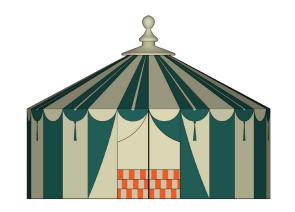


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2026

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**EMILY POULIS** 

SPRING

THESIS CAPSTONE

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EX.02.02	MATERIAL / AV / LIGHTING SCHEDULE	EX.05.10	ELEVATIONS AND DETAILS, THE BIG TOP

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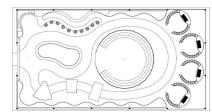
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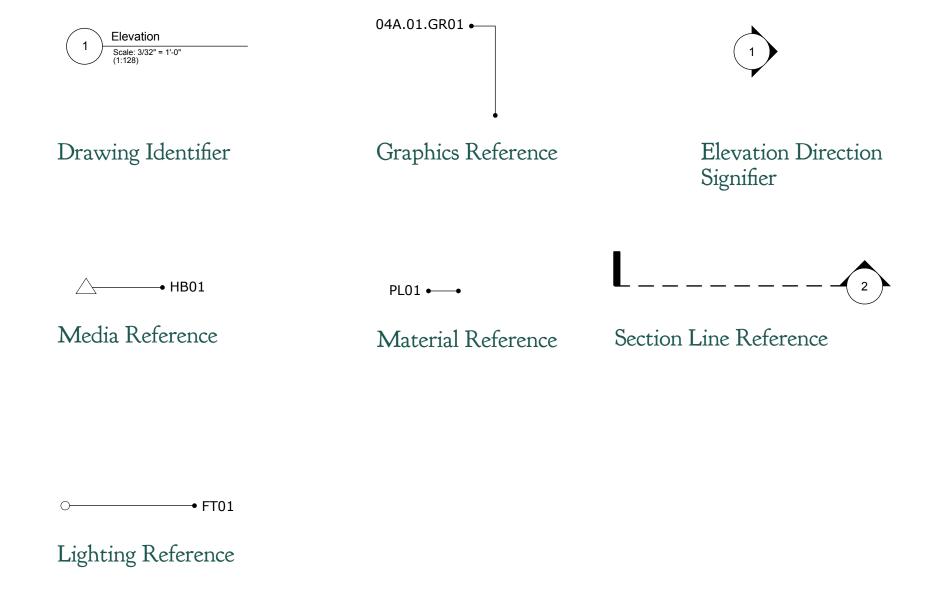
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DRAWING INDEX

DRAWING NO. EX.00.01



# Symbol List



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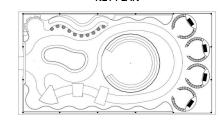
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DRAWING NAME
SYMBOL LIST

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# Exhibit Executive Summary

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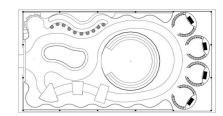
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DRAWING NAME

EXECUTIVE SUMMARY TITLE PAGE

DRAWING NO. EX.01.00



# Thesis Statement

The most memorable experiences don't just pass through time, they shape how time is felt, perceived, and remembered.

This research positions exhibitions as a time-based medium, exploring how embodied tactics like movement, sensory shifts, and curated intensity can influence visitors' state of mind, guide attention, and heighten emotional engagement. By understanding time as both a design material and a perceptual factor, this work helps designers craft dynamic, ethically grounded experiences that sustain curiosity, balance excitement and calm, and leave visitors with vivid, lasting impressions.

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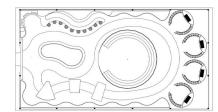
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DRAWING NAME

THESIS STATEMENT

DRAWING NO. EX.01.01



# Conceptual Approach / Big Idea

Herbs and spices are nature's original performers, each with a role and an energy that transforms how we taste and how we feel. Herb Circus is an immersive, sensory-rich experience that spotlights these ingredients as dynamic characters, inviting chefs, food lovers, and curious home cooks to explore both their bold flavors and their time-honored healing properties. Through playful storytelling and hands-on discovery, visitors leave inspired, informed, and empowered to use herbs for both joy and nourishment.

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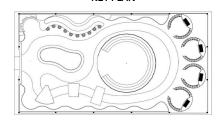
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DRAWING NAME
CONCEPTUAL APPROACH / BIG IDEA

DRAWING NO. EX.01.02



# Concept Diagram / Content Outline

# Herbs and Spices

Where do they come from?

What do they do?

How do we use them?

Herbs and spices persist because they've been useful throughout evolution.

Herbs and spices have long been woven into human rituals and traditions.

Herbs and spices remain echoes of nature's pharmacy.

Herbs and spices are gentle, yet powerful.

Herbs and spices can help you achieve balance.

Herbs and spices can help you connect to your culture.

Herbs and spices as sensory keys to memory.

Herbs and spices can be your new secret weapon.

Where will herbs and spices take you?

History

Science

Origins

Healing Properties

Unique Flavors

Archetypes

Cooking Demonstration

Personal Participation

Herb Spectacle

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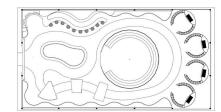
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DRAWING NAME
CONCEPT DIAGRAM / CONTENT

DRAWING NO.

EX.01.03



# Project Goals

- To offer chefs and foodies a direct experience with Frontier Co-op's line of herbs and spices.
- To create an immersive indoor/outdoor exhibition that positions herbs as cultural, sensory, and healing agents.
- To demonstrate how pacing, anticipation, and resolution can be designed into experiences, linking the rhythms of herbs and cooking to the perception of time.
- To partner with Frontier Co-op and Glynwood to highlight sustainable food systems and the value of investing in real food and real community.

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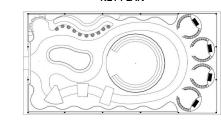
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DRAWING NAME
PROJECT GOALS

DRAWING NO. EX.01.04



# **Education Goals**

- To deepen public understanding of herbs' histories, healing properties, and cultural symbolism through embodied learning methods such as dance, performance, and cooking.
- To encourage visitors to connect herbs with broader ideas of sustainability, ritual, and wellness.
- To model alternative modes of learning beyond static displays, showing how sensory and emotional engagement can improve knowledge retention.

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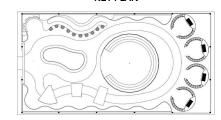
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DRAWING NAME
EDUCATION GOALS

DRAWING NO. EX.01.05



# Experience Goals

- To guide visitors on a meandering path that creates a temporal arc: anticipation, crescendo, and resolution.
- To use performance, food, and space to shape moments of excitement and calm, allowing visitors to feel how time can stretch, compress, and suspend.
- To leave participants with not only memorable experiences of taste, sound, and movement but also a renewed sense of fulfillment in how time invested in food and community enriches life.

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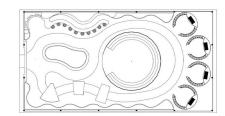
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EXPERIENCE GOALS

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# Audience

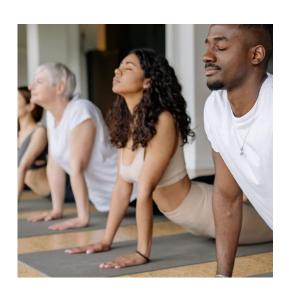
Primary
Food and Culinary
Enthusiasts



Recharger

Facilitator

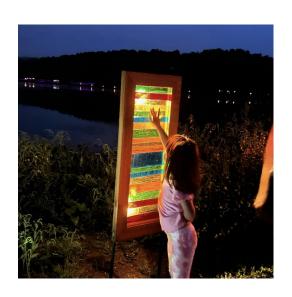
Secondary
Wellness and
Community Seekers



Explorer

Professional / Hobbyist

# Tertiary Nature and Art Lovers



Experience Seeker

Explorer

Recharger

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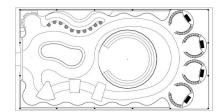
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DATE

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DRAWING NAME AUDIENCE

DRAWING NO. EX.01.07

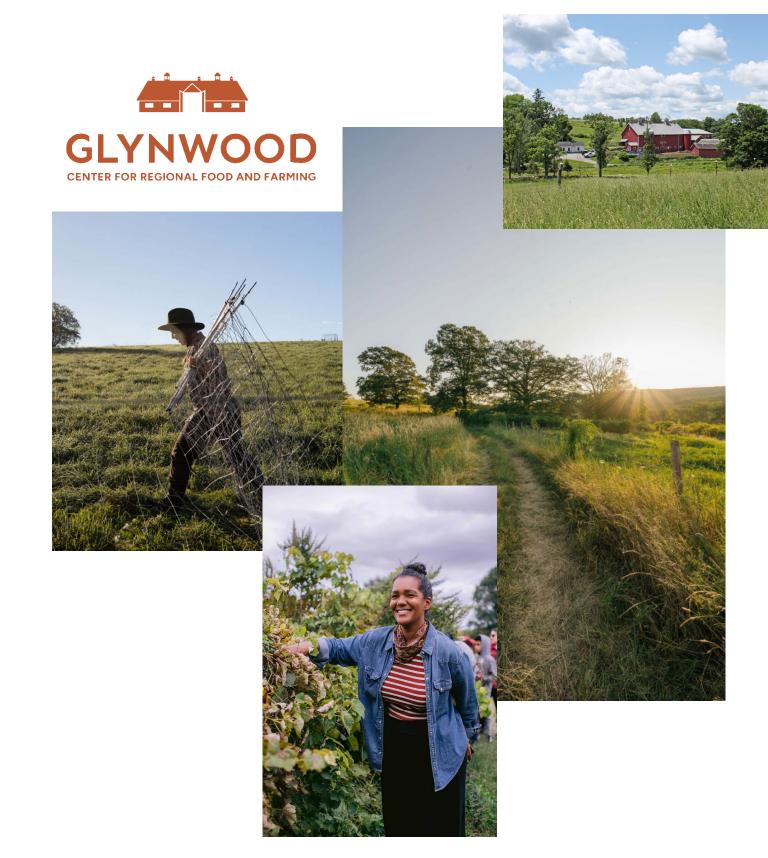


# Venue / Client

Glynwood Farm Coldspring, NY

Nonprofit organization based in Cold Spring, NY, dedicated to supporting small and midscale farmers and strengthening regional food systems.

Glynwood's mission is to cultivate just and resilient food systems so that farmers, land, and communities thrive. Glynwood envisions a future where regional food systems nourish people, restore ecosystems, and support equitable opportunity for all.



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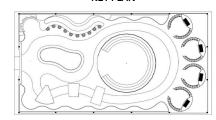
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VENUE / CLIENT

DRAWING NAME

DRAWING NO. EX.01.08



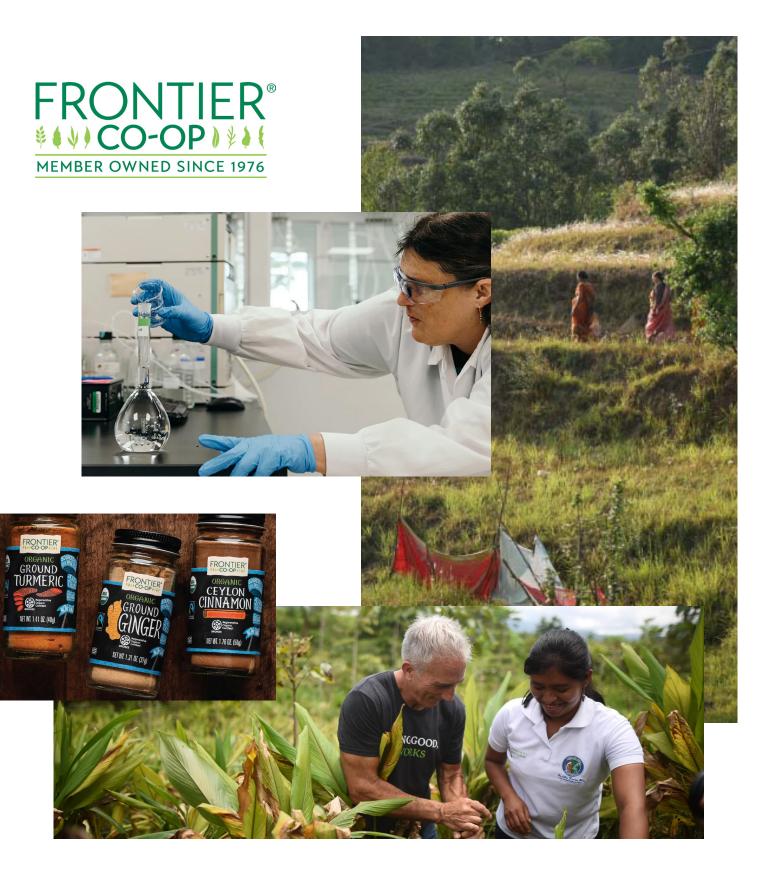
# Client / Sponsor

# Frontier Co-op

Member-owned cooperative dedicated to sourcing organic herbs, spices, and botanicals through sustainable and ethical practices.

Frontier Co-op's mission is to provide the highest-quality herbs, spices, and botanicals while creating meaningful opportunities that improve the lives of growers, employees, and their communities.

Frontier Co-op envisions a world where business is a force for good, driving sustainability, equity, and well-being for people and the planet.



