



INTERACTIVE DESIGN STUDIO

#female founders in tech

#art & creative director

#professor HBK Essen

#mixed reality experts

#game designer

#live vr painter

#migrant mam

#friends



Christin Marczinik & Prof. Binh Minh Herbst

WE ARE A.MUSE

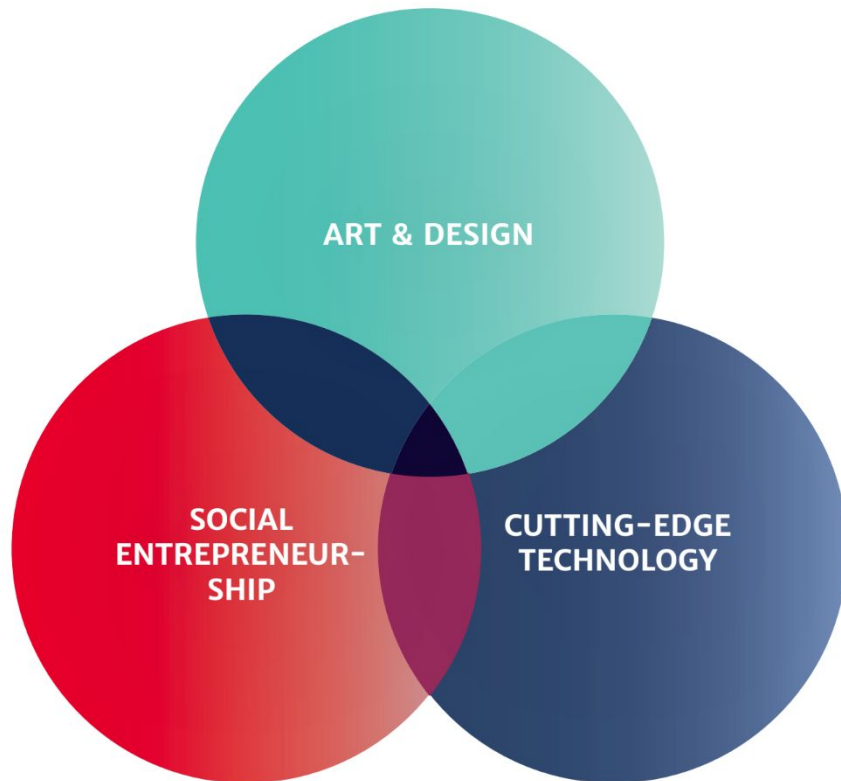
Design for Happiness

We are A.MUSE – an interactive design studio creating extraordinary mixed reality experiences between art, design and technology. We combine physical elements and cutting-edge tech to create emotional and sensual experiences – unforgettable worlds for museum exhibitions, shows, events and marketing campaigns. In times of change, we build bridges between the physical and digital world, humans and technology, across cultures and languages.

We are female founders. We are mothers in tech. We are immigrants. We founded A.MUSE in 2019 to change the narrative – with experience, empathy and creative minds, we strive to establish a future with more diversity and compassion.

FOUNDED 15.04.2019

FOUNDERS Binh Minh Herbst & Christin Marczinzik





—OUR MISSION

DESIGN FOR HAPPINESS:
Connecting people and bringing
happiness with playful, informative
and inspiring experiences.



INTERACTIVE DESIGN STUDIO



WHAT WE DO

let's create poetical experiences – together.

WE ARE AN INTERACTIVE DESIGN STUDIO.

- Concept, Design & Development for AR / VR / Mixed Reality
- Immersive, Multisensory Brand Experiences
- Interactive Installations / Exhibits / Showrooms
- for clients, partners and in-house productions

WE ARE CONSULTANTS, ARTISTS AND WOMEN IN TECH.

- Art Direction
- Creative Consulting & Strategy around XR, Novel Interfaces, Gamification
- VR Painting / Live XR Artist Performances
- Workshops / Talks

WE ARE CONNECTED.

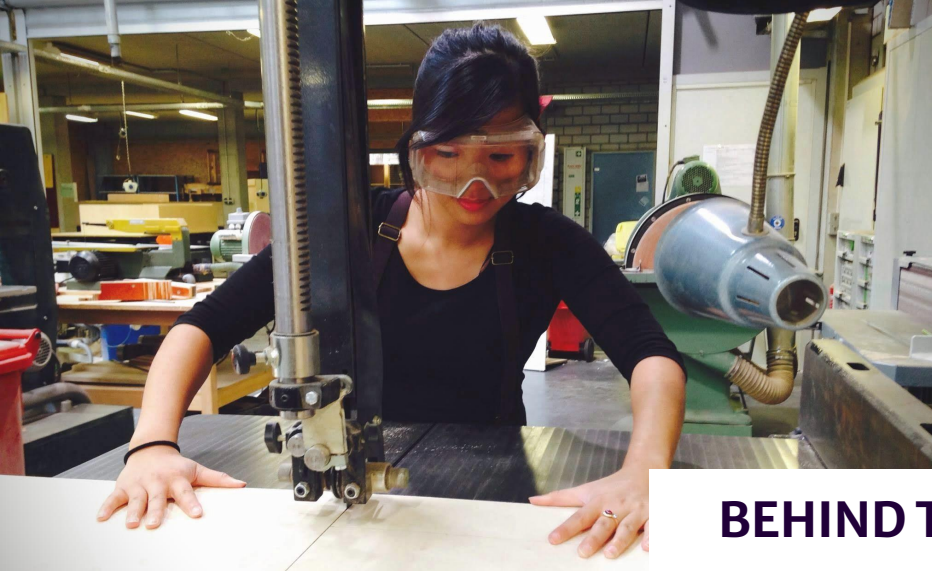
- Part of the Designhaus Halle and member of the Games & XR Association Central Germany



