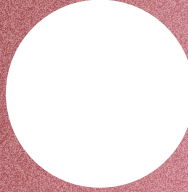
 **HONG—YEON** 

**DESIGN DEVELOPMENT PACKAGE**

**GRADUATE THESIS**

MA EXHIBITION & EXPERIENCE DESIGN  
SUNY FASHION INSTITUTE OF TECHNOLOGY

JACE SON

## DRAWING LIST

<b>EX.000</b>	<b>GENERAL</b>	EX.1.32	MEMORY BOOK RENDER	<b>EX.400</b>	<b>GRAPHIC SYSTEM</b>
EX.0.01	COVER PAGE	EX.1.33	THE REMEMBERED RENDER	EX.4.01	VISUAL COMMUNICATION BRIEF
EX.0.02	DRAWING LIST	EX.1.34	OVERVIEW RENDER	EX.4.02	DESIGN PROCESS
EX.0.03	SYMBOLS LIST	EX.1.35	STAGE 02 RENDER	EX.4.03	TYPOGRAPHY
		EX.1.36	THE FADED RENDER	EX.4.04	COLOR PALETTE
<b>EX.100</b>	<b>EXECUTIVE SUMMARY</b>	EX.1.37	STAGE 02 & THE FADED GRAPHICS RENDER	EX.4.05	FINAL LOGO
EX.1.01	PROBLEM	EX.1.38	LOUNGE RENDER	EX.4.06	FINAL LOGO PALETTE
EX.1.02	THESIS STATEMENT	EX.1.39	LOUNGE RENDER	EX.4.07	LOOK AND FEEL
EX.1.03	BIG IDEA	EX.1.40	STAGE 03 RENDER	EX.4.08	LOOK AND FEEL
EX.1.04	INTERPRETIVE APPROACH	EX.1.41	THE FORGOTTEN RENDER	EX.4.09	POSTER
EX.1.05	TARGET AUDIENCE	EX.1.42	STILL WITH YOU RENDER	EX.4.10	MUSEUM TICKET
EX.1.06	STATISTICS	EX.1.43	STILL WITH YOU RENDER	EX.4.11	GRAPHIC FAMILY
EX.1.07	VENUE	<b>EX.200</b>	<b>SCHEDULES AND LIST</b>	<b>EX.500</b>	<b>DETAILS</b>
EX.1.08	SITE ANALYSIS	EX.2.01	GRAPHIC LIST	EX.5.01	WAYFINDING
EX.1.09	DEMOGRAPHICS	EX.2.02	GRAPHIC LIST	EX.5.02	INTRO WALL
EX.1.10	GOALS	EX.2.03	GRAPHIC SPECIFICATIONS	EX.5.03	AREA IDENTIFICATION
EX.1.11	CONCEPT DIAGRAM	EX.2.04	MATERIAL SCHEDULE	EX.5.04	CONTENT GRAPHIC_01
EX.1.12	CONTENT OUTLINE	EX.2.05	ARTIFACT SCHEDULE	EX.5.05	CONTENT GRAPHIC_01
EX.1.13	CONCEPT FLOOR PLAN	EX.2.06	ARTIFACT SCHEDULE	EX.5.06	CONTENT GRAPHIC_02
EX.1.14	SPACE CIRCULATION	EX.2.07	ARTIFACT SCHEDULE	EX.5.07	MEMORY BOOK
EX.1.15	EXPERIENCE MAP	EX.2.08	ARTIFACT SCHEDULE	EX.5.08	MEMORY BOOK
EX.1.16	VISITOR JOURNEY	<b>EX.300</b>	<b>PLANS AND SECTIONS</b>	EX.5.09	STILL WITH YOU
EX.1.17	EMOTIONAL JOURNEY	EX.3.01	CODED AREA PLAN	EX.5.10	STILL WITH YOU
EX.1.18	STAFF OPPORTUNITIES	EX.3.02	DIMENSION FLOOR PLAN	EX.5.11	STAGE 02
EX.1.19	ENTRANCE GRAPHICS	EX.3.03	GRAPHIC LOCATION PLAN	EX.5.12	STAGE 02
EX.1.20	WAYFINDING	EX.3.04	MATERIAL PLAN		
EX.1.21	WAYFINDING	EX.3.05	ARTIFACT PLAN		
EX.1.22	WAYFINDING	EX.3.06	AV PLAN		
EX.1.23	INTRO WALL RENDER	EX.3.07	ELEVATIONS		
EX.1.24	HONG - YEON RENDER	EX.3.08	ELEVATIONS		
EX.1.25	HONG - YEON RENDER	EX.3.09	GRAPHIC SPECIFICATIONS		
EX.1.26	ENTRY RENDER				
EX.1.27	ENTRY RENDER				
EX.1.28	STAGE 01 RENDER				
EX.1.29	OVERVIEW RENDER				
EX.1.30	STAGE 01 RENDER				
EX.1.31	THE REMEMBERED RENDER				

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N/A

DRAWING TITLE

DRAWING LIST

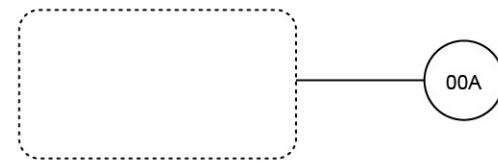
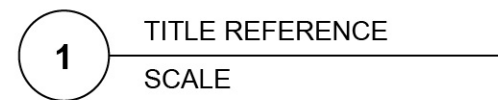
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N/A

DATE

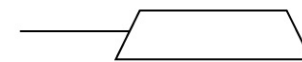
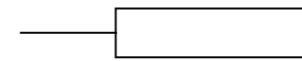
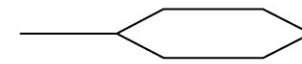
12/09/2022

**EX.0.02**



SECTION LINE

AREA CALLOUT



GRAPHIC REFERENCE

MATERIAL REFERENCE

AV REFERENCE

ARTIFACT REFERENCE

**SYMBOLS LIST**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

SYMBOLS LIST

SCALE

N/A

DATE

12/09/202

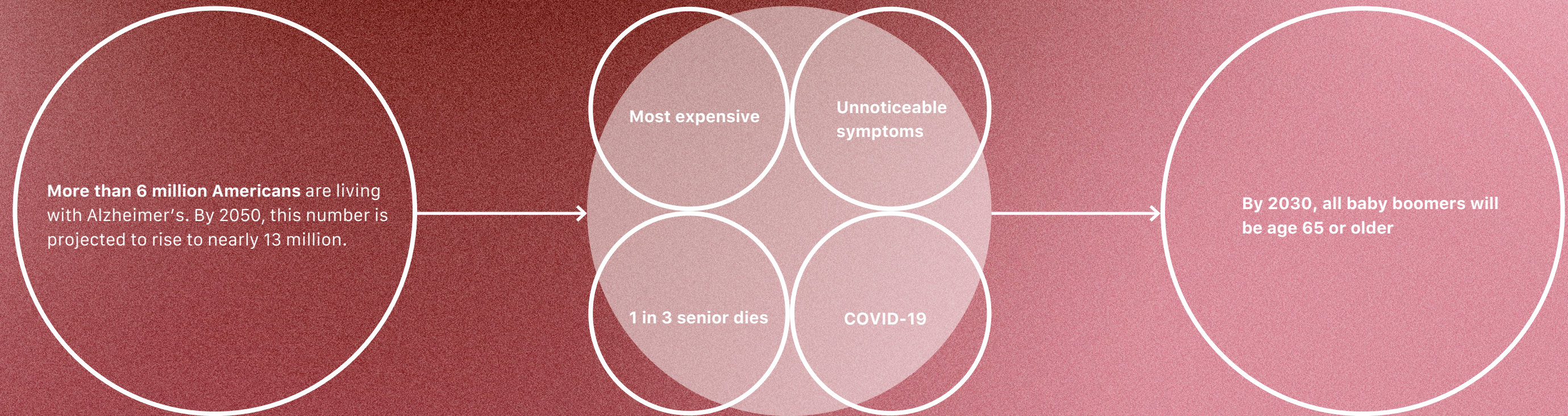
**EX.0.03**

**EX 100.**

**EXECUTIVE SUMMARY**

## PROBLEM

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## **THESIS STATEMENT**

Cognitive impairment can affect the daily lives of older adults, yet the early signs often go unnoticed, which can increase the risk of later developing Alzheimer's and dementia.

Immersive experience design can help to raise awareness and build empathy for caregivers and people suffering from early cognitive impairment leading to dementia.

Experiential, emotive, and informative environments with social action elements can foster empathy for those suffering from cognitive impairments, as well as present opportunities to build awareness of the importance of cognition training for early detection.

---

## BIG IDEA

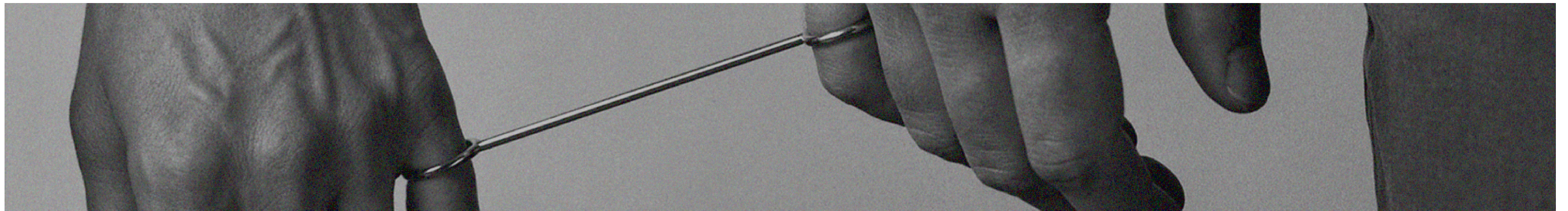
Alzheimer's or dementia patients may lose shared memories and feelings for their loved ones, which distinguishes this disease from others. Not only people with dementia but also their caretakers experience the agony of watching their loved ones forget them. The red thread of fate, a Korean belief will convey to visitors that their relationships will remain connected for as long as their loved ones remember.

## SUBJECT

Red Thread of Fate

**"An invisible red thread connects those who are destined to meet, regardless of time, place or circumstance. The thread may stretch or tangle, but it will never break."**

This philosophy argues that our lives move in a pre-ordained direction guided by invisible strings of thread woven into the fabric of the universe itself. While we might not realize, these strings connect us to a distant person we are fated to meet. Varying from the length of the string, it signifies how long the two-fated ones will cross each other's path that may be shortened or prolonged depending on the circumstance and place.



---

## **INTERPRETIVE APPROACH**

The exhibition uses a dual first-person narrative to illustrate the reality of suffering for both dementia patients and their care partners. Visitors are transported into the homes and direct environment to experience what it is like to put themselves in the shoes of a person who is living with the disease through the use of an empathic design called “being lost in my own home.

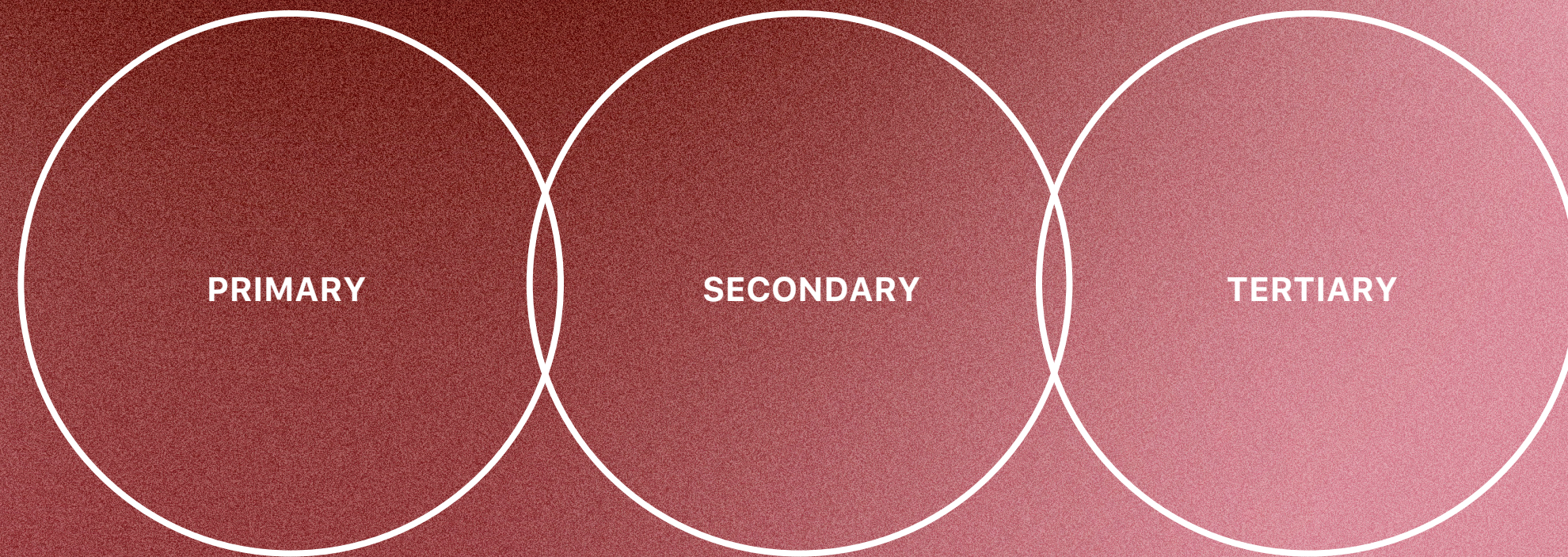
**“There are only four kinds of people in the world:  
Those who have been caregivers.  
Those who are currently caregivers.  
Those who will be caregivers.  
And those who will need a caregiver”**

**— Rosalynn Carter**



## TARGET AUDIENCE

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### EXPLORERS

Family caregivers of people with Alzheimer's and dementia

### FACILITATORS

People who have a fear of suffering from Alzheimers and look to prevent the disease

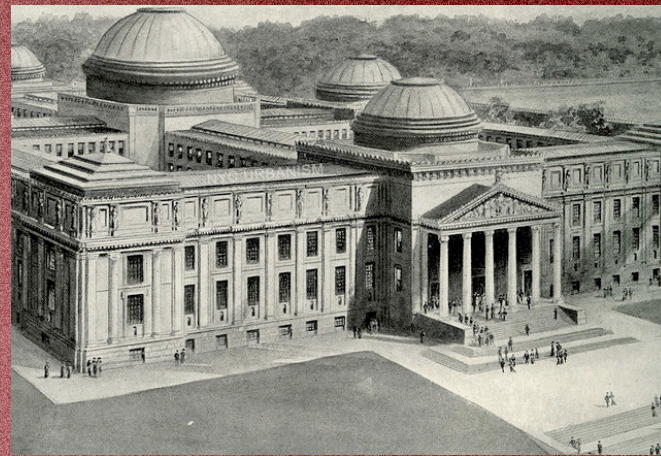
### PROFESSIONAL / HOBBYISTS

People who suffer from Alzheimer's and dementia

## VENUE

---

# Brooklyn Museum



01

---

### ABOUT

Brooklyn Museum is an art museum located in the New York City borough of Brooklyn. At 560,000 square feet, the museum is New York City's second largest and holds an art collection with roughly 500,000 objects.

02

---

### MISSION

To bring people together through art and experiences that inspire celebration, compassion, courage, and the will to act.

03

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### VISION

To be the place where art is a powerful force for personal transformation and social change.

04

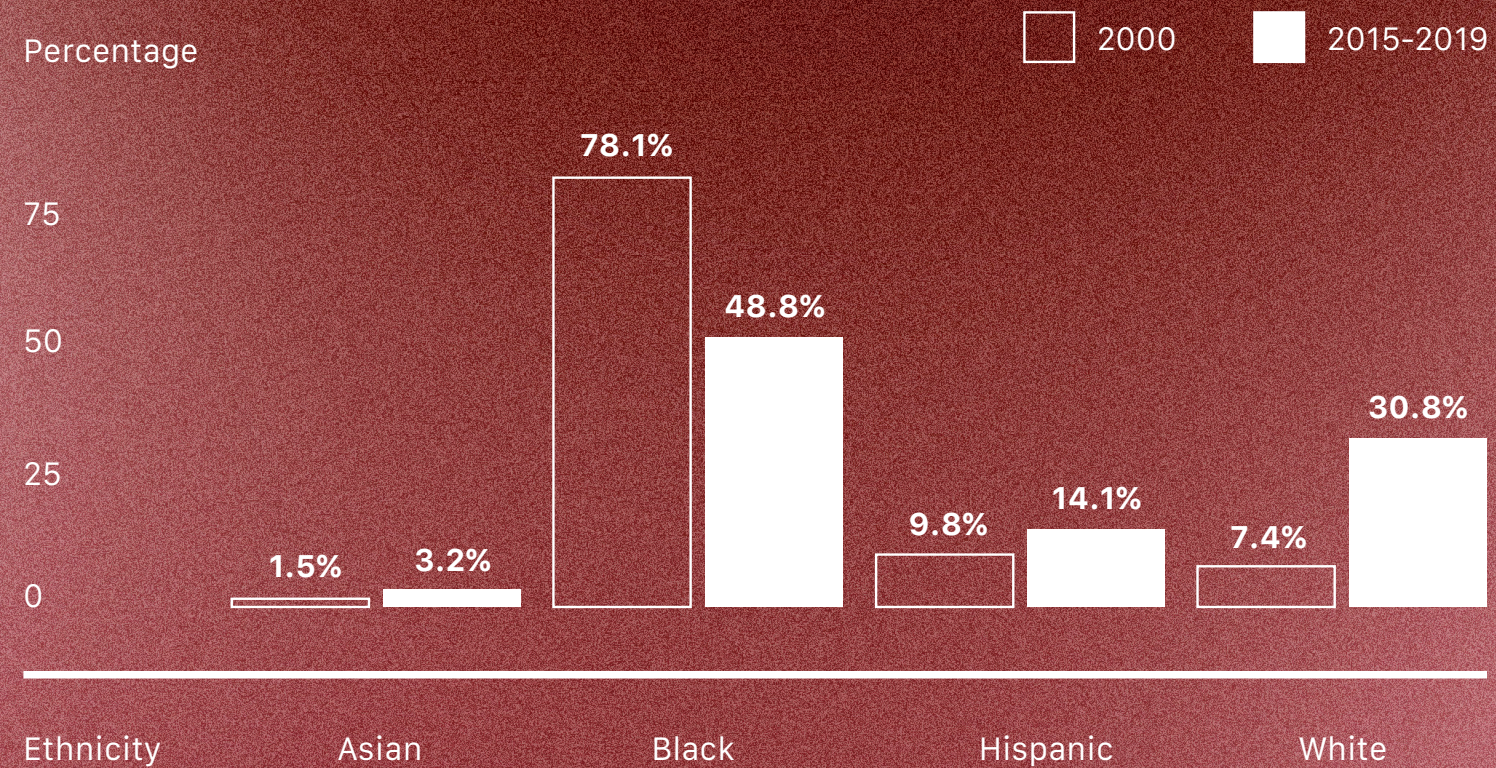
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### VALUES

They uphold the highest standards of excellence in their collections, displays, programming, and visitor experience. By including diverse views, their work strives to expand and question the conventional art history canon.

## SITE ANALYSIS

### Racial and ethnic composition of Crown Heights/Prospect Heights



Source: Census (2000) and American Community Survey (2019), Furman Center

In 2019, there were an estimated 128,327 people in Crown Heights/Prospect Heights, of which 3.2% of the population identified as Asian, 48.8% identified as Black, 14.1% identified as Hispanic, and 30.8% identified as white.



## DEMOGRAPHICS

---

### Brooklyn Museum Visitors

As Brooklyn's largest cultural institution, the Brooklyn Museum offers free admission to more than **650,000 visitors a year, including nearly 40% people of color, 60% under 45, and many first-time museum visitors.** The Museum is a destination for citywide, national, and international audiences, but it is also committed to serving its neighbors through access and representation.

Moreover, the mission of the Brooklyn Museum places a significant emphasis on educating visitors. The Museum places a special emphasis on serving the children and teenagers who live in the communities that surround it. In these areas, fewer than half of the children reach the end of their high school education, and only 0–5% are prepared for college. It is located in one of the state's school districts that is considered to be one of the "arts-poor" in the entire state. In its role as "Brooklyn's Largest Classroom" and as one of the most prominent art educators in the borough, the Museum offers its services to more than 50,000 students each year.

For the 2021-2022 school year, Brooklyn Museum expects to serve 17,000 students from at least 900 schools nationwide through their breadth of programs, including:

- In-depth School Partnerships
- Gallery Visits
- Professional Resources for Teachers
- Arts of China Toolkit



## CLIENT

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### ALZHEIMER'S FOUNDATION OF AMERICA

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#### MISSION

The mission of the Alzheimer's Foundation of America (AFA) is to **provide support, services and education to individuals, families and caregivers affected by Alzheimer's disease** and related dementias nationwide, and fund research for better treatment and a cure.

#### VALUES

Dedication to compassionate care, commitment to innovation, diversity, education, and research, culture of collaboration and philanthropy with the highest ethical standards.

### NATIONAL SCIENCE FOUNDATION

---

#### MISSION

To support for science and engineering education, from pre-K through graduate school and beyond. The research we fund is thoroughly integrated with education to help ensure that there will always be plenty of skilled people available to work in new and emerging scientific, engineering and technological fields, and plenty of capable teachers to educate the next generation.

#### GOALS

To provide an integrated strategy to advance the frontiers of knowledge, cultivate a world-class, broadly inclusive science and engineering workforce and expand the scientific literacy of all citizens, build the nation's research capability through investments in advanced instrumentation and facilities, and support excellence in science and engineering research and education through a capable and responsive organization.



## GOALS

---

### PROJECT GOALS

---

To build shared empathy about Alzheimer's and dementia for caregivers of those who suffer from the diseases.

To create awareness of the importance of cognition training for early detection.

To inspire people by telling a story through the traditional Korean belief of the red knot with two perspectives of caregivers, and those who are cared for.

### EXPERIENCE GOALS

---

Explore different stages of Alzheimer's disease through the use of evocative objects.

Embark on a journey through the theory of the "red string of fate" to help visualize the two perspectives of patient and caregiver.

Experience a world of storytelling through a powerful message, giving visitors the tools to apply it to create their own stories.

### EDUCATION GOALS

---

Learn about the comparison of individuals who suffer from the different stages of Alzheimer's to the caregivers who live a parallel life.

Expand people's understanding of the disease to raise awareness for early detection.

Discover how individuals' lives move in a pre-ordained direction guided by the theoretical "red string of fate", connecting them to who they are destined to meet.

# CONCEPT DIAGRAM



## CONTENT OUTLINE

---

01

---

### RED KNOT

---

The visitors will be asked to answer the question "Who is your Hong-yeon?" The answer will be imprinted on the bracelet, which they will wear as they explore the exhibition.

05

---

### THE FADED

---

#### *LIVING ROOM (PERSON-ORIENTED)*

The visitors will explore the caregivers' stories through videos and audios.

04

---

### STAGE 02

---

#### *LIVING ROOM (PERSON-ORIENTED)*

The visitors will experience the first person perspective simulation and learn about the symptoms.

03

---

### THE REMEMBERED

---

#### *KITCHEN (EVOCATIVED EXPERIENCE)*

The visitors will explore the objects that are donated from the caregivers which placed correctly. They will learn about the caregivers' stories by scanning the qr code.

02

---

### STAGE 01

---

#### *KITCHEN (EVOCATIVED EXPERIENCE)*

The visitors will explore the objects that are misplaced in each area.

08

---

### STILL WITH YOU

---

#### *COURTYARD (BRAIN TRAINING)*

The visitors will receive the printed Still With You memory book they created throughout the exhibition. They will share the books with their guests and discuss their shared recollections. Additionally, visitors will explore brain training for early detection.

07

---

### THE FORGOTTEN

---

#### *BEDROOM (PHYSICAL EXPERIENCE)*

The visitors will explore the memory room using the photographs provided by the caregivers.

06

---

### STAGE 03

---

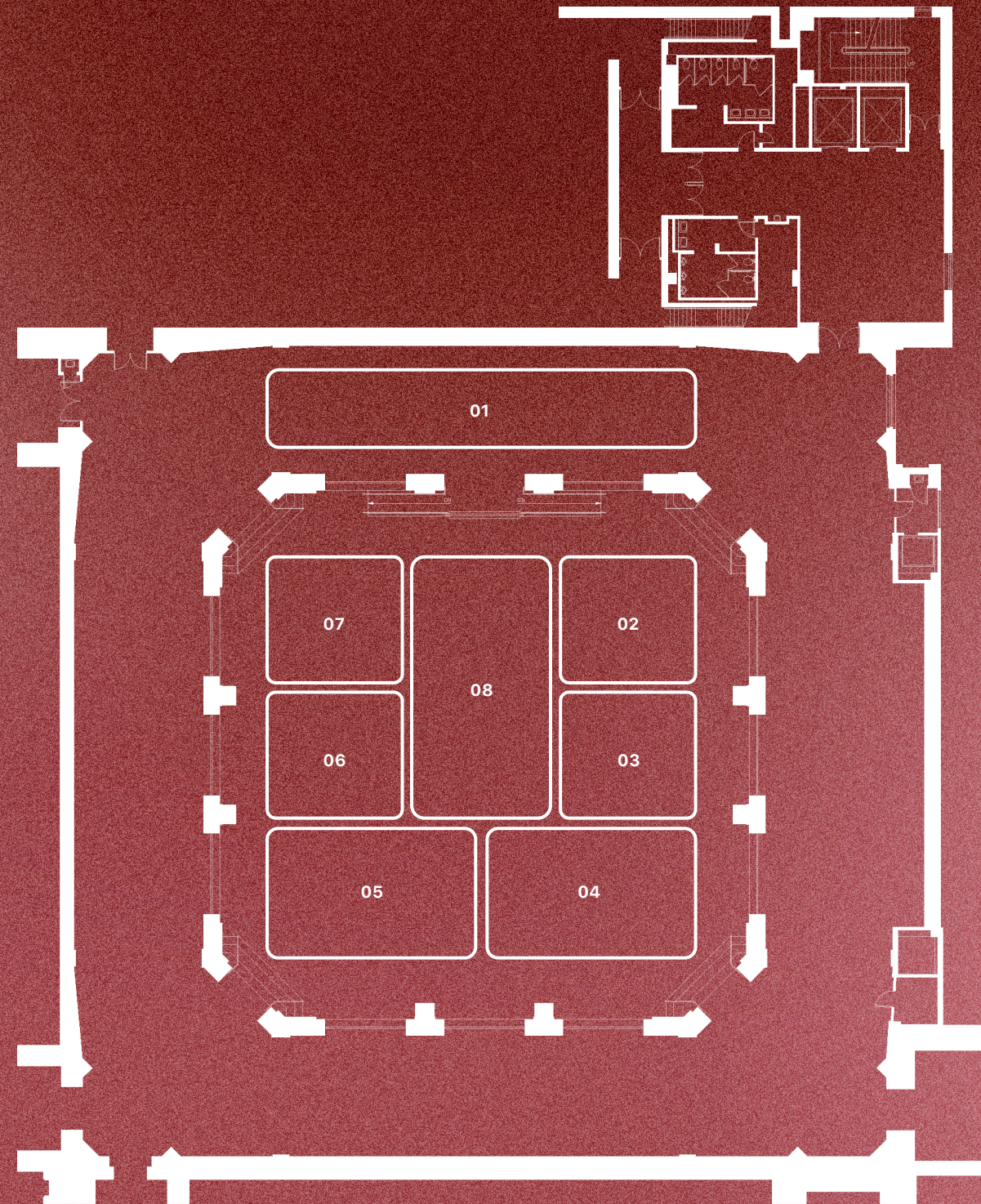
#### *BEDROOM (PHYSICAL EXPERIENCE)*

Due to the possibility of overwhelming, the experiences will be optional to the visitors. There will be two rooms: one with visual components that represent the sensations of people with dementia, and the other similar to the first but with gloves, glass, etc. used to block the visitors' senses.



