

The background features decorative DNA helix patterns in the top-left and bottom-right corners. These patterns consist of overlapping semi-circles in various colors (red, orange, yellow, green, blue, purple) connected by horizontal lines, creating a sense of movement and growth.

# **Visualizing Life, Growth, and Discovery**

Annette Seo

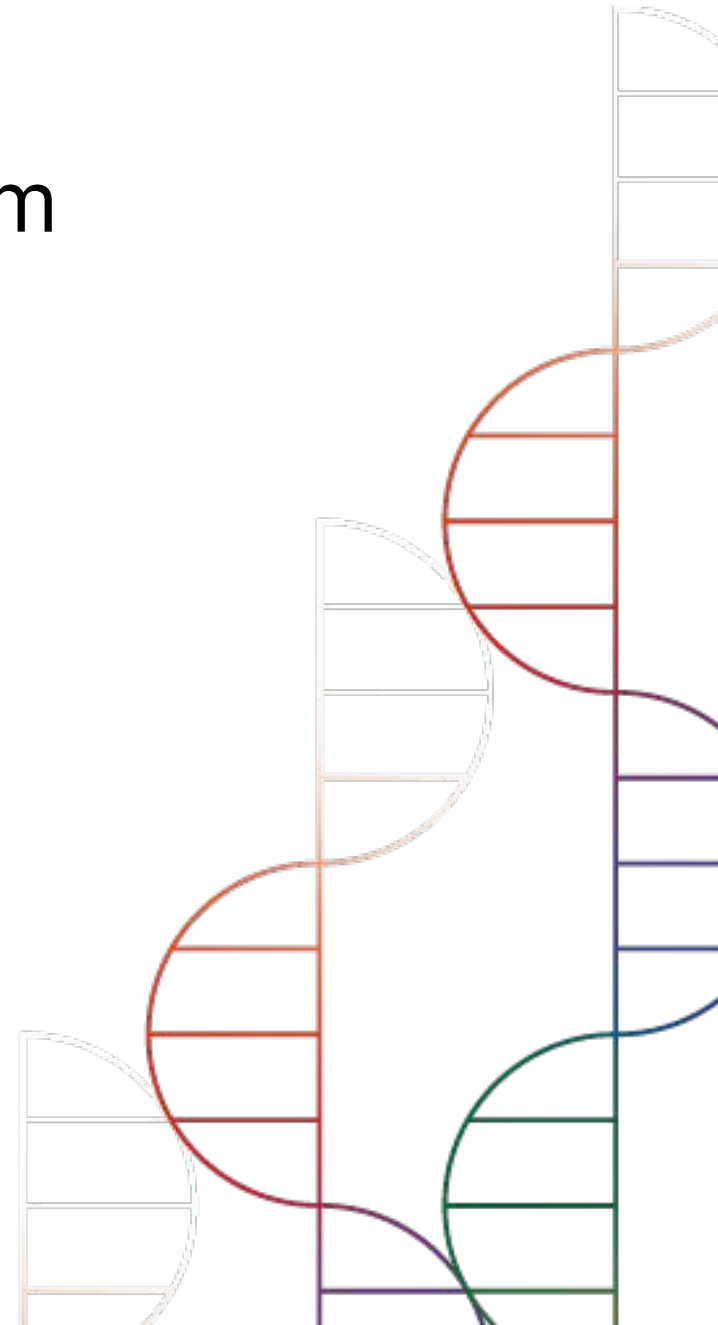


# Project Brief

## Objective

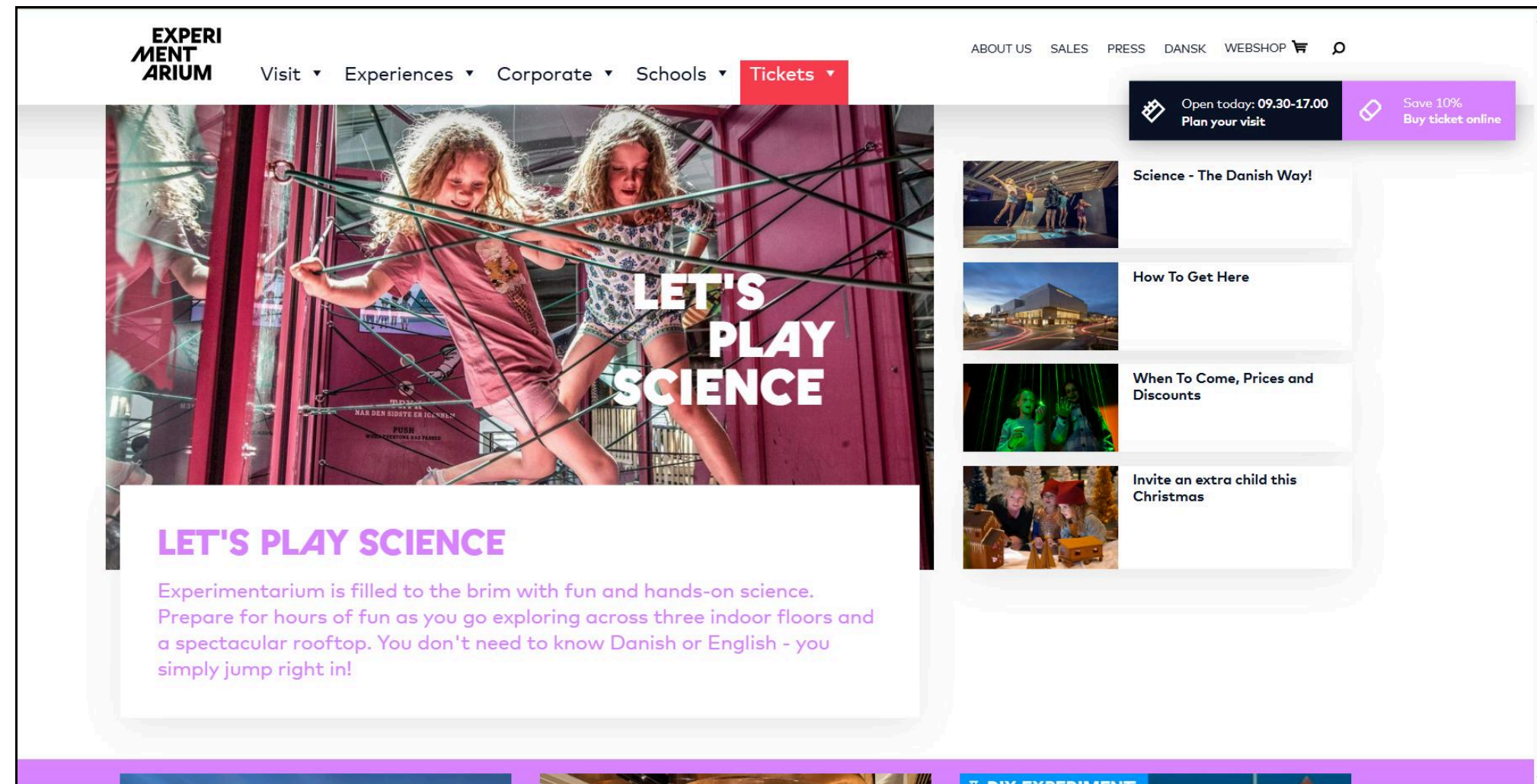
Create a new visual identity for Experimentarium, a children's science museum, including a new name, logo, color palette, and typography, and apply it to materials for the Future Human: How Far Will You Go? exhibition.

## Key Challenges

- Designing a flexible and cohesive visual system that works across diverse exhibitions and communication materials
  - Capturing the museum's mission and values through the new identity
- 



# Research & Inspiration



- Brand Analysis: Reviewed the museum's website, social media, and visitor feedback to understand how it communicates its values, strengths, and brand identity.
  - Keywords: Fun, Activity, Inspiration, Science



- Creative Scenario Exercise:
  - What if Experimentarium wore an outfit?
    - What if the museum were a living being?
  - The museum is alive — vibrant and full of wonder, like science itself.



# Research & Inspiration



- **Site Visit:** Explored Experimentarium and attended the Future Human: How Far Will You Go? exhibition to understand the space, audience interaction, and atmosphere.



