



Cultura

**The Lumisphere Experience™
draws more than 50,000 visits in Rio de Janeiro,
and generates an unprecedented wave of
future-focused public imagination**

**Strong public engagement and social impact mark the first chapter in
the installation's global tour**



Overhead view of The Lumisphere Experience™ on the plaza of the Museum of Tomorrow, Rio de Janeiro, Brazil,
photo by Leonardo Zielinsky @pizzaduleo

NEW YORK and RIO DE JANEIRO – The Lumisphere Experience™, the immersive, multisensory climate-oriented installation that invites visitors to dream and imagine their ideal future without limitation, has counted more than 50,000 visits as of December during its

inaugural presentation in Rio de Janeiro, closing a powerful first chapter in its global tour. It remains free and open to all at the Museum of Tomorrow through December 18.

Conceived by **Visions2030** and co-designed with **Minds Over Matter**, the Lumisphere's three-dome installation transforms the Museum's plaza with a ground-breaking, inspirational immersion that invites participants into 360° projections, surround sound, interactive storytelling, and AI stations designed to awaken imagination.

Fabio Scarano, Curator of the Museum of Tomorrow and UNESCO Chair on Planetary Wellbeing says, "The Lumisphere Experience has brought thousands of new and curious visitors of all ages to the Museum of Tomorrow, inviting them to engage with the future in ways that are both imaginative and deeply personal. We have seen them leave the installation with a heightened sense of possibility and a renewed belief in their own agency. This kind of transformation is part of our mission: to inspire the public to envision sustainable, equitable futures and to recognize their capacity to help shape them. The Lumisphere complements our programming harmoniously — expanding on how we explore planetary wellbeing, encouraging dialogue, reflection, and collective action."

Presented as part of the Museum of Tomorrow's *Esquenta COP Occupation* and timed to coincide with COP30 in Belém and The Earthshot Prize Awards Ceremony in Rio, the Lumisphere has served as a cultural anchor during a historic season of global climate dialogue in Brazil.

The project also included a *Census on the Future*, surveying participants before and after experiencing the Lumisphere to understand if the installation shapes their beliefs. Preliminary findings reveal a statistically significant shift in how people feel about the future and their ability to shape it.

Visions2030 Founder Carey Lovelace says, "It was profoundly moving to witness people experiencing a sense of awakening—seeing their eyes open, a glow emerging, a spark of imagination taking hold. The sense of awe on their faces reminded us how powerful it can be to create a vision, to concretize into an image a possible desired future – something you can take with you always. Interacting with the people of Rio has been especially meaningful; their openness of spirit, their curiosity, and all they brought to the Lumisphere has left a lasting impression."



Visualizing the future through collective imagination - visitors' imagined worlds from The Lumisphere Experience™

“This debut presentation affirmed that when people of all ages are invited to dream boldly and without limitation, they generate not only visions of a sustainable future—but the motivation to help build it,” comments **Elizabeth Thompson, Executive Director, Visions2030**.

The Lumisphere has demonstrated the impact of cultural experiences that activate what the Lumisphere’s Research partner, The Institute for the Future (ITF), calls “urgent optimism”—the ability to remain hopeful and engaged even amid global challenges. The findings to date provide a strong foundation for understanding how immersive storytelling can shape collective agency, environmental engagement, and future-oriented thinking.

As part of its commitment to social impact and cultural access for everyone, the Lumisphere Experience engaged with local NGOs from the Lupa do Bem network, a platform dedicated to promoting social initiatives in Latin America that transform local communities. Organizations included **Instituto Educar+**, **Coletivo Frente Cavalcanti**, **Um Passo a Mais Capoeira**, and **Telhado Verde Agroecológico**, hosting 125 children and young people from vulnerable communities of Rio de Janeiro, helping them experience the Lumisphere, to build their own visions of a world they would like to see.

The educators who participated and responded with feedback said the experience was excellent or very satisfactory. The installation addresses global climate change in a sensitive way, encouraging environmental education and inspiration to imagine new and possible futures.

Telhado Verde Agroecológico commented “Taking the children from our community to the Lumisphere Experience felt like opening a window to the future...Every amazed gaze reaffirmed our mission: to educate in order to transform.”

Thompson adds, “Here in Rio, the Lumisphere has generated a rich dataset of public visions, a proven participatory model, widespread media coverage, and a resonant cultural narrative that will continue to inform and inspire future stops on its global tour. The Lumisphere Experience has been invited to travel to São Paulo in late Spring 2026, with more details to come.”

Research Partner



The Lumisphere Experience

October 2 – December 18, 2025

The Museum of Tomorrow, Praça Mauá 1, Rio de Janeiro, Brazil

About Visions2030

Founded in 2019 by Carey Lovelace, Visions2030 is a New York City-based creative studio drawing from diverse disciplines such as design, art, science, and technology to explore the immense potential of imagination to facilitate new ways of thinking. It consists of a diverse team of dreamers and crafts experiences that reimagine complex global challenges—climate, inequity, urbanization, social justice and reorients toward solutions, transmuting despair into hope. In-Visions NP Corp, doing business as Visions2030, is a 501(c)(3) non-profit organization. [Learn more.](#)

About The Museum of Tomorrow

The Museum of Tomorrow is managed by the Institute for Development and Management — idg. The project is an initiative of the City of Rio de Janeiro, conceived in partnership with the Roberto Marinho Foundation, an institution linked to Grupo Globo. A successful example of collaboration between the public and private sectors, the Museum is supported by Banco Santander Brasil as its master sponsor, with Shell, Motiva, and Instituto Cultural Vale as key institutional supporters, and a broad network of sponsors that includes ArcelorMittal, Engie, IBM, Volvo, and TAG. With Globo as a strategic partner and B3, Mercado Livre, and Águas do Rio as co-sponsors, the Museum also counts on the support of Bloomberg, Colgate, EMS, EGTC, EY, Granado, Rede D’Or, Caterpillar, TechnipFMC, and White Martins. In addition, DataPrev, Fitch Ratings, and SBM Offshore provide support through projects linked to the Municipal Incentive Law, alongside media partners Amil Paradiso, Rádio Mix, Piauí magazine, Canal Curta ON, and legal counsel from Luz e Ferreira Advogados.

About idg

idg — Institute for Development and Management is a non-profit social organization specialized in designing, implementing, and managing public cultural centers and environmental programs. It also provides consulting services for private companies and develops and implements cultural and environmental projects. idg currently manages the Museum of Tomorrow in Rio de Janeiro, Paço do Frevo in Recife, the Museum of Favelas in São Paulo, and the Museum of the Amazons in Belém. It has also worked on the creation and management of the Rio de Janeiro Botanical Garden Museum as the operational manager of the Atlantic Forest Fund, and on conservation and restoration efforts at the Valongo Wharf archaeological site in Rio de Janeiro’s port area. Additionally, it was

responsible for conceiving and implementing the museological project of the Holocaust Memorial, inaugurated in 2022 in Rio de Janeiro. Learn more at the [link](#).

Website

<https://www.thelumisphere.earth/>

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