



DESIGN PORTFOLIO













— *By passion a storyteller, by impulse a problem solver* —

Charlene Emig

01 | Professional Experience

Experiential.Studio Berlin Exhibition / Experience Design Direction	Germany
<ul style="list-style-type: none"> Creating immersive environments for content creation and ideation for brand worlds in real-time and real life. This means applying a multidisciplinary spatial approach to design using Unreal Engine and Houdini SideFX artistry to tell your story through imaginative worlds that captivate audiences. Digital and built environments. Directing project phases for exhibition design services from pitch to construction until show opening. This includes, tender/pitch planning, conceptual design & materials, project management, budget, production oversight, client relations and show opening support. Lecturing AI-powered emergent technologies, pushing the power of artificial intelligence forward to create novel and immersive spatial experiences offering an educational approach for designers and enthusiasts. Blending architectural design tools with AI tools such as Stable Diffusion (AUTOMATIC1111), 3D GANs, 3D Neural Networks for conceptual work. 	Oct 2023 – present
ad modum GmbH Agentur für Live Marketing Creative Director	Germany
<ul style="list-style-type: none"> Directed and facilitated seamless collaboration among a diverse creative team, spanning concept, design, graphic, technical, and engineering domains, culminating in the noteworthy distinction for design excellence in Trade Fair Design Annual Year 22/23. Liaised with newly acquired and long-standing clients of over 15 years. Initiated regular workshops to help manage and direct divided opinions on the client side and to move sign-off stages forward from initial briefing to official opening. Conducted pitch presentations in English and German in boardroom or online settings of up to 40 people. Prepared all concept submission documents for tenders winning 25% of the time. Lost pitches due to high agency costs. Led end-to-end planning and execution of 5 international exhibitions for Eppendorf, managing logistics, production checks, and service orders across conventions, resulting in increased product sales and lead generation in 2022. Planned the 7000 square meter Samsung IFA 2022 exhibition hall for 160K visitors together with 5 project managers. Conceptualized a 1600 square meter themed exhibition: The Space Pavilion at the Berlin Air Show (ILA 2022) had 73K visitors in 4 days showcasing space missions by the German and European space industries. Implemented a youth-engaging booth design with eight 3-meter diameter helium-balloons floating at the start-up convention called DeGUT attracting 3000 visitors/day for the Brandenburg Investment Bank (ILB) in 2021 & 2022. Revamped 500 sq m of office space into a collaborative tech incubator for 20 developers at Thales Group in 2021, overseeing all design phases, client communication and client approvals. 	Nov 2019 – Oct 2023
TRIAD Berlin Projektgesellschaft mbH Senior Exhibition Designer	Germany
<ul style="list-style-type: none"> Mastered all design phases starting with an invitational pitch process win 80% of the time, followed by development of design, approvals and sign-off processes with clients and implementation on site until show opening. Presented to 15-30 clients from Korea and Switzerland in boardroom settings and managed all communication directly providing design and content ideas in English and German. Spearheaded the Official FIFA Women's World Cup 2019™ exhibition in Paris with 3k visitors/day and 2018 FIFA World Cup Russia™ exhibition in Moscow with 94k visitors in 1,5 months. 	Mar 2018 – Oct 2019
Pico Group Lead Designer (2016), Designer 1 (2014), Designer 2 (2012)	Singapore
<ul style="list-style-type: none"> Designed the spatial interior and exhibition experience of 'The Fullerton Hotel Singapore Gallery' with up to 1K visitors/day open since 2017. Developed graphic language and UI/UX design for interactive stations showing multimedia content incl. events along a historical timeline. Spearheaded projects in teams of 2-4 with supportive interdisciplinary designers. Delivered memorable visitor experiences and compelling storylines for all audiences in a series of six 6-month exhibitions at the Singapore Botanic Gardens during 2013-2016 using a variety of multi-media and sensual experiences. Generated all final print production. Convinced clients of design solutions and material selection, offering ideas every step of the way, during all project phases for the 10-year permanent exhibition 'MHA Firearms Exhibition' in Singapore opening in 2015. Created all illustrations and spatially translated content-rich stories spanning across 100 meters of gallery and thematic exhibition spaces for the Kingdom of Saudi Arabia Gallery exhibited within a 2-month period in Singapore in 2014. 	Nov 2012 – Mar 2018
CambridgeFlocks.com (Public Art Sculpture) Graphic Designer	USA
<ul style="list-style-type: none"> Created the brand identity and website for "Flocks", the winner of an ideas competition, still implemented today. Developed the weaving structure of 8-10 meter wide hanging net structures. Installed over 2000 reflective installation birds made of mirror foil. Organised installation set-up and tear-down of this commissioned public art sculpture. Initiated the portrait photography sessions of all 35 team members (including photo editing). 	Jan 2011 – Jul 2011
eYooks Graphic Designer	UK
<ul style="list-style-type: none"> Designed the corporate identity and brand for this new startup launched in 2011. Created the UI/UX design for an educational interactive yearbook online platform, revolutionary at the time. Developed all web and print branding collateral, including business cards for 5 employees. Aided client acquisition by preparing presentations for the founder. 	Sep 2008 – Jun 2012
Cybermedia Co., Ltd. Digital Communication Graphic Design Intern	Japan
<ul style="list-style-type: none"> Developed the game design and UI/UX design for a Japanese mobile phone game including the story, gameplay features, pacing and level design for an interactive museum game using Flash and Javascript on Japanese mobile devices. Focused on promotional and interactive media advertising for the Japanese mobile phone market. 	Jun 2008 – July 2008

02 | Education, Awards, Skills

Education	
Master in Exhibition Design (Obtained 3.65 GPA) SUNY Fashion Institute of Technology, USA	2011 - 2012
Bachelor (Honours) in Graphic & Media Design (Obtained 2nd) London College of Communication (UAL), UK	2005 - 2009
Diploma in Event Management & Public Relations King's College London, UK	2006 - 2007
Certification	
Marketing Pathway incl. Digital Marketing LinkedIn Learning Certificates	2023
Game Design Foundations 1, 2, 3 LinkedIn Learning Course Certificates	2023
Unreal Engine Essential Training LinkedIn Learning Course Certificate	2023
Awards	
Gallery & Interior (GOLD Award) - Most Innovative and Imaginative Award	2016
<i>Awarded by Pico Art International Pte Ltd for Home Team Firearms Exhibition (Client: Singapore Ministry of Home Affairs)</i>	
Gallery & Interior (SILVER Award) - Most Innovative and Imaginative Award	2015
<i>Awarded by Pico Art International Pte Ltd for Int'l Friendship Day: Fairytale Exhibition (Client: Singapore Discovery Center)</i>	
Awarded to exhibit at Singapore Design Week 2016 Issued by SingaPlural Design Competition	2016
Awarded to exhibit at Singapore Design Week 2015 Issued by SingaPlural Design Competition	2015
Technical Proficiencies	
           	
Concept Storytelling Visualization Graphic Design Illustration Interactivity Model Making Sketching Lighting Installation Copy-writing Presenting	
Highly Proficient Design Software: Adobe Illustrator, Photoshop, InDesign, Firefly, Bridge, Premiere, Unreal Engine 5, Houdini SideFX, 3ds Max using V-Ray for rendering; Cinema4d, Rhino 3D, AutoCAD (Autodesk), Vectorworks, SketchUp, Artlantis, Arduino, Max/MSP, Flash.	
AI Tools: Luma AI, RunwayML, Stable Diffusion (AUTOMATIC 1111), Midjourney. Office Software: Microsoft 365, SharePoint; Keynote, Miro.	
Creative Skills: Concept design, content development, creative copy writing, prototype making, sculpting, photography, drafting, digital sketching.	
Critical Skills: Perseverance, empathy, listening, compassion. Curious and passionate about new technologies.	
Language Skills: English (native), German (native), Japanese (intermediate, JLPT Level 3 certified in 2010).	

03 | About

"I had the pleasure of collaborating closely with Marlene on several projects. She's an extraordinary professional, distinguished by her unparalleled attention to detail and an outstanding creative touch. Marlene excels in posing insightful questions that fuel meaningful discussions and ignite creative ideas. Her consistent commitment to going above and beyond expectations and infusing creativity throughout the entire process makes her work consistently stand out and she is definitely a pleasure to work with." - Mary Lam, Creative Director at Pico Group, Mary managed Marlene directly



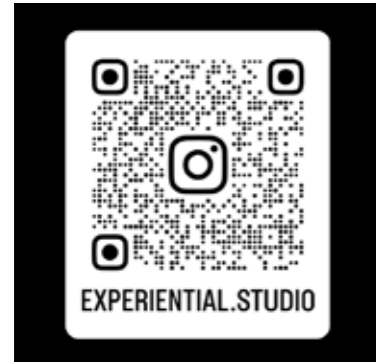
Marlene Emig
marlene@emig.io | 0176 43853044 | Nollendorfstrasse 10, Berlin 10777 | linkedin.com/in/memig

AI Tools for Architectural and Digital Art for Spatial Conceptualization

01 | Generative Design

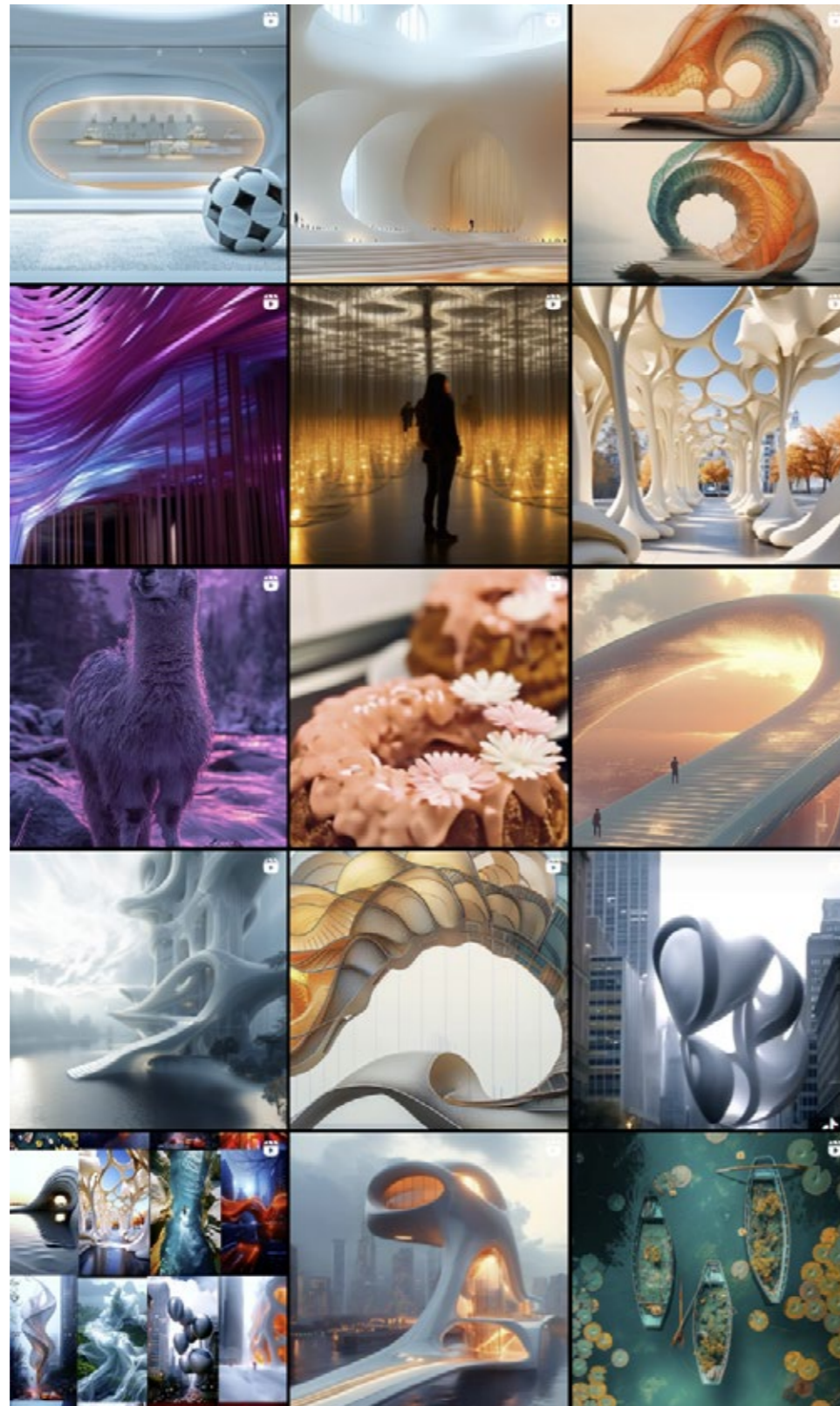
GENERATIVE AI DIGITAL ART CHANNELS

- Digital Creator of Generative Art
- Exposing the secrets of AI to make dreams come to life with Generative Art & Design.
- TikTok = Generative Art
- Instagram = Generative Art
- YouTube = Generative Art Tutorials



2023/2024

My role: creative direction for conceptual experiences through creation of generative art and motion graphics



2023-2024

My channel purpose: content creation of daily reels showcasing conceptual generative art and design

Real-time Visualisation for Spatial Conceptualization

02 | Conceptual Worlds in Player Mode

SOFTWARE: UNREAL ENGINE 5 + LUMA AI (NERFS AND NEURAL NETWORKS)

- Creative oversight of design development
- Pitching a real-time world with AI point clouds
- Immersive world for real-time viewing + video



2024

My role: creative direction, development of 3D world conceptualization, artistic cinematics and animating teaser content

City Data and Visual Effects for Spatial Conceptualization

03 | Future Citiescapes using Real Data

SOFTWARE UNREAL ENGINE 5 + HOUDINI

- Concept and design development for 3 worlds
- real life NYC map, arctic landscape and fractals
- Immersive world for real-time viewing + video



2024

My role: creative direction, development of real life data of New York cityscape, special effect trails and cinematic animation

Temporary Exhibition Design for Tradeshow, Air Show, FIFA World Cup

04 | ILA Space Pavilion

AIR SHOW EXHIBITION (SPACE SECTOR)

- Creative oversight of design development from governmental concept pitch to final installation
- Immersive content for ESA, DLR, BDLI and 30 European Space Industry Partners
- Handling of 80 space artifacts and models
- Extensive client contact & client presentations



2022
My role: creative direction

05 | Samsung @ IFA Tradeshow

TRADESHOW EXHIBITION (7000sqm @CityCube)

- Creative oversight of design development
- Project management before / during construction
- Overseeing Interior and Print Production Work
- Liaising with multiple teams
- Budgeting / Purchasing
- Extensive client contact & client presentations



2022
My role: creative direction, project management

06-07 | FIFA World Cup 18/19

2018 FIFA WORLD CUP RUSSIA™ EXHIBITION
2019 FIFA WOMEN'S WORLD CUP™ EXHIBITION

- Concept and design development from corporate design pitch to final installation
- Spatial integration of graphic and artefact content
- Material Selection / Prop Selection
- All Client and Production Communication



2019 & 2018
My role: project lead; graphic & spatial design

Permanent Exhibition Design for Gallery and Museum

08 | Hall of Fame Award

PERMANENT EXHIBITION & AWARD CEREMONY

- Concept ideation and design development of exhibition interior until final installation on site
- Product design for personalized awards
- Graphic production files and production liaising
- Material selection & lighting for scene immersion
- Regular Client Presentations



2019
My role: graphic & spatial design (for exhibition), product design (for award ceremony)

09 | Firearms Exhibition

PERMANENT EXHIBITION

- Concept and design development from governmental design pitch to final installation
- Immersive Graphic Content
- Material / Prop Selection
- Lighting for scene immersion
- Regular Client Presentations



2015
My role: project lead; concept, graphic design

10 | Saudi Arabia Exhibition

TEMPORARY EXHIBITION (2 MONTHS)

- Concept and design development from corporate design pitch to final installation
- Immersive Graphic Content
- Material Selection / Prop Selection
- Regular Client Presentations



2014
My role: project lead; concept, graphic design

Temporary Exhibition Design for Gallery & Discovery Center

11 | Fairytale Exhibition

TEMPORARY EXHIBITION (2 MONTHS)

- Concept and design development from governmental design pitch to final installation
- Immersive Graphic Content
- Final design exact to pitch
- Limited client contact

