

Presented by Ha Eun Chae

Iowa State University
PhD Candidate

DESIGN PORTFOLIO

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MY NAME IS HA-EUN CHAE

ABOUT ME

Currently a Ph.D. candidate in the Apparel, Merchandising, and Design program at Iowa State University, I am deeply invested in sustainable and functional soft-goods product development. Committed to fostering a sustainable future, my teaching and research aim to address critical societal and environmental challenges while empowering students to become innovative and responsible designers.

DESIGN SCHOLARSHIP

2024

NEW MOON, NEW PHASE
HIDDEN TREASURE
JOURNEY TO KINETIC ART

2022

TOXOPHILITE
MINIMAL TO ZERO

2021

REMIND & REWIND

2019

KALEIDOSCOPE

MINIMAL TO ZERO

PRESENTED AT THE 2022 ANNUAL INTERNATIONAL TEXTILE AND APPAREL ASSOCIATION (ITAA) CONFERENCE. DENVER, COLORADO, USA.

UNIVERSITY OF FASHION - SUSTAINABILITY AWARD RECIPIENT

SKILLS & SOFTWARE

SUSTAINABLE DESIGN
ZERO-WASTE PATTERNMAKING
DRAPING
DIGITAL TEXTILE PRINTING



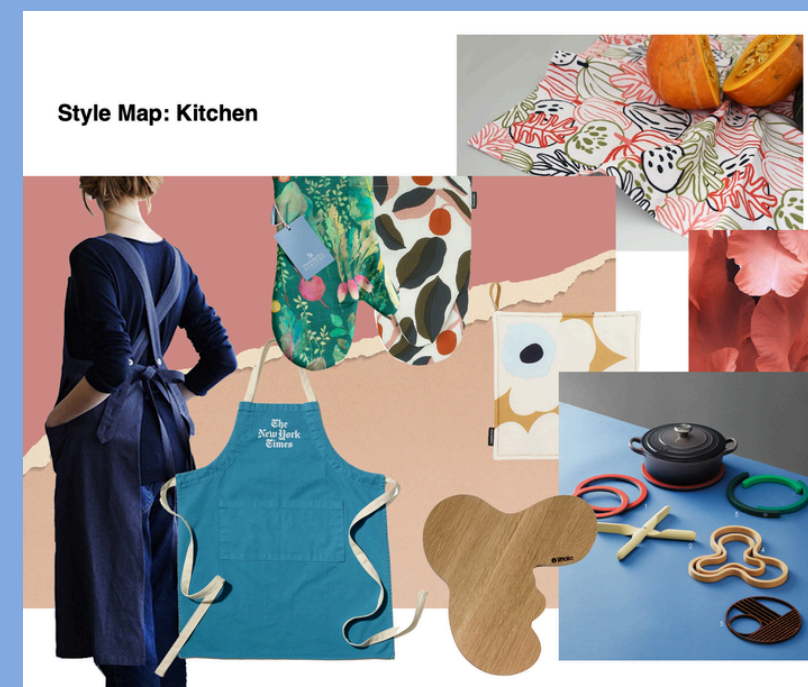
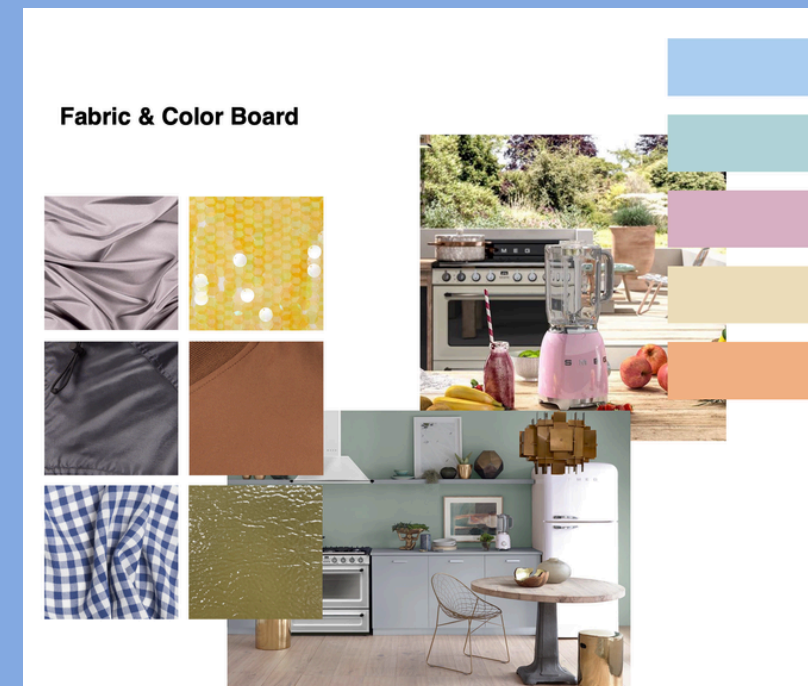
KALEIDOSCOPE

PRESENTED AT THE 2019 ANNUAL FALL
CONFERENCE OF THE KOREAN SOCIETY FOR
CLOTHING AND TEXTILES. SEOUL, SOUTH KOREA

FASHION PRODUCT DESIGN CONTEST
AWARD RECIPIENT

SKILLS & SOFTWARE

DESIGN CONCEPT DEVELOPMENT
BRANDING



NEW MOON, NEW PHASE

PRESENTED AT THE 2024 ANNUAL INTERNATIONAL
TEXTILE AND APPAREL ASSOCIATION (ITAA)
CONFERENCE. LONG BEACH, CALIFORNIA, USA.

SKILLS & SOFTWARE

SUSTAINABLE DESIGN
ZERO-WASTE PATTERNMAKING
WEARABLE ART
CULTURAL DESIGN
VIRTUAL FITTING SOFTWARE (CLO 3D)



HIDDEN TREASURE

PRESENTED AT THE XXV WORLD CONGRESS OF
THE INTERNATIONAL FEDERATION FOR HOME
ECONOMICS (IFHE). GALWAY, IRELAND.

SKILLS & SOFTWARE

SUSTAINABLE DESIGN
ZERO-WASTE PATTERNMAKING
REPURPOSING
SIZE-ADJUSTABLE DESIGN



JOURNEY TO KINETIC ART

PRESENTED AT THE XXV WORLD CONGRESS OF
THE INTERNATIONAL FEDERATION FOR HOME
ECONOMICS (IFHE). GALWAY, IRELAND.

