

make **your**  
**best** move

**100% DESIGN DEVELOPMENT PACKAGE**  
JOSE CAMPOS GOMEZ

**GRADUATE THESIS**  
MA Exhibition and Experience Design  
SUNY Fashion Institute of Technology



# GOOGLE, STEP UP:MAKE YOUR BEST MOVE

PIAZZA CASTELLO, Torino, Italy

## EXHIBIT DESIGN

100% PHASE NAME - DECEMBER, 9TH 2022

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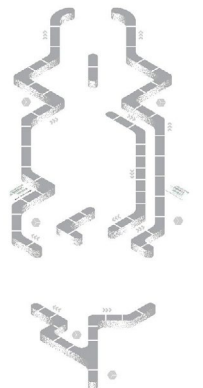


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Key Plan:



Drawing Title:  
**DRAWING LIST**

Date: 12.07.22

Scale: N/A

Drawn By: Jose Campos

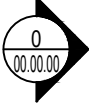

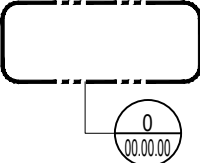
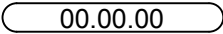
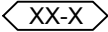






Dwg No.:

**EX-00.01**

**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**

-  ELEVATION TAG
-  SECTION REFERENCE TAG
-  DETAIL REFERENCE TAG
-  ITEM REFERENCE TAG
-  FINISH TYPE TAG
-  DUPLEX RECEPTACLE OUTLET  
DISCUSS CHILD SAFE OPTIONS
-  QUAD RECEPTACLE OUTLET
-  DATA RECEPTACLE OUTLET
-  RECESSED COMBINED DUPLEX POWER & DATA RECEPTACLE OUTLET
-  WALL SWITCH
-  EXIT SIGN

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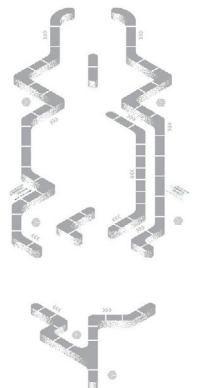


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Key Plan:



Drawing Title:  
**GRAPHIC SYMBOLS**

Date: 12.05.22  
Scale: As Noted  
Drawn By: Jose Campos  
Dwg No.:

**EX-00.02**

# EXECUTIVE SUMMARY

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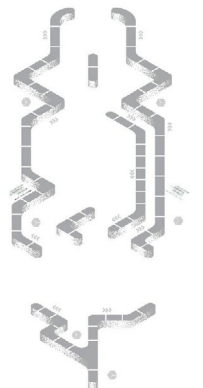


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Drawing Title:  
**EXECUTIVE  
SUMMARY**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-01.00**



# Thesis Statement



Exhibition and Experience Design is an industry that has to bear different challenges when it comes to sustainability. Some pop-up experiences are made to last only for a short time, creating waste that negatively impacts our planet. However, an architectural concept known as a timeless design could potentially create a framework for changing the aesthetic approach and reducing the carbon footprint. This could ultimately help designers to conceive structures that last longer thanks to a more holistic perspective.

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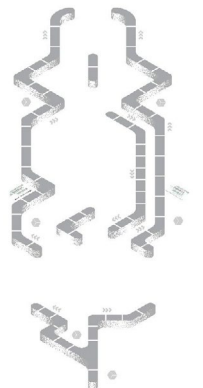


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Drawing Title:  
THESIS  
STATEMENT

Date: 11.22.22

Scale: N/A

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EX-01.01

# Conceptual Approach

**Step Up: Make you best move** is a travelling exhibition that has the goal to raise awareness on Climate Change. In a giant board game set-up, the exhibition will take public spaces around the globe. Visitors will be challenged in physical and cognitive collaborative fun activities that illustrate the environmental problems globally and locally. Carrying an optimistic tone the exhibition wants visitors to take away some best-practices that are at hand and a sustainable mindset.

Google sustainability will be introduced as an ally to fight climate change and will introduce its mission and some of its products.

## Why

- Create buzz around the world
- Catch the attention of the media
- Create an impactful storytelling on social media.

## Where

- Main squares or public spaces of medium size cities that are not metropolis.
- Cities with historical or geographical relevance in the country.

## When

- Transportation, fabrication, weather conditions and carbon footprint are considered.
- It will be carried out during the summer or spring, preferably in low rain season.

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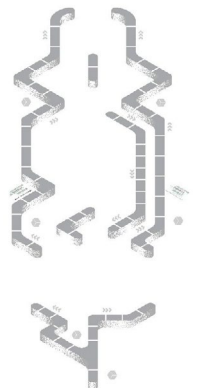


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Drawing Title:  
**CONCEPTUAL  
APPROACH**

Date: 11.22.22

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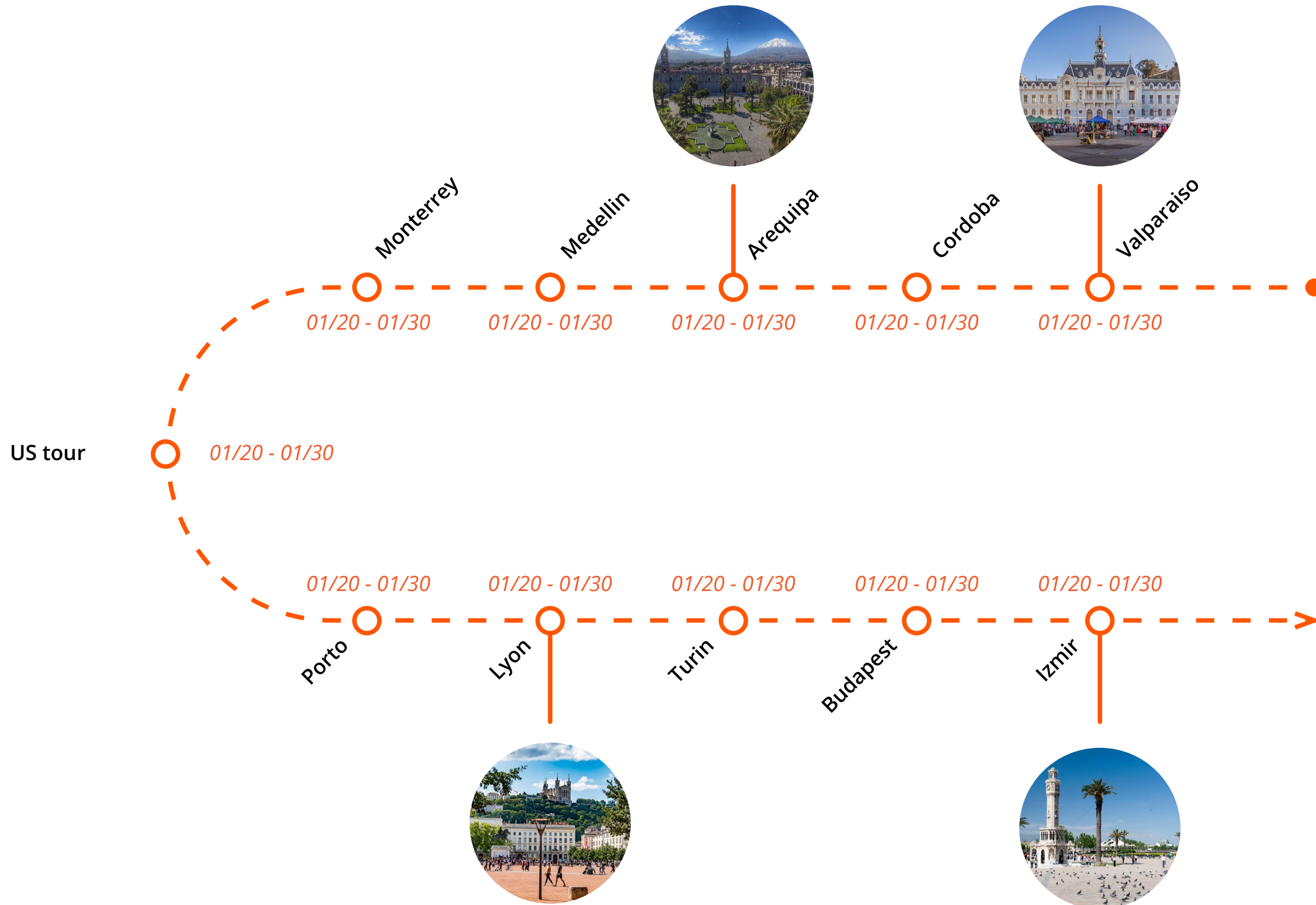
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**EX-01.02**



# Travelling Schedule



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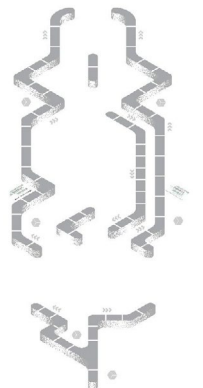


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Drawing Title:  
**TRAVELLING SCHEDULE**

Date: 11.22.22

Scale: N/A

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**EX-01.03**

Client



“We unify our practices, partnerships, and products around a single mission — to foster sustainability at scale. By organizing information about our planet, and making it actionable through technology, we help people make even more positive impact, together.”



Carbon-free Energy by 2030

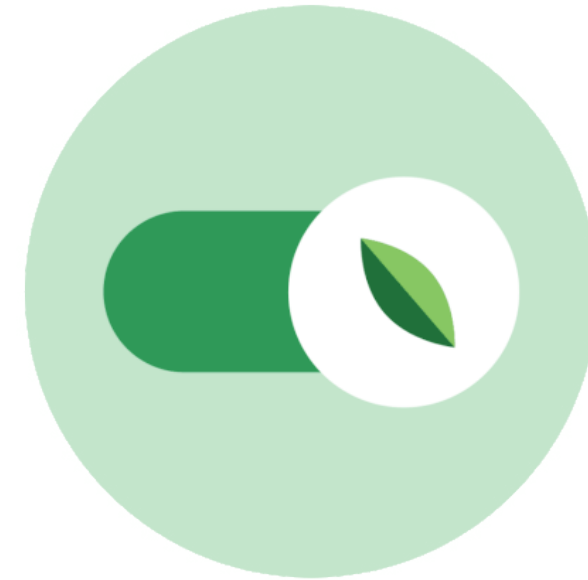


Building for circularity



Supporting others to reach their goals

Google Sustainability



Making it easy to be more sustainable

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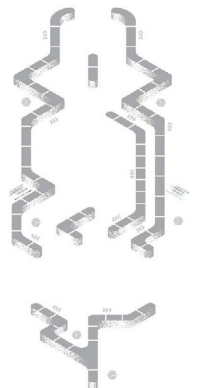


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Drawing Title:

CLIENT

Date: 11.22.22

Scale: N/A

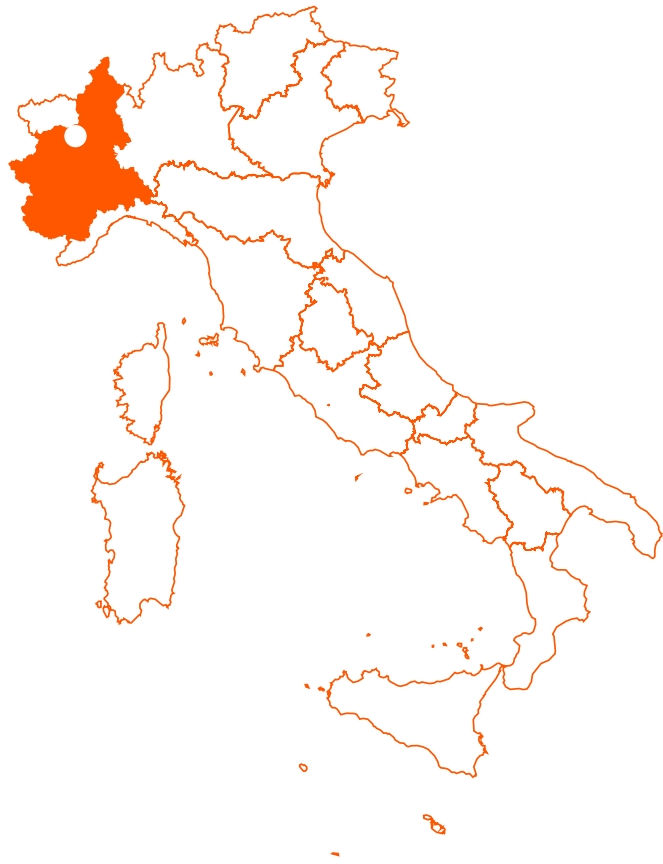
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Dwg No.:

EX-01.04



# Site



## Piazza Castello

Torino, the magical city under the Alps  
Italy

- Massive square with remarkable architecture
- An important point of cultural interest that attracts locals and tourists.
- Strategic accessible location, close to Milan, Switzerland, and France.
- Venue for manifestations, exhibitions and events like the Eurovision contest 2022.

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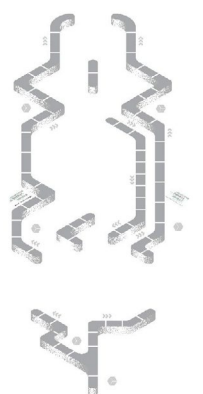


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Key Plan:



Drawing Title:  
SITE

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.05



# Audience



## Primary

### Parents with children

- They live in the city, but they love outdoor activities on weekends.
- Tech enthusiasts
- Experience seekers & Facilitators
- Studiers.



## Secondary

### College students

- Fresh out of high school
- Interested to join environmentalist local organizations
- Explorers
- Strollers

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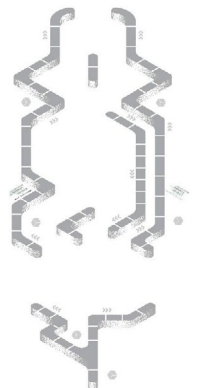


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Key Plan:



Drawing Title:  
AUDIENCE

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.06



## Goals

### Project goals

- Rise awareness on Climate Change around the globe.
- Spark visitors' interest in environmental sustainability.
- Deliver an impactful lesson that can make behavioral changes in visitor's everyday life.
- Introduce Google as an ally to fight Climate Change.
- Get more consumers to use the google tools to be more sustainable.

### Educational goals

- Learn about what are the tangible causes and effects of Climate Change.
- Learn about the good practices to reduce our carbon footprint at home.
- Grasp local environmental challenges and their actors.
- Learn about Google's toolbox that helps to make sustainable choices.
- Assimilate the importance that small contributions are worthy.

### Experience goals

- Feel welcomed and challenged in a vibrant interactive environment.
- Be immersed in serious topics without being judged for not knowing about them.
- Have fun with interactive collaborative educational activities.
- Feel optimistic about the future.
- Feel a special connection with family or friends in a playful set-up.

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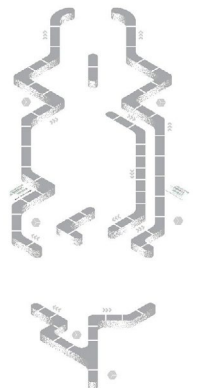


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Drawing Title:  
GOALS

Date: 11.22.22

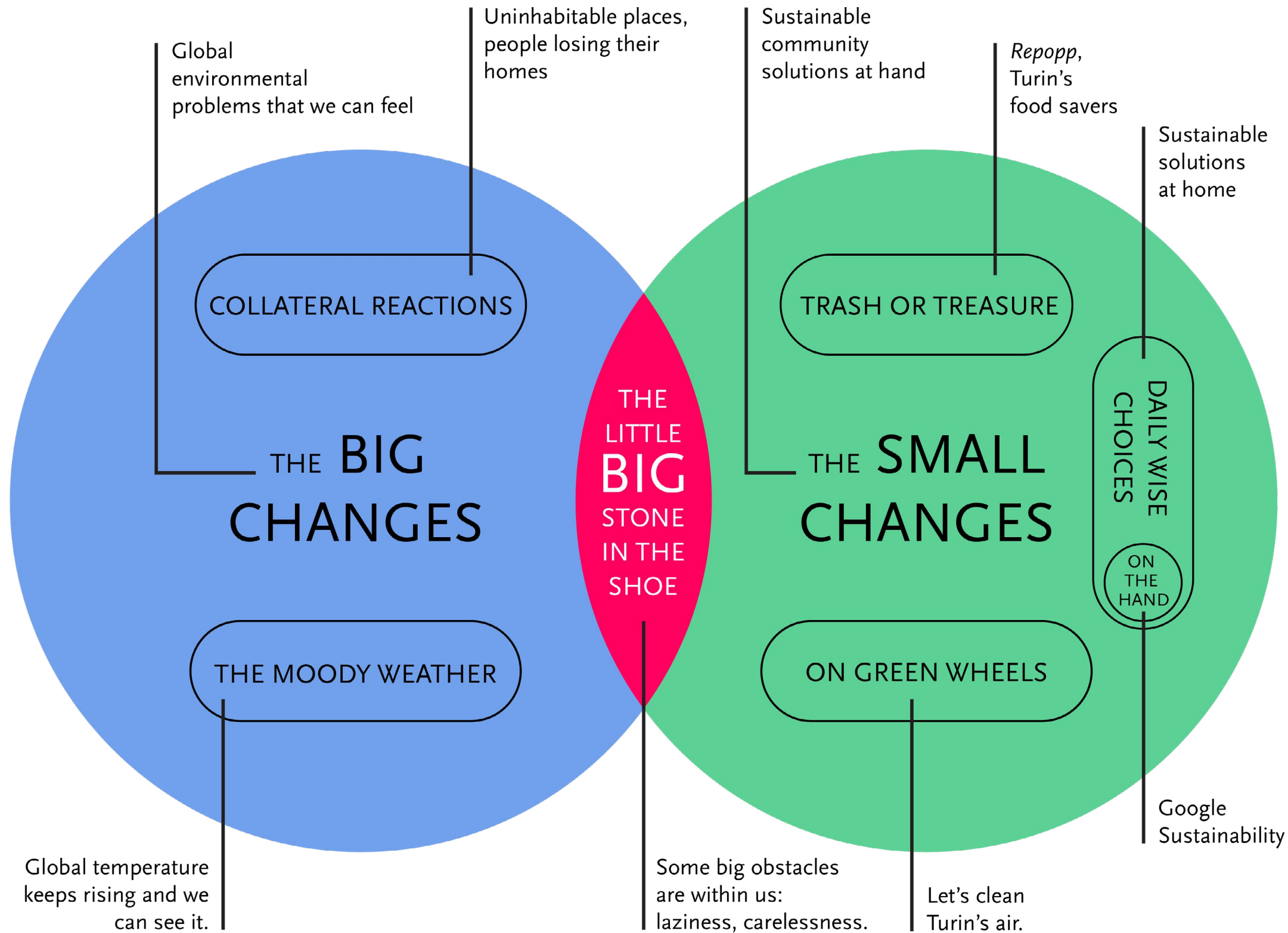
Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.07

# Concept Bubble Diagram



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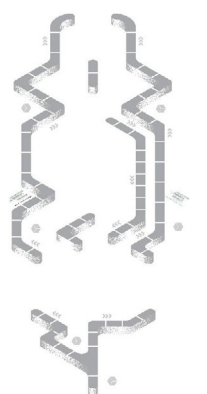


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Key Plan:



Drawing Title:  
CONCEPT  
BUBBLE  
DIAGRAM

Date: 11.22.22

Scale: N/A

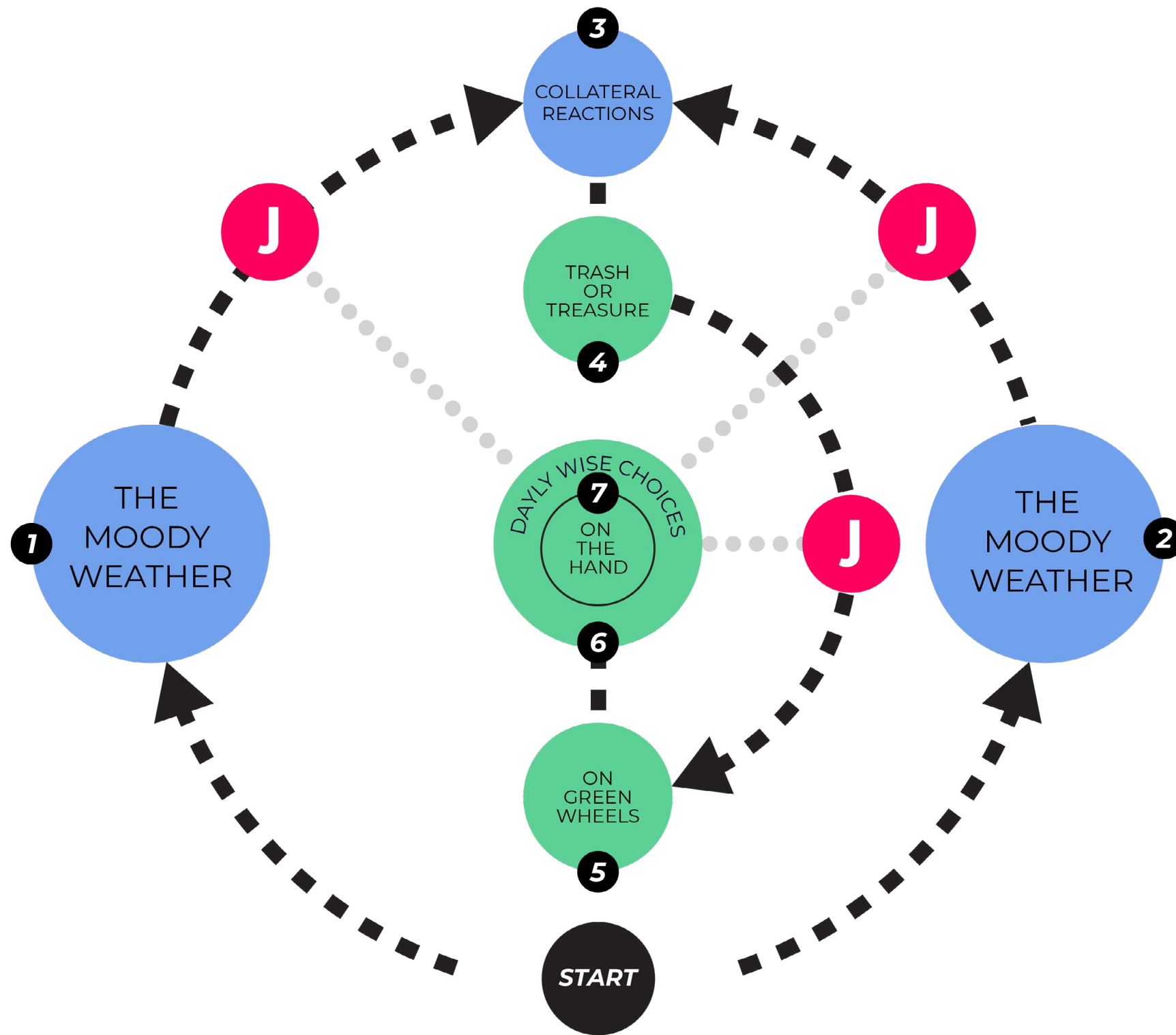
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EX-01.08



# Experience Bubble Diagram



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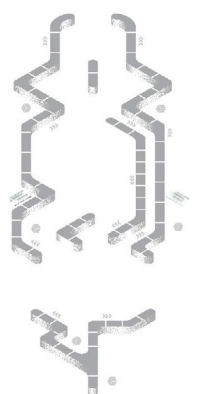


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Drawing Title:  
**EXPERIENCE  
BUBBLE  
DIAGRAM**

Date: 11.22.22

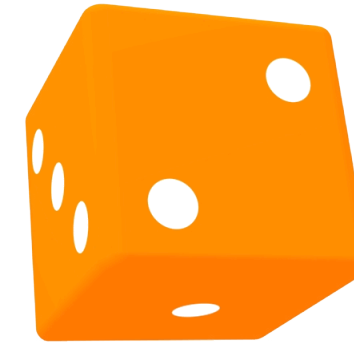
Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-01.09**

# Interpretative Approach



The visitors journey is based on different elements of classic board games. This will allow visitors to engage better with the activities because they will primarily have the motivation to complete the game.

At the same time, this choice will allow to tell the story and format the information in a sequential narrative.

