

THERE

a n d

BACK

50 Years on the Moon

# Table of Contents

|                            |           |
|----------------------------|-----------|
| <b>Exhibition Overview</b> | <b>3</b>  |
| Exhibition Brief           | 4         |
| Object List                | 5         |
| Concept Plans              | 12        |
| Evaluations                | 14        |
| Floor Plan                 | 15        |
| Scale Model                | 18        |
| <b>Exhibition Details</b>  | <b>19</b> |
| Typical Views              | 20        |
| Materials and Palette      | 24        |
| Furniture Typology         | 26        |
| Lighting Plan              | 27        |
| <b>Exhibition Identity</b> | <b>28</b> |
| Identity and Palette       | 29        |
| Graphical Elements         | 30        |
| In-situ Perspective        | 33        |

# EXHIBITION OVERVIEW

# EXHIBITION BRIEF

## Core Concept

In commemoration of the 1969 Apollo 11 Space Launch, this exhibition will focus on the different perspectives of those who made the historic event possible as well as the people who witnessed the spacecraft ascend into blackness. Our exhibit will allow the audience to place themselves in the lives of those who were behind the action of the Apollo 11 and those who were affected by it. This will be a history lesson unlike your normal space and science museum, but a visually stimulating and tactile experience.

## Exhibition Overview

On July 16, 1969, an estimated 530 million people watched as NASA launched the Apollo 11 space craft into space. Their mission: To perform a crewed lunar landing and return to earth. Today, everyone knows President John F. Kennedy’s initiative into space was a success. What many of us do not know, were the people surrounding this leap in history; the pressure NASA command control-men carried on their shoulders, the 3 brave astronauts willing to risk their lives into the unknown, the viewers around the globe who stared into their television sets or how it affected Russia’s initiative to compete with the US. Our Exhibition will give people the opportunity to glimpse into the lives of these 4 groups and understand what the Apollo 11 launch was like during the 6 day venture out of our atmosphere; all while exploring through interactive simulations, immense visuals and objects from the actual launch in 1969.

## Exhibition Details

**VENUE:** Manetti Shrem Museum of Art, Davis, CA

**DATES:** November 11, 2019 – February 9, 2020

**AUDIENCE:** general (define speciality visitors)

**LOCATION:** temporary exhibition space

**SIZE OF SPACE:** 9,000 sq. ft./2,600 sq. meters (floor plan onCanvas). The plaza, lobby and courtyard are extensions of theexhibition space and may be used for specific activities

**NUMBER OF OBJECTS:** select 60–100 from books and on-linesources (categorize into object groups)

**RETAIL AREA:** yes (in lobby space)

**INTERPRETIVE ELEMENTS:** exhibition texts and object labels, otheractivities and media to be determined

**PROMOTION:** full array of promotional banners, posters and othermarketing graphics

## Highlights

The Exhibition will primarily highlight the 4 branches mentioned in the outline:

- NASA Command Control
- Apollo 11 Astronauts
- The 1969 American Family
- The USSR

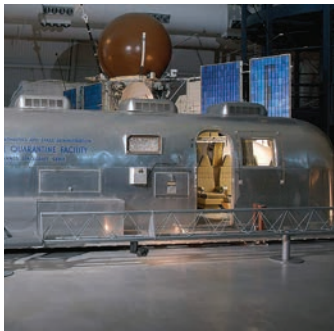
Throughout the exhibition, guests will be invited to partake in interactive experiences based on these 4 groups and learn more about how they affected the Moon landing in 1969.

## Result

We want our guests to leave inspired and appreciative of the accomplishment we made through the Apollo 11 Space Launch, feeling connected to this moment in history and excited for what has yet to come.

# OBJECT LIST

## Lobby



**HQ001**  
Mobile Quarantine Facility  
**Dimensions:** 8 ft. 7 in. tall x 9 ft. wide x 35 ft. deep, 12499.9 lb.  
**Materials:** Aluminum, Glass

## Headquarters



**CL001**  
Satellite Vanguard 1 Replica  
**Materials:** Aluminum  
**Dimensions:** 6 in. diameter (15.2cm); the antennae fit within a 2 foot spherical volume



**CL002**  
Liftoff of Apollo 11  
July 16, 1969  
**Dimensions:** Varies  
**Materials:** Print on Steel



**CL003**  
Apollo 11 liftoff from launch tower camera  
July 16, 1969  
**Dimensions:** Varies  
**Materials:** Print on Steel



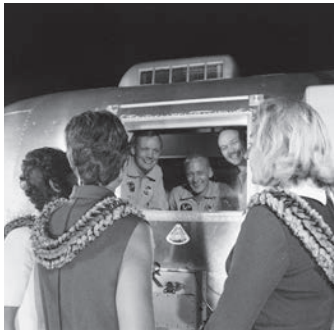
**CL004**  
Flight Controllers during Lunar Module descent  
July 16, 1969  
**Dimensions:** Varies  
**Materials:** Print on Steel



**CL005**  
Mission Control celebrates after Splashdown  
July 24, 1969  
**Dimensions:** Varies  
**Materials:** Print on Steel



**CL006**  
The Apollo 11 crew relaxes during training  
May 24, 1969  
**Dimensions:** Varies  
**Materials:** Print on Steel



**CL007**  
Apollo 11 astronauts, still in their quarantine van, are greeted by their wives upon arrival at Ellington Air Force Base  
July 27, 1969  
**Dimensions:** Varies  
**Material:** Print on Steel



ONE GIANT LEAP FOR MANKIND



**GL001**  
Pressure Suit, A7-L, Collins, Apollo 11, Flown  
**Dimensions:** 5ft 6in. x 2ft 8in. x 11in. (167.64 x 81.3 x 27.9cm)  
**Materials:** Exterior: Beta cloth, nylon, polyester, velcro Interior: Neoprene/Rubber, nylon



**GL002**  
Pressure Suit, A7-L, Armstrong, Apollo 11, Flown  
**Dimensions:** 5ft 6 15/16in. x 2ft 8 5/16in. x 11in. (170.02 x 82 x 28cm)  
**Materials:** Exterior: Beta cloth, nylon, polyester, velcro Interior: Neoprene/Rubber, nylon



**GL003**  
Pressure Suit, A7-L, Aldrin, Apollo 11, Flown  
**Dimensions:** 5 ft. 6 15/16 in. tall x 2 ft. 8 5/16 in. wide x 11 in. deep (170.02 x 82 x 27.9cm)  
**Materials:** Exterior: Beta cloth, nylon, polyester, velcro Interior: Neoprene/Rubber, nylon



**GL006**  
Meter, Radiation Survey  
**Dimension:** 63.8 x 13.7cm (25 1/8 x 5 3/8 in.)  
**Materials:** metal



**GL009**  
Checklist, Operations, Apollo 11  
**Dimensions:** 18cm x 4cm x 21cm, 0.7kg (7.1 x 1.6 x 8.3 in., 1 1/2lb.)  
**Materials:** Paper, Ink, Steel, Chrome, Plating, Velcro, Adhesive



**GL012**  
Heel Restraints, Apollo 11  
**Dimensions:** 3-D (One Restraint): 67.9 x 14 x 11.4cm (26 3/4 x 5 1/2 x 4 1/2 in.)  
**Materials:** Aluminum, Nylon Webbing, Velcro



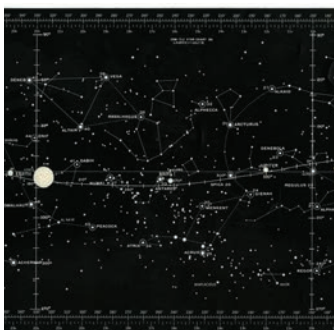
**GL004**  
Pouch, Storage, with Roll-on Urine Cuffs, Collins, Apollo 11  
**Dimensions:** Overall: 7.6 x 8.9 x 5.1cm (3 x 3 1/2 x 2 in.)



**GL007**  
Space Food, Meal Planning  
**Dimensions:** 7.5 by 8 by 2 in.  
**Materials:** Plastic, foil and dehydrated food.



**GL010**  
Maps of Lunar Surface, Apollo 11  
**Dimensions:** 29.2 x 25.4cm (11 1/2 x 10 in.)  
**Materials:** Plastic, PVC, stainless steel, paper, B&W photographic images



**GL013**  
Star Chart, Training Document, Apollo 11  
**Dimensions:** 40.6 x 20.3cm (1 ft. 4 in. x 8 in.)  
**Materials:** Plastic & Coating



**GL005**  
Sleep Restraint, Apollo 11  
**Dimensions:** 2-D - Unframed (H x W): 162.6 x 78.7cm (64 x 31 in.)  
**Materials:** beta fabric, nylon, rubber, brass



**GL008**  
Medical Kit and Command Accessories  
**Dimensions:** 9 x 7 x 6 in. ( 3lbs )  
**Materials:** Beta cloth, velcro, mylar insulation  
Contents: Bandages, thermometer, eyedrops, tablets etc.





GL011

Helmet, EV, Aldrin, Apollo 11

**Dimensions:** 30.5 x 36.8 x 35.6cm (12 x 14 1/2 x 14 in.)



GL014

Launch Operations Checklist

**Dimensions:** 31 x 3 x 20.5cm (12 3/16 x 1 3/16 x 8 1/16 in.)

**Materials:** Paper, Ink, Steel, Chrome, Plating  
Crayon



GL015

Camera, Data Acquisition, Command Module, Apollo 11

**Dimensions:** 15.8 x 5.7 x 12.9cm (6 1/4 x 2 1/4 x 5 1/16 in.)

**Materials:** Body: aluminum, steel, plastic  
Lens: aluminum, plastic, glass



GL018

Apollo Hammer

**Dimensions:** 6 5/16in. wide x 1 1/2in. deep x 1ft 4 1/8in., long 1.9lb. (16 x 3.8 x 41cm, 0.9kg)

**Materials:** Handle: Aluminum Head: Steel



GL021

View of Earth from Lunar Orbit prior to Landing  
July 16, 1969

**Dimensions:** Varies

**Materials:** Print on Steel



GL024

portrait of Apollo 11 Lunar Module Pilot Edwin E. “Buzz” Aldrin, Jr.

