



Explore! Create! Have FUN!

The Seussiverse

Discover the world of Dr. Seuss!

manetti shrem
museum

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Big Idea

Dr. Seuss' fantastical imagination has fueled discovery fostered creativity in countless children and reconnected them to nature. Teaching children to become interested in the natural world around them will encourage them to go out and explore be curious and appreciate nature.

Exhibition overview

Dr. Seuss was a famous author and illustrator who created books that many people grew up reading. He built a world where fantasy and creativity thrived, igniting imagination and discovery. Therefore, by bringing his world to real life, people can relive their imagination and spark creativity and exploration.

This exhibition showcases the world built by Dr. Seuss, treating it as if the characters and places he created were real. The concept stems from the idea of a science museum but with a twist as this exhibition takes the people along on his journey when he “discovered” the world. In this exhibition, Dr. Seuss was an explorer who discovered his world, utilizing his published books and concept arts as field notes. This exhibition will also have lifesized statues to recreate the appearance of the creatures, creating an immersive experience.

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

DATE: April 11–July 9, 2024

AUDIENCE: Children and Adults

LOCATION: temporary exhibition spaces

SIZE OF SPACE: 5,360 sq. ft./500 sq. meters

NUMBER OF OBJECTS:103

RETAIL AREA: small area in lobby space

MERCHANDISE: Clothing, Accessories, Stationary

INTERPRETIVE ELEMENTS: Thematic graphics, digital and physical labels

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

SECURITY: Low risk

Exhibition themes / sections

Section 1 – Step into the Journey

This section is the entrance to the exhibition. The description of Dr. Seuss as an explorer will be established here with a big portrait of him with the description. This description will be written in rhyme to give a nudge to those who know of Dr. Seuss’ rhyming technique. Everyone also receives a field journal to write down notes and do various activities in the journal while they are walking through the exhibition to reenact Dr. Seuss’ adventures.

Section 2 – Diorama Panorama

This section will feature the life-sized dioramas commissioned to recreate the appearance of the creatures in the Dr. Seuss world. The dioramas with figurines will be in display cases and will feature the creatures in their natural habitat. Famous figures such as Cat in the Hat, the Grinch, and others, will also be in this section, with them being animatronics scattered around the area. Throughout the Species exhibit there will be interactive elements included such as touching and feeling animal textures, experiences, and sounds.

Section 3 – Sea-Fairing Things

This section will feature the aquatic species from Dr. Seuss’ books. There will be a separate room in the exhibition where people can relax and be with one of the aquatic species floating around in a giant tank. The room will be dark and enclosed, mimicking the experience of an actual aquarium. This will act as a resting area as well, with some seats in the room.

Section 4 – Truffula Forest

This section will feature a room filled with truffula trees from Dr. Seuss’ *The Lorax* as well as a case filled with the flora and fauna. The room will act as a forest, where people can create their own truffula trees and incorporate them into the exhibition. A hidden Lorax will also be featured in this section, and the people will have a chance to spot it.

Section 5 – Word View

This section will act as a resting spot and library that features Dr. Seuss’ array of books hanging from the ceiling. The room will have benches where people can sit down and reflect, with the concept of surrounding themselves in Dr. Seuss’ imagination.

Section 6 – Gift Shop

This section will be the gift shop where people can purchase souvenirs to take home. Half of the profits made from this gift shop will be donated to the Dr. Seuss Foundation, a non-profit organization that “fund[s] programs that promote learning, foster imagination, and help expand opportunities for all” (drseussfoundation.org). Furthermore, if people can complete the field journal, they will be given a mini-figure of their choosing from the species exhibited in *The Seussiverse*.

Exhibition object list

EXHIBITION OBJECTS: These objects will mostly be coming from commissions. Most objects are full-scale models of the species, therefore, commissioning a studio that creates animatronics and statues will be ideal for this exhibition.



Object number (001)
Offt, 2024
Commission, Stuffed Statue
(72" x 144" x 30")



Object number (002)
Biffer-Baum Birds, 2024
Commission, Stuffed Statue
(96" x 36" x 24")



Object number (003)
Sneetches, 2024
Commission, Stuffed Statue
(60" x 36" x 24")



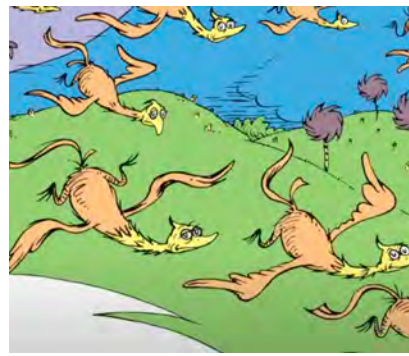
Object number (004)
Collapsible Frink, 2024
Commission, Poster
(24" x 36" x .5")



Object number (005)
Elephant Bird, 2024
Commission, Stuffed Statue
(12" x 6" x 8")



Object number (006)
Quilligan Quail, 2024
Commission, Stuffed Statue
(8" x 4" x 2")



Object number (007)
Swomee Swans, 2024
Commission, Stuffed Statue
(48" x 12" x 6")



Object number (008)
Chugg, 2024
Commission, Stuffed Statue
(1" x 1" x .5")



Object number (009)
Barba-loots, 2024
Commission, Stuffed Statue
(36" x 24" x 12")



Object number (010)
Crandle, 2024
Commission, Stuffed Statue
(18" x 8" x 4")



Object number (011)
Foonalagoona baboona, 2024
Commission, Stuffed Statues
(12" x 12.5" x 12")



Object number (012)
Who, 2024
Commission, Stuffed Statue
(1" x 0.5" x 0.1")



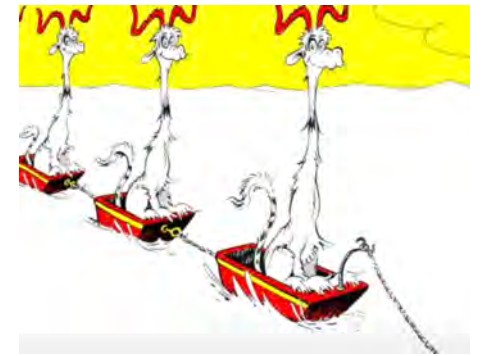
Object number (013)
Twittle Beetle, 2024
Commission, Stuffed Statue
(2" x 1" x 0.5")



Object number (014)
Vrooms, 2024
Commission, Stuffed Statue
(36" x 15" x 2")



Object number (015)
Humming Fish, 2024
Commission, Stuffed Statue
(6" x 3" x 2")



Object number (016)
Joat, 2024
Commission, Stuffed Statue
(48" x 72" x 12")



Object number (017)
Kangaroo Fish, 2024
Commission, Stuffed Statue
(12" x 5" x 2")



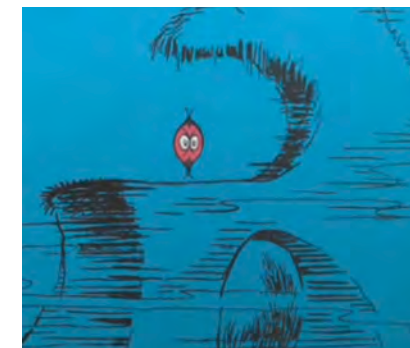
Object number (018)
Catfish, Date
Commission, Stuffed Statues
(18" x 10" x 6")



Object number (019)
Checkerboard Fish, Date
Commission, Stuffed Statue
(12" x 12" x 8")



Object number (020)
Cowfish, 2024
Commission, Stuffed Statue
(48" x 84" x 24")



Object number (021)
Quandary, 2024
Commission, Stuffed Statue
(6" x 3" x 2")



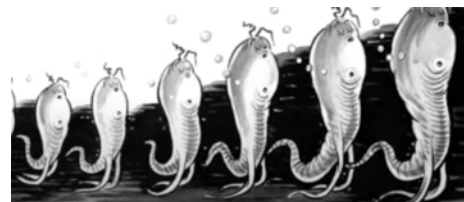
Object number (022)
Curly Nose Fish, 2024
Commission, Stuffed Statue
(36" x 24" x 1.5")



Object number (023)
Dogfish, 2024
Commission, Stuffed Statue
(12" x 36" x 6")



Object number (024)
Floob-Boober-Bab-Boober-Bubs, 2024
Commission, Poster
(24" x 36" x .5")



Object number (025)
Glurk Fish, 2024
Commission, Stuffed Statues
(60" x 36" x 12")



Object number (026)
Hakken-Kraks, 2024
Commission, Poster
(24" x 36" x .5")



Object number (027)
Sea Horse, 2024
Commission, Stuffed Statue
(12" x 6" x 12")



Object number (028)
Saw Fish, 2024
Commission, Stuffed Statue
(120" x 6" x 3")



Object number (029)
Wumbus, 2024
Commission, Stuffed Statue
(48" x 48" x 24")



Object number (030)
Yekko, 2024
Commission, Stuffed Statue
(60" x 24" x 12")



Object number (031)
Yertle the Turtle, 2024
Ron Mueck, sculpture
(12" x 12" x 8")



Object number (032)
Fish, 2024
Animax Designs, animatronic
(24" x 24" x 24")



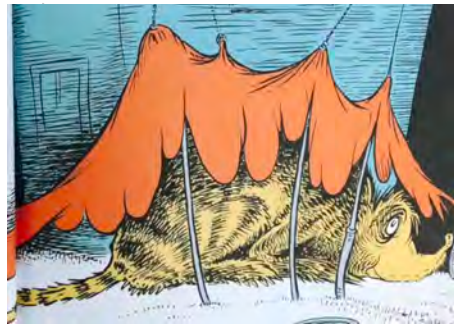
Object number (033)
Jagoon, 2024
Commission, Stuffed Statue
(36" x 24" x 12")



Object number (034)
Lota, 2024
Commission, Stuffed Statue
(18" x 12" x 1")



Object number (035)
Nutches, 2024
Commission, Stuffed Statue
(6" x 3" x 2")



