

Graduate Thesis Capstone 2025
Exhibition and Experience Design
Fashion Institute of Technology

Mira Pan Pan Lin

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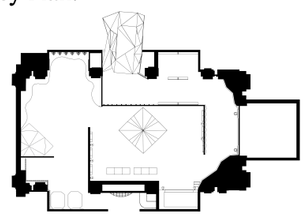
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.00.01

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Drawing Title:
DRAWING LIST

DRAWING LIST

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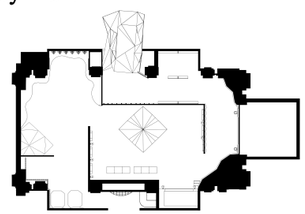
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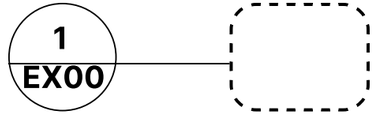
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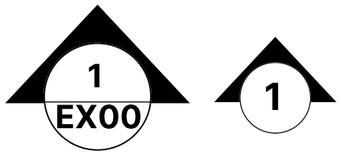
SYMBOL LIST



Section Reference



Call-Out Reference



Elevation Reference

1 **View Name**
1/8" = 1'-0"

View Title

GR

Graphic Tag

MT

Material Tag

AV

AV Tag

LI

Lighting Tag

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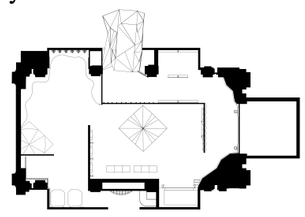
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SYMBOL LIST

Executive Summary

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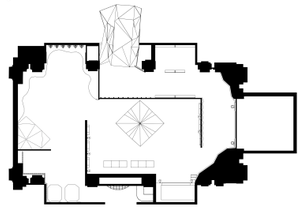
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EXECUTIVE SUMMARY

THESIS STATEMENT

This work examines the relationship between content and context in exhibition design, and how designers can better serve repeat visitation. In exhibition experiences, core content remains constant, yet interpretive strategies, media and contextual elements can be designed to shift with each visit, encouraging deeper engagement through repeat visitations.

By designing environments that invite and support a natural process of rediscovery, visitors can bring new perspectives, experiences, and emotional states to each encounter.

Taking advantage of the full arc of the experience, designers ensure repeat visitation through visitor co-production and layered experiences before, during, and after the visit. Through repeated participation and reflection, visitors add new meaning to the familiar, slowly unfolding deeper understanding and transforming repetition into revelation.

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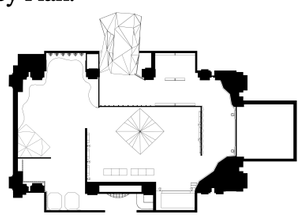
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THESIS STATEMENT

THESIS RESEARCH IMPLEMENTATION

It's just like rereading your favorite book or rewatching a beloved movie.

GOAL

Designing an exhibition where the core content stays the same, but sensory, interpretive, and contextual elements shift with each visit, adds a new layer to the experience.

OPPORTUNITY

This thesis explores how we can design exhibitions for repeat visitation through visitor co-production and layered experiences before, during, and after the visit, with each return adding new meaning to the familiar.

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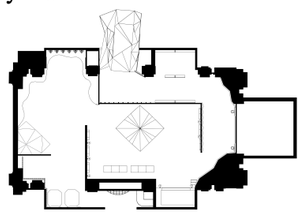
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THESIS RESEARCH IMPLEMENTATION

CLIENT DESCRIPTION

BRILLIANT EARTH

Brilliant Earth is a fine-jewelry brand known for its ethical sourcing and pioneering use of lab-grown diamonds. Their creations combine craftsmanship and conscience, offering gems that rival mined diamonds in brilliance and beauty, while minimizing environmental and social impact.

Distinctive Approach
Brilliant Earth creates an environment that is relaxed, joyful, and tailored to you. Whether it's a milestone moment or an everyday luxury, they're here to help you start your stack, find your fit, and design the perfect piece.

Mission
To cultivate a more transparent, sustainable, compassionate, and inclusive jewelry industry, never compromising between quality and conscience.

Vision
To redefine how jewelry is sourced, crafted, and cherished by setting industry-leading ethical, environmental, and social standards through innovations such as lab-grown diamonds, recycled materials, and traceable supply chains.

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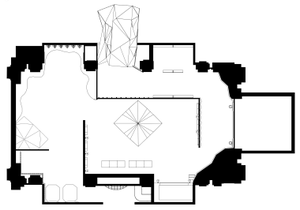
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Drawing Title:
CIENT_BRILLIANT EARTH

CLIENT DESCRIPTION

BYREDO

Byredo is a fragrance and lifestyle brand that translates memories and emotions drawn from past places, culture, family, travel, and heritage into scents, objects and artful experiences.

Distinctive Approach
Unlike many perfume houses with a rigid signature style, Byredo's marketing and creative direction shift fluidly with each fragrance, adapting tone, imagery, and mood to match the feeling of the scent itself. This versatility allows the brand to explore a wide cultural and emotional spectrum, which can be leveraged as a strength in collaborations.

Mission
To use creativity as a force to craft timeless, high-quality fragrances, accessories, and objects that resonate emotionally with people's lived experiences.

Vision
To build a "living library of collective memories and cultural references," transcending geography, identity, and tradition, uniting art, design, music, memory, and place into a brand that feels both personal and universal.

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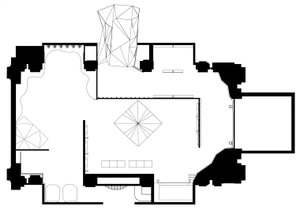
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CLIENT_BYREDO

BRILLIANT EARTH X BYREDO

Byredo × Brilliant Earth brings together the poetry of fragrance and the brilliance of ethical lab-grown diamonds in a collection. Rooted in sustainability yet driven by creativity, the collaboration reimagines luxury as both deeply personal and culturally resonant. Through this exhibition, visitors are invited to celebrate life's moments with objects that carry meaning far beyond their beauty.

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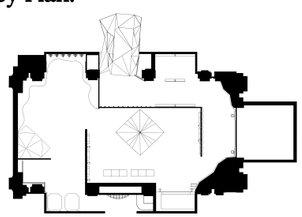
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Client:
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Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
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Drawing Title:
BRILLIANT EARTH X BYREDO

VENUE DESCRIPTION

HALL DES LUMIÈRES
NEW YORK

Hall des Lumières is an immersive cultural center in the heart of Manhattan.

Situated in New York City, the venue attracts an audience of cultural seekers, creatives, and global visitors who are open to rethinking luxury, memory, and sustainability.

Hall des Lumières, with its historic Beaux-Arts architecture and immersive digital capabilities, provides the ideal stage for this exhibition.

Its ability to transform space into an all-encompassing sensory environment mirrors the exhibition's themes of memory, transformation, and conscious luxury, making it a natural home for a poetic exploration of fragrance, diamonds, and milestones.

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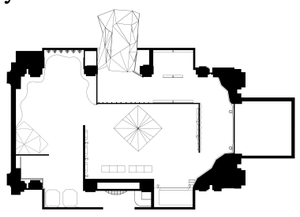
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Client:
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Byredo

Venue:
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Key Plan:



Drawing Number:
EX.01.06

Scale:
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Drawing Title:
VENUE DESCRIPTION

EXHIBITION SUBJECT

Connecting Memory, Celebrating Milestones, and Creating Meaning through Stones and Scents

This exhibition is about the things that matter most: our moments. From unconventional milestones to everyday triumphs, visitors are invited to pause, reflect, and celebrate the personal markers that shape a life. From making amends with an estranged loved one, breaking a pattern that no longer serve you, to finally setting boundaries to respect your needs, these are the unconventional milestones that people tend to overlook and deserve to be celebrated. It further explores how meaningful events are celebrated and remembered through lab-grown diamonds and artistry fragrances, positioning visitors at the center of the experience.

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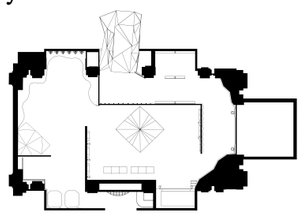
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Byredo

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Key Plan:



Drawing Number:
EX.01.07

Scale:
NTS

Drawing Title:
EXHIBITION SUBJECT

INTERPRETIVE APPROACH

Inspired by Andy Warhol's insight that scent is the most transporting of senses, the exhibition draws a parallel between fragrance and diamond: both crystallizations of time, both vessels of memory. At its heart, this exhibition frames conscious luxury as the future of commemoration. A lab diamond is pressure transformed into brilliance.
A fragrance is a fleeting bloom captured in time.

Ethical, crafted with care, and alive with memory, together these treasures become your time capsule of your memories, reminders that your choices matter, and your journey is worth celebrating. These are the stones and scents that leave a mark on your life, not the planet.

Narrative Approach
You choose what you celebrate and how to celebrate it.

A diamond might be a more traditional stone but you can express your individuality by how you wear the diamonds and perfume

Key concept
Redefine what luxury means to you.

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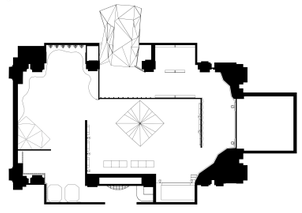
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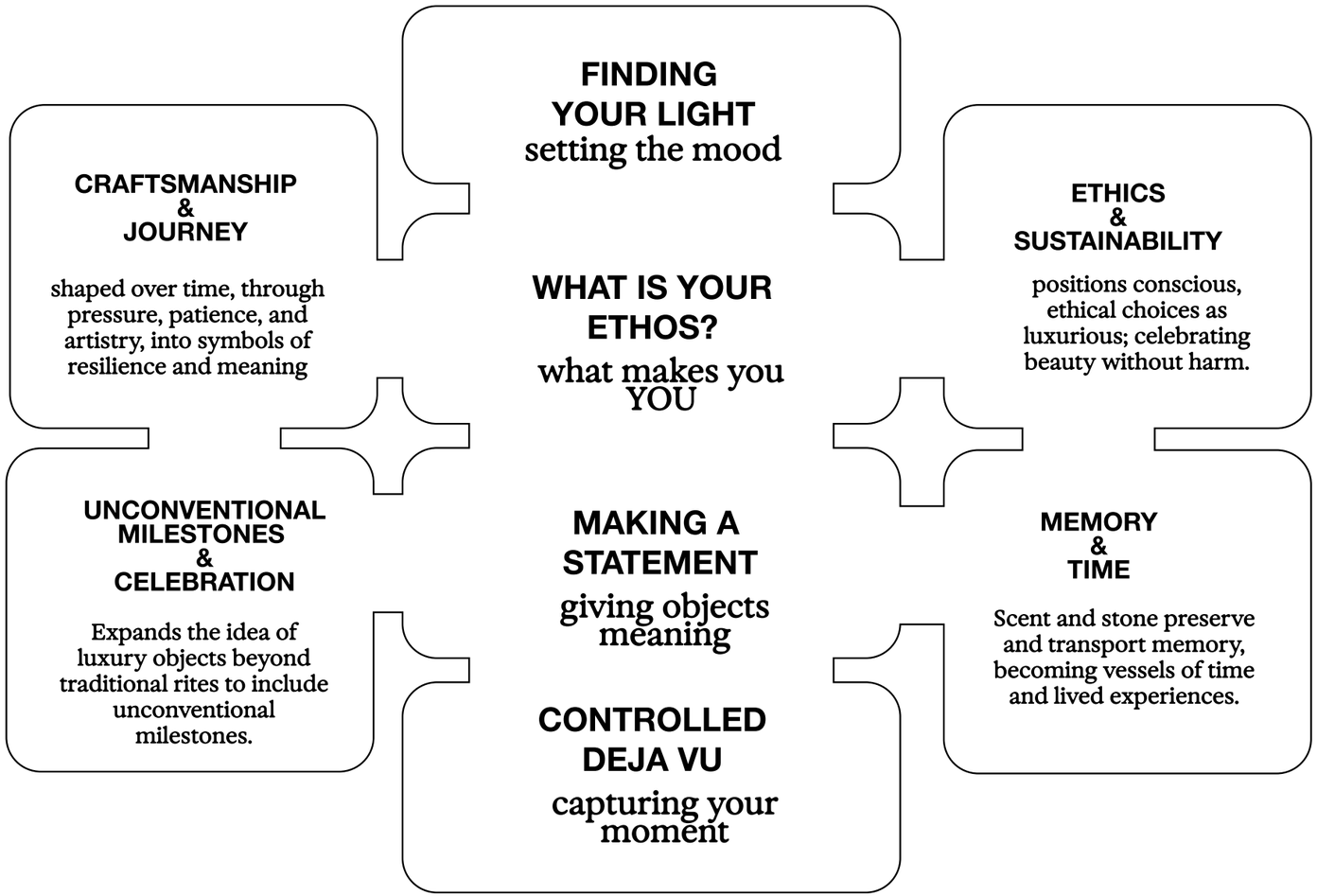


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INTERPRETIVE APPROACH

CONCEPT DIAGRAM



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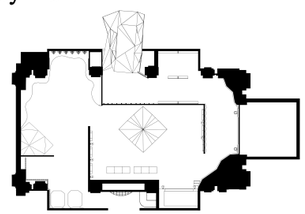
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CONCEPT DIAGRAM

AUDIENCE DESCRIPTION

Primary
Identity-seeking Millennials and Gen Z (24–40)

Urban professionals and creatives in moments of self-discovery and growth. They value authenticity, sustainability, and experiential luxury, and they want their purchases to hold memory, meaning, and social responsibility. For them, scent and diamond are not just adornments but reflections of becoming

Secondary
LGBTQ+ Individuals and Cultural Re-definers

At the heart of this exhibition are those who actively reshape traditions of love, identity, and celebration. This audience seeks symbols that affirm unconventional milestones, commitment ceremonies, transitions, healing journeys, and values luxury that is conscious, inclusive, and deeply personal.

Tertiary
Traditional Luxury Consumers

Design-conscious travelers, influencers, and collectors who have been purchasing luxury items since before sustainability and ethicality awareness have risen. However they are drawn to novelty, aesthetic experiences, and brand storytelling. They may not be the core audience, but they amplify cultural relevance by positioning ethical luxury as aspirational, poetic, and future-facing.

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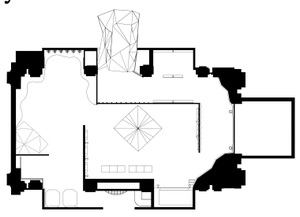
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AUDIENCE DESCRIPTION

MOTIVATOR TYPES

The Explorer	Identity fluidity, global perspectives, and experiences that challenge norms. Seeks to uncover new ways diamonds and scents can embody identity beyond tradition, affirming unconventional milestones.
The Experience Seeker	Novelty, sensory immersion, and experiences that photograph beautifully. Drawn to the aesthetic multi-sensory design and interactive activities that create a photogenic, memorable moment.
The Recharger	Balance, reflection, and meaningful rituals that honor personal growth. Comes to slow down, savor scent as memory, and find symbolism in lab diamonds that parallels his own resilience.
The Professional Hobbyist	Loves diving deep into craft, science, and artistry. Fascinated by the technical process of lab-grown diamonds and the artistry of fragrance blending.
The Facilitator	Community, inclusivity, and shared celebration. Brings friends to reflect together on unconventional milestones, transforming the experience into collective memory.

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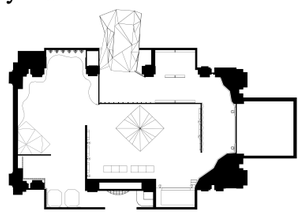
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AUDIENCE MOTIVATORS

GOALS

Project Goals

Repeat Visitations

Build emotional brand loyalty through immersive, multi-sensory storytelling.

Position jewelry and fragrance as companions to personal rituals and milestones.

Redefine luxury as mindful, meaningful, and ethically driven.

Exhibition Goals

Celebrate craftsmanship as a form of art, from lab-grown diamonds to fine artistry fragrance.

Inspire visitors to honor both traditional and unconventional milestones with objects of meaning.

Engage sight, touch, and scent to create layered, evolving experiences that spark return visits.

Education Goals

Raise awareness of the social and environmental impact of mined vs. lab-grown diamonds.

Teach fragrance and jewelry as vessels of memory and tools of meaning-making.

Encourage conscious consumer habits by linking luxury with sustainability and responsibility.

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Designer:

Mira Pan Pan Lin

Date:

December 12, 2025

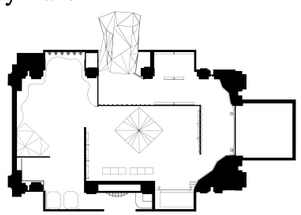
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.01.12

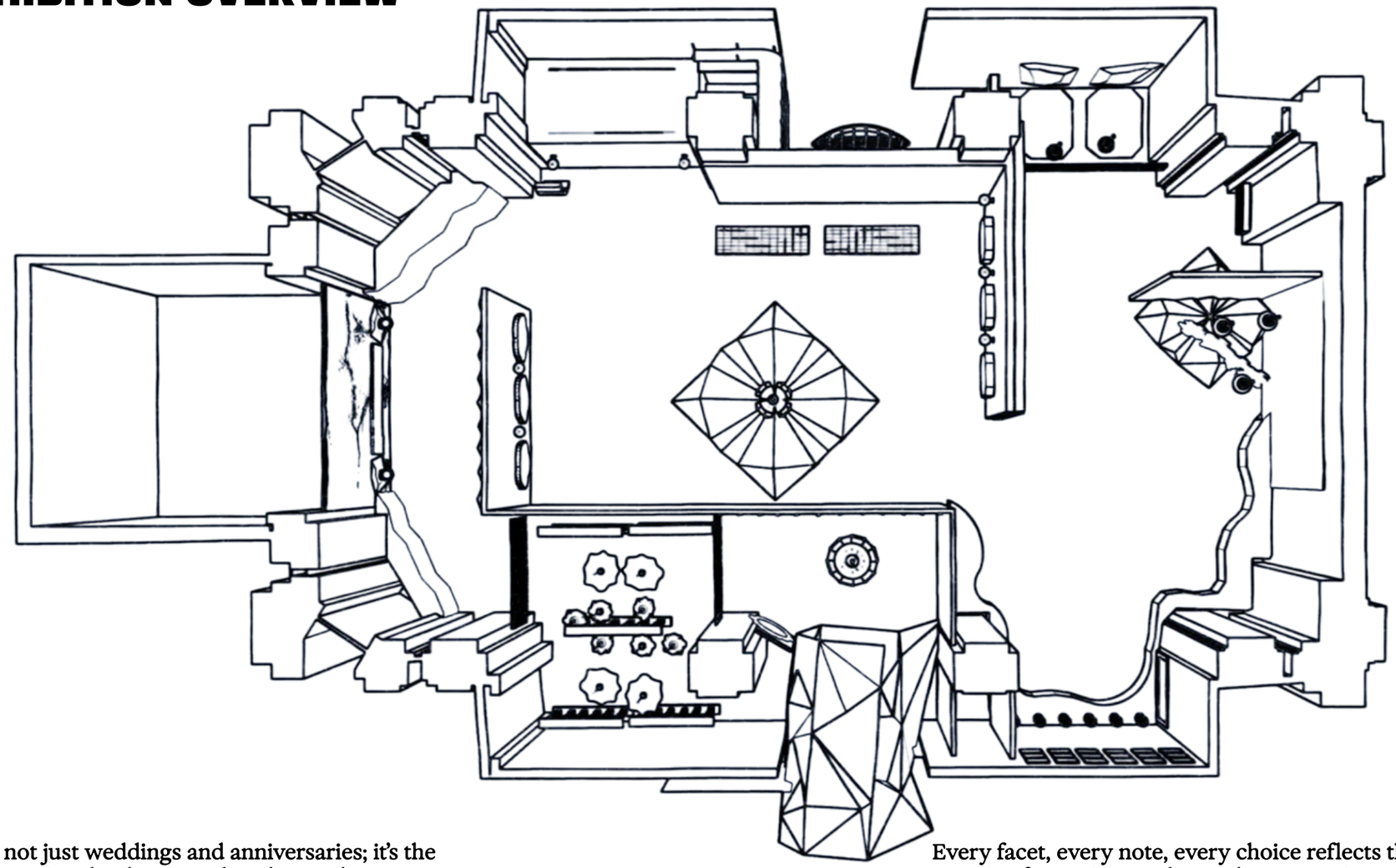
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Drawing Title:

GOALS

EXHIBITION OVERVIEW



Life is not just weddings and anniversaries; it's the unconventional milestones that shape who you are. DEJAYOU invites you to define your own rituals of celebration. Inspired by Andy Warhol's idea that scent is the most transporting sense and the concept of "controlled déjà vu," this exhibition reimagines diamonds and fragrances as your personal time capsule transporting you back to the moments that made you.

Every facet, every note, every choice reflects the mosaic of experiences that makes you unique: first Pride, moving to a new city, recovering from heartbreak, learning something new, loving yourself. Here, diamonds and scents are not about tradition but about memory, individuality, belonging, and pride. They become your "controlled déjà vu": proof that you are made of moments worth celebrating.

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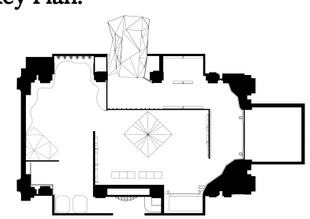
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.01.13

Scale:

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Drawing Title:

EXHIBITION OVERVIEW

EXHIBITION OUTLINE

More than a Feeling

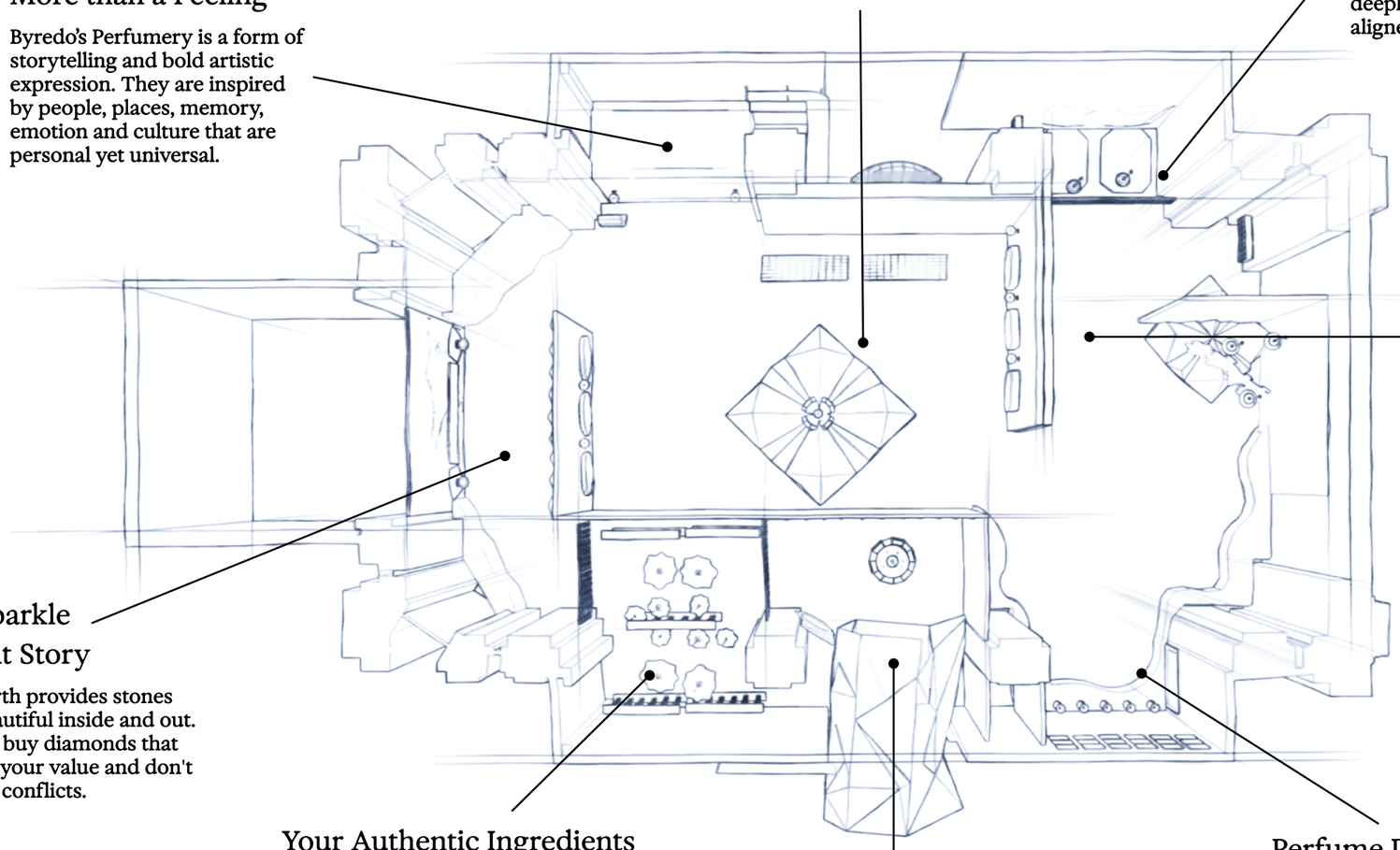
Byredo's Perfumery is a form of storytelling and bold artistic expression. They are inspired by people, places, memory, emotion and culture that are personal yet universal.

Milestone Gallery

New perspective of what a milestone can be. Both brands position their objects as vessels for personal meaning and intention.
To celebrate meaningfully is to align what you value with what you wear and how you live; making every scent, every jewel a reflection of your evolving self.

Controlled Deja Vu

Translating personal values (Ethos) into product recommendations, clarifying the best cut or scent to symbolize your unique journey. This ensures your final choice is deeply meaningful and perfectly aligned with your intention.



Wearing Your Why

Freedom of you choosing what you want to celebrate, how you celebrate it. Everyone is unique and has different memories and experiences that makes up who they are.

Same Sparkle Different Story

Brilliant earth provides stones that are beautiful inside and out. You should buy diamonds that aligns with your value and don't come from conflicts.

