Podunk
Museum
of Design

BEYOND the Brand

The Unseen Journey of Your Household Products

Designer: Sophie Strachan | Developer: Sarah Aman | MSEM 609 | 12/14/2015

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BIG IDEA:

My actions, as a consumer, impact the environment.

MISSION STATEMENT:

To empower visitors to make positive changes in their shopping habits and everyday lives while helping to broaden their global conscious.

GOALS:

To engage visitors in a conversation about the broader impact of everyday household products and lifestyle choices.

To help the next generation of consumers understand their impact on broader global systems.

To empower visitors to make positive changes in their everyday lives and become active (versus passive) consumers.

OBJECTIVES:

Visitors will be able to identify alternatives to harmful household products and habits.

Visitors will be able to discuss the global impact of the production, use, and disposal of various products.

Visitors will have the tools to make ‘green’ lifestyle choices.

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AUDIENCE:

Primary: 4th - 6th graders

Secondary: Parents and families of 4th - 6th graders, and anyone interested in environmental issues

NARRATIVE:

The narrative for Beyond the Brand will be transparent and clearly understood, as the journey products take from natural resource to production to consumption to disposal, while focusing on the environmental impact of this journey.

VISITOR APPROACH:

This exhibition will be discovery-based. Visitors will be invited to open cabinets and closets, revealing familiar products and surprising information. Other interactives, such as an environmental footprint calculator and conscious consumers game, will reinforce learning.

Look and Feel

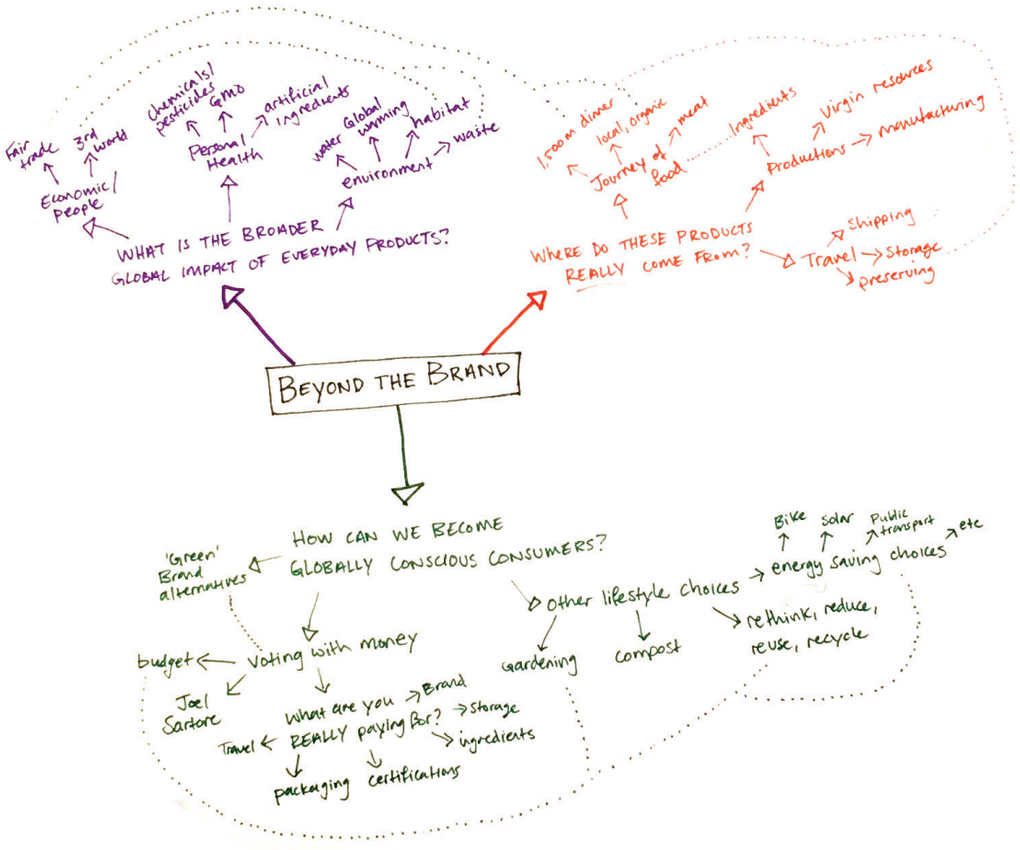
GESTALT:

The exhibition will take a positive approach to environmental issues, and will help visitors feel empowered to take control of their consumption, and lifestyle choices. The rooms will be bright and airy, with a color palette inspired by spring colors. The exhibit will evoke the feeling of an average American home so visitors feel ‘at home’ as they explore and learn. All materials will be recycled or sustainably sourced when possible.