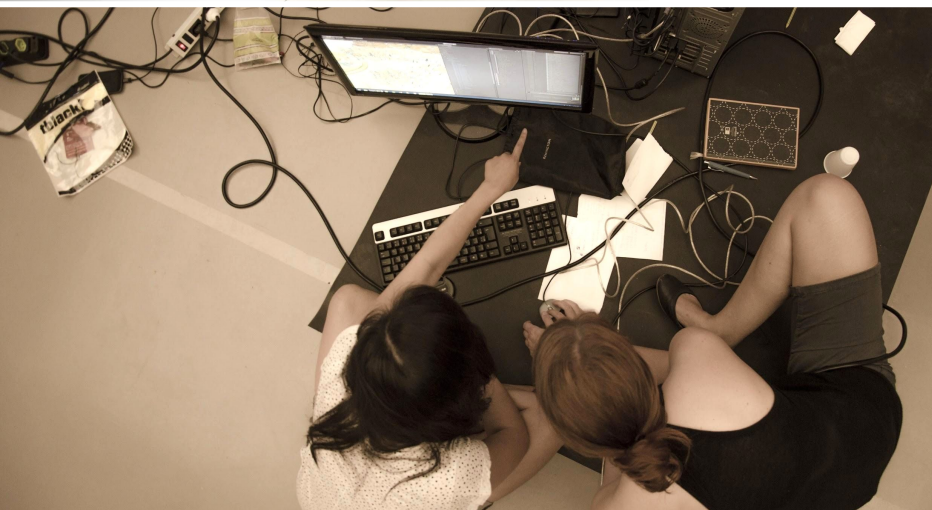


ON THE STAGE





BEHIND THE SCENES



OUR TEAM

#visionaries #designers

#digitalnatives #socialentrepreneurs



CHRISTIN MARCZINIK

Co-Founder, Art Direction
& Interaction Design



PROF. BINH MINH HERBST

Co-Founder, Art Direction
& Creative Technology



MARCEL WIESSLER

Development & Interaction
Design



ALINA STAROSTENKO

3D-Modelling & Animation



ALEXANDER DALBERT

Design Generalist, Photo &
Video Production



FELIX HERBST

Research & Development



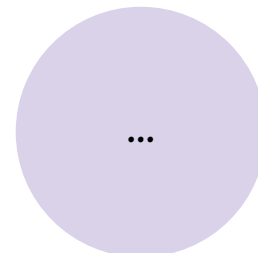
ALEXANDRA RUPP

Assistant for Communication &
Event Management



JULIA BECHER

Controlling



FREELANCER

3D-Design, Sound Design,
Development VR / AR ...

Awards



KULTUR- UND
KREATIVPILOTEN
DEUTSCHLAND



Die
Bundesregierung

In November 2019, we were honoured by the German government for our visions, achievements and entrepreneurial personality as one of the 32 most innovative and most creative startups in Germany with the title “Cultural & Creative Pilots 2019”.



WINNER
Unity for Humanity
Imagine Grant 2022



3. PLACE
Newcomer Award New
Media 2015



FINALIST
Most Amazing
Game Award
2013



**BRONZE YOUNG
TALENT AWARD**
ADC Award 2016



2. PLACE
Intel Perceptual
Computing Challenge
2014



**WINNER
DIGITAL TALENTS**
Annual Multimedia
Award 2017



FINALIST
Giebichenstein
Designpreis
2015



FINALIST
next.reality
contest 2019



FINALIST
Deutscher
Computerspielpreis
2015



WINNER
LEOPOLD Media Award
Interactive 2021



2. PLACE
Intel Realsense
Challenge 2015



FINALIST
Deutscher
Computerspielpreis
2022



WINNER
Make a Difference
Award / Autodesk
2015

SELECTED EXHIBITIONS

International on tour since 2015

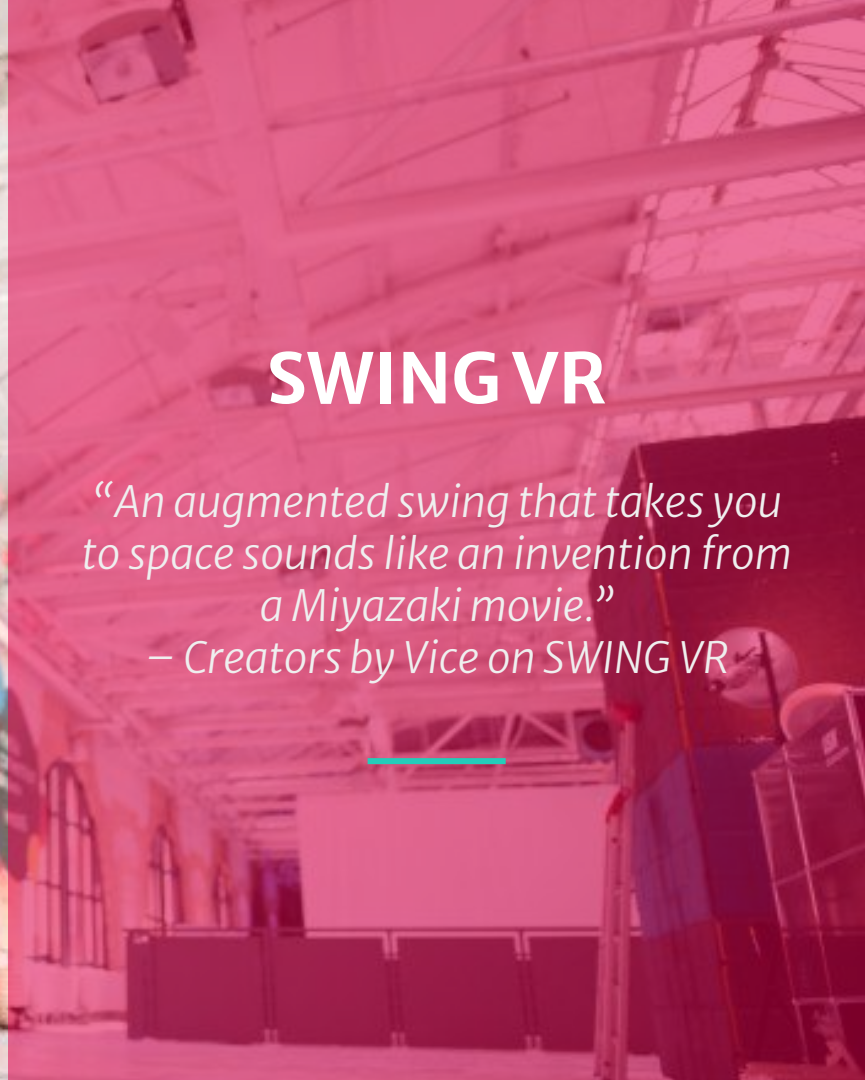
- **Tincon Berlin 2019 / re:publica tl;dr**
06.05.–08.05.2019, Berlin / Germany
- **Oslo Night 2018** | House of electronic arts
22.10.2018, Basel / Switzerland
- **Electronic art in the disruptive age** | FILE
19.01.–19.03.2018, Belo Horizonte / Brazil
- **Autodesk University Germany 2017**
17./18.10.2017, Darmstadt / Germany
- **Perception is reality** | Frankfurter Kunstverein
06.10.2017–07.01.2018, Frankfurt am Main / Germany
- **Render Festival** – Animated Hybridizations
16.08.–05.11.2017, Lima / Peru
- **RAW Festival** – Days of Industrial Culture
24./25.09.2016, Chemnitz / Germany
- **Ruhrtriennale** – Festival of Arts 2016
10./11.09.2016, Bochum / Germany
- **Media Convention Berlin 2016 | re:publica TEN**
02.05.–03.05.2016, Berlin / Germany
- **Autodesk University Las Vegas 2015**
01.–03.12.2015, Las Vegas / U.S.A.
- **Anima + Games Rio** | FILE
02.–29.11.2015, Rio de Janeiro / Brasilien
- **Push.Conference 2015** – UX Conference
23./24.10.2015, Munich / Germany
- **Clujotronic 2015**
17.–20.09.2015, Cluj-Napoca / Romania
- **The New E-Motion** | FILE
16.06.–16.08.2015, Sao Paulo / Brazil