SKILLS & SOFTWARE

CREATIVE DESIGN
SURFACE DESIGN
DRAPING
DIGITAL TEXTILE PRINTING

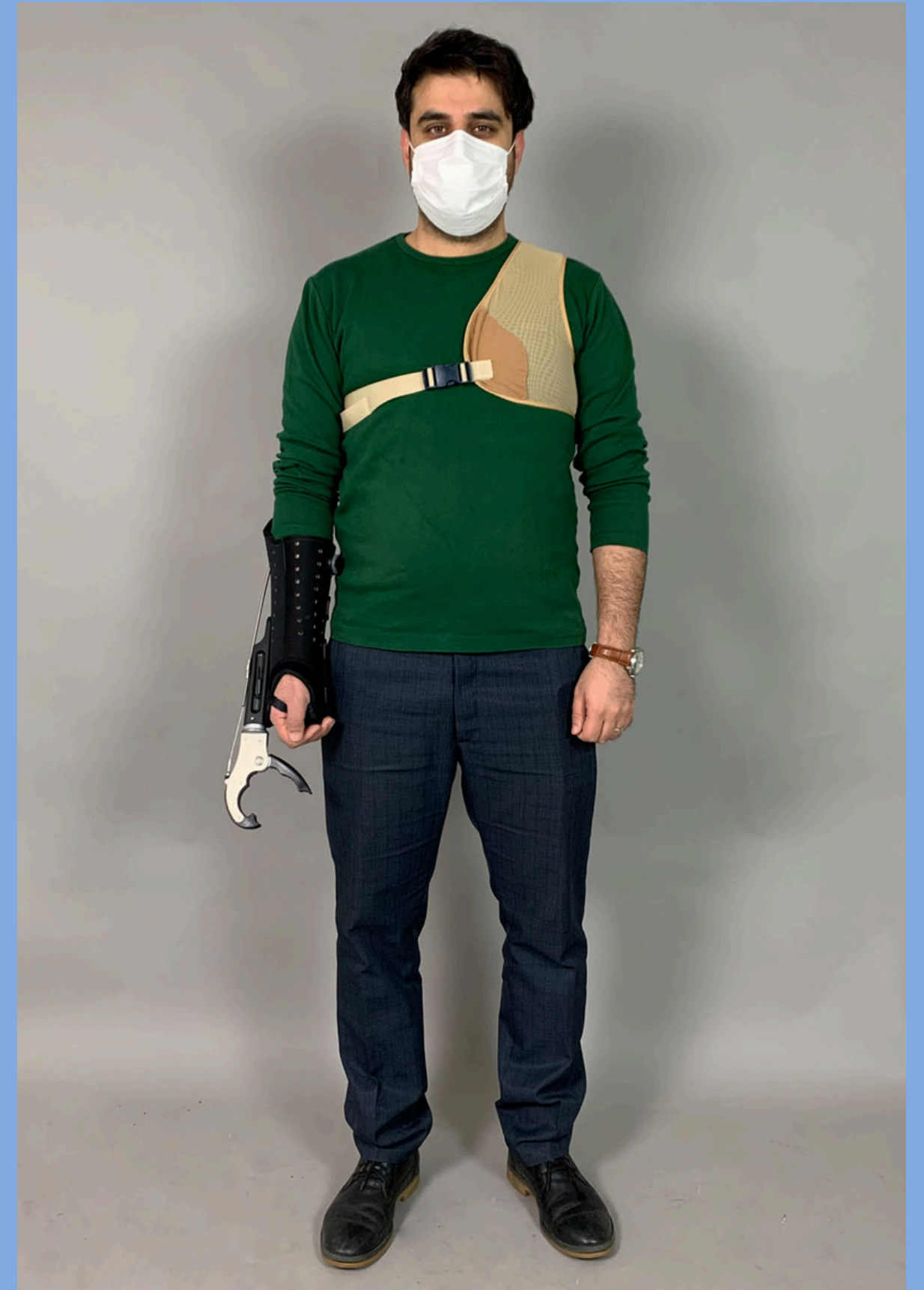


TOXOPHILITE

PRESENTED AT THE 2022 ANNUAL INTERNATIONAL
TEXTILE AND APPAREL ASSOCIATION (ITAA)
CONFERENCE. DENVER, COLORADO, USA.

SKILLS & SOFTWARE

FUNCTIONAL APPAREL DESIGN
BODY-POWERED PROSTHESIS
USER-CENTERED DESIGN
ADAPTIVE CLOTHING



REMIN & REWIND

PRESENTED AT THE KYUNG HEE UNIVERSITY
36TH GRADUATION FASHION SHOW. SEOUL,
SOUTH KOREA.