## CONCEPT FLOOR PLAN

---



### KEY CONCEPT

---

01. HONG-YEON

02. STAGE 01

03. THE REMEMBERED

04. STAGE 02

05. THE FADED

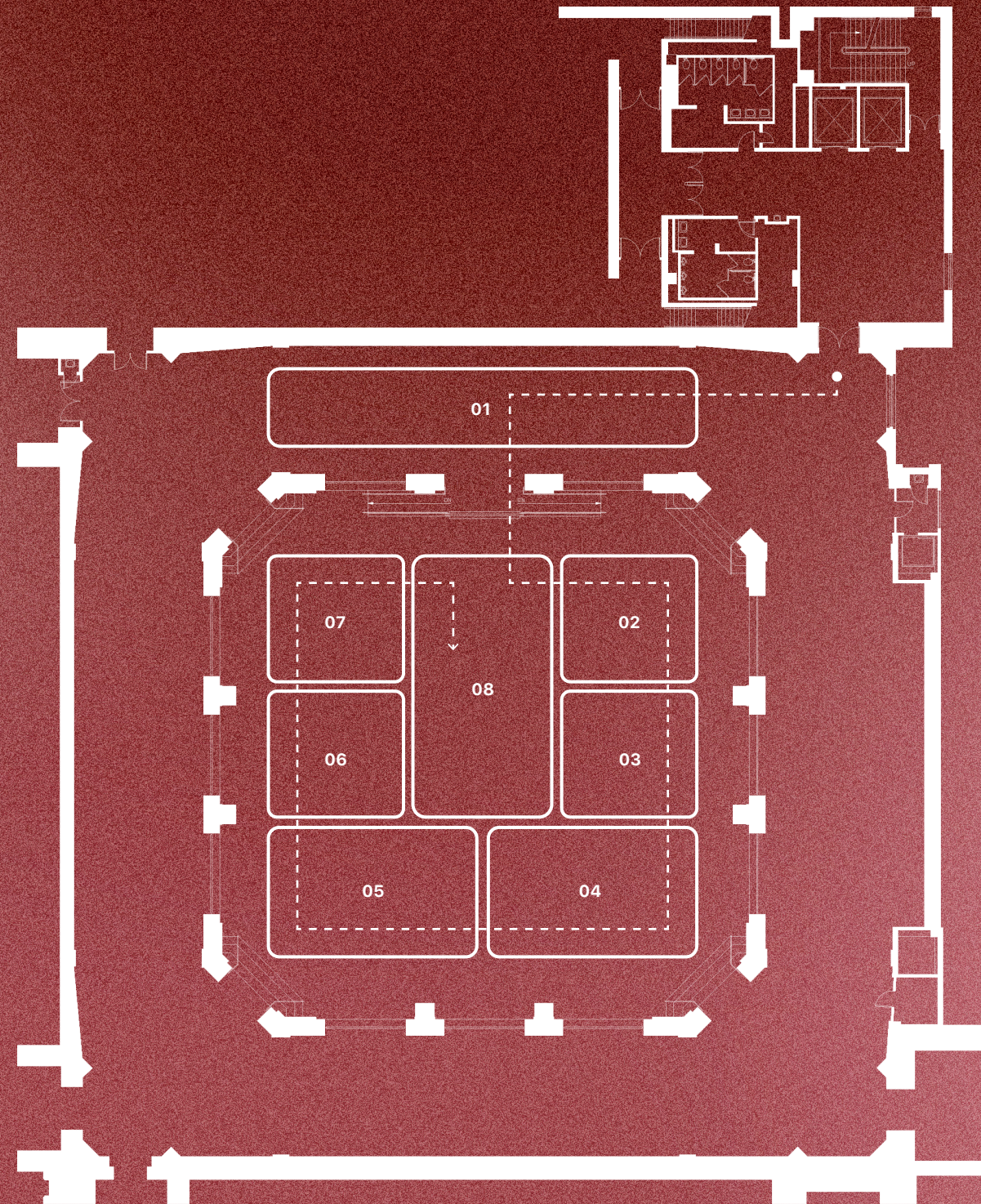
06. STAGE 03

07. THE FORGOTTEN

08. STILL WITH YOU

# SPACE CIRCULATION

---



## KEY CONCEPT

---

01. HONG-YEON

02. STAGE 01

03. THE REMEMBERED

04. STAGE 02

05. THE FADED

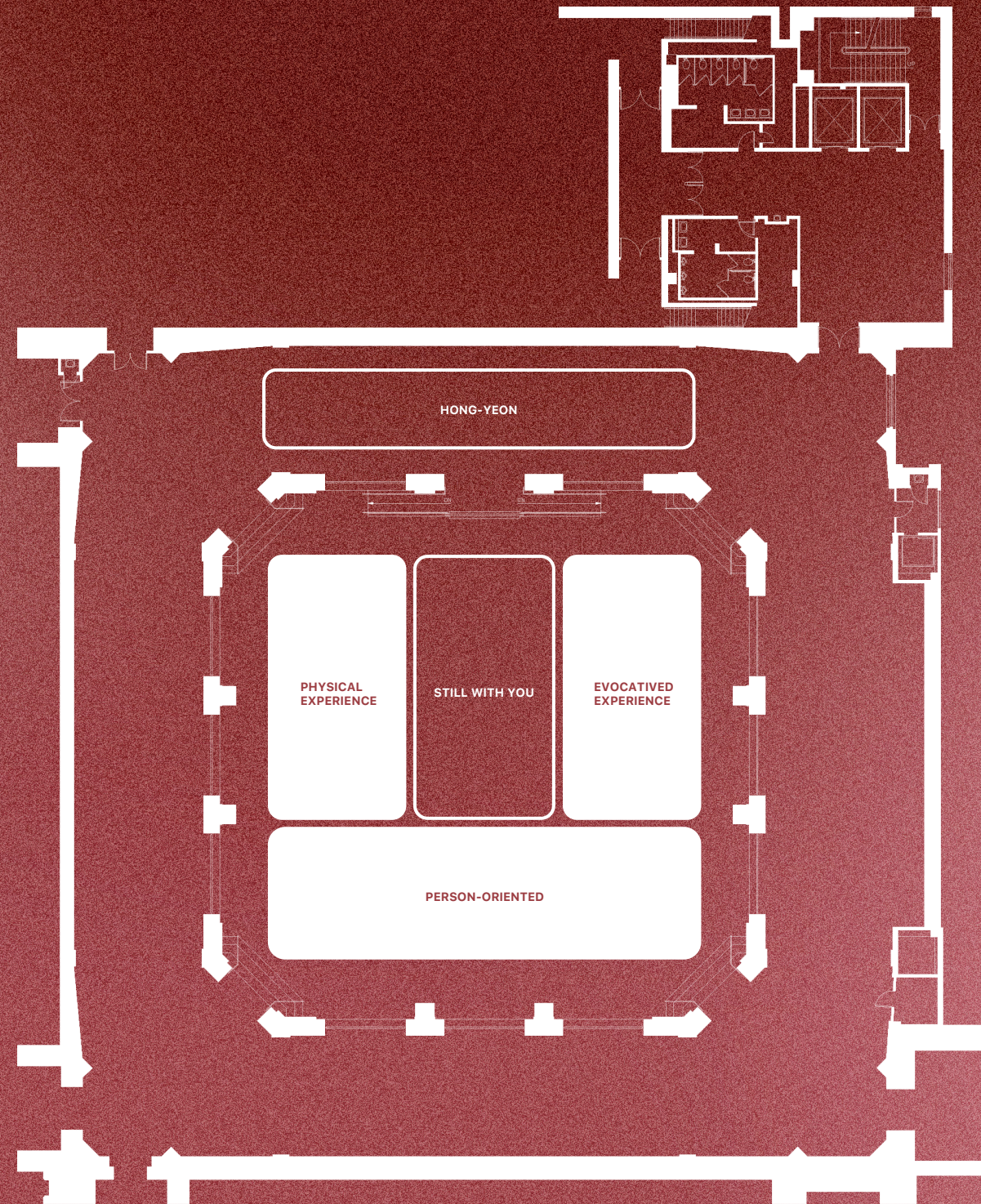
06. STAGE 03

07. THE FORGOTTEN

08. STILL WITH YOU

# EXPERIENCE MAP

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## KEY CONCEPT

---

### EVOCATIVED EXPERIENCE

STAGE 01  
THE REMEMBERED

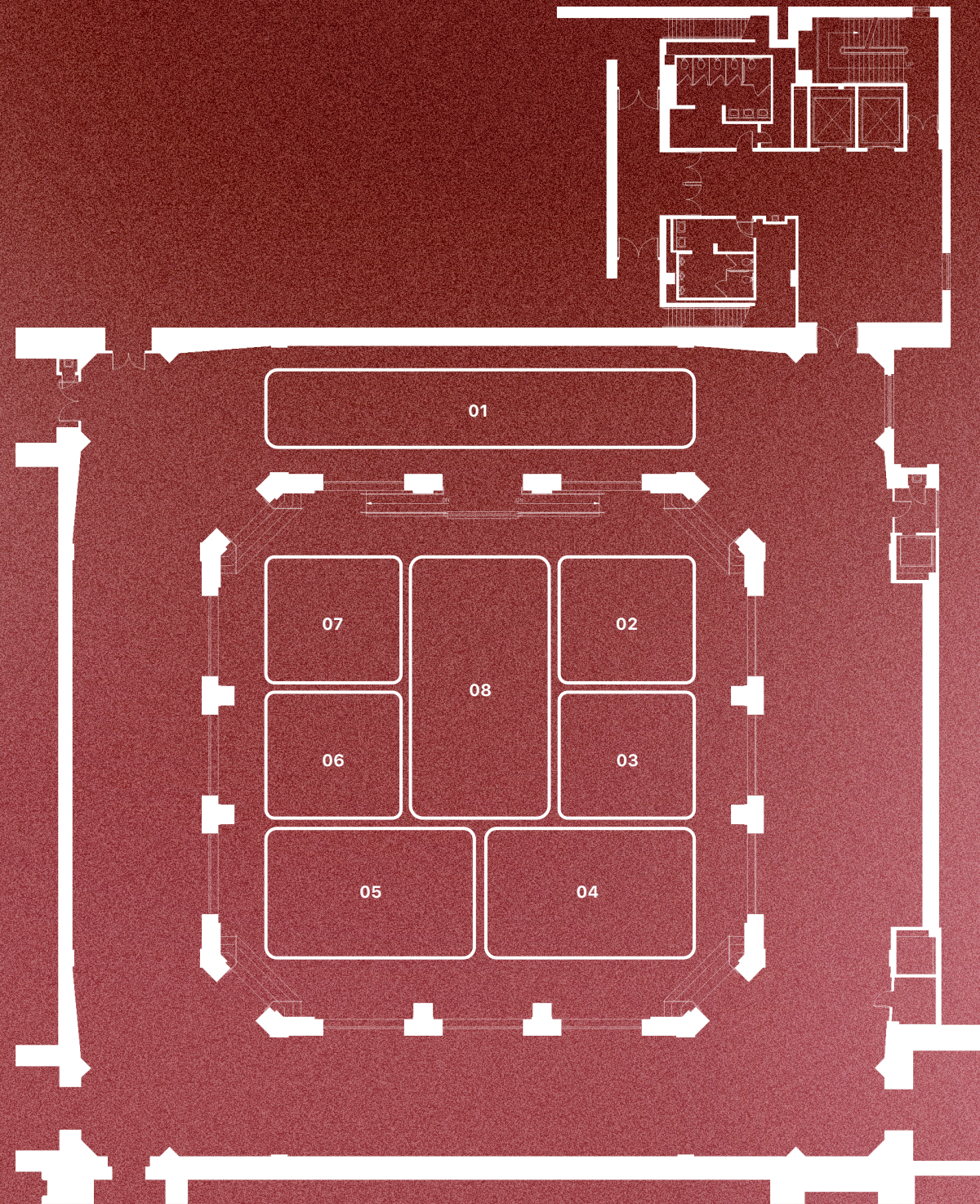
### PERSON - ORIENTED

STAGE 02  
THE FADED

### PHYSICAL EXPERIENCE

STAGE 03  
THE FORGOTTEN

# VISITOR JOURNEY



01

## RED KNOT

The visitors will be asked to answer the question "Who is your Hong-yeon?" The answer will be imprinted on the bracelet, which they will wear as they explore the exhibition.

03

## THE REMEMBERED

### KITCHEN (EVOCATED EXPERIENCE)

The visitors will explore the objects that are donated from the caregivers which placed correctly. They will learn about the caregivers' stories by scanning the qr code.

05

## THE FADED

### LIVING ROOM (PERSON-ORIENTED)

The visitors will explore the caregivers' stories through vidoes and audios.

07

## THE FORGOTTEN

### BEDROOM (PHYSICAL EXPERIENCE)

The visitors will explore the memory room using the photographs provided by the caregivers.

02

## STAGE 01

### KITCHEN (EVOCATED EXPERIENCE)

The visitors will explore the objects that are misplaced in each area.

04

## STAGE 02

### LIVING ROOM (PERSON-ORIENTED)

The visitors will experience the first person perspective simulation and learn about the symptoms.

06

## STAGE 03

### BEDROOM (PHYSICAL EXPERIENCE)

Due to the possibility of overwhelming, the experiences will be optional to the visitors. There will be two rooms: one with visual components that represent the sensations of people with dementia, and the other similar to the first but with gloves, glass, etc. used to block the visitors' senses.

08

## STILL WITH YOU

### COURTYARD (BRAIN TRAINING)

The visitors will receive the printed Still With You memory book they created throughout the exhibition. They will share the books with their guests and discuss their shared recollections. Additionally, visitors will explore brain training for early detection.

# EMOTIONAL JOURNEY

---

## EMOTION

HOPEFUL

EMPATHIZE

UNDERSTANDING

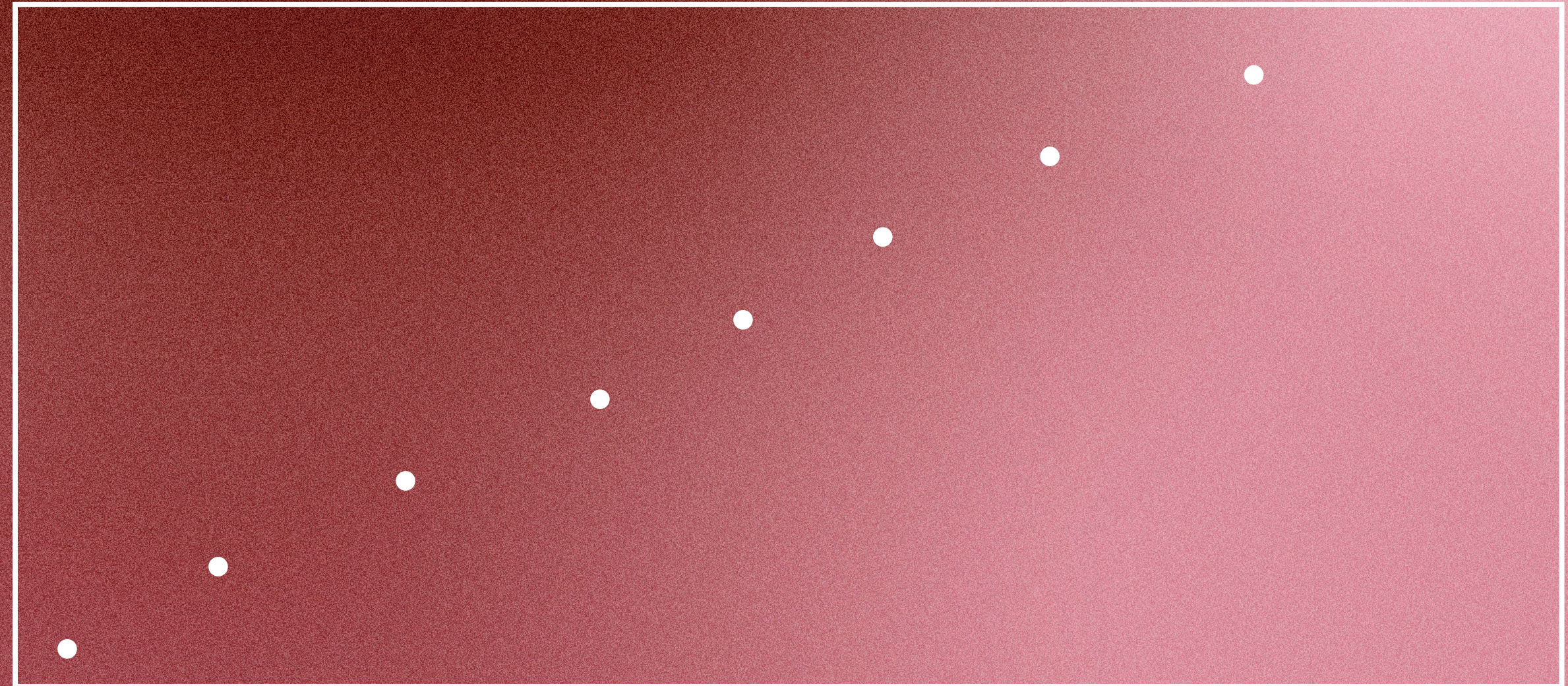
SORROW

AWARNESS

REFLECTIVE

SHOCKED

CURIOSITY



RED KNOT

STAGE 01

THE REMEMBERED

STAGE 02

THE FADED

STAGE 03

THE FORGOTTEN

STILL WITH YOU

**KEY CONCEPTS**

---

## STAFF OPPORTUNITIES

- 01** Two staff members per each activity zone
- 02** Introductions and warnings for each activity for containing heavy elements, especially "stage 03"
- 03** In "stage 03", the staff who are outside will check the visitors' reservations and hand over the kits . The staff inside will carefully explain about the kits and give the introductions of the activity
- 04** Guide the visitors to scan their qr codes to answer the questions for memory books at each station



## ENTRANCE GRAPHICS

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N/A

DRAWING TITLE

ENTRANCE GRAPHICS

SCALE

N/A

DATE

12/09/202

**EX1.19**



## WAYFINDING

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

WAYFINDING

SCALE

N/A

DATE

12/09/2022

**EX.1.20**



**WAYFINDING**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

00

SCALE

N/A

DATE

12/09/202

**EX.1.21**





## WAYFINDING

### PROJECT NAME

HONG-YEON: Red Thread of Fate



### CLIENT

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Alzheimer's Foundation of America

### DESIGNED BY

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### KEY PLAN

N/A

### DRAWING TITLE

WAYFINDING

### SCALE

N/A

### DATE

12/09/2022

**EX.1.22**



## INTRO WALL

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

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Alzheimer's Foundation of America

DESIGNED BY

Jace Son

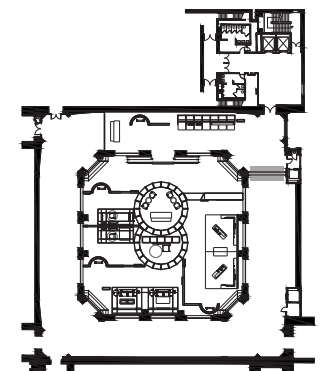
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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

INTRO WALL

SCALE

NA

DATE

12/09/202

**EX.1.23**



**HONG - YEON**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

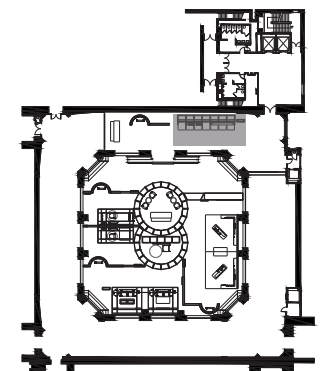
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

HONG - YEON

SCALE

N/A

DATE

12/09/2022

**EX.1.24**



## HONG - YEON

### PROJECT NAME

HONG-YEON: Red Thread of Fate



### CLIENT

National Science Foundation  
Alzheimer's Foundation of America

### DESIGNED BY

Jace Son

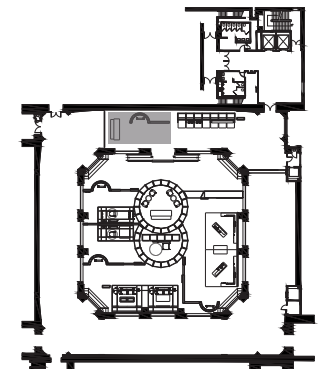
### DISCALIMER

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WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

### KEY PLAN



### DRAWING TITLE

HONG - YEON

### SCALE

NA

### DATE

12/09/202

**EX.1.25**



**ENTRY**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

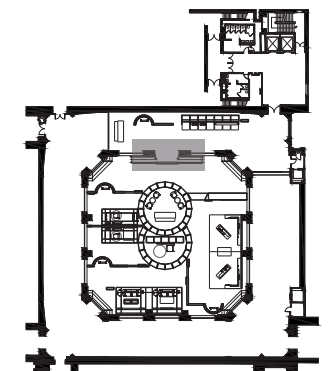
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

ENTRY

SCALE

N/A

DATE

12/09/2022

**EX.1.26**



**ENTRY**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

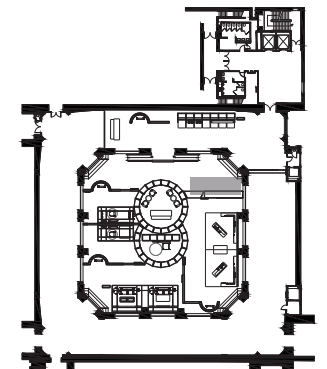
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

ENTRY

SCALE

NA

DATE

12/09/202

**EX.1.27**



**STAGE 01**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

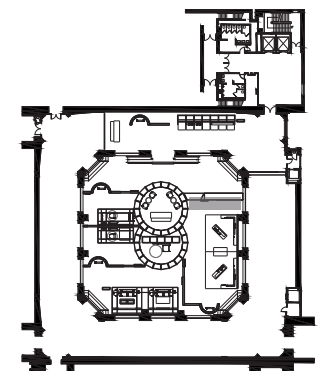
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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

STAGE 01

SCALE

N/A

DATE

12/09/2022

**EX.1.28**





## OVERVIEW

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

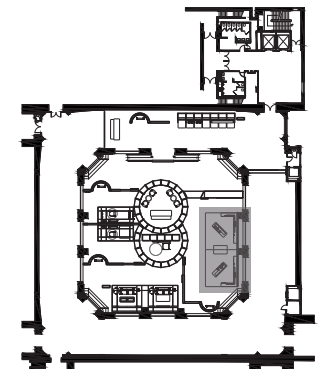
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

OVERVIEW

SCALE

NA

DATE

12/09/202

**EX.1.29**



**STAGE 01**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

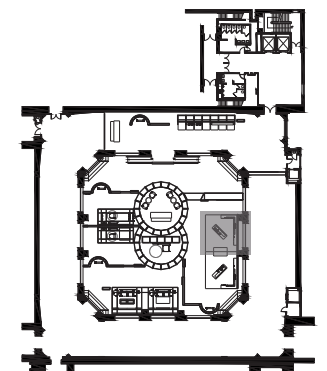
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

STAGE 01

SCALE

N/A

DATE

12/09/2022

**EX.1.30**



## THE REMEMBERED

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

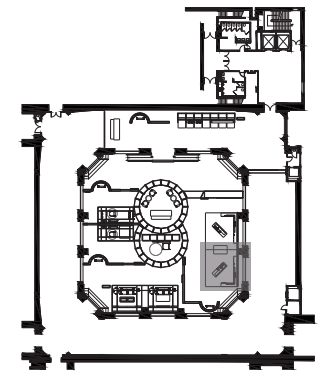
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

THE REMEMBERED

SCALE

NA

DATE

12/09/202

**EX.1.31**



**MEMORY BOOK KISOK**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

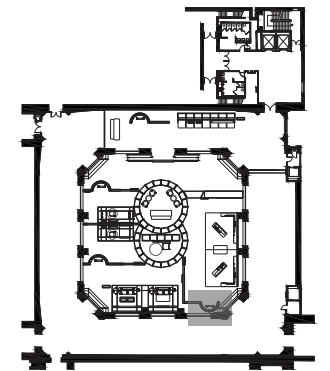
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KEY PLAN



DRAWING TITLE

MEMORY BOOK KISOK

SCALE

N/A

DATE

12/09/2022

**EX.1.32**



**THE REMEMBERED**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

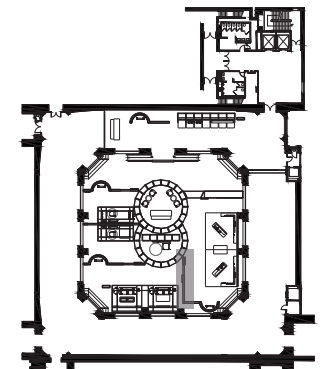
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