Your Authentic Ingredients

Fragrance notes can sensually reflect who you are and whats important to you in that moment. Associating ethos qualities to raw fragrance ingredients.

Find your Light

You are in control of your sparkle. the connection between sparkle and light. Learning the language of diamonds and how different cuts can be associated with different personality.

Perfume Deconstructed

Every perfume is built in three layers that create the journey of the fragrance as it evolves on skin, how scent can be used as a deliberate tool to connect their memory deeply.

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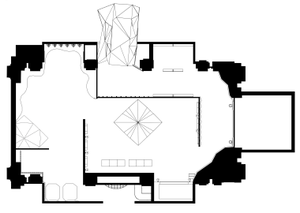
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:

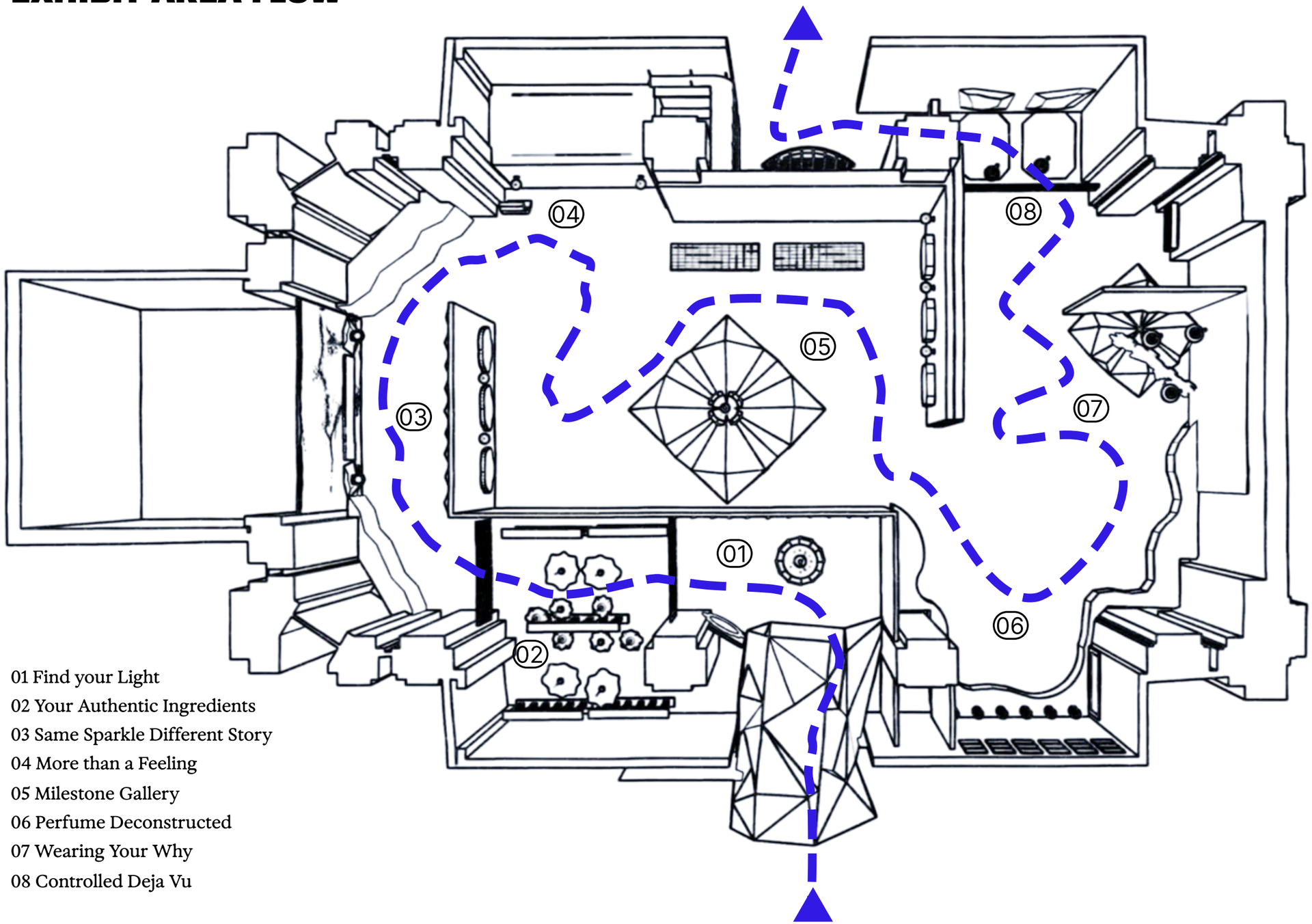


Drawing Number:
EX.01.14

Scale:
NTS

Drawing Title:
EXHIBITION OUTLINE

EXHIBIT AREA FLOW



01 Find your Light
02 Your Authentic Ingredients
03 Same Sparkle Different Story
04 More than a Feeling
05 Milestone Gallery
06 Perfume Deconstructed
07 Wearing Your Why
08 Controlled Deja Vu

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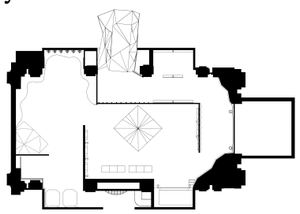
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:

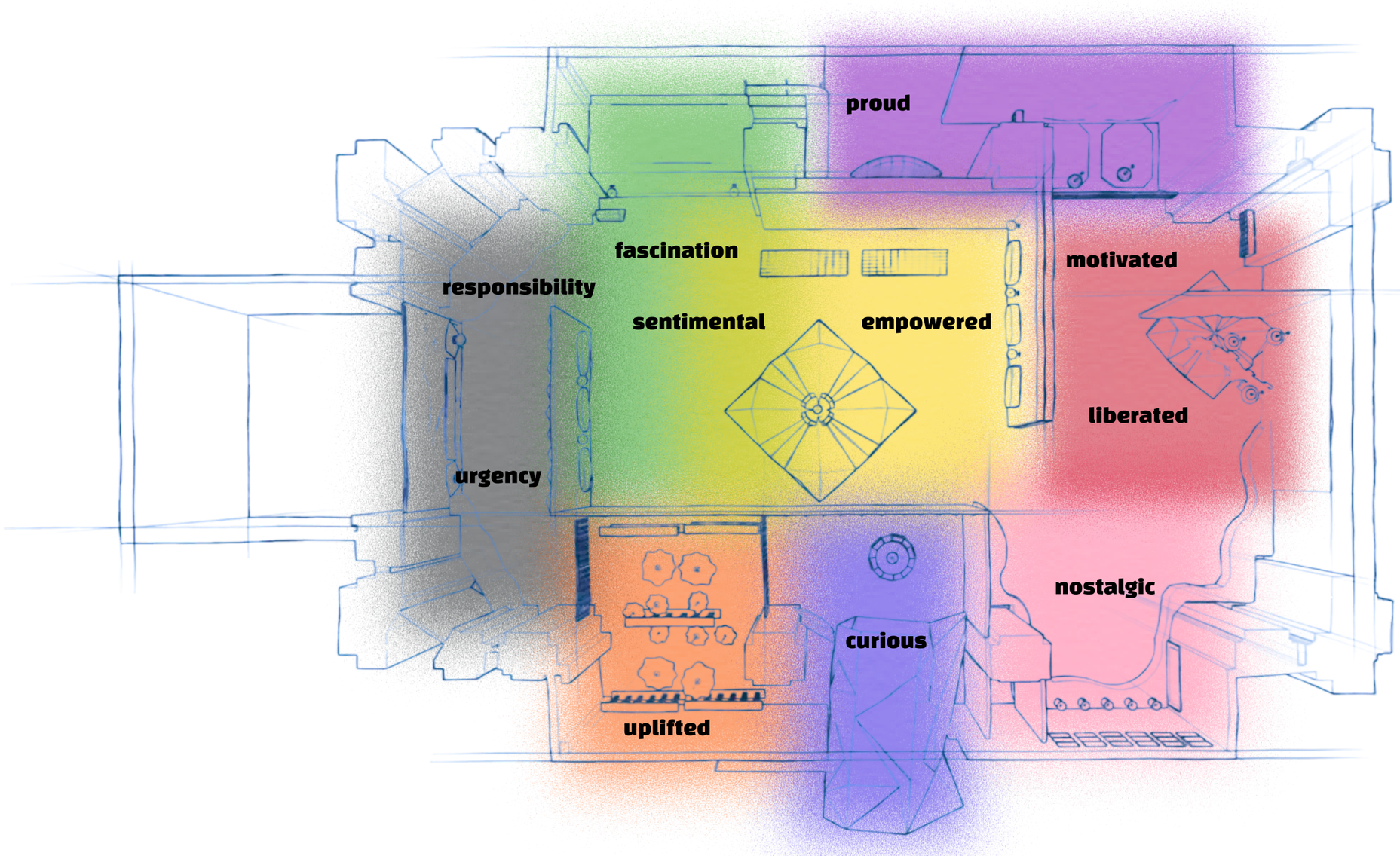


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Scale:
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Drawing Title:
EXHIBIT AREA FLOW

EMOTION MAP



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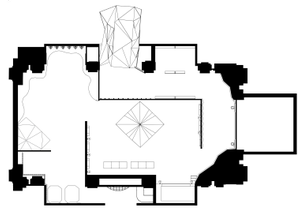
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.01.16

Scale:
NTS

Drawing Title:
EMOTION MAP

Visitor Experience

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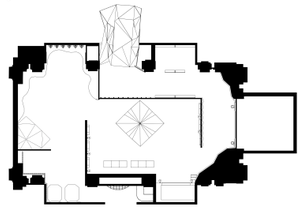
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.00

Scale:

NTS

Drawing Title:

VISITOR EXPERIENCE

Entrance



Visitors arrive at the entrance of the sparkle to the exhibition. They see the lights changes as ambient music brings their awareness to present. Visitors are curious to find out what is at the end of the tunnel.

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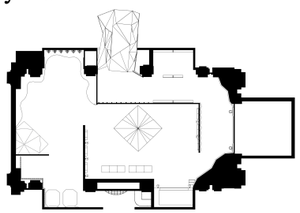
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.01

Scale:

NTS

Drawing Title:

ENTRANCE

Find Your Light



Visitors walk through the tunnel, feeling the light change and shift around as visitors freely move diamonds and rotate them to shift sparkles. Visitors can see lights going through different diamonds and reflecting on different surfaces. Visitors learn how different cuts of diamonds reflect differently.

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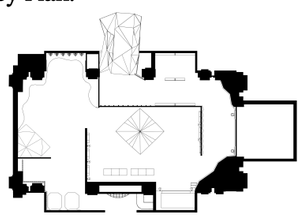
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.02

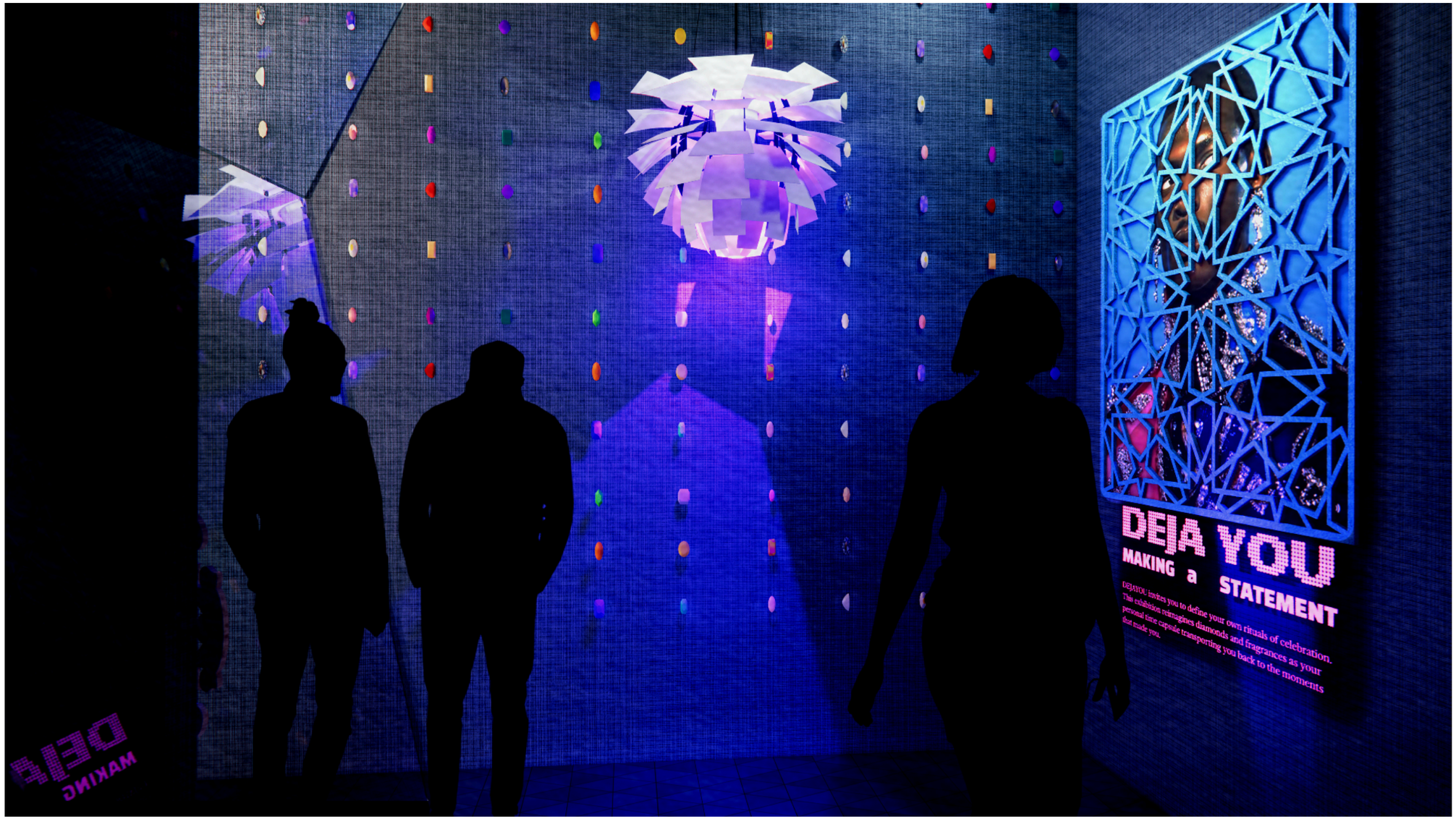
Scale:

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Drawing Title:

FIND YOUR LIGHT

Find Your Light



After the tunnel, visitors come to a diamond wall. They can look at different cuts of diamonds on the wall and are fascinated that diamonds come in lots of various cuts and colors.

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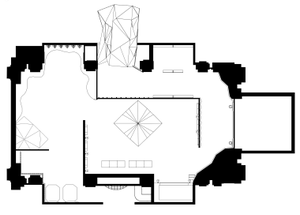
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

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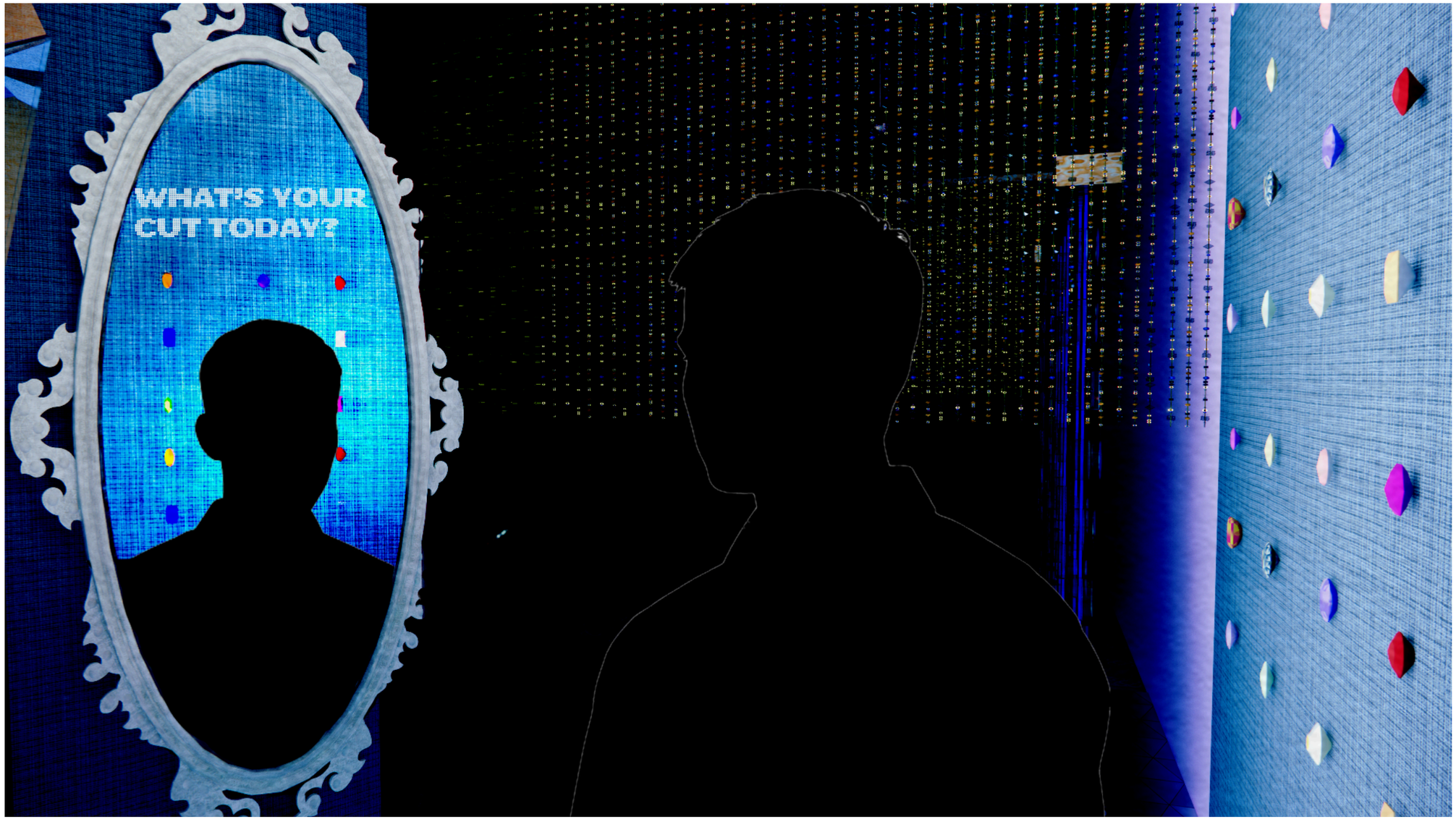
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Drawing No. :

FIND YOUR LIGHT

What's Your Cut



Visitors then are given a diamond menu via the mirror interactive screen to pick a cut that they like on the mirror screen. Based on what visitors selected on the screen, more information about the cut (history/ personality) will be provided. This introduces visitors to the language of diamonds and how different cuts can be associated with their different personalities. ex: emerald cut -- seek clarity.

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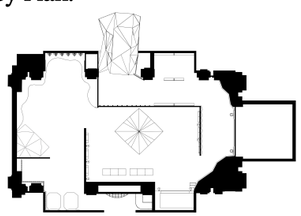
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

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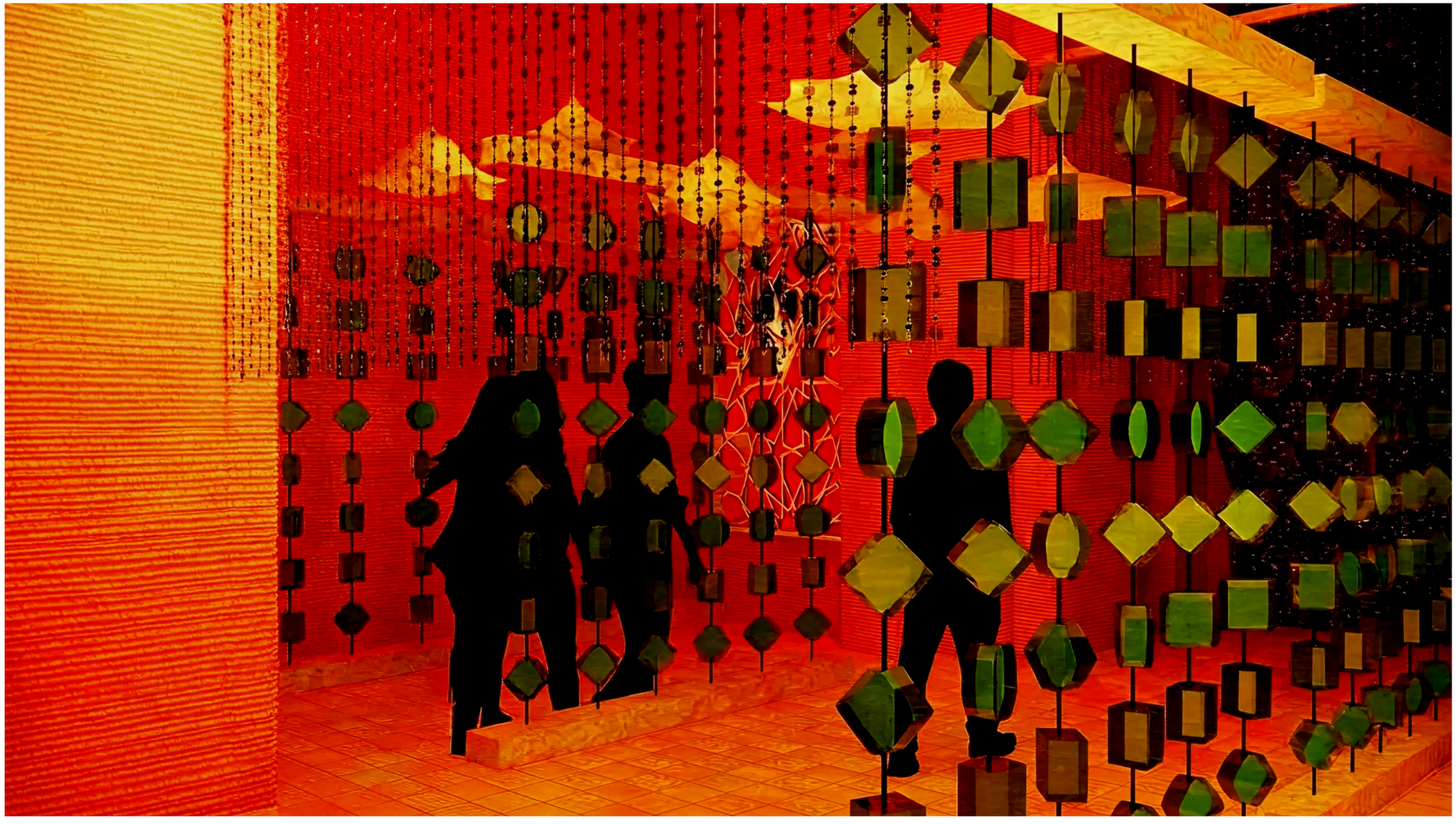
Scale:

NTS

Drawing Title:

FIND YOUR LIGHT

Your Authentic Ingredients



In the next activity, visitors walk through a series of displays with fragrance raw ingredients on one side and labeled as different Ethos Qualities on the other side.

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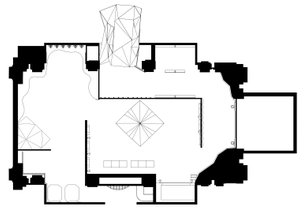
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



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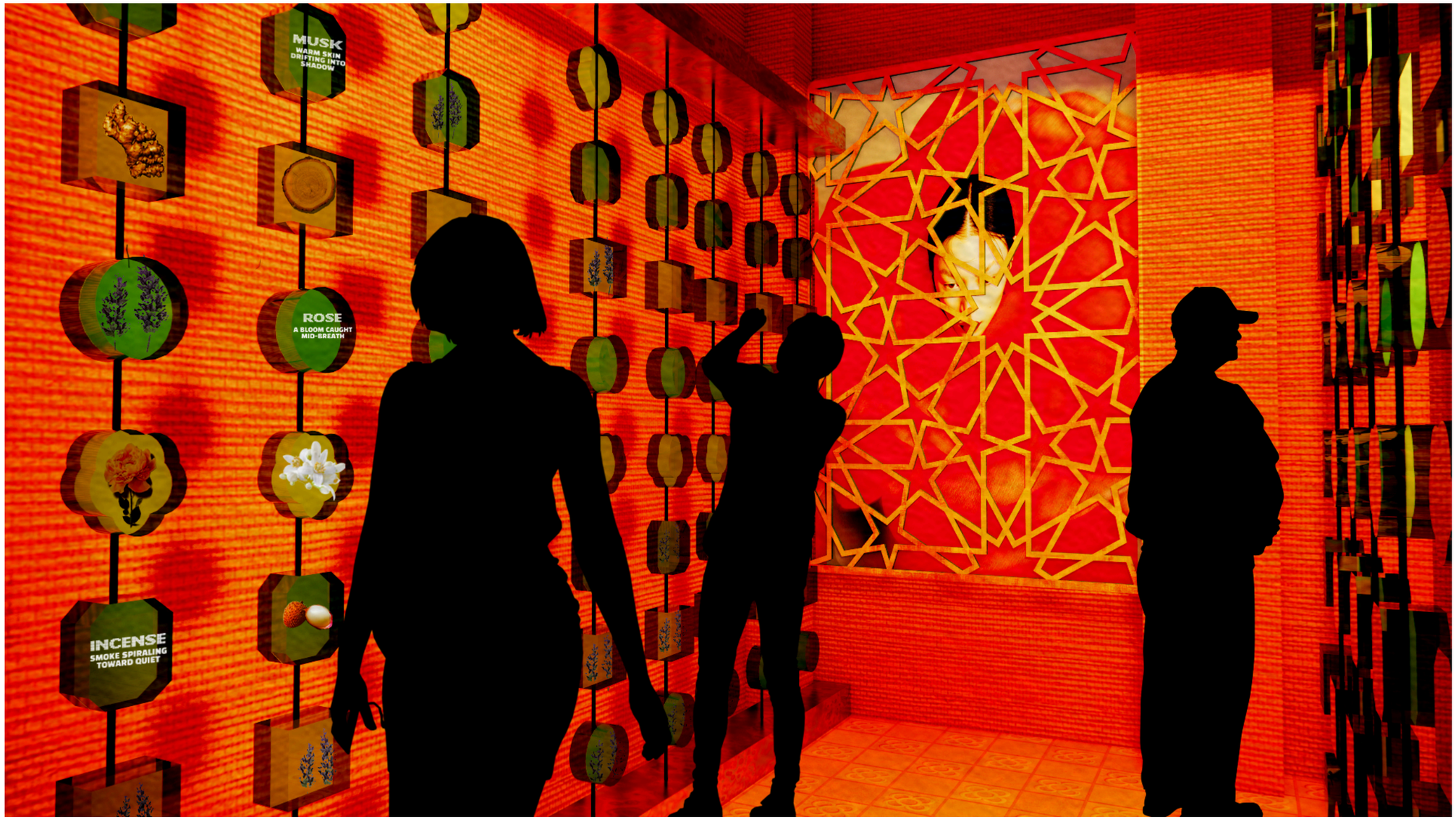
Scale:

NTS

Drawing Title:

YOUR AUTHENTIC INGREDIENTS

Your Authentic Ingredients



Visitors can turn these double sided acylic display to find out how fragrance notes can sensually reflect who they are and whats important to them in that moment through authentic ingredients that reflect internal values and thoughts or needs.