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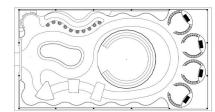
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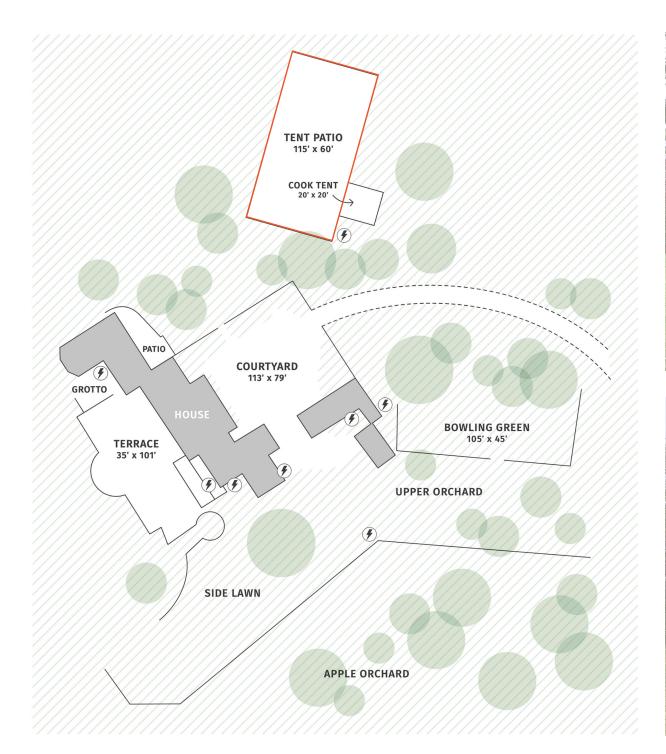
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CLIENT / SPONSOR

DRAWING NO. EX.01.09



# Site Plan







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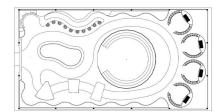
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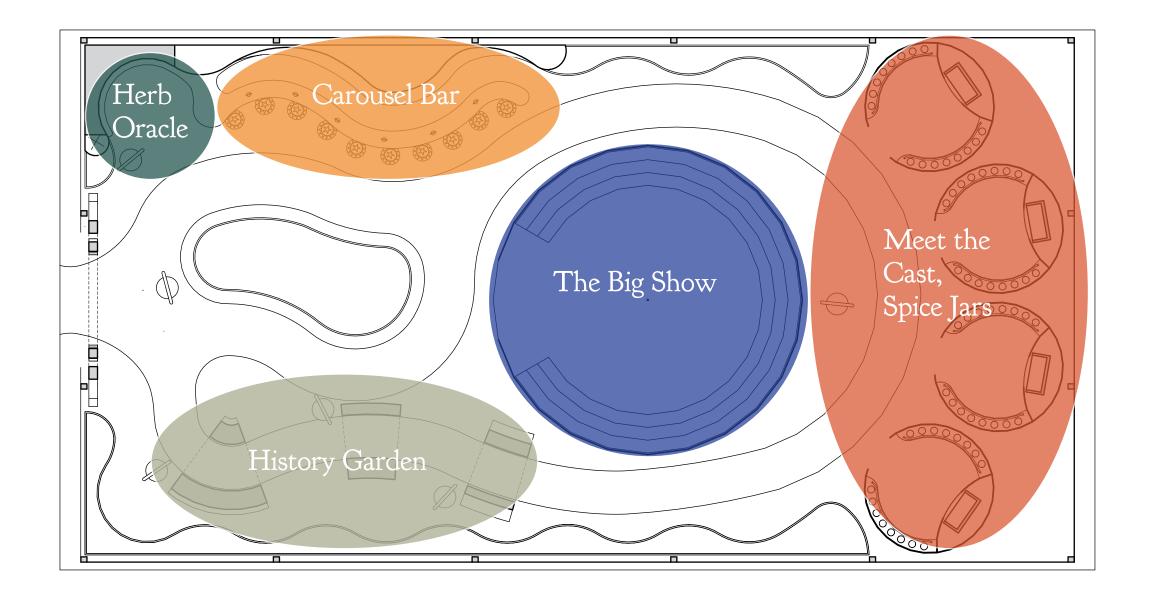
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DRAWING NAME SITE PLAN

DRAWING NO. EX.01.10



# Simplified Plan



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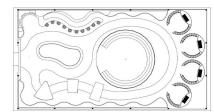
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DRAWING NAME

SIMPLIFIED PLAN

DRAWING NO. EX.01.11



# Exterior



The exterior sets the stage for the entire experience. Visitors first approach a bright, striped circus world nestled inside a greenhouse-like structure which blends the natural setting of Glynwood Farm with the playfulness of a circus environment. As they walk up, the colorful tents and herb-filled planters encourage them to look in and start to feel the transition from the farm into the world of the circus.

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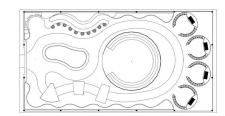
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DRAWING NAME EXPTERIOR

DRAWING NO. EX.01.12



# Introduction



Guests begin their journey at a simple but inviting entry moment: a large sign that reads, "Welcome to the Herb Circus. Wander through the tents, meet the characters, and let them guide you toward new flavors and little moments of discovery." This opening gesture sets the tone for the entire experience and inspires a playful and curious environment that is rooted in the idea that herbs can guide us through flavor and be part of our healing journey.

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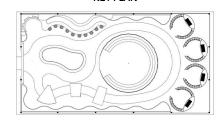
STATUS

100% DD

DECEMBER 6, 2025

DRAWING NAME INTRODUCTION

DRAWING NO. EX.01.13





A meandering path where visitors discover the origin story of herbs both on Earth and in human culture. Oversized plants and botanical paths introduce how herbs evolved over millions of years, how their chemical defenses became the aromas and flavors we use today, and how different cultures adopted them across time.

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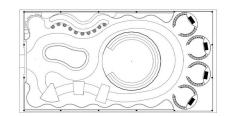
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DRAWING NAME
HISTORY GARDEN 1

DRAWING NO. EX.01.14





Each herb in this garden has a speaker inside, offering deeper storytelling through three chapters: Bay Leaf (Origins & planetary evolution of herbs), Ginger (How early humans began using herbs for healing and rituals), Chili (How we continue to innovate with herbs today).

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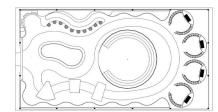
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DATE

**DECEMBER 6, 2025** 

DRAWING NAME
HISTORY GARDEN 2

DRAWING NO. EX.01.15





See: Oversized herbs, meandering path, plant signs.

Do: Follow the path, listen to the herb narrators, explore the three chapters.

Learn: How herbs developed scientifically, how humans adopted them, and how these plants continue to shape healing, culture, and everyday flavor.

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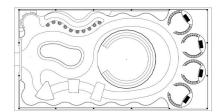
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DRAWING NAME
HISTORY GARDEN 3

DRAWING NO. EX.01.16





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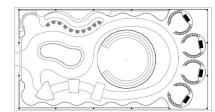
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DRAWING NAME **HISTORY GARDEN 4** 

> DRAWING NO. EX.01.17



# Spice Jars



Giant, walk-in jars let visitors step inside an herb's world. Each jar contains live herbs to touch and smell, creating a sensory micro-environment tied to one of the four circus archetypes. Inside, a Holobox holographic character, like The Aerialist for Calm & Sleep, comes to life, guiding visitors through their herb family and showing how to use them at home.

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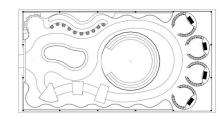
DECEMBER 6, 2025

DRAWING NAME
MEET THE CAST, SPICE JARS 1

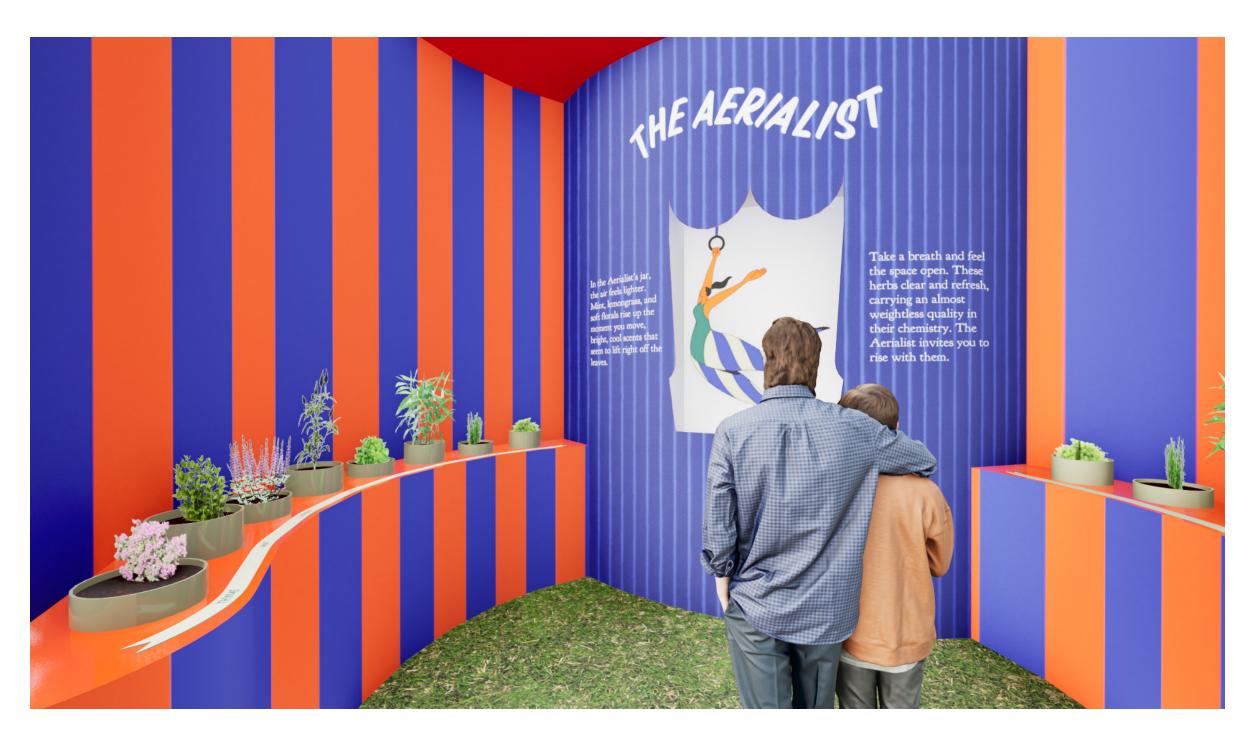
DRAWING NO.

KEY PLAN

EX.01.18



# Spice Jars



See: Monumental spice jars, character holograms, living herbs.

Do: Touch and smell herbs, listen to the Holobox's story and knowledge.

Learn: How each archetype reflects a type of herbal support (protection, nourishment, calm, and energy) and how to bring those herbs into your life.

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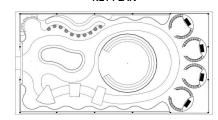
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**DECEMBER 6, 2025** 

DRAWING NAME
MEET THE CAST, SPICE JARS 2

DRAWING NO. EX.01.19



# Spice Jars



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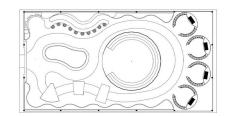
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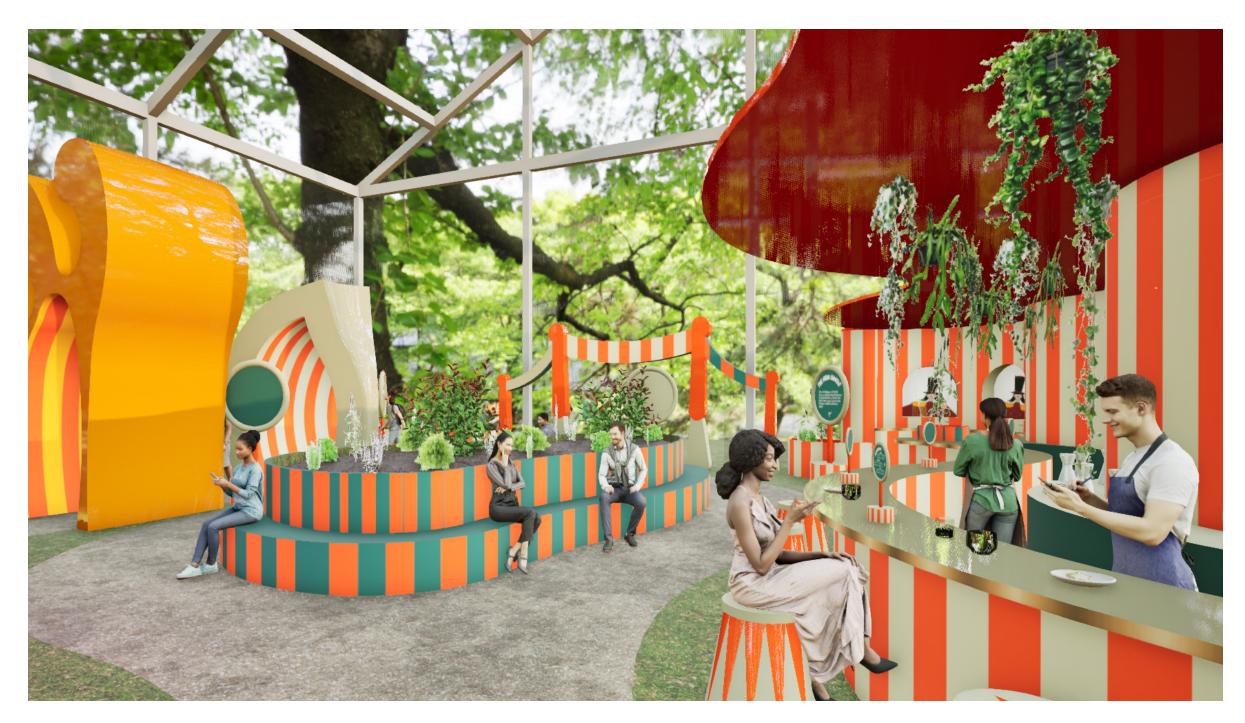
DECEMBER 6, 2025

DRAWING NAME
MEET THE CAST, SPICE JARS 3

DRAWING NO. EX.01.20



# The Carousel Bar



A winding bar inspired by a circus midway, where guests can choose between teas, cocktails, and small treats crafted to represent each herbal circus archetype.

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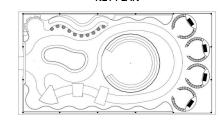
STATUS 100% DD

DATE

DECEMBER 6, 2025

DRAWING NAME **CAROUSEL BAR 1** 

> DRAWING NO. EX.01.21



# The Carousel Bar



See: A winding bar, themed menus, whimsical garnish elements.

Do: Choose a drink or bite based on mood or archetype, listen to mini lessons from the cast behind the bar.

Learn: How herbs influence energy, mood, and health and how flavor translates the personalities of the Strongman, Acrobat, Aerialist, and Juggler.

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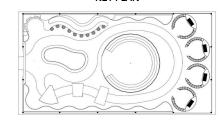
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DRAWING NAME
CAROUSEL BAR 2

DRAWING NO. EX.01.22



# The Carousel Bar



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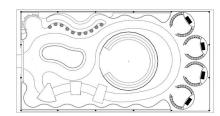
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DATE

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DRAWING NAME
CAROUSEL BAR 3

DRAWING NO. EX.01.23



# The Herb Oracle



A playful divination machine that types visitors into one of the four herbal archetypes. Push a button and the Oracle prints a card that reveals your archetype of the moment with a recipe based on that herb family's benefits.

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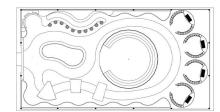
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STATUS 100% DD

DATE **DECEMBER 6, 2025** 

DRAWING NAME THE HERB ORACLE 1

> DRAWING NO. EX.01.24



# The Herb Oracle



See: Herb Oracle character in booth, button, herb card dispenser.

Do: Press the Oracle button, receive your type, collect your recipe card.

Learn: Which herbs support you right now and how to use them in a recipe.