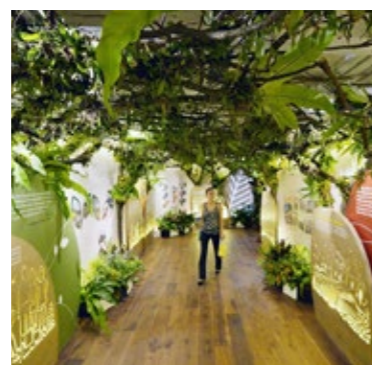


2014
My role: project lead; concept, graphic design

12 | Singapore Botanical Gardens

ROTATING 6-MONTH EXHIBITIONS (2013-2016)

- Concept and design development from governmental design pitch to final installation
- Immersive Graphic Content
- Interactive Storyline Development
- Material / Prop Selection
- Regular Client Presentations



2013
My role: concept, spatial design, graphic design, interactive design

13 | Ilham Alam Exhibition

ROTATING 6-MONTH EXHIBITIONS (2013-2016)

- Concept and design development from governmental design pitch to final installation
- Immersive Graphic Content
- Interactive Storyboard & Content Development
- Material / Prop Selection / Specialty Lighting
- Regular Client Presentations

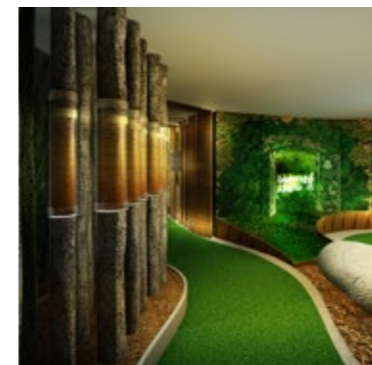


2014
My role: concept, graphic/interactive design

14 | UNESCO Exhibition

ROTATING 6-MONTH EXHIBITIONS (2013-2016)

- Concept and design development from governmental design pitch to final installation
- Spatial Design / Interior Arrangement
- Immersive Scene Development
- Material / Prop Selection
- Regular Client Presentations



2016
My role: project lead; concept, spatial design

Press Event, Showroom & Stage Design

15 | Fullerton Hotel Exhibition

PRESS EVENT AND EXHIBITIONS

- Concept and design development from corporate design pitch to final installation
- Spatial Design for Exhibition
- Spatial/Graphic Design for Stage
- Material Selection / Lighting Selection
- Regular Client Presentations



2015 & 2017
My role: project lead; concept, spatial design, graphic design

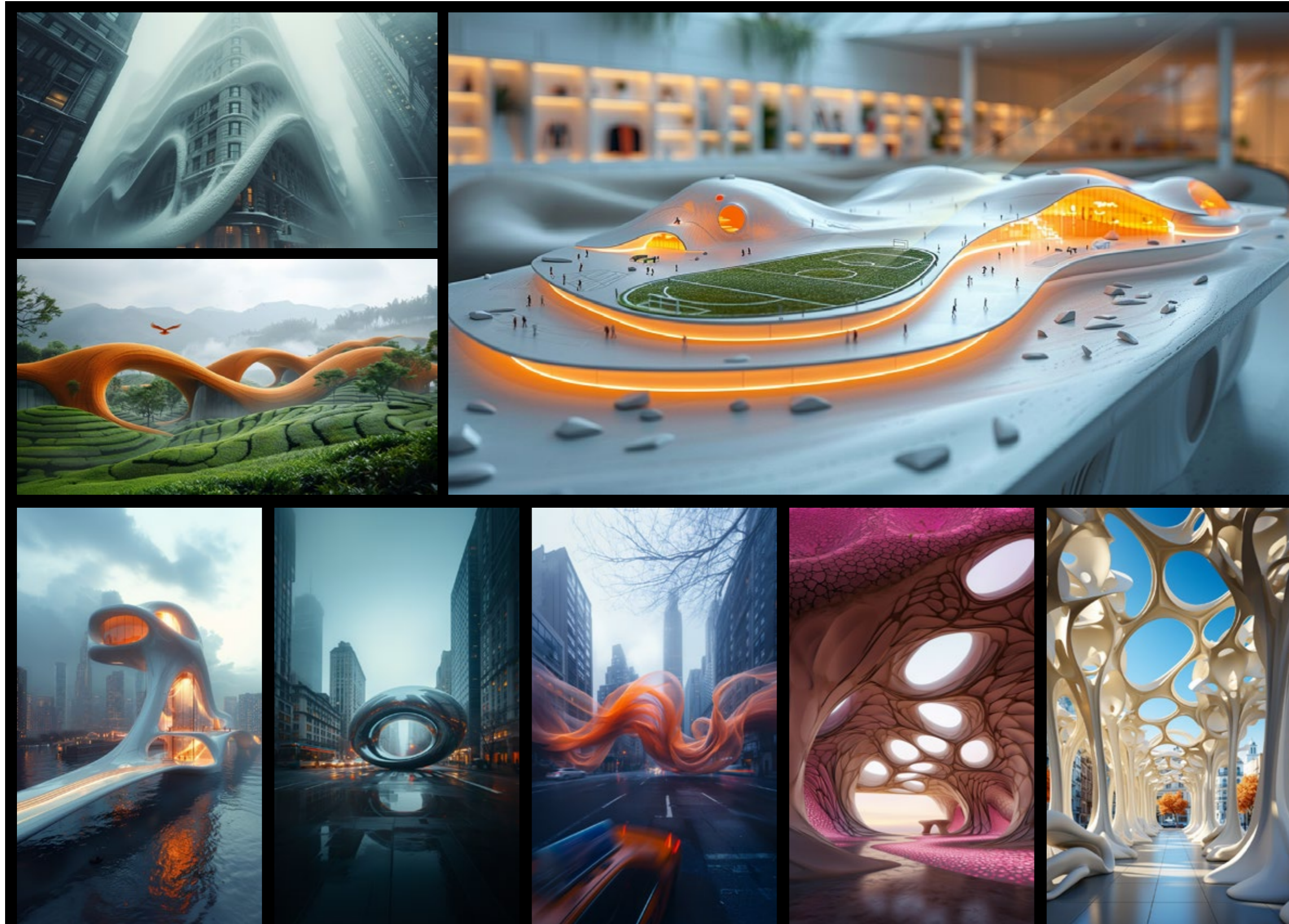
16 | Galmon Showroom

INTERIOR RENOVATION

- Corporate design pitch
- Concept and design development
- Company Branding
- Immersive Product Showcasing
- Material Selection / Lighting Selection
- Regular Client Presentations



2016
My role: project lead; spatial/graphic design

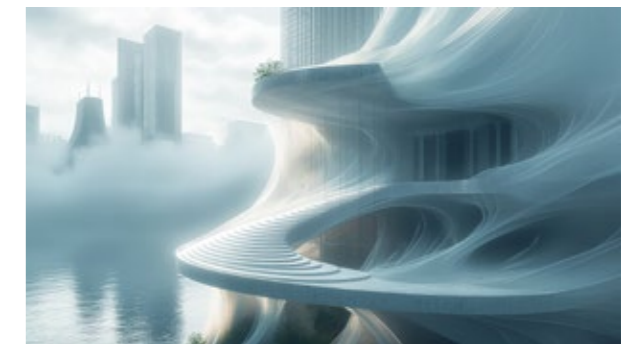


Generative Design

USING AI TO VISUALIZE DREAM-LIKE SCENERY OF ARCHITECTURE, INTERIORS AND DESIGN ELEMENTS USING CINEMATIC MOTION

PROJECT OVERVIEW

Content creation of Generative Art and Design for Reels and cinematic motion showcasing architecture, interiors, exhibition environments and dreamscapes. This work is showcased on socials such as YouTube, TikTok and Instagram exposing the secrets of AI to make dreams come to life with Generative Art & Design. The objective for these creative channels is to get people inspired by AI and to educate about generative tools through educational tutorials and reels.



PROJECT DETAILS

Project: Generative Art & Design Content Creation

Tools Used: Generative AI, DaVinci Resolve, CapCut

Format: edited video file

Project Type: Digital Content (for socials)

Published: since 2024

Role: Creative director, content creator of digital content

My responsibilities:

- Creating content topics, hooks, storylines for reels
- Managing social channels with varying creative content
- Visualising commissioned exhibition environments
- Generating artwork prompting Stable Diffusion / Midjourney
- Generating cinematic sequence and editing of concert reels
- Promoting algorithm trends on TikTok, Instagram, YouTube



Real-Time Worlds

REAL-TIME WORLDS SHOWCASING FUTURE CITIES, SCULPTED LANDSCAPE TERRAINS AND FRACTAL WORLDS IN PLAYER MODE

PROJECT OVERVIEW

The concept for the merging of three future cityscapes incorporates a live data cityscape of New York City, a modeled arctic landscape with verticality of abstract skyscrapers and a fractal world, showcasing a world of multimedia and sculptural elements leading the viewer through cinematic scenes through the eyes of a third person player. The cinematic film encapsulates these three worlds connected by one continuous infrastructural element - the road to infinity.



PROJECT DETAILS

Project: Cityscapes of NYC, arctic landscape, fractal world
Tools Used: Unreal Engine 5, Houdini SideFX, AI Tools
Format: Cinematic Teaser Video and virtual player world
Project Type: Real-time Exhibition World + Digital Pavilion
Published: January and April 2024
Team: Creative director

My responsibilities:

- Creative oversight of storyline and content interpretation to guide graphic and spatial development
- Managing asset installation of trails, landscapes, artifacts, graphic and media
- Cinematic Sequence and Editing of Animation
- Online Presentation of the concept for this cinematic film



Project published in 2022

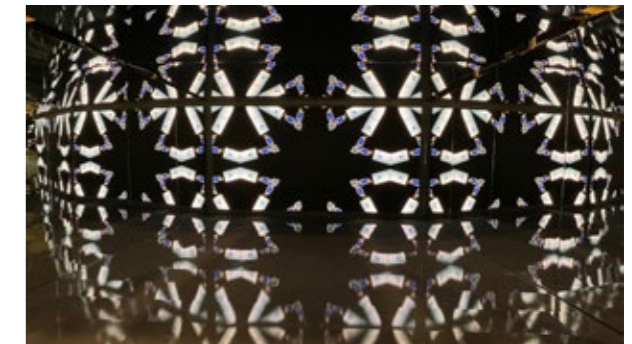


ILA Space Pavilion

AN EXHIBITION PAVILION TO BRING AWARENESS ABOUT SPACE RESEARCH MISSIONS AT THE BERLIN AIR SHOW, 1600 SQM.

PROJECT OVERVIEW

Space for Earth was an exhibition pavilion to showcase space awareness. The exhibition is divided into four different space claims: Sustainability, Safety & Protection, Digitalisation, and Innovation & Research. Managing the different interest groups amongst our clients to achieve a harmonious exhibition was key: European Space Agency (ESA), German Space Agency (DLR) and 30 space industry partners, such as AIRBUS, Jena Optronik and 28 other companies worked together with us.



PROJECT DETAILS

Project: Space Pavilion Exhibition

Client: BDLI, ESA, DLR, and German Space Industry Partners

Pitch Type: Governmental

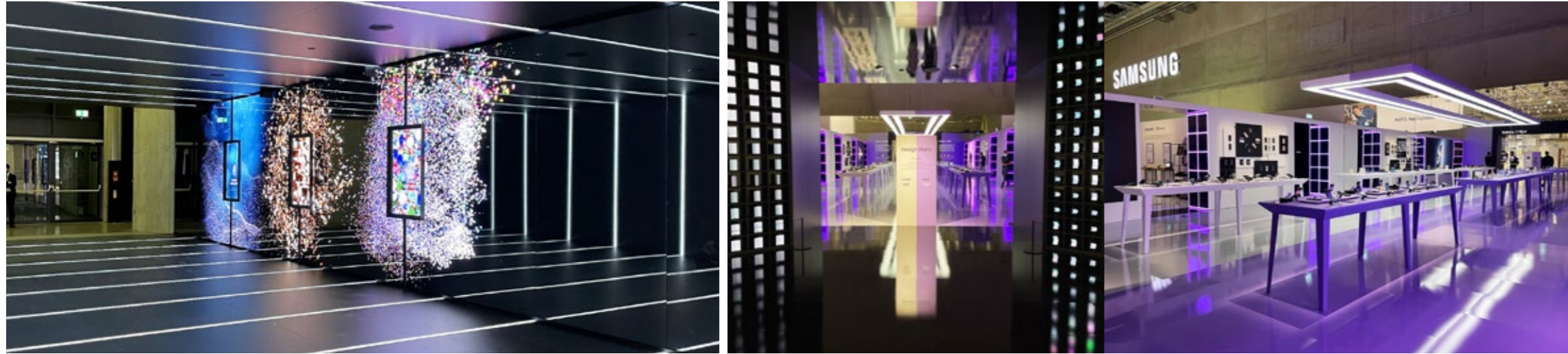
Project Type: Temporary Exhibition Pavilion

Opening: June 2022

Team: Creative director, graphic & spatial designer, site manager

My responsibilities:

- Creative oversight of storyline and content interpretation to guide graphic and spatial development until final installation
- Managing internal and external teams, including on-site installation of artifacts, graphic and exhibition interior
- Extensive client communication and presentations with all 30 participating client groups during design phase, approval phase and on-site installation



Samsung Exhibition

7000SQM ANNUAL SAMSUNG SHOWCASE EXHIBITION AS PART OF THE CONSUMER ELECTRONIC TRADESHOW IN BERLIN (IFA)

PROJECT OVERVIEW

The 7000 sqm large CityCube hall at Berlin Convention Center is divided into different Samsung product division areas, each holding their own theme and material design language. The miniature city feeling lets visitors move around and explore.



Storytelling Tools



PROJECT DETAILS

Project: Samsung Exhibition at IFA Tradeshow in Berlin
Client: Samsung and Cheil GmbH
Pitch Type: Corporate
Project Type: Tradeshow Exhibition
Opening: September 2022
Team: Creative director, graphic & spatial designer, site manager

My responsibilities:

- Creative oversight of design development and production
- Project management before and during construction
- Liaising with internal and external teams, including on-site installation of artifacts, facade design and exhibition interior
- All client communication during design phase, approval phase and on-site installation

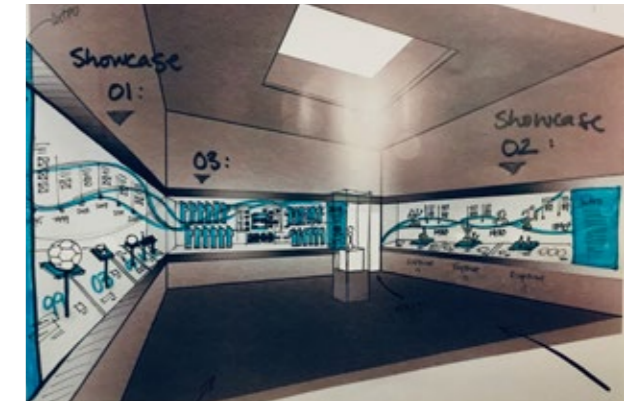


FIFA World Cup 2019

AN EXHIBITION PAVILION BUILT TO ENLIGHTEN VISITORS DURING THE WOMEN'S WORLD CUP HELD IN FRANCE FROM JUNE-JULY

PROJECT OVERVIEW

Women's football has a long history. It has experienced periods of popularity and decline, revealing an incredible resilience, a strong will to play and a continuous struggle for acceptance. The exhibition is divided into three different chapters: the history before 1991; the history of the FIFA Women's World Cups from 1991 to 2015; and the latest tournament in France.



PROJECT DETAILS

Project: FIFA Women's World Cup 2019™ exhibition

Client: FIFA Museum and Hyundai Motor Company

Pitch Type: Corporate

Project Type: Temporary Exhibition Pavilion

Opening: June-July 2019

Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Developing storyline and content interpretation to guide graphic and spatial development until final installation
- Managing internal and external teams, including on-site installation of artifacts, graphic and exhibition interior
- Undertaking all client communication during design phase, approval phase and on-site installation



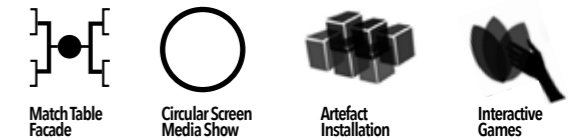
FIFA World Cup 2018

PAST AND PRESENT FOOTBALL STORIES ARE TOLD AT THE OFFICIAL FIFA EXHIBITION ACCOMPANYING THE WORLD CUP IN MOSCOW

PROJECT OVERVIEW

The facade of the Hyundai Motorstudio Moscow was transformed into a giant 2018 FIFA World Cup™ scoreboard, allowing fans in the street to follow the progress of the tournament. Once inside, visitors were able to learn more about the history of the tournament and the different fan cultures that make the event so unique. Central to the whole experience was the giant circular LED screen, showing highlights and memorable moments from past finals and some of the greatest players to have featured in them.

