**ACCIONA Cultura**

**ACCIONA Cultura** is a leading company that works in a multidisciplinary way to offer creative, technological, and sustainable solutions for cultural, corporate and leisure industries around the world.

We specialise in the creation of interactive, educational and entertaining content, that puts the public at the heart of it. Our portfolio includes projects in 41 countries across five continents, and we have received 141 awards for creativity, innovation and sustainability to date.

Our teams are experts in the research and application of immersive and interactive technologies, which we use with sustainability criteria to bring to life every project in an engaging, empowering and entertaining way.

We tackle large-scale projects in the field of museums, exhibitions, expo pavilions, art centres, events and cultural experiences. We undertake all stages of the project, from consulting, planning and concept to production, technical and artistic operation, maintenance, running, promotion, marketing and communication.

As part of the ACCIONA Group and with its significant support, we have great technical and financial capacities, along with our experienced, potent international team.

**MUSEUMS AND EXHIBITIONS**

With nearly 30 years of experience, ACCIONA Cultura is one of the leading international design and production companies for Museums and Exhibitions. This division specializes in spatial visitor experiences, and the creation of interactive, educational, and entertaining content which actively puts the public at the heart of it all. Our multidisciplinary practice brings together a large range of disciplines, such as architecture, scenography, media, storytelling, lighting, sound and special effects to create immersive environments that connect the physical and digital worlds.

Our work methodology combines rigorous heritage interpretation with a creative vision that takes into account the most advanced museographic techniques, constantly searching for new constructive and technological resources and materials to bring the content closer to the visitors.

**EXPERIENCES**

After three decades of developing cutting-edge museographic projects, the Experiences department was born to explore new creative formats using storytelling and technology for content creation.

The department provides the perfect combination of know-how in managing complex projects with creative teams from diverse disciplines. To do this, the department covers the entire value chain, from concept, story and content design to production, operation and sales.

***Life and Work of Frida Kahlo*** is the first immersive exhibition created, designed, produced and promoted by ACCIONA Cultura. This exhibition provides an artistic interpretation of the work and life of the acclaimed Mexican painter Frida Kahlo, inviting visitors to discover her multiple facets: as a woman, as a painter, and as a historical figure.