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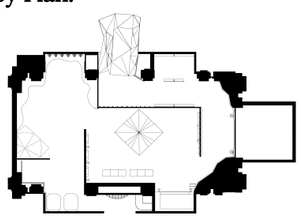
Designer:
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Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.06

Scale:
NTS

Drawing Title:
YOUR AUTHENTIC INGREDIENTS

Same Sparkle Different Story



Visitors arrive at the next activity where on one side is a saw tooth graphic installation that shows opposing images when viewed from different perspectives, symbolizing how their perception of an object can shift drastically when viewed differently.

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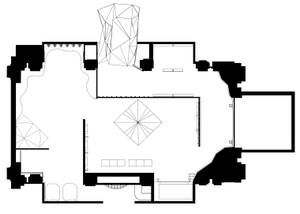
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.07

Scale:
NTS

Drawing Title:
SAME SPARKLE
DIFFERENT STORY

Same Sparkle Different Story



On the other side of the wall, visitors can listen and watch professionals in the mined diamond and lab diamond industry talk about the ethics and sustainability involved in the fields and how they perceived the subject being something they should care about.

This makes the viewers reflect on why these things are worthy of their attention and how their actions matter and affect others. The goal is to reiterate why lab diamonds are the better options and how it aligns better with their ethos

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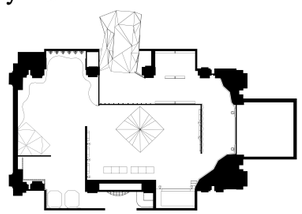
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.08

Scale:
NTS

Drawing Title:
SAME SPARKLE
DIFFERENT STORY

Same Sparkle Different Story



Visitors will also see a Lab Diamond and Mined Diamond display and are challenged to identify differences between the 2 diamonds. They realized that the 2 diamonds are essentially the same.

Brilliant earth provides diamonds that are beautiful inside and out. Everyone should buy beautiful stones that aligns with their value and stone that don't come from conflicts.

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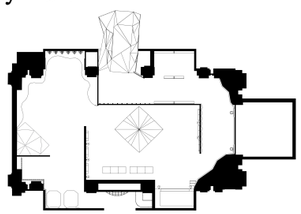
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.09

Scale:

NTS

Drawing Title:

SAME SPARKLE
DIFFERENT STORY

More Than A Feeling



Visitors will learn about the perfume industry in this activity, specifically on ingredients (natural vs synthetic), artistry, science, chemistry, and emotional intelligence(mindfulness, empathy) through audio.

They will understand how skilled perfumers use the olfactory families to intentionally craft a specific mood. Perfumery is art and requires takes time, patience, trial and error to create a scent.

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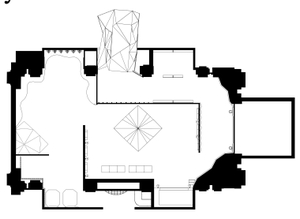
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.10

Scale:
NTS

Drawing Title:
MORE THAN A FEELING

More Than A Feeling



After the audio, visitors can select a Byredo signature scent “mojave ghost/ rose of no man’s land/ gypsy water” using the digital screen in front of the diorama. Once a scent is selected, visitors will then go on a journey back to perfumer’s source of inspiration; the time and place this perfume was created based on the memory

Byredo’s perfume are inspired by people places, memory, emotion and culture and their scents are personal yet universal.

Byredo’s Perfumery is a form of storytelling and bold artistic expression.

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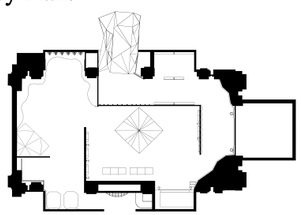
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

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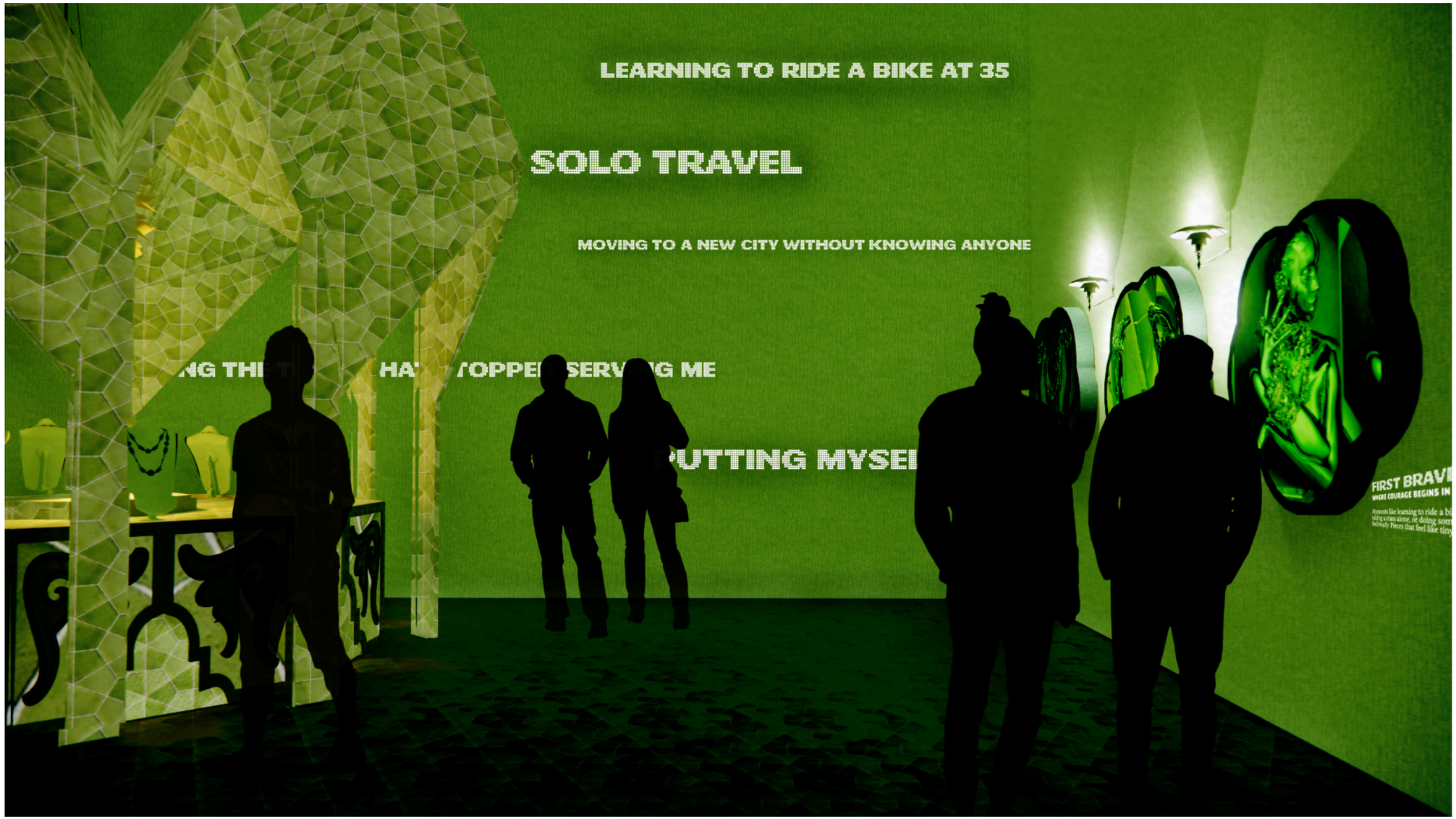
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Drawing Title:

MORE THAN A FEELING

Milestone Gallery



Visitors enter the main milestone gallery where 6 Byredo signature scents are paired with 6 Brilliant Earth unconventional Milestone Collections.

Every pairing represents a universal yet deeply personal turning point: growth, courage, self-love, independence, transformation, renewal.

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MA Exhibition and Experience Design

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Date:

December 12, 2025

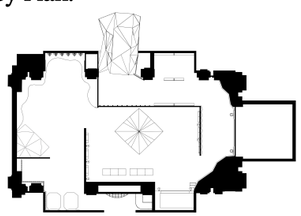
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.12

Scale:

NTS

Drawing Title:

MILESTONE GALLERY

Milestone Gallery



Visitors can look at the Brilliant Earth x Byredo collab collection while being immersed in projection texts on unconventional milestone shared by other visitors appear and dissolve on the walls.

They can scan the qr code and share their own milestone on projected wall for future return visit.

Fashion Institute of Technology

MA Exhibition and Experience Design

Thesis Capstone 2025

PROJECT:

DEJA YOU

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Designer:

Mira Pan Pan Lin

Date:

December 12, 2025

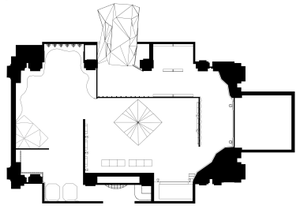
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.13

Scale:

NTS

Drawing Title:

MILESTONE GALLERY

Milestone Gallery



Visitors gain a new perspective of what a milestone can be, traditional or unconventional.
Both brands position their objects as vessels for personal meaning and intention.
To celebrate meaningfully is to align what you value with what you wear and how you live;
making every scent, every jewel, a reflection of your evolving self.

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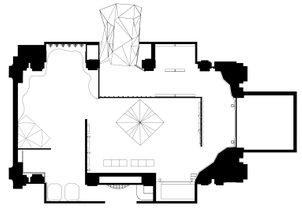
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:

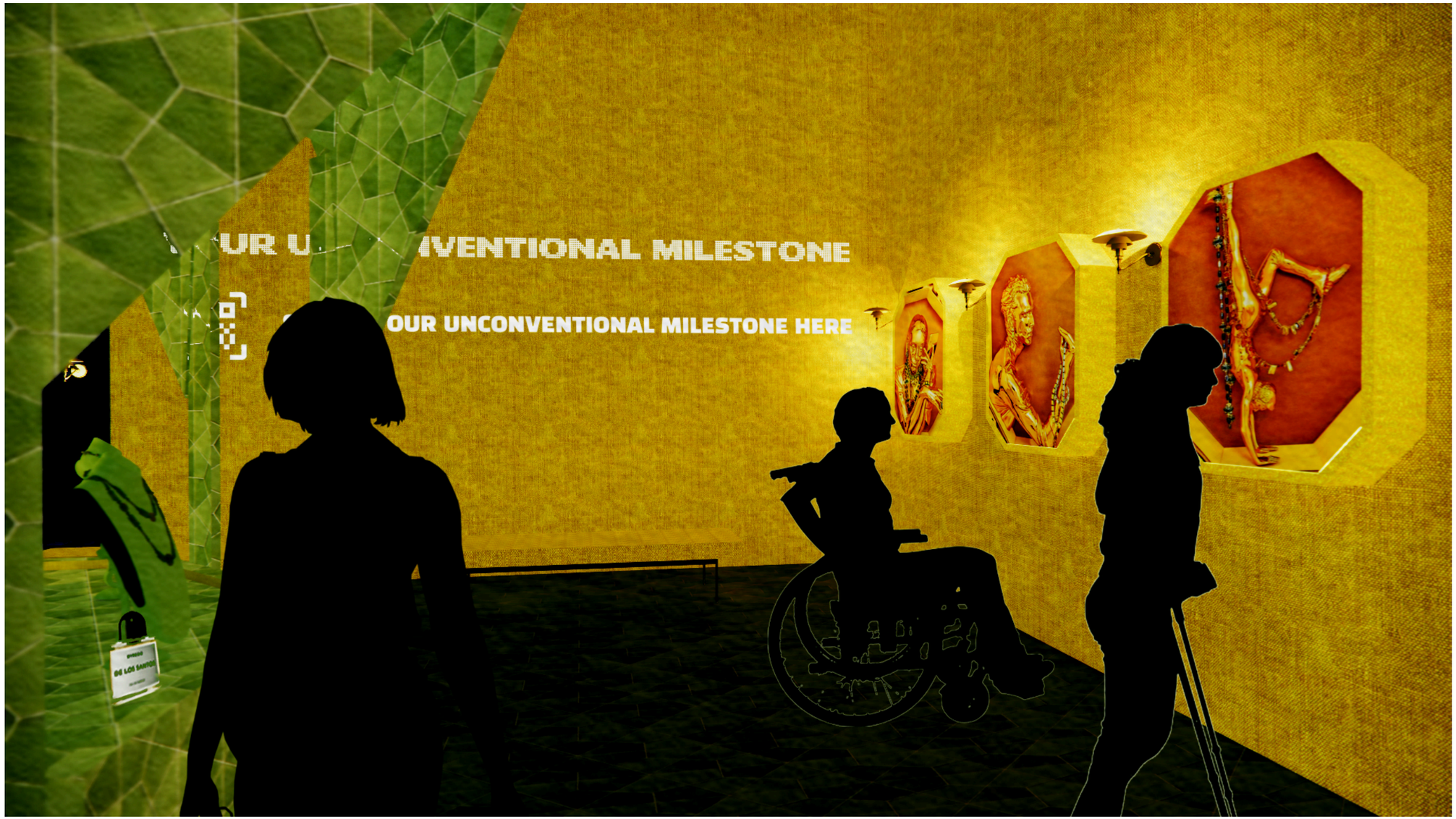


Drawing Number:
EX.02.14

Scale:
NTS

Drawing Title:
MILESTONE GALLERY

Milestone Gallery



The goal for this is for visitors to begin to recognize themselves in these archetypes; feeling more in touch with themselves and what matters to them.

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Date:

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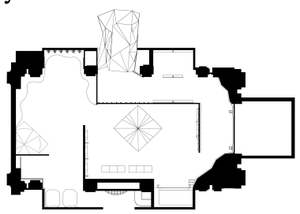
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.15

Scale:

NTS

Drawing Title:

MILESTONE GALLERY

Fragrance Deconstructed



Visitors arrive at a Fragrance Deconstructed scent bar. They learn about the 3 notes (top, heart, base) of fragrance composition. They are encouraged to smell a Byredo perfume; slow down and reflect on a memory and the feelings that are brought up.

Visitors can use the 2 touch screens on both sides to share their feeling/ memory through a library of Byredo images that were evoked through the scents. Those images will be displayed on the digital wall.

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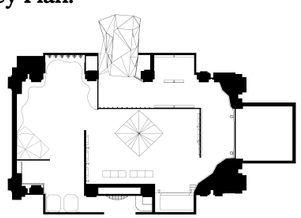
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.16

Scale:
NTS

Drawing Title:
FRAGRANCE DECONSTRUCTED

Fragrance Deconstructed



This experience actualized that every perfume is built in three layers to create the journey of the fragrance as it evolves on skin. It emphasize how scent can be used as a deliberate tool to connect one's memory deeply. Visitors gain appreciation for the relationship between scent, neuroscience, memories and how Byredo can act as their vessel to transport them back to a specific time or place.

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Designer:

Mira Pan Pan Lin

Date:

December 12, 2025

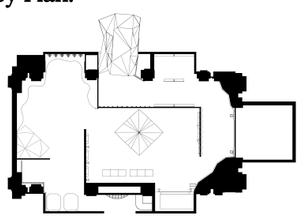
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.17

Scale:

NTS

Drawing Title:

FRAGRANCE DECONSTRUCTED

Wearing Your Why



Visitors enter Wearing your Why space to see how others make a statement. Through digital screens, visitors can listen to other people's story, how they make memories and take actions towards what is important to them through wearing diamonds in unique/ unconventional ways that represent who they are.

On the other side, there will be mannequins with projected outfits that shift constantly.

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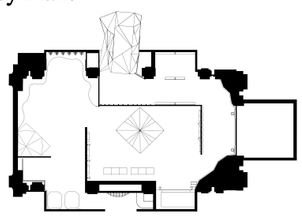
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.18

Scale:

NTS

Drawing Title:

WEARING YOUR WHY

Wearing Your Why



Here, visitors learn how they can show others who they are and what matters to them through personal style/ expression. This area highlights the freedom of choosing what to celebrate and how to celebrate it. Everyone is unique and has different memories and experiences that makes up who they are.

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Designer:

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Date:

December 12, 2025

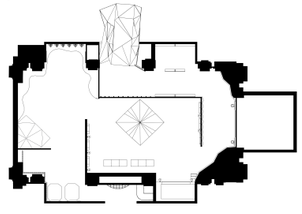
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.02.19

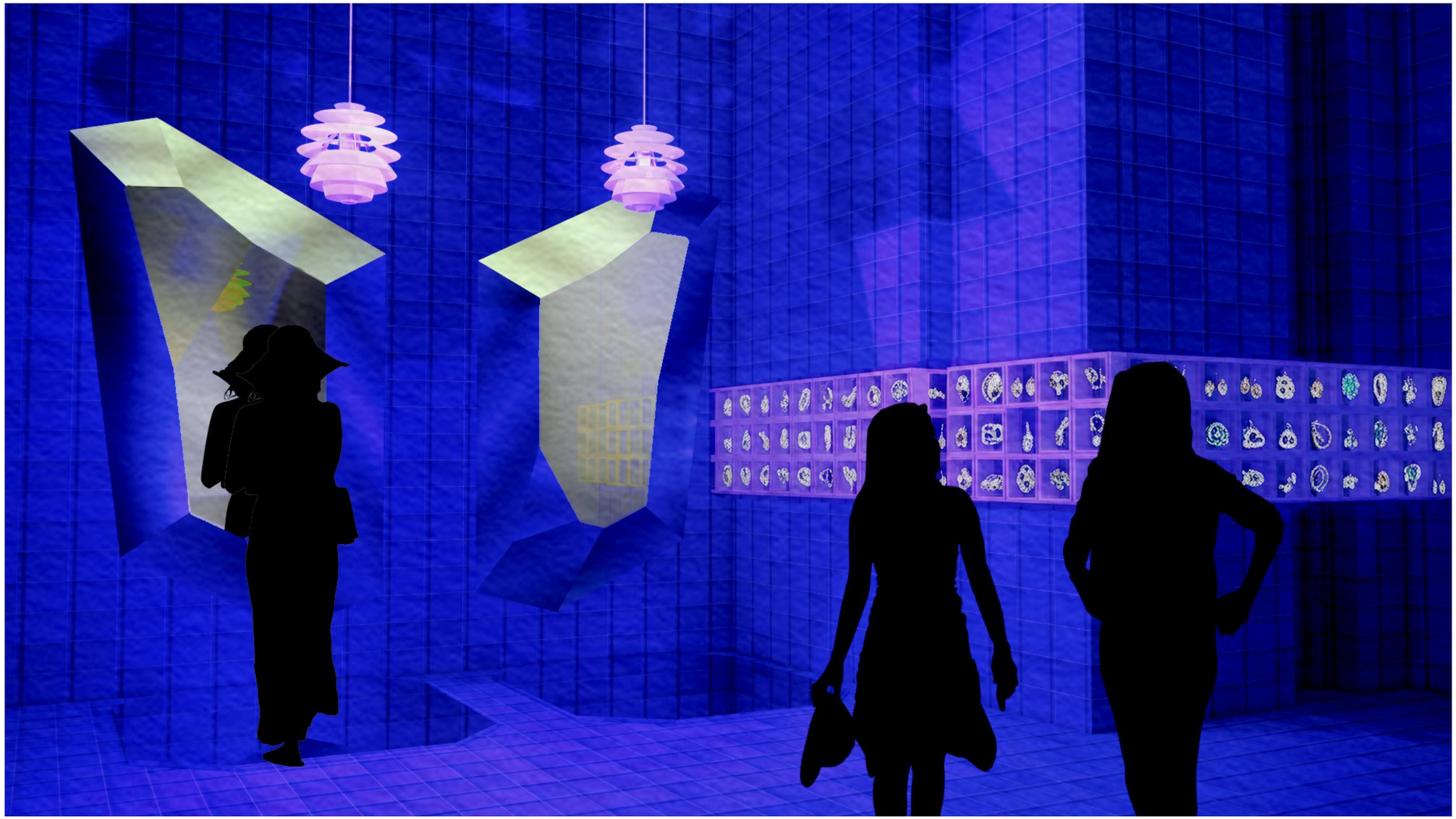
Scale:

NTS

Drawing Title:

WEARING YOUR WHY

Controlled Deja Vu



Visitors arrive at the last activity where the diamond installations allow them to virtually try on different jewelry items from the 6 unconventional milestone collection. There are prompts to help visitors translate their personal values or achievements into product recommendations. This ensures their final choice is deeply meaningful and perfectly aligned with their intention.

The gratifying sense of a highly personalized discovery ends with a clear, specific next step to schedule a consultation or a store visit for a diamond.

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FIT MA Exhibition and Experience Design
Thesis Capstone 2025

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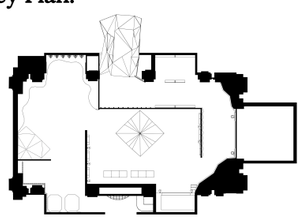
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.20

Scale:
NTS

Drawing Title:
CONTROLLED DEJA VU

Controlled Deja vu



Before visitors exit, they can request perfume samples from Byredo. They can purchase the Byredo perfumes from the unconventional milestone collection in the space. Visitors can add their own description and design labels to the bottle to personalize their scent with their memories.

This strengthens Byredo's vision to build a living library of collective memories, ensuring their brand identity feeling both personal and universal.

