

MOTIVE & MIND

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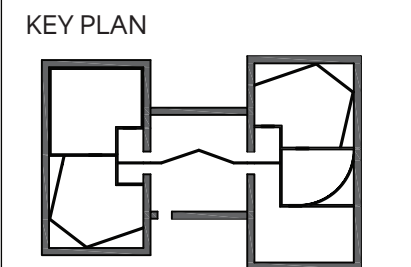
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

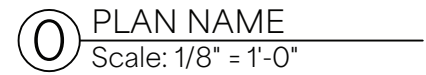
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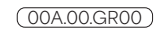
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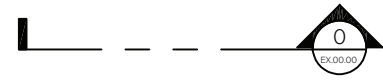
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Sheet Title



Graphic Tag



Section Reference



AV Tag



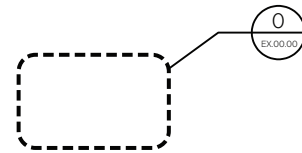
Elevation Reference



Material Tag



Prop Tag



Detail Call Out



Furniture Tag



Power Outlet Tag

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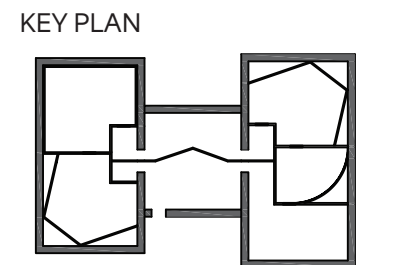
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EX.00.02

• **EXECUTIVE SUMMARY** •



• THESIS STATEMENT

Explore how techniques from folk theatre can be adapted for exhibitions to deepen emotional and narrative engagement.

Contemporary exhibition and experience design increasingly relies on digital forms of engagement that often result in passive audience participation. There is a growing need for strategies that foster deeper, more emotionally meaningful connections between visitors and narratives, as well as approaches that engage the body, senses, and shared space, rather than relying solely on visual or informational stimuli.

Folk theatre traditions provide a valuable precedent for creating such engagement. These traditions have long cultivated participatory, culturally embedded, and emotionally resonant experiences through practices such as spatial storytelling and dynamic audience-character relationships. This study identifies adaptable techniques from folk theatre traditions that can enhance the experiential and narrative depth of contemporary exhibitions.

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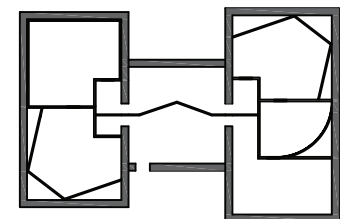
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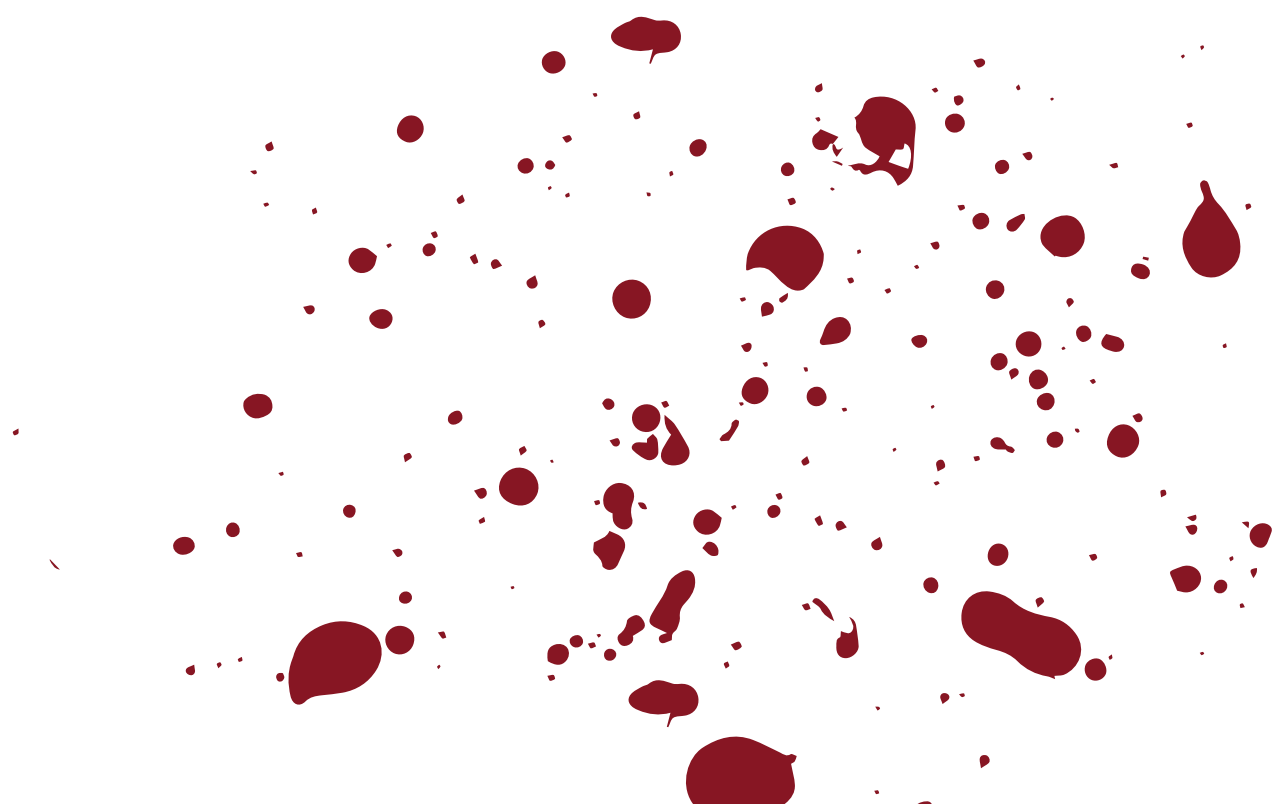
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Thesis Statement

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EX.01.01

• SUBJECT

Murder Mysteries captivate us their blend of suspense and problem-solving, inviting us to step into the role of the investigator as we follow clues, question motives and piece together the truth. These stories reward our curiosity as every twist sharpens our attention and every detail feels charged with meaning. Beneath the mystery they reflect on something essential about human nature. They confront us with moral complexity, revealing that guilt isn't always straightforward and innocence isn't as obvious, and motives are often about vulnerability than malice. The genre sits at the intersection of intellect and emotion. It satisfies a desire for logic and deduction while speaking to our instinct of empathy. Murder mysteries remain compelling not just because of the crime at their center but because they show us that we are layered individuals shaped by circumstances, desires and fears.



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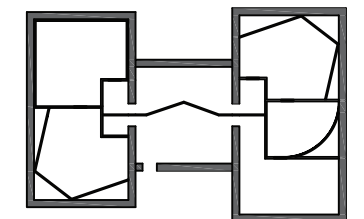
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Subject

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EX.01.02

• CONCEPTUAL APPROACH

BIG IDEA

Uncover not the culprit, but the “why” behind the crime.

EXHIBITION DESCRIPTION

Motive & Mind draws from the world of noir murder mystery genre which is defined by its moral ambiguity, psychological depth, and the search for the truth. Traditionally, the genre invites audiences into a labyrinth of deception and discovery, where every detail conceals another layer of truth of who committed the crime.

This exhibition reinterprets that tradition through a psychological lens like stories from the noir period which are not merely about the crime but about what the crime reveals.

Rather than asking the question of who committed the crime, it investigates why it occurred. Motive & Mind transforms the familiar structure of a murder mystery into a study of the conscience and reflects on the tension between emotions and morality.



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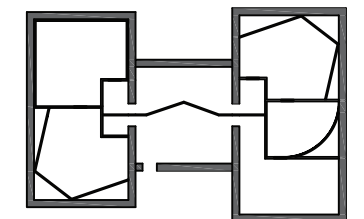
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Conceptual Approach

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EX.01.03

AUDIENCE

PRIMARY AUDIENCE

Lovers of murder mystery, fiction, and true crime

These visitors are readers and enthusiasts who are drawn to suspense, deception, and emotional complexity. They possess an existing familiarity with the genre and are motivated by curiosity, problem-solving and discovery. They find meaning and satisfaction in unraveling complex plots and stories.

Professional Hobbyists, and Facilitators

SECONDARY AUDIENCE

Experience-seeking individuals

These visitors are drawn to immersive and participatory environments. As they value multisensory engagement, this exhibition provides an opportunity to connect emotionally with the content, who will approach this experience as both entertainment and reflection.

Explorers

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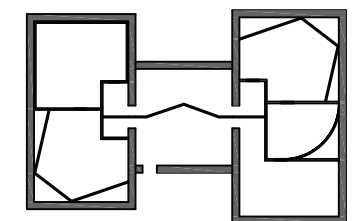
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DRAWING NAME:

Audience

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EX.01.04

CLIENT

Penguin
Random
House

Penguin Random House is one of the world's largest and most influential publishers and has long shaped the cultural imagination through stories that delve into fascinating worlds. Their mission to ignite a universal passion for reading by creating books for everyone reflects a deep belief in transformative power of narrative. The organization recognizes that books have a unique capacity to connect people, challenge perspectives, and carry ideas forward across generations for a better future.

Motive & Mind mirrors these principles by using murder mystery genre as a lens to explore the diversity of human motives, and the emotional and ethical questions that unite readers across cultures. Through this partnership with Penguin Random House, the exhibition extends the publisher's storytelling mission into a physical space that provokes empathy, introspection, and connection.

Core Values:

- Diversity, Equity & Inclusion
- Free Expression & Joy of Reading
- Environment & Sustainability
- Cultural & Community Impact

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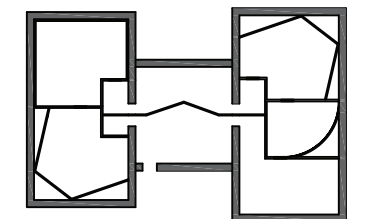
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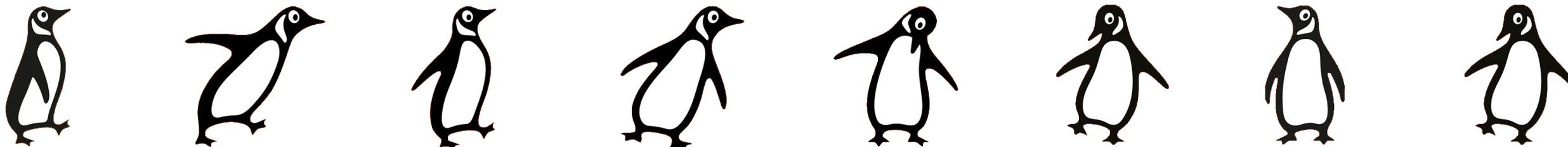
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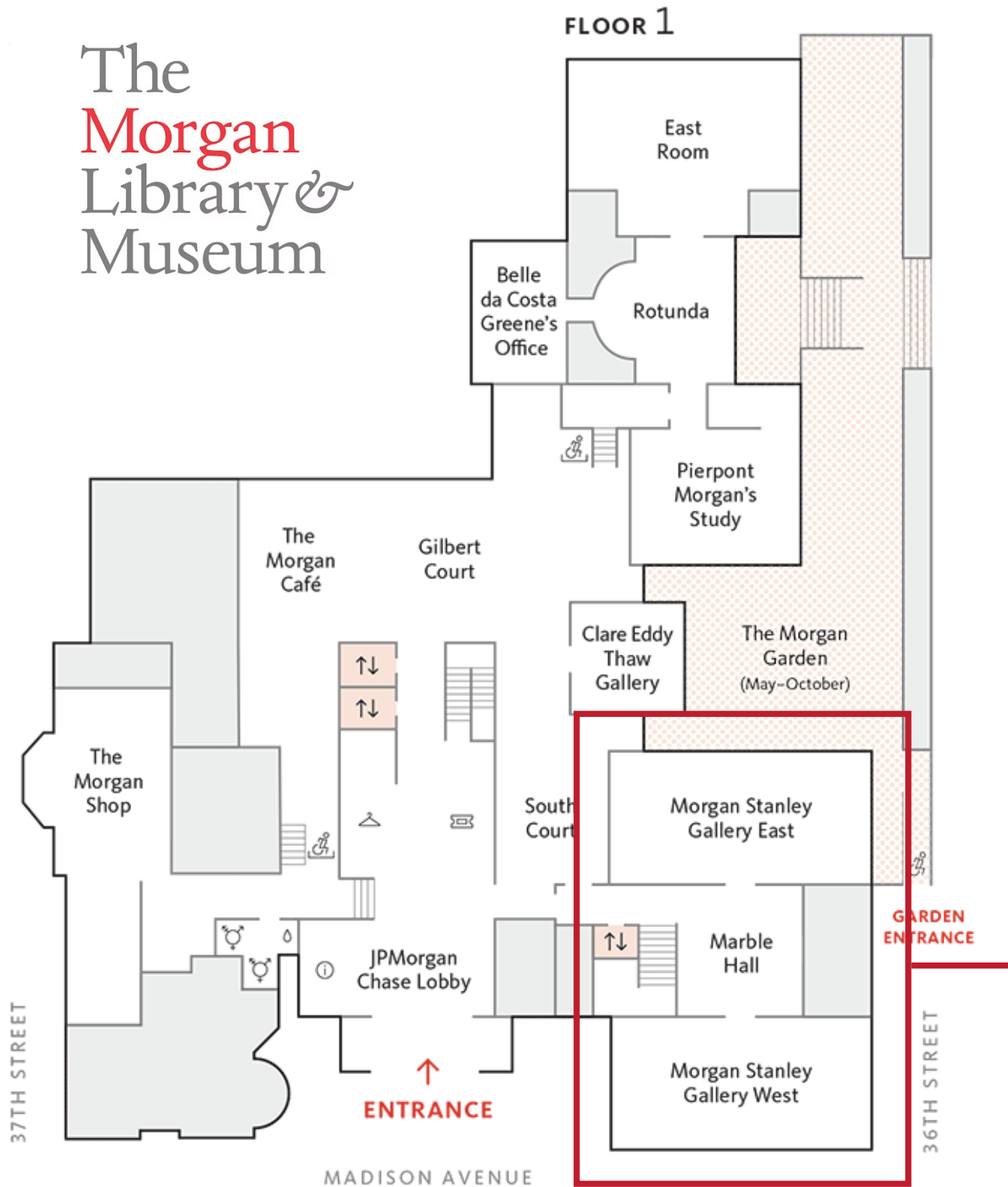
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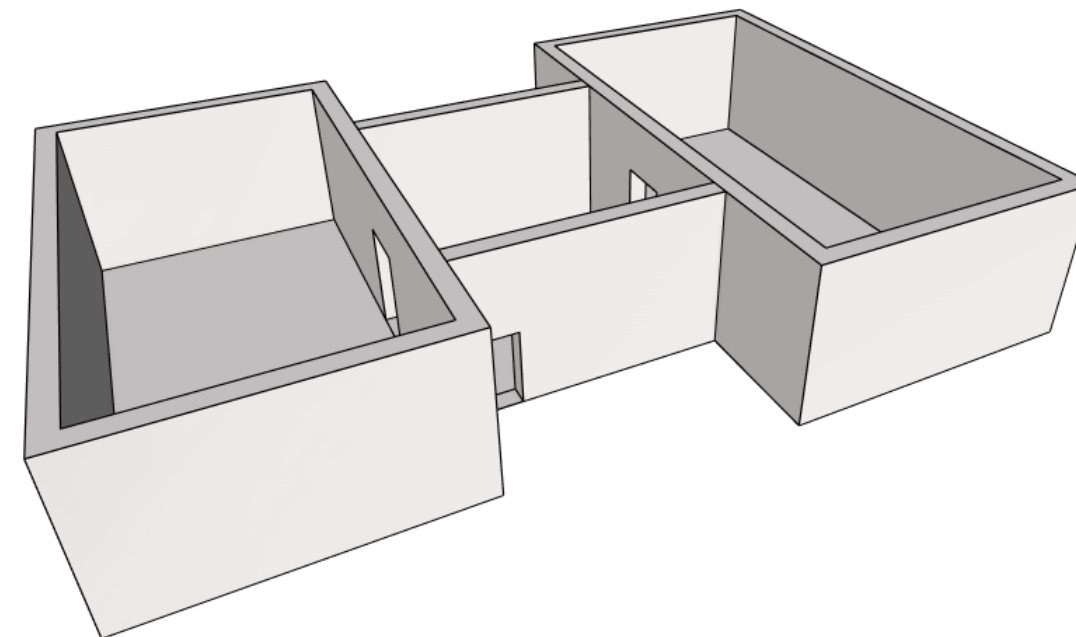
• VENUE

The Morgan Library & Museum



The Morgan Stanley Galleries

The Morgan Stanley Galleries at The Morgan Library & Museum provides a fitting stage for Motive & Mind, situating it within an institution that celebrates storytelling, imagination and creativity. The Morgan Library & Museum's mission is to To preserve, build, study, present, and interpret a collection of extraordinary quality, in order to stimulate enjoyment, excite the imagination, advance learning, and nurture creativity. Their vision celebrates creativity and the imagination, with the conviction that meaningful engagement with literature, music, history, and art enriches lives, opens minds, and deepens understanding.



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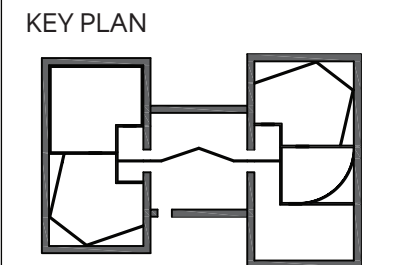
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Venue

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EX.01.06

• VENUE

They are part of the expansion completed in 2006 by Renzo Piano. They comprise of 3 enclosed spaces, including Gallery East, Marble Hall and Gallery west with a total square footage of 3,680.

The combination of modern Renzo Piano architecture with the historic McKim building creates a layered sense of time that mirror's the exhibition's interplay of past and present.

The Morgan attracts an audience of literature lovers, cultural seekers, and curious visitors who overlap naturally with mystery and true crime fans. As a library devoted to storytelling, it reinforces Penguin Random House's role as a leading publisher of iconic mysteries.



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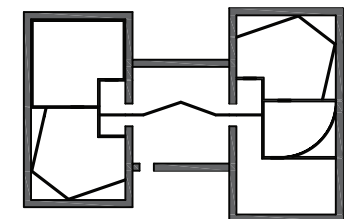
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Venue

DRAWING NUMBER:
EX.01.07

EXHIBITION GOALS

Project Goals

- Create an immersive exhibition that brings murder mystery stories to life.
- Explore how strategies from the folk theatre can be adapted for exhibition design to enhance narrative immersion.
- Showcase Penguin Random House's legacy in shaping and publishing iconic mysteries.
- Inspire visitors to explore murder mystery literature and related media beyond the exhibition.

Experience Goals

- Encourage shared experiences through collaborative activities and foster active participation.
- Evoke a range of emotions tied to the genre, such as suspense, curiosity, tension, and surprise, through designed sensory cues (light, sound, staging).
- Offer interactive moments that encourage problem-solving and curiosity.
- Leave visitors with a sense of satisfaction and excitement.

Education Goals

- Understand the murder mystery genre and its evolution from classic to contemporary works.
- Understand the psychology of mystery. (Why humans are drawn to puzzles, secrets, and crime narratives).
- Learn how setting, atmosphere, and environment influence tension and narrative engagement in mysteries.
- Understand key narrative structures and archetypes (detectives, perpetrators, and red herrings).



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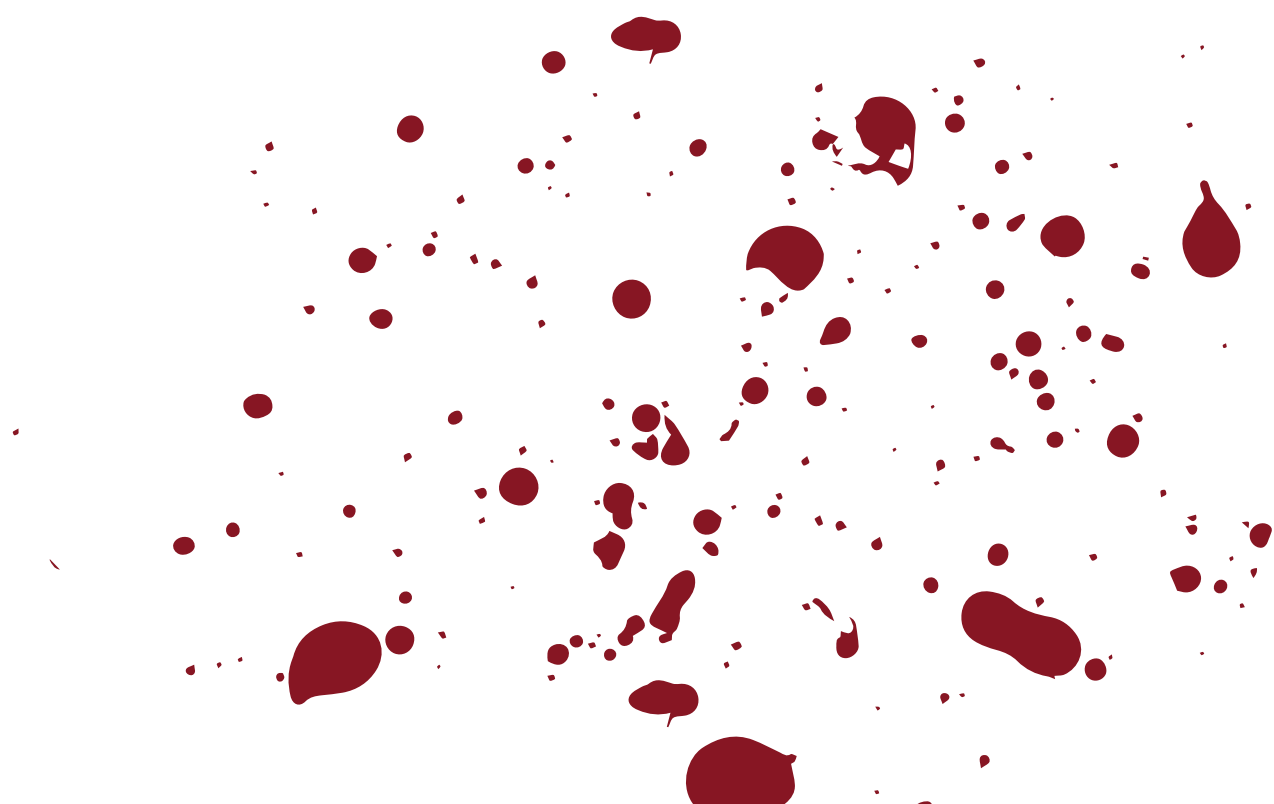
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Exhibition Goals

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EX.01.08

• INTERPRETIVE APPROACH

Motive & Mind unfolds as a timed narrative-driven experience for 8-10 at a time that mirrors the dramatic arc of a murder mystery and its rhythm from theatre. It traces the anatomy of a story of set up, investigation, revelation, and resolution. Structured as a linear sequence of acts, it invites visitors to move through time, emotions, and perspectives shifting from the pursuit of truth to the intimate understanding of the motive. It builds an intimate relationship between the audience and the characters, allowing them to inhabit the roles of 'the detective' and 'the victim' within the story. Each space of the story is set as an embodiment of the psychological landscape of the narrative through tone, light, and atmosphere.



