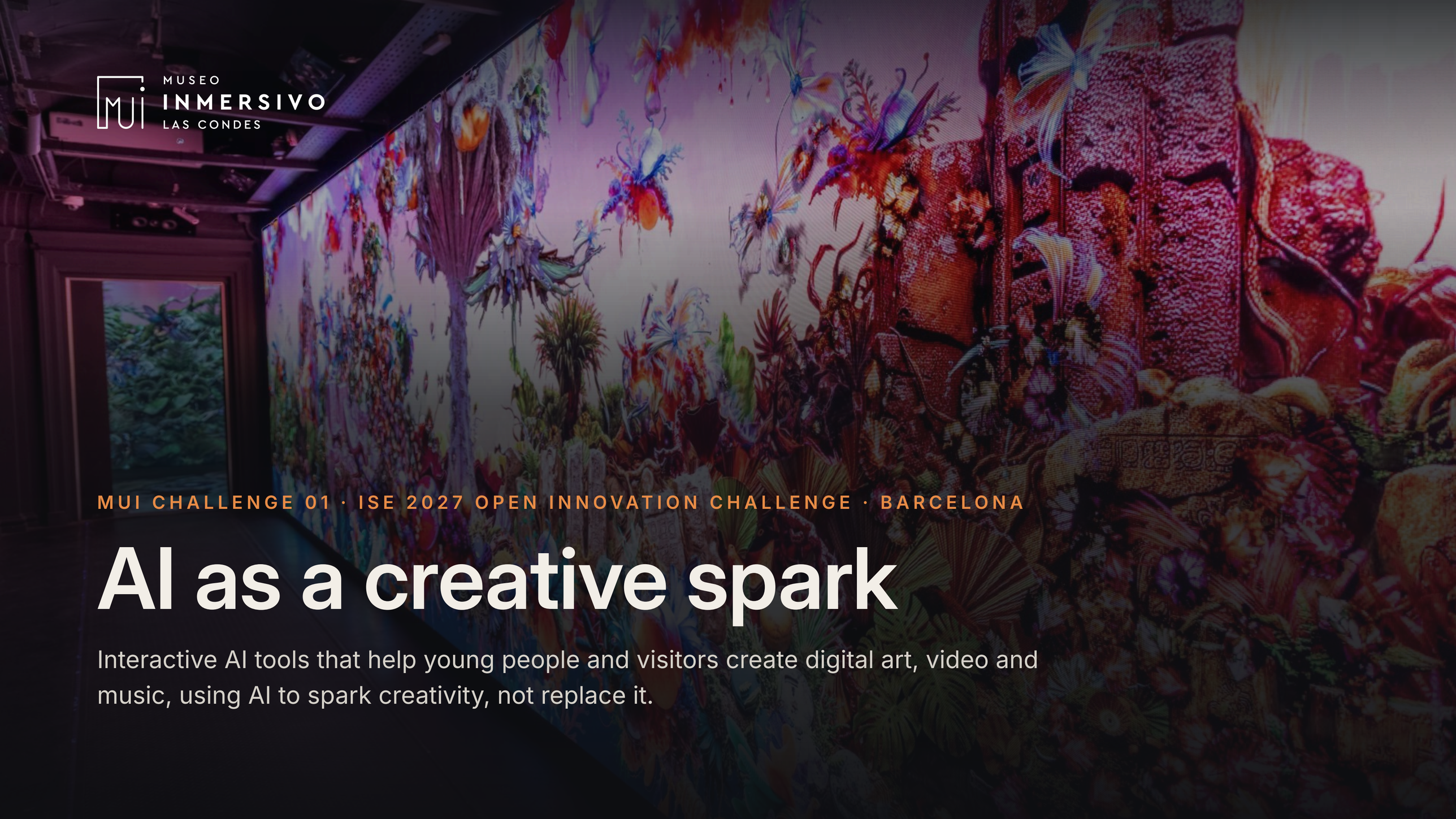


MUI CHALLENGE 01 · ISE 2027 OPEN INNOVATION CHALLENGE · BARCELONA

AI as a creative spark

Interactive AI tools that help young people and visitors create digital art, video and music, using AI to spark creativity, not replace it.

