The Amazing Animal World

A large-scale outdoor experience developed by ARTiSTORY in collaboration with the University of Cambridge where families follow a journey of exploration through extraordinary animal worlds. Immersive storytelling, animatronic wildlife and spectacular night-time experiences celebrate the diversity of life on Earth, inspired by Charles Darwin's lifelong curiosity.

WONDERS of LIFE ARTiSTORY®

THE AMAZING ANIMAL WORLD
WONDERS of LIFE

1–1.5 KM / 0.6–0.9 MILES EACH	45-90 MIN	FAMILIES & WILDLIFE LOVERS	12-14 MTH	3-4 MTH
TWO SEPARATE TRAILS	TYPICAL VISIT	TARGET AUDIENCE	TYPICAL HOST TERM (DAY TRAIL)	TYPICAL HOST TERM (NIGHT TRAIL)

THE JOURNEY: DAY AND NIGHT EXPERIENCE

Visitors encounter lifelike animatronic animals, discover the remarkable adaptations that connect species across habitats and explore the beauty of the natural world through immersive storytelling. A flexible day-to-night outdoor experience that turns a zoo or wildlife park visit into a family journey through adaptation, discovery and the extraordinary diversity of life.

FROM THE TEAM BEHIND "CAMBRIDGE: FROM MAGIC WORLD TO SCIENCE"

A ticketed indoor LBE successfully launched in Shanghai Library, July to Oct 2025 with 100,000 visitors

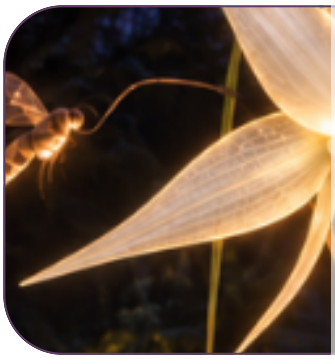
ROOTED IN CAMBRIDGE. CREATED FOR YOUR WILDLIFE PARK.





DAY TRAIL: FOSSIL CLIFF AWAKENS

Families investigate fossil clues and discover the giant animals of the past.



NIGHT TRAIL: GLOWING LANTERN SAFARI

See Darwin's orchid and its pollinating moth come alive through light and sound. Discover the nocturnal wonderson an atmospheric evening trail.

Celebrate Darwin 220 in 2029—bring Wonders of Life to your audiences. Now booking host venues for 2027–2029.

Illustrative concept renderings. Final configuration is subject to technical, academic and venue approval.

Venue fit and partnership

Zoos, wildlife park and destination attractions edition

WONDERS of LIFE™ ARTiSTORY®

PRELIMINARY VENUE PARAMETERS
Final requirements follow site survey, technical design and local code review.

SPACE AND VISITOR FLOW

ROUTES	Separate Day and Night routes, typically 1–1.5 km / 0.6–0.9 miles each, adapted to existing paths and landscape.
FORMAT	Modular discovery zones combine daytime encounters with a seasonal illuminated Night Trail.
VISIT	Day Trail: 45–75 minutes. Night Trail: 60–90 minutes.
FLOW	Flexible daytime entry; timed admission recommended for the separately ticketed Night Trail.
CAPACITY	Confirmed through the site survey and visitor-flow assessment.

OPERATIONS AND ACCESS

ENVIRONMENT	Weather-resistant outdoor installations; no original object loans or museum-grade climate control required.
ACCESSIBILITY	Accessible routes, rest points and quiet-access guidance developed with the host venue.
POWER / DATA	Day: power for selected interactives. Night: weatherproof power for lighting, audio and controls.
LOADING / STORAGE	Agreed service access, secure storage, installation and removal periods.
HOST TERM	Day Trail: 12–24 months. Night Trail: 3–4 months, operated seasonally.

ROLES & RESPONSIBILITIES

ARTiSTORY DELIVERS

- Venue-specific day and night configuration and master creative design, operations manuals, training and support
- Modular scenic elements, animatronics, interactive installations and digital content
- Reproduction artwork, interpretive graphics and explorer passports/tokens
- Workshops programming, marketing and sponsor toolkits
- School-trip learning materials, resources and certificates of completion

Optional upgrades: RFID/token scanning, localized curriculum, retail and sponsor-branded programming.

VENUE PROVIDES

- Suitable outdoor space, utilities, loading access, storage and internet where required
- Staffing, ticketing, visitor services, security and daily cleaning/reset
- Local permits, fire/egress approvals, insurance and accessibility compliance
- Local marketing, school outreach and sponsor activation

A final responsibility matrix is issued with the venue-specific proposal.

INSPIRED BY DARWIN'S LEGACY AND CAMBRIDGE COLLECTIONS
An authentic experience rooted in Darwin and botanical collections in Cambridge

ARTiSTORY
55+ venues since 2021

OUTDOOR IMMERSIVE EXPERIENCE
Modular design adapted to existing paths and habitats.

PREMIUM NIGHT-TIME OFFER
A separately ticketed seasonal experience after dark.

COMMERCIAL MODEL

Build-to-order or co-investment with ticket revenue sharing. Terms reflect the selected format, scale, operating period and venue responsibilities.

DELIVERY PATHWAY

Venue-fit call, site review and format proposal. Approvals, fabrication, installation, training and launch follow. Lead time: 4–6 months; larger custom installations: 6–9 months.

ARTiSTORY is a creative agency that transforms art and cultural IP into products and experiences. We have produced projects at over 50 venues for Cambridge University and the British Library since 2021.

LET'S BUILD THE RIGHT WONDERS OF LIFE FOR YOUR VENUE - Schedule a 45 minute venue-fit call.

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