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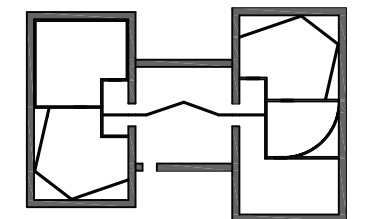
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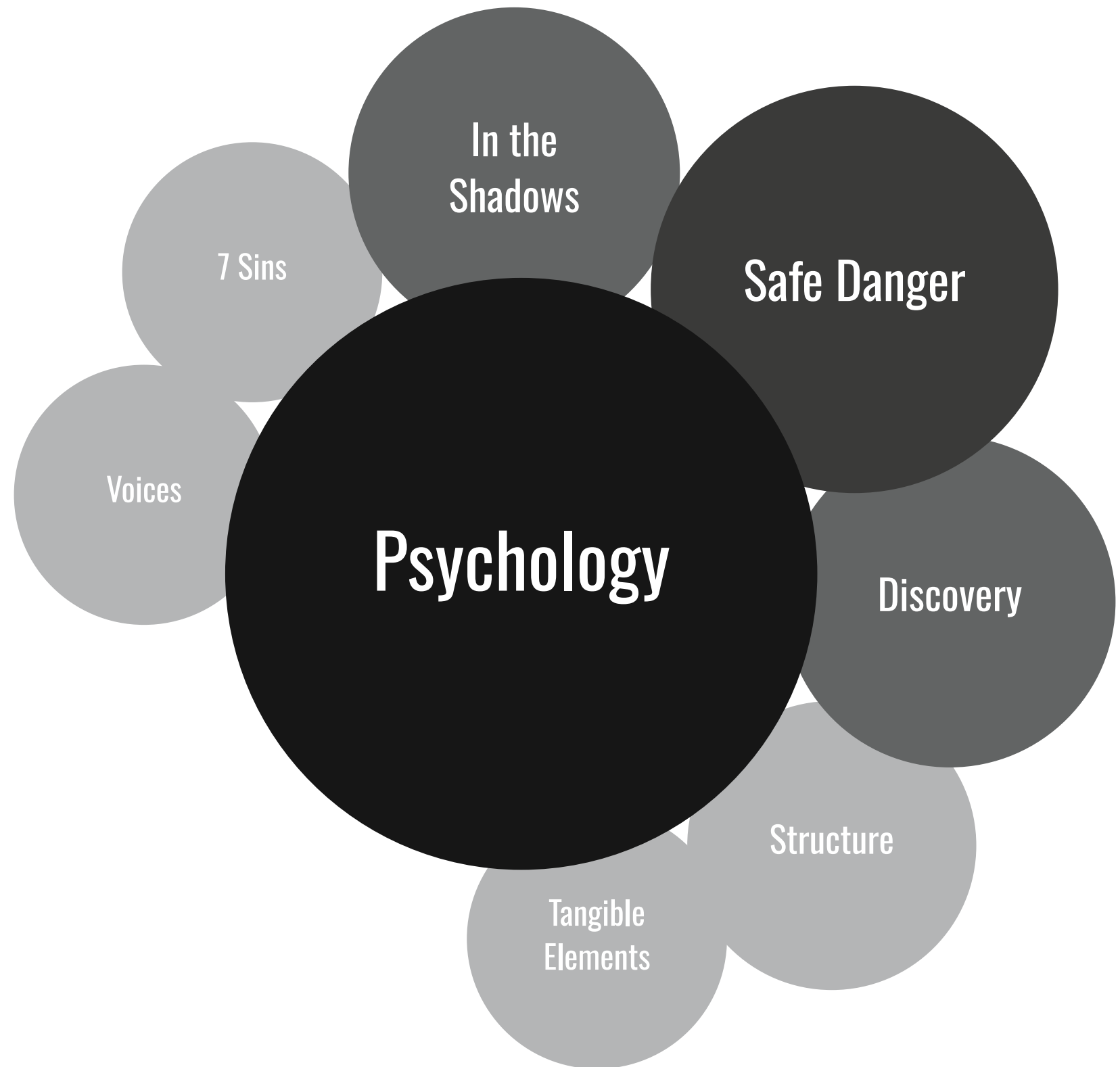
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Interpretive Approach

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EX.01.09

• CONCEPT DIAGRAM



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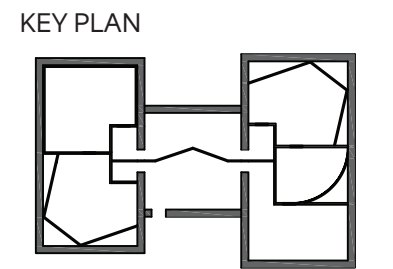
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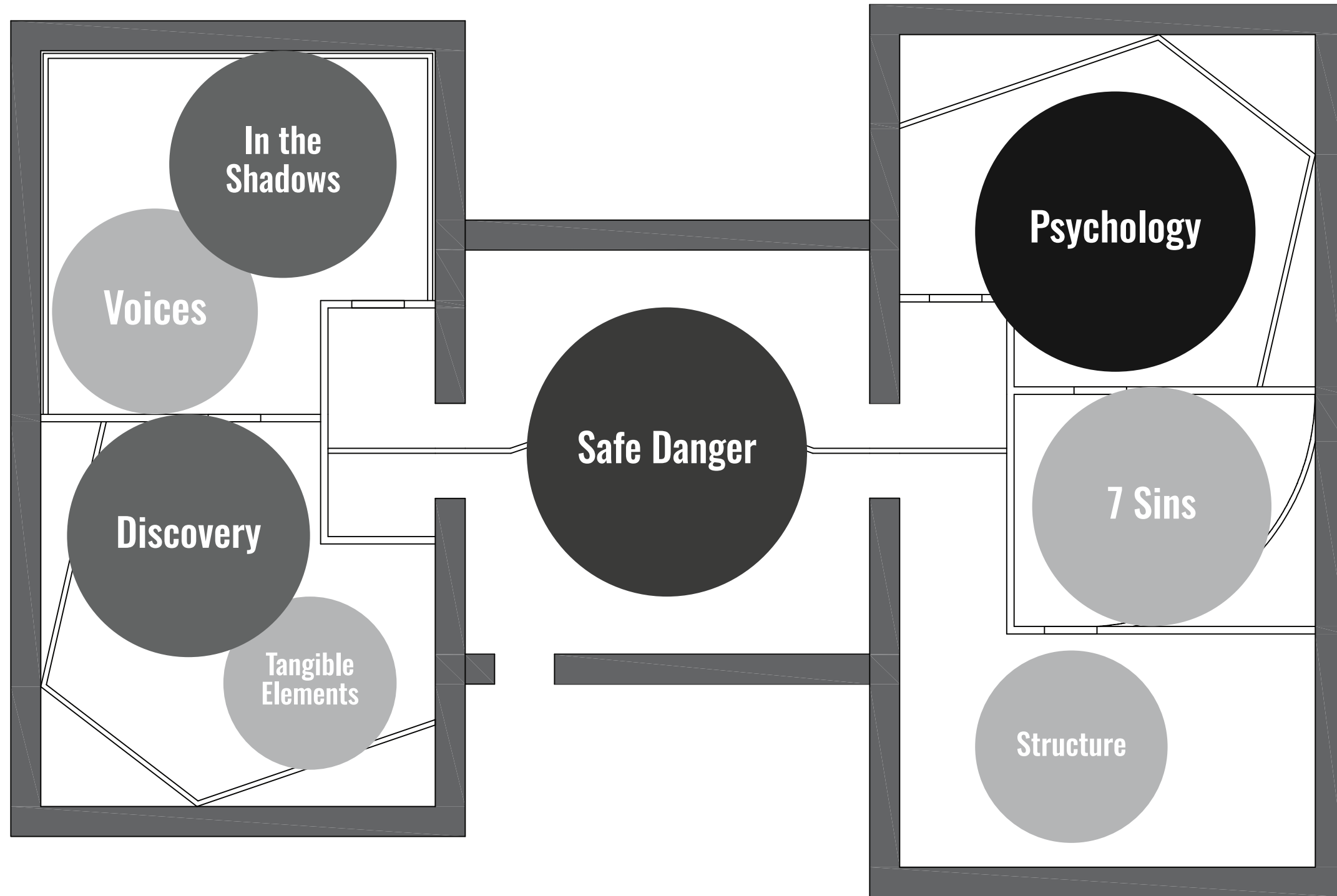
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Concept Diagram

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EX.01.10

• CONCEPT DIAGRAM



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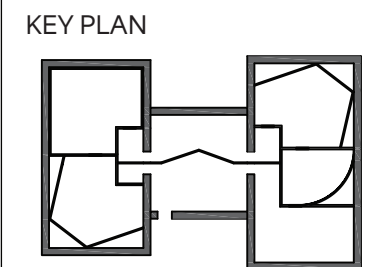
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EX.01.11

• CONTENT OUTLINE

Psychology

Explores characters' motives, fears, and desires, revealing the forces driving their actions.

In the Shadows

Focuses on hiding, trickery, and illusions, emphasizing unseen motives and deceptive behavior.

Voices

Focuses on key characters in a murder mystery, including detective, suspect, and victim, explores their minds.

Safe Danger

Captures the thrill and adrenaline of perceived threats, creating excitement without real-life risk.

Structure

Outlines a murder mystery's arc showing how events escalate, secrets unfold, and the resolution.

Tangible Elements

Highlights physical evidence, objects, and clues that shape the events of a murder mystery.

Discovery

Explores uncovering hidden clues, secrets, and truths, revealing connections within the mystery.

7 Sins

Examines killers' motivations, showing how human desires like lust, anger, and envy fuel crime.



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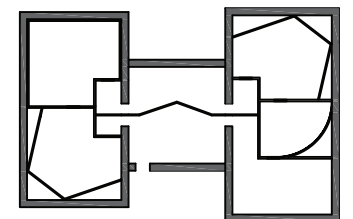
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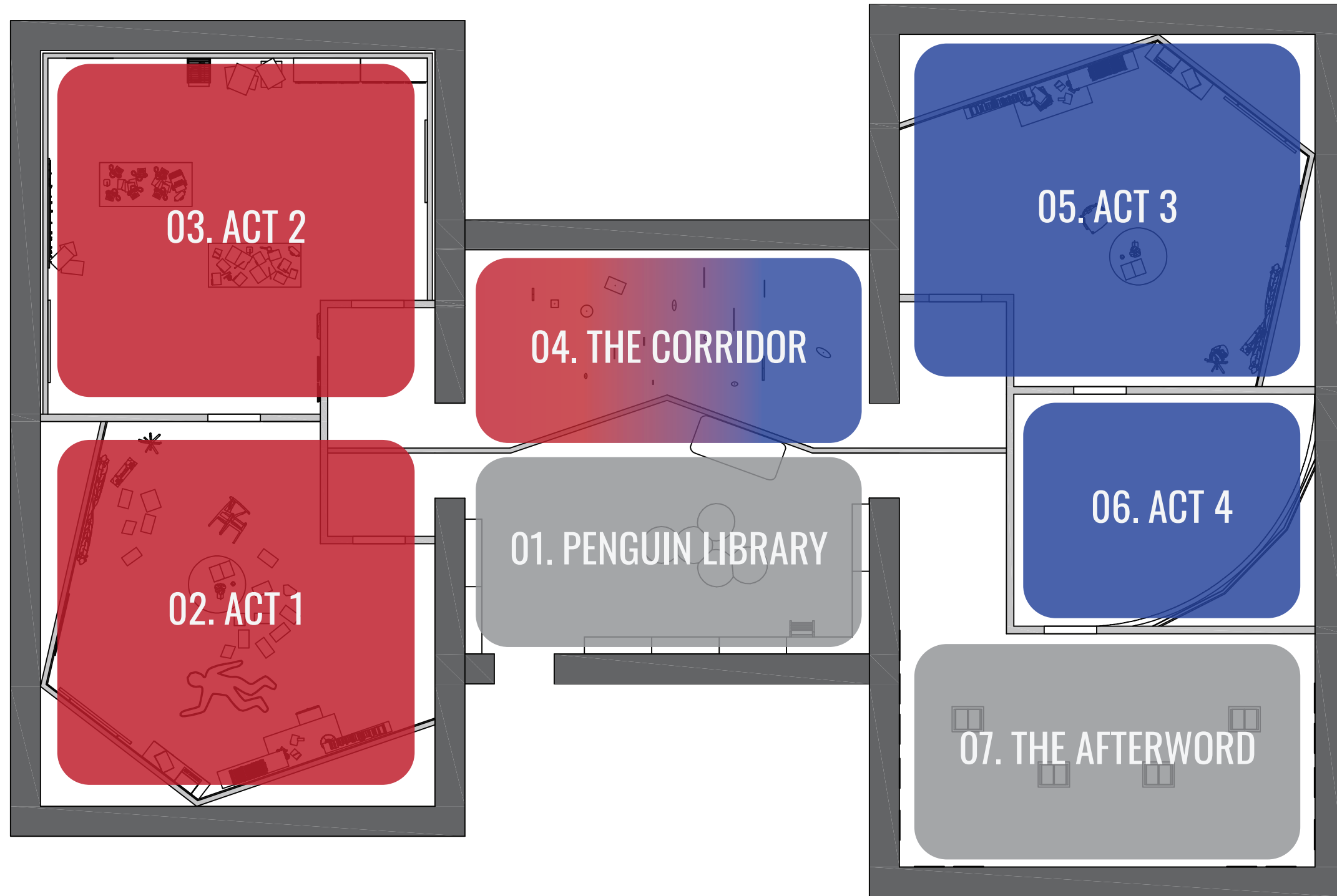
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EX.01.12

FLOORPLAN



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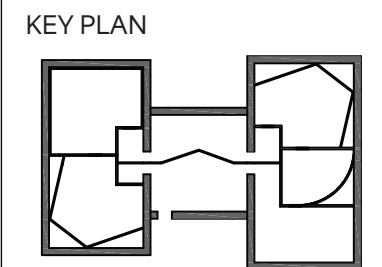
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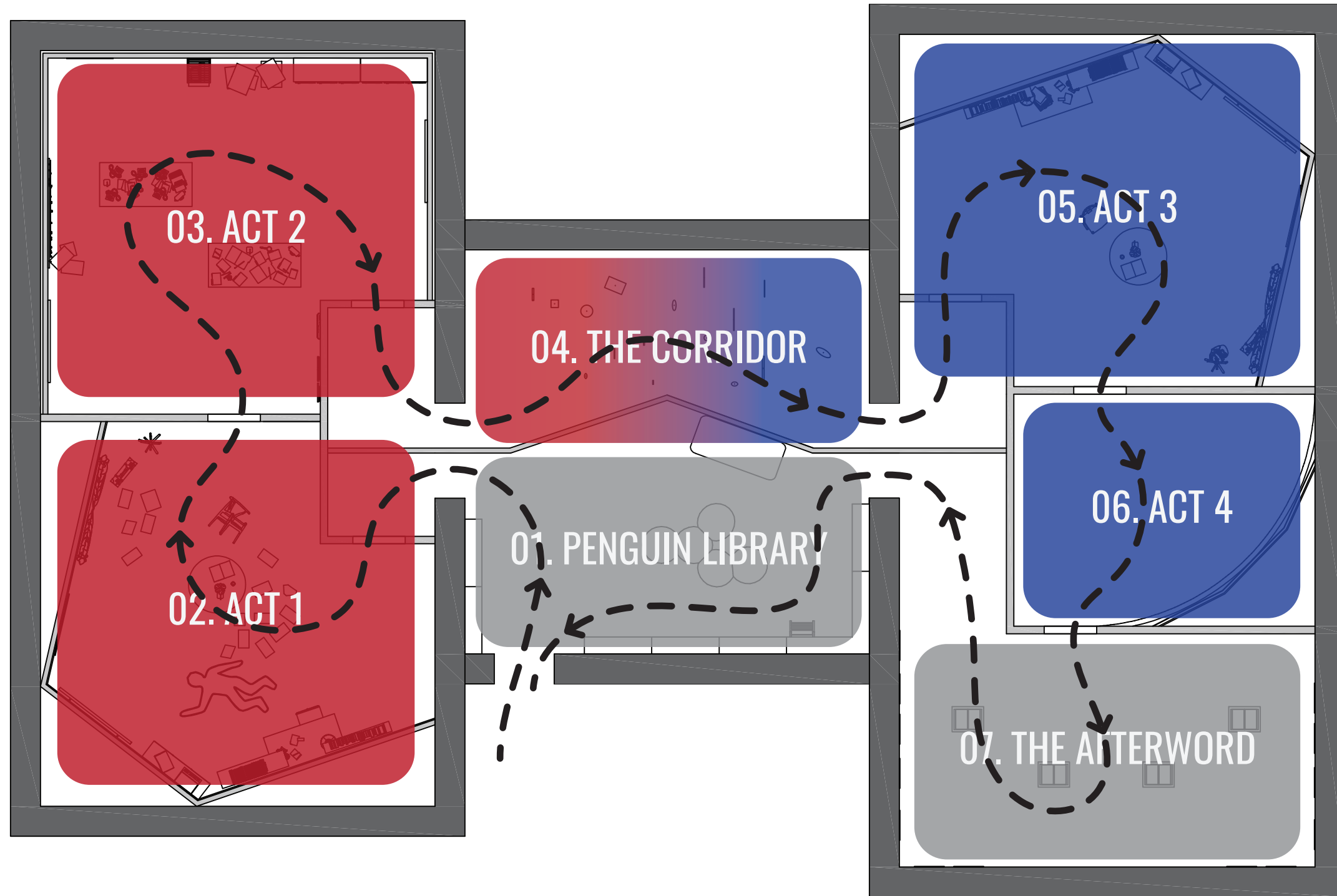
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DRAWING NAME:
Floorplan

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EX.01.13

• VISITOR FLOW



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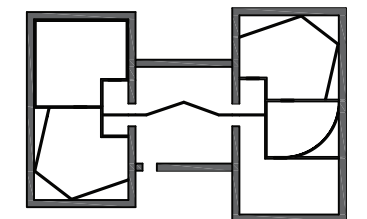
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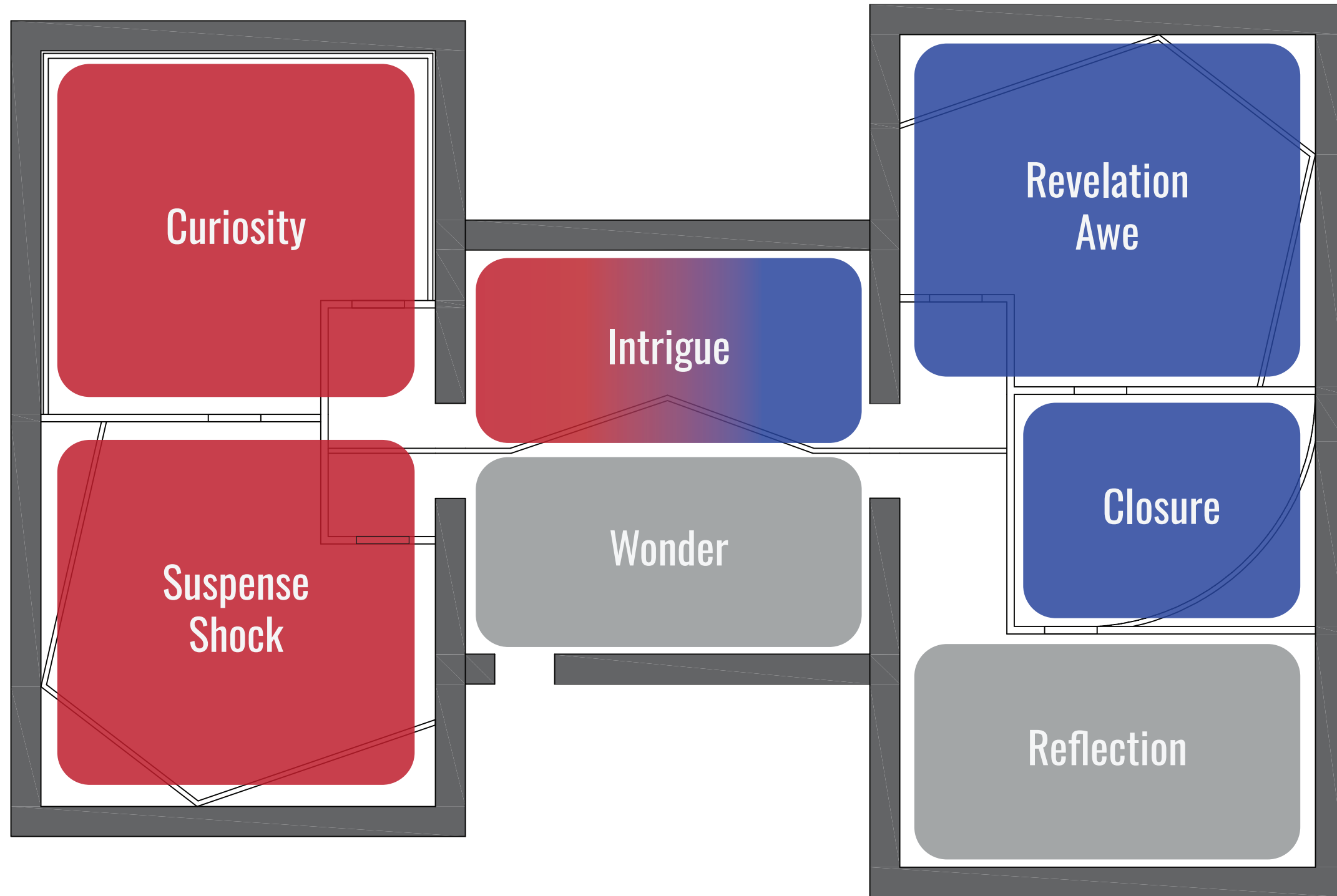
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Visitor Flow

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EX.01.14

EMOTION MAP



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MIND**

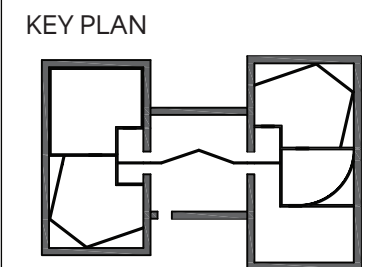
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin
Random
House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Emotion Map

DRAWING NUMBER:
EX.01.15

01. PENGUIN LIBRARY

The exhibition opens within the literary world of crime fiction. Here, visitors explore Penguin Random House's extensive collection of murder mysteries, from classic whodunnits to psychological thrillers, discovering the many sub-genres that have shaped our fascination with crime and darkness, and find inspiration for their next murder mystery novel to read.



