WONDERS of LIFE™
ARTiSTORY®

# THE GREAT EXPEDITION

## 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.*

| 1000–1,500 SQ M (10,760–16,150 SQ FT) FOOTPRINT | 8 CORE MISSIONS<br>4 VENUE MODULES | 90 MIN TYPICAL VISIT | FAMILIES WITH CHILDREN TARGET AUDIENCE | 6-12 MTH TYPICAL HOST TERM |
|---|---|---|---|---|

## THE JOURNEY: MODULAR DISCOVERY STATIONS

Turn your venue into a journey of exploration. This 90-minute indoor action adventure takes families through eight expedition ports, combining physical challenges, team puzzles and immersive discovery — with four hero missions tailored to your location.

### STORM AT SEA

Learn to sail. Navigate as a crew. Face the waves.




**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.

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

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.**



**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.

An immersive experience developed by ARTiSTORY in collaboration with the University of Cambridge.

# VENUE FIT AND PARTNERSHIP

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

WONDERS of LIFE™ ARTiSTORY®

## PRELIMINARY PLANNING DATA

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

## SPACE AND VISITOR FLOW

| | |
|---|---|
| **FOOTPRINT** | Recommended: 1,000–1,500 m². Scalable: 800–1,500 m². |
| **FORMAT** | 8 ports · 12 hero missions. 8 core + 4 venue modules. |
| **CLEAR HEIGHT** | Design-dependent; confirm at site survey and technical design. |
| **VISIT** | Recommended: 90 minutes. |
| **FLOW** | 4–5-minute immersive opening sets the rhythm for group entry. |
| **THROUGHPUT** | Storm at Sea: 40–50 players/hour target per station. Whole-venue capacity to be confirmed. |

## OPERATIONS AND ACCESS

| | |
|---|---|
| **ENVIRONMENT** | 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; dedicated circuits and data where required. |
| **LOADING / STORAGE** | Loading or freight access, secure back-of-house storage and coordinated install/deinstall. |
| **HOST TERM** | Agreed per venue proposal; longer runs and extensions available. |

# ROLES & RESPONSIBILITIES

## ARTiSTORY DELIVERS

- Creative and technical design
- Scenic stations and interactive content
- Interpretation and school materials
- Programming and marketing toolkits
- Installation, training and support

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

## VENUE PROVIDES

- Indoor space, utilities and loading access
- Ticketing, staffing and daily operations
- Permits, insurance and accessibility
- Local marketing and school outreach
- Sponsors and local partnerships

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

**BUILT FOR REPEAT VISITS**

8 expedition ports, 12 hero missions. 4–5-minute immersive opening.

**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, revenue share or hybrid. Terms reflect footprint, run length and customization.

## DELIVERY

Fit call → site pack → proposal → build → installation & training. Indicative: 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.

partnership@artistorybrands.com | wondersoflife.artistorybrands.com