



All Access: Breaking Barriers

Project 3 | GRDS 400-NO1 | Fall 2025 | Professor Hughes | Julia Birn

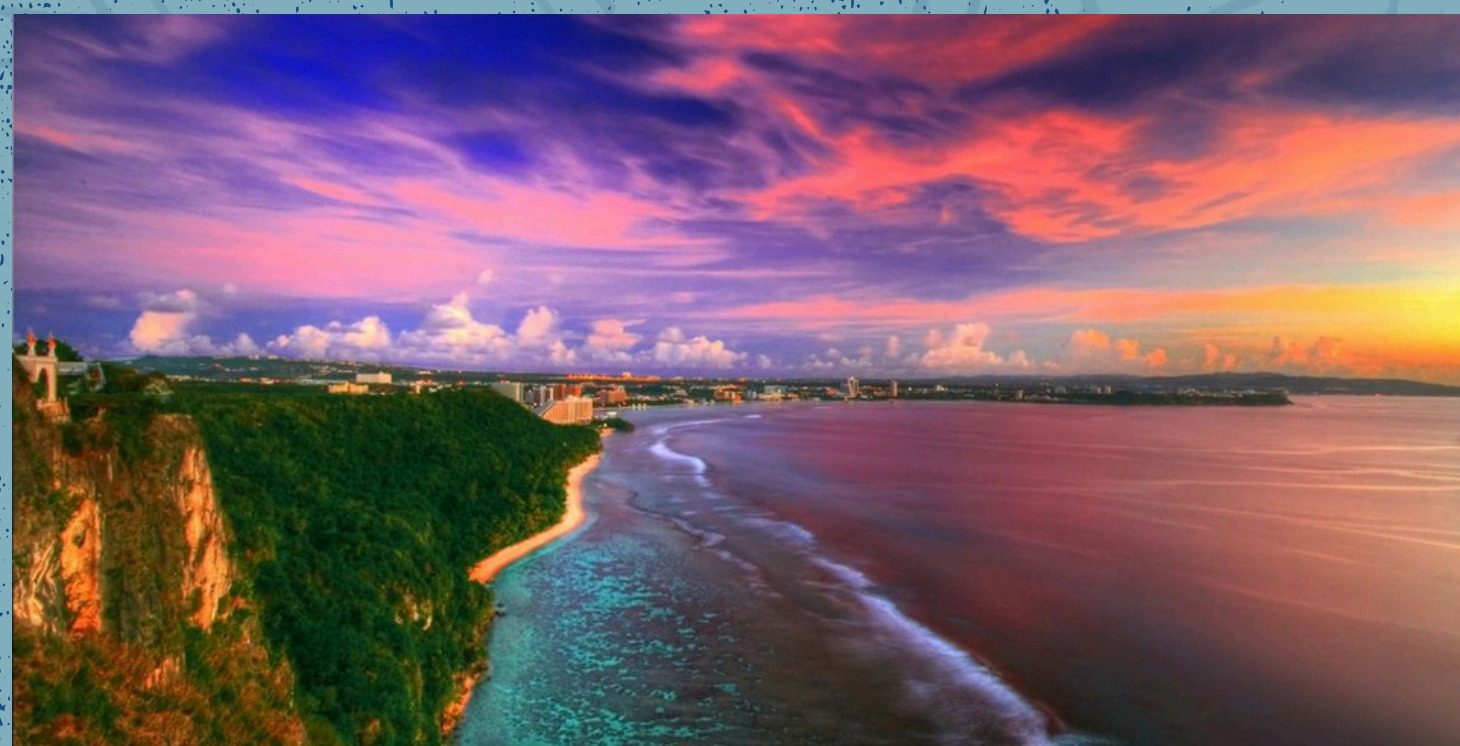
The Challenge

Design a branded experience system for a Hometown Entertainment District. A destination that celebrates community, creativity, and connection while breaking barriers and inviting inclusion. The district should be accessible for all people, across age, ability, income, culture, and language.

The Goal

Merge place branding and inclusive experience design to build an identity system that fosters belonging, engagement, and pride across every touchpoint.

Hometown: Tumon, Guam



Driving Question

How might we make Tumon welcoming and accessible for both tourists and locals by connecting them through inclusive, culture-driven experiences?

Who Benefits, What Barriers

Locals

Pride, cultural participation

Tourist-focused spaces,
limited creative venues

Mānamko'

Cultural recognition, reflection

Overstimulating areas,
limited seating/shade

Tourists

Authentic sensory & cultural experience

Language barriers, unfamiliarity with
customs, limited walkable areas

Disabled Community

Inclusive Participation

Inaccessible paths, lack
of accommodations

Youth/Creatives

Space to create & express

Limited affordable venues,
no creative platform

Location: Ypao Beach





Why Ypao

- It's a natural and cultural landmark already known for its beach park, historic sites, and ocean views.
- It sits at the intersection of tourist activity (Tumon hotels) and local gathering spaces (Ypao Beach Park) for residents.
- The open parkland, beach access, and nearby pathways allow for multi-sensory installations, accessibility upgrades, and storytelling spaces.

Taotaomó'na is an inclusive cultural experience hub that reconnects locals and visitors through the spirit of the ancient Chamorro people.

Located at Ypao Point, it transforms Tumon's shoreline into a multisensory district that celebrates community, creativity, and connection.



How and Why

Vision



To transform Tumon into a living, breathing district where the spirit of the ancient Chamorro people guides modern creativity, inclusion, and connection.

Taotaomo'na is not a brand, it's a presence a collective energy that welcomes everyone, no matter their origin, ability, or language, to belong to the story of this island.

Main Idea



Taotaomo'na reimagines Tumon as an ancestral commons for modern creativity, a space where ancient Chamorro visual and sensory language inspires connection through design.

Entertainment becomes ritual.
Accessibility becomes empathy.
Belonging becomes shared heritage.

Purpose

Identity

To express Guam's soul through the lens of the Taotaomo'na. A guiding spirit of the land and people.

Inclusion

To create a district where everyone can access and contribute to Guam's story through sensory, accessible, and participatory design.

Creativity

To merge ancient Chamorro craft aesthetics with modern technology and storytelling.

Audience Insights

Locals

"We want Tumon to reflect us, not just tourism."

Local artist showcases, storytelling, family spaces

Mānamko'

"We remember what this place was and its spirit."

Resting gardens, oral history listening pods, gentle sound design

Tourists

"We want to experience something authentic, not commercial."

Guided sensory walks, cultural stories, tactile installations

Disabled Community

"We want access, not accommodation."

Universal design, tactile maps, inclusive performances

Youth/Creatives

"We want space to experiment and express culture our way."