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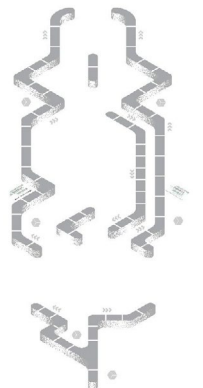


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Key Plan:



Drawing Title:  
INTERPRETATIVE  
APPROACH

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.10



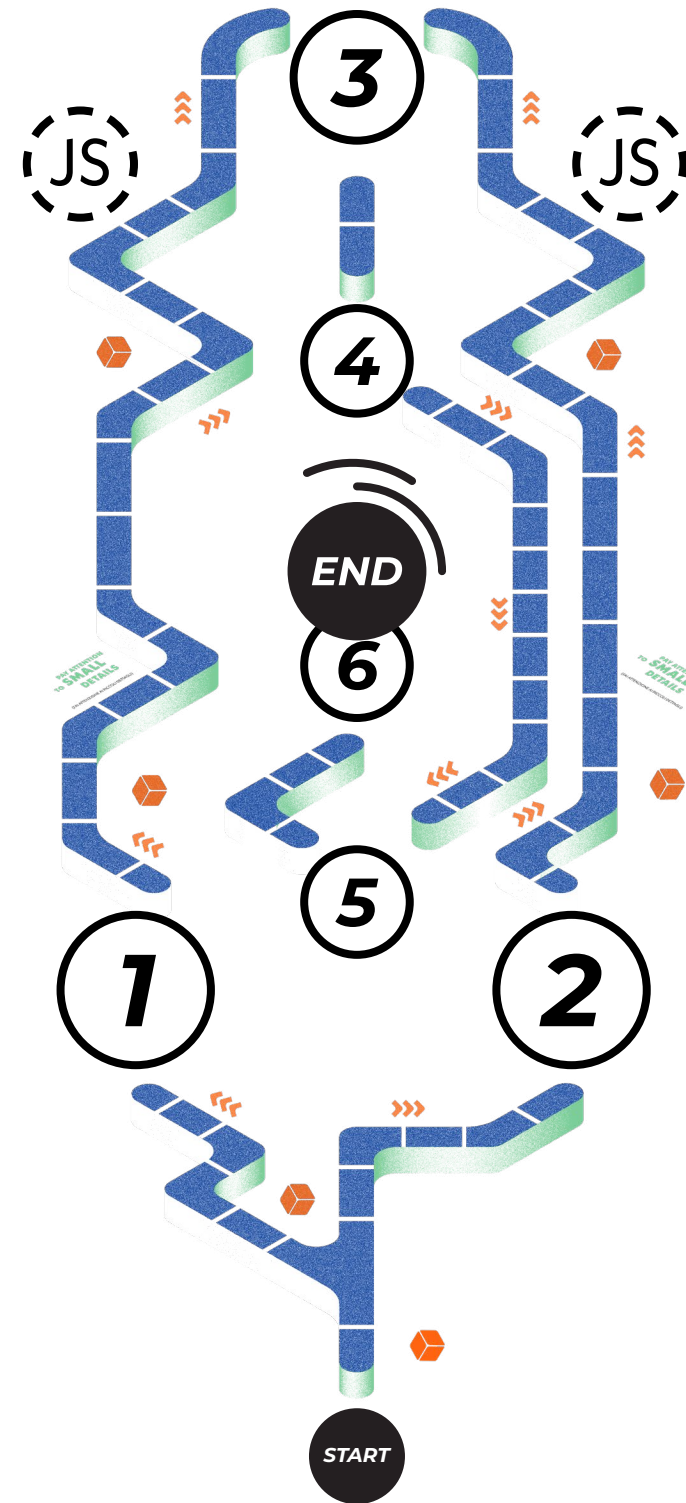
# Logic Diagram

## Mission:

Get to the **END** zone.

## Rules:

- Throw the dice to move forward in the game.
- Players will encounter 6 different adventures along the game path.
- Players will earn a batch after each adventure accomplished.
- Players can get the opportunity to get directly to the **Adventure 6** by taking a challenging quiz at the **Jump Station**.
- To win the access to the **END** zone, players are required to earned 5 batches.



Jose Campos G.

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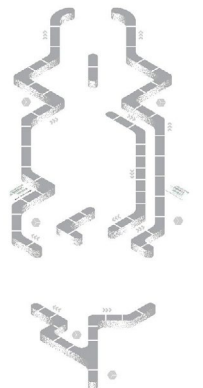


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Drawing Title:  
LOGIC  
DIAGRAM

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Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.11

# The Staff

The experience will be hosted by a group of energetic and charismatic young adults that will be present during the whole journey.



### Responsibilities:

- Help visitors throughout the experience.
- Supervise the correct performance of the activities.
- Provide the medal pins, the free passes and the rewards.
- Control the flow of people.



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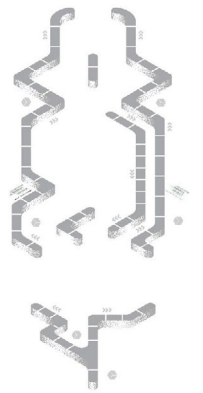


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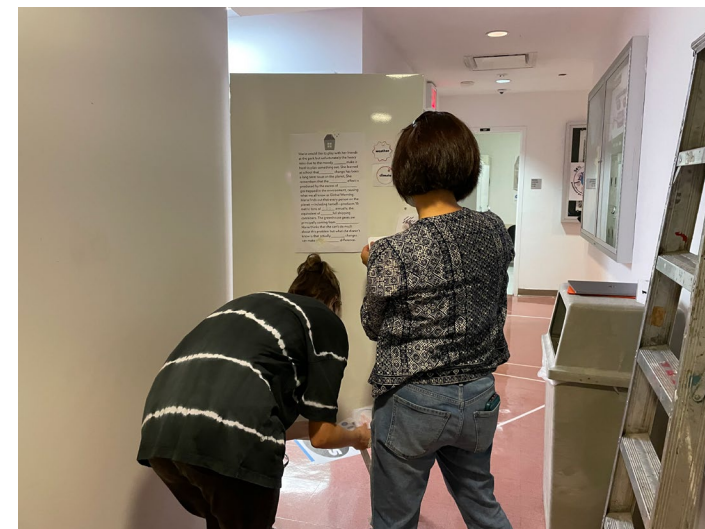
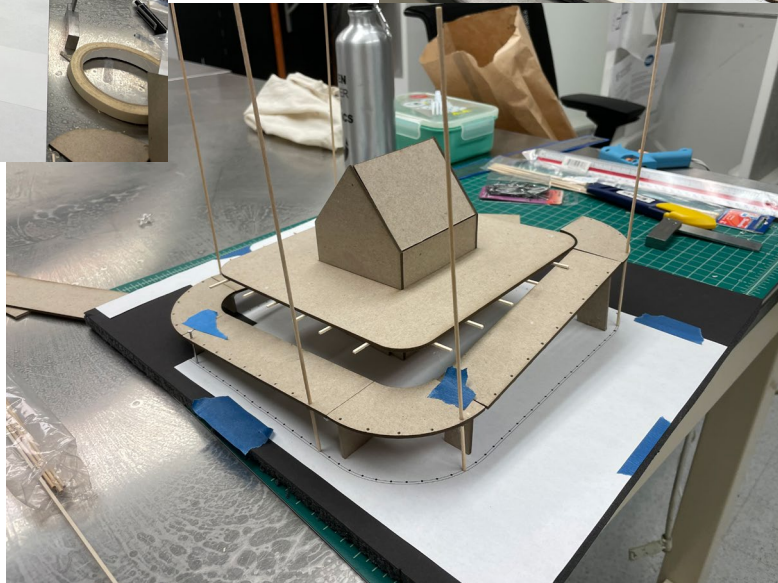
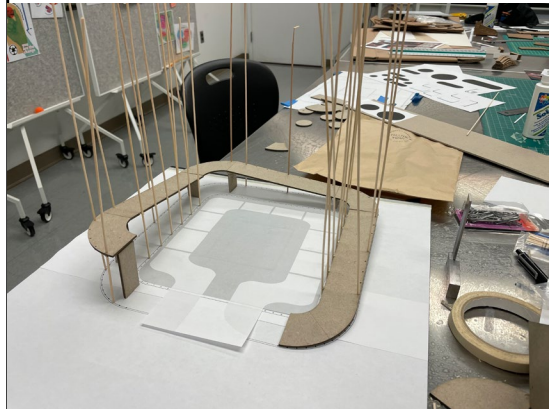
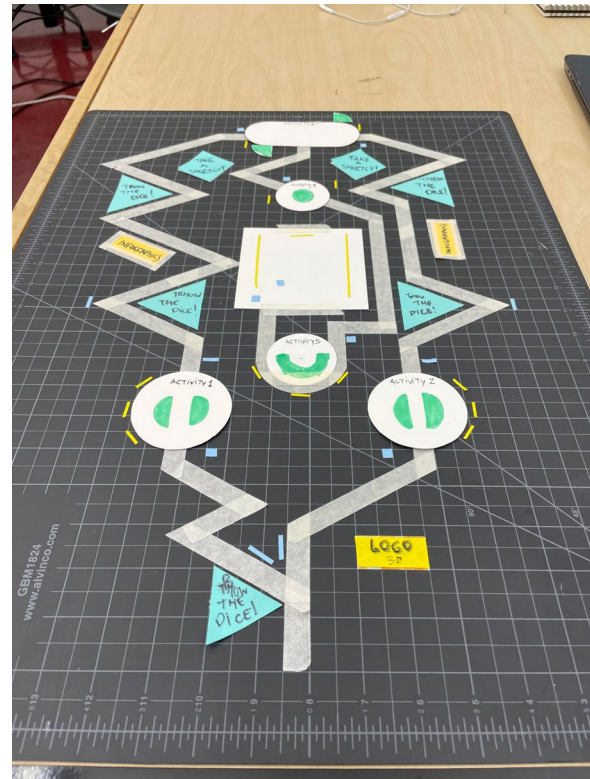
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THE STAFF

Date: 11.22.22  
Scale: N/A  
Drawn By: Jose Campos  
Dwg No.:

EX-01.12



# Process



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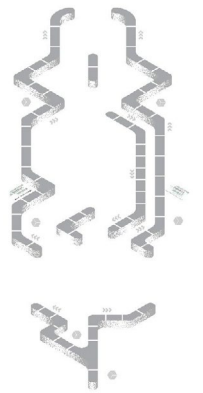


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Key Plan:



Drawing Title:  
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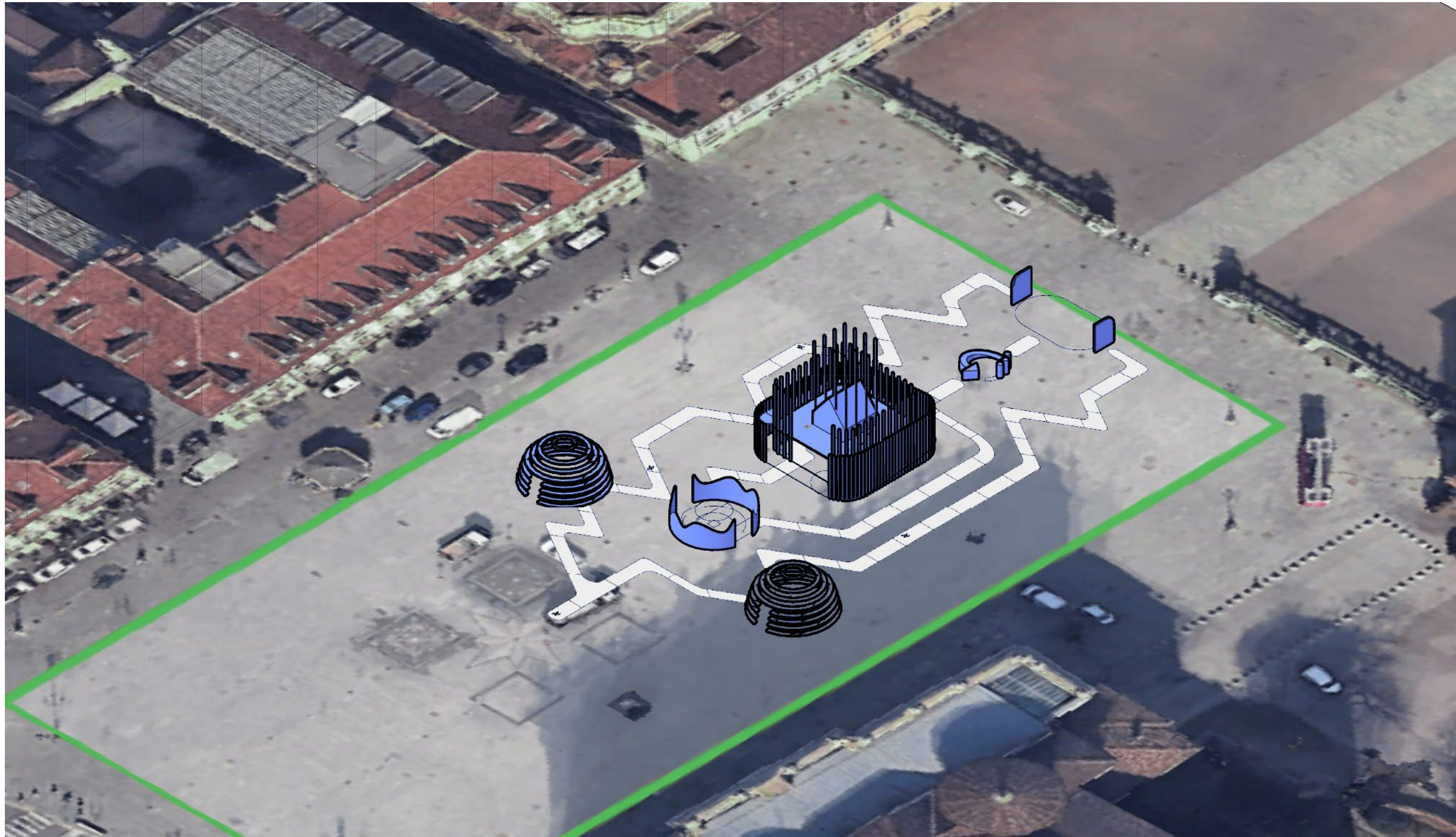
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EX-01.13



# Overview



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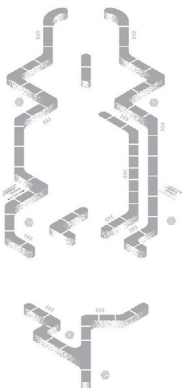


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Key Plan:



Drawing Title:  
OVERVIEW

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Scale: N/A

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EX-01.14



# EXPERIENCE WALK-THROUGH

Jose  
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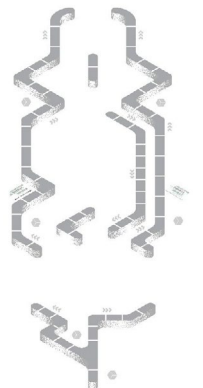


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Drawing Title:  
**EXPERIENCE  
WALK-THROUGH**

Date: 11.22.22

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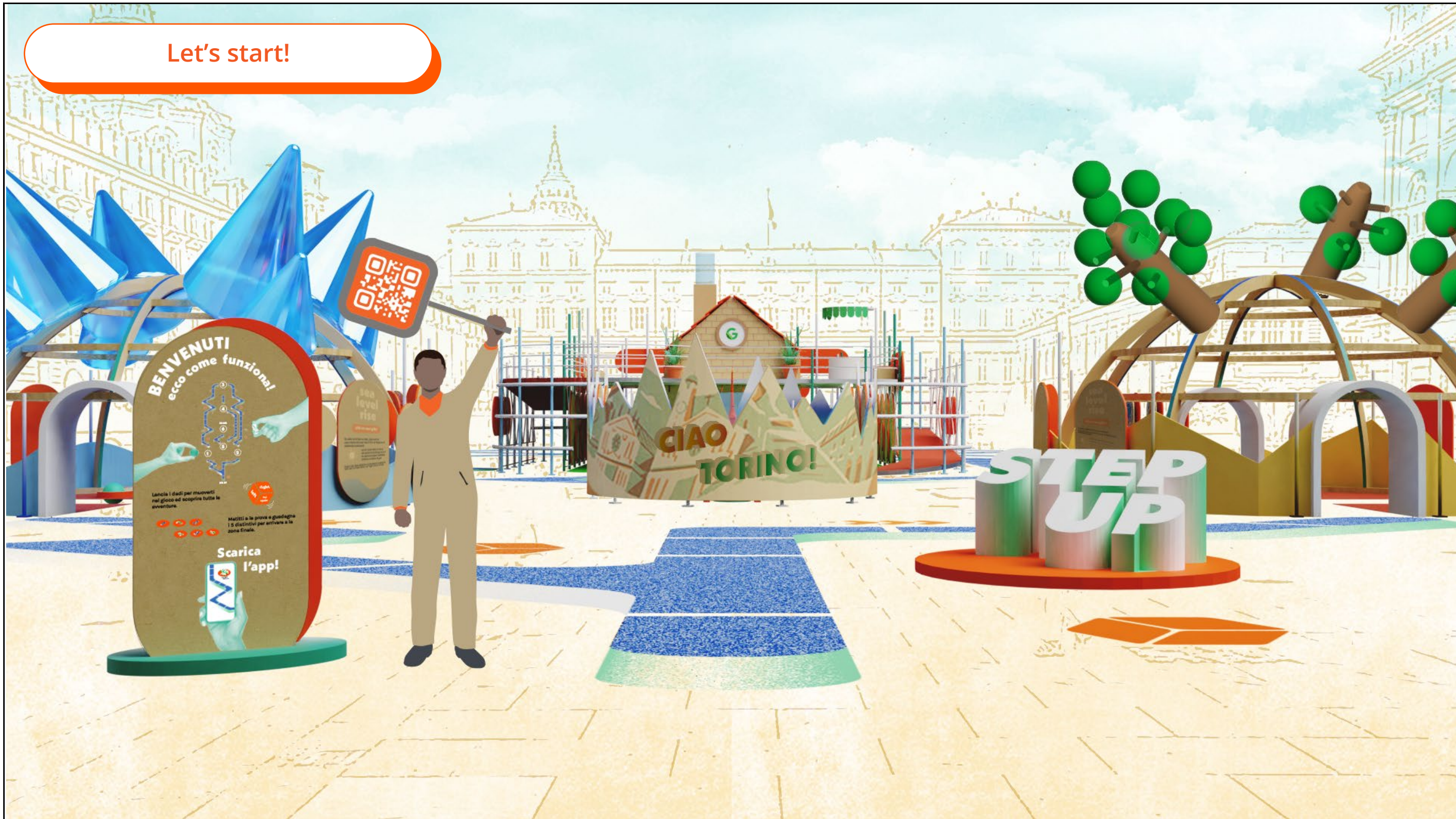
Drawn By: Jose Campos

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**EX-01.20**



Let's start!



- Visitors will have the view from the **start** point.
- Visitor will find the game instructions panel and an orientation map of the whole experience.
- Visitor will be welcome by a play worker that will be holding the QR code to download the app that complement the experience.

Jose Campos G.

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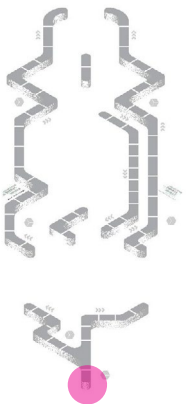
make your best move

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Key Plan:



Drawing Title:  
LET'S  
START!

Date: 11.22.22

Scale: N/A

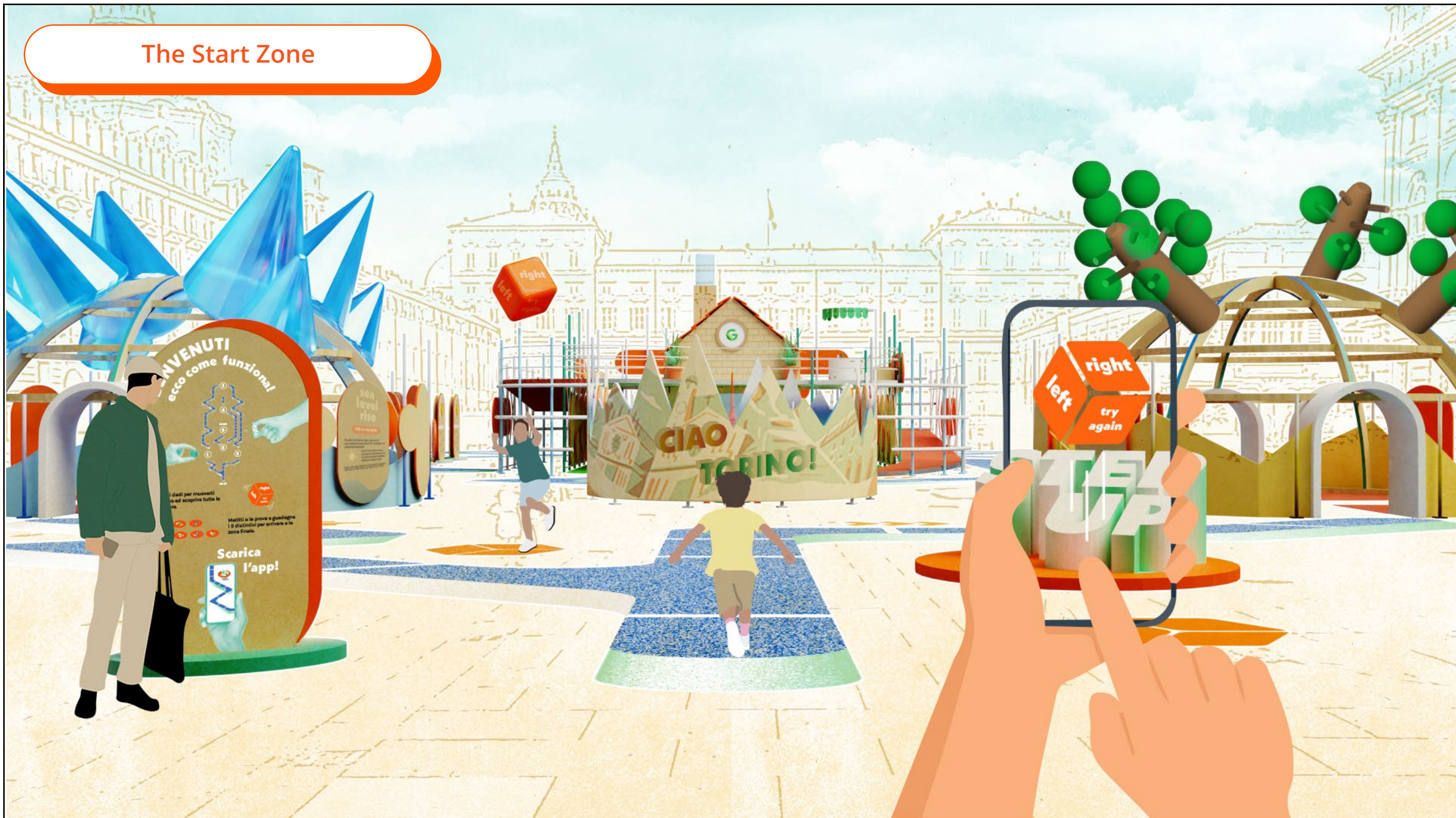
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Dwg No.:

EX-01.21



## The Start Zone



- Visitors can either choose to roll the dice with their device or with a prop provided by the play workers along the game path.
- Visitors will first roll the dice to take either the *Adventure 1* (left) or *Adventure 2* (right). This two activities are comparable in experience.
- Having this initial division gives the opportunity to enhance competitiveness between the players.

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Campos G.

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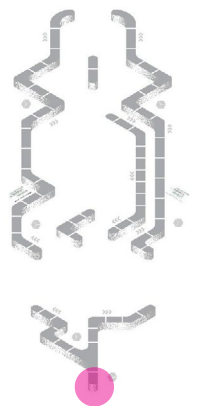


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Drawing Title:  
THE  
START  
ZONE

Date: 11.22.22

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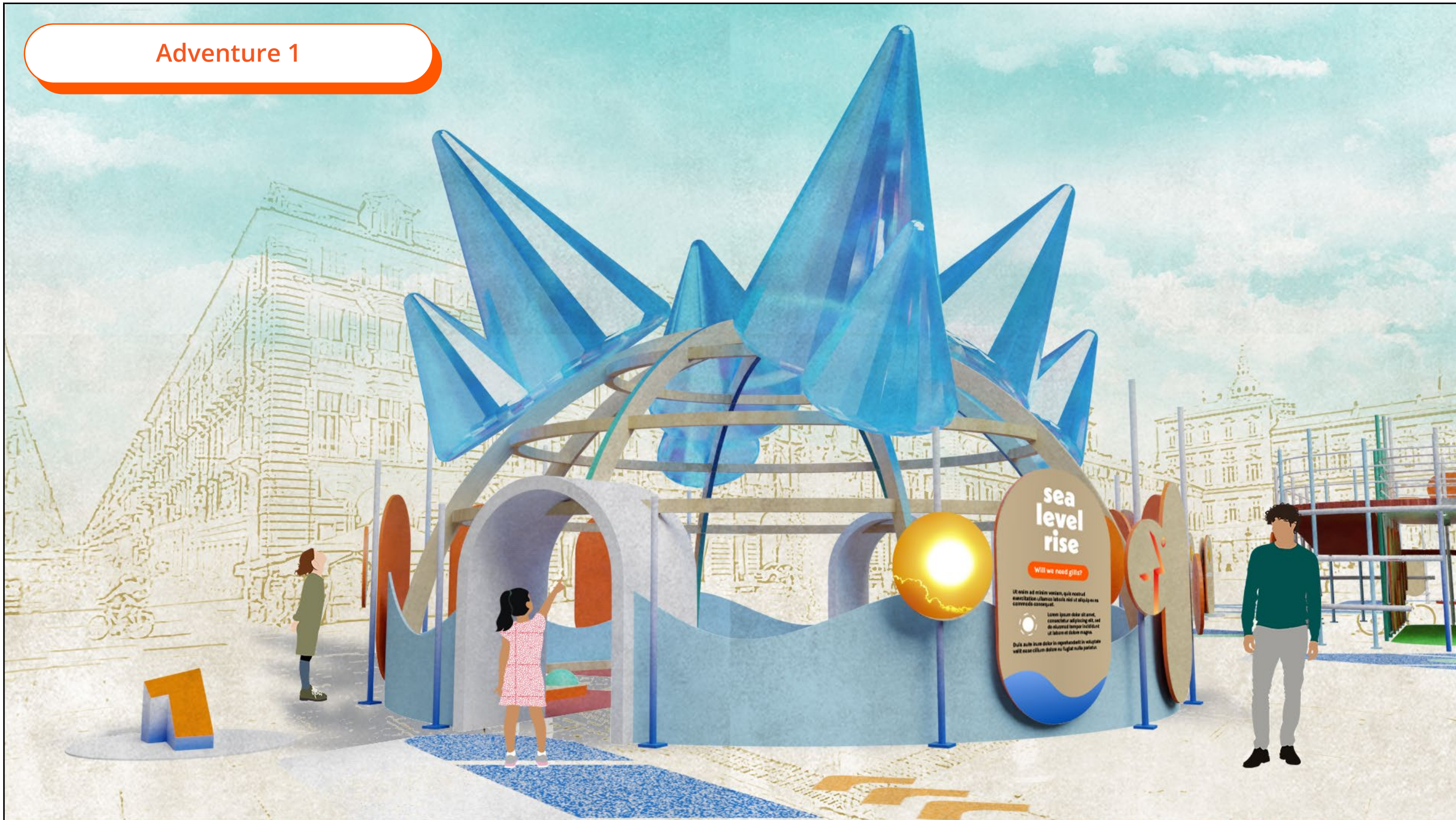
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Dwg No.:

EX-01.22



# Adventure 1



- Visitors are invited to check the exhibit on **sea level rise**.
- The exhibit content is organized in a dynamic visual path emphasizing the iconography and the images.
- Visitors are prompted to go inside the spherical structure to experience their first challenge.

