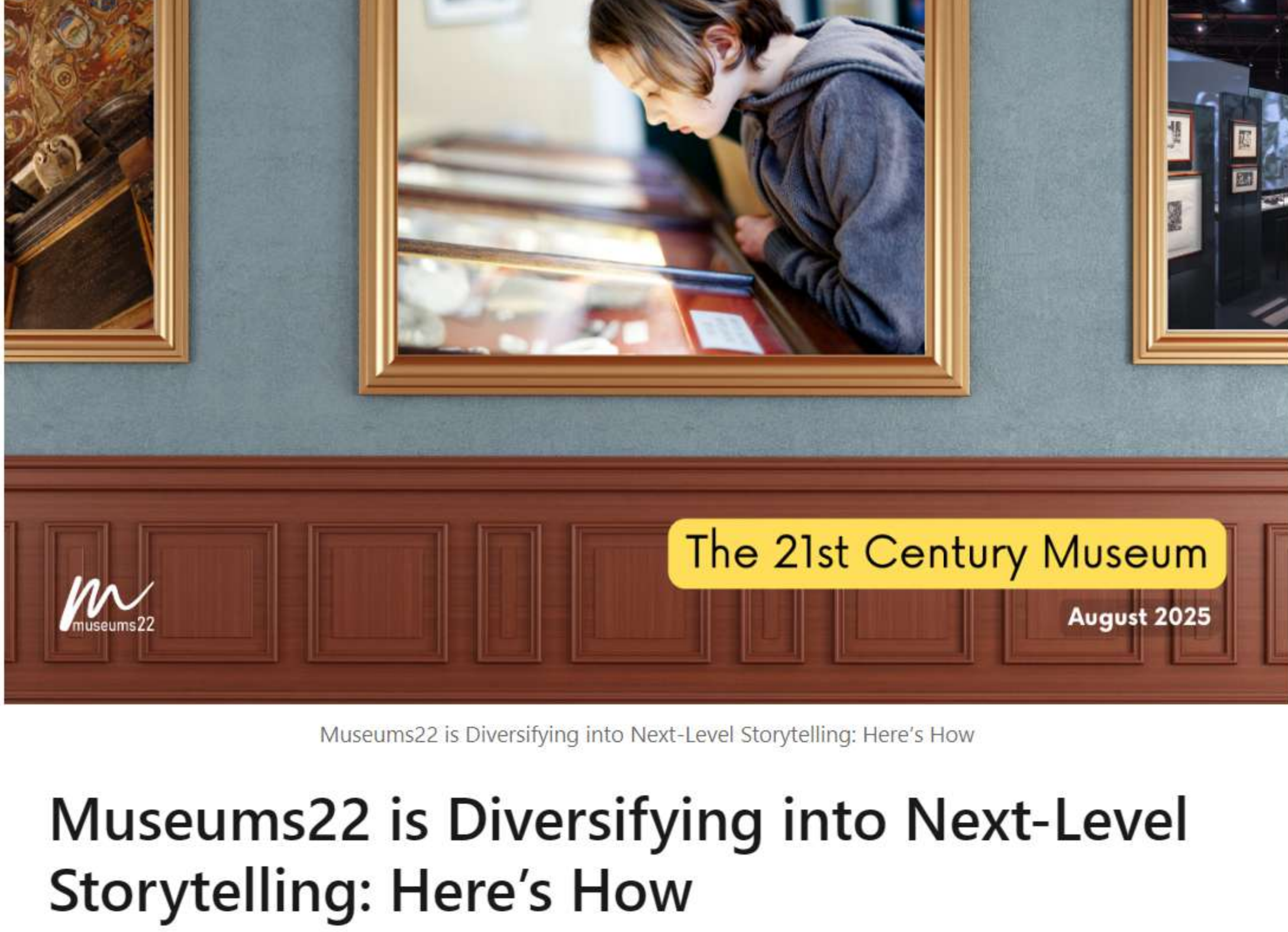
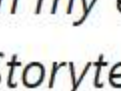


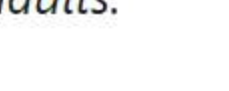


Museums22 is Diversifying into Next-Level Storytelling: Here's How

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Museums22
1,065 followers



August 25, 2025

Dear reader,

In my experience so far, there's one skill I've noticed children often do better than adults. Storytelling.