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MA Exhibition and Experience Design

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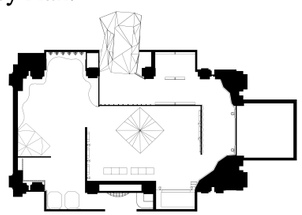
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.02.21

Scale:
NTS

Drawing Title:
CONTROLLED DEJA VU

Schedules And Lists

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MA Exhibition and Experience Design

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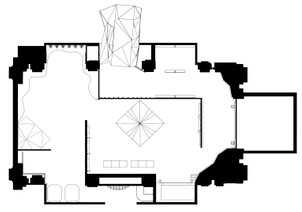
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.00

Scale:

NTS

Drawing Title:

SCHEDULES & LISTS

GRAPHIC SCHEDULE

AREA 01 FIND YOUR LIGHT	CODE	TYPE	DESCRIPTION
	01A.G01	B	Entrance Mural
	01A.G02	B	Entrance Mural
	01A.G03	A	Photos Light Box Graphics
	01A.G04	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	01A.G05	D	Cut Vinyl Graphic Applied To Screen
AREA 02 YOUR AUTHENTIC INGREDIENTS	CODE	TYPE	DESCRIPTION
	02A.G01-70	B	Cut Vinyl Applied To Back Of Acrylic Case
	02A.G72	A	Photos Light Box Graphics
AREA 03 SAME SPARKLE DIFFERENT STORY	CODE	TYPE	DESCRIPTION
	03A.G01	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	03A.G02	B	Vinyl Graphics Applied To Wall
	03A.G03	B	Vinyl Graphics Applied To Wall
AREA 04 MORE THAN A FEELING	CODE	TYPE	DESCRIPTION
	04A.G01-18	F	Direct Print On 3” CNC Cut Plywood
AREA 05 MILESTONE GALLERY	CODE	TYPE	DESCRIPTION
	05A.G01	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	05A.G02	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	05A.G03	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	05A.G04	E	Gobo Text
	05A.G05	D	1 Inch Colored Acrylic With Applied Graphics; Backlit
	05A.G06	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	05A.G07	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	05A.G08	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
AREA 06 FRAGRANCE DECONSTRUCTED	CODE	TYPE	DESCRIPTION
	06A.G01	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
AREA 07 WEARING YOUR WHY	CODE	TYPE	DESCRIPTION
	07A.G01	B	Vinyl Graphics Applied To Wall
	07A.G02	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
AREA 08 CONTROLLED DEJA VU	CODE	TYPE	DESCRIPTION
	08A.G01	C	1 Inch Colored Acrylic With Applied Graphics; Backlit
	08A.G02	D	Cut Vinyl Graphic Applied To Screen
	08A.G03	D	Cut Vinyl Graphic Applied To Screen

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MA Exhibition and Experience Design

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PROJECT:

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Date:

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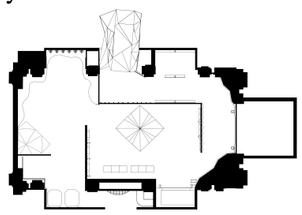
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.01

Scale:

NTS

Drawing Title:

GRAPHIC SCHEDULE

GRAPHIC SPECIFICATIONS

TYPE	DESCRIPTION	SPECIFICATIONS
A	Wall Murals	Photos Light Box Graphics
B	Wall Murals	Vinyl Graphics Applied To Wall
C	Area Intro	1 Inch Colored Acrylic With Applied Graphics; Backlit
D	Directives	Cut Vinyl Graphic Applied To Screen
E	Content Graphics	Gobo Text
F	Content Graphics	Direct Print On 3” CNC Cut Plywood
G	Content Graphics	Cut Vinyl Applied To Back Of Acrylic Case

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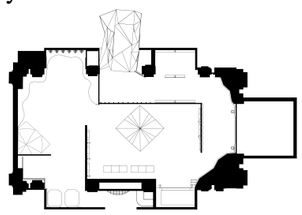
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.02

Scale:

NTS

Drawing Title:

GRAPHIC SPECIFICATIONS

PRODUCT SCHEDULE

AREA 05 MILESTONE GALLERY	CODE	BRAND	DESCRIPTION	IMAGE
	05A.P01	Byredo	Perfume De Los Santos	
	05A.P02	Byredo	Perfume Rose Of No Man's Land	
	05A.P03	Byredo	Perfume Gypsy Water	
	05A.P04	Byredo	Perfume Mojave Ghost	
	05A.P05	Byredo	Perfume Blanche	
	05A.P06	Byredo	Perfume BAL D'Afrique	
	05A.P07	Brilliant Earth	Sol Starburst Diamond Stud Earrings	
	05A.P08	Brilliant Earth	Petite Lab Diamond Tennis Bracelet	
	05A.P09	Brilliant Earth	Hydrangea Bouquet Earrings	
	05A.P10	Brilliant Earth	Perfect Solitaire Lab Diamond Pendant	
	05A.P11	Brilliant Earth	Toi Et Moi Morganite And Pink Tourmaline Cocktail Ring	
	05A.P12	Brilliant Earth	Sol Starburst Diamond Ring	
	05A.P13	Brilliant Earth	Marquesa Strand Diamond Necklace	
	05A.P14	Brilliant Earth	Dezi 7 In. Herringbone Bracelet	
	05A.P15	Brilliant Earth	Jane Goodall Olive Branch Lab Diamond Cocktail Ring	
	05A.P16	Brilliant Earth	Cross Diamond Pendant	
	05A.P17	Brilliant Earth	Portofino Bezel Lab Diamond Ring	
	05A.P18	Brilliant Earth	Zodiac Constellation Diamond Dome Ring	
	05A.P19	Brilliant Earth	Sol Huggie Hoop Earrings	
	05A.P20	Brilliant Earth	Andrea Lab Diamond Earrings	

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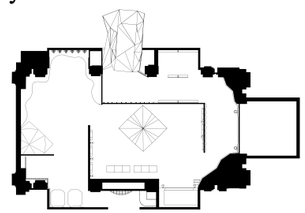
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.03

Scale:

NTS

Drawing Title:

PRODUCT SCHEDULE

PRODUCT SCHEDULE

AREA 06 PERFUME DECONSTRUCTED	CODE	BRAND	DESCRIPTION	IMAGE
	06A.P01	Byredo	Perfume De Los Santos	
	06A.P02	Byredo	Perfume Rose Of No Man's Land	
	06A.P03	Byredo	Perfume Gypsy Water	
	06A.P04	Byredo	Perfume Mojave Ghost	
	06A.P05	Byredo	Perfume Blanche	
	06A.P06	Byredo	Perfume BAL D'Afrique	

AREA 07 WEARING YOUR WHY	CODE	BRAND	DESCRIPTION	IMAGE
	07A.P01	Brilliant Earth	Hydrangea Bouquet Collection	
	07A.P02	Brilliant Earth	Dahlia Bouquet Collection	
	07A.P03	Brilliant Earth	Foliage Bouquet Collection	
	07A.P04	Brilliant Earth	Lilac Bouquet Collection	

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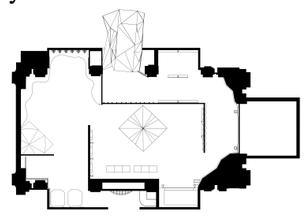
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.03.04

Scale:
NTS

Drawing Title:
PRODUCT SCHEDULE

PRODUCT SCHEDULE

AREA 08 CONTROLLED DEJA VU	CODE	BRAND	DESCRIPTION	IMAGE
	08A.P01	Byredo	Perfume De Los Santos	
	08A.P02	Byredo	Perfume Rose Of No Man's Land	
	08A.P03	Byredo	Perfume Gypsy Water	
	08A.P04	Byredo	Perfume Mojave Ghost	
	08A.P05	Byredo	Perfume Blanche	
	08A.P06	Byredo	Perfume BAL D'Afrique	
	08A.P07	Byredo	Perfume Alto Astral	
	08A.P08	Byredo	Perfume Bibliotèque	
	08A.P09	Byredo	Perfume Desert Dawn	
	08A.P10	Byredo	Perfume Slow Dance	
	08A.P11	Brilliant Earth	Toi Et Moi Morganite And Pink Tourmaline Cocktail Ring	
	08A.P12	Brilliant Earth	Sol Starburst Diamond Ring	
	08A.P13	Brilliant Earth	Marquesa Strand Diamond Necklace	
	08A.P14	Brilliant Earth	Dezi 7 In. Herringbone Bracelet	
	08A.P15	Brilliant Earth	Jane Goodall Olive Branch Lab Diamond Cocktail Ring	
	08A.P16	Brilliant Earth	Cross Diamond Pendant	
	08A.P17	Brilliant Earth	Portofino Bezel Lab Diamond Ring	
	08A.P18	Brilliant Earth	Zodiac Constellation Diamond Dome Ring	
	08A.P19	Brilliant Earth	Sol Huggie Hoop Earrings	
	08A.P20	Brilliant Earth	Andrea Lab Diamond Earrings	

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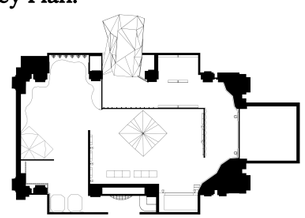
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.05

Scale:

NTS

Drawing Title:

PRODUCT SCHEDULE

MATERIAL SCHEDULE

AREA 01 FIND YOUR LIGHT	MATERIAL	CODE	DESCRIPTION
	Plywood	01A.M01	Fabric Wrapped 6” Plywood Panels
	Acrylic	01A.M02	3” Acrylic Panels With Mirror Film Laminate
	Aluminium	01A.M03	CNC Cut Aluminium
	Vinyl	01A.M04	Vinyl Graphics
	Resin	01A.M05	Resin Custom Sculptures With Internal Light Source
	Vinyl	01A.M06	High Gloss Vinyl Floor

AREA 02 YOUR AUTHENTIC INGREDIENTS	MATERIAL	CODE	DESCRIPTION
	Plywood	02A.M01	Fabric Wrapped 6” Plywood Panels
	Acrylic	02A.M02	1 Inch Colored Acrylic Box Custom Shape
	Plywood	02A.M03	Spray Painted 3” Plywood Structure
	Vinyl	02A.M04	High Gloss Vinyl Floor
	Resin	02A.M05	Resin Custom Sculptures With Internal Light Source

AREA 03 SAME SPARKLE DIFFERENT STORY	MATERIAL	CODE	DESCRIPTION
	Plywood	03A.M01	Fabric Wrapped 6” Plywood Panels
	Aluminium	03A.M02	CNC Cut Aluminium
	Vinyl	03A.M03	Vinyl Printed 3” Plywood Panels
	Resin	03A.M04	Resin Custom Sculptures With Internal Light Source
	Vinyl	03A.M05	High Gloss Vinyl Floor
	Foam	03A.M06	Sculpted Foam (EPS Or XPS) + Hardcoat

AREA 04 MORE THAN A FEELING	MATERIAL	CODE	DESCRIPTION
	Plywood	03A.M01	Fabric Wrapped 6” Plywood Panels
	Aluminium	03A.M02	Aluminum T-Track
	Plywood	03A.M03	3” CNC Plywood Panels
	Plastic	03A.M04	Delrin Wheels
	Vinyl	03A.M05	High Gloss Vinyl Floor
	Plywood	03A.M03	Plywood Platform (¾") With Framing

Fashion Institute of Technology

MA Exhibition and Experience Design

Thesis Capstone 2025

PROJECT:

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Designer:

Mira Pan Pan Lin

Date:

December 12, 2025

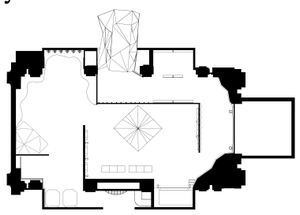
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.06

Scale:

NTS

Drawing Title:

MATERIAL SCHEDULE

MATERIAL SCHEDULE

AREA 05 MILESTONE GALLERY	MATERIAL	CODE	DESCRIPTION
	Plywood	05A.M01	Fabric Wrapped 6” Plywood Panels
	Plywood	05A.M02	Vinyl Wrapped 3” Plywood Structure
	Aluminium	05A.M03	Custom CNC Cut Aluminium
	Plywood	05A.M04	Custom CNC Cut Plywood Frame
	Acrylic	05A.M05	Museum Clarity Acrylic (PMMA)
	Vinyl	05A.M06	High Gloss Vinyl Floor

AREA 06 FRAGRANCE DECONSTRUCTED	MATERIAL	CODE	DESCRIPTION
	Plywood	06A.M01	Fabric Wrapped 6” Plywood Panels
	Acrylic	06A.M02	1 Inch Colored Acrylic Box Custom Shape
	Glass	06A.M03	Borosilicate Glass
	Glass	06A.M04	Glass Dabber Rod
	Resin	06A.M05	Sculptured Resin Cap

AREA 07 WEARING YOUR WHY	MATERIAL	CODE	DESCRIPTION
	Plywood	07A.M01	Fabric Wrapped 6” Plywood Panels
	Aluminium	07A.M02	CNC Cut Aluminium
	Vinyl	07A.M03	Vinyl Printed 3” Plywood Panels
	Fabric	07A.M04	Fabric Mannequin With An Aluminum Stand
	Aluminium	07A.M05	Fabric Mannequin With An Aluminum Stand
	Foam	07A.M06	Sculpted Foam (EPS Or XPS) + Hardcoat

AREA 08 CONTROLLED DEJA VU	MATERIAL	CODE	DESCRIPTION
	Plywood	08A.M01	Fabric Wrapped 6” Plywood Panels
	Aluminium	08A.M02	Custom CNC Cut Aluminium
	Plywood	08A.M03	3” CNC Cut Plywood Structure
	Acrylic	08A.M04	Museum Clarity Acrylic (PMMA)
	Vinyl	08A.M05	High Gloss Vinyl Floor

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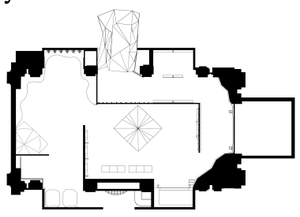
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.07

Scale:

NTS

Drawing Title:

MATERIAL SCHEDULE

LIGHTING SCHEDULE

AREA 01 FIND YOUR LIGHT	TYPE	CODE	DESCRIPTION
	LED	01A.LI01	Goes Inside The Diamond
	LED	01A.LI02	Goes Inside The Diamond
	Pendant	01A.LI03	Louis Poulsen PH Artichoke
AREA 02 YOUR AUTHENTIC INGREDIENTS	TYPE	CODE	DESCRIPTION
	Pendant	02A.LI01	Floral Chandeliers
AREA 03 SAME SPARKLE DIFFERENT STORY	TYPE	CODE	DESCRIPTION
	Floor Light	03A.LI01	LED Pathway Light
	Floor Light	03A.LI02	LED Pathway Light
AREA 04 MORE THAN A FEELING	TYPE	CODE	DESCRIPTION
	Wall Sconce	04A.LI01	Louis Poulsen PH 3/2 Wall Lamp
	Wall Sconce	04A.LI02	Louis Poulsen PH 3/2 Wall Lamp
AREA 05 MILESTONE GALLERY	TYPE	CODE	DESCRIPTION
	Pendant	05A.LI01	Louis Poulsen PH Artichoke
	Wall Sconce	05A.LI02	Louis Poulsen PH 3/2 Wall Lamp
	Wall Sconce	05A.LI03	Louis Poulsen PH 3/2 Wall Lamp
	Wall Sconce	05A.LI04	Louis Poulsen PH 3/2 Wall Lamp
	Wall Sconce	05A.LI05	Louis Poulsen PH 3/2 Wall Lamp
	Wall Sconce	05A.LI06	Louis Poulsen PH 3/2 Wall Lamp
AREA 06 FRAGRANCE DECONSTRUCTED	TYPE	CODE	DESCRIPTION
	Floor Light	06A.LI01	LED Pathway Light
AREA 07 WEARING YOUR WHY	TYPE	CODE	DESCRIPTION
	Pendant	07A.LI01	Louis Poulsen PH5
	Pendant	07A.LI02	Louis Poulsen PH5
	Pendant	07A.LI03	Louis Poulsen PH5
AREA 08 CONTROLLED DEJA VU	TYPE	CODE	DESCRIPTION
	Pendant	08A.LI01	PH Snowball
	Pendant	08A.LI02	PH Snowball
	LED	08A.LI03	LED Strip Lights
	Pendant	08A.LI04	Louis Poulsen PH Artichoke

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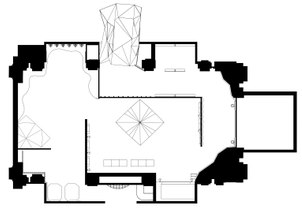
Client:

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Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.03.08

Scale:

NTS

Drawing Title:

LIGHTING SCHEDULE

AV SCHEDULE

AREA 01 FIND YOUR LIGHT	TYPE	CODE	DESCRIPTION
	Touch Screen	01A.AV01	Interactive Touch Screen

AREA 03 SAME SPARKLE DIFFERENT STORY	TYPE	CODE	DESCRIPTION
	Screen	03A.AV01	Videos On Loop

AREA 04 MORE THAN A FEELING	TYPE	CODE	DESCRIPTION
	Touch Screen	04A.AV01	Interactive Touch Screen

AREA 06 FRAGRANCE DECONSTRUCTED	TYPE	CODE	DESCRIPTION
	Touch Screen	06A.AV01	Interactive Touch Screen

AREA 07 WEARING YOUR WHY	TYPE	CODE	DESCRIPTION
	Screen	07A.AV01	Videos On Loop

AREA 08 CONTROLLED DEJA VU	TYPE	CODE	DESCRIPTION
	Touch Screen	08A.AV01	Interactive Touch Screen

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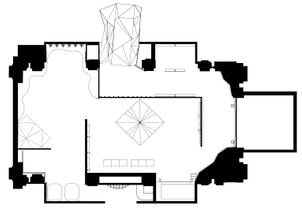
Client:

Brilliant Earth
Byredo

Venue:

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Key Plan:



Drawing Number:

EX.03.09

Scale:

NTS

Drawing Title:

AV SCHEDULE

Plans and Sections

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MA Exhibition and Experience Design

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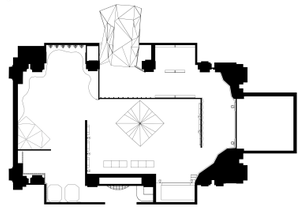
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Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



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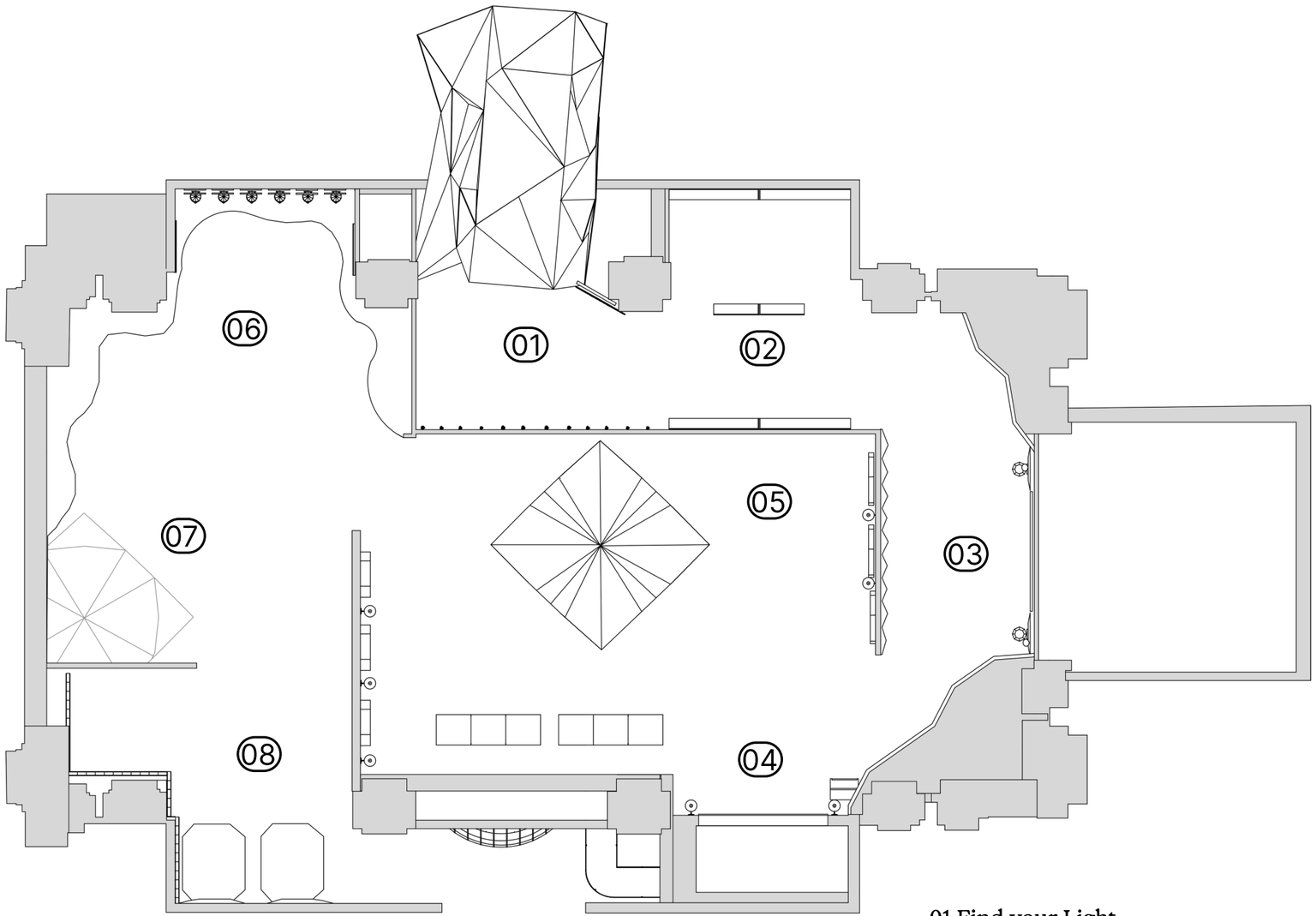
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Scale:

NTS

Drawing Title:

PLANS & SECTIONS



01 Find your Light
02 Your Authentic Ingredients
03 Same Sparkle Different Story
04 More than a Feeling
05 Milestone Gallery
06 Perfume Deconstructed
07 Wearing Your Why
08 Controlled Deja Vu

1 Floor Plan

3/32"=1'-0"

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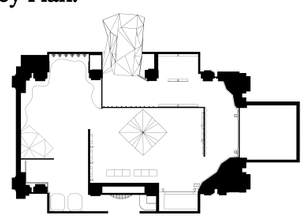
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

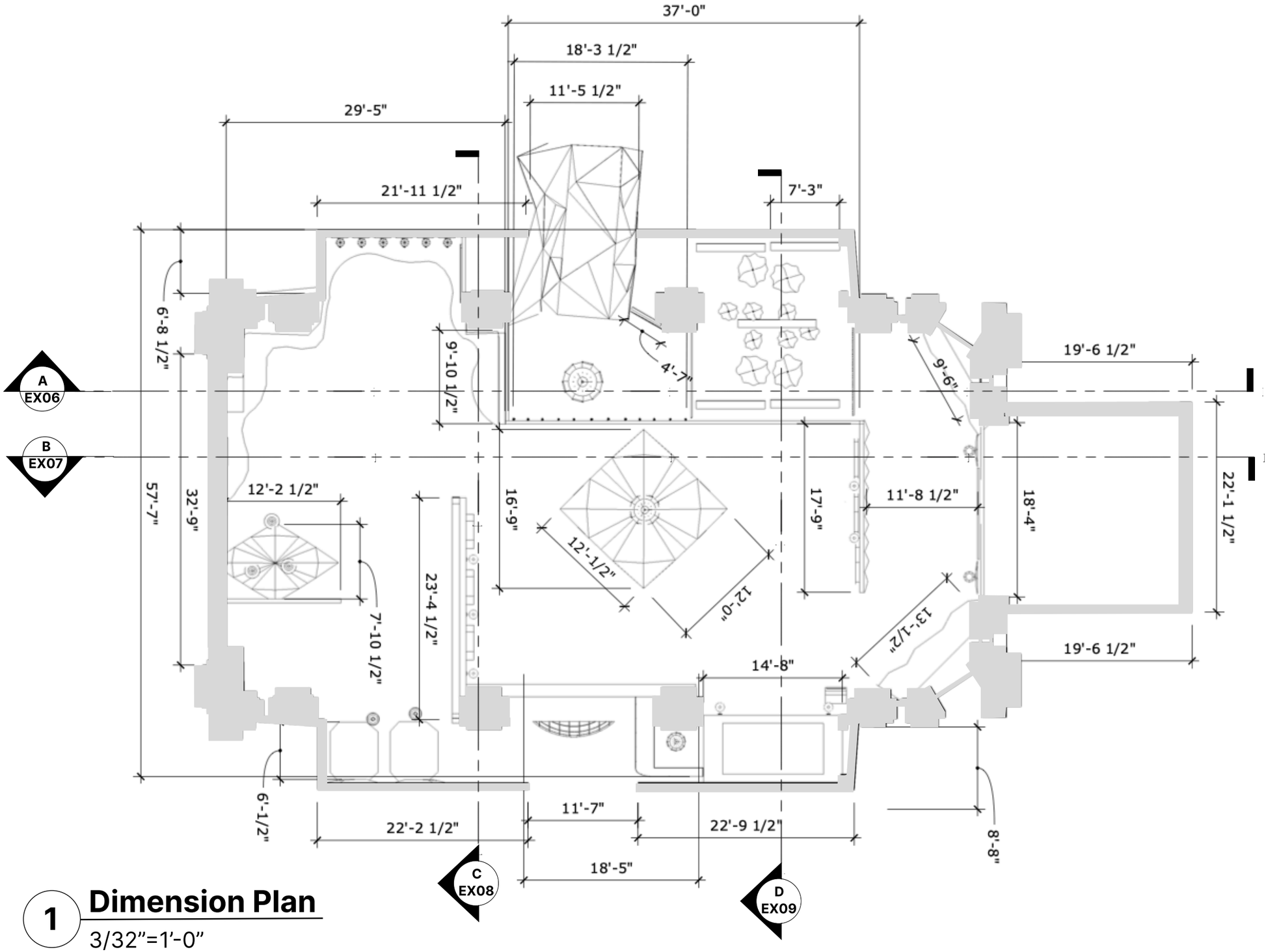
Key Plan:



Drawing Number:
EX.04.01

Scale:
3/32"=1'-0"

Drawing Title:
GENERAL PLAN



1 Dimension Plan

3/32”=1’-0”

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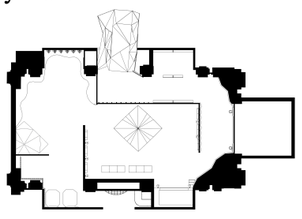
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

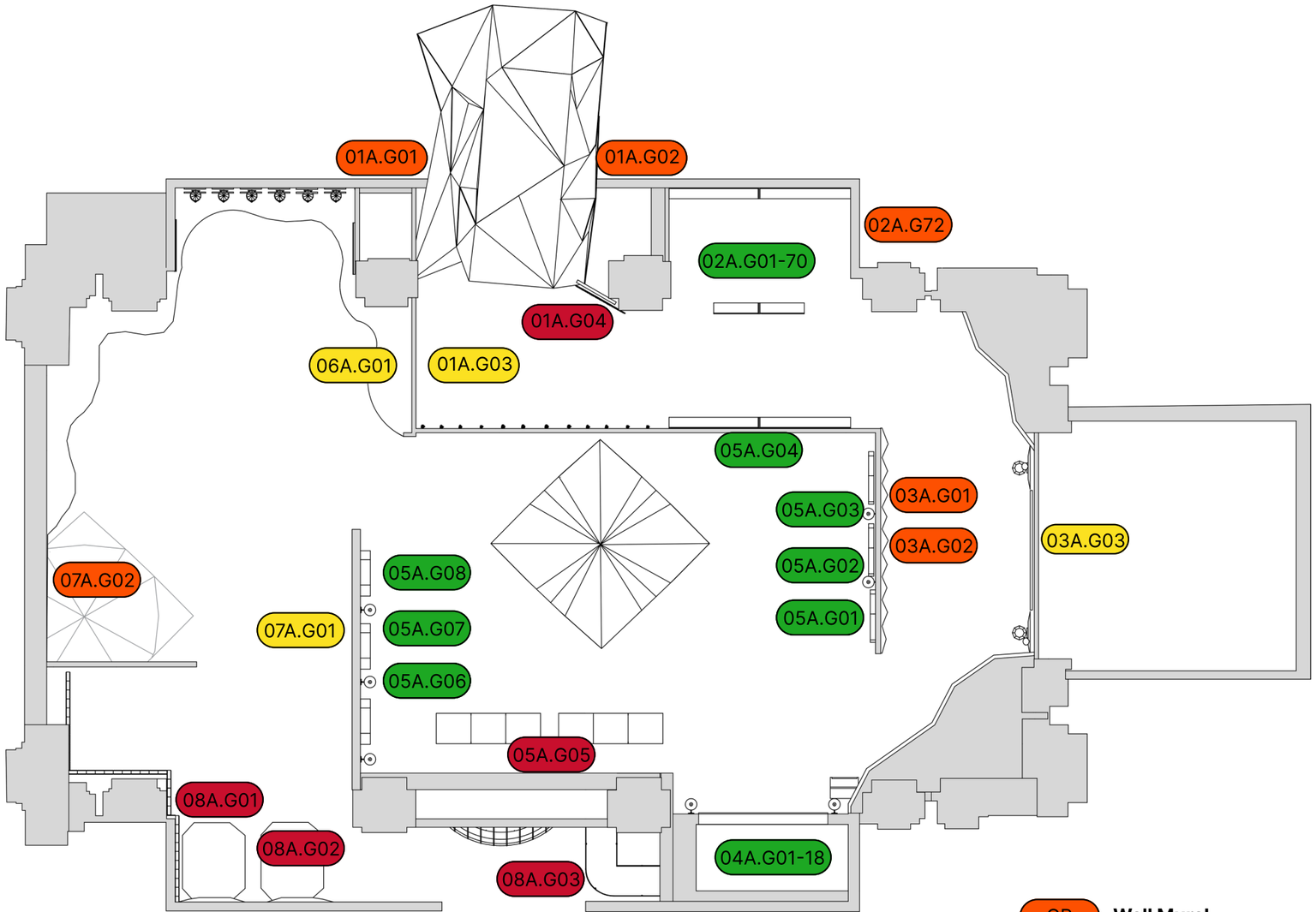
EX.04.02

Scale:

3/32”=1’-0”

Drawing Title:

DIMENSION PLAN



GR **Wall Mural**

GR **Area Intro**

GR **Directives**

GR **Content Graphics**

1 Graphics Location Plan

3/32”=1’-0”

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Date:

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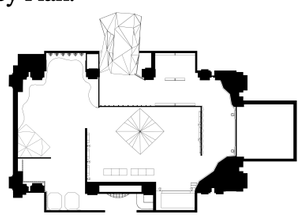
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

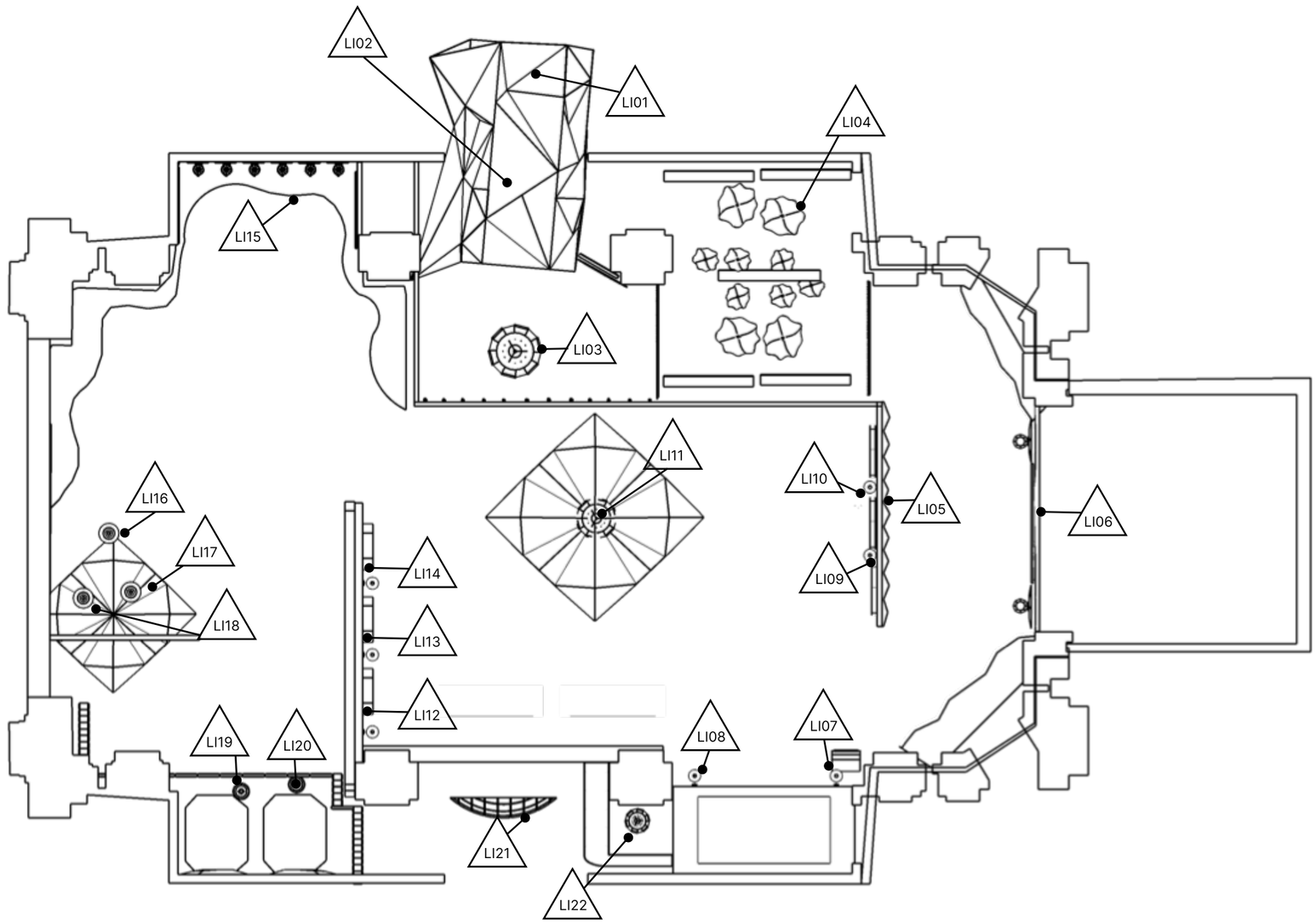
EX.04.03

Scale:

3/32”=1’-0”

Drawing Title:

GRAPHICS LOCATION PLAN



1 Lighting Plan

3/32”=1’-0”

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Date:

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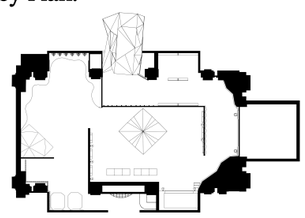
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

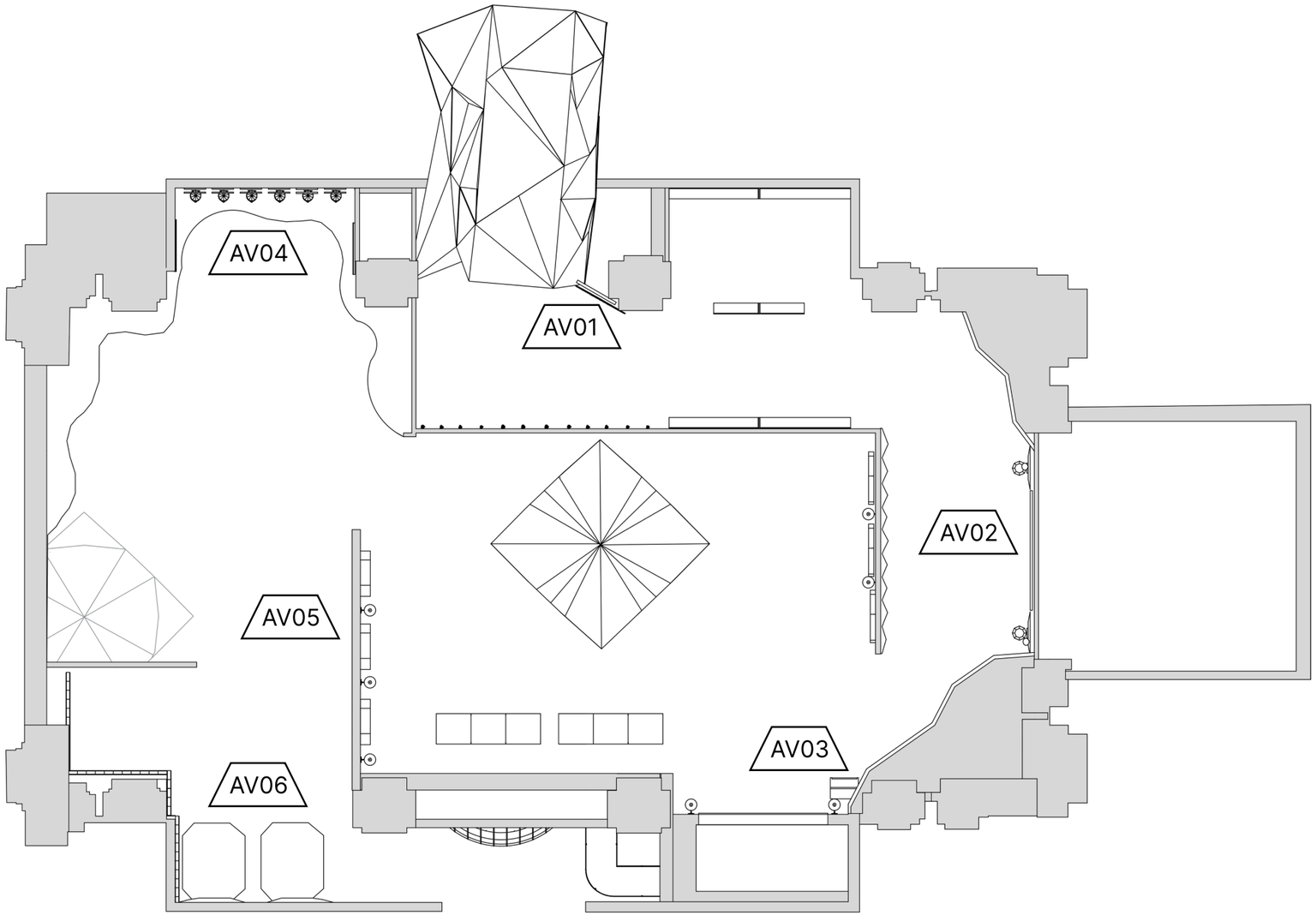
EX.04.04

Scale:

3/32”=1’-0”

Drawing Title:

LIGHTING PLAN



1 **AV Plan**
3/32”=1’-0”

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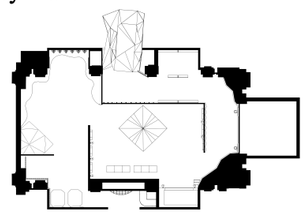
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

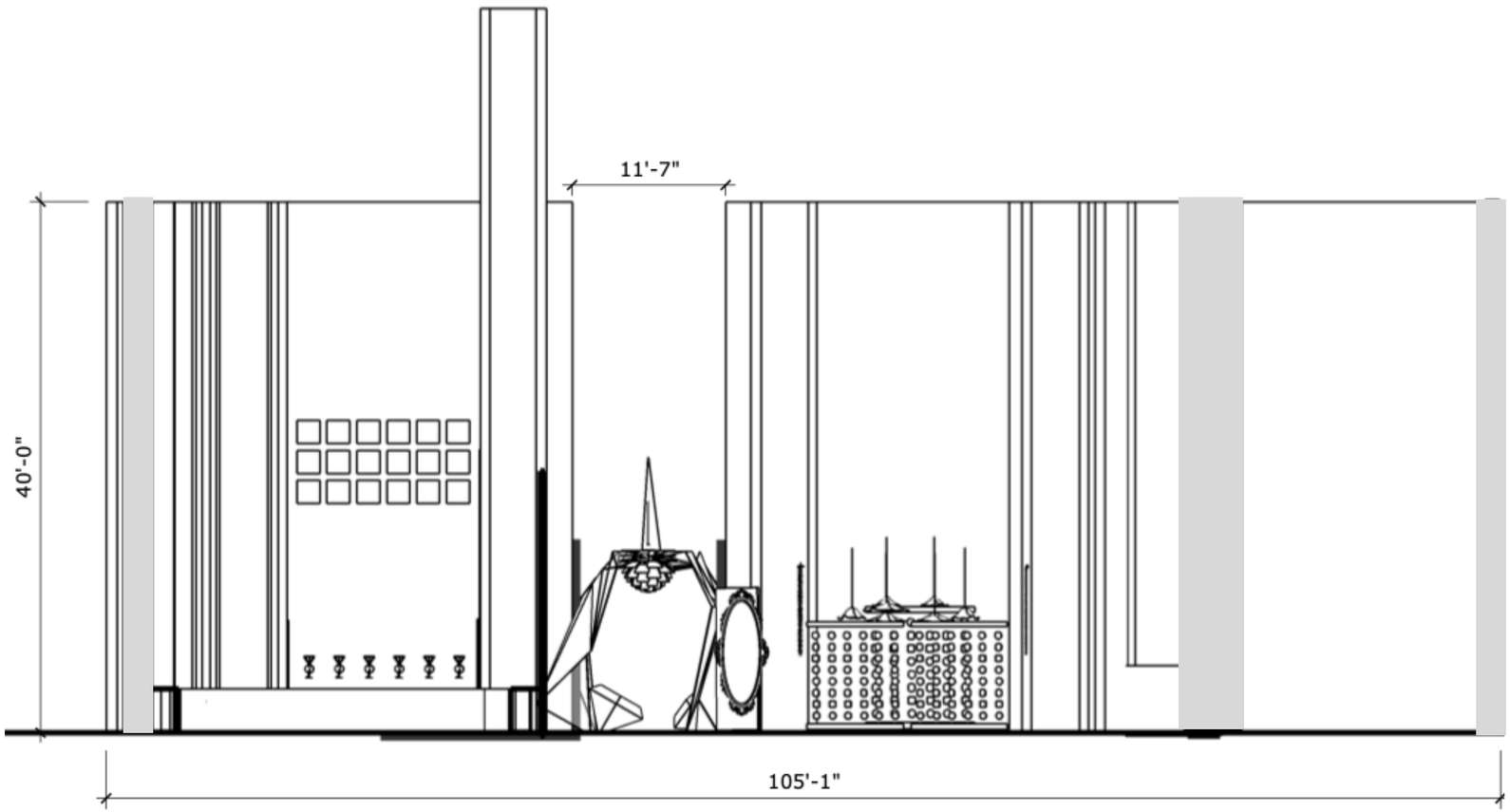
Key Plan:



Drawing Number:
EX.04.05

Scale:
3/32”=1’-0”

Drawing Title:
AV PLAN



1 Overall Section Plan A

3/32”=1’-0”

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Date:

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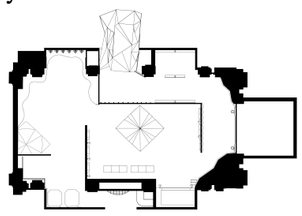
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

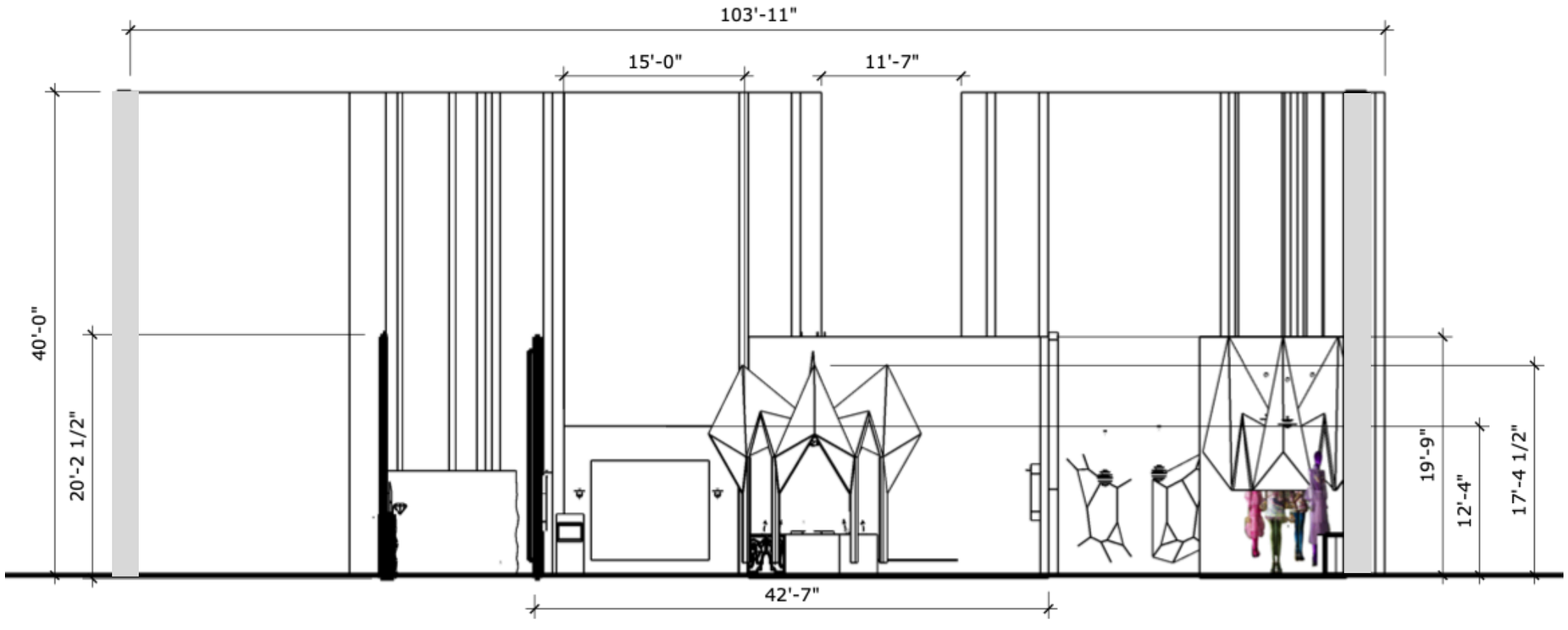
EX.04.06

Scale:

3/32”=1’-0”

Drawing Title:

OVERALL SECTION PLAN A



1 Overall Section Plan B

3/32”=1’-0”

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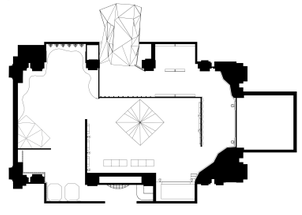
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

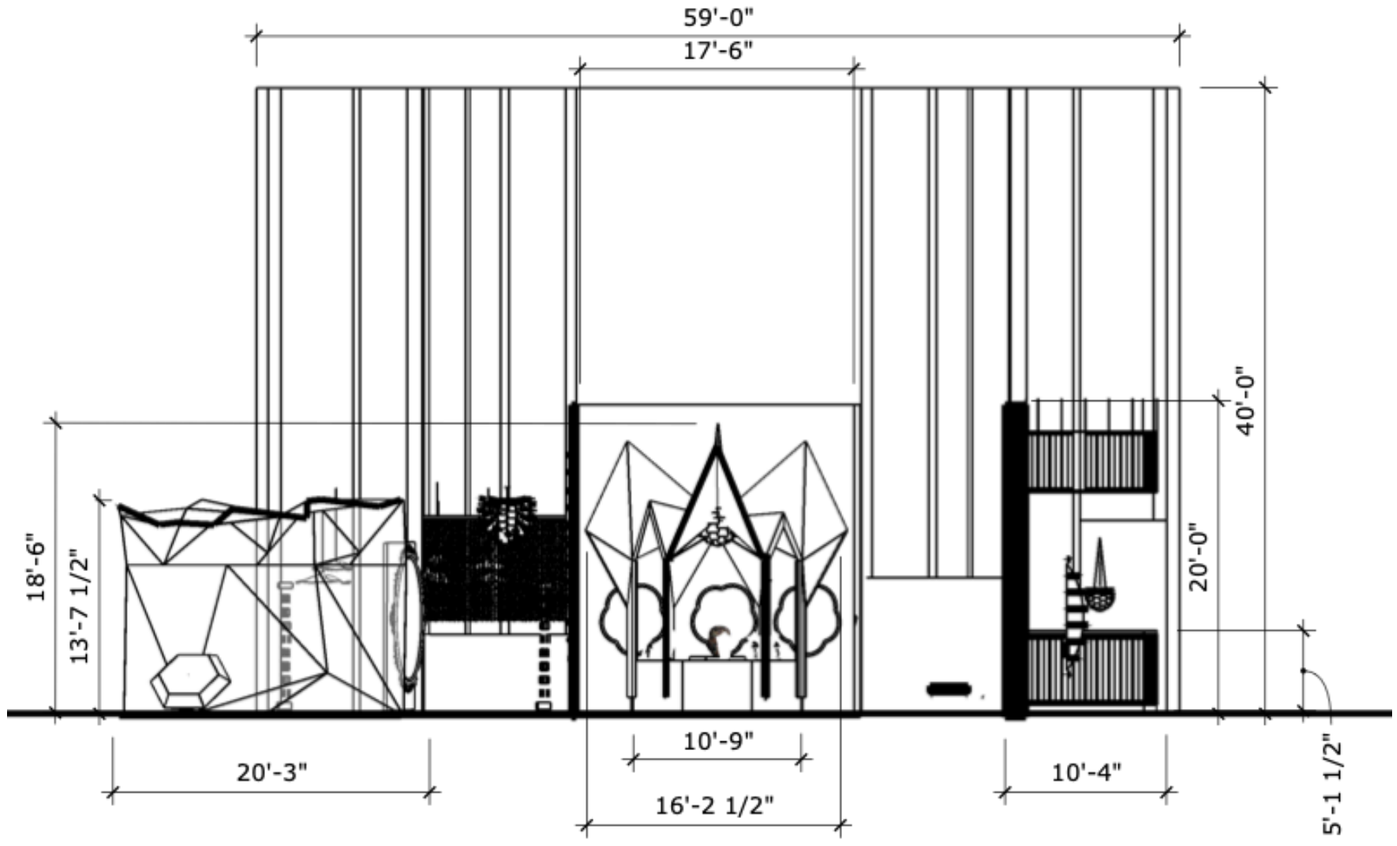
EX.04.07

Scale:

3/32”=1’-0”

Drawing Title:

OVERALL SECTION PLAN B



1 Overall Section Plan C

3/32”=1’-0”

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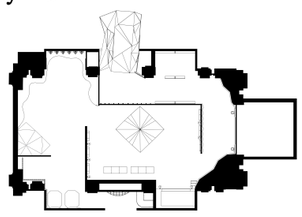
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

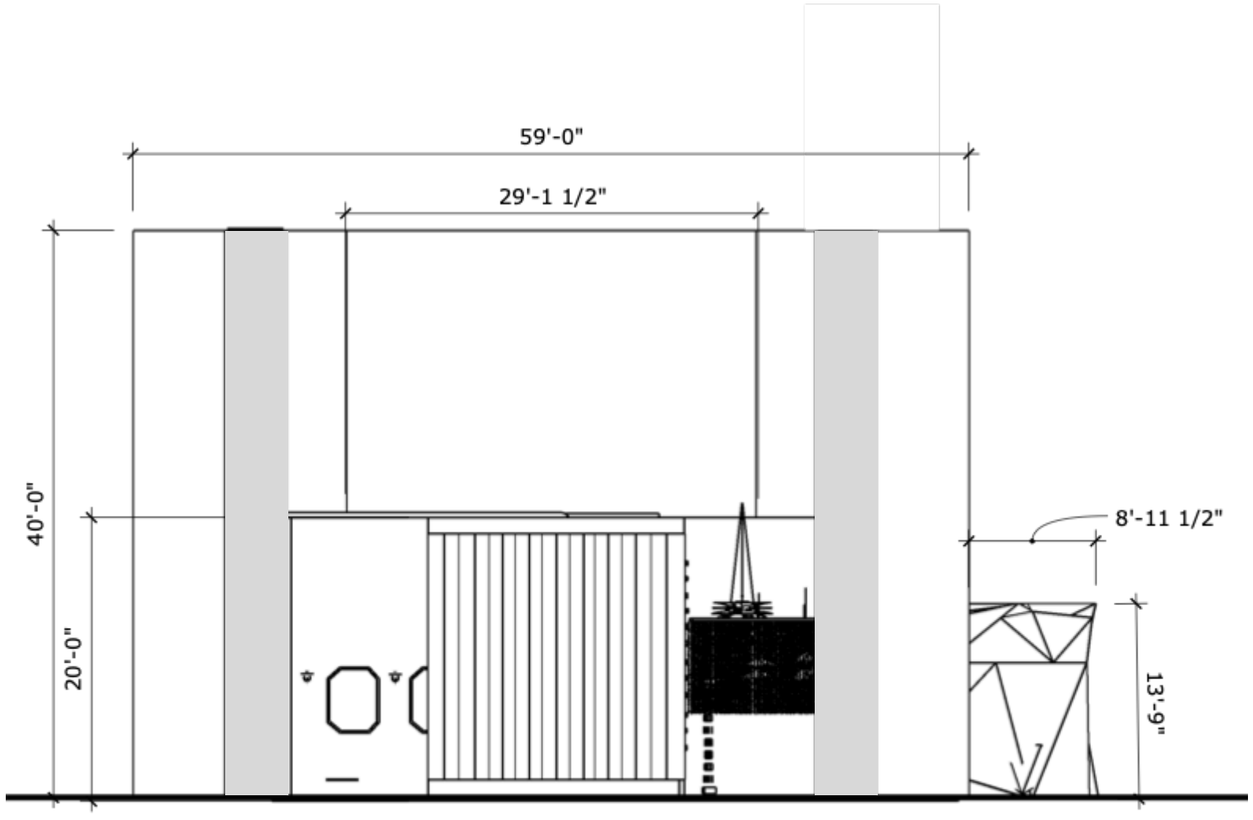
EX.04.08

Scale:

3/32”=1’-0”

Drawing Title:

OVERALL SECTION PLAN C



1 Overall Section Plan D

3/32”=1’-0”

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Date:

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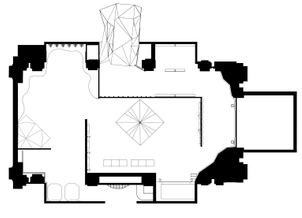
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.04.09

Scale:

3/32”=1’-0”

Drawing Title:

OVERALL SECTION PLAN D

Graphic Elements

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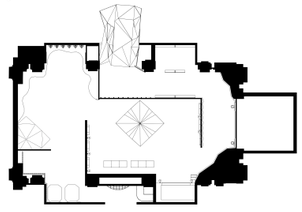
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.05.00

Scale:

NTS

Drawing Title:

GRAPHIC ELEMENTS

VISUAL COMMUNICATION BRIEF



Fashion Institute of Technology

FIT MA Exhibition and Experience Design
Thesis Capstone 2025

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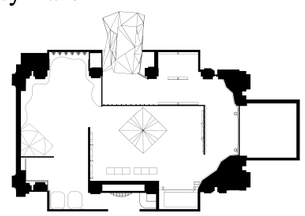
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

Key Plan:



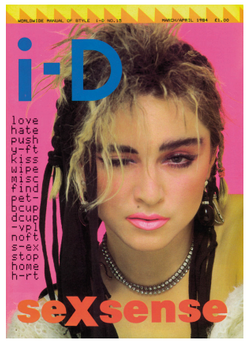
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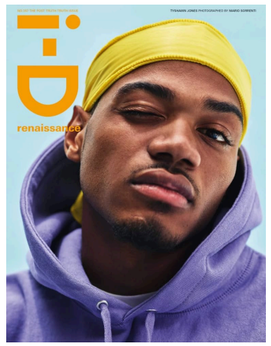
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Drawing Title:
VISUAL COMMUNICATION BRIEF

VISUAL COMMUNICATION BRIEF

i-D & Dazed & DEJAYOU







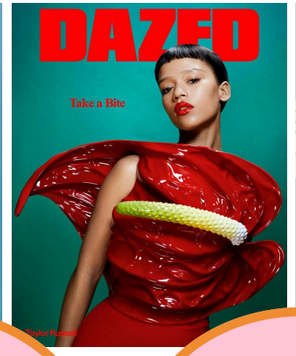


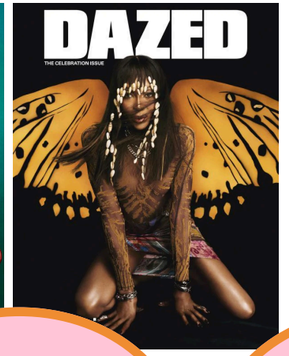




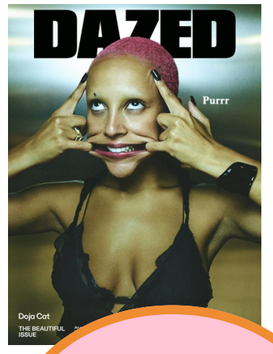












Typography:
Bold, graphic, experimental

Message:
Visually loud, culturally aware, always making a statement.