THE CHALLENGE

Make AI a tool that anyone can create with, in a short museum visit

Most AI tools are built for professionals or work as black boxes. We want young people and visitors with no technical background to discover AI as a creative partner: playful, guided and understandable.

01 Create digital art, video or music with AI in a few minutes, step by step

02 Show how AI works and where the visitor’s own creative choices matter

03 Run on site with open-source models, with no dependence on cloud services

04 Share visitors’ creations in the museum’s living gallery

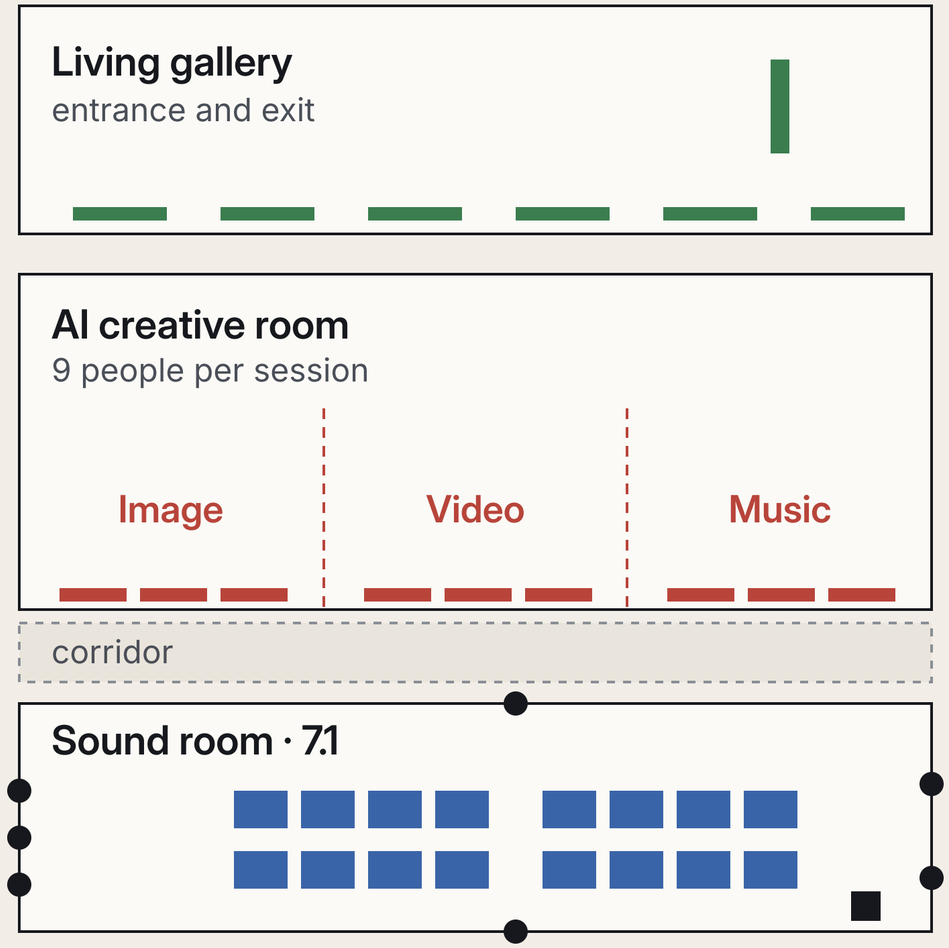
WHERE IT HAPPENS · FLOOR 2 CREATIVE LAB · MARCH 2027

A new floor designed to make and show

Living gallery
Entrance and exit. Shows museum works and what visitors create in the lab.

AI creative room
The heart of the floor and the space for this challenge. Up to 9 people per session.

Sound room
7.1 immersive listening for 16 people.



Floor 2 schematic, not to scale.

THE AI CREATIVE ROOM

Three studios, open-source AI running on site

Image

Images generated in seconds from what visitors draw, say or show to a camera.

