





MUSEUM OF FUTURE GOVERNMENT SERVICES

CLIENT

United Arab Emirates Prime Minister's Office

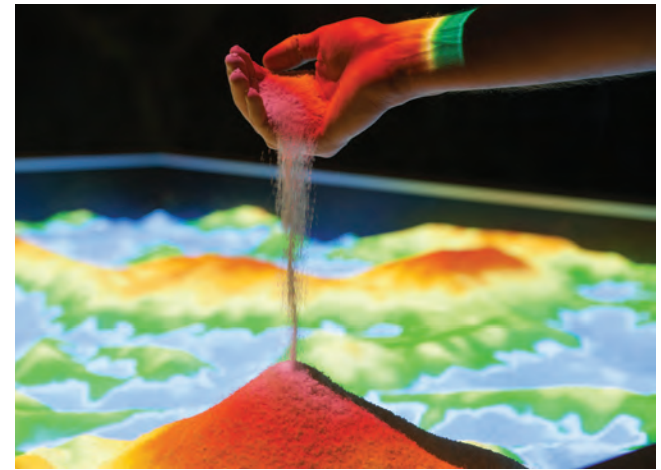
PARTNERS

2014: Fabrica, Institute for the Future

2015: Superflux, Near Future Laboratory, Atelier F, Publicis Live

YEARS COMPLETED

2014, 2015, forthcoming 2016



OPENING SPLASH

Fitzania, a fitness game aimed towards children, provides targeted treatment and care for specific needs.

TITLE INSET

The 2014 exhibition had five major themes; the sand table was part of a series of educational interactives.

TOP LEFT

In the PharmaCafé, a high end spa environment with pharmaceutical capabilities, users are given personalized health care in a relaxing garden environment.

MIDDLE LEFT

UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum interacts with the educational themed exhibits of the Museum of Future Government Services, 2014.

LOWER LEFT & RIGHT

The future of construction and repairs is envisioned through exoskeleton robots and autonomous machines overseen by Street Programmers.

The current and near-future technologies of today have the potential to enable entire new categories of government services and interaction with and between citizens. This reality is both exciting and overwhelming, even to the government entities responsible for innovation.

In a project for the Prime Minister's Office of the UAE, in 2014 and 2015 Tellart had the opportunity to imagine and prototype possibilities of future government. The "Museum of Future Government Services," a large-scale exhibition hosted at the UAE's annual Government Summit, was created to forecast, design, and inspire the near future of government services in the Middle East.

Working in 2015 with with an international team of top design studios including Specular, SOFTlab, Bompas & Parr, Octo, Carlo Ratti Associati, Idee und Klang, and Future Cities Catapult, the onsite build and installation was done by Tellart in collaboration with PublicisLive, Neumann & Müller and Projex UAE. In 2014, Tellart conceptualized, designed, engineered, built, and installed the massive, high-end, interactive exhibition, collaborating with partners IFTF (conceptual research) and Fabrica (partnered for concept development and fabrication).

Through the immersive experiences designed by Tellart, meticulously crafted to appeal to and engage

an audience of the highest government officials from the Middle East, thousands of Government Summit attendees were exposed to concepts of future government and emerging technologies.

Its five main themes of International Travel, Healthcare, Education, Smart Cities, and Public Services were each embodied in a series of interactives that allowed summit attendees to not only see or read about, but to experience the future of these services.

The exhibitions required design of dozens of complex interactive screens and physical elements, as well as increased cultural sensitivity. Learning how to best design for traditions of the Middle East was important to the project's success.

Tellart provided direction from concept development through final installation, working internally and with subteams to provide: conceptual guidance and definition, design expertise for interaction, graphic and industrial design, as well as final specifications, engineering, development, and installation. Using a careful mix of working interactive technologies with stand-in technology interfaces, Tellart delivered a convincing and polished narrative to the highly selective audience, and provided a contextual launching point for Summit debate and conversation.







