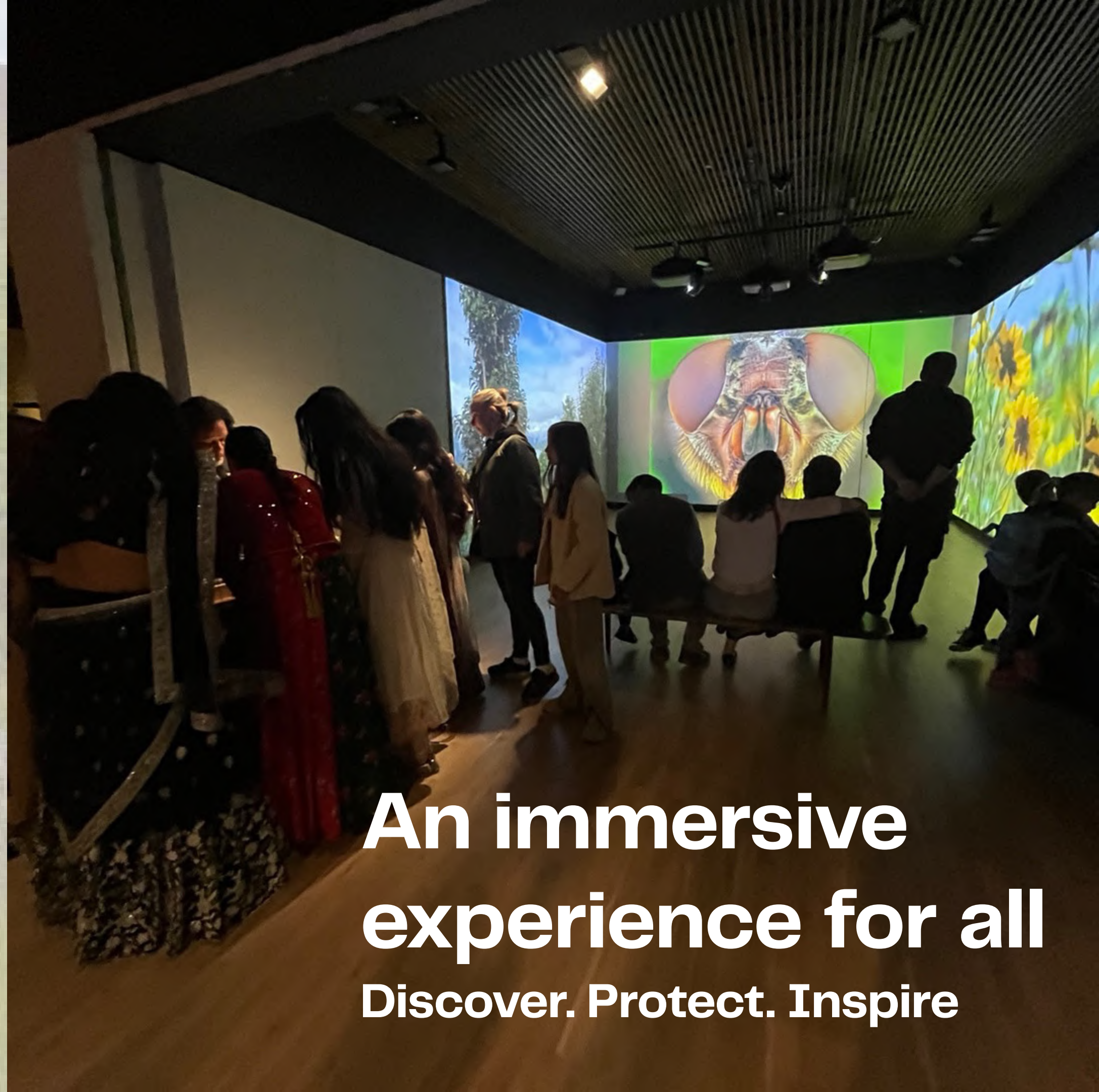




# GIANT INSECT WORLD



**An immersive  
experience for all**  
Discover. Protect. Inspire



A brand, a virtual world, a touring experience.

# Discover the delicate beauty of insects

- **An interesting concept:** Giant Insect World brings insects to life at scale.
- **A set of activities** delivered in museums, parks, festivals and education spaces.
- **Different formats:** models, installations, macro photography, trails, AR/VR, workshops.



What if the tiniest beings became the biggest storytellers?





# Visitor Journey



## Real insects in giant scale in a virtual world

Experience vibrant virtual displays of real insects up-close.



## Public engagement with demos and activities

Engage with interactive exhibits that educate on insects and their habitats.



## Foster understanding of ecosystem

Develop a connection to nature and conservation efforts.