Object number (036)
Yent, 2024
Commission, Stuffed Replica
(60" x 36" x 24")



Object number (037)
Yuzz-a-ma-tuzz, 2024
Commission, Stuffed Statue
(120" x 60" x 24")



Object number (038)
Zats-it, 2024
Commission, Poster
(24" x 36" x .5")



Object number (039)
Skirtz, 2024
Commission, Stuffed Statue
(2" x 1" x 0.5")



Object number (040)
Skrink, 2024
Commission, Stuffed Statue
(4" x 2" x 1")



Object number (041)
Sneedle, 2024
Commission, Stuffed Statue
(1" x 0.5" x 0.1")



Object number (042)
Kwuggerbug, 2024
Commission, Stuffed Statue
(1" x 0.5" x 0.1")



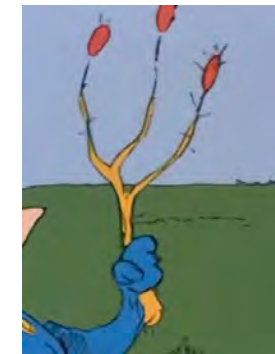
Object number (043)
Jedd, 2024
Commission, Stuffed Statue
(3" x 1.5" x 0.5")



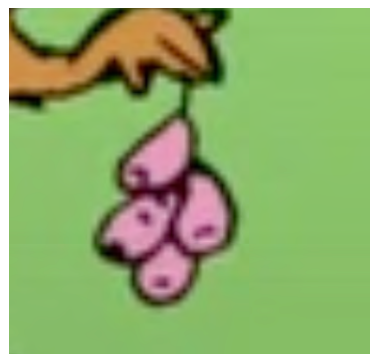
Object number (044)
Key-Slapping Slippard, 2024
Commission, Stuffed Statue
(1" x 1/2" x 0.1")



Object number (045)
Name, 2024
Commission, Replication
(24" x 6" x 1")



Object number (046)
Snickberry Switch, 2024
Commission, Replica
(18" x 3" x 1")



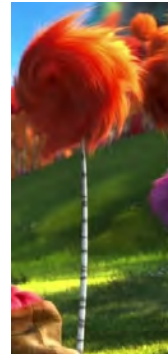
Object number (047)
Truffala Fruit, 2024
Commission, Replica
(1" x 0.5" x 0.1")



Object number (048)
The Lorax Hidden in a Truffula Tree, 2024
Ron Mueck, mixed media
(80" x 36" x 36")



Object number (049)
Orange Truffula Tree, 2020
simplisticallyassy, feathers, wood, clay
(8" x 4" x 6")



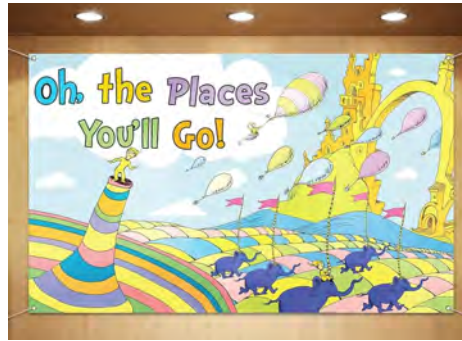
Object number (050)
Orange Truffula Tree, 2024
Ron Mueck, sculpture
(72" x 36" x 36")



Object number (051)
The Lorax, 2024
Ron Mueck, sculpture
(24" x 24" x 30")



Object number (052)
Truffala Trees, 2024
Commission, Stuffed Replica
(384" x 24" x 6")



Object number (053)
Dr. Seuss Backdrop, 2023
Sunwer, polyester fabric
(70.87" x 43.31" x 1")



Object number (054)
Cindy Lou Who, 2024
Ron Mueck, sculpture
(36.5" x 12" x 6")



Object number (055)
Sam I Am, 2024
Ron Mueck, sculpture
(58" x 36" x 24")



Object number (056)
Thing 1, 2024
Animax Designs, animatronic
(48" x 12" x 14")



Object number (057)
Thing 2, 2024
Animax Designs, animatronic
(48" x 12" x 14")



Object number (058)
The Grinch & Max, 2024
Animax Designs, animatronic
(60" x 24" x 30")



Object number (059)
Vera Violet Vinn, 2024
Animax Designs, animatronic
(43" x 24" x 14")



Object number (060)
Cat in the Hat, 2024
Animax Designs, animatronic
(74" x 24" x 24")



Object number (061)
The Lorax Movie Edition, 2024
Animax Designs, animatronic
(36" x 24" x 30")



Object number (062)
Cat in the Hat Umbrella, 2003
Universal COA, Prop and Replica
(42" x 5" x 1")



Object number (063)
Carbonic Walrus, 1930s
Theodor Seuss Geisel, plaster, leather, and oil on wood mount sculpture
(13" x 9.5" x 13")



Object number (064)
Carbonic Walrus, 1930s
Theodor Seuss Geisel, plaster, horn, and oil on wood mount sculpture
(13.5" x 13.5" x 9.5")



Object number (065)
Flaming Herring, 1930s
Theodor Seuss Geisel, plast and oil on wood mount sculpture
(22.5" x 16" x 6.5")



Object number (066)
Semi-Normal Green-Lidded Fawn, 1930s
Theodor Seuss Geisel, plaster, horn, and oil on wood
(23" x 30" x 13")



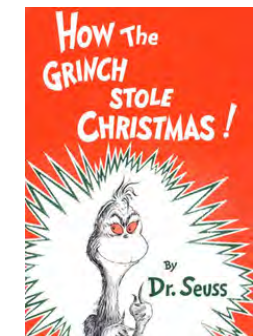
Object number (067)
Turtle-Necked Sea Turtle, 1930s
Theodor Seuss Geisel, Hand-Painted Resin Sculpture
(12" x 22" x 16.75")



Object number (068)
Sludge Tarpon, 1930s
Theodor Seuss Geisel, plaster and oil on wood mount sculpture
(13.25" x 37" x 7")



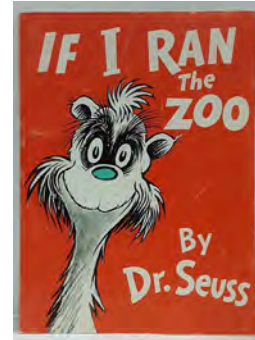
Object number (069)
Geisel in his home work room, 1957
Gene Lester/Getty images, photograph
(15.75" x 13.5" x 1")



Object number (070)
How the Grinch Stole Christmas, 1957
Dr. Seuss, book cover lithograph
(17.5" x 14" x 1")



Object number (071)
I Had Trouble Getting to Solla Sollew, 1965
Dr. Seuss, Book
(10.75" x 8.75" x .25")



Object number (072)
If I Ran the Zoo, 1950
Dr. Seuss, Book
(10.75" x 8.75" x .25")



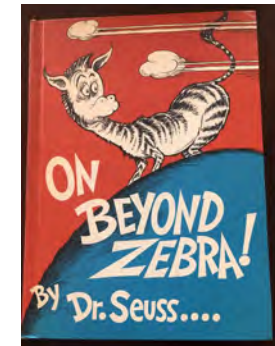
Object number (073)
McElligot's Pool, 1947
Dr. Seuss, Book
(10.75" x 8.75" x .25")



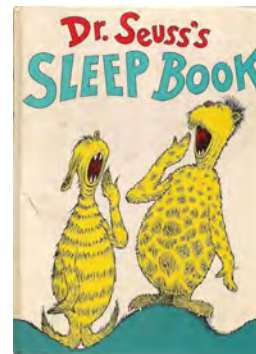
Object number (074)
Horton Hears a Who!, 1954
Dr. Seuss, Book
(10.75" x 8.75" x .25")



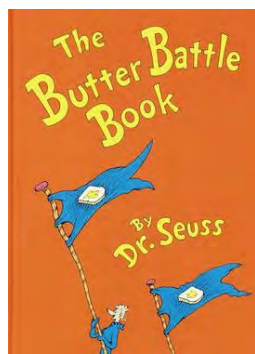
Object number (075)
Horton Hatched the Egg, 1968
Dr. Seuss, Book
(10.75" x 8.75" x .25")



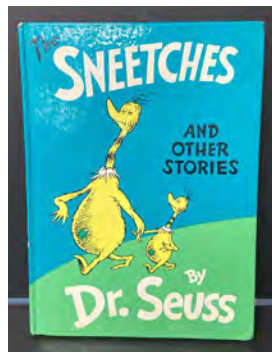
Object number (076)
On Beyond Zebra!, 1955
Dr. Seuss, Book
(10.75" x 8.75" x .25")



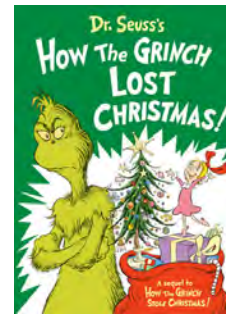
Object number (077)
Dr. Seuss's Sleep Book, 1962
Dr. Seuss, Book
(10.75" x 8.75" x .25")



Object number (078)
The Butter Battle Book, 1984
Dr. Seuss, Book
(10.75" x 8.75" x .25")



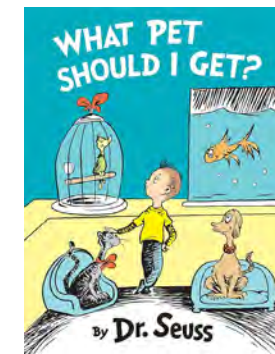
Object number (079)
The Sneetches and Other Stories, 1961
Dr. Seuss, Book
(10.75" x 8.75" x .25")



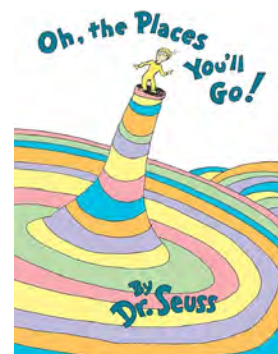
Object number (080)
How the Grinch Stole Christmas!, 1957
Dr. Seuss, book cover lithograph
(17.5" x 14" x 1")