THE REMEMBERED

SCALE

NA

DATE

12/09/202

**EX.1.33**



## OVERVIEW

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

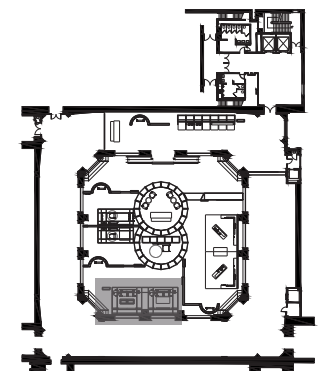
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KEY PLAN



DRAWING TITLE

OVERVIEW

SCALE

N/A

DATE

12/09/2022

**EX.1.34**



## STAGE 02

### PROJECT NAME

HONG-YEON: Red Thread of Fate



### CLIENT

National Science Foundation  
Alzheimer's Foundation of America

### DESIGNED BY

Jace Son

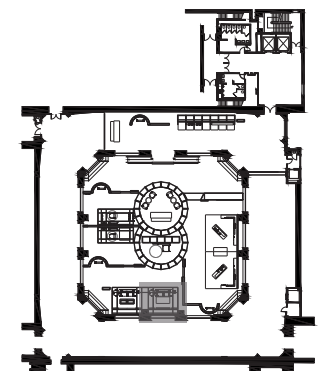
### DISCALIMER

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### KEY PLAN



### DRAWING TITLE

STAE 02

SCALE

NA

DATE

12/09/202

**EX.1.35**



## THE FADED

### PROJECT NAME

HONG-YEON: Red Thread of Fate



### CLIENT

National Science Foundation  
Alzheimer's Foundation of America

### DESIGNED BY

Jace Son

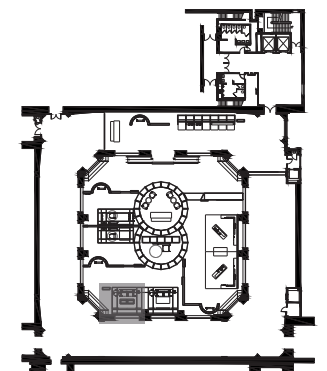
### DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

### KEY PLAN



### DRAWING TITLE

THE FADED

### SCALE

N/A

### DATE

12/09/2022

**EX.1.36**





**STAGE 02 & THE FADED GRAPHICS**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

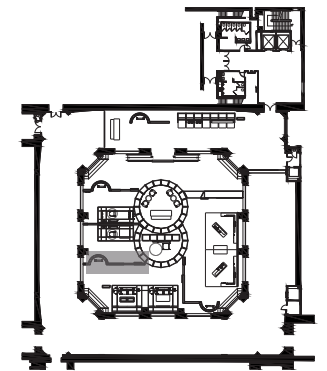
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KEY PLAN



DRAWING TITLE

STAGE 02 & THE FADED GRAPHICS

SCALE

NA

DATE

12/09/202

**EX.1.37**



## LOUNGE

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

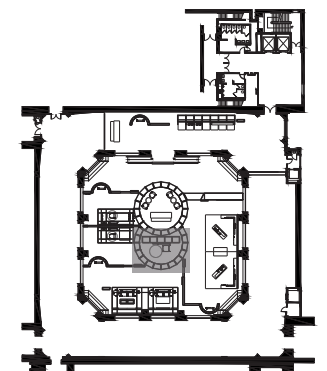
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KEY PLAN



DRAWING TITLE

LOUNGE

SCALE

N/A

DATE

12/09/2022

**EX.1.38**



## LOUNGE

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

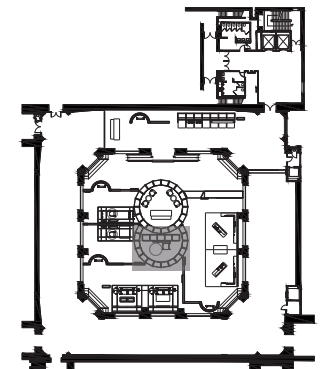
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KEY PLAN



DRAWING TITLE

LOUNGE

SCALE

NA

DATE

12/09/202

**EX.1.39**



### STAGE 03

#### PROJECT NAME

HONG-YEON: Red Thread of Fate



#### CLIENT

National Science Foundation  
Alzheimer's Foundation of America

#### DESIGNED BY

Jace Son

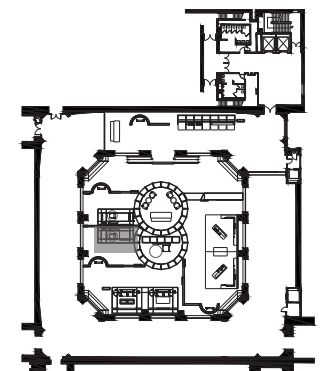
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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

#### KEY PLAN



#### DRAWING TITLE

STAGE 03

SCALE

N/A

DATE

12/09/2022

**EX.1.40**



## THE FORGOTTEN

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

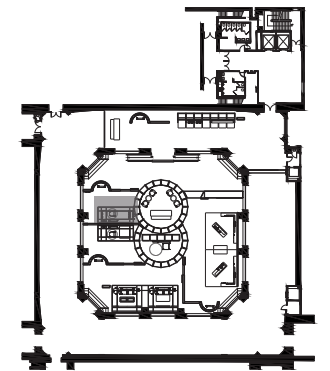
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KEY PLAN



DRAWING TITLE

THE FORGOTTEN

SCALE

NA

DATE

12/09/202

**EX.1.41**



## STILL WITH YOU

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

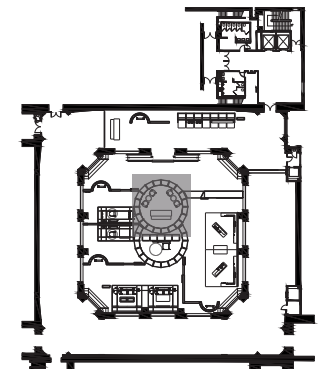
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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

STILL WITH YOU

SCALE

N/A

DATE

12/09/2022

**EX.1.42**



## STILL WITH YOU

### PROJECT NAME

HONG-YEON: Red Thread of Fate



### CLIENT

National Science Foundation  
Alzheimer's Foundation of America

### DESIGNED BY

Jace Son

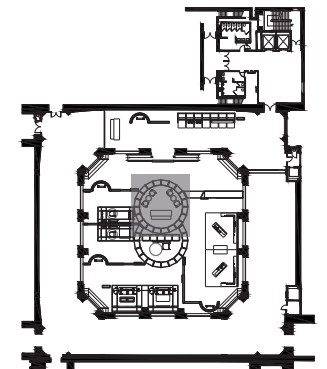
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### KEY PLAN



### DRAWING TITLE

STILL WITH YOU

### SCALE

NA

### DATE

12/09/202

**EX.1.43**

# EX 200. SCHEDULES AND LISTS



**GRAPHIC LIST**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

DISCALIMER

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KEY PLAN

N/A

DRAWING TITLE

GRAPHIC LIST

SCALE

N/A

DATE

12/09/202

**EX2.01**

**GRAPHIC LIST**

**ENTRY**

ENTRY	SIGN TYPE	DESCRIPTION
00A.01.GR01	L	BANNER GRAPHICS
00A.01.GR02	L	BANNER GRAPHICS
00A.01.GR03	L	BANNER GRAPHICS

**INTRODUCTION**

INTRODUCTION	SIGN TYPE	DESCRIPTION
01A.01.GR01	D	INTRO CONTENT

**HONG - YEON**

HONG - YEON	SIGN TYPE	DESCRIPTION
02A.01.GR01	C	AREA IDENTIFICATION
02A.02.GR02	B	CONTENT GRAPHIC
02A.03.GR03	B	IDENTIFICATION GRAPHIC
02A.03.GR04	B	IDENTIFICATION GRAPHIC
02A.04.GR05	B	DIRECTIVE
02A.05.GR06	A	DIGITAL SCREEN

**STAGE 01**

STAGE 01	SIGN TYPE	DESCRIPTION
03A.01.GR01	B	INTRO CONTENT
03A.02.GR02	C	AREA IDENTIFICATION
03A.03.GR03	B	CONTENT GRAPHIC
03A.04.GR04	G	ARTIFACT LABEL
03A.04.GR05	G	ARTIFACT LABEL
03A.04.GR06	G	ARTIFACT LABEL
03A.04.GR07	G	ARTIFACT LABEL
03A.04.GR08	G	ARTIFACT LABEL
03A.04.GR09	G	ARTIFACT LABEL
03A.04.GR10	G	ARTIFACT LABEL
03A.04.GR12	G	ARTIFACT LABEL
03A.04.GR13	G	ARTIFACT LABEL

03A.04.GR14	G	ARTIFACT LABEL
03A.04.GR15	G	ARTIFACT LABEL
03A.04.GR16	G	ARTIFACT LABEL
03A.04.GR17	G	ARTIFACT LABEL
03A.04.GR18	G	ARTIFACT LABEL
03A.04.GR19	G	ARTIFACT LABEL
03A.04.GR20	G	ARTIFACT LABEL

**THE REMEMBERED**

THE REMEMBERED	SIGN TYPE	DESCRIPTION
04A.01.GR01	C	AREA IDENTIFICATION
04A.02.GR02	B	CONTENT GRAPHIC
04A.03.GR03	A	DIGITAL SCREEN
04A.04.GR04	G	ARTIFACT LABEL
04A.04.GR05	G	ARTIFACT LABEL
04A.04.GR06	G	ARTIFACT LABEL
04A.04.GR07	G	ARTIFACT LABEL
04A.04.GR08	G	ARTIFACT LABEL
04A.04.GR09	G	ARTIFACT LABEL
04A.04.GR10	G	ARTIFACT LABEL
04A.04.GR11	G	ARTIFACT LABEL
04A.04.GR12	G	ARTIFACT LABEL
04A.04.GR13	G	ARTIFACT LABEL
04A.04.GR14	G	ARTIFACT LABEL
04A.04.GR15	G	ARTIFACT LABEL
04A.04.GR16	G	ARTIFACT LABEL

**GRAPHIC LIST**

STAGE 02	SIGN TYPE	DESCRIPTION
05A.01.GRO1	C	AREA IDENTIFICATION
05A.02.GRO2	B	CONTENT GRAPHIC
05A.03.GRO3	I	DIGITAL SCREEN
05A.04.GRO4	G	ARTIFACT LABEL

THE FADED	SIGN TYPE	DESCRIPTION
06A.01.GRO1	C	AREA IDENTIFICATION
06A.02.GRO2	B	CONTENT GRAPHIC
06A.03.GRO4	A	DIGITAL SCREEN
06A.03.GRO5	J	DIGITAL SCREEN
06A.03.GRO6	J	DIGITAL SCREEN
06A.03.GRO7	K	DIGITAL SCREEN
06A.03.GRO8	K	DIGITAL SCREEN
06A.03.GRO9	K	DIGITAL SCREEN
06A.04.GR10	K	DIGITAL SCREEN
06A.05.GR11	G	ARTIFACT LABEL
06A.06.GR12	G	ARTIFACT LABEL
06A.06.GR13	G	ARTIFACT LABEL
06A.06.GR14	G	ARTIFACT LABEL
06A.06.GR15	G	ARTIFACT LABEL
06A.06.GR16	G	ARTIFACT LABEL
06A.06.GR17	G	ARTIFACT LABEL

STAGE 03	SIGN TYPE	DESCRIPTION
07A.01.GR01	C	AREA IDENTIFICATION
07A.02.GR02	B	CONTENT GRAPHIC
07A.03.GR03	E	MURAL
07A.03.GR04	E	MURAL
07A.04.GR05	H	DIRECTIVE
07A.04.GR06	H	DIRECTIVE

THE FORGOTTEN	SIGN TYPE	DESCRIPTION
08A.01.GR01	C	AREA IDENTIFICATION
08A.02.GR02	B	CONTENT GRAPHIC
08A.03.GR03	A	DIGITAL SCREEN
08A.04.GR04	G	ARTIFACT LABEL
08A.04.GR05	G	ARTIFACT LABEL
08A.04.GR06	G	ARTIFACT LABEL
08A.04.GR07	G	ARTIFACT LABEL
08A.04.GR08	G	ARTIFACT LABEL
08A.04.GR09	G	ARTIFACT LABEL
08A.04.GR10	G	ARTIFACT LABEL
08A.04.GR11	G	ARTIFACT LABEL
08A.04.GR12	G	ARTIFACT LABEL
08A.04.GR13	G	ARTIFACT LABEL

STILL WITH YOU	SIGN TYPE	DESCRIPTION
09A.01.GR01	C	AREA IDENTIFICATION

**GRAPHIC LIST**

PROJECT NAME  
HONG-YEON: Red Thread of Fate



CLIENT  
National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY  
Jace Son

DISCALIMER  
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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N/A

DRAWING TITLE  
GRAPHIC LIST

SCALE  
N/A

DATE  
12/09/2022

**EX2.02**

## GRAPHIC SPECIFICATIONS

TYPE	DESCRIPTION
A	DIGITAL GRAPHICS ON INTERACTIVE TOUCHSCREEN
B	1" THICK OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO WOOD STRUCTURE WITH SCREWS
C	1/2" THICK OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE, MOUNTED ON WOOD STRUCUTRE WITH SCREWS
D	3" THICK OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE, MOUNTED ON WOOD STRUCUTRE WITH SCREWS
E	1/4" THICK OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE, MOUNTED ON WOOD STRUCUTRE WITH SCREWS
F	1/2" THICK MDF NUMBERS, NUMBERS RETURNS PAINTED TO MATCH SPECIFIED PMS COLOR. MOUNTED ON 1" OAK PLYWOOD WITH SCREWS
G	DIRECT PRINT ON 0.1" THICK PAPER WITH PROTECTIVE MATTE OVERLAMINATION
H	1/8" THICK OAK PLYWOOD WITH DIRECT PRINT AND CLEAR PROTECTIVE OVERLAMINATE. MOUNTED TO WOOD STRUCTURE WITH SCREWS
I	LED SCREEN 85"
J	LED SCREEN 55"
K	LED SCREEN 32"
L	DISUBLIMATION GRAPHIC ON SHEER FABRIC WITH UV EXTERIOR TOP COAT

## GRAPHIC SPECIFICATIONS

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

DISCALIMER

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KEY PLAN

N/A

DRAWING TITLE

GRAPHIC LIST

SCALE

N/A

DATE

12/09/202

**EX2.03**

**MATERIAL SCHEDULE**

MATERIAL	CODE	AREA	DESCRIPTION
FABRIC	X-FB-01	HONG - YEON STAGE 02 THE FADED STAGE 03 THE FORGOTTEN STILL WITH YOU	180 GSM 100% POLYESTER ORGANZA FABIC
WOOD	X-WD-01	HONG - YEON STAGE 01 THE REMEMBERED STAGE 02 THE FADED STAGE 03 THE FORGOTTEN	2" THICK OAK PLYWOOD PANELS
	X-WD-02	STILL WITH YOU	2 1/2" THICK OAK PLYWOOD STICKS
	X-WD-03	HONG - YEON STAGE 01 THE REMEMBERED STAGE 02 THE FADED STAGE 03 THE FORGOTTEN STILL WITH YOU	1/2" THICK OAK PLYWOOD STICKS

MATERIAL	CODE	AREA	DESCRIPTION
WOOD	X-WD-04	HONG - YEON STAGE 02 THE FADED STAGE 03 THE FORGOTTEN	1" THICK OAK PLYWOOD STICKS
	X-WD-05	HONG - YEON STAGE 01 THE REMEMBERED STAGE 02 THE FADED STAGE 03 THE FORGOTTEN	1/2" THICK DIRECT PRINTED PLYWOOD PANELS
	X-WD-06	HONG - YEON STAGE 01 THE REMEMBERED STAGE 02 THE FADED STAGE 03 THE FORGOTTEN	1" THICK DIRECT PRINTED PLYWOOD PANELS
	X-WD-07	THE FADED	PAINTED MDF

**MATERIAL SCHEDULE**

PROJECT NAME  
HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A







DRAWING TITLE  
MATERIAL SCHEDULE







SCALE  
N/A

DATE  
12/09/2022

**EX2.04**

**ARTIFACT SCHEDULE**

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	01A.01.AR01	01	SHOES DONATED FROM CAREGIVER	OBJECT
	01A.01.AR02	01	SHOES DONATED FROM CAREGIVER	OBJECT
	01A.01.AR03	01	SHOES DONATED FROM CAREGIVER	OBJECT
	01A.01.AR04	01	SHOES DONATED FROM CAREGIVER	OBJECT
	01A.01.AR05	01	SHOES DONATED FROM CAREGIVER	OBJECT
	01A.01.AR06	01	SHOES DONATED FROM CAREGIVER	OBJECT

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	01A.01.AR07	01	SHOES DONATED FROM CAREGIVER	OBJECT
	01A.01.AR08	01	SHOES DONATED FROM CAREGIVER	OBJECT
	02A.01.AR09	01	KEYS DONATED FROM CAREGIVER	OBJECT
	02A.01.AR11	01	KEYS DONATED FROM CAREGIVER	OBJECT
	03A.01.AR12	04	BOOKS DONATED FROM CAREGIVER	OBJECT
	04A.01.AR13	01	FOOD JAR DONATED FROM CAREGIVER	OBJECT

**ARTIFACT SCHEDULE**

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KEY PLAN

N/A

DRAWING TITLE

MATERIAL SCHEDULE

SCALE







N/A







DATE

12/09/202

**EX2.05**

**ARTIFACT SCHEDULE**

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	04A.01.AR14	04	FOOD JAR DONATED FROM CAREGIVER	OBJECT
	04A.01.AR15	04	PLATES DONATED FROM CAREGIVER	OBJECT
	04A.01.AR16	03	PLATES DONATED FROM CAREGIVER	OBJECT
	04A.01.AR17	03	PLATES DONATED FROM CAREGIVER	OBJECT
	04A.01.AR18	04	CUPS DONATED FROM CAREGIVER	OBJECT
	04A.01.AR19	04	CUPS DONATED FROM CAREGIVER	OBJECT

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	04A.01.AR20	01	MIXER GRINDER DONATED FROM CAREGIVER	OBJECT
	04A.01.AR21	01	ELECTRIC KETTLE DONATED FROM CAREGIVER	OBJECT
	04A.01.AR22	01	SPATULA DONATED FROM CAREGIVER	OBJECT
	04A.01.AR23	01	TURNER DONATED FROM CAREGIVER	OBJECT
	04A.01.AR24	01	TONG DONATED FROM CAREGIVER	OBJECT
	04A.01.AR25	01	POT DONATED FROM CAREGIVER	OBJECT

**ARTIFACT SCHEDULE**

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KEY PLAN

N/A


DRAWING TITLE  
ARTIFACT SCHEDULE

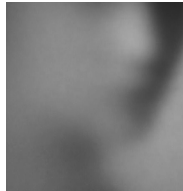





SCALE  
N/A

DATE  
12/09/2022

**EX2.06**

**ARTIFACT SCHEDULE**

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	04A.01.AR26	01	VASE DONATED FROM CAREGIVER	OBJECT
	04A.01.AR27	01	VASE DONATED FROM CAREGIVER	OBJECT
	04A.01.AR28	01	TEA MAKER DONATED FROM CAREGIVER	OBJECT
	04A.01.AR29	01	PLATES DONATED FROM CAREGIVER	OBJECT
	05A.01.AR30	01	FIRST-PERSON PERSPECTIVE SIMULATION	AUDIO
	05A.01.AR31	01	AUDIO DONATED FROM CAREGIVER	AUDIO

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	05A.01.AR32	01	AUDIO DONATED FROM CAREGIVER	AUDIO
	05A.01.AR33	01	AUDIO DONATED FROM CAREGIVER	AUDIO
	05A.01.AR34	01	AUDIO DONATED FROM CAREGIVER	AUDIO
	05A.01.AR35	01	AUDIO DONATED FROM CAREGIVER	AUDIO
	05A.01.AR36	01	AUDIO DONATED FROM CAREGIVER	AUDIO
	06A.01.AR37	02	OLD PHONE	OBJECT

**ARTIFACT SCHEDULE**

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KEY PLAN

N/A

DRAWING TITLE  
ARTIFACT SCHEDULE




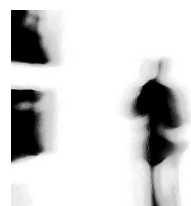
SCALE  
N/A

DATE  
12/09/202

**EX2.07**

**ARTIFACT SCHEDULE**

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	07A.01.AR39	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR40	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR41	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR42	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR43	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR44	01	IMAGE DONATED FROM CAREGIVER	IMAGE

ARTIFACT	CODE	QTY	DESCRIPTION	STYLE
	07A.01.AR45	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR46	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR47	01	IMAGE DONATED FROM CAREGIVER	IMAGE
	07A.01.AR48	01	IAMGE DONATED FROM CAREGIVER	IMAGE

**ARTIFACT SCHEDULE**

PROJECT NAME

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KEY PLAN

N/A

DRAWING TITLE

ARTIFACT SCHEDULE

SCALE

N/A

DATE

12/09/2022

**EX2.08**



**EX 300.**

**PLANS AND SECTIONS**

**CODED AREA PLAN**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

CODED AREA PLAN

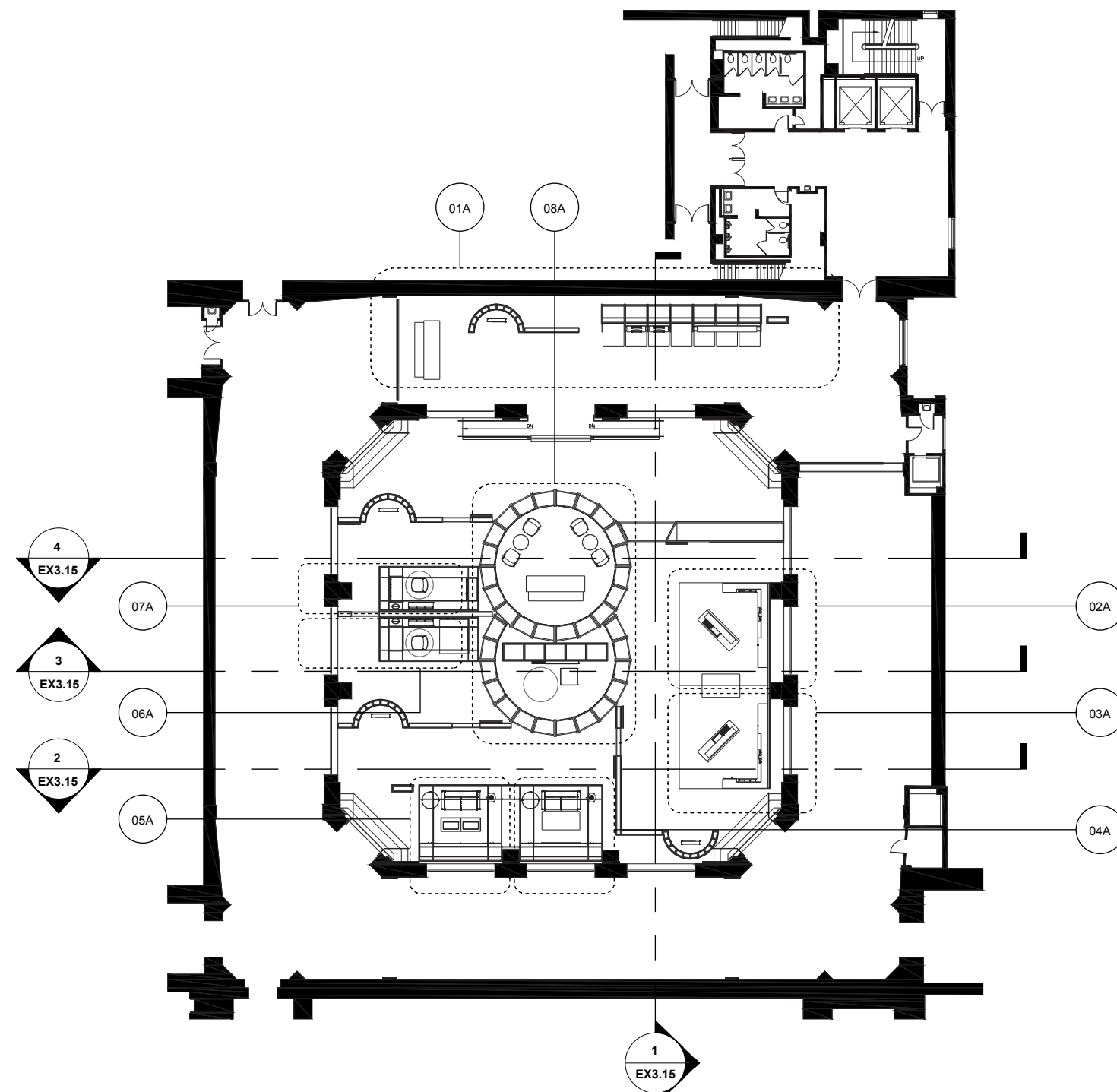
SCALE

1/32=1'-0"

DATE

12/09/2022

**EX3.01**



- 01A HONG - YEON
- 02A STAGE 01
- 03A THE REMEMBERED
- 04A STAGE 02
- 05A THE FADED
- 06A STAGE 03
- 07A THE FORGOTTEN
- 08A STILL WITH YOU