July 1, 1969

**Dimensions:** Varies

**Materials:** Print on Steel



GL016

Camera, Hasselblad, 70mm, Apollo 11

**Dimensions:** 9.4 x 16 x 14.7cm (3 11/16 x 6 5/16 x 5 13/16 in.)

**Materials:** Camera shell: precision cast aluminum Lens: plastic, aluminum, glass



GL019

Astronaut, Michael Collins Sunglasses

**Dimensions:** 14.5 x 3 x 4.5cm (5 11/16 x 1 3/16 x 1 3/4 in.)

**Materials:** Rims: metal Lenses: glass



GL022

Crater 308 View from Orbit

July 16, 1969

**Dimensions:** Varies

**Materials:** Print on Steel



GL025

Portrait of Apollo 11 Command Module Pilot Michael Collins

July 1, 1969

**Dimensions:** Varies

**Materials:** Print on Steel



GL017

Rucksack Survival Kit

**Dimensions:** 54.6 x 30.5 x 19cm, 15.9kg (1 ft. 9 1/2 in. x 1 ft. x 7 1/2 in., 35lb.)

**Materials:** Beta Cloth Brass Steel Plastic Aluminum Adhesive Glass Nylon Foam Velcro



GL020

Aldrin Salutes the US Flag

July 16, 1969

**Dimensions:** Varies

**Materials:** Print on Steel



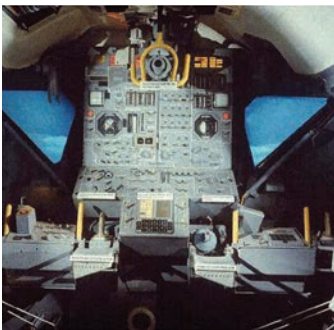
GL023

Portrait of Apollo 11 Commander Neil A. Armstrong

July 1, 1969

**Dimensions:** Varies

**Materials:** Print on Steel



GL026

Cockpit, Lunar Module, Apollo, Mockup

**Dimensions:** 213.36 x 198.12 x 91.44cm (7ft x 6ft 6in. x 3ft) Overall: 600lb. (272.2kg)

**Materials:** Plywood frame. Instruments made of metal, wires, plastic, or various materials.



WE'RE ON THE MOON



**OM001**  
Apollo 11 - We Have Landed On The Moon  
**Dimensions:** 12" record  
**Materials:** Paper



**OM002**  
Hugh Downs – First Man On The Moon July, 1969  
**Dimensions:** 7" record  
**Materials:** Paper



**OM003**  
Life Special Edition To the Moon and Back 1969  
**Dimensions:** 10.5" x 14"  
**Materials:** Magazine Paper



**OM004**  
Time Magazine July 25, 1969  
**Dimensions:** 8 3/8" x 10 7/8"  
**Materials:** Magazine Paper



**OM005**  
Life August 8, 1969 Back Issue  
**Dimensions:** 10.5 inches x 14 inches  
**Materials:** Magazine Paper



**OM006**  
1969 Apollo On the Moon, Pittsburgh  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint



**OM007**  
THE TIMES JULY 21 1969 UK  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint



**OM008**  
The Norway Hour July 21, 1969  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint



**OM009**  
Men Walk On Moon, New York Times  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint



**OM010**  
Indianapolis Indiana Star Newspaper; July 20, 21, and 22  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint



**OM011**  
The Evening Star (Washington DC) Newspaper 07/24/1969 Apollo  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint



**OM012**  
San Francisco Examiner Newspaper for Tuesday, July 22, 1969 - Apollo & Kennedy  
**Dimensions:** 15 inches (381 mm) wide by 22 3/4 inches  
**Materials:** Newsprint





OM013

1969 “Apollo 11 Crew Safe At Home” Los Angeles Newspaper

Dimensions: 15 inches (381 mm) wide by 22 3/4 inches

Materials: Newsprint



OM014

Atlanta Journal AJC Newspaper, Apollo 11

Dimensions: 15 inches (381 mm) wide by 22 3/4 inches

Materials: Newsprint



OM015

New York Times, Men Walk On Moon

Dimensions: 15 inches (381 mm) wide by 22 3/4 inches

Materials: Newsprint



OM016

Japanese Family watching President Nixon’s Announcement of the Apollo Space Launch 1969, Japan

Dimensions: Varies

Materials: Print on Steel



OM017

French Family watching the Apollo Space Launch Paris, France - 1969

Dimensions: Varies

Materials: Print on Steel



OM018

Estimated 10,000 Viewers watch Apollo Launch on large screens in New York’s Central Park New York, NY

Dimensions: Varies

Materials: Print on Steel



OM019

Thousands of newsmen and photographers line the banks of a lagoon at the Cape Kennedy Press Site on July 16, 1969, as Apollo 11 thunders from its launch pad three and a half miles away.

Dimensions: Varies

Materials: Print on Steel



OM020

After an eight day mission to the moon, the Apollo 11 command module lands in the Pacific Ocean, about to be safely recovered by U.S. Navy helicopters on July 24, 1969.

Dimensions: Varies

Materials: Print on Steel

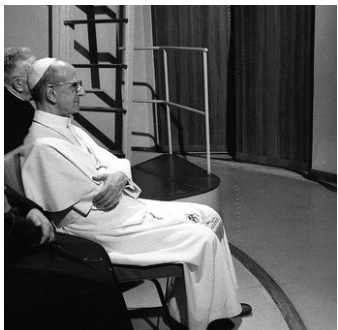


OM021

The Apollo 11 astronauts wave to cheering New Yorkers during a motorcade in midtown Manhattan, August 13, 1969

Dimensions: Varies

Materials: Print on Steel



OM022

His Holiness Pope Paul VI Watching the Apollo Moon Launch

Dimensions: Varies

Materials: Print on Steel



OM023

American Family Watches the Apollo 11 Moon Launch

Dimensions: Varies

Materials: Print on Steel



OM024

1960s Danish Sofa

Dimensions: Width 72 inch / 183cm Depth

31 inch / 79cm Height 29 inch / 74cm

Materials: Original Upholstery/Tweed



OM025

Original 1960s Black/White Television

Dimensions: 73cm wide, 84 cm high and

40cm deep; 24 inch screen



OM026

1960s Brown Rotary Phone

Dimensions: 26\*24\*15cm Weight: 1.5kg

Materials: Plastic and metal



OM027

Brothers Planetron 2000 Turntable

Dimensions: 27”wide x 10”high x 15”deep

Stand: is 22”high x 18”round base





**OMM028**  
Columbia Command Module  
**Dimensions:** 10 ft. 7 in. × 12 ft. 10 in., 9130lb. (322.6 × 391.2cm, 4141.3kg)  
Support (Stand): 2035.7kg (4488lb.)  
**Materials:** Aluminum alloy, Stainless steel, Titanium



**OM029**  
Apollo 11 Floatation Collar  
**Materials:** Rubber, stainless steel snaps, nylon webbing, rubber covered textile, steel cables, nylon rope  
**Dimensions:** 2ft 4in. width x 36ft length (71.12 x 1097.28cm)

COSMONAUTS



**C001**  
Sputnik Replica  
**Dimensions:** Diameter: 2ft Inclination: 65 Gross Weight:184 lbs  
**Materials:** Mostly Steel and Metal



**C002**  
Original USSR Soviet propaganda space race poster  
**Dimensions:** 26" x 42"  
**Materials:** Paper



**C003**  
Soviet Space Race Propaganda Postcard Sputnik October Revolution  
**Dimensions:** 4 x 6 Inches  
**Materials:** Paper



**C004**  
60s Soviet Space Postcard  
**Dimensions:** 10x15cm  
**Materials:** Paper



**C005**  
Soviet Space Stamps 50s-60s  
**Dimensions:** Each about .87" x .979"  
**Materials:** Paper



**C006**  
Through The Worlds and Ages 60's Soviet Space Exploration Poster  
**Dimensions:** 24"x 36"  
**Materials:** Paper



**C007**  
Space will be ours. Being long for the future is our life.  
1968 Soviet Space Exploration Poster  
**Dimensions:** 24"x 36"  
**Materials:** Paper



**C008**  
Genius of Science Revolution 1962 Soviet Space Exploration Poster 24"x 36"  
**Materials:** Paper



**C009**  
Krechets-94  
**Dimensions:** unknown; 106kg (246lb)



C010

In the name of peace

Dimensions: Varies

Materials: Print on Steel



C011

Vostok 3KA, Model, 1:3 Scale

Dimensions: 248.9 × 119.4 × 101.6cm, 133.8kg (8 ft. 2 in. × 3 ft. 11 in. × 3 ft. 4 in., 295lb.)

Materials: Aluminum, lacquer paint, wood, electrical wires, brass brads



C012

Medal, Yuri Gagarin

Dimensions: 3-D: 0.6 x 10.2cm (1/4 x 4 in.)

Material: Metal, Bronze?

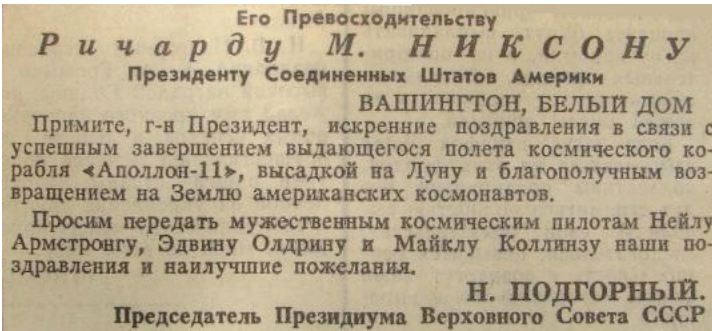


C013-1

Congratulations from the Chairman of the Supreme Soviet of the USSR..

Materials: Newsprint

Dimensions: Unknown



C013-2

Congratulations from the Chairman of the Supreme Soviet of the USSR .