SKILLS & SOFTWARE

CREATIVE DESIGN
DRAPING
PATTERNMAKING
FASHION COLLECTION DEVELOPMENT



DESIGN PROJECTS

2020

ELDERLY GAIT MONITORING

2019

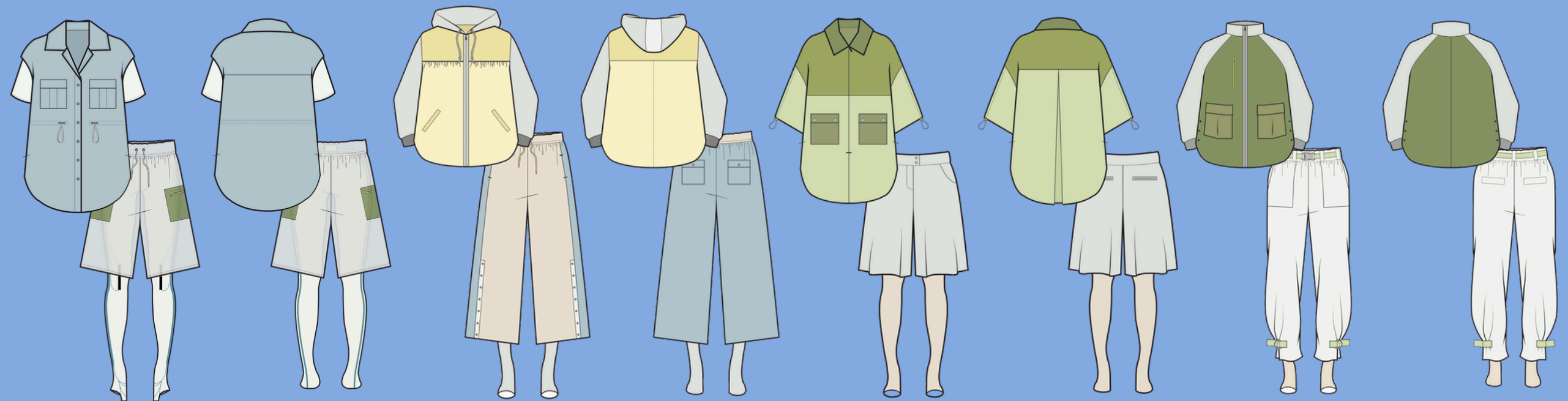
REINTERPRETATION
MODLOOK REDESIGN

2016

DIGITAL ILLUSTRATION

DESIGN PROJECT FOR DESIGN AND PLANNING OF SMART CLOTHING

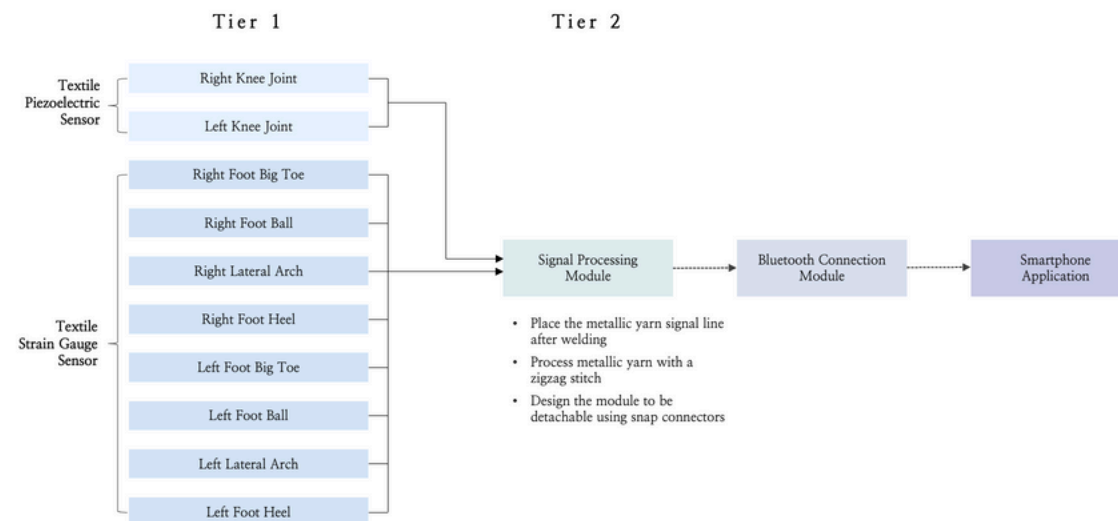
SMART CLOTHING DESIGN
FASHION COLLECTION
DEVELOPMENT
TECHNICAL FLAT
ADOBE ILLUSTRATOR



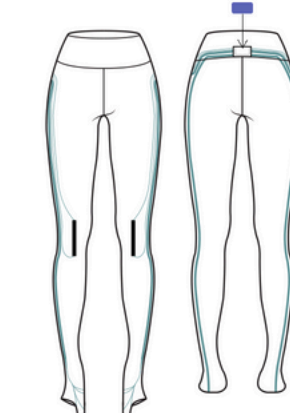
COMBINATION OF UTILITY AND ATHLEISURE



Tier 1	Tier 2
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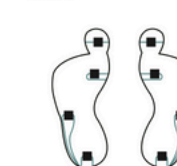
1. Front & Back



2. Instep



3. Sole



Placement of Modules & Signal Line

- o Redesigned leggings smart clothing
- o Sensors attached to the knees and soles are connected to a module located at the back waist via signal lines made of metallic yarn.
- o The signal lines run along the side to connect to the module.
- o An external pocket is sewn to conceal the detachable module.

- Module
- Textile Sensors
- Signal Line

REINTERPRETATION

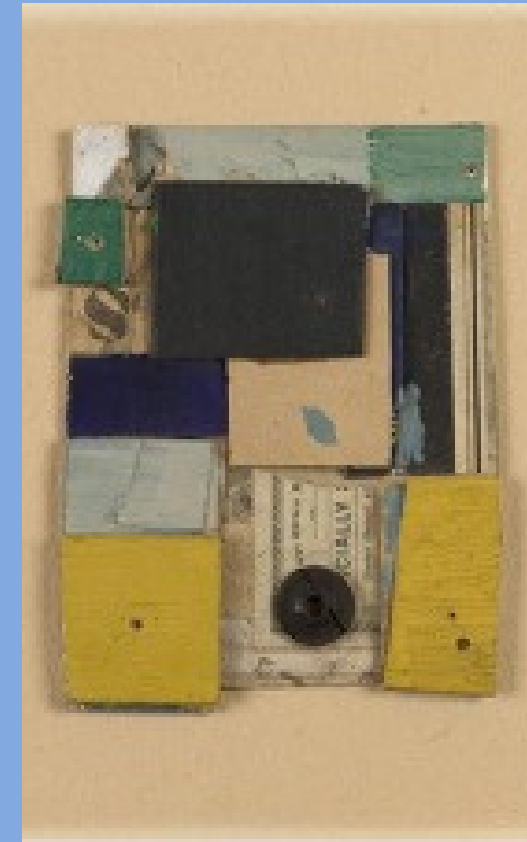
DESIGN PROJECT FOR MODERN CULTURE, ART AND APPAREL DESIGN

SKILLS & SOFTWARE

CREATIVE DESIGN

TECHNICAL FLAT

ADOBE ILLUSTRATOR

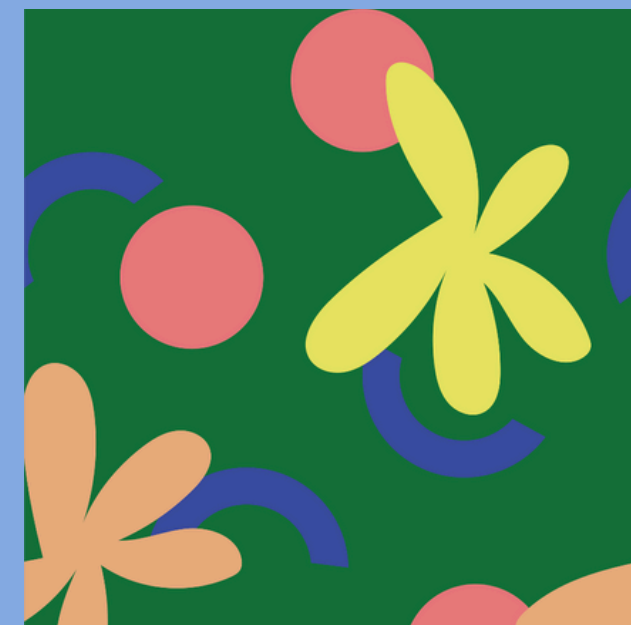
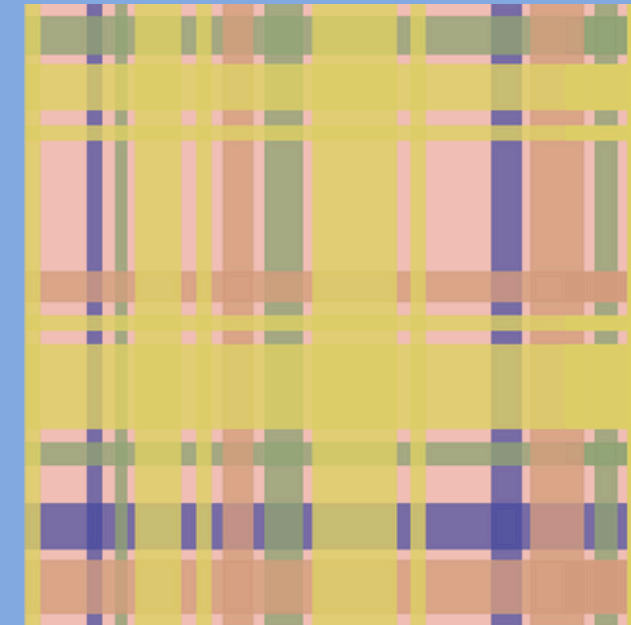