Photography:
Raw, expressive, celebrates individuality and unconventional beauty

Color:
Bold contrasts, emotional and art-driven rather than decorative.

Tone:
Fun, confident, and rebellious; breaks rules with taste.

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MA Exhibition and Experience Design

Thesis Capstone 2025

PROJECT:

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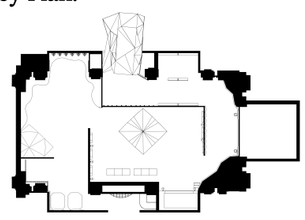
Client:

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Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.05.02

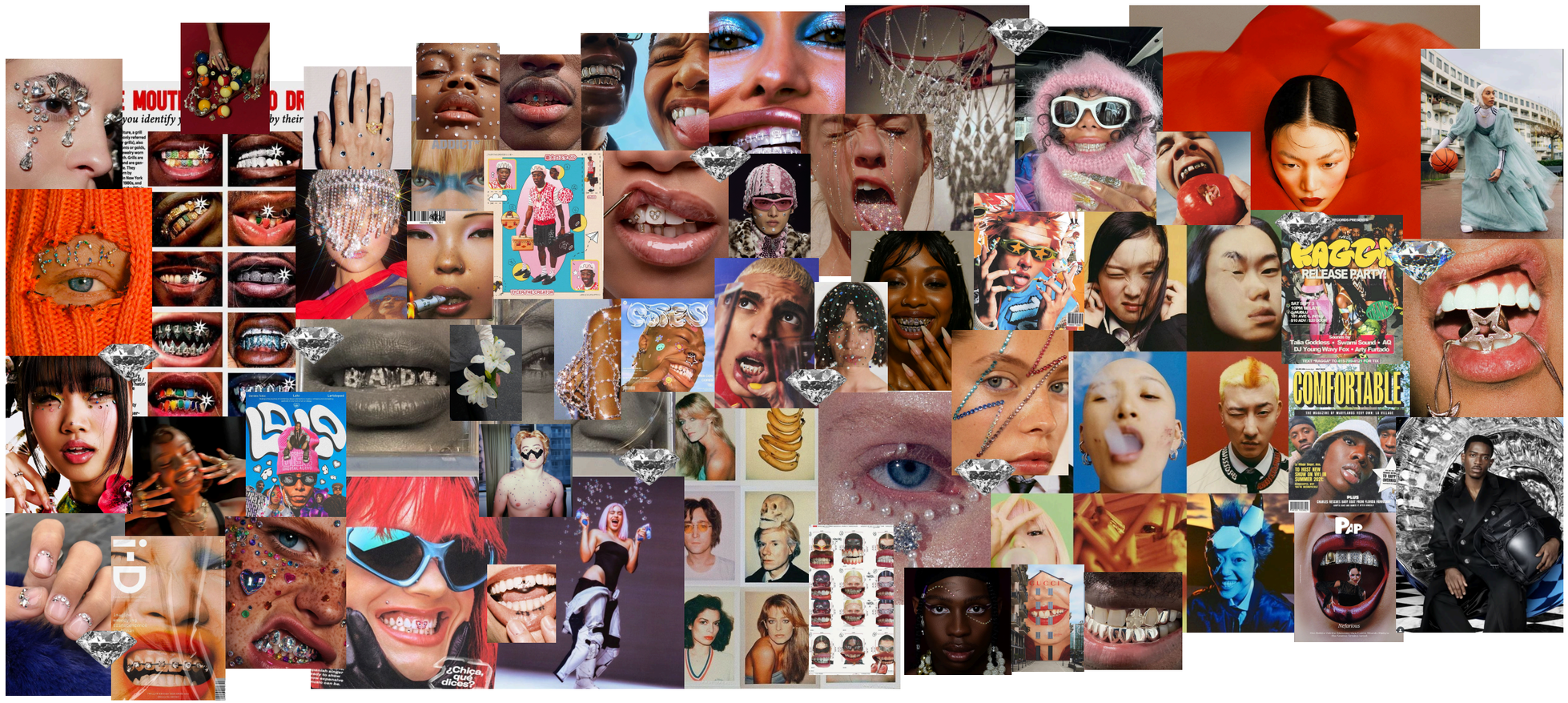
Scale:

NTS

Drawing Title:

VISUAL COMMUNICATION BRIEF

GRAPHIC LOOK AND FEEL



high-impact, eclectic, and unapologetically bold, establishing a fun, redefining maximalist aesthetic.

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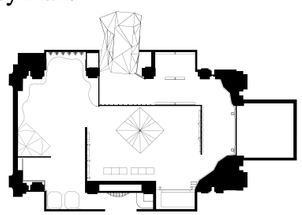
Client:

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Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.05.03

Scale:

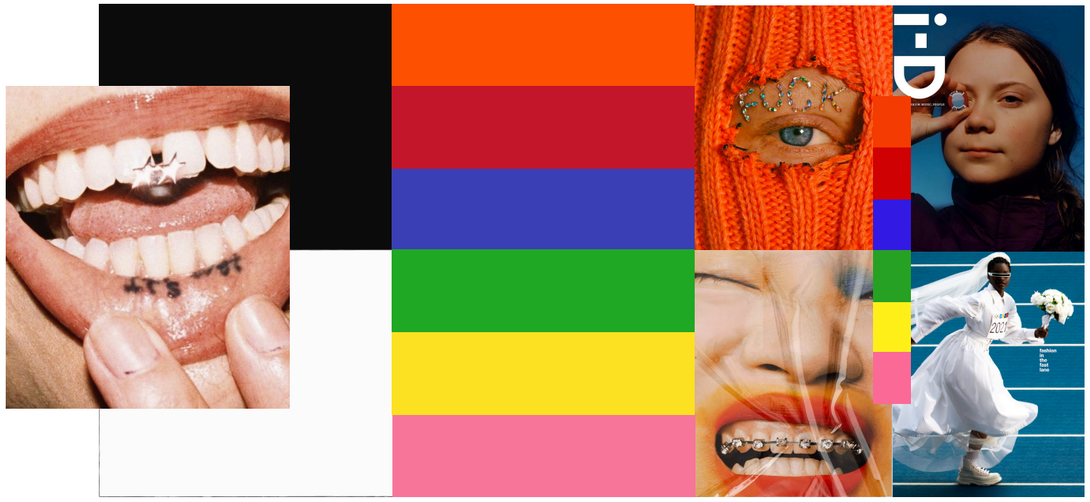
NTS

Drawing Title:

GRAPHIC LOOK AND FEEL

COLOR PALETTE

FoundationBLACK
The **Anchor** / The Moment:
Represents the void, the past, and the confident simplicity required to make a statement. It **allows the bright colors to pop with maximum intensity.**



ORANGE: Loud, unconventional joy.

RED: Passion, fierce self-love.

BLUE: Cool, deep clarity.

GREEN: Lively, unapologetic growth.

YELLOW: Optimism for unique, bright success.

PINK: Intimacy, memory, vibrant connection.

FoundationWHITE
The **Canvas** / The Future:
Represents clarity, the blank slate, and the **space for new memories. It acts as a clean, high-contrast surface against the busy imagery.**

Color Palette/The Emotional Composition
The color palette is saturated, high-contrast, and intentionally disruptive, chosen to be the **emotional backbone** of the exhibition. It **rejects the muted tones of traditional luxury marketing in favor of a new, unconventional, and vibrant idea** that celebrates non-traditional milestones.

PANTONE® 3529 C
PANTONE® 107 C
PANTONE® 2369 C
PANTONE® Orange 021 C
PANTONE® 186 C
PANTONE® 190 C

PANTONE SOLID COATED

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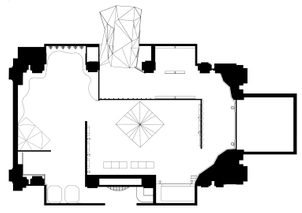
Designer:
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Date:
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Client:
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Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.05.04

Scale:
NTS

Drawing Title:
COLOR PALETTE

TYPOGRAPHY

Array Bold

DEJA YOU

Presented in a **pixelated, color-flexible** Array Bold font to serve as a **high-visibility graphic logo** and **way-finding** element, boldly integrating the brand's digital aesthetic with the **elegant** tessellation of a diamond's sparkle throughout the entire space.

Black Hans San Regular

MAKING a STATEMENT

The **bold, clear** Black Han Sans font and is constrained to the same visual length as the main header to create a **structurally** imposing and visually balanced design that reinforces its **declarative** brand message.

Exposure Regular

DEJAYOU invites you to define your own rituals of celebration. This exhibition reimagines diamonds and fragrances as your personal time capsule transporting you back to the moments that made you.

Using the **fluid**, **modern** serif Exposure font to provide a **moment of calmness and intimacy** that **elegantly** reinforces the **abstract** themes of stone, scent and memory

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MA Exhibition and Experience Design

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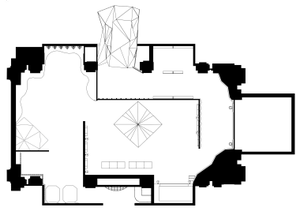
Designer:
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Byredo

Venue:
Hall Des Lumieres

Key Plan:



Drawing Number:
EX.05.05

Scale:
NTS

Drawing Title:
TYPOGRAPHY

LOGO

The logo for "DÉJÀ YOU" is designed to be bold, fun, confident and **instantly recognizable**, while incorporating a subtle layer of digital **texture** that ties directly into the exhibition's theme of memory.



The 8-bit pixelated diamond is the core visual of the “DÉJÀ YOU” exhibition, **symbolizing how identity and memory are composed of many small, interconnected parts**.

Its **modular** design links directly to the logo, allowing for both **minimalist and expressive variations**.

When **personalized with visitors’ images, it transforms into a collective “diamond of memories**,” embodying the exhibition’s theme that meaning comes from personal experience.



Black Han Sans, gives the “DÉJÀ YOU” identity a **bold, confident, and contemporary voice.**

Its heavy, wide form **commands attention** while maintaining a **clean, sophisticated aesthetic.**

The two **accent squares** above the ‘É’ and the final ‘U’ function as **dynamic, interchangeable windows that echo the pixelated diamond motif**, allowing the logo to **adapt visually while reinforcing the exhibition’s themes of memory, identity, and transformation**.

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MA Exhibition and Experience Design

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DÉJÀ YOU

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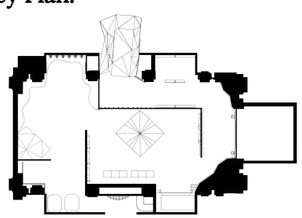
Designer:
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Date:
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Byredo

Venue:
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Key Plan:



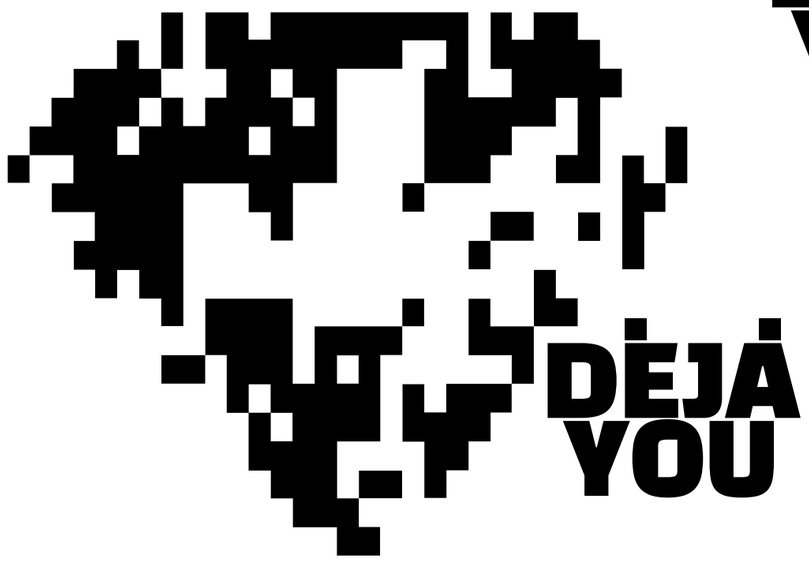
Drawing Number:
EX.05.06

Scale:
NTS

Drawing Title:
EXHIBITION LOGO

VISUAL IDENTITY SYSTEM

Final Logo



Variations



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MA Exhibition and Experience Design

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DÉJÀ YOU

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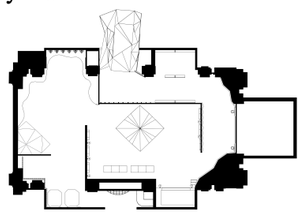
Designer:
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Date:
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Hall Des Lumieres

Key Plan:

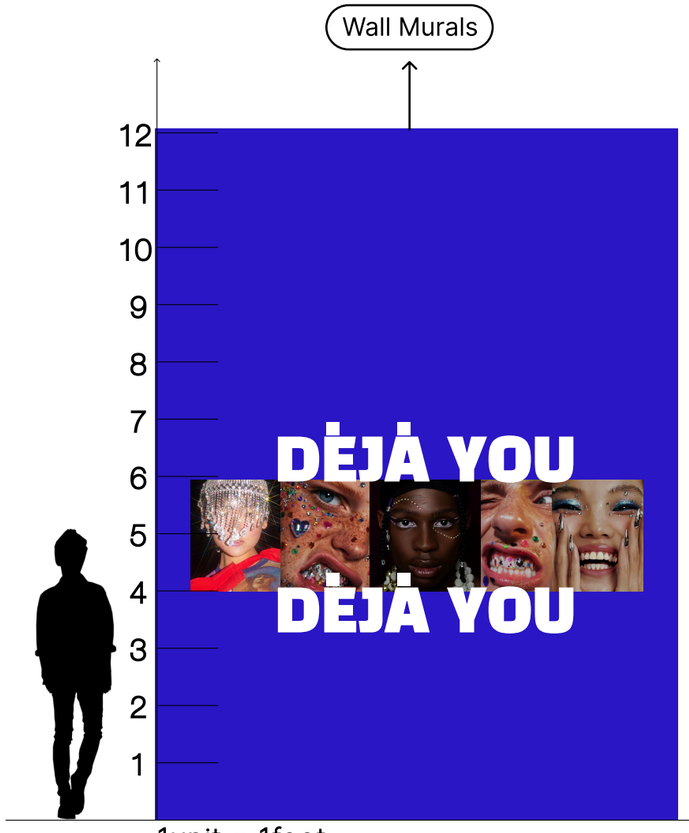


Drawing Number:
EX.05.07

Scale:
NTS

Drawing Title:
VISUAL IDENTITY SYSTEM

EXHIBITION GRAPHIC FAMILY









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MA Exhibition and Experience Design

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DÉJÀ YOU

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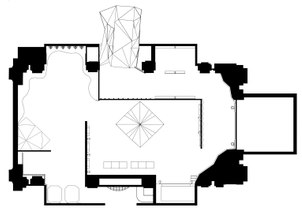
Designer:
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Date:
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Byredo

Venue:
Hall Des Lumieres

Key Plan:

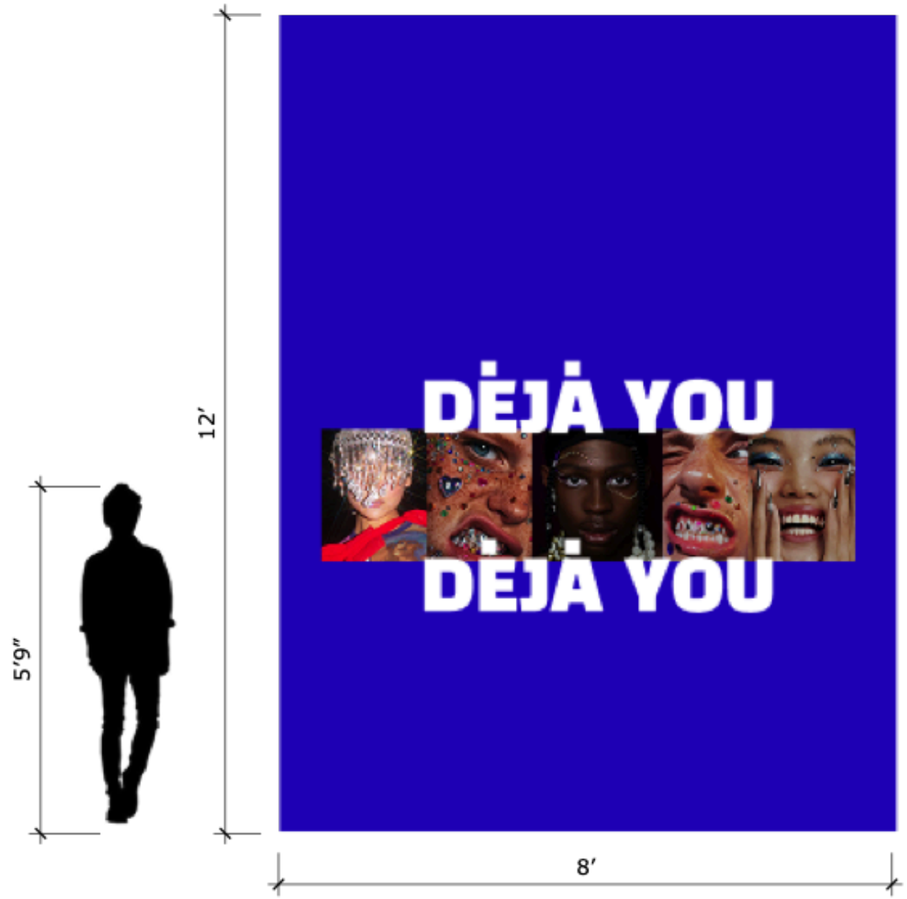


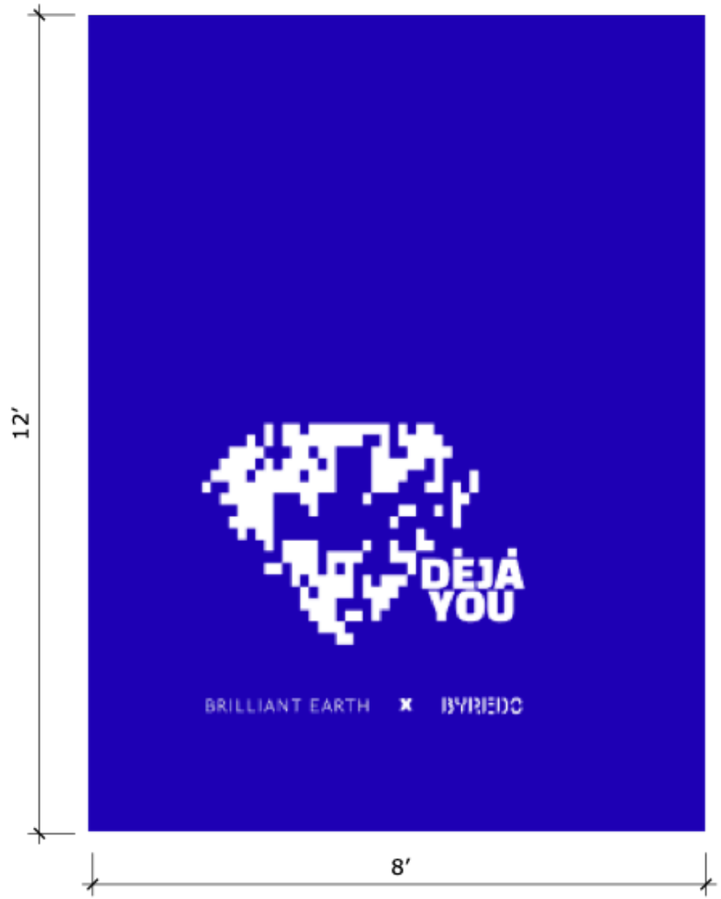
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Scale:
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Drawing Title:
EXHIBITION GRAPHIC FAMILY

GRAPHIC ELEVATION





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Date:

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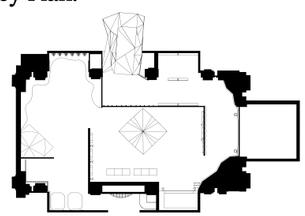
Client:

Brilliant Earth
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Venue:

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Key Plan:



Drawing Number:

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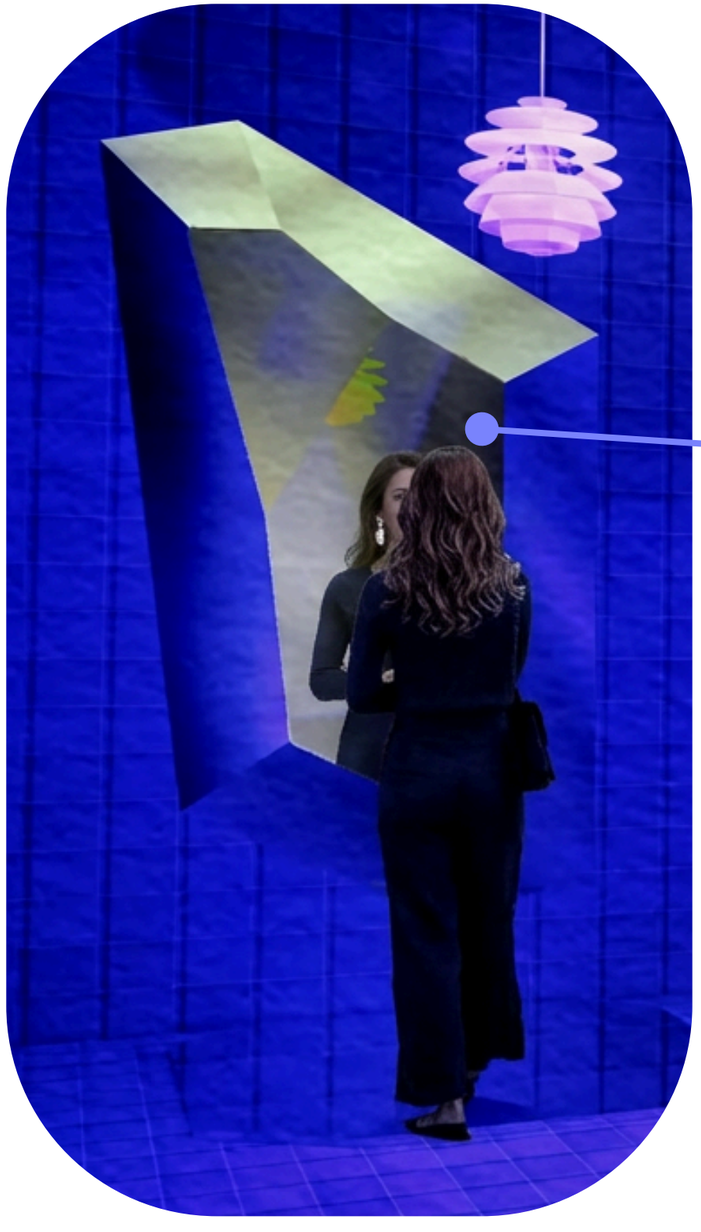
Scale:

NTS

Drawing Title:

EXHIBITION GRAPHIC ELEVATION

ART DIRECTION FOR DIGITAL ELEMENTS





Visitors arrive at the last activity where the diamond installations allow them to virtually try on different jewelry items from the 6 unconventional milestone collection. There are prompts to help visitors translate their personal values or achievements into product recommendations. This ensures their final choice is deeply meaningful and perfectly aligned with their intention.

