



Client Case Study

Museum of the Future

Creating an immersive journey through time and space

Organization

Dubai Future Foundation

Location

Dubai

Market

Entertainment
Museum

The Museum of the Future, an iconic 320,000-square-foot building in the heart of Dubai, features ground-breaking exhibits that invite visitors to explore new worlds and pioneer new ways of living. Through these awe-inspiring and thought-provoking experiences, visitors return from their experience ready to shape today's world for the better.

Throughout the museum, guests are welcome to see, touch, and explore the challenges and opportunities that shape the future of Earth and beyond. Technology is central to this mission. Visitors step into an interactive storytelling experience through exhibits that integrate space, storytelling, and technology, designed to spark wonder in audiences of all ages and backgrounds.

[Watch the video >](#)

“

The Museum of the Future welcomes people of all ages to see, touch, and shape our shared future. Go on a journey through possible futures and bring hope and knowledge back to the present.”

[Museum of the Future](#)

In 2019, AVI-SPL Middle East responded to a request for proposal, and after a rigorous selection process, was chosen by general contractor Al Tayer Stocks to undertake the technology integration project in early 2021.



Project Scope

AVI-SPL Middle East had to support the museum's mission of transforming guests into explorers who travel 50 years into the future. To accomplish this goal, experienced technicians integrated a total of 66 displays, 41 projectors, 333 speakers, and 81 media servers across five floors.

Visitors experience carefully synchronized sensory triggers from water, scent, vibrational haptics, and touch interfaces throughout the exhibits. Every visit to the Museum of the Future enables people to see, feel, touch, and envision a future world.

More than 30 AVI-SPL employees from three continents came together to engineer, oversee, and deploy a wide scope of experiential solutions. We helped bring to life the museum's goal of creating a new global centre for future thinking, technologies, and innovation.

Challenges

The AVI-SPL Middle East team worked diligently throughout the build to maintain the Dubai Future Foundation's vision to deliver an immersive experience that transports guests through time and space. We worked with multiple stakeholders including the customer to overcome some challenges along the way.

Meeting a tight deadline to deliver the museum's vision

Multiple immersive audio-visual exhibits had to be ready in time for the museum's grand opening. That deadline gave the AVI-SPL Middle East team just one year to transform the foundation's creative vision of the customer experience into reality. Our mission statement for this project was "one time and right," according to Phil Marlowe, Managing Director. There was no time to do anything twice.

To meet the deadline, AVI-SPL design and engineering teams built racks, and completed network integration and programming offsite at our Dubai location. Working offsite enabled integration work to continue and kept AV equipment protected from dust and possible damage while building construction was in progress.



Pre-Boarding Experience

Guests enter the Mohammed Bin Rashid Spaceport and meet their digital guide, Aya.

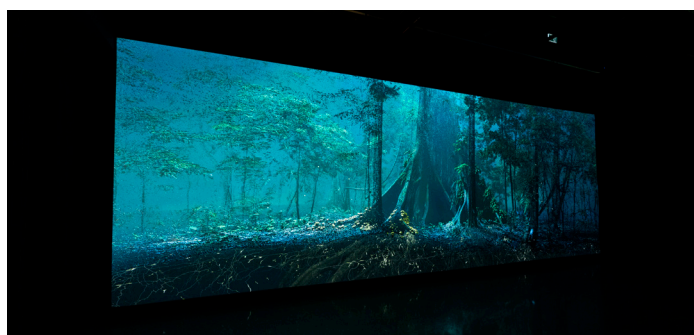


Working within construction constraints

Contractors already completed the floors, walls, and air conditioning when the AVI-SPL Middle East team joined the project. Nothing could be attached to the building. Our experienced engineers rose to the challenge and delivered floating solutions that used floor boxes to deliver power and rigging from the ceiling to anchor a few of the exhibits.

Accommodating multiple stakeholders located across the globe

Since AVI-SPL was subcontracted by general contractor Al Tayer Stocks, they have been our main point of contact. However, AVI-SPL also liaised with the client, consultant Atelier Brückner, and 13 content providers. Content creation firms included Galerija 12, YOKE, Marshmallow Laser Feast, Jason Bruges Studios, Framestore, Deep Local, and Polytope.



Witness the Wonders of Nature

Space travellers arrive back on Earth in 2071 at the Heal Institute and head into a tropical Amazon rainforest.



We had to stretch the limits of the current technologies to make the ideas come alive," said AVI-SPL's Phil Marlowe, Managing Director, Middle East. "...we never used the word impossible. We never shied away from the creative vision."

Inavate EMEA, January 2023



Adding to the project's complexity, each provider had different hardware requirements and worked in various formats such as Unreal, Unity, and proprietary platforms. The AVI-SPL team had to ensure that all content was rendered correctly.

AV Integration Solutions

In partnership with the museum and all stakeholders, AVI-SPL integrated dramatic and thought-provoking audio-visual installations throughout five exhibition floors.



Move Therapy Sand Bath

Visitors relax and connect body and soul in spaces including the sand bath.

"I loved working with Atelier Brückner because they're futurists, but they're also realists. The museum was also a fantastic client. Their in-house team set the bar high. Al Tayer Stocks, was very flexible and really understanding of technology and how central it was to the project," Marlowe said.

Leveraging standardization to simplify a complex build

AVI-SPL Middle East leveraged our long-term relationships with leading manufacturers around the world to source dynamic technology solutions for installation in the museum. With so many partner and customer needs throughout the interactive exhibits, standardization was essential to completing the project on time and accommodate all content providers.

