

grainde

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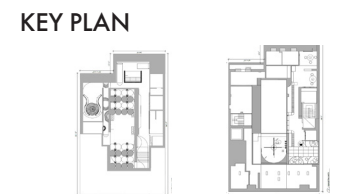
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**EX.00.01**

# DRAWING INDEX

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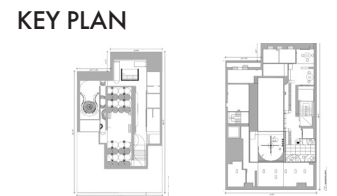
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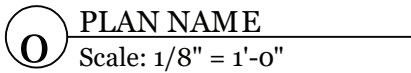
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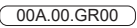
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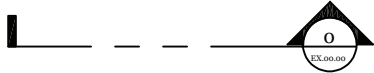
# DRAWING/SYMBOL LIST



Sheet Title



Graphic Tag



Section Reference



AV Tag



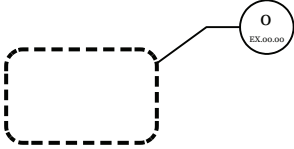
Elevation Reference



Material Tag



Object Tag



Detail Call Out



Power Outlet Tag

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**EX.00.03**

# **EXECUTIVE SUMMARY**

# CLIENT

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Procédés Chénel International is a French based design company filled with a young, creative and dynamic team that help designers with “worldwide development, production and distribution” of innovative decorative solutions. Their products are known for being fire-resistant, lightweight, and decorative while also being aware of blending traditional expertise with modern high-tech solutions.

One of Procédés Chénel top priority is being completely transparent with its sustainability efforts. Through that they have minimized their carbon footprint with their lightweight solutions, are Imprim’vert certified, and even published an Environmental Product Declaration on their product, Drop® Paper.

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**KEY PLAN**  


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**EX.01.01**

# ORGANIZATION

The Ellen MacArthur Foundation is a global organization whose focus is to enhance the shift into a circular economy. By working with industry spearheads, this foundation strives to promote waste elimination and reuse of eligible materials. Using collective responsibility, circular design, and adapting to environmental change, the foundation work to build a more sustainable future for everyone.

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ORGANIZATION

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**EX.01.02**

# SUBJECT

Sustainability has become a huge highlight in today's generation and today many designers have worked with materials that we thought were sustainable. While many materials we use are considered recyclable or claim a low environmental impact, their production, transportation, and end-of-life process tells a completely different story. With the use of Procédés Chénél, I want designers to understand and become aware with what materials they actually use, and to always strive for better sustainability.

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SUBJECT

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**EX.01.03**



# THESIS STATEMENT

Sustainability is no longer seen as just a trend, but a vital necessity for both humanity and the Earth we live on, over half a century after the first Earth Day in 1970, and more than two decades since Cradle to Cradle revolutionized the thought that end products should not end in a grave. While we now have tools like modular materials, frameworks like the Living Building Challenge, and circular design systems, we are choosing not to use them, or in the correct manner.

Too often, sustainability is seen as a checklist rather than a necessity. This argues that true sustainability practice within exhibition and experience design and spatial experience design should be driven by our deeper consciousness. This means we should emphasize mindfulness, self-reflection, collective thinking, and the awareness of being interdependent with the environment. This will help empower and reinforce designers to move from a performative practice to more of a value-led practice.

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THESIS STATEMENT

**DRAWING NUMBER**  
**EX.01.04**

# CONCEPTUAL APPROACH

## BIG IDEA

*To inspire future architects and designers to recognize the beauty of Procédés Chénél and its sustainable vision, fostering collective action toward material awareness and a shared, responsible future.*

## EXHIBITION DESCRIPTION

Grounded is an exhibition that takes one through the life cycle of the materials we use on a daily basis. An immersive experience, visitors will walk through media-based environments, have hands-on interactions, and view the work of Procédés Chénél. This will give visitors a chance to see and feel the impact of our materials and understand the circular design of repurposing them. The exhibition allows designers, architects, and educators alike to reflect on practices, collaborate on possible changes, and reimagine how the world of design can be changed with a new view on sustainability.

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CONCEPT APPROACH

**DRAWING NUMBER**  
**EX.01.05**

# INTERPRETIVE APPROACH

Grounded is an exhibition that uses hands-on environments and media based elements to engage visitors in the meaning of what sustainability means with the use of tactile interactions, projected content, and collaborative action/making. Rather than seeing sustainability as just a concept, visitors are invited to explore, question and create with Procédés Chénéel's materials. The processes and products of Procédés Chénéel are seen all throughout the exhibition as real life examples and help connect sustainable design to real world practices.

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INTERPRETIVE APPROACH

**DRAWING NUMBER**  
**EX.01.06**

# EXHIBITION GOALS

## PROJECT GOALS

- Understand the issues and end cycle of “sustainable materials” and how many materials we use are still wasted in landfills.
- Highlight Procédés Chénéel to be a partner and advocate for sustainable design thinking.
- Show that collective thinking can help foster ecological awareness and help expand sustainable thinking practices for the next upcoming generations.

## EXPERIENCE GOALS

- Immerse designers in the tactile and visual beauty of Procédés Chénéel materials.
- Paper architecture can still be structurally strong, multifunctional, and aesthetically captivating.
- Inspire designers and encourage them to see waste as a creative opportunity to further thinking rather than a limitation.

## EDUCATION GOALS

- Highlight the beauty of sustainability and see it as an improvement rather than a hindrance to design.
- Show how Procédés Chénéel approach redefines sustainable materials as functional, innovative, and artistic.
- Encourage designers to further think about sustainability by examining life cycles of Procédés Chénéel materials.

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EXHIBITION GOALS

**DRAWING NUMBER**  
**EX.01.07**

# AUDIENCE

## PRIMARY AUDIENCE: Architects

Architects will move through the space slowly and carefully with intention. They will stop to analyze the material and enjoy the engagement of the tactile samples and information.

## SECONDARY AUDIENCE: Interior Designers

Interior Designers may move a bit of a faster pace. They will spend more time with the textures and quality of the materials and pay more attention towards storytelling.

## TERTIERY AUDIENCE: General Designers

General Designers can include: educators, students, and general public. They will benefit from information, and linger longer around the interactive areas.

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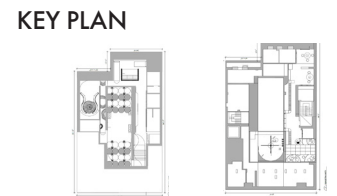
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**DRAWING NUMBER**

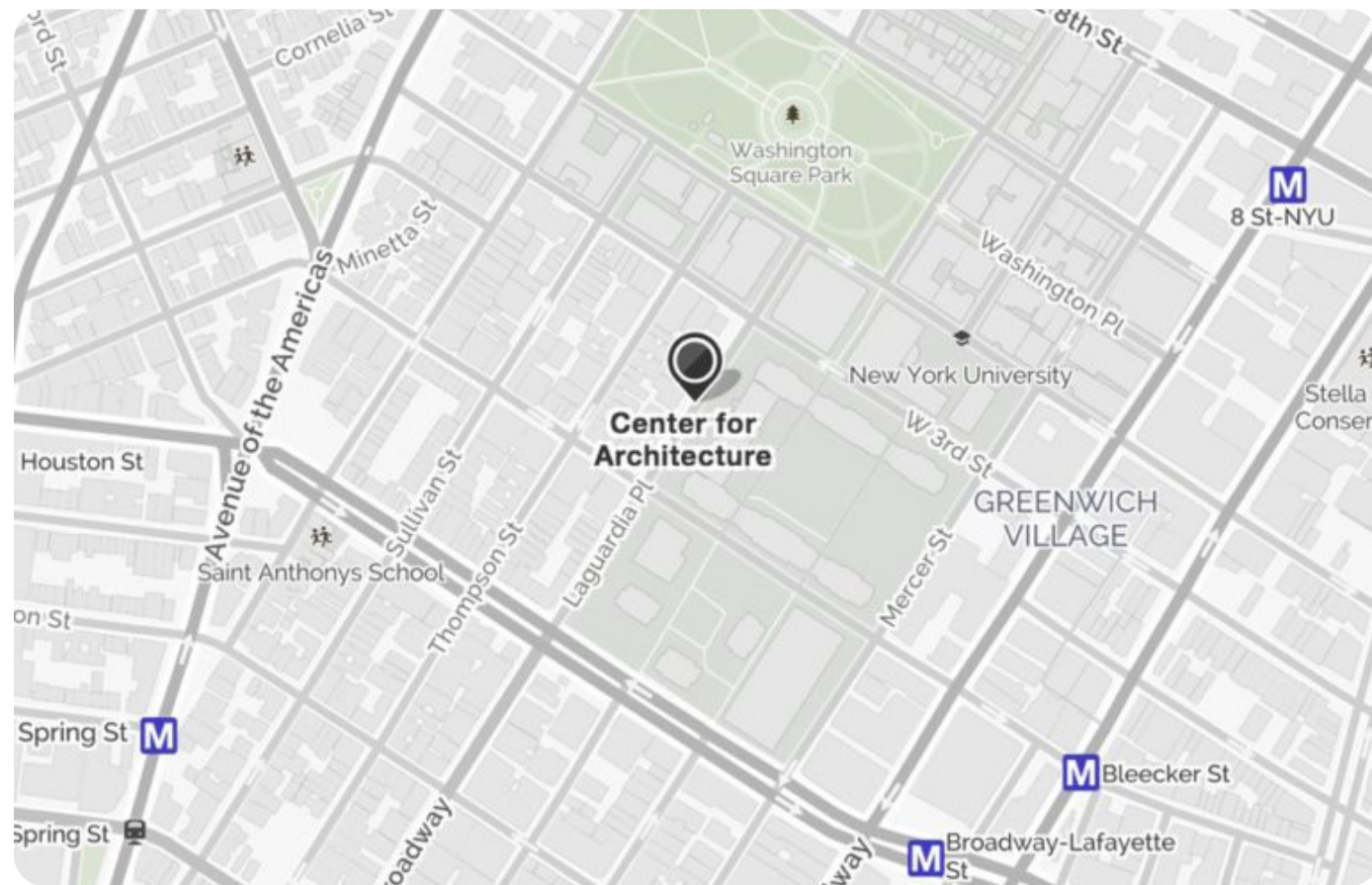
**EX.01.08**

# VENUE

# CENTER FOR ARCHITECTURE

## OVERVIEW

The Center for Architecture is a cultural institution located in Greenwich Village. They are the home of the American Institute of Architects New York, and their mission is to help educate the public on built environments through the use of public programs, and education initiatives.



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**VENUE**  
**CENTER FOR ARCHITECTURE**

**KEY PLAN**  
Two architectural key plan diagrams showing the layout of the venue. The left diagram shows a top-down view of the building's footprint, and the right diagram shows a more detailed view of the interior layout, including the entrance and various rooms.

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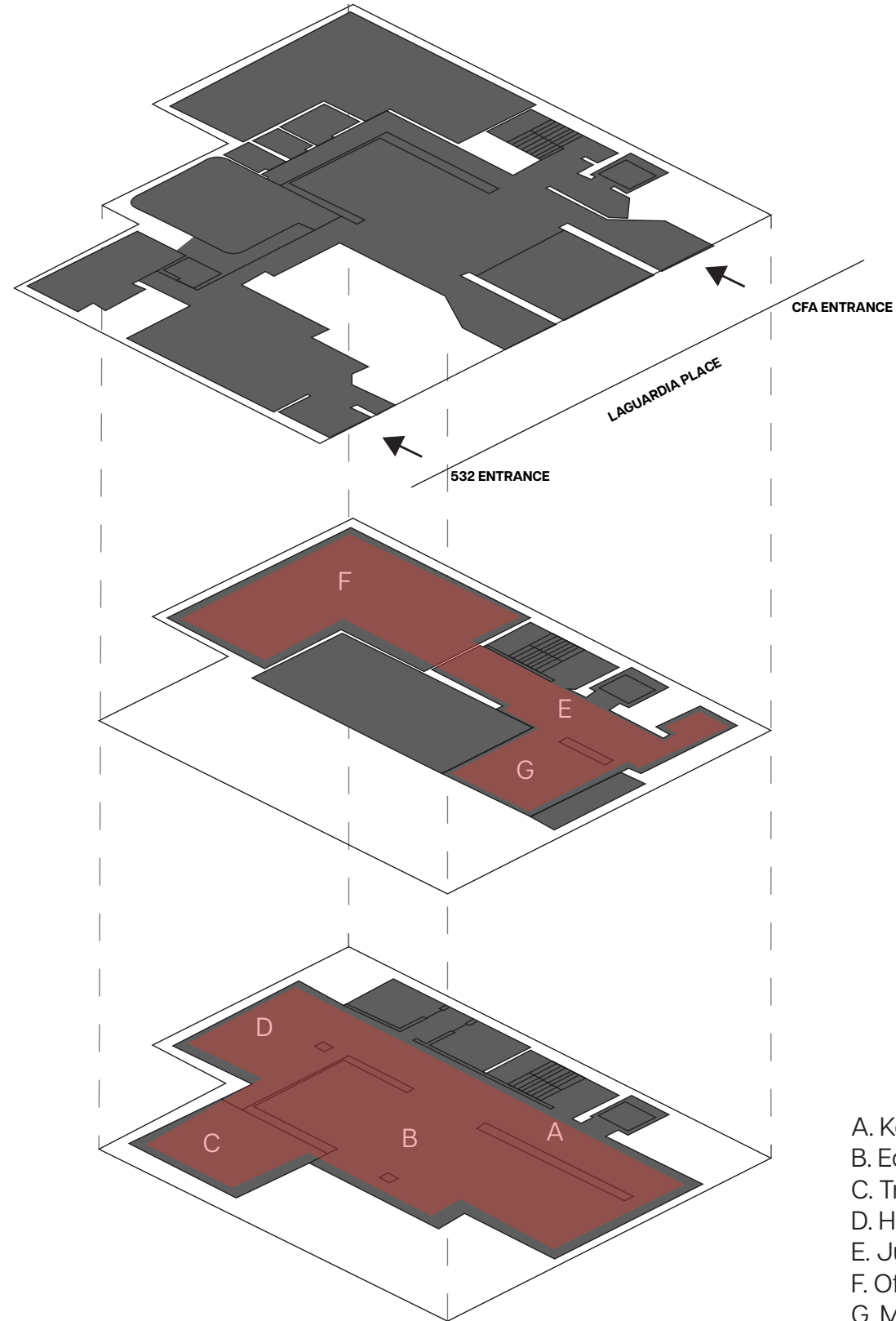
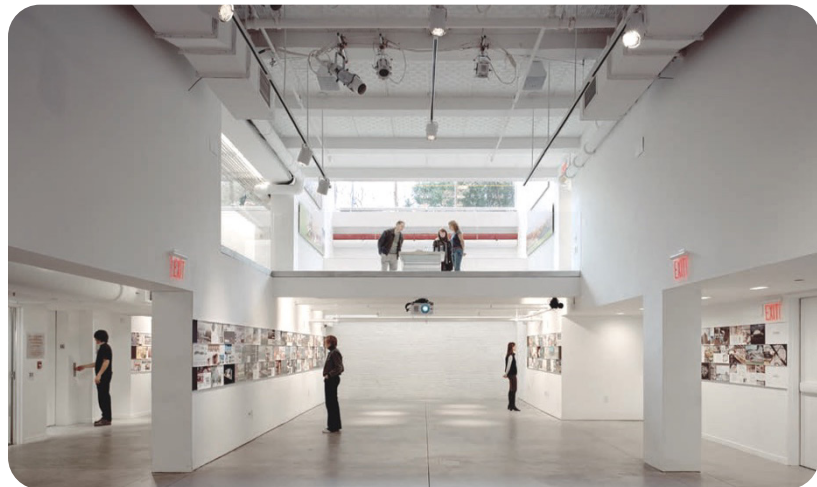
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VENUE

**DRAWING NUMBER**

**EX.01.09**

# VENUE

# CENTER FOR ARCHITECTURE



- A. Kohn Pedersen Fox Gallery
- B. Edgar A. Tafel Hall
- C. Training Center
- D. HLW Gallery
- E. Judith and Walter Hunt Gallery
- F. Offices
- G. Mezzanine Gallery

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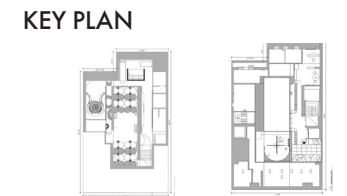
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**EX.01.10**

# CONCEPT DIAGRAM



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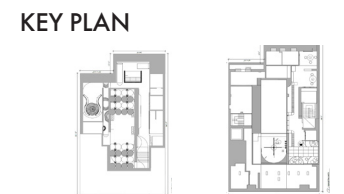
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**DRAWING NAME**  
CONCEPT DIAGRAM

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**EX.01.11**



# CONCEPT PLAN



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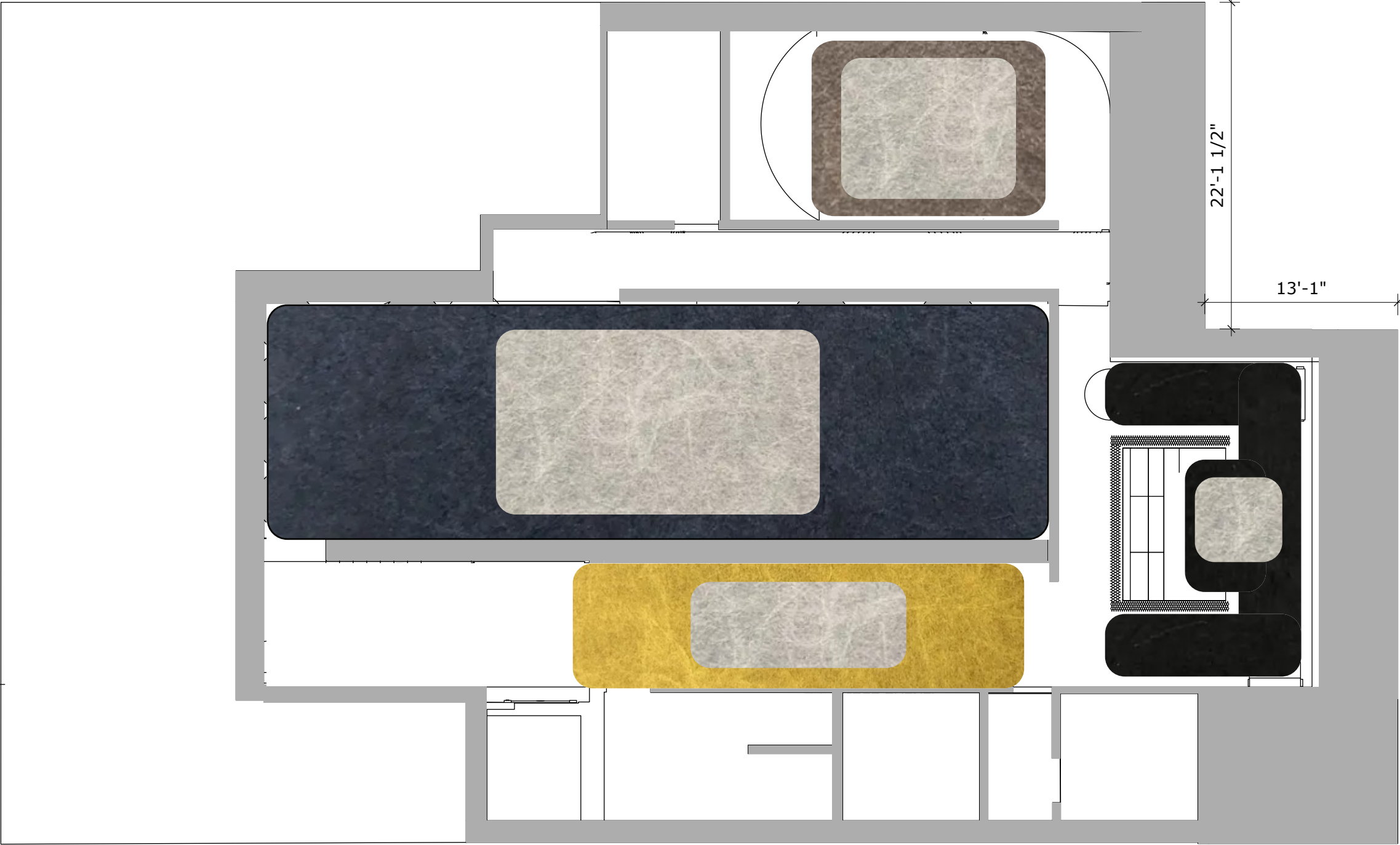
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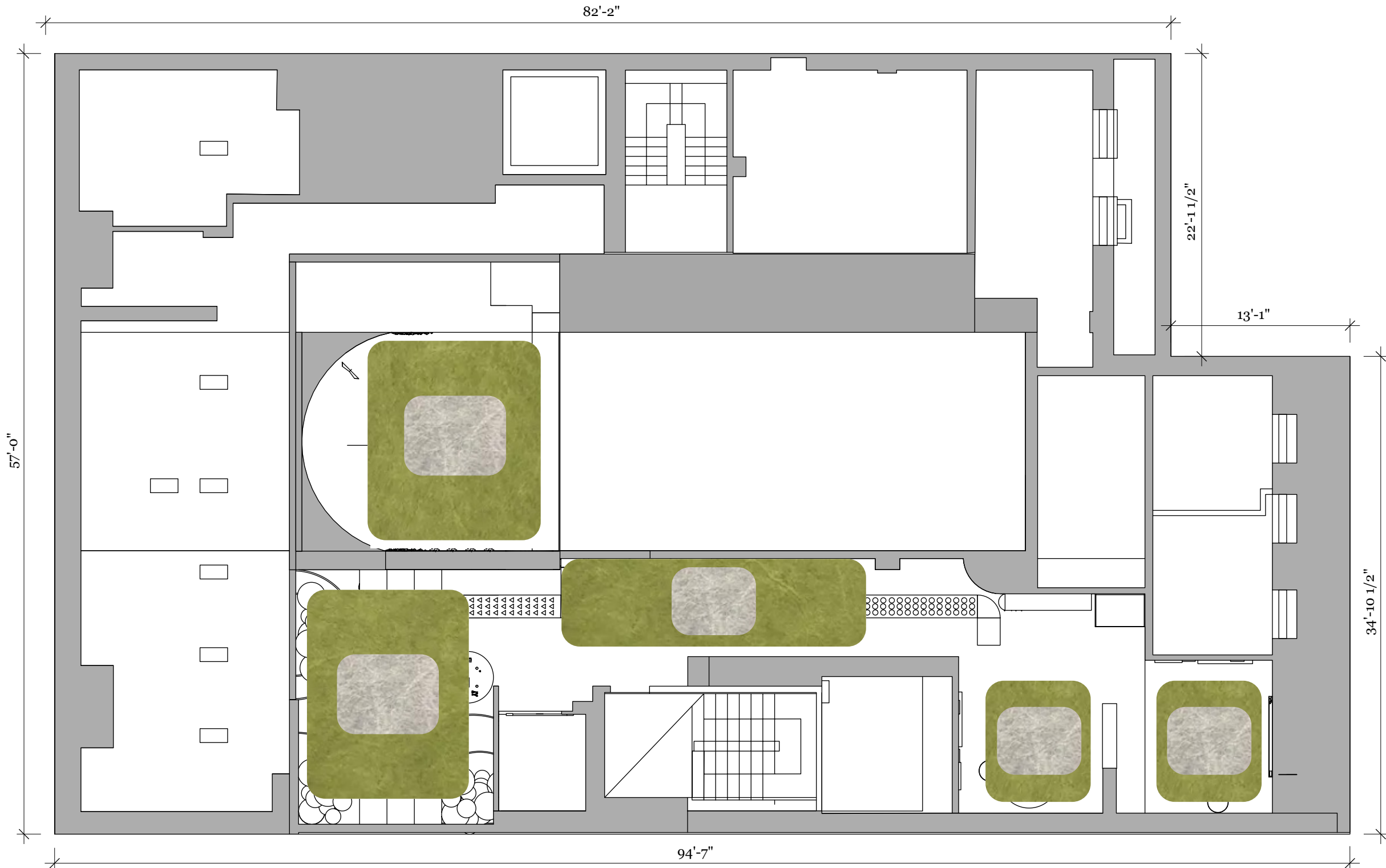
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CONCEPT PLAN

