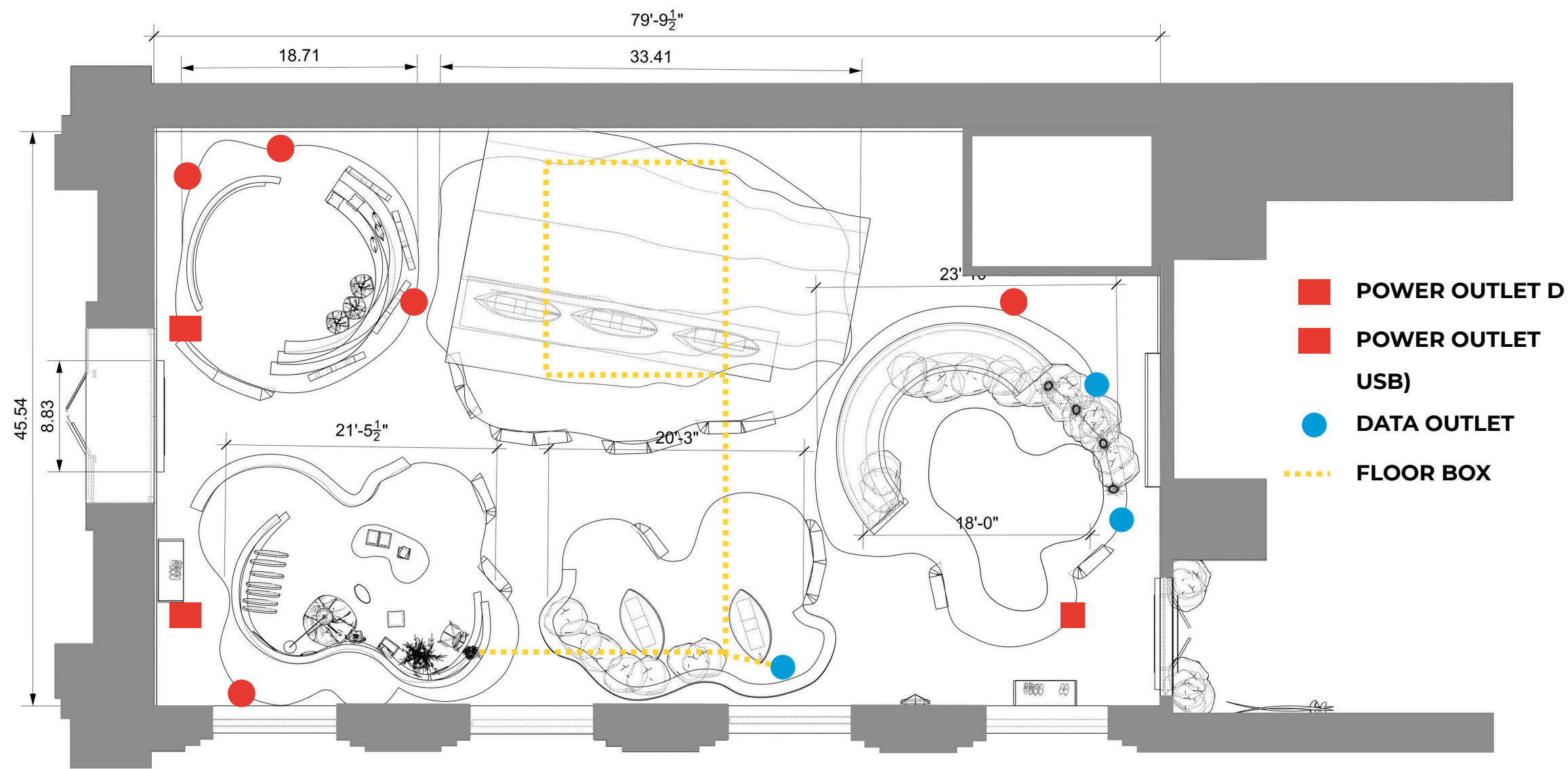
Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.06

Power & Data Plan



1 Power and Data Plan
1/8"=1'-0"

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Project:



Client:

A Walk on Water



Site: Daryl Roth Theatre

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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.03.07



GRAPHIC SYSTEM

2025 CAPSTONE THESIS PROJECT

Visual Communication Brief

Laguna Rise blends the nostalgic energy of the late 1980s-1990s surf culture. But also adding a bit of early 2000s surf culture. This exhibition’s language is rooted in accessibility, emotional well-being, and full immersion. The visual system merges bold retro surf graphics with soft gradients, tactile textures, and movement-based imagery to evoke the feeling of a rising wave. Visitors feel invited, empowered, and alive.

