

*Submission for the Design Competition  
Estonian Museum of Natural History*

*The*

*art*

*of*

*coexistence*





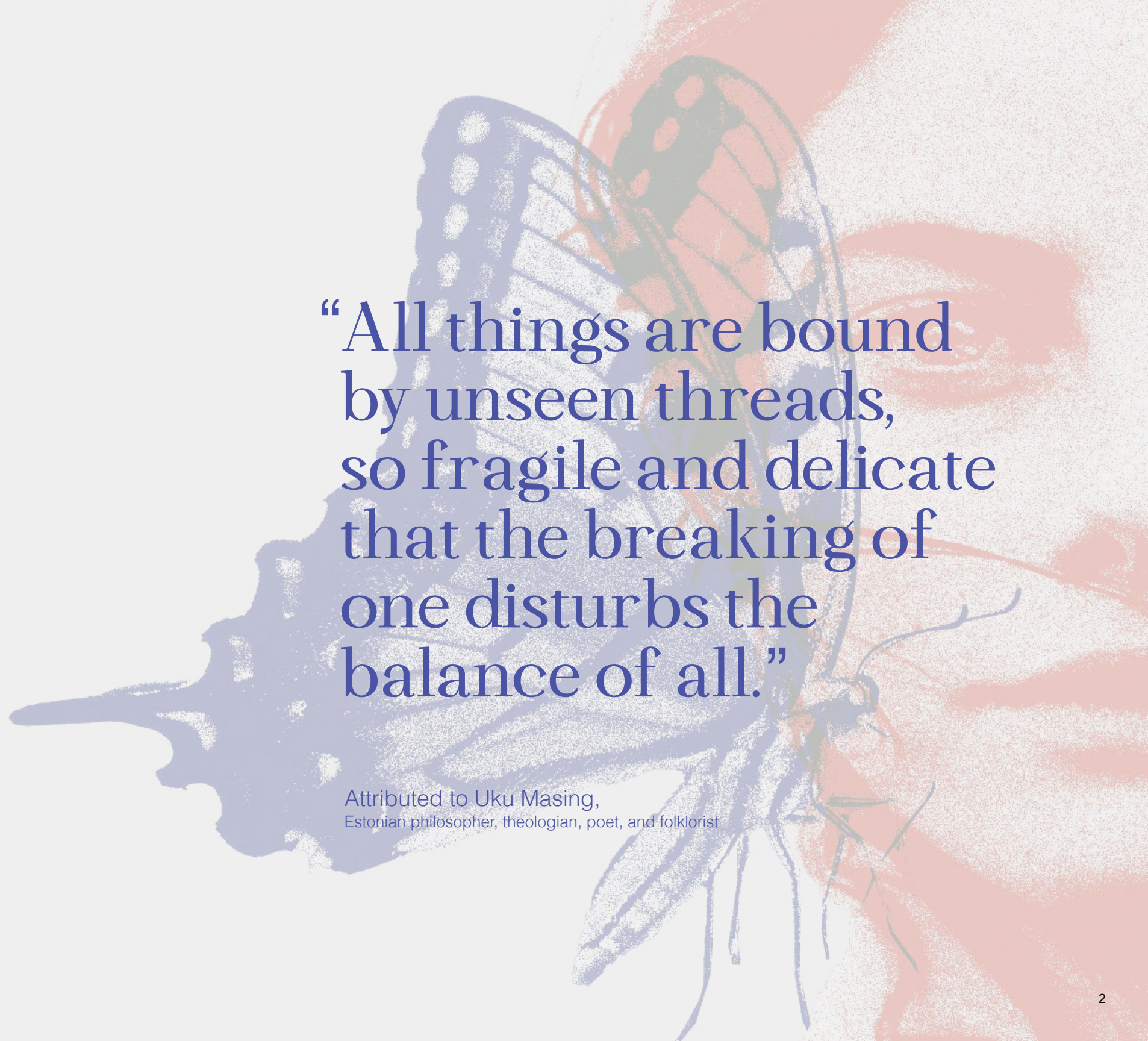
# Dear Readers,

With great enthusiasm, we took up the work on this amazing project. In this proposal we want to show our ideas, visions, and ambitions for the project at hand. As this is a first proposal, there are a lot of things to add, but we hope to have given you a comprehensive look into our approach.

We would be very humbled to work with you on the project and hope for a positive decision.

With kind regards,

From our Team



“All things are bound  
by unseen threads,  
so fragile and delicate  
that the breaking of  
one disturbs the  
balance of all.”

Attributed to Uku Masing,  
Estonian philosopher, theologian, poet, and folklorist

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# NARRATIVE





*Concept*

# See the Unseen

To coexist is to embrace the  
**visible wonders**  
and recognize the  
**invisible connections**  
that **bind** us all.



# Content Framework to Narrative

After analyzing the content framework from the brief, we see the richness and depth of the topics as the intention and opportunity to bring **nature's complexity** to life, offering visitors a diverse array of subjects and scientific concepts to explore.

While our primary goal is to present a narrative that **reflects the integrity of the curator's vision and the scientific content**, we also recognize the importance of placing the **human-related content as an integral part of the natural world**. We propose to integrate narratives of the natural world with human aspects to highlight the concept of "interconnection", so that they are interwoven throughout the gallery.

We hope to support and reinforce visitors' mindsets and attitudes that they are not separate from nature but an essential part of it.



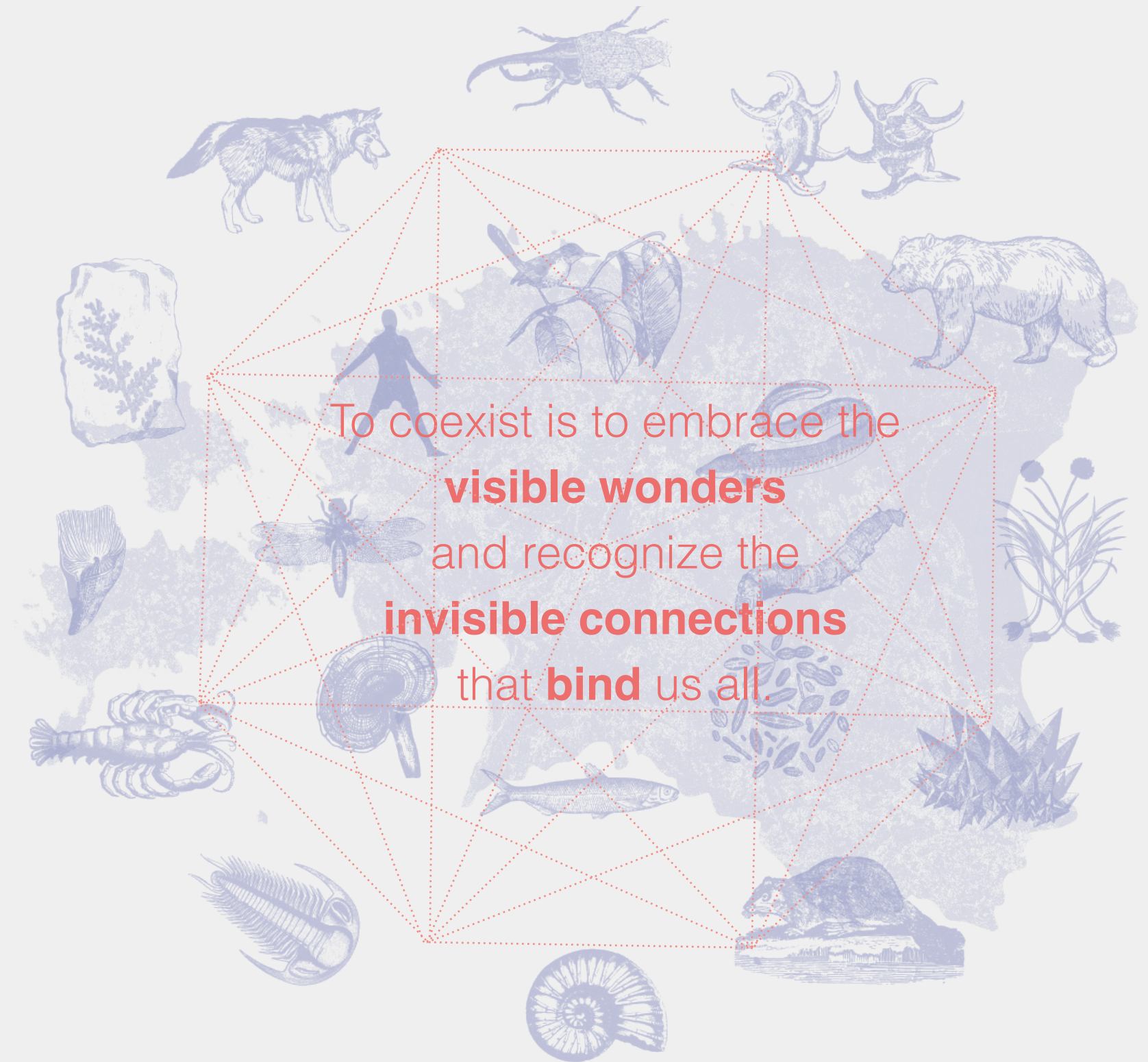


## Big Idea

**Estonia's landscapes are breathtaking**—a mosaic of landscapes full of biodiversity—they're part of an intricate, interconnected system that sustains life on Earth. This exhibition aims to move visitors beyond seeing the beauty of nature, but supporting their innate connection feel as part of the living network and cultivating a sense of belonging and connection.

In line with the Museum's mission, *The Art of Coexistence* invites visitors to explore the hidden connections that tie us to the natural world. From tiny microbes to vast mycelium networks, nature's resilience relies on a web of unseen relationships, and humans play a vital role in this delicate balance.

Through **interactive stations, thought-provoking questions, and hands-on exhibits**, visitors can follow unique pathways that reflect their personal connection to nature. By revealing these invisible forces, we hope to inspire appreciation, love, and action—empowering each visitor to embrace their role in preserving the interconnected tapestry of life.





## Main Narrative

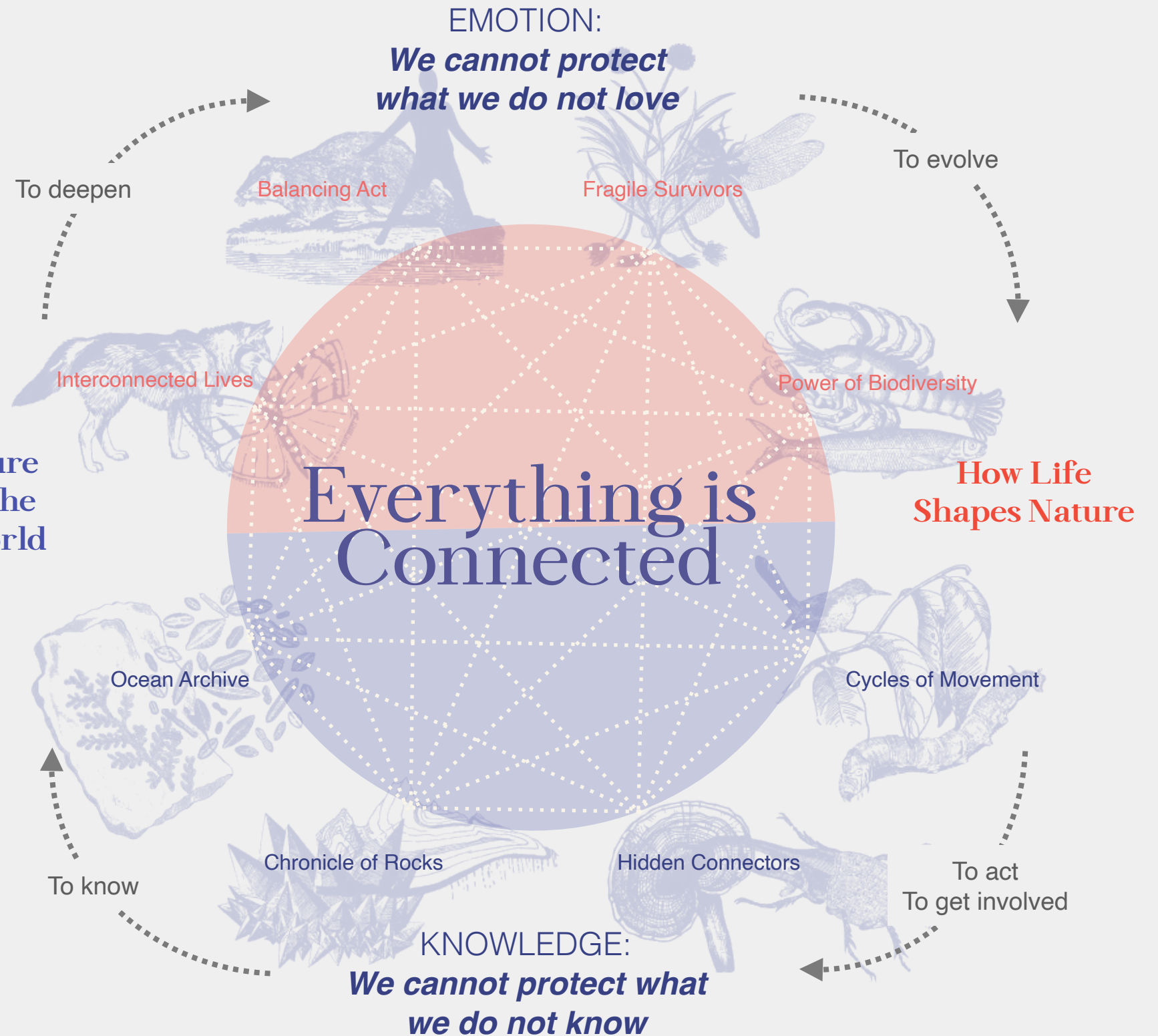
The narrative of this exhibition, “**The Art of Coexistence,**” is shaped around an emotional and intellectual journey that guides visitors to realize the profound interconnectedness of all life.

Beginning with understanding how nature is shaped by the living world, and it deepens into how the living world is shaped by nature’s network, fostering a sense of awe, connection, and responsibility. The goal is to inspire action by emphasizing that knowledge and love for nature are essential for its protection and for creating a sustainable future.

### To inspire visitors to realize:

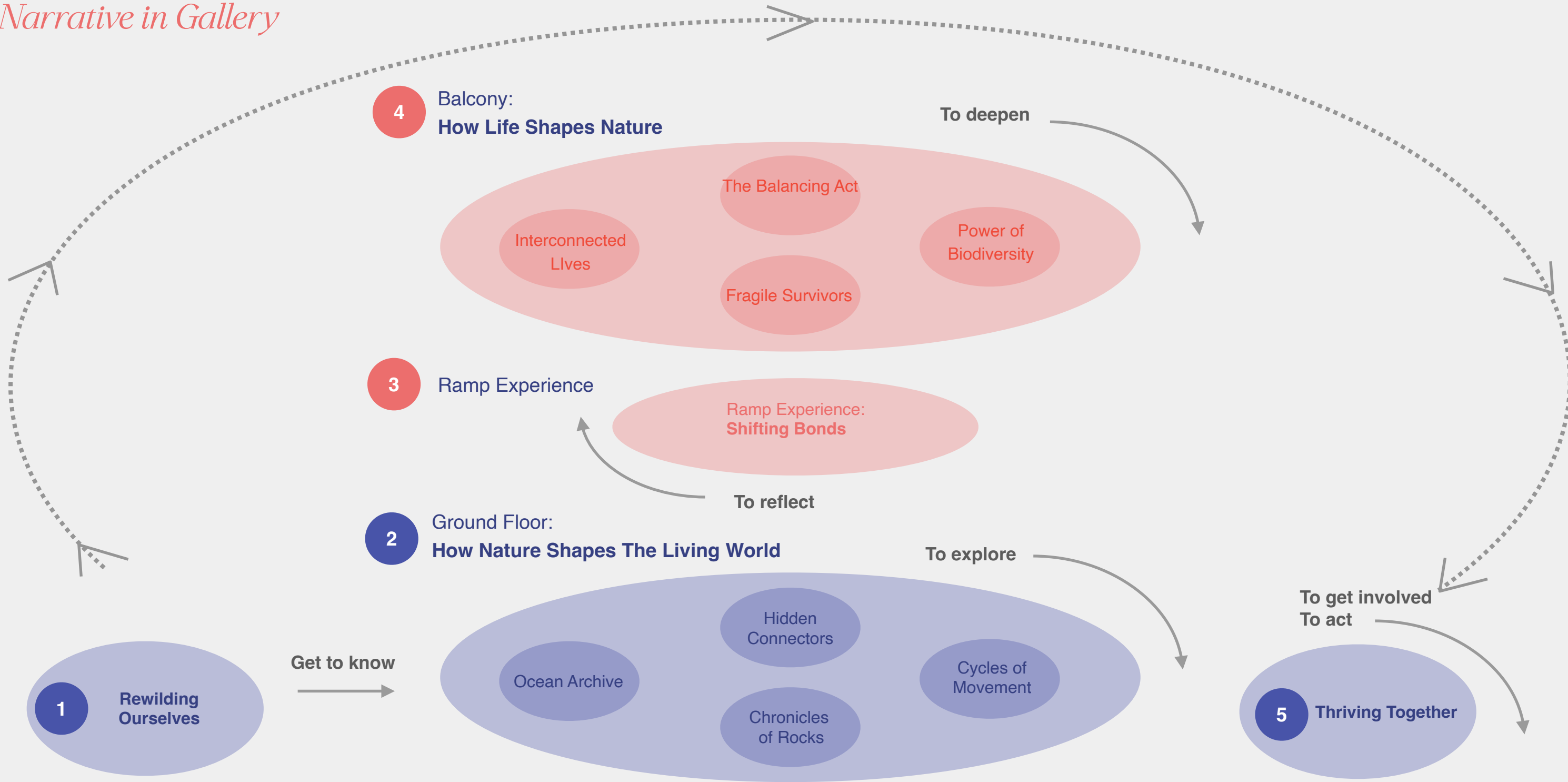
- Everything in nature is interconnected.
- Humans are part of nature.
- Only by living in harmony with nature can we create a liveable future.

How Nature  
Shapes The  
Living World



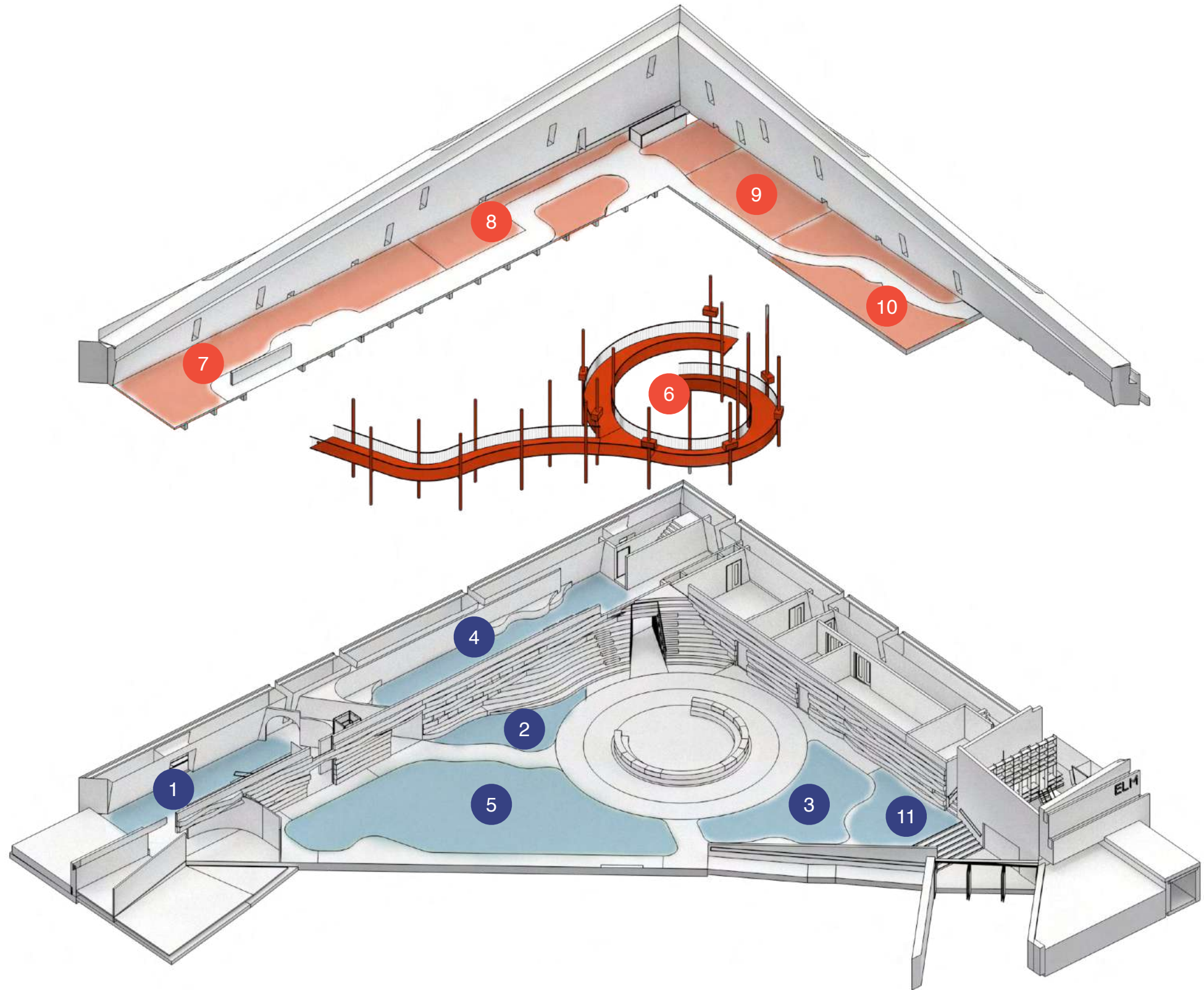


*Narrative in Gallery*



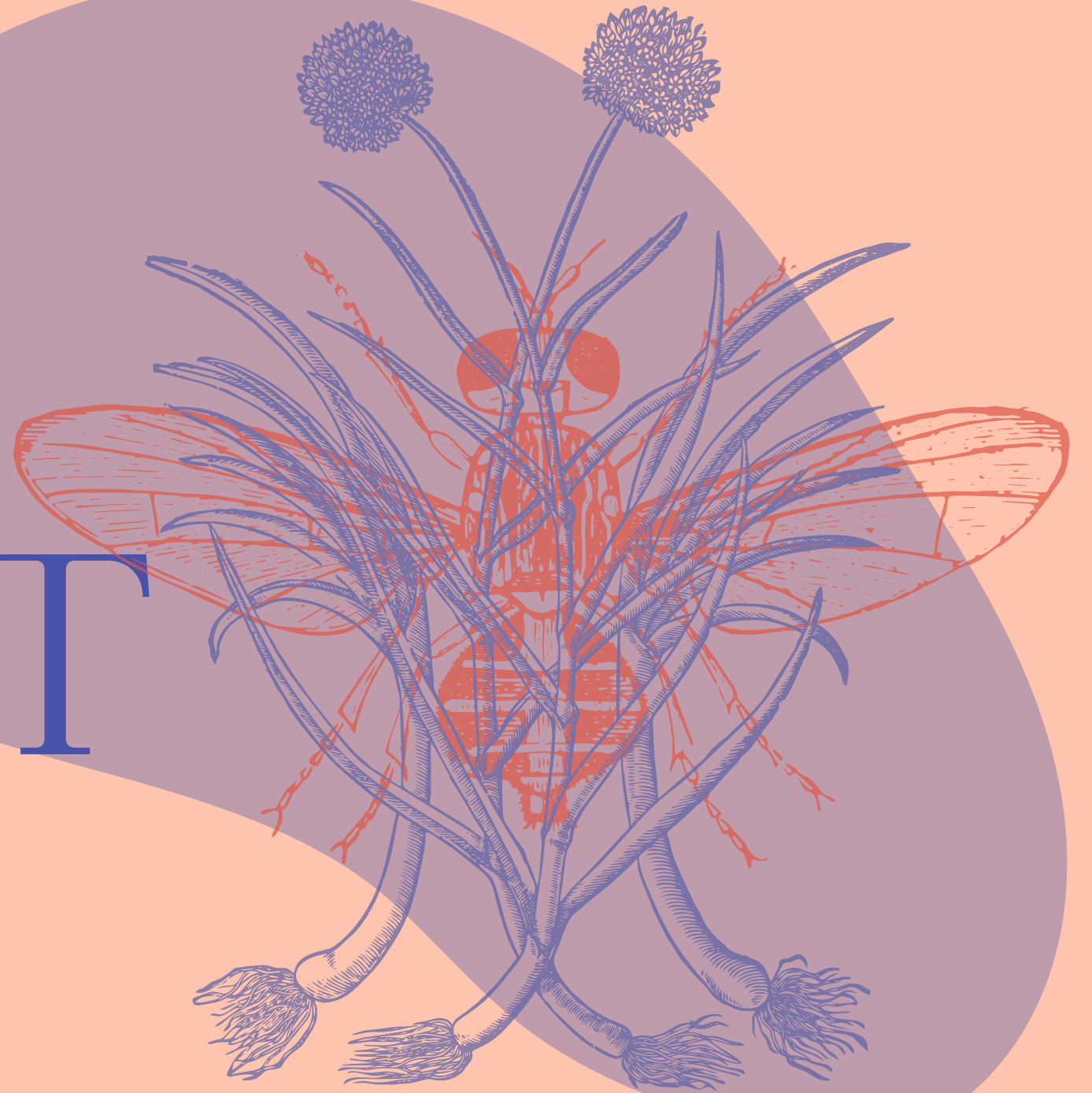
# Narrative in Gallery

- 1 Rewilding Ourselves
- 2 Ocean Archive
- 3 Chronicles of Rocks
- 4 Hidden Connectors
- 5 Cycles of Movement
- 6 Ramp Experience: Shifting Bonds
- 7 The Balancing Act
- 8 Interconnected Lives
- 9 Fragile Survivors
- 10 Power of Biodiversity
- 11 Thriving Together





# DESIGN CONCEPT





## *Design inspiration*

Our **exhibition design** takes visitors on a **journey** to **discover** and **deeply connect** with nature through knowledge.

The main inspiration is the **hiking path** and the trail way finding. These elements are the starting point of our design. To **see the unseen** visitors must **leave the path and dive into nature**. When they leave the path they will find themselves in different topics, allowing them to learn more about the **hidden connections in nature**.

The way finding signs allow for easy navigation by pointing to the respective topics and areas in the space. Clear colour coding and icons help distinguish the zones.





## *Design Principles*

For the project we want to follow these design principles.



## **INSPIRED BY NATURE**

A tribute to the beauty of Estonian nature



## **BIO-BASED AND PLANET PROOF**

Eco conscious material choices that reflect in the design of the space



## **REVEALING THE UNSEEN**

Spark curiosity by creating a space that invites visitors to discover

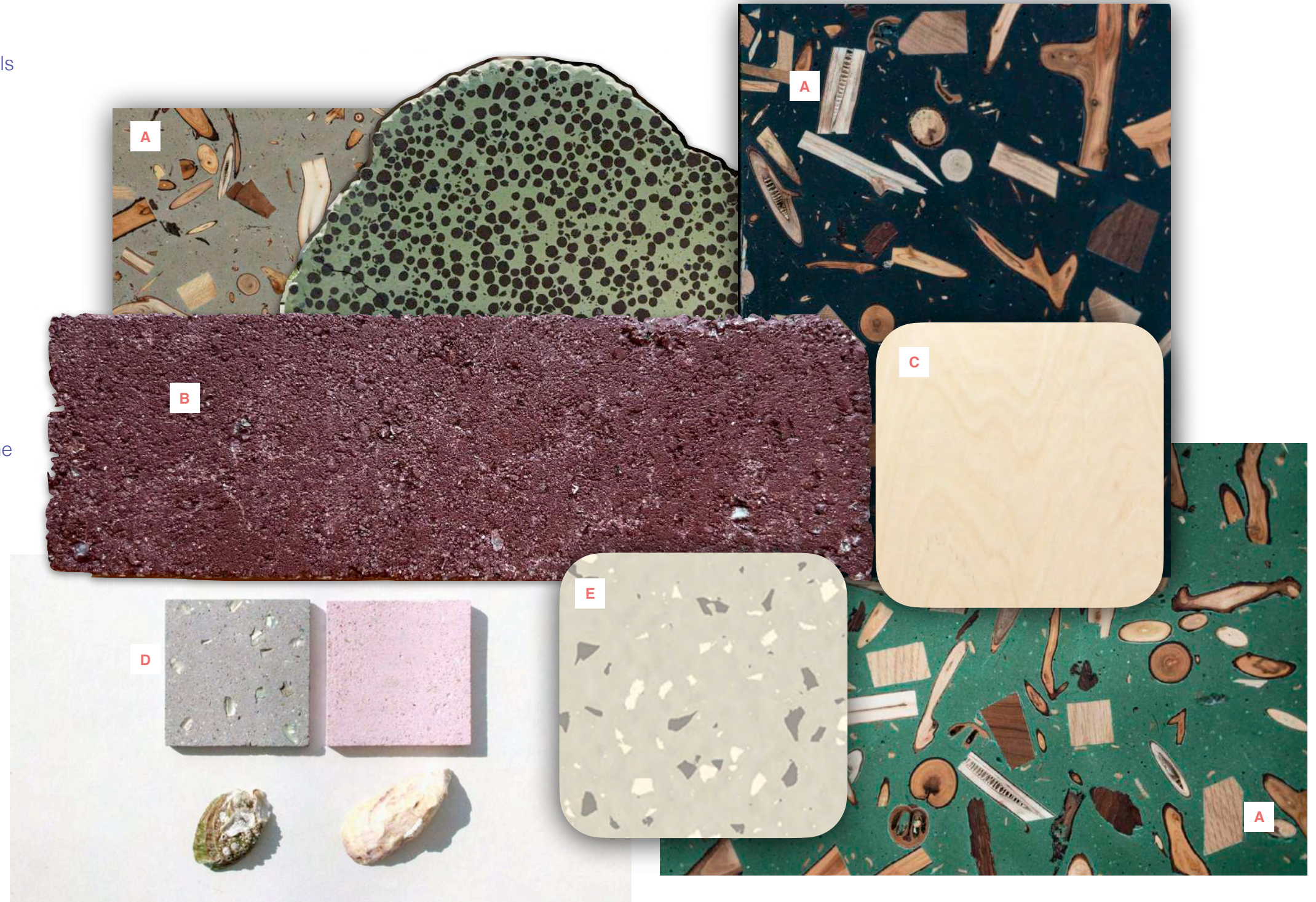


# Material Board

For the project, we envision using natural materials crafted from raw elements or by repurposing production waste. Our idea is to combine natural components with non-toxic natural binders to create textures and pigments that mimic the appearance of concrete or stone.

Our approach involves researching and drawing inspiration from Estonian nature to develop a material selection and mix that harmoniously blends natural elements into a human-made environment.

Within these pigments and textures, visitors can discover hidden shells and stones, embodying the concept of “seeing the unseen.”



**A** bark and sawdust combined with natural binders

**B** CO2 neutral bricks with residual products from brick production.

**C** Estonian birch wood

**D** concrete-like material made from shells

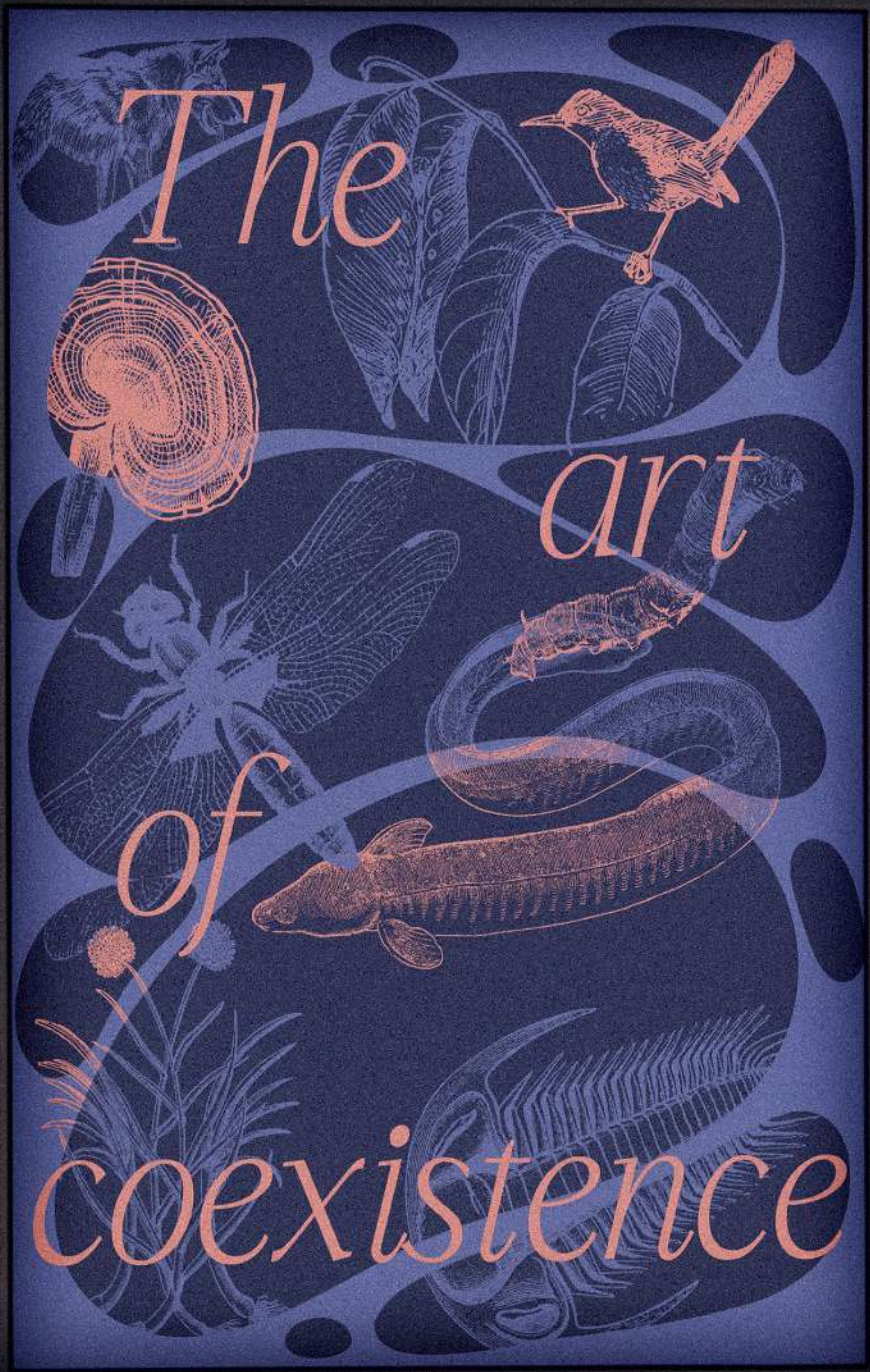
**E** Blend of natural and synthetic rubber flooring. Does not contain health-harmful plasticizers.

**A** Sustainable due to its long product lifespan.













**Cokematamili**  
Pulau ini memiliki banyak sumber daya alam yang melimpah. Terdapat berbagai jenis flora dan fauna yang endemik di pulau ini. Pulau ini juga memiliki pemandangan alam yang indah dengan hamparan sawah yang hijau dan pepohonan yang rimbun. Pulau ini juga memiliki banyak situs sejarah yang menarik untuk dikunjungi.

**Ekowisata**  
Pulau ini menawarkan berbagai kegiatan ekowisata yang menarik. Anda dapat menikmati pemandangan alam yang indah, mengunjungi situs-situs sejarah, dan menikmati berbagai jenis kuliner lokal yang lezat. Pulau ini juga memiliki banyak fasilitas yang memadai untuk wisatawan, seperti penginapan, restoran, dan transportasi.

**WILAYAH**  
Pulau ini memiliki luas wilayah yang cukup besar. Terdapat berbagai jenis ekosistem yang mendukung kehidupan berbagai jenis flora dan fauna. Pulau ini juga memiliki banyak sumber daya alam yang melimpah yang dapat dimanfaatkan untuk berbagai keperluan.









