



SPOTIFY PRESENTS

Music X Memory

WE'RE ALL NOISEY



BY. SOUMYA KALHAN

MA. EXPERIENCE AND EXHIBITION DESIGN

CAPSTONE 2025

DRAWING INDEX

EX.00.00	GENERAL
EX.00.01	DRAWING INDEX
EX.00.02	SYMBOL LIST
EX.01.00	EXECUTIVE SUMMARY
EX.01.01	THESIS STATEMENT
EX.01.02	CONCEPTUAL APPROACH
EX.01.03	THESIS RESEARCH IMPLEMENTATION
EX.01.04	CLIENT X SPOTIFY
EX.01.05	AUDIENCE
EX.01.06	AUDIENCE - MOTIVATOR TYPES
EX.01.07	EXHIBITION GOALS
EX.01.08	CONCEPT DIAGRAM X SPOTIFY
EX.01.09	CONCEPT DIAGRAM X WE'RE ALL NOISEY
EX.01.10	CONTENT OUTLINE
EX.01.11	SITE
EX.01.12	SITE DETAIL
EX.01.13	SITE PICTURES
EX.01.14	OFF SITE WAYFINDING X 1
EX.01.15	OFF SITE WAYFINDING X 2
EX.01.16	ON SITE WAYFINDING
EX.01.17	VISITOR FLOW
EX.01.18	02C BRAVE HEARTS X 1
EX.01.19	02C BRAVE HEARTS X 2
EX.01.20	03D FIRST REJECTION X 1
EX.01.21	03D FIRST REJECTION X 2
EX.01.22	04E THE PERFECT CRIME X 1
EX.01.23	04E THE PERFECT CRIME X 2
EX.01.24	04E THE PERFECT CRIME X 3
EX.01.25	05F THE LIFT
EX.01.26	06G FIRST BEST FRIEND X 1
EX.01.27	06G FIRST BEST FRIEND X 2
EX.01.28	07H FINDING MYSELF X 1
EX.01.29	07H FINDING MYSELF X 2
EX.01.30	POST VISIT

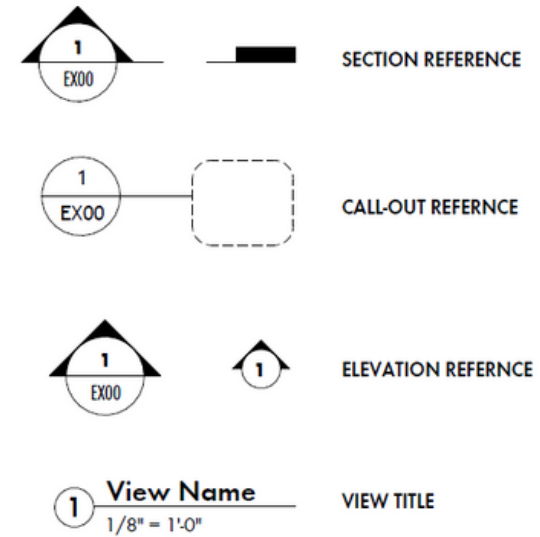
EX.02.00	SCHEDULES AND LISTS
EX.02.01	GRAPHIC SCHEDULE
EX.02.02	GRAPHIC TYPE LIST
EX.02.03	MATERIAL SCHEDULE
EX.02.04	AV SCHEDULE
EX.02.05	LIGHTING SCHEDULE
EX.02.06	ARTIFACT SCHEDULE
EX.03.00	PLANS AND SECTIONS
EX.03.01	SITE LOCATION PLAN
EX.03.02	RENDERED PLAN
EX.03.03	FLOOR PLAN
EX.03.04	AREA PLAN
EX.03.05	DIMENSION PLAN
EX.03.06	GRAPHIC LOCATION PLAN
EX.03.07	AV PLAN
EX.03.08	CROSSC SECTION 1
EX.03.09	CROSSC SECTION 2
EX.04.00	GRAPHIC SYSTEM
EX.04.01	GRAPHIC INSPIRATION
EX.04.02	GRAPHIC LOOK AND FEEL
EX.04.03	LOGO AND TYPOGRAPHY
EX.04.04	COLOUR SCHEME
EX.04.05	SPOTIFY BRAND ELEMENTS
EX.04.06	ILLUSTRATION STYLE
EX.04.07	GRAPHIC ELEVATIONS - 02C BRAVE HEARTS
EX.04.08	GRAPHIC ELEVATIONS - 03D FIRST REJECTION
EX.04.09	GRAPHIC ELEVATIONS - 03D FIRST REJECTION 2
EX.04.10	GRAPHIC ELEVATIONS - 04E THE PERFECT CRIME
EX.04.11	GRAPHIC ELEVATIONS - 05F LIFT LOBBY
EX.04.12	GRAPHIC ELEVATIONS - 06G FRIENDSHIP FACTORY
EX.04.13	GRAPHIC ELEVATIONS - 07H FINDING MYSELF
EX.04.14	MAP DESIGN
EX.04.15	BRANDING COLLATERALS X 1
EX.04.16	BRANDING COLLATERALS X 2

EX.05.00	EXHIBIT DETAILS
EX.05.01	EXHIBITION PLAN
EX.05.02	AREA 1. 04E THE PERFECT CRIME X 1
EX.05.03	AREA 1. 04E THE PERFECT CRIME X 2
EX.05.04	AREA 2. 02C BRAVE HEARTS X 1
EX.05.05	AREA 2. 02C BRAVE HEARTS X 2
EX.05.06	AREA 2. 02C BRAVE HEARTS X 3
EX.05.07	AREA 2. 02C BRAVE HEARTS - SCREEN ART DIRECTION
EX.05.08	PHYSICAL MODEL

GENERAL NOTES

1. IT IS THE FABRICATOR'S/ CONTRACTOR'S RESPONSIBILITY TO FULLY INSPECT THE EXHIBIT DESIGN DRAWINGS WHICH DICTATE THE INTENT OF THE WORK TO BE PERFORMED.
2. WRITTEN DIMENSIONS ON THESE DRAWINGS SHALL TAKE PRECEDENCE OVER SCALED DIMENSIONS.
3. THE FABRICATOR/ CONTRACTOR SHALL BE RESPONSIBLE FOR VERIFYING ALL DIMENSIONS AND CONDITIONS IN THE FIELD, AND NOTIFY THE EXHIBIT DESIGNER OF ANY DISCREPANCIES PRIOR TO CONSTRUCTION.
4. FABRICATOR IS TO COMMUNICATE ANY DEVIATIONS, CHANGES, OR ADDITIONS THAT DIFFER FROM THESE DESIGN DRAWINGS WITH DESIGNER PRIOR TO FABRICATION.
5. FABRICATOR IS TO SUBMIT SHOP DRAWINGS TO THE DESIGNER FOR REVIEW PRIOR TO FABRICATION. SHOP DRAWINGS ARE TO BE RELEASED TO THE DESIGNER A MINIMUM OF THREE BUSINESS DAYS PRIOR TO FABRICATION OF COORDINATING EXHIBIT PIECES
6. FABRICATOR IS RESPONSIBLE TO COORDINATE ALL ELECTRICAL AND LIGHTING MANAGEMENT TO AND WITHIN EXHIBIT PIECES DURING FABRICATION AND PRIOR TO SHIPPING ON SITE. WHERE THE DESIGNER HAS NOT DESIGNATED SUGGESTED WIRE MANAGEMENT, FABRICATOR IS TO COMMUNICATE THEIR INTENDED MANAGEMENT WITH DESIGNER
7. FABRICATOR TO PROVIDE DESIGNER WITH SAMPLES OF ALL MATERIALS FOR REVIEW / APPROVAL PRIOR TO FABRICATION.
8. ALL WORK SHALL BE PERFORMED IN ACCORDANCE TO ALL LOCAL CITY AND STATE CODES AND COMPLY WITH RELEVANT ALL LOCAL CITY ORDINANCES.
9. THE WORK SHALL BE DONE BY LICENSED AND INSURED FABRICATORS/ CONTRACTORS/ SUBCONTRACTORS TO CONFORM WITH THE BEST INDUSTRY STANDARDS FOR EACH TRADE.
10. ALL HARDWARE/FASTENERS TO BE HIDDEN EXCEPT WHERE AGREED UPON.
11. EXHIBIT FABRICATOR TO COORDINATE WITH GENERAL CONTRACTOR TO ENSURE PROPER SUPPORT FRAMING IS PROVIDED FOR ALL ELEMENTS THAT ARE TO BE MOUNTED TO FACILITY STRUCTURE

GRAPHIC SYMBOLS



A stylized illustration of a cave interior. The scene is dominated by dark blue and teal tones. In the foreground, there is a pool of water reflecting the light. To the right, a sandy or rocky ledge is visible. The background features several stalactites hanging from the ceiling. The overall atmosphere is mysterious and ancient.

EXHIBIT EXECUTIVE SUMMARY



THESIS STATEMENT

In an age where museums, brands, and institutions are saturated with storytelling, audiences crave experiences that go beyond narration to genuine emotional connection. The opportunity lies in designing exhibitions that prioritize **storyfeeling**, the intentional designing of emotions through multisensory, memory-driven, and ethically grounded design. By integrating sound, touch, light, and nostalgia as tools for empathy, exhibition design can bridge intellect and emotion, allowing visitors not just to hear stories but to feel them. When applied, this approach transforms exhibitions into fuel for emotional reflection, deeper engagement, and collective healing in a world that has grown disconnected.

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PROJECT



KEY PLAN

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SCALE

AS NOTED

DATE

11/20/2025

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THESIS STATEMENT

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EX.01.01

CONCEPTUAL APPROACH

✗ FEELING THE STORY THROUGH MUSIC

Music has the power to turn life experiences into emotions we can feel again. By pairing real stories with Spotify tracks, the exhibition helps visitors relive life's emotional moments through narration, music, and nostalgia.

✗ CURIOSITY AS CONNECTION

We all look outward to understand our own experiences. The exhibition invites visitors to peek into anonymous stories while feeling safe to explore their own memories. Curiosity becomes a gentle path toward connection.

✗ BIG IDEA

Through music, curiosity becomes a bridge to empathy.

✗ KEY WORDS

PLAYFUL CURIOUS INCLUSIVE QUIRKY SURPRISING

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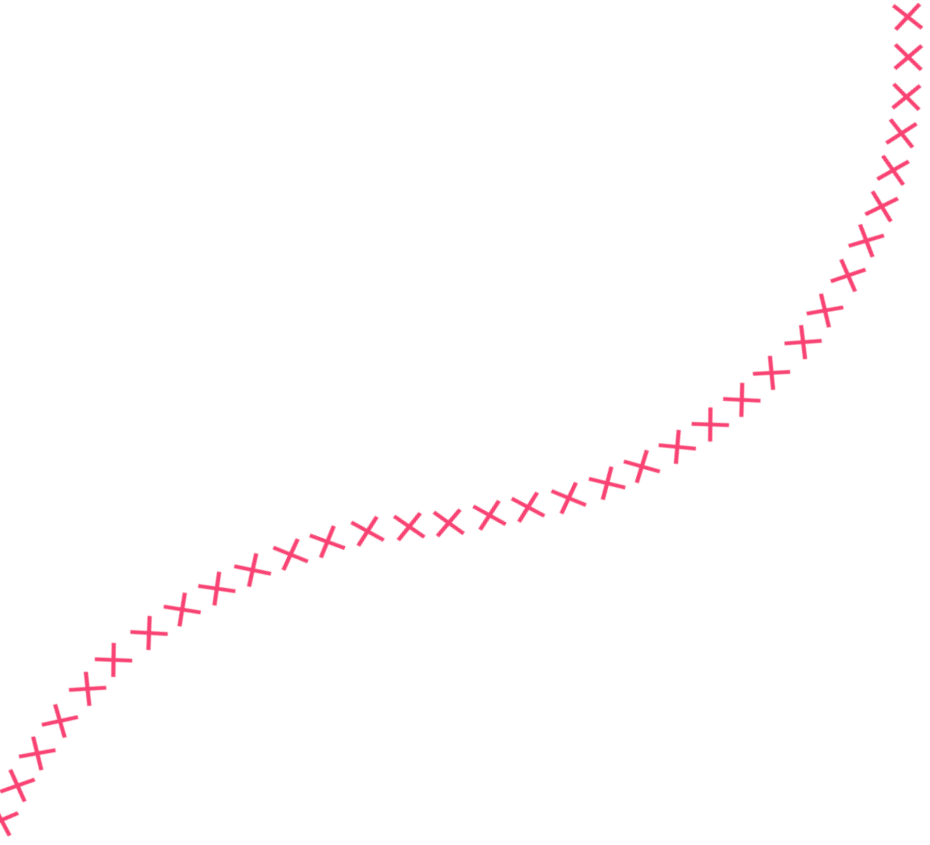
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CONCEPTUAL APPROACH

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THESIS RESEARCH IMPLEMENTATION

We're All Nosey puts the thesis into action by letting visitors **feel stories** before they understand them. The playful act of peeking creates an emotional spark, and each room builds on that by using sound, objects, and atmosphere to trigger personal memories.

Instead of being told about life's firsts, visitors experience them through others and reflect on their own journey's. By turning that **curiosity** inward, visitors recognize their emotions more clearly and begin to understand their own story with greater honesty and depth.

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THESIS RESEARCH IMPLEMENTATION

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EX.01.03

MOMENTS ONLY
MUSIC CAN MAKE.



CLIENT X Spotify®

SPOTIFY

Spotify is a **global audio platform** known for its vast library of music and podcasts, connecting people to sounds that shape their daily lives. It helps listeners discover, remember, and feel through the stories they hear.

MISSION

Spotify's mission is to unlock the potential of human creativity by giving a million artists the opportunity to live off their art and billions of fans the chance to enjoy and be inspired by it.

VISION

Spotify's vision is to create a world where everyone can experience the power of music and audio, connecting people through shared stories and sounds.

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EX.01.04

AUDIENCE

Primary

ADULTS (18-50)

Visitors who seek personalized, emotionally charged experiences that help them reflect on their own memories. They enjoy music as a tool for introspection and connection. This group is naturally drawn to exhibitions that feel immersive, relatable, and intimate.

Secondary

CREATIVE PROFESSIONALS & CULTURE SEEKERS

Individuals who are curious, exploratory, and open to unconventional storytelling formats. They are interested in how music, identity, and design intersect. This group values experiences that inspire new ideas and spark dialogue.

Tertiary

TOURISTS & FAMILIES

Visitors looking for engaging, easy-to-understand, multilingual experiences with broad emotional appeal. They enjoy interactive moments that spark curiosity and connection across ages. This group is drawn to exhibitions that are visually inviting and universally relatable.

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AUDIENCE

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EX.01.05

AUDIENCE | MOTIVATORS

✕ EXPLORERS

Curious visitors drawn to new ideas and sensory environments. They will enjoy discovering hidden stories through meaningful engagements, music pairings, and intimate first-time moments. The exhibition satisfies their desire to wander, uncover, and be surprised.

✕ FACILITATORS

People visiting with friends, partners, or family who want to share meaningful moments together. They are motivated by conversation, reflection, and comparing personal stories. The exhibition gives them interactive prompts and emotional touchpoints that spark group connection.

✕ EXPERIENCE SEEKERS

Visitors looking for engaging, easy-to-understand, multilingual experiences with broad emotional appeal. They enjoy interactive moments that spark curiosity and connection across ages. This group is drawn to exhibitions that are visually inviting and universally relatable.

✕ PROFESSIONAL/HOBBYISTS

Designers, musicians, storytellers, students, and experience-focused creatives who want deeper insight into how music connects to identity. They are motivated by the craft behind the installation. They'll appreciate the conceptual framing, emotional design strategies, and innovative storytelling methods.

✕ RECHARGERS

Visitors seeking reflection, emotional release, or quiet personal insight. They are drawn to the tender, introspective nature of first-time memories. The exhibition offers personalized sound tracks, intimate stories, and calming moments that help them reconnect with themselves.

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AUDIENCE | MOTIVATORS

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EX.01.06

GOALS

PROJECT GOALS

This exhibit will...

- Position Spotify as the soundtrack of life's firsts, **connecting personal memory with universal experience.**
- To highlight Spotify's role as an inclusive platform, reflecting diverse voices, cultures, and emotional journeys.
- Build a living archive of firsts through visitor stories and playlists, extending the experience beyond the exhibition.

EXPERIENCE GOALS

Visitors will engage in...

- Immerse visitors in five emotional environments that transform stories into multisensory "storyfeeling."
- **Foster empathy by connecting visitors** with an anonymous stranger's story and playlist.
- Leave visitors feeling moved, seen, and connected, with moments of both personal reflection and communal resonance.

EDUCATION GOALS

Visitors will learn...

- Demonstrate how music acts as an emotional time machine, triggering memory, empathy, and belonging.
- Highlight Spotify's role in personalizing and sharing soundtracks that **connect people across cultures and generations.**
- Encourage visitors to reflect on their own firsts as pivotal emotional anchors shaping identity and community.

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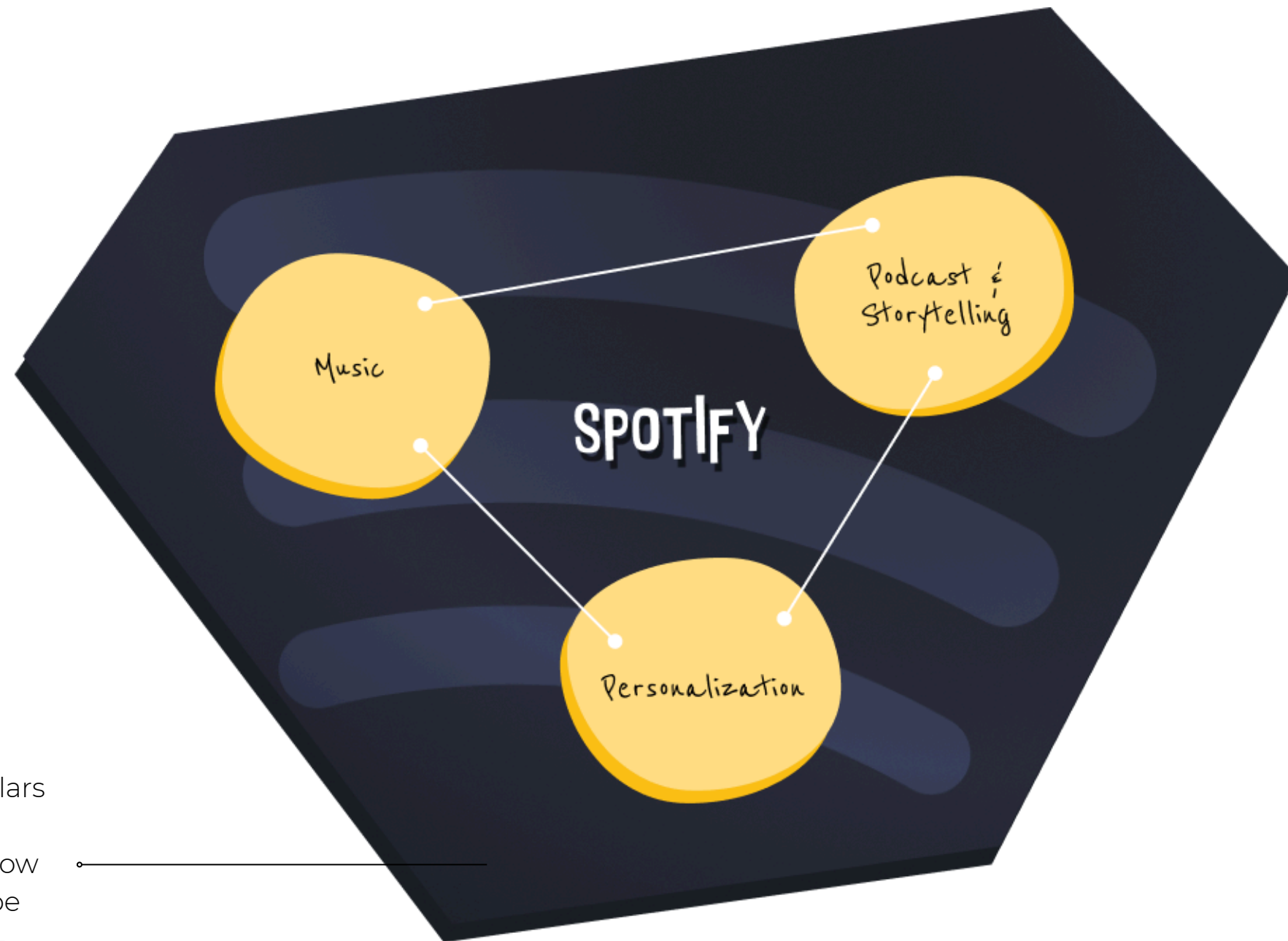
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EX.01.07

CONCEPT DIAGRAM



Spotify's concept diagram highlights its three core pillars of music, storytelling, and personalization, showing how they work together to shape emotionally resonant, user-driven experiences.