**1** CODED PLAN  
SCALE: NTS

**DIMENSION FLOOR PLAN**

PROJECT NAME

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KEY PLAN

N/A

DRAWING TITLE

DIMENSION FLOOR PLAN

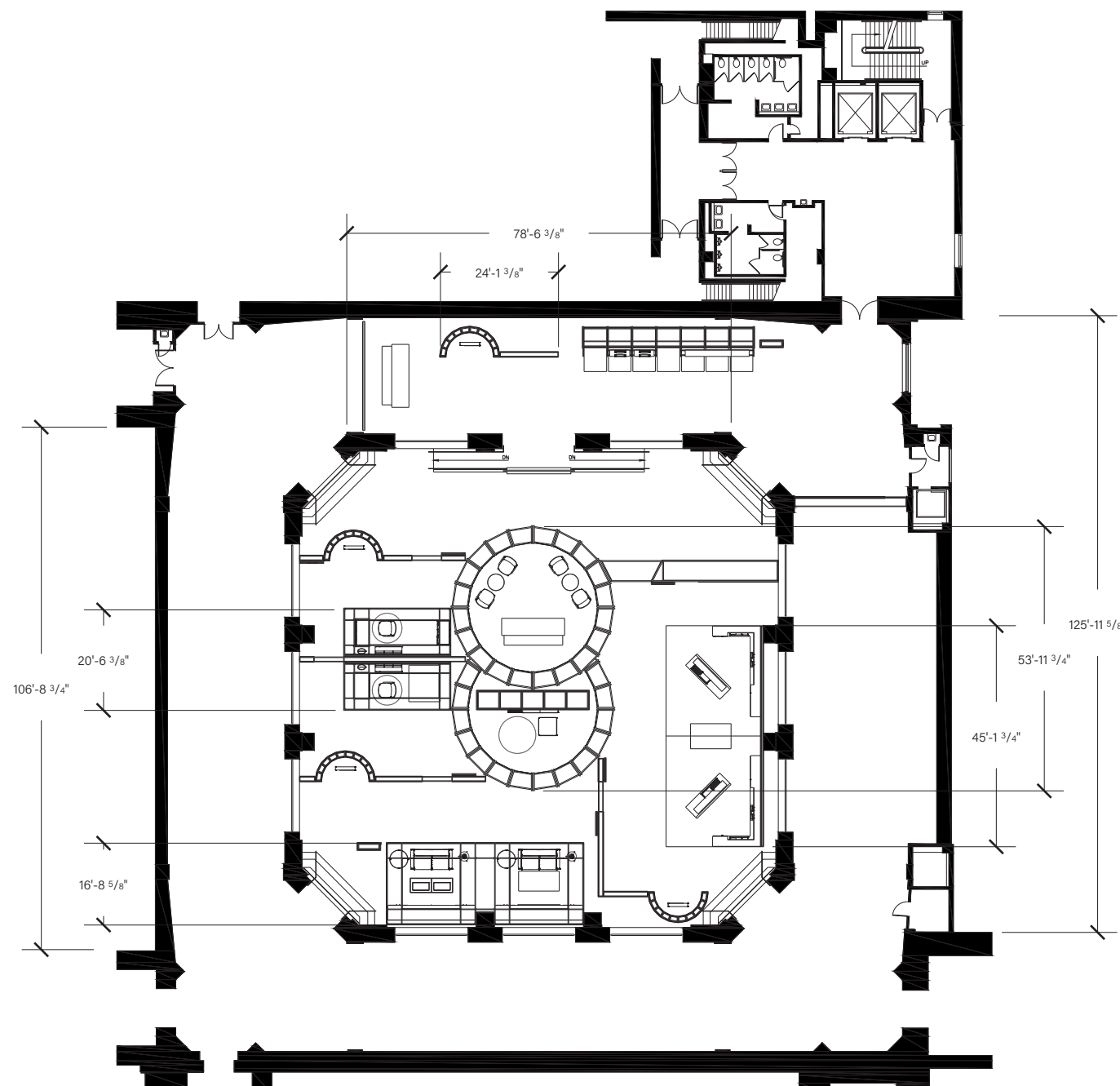
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1/32"=1'-0"

DATE

12/09/202

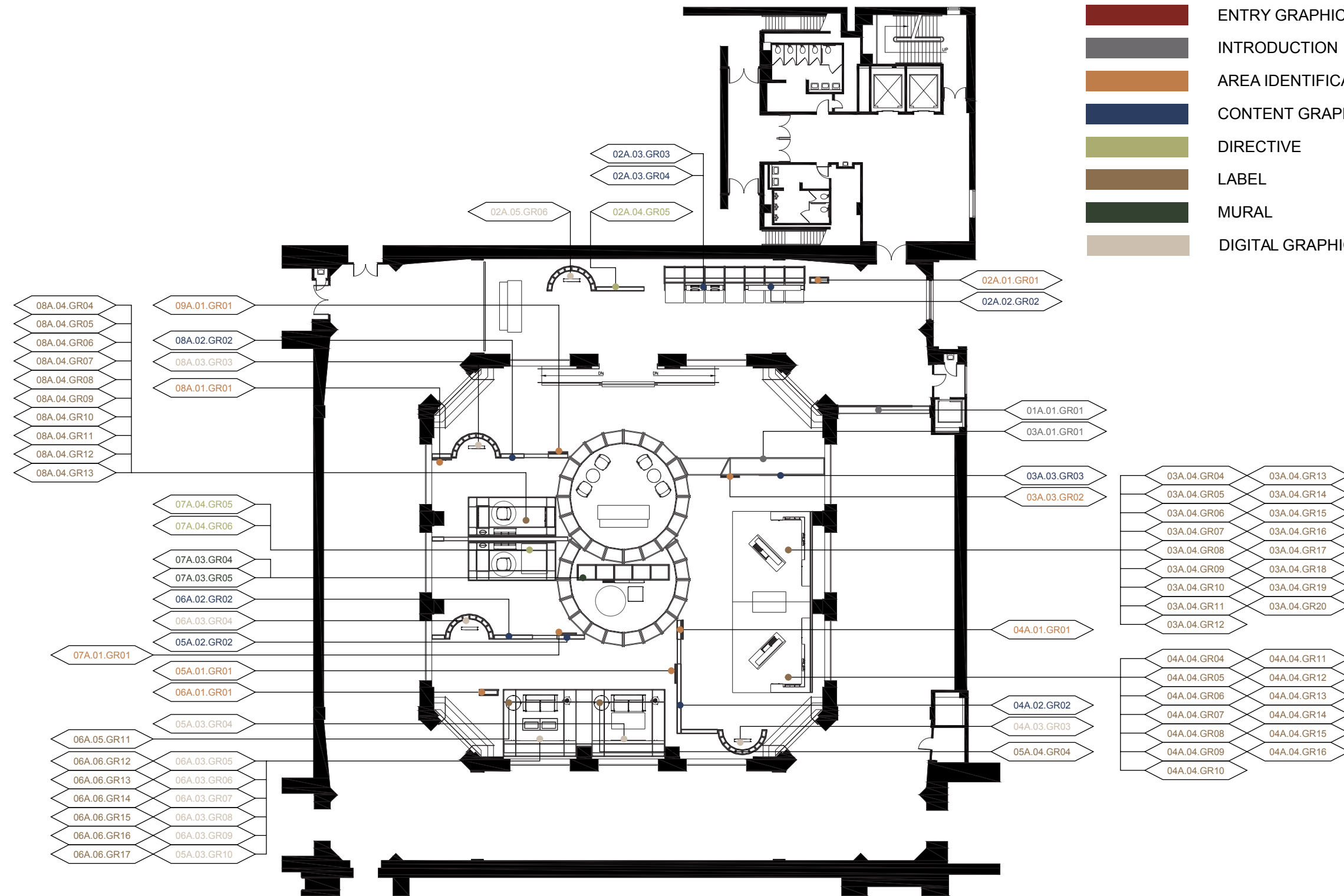
**EX3.02**



**1** DIMENSION FLOOR PLAN  
SCALE: 1/32"=1'-0"

**GRAPHIC LOCATION PLAN**

- ENTRY GRAPHICS
- INTRODUCTION
- AREA IDENTIFICATION
- CONTENT GRAPHICS
- DIRECTIVE
- LABEL
- MURAL
- DIGITAL GRAPHICS



PROJECT NAME  
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KEY PLAN

N/A

DRAWING TITLE  
GRAPHIC LOCATION PLAN

SCALE  
N/A

DATE  
12/09/2022

**EX3.03**

**1** GRAPHIC LOCATION PLAN  
SCALE: NTS

# MATERIAL PLAN

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

MATERIAL PLAN

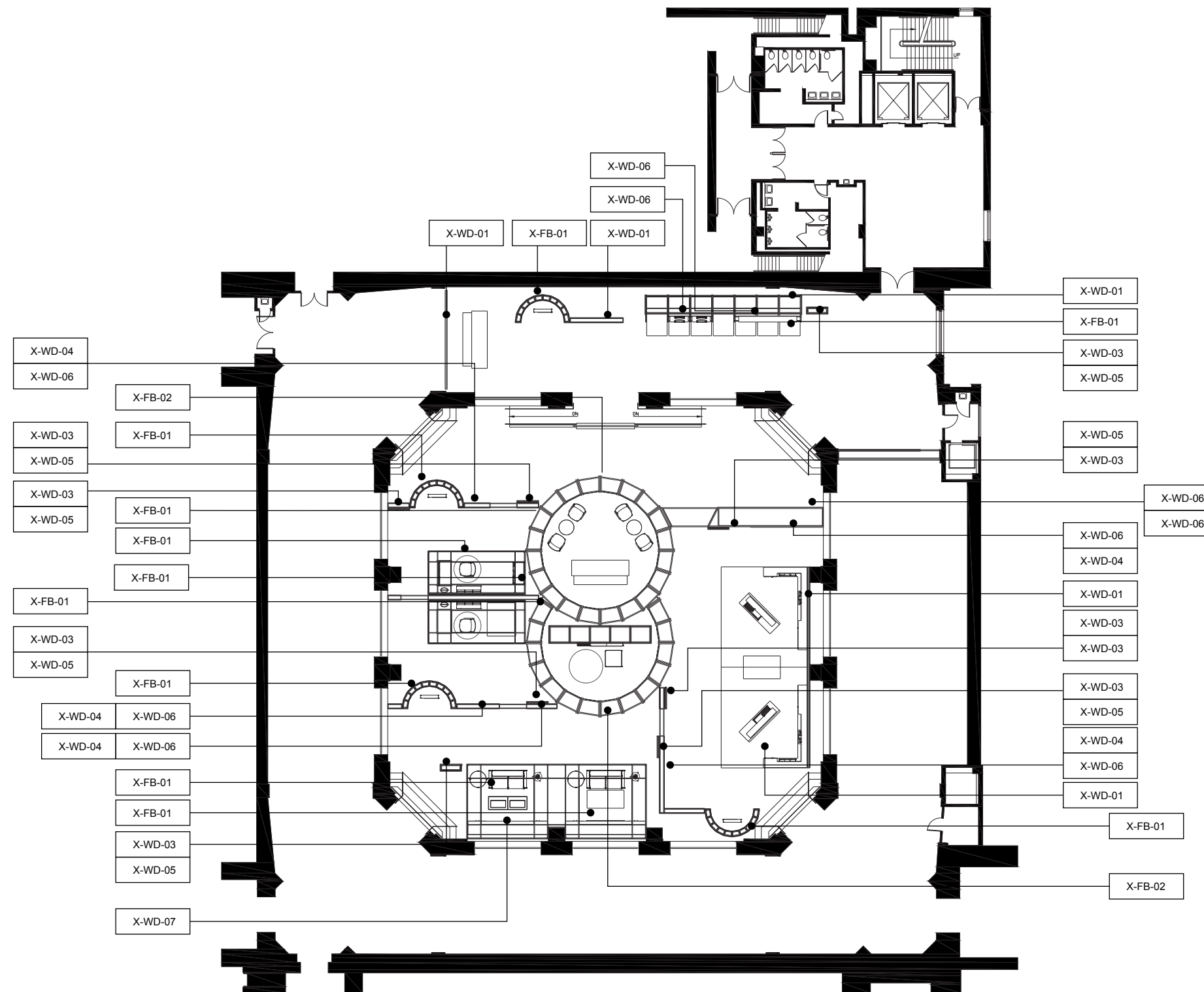
SCALE

N/A

DATE

12/09/202

**EX3.04**



**1** MATERIAL PLAN  
SCALE: NTS

# ARTIFACT PLAN

PROJECT NAME

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KEY PLAN

N/A

DRAWING TITLE

ARTIFACT PLAN

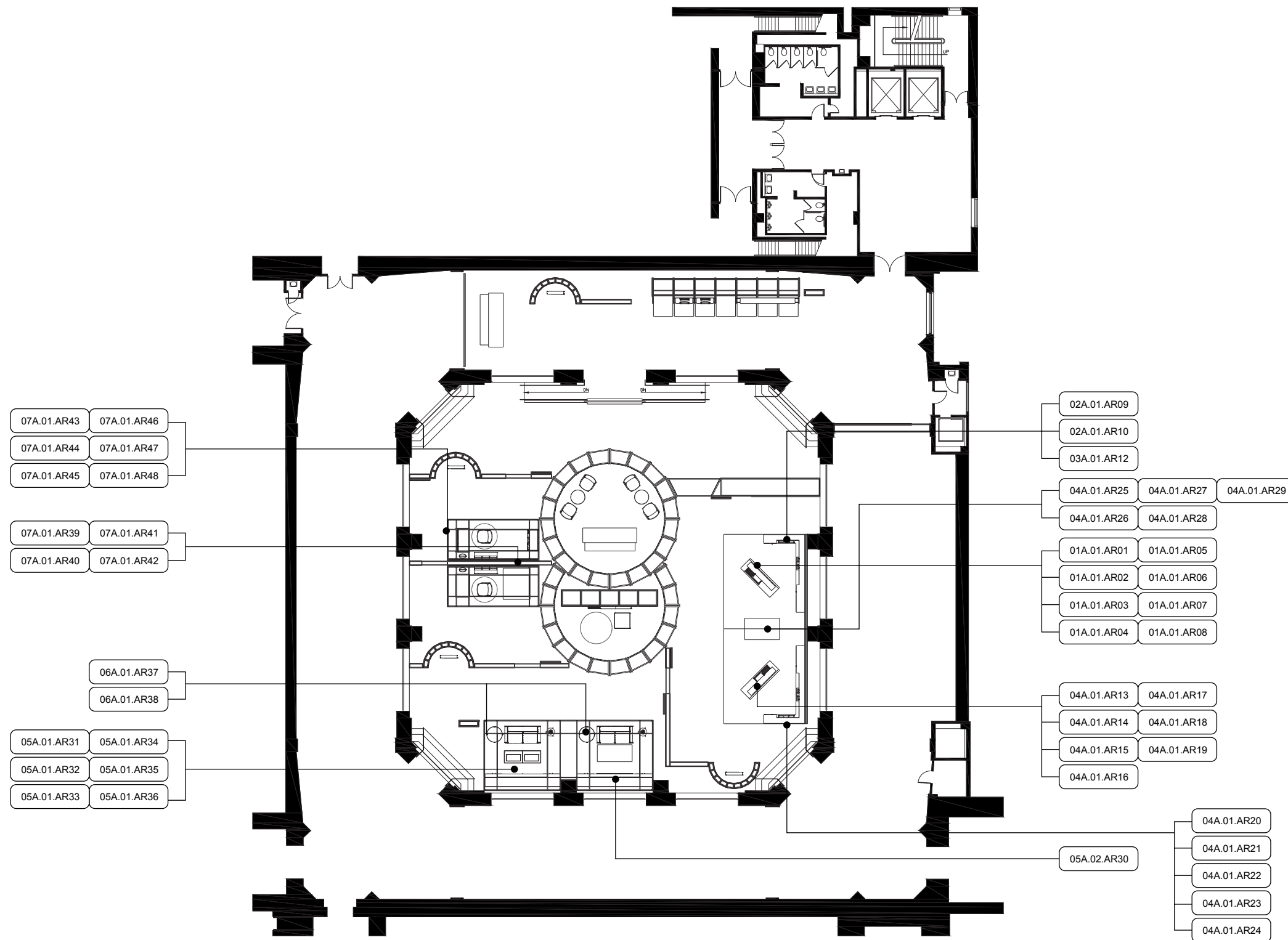
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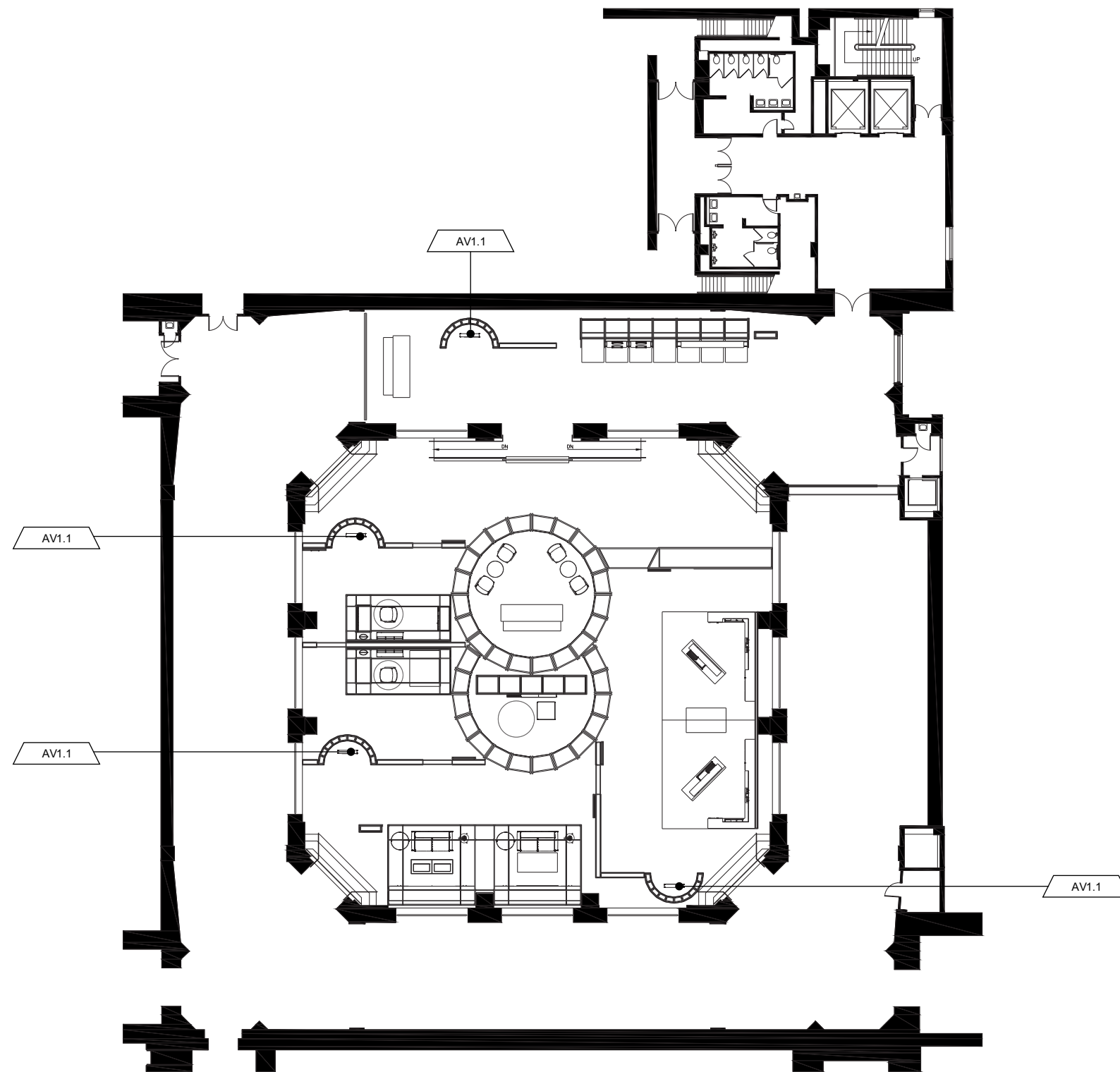
DATE

12/09/2022

EX3.05



**1** ARTIFACT PLAN  
SCALE: NTS



**1** AV PLAN  
SCALE: NTS

**AV PLAN**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

AV PLAN

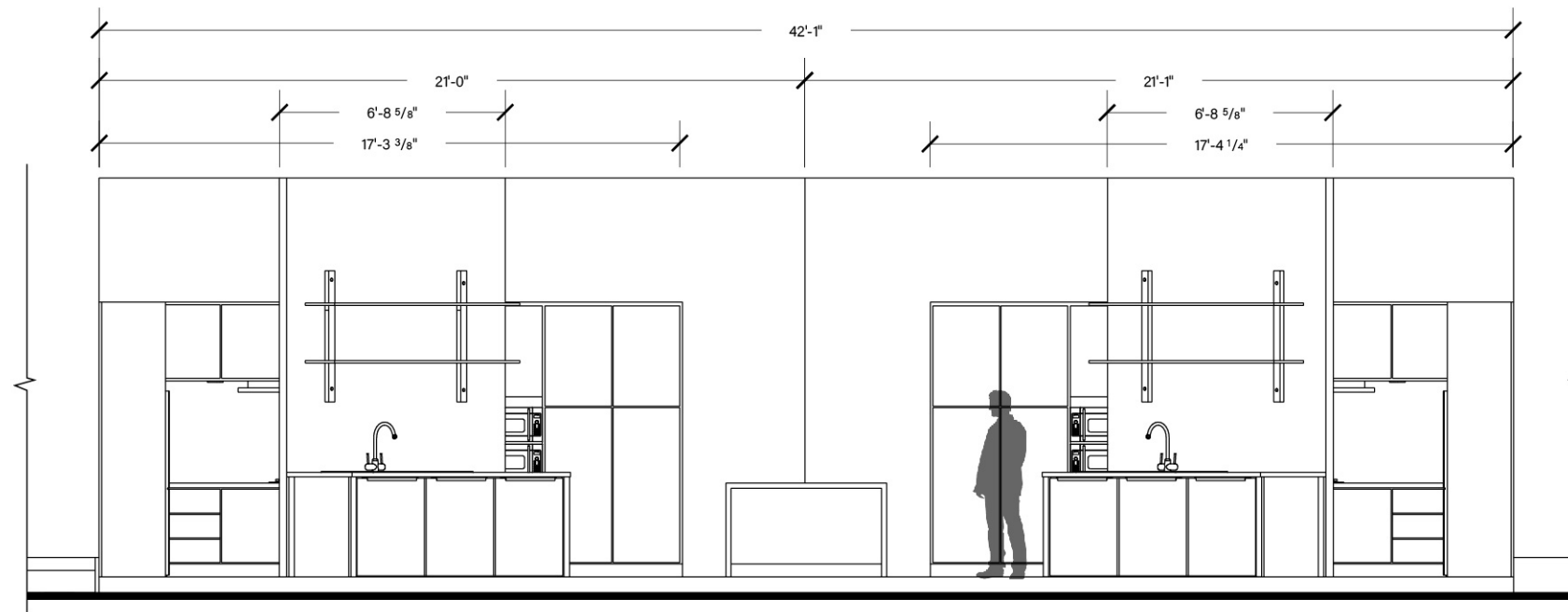
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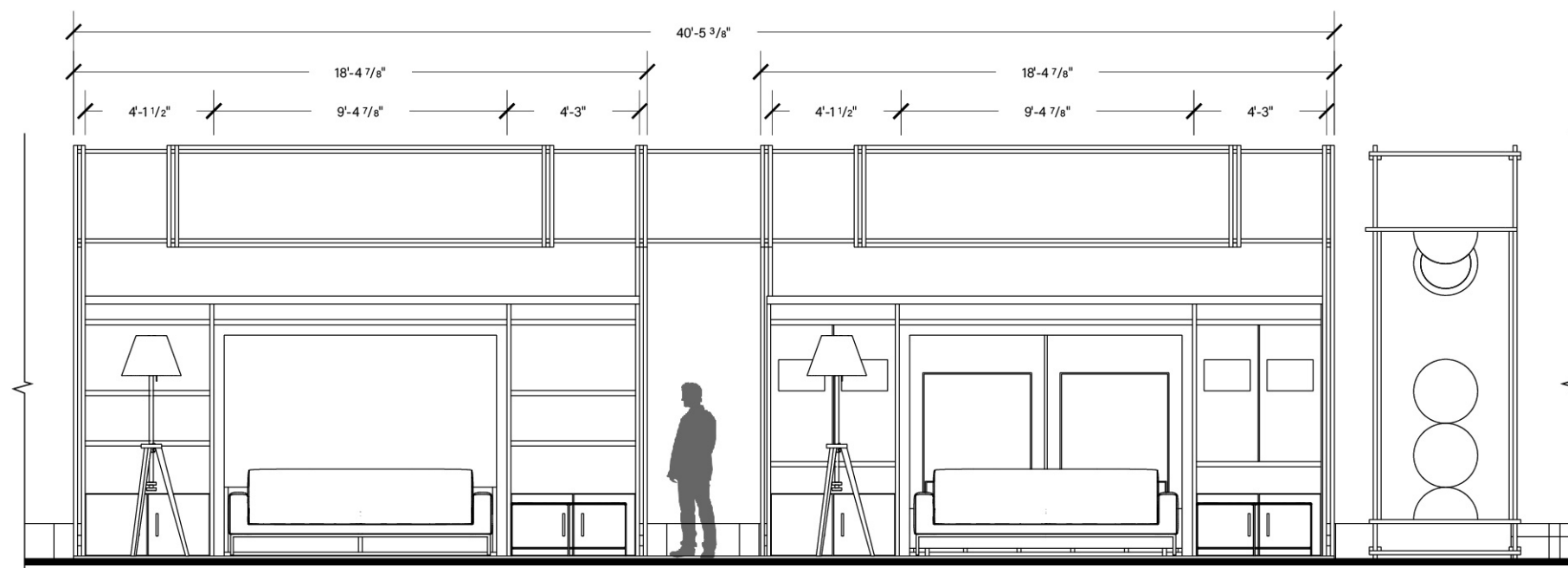
DATE