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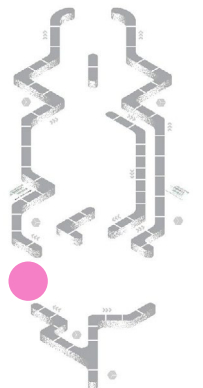


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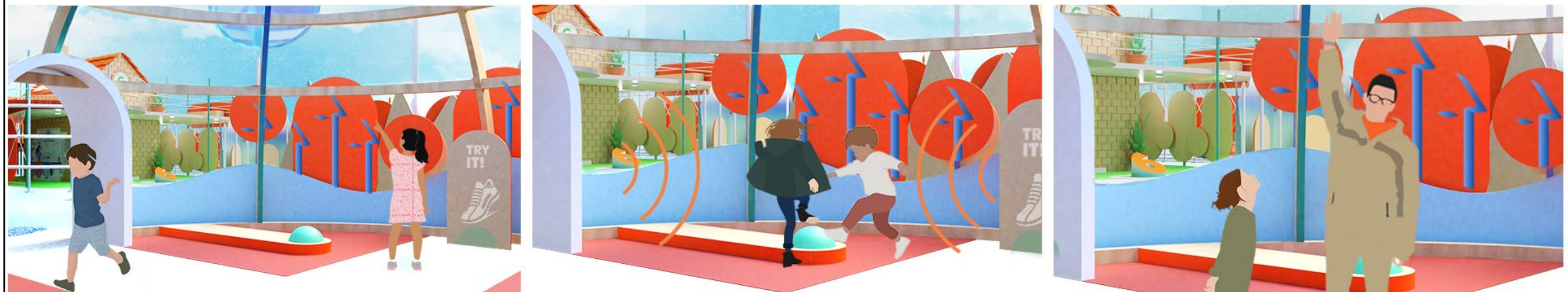
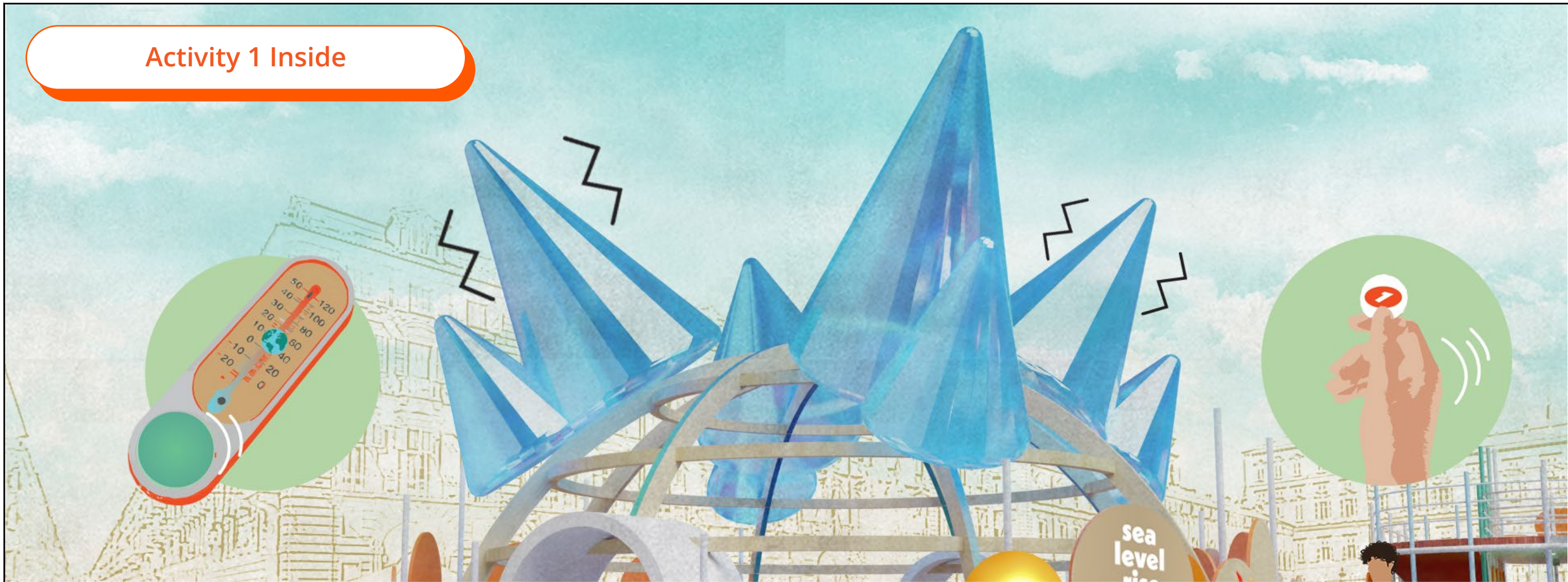
Drawing Title:  
ADVENTURE 1

Date: 11.22.22  
Scale: N/A  
Drawn By: Jose Campos  
Dwg No.:

EX-01.23



## Activity 1 Inside



- Visitors will be challenged to keep an inflatable iceberg stand by maintaining a temperature indicator regulated with a foot pump.
- The experience will become harder as the sound of car traffic, airplanes and factories gets louder.
- This introduction activity aims to engage visitors with the experience and prioritize the team work.
- A play worker will evaluate the performance and provide with a physical or digital badge.
- Visitors will leave with the idea of the effects of **Global Warming** but without deeper information.

Jose  
Campos G.

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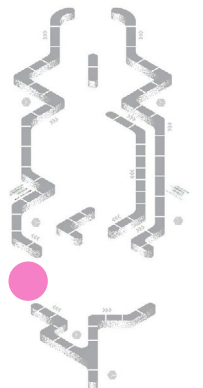


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Drawing Title:  
ADVENTURE 1  
INSIDE

Date: 11.22.22

Scale: N/A

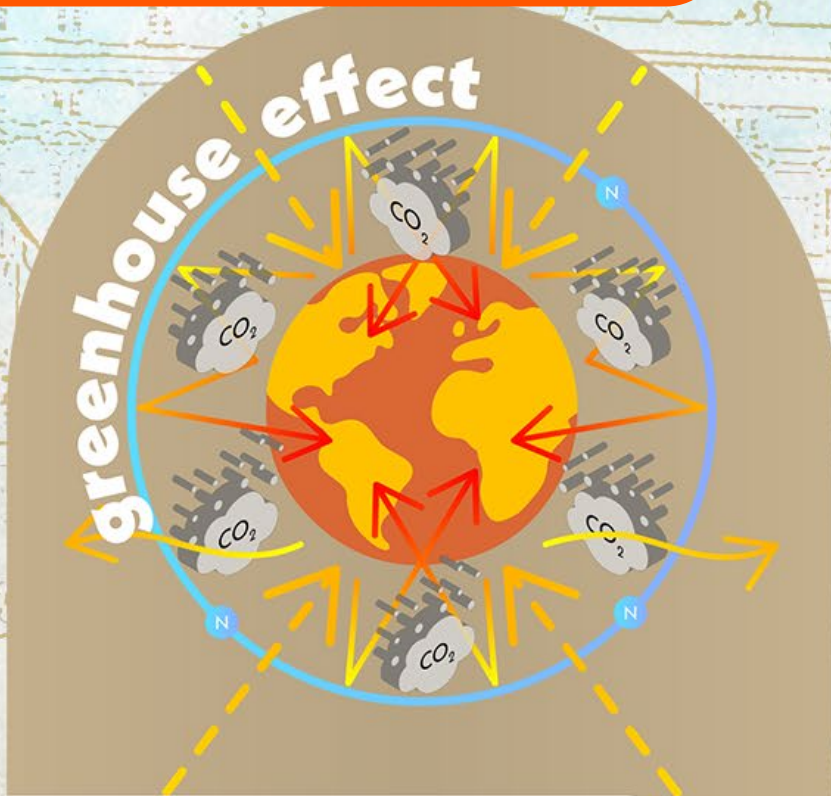
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Dwg No.:

EX-01.24



# Infographics



**greenhouse effect**

**Is the sun getting hotter?**

- 1 Lorem ipsum dolor sit amet,consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 2 Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- 3 Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



- Visitor will see a bold warning sign inviting them to pay attention to details.
- Visitors will see simple appealing infographics explaining Global Warming.
- The freestanding panels will have the content in both italian and english.

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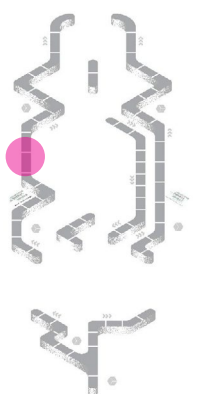


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Drawing Title:  
INFOGRAPHICS

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Scale: N/A  
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Dwg No.:

EX-01.25



# Infographics AR



- Visitor will be invited to try the AR experience that will illustrate how much CO2 a person produces in a year.

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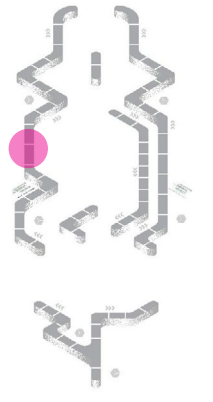


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Key Plan:



Drawing Title:  
INFOGRAPHICS  
AR

Date: 11.22.22  
Scale: N/A  
Drawn By: Jose Campos  
Dwg No.:

EX-01.26



## The Game Continues



- Visitors will be challenged in a fill the blank activity to decipher the core message of the exhibition: *Small changes can make a big difference.*
- This optional activity could allow visitors to go directly to **Activity 6.**
- Visitors will learn about a collateral effect of Climate Change: **migration.**
- Visitors will be asked to find a new place to live for the affected families.
- Visitors will have to follow different cues to find the right spot on the map.

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Campos G.

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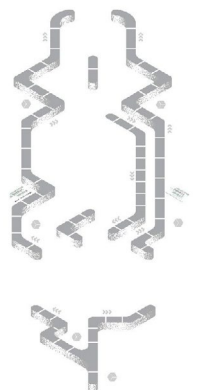


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Drawing Title:

THE  
GAME  
CONTINUES

Date: 11.22.22

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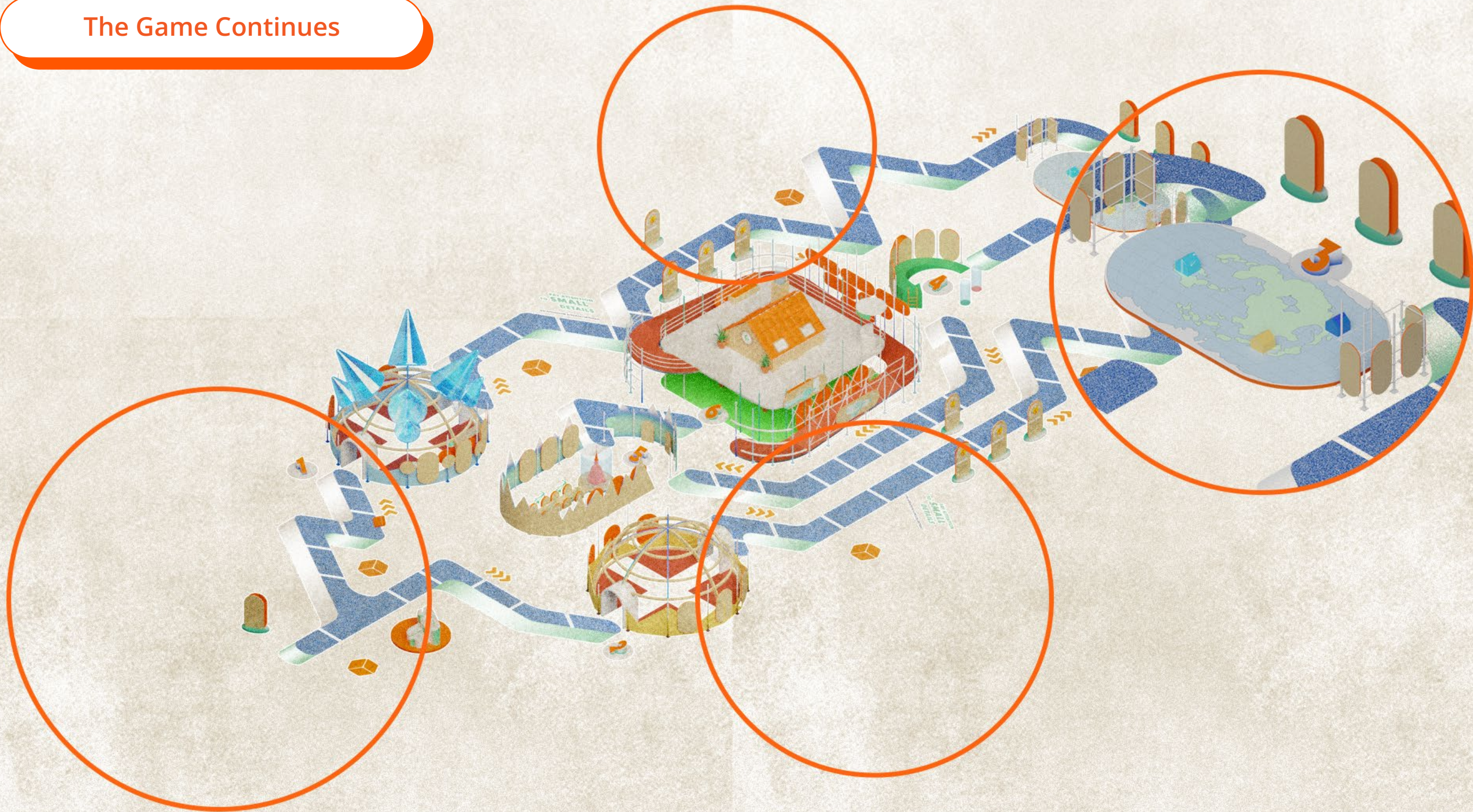
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## The Game Continues



- Visitors will meet Repopp, an organization that fights against **food waste** in the public market.
- Visitors will be asked to differentiate between the good and rotten vegetables and fruits.
- Visitors will learn some tricks to save a “rotten” food.
- Visitors will learn about Turin’s car regulations against the **smog**.
- Visitors will activate a pool with balls that will fly when visitors start pedaling the stationary bikes.
- A second person in the team will try to catch as many the smog balls as possible.

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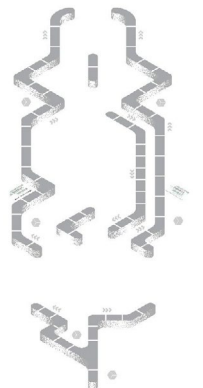


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Key Plan:



Drawing Title:

THE  
GAME  
CONTINUES

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.28



# Home



- Visitors will arrive at the core of the exhibition, which consists of a two-level structure connected by an accessible ramp.
- The setting features a brick house surrounded by scaffolding and conveying images of sustainability.

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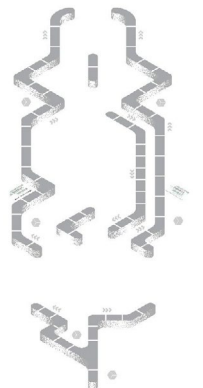


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Drawing Title:  
HOME

Date: 11.22.22

Scale: N/A

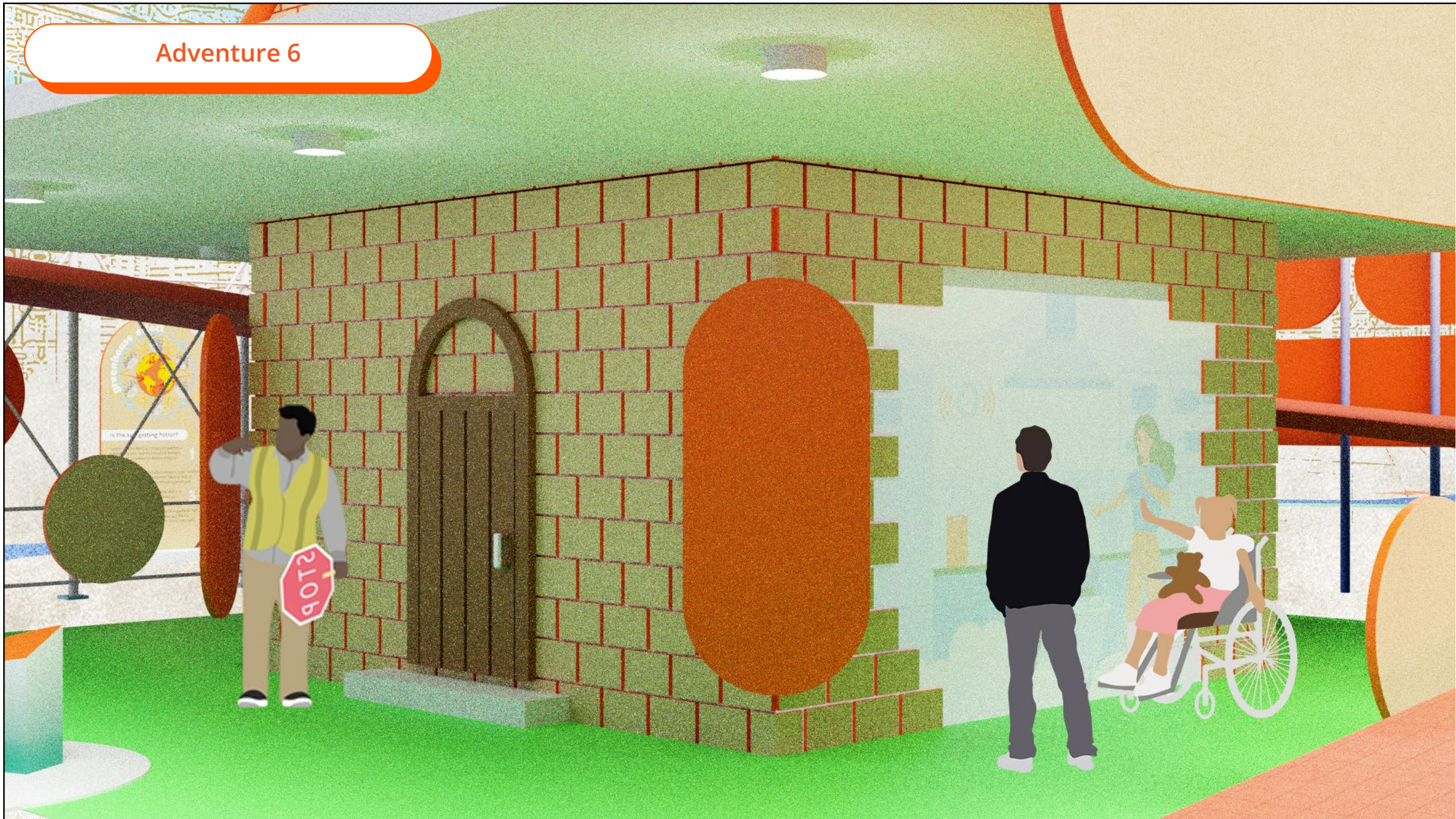
Drawn By: Jose Campos

Dwg No.:

EX-01.29



## Adventure 6



- Visitors will learn about the 3 Rs: reducing, reusing and recycling.
- Visitors will be challenged to identify those little changes that we can all do at home to be more sustainable.
- The set up will featured an entire LED interactive touch wall.
- Visitors will receive their last badge so they can access to the **End Zone** on the roof of the house.
- Visitor will run along a ramp feeling accomplished and having fun.

Jose  
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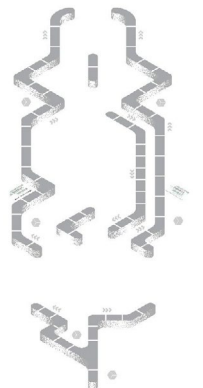


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1600 Amphitheatre Parkway  
Mountain View, CA 94043,  
USA

Key Plan:



Drawing Title:  
ADVENTURE 6

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.30



## The End Zone



- Visitors will be introduced to Google Sustainability with an informational video.
- Kids will be prompted to use digital tablets to design their best wish for the planet. It can be a text, a drawing or even a video.
- Parents will be learning about google products with the Google crew. They will be guided in how some of the apps can make it easy to be sustainable.
- Kids will see their designs come to life through the chimney and then they can actually place it anywhere in the plaza with the AR technology.

Jose  
Campos G.

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make your  
best move

Piazza Castello

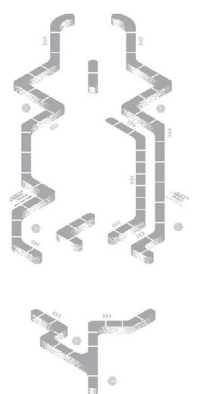
Torino 10123, Italy



Google Sustainability

1600 Amphitheatre Parkway  
Mountain View, CA 94043,  
USA

Key Plan:



Drawing Title:

THE  
END  
ZONE

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-01.31



# SCHEDULES & LISTS

Jose  
Campos G.

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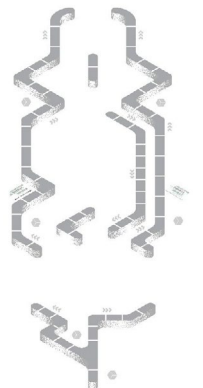


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USA

Key Plan:



Drawing Title:  
**SCHEDULES &  
LISTS**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-02.00**



GRAPHIC SCHEDULE		
GRAPHIC CODE	GRAPHIC TYPE	NOTES
START ZONE		
01A.01.GR01	F	3D LOGO
01A.02.GR01	A, C	WELCOME PANEL
ADVENTURE 1		
02A.01.GR01	E,F	AREA IDENTIFICATION SIGN
02A.02.GR01	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR02	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR03	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR04	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR05	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR06	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR07	A	EXHIBIT CONTENT PANEL ITA
02A.02.GR08	A	EXHIBIT CONTENT PANEL EN
02A.02.GR09	A	EXHIBIT CONTENT PANEL EN
02A.02.GR10	A	EXHIBIT CONTENT PANEL EN
02A.02.GR11	A	EXHIBIT CONTENT PANEL EN
02A.02.GR12	A	EXHIBIT CONTENT PANEL EN
02A.02.GR13	A	EXHIBIT CONTENT PANEL EN
02A.02.GR14	A	EXHIBIT CONTENT PANEL EN
02A.03.GR01	A, E	INSTRUCTIONS PANEL EN
02A.03.GR02	A,E	INSTRUCTIONS PANEL IT
ADVENTURE 2		
03A.01.GR01	E,F	AREA IDENTIFICATION SIGN
03A.02.GR01	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR02	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR03	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR04	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR05	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR06	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR07	A	EXHIBIT CONTENT PANEL ITA
03A.02.GR08	A	EXHIBIT CONTENT PANEL EN
03A.02.GR09	A	EXHIBIT CONTENT PANEL EN
03A.02.GR10	A	EXHIBIT CONTENT PANEL EN

GRAPHIC CODE	GRAPHIC TYPE	NOTES
03A.02.GR11	A	EXHIBIT CONTENT PANEL EN
03A.02.GR12	A	EXHIBIT CONTENT PANEL EN
03A.02.GR13	A	EXHIBIT CONTENT PANEL EN
03A.02.GR14	A	EXHIBIT CONTENT PANEL EN
03A.03.GR01	A	INSTRUCTIONS PANEL EN
03A.03.GR02	A	INSTRUCTIONS PANEL IT
INFOGRAPHICS ZONE		
04A.01.GR01	E	FLOOR GRAPHICS INTRO R
04A.01.GR02	E	FLOOR GRAPHICS INTRO L
04A.02.GR01	A, C	FREE STAND PANEL R
04A.02.GR02	A, C	FREE STAND PANEL R
04A.02.GR03	A, C	FREE STAND PANEL R
04A.02.GR04	A, C	FREE STAND PANEL R
04A.02.GR05	A, C	FREE STAND PANEL L
04A.02.GR06	A, C	FREE STAND PANEL L
04A.02.GR07	A, C	FREE STAND PANEL L
04A.02.GR08	A, C	FREE STAND PANEL L
QUIZ ZONE		
05A.01.GR01	A, B	ACTIVITY PANEL R
05A.01.GR02	A, B	ACTIVITY PANEL L
05A.01.GR03	A, B	ACTIVITY PANEL R
05A.01.GR04	A, B	ACTIVITY PANEL L
05A.02.GR01	A	INSTRUCTIONS PANEL EN R
05A.02.GR02	A	INSTRUCTIONS PANEL IT R
05A.02.GR03	A	INSTRUCTIONS PANEL EN L
05A.02.GR04	A	INSTRUCTIONS PANEL IT L
ADVENTURE 3		
06A.01.GR01	E,F	AREA IDENTIFICATION SIGN
06A.02.GR01	A	ACTIVITY PANEL EN R
06A.02.GR02	A	ACTIVITY PANEL IT R
06A.02.GR03	A	ACTIVITY PANEL EN L
06A.02.GR04	A	ACTIVITY PANEL IT L
06A.03.GR01	A, C	FREE STAND PANEL R
06A.03.GR02	A, C	FREE STAND PANEL R
06A.03.GR03	A, C	FREE STAND PANEL R

GRAPHIC CODE	GRAPHIC TYPE	NOTES
ADVENTURE 4		
07A.01.GR01	E,F	AREA IDENTIFICATION SIGN
07A.02.GR01	A	EXHIBIT PANEL EN
07A.02.GR02	A	EXHIBIT PANEL EN
07A.02.GR03	A	EXHIBIT PANEL IT
07A.02.GR04	A	EXHIBIT PANEL IT
07A.03.GR01	A	INSTRUCTIONS PANEL IT EN
ADVENTURE 5		
08A.01.GR01	E,F	AREA IDENTIFICATION SIGN
08A.02.GR01	A	EXHIBIT PANEL EN
08A.02.GR02	A	EXHIBIT PANEL EN
08A.02.GR03	A	EXHIBIT PANEL EN
08A.02.GR04	A	EXHIBIT PANEL IT
08A.02.GR05	A	EXHIBIT PANEL IT
08A.02.GR06	A	EXHIBIT PANEL IT
08A.03.GR01	A	INSTRUCTIONS PANEL IT
08A.03.GR02	A	INSTRUCTIONS PANEL EN
ADVENTURE 6		
09A.01.GR01	E,F	AREA IDENTIFICATION SIGN
09A.02.GR01	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR02	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR03	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR04	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR05	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR06	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR07	A	EXHIBIT CONTENT PANEL ITA
09A.02.GR08	A	EXHIBIT CONTENT PANEL EN
09A.02.GR09	A	EXHIBIT CONTENT PANEL EN
09A.02.GR10	A	EXHIBIT CONTENT PANEL EN
09A.02.GR11	A	EXHIBIT CONTENT PANEL EN
09A.02.GR12	A	EXHIBIT CONTENT PANEL EN
09A.02.GR13	A	EXHIBIT CONTENT PANEL EN
09A.02.GR14	A	EXHIBIT CONTENT PANEL EN
09A.03.GR01	A, E	INSTRUCTIONS PANEL EN
09A.03.GR02	A,E	INSTRUCTIONS PANEL IT

Jose Campos G.