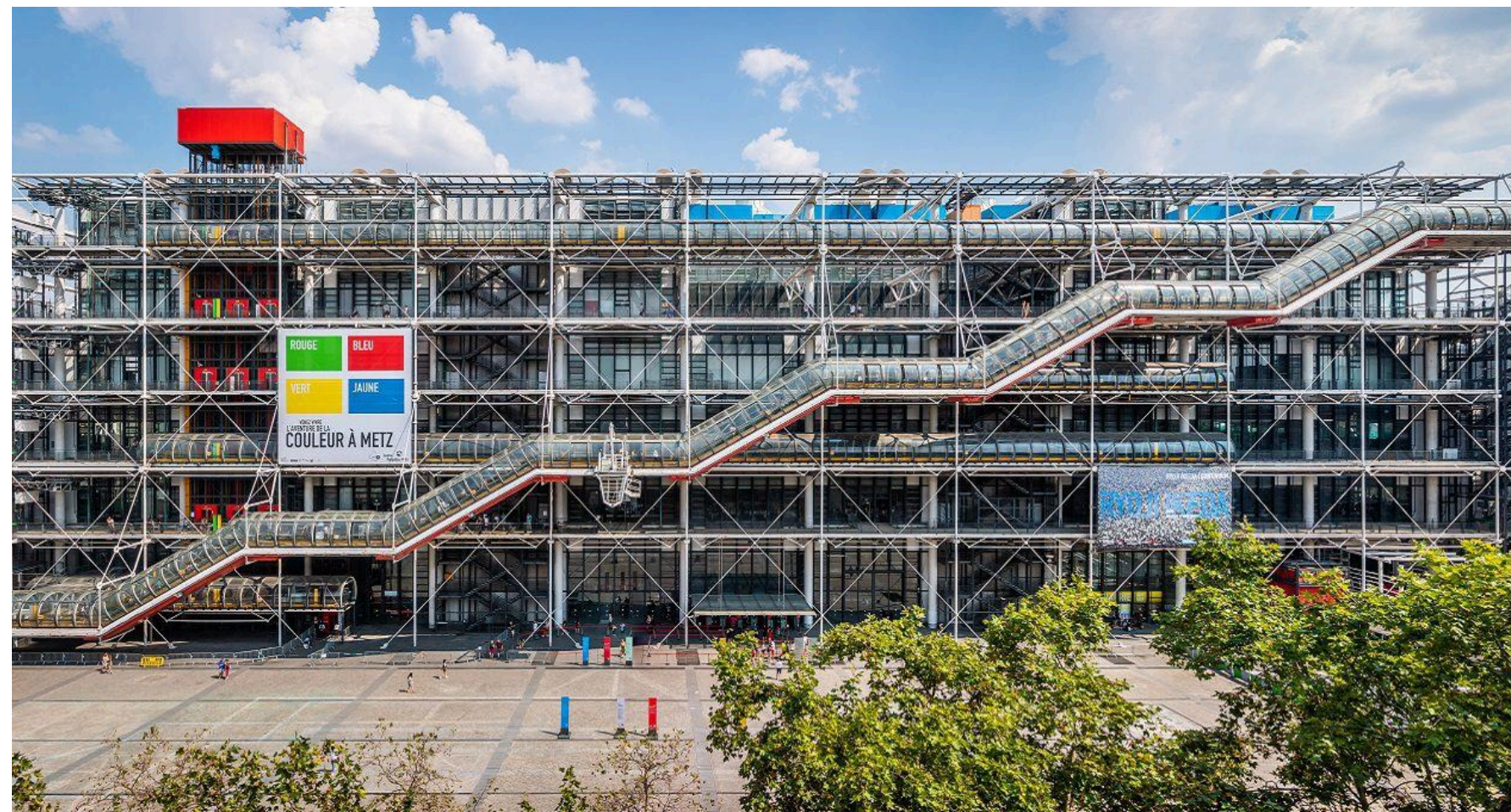
# Research & Inspiration



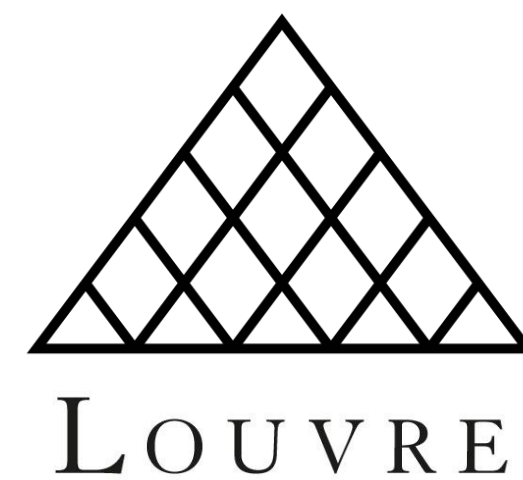
- **Site Visit:** Explored Experimentarium and attended the Future Human: How Far Will You Go? exhibition to understand the space, audience interaction, and atmosphere.
- **Spiral Staircase**



# Research & Inspiration



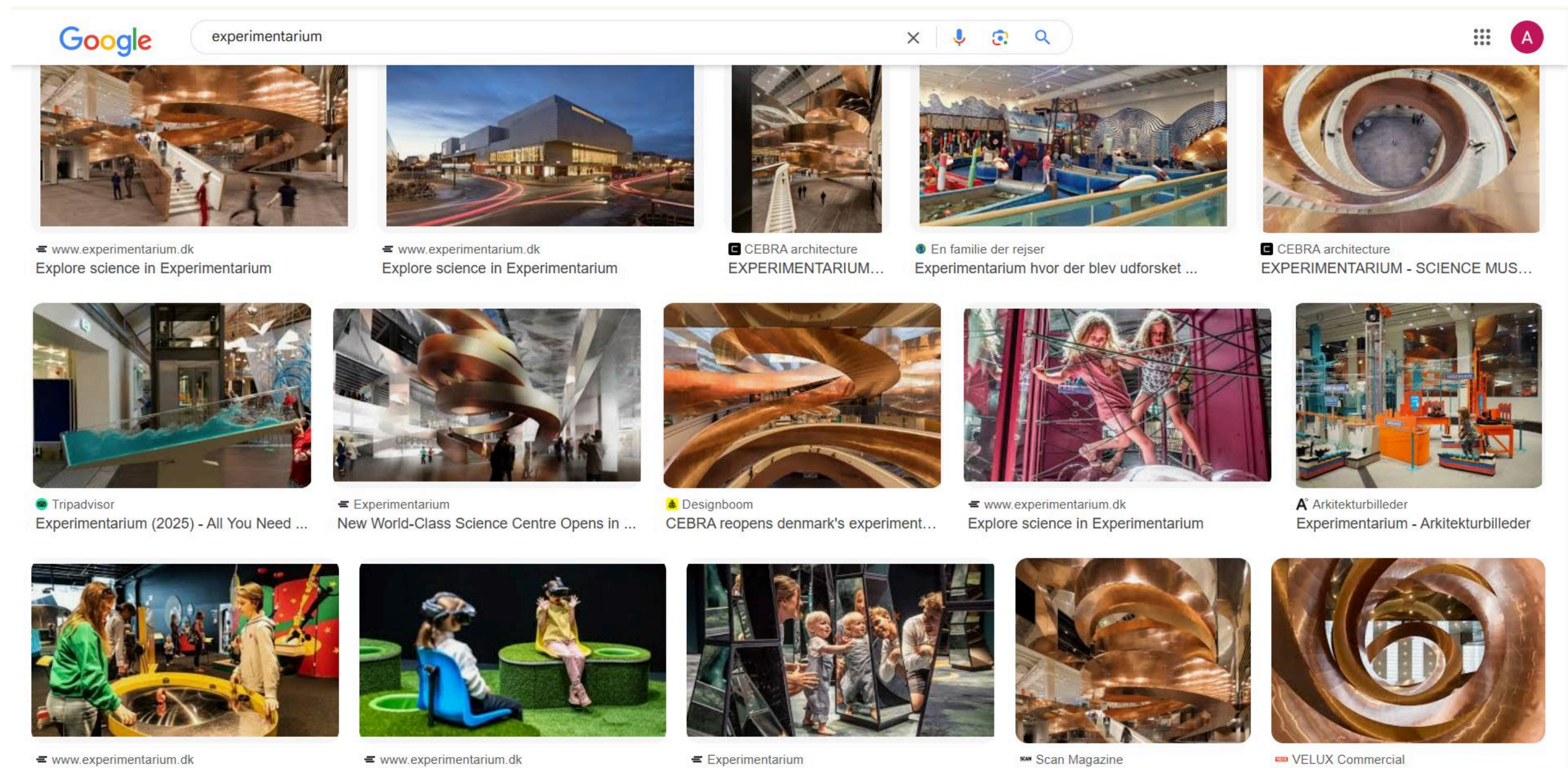
Centre  
Pompidou



Like Pompidou and the Louvre, whose logos draw from architecture, Experimentarium's spiral staircase could be the foundation for its new identity.



# Research & Inspiration



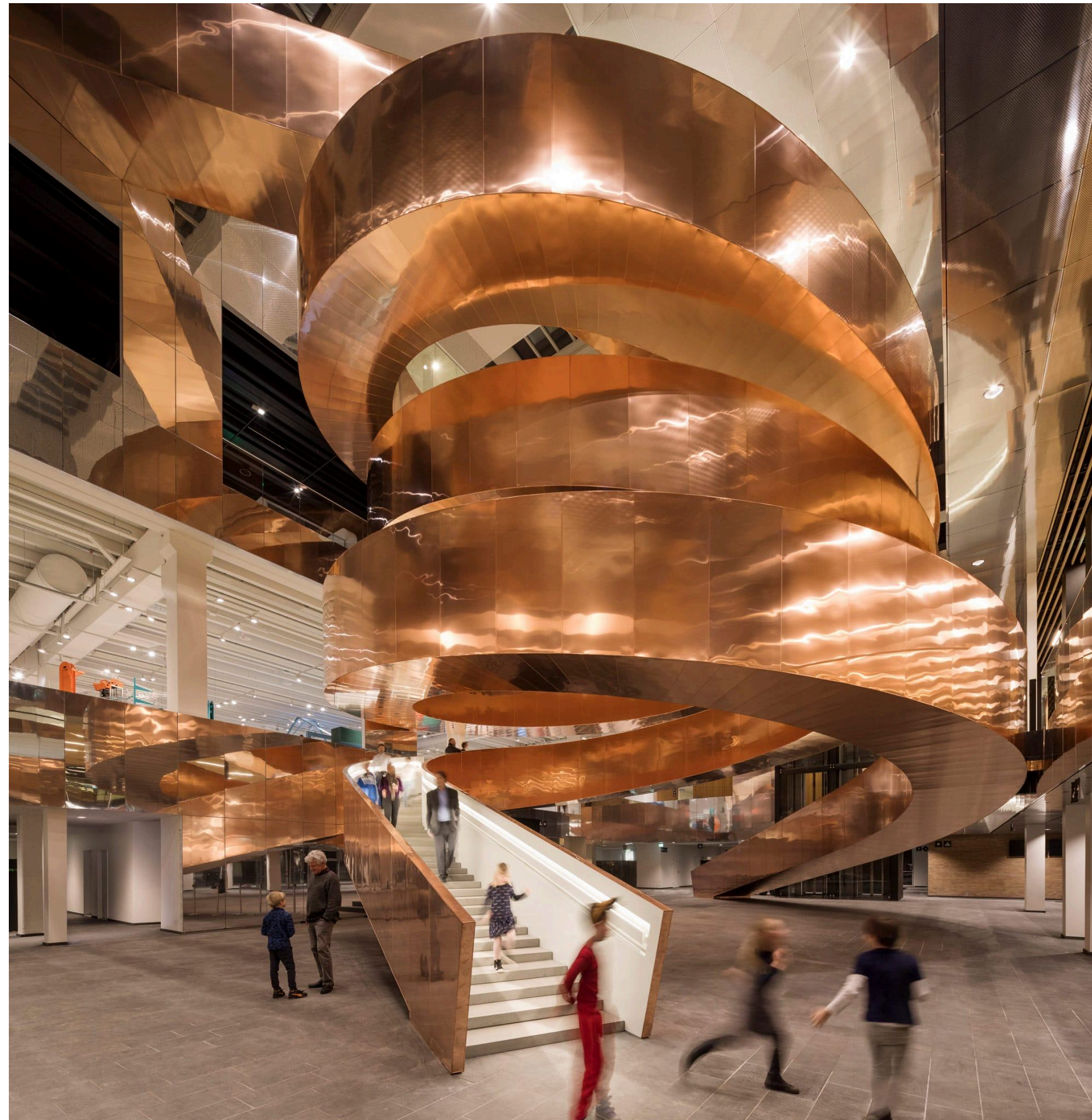
*"A giant copper spiral staircase sets the tone for this science museum."*

*- TIME Magazine, World's Greatest Places 2018*

- Confirmed that articles and search results frequently highlight this landmark.