Storytelling Tools



PROJECT DETAILS

Project: 2018 FIFA World Cup Russia™ exhibition
Client: FIFA Museum and Hyundai Motor Company
Pitch Type: Corporate
Project Type: Temporary Exhibition Pavilion
Opening: June-July 2018
Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Developing and managing graphic and spatial design until on-site installation of graphic print and artifact arrangement
- Liaising with internal and external teams, including on-site installation of artifacts, facade design and exhibition interior
- All client communication during design phase, approval phase and on-site installation

Exhibition Design



Award Design



DFM Hall of Fame

ON APRIL 1, 2019 THE GERMAN FOOTBALL MUSEUM IN DORTMUND HELD THE OPENING CEREMONY OF THE NEW HALL OF FAME EXHIBITION AS PART OF ITS PERMANENT MUSEUM.

PROJECT OVERVIEW

The Hall of Fame is dedicated to individuals, who have shaped German football throughout history, chosen by a selected judging panel. The opening event involved a press event with an awards ceremony on stage presenting the first 12 personalities with their personalized award trophy. This highlighted the official opening of the Hall of Fame light installation exhibition at the museum. Through atmospheric projection the exhibition walls are cast with perforated facial graphics of the personalities creating a wondrous and timeless moving light installation.



PROJECT DETAILS

Project: Hall of Fame Exhibition
Client: Deutsches Fußball Museum
Pitch Type: Government & Corporate
Project Type: Permanent Exhibition
Target Audience: General Public
Opening: April 2019
Team: Creative director, graphic designer, spatial designer

Storytelling Tools



Light & Shadow
Installation

My responsibilities:

- Product design for trophy award ceremony
- 2D/3D development of exhibition including production files
- Presenting during client workshops
- Liaising with external production fabricators



Firearms Exhibition

THE STORY OF SINGAPORE'S POLICE FORCE DEPICTED THROUGH THE USE OF FIREARMS AS A SYMBOL OF EMPOWERMENT

PROJECT OVERVIEW

Designed to evoke a sense of reflection in Home Team officers and young cadets looking to protect Singapore in the future. The voice of this exhibition centers on the representation of the firearm as a symbol beyond empowerment and more significantly, the responsibility, trust and honor in serving and upholding the nation's security.

Key storytelling tools of the exhibition include artifact weapon displays used by law offenders and enforcers involved in these events, along with thought-provoking weapon installations.

Storytelling Tools



Light & Shadow Installation



Display Installation



Tactile Interactive



View Finder Language

PROJECT DETAILS

Project: Firearms Exhibition at HT Gallery

Client: Ministry of Home Affairs, Singapore

Pitch Type: Governmental

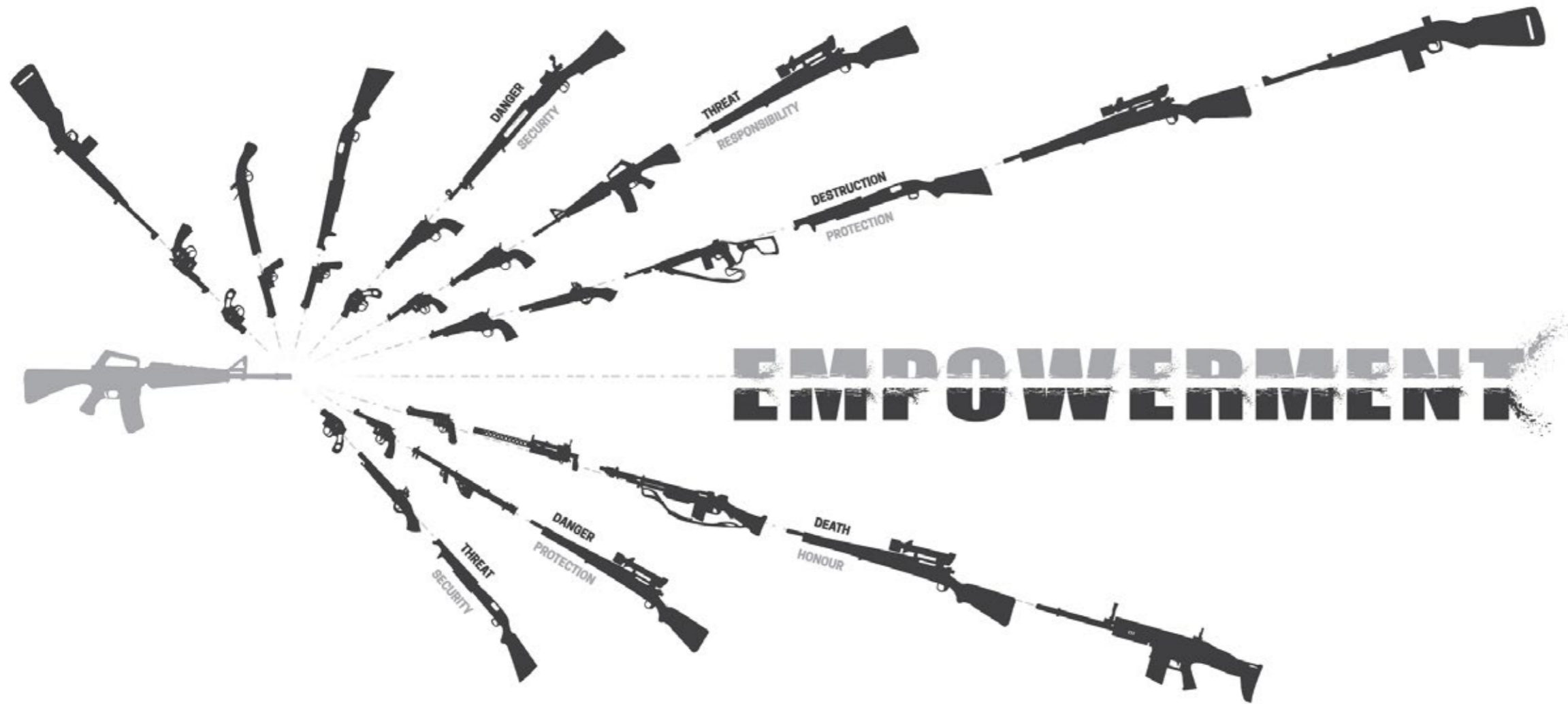
Project Type: Permanent Exhibition

Opening: July 2015

Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/spatial development
- Conceptual, graphic and interactive development of design from governmental design pitch to final installation
- Presenting during client workshops and liaising with internal and external teams, including on-site installation of artifacts

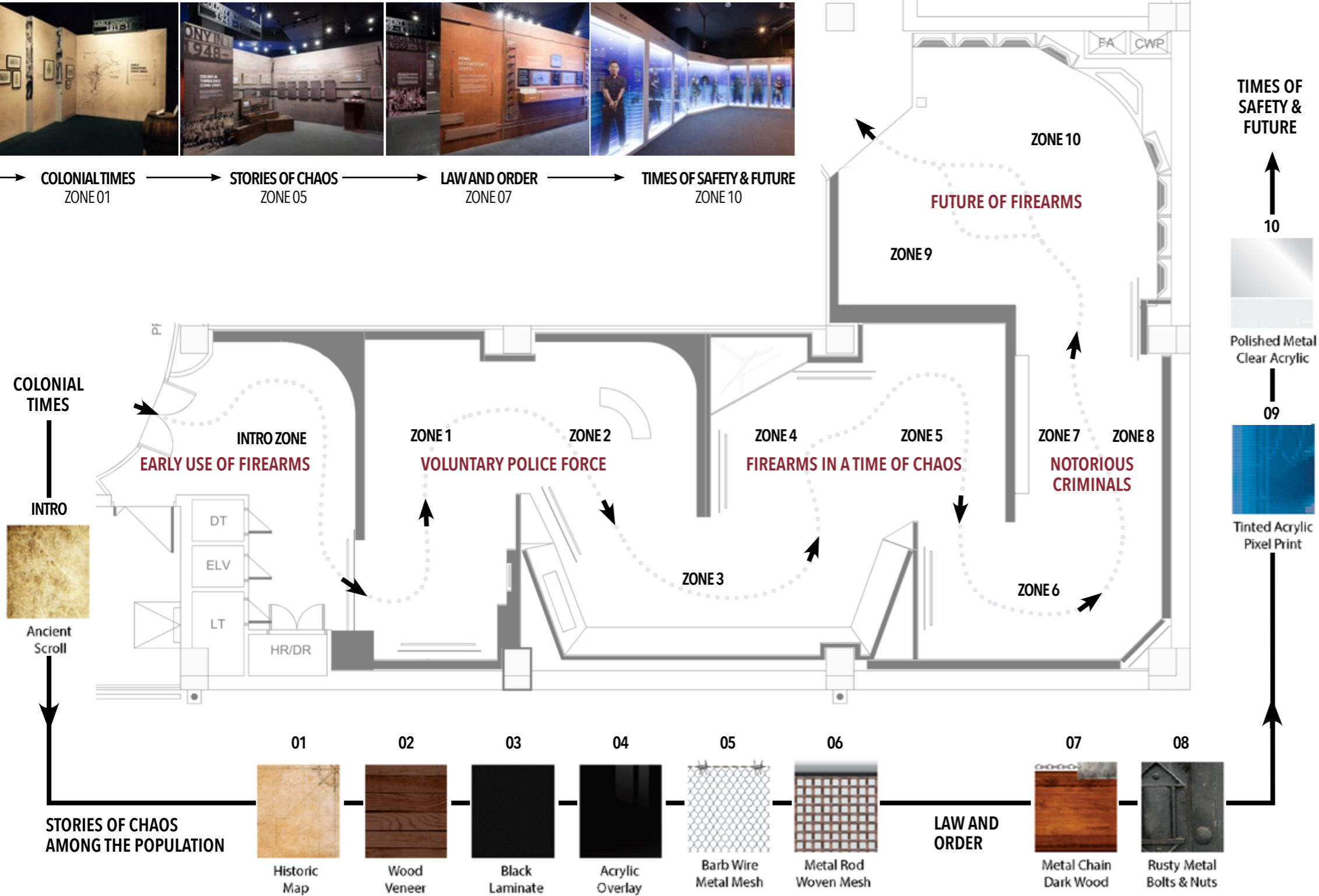


01 DESIGN CONCEPT

Firearms raise a question of empowerment. As we explore the different sides of *'criminal versus protector'* through the history of Singapore, we create a design language that frames story by story, setting the question of morality in the limelight by asking the visitor: *Do firearms serve as protection or destruction;* always juxtaposing the two sides to feed the visitor's moral conscience and standpoint.



COLONIALTIMES ZONE 01 STORIES OF CHAOS ZONE 05 LAW AND ORDER ZONE 07 TIMES OF SAFETY & FUTURE ZONE 10



02 EXHIBITION CIRCULATION

The exhibition showcases 10 chronological eras of importance and follows a linear flow due to its historical approach.



03 VISITOR EMOTIONALITY

The visitor gets a sense of the eras by being immersed in an array of materials that are meant to tap into the feel of the era, be it a sense of chaos and uproar, an era of law and order, or in the final area a time of safety and a strong future. These materials paired with artifacts, props and the representative firearms aim to trigger emotional scenes throughout the exhibition, giving young cadets a sense of pride and understanding of how the country has come to where it is today.

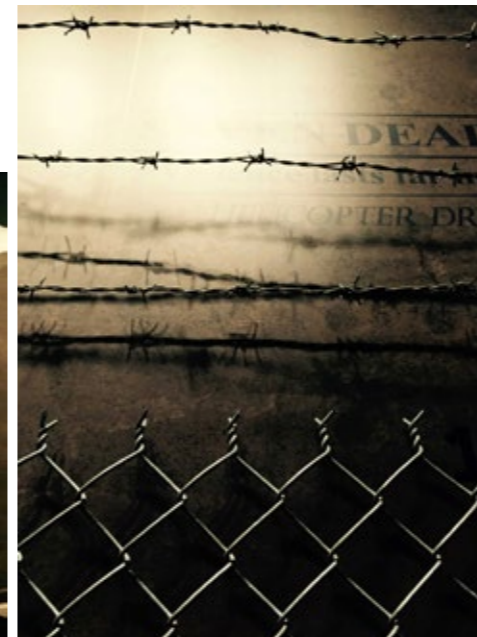
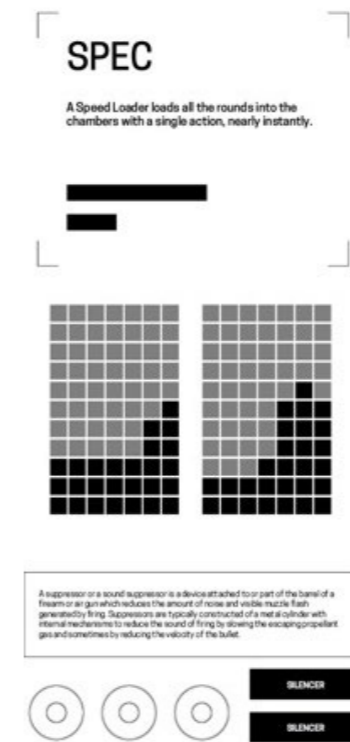
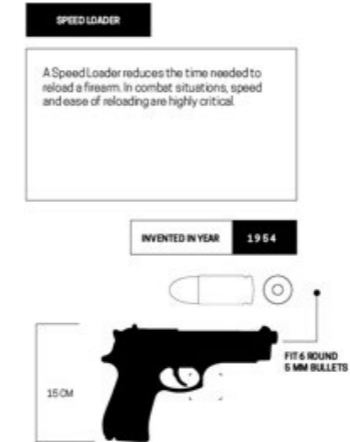
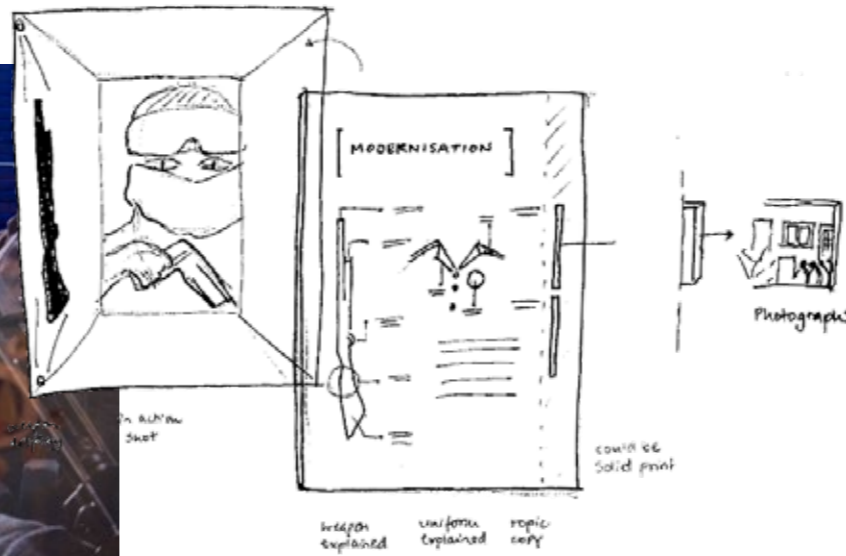
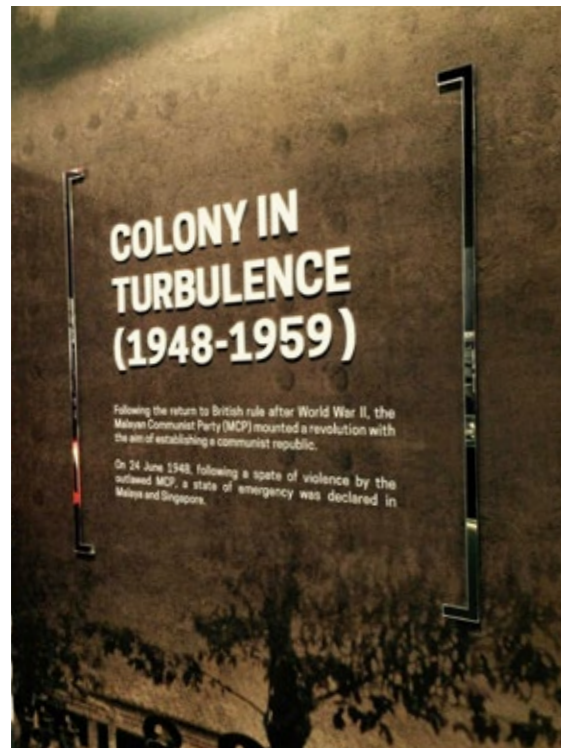
The main emotional aim is to give young cadets an understanding of the beginnings of time and colonial arrival of the first firearms brought over by the British (Zones 0-2) the struggle and criminality of the 40s to 80s (Zones 3-8), what lead to Singapore's independence and how a series of criminal cases versus the beginning of a police force that once began on free-will of volunteers and has now become the nations safety pillar for all Singaporeans, providing a safe and modern life (Zones 9-10).

