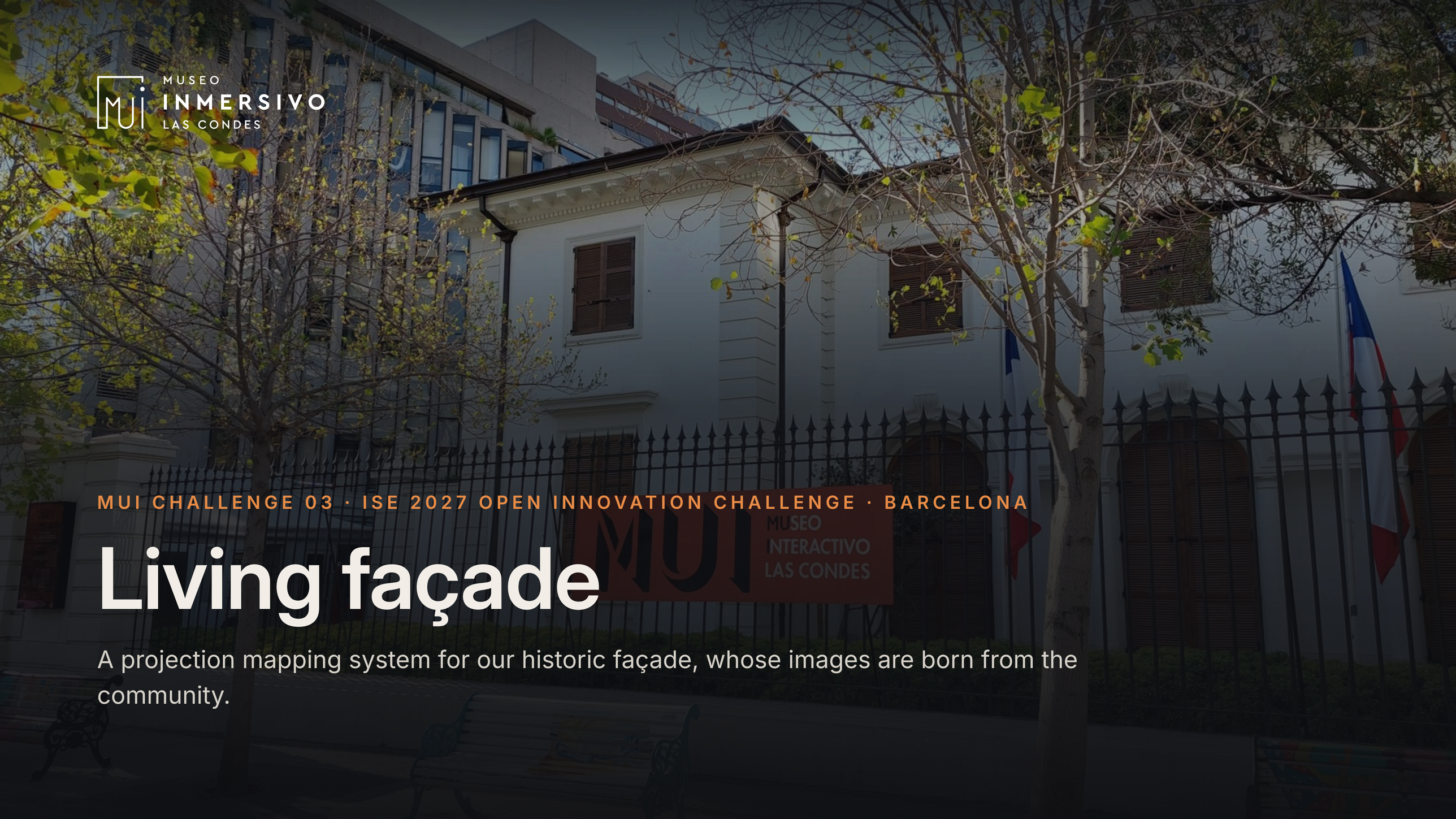


MUI CHALLENGE 03 · ISE 2027 OPEN INNOVATION CHALLENGE · BARCELONA

Living façade

A projection mapping system for our historic façade, whose images are born from the community.

