

SCWS 2017

Connecting the World
for a Sustainable Future

Alfredo Tolmasquim
Museum of Tomorrow
Rio de Janeiro - Brazil

15 November 2017
Miraikan - Tokyo









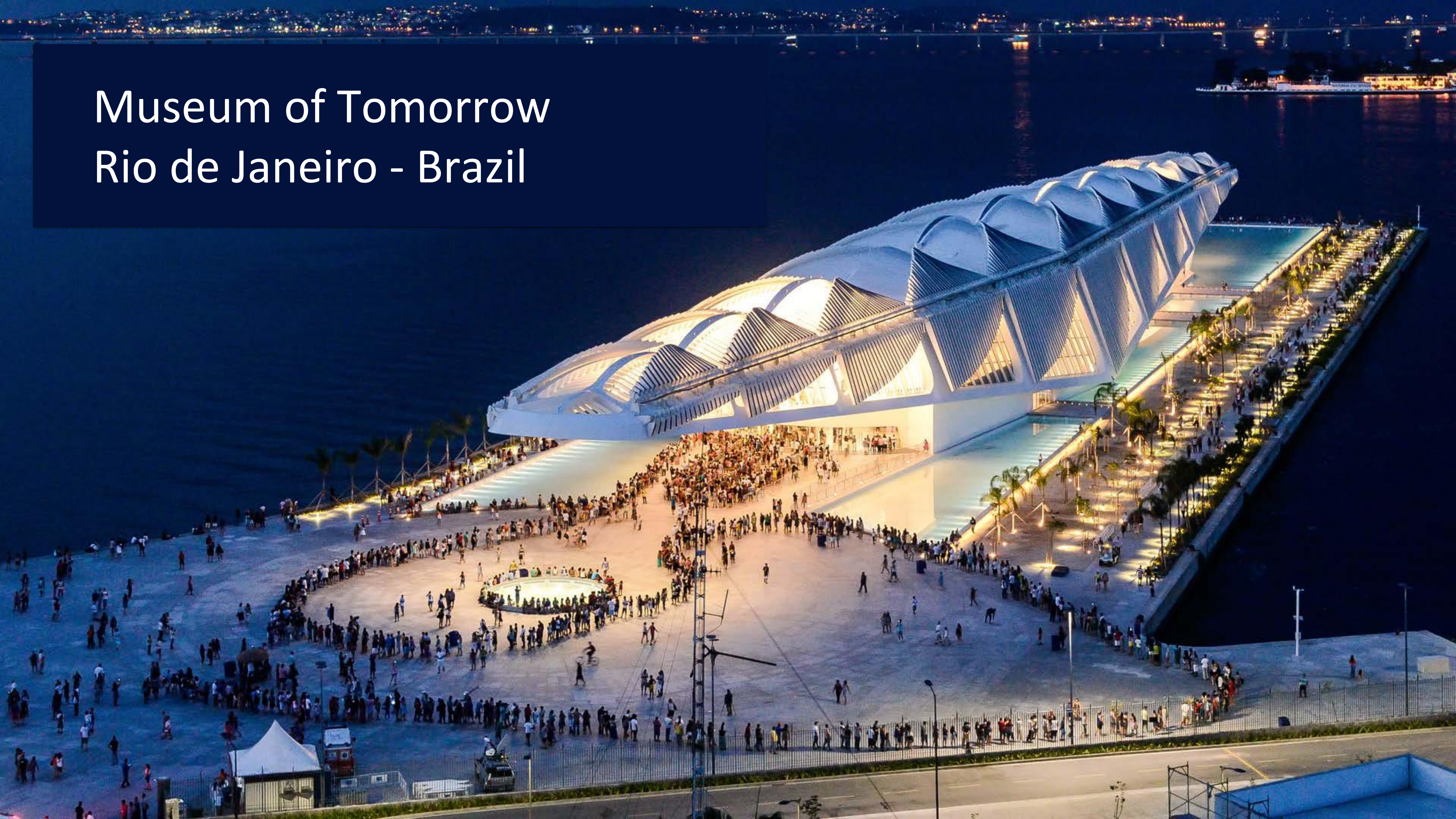


Anthropocene



Museum of Tomorrow

Rio de Janeiro - Brazil





CONCEPT

**TOMORROW IS A CONSEQUENCE OF THE
CHOICES WE MAKE TODAY**

**IT IS UP TO SOCIETY TO CHOOSE THE
TOMORROW IT WISHES TO HAVE**

**IT IS UP TO SCIENCE TO INFORM SOCIETY ABOUT
THE TENDENCIES THAT ARE POSED FOR OUR
TOMORROW**

A microscopic image of tissue, likely stained with hematoxylin and eosin (H&E), showing cellular structures and blood vessels. The image is overlaid with a semi-transparent grey rectangle containing white text.

MAIN OBJECTIVES

TO OPEN OUR MIND.