Object number (081)
The Lorax, 1971
Dr. Seuss, Book
(10.75" x 8.75" x .25")

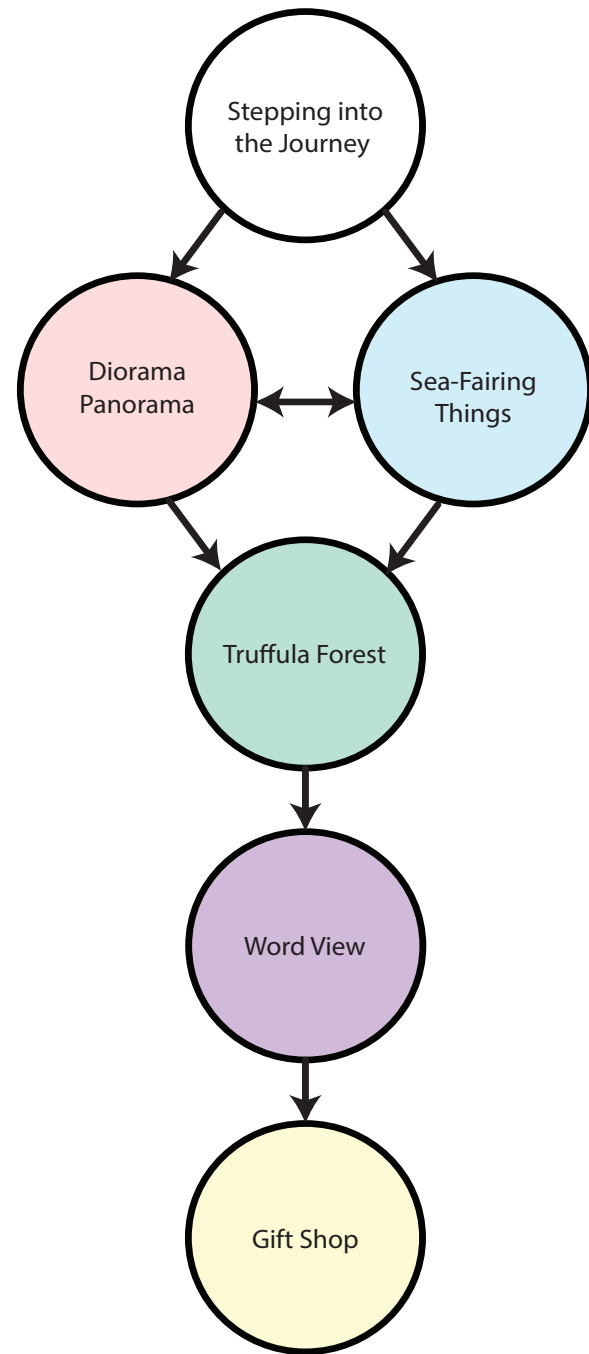


Object number (082)
What Pet Should I Get?, 2015
Dr. Seuss, Book
(10.75" x 8.75" x .25")

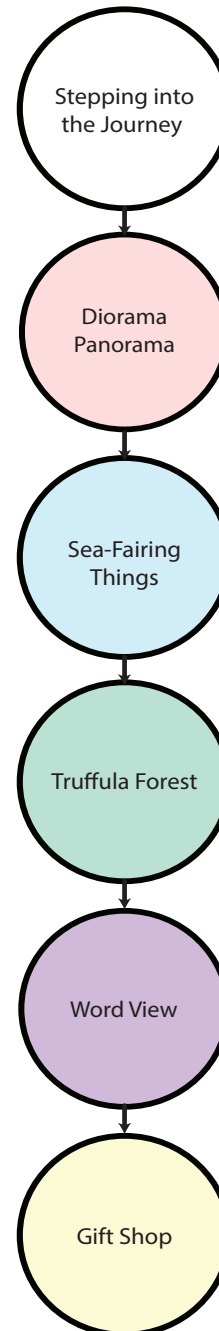


Object number (083)
Oh, the Places You'll Go!, 1990
Dr. Seuss, Book
(10.75" x 8.75" x .25")

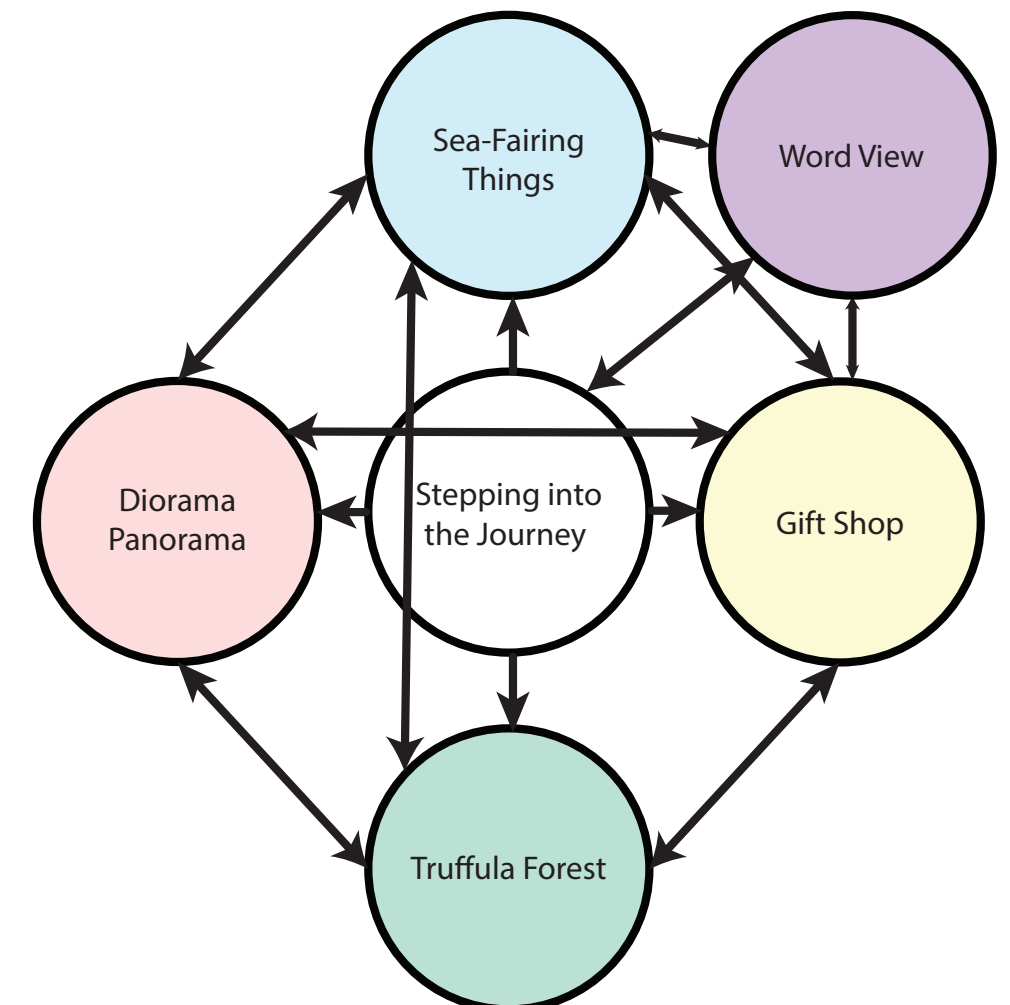
Exhibition concepts / narratives



Massing Studies A
 This layout focuses on directing people through the Diorama Panorama section to the Sea-Fairing Things and Truffula Forest starting from the beginning: Stepping into the Journey. People will be able to go to and fro the three, which will then eventually lead them to the Word View. After, they are able to go through the Gift Shop.



Massing Studies B
 This layout focuses on a linear path, starting from the introduction: Stepping into the Journey, where they are able to understand the concept of the exhibit, to then view the exhibitions on display in the Diorama Panorama section to the Sea-Fairing Things. Then they will be able to experience the Truffula Forest section to the Word View and finally go through the Gift Shop.



Massing Studies C
 This layout focuses on a non-linear path, starting with the introduction. People will be able to go to and fro all the sections freely without following a strict path. However, as the Gift Shop is connected closely to the Sea-Fairing Things and Word View, people will be able to take advantage and go through when they are close to it.