MODLOOK REDESIGN

DESIGN PROJECT FOR APPAREL CONSTRUCTION CAPSTONE DESIGN

SKILLS & SOFTWARE

CREATIVE DESIGN
SURFACE DESIGN
DRAPING
DIGITAL TEXTILE PRINTING
ADOBE PHOTOSHOP



DIGITAL ILLUSTRATION

DESIGN PROJECT FOR DIGITAL FASHION ILLUSTRATION

SKILLS & SOFTWARE

FASHION ILLUSTRATION
CREATIVE DESIGN
COMPUTER AIDED DESIGN
ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR



STUDENT WORKS

COURSES

AMD 210 : COMPUTER
APPLICATIONS IN DIGITAL DESIGN

EVENT 212 : DIGITAL PRODUCTION
IN EVENT MANAGEMENT

AESHM 342 : AESTHETICS OF
CONSUMER EXPERIENCE

COMPUTER APPLICATIONS IN DIGITAL DESIGN (AMD 210)

COURSE DESCRIPTION

Applied skills in Adobe Photoshop, Illustrator, InDesign, SketchUp, Excel, and website development, with a focus on digital product design and fashion collection line development. Focused on design elements and principles, alongside digital portfolio creation for design and merchandising. The course features in-class demonstrations and activities to facilitate hands-on learning.

APPLIED SKILLS AND SOFTWARE

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- SketchUp
- Microsoft Office (Excel and PowerPoint)
- Wix

SKILLS

- Branding
- Fashion Collection Development
- Fashion Illustration
- Technical Flat
- Surface Design
- Visual Merchandising
- Project-based Learning

URBAN ESSENCE

CLASS PROJECT FOR COMPUTER APPLICATIONS IN DIGITAL DESIGN

Target Market

Demographics: Female, 25-40 years old. Income is over \$75,000 a year. They are engaged to be married.

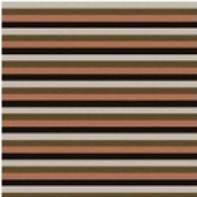
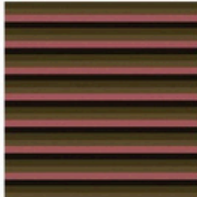
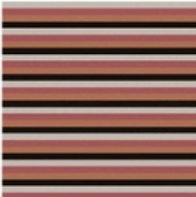
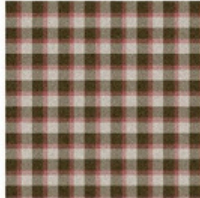
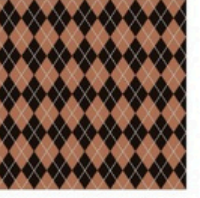
Geographic Location: Mainly based in NYC or other large cities within the United States. Mainly experiences a climate of all 4 seasons.

Psychographic: They enjoy shopping and keeping up with the most current trends. They aren't afraid to be bold, chic, and different. They believe that self-expression is very important and they aren't afraid to stand out from the crowd. They don't care what others think about their choices. They enjoy the finer things in life. They tend to work in PR, marketing, social media, journalism, or other fashion related fields. In their free time, they enjoy spending a night out in the city with their friends, getting drinks, and having fun.

Behavioral: They shop at least once a week and are very fashion-forward. They are ahead of most people on trends and their style is bold. They tend to shop small at local boutiques in the city. They aren't afraid to invest money in their clothing if it is a piece that will last a long time.



Mood Board

Stripes			Plaids			Argyle		
								
Autumn	Winter	Summer	A pop of pink plaid	Not your grandfather's plaid	The New age of plaid	Old Money Argyle	Strawberry Fields Argyle	Beauty and the Beast Argyle
Fabricated Technical Sketch 3			Fabricated Technical Sketch 3			Fabricated Technical Sketch 3		
								
Fabricated Technical Sketch 1			Fabricated Technical Sketch 1			Conclusion		
						My target market is for the fashion forward woman ages 25-40 years old that are engaged to be married. They are all about the city lifestyle and live in major cities within the US, specifically NYC. The collection is inspired by NYC and the bold, chic fashion that can be found there. It's for someone willing to stand out from the crowd and take risks. Materials used include mainly recycled cotton and hemp to remain sustainable. The expected cost is anywhere from \$20-50 to produce and the retail costs vary from \$30-100. To celebrate the launch of the brand, there will be an urban essence fashion show hosted this spring at The Glasshouse in NYC. At the show, you can expect to see the latest and greatest styles!		

RED CROWN CRANES

CLASS PROJECT FOR COMPUTER APPLICATIONS IN DIGITAL DESIGN

Lifestyle and Attitudes

- Shiori has two kids and a husband. They live in an apartment that is near the river and where Shiori teaches. Shiori practices Shinto and loves Japanese folklore. One of her favorite legends is that if you fold a thousand paper cranes then will be granted a wish from a crane.



