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International Design Challenge

# **XPERIENCE EARTH: DESIGNING THE MUSEUM OF GLOBAL IDENTITY**

First Edition

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International Design Competition

# **XPERIENCE EARTH:**

Designing the Museum of Global Identity

# INTRODUCTION

In response to the growing global call for unity, cultural preservation, and cross-cultural understanding, this design competition invites architects to conceive an experiential museum that serves as a powerful architectural embodiment of the world's diverse nations, traditions, and identities. The proposed museum will function not only as a center for cultural learning but as a fully immersive, sensory-driven journey across continents — housed within a single, visionary structure that reflects the interconnectedness of humanity.

This museum will celebrate the full breadth of global culture — from the intricate textiles of West Africa to the ancient philosophies of East Asia, the vibrant festivities of South America, the nomadic traditions of Central Asia, the storytelling rituals of Indigenous communities, and the architectural marvels of Europe and the Middle East. Each space within the museum is to be designed not as a static exhibit, but as a dynamic, interactive environment that evokes the spirit, atmosphere, and daily life of the culture it represents. Visitors should be able to hear traditional music, touch handcrafted materials, smell regional spices and flora, and even engage in participatory experiences such as dance, craft-making, or ceremonial practices.

The architecture itself must reflect this diversity, while maintaining a harmonious and unified spatial language. Design teams are encouraged to interpret global influences thoughtfully — incorporating regional forms, materials, and spatial concepts into a contemporary, cohesive whole. The museum should stand as a cultural landmark: iconic in its presence, sensitive in its detailing, and compelling in its narrative.

Strategically, the museum will be composed of thematically or geographically organized zones, each offering a multi-sensory experience that encourages exploration, empathy, and engagement. Integrated technology, sustainable systems, and accessible design are expected to enhance the visitor experience while ensuring longevity and relevance for future generations.

This competition challenges architects to rethink the museum typology — to move beyond display cases and passive observation, and instead create a living, breathing space that reflects the depth, beauty, and diversity of the human experience. The final design must resonate not only as a building, but as a statement: that culture is not static, and neither should the spaces that celebrate it be.

## OBJECTIVE

The primary objective of this experiential museum is to:

- Immerse visitors in the sensory realities of different cultures through interactive installations, environments, performances, and technology-driven storytelling.
- Create emotional connections that go beyond visual appreciation, engaging touch, sound, scent, and even taste to evoke authentic cultural moments.
- Inspire empathy and global awareness by allowing visitors to “step into” other worlds and ways of life — fostering understanding through experience rather than observation.
- Unify diverse architectural elements into a fluid design that honors each culture's identity while forming one interconnected, symbolic structure.
- Set a global benchmark for experiential learning in cultural institutions — a space where education and wonder go hand in hand.

# DESIGN REQUIREMENTS

Participants are expected to propose an architectural solution that meets the following functional, spatial, and experiential criteria:

## 1. Zoning and Spatial Organization

The museum should be organized into distinct cultural zones or experiences, grouped by region, theme, or concept (e.g. "Ceremony & Ritual," "Migration & Movement," or "Celebration & Festival").

Each zone must offer sensory-rich environments, integrating elements such as light, sound, texture, scent, and, where appropriate, taste or movement.

Spaces should allow for both individual exploration and group engagement, accommodating a diverse range of visitor needs.

## 2. Exhibition Design Integration

Exhibition areas should allow for a flexible, adaptive design, integrating both permanent and rotating content.

Technology should be integrated thoughtfully — including augmented reality, spatial audio, projection mapping, and tactile interfaces — to deepen immersion and storytelling.

Opportunities for interactive participation (e.g. craft workshops, music or performance spaces, communal cooking areas) should be considered integral to the experience.

## 3. Architectural Expression

The overall design should reflect a fusion of global architectural influences, interpreted through a contemporary and unified design language.

Use of natural materials, traditional building techniques, or motifs (reimagined in modern form) is encouraged where relevant.

The museum should be conceived as a landmark structure, with a bold, memorable identity while remaining sensitive to context.

## 4. Sustainability & Innovation

Proposals must prioritize environmental sustainability, including passive design strategies, local material sourcing, and efficient energy systems.

Climate responsiveness, renewable energy integration, water conservation, and minimal ecological footprint are essential considerations.

Innovations in modular design, adaptive reuse, or biophilic architecture are welcomed and encouraged.

## 5. Accessibility & Inclusivity

Designs must comply with universal design standards, ensuring physical and sensory accessibility for all visitors.

Cultural sensitivity must be embedded into spatial narratives — ensuring inclusive representation, avoiding stereotypes, and promoting respectful engagement with all cultures.

## 6. Visitor Amenities

The design must include functional spaces such as a reception area, café or food court (offering international cuisines), gift shop, restrooms, staff offices, storage and conservation areas, educational rooms, and multi-purpose event spaces.

# SITE CONSIDERATIONS

While the competition allows flexibility in proposed location, participants must demonstrate a clear rationale for their site choice and how the design responds to its context.

## 1. Urban vs. Natural Context

Whether situated in a dense urban center, a cultural district, or a natural landscape, the museum must establish a meaningful dialogue with its environment.

Designers must consider views, topography, public access, and surrounding infrastructure in their response.

## 2. Connectivity & Access

Site design must ensure clear circulation paths, welcoming entry points, and accessibility via public transport, pedestrian walkways, and vehicle access.

Outdoor spaces (e.g. public plazas, sculpture gardens, cultural pavilions) are encouraged as transitional experiences between the city and the museum interior.

## 3. Cultural Responsiveness

Designers should demonstrate cultural sensitivity to the chosen location — whether through orientation, material choices, or integration of local art and identity.

Where possible, the design should aim to engage the local community and reflect the museum's global mission within a local context.

# SUBMISSION REQUIREMENTS

## File Format:

- All entries must be submitted as a single PDF document.

## Sheets:

- Minimum of 3 sheets, maximum of 6 sheets.
- Each sheet should include designs, drawings, and views that effectively communicate the project concept.

## Text Explanation:

- Each sheet must contain explanatory text that describes and supports your design decisions.
- Text should be clear and concise, highlighting the main ideas and features of the project.

## Content to Include (per sheet):

- Design Concepts: Conceptual drawings, diagrams, and sketches.
- Plans, Elevations, and Sections: Architectural plans, cross-sections, and elevations.
- Views and Renderings: 3D views, perspectives, or rendered images of the project.
- Diagrams: Illustrations explaining circulation, spatial relationships, environmental or structural concepts.

## Resolution and Quality:

- All sheets should be high-quality, legible, and visually clear.

## File Size:

- The total file size should not exceed 20 MB.

## Naming Convention:

- The file should be named as: CompetitionName\_ParticipationCode.pdf

## Anonymity:

- No names, logos, or identifying marks should appear on any of the submitted sheets to ensure anonymity during judging.

## ELIGIBILITY

The competition is open to all architects, designers, students, and creative individuals globally.

## CONTACT DETAILS

For any inquiries or further information, please contact us at:

- Email: [info@archiolcompetitions.com](mailto:info@archiolcompetitions.com)
- Website: [www.archiolcompetitions.com](http://www.archiolcompetitions.com)