**DRAWING NUMBER**  
**EX.01.12**



● Production ● Waste & Reuse ● Environmental Impact ● Procédés Chénel Products ● Aesthetics

# CONCEPT PLAN



● Collaboration and Research ● Aesthetics

**1** General Plan 2nd FL  
EX.03.02 1/8" = 1'0"

**grounded**

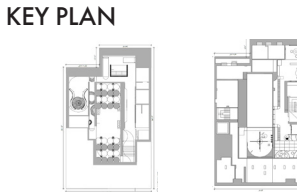
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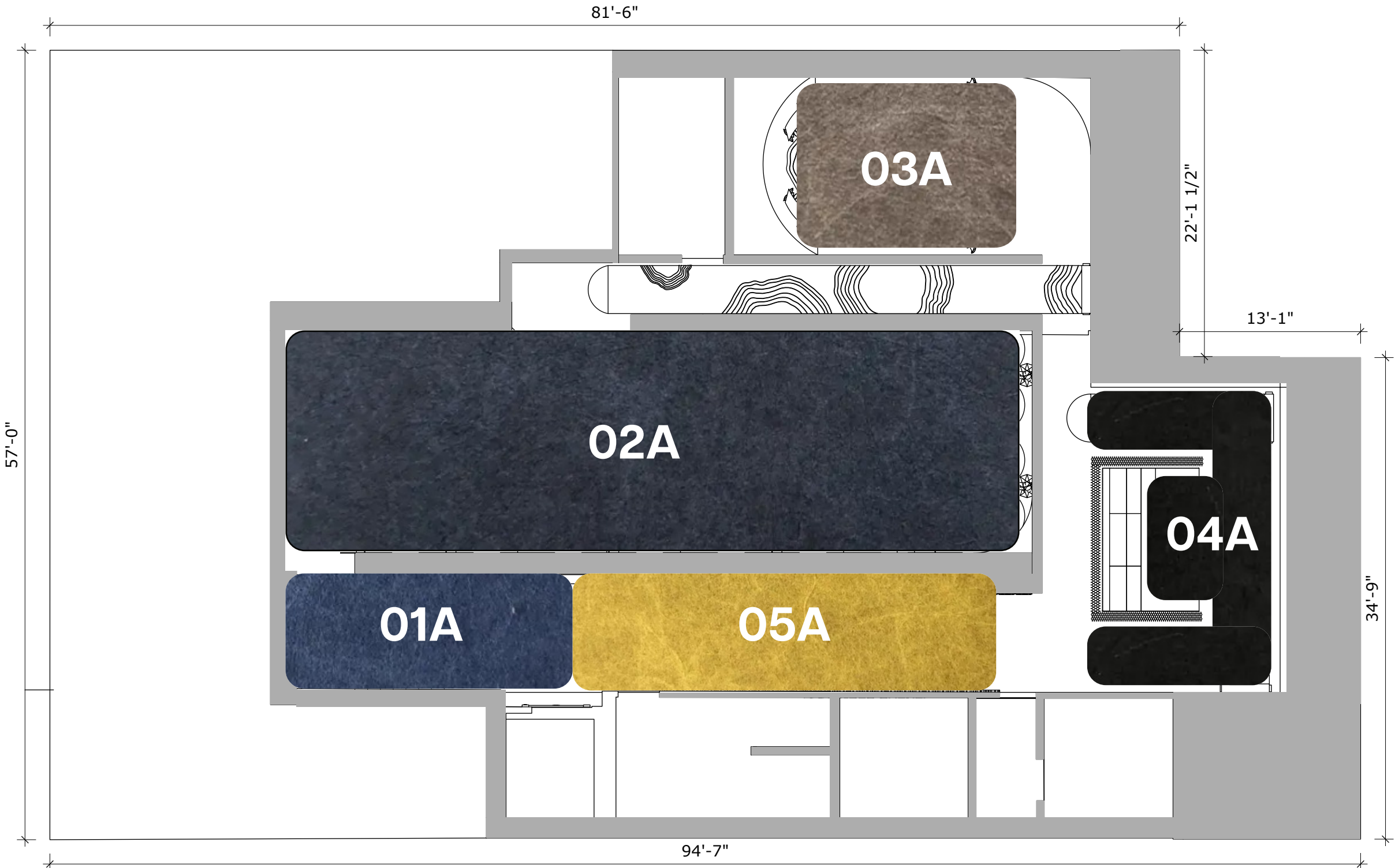
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**DRAWING NAME**  
CONCEPT PLAN

**DRAWING NUMBER**  
**EX.01.13**

# SIMPLIFIED PLAN



- Welcome Area
- Welcome Area
- Waste
- Environmental Impact
- Material Wall

**1** General Plan 3rd FL  
Ex.03.01 1/8" = 1'0"



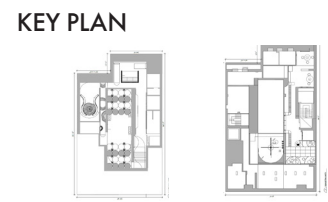
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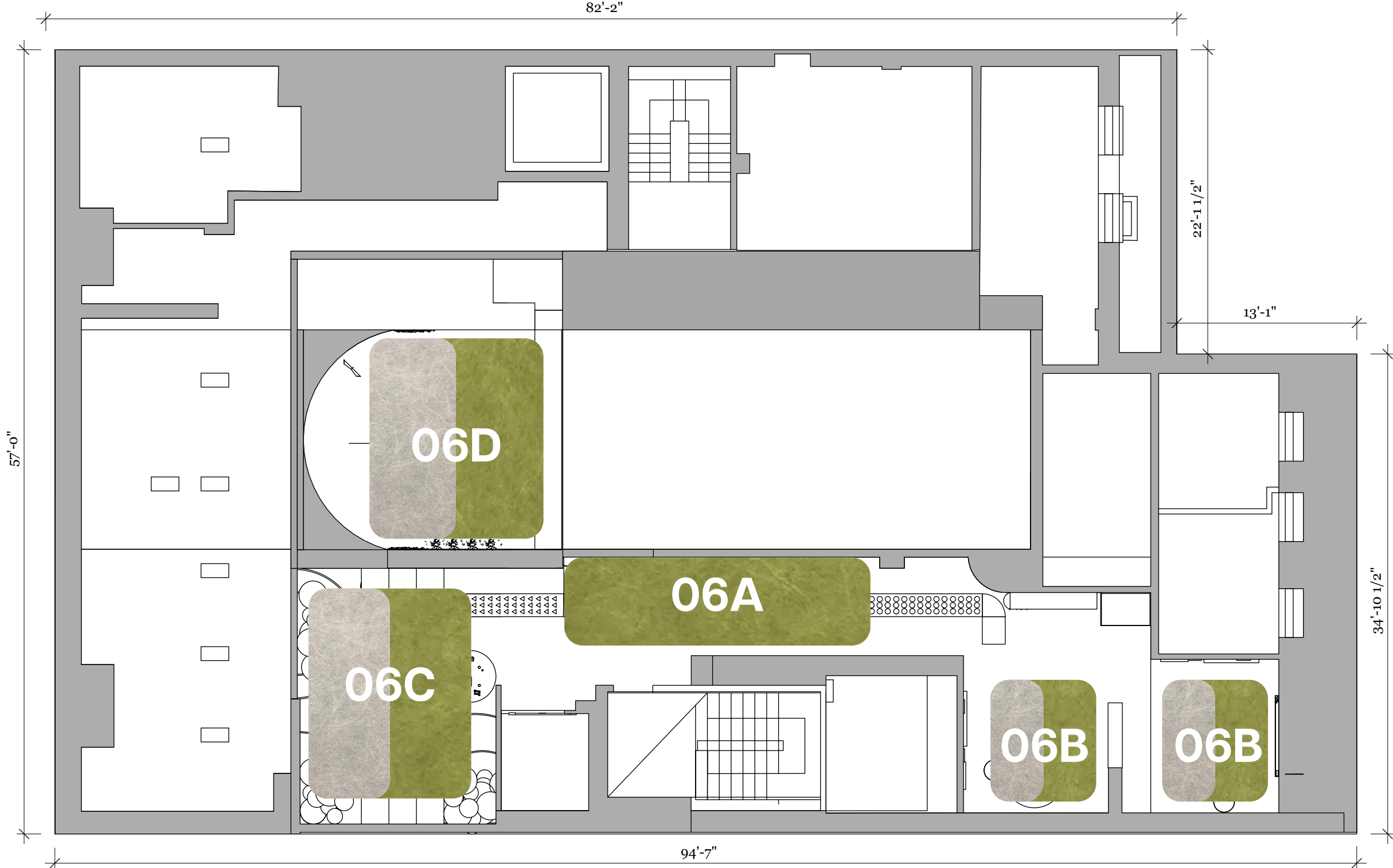
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 SIMPLIFIED PLAN

**DRAWING NUMBER**  
**EX.01.14**

# SIMPLIFIED PLAN



● Collaboration and Research ● Aesthetics

1 General Plan 2nd FL  
EX.03.02 1/8" = 1'0"

**grounded**

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As Noted

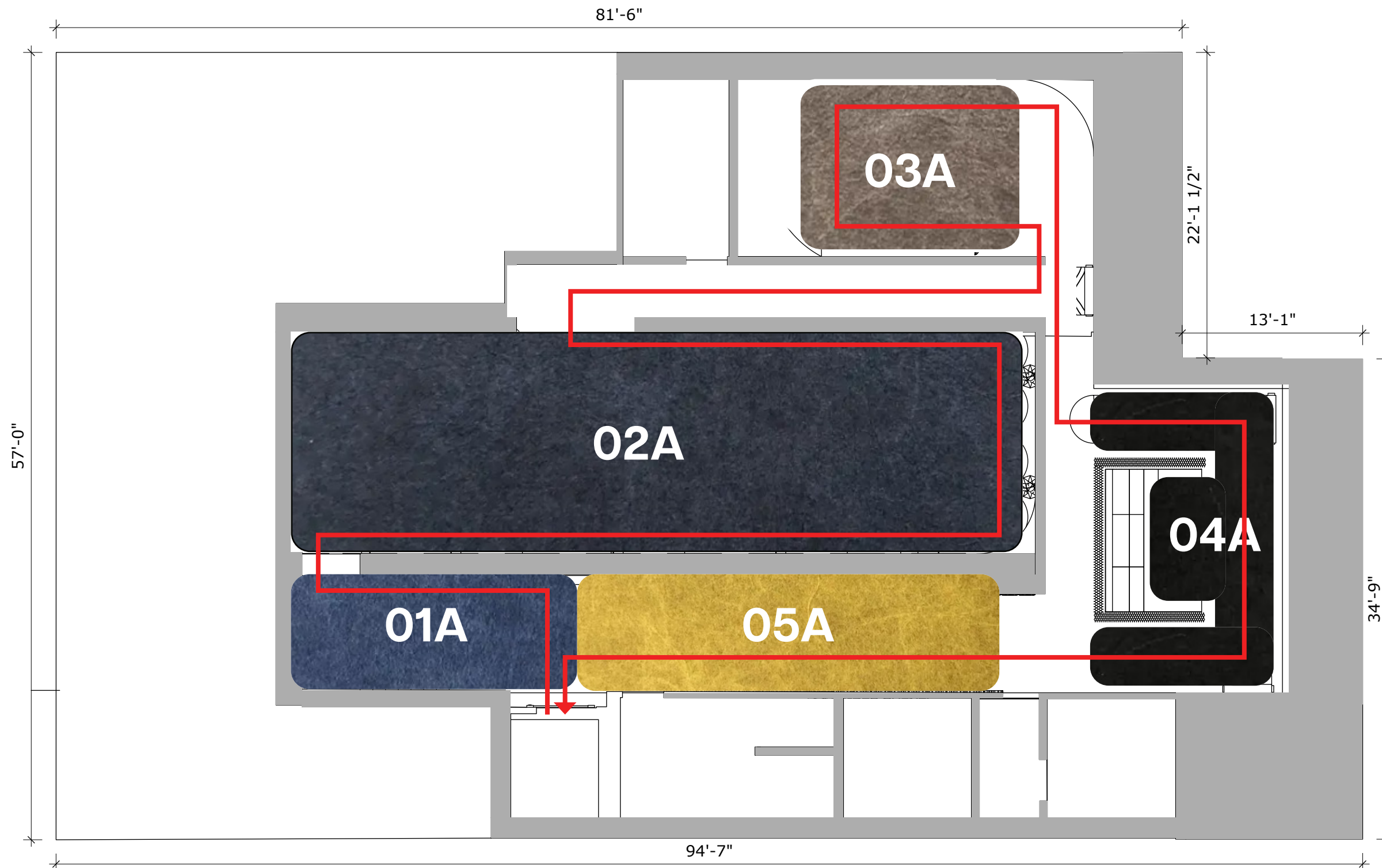
**DATE**  
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100% DD

**DRAWING NAME**  
SIMPLIFIED PLAN

**DRAWING NUMBER**  
**EX.01.15**

# FLOW PLAN



● Welcome Area ● Welcome Area ● Waste ● Environmental Impact ● Material Wall

1 General Plan 3rd FL  
Ex.03.01 1/8" = 1'0"

**grounded**

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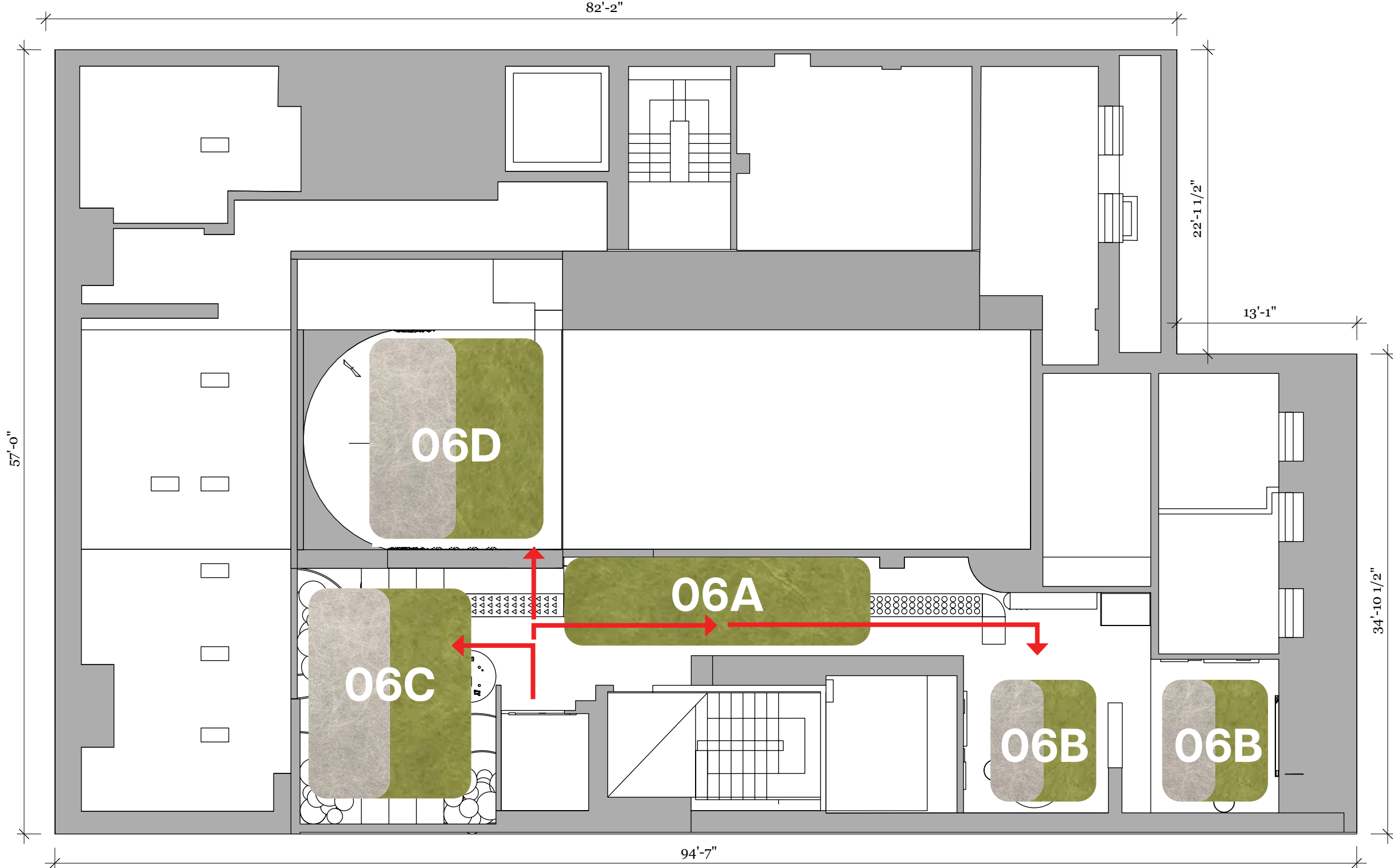
**DATE**  
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**DRAWING NAME**  
FLOW PLAN

**DRAWING NUMBER**  
**EX.01.16**

# FLOW PLAN



1 General Plan 2nd FL  
EX.03.02 1/8" = 1'0"



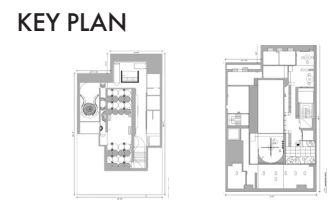
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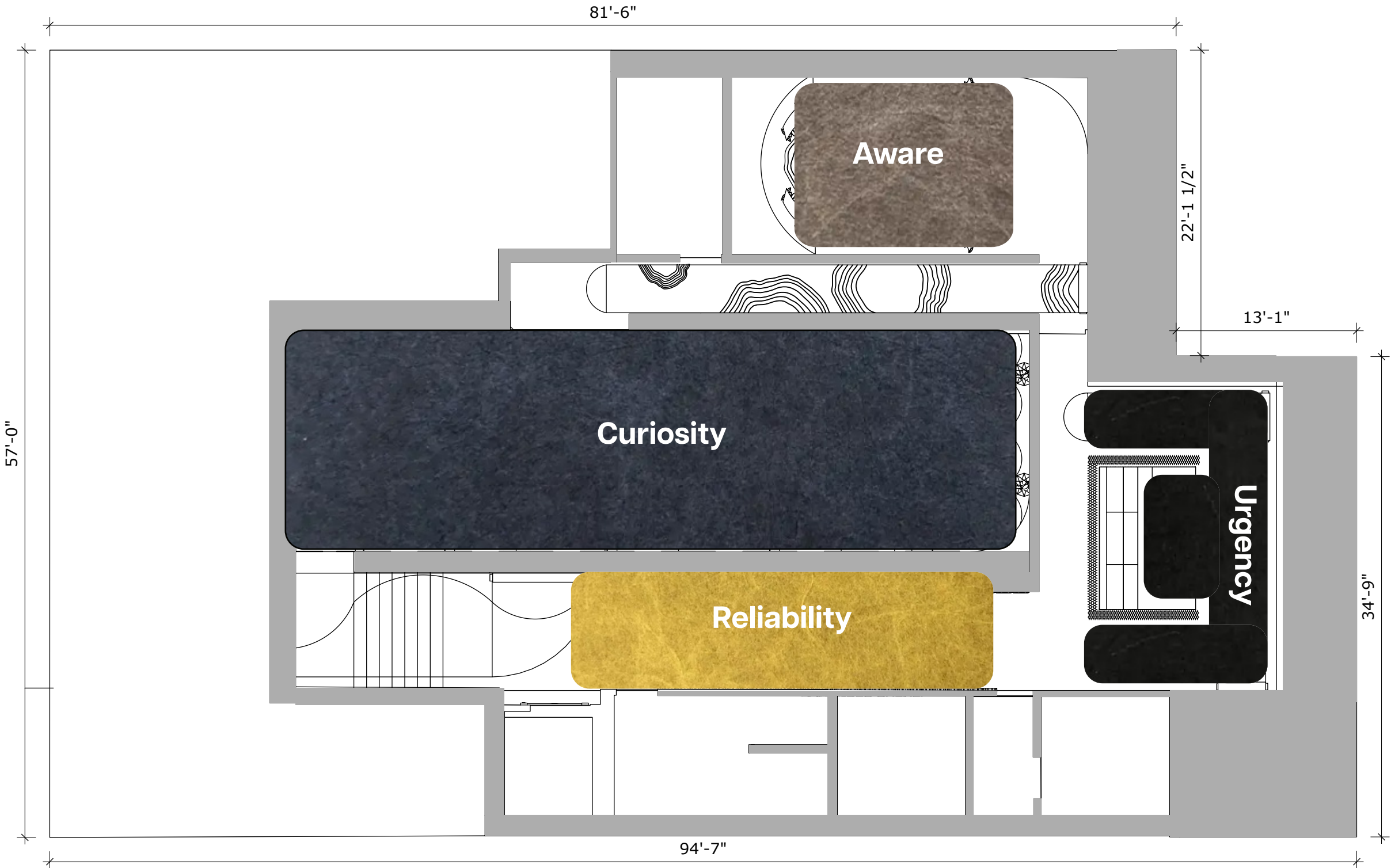
**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
FLOW PLAN

**DRAWING NUMBER**  
**EX.01.17**

# EMOTION MAP



**1** General Plan 3rd FL  
Ex.03.01 1/8" = 1'0"



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**SCALE**  
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**DATE**  
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**STATUS**  
 100% DD

**DRAWING NAME**  
 EMOTION MAP

**DRAWING NUMBER**  
**EX.01.18**

# EMOTION MAP



**1** General Plan 2nd FL  
EX.03.02 1/8" = 1'0"

**grounded**

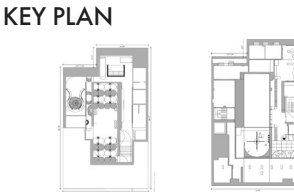
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**SCALE**  
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**DATE**  
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**STATUS**  
100% DD

**DRAWING NAME**  
EMOTION MAP

**DRAWING NUMBER**  
**EX.01.19**



# CONCEPT OUTLINE

## Production

Introduction on how sustainable paper is produced and how their materials break down over time.

## Waste

This area reveals how materials are discarded over time and end up in landfills, especially materials we consider sustainable.

## Environmental Impact

An Immersive Experience that visualizes how our designs can effect our environmental impact.

## Procédés Chénel Products

Visitors explore Procédés Chénel materials and see how we can still be sustainable and aesthetically pleasing at the same time/.

## Collaboration and Research

A shared space for discussion, learning, and collective action against common design decisions we face when it comes to sustainability

## Aesthetics

This section is the overall aesthetic of the exhibition with Procédés Chénel materials, and shows visitors how their products can be used in design.

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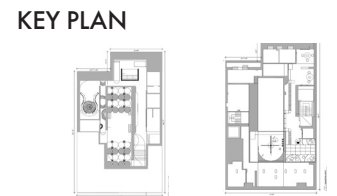
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CONCEPT PLAN

**DRAWING NUMBER**

**EX.01.20**

# 01. WELCOME AREA

The exhibition opens with the title "Grounded" where you are introduced to the world of paper and sustainability. Here, visitors will establish a foundation of what sustainability truly means in today's society. Through the guidance of Procédés Chénel, visitors will see the beauty of their paper products, but also see how their company as a whole can be seen as an anchor to being better with sustainability.



