

# LIGHT *and* YOU

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GRADUATE THESIS

EXHIBITION AND EXPERIENCE DESIGN

FASHION INSTITUTE OF TECHNOLOGY

100% DESIGN DEVELOPMENT PACKAGE

TANISI GHOSH

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### THE POWER WE HOLD:

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# EXECUTIVE SUMMARY

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LIGHT  
*and*  
YOU

# PROJECT PARAMETERS

# THESIS STATEMENT

Lighting in design is just electric current running through a wire, but it also impacts the cognitive current that runs through our brain. The lighting of an environment can completely transform a space, and it can also be used to positively affect and enhance the mood of its visitors. The opportunity of learning the emotional, cognitive impact of lighting on humans can enable us to elevate the experience of those we design for, and aligning this with the circadian rhythm of nature can help foster well-being in the spaces we care about. Using this, we can create an indoor experience that touches upon all of these aspects of using lighting to affect perception and feelings in humans.



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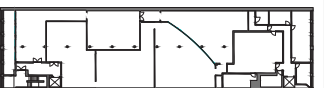
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**KEY PLAN**



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THESIS STATEMENT

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DEC 06, 2023

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EX1.01



# PROJECT PARAMETERS

## BIG IDEA

The space is used to tell the story of light through an incredibly engaging, theatrical branding experience. Lighting can be used to transform spaces and influence moods using principles of light and aligning it with our body's circadian rhythm. Visitors will experience the power of lighting, what it does to us as humans and how we can use it to enhance our lives— using unique storytelling devices like immersive theatrics and creating interactive moments.

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LIGHT AND YOU

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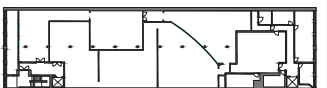
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BIG IDEA

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# PROJECT PARAMETERS

## CONCEPT DIAGRAM



**PROJECT**  
LIGHT AND YOU

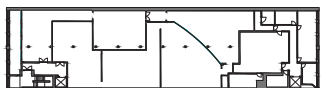
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**DRAWING**  
CONCEPT  
DIAGRAM

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EX1.03

# PROJECT PARAMETERS

# PROJECT GOALS

## PROJECT GOALS

- To inspire visitors with impactful and alluring lighting.
- To ignite passion and awareness about the importance of understanding lighting and its effect on our mind and body.

## EDUCATION GOALS

- To teach visitors the significance of lighting in our daily lives and how we can leverage that to our advantage for our wellbeing.
- To bring attention to what Philips Hue is doing for the community with their innovations in lighting and how we can make the most of it in our daily lives.

## EXPERIENCE GOALS

- To evoke a spark for the subject of lighting using a relatable, interesting and intriguing storytelling device.
- To make visitors feel like they are part of the journey, and immersing them in the knowledge and power of lighting.



**PROJECT**  
LIGHT AND YOU

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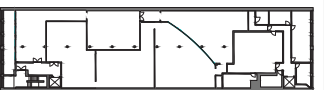
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**DRAWING**  
PROJECT GOALS

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EX1.04

# PROJECT PARAMETERS

## AUDIENCE

**PRIMARY** ————— Ages 24 - 42  
Youth, young professionals and consumers.

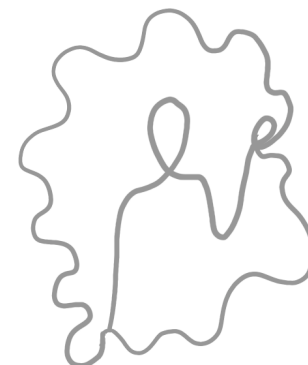


**PROFESSIONAL  
HOBBYISTS**



**EXPLORERS**

**SECONDARY** ————— Ages 17 - 23  
Gen Z, curious and excited about the experience



**EXPERIENCE  
SEEKERS**



**FACILITATORS**



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LIGHT AND YOU

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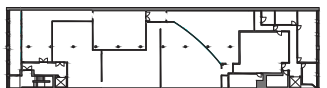
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**DRAWING**  
AUDIENCE

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EX1.05

# PROJECT PARAMETERS

## VENUE

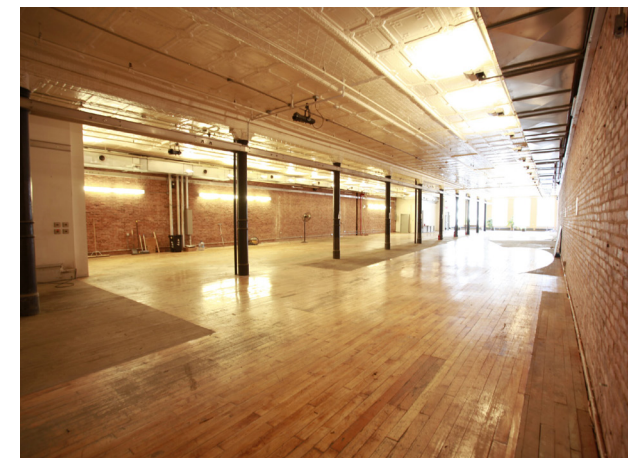
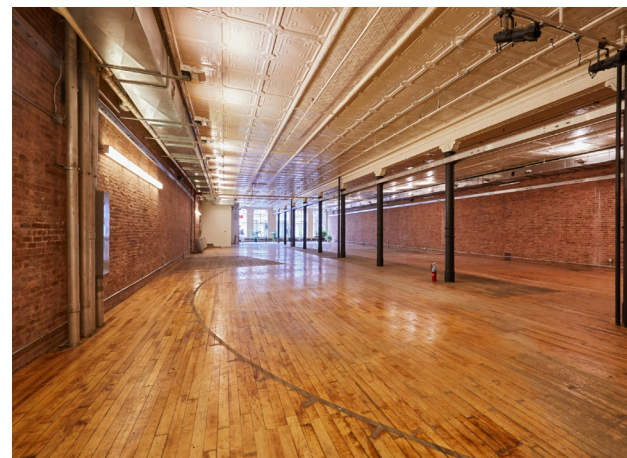
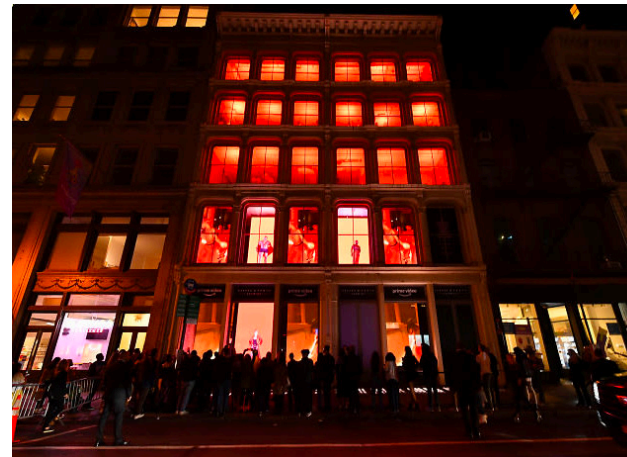
477 Broadway, New York, NY 10013

### SECOND FLOOR:

- Multi-storey Event Venue
- Open Floor plan
- Ample amount of natural light coming in
- 10,000 sq. ft of open space on each floor
- 14 ft ceilings
- Have held a variety of events, such as product launches, exhibitions, fashion shows, movie and television productions, and photo shoots
- Very compatible with dramatic and interactive lighting elements

### STAFF:

The Staffing includes six acrobatic dancers who would gradually move along the space with the visitors throughout all sections, two bartenders at The Hue Cocktail Bar in the 'Innovation and You' section, and two Philips hue assistants at the product display in the 'Innovation and You' section as well.



**PROJECT**  
LIGHT AND YOU

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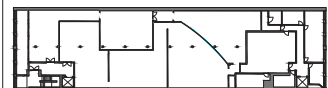
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VENUE

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.06



# PROJECT PARAMETERS

## CLIENT

### PHILIPS HUE

#### MISSION AND VISION:

Our purpose is to improve people's health and well-being through meaningful innovation. At Philips, we are striving to make the world healthier and more sustainable through innovation, with the goal of improving the lives of 3 billion people a year by 2025.

Philips Hue is built to enrich what you love and how you want to live with smart light — and how it does it is unique.

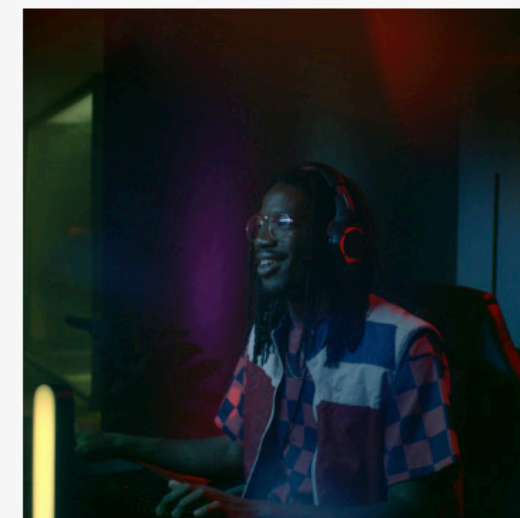


Ambiance

#### Set the mood

Decorate for a party with colorful light. Dim the lights automatically to relax. Create just the right atmosphere inside and outside your home.

[Explore mood lighting >](#)

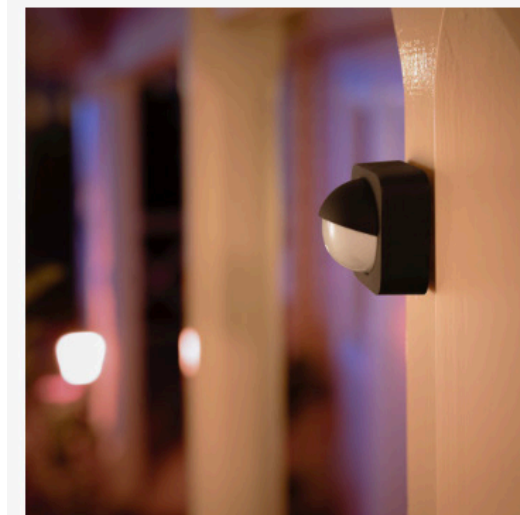


Entertainment

#### Immerse yourself

Watch, listen, and play like never before. With surround lighting, you can sync your lights to TV shows, movies, games, or music.

[Explore surround lighting >](#)



Security

#### Feel safer

Make your safe space feel even safer. Your lights can turn on when you come home, turn off when you leave, and even make it look like you're home when you're away.

[Explore security lighting >](#)



Wellbeing

#### Feel better

Wake gently, work comfortably, wind down easily, and fall asleep peacefully with light that automatically adjusts to the time of day.

[Explore wellness lighting >](#)



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PROJECT  
LIGHT AND YOU

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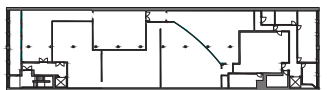
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DATE  
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EX1.07

# SIMPLIFIED PLAN

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**PROJECT**  
LIGHT AND YOU

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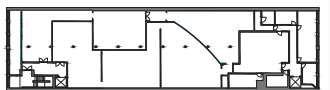
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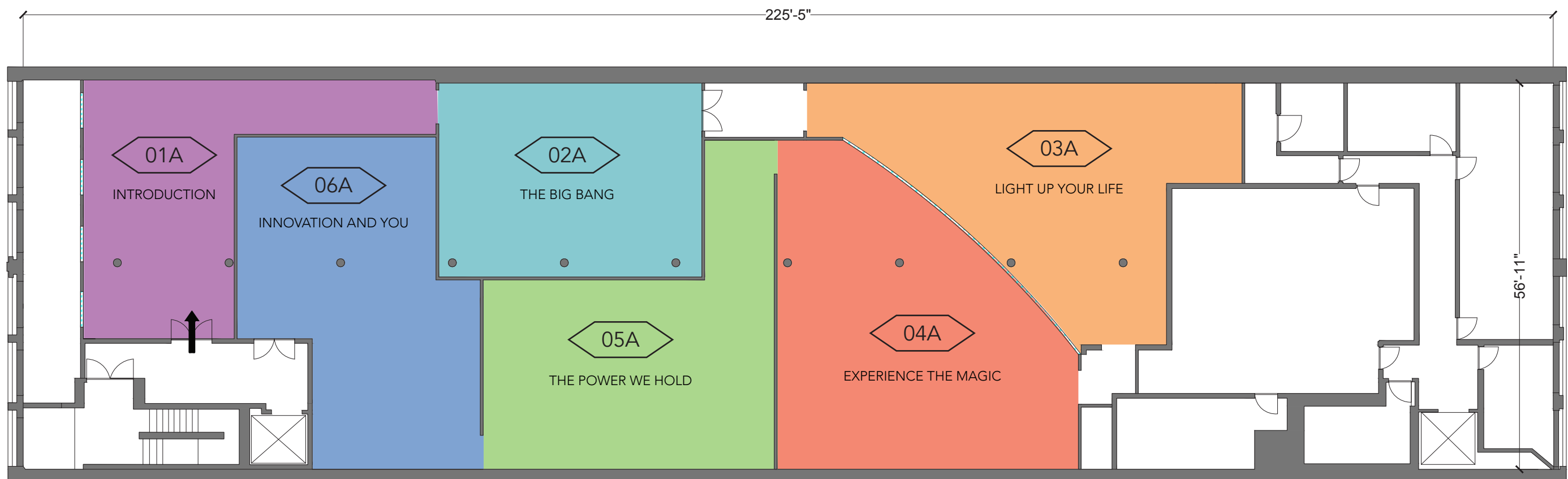


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SIMPLIFIED PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/16" = 1'-0"

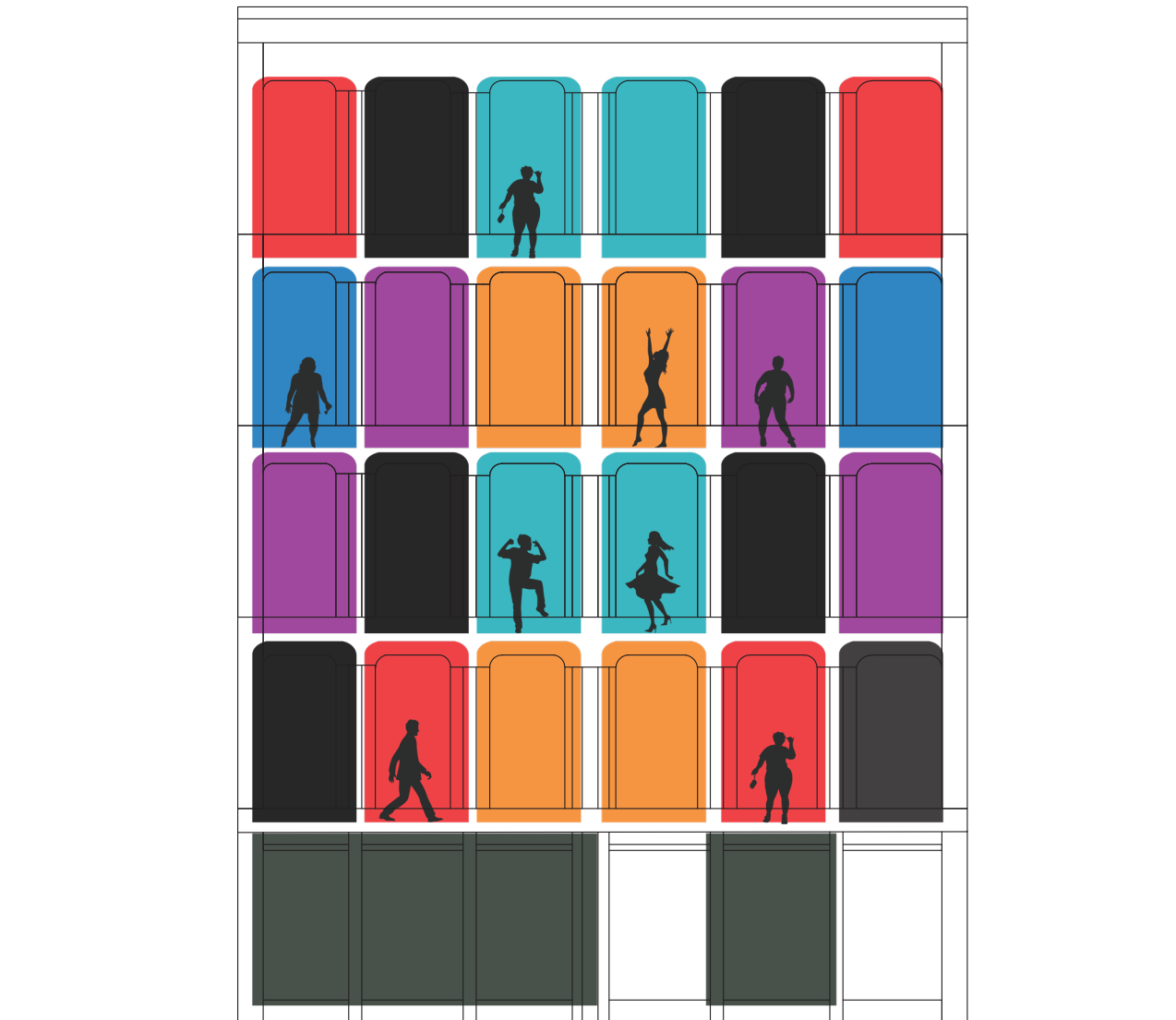
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EX1.08



1 Plan  
1/16" = 1'-0"

# VISUALIZATION

## EXTERIOR EXPERIENCE



**PROJECT**  
LIGHT AND YOU

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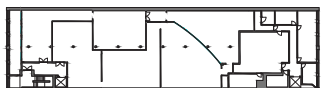
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EXTERIOR  
EXPERIENCE

**DATE**  
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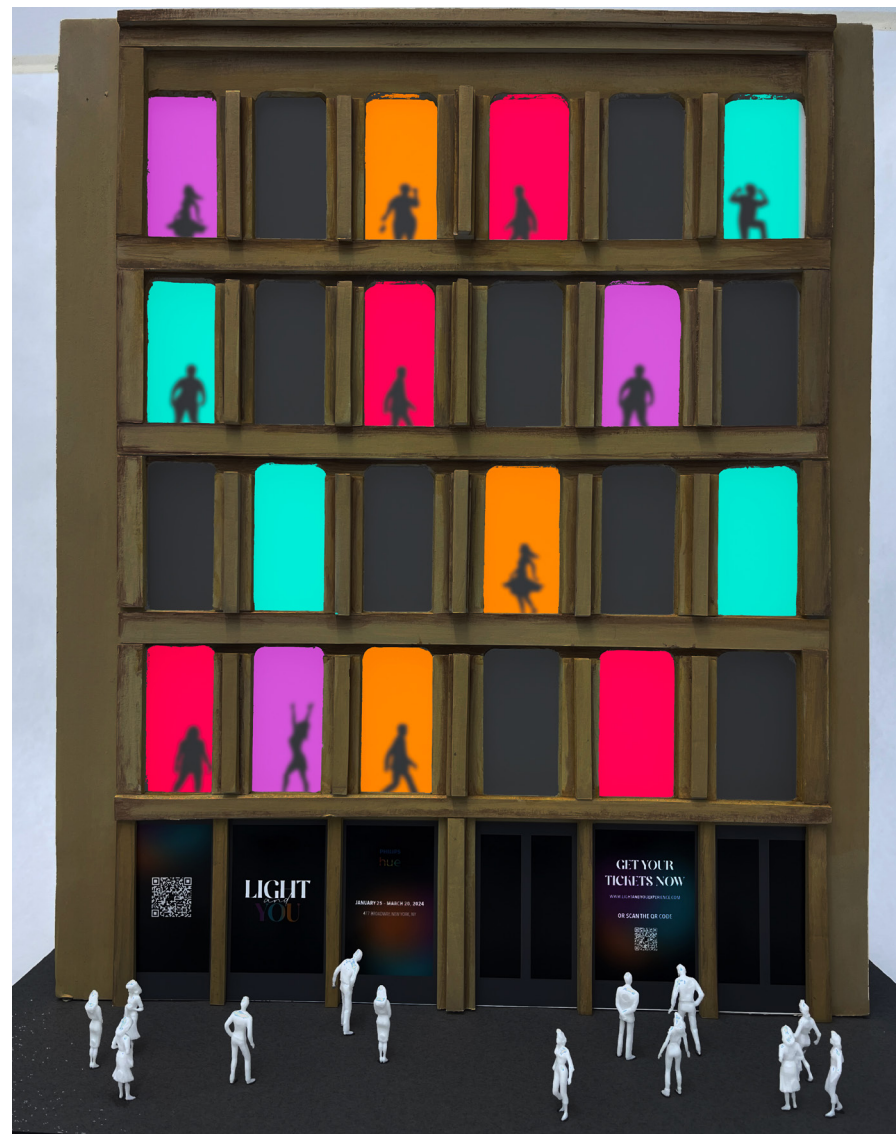
**SCALE**

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EX1.09



MODEL

# EXTERIOR EXPERIENCE



**PROJECT**  
LIGHT AND YOU

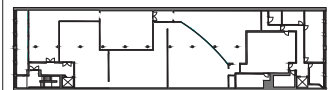
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**DRAWING**  
EXTERIOR EXPERIENCE

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EX1.10

# INTRO SECTION

---

The introduction of the exhibition nudges the visitors into the world they're about to enter. With a mirror installation and interactive touch screens, visitors are briefed about the mood of the experience. The windows on the left allow visitors to peek at the dancers performing at the windows, an experience which led them into the space. A dimensional logo of the exhibit welcomes them, with the word 'YOU' serving as a reflection into their own relationship with light.

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LIGHT AND YOU

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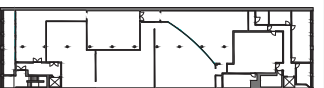
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INTRO SECTION  
DESCRIPTION

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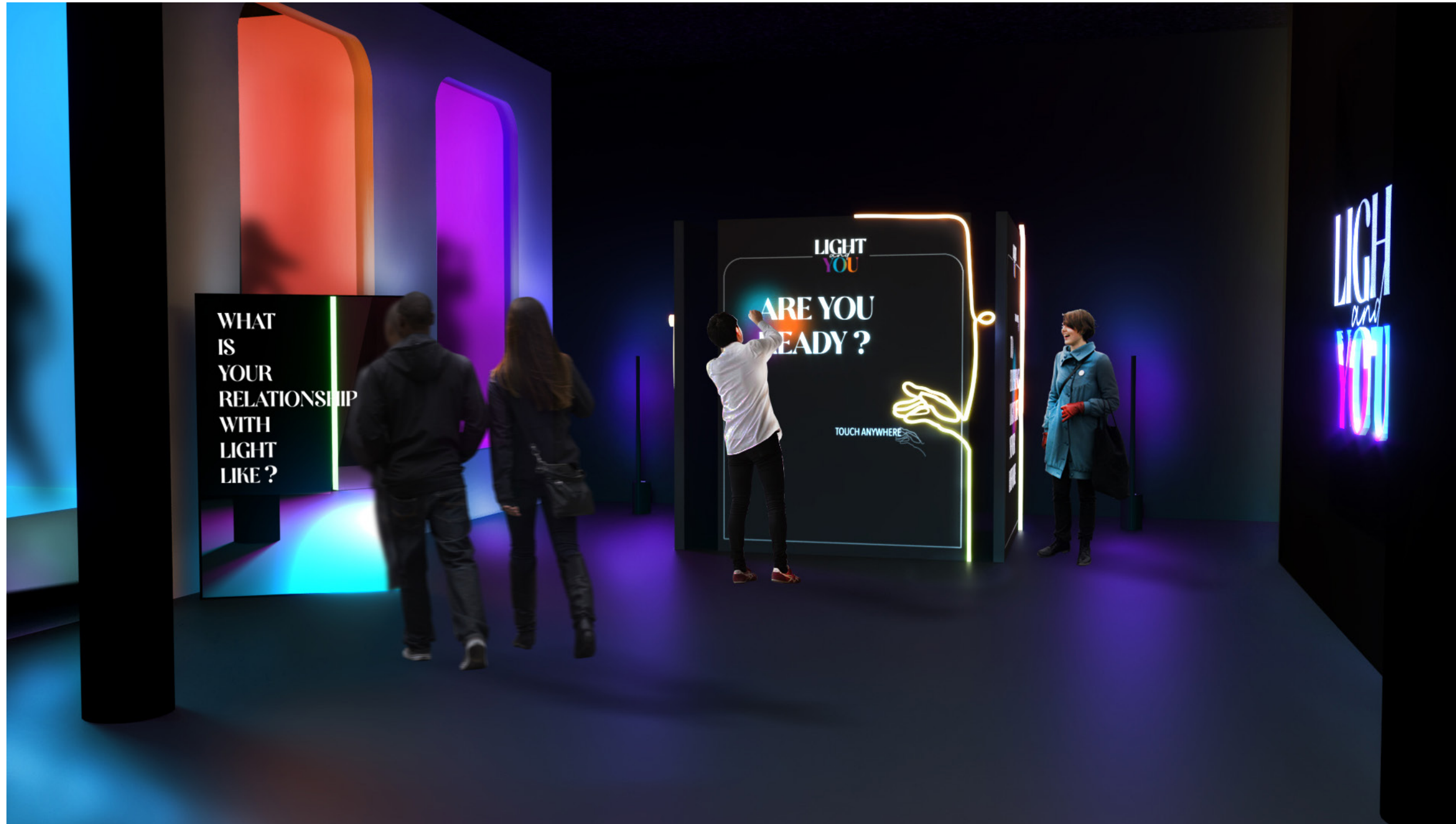
**SCALE**

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EX1.11



# RENDERINGS

## INTRO SECTION



**PROJECT**  
LIGHT AND YOU

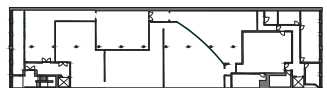
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**DRAWING**  
INTRO SECTION  
RENDER

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**SCALE**

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EX1.12

# RENDERINGS

## INTRO HALLWAY



The hallway leading visitors into the next key concept area.



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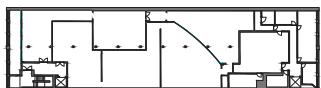
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**DRAWING**  
INTRO HALLWAY  
RENDER

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**SCALE**

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EX1.13

# THE BIG BANG

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This section covers the origin of light. Visitors are introduced to the performers for the first time, and the dancers embody the big bang to deliver a stunning performance. Audio narration accompanies the storytelling with a compelling narrative about light as a phenomena and where it comes from, i.e., the world around us. One of the performers, in the form of 'light' that comes out of the big bang, prompts visitors to follow them into the next room.

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LIGHT AND YOU

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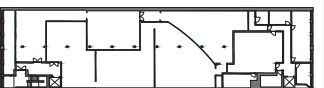
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**DRAWING**  
THE BIG BANG  
DESCRIPTION

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**SCALE**

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EX1.14



# RENDERINGS

## THE BIG BANG



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LIGHT AND YOU

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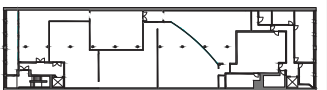
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THE BIG BANG  
RENDER

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**DRAWING NO.**  
EX1.15

# LIGHT UP YOUR LIFE

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This area introduces visitors to the relationship between light and emotions. They are welcomed by a giant glass box in the middle of the room, with dancers around it. Upon entering the box, they find two touch tables— one with the interface of a color wheel to control hue and the other with bars to control brightness and saturation. They can take turns to play around with it, and what they'll see is that their lighting changes affect the music and mood of the performance taking place outside of the box. This is an area to experiment with how lighting temperatures can make you feel.

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LIGHT AND YOU

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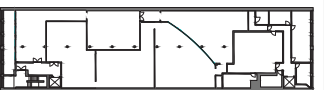
**SITE**  
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DRAWINGS FOR  
DESIGN INTENT  
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**KEY PLAN**



**DRAWING**  
LIGHT UP YOUR LIFE  
DESCRIPTION

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.16



# RENDERINGS

# LIGHT UP YOUR LIFE



**PROJECT**  
LIGHT AND YOU

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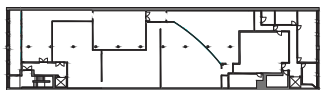
**SITE**  
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ONLY

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LIGHT UP YOUR LIFE  
RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.17

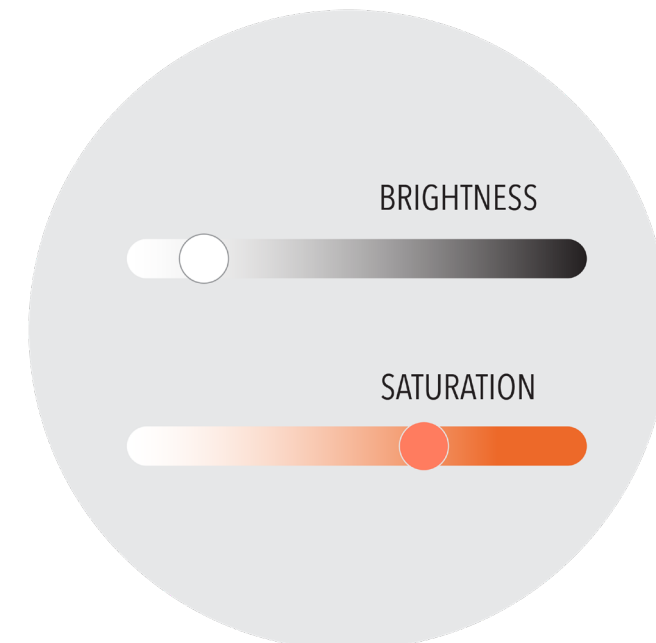
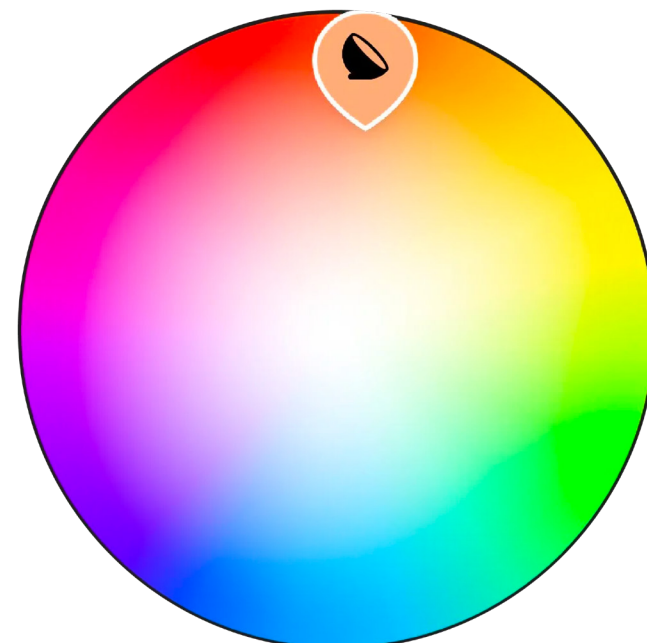


# RENDERINGS

# LIGHT UP YOUR LIFE



Visitors interacting with the touch tables inside the box.



