

# Museum of Awe Logo Concept

by Rachel Simanjuntak

The basic idea of the **Museum of Awe** is to give people moments of awe through unexpected experiences that will pop up in cities around the world.

**Our goal is to remind people of the gift and privilege of being alive.**

— Dan Goods

Since the beginning, Dan and David communicated the need for an interesting way to show when the MoA was inhabiting a certain space.

To me this meant that a very strong symbol had to be created. Coupled with the travelling nature and mysterious aspect of the museum, this also meant designing a mark that could communicate across cultures and languages. And finally, it had to be intriguing enough to drive a sense of discovery. If a person were to research the logo's meaning, he or she would uncover something awe-inspiring.

**Ideally, the logo itself would be considered an exhibit in the MoA.**

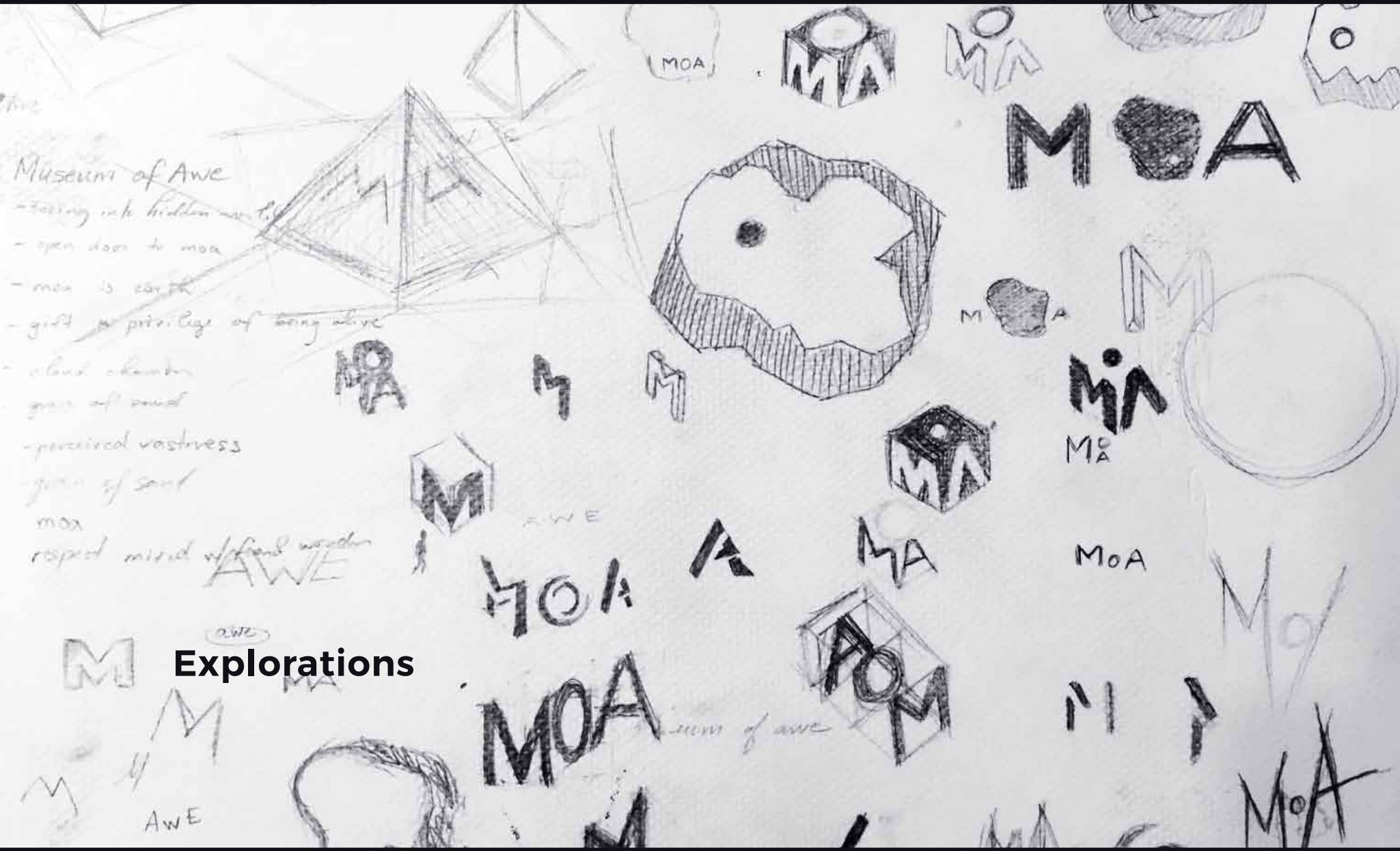
the

# Museum of Awe

- seeing into hidden world
- open door to moa
- moa is earth
- gift & privilege of being alive
- cloud chamber
- gas of sand
- perceived vastness
- gas of sand
- moa
- respect mind of friend wonder