Concepts in development: Alchemist Mirror · Idea Machine

Video

Visitors bring a still image to life, or see themselves transformed over time.

Concepts in development: Living Painting · Time Mirror

Music

15-second tracks composed with AI to score the visitor’s own artwork.

Concepts in development: Soundtrack of your Artwork · Atmosphere Table

3
touch stations of 43" and one 65" screen per studio

9
people per session

On site
GPU servers in the museum, no cloud dependence

ABOUT THE MUSEUM

Chile’s first permanent immersive audiovisual museum

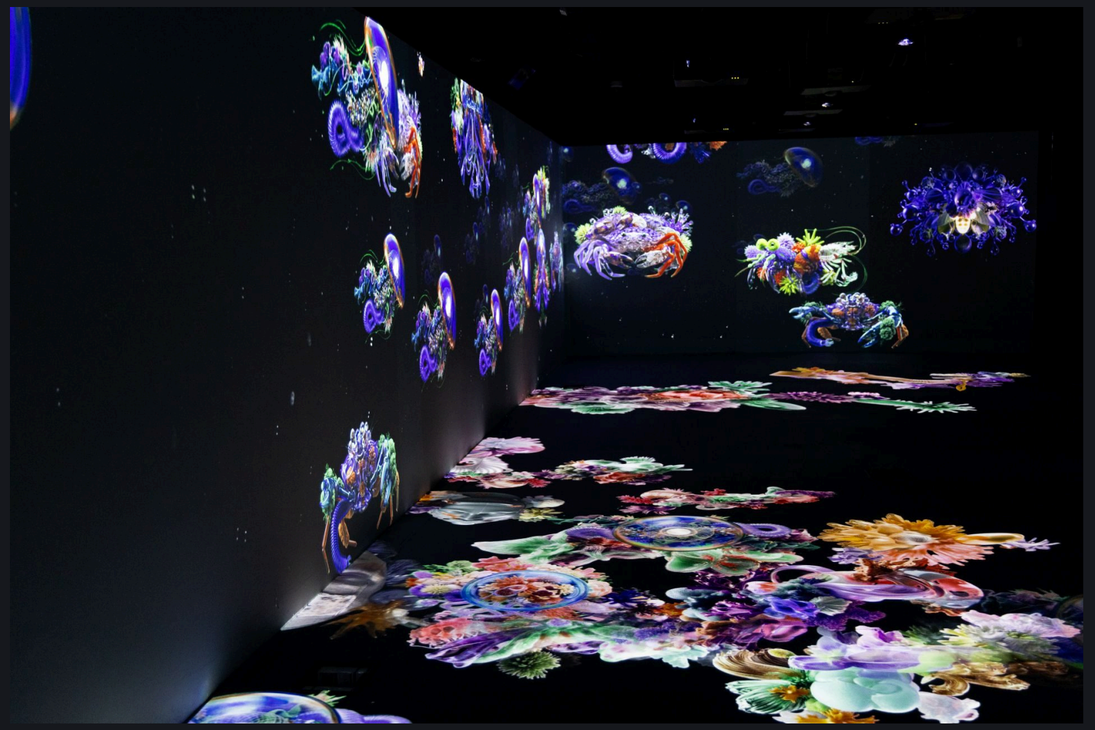
Museo Inmersivo Las Condes (MUI), in Santiago, opened in 2015 and was fully transformed into an immersive museum in August 2026. It is operated by the Corporación Cultural de Las Condes.

290+ m²
laser projection

76 m²
LED walls and floor

42 M
pixels

16
LiDAR sensors, immersive sound in every room





WHAT MUI OFFERS

Pilot with a working immersive museum

Live space

The new AI creative room on Floor 2, opening in March 2027.

Real audience

General public, schools, tourists and private groups.

In-house team

Our technical team integrates and operates the solution with you.

Visibility

A reference case as Chile’s first permanent immersive museum.

TYPE OF COLLABORATION

Pilot or proof of concept · Co-development

CONTACT

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