

MIC

MUSEO INTERACTIVO DEL CANNABIS
*INTERACTIVE CANNABIS MUSEUM**



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INTERACTIVE CANNABIS MUSEUM

A INNOVATIVE AND REVOLUTIONARY WAY TO EXPLORE CANNABIS. FROM A SCIENTIFIC APPROACH, PROVIDING A UNIQUE AND MEMORABLE EDUCATIONAL EXPERIENCE.





PROJECT **DESCRIPTION**



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THE INTERACTIVE CANNABIS MUSEUM (MIC) IS A PIONEERING INITIATIVE THAT MERGES ART, SCIENCE, AND TECHNOLOGY TO PROVIDE A UNIQUE AND IMMERSIVE EXPERIENCE ABOUT CANNABIS. LOCATED ON THE CAMPUS OF THE UNIVERSITY OF SANTIAGO, THE MIC'S MAIN GOAL IS TO EDUCATE THE PUBLIC ABOUT THE SCIENTIFIC, CULTURAL, AND SOCIAL ASPECTS OF THIS ANCIENT PLANT.

THE PROJECT FOCUSES ON CREATING ARTISTIC INSTALLATIONS DEDICATED TO SCIENTIFIC EDUCATION ABOUT CANNABIS. EACH PIECE WILL BE DESIGNED WITH THE PURPOSE OF ENGAGING VISITORS AND PROMOTING UNDERSTANDING AND DIALOGUE ON THE TOPIC. FROM VISUAL REPRESENTATIONS OF THE CHEMICAL COMPOUNDS PRESENT IN THE PLANT TO INTERACTIVE EXPERIENCES EXPLORING ITS IMPACT ON HEALTH AND SOCIETY, THE MIC WILL OFFER A MULTIDIMENSIONAL APPROACH TO ADDRESSING CANNABIS.



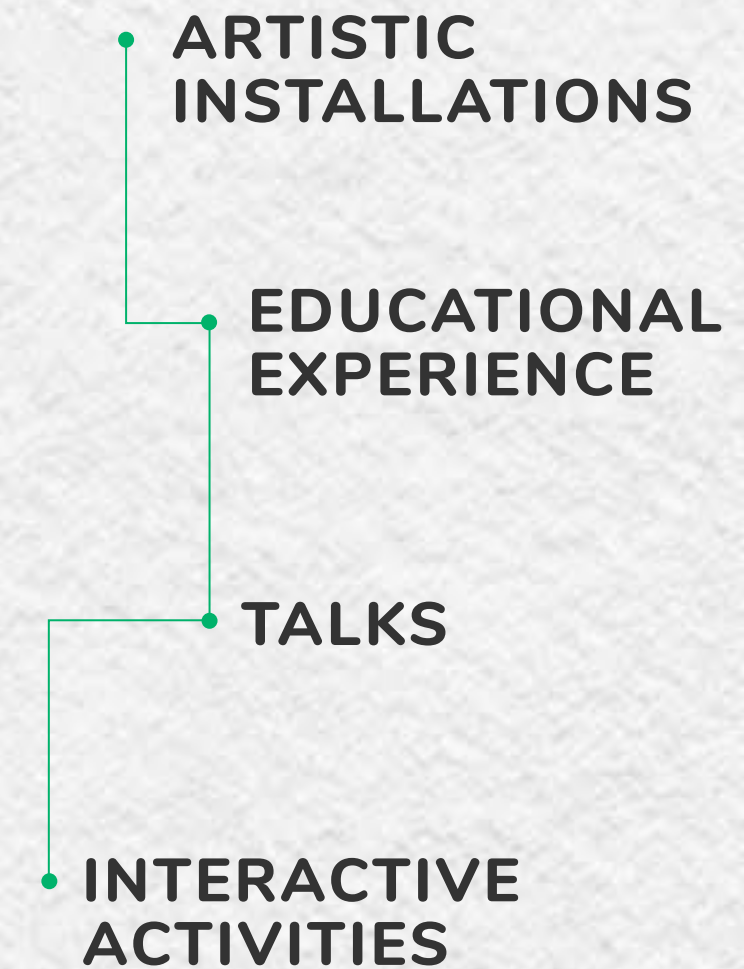


EXHIBITION AT THE **THC EXPO** - OCTOBER 2024

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A FUNDAMENTAL PART OF THE PROJECT IS THE EXHIBITION OF THE ARTWORKS WITHIN THE FRAMEWORK OF THE THC EXPO AT THE MAPOCHO STATION IN SANTIAGO IN OCTOBER 2024. THE THC EXPO IS ONE OF THE MOST PROMINENT EVENTS NATIONALLY AND INTERNATIONALLY IN THE FIELD OF CANNABIS, ATTRACTING THOUSANDS OF VISITORS, EXPERTS, AND COMPANIES FROM AROUND THE WORLD.