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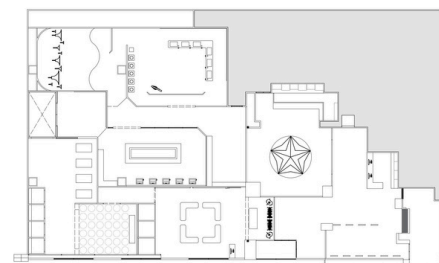
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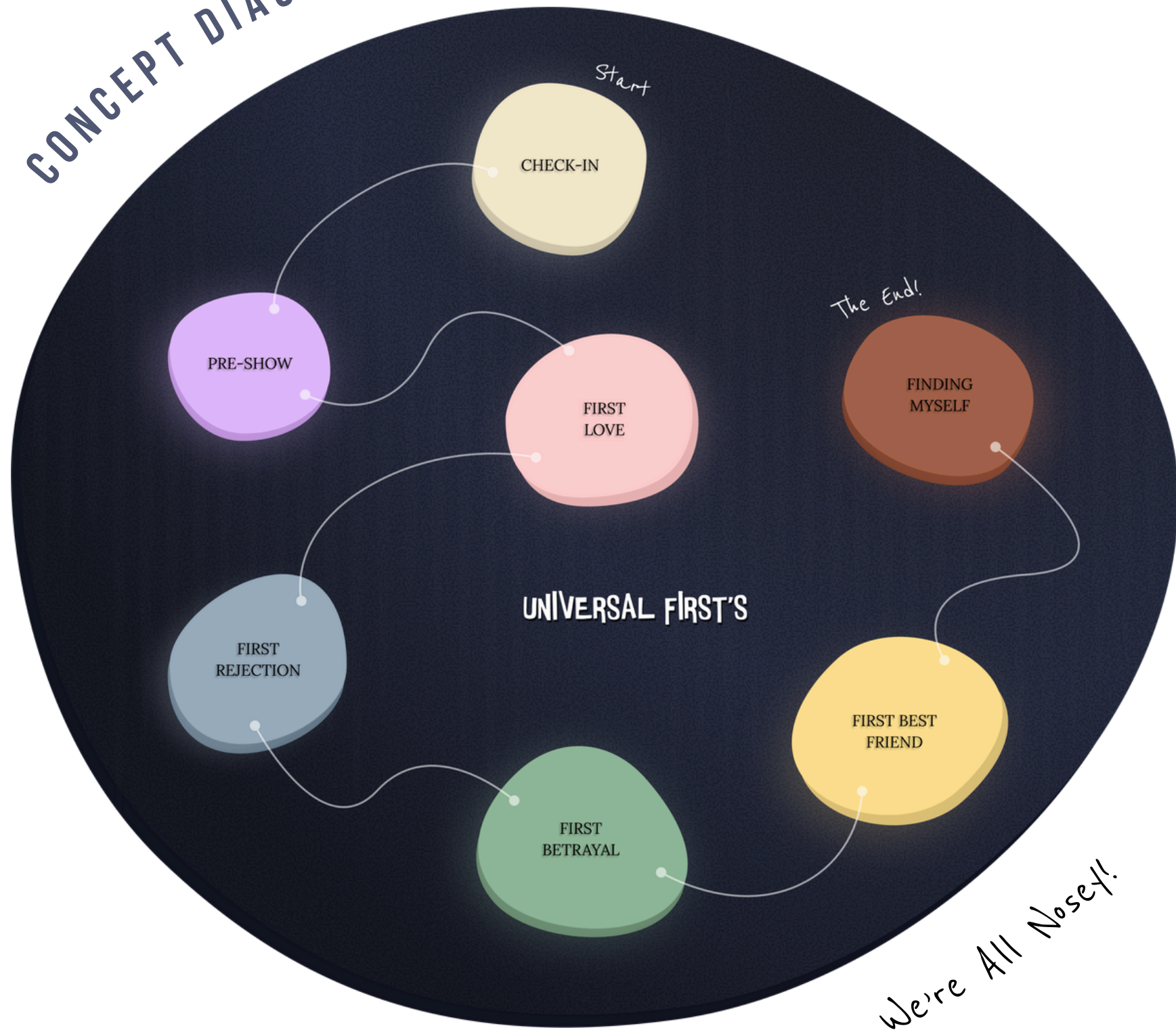
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CONCEPT DIAGRAM



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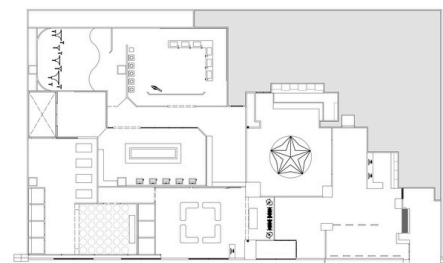
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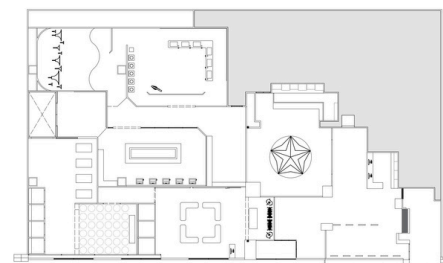
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CONTENT OUTLINE

DRAWING NO.

EX.01.10



THE JOURNEY

- 1. SIGN-UP
 - 2. PRE SHOW
 - 3. FIRST LOVE
 - 4. FIRST REJECTION
 - 5. FIRST BETRAYAL
 - 6. FIRST BEST FRIEND
 - 7. FINDING MYSELF
- MERCH!!

CONTENT OUTLINE

1. Welcome Center

Check in, grab your RFID band, and step into your story. Link your Spotify account, or create one and let the journey begin!

2. The Symphony Within

Here you'll explore how music lives inside all of us and our biggest life moments. It's the symphony that shapes who we are.

3. Brave Hearts

This first exhibit explores love in all its shades. A place to see it, feel it, and reflect on the courage it takes to love for the very first time.

4. First Rejection

As the journey moves beyond love, visitors meet the truth of rejection. Rejection arrives loud and sudden, a multisensory space that lets you confront its impact.

5. The Perfect Crime

This space dives into first betrayal, the careful planning, the hidden intentions, the sting of discovery. A place to witness it and shred what no longer deserves to stay.

6. Friendship Factory

This space celebrates friendship and connection. A place to dive into the joy, chaos, and comfort that friendship brings.

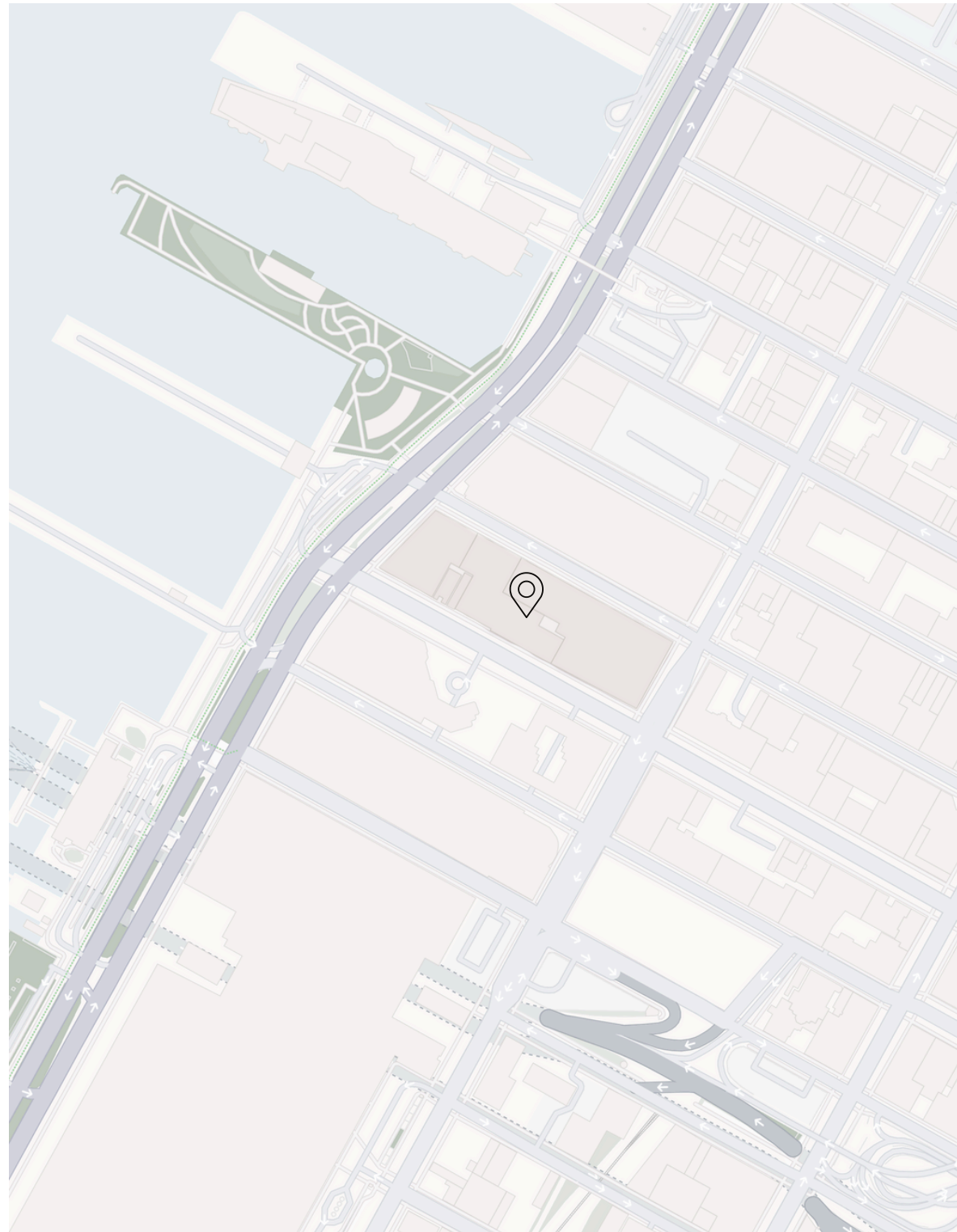
7. Finding Myself

This final space brings everything together, a moment to look inward, recognize how far you've come, and honor the strength shaped by every high and low.

8. Merch!

Pick up some playful merch to celebrate your journey, a little something to honor being proudly, joyfully noisy.

SITE



LAVAN MIDTOWN
641 W 42nd St. New York, NY 10036

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EX.01.11

SITE | DETAILS

LAVAN MIDTOWN

Storefront luxury event venue in Midtown Manhattan

10,000 sq. ft. of flexible open space + 2,000 sq. ft. support spaces

20 ft ceilings with 145 ft seamless projection mapping system

JBL sound system, LED lighting, projection mapping

White canvas interior ideal for fully customizable event designs

Capacities: 350 (rounds with stage), 300 (rounds with dance floor), 800 (standing reception)

Fully equipped catering kitchen, coat check, green/VIP rooms, production office, built-in bars

ADA accessible and compliant with all commercial permits

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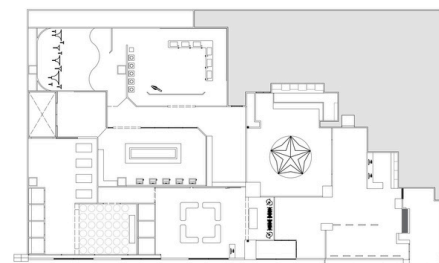
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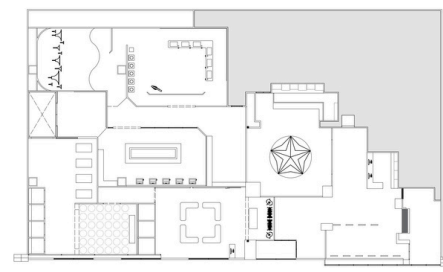
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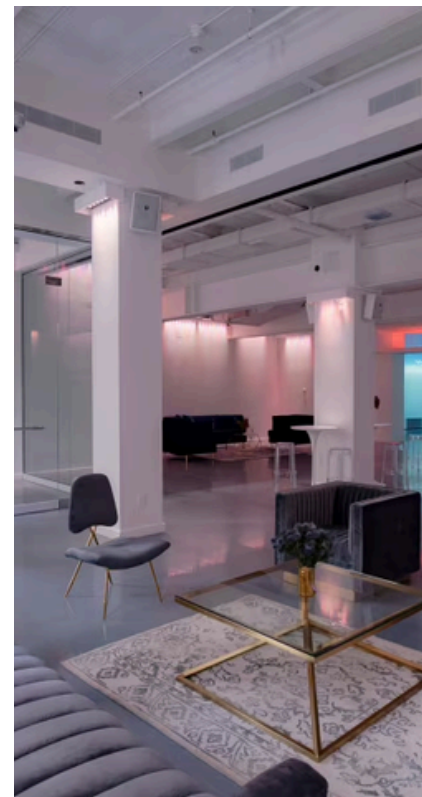
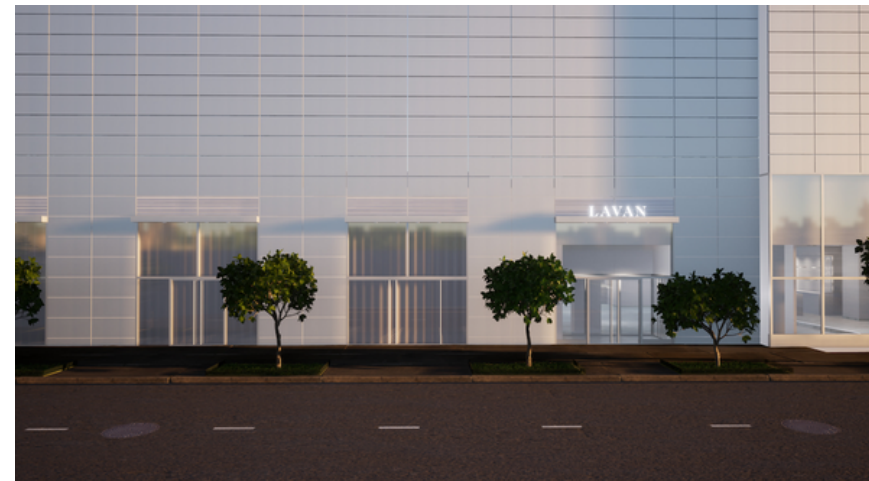
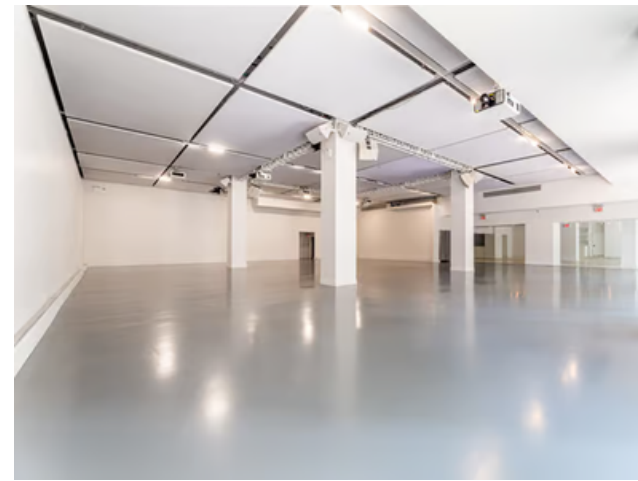
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SITE PICTURES

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EX.01.13

SITE | PICTURES



Lavan

OFF-SITE WAYFINDING



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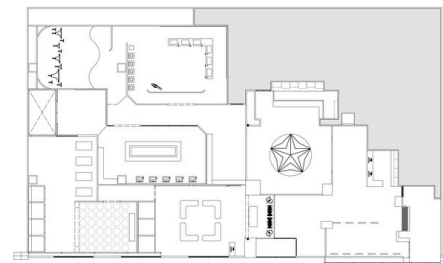
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PROJECT



KEY PLAN



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SPOTIFY PRESENTS
Music X Memory

WE'RE ALL NOSEY

APRIL 2026
LAVAN, MIDTOWN, NEW YORK



NEARBY
SUBWAY
POSTERS

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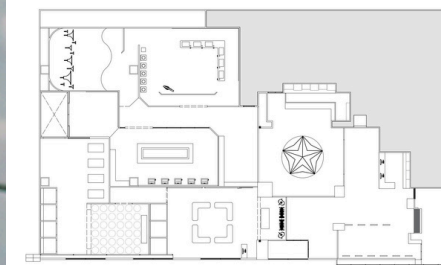
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OFF-SITE WAYFINDING X 2

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ON-SITE WAYFINDING

The Map



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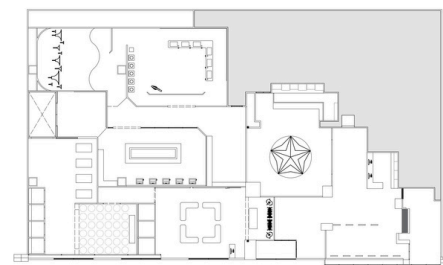
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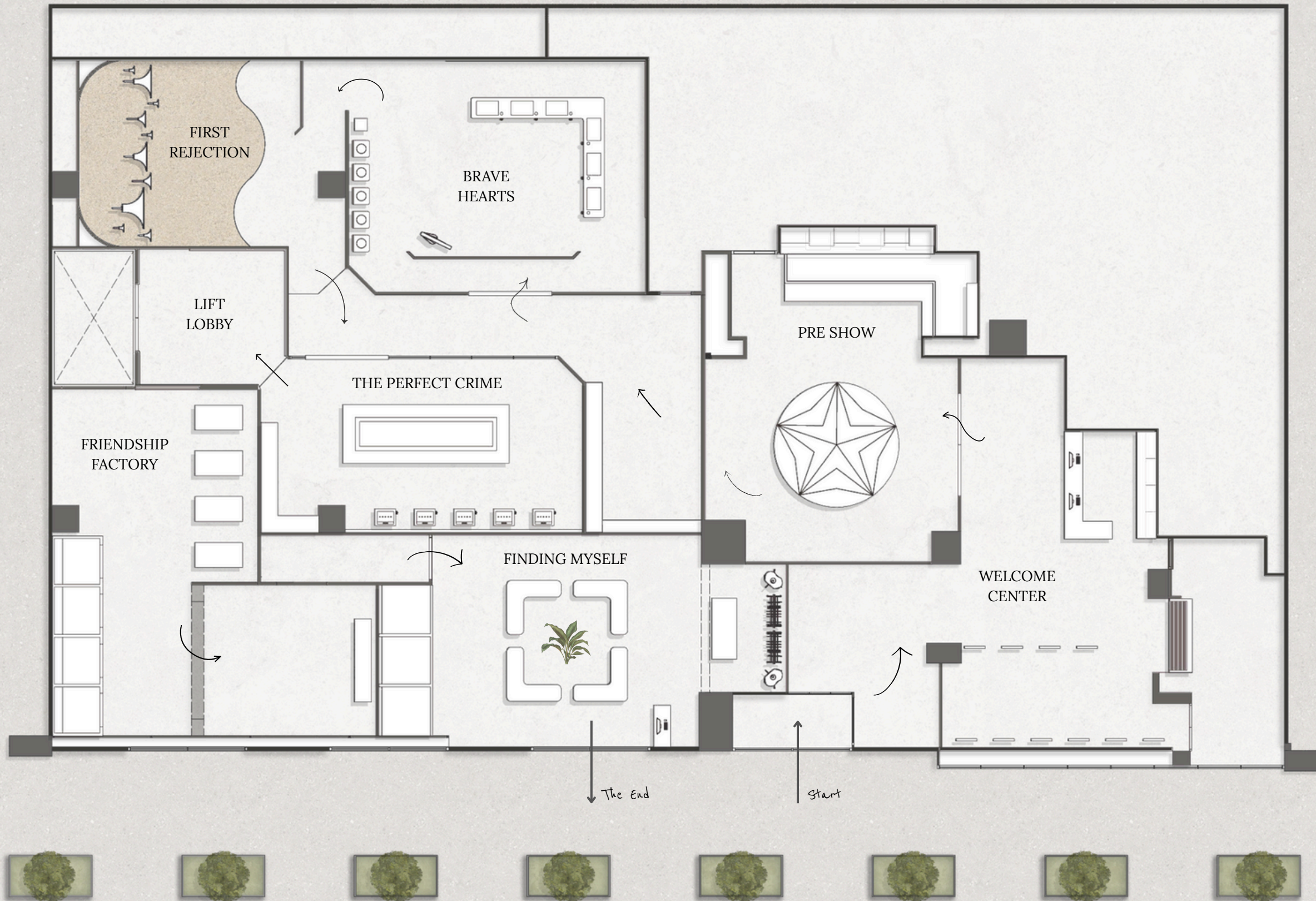
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VISITOR FLOW



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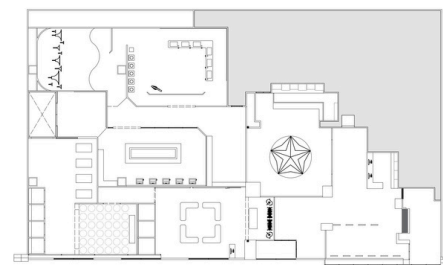
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VISITOR FLOW

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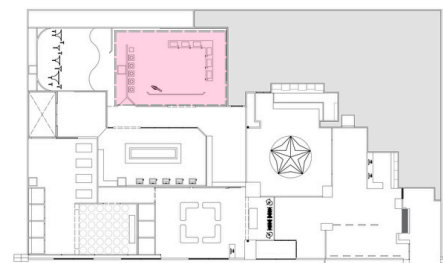
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DATE

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DRAWING NAME

02C | BRAVE HEARTS

DRAWING NO.

EX.01.18

02C | BRAVE HEARTS

In this first exhibit, visitors step into the many shades of first love, tender, electric, uncertain, and brave. They are invited to create their own expressions of love or sink into intimate first-love stories shared from around the world. The space gently acknowledges that love's courage includes knowing when to say goodbye, honoring the fullness of the experience.

X Key Emotion: Vulnerability



Locks inspired by Paris's love locks, each holding a story inside!

FIRST LOVE!

Visitors step into the tender rush of first love and the courage it takes to feel so deeply. Here, they're invited to draw and display their own first-love memory, adding their story to a growing tapestry of shared beginnings. Before leaving, guests choose the type of goodbye that shaped their journey, dropping a ring to honor the brave act of letting go.

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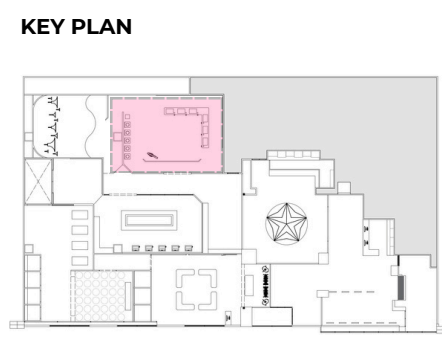
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DRAWING NAME
02C | BRAVE HEARTS X 2

DRAWING NO.
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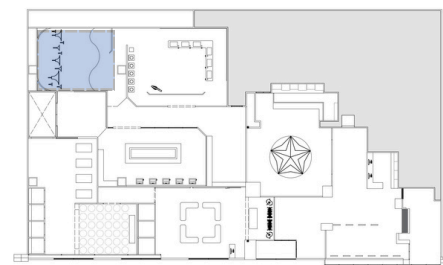
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PROJECT



KEY PLAN



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DATE

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DRAWING NAME

03D | FIRST REJECTION

DRAWING NO.

EX.01.20

03D | FIRST REJECTION

Visitors enter a space where rejection is no longer quiet, it's loud, abrupt, and impossible to ignore. Giant funnel-like trumpets surround them, each delivering a different sensory hit: a story, a song snippet, a sharp sound, even the scent of rejection. Together, these elements create a full-body portrait of what rejection feels like when it strikes without warning.