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Project:



Client:

A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.01

Look and Feel



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Project:



Client:

A Walk on Water



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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.02

Color Palette

Primary

PANTONE: 7700 C

#145c77
RGB (20,92,119)
C:83
M: 34
Y:17
K: 42

PANTONE: 1365 C

#fcb03c
RGB (252,176,60)
C: 0
M: 35
Y:79
K: 1

PANTONE: 7702 C

#48a3c2
RGB (72,163,194)
C: 63
M: 16
Y: 7
K: 0

PANTONE: 7457 C

#b4d9e0
RGB(180,217,224)
C: 22
M: 6
Y: 6
K: 0

Secondary

PANTONE: 7401 C

#eed8a3
RGB (238,216,163)
C: 6
M: 11
K: 39
K: 0

PANTONE: 475 C

#ecd6c0
RGB (236,214,192)
C: 6
M: 13
Y: 21
K: 0

PANTONE: 7702 C

#d69e69
RGB(214,158,105)
C: 16
M:45
Y: 65
K: 1

PANTONE: 367 C

#97c153
RGB(151,193,83)
C: 39
M: 0
Y: 57
K: 0

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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.03

Typology

Laguna Rise FF DAX

Medium

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Wide

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Extra Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.04

Visual Identity

The final logo choice was heavily inspired from vintage surf magazine-brands with bright choice of colors.

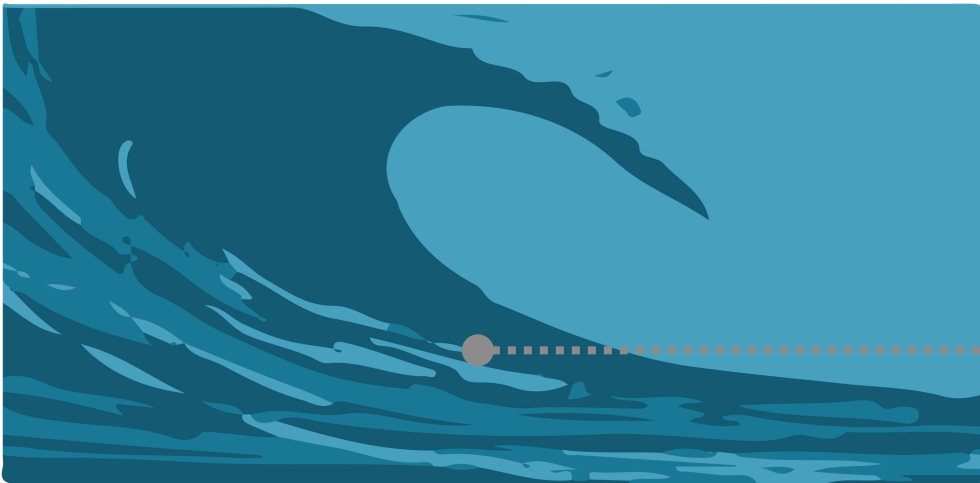


Final Logo Identity

Original Image
Inspiration



Main Color
CMYK: fbb03c



Inverted Wave Pattern

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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.05

Collateral



Surf Wax



Sticker



T-Shirts

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Client:

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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.06

Exhibition Poster



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Project:



Client:

A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

Scale:

Drawing Name:

