



# *Growing* **GREENER**

Exploring the Davis Greenway

manetti shrem  
museum

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## Big Idea

*To inspire curiosity about the Davis Greenway and foster a sense of appreciation for the planning and design woven into this unique network of greenspaces.*

**Phase 1**  
**Exhibition Content and Development**



## Exhibition overview

*Growing Greener seeks to inspire curiosity and wonder about the Davis Greenway, and foster a sense of appreciation for the planning and design woven into this unique network of greenspaces. The exhibition is geared towards UC Davis students and residents of Davis, CA. The indoor exhibition space for Growing Greener aims to teach visitors about the history of the greenway, the planning vision behind this project, and the impacts it has on the community and city environment. Outside, in the Greenway itself, the exhibition comes to life as a series of interventions aimed at inspiring an appreciation for, as well as a deep curiosity about, the wonders of this space.*

VENUE: Jan Shrem and Maria Manetti Shrem Museum of Art, Davis, CA and the Davis Greenway, Davis, CA

DATE: November 8, 2021 – February 20, 2022

AUDIENCE: UC Davis students and residents of Davis, CA

LOCATION: temporary exhibition space and the Davis Greenway

SIZE OF SPACE: 2,688 sq. ft./250 sq. meters.

NUMBER OF OBJECTS: 47

RETAIL AREA: small area in lobby space

MERCHANDISE: stickers, shirts, posters

INTERPRETIVE ELEMENTS: exhibition texts, object labels, interactive touch table, projection wall

PROMOTION: full array of promotional banners, posters and other marketing graphics

SECURITY: low risk

## Exhibition themes / sections

### **Growing Roots**

In the indoor exhibition, visitors will learn about the history of the Davis Greenway. Planning documents including the 1989 Greenway Plan and Davis City Master Plan will be featured. These documents will provide background into the goals that drove the development of the Greenway. A series of maps will offer an understanding of the the scope of this ongoing project.

### **Growing Ecosystems**

The Davis Greenway is home to a wide variety of flora and fauna. The Tree Davis project, Great Tree map, and a collection of plant leaf and flower specimens will be featured in this space. Visitors can also learn about animals that live in Davis open spaces and how the Greenway projects work to protect them.

### **Growing Community**

The Greenway is home to a number of parks and community spaces. Families and friends gather, athletic teams practice, and groups host events in the Greenway. This section will include interventions in the Greenway itself that encourage visitors to consider how the Greenway fosters community in Davis.

### **Growing Creativity**

Davis has a robust collection of town art, and the Greenway is home to a number of these pieces. This section will consist of interventions along the Greenbelt connected to town artwork, including a map on the app that highlights the locations of art in the Greenway.

### **Growing Sustainably**

The Greenway connects the city like a vascular network, designing infrastructure around bicycles and alternative modes of transportation to cars. In this way, the Greenway promotes citizens' health as well as serves the planet. This part of the exhibition will consist of an indoor feature on sustainability benefits of the Greenway as well as outdoor interventions surrounding health.







(17) Strawberry Tree Specimen, 2020  
Plant specimen in glass, 11"x16"



(18) Trident Maple Specimen, 2020  
Plant specimen in glass, 11"x16"



(19) Emerald Sunshine Elm Specimen, 2020  
Plant specimen in glass, 11"x16"



(20) Coast Redwood Specimen, 2020  
Plant specimen in glass, 11"x16"



(21) Urban Pinnacle Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(22) Swan Hill Olive Specimen, 2020  
Plant specimen in glass, 11"x16"



(23) Sweet Bay Specimen, 2020  
Plant specimen in glass, 11"x16"



(24) Henry Flame Specimen, 2020  
Plant specimen in glass, 11"x16"



(25) Carob Tree Specimen, 2020  
Plant specimen in glass, 11"x16"



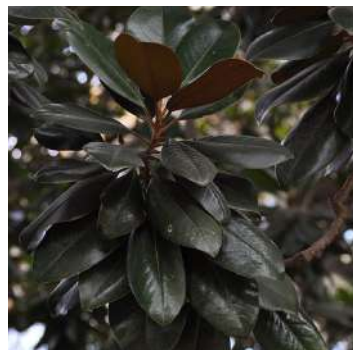
(26) Chinese Elm Specimen, 2020  
Plant specimen in glass, 11"x16"



(27) Little Leaf Linden Specimen, 2020  
Plant specimen in glass, 11"x16"



(28) Chinese Pistache Specimen, 2020  
Plant specimen in glass, 11"x16"



(29) Southern Magnolia Specimen, 2020  
Plant specimen in glass, 11"x16"



(30) Chinese Flame Tree Specimen, 2020  
Plant specimen in glass, 11"x16"



(31) Golden Rain Tree Specimen, 2020  
Plant specimen in glass, 11"x16"



(32) Ginkgo Biloba Specimen, 2020  
Plant specimen in glass, 11"x16"



(33) Giant Dogwood Specimen, 2020  
Plant specimen in glass, 11"x16"



(34) Deodar Cedar Specimen, 2020  
Plant specimen in glass, 11"x16"





(35) Cork Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(36) English Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(37) Valley Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(38) Blue Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(39) Texas Red Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(40) Coast Live Oak Specimen, 2020  
Plant specimen in glass, 11"x16"



(41) European Hackberry Specimen, 2020  
Plant specimen in glass, 11"x16"



(42) Manzanita Specimen, 2020  
Plant specimen in glass, 11"x16"



(43) Community Use Wall, 2021  
Julie Daseking, Blackboard and Chalk,  
15'x8'



(44) Seat At The Table, 2021  
Julie Daseking, Metal and Recycled Plastic,  
15'x15'



(45) Series of Yellow Art Frames (5), 2021  
Julie Daseking, Recycled Plastic, 3'x2'6"