✕ Key Emotion: Hollow

FEEL REJECTION IN ALL IT'S FORMS



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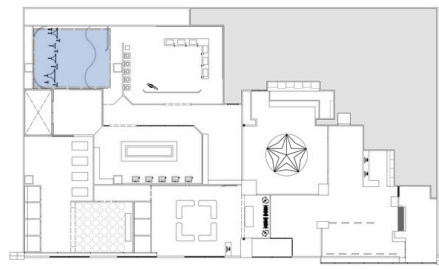
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PROJECT



KEY PLAN



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SCALE

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DRAWING NAME

03D | FIRST REJECTION X 2

DRAWING NO.

EX.01.21



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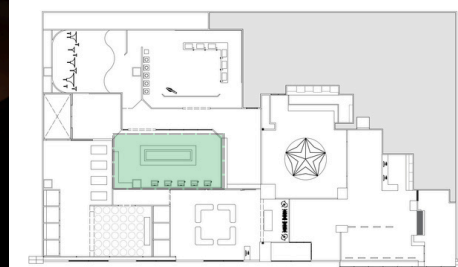
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PROJECT



KEY PLAN



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SCALE

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DATE

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DRAWING NAME

04E | THE PERFECT CRIME

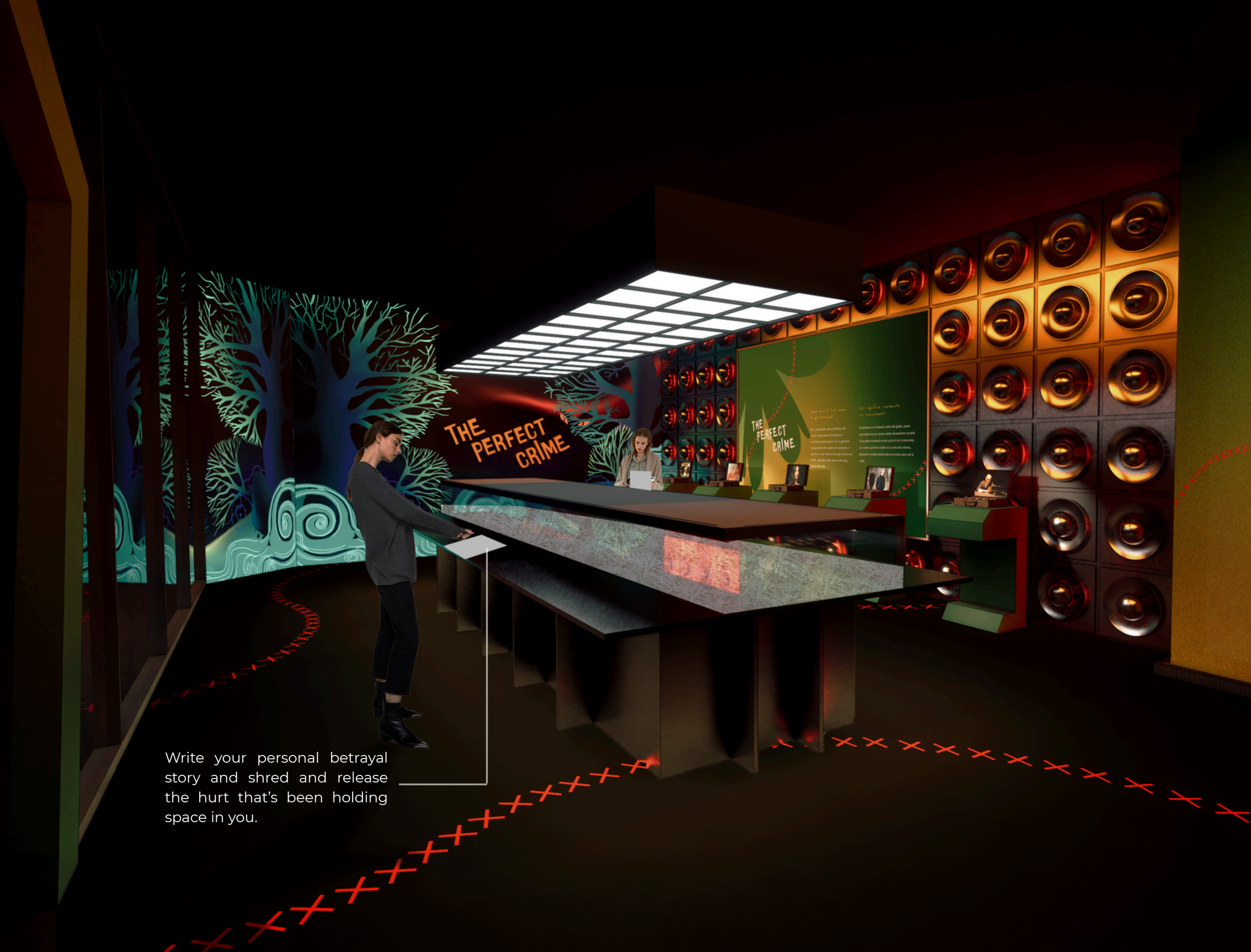
DRAWING NO.

EX.01.22

04E | THE PERFECT CRIME

Visitors step into a space where betrayal is exposed for what it is, calculated, quiet, and devastating once uncovered. Here, they confront it directly: writing letters to their betrayer, shredding the weight they've carried, watching iconic betrayal scenes, and even choosing a song that matches their personal rupture. The room becomes both a crime scene and a release chamber, letting visitors face the hurt and strip it of its power.

X Key Emotion: Rage



Write your personal betrayal story and shred and release the hurt that's been holding space in you.

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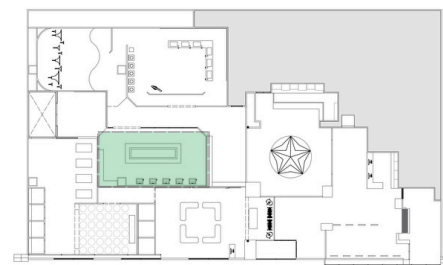
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PROJECT



KEY PLAN



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SCALE

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DATE

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DRAWING NAME

04E | THE PERFECT CRIME X 2

DRAWING NO.

EX.01.23



Play your personal betrayal anthem and learn the Spotify interface as you take the center stage.

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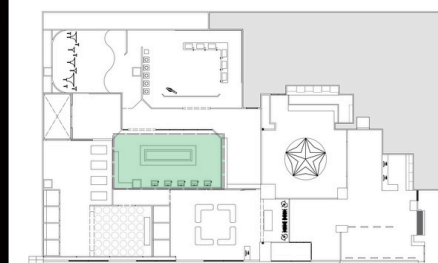
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PROJECT



KEY PLAN



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DRAWING NAME

04E | THE PERFECT CRIME X 3

DRAWING NO.

EX.01.24



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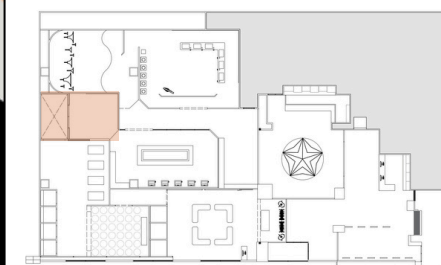
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DRAWING NAME

05F | THE LIFT

DRAWING NO.

EX.01.25

05F | THE LIFT

Visitors arrive at this quiet reset point, a space designed to soften the intensity of betrayal before stepping into friendship. Here, they answer simple questions about their first best friend, upload a photo, and begin reconnecting with the warmth of that bond. Boarding the lift, they're carried with gentle rumbles and a shared story that reminds them just how rare and life-shaping a true friend can be.

X Key Emotion: Reassurance



Who is your celebrity Best friend?



Taylor Swift

06G | FIRST BEST FRIEND

Visitors step into a world built for laughter, chaos, and connection, a full celebration of what friendship feels like at its best. Here, they discover their musical “twin” in a celebrity artist, jump into karaoke booths with other visitors, and end in a shared silent-disco jam. The space becomes a playground for meeting, singing, moving, and maybe even making a brand-new first best friend.

✕ Key Emotion: Belonging

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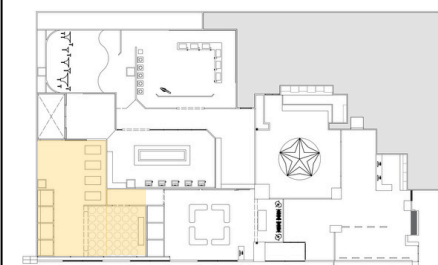
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DRAWING NAME

06G | FIRST BEST FRIEND

DRAWING NO.

EX.01.26

Cue your favorite track and join the room in a shared Spotify powered jam!



Step into the karaoke booth and grab your bestie, sing your anthem together, loud, proud, and beautifully off-key.

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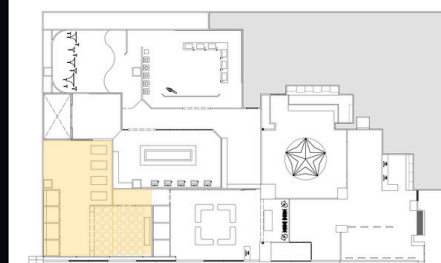
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DRAWING NAME

06G | FIRST BEST FRIEND X 2

DRAWING NO.

EX.01.27



07H | FINDING MYSELF

Visitors enter the final chapter of the journey, a quiet, reflective space that turns inward instead of outward. Here, they step into illuminated pods asking “What happens when you look inward?” and watch a personalized montage built from every song they collected along the way. Lights, air, and sound shift around them as their story plays back, revealing the strength shaped through love, loss, friendship, and self-discovery. They end by etching their custom playlist onto a piece of wood, a tangible reminder of how far they’ve come.

X Key Emotion: Empowered

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DRAWING NAME

07H | FINDING MYSELF

DRAWING NO.

EX.01.28



SELF JOURNEY BOOTHS

WHAT
HAPPENS
WHEN YOU
LOOK
INWARDS...

Step into a booth that guides you through the moments, memories, and music that shaped who you are today.

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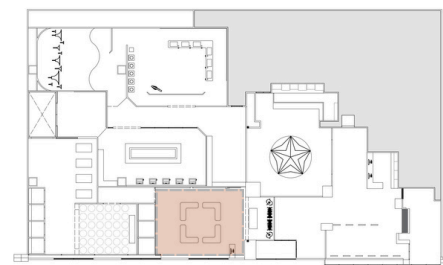
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DATE
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DRAWING NAME
07H | FINDING MYSELF X 2

DRAWING NO.

EX.01.29

POST VISIT



FINDING YOURSELF

The biggest isn't a single moment, but a slow rising of
all the life's rich moments
your own voice beneath the noise.
Thought you had to be, and meeting
you really are.
With returning home.
has been inward.

Etch your journey into wood with a playlist symbol built from every song you collected along the way!

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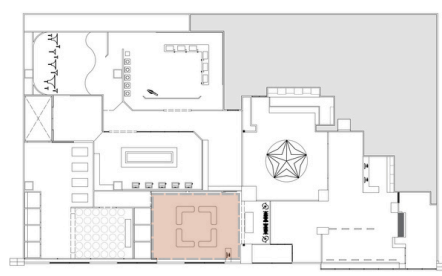
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DRAWING NAME

POST VISIT

DRAWING NO.

EX.01.30

SCHEDULES AND LISTS



GRAPHIC SCHEDULE

AREA 00: SIGNUP	GR. TYPE	DESCRIPTION
00A.01.GR01	A	AREA INTRODUCTION GRAPHIC
00A.01.GR02	B	CONTENT GRAPHIC, ENTRY
00A.01.GR03	A	BACKGROUND GRAPHIC
00A.01.GR04	A	BACKGROUND GRAPHIC
00A.01.GR05	C	DIMENSIONAL LETTERS
00A.01.GR06	H	INFOGRAPHICS
00A.01.GR07	G	TOUCH SCREEN GRAPHIC
00A.01.GR08	A	DIRECTIONAL GRAPHICS
00A.01.GR09	B	BACKGROUND GRAPHIC
00A.01.GR10	B	BACKGROUND GRAPHIC
00A.01.GR11	A	BACKGROUND GRAPHIC
00A.01.GR12	A	BACKGROUND GRAPHIC

AREA 01: PRE SHOW	GR. TYPE	DESCRIPTION
01B.01.GR01	A	AREA INTRODUCTION GRAPHIC
01B.01.GR02	B	BACKGROUND GRAPHIC
01B.01.GR03	C	DIMENSIONAL LETTERS
01B.01.GR04	J	INSTALLATION
01B.01.GR05	J	INSTALLATION
01B.01.GR06	J	INSTALLATION
01B.01.GR07	J	INSTALLATION
01B.01.GR08	J	INSTALLATION
01B.01.GR09	H	WAYFINDING MAP
01B.01.GR10	C	DIMENSIONAL LETTERS
01B.01.GR11	A	BACKGROUND GRAPHIC
01B.01.GR12	H	LOGO

SECTION 3: BRAVE HEARTS	GR. TYPE	DESCRIPTION
02C.01.GR01	A	WALL MURAL
02C.01.GR02	H	DIMENSIONAL LOGO
02C.01.GR03	A	ARCHWAY
02C.01.GR04	A	BACKGROUND GRAPHIC
02C.01.GR05	A	BACKGROUND , RIGHT
02C.01.GR06	A	BACKGROUND GRAPHIC
02C.01.GR07	B	WALL MURAL, INSIDE
02C.01.GR08	B	BACKGROUND GRAPHIC
02C.01.GR09	H	AREA INTRODUCTION GRAPHIC

02C.01.GR10	A	CONTENT GRAPHIC, LEFT
02C.01.GR11	G	TOUCH SCREEN GRAPHIC
02C.01.GR12	A	BACKGROUND GRAPHIC
02C.01.GR13	H	ARTIFACT LABLE
02C.01.GR14	H	CONTENT GRAPHIC, GOODBYE, 1
02C.01.GR15	H	CONTENT GRAPHIC, GOODBYE, 2
02C.01.GR16	H	CONTENT GRAPHIC, GOODBYE, 3
02C.01.GR17	H	CONTENT GRAPHIC, GOODBYE, 4
02C.01.GR18	H	CONTENT GRAPHIC, GOODBYE, 5
02C.01.GR19	D	FLOOR GRAPHIC

SECTION 4: REJECTION	GR. TYPE	DESCRIPTION
03D.01.GR01	B	QUOTE PANEL, FRONT
03D.01.GR02	A	AREA INTRODUCTION GRAPHIC
03D.01.GR03	A	WALL MURAL
03D.01.GR04	C	DIMENSIONAL LETTERS
03D.01.GR05	I	OBJECT LABLE, 1
03D.01.GR06	I	OBJECT LABLE, 2
03D.01.GR07	I	OBJECT LABLE, 3
03D.01.GR08	I	OBJECT LABLE, 4
03D.01.GR09	I	OBJECT LABLE, 5
03D.01.GR10	I	OBJECT LABLE, 6
03D.01.GR11	I	OBJECT LABLE, 7
03D.01.GR12	I	OBJECT LABLE, 8
03D.01.GR13	A	BACKGROUND GRAPHIC
03D.01.GR14	A	PILLAR WRAP
03D.01.GR15	B	BACKGROUND GRAPHIC

SECTION 5: FIRST BETRAYAL	GR. TYPE	DESCRIPTION
04E.01.GR01	A	BACKGROUND, ENTRY
04E.01.GR02	C	DIMENSIONAL LETTERS
04E.01.GR03	A	ARCHWAY
04E.01.GR04	A	WALL MURAL
04E.01.GR05	A	WALL MURAL
04E.01.GR06	C	DIMENSIONAL LETTERS
04E.01.GR07	E	AREA INTRODUCTION GRAPHIC, SCREEN
04E.01.GR08	A	PILLAR WRAP
04E.01.GR09	A	BACKGROUND GRAPHIC
04E.01.GR10	A	BACKGROUND, BEHIND SCREEN

04E.01.GR11	E	SONG DISPLAY GRAPHIC, SCREEN
04E.01.GR12	D	FLOOR GRAPHIC

SECTION 6: LIFT LOBBY	GR. TYPE	DESCRIPTION
05F.01.GR01	A	QUOTE PANEL, LEFT
05F.01.GR02	A	BACKGROUND GRAPHIC
05F.01.GR03	A	QUOTE , LIFT DOOR
05F.01.GR04	A	BACKGROUND GRAPHIC
05F.01.GR05	C	DIMENSIONAL LETTERS

SECTION 7: FIRST BEST FRIEND	GR. TYPE	DESCRIPTION
06G.01.GR01	A	WALL MURAL
06G.01.GR02	A	QUOTE PANEL, LEFT
06G.01.GR03	A	AREA INTRODUCTION GRAPHIC
06G.01.GR04	A	PILLAR WRAP
06G.01.GR05	E	INSTRUCTION GRAPHIC
06G.01.GR06	A	WALL MURAL
06G.01.GR07	I	QUOTE PANEL

SECTION 8: FINDING MYSELF	GR. TYPE	DESCRIPTION
07H.01.GR01	E	DISPLAY GRAPHIC, SCREEN 1
07H.01.GR02	E	DISPLAY GRAPHIC, SCREEN 2
07H.01.GR03	E	DISPLAY GRAPHIC, SCREEN 3
07H.01.GR04	H	SPOTIFY LOGO
07H.01.GR05	H	BACKGROUND GRAPHIC
07H.01.GR06	H	CONTENT GRAPHIC, CENTER
07H.01.GR07	H	BACKGROUND GRAPHIC
07H.01.GR08	H	LOGO
07H.01.GR09	E	DIGITAL SCREEN, BEHIND COUNTER

SECTION 9: MERCH SHOP	GR. TYPE	DESCRIPTION
08I.01.GR01	H	CONTENT GRAPHIC, CENTER

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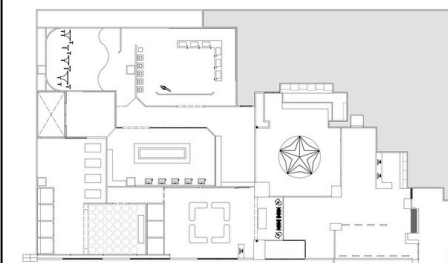
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DRAWING NO.

EX.02.01

GRAPHIC SPECIFICATIONS

GR. TYPE	DESCRIPTION
A	ADHESIVE VINYL WALL WRAP
B	FABRIC GRAPHICS ON SEG FRAMES (SILICONE EDGE GRAPHICS)
C	3/4" BIRCH PLYWOOD DIMENSIONAL LETTERS, PAINTED PER SPEC. MOUNT TO FRAME W/ ALUMINUM CLEAT
D	VINYL FLOOR GRAPHIC W/ UV TOP COAT
E	DIGITAL GRAPHICS ON DISPLAY SCREEN
F	PROJECTED GRAPHICS
G	DIGITAL GRAPHICS ON INTERACTIVE TOUCH SCREEN
H	3/4" BIRCH VENEER PLYWOOD W/ DIRECT UV PRINT. MOUNT TO FRAME W/ ALUMINUM CLEAT
I	PREMIUM CUT VINYL LETTERING, 2 MIL CAST VINYL W/ REMOVABLE ADHESIVE, APPLIED USING TRANSFER TAPE TO PREPARED SURFACE
J	PRINTED POLYPOSTER (TEAR-RESISTANT SYNTHETIC PAPER) W/ FULL-COLOR UV PRINT, FOLDED FOR TEMPORARY INSTALLATION

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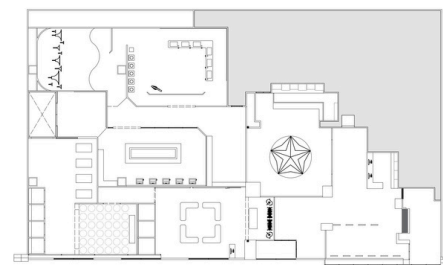
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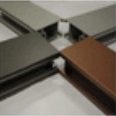




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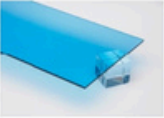

GRAPHIC SPECIFICATIONS

DRAWING NO.