SWING VR

“An augmented swing that takes you to space sounds like an invention from a Miyazaki movie.”

– Creators by Vice on SWING VR



SWING VR

the dream of flying comes true

SWING VR is a playful VR installation that makes the dream of flying come true through an innovative combination of swing and virtual reality – a poetic, breathtaking and unforgettable experience for young and old. With every swinging movement, you float higher and higher – over roofs and trees, through the clouds and into space. The intensity of your own motion influences the virtual experience inside a watercolor paper world.

As an art installation SWING VR excites over hundred thousands of users and awakens positive impact on the human psyche. It has been exhibited all over the world in galleries, events and festivals. The VR content is customizable to other worlds, for example city marketing context.

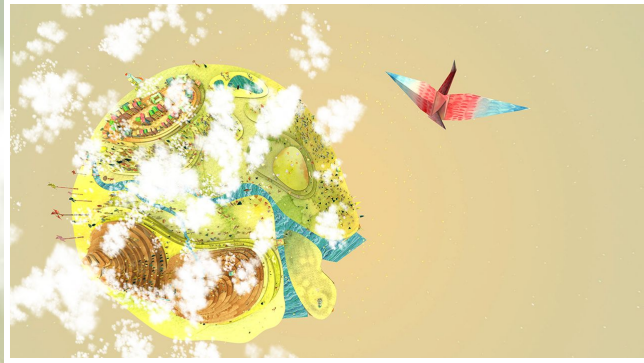
WEBSITE swing-vr.com

NACHWUCHSPREIS
NEUE MEDIEN #2015



ADC NACHWUCHSWETTBEWERB 2016
Bronze







CUSTOMIZATION OPTIONS

*completely custom worlds &
branded experiences*

The VR-Experience can be **tailored to the special needs** of the target audience:

- imaginative abstract landscapes
- virtual city panoramas
- cultural & demographic information
- biometric data
- branded worlds
- unlimited variations



SHOWCASE

*pitch: Audi e-tron experience at the
Formula-E Berlin*

As an event attendee at the **Audi booth at Formula E** you will experience the **unique power of Audi e-tron electricity**: With your own swinging movement you **generate electricity** that sets everything in motion and the world around you becomes brighter, alive and vital. Like an electric wave you enliven the booth, cars, racetrack and surroundings to show how E-Mobility and the Audi e-tron influence the environment. Actual electricity generation data from the rig is shown in the VR experience and gives a direct feedback of generated power.

CLIENT planworx / Audi





Pitch: SWING VR for the Audi e-tron experience at the Formula-E Berlin 2019

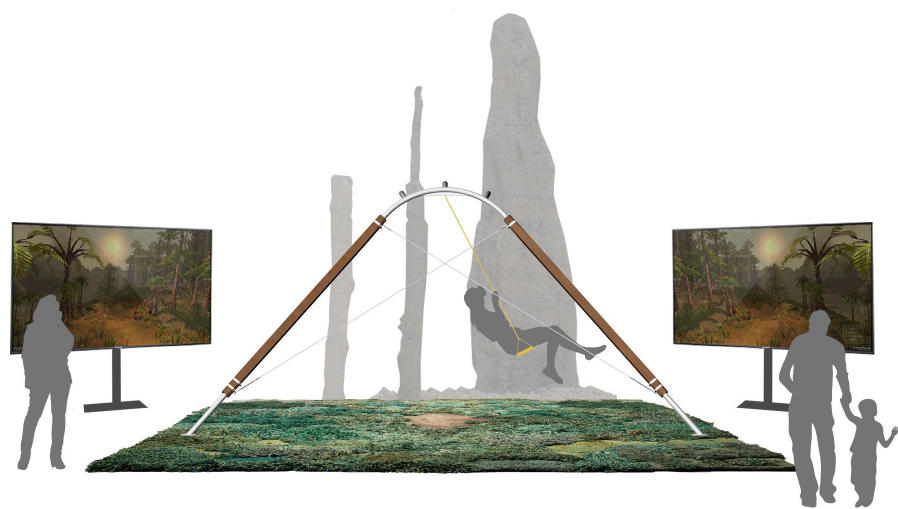


SHOWCASE

*experiencing natural history –
a journey into the history of earth*

As part of the special exhibition "Young Workshop – My Museum of Dreams" and in the course of the **application procedure for the European Capital of Culture 2025**, the city of Chemnitz presents itself with a highlight exhibit that **focuses on the city and its geological past**. With SwingVR the visitor becomes a time traveller. He can rise from here, now and today to a bird's eye view over Chemnitz. Striking points such as **special archaeological sites** are digitally worked out and illustrated. By swinging, the user rises into the air, above the roofs of the city. After reaching the highest point, they sink again, traveling back in time and **landing in Chemnitz during the Permian period** next to a petrified forest.