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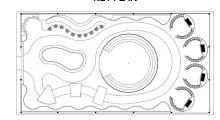
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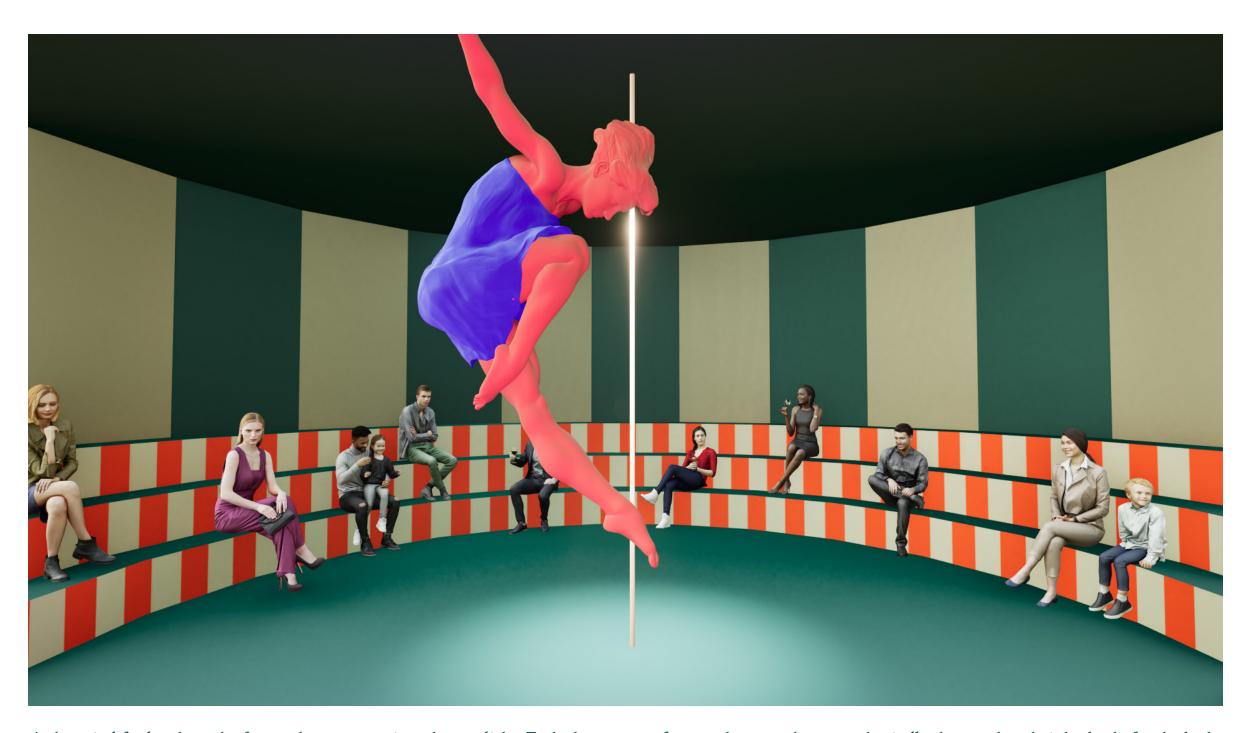
**DECEMBER 6, 2025** 

DRAWING NAME
THE HERB ORACLE 2

DRAWING NO. EX.01.25



# The Big Show



A theatrical finale where the four archetypes step into the spotlight. Each character performs a short act that metaphorically shows what their herbs do for the body and mind. The entire show is narrated by the Herb Oracle, tying the story together and leaving visitors with a sense of awe and a wealth of practical knowledge.

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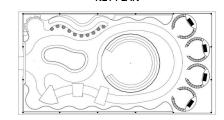
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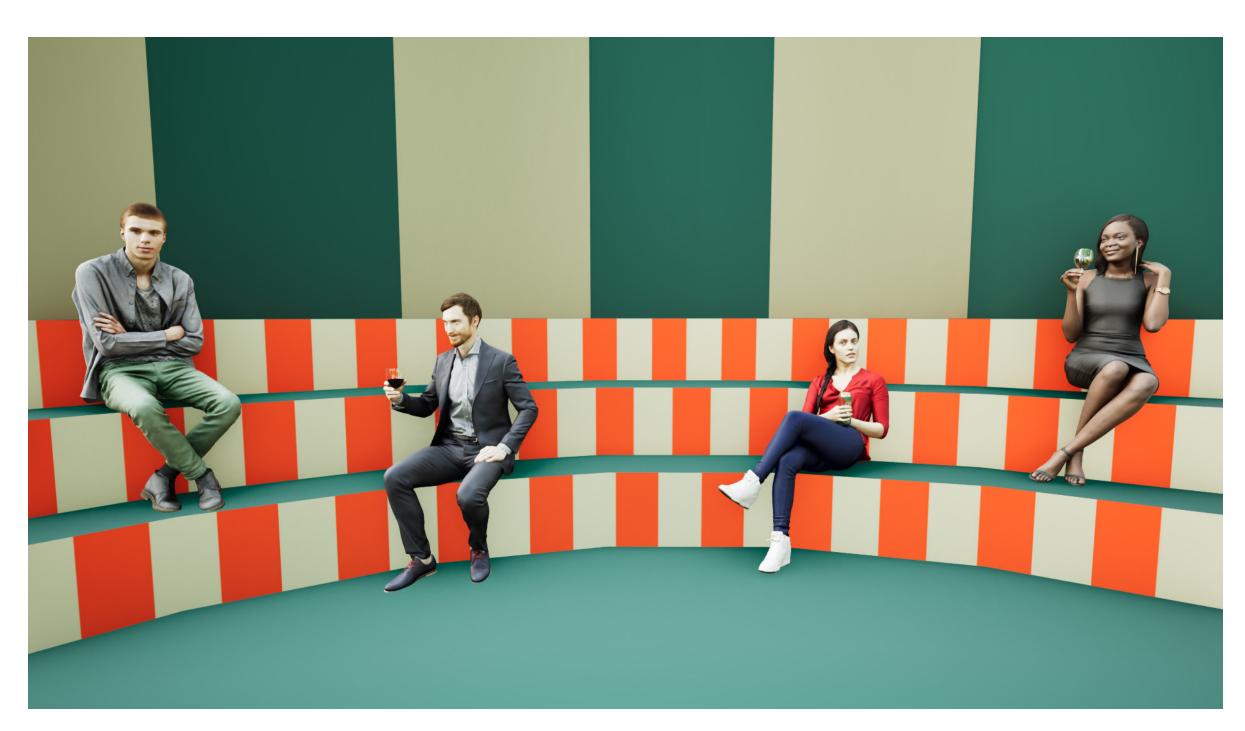
DECEMBER 6, 2025

DRAWING NAME
THE BIG SHOW 1

DRAWING NO. EX.01.26



# The Big Show



See: Lighting, soundscapes, and the four archetypes performing short acts.

Do: Watch the show while the Herb Oracle narrates in a storylike way.

Learn: Get a clear sense of what each herb group supports through the performance and narration.

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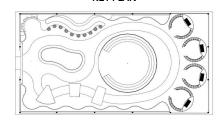
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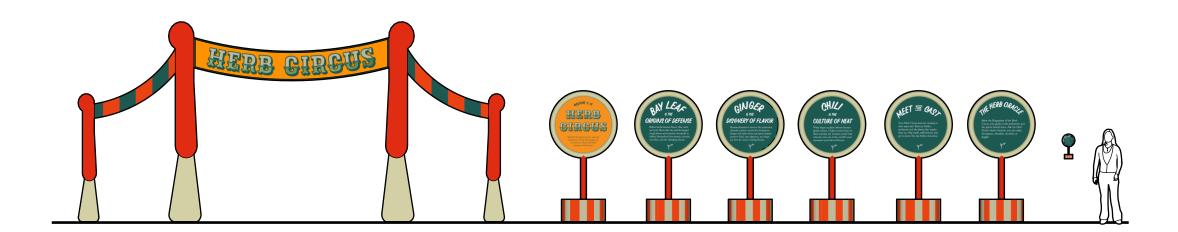
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DRAWING NAME
THE BIG SHOW 2

DRAWING NO. EX.01.27



# Graphic Type Family Render



















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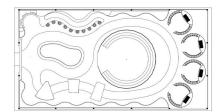
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DRAWING NAME
GRAPHIC TYPE FAMILY RENDER

DRAWING NO. EX.01.28



# Schedules and Lists

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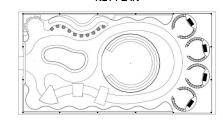
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DATE

DECEMBER 6, 2025

DRAWING NAME
SCHEDULES AND LISTS TITLE PAGE

DRAWING NO. EX.02.00



# Graphic Schedule

### **GRAPHIC SCHEDULE**

AREA 1: ENTRY	TYPE	DESCRIPTION
01A.01.GR01	A	Entry Arch
AREA 2: INTRO	TYPE	DESCRIPTION
02A.01.GR01	В	Entry Sign
AREA 2: HISTORY GARDEN	TYPE	DESCRIPTION
03A.01.GR01	В	Bay Leaf Sign
03A.02.GR01	В	Ginger Sign
03A.03.GR01	В	Chili Sign
AREA 3: MEET THE CAST JARS	TYPE	DESCRIPTION
04A.01.GR01	В	Meet the Cast Sign
04A.02.GR01	С	Stongman Jar Label
04A.02.GR02	D	Stongman Interior Graphic Panel
04A.02.GR03	F	Strongman Plant Labels
04A.03.GR01	С	Juggler Jar Label
04A.03.GR02	D	Juggler Interior Graphic Panel
04A.03.GR03	F	Juggler Plant Labels
04A.04.GR01	С	Aerialist Jar Label
04A.04.GR02	D	Aerialist Interior Graphic Panel
04A.04.GR03	F	Aerialist Plant Labels
04A.05.GR01	С	Acrobat Jar Label
04A.05.GR02	D	Acrobat Interior Graphic Panel
04A.05.GR03	F	Acrobat Plant Labels
AREA 4: BAR	TYPE	DESCRIPTION
04A.01.GR01	Е	Menus
AREA 5: HERB ORACLE	TYPE	DESCRIPTION
05A.01.GR01	В	Herb Oracle Sign

### **GRAPHIC TYPES**

TYPE	DESCRIPTION
A	ARCHWAY BANNER
В	AREA MARKER (STANDING SIGN)
С	GIANT VINYL LABEL
D	WALL VINYL LETTERING
Е	STANDING MENUS
F	RIBBON LABELS

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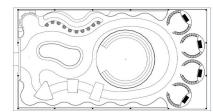
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DECEMBER 6, 2025

DRAWING NAME

GRAPHIC SCHEDULE

DRAWING NO. EX.02.01



# Material / AV / Lighting Schedule

### MATERIAL SCHEDULE

MATERIALS	TAG	DESCRIPTION
Turf	TF01	TFD 85 Spring Elite
Gravel	GR01	0.5 cu. ft. Bagged Mini Marble Chip Landscape Rock
Metal	MT01	Steel Frame
	MT02	Aluminium Frame
	MT03	Powder Coated Aluminium
	MT04	Spring Bronze 1-1/4"
Sheet Rock	SR01	1/4 in. x 4 ft. x 8 ft. Drywall
Clear Greenhouse Panels	CL01	8mm Clear Twinwall Polycarbonate Panel
Paint	PTO1	Benjamin Moore Element Guard™ Exterior Paint - Low Lustre Gallon Eggshell 2026-70
	PTO2	Benjamin Moore Impervex High-Gloss Base 4 Enamel Exterior and Interior
Vinyl	VN01	Tent Top, Full Digital Print
	VN02	Vinyl Decal
Plants	PL01	Provided by Frontier Co-op

### **AV SCHEDULE**

TYPE	TAG	DESCRIPTION
Hologram Box	HB01	Holobox
Speaker	SP01	Sonance - MAG8R - Mag Series 8" 2-Way In Ceiling Speakers - Paintable White

### LIGHTING SCHEDULE

TYPE	TAG	DESCRIPTION
Recessed Light	FT01	HALO 4 in. White Round Dimmable LED Canless Downlight
Uplights for Stage	FTO2	JMAZ MAD PAR 4IP 60W RGBWA+UV LED Battery Powered Outdoor Uplight

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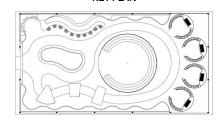
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DRAWING NAME

MATERIAL / AV / LIGHTING SCHEDULE

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# Plans and Sections

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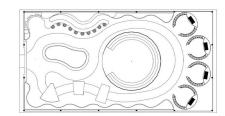
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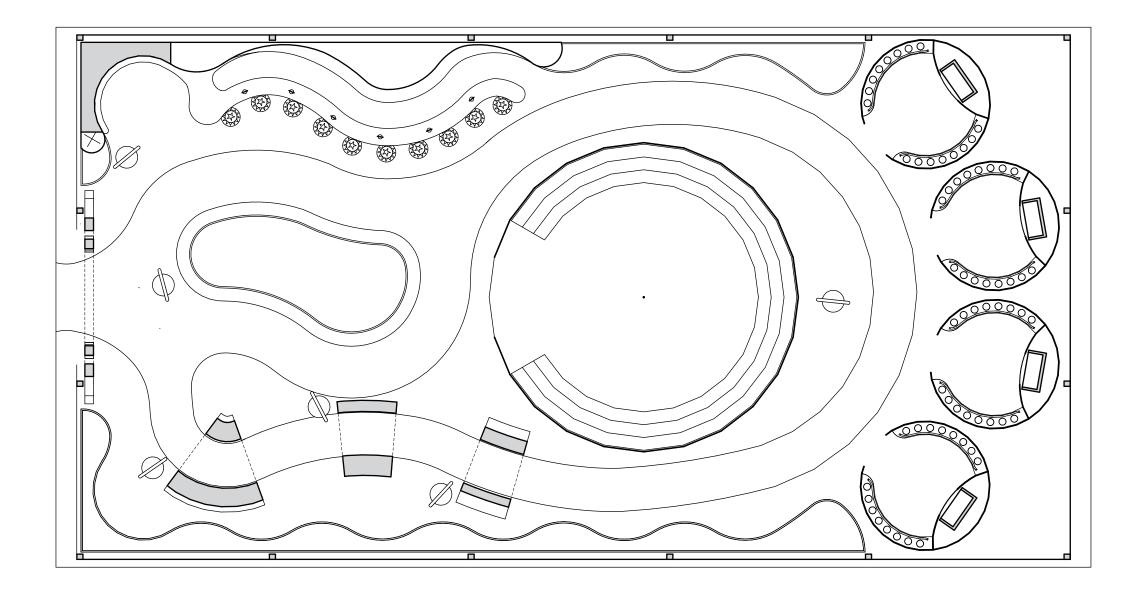
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PLANS AND SECTIONS TITLE PAGE