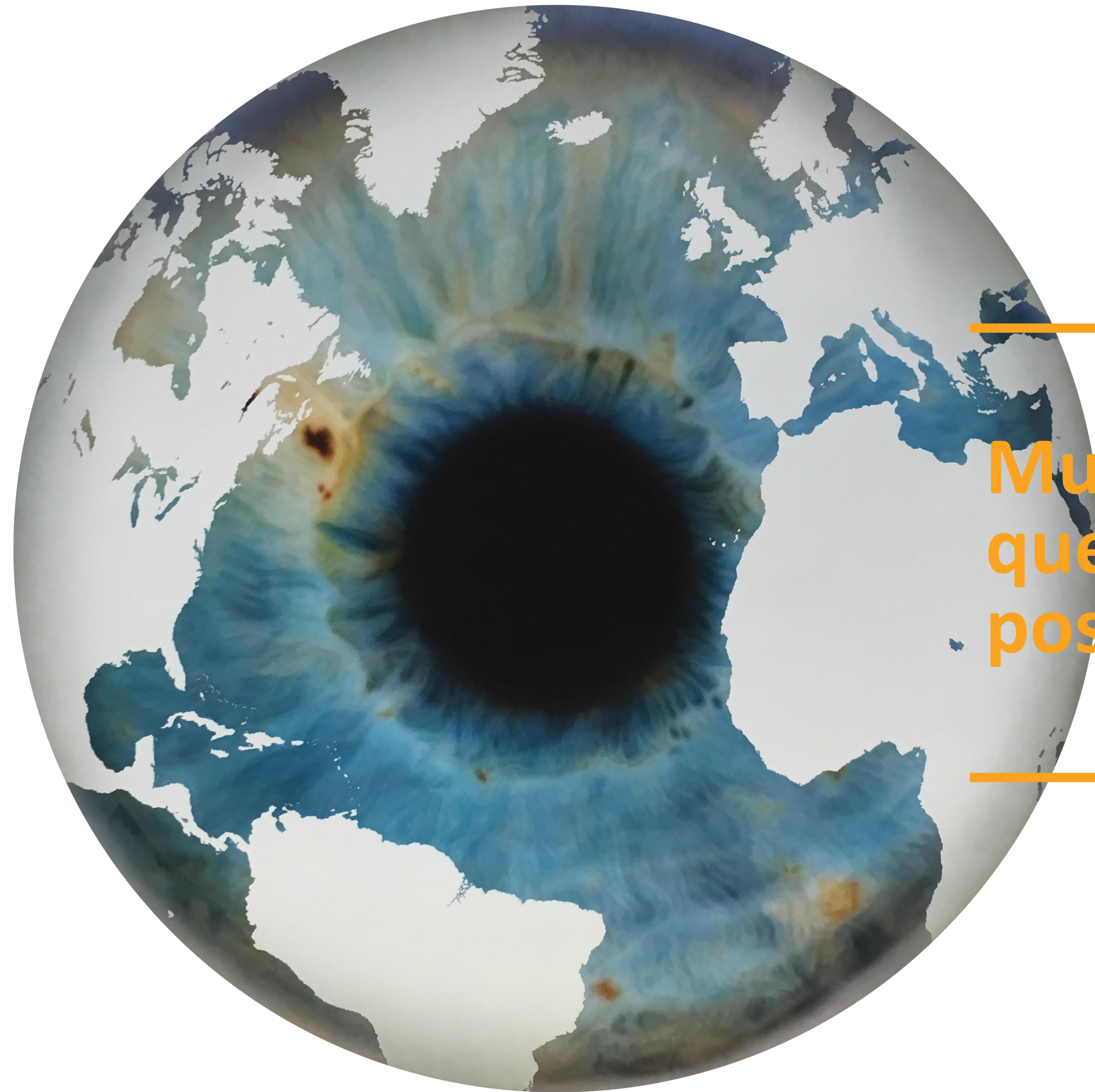
TO TRANSFORM OUR THINKING.

TO CHANGE OUR BEHAVIOR.

KEY MESSAGE

TOMORROW IS TODAY

**TODAY IS THE PLACE
FOR ACTION**



**Museum of
questions and
possibilities**

An aerial photograph of a crowded beach and turquoise water, framed by a large teal circle. The background is a marbled pattern in shades of green and blue. The text is white and bold, with a horizontal line above the first line.

ETHICAL GUIDELINES

SUSTAINABILITY

& COEXISTENCE

The background of the slide is a photograph of a large aquarium tank. Numerous jellyfish with translucent, pinkish-white bells and long, trailing tentacles are suspended in the deep blue water. The lighting is dim, with some bright spots reflecting off the water's surface and the jellyfish's bells. The overall atmosphere is serene and aquatic.

THREE MAIN ACTION LINES FOR SUSTAINABILITY

BUILDING AND MAINTENANCE

EXHIBITIONS

ENGAGEMENT ACTIVITIES




LEED CERTIFICATION

Sustainable building
incorporated to natural landscape





A photograph of a woman operating a yellow tractor in a brick factory. She is smiling and wearing large headphones. In the background, two other women are standing and talking. The factory is filled with stacks of red bricks and metal frames. The text "Compensation of greenhouse gas emissions" is overlaid on the left side of the image.