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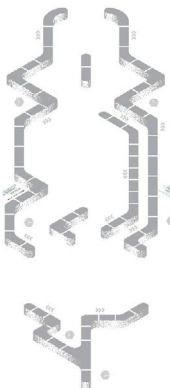


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Key Plan:



Drawing Title:  
**GRAPHIC SCHEDULE**

Date: 11.22.22  
Scale: N/A  
Drawn By: Jose Campos  
Dwg No.:

**EX-02.01**



**GRAPHIC SCHEDULE**

GRAPHIC CODE	GRAPHIC TYPE	NOTES
END ZONE		
10A.01.GR01	A	ENVIRONMENTAL GRAPHICS R
10A.01.GR02	A	ENVIRONMENTAL GRAPHICS R
10A.01.GR03	A	ENVIRONMENTAL GRAPHICS R
10A.01.GR04	A	ENVIRONMENTAL GRAPHICS R
10A.01.GR05	A	ENVIRONMENTAL GRAPHICS L
10A.01.GR06	A	ENVIRONMENTAL GRAPHICS L
10A.01.GR07	A	ENVIRONMENTAL GRAPHICS L
10A.01.GR08	A	ENVIRONMENTAL GRAPHICS L
10A.01.GR09	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR10	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR11	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR12	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR13	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR14	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR15	A	ENVIRONMENTAL GRAPHICS BACK
10A.01.GR16	A	ENVIRONMENTAL GRAPHICS BACK
WAYFINDING		
11A.01.GR01	E	FLOOR GRAPHICS PATH
11A.02.GR01	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR02	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR03	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR04	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR05	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR06	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR07	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR08	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR09	E	DIRECTIONAL FLOOR GRAPHICS
11A.02.GR10	E	DIRECTIONAL FLOOR GRAPHICS
11A.03.GR01	E	GAME DIRECTIONS
11A.03.GR02	E	GAME DIRECTIONS
11A.03.GR03	E	GAME DIRECTIONS
11A.03.GR04	E	GAME DIRECTIONS
11A.03.GR05	E	GAME DIRECTIONS
11A.03.GR06	E	GAME DIRECTIONS

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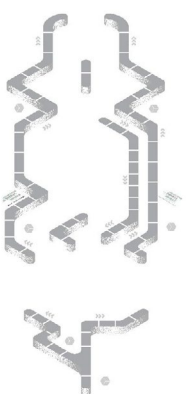


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Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-02.02**



GRAPHIC SPECIFICATIONS

<b>TYPE</b>	<b>DESCRIPTION</b>
A	2" high density MDF with direct print in both sides and edge laminated
B	1 1/4" high density MDF with direct print
C	Metal stand holder spray painted
D	3" steel pipe spray painted
E	Concrete stencil spray painted
F	2" high density MDF powder coated

Jose Campos G.

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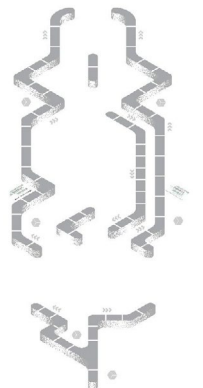


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Drawing Title:  
**GRAPHIC  
SPECIFICATIONS**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-02.03**



MATERIAL SPECIFICATIONS			
CODE	AREA CODE	DESCRIPTION	IMAGE
MDF			
X MDF-01	01Z, 01A, 02A, 03A, 04A, 05A, 06A, 02Z, 03Z, 04Z	HIGH DENSITY MDF, MOISTURE RESISTANT 2" THICK	
X MDF-02	02.01Z, 02.02Z 06A, 04A	HIGH DENSITY MDF, MOISTURE RESISTANT 1 1/4" THICK	
PLASTICS			
XPLT-01	01Z, 01A, 02A, 03A, 04A, 05A, 06A	RECYCLED PLASTIC 2" THICK	
XPLT-02	01 A, 02A, 06A, 04Z	TEXTURE RECYCLED PLASTIC 2" THICK	
PAINTS			
XPNT-01	01Z, 01A, 02A, 03A, 04A, 05A, 06A, 02Z, 03Z, 04Z	YOGURT BASED PAINT DURABILITY: UP TO 15 DAYS MANUFACTURER: GREEN GRAFFITTI, ITALY	
LAMINATES			
XLMT-01	01Z, 01A, 02A, 03A, 04A, 05A, 06A, 02Z, 03Z, 04Z	ECOFRIENDLY LAMINATE MATTE FINISH	
FLOORING			
XFLR-01	01 A, 02A, RAMP	RUBBER FLOORING TILES	
METAL			
XMTL-01	01Z, 01A, 02A, 03A, 04A, 05A, 06A, 02Z, 03Z, 04Z	STEEL PIPES AND FITTINGS STANDARD DIAMETER: 3 INCH APPROX. SPRAY PAINTED WITH YOGURD BASED PAINT	
XMTL-02	01 A, 02A, 06A, 04Z	ALUMINIUM STRUCTURAL PROFILE STANDARD DIAMETER: 3 INCH APPROX. SPRAY PAINTED WITH YOGURD BASED PAINT	

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Campos G.

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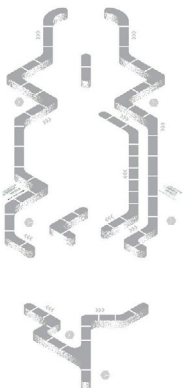


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Key Plan:



Drawing Title:

**MATERIAL  
SCHEDULE**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:




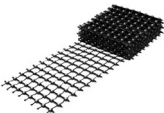
**EX-02.04**



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Campos G.

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MEDIA SCHEDULE					
AV TYPE	SPECIFICATION	AV CODE	EXHIBIT AREA	AREA CODE	THUMBNAIL
AV1	HANGING RING DIRECTIONAL SPEAKER	AV1.1	ADVENTURE 1	01A	
		AV1.2	ADVENTURE 2	02A	
AV2	13" LED MONITOR	AV2.1	ADVENTURE 4	04A	
AV3	LED TOUCH WALL	AV3.1	ADVENTURE 6	06A	
		AV3.2	ADVENTURE 6	06A	
AV4	19" LED MONITOR	AV4.1	END ZONE	04Z	
AV5	32" TOUCH SCREEN TABLET	AV5.1	END ZONE	04Z	
		AV5.2	END ZONE	04Z	
		AV5.3	END ZONE	04Z	
		AV5.4	END ZONE	04Z	
AV6	LED MESH DISPLAY	AV6.1	END ZONE	04Z	

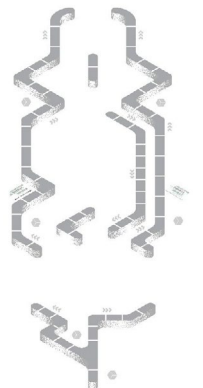


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Drawing Title:  
**MEDIA  
SCHEDULE**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-02.05**



# PLANS & ELEVATIONS

Jose  
Campos G.

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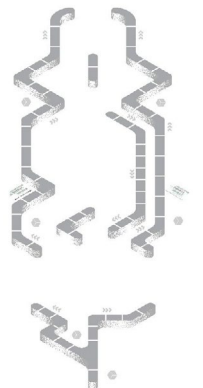


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Key Plan:



Drawing Title:  
**PLANS &  
ELEVATIONS**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-03.00**



Jose Campos G.

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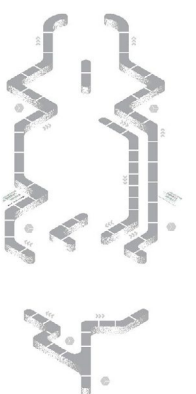


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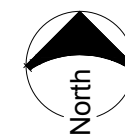
Key Plan:



Drawing Title:  
**GOOGLE MAPS  
SITE  
PLAN**

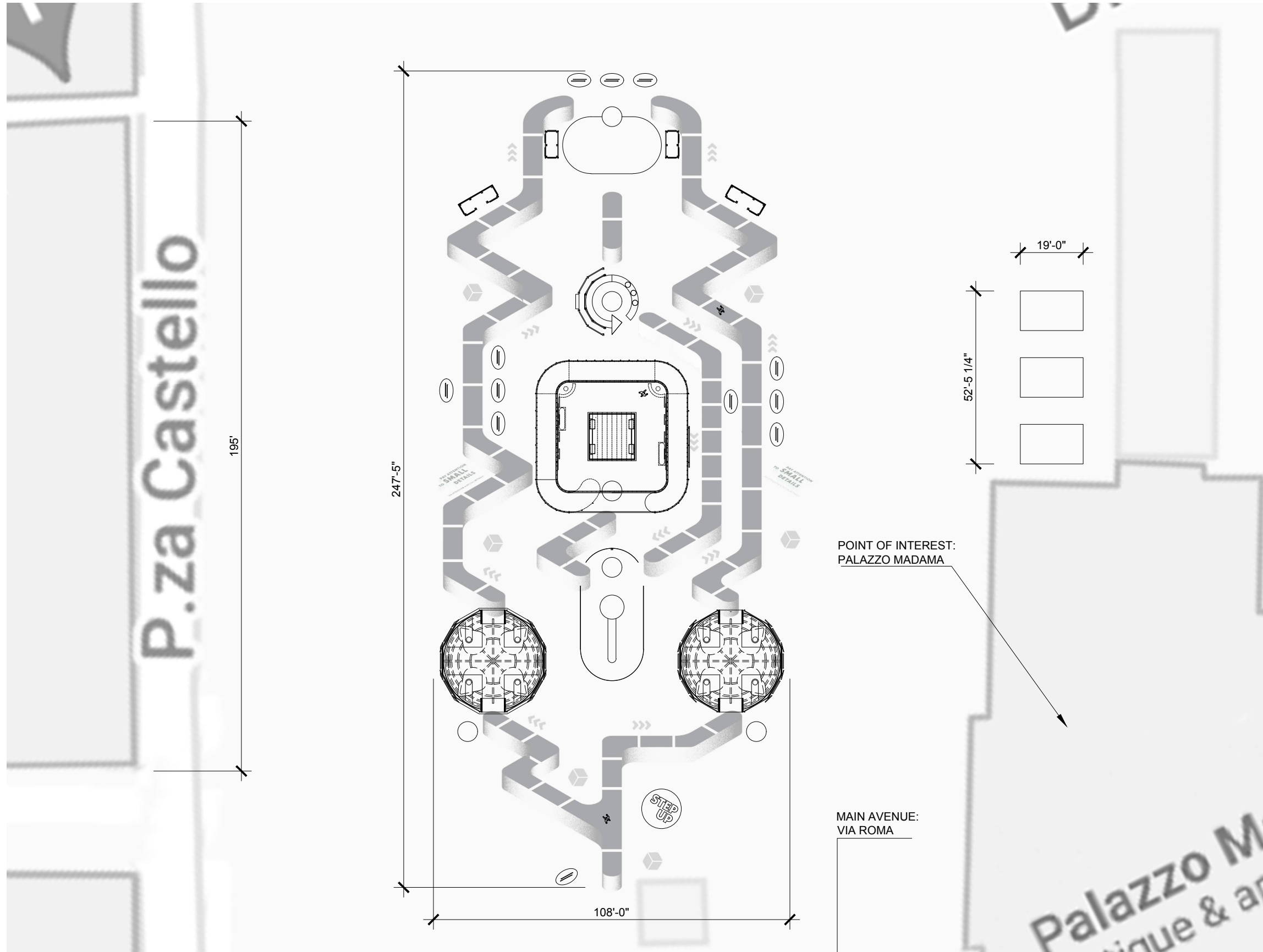
Date: 11.26.22  
Scale: 1/128" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-03.01**



**2** SITE PLAN FULL  
Scale: 1/128" = 1'-0"





Jose Campos G.

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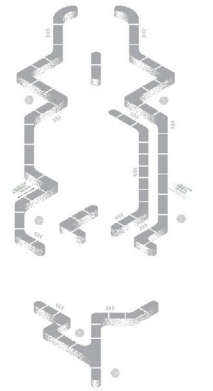


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Key Plan:



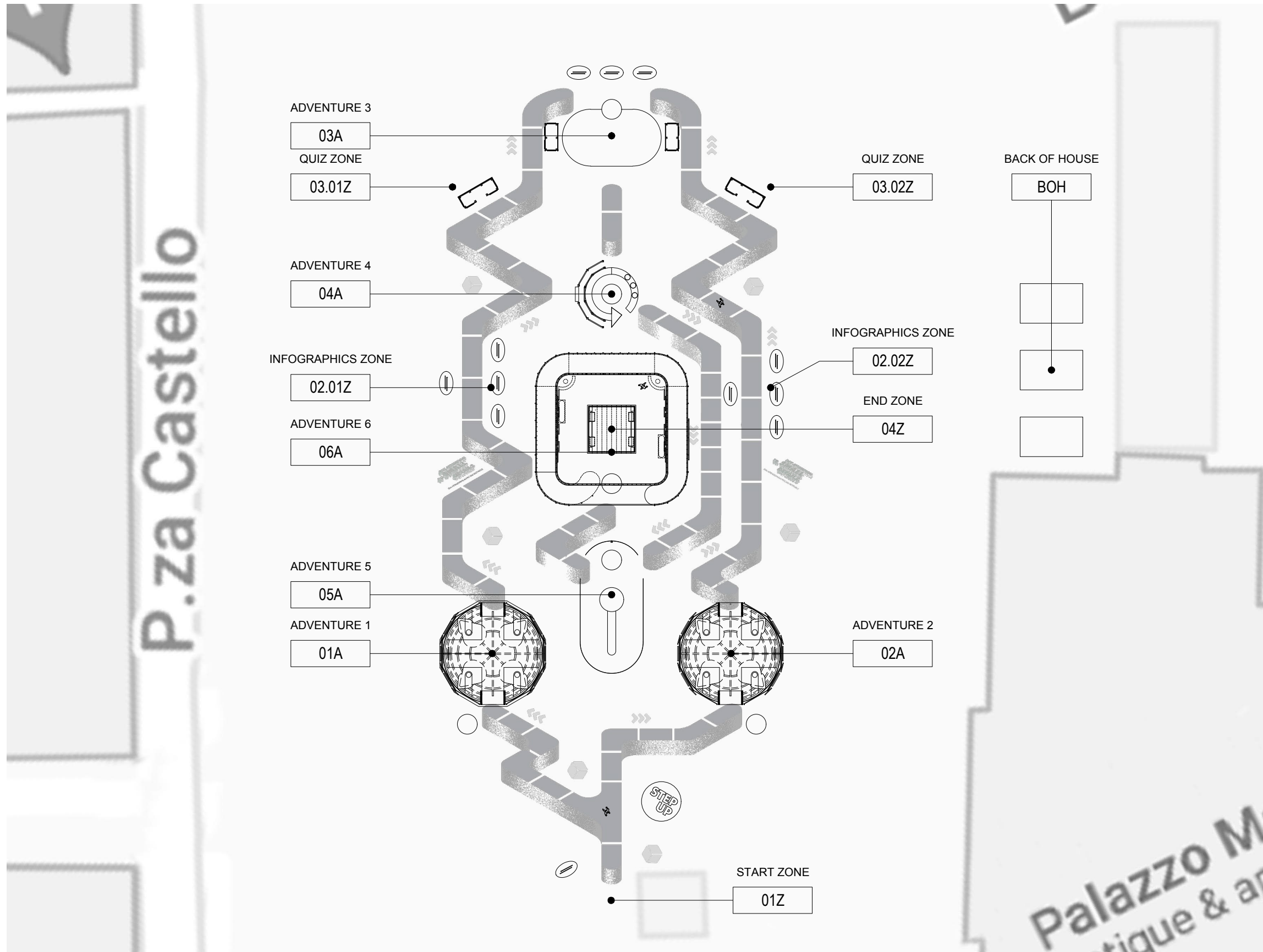
Drawing Title:  
**SITE PLAN MEASUREMENTS**

Date: 11.26.22  
 Scale: 1/32" = 1'-0"  
 Drawn By: Jose Campos  
 Dwg No.:

**EX-03.02**

**1** SITE PLAN  
 Scale: 1/32" = 1'-0"





Jose Campos G.

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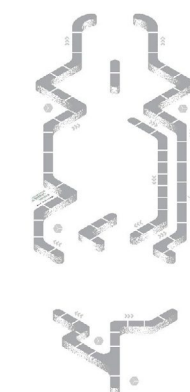


**Piazza Castello**  
Torino 10123, Italy



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Mountain View, CA 94043,  
USA

Key Plan:



Drawing Title:

**CODED  
PLAN**

Date: 11.26.22

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

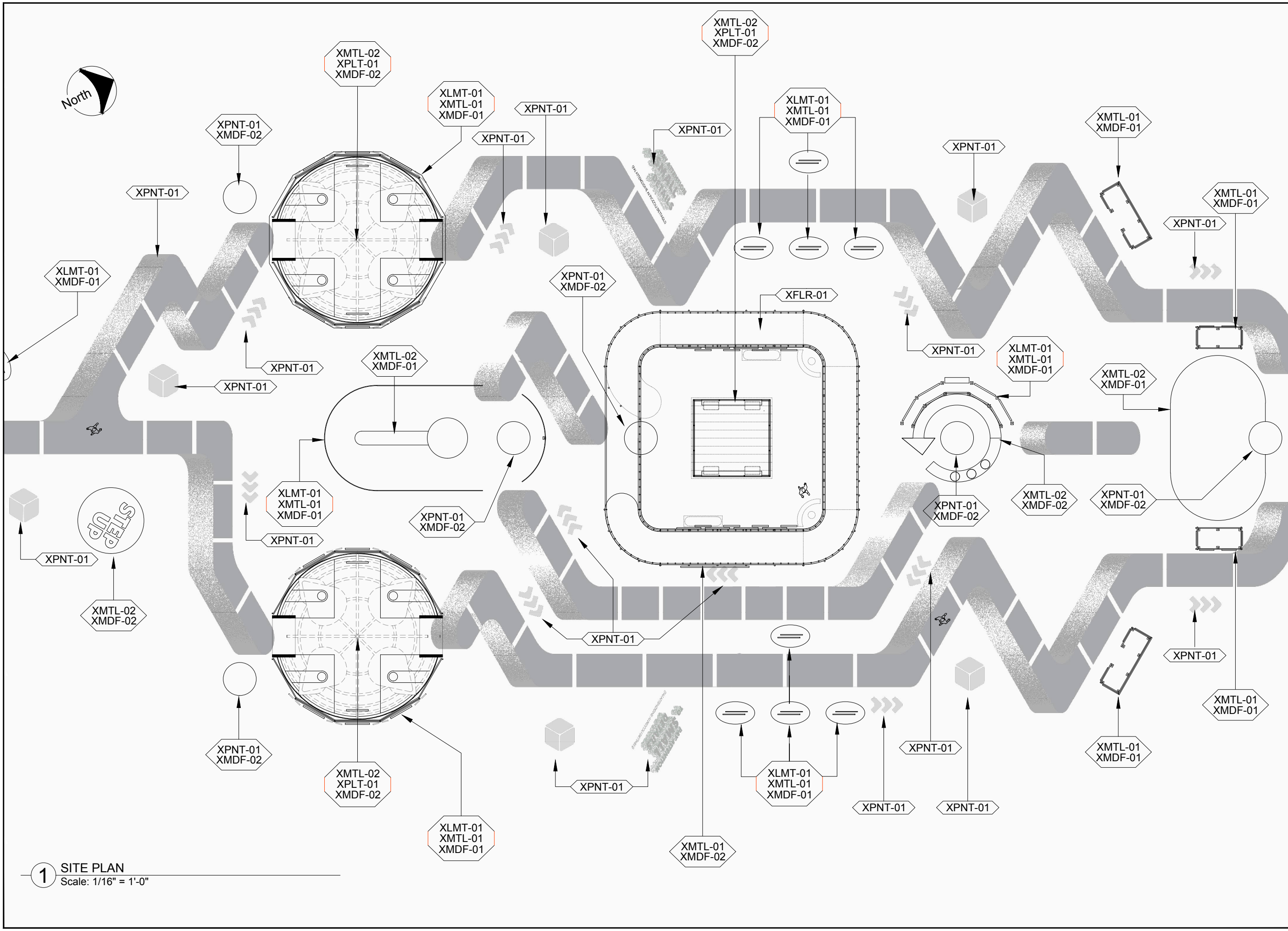
Drawn By: Jose Campos

Dwg No.:

**EX-03.03**

**1** SITE PLAN  
Scale: 1/32" = 1'-0"





**1** SITE PLAN  
Scale: 1/16" = 1'-0"

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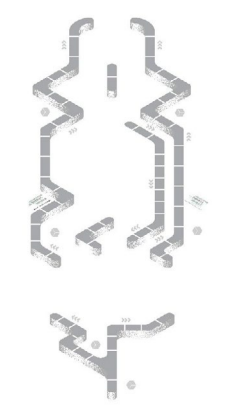


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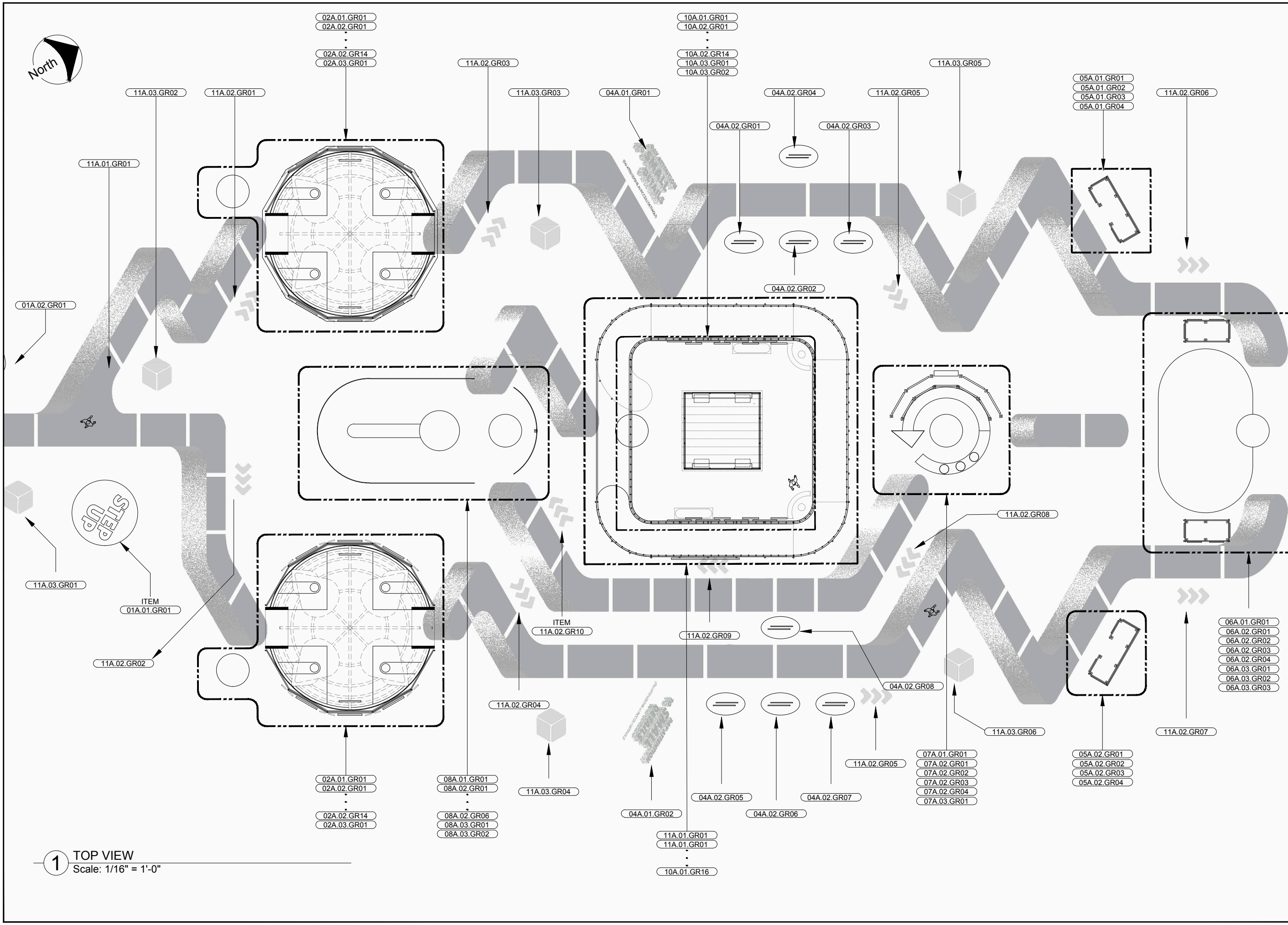


Drawing Title:  
**MATERIAL PLAN**

Date: 12.01.22  
Scale: 1/16" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-03.04**





**1** TOP VIEW  
Scale: 1/16" = 1'-0"

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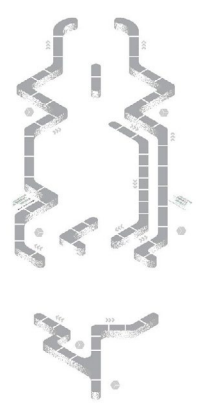


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Key Plan:



- 06A.01.GR01
- 06A.02.GR01
- 06A.02.GR02
- 06A.02.GR03
- 06A.02.GR04
- 06A.03.GR01
- 06A.03.GR02
- 06A.03.GR03

Drawing Title:  
**GRAPHIC  
LOCATION  
PLAN**

Date: 11.26.22  
Scale: 1/32" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-03.05**



Jose Campos G.