**PROJECT**  
LIGHT AND YOU

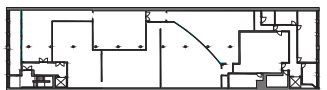
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**SITE**  
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**NOTES**  
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**DRAWING**  
LIGHT UP YOUR LIFE  
RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.18

# EXPERIENCE THE MAGIC

---

This section taps into some properties of light, such as reflection, refraction, light and shadow. Visitors get the opportunity to create their own light installation using light paintings by artist Stephen Knapp, who uses refraction of light to create magnificent artworks. They also watch a shadow dance performance and indulge in an engaging activity that focuses on how light and shadow can completely transform your facial features.

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**PROJECT**  
LIGHT AND YOU

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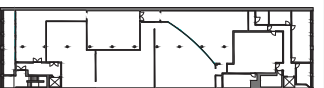
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DRAWINGS FOR  
DESIGN INTENT  
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**KEY PLAN**



**DRAWING**  
EXPERIENCE THE  
MAGIC DESCRIPTION

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**SCALE**

**DRAWING NO.**  
EX1.19



# RENDERINGS

## EXPERIENCE THE MAGIC



Shadow dance performance.



**PROJECT**  
LIGHT AND YOU

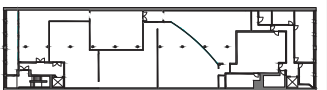
**DRAWN BY**  
TANISI GHOSH

**SITE**  
SOHO LOFTS, NYC

**CLIENT**  
**PHILIPS**  
**hue**

**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
EXPERIENCE THE  
MAGIC RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
**EX1.20**



# RENDERINGS

## EXPERIENCE THE MAGIC



Create your own Light Art with Stephen Knapp, using refraction of light.



**PROJECT**  
LIGHT AND YOU

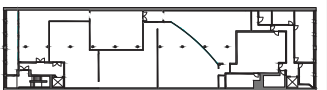
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**hue**

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**KEY PLAN**



**DRAWING**  
EXPERIENCE THE  
MAGIC RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
**EX1.21**



# RENDERINGS

## EXPERIENCE THE MAGIC



How light and shadow can completely transform your facial features.



**PROJECT**  
LIGHT AND YOU

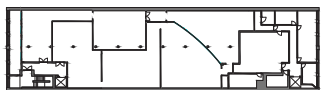
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**CLIENT**  
**PHILIPS**  
**hue**

**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
EXPERIENCE THE  
MAGIC RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
**EX1.22**

# THE POWER WE HOLD

---

The power we hold is an area where the visitors get to apply what they learnt. There are three booths with performers sitting still as models, and the visitors are given instructions to create their own lighting scene in each one of them; putting them in the shoes of lighting designers. They get the opportunity to control which lighting fixtures will be on in each scene, along with setting the color, temperature and brightness to create a holistic picture. While exiting this section, they have one final activity in the form of a quiz where they answer a few pictorial questions to get their 'lighting personalities'. These personalities represent the three major categories of lighting— ambient luminescence, focal glow and play of brilliants. Depending on the personality type, visitors get either a purple, orange or teal ticket; which they take with them into the final activation.



**PROJECT**  
LIGHT AND YOU

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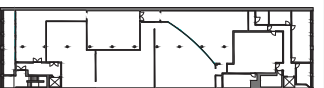
**SITE**  
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**CLIENT**



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DESIGN INTENT  
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**KEY PLAN**



**DRAWING**  
THE POWER WE  
HOLD DESCRIPTION

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.23

# RENDERINGS

## THE POWER WE HOLD



Visitors create their own lighting scenes.



**PROJECT**  
LIGHT AND YOU

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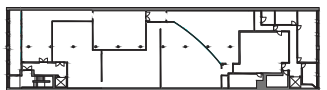
**SITE**  
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**NOTES**  
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DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
THE POWER WE  
HOLD RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.24



# RENDERINGS

## THE POWER WE HOLD



A quiz to know more about their lighting personalities.



**PROJECT**  
LIGHT AND YOU

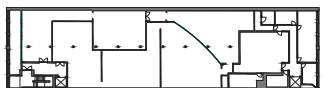
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**CLIENT**  
**PHILIPS**  
**hue**

**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
THE POWER WE  
HOLD RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
**EX1.25**



# INNOVATION AND YOU

---

This is the branded section of the exhibit. Here's where the client Philips Hue comes into play. Visitors are welcomed with a beautiful cocktail bar, where they can redeem their colored tickets for a personalized drink that matches that personality type. After taking their drink, they move on to the grand product display that mimics the external facade with the windows, creating a moment of recollection of the outside experience. Philips Hue staff warmly welcome visitors to test and try different products, with the option to purchase them at one of the self-checkout kiosks or take a product catalog home. Visitors are drawn to the Philips Hue photobooths, where they have the ability to control the lighting and take stunning pictures for their social media or memories, so that this experience can stay with them forever.

**TANISI GHOSH**



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

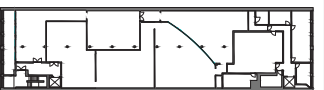
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**KEY PLAN**



**DRAWING**  
INNOVATION AND  
YOU DESCRIPTION

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.26

# RENDERINGS

## INNOVATION AND YOU



The cocktail bar where visitors can redeem their colored tickets to get a personalized cocktail that matches their lighting personality.



**PROJECT**  
LIGHT AND YOU

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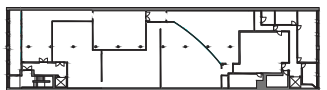
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**KEY PLAN**



**DRAWING**  
INNOVATION AND  
YOU RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.27



# RENDERINGS

## INNOVATION AND YOU



Philips Hue product display of all the lights that were used in the production of this experience.



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LIGHT AND YOU

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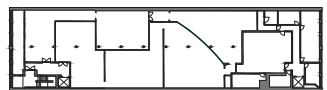
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**KEY PLAN**



**DRAWING**  
INNOVATION AND  
YOU RENDER

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**SCALE**

**DRAWING NO.**  
EX1.28



# RENDERINGS

## INNOVATION AND YOU



Personalized photo booths.



**PROJECT**  
LIGHT AND YOU

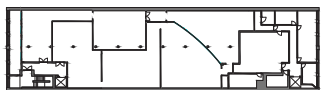
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**CLIENT**  
**PHILIPS**  
**hue**

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**KEY PLAN**



**DRAWING**  
INNOVATION AND  
YOU RENDER

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.29



# GRAPHIC EXAMPLES

## GRAPHIC TYPE FAMILY



INTRODUCTION GRAPHIC



AREA INTRODUCTION



CONTENT GRAPHIC



DIRECTIVES



**PROJECT**  
LIGHT AND YOU

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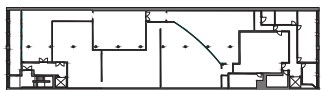
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**DRAWING**  
GRAPHIC TYPE FAMILY

**DATE**  
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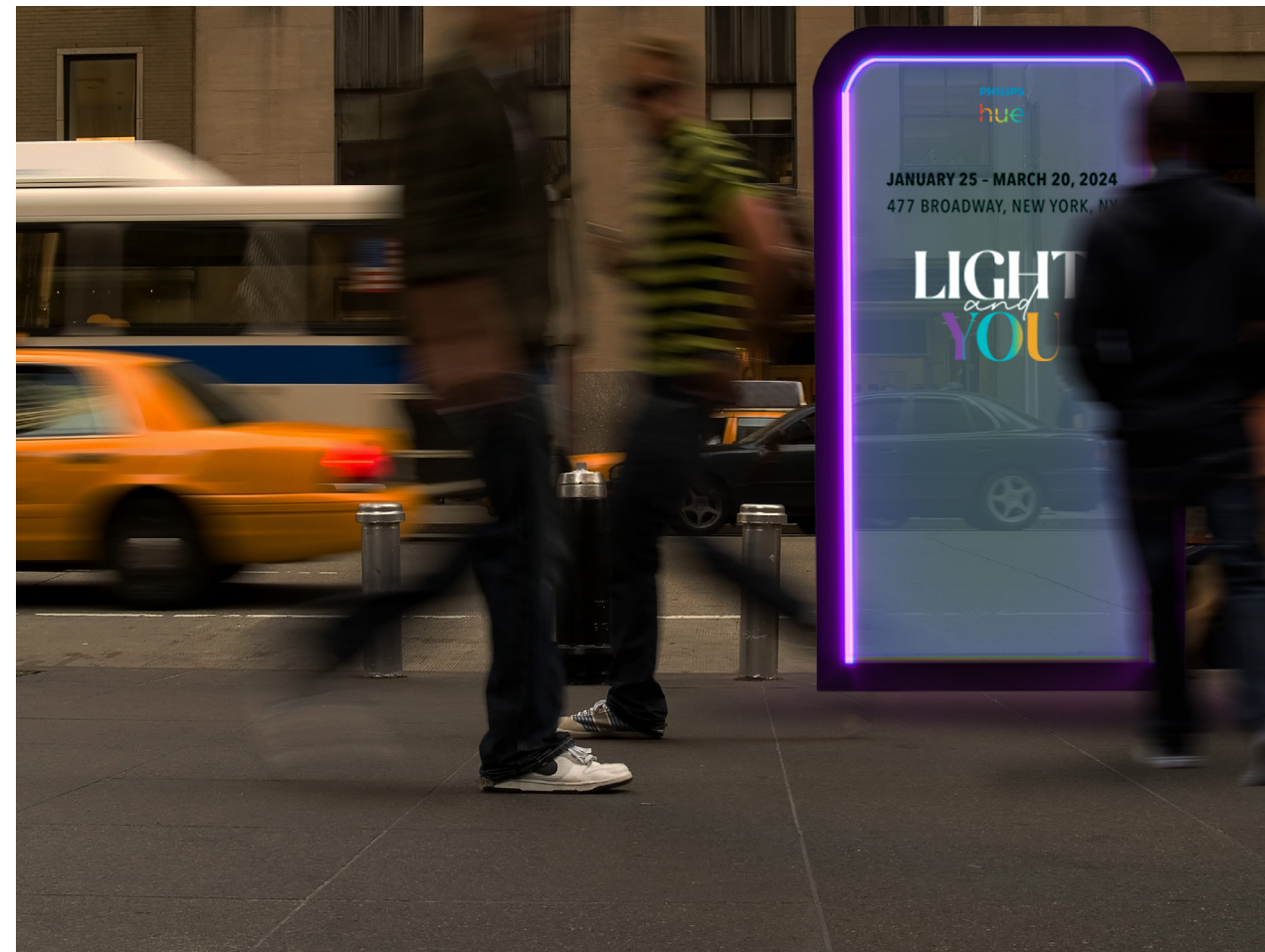
**SCALE**

**DRAWING NO.**  
EX1.30



# GRAPHIC EXAMPLES

## WAYFINDING GRAPHIC



Interactive panels that look like 'windows' appear on the streets of New York City, with motion sensors that change the tint of the glass when someone comes close to it.



**PROJECT**  
LIGHT AND YOU

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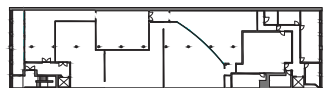
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**CLIENT**

**PHILIPS**  
**hue**

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**DRAWING**  
WAYFINDING  
GRAPHIC EXAMPLE

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX1.31

# SCHEDULES AND LISTS

LIGHT  
*and*  
YOU

# GRAPHIC SCHEDULE



**PROJECT**  
LIGHT AND YOU

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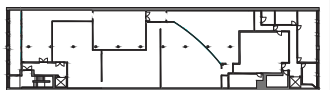
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**KEY PLAN**



**DRAWING**  
GRAPHIC  
SCHEDULE

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX2.01

INTRODUCTION	GRAPHIC TYPE	DESCRIPTION
01A.01.GR01	H	Mirror Graphic
01A.02.GR01-GR02	E	Touch screen intro panels
01A.03.GRO1	I	Dimensional Logo graphic

AREA INTRO	GRAPHIC TYPE	DESCRIPTION
05A.01.GR01	C	Lightbox graphic
06A.01.GR01	C	Lightbox graphic

MURALS	GRAPHIC TYPE	DESCRIPTION
01A.04.GR01	A	Dimensional letters mural
01A.05. GR01	A	Dimensional letters mural
01A.06.GR01	A	Dimensional letters mural
01A.07. GR01	A	Dimensional letters mural
03A.01.GR01	A	Dimensional letters mural
03A.02.GR01	A	Dimensional letters mural
04A.01.GR01	A	Dimensional letters mural
04A.02.GR01	A	Dimensional letters mural

CONTENT GRAPHIC	GRAPHIC TYPE	DESCRIPTION
02A.01.GR01-GR02	B	Content Panels
03A.04.GR01-GR02	B	Content Panels
04A.03.GR01-GR02	B	Content Panels
04A.06.GR01-GR02	B	Content Panels
05A.02.GR01-GR02	B	Content Panels
05A.06.GR01-GR02	B	Content Panels
06A.02.GR01-GR02	B	Content Panels
06A.03.GRO1-GR02	B	Content Panels
06A.04.GRO1-GR02	B	Content Panels

AREA INTRO	GRAPHIC TYPE	DESCRIPTION
02A.02.GR01	C	Lightbox graphic
03A.03.GR01	C	Lightbox graphic
04A.04.GR01	C	Lightbox graphic

DIRECTIVES	GRAPHIC TYPE	DESCRIPTION
03A.07.GR01	D	Lightbox reader rail
04A.05.GR01	D	Lightbox reader rail
04A.07.GR01	D	Lightbox reader rail



# GRAPHIC SCHEDULE

## DIRECTIVES

DIRECTIVES	GRAPHIC TYPE	DESCRIPTION
05A.03.GR01	D	Lightbox reader rail
05A.04.GR01	D	Lightbox reader rail
05A.05.GR01	D	Lightbox reader rail
05A.07.GR01	D	Lightbox reader rail

## WAYFINDING

WAYFINDING	GRAPHIC TYPE	DESCRIPTION
02B.01.GR01	F	Street graphics
02B.02.GR01	F	Street graphics
02B.03.GR01	F	Street graphics
02B.04.GR01	F	Street graphics
02B.05.GR01	F	Street graphics
02B.06.GR01	F	Street graphics
01B.01.GR01-GR02	G	Window panels
01B.02.GR01-GR02	G	Window panels
01B.03.GR01-GR02	G	Window panels
01B.04.GR01-GR02	G	Window panels
03B.01.GR01-GR02	G	Window panels
03B.02.GR01-GR02	G	Window panels
03B.03.GR01-GR02	G	Window panels



**PROJECT**  
LIGHT AND YOU

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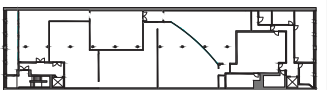
**CLIENT**



**NOTES**

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**KEY PLAN**



**DRAWING**

GRAPHIC SCHEDULE

**DATE**

DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX2.02

# GRAPHIC SPECIFICATIONS

## GRAPHIC TYPE

## DESCRIPTION

<b>A</b>	Fabricated dimensional letters with internal light source. Front made of milk acrylic, return to be aluminium.
<b>B</b>	ACRYLITE® block Clear 0F00 GT with 3M™ Crystal Glass Finishes 7725SE-324, Frosted Crystal. Etch in and fill type. Direct classic Neon bent to shape.
<b>C</b>	Custom lightbox attached to ceiling with steel cables. 3M™ Crystal Glass Finishes 7725SE-324, Frosted Crystal. Etch in and fill type.
<b>D</b>	Custom lightbox attached to reader rail with metallic finish. 3M™ Crystal Glass Finishes 7725SE-324, Frosted Crystal. Etch in and fill type.
<b>E</b>	Digital screens encased in aluminium metallic frame. Direct classic Neon bent to shape.
<b>F</b>	Mask and painted street graphics using glow-in-the-dark paints.
<b>G</b>	Aluminium metallic frame with ACRYLITE® Premium FF Purple 4C023 GT panels with frosted finish. Etch in and fill type and graphics. Built in neon strip-light on the inside edges.
<b>H</b>	CAD cut wall vinyl type, directly applied to front surface.
<b>I</b>	Fabricated dimensional letters with internal light source. Front made of milk acrylic, return to be aluminium. The word 'YOU' coated in reflective film.



**PROJECT**  
LIGHT AND YOU

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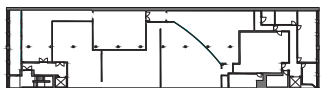
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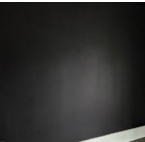
**DRAWING**  
GRAPHIC  
SCHEDULE

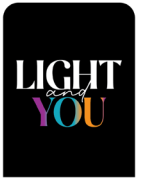
**DATE**  
DEC 06, 2023

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EX2.03

# MATERIAL SCHEDULE

MATERIAL	CODE	LOCATION	DESCRIPTION	IMAGE
Plywood	PW001	All sections	Vertical Wall substrate, painted matte white.	
	PW002	01A, 03A, 05A, 06A	Vertical wall substrate, painted black with light lustre finish.	
	PW003	05A	Vertical Wall Substrate, painted black on the outside and white on the inside.	
Acrylic	AC001	01A, 03A, 04A	Clear Acrylic with 3M™ FASARA™ Cloud (SH2FGCL) finish.	
	AC002	03A	Clear Acrylic with 3M™ FASARA™ Cross Hairline Sucre (SH2CHSC) finish.	
Aluminium	AL001	03A, 04A	Custom Molded Aluminium metal rods for framework.	
Vinyl	VL001	All sections	Soundlock Mass Loaded Floor Vinyl in lustrous black.	
	VL002	All sections	Roppe Vinyl Black.	
Fabric	FB001	04A	Natural cotton scrim fabric.	



**PROJECT**  
LIGHT AND YOU

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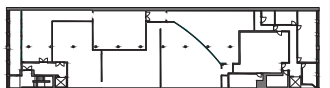
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DESIGN INTENT  
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**KEY PLAN**



**DRAWING**

MATERIAL  
SCHEDULE

**DATE**

DEC 06, 2023

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EX2.04

# LIGHTING SCHEDULE



**PROJECT**  
LIGHT AND YOU

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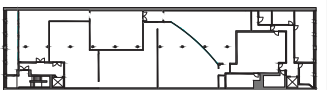
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**NOTES**  
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**KEY PLAN**



**DRAWING**  
LIGHTING SCHEDULE

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX2.05

FIXTURE TYPE	THUMBNAIL	LOCATION	DESCRIPTION	QTY
FT01		All sections	Hue White and color ambiance Downlight 5/6 inch	70
FT02		01A, 02A, 05A, 06A	Hue White and color ambiance Signe gradient floor lamp	15
FT03		All sections	Hue White and color ambiance Lily Outdoor spot light	100
FT04		02A, 05A, 06A	Bundle: Play light bar (Black) + extension	7
FT05		02A, 03A, 05A, 06A	Hue White and color ambiance BR30 - E26 smart bulb	10
FT06		All sections	Hue White and color ambiance Play gradient lightstrip 75 inch	20
FT07		02A, 05A, 06A	Hue White and color ambiance Appear Outdoor wall light	7

# LIGHTING SPECIFICATIONS



**PROJECT**  
LIGHT AND YOU

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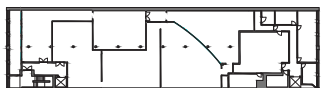
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**DRAWING**  
LIGHTING  
SPECIFICATIONS

**DATE**  
DEC 06, 2023

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**DRAWING NO.**  
EX2.06

FT01

## Specifications



Design and finishing	Color	White
	Material	metal
Extra feature/accessory incl.	Dimmable with Hue app and switch	Yes
	E26 Socket adapter	Yes
	LED integrated	Yes
	Centerpiece	Yes
Miscellaneous	Especially designed for	Functional , Living- & Bedroom
	Style	Functional
	Type	Downlight
	EyeComfort	Yes
Product dimensions and weight	Net weight	0.705 lb
	Recessed distance	7.1 cm
	Length	7.3 inch
	Recessed distance	2.8 inch
	Width	7.3 inch
Service	Warranty	2 year(s)
Technical specifications	Lifetime up to	35,000 hour(s)
	Total lumen output fixture (hidden)	1,100 lm
	Lumen output bulb included	1,100 lm
	Light source equivalent to traditional bulb of	62 W
	Total lumen output fixture	1100 lm
	Bulb technology	LED , 120 V
Light color	cool white	

FT02

## Specifications



Design and finishing	Color	White
	Material	aluminum
Extra feature/accessory incl.	Batteries included	No
	Dimmable with Hue app and switch	Yes
	Portable	No
	ZigBee Light Link	Yes
Light characteristics	Color rendering index (CRI)	>80
Miscellaneous	Especially designed for	Living- & Bedroom
	Type	Floor lamp
Product dimensions and weight	Net weight	5.01 lb
	Cable length	2 m
	Height	57.4 inch
	Length	4.37 inch
	Width	4.37 inch
Service	Warranty	2 year(s)
Technical specifications	Lumen output at 4000K	2,550 lm
	Lifetime up to	25,000 hour(s)
	Total lumen output fixture	2550lm @4000K / 1800lm @2700K
	Bulb technology	LED , 24 V



# LIGHTING SPECIFICATIONS

FT03

## Specifications

Design and finishing	Color	Black
	Material	aluminum



Extra feature/accessory incl.	Dimmable with Hue app and switch	Yes
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Light characteristics	Color rendering index (CRI)	80
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Miscellaneous	Especially designed for	Garden & Patio
	Type	Spot light

Product dimensions and weight	Net weight	7.011 lb
	Cable length	0.5 m
	Height	7.6 inch
	Length	3.3 inch
	Width	2.8 inch

Service	Warranty	2 year(s)
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Technical specifications	Lumen output at 4000K	1,770 lm
	Lifetime up to	25,000 hour(s)
	Light color	2000-6500 Hue White Color Ambiance
	Mains power	Range 100 V - 127 V , 50-60 Hz
	LED	Yes
	Built in LED	Yes
	Number of bulbs	3

FT04

## Specifications

Design and finishing	Color	Black
	Material	synthetics



Extra feature/accessory incl.	Batteries included	No
	Dimmable with Hue app and switch	Yes
	Power adapter included	Yes
	UK-plug included	Yes

Miscellaneous	Especially designed for	Living- & Bedroom
	Style	Expressive
	Type	Light bar
	EyeComfort	Yes

Product dimensions and weight	Net weight	0.926 lb
	Cable length	2 m
	Height	1.4 inch
	Length	10 inch
	Width	1.7 inch

Service	Warranty	2 year(s)
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Technical specifications	Lumen output at 4000K	500 lm
	Lifetime up to	25,000 hour(s)
	Light source equivalent to traditional bulb of	42 W
	Total lumen output fixture	500 lm
	Light color	2000-6500 Hue White Color Ambiance



**PROJECT**  
LIGHT AND YOU

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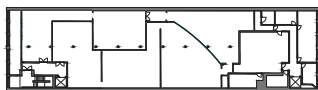
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**DRAWING**  
LIGHTING  
SPECIFICATIONS

**DATE**  
DEC 06, 2023

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EX2.07

# LIGHTING SPECIFICATIONS

FT05

## Specifications

Bulb dimensions	Dimensions (WxHxD)	94x130
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Environmental	Operational humidity	5% <H<95% (non condensing)
	Operational temperature	-20°C to 45°C

Extra feature/accessory incl.	Dimmable with Hue app and switch	Yes
-------------------------------	----------------------------------	-----

Guarantee	3 years	Yes
-----------	---------	-----

Light characteristics	Color rendering index (CRI)	80
-----------------------	-----------------------------	----

Packaging information	EAN	04667757957
-----------------------	-----	-------------

Power consumption	Energy Star Certified	Yes
-------------------	-----------------------	-----

Service	Warranty	3 year(s)
---------	----------	-----------

Technical specifications	Lumen output at 4000K	1,200 lm
	Lumen output bulb included	1,200 lm
	Weight	110 g
	Bulb technology	LED

The bulb	Brightness	1,200
	Color temperature	2000K-6500K +16 million colors
	Diameter	94 mm

FT06

## Specifications

Design and finishing	Color	Black
	Material	silicone



Environmental	Operational humidity	5% <H<95% (non condensing)
	Operational temperature	-20°C to 45°C

Extra feature/accessory incl.	Color changing (LED)	Yes
	Diffused light effect	Yes
	Dimmable	Yes
	LED integrated	Yes

Guarantee	2 years	Yes
-----------	---------	-----

Light characteristics	Color rendering index (CRI)	>80
-----------------------	-----------------------------	-----

Lightstrip	Color temperature string lights	2000-6500 K
	Cut ability	No
	Extendibility	No
	Input Voltage string lights	100V-120V
	Lifetime	25,000 hour(s)
	Max. standby power	0.5 W
	Wattage string lights	20 W
	Width	17 mm

Miscellaneous	Type	Light strip
---------------	------	-------------



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

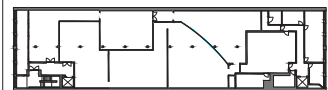
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
LIGHTING  
SPECIFICATIONS

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX2.08

# LIGHTING SPECIFICATIONS

FT07

## Specifications

Design and finishing	Color	Black
	Material	metal
Extra feature/accessory incl.	Bi-directional light beams	Yes
	Dimmable with Hue app and switch	Yes
Light characteristics	Color rendering index (CRI)	80
Miscellaneous	Especially designed for	Garden & Patio
	Type	Wall light
Product dimensions and weight	Net weight	2.612 lb
	Height	9.4 inch
	Length	4.6 inch
	Width	4.3 inch
Service	Warranty	2 year(s)
Technical specifications	Lumen output at 4000K	1,180 lm
	Lifetime up to	25,000 hour(s)
	Light color	2000-6500 Hue White Color Ambiance
	Mains power	Range 100 V - 127 V , 50-60 Hz
	LED	Yes
	Built in LED	Yes
	Number of bulbs	2
	Wattage bulb included	8 W
Maximum wattage replacement bulb	8 W	



**TANISI GHOSH**



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
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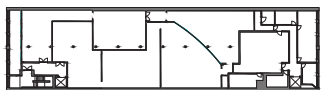
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**NOTES**

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DESIGN INTENT  
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**KEY PLAN**



**DRAWING**  
LIGHTING  
SPECIFICATIONS










**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX2.09



# MEDIA SCHEDULE

CODE	TYPE	MANUFACTURER	DESCRIPTION	LOCATION	IMAGE
AV1	Interactive touch screen	Planar	DirectLight Pro Series custom video wall	01A	
AV2	Interactive touch table	Visual Comet	Interactive Round Touch Table	03A	
AV3	Interactive touch table	Visual Comet	Interactive Round Touch Table	03A	
AV4	Interactive Digital kiosks	Ideum	Ideum Drafting II multitouch table	05A	
AV5	Interactive Digital kiosks	Ideum	Ideum Drafting II multitouch table	05A	
AV6	Interactive Digital kiosks	Ideum	Ideum Drafting II multitouch table	05A	
AV7	Interactive touch screen	Planar	DirectLight Pro Series custom video wall	05A	
AV8	Interactive touch screen	Planar	Planar UltraRes L Series	05A	
AV9	Digital media display	Planar	DirectLight Pro Series custom video wall	05A	



**PROJECT**  
LIGHT AND YOU

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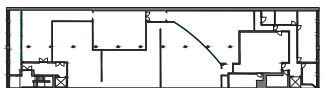
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**NOTES**

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**KEY PLAN**



**DRAWING**

LIGHTING  
SCHEDULE

**DATE**

DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX2.10

# FURNITURE SCHEDULE

CODE	TYPE	MANUFACTURER/ RENTAL	DESCRIPTION	LOCATION	IMAGE
FU1	Mirror	Wayfair	Gold Stepanie Rectangle Metal Mirror	01A	
FU2	Barstools	Taylor creative inc.	Flex barstool black black velvet and chrome barstool	04A, 06A	
FU3	Side table	Taylor creative inc.	Gehry cube white the modern gehry twist cube	05A	
FU4	Side table	Cort events	Beech "wood look" end table for both indoor and outdoor events	05A	
FU5	Side table	Ikea	HEMNES Nightstand, white stain	05A	
FU6	Interactive Digital kiosks	Taylor creative inc.	Hudson bench black simple modern black faux leather bench	06A	



**PROJECT**  
LIGHT AND YOU

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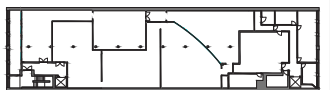
**CLIENT**



**NOTES**

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**KEY PLAN**



**DRAWING**

LIGHTING SCHEDULE

**DATE**

DEC 06, 2023

**SCALE**

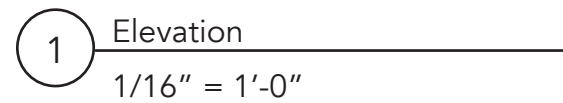
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EX2.11

PLANS AND SECTIONS

LIGHT  
*and*  
YOU



# SYMBOLS LIST



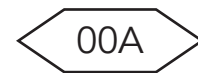
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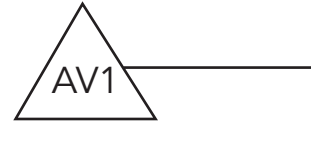
**GRAPHICS REFERENCE**



**ELEVATION DIRECTION  
SIGNIFIER**



**EXHIBIT AREA TAG**



**MEDIA REFERENCE**



**FINISHES REFERENCE**



**SECTION LINE REFERENCE**



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
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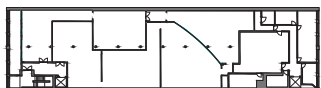
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
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DESIGN INTENT  
ONLY