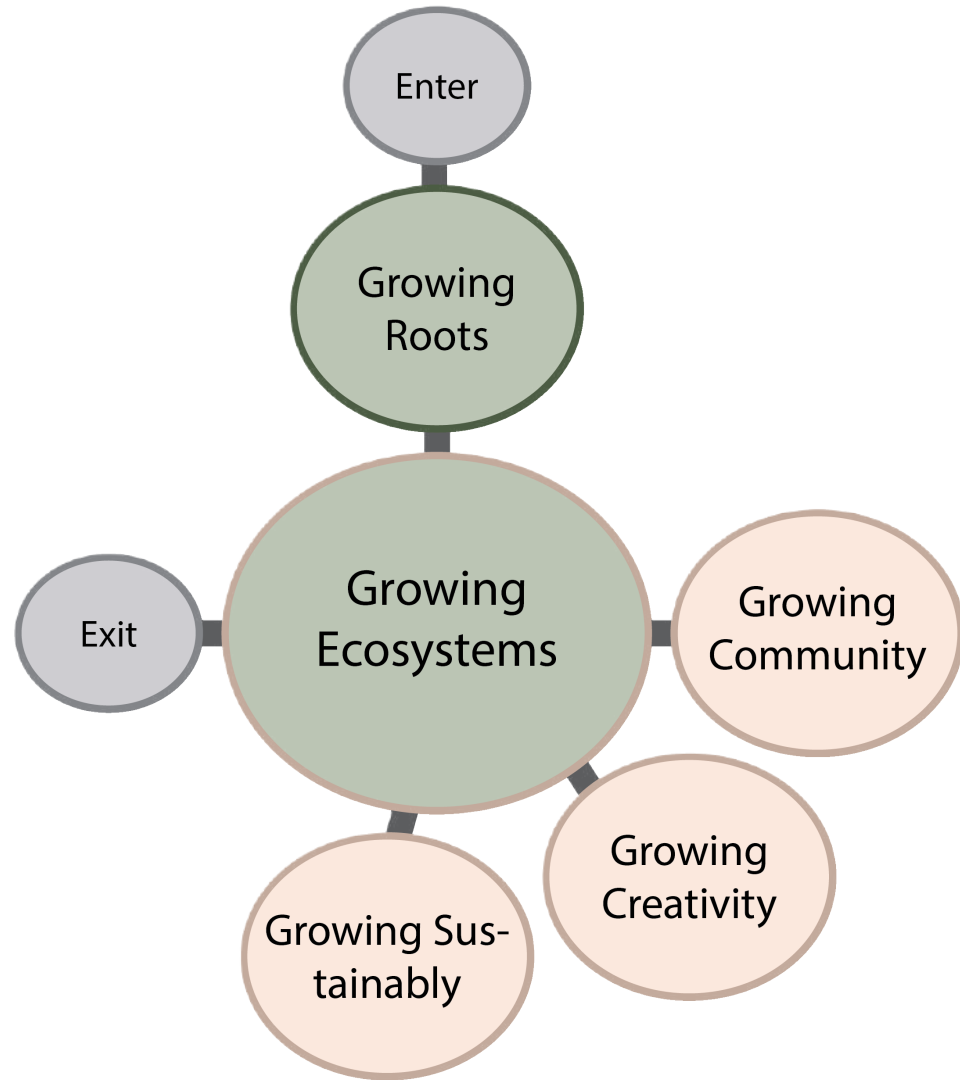
(46) Sustainability Path Illustrations, 2021  
Julie Daseking, Spray Chalk, 6'x varying lengths



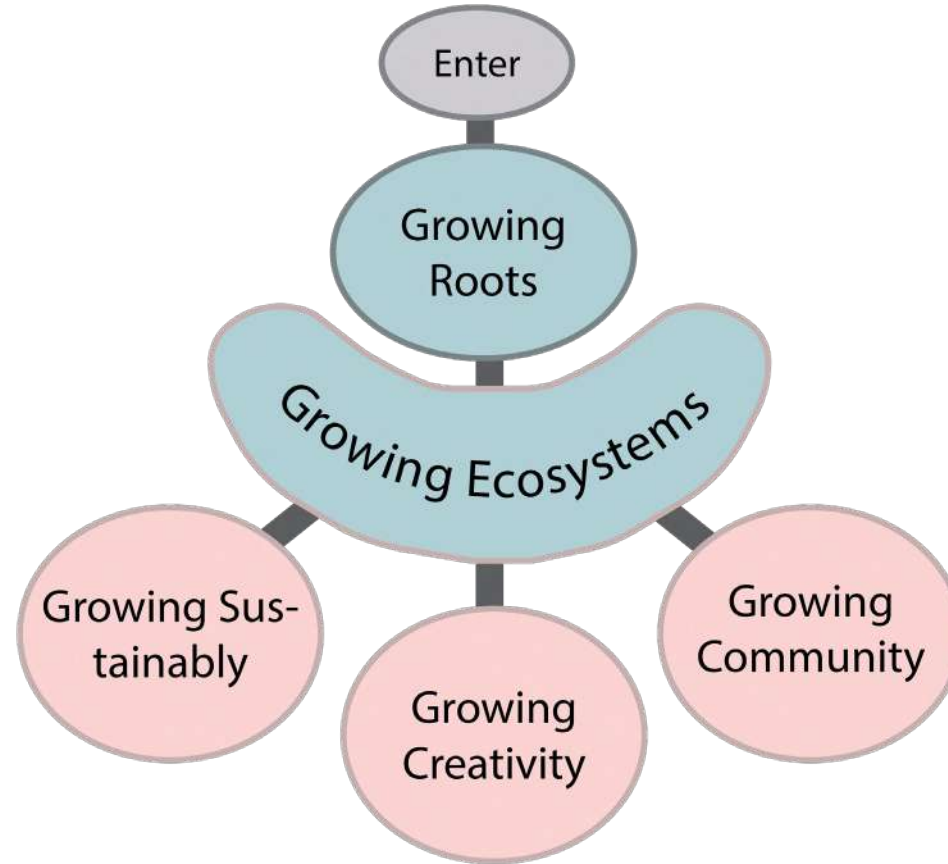
(47) Rainbow Trees, 2021  
Julie Daseking, Eco-friendly Pigment,  
Dimensions vary by tree



