



**I'US**  
MUSEUMS & EXPOS

CURATING MUSEUMS,  
EXPOS & CULTURAL  
COLLABORATIONS,  
GLOBALLY.

**EXPERIENCE  
IMAGINATION WITH  
THE CULTURAL  
CREATIVES**



We are **Cultural Creatives**, world experts in designing, storytelling, and executing unforgettable cultural and experiential destinations. From **museums** and **exhibitions** to **theme parks** and **world expos**, we craft spaces that spark connection, curiosity, and wonder.

At the intersection of heritage and innovation, we **connect minds, engage cultures**, and **imagine the future**. Every project is a journey; immersive, meaningful, and future-ready.

**CULTURE IS  
YESTERDAY, TODAY  
AND TOMORROW.**

**+60** NATIONAL  
PAVILIONS

**+10** WORLD  
EXPOS

**+20** ICONIC  
MUSEUMS

**+6** THEME  
PARKS





# EXPOS

Award-winning pavilions that celebrate national identity through immersive storytelling and innovative design.



Oman Pavilion Concept, Expo 2020 Dubai, UAE

# MUSEUMS

From science to football, we turn heritage and ideas into interactive, inspiring experiences.



Argan Tree Museum, Agadir, Morocco

# EXHIBITIONS

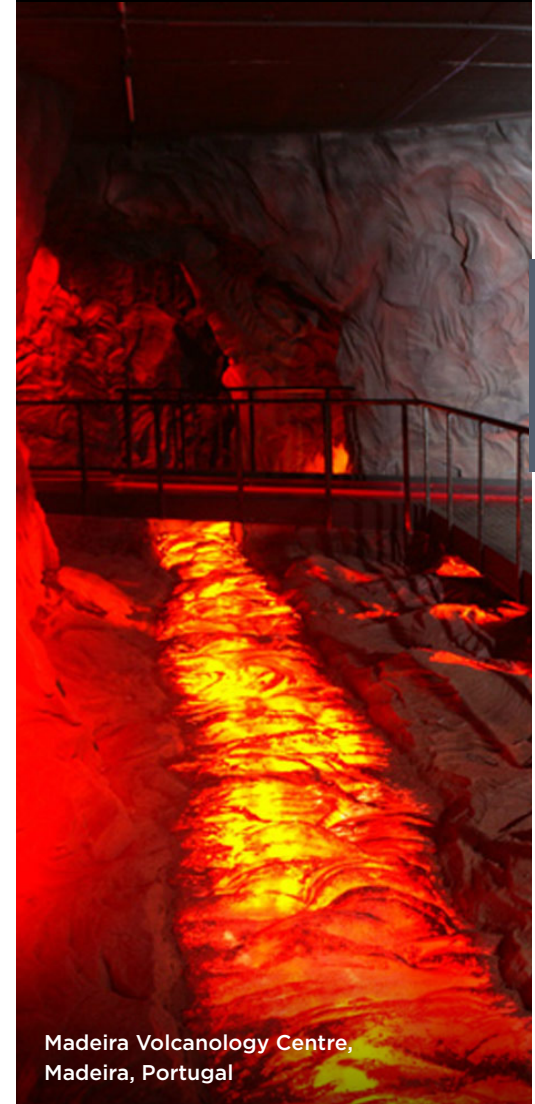
Transforming brand legacies into compelling cultural narratives.



Morocco Pavilion at Annual Meeting WBG and IMF Marrakesh, Morocco

# THEME PARKS

Story-driven worlds that blend entertainment with culture, creating multisensory journeys.



Madeira Volcanology Centre, Madeira, Portugal



# SERVICES / CORE EXPERTISE

## Project Management

Precision-driven delivery that inspires and endures.

## Design Package

Designing spaces that think, feel, and inspire.

## Storyline & Content Development

Crafting narratives that connect hearts and minds.

## Specialist Consultancy

Building authentic connections through smart, creative strategy.

## Innovation & Technology

Blending technology and storytelling to create immersive digital experiences, redefining engagement.

## Exhibition Fit-Out

Seamless execution that transforms vision into reality.



Brazil Pavilion, Expo 2020 Dubai, United Arab Emirates



# OUR APPROACH

## A SYMPHONY OF STRATEGY AND STORY

Every MUSE project begins with listening to people, to place, and to the possibilities of creativity.

### IMAGINATION

Every project begins with story and vision.