EX.02.02

MATERIAL SCHEDULE

MATERIAL	CODE	DESCRIPTION	IMAGE
WOOD	WD01	3/4" THICK WHITE OAK PLYWOOD PANELS	
	WD02	1/4" THICK COLOUR-DYED OR DIRECT PRINTED PLYWOOD PANELS (COLOUR VARIES)	
	WD03	1" THICK WHITE OAK PANELS	
	WD04	PAINTED MDF (COLOR VARIES)	
METAL	MTL01	POWDER COATED ALUMINIUM (COLOR VARIES)	
	MTL02	BRUSHED ALUMINUM SHEET W/ CLEAN POLISHED EDGES FOR SURFACE APPLICATION	
SMART GLASS	SG01	PDLC SWITCHABLE GLASS PANEL, 120V CONTROL, TRANSPARENT WHEN ENERGIZED AND BROKEN WHEN UNPOWERED; LAMINATED LOW-IRON SUBSTRATE	
VINYL	VL01	SOUNDLOCK MASS LOADED FLOOR VINYL	
	VL02	PRINTED VINYL GRAPHIC FILM, MATTE SELF-ADHESIVE, UV-PRINTED FOR LARGE-FORMAT WALL APPLICATIONS	

ACOUSTIC PANELS	AP01	ACOUSTIC SOUND BLOCKING PANELS, HIGH-DENSITY CORE W/ FABRIC WRAP, DESIGNED FOR NOISE REDUCTION AND SOUND ABSORPTION	
ENGINEERED SAND PANEL	SP01	COMPRESSED SAND RESIN PANEL, CAST NATURAL SAND IN CLEAR BINDER FOR NON-SHIFTING ADA-COMPLIANT SURFACE, TEXTURED SAND FINISH	
TWO-WAY MIRROR GLASS	TWMI 01	PARTIAL REFLECTIVE COATING ON CLEAR SUBSTRATE, ALLOWING PROJECTION FROM DARK SIDE AND REFLECTION ON BRIGHT SIDE	
ALUVISION MODULAR PANEL SYSTEM	AVMP01	ALUMINUM FRAME W/ INTEGRATED GROOVES FOR GRAPHIC INSERTS, LIGHTWEIGHT AND RECONFIGURABLE FOR TEMPORARY BUILDS	
SEG FABRIC GRAPHIC	SE01	DYE-SUBLIMATED STRETCH TEXTILE W/ SILICONE EDGE FOR FRAME INSERTION, SEAMLESS LARGE-FORMAT DISPLAY	
CLEAR ACRYLIC GLASS	AG01	CAST GRADE MATERIAL W/ POLISHED EDGES FOR RIGID TRANSPARENT DISPLAY APPLICATIONS	
STANDARD MIRROR GLASS	MI01	SILVERED BACKING ON FLOAT GLASS SUBSTRATE W/ POLISHED EDGES FOR REFLECTIVE SURFACES	

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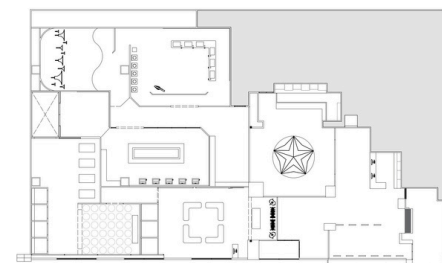
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MATERIAL SCHEDULE

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EX.02.03

AV SCHEDULE

CODE	TYPE	IMAGE	MANUFACTURER	DETAIL	QTY	LOCATION
AV01	Headphones		BOSE	BOSE QUIETCOMFORT NOISE-CANCELLING HEADPHONES, ACTIVE ACOUSTIC NOISE REDUCTION	50	02C 04E 06G 07H
AV02	AMBIENT SPATIAL SPEAKERS		SONOS	SONOS IN-WALL SET W/ SONOS AMP AND PAIR OF IN-WALL SPEAKERS, WI-FI ENABLED SYSTEM W/ TRUEPLAY ROOM TUNING	20	00A 01B 02C 03D 04E 05F 06G 07H
AV03	DIGITAL KIOSK		TRADE SHOW HOUSE	50 IN. 4K INTERACTIVE TOUCHSCREEN KIOSK, INFRARED 20-POINT PC, TEMPERED GLASS SCREEN	10	00A
AV04	DESKTOP		APPLE	APPLE IMAC DESKTOP, ALL-IN-ONE SYSTEM W/ RETINA DISPLAY FOR BILLING AND SIGN-UP STATION USE	3	00A 07H
AV05	DIGITAL SCREEN		LG	LG4K LED DISPLAY, 24/7 COMMERCIAL PANEL W/ 500-NIT BRIGHTNESS FOR DIGITAL CONTENT PLAYBACK	25	02C
AV06	TOUCH SCREEN		BEETRONICS	12 IN. FULL HD MULTI-TOUCH DISPLAY, MODEL 12TS7, W/ HDMI/DP/USB-C/VGA INPUTS AND DECK MOUNTING	9	02C 04E 06G
AV07	PROJECTOR		B&H	5000-LUMEN LASER PROJECTOR, WUXGA RESOLUTION W/ HDMI INPUT AND 20,000-HOUR LASER LIGHT ENGINE	1	04E
AV08	DISPLAY SCREEN		SAMSUNG	SAMSUNG VERTICAL 4K DIGITAL SIGNAGE DISPLAY, PORTRAIT-ORIENTED COMMERCIAL PANEL FOR CONTINUOUS CONTENT PLAYBACK	7	06G 07H

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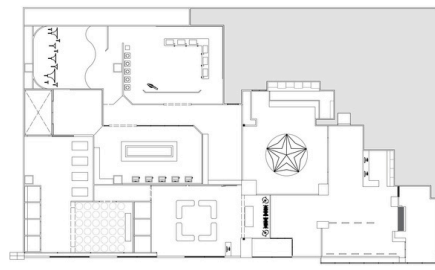
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AV SCHEDULE

DRAWING NO.

EX.02.04

LIGHTING SCHEDULE

CODE	THUMBNAIL	DESCRIPTION	MANUFACTURER AND LINE
L1		LINEAR TRACK SYSTEM 3000K - 4000K LED CYLINDER HEADS, BLACK FINISH, SURFACE MOUNT	LUMENS
L2		LINEAR AMBIENT TRACK MODULE W/ DIFFUSED LED 3000K LIGHT ENGINE, DOT-FREE ILLUMINATION, BLACK FINISH, FLUSH-MOUNT TO TRACK SYSTEM	LUMINII
L3		SILVIO LED FLUSHMOUNT, ROUND 3000K DIFFUSED FIXTURE W/ BLACK METAL TRIM, SURFACE MOUNT	LUMENS
L4		LUMINII KURBA LARGE 3-SIDE EMITTING FIELD-BENDABLE LED, 24V SYSTEM, DOT-FREE SILICONE LIGHT ENGINE, TUNABLE WHITE/RGBW, IP67 RATED	LUMINII
L5		SHEHDS 19 x 15W RGBW LED MOVING HEAD FIXTURE W/ MOTORIZED ZOOM AND WASH MODE, DMX CONTROL	SHEHDS
L6		4 FT RGB LED TUBE LIGHT XL, APP-CONTROLLED FULL-COLOR FIXTURE W/ INTEGRATED DIFFUSER, PORTABLE MOUNT	LUME CUBE
L7		SOLO 20 SURFACE ADJUSTABLE LED SPOTLIGHT, MACHINED ALUMINUM BODY, 360 PAN AND 90 TILT, SITE-CHANGEABLE OPTICS	LUMINII

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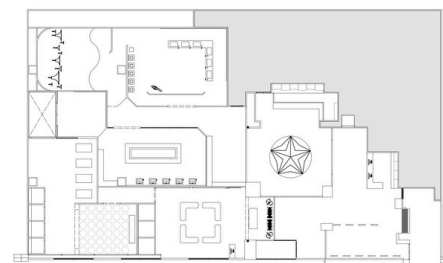
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LIGHTING SCHEDULE

DRAWING NO.

EX.02.05

ARTIFACT SCHEDULE

CODE	ARTIFACT	QTY	DESCRIPTION	STYLE
02C.01.AR01		1	FULL-SIZE HARP, CARVED WOOD FRAME WITH GILDED DECORATIVE ELEMENTS, MULTI-STRING PEDAL MECHANISM	OBJECT
02C.01.AR02		15	HEART-SHAPED METAL PADLOCK W/ INTEGRATED MICRO SPEAKER, ANTIQUE BRONZE FINISH	OBJECT
02C.01.AR03		100	MULTICOLORED BUTTERFLY, LIGHTWEIGHT ACRYLIC WINGS W/ SUSPENSION HARDWARE FOR OVERHEAD HANGING	OBJECT
02C.01.AR04		3000	3D PRINTED SCULPTURAL RINGS, MATTE WHITE RESIN W/ ORGANIC TEXTURED FORMS, DISPLAYED AS COLLECTION	OBJECT
04E.01.AR01		5	BLACK HARD-SHELL BRIEFCASE W/ BUILT-IN DISPLAY SCREEN AND INTERNAL MEDIA MODULE	OBJECT

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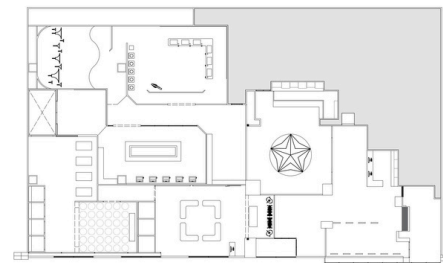
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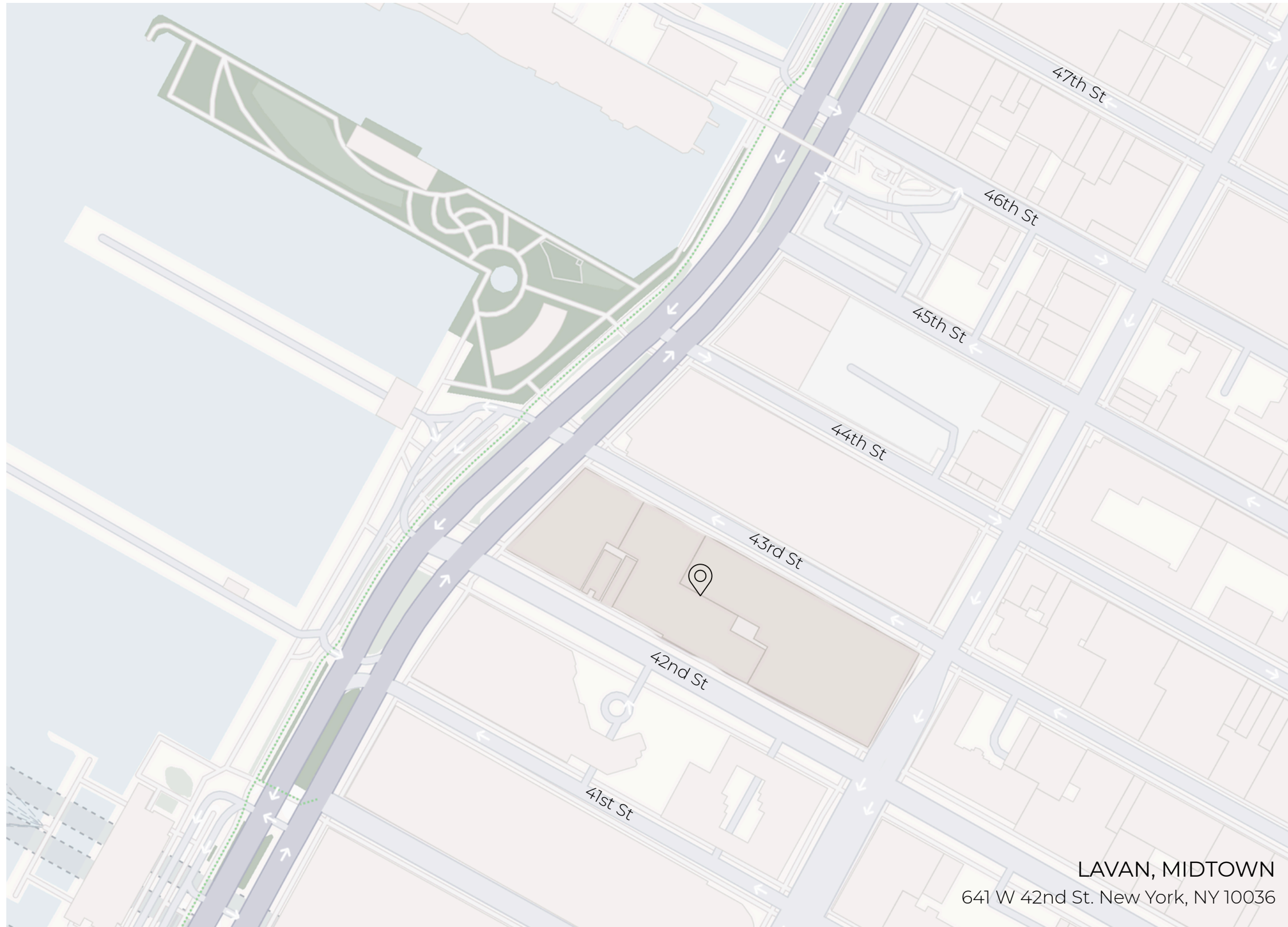
ARTIFACT SCHEDULE

DRAWING NO.

EX.02.06



PLANS AND SECTIONS



1 SITE LOCATION PLAN - MIDTOWN
NTS

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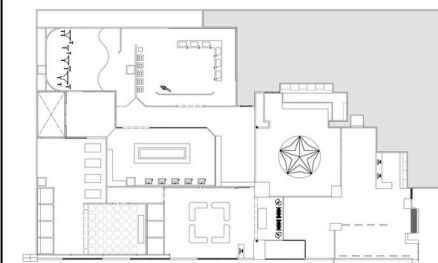
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SITE LOCATION PLAN

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EX.03.01

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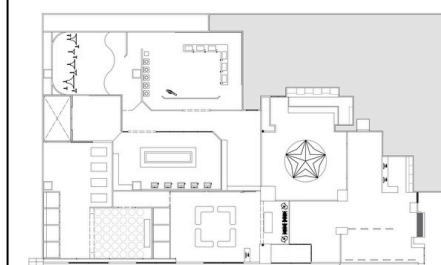
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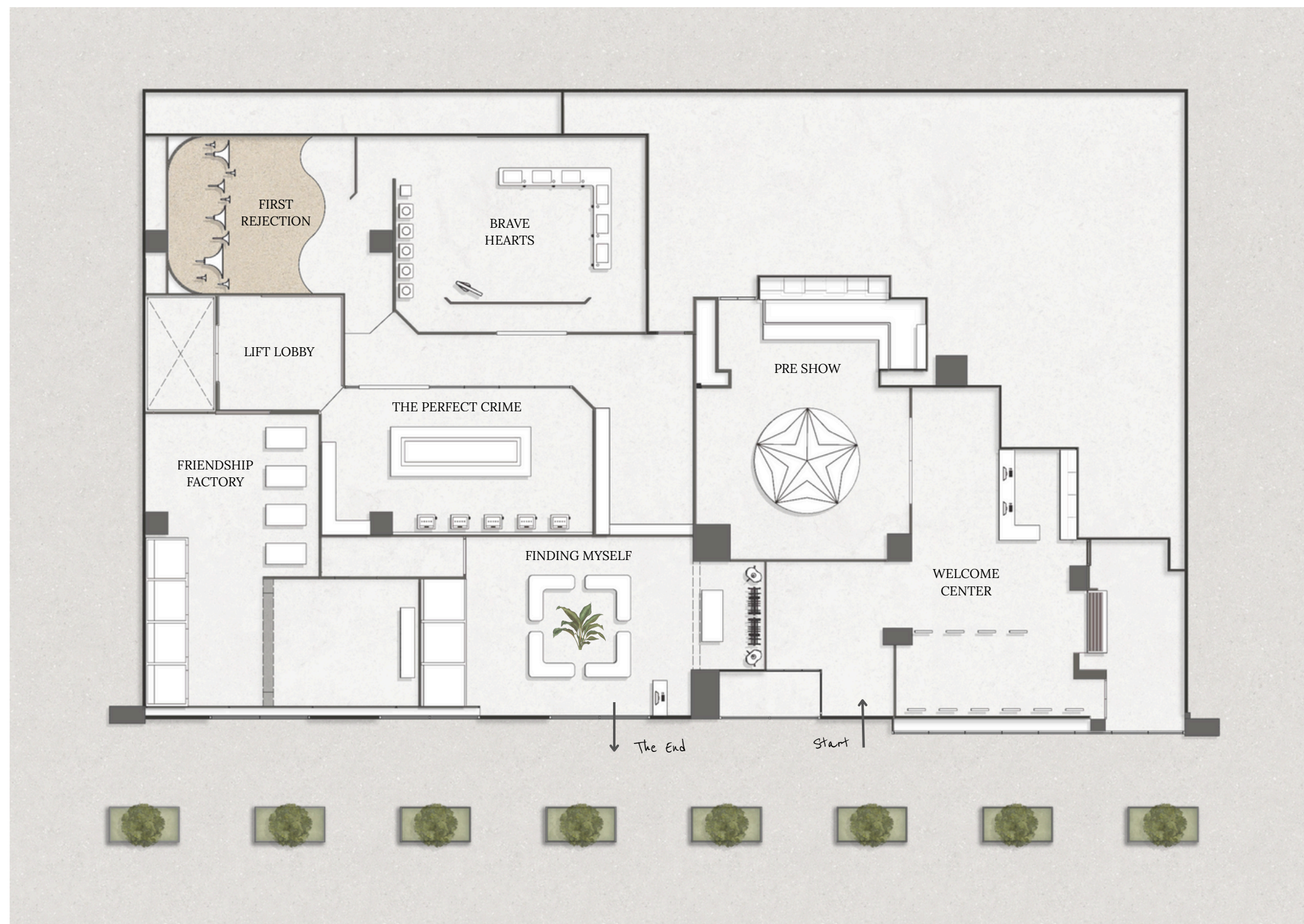
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DRAWING NAME

RENDERED FLOOR PLAN

DRAWING NO.

EX.03.02



1 RENDERED FLOOR PLAN
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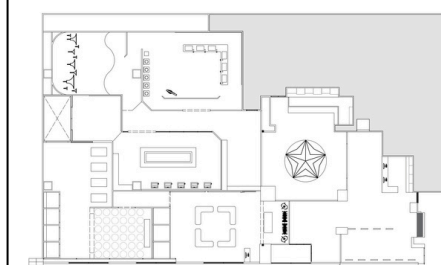
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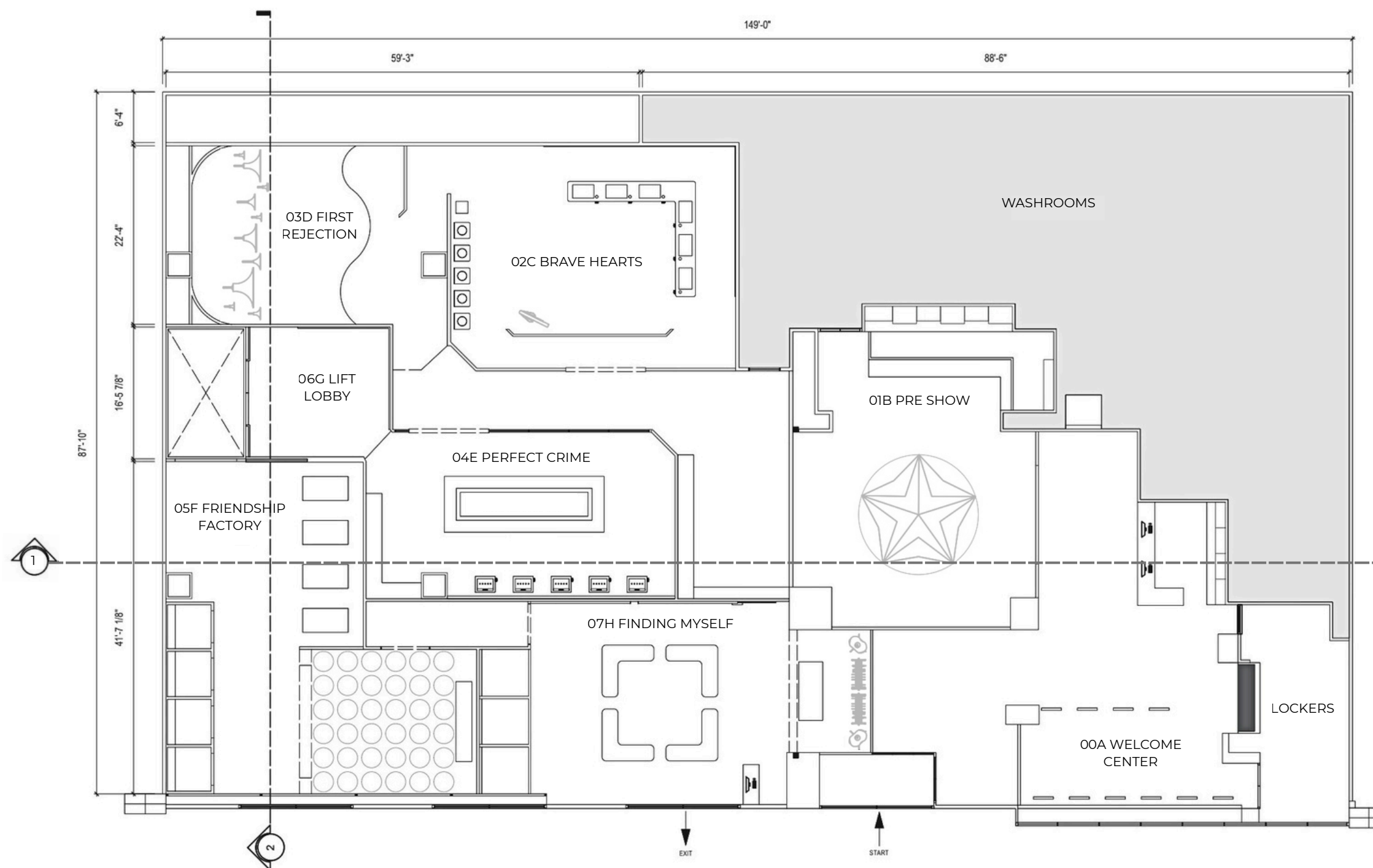
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AREA PLAN

DRAWING NO.