04 MATERIAL FEATURES

Materials further accentuate the sense of the eras by adding textural feeling. These materials paired with artifacts, props and the representative firearms aim to trigger emotional scenes throughout the exhibition.



DESIGN LANGUAGE



05 GRAPHIC FEATURES

The graphic language applies focus to important content through the use of a view finder symbol throughout the exhibition.

View Finder Language



06 LIGHTING FEATURES



Light & Shadow Installation

Zonal titles cast dramatic shadows of the era, to evoke colonial times, chaos and uproar during times of war, the outbreak of independence, up to today's strong military providing a sense of safety for the future of Singapore.



GRAPHIC LOOK & FEEL / MATERIALS / LIGHTING

Extension Graphic



Content



Visualization

2800

Eye Level
1700

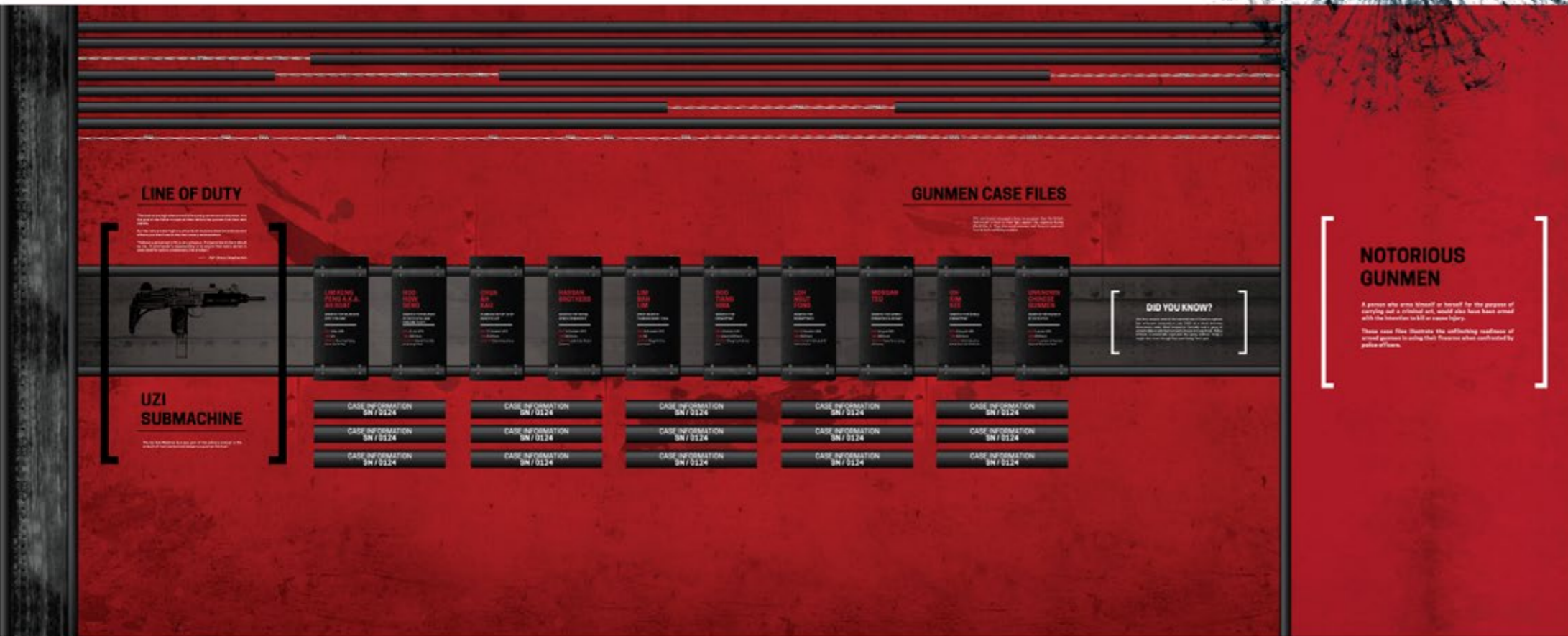
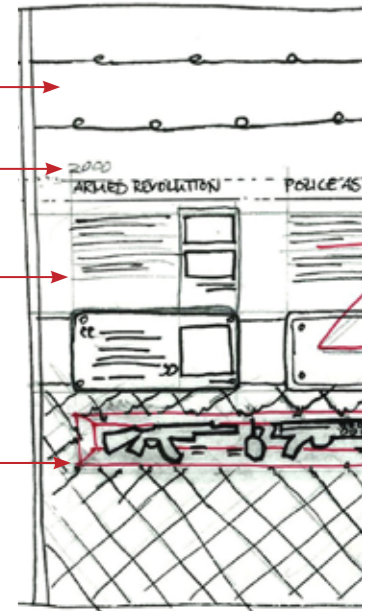


07 TRANSLATING CONTENT INTO DESIGN

Marrying the content and graphic structure by highlighting content through the use of materials and tactile layering of information in drawer sets. We make use of the viewfinder symbol to localize specific stories to reiterate the juxtaposition of criminal versus policeman. Sketching out a standardized graphic direction in respect to content hierarchy and purpose.

Content Hierarchy:

1. Material Treatment
2. Titles & Overview
Key Photographs
3. Supportive Stories
Supportive Photos
News Clippings
Oral Stories
Factual Information
4. Artifacts



5700

1270



Case Files: To showcase evidence of confiscated weapons and criminal profile stories





Tactile Interactive



Visualization



Trigger Pull Exercise: Feeling the strong force needed to pull the trigger



Artifact Showcase: Thematic encasing



Lee Enfield Rifle Exercise: To feel the weight and difficulty of aiming at a target with this 18th Century rifle

08 THEMATIC SCENERY

Mood and ambiance take on an important role in the different stages of Singapore's development. As lighting and materials enhance our surroundings, we explore the content by walking through scene changes to depict history and human behavior.

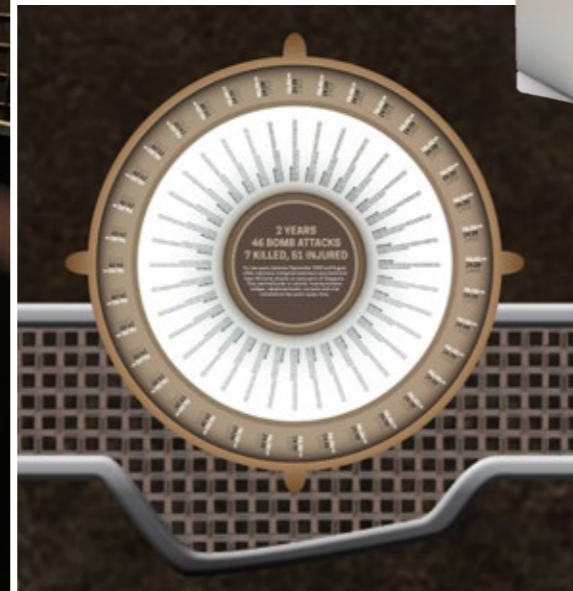
09 ARTIFACT DISPLAY

Artifacts play an important role to make the scene come alive.



Bomb Attack Wheel: To sense the explosive frequency of 46 bomb attacks occurring over a very short time-span of two years in the 1960s, the wheel - when turned - releases a sound mimicking the ticking of a bomb.

tick tick tick...



10 TACTILE INTERACTIVE FEATURES

Some content was very dry in its original written form. But it made for a great opportunity to implement into tactile interactive content. For example:

The Bomb Wheel:

Here the content of **46 bomb attacks** that occurred over 2 years was placed into a ticking time bomb interactive dial to understand the explosiveness of the event in this bullet shaped interactive.



Kingdom Exhibition

THE STORY OF SAUDI ARABIA'S KINGDOM FROM THE EARLY DESERT DAYS TO TODAY'S MODERN MEDICAL CITIES

PROJECT OVERVIEW

This 2-month temporary exhibition was designed to inspire the general public and Singaporean students to learn about the Saudi Arabian culture, to promote the riches of the kingdom and to learn how its people are able to build and flourish in a desert environment. Exhibited at the National Public Library in Singapore.

Storytelling Tools



Light & Shadow Installation



Layered Display



Illustrative Storytelling



Tactile Interactive

PROJECT DETAILS

Project: Kingdom of Saudi Arabia Exhibition

Client: Saudi Arabian Ministry of Higher Education

Pitch Type: Corporate

Project Type: Temporary Exhibitions (2 months)

Target Audience: Students 17 years & above

Opening: June - July 2014

Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/spatial development
- Conceptual, graphic and interactive development of design from corporate design pitch to final installation



Concept

01 CONCEPT

A geometrical pattern that expands influences the spatial plan as well as the exhibition look & feel across all 4 major zones.

ZONE 1 Topic: Geography & History

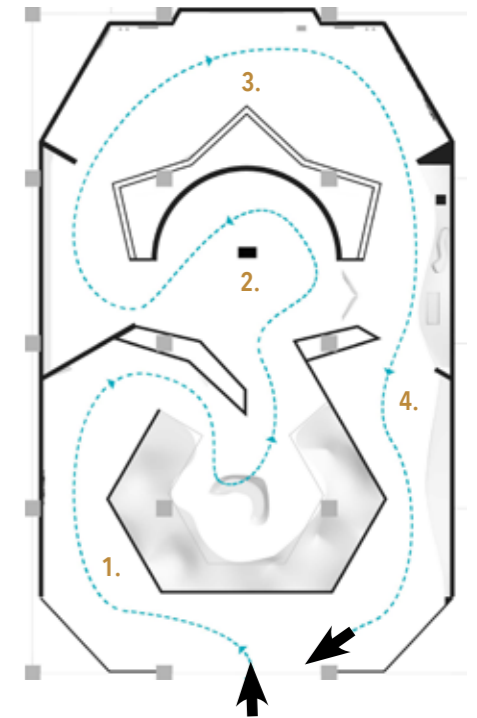
ZONE 2 Topic: Religion

ZONE 3 Topic: People & Culture

ZONE 4 Topic: Industry & Future



Kingdom of Saudi Arabia
Rhythms of the Land





02 DESIGN APPROACH

A lyrical story approach defines the graphic tone of this exhibition, which guides the flow of content across the zones, like sand dunes in the wind.



03 TACTILE INTERACTION

This exhibition was designed to be hands-on and tactile: Flip-panels to reveal timeline secrets, hollow cut letters to be felt like braille, instruments that can be played and heard, spices that can be smelt and X-Ray sheets that can be backlit.



Medical Video

Lightbox

X-Ray Panel





Exhibition Title
(with backlighting)

Saudi Arabia

History Of A Kingdom

Color Palette



Graphic Language

Original Font: Freebooter Script (Regular),
Constantia (Italic), Century Gothic (Bold Italic)



Wall Titles

Original Font: Freebooter Script (Regular)

Introduction
History of the Kingdom
The Rise of Islam

Feature Story Extraction/Quotes

Font: Constantia (Italic)

Apert from a small number of urban trading settlements, such as Mecca and Medina, located in the Hijaz in the west of the Arabian Peninsula, most of what was to become Saudi Arabia was populated by nomadic tribal societies in the inhospitable desert.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”
— King of Saudi Arabia

Main Body Title + Text

Font: Century Gothic (Bold), Century Gothic (Regular)

A set of paragraphs under areas like
natus error ut volutatem occurrentium
doloremque voluptatum, fortem rem
venenim, equum lino quis ut illo inventore ventis
et quid architecto beatis vites digne sunt
egitibus, nam anim ipsum voluptatem sua
voluptas ut laboratur aut edit aut fugit, sed qui
consequatur magis dantes eius aut ratione
voluptatem sequi rescurt, neque porro aliquam
est, qui dixerim ipsum quia dicit ut amet,
consequitur adhibet velit, sed quis non numquam
eius modi tempore incidunt ut labore et dolore
magnam aliquam quisquam voluptatem.

The Five Kings
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Dropcaps
Font: MAXIMO Regular

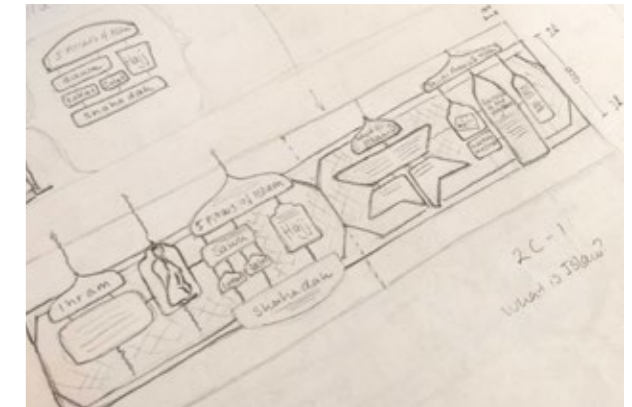
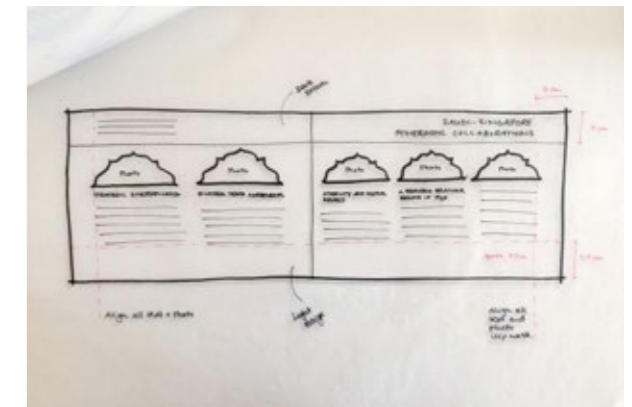


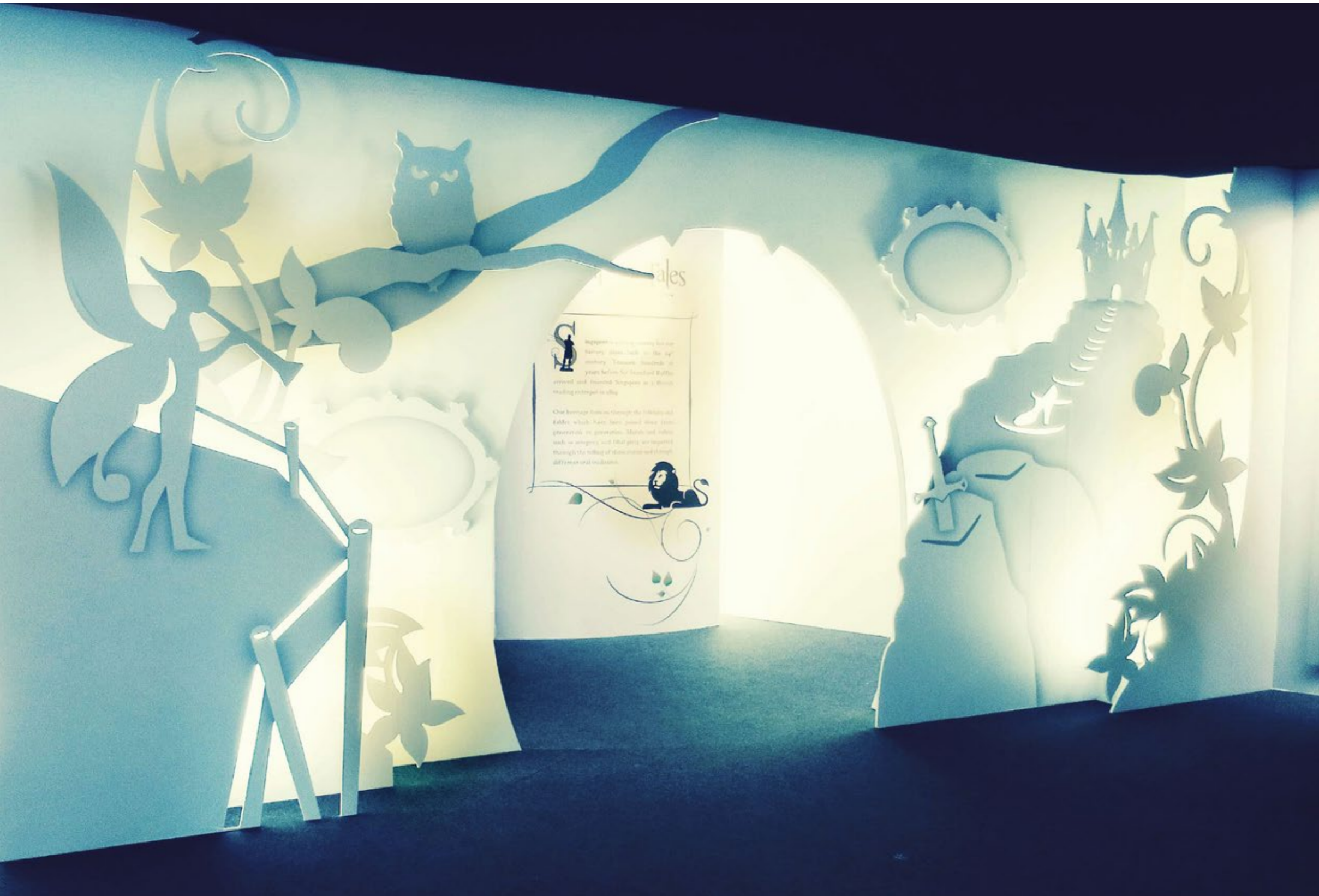
Motif Development



04 GRAPHIC LANGUAGE

The exhibition's look & feel was inspired by an Arabic geometrical pattern that expands and develops from its original form. Elegant typography and lyrical illustrations span across exhibition walls, continuously flowing throughout the exhibition, connecting each area with the next.





