

Maya Kapur & Zhiyuan Ji

Mood Board

Moodboard

General Room:

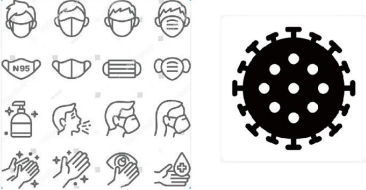
Color Skin:



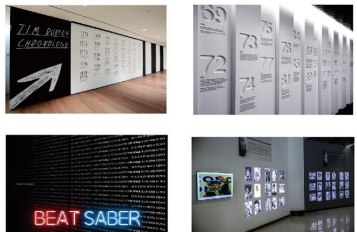
Signal on the wall:



Patterns on the wall:



Information/Texts on the wall:



U.S. Room:

Color Skin:



Patterns/Items in the room:



China Room:

Color Skin:



Patterns/Items in the room:



Italy Room:

Color Skin:



Patterns/Items in the room:



Fonts:

Helvetica Neue

Helvetica Neue

Helvetica Neue

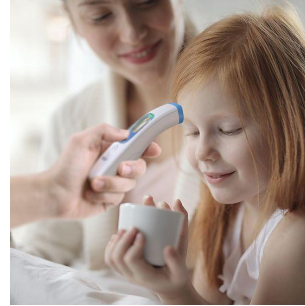
Helvetica Neue

Content Outline

List of Components and Images of Components:
Museum Experience



- Headphones
- Hand sanitizer
- Masks
- Temperature checkers
- Audio
- “Road blocks”
- Floor direction vinyl

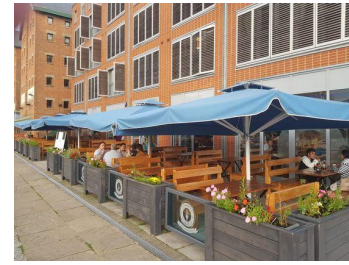


List of Components and Images of Components:
Restaurant Experience



- Tables
- Chairs
- Lights
- Dishware
- Plastic room dividers
- Decor

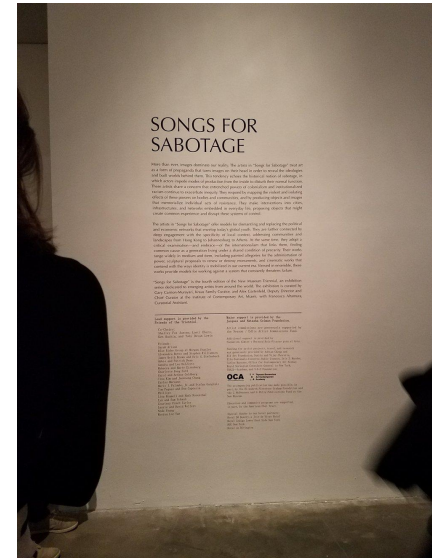
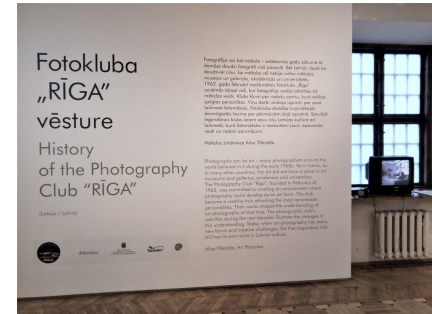
Each country had different regulations and culture in the way food is experienced, and is reflected in the decor.



Restaurants in Covid-19

Running a restaurant is hard enough as it is, with sixty percent of restaurants not making it past their first year and eighty percent going out of business within five years. However, in March of 2020 when the Covid-19 pandemic first hit the United States, the restaurant industry suffered more than any other industry in the nation even with federal funding. In June and July, two months after the pandemic started, the nation was slowly opening outdoor dining as they could not sustain being closed for any longer. They were able to space chairs and tables six feet apart, requiring masks, and having hand sanitizer readily available. The outdoor dining experience was only a patch to cover a gaping hole – the restaurants could still not be at full capacity. Every state operated differently because they had different resources and needs. Those with extremely cold weather worried about the effect it would have on dining out in the winter months. Food delivery services were popular before, but people started to depend on them. The companies had to change their policies to fit the regulations. While this was a great solution, it didn't satisfy the human interaction aspect.