Materials: Newsprint

Dimensions: Unknown

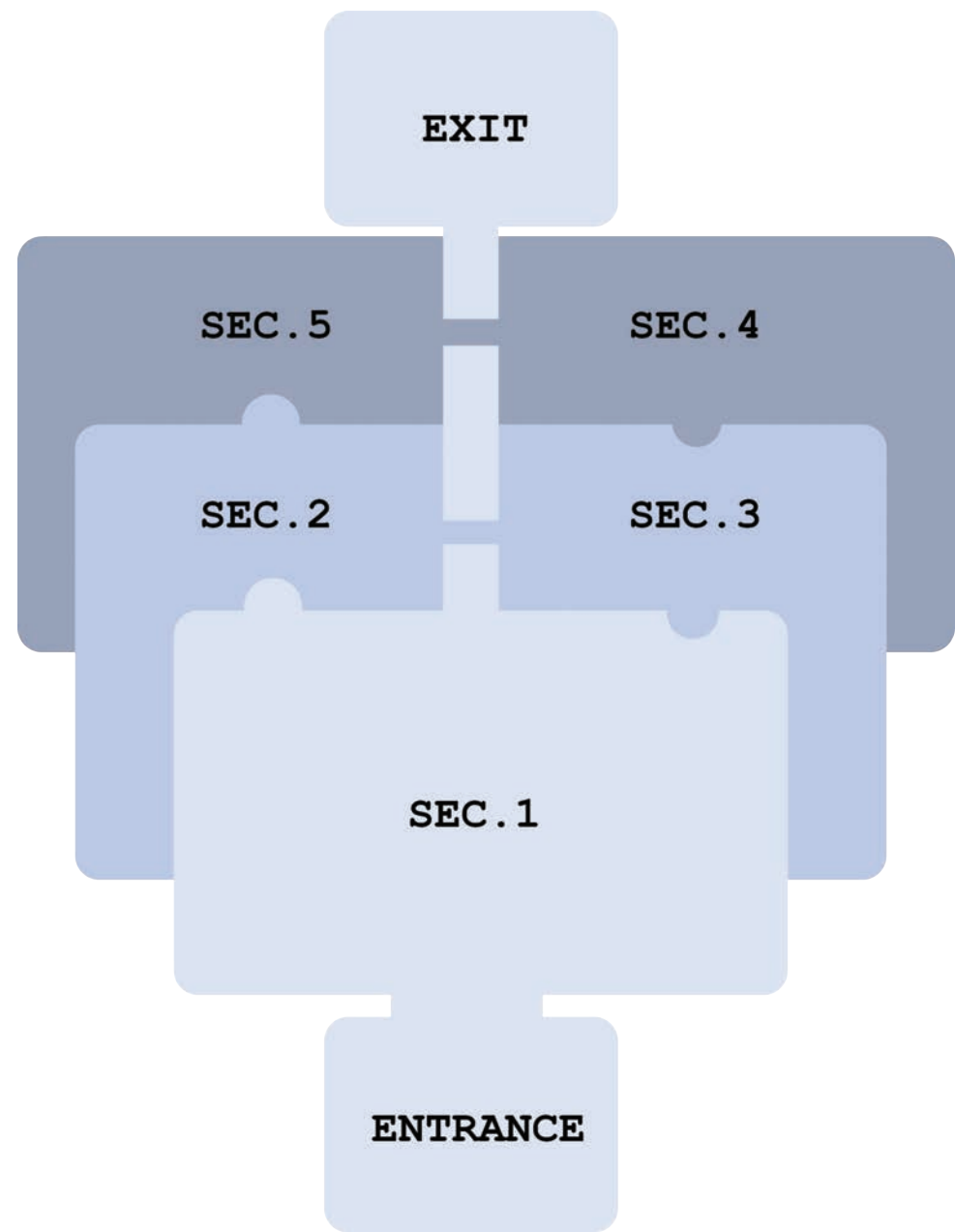


# EXHIBITION CONCEPTS

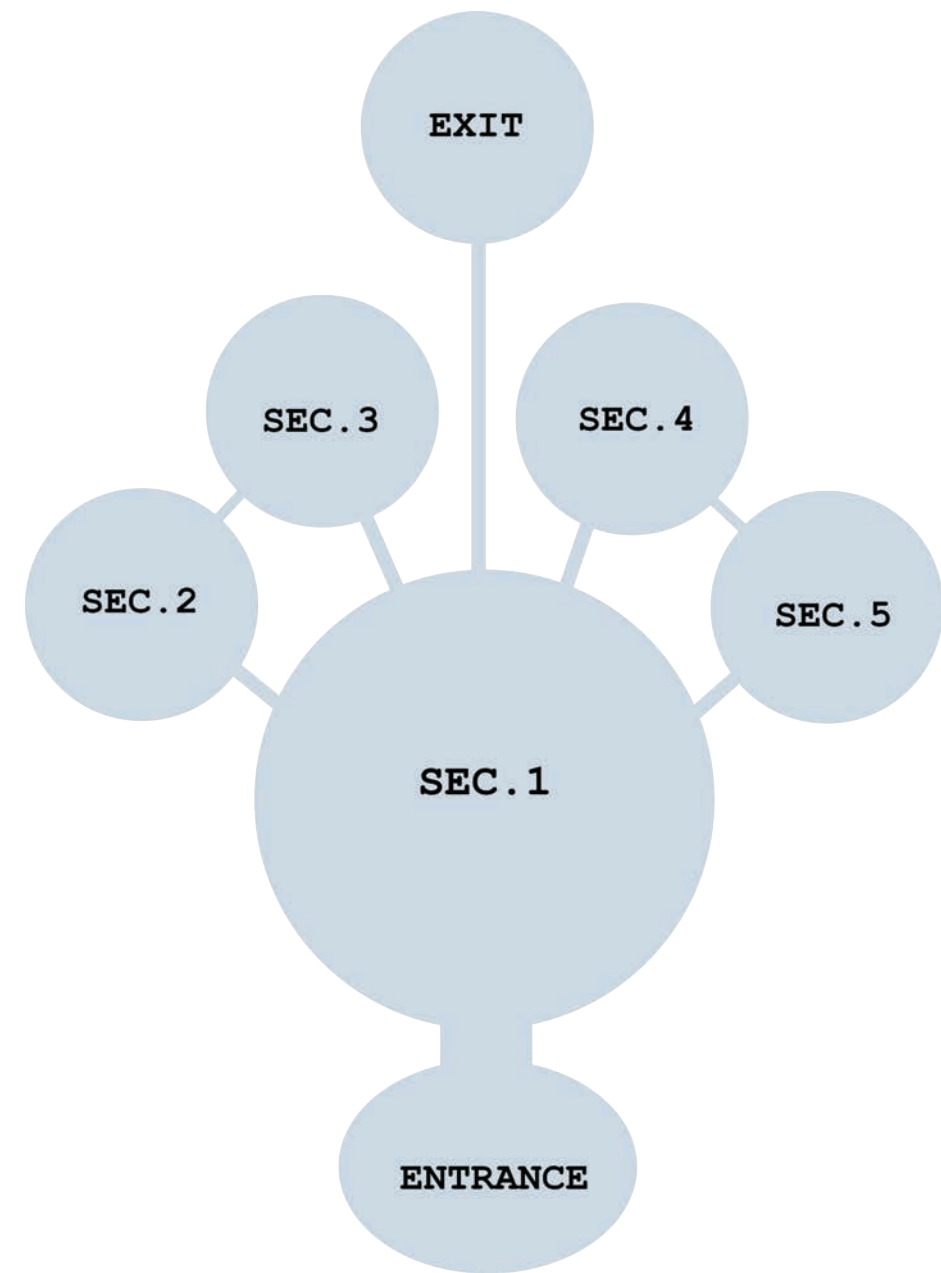
CONCEPT A



CONCEPT B



CONCEPT C



# SECTION OUTLINES

## SECTION 1: HEADQUARTERS

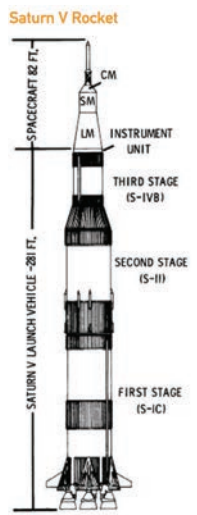
“Headquarters” will be the main lobby that will be unveiled to guests after completing the introductory session in the main entrance. The space will include broad information pertaining to the launch, general information on the moon, and the large objects for guests to explore.

- Large Scale Objects:
  - Quarantine Unit
- Large Graphic Decals
- Introductory Experience Montage
- Coffee Station

## SECTION 2: COUNTDOWN TO LAUNCH

“Countdown to Launch” features the engineers and command personnel that were responsible for overseeing the Apollo mission and its control units. Here, guests will experience what it would have been like to have the responsibility of launching the spacecraft successfully.

- Recreated control room
- Photographs of the command center and personnel
- Interactive control experience.
- Beginning of timeline decal.
- Log Book
- Saturn V Model that immitates the seconds before launch on sucessful control prep interaction



| DESTINATION: MOON           |                      |
|-----------------------------|----------------------|
| OUR MOON DIAMETER           | 2,160 mi             |
| CIRCUMFERENCE               | 6,786 mi             |
| SURFACE GRAVITY             | 1.6 m/s <sup>2</sup> |
| AVERAGE DISTANCE FROM EARTH | 238,855 mi           |
| COMPARED TO EARTH           | 7,918 mi             |
|                             | 24,901 mi            |
|                             | 9.8 m/s <sup>2</sup> |
| LIGHT TRAVELS FROM EARTH IN | 1.26s                |

## SECTION 3: ONE GIANT LEAP FOR MANKIND

“One Giant Leap for Mankind” presents the perspectives of the 3 astronauts that embarked upon the Apollo 11 on July 16, 1969. Here, guests will be able to peruse a number of artifacts and tools that were actually used aboard the spacecraft. A virtual moon landing instillation will allow guests to place themselves within the Apollo 11 as astronauts in a simulating experience.

- Space suits
- Lunar Landing Simulator
- Recreation of the Moon’s surface

## SECTION 4: WE’RE ON THE MOON

“We’re On the Moon” is a space that focuses on the effects the launch had on people all over the world. A recreated 1960s Family Room will be built for guests to see what life was like as American Families gathered around their black and white televisions to watch a live feed of the launch. Guests will also be introduced to a visual wall of newspapers and headlines published throughout the United States. Photographs depicting families around the globe will also be displayed to get a glimpse of how impactful anticipated the event was.

- Family Room Instillation “Back Home”
- Video loop of the Recovery of the Columbia
- Family Photographs
- Apollo 11 Columbia Module w/ Flotation Ring
- “Press” Wall Moment

## SECTION 5: COSMONAUTS

“Cosmonauts,” the Russian vocabulary term for “Astronaut” will feature the competitive nature between the USSR and the United States during the Space Race. Here, stimulating propaganda and articles from Russian sources will be displayed throughout the walls allowing guests to see how Russian Media was impacted by the US success.

- Sputnik
- USSR Propoganda
- Newspaper Articles
- Space Race memorabilia.

# EVALUATIONS



## Maggi He, Senior Design Student

Maggi would be interested in visiting the exhibition and would make sure not to miss it especially in Davis at the Shrem.

She felt like the initial video would be too long (3-4 minutes). She would prefer to skip that room and just start exploring the exhibit. If there were an option for her to bypass the first room she would.