PROJECT:
**MOTIVE &
MIND**

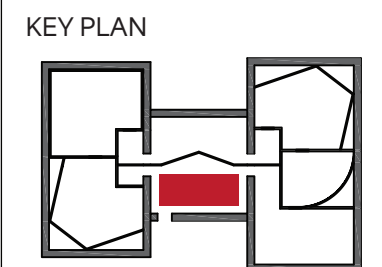
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



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As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Penguin Library

DRAWING NUMBER:
EX.01.16

01. PENGUIN LIBRARY

Each bookcase holds two murder-mystery sub-genres, each represented by a labeled book. When a visitor pulls that book, every title on the shelf belonging to the same sub-genre lights up.



PROJECT:
**MOTIVE &
MIND**

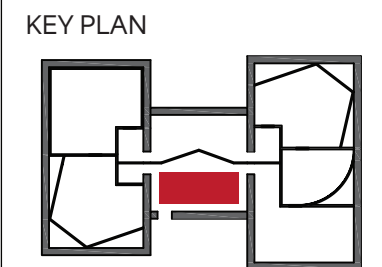
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Random
House

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DATE:
12/12/2025

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DRAWING NAME:
Penguin Library

DRAWING NUMBER:
EX.01.17

02. ACT 1

The story part of the experience begins as visitors take on the role of the detective, entering the victim's chaotic apartment where the murder has occurred as they hear a broken record playing. Visitors move through the cold and tense atmosphere, gathering clues and piece together the evidence to reconstruct the sequence of the events.



PROJECT:
**MOTIVE &
MIND**

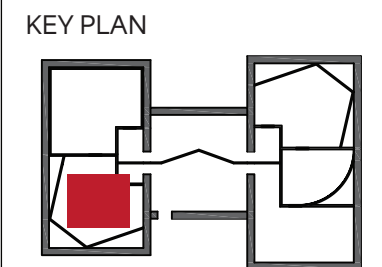
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SCALE:
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DATE:
12/12/2025

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DRAWING NAME:
Act 1

DRAWING NUMBER:
EX.01.18

03. ACT 2

The scene transitions to the detective's office, where the space grows darker and more introspective. Here, the visitors examine earlier findings through the clue board and files and listen to testimonies using the telephones to make their decision of the main suspect. The environment captures the genre's tension between knowledge and doubt.



PROJECT:
**MOTIVE &
MIND**

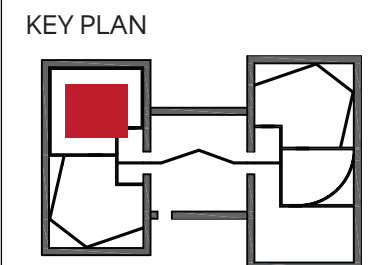
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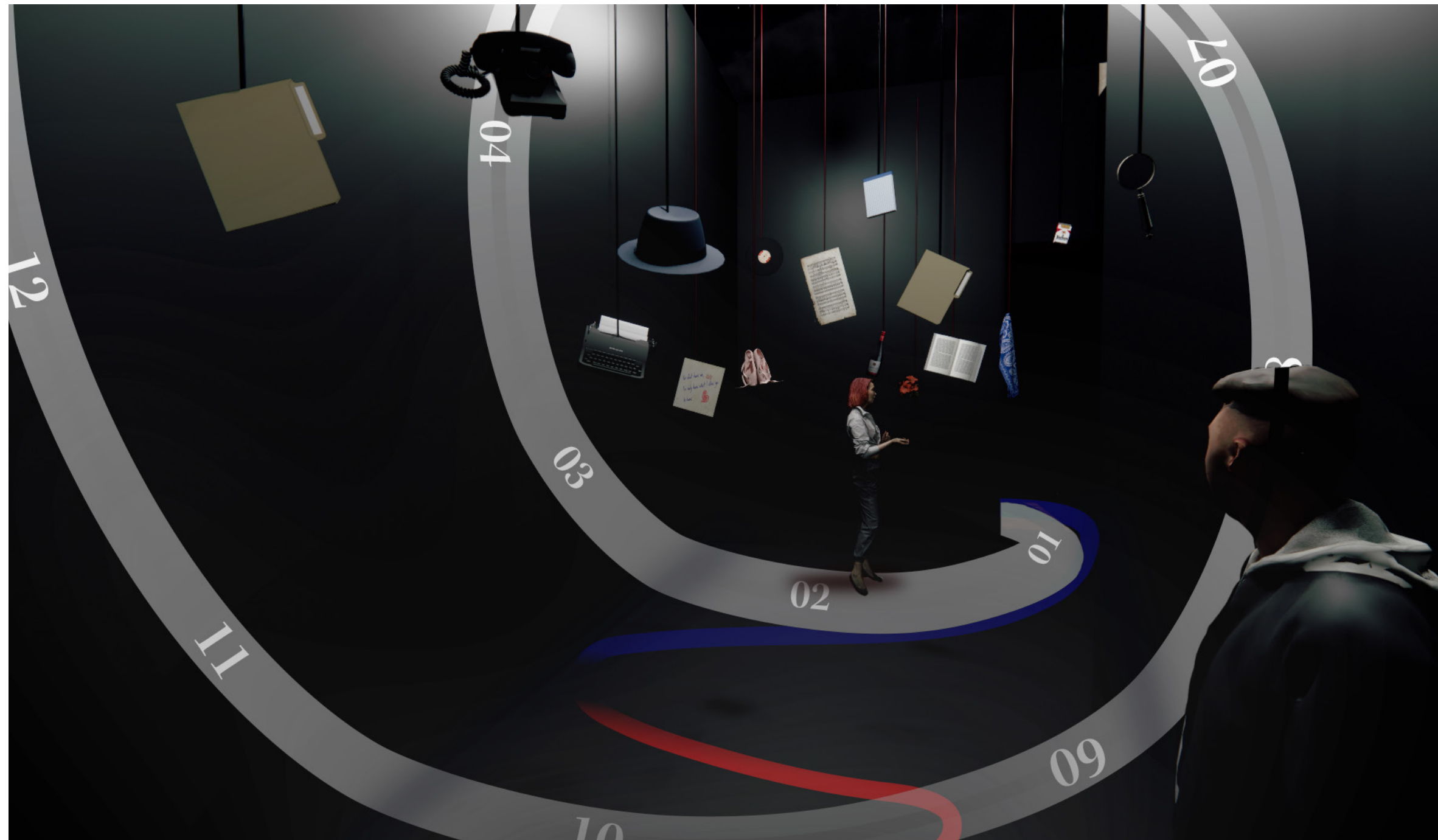
STATUS
100% DD

DRAWING NAME:
Act 2

DRAWING NUMBER:
EX.01.19

• 04. THE CORRIDOR

The narrative arc continues through The Corridor, a space that symbolizes the shift between, timelines and identities. Within this passage, they transition from detective to victim, entering the story from an entirely new point of view. Visitors see the timeline go backwards and props hanging from the ceiling that change from detective props to victim props.



PROJECT:

MOTIVE & MIND

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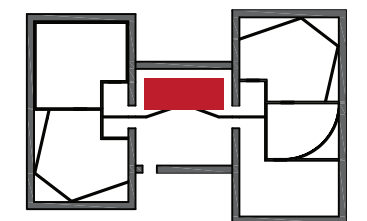
CLIENT:



VENUE:

The Morgan Library & Museum | The Morgan Stanley Galleries

KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

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DRAWING NAME:

The Corridor

DRAWING NUMBER:

EX.01.20

• 05. ACT 3

In Act 3, visitors, now the victim, return to the apartment, with jazz music playing, seen earlier through the detective's eyes. The light is softer and the atmosphere is warm. The scene reveals the life that preceded the tragedy, reframing the story to empathy and emotion. Here, they begin to uncover truth as they approach the revelation of who killed them and why.



PROJECT:
**MOTIVE &
MIND**

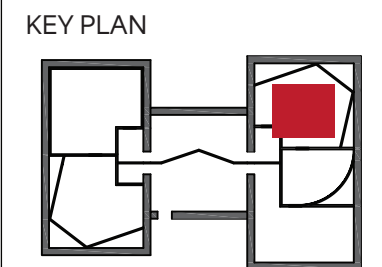
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SCALE:
As noted

DATE:
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STATUS
100% DD

DRAWING NAME:
Act 3

DRAWING NUMBER:
EX.01.21

• 06. ACT 4

Act 4 marks the final encounter, where the victim meets the killer as a shadowy figure. Visitors uncover the reason behind “their” death. The space invites reflection on emotional and moral complexities rather than shock and fear. The story part of the experience comes to an end here.



PROJECT:

MOTIVE & MIND

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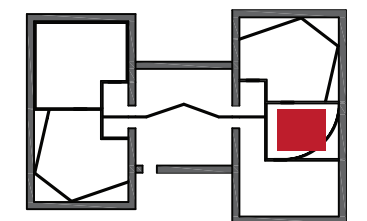
CLIENT:



VENUE:

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KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

100% DD

DRAWING NAME:

Act 4

DRAWING NUMBER:

EX.01.22

07. THE AFTERWORD

The journey concludes in The Afterword, a space where the visitors return to the broader world of murder mystery fiction. It invites them to reflect on their own curiosity, contemplating why the stories of murder and crime continue to captivate us. The answers that visitors input in the tablets are projected on the wall as a live feedback wall.



PROJECT:
MOTIVE & MIND

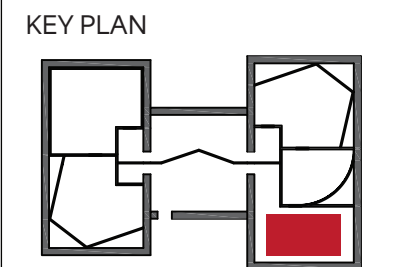
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum | The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
The Afterword

DRAWING NUMBER:
EX.01.23

• **SCHEDULES AND LISTS** •



GRAPHIC SPECIFICATIONS

TYPE	DESCRIPTION
A	Vinyl Decals with Matte Finish
B	Vinyl Floor Graphic with Matte Finish
C	Dye Sublimation Print onto ¼" Aluminum Panel with Matte Finish
D	Print on ½" Cork Board with Matte Finish
E	Digital Graphics on Tablet Screen
F	Projected Graphics
G	Custom Printed Textured Wallpaper
H	Inkjet print on photo paper with a matte finish set in 1" Wooden Frame
U	Unique Graphic for Props speced on respective page

PROJECT:
**MOTIVE &
MIND**

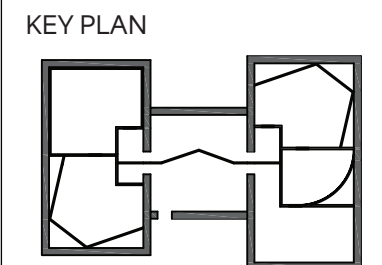
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SCALE:
As noted

DATE:
12/12/2025

STATUS
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DRAWING NAME:
Graphic Specification

DRAWING NUMBER:
EX.02.01

GRAPHIC SCHEDULE

AREA 01: PENGUIN LIBRARY

TAG	TYPE	DESCRIPTION
01A.01.GR01	A	Exhibit Logo and Introduction
01A.01.GR02	C	Book Cover Wall
01A.01.GR03	A	Wayfinding Sign
01A.01.GR04	A	Wayfinding Strip
01A.02.GR01	B	Wayfinding Strip

AREA 02: ACT 1

TAG	TYPE	DESCRIPTION
02A.01.GR01	G	Custom Wallpaper
02A.01.GR02	G	Custom Wallpaper
02A.01.GR03	H	Graphic for Frame
02A.01.GR04	G	Custom Wallpaper
02A.02.GR01	B	Wayfinding Strip
02A.04.GR01	U	Prop Graphic
02A.04.GR02	U	Prop Graphic
02A.04.GR03	U	Prop Graphic
02A.04.GR04	U	Prop Graphic
02A.04.GR05	U	Prop Graphic
02A.04.GR06	U	Prop Graphic
02A.04.GR07	U	Prop Graphic
02A.04.GR08	U	Prop Graphic
02A.04.GR09	U	Prop Graphic
02A.04.GR10	U	Prop Graphic
02A.05.GR01	C	Area Directive

AREA 03: ACT 2

TAG	TYPE	DESCRIPTION
03A.01.GR01	G	Custom Wallpaper
03A.01.GR02	D	Clue Board Graphics
03A.01.GR03	G	Custom Wallpaper
03A.01.GR04	G	Custom Wallpaper
03A.02.GR01	B	Wayfinding Strip
03A.04.GR01	U	Prop Graphic
03A.04.GR02	U	Prop Graphic
03A.04.GR03	U	Prop Graphic
03A.04.GR04	U	Prop Graphic
03A.04.GR05	U	Prop Graphic
03A.04.GR06	U	Prop Graphic
03A.05.GR01	C	Interactive Directive

AREA 04: THE CORRIDOR

TAG	TYPE	DESCRIPTION
04A.01.GR01	A	Timeline Graphic
04A.01.GR02	A	Timeline Graphic
04A.01.GR03	A	Timeline Graphic
04A.02.GR01	B	Wayfinding Strip
04A.02.GR02	B	Timeline Graphic
04A.02.GR03	B	Timeline Graphic
04A.04.GR01	U	Prop Graphic
04A.04.GR02	U	Prop Graphic
04A.06.GR01	A	Timeline Graphic

PROJECT:

**MOTIVE
MIND &**

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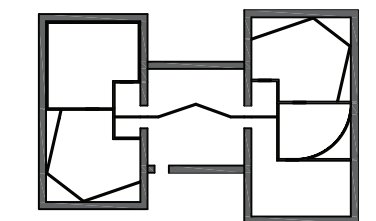
CLIENT:



VENUE:

The Morgan Library & Museum | The Morgan Stanley Galleries

KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

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DRAWING NAME:

Graphic Schedule

DRAWING NUMBER:

EX.02.02

GRAPHIC SCHEDULE

AREA 05: ACT 3

TAG	TYPE	DESCRIPTION
05A.01.GR01	G	Custom Wallpaper
05A.01.GR02	G	Custom Wallpaper
05A.01.GR03	G	Custom Wallpaper
05A.01.GR04	H	Graphic for Frame
05A.02.GR01	B	Wayfinding Strip
05A.04.GR01	U	Prop Graphic
05A.04.GR02	U	Prop Graphic
05A.04.GR03	U	Prop Graphic
05A.04.GR04	U	Prop Graphic
05A.04.GR05	U	Prop Graphic
05A.05.GR01	C	Area Directive

AREA 06: ACT 4

TAG	TYPE	DESCRIPTION
06A.02.GR01	B	Wayfinding Strip

AREA 07: THE AFTERWORD

TAG	TYPE	DESCRIPTION
07A.01.GR01	H	Graphic for Frame
07A.01.GR02	H	Graphic for Frame
07A.01.GR03	H	Graphic for Frame
07A.01.GR04	H	Graphic for Frame

AREA 07: THE AFTERWORD (CONT.)

TAG	TYPE	DESCRIPTION
07A.01.GR05	H	Graphic for Frame
07A.01.GR06	H	Graphic for Frame
07A.01.GR07	H	Graphic for Frame
07A.01.GR08	A	Content Graphic
07A.01.GR09	F	Content Graphic
07A.01.GR10	H	Graphic for Frame
07A.01.GR11	H	Graphic for Frame
07A.01.GR12	H	Graphic for Frame
07A.01.GR13	H	Graphic for Frame
07A.01.GR14	H	Graphic for Frame
07A.01.GR15	H	Graphic for Frame
07A.01.GR16	H	Graphic for Frame
07A.01.GR17	A	Wayfinding Strip
07A.01.GR18	A	Wayfinding Strip

PROJECT:

**MOTIVE
MIND &**

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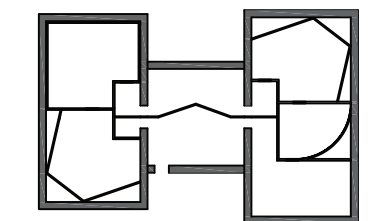
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DATE:

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STATUS

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DRAWING NAME:

Graphic Schedule

DRAWING NUMBER:

EX.02.03

• AV, LIGHTING & MATERIAL SCHEDULE

AV SCHEDULE

TAG	DESCRIPTION
AV1	Wall Mounted Speaker
AV2	Telephone with Custom Audio
AV3	163" LED Video Walls
AV4	Projector
AV5	12" Touch Screen Tablet
AV6	Light Activating Buttons

AV GRAPHICS

TAG	TYPE	DESCRIPTION
07A.03.GR01	E	Touch Screen Panel
07A.03.GR02	E	Touch Screen Panel
07A.03.GR03	E	Touch Screen Panel
07A.03.GR04	E	Touch Screen Panel
07A.03.GR05	E	Touch Screen Panel
07A.03.GR06	E	Touch Screen Panel
07A.03.GR07	E	Touch Screen Panel
07A.03.GR08	E	Touch Screen Panel

MATERIAL SCHEDULE

TAG	TYPE
M1	Custom Built Hard Flats- Steel Frame with Plywood Face
M2	Paint: Benjamin Moore: Black HC-190
M3	Paint: Benjamin Moore: Million Dollar Red 2003-10
M4	Theater Scrim Fabric
M5	Two-Way Mirror Glass
M6	Walnut Stained Wood
M7	Stainless Steel Metal Rod

LIGHTING SCHEDULE

TAG	DESCRIPTION	MOUNTING
L1	Lumens Track Spotlight	Ceiling Mounted
L2	Erco Showcase Spotlight	Bookshelf Mounted
L3	Light Box	Wall Mounted
L4	LED Strip	Mounted as specified

PROJECT:
MOTIVE & MIND

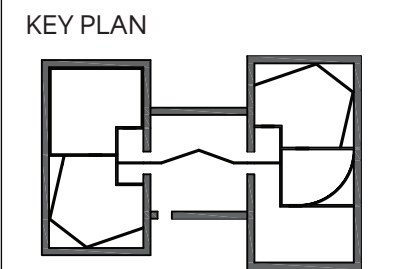
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SCALE:
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12/12/2025

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DRAWING NAME:
AV, Lighting & Material Schedule

DRAWING NUMBER:
EX.02.04

PROP AND FURNITURE SCHEDULE

PROP SCHEDULE

TAG	DESCRIPTION
P1	Books
P2	Vinyl Records
P3	Vinyl Player
P4	Telephone
P5	Vintage Lamp
P6	Torn/Burnt Papers
P7	Fashion Magazine from 1950s
P8	Wine Glass
P9	Crystal Ashtray with Cigarette
P10	Glass Vase with Red Flowers
P11	Plain Paper
P12	Vintage Suitcase
P13	Curtains
P14	Men's Trench Coat
P15	Case Files
P16	Magnifying Glass
P17	Typewriter
P18	Corrugated Boxes
P19	Calendar Page
P20	Fedora Hat
P21	Music Notes Page
P22	Ballet Shoes
P23	Wine Bottle
P24	Silk Scarf

PROP SCHEDULE (CONT.)

