**Case Study – Museum of the Future Dubai – Topic 6**

**Context & Vision**
Opened in February 2022 in an iconic torus-shaped building, the Museum of the Future is designed as a living incubator for innovation—more forward-looking than retrospective. It aims to transform visitors into active participants shaping future imaginaries

**Full Tech Integration for Storytelling**

- **Immersive AV systems & sensor-driven environments**: AVI-SPL integrated Barco projection walls, QSC/Fohn surround audio, Crestron touch panels, and 7thSense high-speed servers across five floors to deliver cohesive, multisensory narratives—from orbital simulations to bio-oasis journeys
- **Augmented Reality (AR) & Virtual Reality (VR)**: AR overlays bring static exhibits alive; VR headsets transport visitors into "Dubai 2050", space stations, smart-city prototypes, and more.
- **AI-guided personalization**: Wearable smart devices, including wristbands, and AI tools guide people through content tailored to their interests, even offering AI-driven tours.

**Impact on Visitor Experience**

- **Emotionally layered, immersive engagement**: Visitors traverse environments that stimulate sight, sound, touch, movement, and even scent or vibration—turning passive viewing into exploratory storytelling.
- **Inclusive and cross-generational appeal**: From the child-centric "Future Heroes" floor to complex spatial simulations for adults, the multisensory narrative makes complex futures accessible and engaging across ages.
- **Empowerment through interaction**: By encouraging visitors to "shape" future scenarios and imagine their role in global challenges, the museum fosters deeper reflection, sustained interest, and broad appeal—over 1 million visits in year one.

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**Discussion in groups -**
The Museum of the Future's integration of AV systems, AR/VR, AI personalisation, and full-sensory interaction creates a powerful, participatory storytelling ecosystem. It elevates visitor experience from passive observation to dynamic, emotional, and reflective engagement—truly bringing future possibilities into the present. How can other cultural institutions or museums adopt elements of the Museum of the Future's tech-integrated storytelling to enhance accessibility, engagement, and long-term visitor impact—without losing their unique identity?