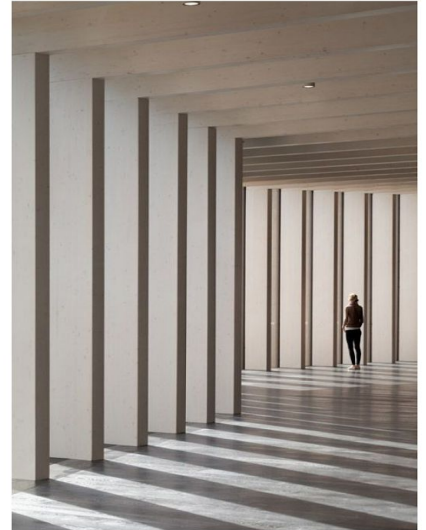
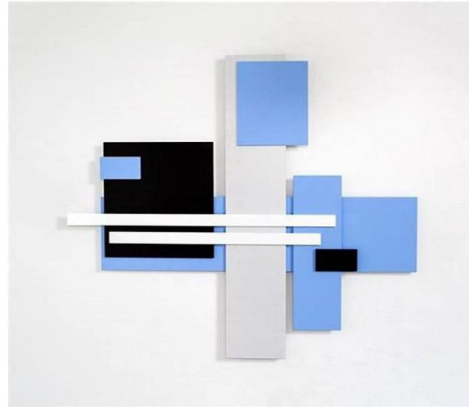
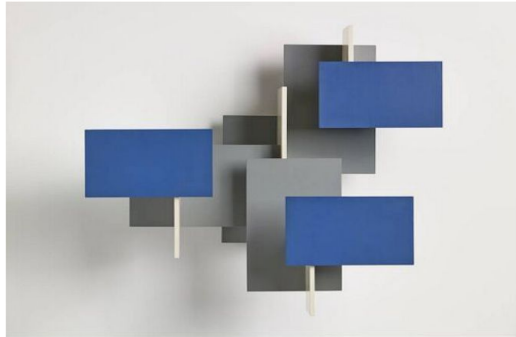
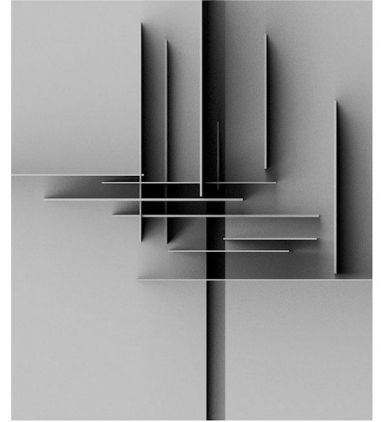


Maya Kapur & Zhiyuan Ji

Identity

Our Moodboard



Our Font

Helvetica Bold

used for headers and subheaders

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÅ
abcdefghijklmnpq
rstuvwxyzàåéîõøü&
1234567890(\$£.,!?)

Helvetica Light

used for body text

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎabcdefghijklmno
pqrstuvwxyzàåéîõ&
1234567890(\$£.,!?)

Our Colors

Primary Color Palette



Grey Blue

#42619B
R66 G97 B155
C57 M37 Y0 K39



Black

#000000
R0 G0 B0
C0 M0 Y0 K0



White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Secondary Color Palette



Orange Red

#F03F24
R240 G63 B36
C0 M74 Y85 K6



Light Blue

#97BCE4
R151 G188 B228
C34 M18 Y0 K11



Light Yellow

#F5E893
R245 G232 B147
C0 M5 Y40 K4

Our Logo



BARRIER



BARRIER

Object Labels

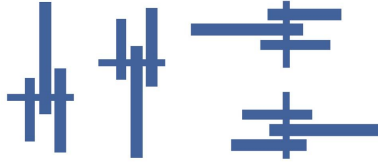
Regulation Sign



Image Label



Floor Vinyl for Direction



Labels for All Items

Temperature Check Gun



Mask



Headphones



Hand Sanitizer



Seats



Menu



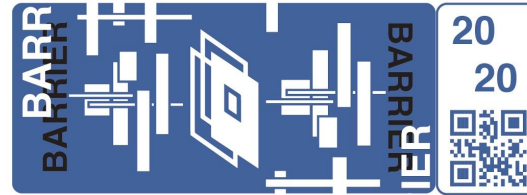
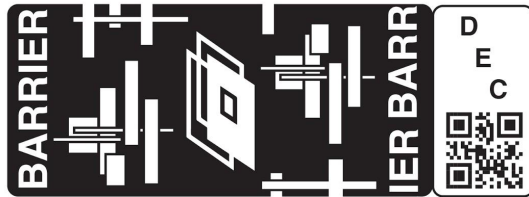
Pick Up/Drop Off Signs

Pick up here



Drop off here

Exhibition Tickets



Statement

Barrier

Experience without Interaction

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.

Elevation:

INTERIOR ENTRANCE WALL

1/2" = 1' - 0"

0 25' .5' 1'



30'

Barrier Restaurant Experience in Covid-19

Maya Kapur and Jerry Ji
December 2020

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 asked 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.

12'

5'

EXIT

ENTRANCE

8'

2.5'

2.5'

12' - 6"

12' - 6"



Information Graphic

BARRIER

These rooms are meant to simulate the restaurants during the 2020 pandemic and be an immersive experience. Each room is unique to a country including the music, decor, food, and noise. You may use the headphones to hear audio as well as touch and smell parts of the room. The back of the menu has information about how the experience changed with Covid-19. Think about how these plastic walls and being six feet apart makes you feel.

UNITED STATES

During the pandemic, eating became something of a solitary activity. People were afraid to go outside even if they didn't know how to cook at home, they learned. Restaurants shut down and many of them officially laid off workers and closed due to not making enough money. They depended on takeout to sustain themselves. Finally, when dining did open, there were many restrictions and people were afraid.

ITALY

Italy had a difficult time controlling the regulations during the pandemic. However, ultimately the government had to create a mandatory curfew which curtailed dining. Europe is known for long breaks to eat because it is considered a social activity. This behaviour changed because people could no longer see each other and eating became something of a lack luster experience.

CHINA

In China, it is considered normal to have multiple generations living in one house or near each other and having social gatherings or eating together. However, in the pandemic, they could no longer share food family style and had to limit groups. On this particular table, you can see an exaggeration of this with the two lazy susans which would typically be used for groups of six, eight, or ten.