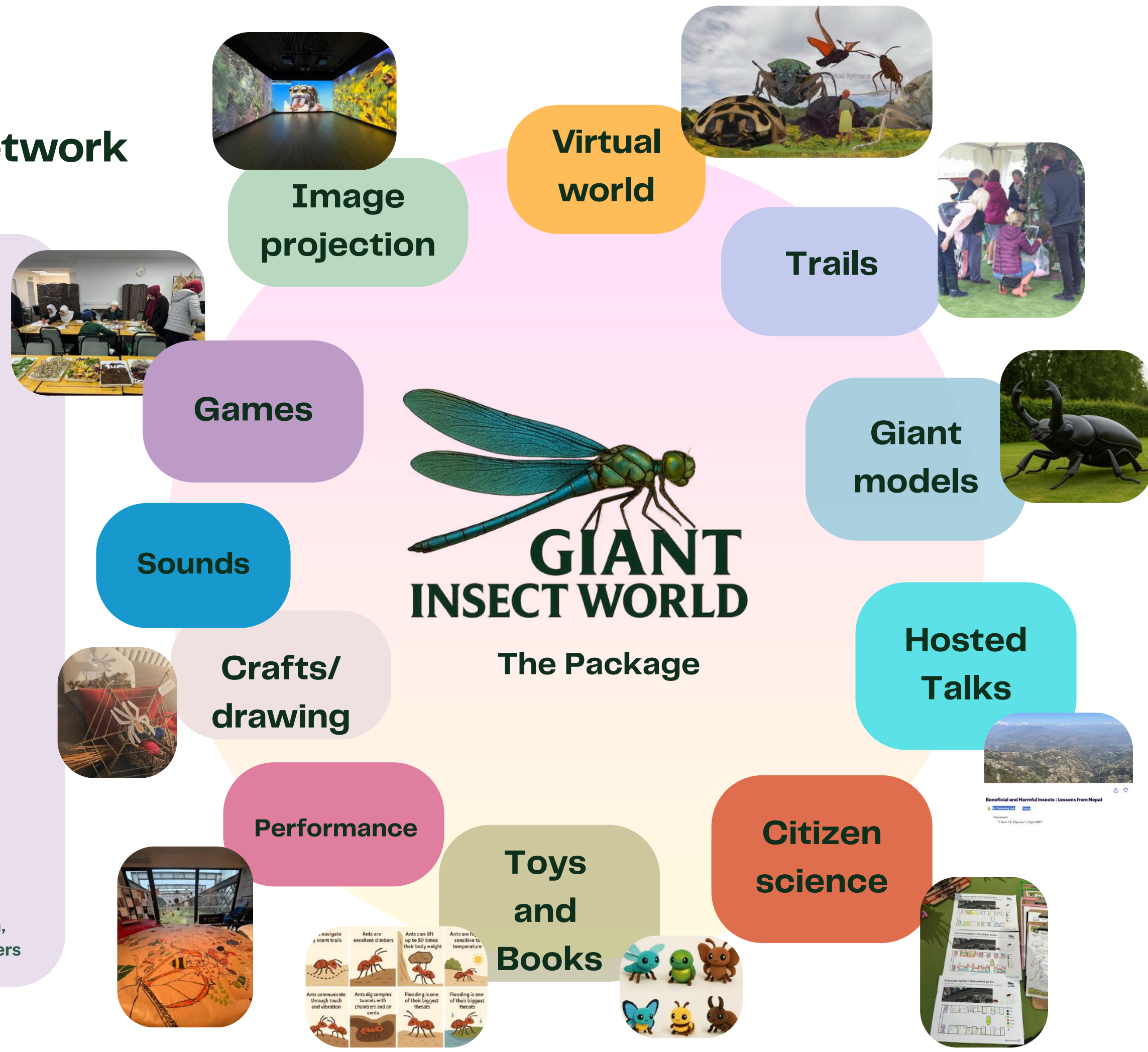
# Plans for 2026

Developing the brand and the network

## Reaching out to

- Visitor destinations
- Museums
- Discovery centres
- Festivals
- Libraries
- Local authorities
- Schools
- Universities

Funding sources in development  
Local Authorities, Arts organisations, Royal Entomology Society, academia, sponsorship, philanthropic, marketing opportunities, event income, fundraisers





# Case Study

## Image Projection at Manchester Museum

### Same...and Different

**The challenge:** to celebrate Nepal Day

**The activity :** 3 screen projection of insects and their landscapes across UK and Nepal

### Working with

- Head of Entomology at Manchester Museum, Diana Arzuza buelvas
- Macro photography by Francis Prior and Michael Pollard
- Soundscape and film by Neil Spencer Bruce
- Nepal landscape and habitats by Bikas Rauniar
- Manchester Nepali Samaj community