## Tom Maiorana, UCD Design Professor

Tom would be interested in visiting.

Tom mentioned that the hallway from the first room into either the Mission Control room or One Giant Leap was a bit confusing; he wouldn't be sure which way to go. He said that he would most likely go to the right into 'One Giant Leap' then follow the path up then back down ending with 'Mission Control' in which case making the timeline confusing.



## Sarah O'Meara, Robotics at NASA

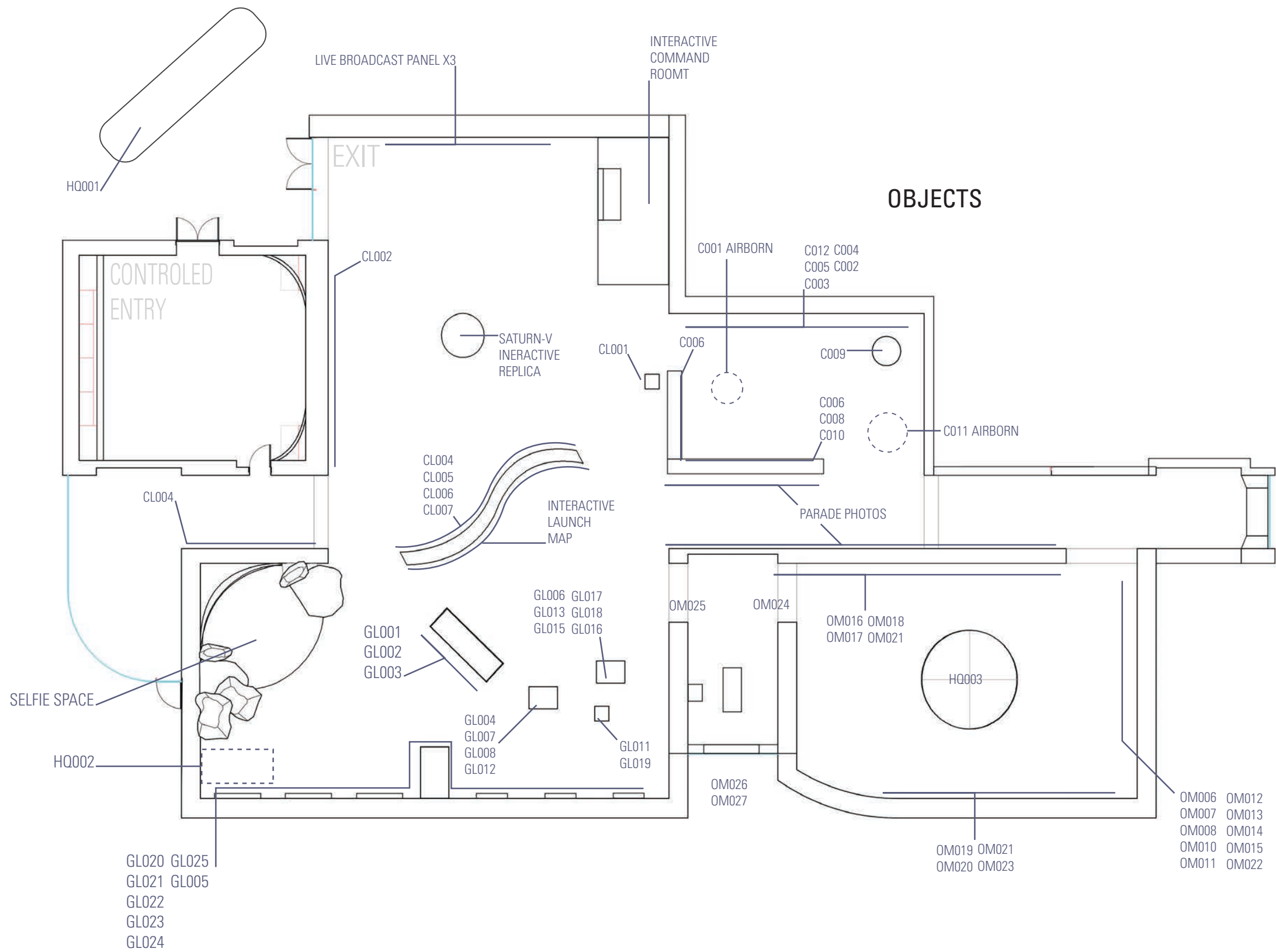
Sarah would definitely visit the exhibition. Sarah enjoyed the interactive aspect to our design, she suggested adding VR options like being in the space station experiencing zero gravity and being on the moon itself. She liked that there were monitors for other to view the interactive experience in the Mission Control Room. Sarah also suggested using informative plaques around the model Saturn V Rocket to teach guests about each part.

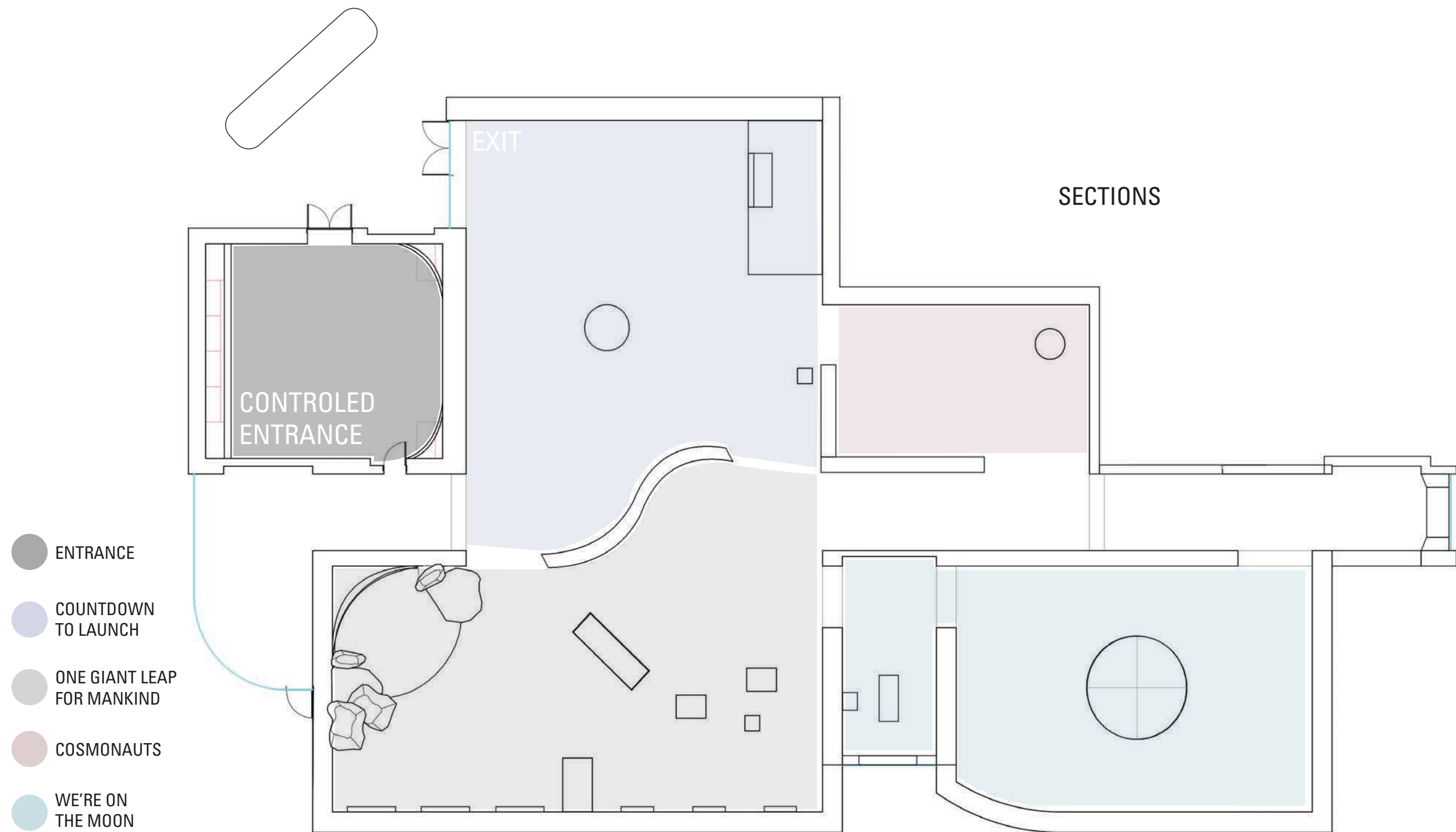
## Solutions

- Move the free standing wall so it is connected to the first hallway in order to take the option away from people going straight to "One Giant Leap".
- Open the exit door for people who don't want to experience the initial video in the first room.
- Add VR experiences to the exhibition to simulate zero gravity moon exploration.



