



ADRIAN OLEG CONSTANTYN

EXPERIENTIAL GRAPHIC DESIGNER & SIGNAGE DESIGNER | PROJECTS | 2015 - 2019

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WHAT IS EXPERIENTIAL DESIGN?

An Introduction

Experiential Design is a multi-faceted field that combines several disciplines to create rich environments and experiences.

Successful Experiential Design combines the elements of spatial planning, narrative scripting, visual interpretation, media development, and lighting and sound design to create dynamic and often immersive interior spaces and exterior sites that convey complex themes, powerful ideas, or history-altering events in identifiable and relatable ways for contemporary audiences.

The role of an Experiential Graphic Designer is to work in tandem with exhibit designers to transform words on a page into visual experiences that put narratives into context using a variety of elements. Techniques may be as simple as didactic text on a panel, move up to the complexity of informational graphic or map, or graduate to a mechanical or digital interactive experience like a multi-player game.

Experiential Graphic Designers work in space with a variety of materials, finishes, and techniques, considering carefully how visitors will approach an environment and interact with their surroundings. Hierarchies of information are developed, graphic styles and treatments are researched, and materials are selected to convey a mood, sense of place, or time period. Experiential Graphic Designers work in three dimensions and must consider multiple aspects of a space to achieve a holistic experience, from the surrounding walls and structures, to floors, to lighting and sound, and even effects of nature such as shadows or angles of view. In most if not all cases, they must also comply with ADA requirements for type size, contrast, and distance from the floor and obstructions that may impede access.

Experiential Graphic Designers—as in my case—can also be responsible for developing, concepting, and producing identification, wayfinding, and code signage for both exterior and interior use, moving them closer to Environmental Design. This requires a thorough understanding of the architecture and construction of a building and also its site to determine visitor needs, plan locations, and quantify the types of signage functions, such as decision-making points. It also requires an understanding of state, regional, and local codes and ordinances to work within any restrictions imposed by these.

A NOTE ON THE CONTENTS

The Legal Stuff

All work presented in this document was performed as an employee of Gallagher & Associates.

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Likewise, parts of images contain work executed by others such as Gallagher & Associates staff, vendors, design & fabrication partners, media & A/V specialists, or independent contractors. The images of the completed projects include the work of many highly talented & dedicated teams, including but not limited to the following:

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- » kubik maltbie
- » Explus Inc.
- » Cortina Productions
- » Available Light
- » DCL
- » Gelberg Signs
- » Hickok Cole Architects
- » Integrated Architecture
- » Clark Construction



PERMANENT EXHIBITS

INTERNATIONAL SPY MUSEUM

Washington, DC

ROLE: Schematic Design; Design Development; Final Design

Human Intelligence Gallery - Completed Area, Sir Francis Walsingham Vignette: Direct Print on Scenically-Treated Substrates & Canvas, Phenolic Graphics, & Boogie Board Interactive



Photo: International Spy Museum.

INTERNATIONAL SPY MUSEUM

Washington, DC

Analysis Gallery - Completed Area, Introduction Graphics: Lenticular Graphics and Painted Direct Print Panels with Viewports

ROLE: Design Development; Final Design



Photo: International Spy Museum.

INTERNATIONAL SPY MUSEUM

Washington, DC

ROLE: Schematic Design; Design Development; Final Design

Analysis Gallery - Completed Areas, Mindgames Letters: Painted Acrylic with Chemetal Facing; Puzzle Interactive Wall Mural: Multi-Layer Mural with Applied Graphic Panels, Dimensional Letters, & Painted Direct Print Panels



Photo: International Spy Museum.

INTERNATIONAL SPY MUSEUM

Washington, DC

ROLE: Schematic Design; Design Development; Final Design

Spying That Shaped History Rotunda - Completed Area, Who Would Have Thought?: Wall Murals & Phenolic Interactive Sliding Rail with RGB Acrylic Secret Text Reveal



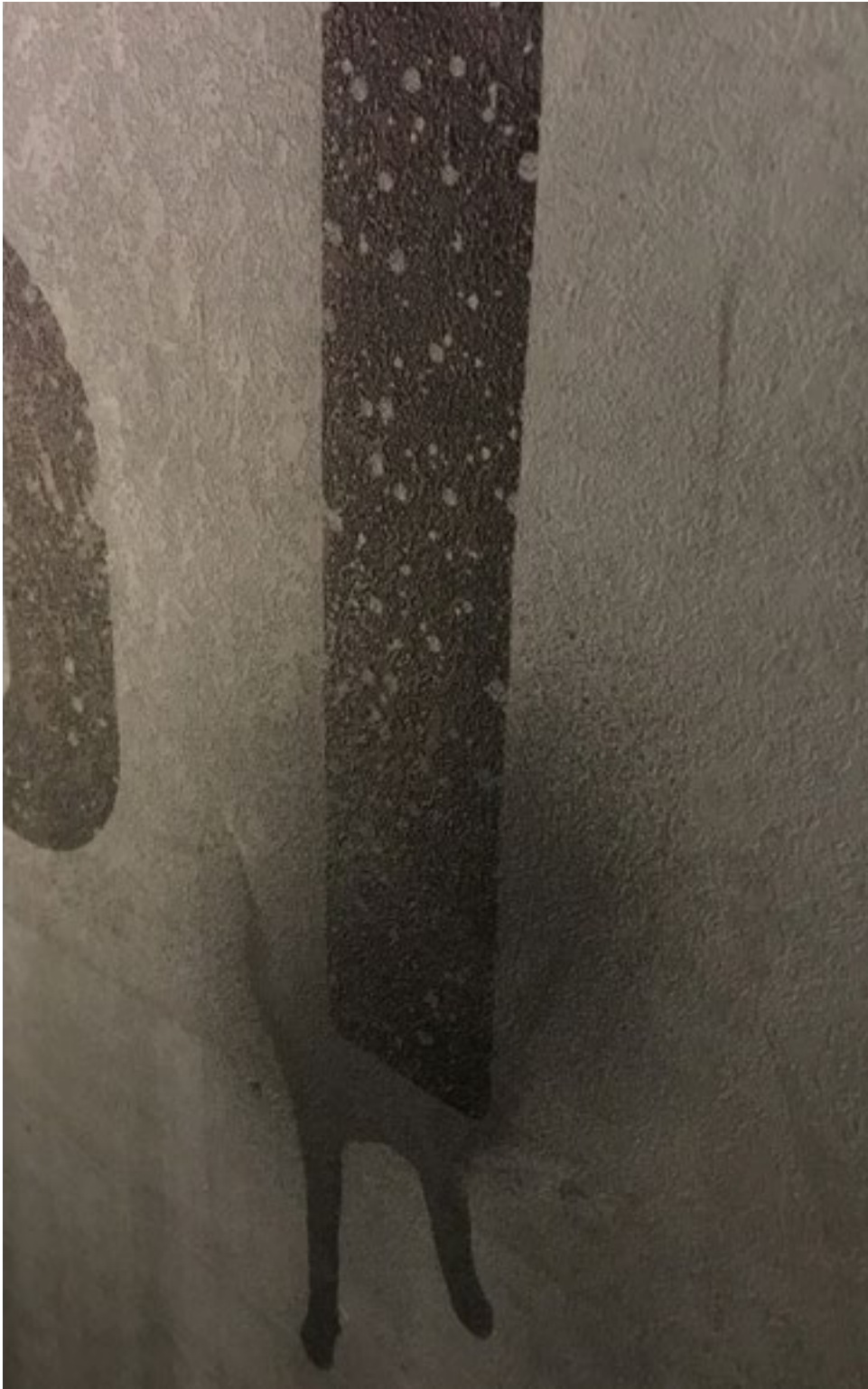
Photo: Cortina Productions.



INTERNATIONAL SPY MUSEUM

Washington, DC

Mosab & Gonen Exhibit Gallery - Custom Graphic Output Details: Distressed Mural Lettering Digital Print on Concrete Texture Wallpaper



Photos: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

ROLE: Schematic Design; Design Development; Final Design

Agents & Handlers Theater Entry and Risk & Trust Interactive Area - Graphic Elevation: Hand Painted Silhouettes Over Scenically-Treated Plaster; Custom Stencil Graphics On Painted Wall



Agents & Handlers Theater Entry

Risk & Trust Interactive Area

GEORGE WASHINGTON'S MOUNT VERNON ORIENTATION CENTER

Mount Vernon, VA

Valley Forge March Area - Concept Rendering: Interactive Map & Projections

ROLE: Master Planning ; Concept Design



GEORGE WASHINGTON'S MOUNT VERNON ORIENTATION CENTER

Mount Vernon, VA

Life at Mount Vernon Gallery - Concept Rendering: Interactive Table, Rails, and Wall Treatments