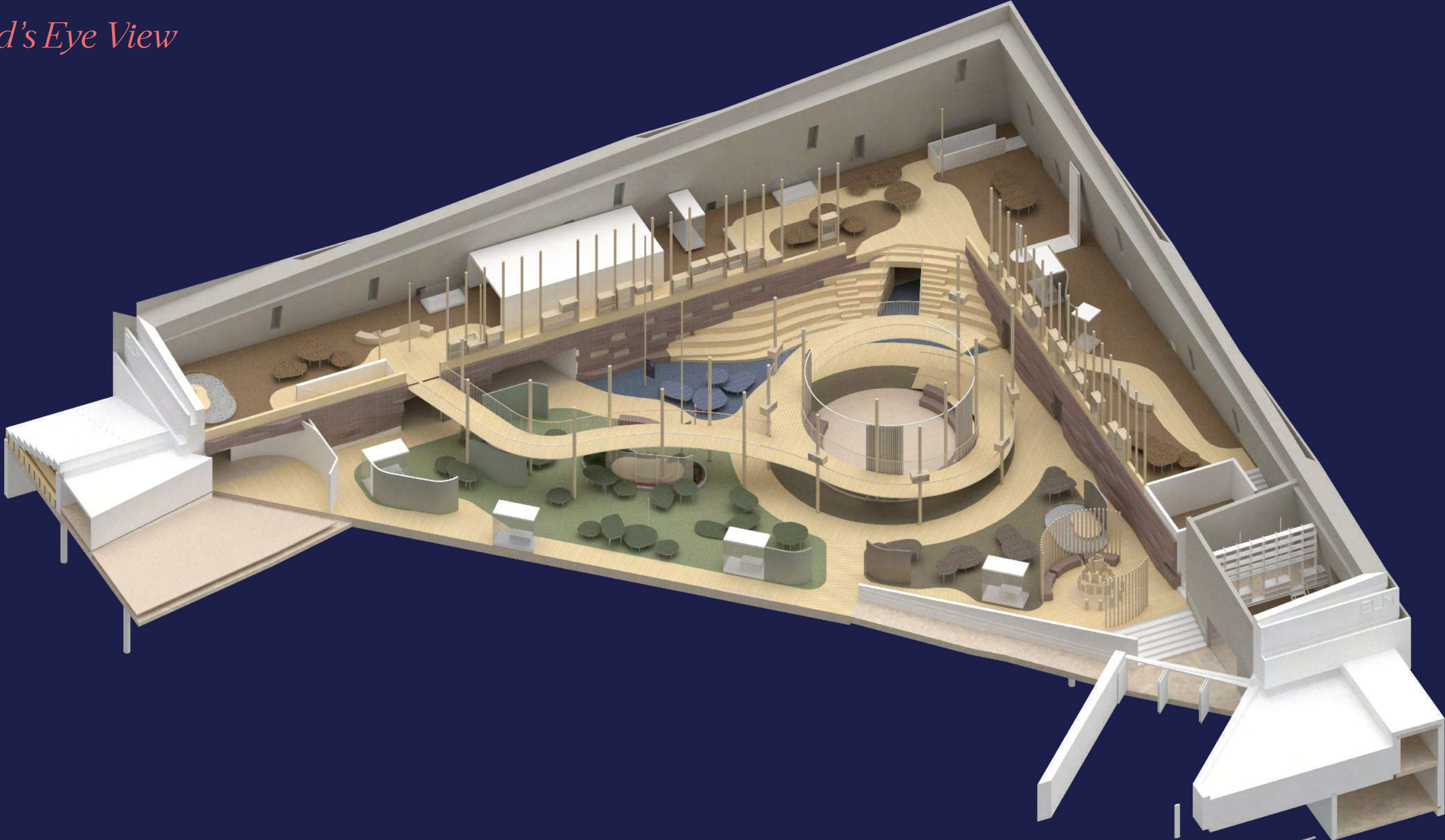
**Chelonicarion**  
A large, spiral-shaped fossil, likely a trilobite, is displayed on a table. The text below it provides information about the fossil, including its name and a brief description of its significance.

**Mammals**  
A sign indicating the section for mammal exhibits, located near a display of various animal specimens.

What will be the human legacy?



*Bird's Eye View*





# Exhibition Overview

## Exhibition Ground Floor

1 Exhibition Introduction

2 Rewilding Ourselves

### How Nature Shapes The Living World

3.1 Chronicles of Rocks

3.2 Ocean Archives

3.3 Hidden Connectors

3.4 Cycles of Movement

4 Multipurpose Theatre

5 Thriving Together

## Exhibition Balcony

6 Shifting Bonds

### How Lives Shape Nature

7.1 The Balancing Act

7.2 Interconnected Lives

7.3 Fragile Survivors

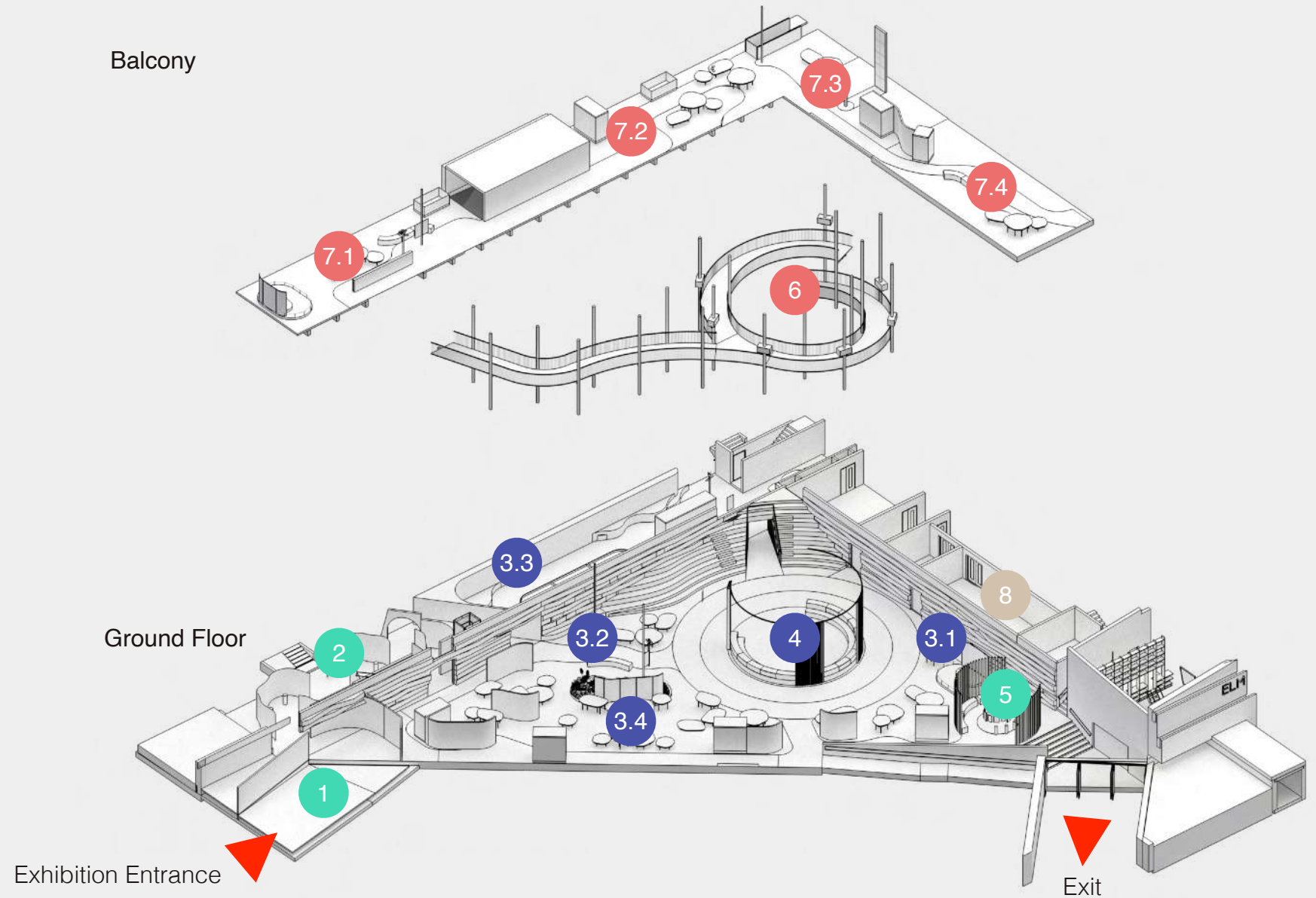
7.4 Power of Biodiversity

## Staff Access Only

8 Museum Collections

● Main route

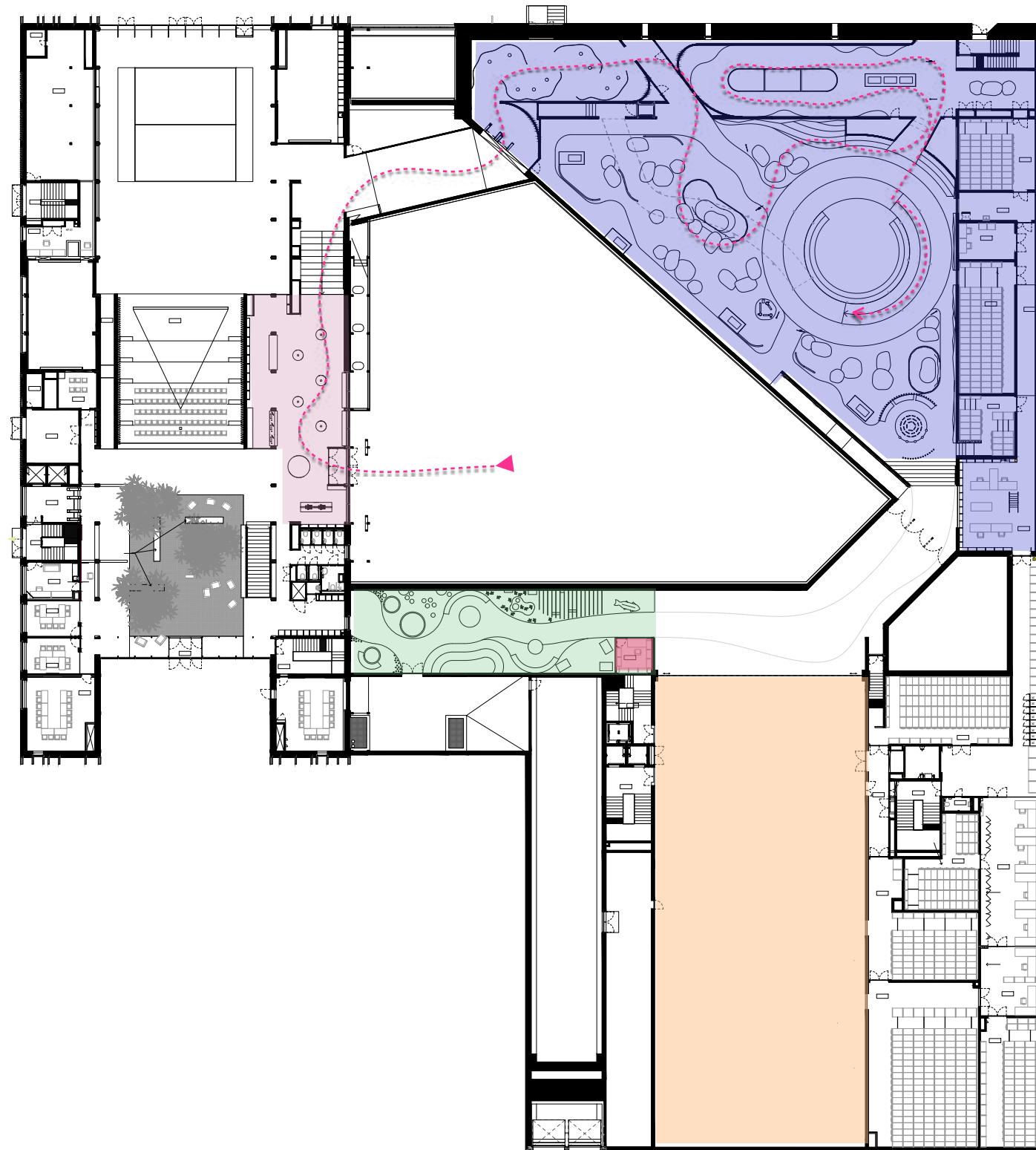
● Free-flow route





# Floor plan

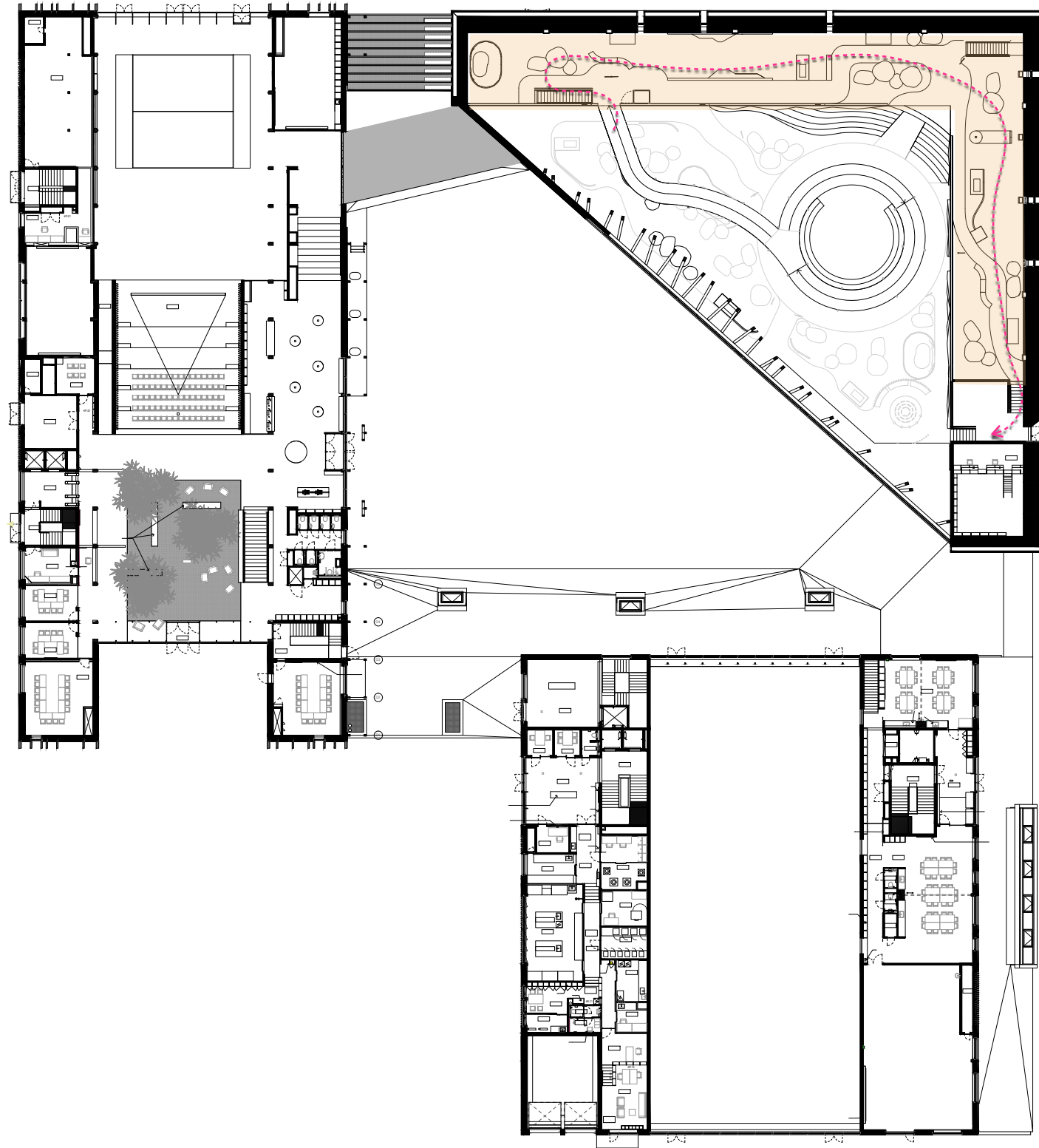
- Main exhibition  
1652 m<sup>2</sup>
- Conscious store  
146 m<sup>2</sup>
- Kids area  
200 m<sup>2</sup>
- Nursery room  
For parents with babies
- Temporary exhibition
- ➔ General visitors flow





# Balcony Floor Plan

● Main exhibition level 1  
554 m<sup>2</sup>



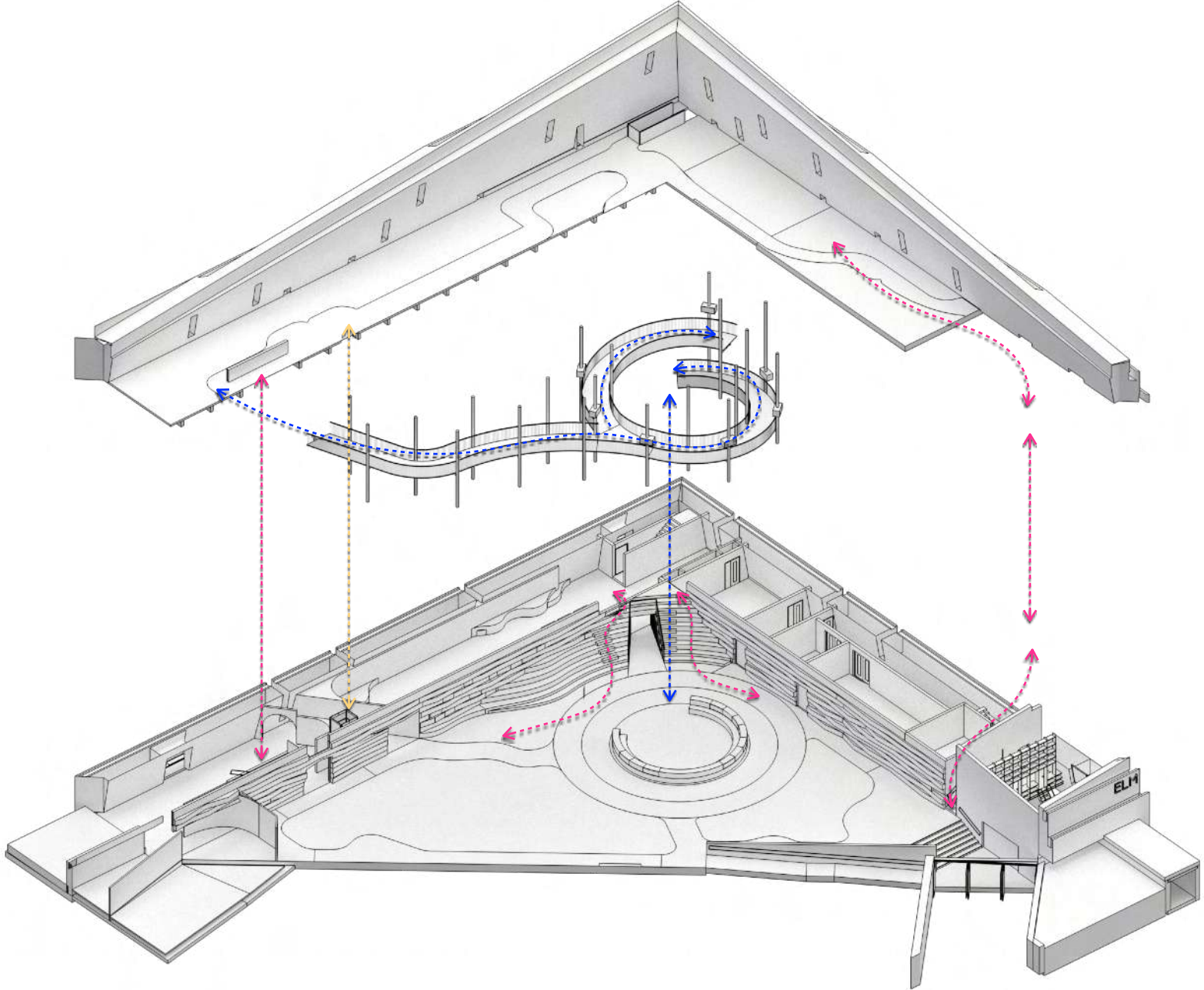


# Vertical Connection

Staircases

Elevator

Ramp







EXHIBITION  
WALKTHROUGH

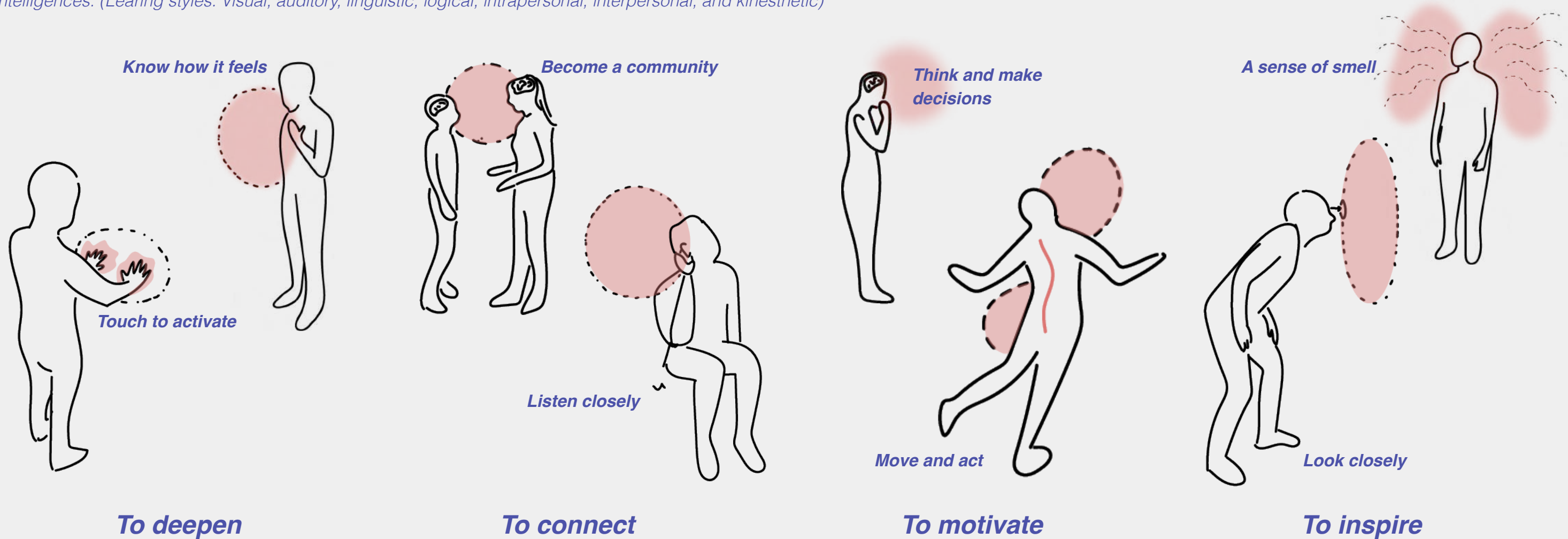


# Visitor Experience

“What you do makes a difference, and you have to decide what kind of difference you want to make.” - Jane Goodall

**Goal:** to deepen, connect, motivate, inspire visitors to connect and live better with the living world.

**Approach:** Differentiated learning to accommodate different learning styles and cater to people's diverse interests and multiple intelligences. (Learning styles: Visual, auditory, linguistic, logical, intrapersonal, interpersonal, and kinesthetic)



We want visitors to deepen their experience through this exhibition. Through engaging their senses, we aim to leave visitors with a deep and lasting impression of the natural wonders that are precious.

We want to help visitors feel connected to nature and to each other. Through interactive experiences, we encourage people to build a personal and shared bond with the environment.

Our goal is to encourage visitors to care for the environment. By showing the impact of our actions, we hope to inspire them to take steps to protect the planet.

We want to spark curiosity and wonder in visitors, helping them see a future where people and nature can coexist in harmony. We hope this experience inspires them to connect more deeply with the world around them.



# Visitor Experience

**Goal:** to deepen, connect, motivate, inspire visitors to connect and live better with the living world

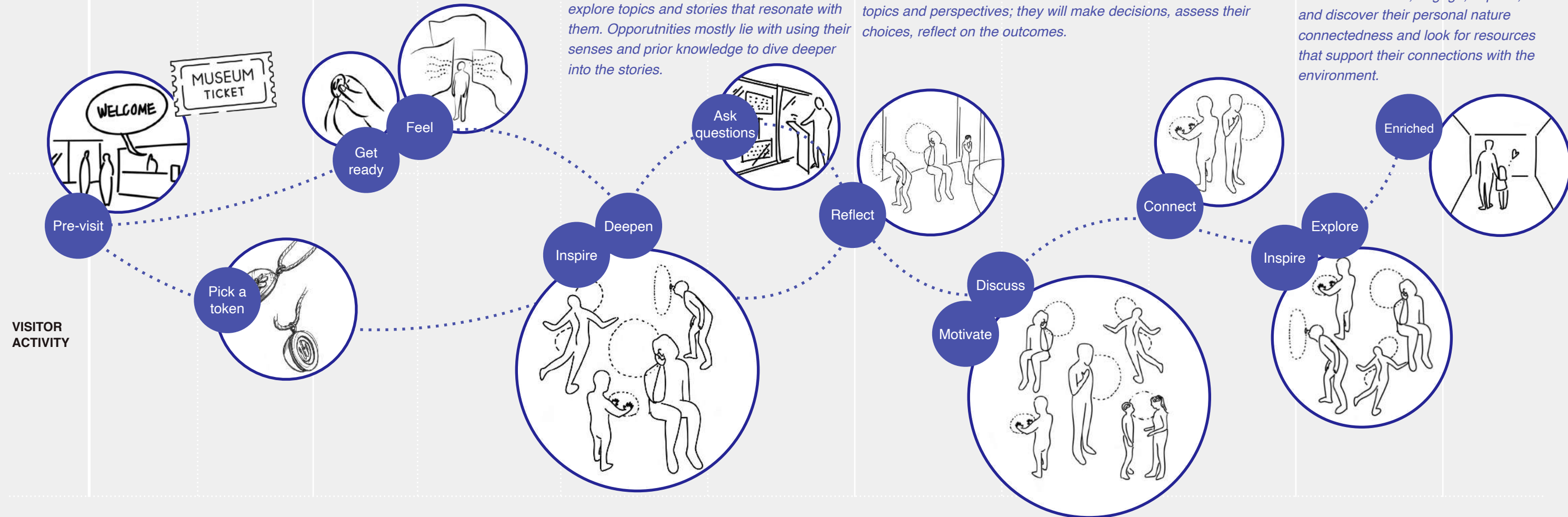
FUNCTION	ARRIVAL	PREPARATION	ENTERING	INTRODUCTION	EXHIBITION	MUSEUM COLLECTION	RAMP TO BALCONY	BALCONY EXHIBITION	COLLECTIVE EXPERIENCE	CHILDREN'S AREA	AFTER VISIT
<b>AREA</b>	<b>Entrance</b>	<b>Ticketing/ Gift Shop</b>	<b>Exhibit Entrance</b>	<b>Rewilding Ourselves</b>	<b>How Nature Shapes The Living World</b>	<b>Open View Gallery</b>	<b>Shifting Bonds</b>	<b>How Life Shapes Nature</b>	<b>Thriving Together</b>	<b>Tiny Helpers Shape Our Planet</b>	<b>Museum Lobby</b>
<b>GOALS</b>	Orientation	Purchasing tickets Online / in-person	Get curious	Relax, be immersed	Get to know nature Look at evidence Discover connections Get moving	Be amazed	Raise questions/ concerns Make reflections Assess different perspectives	Make connections Decide and discuss Consider alternatives Get inspirations	Collective Experience Deepen connections	Explore, learn, play	Gathering space Museum info Gift Shop & Other Facilities

*Be inspired and get to know nature*

*Visitors will have multiple opportunities to explore topics and stories that resonate with them. Opportunities mostly lie with using their senses and prior knowledge to dive deeper into the stories.*

*Visitors will discover individual and socially to learn about diverse topics and perspectives; they will make decisions, assess their choices, reflect on the outcomes.*

*Visitors will reflect, engage, explore, and discover their personal nature connectedness and look for resources that support their connections with the environment.*

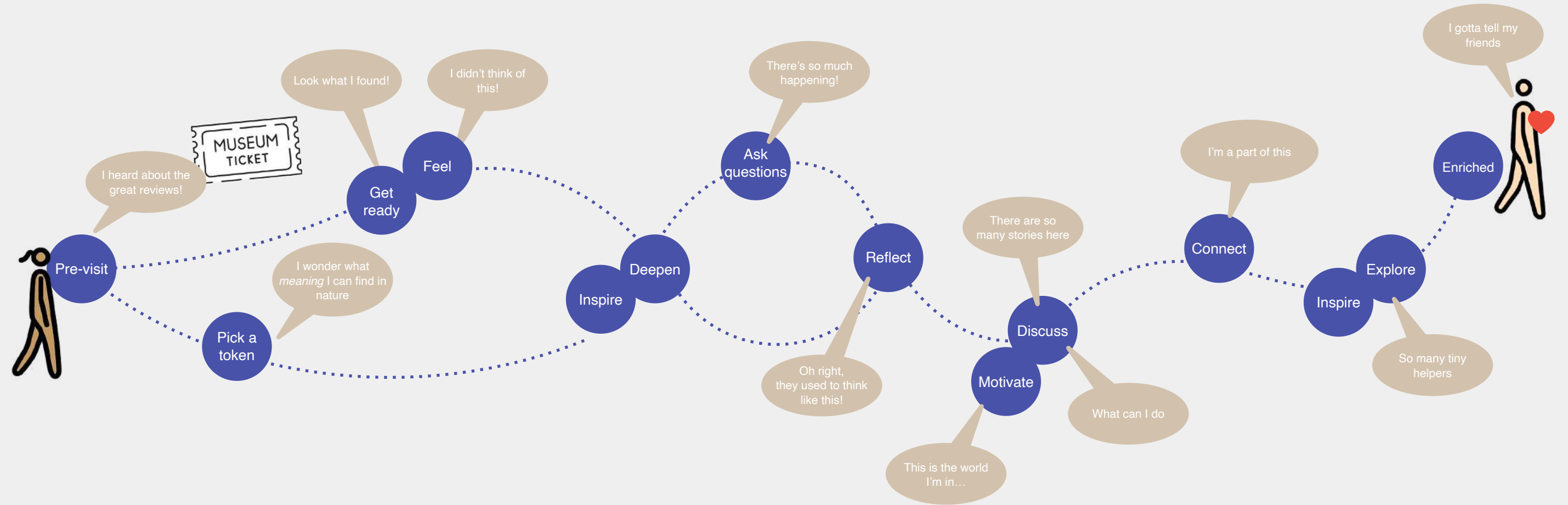




# Visitor Experience

**Goal:** to deepen, connect, motivate, inspire visitors to connect and live better with the living world

FUNCTION	ARRIVAL	PREPARATION	ENTERING	INTRODUCTION	EXHIBITION	MUSEUM COLLECTION	RAMP TO BALCONY	BALCONY EXHIBITION	COLLECTIVE EXPERIENCE	CHILDREN'S AREA	AFTER VISIT
AREA	Entrance	Ticketing/ Gift Shop	Exhibit Entrance	Rewilding Ourselves	How Nature Shapes The Living World	Open View Gallery	Shifting Bonds	How Life Shapes Nature	Thriving Together	Tiny Helpers Shape Our Planet	Museum Lobby
EMOTIONS	<ul style="list-style-type: none"> <li>Feel welcomed</li> </ul>	<ul style="list-style-type: none"> <li>Calm</li> <li>Relaxed</li> </ul>	<ul style="list-style-type: none"> <li>Curious</li> <li>Anticipated</li> </ul>	<ul style="list-style-type: none"> <li>Surprised</li> <li>Wonder</li> </ul>	<ul style="list-style-type: none"> <li>Intellectual engagement</li> <li>In awe</li> <li>Humbling</li> </ul>	<ul style="list-style-type: none"> <li>Fascinated</li> <li>Appreciation</li> </ul>	<ul style="list-style-type: none"> <li>Reflection</li> <li>Concerned</li> </ul>	<ul style="list-style-type: none"> <li>Empathy</li> <li>Compassion</li> <li>Urgency</li> </ul>	<ul style="list-style-type: none"> <li>Belonging</li> <li>Empowered</li> </ul>	<ul style="list-style-type: none"> <li>Social</li> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Reflected</li> <li>Hopeful</li> </ul>

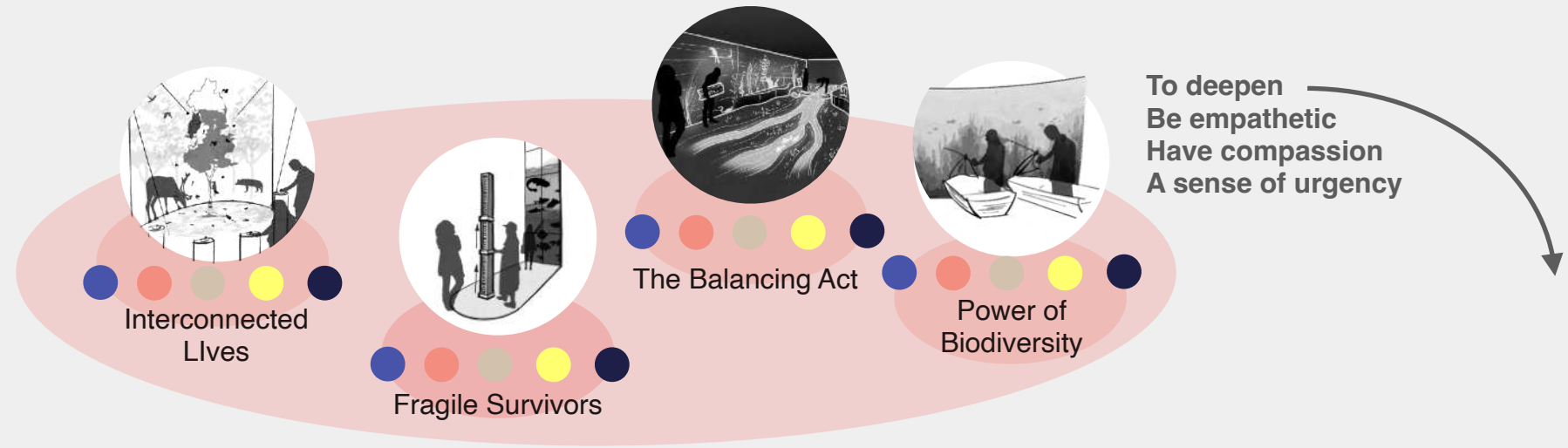




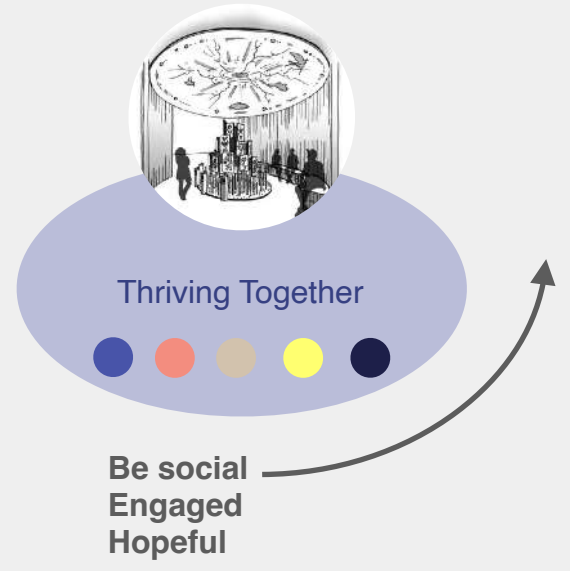
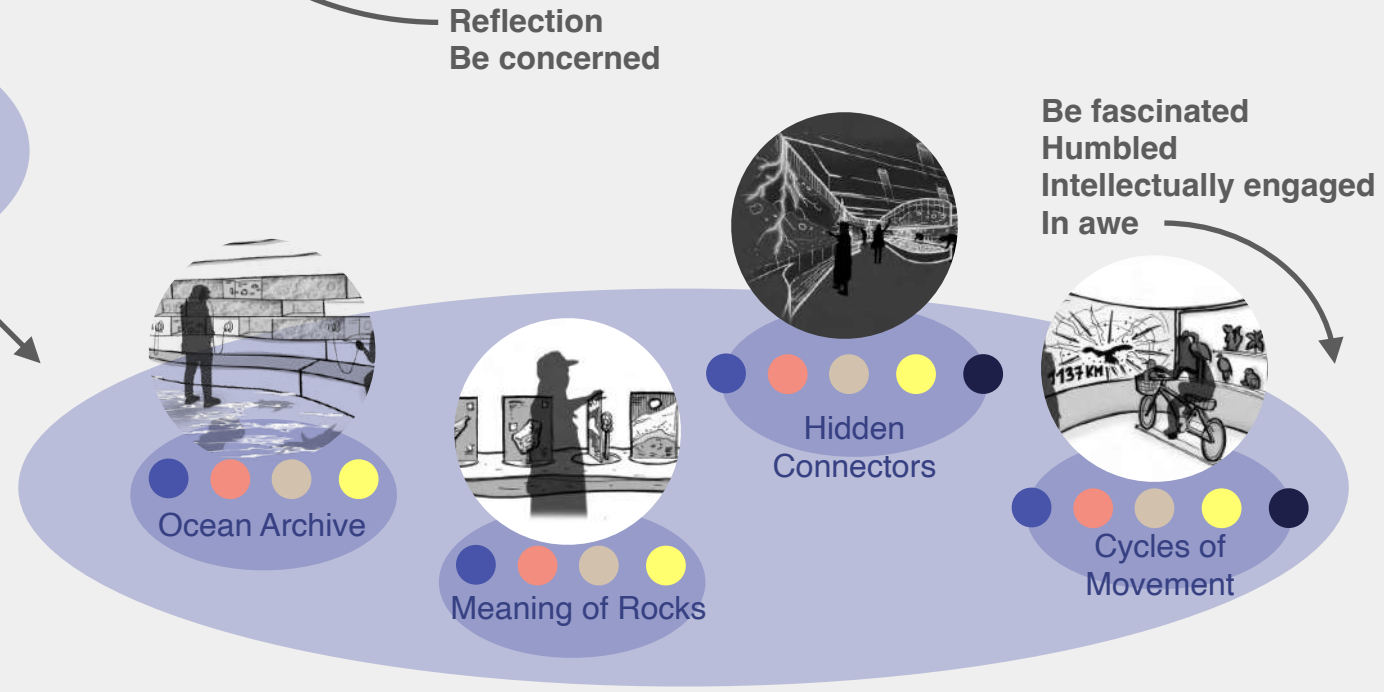
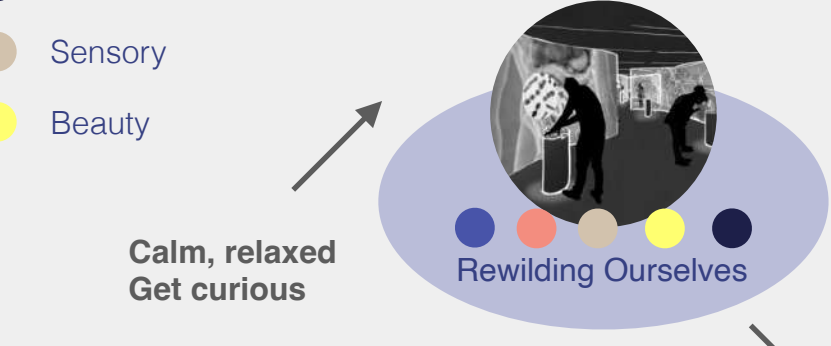
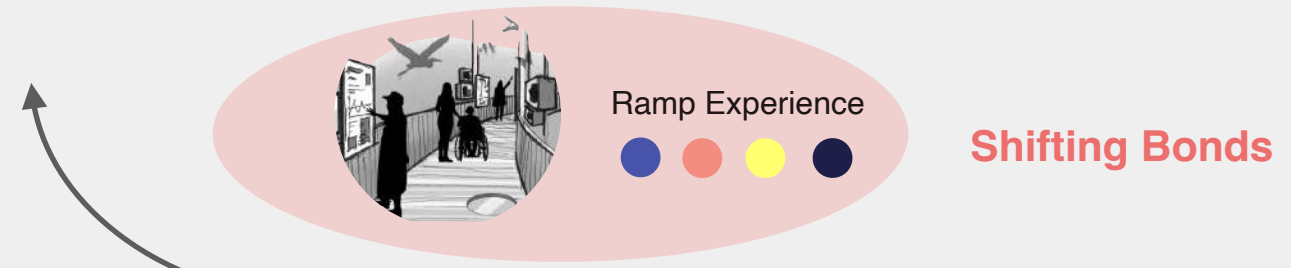
# The Emotion Map

The exhibits are designed to foster positive connections with nature through five key concepts: meaning, beauty, compassion, sensory, and emotion. visitors embark on an emotional journey that allows them to find personal meaning, appreciate nature's beauty, develop compassion, engage their senses, and connect emotionally with the environment. This approach creates a welcoming space where diverse visitors can form a meaningful relationship with nature.