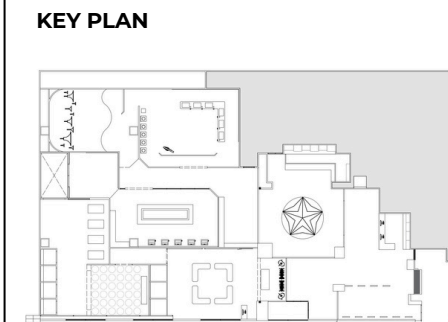
EX.03.03



1 AREA PLAN
Scale: 1/16" = 1'-0"

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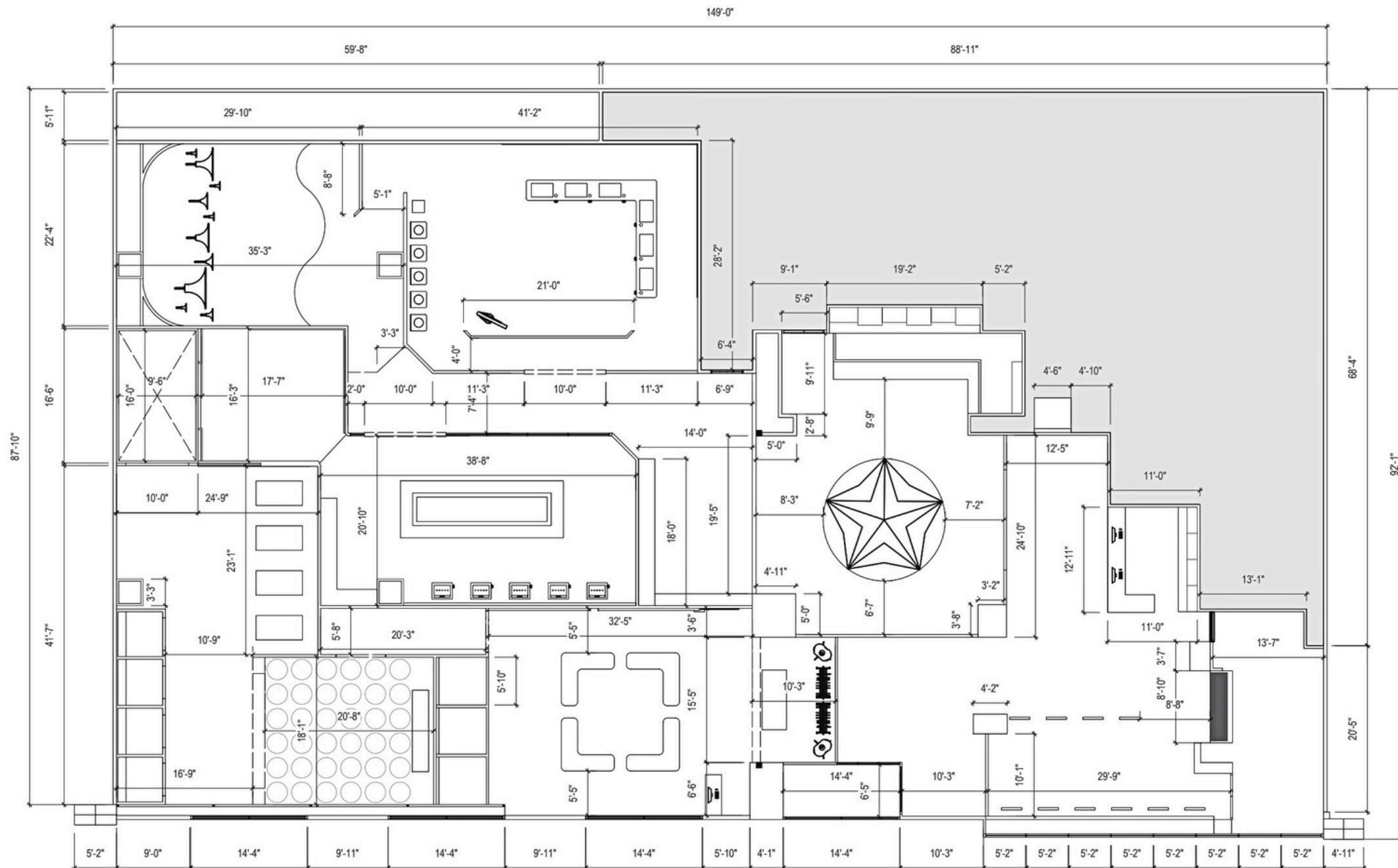
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DRAWING NAME
 DIMENSION PLAN

DRAWING NO.

EX.03.04



1 DIMENSION PLAN
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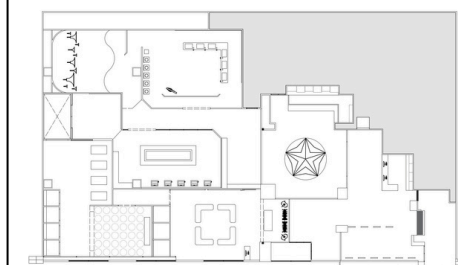
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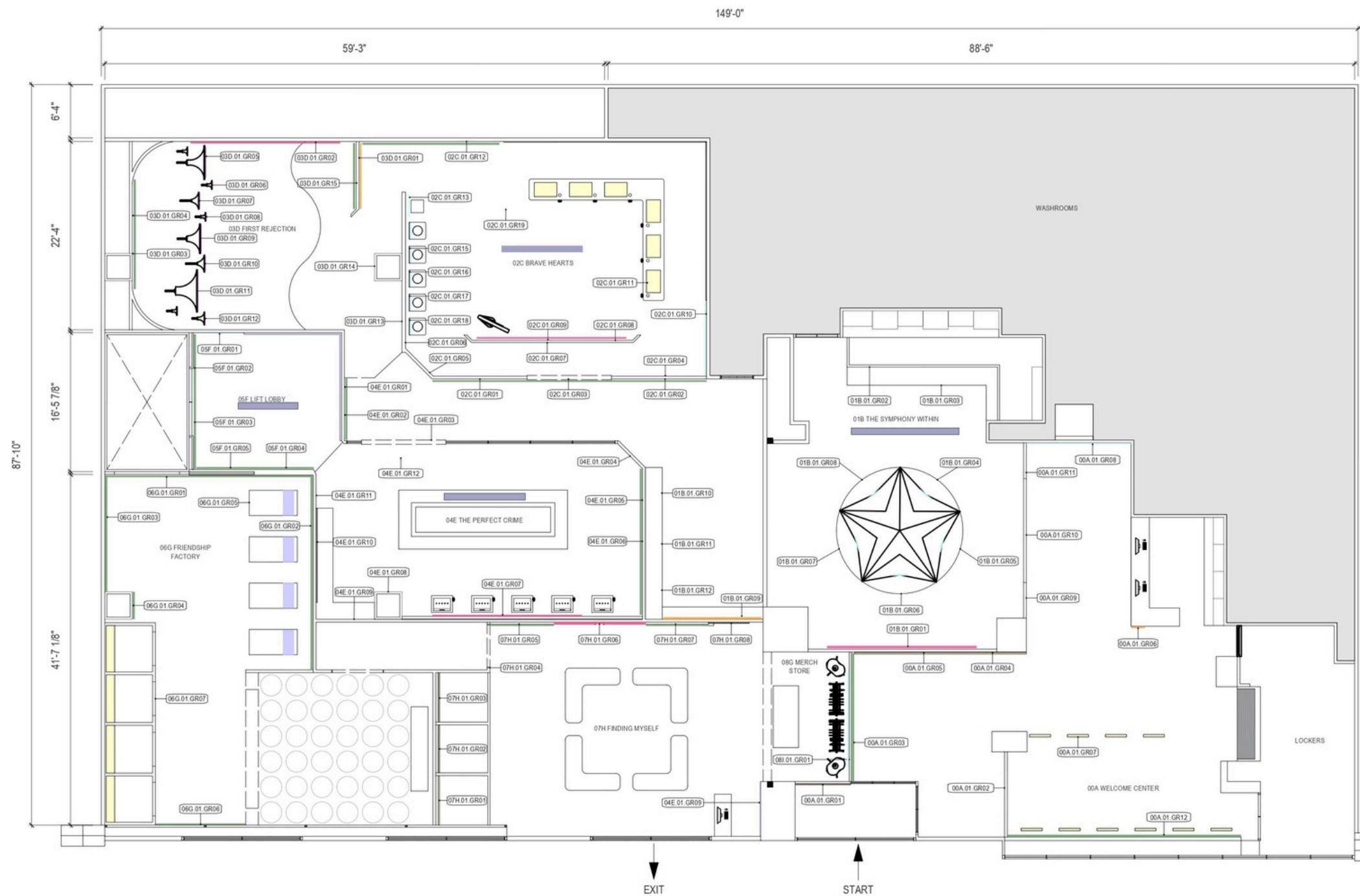
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DRAWING NAME
 GRAPHIC LOCATION PLAN

DRAWING NO.

EX.03.05



1 GRAPHIC LOCATION PLAN
 Scale: 1/16" = 1'-0"

- INTRODUCTION
- MURALS
- AREA INTRODUCTION
- FLOOR GRAPHICS
- CONTENT GRAPHIC
- SCREEN GRAPHICS
- DIRECTIVES
- TOUCH SCREEN
- LABELS
- PROJECTED GRAPHICS

NOT FOR CONSTRUCTION

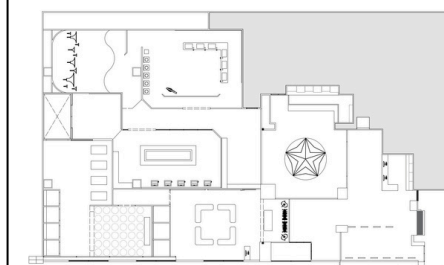
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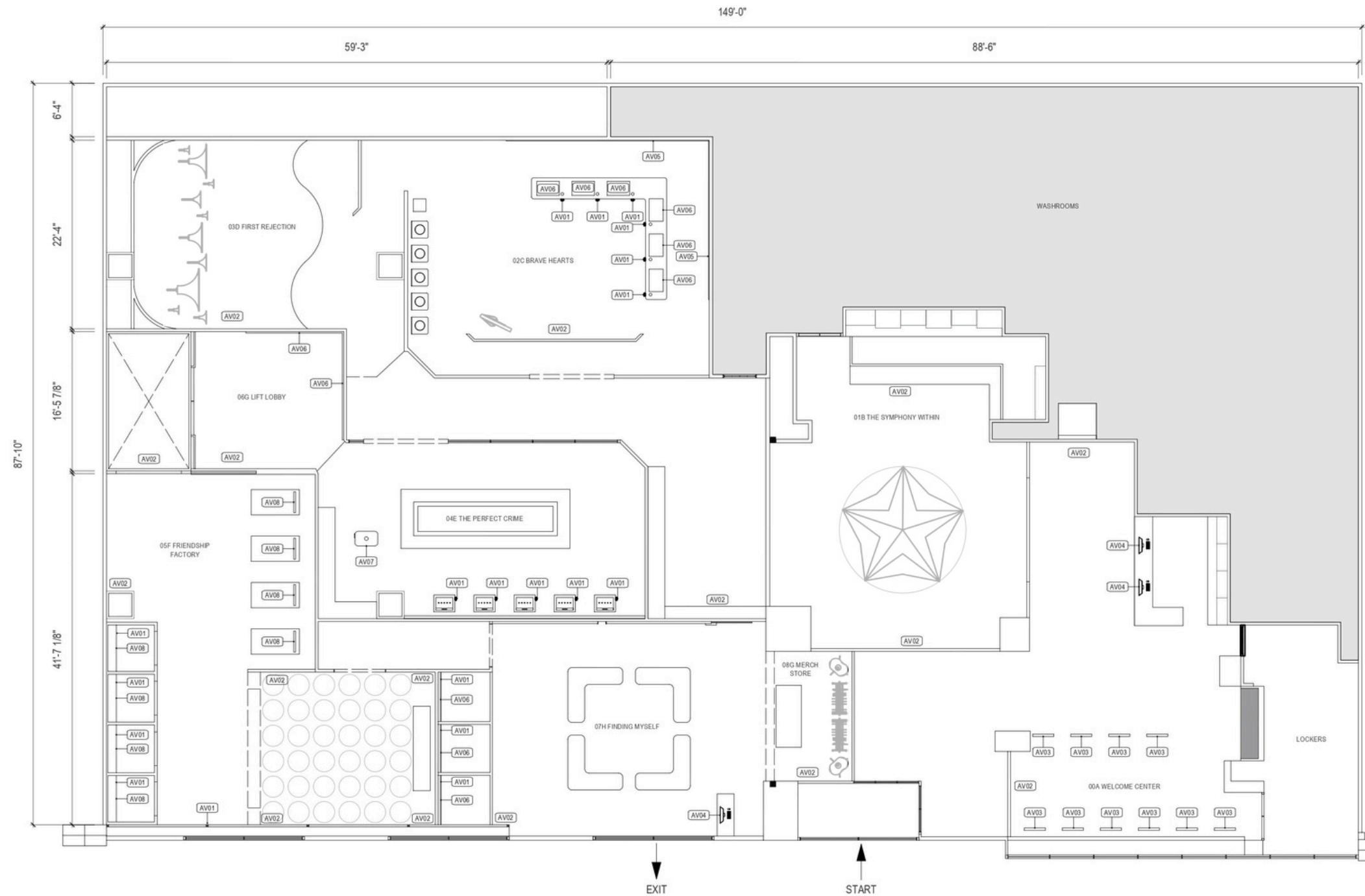
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DRAWING NAME
 AV PLAN

DRAWING NO.

EX.03.06



1 AV PLAN
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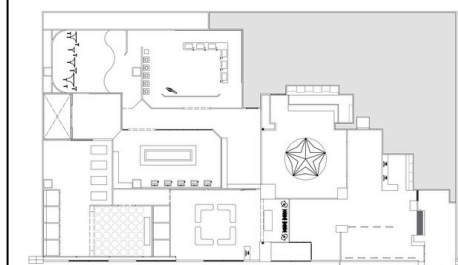
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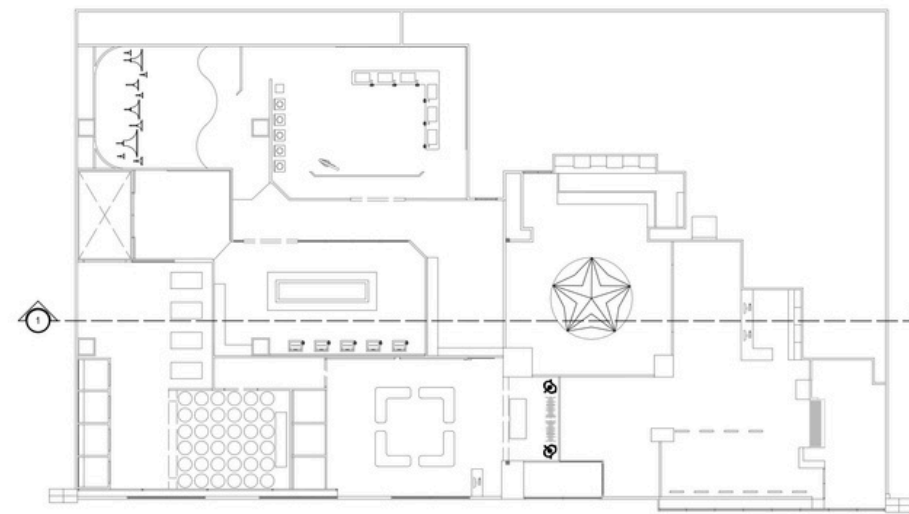
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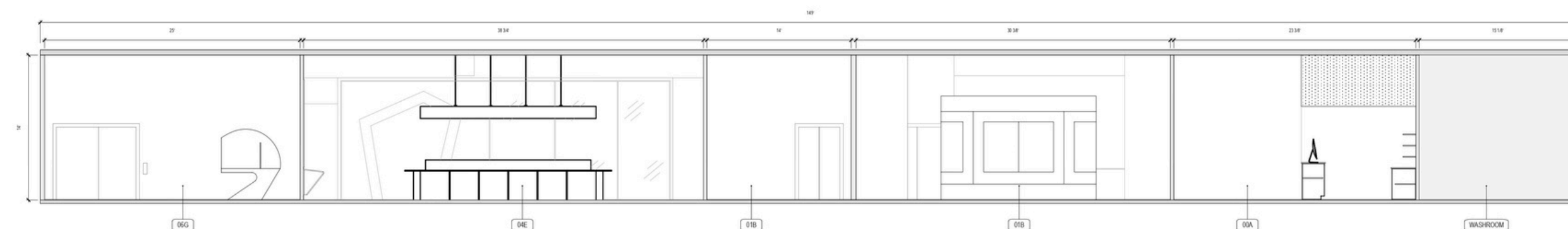
DRAWING NAME
CROSS SECTION 1

DRAWING NO.

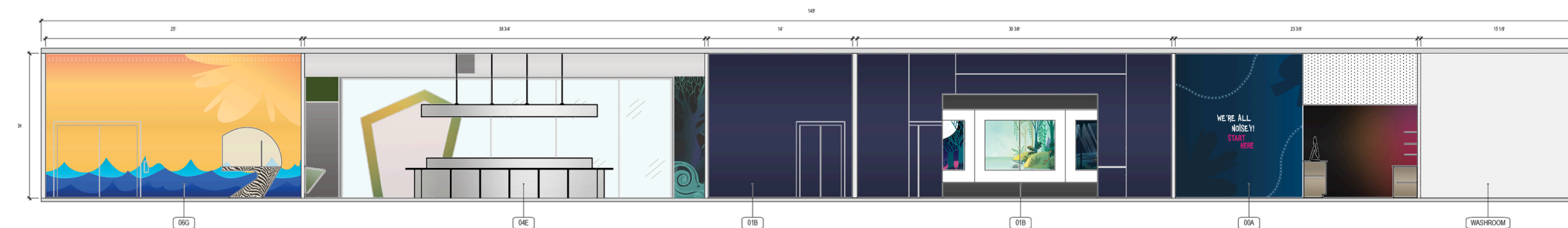
EX.03.07



A KEY PLAN
Scale: 1/32" = 1'-0"



1 SECTION 1
Scale: 3/32" = 1'-0"



2 GRAPHIC ELEVATION
Scale: 3/32" = 1'-0"

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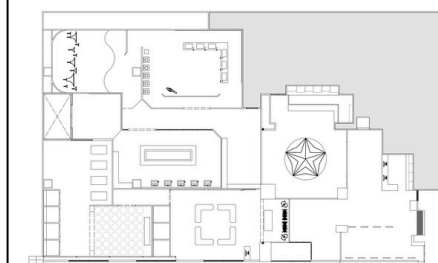
CLIENT



PROJECT



KEY PLAN



DESIGNED BY
SOUMYA KALHAN

STATUS
100% DD

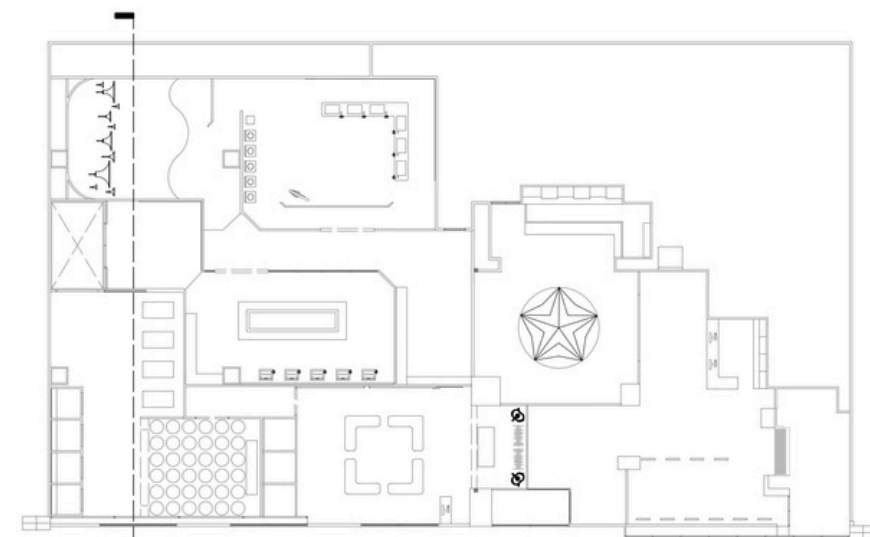
SCALE
AS NOTED

DATE
11/20/2025

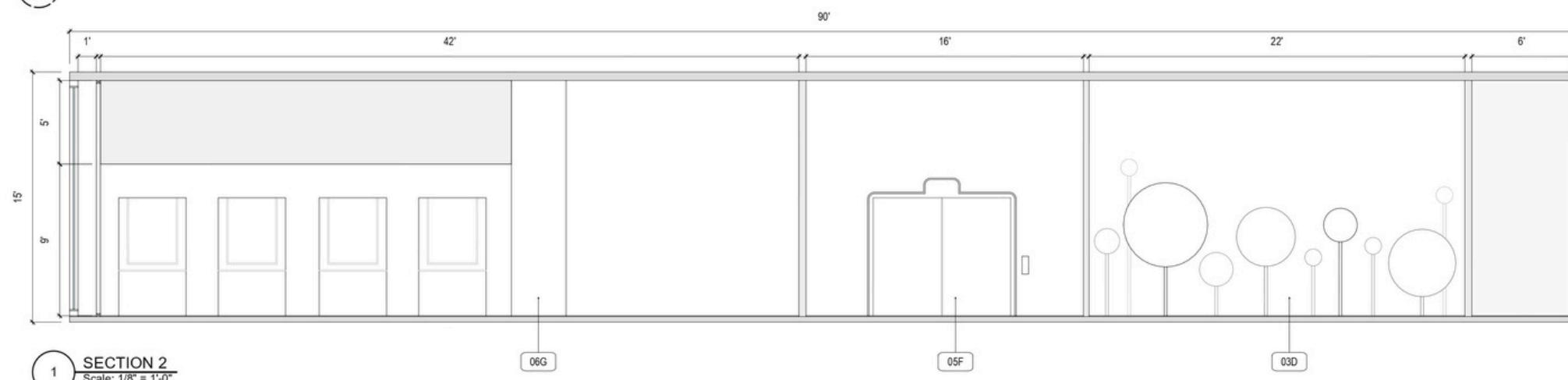
DRAWING NAME
CROSS SECTION 2

DRAWING NO.

EX.03.08



A KEY PLAN
Scale: 1/32" = 1'-0"



1 SECTION 2
Scale: 1/8" = 1'-0"

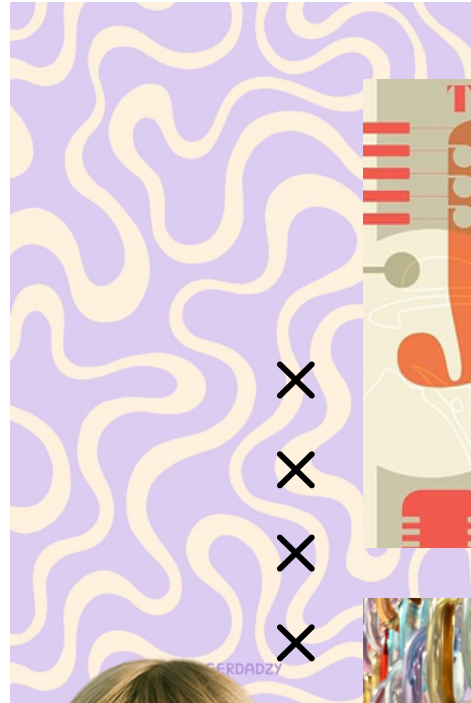


2 GRAPHIC ELEVATION
Scale: 1/8" = 1'-0"

GRAPHIC SYSTEM



GRAPHIC INSPIRATION



Road map!