Over time, the dining experience became more about going outside for the sake of it rather than for the food. People gained new cooking skills and eventually grew accustomed to the new normal. They joked that they lost all semblance of social skills and understanding of what it was like “in the outside world” by spending an extreme amount of time at home alone. Would the restaurant industry ever go back to the way it was? Given how the world is today, take a step back in time and experience what it was like to dine out in a pandemic. You will be set in a hyper-aware environment, with no food, to stimulate every sense except for your taste buds.



United States

- Continue physical distancing measures for employees and customers.
- Require everyone to wear face coverings.
- Ensure tables are spaced at least 6 feet apart so that at least 6 feet between parties is maintained, including when customers approach or leave tables.
- Limit parties to 10 people or fewer.

China

- Food services are limited to drive in, delivery, takeout and roadside pick-up.
- Mainly provide drive in, delivery, take out and roadside meal service.
- Dining is limited to outdoor seating, with a minimum of 6 feet between tables.
- No buffets will be allowed

Italy

- Advance reservations will be required to prevent crowds.
- Masks may need to be worn at the cash register or when in line, and when you go to the bathroom.
- Customers will have to maintain enough distance to avoid transmitting infections.
- Any establishment smaller than 25 square metres will only be able to allow one customer at a time inside.
- No buffets will be allowed.
- Restaurants have to ensure there's adequate ventilation in dining areas.
- In some areas, you may need to declare (via a self-certification form) your relationship to any person you're dining with, to help restaurant owners comply with regulations.

Wall Imagery



Graphics with Statistics

- 8+ million restaurant employees had been laid off or furloughed
- 2 out of 3 restaurant employees lost their jobs
- The industry sustained \$240 billion in losses by the end of 2020
- 4 in 10 restaurants shut down
- 61% of operators said the existing federal relief won't prevent more restaurant layoffs



Concept Sketches

Steps

Step 1: Entrance/Exit

At the entrance of the room, guests will have to put on a mask, use hand sanitizer, and take a temperature check.

Step 2: Layout

Make pseudo city streets and block places off so there are specific entrances and exit plans.