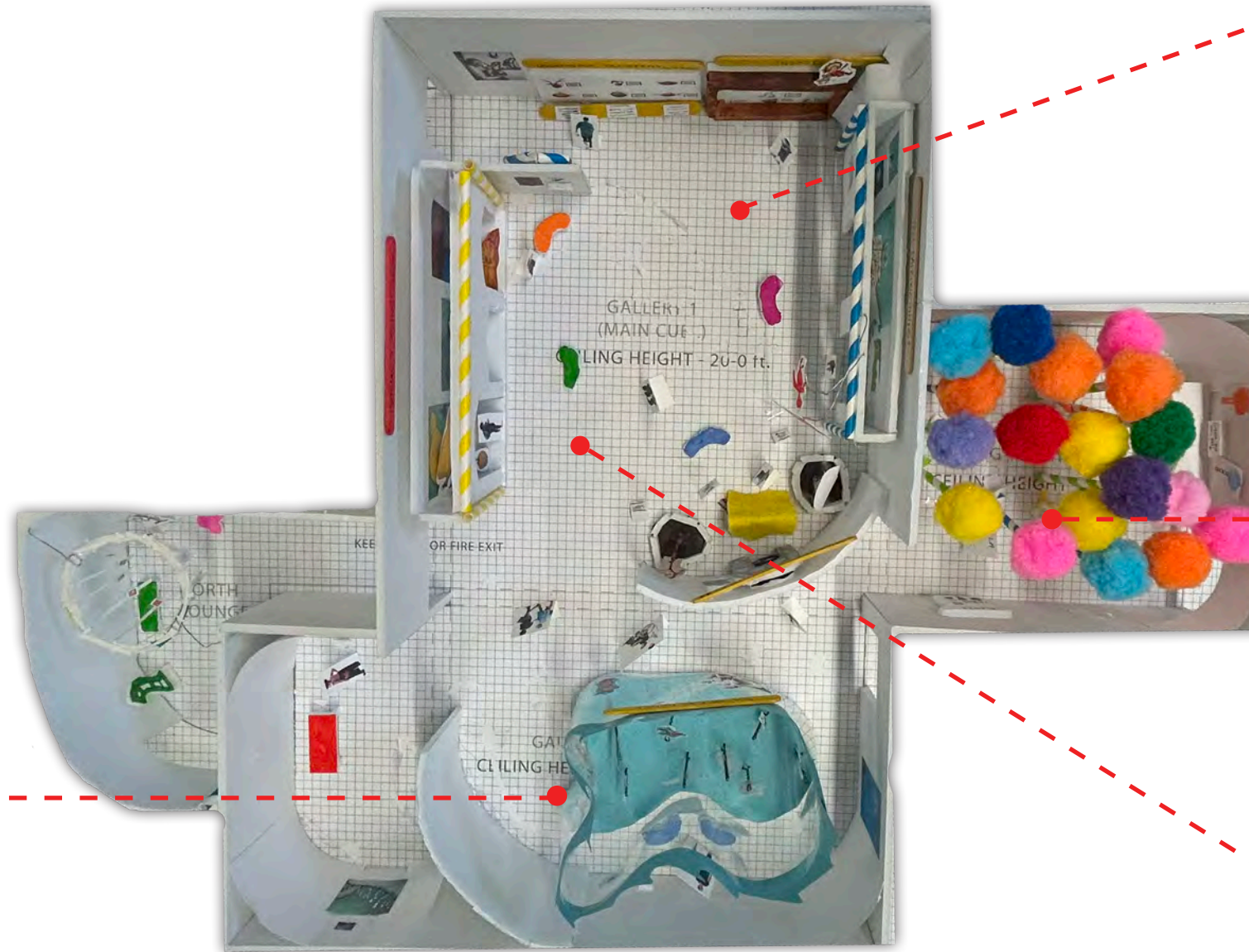
Phase 2
Spatial Planning and Object Placement

Scale model documentation

Dr. Seuss' world consists of wavy and unaligned curves regarding architecture. Using this recurring theme, this exhibit expresses the artist's fascinating world by utilizing this feat in all of the walls and architecture. The Sea-Fairing Things' tank and truffula forest areas will bring the "wow factor," therefore, by providing them their own room, people will feel as if they stepped into a different area, yet still in the Seussiverse. The theme of this exhibition is "exploration and discovery," therefore by carefully placing walls to avoid people's line of sight, they will be discovering different areas within the exhibition by exploring the areas and obtaining the "wow factor."



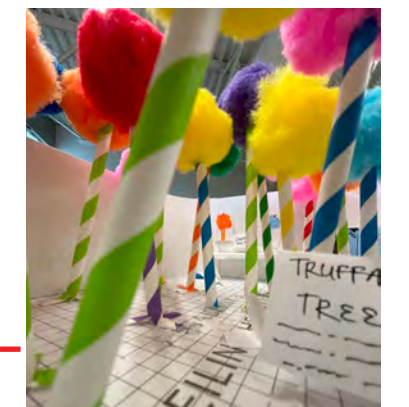
EXHIBITION VIEW: Aquarium featuring the aquatic species in the Seussiverse. These are animatronic models to create a sense of life. This section is located near the back of the exhibit but leads from the Diorama Panorama section.



EXHIBITION ABOVE VIEW: The exhibition is divided into three main parts, with three sub-sections. The main three are the Diorama Panorama, the Truffula Forest, and the Sea-Fairing Things. The other three sub-sections are the Step into the Journey, Gift Shop, and Word View. The curved walls are a representation of Dr. Seuss' fascinating world, where the architecture is in various shapes.



EXHIBITION VIEW: A section that showcases the insect-like species in the Seussiverse as well as the Tree-Fairing Things. This is near the exhibition to show a sneak peek of what the exhibition has to offer.



EXHIBITION VIEW: The Truffula Tree forest contains the hidden Lorax as well as other forest creatures. People will also have an opportunity to create their own trees and stick them to the walls of the room.



EXHIBITION VIEW: The Diorama Panorama encompasses all the creatures showcased in the exhibition, with some famous figures peaking throughout various spots in this section. All of the statues in this section will be animatronic figures that interact with people.

Exhibition plan and object placement

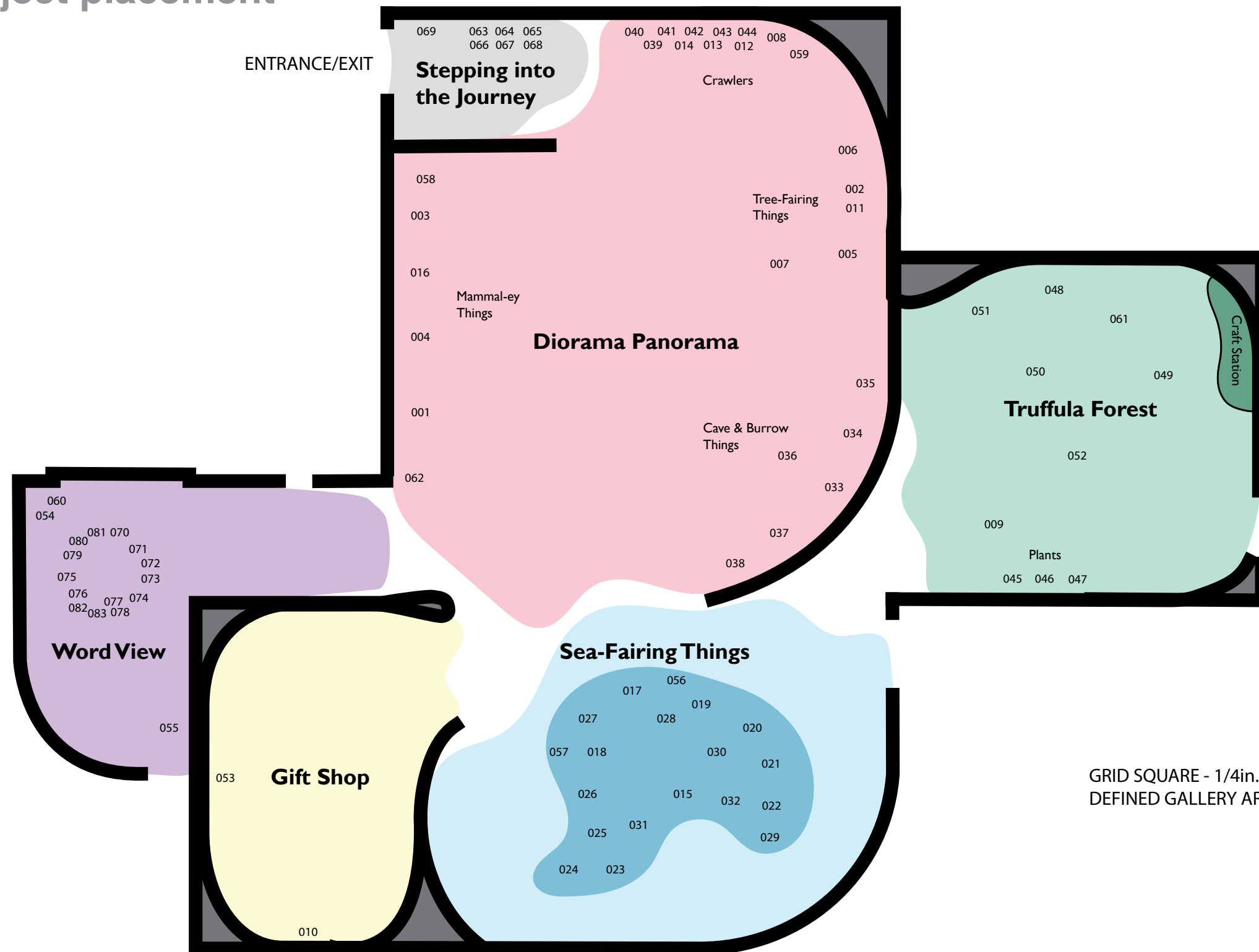
The first section gives an introduction to the concept of the exhibition. This will showcase Dr. Seuss' taxidermy sculptures he created, as well as a description in rhyme about his expedition.

After people are through the first section, they will step into the area that showcases all the species that Dr. Seuss discovered. This section will showcase the mammals, insects, and cave-like creatures. Famous figures such as *The Cat in the Hat* and *The Grinch* will also be in this section, with moving animatronics that brings the characters to life, poking through various parts of the dioramas.

As they travel through the Diorama Panorama section, they will eventually be led to the Sea-Fairing Things, where they get to explore the different aquatic species. These creatures will be displayed in a big tank. This tank will not have water, but mimic the appearance of water using lighting and projector techniques. Some of the aquatic life will be animatronics as well to give the aquarium the look and feel of real creatures swimming about.

The Word View and Gift Shop are closely connected to the Aquarium section, making it ideal for people to go through them while they are near the aquatic life. The Word View will feature books by Dr. Seuss hanging from the ceiling but is displayed as if they are his field notes. This brings together the idea of Dr. Seuss going on an expedition and finding these creatures, and people find themselves in the mind of the explorer.

Along the way, they will get a chance to step into the Truffula Forest, where they look for the hidden Lorax and create their own trees as they reach the end of the forest. The room will be filled with Truffula trees to mimic the look of a forest in the Seussiverse, with an assortment of truffula trees in various colors.



Phase 3
Staging, Atmosphere and Interpretation

Exhibition materials, color and lighting

ATMOSPHERE PALETTE: The colors, materials, and lighting for this project are meant to create a sense of fun, creativity, and whimsy. It is also functional in bringing cohesion to all of Dr. Seuss' worlds by using a color palette that can be found in many of his books combined. The materials have mostly been selected to create softness within the space as much of his architecture rarely has straight edges and a soft environment is much more inviting to children.

