



EXHIBIT

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Abstract

SpongeBob Squarepants is a well loved television phenomenon. This proposal details extensive plans to design a SpongeBob exhibit in MoPop, Museum of Pop Culture. Our group chose SpongeBob since the show was a childhood favorite, and we wanted to replicate the fun atmosphere it gave us as children. The exhibit showcases a multitude of experiences, such as interactive AR photo booths, life-size replicas from the show, and a fully-functioning Krusty Krab cafe. All of this and more are illustrated in this proposal.

Essence Statement

SpongeBob Squarepants is an iconic show that has brought joy and laughter to millions around the globe. We want to celebrate it's creation, it's growth throughout it's twenty years of existence, and the positive impact that it's made around the world. Our exhibit allows the show's viewers, fans and their families to be immersed into the SpongeBob universe to induce nostalgia, spark happiness, and provide an experience like no other.

Exhibit Goals

GOAL #1 Create a fun, memorable, immersive experience for visitors of all ages, whether they are a fan of the show or not

GOAL #2 Induce nostalgia in past and present fans through a variety of displays and experiences derived from the show

Audience

Who our audience is and what they'll take away...

User Personas

Our audience groups are coming in for different reasons. We are trying to appeal to everyone, but our exhibit should attract three groups: children who are currently watching the show, young adults who used to watch the show, and parents of the two former groups. We have created personas to put these groups into perspective. Respectively, Junior represents children; Nick represents our primary audience, young adults; and Linda, who represents the parent crowd.

Junior:



Quote: "Ooh east? I thought you said weast."

Age: 10

Location: Lynnwood, WA

Bio: Junior is an only-child, influenced a lot by the Youtube videos he watches and plays a lot of Fortnite. He FaceTimes his friends while video gaming to combine forces. He watches "new-age" SpongeBob, which has a little more pep. Has action figures and LEGOs. He plays baseball after school at the Boys and Girls Club.

Games: Fortnite, Lego.

Habits: Short attention span, likes gummy snacks, and is very sociable.

Nick:



Quote: "FUTUUUUUUUUURE."

Age: 20

Major: Computer Science

Location: Seattle, WA

Bio: Nick is a CS major in college. He classifies himself as a 90's kid. He loves video games. His goal is to graduate college and become a software engineer at Microsoft. His laptop is full of stickers collected from all the hackathons he's been to.

Social Media Outlets: Instagram, Reddit, Twitter, Discord.

Habits: Selective with his friends, yells while playing video games, eats too much instant noodles, sends the majority of the memes in the group chat.

Linda:



Quote: "Laughter is the best medicine, live laugh love."

Age: 41

Location: Redmond WA

Bio: Linda is a mom of 2 and is a self-proclaimed "cool mom." She watched the show with her kids when they were younger and it holds a special place in her memories. She

is a stay-at-home mom who has a very active social life. She's all for "fun family excursions" since her kids are growing up and her husband works all the time. She volunteers as a PTA member in her kids' schools. Has a cooking blog about helping kids eat healthy.

Social Media Outlets: Instagram, Facebook, Pinterest

Habits: Likes yoga and wine with the ladies on Wednesdays.

User Scenarios & Takeaways:

These are scenarios we have come up with as to how our audience finds out about the exhibit and how they enjoy the different experiences in the exhibit. We used our persona characters as an example.

JUNIOR comes across an ad about the exhibit on YouTube and tells his parents about it. When his family goes to the museum, he has the most fun with the games and interactive experiences. He also really enjoyed the Krusty Krab cafe, since he got to try the coveted foods from the show, i.e. the Krabby Patty. His takeaway from the museum is how much fun it was.

NICK finds advertisements about the exhibit all over social media and decides to visit it with his friends in tow. He really liked seeing the props from the shows and liked taking pictures he could share with his friends via social media. His takeaway from the museum was all the nostalgia generated from it and all the moments of joy he remembered from his childhood.

LINDA hears about the museum from her kids, as well as an ad on FaceBook. She decides to take her family to the exhibit one weekend. She enjoys seeing her kids have fun, while also taking family pictures from the AR photo booth and interacting with the games. Her takeaway is a fun family memory and how she got to indulge her inner child again.