Pop-up creative labs, hands-on experiences and crafts

Stakeholders

Outreach

developers, tourists, regional partners

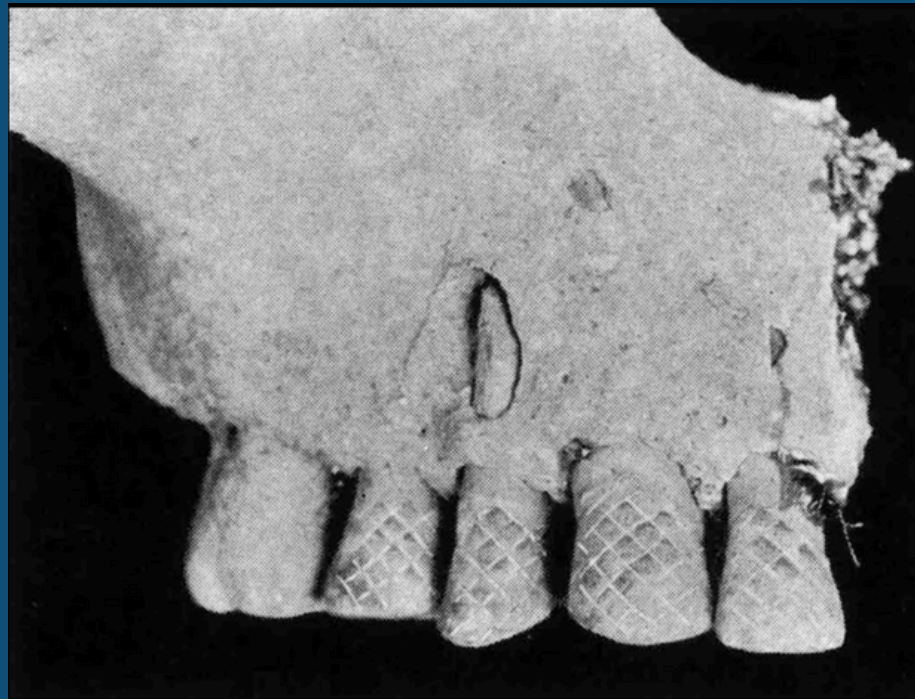
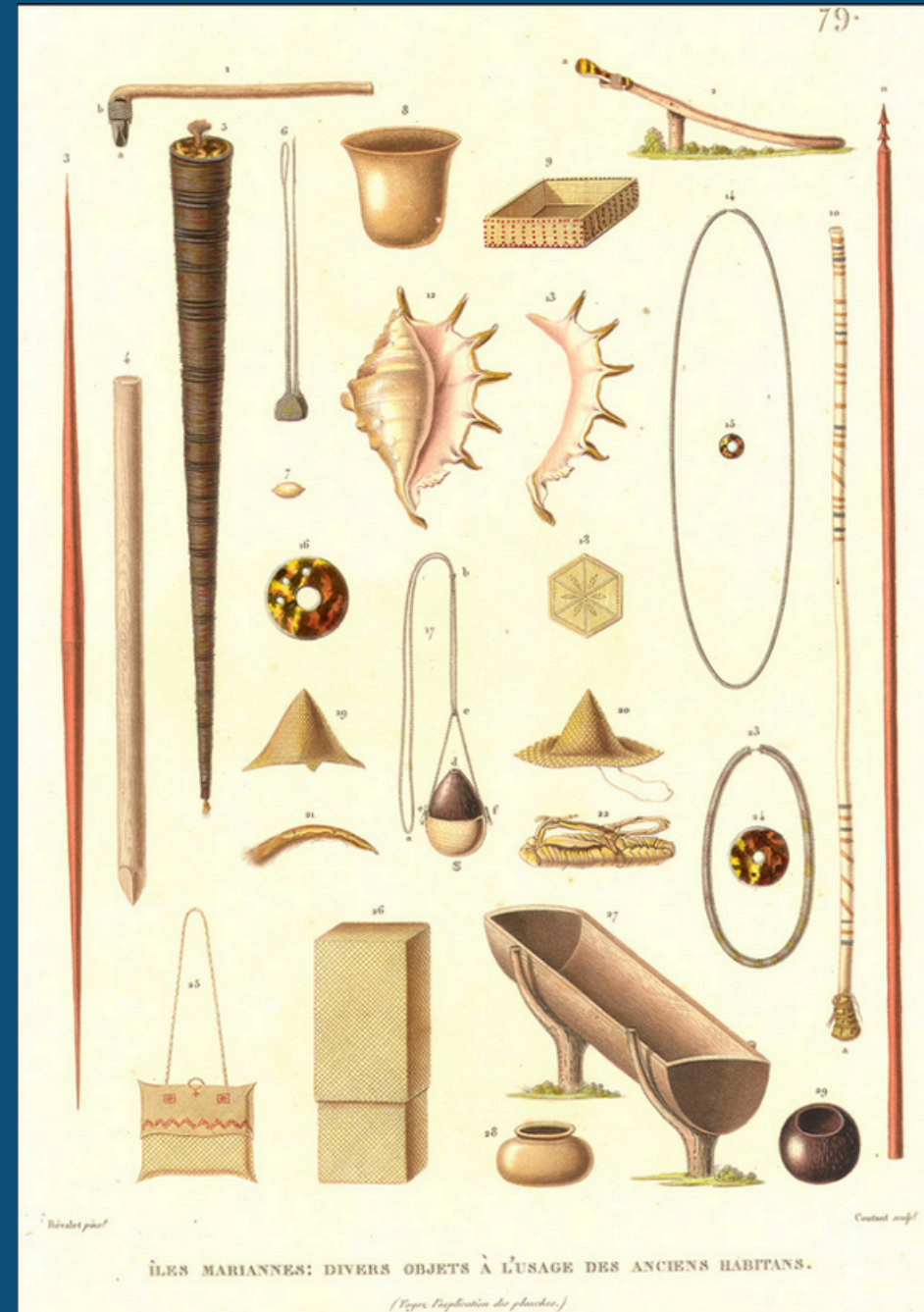
Cultural Partners

GVB, CAHA, youth orgs, UOG, GCC

Community

Chamorro artisans,
families, disabled voices

Cultural Motifs



“The Spirit Path”