THE MIC WILL LEVERAGE THIS PLATFORM TO SHOWCASE ITS CUTTING-EDGE ARTISTIC INSTALLATIONS AND OFFER A UNIQUE EDUCATIONAL EXPERIENCE TO EXPO ATTENDEES. FROM LIVE DEMONSTRATIONS TO TALKS AND INTERACTIVE ACTIVITIES, THE MIC WILL BECOME A FOCAL POINT WITHIN THE THC EXPO, HIGHLIGHTING THE IMPORTANCE OF SCIENTIFIC EDUCATION AND ART IN THE CONTEXT OF CANNABIS.



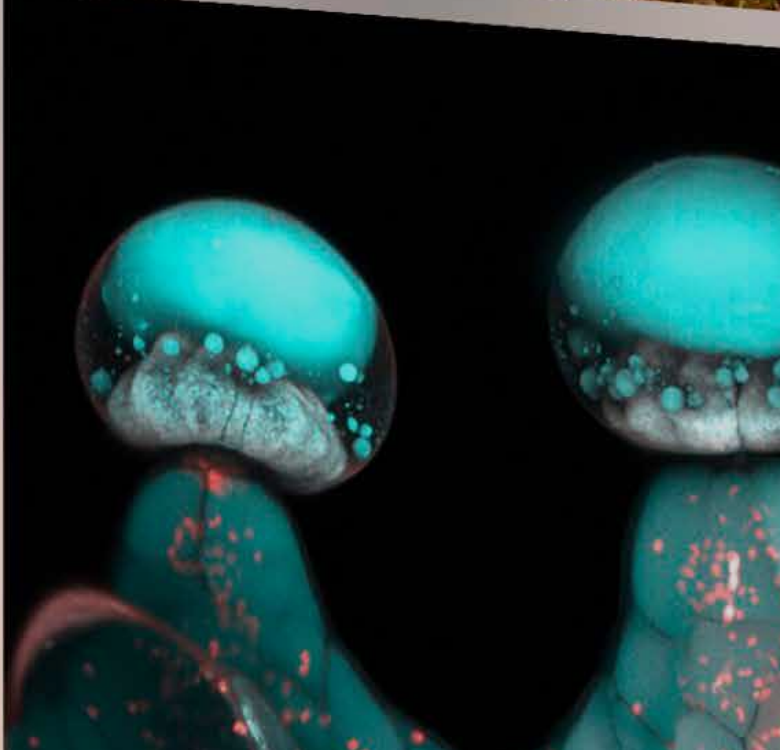
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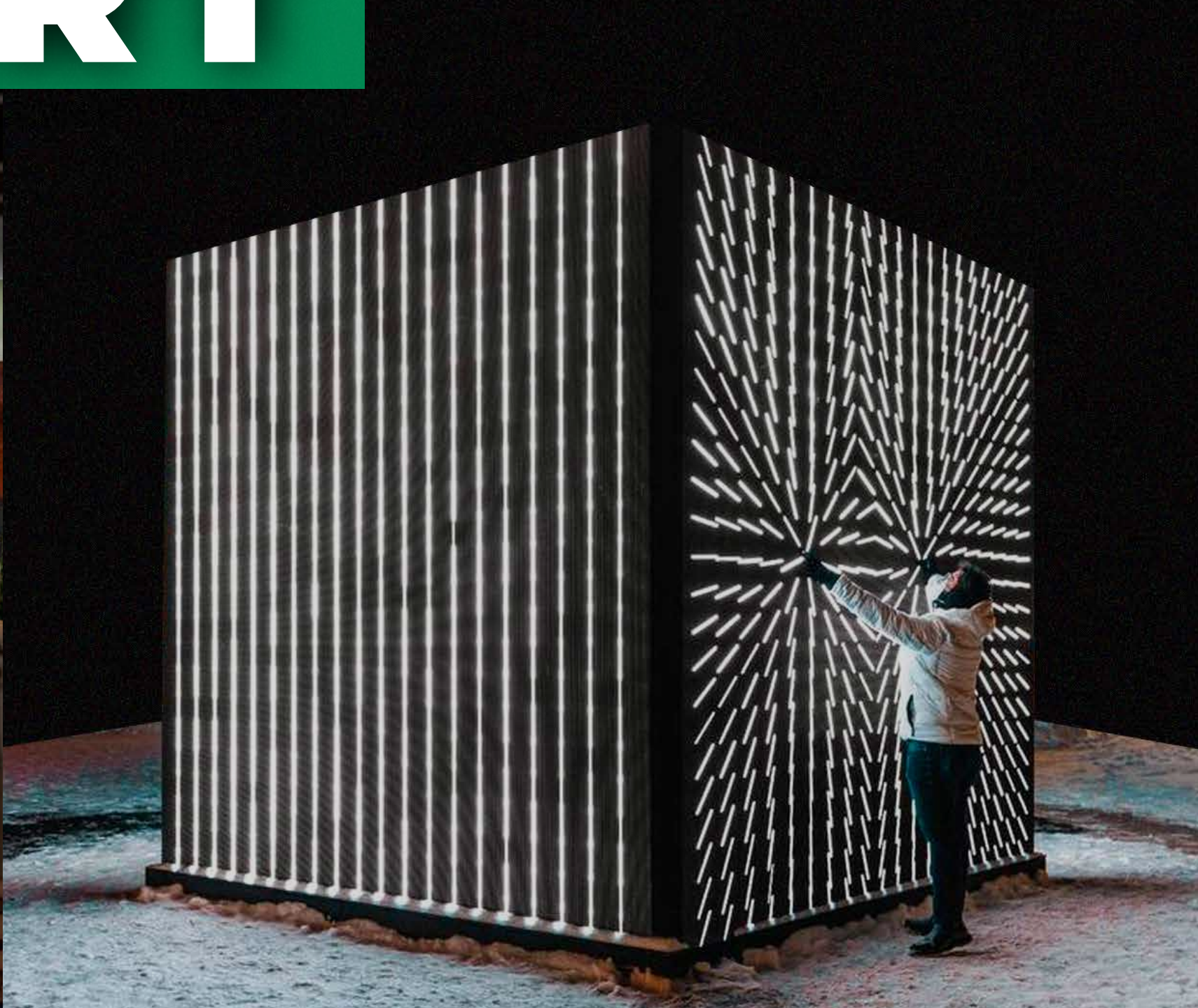
SUBSEQUENTLY, THE ARTWORKS PRESENTED AT THE THC EXPO WILL BE DONATED, TRANSFERRED, AND INSTALLED ON THE CAMPUS OF THE UNIVERSITY OF SANTIAGO (FACULTY OF CHEMISTRY AND BIOLOGY), WHERE THEY WILL CONTINUE TO BE ACCESSIBLE TO THE ACADEMIC COMMUNITY FOR EXHIBITION AND CONTINUOUS LEARNING.

