A Sweet Celebration
Exhibition Design Proposal by Breck Taylor
“Anyone who uses the phrase ‘easy as taking candy from a baby’ has
never tried taking candy from a baby.”
- Unknown
Candy, which began as a new concept by the Ancient Egyptians, evolved into a high-end commodity consumed by middle-class Europeans in the early 1800s, and is now one of the largest global adult-focused advertising markets in America.

From immersive and interactive environments to sensory engagement, this exhibition harnesses the power of candy to go beyond a static history lesson to create a meaningful and memorable experience.

**KEY MESSAGES**

1. Candy is a novelty worthy of celebration

2. Advertising has influenced our relationship with candy
## INTERPRETIVE PLANNING

**GOALS & STRATEGIES**

### INTERPRETIVE GOALS
(Visitors will...)

1. Engage with the topic in unique ways

2. Be encouraged to engage in conversation with one another

### INTERPRETIVE STRATEGIES

| Multi-sensory, provocative and stimulating environments provide the platform for content delivery |
| Informative interactives intended for group participation promote engagement, understanding and recall of content |
Immersive environments, elements of surprise and opportunities for group play and engagement make this exhibition ideal for families with children and school groups.

This exhibition speaks to this audience not only because they have the strongest affinity for these treats, but because they will be able to relate to what they see.
Research has shown that historic home visitorship has been on the decline for several years, especially with the younger generation. Hosting this exhibition on these grounds will increase visitorship and attract a younger demographic to the home.

**SOLUTION**
Design an experience to attract a younger audience to the home that allows for interaction, play and surprise.
Keeping the presentation of content focused and brief is important when considering the targeted audience: families with young children.

This exhibition focuses on four main content areas: history, production, advertising and collectibles. These content areas help support and convey the overall messages to the visitor: candy is a novelty worthy of celebration, and advertising has influenced our relationship with these sweet treats over time.

**HISTORY**
Gives an overview of the origin of candy through today’s industry.

**PRODUCTION**
Specifically focuses on the production process and how candy is distributed. Visitors will also get a glimpse at how production has changed over time.

**ADVERTISING**
Focuses on and evaluates various advertising campaigns, past and present, commercialized holidays and the power of consumerism and how they help guide the industry.

**COLLECTIBLES**
Serves as a visual representation of the by-products of advertising. A variety of vintage and modern collectables related to candy manufacturing and production will be on display.

**CANDY SHOP**
Tasting area allowing visitors to sample some of the candy featured in the exhibition and other favorites.
DESIGN
The following design strategies help create experiences designed to appeal to the audience demographic.

1. Textures, patterns and bright colors
2. Large graphics and images
3. Giant 3D objects
4. Easy-to-read text panels
**DESIGN SPECIFICATIONS**

**HEADER FONT**

*ColorTube*

**SUBHEAD**

*Avenir Next LT Pro Heavy*

**BODY COPY**

Avenir Next LT Pro Regular

**COLOR PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 1234</th>
</tr>
</thead>
</table>

**MATERIALS/FINISHES**

- Clear & Color Plexiglass
- Color Laminate
- Textured Laminate
- Powder-Coated Steel
- Brushed Aluminum
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Edward Noble promoted the candy at the cash registers of saloons, cigar stores, drug stores, barber shops and restaurants. He had the candy placed, with a five-cent price, near the cash register.

In 1921, the company began to produce solid fruit drops.
In 1953, Just Born acquired the Rodda Candy Company, the original makers of the popular, 3D marshmallow chicks. With delicious flavors and fun, quirky shapes, PEEPS® has grown to become a fan favorite for every season.
CANDY: A SWEET CELEBRATION

June 15 - June 22
Eugene, Oregon
sjmh/sweet.org

MARKETING

POSTER

BUS STOP

MOBILE APP

This exhibition is a temporary installation located on the exterior grounds of the Shelton McMurphy Johnson House in Eugene, Oregon. It is an interactive, multi-sensory experience designed for families with young children.
TECHNICAL SPECIFICATIONS

HEADERS
No higher than 5’ from floor
Avenir Next LT Pro Regular // 150pt

BODY COPY
No higher than 4’ from floor
Avenir Next LT Pro Regular // 40pt

*All text and object placements have been determined based on the average height of a small child.
CANDY: A SWEET CELEBRATION

LIFE SAVERS PLAYSCAPE

TRIVIA KIOSK

CANDY SHOP DOME
LOOK & FEEL/INSPIRATION

- BRIGHT
- OPEN
- COLORFUL
Visitors can feel candy-textured surfaces and climb on and under giant letter forms.
TRIVIA KIOSK
INTERACTIVE

This interactive allows visitors of varying heights to interact. Visitors rotate panels to reveal answers to questions.
LIFE SAVERS PLAYSCAPE
Visitors can touch candy-textured walls. They can interact with cotton candy motion sensor lighting suspended from the ceiling. They will see print ads and television commercials. They will hear advertising jingles and candy-themed music.
Visitors will watch advertisement commercials, and hear advertisement jingles. They can take pictures with life-size candy figures. An interactive kiosk allows visitors to vote for their favorite commercial.
Visitors can touch textured candy walls. They can smell cotton candy being made. They can taste their favorite candy. They will hear candy-themed music.
“You know someone is your friend when they give you more than half of their candy bar.”

Liam Holland (Age 8)