Ma'pos:
Navigation
Agriculture
Ancient Legends
Arts & Cultural Practices

Concepts

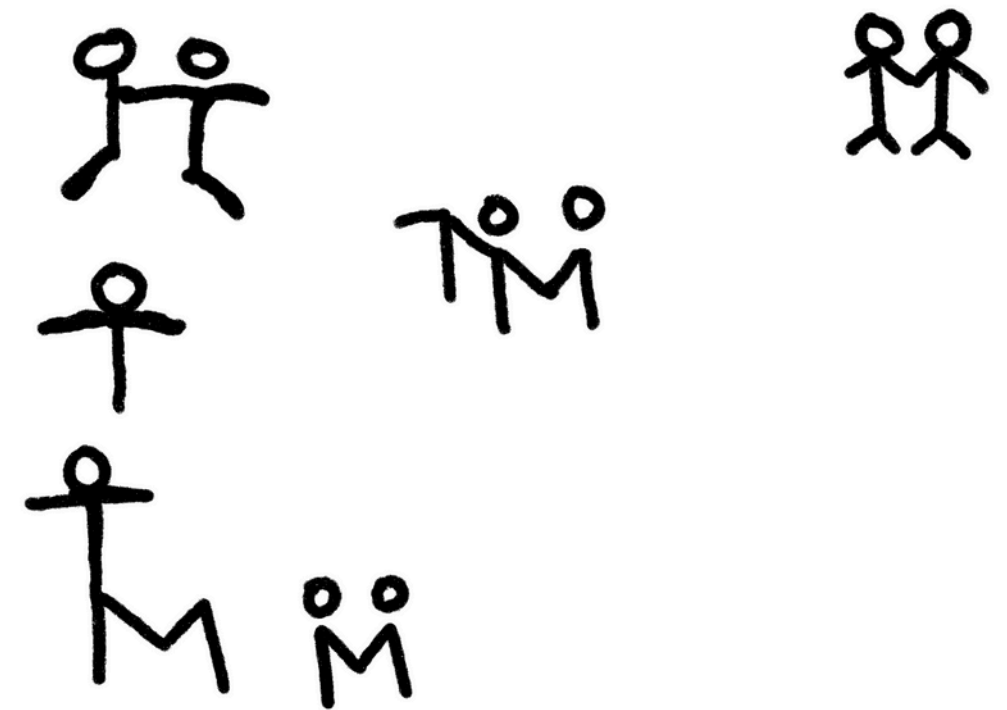
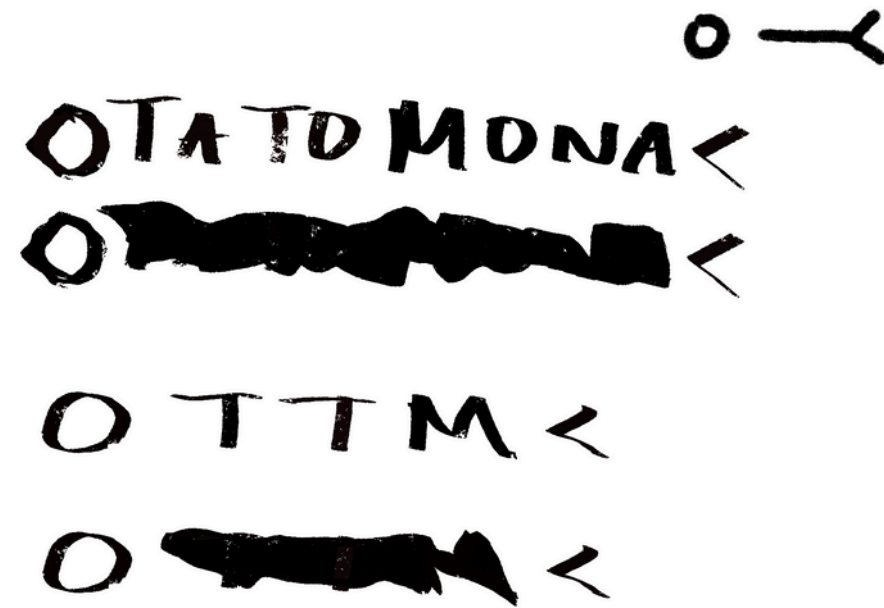
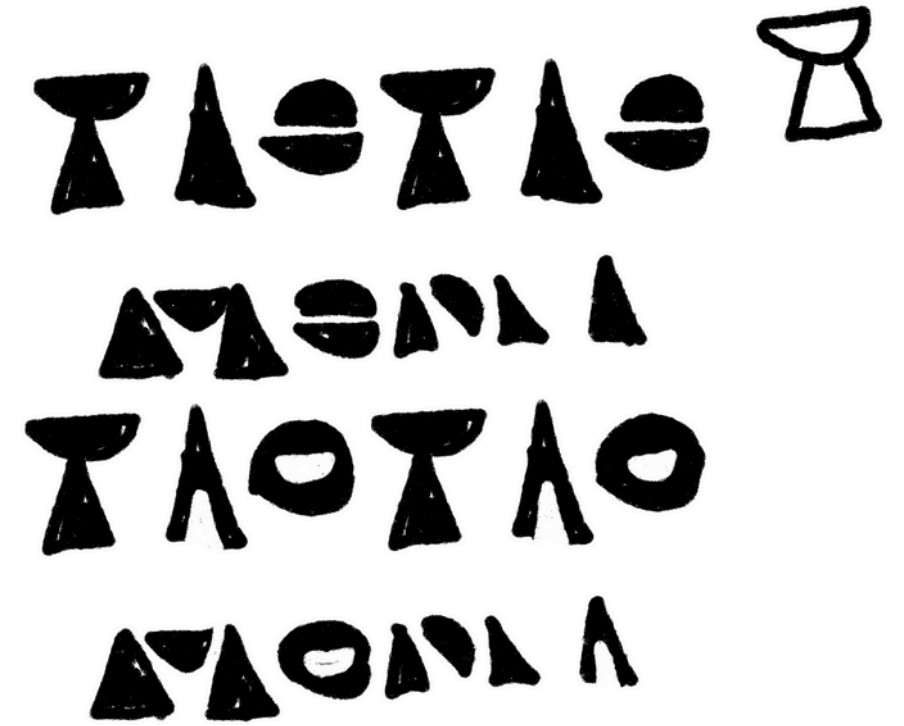
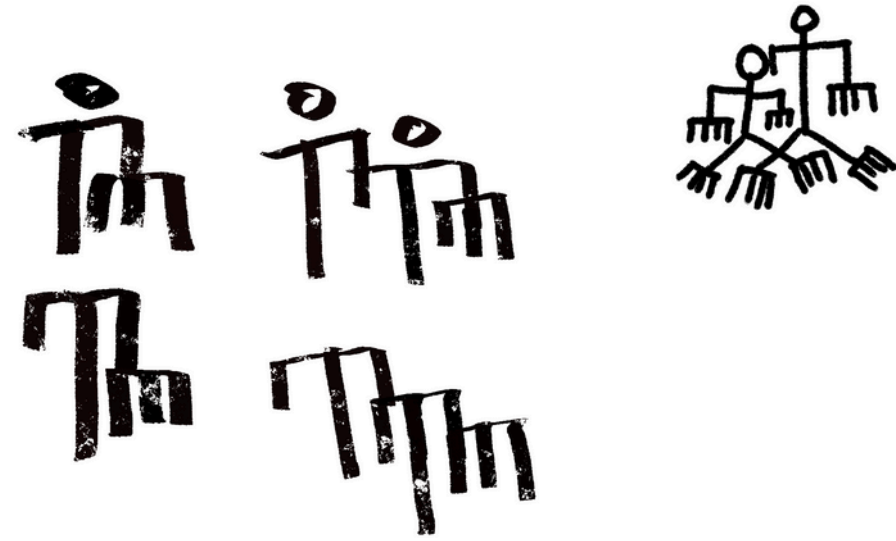
Inclusivity & Access Features

- Continuous tactile guide path from entry to oceanfront.
- Multilingual and braille signage with symbolic icons based on Chamorro art.
- Seating every 30 feet, shaded and accessible.
- Low-cost programming, free community workshops and open-access zones.

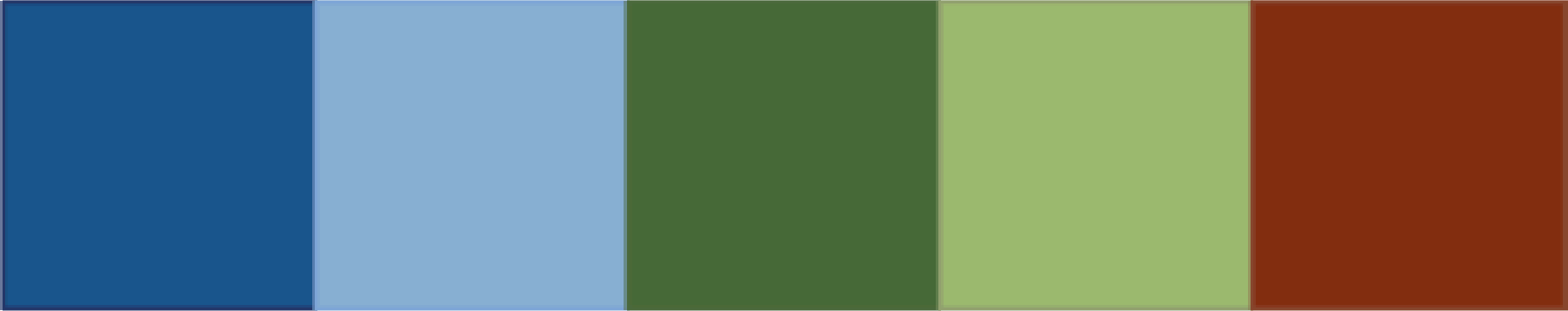
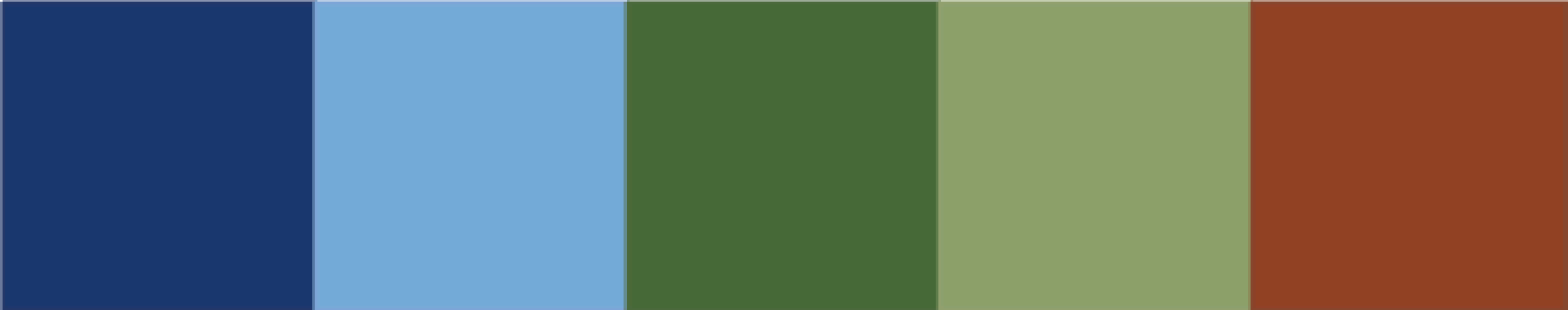
Why It Works

- Honors ancient Chamorro practices (pottery, beads, etc).
- Connects locals and tourists through shared sensory storytelling.
- Turns Tumon's busiest area into an inclusive cultural anchor rather than a purely commercial zone.
- Aligns with your the goals: community, creativity, connection, and access.