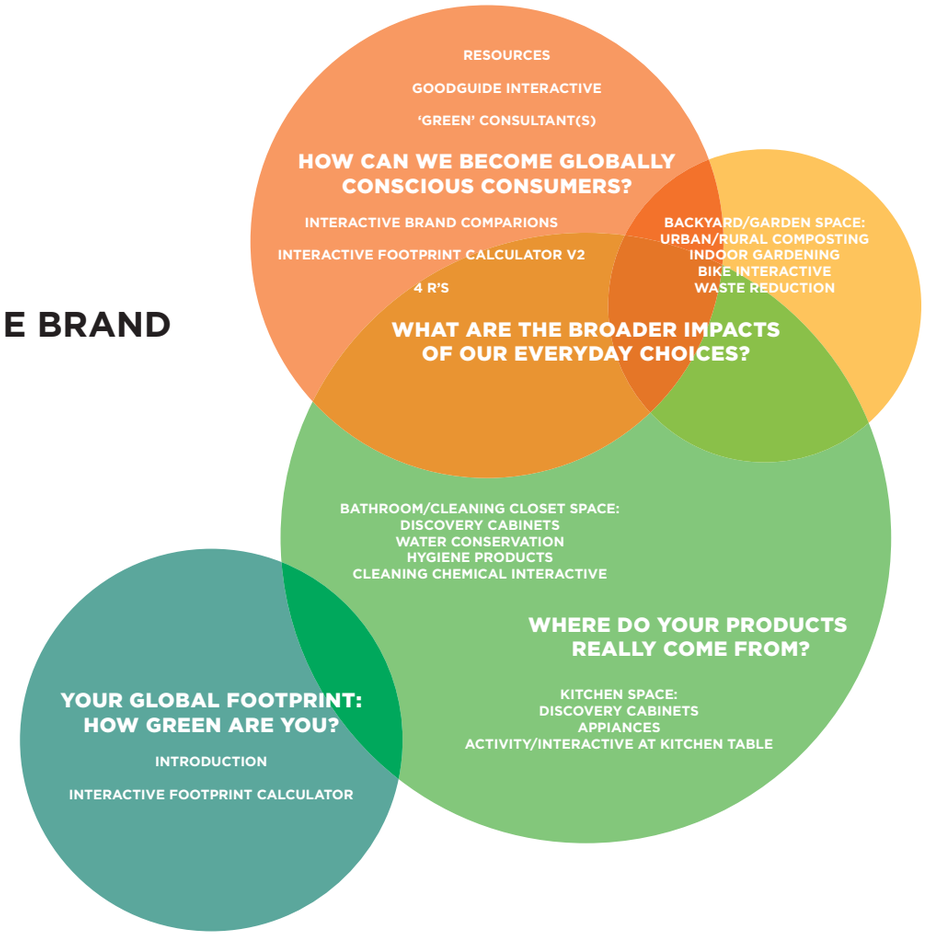
Concept Map and Bubble Diagram

BEYOND the Brand

The Unseen Journey of Your Household Products

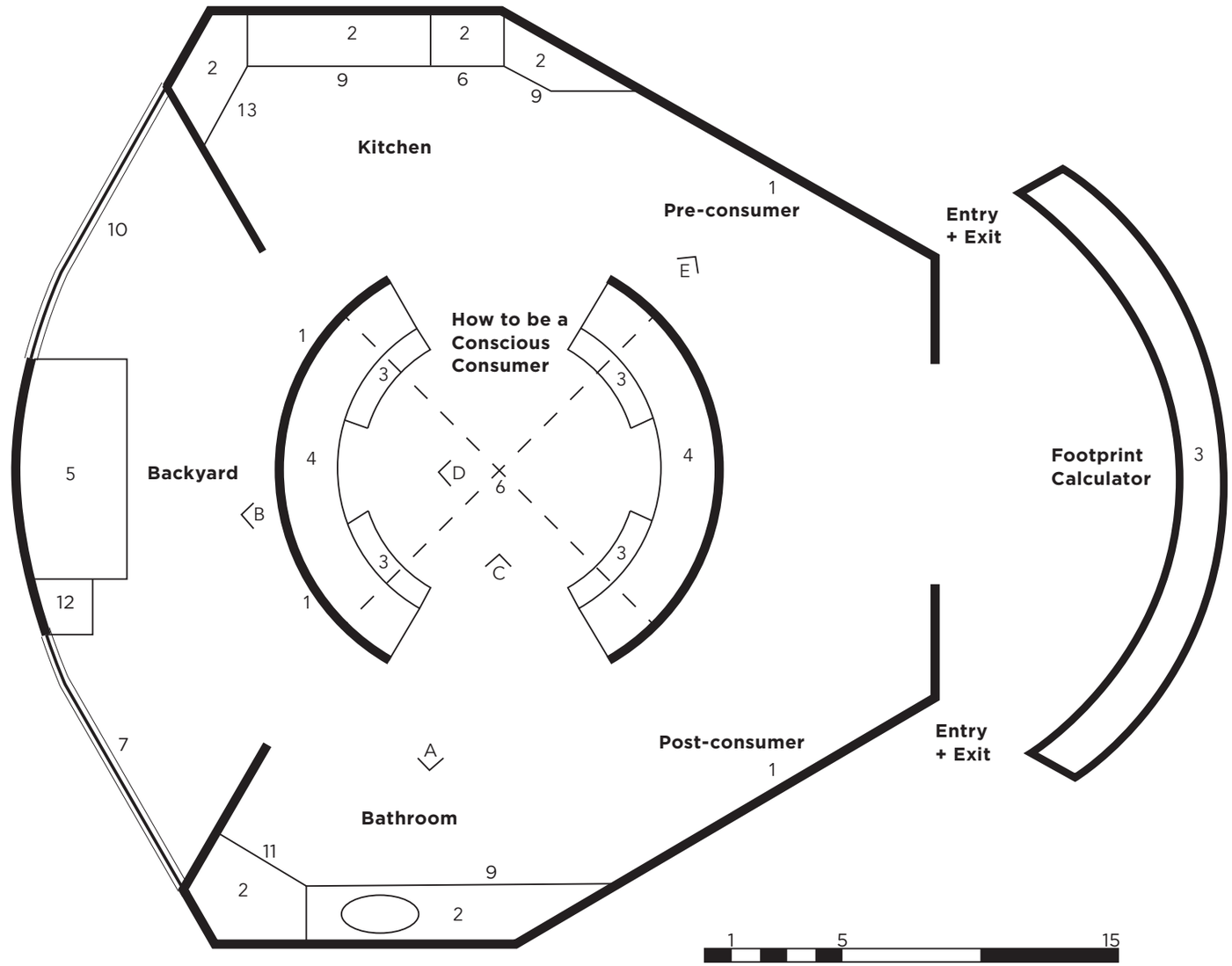


BEYOND THE BRAND



Floor Plan

BEYOND the Brand
The Unseen Journey of Your Household Products



Key

1.....Graphic
2.....Products
3.....Interactive
4.....Bench
5.....Shed
6.....Tree
7.....View of compost
8.....Refridgerator
9.....Cabinets
10.....View of garden
11.....Shower
12.....Sink
13.....Pantry

Axonometric Drawing

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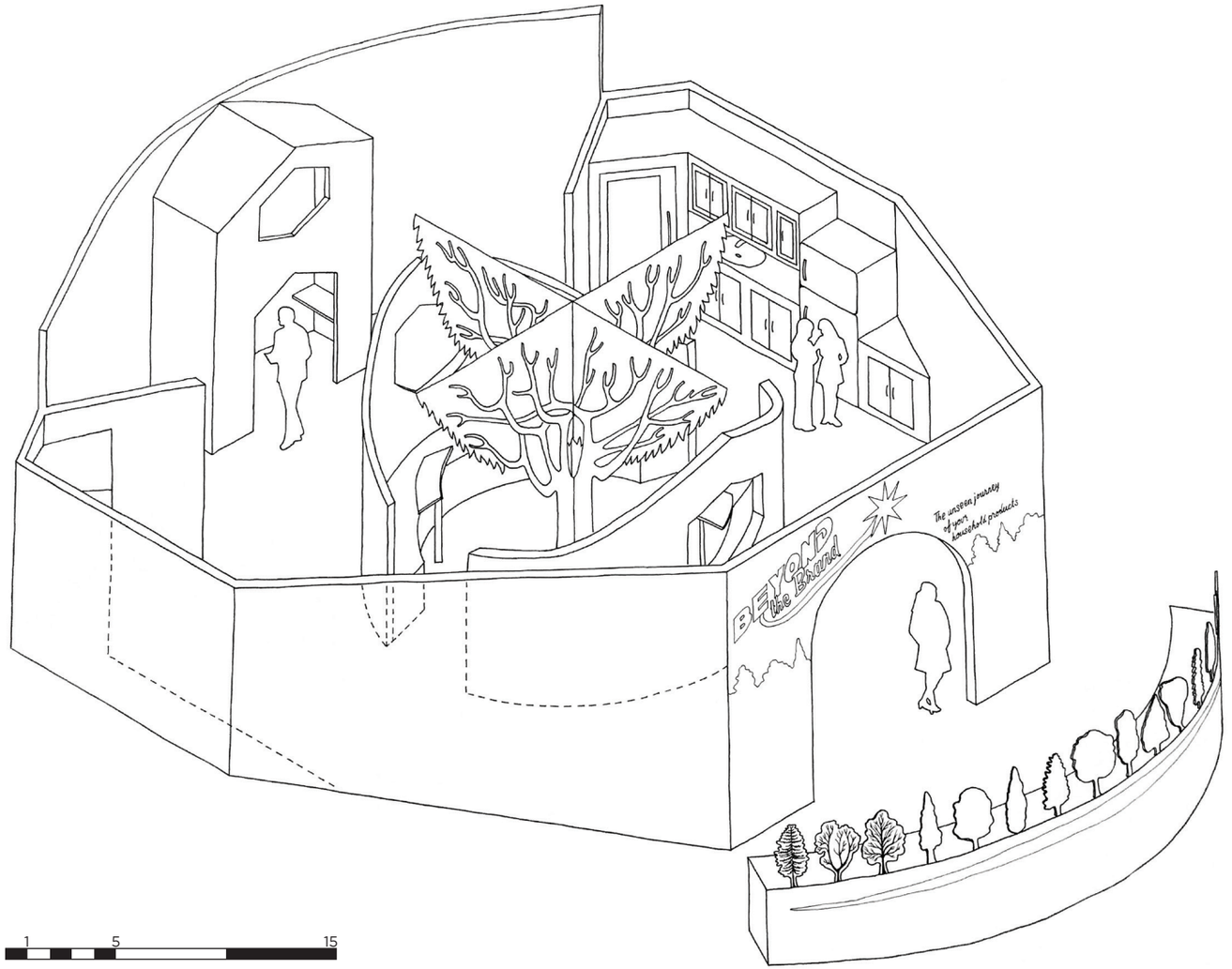
The Unseen Journey of Your Household Products