Exhibition Entrance Story | A mythical gateway sets the scene, luring visitors through an enchanted realm into the exhibition

Fairytale Exhibition

THIS ANNUAL EXHIBITION CELEBRATES INTERNATIONAL FRIENDSHIP DAY IN AIM OF TEACHING CHILDREN ABOUT GLOBAL INTERCONNECTEDNESS AND TOLERANCE FOR OTHER CULTURES

PROJECT OVERVIEW

This exhibition was set at the Singapore Discovery Centre to tell stories of fairytales around the world and in particular Southeast Asia to educate on cultural diversity and similarities between stories around the world through playful experiences.

This annual exhibition falls under the theme *International Friendship Day* dedicated to the understanding of Singapore's relations with neighboring countries and beyond. It aims to sensitize children towards the geopolitical realities inherent in Singapore, as well as nurture in students the spirit of friendship and collaboration among different people.

Storytelling Tools



Light & Shadow Installation



Layered Display



Illustrative Storytelling



Tactile Interactive

PROJECT DETAILS

Project: Fairytale Exhibition for International Friendship Day

Client: Singapore Discovery Centre

Pitch Type: Governmental

Project Type: Temporary Exhibition (3 months)

Target Audience: Teens 14-17

Opening: April - June 2014

Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/spatial development
- Concept development from pitch to final installation
- Design development from pitch to final installation



Concept

01 CONCEPT

The idea of walking through a book into a world of stories.



CHAPTER 2 Topic: Tales of Singapore



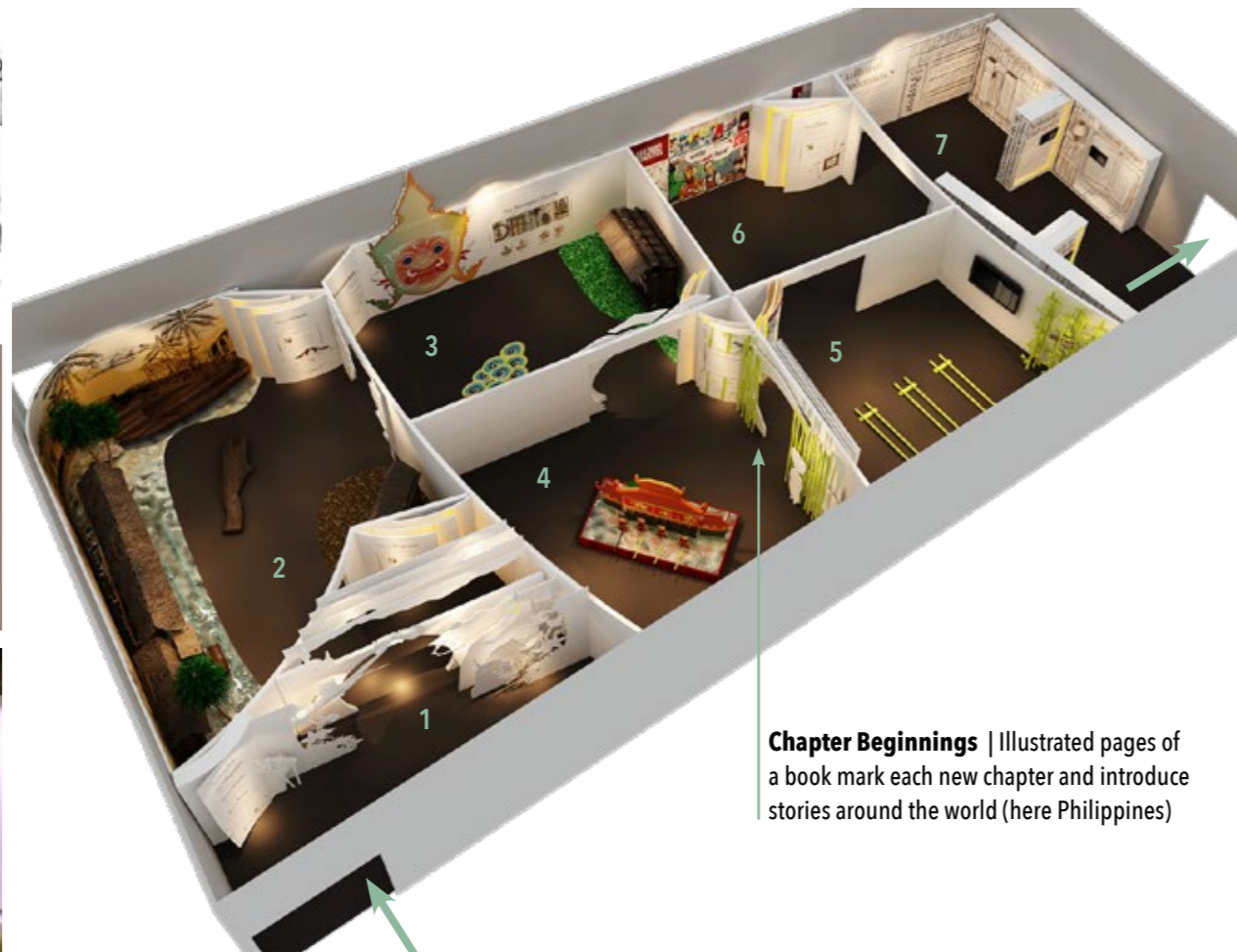
CHAPTER 5 Topic: Around the World (Philippines)



CHAPTER 7 Topic: Stories of Today



CHAPTER 1 Topic: Introduction



Chapter Beginnings | Illustrated pages of a book mark each new chapter and introduce stories around the world (here Philippines)



CHAPTER 4 Topic: Around the World (Vietnam)



CHAPTER 3 Topic: Around the World (Thailand)

02 STORYLINE

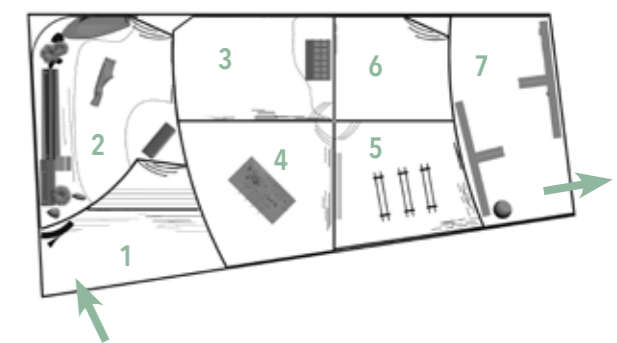
Visitors are led through an introductory area and 6 story chapters as though one were to walk through a storybook.

CHAPTER 1 Topic: Introduction

CHAPTER 2 Topic: Tales of Singapore

CHAPTER 3-6 Topic: Around the World

CHAPTER 7 Topic: Stories of Today





Storytelling



Visualization

03 STORYTELLING TOOLS

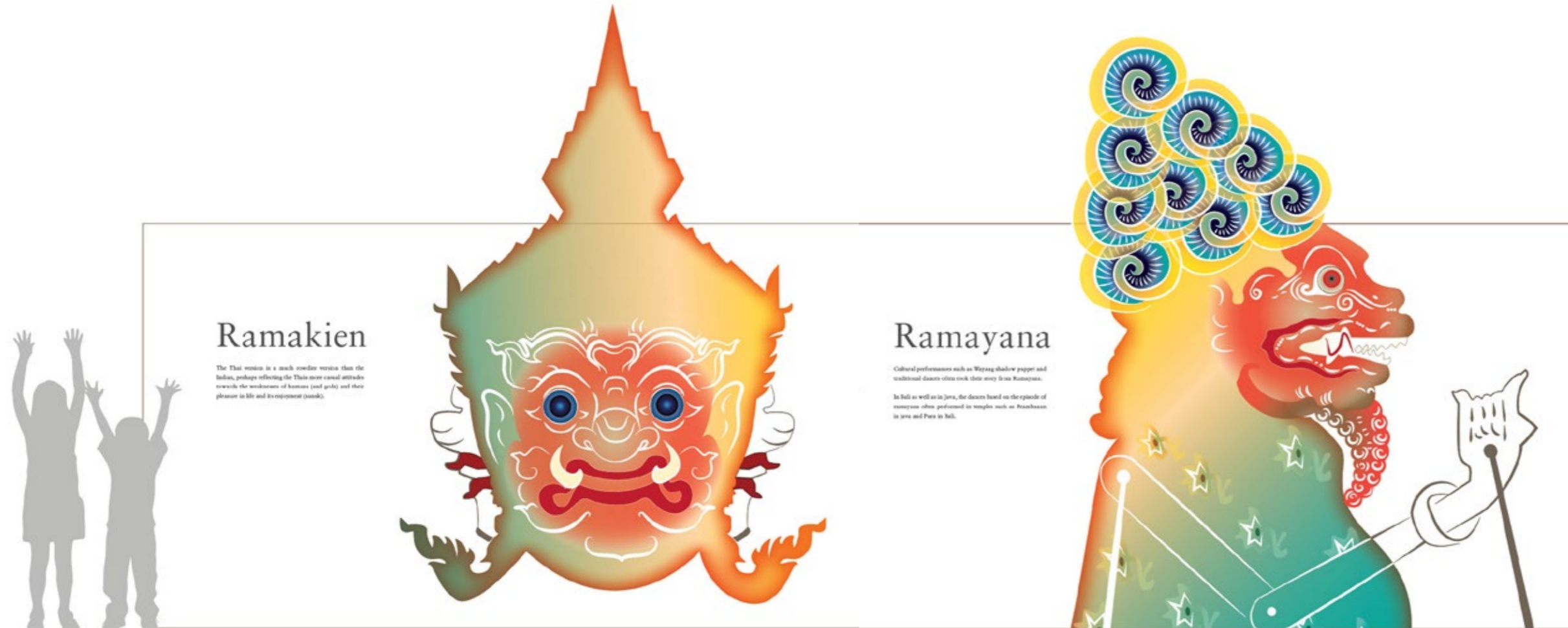
As we lure visitors through an enchanted realm with the idea of walking through a book into a world of stories, we use a variation of teaching methods: *audio-visual* and *active-passive*.



[CHAPTER 2] Shadow Puppetry | Windows show shadow scenes that depict the story of the Legend of Bukit Merah



[CHAPTER 2] Audio Storytelling | In addition to illustrations, animated shadows and hand-held audio devices tell the remainder of the storyline. Here the shell gets picked up and held to one's ear to listen to the Tales of Singapore.



[CHAPTER 3] Illustrative Storytelling | Bringing the legendary character of Ramayana in different cultural interpretations to life



[CHAPTER 3] Tinikling Dance | Learning the moves to this dance from the Philippines



[CHAPTER 3] Tactile Puzzle | Finding the correct characters of each cultural depiction of the same story (Thailand/Cambodia)



Living In A Garden

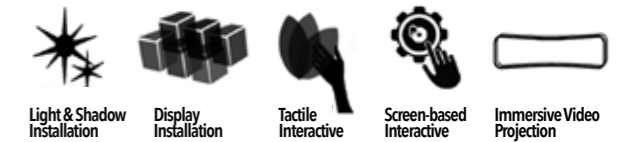
CDL GREEN GALLERY FEATURES EXHIBITIONS EVERY 6 MONTHS FOR VISITORS COMING TO THE SINGAPORE BOTANIC GARDENS

PROJECT OVERVIEW

The story of this exhibition showcases 50 years of greening efforts undertaken by the Singaporean government with the Former Prime Minister Lee Kuan Yew, who started this vision. This exhibition was also the very first to mark the opening of the new gallery building named *CDL Green Gallery* set within the Singapore Botanic Gardens.

The *CDL Green Gallery* is a zero energy building that had its grand opening in December 2013. This was the first of a series of changing exhibitions about the botanic world in Singapore and around the globe.

Storytelling Tools

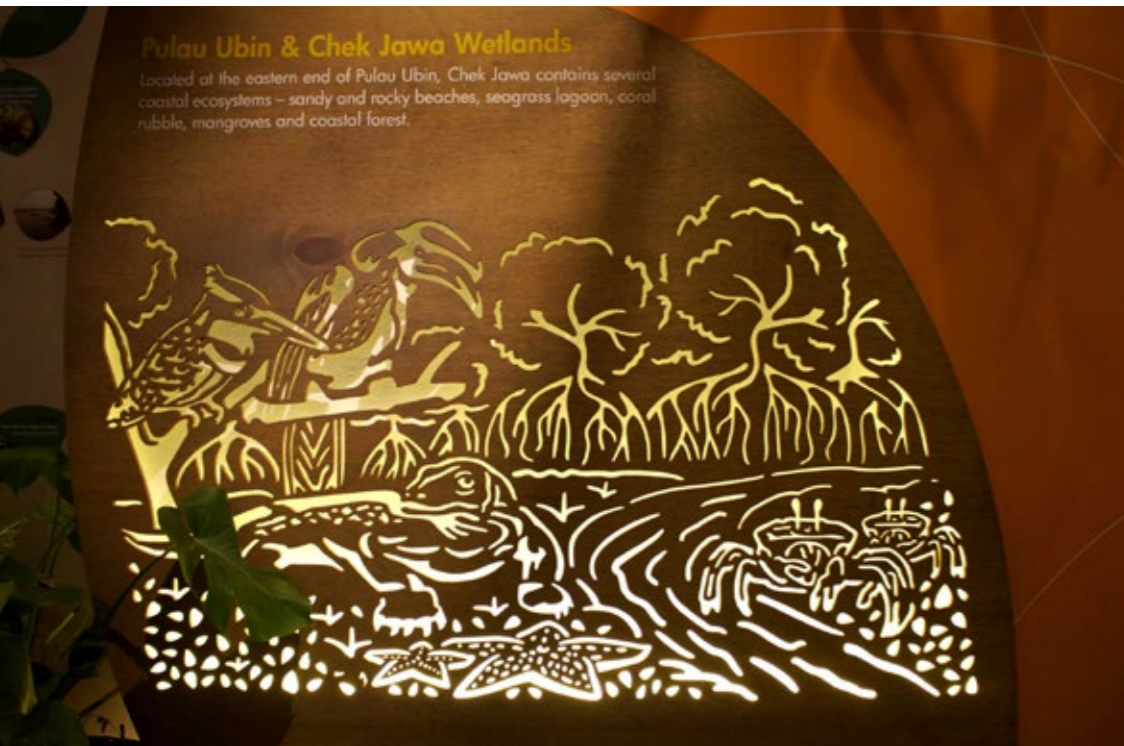


PROJECT DETAILS

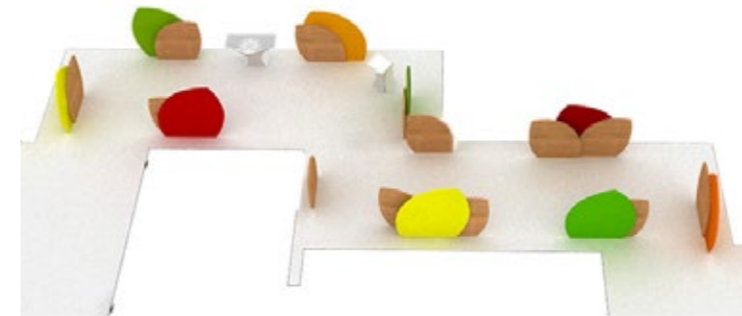
Project: Living In A Garden Exhibition @ CDL Green Gallery
Client: Singapore Botanic Gardens/NPARKS
Pitch Type: Governmental
Project Type: Temporary Exhibition (6 months)
Target Audience: General Public, School Children, Seniors
Opening: December 2013
Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/interactive development
- Conceptual, graphic and interactive development of design from governmental design pitch to final installation
- Presenting during client workshops and liaising with internal and external teams, including on-site installation.