Key Features

What's going on in our exhibit...

Physical Components:

Our exhibit has a lot of activities and things to look at and interact with!

- **Evolution of SpongeBob:** As soon as a visitor walks in, they will be greeted with a hallway filled with portraits of SpongeBob. Each portrait features a SpongeBob from each season, showing the evolution of the art style.
- **SpongeBob's Neighborhood:** We have created a life-size replica of the street SpongeBob lives on! Visitors can walk into the houses and explore.
 - **SpongeBob's House:** Inside his house, visitors can take pictures in his living room. There are life-size replicas of his furniture that are the perfect photo-op. As well as the furniture, there are two games in SpongeBob's house: Feed the Snail, and Eels and Escalators. These games will be elaborated on in the Games section of this proposal.
 - **Squidward's House:** Squidward's house features history and fun facts about the television show. Visitors can take pictures with art Squidward has made and read signs about how the show's animation worked, who the voice actors are, and how the music was created.
 - **Patrick's House:** This house is the perfect house for tired visitors to sit and take a break. Strategically placed halfway through the exhibit (refer to Layout), Patrick's house is a theater which showcases episodes of SpongeBob. It has a dark interior and nice chairs so visitors can watch a projected screening of the show.
- **Artifacts:** We have created physical replicas of famed items from the show and put them on display for visitors to see!
 - **Invisible Boatmobile:** All visitors can see is a red velvet rope that surrounds empty space. What sits in this space is the Boatmobile. This is further explained in the Digital Components section.
 - **Neptune's Crown:** The famed crown the character Plankton stole sits in a glass case.

- **Penny, Chip, and Tissue:** These items from an infamous episode sit in a glass case.
- **SpongeBob's Spatula:** Visitors can physically pick up the spatula, as it is attached to a cord.
- **The Krabby Patty Secret Formula:** It sits in a glass case, with a little figurine of Plankton holding on to it. (Plankton tries to steal the formula in the show)
- **Patty Wagon:** Life-size model! Visitors can sit in the famous vehicle and take pictures in it.
- **Krusty Krab Cafe & Gift Shop:** This cafe is fully-functioning and decorated like the Krusty Krab from the show. It will serve famed food items from the show:
 - Krabby Patties, Krusty Krab Pizza, Chum Bucket Hot Dog, Kelp Shake, Goofy Goober Sundaes, and more!

The gift shop sits next to the cafe where visitors can buy SpongeBob themed souvenirs, like Krusty Krab uniform hats, spatulas, keychains, etc..

Digital & Virtual Components:

The exhibit involves a very integral part of technology: cellphones. Visitors are encouraged to interact with the exhibit with their phone's camera.

- **DoodleBooth:** A photobooth inspired by a character from an iconic episode, DoodleBob. The outside of the booth looks like a sketchbook, with doodles of characters. When a visitor steps inside, they can take a set of pictures. Then they may edit the pictures on a screen outside the booth. The interface also looks like a sketchbook, with sketchy fonts and lined notebook paper backgrounds. Visitors can draw on their photos, add stickers, and choose which SpongeBob characters they want to appear behind them in the picture. They can print the pictures or send it to their phone.
- **QR Codes:** Visitors can use their phones to scan QR codes that are placed around certain spots in the exhibit. By scanning the code on apps like Snapchat or Instagram, visitors can unlock characters or objects from the show. Visitors can view the characters moving and interacting with the environment through their camera. For example, by scanning the QR code next to the Invisible Boatmobile, visitors can actually see the vehicle from their camera and take pictures with it. There are also geofilters for those apps about the exhibit.

Physical Elements

How our exhibit will appear to the ear and eye...

