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How can exhibition design enhance the airport experience?

Through the lens of flight’s influence on fashion, this exhibition improves the traveler’s experience at JFK Airport in JetBlue’s Terminal 5. Manned flight in its various forms has influenced fashion for centuries, from hot air ballooning to space flight. Exploring the effect of hot air balloons, airplanes, and spaceships on everyday fashion, this exhibition provides a moment of levity in the chaotic environment of the airport, encouraging passersby to look up and enjoy their surroundings.
“Above all else, JetBlue Airways is dedicated to inspiring humanity... strive[ing] to make every part of your experience as simple and as pleasant as possible.”

- JetBlue Airways Customer Bill of Rights

Image credit: https://www.rockwellgroup.com/projects/jetblue-terminal-5-marketplace
John F. Kennedy International Airport is one of the busiest airports in the United States with 60 million passengers each year. Terminal Five, or T5, is 640,000 square feet and is run by JetBlue. T5 has 30 gates with more than 15 retail shops and over 30 food and beverage outlets. In 2017, 37% of passengers flying through JFK flew with JetBlue, making it the largest carrier for this airport.

**TERMINAL 5 PLAN**

**Scale: 1:100**

**Features:**
- Food court, grandstands for lounging, large overhead circular screen.
- Rooftop pet relief area, lawns and benches for relaxing, tables and chairs for working or eating, pop up amenities like ice cream carts.
- Hot Air Balloons
- Aviation
- Spaceflight

**Branch A**
- Gates: 1-7
- Length: approximately 530' long
- Content: Hot Air Balloons

**Branch B**
- Gates: 8-21
- Length: approximately 780' long
- Content: Aviation

**Branch C**
- Gates: 22-30
- Length: approximately 1200' long
- Content: Spaceflight

**T5 Rooftop**
- Features: Rooftop pet relief area, lawns and benches for relaxing, tables and chairs for working or eating, pop up amenities like ice cream carts.

**Hub**
- Features: Food court, grandstands for lounging, large overhead circular screen.
frequent flyer & international traveler
**frequent flyer**

lingering interaction + flies 6-10 times/year

This traveler is most likely traveling for personal reasons and occasionally for work. They are likely not too stressed, have an airport routine, and their biggest problem is finding a way to spend their time while they wait for their flight. They might have heard about Runway beforehand and could be interested in checking it out.

---

**international traveler**

glancing interaction + unfamiliar with JFK

This traveler will be harder to reach and are more likely going to be a glancing interaction. They might be anxious and unfamiliar with JFK. They may be traveling with a partner or alone, trying to find his or her gate, and likely just spent more than two hours in customs. This traveler is unlikely to have any prior awareness of Runway.
hot air balloons + aviation + spaceflight
The three topics of this exhibition — Hot Air Balloons, Aviation, Spaceflight — each have a branch of the terminal. The three sections are as follows: Branch A (gates 1-7) covers the influence of Hot Air Ballooning, Branch B (gates 8-21) covers Aviation, and Branch C (gates 22-30) covers Spaceflight. The Hub combines all three topics.

Please see the Appendix (SHEET 63) for a complete list of objects and images on each branch.

Most people wear clothing and whether or not travelers are interested in fashion, Runway touches on many of the ways flight has influenced what people wear everyday. The following are examples of some of the artifacts in the exhibition.

Because of the airport setting, which lacks close control over lighting and temperature, most of these objects and images will be reproductions.
The majority of written content lives online at jetbluerunway.com. Having digital content also allows the traveler to continue the experience once they have left the airport. Travelers can access this content both in the airport on the complimentary iPads or on their own devices. The online content is also available in many languages to make it accessible to the large international audience passing through JFK airport.

The facing page shows an example of the simple interface of jetbluerunway.com.
it’s all been done before
These precedents show three different interventions in airports that are each successful in their own way. The JetBlue Runway aims to capture both the didactic nature of the Rijksmuseum and Recycle Runway, while achieving a whimsical light-hearted experience similar to Clouds & Clunkers.

Design: Rebekah Charlston
Date: May 10, 2019
Runway works with the flow of the airport and function in a way that enhances the experience without getting in the traveler’s way.
The interpretive goal of Runway is to inspire curiosity about the influence of flight on fashion. This will be accomplished by the text and design working together to peak interest without telling the entire story.

By providing limited “nuggets” of information on the physical structure, visitors can get a glimpse of the full story and to learn more, they simply have to log onto the free unlimited wifi in T5 and access jetbluerunway.com.