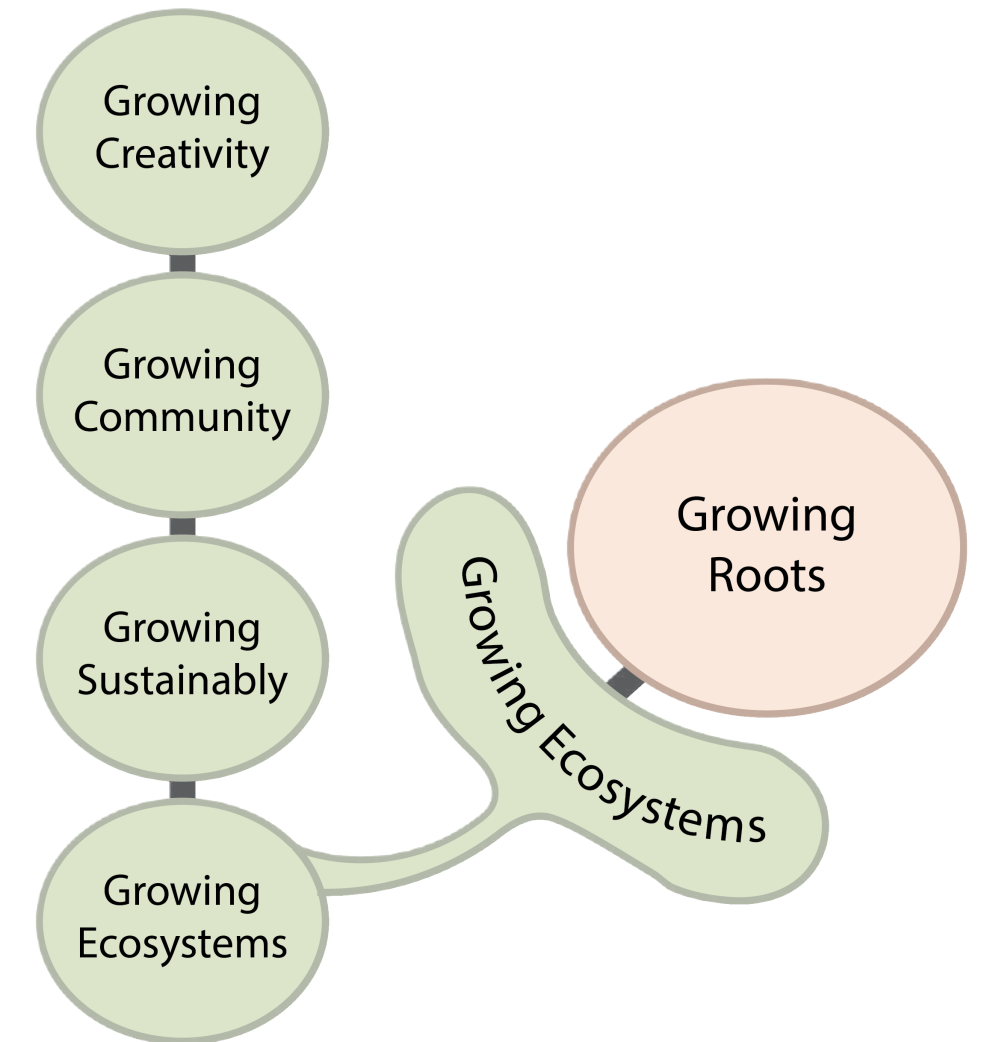
## Exhibition concepts / narratives



CONCEPT A



CONCEPT B



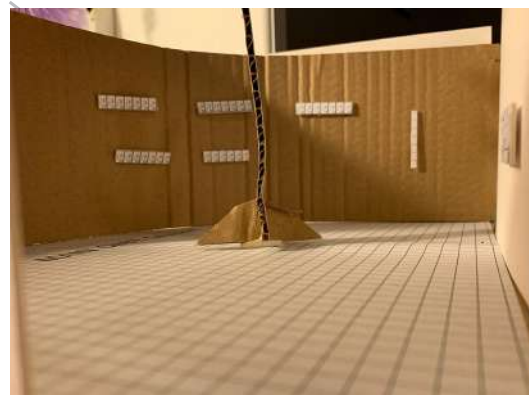
CONCEPT C

**Phase 2**  
**Spatial Planning and Object Placement**

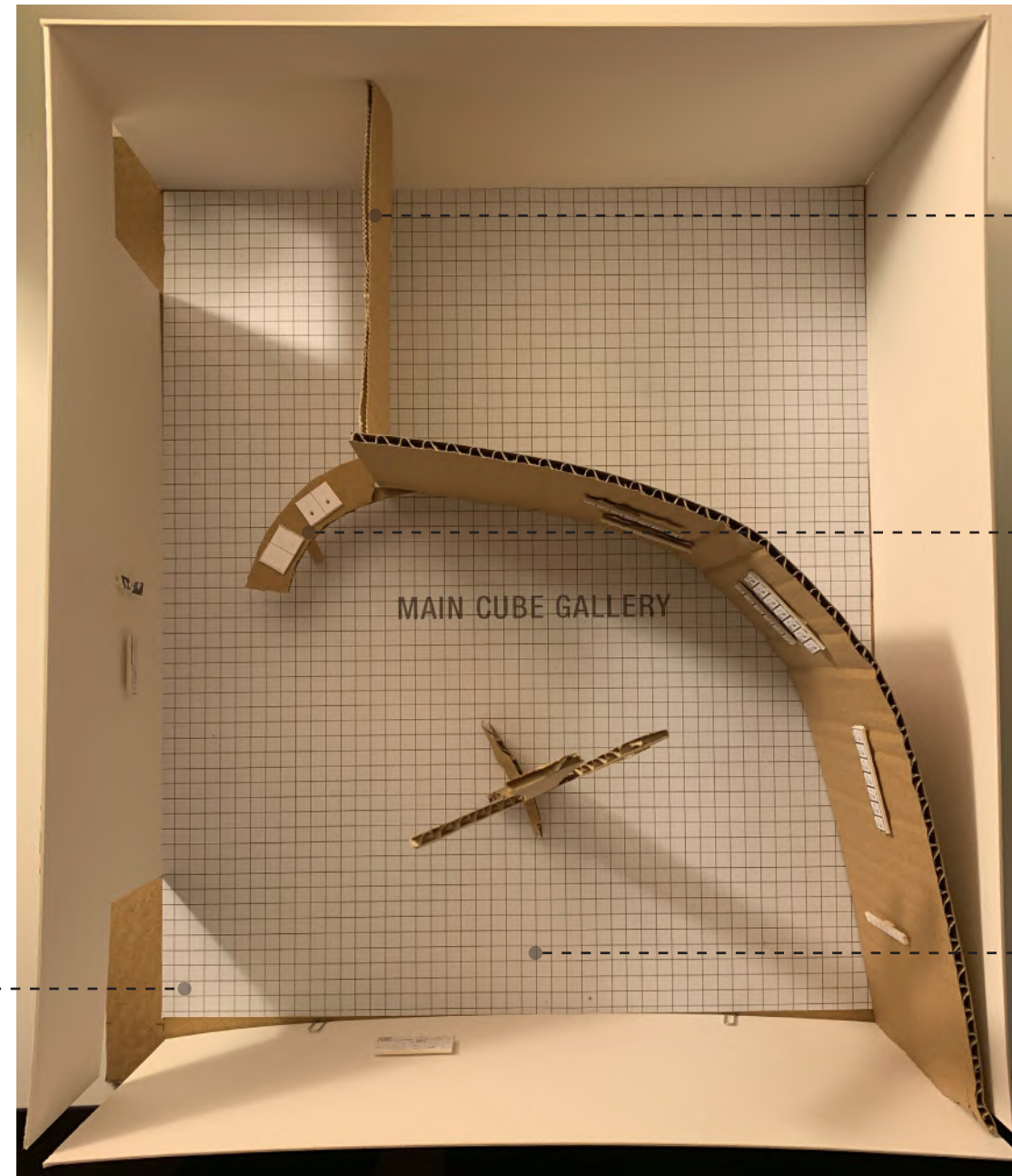


## Scale model documentation

Since a large part of the exhibition will be housed within the Davis Greenway itself, the interior space will not need to be as expansive. As a result, temporary walls will be used to divide the interior gallery space to fit the size required for the indoor portion of the exhibition. This will allow the exhibition to fill the space provided without becoming too spread out so as to lessen the effect and cohesion of the exhibit. In order to achieve this, a flat title wall will face the entry/exit to the exhibition. This wall will then bend into a curve to mimic the form of the canopy of the tree sculpture it houses. The circular arrangement creates a natural flow that alludes to the connected pathways of the Davis Greenbelt, and will functionally serve to take visitors back to the main doors at the end of their visit.