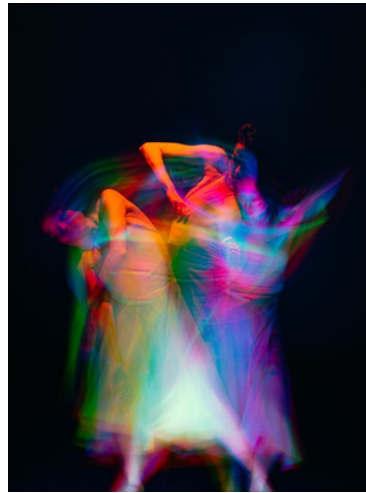


✕
✕
✕
✕



Tints & Hues

Hand drawn elements



Share



Play



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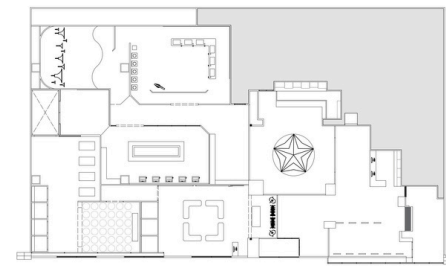
CLIENT



PROJECT



KEY PLAN



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DRAWING NAME

GRAPHIC INSPIRATION

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EX.04.01

GRAPHIC LOOK & FEEL



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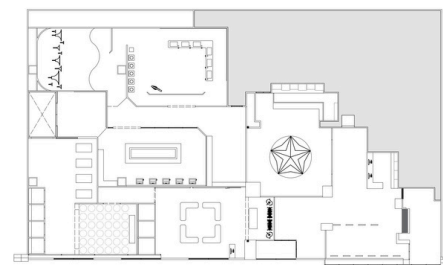
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PROJECT



KEY PLAN



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SCALE
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DATE
11/20/2025

DRAWING NAME
GRAPHIC LOOK & FEEL

DRAWING NO.

EX.04.02

LOGO



C 0 %
M 29 %
Y 100 %
K 0 %



C 0 %
M 12 %
Y 47 %
K 1 %

TYPOGRAPHY

INSIDER

LORA

REENIE BEANIE

HEADING

Through music, we peek into hearts, and find a little bit of ourselves. We're all a little nosy, drawn to stories that aren't ours. But somewhere between their words, we find our own.

Make noise everywhere you go!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ".,!?;()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ".,!?;()

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ".,!?;()*

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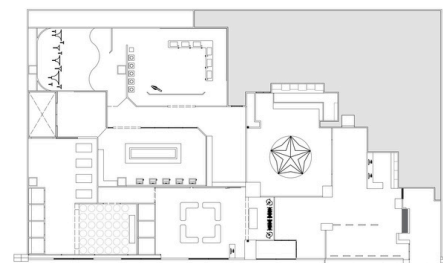
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PROJECT



KEY PLAN



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SCALE

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DATE

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DRAWING NAME

LOGO AND TYPOGRAPHY

DRAWING NO.

EX.04.03

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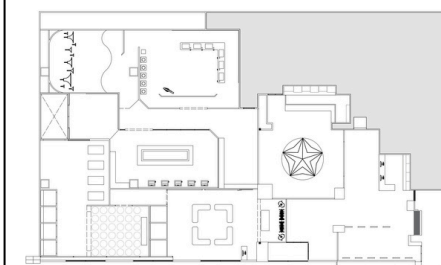
CLIENT



PROJECT



KEY PLAN



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STATUS

100% DD

SCALE

AS NOTED

DATE

11/20/2025

DRAWING NAME

COLOR SCHEME

DRAWING NO.

EX.04.04

COLOR SCHEME



PANTONE 7401 C

C 0 %

M 5 %

Y 16 %

K 5 %

RGB

243, 232, 204



PANTONE 123 C

C 0 %

M 29 %

Y 100 %

K 0 %

RGB

255, 180, 0



PANTONE 1915 C

C 0 %

M 74 %

Y 54 %

K 0 %

RGB

255, 67, 117



PANTONE 5445 C

C 25 %

M 9 %

Y 0 %

K 30 %

RGB

134, 163, 179



PANTONE 16-6230TN

C 86 %

M 0 %

Y 55 %

K 16 %

RGB

29,185,84



PANTONE 19-3944 TCX

C 32 %

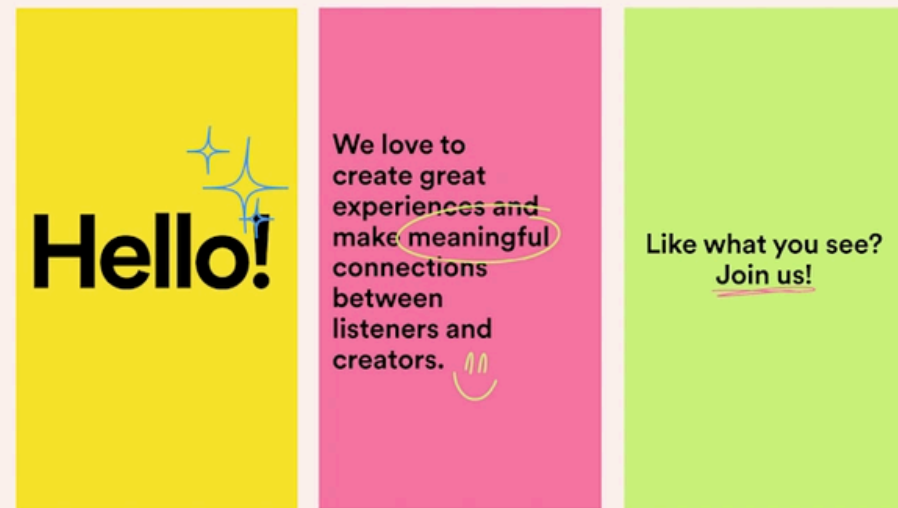
M 26 %

Y 0 %

K 74 %

RGB

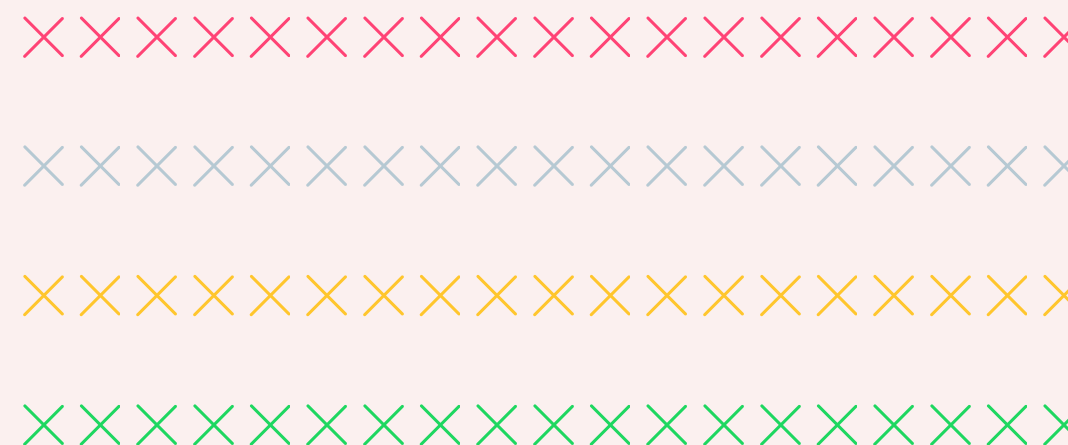
45, 49, 66



GRAPHIC ELEMENTS AND MOTIFS



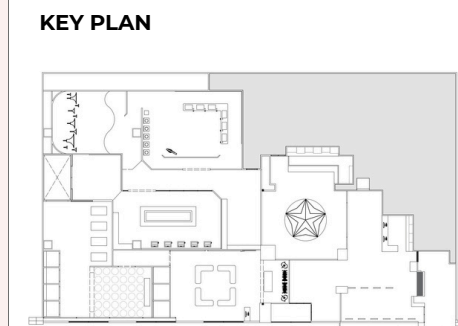
CROSS LINE



Signifying Roadmap for a journey!



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 GRAPHIC ELEMENTS AND MOTIFS

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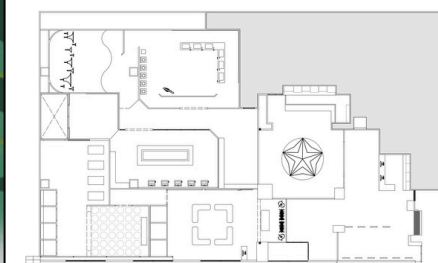
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PROJECT



KEY PLAN



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SCALE

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DATE

11/20/2025

DRAWING NAME

ILLUSTRATION STYLE

DRAWING NO.

EX.04.06

ILLUSTRATION STYLE

But why....

- Sketchy murals mirror the raw, expressive energy of music, capturing emotion in its first, most honest form, just like the way Spotify helps people feel a song before they analyze it. To highlight Spotify's role as an inclusive platform, reflecting diverse voices, cultures, and emotional journeys.
- Their imperfect, hand-drawn quality reflects the authenticity Spotify champions, celebrating real stories, real moments, and real feelings rather than polished perfection.
- The layered, doodle-like visuals echo Spotify's culture of personalization, where every user's journey looks different, feels different, and builds its own visual rhythm.



BRAVE HEARTS GRAPHIC ELEVATIONS



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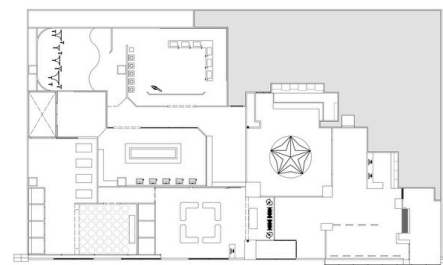
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PROJECT



KEY PLAN



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SCALE

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BRAVE HEARTS GRAPHIC ELEVATIONS

DRAWING NO.

EX.04.07

FIRST REJECTION GRAPHIC ELEVATIONS



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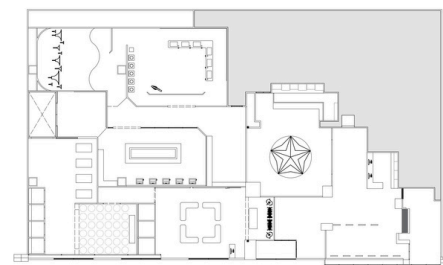
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DRAWING NAME
FIRST REJECTION GRAPHIC ELEVATIONS

DRAWING NO.

EX.04.08

FIRST REJECTION GRAPHIC ELEVATIONS



F.F.L



12'

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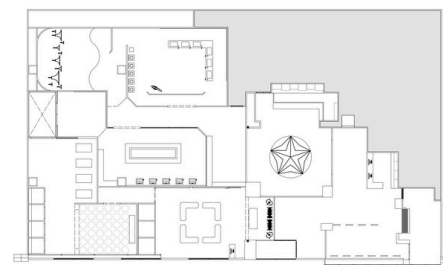
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PROJECT



KEY PLAN



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SCALE

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DATE

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DRAWING NAME

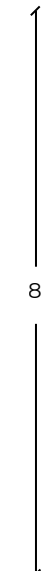
FIRST REJECTION GRAPHIC ELEVATIONS X 2

DRAWING NO.

EX.04.09

THE PERFECT CRIME GRAPHIC ELEVATIONS

F.F.L



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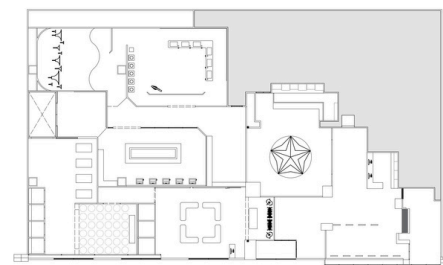
CLIENT



PROJECT



KEY PLAN



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SCALE

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DRAWING NAME

THE PERFECT CRIME GRAPHIC ELEVATIONS

DRAWING NO.

EX.04.10

LIFT LOBBY GRAPHIC ELEVATIONS



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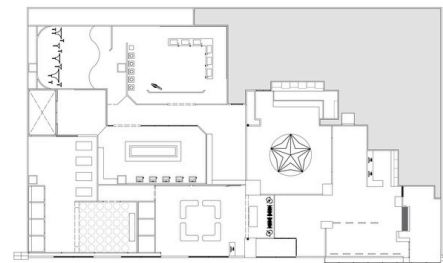
CLIENT



PROJECT



KEY PLAN



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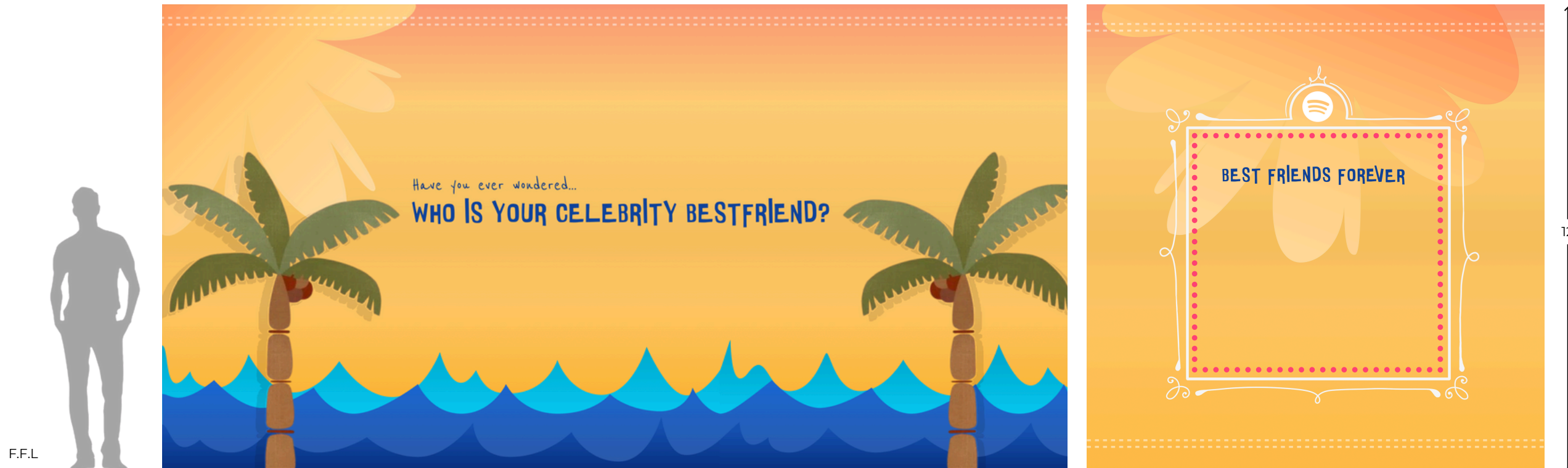
SCALE
AS NOTED

DATE
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DRAWING NAME
LIFT LOBBY GRAPHIC ELEVATIONS

DRAWING NO.
EX.04.11

FRIENDSHIP FACTORY GRAPHIC ELEVATIONS



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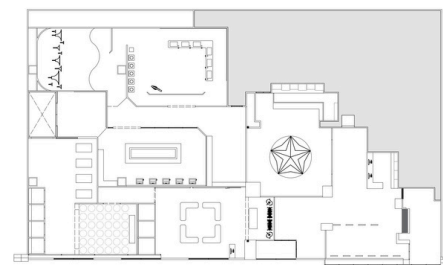
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PROJECT



KEY PLAN



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DRAWING NAME

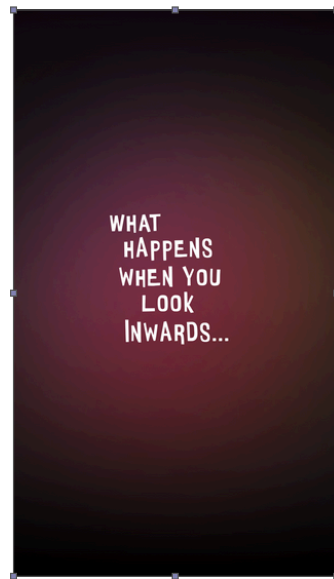
FRIENDSHIP FACTORY GRAPHIC ELEVATIONS

DRAWING NO.

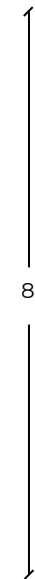
EX.04.12

FINDING MYSELF GRAPHIC ELEVATIONS

F.F.L



SCREEN



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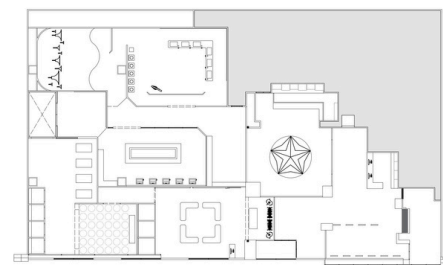
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DRAWING NAME

FINDING MYSELF GRAPHIC ELEVATIONS

DRAWING NO.

EX.04.13

MAP DESIGN



- THE JOURNEY**
1. SIGN-UP
 2. PRE SHOW
 3. FIRST LOVE
 4. FIRST REJECTION
 5. FIRST BETRAYAL
 6. FIRST BEST FRIEND
 7. FINDING MYSELF
 - MERCH!!!

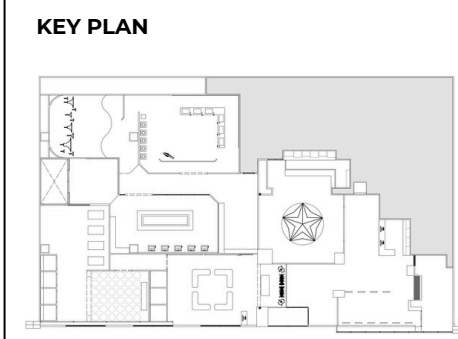
PRINTED AS A HIGH-RESOLUTION UV DIGITAL PRINT ON MATTE VINYL, MOUNTED WITH PRESSURE-SENSITIVE ADHESIVE ONTO A CNC-CUT MDF BACKING FOR A CLEAN, RIGID, GALLERY-QUALITY FINISH.

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CLIENT

PROJECT



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SCALE
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DATE
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DRAWING NAME
 MAP DESIGN

DRAWING NO.
EX.04.14

COLLATERALS



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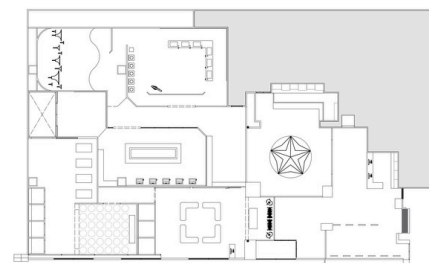
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PROJECT



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COLLATERALS

DRAWING NO.

EX.04.15



BUTTON PINS



SWEATSHIRT



TOTE BAGS

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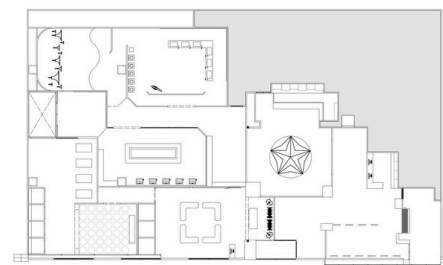
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COLLATERALS X 2

DRAWING NO.

EX.04.16



EXHIBIT DETAILS

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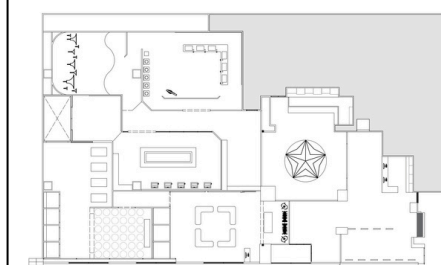
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KEY PLAN



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DATE

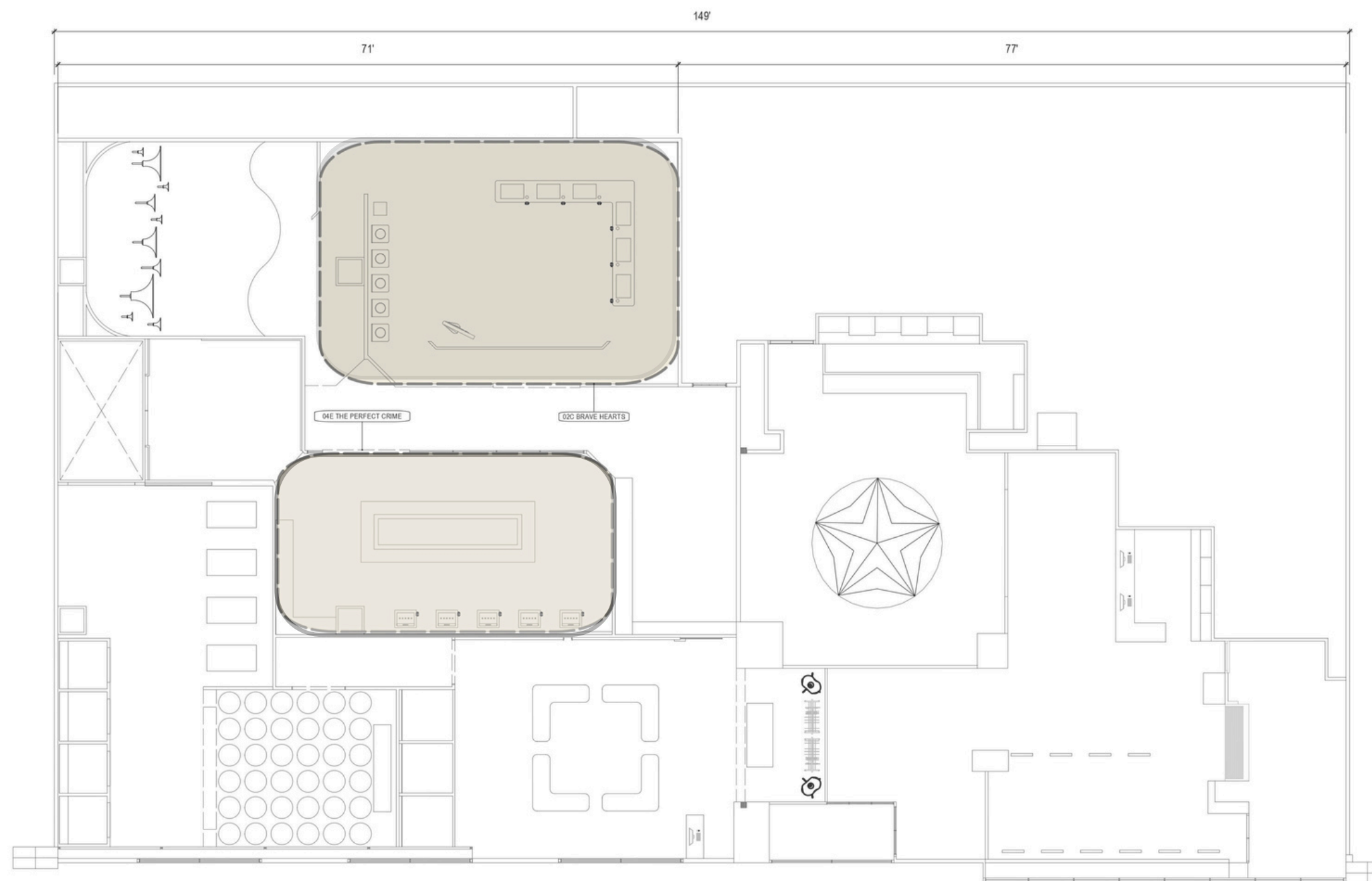
11/20/2025

DRAWING NAME

EXHIBITION PLAN

DRAWING NO.

