

WONDERS OF LIFE

DISCOVERY TRAIL

MID-SIZED INDOOR EDITION

An immersive family discovery experience inspired by Charles Darwin's extraordinary journey of exploration. Visitors uncover the wonders of life through richly themed environments, interactive media and hands-on science challenges that bring the natural world to life.



800–1,500 SQ M
(8,600–16,150 SQ FT)
FOOTPRINT

10-12
DISCOVERY STATIONS

60-90 MIN
TYPICAL VISIT

FAMILIES WITH CHILDREN
TARGET AUDIENCE

6-12 MTH
TYPICAL HOST TERM

An immersive Cambridge discovery experience inspired by Charles Darwin's remarkable journey and scientific curiosity

This immersive indoor edutainment experience invites visitors to explore the diversity and interconnectedness of life on Earth. Journey through richly themed environments where interactive media, hands-on STEM challenges and engaging storytelling reveal the remarkable ecosystems and evolutionary connections that shape our natural world. Blending immersive design with active discovery, this 60–90 minute experience transforms scientific exploration into an unforgettable family adventure.

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

**Darwin provides the spark.
Children become the explorers.**

THE JOURNEY: MODULAR DISCOVERY STATIONS

The full experience features 10–12 themed stations inspired by Darwin's journey around the world. The following four examples offer a representative glimpse of the attraction's immersive storytelling and interactive learning experiences.



SET OFF FOR ADVENTURE

Choose your explorer role, gather your tools and prepare for the quest. Collect your wristband—your journey is about to begin!



VOLCANIC ACTIVITY

Experience Cape Verde's Santiago Island, where volcanic rock, ancient shells, and lava reveal a landscape shaped by fire and sea.



ANCIENT GIANTS

Piece together fossil clues, come face-to-face with extinct giants and compare them with animals alive today. What can the evidence reveal?



TOMORROW'S TREE

Bring every clue together in a spectacular finale. Reveal the surprising connections linking all life—and complete your explorer record!

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



A QUICK VENUE FIT CHECK

INDOOR LBE

Science museums, libraries, major cultural venues and shopping malls edition

PRELIMINARY PLANNING DATA

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

SPACE AND VISITOR FLOW

FOOTPRINT	800–1500 sq m / 8,600–16,150 sq ft, adapted to the venue's available space and visitor circulation.
FORMAT	10 to 12 stations; open-plan or linked rooms
CLEAR HEIGHT	Standard indoor spaces are suitable. Up to 5.5 m / 18 ft is recommended
VISIT	Typically 60–90 minutes, depending on configuration and level of participation.
FLOW	Timed entry is optional
THROUGHPUT	60–120 visitors per hour, subject to layout, fire-code capacity and operating model.

OPERATIONS AND ACCESS

ENVIRONMENT	Designed for standard indoor conditions; no museum-grade climate control required.
ACCESSIBILITY	Step-free routes, seated/standing use and quiet-access guidance
POWER/DATA	Standard venue power, with dedicated circuits and data connections where required for interactive and media elements.
LOADING/STORAGE	Requires suitable loading or freight access, secure back-of-house storage and coordinated installation and deinstallation.
HOST TERM	Typically 3–6 months, with longer runs and extensions available.

ROLES & RESPONSIBILITIES

ARTISTORY DELIVERS

- Venue-specific day/night configuration and master creative design
- Modular scenic system, tactile/mechanical interactives and digital content
- Reproduction artwork, interpretive graphics
- Educator, public programming, marketing and sponsor toolkits
- Scholarship learning materials, resources and certificates of completion
- Installation operations manuals, training and on-call support

Optional upgrades: AR/AI-driven scanning, locked-room extensions, 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

10–12 themed stations offer a rich array of activities that reward repeat exploration.

DESIGNED FOR INDOOR VENUES

Modular and designed for indoor, 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 retail.

COMMERCIAL MODEL

Revenue-share or Build-to-Order. Quote based on footprint, run length, customization, freight, insurance and crates.

DELIVERY PATHWAY

Venue fit call. Site pack. Format proposal. Approvals. Fabrication. Installation, training and launch. **Typical lead time: 3-6 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