EXHIBITION VIEW FROM NORTH LOUNGE ENTRANCE



EXHIBITION ABOVE VIEW



EXHIBITION VIEW FROM ENTRANCE/EXIT POINT



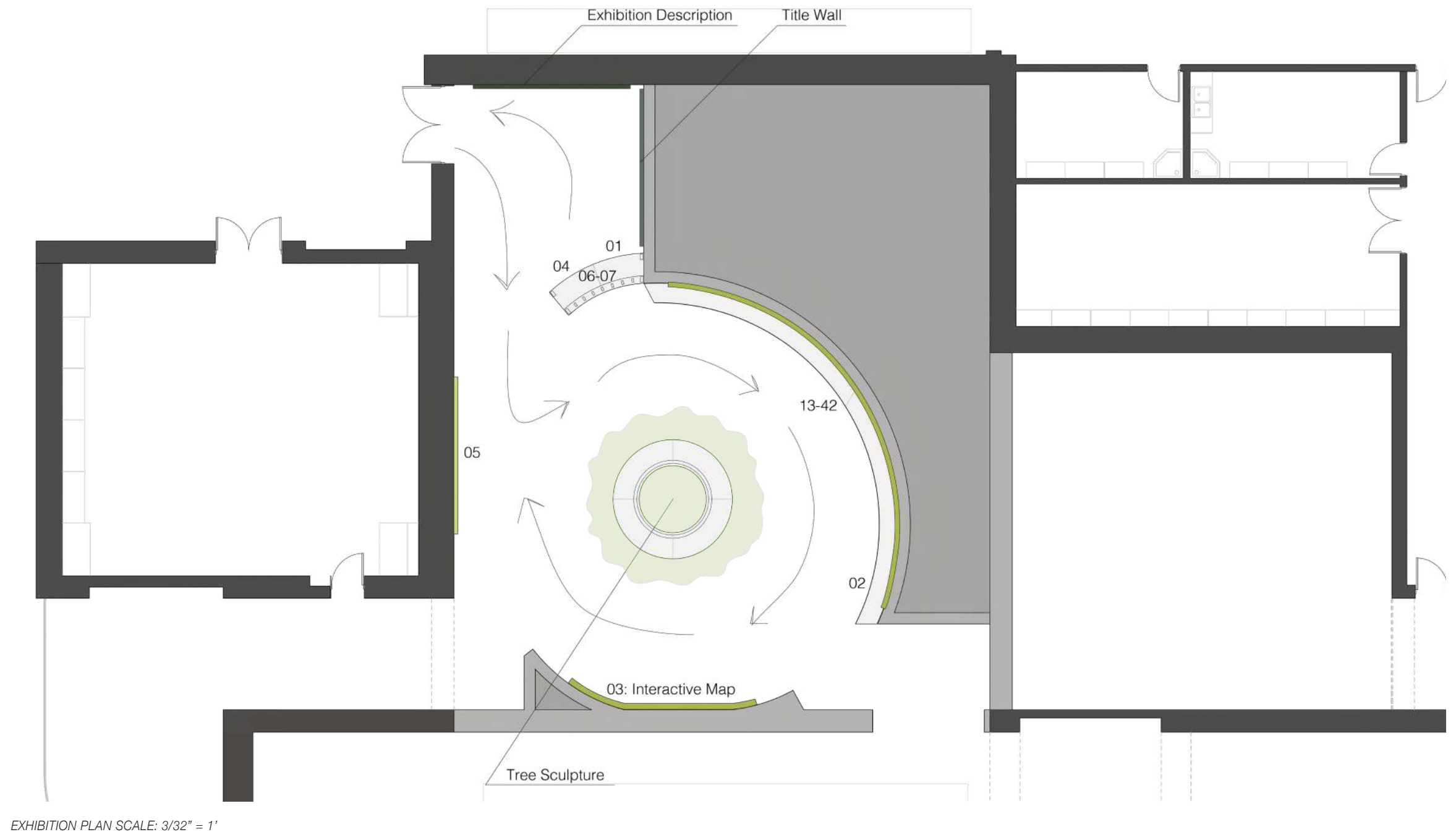
EXHIBITION VIEW FROM TITLE WALL



EXHIBITION VIEW FROM BACK WALL FACING CIRCULAR PLANT SPECIMEN DISPLAY

## Exhibition plan and object placement

The interior portion of the exhibition will focus on more of the archival objects and information on the history and planning of the Davis Greenway. The subdivisions “Growing Roots” and “Growing Ecosystems” will be highlighted within this space. Visitors enter facing the main title wall with an overview of the exhibition on the wall to the left. From the entryway, visitors move towards a table with enlarged copies of the Greenway Plan and Davis Master Plan. Visitors can thumb through these documents and learn about the design and planning intent behind the Greenway. Along the wall will be photos and a map of the original Greenway plan. From here, visitors move into a circular space dominated by a large tree sculpture. Along the curved wall will rest a collection of plant and tree specimens that can be found in the Davis Greenway. At the back wall will be a large map of the Davis bike path and greenbelt system. Visitors will be able to mark the map with places that they enjoy spending time or visiting in the Greenway, and be able to discover new recommendations from fellow visitors. From here, visitors will be encouraged to explore the Greenway themselves and discover the addition exhibition interventions.





**Phase 3**  
**Staging, Atmosphere and Interpretation**

## Exhibition materials, color and lighting

The exhibition's focus on the Davis Greenway carries into the interior atmosphere with the incorporation of natural materials and hues. The "Greener" element of the theme is reflected in the use of a number of green hues, combined with natural wood and other earthy tones to reflect the natural area that the exhibition features. Similarly, the track lighting in the exhibition space will be augmented with additional wash lighting to be more similar to daylight, while still remaining shaded enough to allow spotlights to highlight key materials within the space.

### MATERIAL PALETTE

The interior exhibition uses natural materials to reflect the outdoors, such as natural wood. Some artificial materials are also used with the same intent to allude to nature, such as the faux hedge title sign and textured tan concrete floors.