ROLE: Master Planning ; Concept Design



THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

ROLE: Programming; Master Planning; Concept Design

Loudon County, VA

What Does It Take? Gallery - Concept Rendering: Historic Figures Displays



THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

Loudon County, VA

Teamwork Gallery - Concept Rendering: Multi-Player Touchscreen Interactive

ROLE: Programming; Master Planning; Concept Design

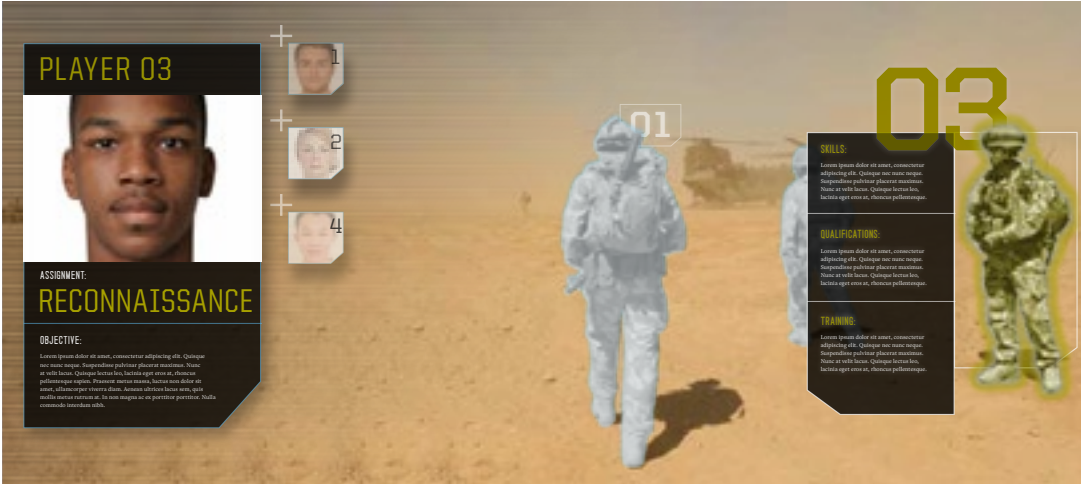
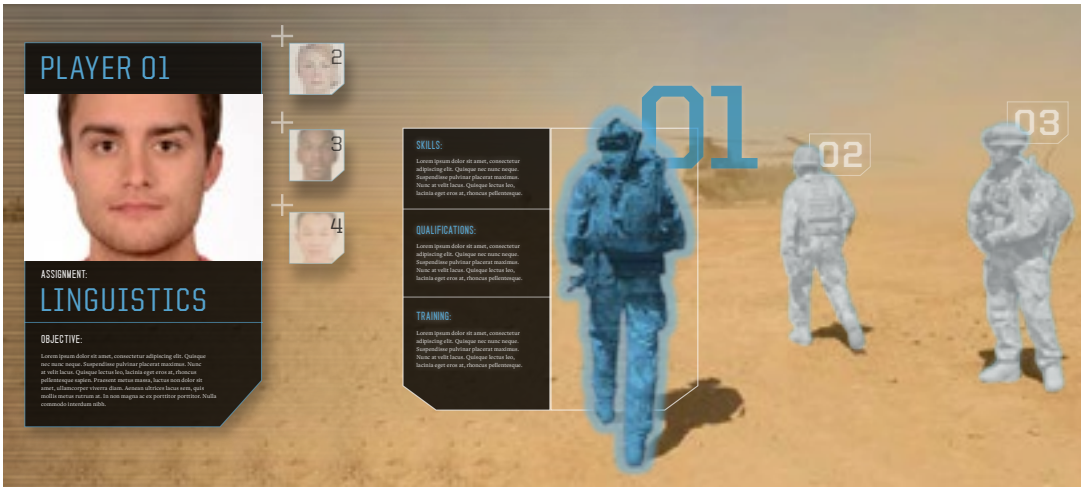
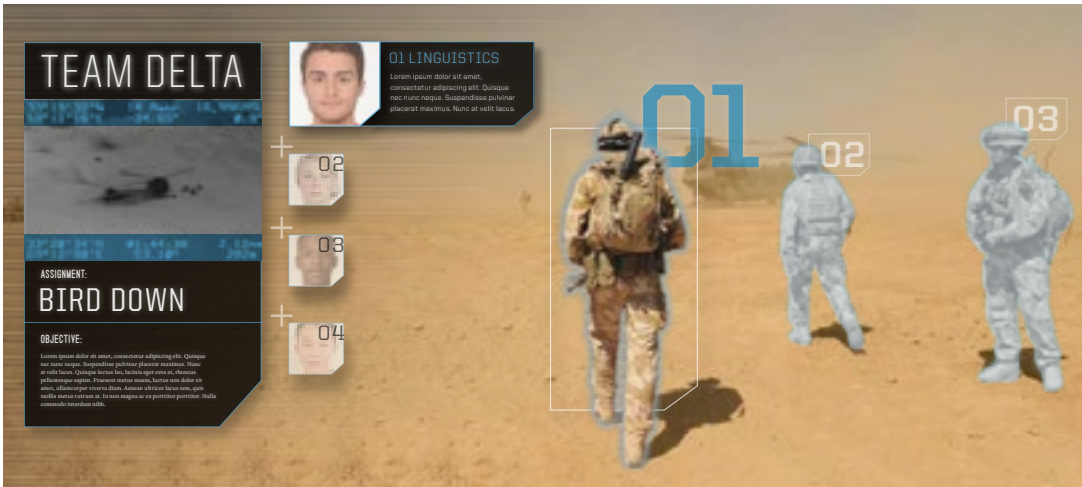


THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

Loudon County, VA

Teamwork Gallery - Concept Graphic: Multi-Player Touchscreen Interactive Player States. Passive (Left) & Active (Right)

ROLE: Programming; Master Planning; Concept Design



THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

Loudon County, VA

Problem Solving Gallery - Concept Rendering: Obstacles Area

ROLE: Programming; Master Planning; Concept Design



THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

Loudon County, VA
Future Threats Gallery - Concept Rendering: Media Rotunda

ROLE: Programming; Master Planning; Concept Design





TEMPORARY EXHIBITIONS

VIOLINS OF HOPE TEMPORARY/TRAVELING EXHIBITION

The Maltz Museum of Jewish Heritage, Beachwood, OH

Overall Exhibition - Key Area Images: See Annotations Below

ROLE: Design Development; Final Design



Area Timeline Pods, Exterior View



Entryway Mural & Introductory Media Experience



Pod Interior with Timeline & Stories, Violin Vitrine

Photos: Gallagher & Associates.

ISRAEL: THEN & NOW TEMPORARY/TRAVELING EXHIBITION

The Maltz Museum of Jewish Heritage, Beachwood, OH

Overall Exhibition - Completed Panoramic Views: Various Materials, Finishes, & Graphic Techniques

ROLE: Concept Design; Schematic Design; Design Development; Final Design Administration



Photos: Adrian O. Constantyn.

ISRAEL: THEN & NOW TEMPORARY/TRAVELING EXHIBITION

The Maltz Museum of Jewish Heritage, Beachwood, OH

Overall Exhibition - Key Area Images: See Annotations Below

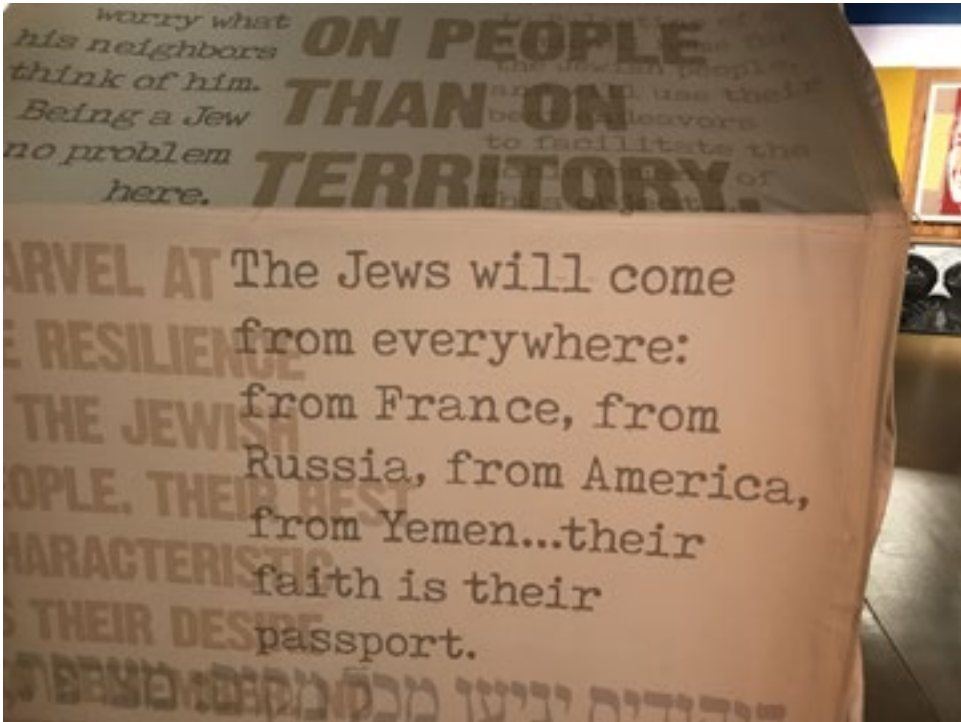
ROLE: Concept Design; Schematic Design; Design Development; Final Design Administration



Timeline Media Installation: Painted MDF Table with Projection Mapping over Scaled Terrain



Narrative Structures: Digital Graphics on Panels in Powdercoated Framing



Media Tent: Digital Graphics on Heavy Canvas



Media Column: Digital Map & Text Graphics over Curved Panels with Internal Illumination

Photos: Adrian O. Constantyn.



CORPORATE PROJECTS

MEIJER HERITAGE CENTER

Meijer Inc. Corporate Headquarters, Grand Rapids, MI
Faces of Meijer/Sandy the Pony Area - Completed Area: Various Materials, Finishes, & Graphic Techniques

ROLE: Schematic Design; Design Development; Final Design



Photo: Meijer Historical Archives.

