



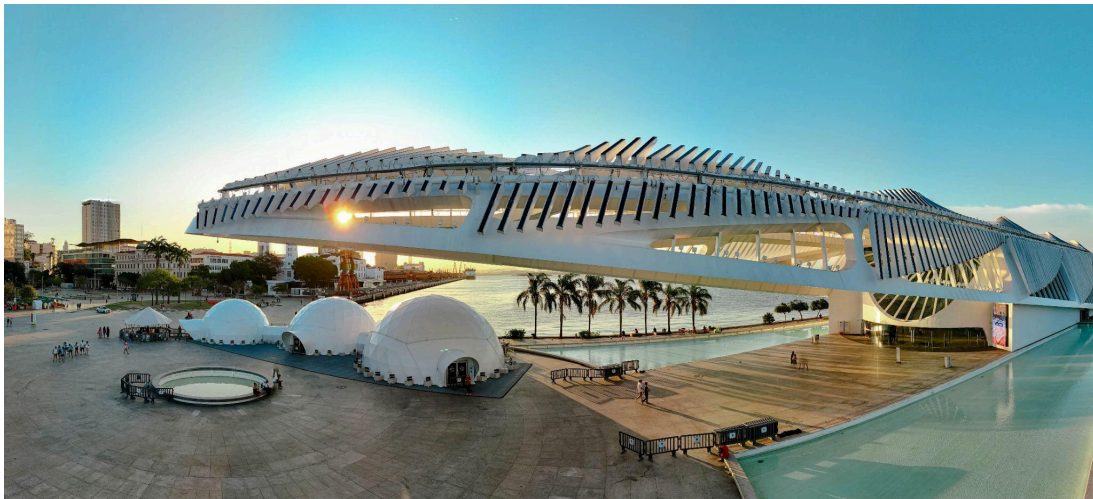
museu do amanhã



Cultura

**Museu do Amanhã and Visions2030 present
The Lumisphere Experience™
An immersive experience to imagine the planet's future**

A groundbreaking study, Census on the Future, reveals that Brazilians associate a utopian future with nature, sustainability, and good humor



Installation view of The Lumisphere Experience™ on the plaza of the Museum of Tomorrow, Rio de Janeiro, Brazil, photo by Leonardo Zielinsky @pizzaduleo, courtesy of Visions2030 and Minds Over Matter

The Lumisphere Experience, presented by **Museu do Amanhã** and **Visions2030** is an immersive and multisensory installation that invites visitors to dream and imagine their ideal future without limitation. It is now open to the public free of charge on the Museum's **Praça Mauá until December 19, 2025**.

Inside The Lumisphere's three interconnected domes, the multi-sensory environment, with 360° projections, surround sound, and interactive storytelling sparks new perspectives on global challenges, and hands-on technology allows participants to turn their visions into vivid images on LED screens.

“The Lumisphere Experience is not just an installation — it’s an invitation to co-create the futures we dream of,” says **Carey Lovelace**, founder of Visions2030. The initiative is part of the organization’s mission to **mobilize one billion people by 2030** to imagine an ideal and sustainable future.

The installation in Rio marks the beginning of a **five-year global tour**, connecting visitors, policymakers, and the general public at a time when **Brazil**, as host to COP30, plays a central role in the worldwide movement for environmental restoration.

The **Lumisphere Experience** was conceived by Visions2030 in partnership with the experiential design studio **Minds Over Matter**, based in San Francisco, California, in response to climate anxiety and fatigue about the future. Minds Over Matter led by partner and creative director **Travis Threlkel**, is known for its pioneering work at the intersection of art, architecture, and technology.

A new research partnership between the **Institute for the Future (ITF)**, Visions2030, and the Lumisphere Experience has been established, and as part of this collaboration, ITF is leading an effort to measure and amplify the Lumisphere’s impact on public imagination, agency, and belief in positive futures. The preliminary results show that the experience left visitors more confident about the future.

When asked how different they expect the world to be in 10 years, 36% believed the world would be extremely different, and after the Lumisphere Experience, 43% came to believe the world will be changed. These changes will be positive for 25% of respondents (before the experience, only 18% believed this).