THE INTERACTIVE CANNABIS MUSEUM (MIC) REPRESENTS A UNIQUE OPPORTUNITY TO EXPLORE CANNABIS FROM BOTH SCIENTIFIC AND ARTISTIC PERSPECTIVES. WITH THE COLLABORATION OF EXPERTS, COMPANIES, AND LEADING PLATFORMS IN THE FIELD, WE ARE CONFIDENT THAT THIS INNOVATIVE PROJECT WILL LEAVE A LASTING IMPACT ON THE COMMUNITY AND CONTRIBUTE TO THE ADVANCEMENT OF KNOWLEDGE ABOUT CANNABIS.





CONCEPT ART



FIRST ARTWORK:

THE MICROSCOPIC WORLD

OF CANNABIS



THIS PROJECT, DEVELOPED IN COLLABORATION WITH THE COMPANY MINVERSO, OFFERS STUDENTS AN IMMERSIVE ZOOM IN VIRTUAL REALITY TO EXPLORE THE FUNDAMENTAL CHEMICAL ELEMENTS AND STRUCTURES PRESENT IN A DIGITAL CANNABIS FLOWER. THROUGH AN APPLICATION SPECIFICALLY DESIGNED FOR THIS EXPERIENCE, STUDENTS WILL BE ABLE TO DIVE INTO THE MICROSCOPIC WORLD OF CANNABIS, CLOSELY OBSERVING THE COMPLEXITY AND BEAUTY OF ITS CHEMICAL COMPONENTS.