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**STATUS**  
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**DRAWING NAME**  
WELCOME AREA

**DRAWING NUMBER**  
**EX.01.21**

# 02. PRODUCTION

In the Production focused area, visitors will explore how different paper materials break down over time. Through a hands-on interaction, they will learn to distinguish the terms: biodegradable, oxo-degradable, and compostable. This will help bring a better understanding to the visitors on material life cycles, and responsible production choices.



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**SCALE**  
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**DATE**  
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**STATUS**  
100% DD

**DRAWING NAME**  
PRODUCTION

**DRAWING NUMBER**

**EX.01.22**

# 03. WASTE

Within the Waste area, we learn how a lot of materials we work with end up in landfills. Visitors will be able to spin sustainable material tiles, and reveal information on how they aren't as sustainable as we thought they were. This will bring education to visitors on how the word "sustainable" can be misleading at times.



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**SCALE**  
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**DATE**  
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**STATUS**  
100% DD

**DRAWING NAME**  
WASTE

**DRAWING NUMBER**

**EX.01.23**

# 04. ENVIRONMENTAL IMPACT

Environmental Impact is more of an emotional piece for visitors. Each blue tile represents a percentage of carbon emissions and educates the visitors on climate change. While walking through the space, LED walls will reflect their figure and show a relationship between our climate and ourselves as designers,



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**SCALE**  
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**DATE**  
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**STATUS**  
100% DD

**DRAWING NAME**  
ENVIRONMENTAL IMPACT

**DRAWING NUMBER**

**EX.01.24**

# 05. MATERIAL WALL

As visitors move through the material wall, they will encounter information and samples from Procédés Chénel, which offers an introduction to the company's products and how they curate new materials for their clients. By taking samples, visitors can bring these samples into their own designs that are beyond just the exhibition.



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**DRAWING NAME**  
MATERIAL WALL

**DRAWING NUMBER**

**EX.01.25**

# 06A. COLLECTIVE ACTION

Upon entering the 2nd Floor, visitors are welcomed by a Procédés Chénel Graphic wall which highlights their goals and company's commitment to being transparent with sustainability. This includes the Environmental Product Declaration on their drop paper. By making the company's visibility in focus, this moment will help set the tone for the rest of the Collective Action Area.



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**DRAWING NAME**  
06A COLLECTIVE ACTION

**DRAWING NUMBER**

**EX.01.26**

# 06B. COLLECTIVE ACTION

The room to the right is mainly dedicated to team conversations. Small-group discussions will be recorded and live-projected into the creativity room. Here participants will have open dialogue conversations about what sustainability means to them, and share perspectives and challenges they've dealt with. A trained facilitator will be present to also help guide the conversations and respond to questions to help educate designers.



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**DRAWING NAME**  
06B COLLECTIVE ACTION

**DRAWING NUMBER**

**EX.01.27**



# 06C. COLLECTIVE ACTION

In this room, visitors are given free reign to begin designing with Procédés Chénel products drawn from their Mystery Boxes and create contributions that help fill the next space. They are prompted to think about how nature and design interact each other and either work individually or together to start designing.



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**DRAWING NAME**  
06C COLLECTIVE ACTION

**DRAWING NUMBER**

**EX.01.28**

# 06D. COLLECTIVE ACTION

The final area is the Tree of Life, where visitors collectively fill the room with designs they created in the room before. Participants are also invited to cut their names out of paper from Drop paper, and have them scanned at the table, showing their names projected onto the wall of commitment. This will act as a personal action and shared participation with the alignment of the Ellen MacArthur Foundation which highlights collective responsibility, circulatory design, and sustainable action.



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**STATUS**  
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**DRAWING NAME**  
06D COLLECTIVE ACTION

**DRAWING NUMBER**

**EX.01.29**

# **SCHEDULE AND LISTS**

# GRAPHIC SPECIFICATIONS

TYPE	DESCRIPTION
A	DIE CUT DROP PAPER
B	DIE CUT DROP PAPER LAYERED ON TOP OF EACH OTHER
C	PRINTED UV DROP PAPER
D	PRINTED DROP JET PAPER
E	PRINTED UV DROP PAPER W/ A WATER BASED FLOOR VARNISH

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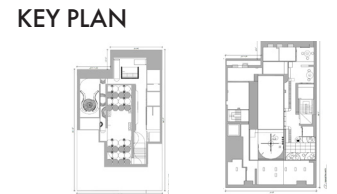
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**DRAWING NAME**  
GRAPHIC SEPCIFICATIONS

**DRAWING NUMBER**

**EX.02.01**

# GRAPHIC SCHEDULE

AREA 01: INTRODUCTION	TYPE	DESCRIPTION
01A.01.GR01	C	Welcome Wall
01A.02.GR01	A	Ceiling Graphic 1
01A.02.GR02	A	Ceiling Graphic 2
01A.02.GR03	A	Ceiling Graphic 3
01A.01.GR04	A	Ceiling Graphic 4
01A.02.GR05	A	Ceiling Graphic 5
01A.02.GR06	A	Ceiling Graphic 6
01A.02.GR07	A	Ceiling Graphic 7
01A.02.GR08	A	Ceiling Graphic 8
01A.03.GR01	E	Floor Graphic Right
01A.03.GR02	E	Floor Graphic Left
01A.03.GR03	B	Left of Welcome Wall
01A.03.GR04	B	Hallway End Graphic Left
01A.03.GR05	B	Hallway End Graphic Right

AREA 02: PRODUCTION	TYPE	DESCRIPTION
02A.01.GR01	D	Info Wall
02A.01.GR02	D	Wall Graphic Panel - Right
02A.01.GR03	D	Wall Graphic Panel - Right
02A.01.GR04	D	Wall Graphic Panel - Left
02A.01.GR05	D	Wall Graphic Panel - Right
02A.01.GR06	D	Wall Graphic Panel - Left
02A.01.GR07	D	Wall Graphic Panel - Right
02A.01.GR08	D	Wall Graphic Panel - Left
02A.01.GR09	D	Wall Graphic Panel - Right
02A.01.GR010	D	Wall Graphic Panel - Left
02A.01.GR011	D	Wall Graphic Panel - Right
02A.01.GR12	D	Wall Graphic Panel - Left
02A.02.GR01	C	Interpretive Box Panel 1 - Front
02A.02.GR02	C	Interpretive Box Panel 1 - Back
02A.02.GR03	C	Interpretive Box Panel 2 - Front
02A.02.GR04	C	Interpretive Box Panel 2 - Back
02A.02.GR05	C	Interpretive Box Panel 3 - Front
02A.02.GR06	C	Interpretive Box Panel 3 - Back
02A.03.GR01	A	Flower Panel
02A.03.GR02	A	Leaf Panel
02A.04.GR01	E	Floor Panel Left
02A.04.GR02	E	Floor Panel Right
02A.04.GR03	E	Floor Panel Left
02A.04.GR04	E	Floor Panel Right

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**DRAWING NAME**  
GRAPHIC SCHEDULE

**DRAWING NUMBER**  
**EX.02.02**

# GRAPHIC SCHEDULE

## AREA 03:

WASTE	TYPE	DESCRIPTION
03A.01.GR01	E	Floor Graphic
03A.02.GR01	D	Banner Graphic
03A.03.GR01	D	Graphic Wall Right
03A.03.GR02	D	Graphic Wall Left
03A.04.GR01	C	Circle Tile Front 1
03A.04.GR02	C	Circle Tile Back 1
03A.04.GR03	C	Circle Tile Front 2
03A.04.GR04	C	Circle Tile Back 2
03A.04.GR05	C	Circle Tile Front 3
03A.04.GR06	C	Circle Tile Back 3
03A.04.GR07	C	Circle Tile Front 4
03A.04.GR08	C	Circle Tile Back 4
03A.04.GR09	C	Circle Tile Front 5
03A.04.GR010	C	Circle Tile Back 5
03A.04.GR011	C	Circle Tile Front 6
03A.04.GR012	C	Circle Tile Back 6
03A.02.GR013	C	Circle Tile Front 7
03A.04.GR014	C	Circle Tile Back 7
03A.04.GR015	C	Circle Tile Front 8
03A.04.GR016	C	Circle Tile Back 8
03A.04.GR017	C	Circle Tile Front 9
03A.04.GR018	C	Circle Tile Back 9
03A.04.GR019	C	Circle Tile Front 10
03A.04.GR020	C	Circle Tile Back 10
03A.04.GR021	C	Circle Tile Front 11
03A.04.GR022	C	Circle Tile Back 11
03A.04.GR023	C	Circle Tile Front 12
03A.04.GR024	C	Circle Tile Back 12
03A.05.GR01	A	Ceiling Graphic

## AREA 04:

ENVIRONMENTAL IMPACT	TYPE	DESCRIPTION
04A.01.GR01	D	Banner Graphic 1
04A.01.GR02	D	Banner Graphic 2
04A.02.GR01	D	Banner Graphic 1
04A.02.GR02	D	Banner Graphic 2

## AREA 05:

MATERIAL WALL	TYPE	DESCRIPTION
05A.01.GR01	D	Graphic Photo 1
05A.01.GR02	D	Graphic Photo 2
05A.01.GR03	D	Graphic Photo 3
05A.01.GR04	D	Graphic Photo 4
05A.01.GR05	D	Graphic Photo 5
05A.01.GR06	D	Graphic Photo 6
05A.01.GR07	D	Graphic Photo 7
05A.02.GR01	C	Object Label 1
05A.02.GR02	C	Object Label 2
05A.02.GR03	C	Object Label 3
05A.02.GR04	C	Object Label 4
05A.02.GR05	C	Object Label 5
05A.02.GR06	C	Object Label 6
05A.02.GR07	C	Object Label 7
05A.03.GR01	A	Material Wall Cut Out Letters
05A.03.GR02	A	Procédés Chénel Cut Out Letters

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### KEY PLAN



### SCALE

As Noted

### DATE

12/12/2025

### STATUS

100% DD

DRAWING NAME  
GRAPHIC SCHEDULE

DRAWING NUMBER

**EX.02.03**

# GRAPHIC SCHEDULE

## AREA 06A:

COLLECTIVE ACTION	TYPE	DESCRIPTION
06A.01.GR01	C	Yellow Banner Graphic
06A.01.GR02	C	Blue Banner Graphic
06A.02.GR01	E	Floor Graphic Yellow
06A.02.GR02	E	Floor Graphic Blue
06A.03.GR04	D	Sustainability Panel 1
06A.03.GR05	D	Sustainability Panel 2
06A.03.GR06	D	Sustainability Panel 3

## AREA 06B:

COLLECTIVE ACTION	TYPE	DESCRIPTION
06B.01.GR01	A	Wall Graphic Panel 1
06B.01.GR02	A	Wall Graphic Panel 2
06B.01.GR03	A	Wall Graphic Panel 3
06B.01.GR04	A	Wall Graphic Panel 4
06B.02.GR01	C	B Circle Graphic Large
06B.02.GR02	C	B Circle Graphic Medium
06B.02.GR03	C	B Circle Graphic Small 1
06B.02.GR04	C	B Circle Graphic Small 2
06B.02.GR05	C	G Circle Graphic Large
06B.02.GR06	C	G Circle Graphic Medium
0V.02.GR07	C	G Circle Graphic Small 1
06B.02.GR08	C	G Circle Graphic Small 2
06B.03.GR01	C	B Table Graphic
06B.03.GR02	C	G Table Graphic

## AREA 06C:

COLLECTIVE ACTION	TYPE	DESCRIPTION
06C.01.GR01	C	Graphic Wall
06C.02.GR01	A	Ceiling Hanging Graphic
06C.02.GR02	A	Ceiling Circle Small
06C.02.GR03	A	Ceiling Circle Medium
06C.02.GR04	A	Ceiling Circle Large

## AREA 06D:

COLLECTIVE ACTION	TYPE	DESCRIPTION
06D.01.GR01	D	Graphic Wall
06D.02.GR01	E	Graphic Floor
06D.03.GR01	A	Graphic Tree
06D.04.GR03	A	Table Instructions

**grounded**

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Lindsay Eiseman

### CLIENT

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### VENUE

**CENTER FOR ARCHITECTURE**

### KEY PLAN



### SCALE

As Noted

### DATE

12/12/2025

### STATUS

100% DD

DRAWING NAME  
GRAPHIC SCHEDULE

DRAWING NUMBER

**EX.02.04**

# OBJECT SCHEDULE

## OBJECT SCHEDULE

TAG	TYPE	DESCRIPTION
O1		Geo Drop Samples
O2		Golden Drop Samples
O3		Drop Cake Samples
O4		Nido Samples
O5		Drop Paper Samples
O6		Screen Samples
O7		Drop 40 Samples

**grounded**

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#### STATUS

100% DD

#### DRAWING NAME

OBJECT SCHEDULE

#### DRAWING NUMBER

**EX.02.05**



# AV-LIGHTING SCHEDULE

## AV SCHEDULE

TAG	TYPE	DESCRIPTION
AV1		Wall Mounted Speaker
AV2		Projector
AV3		Custom Scanner Table
AV4		Motion Sensors
AV5		LED Walls
AV6		Video Camera
AV7		Air Compressor

## LIGHTING SCHEDULE

TAG	TYPE	DESCRIPTION
L1		Lumens Recessed Lighting
L2		Lumens LED Track Light
L3		Rosco Steel Gobo Light
L4		Alcon Wall Light

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### KEY PLAN



### SCALE

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### DATE

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### STATUS

100% DD

### DRAWING NAME

AV LIGHTING SCHEDULE

### DRAWING NUMBER

**EX.02.06**

# MATERIAL SCHEDULE

## MATERIAL SCHEDULE: COLLECTIVE ACTION

	DESCRIPTION
M1	Double-wall Corrugated Cardboard
M2	Die Cut Drop Paper UV Printed
M3	Die Cut Drop Paper
M4	Drop Jet Paper Adhered to Wall
M5	Honey Comb Drop Paper
M6	FSC Certified Pine Wood
M7	Drop Cake
M8	Steel Magnet Plates on Rods
M9	Printed UV Drop Paper w/ a Water Based Floor Varnish
M10	Benjamin Moore Paint Simply White
M11	Die Cut Drop Paper
M12	Projected Paper

**grounded**

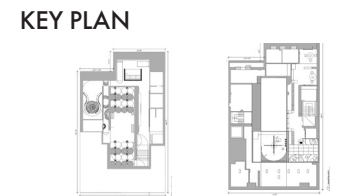
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**DATE**  
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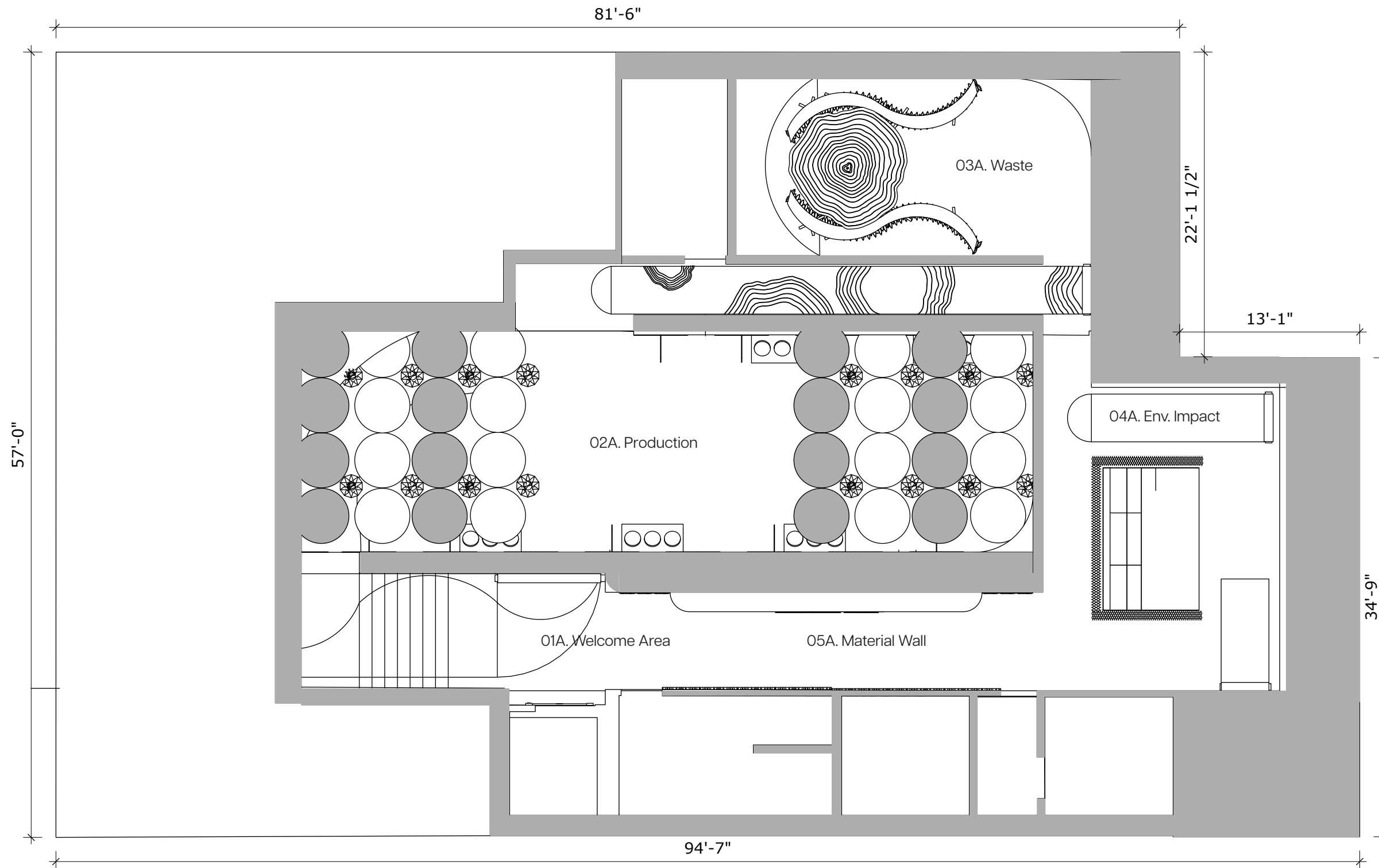
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**DRAWING NAME**  
MATERIAL SCHEDULE

**DRAWING NUMBER**  
**EX.02.07**

# PLANS AND SECTIONS

# GENERAL PLAN



**1** General Plan 3rd FL  
 Ex.03.01 1/8" = 1'0"

**grounded**

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**KEY PLAN**

**SCALE**  
 As Noted

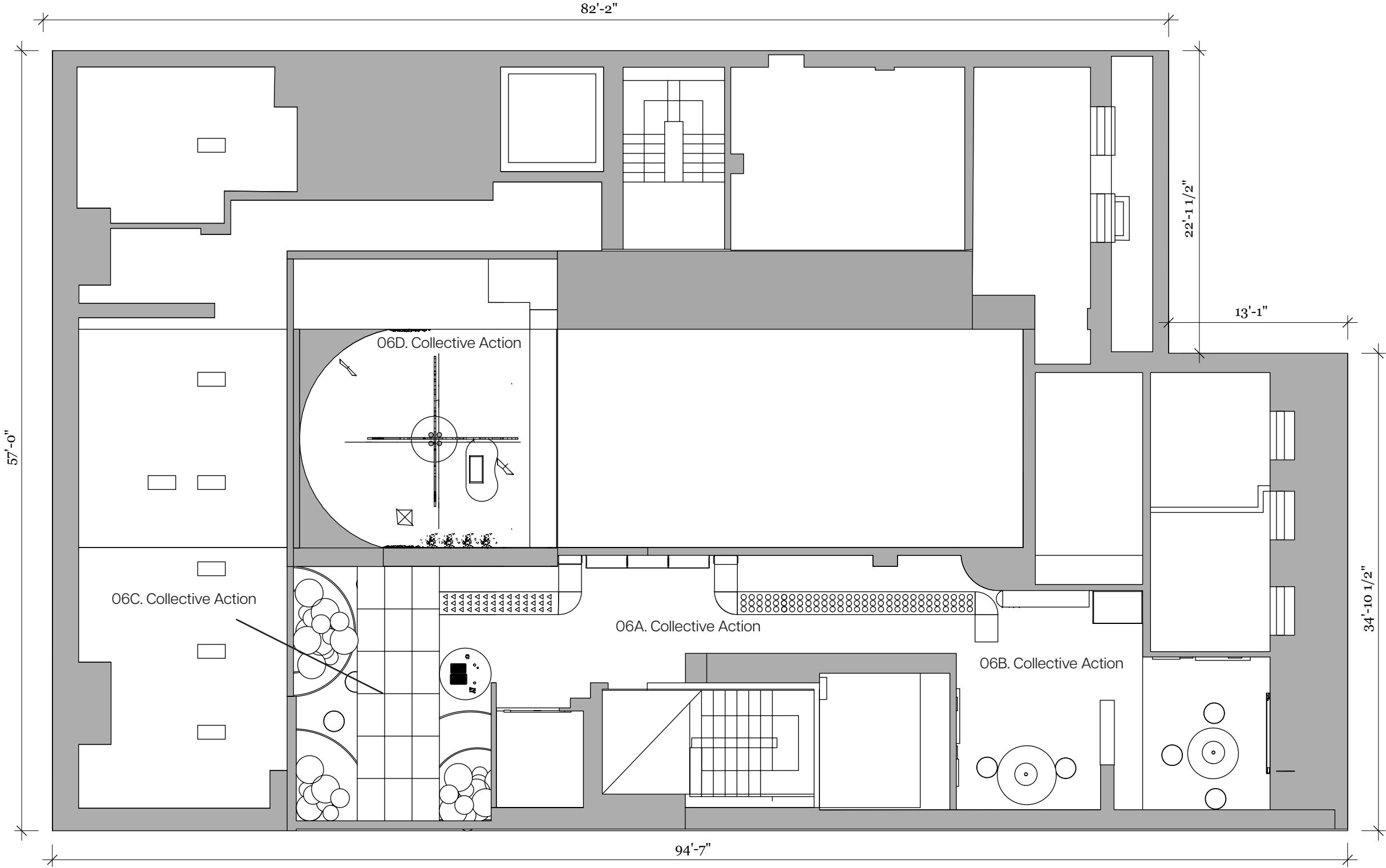
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**DRAWING NAME**  
 GENERAL PLAN

**DRAWING NUMBER**  
**EX.03.01**

# GENERAL PLAN



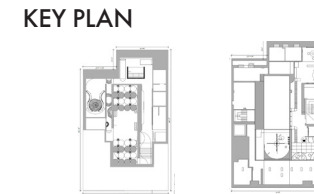
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**SCALE**  
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**DATE**  
 12/12/2025