### COLOR PALETTE

The paint colors featured in the exhibition space reflect the "greener" theme of the exhibiton and the natural tones of the Davis Greenway. Although inspired by shades found in vegetation, the green paints retain a vibrancy to them that contributes to the bright and energized atmosphere.

M-1



Oak  
Display tables and frame wall

M-2



Clear Acrylic  
Object displays

M-3



Faux Hedge  
Title sign and accents

M-4



Faux Leaves  
Tree sculpture and accents

M-5



Textured Tan Concrete  
Flooring

M-6



Recycled Plastic  
Outdoor Interventions

P-1



Benjamin Moore  
Grape Green - 2027-40

P-2



Benjamin Moore  
Tequila Lime - 2028-30

P-3



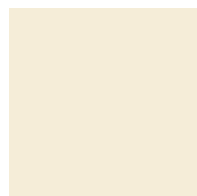
Benjamin Moore  
Iguana Green - 2028-10

P-4



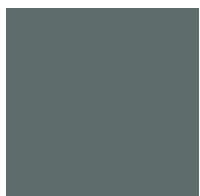
Benjamin Moore  
Colonial Verdigris - CW-530

P-5

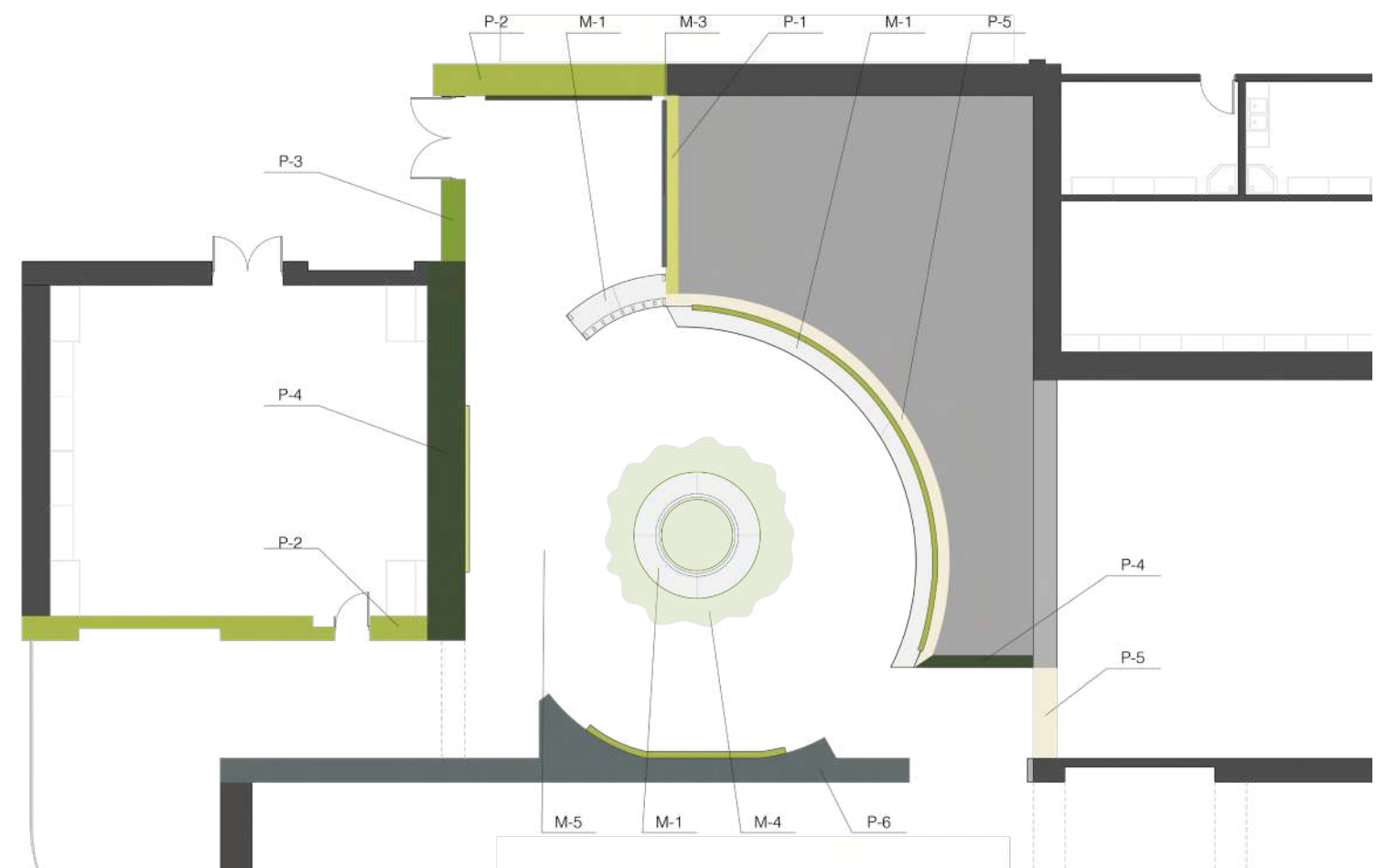


Benjamin Moore  
White Rock - 918

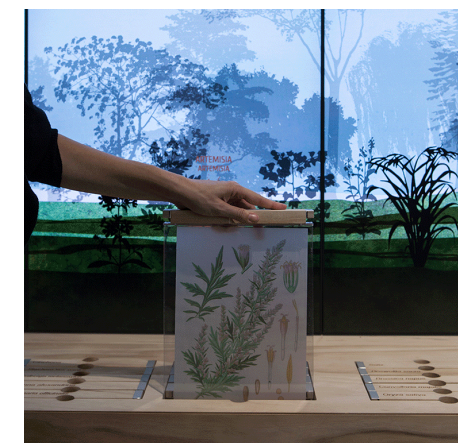
P-6



Benjamin Moore  
Knoxville Gray - HC-160



WALL COLOR, MATERIAL AND LIGHTING PLAN



Dotdotdot's *Aboca Experience* [left] similarly features acrylic slides of plant specimens set in a wood table before an interactive display screen. The office space [top left] here utilizes artificial grass indoors to bring an outdoor element into an office space. Hedge signs [top right] are popular for outdoor events.



## Exhibition furniture

Furniture in the exhibition space will be minimal on account of the condensed interior gallery and use of projection wall to display content. A curved display table will be positioned in the entry to the exhibition. Similarly, a larger curved table will run along the projection wall, and will feature sensor plates on which to place specimen slides as well as slots in which the slides will be housed. A large curved bench wraps around the tree sculpture in the center of the exhibition, providing seating that allows visitors to continue viewing exhibition content or simply to rest and socialize.