MEIJER HERITAGE CENTER

Meijer Inc. Corporate Headquarters, Grand Rapids, MI

Faces of Meijer Area - Graphic Elevation: Multi-Plane Applied Digital Graphics, Painted MDF, & Direct Print Hickory Panels

ROLE: Schematic Design; Design Development; Final Design

A Warm Welcome

Team Members become part of the Meijer family as soon as they are hired.

Fred Meijer first worked as a grocery clerk. Earl Holton was a teenage clerk as well, and became Meijer's president. As a company determined to provide a rewarding shopping experience for every customer, Meijer also strives to create a positive experience for team members. Meijer encourages team members to cultivate a lifelong dedication to community and service.

THE FRED AND LENA MEIJER SCHOLARSHIP offers up to \$10,000 for the continued education of Meijer team members or their children.

1960
4,000 team members

2016
over 70,000 team members

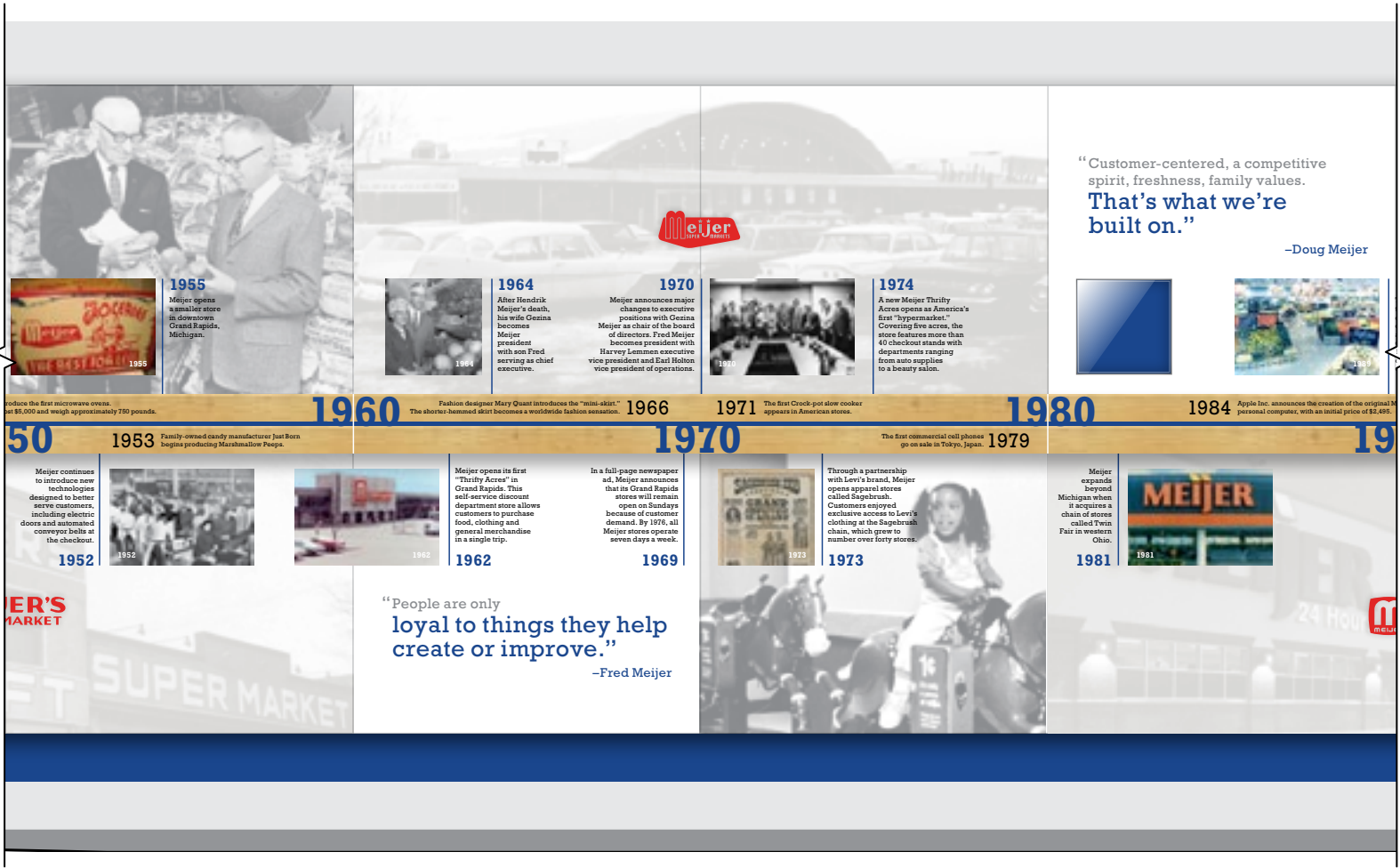
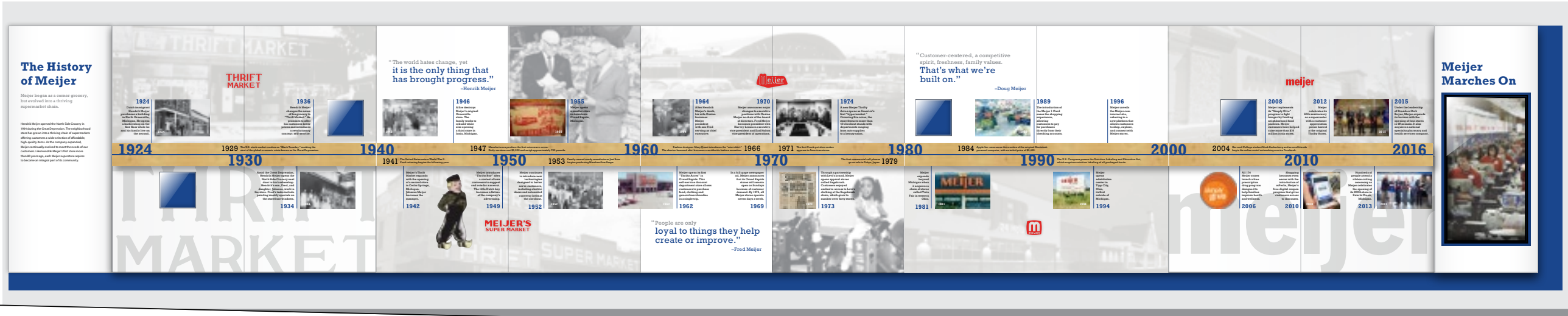
TOM RIDDLE started at Meijer as a cashier and eventually became a vice president of associate services and communication.

MEIJER HERITAGE CENTER

Meijer Inc. Corporate Headquarters, Grand Rapids, MI

Timeline Area - Graphic Elevation & Segment Detail: Painted Direct Print Panels, Wrapped Mural Panels, & Routed & Direct Print Hickory Rail

ROLE: Schematic Design; Design Development; Final Design



MEIJER HERITAGE CENTER

Meijer Inc. Corporate Headquarters, Grand Rapids, MI

Supply Chain Area - Graphic Elevation: Mural & Applied Painted & Direct Print Map Mounted to Hickory Medallion

ROLE: Schematic Design; Design Development; Final Design



Meijer Inc. Corporate Headquarters, Grand Rapids, MI

ROLE: Schematic Design; Design Development; Final Design

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MEIJER HERITAGE CENTER

Meijer Inc. Corporate Headquarters, Grand Rapids, MI

Thrift Market Area - Graphic Elevation, Scenic Storefront: Painted Wood, Glass, Frosted Film Graphics, Applied Graphics, Recessed Murals, & Embedded Monitor

ROLE: Schematic Design; Design Development; Final Design





EXTERIOR AND INTERIOR SIGNAGE

INTERNATIONAL SPY MUSEUM

Washington, DC

Exterior Special Signage - Completed Building Wrap & Loading Doors: 3M Film Applied to Glass & Steel

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration



Photos: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

Exterior Special Signage - Completed Monument: Painted Aluminum with Brushed Stainless Face on Painted Aluminum-Clad Plinth with Non-Skid Platform

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration



Photo: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

Exterior Special Signage - Completed Monument: Painted Aluminum with Brushed Stainless Face on Painted Aluminum-Clad Plinth with Non-Skid Platform

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration



Photo: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration

Exterior ID Signage - Completed Primary Entry: Rail-Mounted Extruded Aluminum Letters with Brushed Stainless Steel Face & Painted Returns, External LED Light Wash



Photo: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

Exterior ID Signage - Completed Store Entry: Typical; Fire Department ID: Extruded Painted Aluminum Letters

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration



Photo: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

Exterior ID Signage - Graphic Elevation, Primary & Store Entries: With Measurements & Details for CFA

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration

DC Sign Code - N101.4.1.4 Sign dimensions. The aggregate area of all signs advertising any one business on a building or premises shall be limited to 25 sq. feet (2.322 m²) per street frontage.