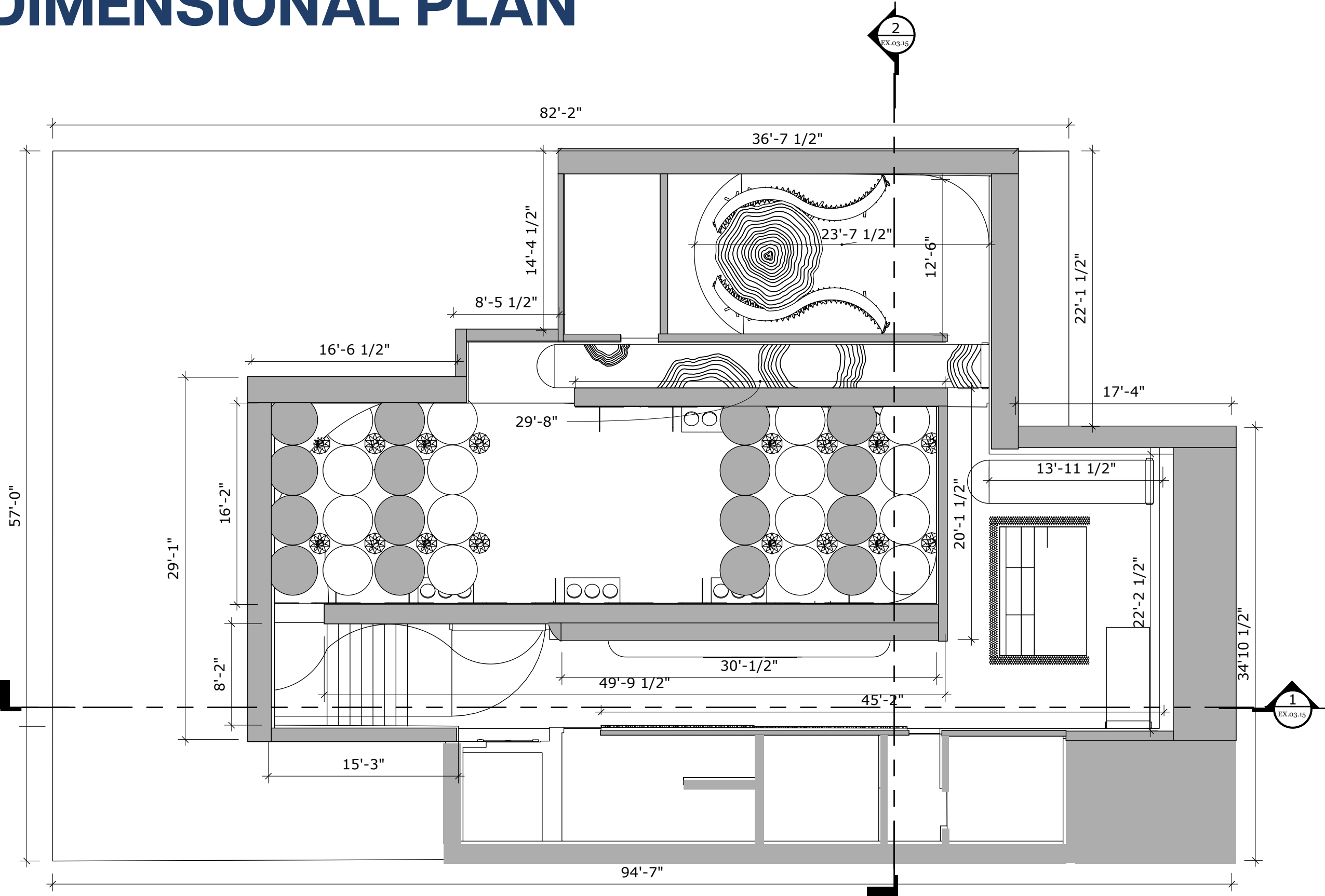
**STATUS**  
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**DRAWING NAME**  
 GENERAL PLAN

**DRAWING NUMBER**

**EX.03.02**

# DIMENSIONAL PLAN



**1** Dimensional Plan 3rd FL  
 Ex.03.02 1/8" = 1'0"



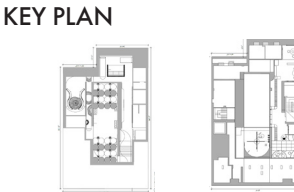
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**SCALE**  
 As Noted

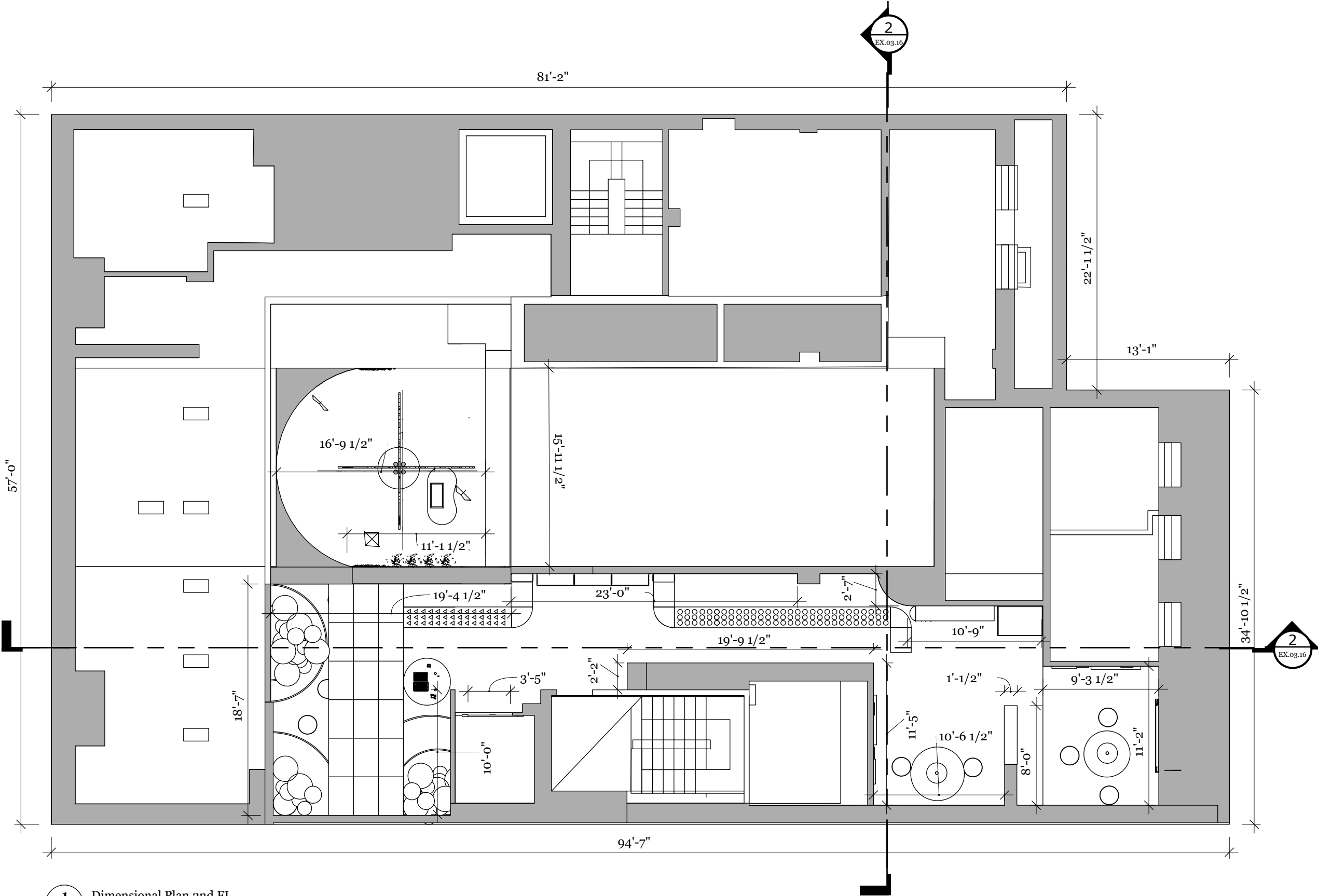
**DATE**  
 12/12/2025

**STATUS**  
 100% DD

**DRAWING NAME**  
 DIMENSIONAL PLAN

**DRAWING NUMBER**  
**EX.03.03**

# DIMENSIONAL PLAN



**1** Dimensional Plan 2nd FL  
EX.03.03 1/8" = 1'0"



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**SCALE**  
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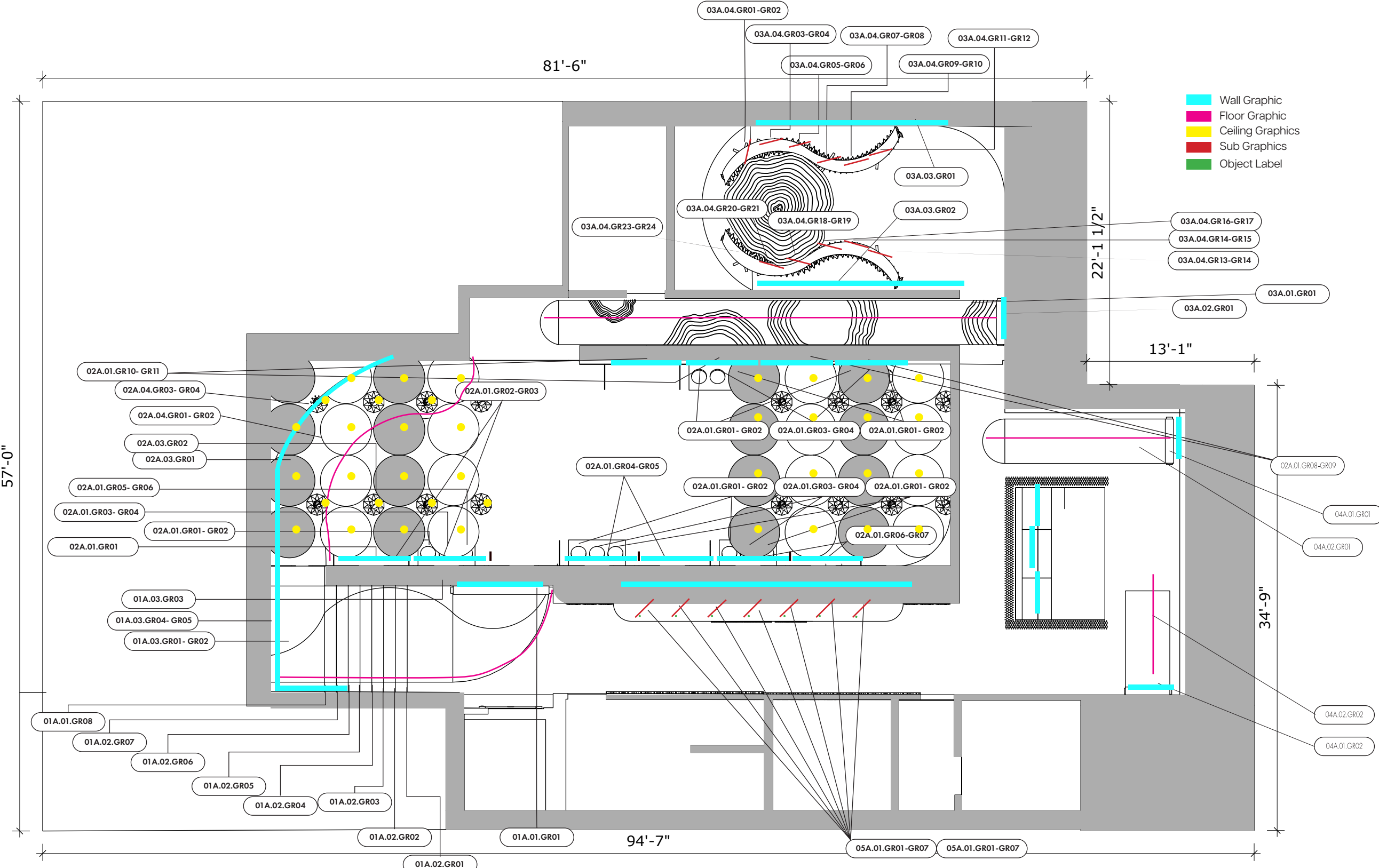
**DATE**  
12/12/2025

**STATUS**  
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**DRAWING NAME**  
DIMENSIONAL PLAN

**DRAWING NUMBER**  
**EX.03.04**

# GRAPHIC PLAN



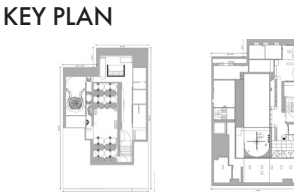
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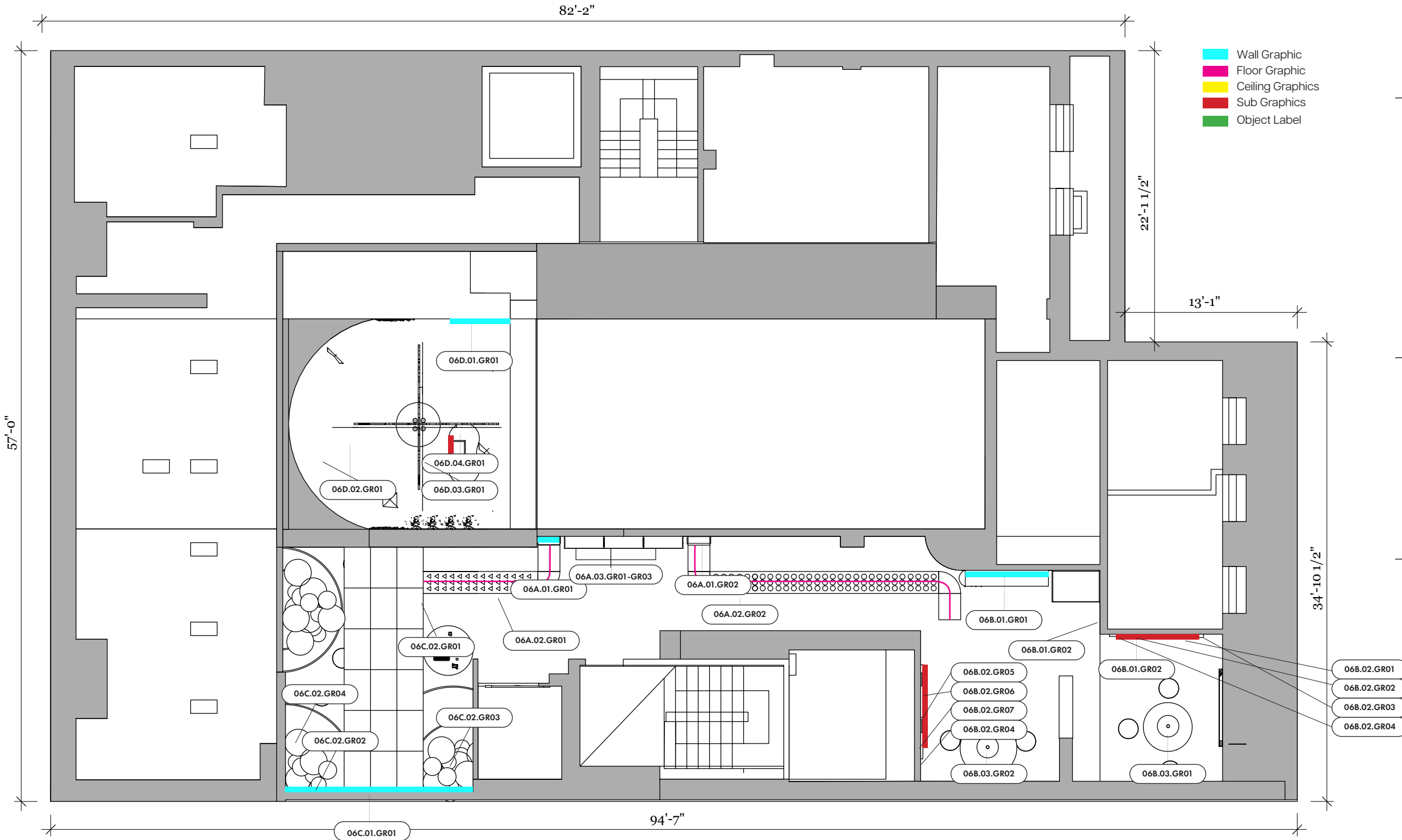
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GRAPHIC PLAN

**DRAWING NUMBER**  
**EX.03.05**

**1** Graphic Plan 3rd FL  
EX.03.05 1/8" = 1'0"



# GRAPHIC PLAN



- Wall Graphic
- Floor Graphic
- Ceiling Graphics
- Sub Graphics
- Object Label

**1** General Plan 2nd FL  
EX.03.06 1/8" = 1'0"

**grounded**

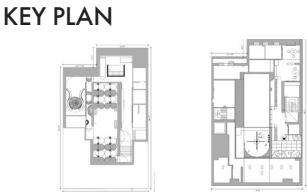
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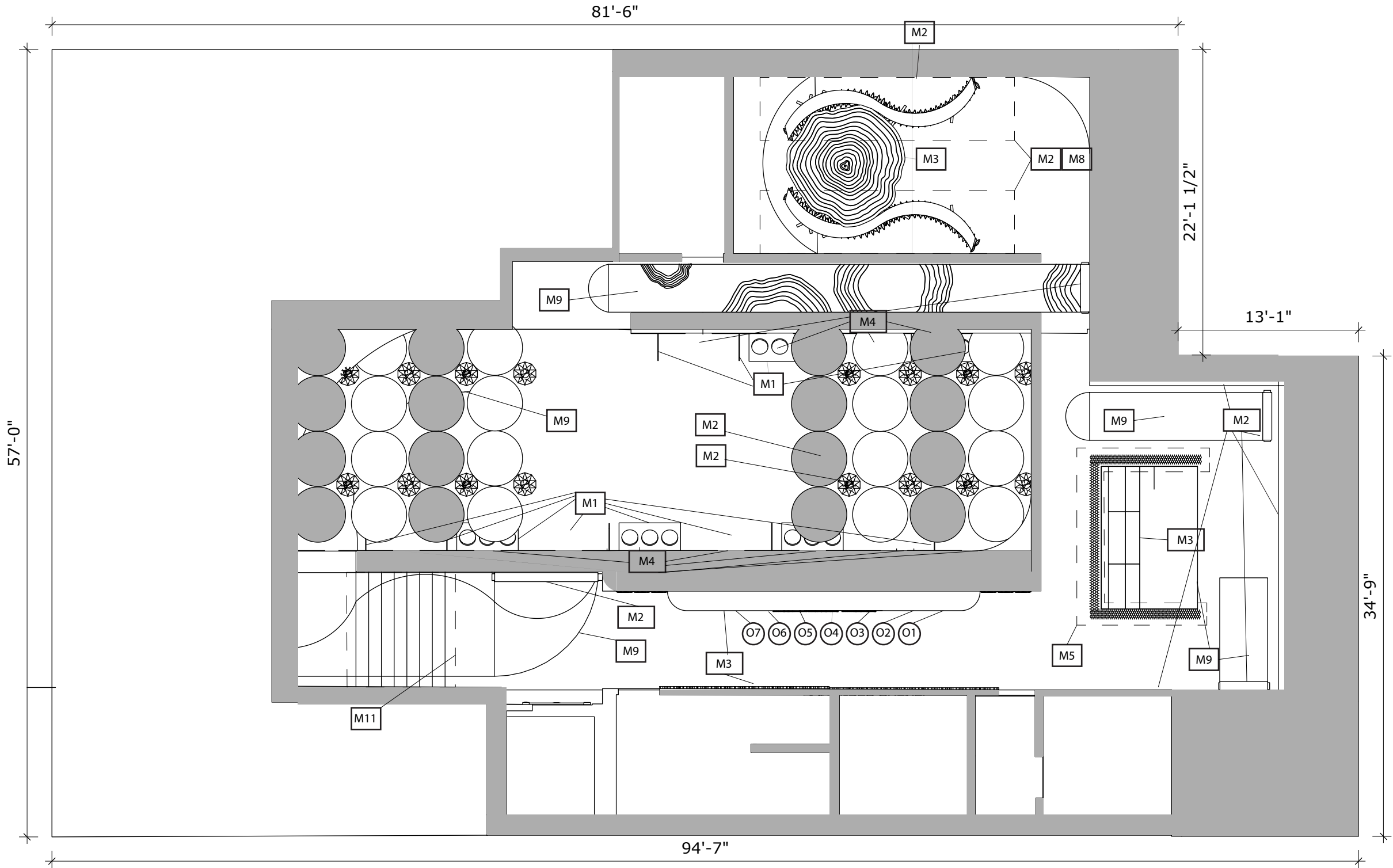
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12/12/2025

**STATUS**  
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**DRAWING NAME**  
GRAPHIC PLAN

**DRAWING NUMBER**  
**EX.03.06**

# OBJECT/MATERIAL PLAN



**1** Material/Prop Plan 3rd F  
EX.05.07 1/8" = 1'0"



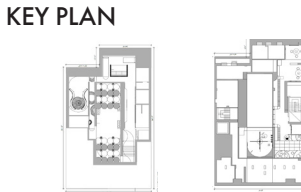
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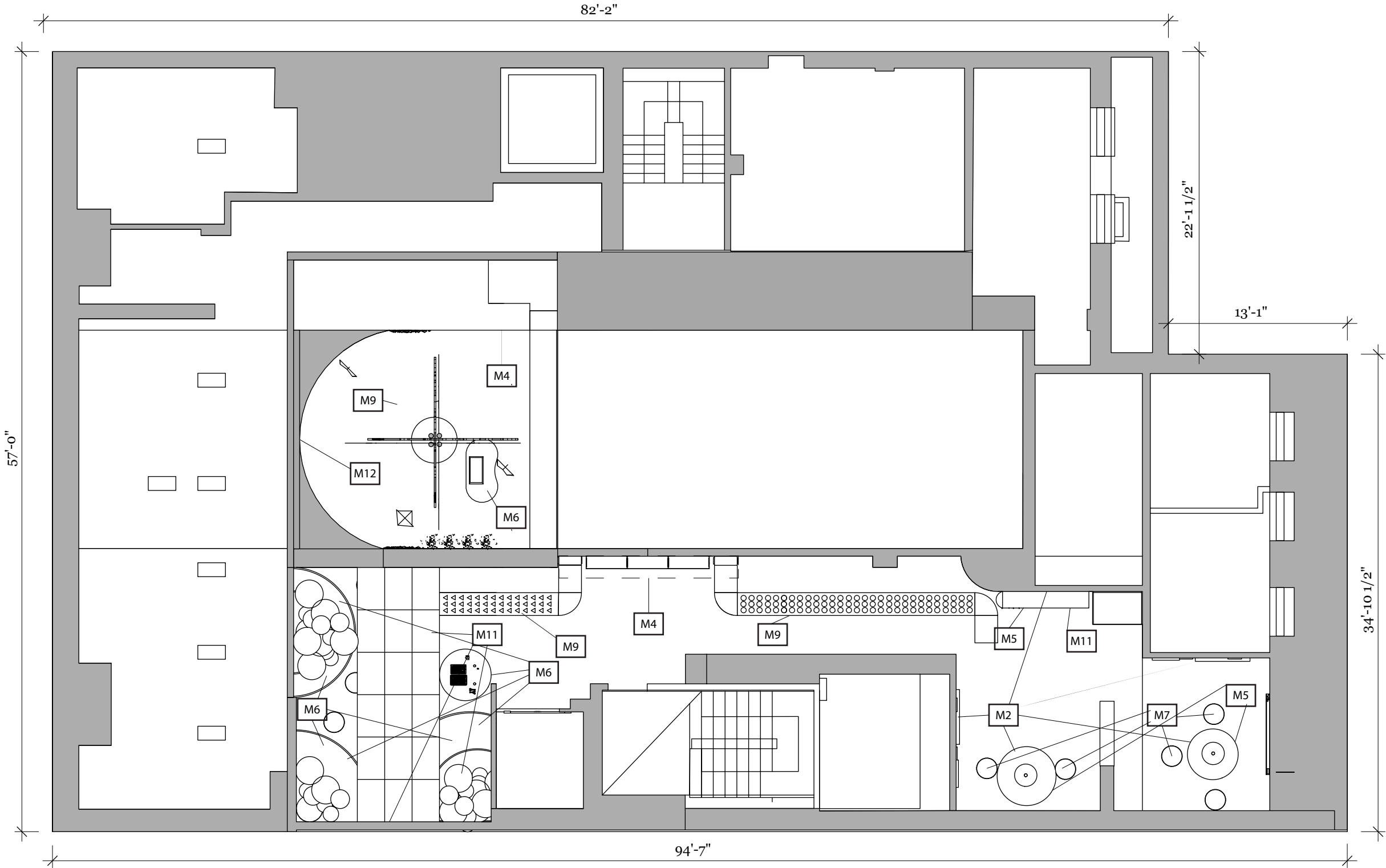
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12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
OBJECT MATERIAL PLAN