12/09/202

**EX3.06**



**1** SECTION ELEVATION 1  
SCALE: 3/16" = 1'-0"



**2** SECTION ELEVATION 2  
SCALE: 3/16" = 1'-0"

**ELEVATIONS**

PROJECT NAME  
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KEY PLAN

N/A

DRAWING TITLE

ELEVATIONS

SCALE

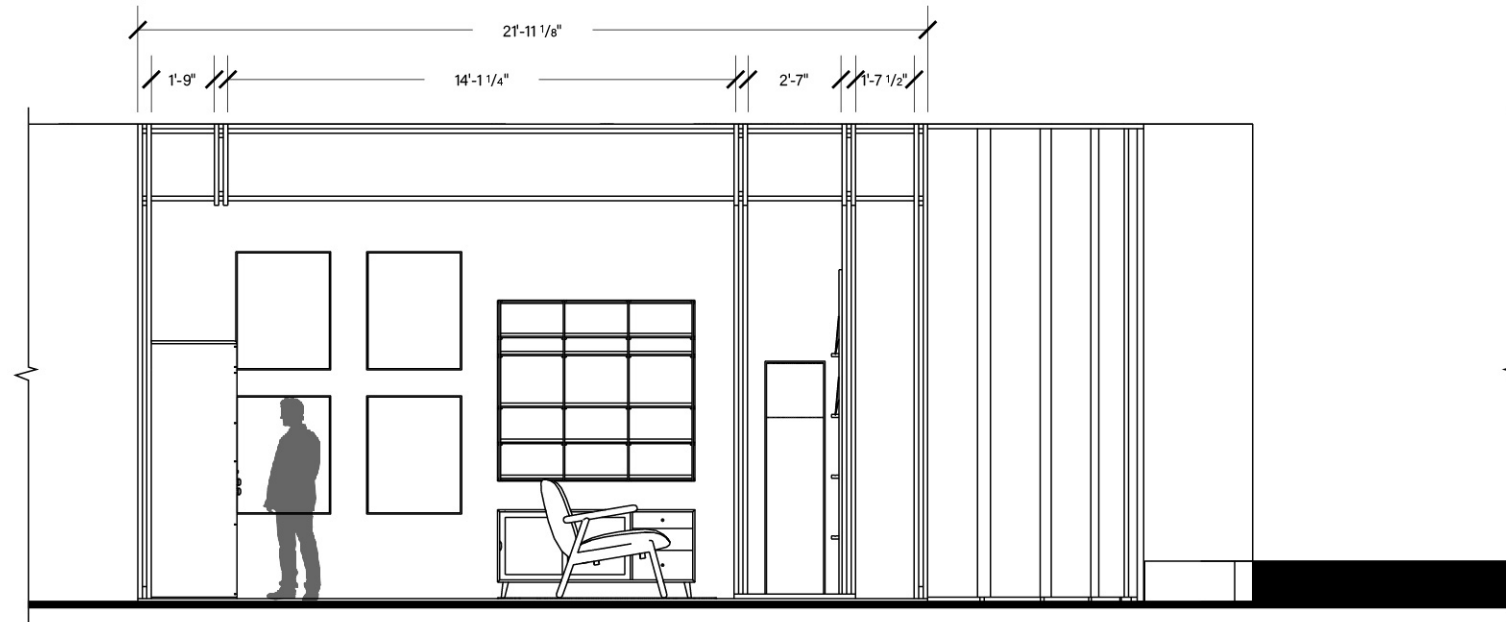
3/16"=1'-0"

DATE

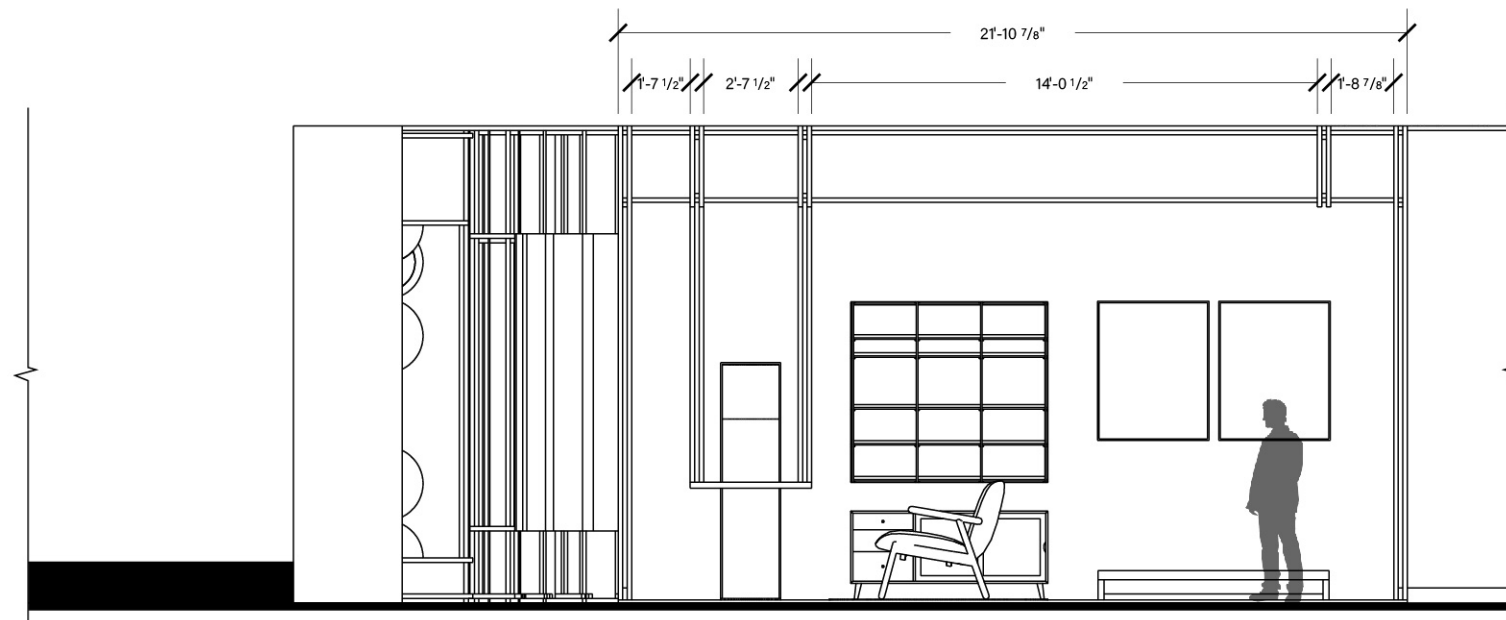
12/09/2022

**EX3.07**





**3** SECTION ELEVATION 3  
SCALE: 3/16" = 1'-0"



**4** SECTION ELEVATION 4  
SCALE: 3/16" = 1'-0"

**ELEVATION**

PROJECT NAME

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KEY PLAN

N/A

DRAWING TITLE

ELEVATIONS

SCALE

3/16"=1'-0"

DATE

12/09/202

**EX3.08**

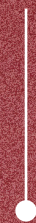
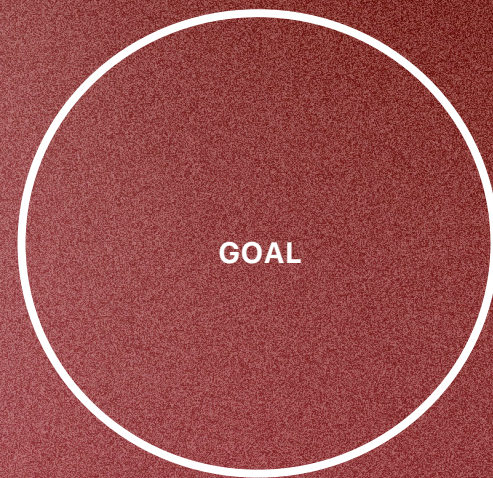
# EX 400. GRAPHIC SYSTEMS

## DESIGN PROCESS

---

### ANALYSIS

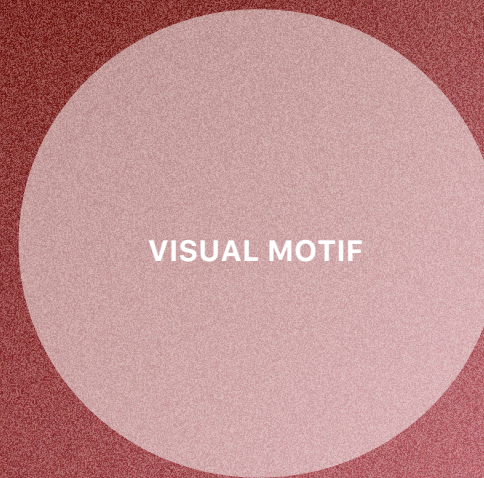
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Raise awareness for people with dementia and build empathy for their caregivers

### STRATEGY

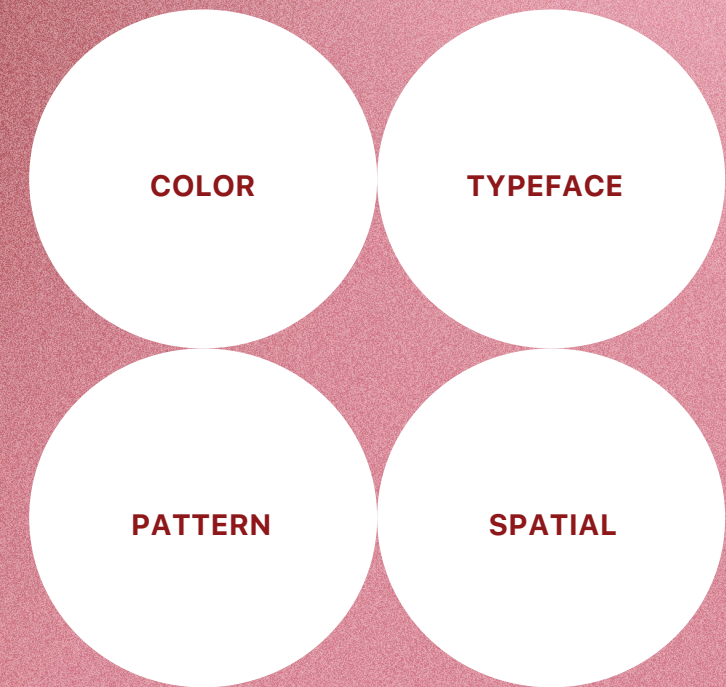
---



The elements from the Hong-yeon are surprisingly abstracted and simplified for people with dementia to understand easily

### DESIGN

---



All of the design elements are carefully chosen and designed for people with dementia to prevent frustration

## TYPOGRAPHY

---

### Acumin Variable Concept

---

Aa

### Symbols and numbers

---

ABCDEFGHIJKLMOPQ  
RSTUVWXYZ abcdefgh  
ijklmnopqrstuvwxyz 123  
4567890 !@#\$%&\*()?

### Acumin Variable Concept

---

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Acumin is designed by Robert Slimbach and published through Adobe in 2015. Slimbach set out to design a contemporary neo-grotesque that could work as a text face. Designer Jeffrey Zeldman describes Acumin as "a Helvetica for readers." Acumin is a huge family that is available in five widths—extra condensed, semi condensed, condensed, normal and wide—with each width available in nine weights with matching italics. This comes out to an impressive 90 total styles.

### Pesos

---

<b>Aa</b>	Acumin Variable Concept - Bold	COLOR # FFFFFFFF
<b>Aa</b>	Acumin Variable Concept - Semibold	# FFFFFFFF
<b>Aa</b>	Acumin Variable Concept - Medium	# FFFFFFFF
<b>Aa</b>	Acumin Variable Concept - Regular	# FFFFFFFF
<b>Aa</b>	Acumin Variable Concept - Light	# FFFFFFFF

# COLOR PALETTE

---

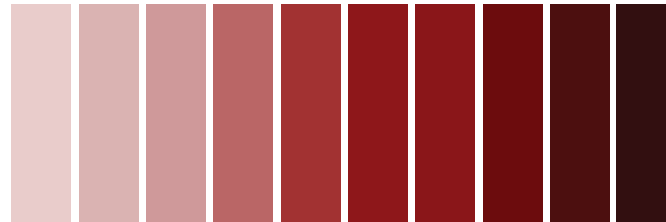
## PRIMARY COLORS

---

To prevent confusion throughout the deliverables, the use of color is limited. Red will be utilized to emphasize critical information and as an accent color on the deliverables.



**Red Gradient**

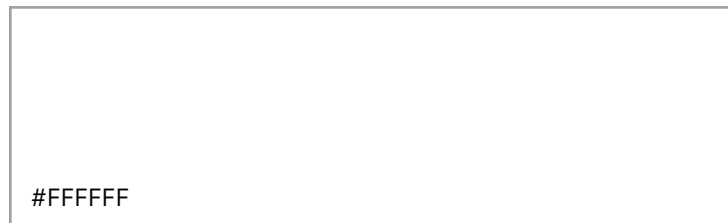


**Pantone Red Shades**



#832522

**CMYK 26 100 100 30 / RGB 131 37 34**



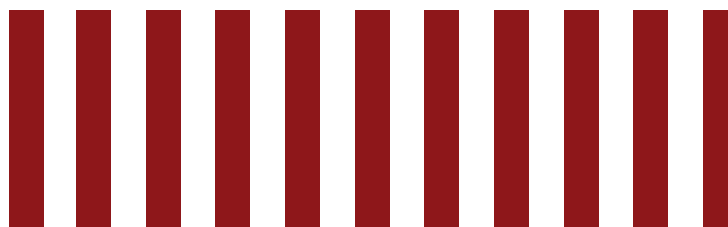
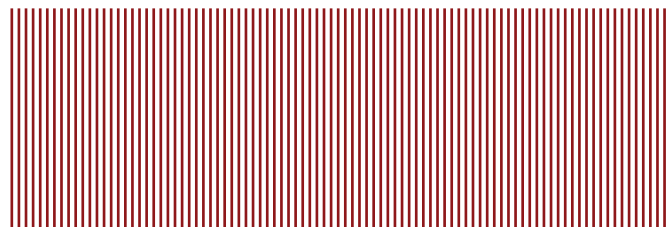
#FFFFFF

**CMYK 0 0 0 0 / RGB 255 255 255**

## TEXTURES

---

The line represents a thread and plays an important role of the graphic, the various approaches will be considered.



## SECONDARY COLORS

---



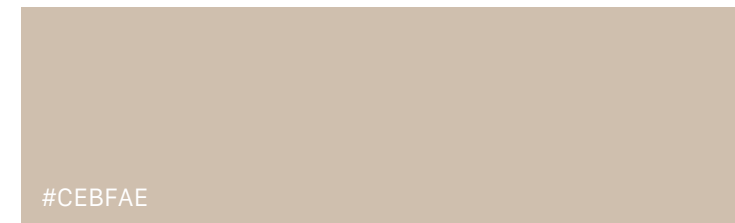
#B09476

**CMYK 31 39 56 3 / RGB 176 148 118**



#B1A193

**CMYK 32 33 40 1 / RGB 177 161 147**



#CEBFAE

**CMYK 19 22 39 0 / RGB 206 191 174**



#121212

**CMYK 73 67 66 83 / RGB 18 18 18**



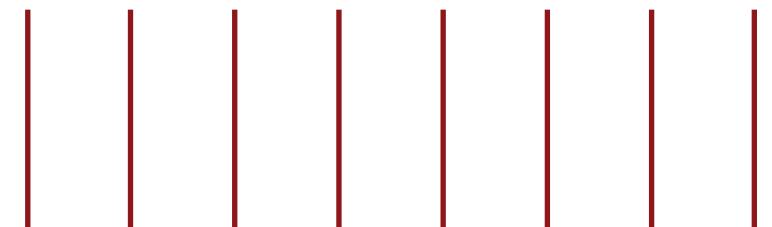
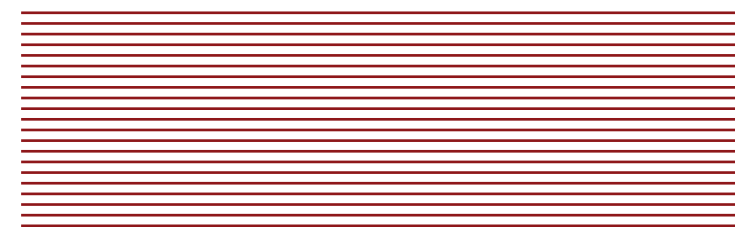
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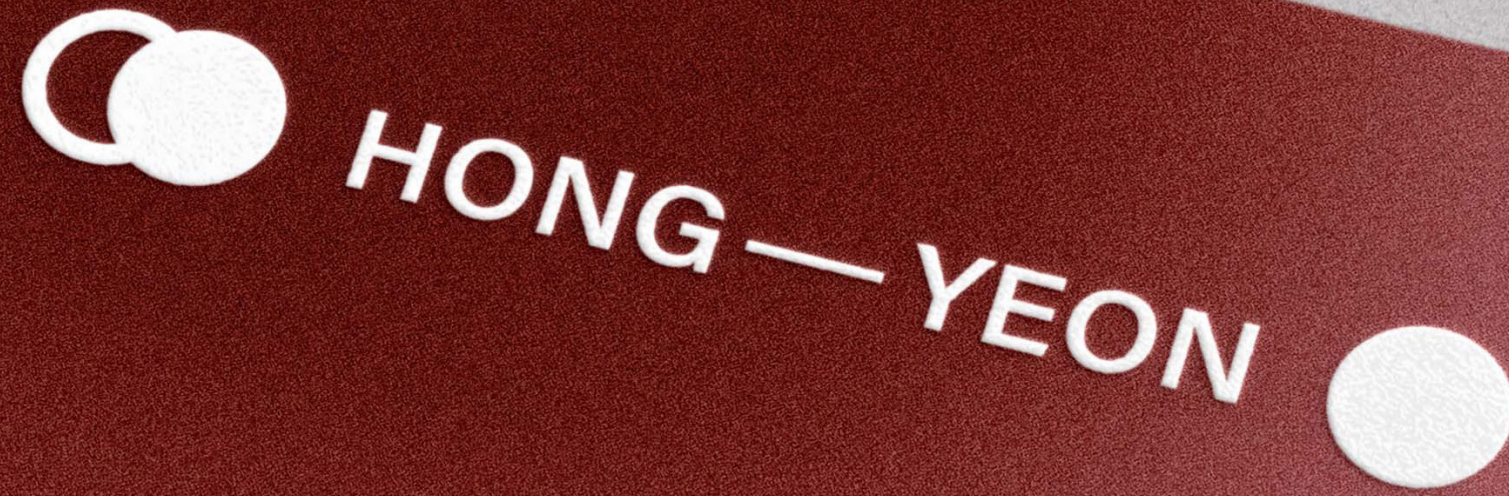
**CMYK 64 56 55 31 / RGB 85 85 85**



#999999

**CMYK 43 35 35 1 / RGB 153 153 153**





# TYPOGRAPHY

HONG — YEON

Cap Height

Baseline

RED THREAD OF FATE

Cap Height

Baseline

HONG — YEON

5"

HONG — YEON

1"

## PRIMARY TYPEFACE

Acumin Variable Concept Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Acumin Variable Concept Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Acumin Variable Concept Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Acumin Variable Concept Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## FINAL LOGO PALETTE

---

### TITLE

---

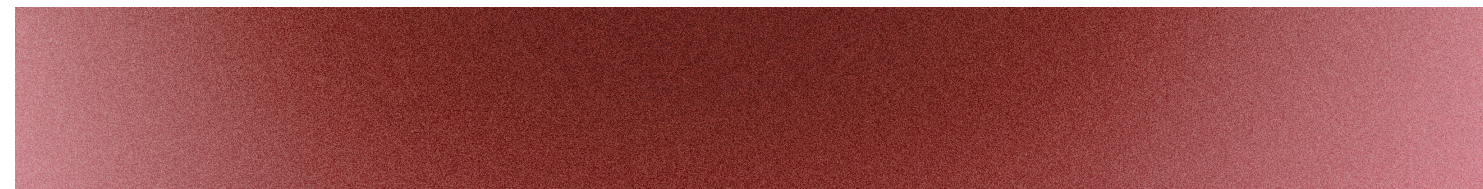


### PRIMARY COLORS

---



#832522  
CMYK 26 100 100 30 / RGB 131 37 34



Red Gradient



#121212  
CMYK 73 67 66 83 / RGB 18 18 18

### LOGO VARIATIONS

---

HONG  
YEON

HONG  
YEON

RED THREAD OF FATE



RED THREAD OF FATE

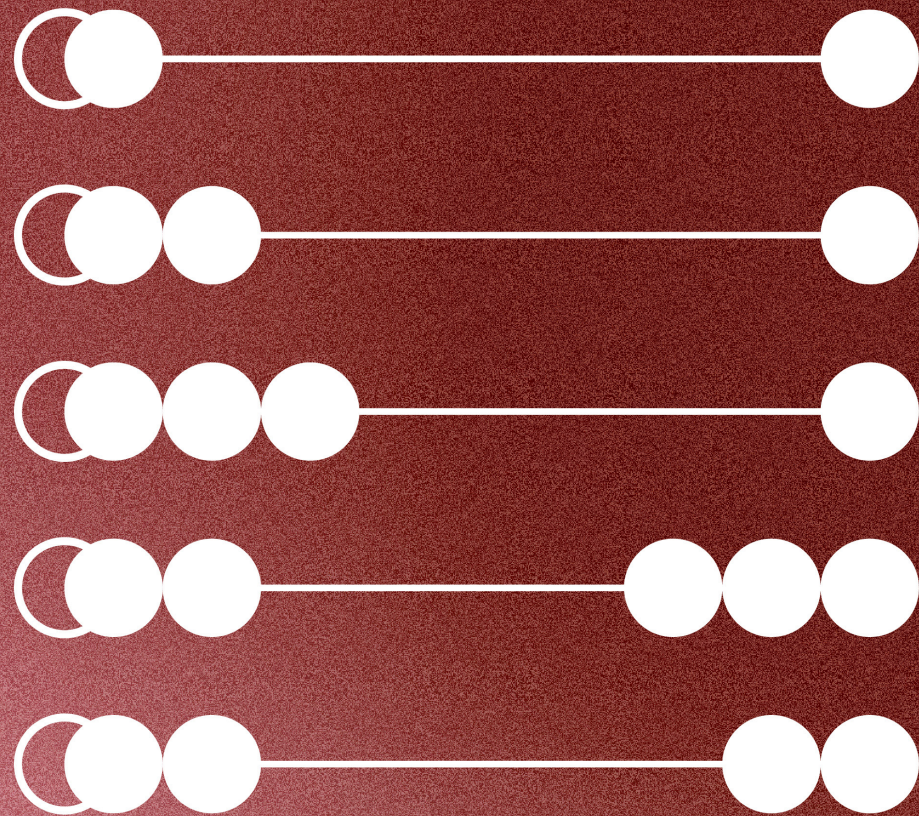


# HONG-YEON: RED THREAD OF KNOT

"An invisible red thread connects those who are destined to meet, regardless of time, place or circumstance. The thread may stretch or tangle, but it will never break."

This philosophy argues that our lives move in a pre-ordained direction guided by invisible strings of thread woven into the fabric of the universe itself. While we might not realize, these strings connect us to a distant person we are fated to meet. Varying from the length of the string, it signifies how long the two-fated ones will cross each other's path that may be shortened or prolonged depending on the circumstance and place. Who is your red knot?