Species native to Singapore | Illustrations of the Oriental Pied Hornbill, Common Flameback, Freshwater Crab, Changeable Garden Lizard and mangrove forests found locally in Pulau Ubin and Chek Jawa, Singapore



01 OVERVIEW



- AREA 1 Topic: Introduction Video
- AREA 2 Topic: 50 Years of Greening Efforts
- AREA 3 Topic: Future Plans

02 ILLUSTRATIVE CONTENT

Exact species and locations were represented in form of illuminated illustration content to tell the story of local green spaces around Singapore throughout Zone 2 of the exhibition.

03 PROJECTED CONTENT

The story of 50 years of greening efforts was shown here in a large projected video depicting the horrors of a city without greenery and what Singapore has become thanks to Former Prime Minister Lee Kuan Yew's greening efforts.



Projection Mapping | Involved in liaising with the video artist



Interactive Content | Storyboarding and developing interactive content throughout the exhibition

Illustration | Sketching and developing illustrations for CNC cut on 13 illuminated wood panels



Ilham Alam Exhibition

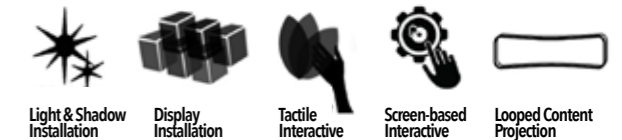
CDL GREEN GALLERY FEATURES EXHIBITIONS EVERY 6 MONTHS FOR VISITORS COMING TO THE SINGAPORE BOTANIC GARDENS

PROJECT OVERVIEW

This exhibition introduces a unique history of traditional Malay medicine and healing practices that highlight ritualistic traditions performed by Malay healers using a variety of healing plants, examining how nature inspired the myriad ways in which various historical Malay communities harnessed the bounty of flora and fauna to promote health and effect healing. This was part of a traveling exhibition.

The circulation remains linear in order to guide school classes of 40 students through the exhibition content to provide educational value to the public.

Storytelling Tools



PROJECT DETAILS

Project: Ilham Alam Exhibition @ CDL Green Gallery

Client: Singapore Botanic Gardens/NPARKS

Pitch Type: Governmental

Project Type: Temporary Exhibition (6 months)

Target Audience: General Public, School Children, Seniors

Opening: June 2014

Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/spatial development
- Conceptual, graphic and interactive development of design from governmental design pitch to final installation
- Presenting during client workshops and liaising with internal and external teams, including on-site installation



Content



Visualization



Concept



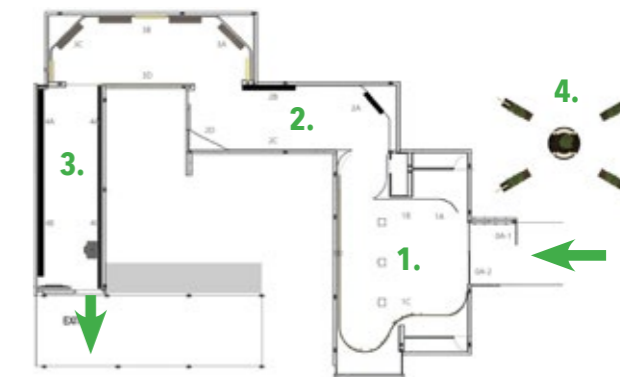
Herbarium Projection Wall | Looped content gets projected onto physical plant panels, which protrude out from the wall and add depth to the projection



Content Example | How to bring a fever down

01 CONCEPT

Infusing Malay details into the interior and graphic language while maintaining a contemporary look and feel, bringing attention to the featured healing plants and Malay traditions.

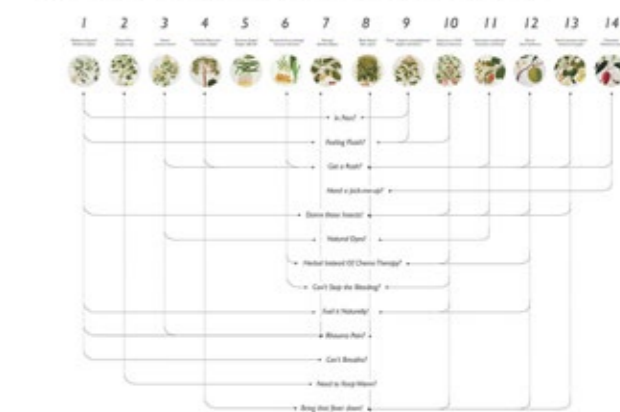


- AREA 1 Topic: The Relationship Between SBG and Ilham Alam
- AREA 2 Topic: The Medicine Practice
- AREA 3 Topic: Seeking The Healer
- AREA 4 (OUTDOOR): Healing Garden

02 CREATING CONTENT FOR PROJECTION

The herbarium projection required copy-writing for its content in addition to design. For accuracy I collaborated with botanic specialists after completing the research and copy for them.

HERBARIUM HEALING CATEGORIES: SUMMARY OF HEALING USES



Lighting Challenge | Selecting the appropriate growth lamps and plant species that can survive indoor within the exhibition without added sunlight



Furniture | To complete the interior look and feel showcases embody a Malay patterned lattice



Wayfinding | Using Malay Batik styling for a graphic look



UNESCO Exhibition

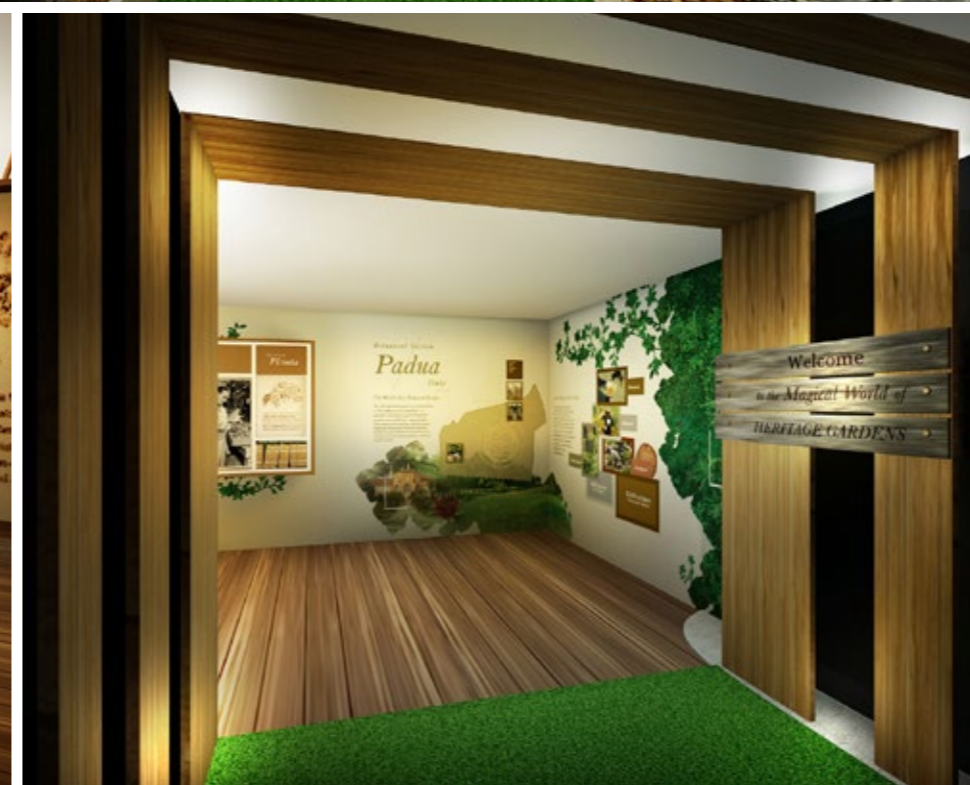
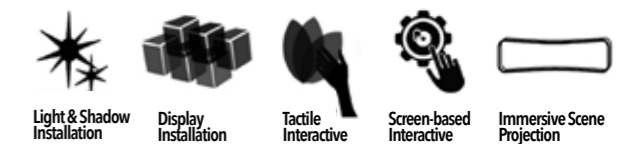
CDL GREEN GALLERY FEATURES EXHIBITIONS EVERY 6 MONTHS FOR VISITORS COMING TO THE SINGAPORE BOTANIC GARDENS

PROJECT OVERVIEW

The story of this exhibition introduces the original intention of botanical gardens and showcases UNESCO gardens around the world, including the world's first botanical garden in Padua (1545), the Royal Botanic Gardens, Kew (1759) and the Singapore Botanic Gardens (1859).



Storytelling Tools



PROJECT DETAILS

Project: UNESCO Exhibition @ CDL Green Gallery

Client: Singapore Botanic Gardens/NPARKS

Pitch Type: Governmental

Project Type: Temporary Exhibition (6 months)

Target Audience: General Public, School Children, Seniors

Project Status: **Pitch only**

Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide the graphic and spatial development
- Conceptual and spatial development of design for pitch
- Putting together pitch document for submission



Visualization



Concept



01 CONCEPT

The space is divided into three zones, the first area is meant to introduce three different scene projections creating ambiance. Thereafter the content is displayed in a tactile, playful manner, including interactive exploration.

AREA 1 Topic: The First Impression

AREA 2 Topic: Exploring the 3 Botanical Garden Pioneers

AREA 3 Topic: Connecting Back to the World



Conservation Scene | Projected content is overlaid onto a rubber tree showcase setting the scene of a plantation worker in the early days of the Singapore Botanical Garden

Heritage Scene | Projected Scene showcasing the famous bandstand gazebo and its prominent location for very important moments since the beginning of the gardens

Leisure Scene | Projected content shows sequences of people using the gardens during the 1800s, 1900s and today. Portraying the timelessness of the gardens and its purpose



Transparent Screen Interactive | Tap your seed of choice and see it grow to find out which species it originates from



Tactile Display | Explore a botanist's workplace and discover secrets of nature science



Hologram Interactive | For added content of selected flora

02 SCENE PROJECTION [AREA 1]

Scenes light up as the visitor passes through this first introductory zone to showcase the three main objectives of any botanical garden: *Leisure, Heritage and Conservation*

03 TACTILE EXPLORATION [AREA 2]

The content is displayed as if exploring a botanist's workplace and discovering secrets found in nature. A tactile and playful approach invites students to browse botanical content as if they were part of botanic gardens around the world understanding the why these valuable institutions exist.



[PART 1] Press Event | The Prime Minister of Singapore marks the Fullerton Hotel a national monument with memories of the public displayed around the stage in form of quotes and photography



[PART 2] Exhibition | The story of the Fullerton building becoming a national monument



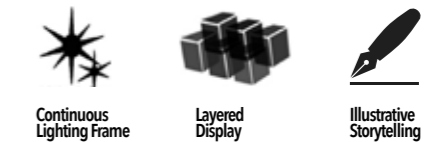
Fullerton Hotel Exhibition

AN EXHIBITION CELEBRATING THE HOTEL'S MILESTONE OF BEING AWARDED A NATIONAL HERITAGE LANDMARK OF SINGAPORE

PROJECT OVERVIEW

A press event at which Singapore's prime minister unveiled a plaque to announce the Fullerton Hotel a national heritage landmark, was accompanied by a 2-month temporary exhibition at the lobby foyer. The design intention was to link the stage event and exhibition together using an elegant and timeless design language that branded both the press event, as well as, the exhibition and accompanying merchandising.

Storytelling Tools



PROJECT DETAILS

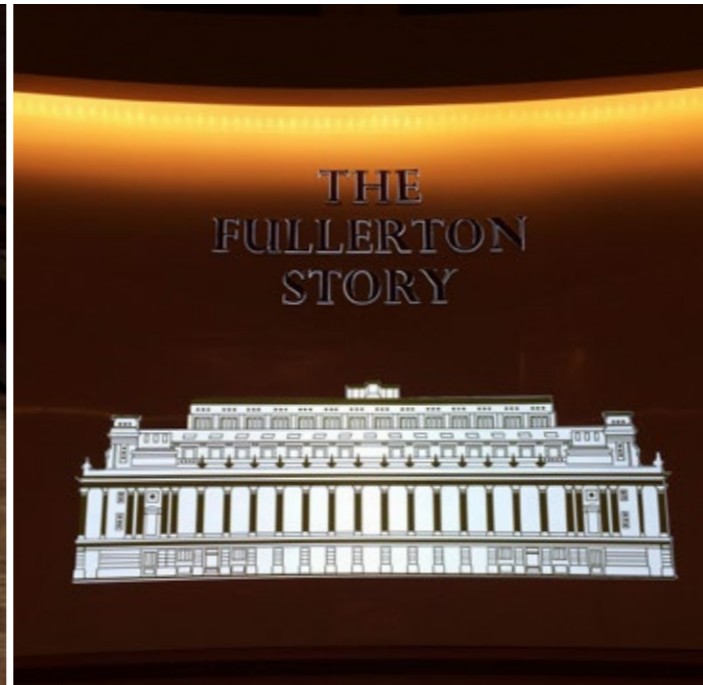
Project: Special Exhibition & Press Event
Client: The Fullerton Hotel Singapore
Pitch Type: Corporate
Project Type: Temporary Exhibition
Target Audience: General Public, Hotel Guests, Clients
Opening: December 2015 - February 2016
Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/spatial development
- Conceptual, graphic and spatial development of design from corporate design pitch to final installation
- Presenting during client workshops and liaising with internal and external teams, including on-site installation



Materials | Gold coated wood and acrylic, fabric print, red carpet samples, gold vinyl lettering



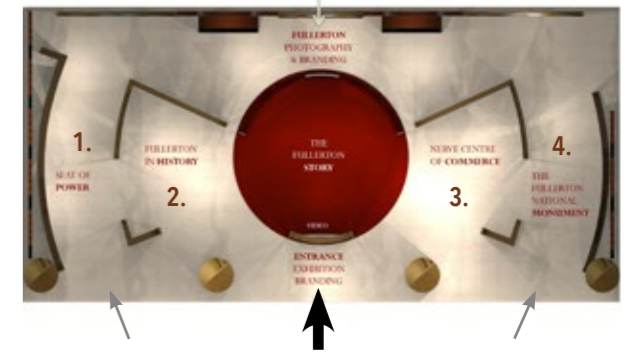
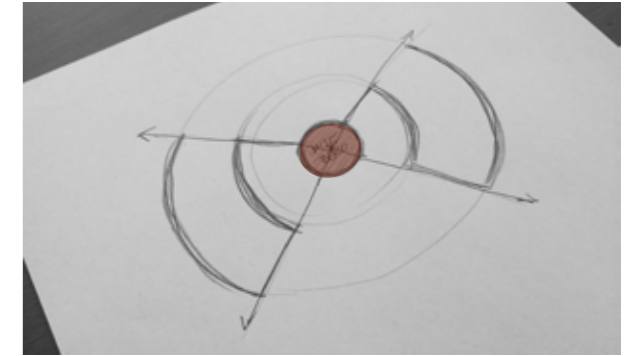
Lighting | Backlit logo complements the overall lighting pelmet



Practical Assembly | Seamless slot-in build for fast overnight setup

01 CONCEPT

Historically the city state of Singapore was measured from *Mile Zero*, a point located at the old Fullerton square, which turned into the Fullerton building site and in turn is now the Fullerton Hotel's exact location. The concept embraces the idea of *Mile Zero* as the center point from which all content radiates out.