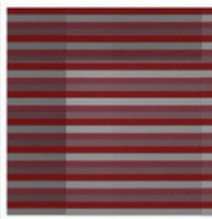
Shiori's Consumer Habits

- Shiori does not shop at luxury brands often. She owns mainly casual business wear for her job as a professor. She also owns very elegant dresses to wear as a professional flutist. She likes to experiment with mixing traditional and modern looks for her performances.
- She likes to wear dresses that are long and easy to move.
- Brocade prints and silky fabrics interest her
- She likes the brand Snidel

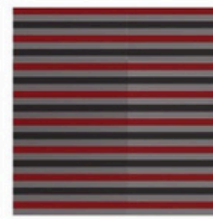
Stripe Design



Clouded Stripes

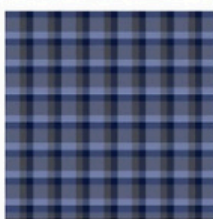


Candy Pink Stripes

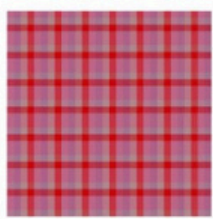


Banded

Plaid Design



Perry Grey



Roses are Red



Plein Plaid

Argyle



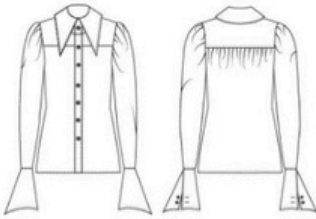
Washed Out



Holga



Misty Blue Moon



Front

Back



Front

Back



Front

Back

Clear Blue

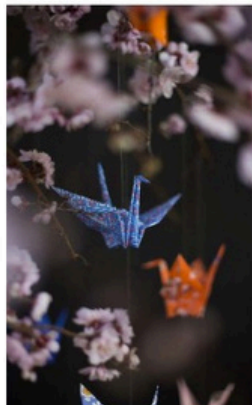
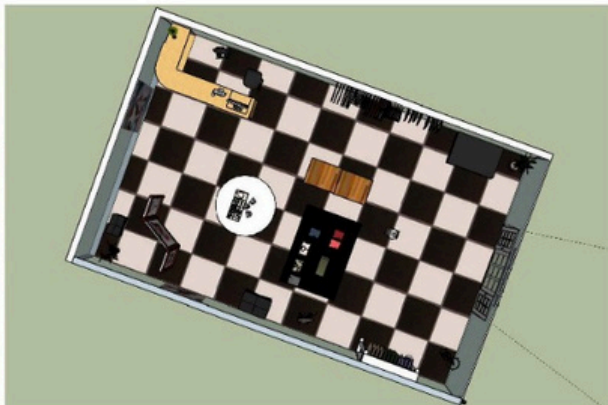
Cherry Red

Mountain Ash

Stormy Blue

Crane Feather

Inky Black



This whole collection is inspired by the book "Six Crimson Cranes," by Elizabeth Lim and Japanese folklore **Tsuru no Ongaeshi**. The silhouettes of the designs are wide and gracefully drape to resemble the elegance of a crane. One of the main colors in the collection is red. Red represents the head of a red-crowned crane.

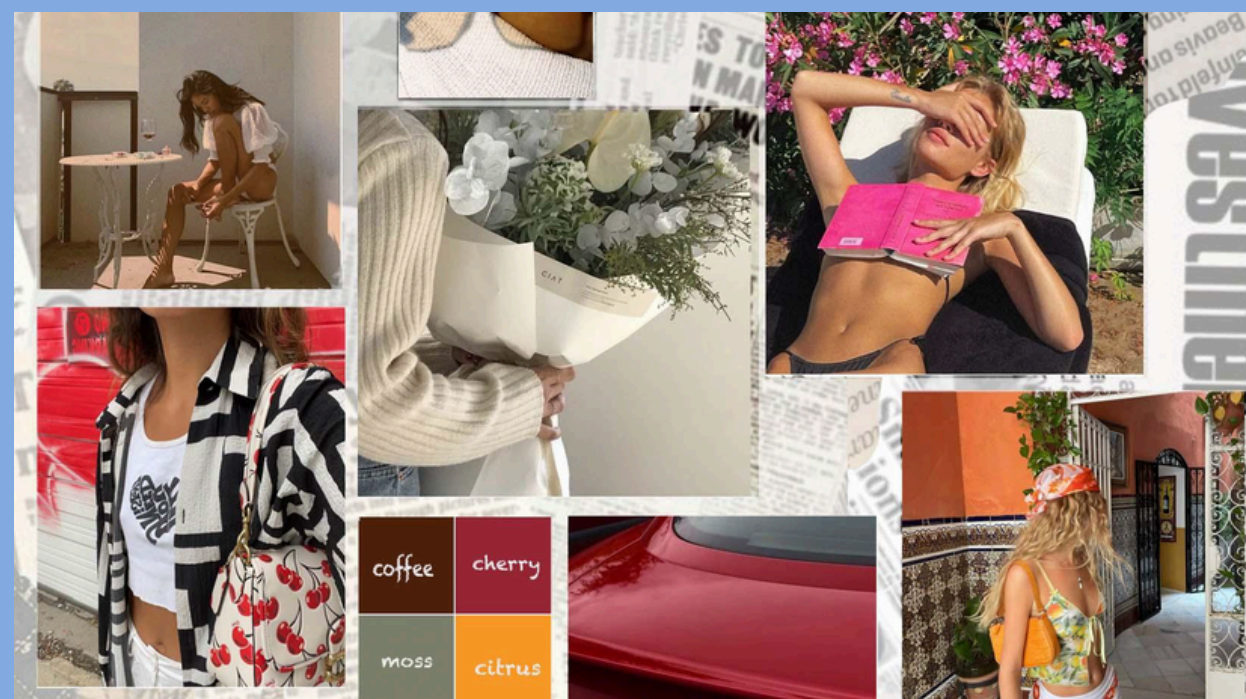
My target market is a woman in her 30s that lives in Japan. She is a professional flutist and music director at a college. She enjoys flowy and wide silhouettes that are appropriate for business wear. Her favorite folklore is the story of **Tsuru no Ongaeshi**.

The main textiles used are plain, weaved solid fabrics and argyle prints. The pants are made from linen. The skirt is made from a wool polyester blend. The button-up shirt is a polyester and cotton blend. The wrap top and crewneck blouse are made from a silk-cotton blend. These fabrics are meant to be soft and light, representing the lightness of a bird's wings. The expected retail price is \$120-\$150.

To celebrate the launch of the collection, the brand will host a fashion show at **Tsurumi Ryokuchi Park** in May. In May, the cherry blossoms are blooming, birds are chirping, and the park is alive. This event will connect you to Japanese heritage and nature.

TASTE OF ITALY

CLASS PROJECT FOR COMPUTER APPLICATIONS IN DIGITAL DESIGN



TAKE FLIGHT

CLASS PROJECT FOR COMPUTER APPLICATIONS IN DIGITAL DESIGN

Target Market

-Female, 20-30 \$75,000

- Urban lifestyle, professional, emphasis on quality, custom tailoring combined with urban street-style

-aligns with high career aspirations, appreciation for understated luxury, and an emphasis on the beauty of both natural and unnatural silhouettes

-is willing to spend money on quality pieces that will last a lifetime.

