



← NEWS

# Ideum and North Carolina Museum of Natural Sciences Win NAI Award

*Our exhibit work at the North Carolina Museum of Natural Sciences win first place in the National Association for Interpretation's annual awards.*



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We're thrilled to share that Ideum was recently awarded 1st place in the Interior Exhibit Category at the **National Association for Interpretation** (NAI) awards for the **Dueling Dinosaurs** exhibition! The interactive exhibits are the result of over 2 years of collaboration between Ideum and the **North Carolina Museum of Natural Sciences**, bringing visitors up close to an extraordinary one-of-a-kind paleontological discovery—two dinosaur skeletons frozen in what appears to be a combat scene from millions of years ago.

Ideum created physical and digital exhibits that focus on the Dueling Dinosaurs fossil, as well as the science behind how the fossil is interpreted by paleontologists. Blending in with the live fossil lab located in the exhibit's center, each interactive approaches a different element of fossil research. Visitors are immersed in a mix of physical and digital experiences that reveal details about the creatures' lives, the science behind their preservation, and ongoing research. By incorporating touch-based exploration, projection mapping, and multi-user interfaces, Ideum and NCMNS create a unique and engaging visitor experience, recreating the ways in which scientists conduct fossil research. The exhibits are intended to not only educate, but to pique



*The "Fossil Block Theater" is a two-minute and thirty-second show that introduces the science behind the "Dueling Dinosaurs" fossil.*



*Painting the replica fossils at Ideum's fabrication studio*



*Young visitors learn about how fossils are scanned with the CT Scanning interactive*

the curiosity of young visitors, showing them that science is exciting, fun, and accessible.

## North Carolina Museum of Natural Science



*The project team testing the accessibility of the “CT Scanning” interactive in Ideum’s usability lab*

The NAI award recognizes outstanding achievements in the field of interpretation, and 2024 is our second year in a row that we have been awarded for our work. In 2023, Ideum placed 2nd in the Accessibility Category, for our exhibit at the **Valle de Oro National Wildlife Refuge**. These honors reflect Ideum’s commitment to pushing the boundaries of museum engagement, and are a testament to the innovative design and teamwork that goes into creating each and every one of our exhibits.

## Tags

Exhibit Development

Fabrication

Hardware

Natural History