Logo Roughs

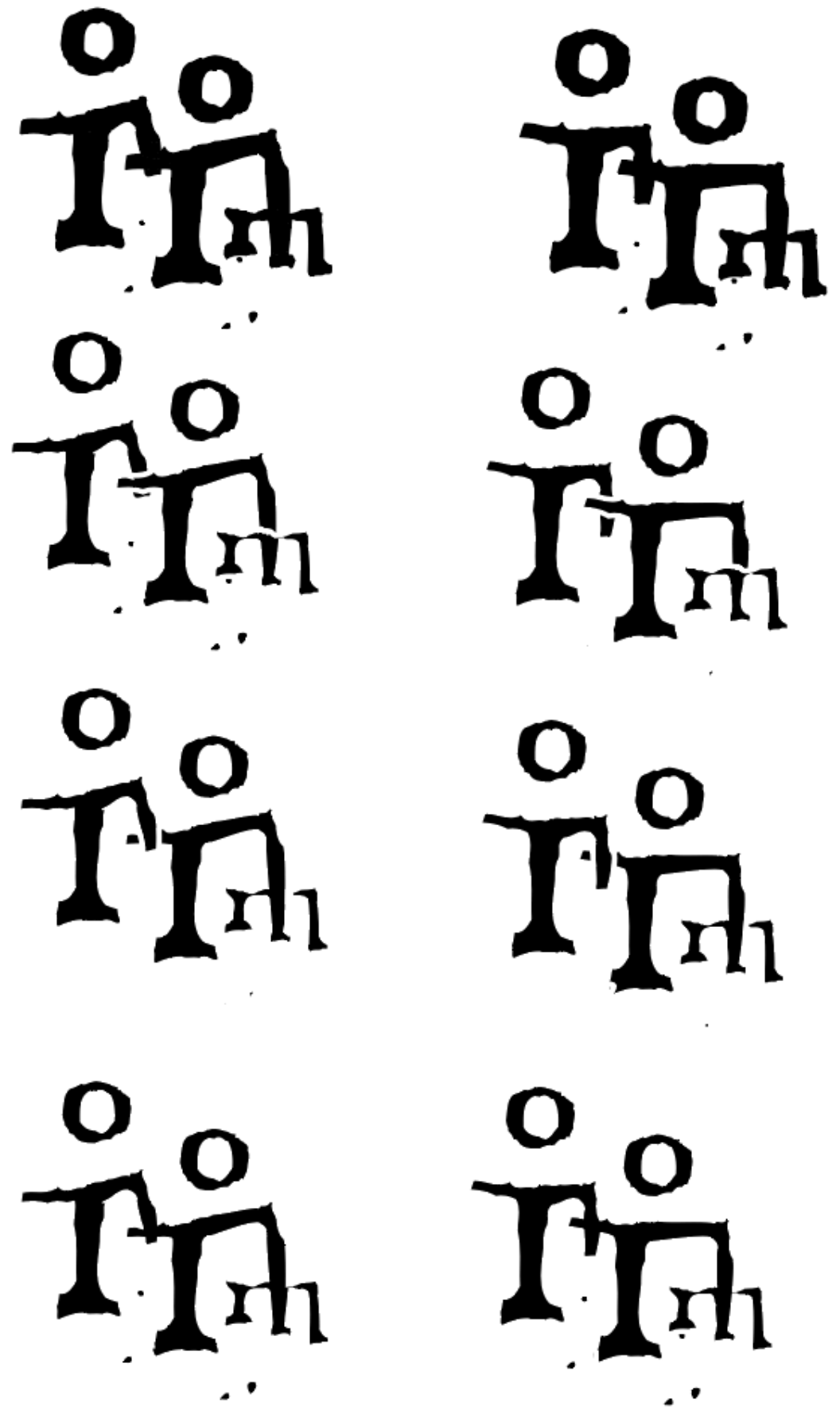


Color Palette Roughs



Logo Refinement

shrub
bold



Color Refinement



primary palette



secondary palette

**Final
Logo**



**Final
Logo**



**o o
i i
Taotaomo'na**



**o o
i i
Taotaomo'na**



**o o
i i
Taotaomo'na**

Final Color



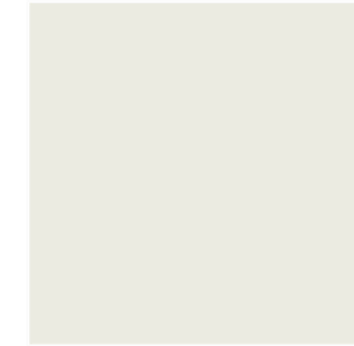
Midnight Blue

HEX #0F4F77
RGB 15, 79, 119
HSB 203, 87%, 47%
CMYK 97, 70, 31, 14



Cadet Blue

HEX #82AEBC
RGB 130, 174, 188
HSB 194, 31%, 74%
CMYK 51, 20, 21, 0



White

HEX #EFEFE4
RGB 239, 239, 228
HSB 60, 5%, 94%
CMYK 5, 3, 10, 0



Asparagus

HEX #89A275
RGB 137, 162, 117
HSB 93, 28%, 64%
CMYK 50, 23, 64, 2



Shadow

HEX #57664A
RGB 87, 102, 74
HSB 92, 27%, 40%
CMYK 64, 43, 74, 27



Chestnut

HEX #BA6358
RGB 186, 99, 88
HSB 7, 53%, 73%
CMYK 22, 70, 64, 6



Cocoa Bean

HEX #4C231C
RGB 76, 35, 28