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## General Plan



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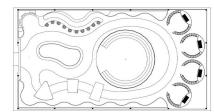
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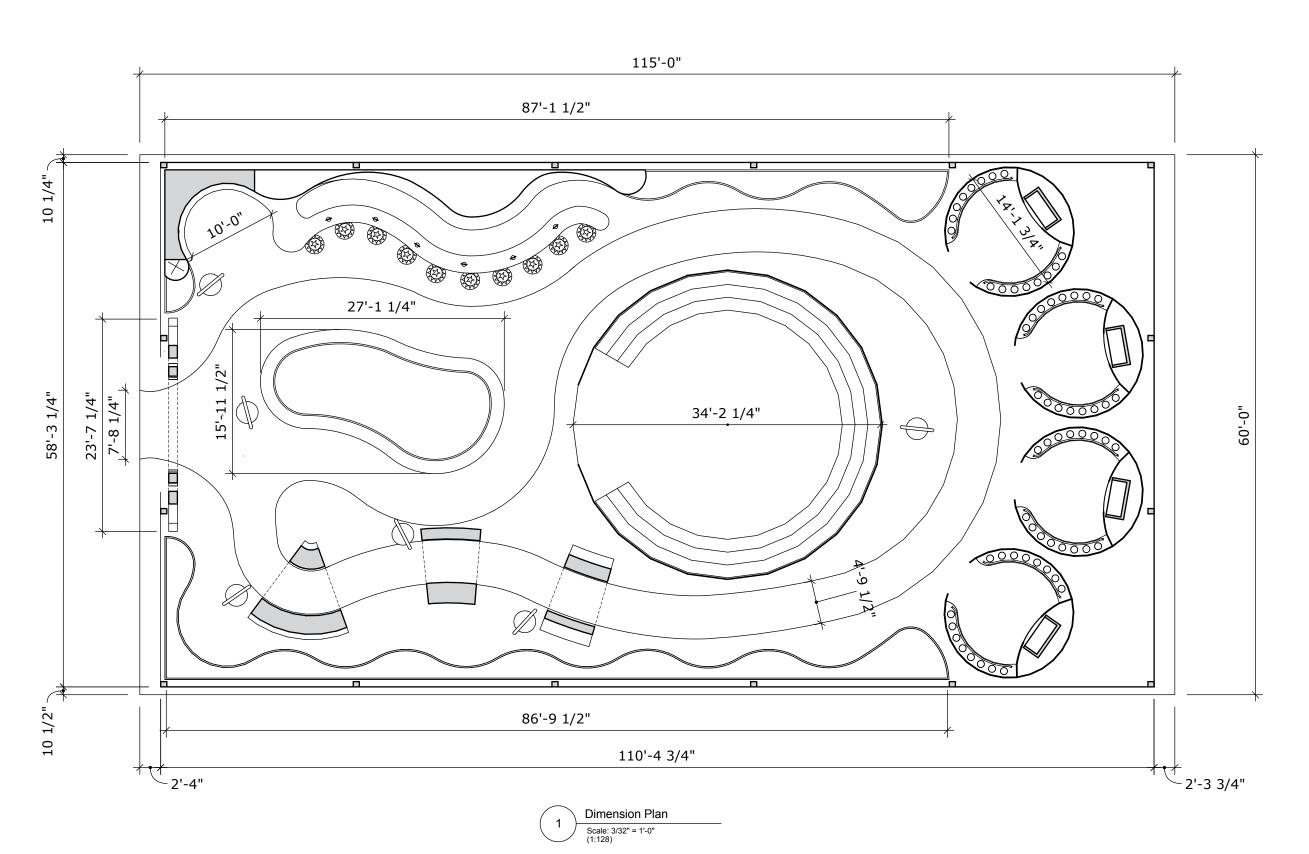
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## Dimension Plan



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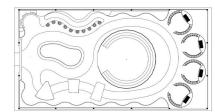
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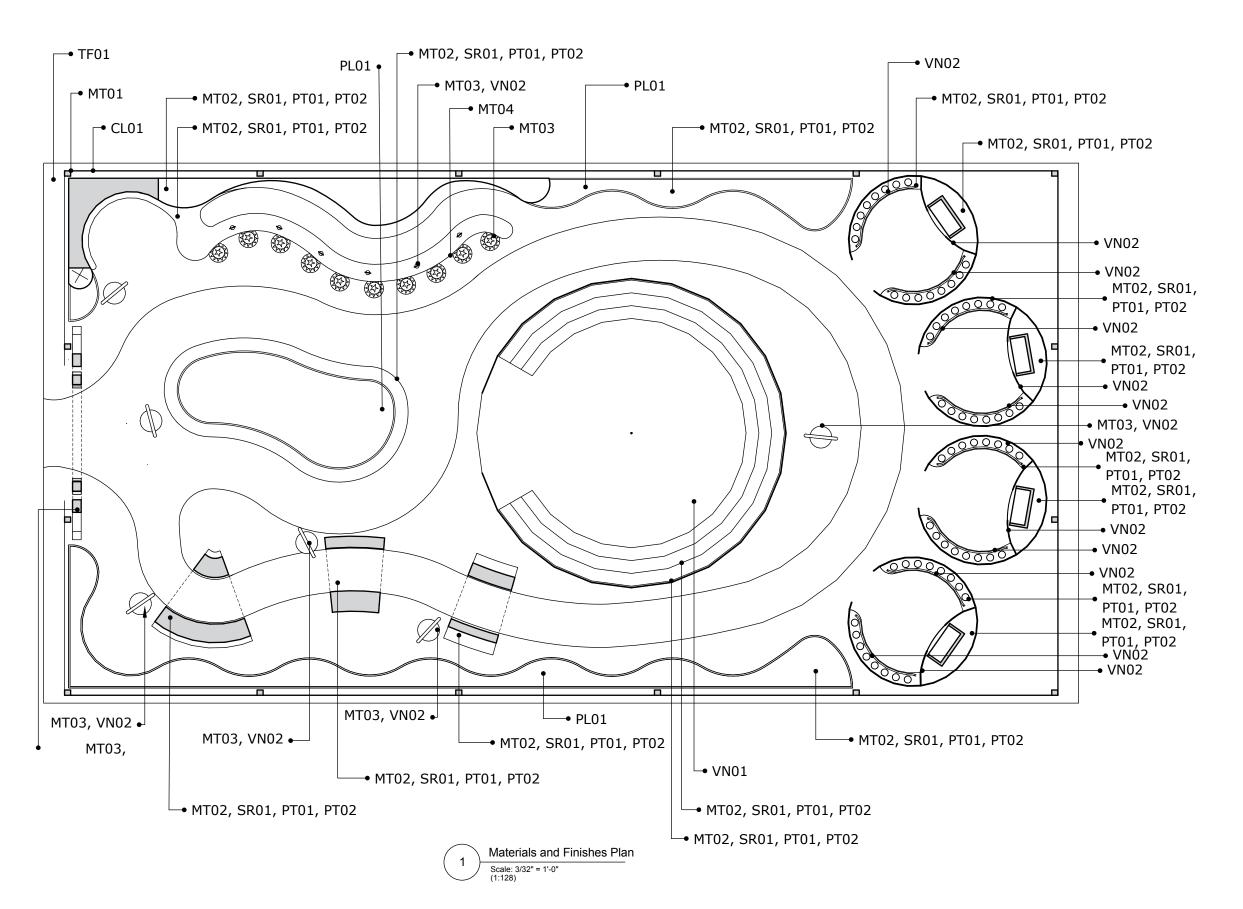
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DIMENSION PLAN

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### Material and Finishes Plan



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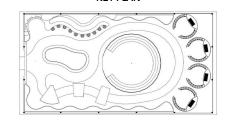
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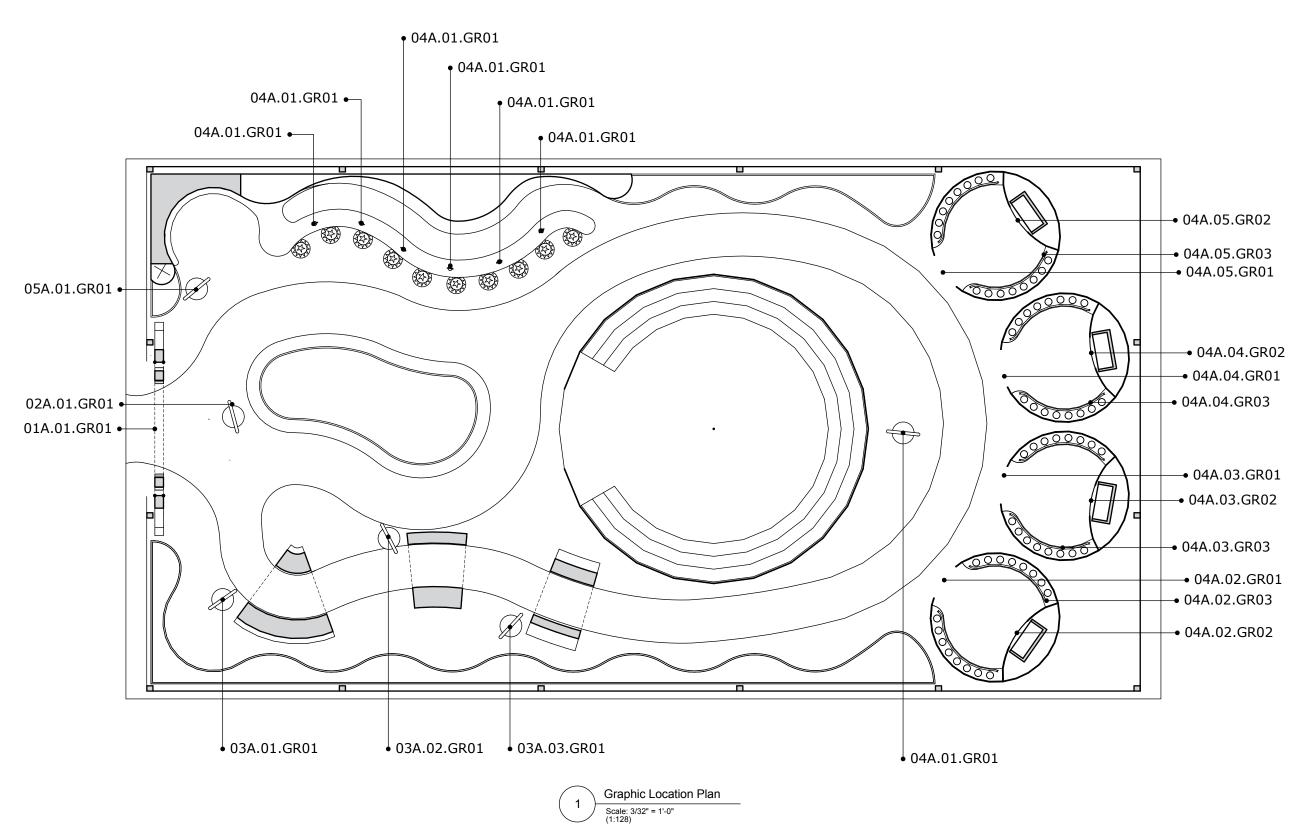
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MATERIAL AND FINISHES PLAN

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## Graphic Location Plan



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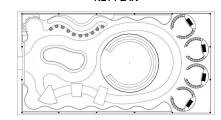
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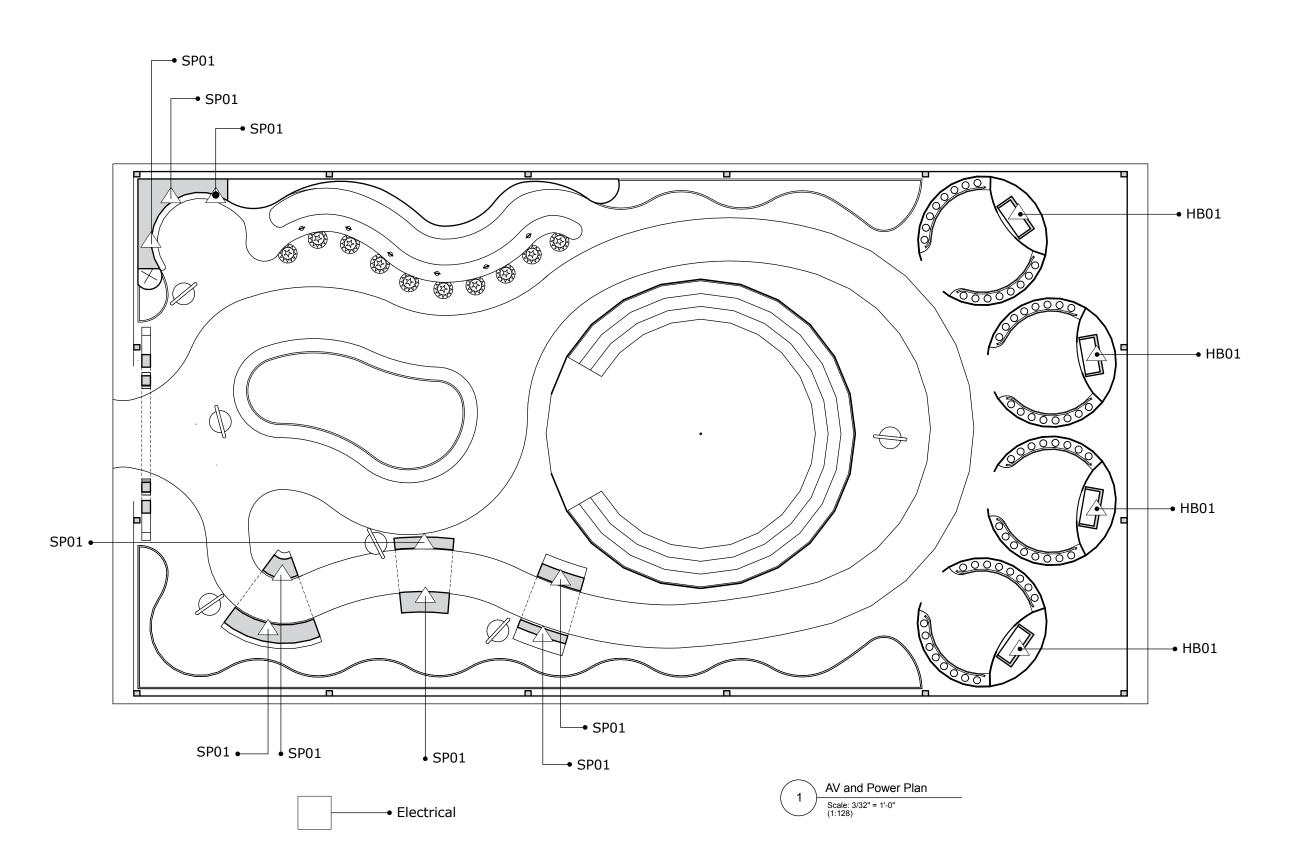
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GRAPHIC LOCATION PLAN

