



NATURA



Available

Fall 2026 & onward

Size

~8,000sqft

Cost

\$75,000 USD
per month

Install - 8 days

Deinstallation - 4 days

Freight

3x 53' trailers



OVERVIEW

An Immersive Traveling Exhibition

NATURA is an immersive, multi-sensory journey through the forces of water and light that sustain life on Earth. It invites visitors to step inside six transformative environments where nature is reimaged through art, sound, and technology.

EXHIBITION PRODUCER

Hereleb

HERELEB: Leading the Way in Touring Exhibitions and Event Management

HERELEB is a premier producer of touring exhibitions and a local organizer throughout Europe. The company offers comprehensive services in the design and execution of all types of entertainment events. With 25 years of professional experience in live events, HERELEB brings unmatched technical expertise to the table. Over these 25 years, the CEO has delivered projects for prestigious entities such as NASA, ESA, US Space & Rocket Center, Les Invalides, Napoleon Foundation, FIFA, FERRARI, Maserati, FIAT, and many others. In addition, for European tours, the company has collaborated with renowned artists like Bruce Springsteen, AC/DC, Pearl Jam, Elton John, Paul McCartney, Paul Simon, Bon Jovi, Metallica, Foo Fighters, and many more. The success of HERELEB's projects is ensured by its world-renowned team of professionals, whose skills span across Audio, Video, and Lighting sectors. They transport participants into a virtual world through the development of VR platforms, creating immersive and unforgettable experiences. From conceptualization to execution, HERELEB provides a seamless blend of creativity and technical prowess, making each event a standout. Whether it's a high-profile touring exhibition or a bespoke entertainment event, HERELEB leverages its extensive knowledge and global network to deliver exceptional results every time.

hereleb.com

EXHIBITION PRODUCER



Pino Zappalà, Extramuseum

Pino Zappalà founded Extramuseum, an organization that has been engaged in disseminating and communicating science and technology for years. He was the vice president and director of ESOF2010, the European Open Forum. Inspired by his meeting with Frank Oppenheimer in 1984 at the Exploratorium in San Francisco, he conceived and organized Experimenta (1985), the first Italian exhibition with interactive exhibits. Since 1987, he has conceived and managed the GiovedìScienza conference series. He was the co-curator of the ArsLab triennial exhibition of art, science, and technology. He coordinated the 2010 edition of the European Researchers' Night and was responsible for the European project Places (with the participation of 60 European cities). He has served as an evaluator for the European Commission (Science and Society, Horizon 2020). He contributed to the realization and direction of the "Space Adventure" exhibition in 2019/2020 in Turin and Calabria. He is currently on the scientific committee of several science museums in Italy.

extramuseum.it

EXHIBITION PRODUCER



Empowering Museums Through Traveling Exhibitions

Dala Projects is dedicated to supporting the museum industry with traveling exhibitions. Providing services to exhibition producers, operators, and museums, Dala Projects serves as a producer, tour manager, owner's representative, stakeholder advocate, and booking agent.

dalaprojects.com



AT A GLANCE

Visitors traverse six distinct water worlds, each blending spectacle and reflection.

The Lightning Room: Walk through a living storm, enveloped by thunder, flashes of light, and cascading soundscapes that capture the raw energy of the skies.

The Moss Room: A contemplative refuge where an ancient tree trunk and living greenery connect the infinite cosmos with Earth's fragile microcosm.

The Bioluminescence Room: Step into glowing ocean depths where jellyfish pulse, water reacts to touch, and movement ignites shimmering waves of light.



The Waterfall Room: Confront the power of cascading water that glows red like liquid fire at peak moments, inviting visitors to cross through luminous streams.

Waitomo Caves: Inspired by New Zealand's glowworm caverns, this corridor immerses guests in a subterranean starry sky.

VR Caves: A standalone 3,000 sq. ft. virtual reality environment where guests explore hidden cave systems in a seamless blend of illusion and reality. Together, these worlds heighten the senses—inviting audiences to lie on water beds as waterfalls rise upward, to feel the ground tremble in a storm, or to observe Earth's beauty and fragility from afar. The experience culminates in awe, reflection, and renewed connection to the natural world.

FOR MUSEUMS AND GALLERIES

Immersive Design: Multiple experience with large-scale projections, environmental effects, and tactile interactivity.

