



## Frozen Wonders: Transforming Visitor Experience at Sosto Zoo into Arctic Adventures

### Introduction / Background

The Sosto Zoo in Hungary, one of the most visited tourist destinations in Europe, began planning its new Ice World interactive animal exhibition area in 2021. The primary goal of this development was to use modern technology to transport visitors to the Arctic Circle.

The overall implementation was completed in 2024, and the facility opened to visitors in May 2024. The exhibition uses interactive elements to depict the lives of animals living in icy conditions, the causes and consequences of the Ice Age, and the atmosphere of the Arctic Circle.

One of the main interactive attractions is the 4.2-meter-wide Magic Wall, which showcases the ice world.



## Challenges

- ✦ Transferring useful knowledge in a short time
- ✦ Enhancing visitor experience in a corridor where people are constantly moving



- ✦ Attracting visitors' attention in addition to live animals, which are the main attractions
- ✦ Displaying very few animal species that lived during the Ice Age
- ✦ Focusing significantly on children

## Product Description

Besides the 2-hectare area, the special showcase building features a Magic Wall that stands in the middle as a central hub for visitors.

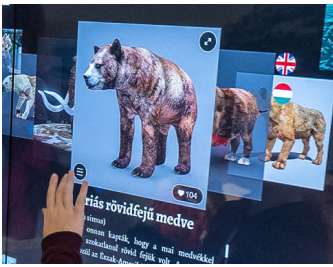
The Magic Wall fits into the unified design theme of Ice World and is surrounded by a wall panel symbolizing an ice wall. It consists of six 55-inch displays.

Immersed in the white, icy environment, visitors can learn about the animals of the Ice Age in a colorful and interactive way. They can gain knowledge and have fun through several games, many of which can be played simultaneously.





## Main highlights of features



### Presentation of Various Species of Animals in Two Languages:

The Magic Wall provides detailed information about different animal species that thrived during the Ice Age. Visitors can read descriptions and learn fascinating facts in both Hungarian and English, ensuring accessibility for a diverse audience. Each animal profile is accompanied by high-quality images and engaging narratives that capture the unique characteristics and survival strategies of these ancient creatures.

### Transfer of Information Through Pictures and Videos:

The interactive display features a rich array of visual content, including photographs, illustrations, and videos. These multimedia elements help convey complex information in an easily accessible way. Visitors can watch documentaries that explain the ecological and environmental changes of the Ice Age, offering a deeper understanding of this pivotal period in Earth's history.

### 3D Rotating Animals:

One of the standout features of the Magic Wall is its 3D models of Ice Age animals. These models can be rotated and examined from different angles, providing a comprehensive view of the animals' physical attributes. This interactive feature allows visitors to explore the anatomical details and adaptations that enabled these creatures to survive in harsh, frozen environments.



### Games - Puzzle, Memory Challenge, and Quizzes:

To engage visitors of all ages, the Magic Wall includes a variety of interactive games and activities. These educational games are designed to reinforce the information presented in the exhibition. Puzzles and memory challenges stimulate cognitive skills, while quizzes test visitors' knowledge, making learning both fun and effective. These activities are particularly popular with children, ensuring they remain entertained while gaining valuable insights.



### Full-Screen Puzzle:

The full-screen puzzle feature allows visitors to piece together images of Ice Age landscapes and animals. This large-scale interactive puzzle fosters teamwork and collaboration, as multiple visitors can participate simultaneously. Completing the puzzle rewards participants with an informative display about the scene they have assembled, enhancing their understanding of the depicted environment.

## Results

The launch of the Ice World interactive animal exhibition at Sosto Zoo has yielded impressive results, significantly enhancing the visitor experience and achieving the zoo's educational goals.

Key outcomes include:



### **Increased Visitor Engagement:**

The Magic Wall has proven to be a major attraction, drawing visitors of all ages. The interactive features, including 3D rotating animals and educational games, have kept visitors engaged for longer periods, contributing to a more enriching and enjoyable experience.

### **Educational Impact:**

The combination of visual, auditory, and tactile learning tools has made complex scientific information about the Ice Age accessible and interesting. Visitors, particularly children, leave the exhibition with a greater understanding of the animals and environmental conditions of the Ice Age.

### **Positive Feedback:**

Visitor feedback has been overwhelmingly positive. Many have praised the immersive design and the innovative use of technology. Families appreciate the child-friendly games and quizzes that make learning fun and interactive.

### **Increased Attendance:**

Since the opening of the Ice World exhibition, Sosto Zoo has seen a noticeable increase in attendance. The new attraction has drawn both local visitors and international tourists, boosting the zoo's overall visitor numbers.



### **Enhanced Reputation:**

The successful implementation of the Ice World exhibition has bolstered Sosto Zoo's reputation as a leading destination for innovative and educational wildlife experiences. This project has set a new standard for interactive exhibits, positioning the zoo as a pioneer in the use of technology in educational displays.

### **Longer Visitor Stay:**

The engaging and interactive elements of the Ice World have encouraged visitors to spend more time in the Zoo. This has led to increased visitor satisfaction and has positively impacted the zoo's revenue through extended stays and additional spending on amenities and souvenirs.



## Conclusion



Overall, the Ice World interactive animal exhibition at Sosto Zoo has been a resounding success, fulfilling its aim of transporting visitors to the Arctic Circle and providing an educational, entertaining, and memorable experience. A significant factor in this success was the co-creation process, which was a key part of the cooperation between the team of Back and Rosta and the Sosto Zoo staff members. This collaborative effort ensured that the final product was both innovative and closely aligned with the zoo's educational mission and visitor engagement goals.