**DRAWING NUMBER**  
**EX.03.07**

# OBJECT/MATERIAL PLAN



**1** Prop/Material 2nd FL  
EX.03.08 1/8" = 1'0"



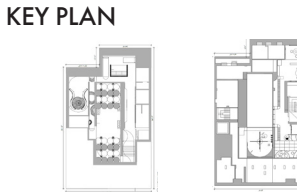
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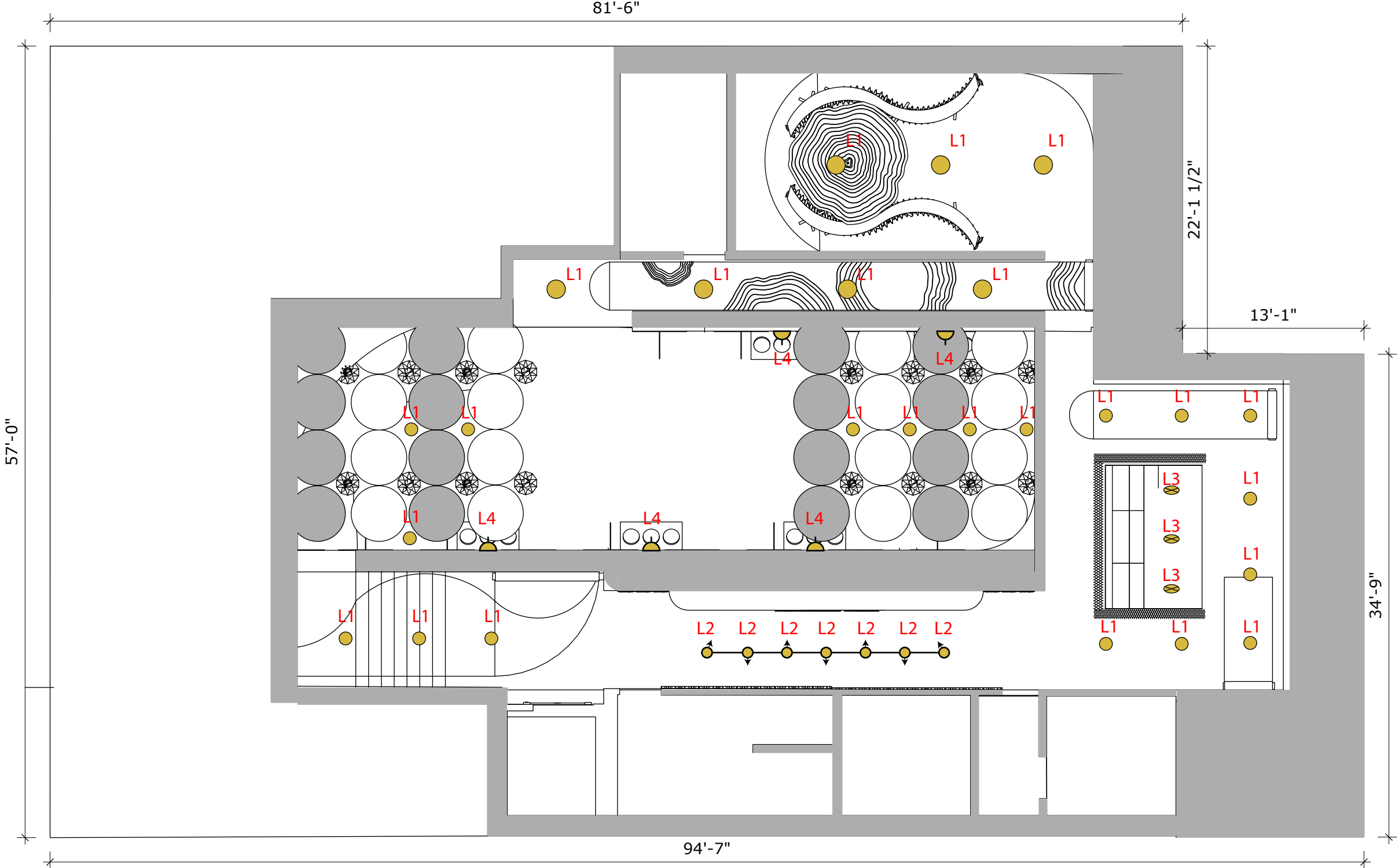
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12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
OBJECT MATERIAL PLAN

**DRAWING NUMBER**  
**EX.03.08**

# LIGHTING PLAN



**1** Lighting Plan 3rd FL  
EX.03.10 1/8" = 1'0"



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**SCALE**  
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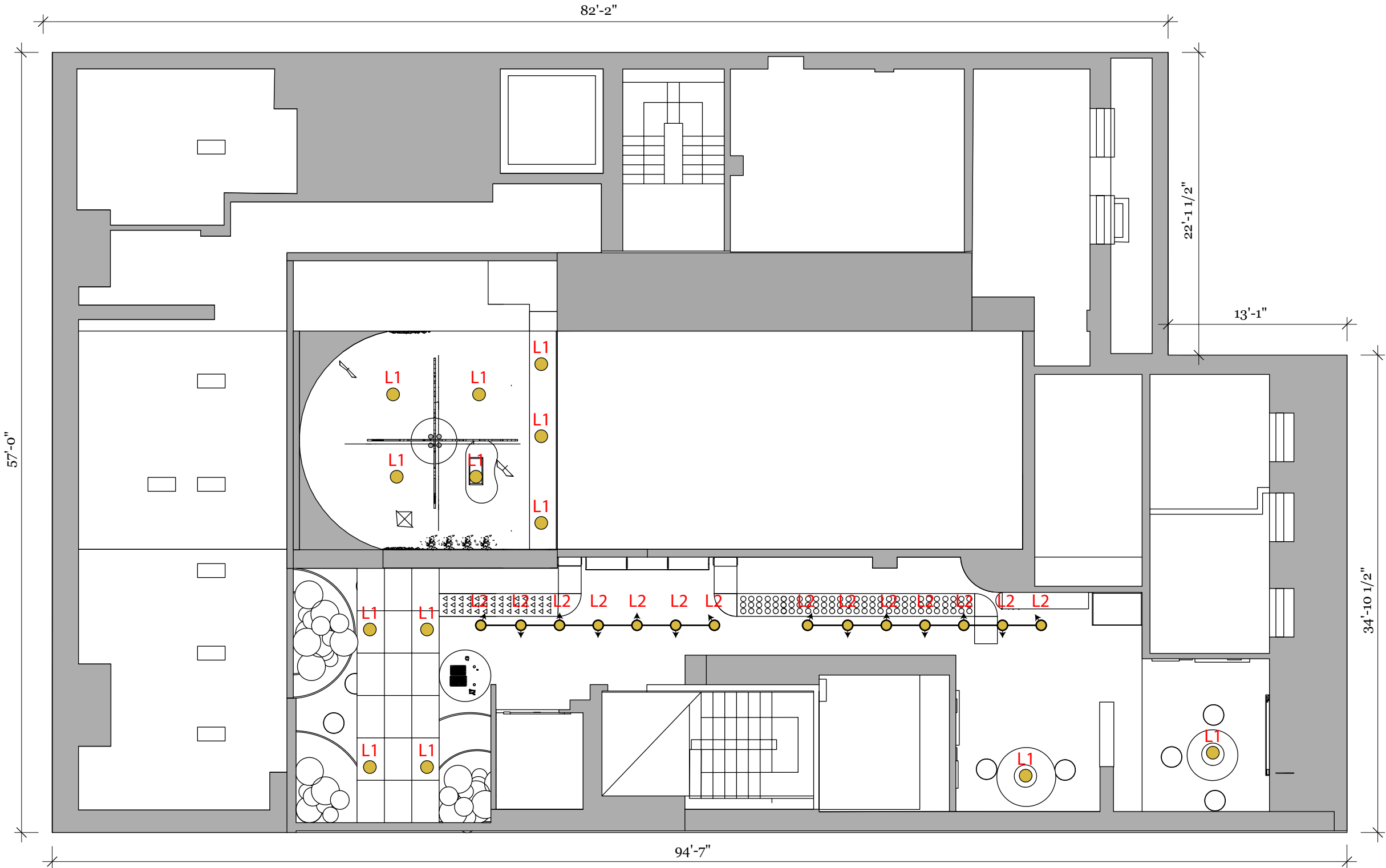
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12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
LIGHTING PLAN

**DRAWING NUMBER**  
**EX.03.09**

# LIGHTING PLAN



**1** Lighting Plan 2nd FL  
EX.03.10 1/8" = 1'0"



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**SCALE**  
As Noted

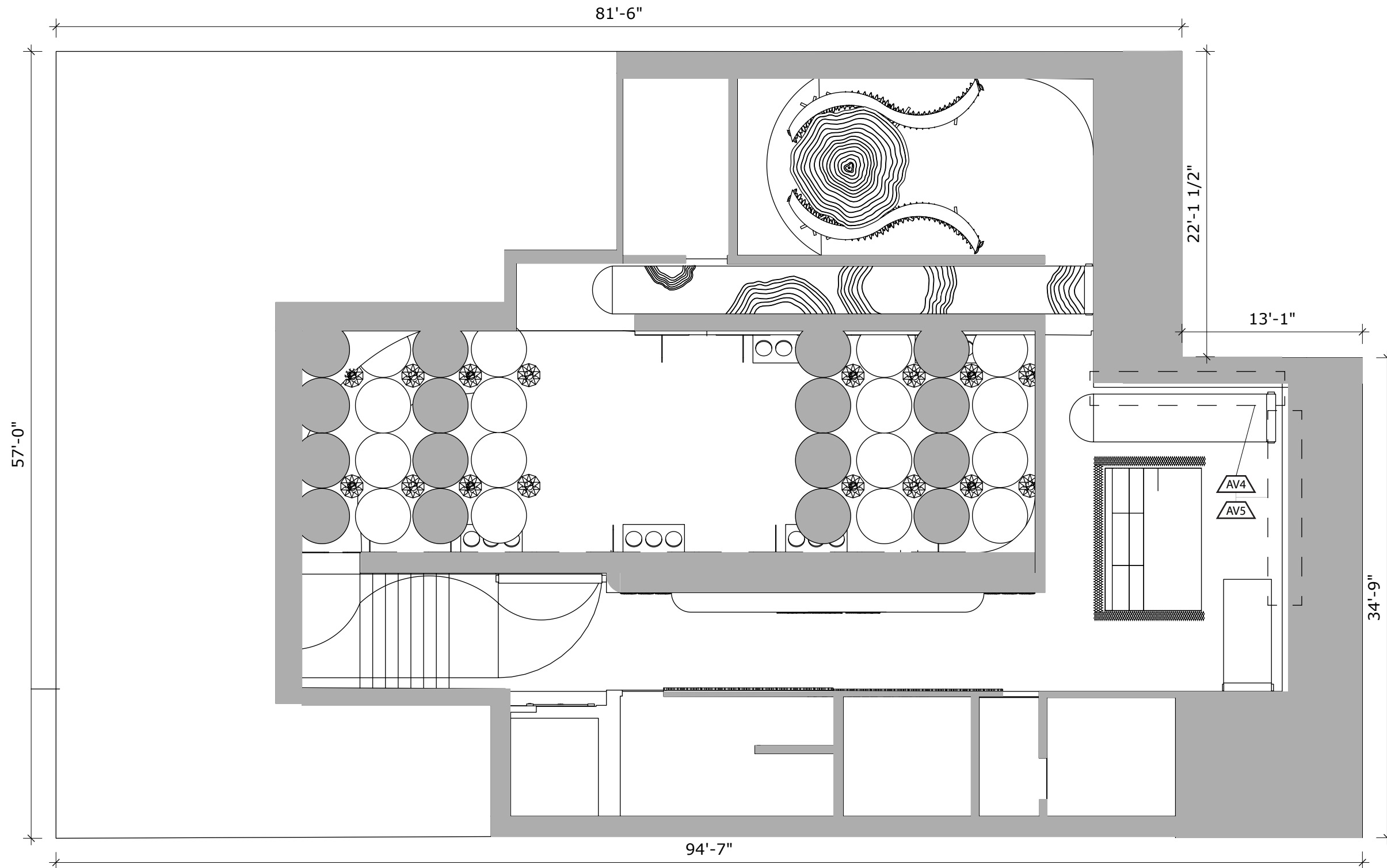
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12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
LIGHTING PLAN

**DRAWING NUMBER**  
**EX.03.10**

# AV PLAN



1 AV Plan 3rd FL  
EX.03.11 1/8" = 1'0"

**grounded**

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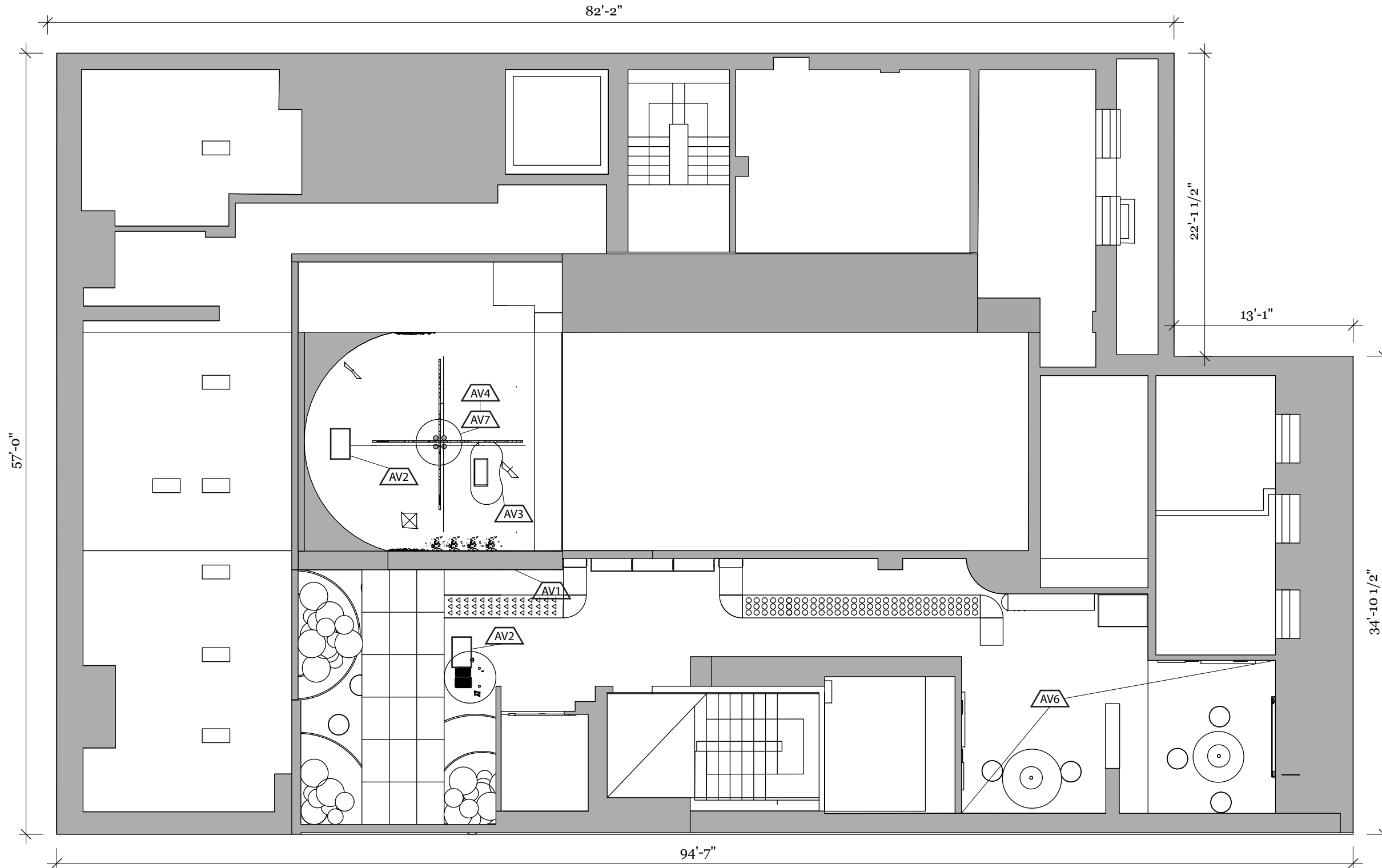
**STATUS**  
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**DRAWING NAME**  
AV PLAN

**DRAWING NUMBER**

**EX.03.11**

# AV PLAN



**1** AV Plan 2nd FL  
EX.03.12 1/8" = 1'0"



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**SCALE**  
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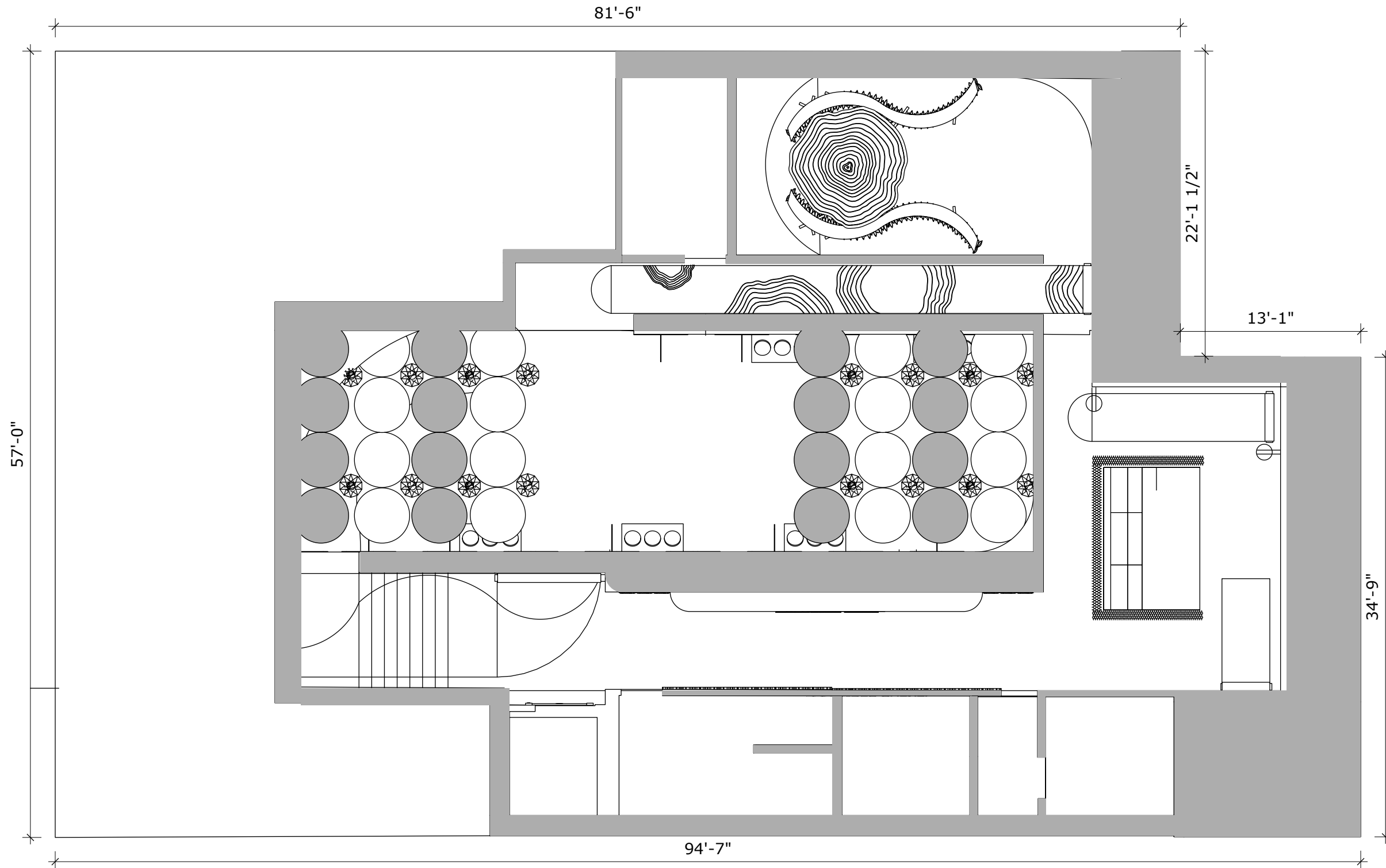
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12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
AV PLAN

**DRAWING NUMBER**  
**EX.03.12**

# POWER AND DATA PLAN



1 Power and Data Plan 3rd FL  
EX.03.13 1/8" = 1'0"

**grounded**

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**DATE**  
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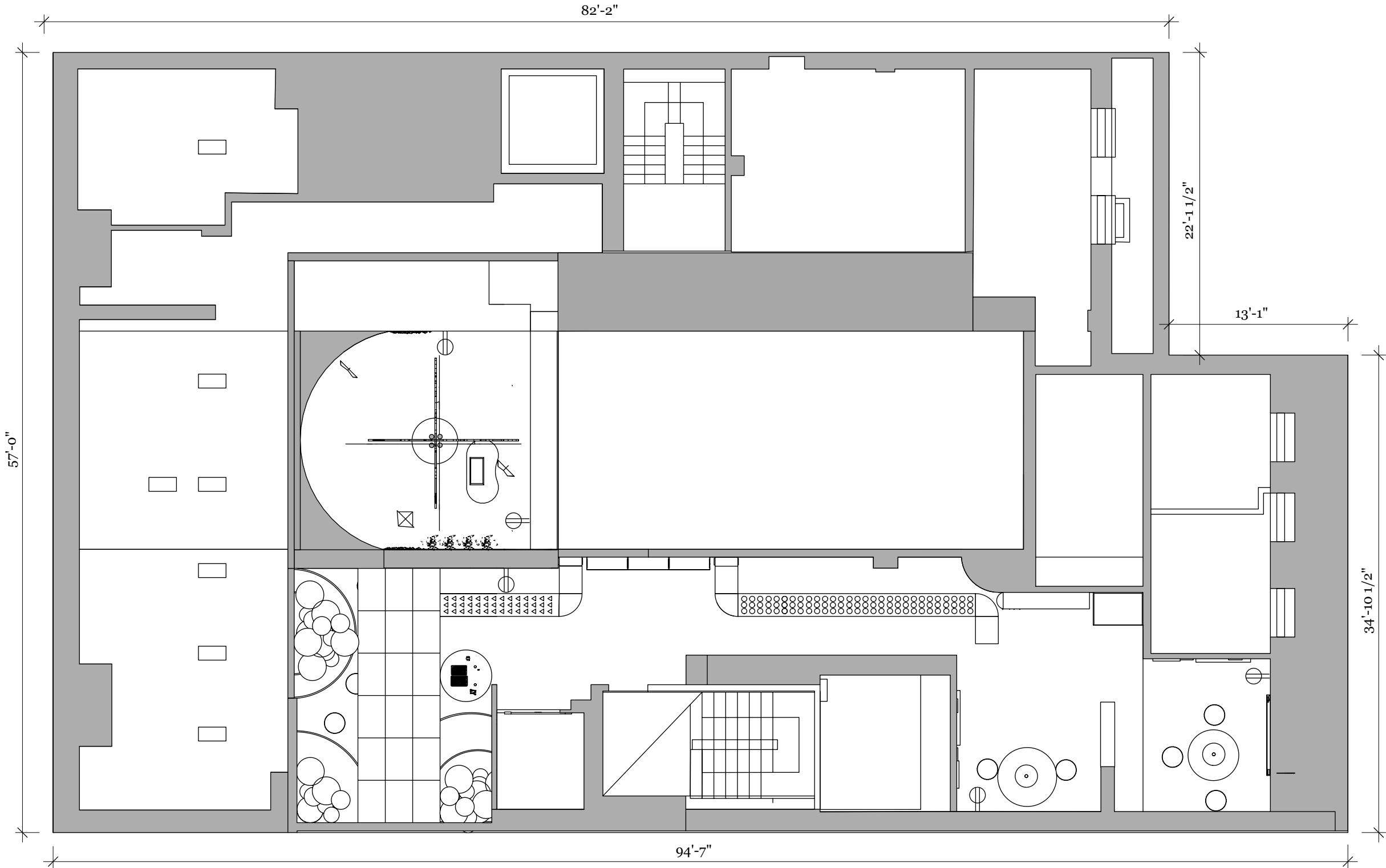
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**DRAWING NAME**  
POWER AND DATA PLAN

