

PROJECT BRIEF.

In pairs, design a walking tour that makes the invisible visible.

1. Research and create an identity for place
2. Design a system of storytelling across multiple mediums
3. Create architectural elevations for 3-5 sites
4. Collaborate in pairs

TRUE STORIES.

PROJECT STATEMENT.

How do you know when you're considered a New Yorker? People typically say a certain amount of time or you have to be born here, but the most interesting answer is that you know when you've become a New Yorker when you've experienced an "only in New York" moment. We've collected true New York stories from online and friends that fall into one of four categories: Subway, Roommate, Night Out, Breakup.

To get inside the mind of a storyteller, first discover where the stories took place. Unlock a story using the True Story app, and listen to audio recordings. Add to the archive and record an experience of your own.

In these isolating times where interpersonal relationships are difficult to sustain, how are stories shared to create meaningful experiences?

INSPIRATION.

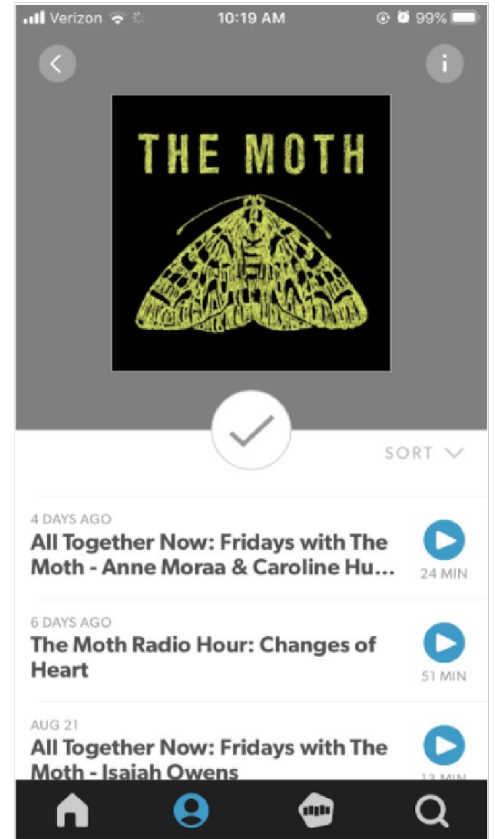
“You don’t leave New York without...”

A weird subway encounter.

A drunk story.

A crazy roommate.

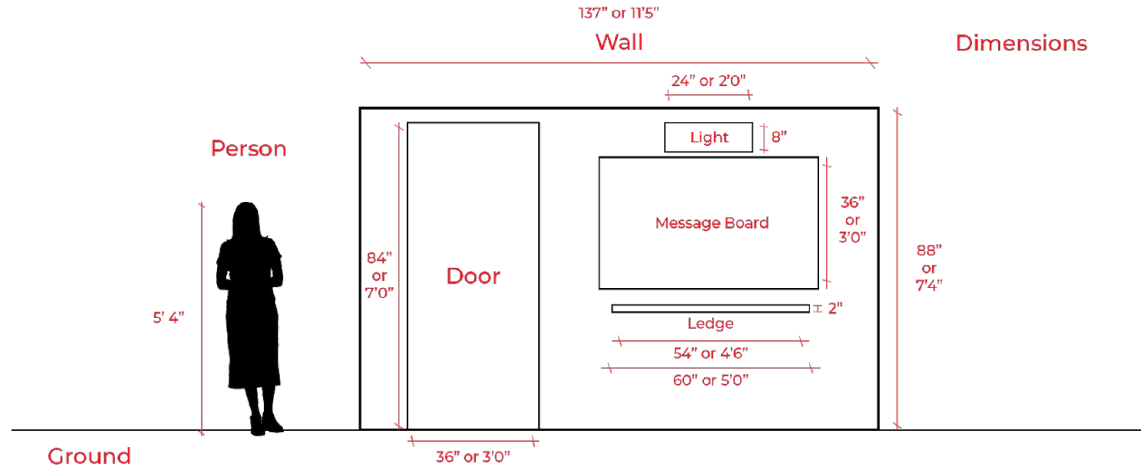
An awful breakup.