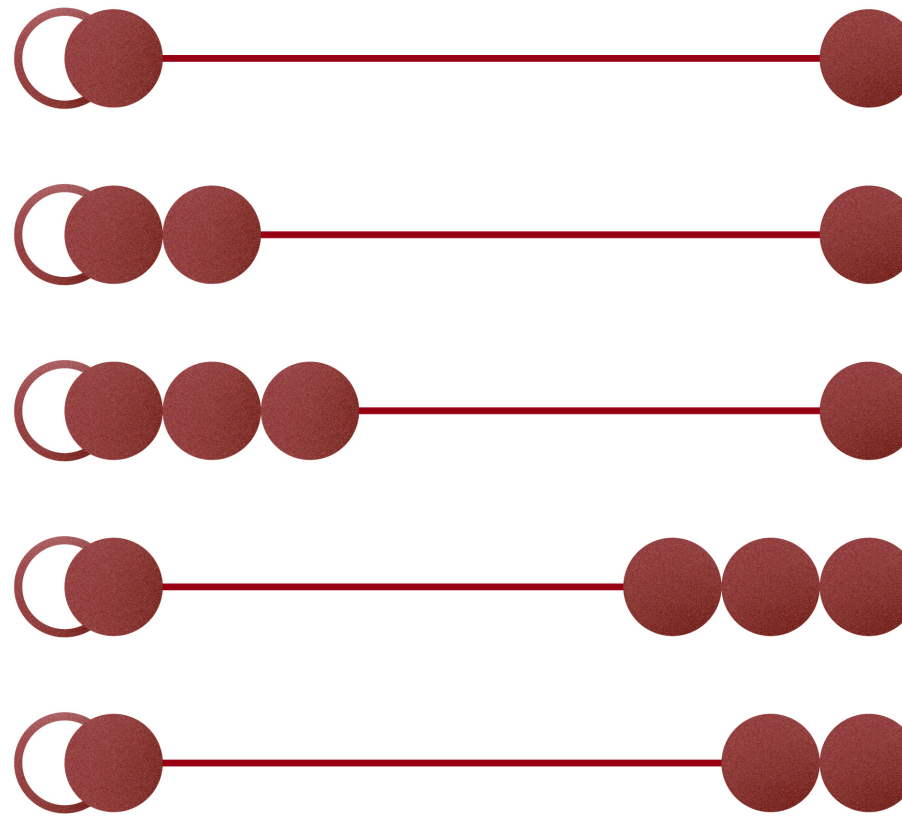
CARE PARTNER



# HONG-YEON: RED THREAD OF KNOT

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## LOOK AND FEEL

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

Jace Son

DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N/A

DRAWING TITLE

LOOK AND FEEL

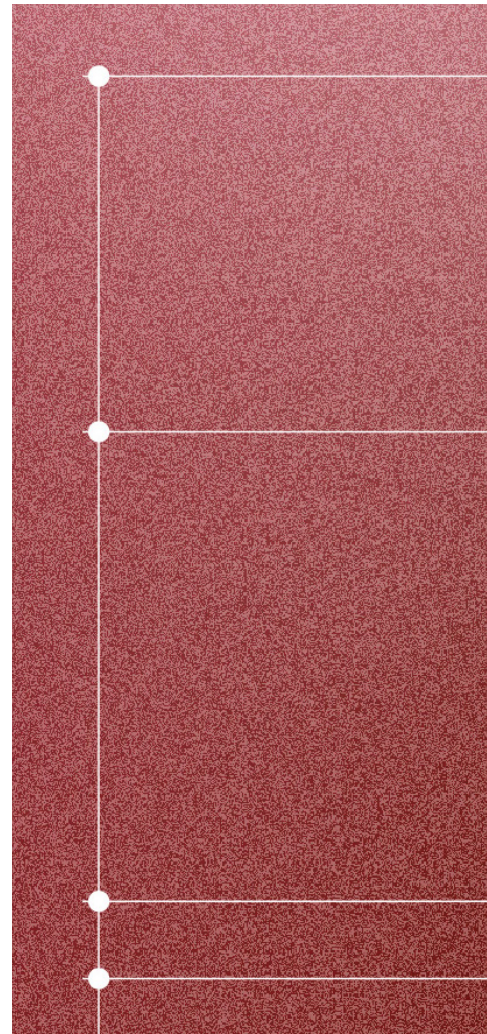
SCALE

N/A

DATE

12/09/202

**EX4.07**



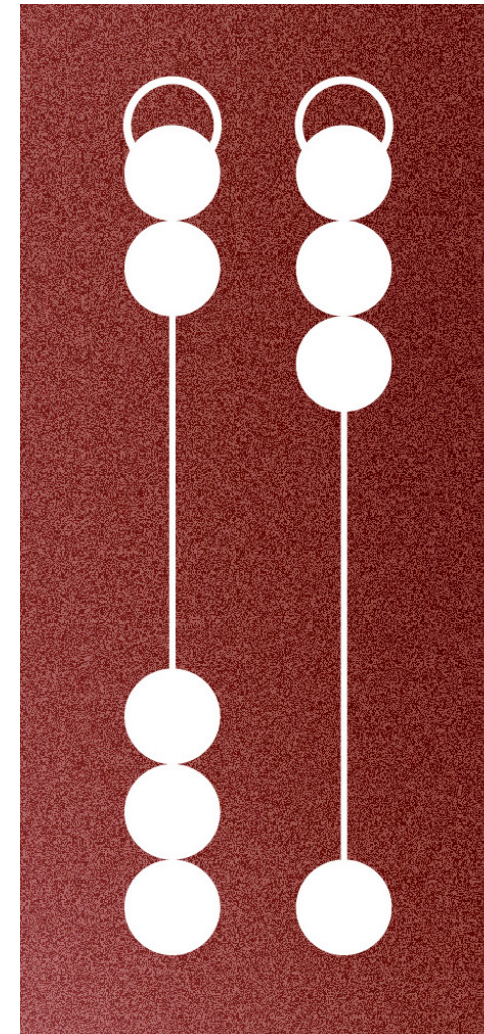
**GRID SYSTEM**

Lines and dots to deliver threads visual look and feel



**GRAIN BACKGROUND**

Red is only used to create contrast and accent



**VISUAL MOTIF**

Lines and circles sybomlize thread and knots, refelcts the stages of the disease

**LOOK AND FEEL**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

LOOK AND FEEL

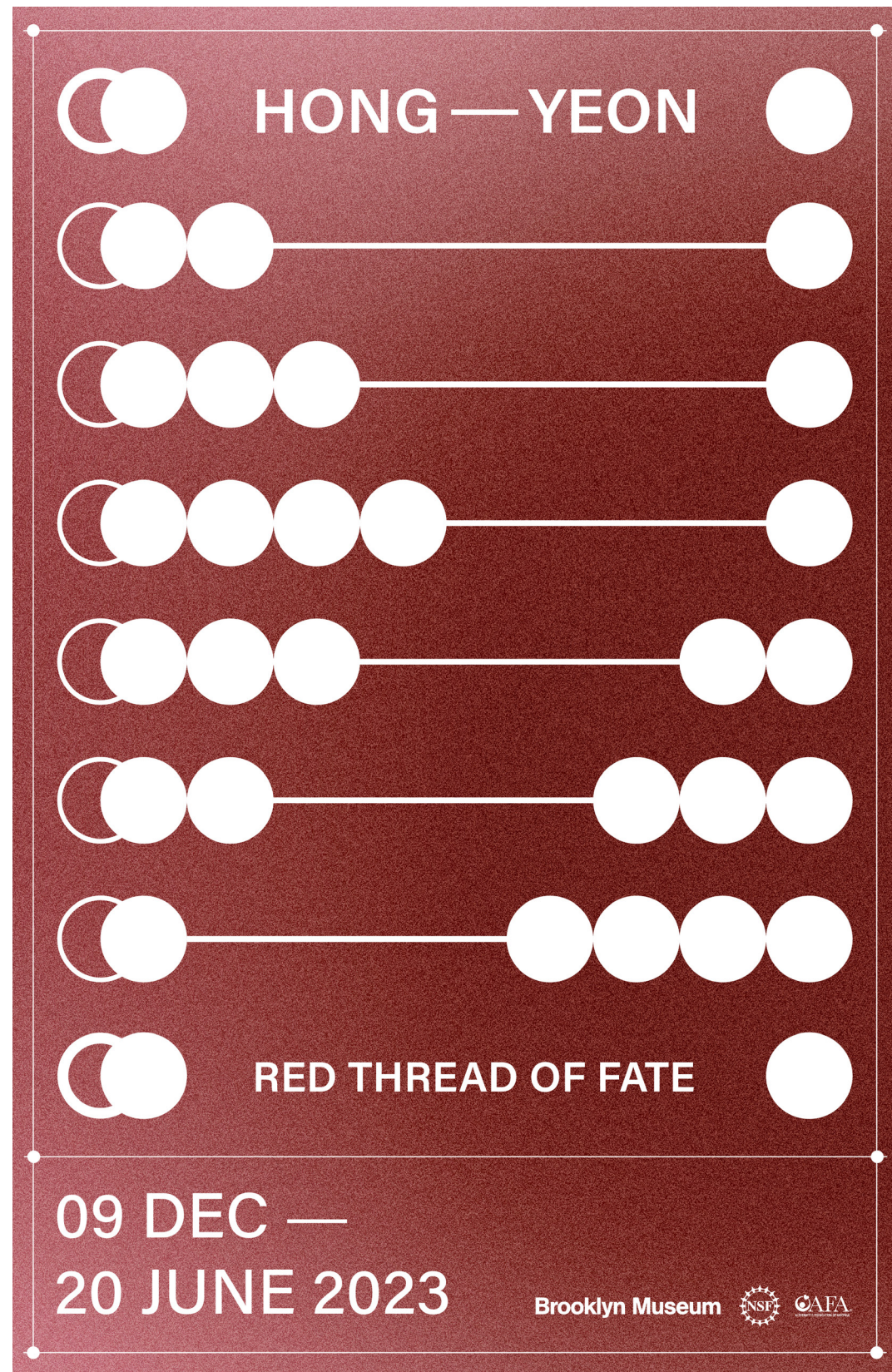
SCALE

N/A

DATE

12/09/2022

**EX4.08**



**POSTER**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

POSTER

SCALE

N/A

DATE

12/09/202

**EX4.09**

**MUSEUM TICKET**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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KEY PLAN

N/A

DRAWING TITLE

MUSEUM TICKET

SCALE

N/A

DATE

12/09/2022

**EX4.10**



**HONG — YEON**

09 DEC —  
20 JUNE 2023

"An invisible red thread connects those who are destined to meet, regardless of time, place or circumstance. The thread may stretch or tangle, but it will never break."

Alzheimer's or dementia patients may lose altered memories and feelings for their loved ones, which distinguishes this disease from others. Not only people with dementia but also their care partners experience the agony of watching their loved ones forget them. The red thread of fate, a Korean belief will convey to visitors that their relationships will remain connected for as long as their loved ones remember.

**ABOUT HONG-YEON**

**RED THREAD OF FATE**  
"An invisible red thread connects those who are destined to meet, regardless of time, place or circumstance. The thread may stretch or tangle, but it will never break."

This philosophy explains that our lives move in a pre-ordained direction guided by invisible strings of thread woven into the fabric of the universe itself. While we might not realize, these strings connect us to a distant person we are fated to meet. Varying from the length of the string, it signifies how long the two fated ones will cross each other's path that may be shortened or prolonged depending on the circumstance and place.

The origin of the red string of fate is derived from an ancient East Asian belief. In Japanese and Korean culture, it is thought that the string is tied around the little finger while around the ankle in Chinese legend. It is believed that the color of the string being red symbolizes attraction and desire, as well as passion and love. Moreover, for the Japanese, this belief is much more aesthetic and not just limited to intimate relationships but also with people whom we connect to.

**ABOUT EXHIBITION**  
The exhibition "HONG-YEON: Red Thread of Fate" depicts the reality of suffering, dementia patients, and their care partners as they progress through the stages of Alzheimer's and dementia through a dual first-person narrative. Visitors are transported into the homes and immediate environment to experience life as a person with the disease and as a caregiver.

The color will allow visitors to navigate the exhibition. The white represents care-partners, whereas the red represents those who suffer. The red thread of fate is used throughout the exhibition as a metaphor and interpretive device to create a narrative for visitors and place.



**"There are only four kinds of people in the world: Those who have been caregivers. Those who are currently caregivers. Those who will be caregivers. And those who will need a caregiver."**  
— Rosalynn Carter

**BEING LOST IN MY OWN HOME**  
The exhibition uses a dual first-person narrative to illustrate the reality of suffering for both dementia patients and their care partners. Visitors are transported into the homes and direct environment to experience what it is like to put themselves in the shoes of a person who is living with the disease through the use of an empathic design called "being lost in my own home."

**GRAPHIC FAMILY**

PROJECT NAME  
HONG-YEON: Red Thread of Fate



CLIENT  
National Science Foundation  
Alzheimer's Foundation of America

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KEY PLAN

N/A

DRAWING TITLE

GRAPHIC FAMILY

SCALE

N/A

DATE

12/09/2023

**EX4.11**

HONG-YEON THE REMEMBERED THE FADED THE FORGOTTEN STILL WITH YOU

STAGE 01 STAGE 02 STAGE 03

**HONG YEON**  
RED THREAD OF FATE  
Start → Answer your question →

WHAT OBJECT REMINDS YOU OF YOUR HONG-YEON?

01 02 03 04 05

**WHO IS YOUR HONG-YEON?**

**FIND YOUR HONG-YEON THROUGHOUT THE JOURNEY**

- Answer the question, "Who is your Hong-Yeon?" at the kiosk station.
- Pick up your bracelet with your answer printed on it from the desk.
- Following the exhibition, answer the memory book questions at the kiosk station using the given bracelet.
- Pick up your final printed memory book at the last stage, "Still With You".

**IN THE BEDROOM: THOSE FORGOTTEN**

**LATE STAGE**  
During the late stages, your role as a caregiver focuses on preserving quality of life and dignity. Although a person in the late stage of Alzheimer's typically loses the ability to talk and express needs, research tells us that some core of the person's self may remain. This means you may be able to continue to connect throughout the late stage of the disease. At this point in the disease, the world is primarily experienced through the senses. You can express your eating through touch, sound, sight, taste and smell.

**IN THE BEDROOM: THOSE LOST**

**LATE STAGE**  
Individuals lose the ability to respond to their environment, to carry on a conversation and, eventually, to control movement. They may still say words or phrases, but communicating pain becomes difficult. As memory and cognitive skills continue to worsen, significant personality changes may take place and individuals need extensive care.

At this stage, individuals may require assistance with daily personal care, lose awareness of recent experiences as well as of their surroundings, experience changes in physical abilities, including walking, sitting and, eventually, swallowing and have difficulty communicating.

**IN THE LIVING ROOM: THOSE FADED**

**MIDDLE STAGE**  
Being a caregiver for someone in the middle stages of Alzheimer's requires flexibility and patience. As the abilities of the person with Alzheimer's change and functioning independently becomes more difficult, you will have to take on greater responsibility. Daily routines will need to be adapted, and structure will become more important. As you gain experience as a middle-stage caregiver, you will develop strategies and ways of coping that work for you and the person with dementia.

When abilities diminish further, those will need to be modified. The Alzheimer's Association offers educational workshops and resources that can provide you with the caregiving skills needed to deal with changing needs of someone in this stage of the disease.

**IN THE LIVING ROOM: THOSE LOST**

**MIDDLE STAGE**  
Middle-stage Alzheimer's is typically the longest stage and can last for many years. As the disease progresses, the person with Alzheimer's will require a greater level of care. During the middle stage of Alzheimer's, the dementia symptoms are more pronounced. The person may confuse words, get frustrated or angry, and act in unexpected ways, such as refusing to bathe. Damage to nerve cells in the brain can also make it difficult for the person to express thoughts and perform routine tasks without assistance.

Symptoms, which vary from person to person, may include: being forgetful of events or personal history, and feeling moody or withdrawn, especially in socially or mentally challenging situations.

# EX 500. DETAILS

**WAYFINDING**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

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Alzheimer's Foundation of America

DESIGNED BY

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KEY PLAN

N/A

DRAWING TITLE

WAYFINDING

SCALE

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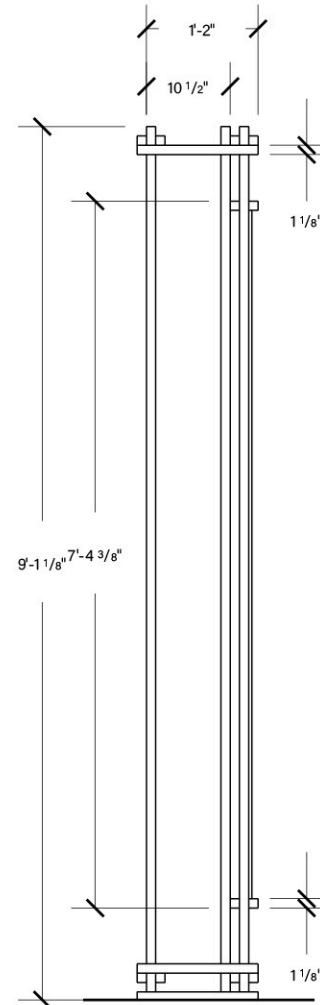
DATE

12/09/202

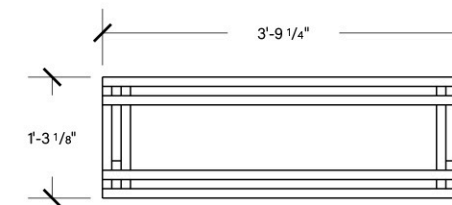
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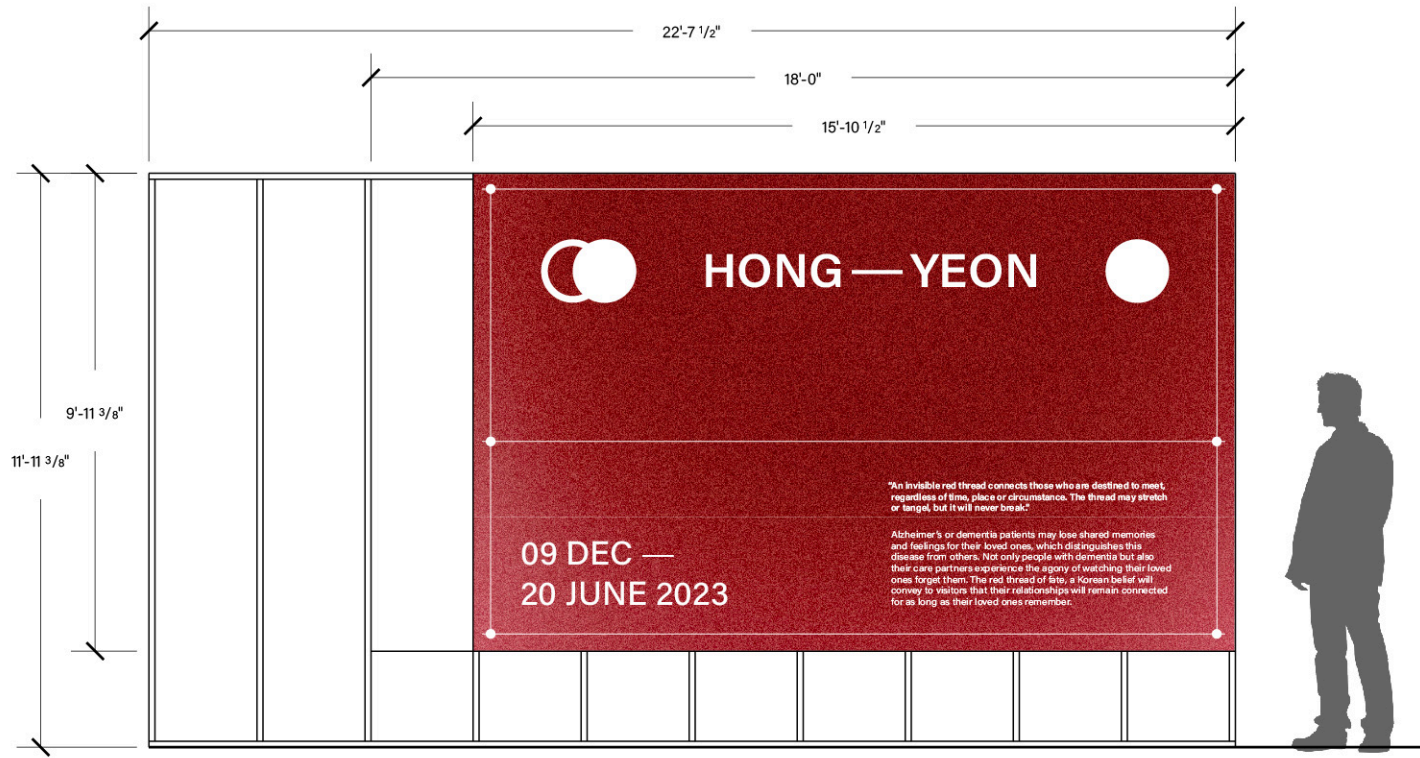
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SCALE: 1/2" = 1'-0" 00A.01.GR01



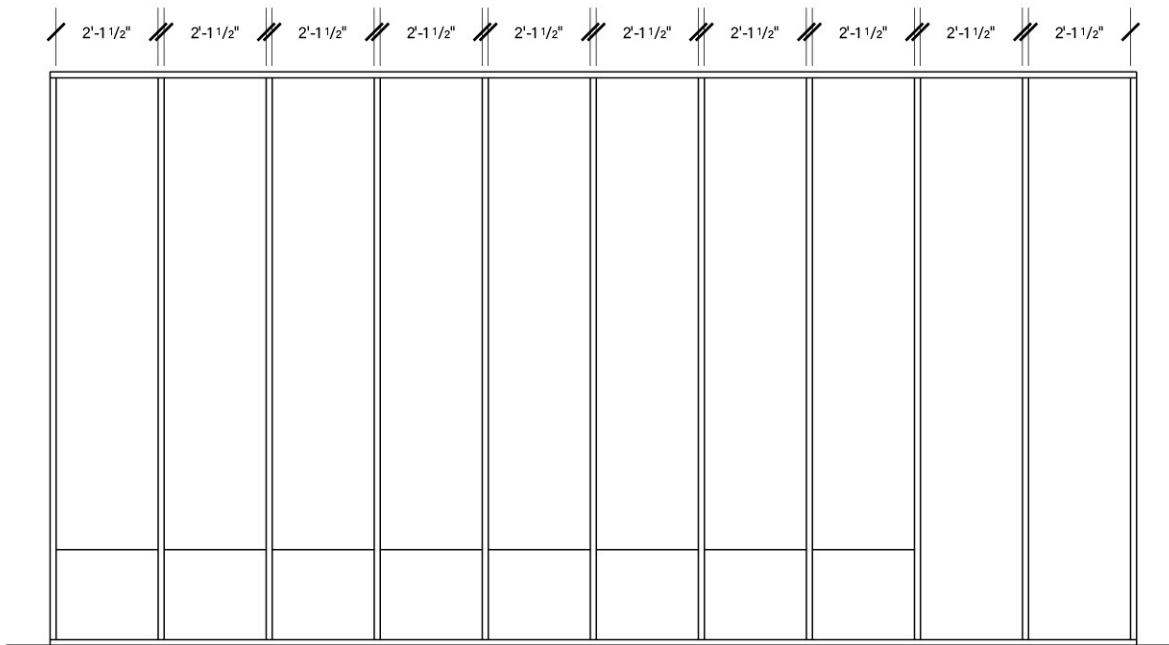
**2** SIDE VIEW  
SCALE: 1/2" = 1'-0" 00A.01.GR01



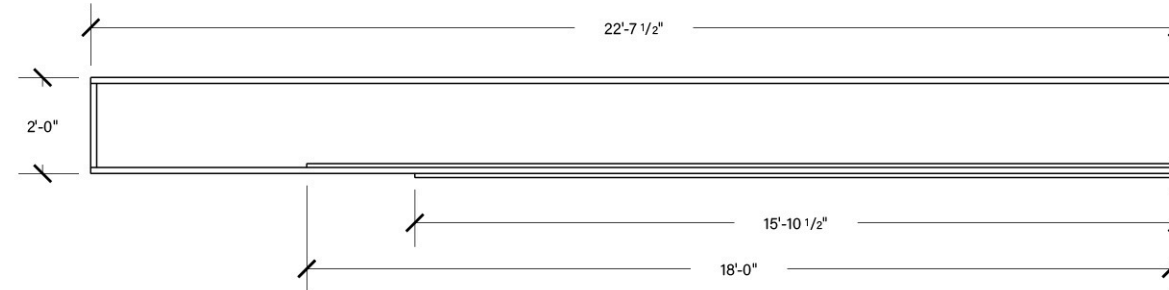
**3** PLAN VIEW  
SCALE: 1/2" = 1'-0" 00A.01.GR01



**1** ELEVATION - FRONT  
SCALE: 1/2" = 1'-0" 01A.01.GR01



**2** BACK VIEW  
SCALE: 1/2" = 1'-0" 01A.01.GR01



**3** PLAN VIEW  
SCALE: 1/2" = 1'-0" 01A.01.GR01

**INTRO WALL**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

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DESIGNED BY

Jace Son

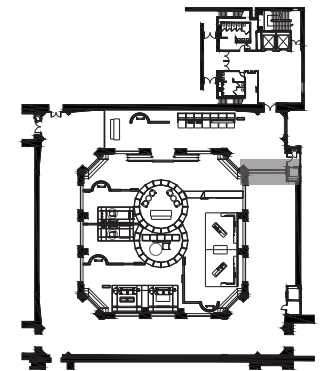
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KEY PLAN



DRAWING TITLE

INTRO WALL

SCALE

1/2"=1'-0"

DATE

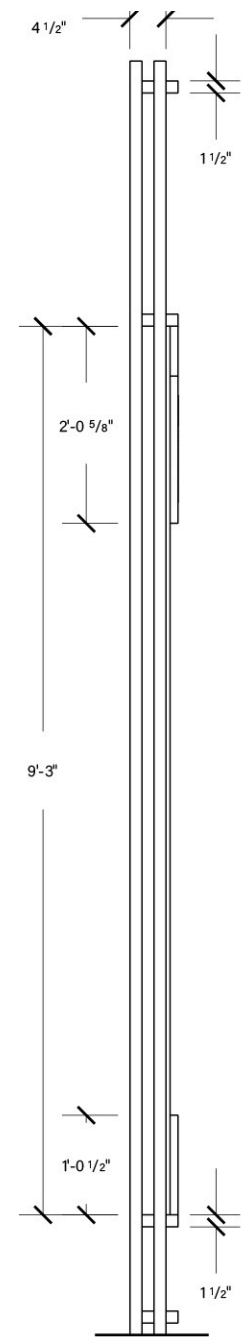
12/09/2022

**EX5.02**

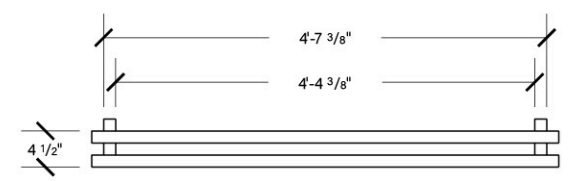




**1** ELEVATION - FRONT  
SCALE: 1/2" = 1'-0" 02A.01.GR01



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



**3** PLAN VIEW  
SCALE: 1/2" = 1'-0" 02A.01.GR01

**AREA IDENTIFICATION**

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation  
Alzheimer's Foundation of America

DESIGNED BY

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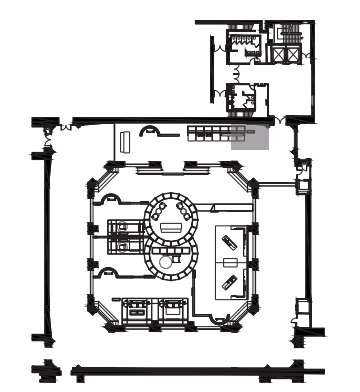
DISCALIMER

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KEY PLAN



DRAWING TITLE

AREA IDENTIFICATION

SCALE

1/2"=1'-0"

DATE

12/09/202

**EX5.03**

**CONTENT GRAPHIC\_01**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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Alzheimer's Foundation of America

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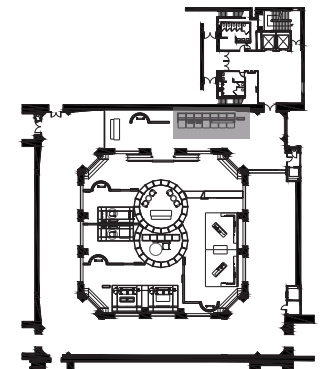
DISCALIMER