Compensation of
greenhouse gas
emissions

EXHIBITION

SCIENTIFIC CONTENT
TO CHALLENGE THE MIND.

ARTISTIC APPROACH
THAT APPEALS TO THE SENSES.

IMERSIVE ENVIRONMENTS
TO IMPACT OUR EXPERIENCE

CULTURAL UNDERSTANDING
TO AFFECT OUR EMOTIONS.

MUSEOGRAPHY

Main Exhibition

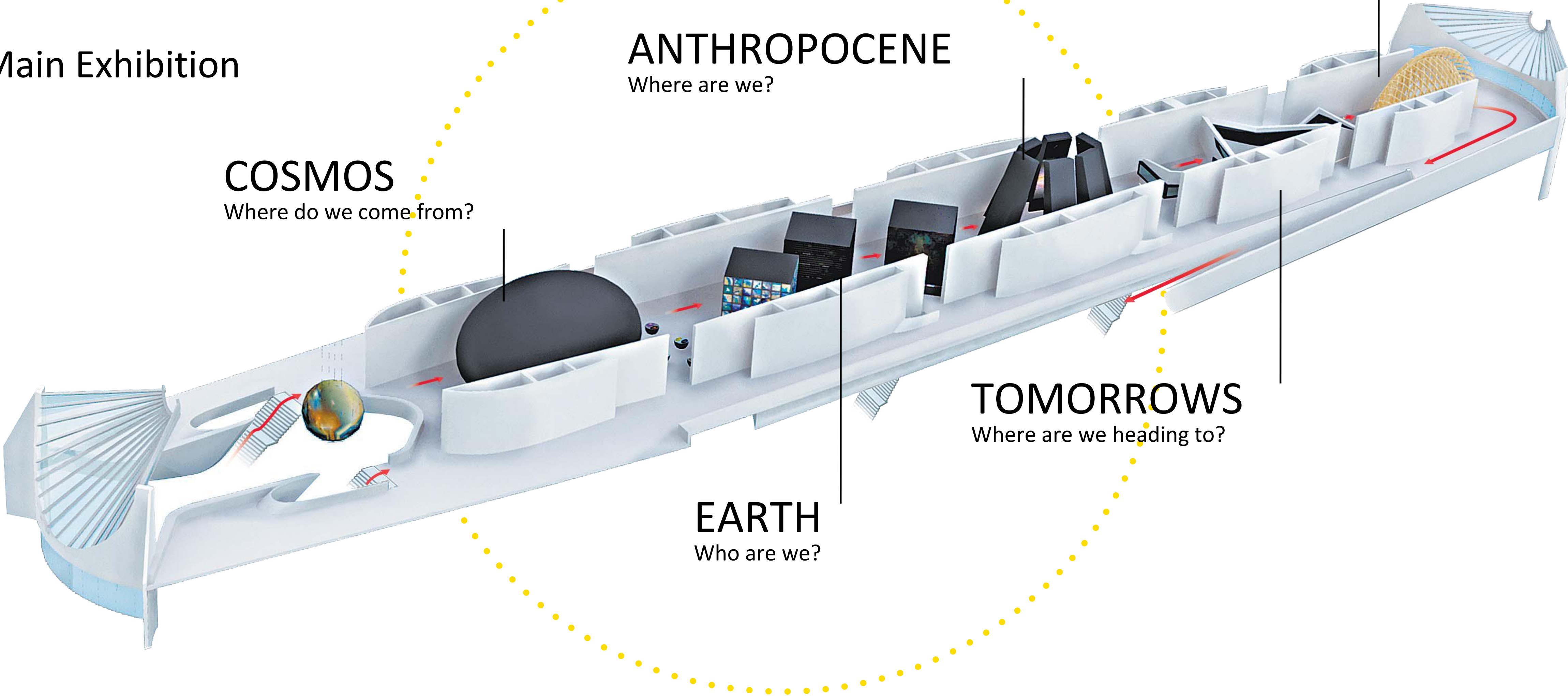
COSMOS
Where do we come from?

ANTHROPOCENE
Where are we?

US
How do we want to go?

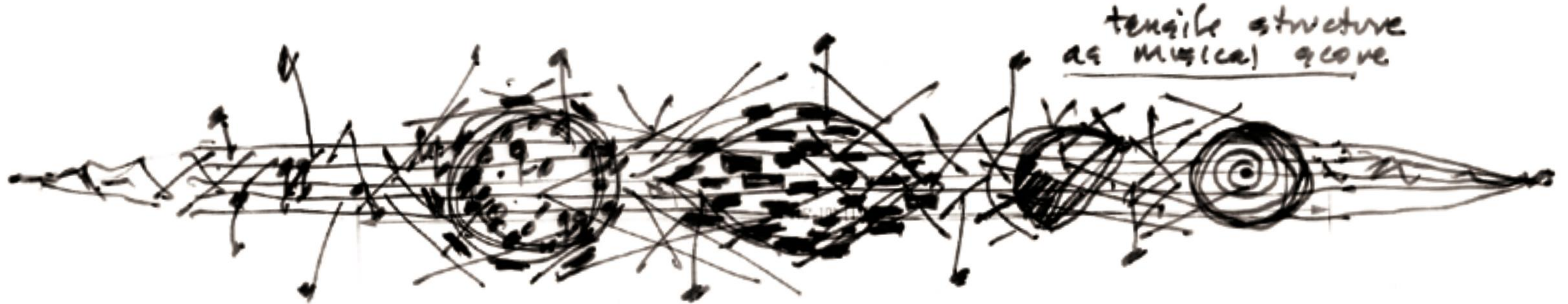
TOMORROWS
Where are we heading to?