- AREA 1 Topic: Seat of Power
- AREA 2 Topic: Fullerton in History
- AREA 3 Topic: Nerve Centre of Commerce
- AREA 4 Topic: The Fullerton National Monument



Design Overview | Continuous lighting pelmet holds the structure together, offers stability and allows for fast overnight setup



Memory Mailbox | Designed to continue the look of the exhibition and collect visitors' memories of the Fullerton building



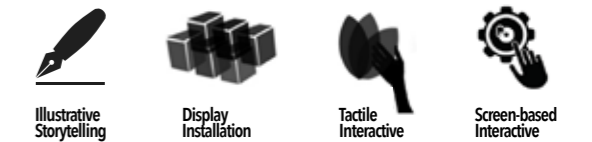
Fullerton Hotel Gallery

THIS EXHIBITION SHOWCASES INTERESTING STORIES THROUGHOUT HISTORY, FROM THE DAYS OF SIR FULLERTON UNTIL TODAY

PROJECT OVERVIEW

The hotel gallery, hotel shop and connecting hallways are designed to share an all-encompassing, uniting design approach that embodies The Fullerton Hotel's heritage. It is the story of the early beginnings of a bustling port turning into the city we know today. There are overall 7 properties along Marina Bay that make up the Fullerton precinct. Showcasing the Fullerton precinct not only gives special light to the heritage of Singapore's busy port starting in the 20th century up until the 1990s, but the very beginnings of city planning in Singapore by Sir Robert Fullerton.

Storytelling Tools

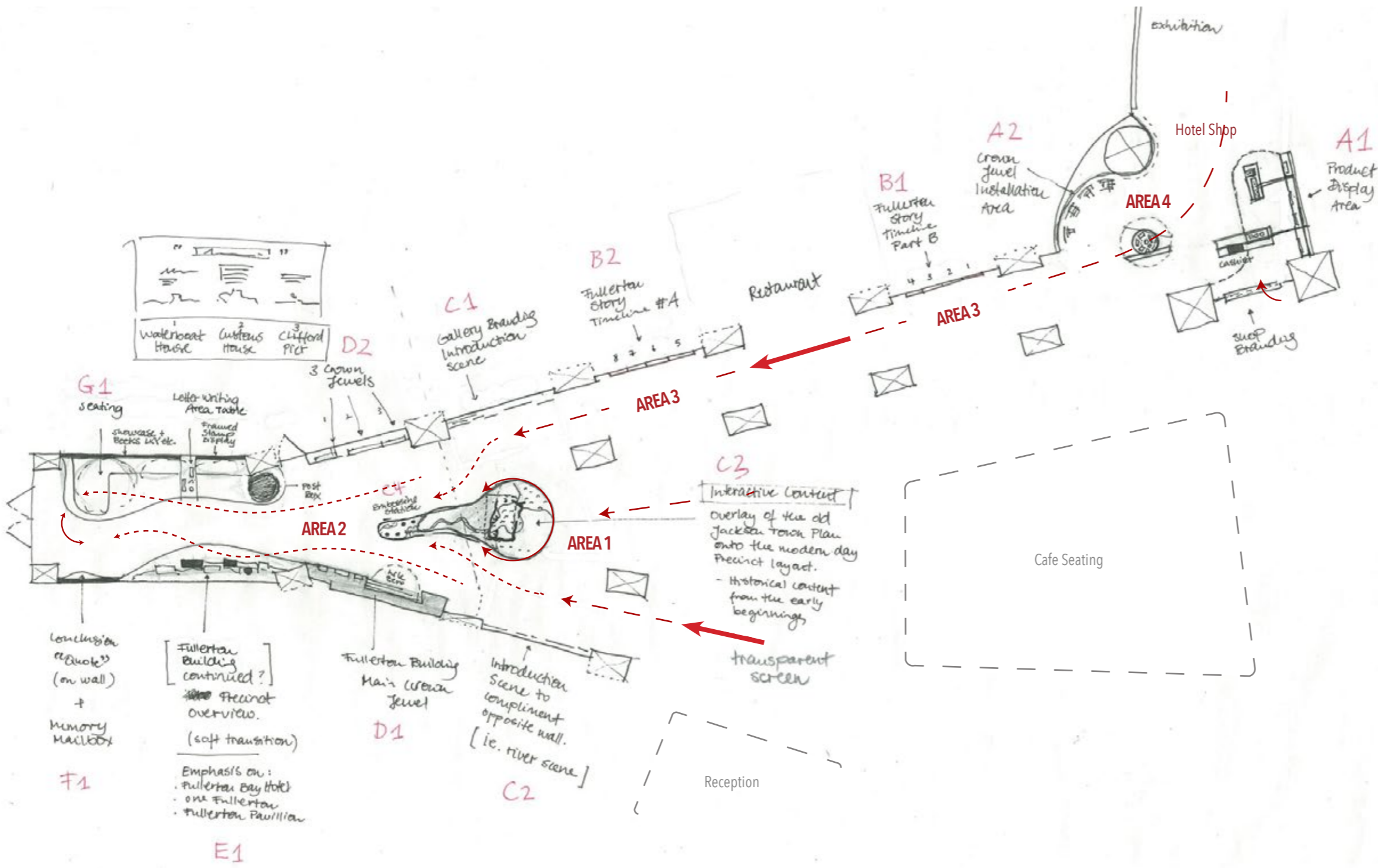


PROJECT DETAILS

Project: Interior Renovation of Gallery
Client: The Fullerton Hotel Singapore
Pitch Type: Corporate
Project Type: Permanent Exhibition
Target Audience: General Public, Hotel Guests, Clients
Opening: 2017
Team: Creative director, graphic designer, spatial designer

My responsibilities:

- Design lead of storyline and content interpretation to guide graphic/spatial development
- Conceptual, graphic and spatial development of design from corporate design pitch to final installation
- Presenting during client workshops and liaising with internal and external teams, including on-site installation

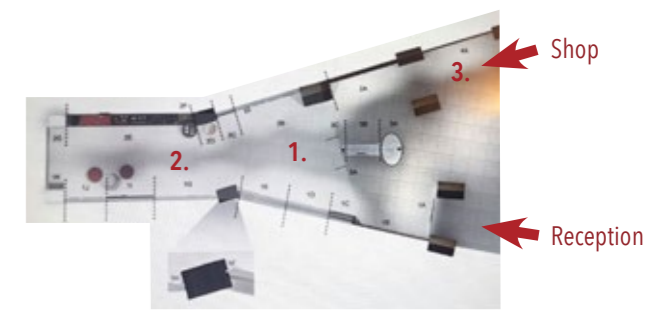


01 CONCEPT & STORYLINE

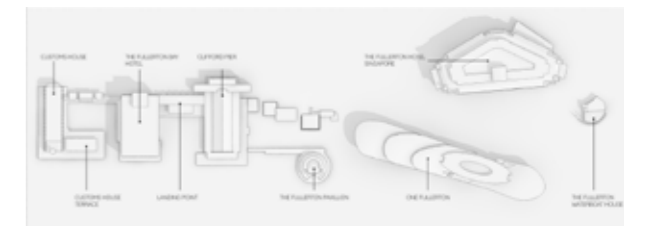
To create a walking path that guides guests from the reception area through the gallery and into the hotel shop, all forming a continuous story and design styling to guide seamlessly.

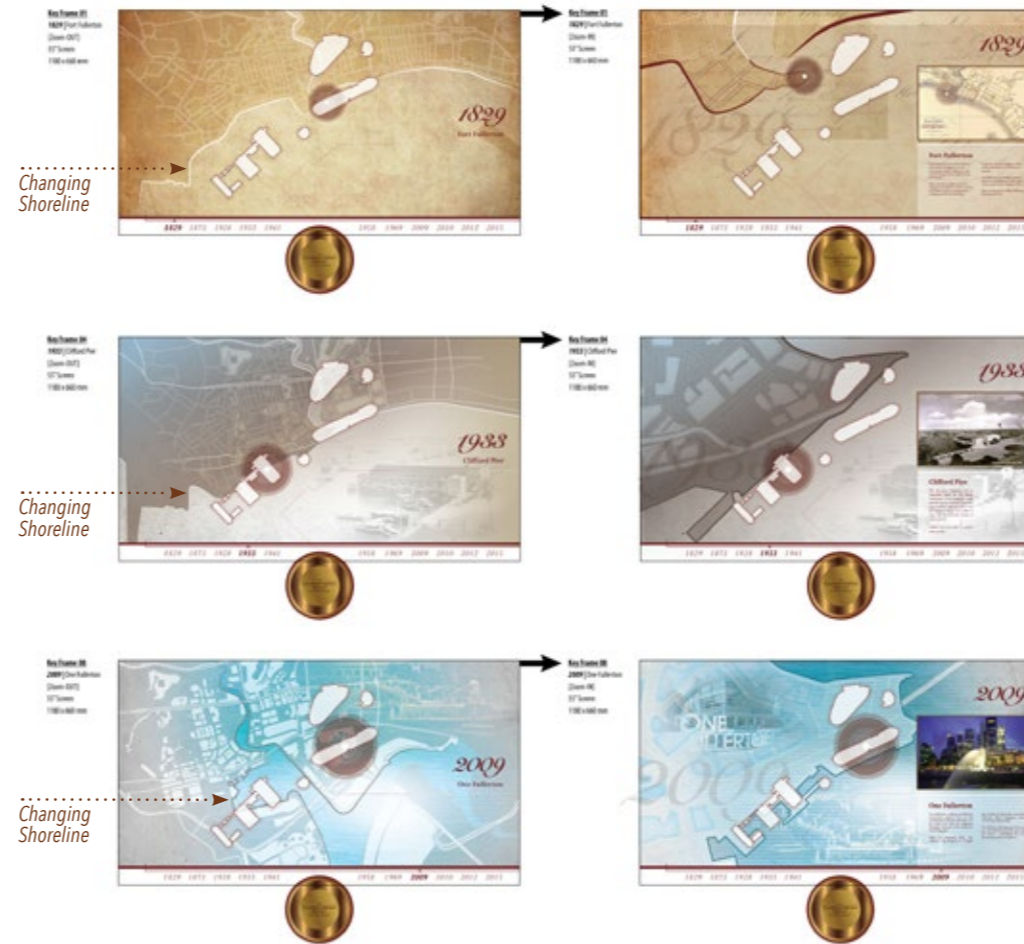
The circulation flows from the reception, to the gallery, passed the corridor timeline, to the hotel shop and back to the reception area. The gallery closes the experience loop for guests and provides knowledge of the Fullerton history in chronological order. It also gives relevance to special historical merchandising collections offered at the hotel shop, connecting the Fullerton back to its historical purpose.

- AREA 1 Topic: Fullerton Heritage
- AREA 2 Topic: Fullerton Precinct
- AREA 3 Topic: Corridor Timeline
- AREA 4 Topic: The Fullerton Shop



The Fullerton Precinct is made up of four heritage buildings once used as the Fullerton Building, the Customs House, the Waterboat House, and Clifford Pier. Later additions are the Fullerton Pavillion, the Fullerton Bay Hotel and One Fullerton. Together they form the Fullerton Precinct.



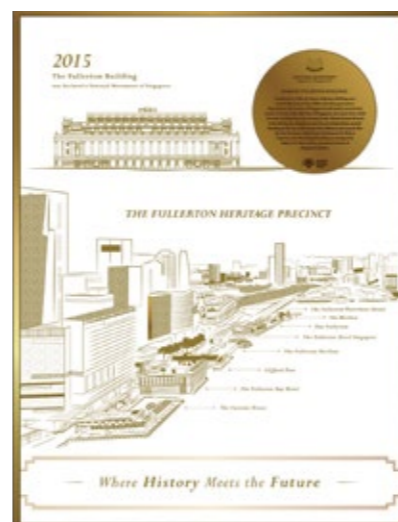
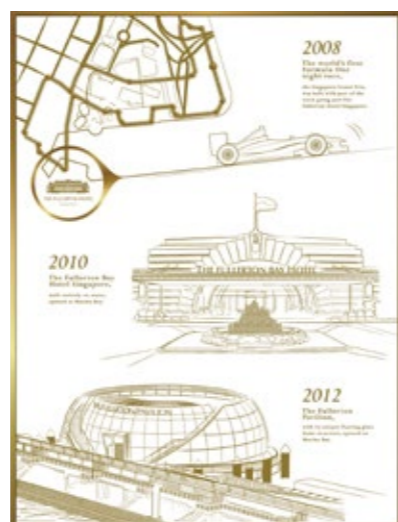
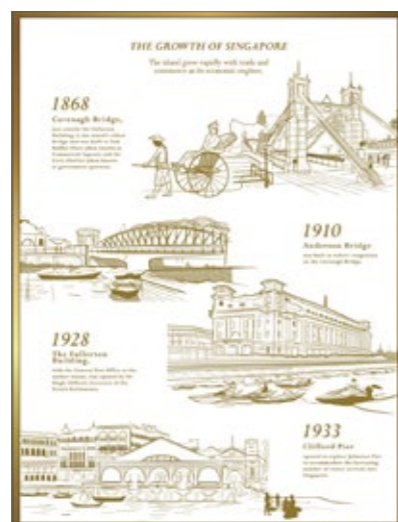
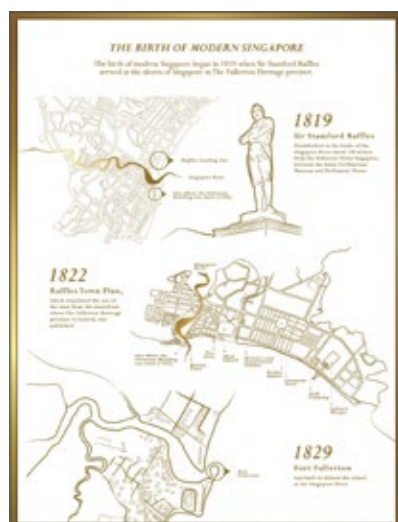
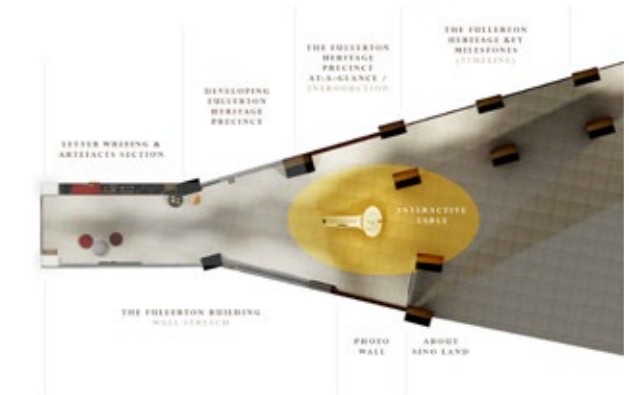
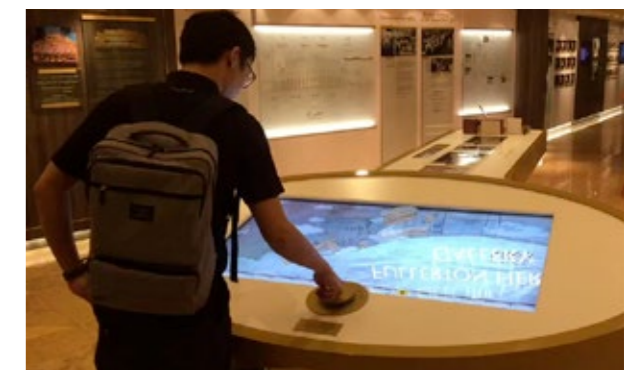


Acrylic models | Animated by interactive screen content

Animated Content | Changing shoreline of Singapore in relation to The Fullerton Precinct

02 INTERACTIVE CONTENT

As land reclamation has influenced Singapore's shoreline morphology to grow progressively over the last 50 years, so has the Fullerton Precinct in direct correlation, seen here in form of an interactive map depicting the story of its heritage.



03 ILLUSTRATIVE TIMELINE

Depicting a historical timeline in 8 framed A1 size chapters of illustrated milestones from 1819 until now showcasing the story of the Fullerton (here shown 4 of 8). Illustration linework is elegantly finished in brass onto enframed marble sheets.



Showroom (Indoor) | Product showcase with illustrative and interactive product info; projection area for new client presentations



Customer Lounge & Photo Backdrop | For meetings with existing customers



Lobby (Downstairs) & Milestone Area (Upstairs) | An introductory showcase of product range and company history

Galmon Showroom

AN INTERIOR RENOVATION OF THE HEADQUARTERS INCLUDING LOBBY, VIP AREA, HALLWAYS, EXHIBITION AND SHOWROOMS

PROJECT OVERVIEW

Galmon rents and sells the widest range of safe, reliable and efficient mobile elevating work platforms in Singapore.