1 x @6.0 SQ. FEET



2 x @9.75 SQ. FEET



INTERNATIONAL SPY MUSEUM

Washington, DC

Interior Wayfinding Signage - Completed Restroom ID: Painted Acrylic with Metallic Painted Pictograms & Lettering; Orientation Sign: Stainless Steel & Painted Aluminum with Direct Print Graphics, Matte Overlamine

ROLE: Programming; Concept Design; Schematic Design; Design Development; Final Design; Construction Administration

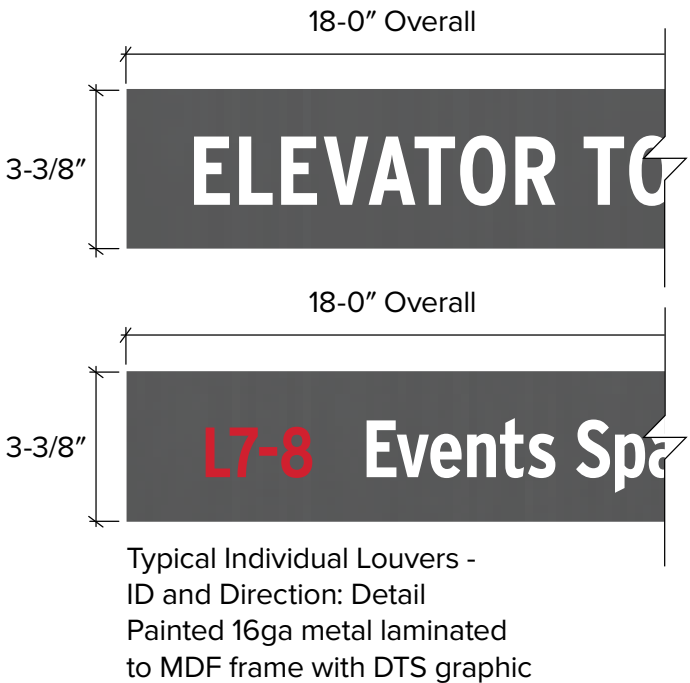
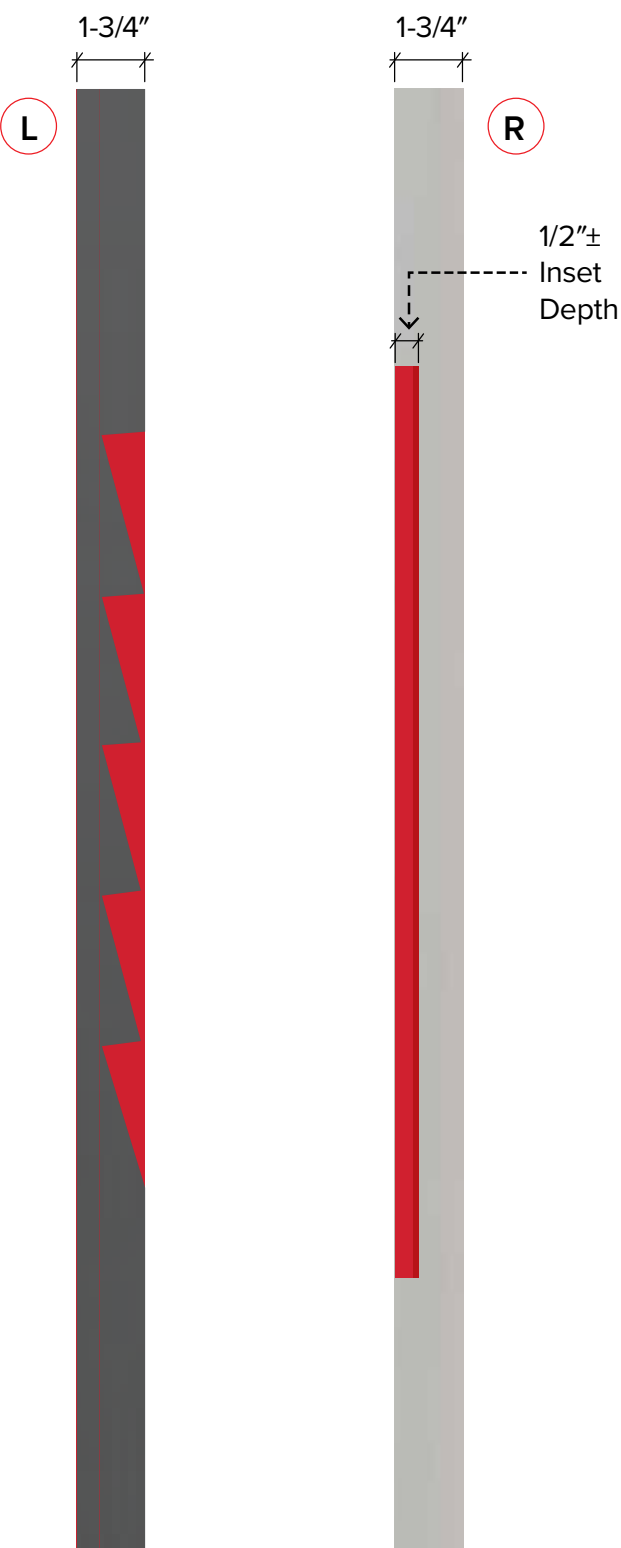
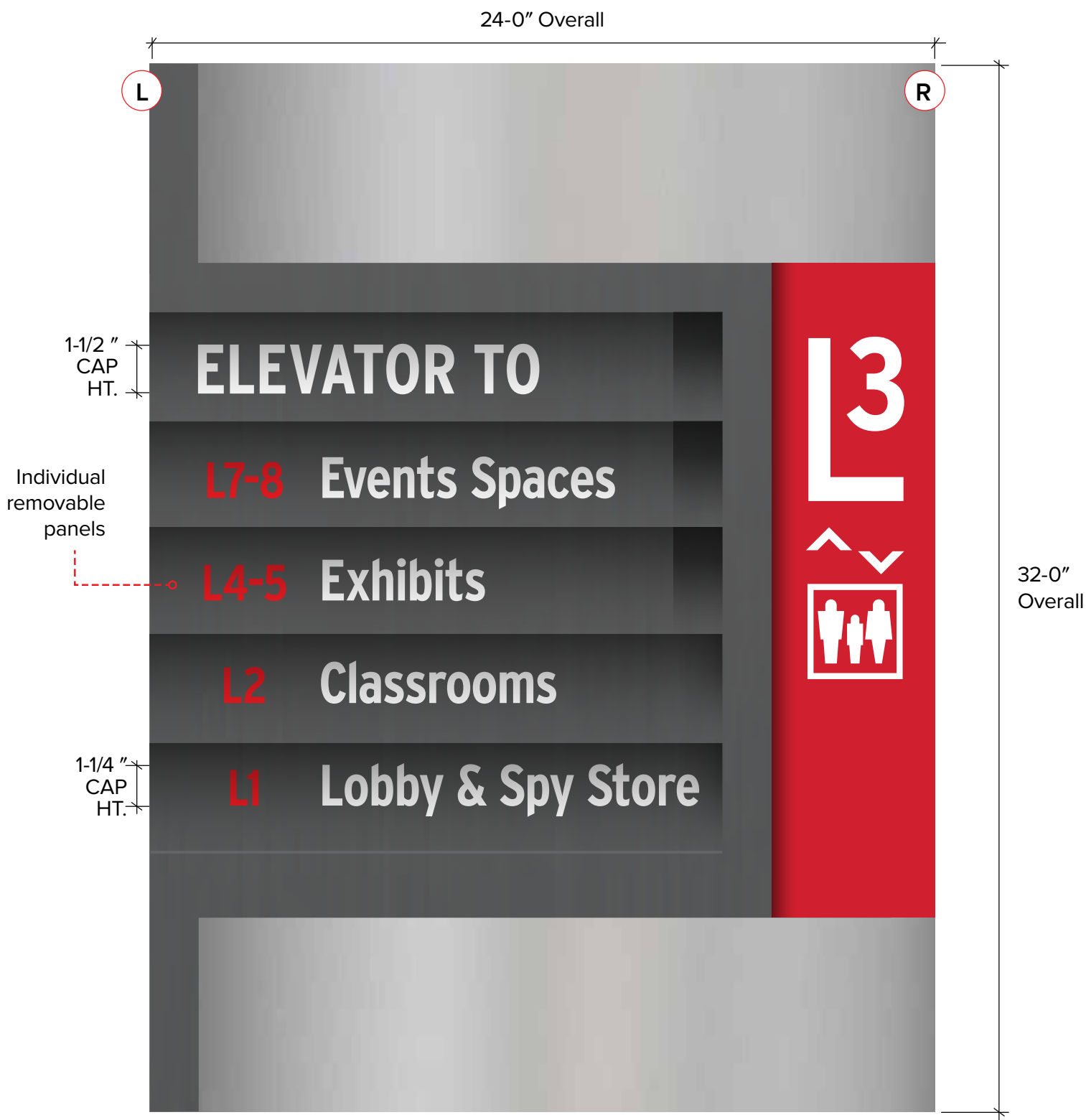


Photos: Adrian O. Constantyn.