The emotion of flight

There are many emotions associated with flying and Runway intends to evoke the most positive of those emotions.

Each of these emotions has been associated with a specific element of a commercial flight and guides the design strategy and visitor experience.
enhance without overwhelming

you wear to the airport?
The JetBlue Runway colors are based on the JetBlue palette and add some brighter, bolder hues. This enhanced palette compliments the current design of T5 while maintaining a distinct identity in the terminal.

Runway does not use yellow or green in any elements to avoid confusion as these are the colors used for important wayfinding in T5 (image A). The use of orange (c0 m49 y100 k0) is also limited to text only, no blocks or other design elements, as this color can look similar to the T5 wayfinding in certain lighting (image B).

Runway carefully avoids blocking sightlines to important wayfinding throughout the terminal as seen below.
simple + clean + clear
HUB PLAN
Scale: NOT TO SCALE

TSA Entrance
Food & Retail
Mannequins
Suspended circular screen

Branch A
Grandstand converted to interactive space

Branch B
Suspended digital screen

Branch C
Help Desk

SEE SHEET 47 FOR HUB RENDERINGS.

HUB ELEVATION
Scale: 1:100

DESIGNER
Rebekah Charlston
DATE
May 10, 2019
The interactive space in the Hub is a pop up built over one of the grandstands. This grandstand is often used for similar pop ups and almost every traveler in T5 passes right by this bright space.

DESIGNER
Rebekah Charlston
DATE
May 10, 2019
Title wall with celebrity Kendall Jenner wearing two very different outfits to the airport.
In the early days of aviation, flight was considered a luxury and travelers would dress as though attending a red carpet event. Today, air travel is far more accessible with reasonable prices so the event of travel is no longer considered a formal activity by many travelers. This area allows travelers to see what they might have worn to the airport throughout the decades since air travel became affordable and casual.

**How it works**

Travelers step up to the large mirrored touchscreen and choose a time period. An outfit from this time is then overlaid on the traveler’s reflection and a celebrity also from the time appears next to them. Travelers will be given the opportunity to take a picture and send it to themselves.
You decide which celebrity has the best airport fashion.

Assemble your perfect airport style.

The results of the voting and more celebrity images can be found online at jetbluerunway.com.

This is essentially a digital paper doll. Here travelers can assemble their ideal airport outfit and when they have their favorite creation, they can either upload it to jetbluerunway.com, send it to themselves, or post it on social media.

This area also features an additional touchscreen at an accessible height. The other two interactives are both accessible at any height.

If travelers want to follow up and learn more online they have the opportunity to do so.

Each of these interactives provides varying levels of engagement and allow travelers to spend only a moment or as long as they like while killing time in the airport.

There is an educational component associated with the physical structure but the main purpose is to provide some alleviation from the stress of travel.
T5 rooftop

SEE SHEETS 53-56 FOR ROOFTOP RENDERINGS

DESIGNER
Rebekah Charlston

DATE
May 10, 2019

ROOFTOP PLAN VIEW
Scale: 1:100

- T5 Space suit, Virgin Galactic, 2014
- Y-3 Space suit, Virgin Galactic, 2014
- ACES “Pumpkin Suit”, NASA, 1969
- Gemini G-2C Training Suit, NASA, 1969
- Apollo 11 Moonwalk Suit, NASA, 1969
- Space suit, Space X, 2017
- Space suit, Blue Origin, 2016
- Rooftop Pet Relief Area
- Runway
- Lawn
- Lawn
- Swings
- Space suit, Space X, 2017
These views show the entrance into the Hub from TSA. Upon entering, travelers see a video loop playing footage of shoes walking the runway at the Chanel Fall/Winter 2017-2018 show. Below the screen are bright blue mannequins wearing reproductions of Pierre Cardin’s Space Age designs.

Runway provides moments of joy and delight along with opportunities to relax and recharge. Seen here are Space Age style chairs—in this case Eero Saarinen’s “womb” chairs—in the Hub. Mannequins wearing various flight-inspired outfits are in some of these seats. This moment can be simply an opportunity to sit in a comfortable chair or a photo opportunity to share with friends and family.
Continuing down Branch C, the Space hallway, there are collections of space-inspired commercial clothing and design. Here is one example of what this looks like with the *Vans Space Voyager Collection*. To add some whimsy, the shoes have been reproduced at three times the normal size and hung upside down from the *Runway* as it crosses the hallway.
Down near the end of Branch C is the entrance to the T5 Rooftop. Runway highlights this area and leads travelers to the Rooftop entrance. At this section of the Runway, the content shows selections from a 1965 Harper’s Bazaar. These images are reproductions of Richard Avedon’s Space Age photography.
On the **Rooftop** the content flips when travelers step outside. While inside the terminal, the content is all about flight’s influence on fashion; on the **Rooftop**, the exhibition discusses how fashion has influenced flight, specifically in space suit design and how space suits are becoming sleeker and more fashionable as commercial space travel becomes a possibility in the near future.