Manufacturers included Barco, who played an essential role in the visual experience, providing numerous large-scale Rigiflex screens and rear projectors in the primary exhibit spaces.

Delivering the right audio was also critical to the customer experience, and QSC was brought in to enable the audio processing and we used Fohhn speakers.

In addition, servers from 7thSense ensured high-speed processing and flawless delivery. The team also standardized touch panels and control processors with Crestron and network switches with Cisco.

Our team chose digital signage partners Samsung for indoor displays and LG for outdoor waterproof displays.

Together, these solutions allow guests to enjoy an inspiring experience of planet Earth 50 years into the future.

Command Centre and 24/7 Support

As installation progressed, the AVI-SPL also created a central control room to easily manage all the audio-visual technology that drives the customer experience. To ensure seamless guest interactions, two AVI-SPL managed services staff members are available 24/7 to provide proactive maintenance and respond to support requests quickly.

Outcomes and Customer Feedback

The Museum of the Future opened in February 2022. The immersive exhibits now captivate people around the world through their digital experiences, welcoming people to see, touch, and explore the exhibits as they move through the space. The audio visual solutions installed by AVI-SPL allow visitors to engage with an array of next-generation technologies, including massive projection walls, augmented reality, and multi-sensory exhibits.





The Museum of the Future is a multi-sensory expansive experiential space, designed to inspire visitors to build a future with solutions for today's challenges.

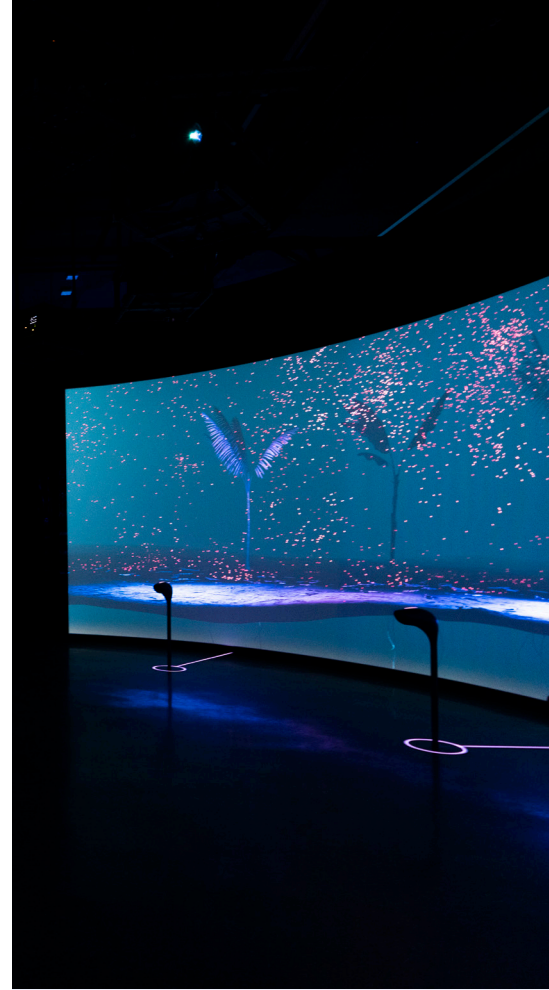
The Museum of the Future uses everything from water to scent to vibrational haptics to dials and knobs to touch interfaces, all in the pursuit of creating the most unexpected end visitor experience. Such an experience requires a strong technical partner who understands how to deliver the nuanced experience using cutting-edge technologies that all have to work seamlessly together.

AVI-SPL has been the best partner to help MOTF's creative vision come to life. The AVI SPL team had to be able to work closely with MOTF's creative partners, often being required to interpret ideas and execute with technical finesse. AVI-SPL was required to consider network engineering, projection calibration, hardware fabrication, mobile app integration, and holistic systems management and monitoring. This is a tall order for most AV firms. The added stress of a compressed timeline and the logistical complexities of COVID required a team of AV specialists that were internationally dispersed, but simultaneously who could deliver in person in Dubai. AVI-SPL was able to deliver to these expectations.

The Museum of the Future is not a temporary exhibition space. It is a permanent set of interactive exhibits with a very high volume of daily visitors and is intended to be stable and maintainable for the long term. This requires a level of engineering, systems thinking, and attention to detail that is often missing in shorter-period insulations.

AVISPL's team was the right collaborator for MOTF to execute a complex vision to the extraordinarily high level of quality that was required of such a flagship, internationally anticipated project. MOTF benefited from the close collaboration of AVI-SPL staff to the degree that AVISPL essentially became an extension of MOTF's technical team. AVI-SPL proved to be the correct AV integrator selection for MOTF's execution."

Sundar Raman
Technology Director, Museum of the Future





About AVI-SPL

AVI-SPL is a digital enablement solutions provider who transforms how people and technology connect to elevate experiences, create new value, and enable organizations to thrive and grow. We are the largest provider of collaboration technology solutions, which include our award-winning managed services. AVI-SPL's highly-trained team works hand in hand with organizations worldwide – including over 80% of Fortune 100 companies – to strategize, design, deploy, manage, and support AV and UC solutions that are simple to use, scalable, serviceable, and measurable to ensure business objectives are achieved. Visit avispl.ae to learn more, or connect with AVI-SPL on [Twitter](#) and [LinkedIn](#).

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