CLIENT Museum of Natural History Chemnitz





MORE CREATIONS

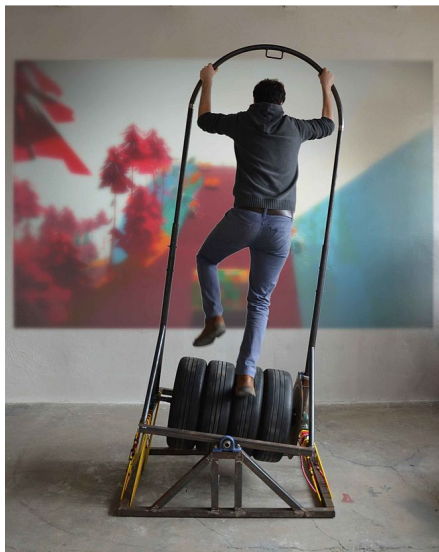
*"Behind the perception of our
senses, worlds are hidden of which
we are unaware"*
– Albert Einstein



CREATIONS

between physical–digital / humans–technology

[→ more creations](#)



The Gaudy Woods | virtual forest walk with kinetic interface



Bauhaus Digital | playful learning of design principles



AR Umwelt Rally | immersive Marketing



Emotional Landscapes | visions of an AI

THE GAUDY WOODS

virtual forest walk with kinetic interface

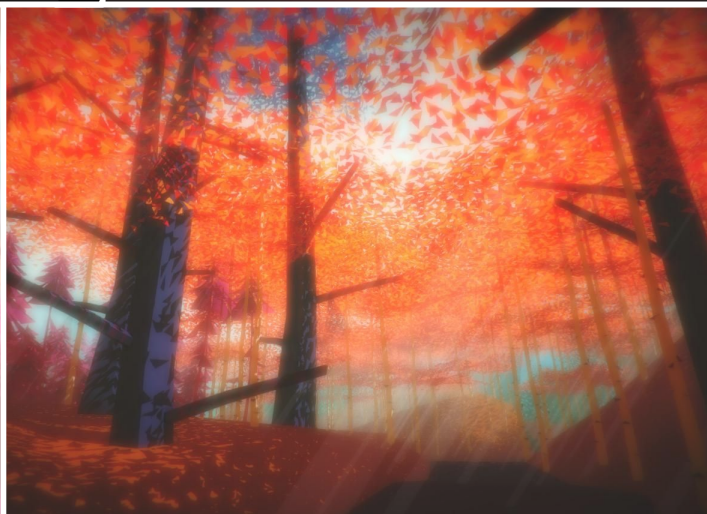
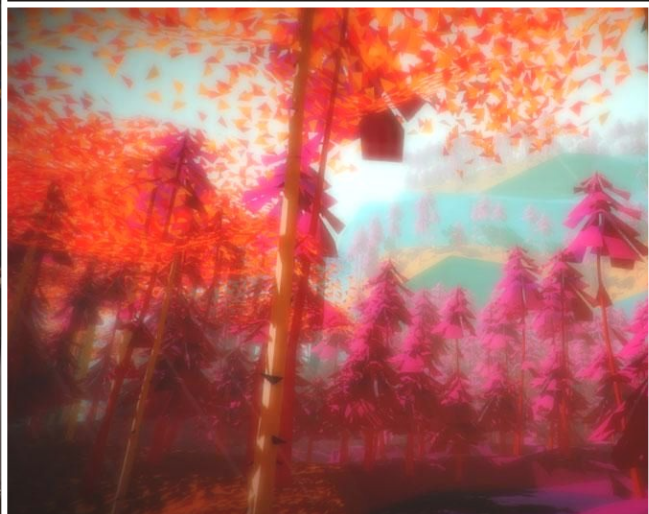
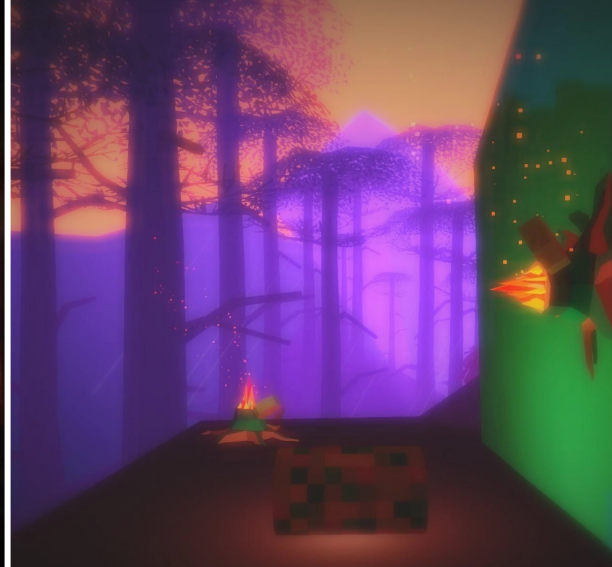
„The Gaudy Woods“ is a realtime game with a unique kinetic interface made of recycled tires, raw steel and electronics. You walk on the tires to move forward, and you need your full body weight to change direction – a unique experience!