**KEY PLAN**



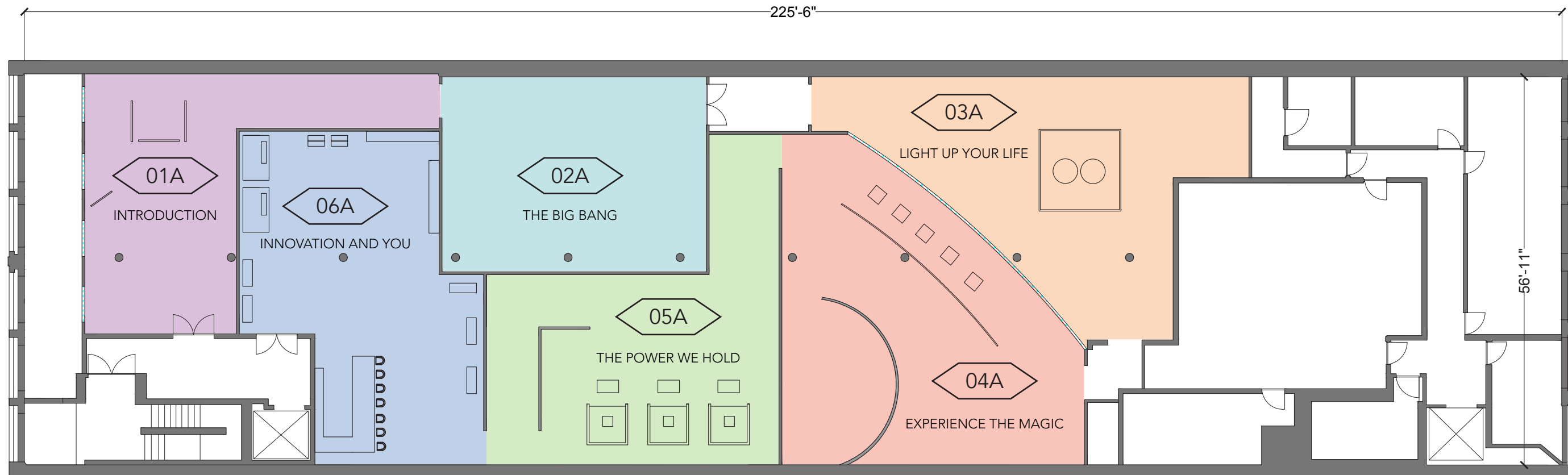
**DRAWING**  
SYMBOLS LIST

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX3.01

# GENERAL PLAN



1 General Plan  
1/16" = 1'-0"



**PROJECT**  
LIGHT AND YOU

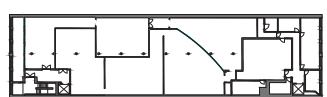
**DRAWN BY**  
TANISI GHOSH

**SITE**  
SOHO LOFTS, NYC

**CLIENT**  
**PHILIPS**  
**hue**

**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



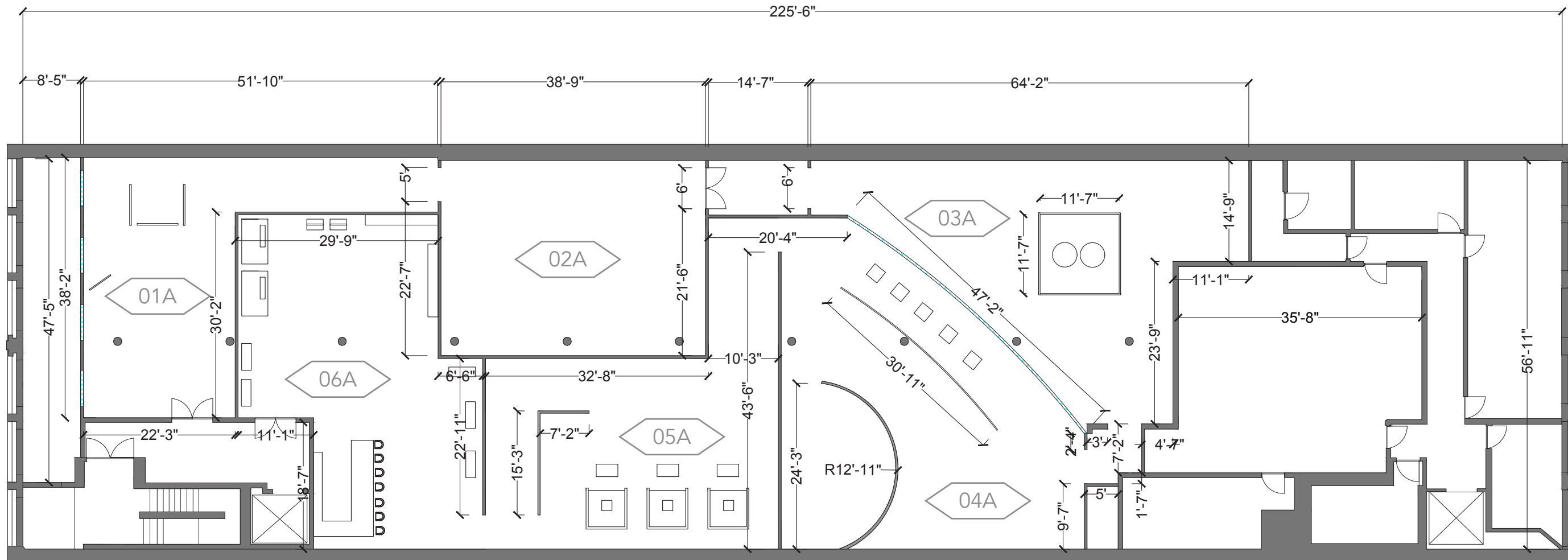
**DRAWING**  
GENERAL PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/16" = 1'-0"

**DRAWING NO.**  
EX3.02

# DIMENSION PLAN



1 Dimension Plan  
1/16" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
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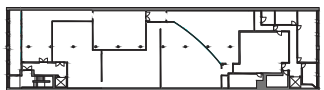
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
DIMENSION PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/16" = 1'-0"

**DRAWING NO.**  
EX3.03



# FINISH PLAN

**TANISI GHOSH**



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
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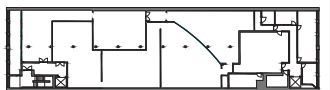
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

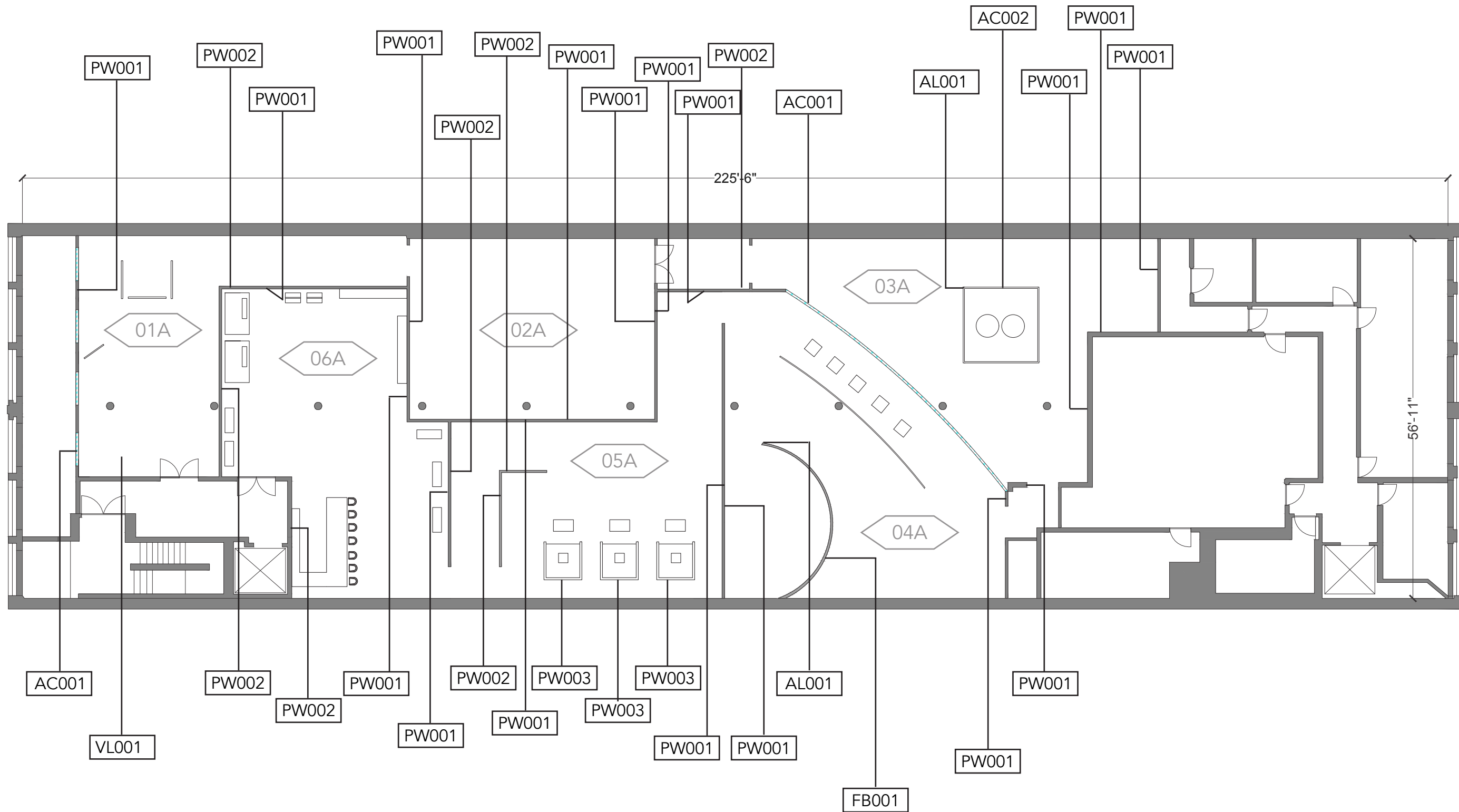


**DRAWING**  
FINISH PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/16" = 1'-0"

**DRAWING NO.**  
EX3.04



1 Finish Plan  
1/16" = 1'-0"

# GRAPHIC LOCATION PLAN



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

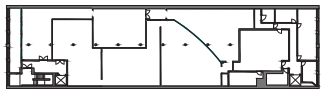
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
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**KEY PLAN**

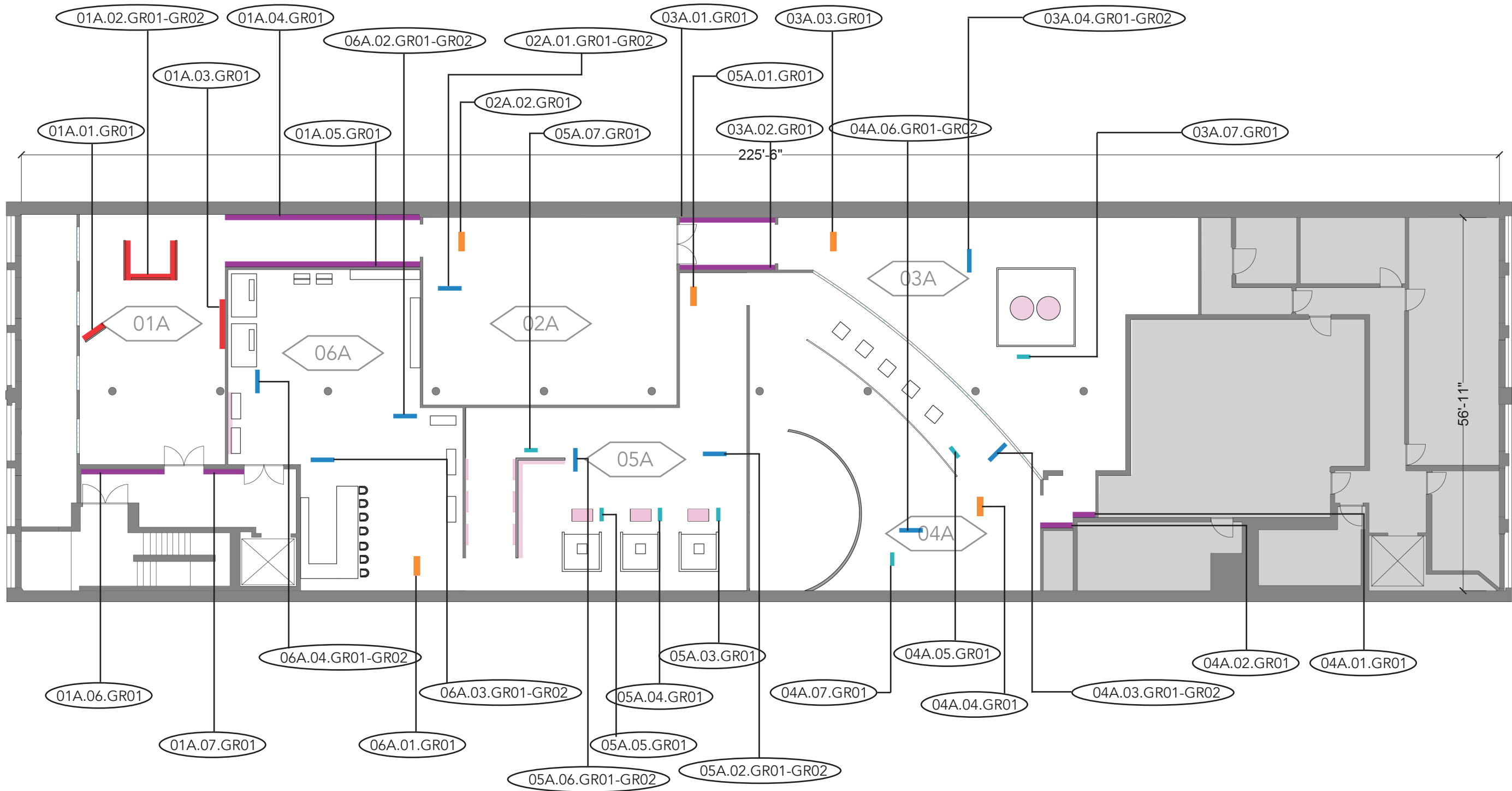


**DRAWING**  
GRAPHIC LOCATION PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/16" = 1'-0"

**DRAWING NO.**  
EX3.05



1 Graphic Location Plan  
1/16" = 1'-0"

INTRODUCTION	AREA INTRODUCTION	CONTENT GRAPHICS	DIRECTIVES
MURALS	TOUCH TABLES	INTERACTIVE SCREENS	



# WAYFINDING SITE PLAN



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

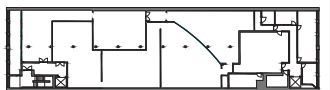
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

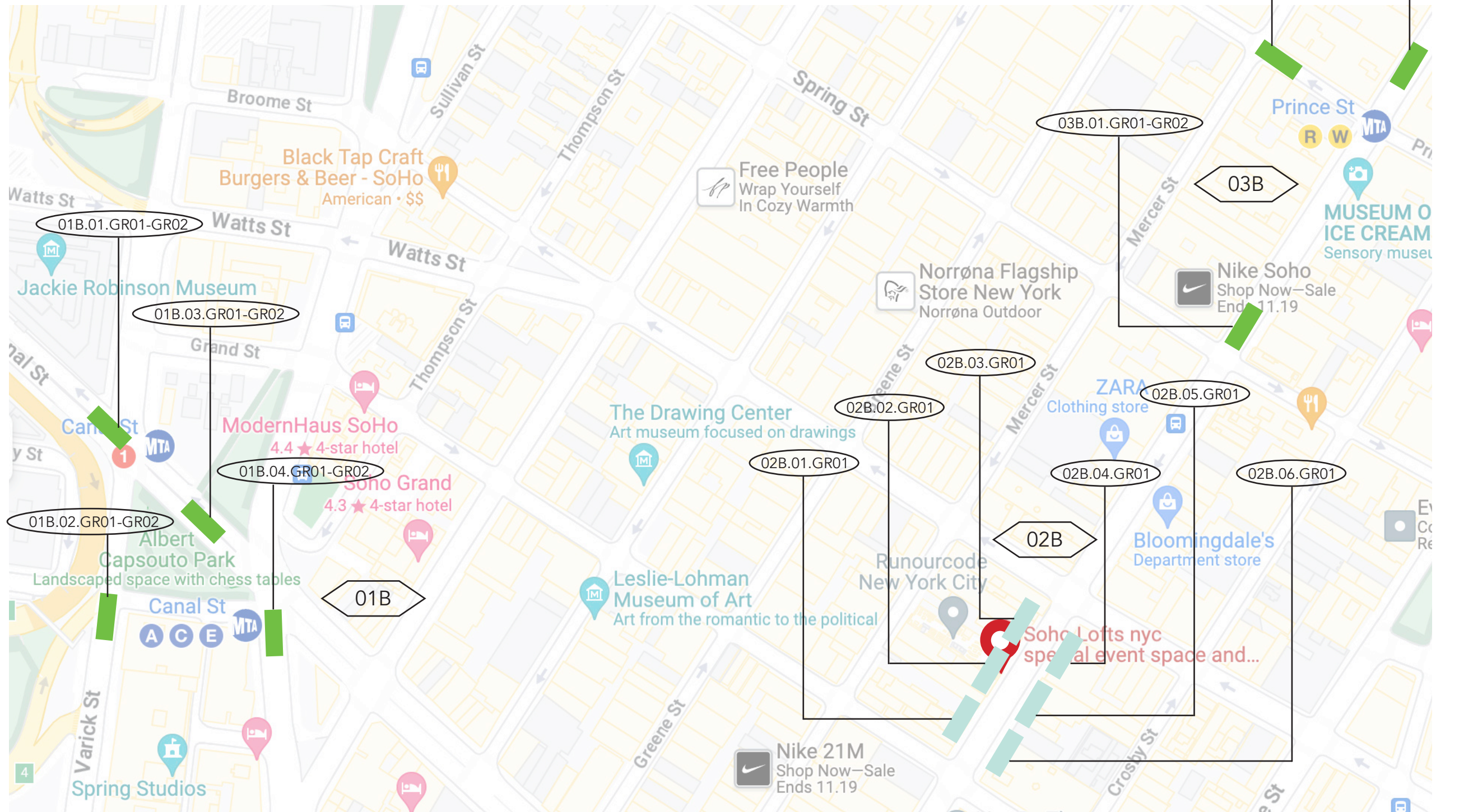


**DRAWING**  
WAYFINDING SITE PLAN

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX3.06

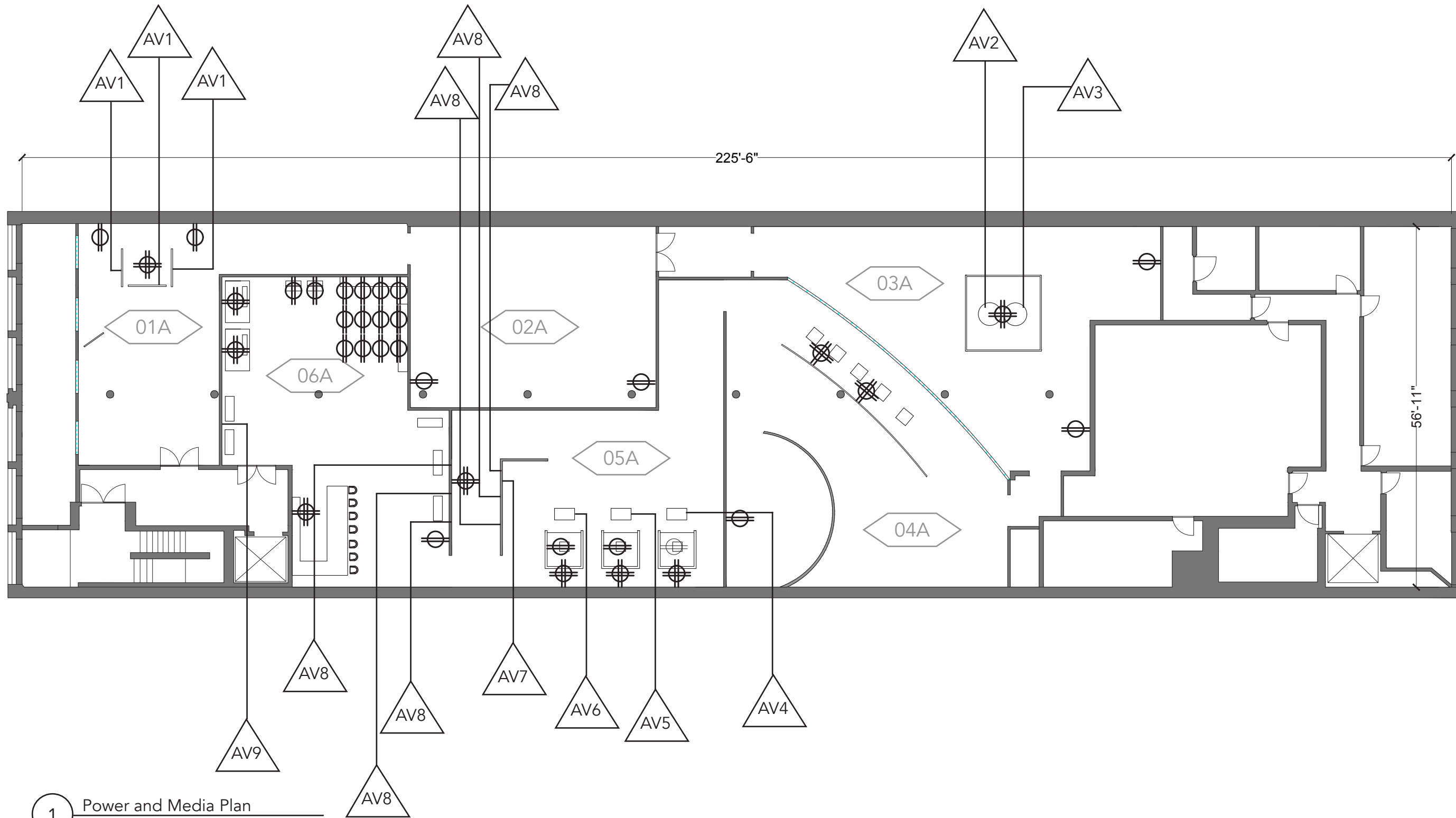


1 Wayfinding Site Plan

 **STREET GRAPHICS**       **WAYFINDING PANELS**



# POWER AND MEDIA PLAN



1 Power and Media Plan  
1/16" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

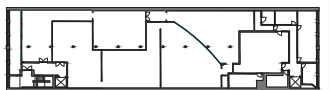
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



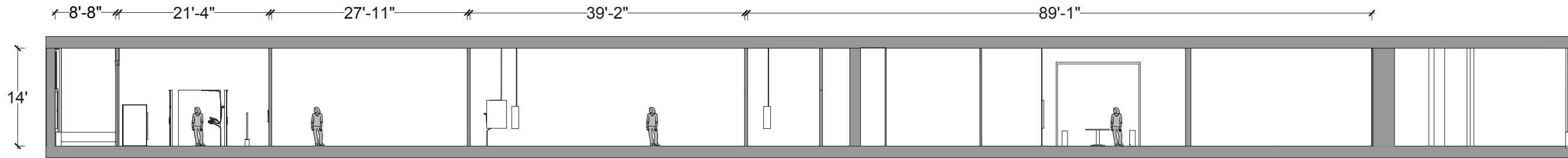
**DRAWING**  
POWER AND MEDIA PLAN

**DATE**  
DEC 06, 2023

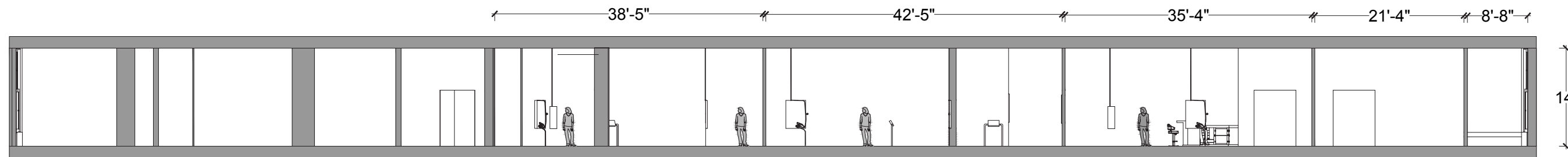
**SCALE**  
1/16" = 1'-0"

**DRAWING NO.**  
EX3.07

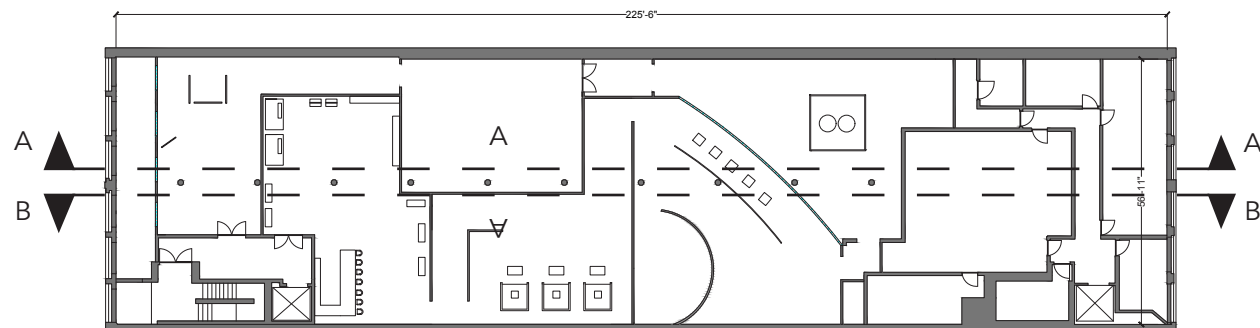
# OVERALL SECTIONS



1 Overall section A  
1/2" = 1'-0"



2 Overall section B  
1/2" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

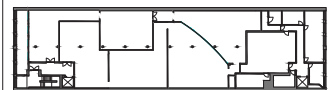
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
OVERALL SECTIONS

**DATE**  
DEC 06, 2023

**SCALE**  
1/2" = 1'-0"

**DRAWING NO.**  
EX3.08

**GRAPHIC ELEMENTS**

**LIGHT**  
*and*  
**YOU**



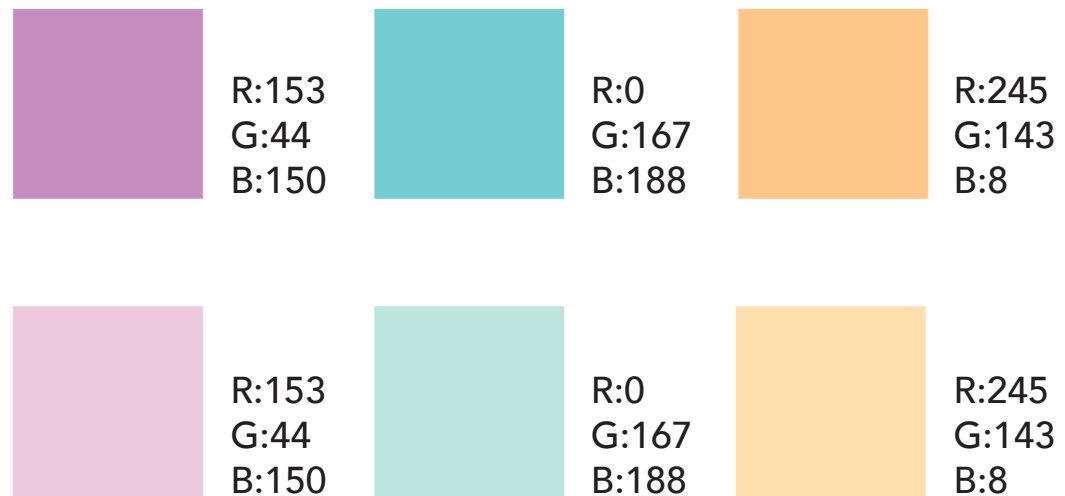
# COLOR PALETTE



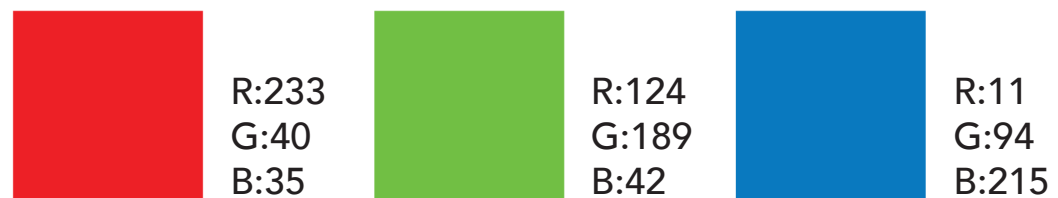
## PRIMARY



## EXTENDED FAMILY



## SECONDARY



### Color – specifications

**Philips blue**  
The Philips blue is based on Pantone 300. There are different color specifications for applications in print, on screen and in other reproduction methods and materials. Each is described in the palette.