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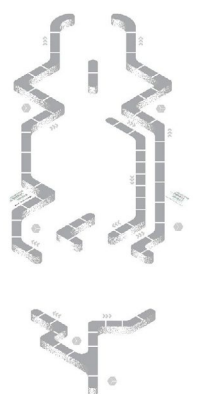


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USA

Key Plan:



Drawing Title:

**MEDIA  
PLAN**

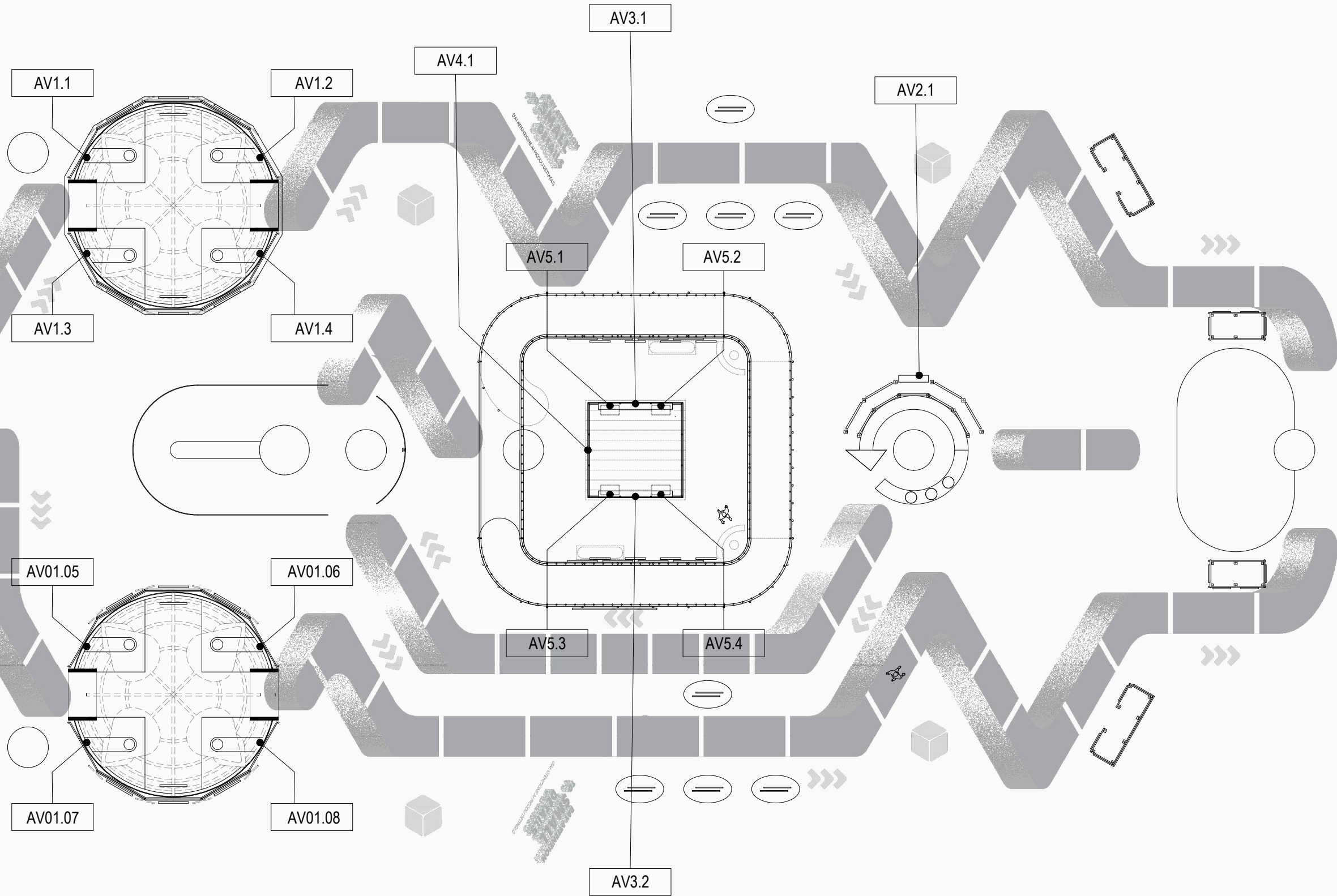
Date: 12.01.22

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

Drawn By: Jose Campos

Dwg No.:

**EX-03.06**



**1** SITE PLAN  
Scale: 1/16" = 1'-0"



Jose Campos G.

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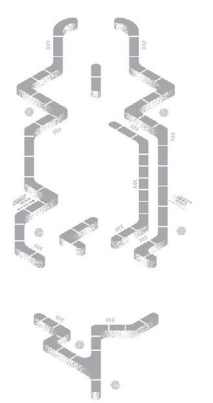


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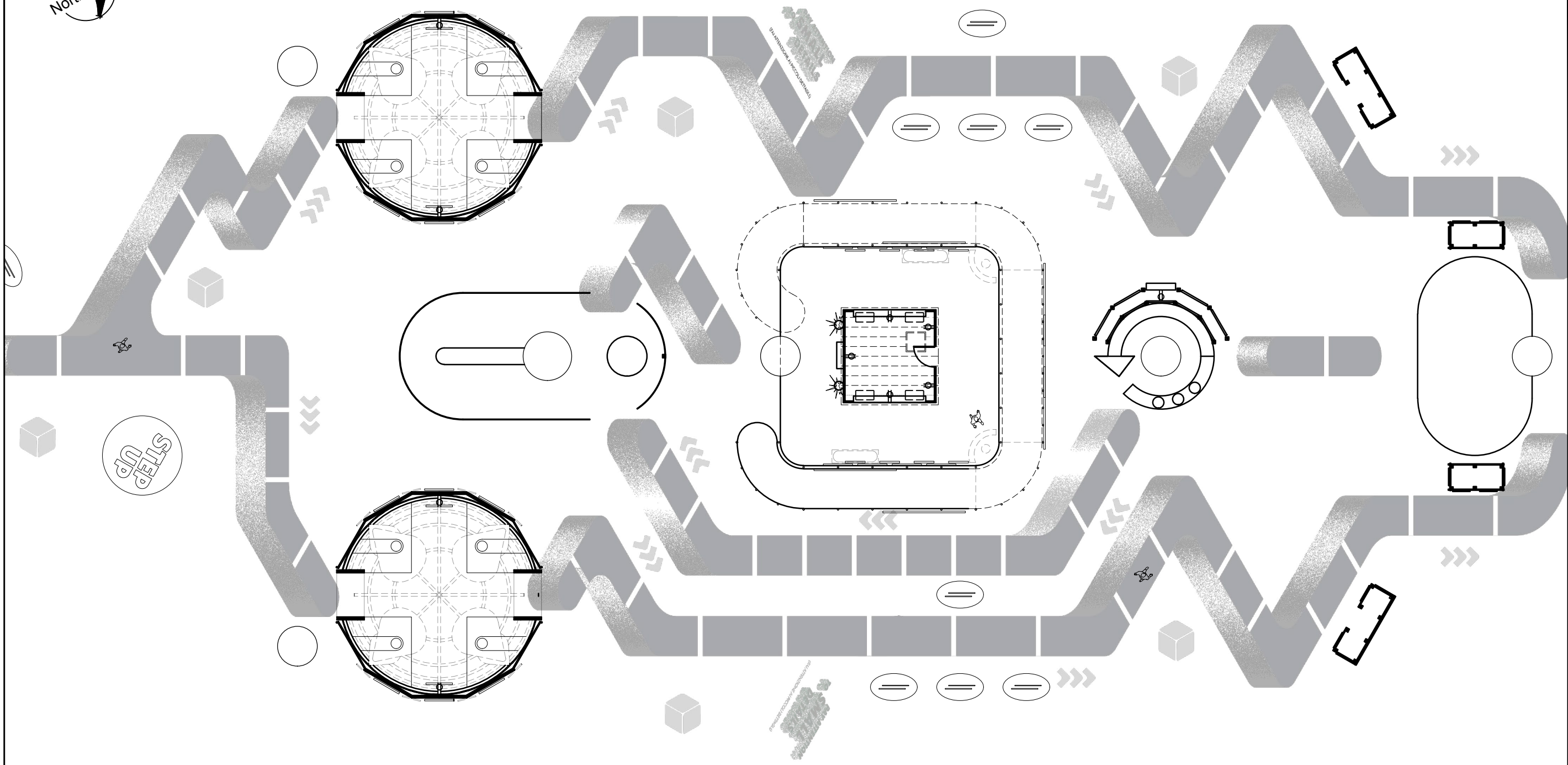
Key Plan:



Drawing Title:  
**POWER &  
DATA  
PLAN**

Date: 12.01.22  
Scale: 1/16" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-03.07**



⌀  
DUPLX RECEPTACLE OUTLET  
DISCUSS CHILD SAFE OPTIONS

**1** SITE PLAN  
Scale: 1/16" = 1'-0"



Jose  
Campos G.

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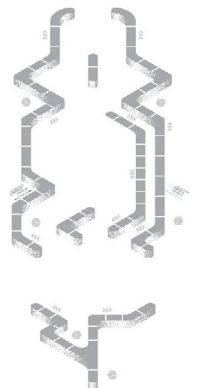


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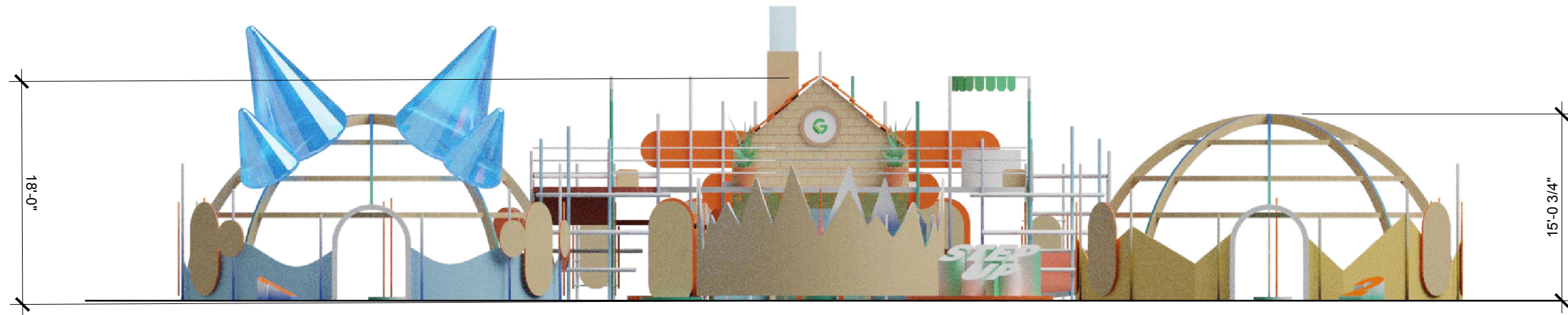
Key Plan:



Drawing Title:  
**ELEVATIONS**

Date: 12.01.22  
Scale: 3/32" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-03.08**



**1 FRONT ELEVATION**  
Scale: 3/32" = 1'-0"



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



# VISUAL COMMUNICATION SYSTEM

Jose  
Campos G.

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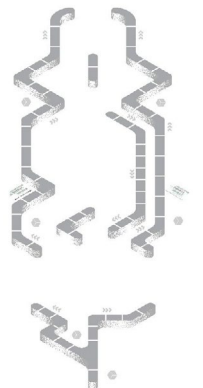


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USA

Key Plan:



Drawing Title:  
VISUAL  
COMMUNICATION  
SYSTEM

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-04.00**



## Visual Communication Brief

The graphic look and feel of the exhibition enhance the dynamic and adventurous set-up and aims to easily catch the attention of the passersby. It has elements of the traditional board games but adding a more modern aesthetic using isometric elements and gradients.

Bright colors and round corners will frame the content to make the content more digestible and fun to read. Shifting panels will give the illusion of three dimensionality. They should feel like they are looking at an instructions graphic booklet, a lot of illustrations and iconography will be used.

The call-to-action message should always stand out throughout the experience, either for everyday life tips as for the instructions of the activities.

Jose  
Campos G.

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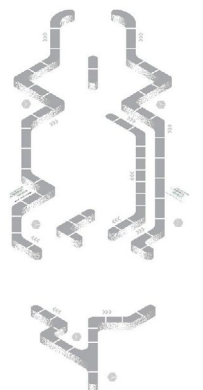


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Key Plan:



Drawing Title:  
**VISUAL  
COMMUNICATION  
BRIEF**

Date: 11.22.22

Scale: N/A

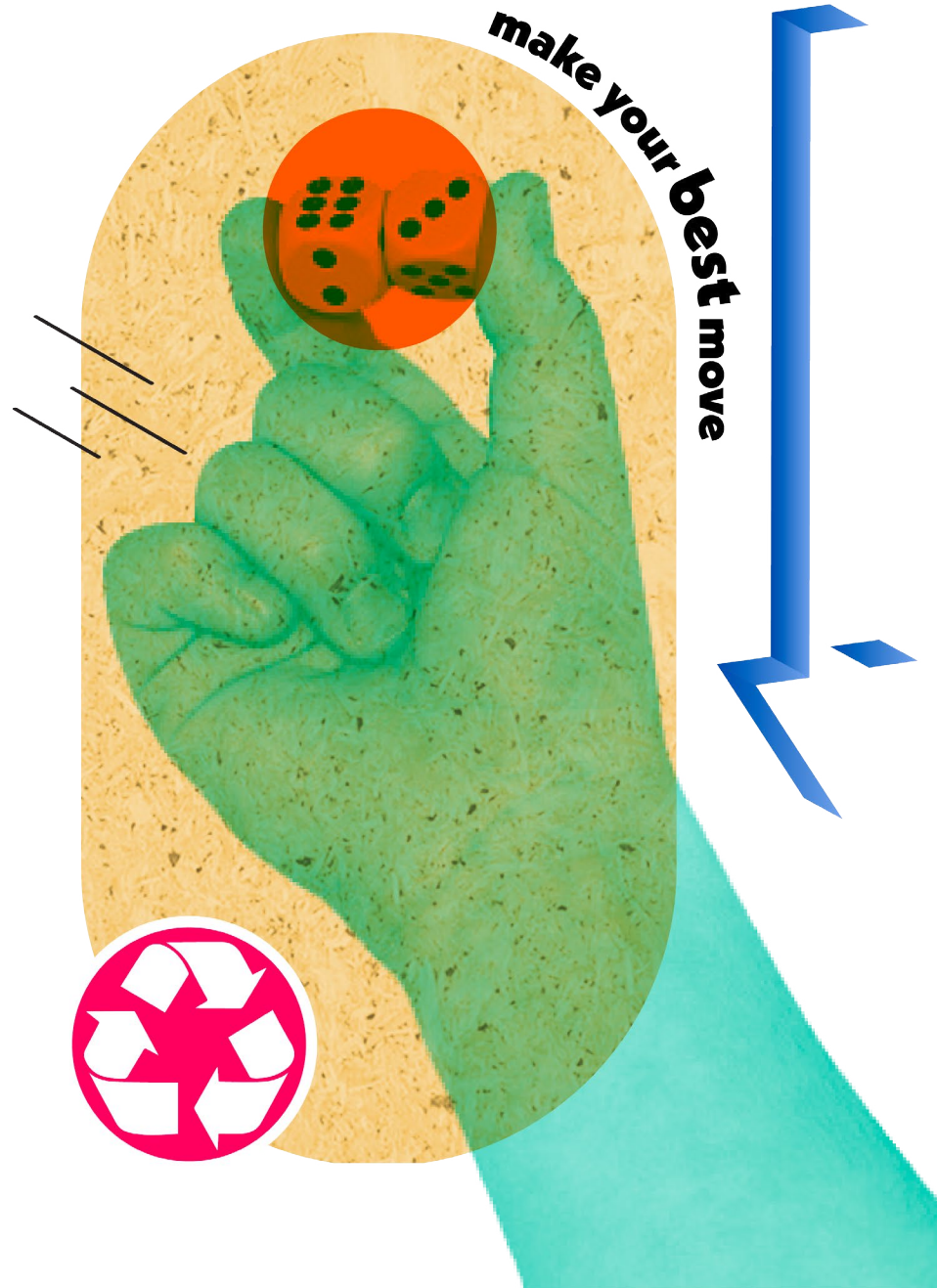
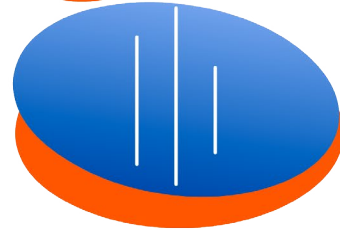
Drawn By: Jose Campos

Dwg No.:

**EX-04.01**



# Graphic Look and Feel



**climate  
change**

remember



Jose Campos G.

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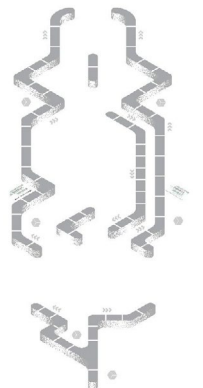


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Key Plan:



Drawing Title:  
**GRAPHIC  
LOOK &  
FEEL**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-04.02**



Logo



**make your  
best move**



**make your  
best move**



**make your  
best move**

Jose  
Campos G.

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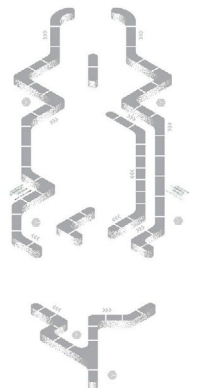


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USA

Key Plan:



Drawing Title:  
LOGO

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-04.03**



# Typography

# sea level rise

Will we need gills?

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

## Title

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Neue Kabel Black

## Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Karla Medium

## Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Karla Regular

Jose Campos G.

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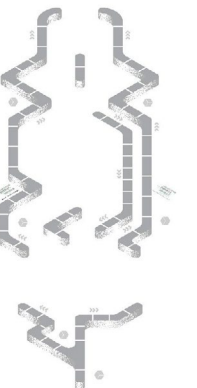


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Key Plan:



Drawing Title:  
TYPOGRAPHY

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

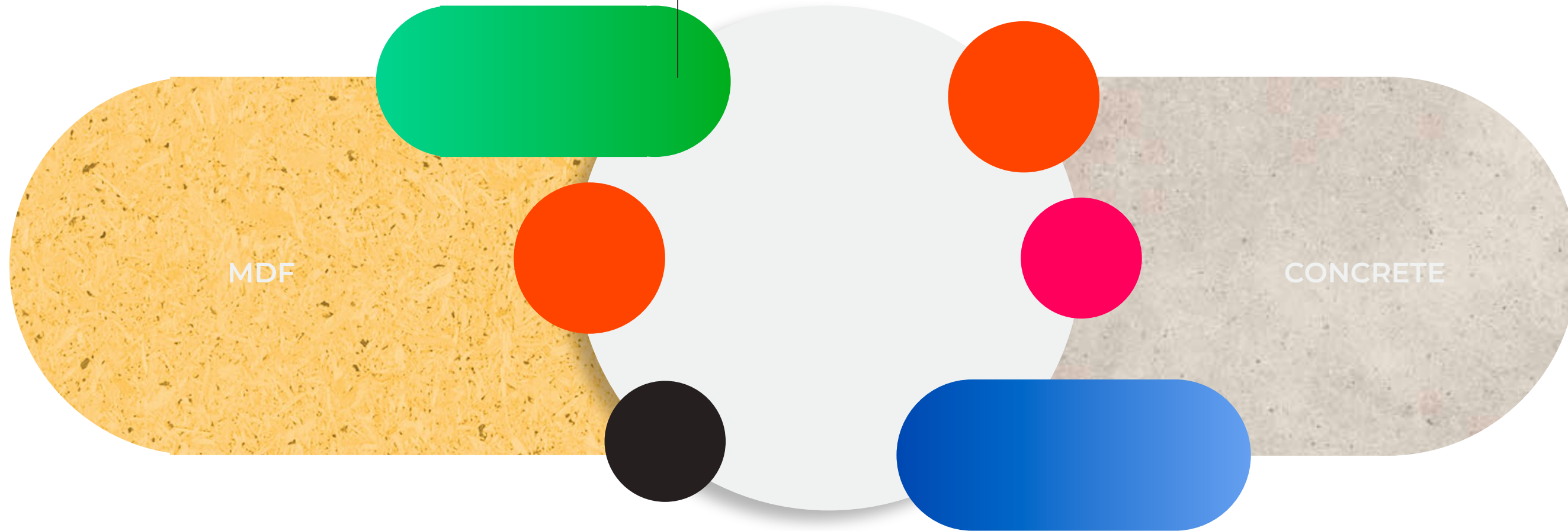
Dwg No.:

EX-04.04



# Color Palette

Google Sustainability



Jose Campos G.

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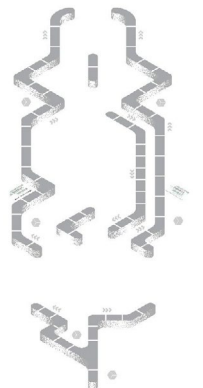


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USA

Key Plan:



Drawing Title:  
COLOR PALETTE

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-04.05



Poster



**Vieni a fare  
la tua mossa  
migliore!**



Step Up is project sponsored by Google Sustainability to raise awareness on climate change. The exhibition is travelling around the globe. Find the itinerary and more information by scanning the QR code.



**20/06 - 30/06**  
**Piazza Castello, Turin**  
**10:00 - 18:00**



Step Up is project sponsored by Google Sustainability to raise awareness on climate change. The exhibition is travelling around the globe. Find the itinerary and more information by scanning the QR code.



**20/06 - 30/06**  
**Piazza Castello, Turin**  
**10:00 - 18:00**



Jose Campos G.

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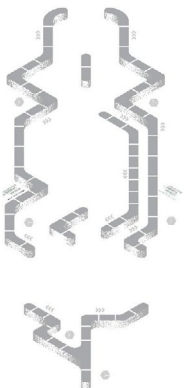


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Key Plan:



Drawing Title:  
POSTER

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-04.06**



# Applications



Jose Campos G.

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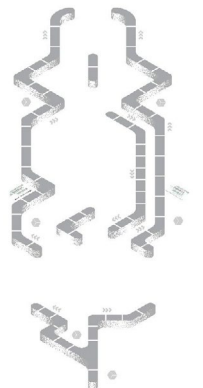


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Mountain View, CA 94043,  
USA

Key Plan:



Drawing Title:  
**APPLICATIONS**

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

**EX-04.07**



# Wayfinding



Jose Campos G.