Step 3: Museum Experience

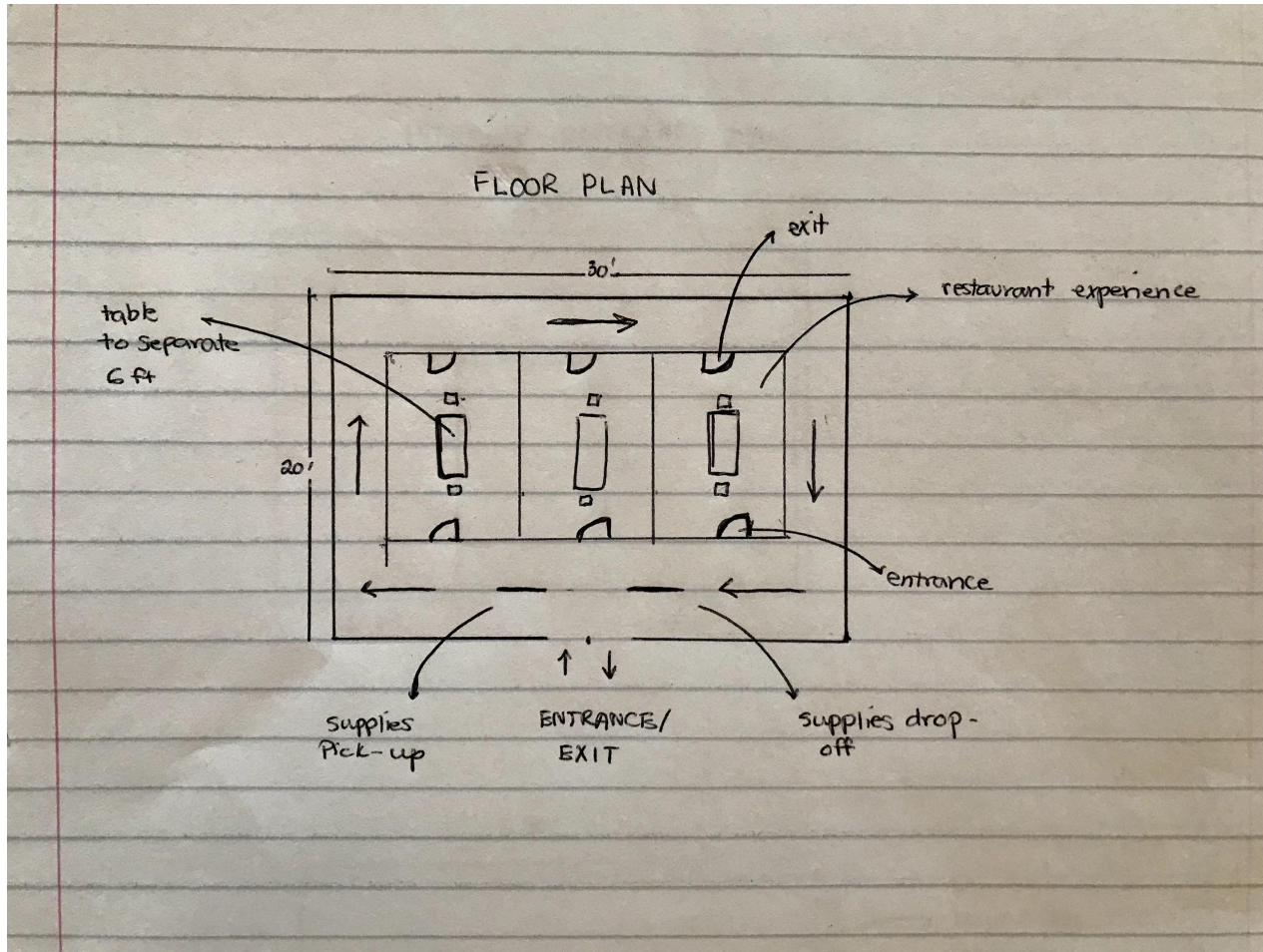
- Vinyl floor decals to show directions
- Wall text
 - The information of how bad the situation of the restaurant was while covid
 - The regulations each country had

Step 4: Restaurant Experience

Heighten the senses (everything but food).

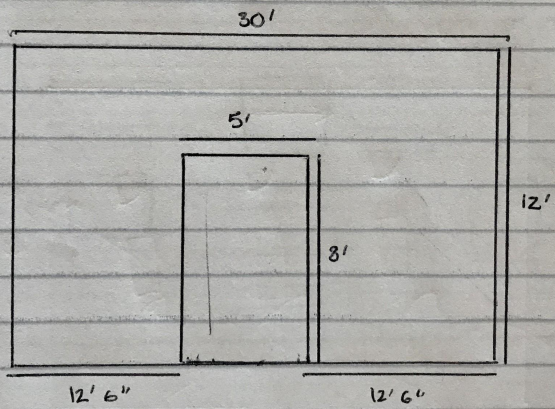
- Bright lights like the ones at the restaurant
- Each person gets a pair of headphones with loud music, lots of talking, street noise
- Plastic “rooms” 6 feet apart extremely exaggerated
 - US, China, Italy