Walkthrough

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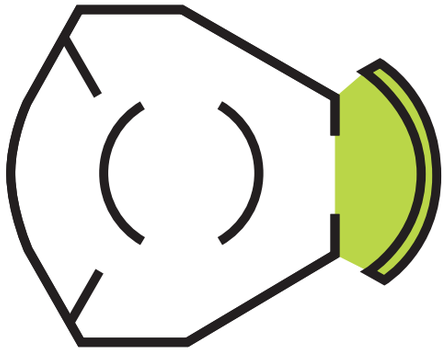
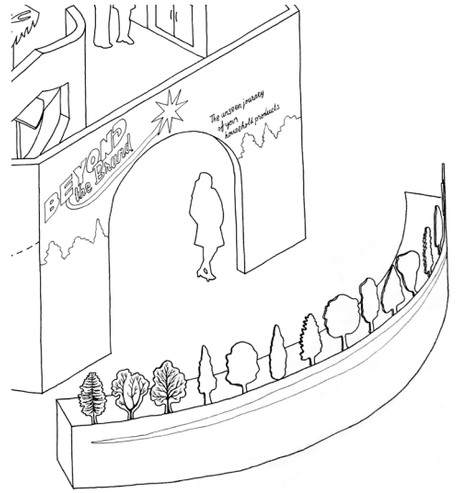
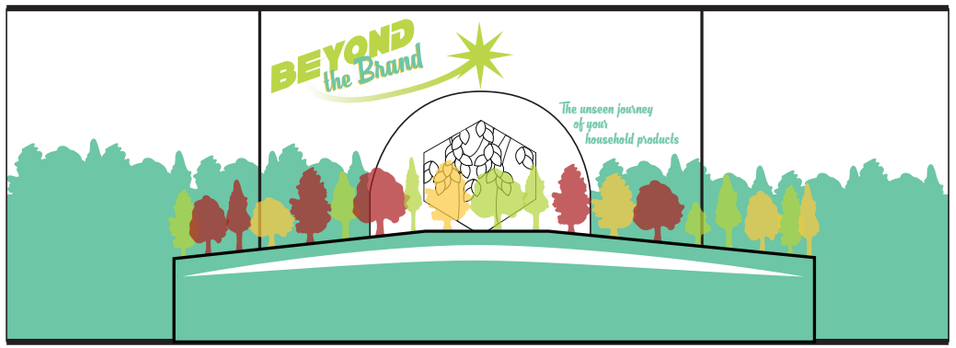
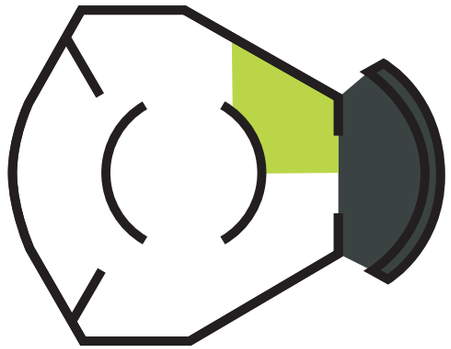
The Unseen Journey of Your Household Products

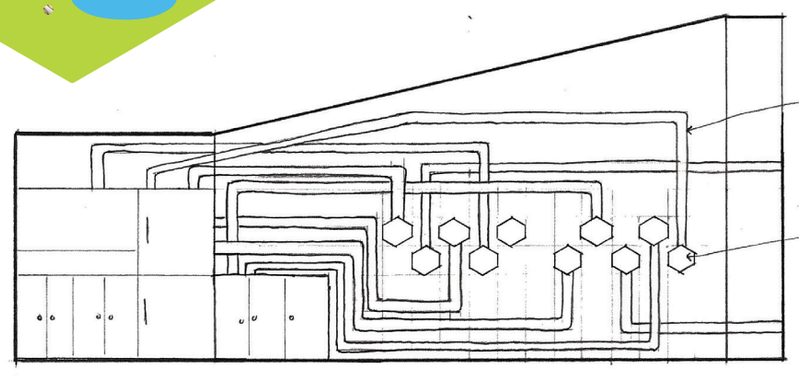
Ophelia is visiting the Podunk Museum of Design with her class from a nearby school. She is in fifth grade, and enjoys learning about ecosystems, and biology. As she approaches the exhibition, the cutouts of trees lit up with different colors immediately catch her attention. Her teacher hands her, and each of her classmates, a workbook or 'field guide' provided by the museum. Ophelia follows the colorful root graphics on the ground around to the other side of the curved wall with the tree cutouts on it. The root ends at a station on the wall with a touch screen. She reads, "Touch to begin," and as soon as she touches the screen, the tree cutout in front of her lights up green. She reads each question and answers as well as she can. One of the prompts says, "Do you often eat food with... •No packaging (fresh veggies or fruits) •A little packaging (from a sealed bag) •A lot of packaging (Styrofoam or multiple layers of packaging). She takes a moment to think about what her mom packed her for lunch: Lunchables! Ophelia realizes how many layers of plastic and paper encase her midday meal, and presses the answer "A lot of packaging." On the screen, the globe in the corner turns browner, and less green. Looking up, she sees that the tree in front of her turns browner as well. After answering a few more prompts, the screen shows her final footprint calculation. It reads, "If everyone on earth lived like you, we would need 4.5 x planet earths resources to sustain us." Ophelia is shocked by