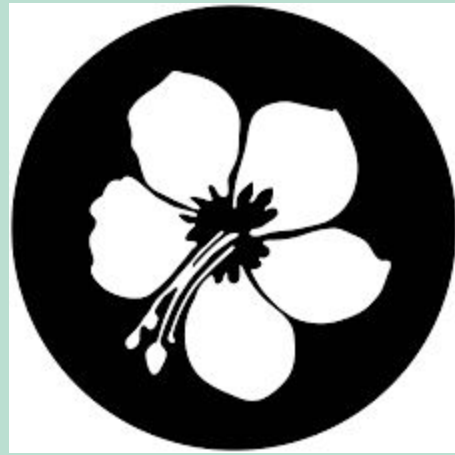
Audio Elements:

To create a place akin to Bikini Bottom, there are many different sounds played in order to do so. Audio clips of laughter from notable characters from the show will be playing, i.e. SpongeBob, Patrick, Squidward, etc.. Bubbling noises from the ocean and waves will also be played. In certain areas of the exhibit, like SpongeBob and Squidward's houses, there will be audio clips of them talking, and the visitors would hear them as if they were actually in the house. These noises all create an atmosphere. There will also be different snippets of music, like gentle and exciting loops of ukelele music, as well as songs from the show.

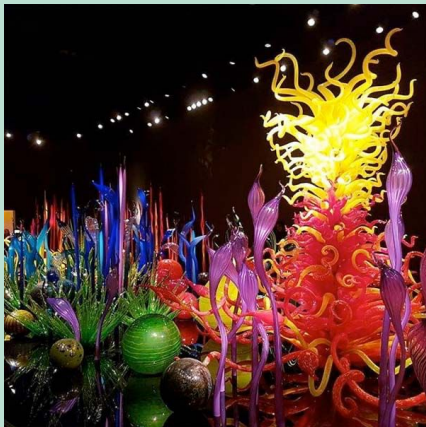
Visual Elements:

Bikini Bottom is under the sea, so the exhibit will be bathed in blue light. It won't be dark, though, as dozens of different colored spotlights (yellow, pink, orange, purple) shine light on the components of the exhibit. Some of those spotlights will spin and twirl, and have a fixture called a GOBO on it. GOBOs are stencils for spotlights, so the spotlights with the GOBOs will have hibiscus flowers, which shine flowers on the floors and walls. String lights shaped like pineapples will also bring a little charm into the exhibit.

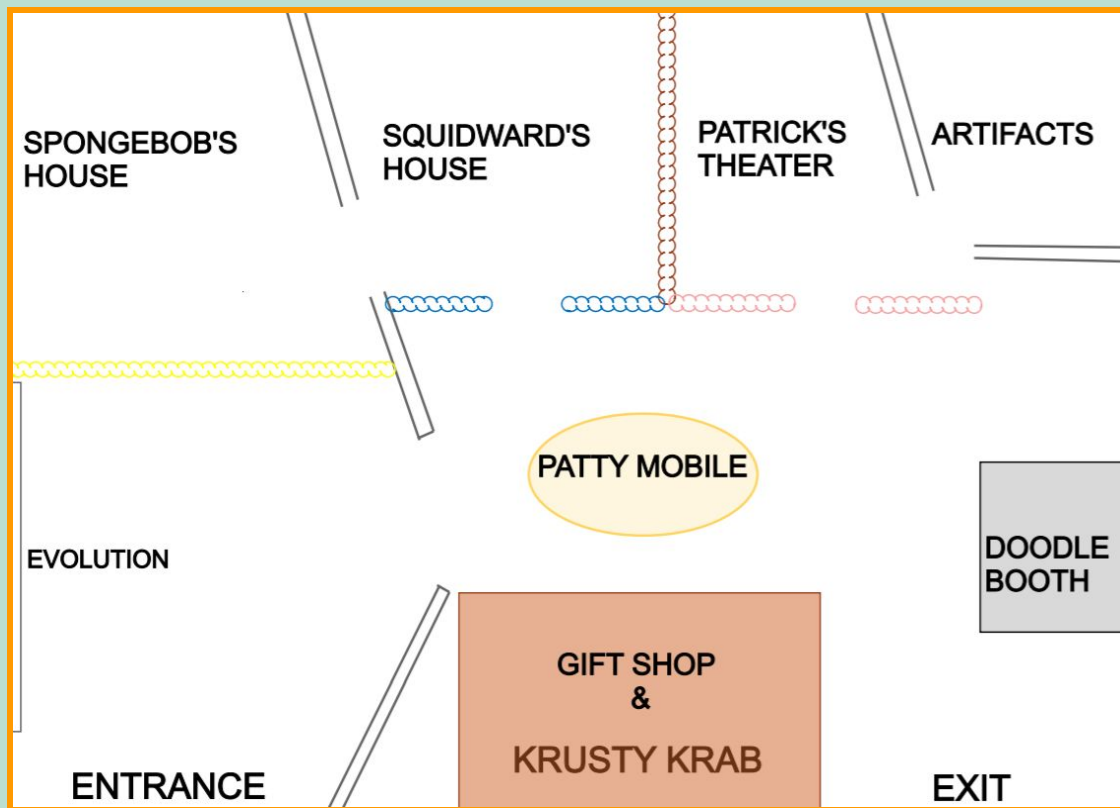
Our moodboard shows the colorful experience the exhibit will have. Since the show is colorful, the exhibit will follow. Please refer to the pictures on the next page.