# Research & Inspiration



*"In addition to serving its purpose as a staircase, HELIX therefore symbolises life, and the science that is the focal point of the popular experience centre."*

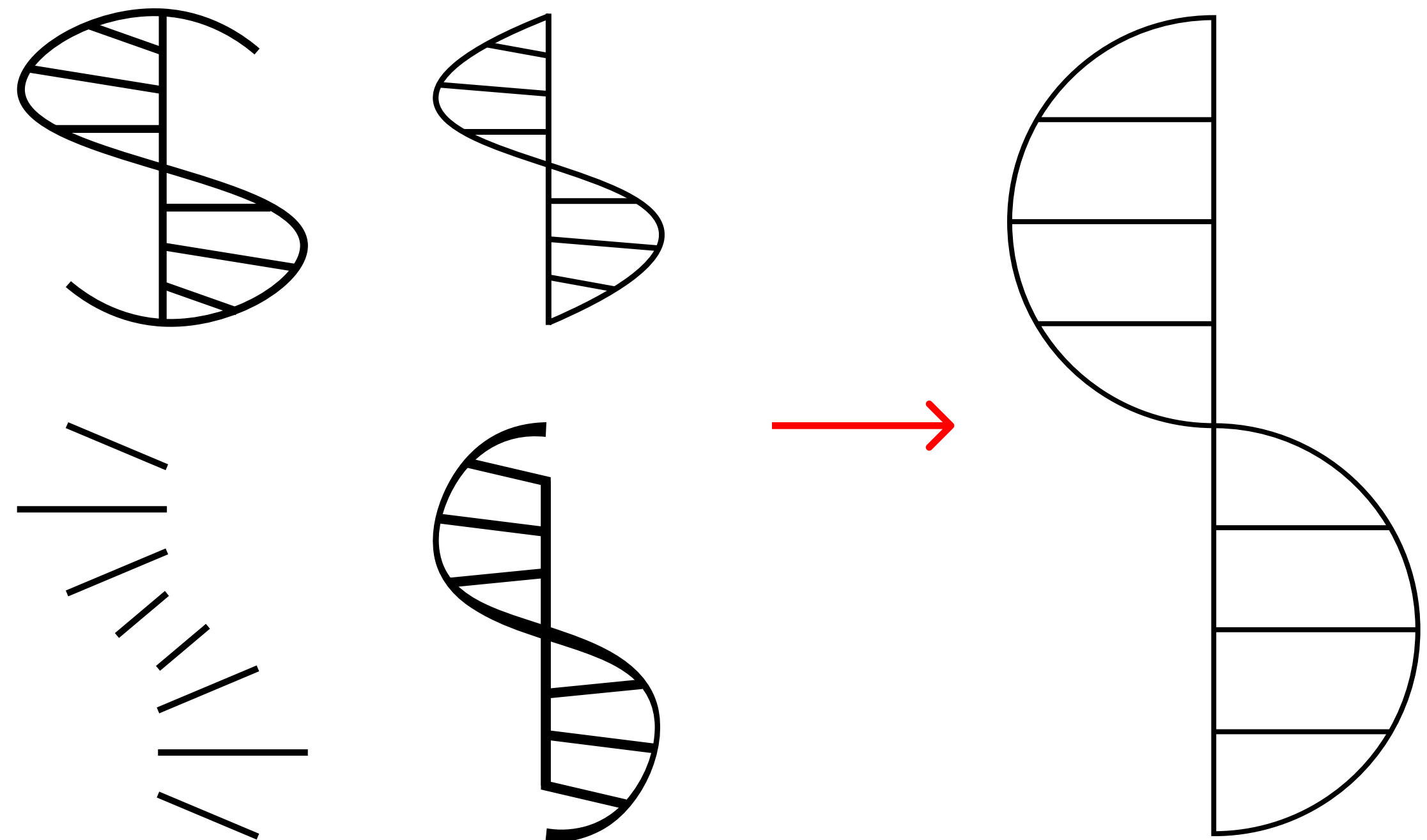
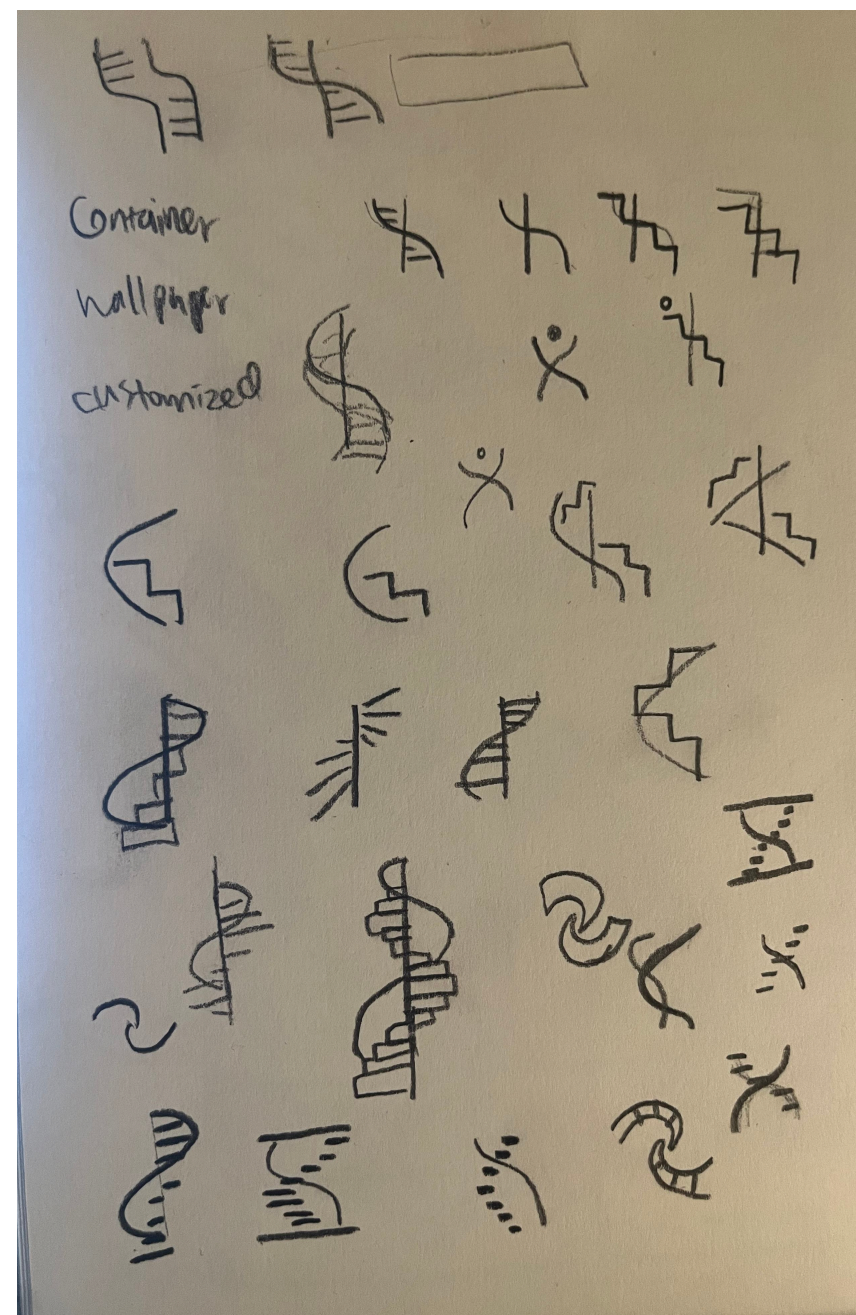
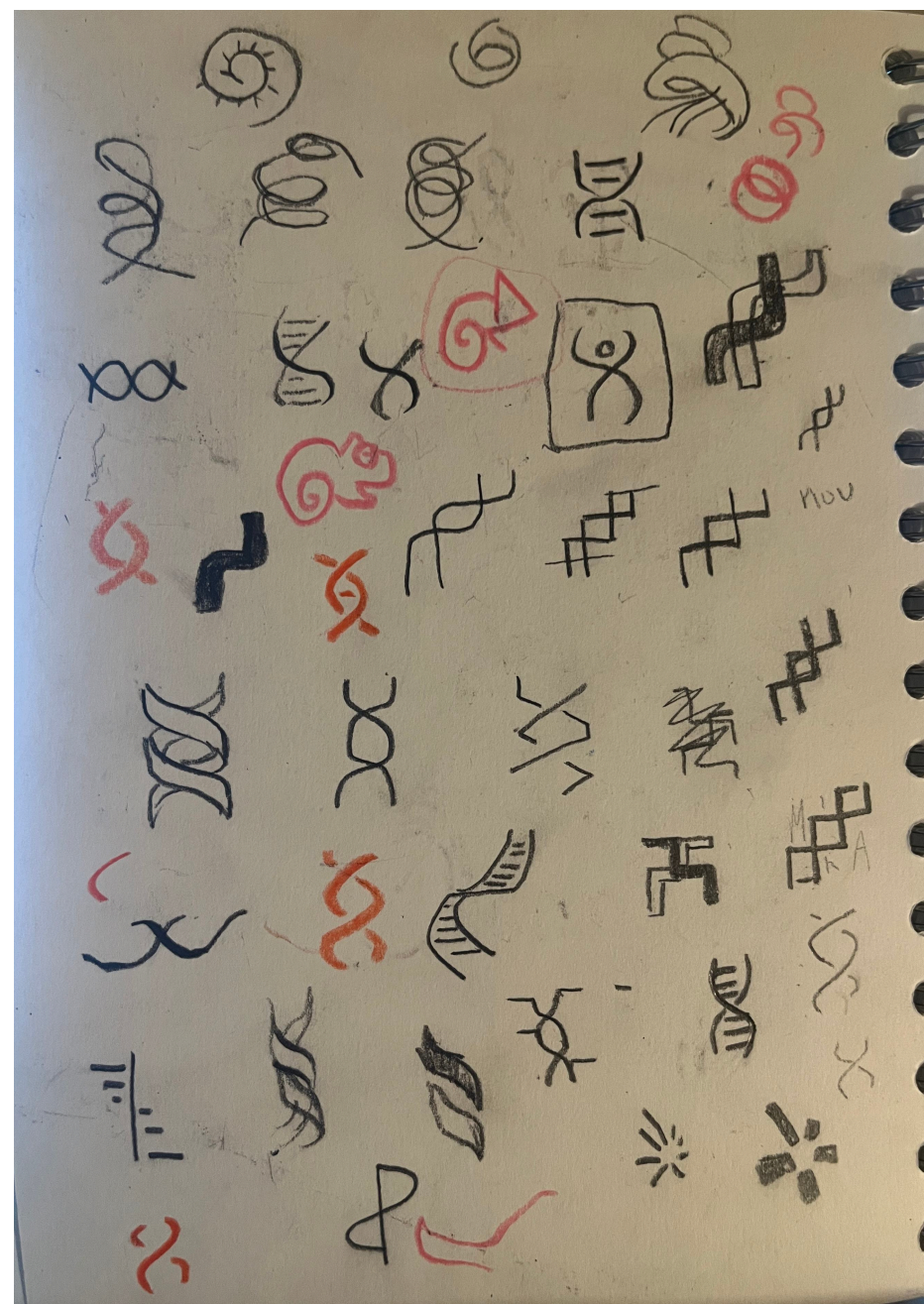
- Studio CEBRA

- The staircase, named HELIX, was inspired by the double helix structure of DNA.
- Aligns with my initial concept of the museum as a living, dynamic being
- Positioned at the heart of the museum, it anchors the visitor's journey
- Its upward spiral reflects themes of growth, curiosity, and exploration



