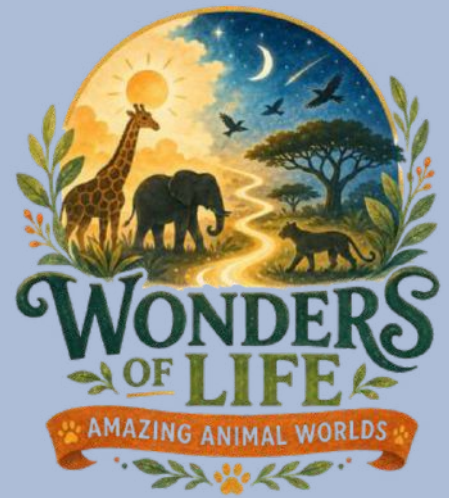


WONDERS OF LIFE

AMAZING ANIMAL WORLDS

OUTDOOR EXPLORATION EDITION

A large-scale outdoor experience 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.



**1-2 KM / 0.6-1.2
MILES EACH**
TWO SEPARATE
TRAILS

90-180 MIN
TYPICAL VISIT

**FAMILIES &
WILDLIFE LOVERS**
TARGET AUDIENCE

**FULL
SEASON**
TYPICAL HOST TERM
(DAY TRAIL)

2-4 MTH
TYPICAL HOST TERM
(NIGHT TRAIL)

Darwin's journey began at Cambridge. Today, Cambridge Museum of Zoology preserves specimens connected to Darwin and HMS Beagle—including celebrated Galápagos finches—linking his discoveries with the study of animal life.

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. By night, the journey continues as a spectacular glowing lantern safari transforms familiar pathways into a magical after-dark adventure, creating a destination experience that captivates families from day to night.

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.**

EXTENDING THE VISITOR JOURNEY FROM DAY TO NIGHT



DAYTIME EXPERIENCE

Amazing animal encounters

Visitors step into a world where lifelike animatronic animals bring Earth's most fascinating species to life.



NIGHTTIME EXPERIENCE

Glowing lantern safari

As darkness falls, the landscape transforms into a breathtaking illuminated safari. Visitors wander through trails filled with atmospheric lighting that reimagines the natural world after sunset.

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



A QUICK VENUE FIT CHECK

Zoos, wildlife park and destination attractions edition

OUTDOOR LBE

PRELIMINARY PLANNING DATA

Final requirements are confirmed after site survey, technical design and local code review.

SPACE AND VISITOR FLOW

ROUTES	Two separate routes: Day and Night Trails typically 1–2 km / 0.6–1.2 mile each, adapted to the venue's paths, landscape and infrastructure.
FORMAT	Five to eight themed discovery zones, configured as a daytime family exploration trail, an illuminated nighttime experience
VISIT	Day Trail: Approximately 45–75 minutes, with flexible self-guided participation. Night Trail: Approximately 60–90 minutes,
FLOW	Flexible entry for daytime programs; timed admission recommended for ticketed evening experiences.
CAPACITY	Determined by route width, site capacity and operating model. Night Trail throughput is established following a site survey and visitor-flow assessment

OPERATIONS AND ACCESS

ENVIRONMENT	Outdoor-rated, weather-resistant, designed for seasonal operation. No original object loans or museum-grade climate control.
ACCESSIBILITY	Uses existing visitor routes wherever possible. Accessible routing, rest points, alternative experiences and quiet-access guidance are developed with the host venue.
POWER/DATA	Day Trail: Limited power required for selected interactive. Night Trail: Distributed weatherproof power for lighting, projection, audio and control systems. Low-energy LED is the baseline
LOADING/STORAGE	Requires agreed service access, secure back-of-house storage and coordinated installation/deinstallation periods.
HOST TERM	Day Trail: full-season operation. Night Trail: typically a winter-season experience. Permanent or semi-permanent daytime installations may also be considered.

ROLES & RESPONSIBILITIES

ARTiSTORY DELIVERS

- Venue-specific day and night configuration and master creative design
- 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
- Installation/operations manuals, training and support

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.

UNIVERSITY OF CAMBRIDGE LICENSED

An authentic experience rooted in Darwin and botanical collections in Cambridge

BUILT FOR REPEAT VISITS

Separate Day and Night Trails encourage return visits across seasons and audiences.

DESIGNED FOR OUTDOOR VENUES

Modular and designed for outdoor, no museum-grade environmental controls required

SPONSORSHIP READY

Sponsor-ready packages, merchandise style guides, retail opportunities and branded workshops.

Additional revenue: explorer kits, activity books, science workshops, birthday packages, membership conversion and themed dining.

COMMERCIAL MODEL

Build-to-Order or co-investment with ticket-revenue sharing. Final terms are based on trail format, scale, customization, operating period and venue responsibilities.

DELIVERY PATHWAY

Venue fit call. Site pack. Format proposal. Approvals. Fabrication. Installation, training and launch. **Typical lead time: 4–6 months from site survey. Larger customized installations may require 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. Email partnership@artistorybrands.com