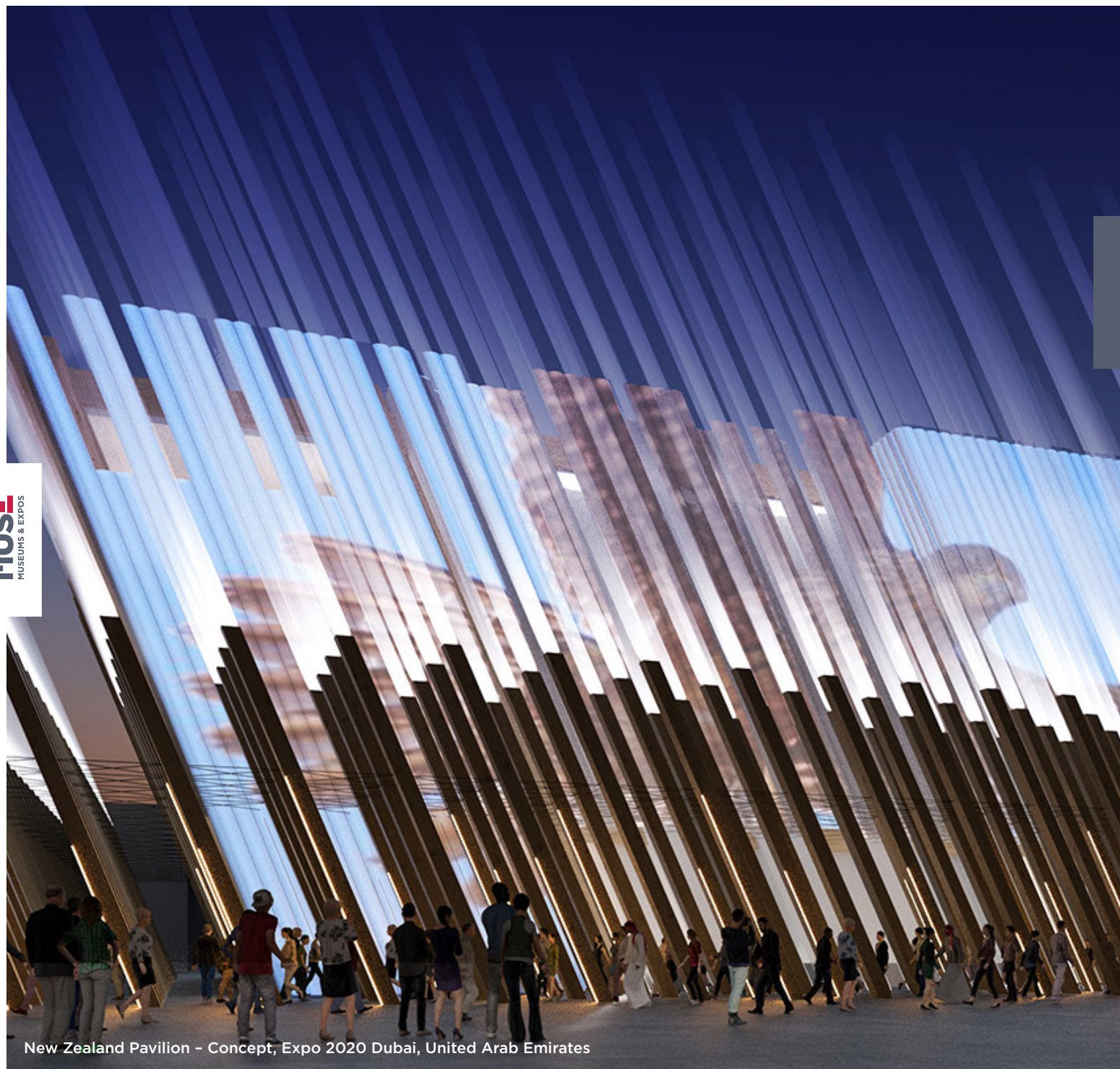
### DESIGN

Blending art, architecture, technology, and museology into seamless cultural ecosystem.



### TRANSFORMATION

Our experiences create resonance for audiences, institutions, and communities.



New Zealand Pavilion - Concept, Expo 2020 Dubai, United Arab Emirates



# WE DESIGN WITH COMMUNITIES, NOT JUST FOR THEM.

MUSE has a multidisciplinary and highly reputable team, recognised with several awards.

We are prepared to ensure **all stages of a project's** development, from conception to implementation and maintenance.

**WITH A HOLISTIC APPROACH THAT BRIDGES  
DISCIPLINES AND PERSPECTIVES, MUSE  
TRANSFORMS SPACES INTO LIVING STORIES.**

Collaboration lies at the heart of its process—**partnering with local experts** to co-create experiences that feel genuine, grounded, and emotionally resonant.