SITE ELEVATIONS.

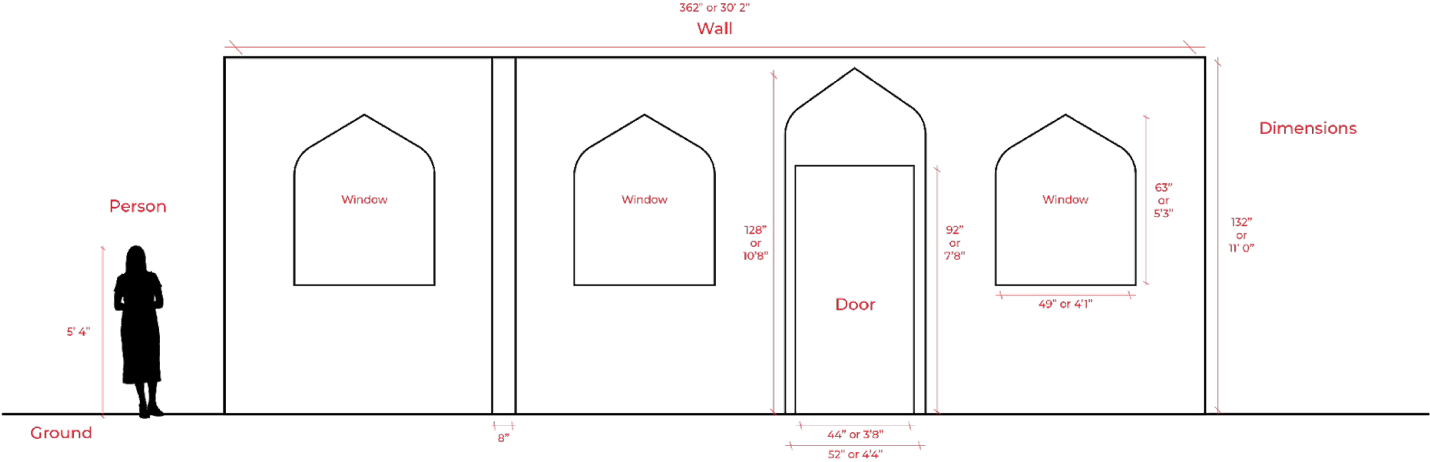
Site Selection #1: Apartment

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



Site Selection #2: Bar

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

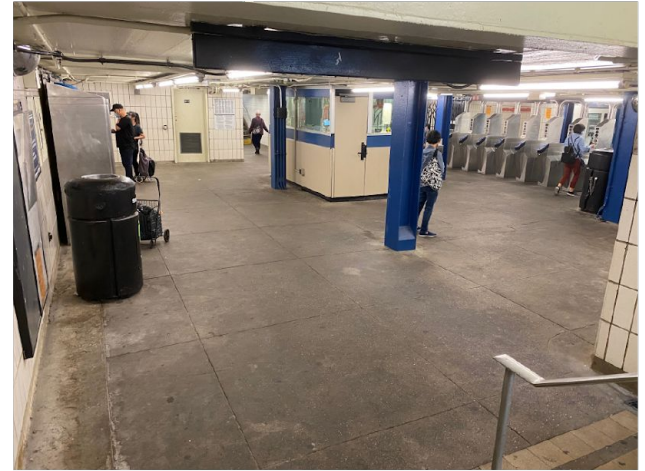
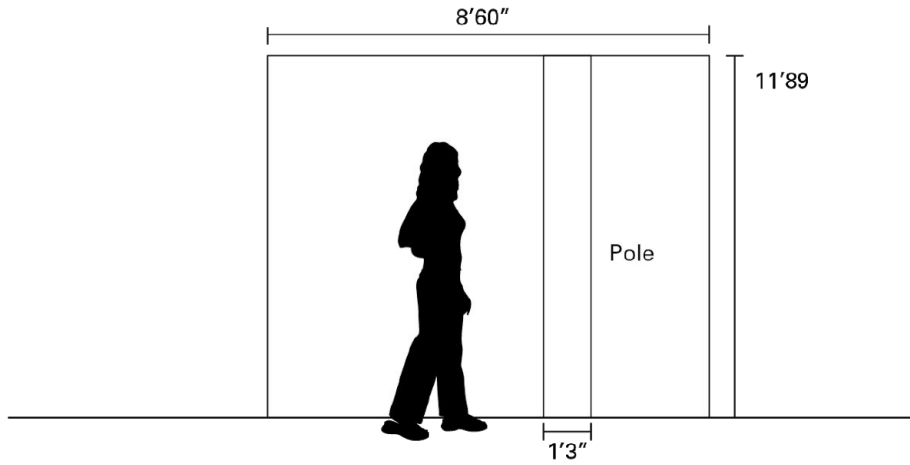