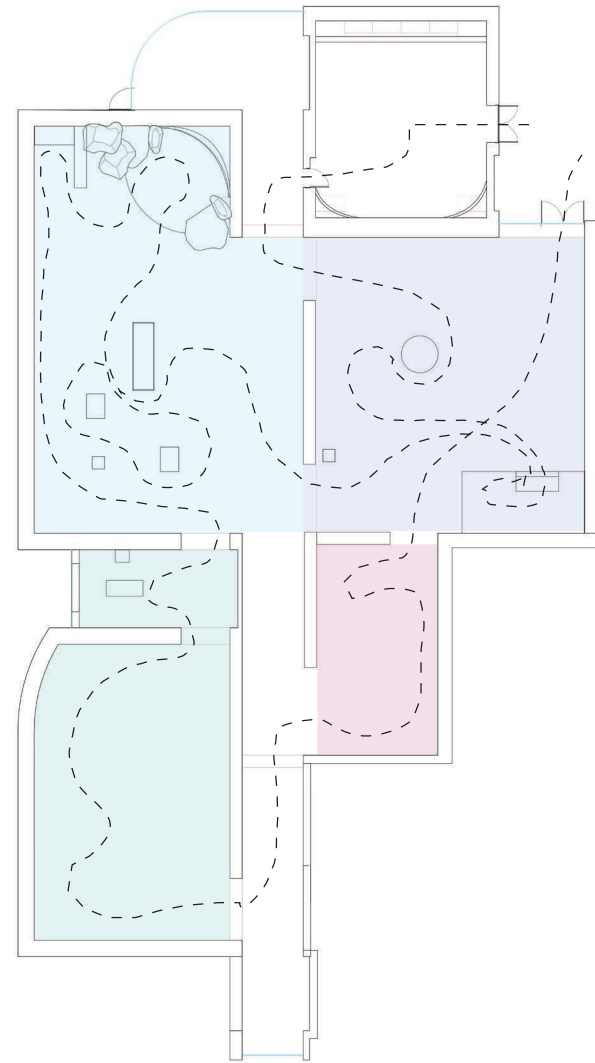
# FINAL FLOOR PLAN



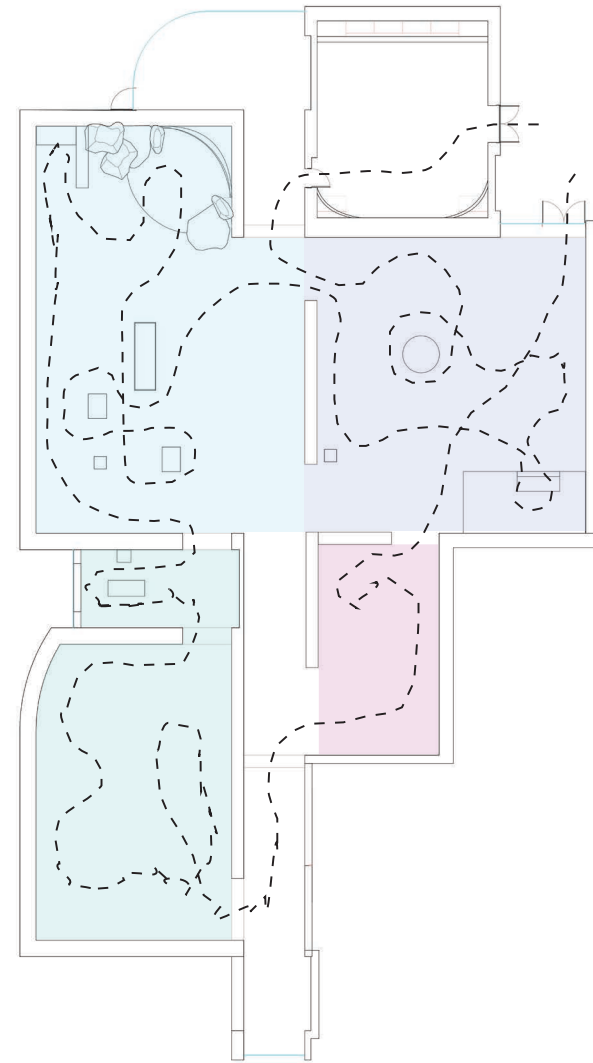


# FLOW PLAN

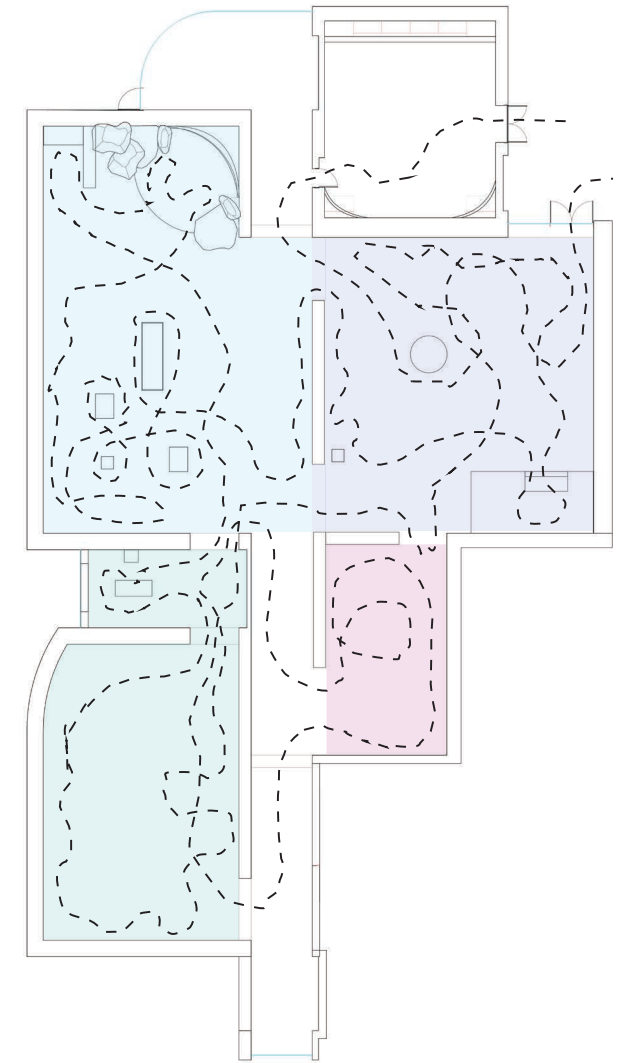
STREAKER



## STROLLER



STUDIER



## COUNTDOWN TO LAUNCH

## ONE GIANT LEAP FOR MANKIND

WE'RE ON THE MOON

COSMONAUTS



# SCALE MODEL VIEWS



We're on the Moon



One Giant Leap For Mankind



Back Home  
Living room recreation in between the sections One Giant Leap for Mankind and We're on the Moon



Cosmonauts and Hallway



Cosmonauts and Countdown to Launch



We're on the Moon

# EXHIBITION DETAILS

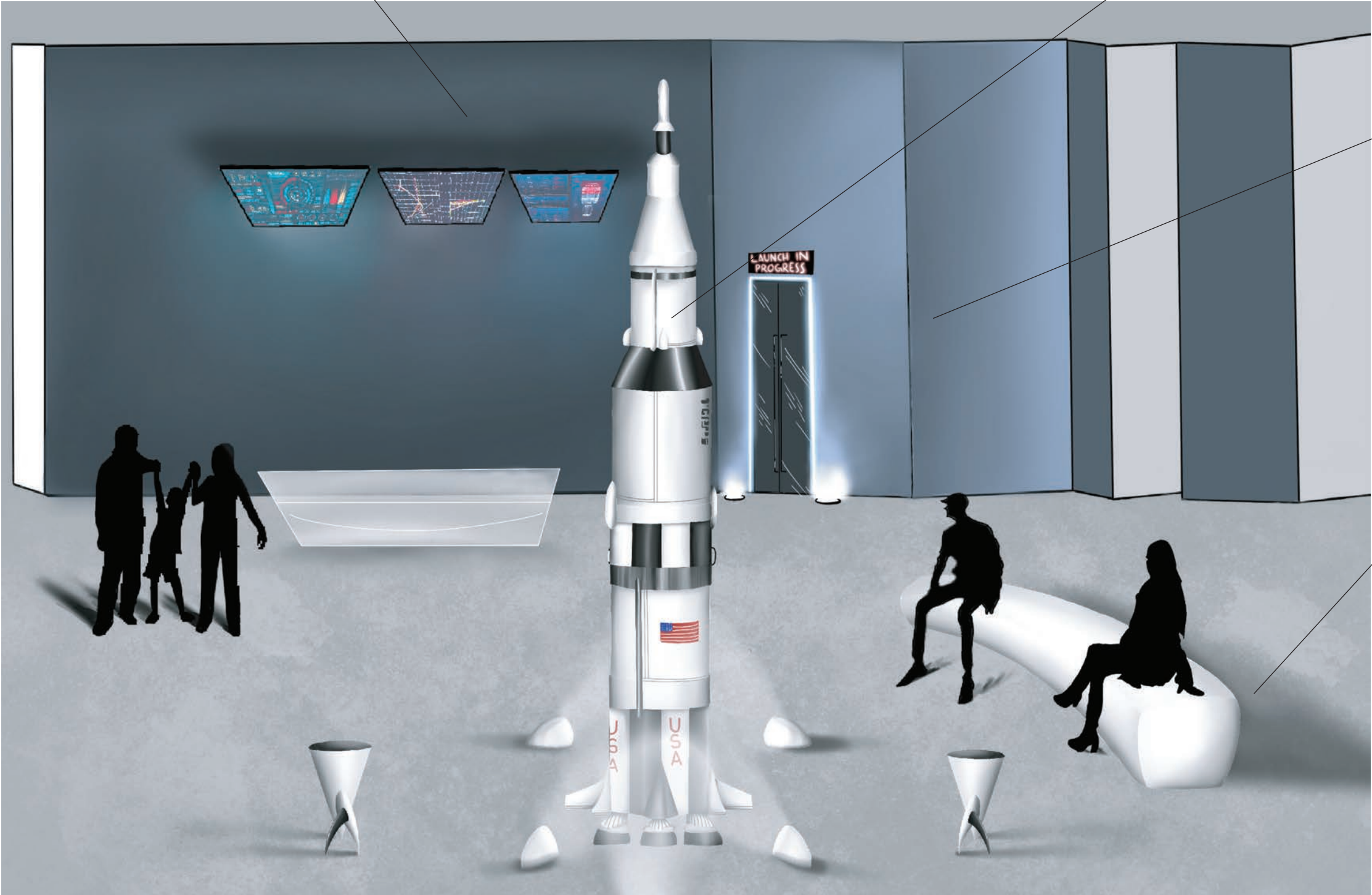


# Typical View: COUNTDOWN TO LAUNCH

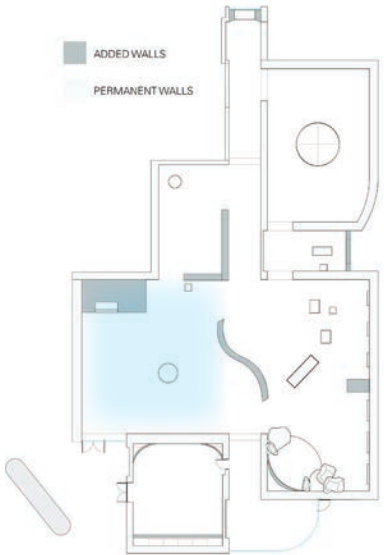
Data boards relaying the current status of the launch sequence in the command center simulation.

Scale replica of the Saturn V rocket, which rattles and releases smoke whenever a successful launch is completed

Command center interactive experience which allows visitors to participate in a simulation of the command room at NASA. If the group is successful in getting the launch ready, the Saturn V rocket replica will simulate the first couple of seconds of the launch back in 1969.