In this space travelers have the opportunity to relax on swings suspended from the **Runway**. There are also tables and chairs and green lawns to lounge on.
Further down on the Rooftop there is another photo opportunity with a bulky NASA space suit from the 1990s and an ultra sleek, recently designed Virgin Galactic suit. Visitors can step right up to the Virgin suit and take a photo or look up through an acrylic panel to see the NASA suit from below.
At the very end of Branch A, the Hot Air Balloon wing, the ceiling lifts and an actual hot air balloon is suspended in the space. Here is one of the many iPad benches spread throughout the terminal. These are featured, as this one is, encouraging visitors to check out jetbluerunway.com.
Down at the end of Branch B, the Aviation wing, there is a section on **Amelia Earhart**. Many people know and love Earhart and are aware of her aviation accomplishments. However, many people are not aware that Earhart started her own fashion line. This section contains information about "Amelia Fashions" and how her fashion line and personal style greatly influenced the wearing of pants by women, something highly unusual at the time.
Airport exhibitions create an opportunity to build a relationship with travelers by improving their journey and creating a unique experience.
hot air balloons
Branch A

The Madness of the Day

Man with balloon hat

La Coquette Phisicienne

Untitled Portrait of Marie Madeleine Sophie Armand Blanchard
1811. National Air and Space Museum Collection, A19680052000.

Les Merveilleux Physiciens
National Air and Space Museum Collection, A20000740000.

Cartoon from the 1780s depicting balloon mania
Cabinet Magazine.

Vogue, Summer Travel, May 15, 1933 [Magazine Cover]
National Air and Space Museum Collection, A20140742000.

Vincent Lunardi
National Air and Space Museum Collection, A19772104000.

The Flight of Fashion
National Air and Space Museum Collection, A19680302000.

Textile, Fabric, Toile De Jouy, Balloon Print
National Air and Space Museum Collection, A20020153000.

Designer
Rebekah Charlston

Date
May 10, 2019

Amy Johnson wearing a woollen suit from the collection of flight clothes designed by Madame Schiaparelli for her solo flight from London to Cape Town 1938, unknown photographer, Sasha/Getty Images.


Woman’s Home Companion Magazine for August 1934. From the Collections of The Henry Ford, 2015.7.1.


Bouffant Cap, Flying, Amelia Earhart, Civilian National Air and Space Museum Collection, A19610155000.


Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.

Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.

Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.


Dress, Lindbergh, King Collection National Air and Space Museum Collection, A20040287010.


Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.

Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.

Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.


Dress, Lindbergh, King Collection National Air and Space Museum Collection, A20040287010.


Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.

Jacket, Flying, Type G-1 United States Navy, Vice Admiral Walter Carter, Jr., National Air and Space Museum Collection, A20150572000.


Dress, Lindbergh, King Collection National Air and Space Museum Collection, A20040287010.

Selection of items from Vans “Space Voyager Collection”

Three female models in space age-type fashions by Courreges


Christopher Kane “Space Collection” Devine Launch video.


“Boeing Blue” Blue Origin Space Suit
Designed by Boeing and the David Clark Company, 2016.

Pressure Suit, Gemini, G2-C, Training
National Air and Space Museum, A19730637000
Transferred from NASA Manned Spacecraft Center.

Pressure Suit, A7-L, Armstrong, Apollo 11, flown
National Air and Space Museum, A19730044000
Transferred from NASA.

Pressure Suit, Shuttle Launch-Entry
National Air and Space Museum, A20010212000
Transferred from NASA, Johnson Space Center.


Harper’s Bazaar, April 1965 issue
The Richard Avedon Foundation.

Design: Rebekah Charlston
Date: May 10, 2019
Dress 2 from “12 Unwearable Dresses”

Ski Ensemble

Dot Boot
Damien Hirst, The Met, 2003.52.a, b.

Evening dress, André Courrèges

Christopher Kane Safety Buckle
high-top sneakers
AW17 Space Collection.

Hat

Selected items
From Coach limited-edition Space Capsule Collection.