Dimensions



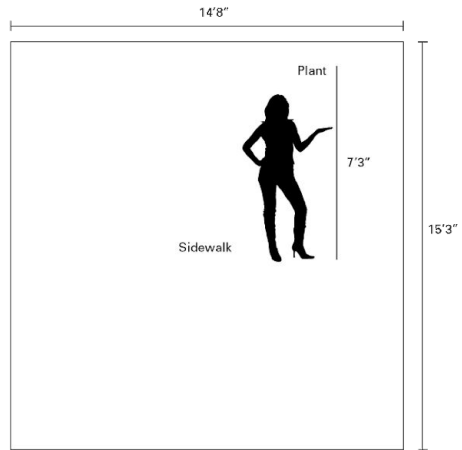
Site Selection #3: Subway Grand BD

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



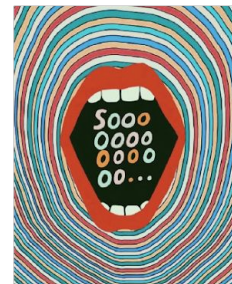
Site Selection #4: Coffee Shop

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



IDENTITY DIRECTION.

Our MOODBOARD.



Our FONTS.

212 Moon Child Sans

Used for Display and Logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$\$%^&*()_+{|: "<>?

Montserrat Bold

Used for Headers and Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$\$%^&*()_+{|: "<>?

Montserrat Light

Used for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$\$%^&*()_+{|: "<>?

Our COLORS.

These colors add to the personality of our brand.
We are bright, colorful, and playful.

Primary Color Palette

Our primary colors should be the first choice to use in design so it reinforces our brand consistently across all of our communications.



Radical Red

#FF4359
R255 G67 B89
C0 M87 Y56 K0



Mine Shaft

#333333
R51 G51 B51
C69 M63 Y62 K58



White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Secondary Color Palette

Our secondary colors should be used sparingly in signage so our primary palette can be the most dominant.



Java

#1FB3CA
R31 G179 B202
C73 M6 Y18 K0



Web Orange

#FFAC00
R255 G172 B0
C0 M37 Y100 K0



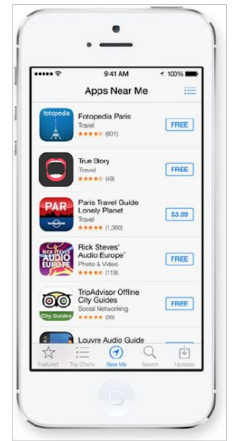
Lime Green

#76CC1F
R118 G204 B31
C57 M0 Y100 K0

Our LOGO.



Our APPLICATIONS.



SITE RENDERINGS.

