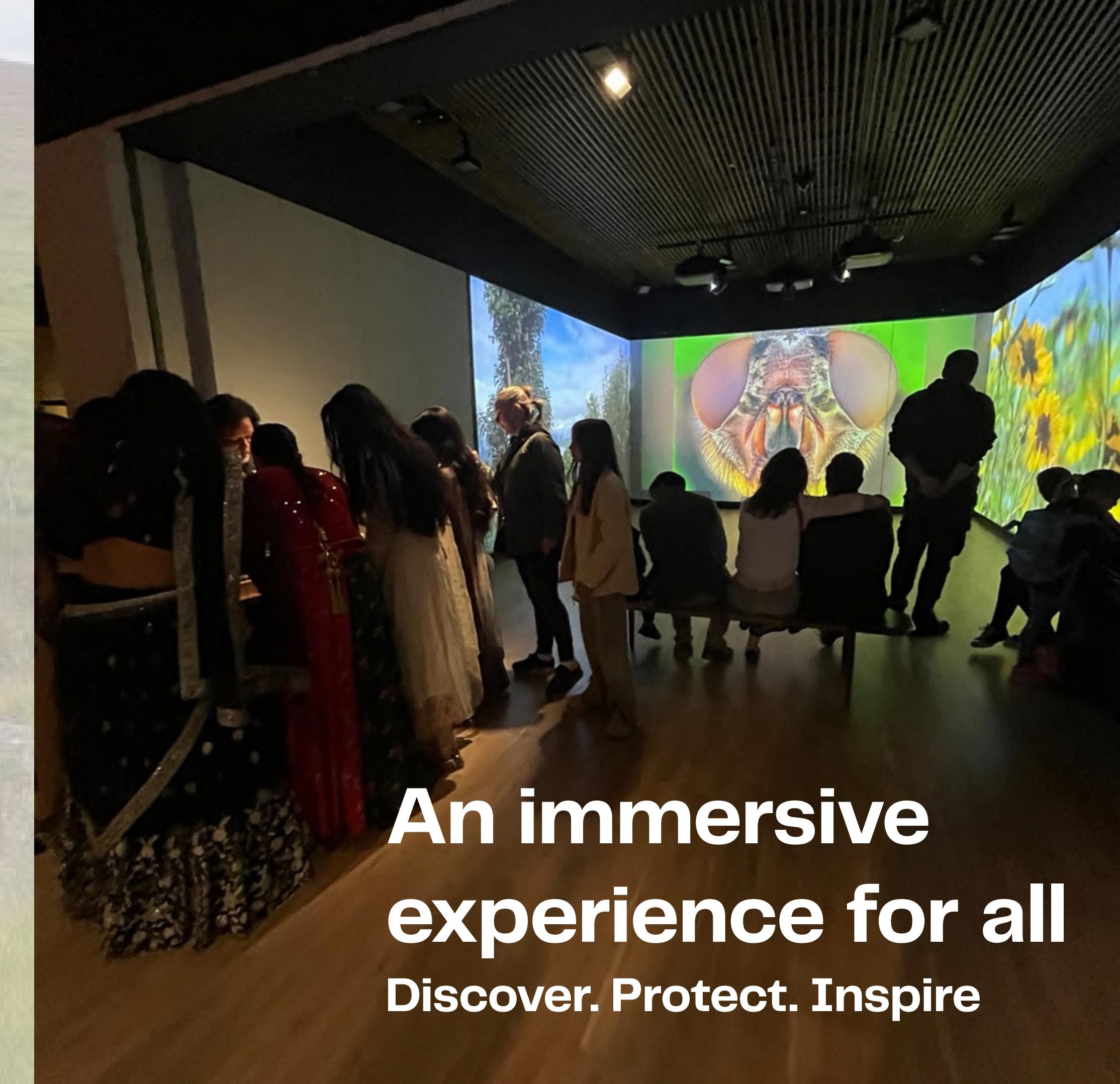


GIANT INSECT WORLD



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



Image
projection



Games

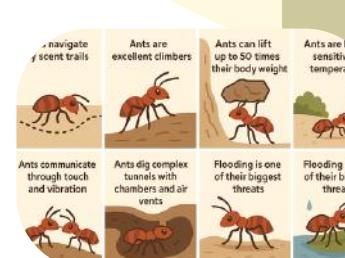
Sounds



Crafts/
drawing



Performance



Toys
and
Books



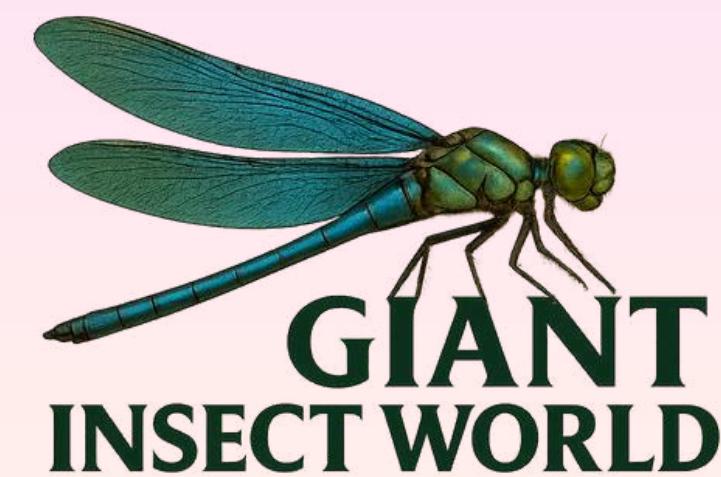
Virtual
world



Trails



Giant
models



The Package

Hosted
Talks