HSB 9, 63%, 30%
CMYK 43, 78, 77, 63

Typography

Headings

shrub bold

SubHeadings

shrub regular

Body

Metallophile sp8 light

Platforms

Wayfinding

Signage
Tactile Map

Print

Posters
Billboard
Brochure

Tickets
Wristbands

Digital

Web
Socials

Merch

Pottery
Jewelry

Operations

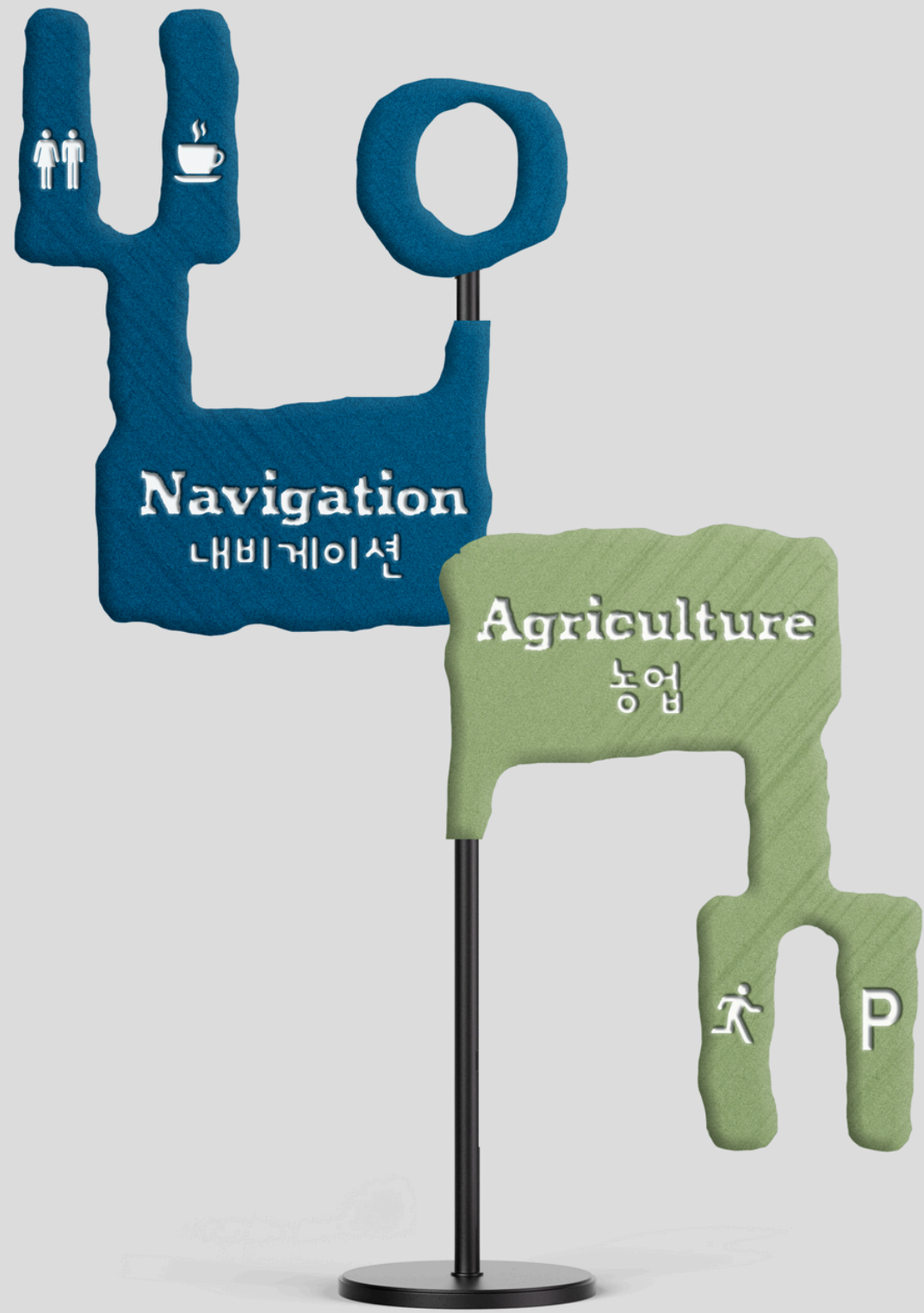
Uniforms
Name Tags
Stands

Environmental

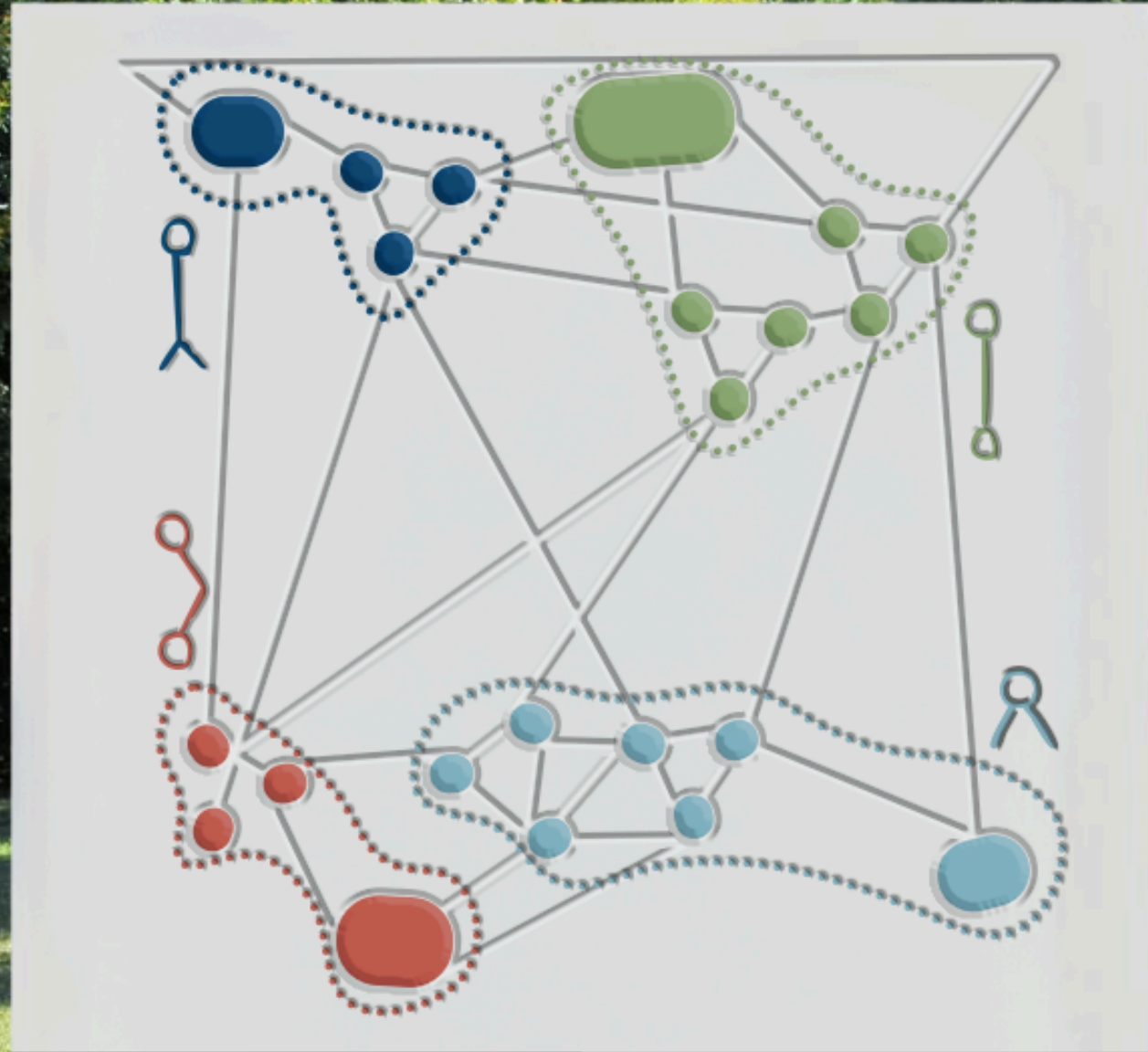
Mural
Lattice Wall

Chairs
Pathway









Navigation

Agriculture

Ancient Legends

Arts & Practices

Taotao mo'na

Ypao Beach

Walk with the
Spirit of Those
Before Us.



www.taotaomona.com

Taotao mo'na

Ypao Beach

Craft Your
Connection to
Our Past.



www.taotaomona.com

Taotao mo'na

Ypao Beach

Chart Your
Course by Way
of Tradition.



www.taotaomona.com

Taotao mo'na

Ypao Beach

Grow Roots in
the Island That
Taught Us.