MATERIAL PALETTE: This material palette consists of many softer materials such as felt and nylon carpeting. This is with the intention of keeping up with the whimsical and childlike nature of the Dr. Seuss universe. Carpeting and felt wallcovering will not only provide a sense of unity with the softness of the truffala trees and the animals in the dioramas but will also make vibrant colors much more visible on false walls and flooring creating an overall vibrant and eye-catching exhibition.

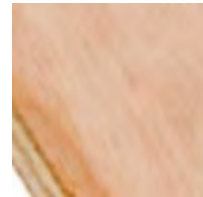
COLOR PALETTE: These colors were selected with great specificity after comparing and consolidating the primary colors used in Dr. Seuss' books. These colors were selected based off of the color palette of the book, *I Had Trouble In Getting to Solla Sollew* and the book *On Beyond Zebra* as well as many others. These serve to create a sense of unity with the books as well as to give the feel of stepping into the world of the animals within the illustrations.

M-1



Felt (Wool Roving)
Truffala Tree Tops

M-4



Birch Plywood
Diorama Cases and
False Walls

P-1



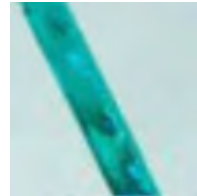
Benjamin Moore
Delightful Yellow 335

P-4

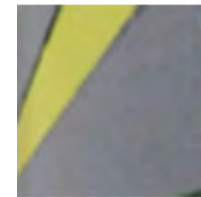


Benjamin Moore
Utah Sky - 2

M-2



Museum Glass: Plexi
Aquarium walls
Insect and Taxidermy display case
M-5



Felt Wallcovering
Wall surfaces

P-2



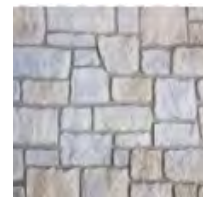
Benjamin Moore
Carrot Stick 2016-30

M-3



Synthetic Fiber: Nylon
Carpeting for flooring

M-6

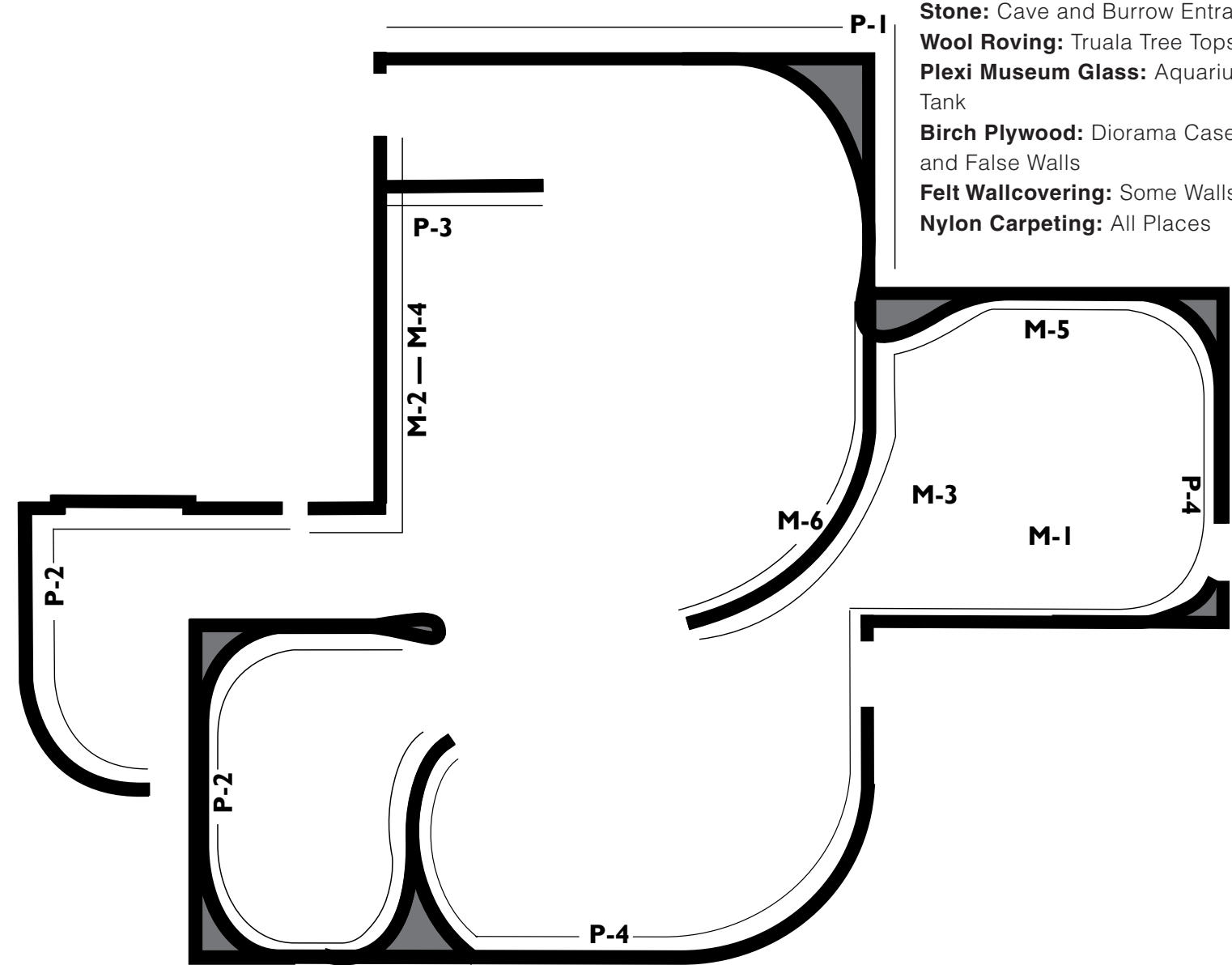


Faux Stone
Cave and burrow display

P-3

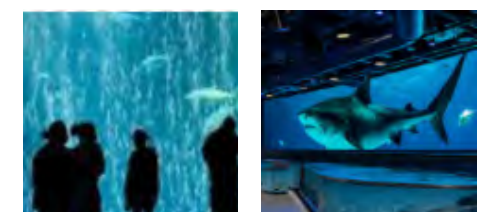


Benjamin Moore
Ruby Red - 2001-10



WALL COLOR AND MATERIAL PLAN

- Stone:** Cave and Burrow Entrances
- Wool Roving:** Truffala Tree Tops
- Plexi Museum Glass:** Aquarium Tank
- Birch Plywood:** Diorama Cases and False Walls
- Felt Wallcovering:** Some Walls
- Nylon Carpeting:** All Places



REFERENCE IMAGES: These are some pictures of aquariums as well as diorama rooms. These reference images are meant to show the inspiration behind the concept of dimly lit rooms and brightly lit dioramas in order to highlight the dioramas better.

LIGHTING: BRIGHT

Bright lights will be used to highlight the entrance, exit, and the Dr. Seuss introduction section. The reason why is because not only is it important to highlight the main entrance/exit, but also because there is a lot of reading in the first part of the exhibit.

LIGHTING: BRIGHT

Bright and natural lighting will be used or Gift Shop and Word View in order to make browsing and looking at the books hanging from the ceiling easy.

LIGHTING: BRIGHT INSIDE DISPLAY CASES & NORMAL LIGHTING OUTSIDE ROOM

Bright lights will be used to highlight the mammal dioramas in order to allow people to take pictures with the displays as well as to be able to safely make their way inside the display cases and out again. The insides of the display cases will be bright but the rest of the room will follow the format of a traditional diorama room and will be less bright in order to draw more attention to the displays.

LIGHTING: BRIGHT

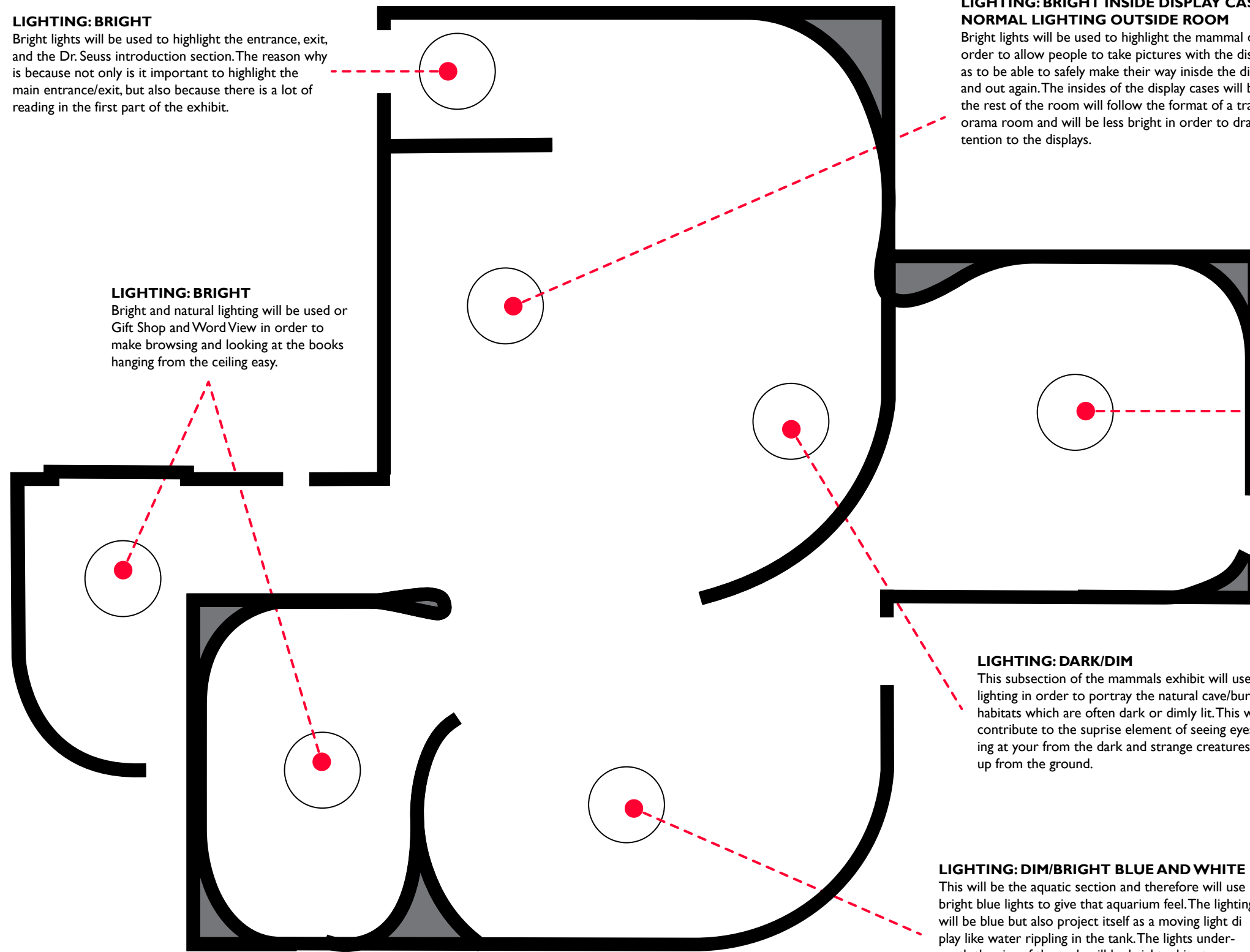
Bright lights will be used to highlight the Truffula Tree Forest. Not only is this because the forest is meant to be a bright and happy place but also because of the "Find the Lorax" game and the craft station which both functionally require bright lighting.