People even emphasize that they have the power to influence these changes in the world, with almost 27% confirming this in the survey, and once again the Lumisphere had a positive impact on this view, since before the experience, only 16% stated this. Finally, 32% of survey respondents believe that the future is completely open and that many changes can still occur (before the experience, this number was 22%).

“At a time when uncertainty and anxiety about the future can feel overwhelming, the Lumisphere Experience demonstrates that fun, beautiful, and emotionally engaging experiences can have real psychological impact. They can strengthen resilience, amplify hope, and help people reconnect to their own power to act”, highlights **Jane McGonigal, PhD, ITF Director of Game Research & Development**.

The impact of the experience on public imagination will be assessed to gauge what the Institute for the Future refers to as “**urgent optimism**” — the ability to sustain hope and engagement even in the face of major challenges. The survey titled **The Census on the Future** has already gathered responses from over 14,000 visitors who have answered questions about how they envision the future in relation to the environment, community, technology, and atmosphere.

The Census on the Future reveals what Brazilians aspire to for the future

Environment

The data shows that the collective imagination of a “dream world” is dominated by lush natural landscapes, especially beaches (14.7%), forests (12.5%), and mountains (10.2%). Water-related elements are central—beaches, rivers, and lakes account for a large portion of choices—reinforcing a vision of nature that is abundant, clean, and welcoming. For the respondents, the ideal environmental vision appears tropical, green, and marked by direct contact with nature.

Community

When invited to imagine what it would be like to live in this world, respondents dream of green, small, and nature-integrated communities. The presence of animals (16.8%) is highly valued in this imagined landscape. There is also a strong preference for “only nature” (9.4%), suggesting a decentralized, organic urban future that contrasts with today’s highly populated metropolitan centers.

Technology

The most desired technological solutions for this world are sustainable, discreet, and focused on clean energy. Reforestation and solar energy appear as frequent choices (10.9% and 9.6%, respectively), followed by smart cities (9.3%), water harvesting (7.1%), urban forests (6.9%), and recycling (6.9%). This reveals that people imagine a future where technology exists but operates in harmony with the environment, reducing impact and promoting self-sufficiency.

Aesthetics

Finally, the ideal world has a positive, sunny, peaceful, and natural atmosphere. Words such as “natural” (15.8%), “harmonious” (10.6%), and “peaceful” (10.5%) stand out, reinforcing that the imagined setting is not only beautiful but also emotionally tranquil and healthy. Futuristic, sci-fi, cyber, or dystopian aesthetics were rarely mentioned, indicating that—even in a future with technology—respondents desire a human and natural environment.

Methodology

The survey was conducted by 14,088 respondents in three languages (Portuguese, English, and Spanish) during the Lumisphere Experience at the Museum of Tomorrow in Rio de Janeiro, throughout October 2025.

Results can be viewed in this [link](#).

In the third dome, an image created using Artificial Intelligence is produced from the input from each visitor. Participants are also invited to share reflections on their visions of the future — “A cyberpunk city that simultaneously blends with nature, where technological advancements have increased the population's life expectancy and eliminated food shortages,” said one visitor. “I imagine this place as a beautiful place to live, practice physical activities like surfing, playing soccer, and doing gymnastics,” wished another.

The Lumisphere Experience

Dates: until December 19, 2025

Location: The Museum of Tomorrow (Museu do Amanhã), Praça Mauá, 1 - Centro, Rio de Janeiro - RJ, 20081-240, Brazil

Admission: Free and open to the public

More Information [HERE](#).

Research Partner



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, transmuted despair into hope. In-Visions NP Corp, doing business as Visions2030, is a 501(c)(3) non-profit organization. Learn more.

About Esquenta COP Occupation

From July to November, the Museum of Tomorrow presents the Esquenta COP Occupation, an initiative that brings together exhibitions, workshops, meetings and artistic performances in dialogue with COP 30. The program takes place in new spaces such as the Esquenta COP Arena, which hosts free public activities including the choir Uma Só Voz, conversation circles, and open classes. Highlights include the debates of the Papos Quentes series and the exhibition "Claudia Andujar and her Universe: Science, Sustainability and Spirituality" and The Lumisphere Experience™. The Occupation also marks the opening of 1,200 m² of exhibition space, a permanent legacy for the Museum of Tomorrow, which celebrates its 10th anniversary in 2025.

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.

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