TAG	DESCRIPTION
P25	Notepad
P26	Cigarette Box
P27	Love Letter
P28	Clock

FURNITURE SCHEDULE

TAG	TYPE
F1	Vintage Wooden Dark Walnut Stained Bookshelf
F2	Dark Walnut Stained Library Ladder
F3	Clustered Upholstered Round Ottomans
F4	Vintage Dark Walnut Stained Wooden Table
F5	Walnut Stained Circular Wooden Table
F6	Wooden Chair
F7	Wooden Table with drawers
F8	Tall Mirror
F9	Coat Rack
F10	Wooden Desk
F11	Window with Horizontal Shutters
F12	File Cabinet
F13	Steel File Rack
F14	Vintage Walnut Stained Wooden Shelf
F15	Dark Walnut Stained Credenza



PROJECT:
MOTIVE & MIND

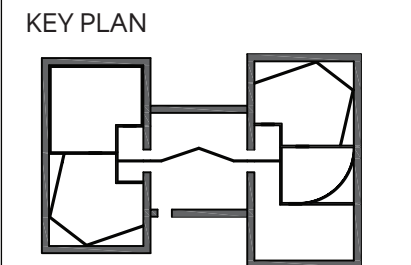
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DRAWING NAME:
Prop and Furniture Schedule

DRAWING NUMBER:
EX.02.05

• **GRAPHIC SYSTEM** •



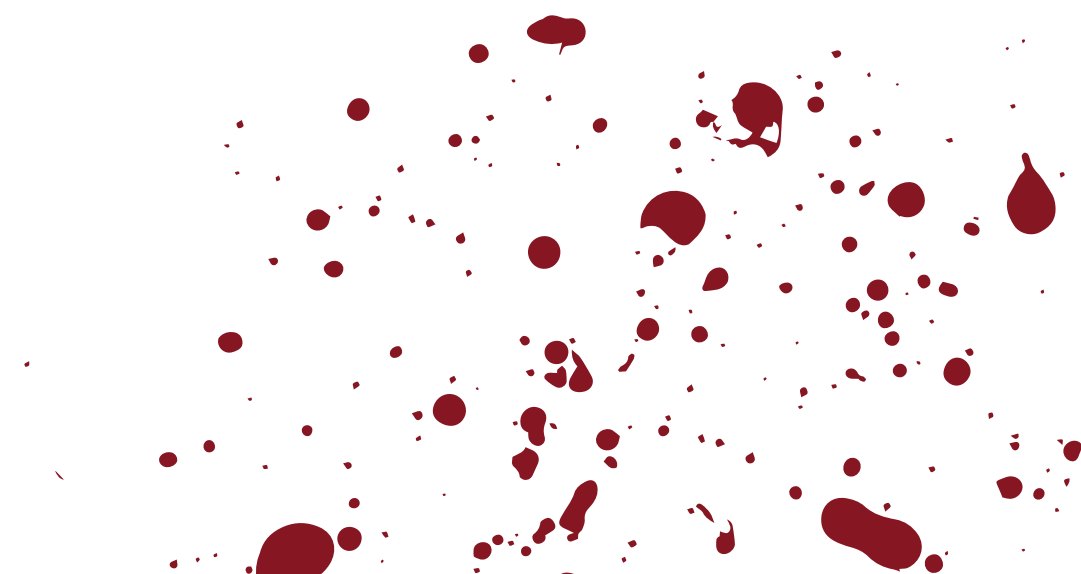
• VISUAL COMMUNICATION BRIEF

The visual identity embodies a cinematic noir look through a monochrome palette and newspaper-inspired typography.

The graphic look and feel for “Motive & Mind” captures the essence of noir which is cinematic, psychological, and steeped in tension. It draws from the visual world of mystery films and investigative journalism, creating an atmosphere of secrecy and revelation.

A grayscale palette of deep blacks, soft grays, and off-whites forms the foundation, echoing the mood of vintage film and print. Pops of color cut through the monochrome, adding urgency and emphasis.

Typography takes inspiration straight from the world of old newspapers bold headlines and tight columns. Oswald, with its condensed structure, captures that striking, front-page energy, while Kepler Std brings in the rhythm and sophistication of traditional serif text.



PROJECT:
**MOTIVE &
MIND**

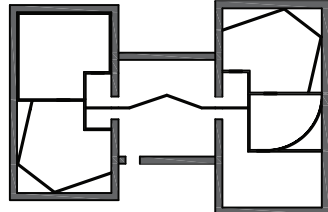
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KEY PLAN


SCALE:
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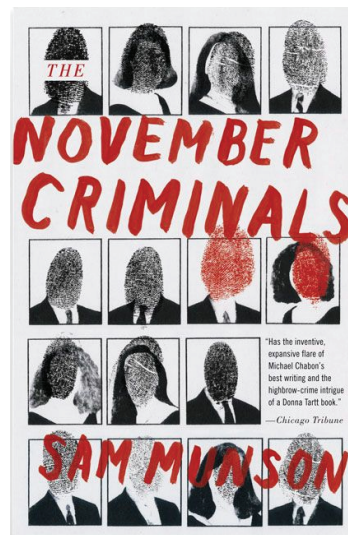
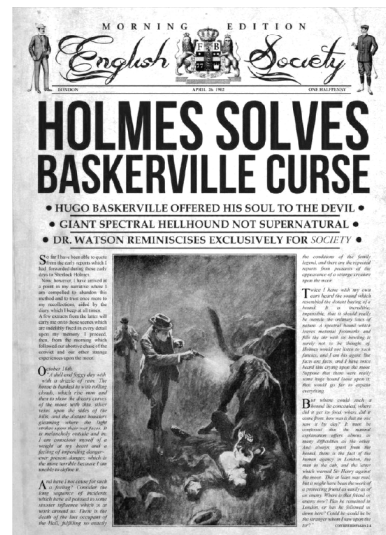
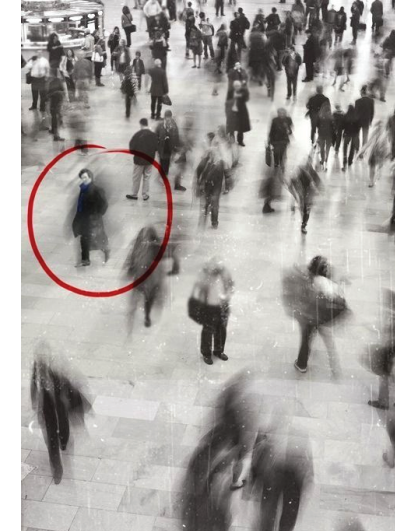
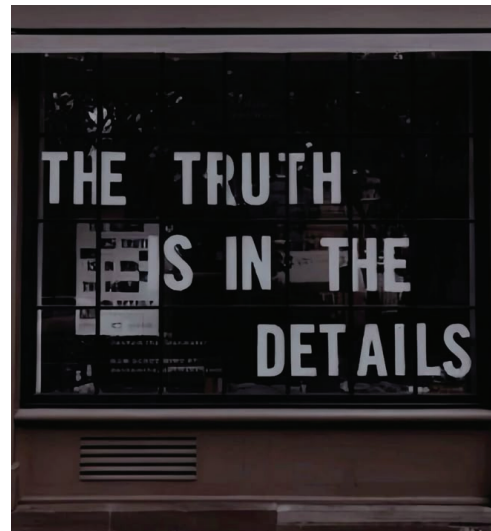
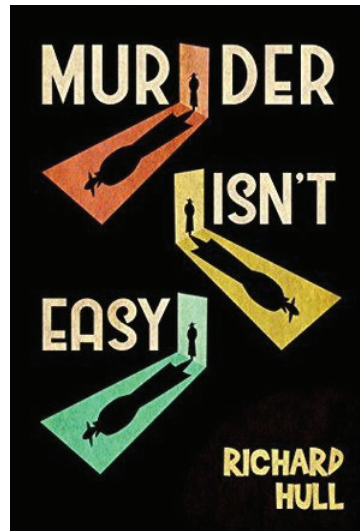
DATE:
12/12/2025

STATUS
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DRAWING NAME:
Visual Communication Brief

DRAWING NUMBER:
EX.03.01

MOODBOARD



PROJECT:
MOTIVE & MIND

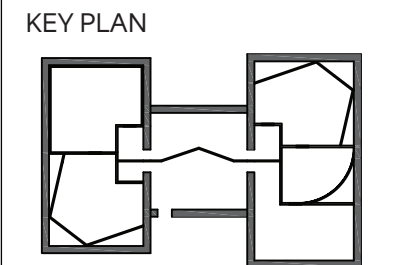
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VENUE:
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SCALE:
As noted

DATE:
12/12/2025

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DRAWING NAME:
Moodboard

DRAWING NUMBER:
EX.03.02

MOTIVE & MIND

05/17/2025

Visual Identity



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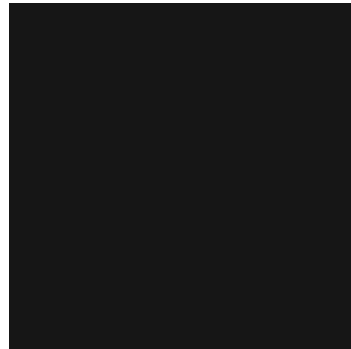
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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*Where every
mystery begins...*

COLOR PALETTE

PRIMARY



Pantone: Black 6 C
HEX: #191919
R:25 G:25 B:25



Pantone: Black C
HEX: #2e2d2d
R:46 G:45 B:45



Pantone: 446 C
HEX: #42403f
R:66 G:64 B:63



Pantone: Cool Gray 11 C
HEX: #575454
R:87 G:84 B:84



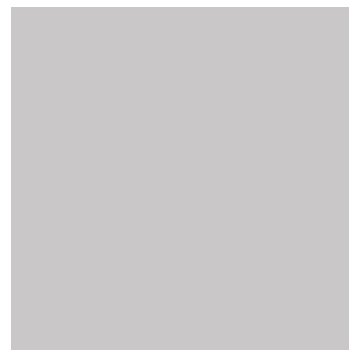
Pantone: Cool Gray 8 C
HEX: #6f6c6c
R:111 G:108 B:108



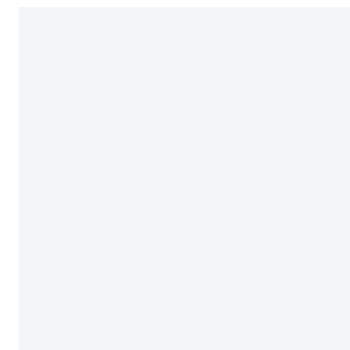
Pantone: Cool Gray 6 C
HEX: #8a8787
R:138 G:135 B:135



Pantone: Cool Gray 6 C
HEX: #a8a5a6
R:168 G:165 B:166



Pantone: Cool Gray 3 C
HEX: #c9c8c8
R:201 G:200 B:200



Pantone: Cool Gray 1 C
HEX: #f3f3f3
R:241 G:243 B:244

SECONDARY



Pantone: 200 C
HEX: #bf1e2d
R:191 G:30 B:45



Pantone: 7691 C
HEX: #28449c
R:41 G:71 B:154

PROJECT:
MOTIVE & MIND

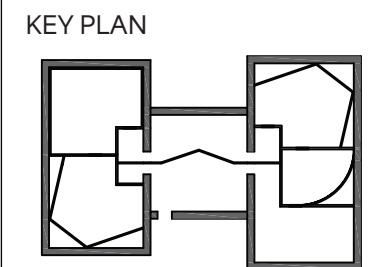
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Fashion Institute of Technology

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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Color Palette

DRAWING NUMBER:
EX.03.04

• TYPOGRAPHY - HEADING

MOTIVE AND MIND

OSWALD

(VARIABLE) WT.450

ALL CAPS

TRACKING: -25

KERNING: OPTICAL

HORIZONTAL SCALE: 90%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!?,@#\$%^&*()'

PROJECT:

**MOTIVE
MIND &**

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DESIGNER:

Tanishka Samant

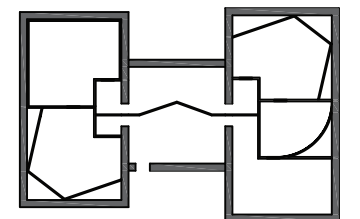
CLIENT:



VENUE:

The Morgan Library & Museum | The Morgan Stanley Galleries

KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

100% DD

DRAWING NAME:

Typography

DRAWING NUMBER:

EX.03.05

• TYPOGRAPHY - SUBHEADING & BODY

Where every mystery begins...

You're about to enter a story shaped by two perspectives, the one who lived it, and the one who must uncover it. Here, the question isn't who committed the crime, but why. As you move through each room, follow the traces left behind, listen closely to what the space reveals, and let the clues guide you deeper into motive, memory, and emotion. Nothing here is accidental. Everything you notice brings you closer to the truth.

Kepler Std

Semibold Italic Subhead

Kepler Std

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,!.?@#\$%^&()'*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,!.?@#\$%^&*()'

PROJECT:

**MOTIVE
MIND &**

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DESIGNER:

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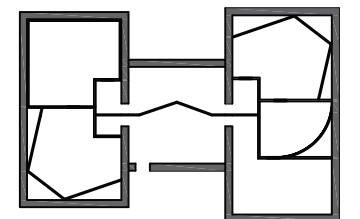
CLIENT:



VENUE:

The Morgan Library & Museum | The Morgan Stanley Galleries

KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

100% DD

DRAWING NAME:

Typography

DRAWING NUMBER:

EX.03.06

LOGO

MOTIVE & MIND



Text: Oswald



Ampersand: Kepler Std

VARIABLES

MOTIVE
MIND &

MOTIVE
& MIND

PROJECT:

**MOTIVE
MIND &**

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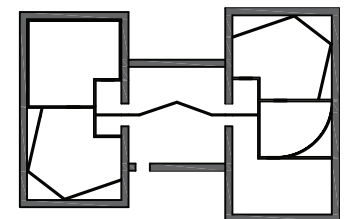
CLIENT:



VENUE:

The Morgan Library & Museum The Morgan Stanley Galleries

KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

100% DD

DRAWING NAME:

Logo

DRAWING NUMBER:

EX.03.07

MARKETING COLLATERAL



Subway Posters



Street Posters

PROJECT:
MOTIVE & MIND

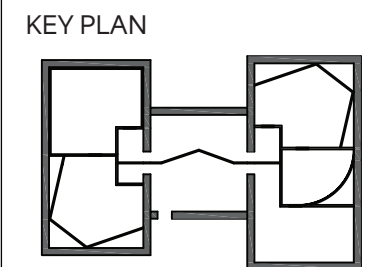
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CLIENT:
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VENUE:
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SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Marketing Collateral


DRAWING NUMBER:
EX.03.08

EXHIBIT COLLATERAL



A small notepad and pencil visitors pick up in the Penguin Library and carry through the exhibit to jot down clues like a detective. It includes key case details and simple icons that guide what they need to do in each space.



CASE NO.: 551 

NAME: Evelyn Hart _____

ALIASES: Eve _____

AGE: 28 _____

GENDER: Female _____

HEIGHT: 5'8" _____

EYE COLOR: Green _____

OCCUPATION: Ballet Dancer _____

ACT 3

ACT 1

ACT 4

ACT 2



Pages of the Notepad

PROJECT:
MOTIVE & MIND

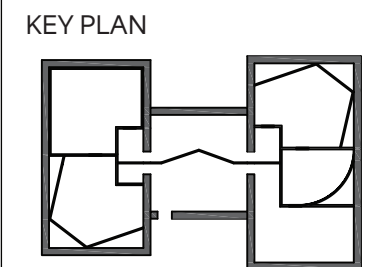
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CLIENT:
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VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Exhibit Collateral

DRAWING NUMBER:
EX.03.09

EXHIBIT COLLATERAL



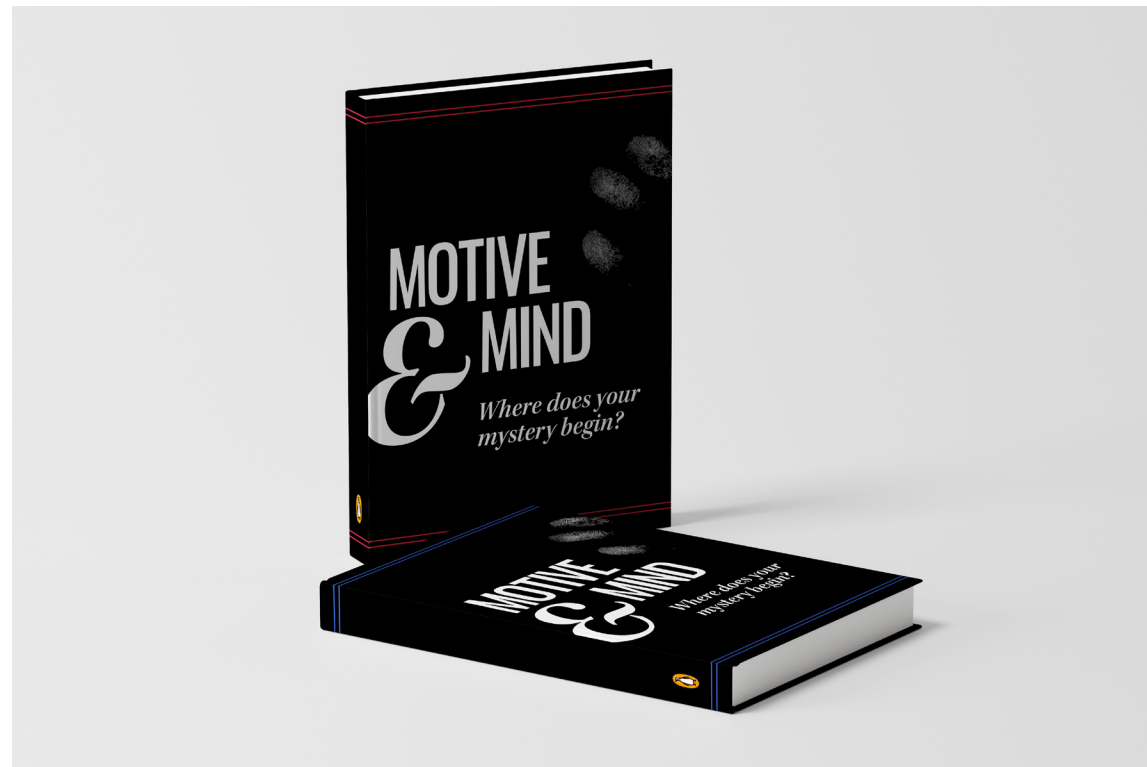
T-shirts for Docents



Tote Bags



Matchbooks



Journals

PROJECT:

MOTIVE & MIND

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DESIGNER:

Tanishka Samant

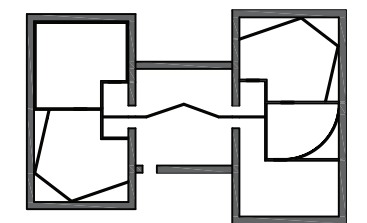
CLIENT:



VENUE:

The Morgan Library & Museum | The Morgan Stanley Galleries

KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

100% DD

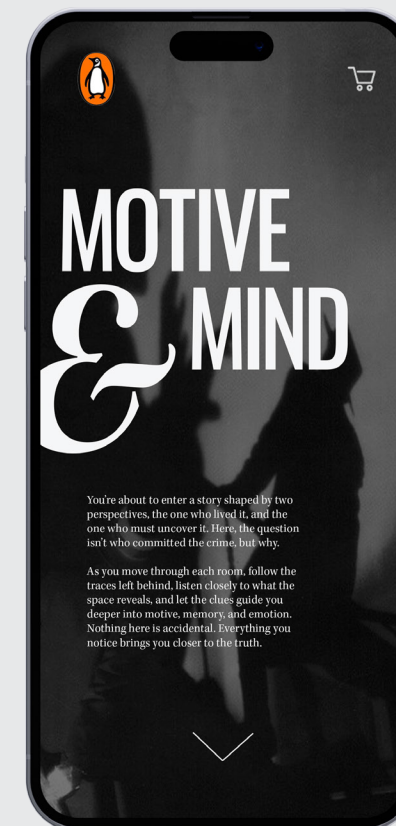
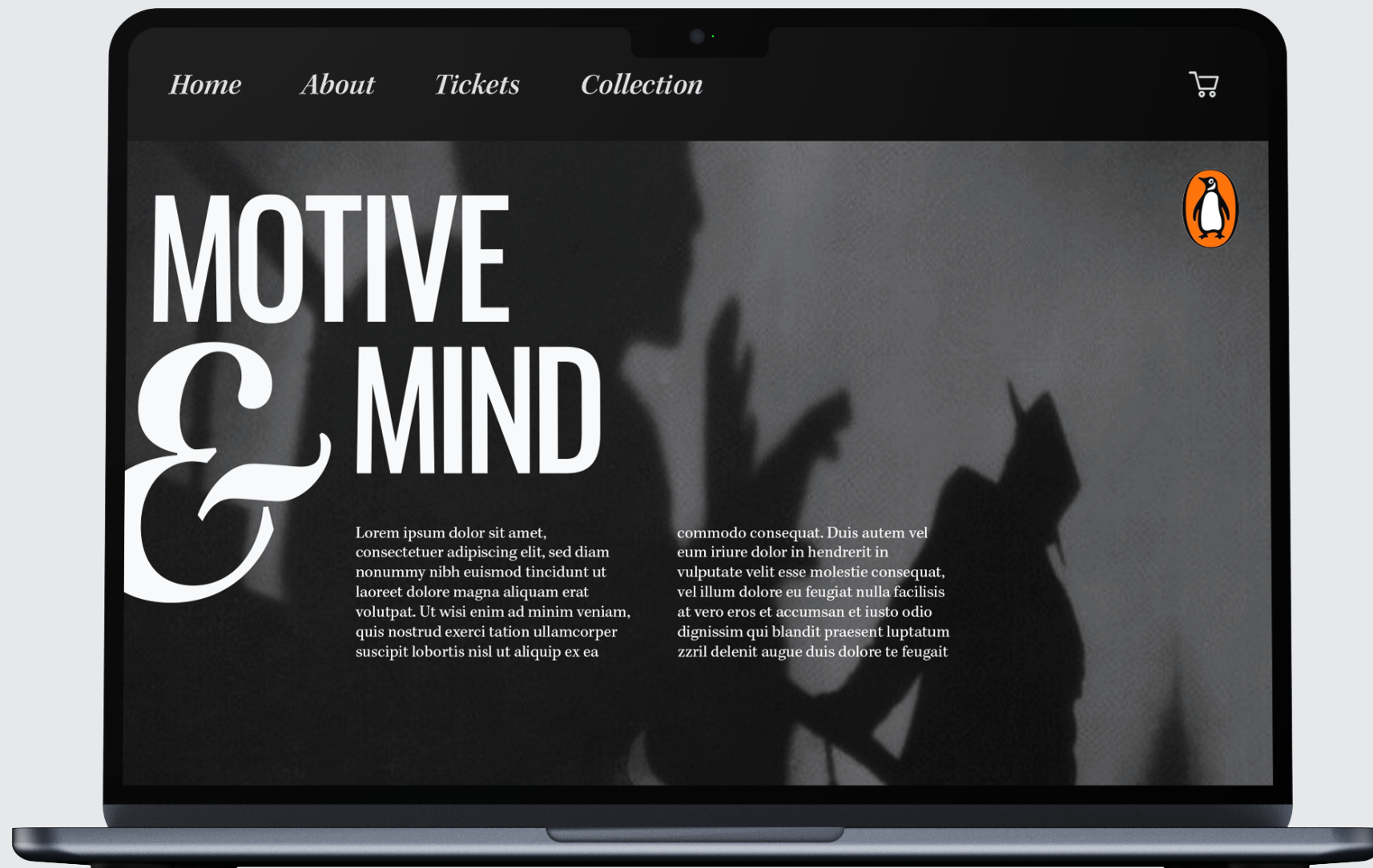
DRAWING NAME:

Exhibit Collateral

DRAWING NUMBER:

EX.03.10

DIGITAL COLLATERAL



The Motive & Mind website introduces visitors to the exhibition's psychological world of mystery, offering a glimpse into the story, characters, and atmosphere. It also provides ticket access and features a digital collection of murder mystery titles from Penguin Random House.