Soft curved bench, unique to this area, allows visitors to watch the launch simulation





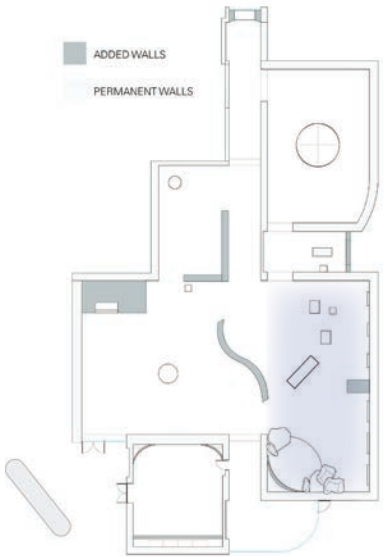
# Typical View: ONE GIANT LEAP FOR MANKIND



Backlit portraits with listening devices to hear testimonies from the astronauts of Apollo 11

Moon surface recreation and false wall with LED's installed to mimic stars

Full wall case containing the sleeping restraint, viewable from both sides



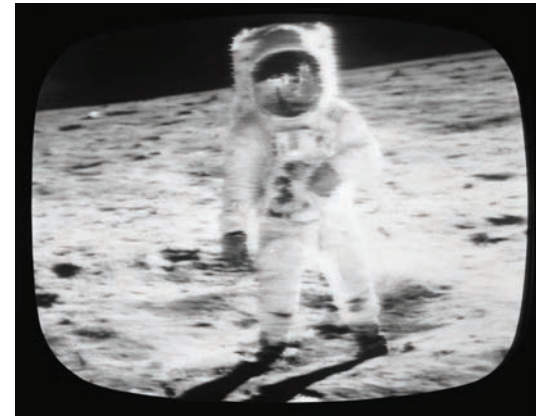
# Typical View: BACK HOME



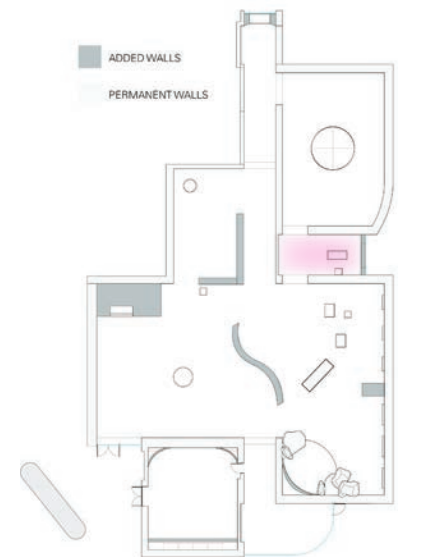
Oak wood paneling coupled with the green shag carpet encapsulates home decor trends of the era.



False wall against the glass pane to maintain consistency in the interior, creating the illusion of a window instead

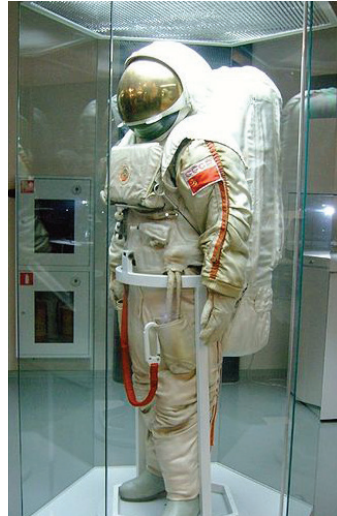


Live TV broadcast of the moon landing playing on loop





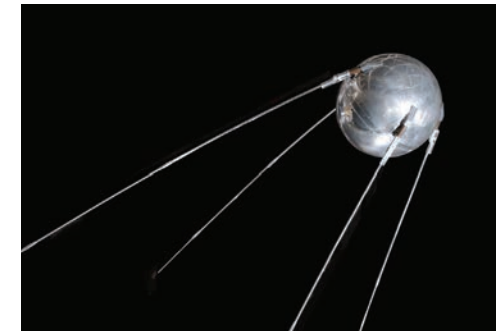
# Typical View: COSMONAUTS



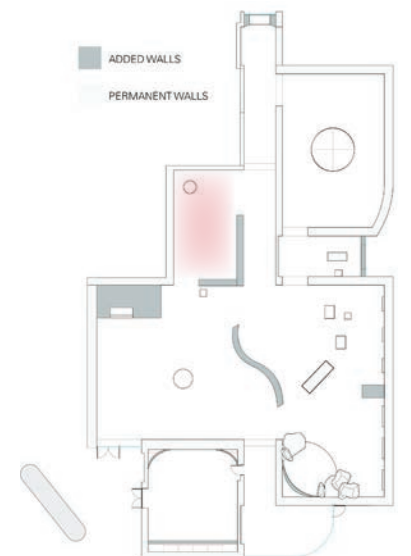
Similar to the display at the Memorial Museum of Cosmonautics in Moscow, this display case allows for 360 degree viewing of the suit, though in this case the glass will be cylindrical rather than hexagonal



Hanging models of the Sputnik satellite and Vostok 3KAv



Projection area, playing USSR Cosmonaut propaganda and Khrushchev speeches regarding Soviet dominance in space



# MATERIALS & PALETTE



Oak Wood Paneing

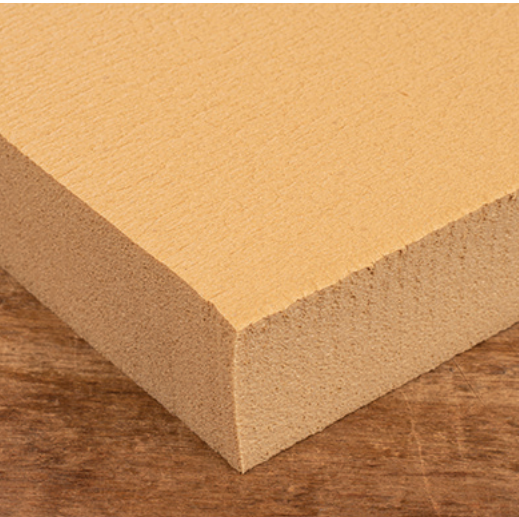


1960's Shag Carpet



Dry Fast Open Cell Foam

Open Cell Foam will be used in creating the larger moon rocks around the moon surface exhibit. Being a softer foam, it's ideal for seating and when combined with the Closed Cell Foam makes for a lightweight, yet sturdy, seating area.

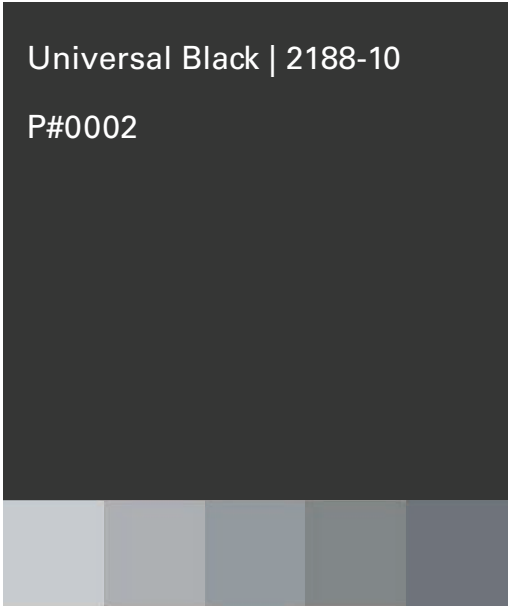
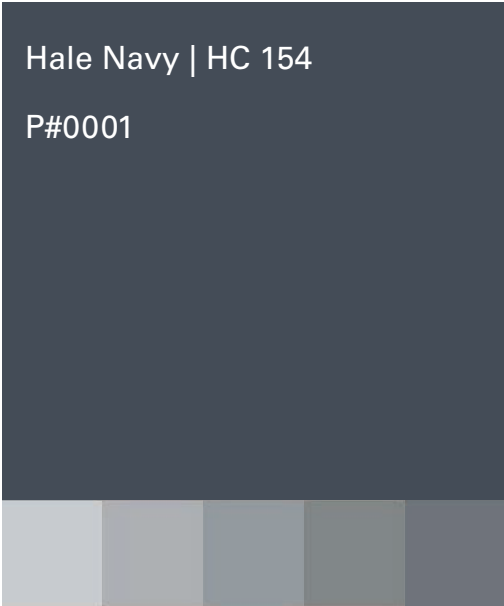


Closed Cell PolyFoam

This foam is used to create the surface for the moon surface piece as well as the moon surface table. Closed Cell Foam is dense and durable, making it ideal for surfaces with high integration, especially foot traffic.

