WONDERS of LIFE™

THE LIVING GARDEN

OUTDOOR DAY AND NIGHT TRAILS

Inspired by Darwin, families discover plants and adaptations by day, then explore an illuminated garden of botanical stories after dark.

0.8–1.5 KM / 0.5–1 MILE EACH	Families, plant lovers and evening explorers	60-90 MIN	ALL SEASONS	2-4 MONTHS
TWO SEPARATE TRAILS	TARGET AUDIENCE	TYPICAL VISIT	DAY TRAIL	NIGHT TRAIL

THE JOURNEY: MODULAR DISCOVERY STATIONS

Turn your garden into two complementary outdoor adventures inspired by Darwin. Families explore plants, adaptations and pollination by day, then return for a separate illuminated trail after dark. Discovery Kits, hands-on missions and botanical dining extend the experience through your living collections.

DAY TRAIL: DISCOVER NATURE

Explore plants through hands-on missions.



NIGHT TRAIL: GARDEN AFTER DARK

Darwin's orchid and moth in light.



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

This immersive outdoor botanical discovery 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

Botanical gardens, arboreta and heritage landscapes

ARTiSTORY®

PRELIMINARY PLANNING DATA

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

SPACE AND VISITOR FLOW

Routes	Two routes, typically 0.8–1.5 km (0.5–1 mile) each, adapted to the Garden.
Format	5–8 discovery zones. Daytime adventure, evening trail or combined programme.
Visit	Day Trail: 45–90 minutes, self-guided. Night Trail: 60–90 minutes.
Entry	Flexible daytime entry. Timed admission recommended for ticketed Night Trails.
Capacity	Site-dependent. Night Trail throughput follows site survey and visitor-flow assessment.

OPERATIONS AND ACCESS

Environment	Weather-resistant outdoor installations. No original loans or museum climate control.
Accessibility	Accessible routes, rest points, alternative experiences and quiet-access guidance.
Power / data	Weatherproof lighting/AV power and low-energy LEDs. Final loads are site-specific.
Loading / storage	Service access, secure back-of-house storage and agreed install/deinstall periods.
Host term	Day: all seasons, with permanent or semi-permanent options. Night: 2–4 months, typically winter.

ROLES & RESPONSIBILITIES

ARTiSTORY DELIVERS

- Custom day and night trail configuration and creative design
- Modular scenery, animatronics, interactive installations
- Reproduction artwork, explorer passports and tokens
- Workshops, school trip resources, completion certificates
- Installation and operations manuals, training and support

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

VENUE PROVIDES

- Suitable outdoor 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 LONGER AND REPEATED VISITS

Complementary Day and Night Trails encourage return visits.

A PREMIUM NIGHT-TIME OFFER

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 retail.

COMMERCIAL MODEL

Build-to-order or co-investment with ticket-revenue sharing.

DELIVERY

4–6 months from site survey. Larger customised 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** in collaboration with **Cambridge University** and the **British Library since 2021**.

LET'S BUILD THE RIGHT WONDERS OF LIFE FOR YOUR VENUE - Schedule a 30 minute venue-fit call.

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