- Meaning
- Emotion
- Compassion
- Sensory
- Beauty



## How Life Shape Nature



## How Nature Shapes the Living World



# Exhibition Walkthrough

## A Visit to The Art of Coexistence

For the visitor journey design, we select “Kris” as our example persona to illustrate the visitor experience.

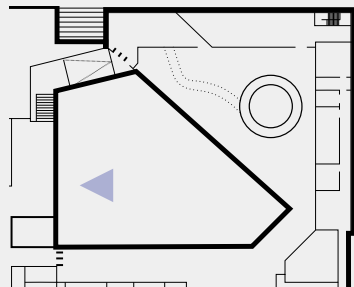


Kris and his friend decide to spend the day at the newly renovated Estonia Museum of Natural History.

Kris recently watched a Netflix series *Life on Our Planet* and his family has just come back from a trip to the Kaali Crater. He became interested to find out more about the natural world.

His friend, Ana, has recently started a job as a teacher assistant working with early childhood children at a local school. Her students asked her about the beetles they found in a garden. She didn't know too much about them, so she hopes to find interesting stories to share with her students.

They plan to spend two hours at the museum.





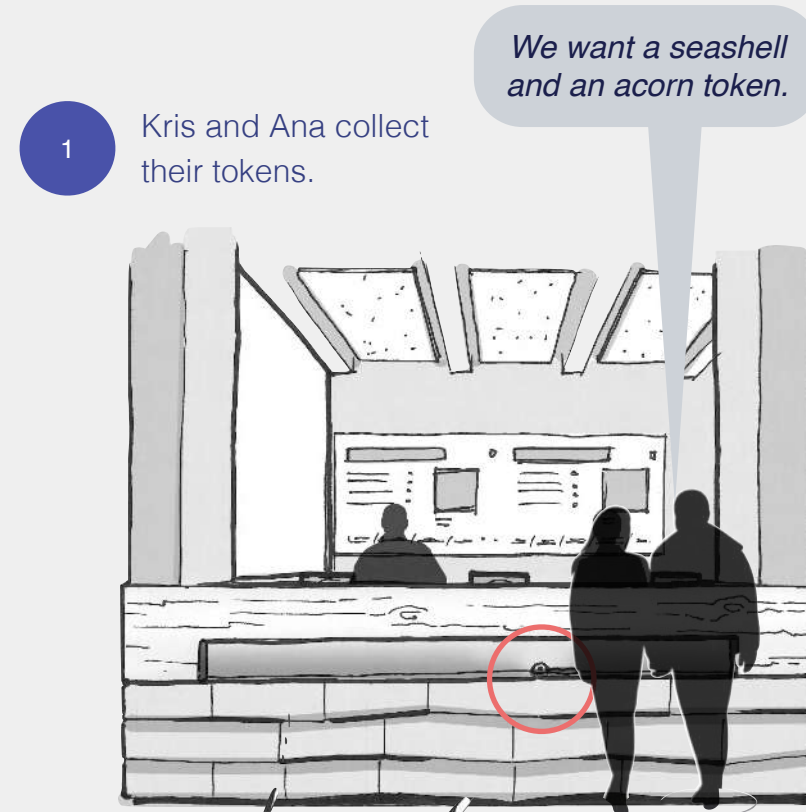
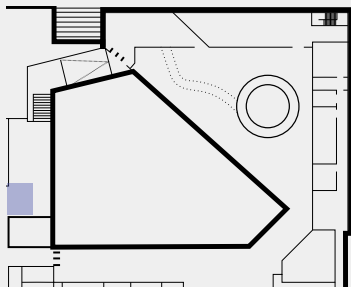
# Exhibition Walkthrough

## Exhibition Token

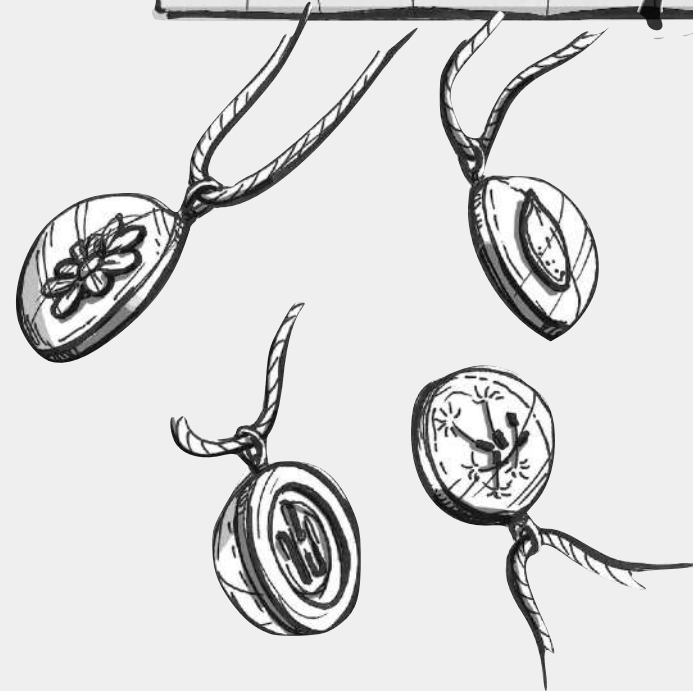
This exhibition is designed to foster a deeper connection with nature through stories of interconnection, dependency, resilience, and inspiration. Upon purchasing tickets, visitors receive a token in the form of a necklace, which they can use to check in at exhibits that interest them as they explore different zones throughout the gallery.

The token features natural elements, such as a seashell, feather charm, lichen fragment, acorn, and bog cranberry, and is equipped with RFID to scan exhibits and collect data. It tracks each visitor's journey through the gallery.

At the end of the visit, the token generates a personalized profile based on five aspects of positive nature relationships: meaning, compassion, beauty, emotion, and sensory experience. Visitors can discover and reflect on their unique connection with nature.

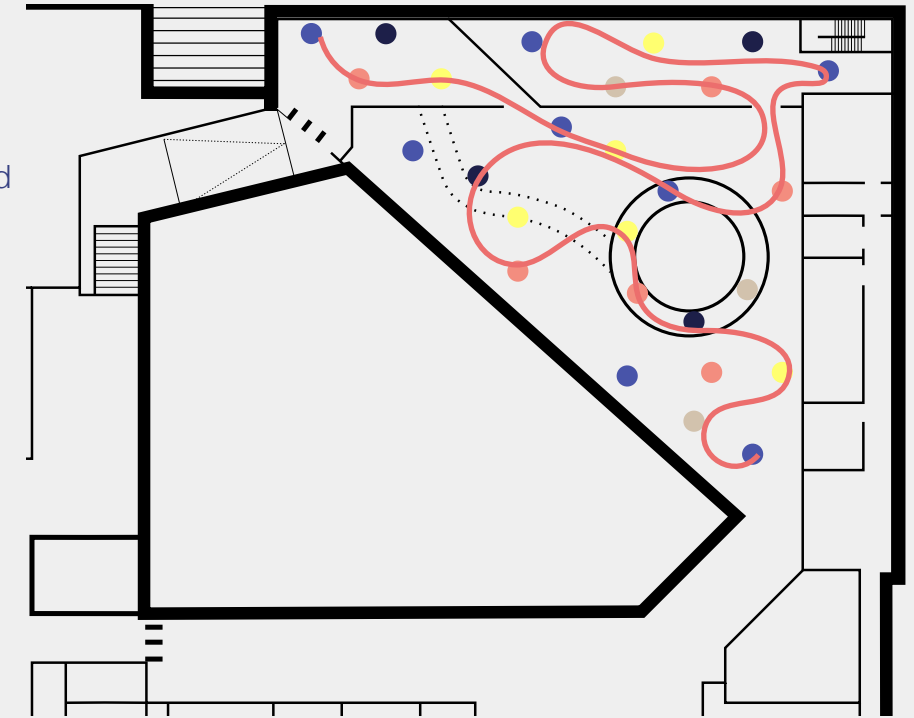


1 Kris and Ana collect their tokens.



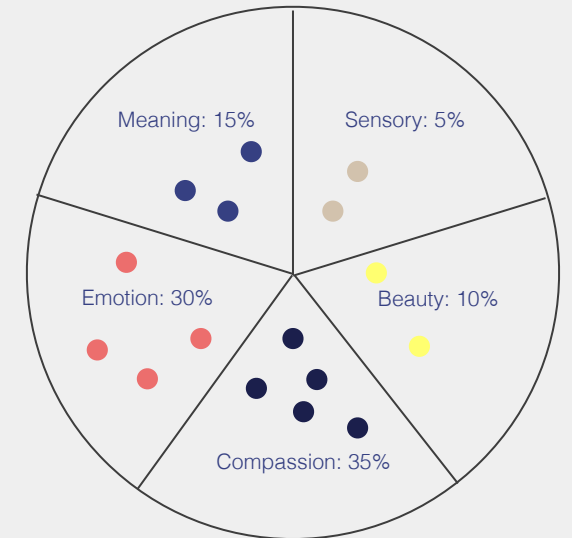
2 Visitors check in to exhibits they engaged with. The exhibits are designed with these layers which would be collected by the token.

- Meaning
- Emotion
- Compassion
- Sensory
- Beauty



3 At the end, visitors can generate his/her profile and get to know what his/her tendency to connect with nature.

- Meaning: 15%
- Emotion: 30%
- Compassion: 35%
- Sensory: 10%
- Beauty: 10%





# Exhibition Walkthrough

## Entrance

The entrance introduces Estonia's story of human and natural coexistence. A poetic interpretation of Estonian's natural habitats with rich biodiversity and species coexist in these environments. The silhouette of animals appear and fade away as visitors pass by.

Ambient speakers with sensors are activated as visitors approach and pass by the corridor, with natural soundscape alluding to entering and exploring nature. This is the prelude of showing the 'unseen' connections in these environments.



Nature landscape as backdrop

Sound shower



Estonian animal silhouettes appearing and fading away

Speaker: soundscape of the natural environments in Estonia's throughout the five seasons

*Did you hear that? It sounds like birdsongs in the morning*

*I think those are speakers, let's go check it out!*

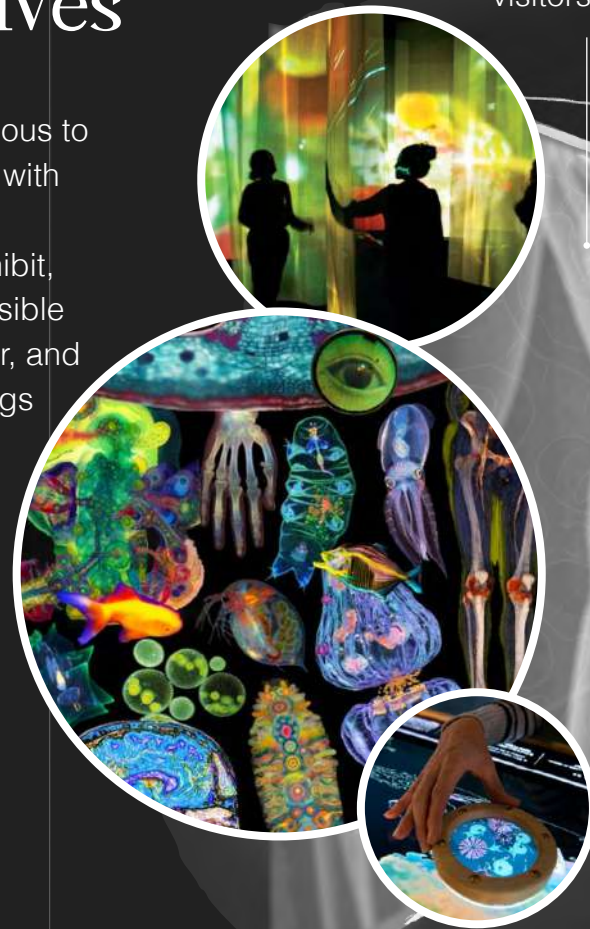




# Exhibition Walkthrough

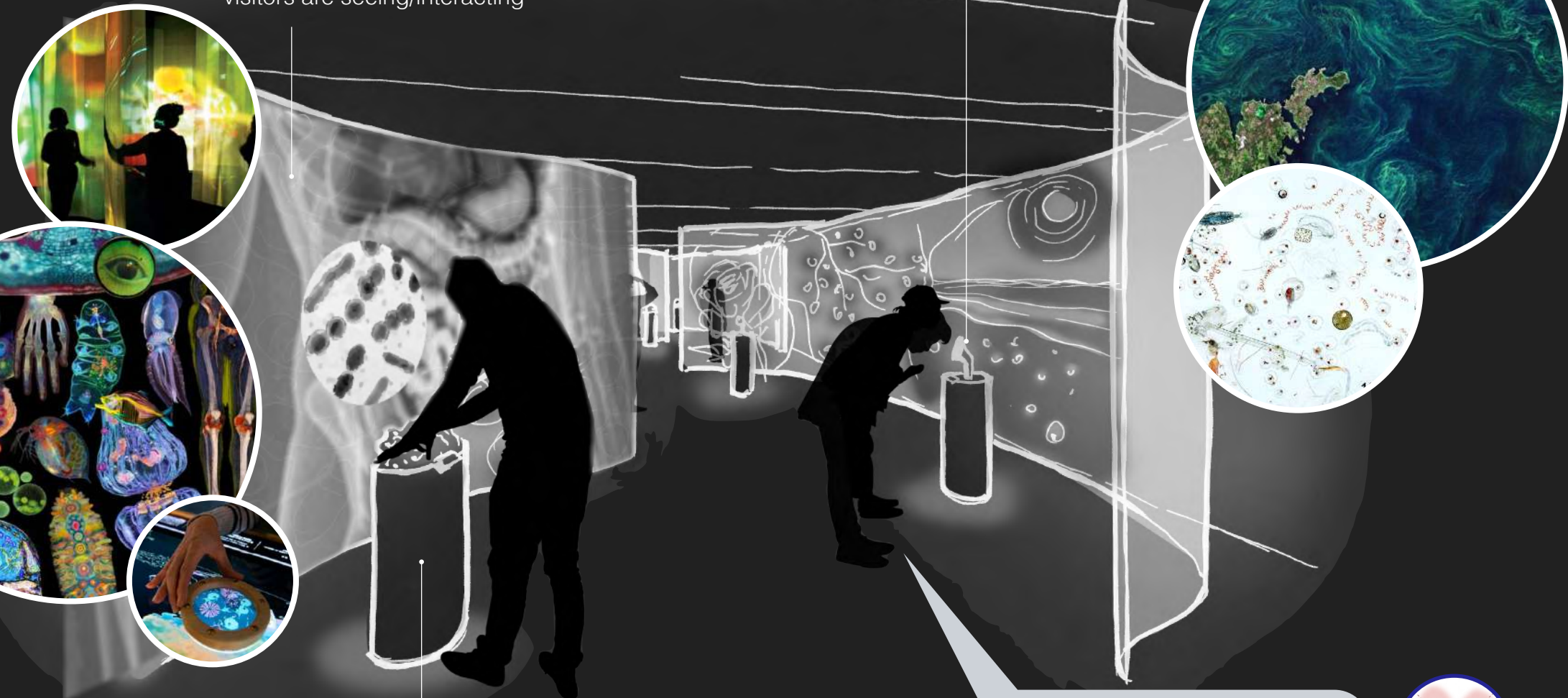
## Introduction: Rewilding Ourselves

An immersive intro that shows the hidden wonders of nature and makes visitors curious to discover the unseen. Fabric as backdrop with projections to display content that visitors interact with. As visitors approach the exhibit, they learn why the ocean smells, how invisible things look really up close, in the air, water, and inside our bodies, and why some tiny things glow and communicate with their light.



Semi transparent fabrics with projections, showing what the visitors are seeing/interacting

Kris and Ana checked in with their tokens to “The Scent of Microbial Life in Water and Air”



Immersive Environment



Haptic/sensory terminals where visitors magnify different types of microbes inside the human body



# Exhibition Walkthrough

## Rewilding Ourselves

**Goal:** To inspire curiosity, wonder, and awe about the natural world.

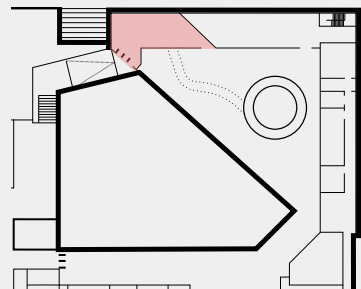
**Emotions/Ideas:** Wonder, Curiosity, Inspiring

**Key message:** *Tiny, invisible things that shape lives.*

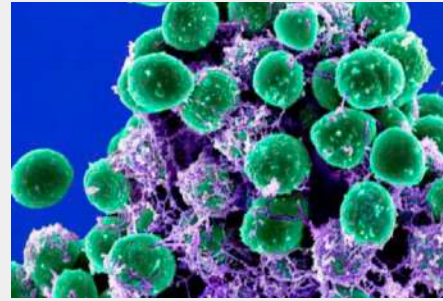
**What is this section about:** This section invites visitors to explore the hidden world of microbes, tiny life forms that connect us to nature in a deeply personal way. These organisms are some of the oldest on Earth, and they live inside us, reminding us that we are a part of nature. By rewilding ourselves—reconnecting with these unseen forces—we rediscover how closely linked we are to the natural world around us.

**Visitor Takeaway:** Explore how tiny organisms shapes and influences them both inside and out.

*"These tiny invisible things are shaping lives everywhere, including our bodies!"*



### Topics



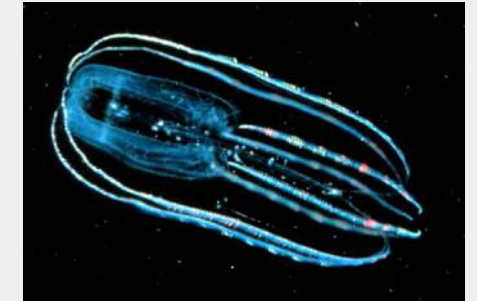
The Unseen Ecosystems on Our Skin and Within Our Bodies (Sight/Touch)



The Scent of Microbial Life in Water and Air (Smell)



Invisible Worlds in Water and Air (Sight)



Bioluminescent Communication (Communication)

### Potential Objects



Macrophotography  
Microbe specimens



Microbe specimens



Museum collections  
Dried/fluid specimens



Media Installation

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Using macrophotography and interactive visualization of bioluminescent organisms reveal how microscopic organisms contribute to the aesthetic richness of the natural world.	Include narratives about how these microbes contribute to human health, evoking a sense of intimacy and connection with our unseen companions.	Sensory-focused token would guide visitors to engage directly with textures, sounds, and scents associated with microbes or aquatic smells created by microbes, connecting visitors to the sensory presence in the natural world	Explore the importance of microbes in ecological balance and human health, fostering empathy and inspiring compassion toward even the smallest organisms but essential members of our ecosystems.	Token focused on meaning would lead visitors to content that discusses the broad implications and importance of microbes in life's cycles, helping visitors appreciate the vital role these organisms play in the broader scope of nature's value and ecosystem services.



# Exhibition Walkthrough

## How Nature Shapes the Living World: Ocean Archives

Explore the rich diversity of marine ecosystems from millions of years ago. Visitors can touch replicas of ancient fossils on a tactile wall, feel the textures that tell stories of long-extinct sea creatures, and discover the role each species played in the prehistoric food web. Rare fossils are displayed with context, offering insights into their ecological significance. Projected silhouettes of ancient sea creatures, such as sea scorpions, move across the floor, allowing visitors to experience the scale and presence of these once-dominant marine predators.



Tactile wall for visitors to touch replica of fossils

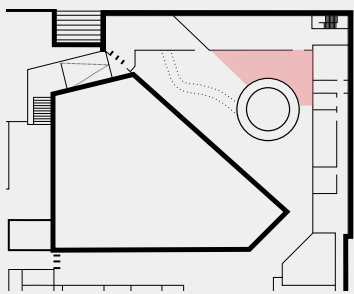
Rare, precious fossils are displayed with context information



Wow, the sea scorpion is enormous.

Projections of ancient sea creature silhouettes

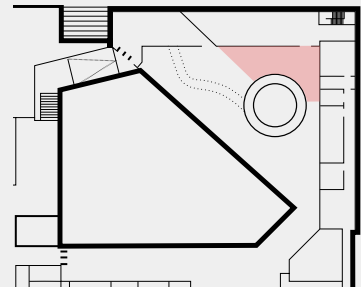
Kris is absorbed learning about the ancient predator—sea scorpions.





# Exhibition Walkthrough

## Rare specimen display



Rare, precious fossils are displayed with context information

Tactile wall for visitors to touch replica of fossils

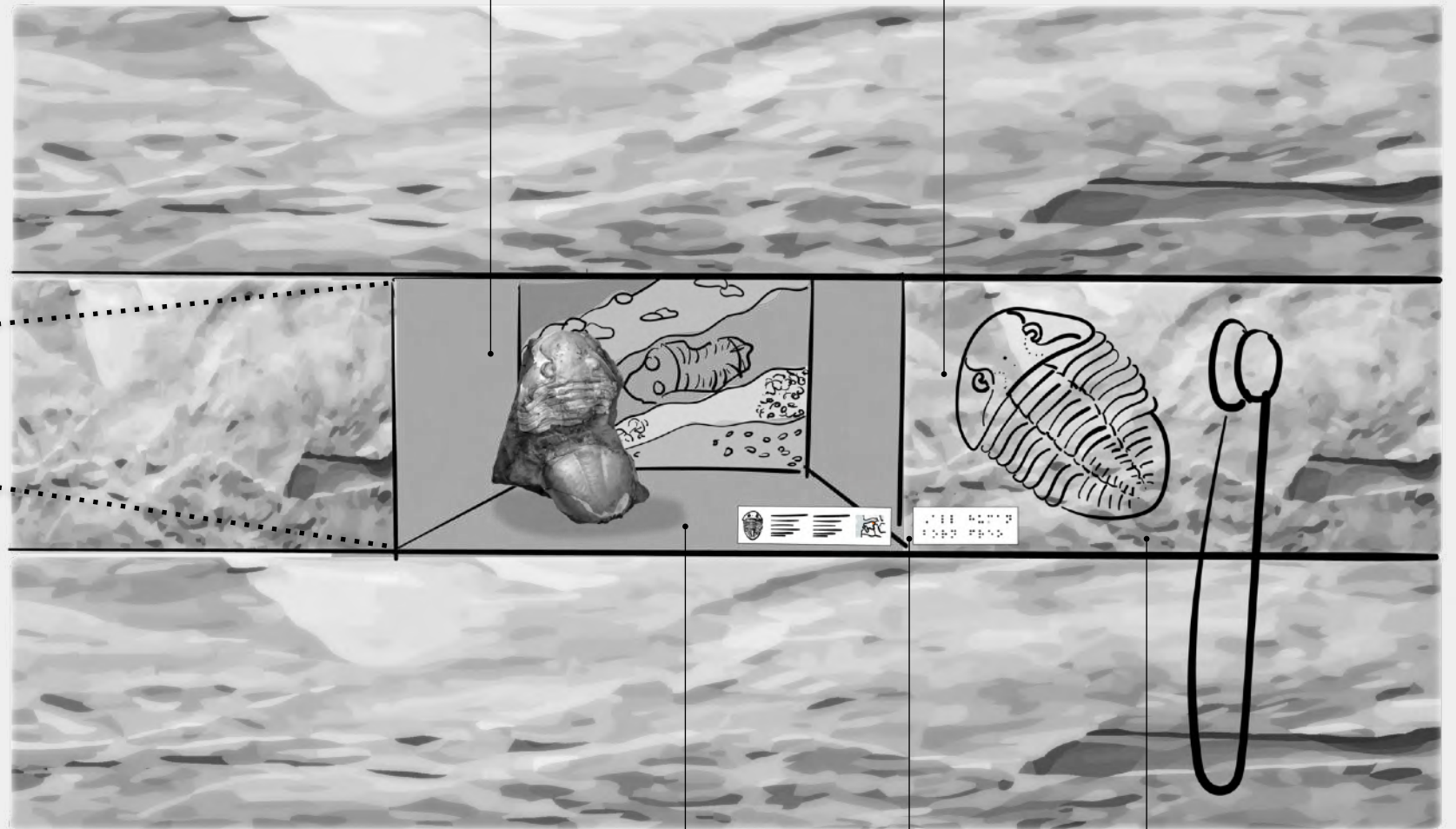


Illustration of species  
Bilingual text label  
Contextual information (where the specimen is from)

Additional interpretation tools for people with special needs



# Exhibition Walkthrough

## Ocean Archives

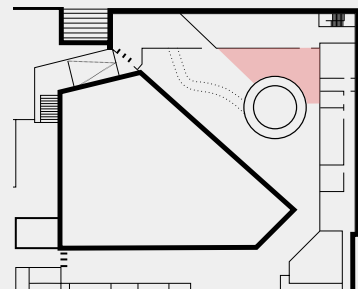
**Goal:** To delve into the evolution of nature, role of marine ecosystems and their contributions.

**Emotions/Ideas:** Intellectual engagement, awe, humbling

**Key message:** *The ocean is a living archive, holding Earth's history, supporting life, regulating climate, and connecting sea to land and humans.*

**What is this section about:** Discover the enduring nature of life in the ocean—organisms that not only sustain marine ecosystems but also connect with land and human life. By exploring the formation of oceans and the intricate relationships between marine species, this section reveals how nature shapes life on Earth, forming the foundation of ecosystems and providing key insights into how living things are interconnected across land and sea.

**Visitor Takeaway:** Everything in the ocean play a role. *"It's incredible to see how everything, from ancient seas to the climate!"*



### Topics



Formation and evolution of the Baltic Sea



Life after the Ice Age



The Great Cycles of Nature



The Abundance of Marine Biodiversity

### Potential Objects



Marine Fossils, Endemics and relicts



Rare specimens



Plant and Animal Specimens in Dioramas



Models/Replicas



Fluid Specimens

### Token applications

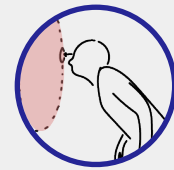
Beauty	Emotions	Sensory	Compassion	Meaning
Fossils and rare specimens showcase the intricate beauty of ancient marine life; visual presentation of marine ecosystems highlights the aesthetics of underwater worlds.	Traces of distant tectonic events evoke awe at the immense forces that have shaped Earth's landscape over time; media presentation can stir a sense of wonder and humbling reverence for the vastness and power of oceanic life.	With replicas and models, allow visitors to touch fossilized remnants, engaging with tangible pieces of Earth's past, enabling visitors to feel closer to marine ecosystems and distant timeframe of the ancient past	Learning about the ecosystem services ocean provide foster a sense of empathy towards marine conservation; visitors may recognize the ocean's role in supporting all life forms, reinforcing their innate connection with nature.	The heritage layer of Estonia landscape connects visitors to the country's natural history, deepening their understanding of how ancient marine environments shape today's world; this may provide insights into the evolution of marine life and highlight the timeless connection between ocean and humanity.



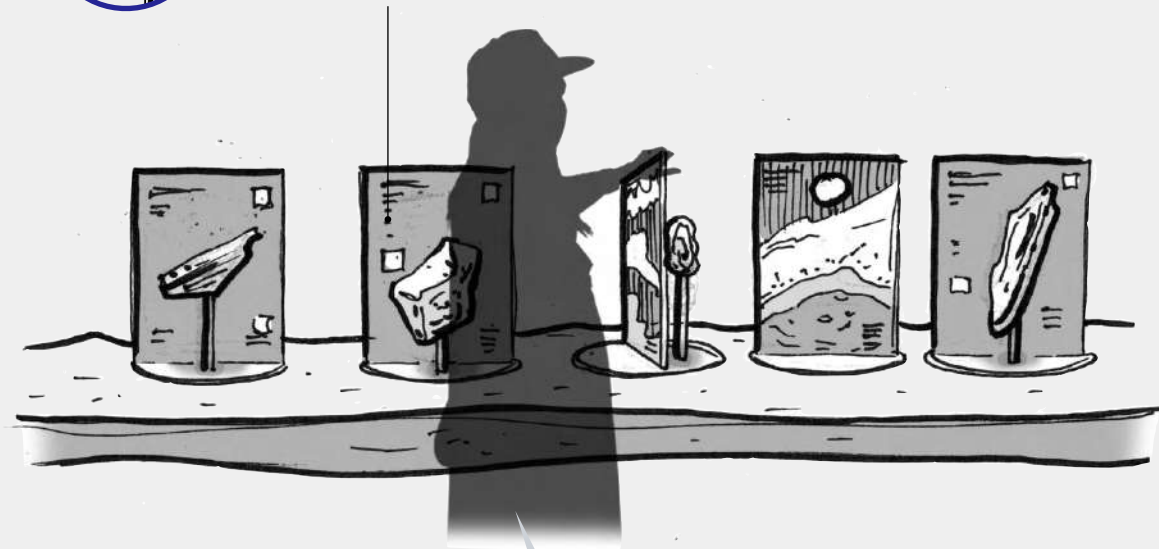
# Exhibition Walkthrough

## Chronicles of Rocks

Explore hands-on and interactive exhibits to learn about the stories of rocks and minerals. From stages of rock cycles to stories of rare minerals. Visitors discover the connection between rocks and human exploration, showcasing the practical and historical importance of Earth's minerals.

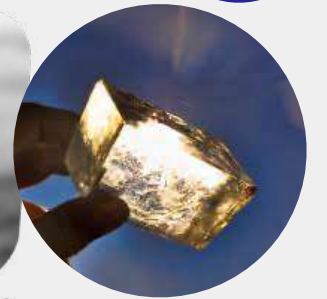


The replica of minerals representing different stages of the rock cycle—igneous, sedimentary, and metamorphic rocks.

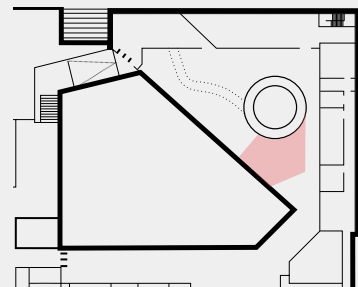


*Come check out these rocks!*

Turn the wheel to see how Vikings use cordierite to determine their position at sea and discover Greenland.



*I need to aim the cordierite to the sunlight to find my direction!*





# Exhibition Walkthrough

## Chronicles of Rocks

**Goal:** To focus on geological history and evolution that shapes the land.

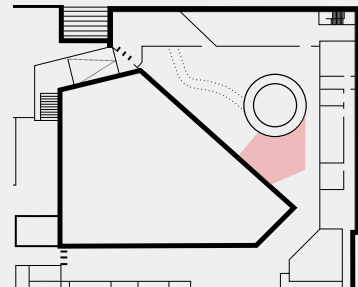
**Emotions/Ideas:** Nostalgic, awe, humbling

**Key message:** Rocks tell the hidden story of Earth's past, showing the unseen forces that have shaped life and Estonia's landscape over billions of years.

**What is this section about:** This section explores how different types of rocks (igneous, sedimentary, and metamorphic) formed over millions to billions of years and how they offer clues to the origins of life, changes in climate, and major events in Earth's geological history. Rocks connect us to ancient life forms like microbes, which played critical roles in shaping the atmosphere.

**Visitor Takeaway:** Visitors are invited to reflect on how rocks are witnesses to time—holding within them the memory of life that existed billions of years ago.

*"Life is so different back then and fossils are like time capsules!"*



### Topics



Chasing Stardust:  
Meteorite Craters and  
Geological Formation



Traces of distant tectonic  
events



Heritage layer with a long  
story of the landscape



Evolution of Estonia  
Landscape

### Potential Objects



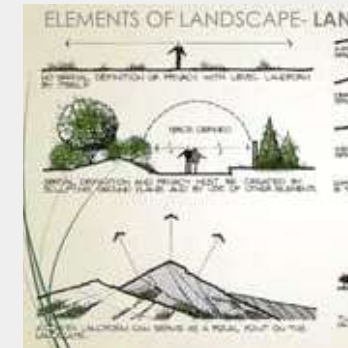
Meteorite Fragment



Fossils



Erratic Boulders



Landscape Elements



Minerals and Rocks

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Marvel at the extraterrestrial origin of meteorites, connecting with the beauty of space material that traveled across the cosmos to reach Earth; object displayed in aesthetically engaging formats can captivate visitors by showing intricate patterns and the timeless formation of beauty.	Engage visitors in awe and nostalgia when seeing erratic boulders, presenting tectonic remnants can evoke feelings of awe and humbling emotions, as visitors realize the forces that shaped the planet long before human life emerged.	Visitors may touch replicas of fossils, providing a tactile experience of ancient life forms and structures; interactive elements are introduced where visitors can feel samples of different rocks and minerals, connecting through a tangible experience of texture, weight, and form.	Connect visitors with the smallest forms of early life, creating empathy for the delicate balance of other organisms; emphasize the extinction of ancient species and the importance of biodiversity can inspire compassion of current ecosystems.	Relate the presence of meteorites to the larger story of the universe, showing how all life and matter on Earth share a common cosmic origin, fostering a sense of unity and purpose—as fossils can serve as symbols of Earth's memory, encouraging reflection on their personal role within this ongoing history.



# Exhibition Walkthrough

## The Hidden Connectors

Enter the hidden kingdom under the ground. See how living organisms and the fungal kingdom communicate and coexist. The center features a giant dirt box that allows visitors to dig and reveal life at different layers (digital mapped).

Oh I see, we are underground!

Ana noticed the species above.

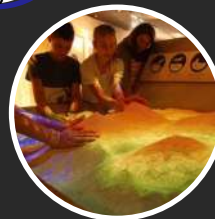
Showcase with models/replicas for fungi and lichen



Wall with haptic textures showing different layers



Interactive dirtbox (Sandbox) with projection mapping



Projections showing the hidden connections and communications underground





# Exhibition Walkthrough

## The Hidden Connectors

**Goal:** To focus on the unseen connectors within various Estonia's ecosystems, revealing the complex network of relationships that sustain life above and below ground

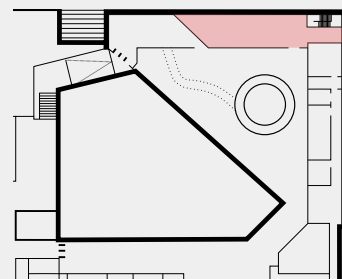
**Emotions/Ideas:** Wonder, connection, curiosity

**Key message:** Nature's unseen connectors create a thriving ecosystem by forming networks of cooperation, exchange, and balance beneath the surface.

**What is this section about:** This section delves into the hidden world of fungi, mycelium networks, symbiotic partnerships, and the roles of insects as pollinators and decomposers.

**Visitor Takeaway:** Visitors will leave with a deeper understanding of how quietly, unnoticeably species coexist to maintain balance and growth.