EX.05.01



1 EXHIBITION PLAN
Scale: 1/16" = 1'-0"

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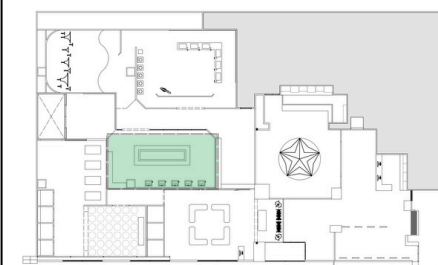
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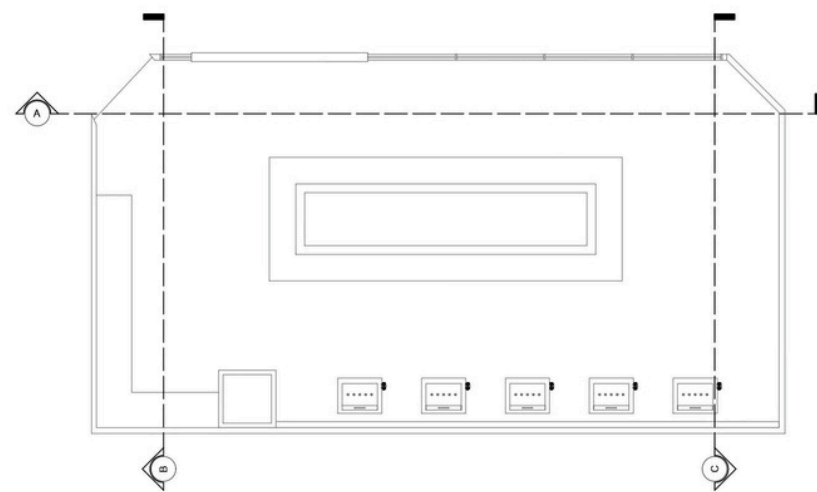
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DATE
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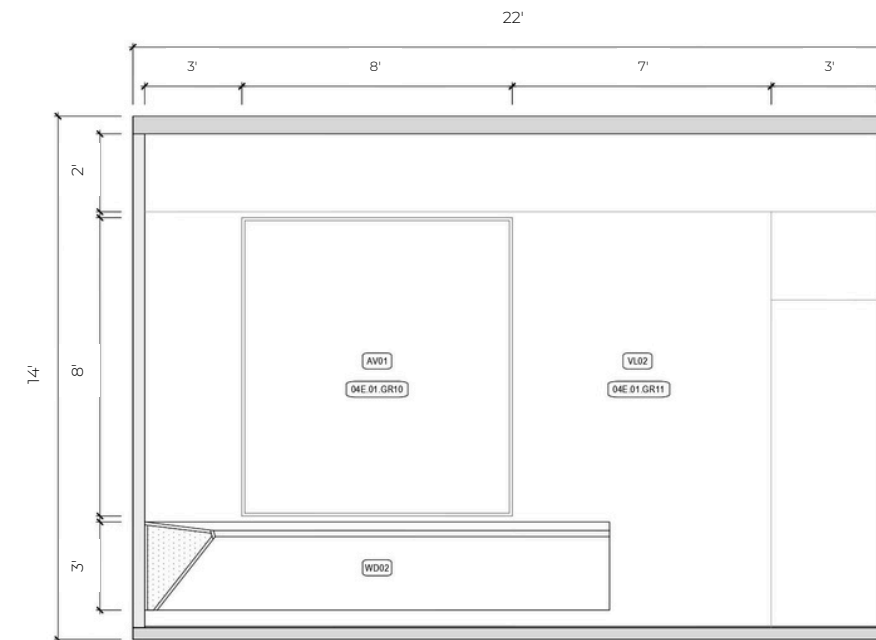
DRAWING NAME
AREA 1. 04E THE PERFECT CRIME X1

DRAWING NO.

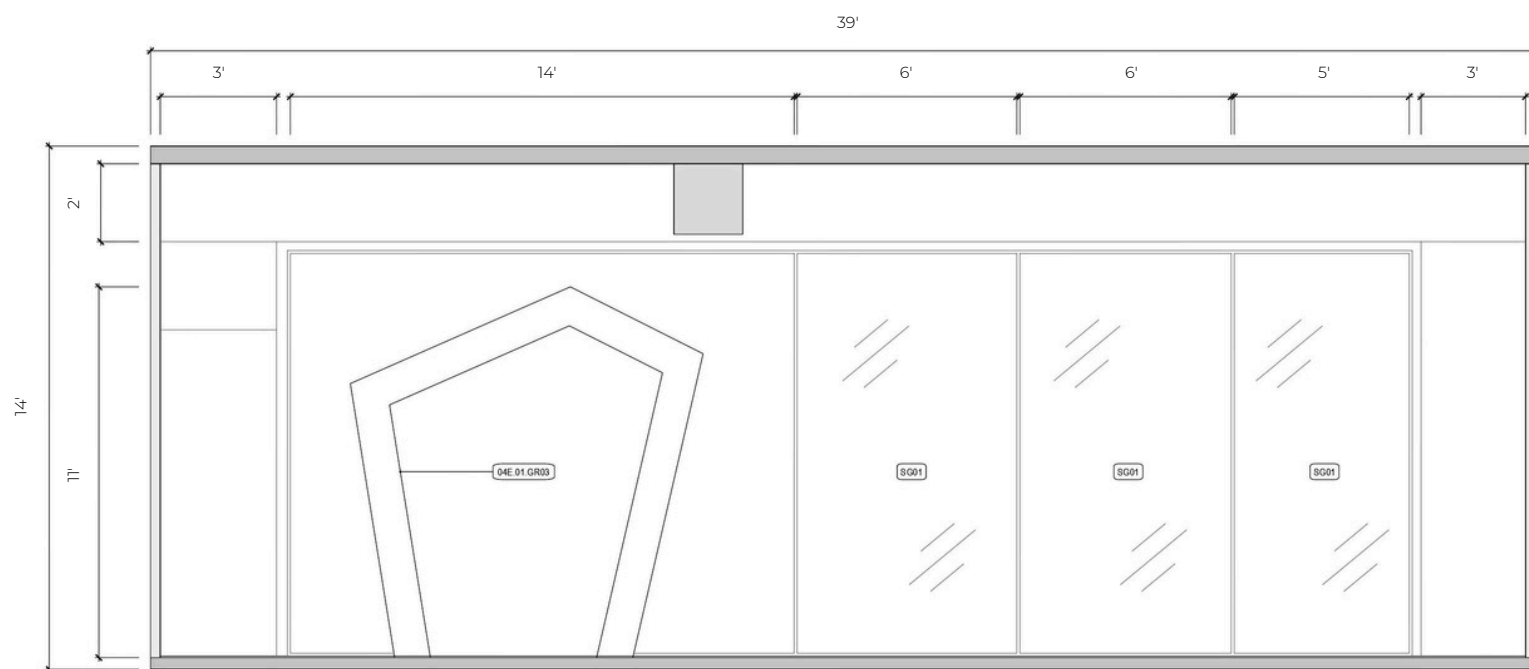
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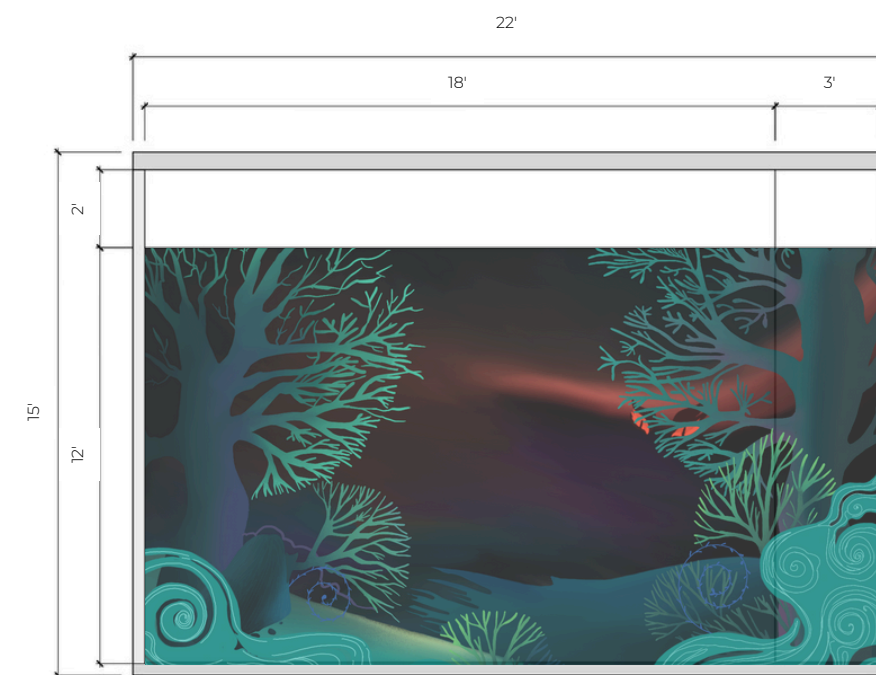
3 KEY PLAN
Scale: 3/32" = 1'-0"



5 SECTION B
Scale: 3/16" = 1'-0"



4 SECTION A
Scale: 3/16" = 1'-0"



6 GRAPHIC ELEVATION
Scale: 3/16" = 1'-0"

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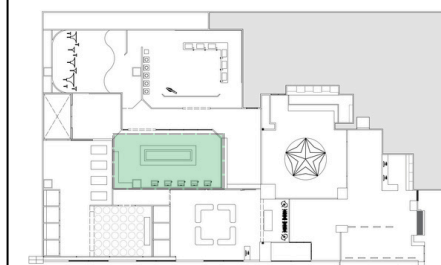
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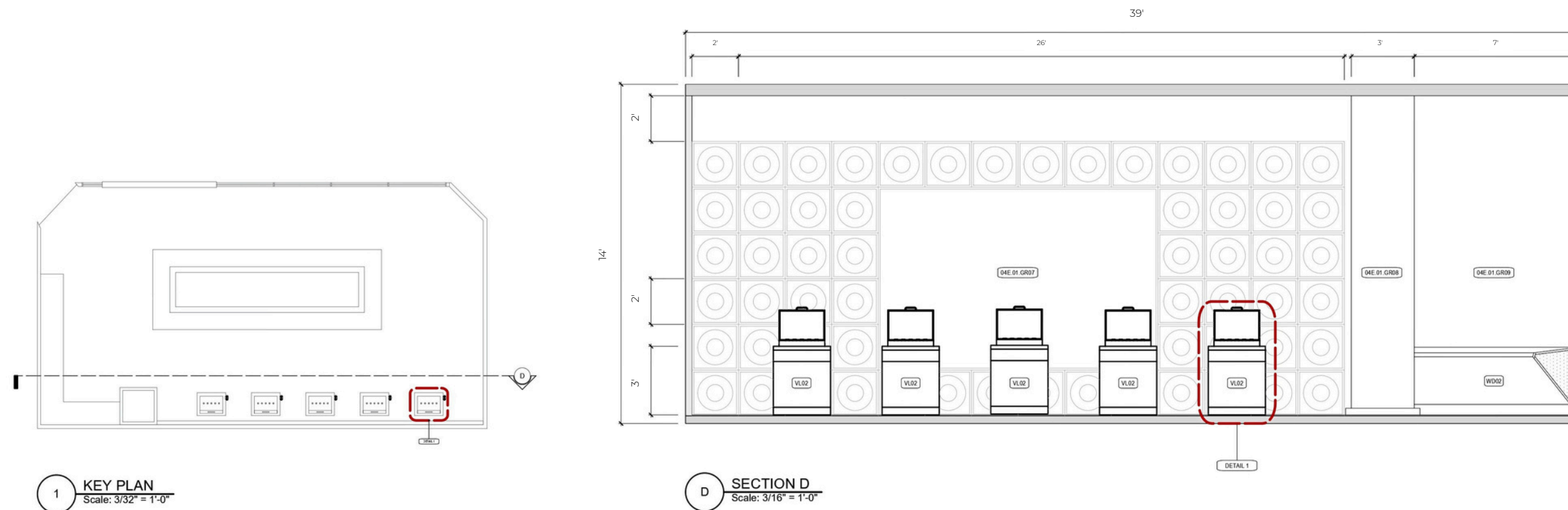
11/20/2025

DRAWING NAME

AREA 1. 04E THE PERFECT CRIME X 2

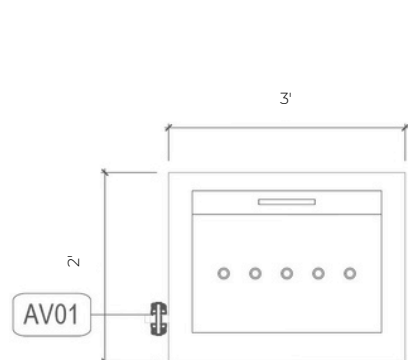
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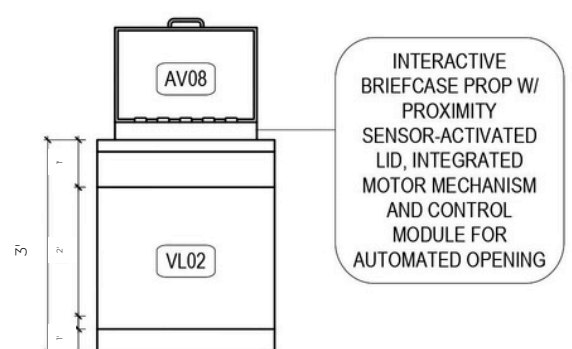


1 KEY PLAN
Scale: 3/32" = 1'-0"

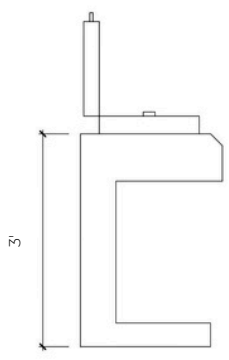
D SECTION D
Scale: 3/16" = 1'-0"



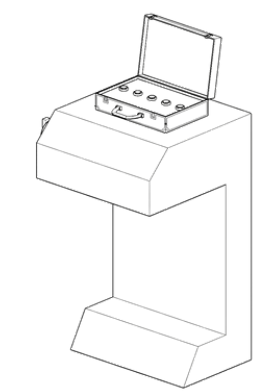
D1 DETAIL 1- PLAN
Scale: 1/2" = 1'-0"



D2 DETAIL 2- FRONT VIEW
Scale: 3/8" = 1'-0"



D3 DETAIL 3- SIDE VIEW
Scale: 3/8" = 1'-0"



D4 DETAIL 3- ISOMETRIC VIEW
Scale: 3/8" = 1'-0"

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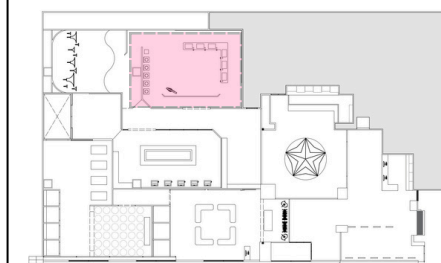
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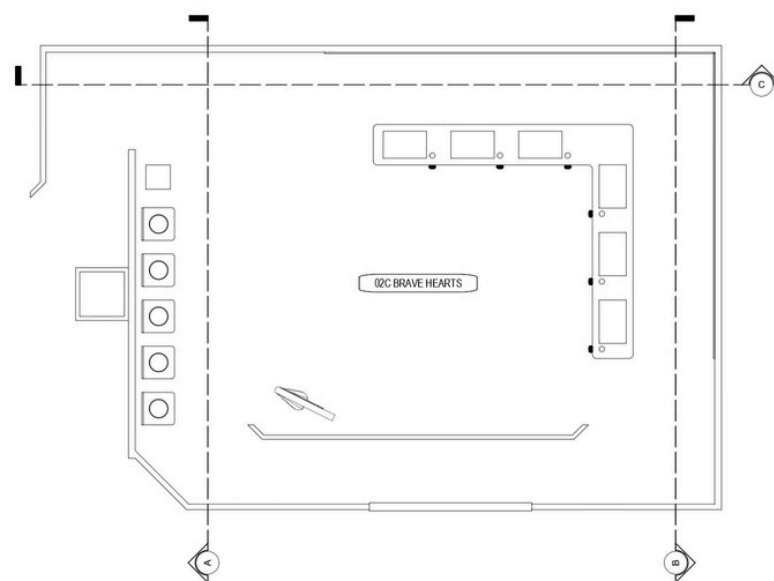
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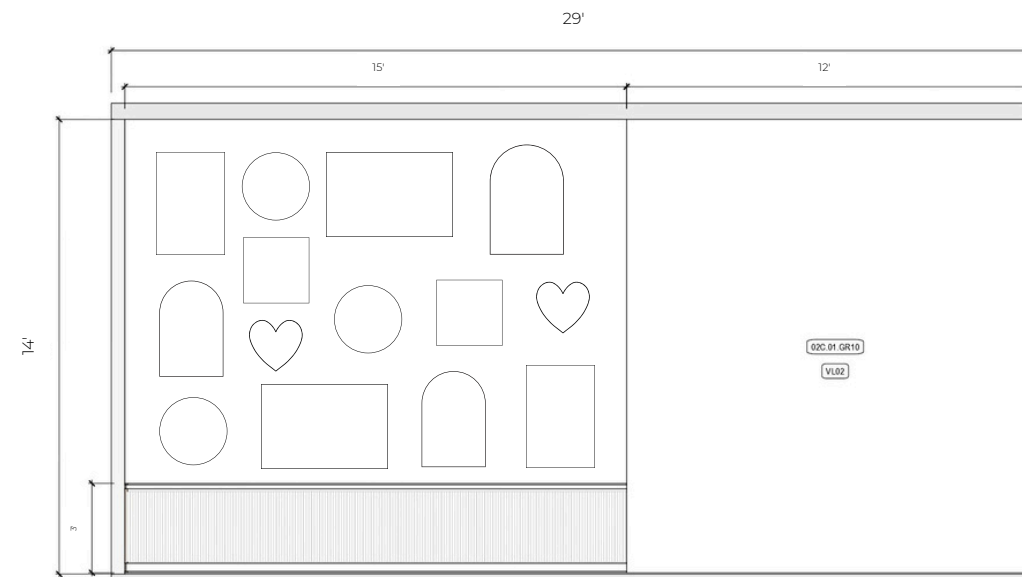
DRAWING NAME
AREA 2. 02C BRAVE HEARTS X 1

DRAWING NO.

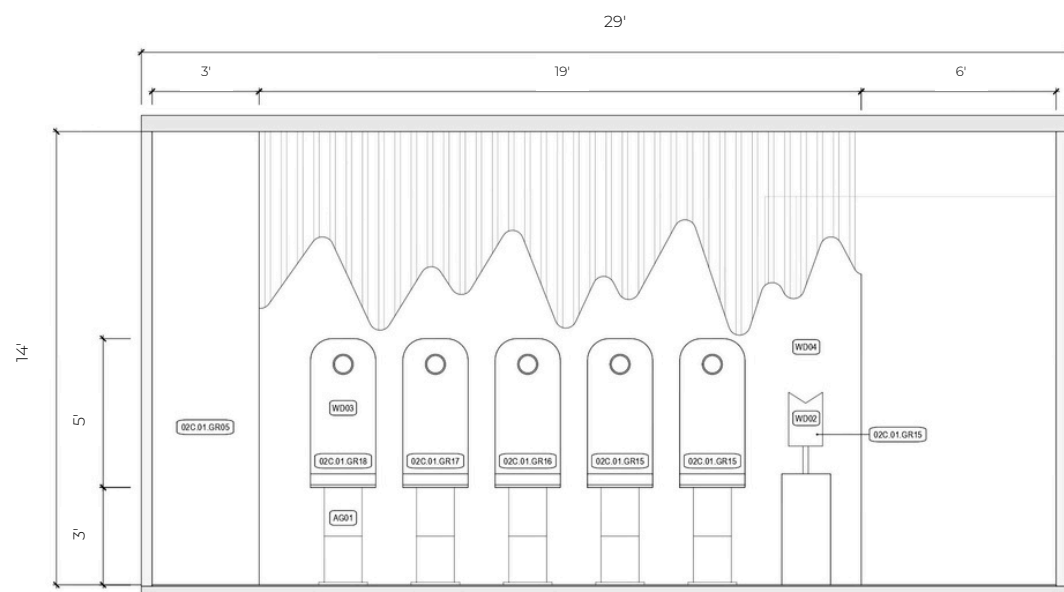
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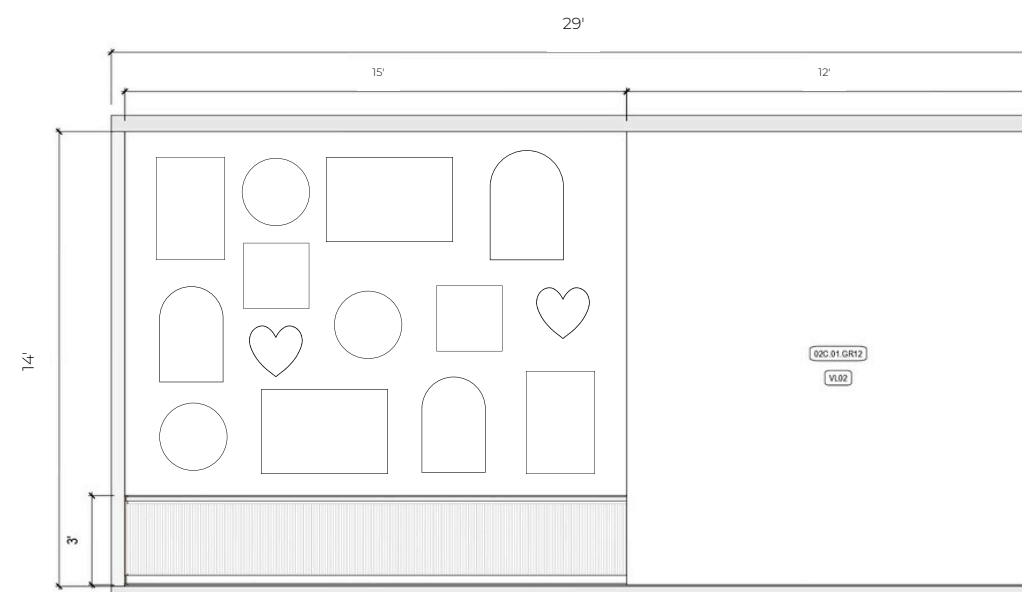
1 KEY PLAN
Scale: 3/32" = 1'-0"