INTERNATIONAL SPY MUSEUM

Washington, DC

Interior Wayfinding Signage - Graphic Detail Elevations & Sections: Level Orientation



TYPICAL MATERIALS & FINISHES



SS-01: Stainless Steel, Satin Finish



PT-01: Matthews Paint Black Hole Metallic, Matte Finish



PT-02: Matthews Paint 15024 Red Dragon, Satin Finish



GC-03: Graphic Color to Match PT-03

INTERNATIONAL SPY MUSEUM

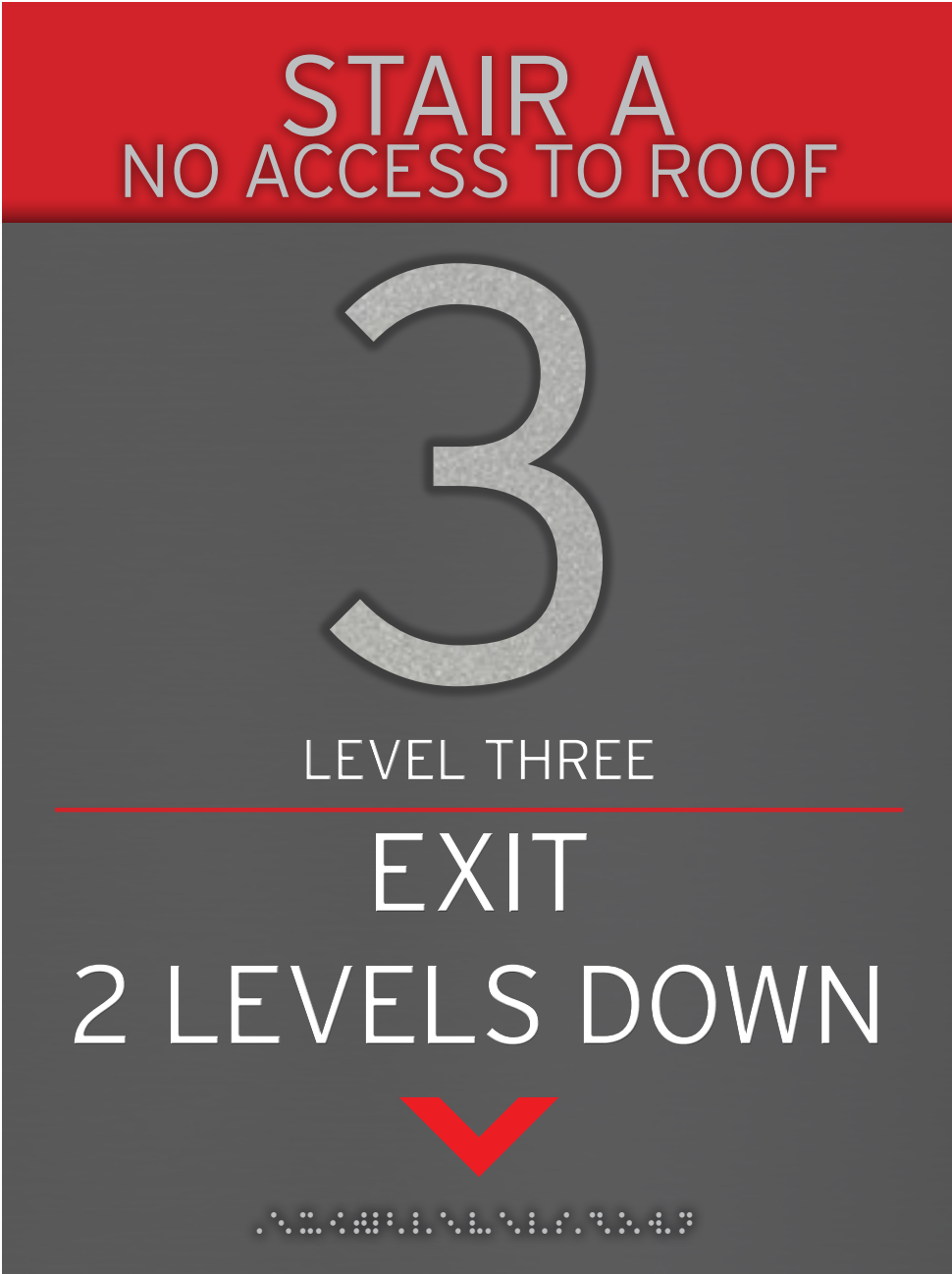
Washington, DC

ROLE: Programming; Concept Design; Design Development;
Final Design; Construction Administration

Interior Code Signage - Completed Restroom IDs: Painted Exterior-Grade Polymer with Painted Recessed Tab, Metallic Painted Pictogram Plant-Ons, Silkscreen Elements, & Tactile Braille



Photo: Adrian O. Constantyn.



THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

Loudon County, VA

Exterior Signage Concepts - Graphic Elevations: Preliminary Site Signage Studies for Vehicular & Pedestrian Pylons