In this highly immersive game the player dives deep into an overwhelmingly colorful and psychedelic forest full of extraordinary flora and fauna. On the top it also trains the sense of balance while playing.

EXHIBIT AT Computerspielmuseum Berlin

PARTNER Robert Frentzel





BAUHAUS DIGITAL

playful learning of design principles

Based on the historical preliminary course of the Bauhaus (first academic year), the visitors of the new Bauhaus Museum in Dessau create their own digital works by experimenting with geometric shapes, materials, colors and composition and thereby internalising the basic principles of design. The results can be viewed and sent via email and visualized as augmented reality sculptures.

In this way, a unique experience is created that transfers the historical way of learning into the digital age in a modern and playful way.

CLIENT Bauhaus Museum Dessau

VIDEO FROM THE BAUHAUS MUSEUM youtu.be/xsDIXm0hPOA

PARTNER [needle](#)

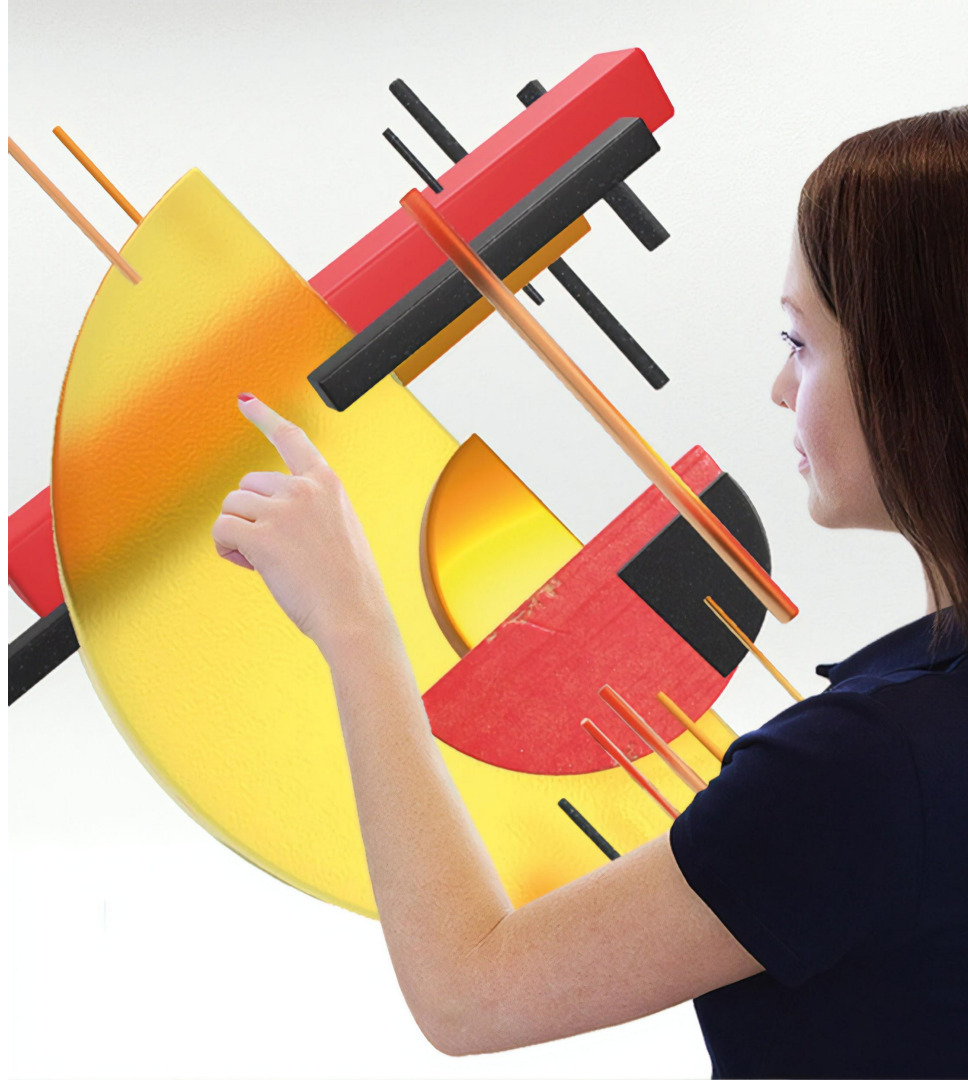
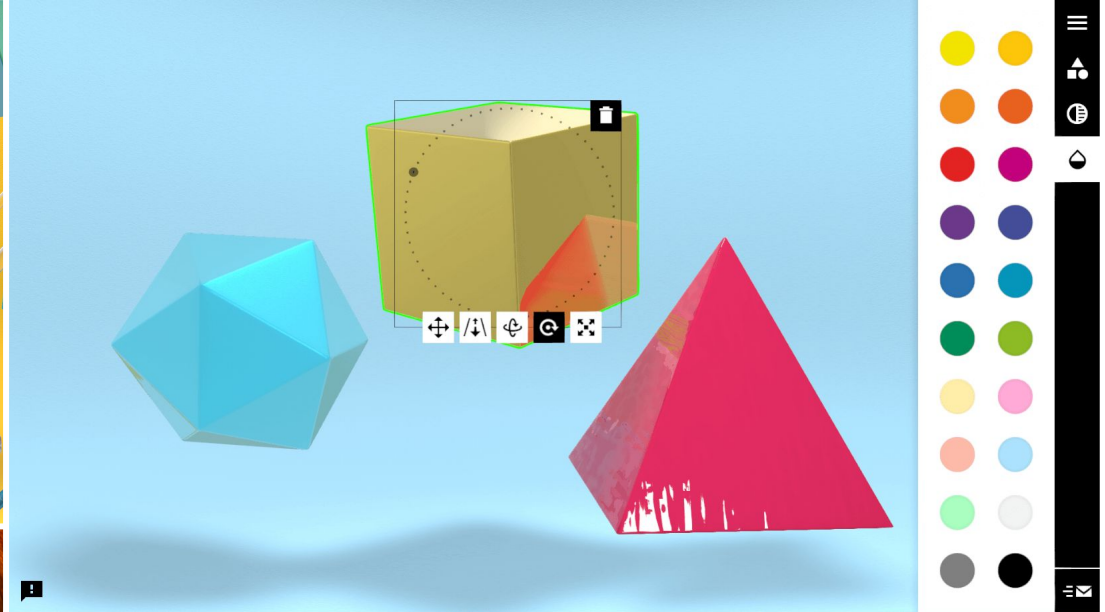