EARTH
Who are we?



MUSEOGRAPHY

The exhibition as a symphony



Andres Clerici, NY

Ralph Appelbaum & Associates, NY

...or a samba school parade





A 3D cutaway diagram of the COSMOS facility. The diagram shows a large, grey, multi-layered structure with various internal components. A large orange circle is overlaid on the center of the structure. Inside the circle, the word "COSMOS" is written in white, sans-serif capital letters. The background is a solid grey color. The cutaway reveals internal components including a large, curved, orange-colored structure, a smaller, curved, orange-colored structure, and a series of black, rectangular panels. Red arrows indicate the flow of material or energy between different parts of the facility. A small globe is visible on the left side of the structure.

COSMOS

A vibrant nebula in space, featuring a central bright yellow and orange core surrounded by swirling clouds of gas and dust in shades of green, blue, and red. The background is a deep black void filled with numerous stars of varying brightness and colors, including prominent red and white stars with diffraction spikes.

WHERE DO WE COME FROM?

COSMIC PORTAL

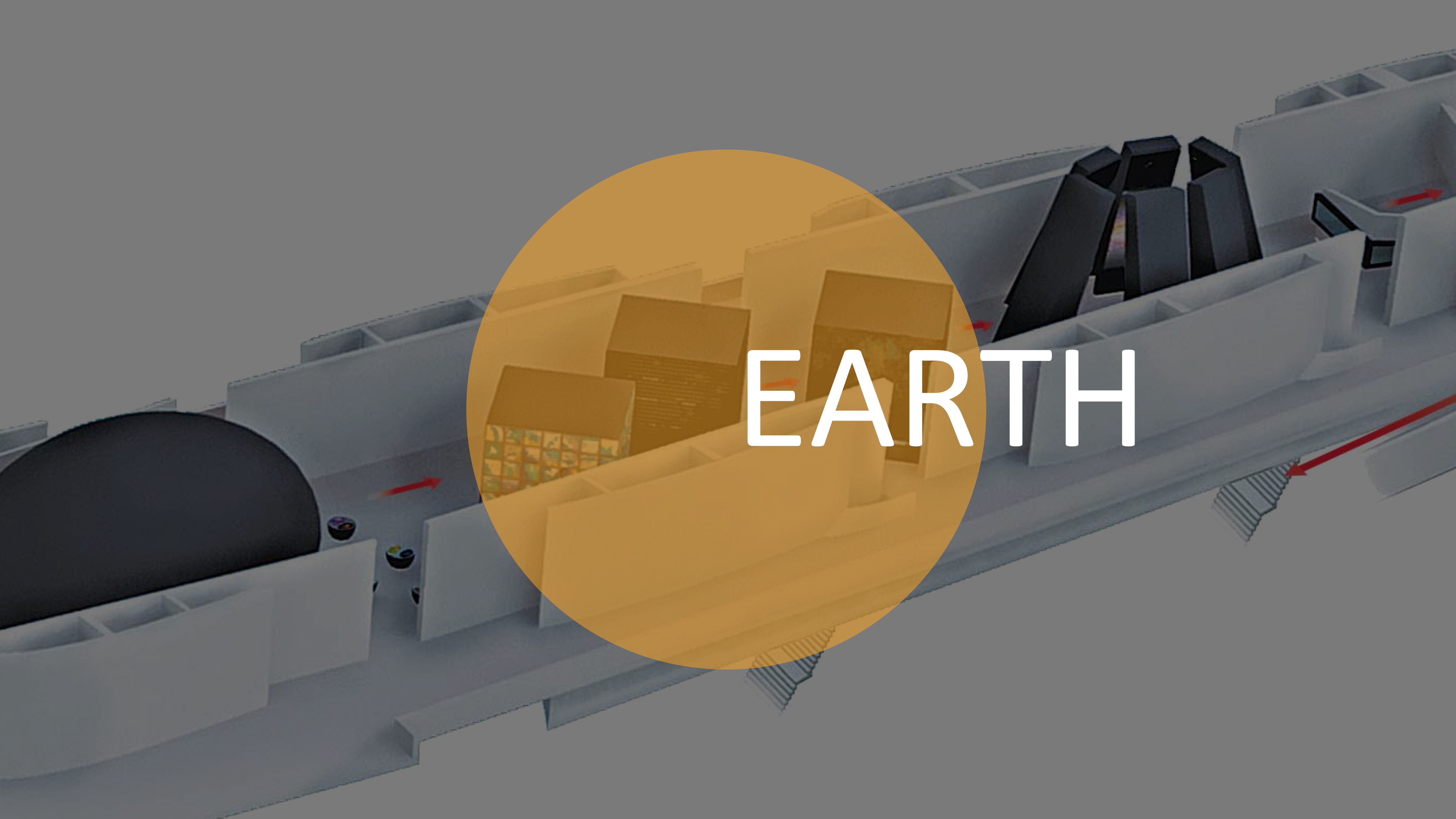




COSMIC HORIZONS

Interactive and collective exploration





EARTH

An aerial photograph of a vast, deep blue reservoir, likely Lake Mead, surrounded by arid, brownish-yellow land. The reservoir is filled with numerous islands and peninsulas of varying sizes. In the background, a range of rugged mountains stretches across the horizon under a sky with scattered white clouds. The text "WHO ARE WE?" is centered over the middle of the image in a white, sans-serif font.

WHO ARE WE?

A large-scale digital art installation in a museum. On the left, a large black wall displays a DNA sequence in white and red text, with the words "MATTER", "LIFE IS INNOVATION AND REPETITION", and "LA TIERRA ES AZUL" visible. On the right, a large grid of digital screens displays various images of Earth from space, including oceans, continents, and abstract patterns. Several people are standing in front of the screens, looking at the display.

LIFE

ONE
CHANGE
H E

VIVEMOS EM
ECOSSISTEMAS

WE LIVE IN
ECOSYSTEMS

VIVIMOS EN
ECOSISTEMAS

O ECOSISTEMA
INTERNO

THE INTERNAL
ECOSYSTEM

EL ECOSISTEMA
INTERNO