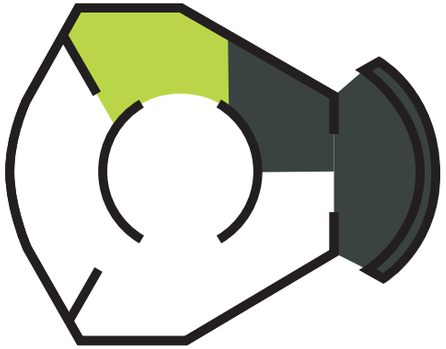


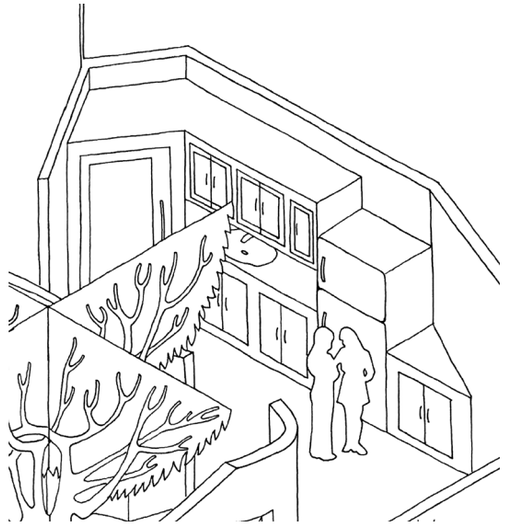


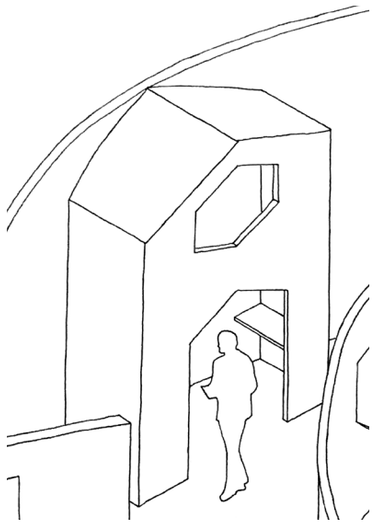
how much her choices can impact the environment, and wants to know what she can do to change that. There is an automatic stamp that marks one of the pages in her field guide with her environmental footprint score.

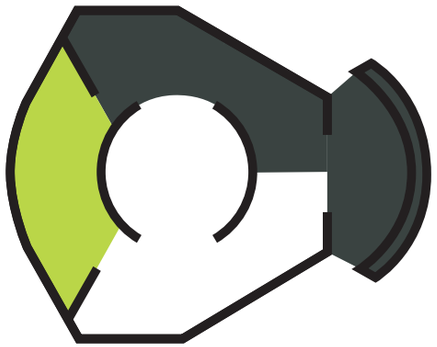
She turns around to catch up with her classmates, before she enters she reads the title, Beyond the Brand: The Unseen Journey of Your Household Products. As she enters she can see the big tree in the center of the room creating a canopy overhead, and smells an earthy pine scent in the air. Her teacher, Mrs. Buckingham, instructs the class to use the workbook as a guide for the exhibition, and if they answer the questions correctly there will be a special treat at the end! Ophelia opens the field guide up to the first page, which talks about where products are made, and what resources they use in production. The workbook asks her to answer how much water is used to produce one pound of beef. She reads through the graphics, and finds one about farms. It takes 450 gallons of water for just one pound of beef! She thinks that sounds like a lot, but the image on the graphic shows a comparison of what that looks like: a 7 foot swimming pool (water) next to a baseball (pound of beef). Just one steer can produce 715 pounds of meat; that's so much water! She notices a line connecting the panel she is reading to another part of the exhibition.

She decides to follow the path, and it leads her to a refrigerator. She opens the fridge and feels the familiar cool breeze on her face. She looks at her field guide and it asks her to examine the products and to take cues from the product design whether it is sustainable or not. She inspects a few products and looks at the ingredients, various labels, and thinks about what they might mean. After she guesses she can reveal the good, bad, and questionable products in the book by scratching off a hexagonal area next to the corresponding image. The color of the hexagonal shape refers to the products level of sustainability and impact on the environment. For example, green denotes that a product is very sustainable and a product labeled red uses the most environmental resources. “I can’t wait to take this home and show it to my dad, he’s the one that does all the cleaning!” Ophelia thinks. She opens the a couple more cabinets, and peeks into ones that other kids are looking into. Under the sink she recognizes some products her dad uses to clean the kitchen. For example, Ophelia saw the Seventh Generation All Purpose Cleaner under the sink, and the scratch-off revealed green, therefore this is an eco-friendly product. Whereas the scratch-off next to Nature’s Miracle Ultra Disinfectant revealed red, so it is quite the opposite.





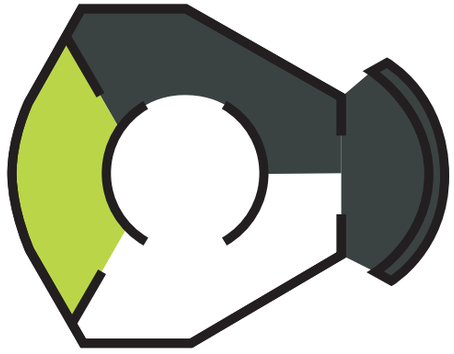


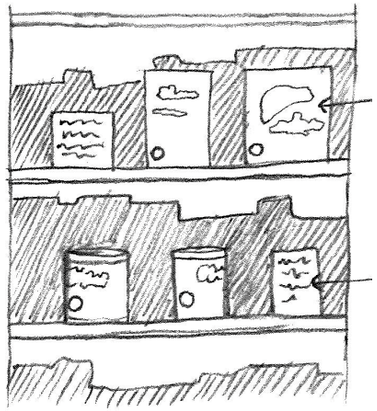


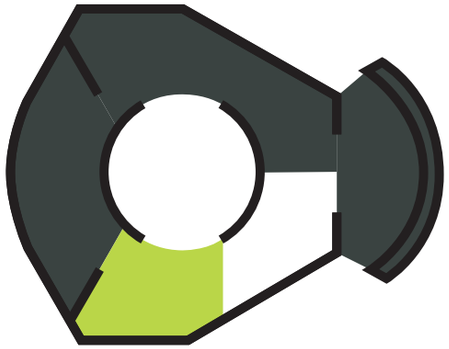
She wanders into the garden area, and hears birds chirping. Someone who works at the museum is talking to some of her other classmates about gardening at home, so she decides to join the group. The back wall is a big window with a view of a community garden. The host informs the visitors about how they can begin their own garden at home. After the demonstration the host says they will assist everyone with planting their own seed in the garden shed. As Ophelia waits in line to plant her seed she looks through the field guide. There are a bunch of cool crafts to make out of used Coca Cola bottles, and Arm & Hammer baking soda, in the back of the book, that she would like to try at her home. It's her turn! She steps into the shed and the host hands her a plastic cup that says Brown Cow Yogurt, and offers to hold her field guide for her. He tells her to fill the cup with some of the soil out of the bucket at her feet. She feels the cool moist soil in her hands. She places the cup on the shelf in front of her. The host tells her to pick whichever seed she would like to plant, and instructs her that some of them can grow indoors, but the rest have to grow outdoors once they sprout. In front of her are 6 options: Basil, Rosemary, Thyme, Tomato, Carrot, and Zucchini. Ophelia doesn't have a very big backyard, because she lives in the city, so she decides to go with Rosemary because she can grow it inside. She takes a seed and pushes it into the soil. The host puts her seedling cup into a small bag, and let's her know