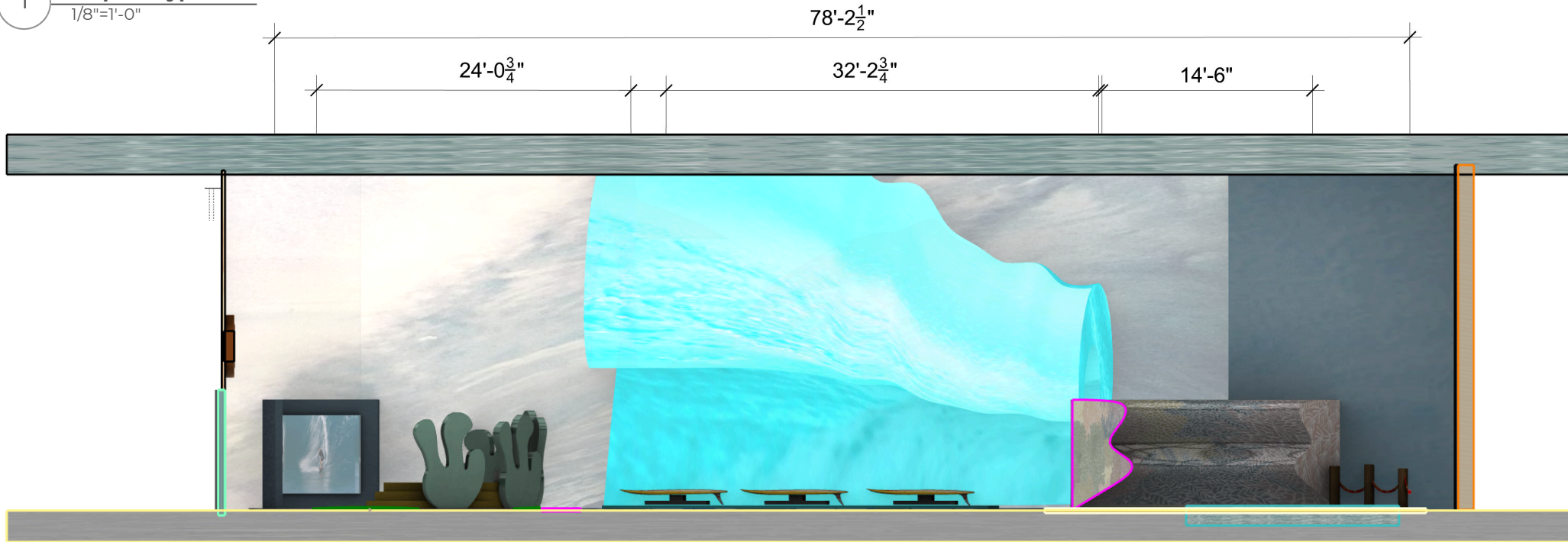
Date: 12/10/15

Drawing No: EX.04.07

Graphic Typical



1 Graphic Typical
1/8"=1'-0"

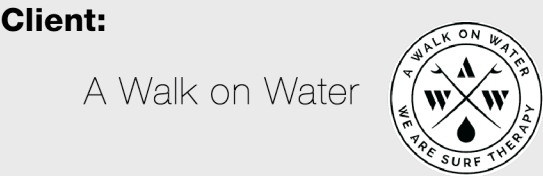


2 Graphic Typical
1/8"=1'-0"

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Site: Daryl Roth Theatre
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Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.04.08

Graphic Elevation



1 Wipe Out Stories Graphic Wall
1/8"=1'-0"

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A Walk on Water



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Designer: Carrie Mendoza

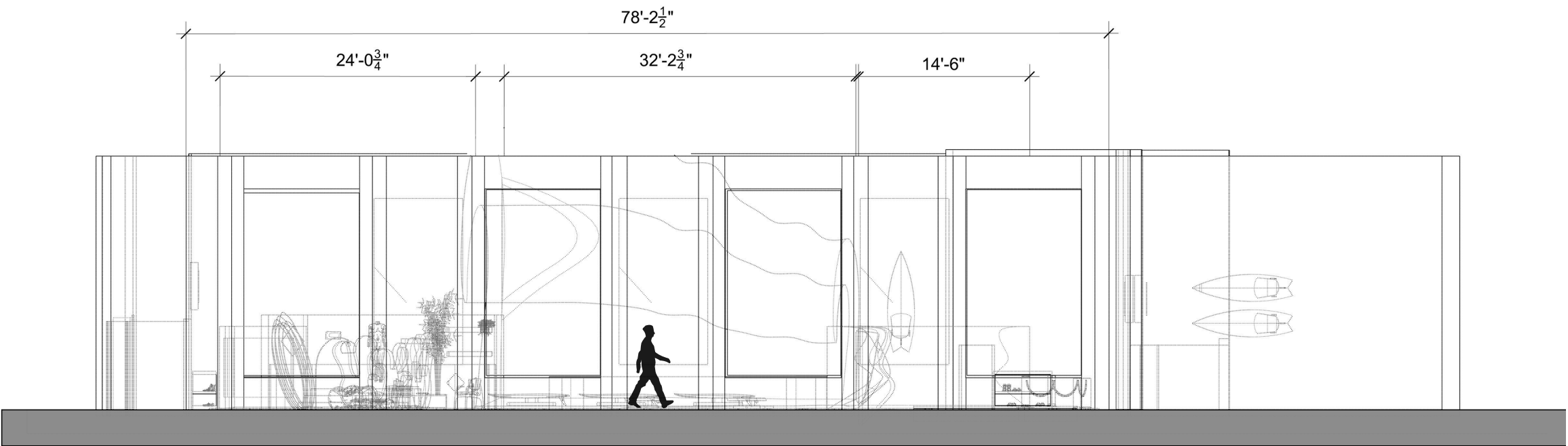
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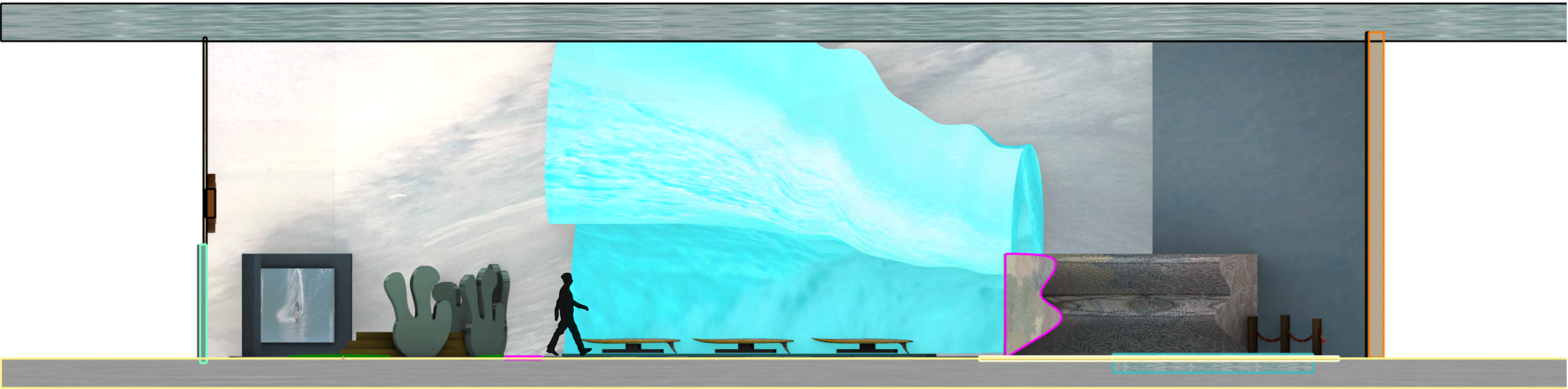
Date: 12/10/15