*ENTRY DISPLAY TABLE*  
Dimensions: 8'6" x 5'6" x 12"  
Material: M-1 Oak  
Features: Oak wood slats rise above the table surface to display photographs.  
Quantity: 1  
Location: Entryway



*INTERACTIVE SPECIMEN TABLE*  
Dimensions: 40' x 1'10" x 2'6" - 3'6"  
Material: M-1 Oak  
Features: Slots along the surface to house specimen slides, smart sensors that read slides when placed on them  
Quantity: 1  
Location: Main exhibition space along projection wall



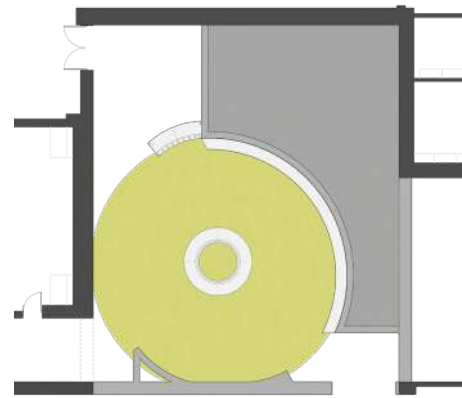
*CIRCULAR BENCH*  
Dimensions: 10'8" x 10'8" x 1'6"-3'3"  
Material: M-1 Oak  
Features: Curved 360 design allows visitors to view any angle of the exhibition  
Quantity: 1  
Location: Main exhibition space around tree sculpture



## Typical interior exhibition views

Pictured is a view of the interior space just inside the main exhibition area. After entering opposite the title wall and encountering a table with large-scale planning documents and photographs that encourage visitors to ponder the planning of the Davis Greenway, visitors move into the main interior space. Inside they are greeted by a large tree sculpture with accompanying circular bench on which visitors can sit to peruse the content or rest. Along the main curved wall is a large projection screen that interacts with the table that runs along its base. Here, visitors can explore a variety of plant specimens that can be found in the Davis Greenway, placing acrylic slides on sensors that then populate the projection screen with related content. Also pictured is a large interactive map of the Greenway system that visitors can put stickers on to indicate their favorite spots on the Greenway and look for new places to explore.

View of main exhibition space just beyond the entry table with the planning documents.



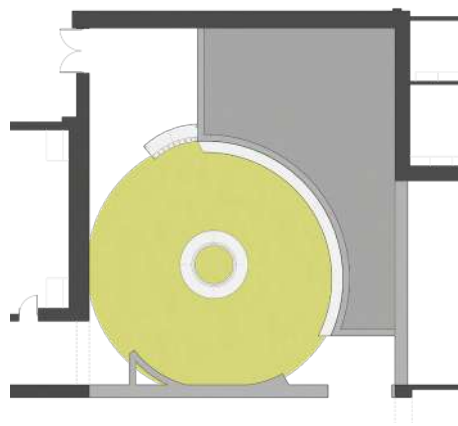


## Typical interior exhibition views

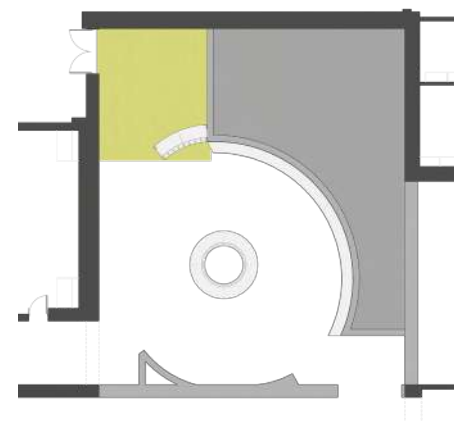


The title wall sign will be comprised of faux shrub to allude to the natural landscape.

When visitors place a specimen slide on the sensors, the projection wall will pull up information on that particular plant and its relationship to the Davis Greenway.



View of the projection wall and specimen table from the back corner of the gallery. Visitors can be seen exploring a number of plant specimens using the acrylic slides and associated projections. Also pictured on the wall is an area of the Greenway in which these plants can be found.



View of the exhibition title wall from the entrance to the Main Cube Gallery. The title wall will include text made with faux shrub material. Next to the title wall is a table set along a slatted space divider that features photographs of Greenway land prior to the development of the Davis Greenway, as well as two large-scale books of the Davis City Master Plan and the original Greenway Plan for visitors to peruse.