Sketch #1: Floor Plan



Sketch #2-3: Floor Plan

INTERIOR ENTRANCE WALL



80'

title

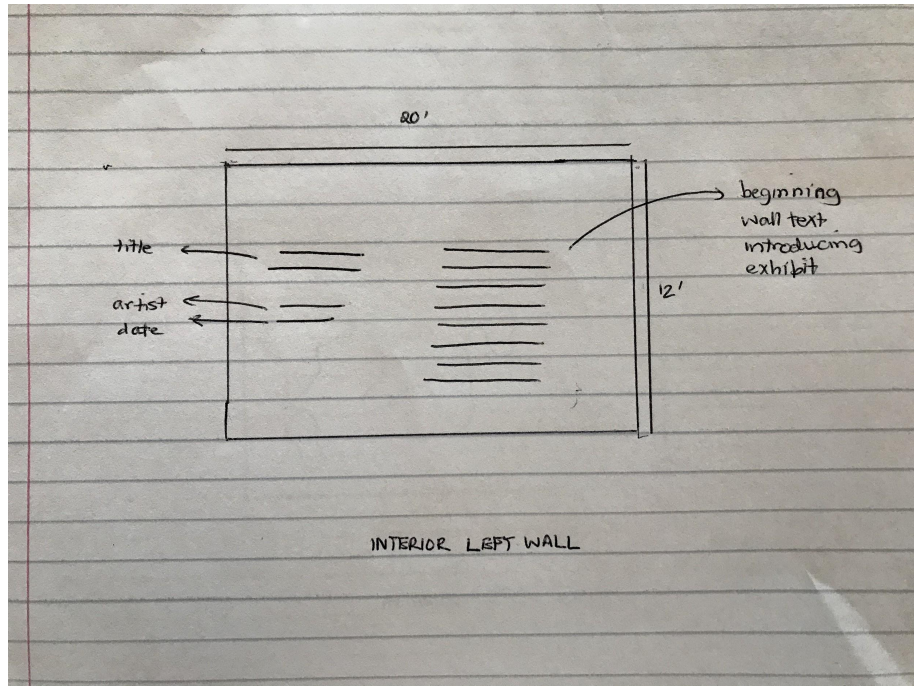
artist

date

beginning
wall text
introducing
exhibit

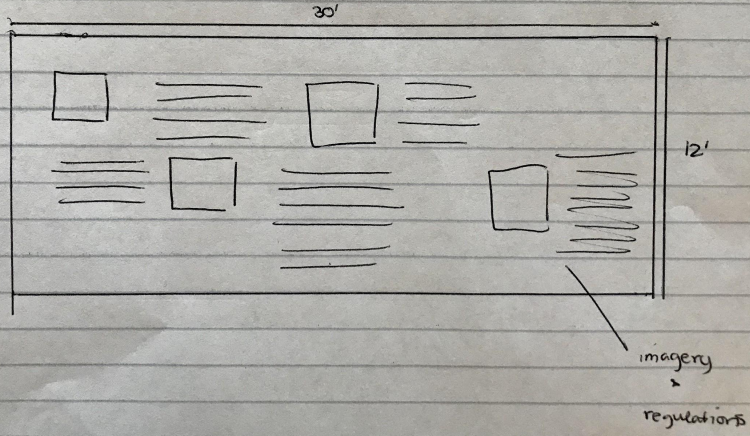
12'

INTERIOR LEFT WALL

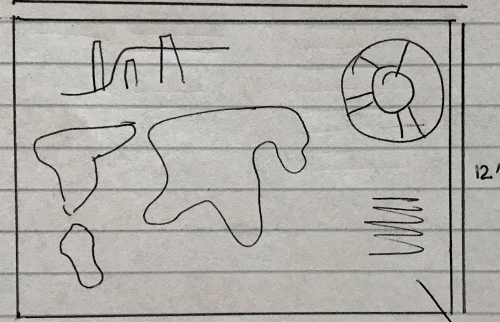


Insert

INTERIOR BACK WALL



20'



INTERIOR RIGHT WALL

graphics
(statistics)