	Purple	Red	Orange	Green	Turquoise	Blue		
Deep	White text C45 M100 Y0 K55 R92 G0 B92 #5C005C	White text C30 M100 Y70 K30 R153 G0 B51 #990033	White text C30 M90 Y100 K30 R153 G51 B0 #993300	White text C78 M0 Y63 K67 R0 G92 B31 #005C1F	White text C100 M0 Y27 K68 R0 G84 B92 #00545C	White text C100 M55 Y0 K55 R0 G0 B102 #000066	Headlines and benefit/feature bars	
Base	White text C50 M100 Y0 K0 Pantone 513 R153 G44 B150 #992C96	White text C0 M100 Y100 K0 Pantone 485 R233 G40 B35 #DF2823	White text C0 M60 Y100 K0 Pantone 144 R245 G143 B8 #F58F08	White text C60 M0 Y100 K0 Pantone 368 R124 G189 B42 #7CB02A	White text C100 M0 Y35 K0 Pantone 3135 R0 G167 B188 #00A7BC	White text C100 M44 Y0 K0 Pantone 300 R11 G94 B215 #085ED7	Philips blue C100 M44 Y0 K0 Pantone 300 R11 G94 B215 #085ED7 RAL 5015	Philips white
Soft	White text Black text C20 M50 Y0 K0 R205 G43 B89 #CDBFD0	White text Black text C0 M50 Y45 K0 R243 G149 B149 #F3A995	White text Black text C0 M25 Y50 K0 R249 G200 B132 #F9C884	White text Black text C25 M0 Y50 K0 R208 G227 B147 #D0E393	White text Black text C50 M0 Y20 K0 R172 G224 B228 #ACE0E4	White text Black text C50 M0 Y0 K5 R145 G199 B255 #91C7FF	Black	
Tint	Black text C5 M25 Y0 K0 R243 G20 B233 #FF3DC9	Black text C0 M25 Y20 K0 R255 G205 B192 #FF6DC0	Black text C0 M12 Y35 K0 R255 G234 B192 #FF6AC0	Black text C10 M0 Y35 K0 R241 G248 B206 #E3F8CE	Black text C25 M0 Y15 K0 R229 G244 B237 #E3F4ED	Black text C20 M0 Y0 K0 R225 G241 B255 #E1F1FF		

### PHILIPS BRAND COLORS



PROJECT  
LIGHT AND YOU

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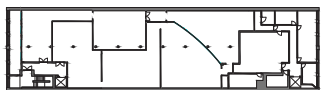
SITE  
SOHO LOFTS, NYC

CLIENT



NOTES  
DRAWINGS FOR DESIGN INTENT ONLY

KEY PLAN



DRAWING  
COLOR PALETTE

DATE  
DEC 06, 2023

SCALE

DRAWING NO.  
EX4.01

# TYPOGRAPHY SPECS

# HEADING

## SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

*Call-outs or Quotes*

Megan Demo Regular

Avenir next condensed

Avenir next condensed

Autumn Wind



**PROJECT**  
LIGHT AND YOU

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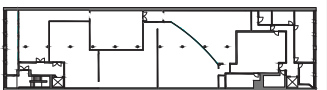
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



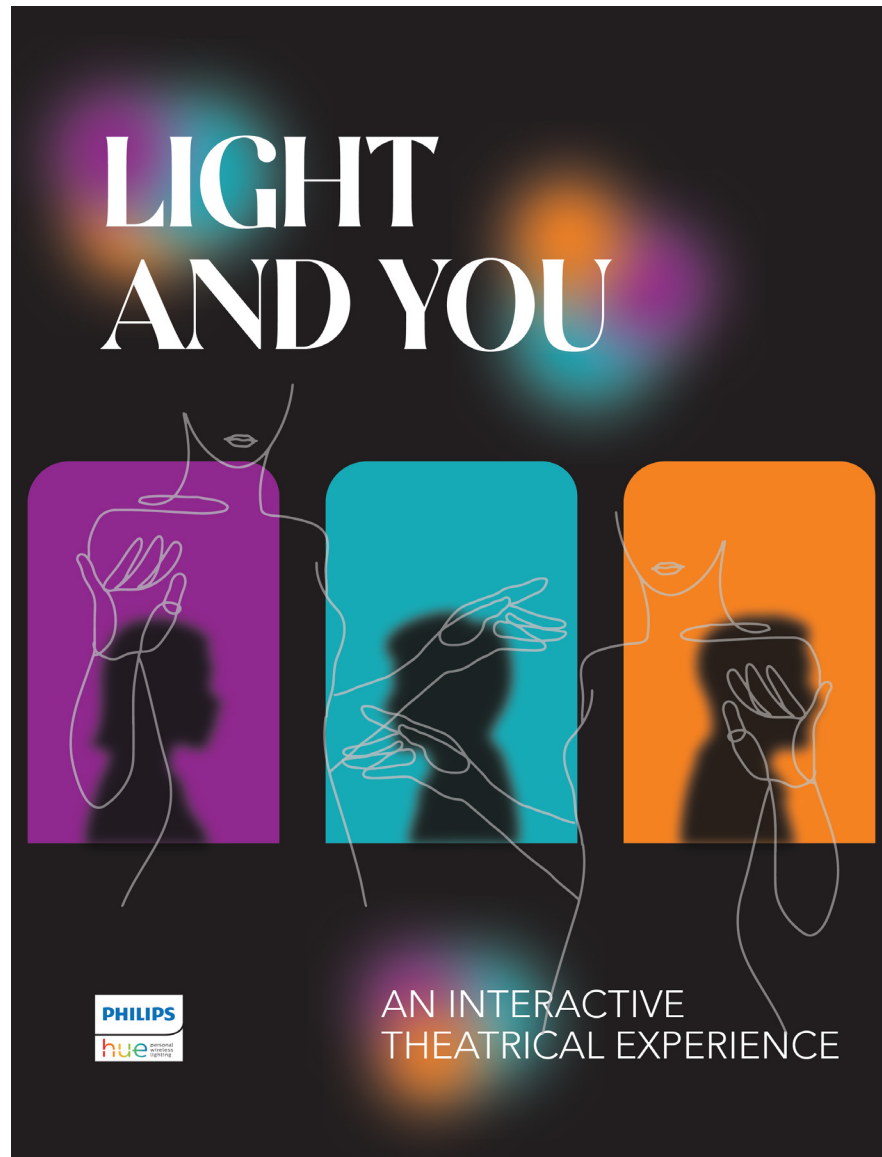
**DRAWING**  
TYPOGRAPHY  
SPECS

**DATE**  
DEC 06, 2023

**SCALE**

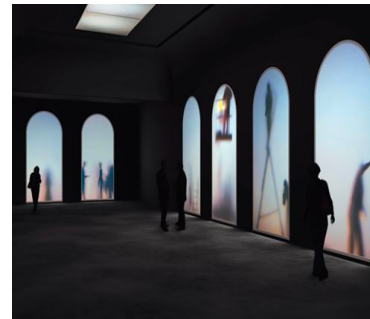
**DRAWING NO.**  
EX4.02

# GRAPHIC LOOK AND FEEL



	R:35 G:31 B:32
	R:167 G:169 B:162
	
	R:153 G:44 B:150
	R:0 G:167 B:188
	R:244 G:143 B:8

**KEYWORDS:** EVOCATIVE, MINIMAL, DRAMATIC, LIGHT AND SHADOW, SILHOUETTES, HUES.



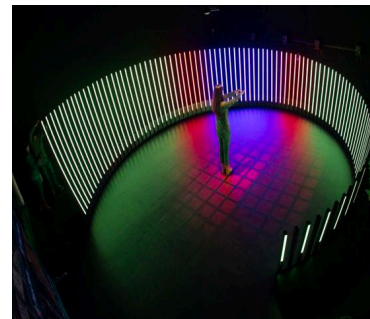
Source: digicult.it



Source: designboom.com



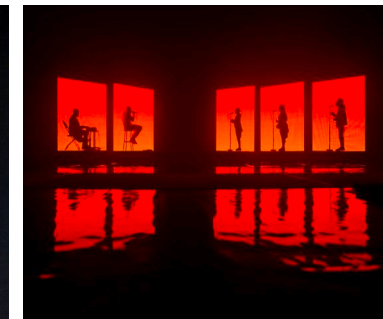
Source: urbantaster.wordpress.com



Source: Andy Buchan



Source: flickr.com



Source: tawbox.com



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
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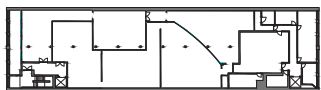
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
GRAPHIC LOOK  
AND FEEL

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX4.03



# VISUAL IDENTITY SYSTEM

TANISI GHOSH



**PROJECT**  
LIGHT AND YOU

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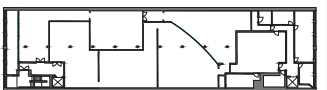
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**

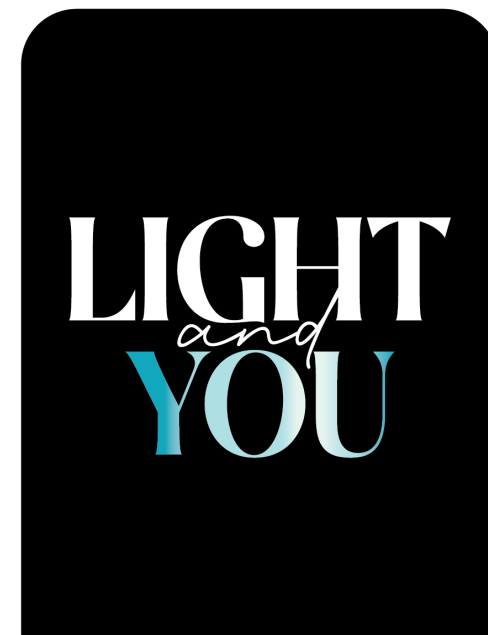
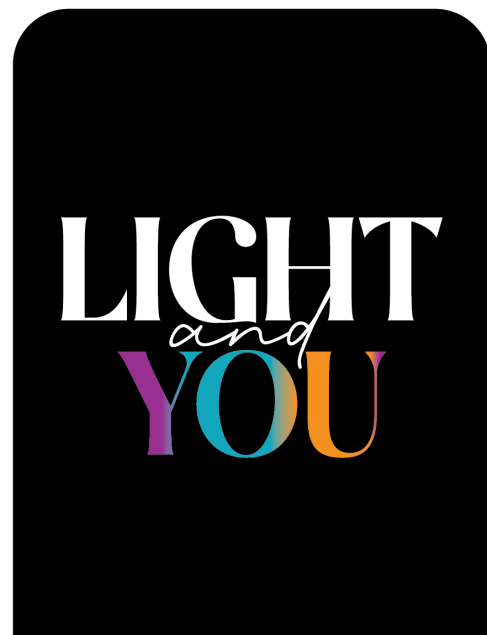


**DRAWING**  
VISUAL IDENTITY  
SYSTEM

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX4.04



# COLLATERAL ITEMS



PHOTOBOOTH PRINTS



STICKY NOTES



PRODUCT CATALOG



**PROJECT**  
LIGHT AND YOU

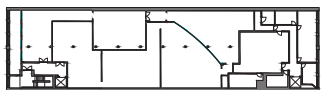
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**SITE**  
SOHO LOFTS, NYC

**CLIENT**  
**PHILIPS**  
hue

**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



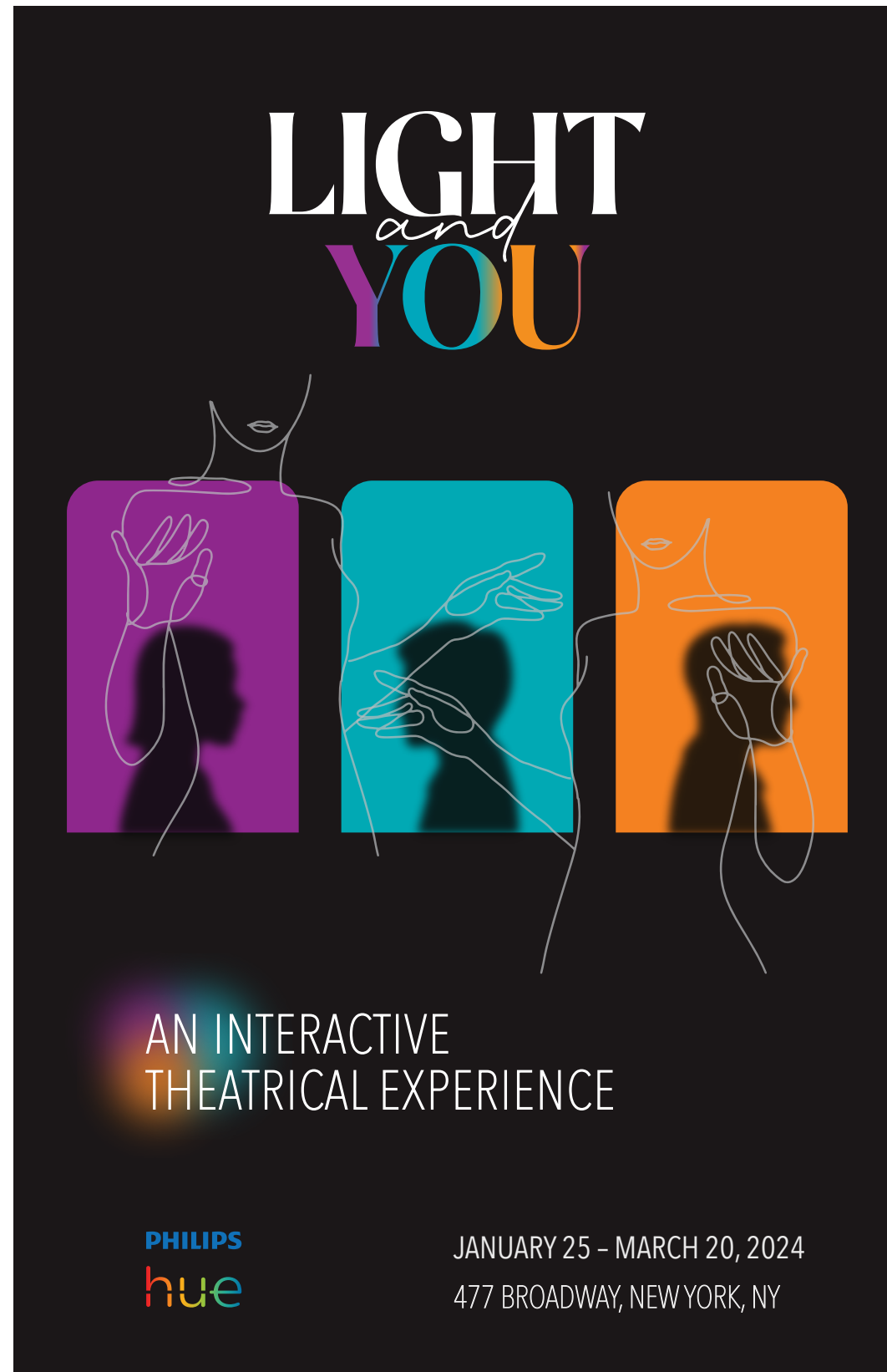
**DRAWING**  
COLLATERAL ITEMS

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX4.05

# EXHIBITION POSTER



TANISI GHOSH



PROJECT  
LIGHT AND YOU

DRAWN BY  
TANISI GHOSH

SITE  
SOHO LOFTS, NYC

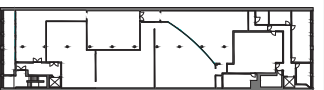
CLIENT



NOTES

DRAWINGS FOR  
DESIGN INTENT  
ONLY

KEY PLAN



DRAWING

EXHIBITION POSTER

DATE

DEC 06, 2023

SCALE

DRAWING NO.

EX4.06



# POSTER APPLICATION



BUS STOP AD



SUBWAY AD



BANNERS IN SOHO



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

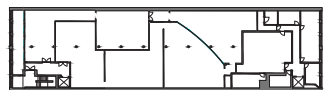
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
POSTER  
APPLICATION

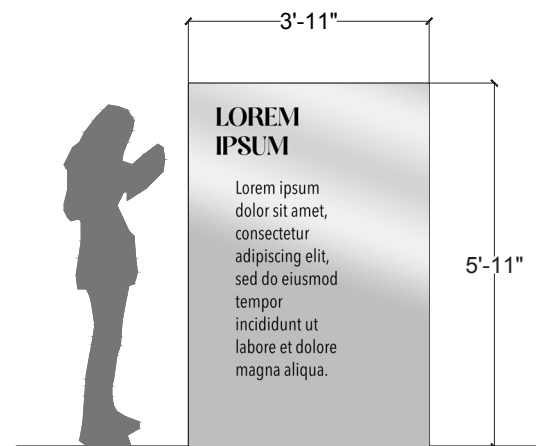
**DATE**  
DEC 06, 2023

**SCALE**

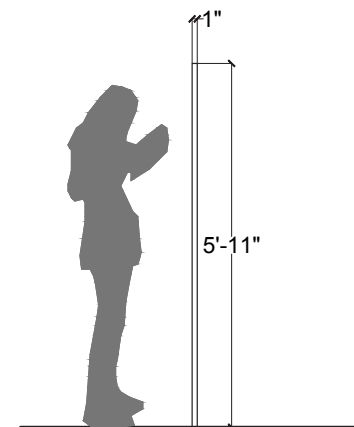
**DRAWING NO.**  
EX4.07

# GRAPHIC TYPE

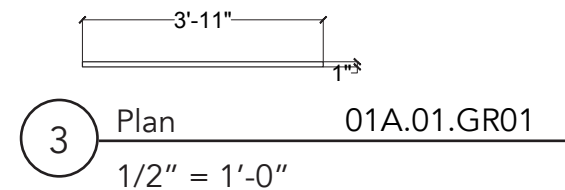
## INTRODUCTION GRAPHIC



1 Elevation 01A.01.GR01  
1/2" = 1'-0"



2 Side Elevation 01A.01.GR01  
1/2" = 1'-0"



3 Plan 01A.01.GR01  
1/2" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

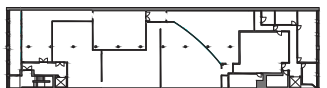
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
INTRODUCTION GRAPHIC

**DATE**  
DEC 06, 2023

**SCALE**  
1/2" = 1'-0"

**DRAWING NO.**  
EX4.08



# GRAPHIC TYPE

## INTRODUCTION GRAPHIC



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

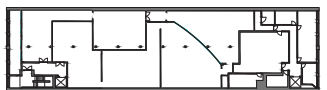
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

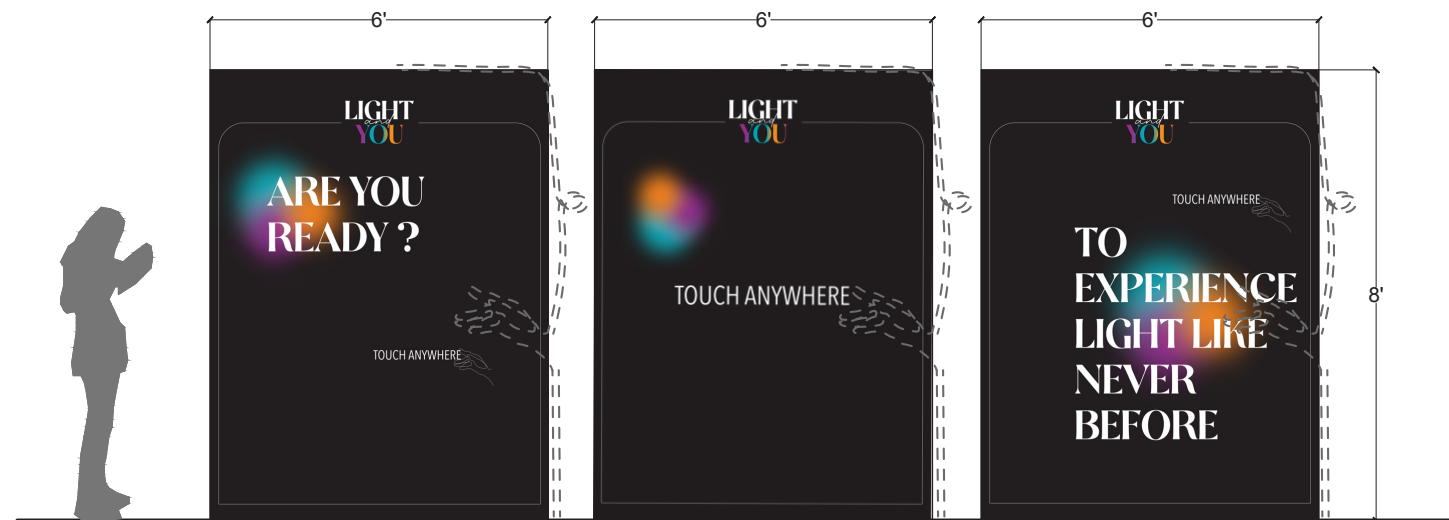


**DRAWING**  
INTRODUCTION GRAPHIC

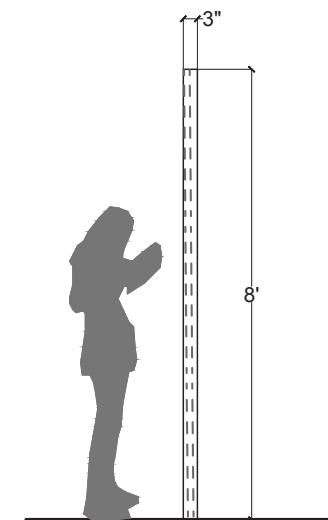
**DATE**  
DEC 06, 2023

**SCALE**  
3/8" = 1'-0"

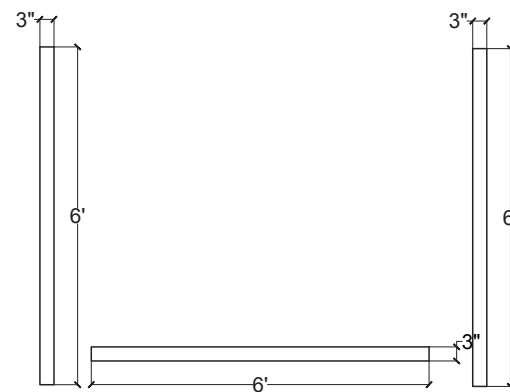
**DRAWING NO.**  
EX4.09



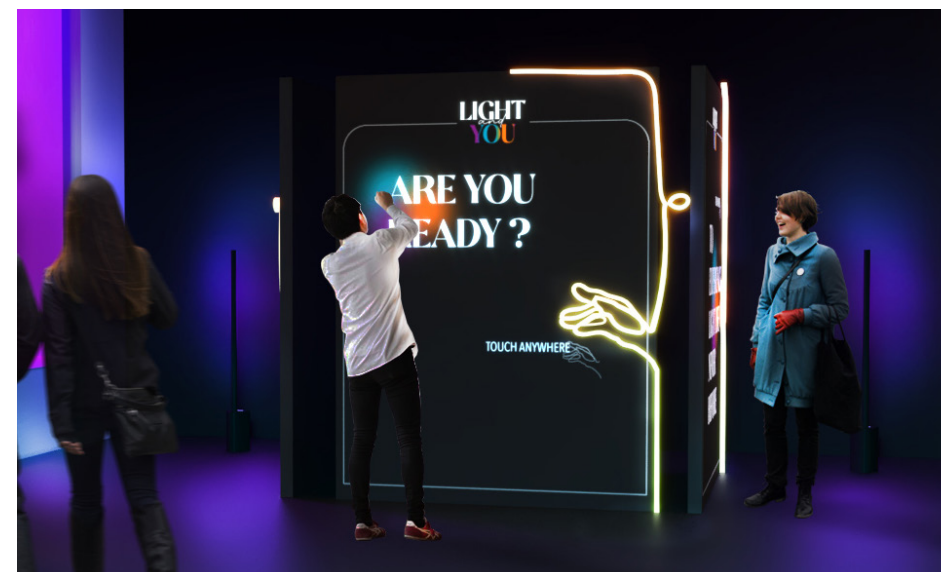
1 Elevation 01A.02.GR01-GR02  
3/8" = 1'-0"



2 Side Elevation 01A.02.GR01-GR02  
3/8" = 1'-0"

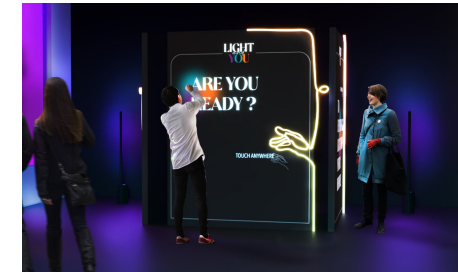


3 Plan 01A.02.GR01-GR02  
3/8" = 1'-0"

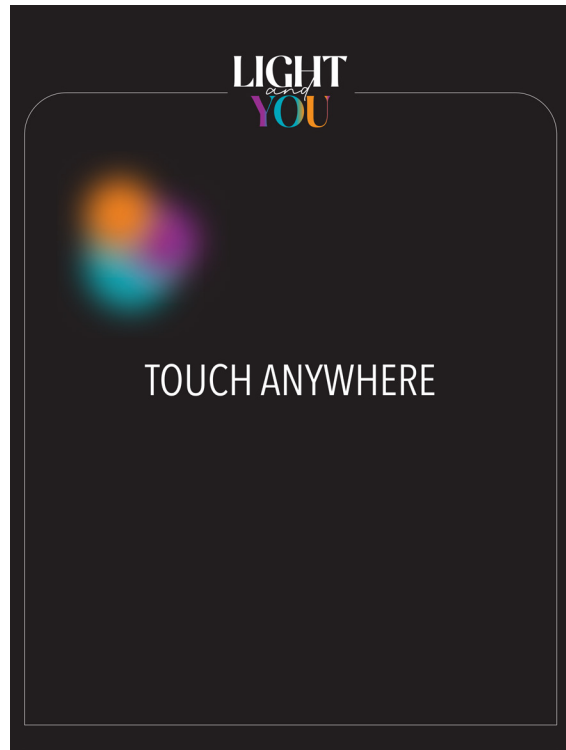


# GRAPHIC TYPE

# DIGITAL SCREEN STORYBOARD



1



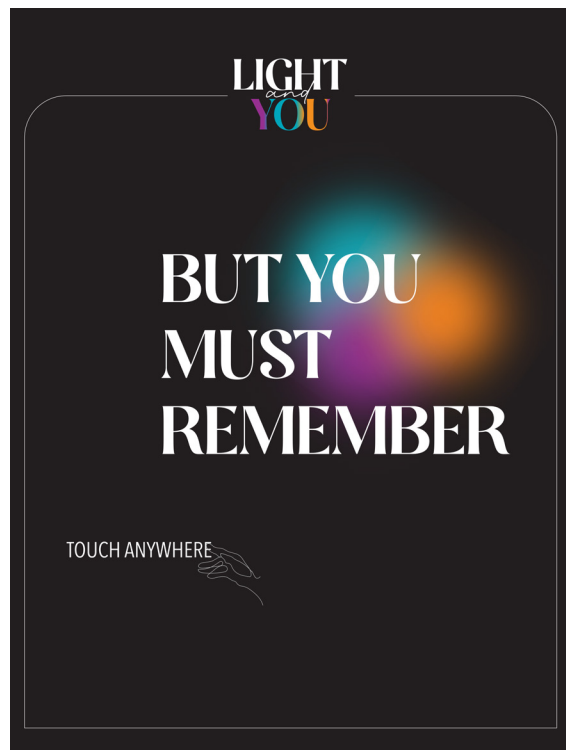
2



3



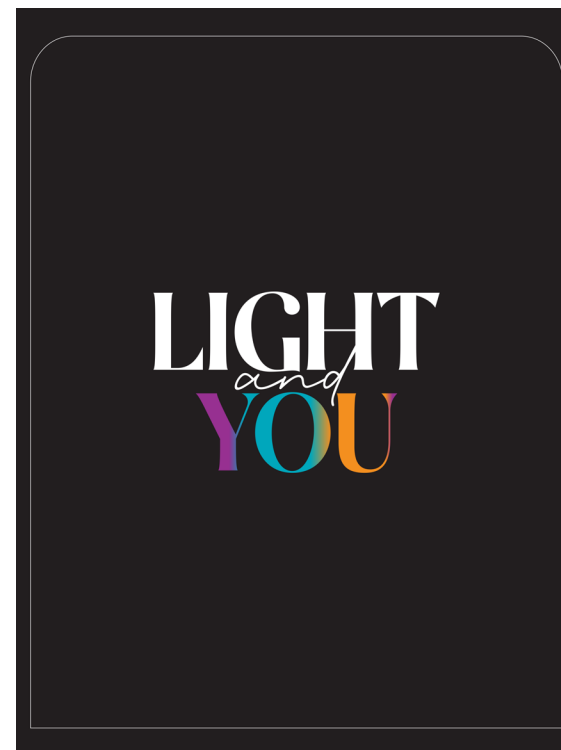
4



5



6



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

**SITE**  
SOHO LOFTS, NYC

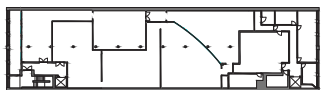
**CLIENT**



**NOTES**

DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
DIGITAL SCREEN  
STORYBOARD

**DATE**  
DEC 06, 2023

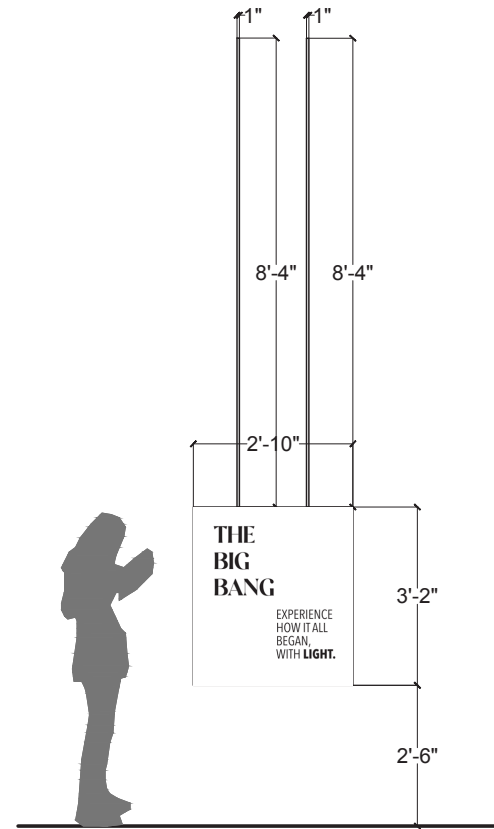
**SCALE**

**DRAWING NO.**  
EX4.10

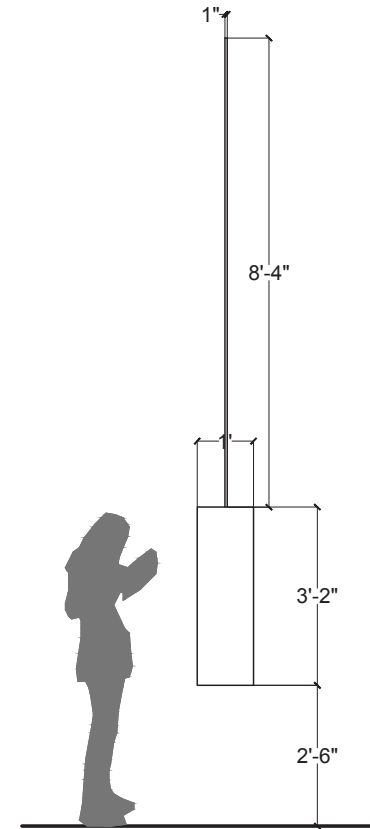


# GRAPHIC TYPE

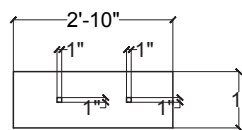
## AREA INTRODUCTION THE BIG BANG



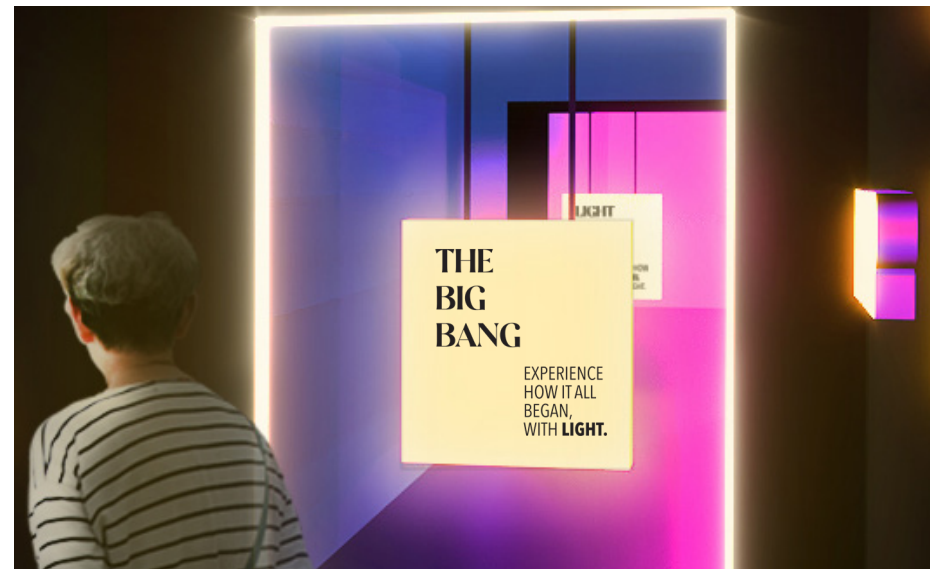
1 Elevation 02A.02.GR01  
3/8" = 1'-0"