PROJECT:
**MOTIVE &
MIND**

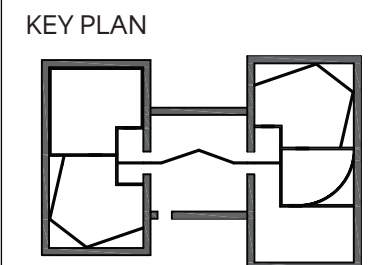
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin
Random
House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

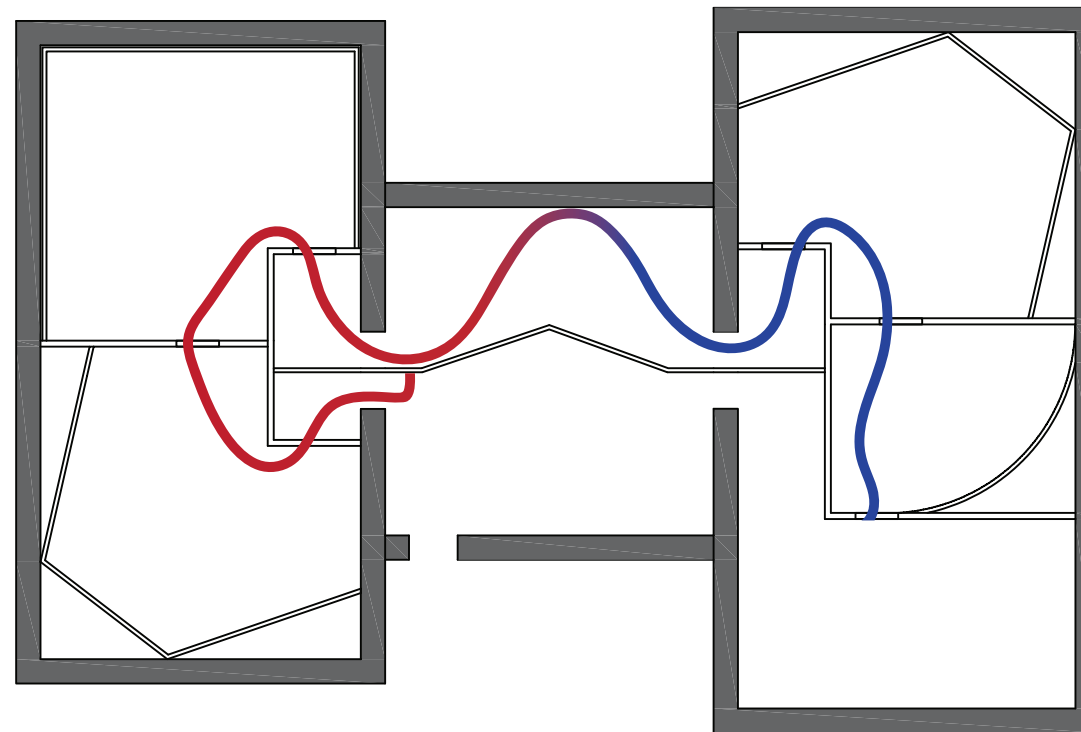
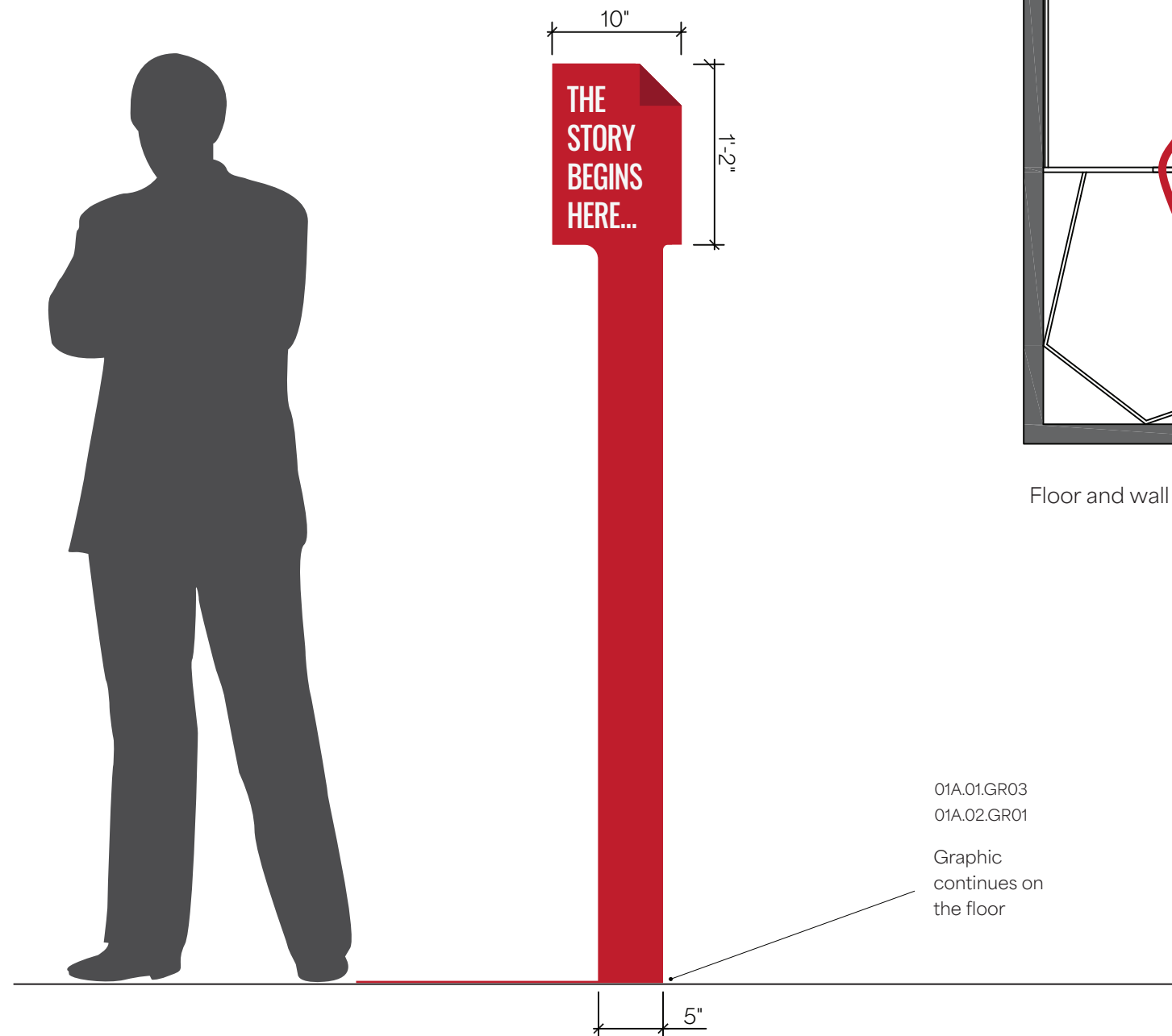
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Digital Collateral

DRAWING NUMBER:
EX.03.11

• WAYFINDING



Floor and wall graphics for wayfinding.

1 AREA WAYFINDING
Scale: 1" = 1'-0"

PROJECT:
MOTIVE & MIND

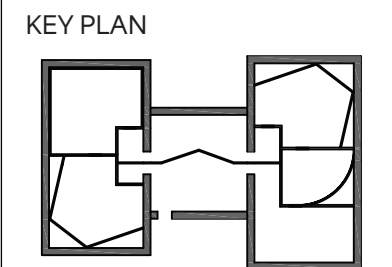
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CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Wayfinding

DRAWING NUMBER:
EX.03.12

GRAPHIC ELEVATIONS

PROJECT:
MOTIVE & MIND

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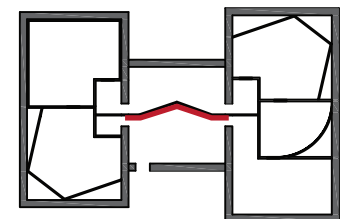
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum | The Morgan Stanley Galleries

KEY PLAN



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Graphic Elevations

DRAWING NUMBER:
EX.03.13



② INTRODUCTION WALL FRONT ELEVATION
Scale: 3/8" = 1'-0"

GRAPHIC ELEVATIONS

PROJECT:
MOTIVE & MIND

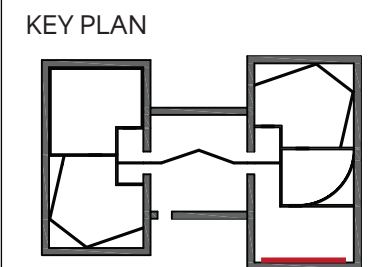
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CLIENT:
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VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Graphic Elevations

DRAWING NUMBER:
EX.03.14

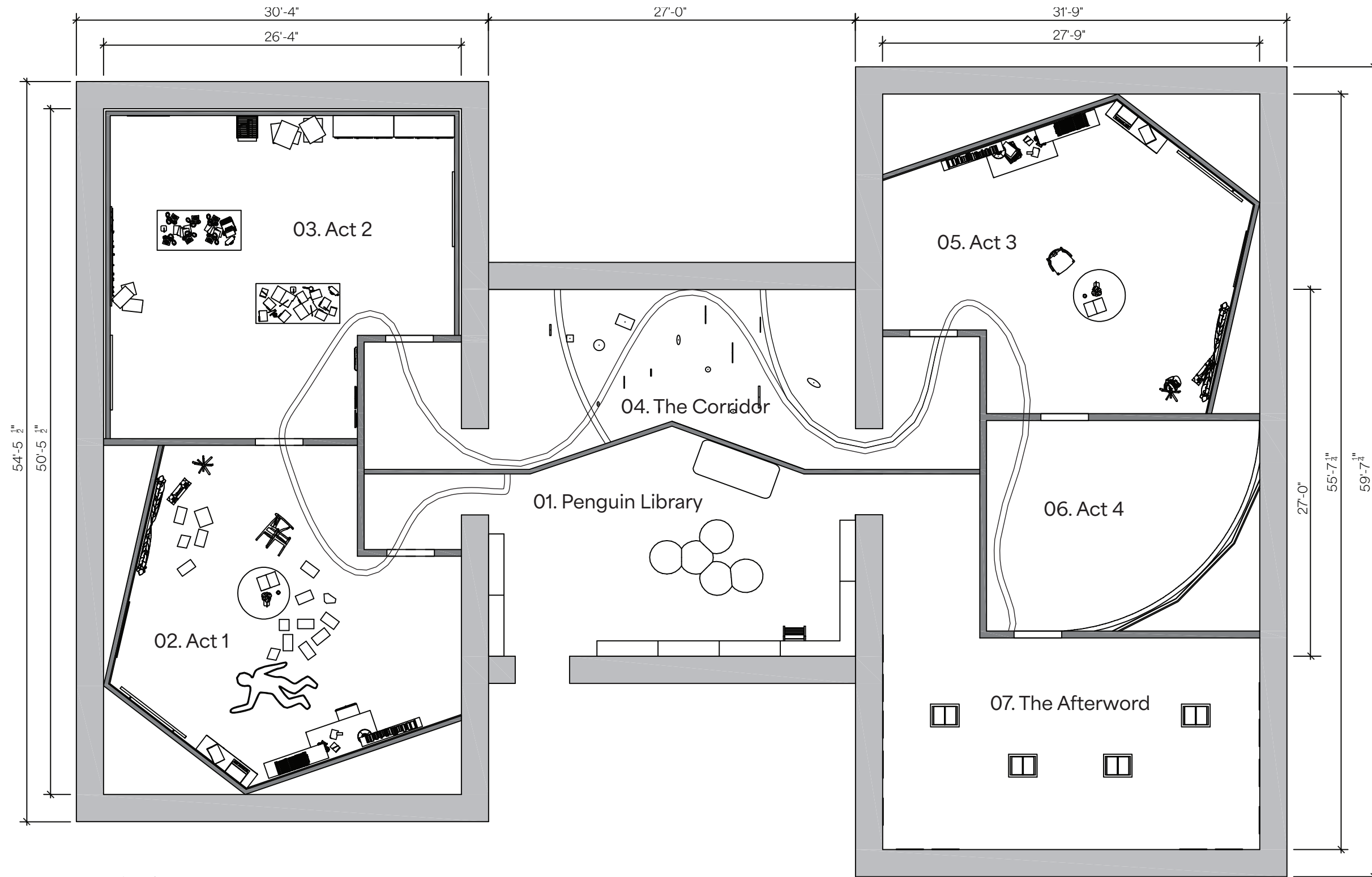


③ THE PROJECTION WALL FRONT ELEVATION
Scale: 3/8" = 1'-0"

• **PLANS AND SECTIONS** •



GENERAL PLAN



1 GENERAL PLAN
Scale: 1/8" = 1'-0"

PROJECT:
MOTIVE & MIND

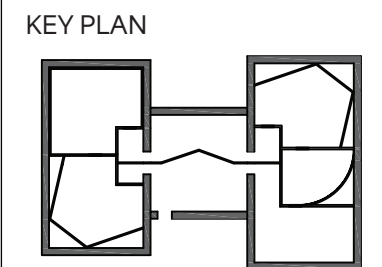
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CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

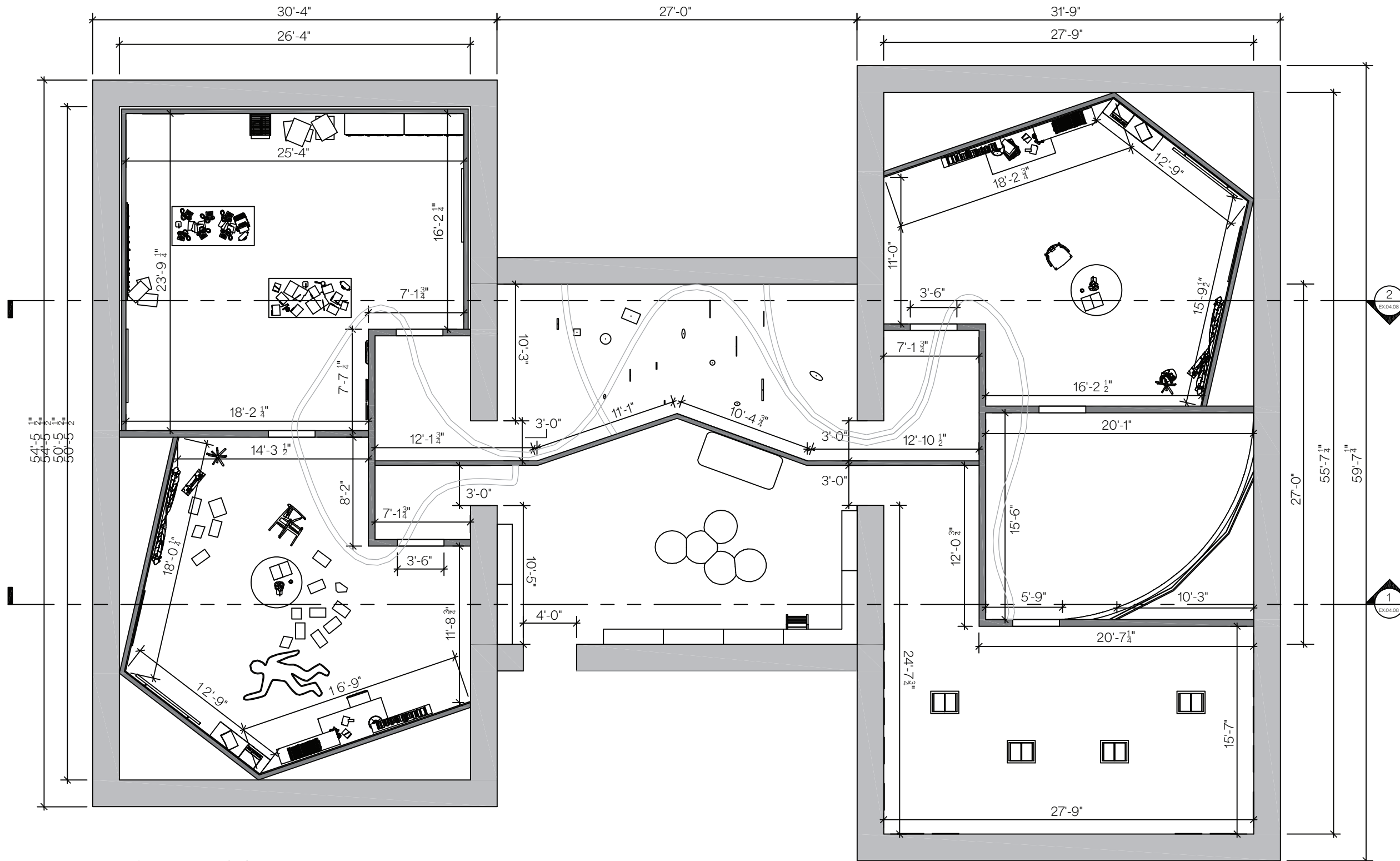
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
General Plan

DRAWING NUMBER:
EX.04.01

DIMENSION PLAN



1 DIMENSION PLAN
Scale: 1/8" = 1'-0"

PROJECT:
MOTIVE & MIND

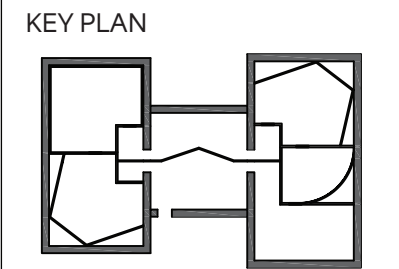
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CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

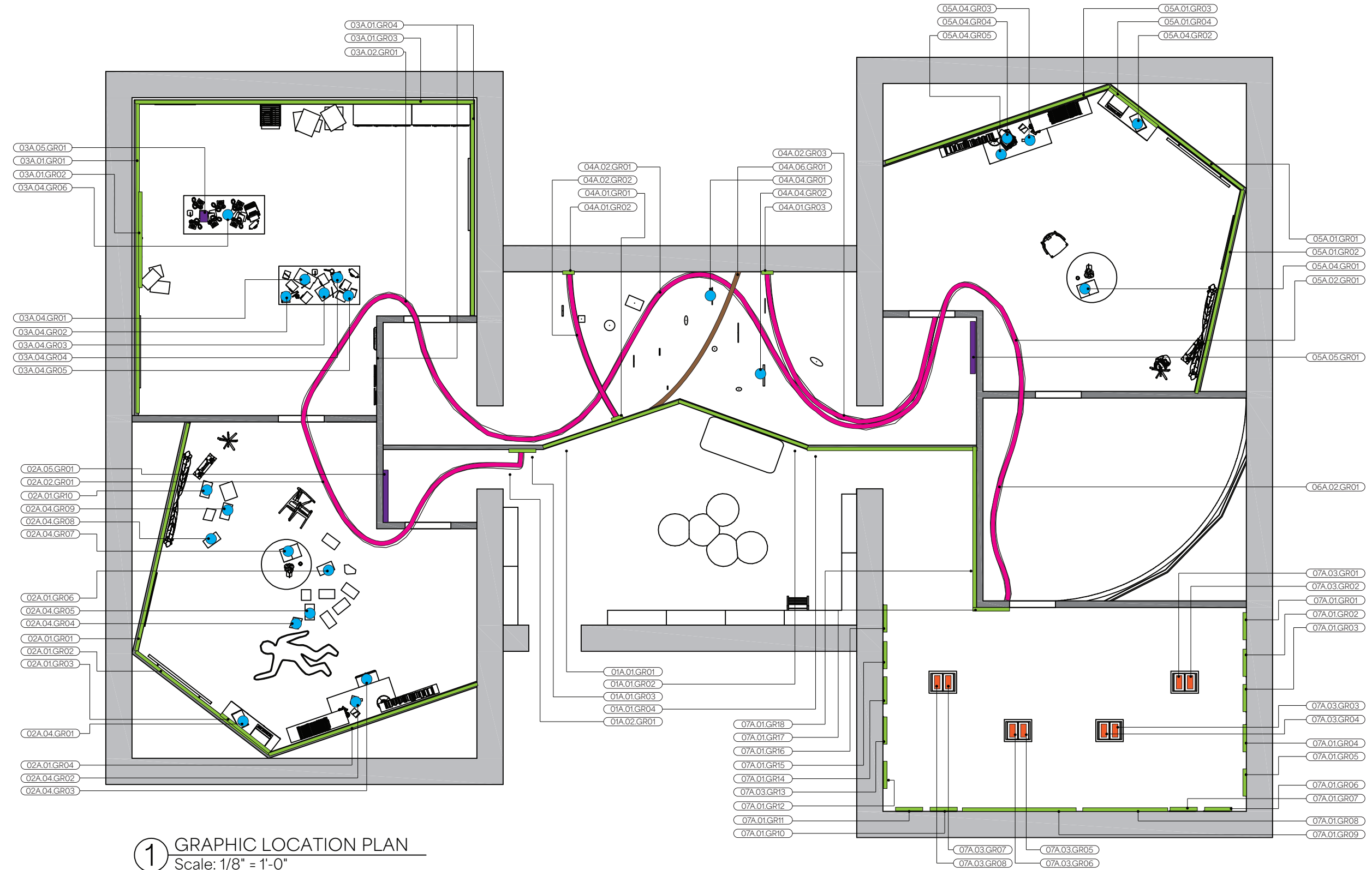
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Dimension Plan