Scalable Footprint: Configurable across multiple

galleries, with the VR Caves as a standalone module. Broad Appeal – Resonates across demographics, from families and school groups to adult audiences seeking unique cultural experiences.

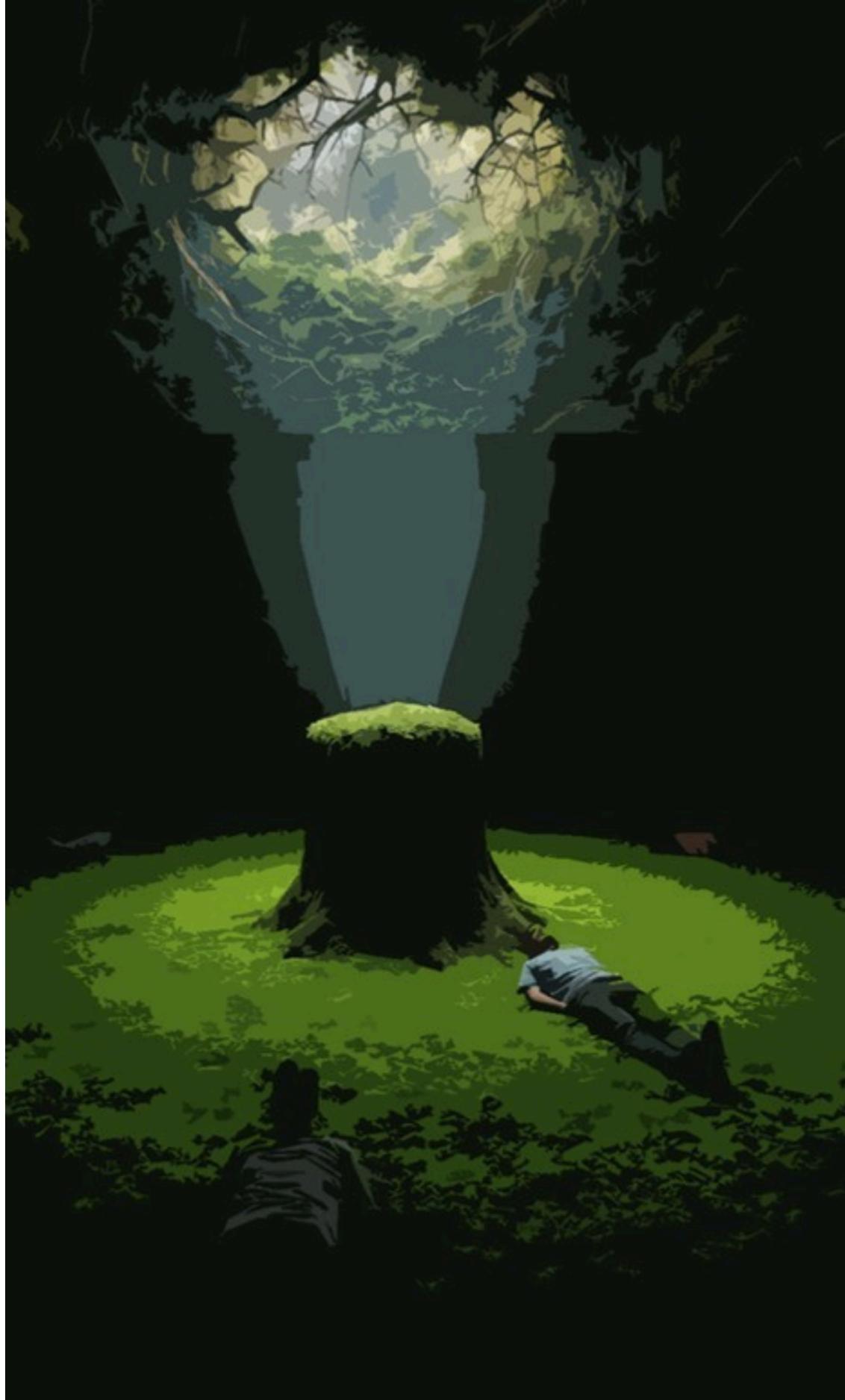
Photogenic & Shareable: Dramatic environments encourage repeat visitation and social media engagement.