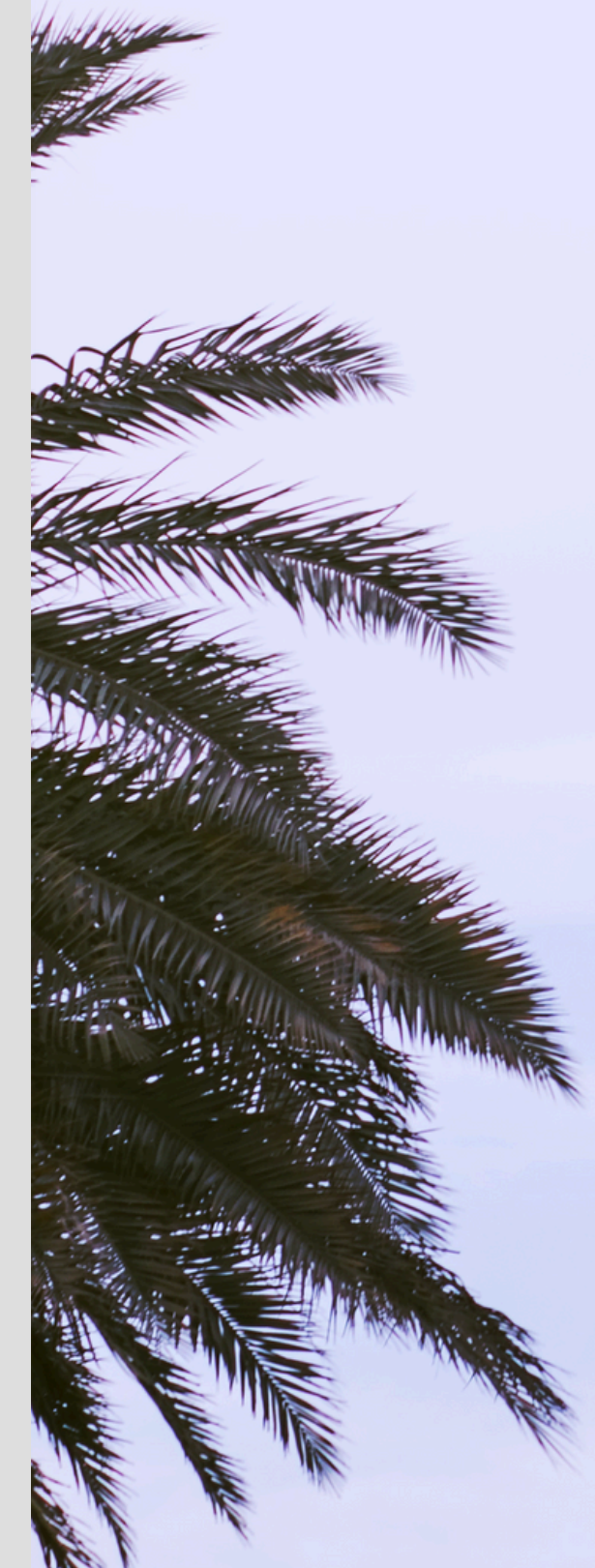


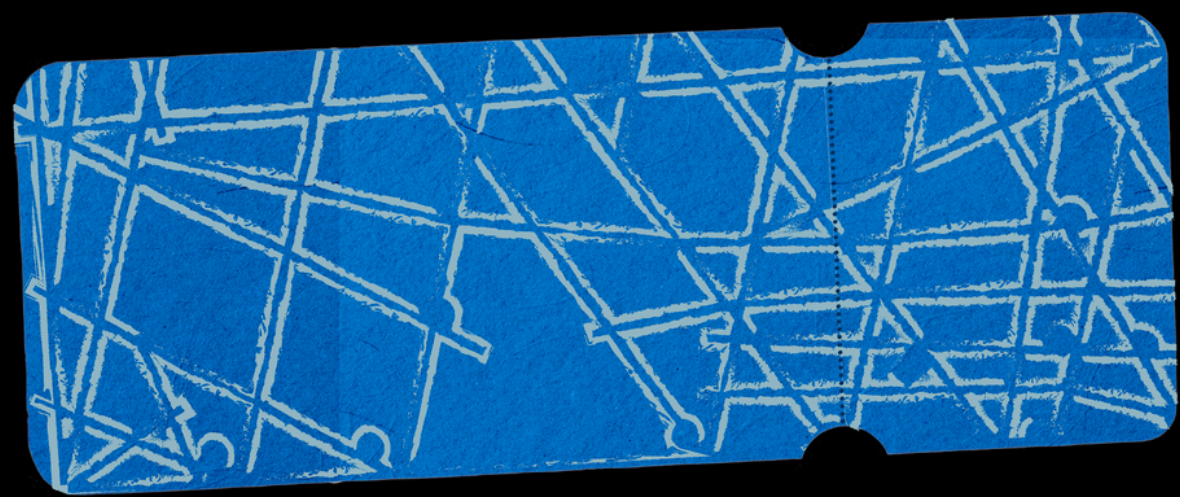
www.taotaomona.com

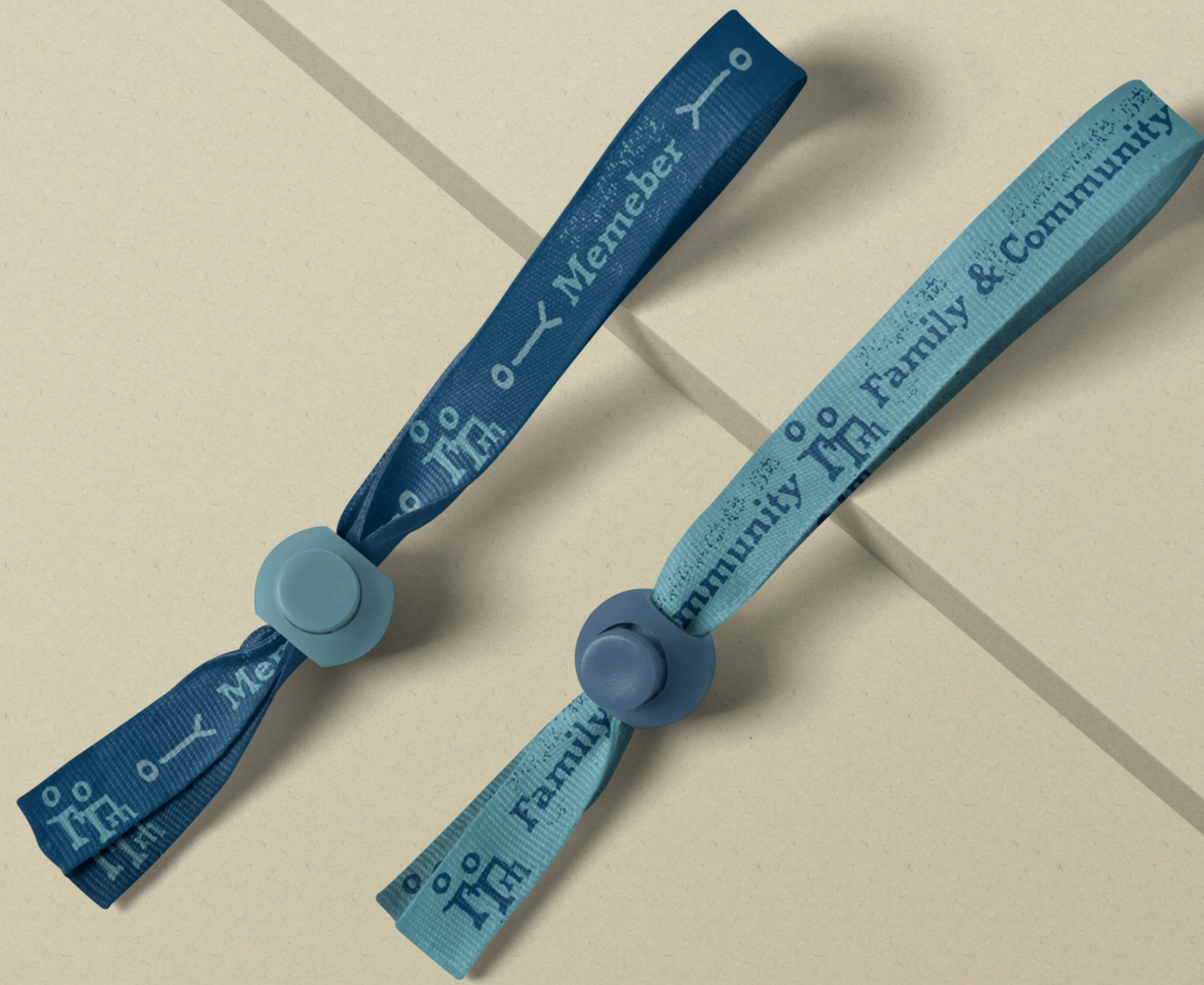
Taotao, mo'na

Ypao Beach

Craft Your
Connection to
Our Past.









Taotaomo'na

CHamorro Cultural Center

About Taotaomo'na

The spirit of those before us, alive in every story, sound, and step.

Rooted in the Chamorro belief of ancestral grounds, Taotaomo'na is a cultural district in Saipan that celebrates those who came before us. It's a living space where history and creativity meet. Through art, music, food, and storytelling, our people share their traditions and experiences.