2 Side Elevation 02A.02.GR01  
3/8" = 1'-0"



3 Plan 02A.02.GR01  
3/8" = 1'-0"



PROJECT  
LIGHT AND YOU

DRAWN BY  
TANISI GHOSH

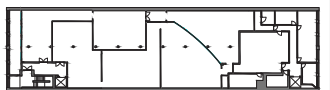
SITE  
SOHO LOFTS, NYC

CLIENT



NOTES  
DRAWINGS FOR DESIGN INTENT ONLY

KEY PLAN



DRAWING  
AREA INTRODUCTION

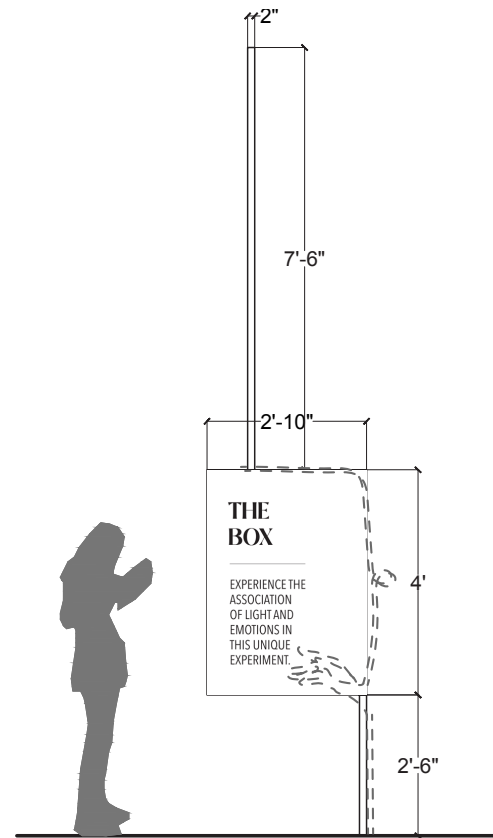
DATE  
DEC 06, 2023

SCALE  
3/8" = 1'-0"

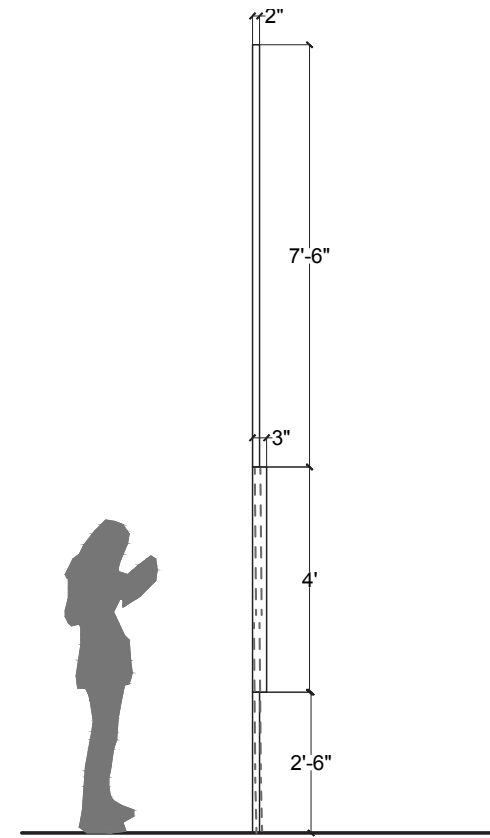
DRAWING NO.  
EX4.11

# GRAPHIC TYPE

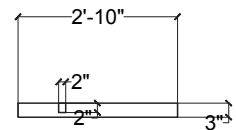
# CONTENT GRAPHICS LIGHT UP YOUR LIFE



1 Elevation 02A.01.GR01-GR02  
3/8" = 1'-0"



2 Side Elevation 02A.01.GR01-GR02  
3/8" = 1'-0"



3 Plan 02A.01.GR01-GR02  
3/8" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

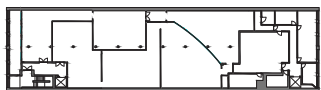
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
CONTENT  
GRAPHICS

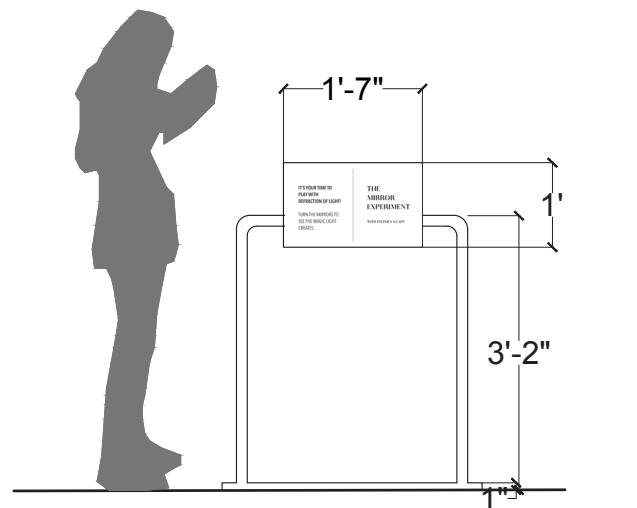
**DATE**  
DEC 06, 2023

**SCALE**  
3/8" = 1'-0"

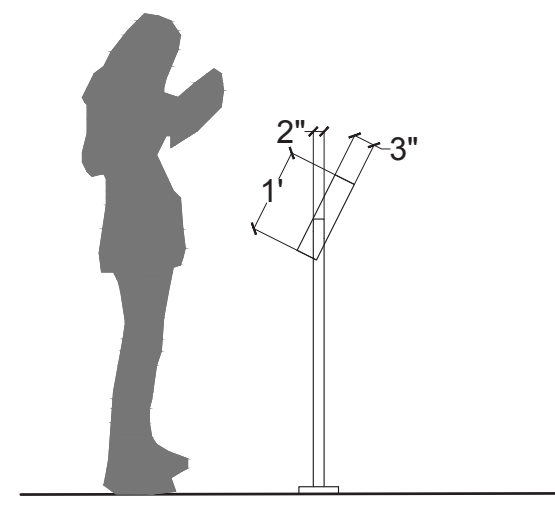
**DRAWING NO.**  
EX4.12

# GRAPHIC TYPE

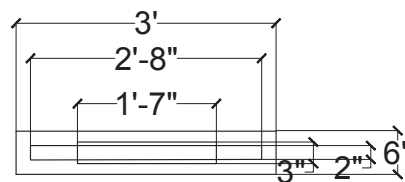
# DIRECTIVES EXPERIENCE THE MAGIC



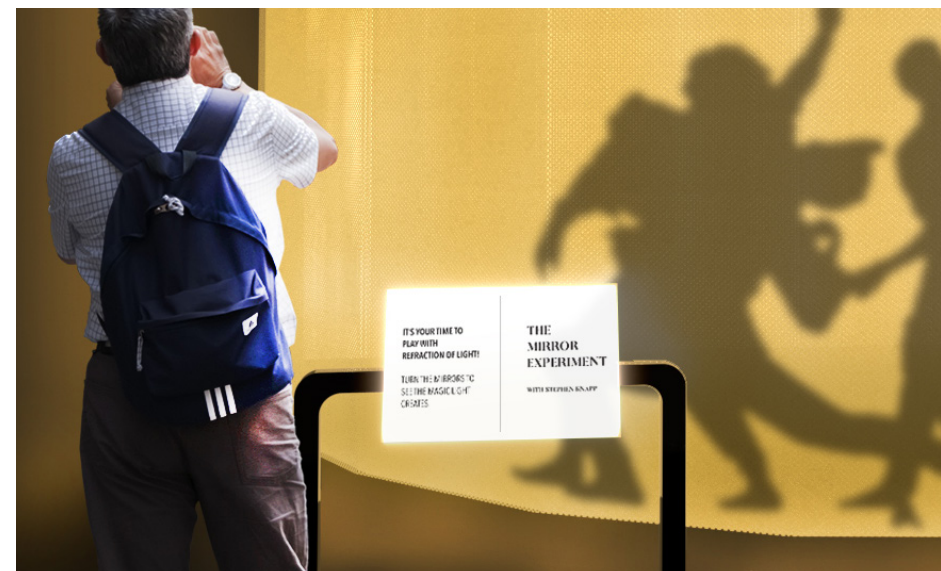
1 Elevation 05A.03.GR01  
3/4" = 1'-0"



2 Side Elevation 05A.03.GR01  
3/4" = 1'-0"



3 Plan 05A.03.GR01  
3/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

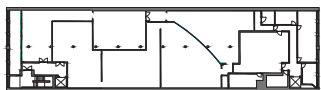
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
DIRECTIVES

**DATE**  
DEC 06, 2023

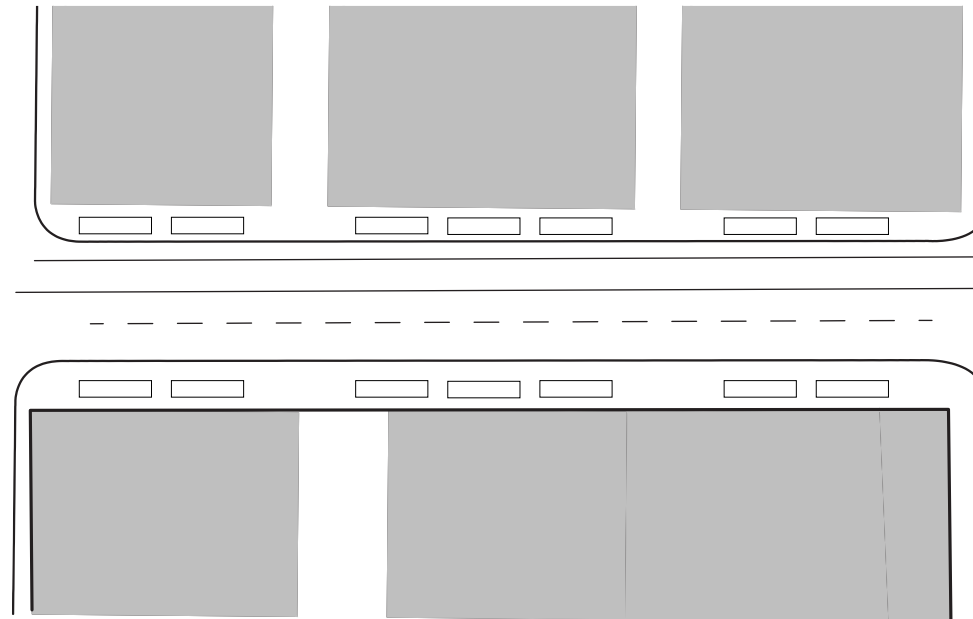
**SCALE**  
3/4" = 1'-0"

**DRAWING NO.**  
EX4.13

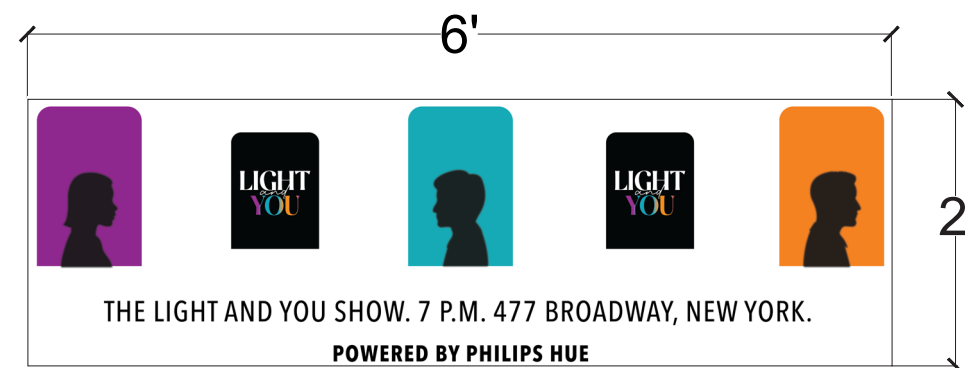


# GRAPHIC TYPE

## WAYFINDING GRAPHIC



1 Top View Street Level 02B.01.GR01  
1/64" = 1'-0"



2 Street Graphic Detail 02B.01.GR01  
3/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

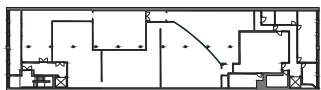
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
WAYFINDING GRAPHICS

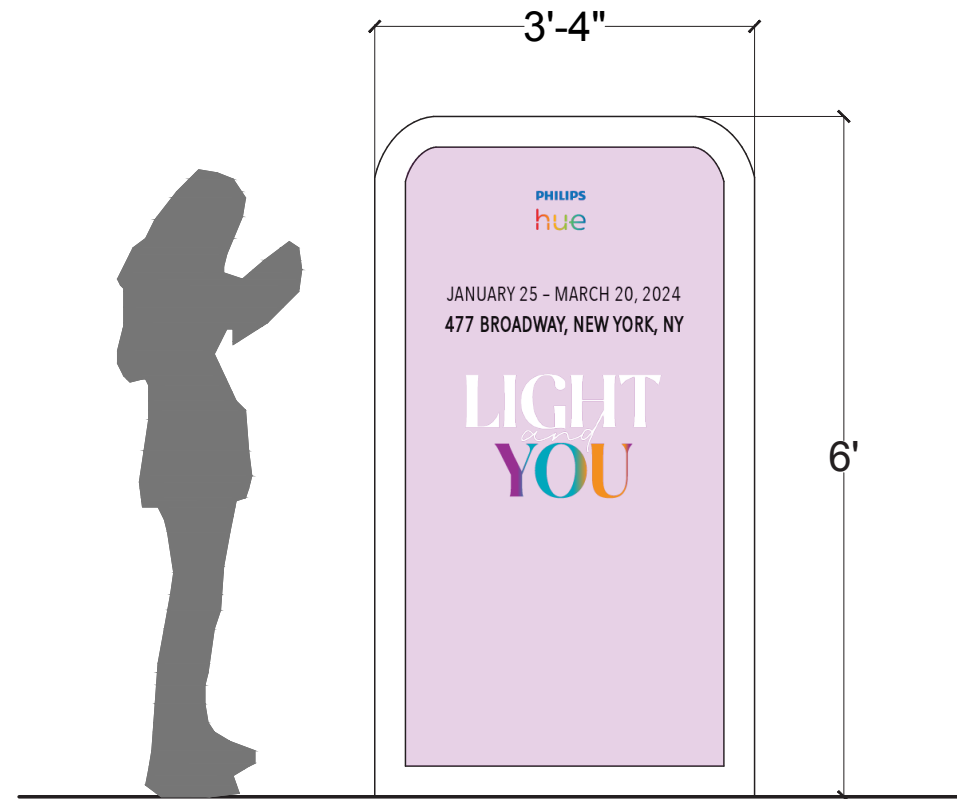
**DATE**  
DEC 06, 2023

**SCALE**  
AS NOTED

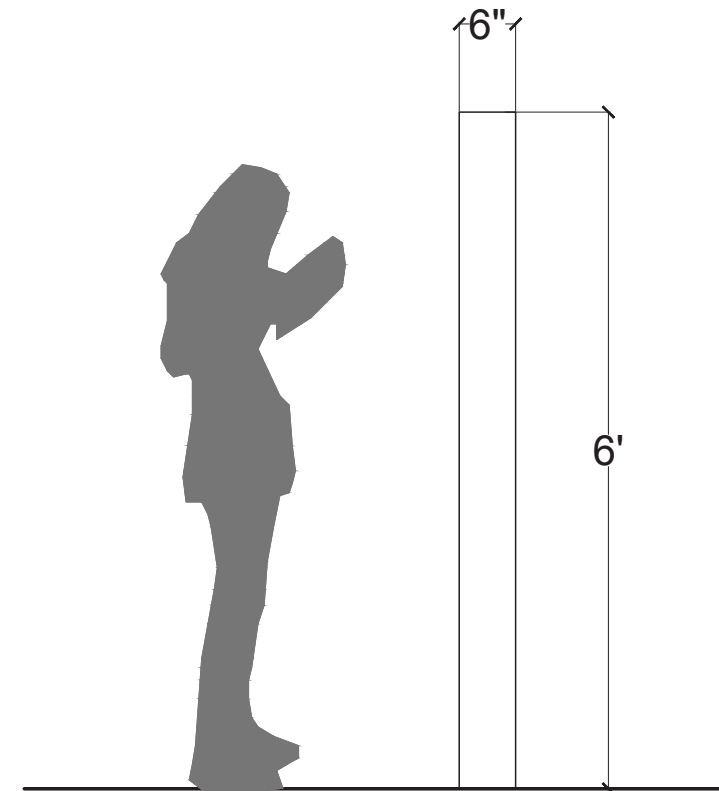
**DRAWING NO.**  
EX4.14

# GRAPHIC TYPE

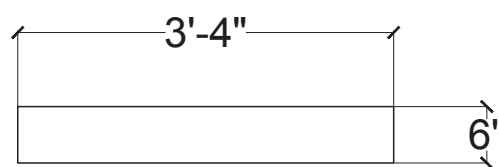
## WAYFINDING GRAPHIC



1 Elevation 01B.01.GR01-GR02  
3/4" = 1'-0"



2 Side Elevation 01B.01.GR01-GR02  
3/4" = 1'-0"



3 Plan 01B.01.GR01-GR02  
3/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

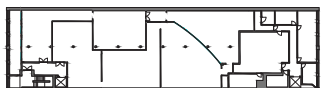
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
WAYFINDING GRAPHICS

**DATE**  
DEC 06, 2023

**SCALE**  
3/4" = 1'-0"

**DRAWING NO.**  
EX4.15

# EXHIBIT AREA DETAILS

LIGHT  
*and*  
YOU



# LIGHT UP YOUR LIFE OVERVIEW



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

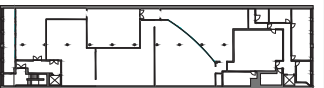
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
OVERVIEW

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX5.01

# LIGHT UP YOUR LIFE

## AREA DETAIL PLAN



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

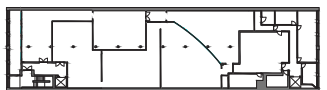
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

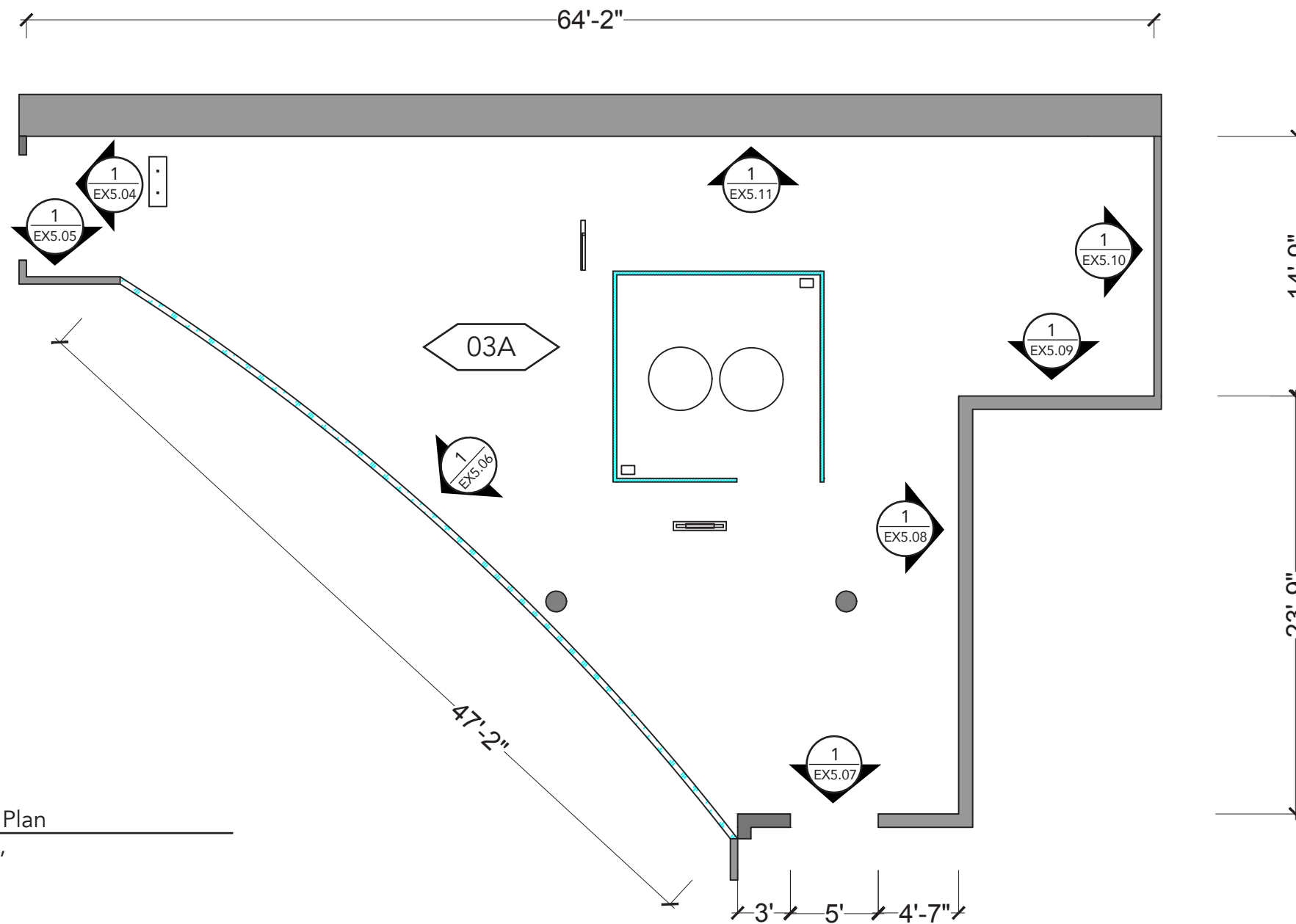


**DRAWING**  
AREA DETAIL PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

**DRAWING NO.**  
EX5.02



1 Area Detail Plan  
1/8" = 1'-0"

# LIGHT UP YOUR LIFE

## REFLECTED CEILING PLAN



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

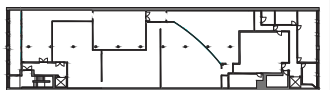
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

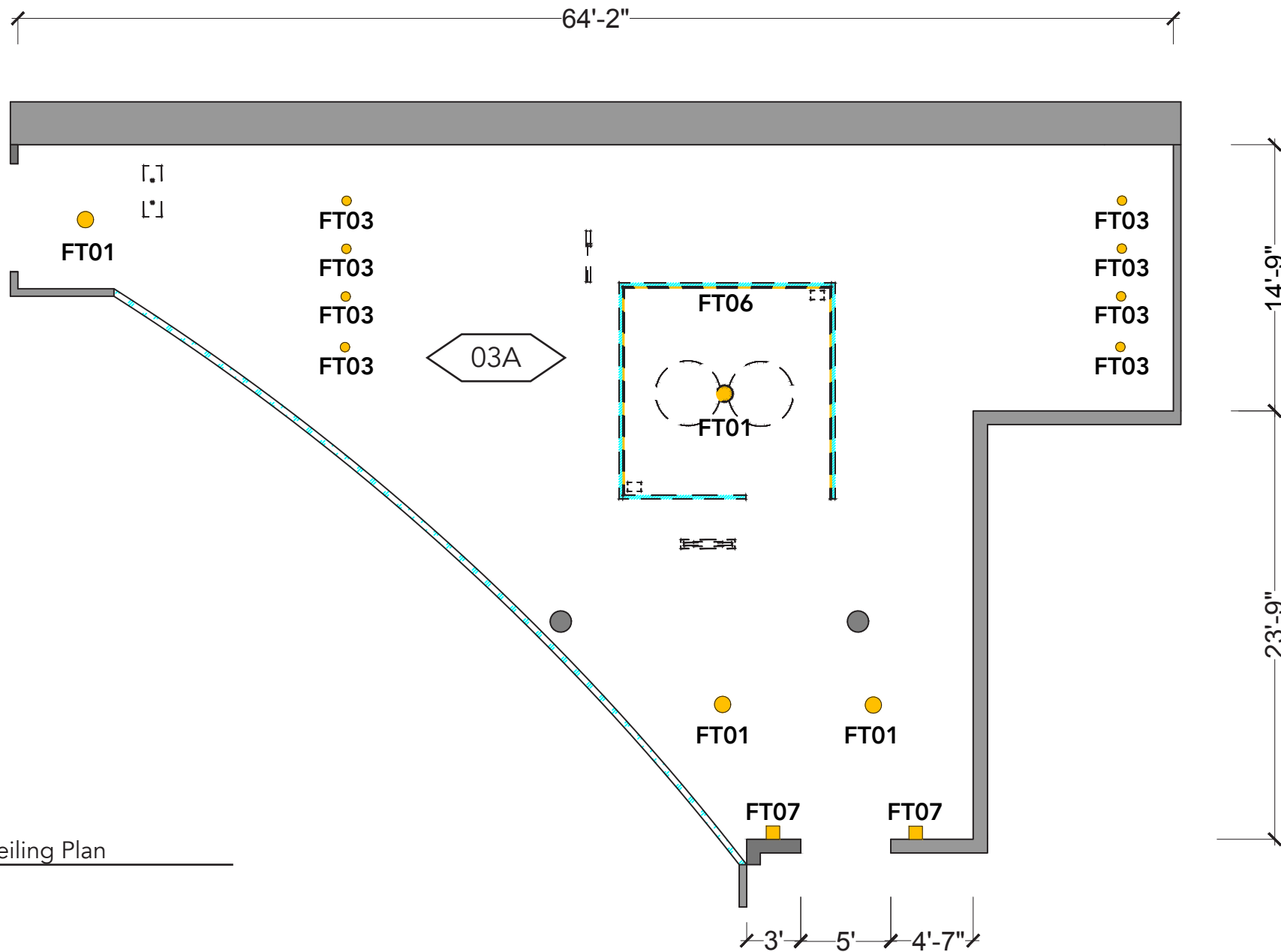


**DRAWING**  
REFLECTED CEILING PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

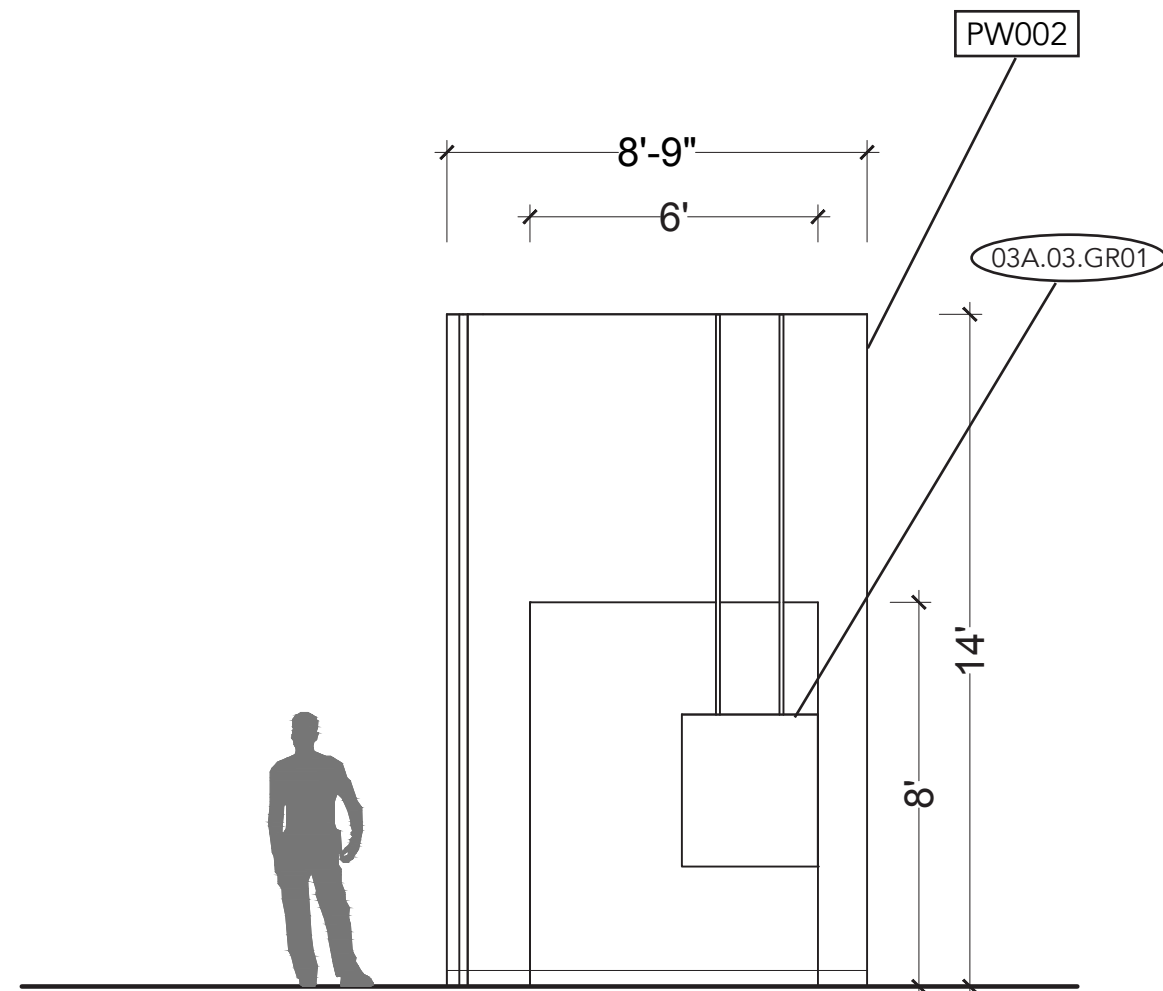
**DRAWING NO.**  
EX5.03



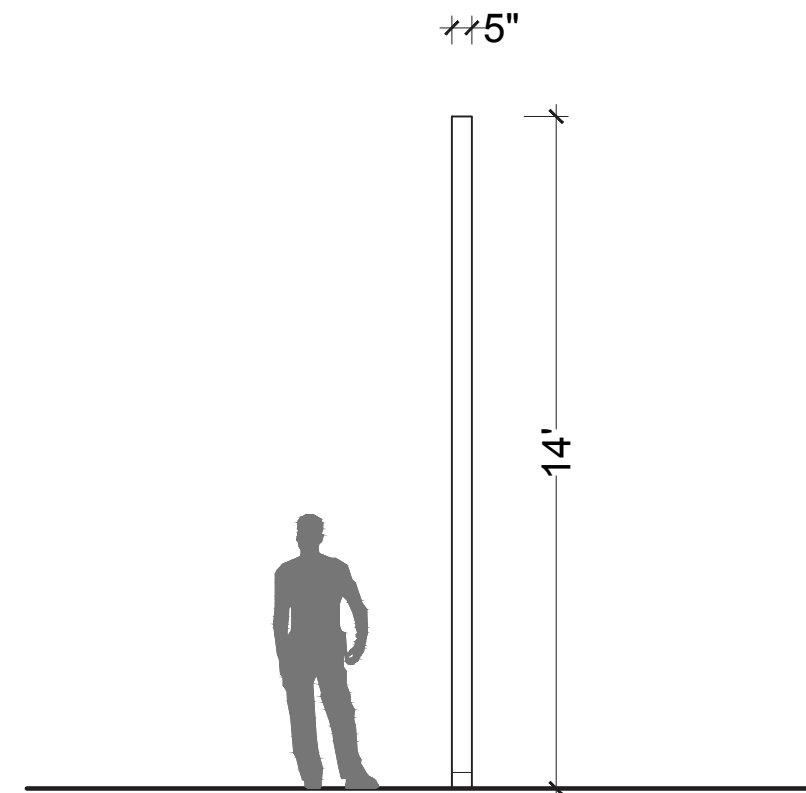
1 Reflected Ceiling Plan  
1/8" = 1'-0"

# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

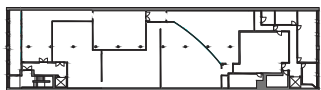
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

**DATE**  
DEC 06, 2023

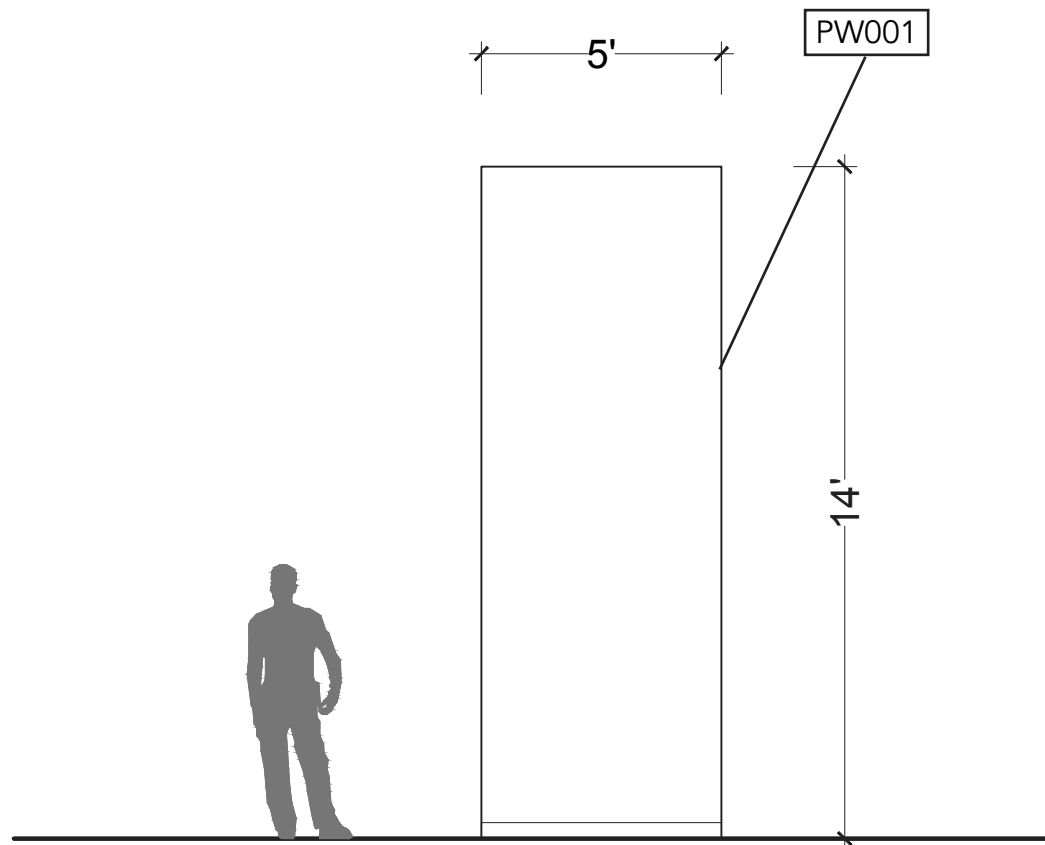
**SCALE**  
1/4" = 1'-0"

**DRAWING NO.**  
EX5.04

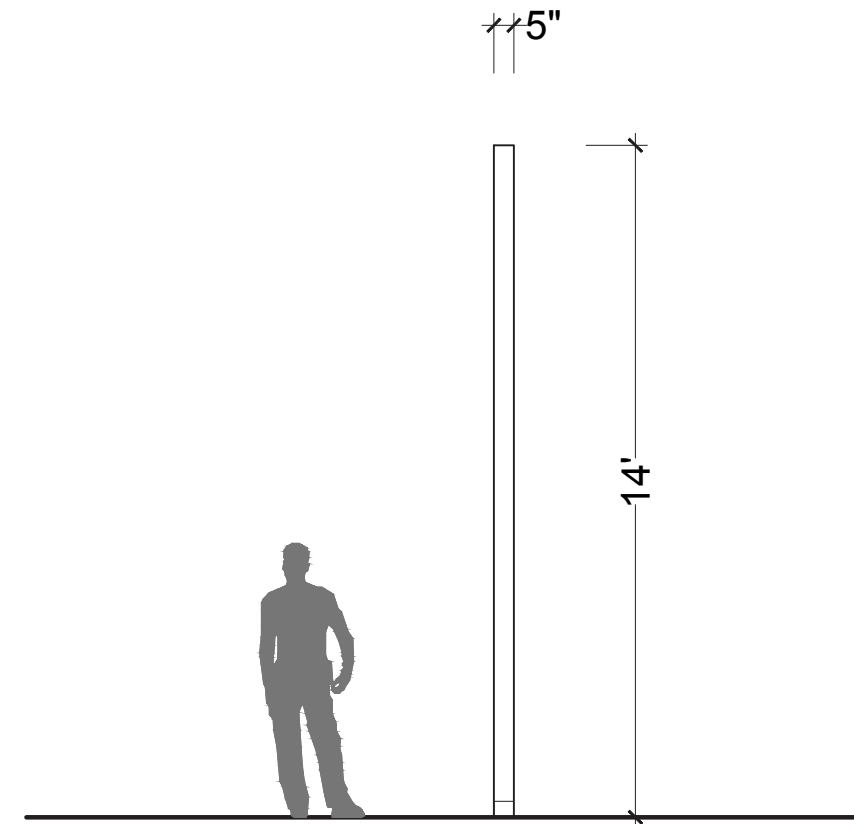


# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

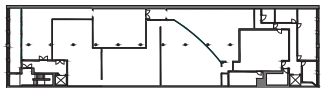
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND  
DETAILS

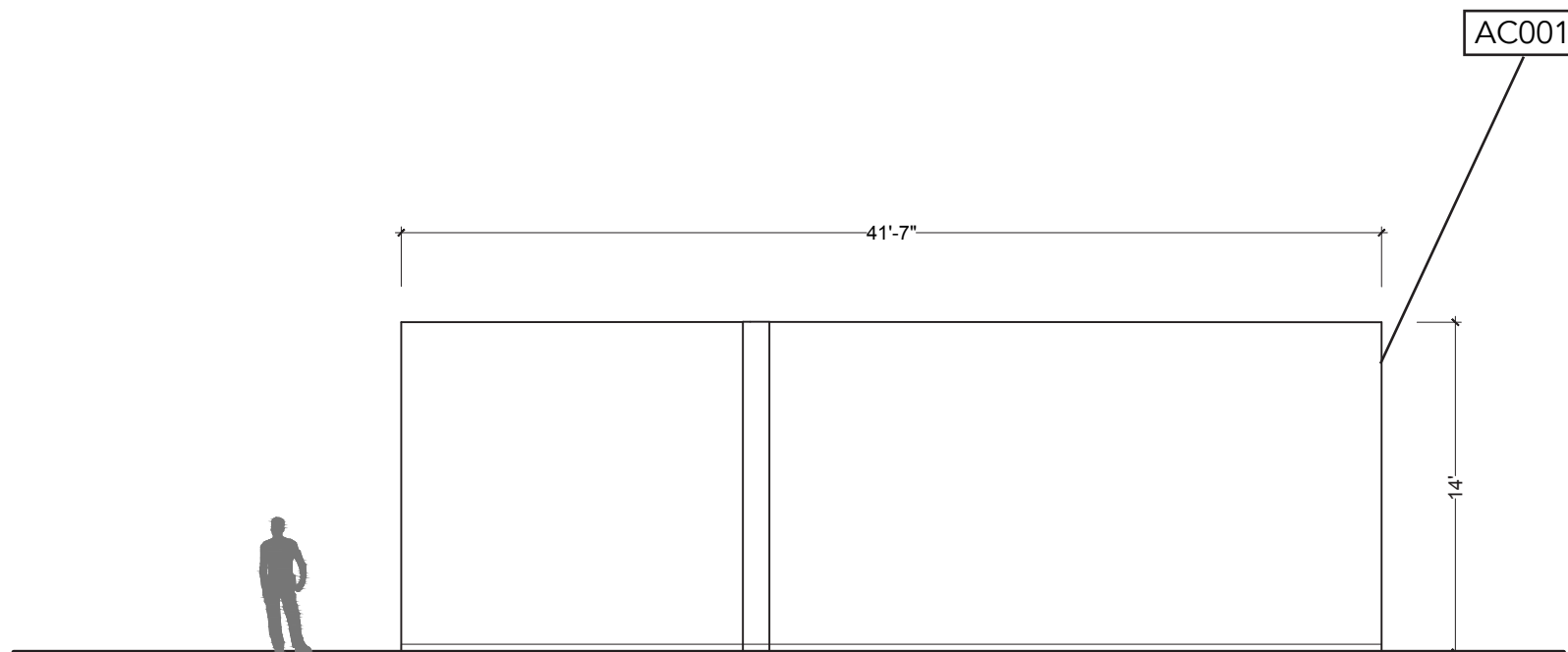
**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

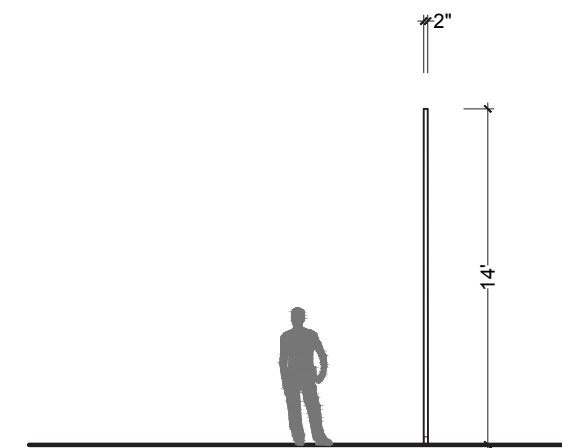
**DRAWING NO.**  
EX5.05

# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/8" = 1'-0"



2 Side Elevation  
1/8" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

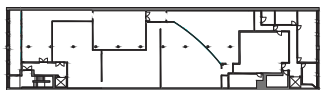
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

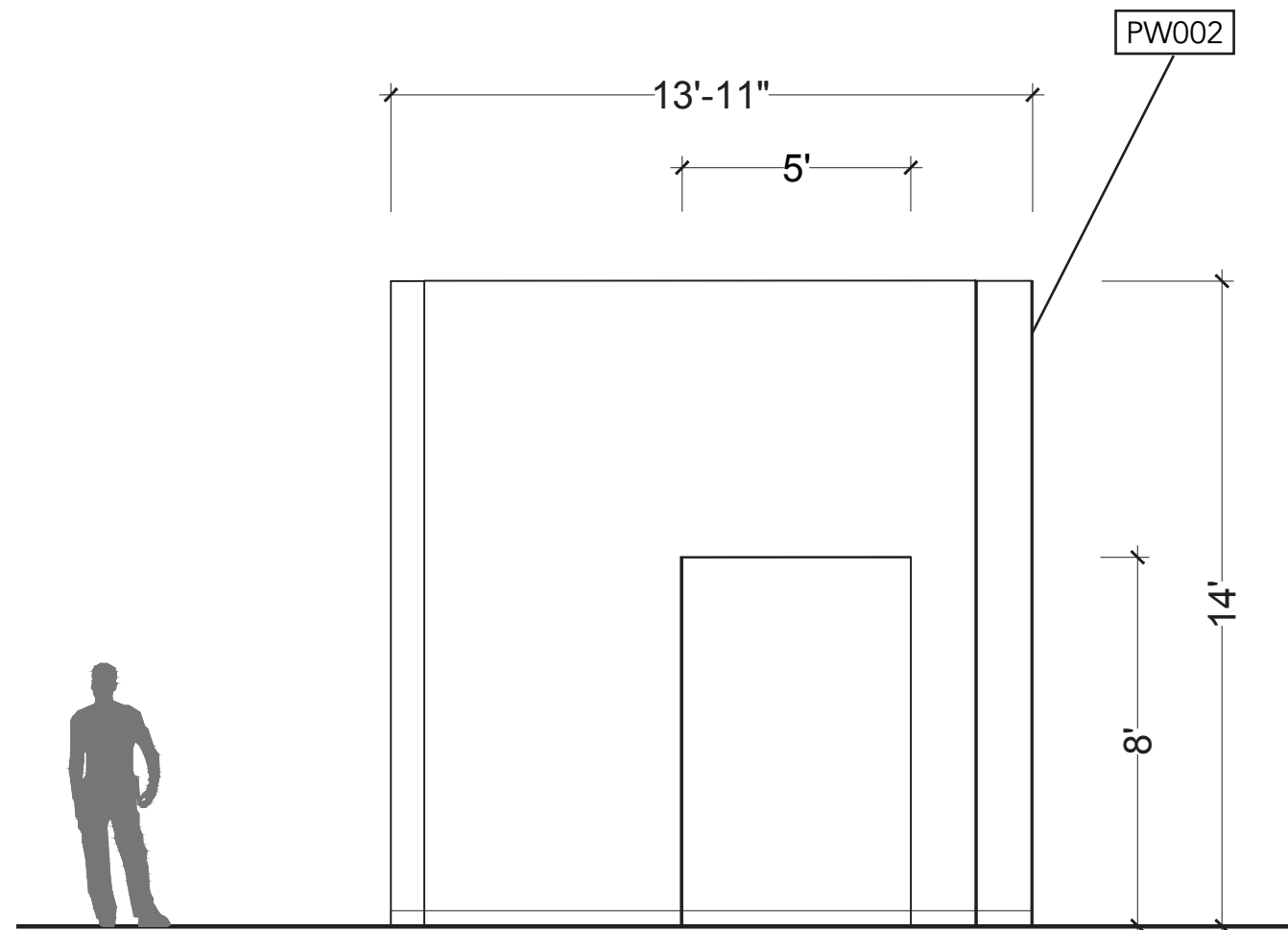
**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

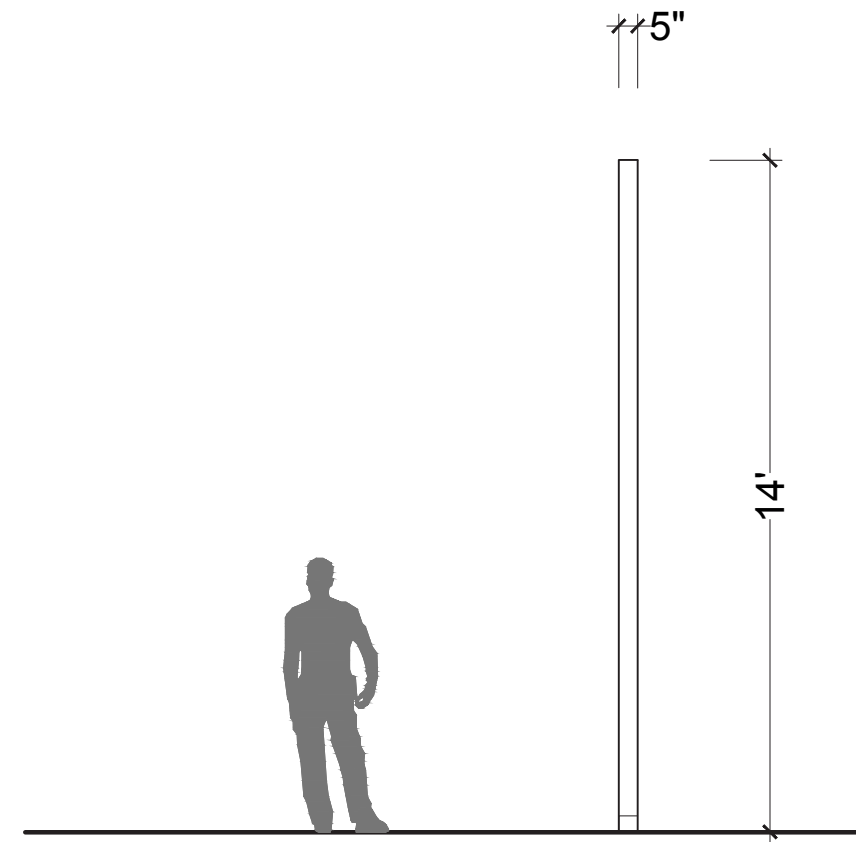
**DRAWING NO.**  
EX5.06

# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

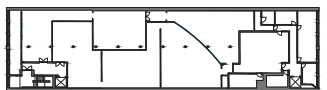
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

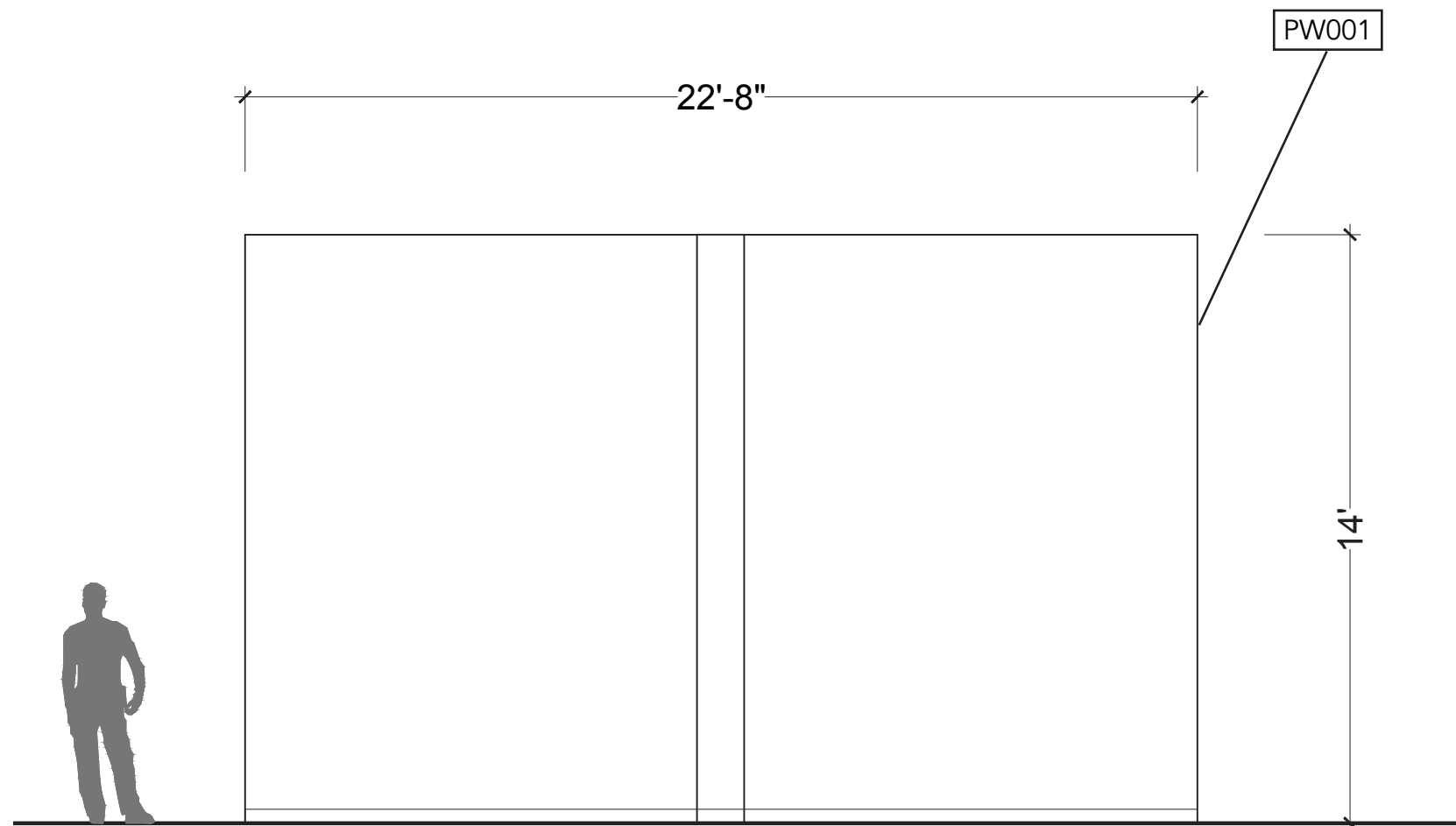
**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

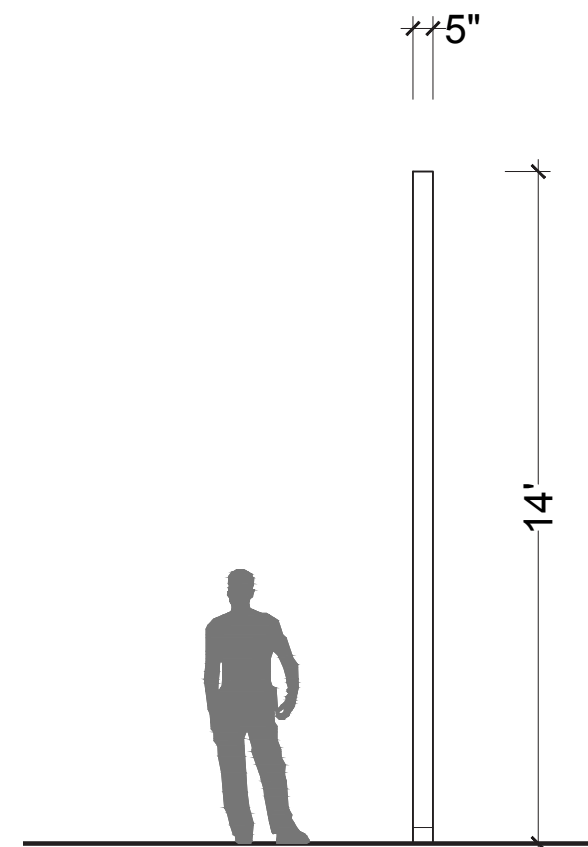
**DRAWING NO.**  
EX5.07

# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

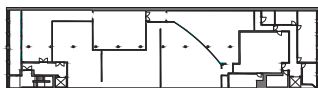
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND  
DETAILS

**DATE**  
DEC 06, 2023

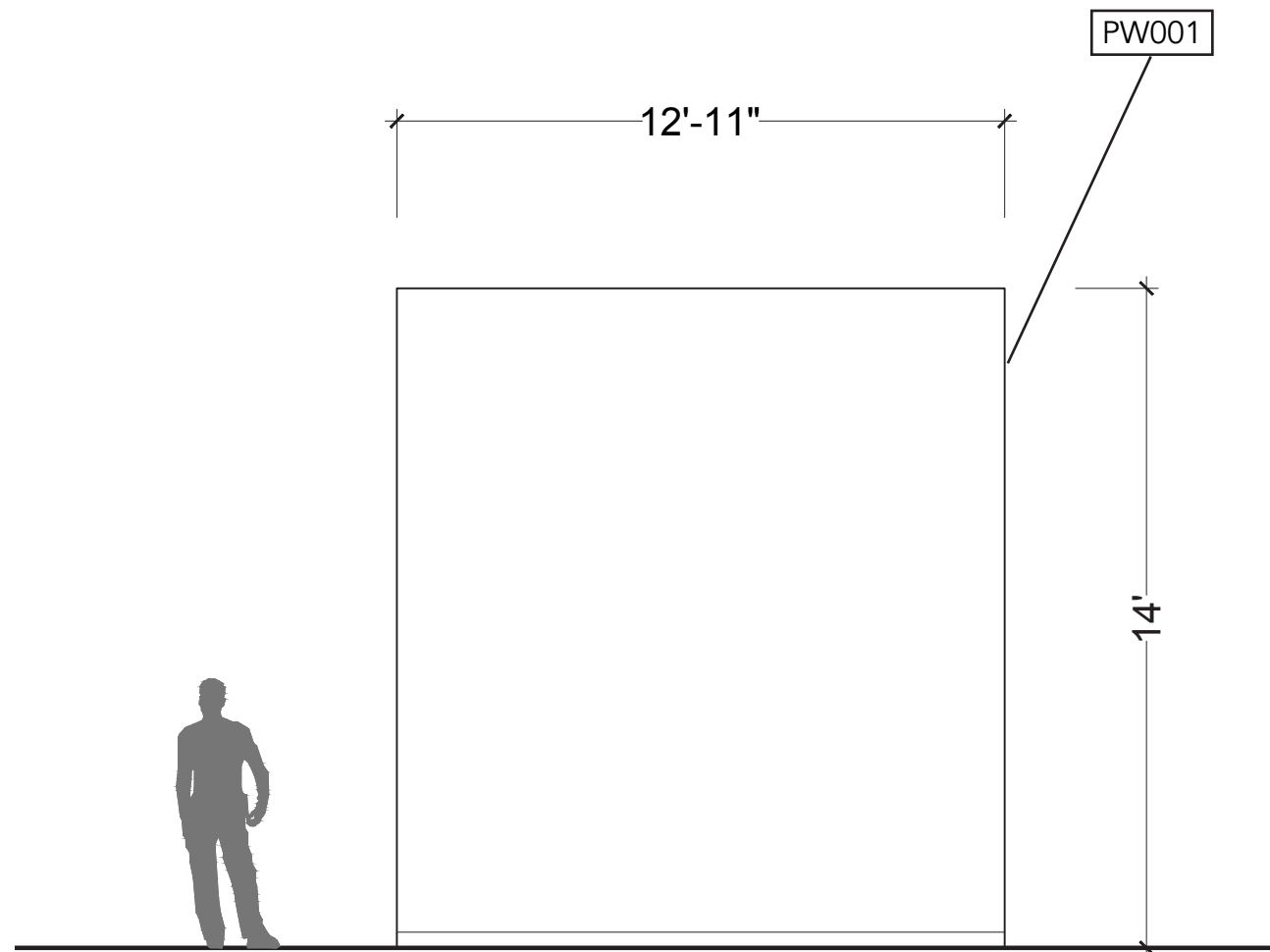
**SCALE**  
1/4" = 1'-0"

**DRAWING NO.**  
EX5.08

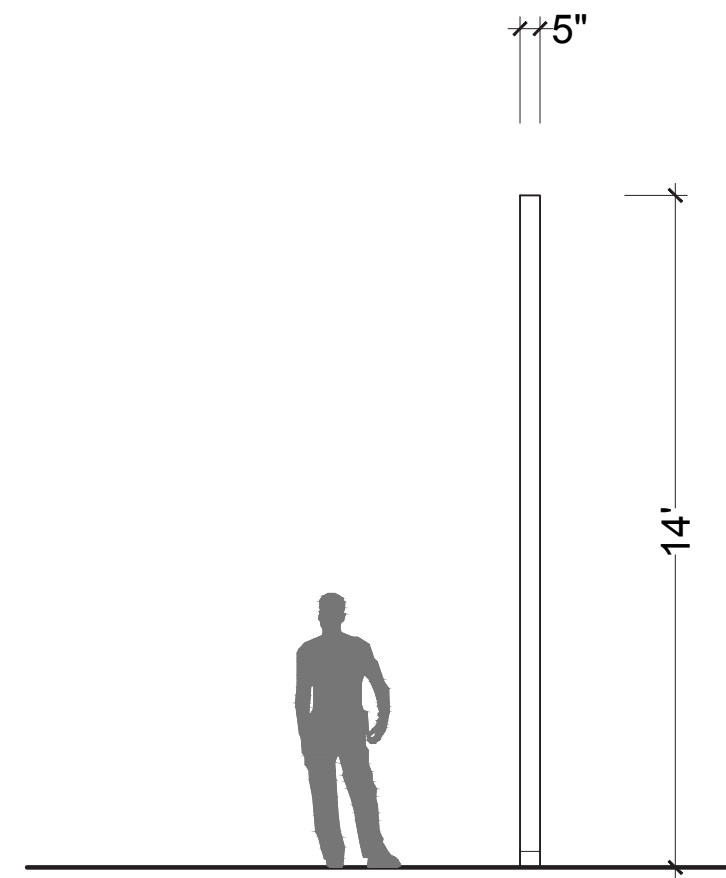


# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

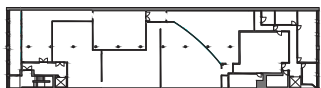
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

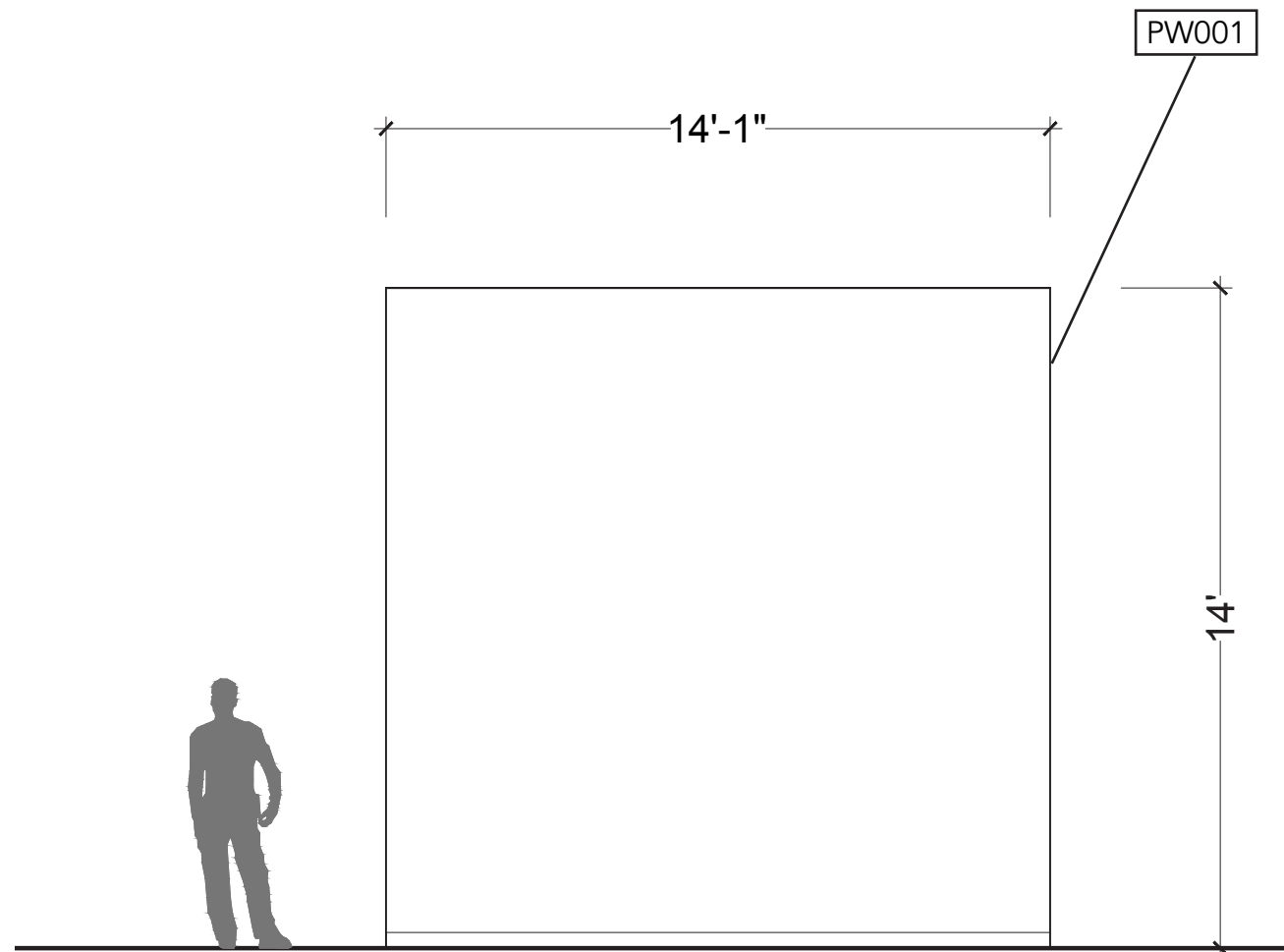
**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