**Each project celebrates cultural identity while embracing global innovation.**

MUSE ensures every creation reflects shared narratives and the spirit of the people it represents.



Mohammed VI Museum for the Water Civilisation in Morocco, Marrakesh, Morocco



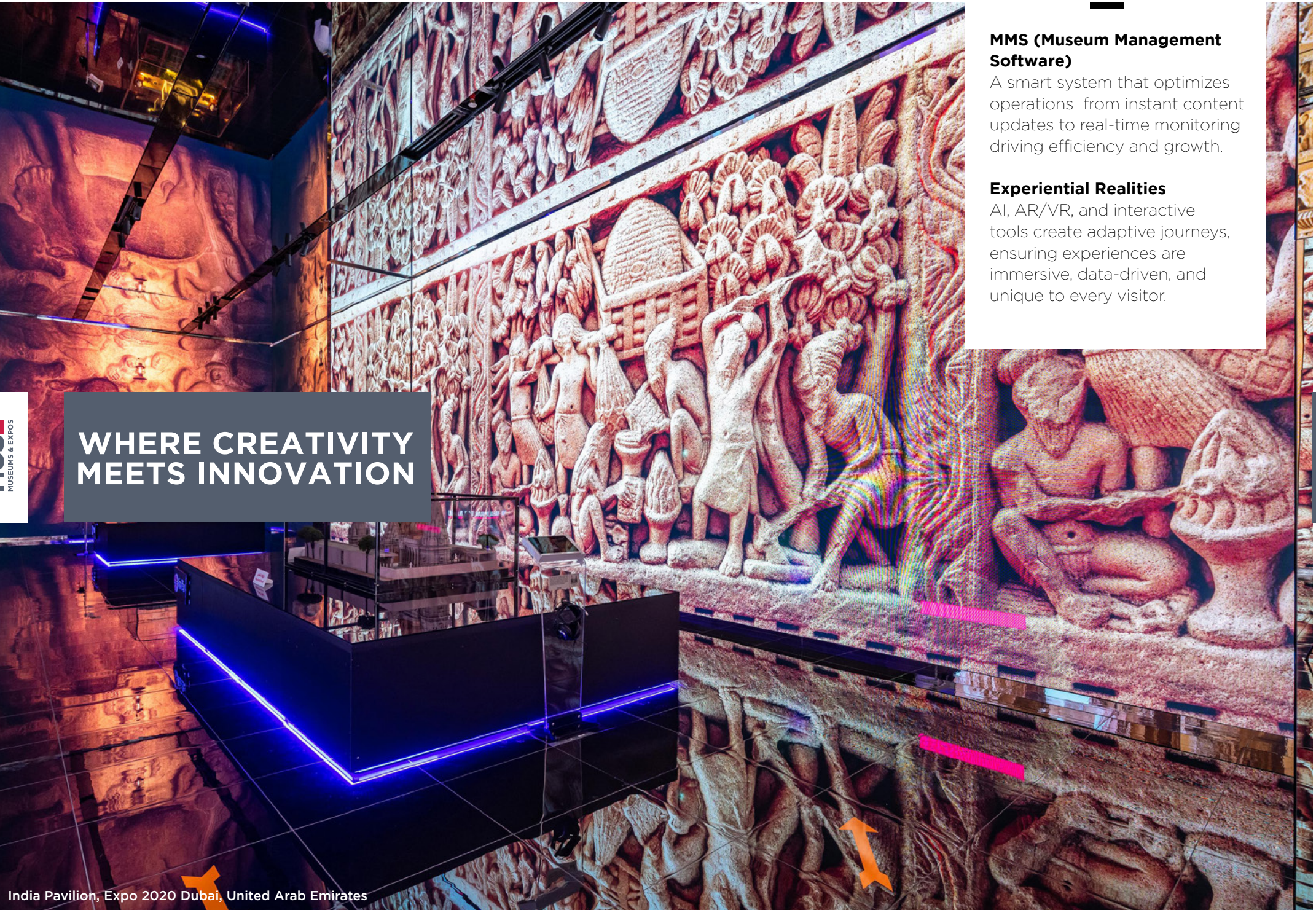
## WHERE CREATIVITY MEETS INNOVATION

### MMS (Museum Management Software)

A smart system that optimizes operations from instant content updates to real-time monitoring driving efficiency and growth.

### Experiential Realities

AI, AR/VR, and interactive tools create adaptive journeys, ensuring experiences are immersive, data-driven, and unique to every visitor.