**DRAWING NUMBER**  
**EX.03.13**



# POWER AND DATA PLAN



**1** Power and Data Plan  
 EX.03.14 1/8" = 1'0"



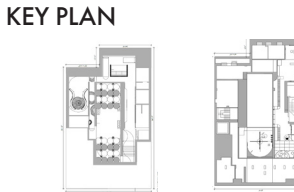
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**SCALE**  
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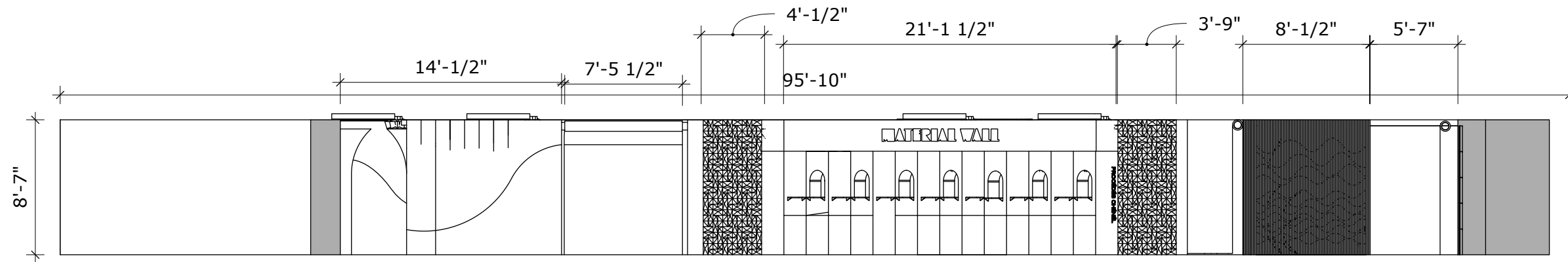
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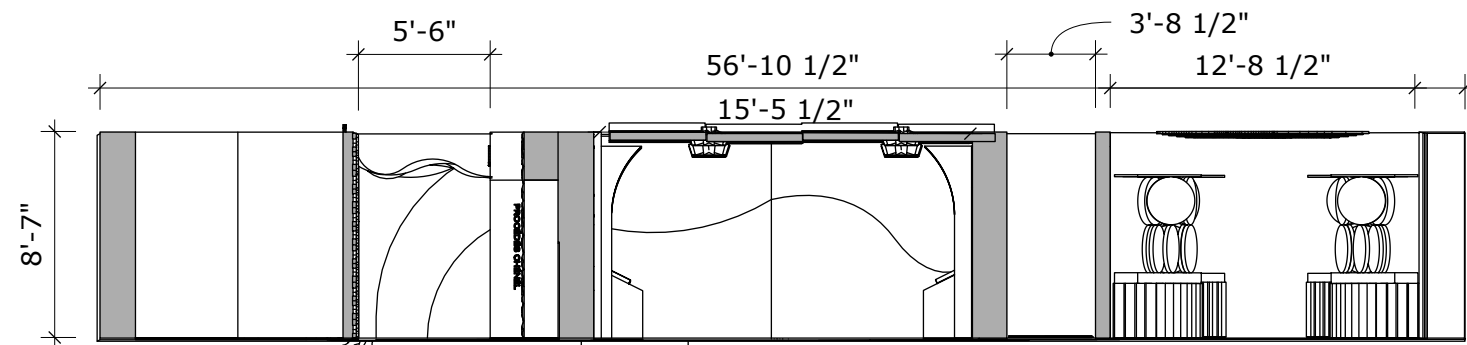
**DRAWING NAME**  
 POWER AND DATA PLAN

**DRAWING NUMBER**  
**EX.03.14**

# OVERALL ELEVATIONS



**1** Long Elevation 2nd FL  
EX.03.03 1/8" = 1'0"



**2** Short Elevation 2nd FL  
EX.03.03 1/8" = 1'0"

**grounded**

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**DATE**  
12/12/2025

**STATUS**  
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**DRAWING NAME**  
OVERALL ELEVATIONS

**DRAWING NUMBER**  
**EX.03.15**

# OVERALL ELEVATIONS

**grounded**

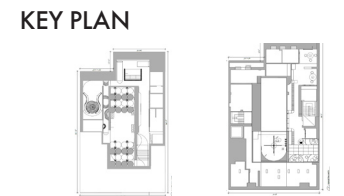
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**SCALE**  
As Noted

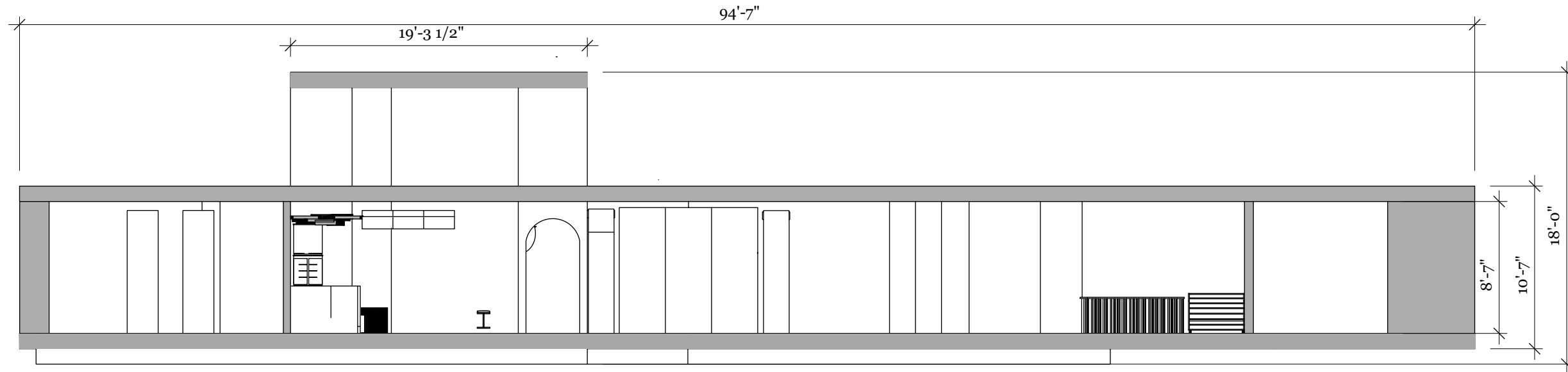
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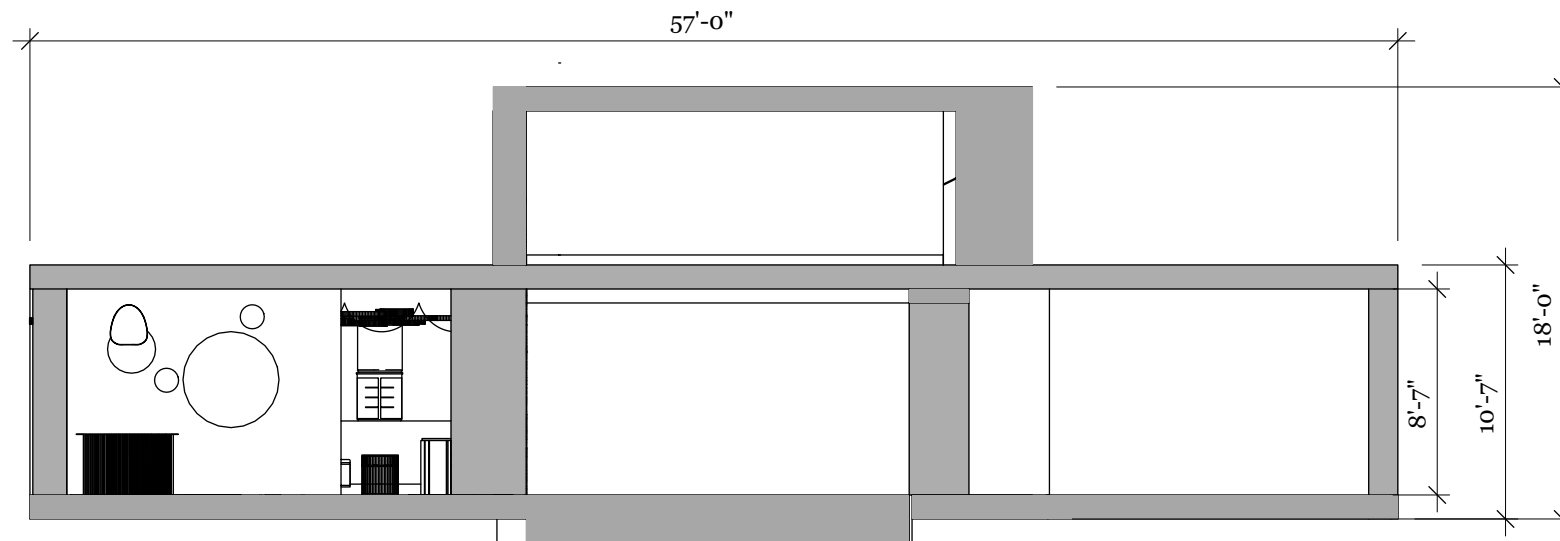
**DRAWING NAME**  
OVERALL ELEVATIONS

**DRAWING NUMBER**

**EX.03.16**



**1** Long Elevation 2nd FL  
EX.03.04 1/8" = 1'0"



**2** Short Elevation 2nd FL  
EX.03.04 1/8" = 1'0"

# **GRAPHIC SYSTEMS**

# VISUAL COMMUNICATION BRIEF

The overall aesthetic is modern but fun and immersive. I want it to be a balance between playfulness and sophistication. The design, I wanted it to reflect the spirit of Procédés Chénéel's creativity and innovation. Encourage curiosity through texture, and layering.

The color palette has a mix of striking, yet optimistic hues and is derived from Procédés Chénéel's Drop Paper dye colors.

I knew I specifically wanted a sans-serif typeface to help convey modernity and also be approachable. I wanted the type to be clean but expressive like paper can be. The type could be bubbly, or more design driven and striking.

**grounded**

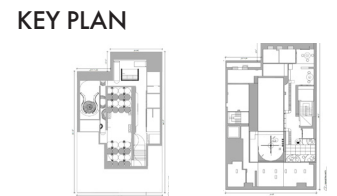
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**SCALE**  
As Noted

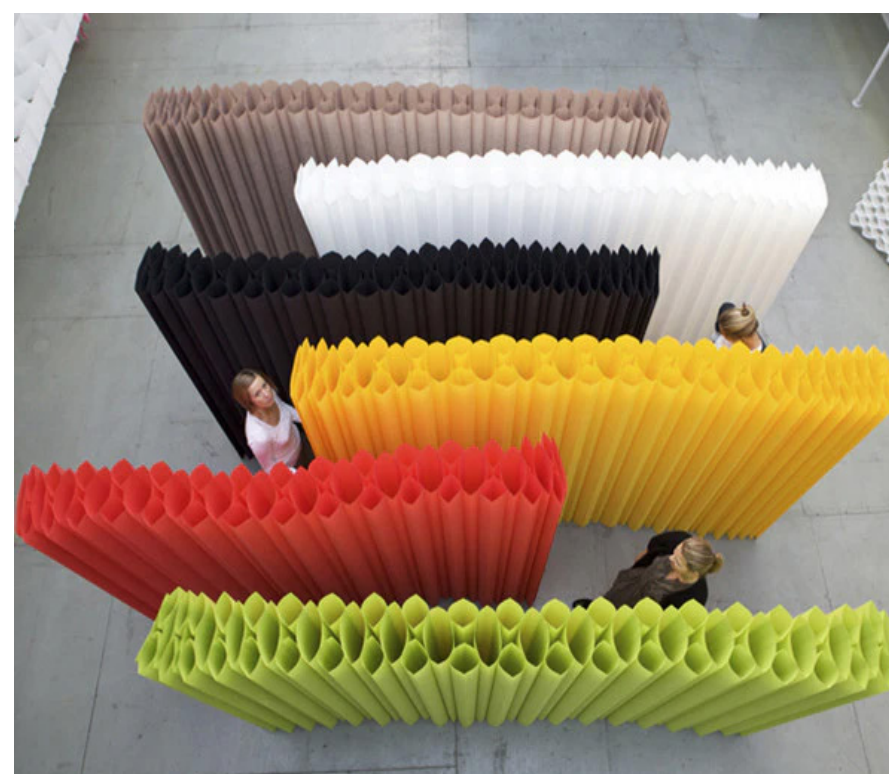
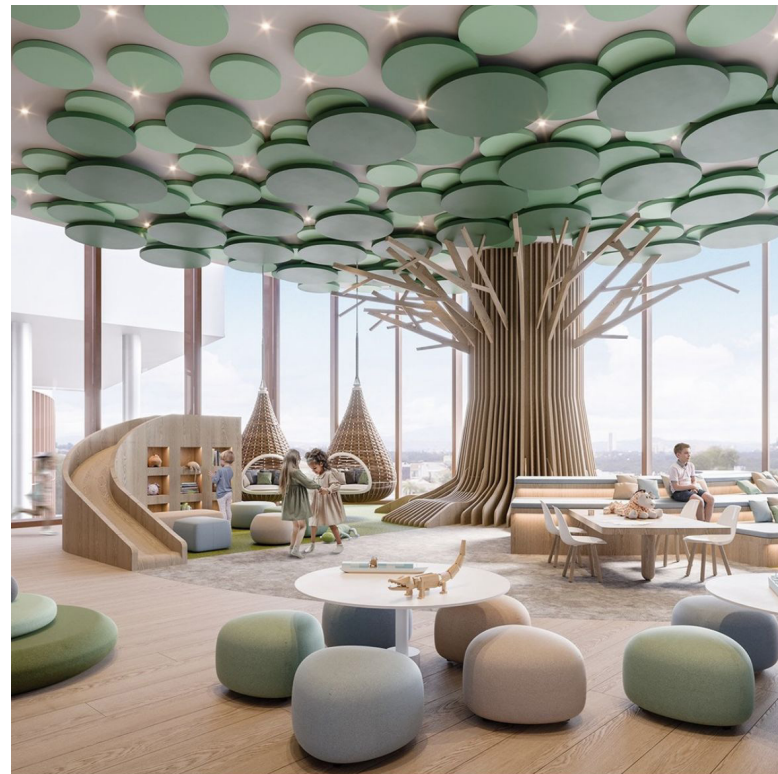
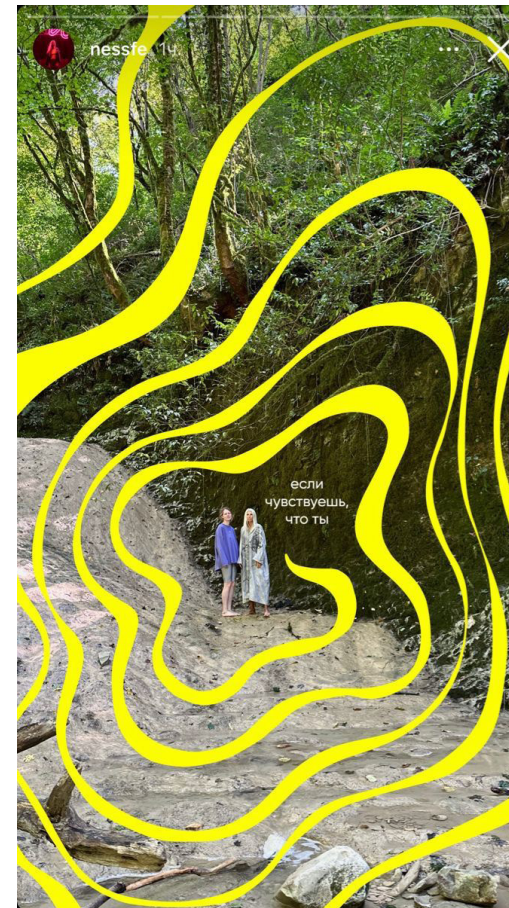
**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
VISUAL COMM. BRIEF

**DRAWING NUMBER**  
**EX.04.01**

# MOOD BOARD



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**KEY PLAN**

**SCALE**  
As Noted

**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
MOOD BOARD

**DRAWING NUMBER**

**EX.04.02**

# COLOR PALETTE



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**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
COLOR PALETTE

**DRAWING NUMBER**  
**EX.04.03**

# TYPE STUDY

**HEADING**

## SUBHEADING

Lis aperferum qui doloria volless inciis ex es eost plique  
videsec turepro entioreratem eum qui sequis rescienia et  
explita ssitas doloribusam etur sintibu sandam harum dem  
enda veliqui delenet liquia quia cusciat. Nempore ctaesciis  
rehendi psandic totat. Iciatur reprat autem ate quis et aut  
hil maionsequid ex exceatur sequatet exceria aute quo  
escipis tibusae consed eum nis duciisq uodignatur? Hendis  
nulluptatur, quis es ides nimintia quasseque netur, as eum  
la que remquas arit esti aspellu ptatus dolum fugit a non



Embryo Open



Articulat CF Bold



Articulat CF Regular

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**STATUS**  
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**DRAWING NAME**  
TYPE STUDY

**DRAWING NUMBER**  
**EX.04.04**



# LOGO



The font Embryo Open was created by Hans von Don which is known for its sweet, filled counters and superblack weight. This font is fantastic for posters and headlines and fits my overall aesthetic because I wanted it to look and feel like cut out paper.

**grounded**

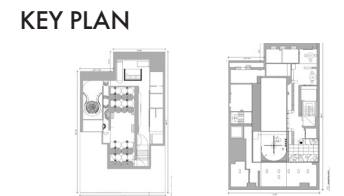
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**STATUS**  
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**DRAWING NAME**  
LOGO

**DRAWING NUMBER**  
**EX.04.05**

# EXHIBIT COLLATERALS



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**KEY PLAN**  


**SCALE**  
As Noted

**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
EXHIBIT COLLATERALS

**DRAWING NUMBER**  
**EX.04.06**

# POSTER COLLATERALS



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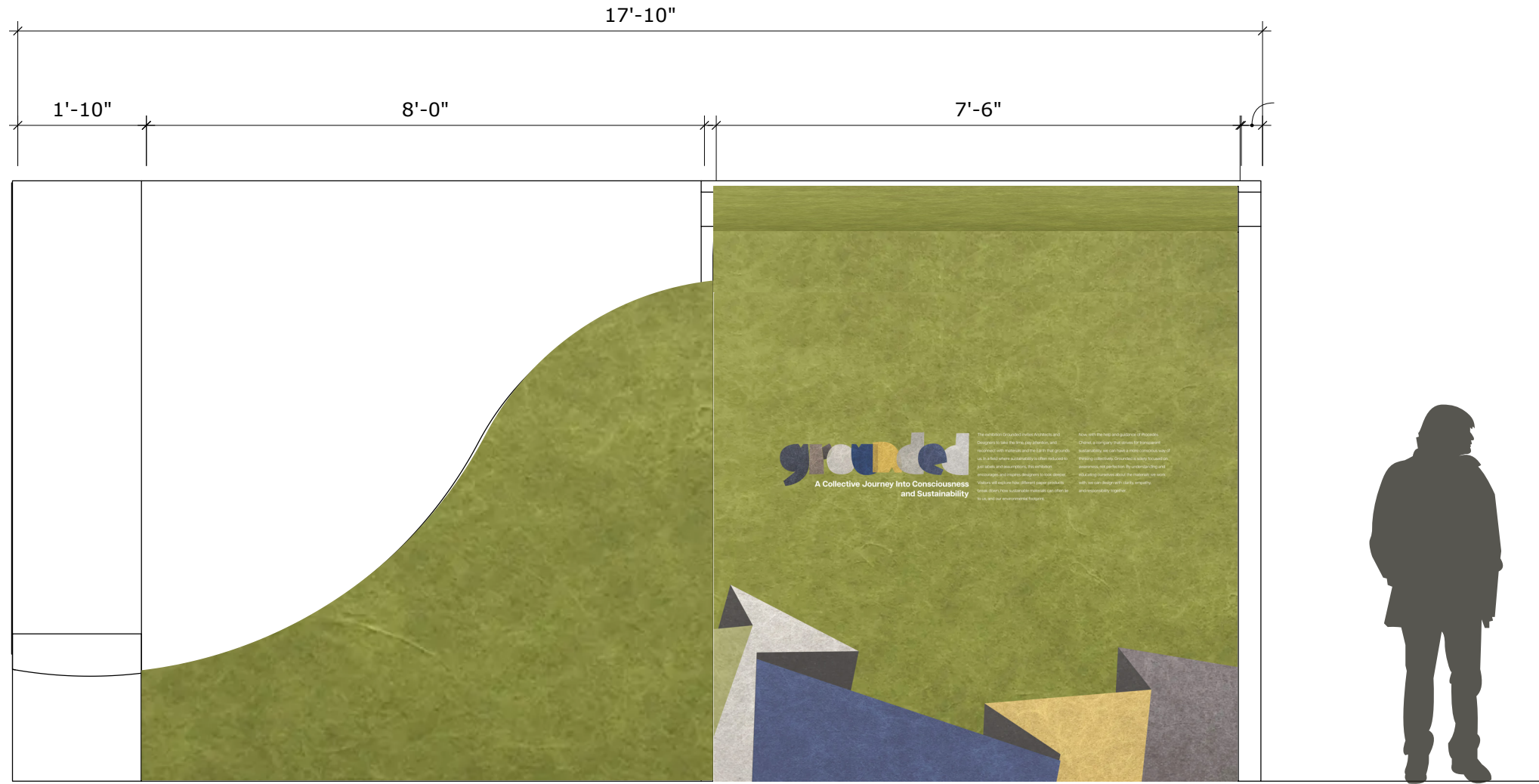
**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
POSTER COLLATERALS

**DRAWING NUMBER**  
**EX.04.07**

# GRAPHIC ELEVATIONS



1 Welcome Wall  
3/8" = 1'0"

**grounded**

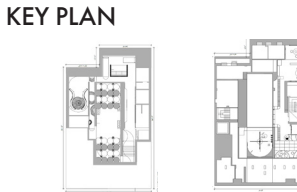
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**SCALE**  
As Noted

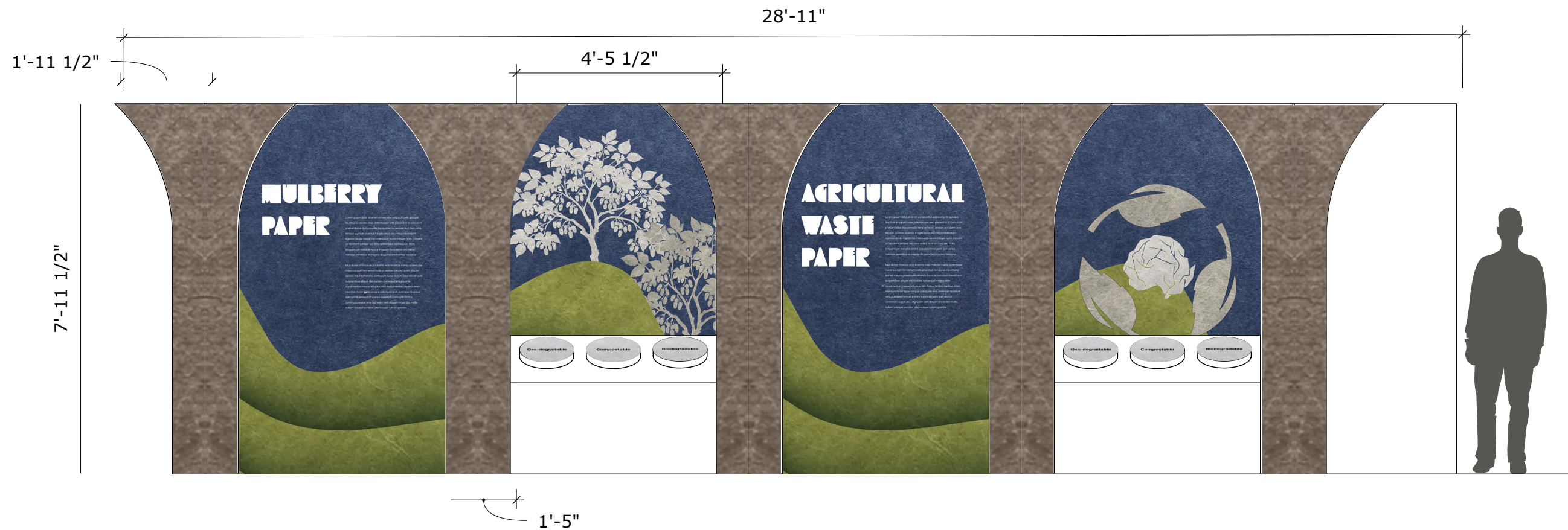
**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
GRAPHIC ELEVATIONS