Beneficial and Harmful Insects : Lessons from Nepal



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

MANCHESTER MUSEUM



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



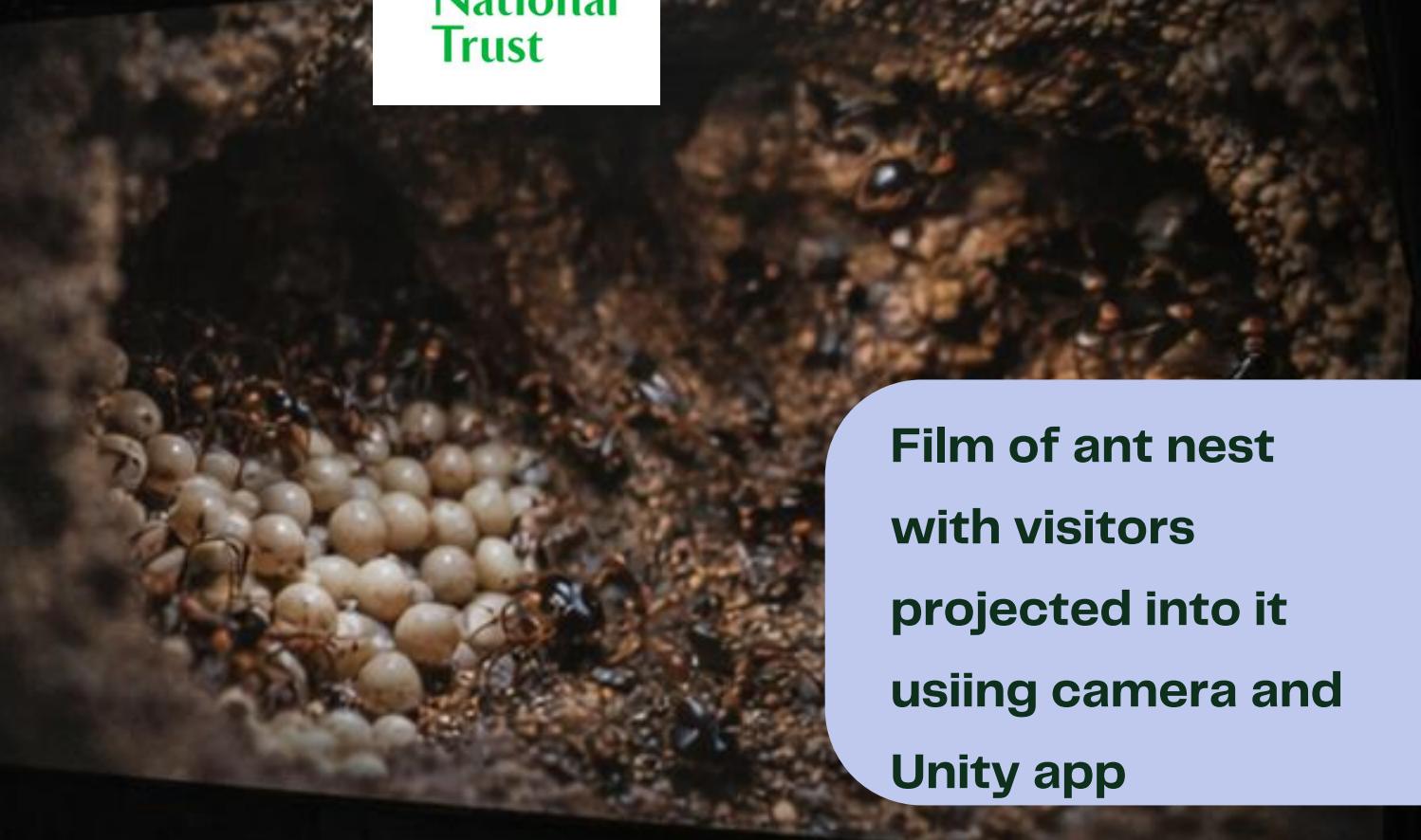
Face-in-hole board for photos



Ant mask



Fabric eggs stuffed with paper

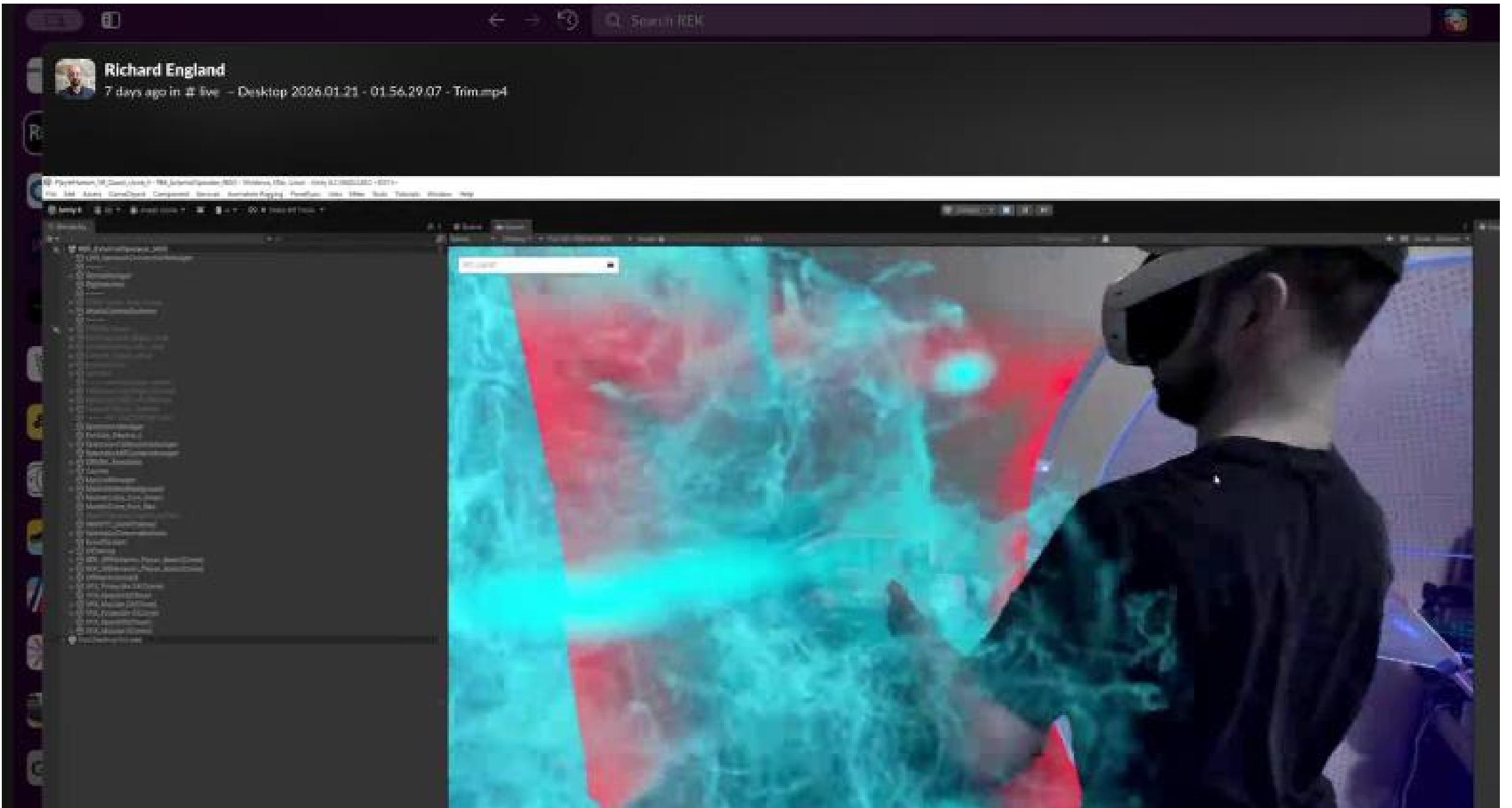


Film of ant nest with visitors projected into it using camera and Unity app

