

CULTURE, TOURISM & EXPERIENCES

Sport and Leisure Experiences

Turn a venue, an event, or an activity into a participatory journey. People explore, try, and discover, without interrupting what they came for.

The waiting time is the experience nobody designed. Until now.

Stadiums, resorts, trails, parks, and events are full of moments when people wait, pass through, or look for something to do. We fill those moments with short, voluntary experiences: a story to follow, a technique to try, a choice to make, a place to discover. Objects, narrative, movement, and interaction in a sequence of a few minutes, designed for your audience and your venue, and tested on site before delivery.

2 min
OR LESS: A TYPICAL EXPERIENCE

0
INTERRUPTIONS TO THE MAIN ACTIVITY

100%
VOLUNTARY PARTICIPATION

THE PROBLEMS WE SOLVE FOR MUSEUMS, CULTURAL INSTITUTIONS, AND DESTINATIONS

01 — DEAD TIME IN A LIVE PLACE

Queues, breaks, and transitions where people wait and nothing happens

Short participatory experiences fill the waiting and transition moments, in the flow of the venue and clearly voluntary.

02 — A PLACE WITH NO STORY

People use the venue or the trail without learning what it is connected to

Objects, narrative, and interaction link the activity to its history and to the surrounding territory: champions, techniques, landscapes, the local community.

03 — INSTALLATIONS THAT GET IN THE WAY

Devices that block flow, ignore safety, or break after one season

Flow, safety, clarity, and durability are checked on site with real users. Format and devices fit the venue and the season; maintenance is part of the plan.

FOR WHOM

Stadiums, arenas, and sports clubs; ski resorts, trails, parks, and marinas; event organizers and festivals; destinations and tourist boards; sports federations and museums of sport; leisure and entertainment venues.

FORMAT

Projected walls, totems, interactive tables, and the visitor's phone; indoors and outdoors; no headsets. Format, content, and devices chosen for audience, venue, season, permissions, safety requirements, and resources.



INSIDE THE SOLUTION

Define. Design participation. Test on site.

01 **Define the experience**

Audience, place, waiting or transition moments, and goal: a technique, a story, the surrounding area.

02 **Design participation**

Objects, narrative, movement, and interaction in a brief, accessible, clearly voluntary sequence that fits the flow of the venue.

03 **Test on site**

Flow, safety, clarity, and durability checked with real users before final delivery.

04 **What changes for visitors**

Waiting becomes doing. They try something, learn something, and connect the activity with the place. They talk about it afterwards.

WHAT YOU GET

A concept for your venue
Built around your audience, your activity, your moments of waiting.

A brief experience
Objects, story, movement, interaction, in a few minutes.

Tested on site
Flow, safety, clarity, durability, with real users.

A plan to keep it running
Season after season, event after event.

Start with one moment

Choose one venue and one moment of waiting or transition. We design a brief experience with your team, test it on site for one season or one event, and look together at participation and at what people say they discovered.

WORKS WITH VISITOR EXPLORATIONS

The story that starts at the venue can continue on the visitor's phone: the same conversational guide, from the stadium to the city.

PART OF THE CULTURE, TOURISM & EXPERIENCES OFFER

One of the five e-REAL solutions for culture and tourism, with Smart Exhibits, Historic Places as Cognitive Environments, Visitor Explorations, and Interactive Space Design.

LET'S TALK

Book a demo on www.e-real.net or propose a place for a pilot.

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