THE CHALLENGE

Content that is co-created, not imposed

Through participatory sessions or public consultations, people tell what a place, a date or an event means to them, or what they want to celebrate. That collective input becomes the visual and narrative material of the mapping.

01 Tools to collect, moderate and curate community input, on site and online

02 Generative or AI-assisted pipelines that turn that input into mapping content

03 Outdoor projection mapping know-how for a heritage façade

04 A format that can be repeated on different dates and celebrations

THE CANVAS

A historic house in the heart of Las Condes

The museum is housed in a historic building on Isidora Goyenechea, a busy pedestrian street in Santiago’s El Golf district.

The façade faces the street behind a garden and iron fence, offering a natural audience space on the sidewalk.



Museum façade on Isidora Goyenechea. Photo from 2023, before the immersive transformation.

HOW WE IMAGINE IT

From community voices to light on the façade

01
Listen
Participatory sessions and online consultations

02
Curate
Moderate and select stories and themes

03
Generate
Turn words and images into mapping content

04
Project
The façade tells the community’s story

05
Repeat
New dates, new voices, new content

The process should keep the community’s voice recognizable in the final image.

ABOUT THE MUSEUM

Chile’s first permanent immersive audiovisual museum

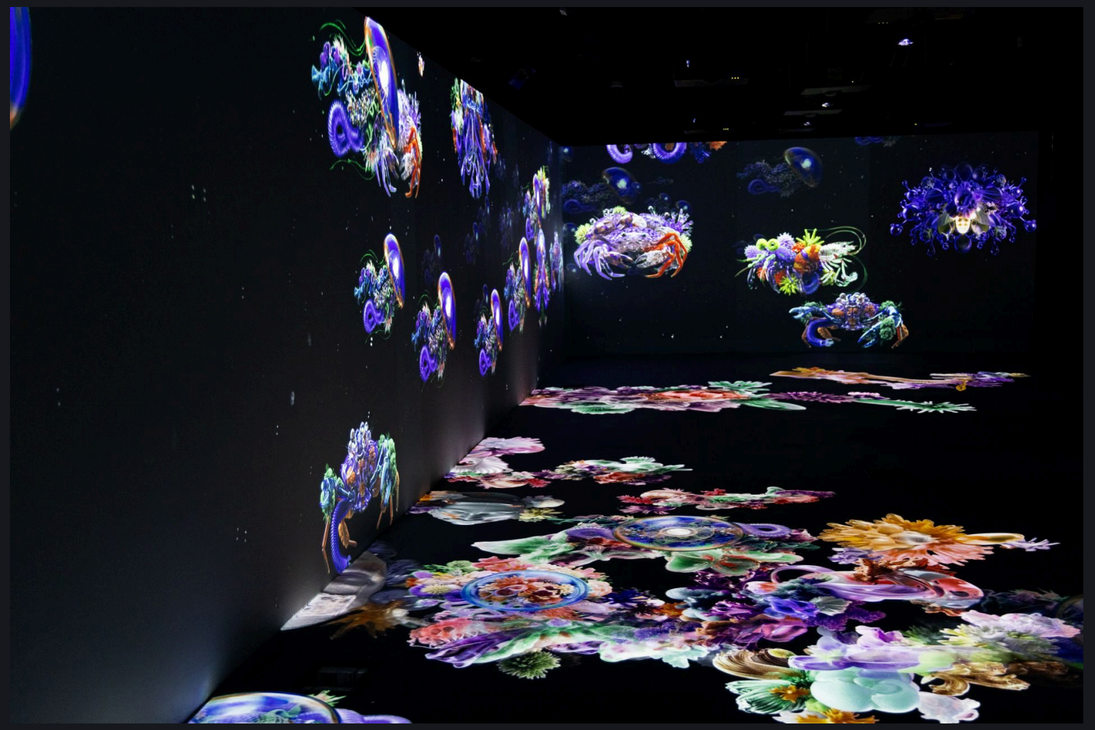
Museo Inmersivo Las Condes (MUI), in Santiago, opened in 2015 and was fully transformed into an immersive museum in August 2026. It is operated by the Corporación Cultural de Las Condes.

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 museum’s façade as a public canvas, and access to the local community.

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

Museo Inmersivo Las Condes · mui.cl
Isidora Goyenechea 3400, Las Condes, Santiago, Chile