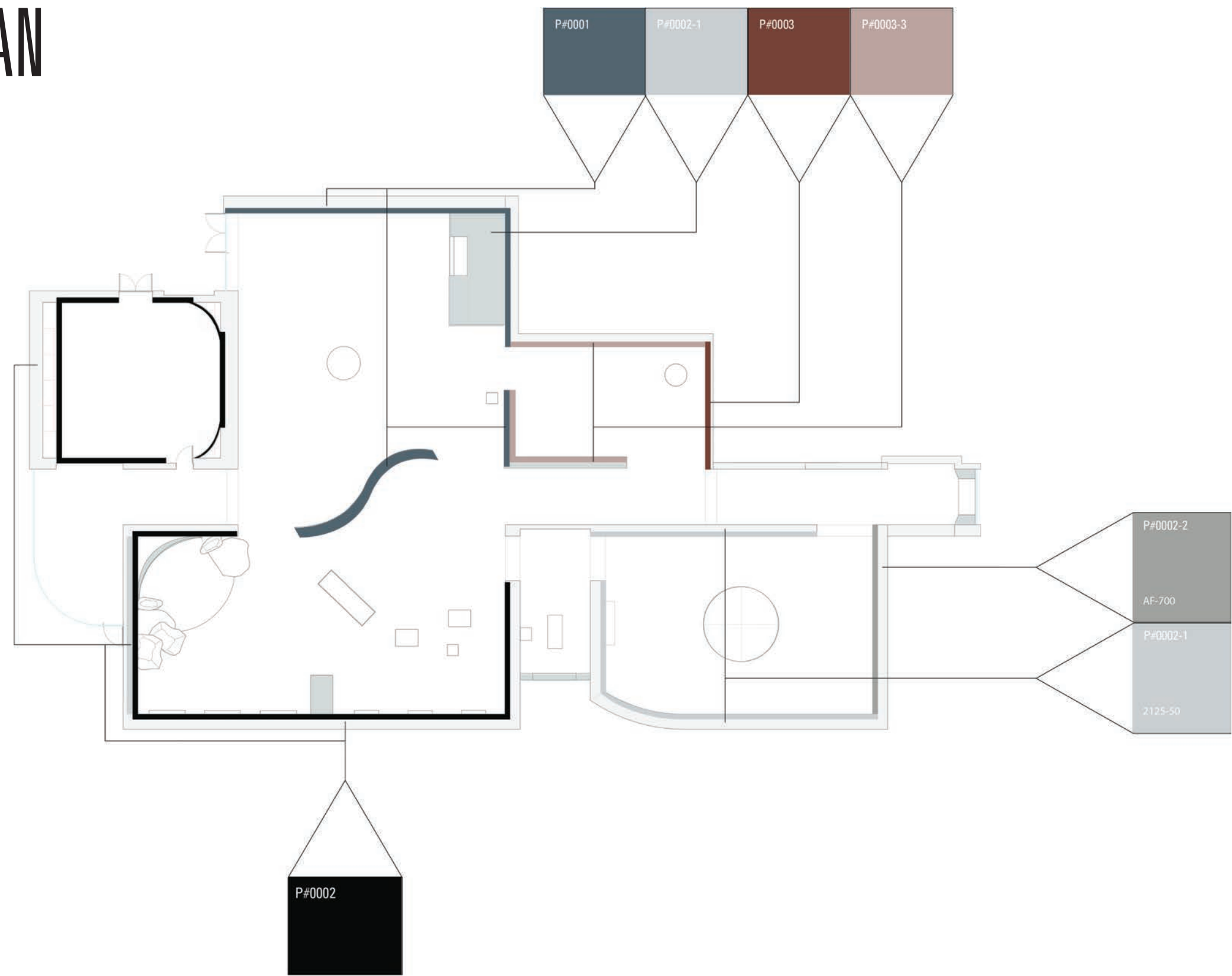


## Benjamin Moore Paint Swatches





# PAINT PLAN



# FURNITURE TYPOLOGY

## Modway Pipe Stainless Steel Bench

Dimensions: 65" x 18" x 27"  
43 lb.

Materials: Stainless Steel  
Primary Seating in all Galleries

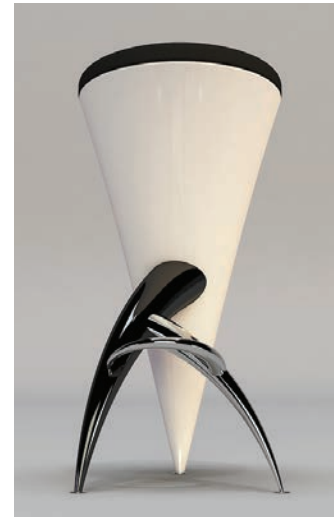


## Cyra Barstool

Dimensions: 18" x 33"

Materials: Stainless Steel,  
Acrylic, Upholstery

To be used with the touch  
screen interactive display case



## Wall Case

Dimensions: Variable

Materials: Glass, Acrylic

To be used in the Section "One  
Giant Leap for Mankind" and  
We're on the Moon sections.



## Bubble Chair

Dimensions: 8.75" x 7" x 9"

Materials: Acrylic Shell,  
Chromed Steel, Chain and  
Hooks

Located in the lounge area  
next to the introduction room.



## Banded Steel Curved Bench



## Full Length Display

Dimensions: Variable

Materials: Plastic, Glass,  
Acrylic

Used for object GL005 in the  
wall dividing the section "One  
Giant Leap for Mankind"



## Interactive Display

Examples of the two types of digital display we plan on installing in the lounge area.



## Listening Portraits

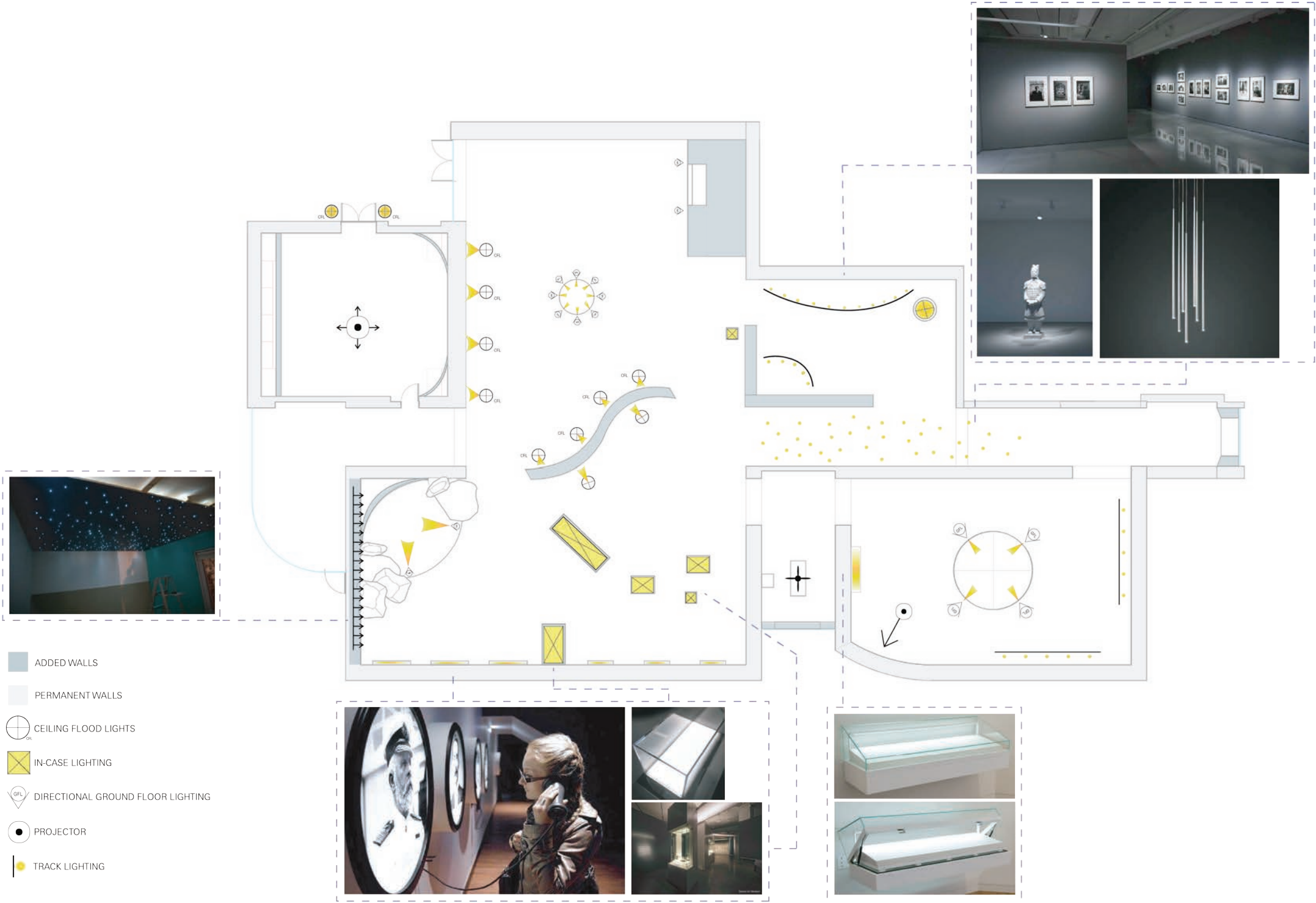
Installed next to the portraits of the astronauts of Apollo 11, these displays will have recorded testimony from the astronauts themselves about their experience preparing and executing the Apollo 11 mission.

# LIGHTING MAP

There & Back is designed to develop a more intimate connection between the objects and the viewers throughout the exhibition space. To create this connection, each exhibition space within the museum will be custom controlled to ensure the user experience is taken into consideration through every sensory detail i.e. lighting, climate and sound.

In order to maintain a fluid and uninterrupted guest experience, the lighting within There & Back was designed with atmospheric esthetic in mind. Here, custom lighting is depicted throughout the exhibition floor plan to depict areas of importance and intimacy such as the uplighting surrounding the Saturn V, immediately drawing the viewers attention to the spacecraft and promoting the overall mood of the space as soon as they enter in order to separate themselves from reality and into the lives of NASA engineers.

Despite the pre-existing lighting installed in the Manetti Shrem Museum, There & Back will feature display lighting made to contribute to the details and materials of the objects within the exhibit. Custom made display cases feature case lighting from the bottom upward, modern pendant lighting along the hallway will provide a stimulating and well manicured instillation through the space and the Galaxy Wall located in “One Giant Leap” will be fabricated to give the luminescence and sensory adaptation of being stagnant through space.





**EXIBITION IDENTITY**

# GRAPHIC PALETTE

## Promotional Objects

The objects used for promotion will be a view of Neil Armstrong’s Suit with his helmet, and the View of Earth from Lunar Orbit taken by the Apollo 11 team.



**GL003**  
Pressure Suit, A7-L, Aldrin



**GL021**  
View of Earth from Lunar Orbit prior to Landing

## Typology

All Graphical Elements will be using Univers Lt Standard. Titles will be in Univers 49 for large scale and 57 for small scale, subtitles in Univers 47, and text will be in Univers 45.

**Aa**  
Univers LT Std 49

1 2 3 4 5 6 7 8 9 9 0 A B C D E  
F G H I J K L M N O P Q R S T  
U V W X Y Z a b c d e f g h i j k  
l m n o p q r s t u v w x y z

**Aa**  
Univers LT Std 57

1 2 3 4 5 6 7 8 9 9 0 A B C D E  
F G H I J K L M N O P Q R S  
T U V W X Y Z a b c d e f g h i  
j k l m n o p q r s t u v w x y z

**Aa**  
Univers LT Std 47

1 2 3 4 5 6 7 8 9 9 0 A B C D E  
F G H I J K L M N O P Q R S T  
U V W X Y Z a b c d e f g h i j k  
l m n o p q r s t u v w x y z

**Aa**  
Univers LT Std 45

1 2 3 4 5 6 7 8 9 9 0 A B  
C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z

## Color

For the promotional and most of the text in the exhibition, the color of the text will be white. This will be on a black background for the promotional material.