-takes inspiration from designers like Robert Wun, Thierry Mugler, Yohji Yamamoto, nature, and Gothic architecture

-Take Flight is inspired by trending couture designer Robert Wun and others like him. The pleasure simple lines, shapes, and forms can bring highlight the mesmerizing repetition and symmetry found in nature all around us. Both blending seamlessly with the environment yet standing out from it, this collection's essence bring an understated luxury and power its wearers exude.

Take Flight

BROKEN GLASS

STONE COLD GRAY

PURGE

HIDDEN BOSS

BONE

RICH PEOPLE RED

STRIPES

ARGYLES

CUSTOM AND SEAMLESS

TECHNICAL SKETCHES

RENDERED COLORWAYS

RENDERED FABRIC BOTTOM COLORWAY

PROMOTIONAL CONCERT/CHARITY AUCTION POSTCARD

CONCLUSION SLIDE

WITH THIS COLLECTION "TAKE FLIGHT" I AIM TO REACH THE TARGET MARKET OF WOMEN IN THEIR 20-30'S WHO HAVE HIGH CAREER ASPIRATIONS, HAVE A MORE URBAN LIFESTYLE, AND FAVOR QUALITY TAILORING AND UNDERSTATED LUXURY.

A NEUTRAL COLOR PALETTE WORKS WELL WITH THE GOLD DESIGNS ON LUXURY FABRICS LIKE BAMBOO RAYON BLENDS THAT ARE SENSUAL AND SILKY ON THE SKIN. THICKER TWEEDS AND COTTONS CAN ALSO BE USED FOR A STIFFER, MORE STRUCTURED LOOK. THE TOTAL COST ENDS UP BEING \$64.52 WITH A RETAIL PRICE OF AROUND \$97.23. QUALITY FABRICS AND LESS EXPENSIVE TRIMS/NOTIONS HELP KEEP CLOTHES AFFORDABLE FOR THE WORKING-CLASS WOMAN.

TO PROMOTE THE BRAND'S ALTERNATIVE STYLE OF LUXURY AND PHILANTHROPIC PHILOSOPHIES, A COLLABORATION WITH A FOREIGN MUSIC GROUP WILL BE USED TO DISPLAY AND AUCTION OFF COLLECTION PIECES FOR LOCAL CHARITIES. I HAVE NO DOUBT AS SUCH THE BRAND WILL BECOMES WELL KNOWN AND HIGHLY VALUED, AS QUALITY AND SUSTAINABILITY BECOME SYNONYMOUS FOR THE LOCAL URBANITE IN OUR "CONCRETE JUNGLE."

DIGITAL PRODUCTION IN EVENT MANAGEMENT (EVENT 212)

COURSE DESCRIPTION

Applications of skills in Adobe Photoshop, Illustrator, InDesign, and SketchUp. Introduction to design elements used within the event management industry, with a focus on digital publishing of marketing and promotional materials, and other stationery items.

APPLIED SKILLS AND SOFTWARE

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- SketchUp
- Microsoft Office (Excel and PowerPoint)
- Wix

SKILLS

- Branding
- Event Planning
- Visual Merchandising
- Project-based Learning

CHRISTIE'S

CLASS PROJECT FOR DIGITAL PRODUCTION IN EVENT MANAGEMENT



CHRISTIE'S

PORTFOLIO

EVENT DESCRIPTION

PRIVATE EXHIBITION

THE EVENT THAT IS BEING HELD IS A PRIVATE EXHIBITION WHERE THE EVENT IS OPEN TO ONLY SPECIFIC INDIVIDUALS. THE EVENT IS HELD IN ONE OF THE WORLD'S MOST THRIVING ECONOMIES AND IS A HUB FOR INTERNATIONAL TRADE AND INVESTMENT. A COSMOPOLITAN CITY, HONG KONG WEAVES WESTERN AND ASIAN INFLUENCE INTO A WORLD-CLASS CENTER OF BUSINESS, CULTURE, AND TRADE. THE EVENT WILL SHOWCASE SOME OF THE RAREST AND MOST PRICELESS PIECES FROM ANCIENT CHINA. AUCTIONS WILL BE HELD FOR A SHORT PERIOD OF TIME AND ATTENDEES ARE WELCOME TO HAVE A PRIVATE VIEWING OF THE PRODUCT THEY ARE INTERESTED IN.

TARGET MARKET

EVENT: PRIVATE EXHIBITION
AGE GROUP: 18 YEARS AND ABOVE
GENDER: OPEN FOR ALL
LOCATION: CHRISTIE HONG KONG 22/F ALEXANDRA HOUSE, 18 CHATER ROAD, CENTRAL, HONG KONG
INCOME RANGE: MORE THAN \$100 000 ANNUALLY
ACTIVITIES INCLUDE: PRIVATE AUCTION
CULTURAL: ASIANS WHO ARE INTERESTED IN CHINESE HISTORY



MOODBOARD



CHRISTIE'S

DEAR

MR. LEONARD LINGGO

YOU ARE CORDIALLY INVITED TO CHRISTIE'S
HOUSE OF LUXURY PRIVATE SELLING EXHIBITION

IMPORTANT CHINESE CERAMICS AND WORKS OF ART

THURSDAY 9 SEPTEMBER, 2021
10:30AM - 6:30PM

CHRISTIE'S HONG KONG
22/F ALEXANDRA HOUSE, CENTRAL

PRIVATE INVITATION

BACK

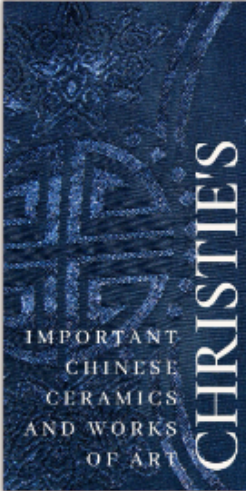


CHRISTIE'S

FRONT

VERTICAL BANNER

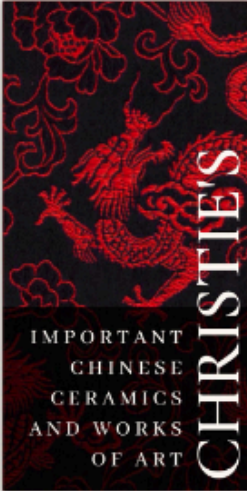
Size: 36" x 96"