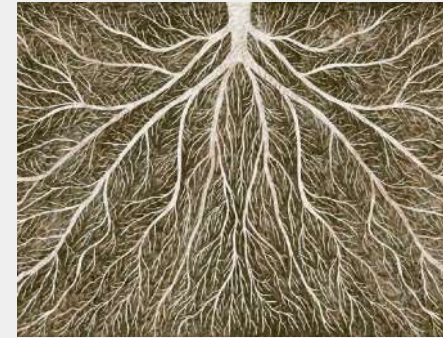
*"Everything is connected—each part works together!"*



### Topics



The Secret Recipe: Healthy Soil and Nutrients



The Whispering Communicators



Better Together: Nature's Partnership

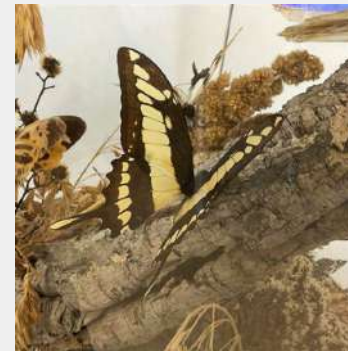


Busy Builders: Nature's Recyclers and Pollinators

### Potential Objects



3D models with specimens



Insects specimens with Context



Model with a scent-release feature (simulated scent)



Hands-on stations



Media display / time-lapse display of decomposition

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Emphasize the intricate and beautiful patterns in nature's cycles, visitors can appreciate the hidden beauty within soil and plant systems, drawing attention to the unseen life forms that contribute to natural beauty	Elicit awe and a sense of wonder about the hidden processes that keep various ecosystems alive. Encourage reflections on interconnectedness, life cycles, and regeneration	Engage with touch and sight with soil station, the tactile experience of transferring "pollen" or activating the mycelium network of signals can make learning feel personal and engaging	Pollinator habitats can foster empathy for often-overlooked creatures like fungi, insects, and other pollinators; visitors may develop a sense of care and protection for these essential living things	Time-lapse display connect to nature's processes to larger cycles of life, death, and renewal, reinforcing the idea of nature as a continuous, self-sustaining system; visitors may recognize their place within the larger network, inspiring reflection on nature's fundamental value

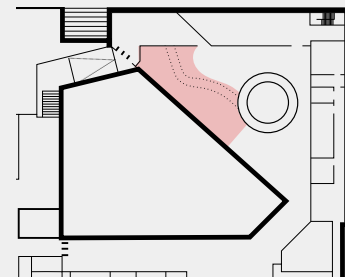


## Exhibition Walkthrough

# The Cycles of Movement: Migrations

In Estonia, migration is a story of survival and adaptation. Animals journey across land, water, and sky, traveling vast distances for food, shelter, and breeding. This exhibit reveals a world of interconnected journeys, both natural and supported, emphasizing Estonia's unique place in the great cycles of movement.

New arrivals like the golden jackal challenge local species to adapt, while the rare wolverine occasionally wanders in as an accidental visitor.



The diorama showcases Estonia's rich movement stories, from the graceful Eurasian crane making its long migration to the surprise visit of a flamingo, highlighting stories of coexistence, competition, and adaptation.

Human-assisted migrations, such as the use of road signs to guide frog migrations, can illustrate how humans influence and support natural movements.

The European crayfish, now strictly protected, represents species under threat, while nearby, human-assisted migration stories—such as frog crossings aided by conservation efforts—illustrate our role in helping these migrations succeed.

*Wow, so many epic travel stories!*



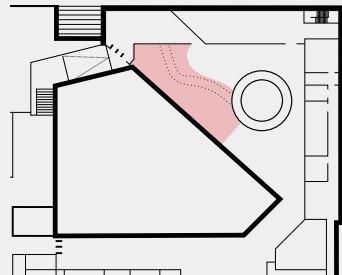
## Exhibition Walkthrough

# The Cycles of Movement: Migrations

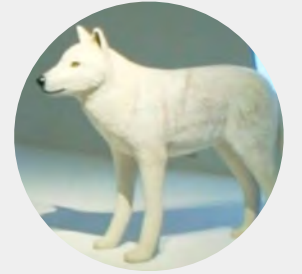
Grab a species, throw them in your basket and start cycling. See their journey in a timelapse travel. Witness the challenges, the speed and the distance they encounter.



This exhibit can be designed with adaptable features that allow full participation in the experience.



Selected animal models such as European crane, northern bat, red admiral butterfly and other migration species provide visitors multiple opportunities to learn about animals travel near and far, and experience the relationships between native and non-native species.



*I am going to pick a bat!*

*Look, the birds travel all the way to Africa for food!*



**Kris and Ana stumbled upon the *migration* interactive exhibit. Kris is fascinated to find out a Northern bat can travel up to around 200 kilometers in a single night.**





# Exhibition Walkthrough

## The Cycles of Movement

**Goal:** To show how species rely on natural cycles for survival and the consequences of disruptions

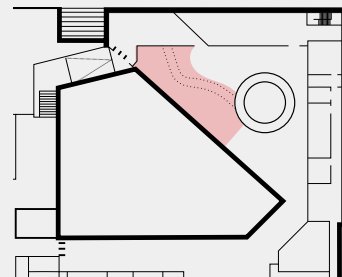
**Emotions/Ideas:** Amazement, empathy, curiosity

**Key message:** *The planet is always moving, so is the climate; when climate changes, so do animals—they move to feed, breed, and to find shelters.*

**What is this section about:** This theme explores how natural cycles, seasons, and migrations create a balanced ecosystem. Estonia's unique position, with five distinct seasons, offers an opportunity to discuss how these cycles affect the environment and human life.

**Visitor Takeaway:** As the climate and seasons shift, so do the lives of animals, plants, and even humans.

*"Animals have to go through all these obstacles just to find food and home!"*



### Topics



Estonia—Crossroads of Migratory Routes



The Long-distance Travelers



Breeding Grounds: An Inner Compass for Navigation

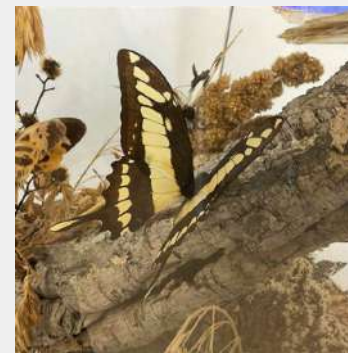


Native dwellers and Accidental Travelers: Coexistence at test

### Potential Objects



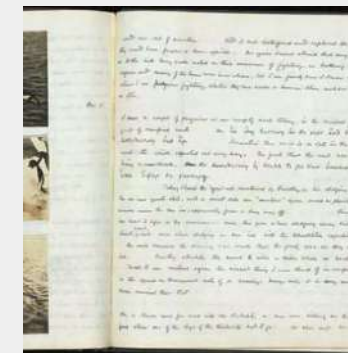
Mounted animals



Specimens with Context



Nesting Displays and Habitat Models



Museum archives  
Scientists' journals



Other collection:  
e.g. frog migration road signs

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Immersive and creative displays to represent the beauty and intricacies of migratory patterns, natural habitats, and breeding grounds. Visual elements like large-scale projections of migration scenes or habitats enhance the sense of awe.	Evoke wonder and tenderness by showcasing the fragility and care involved in the breeding process. Visitors feel a connection to the nurturing aspect of nature.	Simulate migration route stations where visitors <i>travel</i> along with species, with soundscape that shifts with seasons; possible tactile experiences with movement could deepen engagement.	Share stories of animal parents' protective behaviors toward their young. Highlight how some species await the arrival of breeding animals as a food source, while long-distance migratory species face significant obstacles. These narratives will evoke empathy from visitors.	Reinforce the idea of continuity and the natural cycle of life, emphasizing how these breeding grounds are essential for survival and biodiversity.



# Exhibition Walkthrough

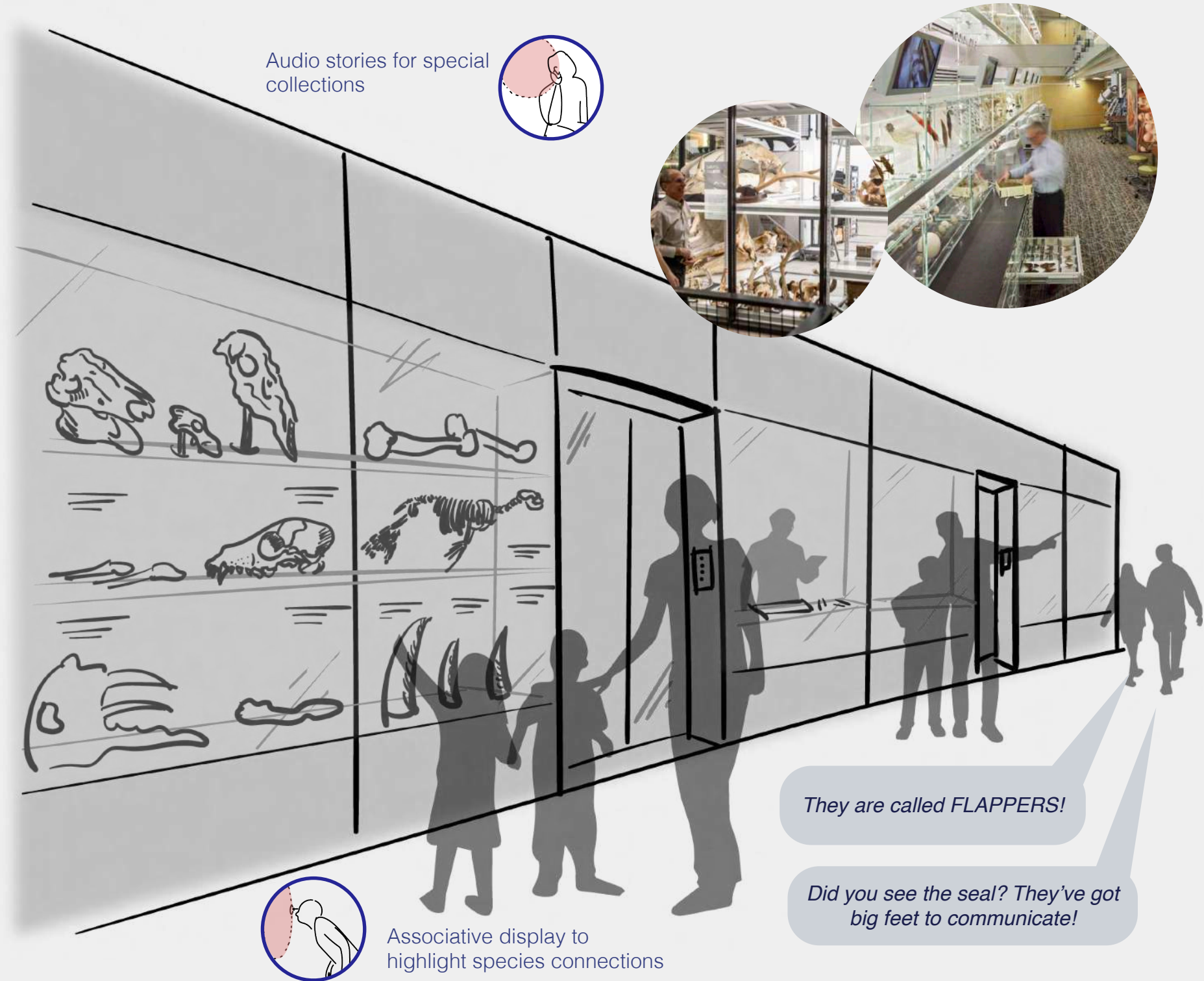
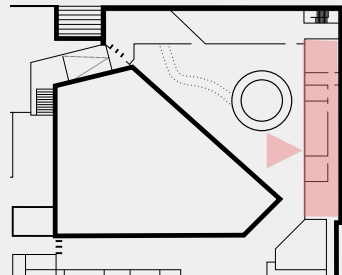
## Museum Collections - Open View

### Horns and Bones

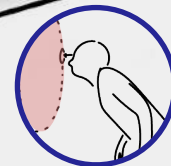
*Associative display of museum collections*

Presents an intriguing collection of animal skeletons and fossils, inviting visitors to explore the structure and adaptations that have allowed various species to thrive in their environments. Through an associative display approach, the objects are arranged to evoke connections and tell stories of evolution, survival, and interdependence in nature.

For example, the large flippers of a seal skeleton, positioned near the skeletal remains of fish and seabirds, suggest an ecological web and shared habitat, hinting at the seal's role in marine life as both predator and communicator. By placing related species together, this exhibit subtly reveals how different animals interact, adapt, and coexist, allowing visitors to infer the broader narrative of each species' place in the natural world.



Audio stories for special collections



Associative display to highlight species connections

*They are called FLAPPERS!*

*Did you see the seal? They've got big feet to communicate!*

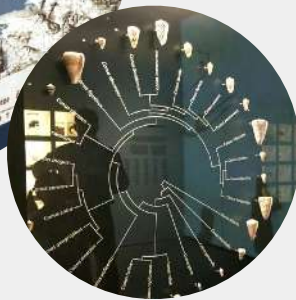


# Exhibition Walkthrough

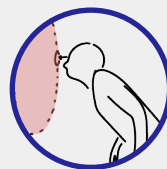
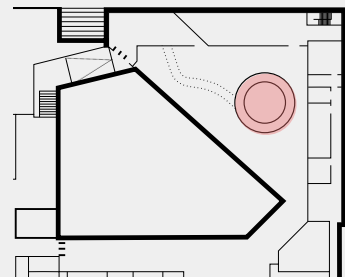
## Multipurpose Theatre & The Chronicles of Rockies (Stories and display)

Showcase a spiral timeline display with suspended specimens, illustrating the deep history and evolution of life on Earth. As visitors walk through, they can listen to audio narrations about the interconnections of animals in the ocean, in the sky, and on land.

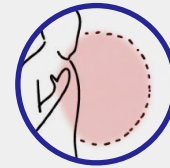
Rocks and mineral specimens are displayed alongside, with labels highlighting their evolution history and ecological significance. The associative arrangement emphasizes the relationship between inanimate specimens, such as minerals, and the living world.



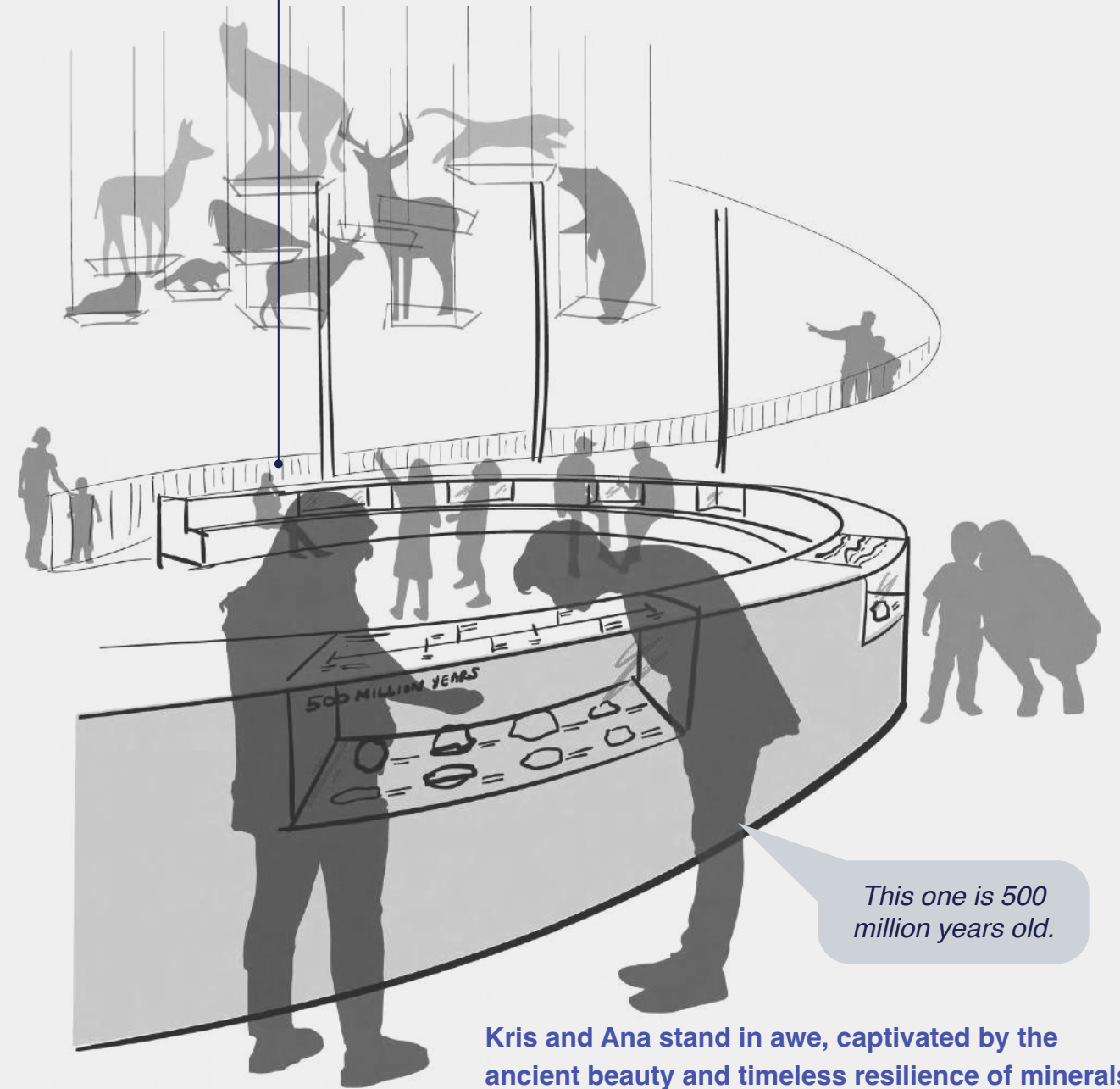
Texture replicas offer tactile experience for different learning styles



Associative display to highlight inanimate specimens connection to the living world



Audios about suspended specimens above the multipurpose theatre seatings—visitors listen to stories about past human perspectives on the natural world



*This one is 500 million years old.*

**Kris and Ana stand in awe, captivated by the ancient beauty and timeless resilience of minerals that hold stories from Earth's deepest past.**



# Exhibition Walkthrough

## Example of Associative Display

Using associative display to layer information can tell vivid stories about inanimate objects, such as rocks and minerals.

### Environmental impact layer



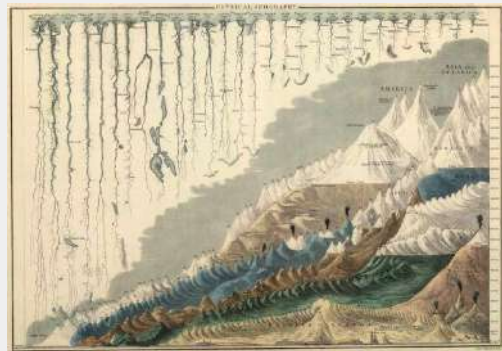
Showcasing fossils that reveal human impact on Earth's geological record can help visitors to visualize the human footprints on natural history.

### Core Layer: Object



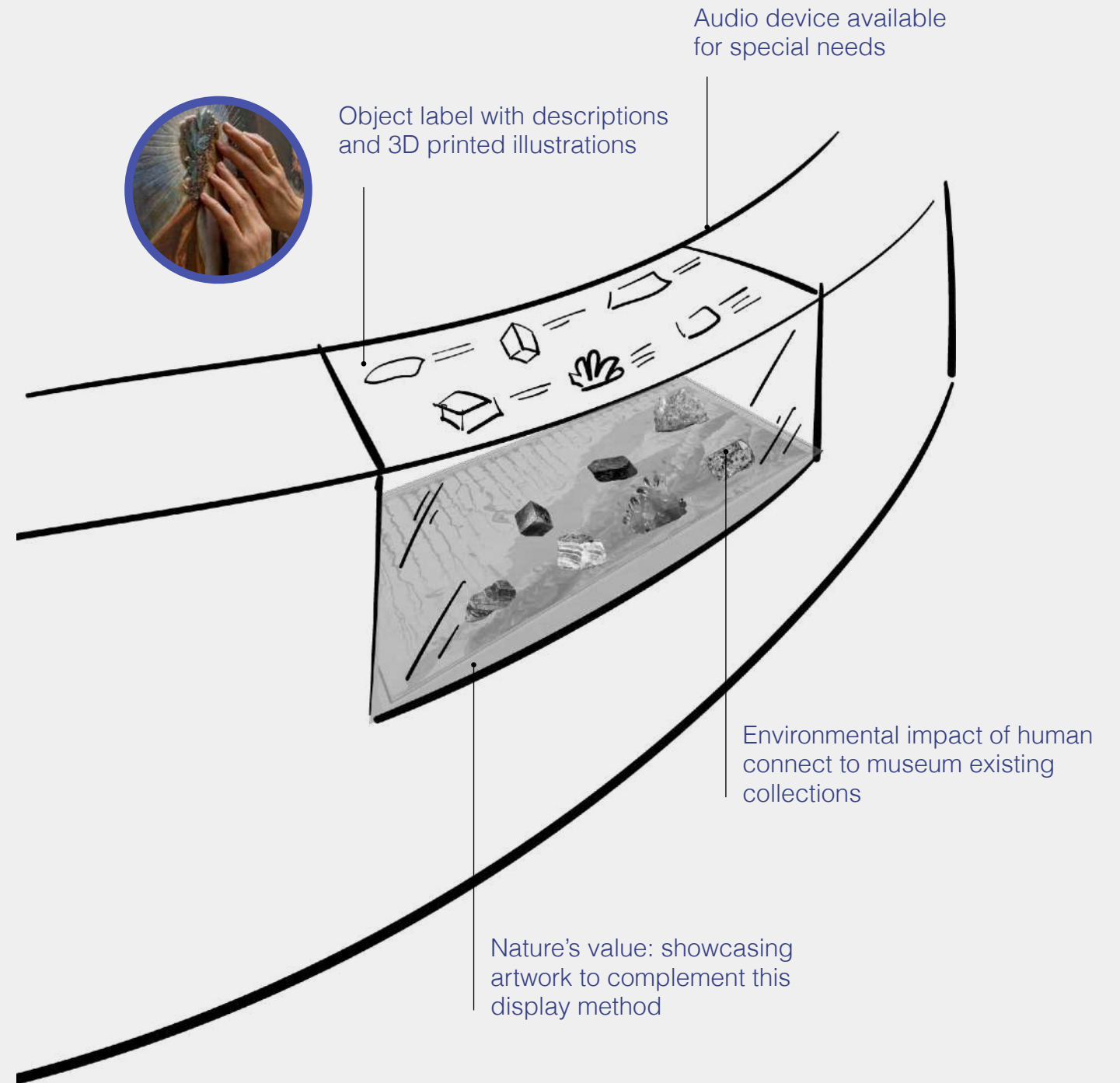
The core layer displays objects that reveal Earth's ancient past, each piece telling a story of transformation across millions of years. Together, these artifacts illustrate the planet's complex geological evolution.

### Nature's Value Layer



#### *For instance: artwork*

Nature consists of both extrinsic and intrinsic values that are not always obvious to visitors. Showcasing artwork is one way we can connect the core layer to tell the object story. In this case, showcasing Alexander von Humboldt's vision of nature can illuminate nature's complex design with beauty, encouraging a deeper appreciation of geological and ecological processes.









# Example story

Audio story at the multipurpose theatre  
Visitors can listen to the story and  
experience the three different modes:  
Forest, Sky, and Sea: The Web of Life



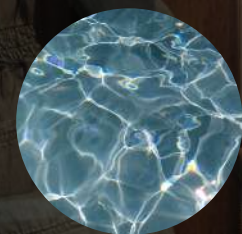
Marine mode



Sky mode



Forest mode



*Silhouettes of sea reflection with soundscape of the ocean, a beam of light is highlighting marine species suspended above the ramp, where they feed on tiny plankton, absorbing essential nutrients. During high tides, they sometimes become food for birds swooping down to hunt.*



*Silhouette of clouds with soaring birds, a beam of light highlighting the bird species. These birds, after their meal, fly toward the shore and eventually land on forest trees or nearby fields. When they release their droppings, the nutrients from the ocean enter the soil.*



*Silhouette of forest shadows projected under the ramp, a beam of light highlights animals on land. Ocean nutrients travel to the forest, nourishing plants and creating richer habitats for animals. This unseen cycle connects the sea, sky, and forest, showing that every species—from tiny plankton to forest creatures—is all interconnected.*

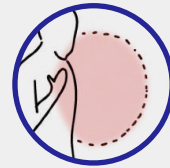
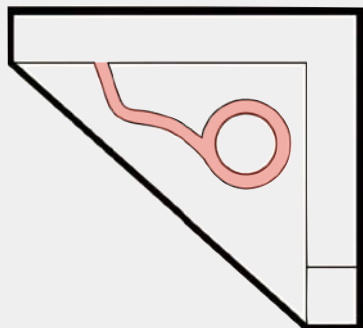


# Exhibition Walkthrough

## Ramp Experience: Shifting Bonds

Go up on the ramp and see the impact of humans on nature and the relation between them. Stations along the path show different examples and related species. Observe the specimens in the central installation and the exhibition below.

**Kris reflects on the story he heard about the origins of metsas käimine. Memories come flooding back—days spent with his family, wandering through the forest, picking berries and foraging for mushrooms. Now, he finds himself wondering about others' connections with nature.**



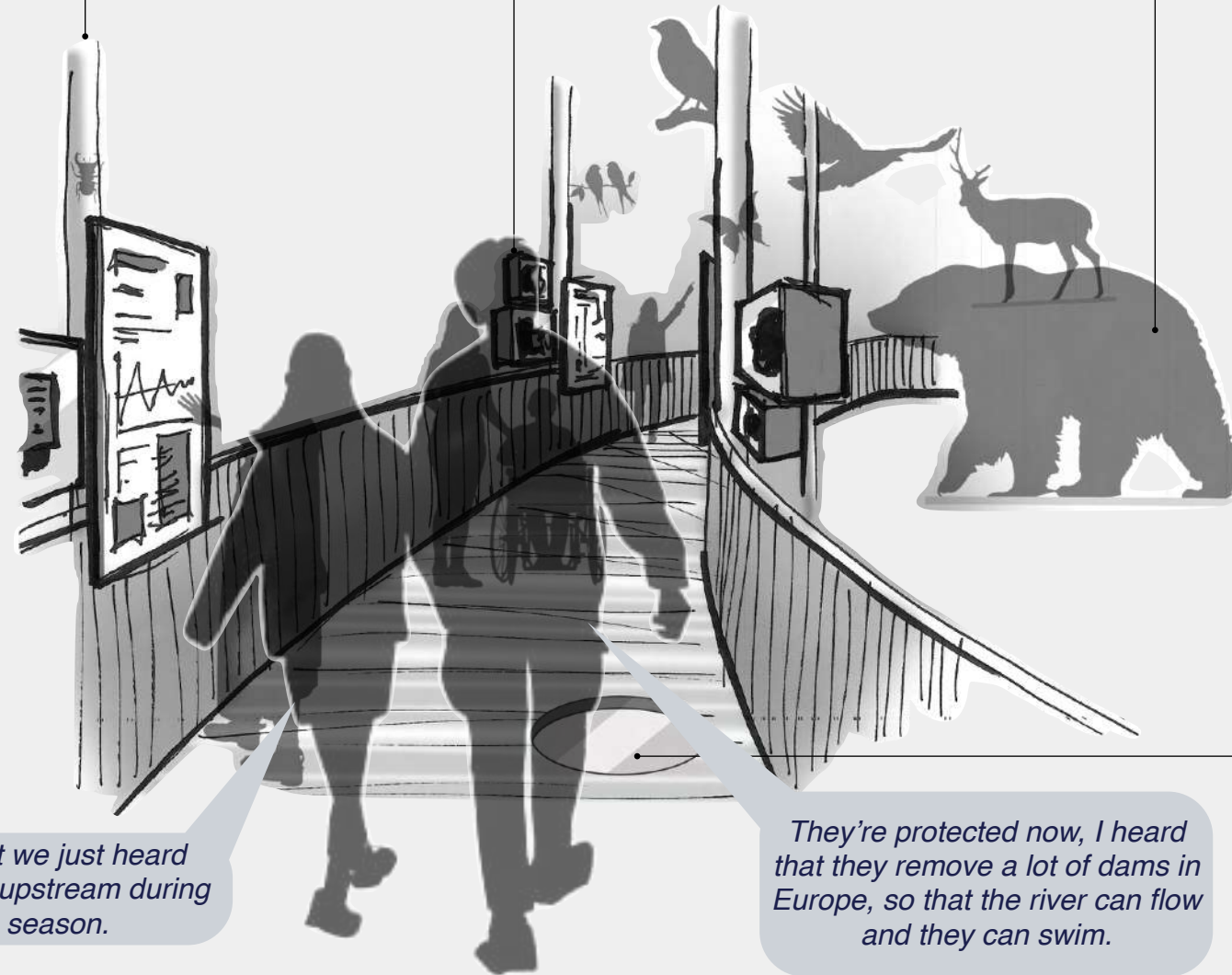
Stations about the human impact along the ramp



Museum's previous campaign collection personal nature connection objects are displayed. Visitors can listen to diverse perspectives how people connect to nature.



Specimen suspended around the ramp—showing protected animals in Estonia



*That's the trout we just heard about that swim upstream during breeding season.*

*They're protected now, I heard that they remove a lot of dams in Europe, so that the river can flow and they can swim.*



Inspired by Estonia's landscape, windows to the exhibition, connecting to the exhibit below and see where and how far the migration species travel.



# Exhibition Walkthrough

## Ramp Experience: Shifting Bonds

**Goal:** To explore and reflect on the evolving relationship between humans and nature

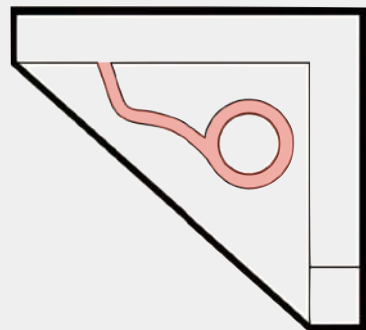
**Emotions/Ideas:** reflection, concern, connection

**Key message:** *Humans' connection with nature has transformed across time, from control and consumption to a deeper understanding of coexistence and protection*

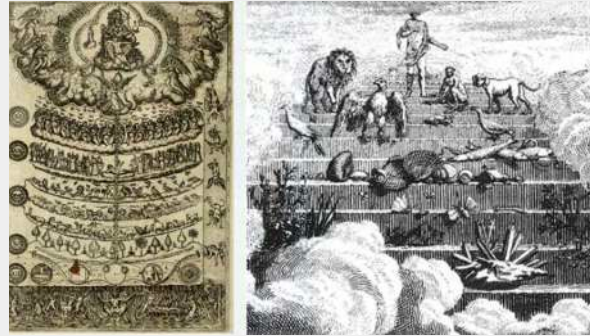
**What is this section about:** This section reveals how human relationships with nature have changed through the ages. From historical uses of natural resources and cultural interpretations to modern conservation efforts, visitors can reflect on the role humans have played as both users and protectors of nature.

**Visitor Takeaway:** Humans are a part of nature.

*"It's interesting to see how our attitudes towards nature have shifted over time."*



### Topics



Evolution of the relationship between humans and nature

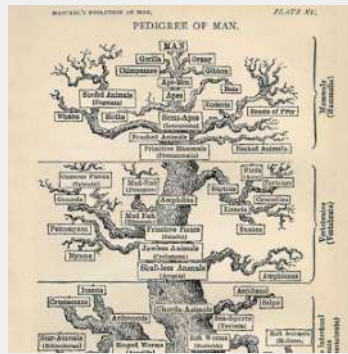


Guardians of Nature



Nature as Culture, Resources, and Inspiration

### Potential Objects



Illustrations / Replica prints



Mounted Animals



Museum Photo Archive



Items collected during Museum's campaign



Photography Display of food produce (Perception of natural beauty)

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Display of mounted animals as a visual collage to capture the beauty and fragility of species; stories and display of nature as inspiration can foster a sense of appreciation for the aesthetic value of nature and its influence on human culture.	Personal stories and items from the museum's campaign allow visitors to connect emotionally with individual perspectives on nature, fostering empathy by sharing personal experiences and memories can make nature feel personal and impactful.	A sensory experience with natural materials or textures that visitors can touch can offer a tactile reminder of humanity's physical connection to the natural world.	Display of mounted animals provide visitors with empathy or other inner feelings that send the message of responsibility and care for the diverse species in the natural world.	Showing the symbolic use of natural elements in cultural items of Estonia, such as flags, passports, or other Estonian last names can reinforce the idea that nature has always been central to Estonian's life, culture, and identity.





**Oriskanyites**  
A large, flat, oval-shaped fossil with a central hole and a spiral pattern. It is a type of graptolite, a group of plants that lived in the Silurian period. The fossil is shown in a blue background with a magnifying glass effect.

**Monticelli's**  
A small, colorful sign with a yellow background and a blue border. It features a small illustration of a bird and some text.

What will be the human legacy?



# Exhibition Walkthrough

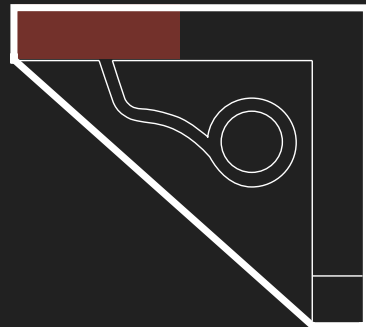
## How Life Shapes Nature: The Balancing Act

Help the beaver build a dam and observe how the ecosystem changes above and below the dam. See new species make a home as the water declines and leave as the water rises.

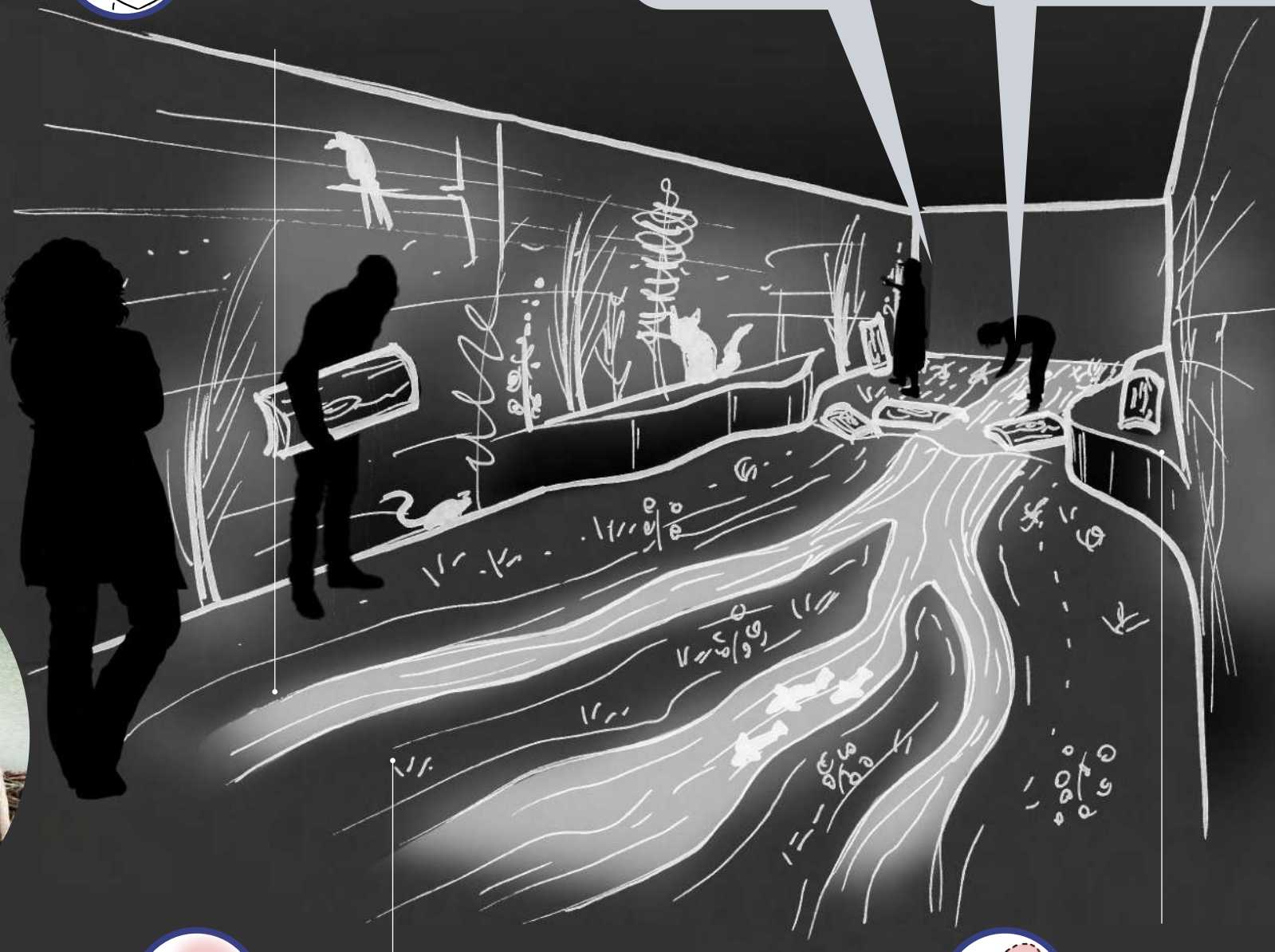
**As Kris immerses himself in the activity, he finds his thoughts drifting to the impact humans have on the environment, much like the beavers he's learning about. He reflects on how, just as beavers shape rivers and landscapes to suit their needs, humans also alter the natural world in profound ways. The parallel leaves him wondering— are people as mindful of the human impact as the beavers are of theirs?**



Scenography mimics beaver dam environment in wetlands



Projection mapped floor and walls



Emerging species because of the changes in the river



Wood elements (abstract) to build a dam



# Exhibition Walkthrough

## The Balancing Act

**Goal:** To illustrate how every species, including humans, plays a vital role in maintaining ecological balance and how crossing planetary boundaries can disrupt this equilibrium

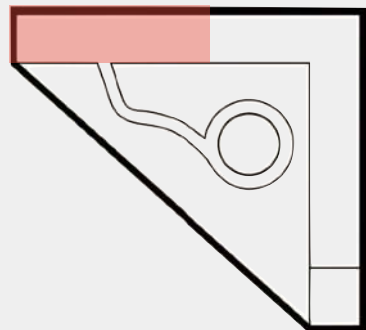
**Emotions/Ideas:** Empathy, concern, compassion

**Key message:** The balance of nature is delicate—each species and action can shape the course of a chain reaction.

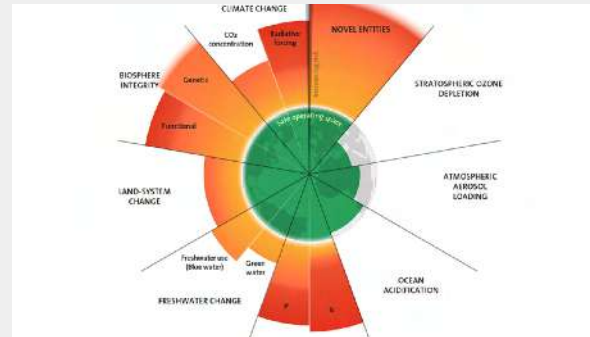
**What is this section about:** This section explores the concept of the “balancing act” within ecosystems, emphasizing the importance of biodiversity and the roles species play in maintaining ecological stability. The planetary boundary provides a lens of view that limits the Earth’s capacity to sustain life, and human impacts can tip the scale.