B SECTION B
Scale: 3/16" = 1'-0"



A SECTION A
Scale: 3/16" = 1'-0"



C SECTION C
Scale: 3/16" = 1'-0"

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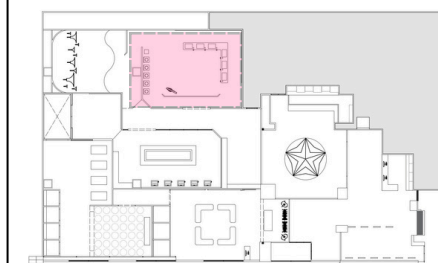
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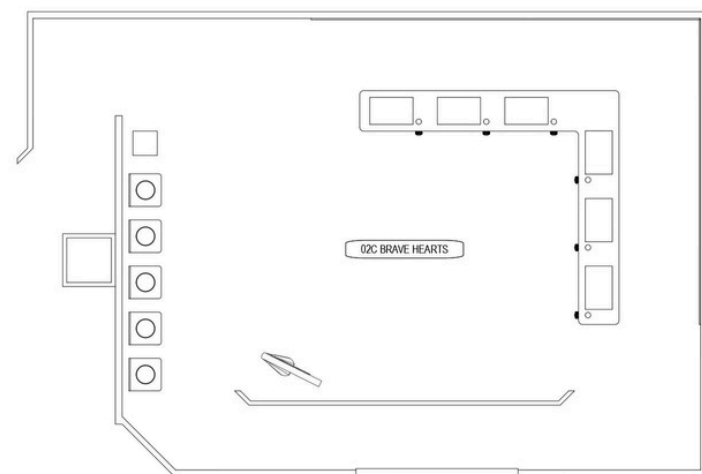
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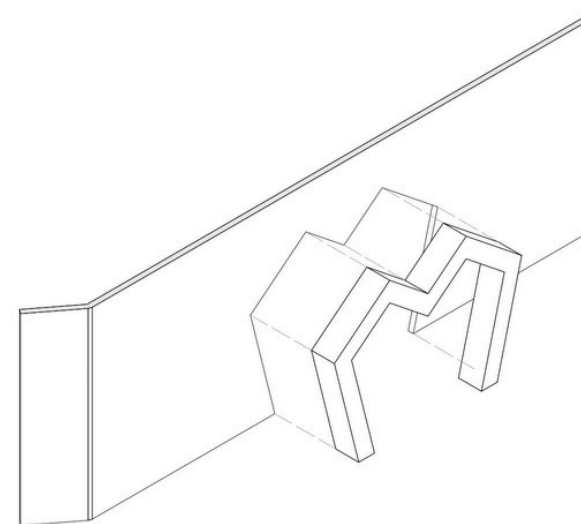
DRAWING NAME
AREA 2. 02C BRAVE HEARTS X 2

DRAWING NO.

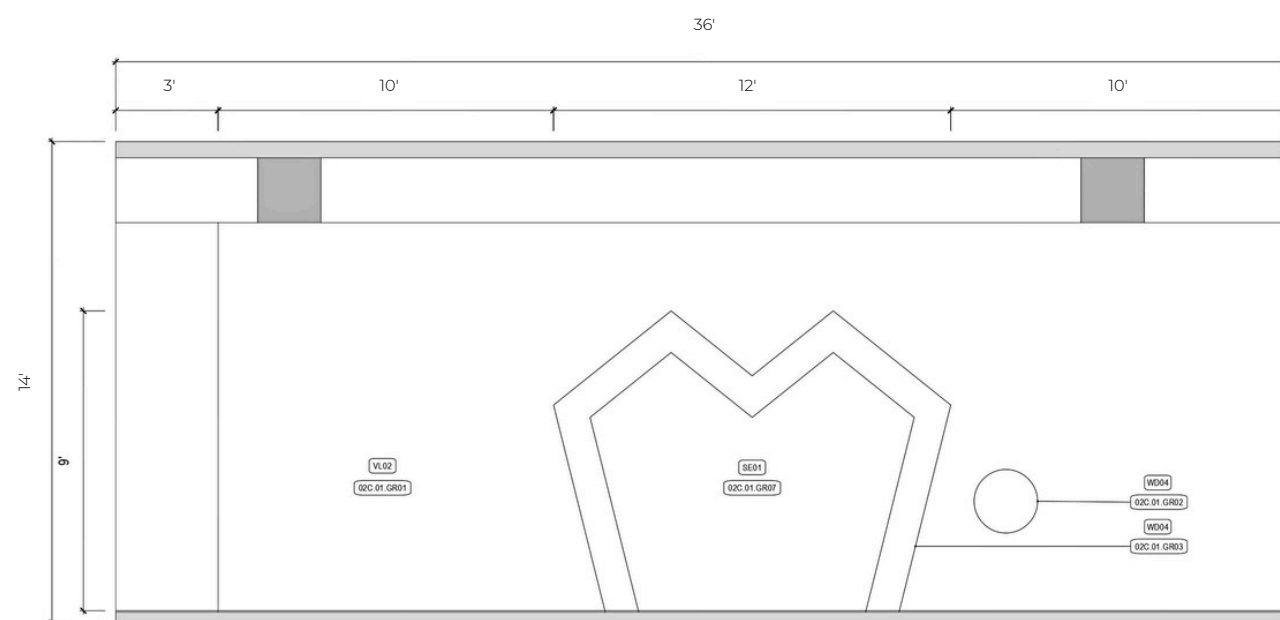
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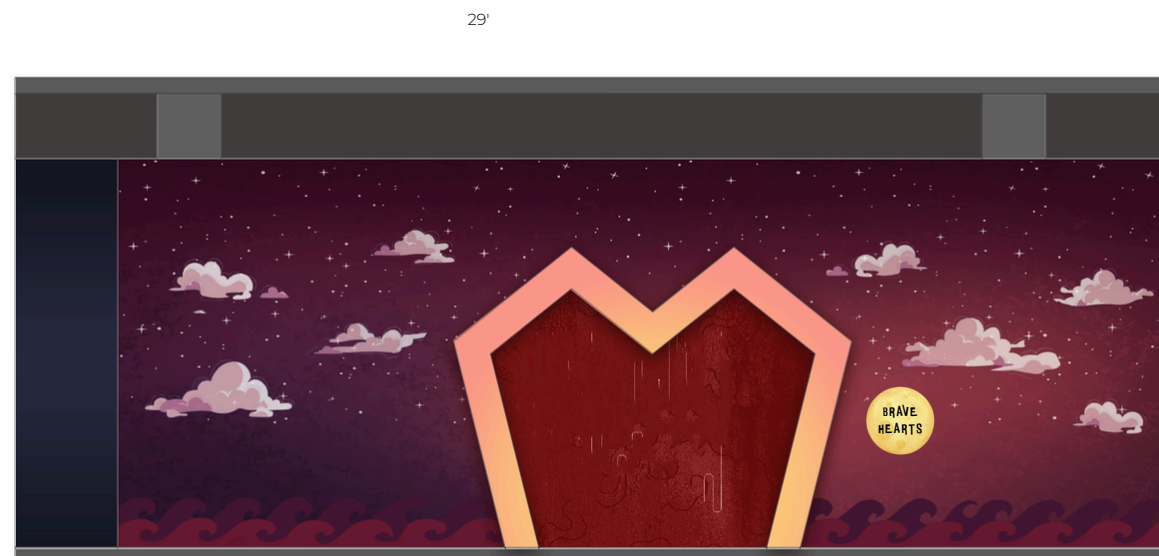
3 KEY PLAN
Scale: 3/32" = 1'-0"



D ISOMETRIC VIEW
Scale: 1/8" = 1'-0"



A ELEVATION A
Scale: 3/16" = 1'-0"



B GRAPHIC ELEVATION
Scale: 3/16" = 1'-0"

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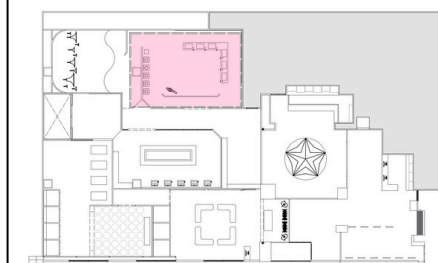
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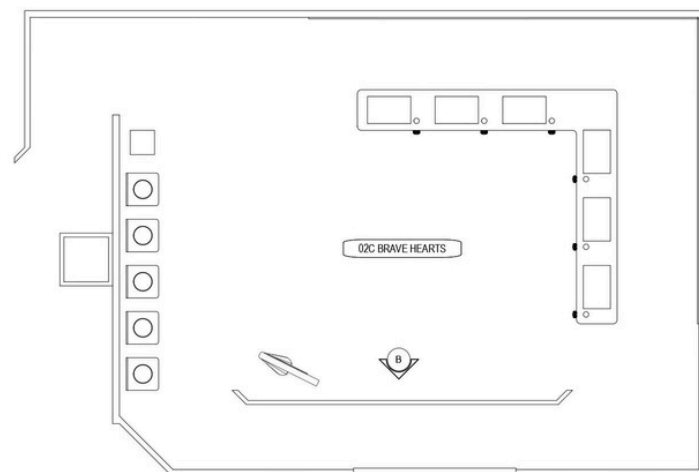
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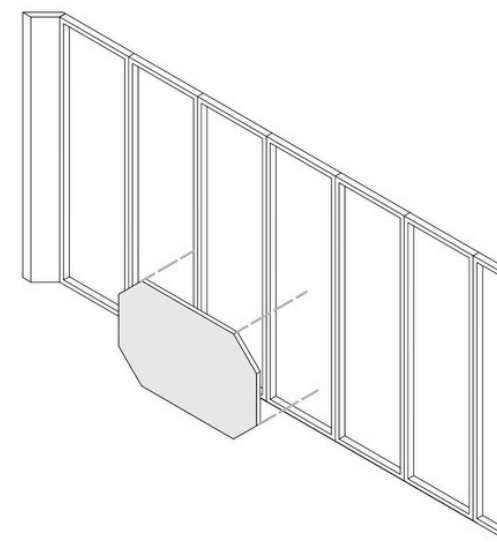
DRAWING NAME
AREA 2. 02C BRAVE HEARTS X 3

DRAWING NO.

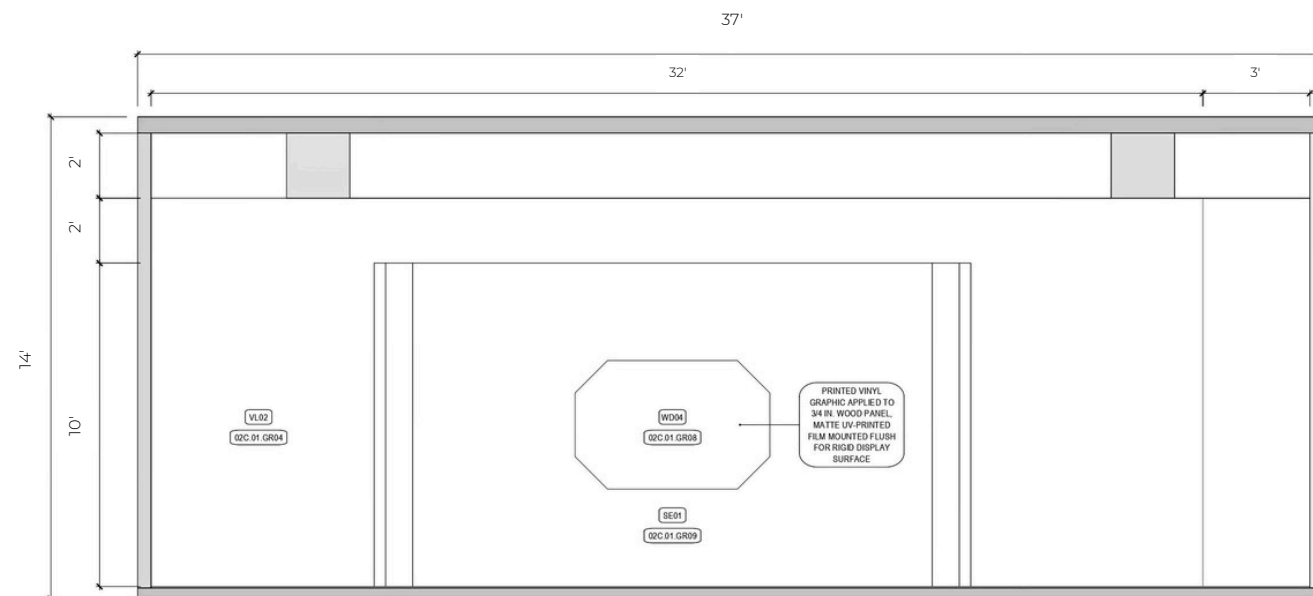
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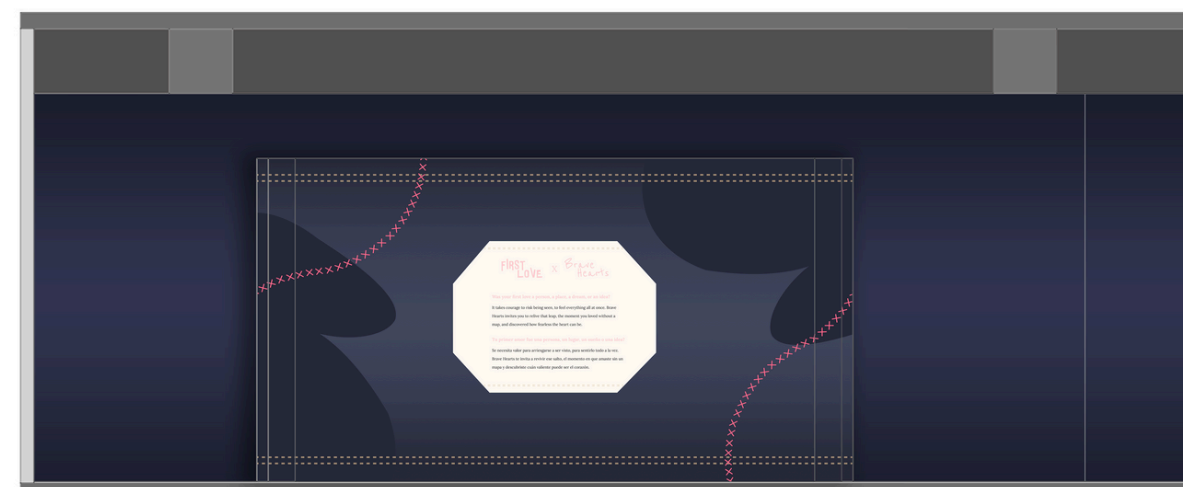
1 KEY PLAN
Scale: 3/32" = 1'-0"



B ISOMETRIC VIEW
Scale: 3/16" = 1'-0"



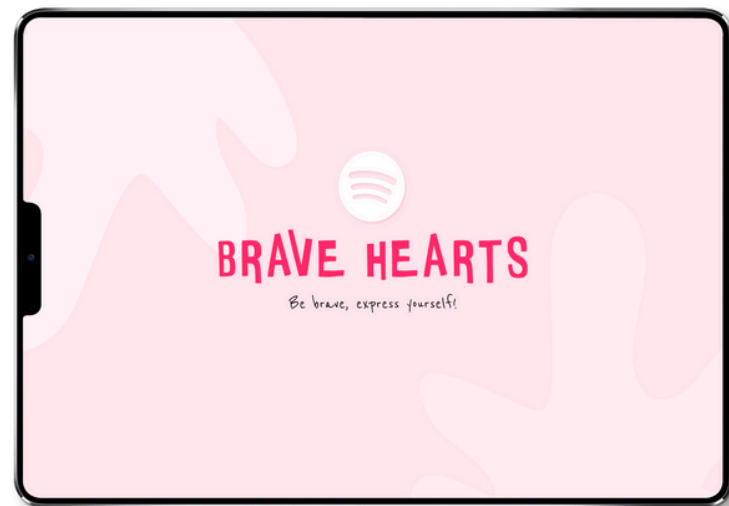
A ELEVATION B
Scale: 3/16" = 1'-0"



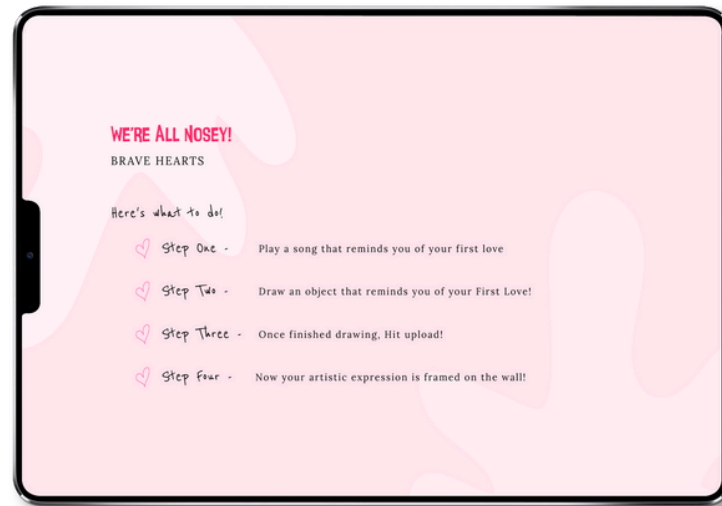
C GRAPHIC ELEVATION
Scale: 3/16" = 1'-0"

SCREEN ART DIRECTION

Brave Hearts



Step 1



Step 2



Step 3

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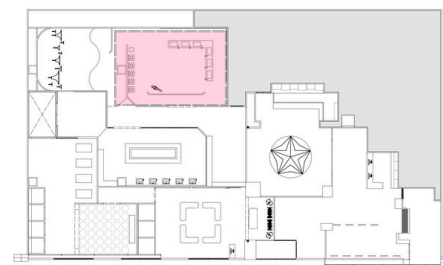
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DRAWING NAME

AREA 2. 02C BRAVE HEARTS - SCREEN ART DIRECTION

DRAWING NO.

EX.05.07

PHYSICAL MODEL



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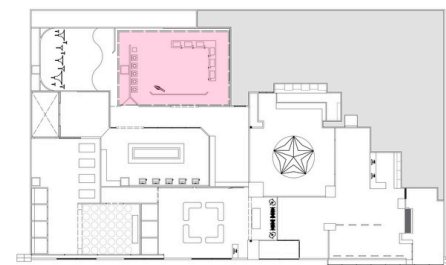
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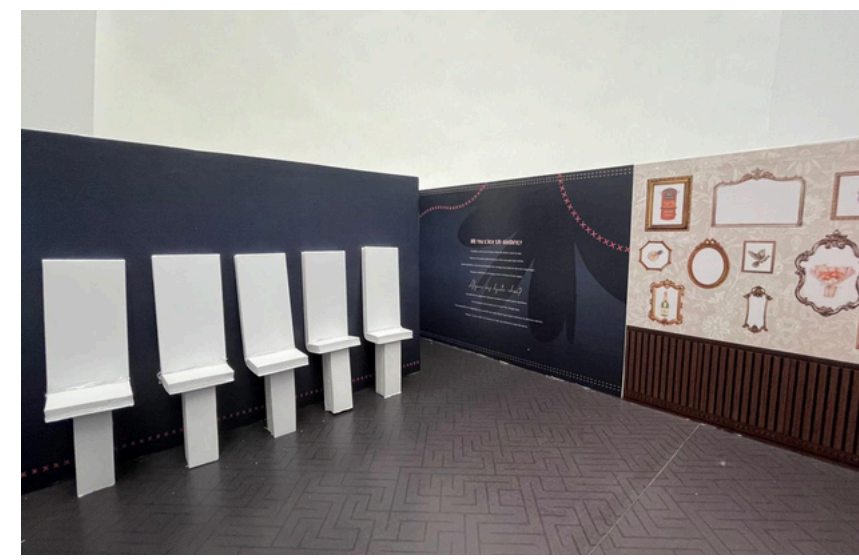
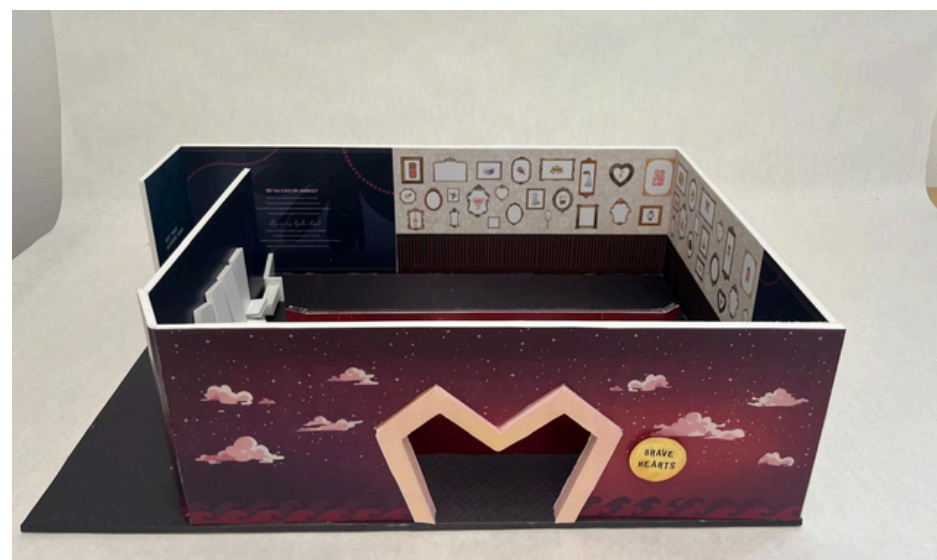
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PHYSICAL MODEL

DRAWING NO.

EX.05.08





BY. SOUMYA KALHAN