Each zone invites visitors to experience a part of the island's identity. From ancient navigation and history to the rhythms of modern island life, designed for all ages and abilities. Taotaomo'na is a celebration of our rich heritage, a place where we honor our past, embrace our future, and strengthen our community.

"It's not just something to see,
it's something to feel."

You can touch the carvings, listen to the ocean songs, and actually understand where our stories come from." *Kentji, Visitor from Japan*

Ma'pos

Agriculture

Experience how the Chamorro people have lived in harmony with land and sea. Explore the gardens of native crops, techniques, or learn to grow your own.

More

Ancient Legends

Where ancient Chamorro legends come to life through light, sound, and voice. Sit beneath the stone pillars to hear myths retold by stories, explore digital story walls that reveal the island's origins through sound and movement.

More

Arts & Culture

Discover the creativity that has shaped our island. Watch artisans weave, carve, and create. Learn to craft your own.

Navigation

Celebrate the master navigators who read the ocean and sky. Climb aboard a reconstructed proa canoe or use the interactive map compass to trace ancient routes.



Where ancient Chamorro legends come to life through light, sound, and voice. So barefoot, or barefoot, please to hear myths retold by elders, or explore digital story walls that reveal the island's origins through touch and movement.

About Ma'pos Services Map Events Contact

Ancient Legends

Step into the heart of ancient Chamorro mythology. Here, stories of creation, courage, and spirit come alive through immersive projections, spoken-word performances, and interactive exhibits.

Ma'pos Tickets

Basic Pass

Perfect for a first-time experience of the digital exhibits, spoken-word performances, and interactive exhibits.

- Includes:**
- Access to all digital exhibits and performances
 - Spoken-word performance
 - Interactive digital exhibits

Book

Explorer Pass

Experience the Chamorro history and culture with guided tours and interactive exhibits.

- Includes:**
- Spoken-word performance
 - Interactive digital exhibits
 - Guided tour

Book

Family & Community Pass

Designed for families, youth, students, and group visits. Experience learning, fun, and interactive exhibits.

- Includes:**
- Access to all digital exhibits and performances
 - Spoken-word performance
 - Interactive digital exhibits
 - Guided tour

Book

Member Pass

Join our club! Get the most out of your visit to the museum with exclusive benefits.

- Includes:**
- Priority access to all digital exhibits and performances
 - Spoken-word performance
 - Interactive digital exhibits
 - Guided tour

Book

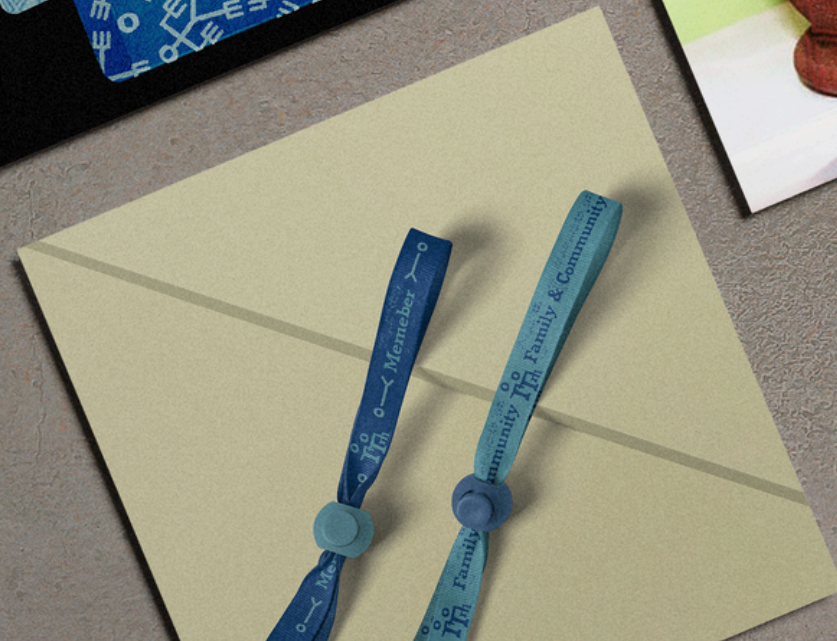
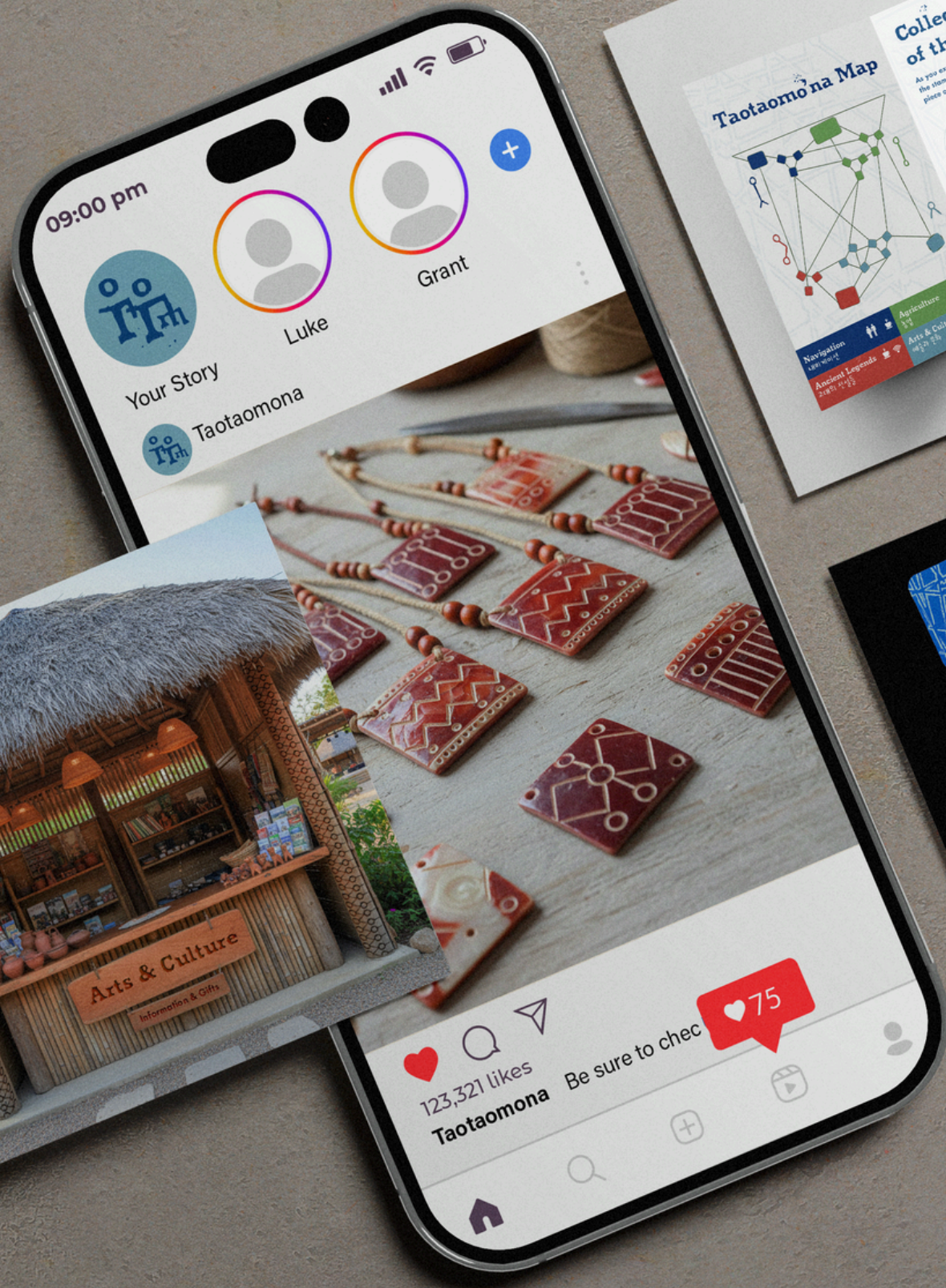
What To See

