

# HYPER- MUSEUM

Meaningful  
Connections

# PARQUE EXPLORA

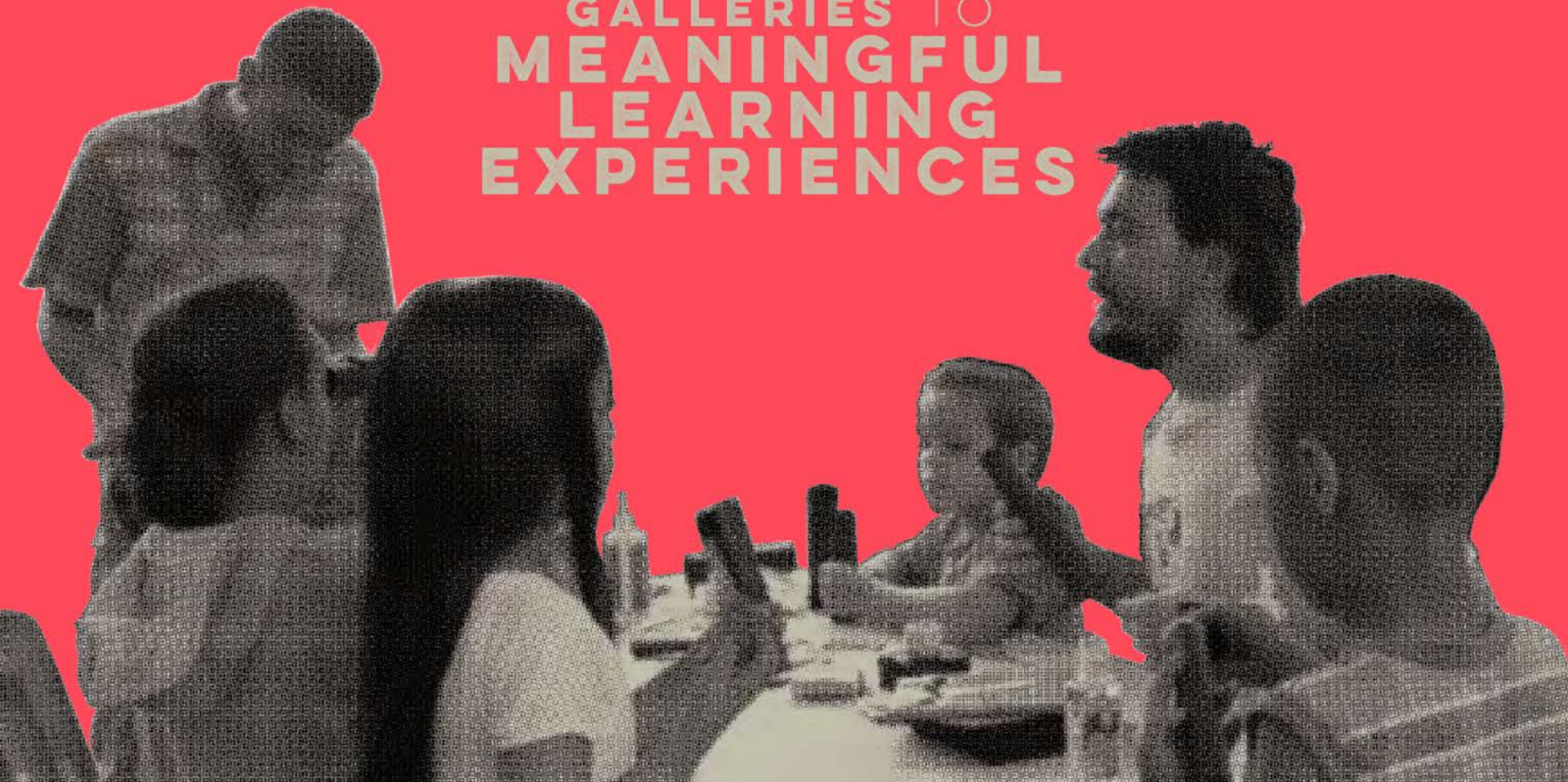
*Museum/Acuarium/Planetarium*

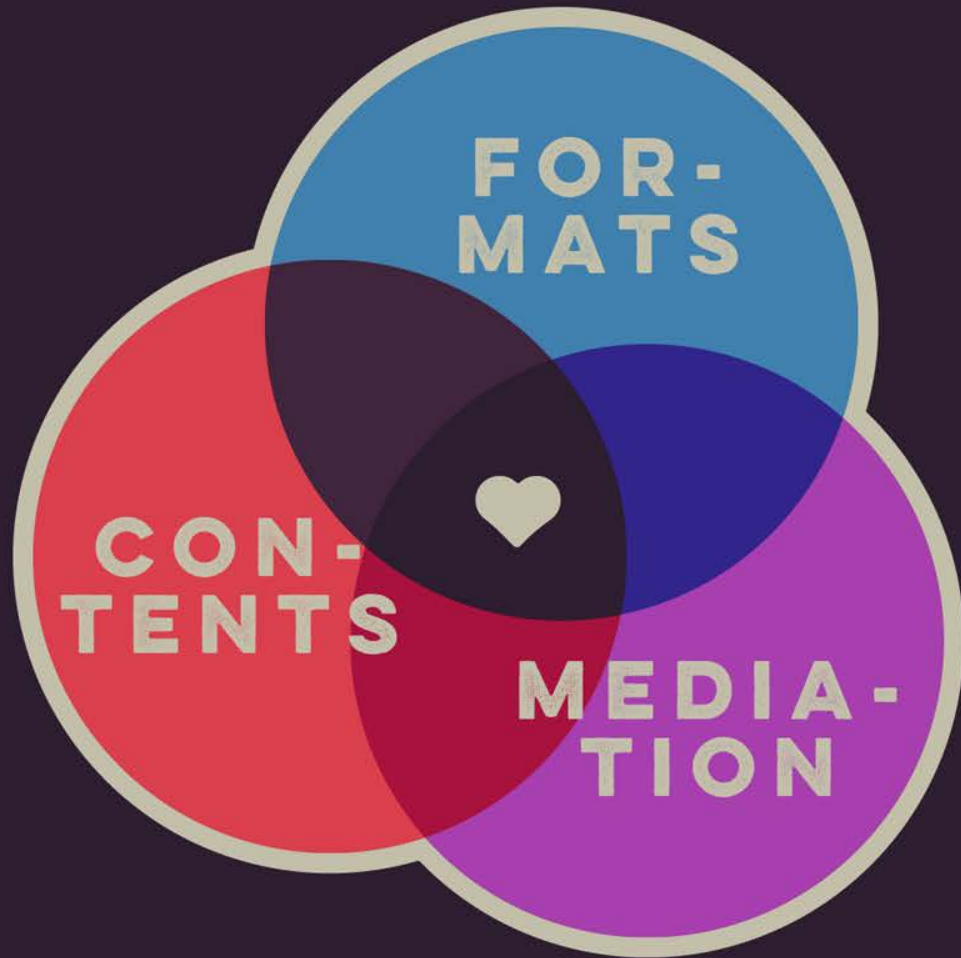
Location: Medellin, Colombia  
Size : 22.000 mts2  
(interactive museum and aquarium)  
+ 4.600mt2 (Planetarium)  
# Exhibits: +400  
Open Since: Dic 2007  
# Visitors: 610.000 per year  
# Employees: +350  
Annual budget: 8,3M USD