Educational Value: Connects natural sciences with art and technology, sparking curiosity about Earth's ecosystems.



EXHIBITION EXPERIENCE

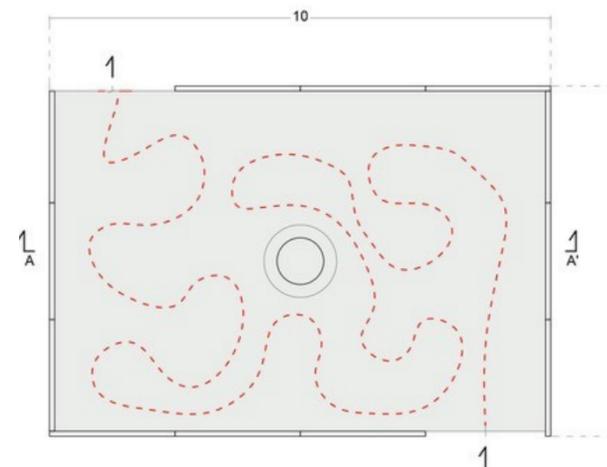
The following pages illustrate the exhibition's design concept. This is for reference only as the exhibition has yet to be produced.



THE MOSS ROOM

BREATH ROOT CONTEMPLATION

The Moss Room is a refuge suspended between nature and imagination, an invitation to pause and breathe. At its center is an ancient tree trunk covered in greenery that holds a heart of light rising toward the ceiling and transforming into a narrative sky. The journey begins in cosmic infinity and gradually narrows to reveal the secret universe of the Earth—a fragile, pulsating microcosm where moss becomes an emblem of resilience and silent life. As visitors lie on a soft carpet, they find themselves suspended between immensity and invisibility. They are welcomed into a contemplative space that reveals the grandeur of nature's smallest forms.

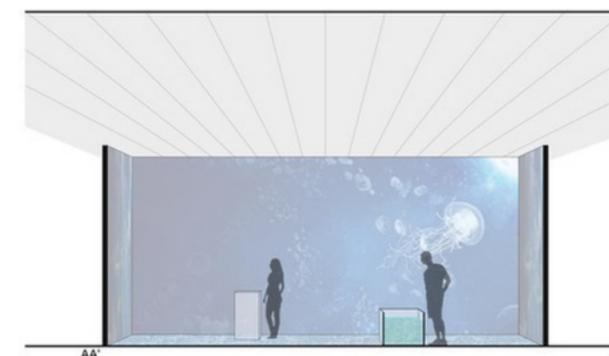
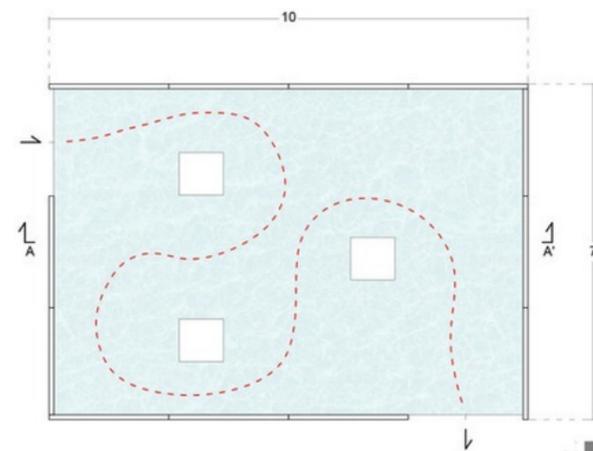