Drawing No: EX.04.09

Long Elevation



1 Long Elevation
1/8"=1'-0"



1 Long Elevation Render
1/8"=1'-0"

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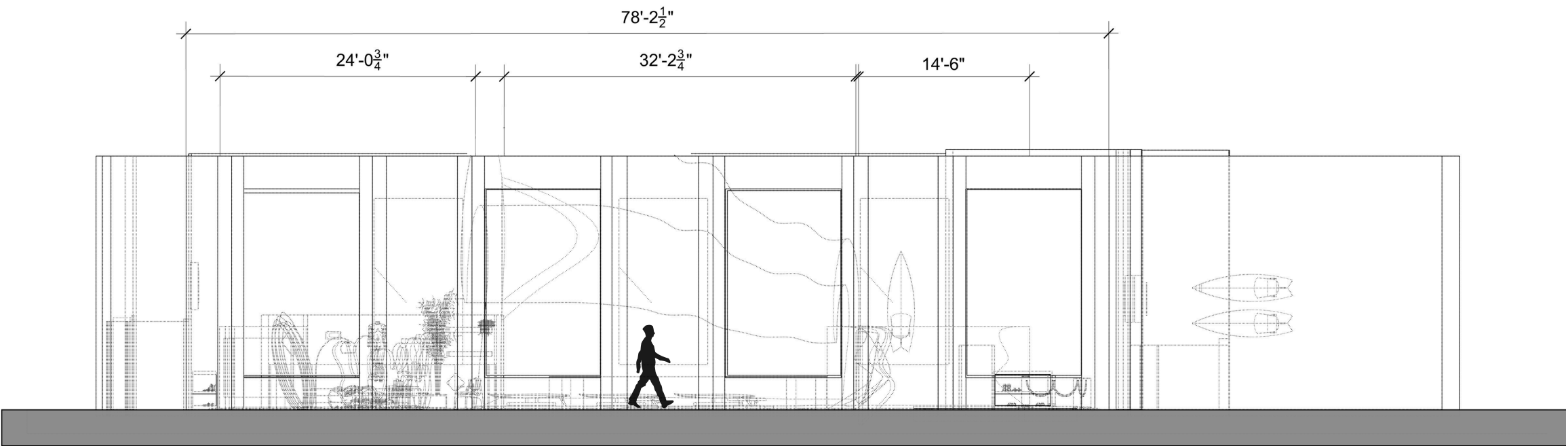
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Drawing Name:

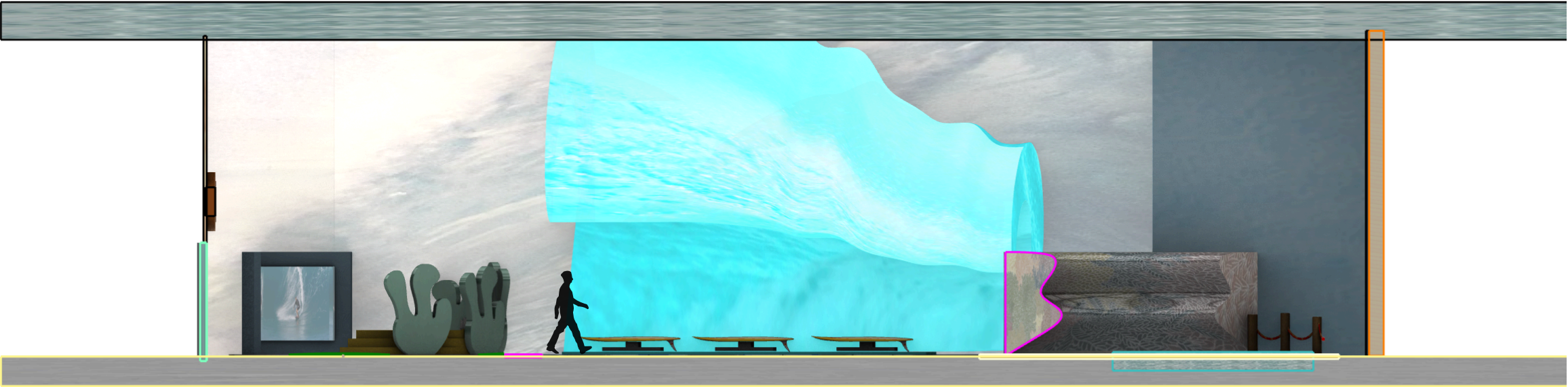
Date: 12/10/15

Drawing No: EX.04.10

Long Elevation



1 Long Elevation
1/8"=1'-0"



1 Long Elevation Render
1/8"=1'-0"

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Client:

A Walk on Water

The logo for 'A Walk on Water' is a circular emblem. It features a stylized figure of a person walking on a wave. The text 'A WALK ON WATER' is written around the top inner edge of the circle, and 'WE ARE SURF THERAPY' is written around the bottom inner edge.

Site: Daryl Roth Theatre
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Designer: Carrie Mendoza

Scale:

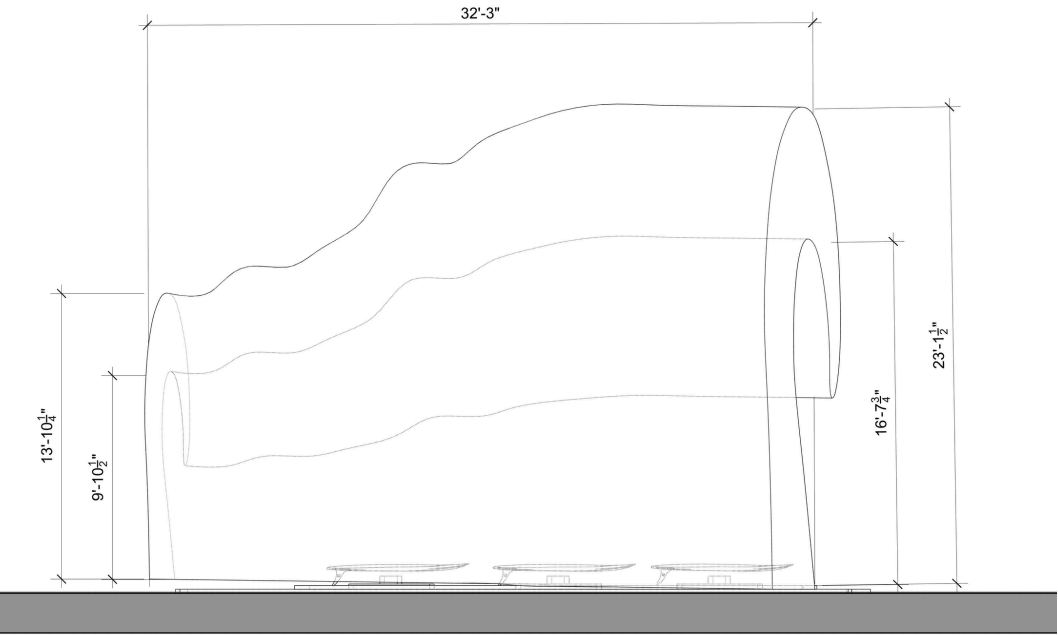
Drawing Name:

Date: 12/10/15

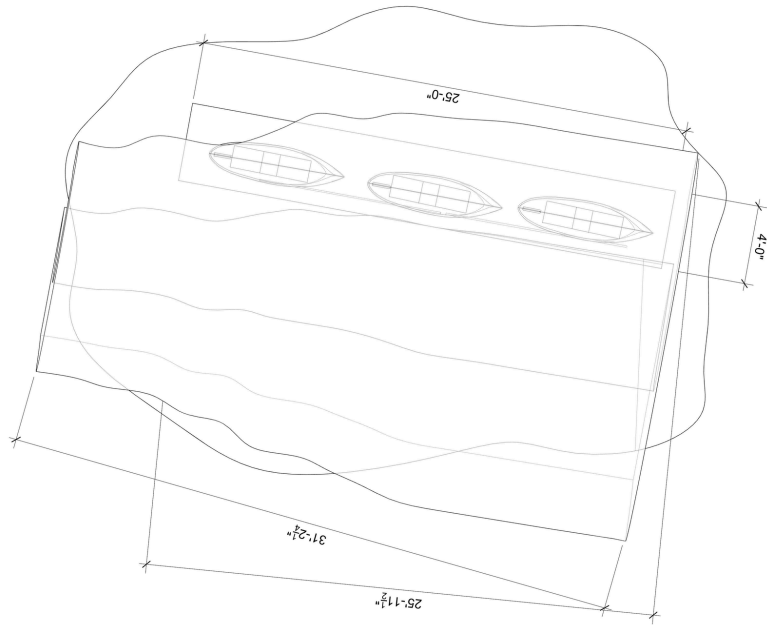
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EXHIBIT DETAILS