India Pavilion, Expo 2020 Dubai, United Arab Emirates



## AWARD WINNING & GLOBALLY RECOGNIZED

**NATIONAL COACH  
MUSEUM, LISBON,  
PORTUGAL**



**FC PORTO MUSEUM  
BY BMG, PORTO,  
PORTUGAL**



**FERNANDA RAMOS  
AMORIM WINE  
MUSEUM CENTRE,  
DOURO, PORTUGAL**





## AWARD WINNING & GLOBALLY RECOGNIZED

PORTUGAL  
PAVILION EXPO  
2025 OSAKA, JAPAN



INDIA PAVILION,  
EXPO 2020 DUBAI,  
UNITED ARAB  
EMIRATES



ANGOLA PAVILION,  
EXPO 2015 MILAN,  
ITALY





**TRUSTED BY  
NATIONS, BRANDS  
AND VISIONARIES**

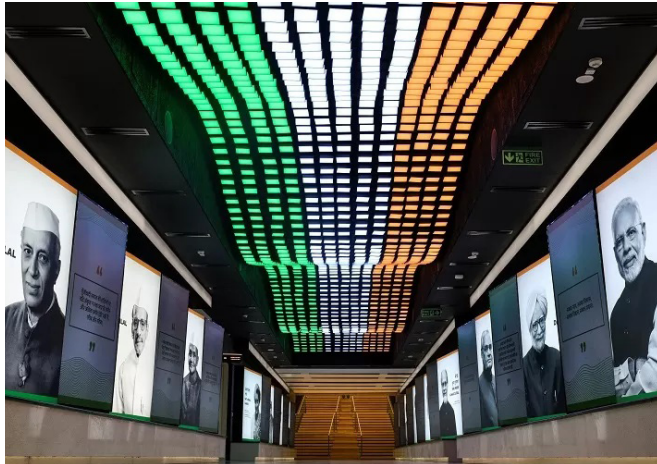
## PORTFOLIO

Our partners include governments, foundations, cultural ministries, and global brands that believe in the power of storytelling and design to inspire change.

**Partnership is at the heart of every MUSE project because great stories are always told together.**



# PORTFOLIO



**PRIME MINISTERS MUSEUM,  
NEW DELHI, INDIA**



**LUANDA SCIENCE CENTRE,  
LUANDA, ANGOLA**



**CORK WELCOME CENTRE,  
SANTA MARIA DE LAMAS,  
PORTUGAL**





# PORTFOLIO



**ANGOLA PAVILION, EXPO  
2020 DUBAI, UNITED ARAB  
EMIRATES**

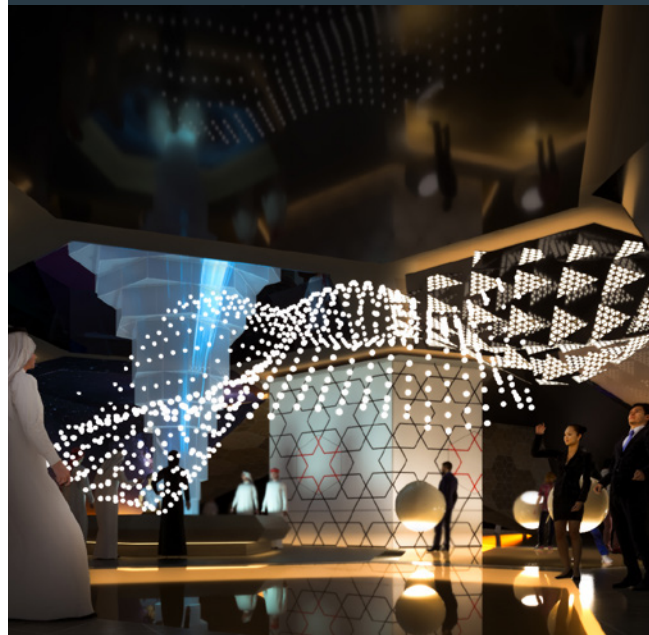


**GCC PAVILION CONCEPT,  
EXPO 2020 DUBAI, UNITED  
ARAB EMIRATES**



**PORTUGAL PAVILION, EXPO  
2020 DUBAI, UNITED ARAB  
EMIRATES**

12





# PORTFOLIO

**INTERPRETIVE CENTRE - AQUARIUM  
AND CULTURE OF THE SEA,  
SÃO MIGUEL, AZORES, PORTUGAL**





Turkmenistan Pavilion - Concept, Expo 2020 Dubai, United Arab Emirates

**MUSE**  
MUSEUMS & EXPOS

Let's create the next icon  
of culture together.

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