**NEIL SPENCER  
BRUCE**

**SEQUENTIAL  
MACRO**





# Case Study

## Virtual Reality experience and creative activity with National Trust

### Mosschester project

**The challenge:** engage people on insects and their habitats

**The activity :** 'Have a look at our giant 3D insects' using virtual reality headset after drawing and exploring

### Working with

- National Trust outreach team
- Deansgate Viaduct, Galaxy House NHS, Guidance Hub, Blossom@Wythenshawe Park
- 360 photo of Chorlton Ees by Gawain Foster
- 3D models by Dinarda
- Virtual environment by Sairo



National  
Trust



GAWAIN  
FOSTER





Giant wood ant made from latex with room spray inside



Face-in-hole board for photos

Film of ant nest with visitors projected into it using camera and Unity app



Ant mask

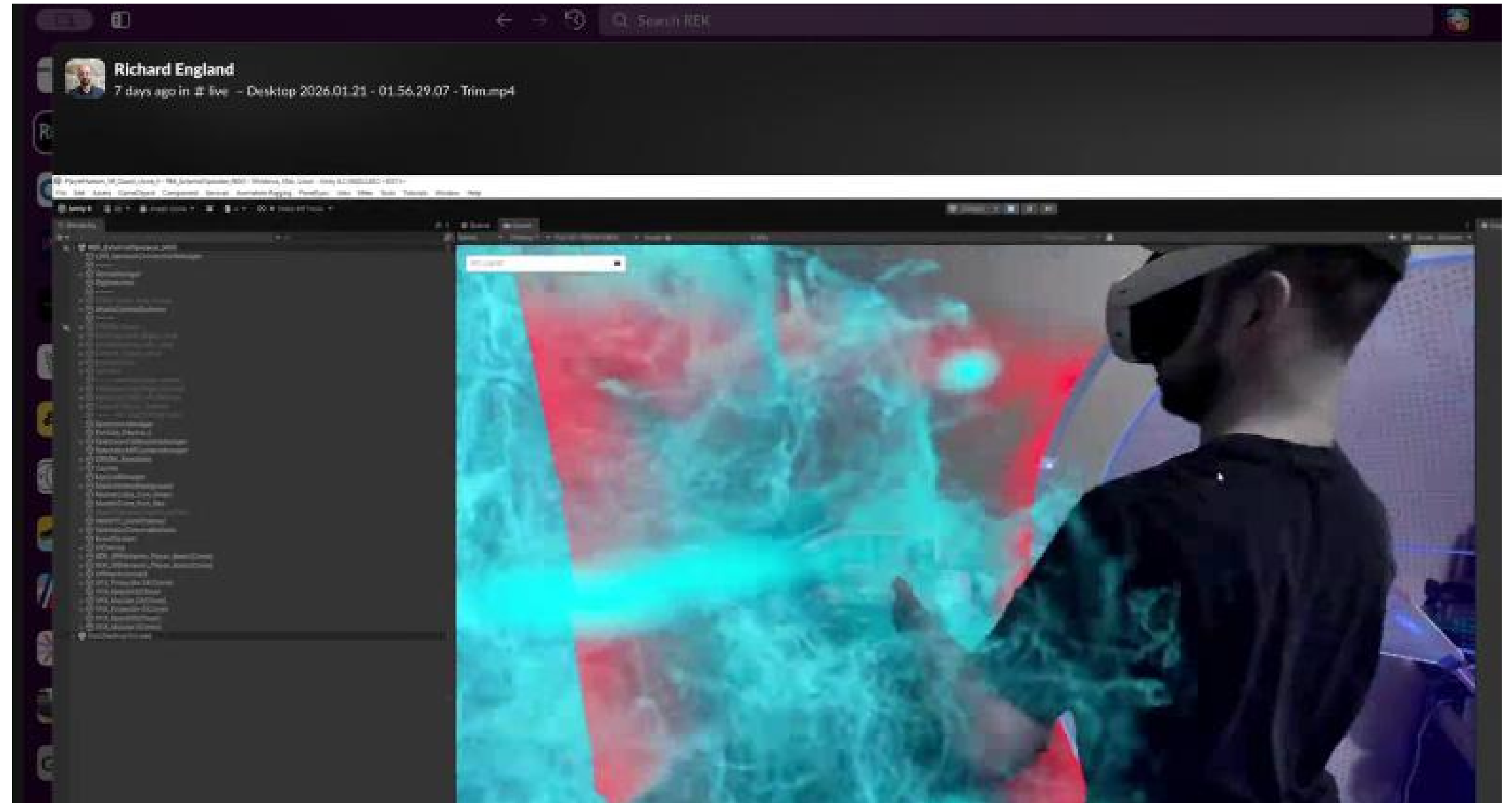
Fabric eggs stuffed with paper



# Interactive experience

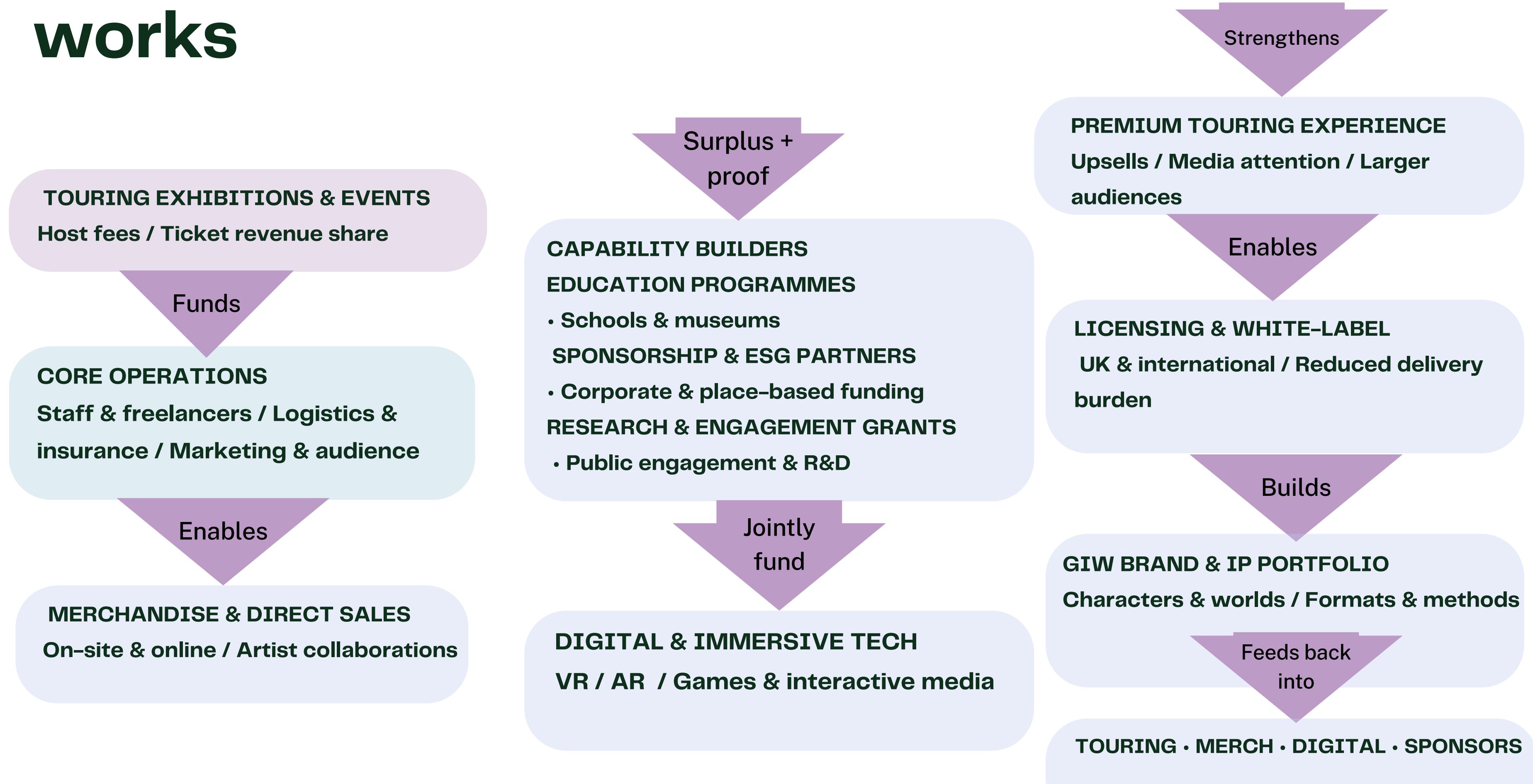
## Adapting existing Reflex Arc visualisation tool

The prototype will adapt existing Unity interaction systems and scale-based environment logic, with new insect-specific content and behaviours developed specifically for this project.





# How the business model works





## Led by



**Dr Jessica Symons,**  
Visioning Lab

Producer



**Diana Arzuza buelvas,**  
Manchester Museum

Head of Entomology

## Funded and supported by



**Royal  
Entomological  
Society**



University of  
**Salford**  
MANCHESTER



**National  
Trust**



**VISIONINGLAB**



## Content and design by



**Francis Prior,**  
Sequential Macro

Award-winning Macro-insect photographer



**Sairo**

Digital design agency



**DiNarDA**

3D insect scanning

## Advisory Group

- Wendy Harris, Entomologist, Swansea University / Royal Entomology Society
- Nick Baker, Naturalist and Television Presenter
- Laura Davis, Outreach lead, National Trust
- Marian Hill, artist and illustrator
- Loulou Braddick, Communications consultant
- Marieke Navin, Head of Programming, Cheltenham Science Festival
- Ursula Hurley, Professor of Creative Writing