DRAWING NUMBER:
EX.04.02

GRAPHIC LOCATION PLAN



1 GRAPHIC LOCATION PLAN
Scale: 1/8" = 1'-0"

- Wall Graphics
- Floor Graphics
- Digital Graphics
- Directives
- Ceiling Graphics
- Prop Graphics

PROJECT:
MOTIVE & MIND

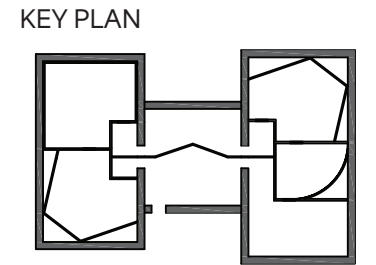
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VENUE:
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SCALE:
As noted

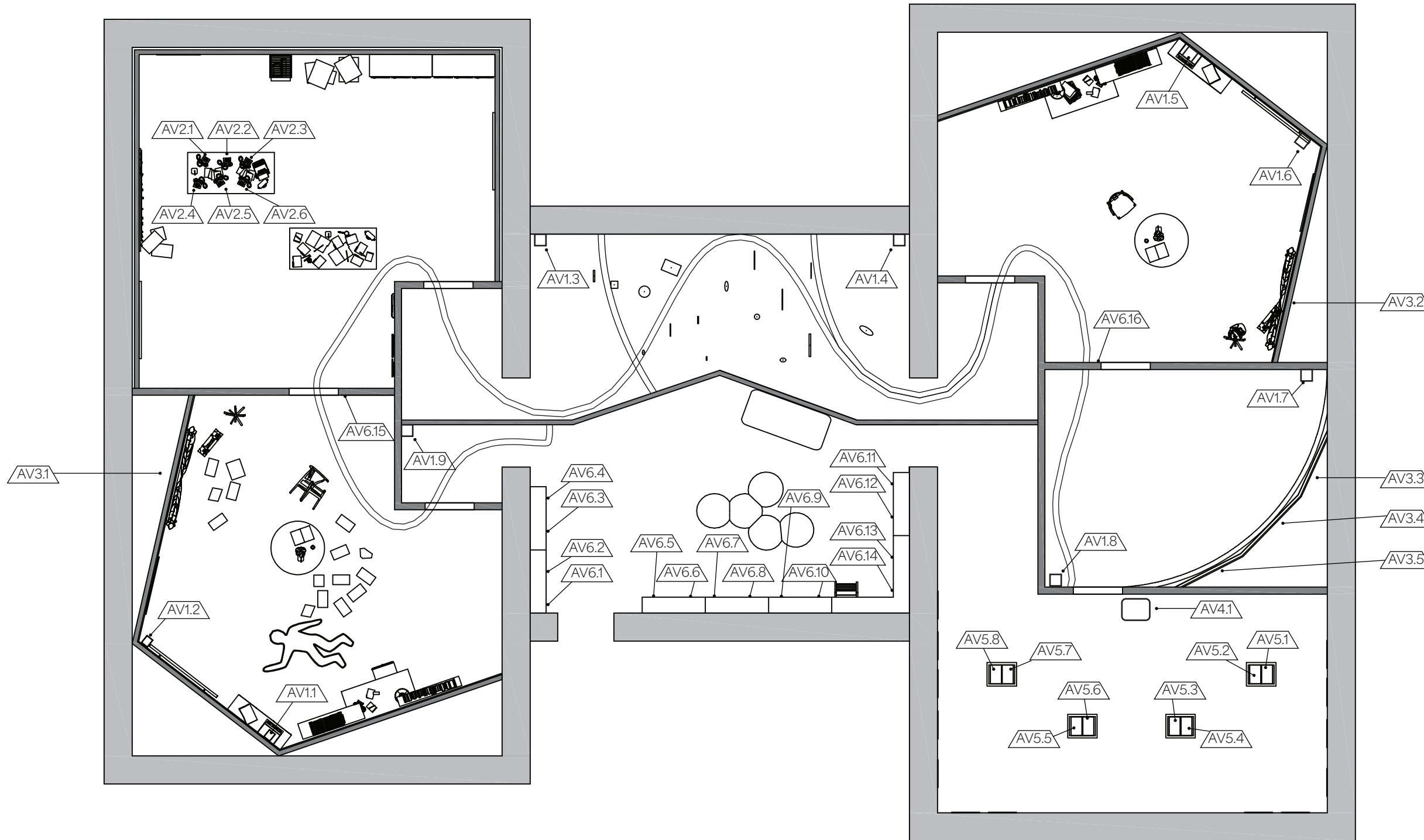
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Graphic Location Plan

DRAWING NUMBER:
EX.04.03

• AV PLAN



1 AV PLAN
Scale: 1/8" = 1'-0"

PROJECT:
MOTIVE & MIND

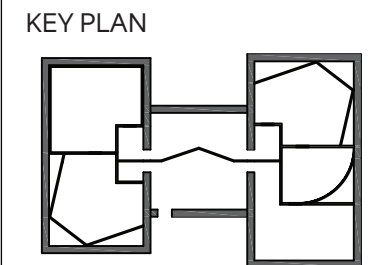
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VENUE:
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SCALE:
As noted

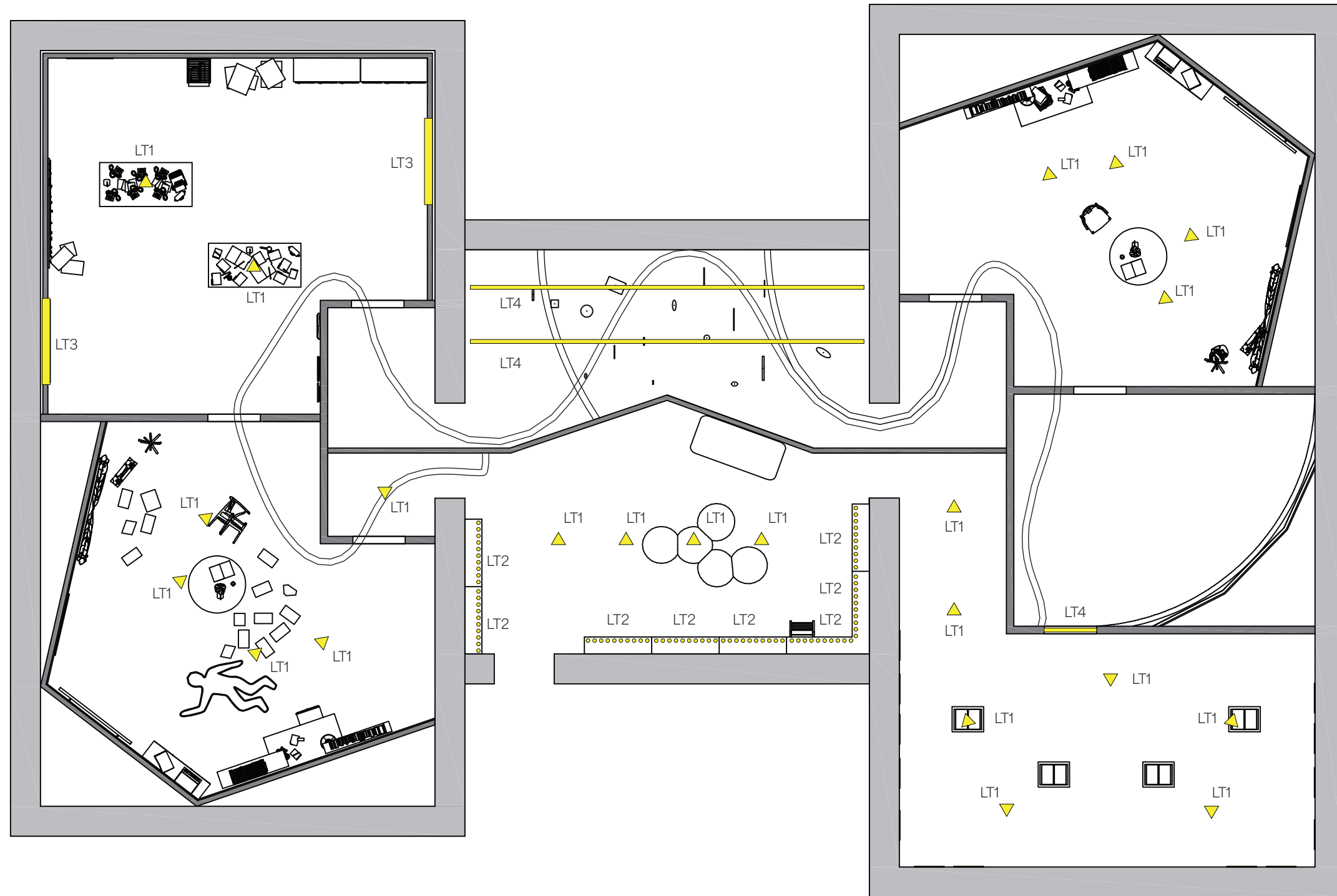
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
AV Plan

DRAWING NUMBER:
EX.04.04

LIGHTING PLAN



1 LIGHTING PLAN
Scale: 1/8" = 1'-0"

PROJECT:
MOTIVE & MIND

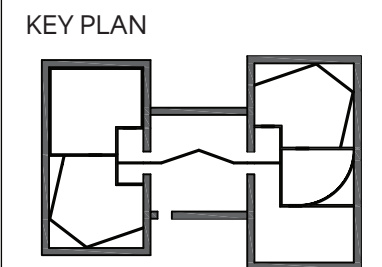
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VENUE:
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As noted

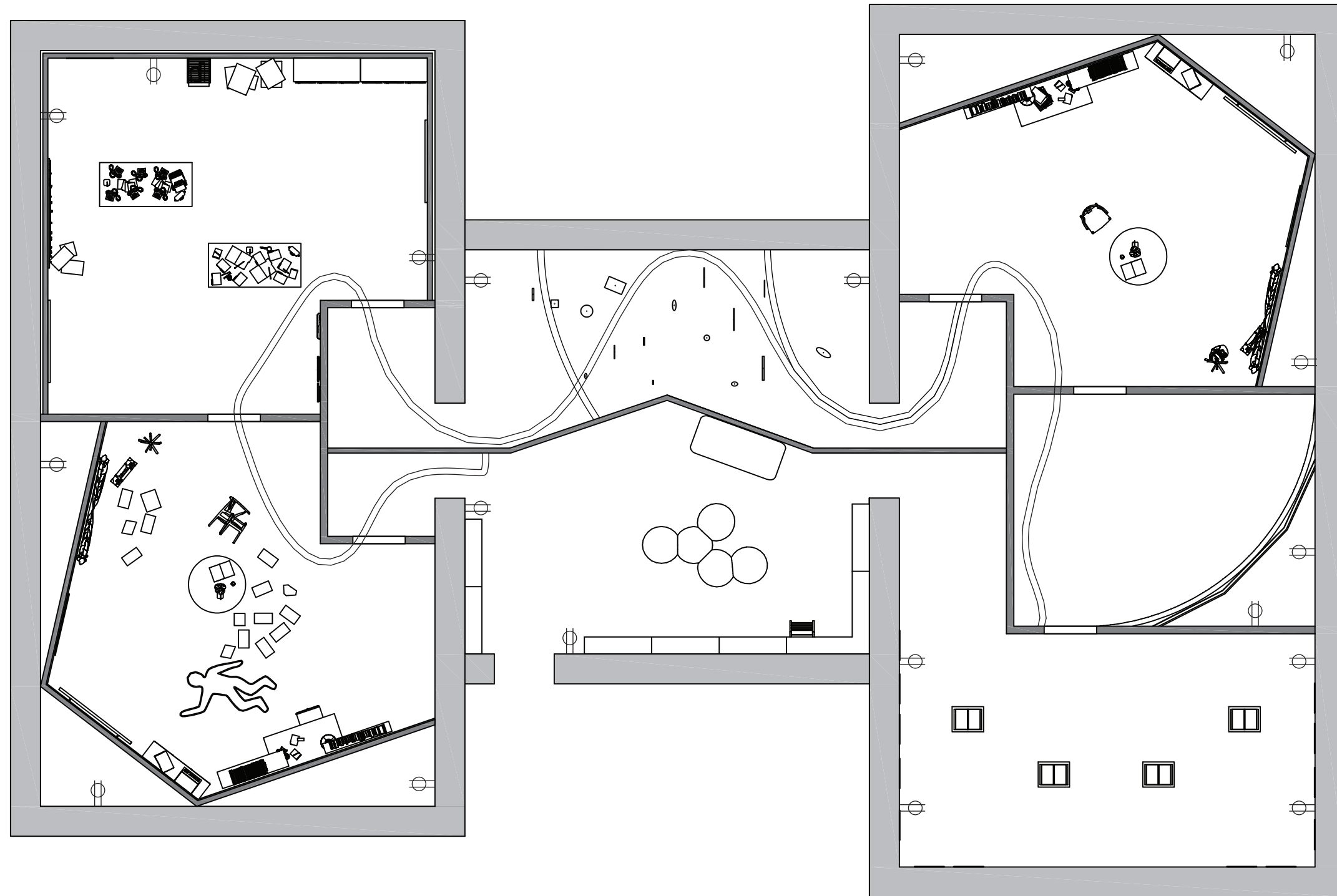
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Lighting Plan

DRAWING NUMBER:
EX.04.05

POWER AND DATA PLAN



1 POWER AND DATA PLAN
Scale: 1/8" = 1'-0"

PROJECT:
**MOTIVE &
MIND**

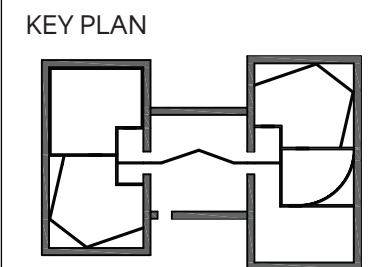
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DESIGNER:
Tanishka Samant

CLIENT:
 Penguin
Random
House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

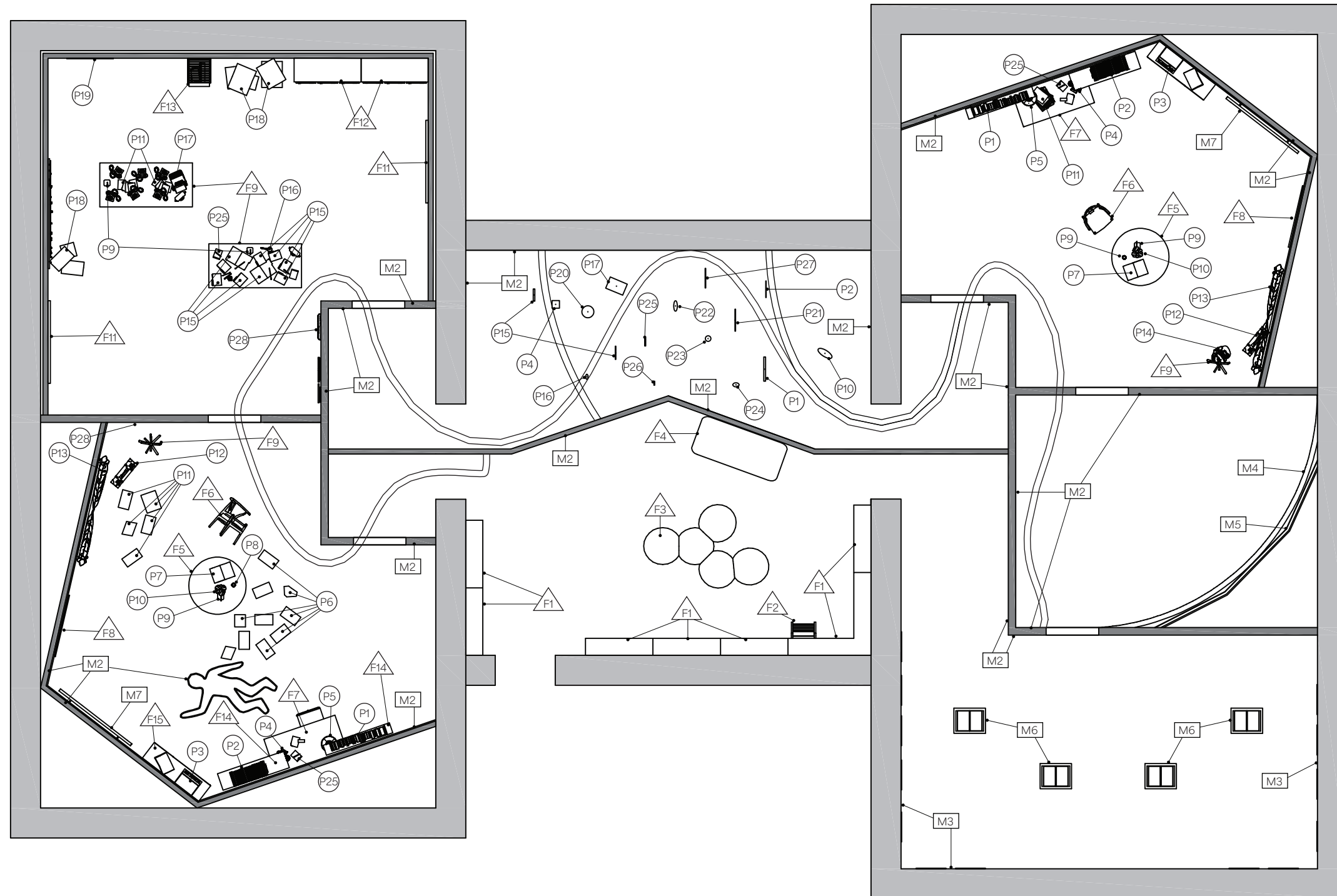
STATUS
100% DD

DRAWING NAME:
Power and Data Plan

DRAWING NUMBER:
EX.04.06

• PROP, FURNITURE AND MATERIAL PLAN

M1 → All built in walls with face treatment as specified



1 PROP, FURNITURE AND MATERIAL PLAN
Scale: 1/8" = 1'-0"

PROJECT:
MOTIVE & MIND

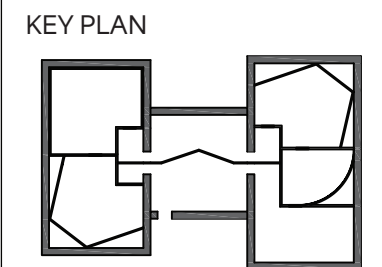
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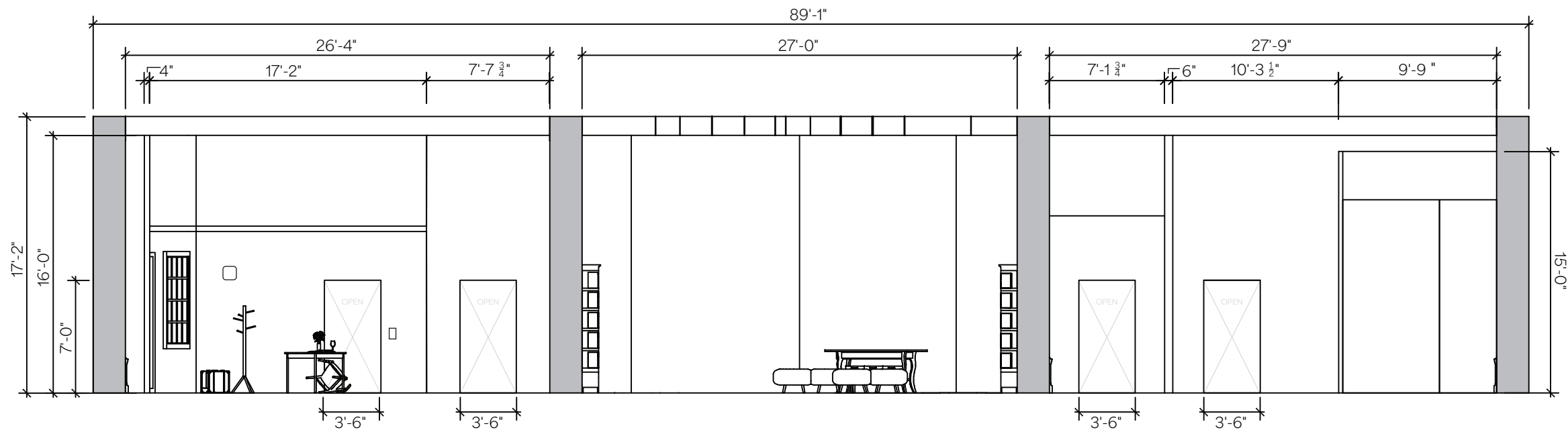
DATE:
12/12/2025