**Visitor Takeaway:** Humans need to address the sustainable balance to thrive.

*“I can’t imagine there’s limit to life on earth.”*



### Topics



Living on Edge:  
Pushing Planetary Boundaries

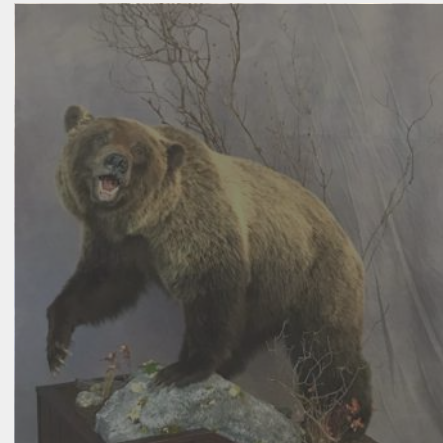


Builders and Breakers: Ecosystem  
Engineers at Work

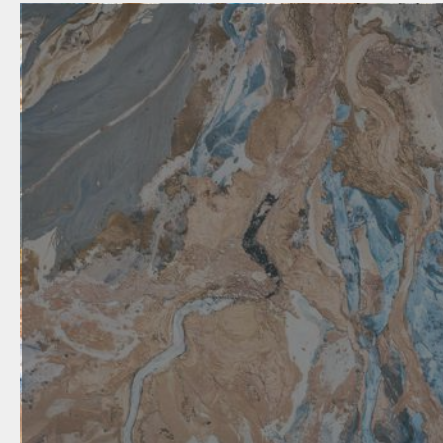


The Ripple Effect: When Individual  
Actions Shape Collective Futures

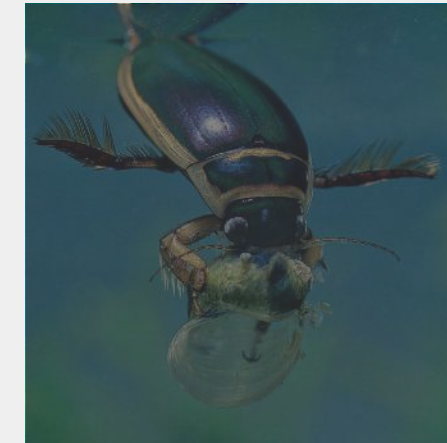
### Potential Objects



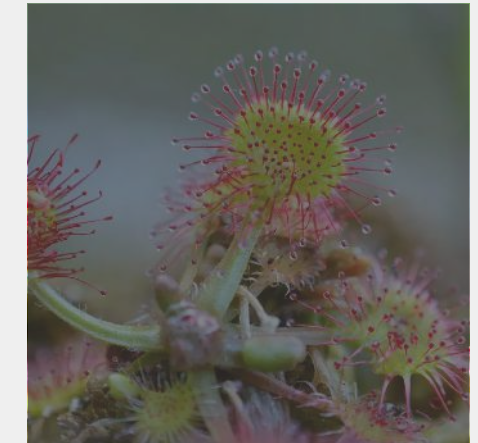
Mounted Animals



Photography of biodiversity  
loss



Pinned Insects



Other specimens

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Visually engaging displays of different ecosystems, from forest to wetland, throughout various seasons and time of day can highlight the aesthetic beauty of natural environments	Storytelling elements about the struggles of species can inspire empathy for survival, fostering an emotional connection to nature’s fragility	Soundscapes of Estonian ecosystems, tranquil and sensory-filled can ground visitors to engage their senses and connect to both species and landscapes	Interactive stories of disrupted ecosystems and efforts to restore them can encourage visitors to feel compassion for ecosystems under threat and connect emotionally with other species who inhabit in these environments	Reflection space with quotes and facts about planetary boundaries and human responsibility provide visitors thoughtful moments to consider their role in nature’s balance and respecting Earth’s limits.



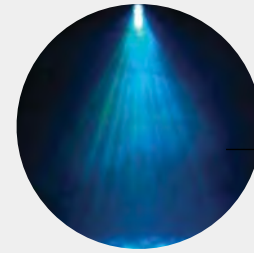
# Exhibition Walkthrough

## The Interconnected Lives

Explore how Scots Pine, a native tree in Estonia that plays a crucial role in supporting biodiversity. Visitors can turn dials at different stations, each representing various animals, such as birds, insects, mammals, and fungi, to reveal how these species interact with the Scots Pine and with each other.



After checking in with their tokens to begin the exhibit, Kris selects an owl and Ana chooses a woodpecker. Both birds rely on the pine tree: the woodpecker creates cavities in the pine to store food, while the owl later uses these cavities as a sheltered nesting spot. Kris and Ana then select another animals: wolf and elk.



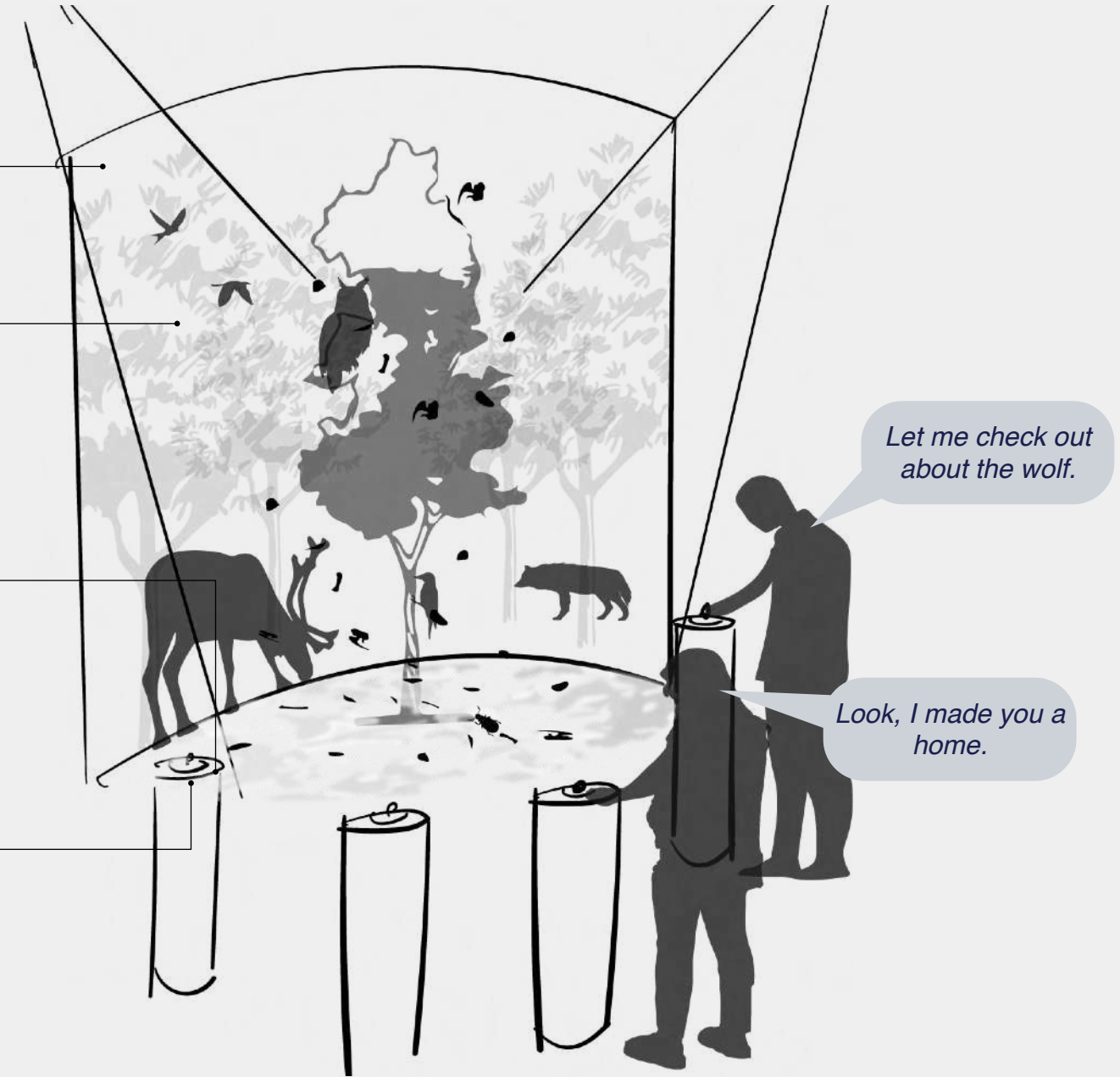
Digital projection around the tree, showing how tree provides for food, shelter, or habitat for various species.



Fallen leaves silhouette on the ground



Visitors control which animal appears





# Exhibition Walkthrough

## The Interconnected Lives

**Goal:** To present the interplay of relationships within Estonia's natural ecosystems, where diverse roles species play depend on this living network

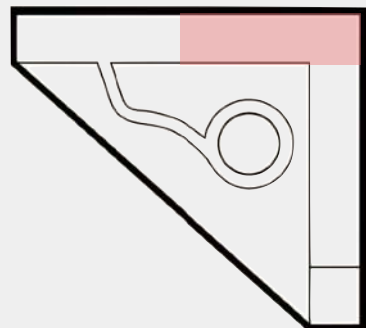
**Emotions/Ideas:** Respect, curiosity, interconnection

**Key message:** *In nature, every organism has a role—a builder, helper, competitor, or consumer; forests and fields reveal a complex network where everyone depends on each other.*

**What is this section about:** This section delves into the concept of interconnectedness within Estonian ecosystems, with a particular focus on forests and their layered biodiversity. Making connections to the previous theme—from mosses and fungi to larger animals—and concepts such as interspecific relationships, keystone species, and mutualism, visitors can gain a deeper understanding of how life coexists and the role humans play in these ecosystems.

**Visitor Takeaway:** Our ecosystems are delicate networks of mutual dependence.

*“Everyone needs each other.”*



### Topics



Between Cooperation and Competition



Keystone Species in Estonian Forests



Mutualists—Species That Thrive Together

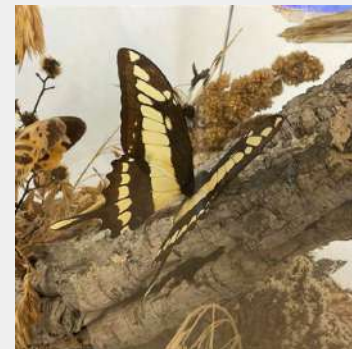


Humans and Forests: From Myths to Management

### Potential Objects



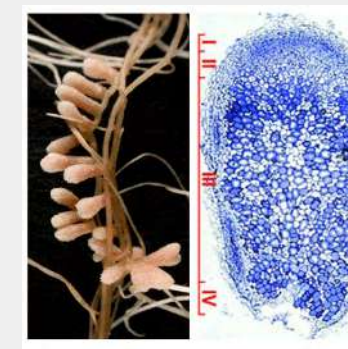
Mounted animals



Specimens in diorama



Dried specimens



Models/Replicas



Photography

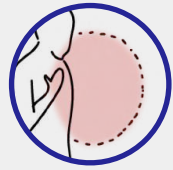
### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Showcase the aesthetic beauty of interconnected forest life can enhance visitor's appreciation for the natural beauty of forest ecosystems, inspiring a sense of awe for the complexity and richness of life	Stories from forest conservationists and naturalists about their experiences witnessing the interdependence of species can evoke empathy and respect for the intricate connections in nature	A sensory wall where visitors can touch textures like moss, bark, alongside soundscape of the forest, including birdsong in the dawn can reinforce the physical and emotional connection to nature	Conservation stories and interactive elements showing endangered species can encourage compassion for vulnerable species and ecosystems, motivating visitors to think about their roles in the natural world	Symbolic representations of key species as “guardians of the forest,” reinforces the idea that each species has a purpose, and that humans also have a role to play to practice the art of coexistence with nature

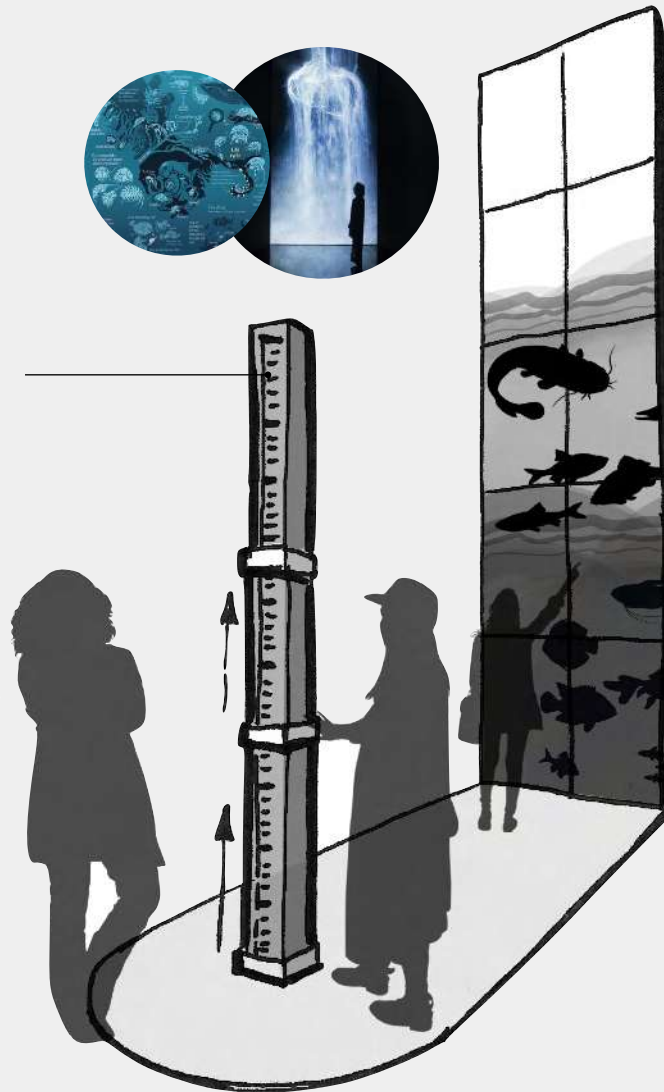


# Exhibition Walkthrough

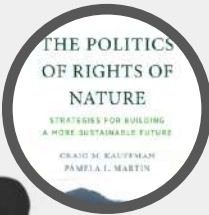
## Fragile Survivors



Change the sea level which is displayed over proportional on a 5 m high display. As the mark is shifted the waterlevel and the impact on the ecosystem is displayed. See which species are impacted—including human.



Nature can't speak, how do we grant its rights?



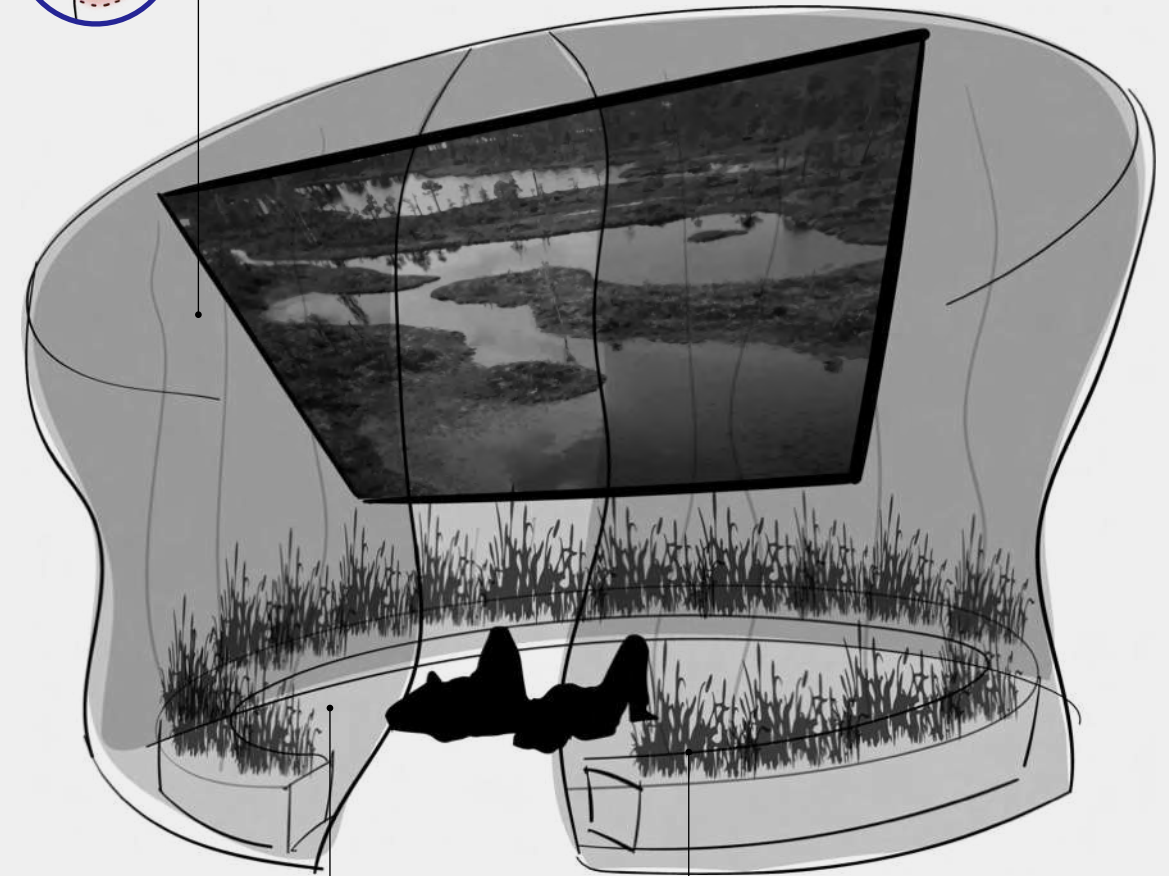
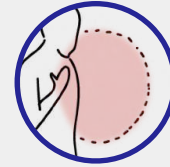
People act on behalf of nature can, so do policy makers!

**Kris is advocating for the right of nature adamantly.**

Interact with fellow visitors and discuss a range of topics, such as “a right to resource” based on human, animals, and nature perspectives.



Follow a Dor beetle's journey as it travels through meadows across Estonia, witnessing its struggles and population decline due to traditional agricultural practices.



Lie down and shrink yourself.

Models and replicas display



# Exhibition Walkthrough

## Fragile Survivors

**Goal:** To showcase the resilience of species that, while fragile and vulnerable, contribute significantly to the balance of ecosystems

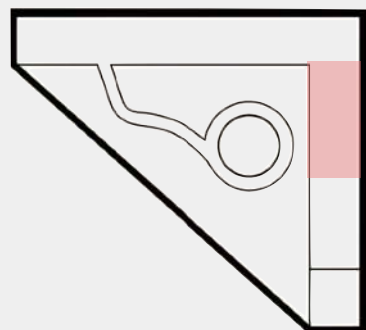
**Emotions/Ideas:** Care, compassion, concern

**Key message:** *Species' presence reflects both the adaptability of life and amazing resilient capabilities to thrive*

**What is this section about:** This section explores the strength and adaptability of species within Estonia's fragile ecosystems, with a focus on wetlands, meadows, semi-meadows, and forests. Here, visitors uncover the vital roles that delicate mosses, resilient plants, and diverse animal species play in maintaining the health and balance of the environments. Visitors also explore the roles human influence over conservation efforts on degradation and consider the rights of Nature and related narratives.

**Visitor Takeaway:** Understanding the resilience of these species can inspire a sense of responsibility to protect and preserve fragile ecosystems.

*"Even a small action can help."*



### Topics



Wetlands as Ecosystem Pillars



Species Resilience in Fragile Habitats



Nature's Signal Keepers: Bioindicator Species



Nature Has Rights

### Potential Objects



Moss and Plant specimens



Insect and Bird Specimens



Models / Replicas



Interviews / Audios

### Token Applications

Beauty	Emotions	Sensory	Compassion	Meaning
The intricate beauty of delicate wetland flora and the striking presence of water birds and insects in fragile habitats invite visitors to appreciate the intricacy of fragile ecosystems.	Evoking a sense of wonder and empathy for these "fragile survivors" that persist despite environmental challenges can encourage visitors to feel emotionally connected to each species.	Textures of moss and dried plants, soundscapes of wetland habitats, and perhaps the soft lighting that reflects the peaceful yet vital nature of these ecosystems can immerse visitors with an environment that stimulate their senses.	Inspiring visitors to care for vulnerable ecosystems and the resilient species within them by highlighting their ecological importance.	A deeper understanding of how each species, no matter how small or fragile, contributes to the balance and health of our environment, providing visitors deeper insights into the essential roles of species in habitats.



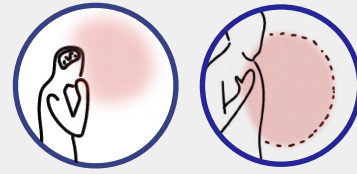
## Exhibition Walkthrough

# Power of Biodiversity Catch & Release: Respect fish, man and nature

Explore Estonia's fishing rules, sustainable practices, and the importance of conserving fish resources through interactive challenges. Players will pull a device, attached to the boat that mimics fishing activity. Players attempt to "catch" fish by interacting with the game, when a fish is caught, players must decide to "keep" or "release." Catching endangered or out-of-season fish results in loss of biodiversity unless the player chooses to release them immediately.



Visitors control the interactions through gesture-based interactions



The backdrop mimics Estonia's water bodies (visitors can choose to visit lakes, rivers, and the Baltic Sea) with various fishing zones.



*This one is a protected species. Release it!*



**Kris and Ana are discussing which species to release to help preserve the ecosystem, understanding that keeping out-of-season or endangered fish could disrupt the aquatic balance.**



# Exhibition Walkthrough

## Power of Biodiversity

**Goal:** To illustrate the transformative power of biodiversity at multiple levels.

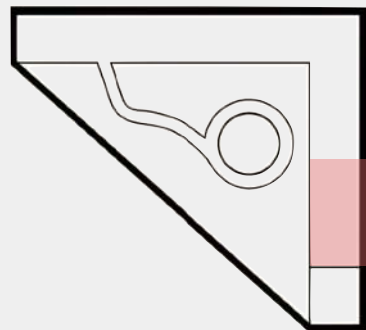
**Emotions/Ideas:** Compassion, connection, hope

**Key message:** *Nature's resilience is built on diversity—within species, across ecosystems, and through cultural knowledge*

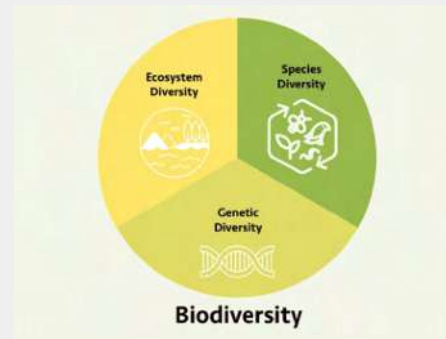
**What is this section about:** This section examines biodiversity from several perspectives. Visitors will explore the three levels of biodiversity (genetic, species, and ecosystem diversity) to understand how each contributes to resilience. They'll learn about the wisdom in traditional ecological knowledge, the power of small actions that trigger large positive effects, and how urban biodiversity efforts can transform our cities into refuges for nature.

**Visitor Takeaway:** Visitors will leave with a deeper appreciation for biodiversity's role in knowing that even small individual actions—when combined with others—can lead to impactful changes.

*"If we work with nature, nature has a way."*



### Topics



*Three Levels of Biodiversity*



*Catch & Release:  
Respect fish, man and nature*



*Small Changes  
Big Impacts: Prior Biodiversity Success*



*Urban Biodiversity:  
Pathways of Coexistence*

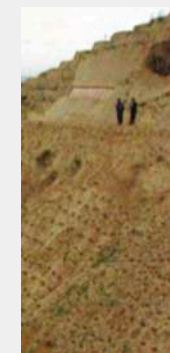
### Potential Objects



*Museum collection*



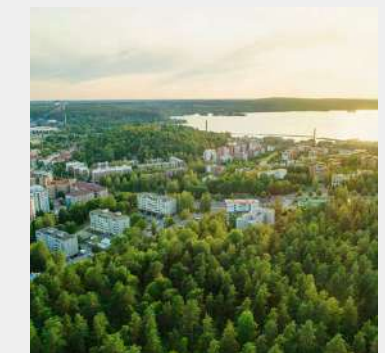
*Models/replicas*



*Photography  
Before/After  
Conservation Efforts*



*Props / Tools*



*Found objects in city*

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Highlight the beauty of biodiversity through captivating displays of diverse ecosystems, from urban greening efforts to vibrant traditional practices that harmonize with nature. Showcase genetic diversity in species with visual contrasts to emphasize nature's adaptability and splendor.	Inspire feelings of hope, connection, and responsibility by telling stories of successful biodiversity initiatives led by communities and individuals. Through testimonials and visual storytelling, visitors can connect emotionally with the people and species who benefit from conservation efforts.	Offer immersive sensory experiences that evoke the diversity of ecosystems—gentle sounds of urban wildlife, scents of wetland vegetation, and tactile encounters with natural textures. Encourage visitors to feel part of the environments that benefit from biodiversity.	Cultivate empathy by showcasing the vulnerabilities of ecosystems and the resilience of species that have recovered or adapted thanks to collective human efforts. Stories of small but impactful actions can highlight the importance of compassion in supporting life.	Reinforce the idea that biodiversity is a shared responsibility and a vital part of human existence. Display interactive elements that let visitors explore how diverse species contribute to ecosystem health, inspiring a sense of purpose in contributing to the natural world's resilience.

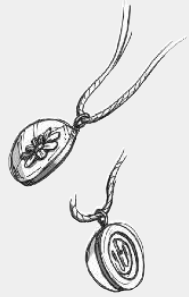


# Exhibition Walkthrough

## Thriving Together: Stay Connected

Semi concluded space with sound scape to relax and stay connected to nature. Return the token and leave your spirit in the digital garden.

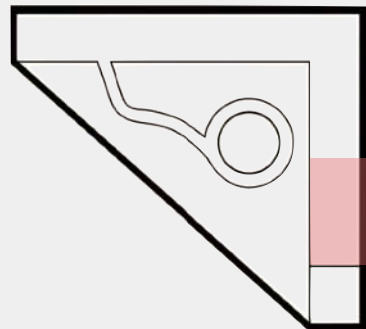
1 Stations to scan your token and return it



2 One simple interface (turn dial for example) allows to change the input

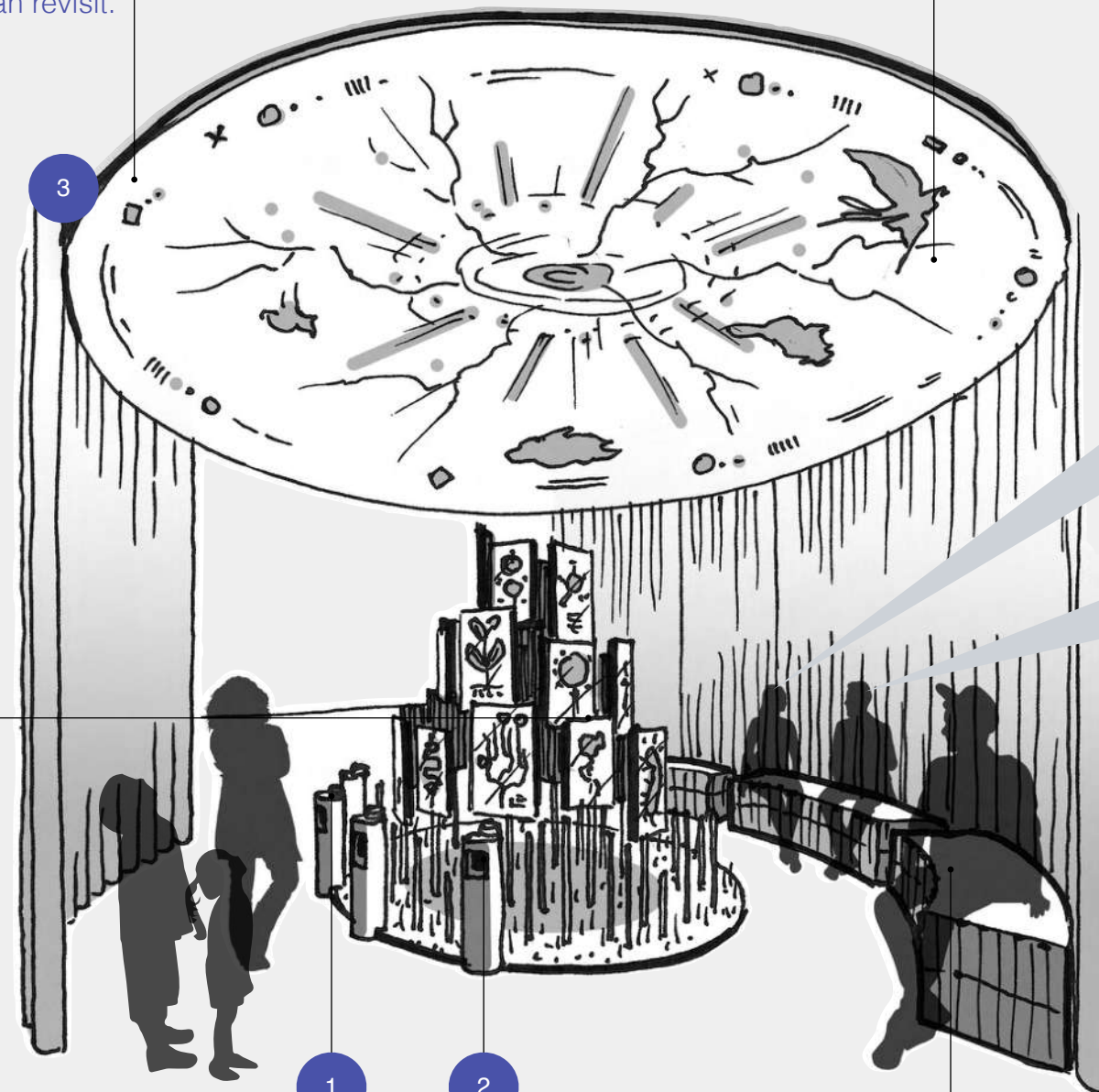
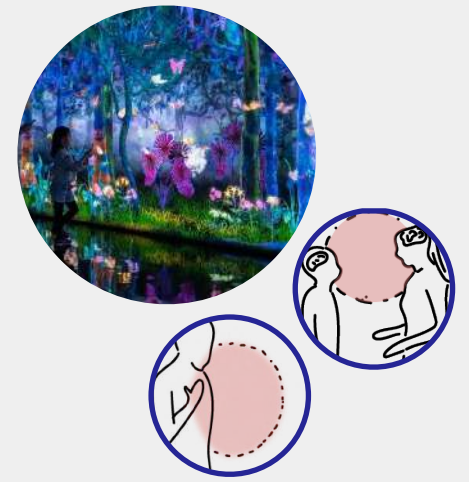


3 Collective input of digital garden where visitors' input is stored



The species of the digital garden will grow over time, with updated version which visitors can revisit.

Projection above showing the collective input and trend



Screens showing the latest contributions to the digital garden

*I am "meaning," I like how everything is connected*

*I'm "compassion," I like how we are a part of this*

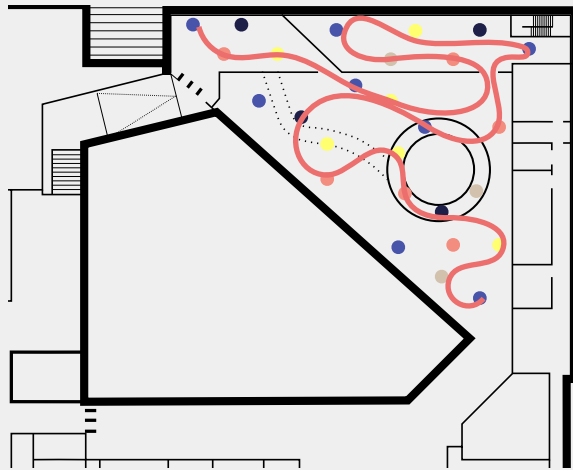
Benches to rest and reflect



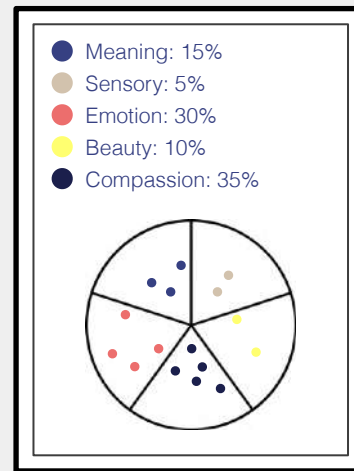
# Exhibition Walkthrough

## Thriving Together : Stay Connected

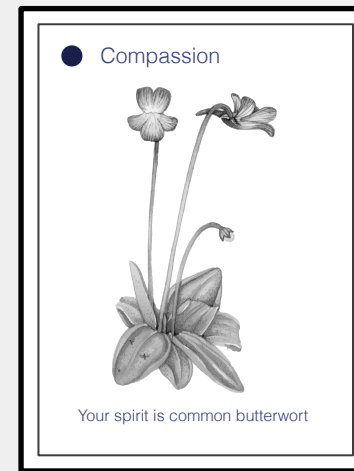
1 Kris and Ana checked into these exhibits throughout their 2 hour visit. Kris deposits his token at the station.



2 Kris deposits his token and his interaction pattern is generated with data collected by the token. Kris sees his profile is generated and discovers that his interactions reveal a compassionate connection to nature. He is surprised.



3 Kris customizes his profile and submit his data. A species (e.g. plant or animal) is generated to be sent to the “digital garden” above— showing his contribution to the collective display.



4 He sees a common butterwort is his species, and it is being nurtured by the collective digital garden above.

A QR code is generated on the screen, inviting Kris to send the digital version to his personal email, along with additional resources of environmental organization and community groups in Estonia, which Kris can look up additional information.





# Exhibition Walkthrough

## Thriving Together : Stay Connected

**Goal:** To empower visitors to feel a sense of belonging within nature and inspire them to seek connection with nature in their own personal ways.

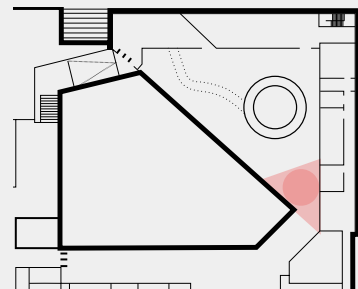
**Emotions/Ideas:** Empowered, belonging, Action-oriented reflection

**Key message:** *Everything is connected in our world.*

**What is this section about:** This immersive space allows visitors to explore the many ways they can connect with nature. Through the interactive use of tokens, visitors can engage with their personal connection to nature—whether it's through beauty, compassion, sensory engagement, emotional bonding, or finding meaning in nature.

**Visitor Takeaway:** Visitors realize everything in nature is connected and consider ways to take better care of the planet.