Exhibit in the museum



Creations of the visitors in AR

GREEN RALLYE AR

*discover sustainability through
vivid and playful worlds*

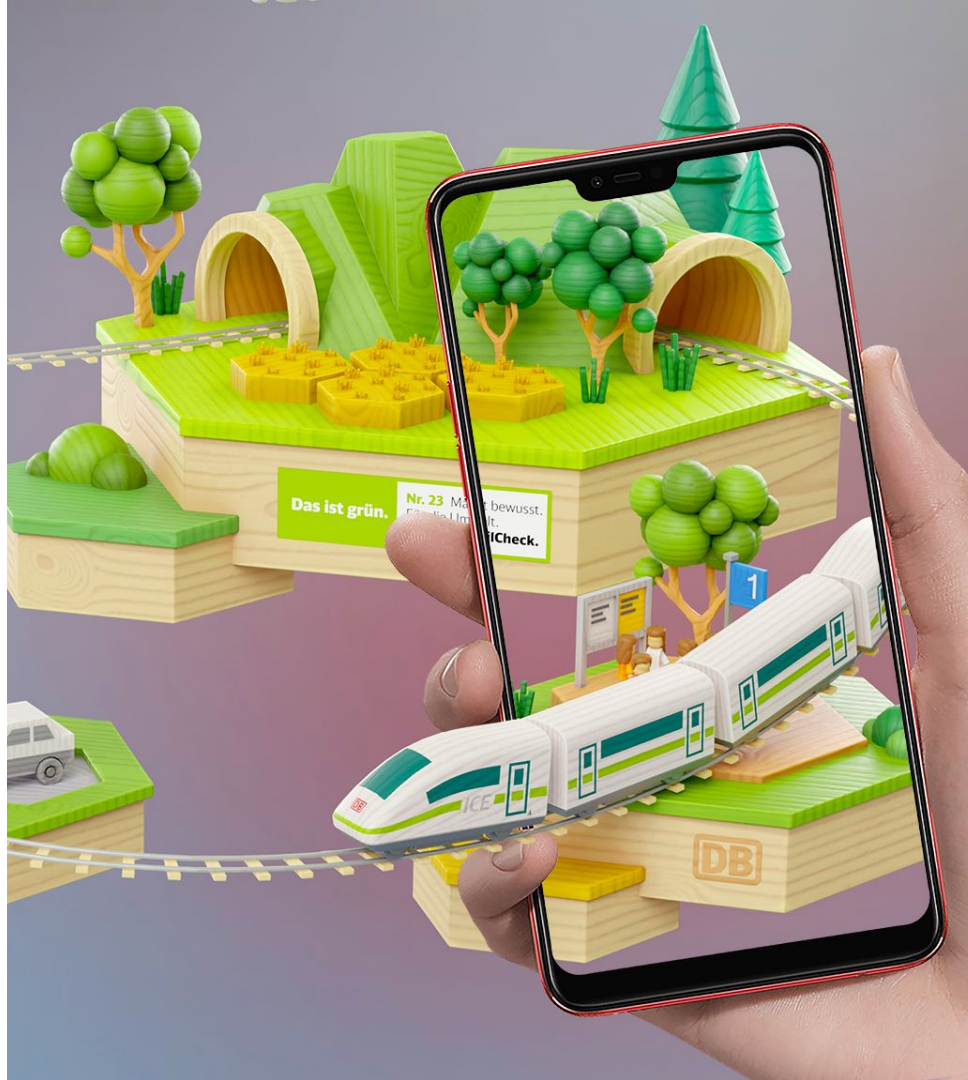
Discover the green activities of Deutsche Bahn (DB) as lively virtual miniature worlds using your smartphone. Experience five different topics in Augmented Reality and learn why travelling by train is so eco-friendly and why the DB also has sheep and honey bees. Everything without having to install an app, just simply in your browser via mobile WebAR.

At Halle (Saale) central station you can scan QR codes at various locations and explore the station in a fun way. You can also enjoy the AR world's from anywhere via links, at home or on the ICE. Innovative and immersive marketing for Deutsche Bahn.

CLIENT Deutsche Bahn

WEBSITE gruen.deutschebahn.com/de/dialog/umweltrallye

PARTNER prefrontal cortex





**QR-Code scannen und in
AUGMENTED REALITY erleben**



EMOTIONAL LANDSCAPES

Human emotions from the perspective of an artificial intelligence

Science fiction novels and films usually paint a very one-sided picture of how rationally calculating and cold an artificial intelligence works. In fact, however, AIs are already an important part of our daily lives and it is therefore essential to actively shape the future of and with AI. So how about a new, positive vision of artificial intelligence in which an emotional dialog is created? “Emotional Landscapes” is a project for the lobby of Intel’s headquarters in Santa Clara, where digital installations take on a whole new dimension with the 16m² interactive “Brand Story Wall”. With advanced hardware and software, Intel is laying the foundations for AI systems worldwide and leading the discussion on the ethical responsibility to use artificial intelligence. The installation impressively demonstrates how AI can understand us humans on an emotional level, painting a positive picture of a shared future.

CLIENT Intel

PARTNER prefrontal cortex





WARSHIP MARS

interactive archaeology

In 2011, the “Mars”, once the largest ship of the Swedish fleet, was discovered after laying on the floor of the Baltic Sea since 1563. An accurate photogrammetry model of the shipwreck was created from tens of thousands of photos taken by divers and archaeologists. This virtual wreck, its history and archaeological treasures are brought to life in “Warship Mars” as VR edutainment experience for Oculus Quest.