Picture above is a GOBO



Layout



Walk Through

When you enter the exhibit, on the left will be the evolution of SpongeBob Squarepants' animation on the wall before the entrance to SpongeBob's house. Visitors have the option to play the Flying Dutchman's Treasure Hunt, if so they are handed a laminated paper of items to check off when exploring the exhibit and the MoPop as a whole.

To replicate his living room, the flooring will appear sandy with a diving helmet-shaped TV on the right, an inflatable sofa, an armchair with a lifesaver as a seat on the left and his conch shell phone atop a small table in between the two seats. The walls will be covered in blue bamboo wallpaper and a fun activity for visitors is to feed a plastic version of SpongeBob's pet snail Gary who meows every time he is fed. In addition, the center of this room includes a holographic life-size version of Eels & Escalators a.k.a Chutes and Ladders for children like Junior to play with.

Adjacent to SpongeBob's television set is a doorless entrance to Squidward Tentacles' home. This room is a combination of his gallery and living room with wood flooring and green kelp-ish wallpaper. The most important part about this room regards to the self-portraits hung on the wall in conjunction to framed fun facts about the show itself.

Without a wall separating this house to Patrick Star's home, the visitor can simply walk into a dark theater as his home is beneath a rock. With sandy chairs, visitors can enjoy episodes from the show. In lieu of *The SpongeBob Movie: Sponge on the Run* coming out, the trailer will also play in the theater. This can be a resting point for all visitors like Linda.

The visitor can continue the path into a separate room holding artifacts such as Neptune's crown, the Invisible BoatMobile, a glass case with Tissue, Chip, and Penny, and the Flying Dutchman's treasure chest that players can open once they complete the scavenger hunt.

Once exited out this room, the center of the exhibit includes the Patty Wagon. This gives visitors opportunities for a photo and experience what it feels like to sit in the famous driving patty from the SpongeBob movie! From there, visitors can also use the DoodleBooth, which serves as a normal photo booth with a SpongeBob twist.

The last place to visit is the Krusty Krab cafe serving Krabby Patty burgers, Krusty Krab pizza, kelp shakes, and more! This immerses visitors to experience what life is like in Bikini Bottom when you're hungry and can sit as a customer before your order gets called by SpongeBob when it's ready. Attached to the cafe is the gift shop where visitors can purchase merchandise such as clothing, backpacks, keychains, etc.

Games



Eels and Escalators

Eels and Escalators is essentially the classic game of Snakes and Ladder with a more SpongeBob theme. Additionally, the game board is scaled up to be life sized, such that a player is their own token in the game. The number of spaces moved is determined by one large, soft six-sided die. Any number of players can play at the same time, but roughly 5 is most practical. This game being played physically helps to entertain the younger audience.