ROLE: Programming; Concept Design



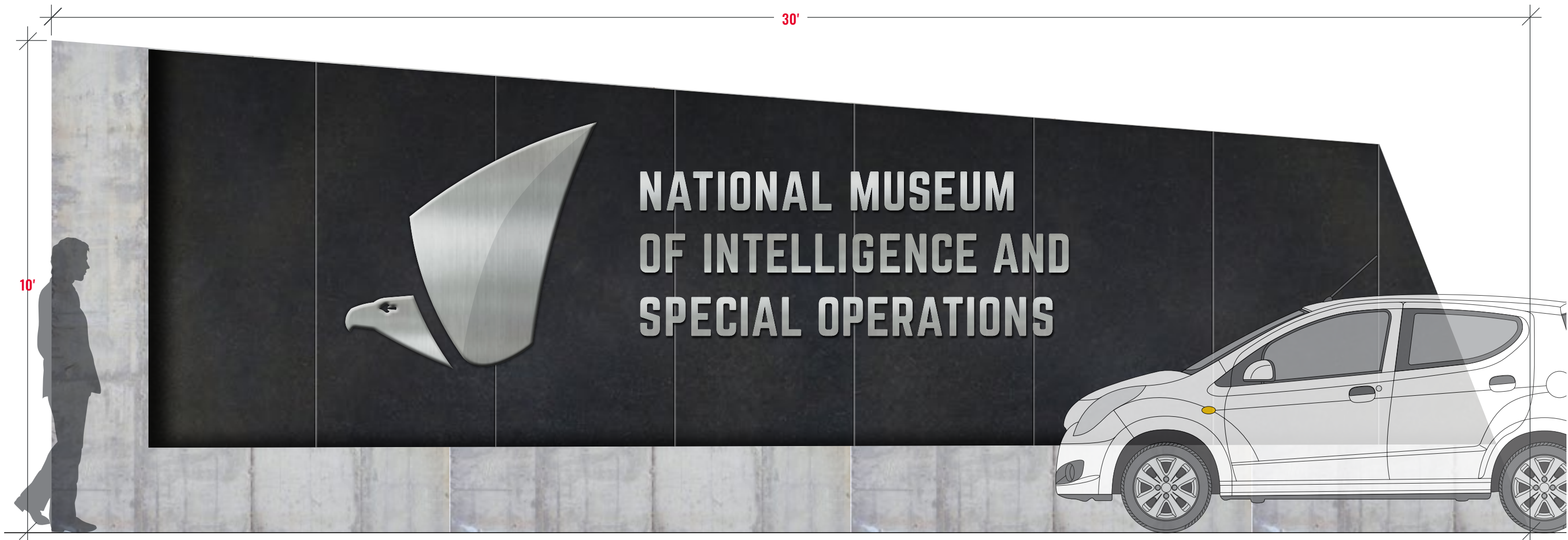
THE NATIONAL MUSEUM OF INTELLIGENCE & SPECIAL OPERATIONS

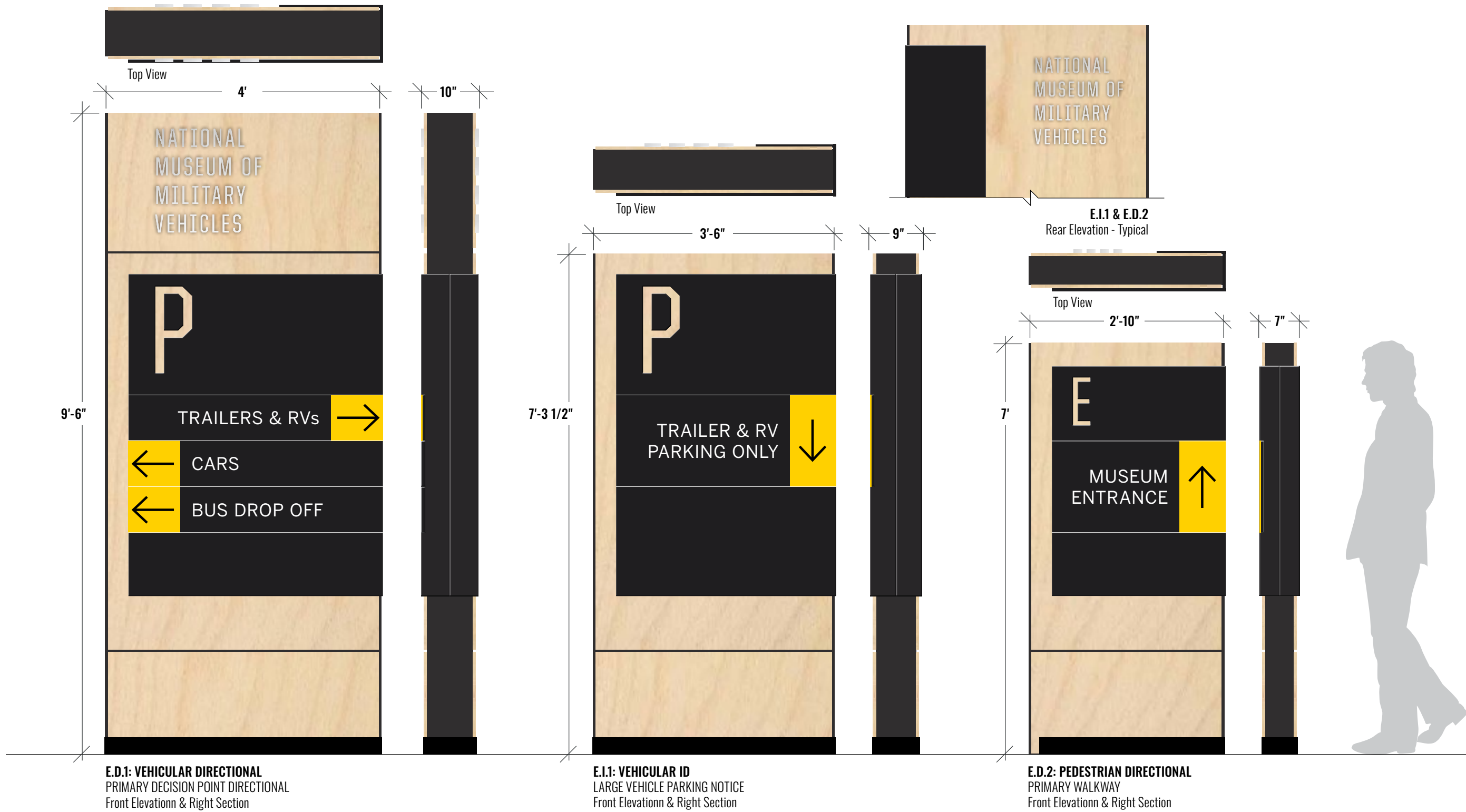
ROLE: Programming; Concept Design

Loudon County, VA

Exterior Signage Concepts - Graphic Elevations: Preliminary Site Signage Studies for Vehicular Monument

EX.I.1
PRIMARY ID, GROUND
DESIGN FOR NORTH MONUMENT
10' H X 30' W





THE NATIONAL MUSEUM OF MILITARY VEHICLES

DuBois, WY

Interior Signage Concepts - Graphic Elevations & Typical Finishes: Wayfinding, ID, & Orientation

ROLE: Programming; Concept Design



I.D.2: WALL DIRECTIONAL - TYPE A MULTI, TYPICAL

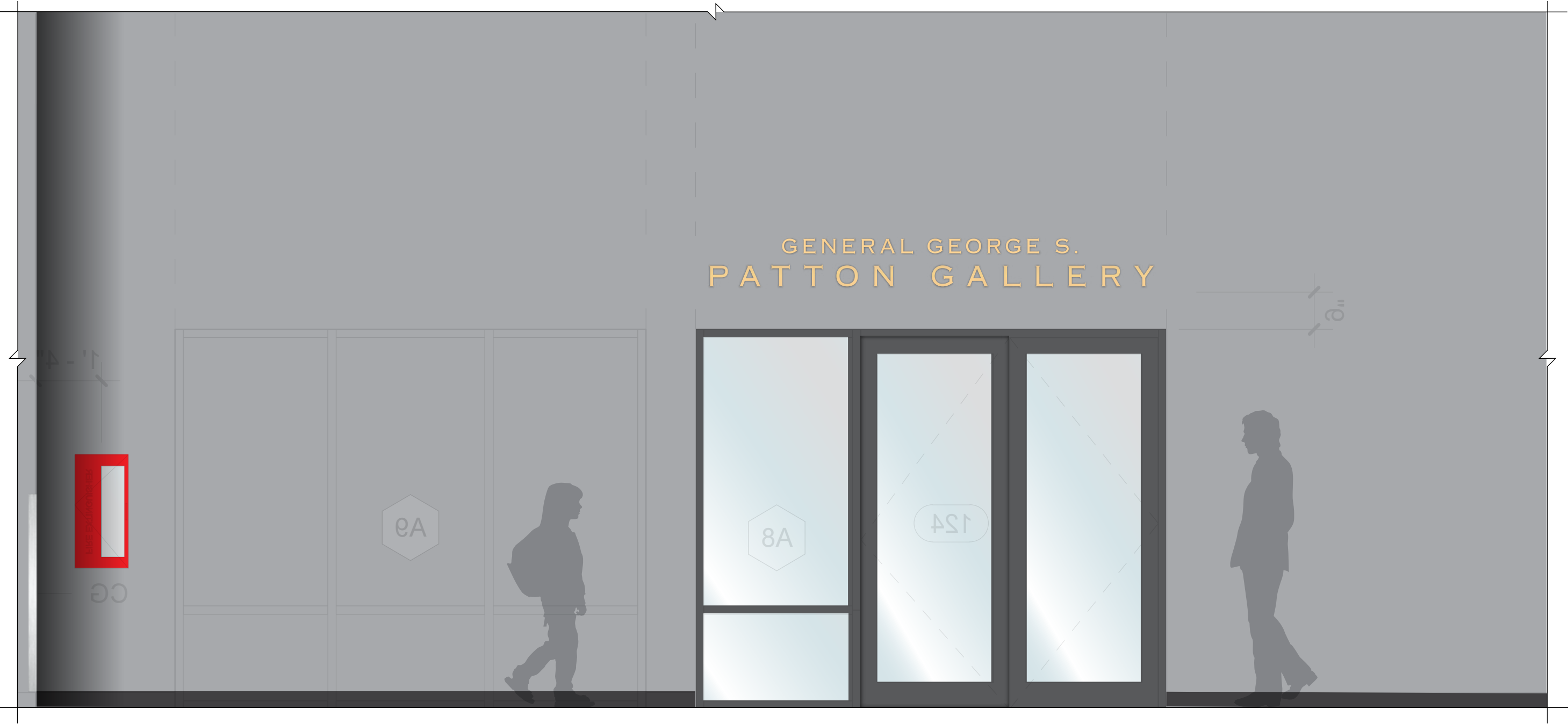
I.O.1: PRIMARY ORIENTATION

THE NATIONAL MUSEUM OF MILITARY VEHICLES

DuBois, WY

ROLE: Programming; Concept Design

Signage Concepts - Graphic Elevation: Typical Gallery & Group Space ID, Extruded Aluminum Letter in Brushed Bronze Finish or Dimensional Painted Acrylic Letter with Chemetal Facing to Match Brushed Bronze



THE NATIONAL MUSEUM OF MILITARY VEHICLES

DuBois, WY

Code Signage Concepts - Graphic Elevations & Typical Finishes: Typical as Noted

ROLE: Programming; Concept Design; Schematic Design; Construction Administration

Wilsonart Birch Laminate over polymer panel with raised pictograms tipped in PP-0-01, matte finish if possible

I.F.1: TYPE A - PUBLIC RESTROOM
WOMEN'S RESTROOM PLAQUE
WITH BRAILLE + PICTOGRAMS

Raised tactile lettering tipped in high-durability paint

I.F.2: TYPE B - GATHERING SPACE
MAXIMUM
OCCUPANCY PLAQUE

Silkscreened or direct print text/ numbers on laminate panel

I.F.2: TYPE C - GATHERING SPACE
ROOM NAME & NUMBER
WITH BRAILLE

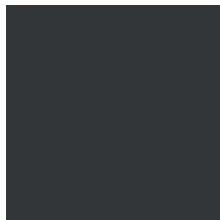
Chemetal #702 brushed aluminum laminate with raised tactile numbers/ messaging with raised tactile braille

I.F.3: TYPE D - B.O.H ROOMS
ROOM NAME & NUMBER
WITH BRAILLE

Sign design updated per fabricator's recommendation

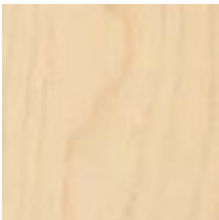
I.F.3: TYPE E - TERTIARY
ROOM/SPACE NUMBER
WITH BRAILLE

SIGNAGE PAINT COLORS
Closely Match Exhibit Colors



PP-0-01
PHOTOPOLYMER BLACK 102,
MATTE FINISH (IF POSSIBLE)

SIGNAGE FINISHES
Closely Match Exhibit Finishes



WD-0-01
WOOD LAMINATE - BIRCH
Wilsonart Laminate (product # TBD)
By Fabricator



MTL-0-01
METAL - BRUSHED ALUMINUM
OR CHEMETAL #702 BRUSHED ALUMINUM LAMINATE
By Fabricator



ADDITIONAL PROJECTS AND CONCEPTS

CLIENT PRESENTATIONS

New Orleans, LA

Programming Documentation - Graphic Treatment: New Orleans Music Experience

ROLE: Programming



CLIENT PRESENTATIONS

New Orleans, LA

Progammig Documentation - Graphic Treatment: New Orleans Music Experience

ROLE: Programming

NO

MARDI GRAS WORLD

INTERPRETIVE STRATEGY

Programming Presentation

08.01.2017

Gallagher & Associates



THERE'S A THING I'VE DREAMED
OF ALL MY LIFE AND I'LL BE DAMNED
IF IT DON'T LOOK LIKE IT'S ABOUT TO
COME TRUE—TO BE KING OF THE

ZULUS' PARADE.

AFTER THAT, I'LL BE READY TO DIE.