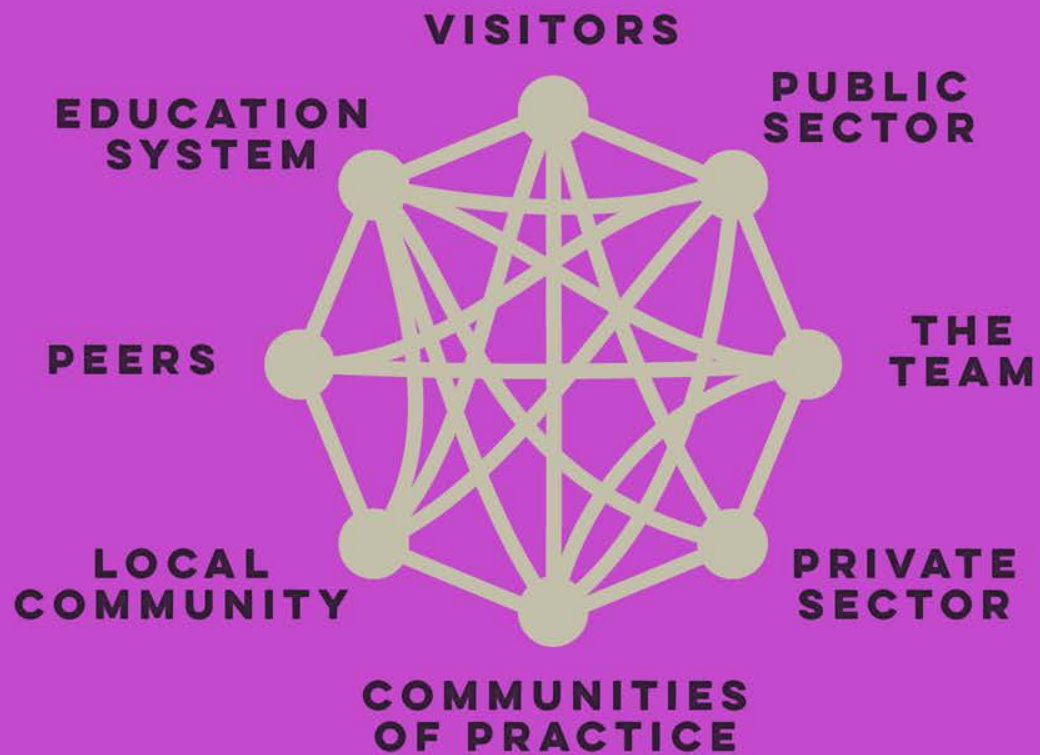




FROM EXHIBITION  
GALLERIES TO  
MEANINGFUL  
LEARNING  
EXPERIENCES

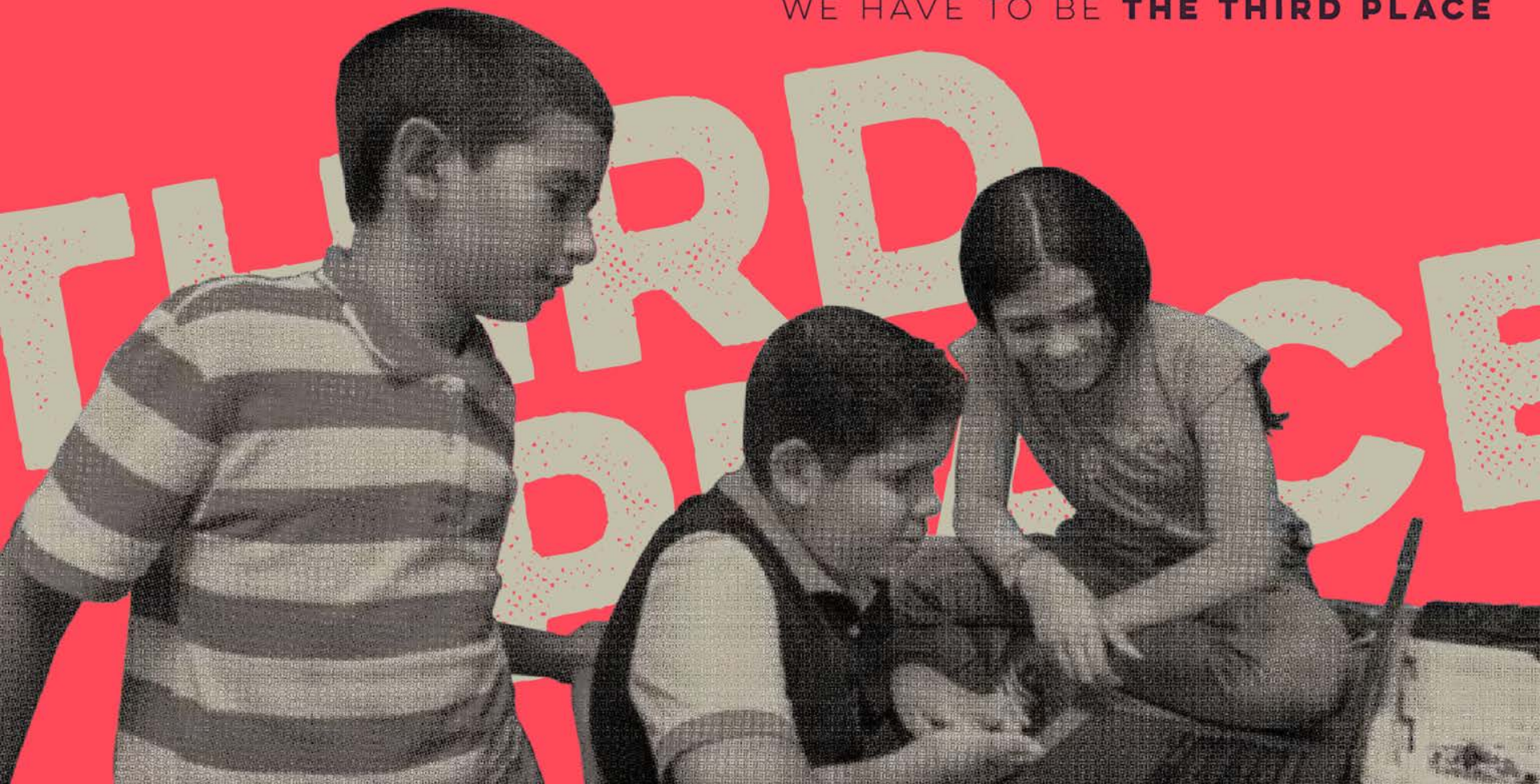








FOR THE **VISITORS/RESIDENTS:**  
WE HAVE TO BE **THE THIRD PLACE**



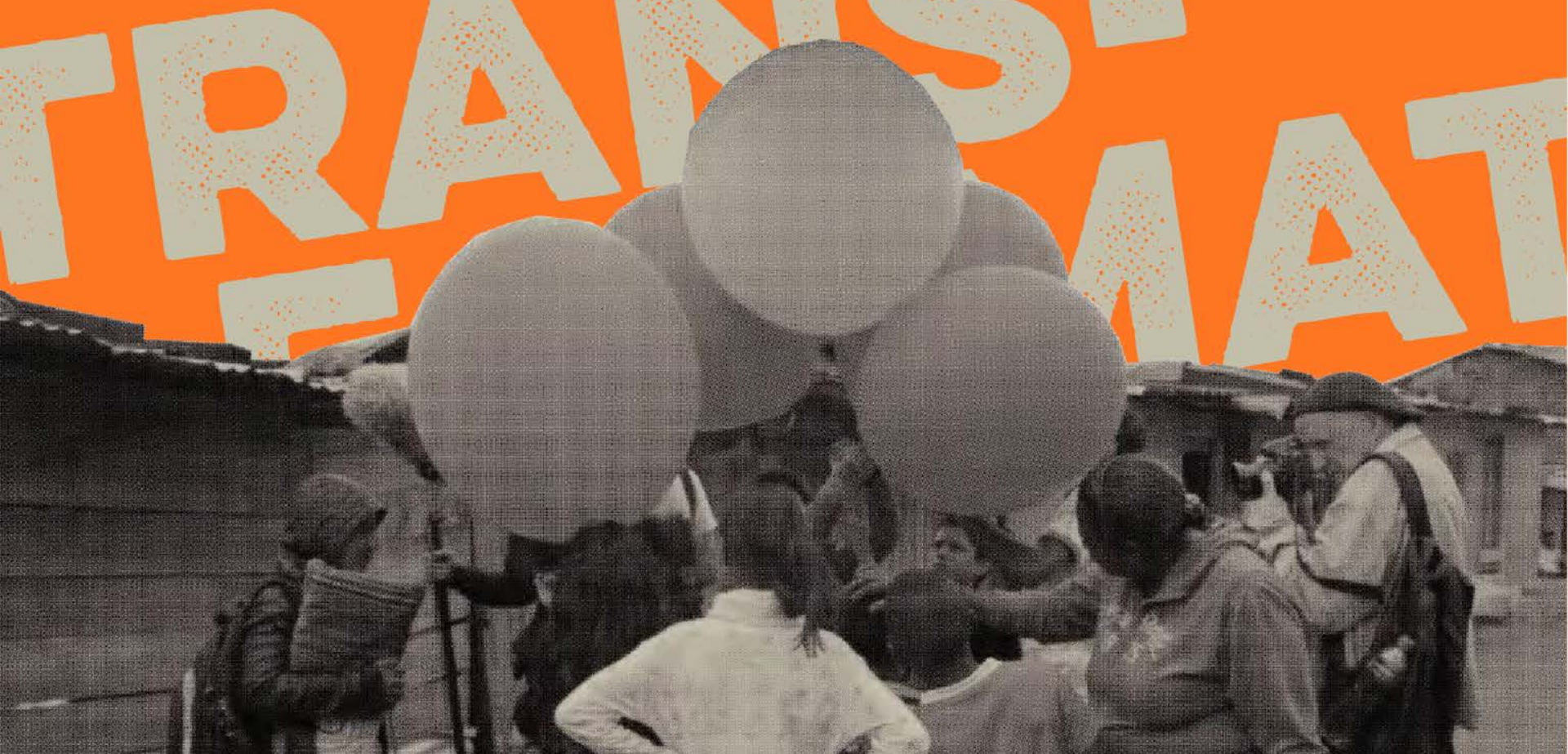


FOR THE **EDUCATION SYSTEM:**  
WE HAVE TO BE **INNOVATIVE**





FOR THE **LOCAL COMMUNITY:**  
WE HAVE TO BE **TRANSFORMATIVE**





FOR THE **PUBLIC SECTOR:**  
WE HAVE TO BE **ESSENTIAL**





FOR THE **PRIVATE SECTOR:**  
WE HAVE TO BE **STRATEGIC**





FOR **THE TEAM:**  
WE HAVE TO BE **INSPIRER**

# INSPIRE





FOR THE **COMMUNITIES OF PRACTICE:**  