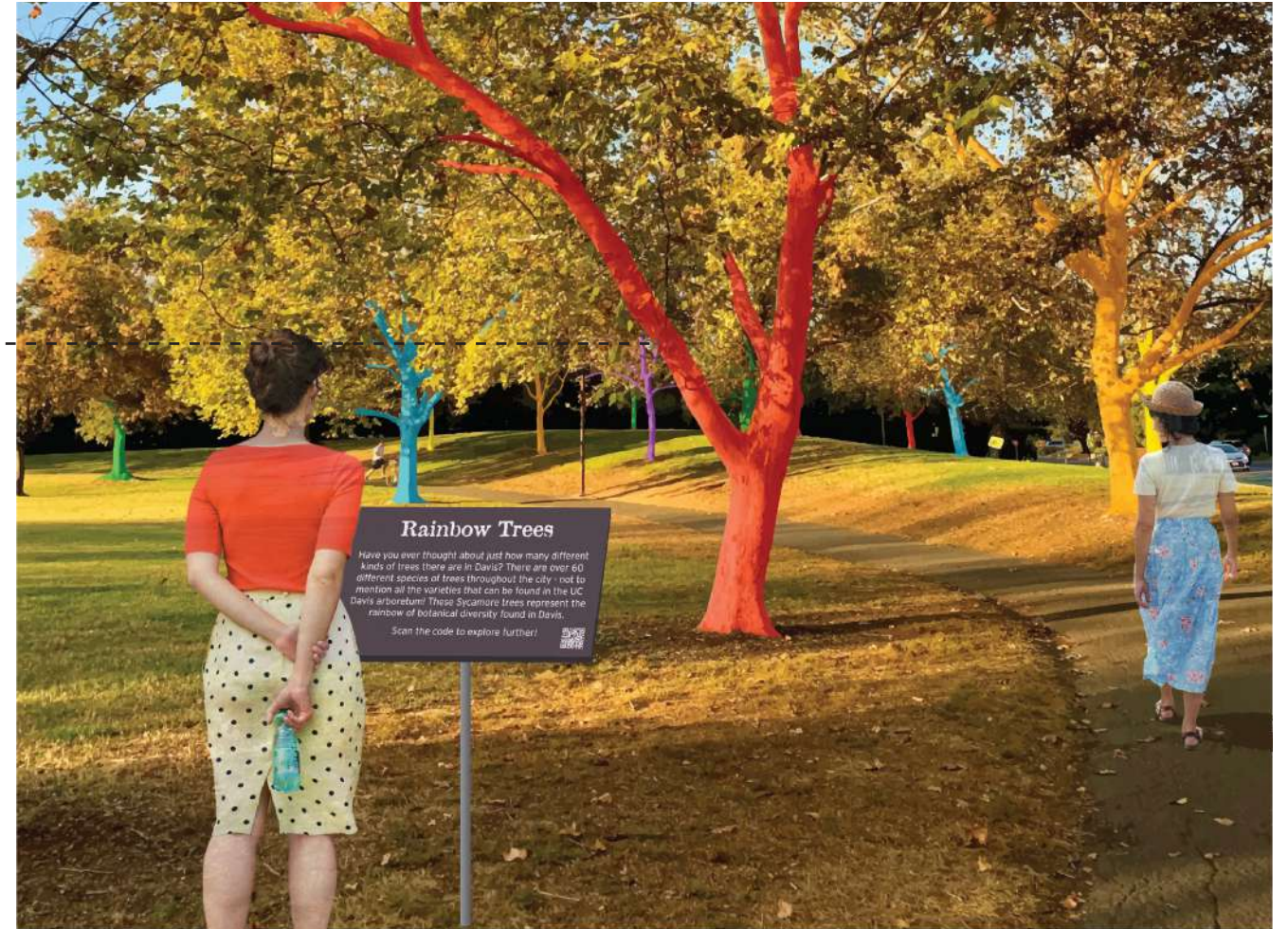


## Typical outdoor exhibition views



Trees will be painted with environmentally-friendly pigment that washes away over time.

Large yellow frames will be constructed of recycled plastic and dispersed throughout the Greenway.



View of one of the Growing Creativity interventions in the Davis Greenway. A series of yellow ornamental art frames made of recycled plastic will be stationed throughout the Greenbelt. When peered through from the front, each one frames a sculpture or work of art that resides in the Greenbelt, serving to emphasize the presence and uniqueness of these city art installations. Next to each frame will be an accompanying plaque that provides information on the specific artwork, as well as a QR code for visitors to scan with their phones that will allow them explore more art throughout the Greenway and city of Davis.

View of the Rainbow Trees, one of the Growing Ecosystems interventions in Sycamore Park in the Davis Greenway. Sycamore trees that line the path through the park will be colored with a number of environmentally-friendly pigments, creating a rainbow of trees that alludes to the rainbow of botanical diversity found in the Greenway. Davis places a great emphasis on the city's urban forest; there is even a Master Tree List that includes over 60 different species. This intervention draws visitors' attention to the intentional care and planning the city has put into the Greenway and its trees, and accompanies the interior exhibition's collection of plant specimens. Visitors can scan the QR code to explore the Davis Great Tree Map as well as all the different kinds of trees they might spot in the Greenway.



**Phase 4**  
**Visual Language and Graphic Identity**

## Exhibition graphics palette

### GRAPHICS PALETTE

The graphic elements for the exhibition pull from the exhibition theme as well as the material palette. The primary and secondary colors are similar to the paint colors featured in the interior space, but are more vibrant for use on promotional graphics. The green hues feed into the exhibition's title and natural theme. The key promotion image for the exhibition is a graphic pulled from the original Greenway Plan document published in 1989. It alludes to the city of Davis' fondness for bikes as well as the abundance of trees and botanical diversity found in Davis. This image captures much of the heart of the exhibition.

### PRIMARY COLORS

G-1



Pantone 2296 C / CMYK 15  
0 71 0 / HEX D6E865

G-2



Pantone 3507 C / CMYK 30  
0 100 0 / HEX AED000

G-3



Pantone 2294 C / CMYK 49  
0 100 8 / HEX 78AA00

### SECONDARY COLORS

G-4



Pantone 4216 C / CMYK 55  
6 98 64 / HEX 3E5824

G-5



Pantone 431 C / CMYK 63  
45 34 25 / HEX 5B6770

G-6



Pantone 4755 C / CMYK 10  
19 17 0 / HEX D7C4B7

### COLOR PALETTE

The color palette for the exhibition's graphic identity mimics the interior material palette but with increased intensity, creating continuity between the two. There are a number of green hues in various shades as well as a couple of neutral tones that connect to the exhibition's "Greener" title and emphasis on outdoor spaces and vegetation.



### KEY EXHIBITION PROMOTION IMAGE(S)

The key promotion image for the exhibition will be a graphic version of the artwork on the original Davis Greenway Plan document, which features a tree set over a bike-wheel-like radial design.



### GRAPHIC TREATMENT FOR EXHIBITION TITLE

The exhibition title will read "Growing Greener" with "Growing" in Attic Antique Regular and "Greener" in title case Interstate Black. "Growing" will be painted in White Rock (P-5) on the Grape Green (P-1) title wall. "Greener" will be made out of faux hedge to feed into the exhibition's focus on the outdoor Davis Greenway.

EXISTING MUSEUM LOGO

### Interstate Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz "1234567890:.,?!"**

### Interstate Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
"1234567890:.,?!"

### Attic Antique Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz "1234567890:.,?!"**

### Attic Antique Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz "1234567890:.,?!"***

### TYPOGRAPHIC PALETTE AND SPECIFICATIONS

Interstate Light and Interstate Black are a clean sans serif font that will be used in object labels and exhibition text as well as the title sequence. The simple, geometric, and thick strokes of Interstate Black lend it well to serving as the title text created out of faux hedge material. In exhibition text and object labels, the clean design makes it easy to read. Attic Antique Regular and Italic will be used primarily in promotional graphics and the title treatment. The rougher, stamp-like quality of this font fits into the more organic theme of the exhibition and contrasts nicely with the bold Interstate Black.



## Typical promotion graphics / exterior in-situ

### PROMOTIONAL GRAPHICS

Exhibition promotion graphics consist of a pair of street banners and a bus kiosk poster. Both feature artwork from the original Davis Greenway Plan document: a large oak tree surrounded by a wheel-like radial design. This image alludes to the city of Davis' fondness for bikes, including how the Greenway promotes cycling, as well as the plethora of trees and botanical diversity found in Davis. This image captures much of the heart of the exhibition. In both the banners and poster, this image is set on top of an illustration of the current Davis Bike Loop map, showing roads, buildings, and parks around the city. All of this imagery is rendered in colors from the exhibition graphic palette. The street banners are arranged so that the images span across the two banners when hung side-by-side, with the title of the exhibition and the museum logo and dates on the bottom of each in Attic Antique Regular. The bus kiosk poster features the same image design centered on the single poster sheet. The title of the exhibition is set at the top of the poster with the museum logo and dates on the bottom. On the bus kiosk poster, the green background behind the text fades into and out of the graphics in the center of the poster.



### PROMOTIONAL STREET BANNERS

The street banners feature the title of the exhibition, "Growing Greener" as well as the Manetti Shrem Museum logo and the dates of the exhibition. The design features artwork from the original Davis Greenway Plan that spans across the two banners when hung side by side, set on a beige background with an overlay of the Davis Bikeloop map.