BIOLUMINESCENCE ROOM

MYSTERY GLOW ABYSS

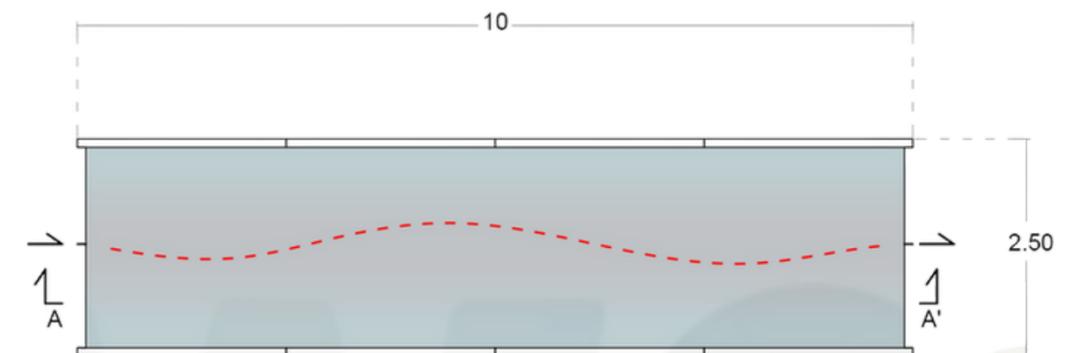
The Bioluminescence Room is a place suspended between dream and abyss. The walls breathe light, animated by jellyfish that float like gentle ghosts. Transparent, mysterious creatures descend from the ceiling and seem to come alive at first glance. The floor, like a secret ocean, reacts to movement. Every step ignites blue flashes that transform into waves of color, echoing the Salish Sea, which glows with invisible life at night. In the center, crystalline pools hold enchantment. The clear water lights up with surprising colors at the touch of a hand, as if the sea itself were responding. Here, light and body intertwine in a landscape that beckons you to immerse yourself in the luminous depths of the ocean.



WAITOMO CAVES

LIGHT DEPTH ECHO

Inspired by New Zealand's Waitomo Caves, the Corridor of Caves evokes a real journey. Darkness is lit up by myriad points of light generated by glowworms, tiny organisms that transform the walls into an underground starry sky. The illuminated surfaces give visitors the sensation of walking under a celestial vault hidden in the heart of the Earth. Connecting the Waterfall Room and the VR Caves Room, the corridor represents a bridge between physical and virtual reality, guiding visitors from wonder to learning into the secret depths of the Earth.

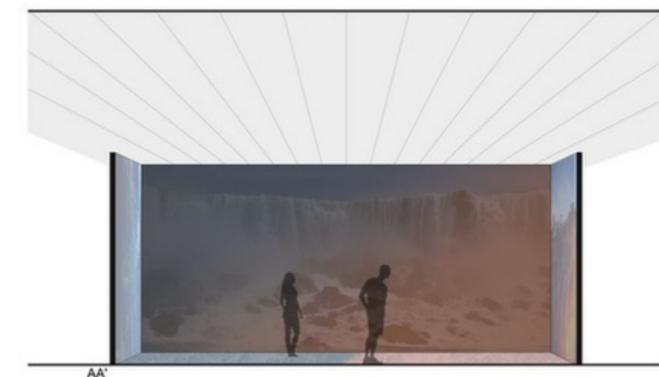
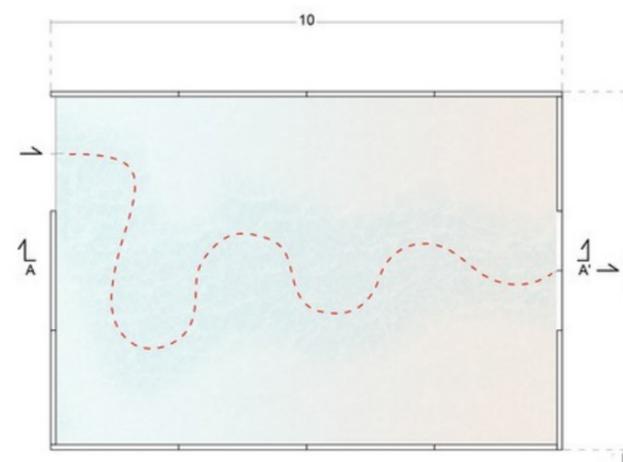




THE WATERFALL ROOM

FLOW METAMORPHOSIS WAITING

The Room of the Flaming Waterfall is a secret passage that opens onto an immense waterfall. The room transforms into a projected rocky landscape where water cascades down with an enveloping roar, and a light mist caresses your skin. A small virtual lake flows at your feet, reflecting changing glimmers in a cycle that spans the 24 hours of a day, from dawn to night. Then, at specific scheduled times, the water glows red like liquid fire. This is the climax—the moment visitors await, ready to capture the metamorphosis. To leave, you must cross the waterfall itself, allowing yourself to be enveloped by the luminous water before returning to the real world.



STANDALONE

VIRTUAL

REALITY

CAVES

3,000 sqft





dal
PROJECTS

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