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DEJA YOU

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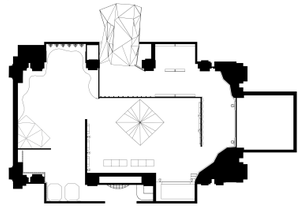
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

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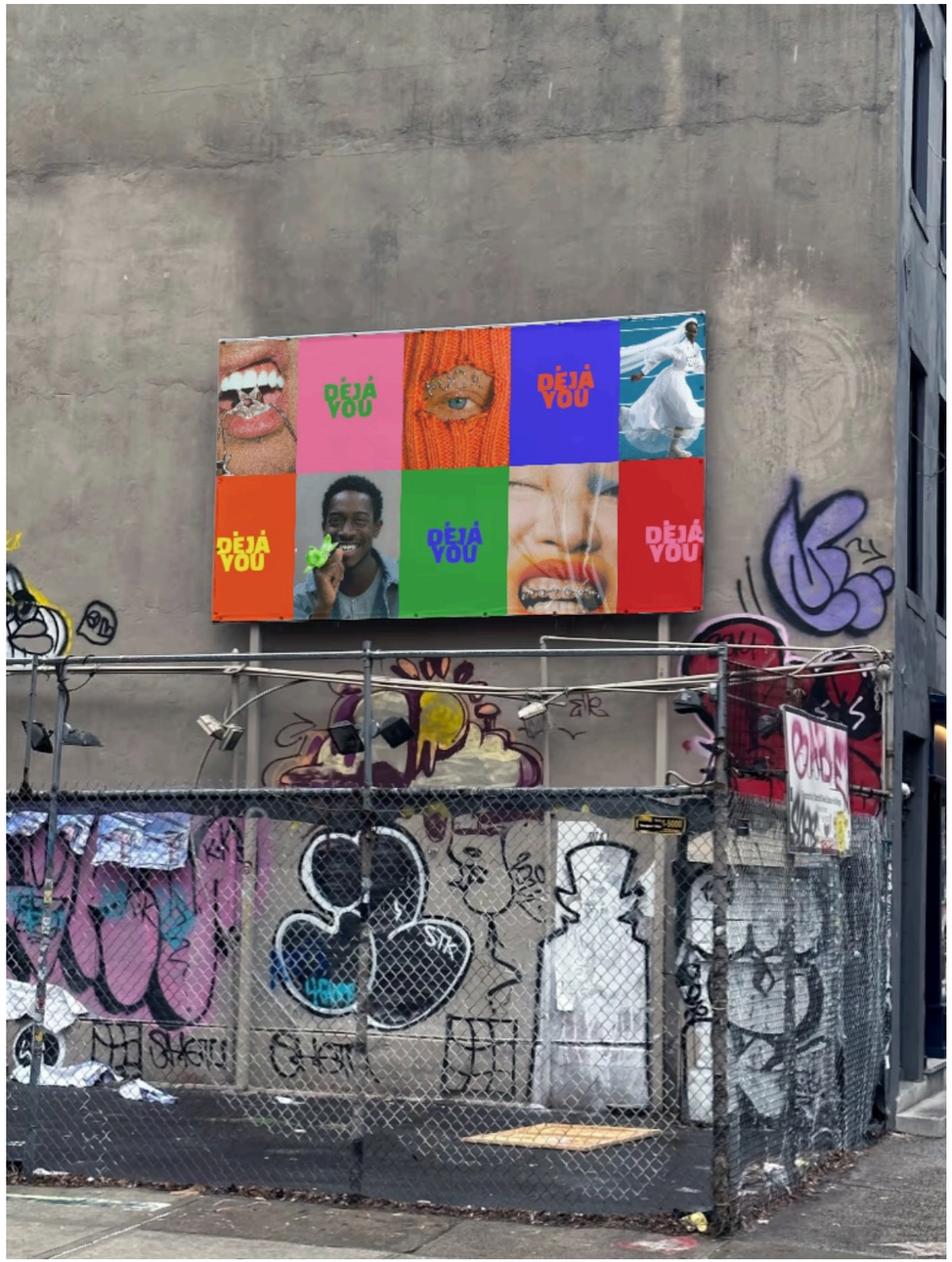
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Drawing Title:

ART DIRECTION FOR DIGITAL ELEMENTS

EXHIBITION POSTER





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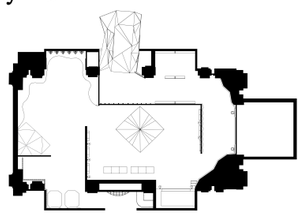
Client:

Brilliant Earth
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Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.05.11

Scale:

NTS

Drawing Title:

EXHIBITION POSTER

COLLATERALS



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MA Exhibition and Experience Design

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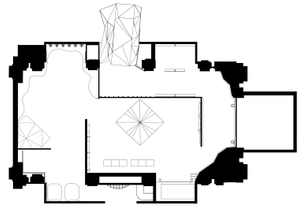
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.05.12

Scale:

NTS

Drawing Title:

COLLATERALS

Exhibit Area Details

Your Authentic Ingredients

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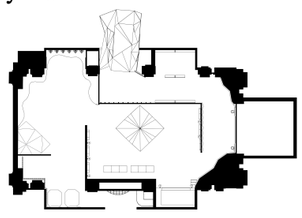
Client:

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Venue:

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Key Plan:



Drawing Number:

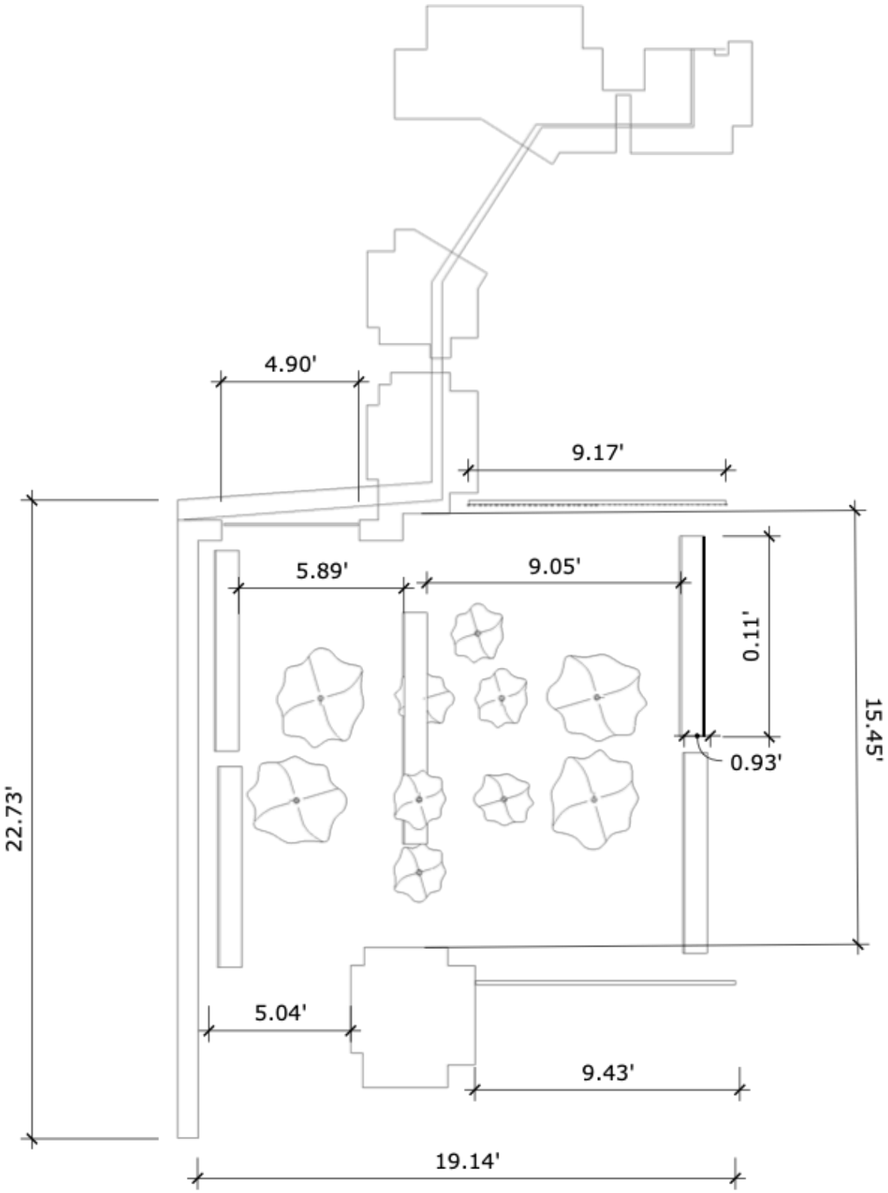
EX.06.00

Scale:

NTS

Drawing Title:

EXHIBIT AREA DETAILS
YOUR AUTHENTIC INGREDIENTS



1 Dimension Plan

3/16”=1’-0”

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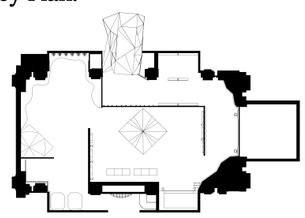
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Drawing Number:

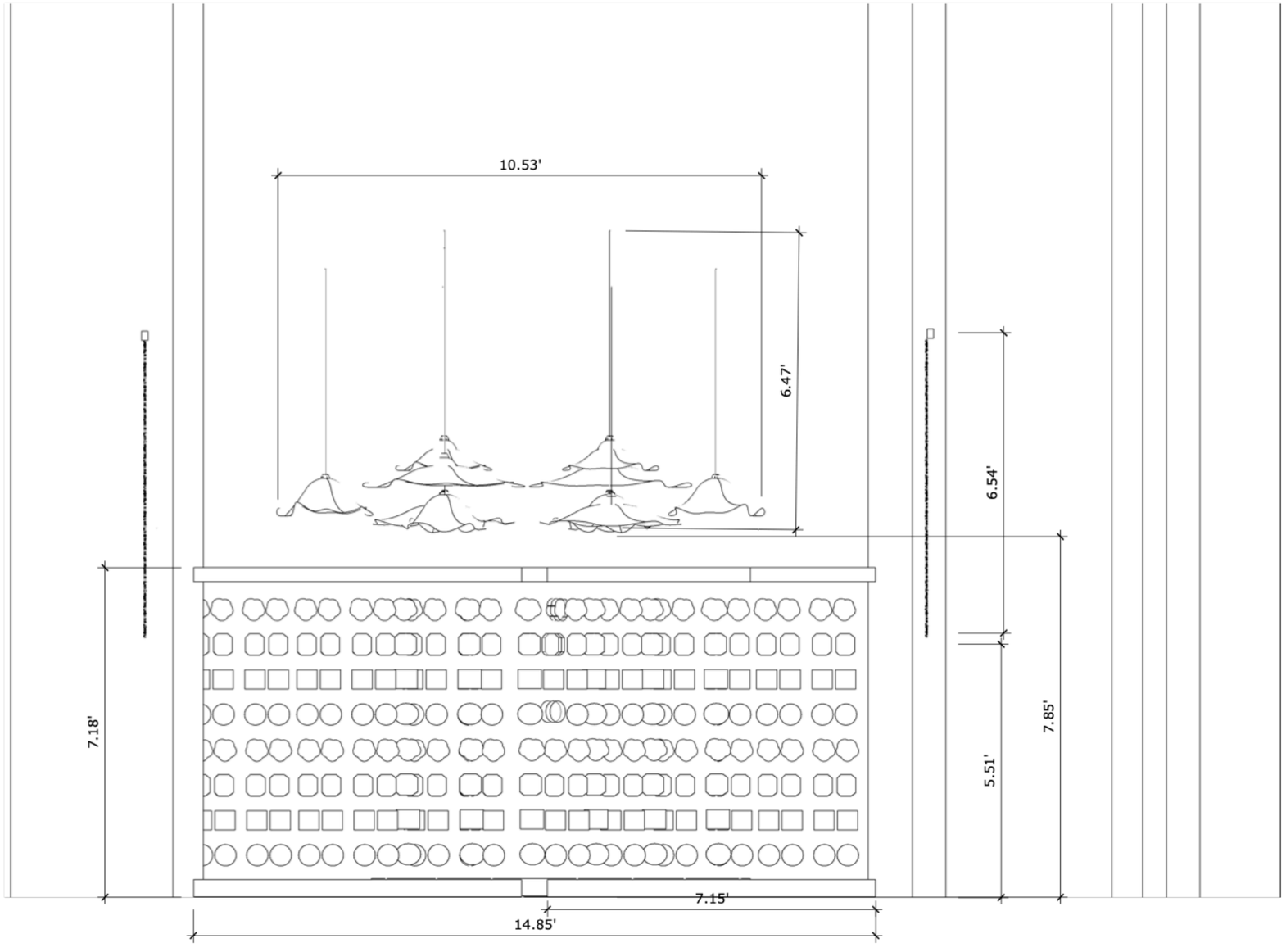
EX.06.01

Scale:

3/16”=1’-0”

Drawing Title:

DIMENSION PLAN



1 Section Plan A

1/4" = 1'-0"

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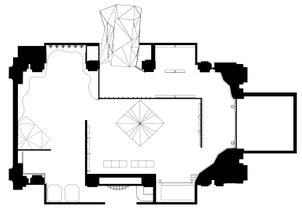
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Drawing Number:

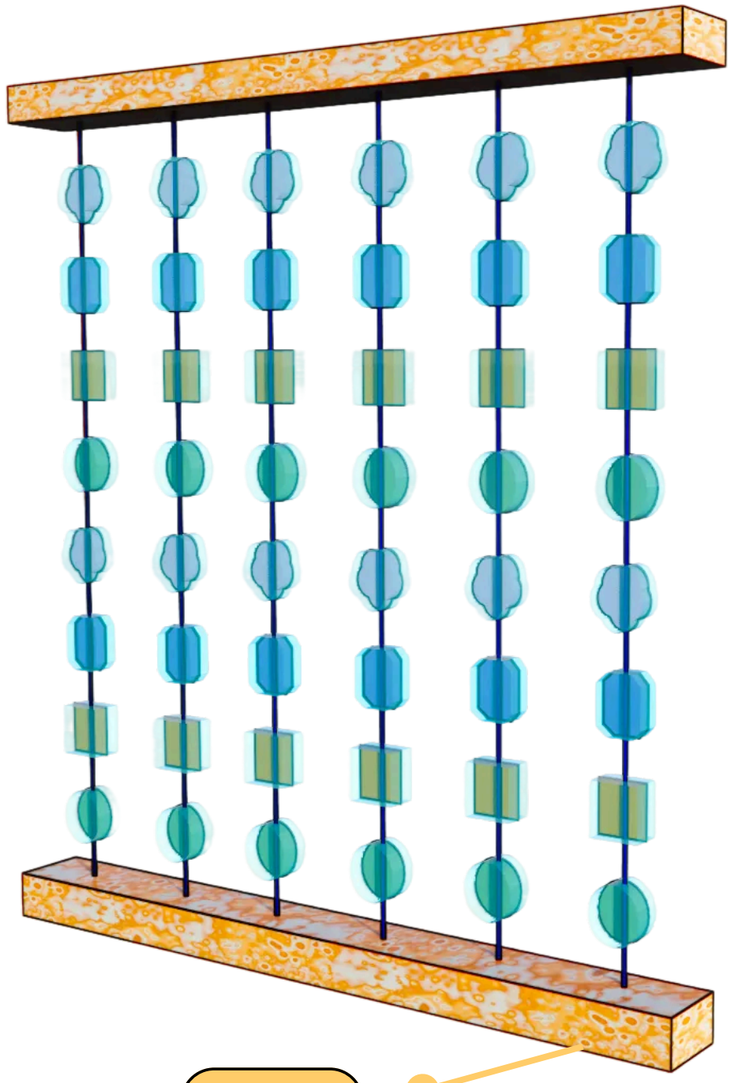
EX.06.02

Scale:

1/4" = 1'-0"

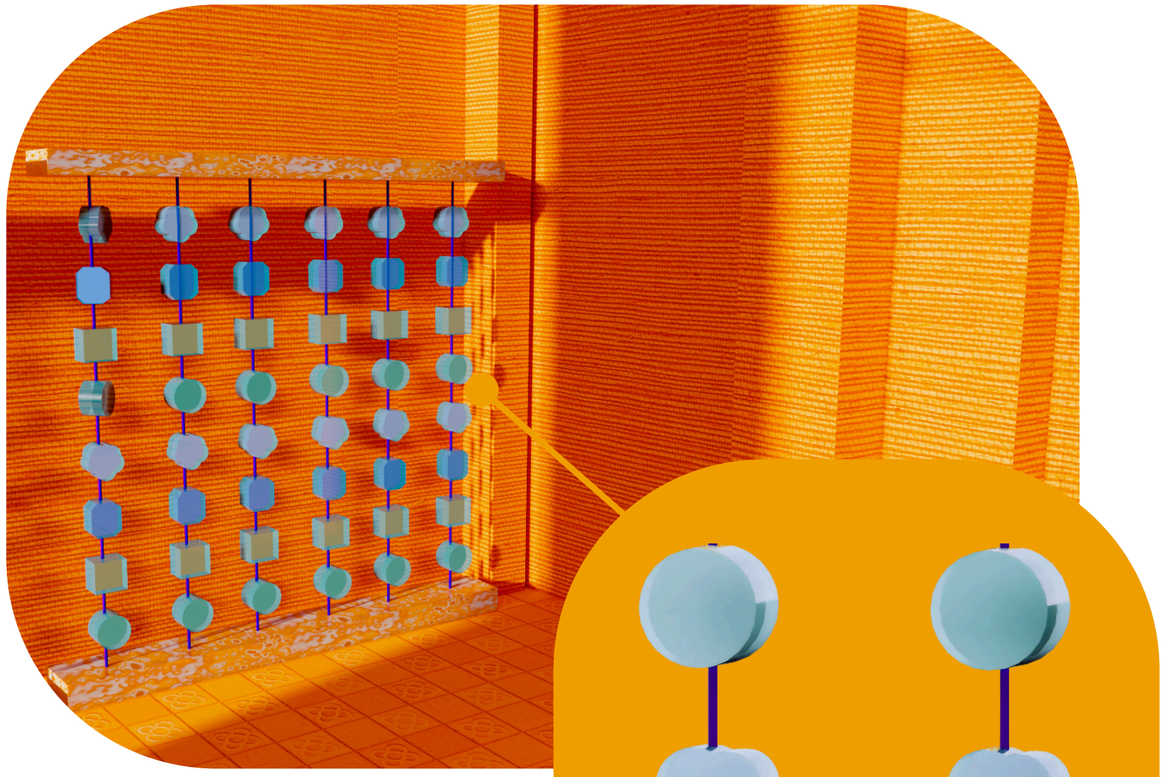
Drawing Title:

SECTION PLAN A



02A.M03

Spray Painted 3”
Plywood Structure

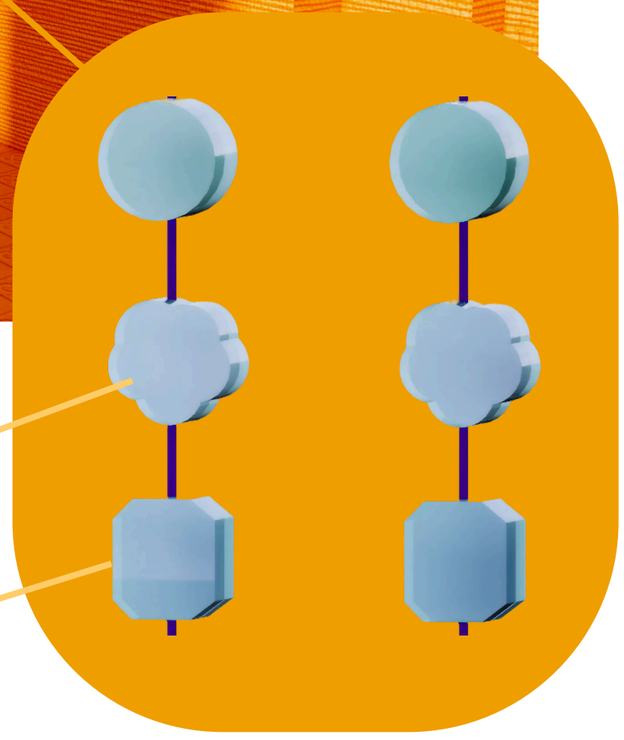


02A.G01-70

Cut Vinyl Applied To
Back Of Acrylic Case

02A.M02

1 Inch Colored Acrylic
Box Custom Shape



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Designer:

Mira Pan Pan Lin

Date:

December 12, 2025

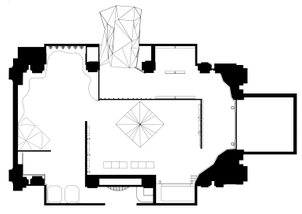
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

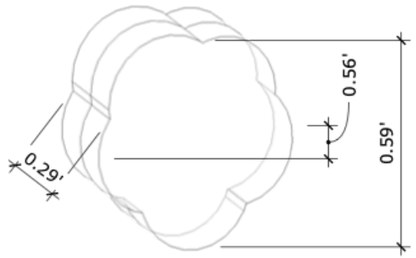
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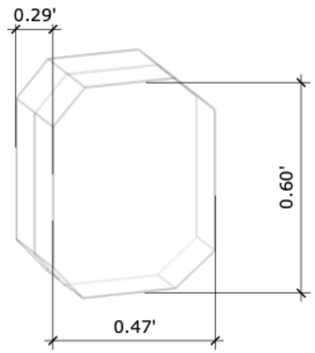
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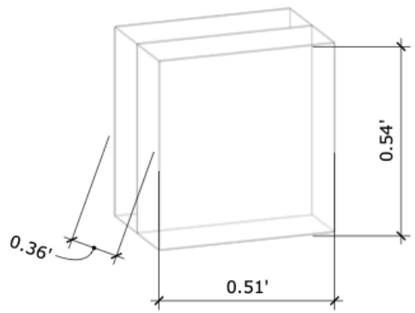
NTS

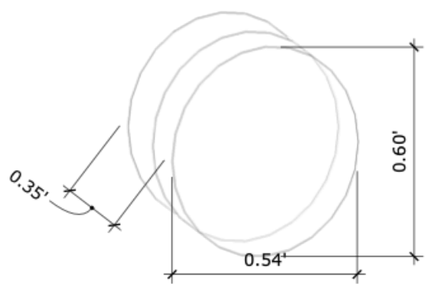
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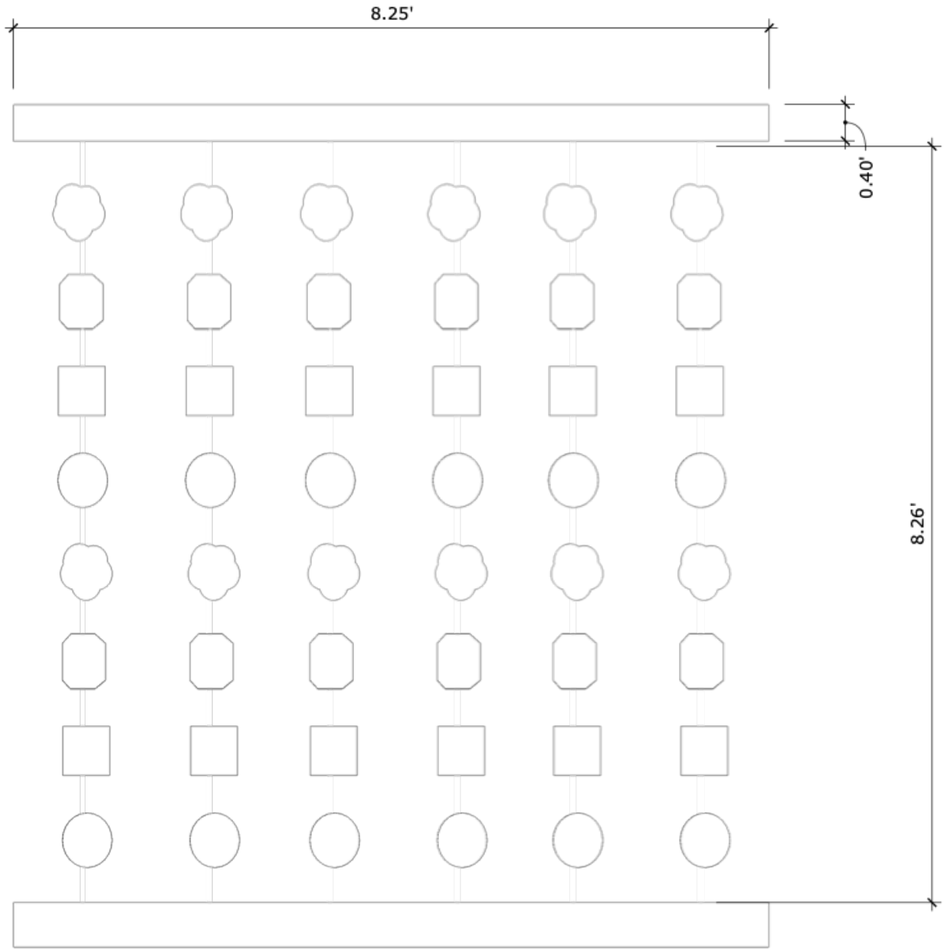
DETAIL A











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Designer:

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Date:

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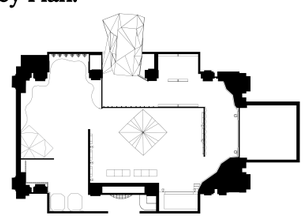
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.06.04

Scale:

NTS

Drawing Title:

DETAIL B

Exhibit Area Details

Controlled Deja Vu

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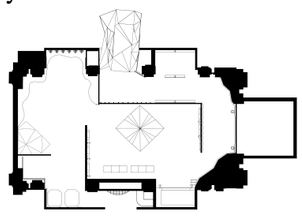
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