Vertical Banner 1

CHRISTIE'S

IMPORTANT CHINESE CERAMICS AND WORKS OF ART



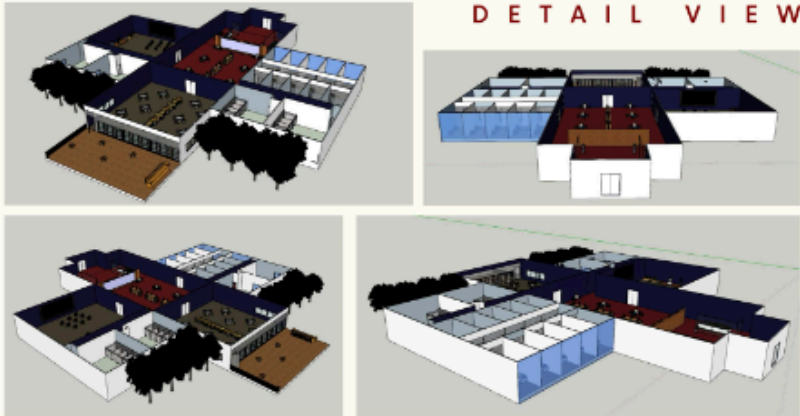
Vertical Banner 2

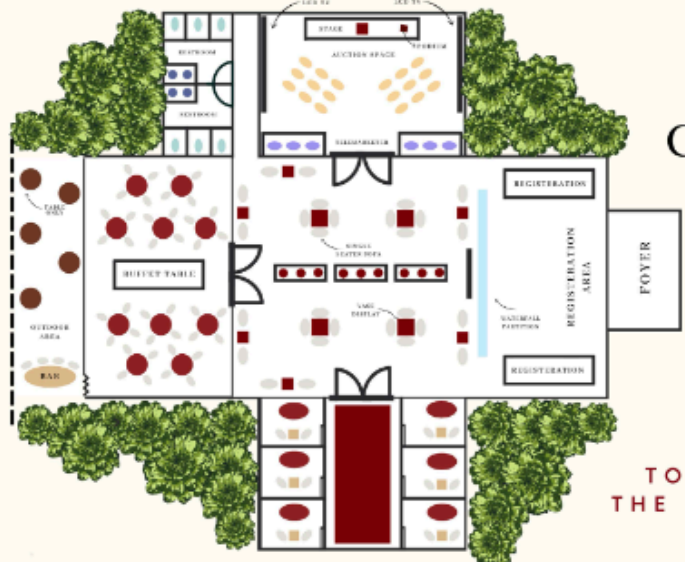
CHRISTIE'S

IMPORTANT CHINESE CERAMICS AND WORKS OF ART



DETAIL VIEW





TOP VIEW OF THE BOARDROOM

AESTHETICS OF CONSUMER EXPERIENCE (AESHM 342)

COURSE DESCRIPTION

Focused on design principles and aesthetic concepts, this course explores their application in creating consumer experiences, particularly within hospitality, event, and retail environments. This course examines how individual differences and cultural influences shape aesthetic preferences.

APPLIED SKILLS AND SOFTWARE

SOFTWARE

- Microsoft Office (Word and PowerPoint)
- Wix

SKILLS

- Branding
- Visual Merchandising
- Visual Communication
- Design Principles & Elements Application
- Consumer Experience Design
- Project-based Learning
- Team-based Learning

POTTERY & PIEROGI'S

CLASS PROJECT FOR AESTHETICS OF CONSUMER EXPERIENCE

AESHM 342 - Honors Component



The chosen component in AESHM 342 was to incorporate additional tasks into the group course project as it relates to my major, Interior Design. This course is about the aesthetics of consumer experience and how consumers can be affected by all the design aspects of a store or event. For the Honors component I will add in depth interior design drawings and visuals to further the course project, as well as explaining how the aesthetics of the space are pertinent to the interior design and consumer experience. A few of the interior design aspects I will complete are floor plans, reflected ceiling plans, chosen lighting, and selected finishes for the design. In doing so, this will heighten the design for the consumer experience and extend my knowledge by relating the concepts learned in this course with material and skills I have learned in my major this far.

Summer Stoltz | AESHM 342 | Fall 2023

Pottery & Pierogi's - Workshop Events

My group chose to create a workshop event experience that focuses on both a pottery event and a culinary pierogi making class. We wanted to enhance and embrace the surrounding people of the Polish culture through creative experiences. Our idea was inspired by the Boleswaic pottery that is a traditional pottery type in the Polish culture.

For the design of our business we chose to follow the color scheme of Polish pottery as it will help our brand stand out with the bright colors. The font chosen is also unique as it correlates to the business image we are aiming for (traditional, yet formal).



Summer Stoltz | AESHM 342 | Fall 2023

Website Design

To keep the aesthetic of our event consistent, our website features the same blue, tan, and white color scheme. Our font is also present on the website as it will help customers be able to distinguish that this is our real website. Some research of other websites showed that devoting a section of the website to upcoming events helps spread the word and improve workshop turnouts. It was also imperative to include lots of imagery to show what our business is about.



Summer Stoltz | AESHM 342 | Fall 2023



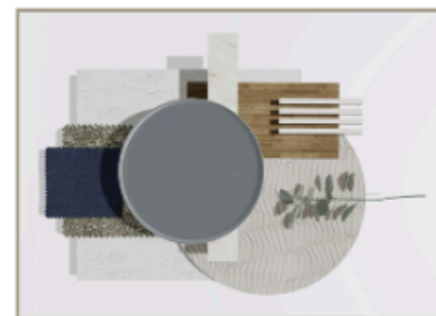
Material Boards

For the interior design portion of the project I wanted to use material boards to increase the visual comprehension of our workshop interiors. Material boards are used often in my major to help others visualize the design and stimulate the senses so they can tell what the touch and feel of the space will be like at the end. The pottery studio has a slightly lighter feel in materials to emphasize the lighting and activities happening. The culinary workshop colors and materials relate more to the food aspect so it is more formal.



Pottery Workshop

Summer Stoltz | AESHM 342 | Fall 2023



Culinary Workshop

Lighting

Lighting was an element of the interior that was kept simple so it did not take away from the activities occurring. In the pottery studio the main light source was natural light, so we included several windows. Then we utilized cone pendants and wall sconces to create a dispersed light effect. The pendants were also placed directly above the kilns and counters in the culinary workshop in order to provide task lighting to the people at the events. Our lighting choices are shown below.