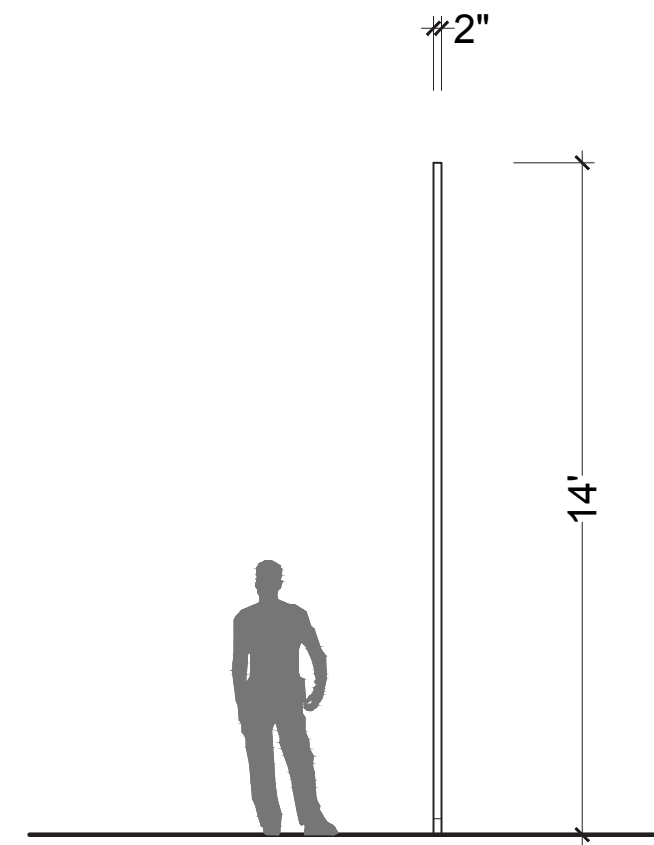
**DRAWING NO.**  
EX5.09

# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

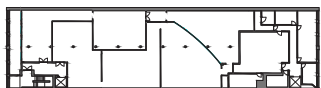
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND  
DETAILS

**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

**DRAWING NO.**  
EX5.10

# LIGHT UP YOUR LIFE

## ELEVATION AND DETAILS



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

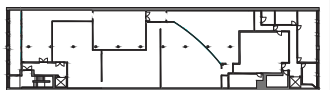
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

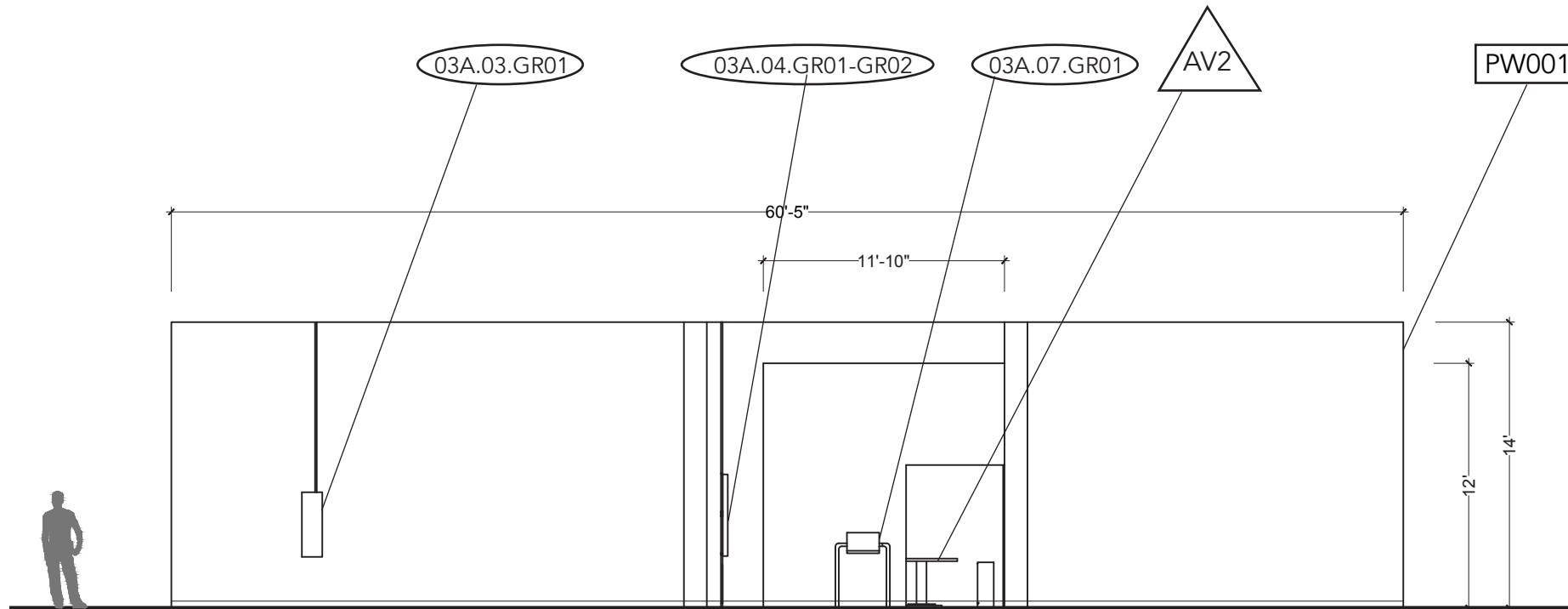


**DRAWING**  
ELEVATION AND DETAILS

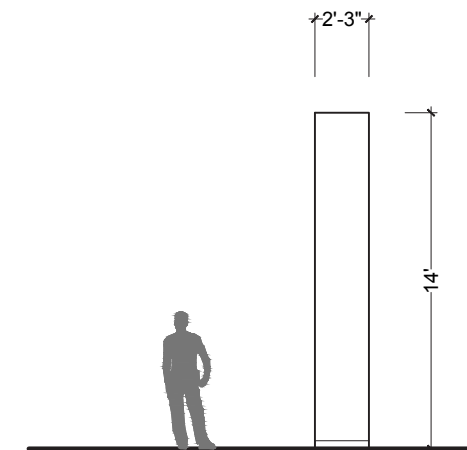
**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

**DRAWING NO.**  
EX5.11



1 Elevation  
1/8" = 1'-0"



2 Side Elevation  
1/8" = 1'-0"

# THE POWER WE HOLD OVERVIEW



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

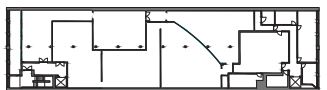
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
OVERVIEW

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX5.12



# THE POWER WE HOLD

## AREA DETAIL PLAN



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

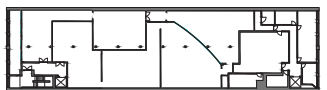
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

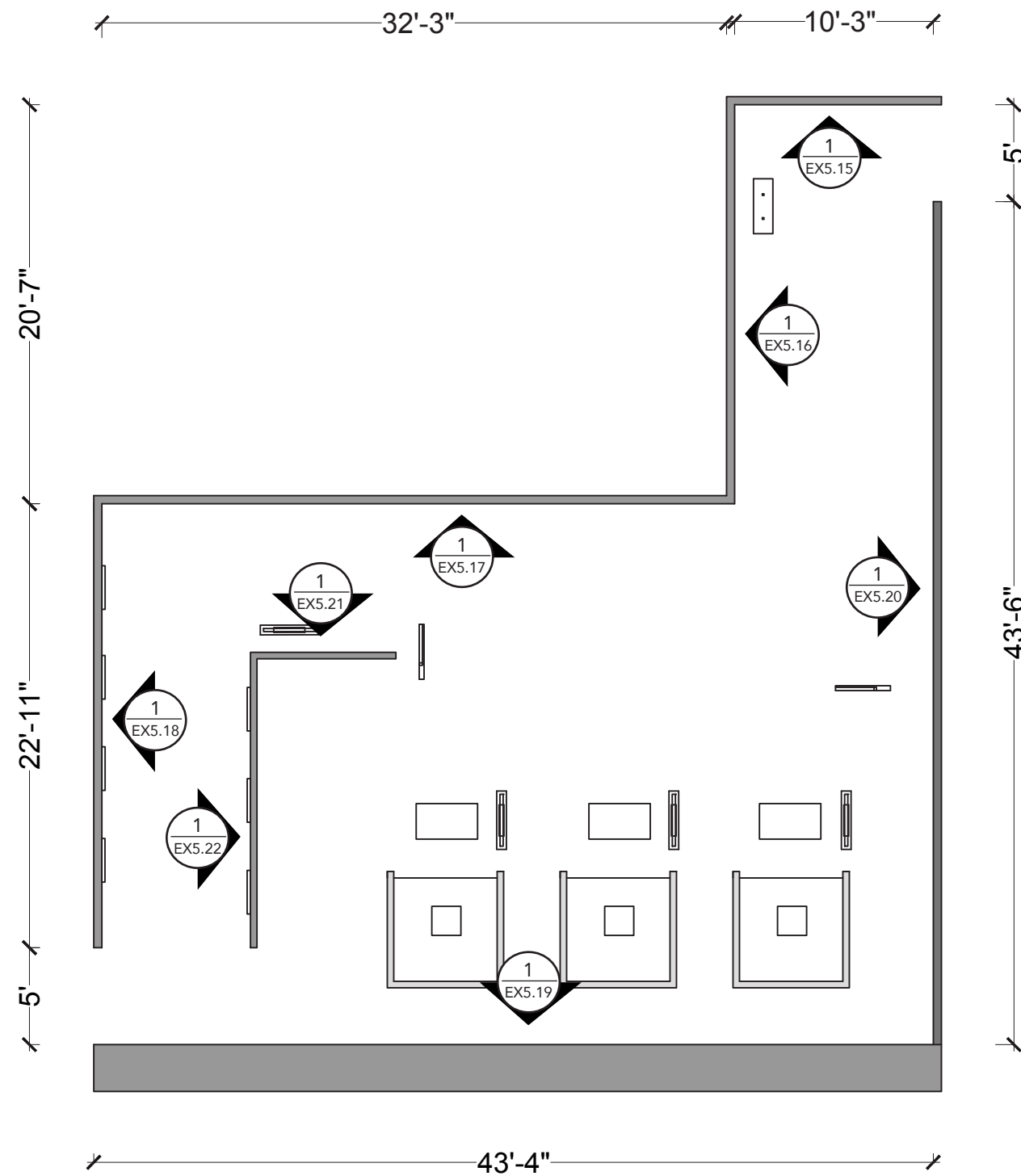


**DRAWING**  
AREA DETAIL PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

**DRAWING NO.**  
EX5.13



1 Area Detail Plan  
1/8" = 1'-0"

# THE POWER WE HOLD

## REFLECTED CEILING PLAN



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

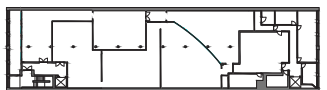
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

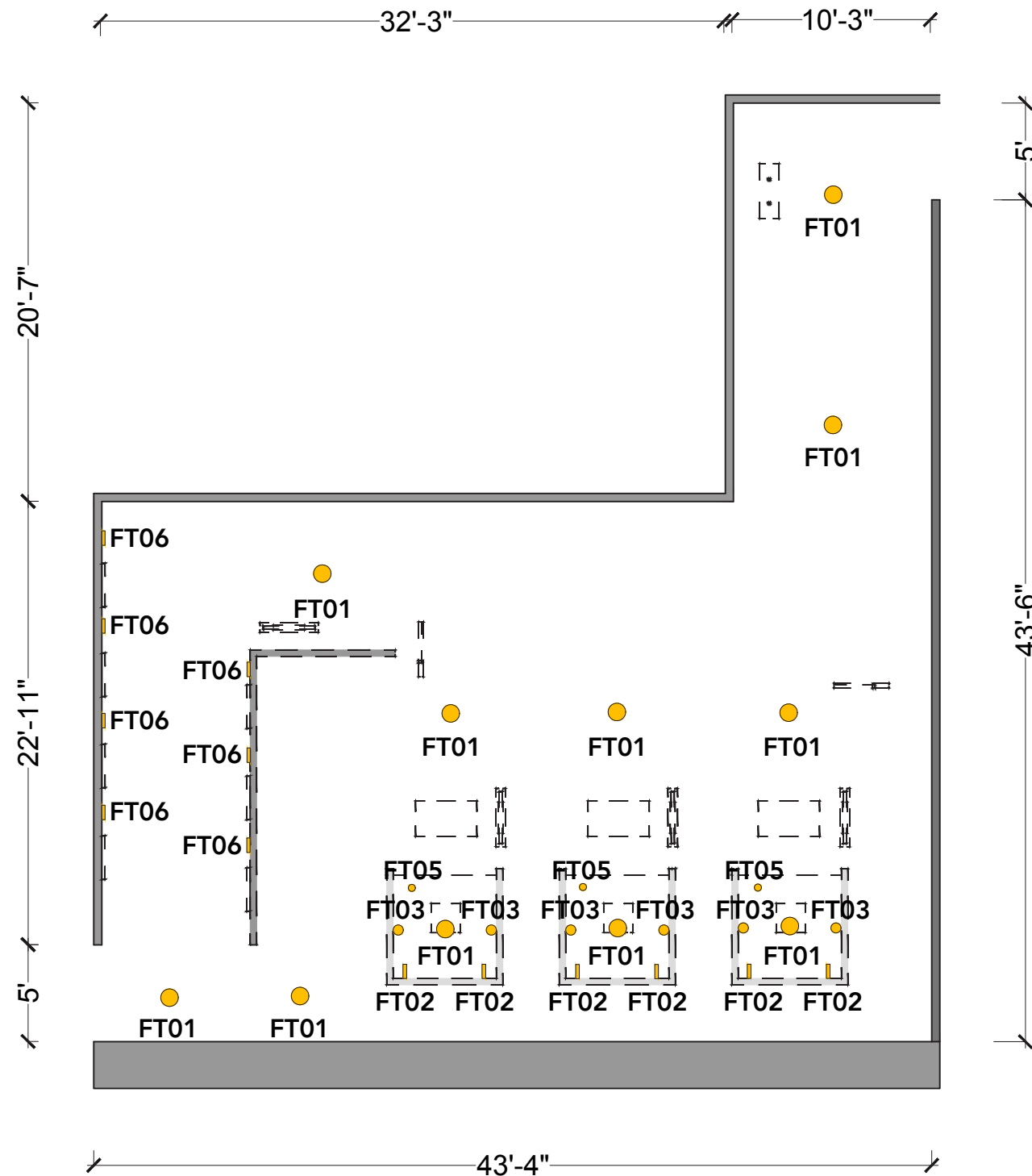


**DRAWING**  
REFLECTED CEILING PLAN

**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

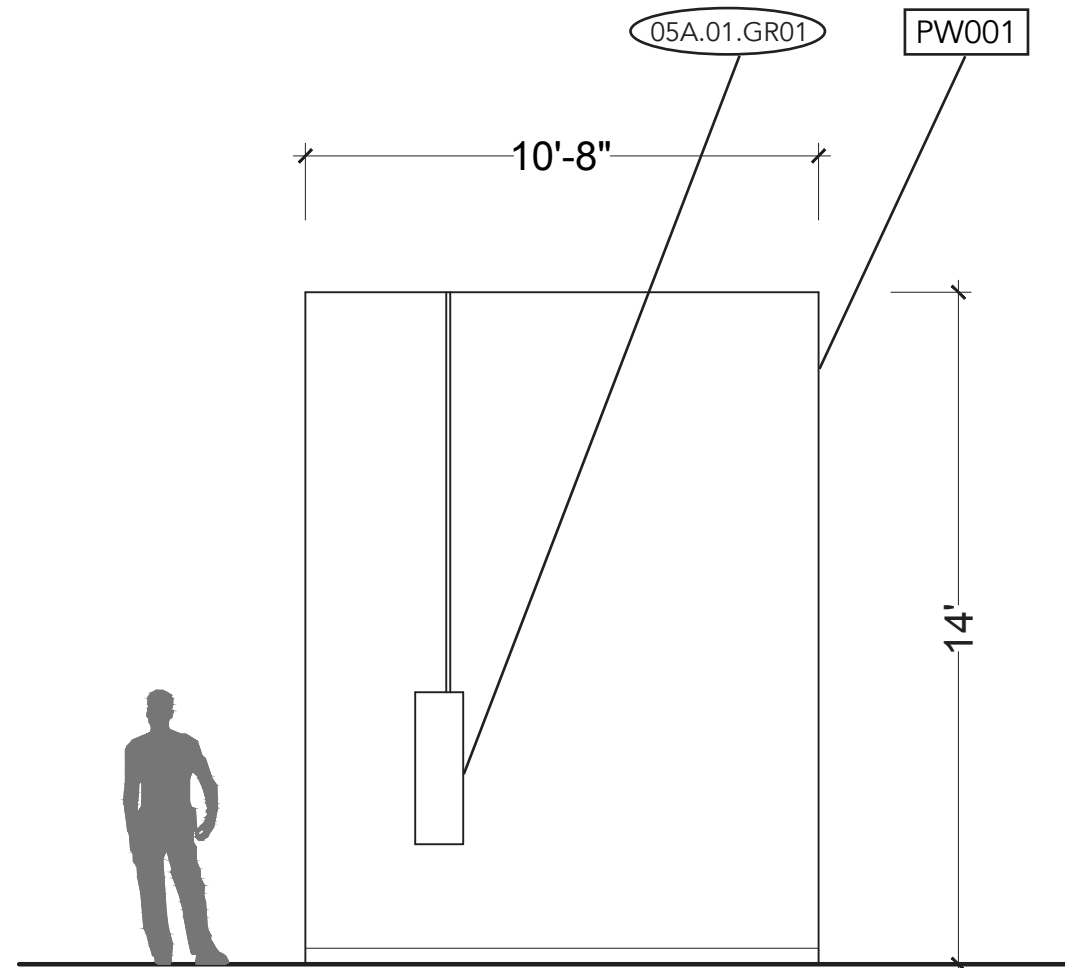
**DRAWING NO.**  
EX5.14



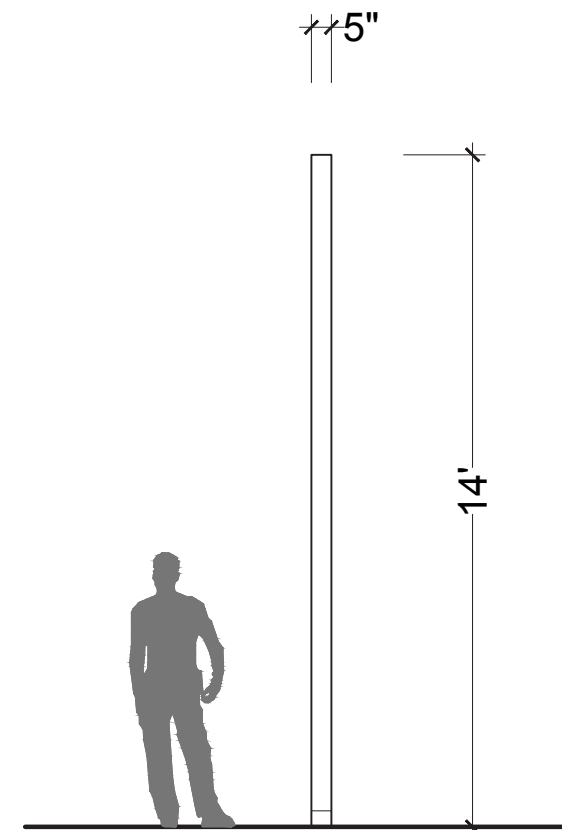
1 Reflected Ceiling Plan  
1/8" = 1'-0"

# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

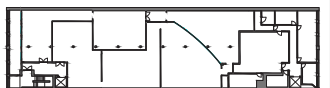
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

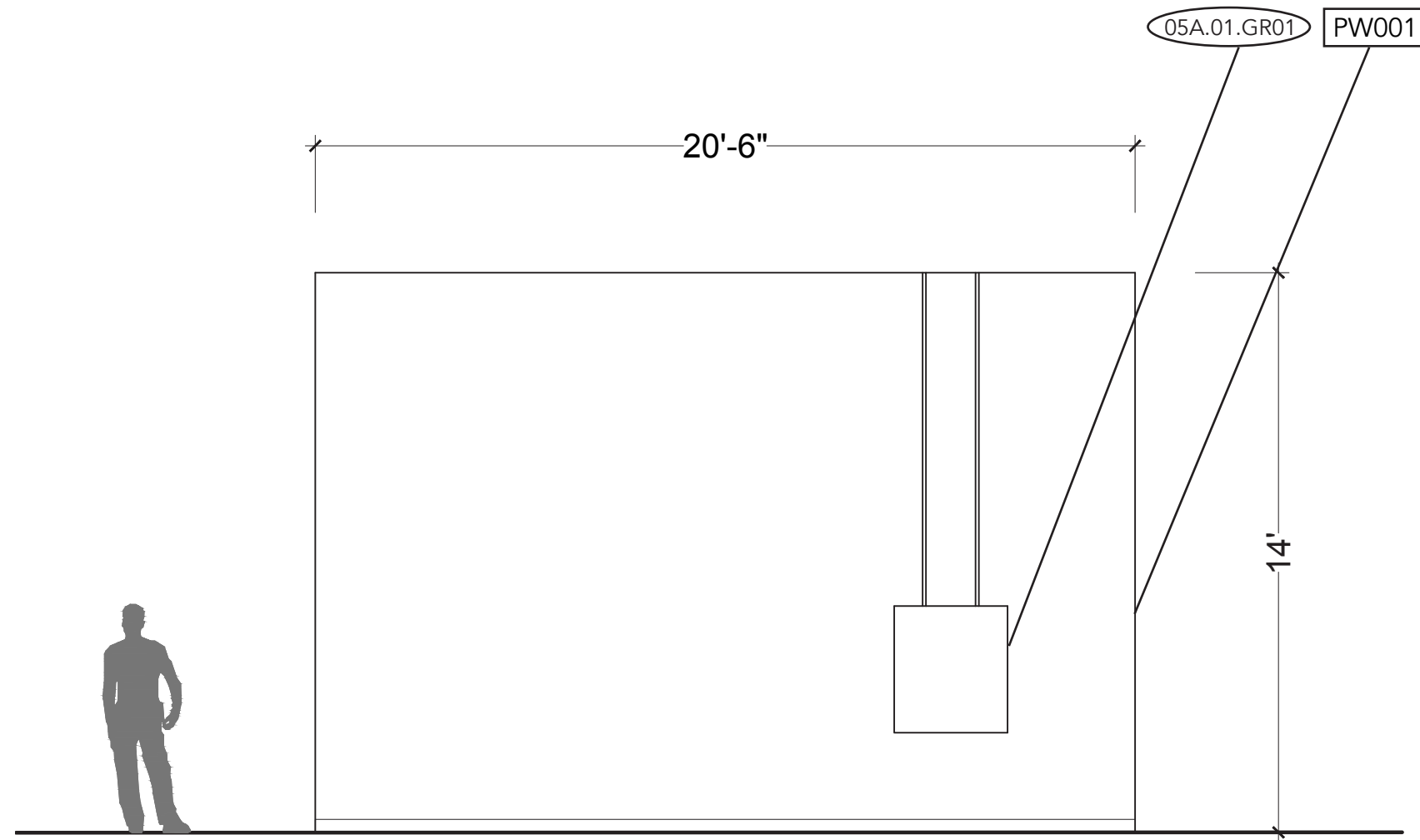
**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

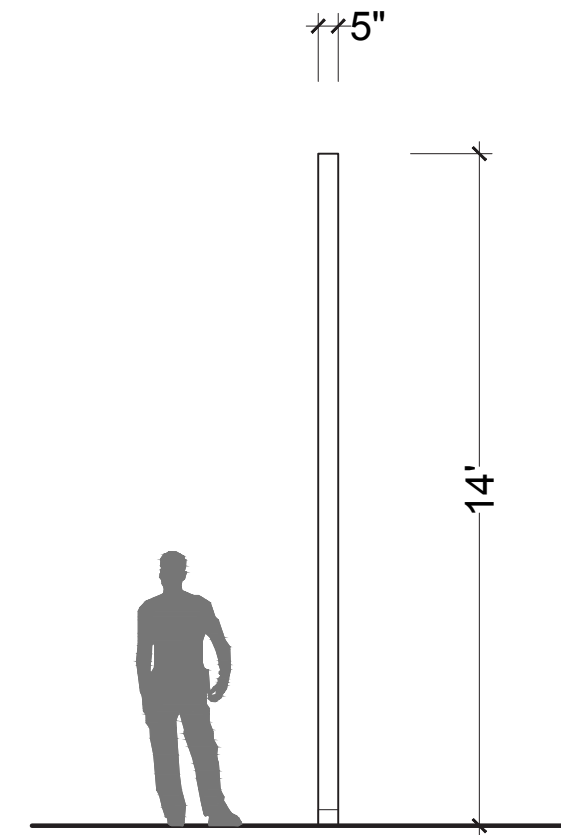
**DRAWING NO.**  
EX5.15

# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

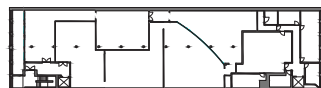
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND  
DETAILS

**DATE**  
DEC 06, 2023

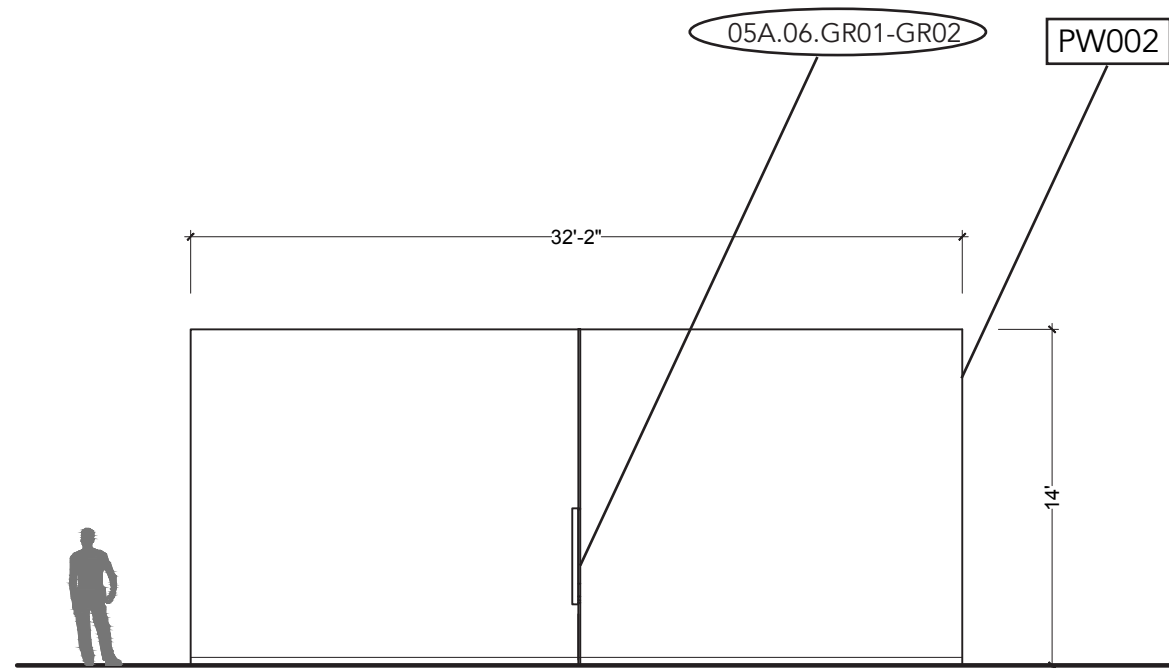
**SCALE**  
1/4" = 1'-0"

**DRAWING NO.**  
EX5.16

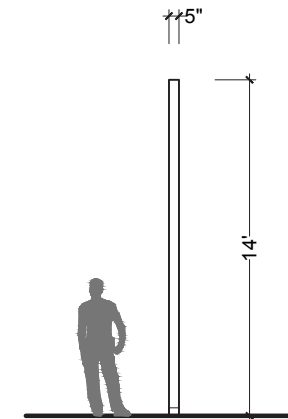


# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/8" = 1'-0"



2 Side Elevation  
1/8" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

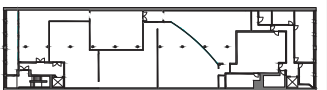
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND  
DETAILS