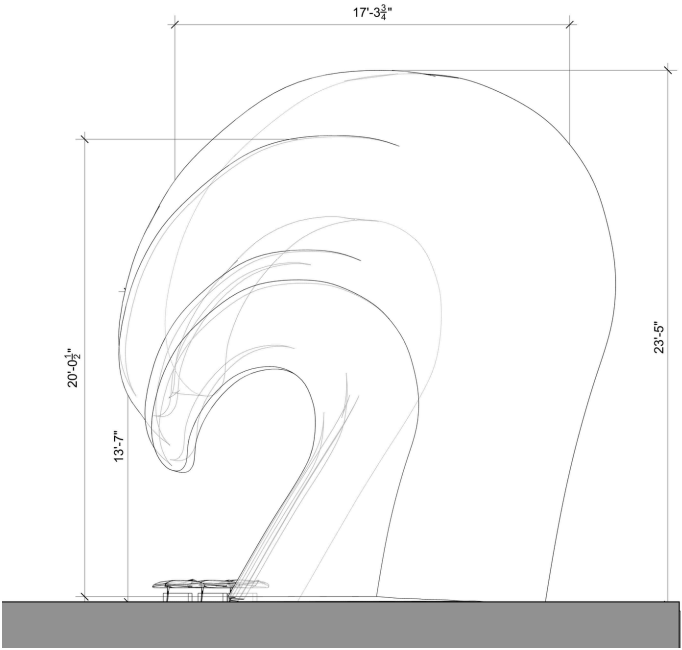
Big Wave



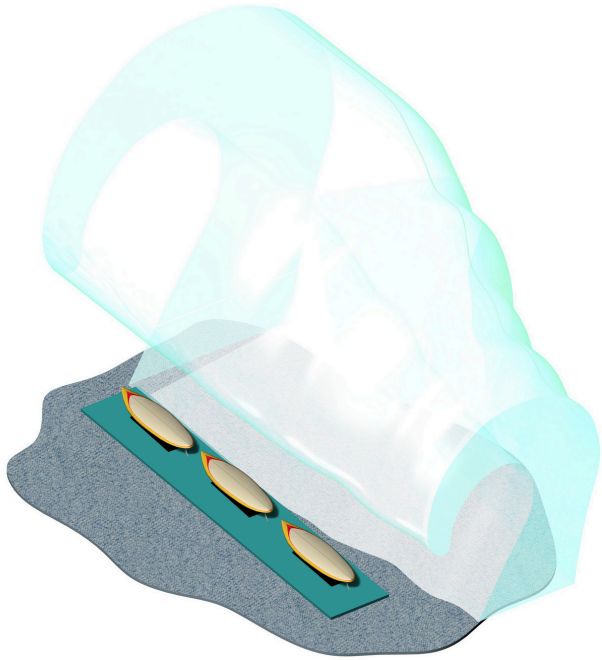
1 Long Elevation
1/8"=1'-0"



1 Plan View
1/8"=1'-0"



1 Short Elevation
1/8"=1'-0"

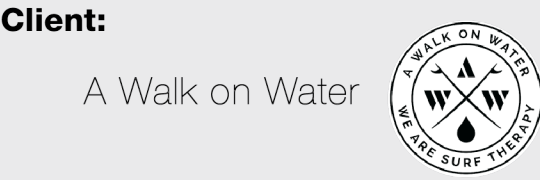


1 Axonometric
1/8"=1'-0"

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NEW YORK, NY 10011

Not for Construction:

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Site: Daryl Roth Theatre
101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

