


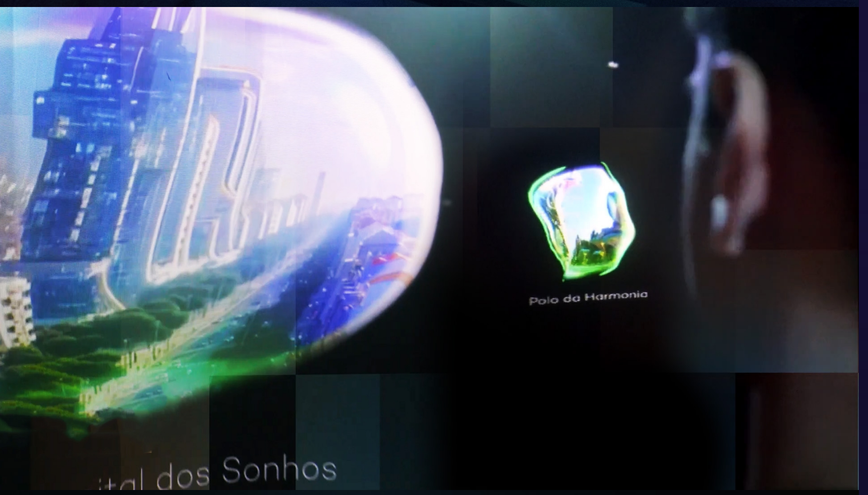


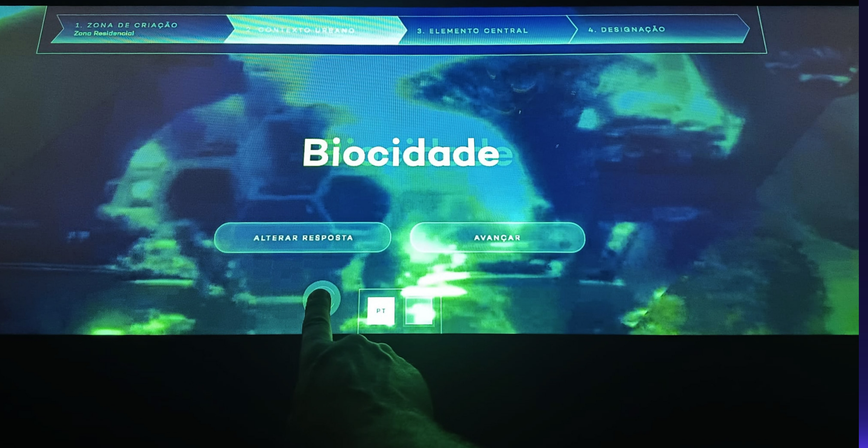


## THE PROBLEM

Urban futures are complex and abstract, making them difficult to grasp through static exhibits. The museum sought an interactive way for visitors to actively shape and explore Lisbon's possible futures.

## SOLVED BY

An AI-driven interactive room that lets visitors actively shape and visualize possible futures of Lisbon – from exploring past visions of the city, to defining ideological choices through a quiz-based interface, and experiencing the resulting future in a 360° AI-generated projection, alongside a live data visualization of Lisbon's energy, weather, and mobility.

## OUR ROLE

*Technical Direction*
*Interaction Design*
*Gamification & Choice System Design*
*Touchscreen App Development*
*Immersive 360 Projection*
*Generative AI Integration*
*Generative Live Data Visualization*
*Design & VFX Production*

### INTERACTIVE GAMIFIED CITY CREATION

Visitors shape their version of Lisbon by answering value-driven questions. Each choice reflects ideological priorities and directly influences how the city is designed.

### IMMERSIVE AI-GENERATED 360 PROJECTION

The city created by visitors is revealed in a fully immersive 360° environment, where AI translates their choices into multiple speculative futures of Lisbon.

### CITY LIVE DATA VISUALIZATION

A live data-driven projection translating Lisbon's energy, weather, and mobility feeds into continuously evolving generative visuals, connecting imagined futures with real urban conditions.

# Lisbon of the Future

*Interactive installation to reimagine Lisbon with AI*

PLAY VIDEO

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