STATUS
100% DD

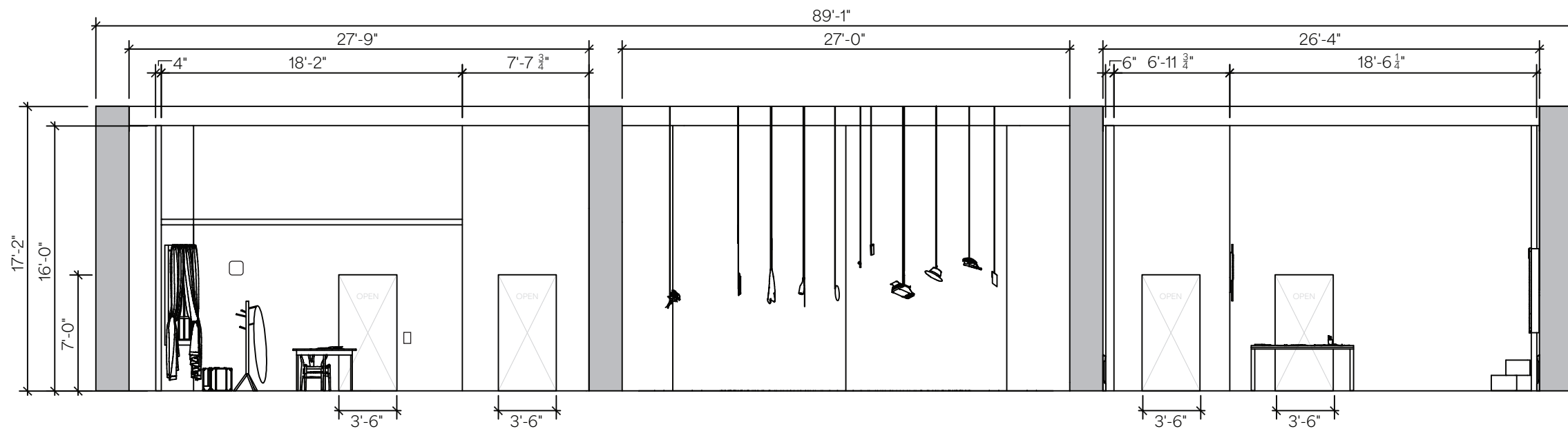
DRAWING NAME:
Prop, Furniture and Material Plan

DRAWING NUMBER:
EX.04.07

OVERALL SECTIONS



1 FRONT AREAS SECTION
Scale: 1/8" = 1'-0"



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

PROJECT:
MOTIVE & MIND

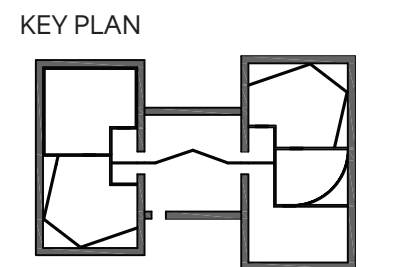
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Tanishka Samant

CLIENT:
 Penguin Random House

VENUE:
The Morgan Library & Museum The Morgan Stanley Galleries



SCALE:
As noted

DATE:
12/12/2025

STATUS
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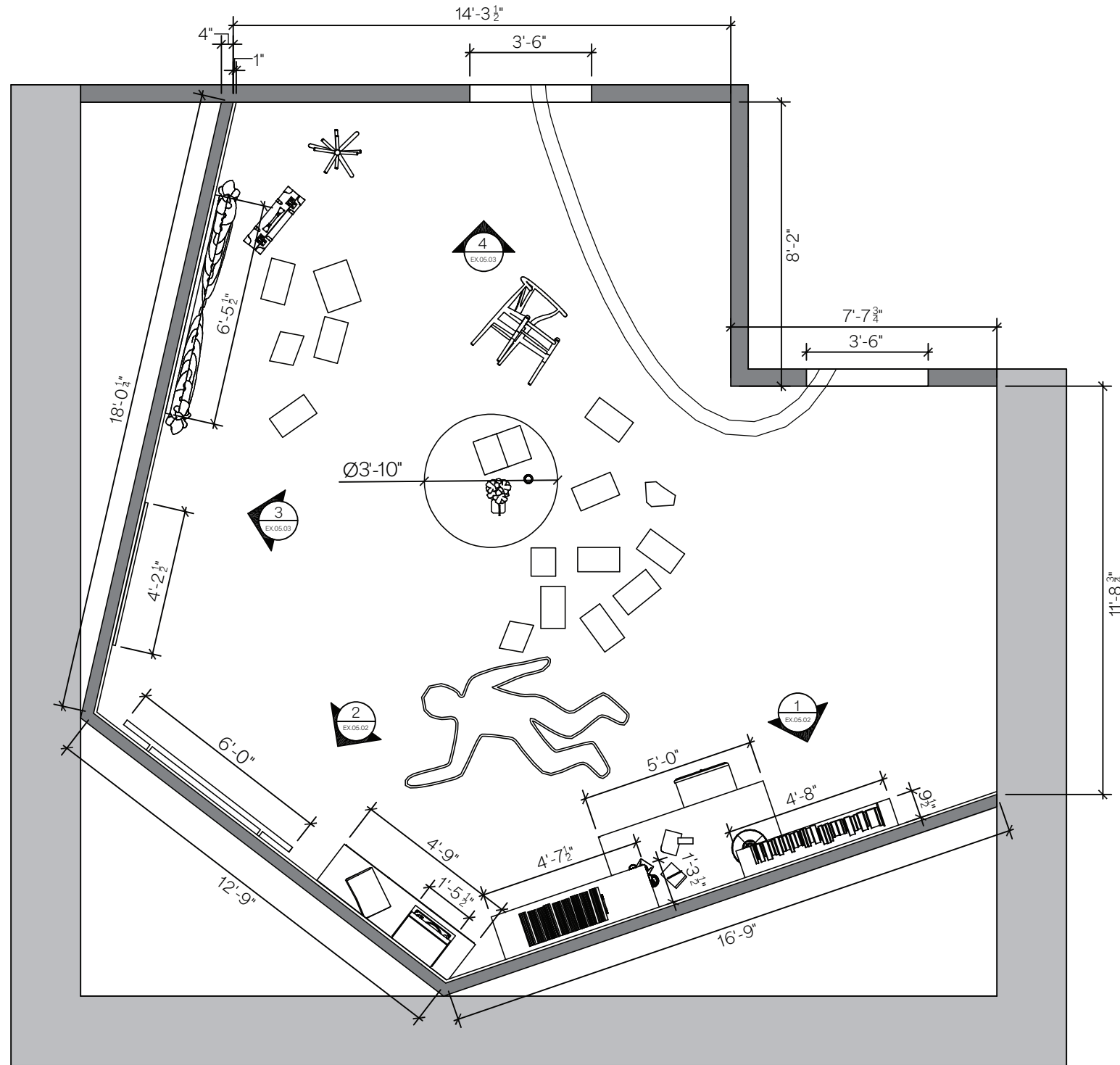
DRAWING NAME:
Overall Sections

DRAWING NUMBER:
EX.04.08

• **EXHIBIT DETAILS** •



02. ACT 1



1 PLAN VIEW
Scale: 1/4" = 1'-0"

PROJECT:
MOTIVE & MIND

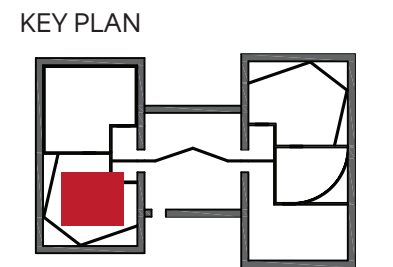
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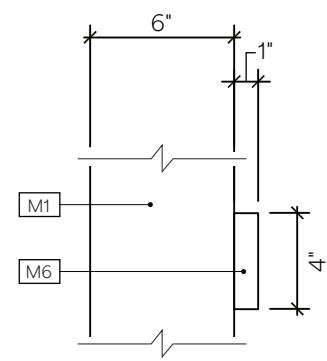
DATE:
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STATUS
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DRAWING NAME:
Act 1 Plan View

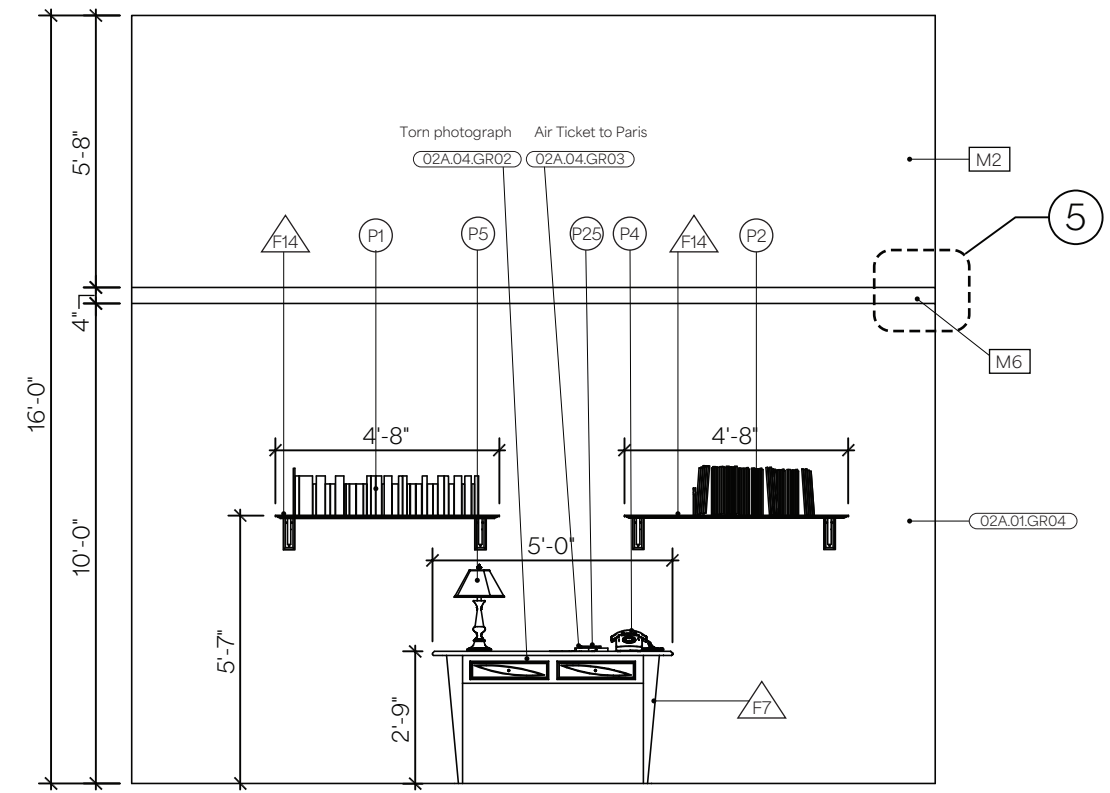
DRAWING NUMBER:
EX.05.01

02. ACT 1

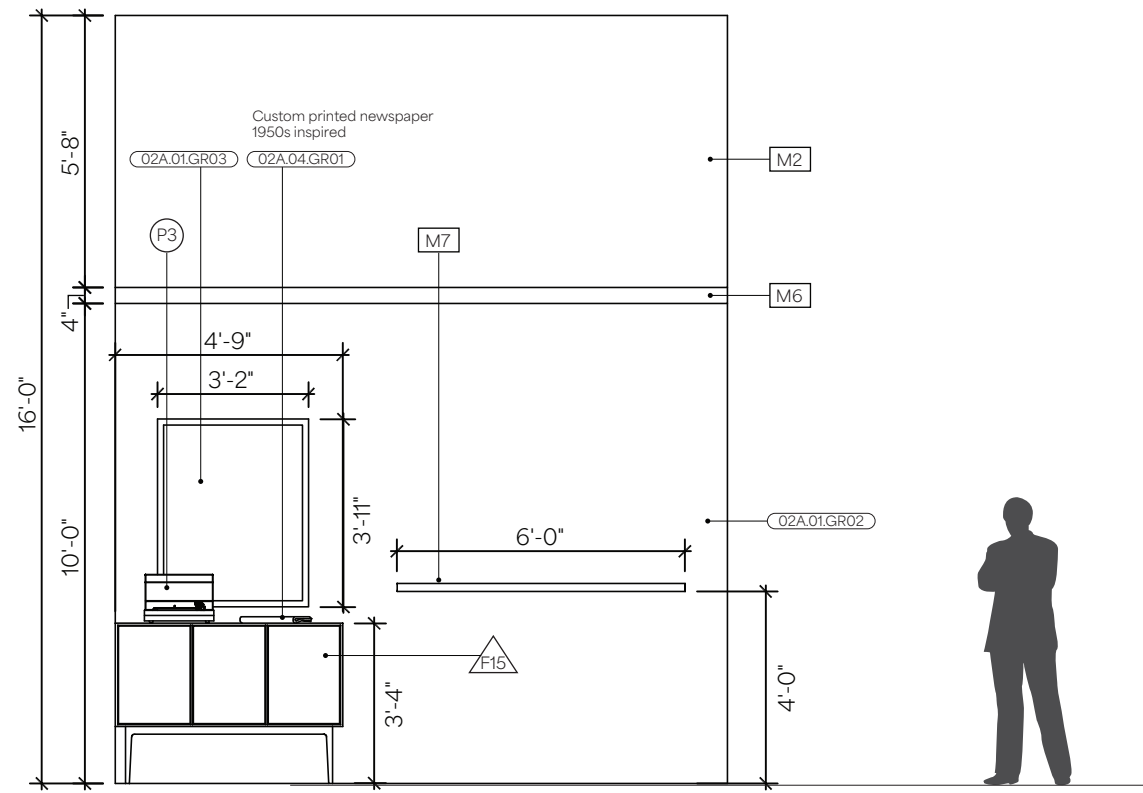


All the walls in this space have the same construction.

5 WALL DETAIL SIDE
Scale: 1 1/2" = 1'-0"



1 WALL ELEVATION
Scale: 1/4" = 1'-0"



2 WALL ELEVATION
Scale: 1/4" = 1'-0"

PROJECT:
MOTIVE & MIND

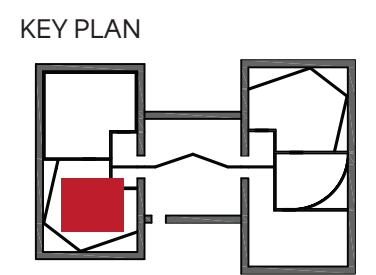
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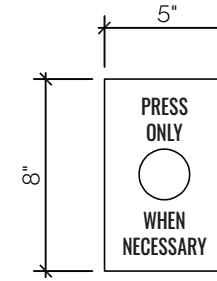
DATE:
12/12/2025

STATUS
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DRAWING NAME:
Act 1 Wall Elevations

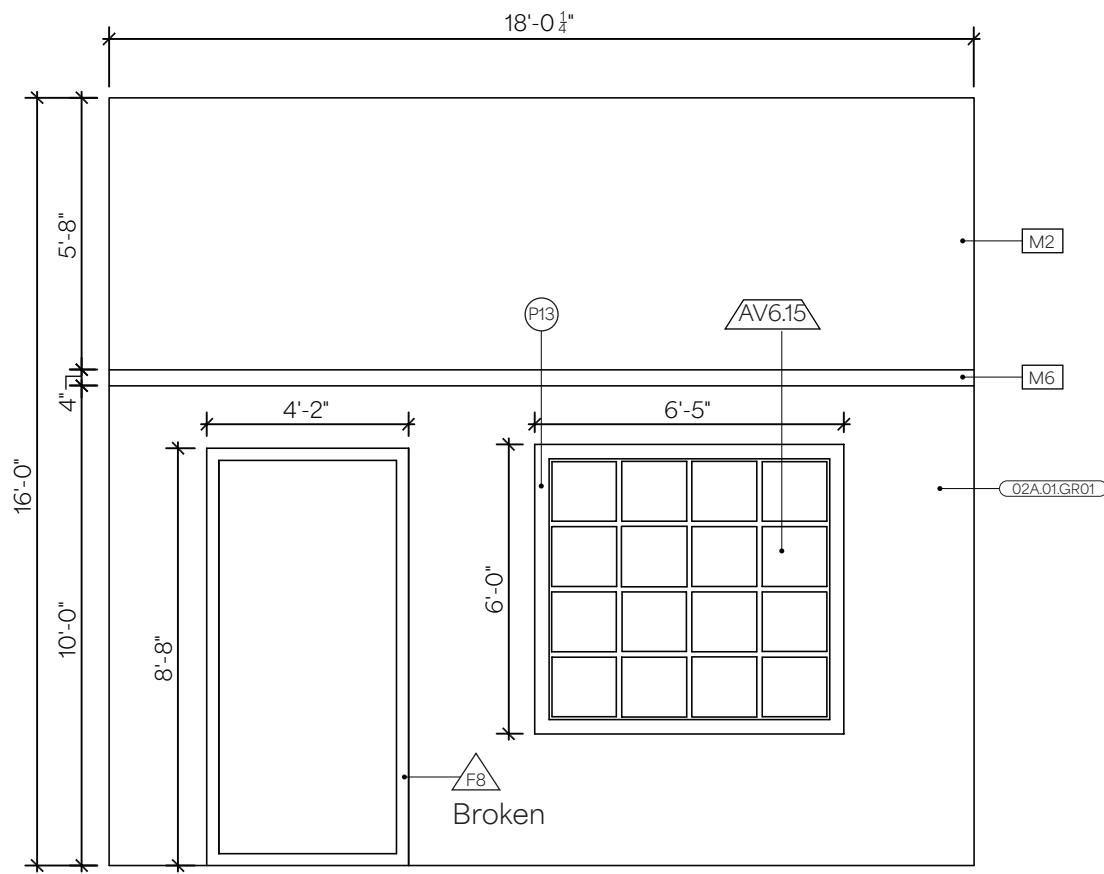
DRAWING NUMBER:
EX.05.02

02. ACT 1

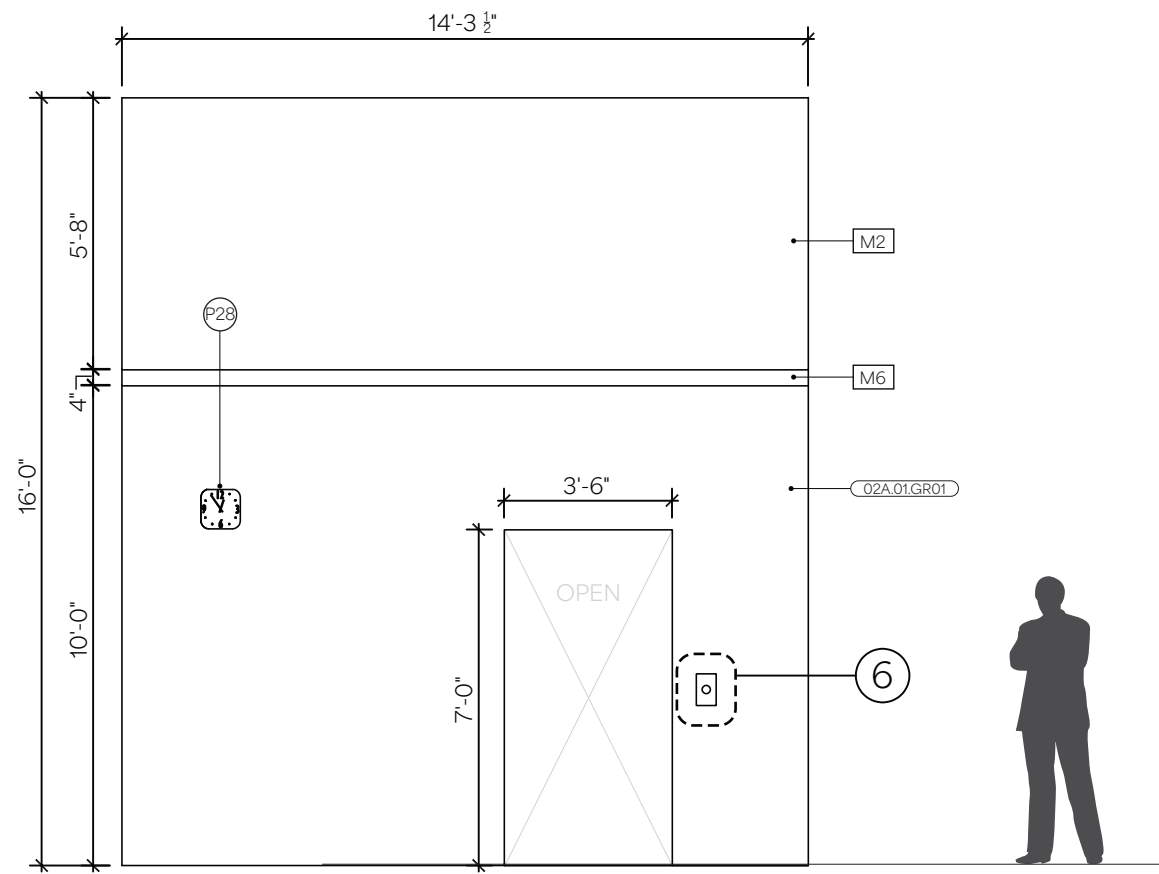


AV6.15
 Button activates spotlights directed at clues and act as hints when visitors are stuck.