**DRAWING NUMBER**  
**EX.04.08**

# GRAPHIC ELEVATIONS



**1** Front Wall of Production  
3/8" = 1'0"

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**CENTER FOR ARCHITECTURE**

**KEY PLAN**

**SCALE**  
As Noted

**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
GRAPHIC ELEVATIONS

**DRAWING NUMBER**  
**EX.04.09**

# GRAPHIC TYPICALS

**grounded**

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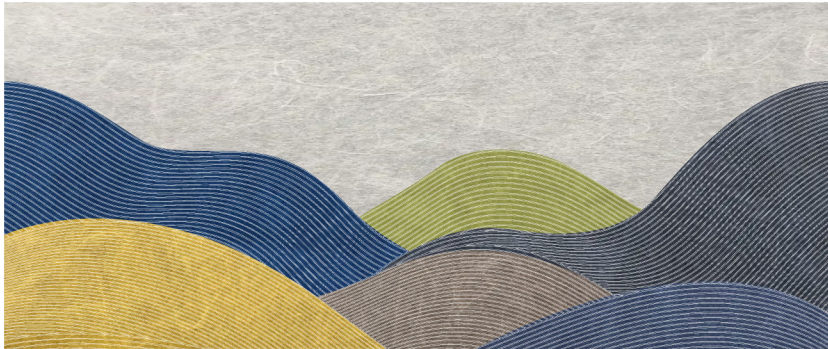
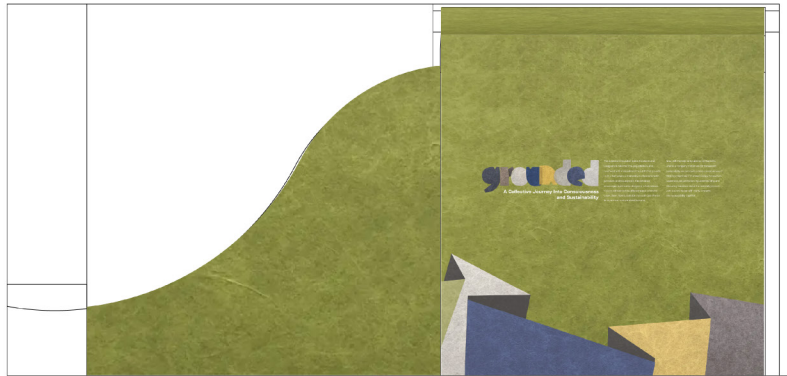
**SCALE**  
As Noted

**DATE**  
12/12/2025

**STATUS**  
100% DD

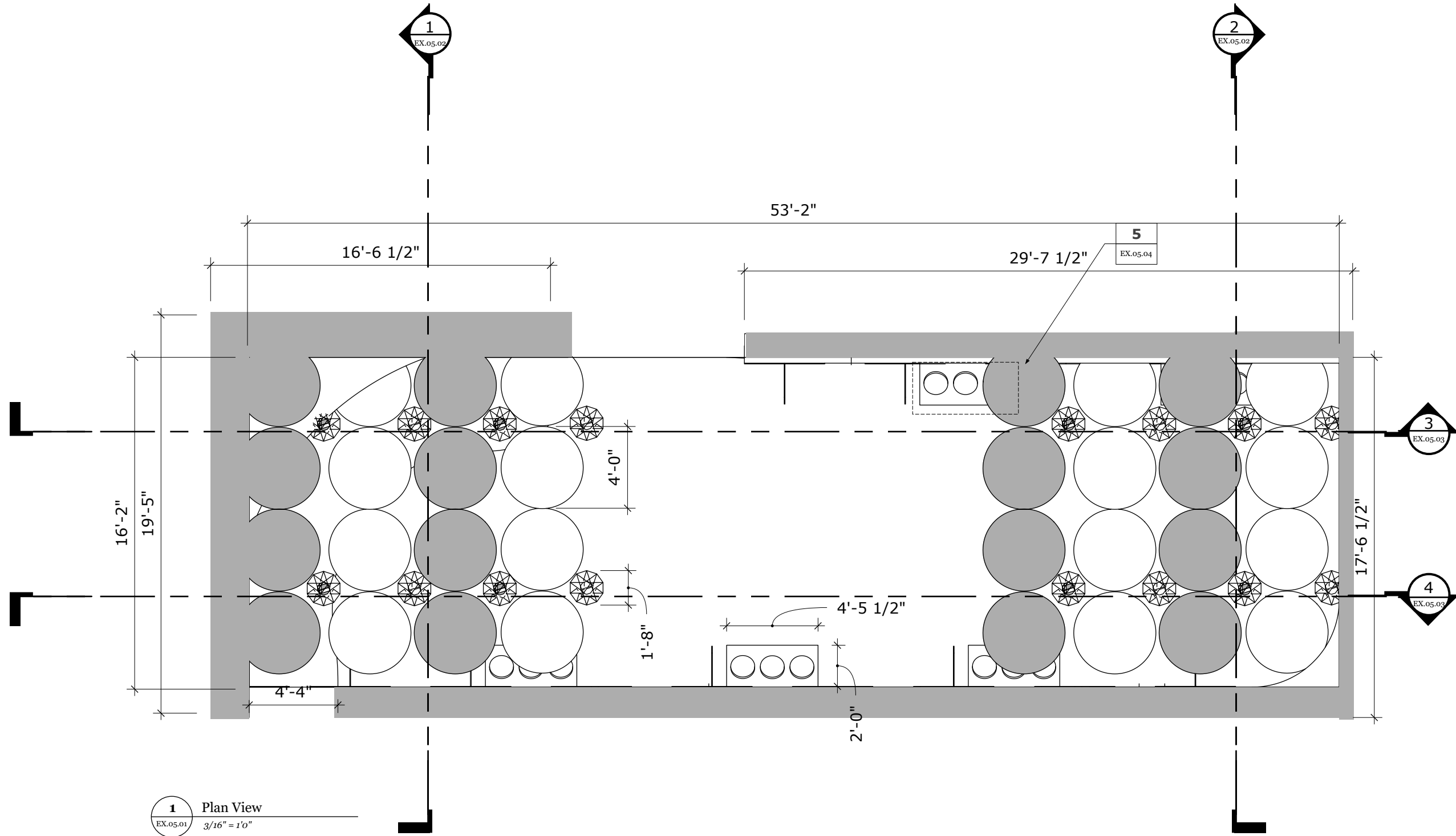
**DRAWING NAME**  
GRAPHIC TYPICALS

**DRAWING NUMBER**  
**EX.04.10**



# **EXHIBIT DETAILS**

# 01. Production 01A



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**KEY PLAN**

**SCALE**  
As Noted

**DATE**  
12/12/2025

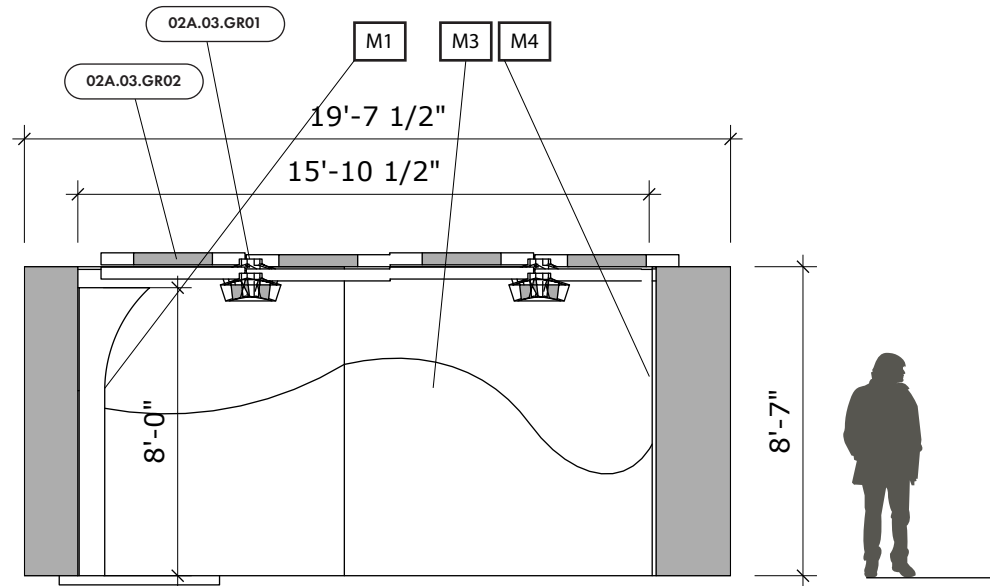
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**DRAWING NAME**  
PRODUCTION PLAN

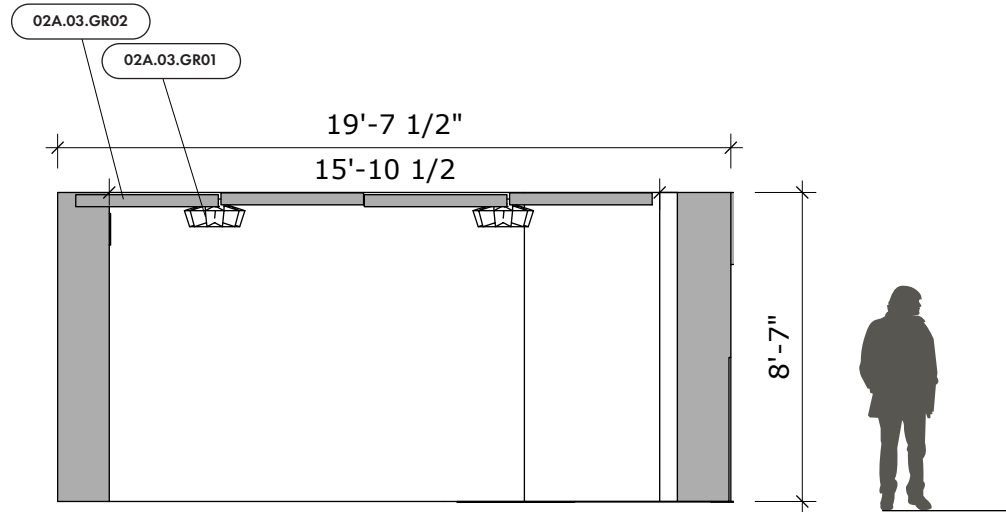
**DRAWING NUMBER**  
**EX.05.01**



# 01. Production 01A



**1** Short Elevation Left  
EX.05.01 3/16" = 1'0"



**2** Short Elevation Right  
EX.05.01 3/16" = 1'0"

**grounded**

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**DATE**  
12/12/2025

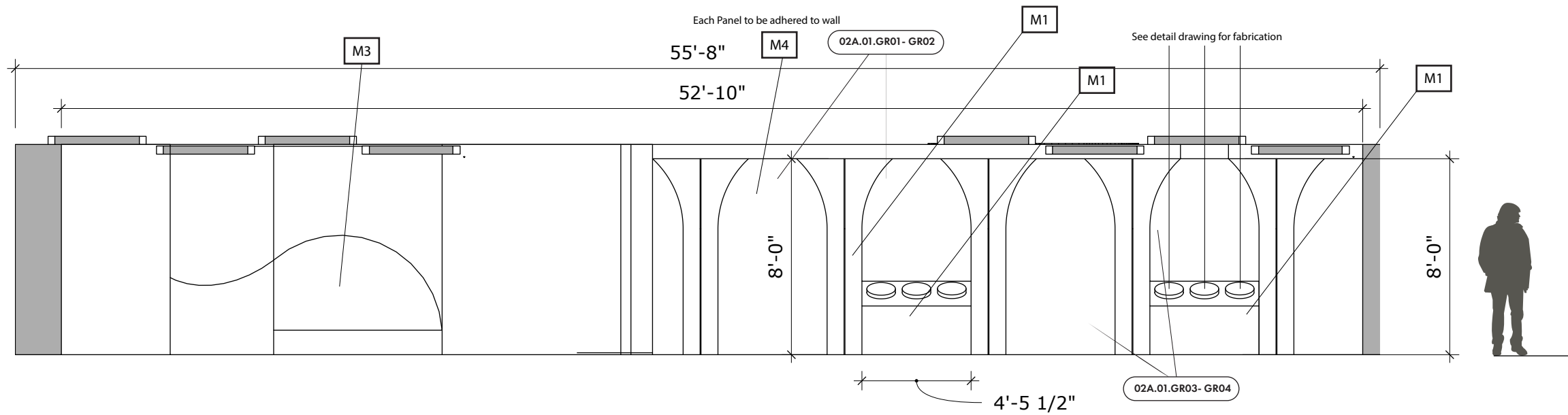
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**DRAWING NAME**  
PRODUCTION ELEVATIONS

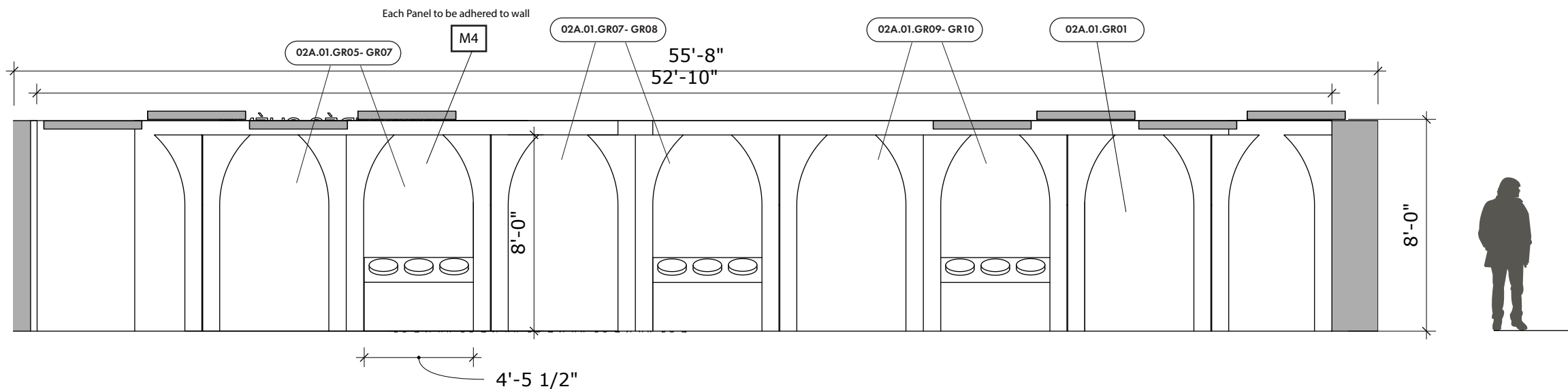
**DRAWING NUMBER**

**EX.05.02**

# 01. Production 01A



**3** Long Elevation Front  
EX.05.01 3/16" = 1'0"



**4** Long Elevation Short  
EX.05.01 3/16" = 1'0"

**grounded**

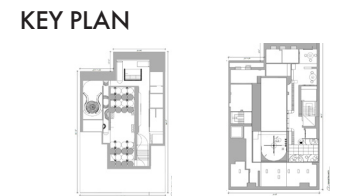
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**DATE**  
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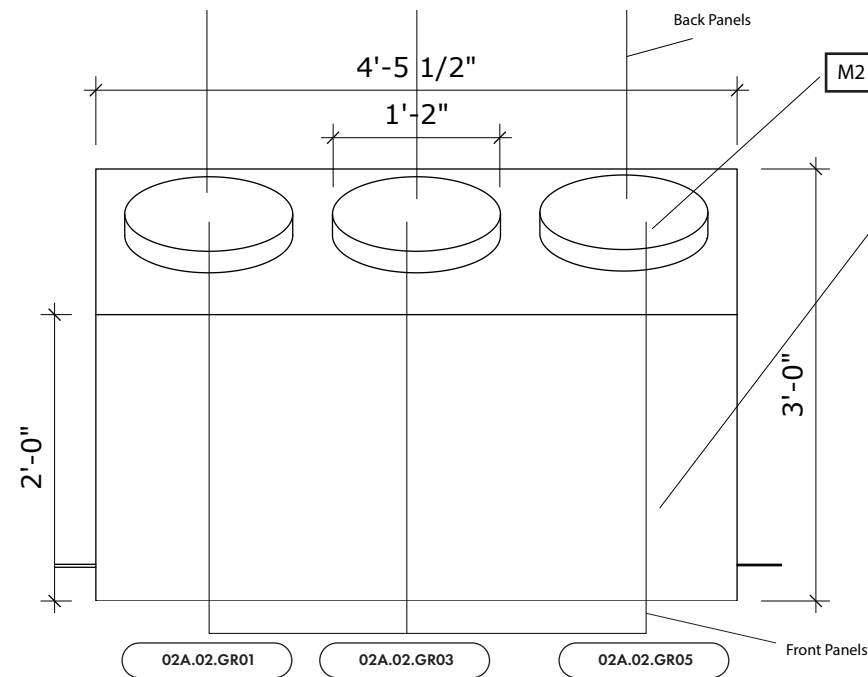
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**DRAWING NAME**  
PRODUCTION ELEVATIONS

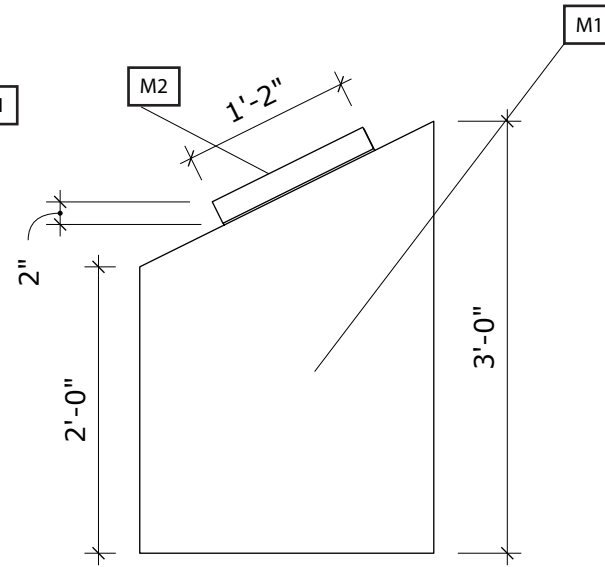
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**EX.05.03**

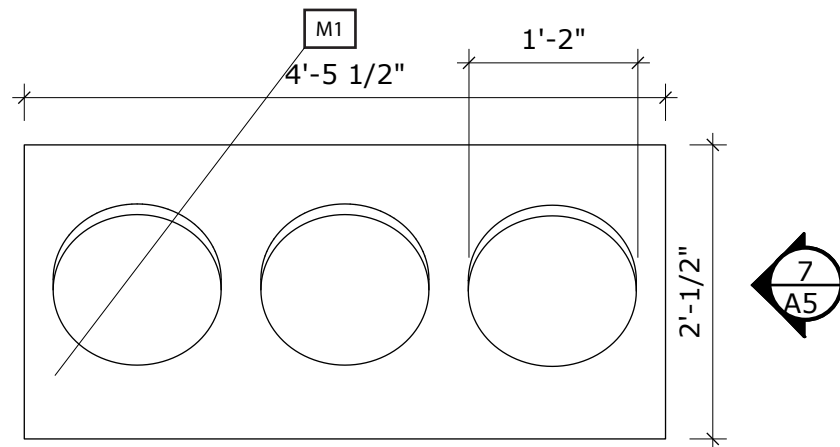
# 01. Production 01A



**6** Front Elevation  
EX.05.01 3/4" = 1'0"



**7** Right Elevation  
EX.05.01 3/4" = 1'0"



**5** Interactive Detail  
EX.05.01 3/4" = 1'0"

**grounded**

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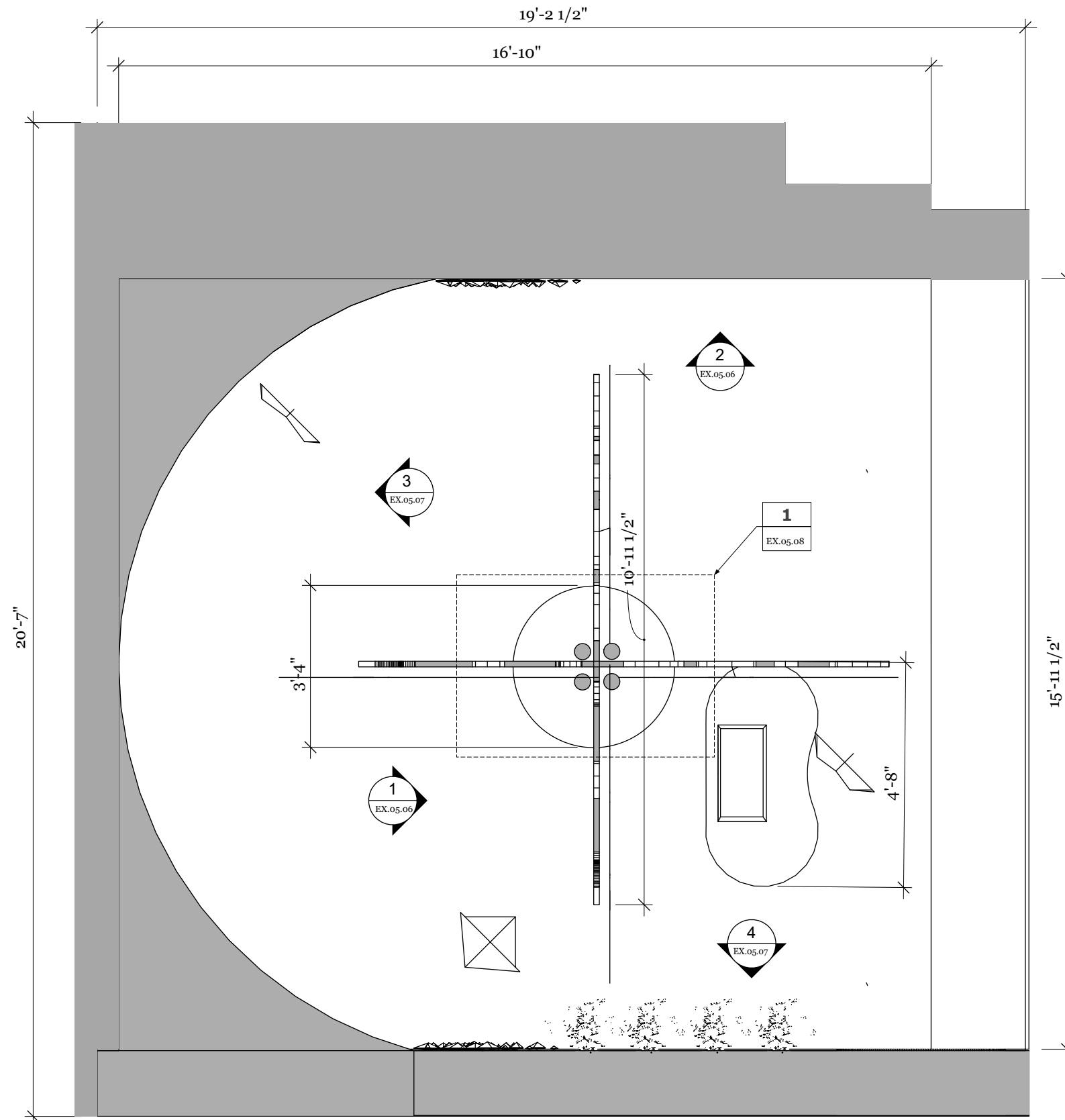
**DATE**  
12/12/2025