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## AV and Power Plan



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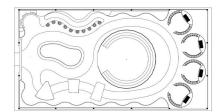
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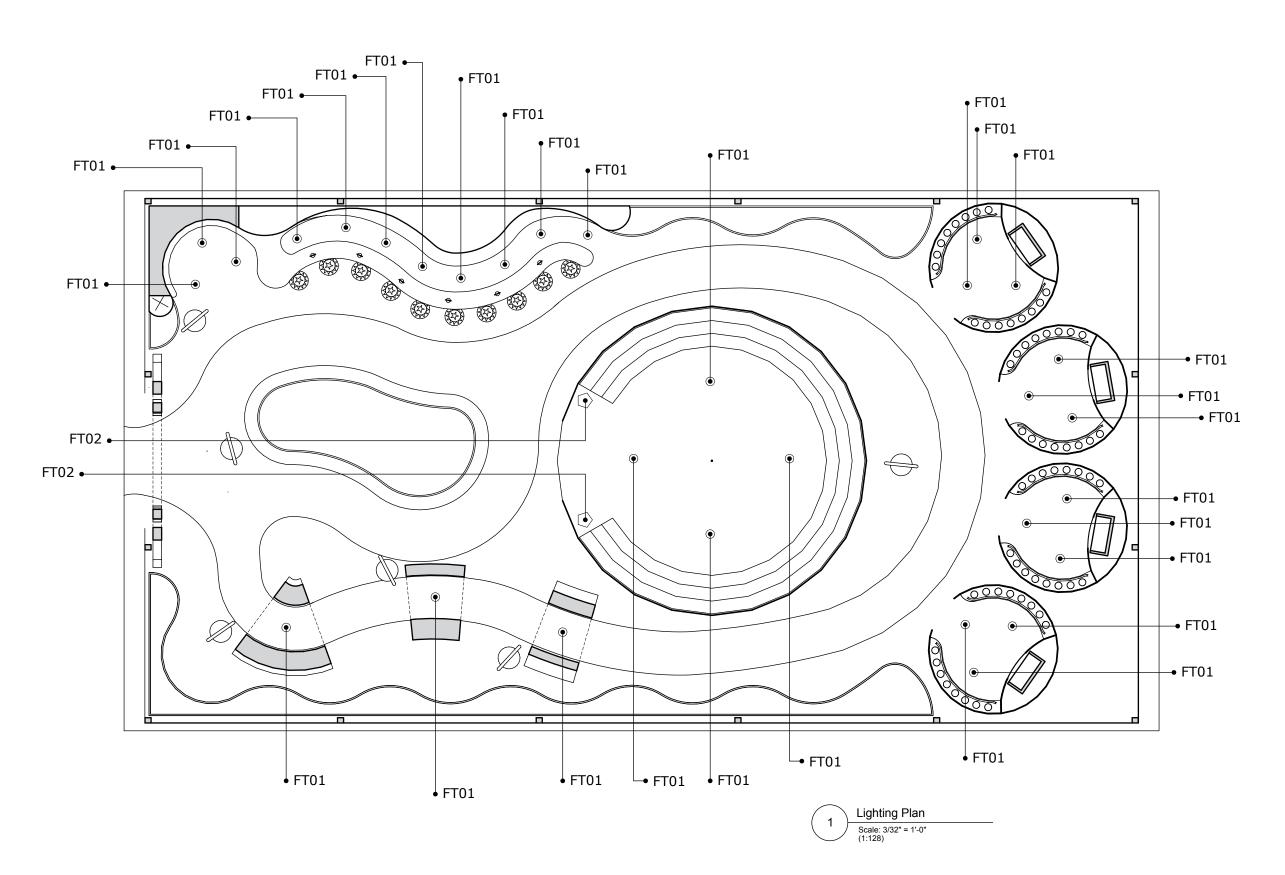
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AV AND POWER PLAN

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## Lighting Plan



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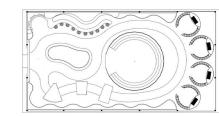
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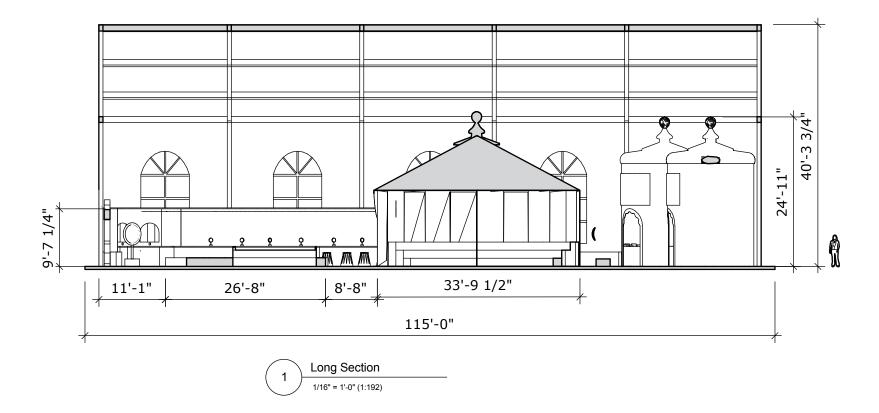
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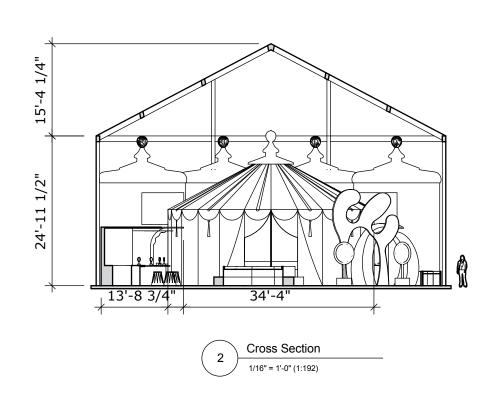
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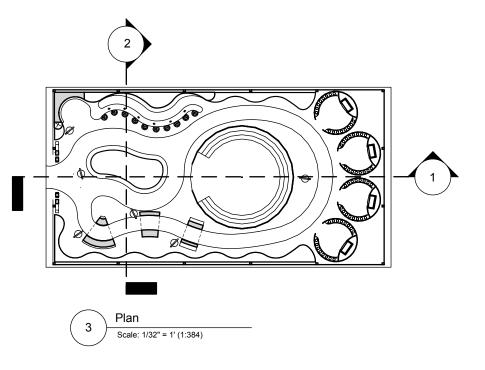
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## Overall Sections







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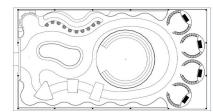
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OVERALL SECTIONS

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# Graphic Elements

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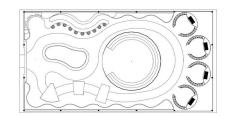
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## Graphic Look and Feel



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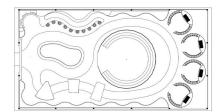
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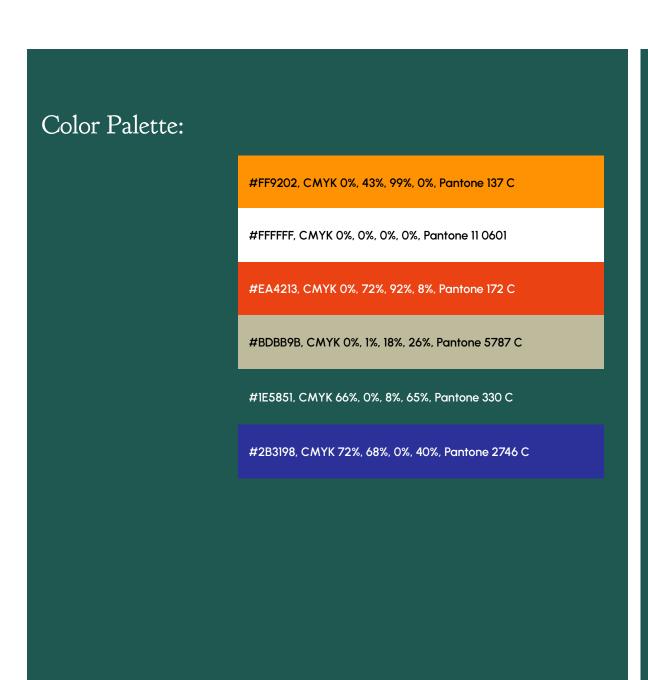
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GRAPHIC LOOK AND FEEL

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### Color Palette





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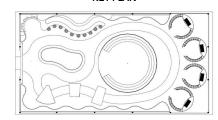
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DRAWING NAME
COLOR PALETTE

DRAWING NO. EX.04.02



## Typography Specs

Header Font Shinkoya



Logo Font CircusScript



Body Font Goudy Bookletter 191 Wander through the tents, meet the characters, and let them guide you toward new flavors and little moments of discovery.

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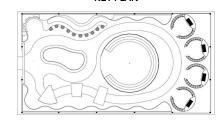
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TYPOGRAPHY SPECS

DRAWING NO. EX.04.03



## Collateral



To extend the Herb Circus experience beyond the exhibition, visitors can purchase an archetype mug. Each mug represents one of the core characters, the Strongman, the Juggler, the Aerialist, and the Acrobat.

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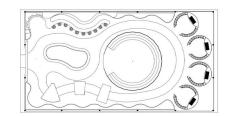
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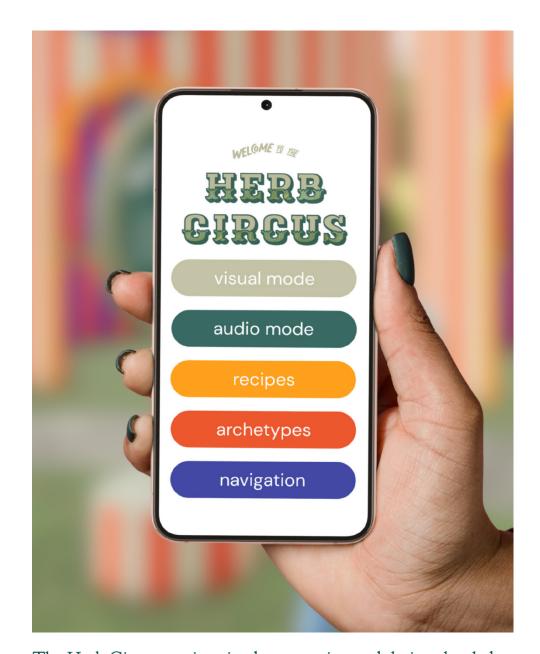
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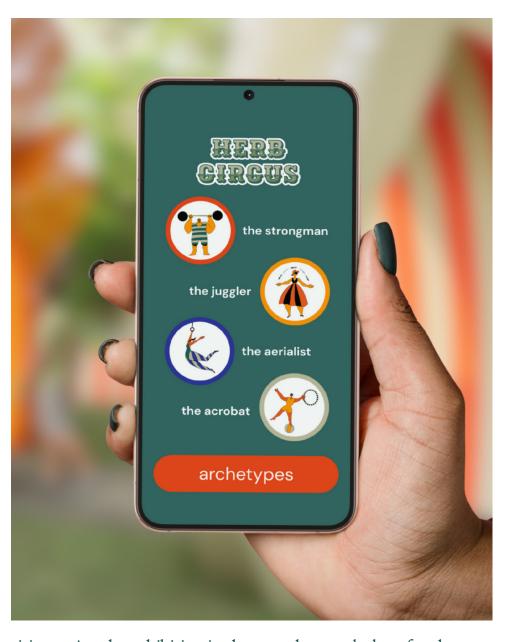
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COLLATERAL

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## Digital Elements





The Herb Circus app is a simple companion tool designed to help every visitor enjoy the exhibition in the way that works best for them. The menu opens with two accessibility options: Visual Mode for Deaf and hard-of-hearing visitors and Audio Mode for Blind and low-vision visitors. Each mode adjusts the experience so guests can access the information in the format that they need using clear on-screen text and spoken descriptions. Below the accessibility options, visitors can explore Recipes, Archetypes, and Navigation, giving them quick access to the elements of the Herb Circus.

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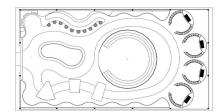
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## Exhibition Poster



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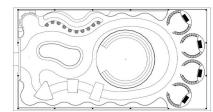
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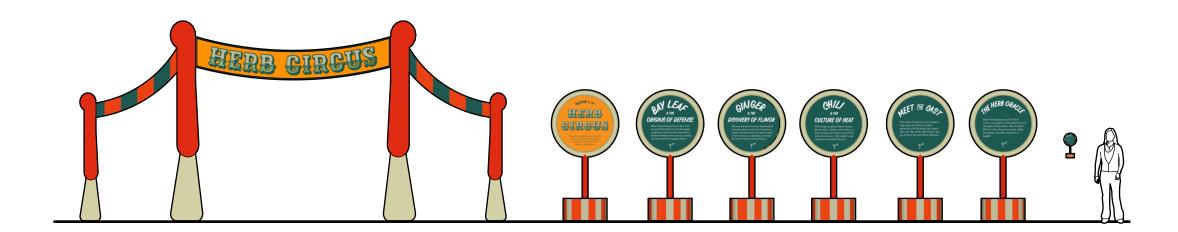
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EXHIBITION POSTER