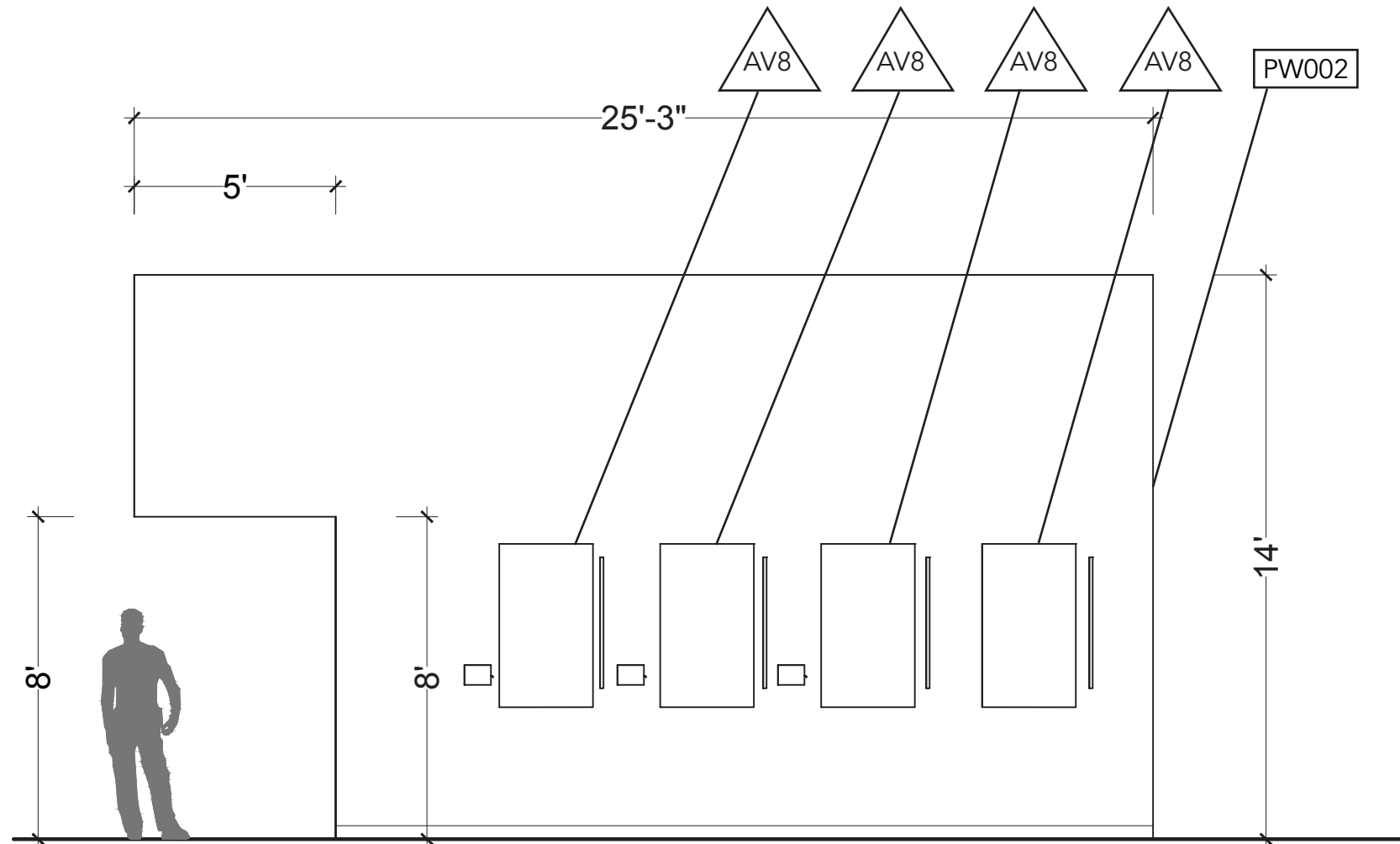
**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

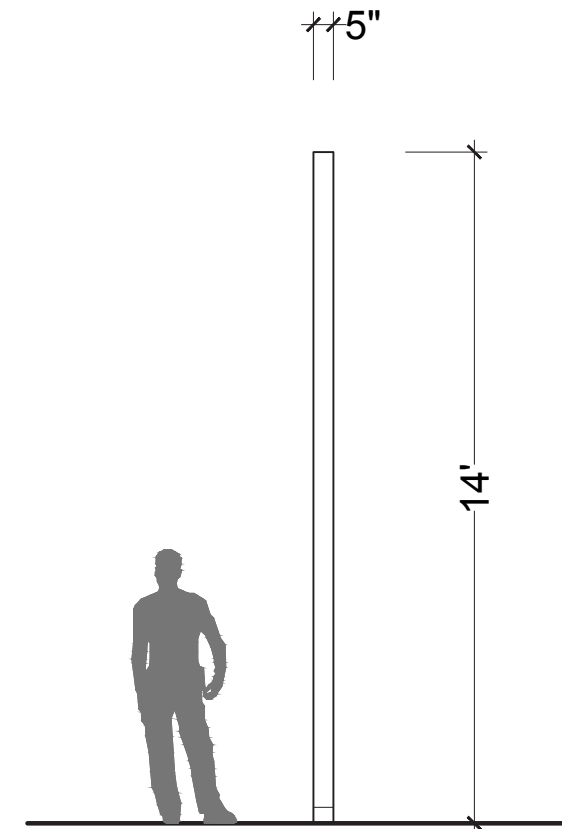
**DRAWING NO.**  
EX5.17

# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

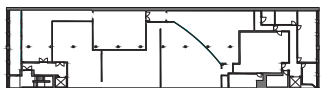
**DRAWN BY**  
TANISI GHOSH

**SITE**  
SOHO LOFTS, NYC

**CLIENT**  
**PHILIPS**  
**hue**

**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

**DRAWING NO.**  
EX5.18

# THE POWER WE HOLD

## ELEVATION AND DETAILS



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

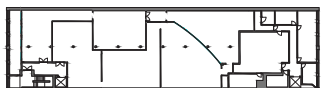
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**

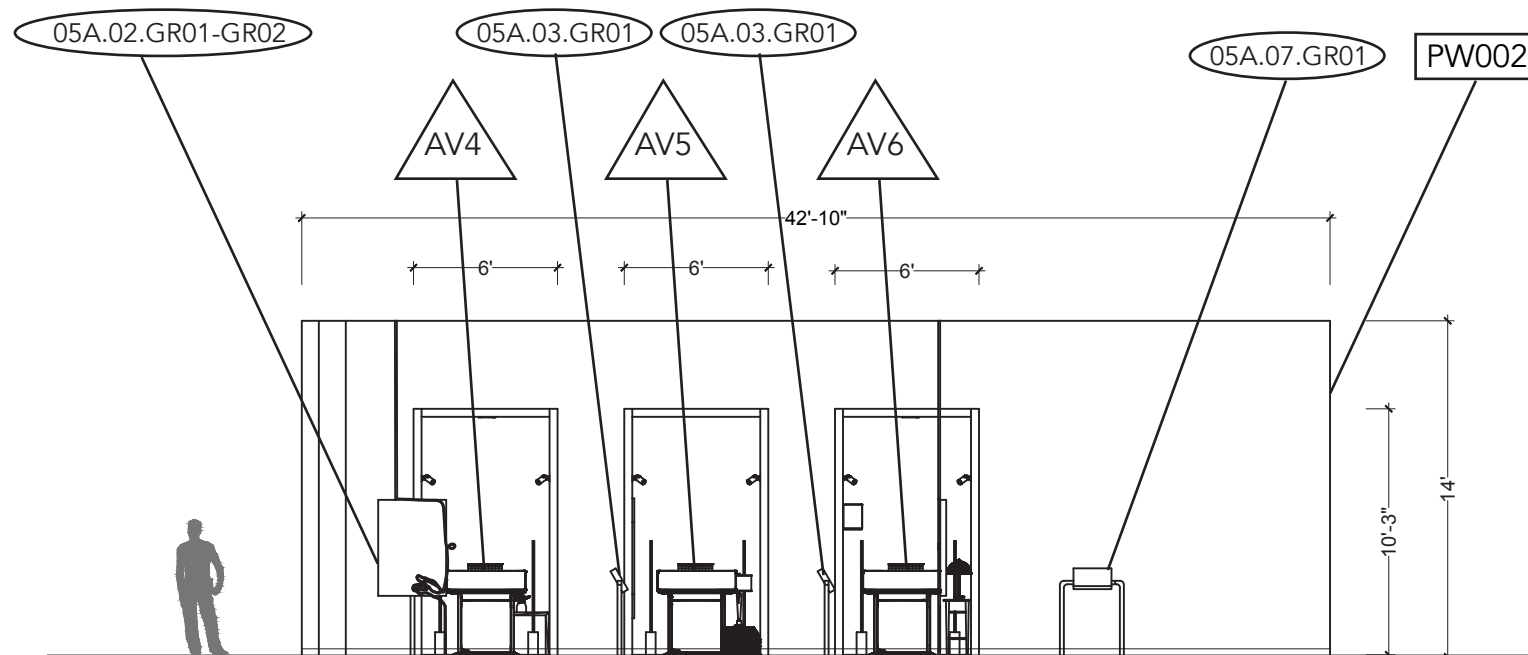


**DRAWING**  
ELEVATION AND DETAILS

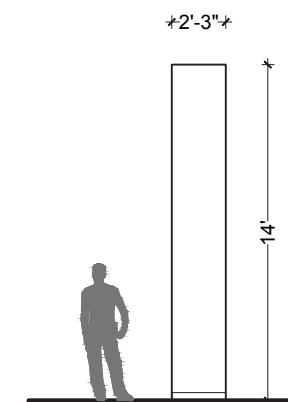
**DATE**  
DEC 06, 2023

**SCALE**  
1/8" = 1'-0"

**DRAWING NO.**  
EX5.19



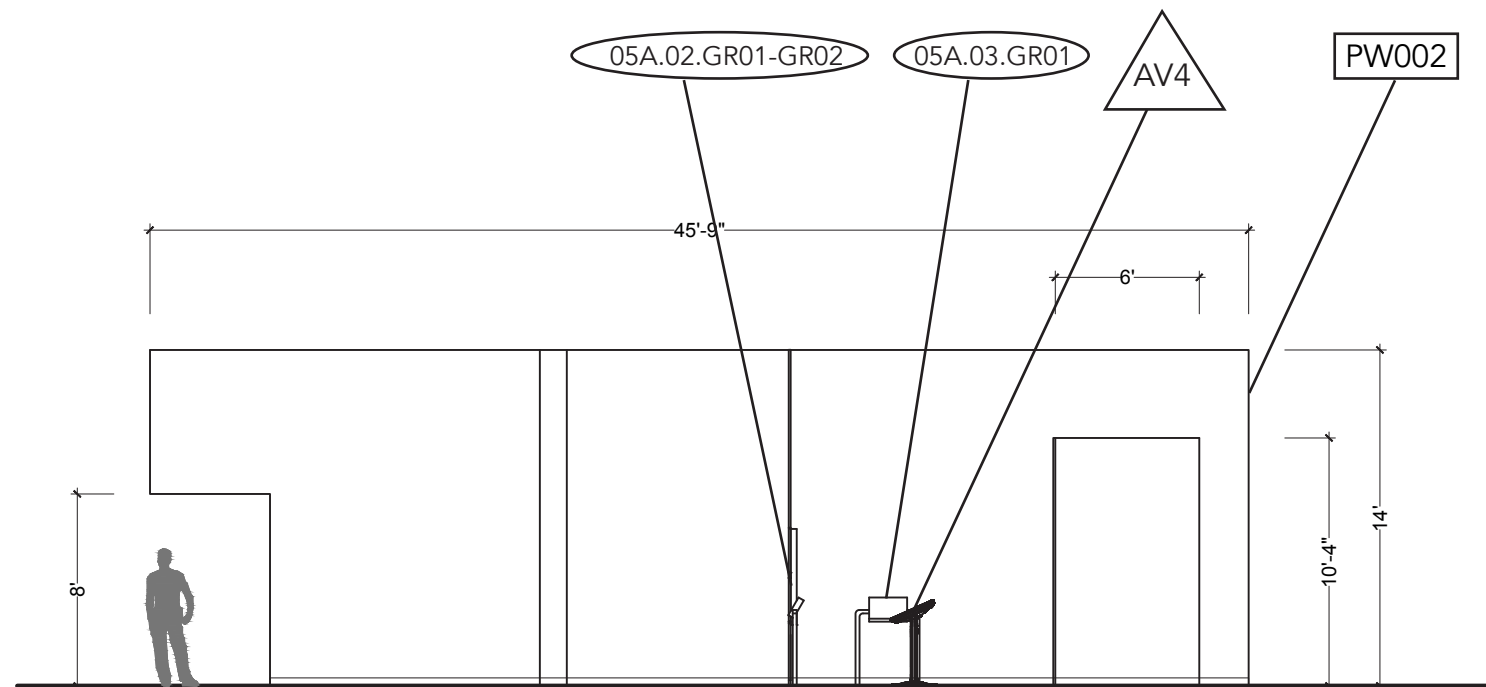
1 Elevation  
1/8" = 1'-0"



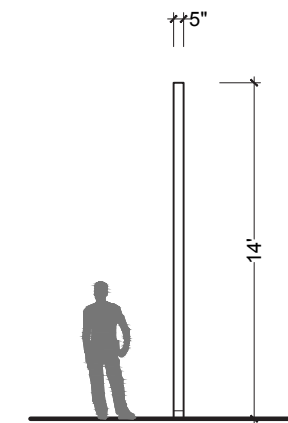
2 Side Elevation  
1/8" = 1'-0"

# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/8" = 1'-0"



2 Side Elevation  
1/8" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

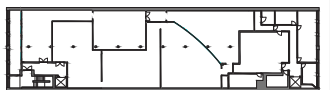
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

**DATE**  
DEC 06, 2023

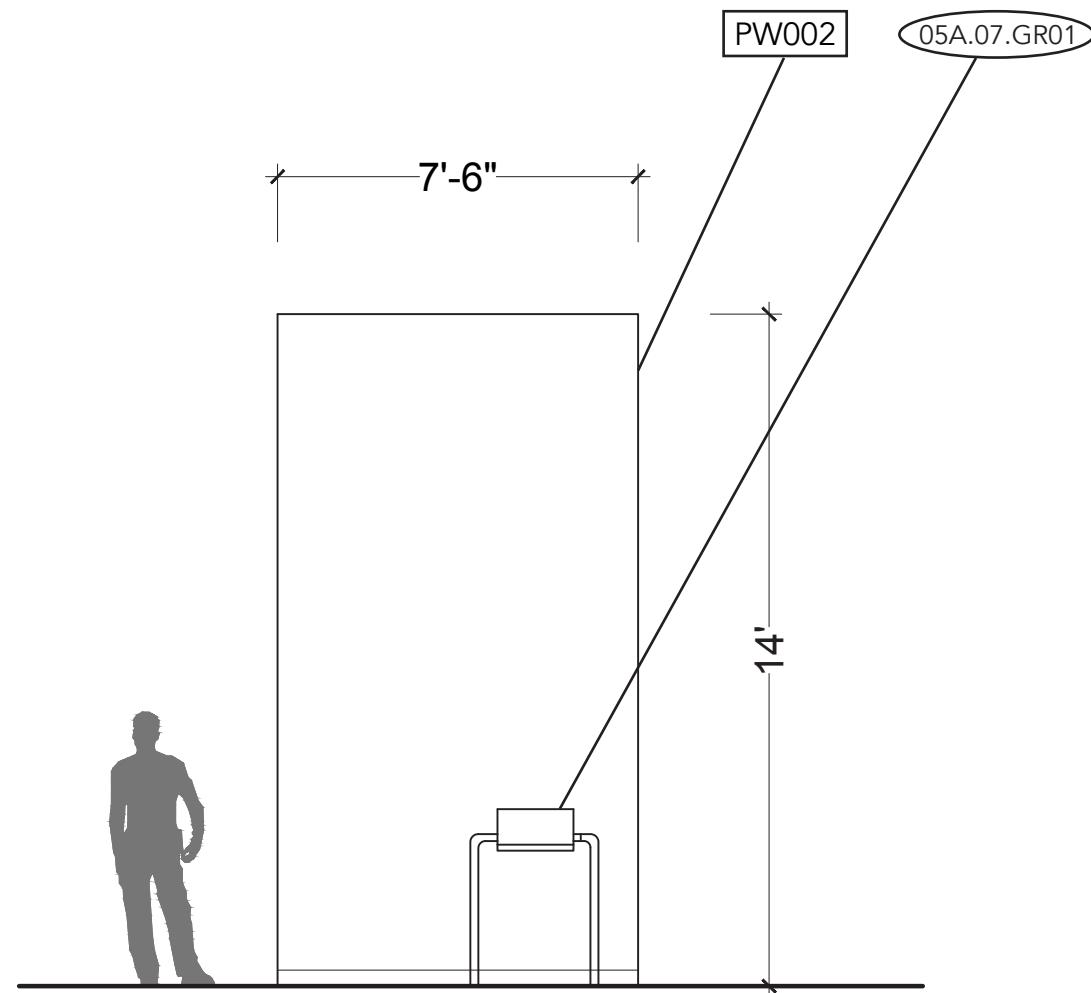
**SCALE**  
1/8" = 1'-0"

**DRAWING NO.**  
EX5.20

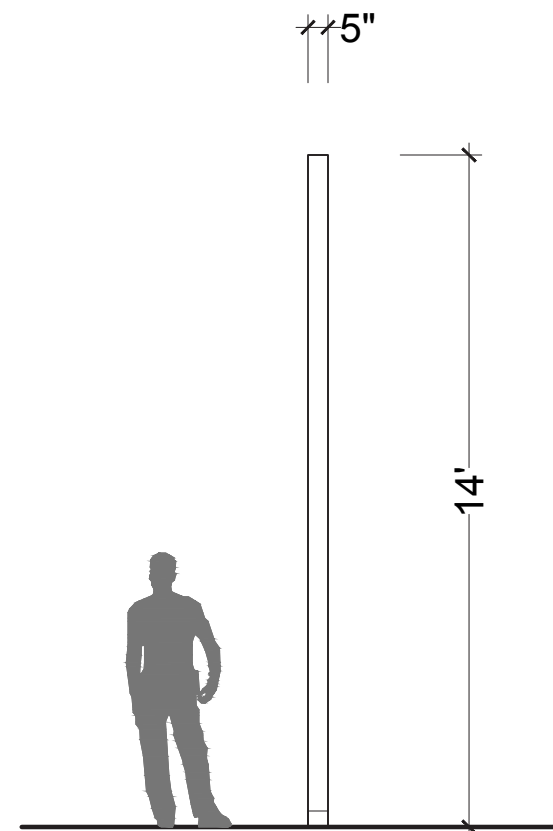


# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

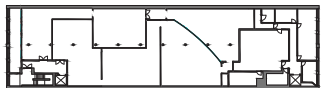
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR  
DESIGN INTENT  
ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND  
DETAILS

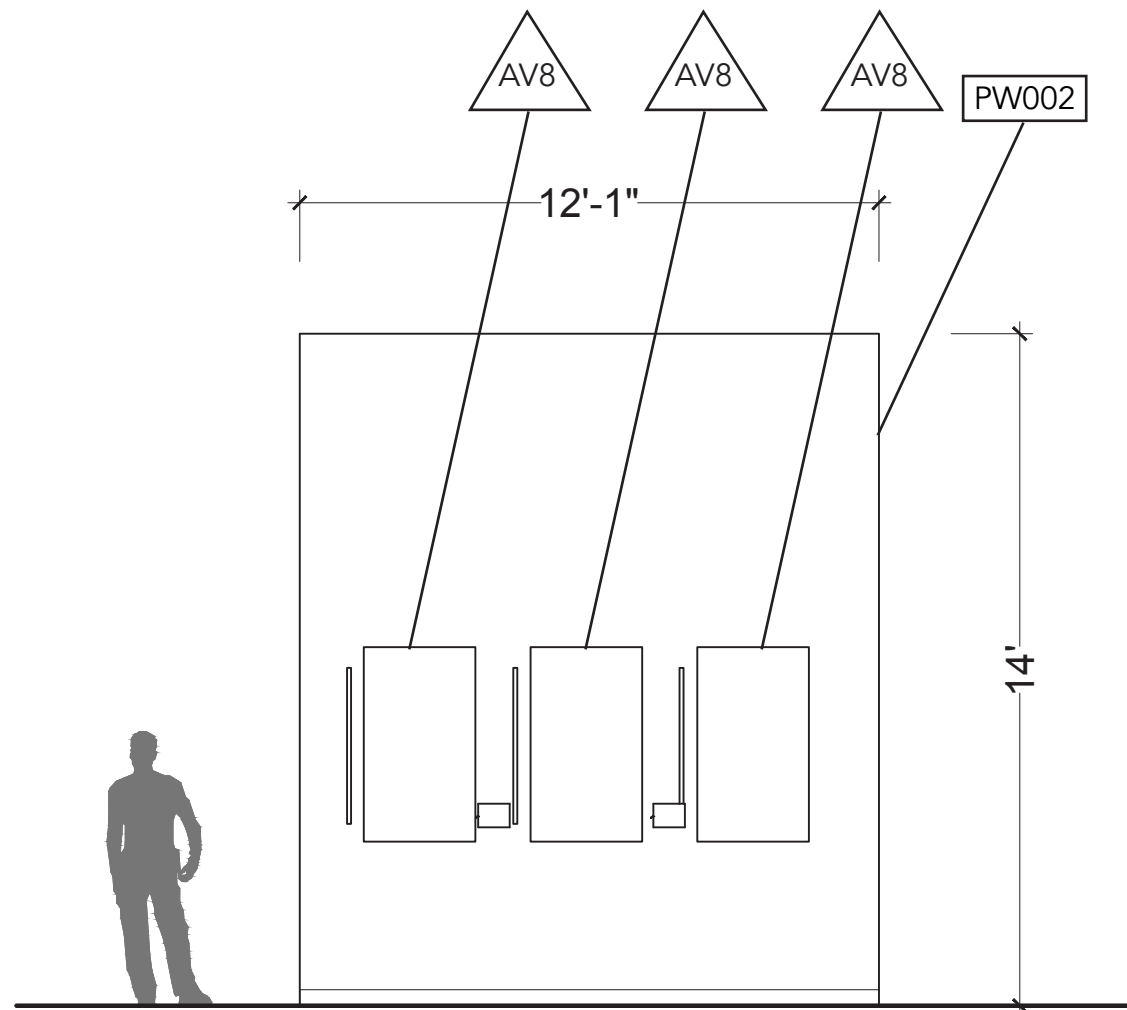
**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

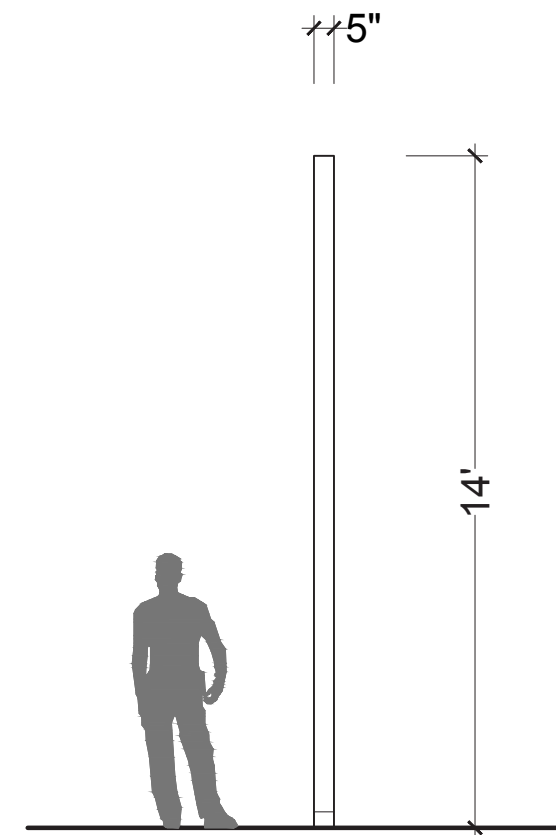
**DRAWING NO.**  
EX5.21

# THE POWER WE HOLD

## ELEVATION AND DETAILS



1 Elevation  
1/4" = 1'-0"



2 Side Elevation  
1/4" = 1'-0"



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

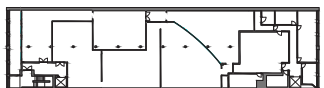
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
ELEVATION AND DETAILS

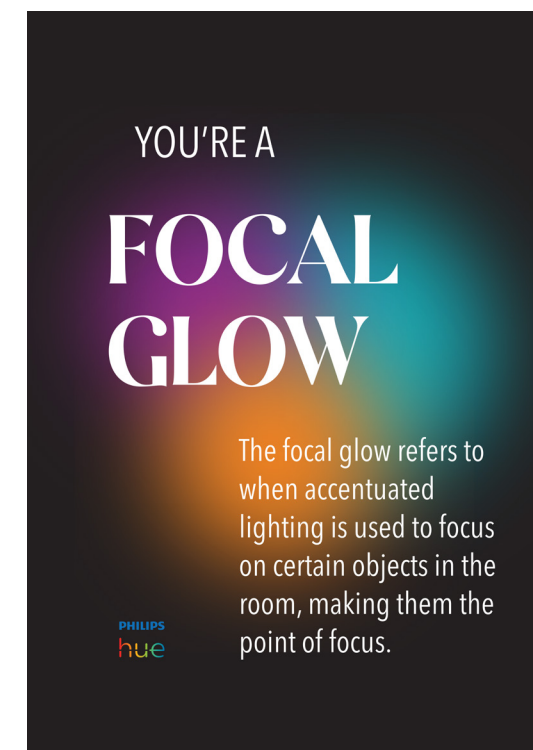
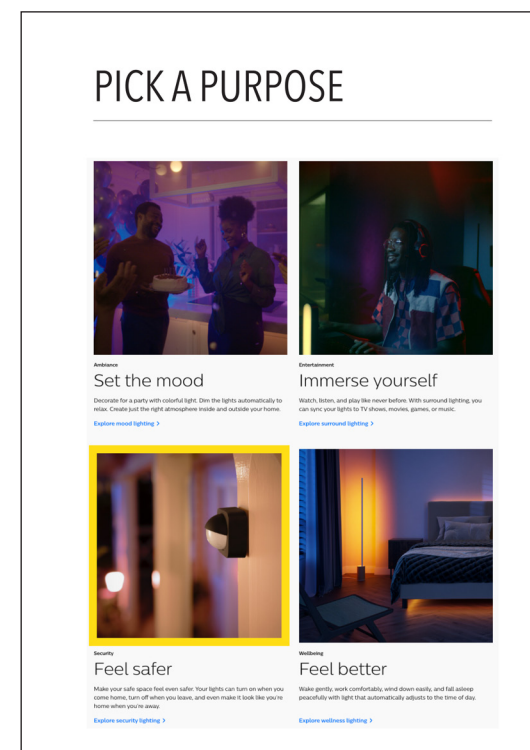
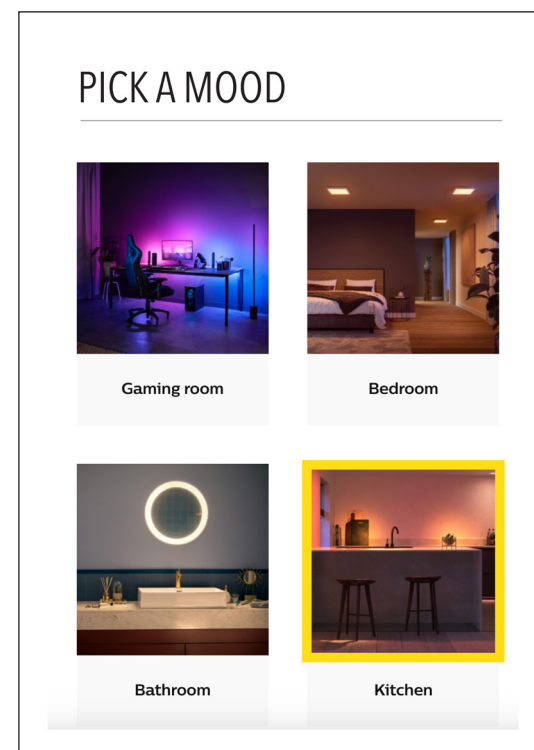
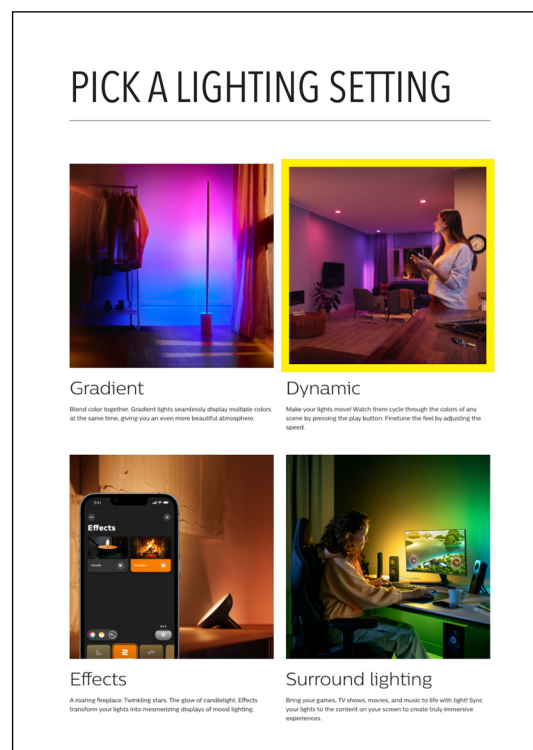
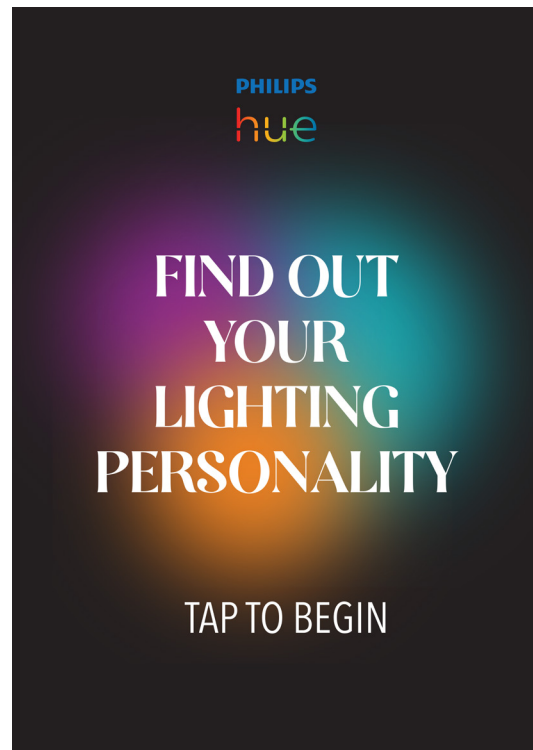
**DATE**  
DEC 06, 2023

**SCALE**  
1/4" = 1'-0"

**DRAWING NO.**  
EX5.22

# THE POWER WE HOLD

## ART DIRECTION FOR DIGITAL ELEMENTS



**PROJECT**  
LIGHT AND YOU

**DRAWN BY**  
TANISI GHOSH

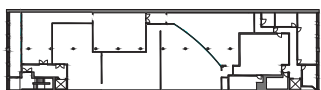
**SITE**  
SOHO LOFTS, NYC

**CLIENT**



**NOTES**  
DRAWINGS FOR DESIGN INTENT ONLY

**KEY PLAN**



**DRAWING**  
AREA DIRECTION FOR DIGITAL ELEMENTS

**DATE**  
DEC 06, 2023

**SCALE**

**DRAWING NO.**  
EX5.23

This Design Development Package was created

By Tanisi Ghosh

In partial fulfillment of the requirements for the degree of

**MASTER OF ARTS IN EXHIBITION AND EXPERIENCE DESIGN**

December 2023

Kate Waisman, Advisor

Peter Hyde, Professor

Brenda Cowan, Professor

Ted Nordlander, Professor

Christina Lyons, Chairperson

Dr. Brooke Carlson, Interim Dean, School of Graduate Studies





**DESIGN DEVELOPMENT PACKAGE**

**GRADUATE THESIS**

MA EXHIBITION AND EXPERIENCE DESIGN

FASHION INSTITUTE OF TECHNOLOGY

**TANISI GHOSH**

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