# Logo Design

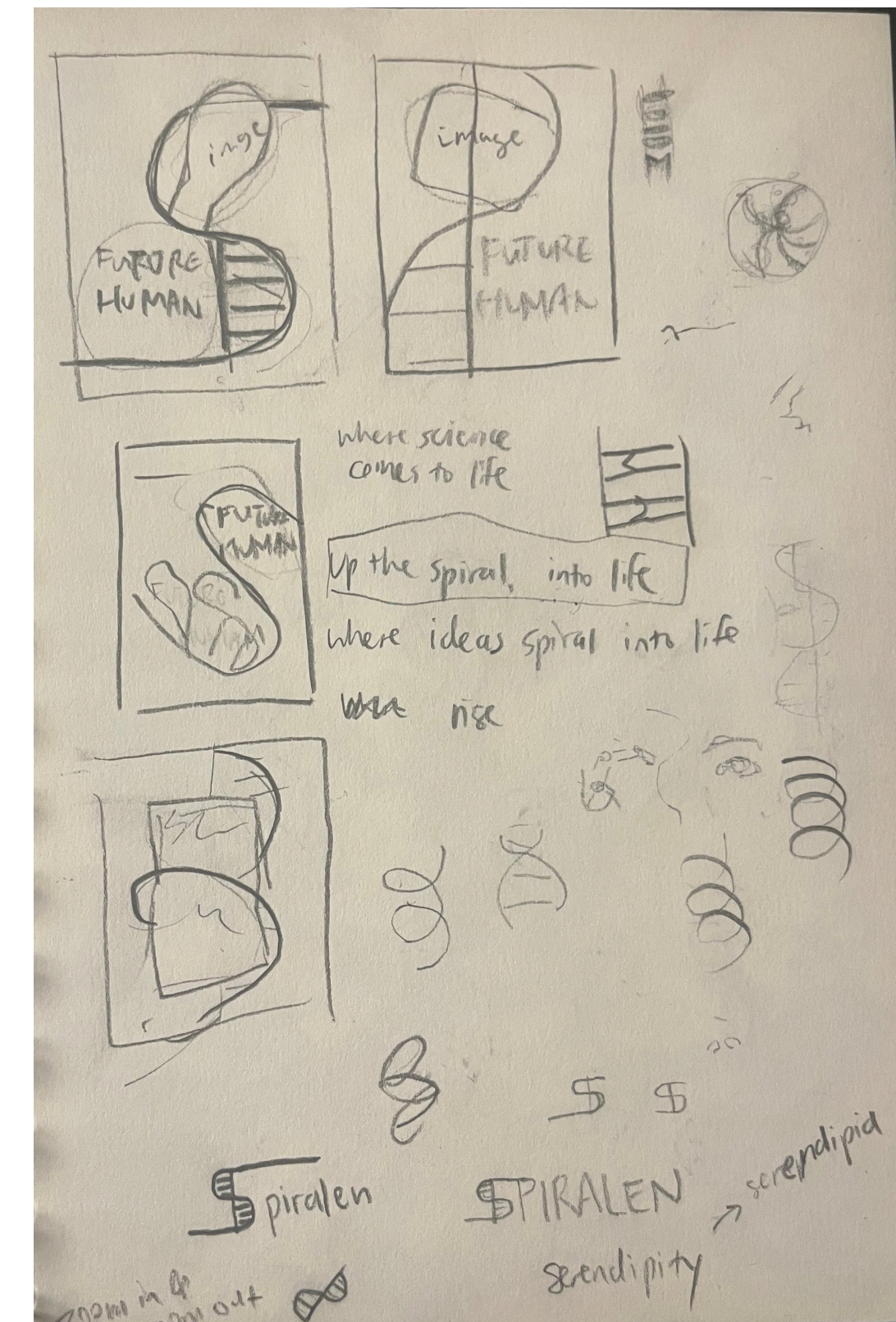
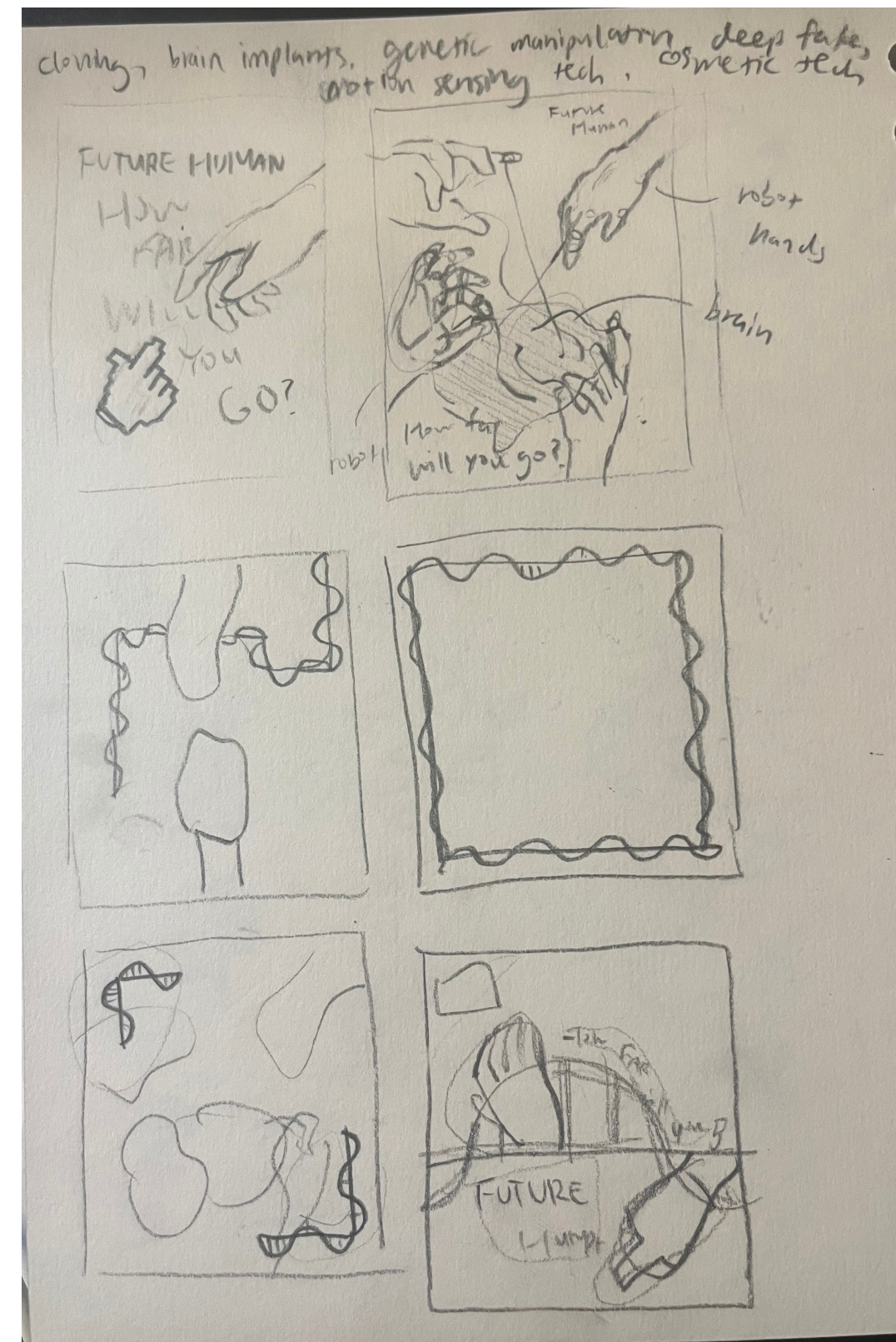
- Inspired by DNA and upward motion
- Final form uses one vertical line, short horizontal steps, and semicircles
- Thin strokes create a sense of elegance & allow seamless repetition as a pattern for extended applications





# Poster Development

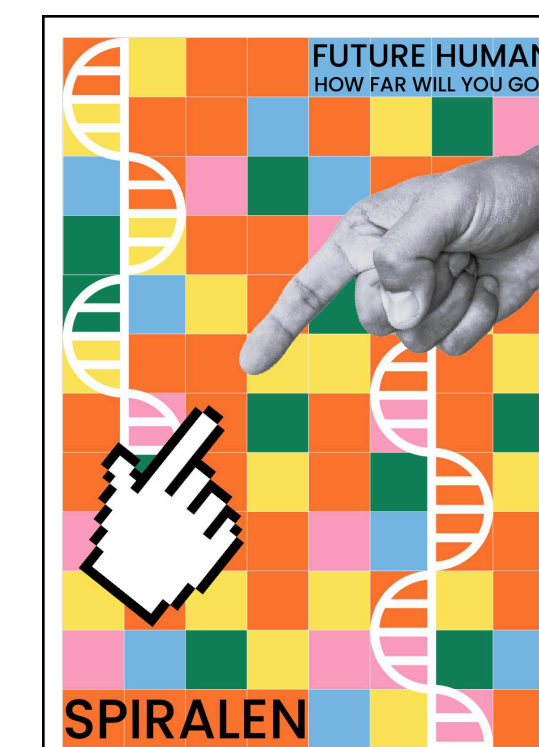
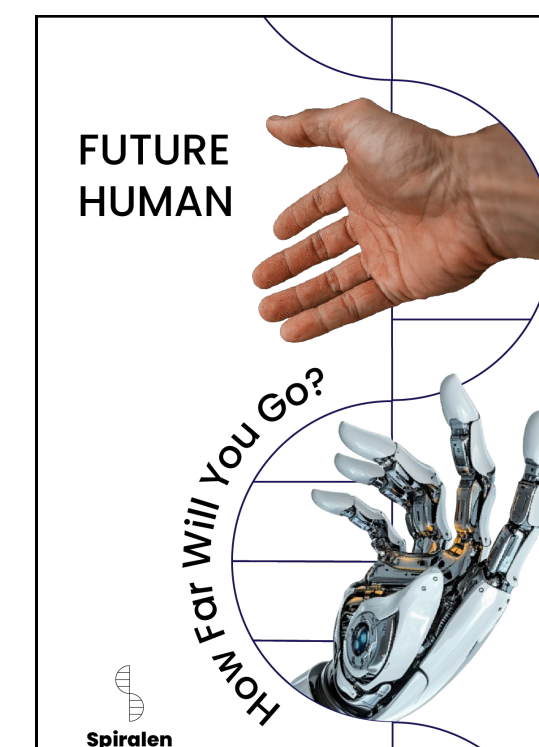
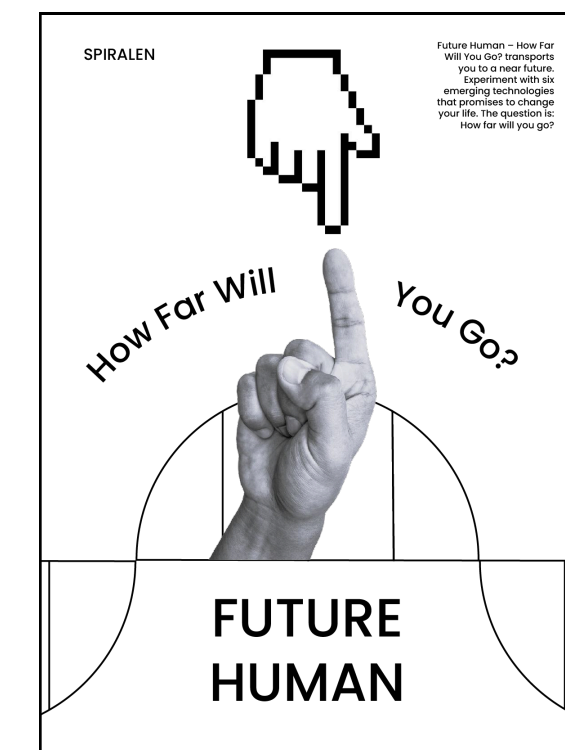
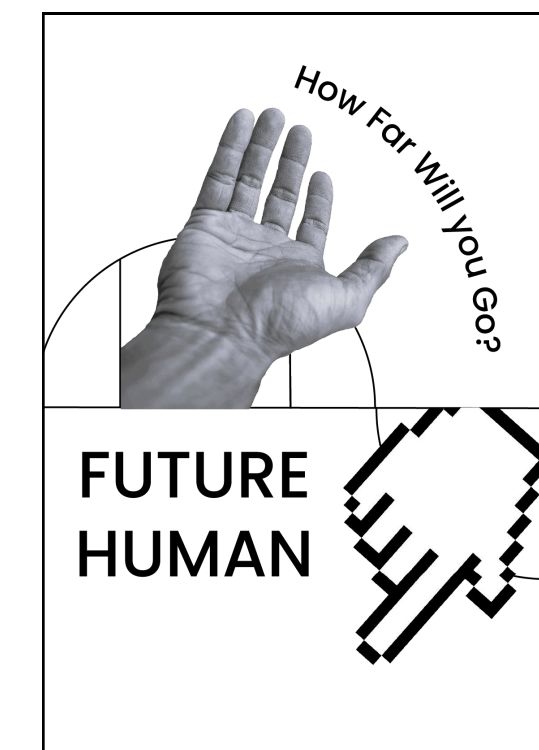
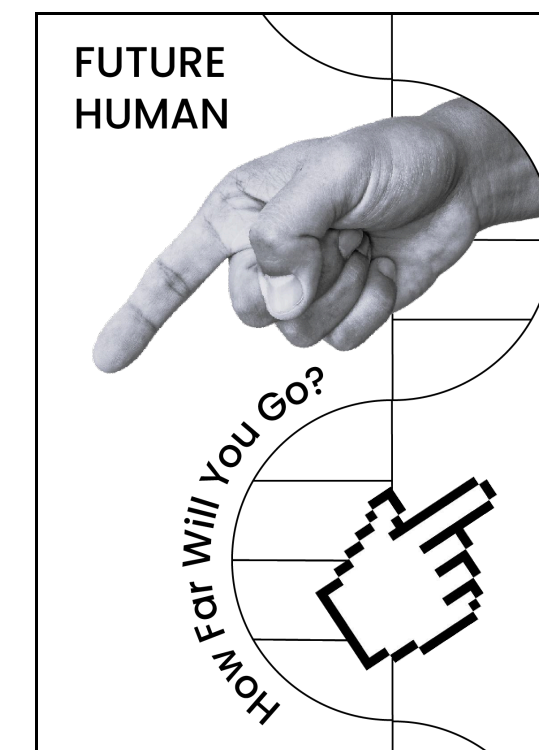
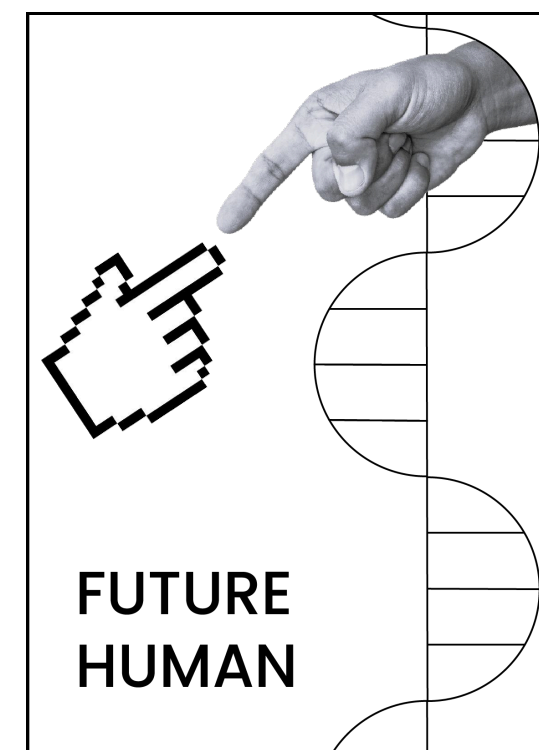
- Experimented with composition, stroke weight, and color to integrate the logo as a unifying element across all materials