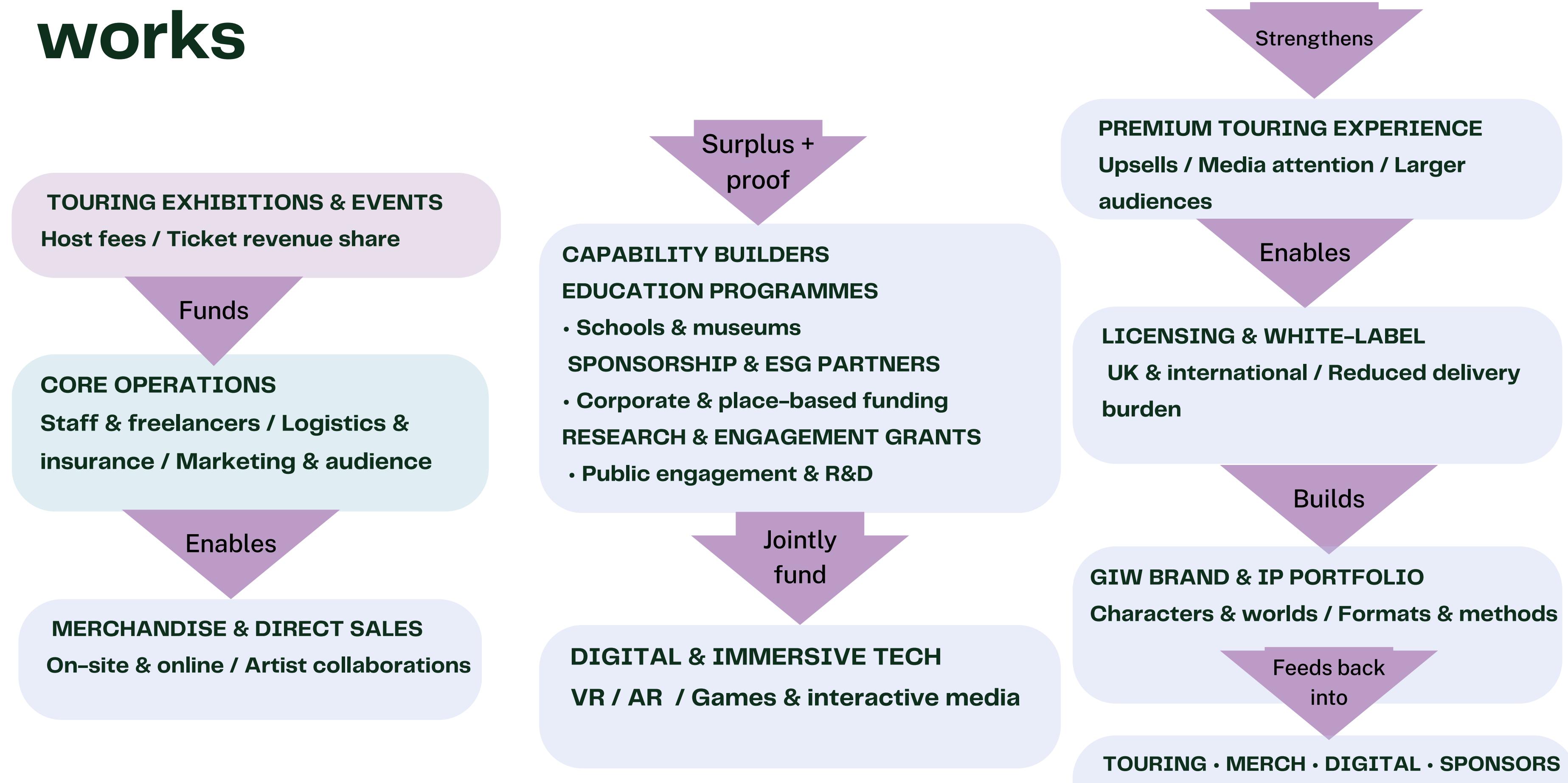
Interactive experience

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

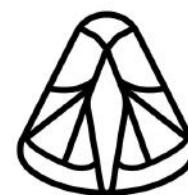


Dr Jessica Symons,
Visioning Lab

Producer

Diana Arzuza buelvas,
Manchester Museum
Head of Entomology

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**imfest
Foundation**



**National
Trust**

**forest
of IMAGINATION**

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**Francis Prior,
Sequential Macro**

Award-winning Macro-insect photographer

Sairo

Sairo

Digital design agency

DINARDA
Digitales Naturhistorisches Archiv Darmstadt e.V.

DiNarDA

3D insect scanning

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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