In Diving Mode, players can experience deep sea archaeology and discover the wreck. The Research Space allows collected artefacts to be analysed and understood with further background information. VR Quillustrations and audio give additional historical context to the 3D artefacts.

PARTNER Ocean Discovery, realities, prefrontal cortex

CO-FINANCING Facebook



MISSION COMPLETE

HAUL THE ROPES



YOUR REWARD



The capstan's distinct shape is still recognizable after centuries on the seafloor in Mars' rubble.
— © Ocean Discovery



Although apparently massive, it

NAVAL TECHNOLOGY



Dioramas with recreated scenes

Research mode

SONGS OF CULTURES

Fantastic Song Cards with Augmented Reality

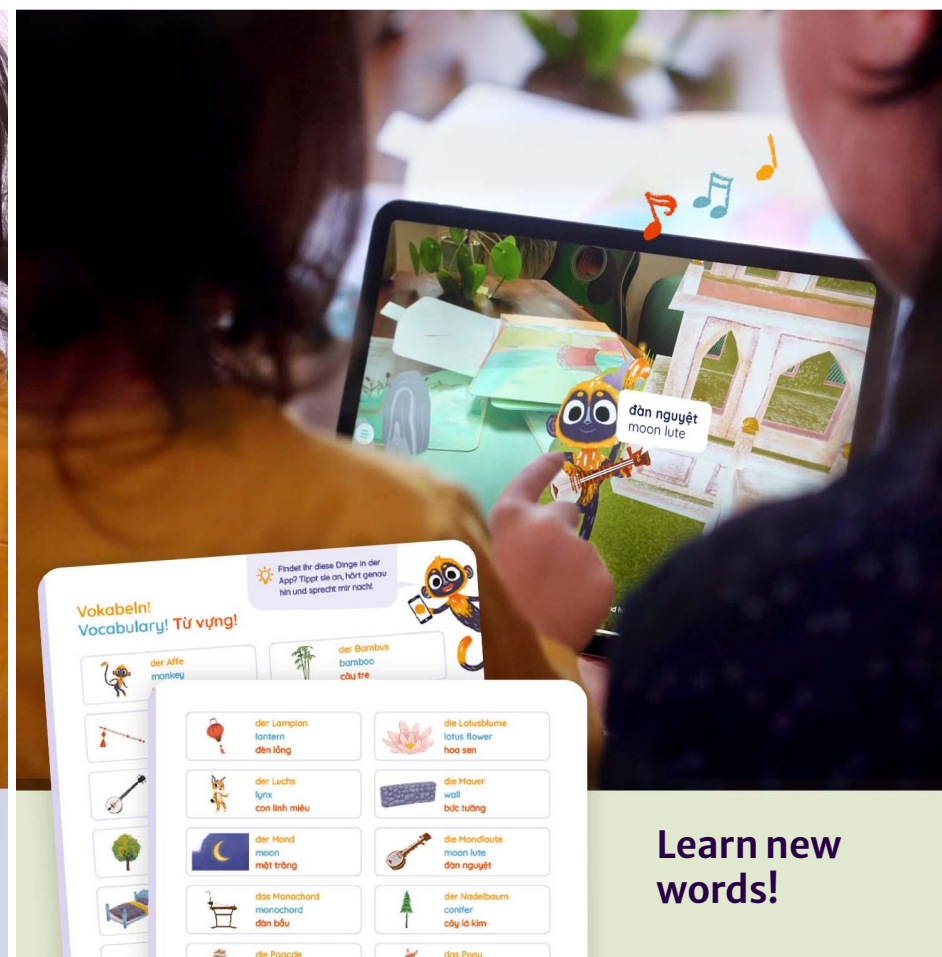
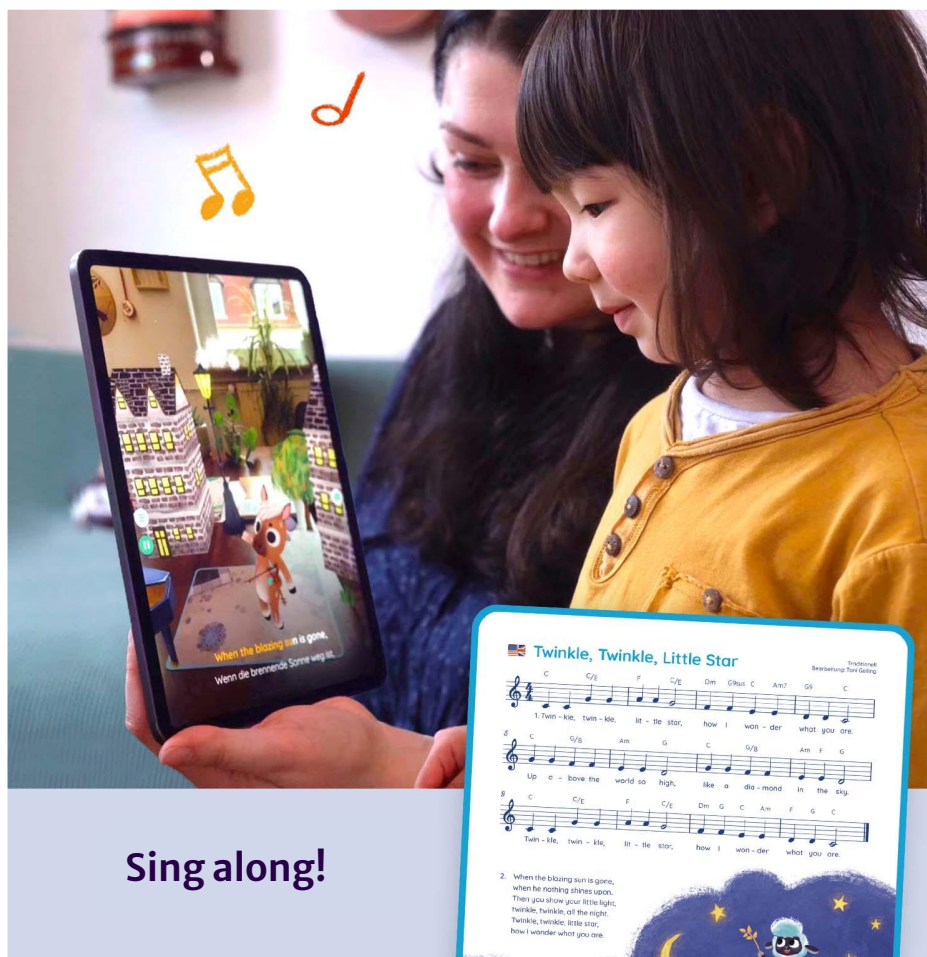
Spark the love for cultures & languages through children's songs – with magical music worlds & funny animals enchanted into your room by Augmented Reality.