The background of the street banner design is composed of a simplified graphic version of the map of the present day Davis Bikeloop.

The bus kiosk features a similar design across a single panel.



### PROMOTIONAL BUS KIOSK POSTER

The bus kiosk poster is similar in appearance to the street banners, but the layout is set across a single poster rather than two banners. A fading dark green gradient is also applied behind the text for the exhibition title, location, and dates.

## Typical exhibition graphics / interior in-situ

### EXHIBITION GRAPHICS

The title wall for the exhibition, featured below, will consist of the words "Growing Greener" set on the wall facing the entrance and exit to the exhibition. "Growing" will be painted in Benjamin Moore's White Rock (P-5) in Attic Antique Regular font. "Greener" will be formed out of fake box hedge (M-3) cut to fit title case Interstate Black font. Object labels will be 6" x 8" and provide information regarding each object. Labels will include the object's title written in 24pt Attic Antique Regular, followed by relevant object information in 17pt Attic Antique Italic. Body text will be written in the sans-serif Interstate Light in 16pt font for legibility. At the bottom of each label will be a note in 12pt Attic Antique Italic that denotes where the object can be found or was obtained from.

"Greener" will be comprised of faux hedge material cut to match the forms of the letters in title case Interstate Black.



### EXHIBITION TITLE TREATMENT

The exhibition title will read "Growing Greener" with "Growing" in Attic Antique Regular and "Greener" in title case Interstate Black. "Growing" will be painted in White Rock (P-5) on the Grape Green (P-1) title wall. "Greener" will be made out of faux hedge to feed into the exhibition's focus on the outdoor Davis Greenway.

## Original Davis Greenway Map

Created 1989

Jones, Francis, & Dawson

Paper Document

This map of Davis was drawn up with the original Davis Greenway Plan (displayed on the table in the entryway) in 1989. It shows the city of Davis, but notice how it focuses primarily on the locations of parks, greenbelts, and open space rather than housing or urban areas. Jones, Francis, and Dawson used this map to illustrate the extensive Greenway system they proposed be integrated into the city. See if you can find your neighborhood on the map, were there any proposed green spaces there in 1989? How does this map compare to what your neighborhood looks like today?

Obtained from the City of Davis Archives

### EXHIBITION OBJECT LABEL

Object labels will feature titles written in Attic Antique Regular, item information (date, creator, medium, and origin) in Attic Antique Italic, and body text in Interstate light. Titles will be 24pt, object information 17pt, body text 16pt, and object origin 12pt font.



**Appendix:  
Best Precedence Inspiration  
About the Designer  
Peer Review Summary**



## Best precedence inspiration

### PROJECT REFERENCE



IMAGE DESCRIPTION Fieldwork Facility, The Museum of Us, Old Kent Road, 2019, London, England/<https://medium.com/fieldwork-facility/how-we-reimagined-community-consultation-and-created-the-museum-of-us-8294cbc7b4fb>



IMAGE DESCRIPTION Takashi Kuribayashi, Trees, Singapore Art Museum, 2015, Singapore/<https://www.takashikuribayashi.com/works>



IMAGE DESCRIPTION Ferry Staverman/<https://www.decor8blog.com/blog/2010/05/04/ferry-staverman-paper-art>



IMAGE DESCRIPTION Standard, Nemo Science Museum, 2018, Amsterdam, Netherlands/<https://standardstudio.nl/portfolio/nemo-science-museum-foyer/>



IMAGE DESCRIPTION Konstantin Dimopoulos, The Blue Trees, Pirrama Park, 2016, Sydney, Australia/<https://kondimopoulos.com/thebluetrees/the-blue-trees-sydney-australia/>



IMAGE DESCRIPTION Marc & Chantal, Civic Education Resource Centre, Home Affairs Bureau, 2011, Hong Kong/<https://www.frameweb.com/article/civic-education-resource-centre>



IMAGE DESCRIPTION Dotdotdot, Aboca Experience, Aboca Museum, 2020, Tuscany, Italy/<https://www.dotdotdot.it/works/aboca-experience>



IMAGE DESCRIPTION Bach Dolder, Hippos on the Upper Rhine - What Was The Ice Age Really Like?, Natural History Museum Karlsruhe, 2018, Karlsruhe, Germany/<https://www.bachdolder.de/portfolio/flusspferde-am-oberrhein/>



## About the designer

*Hi there! I'm Julie.*

*I'm a fourth year honors student pursuing a Design and Human Development double major at the University of California, Davis with interests in architecture, people-centered design, education, and psychology. I am an interdisciplinary designer, and one day I want to be a teacher too.*

*If you couldn't already tell by my choice of majors, I'm a bit of a divergent thinker. I love exploring different ideas and disciplines and pulling from a wide variety of knowledge to solve problems and create.*

*I believe that design is intrinsically human. The best design solutions are centered around their relationship with people: a well-crafted house ought to make its inhabitants feel at home, a well-crafted product or device ought to be intuitive for its users, and a well-crafted lesson plan ought to meet students where they're at in the learning process.*

*As a designer, understanding how the brain works and how people operate allows me to design in a way that meets people's needs and is more intuitive. As an aspiring educator, I am able to use my creativity and design thinking skills to foster learning in a way that is accessible to more students. I also believe that design thinking is a widely applicable skill that is under-taught in schools, and I want to bring more interdisciplinary education and creativity into the classroom.*



JULIE DASEKING



## Peer review summary

*Throughout the design process, I received feedback from my peer review group as well as other peers during studio time. I additionally provided feedback for my group as well as other classmates' projects on using CAD software, model construction, material palette selection, and graphic identity development.*

*During the first phase, it was suggested that I further incorporate people into the exhibition. I've added more content about the creators of the Greenway, as well as brought visitors in as co-curators through the outdoor interventions, such as the Community Wall.*

*My peer review group and I discussed our scale models during Phase 02, sharing techniques for constructing the models with cardboard as well as making items to scale. We also discussed the layout of our exhibitions and floorplans. In class, my peer reviewers liked the idea of incorporating a curved wall in the interior space. I further explored this by continuing the curve into an additional wall, making the flow of the space more circular and continuous.*

*In class, my peer reviewers liked the idea of incorporating faux greenery into the interior space. They also felt that the use of green hues in the interior was fitting for my exhibition theme. Following in-class discussions, I added additional renderings to Phase 03 of the outdoor interventions in the Greenway.*

*My peer review group in class were helpful in solidifying my type faces for Phase 04. After our discussion in studio, I selected a clean, sans-serif font for body text as well as a more stylistic, natural typeface for titles and promotional graphics that fit with the Greenway theme.*



CHELSEA XIAO



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