Ma'pos



Shows
Classes
Spirit Path

Events
Fiestas
Atcho, Ahupat









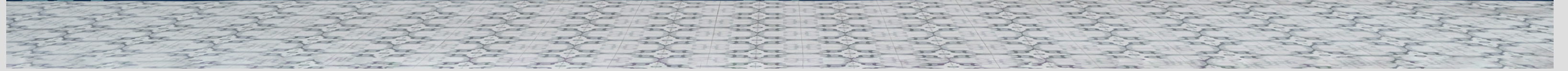
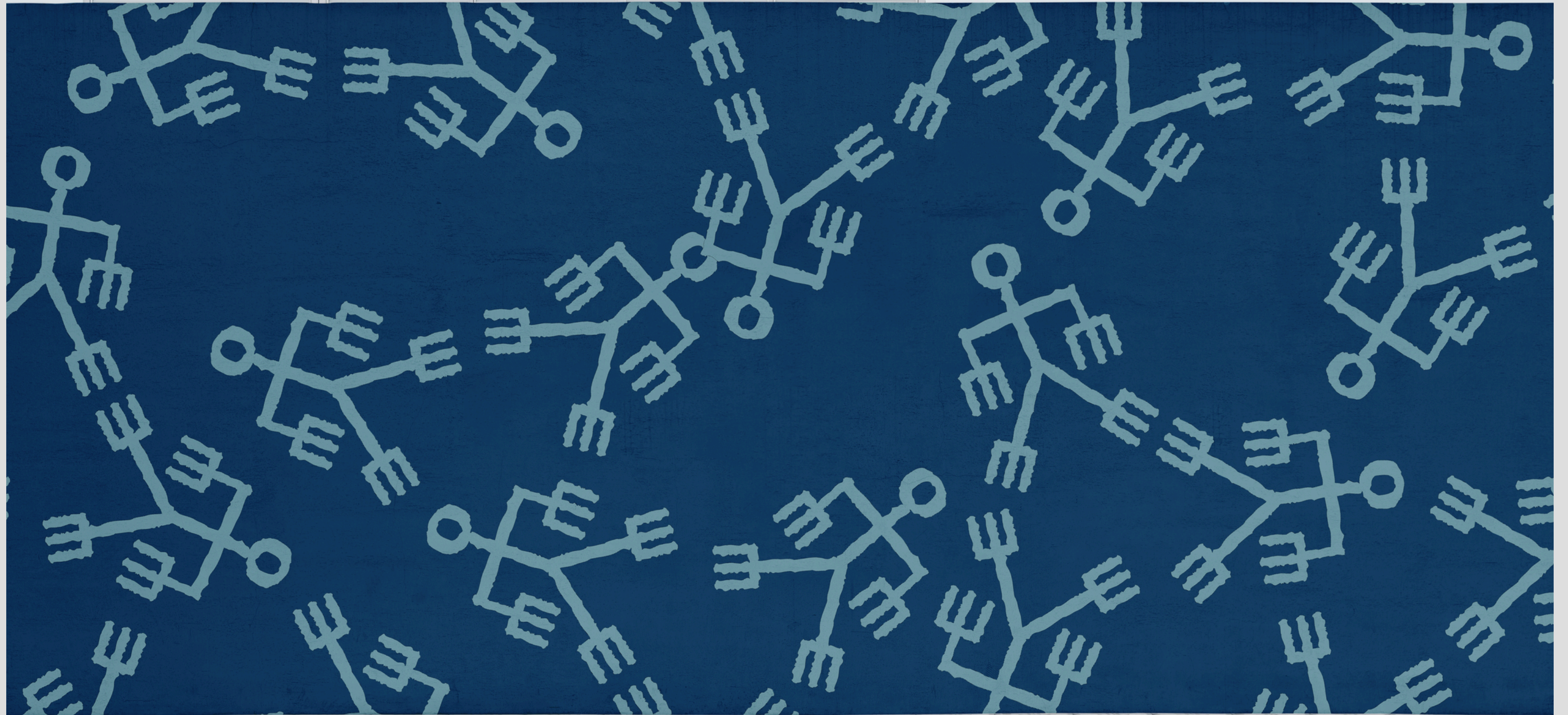


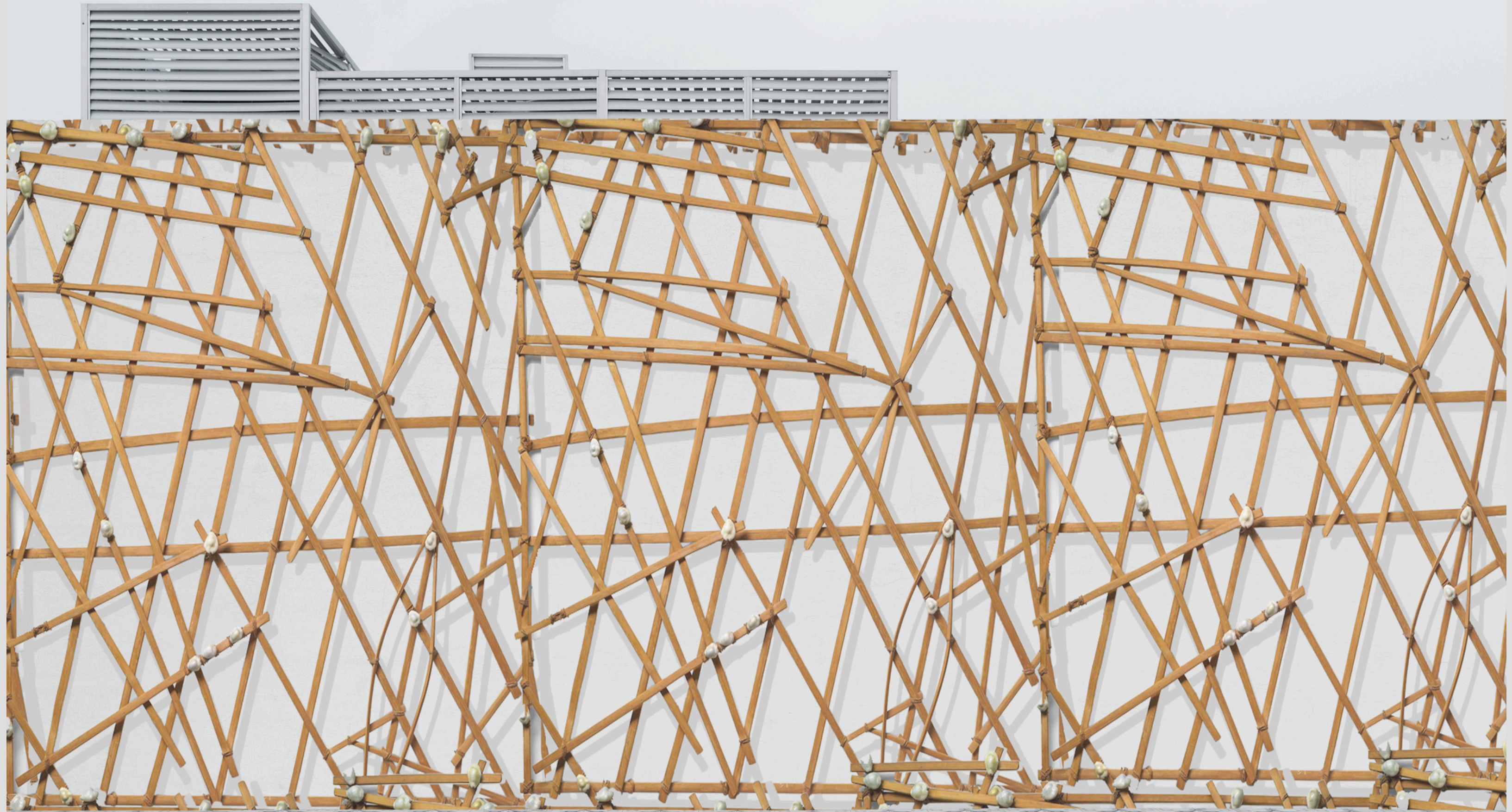
Kin Sablan
Community Coordinator



Arts & Culture

Information & Gifts









Thank You