A biodiversidade da Terra resulta da multiplicidade de combinações de DNA. Plantas, animais e outros organismos formam, com o ambiente, uma grande e complexa rede de relações – um ecossistema. Os ecossistemas se adaptam a diferentes habitats e climas regionais, e também podem sofrer alterações a longo prazo devido a mudanças no clima. Mudanças no clima podem afetar a sobrevivência de muitas espécies. Assim, todos os organismos, também estão conectados a esta rica diversidade.

The Earth's biodiversity is the result of the great variety of combinations of DNA. Plants, animals and other organisms develop large and complex networks of relationships with the environment. That network is what we call an ecosystem. Ecosystems adapt to different habitats and regional climates, and may also change over long periods, such as tropical forests, grasslands or deserts. Changes in these networks can affect the survival of many species. And like all other organisms, we are also deeply connected to this rich diversity.

La biodiversidad de la Tierra resulta de la multiplicidad de combinaciones del ADN. Plantas, animales y otros organismos forman, con el medio ambiente, una red grande y compleja de relaciones – un ecosistema. Los ecosistemas se adaptan a los diferentes hábitats y climas regionales, e incluso pueden cambiar a largo plazo, como los bosques tropicales, las praderas o los desiertos. Modificaciones en esas redes pueden afectar a la supervivencia de muchas especies. Al igual que todos los organismos, también estamos conectados con esta rica diversidad.

THOUGHT



The background of the image is a grayscale architectural model of a building complex. The model features various rectangular and angular structures, some with internal divisions. Several red arrows are visible, pointing in different directions across the model, likely indicating movement or flow. A large, semi-transparent orange circle is centered over the text. The text 'ANTHRO — — POCENE' is written in a white, sans-serif font, with the dashes acting as hyphens between the words.

ANTHRO — — POCENE



WHERE ARE WE?



No so
TROS
MOLDEAMOS
EL PRESENTE

WE
SHAPE
THE PRESENT

TO
LOBA

I HATE FLASH

A 3D architectural rendering of a stadium, likely for a sports event. The stadium features a large, curved seating bowl and a prominent, illuminated roof structure. A translucent orange circle is overlaid on the center of the image, containing the word "TOMORROWS" in white, bold, sans-serif capital letters. The background is a solid dark gray.

