



INTERACTIVE TOUR

Aboca Experience

Aboca

MUSEUM



Look, touch, discover.

Aboca Experience is the interactive tour that allows you to experience the world of Aboca and reflect upon scientific innovation, human health and environmental sustainability.

There is so much to explore in a place where you can discover the importance of biodiversity and the resources that the environment provides for our health.



Per la salute di oggi e di domani

Ricerchiamo
We research

Biologia dei sistemi
Systems biology

20

**Centri di ricerca
per collaborazioni
Nazionali ed Internazionali**
Research centers for national
and international collaborations

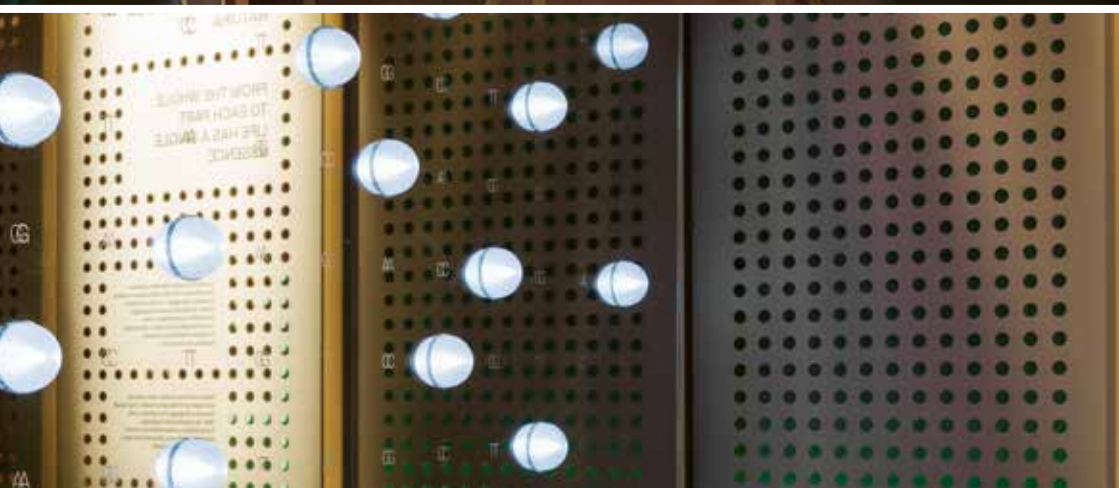


615

Coltiviamo
We cultivate

67

specie di piante coltivate
species of plants cultivated







ROOM 1

For today and tomorrow's health

This is where your interactive tour of the Aboca Experience begins. In this first room we explore the identity of the company, its values and its history through the words of its founder and the voices of its employees.

A large video wall transports us immediately to the heart of the company: a long series of numbers and figures recount all the phases of the supply chain, from cultivation and research to distribution and communication.

A timeline reveals the key dates in the company, from 1978 to the present day: by sliding your hand along the console you can discover the events and people who have shaped the history of this company. Alongside, an installation gives a face and a voice to the employees who have contributed to the company's growth.



ROOM 2

For us, consistency is natural

We now find ourselves in the room that explains the company's entire production process.

Allow yourself to be swept away by the immersive projections: surrounded by crops, we learn about the value of biodiversity and the countless possibilities that nature has to offer us.

With animated visuals which become interactive at the visitor's touch, we explore the production cycle that has been developed to produce 100% natural products that are physiologically attuned to the body.

A video installation describes the distribution chain in Italy and abroad. Interacting with the product panel, you can find out about the variety of health needs that are satisfied every day.





ROOM 3

A new method of treatment

A short corridor leads us into the central room which is dedicated to research. The complex system of relationships that unites human health, nature and society, and the many research activities that highlight these relationships, are the focus of this room.

Video-mapped glass vials and microscope slides activate the multimedia content projected onto the walls, providing information on the various laboratories where natural molecular complexes are studied right up to their interaction with the human body.

An interactive light installation allows us to touch and explore the profound relationships between humans and nature - experimenting and discovering that everything is interconnected.



ROOM 4

Communicating to share

The fourth room reflects Aboca's commitment to the diffusion of knowledge and training.

This room was created as a sort of archive of events, training activities, exhibitions and performances that the visitor can directly access by theme through a manual control.

Take a seat on the steps and immerse yourself in the many activities that the company organises to give meaningful value to listeners and to share a more sustainable future, where natural substances are a necessary resource for our health and, more generally, for our lives.





ROOM 5

Health as a Common Good

The tour closes with a room in which the visitor learns about the commitment to the Common Good that Aboca has always pursued.

This is a commitment to create a positive impact on individuals and the environment, which is laid down in its statute as a Benefit Corporation and is evaluated and measured according to international standards through the B Corp certification.

Approach the console, follow the instructions and leave a mark of your visit. Look up and wait to see your message blossom on the video projection screen.

It is a moment that will help us to feel part of the whole and understand the importance of every single gesture we make.





HOURS

1ST OCTOBER - 31ST MARCH

From Tuesday to Saturday

09.00 - 13.00 / 15.00 - 18.00

Sunday and Holidays

10.00 - 13.00 / 15.00 - 18.00

CLOSED ON MONDAYS

1ST JANUARY - 25TH/26TH/27TH DECEMBER

1ST APRIL - 30TH SEPTEMBER

From Monday to Saturday

09.00 - 13.00 / 15.00 - 19.00

Sunday and Holidays

10.00 - 13.00 / 15.00 - 19.00



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www.abocamuseum.it