WE HAVE TO BE A **CREATIVE HOST**

# CREATIVE





FOR THE **PEERS:**  
WE HAVE TO BE **CO-LEARNERS**







**... FINALLY,  
OUR MAIN TASK IS  
NOTHING MORE  
THAN BUILDING  
AN EMPATHIC  
VISION.**





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THANKS :)



**From the acropolis to the agora**



# ¿Parque Explora?

Location: Medellin, Colombia

Size : 22.000 mts<sup>2</sup> (interactive museum and aquarium) + 4.600mt<sup>2</sup> (Planetarium)

# Exhibits: +400

Open Since: Dic 2007

# Visitors: 610.000 per year

# Employees: 350

Annual budget: 8,3M USD

**From exhibits galleries to  
meaningful learning experiences**



**WHO, WHAT AND HOW**

**For the Visitors / residents:  
we have to be the third place**



**For the education system:  
we have to be innovative**

For the **Local community:**  
we have to be **transformative**



For the **Public sector:**  
we have to be **essential**

For the **Private sector**:  
we have to be **strategic**



For the **team**:  
we have to be **inspirer**

**For the communities of practice:  
we have to be an creative hosts**



For the **Peers:**  
we have to be **co-learners**

**... finally, our main task is nothing more than  
build a collaborative vision.**

**Thanks :)**