TOMORROWS

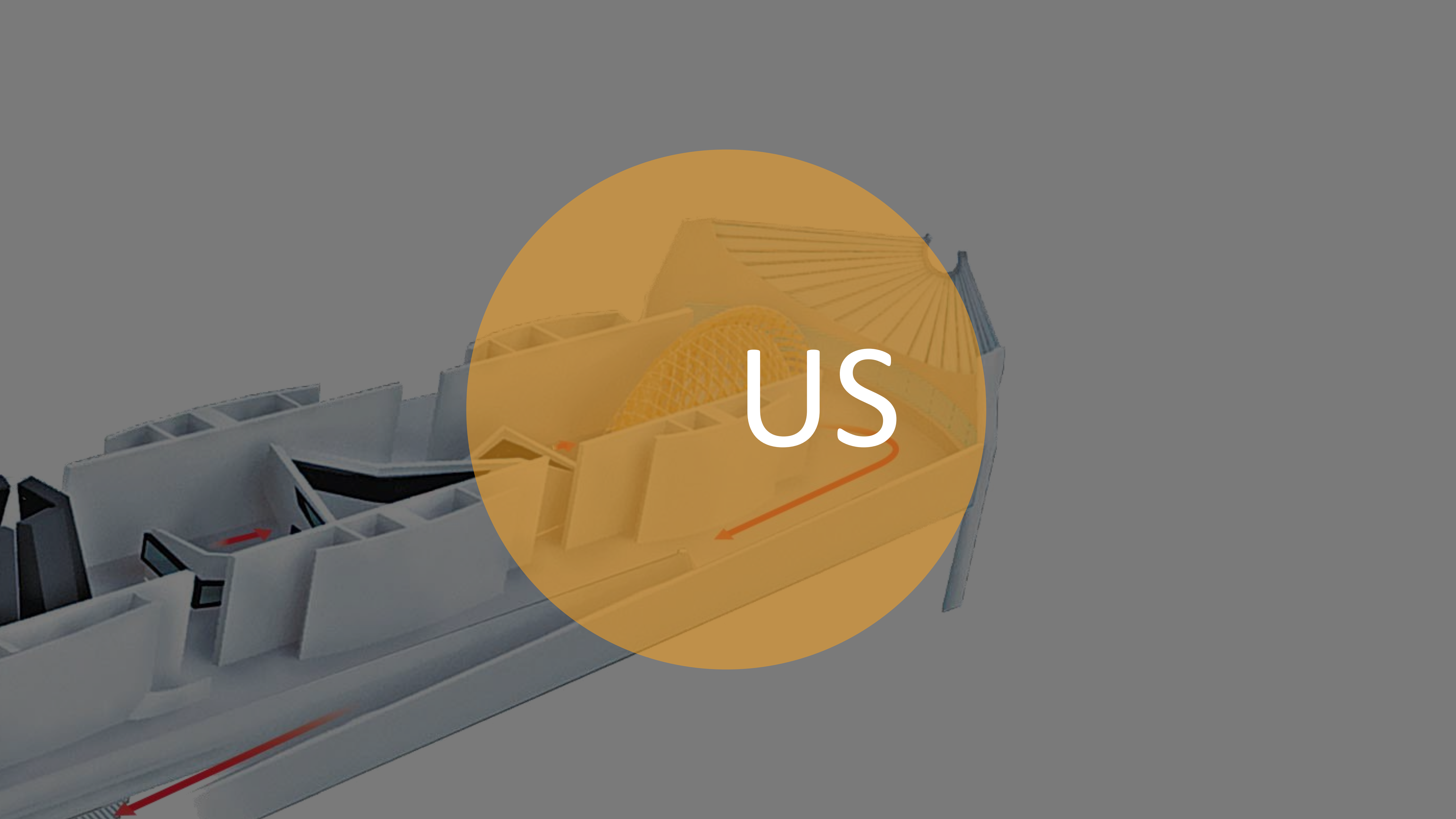
A dramatic photograph of a glacier's edge. A large, jagged wall of blue-tinged ice dominates the left and center of the frame. A massive chunk of ice is captured mid-fall, having just broken away from the main wall and is crashing into the dark water below. This impact has created a huge, billowing splash of white water and ice fragments that fills the lower right portion of the image. The water is dark and calm, except for the turbulent area where the ice fell. The sky is not visible, focusing all attention on the ice and the action.

WHERE ARE WE HEADING TO?