6 AV DETAIL
 Scale: 1 1/2" = 1'-0"



3 WALL ELEVATION
 Scale: 1/4" = 1'-0"



4 WALL ELEVATION
 Scale: 1/4" = 1'-0"

PROJECT:
MOTIVE & MIND

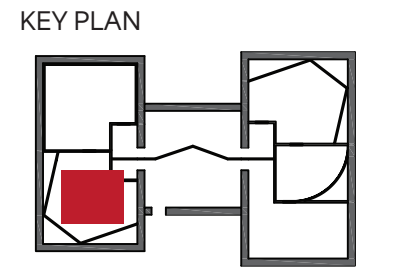
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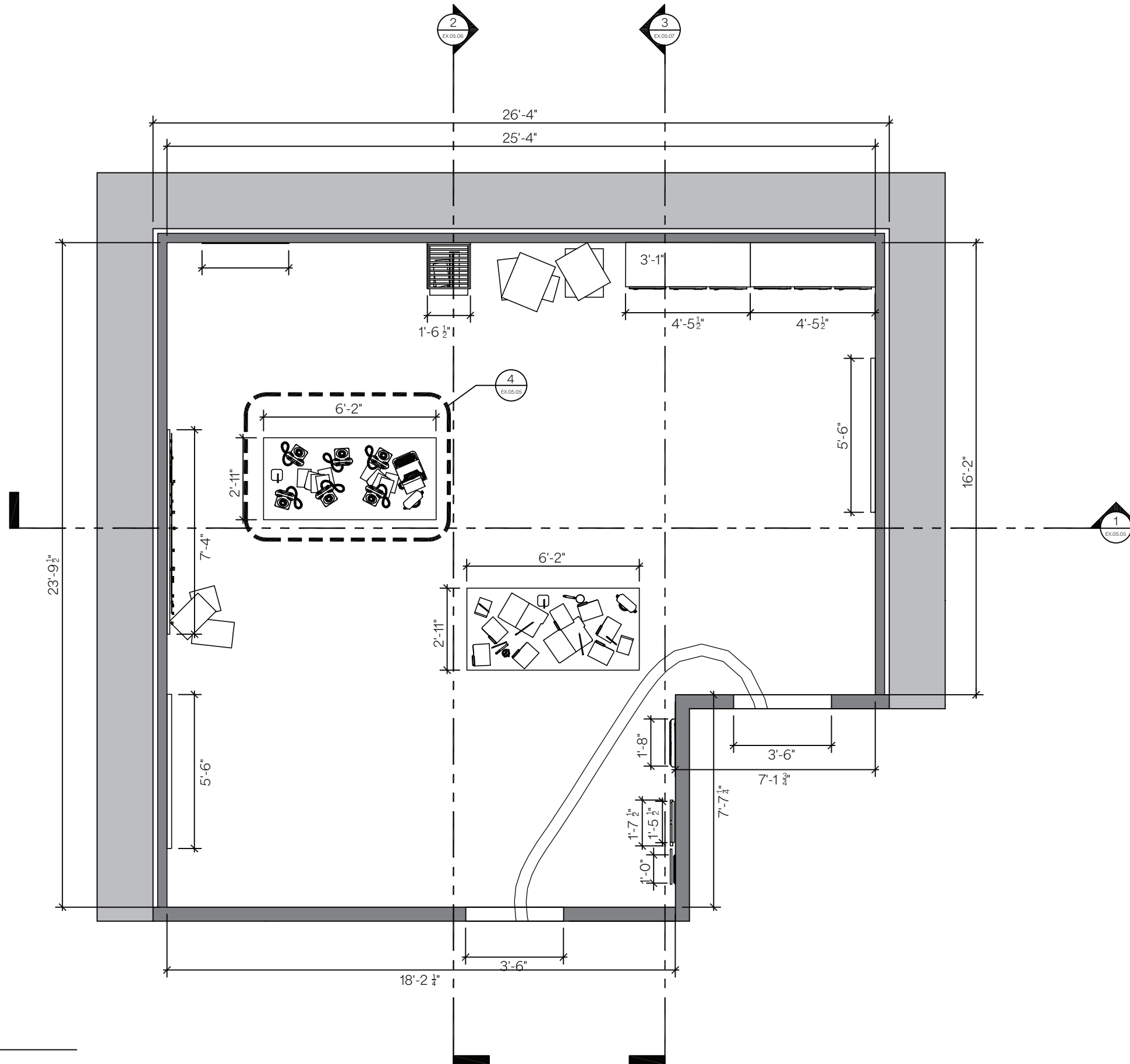
DATE:
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STATUS
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DRAWING NAME:
 Act 1 Wall Elevations

DRAWING NUMBER:
EX.05.03

03. ACT 2



1 PLAN VIEW
Scale: 1/4" = 1'-0"

PROJECT:
MOTIVE & MIND

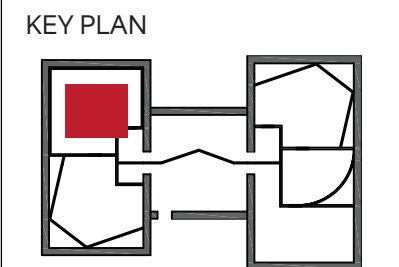
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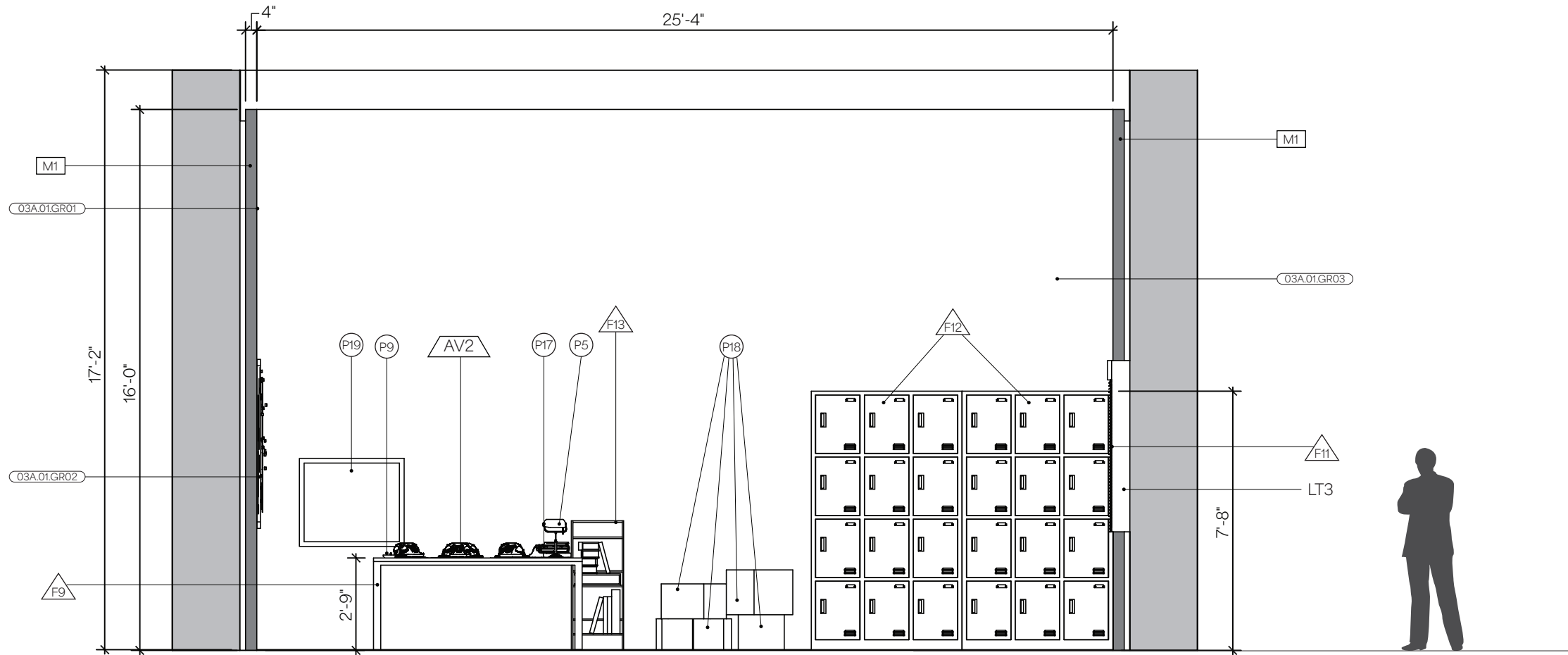
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Act 2 Plan View

DRAWING NUMBER:
EX.05.04

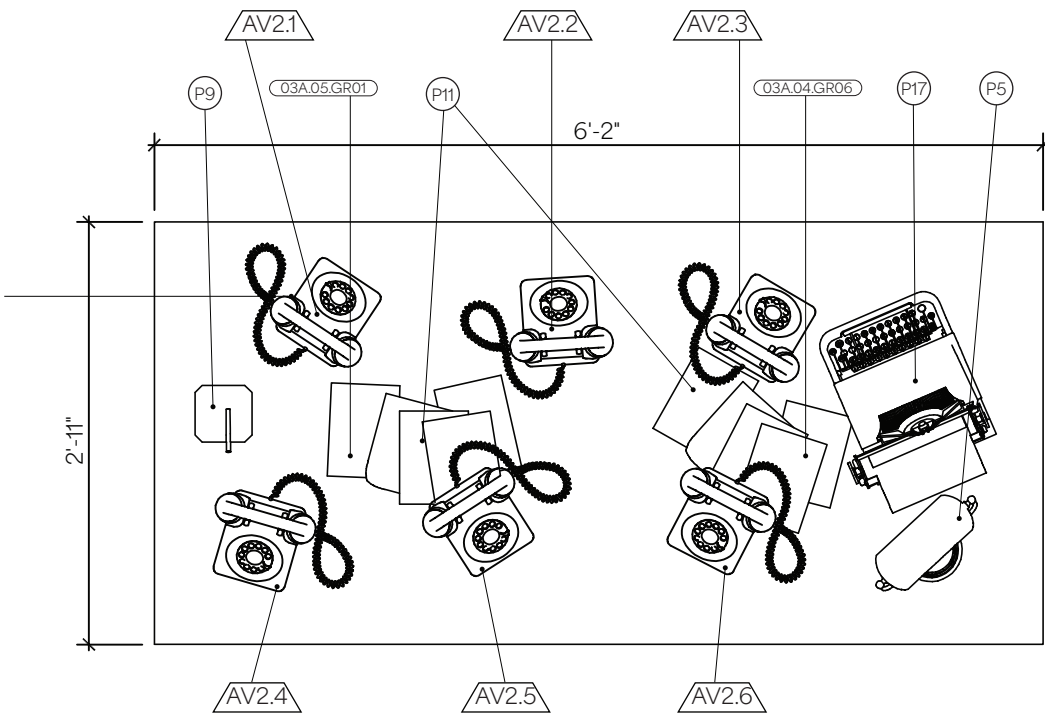
03. ACT 2



1 SECTION ELEVATION
Scale: 1/4" = 1'-0"

Telephones with custom programmed audio that ring one by one as visitors analyze evidence in the room. Visitors interact by picking up the calls to hear recordings from three possible suspects or witnesses. They also dial a phone number found through clues to access the audio of the victim's friend.

4 INTERACTIVE DETAIL
Scale: 3/4" = 1'-0"



PROJECT:
MOTIVE & MIND

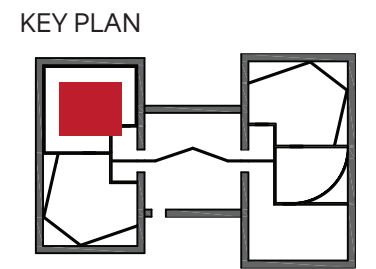
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SCALE:
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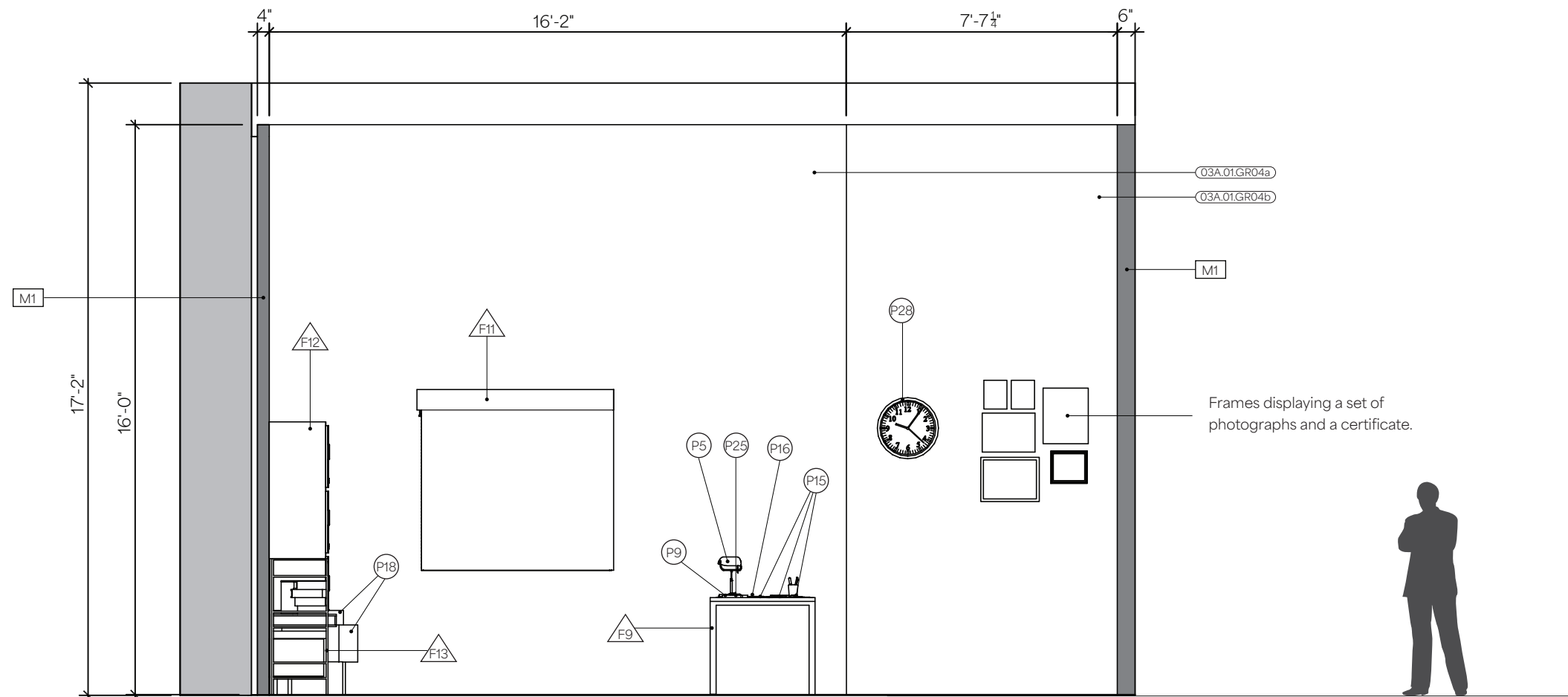
DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Act 2 Section and Detail

DRAWING NUMBER:
EX.05.05

03. ACT 2



PROJECT:
MOTIVE & MIND

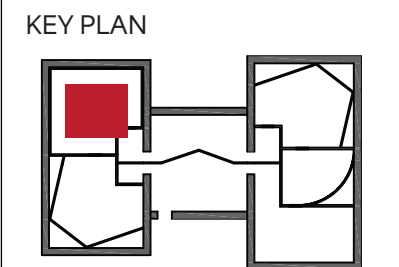
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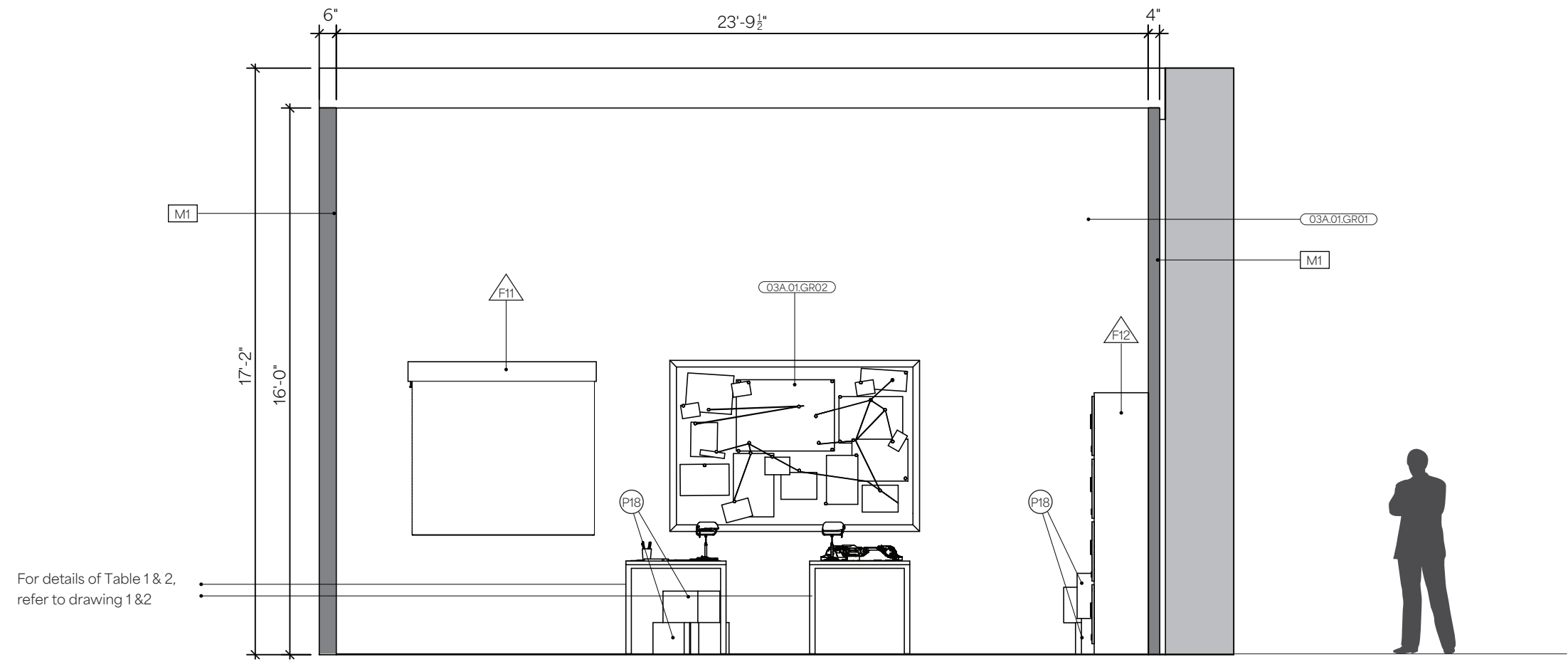
STATUS
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DRAWING NAME:
Act 2 Section Elevation

DRAWING NUMBER:
EX.05.06

2 SECTION ELEVATION
Scale: 1/4" = 1'-0"

03. ACT 2



PROJECT:
MOTIVE & MIND

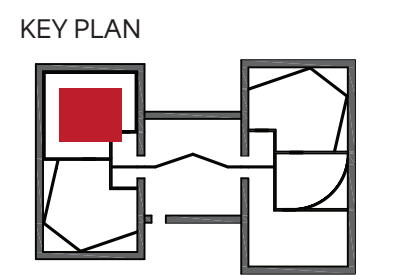
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SCALE:
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DATE:
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STATUS
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DRAWING NAME:
 Act 2 Section Elevation

DRAWING NUMBER:
EX.05.07

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

• PHYSICAL MODEL



Physical Model depicting differences between protagonist's apartment (before and after the crime) in Act 1 & Act 3.

PROJECT:

**MOTIVE &
MIND**

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DESIGNER:

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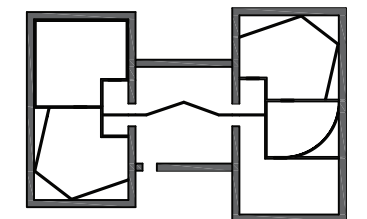
CLIENT:



VENUE:

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KEY PLAN



SCALE:

As noted

DATE:

12/12/2025

STATUS

100% DD

DRAWING NAME:

Physical Model

DRAWING NUMBER:

EX.05.08

• PHYSICAL MODEL



Act 1

PROJECT:
MOTIVE & MIND

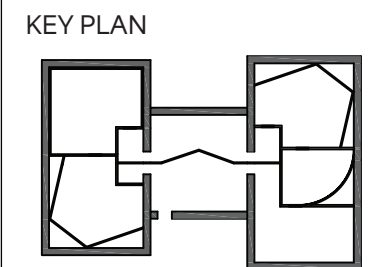
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DATE:
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STATUS
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DRAWING NAME:
Physical Model

DRAWING NUMBER:
EX.05.09

PHYSICAL MODEL



Act 3

PROJECT:
MOTIVE & MIND

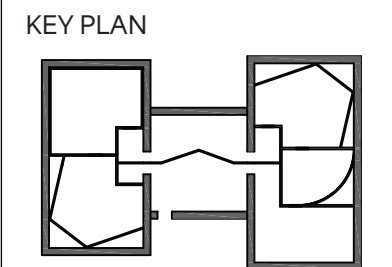
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SCALE:
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DATE:
12/12/2025

STATUS
100% DD

DRAWING NAME:
Physical Model

DRAWING NUMBER:
EX.05.10

The background is black with numerous red splatters and ink blots of various sizes and shapes scattered across it. The largest splatters are concentrated in the upper right and lower left areas, while smaller ones are more densely packed in the lower left.

THE END.