DRAWING NO. EX.04.06



## Graphic Type Examples, Graphic Family





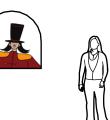












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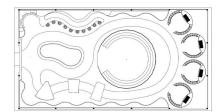
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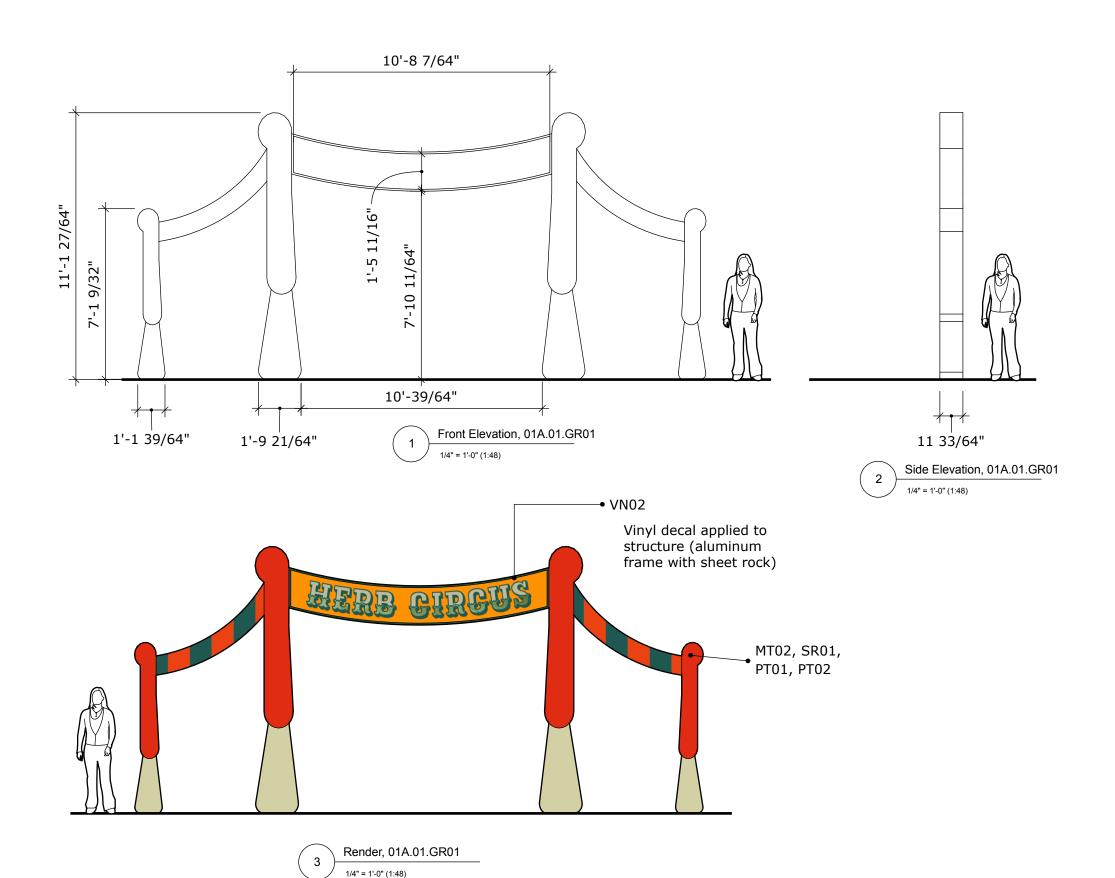
DRAWING NAME

GRAPHIC TYPE EXAMPLES, GRAPHIC FAMILY

DRAWING NO. EX.04.07



## Graphic Type Examples, Entry Sign



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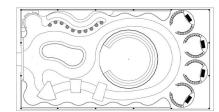
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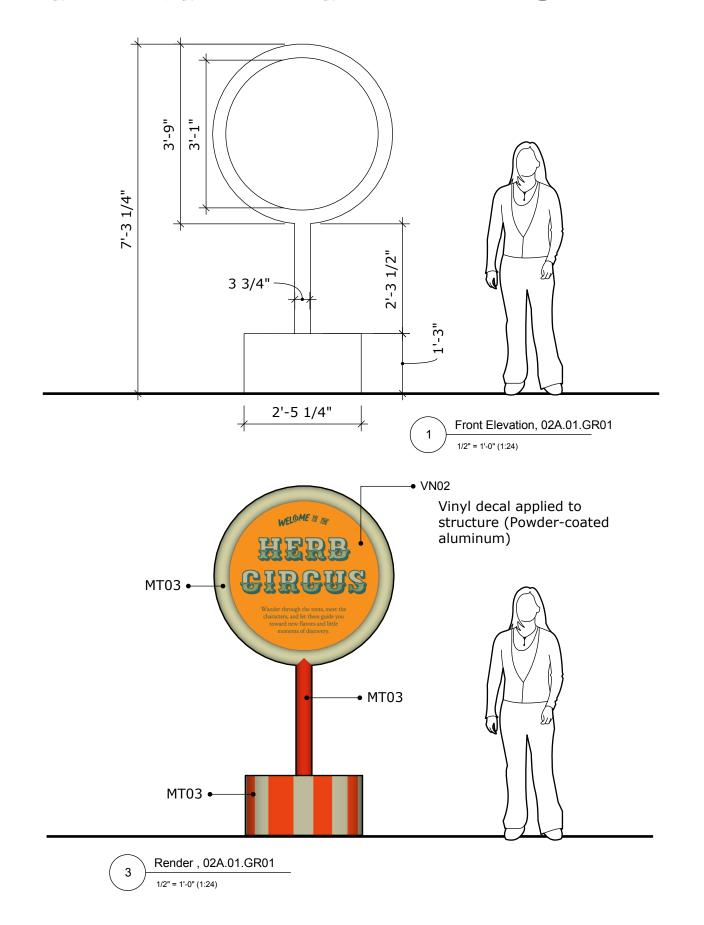
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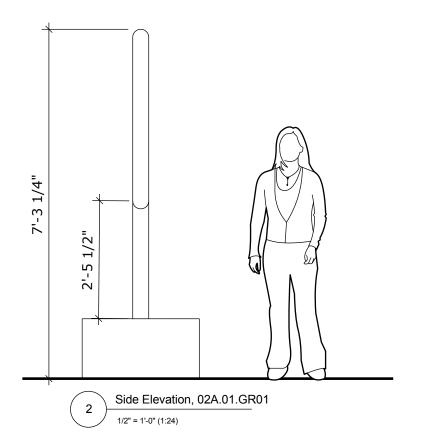
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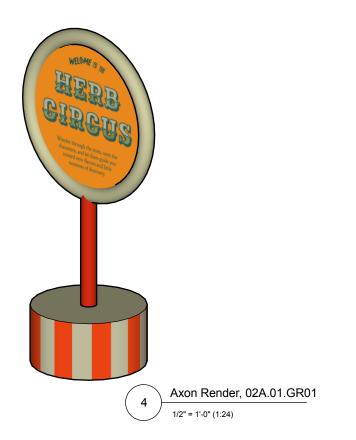
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## Graphic Type Examples, Intro Sign







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#### PARTNERSHIP AND SUPPORT



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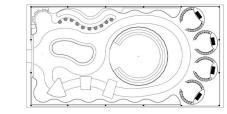
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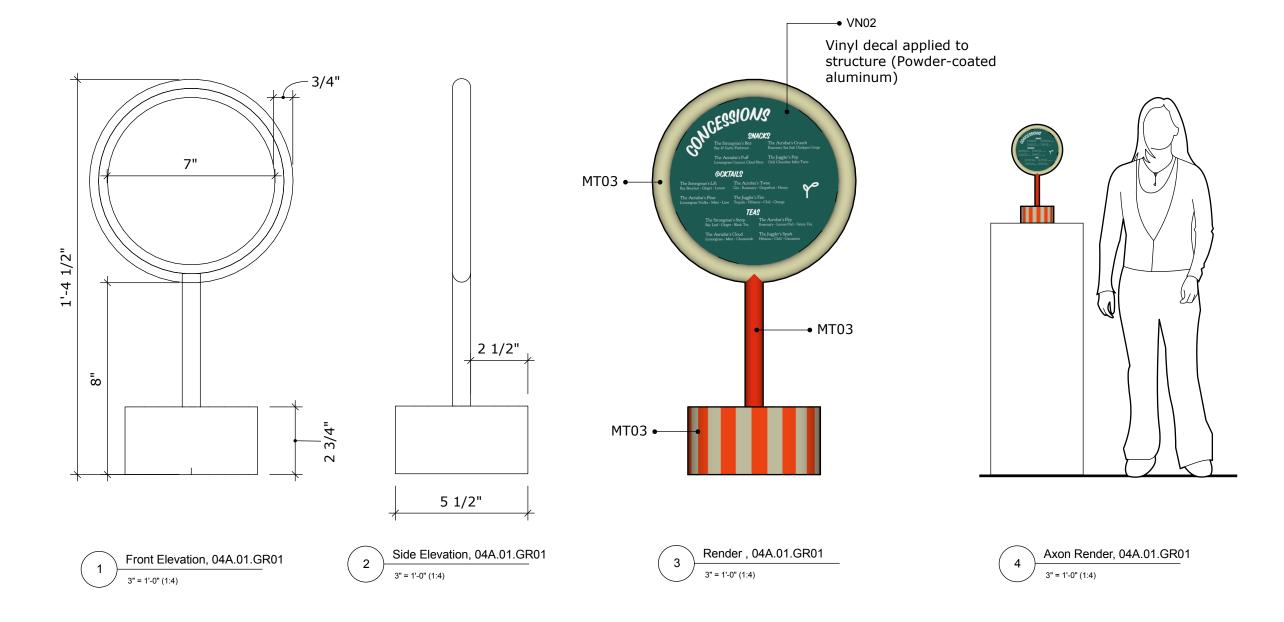
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EX.04.09



## Graphic Type Examples, Menu



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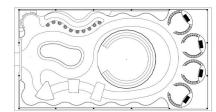
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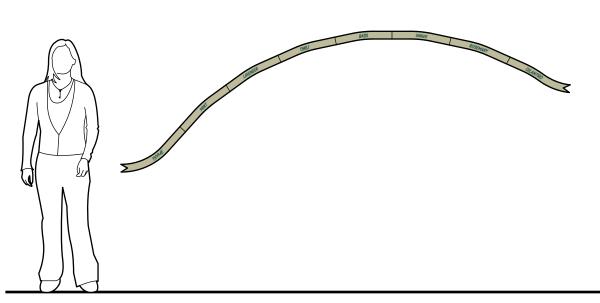
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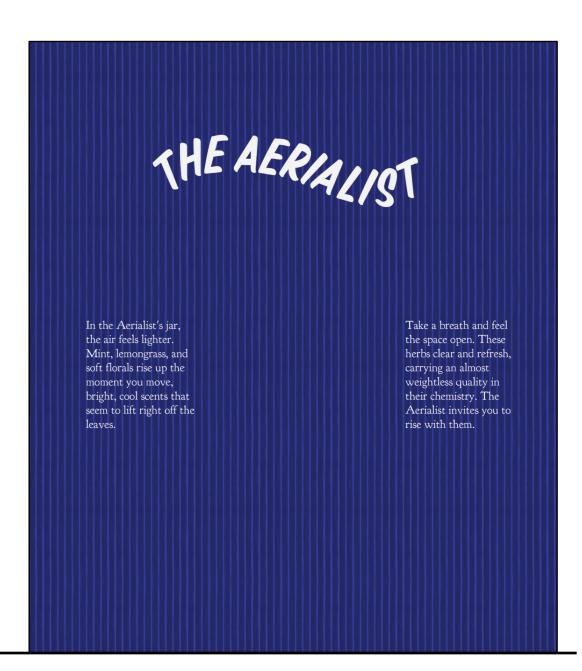
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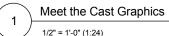
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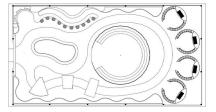
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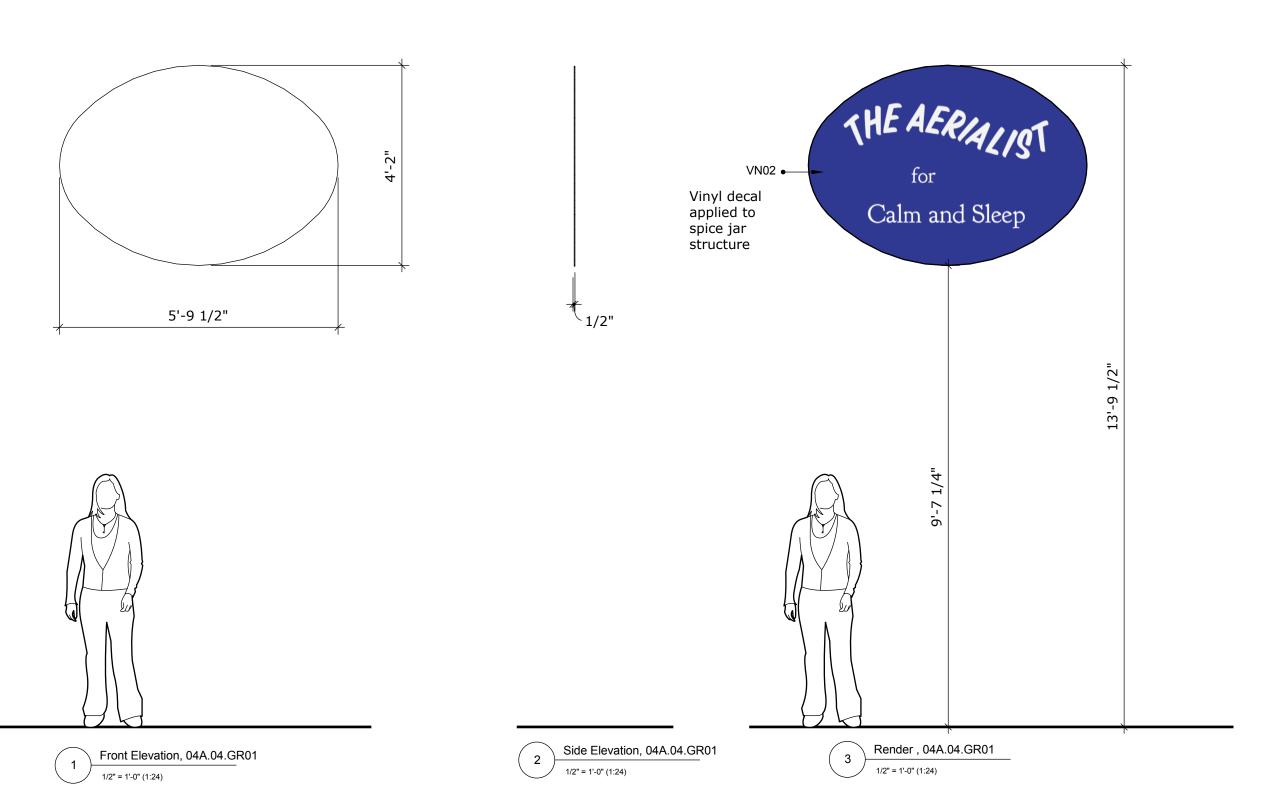
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EXHIBIT AREA GRAPHICS, MEET THE CAST SPICE JARS 1