*"There's something I can do for nature."*



### Token Types



Connection to Nature's Beauty



Emotionally Connected to Nature



Sensory-connected/ stimulated by Nature



Feel compassion for Nature



Seek/create meaning in Nature

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Visitors are drawn to the beauty of nature, engaging with displays that capture their attention. This inclination reflects their natural tendency to explore how the beauty of nature inspires awe and appreciation, fostering a desire to protect it.	Throughout their journey, visitors interacted with narrative or interactive stations that connect them emotionally with the natural world—this tendency to seek emotion-filled stories represent their feelings toward nature. A prompt may encourage them to reflect on a favorite memory in nature.	Visitors engage with nature through their senses, immersing themselves in textures, sounds, and visuals that stimulate their awareness. This sensory engagement allows them to experience nature's richness directly, encouraging mindfulness and a deeper presence in the moment. By heightening their sensory experience, visitors gain a fuller appreciation of nature's complexity and feel a greater responsibility to preserve it.	Visitors feel a compassionate connection to the lives within nature, recognizing the vulnerability of various species and ecosystems. This empathy prompts them to consider their role in protecting these fragile lives, understanding that every creature and plant has a role in the ecosystem. Through compassion, visitors are inspired to act as stewards of the natural world, supporting conservation efforts and sustainable practices.	Visitors reflect on the deeper significance of nature in their lives, recognizing how ecosystems and biodiversity contribute to the balance of life on Earth. This understanding gives them a sense of purpose and responsibility, as they realize that their actions have a direct impact on the environment. Through meaningful connections, visitors are encouraged to integrate respect for nature into their own lives, adopting habits that contribute to the well-being of the planet.



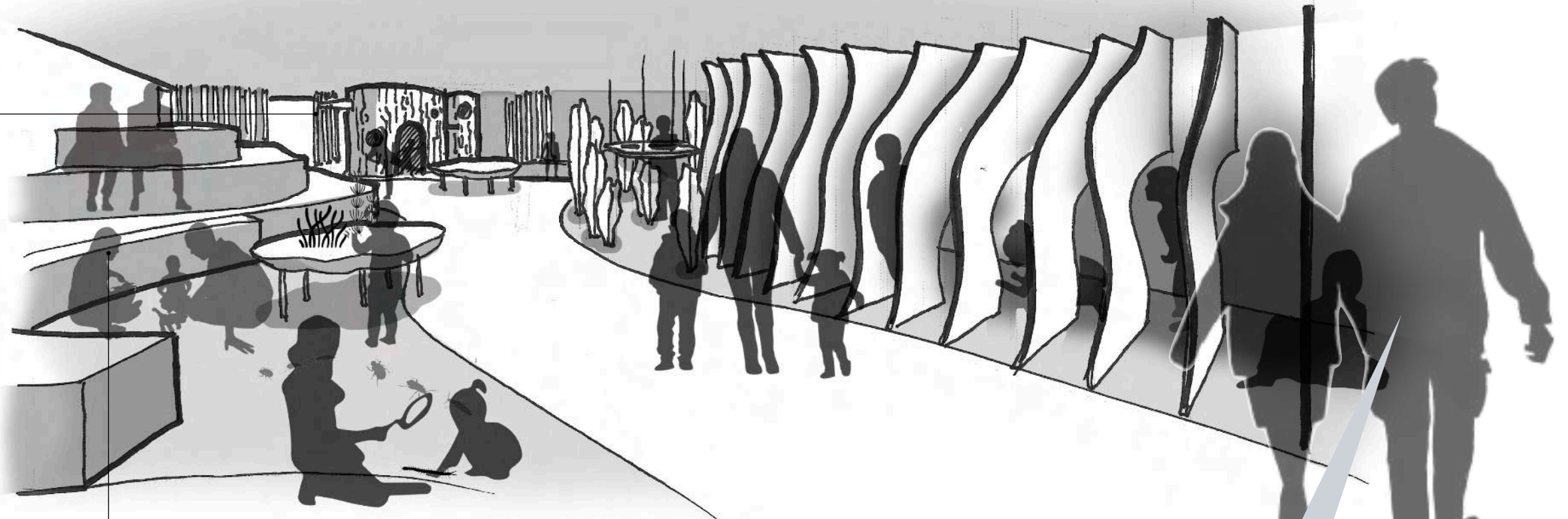
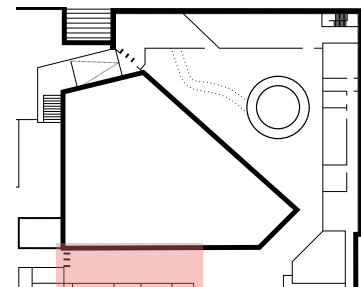
# Exhibition Walkthrough

## Children's Area: Tiny Helpers Shape Our Planet



### Giant Tree Room

Animals leave their marks in the forest. Follow their footprints to find what lives inside a tree, and discover how tree supports animals that live in forests.



Intimate setting where parents and children can interact with one another that promote social learning skills for young learners.

### Bog Park highlights:

A bouncy, soft area that mimics the feel of a bog, children can peek through viewing holes and discover species and develop motor skills and explore bog ecosystems.



*If I was at their age, I would have joined them here!*



# Exhibition Walkthrough

## Tiny Helpers Shape Our Planet

**Goal:** To inspire young children (1-6 y/o) to appreciate the wonders of nature through play-based, sensory, and hands-on learning experiences.

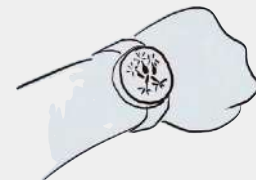
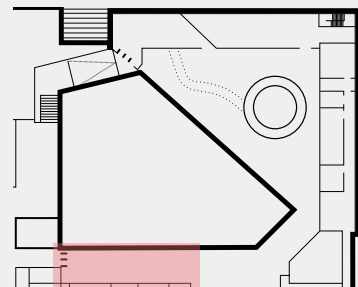
**Emotions/Ideas:** curiosity, wonder, joy, empathy

**Key message:** “Even the tiniest creatures and actions play a big role in nature.”

**What is this section about:** This section, *Tiny Helpers Shape Our Planet*, introduces young children to the idea of coexistence and the importance of small creatures and actions in supporting the ecosystem. Through various interactive spaces, children learn how little things contribute to the world around them, reinforcing that they, too, can make a positive impact.

**Visitor Takeaway:** Young learners leave with a sense of connection to nature, understanding that they are part of a bigger world where every living thing matters and has a role.

Young audience will also utilize digital garden in the same manner as part of the collective experience.



**Young learners receive tokens in the form of an adjustable wristband bracelet**

### Topics



Our Natural Similarity  
The Animal Kingdom



Forest Groves



Under the Water



Tiny Helpers  
Change the World

### Potential Experiences



Play-based learning  
(PL)



Motor skills building  
(MSB)



Hands-on Learning  
(HL)



Social Learning (SL)

### Token applications

Beauty	Emotions	Sensory	Compassion	Meaning
Tokens activate vibrant, visually appealing displays at various stations, revealing the beauty of nature through animations of forests, oceans, and animal life. This captivates young learners and fosters appreciation for natural beauty.	Gentle, calming sounds and animations of animals draw visitors in, creating exhibits that evoke positive emotions and a sense of wonder, helping children connect emotionally with the environment.	Each station activates a multi-sensory experience where young learners engage through their senses, promoting discovery and encouraging them to explore through sight, sound, and touch.	Activities like “taking care” of nature—cleaning ecosystems, nurturing animals, and protecting habitats—reinforce kind actions, teaching children empathy and responsibility towards the natural world.	Engaging stories and prompts encourage early learners to ask questions, express curiosity, and share thoughts about their experiences, nurturing a sense of curiosity and reflective learning.



# Exhibition Walkthrough

PL Play-based learning

MB Motor skills building

HL Hands-on Learning

SL Social Learning

Giant tree Room inside

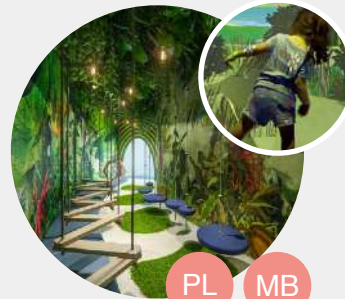


PL HL

Resting area



Seagrass Park



PL MB

Under the sea



PL MB SL

Forest Wonders



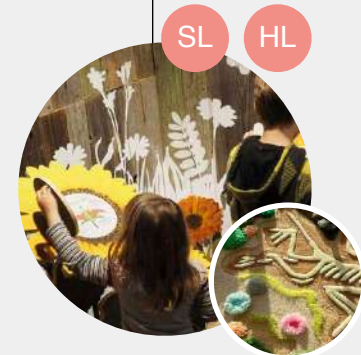
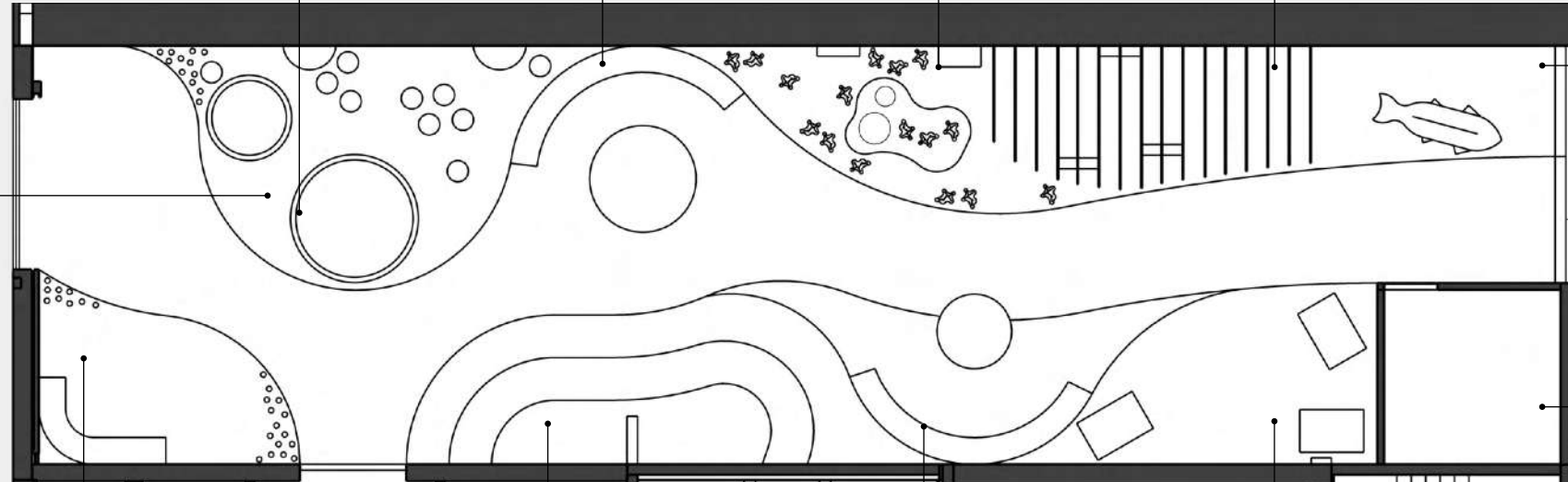
HL SL PL MB

One Planet One Family



HL SL PL

Nursery Room (Family with infant)



SL HL

Tiny Teamwork (with Resting Space)



MB PL

Bog Adventures



Resting area



PL HL MB

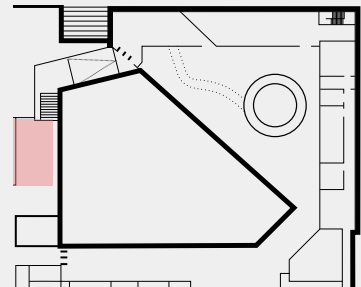
Ocean Clean-up



# Exhibition Walkthrough

## Conscious Gift Shop

The conscious gift shop is one key component of the museum, as it needs to reflect and support the museum's message of sustainability and coexistence. The store should encourage sustainable and mindful choices for the customers, by providing all the tools necessary to reduce environmental impact and assess the ecological footprint of their purchases. Product selection is also crucial, with a focus on locally made items and products that connect customers to nature, such as birdhouse or insect hotel building kits. Ideally, the museum shop may partner with suppliers that offer a return bonus program, allowing customers to exchange items for a discount on new purchase. Old items would be sent to the supplier for proper refurbishment or recycling into new products.





# Exhibition Walkthrough

## Conscious Gift Shop

We believe there are some exemplary initiatives that can help create a store that meets these requirements:

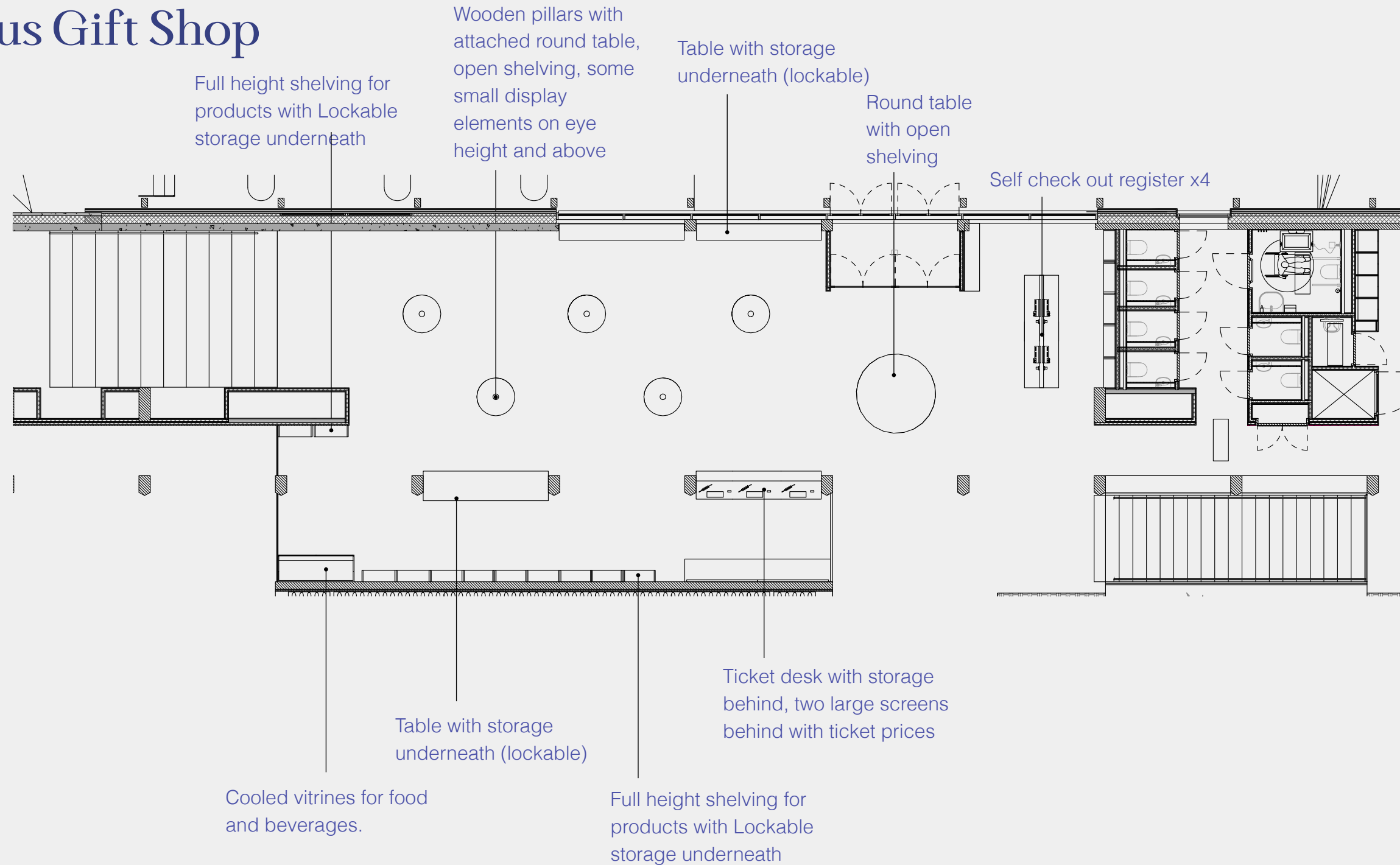
1. All price tags on cloth and product could be printed on seed paper. This way, customers take home not only an item but also seeds they can plant to grow beautiful plants.
2. It's important to provide customers with all the necessary information to understand the environmental impact of what they are purchasing. Customers should be aware of the carbon footprint of the entire product process, as well as where and how it was made, ensuring that it respects both the environment and workers' rights.
3. To communicate environmental impact information, QR codes can be implemented. This way, customers can scan them to access a detailed environmental impact sheet for each product.
4. Customers could make purchases using reusable containers in some cases, reducing plastic and other disposable materials. This idea is gaining traction and is already used by many eco-oriented brands, such as The Refillery.
5. Eco-friendly retailer offers a free repair program where customers can bring in damaged products to be repaired, extending the life of the items. Similar initiatives could be incorporated into the museum store.
6. A furniture store has launched a program where customers can return used furniture, which is refurbished and resold at a discounted price in its "Circular" section. In this case, customers of the museum store could return unwanted items, which could then be resold at a lower price in a dedicated section of the store.





# Exhibition Walkthrough

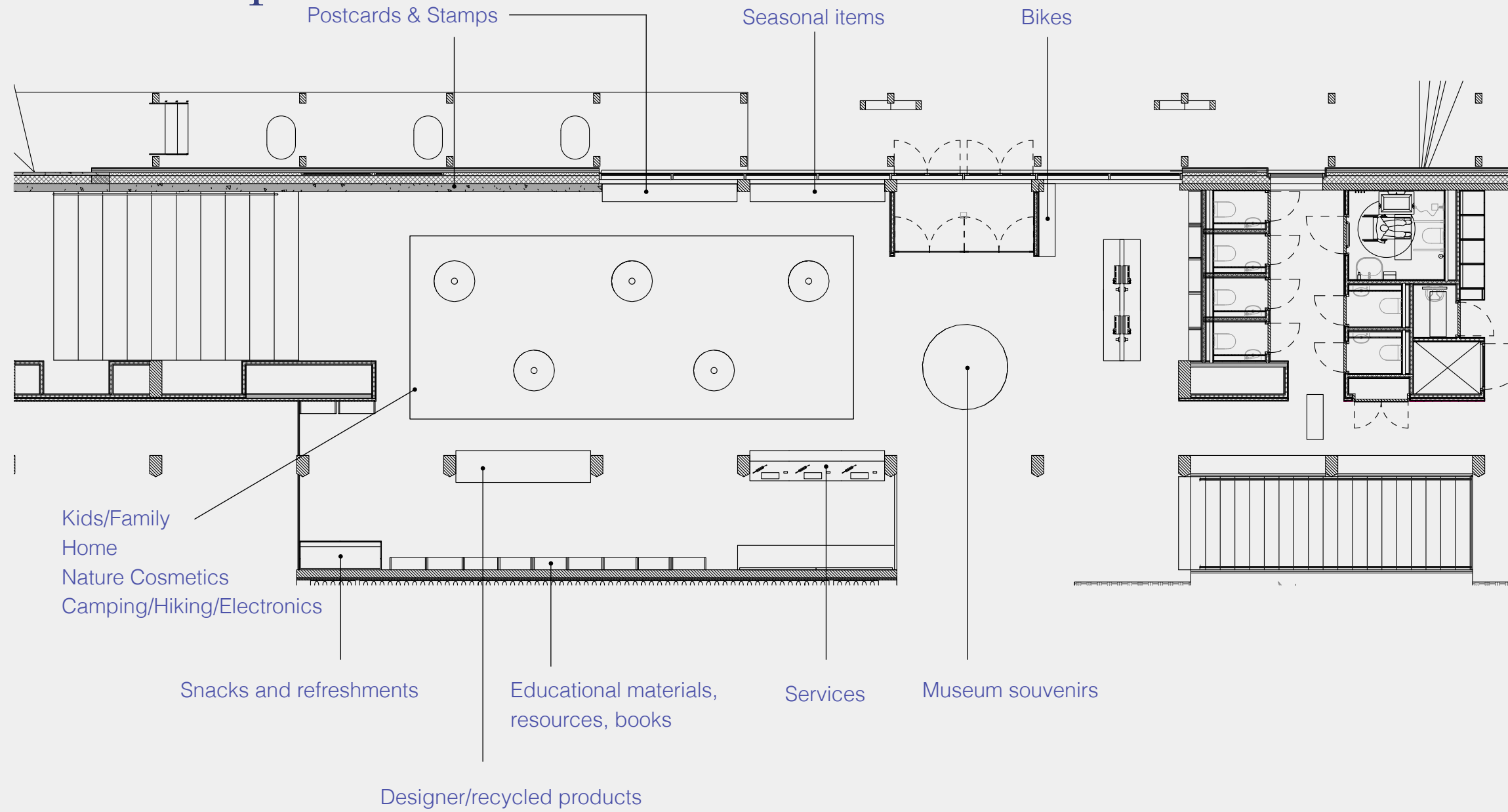
## Conscious Gift Shop





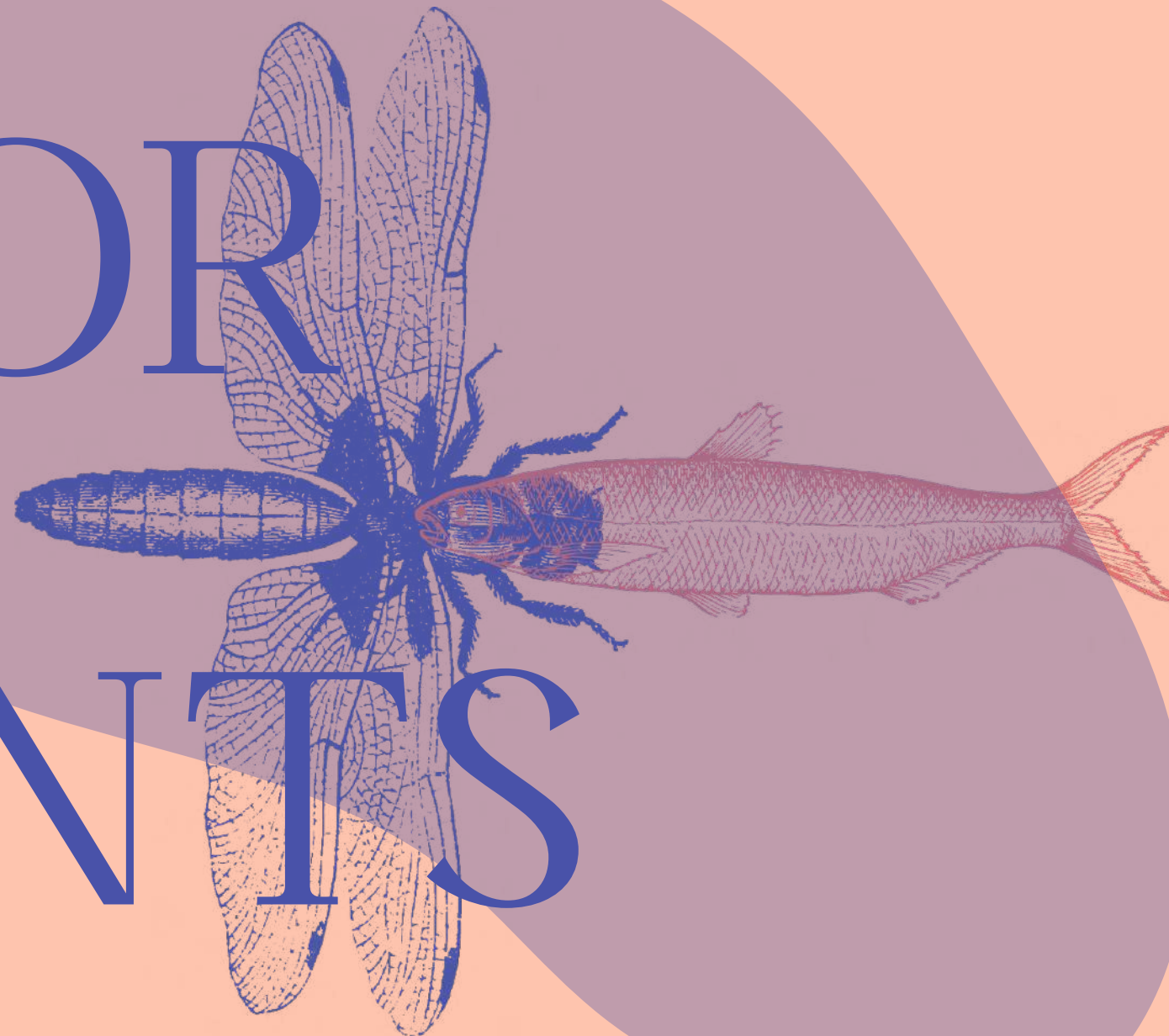
# Exhibition Walkthrough

## Conscious Gift Shop





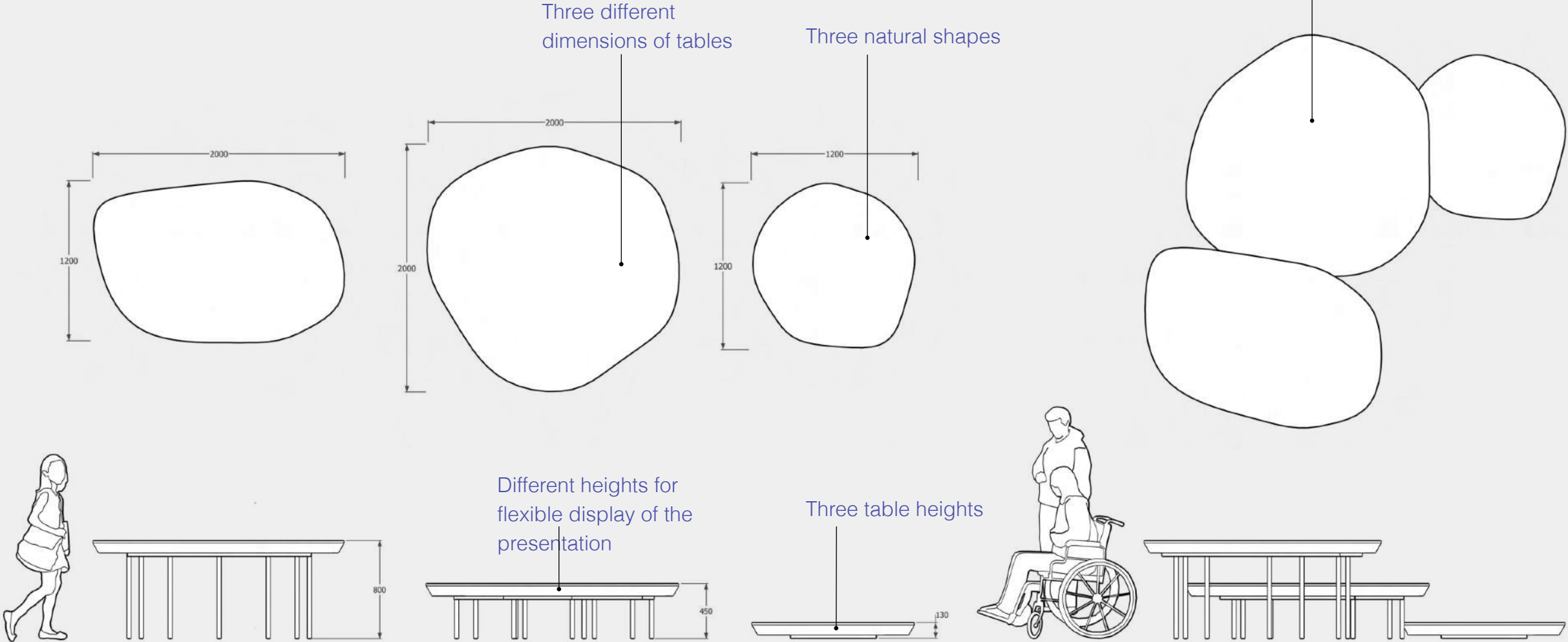
# INTERIOR DESIGN ELEMENTS





# Interior design elements

For the interior of the exhibition we use Estonia's bog ponds and natural shapes as a starting point. Natural shaped tabletops in different sizes can be mounted on steel metal legs in different heights. Those elements can be arranged in a large variety of combinations creating playful landscapes all over the exhibition floor.

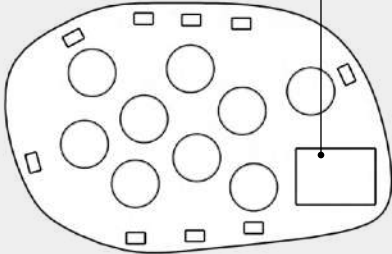




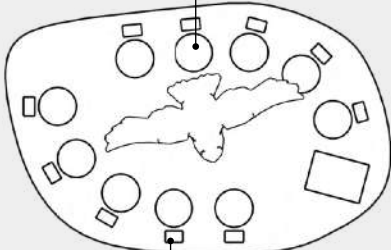
# Interior design elements

The tables can be populated with exhibits and the collection. Showcases, specimens, graphic panels and screens can be placed on the tables creating a rich variety of combinations. Graphic panels on the table can introduce certain subtopics and exhibits. The tables and the leg construction give enough clearance for wheelchair users. Tilted screens allow for ergonomic integration with digital exhibits. Hardware boxes mounted on the bottom of the tables enclose all tech needed for digital exhibits.

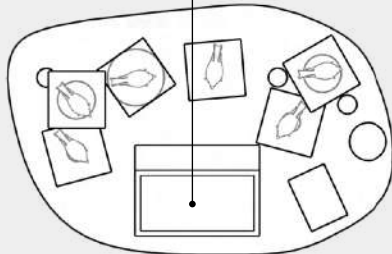
Graphic panel to introduce the topic of the area



Arrangement of petri dishes and one specimen



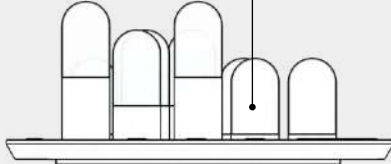
Screen table tops with a slant of 30 degrees for highest user comfort



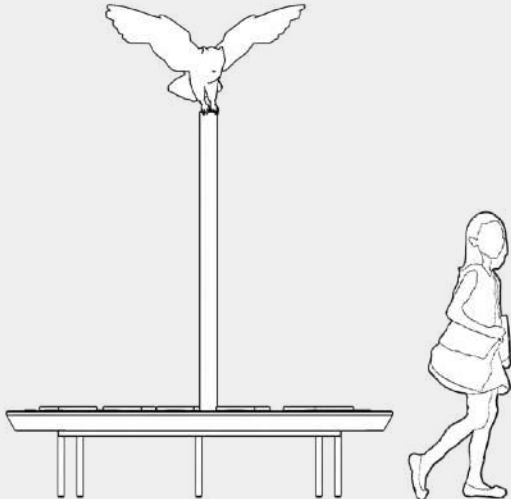
Three screens + glass domes arrange around an object



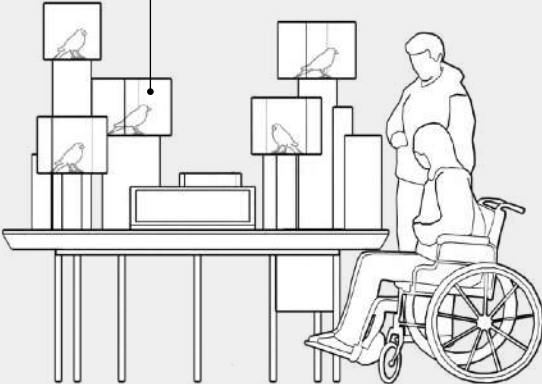
Example arrangement of small specimen under glass domes



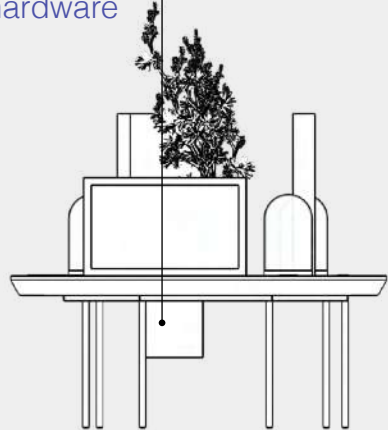
Object labels



Arrangement of specimens around a multimedia game on a screen



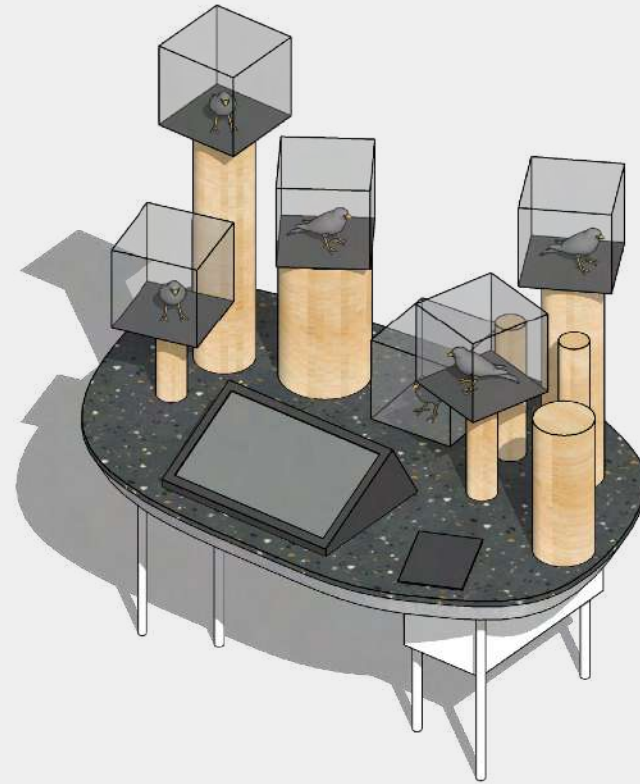
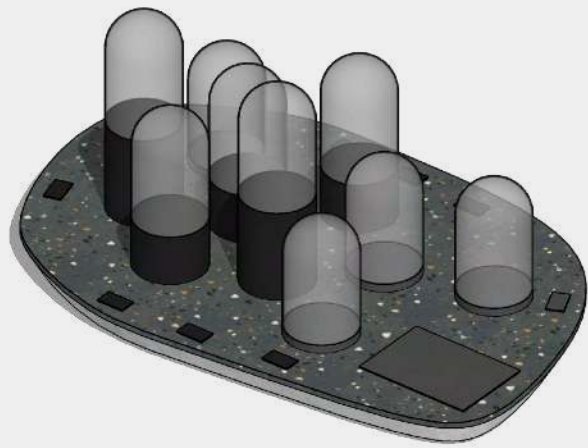
Suspended box with revision door for electronics such as computers and other hardware





## *Interior design elements*

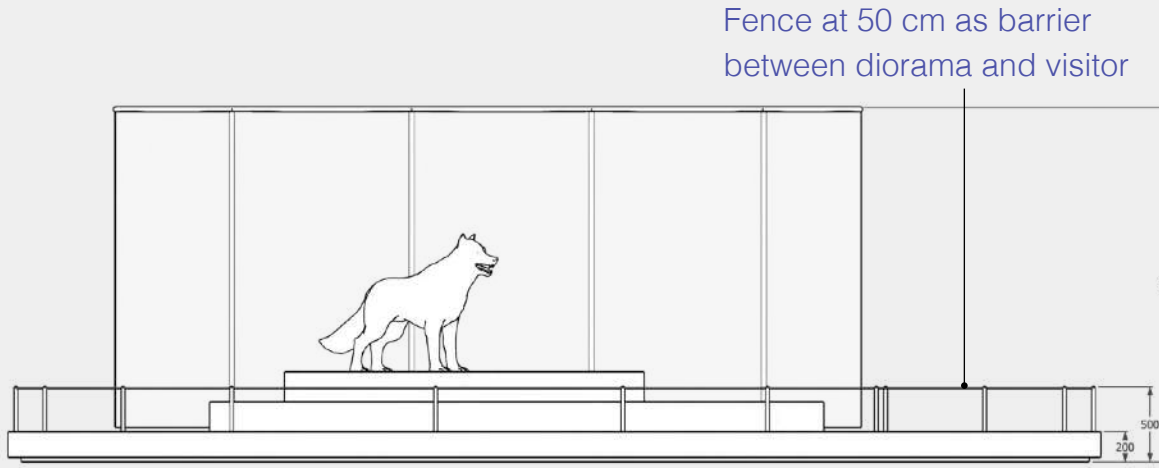
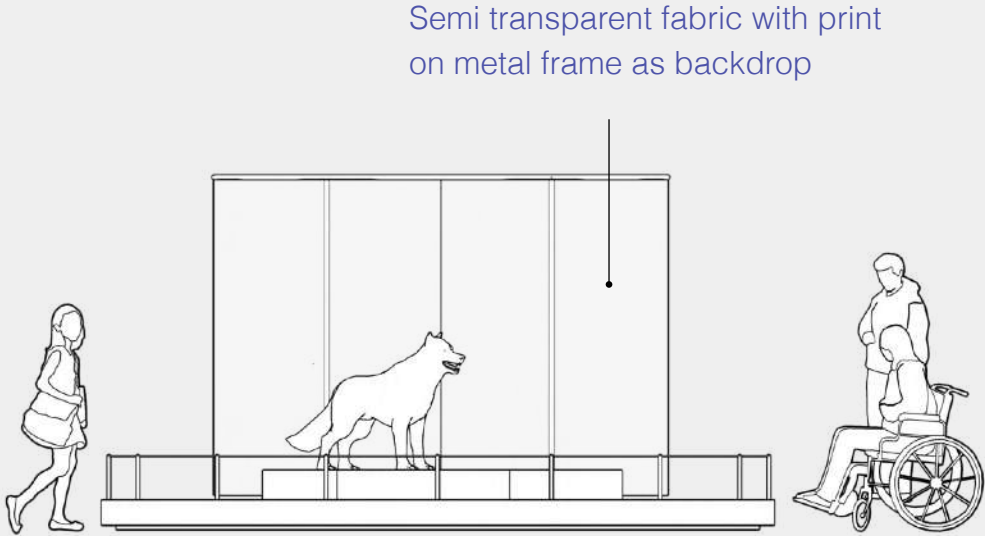
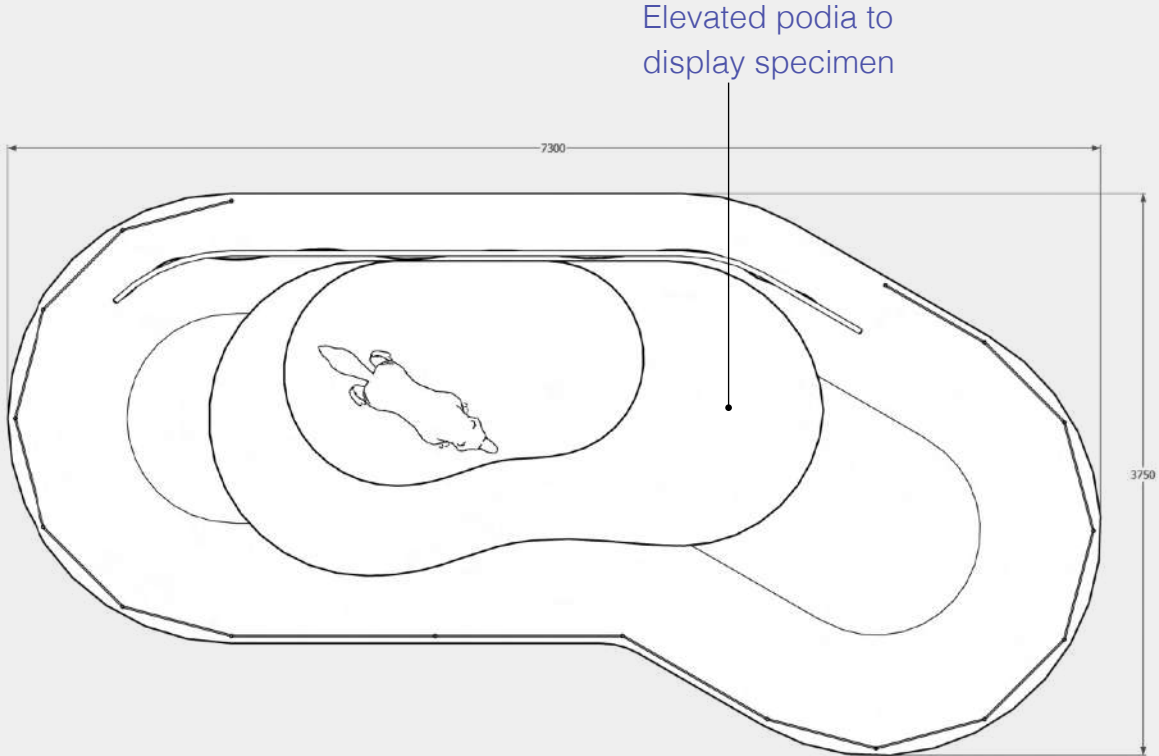
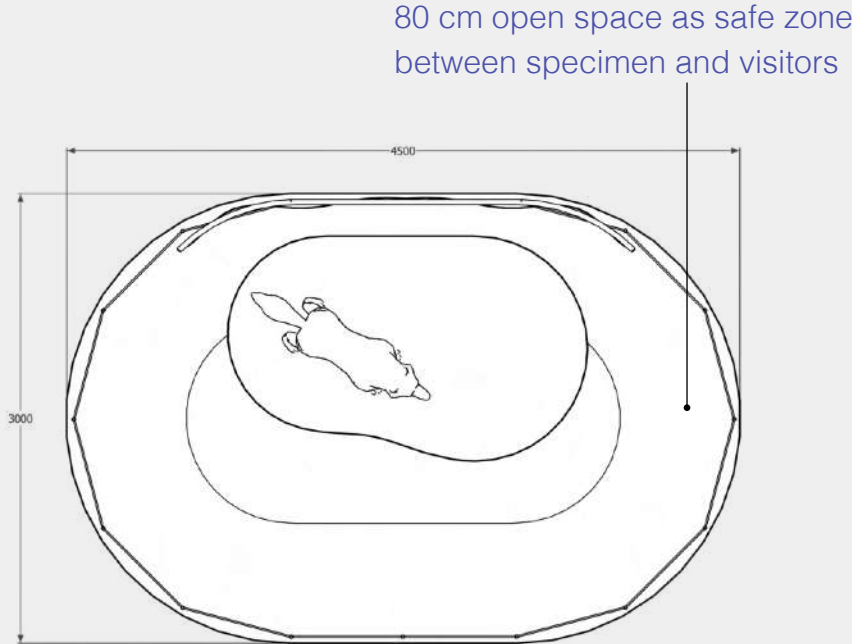
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# Interior design elements

Open dioramas feature a combination of natural and regular shapes. A printed fabric backdrop completes the scenography. A 80 cm safe zone around valuable specimen plus a 50 cm wire fence around the diorama ensures the safety of the collection.