AWE

## Explorations

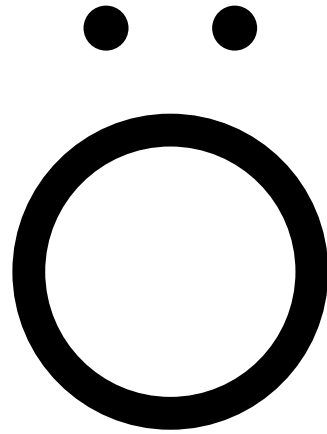


Whenever I spoke with people about the MoA, the hole in a grain of sand was the go-to story for connecting them to the kind of experiences to be included in the museum. The fascinating thing was, it never needed a visual, the words alone were powerful enough to inspire awe:

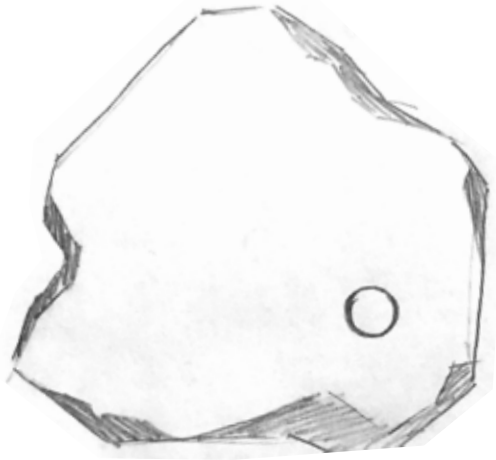
**If a grain of sand represented an entire galaxy, it would take 6 rooms FULL of sand to contain all the galaxies in the known universe.**