LOUIS ARMSTRONG, 1949



CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum

Renaissance Venice Thematic Area - Graphic Element Composition: Scenic Construction with Graphics, Props, & Media

ROLE: Concept Design; Schematic Design



CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum

East Berlin Thematic Area - Graphic Element Composition: Scenic Construction with Graphics, Props, & Media

ROLE: Concept Design; Schematic Design



CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum

West Berlin Thematic Area - Graphic Element Composition: Scenic Construction with Graphics, Props, Media, & Lighting Effects

ROLE: Concept Design; Schematic Design



CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum

1980s U.S. Thematic Area - Graphic Element Composition: Impressionistic Environment with Mirrored Walls, Printed Scrim, Objects, Media, & Lighting Effects

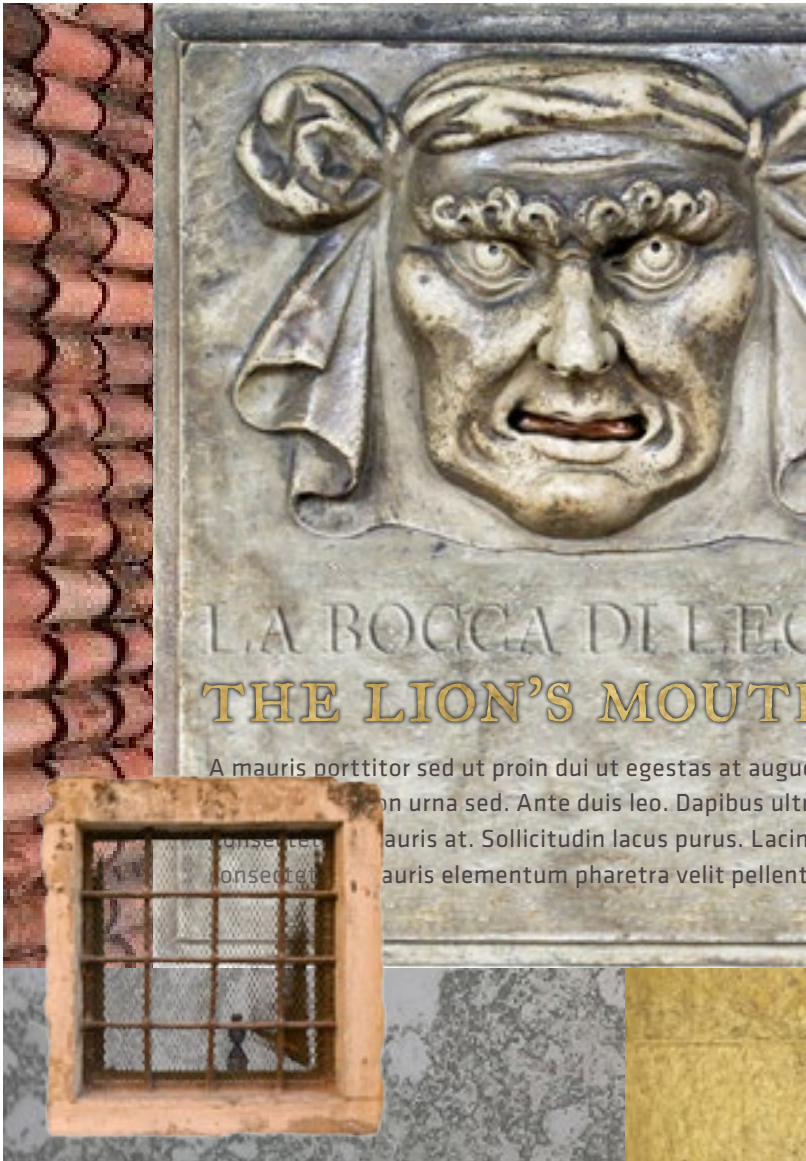
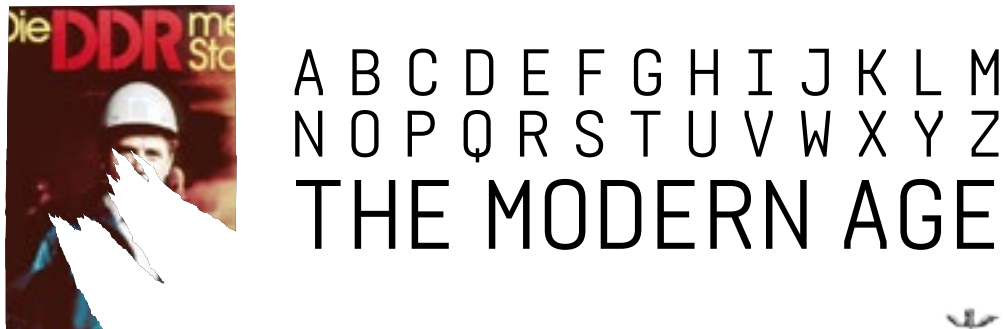
ROLE: Concept Design; Schematic Design



CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum
Thematic Galleries - Graphic Mood Boards

ROLE: Concept Design; Schematic Design



ABCDEFGHIJKLMNOPQRSTUVWXYZ
BERLIN DDR



ABCDEFGHIJKLMNOPQRSTUVWXYZ
VENEZIA

CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum

Human Intelligence Gallery - Graphic Scrim Concepts: Morten Storm, Noor Inayat Khan, Dmitri Bystrolyotov

ROLE: Concept Design; Schematic Design



CONCEPTS, IDEAS, & TREATMENTS

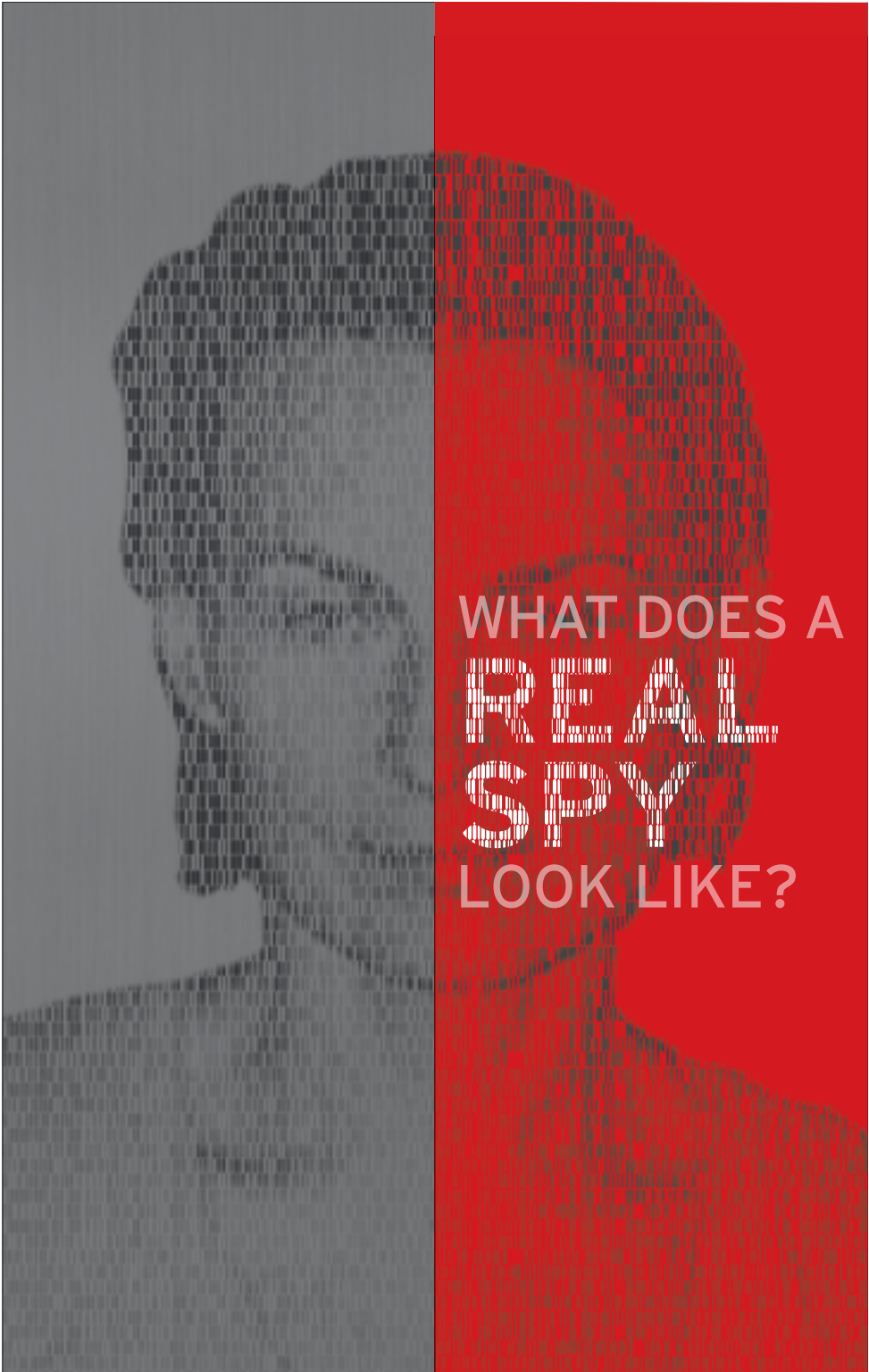
International Spy Museum

Thematic Wall Art - Graphic Concepts: Artwork to Complement & Support Exhibit Themes within General Circulation Spaces

ROLE: Concept Design



"A Walk Through Time - Building the Berlin Wall"



"Coded in Our DNA - Could You Spot A Spy?"