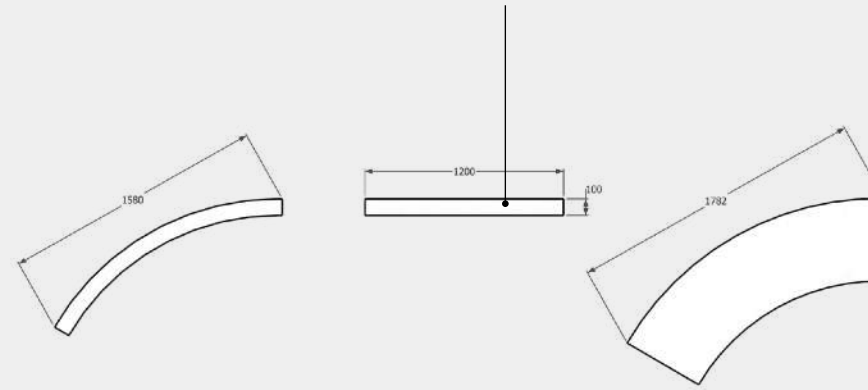
# Interior design elements

A modular system of straight and curved walls allows to create separations in the space. Subspaces with multimedia stations or individual content can be accomplished. The walls can display graphics, integrated screens, audio stations or small showcases, etc.

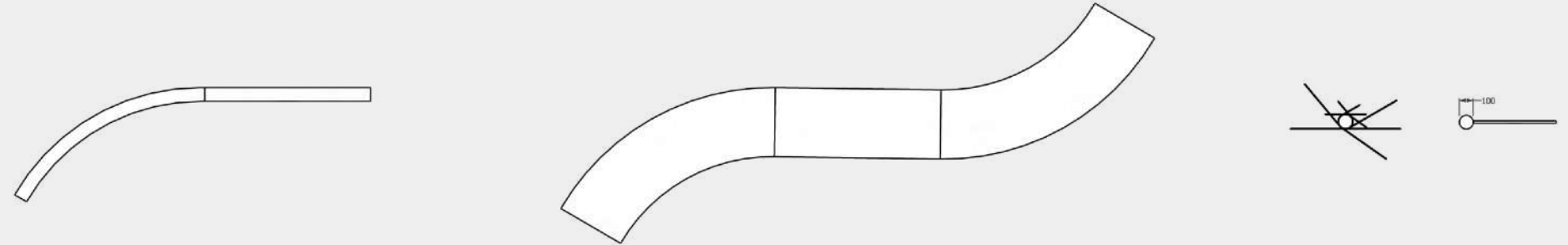
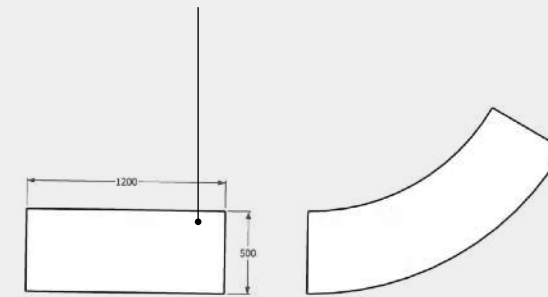
Following the language of the walls additional seating elements will be created. They can be combined in a modular way. Special elements like small showcases can be integrated in the seating.

Wayfinding elements are placed on strategic spots in the exhibition and point towards the zones. The signs have distinguished colours and icons allowing for easy recognition of the topics.

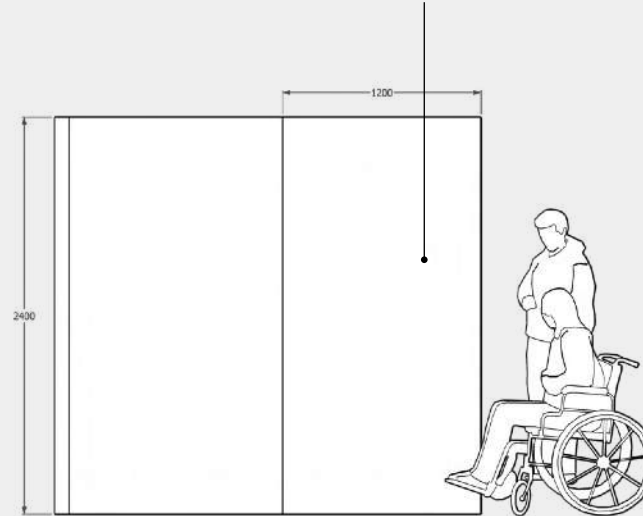
Modular wall elements complete the design set and allow to create separate corners



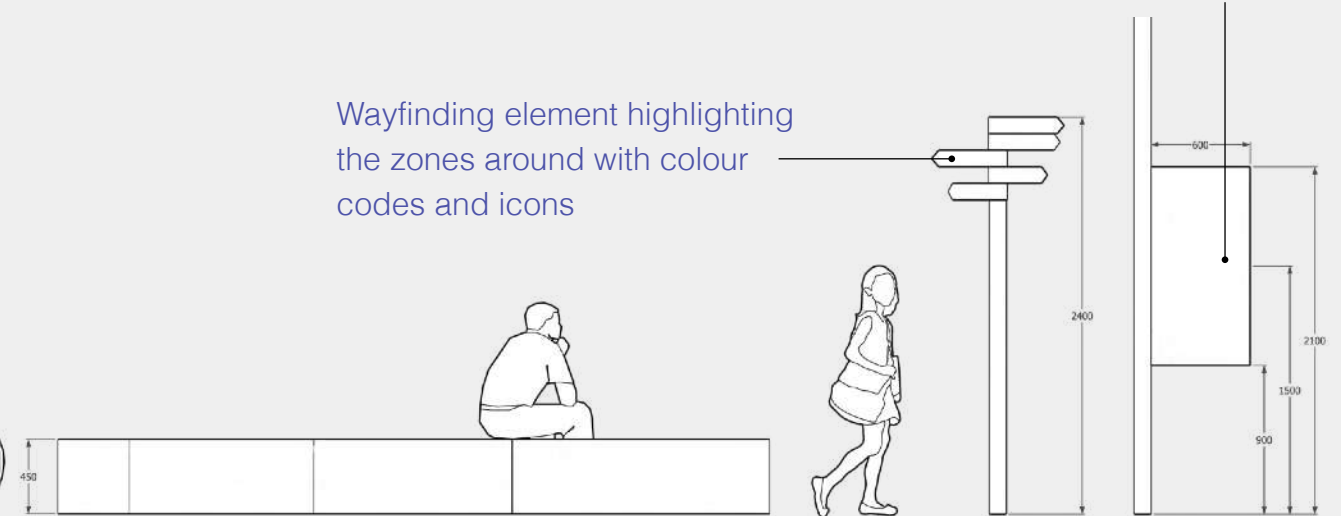
Modular seating elements made from bio based bricks with small show cases integrated



They can integrate show cases, screens, multimedia and graphics



Wayfinding element highlighting the zones around with colour codes and icons



Topic introduction boards for easy navigation

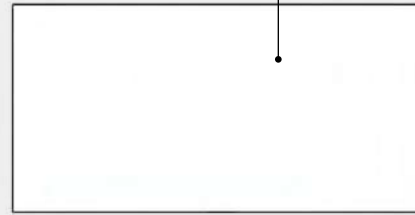


## Interior design elements

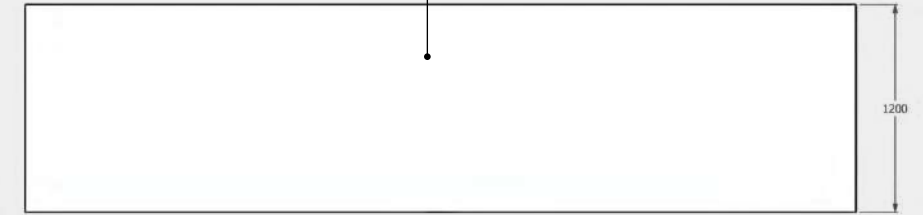
Vitrines for sensitive specimen and objects can be arranged throughout the space and connect seamlessly to wall and seating elements. They can also be free standing. A rhythm of 1.2 m allows variations in the size and arrangements.

The top lid can be equipped with spot lights. Additional spotlights can be placed along the edges of the vitrine. Depending on the final light situation in the open space specific vitrines can be equipped with UV protection coating on the glass.

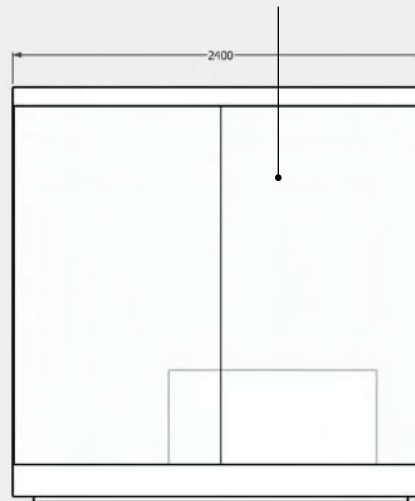
Modular vitrine set following a rhythm of 120 cm



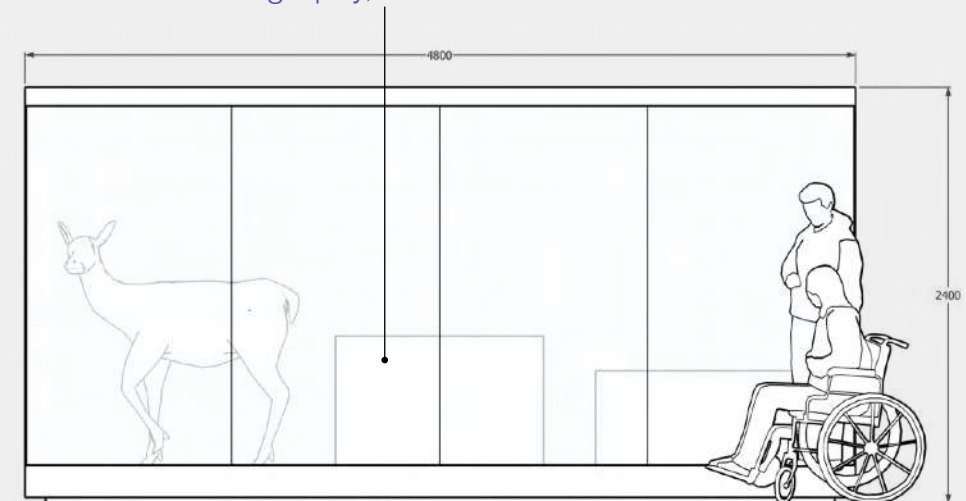
This show cases can accompany large parts of the collection and can be climate controlled



Glass with coating against UV light if necessary



Variation in the displays realised with different scenography, elements inside



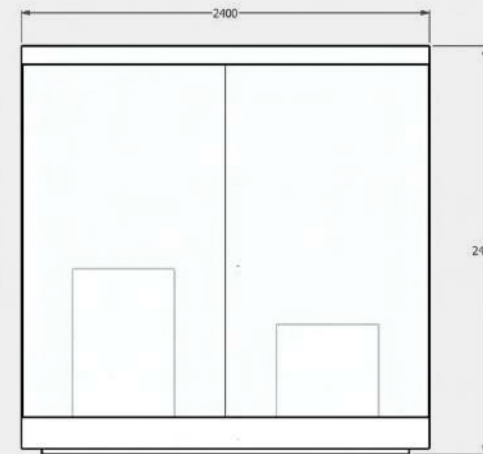
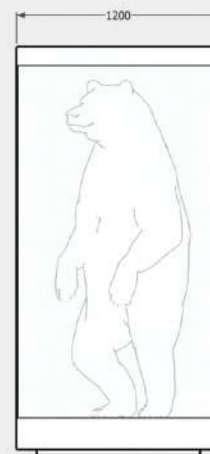
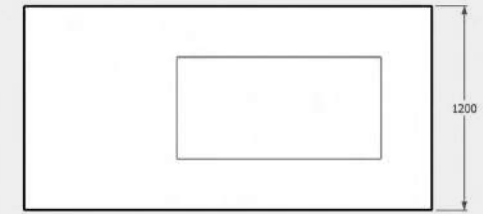
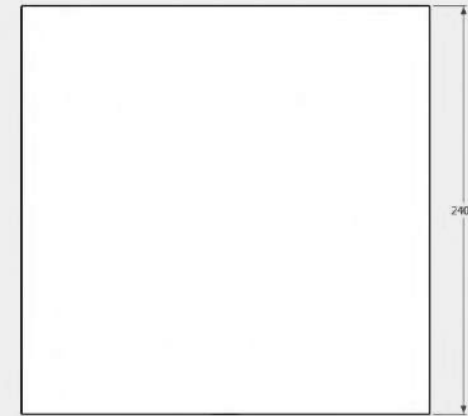
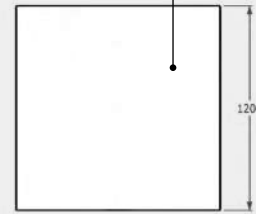


## Interior design elements

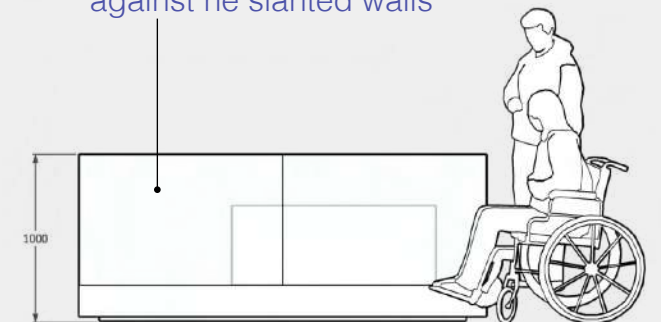
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The top lid can be equipped with spot lights. Additional spotlights can be placed along the edges of the vitrine. Depending on the final light situation in the open space specific vitrines can be equipped with UV protection coating on the glass.

Modular vitrine set following a rhythm of 120 cm



100 cm high showcase with glass top for the upper floor to be placed against the slanted walls

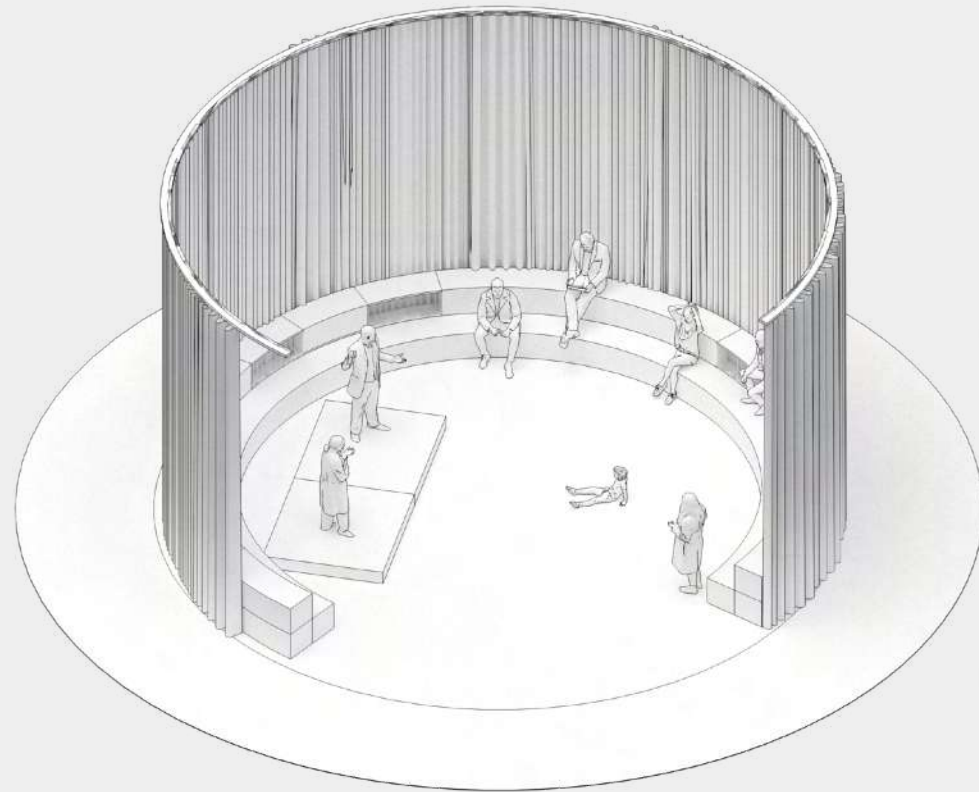




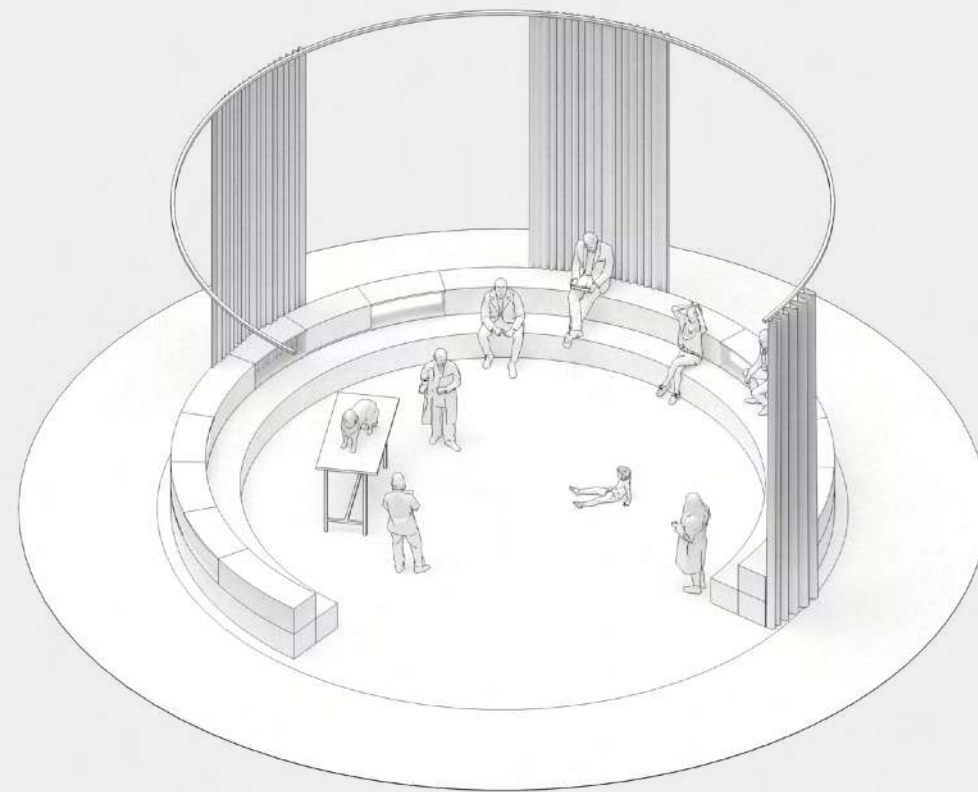
## *Interior design elements*

# Multipurpose Theatre

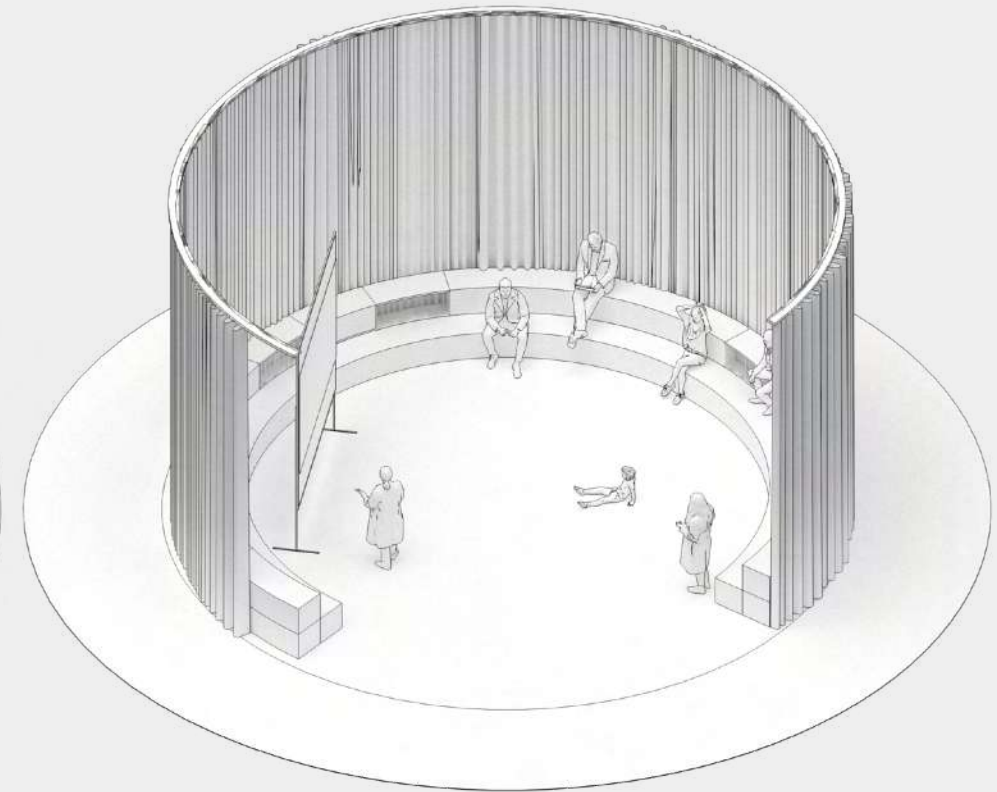
Besides the regular display of specimen and fossils this space can host several type of events. It can be closed with curtains and additional materials can be wheeled in from the near by storage created under the stair cases.



Speaker / Guest Lectures



Live Demonstration



Screen Presentation



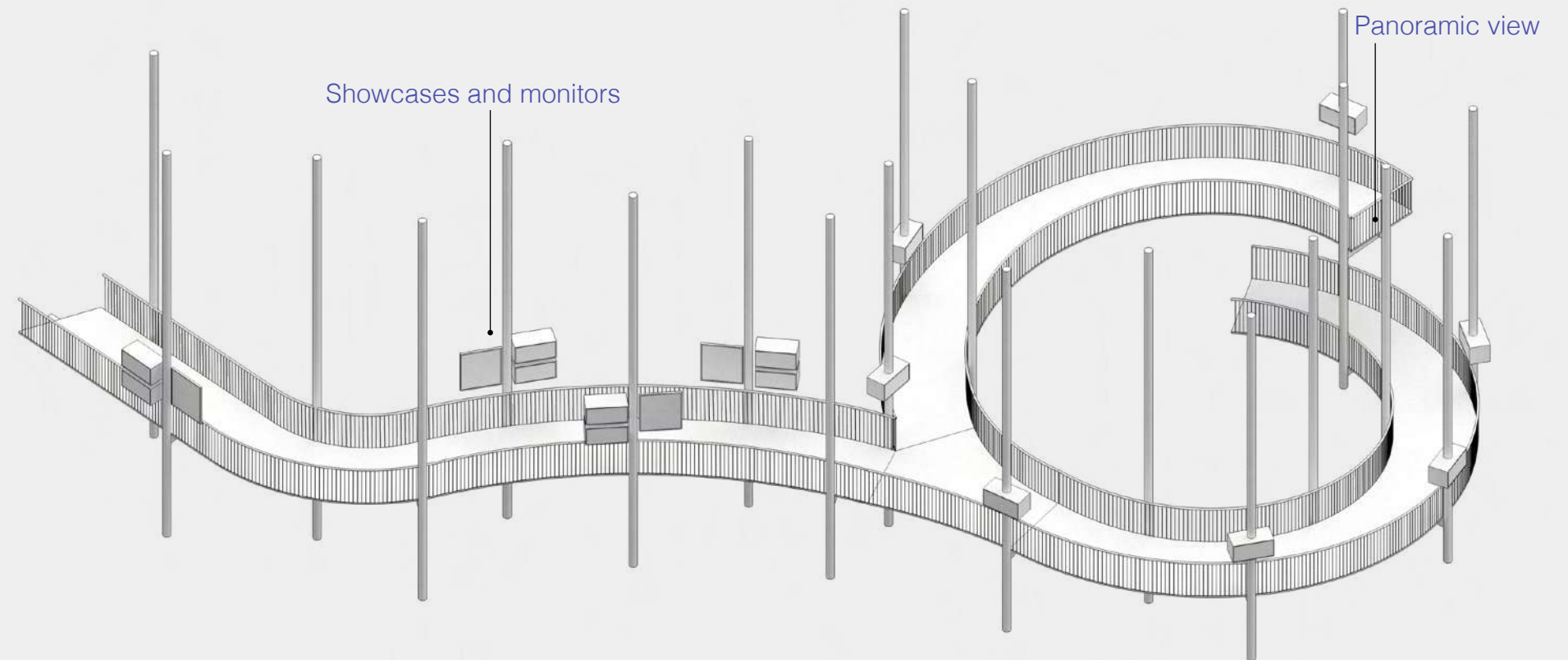
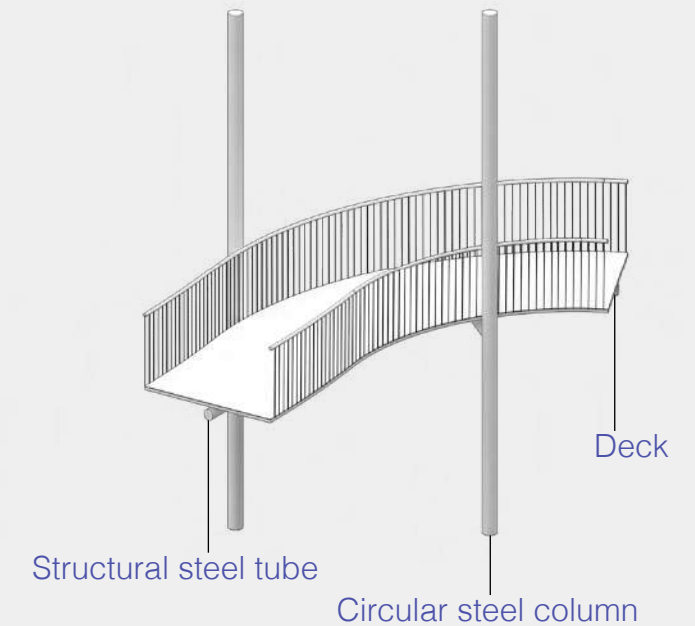
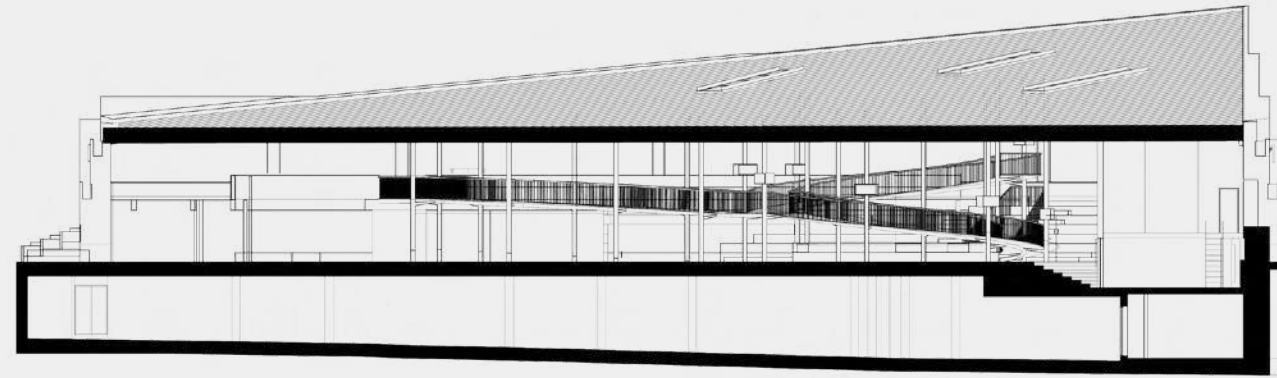
## Interior design elements

The **ramp** functions as a key transitional feature, linking the ground floor to the first floor while enhancing the overall visitor experience and guiding content flow within the museum.

Encircling the **multifunctional theater**—which spans a diameter of 10 meters—the ramp gradually ascends, reaching a height of **4 meters** at its highest point around the theater. This elevated section creates a **panoramic viewpoint** for observing both the museum's central installation and the surrounding exhibits.

Designed for universal accessibility, the ramp maintains an average slope of less than 8%, allowing easy passage for all, including wheelchair users. The structure is made from **steel**, supported by columns inspired by the trunks of trees typical of Estonian forests. These columns hold a central steel tube, forming the primary support for the ramp deck. The deck itself consists of a steel base overlaid with **wooden flooring** for a natural, comfortable walking surface.

With a generous width of 2 meters, the ramp easily accommodates the side-by-side passage of two wheelchairs. The steel structure will be **fire-resistant**, painted, and coated with a textured finish resembling tree bark to blend harmoniously with the museum's natural theme. **Showcases and monitors** are positioned along the ramp and attached to the columns, enriching the visitor experience through curated displays and digital content.





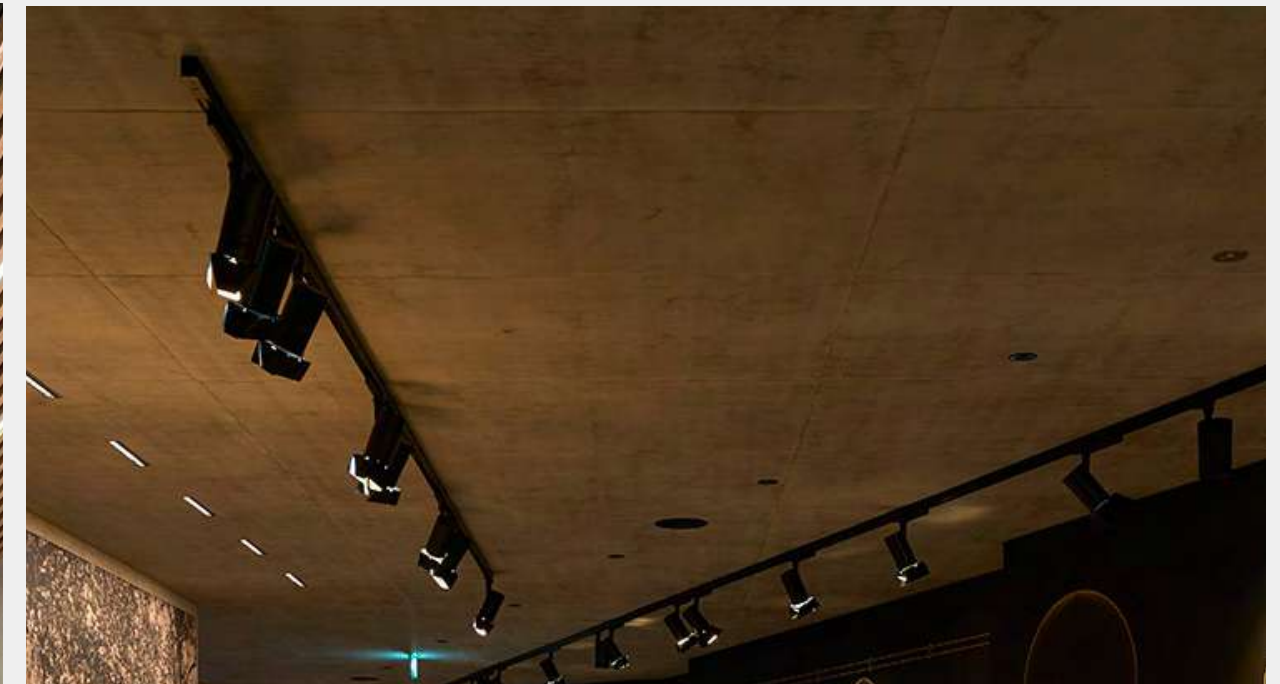
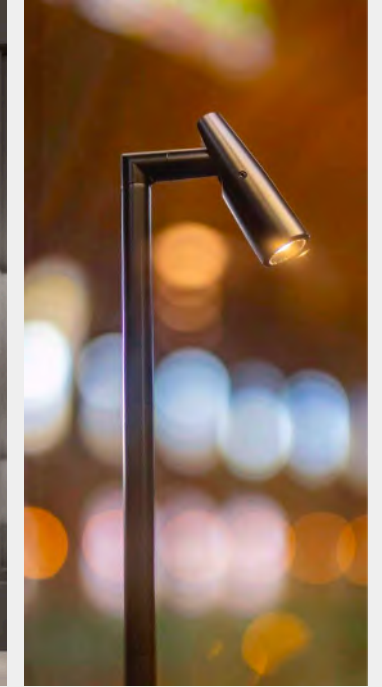
# Lighting

The museum's **lighting design** integrates natural light from ceiling windows with thoughtfully placed artificial lighting, addressing the challenges of the high ceiling. Ambient lighting will be achieved through **fixtures mounted on the ceiling**, creating a soft, even illumination across the ground floor.