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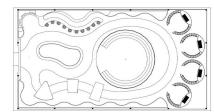
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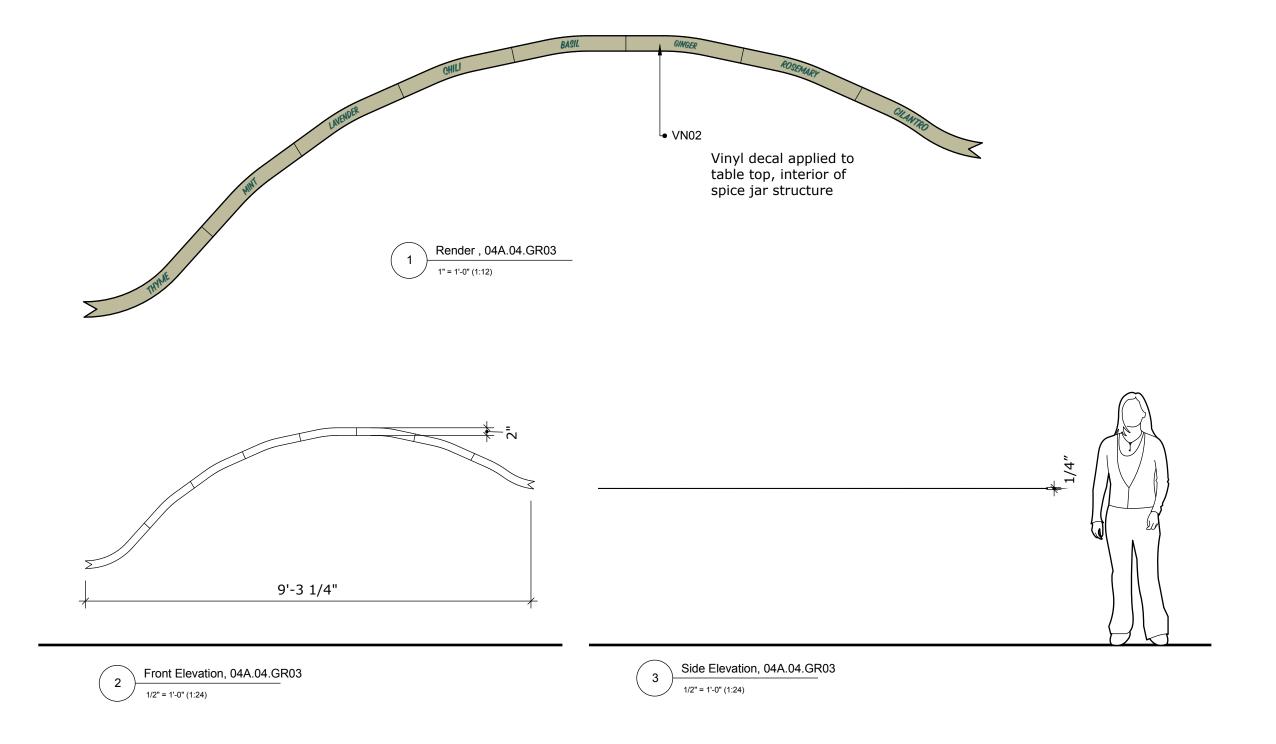
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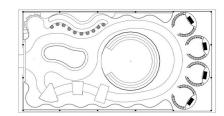
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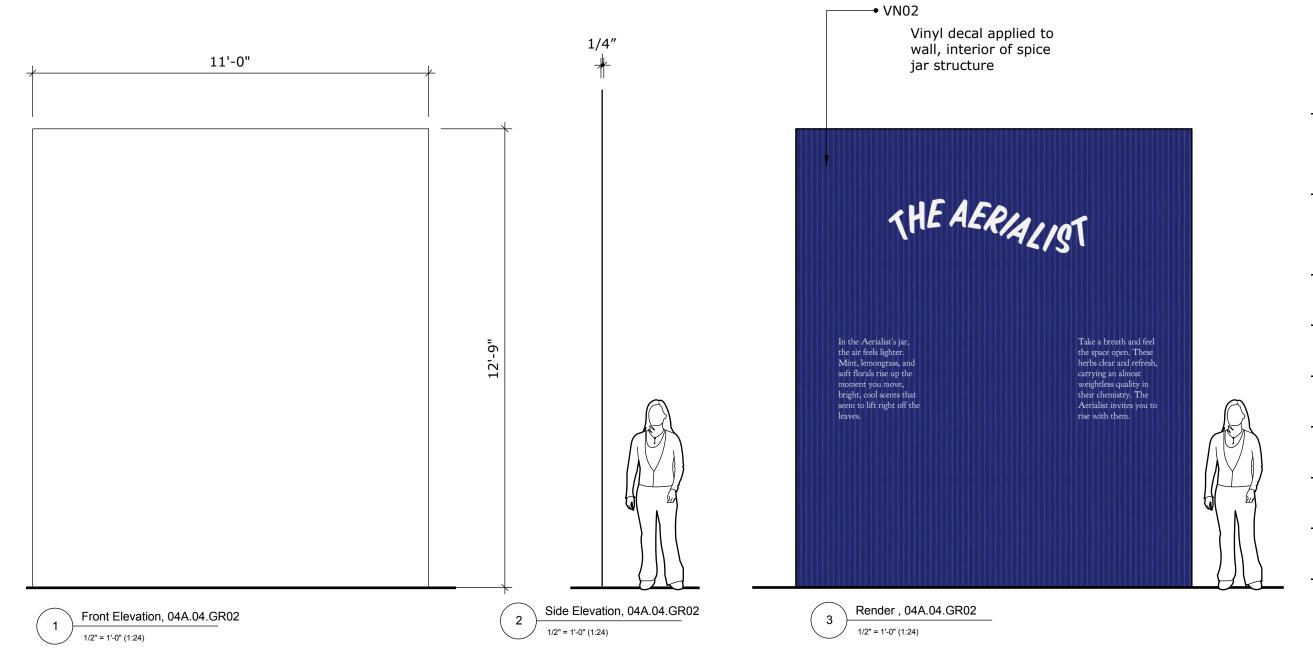
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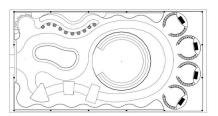
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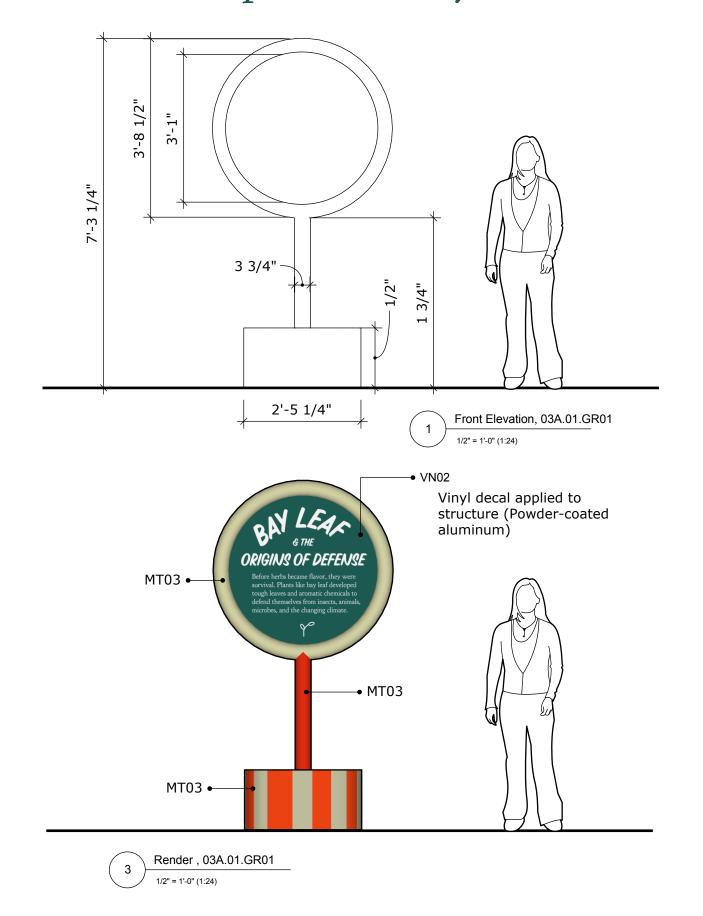
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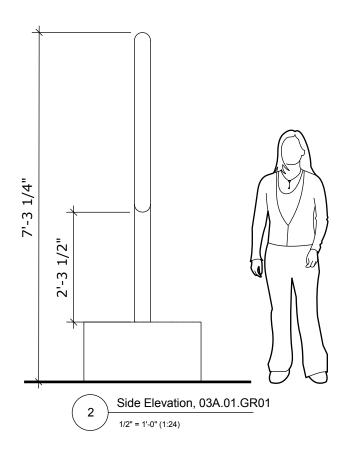
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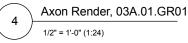


## Exhibit Area Graphics, History Garden









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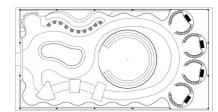
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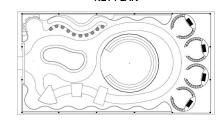
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EXHIBIT DETAILS TITLE PAGE

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## Area Details, History Garden



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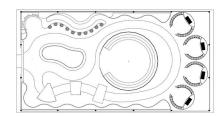
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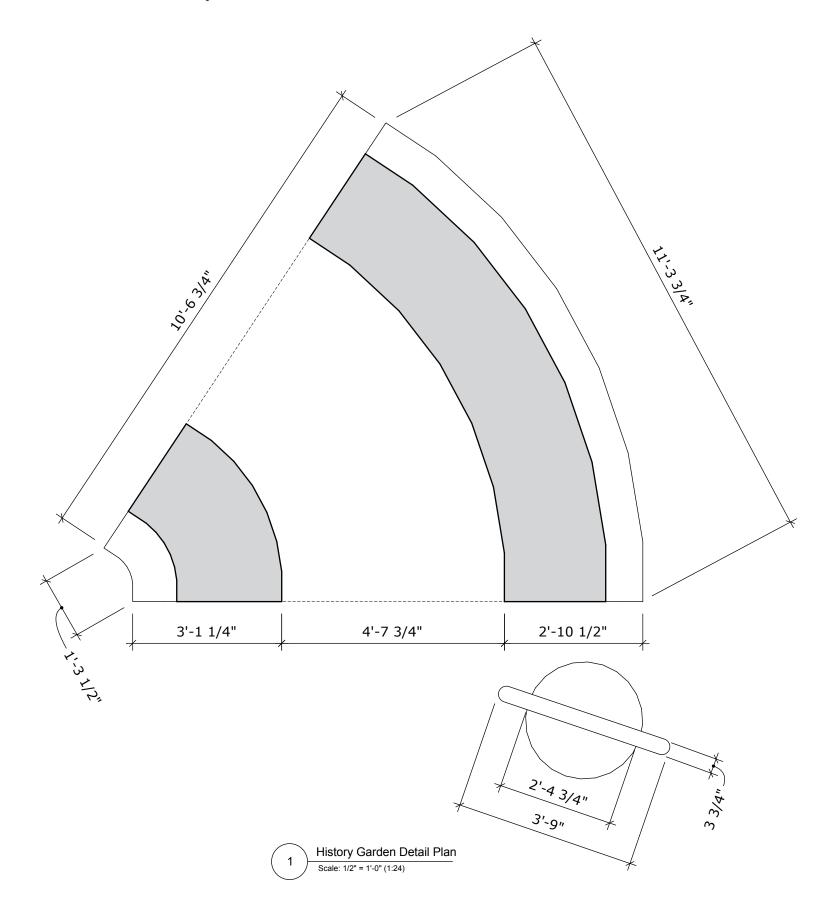
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## Area Detail Plan, History Garden



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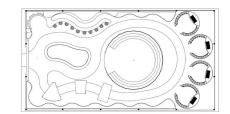
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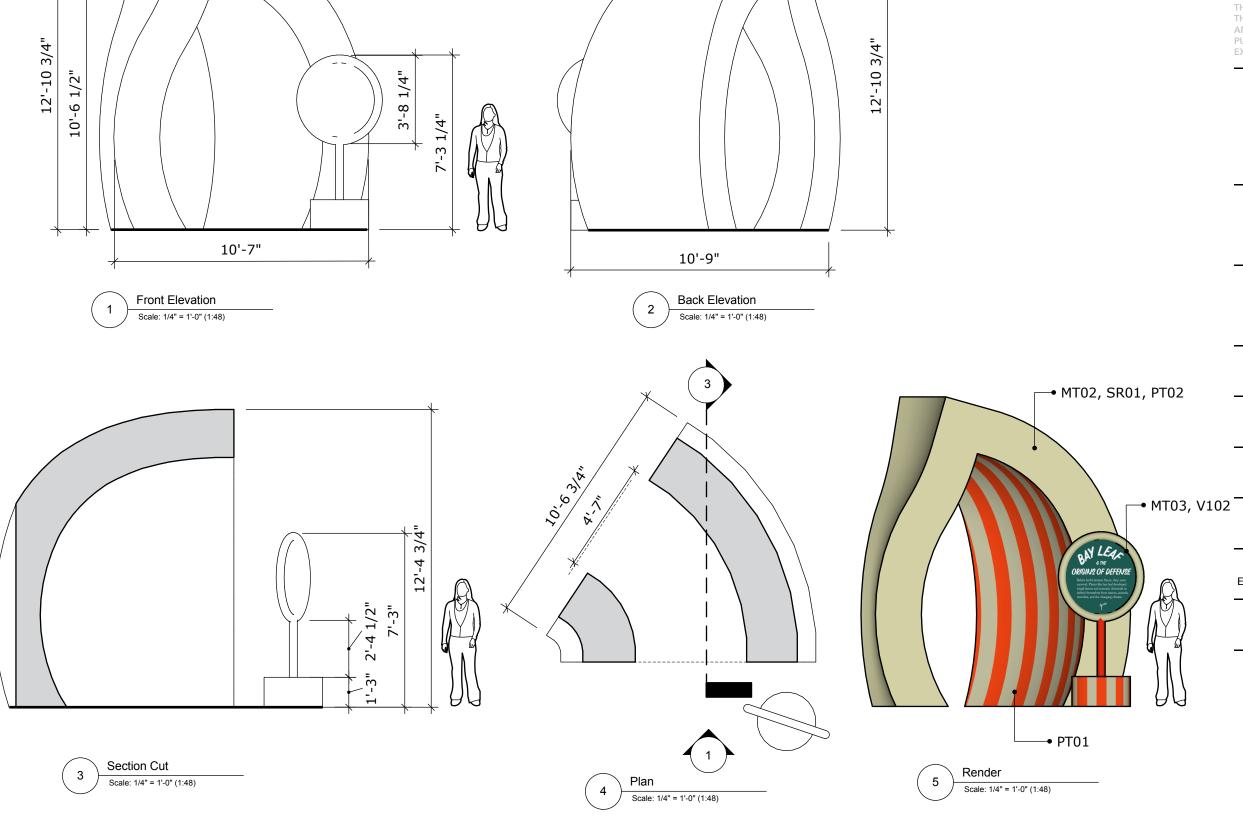
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AREA DETAIL PLAN, HISTORY GARDEN