FOR THIS INSTALLATION, A PHYSICAL SPACE EQUIPPED WITH AN EXPO STAND STRUCTURE, CHAIRS, MONITORS, AND VIRTUAL REALITY HEADSETS WILL BE PROVIDED, THUS CREATING AN ENVIRONMENT CONDUCIVE TO IMMERSION AND LEARNING.

SECOND ARTWORK:

INTERNATIONAL CANNABIS

REGULATION VAPORWAVE

TUNNEL



INTERACTIVE CANNABIS MUSEUM

IN THIS PIECE, STUDENTS WILL BE GUIDED THROUGH AN AUGMENTED REALITY 'TUNNEL' WITH A VAPOR WAVE AESTHETIC, DEVELOPED BY MINVERSO. IN THIS TUNNEL, THE REGULATORY PROCESS OF CANNABIS WILL BE EXPLAINED IN FOUR KEY AREAS: PUBLIC HEALTH, TAXATION, ECONOMY, AND LEGISLATIVE/CRIMINAL. THROUGH A SPECIALLY DESIGNED APPLICATION, STUDENTS WILL BE ABLE TO INTERACTIVELY EXPLORE THE VARIOUS DIMENSIONS OF INTERNATIONAL CANNABIS REGULATION, UNDERSTANDING ITS IMPACT ON VARIOUS SOCIAL AND ECONOMIC ASPECTS.

THE INSTALLATION WILL FEATURE A PHYSICAL SPACE EQUIPPED WITH AN INFLATABLE STRUCTURE AND VIRTUAL REALITY HEADSETS, OFFERING AN EDUCATIONAL AND VISUALLY IMPACTFUL EXPERIENCE.



THIRD ARTWORK:

¿HOW IS A LEGAL CANNABIS

CULTIVATION IN CHILE



THIS PIECE WILL OFFER STUDENTS THE OPPORTUNITY TO TAKE A GUIDED VIRTUAL REALITY TOUR OF A LEGAL CANNABIS CULTIVATION IN CHILE, WHICH CURRENTLY EXPORTS MEDICINAL CANNABIS FLOWERS TO EUROPE. GUIDED BY A PRESENTER FROM THE MEDIA OUTLET 'EN VOLÁ', STUDENTS WILL BE ABLE TO INTERACTIVELY EXPLORE EACH STAGE OF THE CULTIVATION PROCESS, FROM PLANTING TO HARVESTING.

THE INSTALLATION WILL INCLUDE A PHYSICAL SPACE EQUIPPED WITH AN EXPO STAND STRUCTURE, CHAIRS, MONITORS, AND VIRTUAL REALITY HEADSETS, THUS PROVIDING AN IMMERSIVE AND EDUCATIONAL EXPERIENCE ABOUT THE CANNABIS INDUSTRY IN CHILE.

FOURTH ARTWORK:

THE CHEMISTRY OF THE

TRICHOME

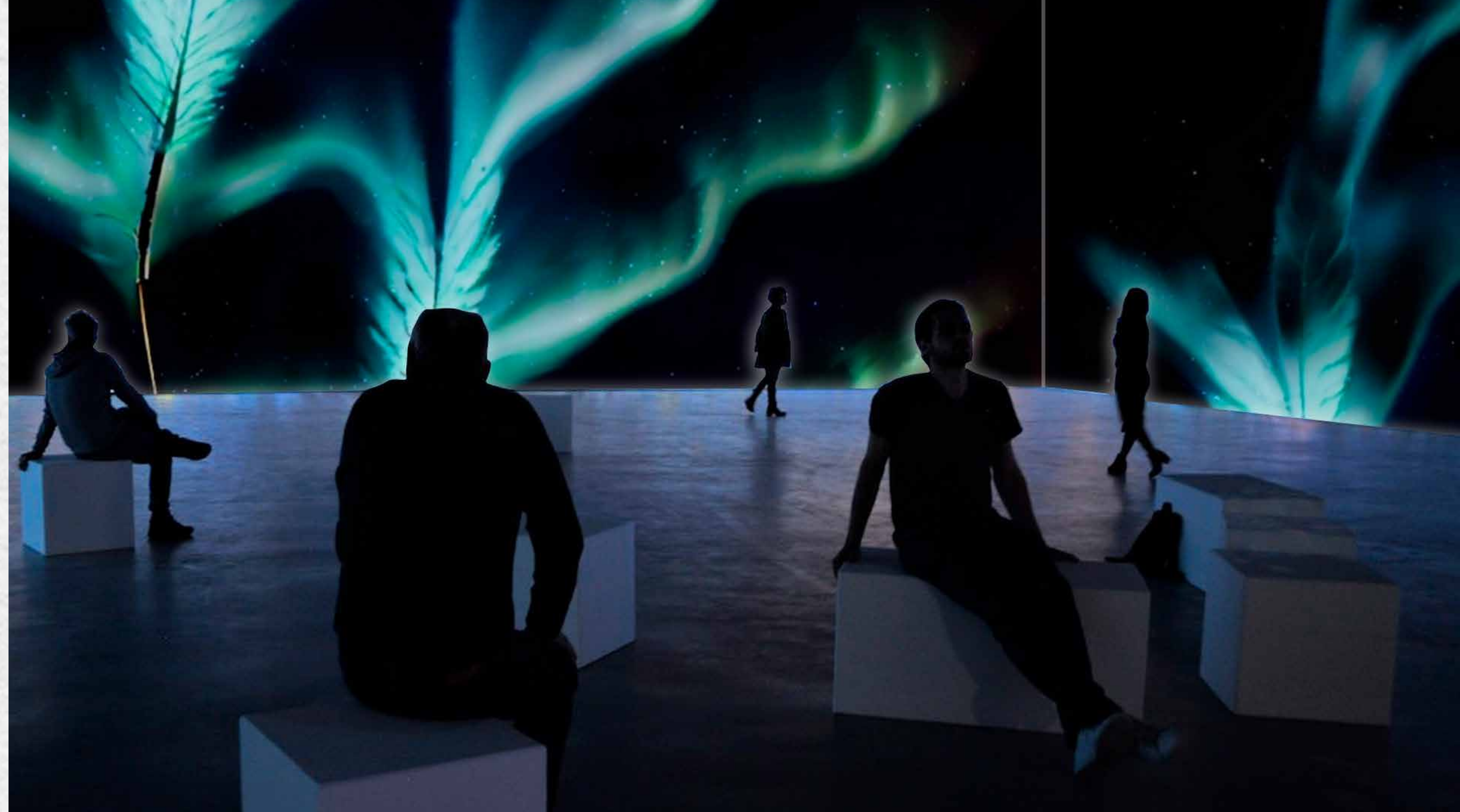


THIS PIECE WILL PRESENT AN ARTISTIC AND EDUCATIONAL EXPLORATION OF TRICHOMES, THE GLANDS WHERE THE FUNDAMENTAL CHEMICALS IN THE CHEMICAL PROFILE OF CANNABIS ARE METABOLIZED. THROUGH THREE SCULPTURES PRINTED IN 3D AND INTERVENED WITH LIGHT PROJECTORS, THE PROCESS OF METABOLIZING CANNABINOIDS, TERPENOIDS, AND OTHER CHEMICALS IN A TRICHOME WILL BE ARTISTICALLY SIMULATED. STUDENTS WILL BE ABLE TO CLOSELY OBSERVE THE STRUCTURE, CHRONOLOGICAL MATURATION, AND OXIDATION PROCESS OF THESE ELEMENTS, DEEPENING THEIR UNDERSTANDING OF THE CHEMICAL POTENTIAL OF CANNABIS.

THIS PIECE NOT ONLY OFFERS A VISUALLY IMPACTFUL EXPERIENCE BUT ALSO PROMOTES PRACTICAL LEARNING ABOUT THE CHEMISTRY BEHIND THIS PLANT.

FIFTH ARTWORK:

NORTHERN LIGHTS



THIS PIECE WILL CONSIST OF A LUMINOUS INTERVENTION FOR DARK CEILINGS, WHERE IMAGES ALLUDING TO THE AURORA BOREALIS IN THE SHAPE OF CANNABIS LEAVES WILL BE PROJECTED. USING THREE PROJECTORS, A 'NORTHERN LIGHTS' WILL BE RECREATED, DISPLAYING THE CHEMICAL PROFILE OF THE 'NORTHERN LIGHTS' CANNABIS VARIETY IN THE FORM OF STAR CONSTELLATIONS THAT WILL APPEAR AND DISAPPEAR IN THE LIGHT PROJECTION.