To enhance the exhibit experience, **focused spotlights** will be strategically installed along the **columns of the ramp** and additional free-standing poles on the ground floor. These spots will highlight key dioramas, exhibits, and graphic elements, ensuring visibility and emphasis where needed.

On the upper floor, a **suspended light rail** will run along the balcony, offering targeted lighting for specific exhibits below and along the walls. Wall-mounted spotlights will complement this system to illuminate displays at eye level.

For **specialized specimen lighting**, we will work closely with experts to design solutions that are both visually effective and ensure the preservation of the specimens. This approach maintains a balance between aesthetic appeal and conservation requirements, aligning with the museum's mission to celebrate and protect the natural world.





# Universal Design

All stations should also be available to people with disabilities as much as possible. To ensure this accessibility the stations should meet the following basic principles.

All texts, icons and visual language should be inclusive language to any gender or ethnicity.



## For wheelchair visitors:

- See what is on the screen and interact with it through touch (interactive elements are placed in range area of the use, close to the edge of a table or in the bottom of the screen on a wall)
- Reach items to pick up loose samples to examine them visually and physically
- In case of motion tracking stations: their upper body should be tracked while legs are filled in by the computer



## Blind and visually impaired, readability:

- When possible provide samples that people can touch and have interesting textures when relevant (fur/skin samples, natural elements and textures or bone samples).
- Icons could be applied to help communicate tasks in limited wording.
- Vocabulary used should be accessible to children and people that are not strong readers.
- Text size should be large enough and at proper reading height. If text is smaller high contrast needs to be ensured.
- Communicate larger bits of content through illustration and animation rather than reading
- Extra: Providing some reference samples that visually impaired visitors can touch to compare their sample to.



## For deaf or hearing and visual impaired:

- All animations/videos feature a voice over and subtitles in Estonian, the language of the whole station can be changed to English.



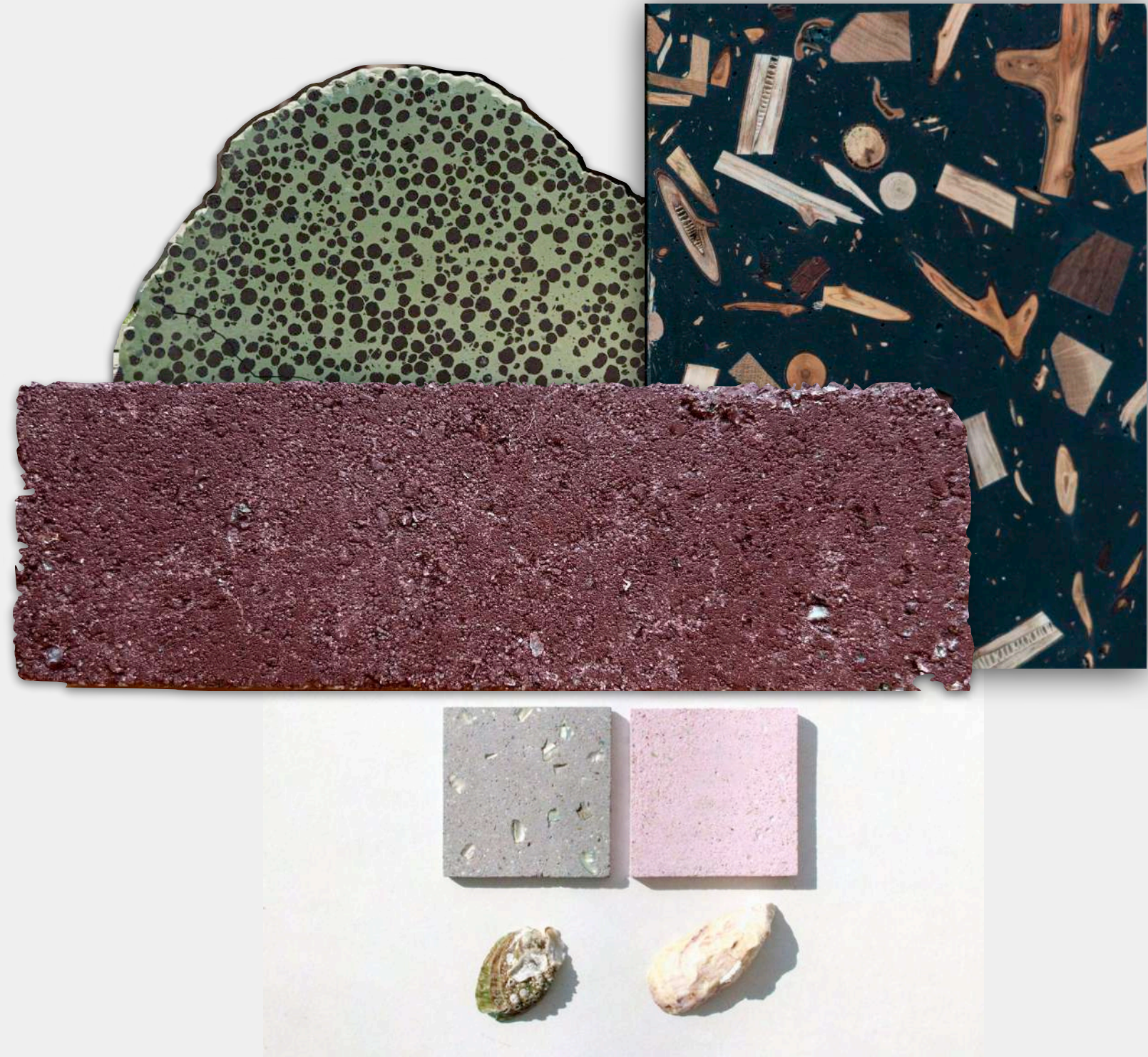
# *Planet-proof design*

We are conscious of what we create and strive to make design choices based on both quality and environmental impact. We feel the urgency to push exhibition design to be more sustainable.

But as we explore the field of sustainable and circular design a valuable lesson learnt is that there's no best practice or toolkit that works for every project. Instead we apply our creativity to the project to find the best tailored outcome with the smallest environmental impact, connecting the right dots while keep the right goals in mind.

Within collaboration with partners and clients we love to experiment with different approaches to lower the impact and footprint of our designs. CNC mill waste, leftover production- and construction materials and furniture from museums storage or past exhibitions are some of the starting points for sustainable projects.

Our work alone will not solve the problem, but we like to contribute and foster a new way of thinking and valuing resources and products. Putting more effort in the way we design to ensure a longer lifespan and look for smarter ways to deal with waste that still can have a value and use.

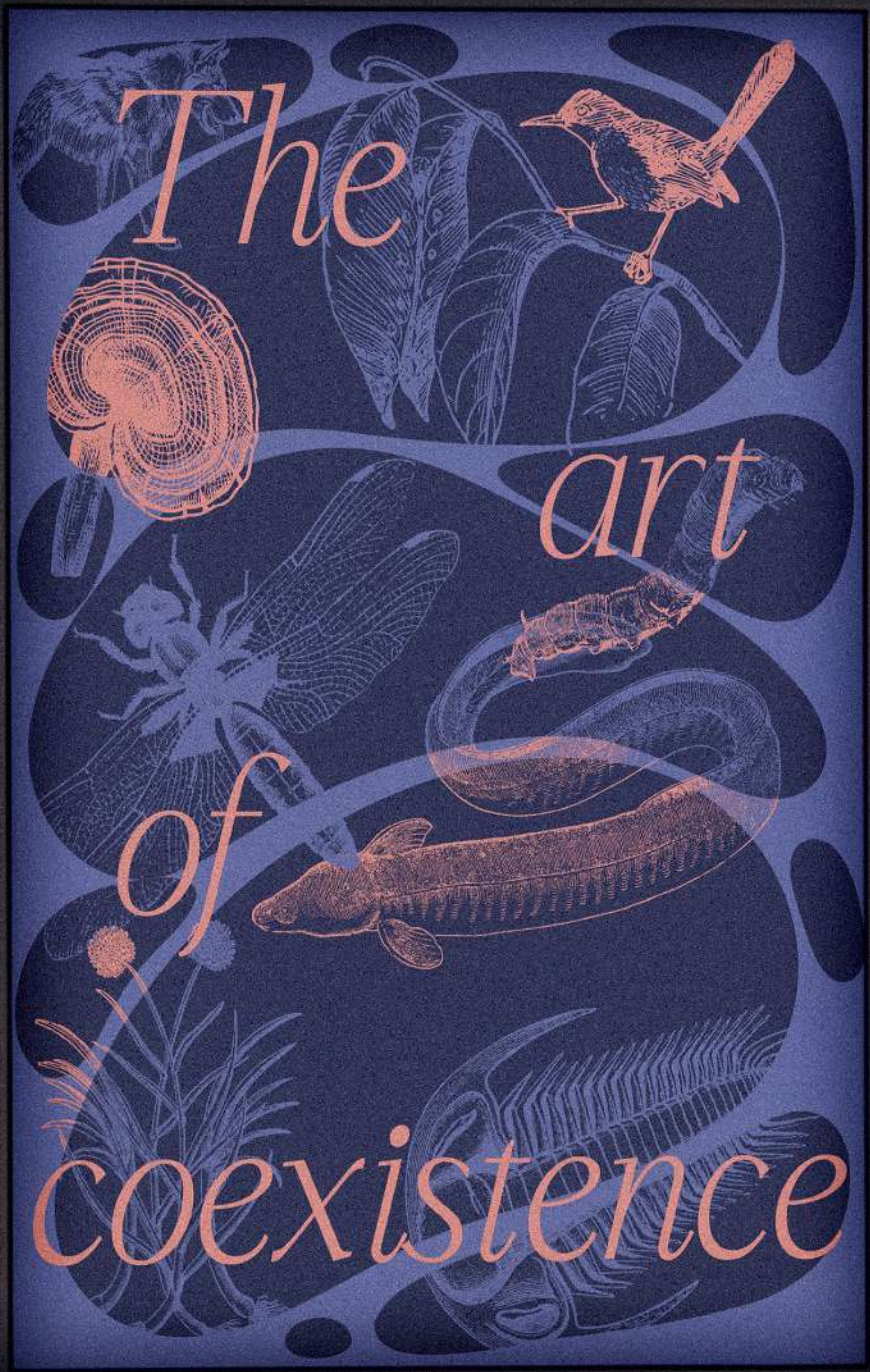




# GRAPHIC APPLICATIONS



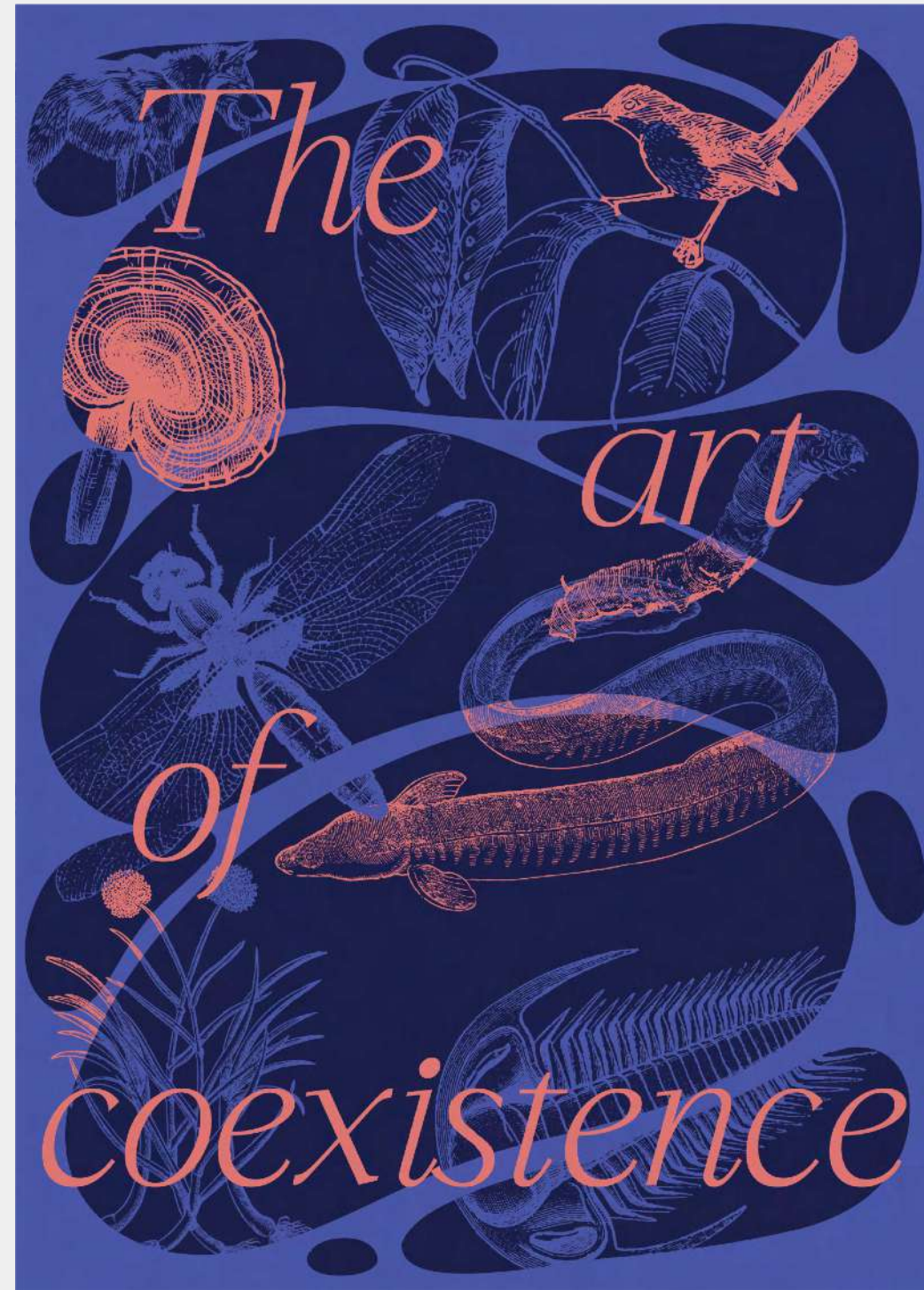






## Exhibition Poster

The museum's **manifesto** embodies the essence of our concept, “**See the Unseen.**” The combination of **Light Coral** and **Slate Blue** serves as a visual cue to the **duality** of seen and unseen, symbolizing the relationship between **humanity** and **nature**, as well as the **interconnectedness** among Earth's diverse inhabitants. The **title** font is clear and legible yet conveys a certain **fragility**, hinting at the delicate nature of this relationship. Additionally, **illustrations** of various living beings create a world waiting to be explored, making the invisible bonds between all life forms even more apparent. The composition is further enriched with a **pattern** inspired by **Estonian bogs**, adding an organic touch and emphasizing a deep connection with **Estonia**.



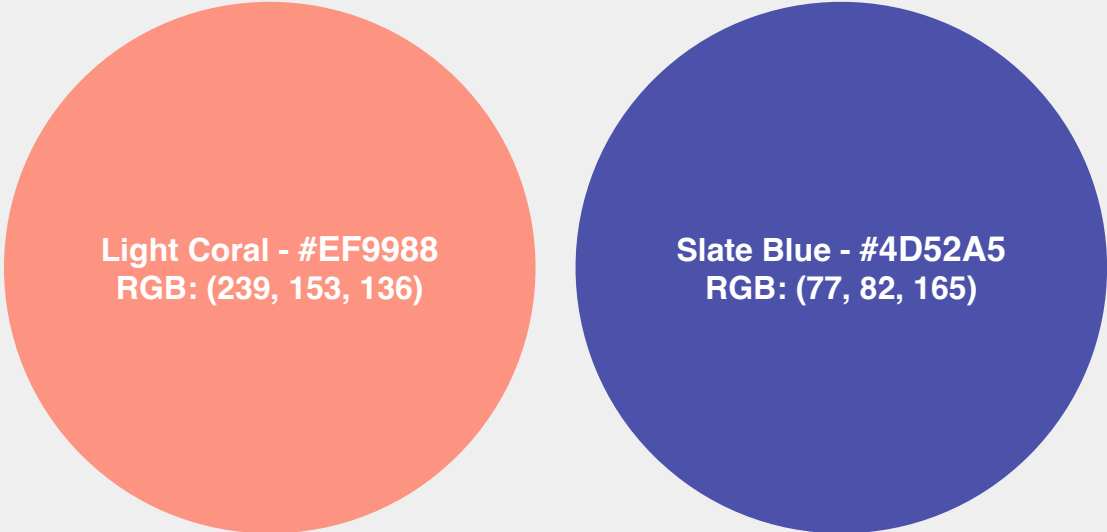


# Colour Scheme

**Nature is full of color, and this vibrancy is subtly expressed through our design choices.**

The interior design uses muted, natural materials that highlight the environment's organic textures, while graphic elements add a striking layer that energizes the space. Wayfinding elements and graphic panels stand out, guiding visitors through each zone with clear visual cues. Our color scheme now centers on a primary duo of **Light Coral** and **Slate Blue** to symbolize the harmony between nature and humanity. Additional supportive colors—such as **Dark Indigo**, **Beige Sand**, and **Lime Green**—enhance each thematic area, creating a nuanced visual experience. This palette embodies the idea of coexistence, where nature's dynamic colors blend seamlessly with thoughtfully curated, supporting hues.

Main colors



Additional colors





# Typography

For the project we propose a thin serif font for headlines that resonates with the topic. The font is elegant and fragile as other elements in the space relating to the delicate balance in nature. For running text we propose a functional font for maximum readability and accessibility.

Estonian  
(Regular)

**Kooselu kunst**

**Kuidas loodus kujundab elavat maailma**

**Ühe ööga võib pargi-nahkhiir läbida üle 200 km.**

English  
(Light)

**The Art of Coexistence**

**How Nature Shapes the Living World**

**A park bat can travel more than 200 km in one night.**

Title  
**Non Ophelie Display**

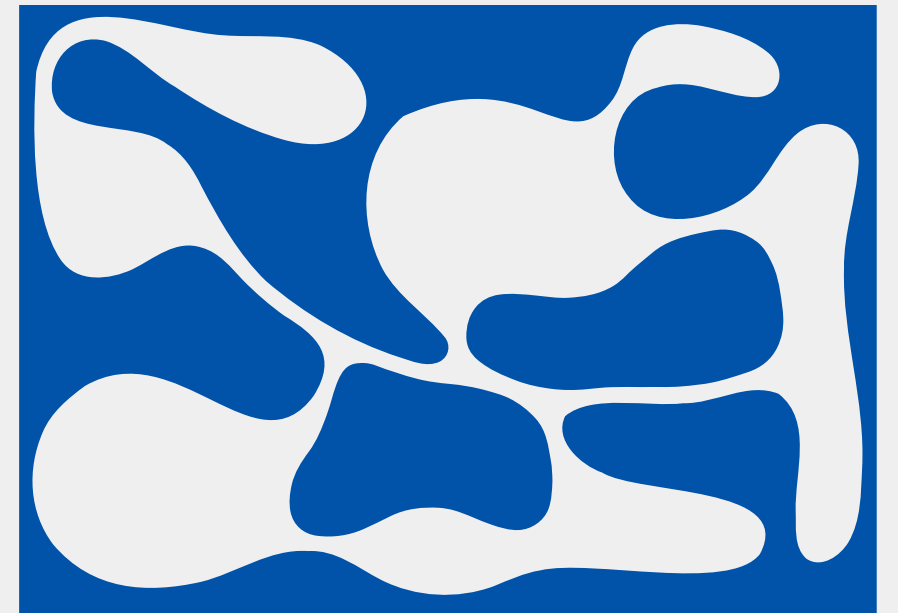
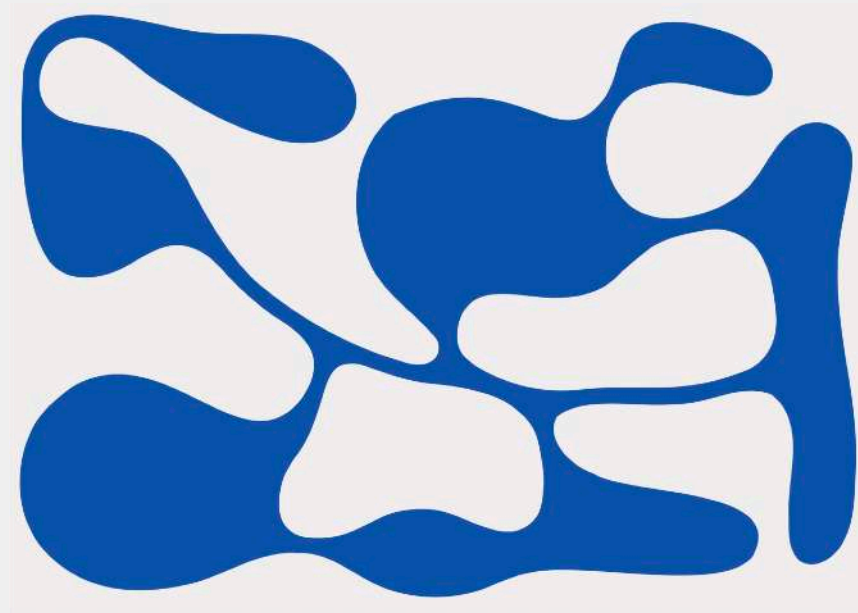
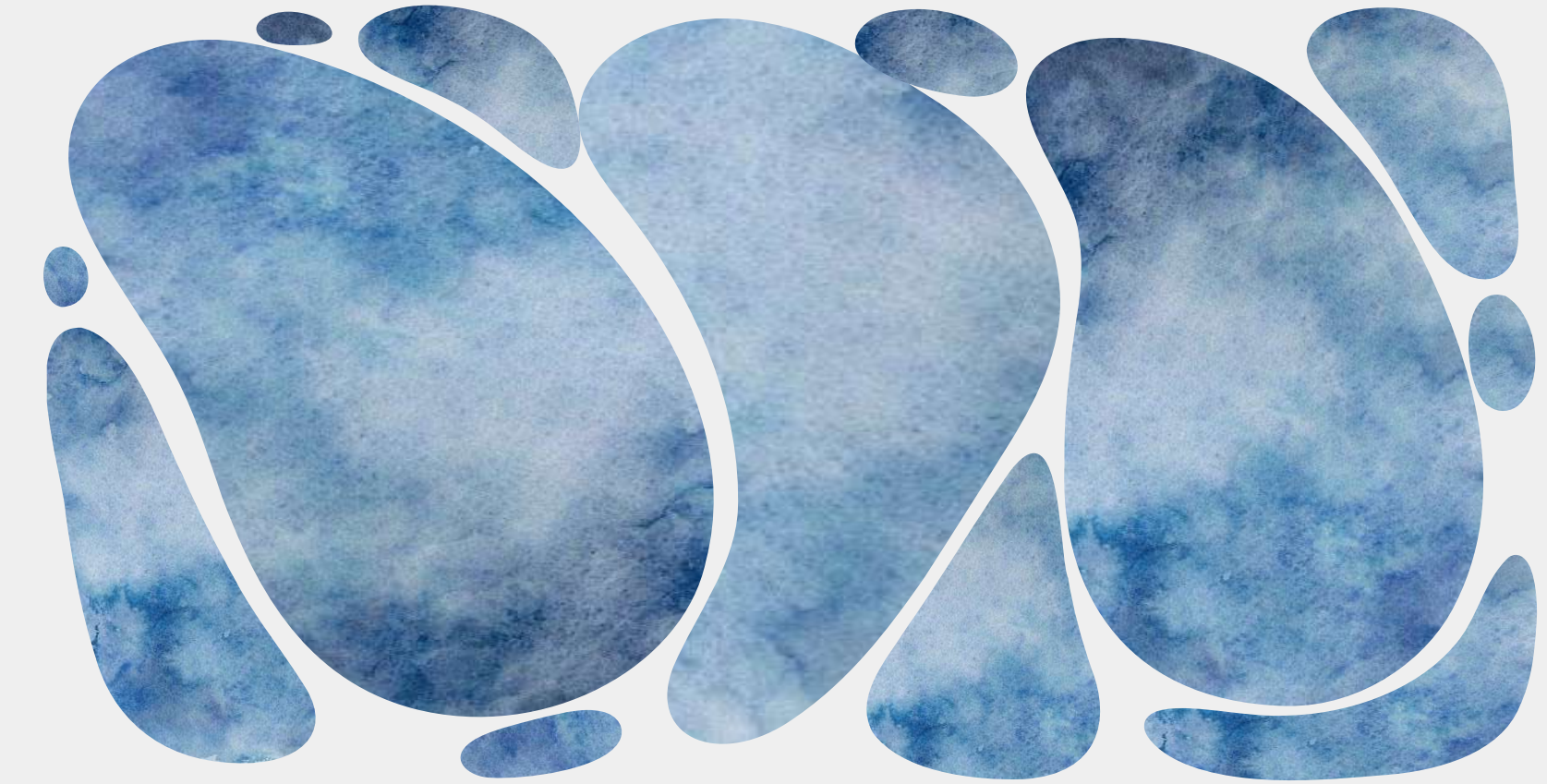
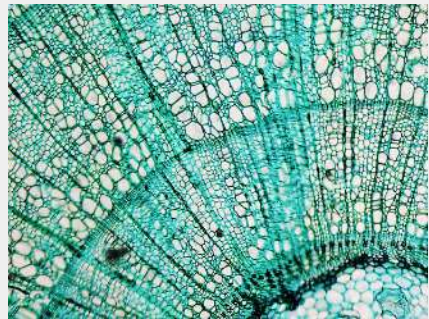
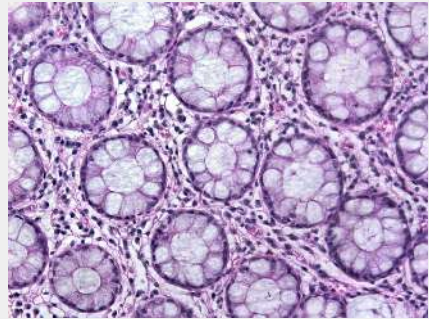
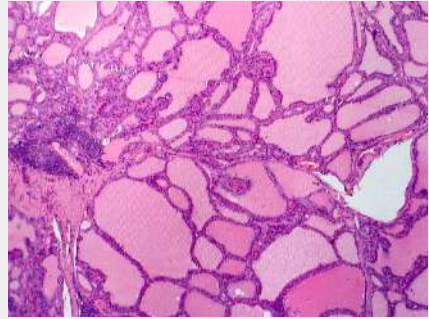
Headline  
**Non Ophelie Display**

Label Text  
**Helvetica**



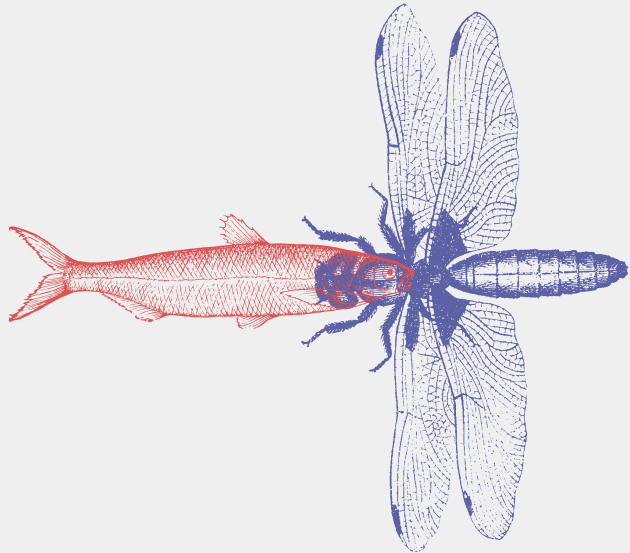
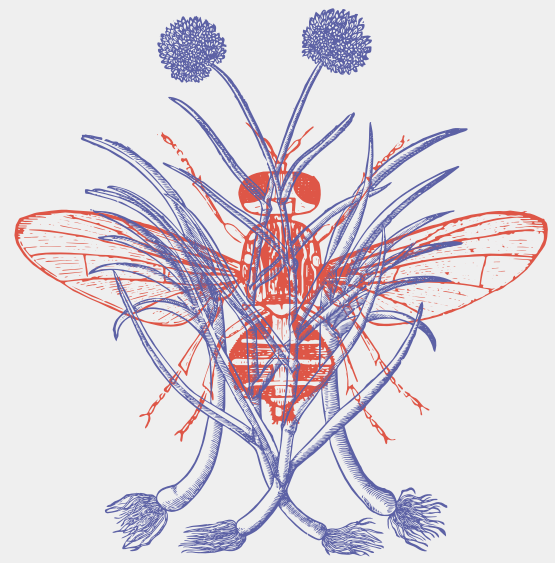
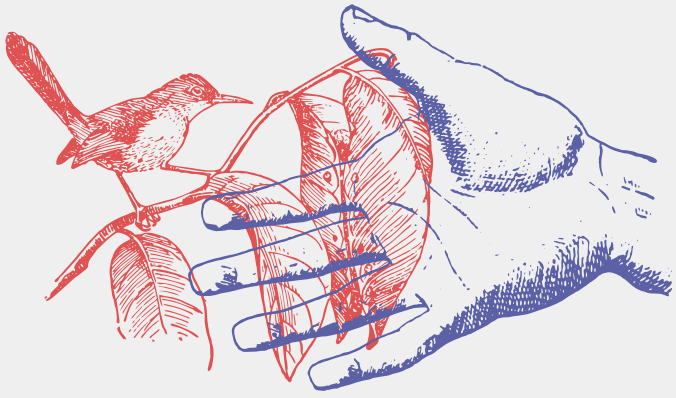
## *Types of Images*

We propose combining micro and macro images to create abstractions of nature's patterns. These patterns can be identified at different scales—from the smallest cellular structures to larger landscapes, like Baltic bogs. The organic shapes shown here are inspired by natural forms and can be adapted as graphic elements with loose watercolor marks for key visuals and design elements.





*Types of Images*





*Wayfinding*



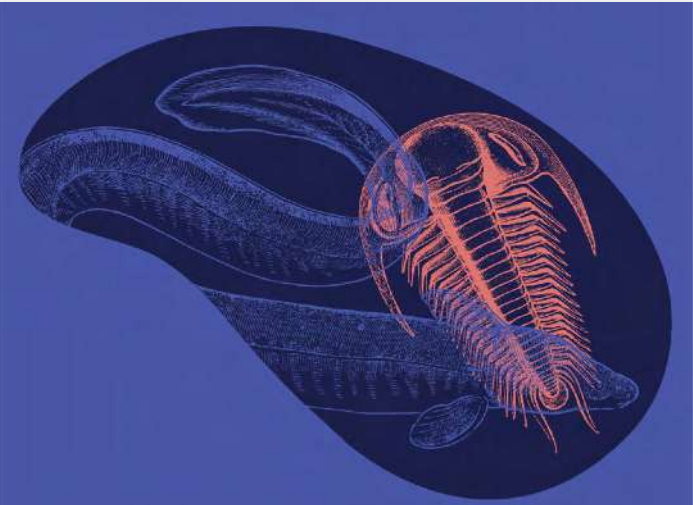
*Topic Panel*

*Topic Panel*



# Topic Panels

The **Topic Panels** will be essential in providing visitors with descriptions of the various areas. As in the rest of the visual design, the two primary colors—**Light Coral** and **Slate Blue**—will be consistently present. Additionally, each panel will feature a **unique supporting color**, giving each one a distinct look while maintaining a cohesive visual identity across the exhibition. To ensure continuity with the manifesto, each panel will also include two **illustrations** of key figures from that area, symbolizing the **invisible connections** between them. These illustrations will be framed within a shape inspired by the **Estonian bogs**, reinforcing an organic aesthetic and a strong connection to the local landscape.

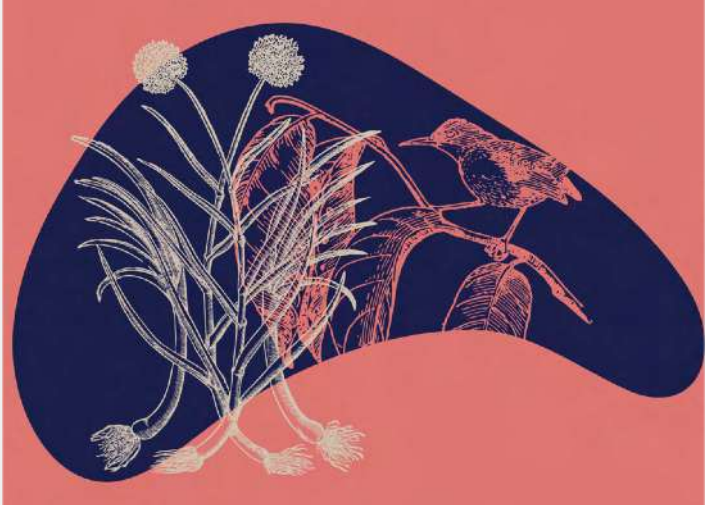


## Ookeaniarhiiv Elu pärast jääaega

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## Ocean Archive Life after the Ice Age

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## Fragile Survivors Nature has rights

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## Muutuste tsüklid Rändlinnud

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## Cycles of Change Migratory Birds

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## Wayfinding

For the **wayfinding** system, we drew inspiration from **road signs** to evoke a sense of navigating through nature. Each section will have a wayfinding sign that matches the **colors of its corresponding topic panel**, creating a cohesive visual link. Additionally, a small shape inspired by **Estonian bogs** will be featured on each sign, containing an illustration of one of the key figures for that area.



Ookeaniarhiiv  
*Ocean Archive*



Muutuste tsüklid  
*Cycles of Change*



Kivide kroonikad  
*Chronicles of Rocks*



Voimas ehitaja  
*The mighty builder*



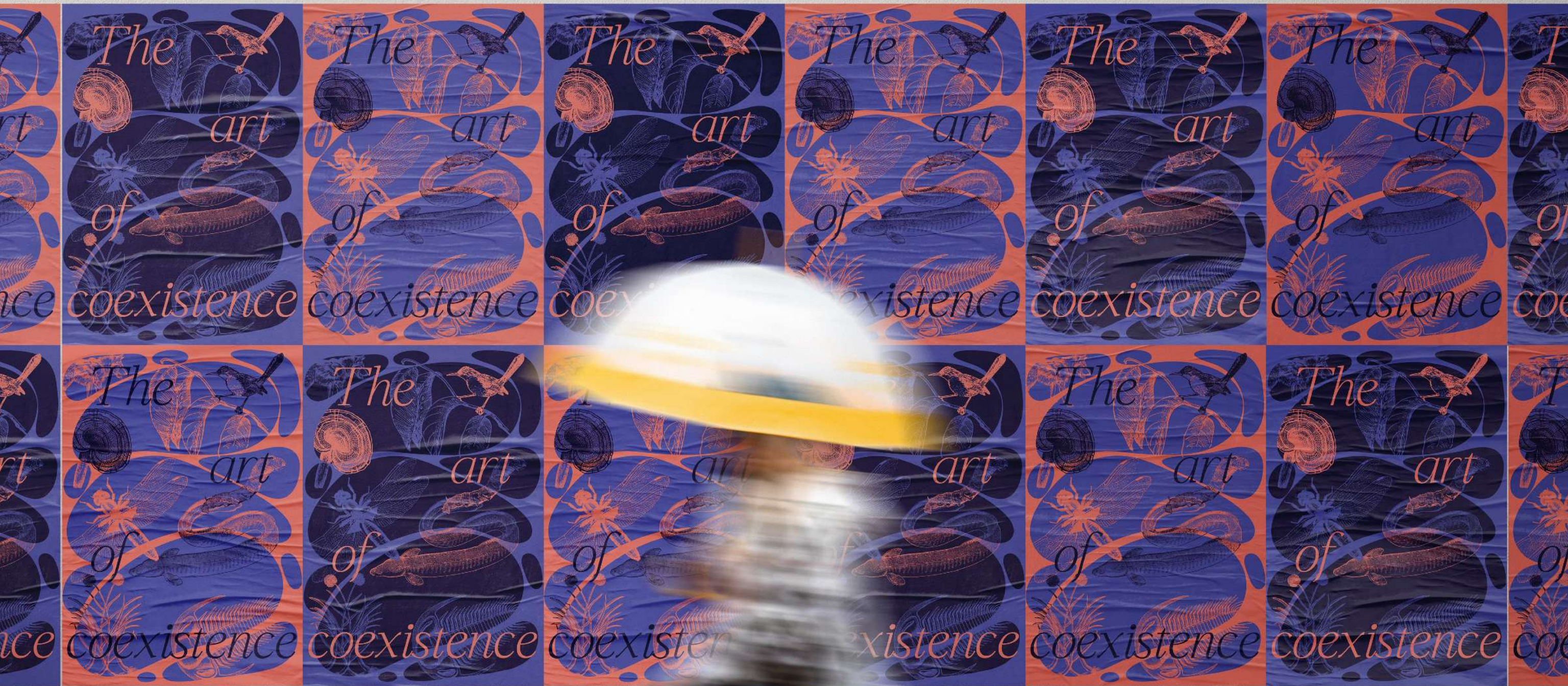
Ornad ellujääjad  
*Fragile Survivors*



Peidetud ühendused  
*Hidden Connectors*











Thank you