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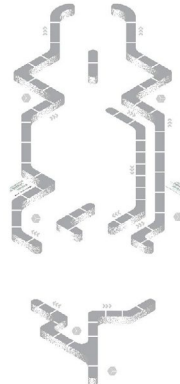


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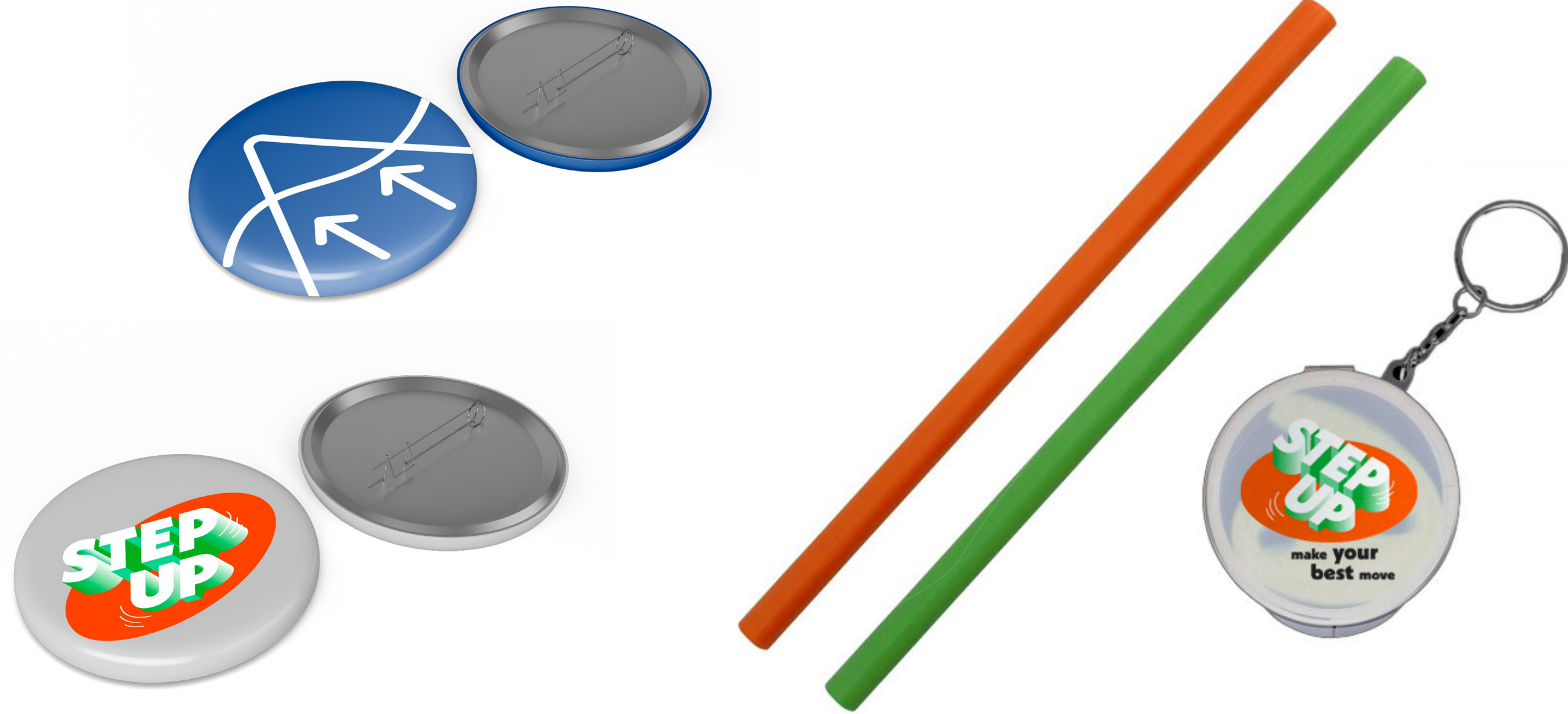
Drawing Title:  
**WAYFINDING**

Date: 11.22.22  
Scale: N/A  
Drawn By: Jose Campos  
Dwg No.:

**EX-04.08**



# Collaterals



Jose Campos G.

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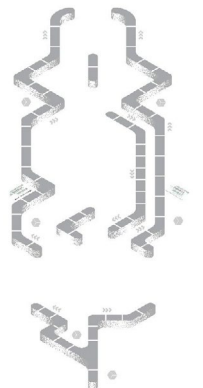


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Key Plan:



Drawing Title:  
COLLATERALS

Date: 11.22.22

Scale: N/A

Drawn By: Jose Campos

Dwg No.:

EX-04.09



# EXHIBITION DETAILING

Jose  
Campos G.

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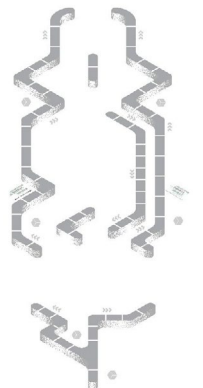


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Key Plan:



Drawing Title:  
**EXHIBITION  
DETAILING**

Date: 11.22.22

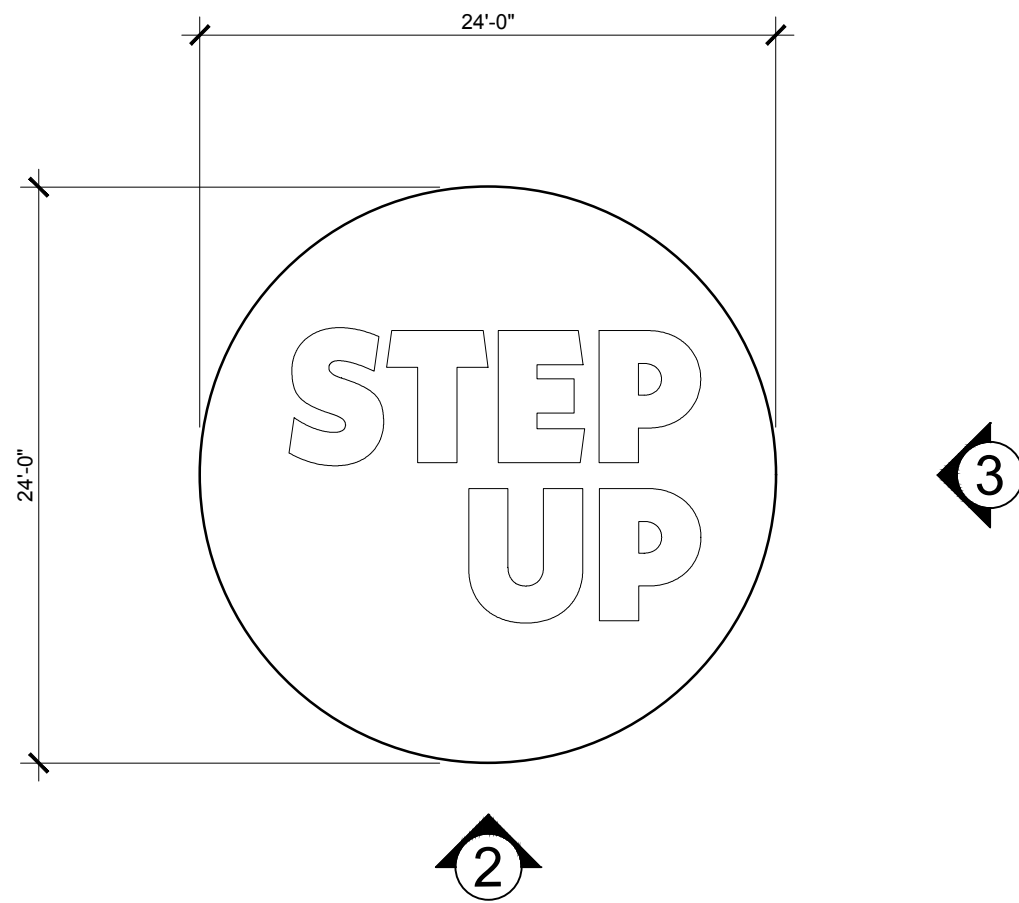
Scale: As Noted

Drawn By: Jose Campos

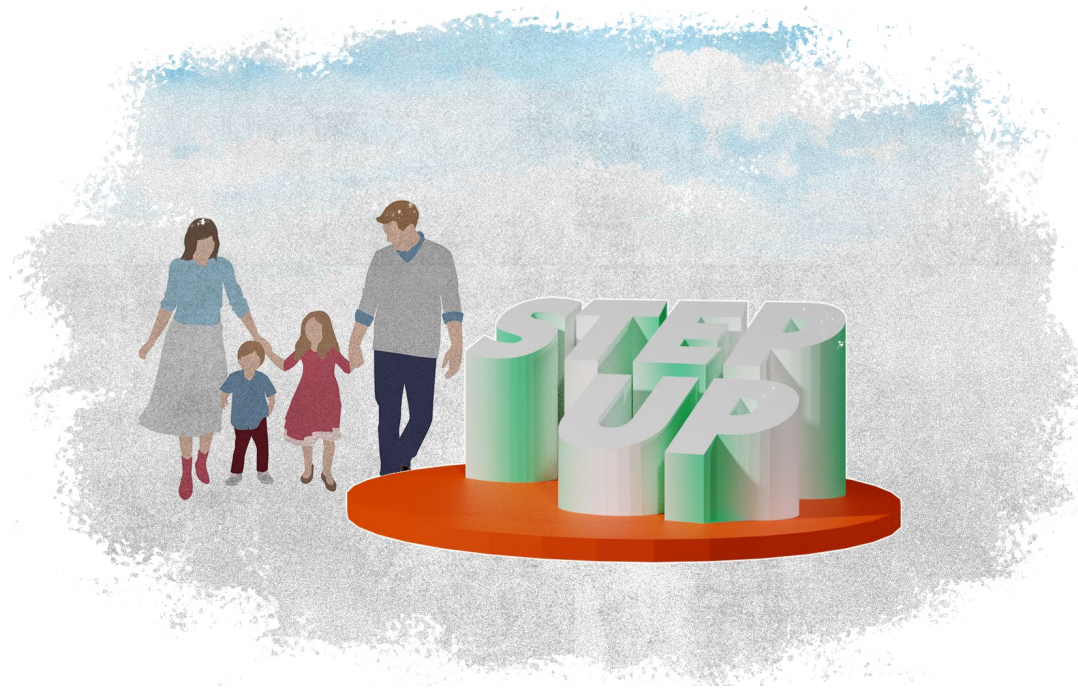
Dwg No.:

**EX-05.00**

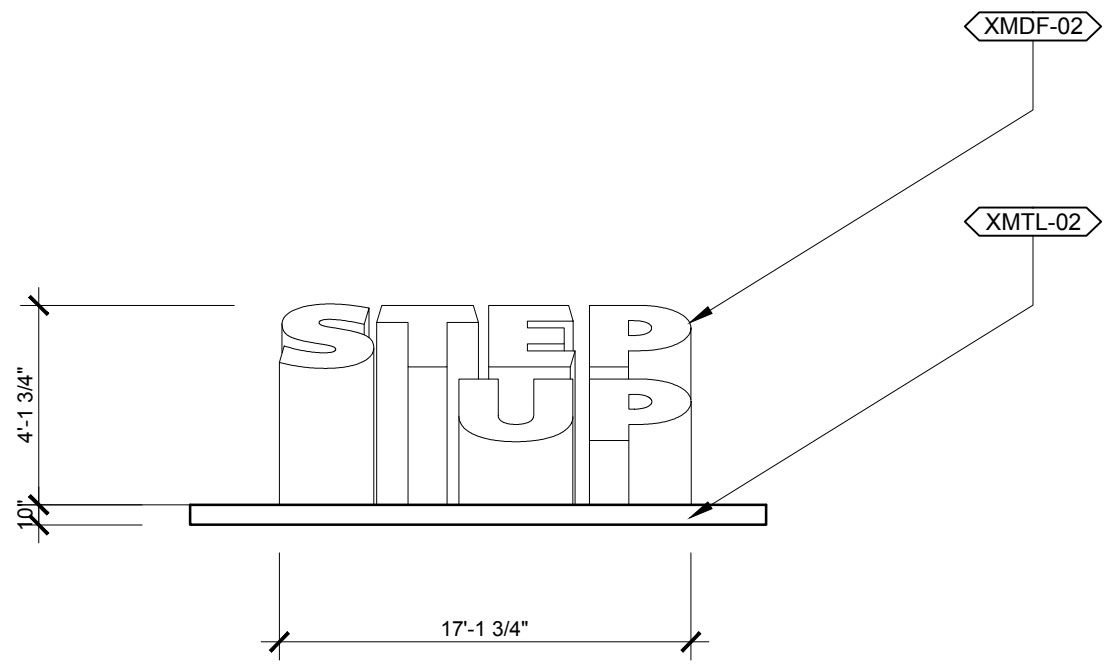




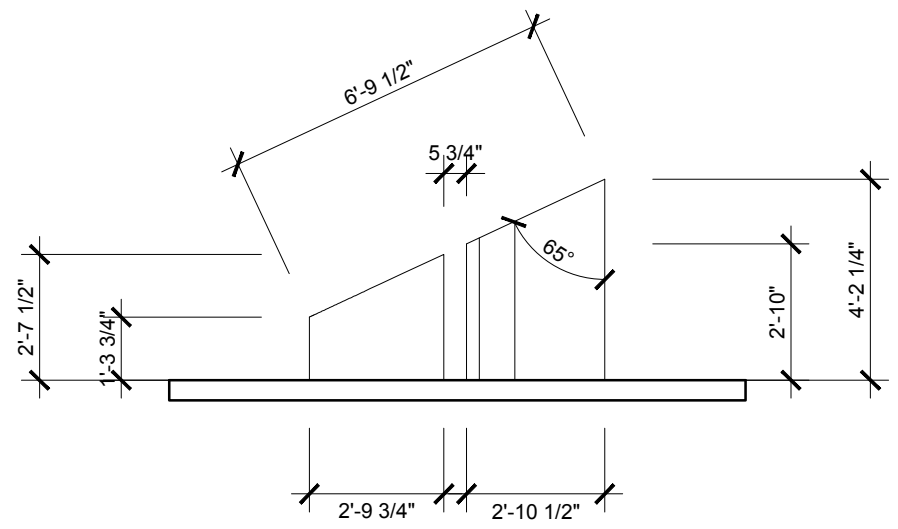
1 TOP VIEW – 01A.01.GR01  
Scale: 1/4" = 1'-0"



3 RIGHT SIDE VIEW – 01A.01.GR01  
Scale: 1/4" = 1'-0"



2 FRONT VIEW – 01A.01.GR01  
Scale: 1/4" = 1'-0"



Jose Campos G.

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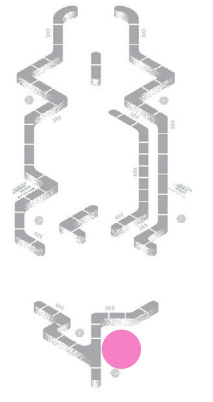


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USA

Key Plan:



Drawing Title:  
ENTRANCE  
3D LOGO  
DETAILING

Date: 11.22.22  
Scale: 1/4" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

EX-05.01



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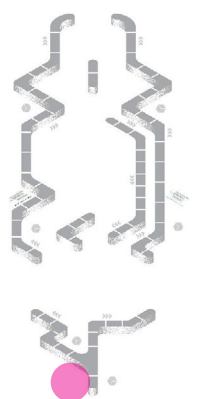


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Key Plan:



Drawing Title:  
**WELCOME  
PANEL  
ELEVATION**

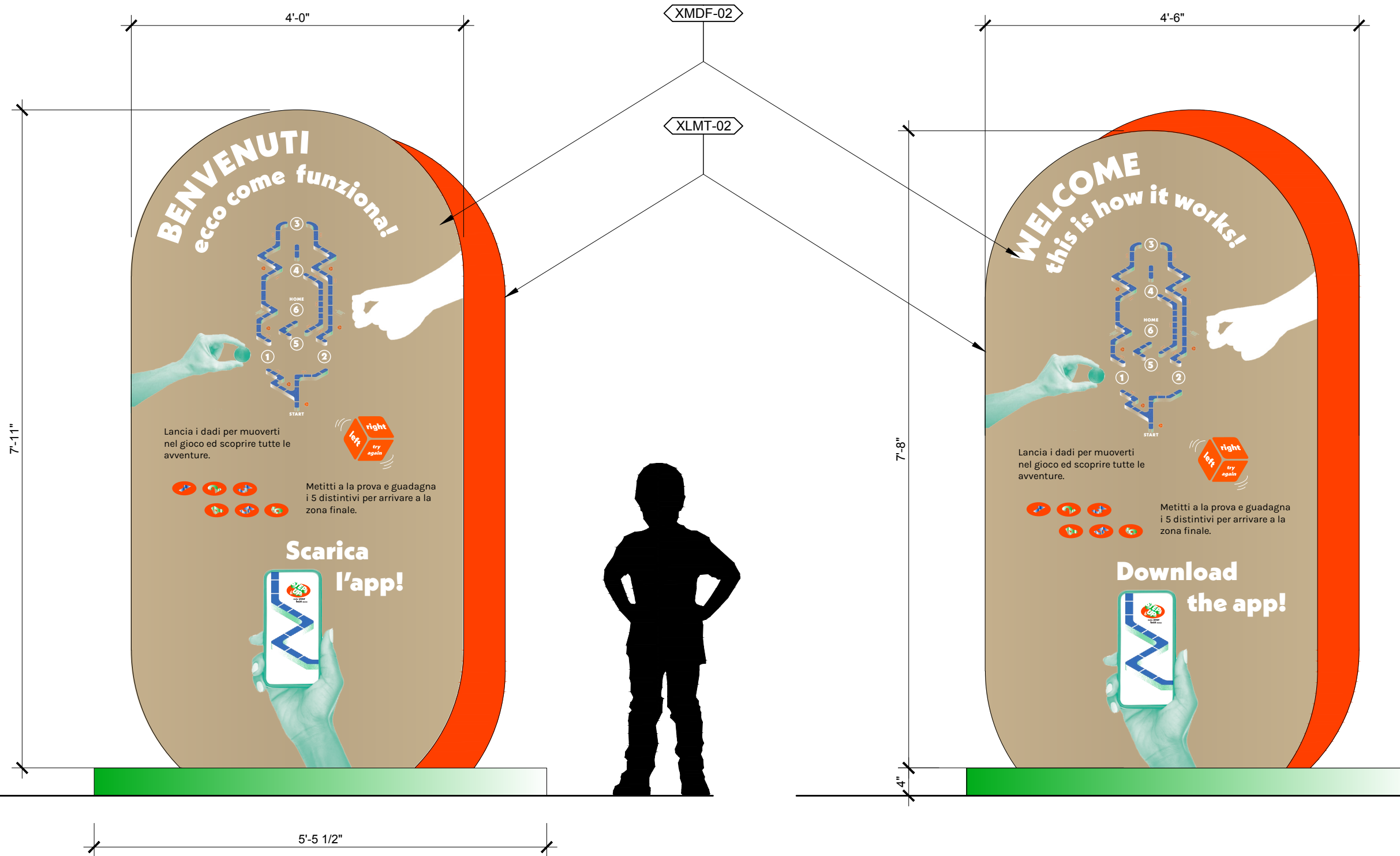
Date: 11.22.22

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

Drawn By: Jose Campos

Dwg No.:

**EX-05.02**



**1** FRONT VIEW (IT) – 01A.02.GR01  
Scale: 3/4" = 1'-0"

**3** BACK VIEW (EN) – 01A.02.GR01  
Scale: 3/4" = 1'-0"



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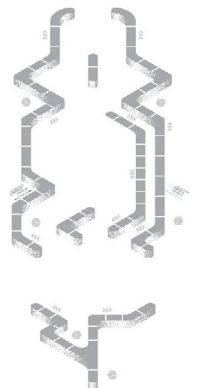


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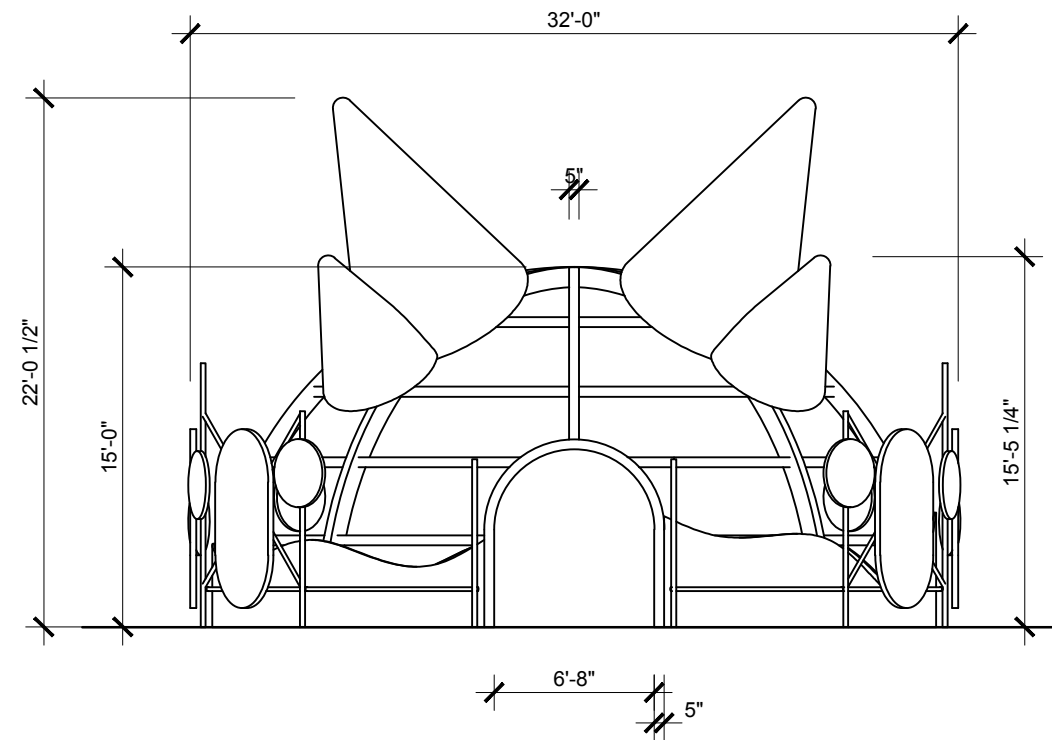
Key Plan:



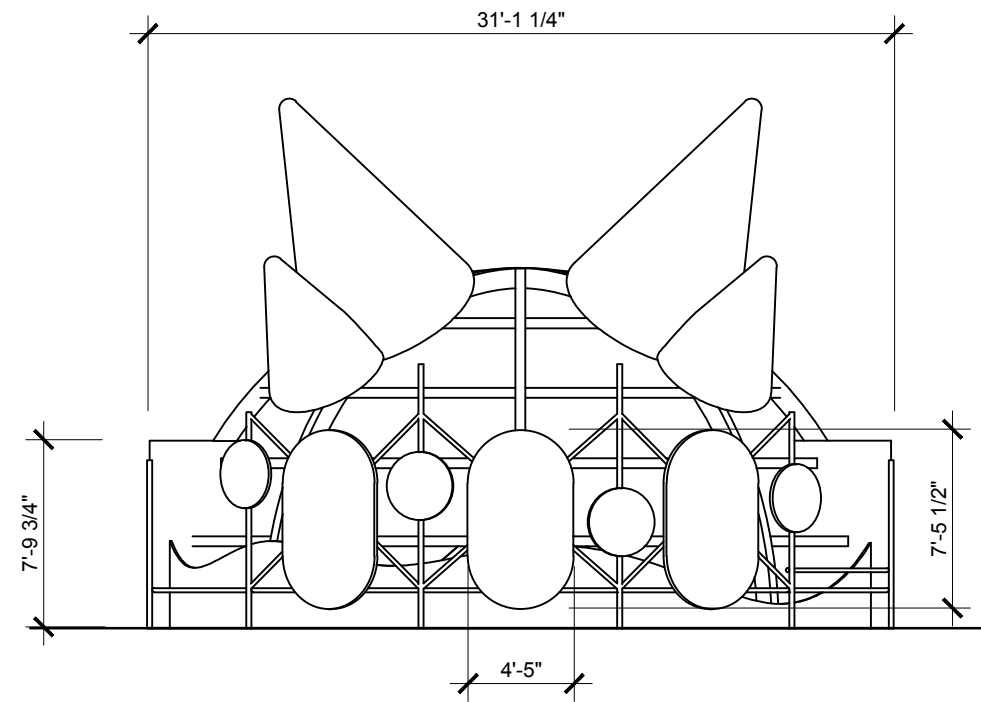
Drawing Title:  
**ADVENTURE 1  
EXTERIOR  
MEASUREMENTS**

Date: 11.22.22  
Scale: As Noted  
Drawn By: Jose Campos  
Dwg No.:

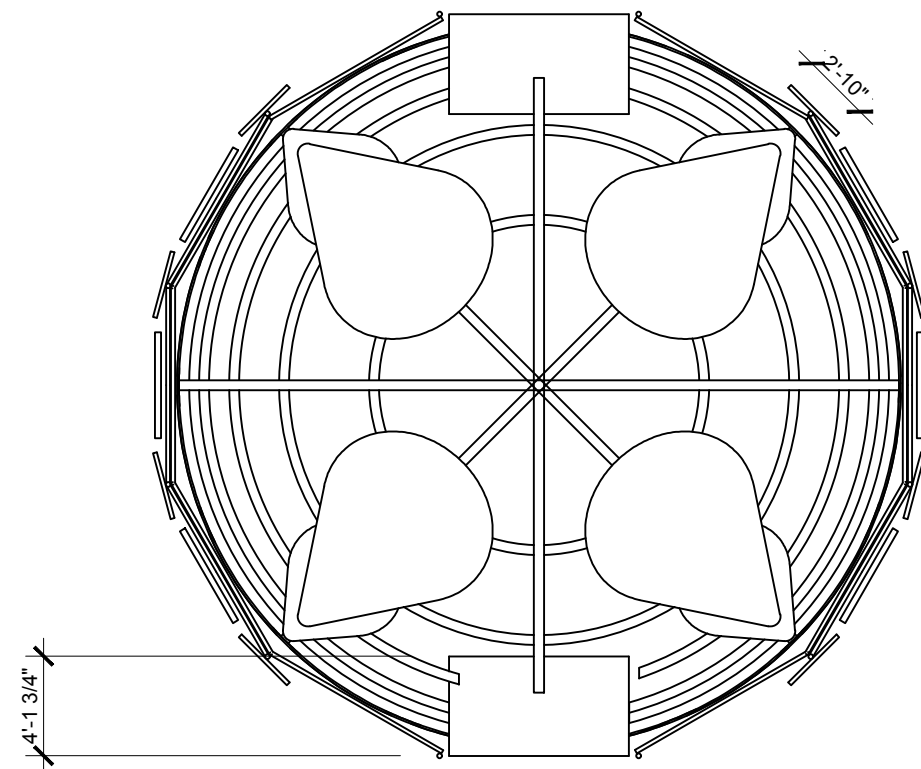
**EX-05.03**



**1** FRONT ELEVATION  
Scale: 1/8" = 1'-0"



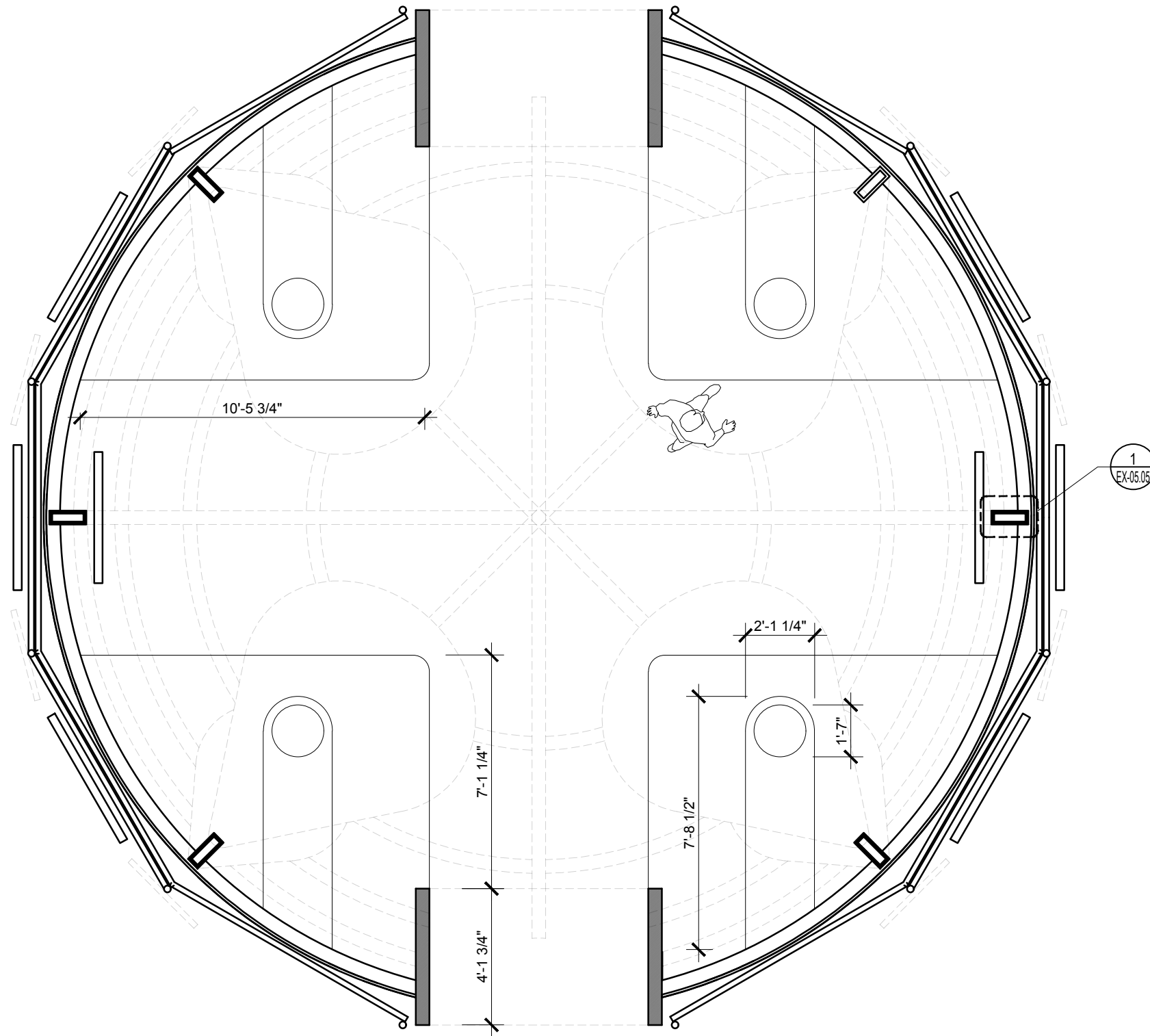
**2** RIGHT ELEVATION  
Scale: 1/8" = 1'-0"



**3** TOP VIEW  
Scale: 1/8" = 1'-0"







**1** SITE PLAN  
Scale: 1/4" = 1'-0"

Jose Campos G.

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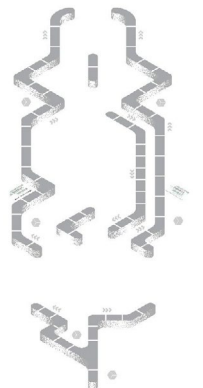


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Key Plan:



Drawing Title:  
**ADVENTURE 1  
SITE  
PLAN**

Date: 11.22.22

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

Drawn By: Jose Campos

Dwg No.:

**EX-05.04**



Jose Campos G.

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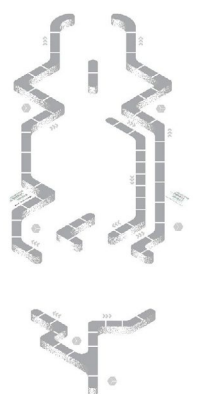


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Key Plan:



Drawing Title:  
**ADVENTURE 1  
STRUCTURE  
DETAILS**

Date: 11.22.22

Scale: 6" = 1'-0"

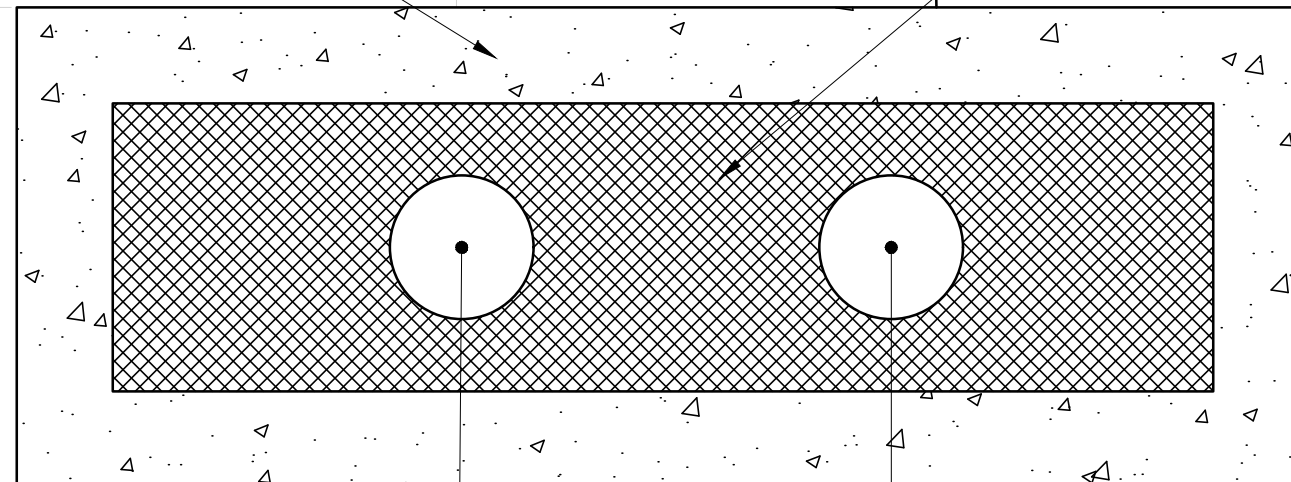
Drawn By: Jose Campos

Dwg No.:

**EX-05.05**

X MDF-02

X MTL-02



AIR CONDUIT

ENERGY CONDUIT

**1** FRAMING DETAIL  
Scale: 6" = 1'-0"



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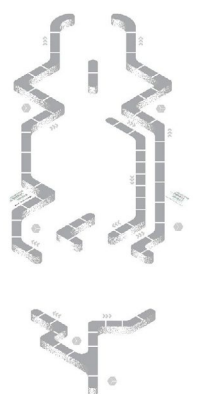


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Key Plan:



Drawing Title:

**ADVENTURE 1  
GRAPHIC  
ELEVATION**

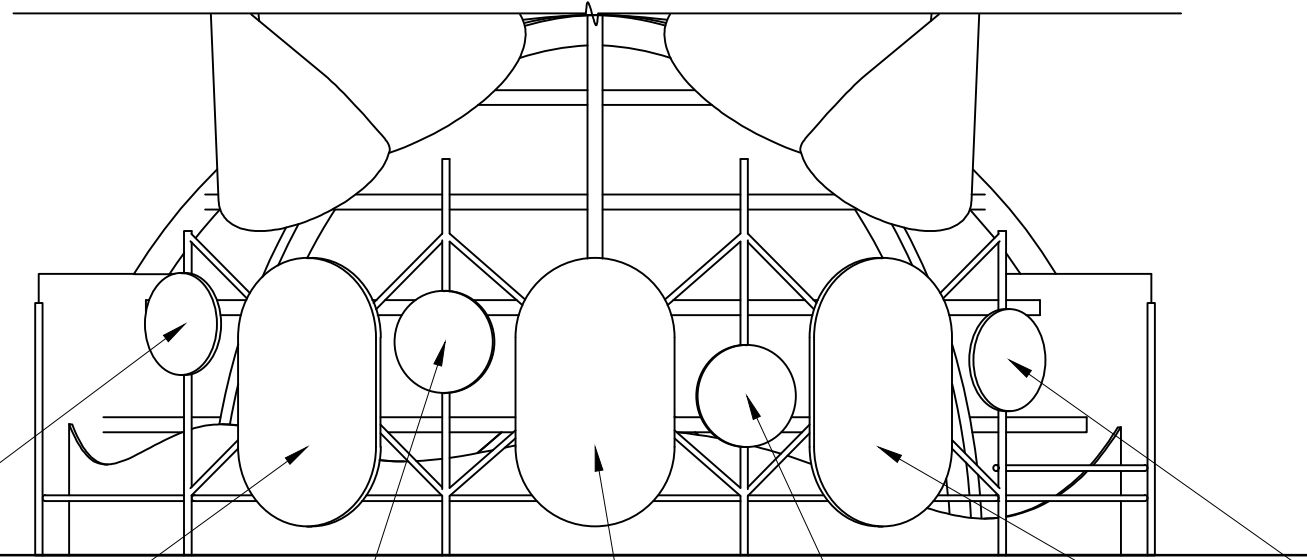
Date: 11.22.22

Scale: As Noted

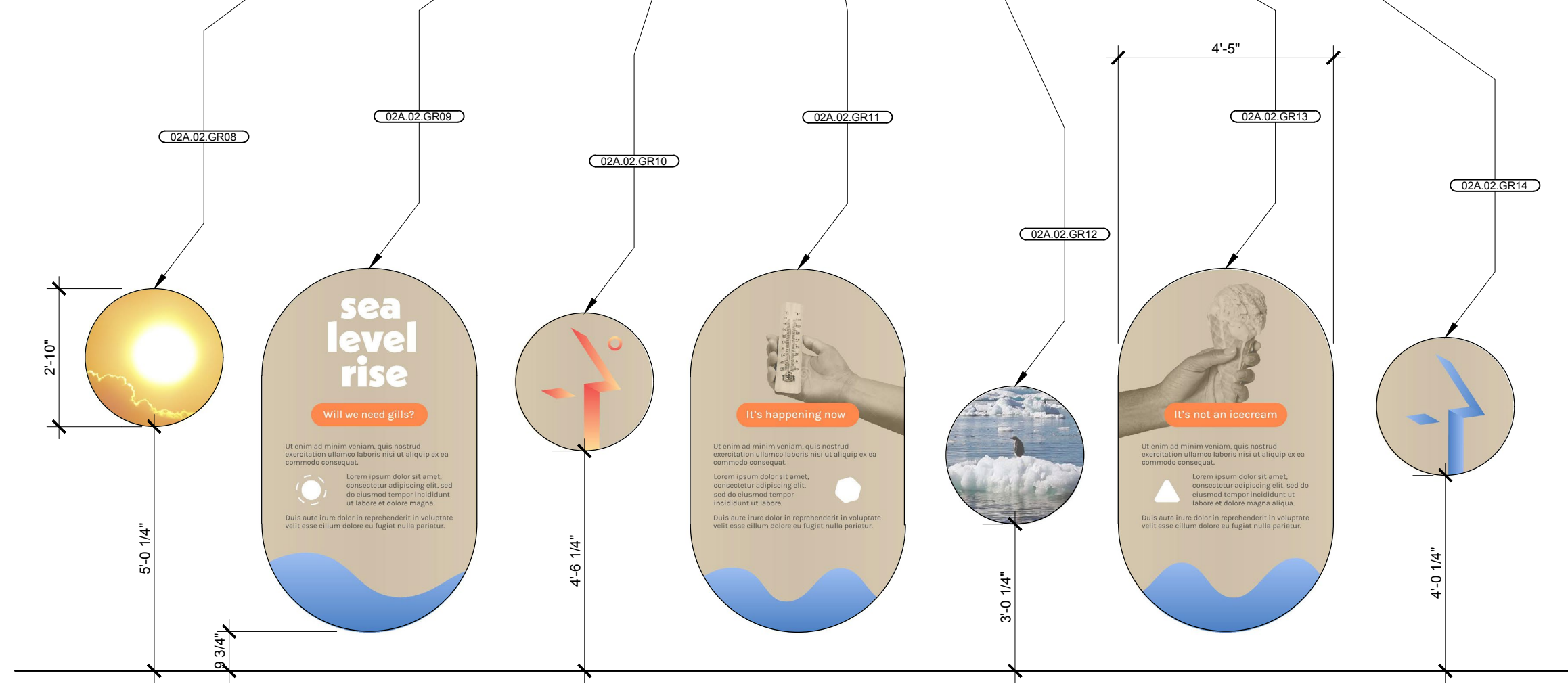
Drawn By: Jose Campos

Dwg No.:

**EX-05.06**

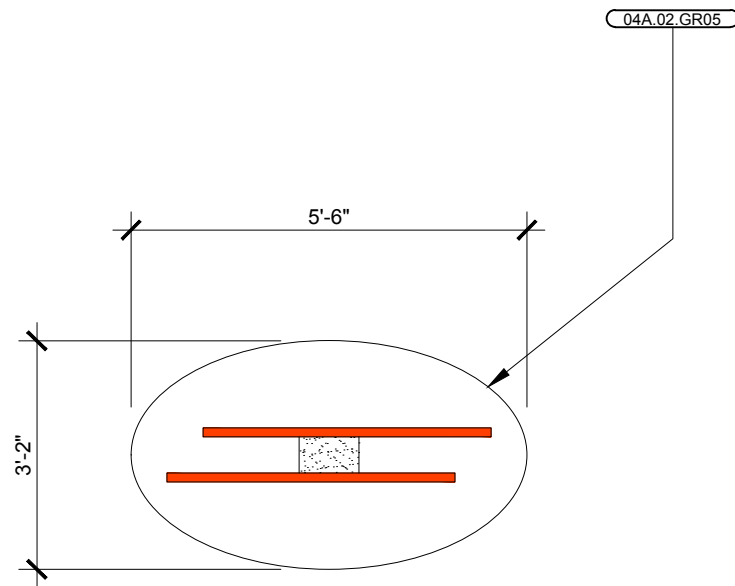


**1** RIGHT ELEVATION  
Scale: 3/16" = 1'-0"

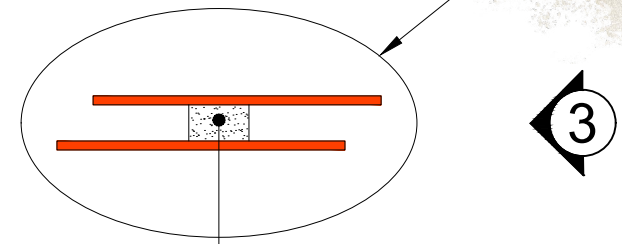
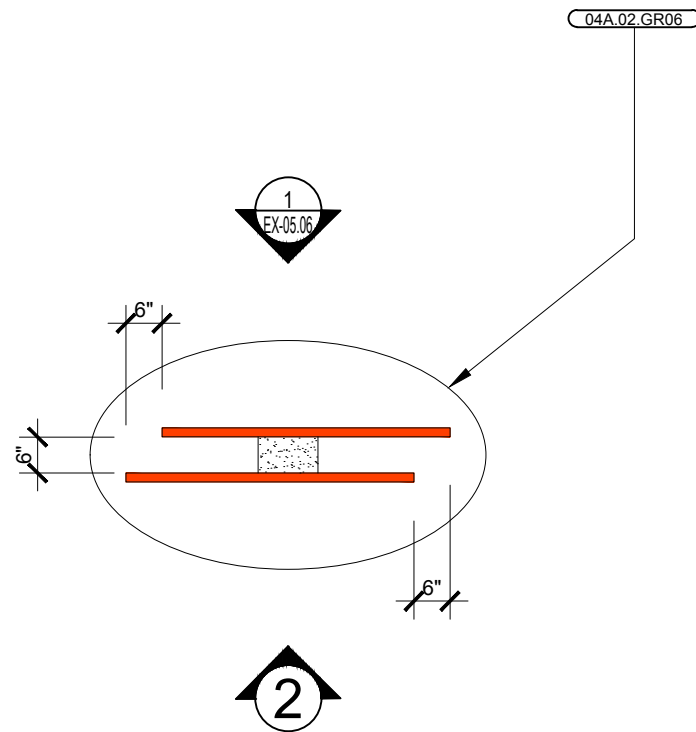


**1** GRAPHIC ELEVATION  
Scale: 3/8" = 1'-0"

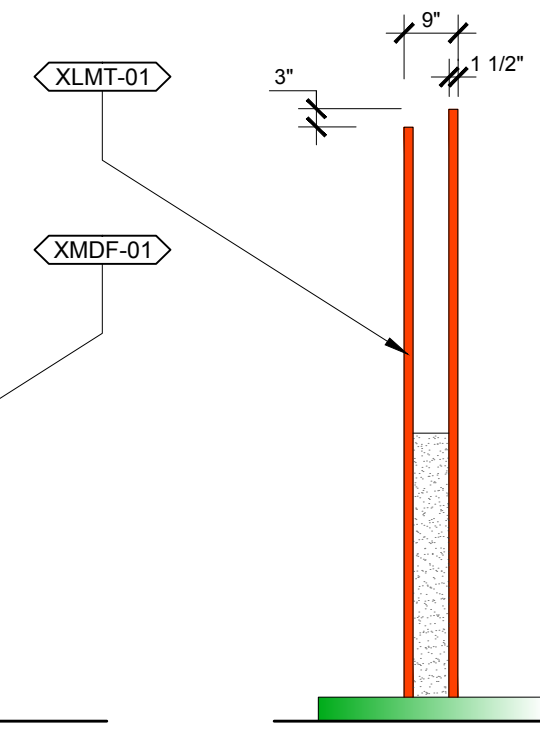
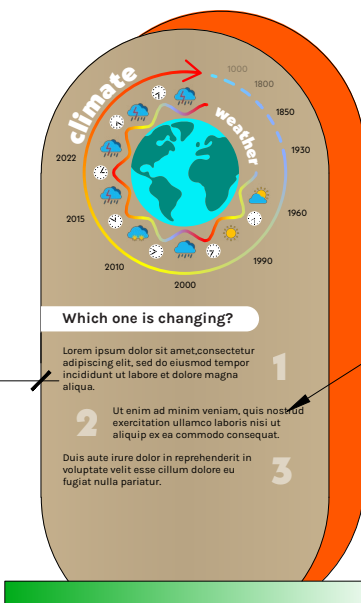
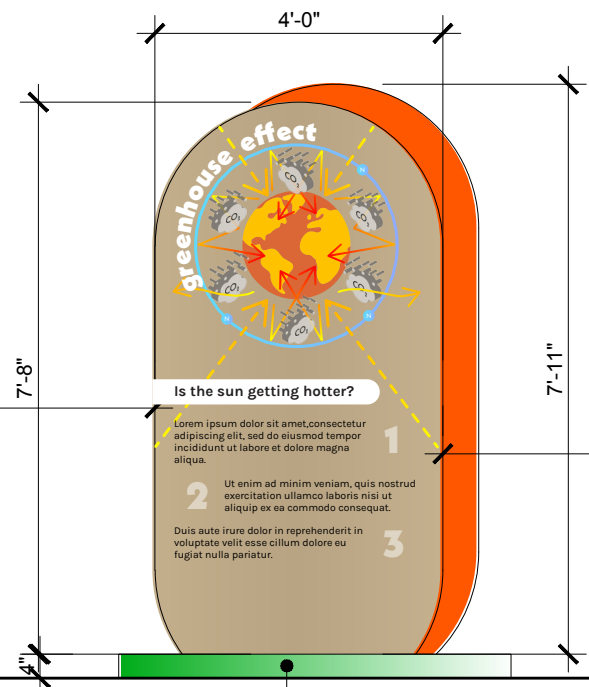
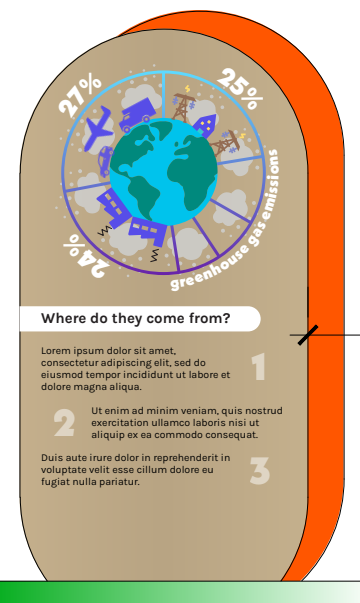




**1 TOP VIEW**  
Scale: 3/8" = 1'-0"



MOUNTING BRACKETS TBD  
PANELS SHOULD BE ATTACHED  
EASY AND QUICK.



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

METAL BASE WITH  
ADJUSTABLE LEGS

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

Jose Campos G.