**STATUS**  
100% DD

**DRAWING NAME**  
PRODUCTION DETAIL

**DRAWING NUMBER**  
**EX.05.04**

# 01. Collective Action 06D



**1** Plan View  
EX.05.05 3/8" = 1'0"

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As Noted

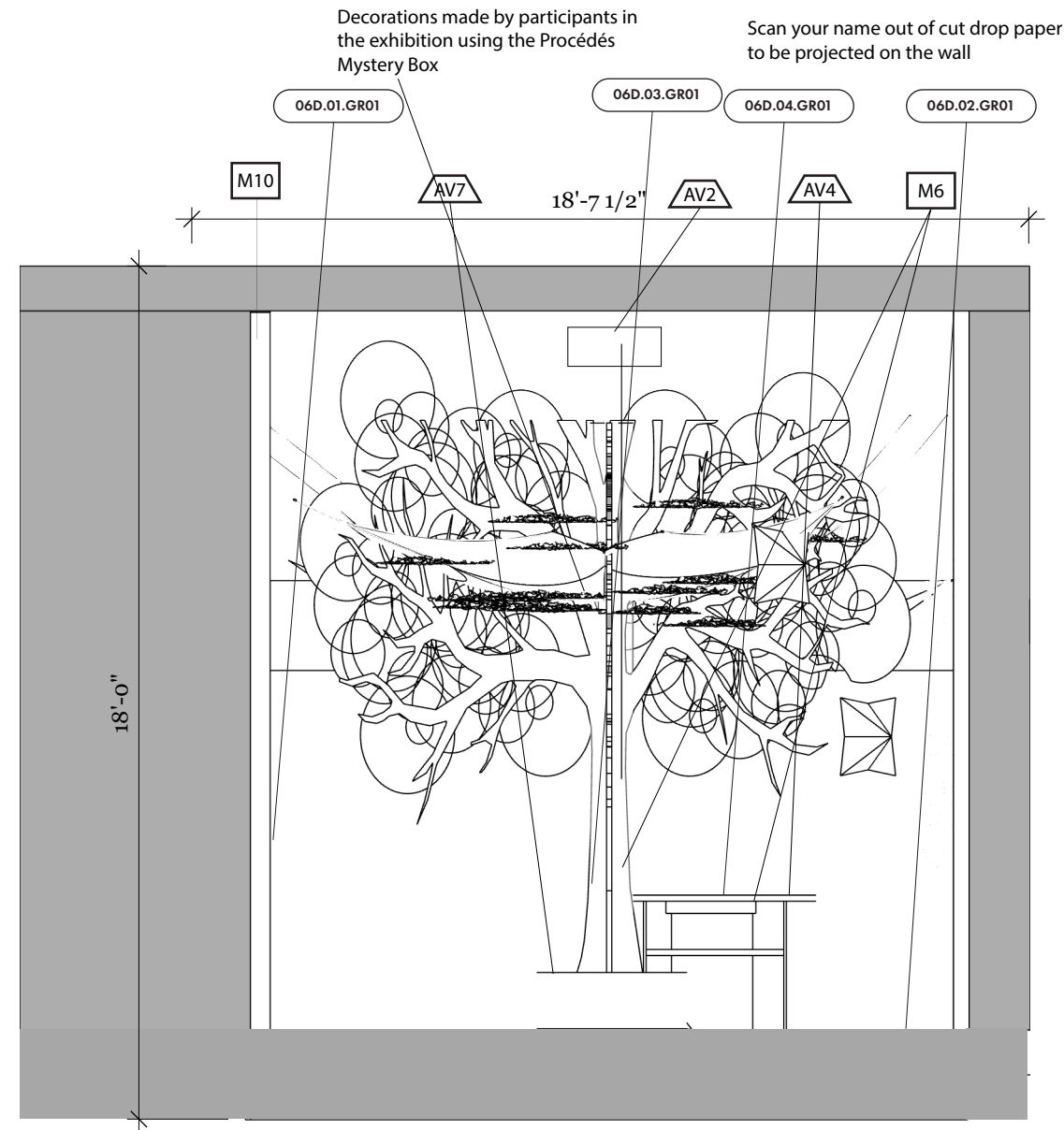
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**STATUS**  
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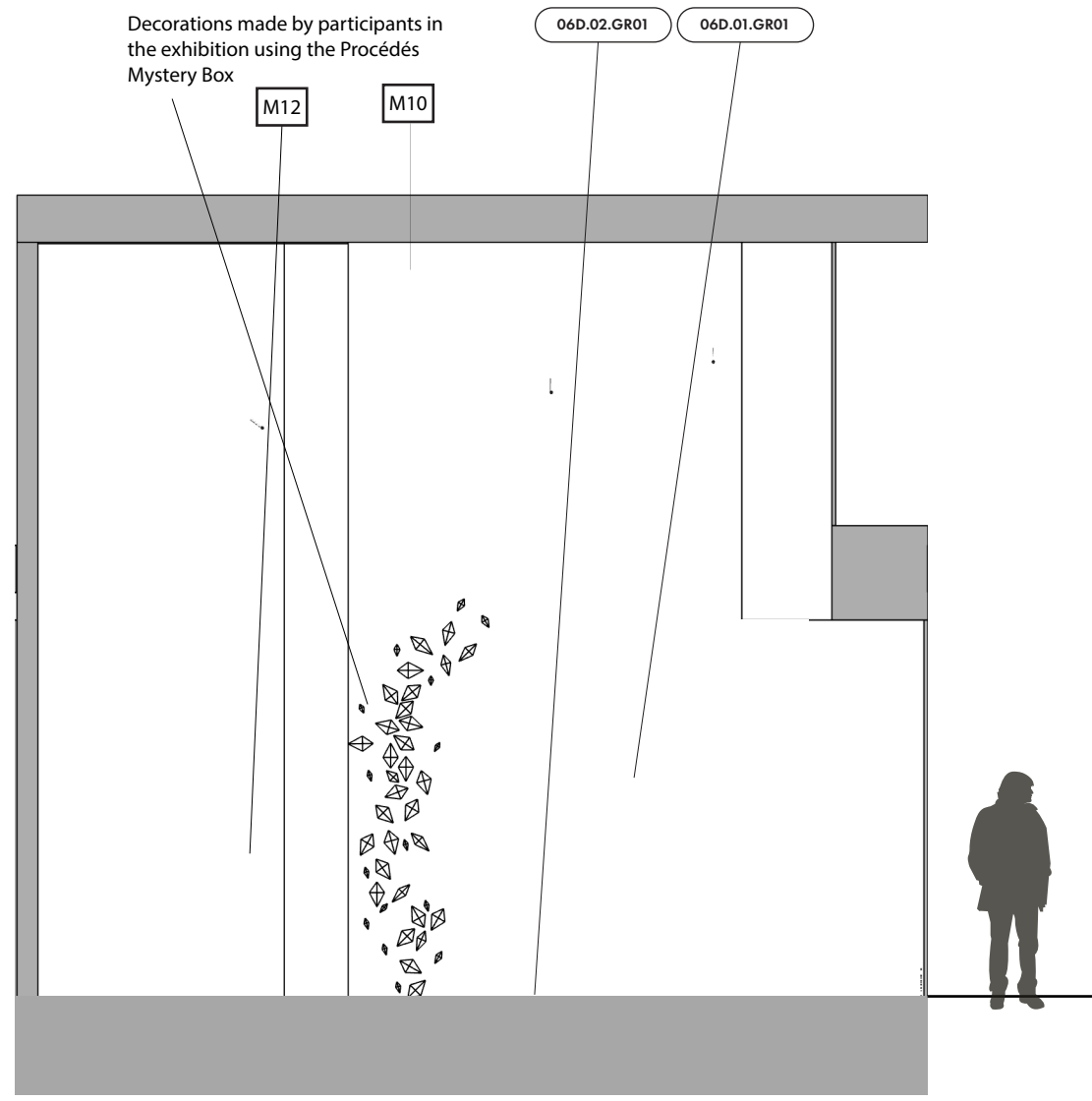
**DRAWING NAME**  
COLLEC. ACTION 06D PLAN

**DRAWING NUMBER**  
**EX.05.05**

# 01. Collective Action 06D



**1** Wall Elevation  
EX.05.05 1/4" = 1'0"



**2** Wall Elevation  
EX.05.05 1/4" = 1'0"

**grounded**

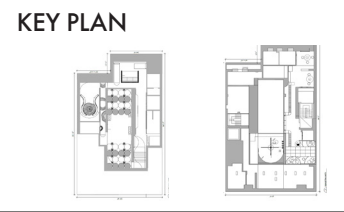
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**SCALE**  
As Noted

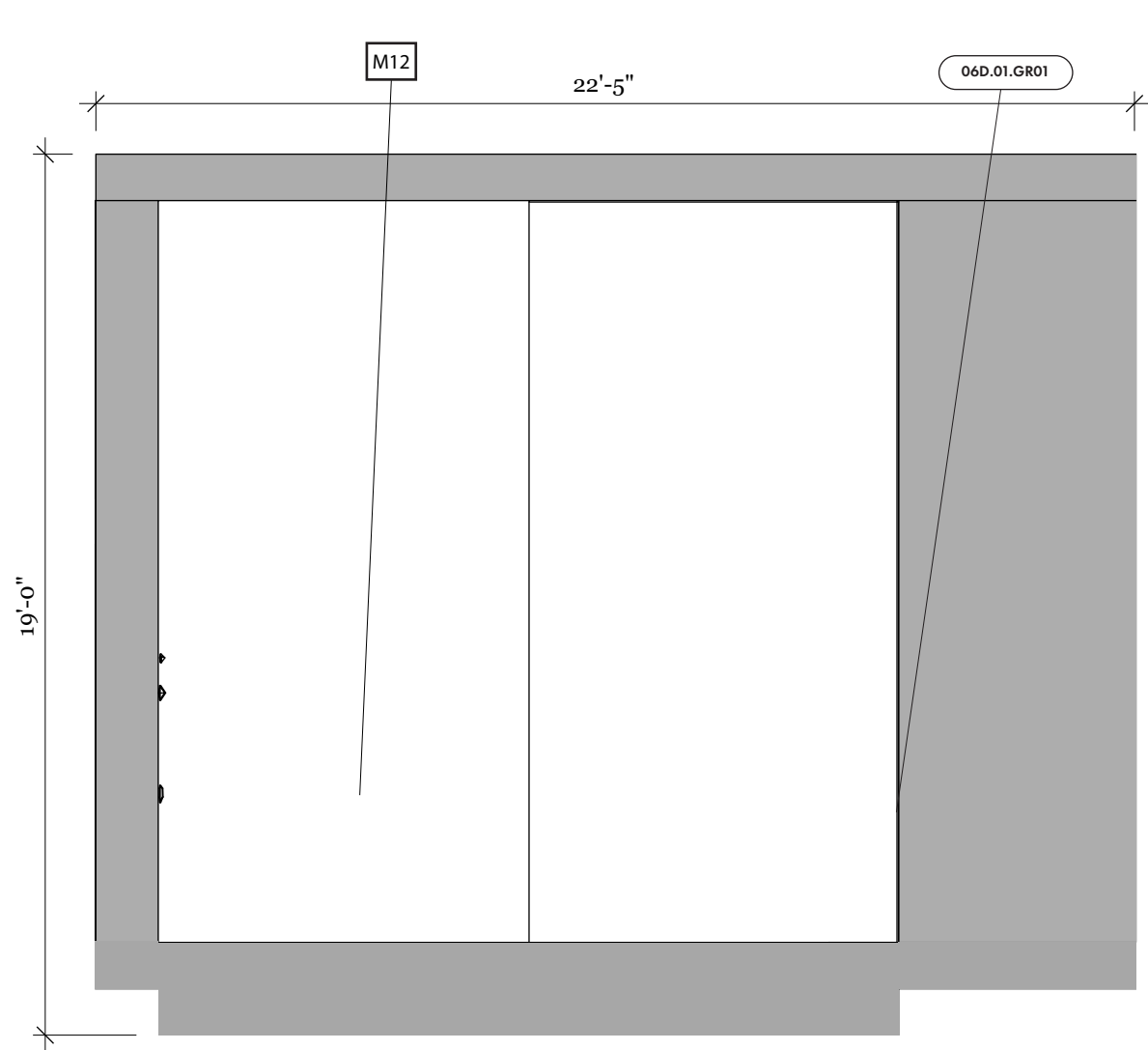
**DATE**  
12/12/2025

**STATUS**  
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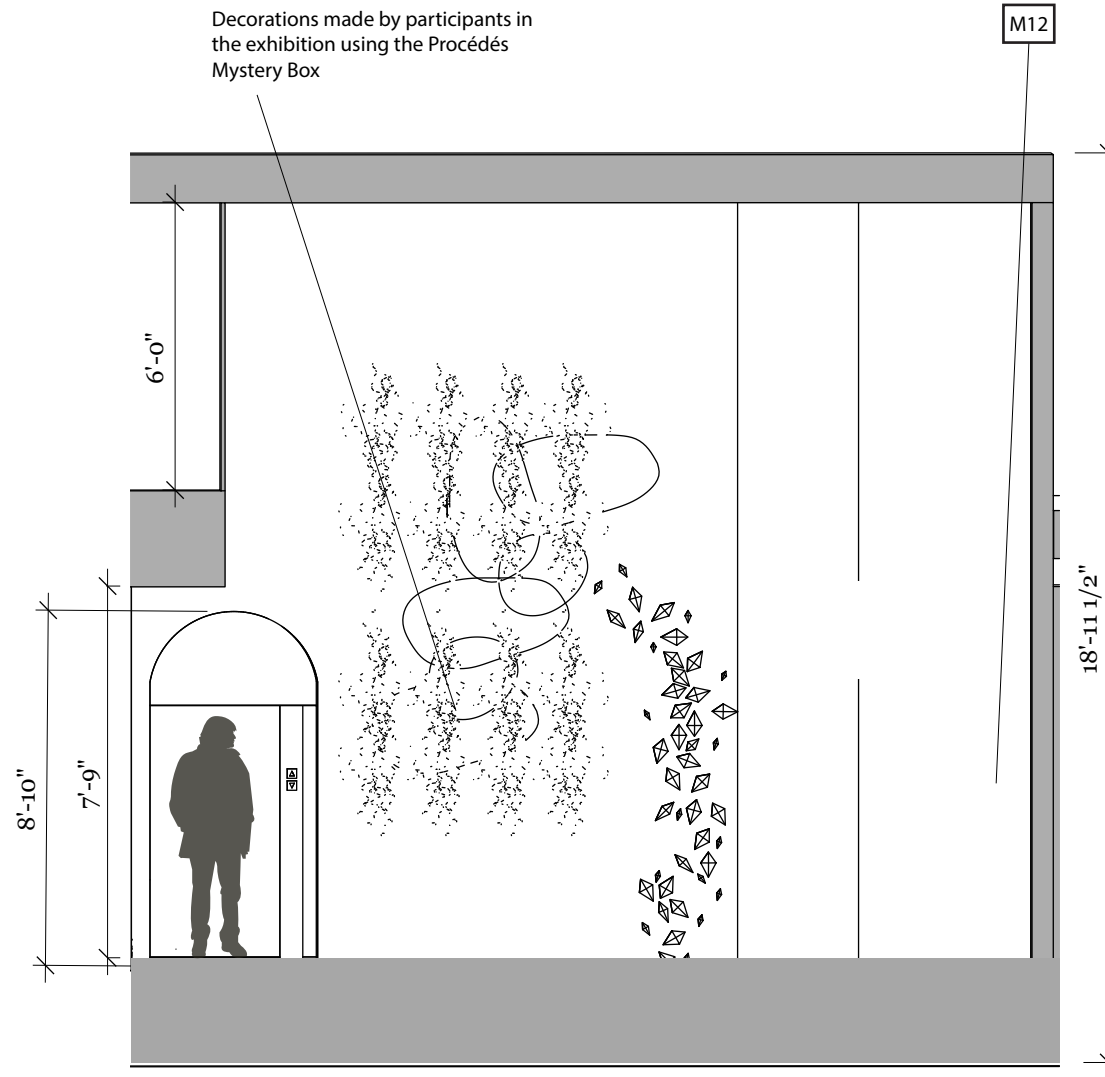
**DRAWING NAME**  
06D COLLEC. ACTION ELEV.

**DRAWING NUMBER**  
**EX.05.06**

# 02. Collective Action 06D



**3** Wall Elevation  
EX.05.05 1/8" = 1'0"



**4** Wall Elevation  
EX.05.05 1/4" = 1'0"

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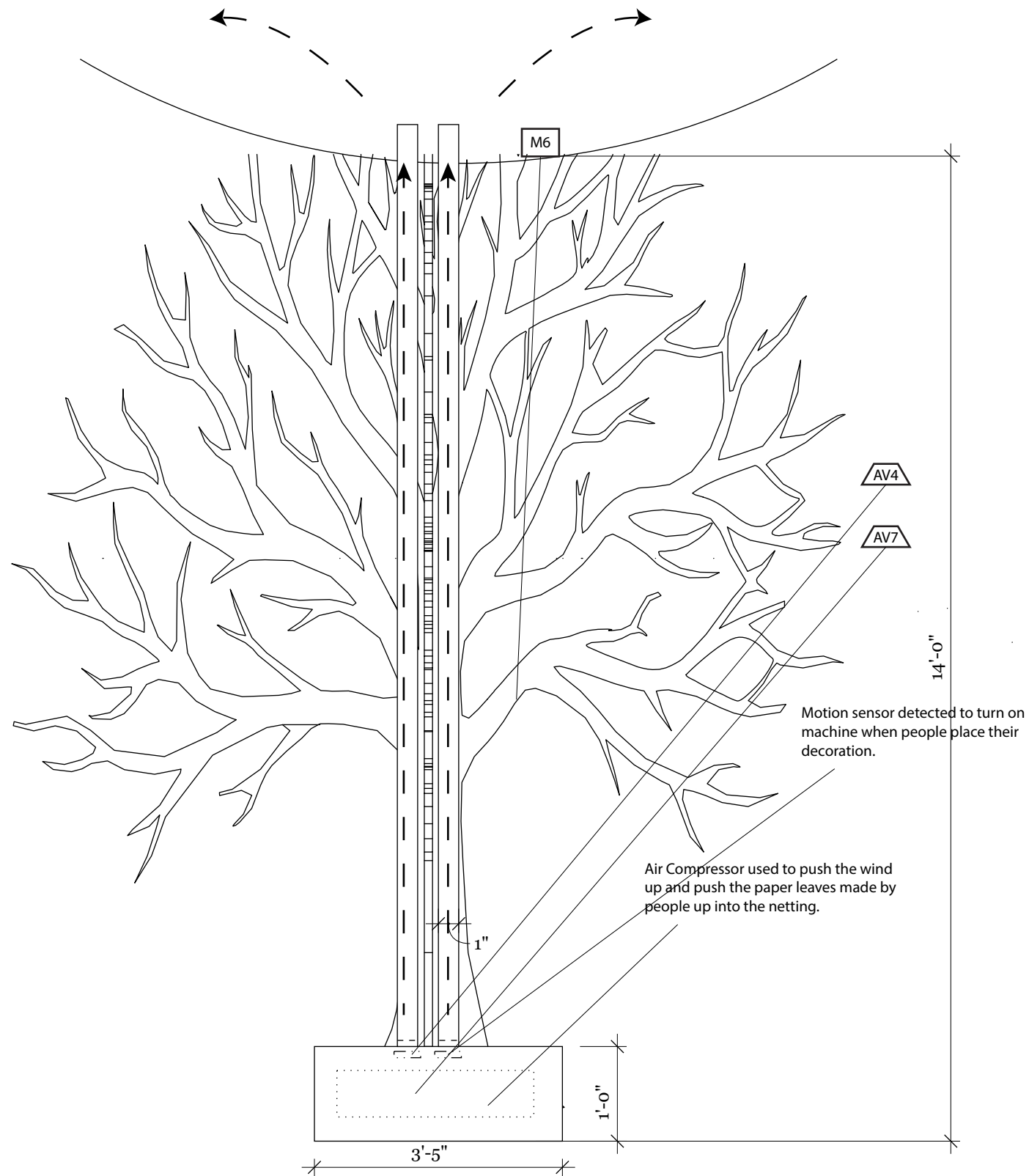
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**DRAWING NAME**  
06D COLLEC. ACTION ELEV.

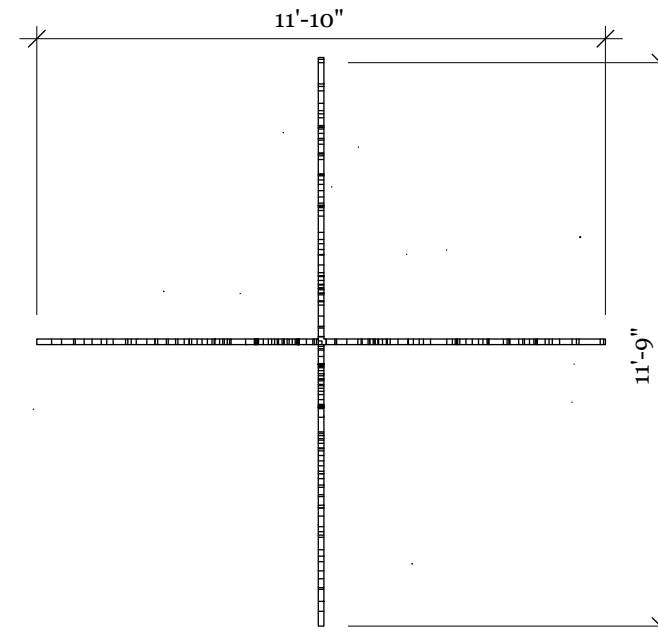
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**EX.05.07**

# 02. Collective Action 06D

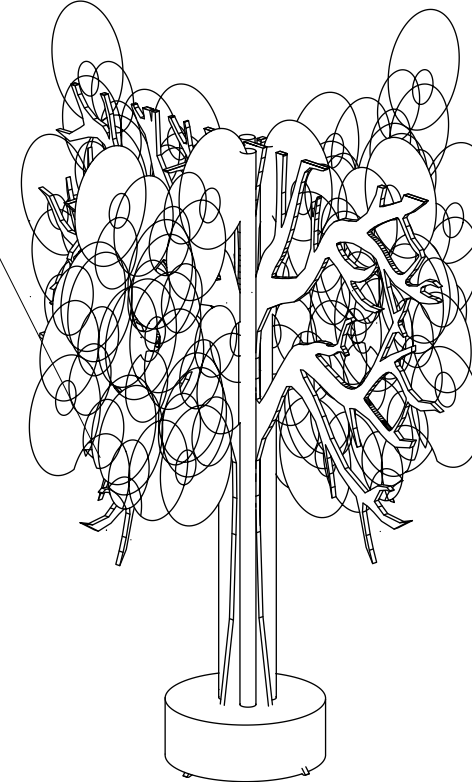


**1** Front View  
EX.05.05 1/2" = 1'0"



**2** Top View  
EX.05.05 1/4" = 1'0"

Decorations made by participants in the exhibition using the Procédés Mystery Box



**3** Iso View  
EX.05.05 1/4" = 1'0"

**grounded**

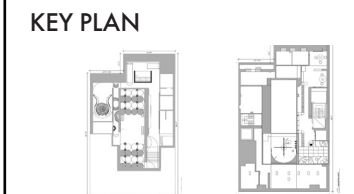
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**STATUS**  
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**DRAWING NAME**  
06D COLLEC. ACTION DETAIL

**DRAWING NUMBER**

**EX.05.08**

# Final Model Build



06D. Collective Action



**grounded**

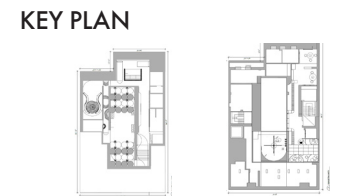
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12/12/2025

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100% DD

**DRAWING NAME**

**DRAWING NUMBER**

**EX.05.09**