



The area of Experimenta – Das Science Center in Heilbronn Germany has been extended with a pavilion in which the brand new exhibition AI Insights and Visions has opened. An interactive exhibition where you as visitor everything discover about AI or Artificial Intelligence.

In Heilbronn, a large campus specifically dedicated to AI is being built. The foundation of which Experimenta is part also participates in the campus. The new pavilion is located next to the museum and teaching programmes for schools are also being set up.

The aim of the exhibition is to allay fears and show exactly what AI is all about. The exhibition tells and inspires about the history of AI, the current applications and the future of AI. Highlighted themes are Auftakt, Werkstatt, Chancen and AI Sound Art.



Authority

Experimenta gGmbH
Experimenta-Platz
74072 Heilbronn
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Surface area

186 m²

AI-Insights and Visions

For Bruns, the exhibition AI Insights and Visions is the first developed and realised exhibition entirely about AI. Bruns was main contractor and together with Yipp and Ata Tech, the various mainly multimedia exhibits were created. Everything according to the design of design agency NorthernLight.

Special about this project was mainly reading into the content. The team has read and immersed themselves well in the subject matter. That was very important for the creation of the exhibits. Indeed, the downside of AI is that it renews itself so quickly. At the moment an exhibit was conceived, it could be obsolete within a year or six months. Thus, an effort has been made to make the section dealing with current applications as timeless as possible, allowing it to move forward for a certain period of time. The use of materials in this exhibition is also progressive. Extensive use was made of sheet material made from recycled Polyethylene terephthalate (PET).

AI Insights and Visions is a highly revamped exhibition, an eye-opener for many visitors!

Destination

Science Center

Type of exhibition

Permanent

Project director

John Bootsman

Design

NorthernLight

Capital C

Office 5F

Weesperplein 4B

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Start

September 2022

Delivery

April 2024