LIGHTING: DARK/DIM

This subsection of the mammals exhibit will use dim lighting in order to portray the natural cave/burrow habitats which are often dark or dimly lit. This will also contribute to the surprise element of seeing eyes peeking at you from the dark and strange creatures rising up from the ground.

LIGHTING: DIM/BRIGHT BLUE AND WHITE

This will be the aquatic section and therefore will use bright blue lights to give that aquarium feel. The lighting will be blue but also project itself as a moving light display like water rippling in the tank. The lights underneath the rim of the tank will be bright white to provide even more of a spotlight for the tank. The areas surrounding the tank will be dimly lit to keep the focus on the tank.

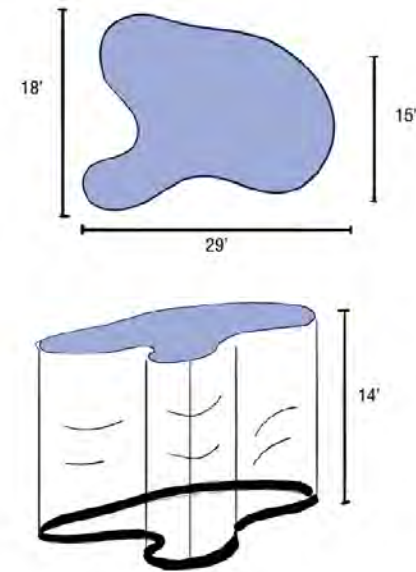


Exhibition furniture

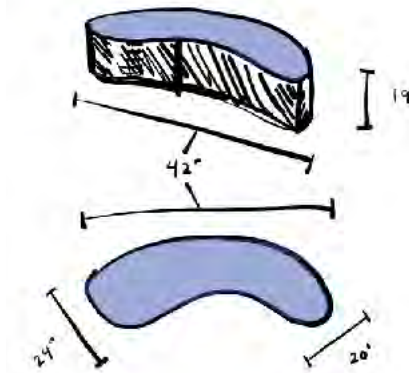
FURNITURE TYPES: *Honoring the whimsical nature of Dr. Seuss in a classy way by combining curves and colors with the traditional seating types and displays seen in Natural History Museums.*



VICTORIAN CONVERSATION CHAIR
 Height: 25 in., Diameter: 51 in., Seat Height: 14 in.
 Upholstery, wood, fire dance - 2721 (P-3)
 Original dated upholstery (1930s) - needing of reupholstering
 Qty.: 1
 North Lounge
https://www.1stdibs.com/furniture/seating/armchairs/antique-conversation-3-person-victorian-chair-petite-sofa-carved-legs/id-f_37666322/



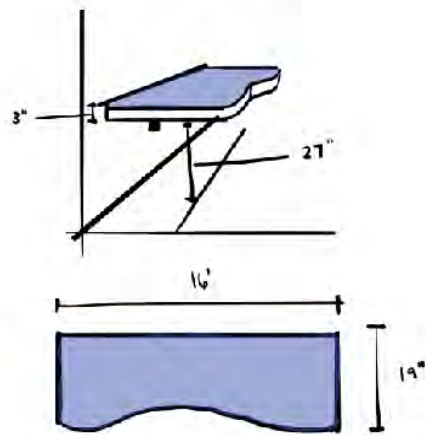
AQUATIC LIFE TANK
 168 in. x 348 in. x 216 in.
 OR 14 ft. x 29 ft. x 18 ft.
 Plexi glass & Metal, clean & minimal finish
 Built in lighting, mechanical attachments
 Qty.: 1
 Gallery 2



BENCHES
 Dimensions in inches (H x W x L)
 Birch plywood & felt
 Varying colors throughout gallery
 Qty.: 6
 Gallery 1 & 2



WHIMSICAL BOOKSHELF
 72 in. x 24 in. x 24 in.
 Birch Ply, Italian Poplar, Green Qty: 1
 North Lounge
https://www.etsy.com/listing/65541745/handmade-6ft-curved-bookshelfchoose?gpla=1&gao=1&utm_source=google&utm_medium=cpc&utm_campaign=shopping_us_a-home_and_living-furniture-kids_furniture-bookcases&utm_custom1=_k_CjwKCAIA29auBhBxEwAnKcSqvwS4mrrn7MK2KM0jYrGmMBiFDgSVyjkfAzzMo6WSvgp2MiOfULTfhoCr4wQAvD_BwE_k_&utm_content=go_12574416432_120844873858_507896951222_pla-307543814113_c_65541745_101329554&utm_custom2=12574416432&gad_source=1&gclid=CjwKCAiA29auBhBxEwAnKcSqvwS4mrrn7MK2KM0jYrGmMBiFDgSVyjkfAzzMo6WSvgp2MiOfULTfhoCr4wQAvD_BwE



CRAFTING TABLE
 30 in. x 19 in. x 192 in.
 Birch plywood with metal holdings, painted Utah Sky - 2 (P-4)
 "Floating" shelf
 Qty: 1
 Gallery 3

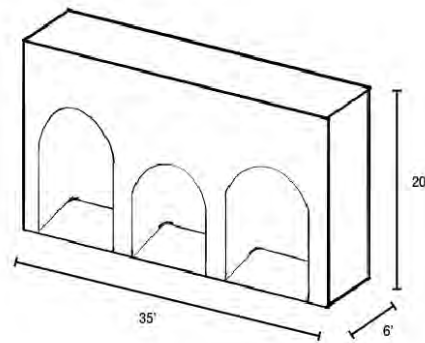


TRUFFULA TREE HAMMOCK
 1.5 in. X 156 in. X 55 in.
 Wood, chains, polyester rope; brown
 Qty.: 2
 Gallery 3
<https://www.wayfair.com/outdoor/pdp/arlington-co-wybrone-spread-er-bar-hammock-w006653895.html?pid=1150735138>

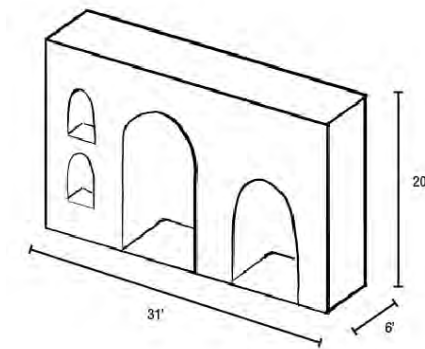
Exhibition furniture



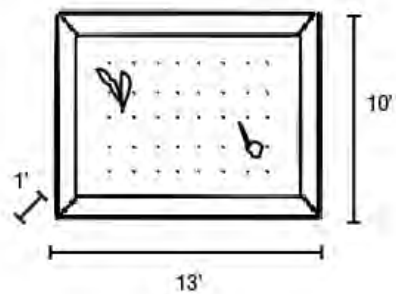
HOBSON VELVET BENCH
18 in. x 51.2 in. x 17.2 in.
Qty.: 1
North Lounge
<https://www.wayfair.com/furniture/pdp/allmodern-hobson-velvet-bench-w011035128.html?piid=1205607449>



SERIES OF DISPLAY CASES PT. 1
420 in. x 72 in. x 240 in.
OR 35 ft. x 6 ft. x 20 ft.
Birch Plywood
Built-in lighting, view access points
Qty.: 1
Gallery 1



SERIES OF DISPLAY CASES PT. 2
372 in. x 72 in. x 240 in.
OR 31 ft. x 6 ft. x 20 ft.
Birch Plywood
Built-in lighting, view access points
Qty.: 1
Gallery 1



DISPLAY SHELF
156 in. x 120 in. x 12 in.
OR 13 ft. x 10 ft. x 1 ft.
Birch Plywood
Built in hooks
Qty.: 2
Gallery 1 & 3

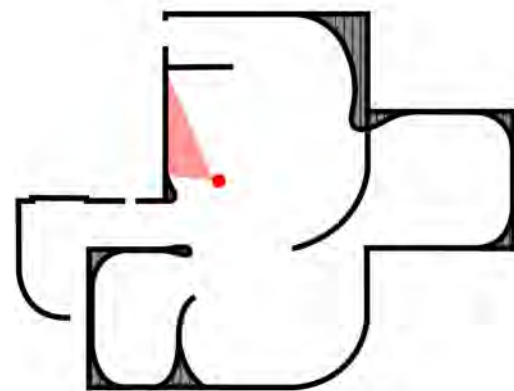


GIFT SHOP TABLE
39.375 in. x 23.625 in. x 29.125 in.
Fiberboard, steel, & plastic
White color option
Qty.: 1
Gallery 2
<https://www.ikea.com/us/en/p/linnmon-adils-table-white-s29932181/#content>

Typical exhibition views

EXHIBITION VIEW: This view focuses on the “Mammal Things” diorama. Within this area, people are able to go inside the individual dioramas featuring some of the mammals in Dr. Seuss’ imaginative world. Inside the dioramas are statues of the specified mammals in their environment. The statues are made of materials that replicate what the feel of them would be like as well. For example, an Offt would feel furry and soft.