Created in cooperation with educators and parents, Songs of Cultures easily helps children to discover different countries, their languages and special features. With curiosity and fun, the app simplifies the integration of children into a new environment and exploring their own background. Recommended age: 3–8 years

WEBSITE songsofcultures.com

FUNDING Europäischer Fonds für regionale Entwicklung (EFRE),
Kunststiftung Sachsen-Anhalt und Kloster Bergesche Stiftung





VR PAINTING / LIVE XR ARTIST PERFORMANCES

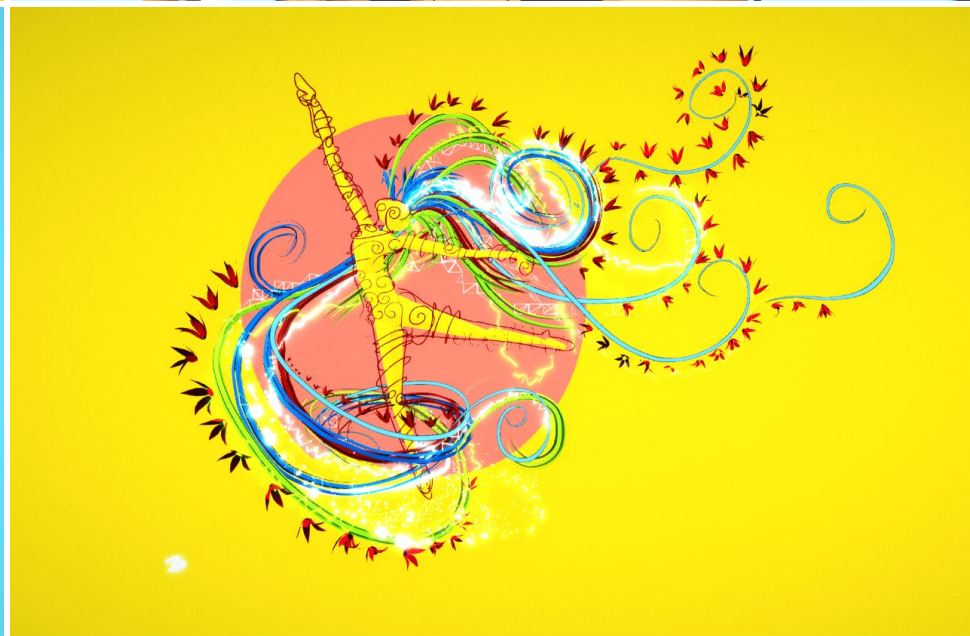
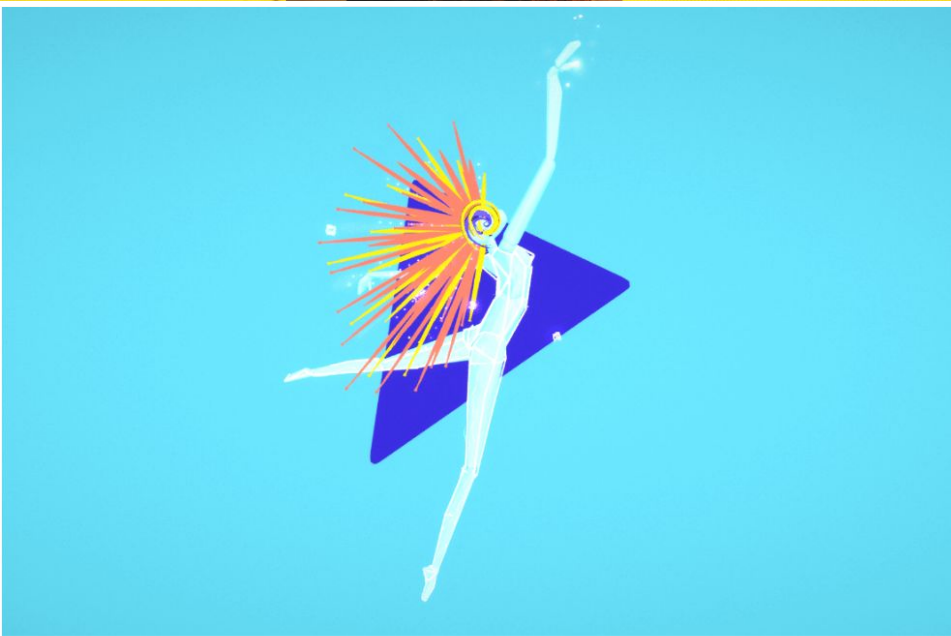
Together as artistic XR duet we create artworks in virtual reality live in front of an audience. The creation process is projected on a screen so that everyone can join the creation process.

At least our VR–Performance Duet provided an explosion of colour and enthusiasm at the LEARNTEC – the digital learning fair 2020 in Karlsruhe, Germany. The live performance was called **Anamorphosis**.

“ *Everything we see is a perspective, not the true form of reality. They are a reflection. You will not be able to see them until you have awakened and then you will see their true colors.*

– A.MUSE on Anamorphosis







A.MUSE Interactive Design Studio

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Germany

www.amuse.vision

www.instagram.com/amuse.vision

www.facebook.com/amuse.vision



KULTUR- UND
KREATIVPILOTEN
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