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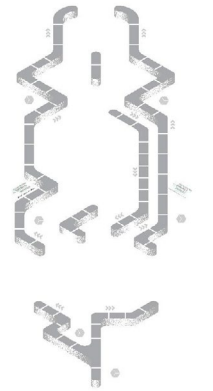


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Key Plan:



Drawing Title:  
**INFOGRAPHICS  
FREE STANDING  
PANELS**

Date: 11.22.22  
Scale: 3/8" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-05.07**



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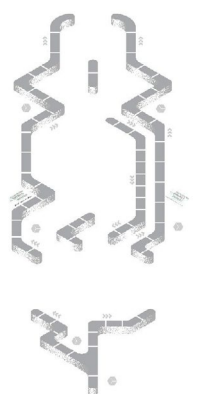
make your best move

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Key Plan:



Drawing Title:

INFOGRAPHICS  
FREE STANDING  
PANELS

Date: 11.22.22

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

Drawn By: Jose Campos

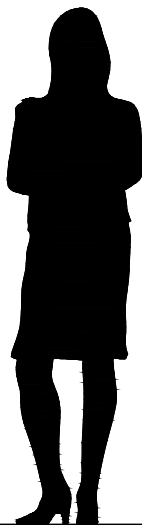
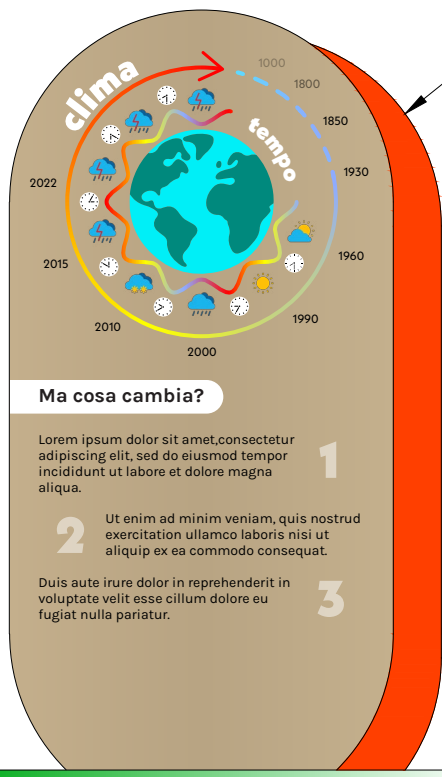
Dwg No.:

EX-05.08

04A.02.GR05

04A.02.GR06

04A.02.GR07



1 BACK ELEVATION  
Scale: 1/2" = 1'-0"



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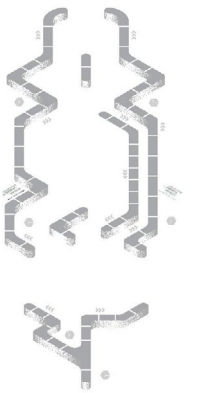


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USA

Key Plan:



Drawing Title:  
**ADVENTURE 6  
FLOOR  
PLAN**

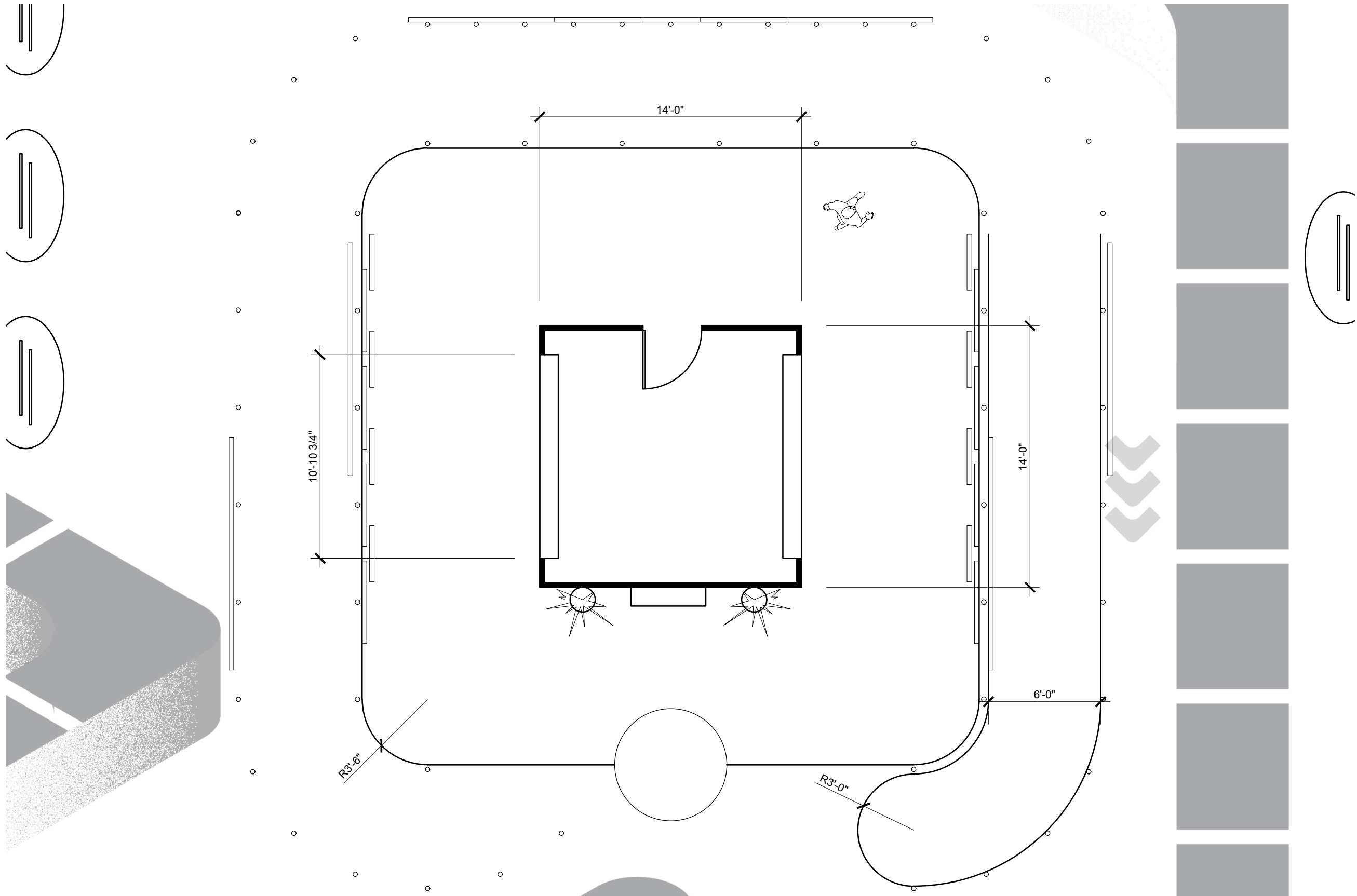
Date: 11.22.22

Scale: As Noted

Drawn By: Jose Campos

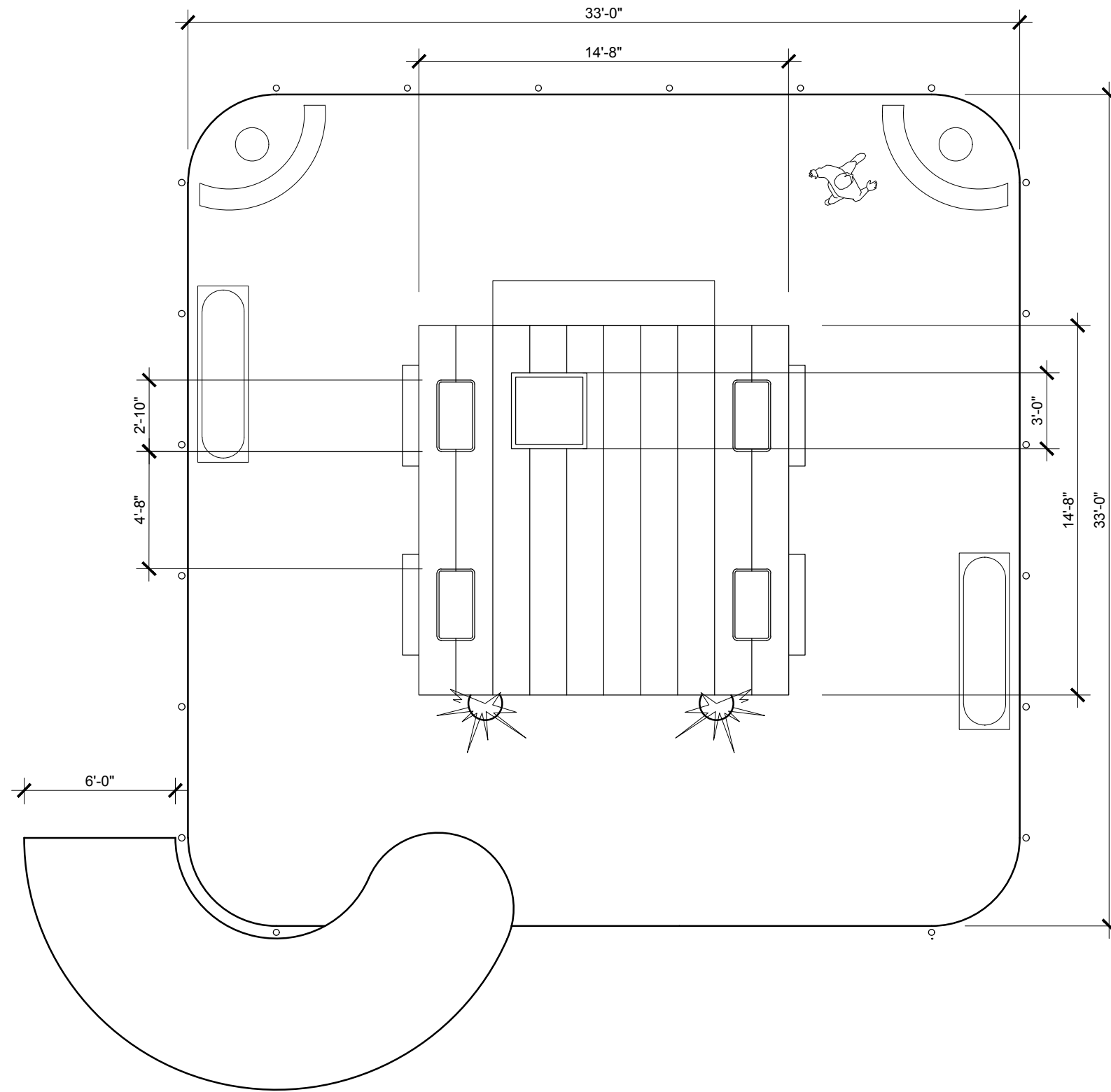
Dwg No.:

**EX-05.09**



**1** 1ST LEVEL FLOOR PLAN  
Scale: 3/16" = 1'-0"





1 SITE PLAN  
Scale: 3/16" = 1'-0"

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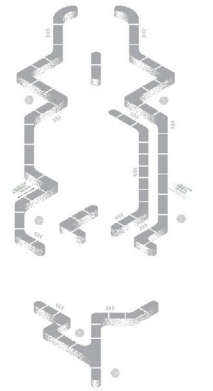


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Key Plan:



Drawing Title:  
**END ZONE  
FLOOR  
PLAN**

Date: 11.22.22  
Scale: 3/16" = 1'-0"  
Drawn By: Jose Campos  
Dwg No.:

**EX-05.10**



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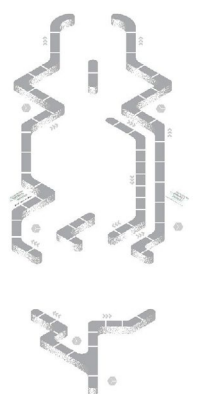


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USA

Key Plan:



Drawing Title:  
**DIRECTIONAL WAYFINDING**

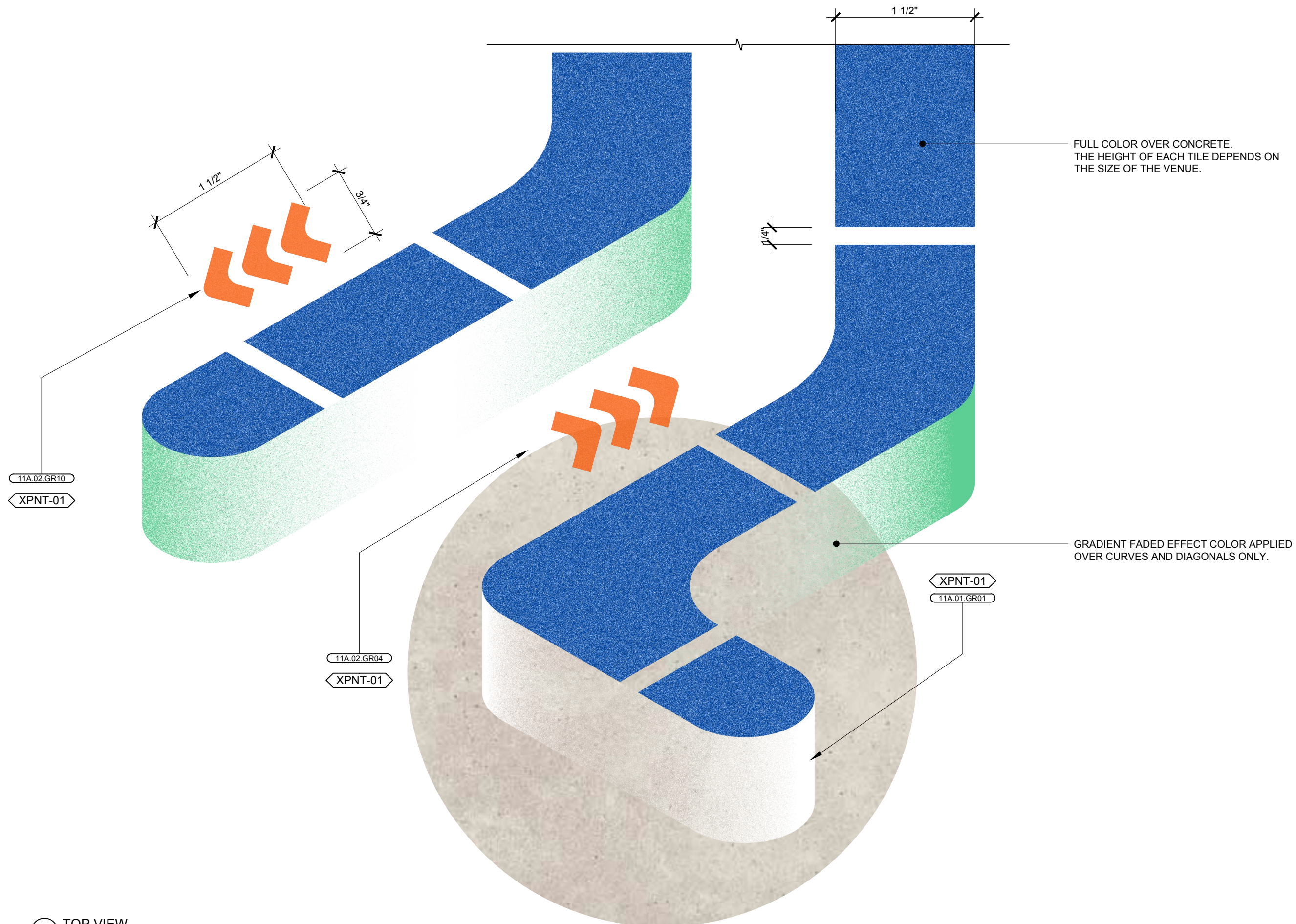
Date: 11.22.22

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

Drawn By: Jose Campos

Dwg No.:

**EX-05.11**



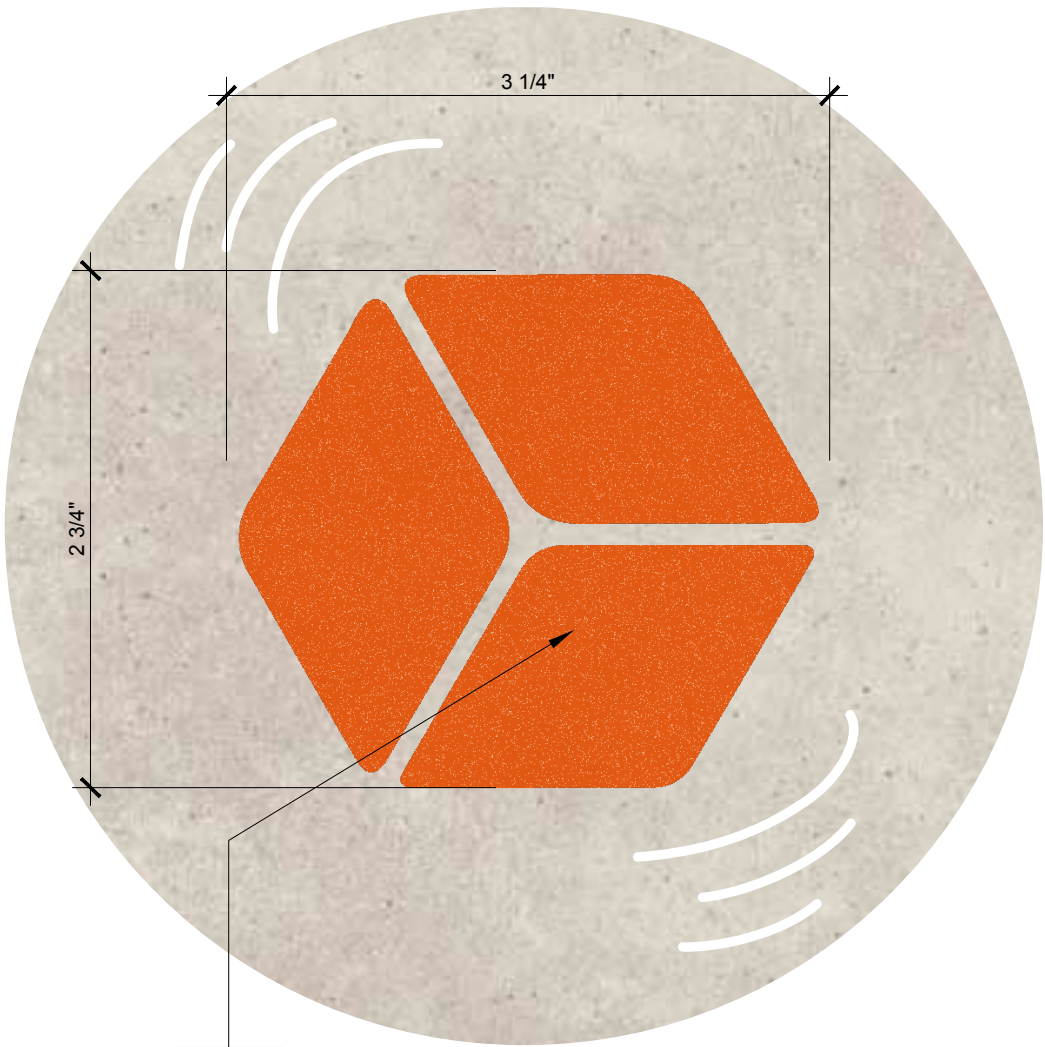
**1** TOP VIEW  
Scale: 1/4" = 1'-0"





XPNT-01

3D TEXT WITH ISOMETRIC EFFECT.  
GRADIENT EFFECT APPLIED TO THE THICKNESS.  
TRANSLATION SIMPLE TEXT ON BLACK OR WHITE



XPNT-01

FULL COLOR OVER CONCRETE

1 TOP VIEW – 04A.01.GR01  
Scale: 1/2" = 1'-0"

1 TOP VIEW – 11A.03.GR03  
Scale: 1/2" = 1'-0"

Jose Campos G.

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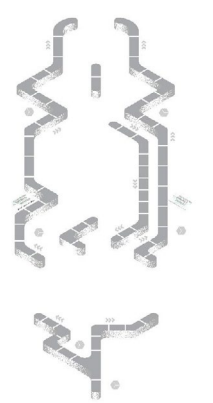


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Key Plan:



Drawing Title:  
INDICATION  
FLOOR  
GRAPHICS

Date: 11.22.22  
Scale: As Noted  
Drawn By: Jose Campos  
Dwg No.:

EX-05.12



Jose Campos G.

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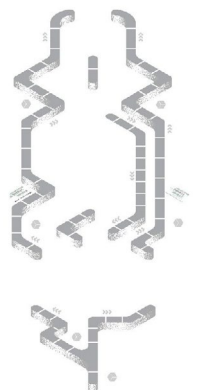


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Key Plan:



Drawing Title:

AREA  
IDENTIFICATION  
3D SIGN

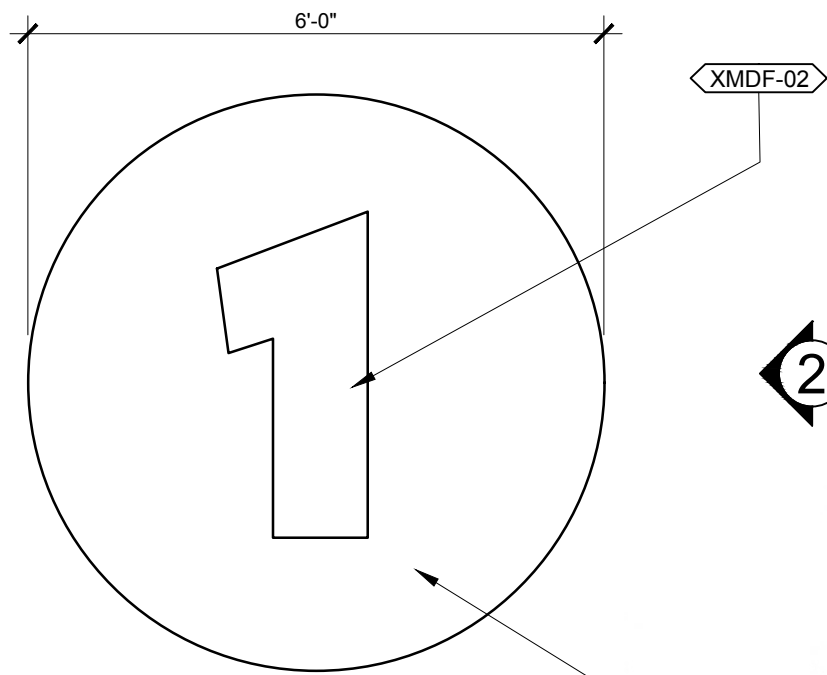
Date: 11.22.22

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

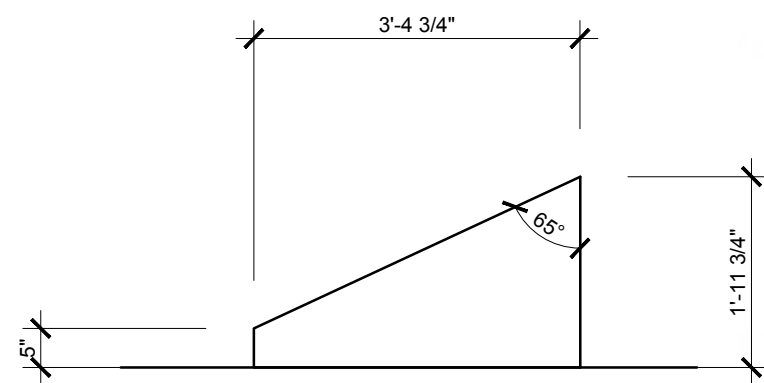
Drawn By: Jose Campos

Dwg No.:

EX-05.13



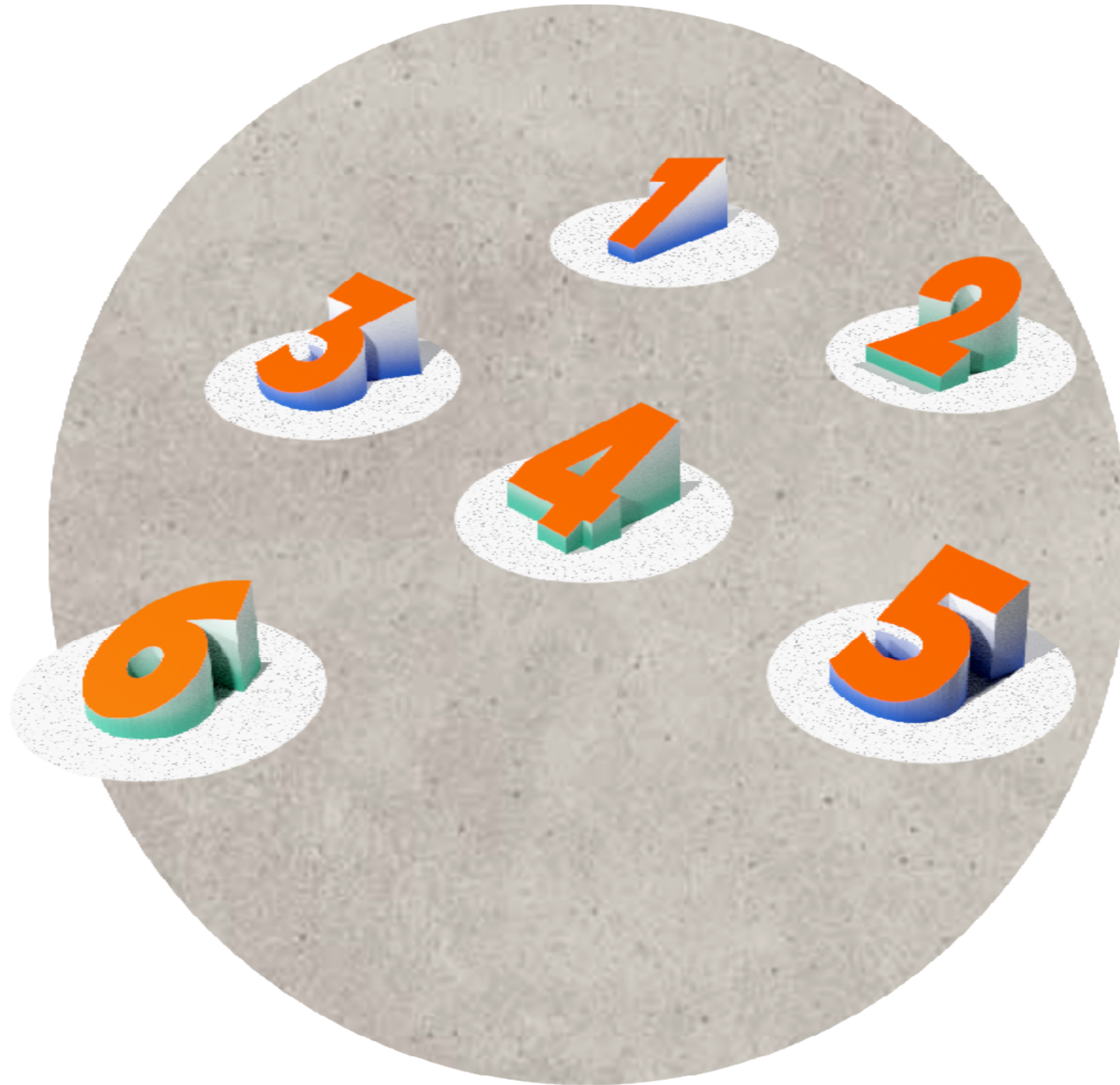
1 TOP VIEW – 02A.01.GR01  
Scale: 1/2" = 1'-0"



2 SIDE VIEW – 02A.01.GR01  
Scale: 1/2" = 1'-0"







① PERSPECTIVE OVERVIEW  
Scale: N/A

Jose Campos G.

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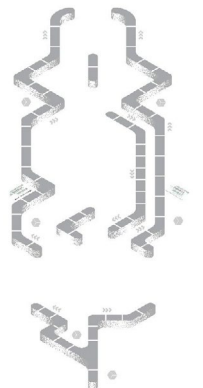


**Piazza Castello**  
Torino 10123, Italy



**Google Sustainability**  
1600 Amphitheatre Parkway  
Mountain View, CA 94043,  
USA

Key Plan:



Drawing Title:  
**AREA  
IDENTIFICATION  
3D SIGN**

Date: 11.22.22

Scale: As Noted

Drawn By: Jose Campos

Dwg No.:

**EX-05.14**