Flying Dutchman's Treasure Hunt

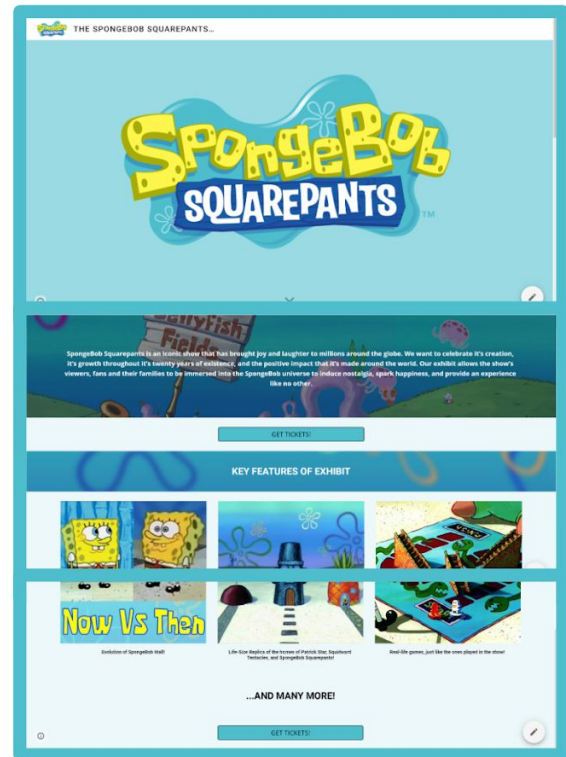
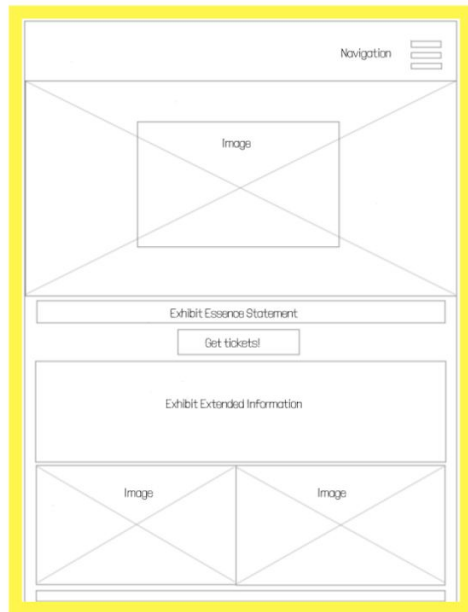
The Flying Dutchman's Treasure Hunt is a scavenger hunt that requires players to go to each section of the exhibit to find the items located within. The focus is on relatively small details within each location, so you're likely to have to spend a few minutes looking around in each location to find the listed item.



Feed Gary the Snail

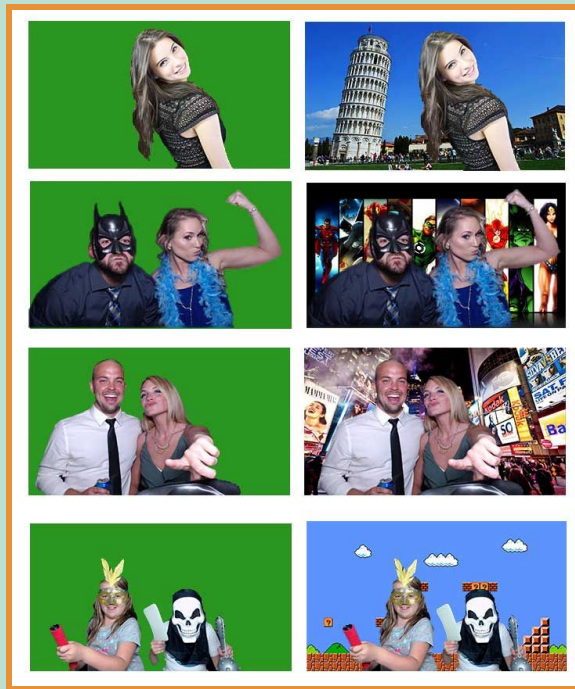
Feed Gary the Snail is a small activity inside SpongeBob's living room that visitors can partake in once they enter his home. This is a life-size version of SpongeBob's pet snail with the same idea as Goliath Pop the Pig game except he doesn't explode and meows every time he is fed.

Website Mockup/Wireframe



<https://sites.google.com/uw.edu/spongebobexhibit/home>

Appendix



This is what DoodleBooth's technology would do. Visitors can pick and choose from different backgrounds.