EXPLORER'S QUEST
WONDERS of LIFE



INDOOR DISCOVERY EDITION

A compact, modular family experience where children observe, test, compare and create. Inspired by Darwin's Cambridge journey and the University's zoological and botanical collections, this interactive quest opens a world of animal adaptations, remarkable plants and natural discovery.

400–500 SQ M (4,300–5,400 SQ FT) FOOTPRINT	6-8 DISCOVERY STATIONS	30-50 MIN TYPICAL VISIT	FAMILIES WITH CHILDREN TARGET AUDIENCE	3-6 MTH TYPICAL HOST TERM

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

Join Darwin aboard HMS Beagle and become a young naturalist! Collect specimens, hunt for clues, examine fossils, test adaptations and uncover how living things are connected. Combining hands-on challenges, sensory play and immersive storytelling, this 50-minute experience transforms scientific discovery into an active family quest.

From the team behind "Cambridge: From Magic World to Science"
A 2025 ticketed indoor LBE held at Shanghai Library with 100,000 visitors

DARWIN'S JOURNEY BEGAN AT CAMBRIDGE. YOUR DISCOVERY BEGINS HERE.

1 **ENCOUNTER** Enter a surprising world.

2 Touch, test, compare and experiment.

3 **DISCOVER** Reveal nature's secrets, celebrate your discoveries.

THE JOURNEY: MODULAR DISCOVERY STATIONS

1



BUILD YOUR DISCOVERY KIT

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

2



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?

3



ISLAND DESIGN

Explore an island habitat, discover unique species like Darwin's orchid and the mysterious hawk moth, learn how they survive, and earn a challenge token.

4



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's 220th Anniversary in 2029 with Wonders of Life. Now booking host venues for 2027–2029.

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

A QUICK VENUE FIT CHECK

Indoor discovery edition - children's museums, libraries and compact cultural spaces

INDOOR LBE

PRELIMINARY PLANNING DATA
final requirements are confirmed after site survey, technical design and local code review.

SPACE AND VISITOR FLOW

FOOTPRINT	400–500 sq m / 4,300–5,400 sq ft, adapted to the venue's available space and visitor circulation.
FORMAT	6 to 8 sequential stations; open-plan or linked rooms
CLEAR HEIGHT	Standard indoor spaces are suitable. Up to 5.5 m / 18 ft is recommended
VISIT	Typically 30–50 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 6-8 station configuration and master creative design
- Modular scenic system, tactile/mechanical interactives 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 on-call support

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

VENUE PROVIDES

- Suitable indoor space, utilities, loading access, storage and internet where required
- Staffing, ticketing, visitor services, security and daily cleaning and 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
Family format designed for return visits. Weekday potential.

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

Rental. 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 completed 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

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