THIS PIECE NOT ONLY HIGHLIGHTS THE NATURAL BEAUTY OF CANNABIS BUT ALSO OFFERS A VISUAL REPRESENTATION OF ITS CHEMICAL COMPOSITION, ALLOWING STUDENTS TO EXPLORE THE RELATIONSHIP BETWEEN AESTHETICS AND SCIENCE IN THE WORLD OF CANNABIS.

SIXTH ARTWORK:

THE SEED

THE LAST PROPOSED PIECE IS A KINETIC INSTALLATION DISPLAYED ON MONITORS, WHERE VISITORS WILL BE ABLE TO INTERACT WITH THE GERMINATION AND GROWTH PROCESS OF A CANNABIS SEED.

THROUGH AN INTERACTIVE APPLICATION, STUDENTS WILL BE ABLE TO 'WATER' A SEED AND OBSERVE HOW IT GROWS AND DEVELOPS OVER TIME. ADDITIONALLY, THEY CAN ADD THE ESSENTIAL NUTRIENTS FOR THE DEVELOPMENT OF A MEDICINAL CANNABIS PLANT, LEARNING ABOUT THE CULTIVATION AND CARE REQUIREMENTS OF THIS PLANT. THIS PIECE NOT ONLY OFFERS A PRACTICAL AND EDUCATIONAL EXPERIENCE BUT ALSO FOSTERS INTEREST AND CURIOSITY ABOUT THE CANNABIS CULTIVATION PROCESS.

THESE SIX IMMERSIVE MEDIA ARTWORKS WILL NOT ONLY CONTRIBUTE TO SCIENTIFIC EDUCATION ABOUT CANNABIS BUT ALSO ENRICH THE PHYSICAL SPACE OF THE UNIVERSITY OF SANTIAGO DE CHILE, OFFERING STUDENTS A UNIQUE AND MEMORABLE EXPERIENCE. WITH THE SUPPORT OF PUBLIC AND PRIVATE CAPITAL, THE INTERACTIVE CANNABIS MUSEUM (MIC) WILL BECOME A CENTER OF EDUCATIONAL EXCELLENCE, PROMOTING UNDERSTANDING AND DIALOGUE ABOUT CANNABIS WITHIN THE STUDENT COMMUNITY AND BEYOND.



SEVENTH ARTWORK:

"VAPORIUM" THE VAPOR DOME



THIS ARTWORK CONSISTS OF AN INFLATABLE DOME BUBBLE WITH A LOUNGE INSIDE. THE DOME IS FILLED WITH TERPENE OIL VAPOR FROM DIFFUSERS (VOLCANO VAPORIZERS) LOCATED INSIDE, EMITTING A STRONG SCENT OF LAVENDER. AROMATIC FLOWERS ADORN THE INTERIOR, ENHANCING THE SENSORY EXPERIENCE. INFOGRAPHICS DISPLAY THE DIFFERENT CHEMICAL COMPOUNDS RESPONSIBLE FOR CANNABIS AROMA AND EFFECTS, AS WELL AS THEIR RESPECTIVE TEMPERATURES OF EVAPORATION.

WORK TEAM

FACULTY OF CHEMISTRY AND BIOLOGY, UNIVERSITY OF SANTIAGO: EXPERTS IN BIOLOGICAL AND CHEMICAL SCIENCES WHO WILL CONTRIBUTE SCIENTIFIC KNOWLEDGE AND EDUCATIONAL OBJECTIVES TO ENHANCE THE ARTWORKS.

MINVERSO: A LEADING VIRTUAL REALITY COMPANY THAT WILL COLLABORATE IN CREATING IMMERSIVE EXPERIENCES FOR THE MIC, ALLOWING VISITORS TO EXPLORE THE WORLD OF CANNABIS INTERACTIVELY.

'EN VOLÁ': A DIGITAL PLATFORM AND MEDIA OUTLET SPECIALIZED IN CANNABIS. THEY WILL BE IN CHARGE OF THE OVERALL PRODUCTION AND EXECUTION OF THE ARTWORKS AND THEIR LOGISTICS.