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KEY PLAN



DRAWING TITLE

CONTENT GRAPHIC\_01

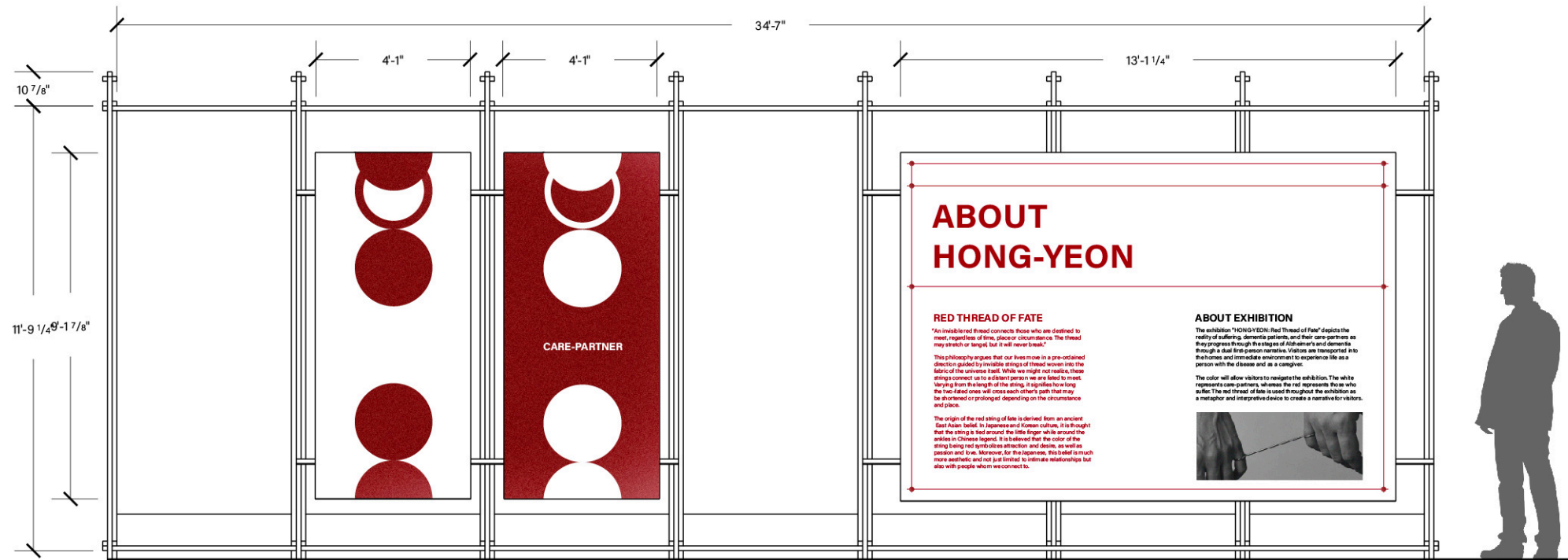
SCALE

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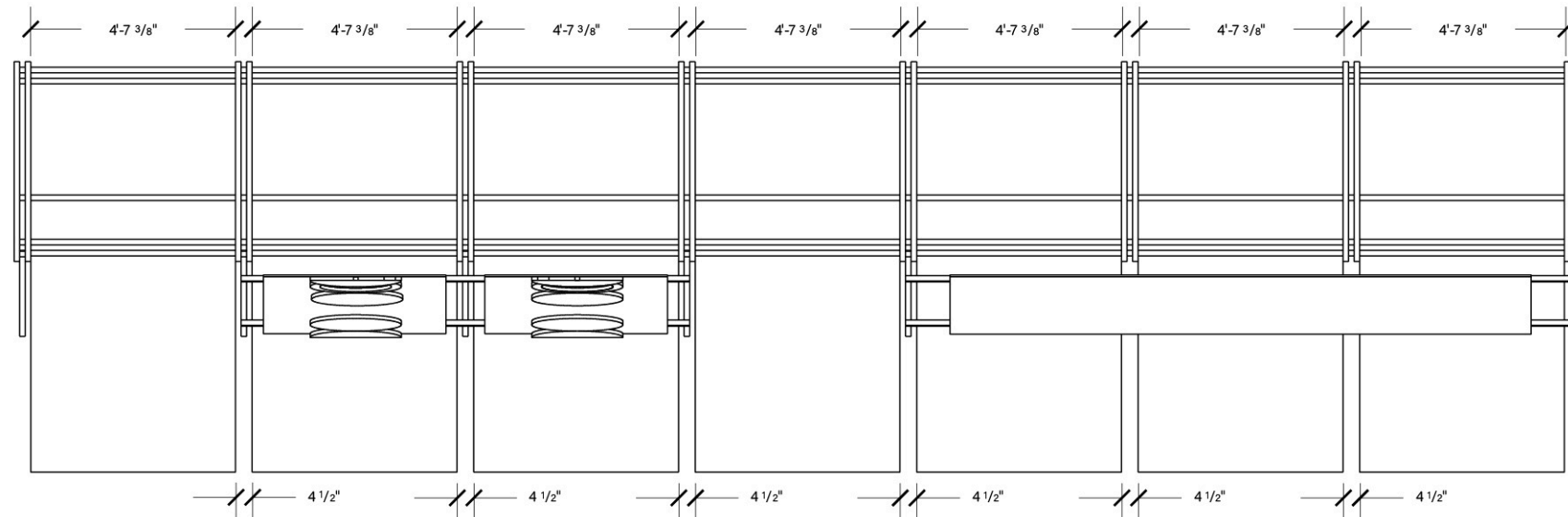
DATE

12/09/2022

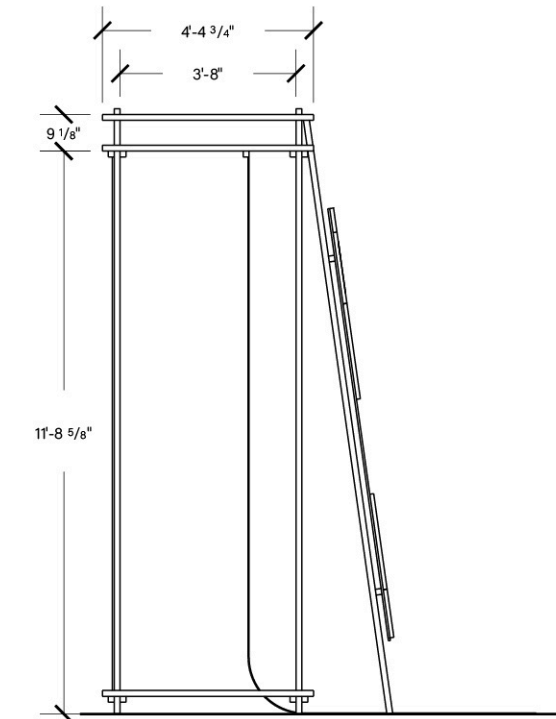
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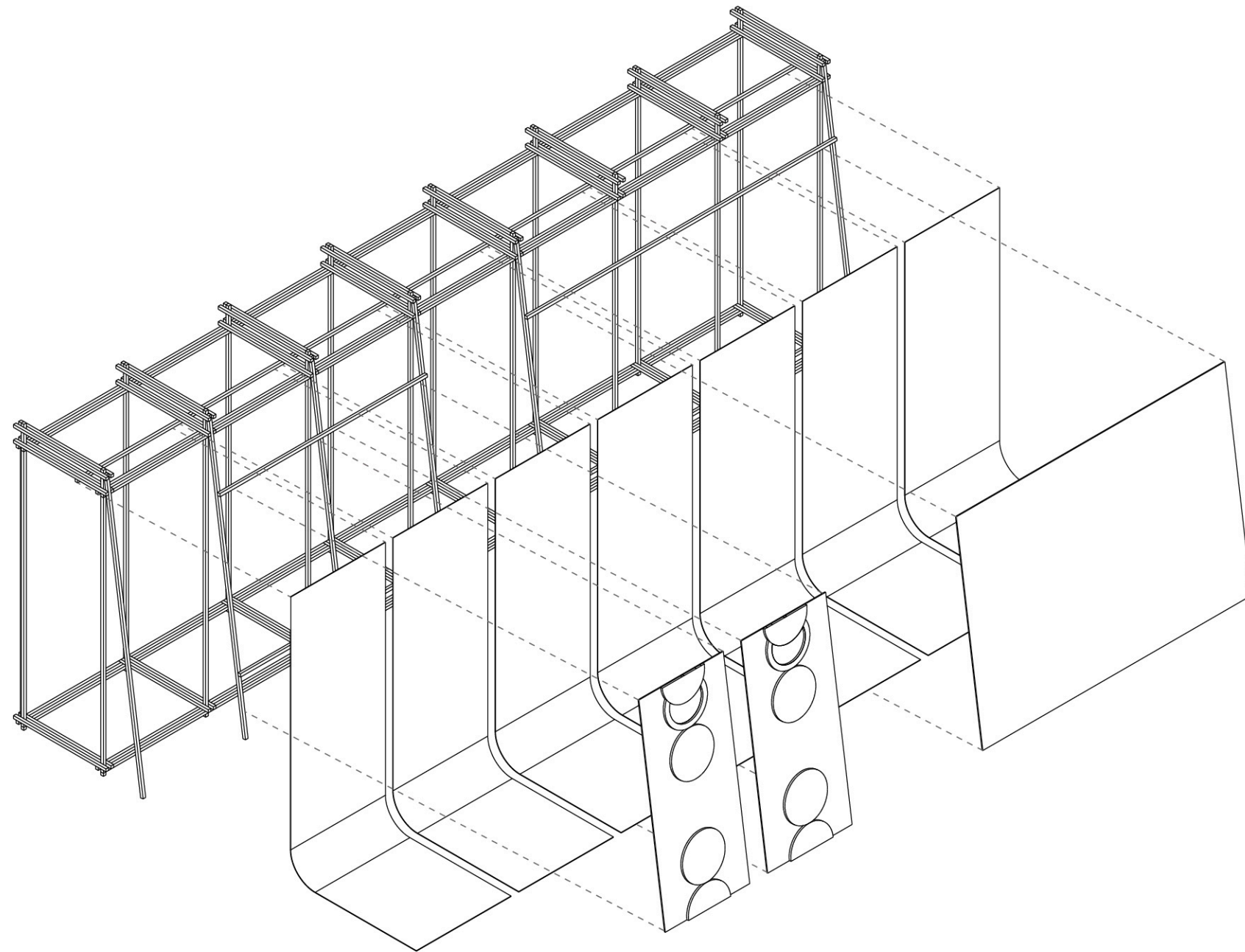
**1** ELEVATION - FRONT  
SCALE: 1/4" = 1'-0" 02A.02.GR02



**2** PLAN VIEW  
SCALE: 1/4" = 1'-0" 02A.02.GR02



**3** SIDE VIEW  
SCALE: 1/4" = 1'-0" 02A.02.GR02



**4** EXPLODED ISOMETRIC VIEW  
 SCALE: 3/16" = 1'-0" 02A.02.GR02

**CONTENT GRAPHIC\_01**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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 Alzheimer's Foundation of America

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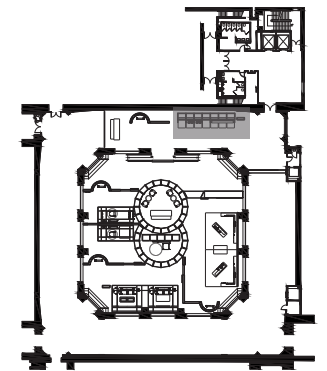
DISCALIMER

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KEY PLAN



DRAWING TITLE

CONTENT GRAPHIC\_01

SCALE

3/16"=1'-0"

DATE

12/09/202

**EX5.05**

**CONTENT GRAPHIC\_02**

PROJECT NAME  
 HONG-YEON: Red Thread of Fate



CLIENT  
 National Science Foundation  
 Alzheimer's Foundation of America

DESIGNED BY  
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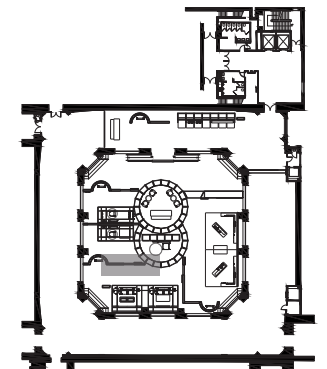
**DISCALIMER**

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**KEY PLAN**

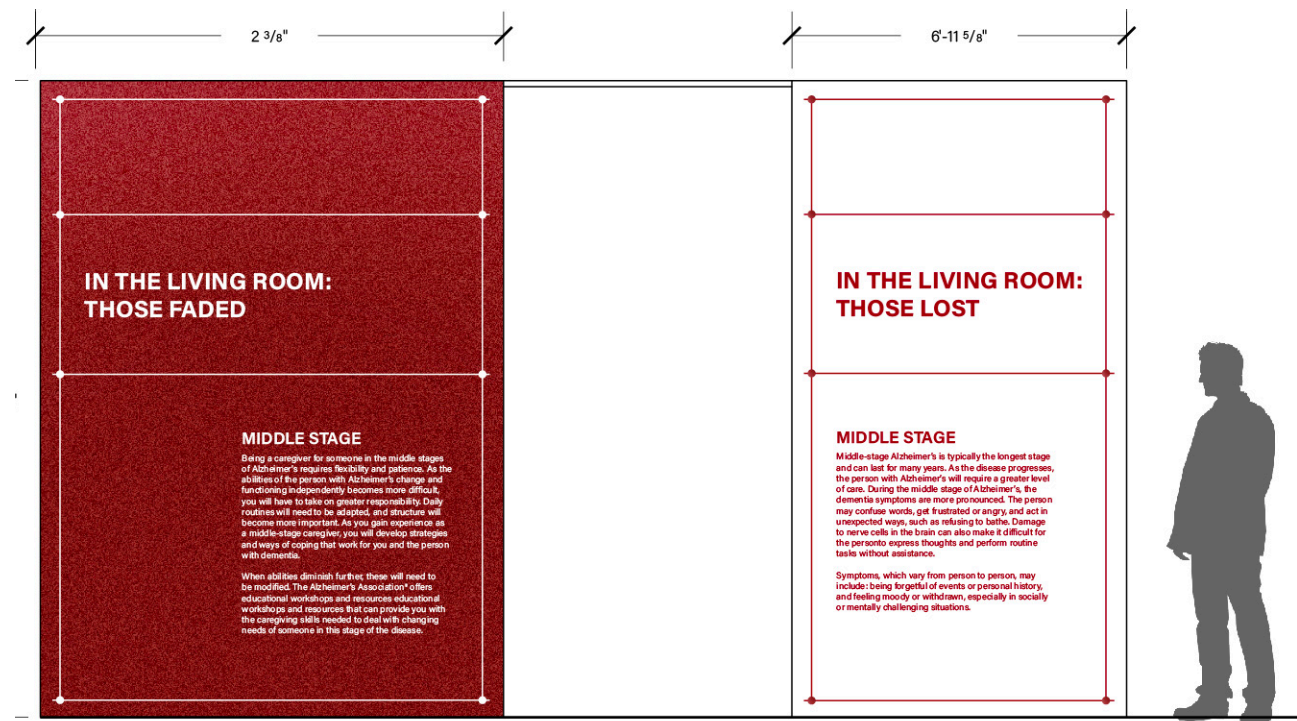


DRAWING TITLE  
 CONTENT GRAPHIC\_02

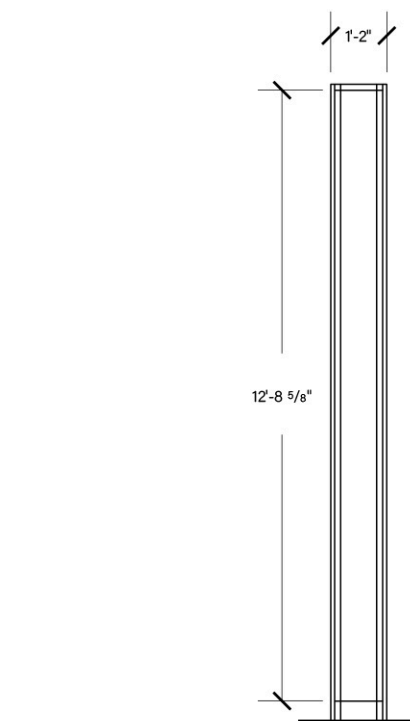
SCALE  
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DATE  
 12/09/2022

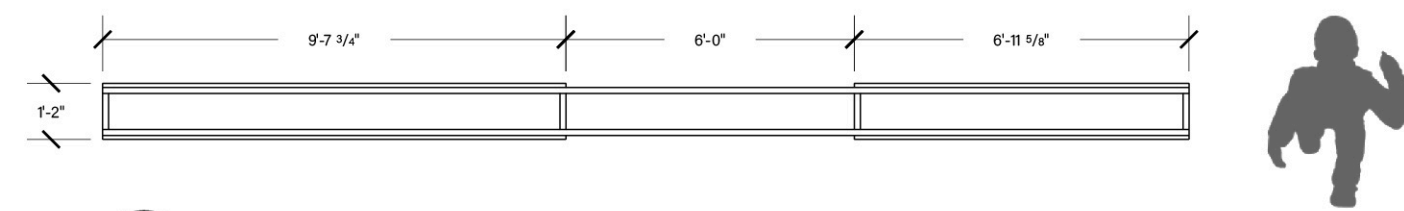
**EX5.06**



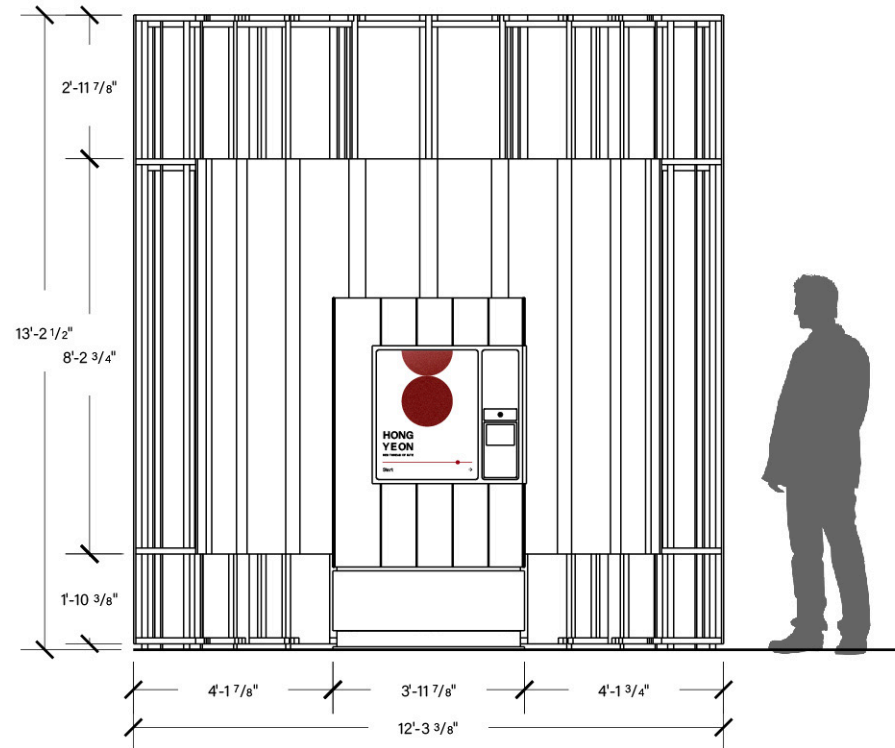
**1** ELEVATION - FRONT  
 SCALE: 1/4" = 1'-0" 06A.02.GR02



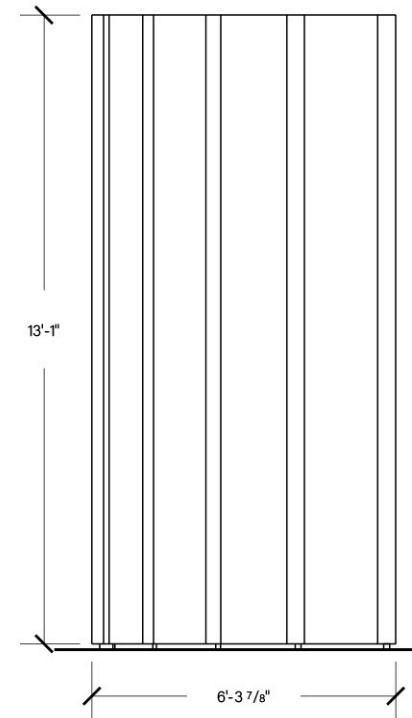
**2** ELEVATION - FRONT  
 SCALE: 1/4" = 1'-0" 06A.02.GR02



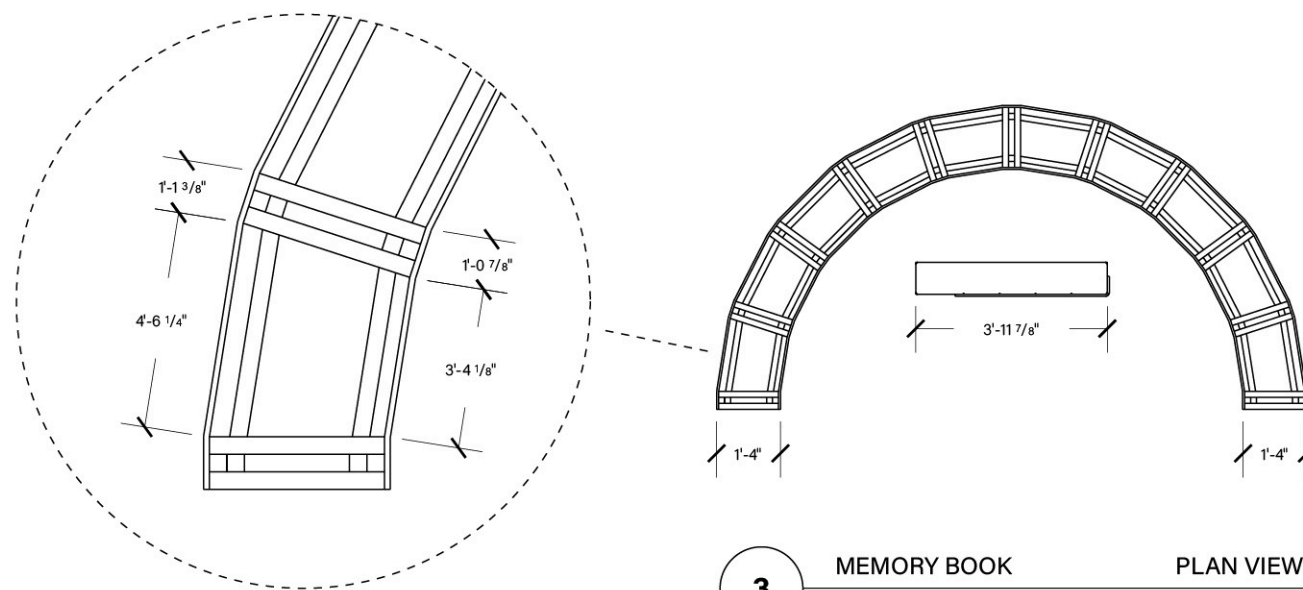
**3** ELEVATION - FRONT  
 SCALE: 1/4" = 1'-0" 06A.02.GR02



**1** MEMORY BOOK ELEVATION - FRONT  
SCALE: 1/4" = 1'-0"



**2** MEMORY BOOK SIDE VIEW  
SCALE: 1/4" = 1'-0"



**3** MEMORY BOOK PLAN VIEW  
SCALE: 1/4" = 1'-0"

**MEMORY BOOK**

PROJECT NAME  
HONG-YEON: Red Thread of Fate



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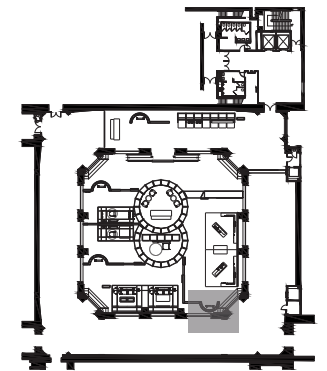
DESIGNED BY  
Jace Son

DISCALIMER  
THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK.

WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

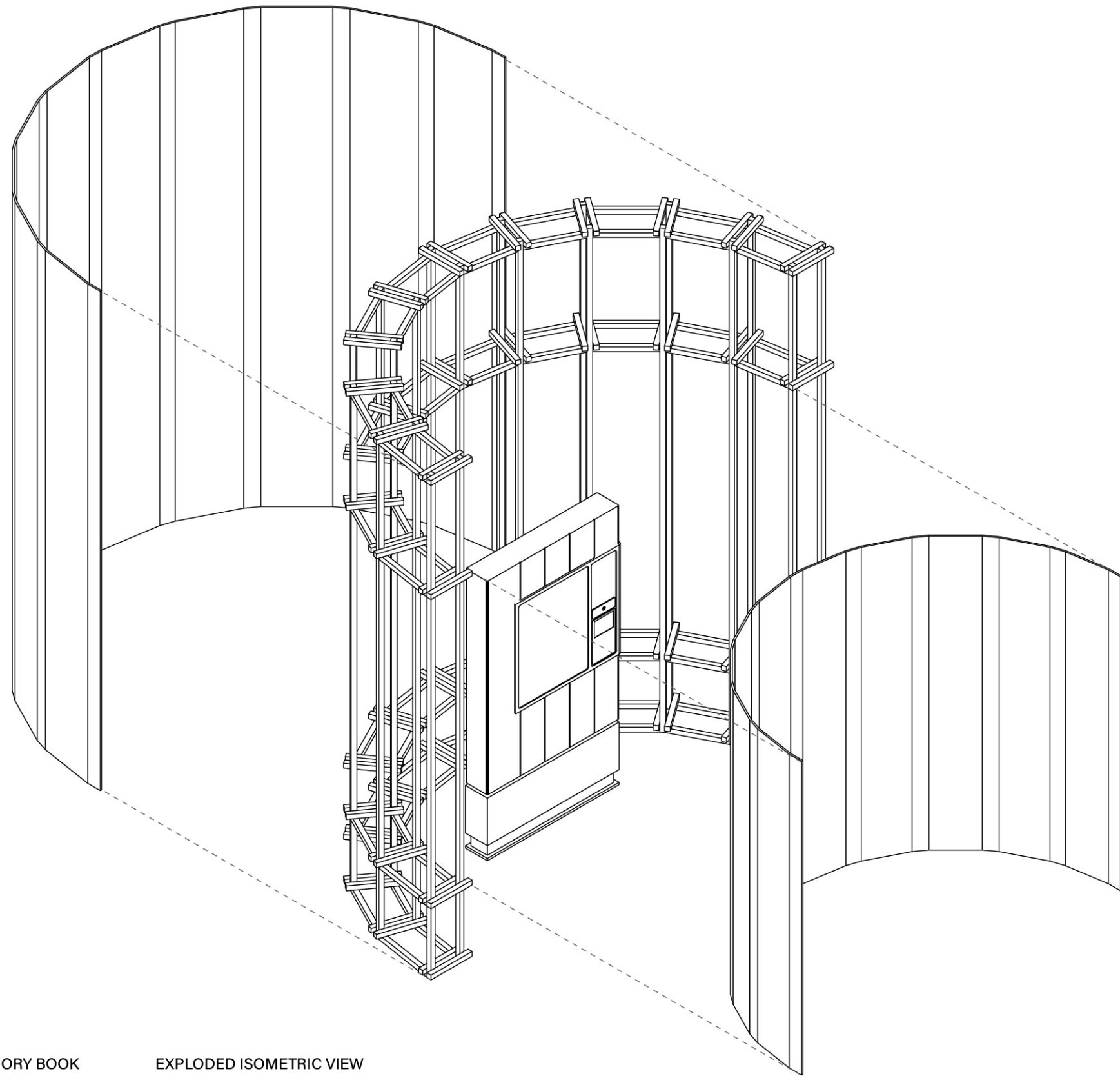


DRAWING TITLE  
MEMORY BOOK

SCALE  
1/4"=1'-0"

DATE  
12/09/202

**EX5.07**



4 MEMORY BOOK EXPLODED ISOMETRIC VIEW  
SCALE: 3/8" = 1'-0"

**MEMORY BOOK**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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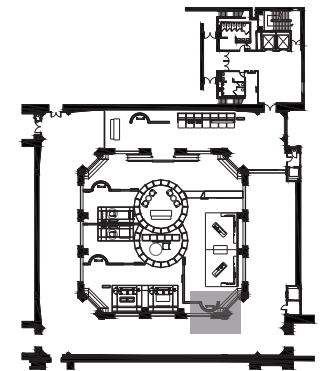
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

MEMORY BOOK

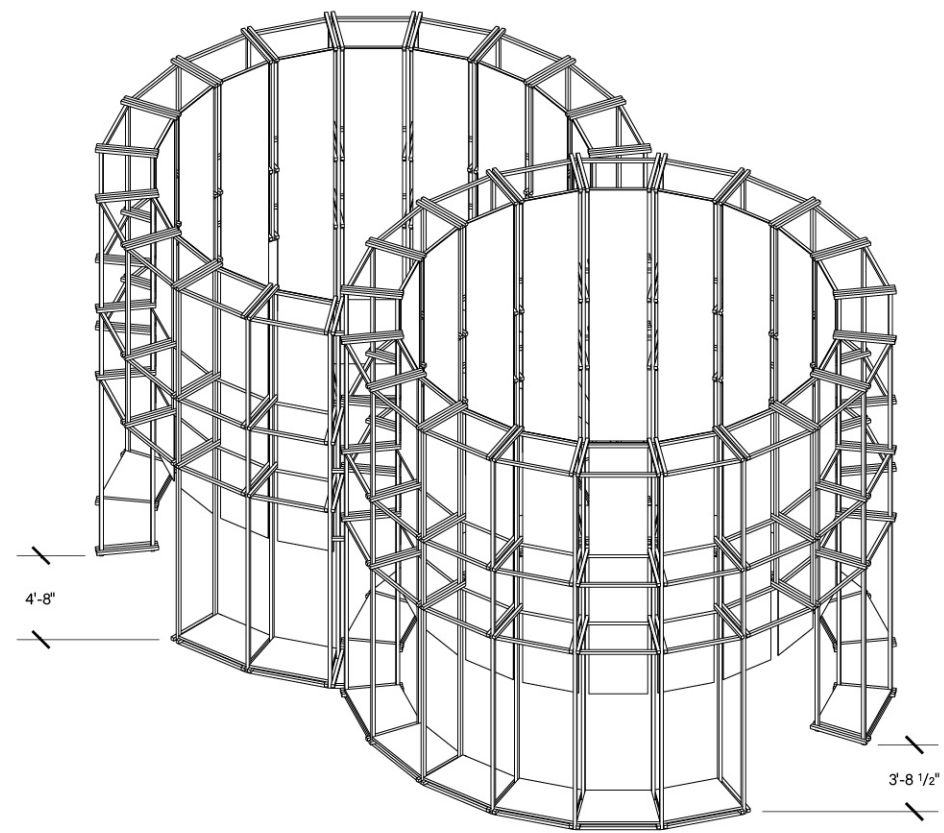
SCALE

3/8"=1'-0"

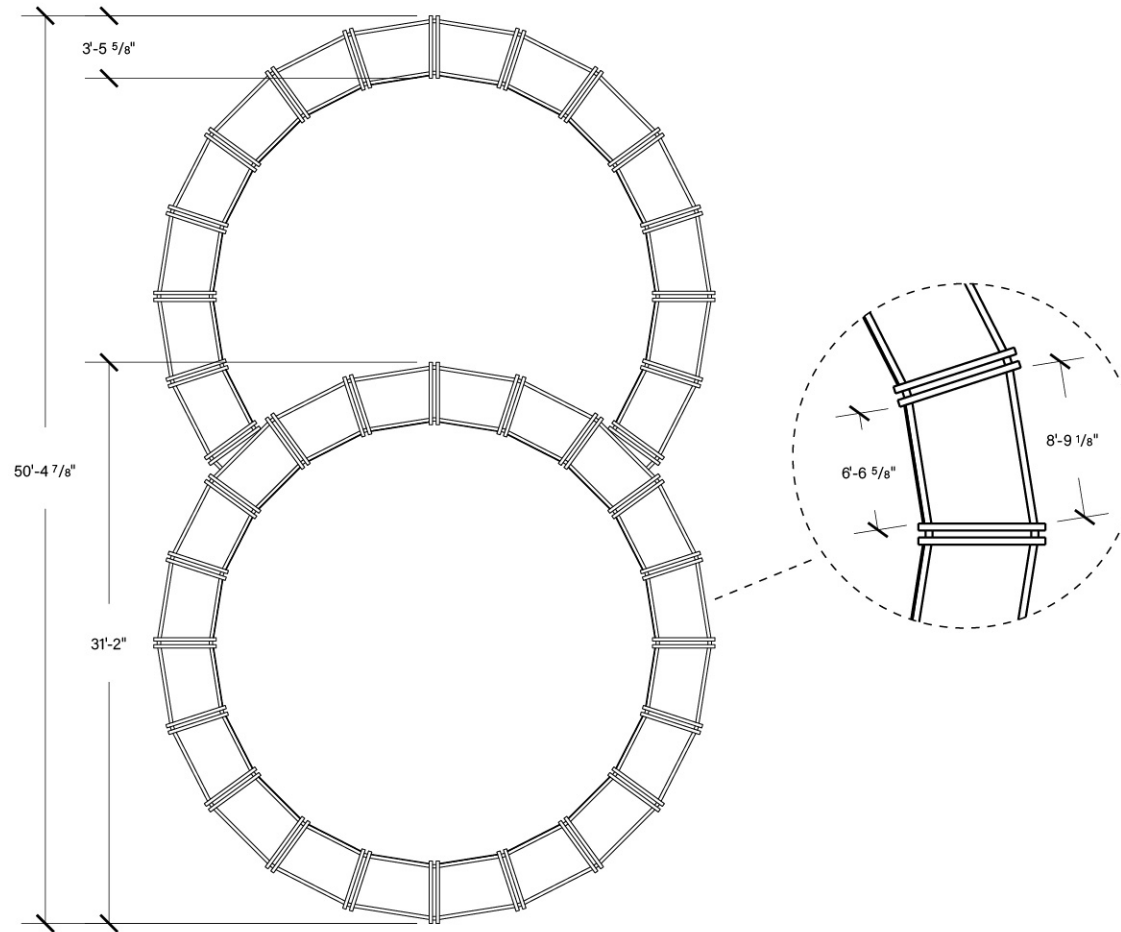
DATE

12/09/2022

**EX5.08**



**1** STILL WITH YOU ISOMETRIC VIEW  
SCALE: 3/32" = 1'-0"



**2** STILL WITH YOU PLAN VIEW  
SCALE: 3/32" = 1'-0"

**STILL WITH YOU**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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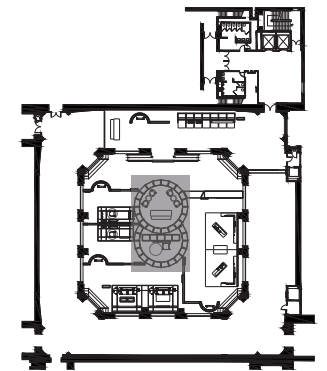
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

STILL WITH YOU

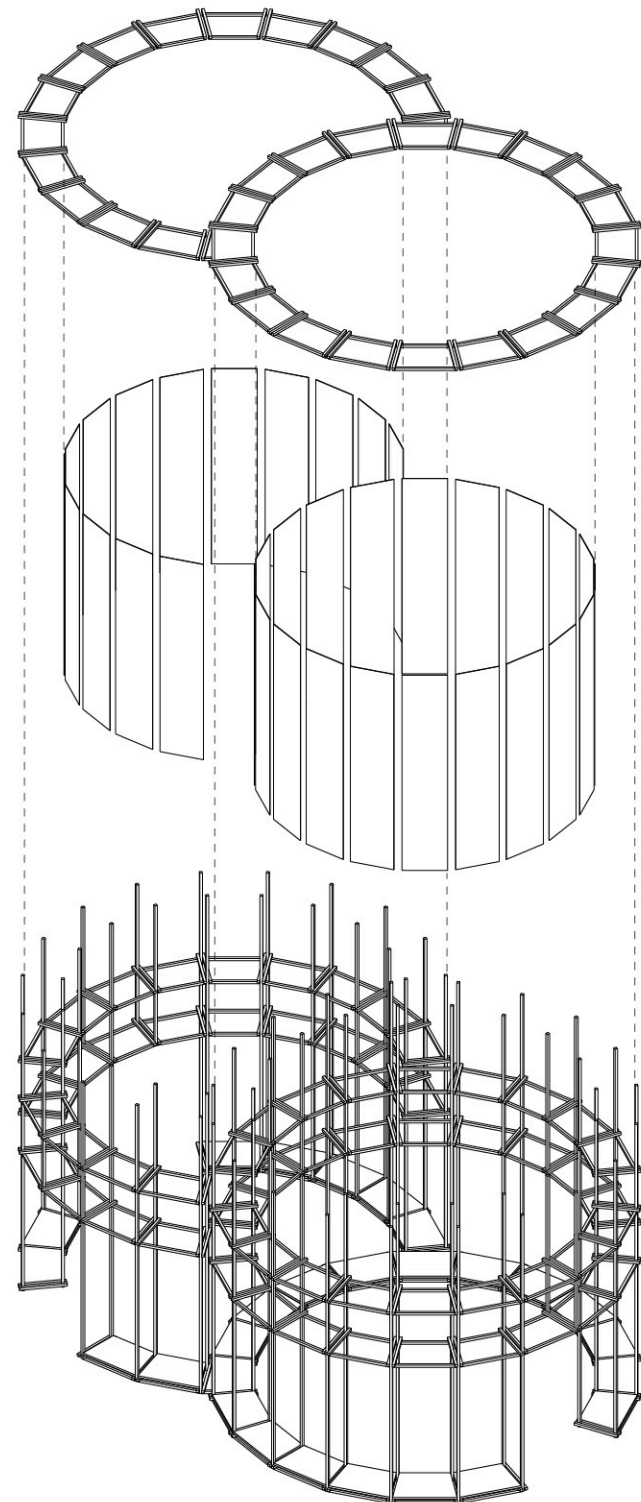
SCALE

3/32"=1'-0"

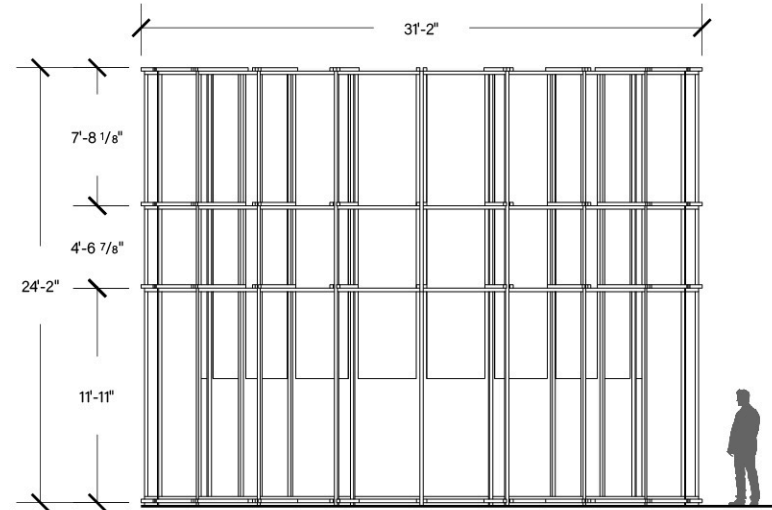
DATE

12/09/202

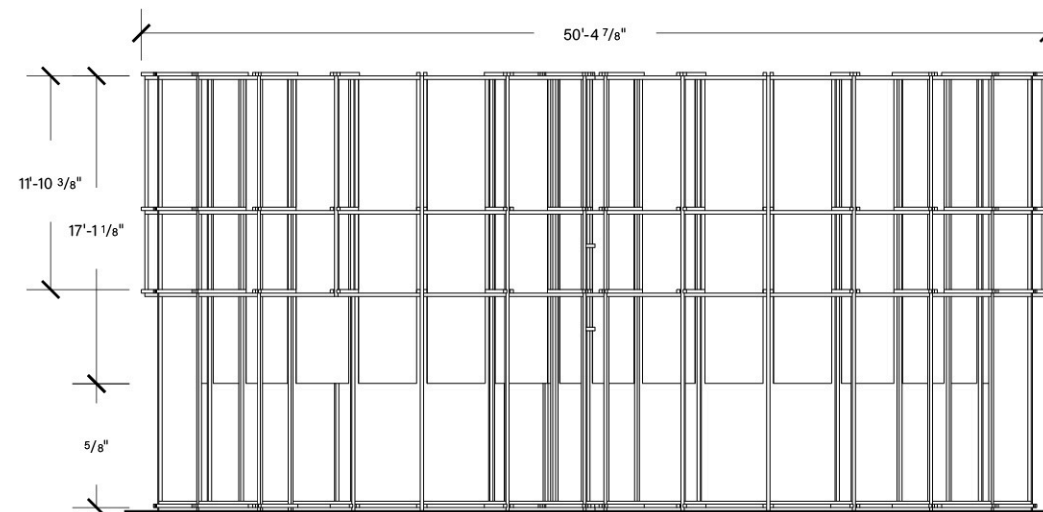
**EX5.09**



**3** STILL WITH YOU EXPLODED ISOMETRIC VIEW  
SCALE: NTS



**4** STILL WITH YOU ELEVATION - FRONT  
SCALE: 3/32" = 1'-0"



**5** STILL WITH YOU SIDE VIEW  
SCALE: 3/32" = 1'-0"

**STILL WITH YOU**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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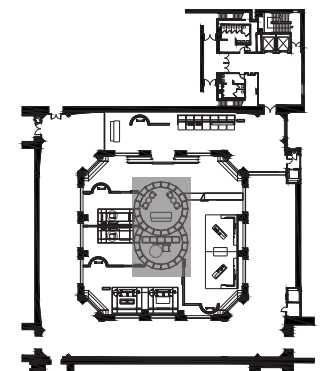
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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

STILL WITH YOU

SCALE

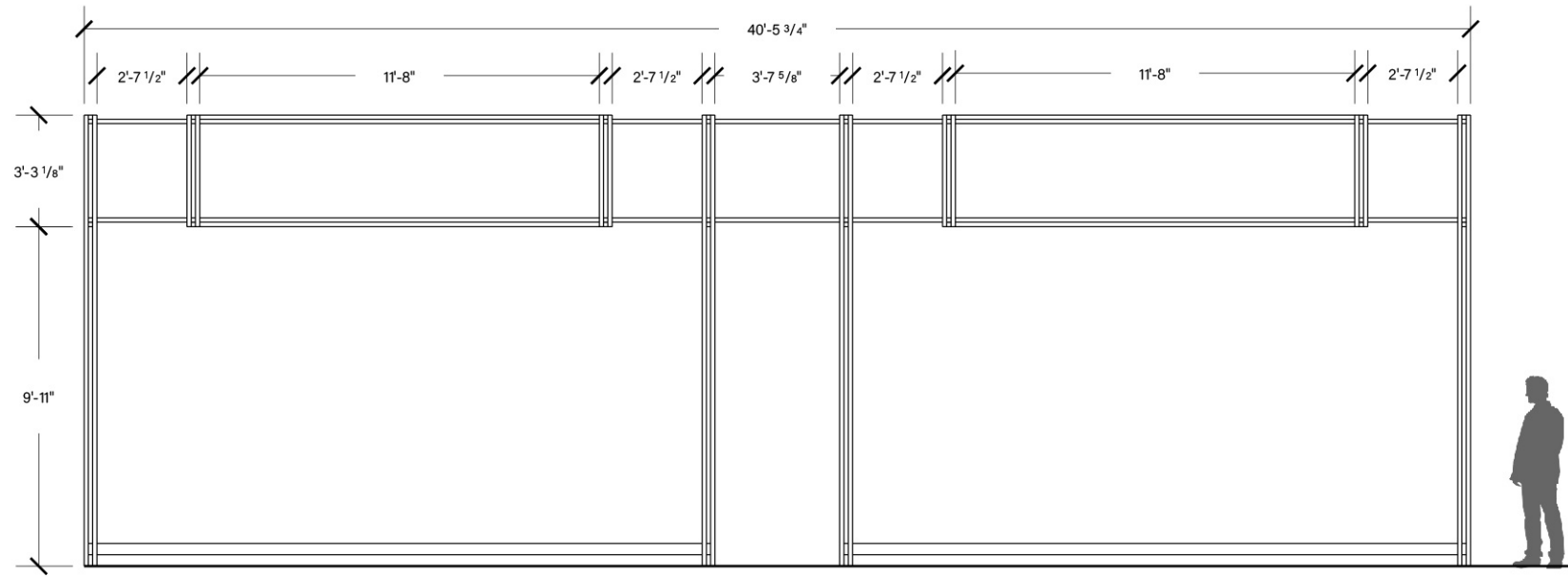
3/32"=1'-0"

DATE

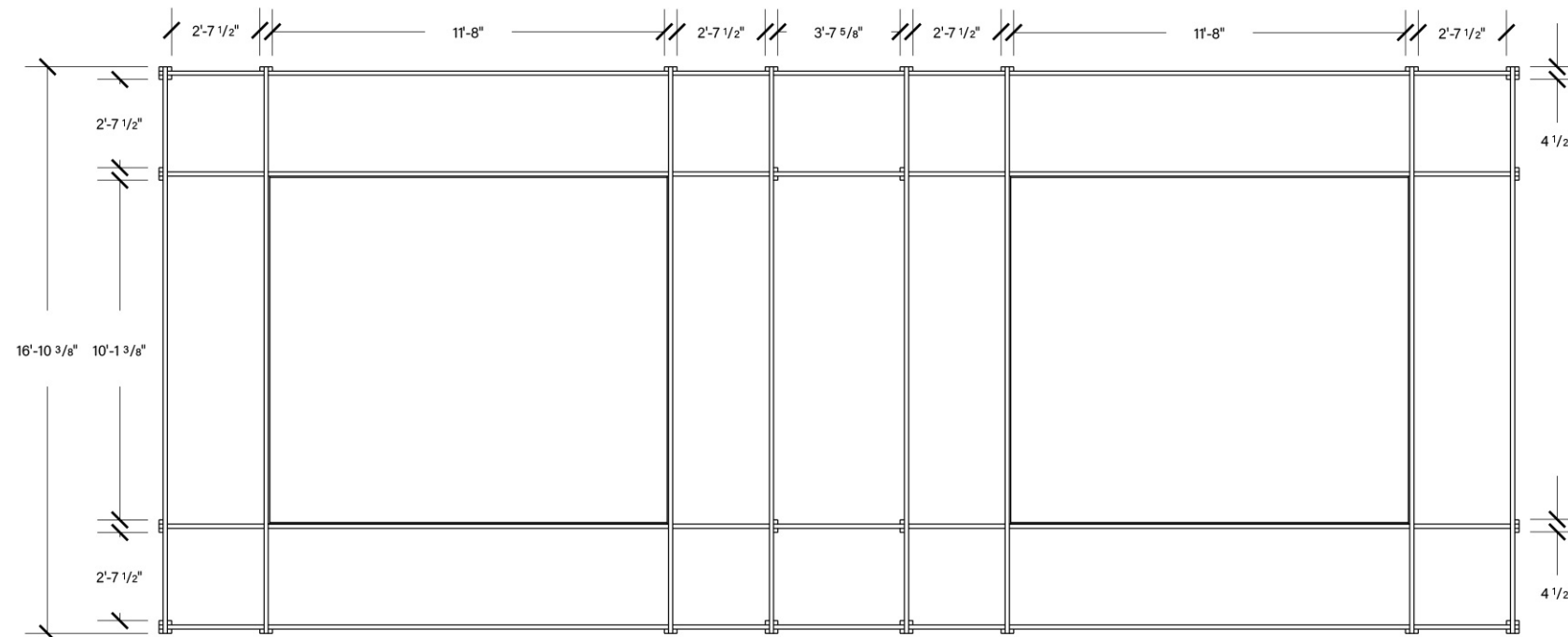
12/09/2022

**EX5.10**





**1** STAGE 02 ELEVATION - FRONT  
SCALE: 3/16" = 1'-0"



**2** STAGE 02 PLAN VIEW  
SCALE: 3/16" = 1'-0"

**STAGE 02**

PROJECT NAME

HONG-YEON: Red Thread of Fate



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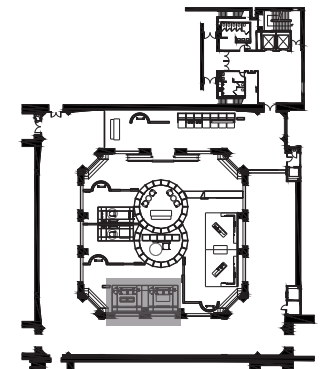
DISCALIMER

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MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

STAGE 02

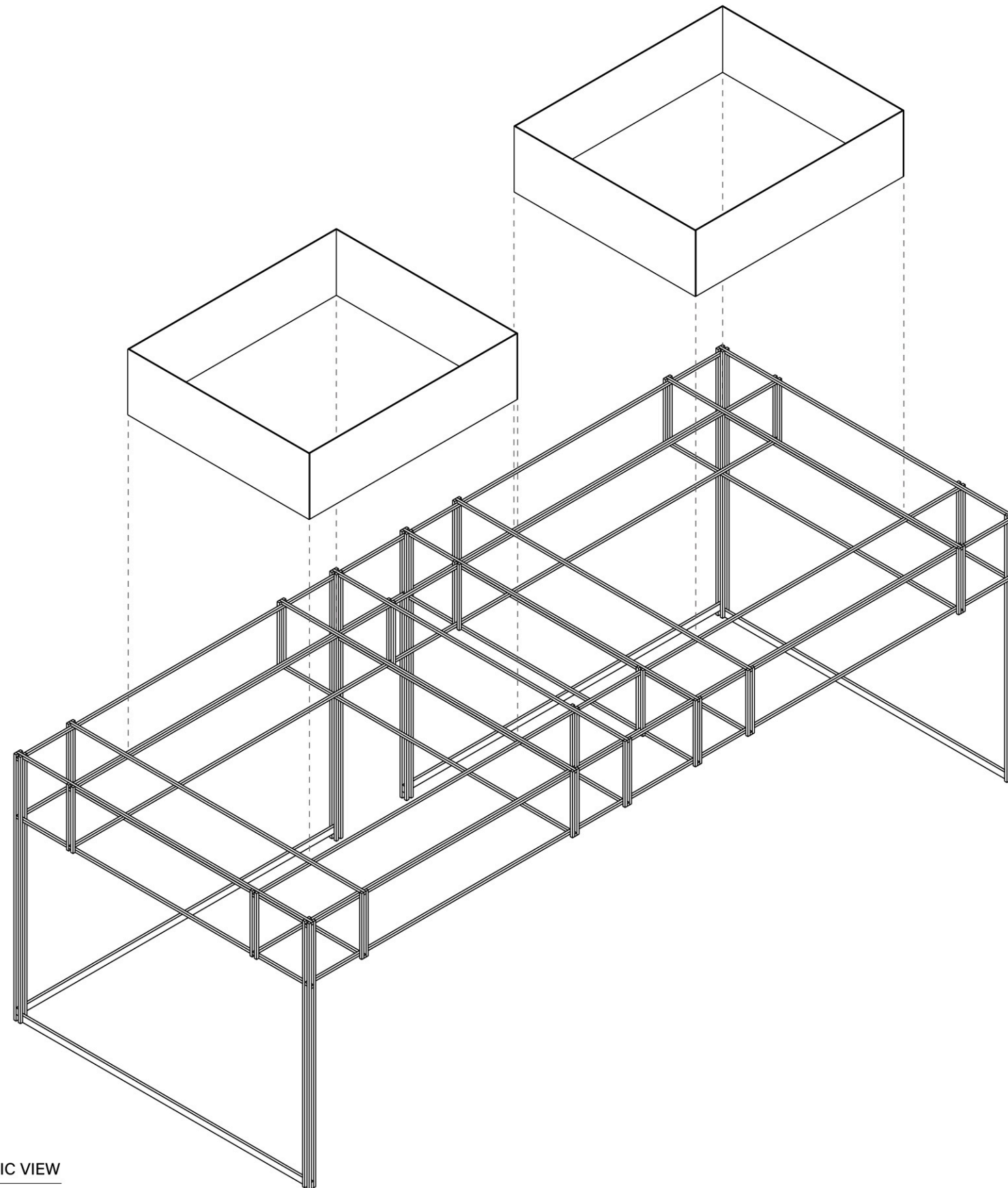
SCALE

3/16"=1'-0"

DATE

12/09/202

**EX5.11**



**STAGE 02**

PROJECT NAME

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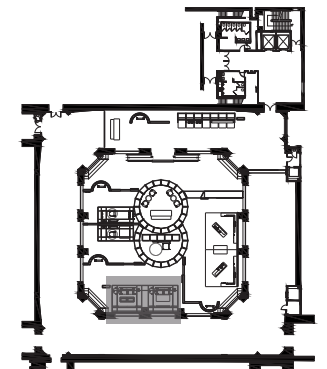
DISCALIMER

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KEY PLAN



DRAWING TITLE

STAGE 02

SCALE

N/A

DATE

12/09/2022

**EX5.12**

3

STAGE 03  
SCALE: NTS

EXPLODED ISOMETRIC VIEW