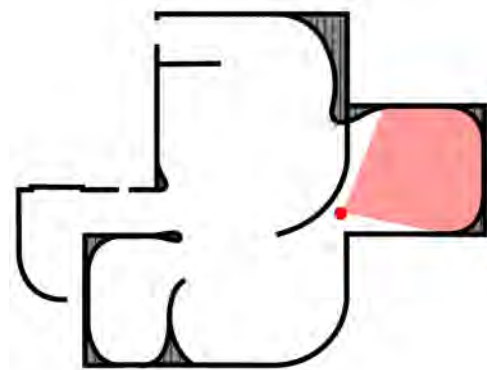
DESCRIPTION: People are encouraged to interact and touch the statues.



Typical exhibition views

EXHIBITION VIEW: The view focuses on the Truffula Tree room where people can make create their own trees and attach them to the walls. There are also hammocks where they can rest as well. This room recreates an environment that resembles a forest, with adding green carpet that resembles grass. A hidden Lorax is in this room, where people can spot him in one of the trees.

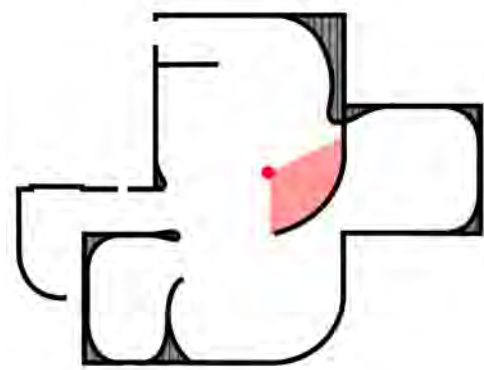
DESCRIPTION: The truffula trees are made of soft materials such as wool felt to mimic the appearance of truffula trees in Dr. Seuss' books.



Typical exhibition views

EXHIBITION VIEW: The view focuses on the “Cave & Burrow Things (in the dark)” section. The lighting in this area is low, to mimic the appearance of a cave. The statues inside the holes on the floor move up and down to appear as if they are peeking through. The creatures on the walls move their glowing eyes back and forth as well. All of the creatures are labeled with their name and what animal kingdom they are in to retain the element of a “natural history museum.”

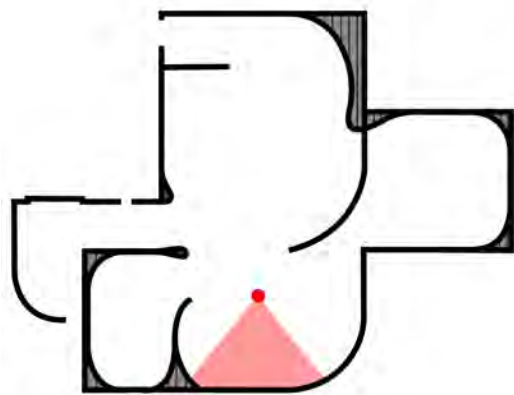
DESCRIPTION: The Yuzz-a-ma-tuzz move up and down to appear as if they are taking a peek at the people attending.



Typical exhibition views

EXHIBITION VIEW: This view focuses on the aquatic tank in the Sea-Fairing Things section. This room resembles a real aquarium where the lighting is dim but the tank is lit up. The creatures in the tank are animatronics and the "water" effect utilizes a projector that projects them onto the tank. Seating areas will be in this room to act as a resting area as well.

DESCRIPTION: The creatures in the tank will be animatronics and moving in designated, yet natural motions.



Phase 4
Visual Language and Graphic Identity

Exhibition graphics palette

GRAPHICS PALETTE: With a twist on the traditional natural history museum, this exhibition's colors and design elements explore the fun and creativity the exhibit offers. By using bright and child-like colors, the exhibition's themes come to life.

PRIMARY COLORS

G-1



Pantone: 2003 C
CMYK: C=4 M=7 Y=73 K=0
HEX: #f8e164

G-2



Pantone: 2193 CP
CMYK: C=77 M=29 Y=2 K=0
HEX: #1e93cd

G-3



Pantone: 1788
CMYK: C=0 M=99 Y=92 K=0
HEX: #ec202c

SECONDARY COLORS

G-4



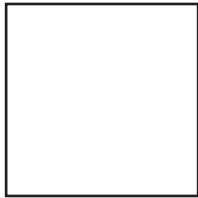
Pantone: 15-1151 TCX / Iceland Poppy
CMYK: C=0 M=50 Y=88 K=0
HEX: #f79437

G-5



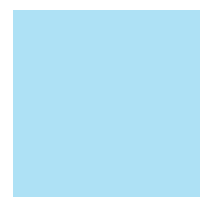
Pantone: 10303 C
CMYK: C=82 M=20 Y=90 K=6
HEX: #298f50

G-6



Pantone: 11-0601 TPG
CMYK: C=0 M=0 Y=0 K=0
HEX: #ffffff

G-7



Pantone: 9441 U
CMYK: C=29 M=0 Y=2 K=0
HEX: #afe1f4

G-8



Pantone: P 69-4 C
CMYK: C=18 M=79 Y=35 K=1
HEX: #ca5978

COLOR PALETTE: Choosing fun and bold colors such as red, yellow, and blue nudges to the iconic color palette Dr. Seuss uses in his illustrations as well.



KEY EXHIBITION PROMOTION IMAGE(S): The key image will be the Cat in the Hat, however, the promotion images will also include some famous figures of Dr. Seuss' world such as the Lorax, Thing 1 and Thing 2, etc.



GRAPHIC TREATMENT FOR EXHIBITION TITLE: "The Seussiverse" is in Grinched 2.0; "Explore! Create! Have FUN!" is in Gill Sans MT (Bold); "Discover the world of Dr. Seuss!" is in Gill Sans MT (Italics).

manetti shrem
museum

EXISTING MUSEUM LOGO

Grinched 2.0

ABCDEFGHIJKLMN O P
QRSTUVWXYZ abcdef
ghijklmnopqrstuvwxy z
1234567890

Gill Sans MT Bold

ABCDEFGHIJKLMN O P
QRSTUVWXYZ ab c
defghijklmnopqr st
uvwxyz
1234567890

Gill Sans MT Regular

ABCDEFGHIJKLMN O P
QRSTUVWXYZ abcdefg
hijklmnopqrstuvw xy z
1234567890

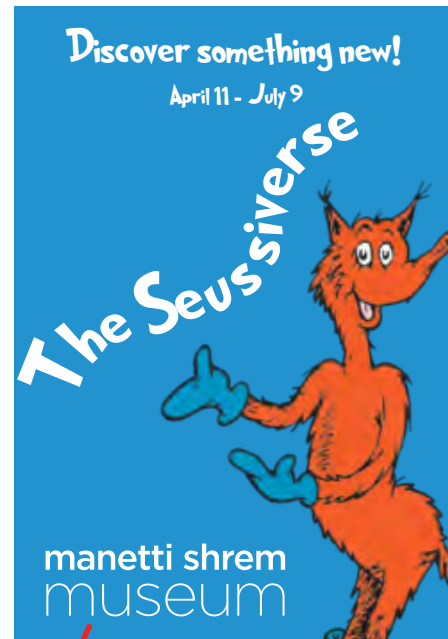
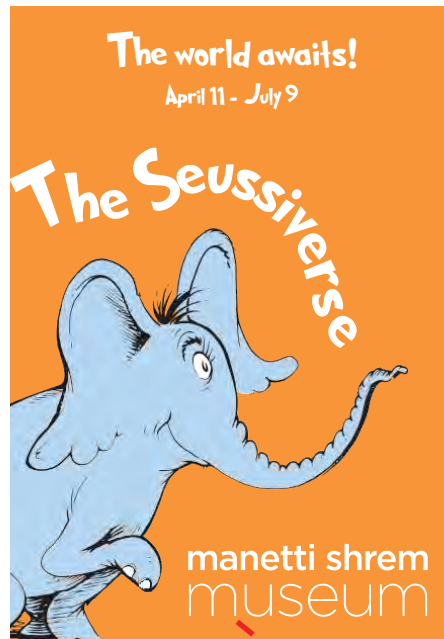
Gill Sans MT Italic

ABCDEFGHIJKLMN O P
QRSTUVWXYZ abcdefgh ij
klmnopqrstuvwxy z
1234567890

TYPOGRAPHIC PALETTE AND SPECIFICATIONS: The typefaces aim to add to the fun and exciting experience that encompasses the energy of the exhibition. Grinched 2.0 is a replication of the typeface that Dr. Seuss used in his books that featured the Grinch, which ties into the theme. Gill Sans is a fun and bubbly typeface, yet is legible, which is perfect for this exhibition. Grinched 2.0 will be used for display and titles. Gill Sans MT Bold will be used for important types such as the title of object labels. Gill Sans MT Regular will be used for the body text. Gill Sans MT Italics will be used to highlight extra information.

Typical promotion graphics / exterior in-situ

PROMOTIONAL GRAPHICS: Without exposing the secrets to The Seussiverse, the exterior promotional graphics feature at least one iconic Dr. Seuss character and draw inspiration from natural history museum graphics. Bringing in rhymes in the Seuss style would complement the character and provide more information on what to expect at our exhibition.