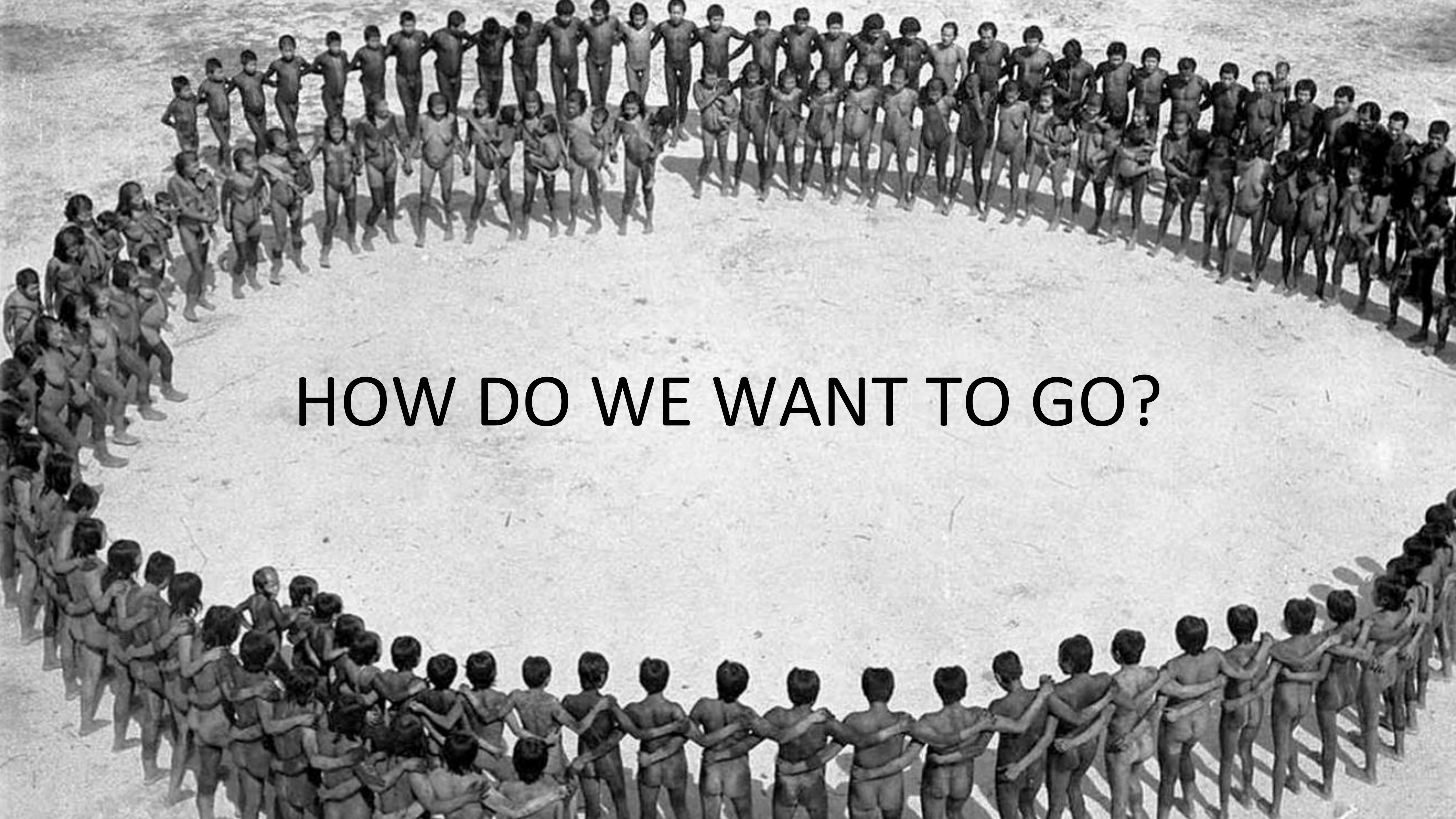


PLANET
SOCIETY
HUMAN



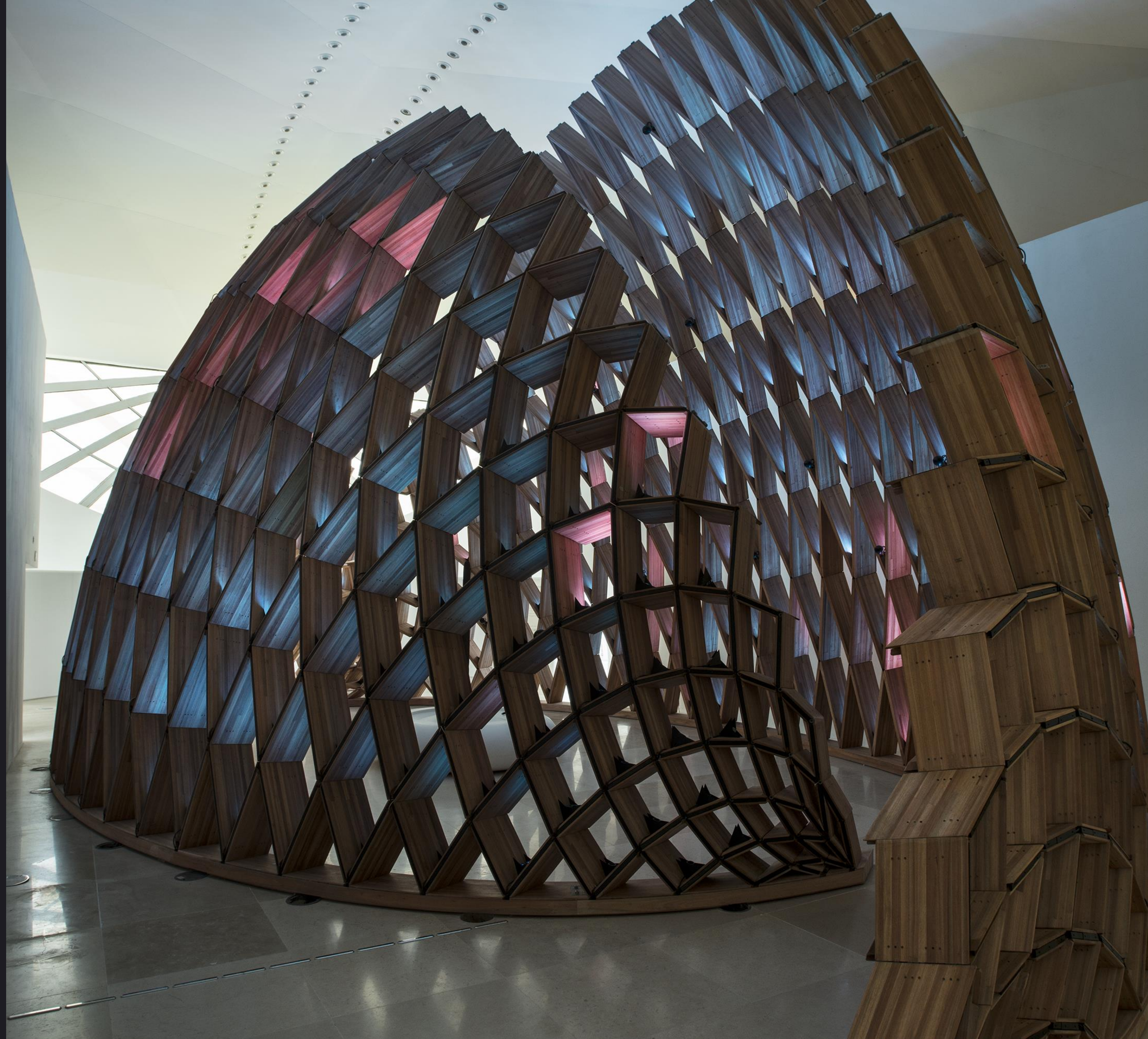


US



HOW DO WE WANT TO GO?

THE CONNECTION BETWEEN PAST AND FUTURE



IRIS

A digital assistant that guides and remembers each visitor's experience at the Museum.



IRIS +



TOMORROW ACTIVITIES LAB

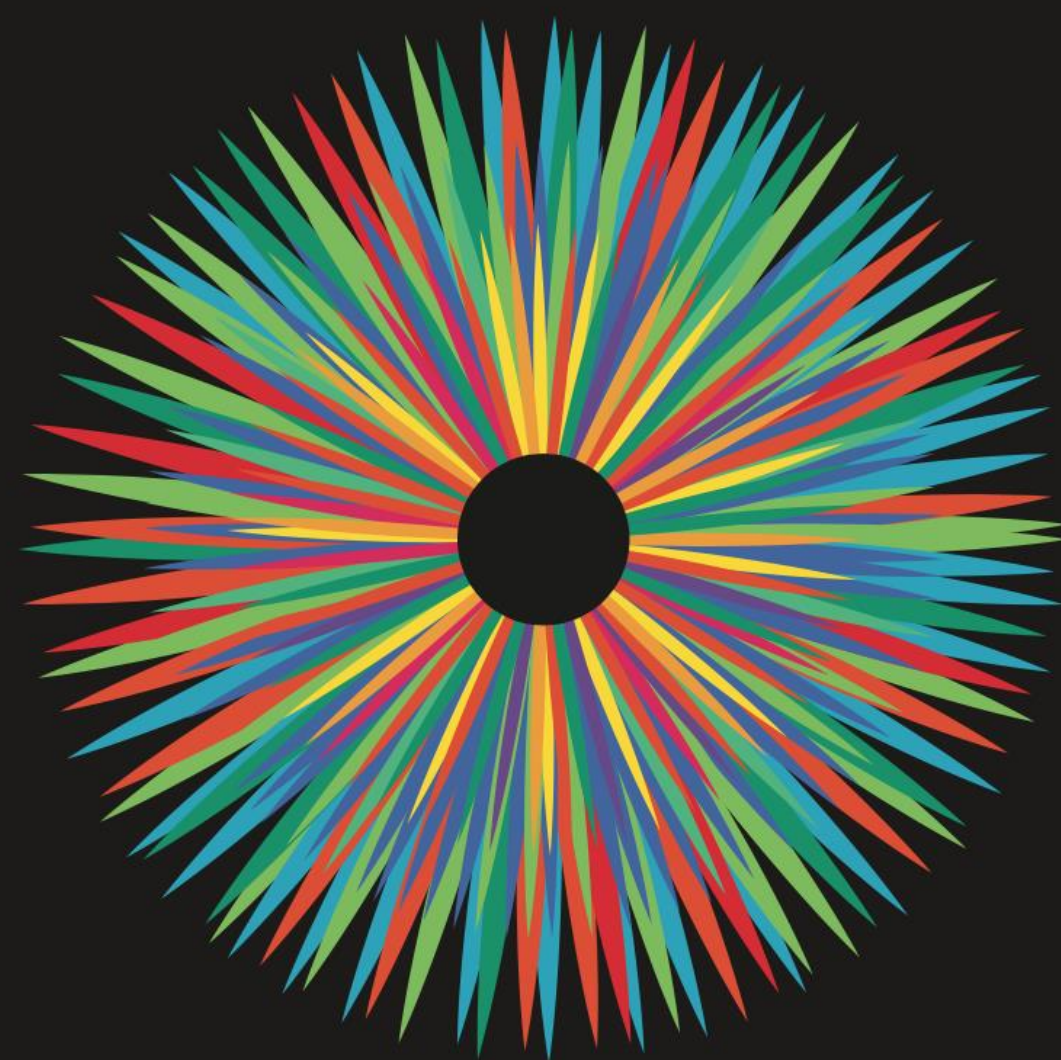


OBSERVATORY OF TOMORROW



A hand holds a small green seedling with soil in a city setting. The seedling has several green leaves and a thin stem. The soil is dark brown and clumpy. In the background, there is a large, white, modern architectural structure with a fan-like design, and a city skyline is visible under a blue sky with some clouds.

workshops on urban garden, wearables, trash in
the Guanabara Bay etc.



thank you :-)