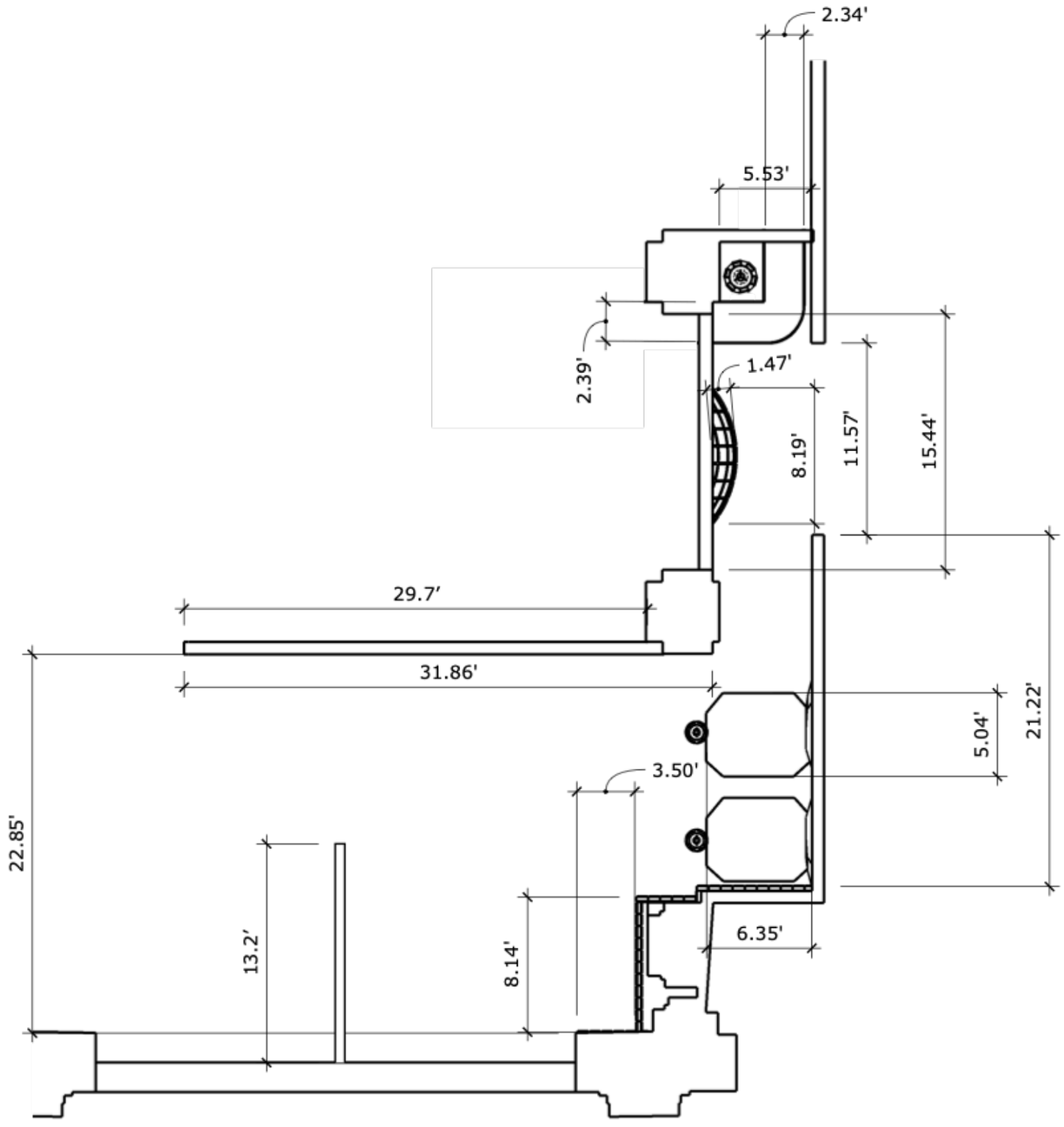
EX.07.00

Scale:

NTS

Drawing Title:

EXHIBIT AREA DETAILS
CONTROLLED DEJA VU



1 Dimension Plan

1/8" = 1'-0"

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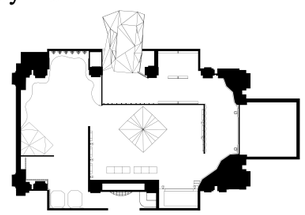
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

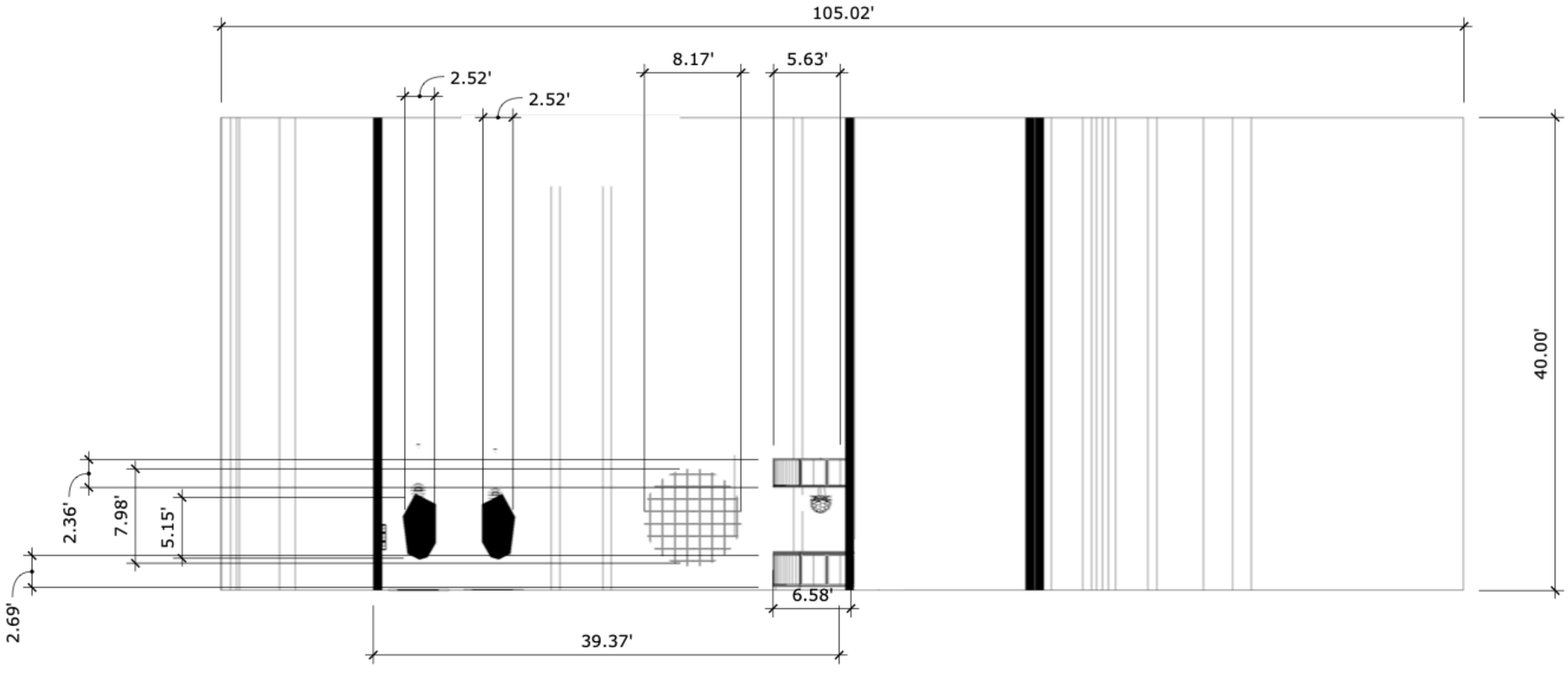
Key Plan:



Drawing Number:
EX.07.01

Scale:
1/8" = 1'-0"

Drawing Title:
DIMENSION PLAN



1 Section Plan A

3/32" = 1'-0"

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Designer:

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Date:

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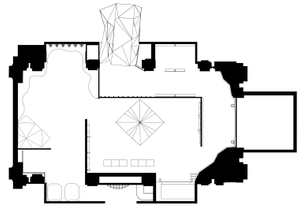
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

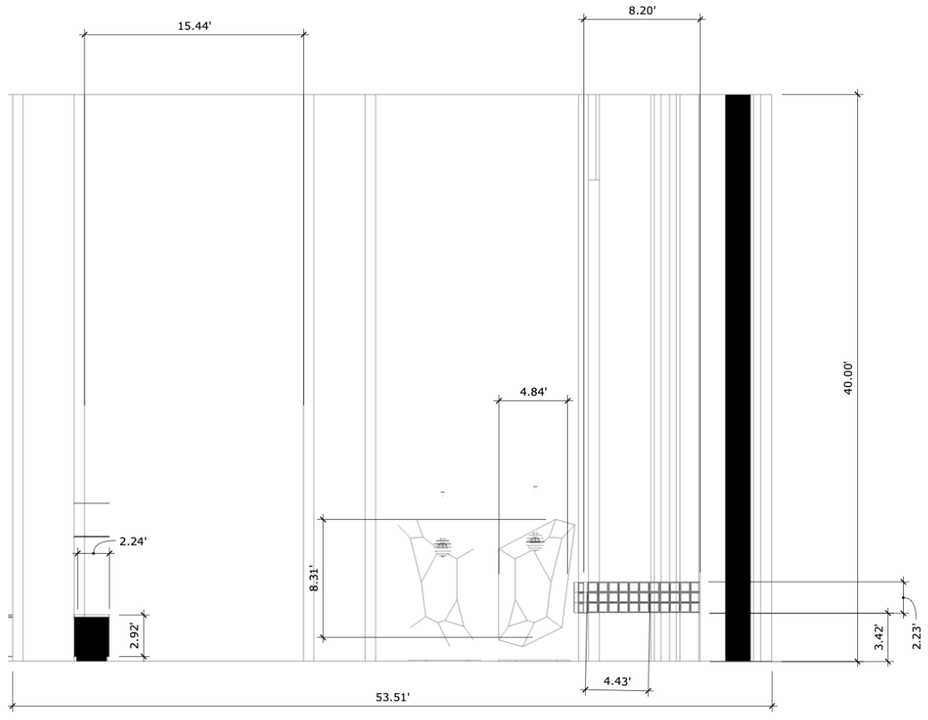
EX.07.02

Scale:

3/32" = 1'-0"

Drawing Title:

SECTION PLAN A



1 Section Plan B

3/32" = 1'-0"

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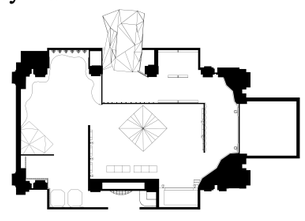
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.07.03

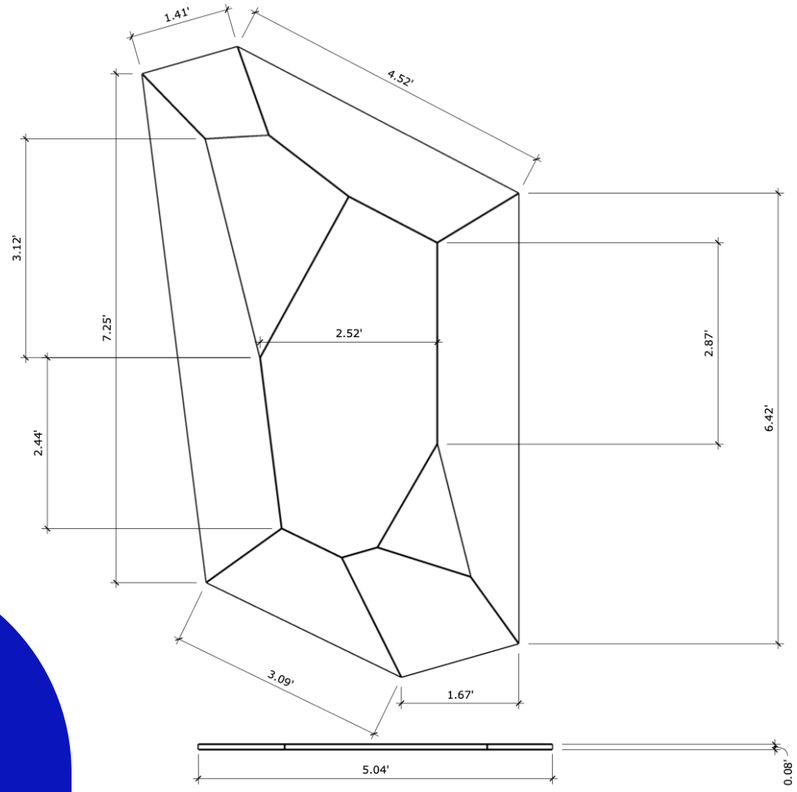
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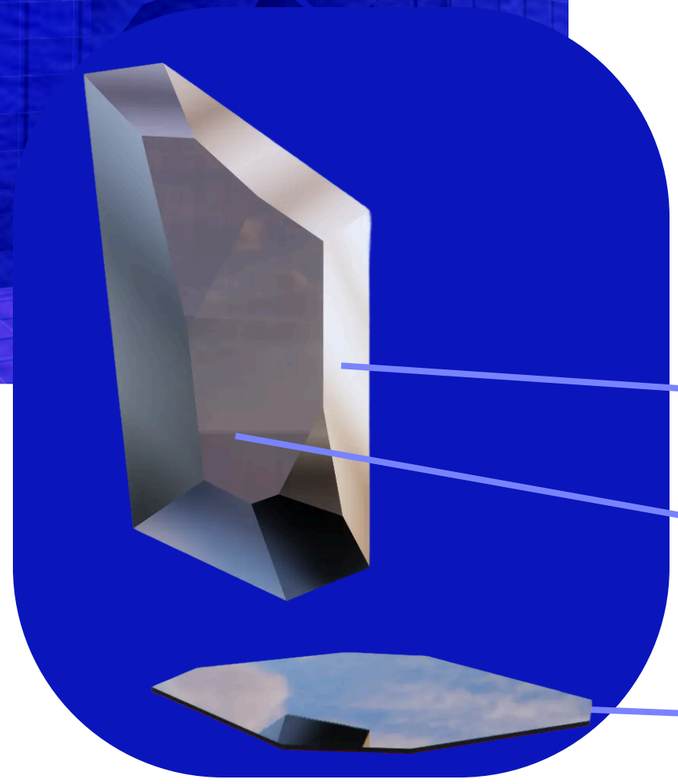
3/32" = 1'-0"

Drawing Title:

SECTION PLAN B







08A.M02 Custom CNC Cut Aluminium

08A.AV01 Interactive Touch Screen

08A.M02 Custom CNC Cut Aluminium

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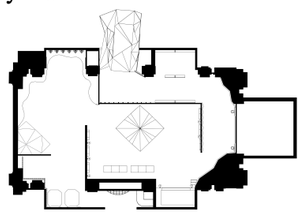
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

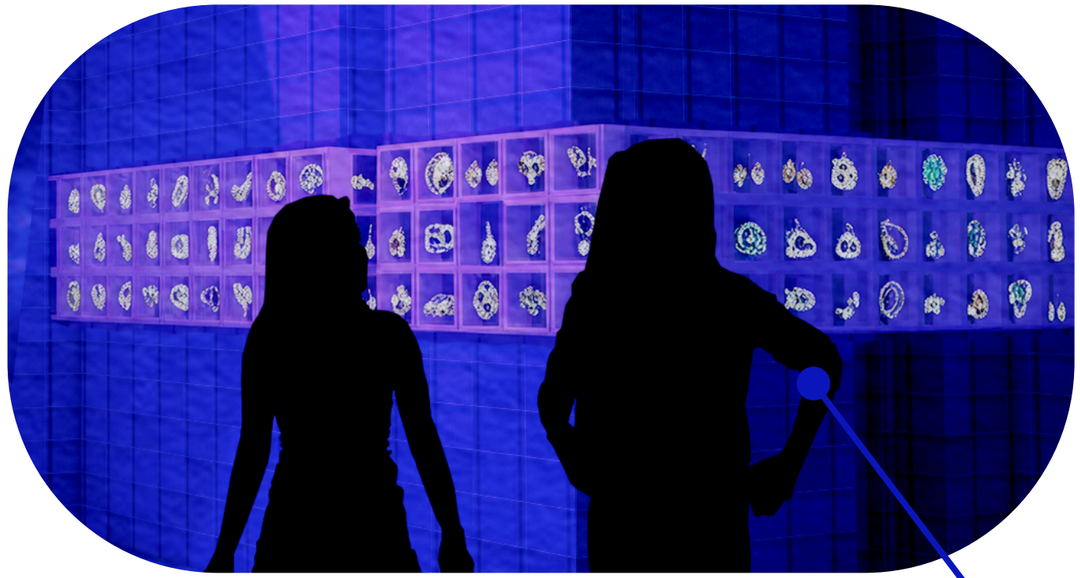
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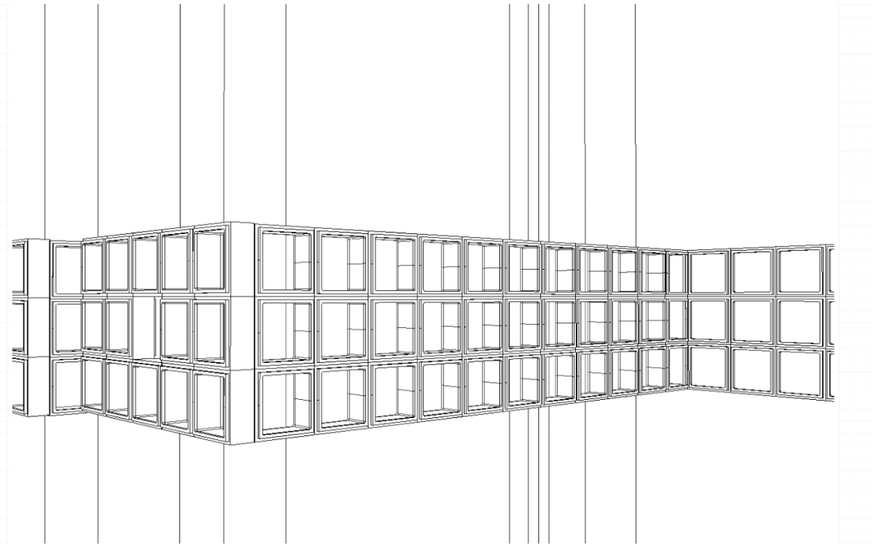
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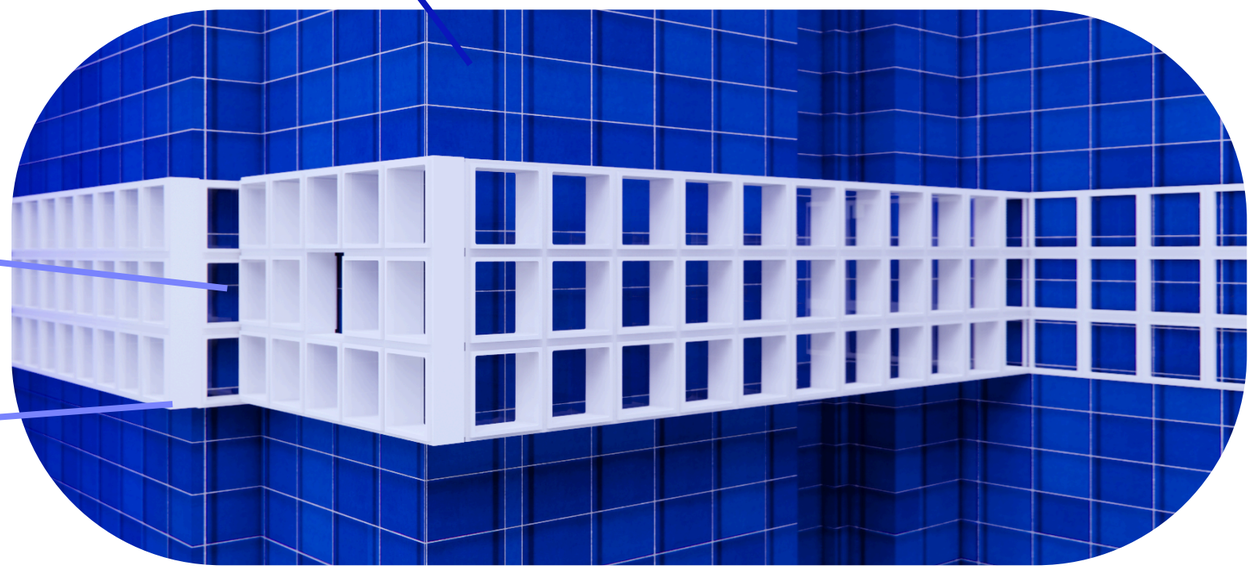
NTS

Drawing Title:

DETAIL A







Museum Clarity
Acrylic (PMMA)
08A.M04

3” CNC Cut
Plywood Structure
08A.M03

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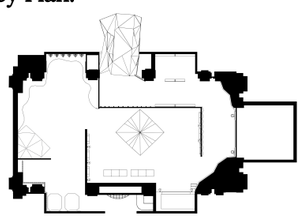
Designer:
Mira Pan Pan Lin

Date:
December 12, 2025

Client:
Brilliant Earth
Byredo

Venue:
Hall Des Lumieres

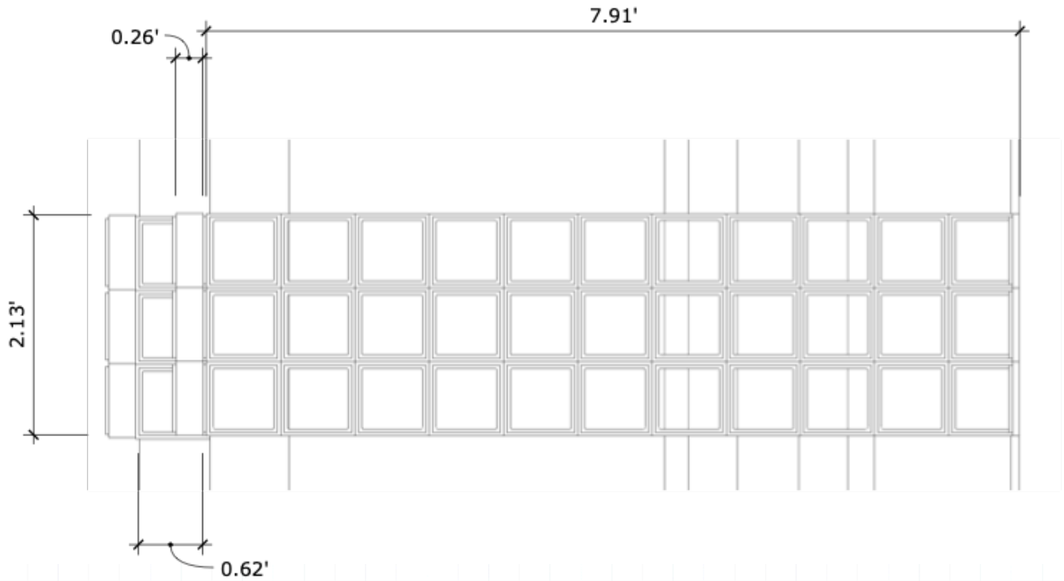
Key Plan:



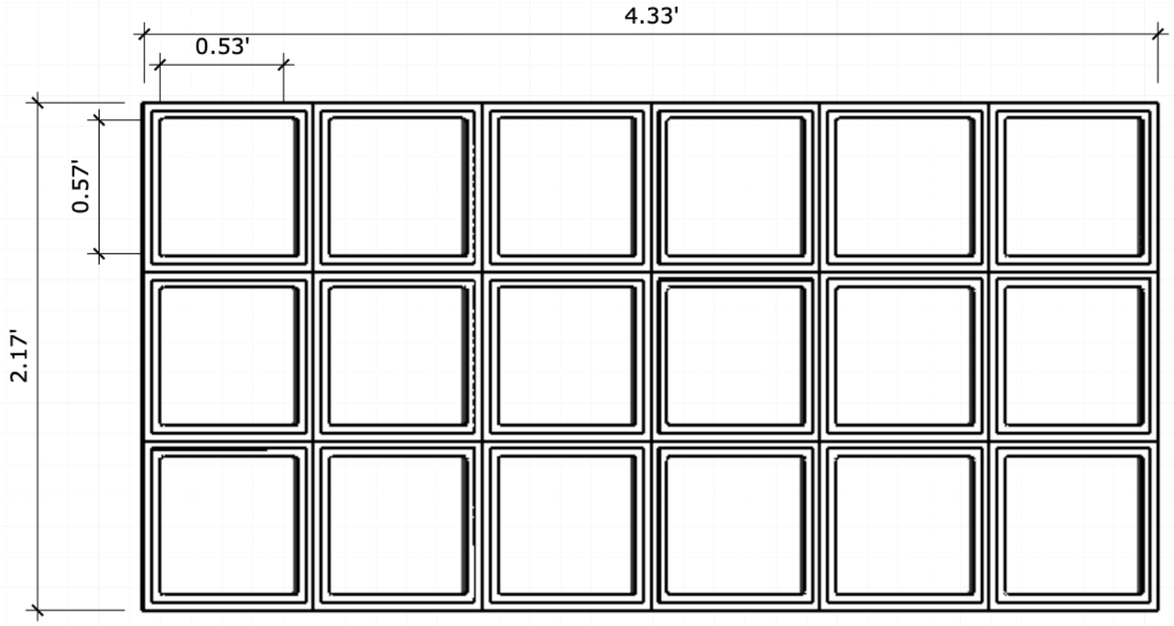
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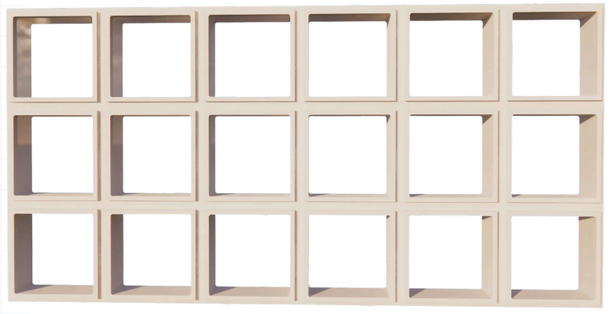
Scale:
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Drawing Title:
DETAIL B









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Thesis Capstone 2025

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Designer:

Mira Pan Pan Lin

Date:

December 12, 2025

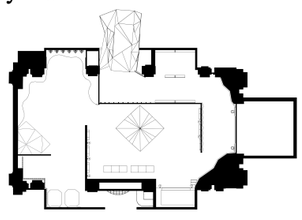
Client:

Brilliant Earth
Byredo

Venue:

Hall Des Lumieres

Key Plan:



Drawing Number:

EX.07.06

Scale:

NTS

Drawing Title:

DETAIL C