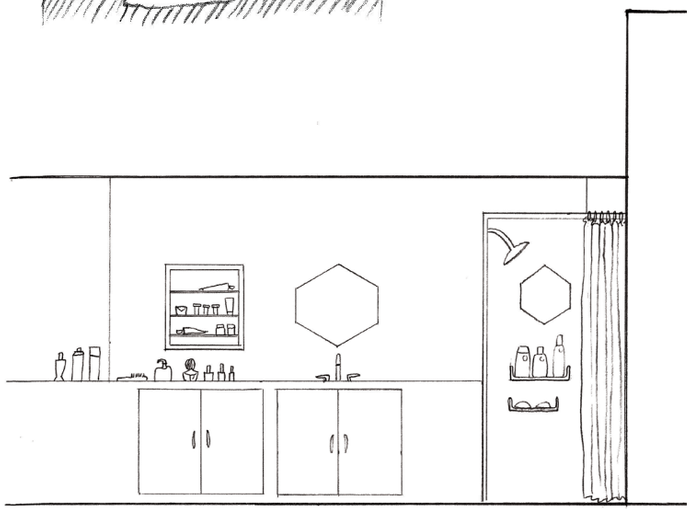
that she can wash her hands just on the other side of the shed.

Ophelia washes her hands with Method brand liquid soap to remove the dirt from her fingers. As she is washing her hands she reads that Method brand manufactures their soap containers with a blend of plastic recovered from the ocean and 'post-consumer' recycled plastic. The label also mentions that on average there is 46,000 pieces of plastic floating around in each square mile of earth's oceans. Then takes another look at her field guide. Her next task is to find out what compost is. She sees her friend, Stacy, looking through the window at boxes with layers of dirt in them. "Hey do you know what compost is?" Ophelia asks her friend. "Um, well it's this. It's like throwing away things like banana peels or eggshells into dirt. You can reuse it to grow more plants!" Stacy explains. "So you don't throw those things in the trash? You put them in this box?" she asks. "Yeah because food scraps are natural they decompose in soil." Stacy replies. "Cool!" she exclaims. Ophelia records what she just learned in her field guide.



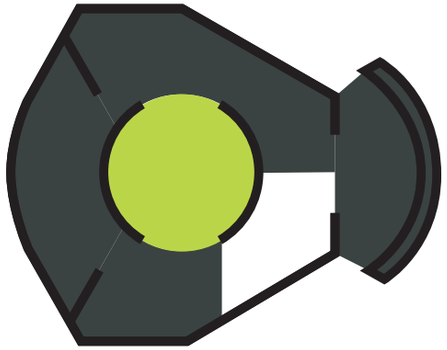


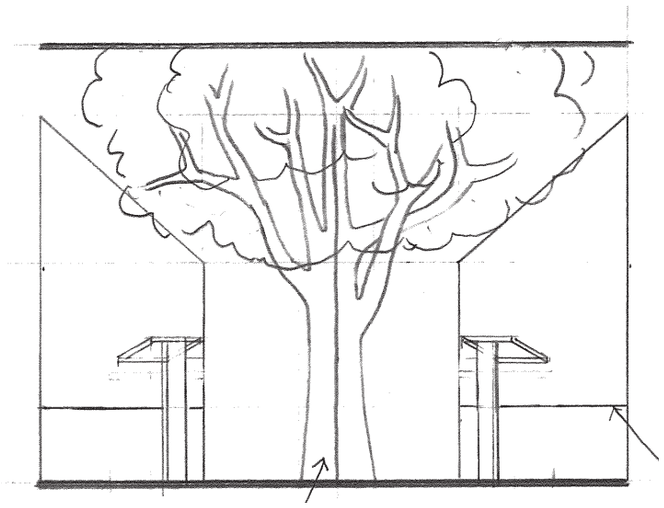


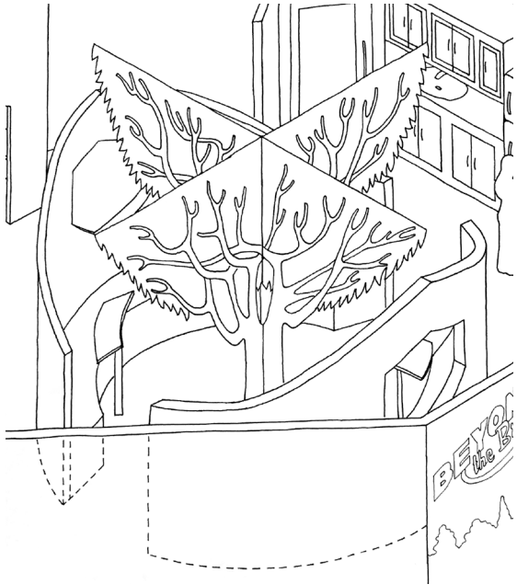


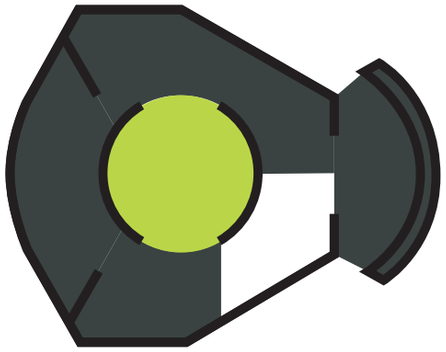
Ophelia and Stacy move on to explore the bathroom area discovering more products under the sink, in the shower, and on top of the counter. In the shower there is an Aussie brand shampoo with a yellow dot, American Crew body wash with a red dot, and Badger brand bar soap with a green dot. Ophelia never thought that body wash could be bad for the environment! Under the sink is Scott brand toilet paper, and Clorox toilet cleaner. On the counter are beauty products like NYX lipstick, Arrid Antiperspirant, and Physicians Formula foundation. She scratches off the rating spots next to the products to see if her guesses are correct in this section of her field guide, and feels accomplished after realizing that she has completed the products section of her field guide.

