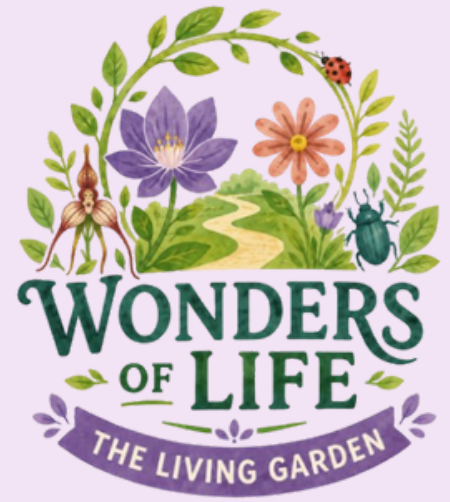


WONDERS OF LIFE

THE LIVING GARDEN

BOTANICAL GARDEN EDITION

Two distinctive outdoor adventures inspired by Darwin's journey from Cambridge student to pioneering naturalist. By day, families explore plants, adaptations and the connections linking all life. After dark, a separate illuminated trail transforms the Garden into a spectacular world of light, sound and botanical storytelling.



**0.8–1.5 KM / 0.5–1
MILE EACH**
TWO SEPARATE
TRAILS

**Families, plant
lovers and evening
explorers**
TARGET AUDIENCE

60–90 MIN
TYPICAL VISIT

ALL SEASONS
DAY TRAIL

2–4 MONTHS
NIGHT TRAIL

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

Darwin's journey began at Cambridge, where Professor Henslow inspired his fascination with plants and recommended him for the voyage of HMS Beagle. Visitors follow Darwin's journey through living collections, hands-on missions, sensory observation, sculptural light and sound. Discover how life adapts, pollinates and connects—a story preserved through Darwin's specimens at the University Herbarium at Cambridge University Botanic Garden.

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

**AUTHENTICALLY
CAMBRIDGE. CREATED FOR
YOUR GARDEN.**

THE JOURNEY: DAY AND NIGHT EXPERIENCE

1



DAY TRAIL: DISCOVER NATURE WITH DARWIN

Follow Darwin through the Garden's living collections. Discover extraordinary plants, investigate their adaptations and pollination, and complete challenges inspired by his scientific curiosity.

2



NIGHT TRAIL: THE GARDEN AFTER DARK

See Darwin's orchid and its pollinating moth come alive through light and sound. Discover the nocturnal wonders of plants on an atmospheric evening trail.

Premium Ticketing Option: All-Access Pass

DESIGNED FOR FAMILIES TO RETURN

3



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!

4



FOOD & BEVERAGE

Culinary adventures inspired by plants from the Beagle voyage. Choose from a variety of dining experiences, pop-up bars, and curated menus.

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



A QUICK VENUE FIT CHECK

Botanical gardens, arboreta and heritage landscapes

THE LIVING
GARDEN LBE

PRELIMINARY PLANNING DATA

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

SPACE AND FLOW

ROUTES

Two separate routes: Day and Night Trails typically 0.8–1.5 km / 0.5–1 mile each, adapted to the Garden's paths, landscape and infrastructure.

FORMAT

Five to eight themed discovery zones; available as a daytime family adventure, an illuminated evening trail, or a combined seasonal program.

VISIT

Day Trail: 45–90 mins, with flexible self-guided participation. Night Trail: 60–90 mins

ENTRY

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

Distributed weatherproof power for lighting/AV; low-energy LED baseline; final load schedule is site-specific.

INSTALLATION AND 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: projection, 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 GARDENS

Outdoor-ready and integrated with the Garden's existing landscape and living collections.

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, the British Library and other cultural organizations since 2021.

LET'S BUILD THE RIGHT WONDERS OF LIFE FOR YOUR VENUE - Schedule a 45-minute venue-fit call. Email partnership@artistorybrands.com