A new interior look was developed for this client including a new branding language created to accentuate their existing tagline: *Your Safest Way to The Top*. This look applies to their all-round interior areas including the lobby, the showrooms, the hallways and the CEOs private art gallery.

Storytelling Tools



Product Display



Screen-based Interactive



Product Projection

PROJECT DETAILS

Project: Interior Renovation of Galmon Headquarters

Client: Galmon

Pitch Type: Corporate

Project Type: Interior

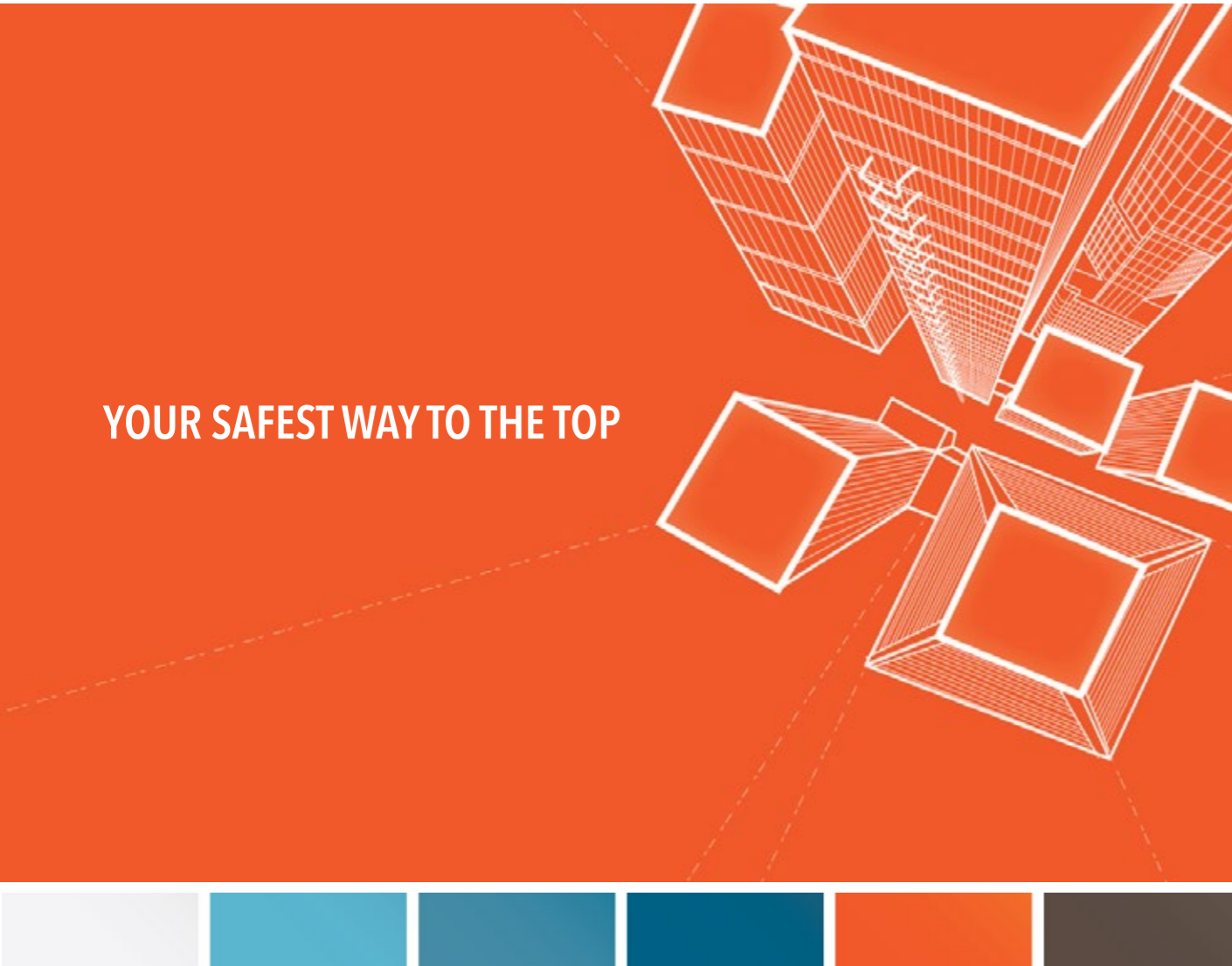
Target Audience: Existing clients, new clients and staff

Opening: TBD

Team: Creative director, designer

My responsibilities:

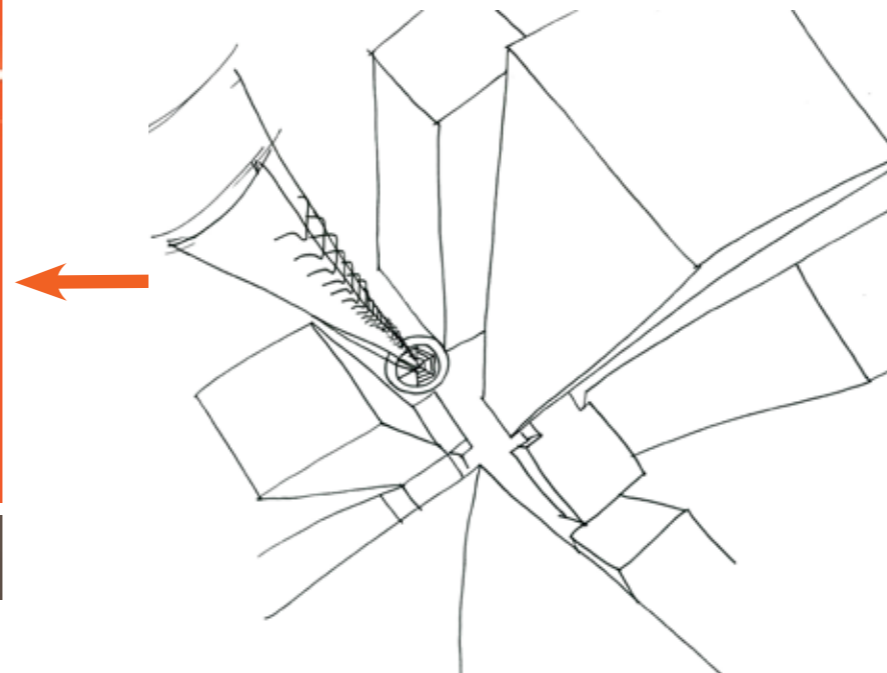
- Design proposal for a new interior look
- Spatial/graphic development
- Preparing presentation material for the client



YOUR SAFEST WAY TO THE TOP



Branding Concept | A perspective view to give the sense of looking down, as if being elevated by one of Galmon's construction lifts



01 OVERVIEW

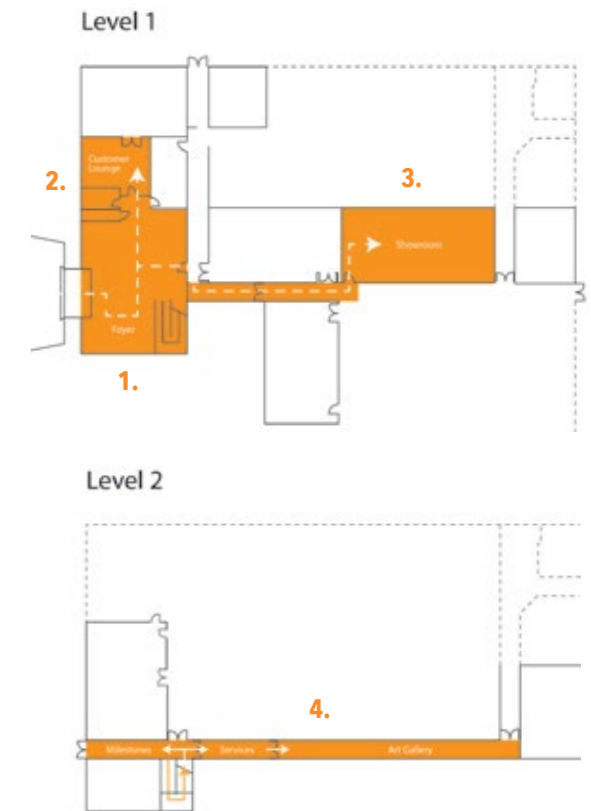
Interpretation of Galmon's brand and products to provide new and existing customers with an impression of a brand that speaks safety first. Showcasing excellent products and quality they can count on with reference stories and an interior that shares stories of the product range and company history.

AREA 1: Lobby (Level 1) & Company Milestones (Level 2)

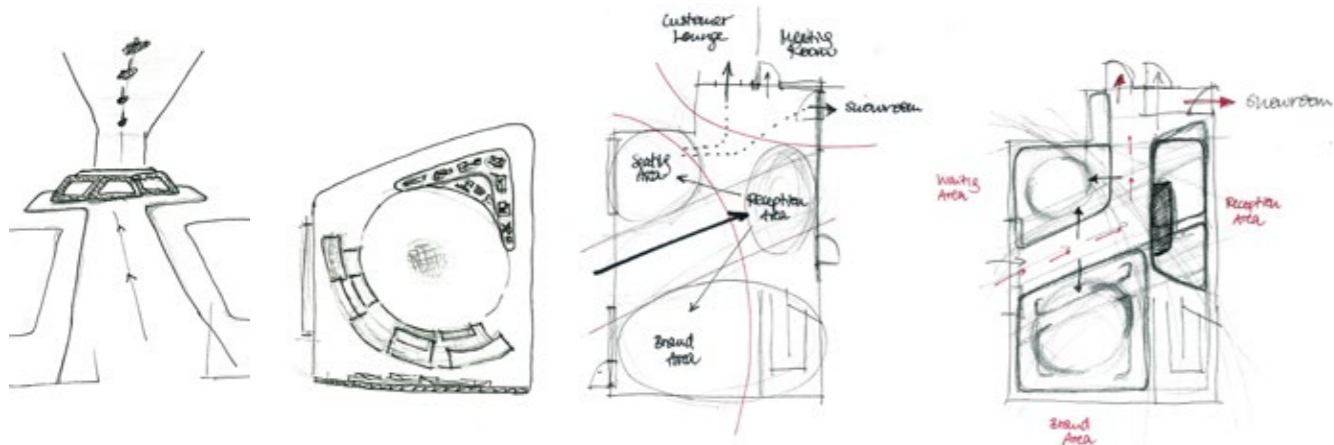
AREA 2: Customer Lounge

AREA 3: Showroom

AREA 4: Private Art Gallery



Design Language | The color palette is made up of the product color range to form a unified graphic language



Conceptual Ideation | Space planning and customer flow ideation



Event Branding | A feel of timelessness compliments the tranquil feeling patients feel on Yishun hospital grounds



Exhibition Area | Introducing the concept of this greenery hospital community



Entrance on site | Leading towards the stage, photo backdrop, and exhibition area.



Stage Area | With a launch mechanism that lights up the stage backdrop on the press of the "O" (center of logo)

Topping Off Ceremony

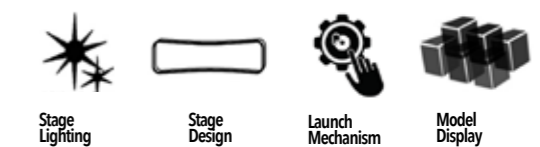
THE YISHUN COMMUNITY HOSPITAL IS CELEBRATING THE TOPPING OFF CEREMONY OF THEIR LONG-TERM PATIENT BUILDING



PROJECT OVERVIEW

This was a design and build pitch for a nature themed hospital finishing its new in-patient wing. The designed event branding gives a **sense of tranquility** and translates into an inviting entrance arch, stage design, and a small exhibition area for invited guests to learn about the future plans for patients at the new wing. For the Topping Off Ceremony a launch mechanism was designed to be triggered by the push of a button connected to the letter "O" within the center of the logo.

Storytelling Tools



PROJECT DETAILS

Project: New Building Topping Off Ceremony Event
Client: Yishun Community Hospital
Pitch Type: Corporate
Project Type: Event with Ministers
Target Audience: General Public, School Children, Seniors
Opening: March 28, 2015
Team: Creative director, graphic designer/spatial designer

My responsibilities:

- Design lead of storyline and conceptualization
- Graphic development and spatial guidance for pitch

Kaeser Kompressoren

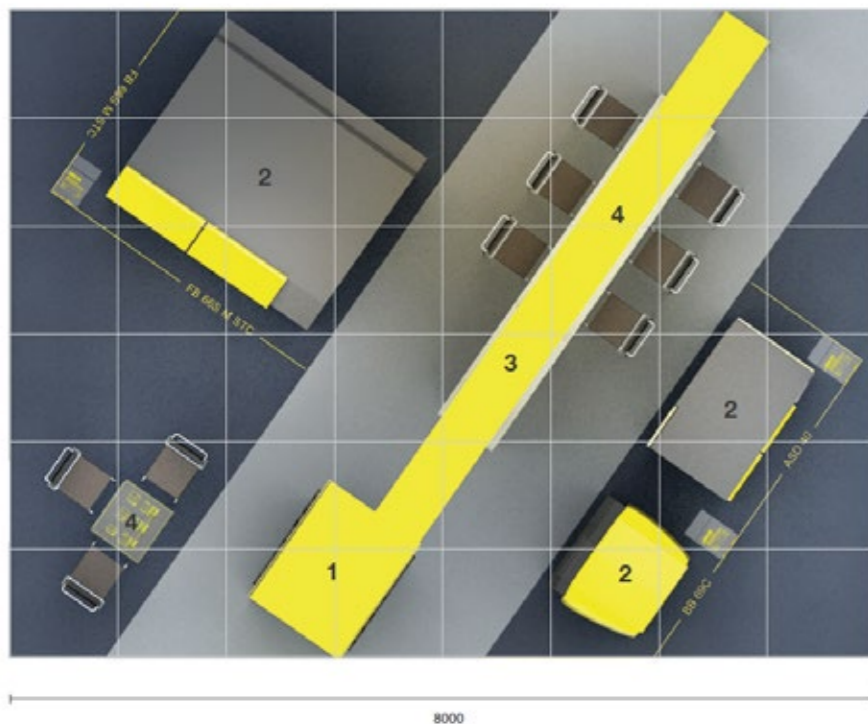
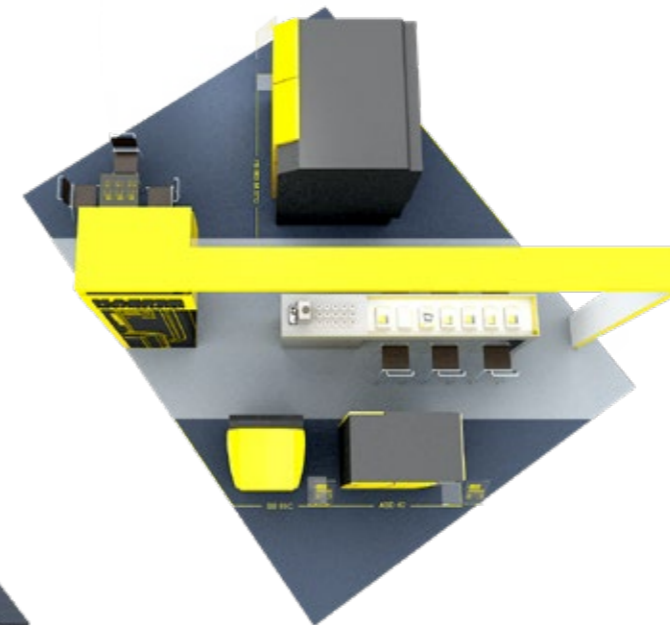
TRADESHOW BOOTH DESIGNED TO SHOWCASE PRODUCT RANGE AT SINGAPORE INTERNATIONAL WATER WEEK 2016.

PROJECT OVERVIEW

Kaeser Kompressoren showcases their product range at the Singapore International Water Week from 10-14 July 2016.

A versatile 8m x 6m island booth was developed for Kaeser Kompressoren with their branding guidelines.

Interior features are meant to feel open and approachable. Areas required inside the booth include product showcase, bar counter and discussion areas, as well as, storage for staff during the 4-day show.



- 1 Main Branding and Large Storage
- 2 Product Showcase
- 3 Bar Counter and Small Storage
- 4 Discussion Area



PROJECT DETAILS

Project: Island Booth at SIW 2016

Client: Kaeser Kompressoren

Pitch Type: Corporate

Project Type: Tradeshow

Target Audience: Existing clients, new clients and staff

Opening: 2016

Team: Creative director, designer

My responsibilities:

- Design proposal for an 8x6 meter island booth
- Spatial/graphic development
- Preparing presentation material for the client