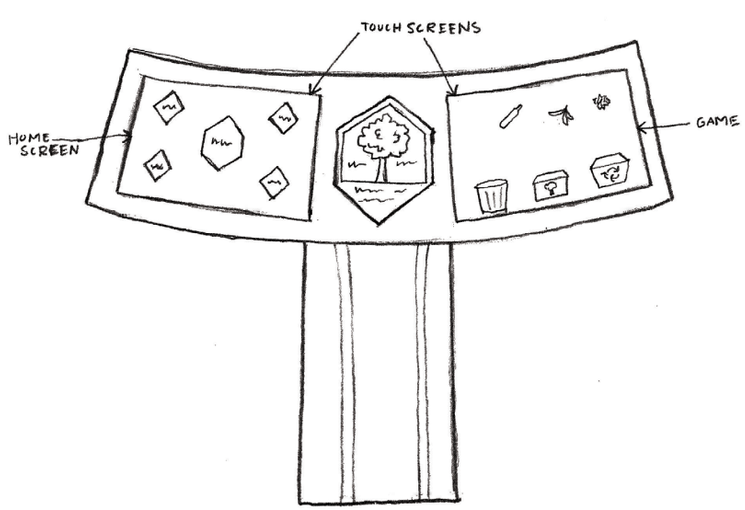
Stacy pulls Ophelia into the center of the room where there are benches with touch screens in front of them. They first approach the lit up tree in the center of the circle. They feel its plasticity and see the tree slowly changing colors. There is a label on the tree stating that it is made from over 3,000 recycled plastic bottles, collected by local businesses. They sit down on the wooden benches in front of a screen together, and press a button on the screen to select the trivia game. A question asks: "If you are at a grocery store and want to buy eggs with the least environmental impact, would you buy the eggs in a paper carton or eggs in a Styrofoam carton?" Stacy asks Ophelia what she thinks the correct answer is. Ophelia replies, "Well I think paper because you can compost that! Styrofoam goes in the trash." They choose the eggs in a paper carton, and see a section of the tree in front of them turn greener. Ophelia and Stacy tell the group of classmates next to them that the more answers they get right the more the tree turns green. They encourage them to answer the questions in the game correctly so that the tree can be completely green! Ophelia and her classmates work together to help each other to answer questions correctly and solve the various puzzles in the game. Their efforts are not futile, and they manage to light up the tree completely green.









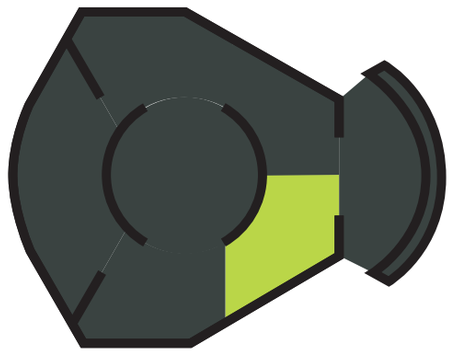


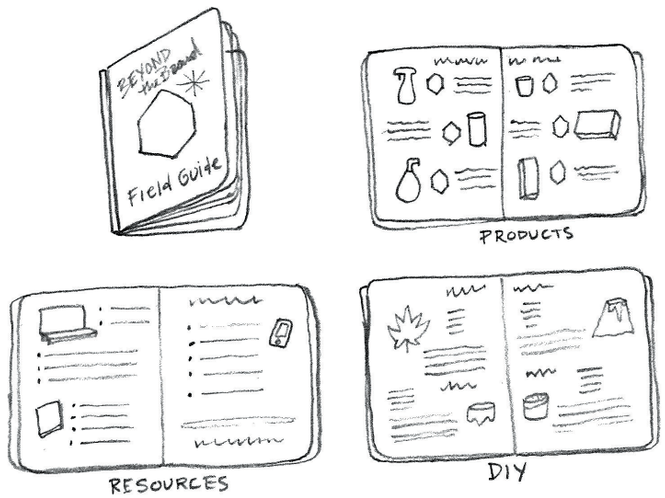
This interactive game encourages conversation and teamwork. Once the participants understand that their answers and actions are in turn changing the color of the tree, they are given the feeling that what they do tangibly affects the world around them. The game has various modes chosen by the visitor. One prompts the visitor with various trivia questions, which they would know from the content in the exhibition, or may already know. The second is a puzzle game, similar to a “pipe” game; the user connects the natural resource to the correct product by turning the “pipes” until they connect. The third activity is about composting, recycling, and garbage. The player has to sort the rubbish being thrown across the screen into the respective bins. For example, an apple core would need to be put into the compost, and Styrofoam would be put into the garbage. The final activity is a version of a “grow” game. The user chooses a plant to grow and during its accelerated “life” the user makes different choices in an effort to keep it alive to ultimately harvest the fruit or vegetable at the end of the game.

In addition to games, there is a resource application with more in depth information related to the content of the exhibition. This information includes more detail about household products, references to the ‘Good Guide’, and thorough instructions for a multitude of DIY projects. The visitor is reminded that a URL is provided in their field guide so that they can access this information at home anytime.

Ophelia lets some other kids have a turn on the game and strolls over to the last wall with graphics. She looks in her field guide to see if there are any questions about these. All of the graphics on this wall talk about where everything goes when we throw it out, recycle it, or compost it. A prompt in the book asks, “If you throw a plastic bottle in the trash, instead of recycle it, how long will it take to decompose?” She finds the panel about why we should recycle. She reads about how things in landfills just sit there and stink up the earth for so many years! Finally she finds the answer: 450 years. She thinks that sounds like a long time. The panel says that if someone threw away a plastic bottle in the year 1565, it would just be almost gone by now in 2015. Ophelia wants to recycle everything now. What’s the point of a bunch of trash just sitting in a pile for half a millennia?

Ophelia hears her teacher asking the class to gather so they can leave the museum, and head back to school. As they leave a museum staff member hands them a brown baggie with a cookie in it! The cookie is decorated to look like planet Earth. She wishes she could stay longer and explore everything again. Yet she’s excited that she can watch her plant grow at home, and talk to her parents about recycling and buying local food. She’s happy to have her own personal environmentally friendly handbook. Ophelia feels like she has the tools to make a difference in her home in order to help save the Earth.

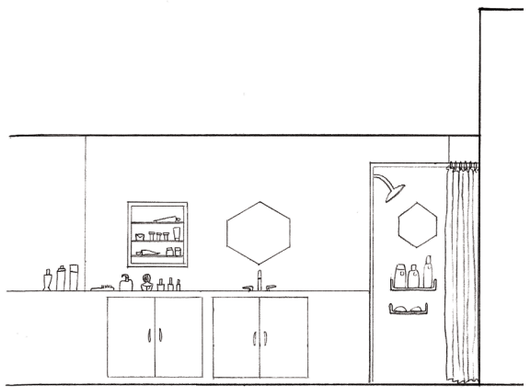




Elevations

BEYOND the Brand
The Unseen Journey of Your Household Products

A



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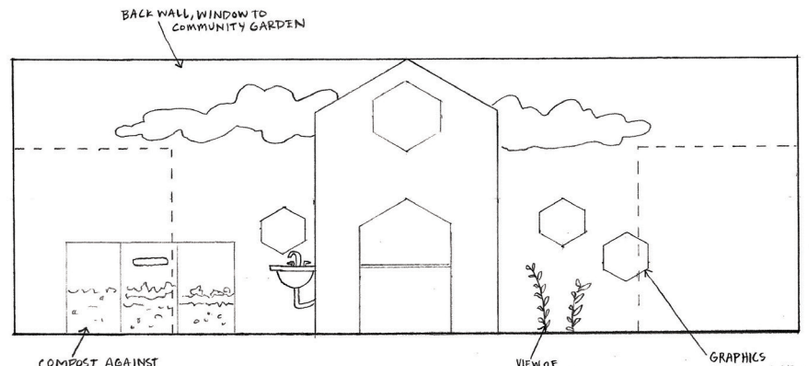