# Poster Development

- Experimented with composition, stroke weight, and color to integrate the logo as a unifying element across all materials





# Poster Development

- A longer, vertical arrangement best captures the structure and upward flow of the staircase
- Chose the name Spiralen, which means The Spiral in Danish





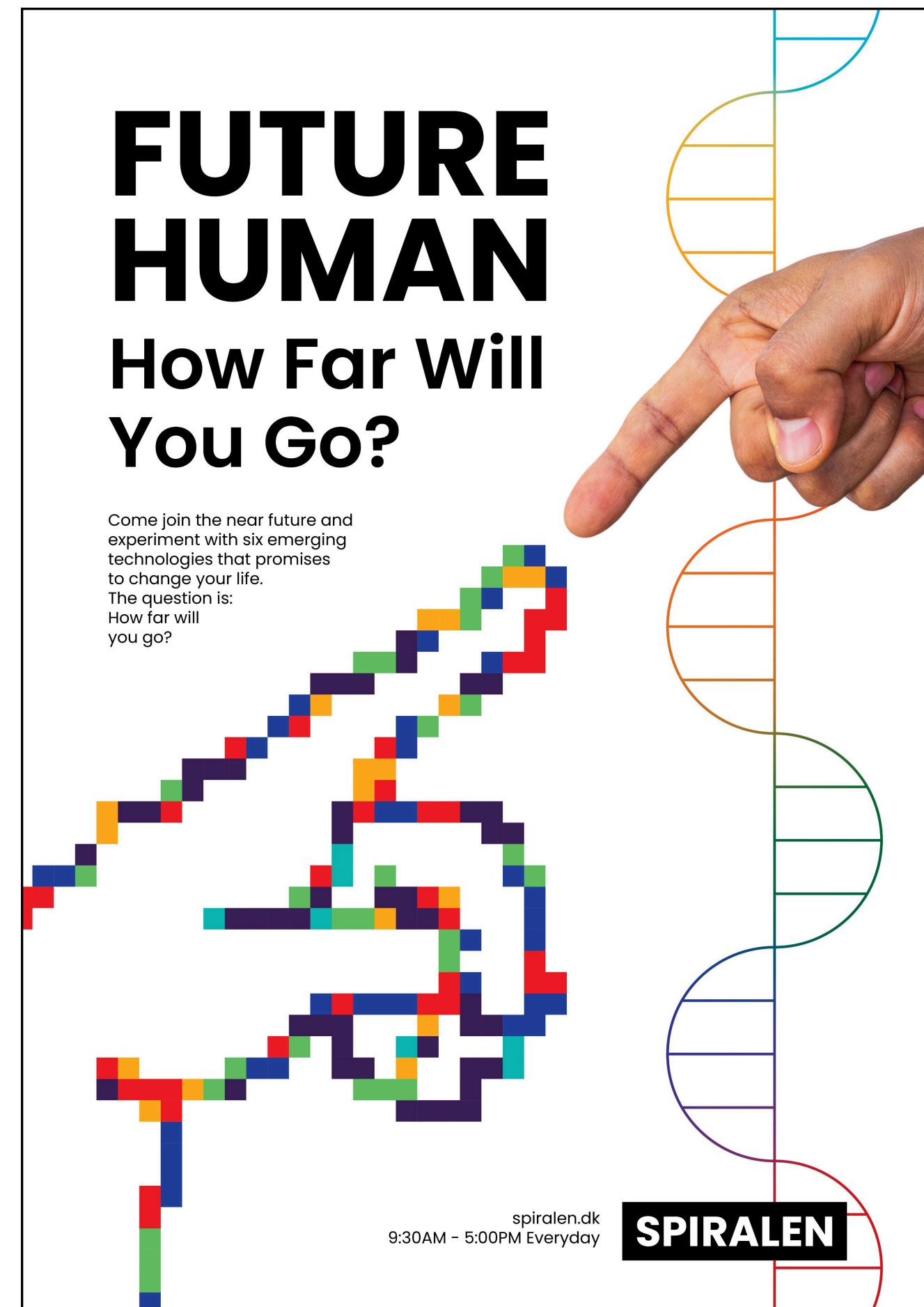
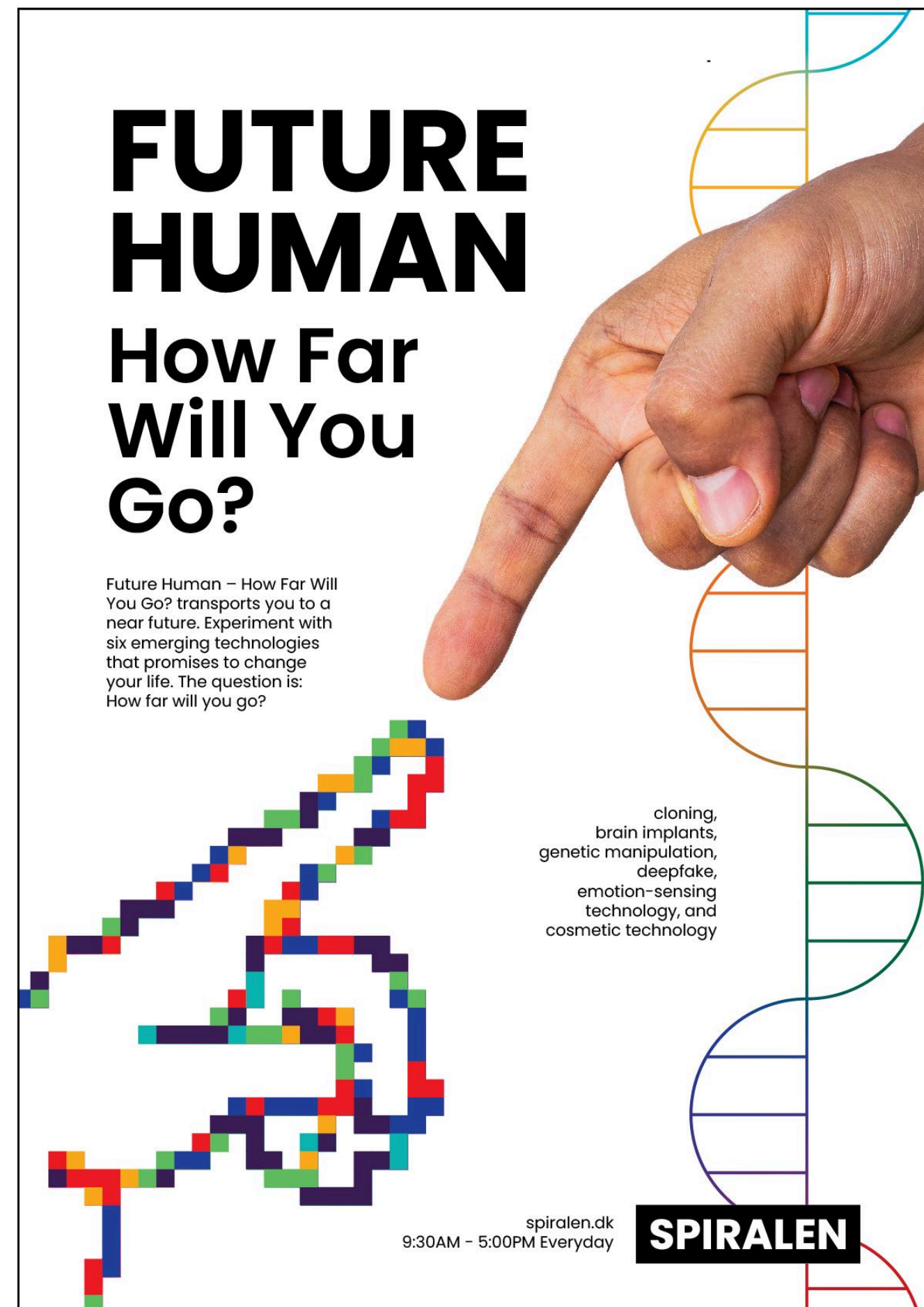
# Poster Development