Natural Light



Cone Pendant



Cone Pendant



Wall Sconces

Summer Stoltz | AESHM 342 | Fall 2023

Floor Plans

*Floor plans to add additional visual aids for the interior design



1 Ceramic Studio Floor Plan
NTS

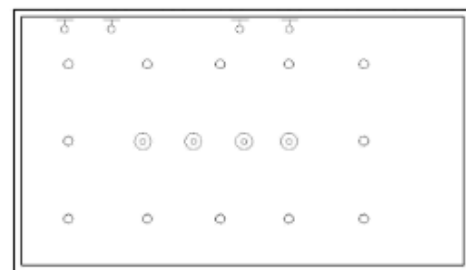


2 Culinary Kitchen Floor Plan
NTS

Summer Stoltz | AESHM 342 | Fall 2023

Reflected Ceiling Plans

*Reflected ceiling plans showing lighting placement



1 Ceramic Studio RCP
NTS



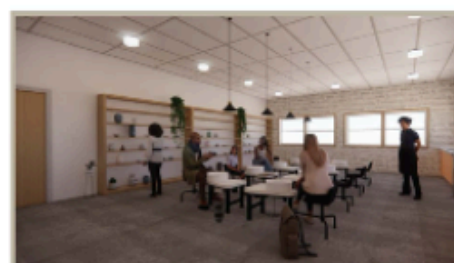
2 Culinary Kitchen RCP
NTS

Summer Stoltz | AESHM 342 | Fall 2023

Renderings

To really help visualize the space I created interior renderings of what each space might look like. Renderings are crucial in interior design in order to help clients visualize your design, so I wanted to apply this to the project since it relates to the interior aesthetic that consumers will see if they were to attend these workshops.

The interior schemes were kept neutral to allow the creation of pottery and food to be the main item seen. Using neutral colors allows the bright blues and bright whites of the pottery to be seen. Cleanup is another aspect that effected the choice of design colors. The interior was inspired by the look and colors of clay, as well as other pottery studios I researched.



Summer Stoltz | AESHM 342 | Fall 2023



Conclusion

All in all, this course helped me learn several aspects of the aesthetic of interiors in the retail environment that I had little knowledge of. The aesthetics of consumer experience was something I had not known about, but I knew some of the design elements since I am in the interior design program. I would say this course was very insightful and instructive on how the atmospheric variables have an impact on the behavior of consumers.

Having the opportunity to hear from Qingrou Lin and her presentation on the retail environment was very helpful to this course project. It is extremely important for designers to know about the atmospheric variables she mentioned, such as space layout and interior colors, since these have a direct impact on how consumers behave or what they are willing to purchase.

For this project I tried to incorporate all I have learned in my major in order to get a deeper understanding of the aesthetics of a retail experience and how it is different from other designs I have completed during my time at ISU. Incorporating this component into the AESHM 342 was definitely a great way that helped me immerse myself into the course and what we were learning. Overall, it was a fun experience to be able to combine the content I was learning with the knowledge and software I am learning in my prospective major.

Summer Stoltz | AESHM 342 | Fall 2023

MONTESSORI

CLASS PROJECT FOR AESTHETICS OF CONSUMER EXPERIENCE



the explanation behind our cultural tradition

Montessori education and philosophy

In the mid 1900s, the Montessori method of education was developed by Italian physician and educator

Maria Montessori.

She primarily focused on sensory-rich environments and purposeful activities self-directed by the children, encouraging and embracing curiosity (Montessori Northwest, n.d.).

In challenging the traditional educational experience, Montessori opened the door to "movement and choice" for young children (Christle, 2023). We chose to represent her research by reaching a broader audience through the restaurant industry. To begin conveying her philosophy, we intend to implement it.



movement and choice" for young children

Mission Statement

"Our mission is to ignite the imaginations of children through an exploration of food. We believe that creating an interactive space where kids can embark on a culinary adventure is important. We understand that the journey of food exploration isn't just about eating, which is why our company goes above and beyond in creating educational and interactive experiences that allow children to grow in a safe environment."

Color Scheme |

midnight green
#1A535C
(26, 83, 92)

mindaro
#D5E68D
(213, 230, 141)

white
#FFFFFF
(255, 255, 255)



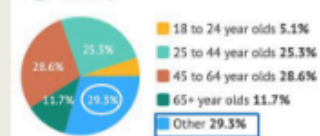
Most kids under 12 prefer using touch screens

The target market is kids ages 3-12

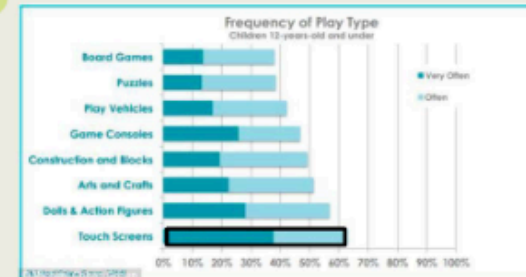
Target Market

Largest age group is under 18 years old

Age Groups



<https://www.dailymail.co.uk/health/community/dublin>



<https://www.dailymail.co.uk/sciencetech/article-7563061/How-iPad-replaced-toy-chest-Researcher-children-play-toys-to-reduce-traditional-toys.html>

10 minutes away from over 25 preschools, elementary schools, & middle schools

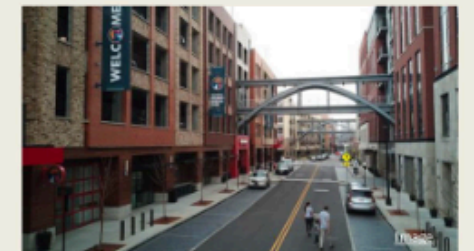
Under 10 minutes from Dublin Montessori Academy - Preschool and Kindergarten



The largest age group is under 18 years old

Location

Bridge Park in Dublin, Ohio



A+ 65% Total score NAT. AVG. 90% Customer score NAT. AVG. 60% Property score NAT. AVG.

<https://www.american.com/dublin-oh/area/>

Experience Economy: 4Es |

EDUCATIONAL



ESCAPIST



Multi-Sensory Design |

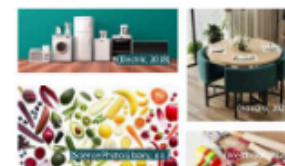
hearing

Our goal is to emphasize a variety of auditory experiences per age group.

Our youngest consumers would initially hear from their assigned guide (McIntyre, 2023).

The older they are, the more freedom they have to queue their preferred songs, providing the aesthetic appeal of complete choice.

touch



smell



sight



taste

A lighter taste palate that transitions to heavier palate as the customer's age increases.



lighting

remote-controlled lighting to adjust the ambient lighting throughout the day, mimicking natural light in the evening

different lighting for each experience, tailored to the customer for best versatility



A person with long dark hair, wearing a yellow top and a white skirt, is seen from behind. They are holding a large, white, circular sign that has blue text on it. The background is dark and out of focus, showing some blurred figures of other people.

**FOR
FURTHER
INFORMATION
PLEASE CONTACT**

HECHAE@VT.EDU

LINKEDIN.COM/IN/HAEUNCHAE