Site Selection #1: Apartment



Site Selection #2: Bar



Site Selection #3: Subway Grand BD

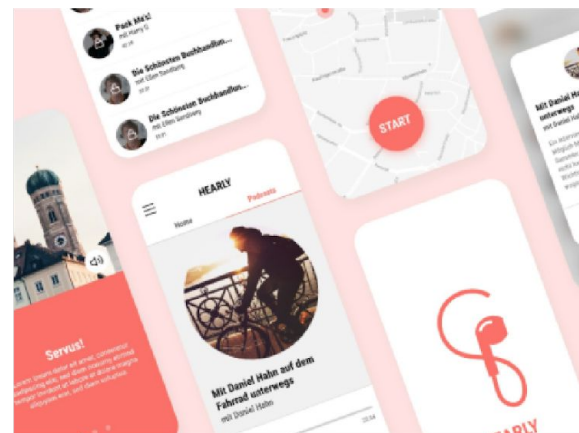
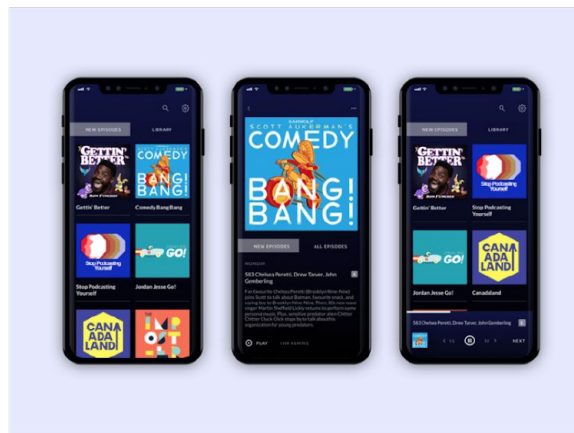
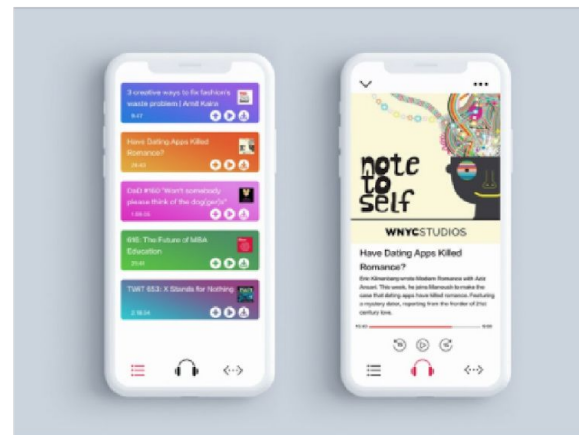


Site Selection #4: Coffee Shop



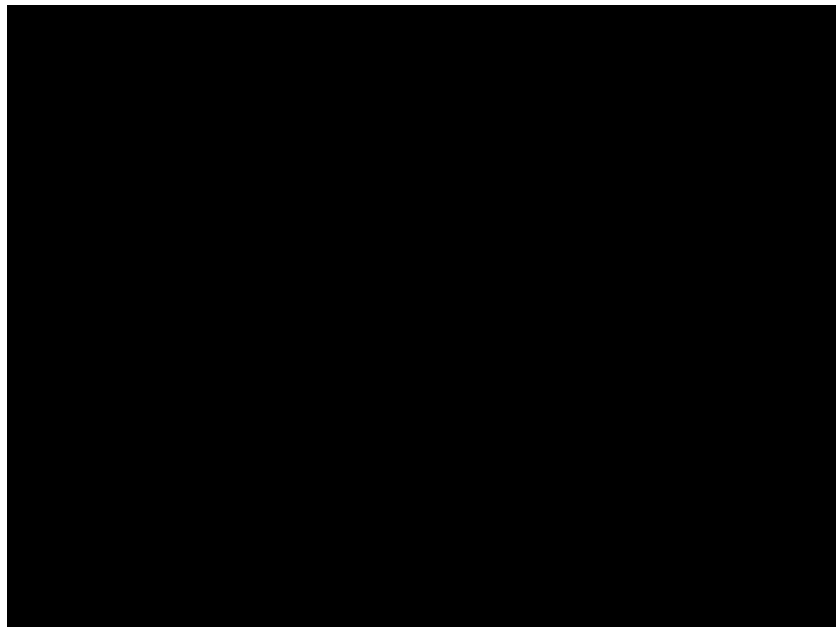
COMPANION PIECE.

Our MOODBOARD.



Our PROTOTYPE.

Click here for the live link to the working prototype.



MAYA KAPUR

&

STOREY PEARSON