



museu do amanhã



Cultura

**The Museum of Tomorrow (Museu do Amanhã)
and Visions2030 Present**

***The Lumisphere Experience™* –
Inspiring a Better Sustainable Future Through Dreaming**

Opening in Rio de Janeiro, October 2 - December 19, 2025



Rendering of the Lumisphere Experience on the plaza of the Museum of Tomorrow, Rio de Janeiro, courtesy Visions2030



The Lumisphere Experience preview in Sacramento, California, June 2025, photo by Jay Blakesberg, courtesy Visions2030

NEW YORK and RIO DE JANEIRO — **The Museum of Tomorrow (Museu do Amanhã)** and **Visions2030** announced today the international debut of **The Lumisphere Experience™**, the landmark immersive, multi-sensory, climate and futures reimagination lab opening **October 2 to December 19, 2025** on the iconic Santiago Calatrava-designed museum's plaza in Porto Maravilha, Rio de Janeiro, Brazil.

Conceived as a transformative space to dream without limitation, the Lumisphere Experience, which is free and open to all, invites visitors to gather inside a trio of interconnected Buckminster Fuller–inspired geodesic domes. In an audio and visual environment designed to awaken creativity and shift collective consciousness, participants are inspired to envision hopeful, imagination-driven solutions to pressing global challenges.

Timed to coincide with Brazil's hosting of the **2025 United Nations Climate Change Conference (COP30)** in Belém (November 10–21, 2025) and **The Earthshot Prize Awards Ceremony** (November 5, 2025) also taking place at the Museum of Tomorrow, the Lumisphere Experience will serve as a cultural cornerstone in the city of Rio de Janeiro and for the museum's public program throughout Fall 2025—sparking conversations about hope, resilience, and environmental transformation.

“The Lumisphere Experience is not just an installation—it’s designed as a transformative experience that inspires hope in the face of climate anxiety and sparks action,” said Visions2030 Founder **Carey Lovelace**. *“It’s an invitation to step into the futures we dream of and design them together. We want to mobilize one billion people by 2030 to envision the world they want—and take real steps to create it.”*

Through 360° projection mapping, surround sound, interactive storytelling, and hands-on climate action stations inside domes that span 8,000 square feet, visitors to the Lumisphere Experience are invited to create their ideal eco-future.

Answering the urgent call of COP30 for global climate action, the Museum of Tomorrow has launched the ***Esquenta COP Occupation (Ocupação Esquenta COP)***, a bold initiative that shifts critical climate conversations into the public sphere. Now through November, through six exhibitions and dozens of educational activities, the museum will be a platform for active listening and the exchange of diverse perspectives—science meeting spirituality, ancestry, and

art. The museum's presentation of the Lumisphere Experience affirms that more than lectures and data, it is hands-on sensory encounters and the appeal to our deepest imagination that inspires real change in our collective ways of living.

"The Lumisphere Experience is a meditative and almost-psychedelic exercise in futures literacy. It is an experience of expanding the imagination, which is essential to activating hope and spurring transformative action and possibilities for positive change," writes **Fabio Rubio Scarano**, Curator of the Museum of Tomorrow and UNESCO Chair on Planetary Wellbeing and Regenerative Anticipation. *"It is a call to reframe our climate narrative."*

Renowned for its bold, future-focused exhibitions and its mission to integrate art, science, and sustainability, the Museum of Tomorrow provides the ideal setting for the Lumisphere Experience's first stop on a five-year global tour. At a moment when the spotlight shines on Brazil's central role in the global movement to repair and restore our environment, the Lumisphere Experience directly engages international visitors, policy makers, and the public.

"Our vision is to make the Lumisphere Experience a global catalyst for imagination," said Visions2030 Co-Director **Elizabeth Thompson**, *"By starting in Rio during this historic year, we're connecting local and global audiences to a shared story of possibility for a better future."*

In response to a growing public sense of climate anxiety and dystopian thinking, Visions2030 conceived the Lumisphere Experience with the San Francisco-based experiential design studio Minds Over Matter, led by Partner and Chief Creative Officer **Travis Threlkel** and 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 to measure the results of the Lumisphere Experience. As part of this new collaboration, IFTF is leading a research effort to measure and amplify the impact of the Lumisphere Experience on public imagination, agency, and belief in positive futures. Its research will focus on how immersive experiences like the Lumisphere can spark what it calls urgent optimism—a mindset the organization defines as the ability to stay hopeful, motivated, and engaged even in the face of significant future challenges. **Jane McGonigal**, PhD, IFTF Director of Game Research and Development, refers to the Lumisphere Experience as *"an extraordinary example of a cultural technology for awakening urgent optimism"*, and **Jake Dunagan**, PhD, IFTF Director of the Governance Futures Lab, adds, *"We believe the Lumisphere is not just an experience—it's a civic intervention in the story we tell about the climate crisis."*



The Lumisphere Experience preview, Sacramento, California, June 2025, photo by Jay Blakesberg, courtesy Visions2030.

The Lumisphere Experience

Dates: October 2 – 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](#).

The Lumisphere Experience was conceived by Visions2030 and co-designed with Minds Over Matter as part of Vision2030's mission to facilitate new future-focused narratives and ways of thinking about global challenges. It was launched at California Institute of the Arts (CalArts).

Research Partner



Institute for the Future

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 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](#).

Website

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

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