"Nothing Is As It Seems - Shadow Figures"

CONCEPTS, IDEAS, & TREATMENTS

International Spy Museum

State Flagpole & Plaque - Base & Plaque Concepts: Cut & Polished Granite with Direct Embed or Enamel Graphic

ROLE: Programming; Concept Design

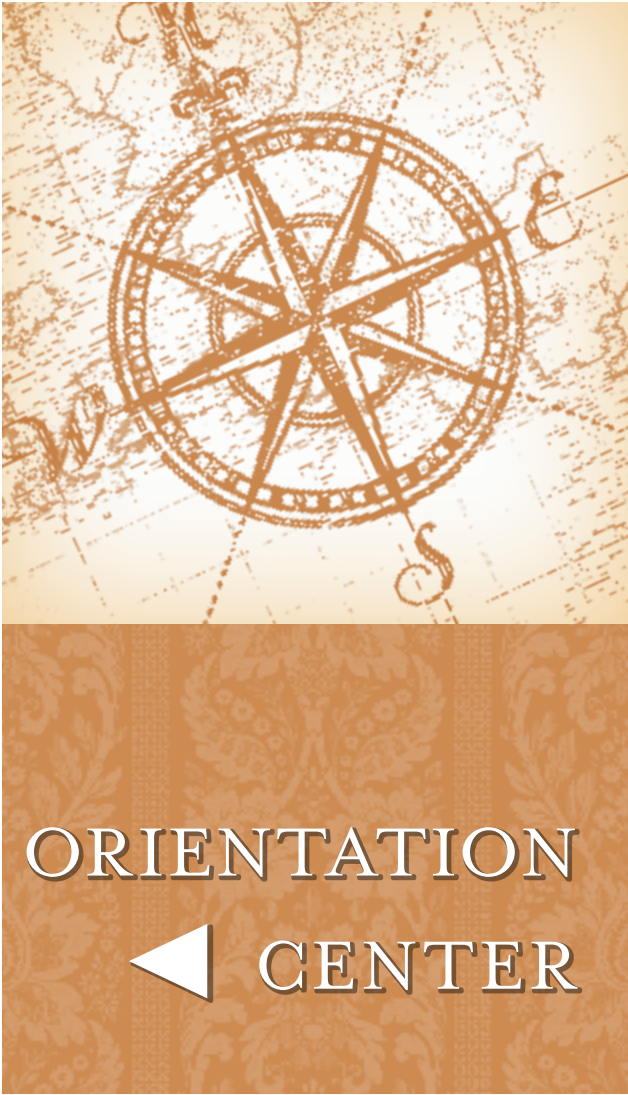
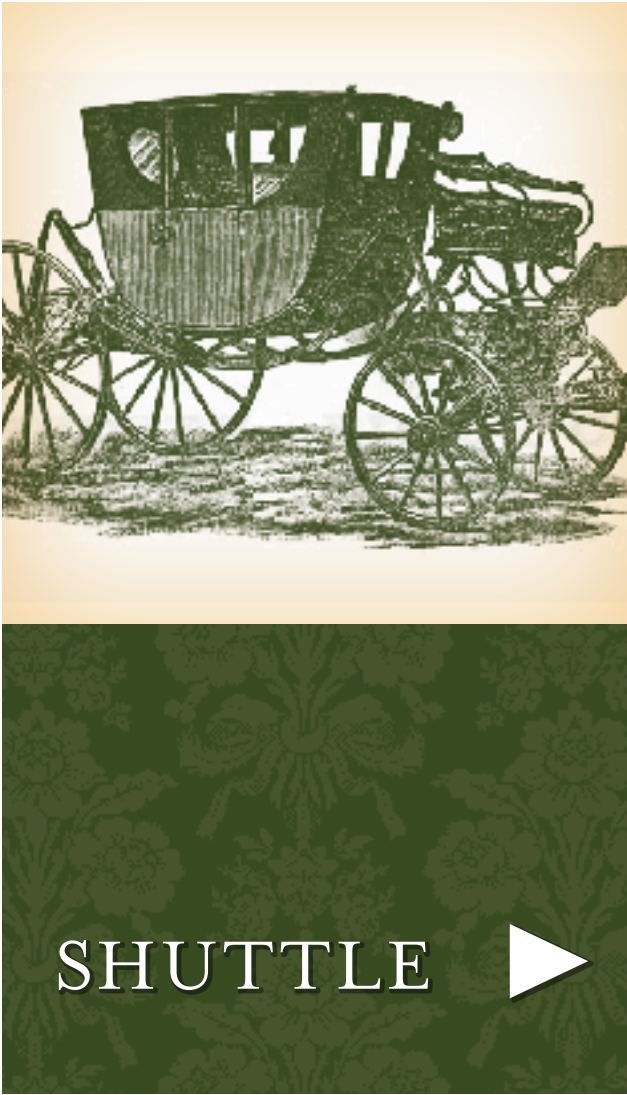
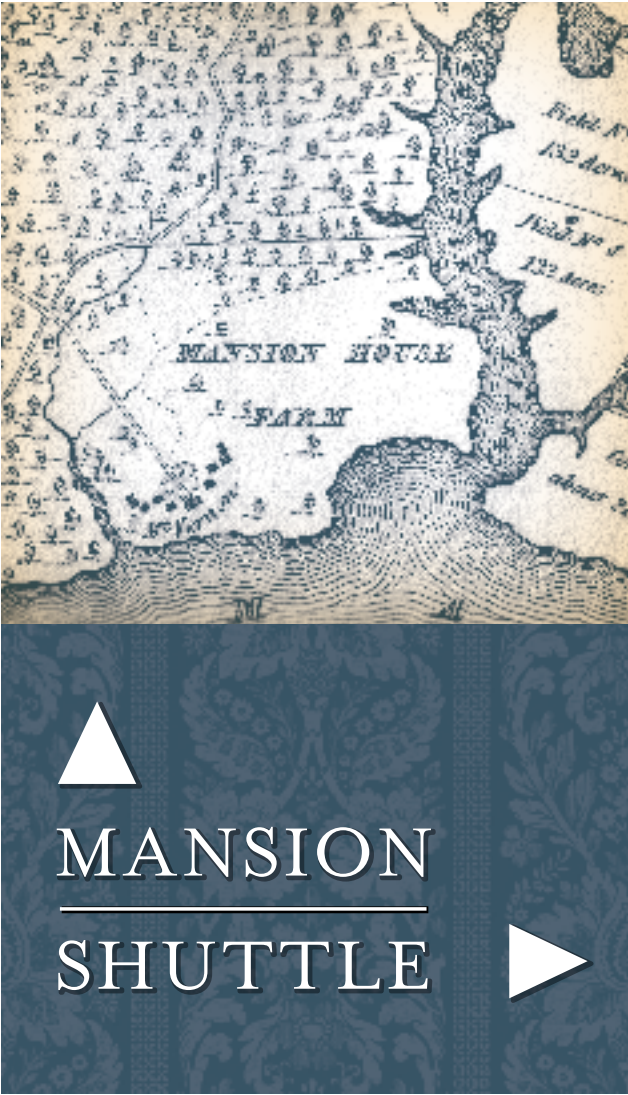


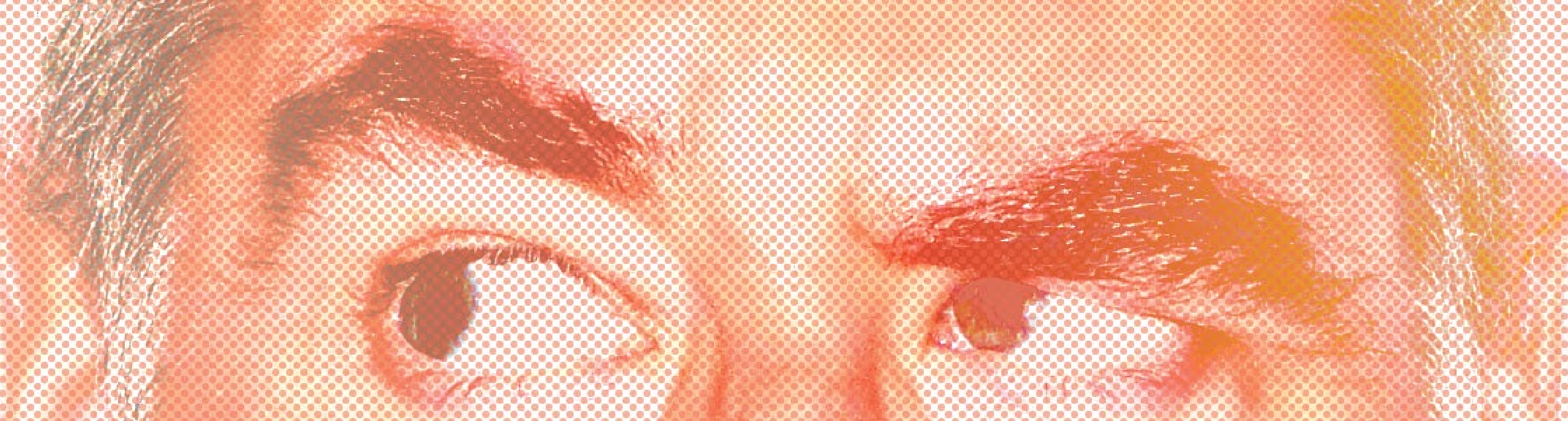
CONCEPTS, IDEAS, & TREATMENTS

George Washington's Mount Vernon

Exterior Signage - Graphic Concepts: Directional Blades & Overhead ID

ROLE: Master Planning; Concept Design





THANK YOU