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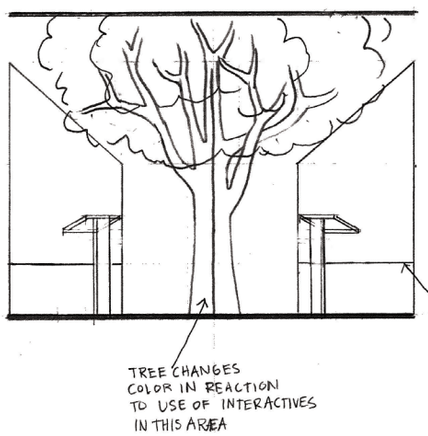

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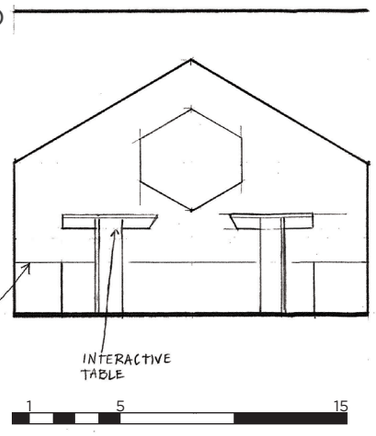

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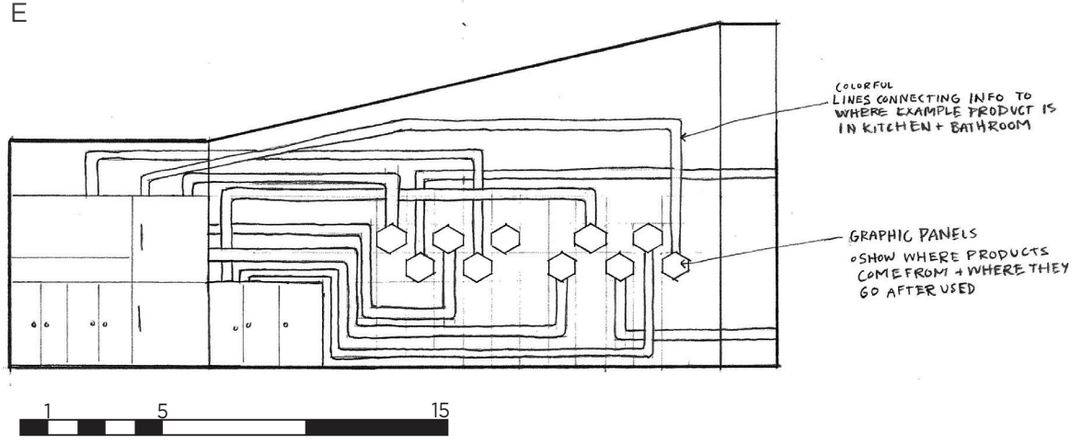

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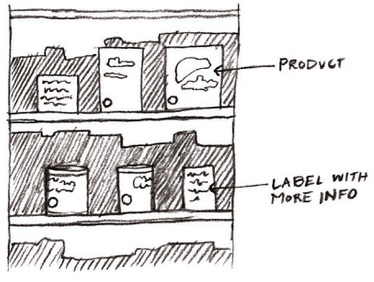
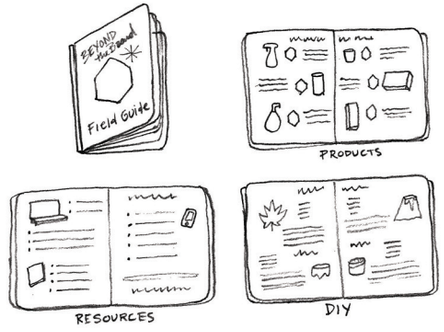
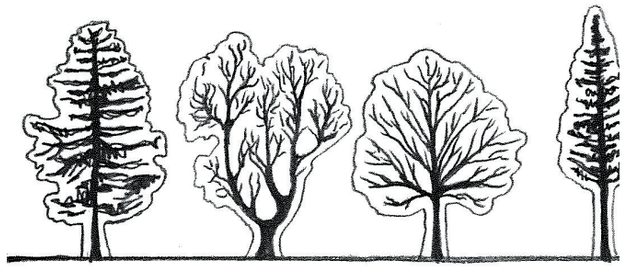
Sketches