- Iterated with color and various hand images and positions to find the best combination to express the exhibition's themes
- Aimed to balance the logo's minimalist feeling with the playful energy of a children's museum



# Poster Development

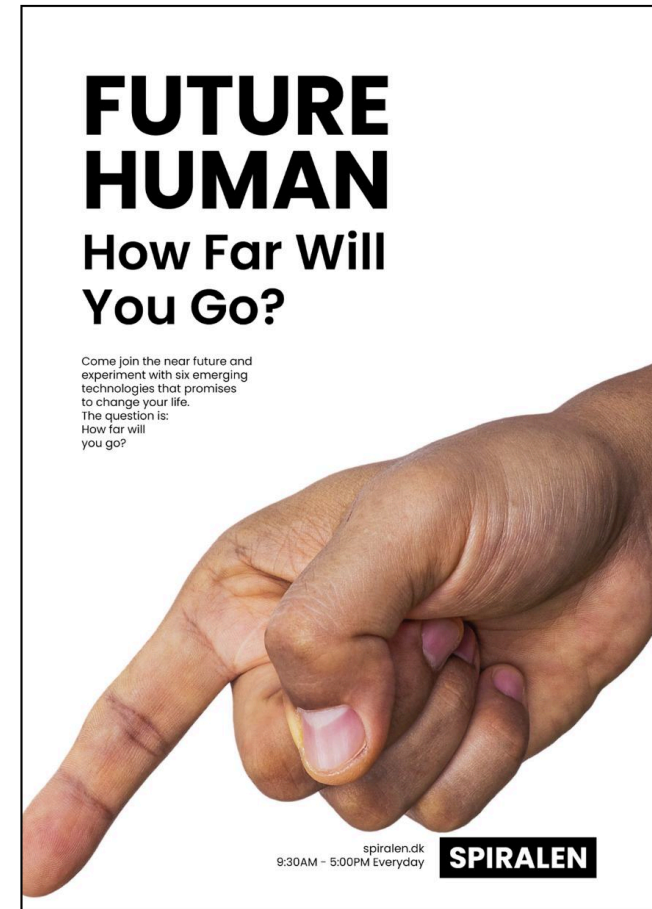


- Enlarged the pixelated hand and reduced the human hand to emphasize the rapid growth of technology and its impact, in line with the exhibition's theme