Series of posters can also look like the above examples.



PROMOTIONAL BUS KIOSK POSTER: The bus kiosk poster will be printed on a paper-based 60" x 42" poster attached to the steel bus kiosk. The title of the exhibition should be the first thing that is seen, followed by imagery and a short message, and finally the location and dates.

All characters in promotional banners will be "cut of" to keep the imagination alive.



PROMOTIONAL STREET BANNERS: The street banners are attached to 20' metal street signs. Banners are made with vinyl and webbing. The title and dates of the exhibition are on the left contrasted with a yellow background for emphasis and features only a hint of the iconic character. The poem of what one would find at the exhibit is on the right where next in the hierarchy is the location. The hero image is the focal point. 96" x 46" banners.





PROMOTIONAL STREET BANNER MOCKUP



PROMOTIONAL BUS KIOSK POSTER IN MOCK-UP VIEW

Typical exhibition graphics / interior in-situ

EXHIBITION TITLE TREATMENT: The title welcomes people to take photos in front of it with the Cat and the Hat, with a message saying "Explore! Create! Have FUN!" coming out from his hat, with "Discover the World of Dr.Seuss" at the bottom of the title. Going for the arches similar to the ones in Dr.Seuss' book, *I Had Trouble Getting into Solla-Wollo*, flowers on the various arches bring out the whimsical feeling from his books before stepping into the exhibition. Rather than having the title treatment at the start of the exhibition, *The Seussiverse* aims to create an environment where Dr.Seuss' world spills into the lobby of the exhibition before entering.

The arches are placed in a non-linear formation so that people can weave through the arches to showcase the exploration aspect of this exhibition as well. This creates a fun experience for all ages.

These arches will be made of strong cardboard, however, the flowers will be made of fleece, while the dish-like figures and blue "vases" will be made of a light foam.



Children can go through the little arches!

Typical exhibition graphics / interior in-situ

EXHIBITION INTRODUCTION TEXT: After walking through the arches in the lobby, people are met with a wall with a poem. The poem introduces the exhibition, giving into the themes of creativity and exploration. At the left of the poem is a portrait of Dr. Seuss the Explorer with a taxidermy he created in the back. These arches will be made in plaster for a clean look.



DESCRIPTION: This title board will be lifted from the wall to create more depth.

Explorer **Dr. Theodor Seuss**
Stumbled upon a strange world
Where **Hakken Kraks** growled and whirlwinds whirled,
Where he saw wild beasts of all shapes and size
To the point where he **couldn't believe his eyes!**
Where odd flowers grew and strange birds called
And the oddest of insects buzzed and crawled.

He felt that with us he needed to share
All the **curiosities** he discovered there
To educate the people of the **natural history**
Of this hidden world of great mystery.
To prove to us that this world is real,
This whole exhibit shouts, "**We are here!**"

So **EXPLORE, LEARN**, and **BE INSPIRED!**
Let this exhibit light your fire
To go off and explore the world around!

Typical exhibition graphics / interior

EXHIBITION GRAPHICS: Utilizing the Grinched 2.0 and Gill Sans MT Bold typefaces, the object labels follow traditional natural history museum placement: label of the animal being viewed, its scientific name, description, and more information/size. Depending on the section of the exhibition, the style changes.



Soft Offt!



EXHIBITION OBJECT LABEL: 6" x 8". label. The cave section features lighting elements all around the border. Material for aquatic and cave sections will be light metal while field animal object labels will be plywood. Object labels will be attached to stands or placed on walls depending on the size and location of the object.



Alternate object labels for each gallery. Blue for the aquatic animal section, and natural wood color for all field animals and photographs.



Typical exhibition graphics / interior

ADDITIONAL RESOURCES: Upon entering, people will receive a field journal, where there are various activities they can do to engage with the exhibition. This will reiterate the elements of discovery as it will seem as if they are in Dr. Seuss' shoes writing down notes and observations as he discovers new creatures.

The design and activities in this journal are aimed at children, however, people of any age can participate and enjoy the adventure the journal provides. At the end of their experience, if they can finish all the activities in the journal, they can go to the gift shop where they can pick out a mini-figure of any creature from the exhibition of their choice to take home with them.



FIELD JOURNAL MOCK-UP

Typical exhibition graphics / interior

EXHIBITION MERCH: These are some items that will be sold in the gift shop area.



TOTE BAG WITH THE MAIN PROMOTIONAL IMAGE



T-SHIRT WITH THE MAIN PROMOTIONAL IMAGE



POSTER DESIGNS

**Appendix:
Best Precedence Inspiration
About the Designers**

Best precedence inspiration

PROJECT REFERENCE



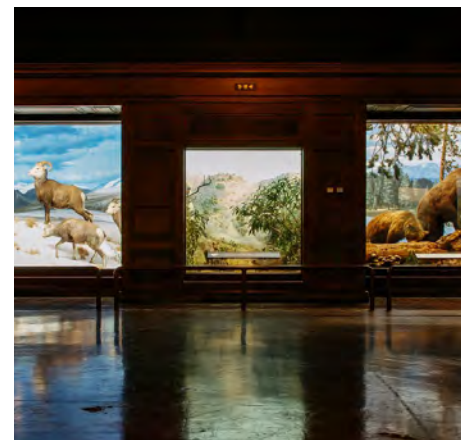
Springfield Museums, The Amazing World of Dr. Seuss Entrance, 2007, Springfield, Massachusetts, <https://springfieldmuseums.org/about/dr-seuss-museum/>



Dr. Seuss, I Had Trouble Getting to Solla Sollew, 1965, <https://seussblog.wordpress.com/2013/05/03/i-had-trouble-in-getting-to-solla-sollew/>



Thinc Design, California Coast, Steinheart Aquarium, 2008, San Francisco, CA, <https://www.calacademy.org/exhibits/california-coast>



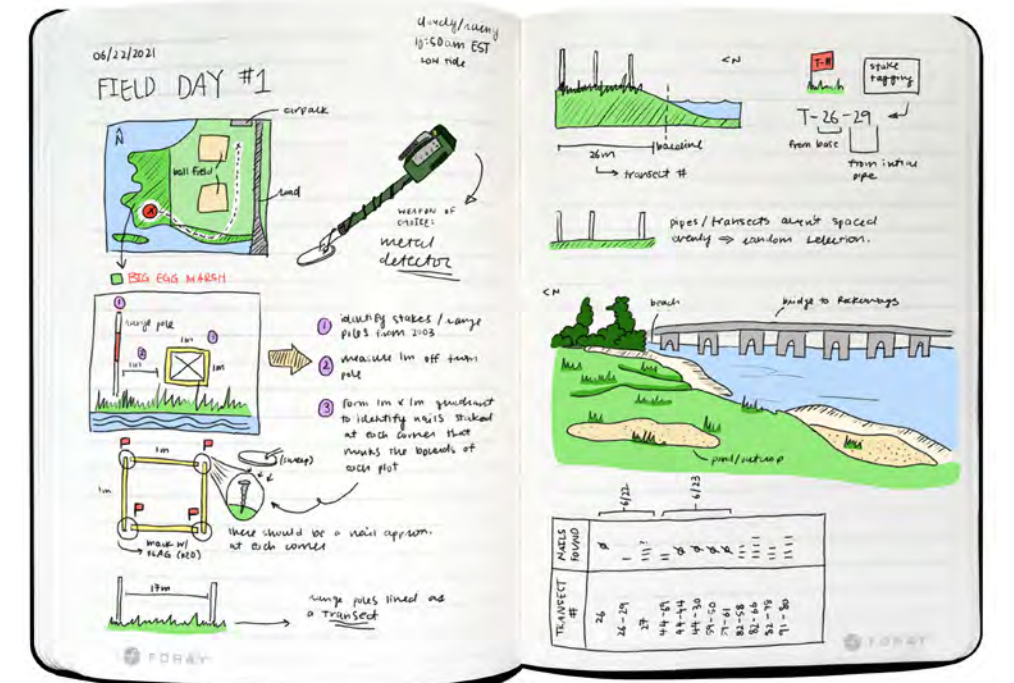
Tim Bovard and team, African and North American Diorama Halls, Natural History Museum of LA County, 2020, Los Angeles, CA, <https://nhm.org/experience-nhm/exhibitions-natural-history-museum/african-and-north-american-diorama-halls>



Kilburn Live, The Dr. Seuss Experience, Santa Monica Place, 2023, Santa Monica, CA, <https://www.experiencesseuss.com/>



Leopold and Rudolf Blaschka, The Glass Flowers, Harvard University, 2016, Cambridge, MA, <https://hnh.harvard.edu/glass-flowers>



National Park Services Team Member, Field Notes from Big Egg Marsh, 2021, Queens, NY, <https://www.nps.gov/im/nchn/field-notes.htm>

About the designers

Anne Pilling (she/her): Anne is a 4th-year Design and Applied Statistics double major from San Diego, focused on research and understanding user behavior. As a San Diego native and cancer survivor, the exhibition theme hit especially close as she frequented the La Jolla Geisel Pavilion, named after Dr. Seuss for his great presence there. In her free time, you can find her watching TV or back home with her dog Miley.

Crystal Yeung (she/her): Crystal is a 4th-year Design Major with an emphasis on Graphic Design. She strives to work for the film and amusement park industry to create graphics that immerse people in a new world. In her free time, she enjoys listening to musicals and learning new languages.

Sharani Ramesh: Sharani is a 5th year Cognitive Science and Design double major. She is from San Jose, California, and has loved all things art illustration and decoration since childhood. Her goal is to become a professor of design. She loves to read children's books even as an adult and Dr. Seuss has always been her favorite since childhood which is why she picked this topic for the exhibition. She loves the idea of strange worlds with strange creatures and Dr. Seuss has always been an inspiration for these kinds of fictional stories.



Anne Pilling



Crystal Yeung



Sharani Ramesh