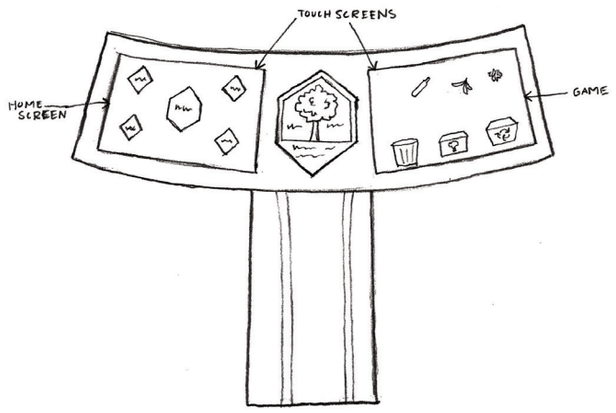
Products in cabinet



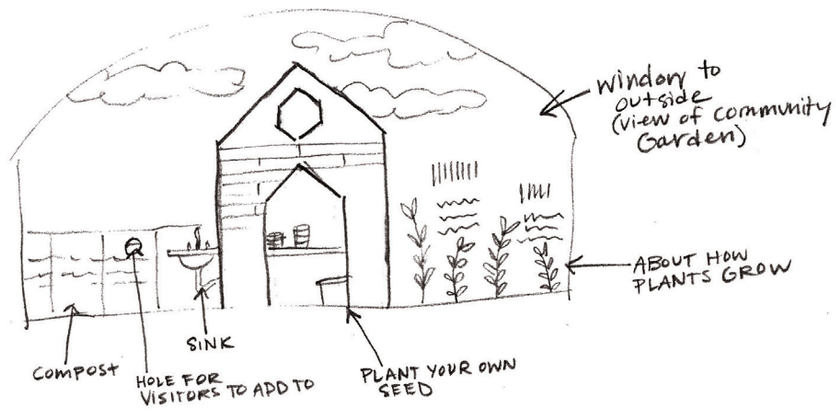
Field Guide book



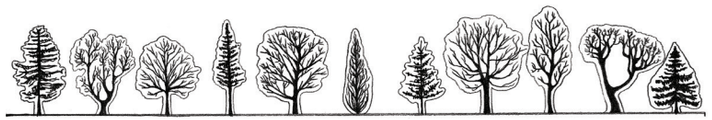
Trees for footprint calculator

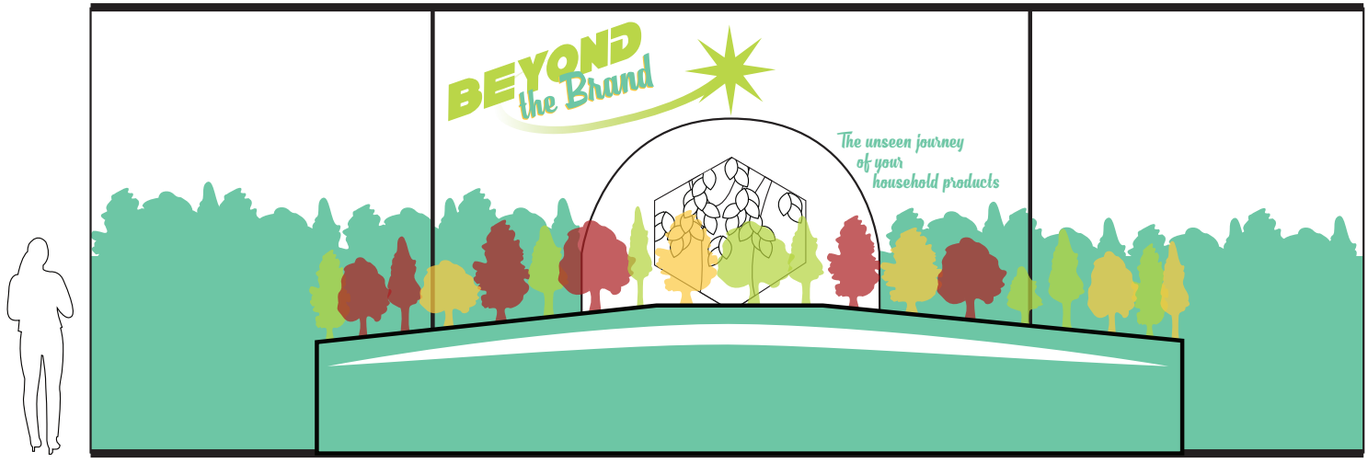


Interactive panel



Sketch of backyard




BEYOND the Brand
The unseen journey
of your
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Museum Identity

Podunk Museum of Design

Inspired by the multi-faceted geometry of a crystal formation, the Podunk Museum of Design logo celebrates the dynamic nature and diverse parts that comprise the philosophy of design.

Exhibition Identity

The logo for Beyond the Brand strives to evoke a classic household product logo,
while simultaneously hinting that this is about more than just the product.
This is about the broader implications of production.

BEYOND the Brand
The Unseen Journey of Your Household Products

Headline

MJ AlGhifari | Regular | 50 pt | 61 pt

Subtitle

Gotham | Bold | 24 pt | 29 pt

Body Copy

Gotham | Book | 18 pt | 22 pt

Caption

Gotham | Book | 14 pt | 17 pt

Sidebar copy

Gotham | Book Italic | 14 pt | 17 pt

Credit

Gotham | Book | 8 pt | 15 pt

Color Palette

BEYOND the Brand
The Unseen Journey of Your Household Products

C=56
M=0
Y=45
K=0

C=0
M=0
Y=70
K=0

C=1
M=21
Y=8
K=0

C=27
M=45
Y=9
K=0

C=33
M=0
Y=94
K=0

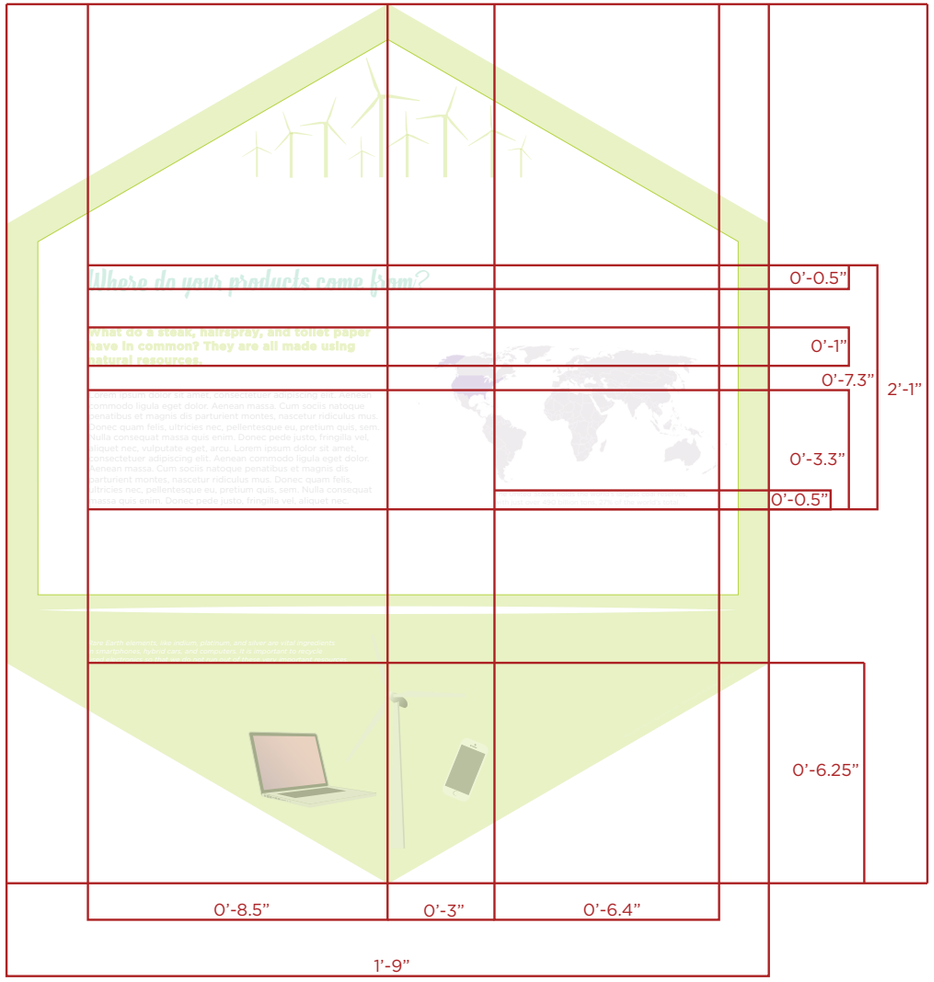
C=22
M=99
Y=99
K=15

Exhibit Graphic Grid

BEYOND the Brand

The Unseen Journey of Your Household Products

N.T.S.



Marketing Campaign

BEYOND the Brand
The Unseen Journey of Your Household Products

The promotional materials for the exhibition would be various topiaries in the shape of everyday household products. The label for the 'product' would include the logo, exhibition information, as well as a catchy phrase related to the shape of the topiary.

Bibliography and Photo Credit

BEYOND the Brand
The Unseen Journey of Your Household Products

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