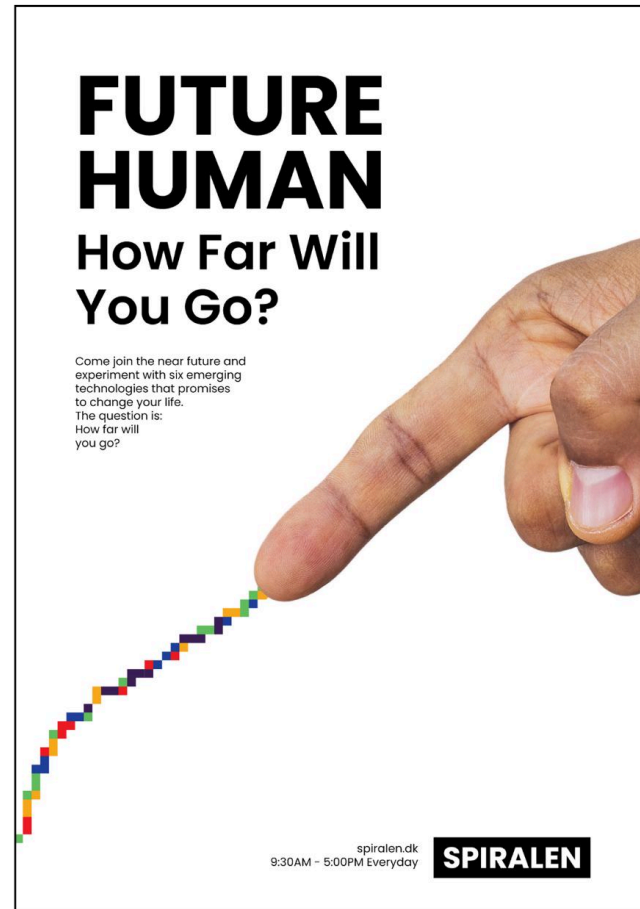


# Poster Animation

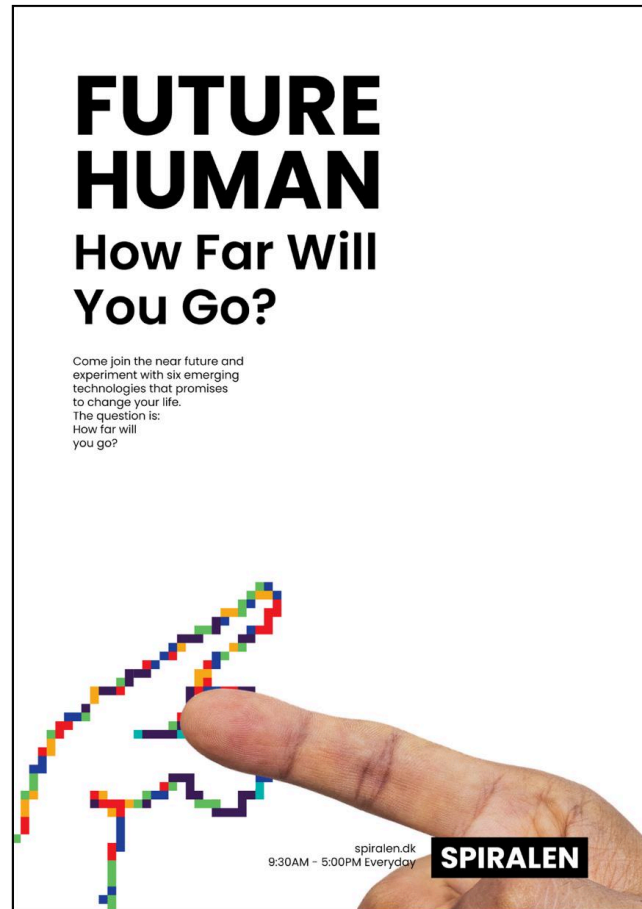
1



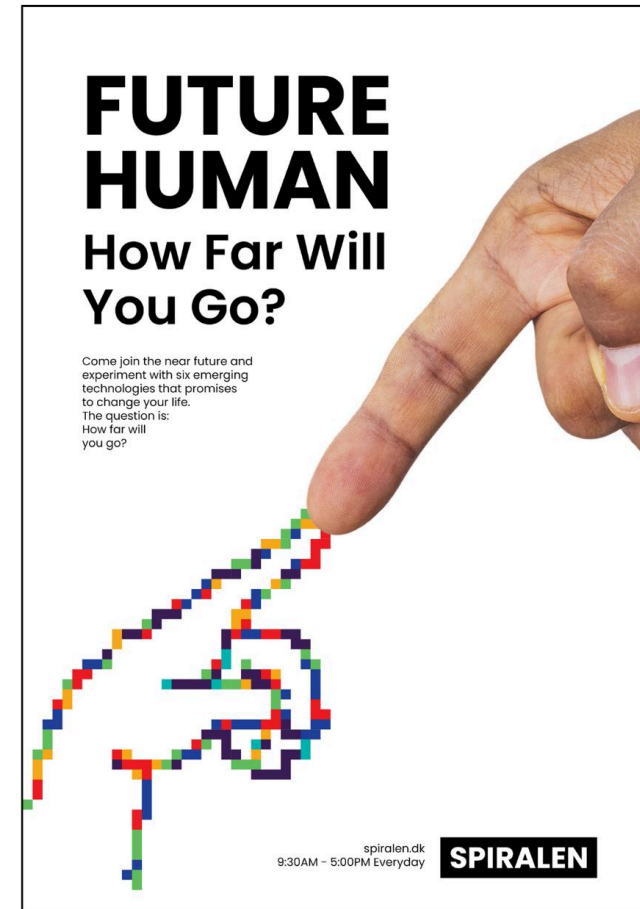
2



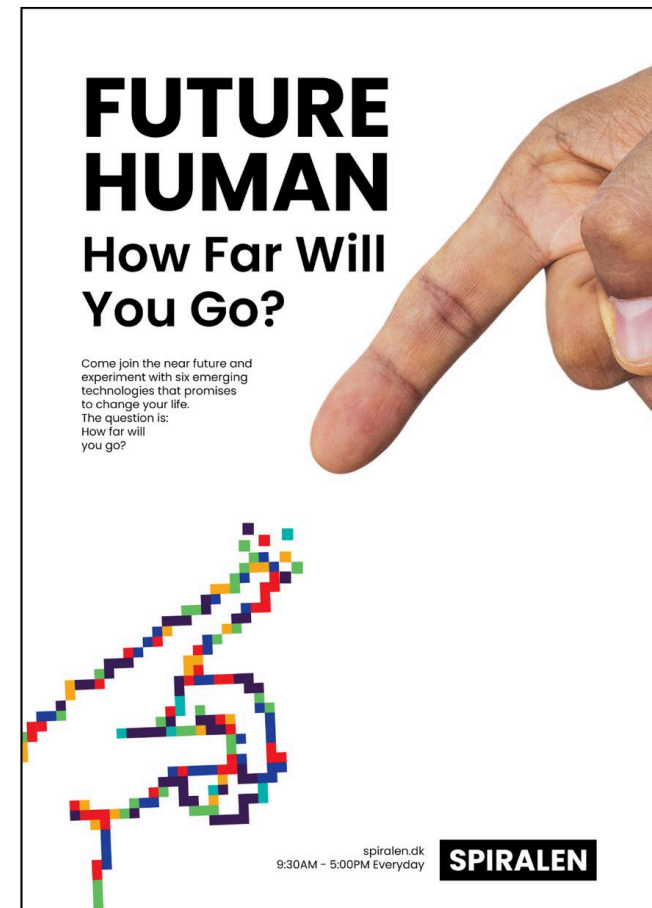
3



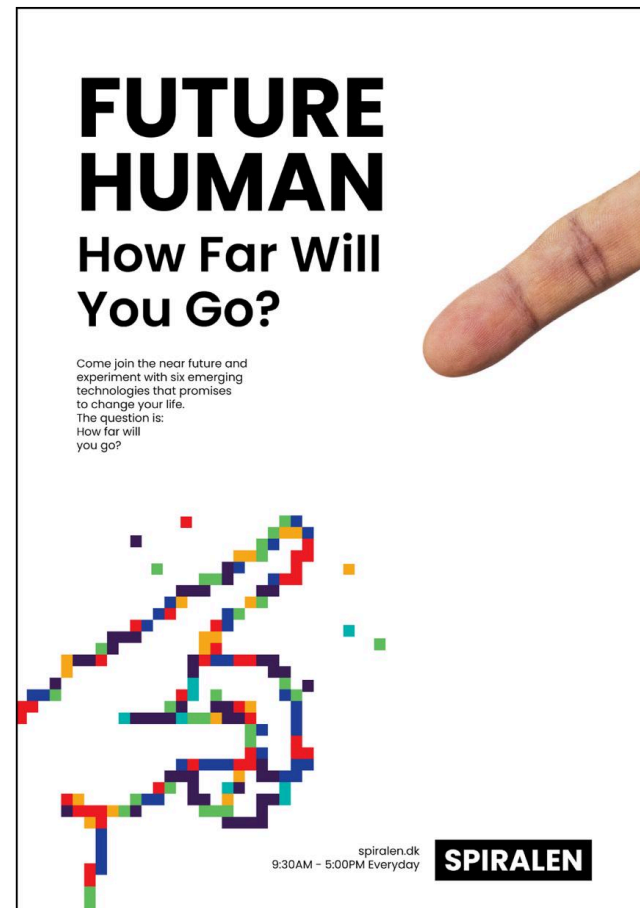
4



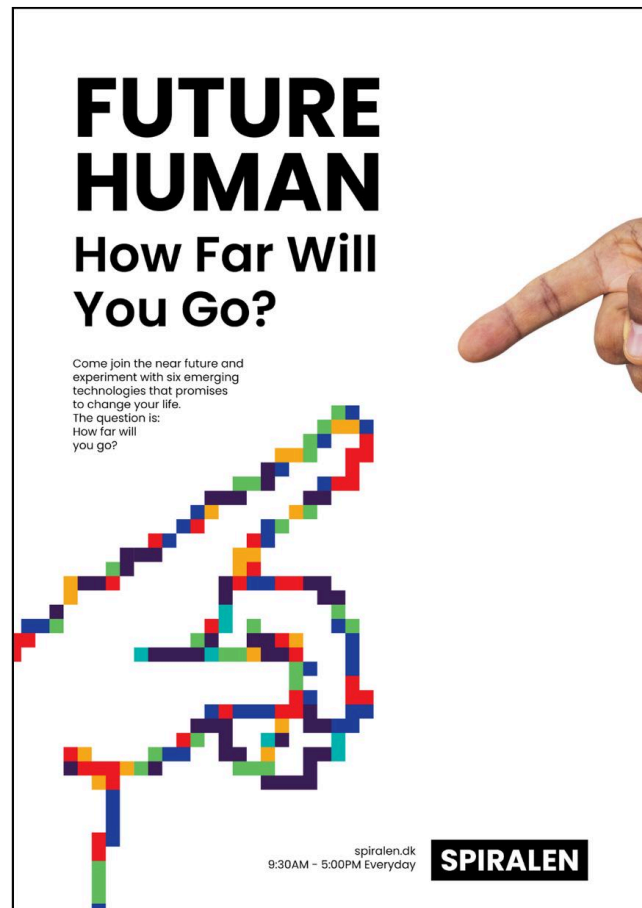
5



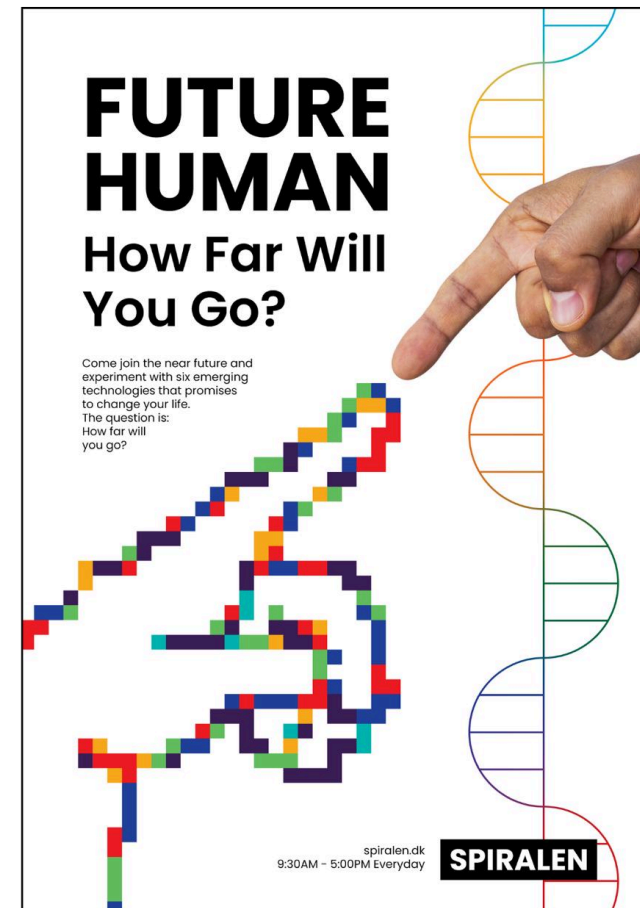
6



7



8

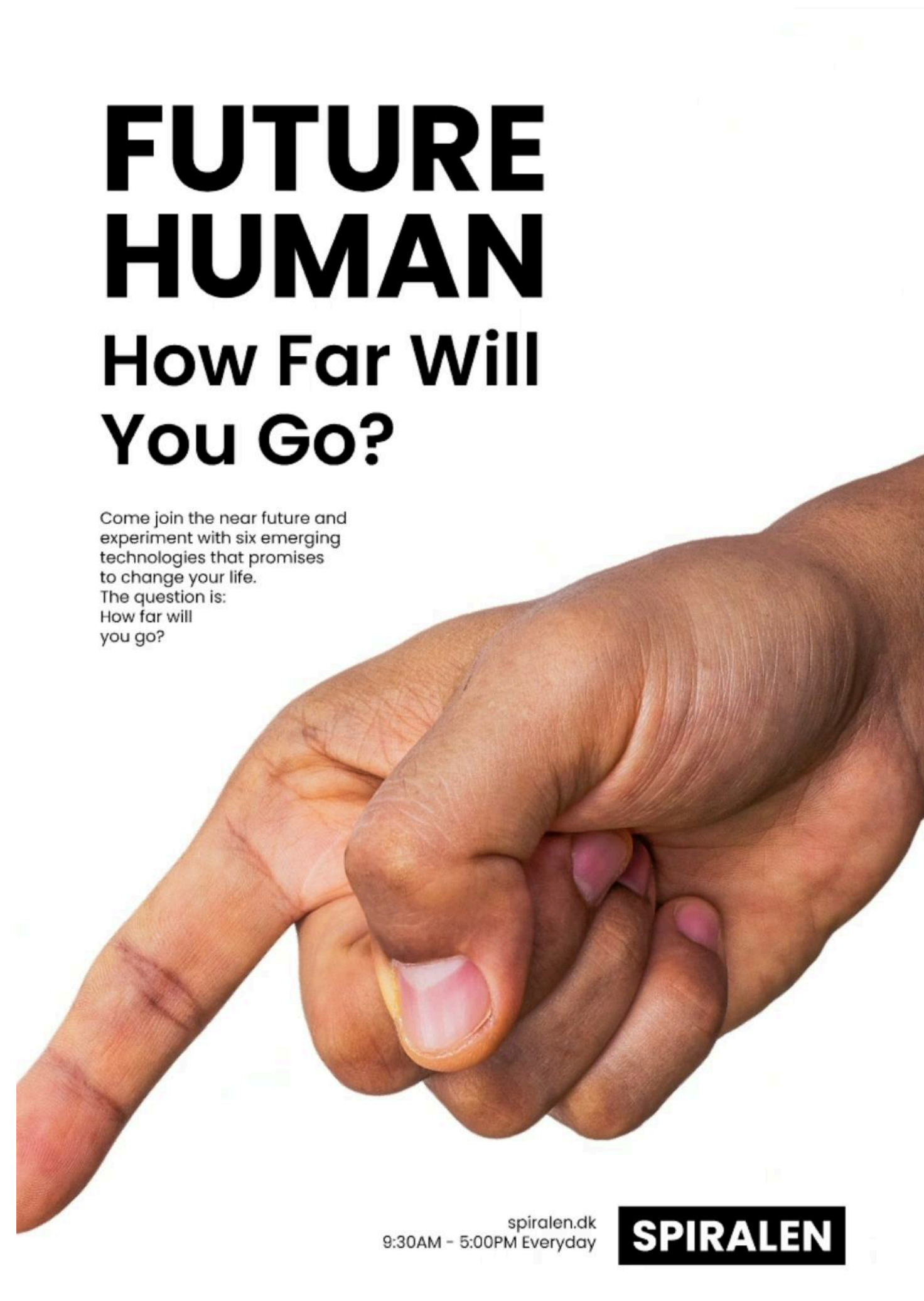


The human hand draws the pixelated hand, representing how humans created technology.

Then, the two interact — pushing, expanding, and shrinking — to illustrate the dynamic relationship and tension between humanity and technology.



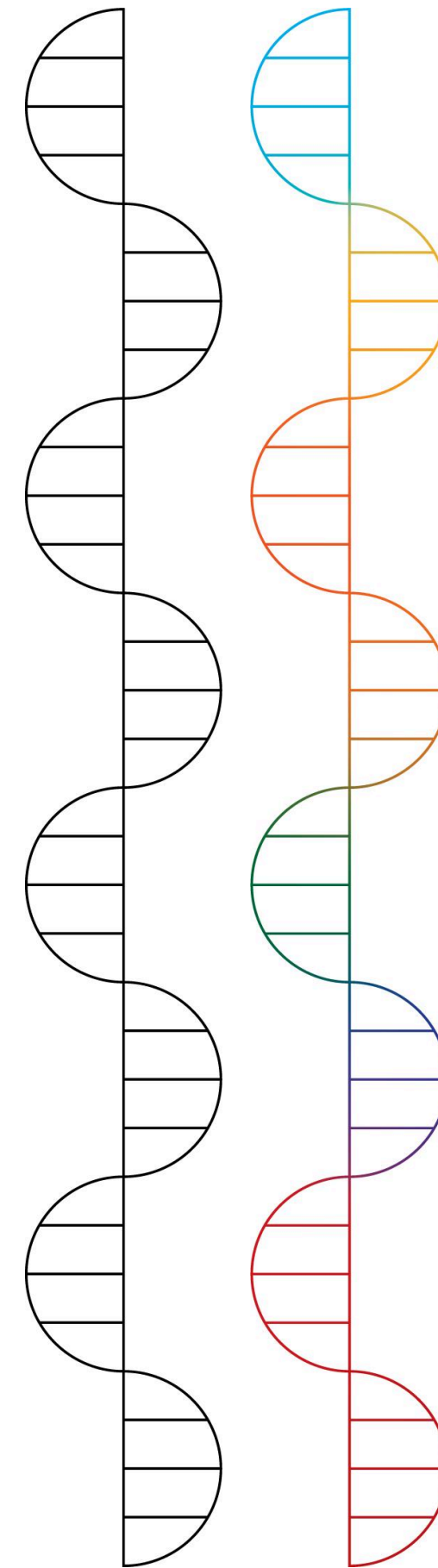
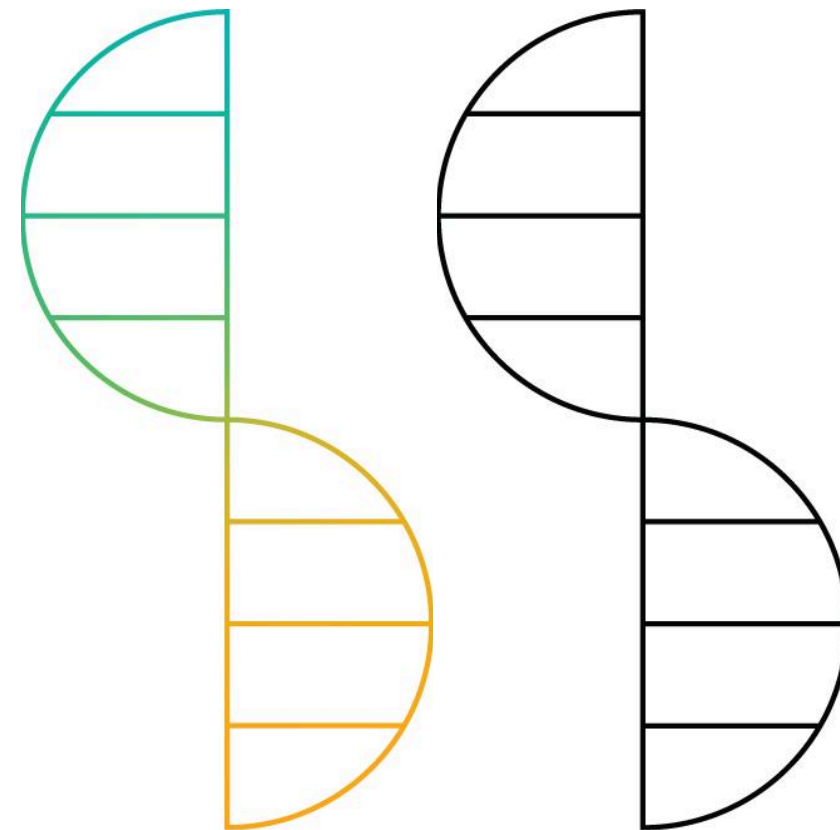
# Poster Animation