**They drilled a hole into a grain of sand.**

**That hole only represents the part of our galaxy that humans have explored in search of planets like Earth.**

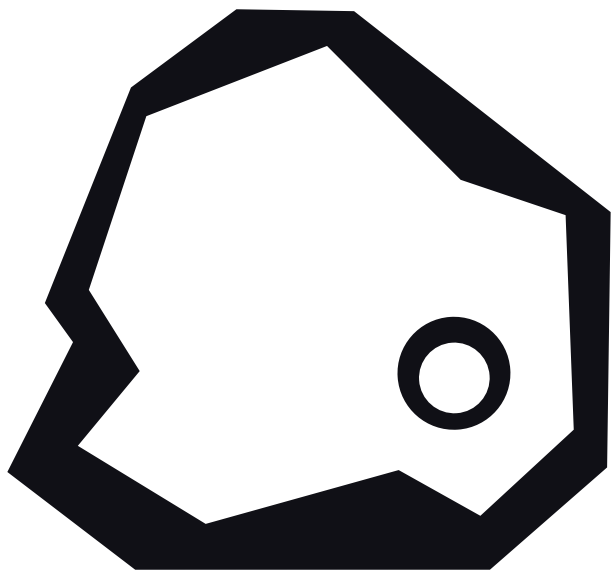


**General reactions to the grain of sand story**



## Final sketches

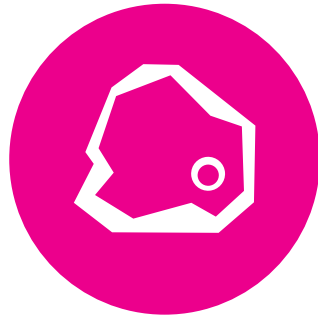
a hole in a grain of sand







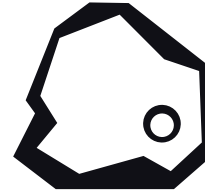
**In context**



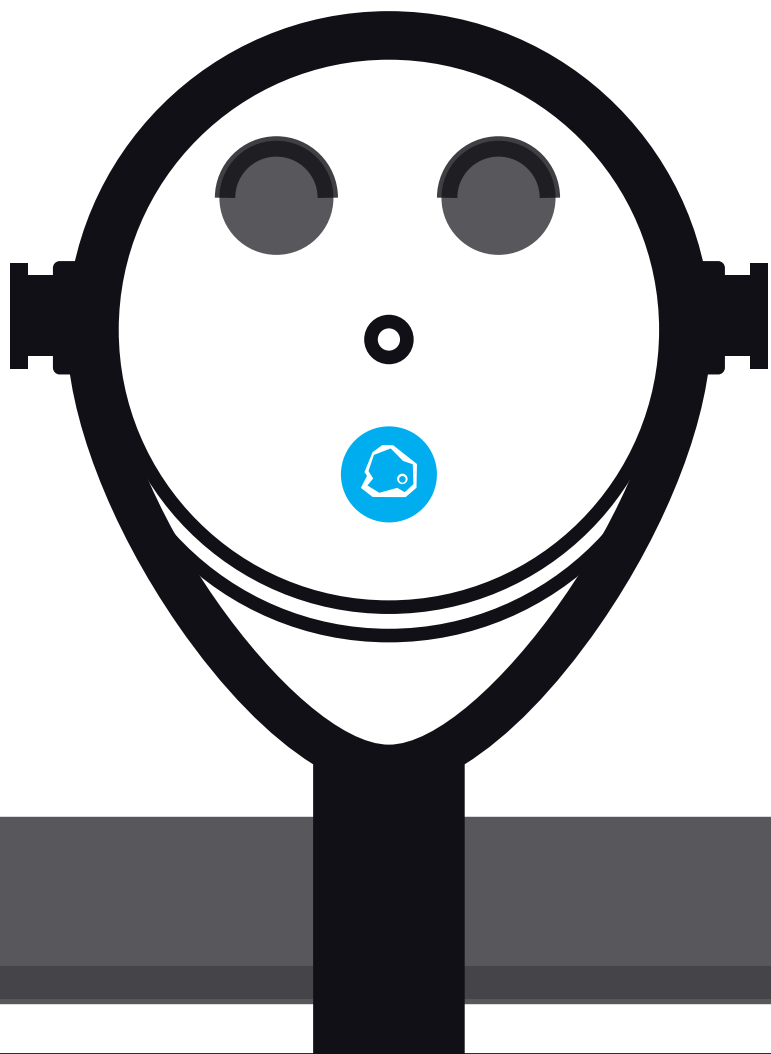
**Stickers / Pins / Et cetera**

**Dan Goods**

Museum of Awe, Founding Member  
dan@museumofawe.org



**Business cards**

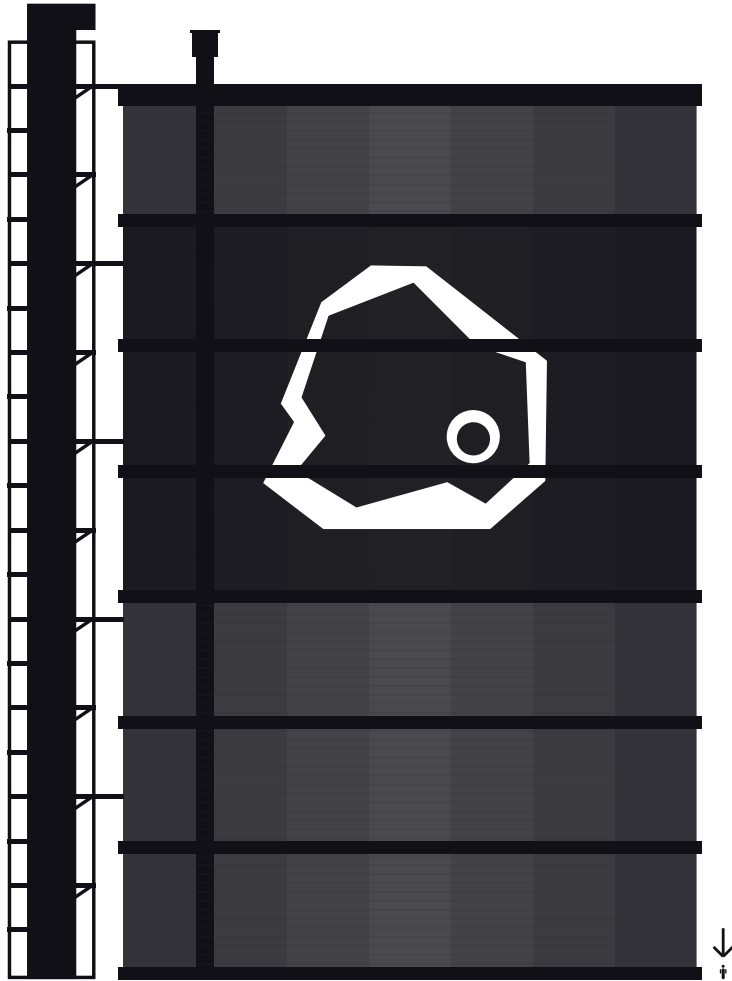


**A beach telescope**



**A random building**





## The Gasometer Oberhausen

The Gasometer Oberhausen is a former gas holder in Oberhausen, Germany, which has been converted into an exhibition space. It is 385 ft. tall.

**Conclusion**



## **Earth is the Museum of Awe.**

It needs a symbol that we can unite under. Something powerful that reminds us of Earth's place in the universe and our place next to one another, because we're here together. We live in our own little bubbles, often forgetting what a gift and a privilege it is just to be alive.

Behind trillions of invisible doors, awe awaits us. She is waiting to broaden our horizons, draw us closer together, and remind us that it's ok to stop running around and just let the Earth move us.

We're literally living in, on, and through one of the greatest cosmic events in universal history, and yet we are only a flash on the grand timeline. A blink of an eye. An atom hovering in the emptiness of a hole in a grain of sand.



**The End.**