### DRAWING NO. EX.05.02



## Elevations and Details, History Garden



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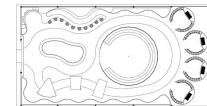
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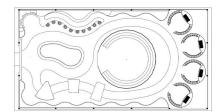
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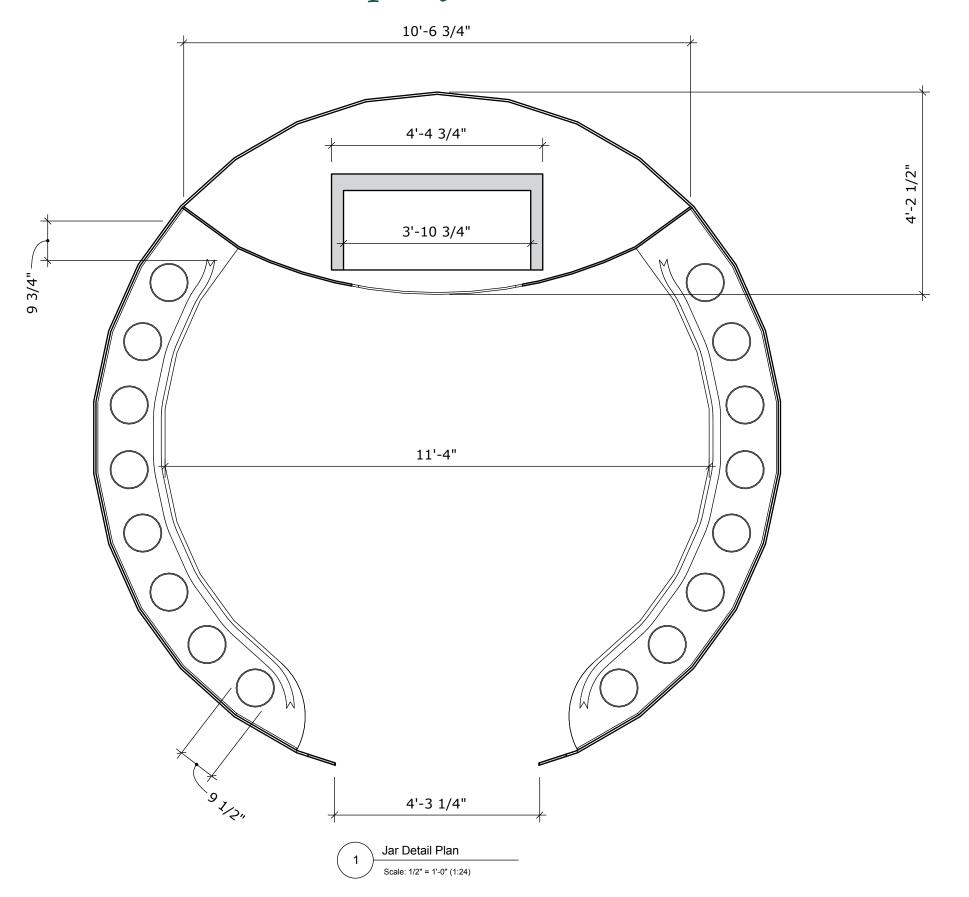
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AREA DETAILS, MEET THE CAST SPICE JARS

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## Area Detail Plan, Meet the Cast Spice Jars



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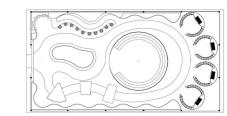
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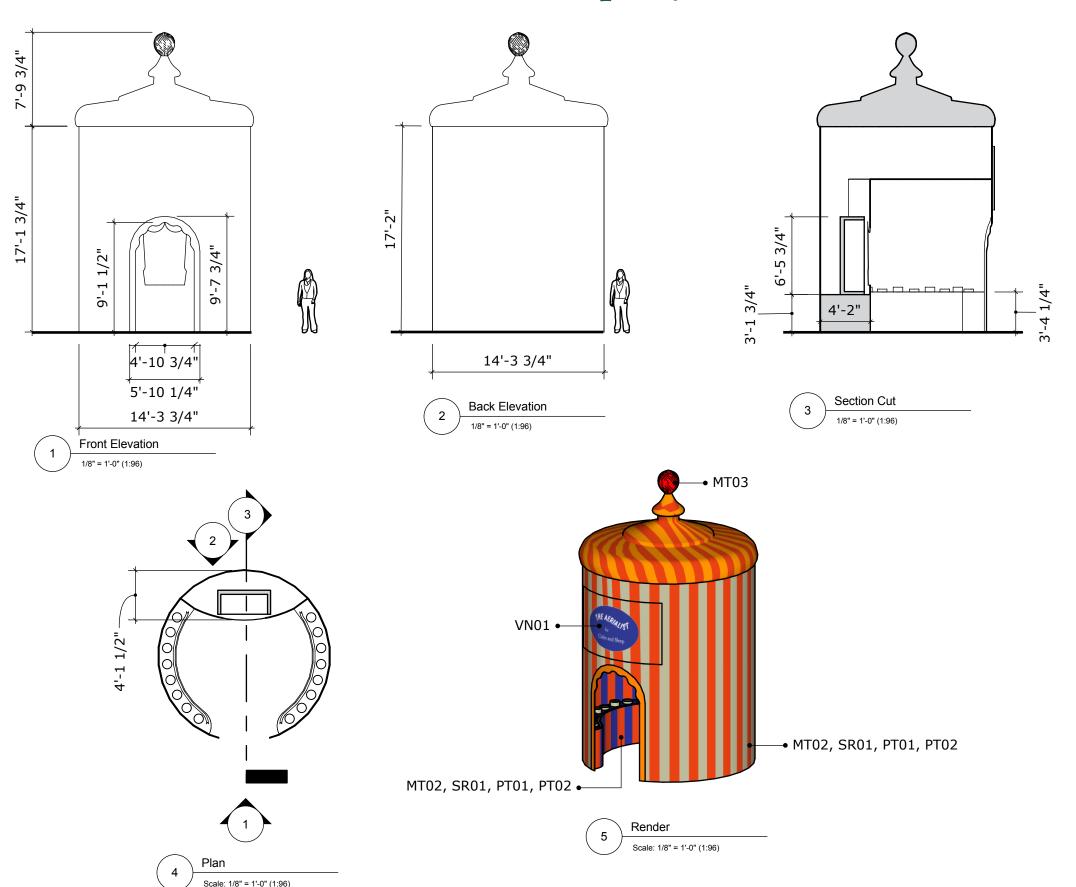
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AREA DETAIL PLAN, MEET THE CAST SPICE JARS

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## Elevations and Details, Meet the Cast Spice Jars



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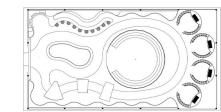
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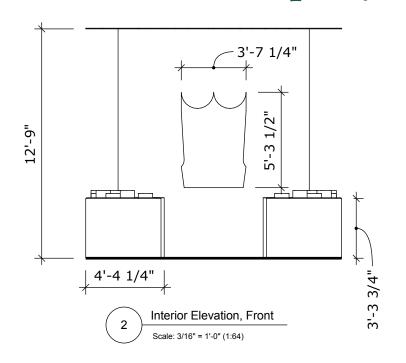


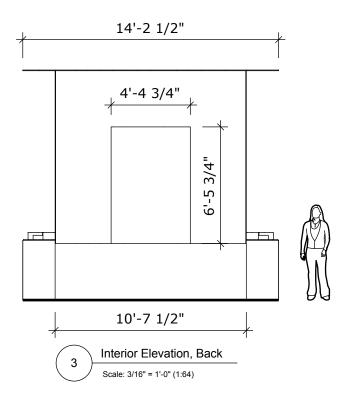
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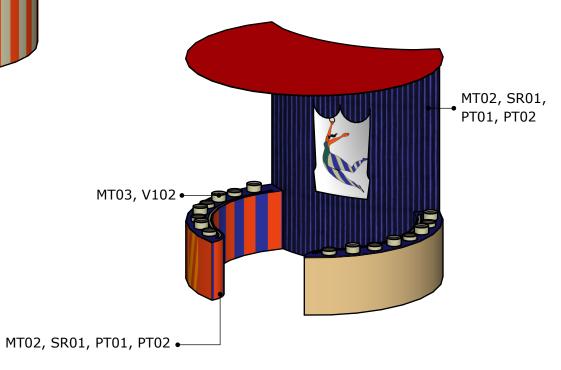


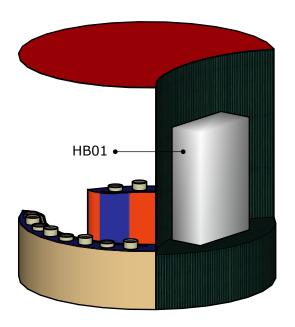
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Render, Interior

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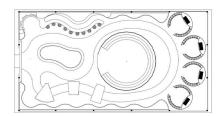
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ELEVATIONS AND DETAILS, MEET THE CAST SPICE JARS 2

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## Area Details, The Big Top



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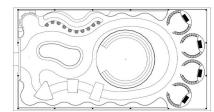
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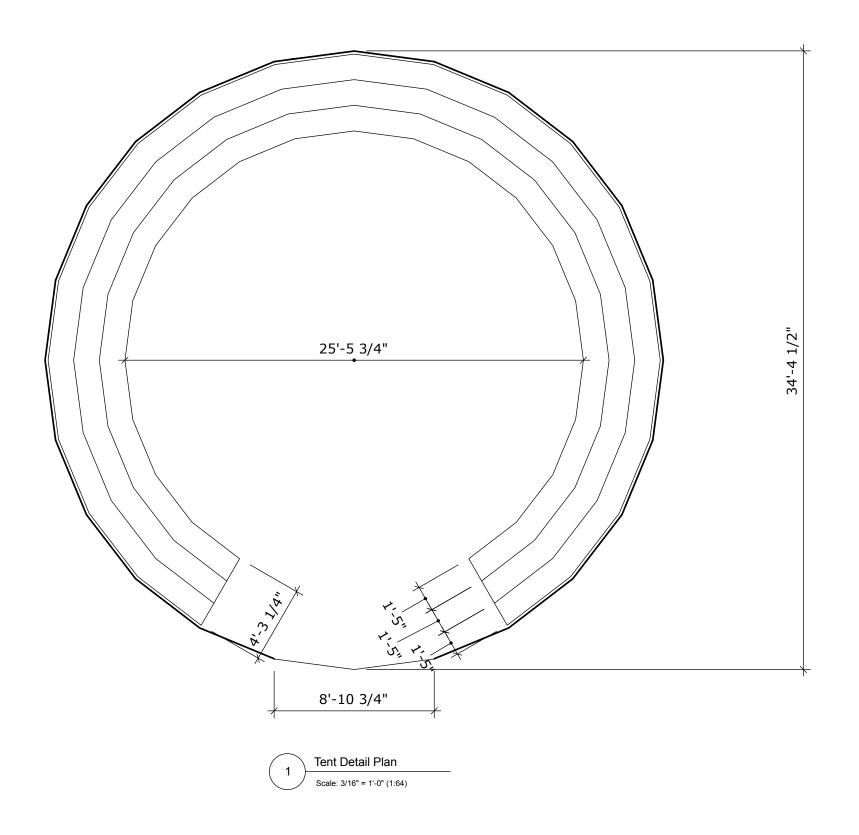
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AREA DETAILS, THE BIG TOP

DRAWING NO. EX.05.08



## Area Detail Plan, The Big Top



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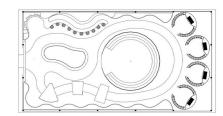
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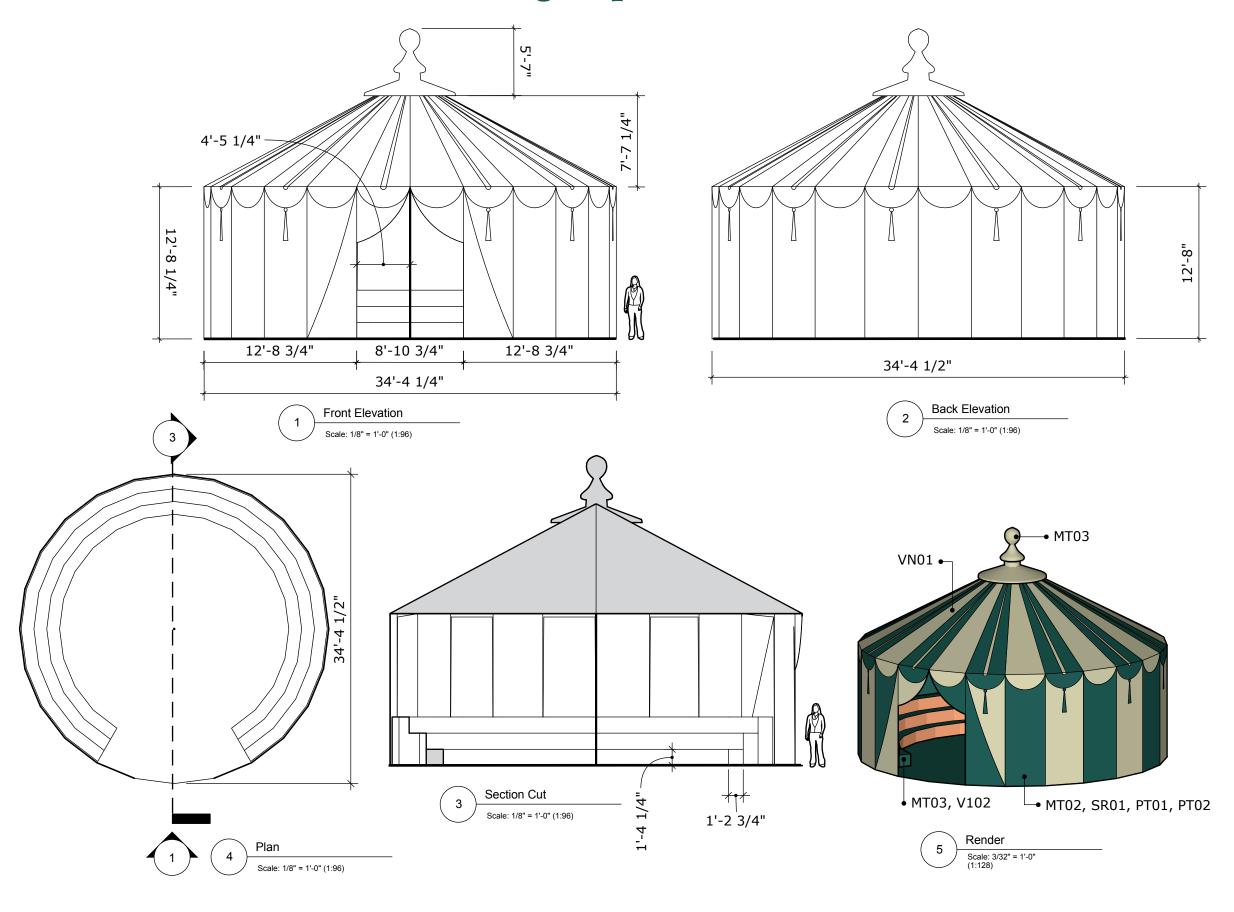
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AREA DETAIL PLAN, THE BIG TOP

DRAWING NO. EX.05.09



## Elevations and Details, The Big Top



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