[Google Drive Link](#)



## Visual Identity

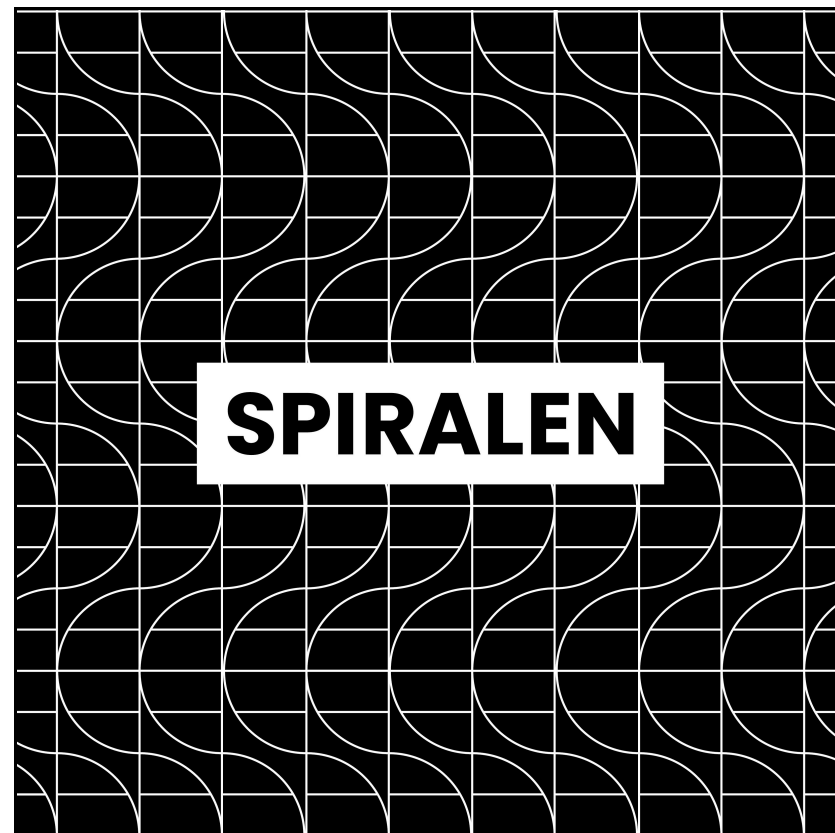
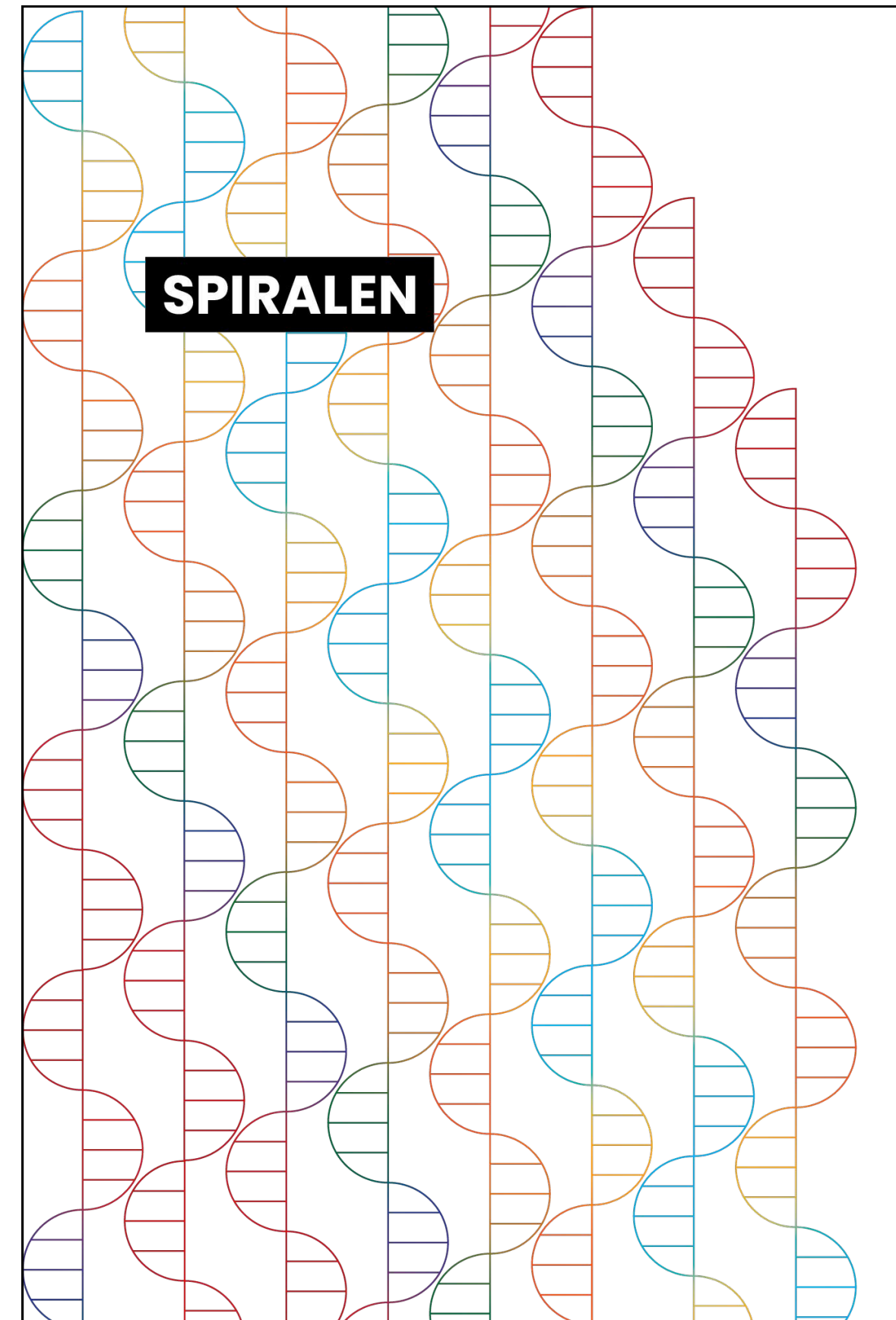
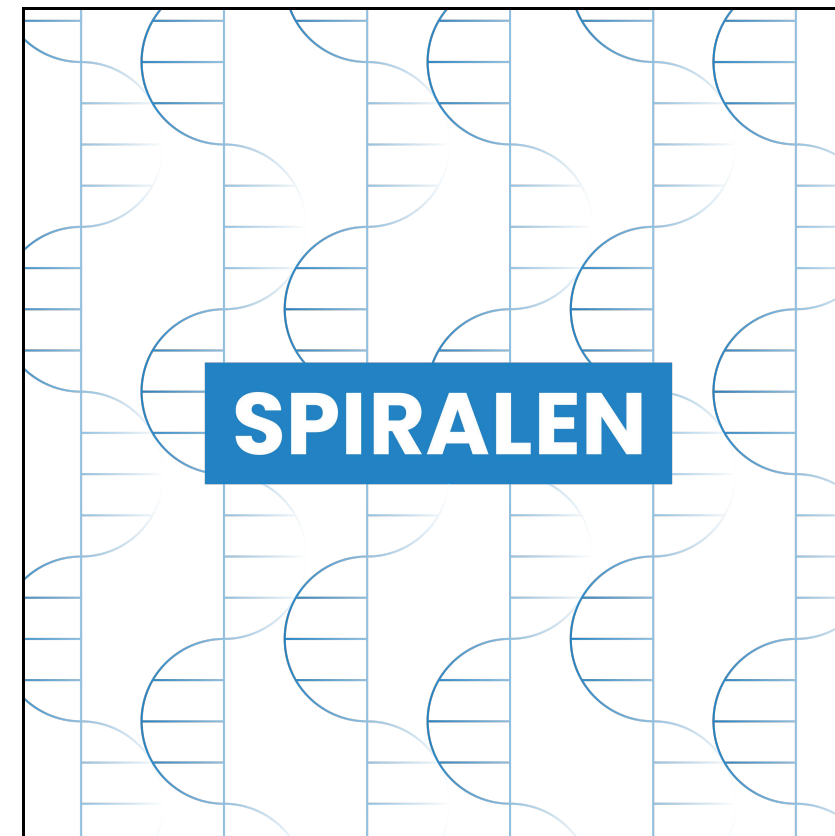


**Poppins Bold**  
**Poppins SemiBold**  
Poppins Regular

- A bright, playful color palette evokes the fun and liveliness of a children's museum
- A rounded, friendly typeface reinforces approachability and energy
- Considered how the logo and Spiralen mark adapt across different materials and exhibition contexts



# Visual Identity Applied



The logo elements can be repeated and intersected to create a variety of pattern designs.





# Reflection



- With more time, I would explore poster variations—like the pixelated hand flicking or shaking hands with the human hand
- I'd also experiment with applying the patterns to presentations, maps, merchandise, and other museum materials
- Learned the importance of consistency and aligning visuals with message
- Again realized that design is not a linear process — it involves iteration, uncertainty, and constant back-and-forth between ideas



The image features decorative DNA helix patterns in the top-left and bottom-right corners. These patterns consist of overlapping circles representing the sugar-phosphate backbones, with horizontal lines indicating the base pairs. The circles are colored in a repeating sequence of red, blue, green, and orange. The text "Thank you!" is centered in the middle of the image in a bold, black, sans-serif font.

**Thank you!**