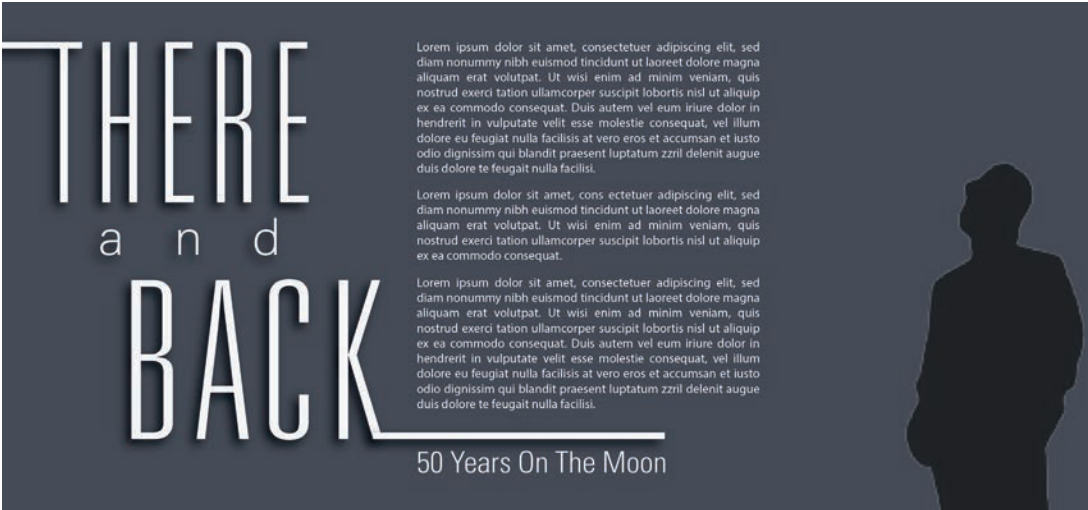
C-0 | M-0 | Y-0 | K- 5

C#0004

C-75 | M-67 | Y-67 | K-86

C#0005

# VISUAL LANGUAGE



Introductory Graphic



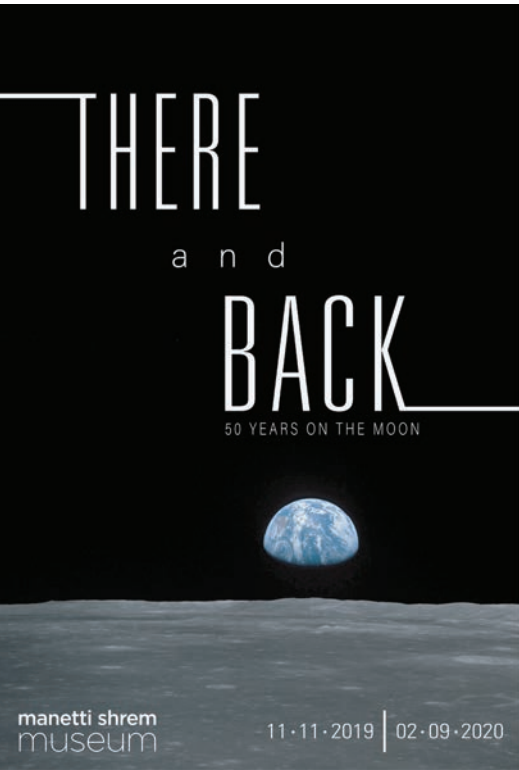
Section Graphic



Lobby Banner



Street Banners



Bus Kiosk Poster

**Sleep Restraint, Apollo 11**  
1969  
*beta fabric, nylon, rubber, brass*

At expliss invelluptae qui ditaqui ut utaecattem adit everumq uisque dolorum quis nostiate nullorp oreriorro omnime dolorum quostota iliquos ad ut et la doluptatem. Neque cor ad enimillenis aut volorer ferspie turiti optatur? Ovidigenis eum fuga. Et fugit aperem. Ut vel-lorp orepudi illatur magnam que discipsae. Am, odi ad eosaescitati niet eum volestis rem aut officaesqid quo volorum eaquund isciet quas es modione ab ipienie nectae magnit lam apic tetus est dolorro inulles sumenienda comnisi re voluptatur, senient.

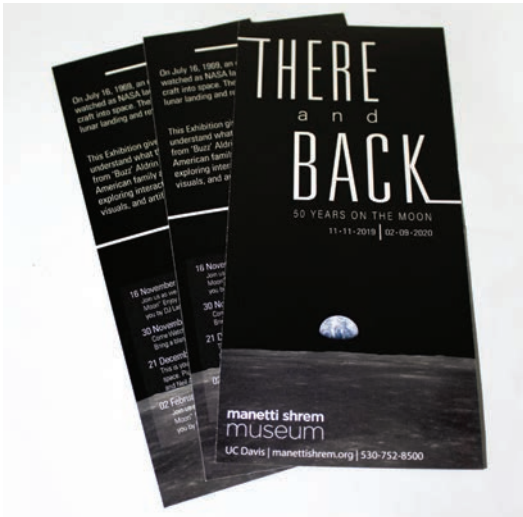
On lease from the Smithsonian Air and Space Museum

Object Label (Individual)



# EXHIBIT BROCHURE

Placed in front of the banner in the lobby for information on the exhibit and events while on display



Stack Example

9"

THERE  
a n d  
BACK

50 YEARS ON THE MOON  
11-11-2019 | 02-09-2020

manetti shrem  
museum  
UC Davis | manettishrem.org | 530-752-8500

On July 16, 1969, an estimated 530 million people watched as NASA launched the Apollo 11 space craft into space. Their mission: to perform a crewed lunar landing and return safely back to earth.

This Exhibition gives viewers the opportunity to understand what the Apollo 11 mission was like, from ‘Buzz’ Aldrin and Mission Control to a typical American family and even the USSR; all while exploring interactive simulations, captivating visuals, and artifacts from the mission in 1969.

16 November | Opening Reception

Join us as we celebrate the opening of “There and Back: 50 Years on The Moon” Enjoy astronaut food while you dance to spacey tunes brought to you by DJ Lady Grey.

30 November | Movies Under The Stars

Come Watch ‘Apollo 11’ under the stars in the Manetti Shrem Courtyard. Bring a blanket!

21 December | Ask an Astronaut

This is your chance to ask real NASA astronauts about their time in space. Plus special guest appearances by ‘Buzz’ Aldrin, Michael Collins, and Neil Armstrong.

02 February | Closing Reception

Join us as we celebrate the closing of “There and Back: 50 Years on The Moon” Enjoy astronaut food while you dance to spacey tunes brought to you by DJ Lady Grey.

4"

# OBJECT LABEL VARIATIONS

Univers 57 - 22 pt

Univers 47 - 22 pt

Univers 45 - 18 pt

Univers 45 - 10 pt

## Sleep Restraint, Apollo 11

1969

*beta fabric, nylon, rubber, brass*

At expliss invelluptae qui ditaqui ut utaecatam  
adit everumq uisque dolorum quis nostiate  
nullorp oreriorro omnime dolorum quostota  
iliquos ad ut et la doluptatem. Neque cor ad  
enimillenis aut volorer ferspie turiti optatur?  
Ovidigenis eum fuga. Et fugit aperem. Ut vel-  
lorp orepudi illatur magnam que discipsae. Am,  
odi ad eosaescitati niet eum volestis rem aut  
officaescid quo volorum eaquund isci et quas  
es modione ab ipienie nectae magnit lam apic  
tetus est dolorro inulles sumenienda comnisi  
re voluptatur, senient.

*On lease from the Smithsonian Air and Space Museum*

### Individual Label

6" x 7"

#### For all Labels:

Made of a Matte White Acrylic, each Label is raised 1/16" off the wall.

Krechet-94  
1969  
*aluminium alloy, satin, nylon*

Qui occaeriam quaecae. Itas sitis mol-  
orem. Atur, officat quatem nimporp  
orporiam ad ut facipient volupti occup-  
tas diantunt.

Ga. Pudrit vitiatu repudigenis debis aut  
ut experspitam. Etur re idi blab invelis  
es mint plis quossun tiscium sim qui  
rem ea quidigendit que suntiae conse-  
quia sequam rempos nonsero il inctias  
nurdant as non eum est adia pa am.  
Con explatios ut et vitatemped quias  
endi odi dolut et ist, quis evenias delli-  
bus moluptatur sitisit quis et in necum  
sum qui nis et labo.

Eliquo odignim ilignam idus sequo maio  
consedi dolupta erferum re sinvel et  
magnima gnimuscia si culpari idel et lau-  
dis debitat iiscimendus nos elia quamet  
aut vene nitintiur, ipsuntiamet harum  
voluptur, simintiatur as endistrum fuga.  
El inctiae verspis undita quos explabo  
ribusanda atest dolorem fuga. Ut ute  
ommodi testiorro inctur, cum volecus.

*On lease from the Memorial Museum of Aeronautics of Moscow*

### Object Label (Plaque)

15" x 30"

Primarily used for larger floor objects, such as the Krechet-94 and Mobile Quarantine Facility. Font size is increased to 36 pt all around, allowing for legibility at greater distances.

# STREET BANNER and BUS KIOSK POSTER

The Banners and Posters are to be installed throughout Sacramento and Davis.



36"x96"





# LOBBY BANNER



# INTRODUCTORY and SECTION GRAPHICS

Located by the exit to the lobby, this acts as an introduction to the exhibition for visitors who need further clarification after the introductory experience.

## Introductory Graphic

The title, *There and Back*, will be made from 1/16” thick aluminium, while all other text will be painted on with acrylic including other section titles.



96"



## Section Graphic

# ELEVATION EXAMPLE

From left to right, top to bottom

|  |  |  |
|--|--|--|
| <b>1. Pittsburgh Post-Gazette</b><br>July 21, 1969<br><i>Newsprint</i> | <b>5. Indianapolis Indiana Star</b><br>July 20, 1969<br><i>Newsprint</i> | <b>9. San Francisco Examiner</b><br>July 22, 1969<br><i>Newsprint</i>                    |
| <b>2. THE TIMES, UK</b><br>JULY 21, 1969<br><i>Newsprint</i>           | <b>6. Indianapolis Indiana Star</b><br>July 21, 1969<br><i>Newsprint</i> | <b>10. Safe At Home, Hail Columbia, Los Angeles</b><br>July 24, 1969<br><i>Newsprint</i> |
| <b>3. The Norway Hour</b><br>July 21, 1969<br><i>Newsprint</i>         | <b>7. Indianapolis Indiana Star</b><br>July 22, 1969<br><i>Newsprint</i> | <b>11. Atlanta Journal AJC</b><br>July 21, 1969<br><i>Newsprint</i>                      |
| <b>4. New York Times</b><br>July 21, 1969<br><i>Newsprint</i>          | <b>8. The Evening Star</b><br>July 24, 1969<br><i>Newsprint</i>          |  |

Univers 45 - 18 pt

Univers 57 - 22 pt

Univers 47 - 22 pt

Object Label (Group)  
7" x 12"