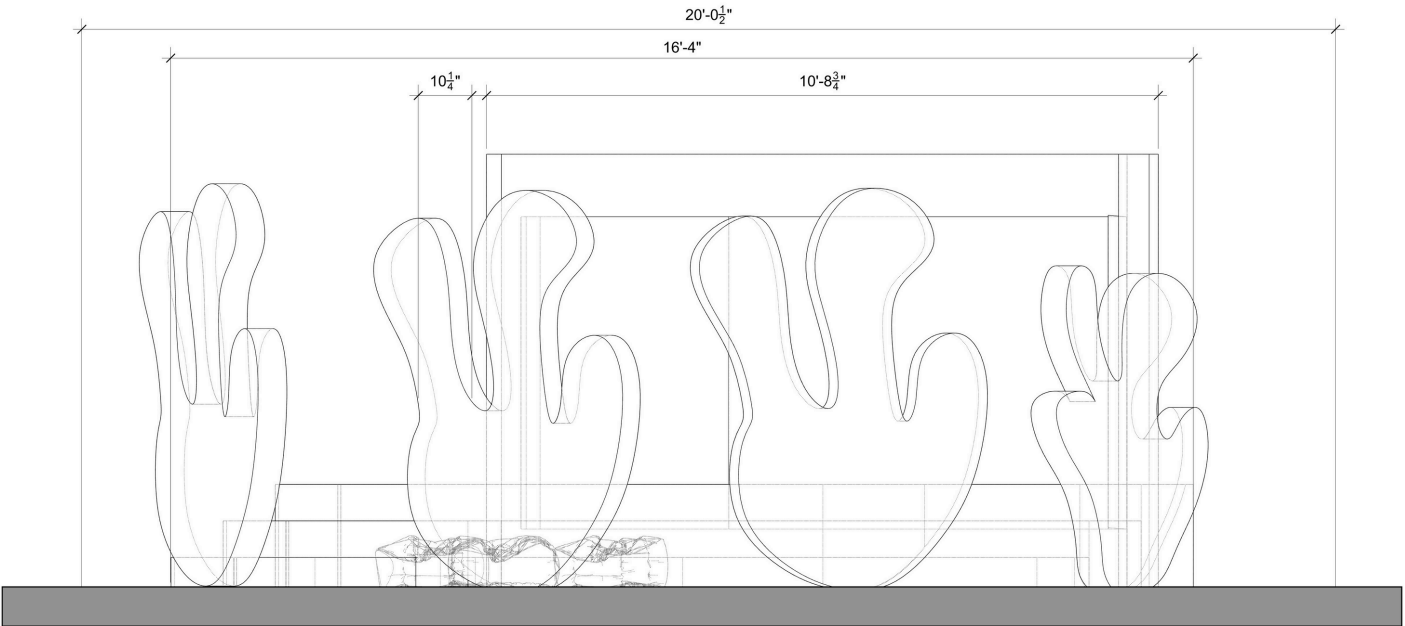
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Drawing Name:

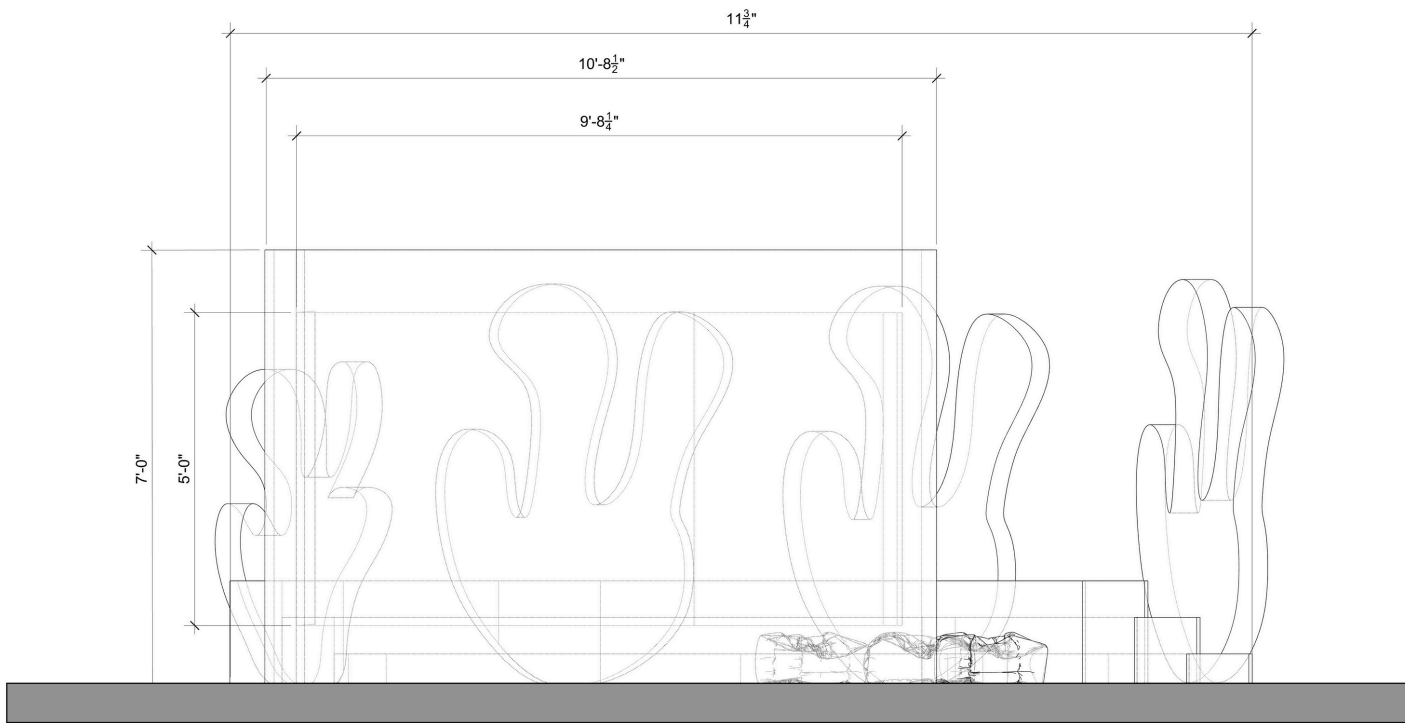
Date: 12/10/15

Drawing No: EX.05.01

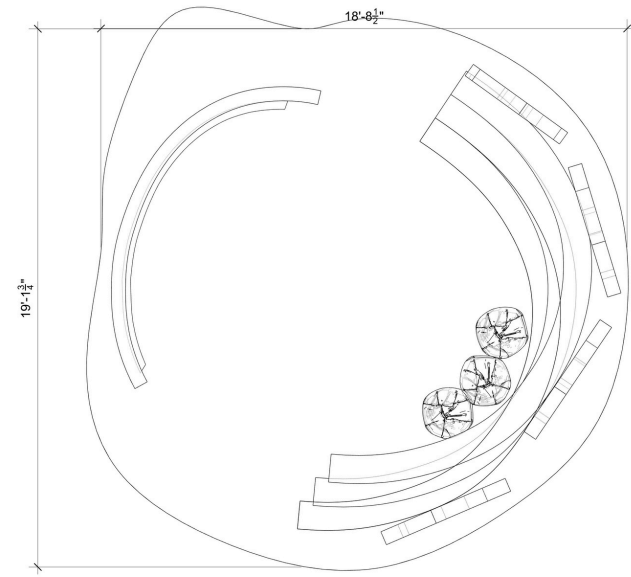
Wipe Out Stories



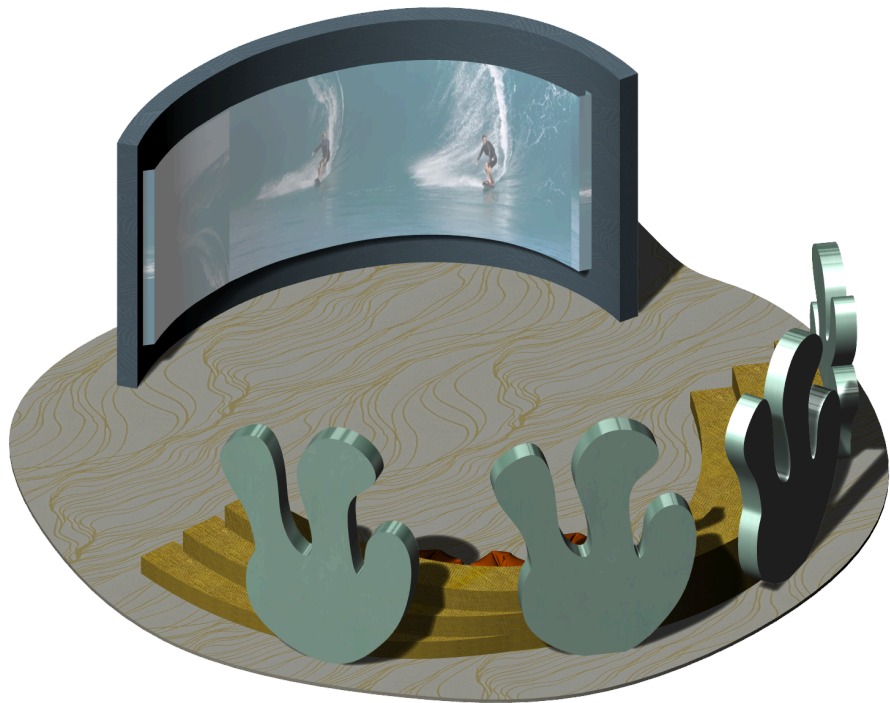
1 Long Elevation
1/8"=1'-0"



2 Long Elevation
1/8"=1'-0"



1 Plan View
1/8"=1'-0"



1 Axonometric
1/8"=1'-0"

Carrie Mendoza

The Fashion Institute of Technology

SCHOOL OF GRADUATE STUDIES
272 WEST 27TH STREET
NEW YORK, NY 10011

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Project:



Client:

A Walk on Water



Site: Daryl Roth Theatre

101 E 15th St, New York, NY 10003

Designer: Carrie Mendoza

Scale:

Drawing Name:

Date: 12/10/15

Drawing No: EX.05.02