Think back to when you'd come home from school, stand by the kitchen door, and pour your heart out about the day. It wasn't just a flat retelling. It had color, suspense, and delight. "And guess what Ma'am said after that?!" That spark is what made adults stop and listen, even when half of it was just childhood rambling.

This is what we built Museums22 on. History, art, and paintings don't just sit on walls. You have to read between the lines, notice the smallest details, and let them speak.

Together with our second brand, HopOnIndia, we've already reimagined the way people connect with culture. Creating digital content and audio guides for iconic sites like Ajanta-Ellora, and museums like the Tibet Museum and NGMA. But as you may have felt too, the museum world is restless for something fresh.

*That time has come. I'm excited to share with you, dear reader, that we are stepping into a new chapter: **bringing content development, installation design, spatial design, research and immersive experiences to the forefront.***

In this newsletter, I've painted a glimpse of the new verticals we are expanding into and the changes you might see as the tide shifts. I'm deeply grateful for your involvement on this journey so far, and I look forward to continuing it with you.

Yours sincerely,

Shalini Bansal

Extending our story beyond technology

"We partnered with Museums22 and created a tour where visitors can use their smartphone to download our branded Audio Tour app at no cost. It has been welcomed with a good response from our visitors and allowed us to expand the information beyond our signage with extra photos, etc." — Aviation Museum of Kentucky

"Museums22 crafted a very interesting tour covering more than 200 exhibits across 39 galleries in English." — Salar Jung Museum

"Our guests use their simple and friendly technology widely, both through the app and the QR scan codes. A short preview tour is also available for those who cannot visit the museum in person and want a glimpse into the collection." — Guru Kahan Art Museum

Words like these mean more to us than we can say. They remind us why we do what we do.

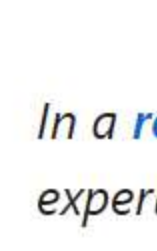
Over the years, we've built mobile apps, audio guides, GPS tours, and web galleries for museums big and small.

Our Tech Products



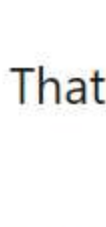
Mobile Apps

Get your own customized Mobile App (iOS/Android/ PWA), supported by a robust Backend CMS and User Analytics Dashboard. Comes with registration on iOS and Google Play Stores, cloud and tech support on demand.



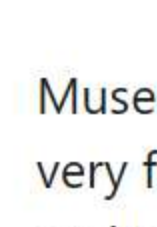
Audio Guide Apps

Easily curate or design immersive multilingual audio guide tours on your own customized app, supported by a User Analytics Dashboard and robust Backend CMS that seamlessly integrates QR codes with each point of interest



GPS Tour Apps

Effortlessly craft and curate location-sensitive tours within your personalized app, featuring point-by-point navigational audio-guided experiences. Customize them to include visuals, offering users a digital personal tour guide experience.



Web Gallery & Collection

Deploy responsive web galleries customised for your site, either as extensions or standalone feature. These galleries can be dynamic exhibitions or ongoing showcases or your permanent museum galleries,

But as much as the technology was loved, we began to notice something important. Behind the scenes, teams were often rushing to bring scattered pieces together.

✿ Different vendors, different voices, and too often, the story itself was added only at the end. And when that happens, even the best tool feels a little empty.

In a recent study of 200 visitors and museum professionals, more than half said user experience mattered more than service design alone, and over 55% said audio storytelling was what truly brought exhibits to life.

That struck a chord with us. We realized technology should not lead but follow the story.

So we've grown.

Museums22 is now research-led designers and storytellers, working with museums from the very first idea to the final experience. Our tools are still here—custom apps, multilingual audio guides, GPS-based tours, and responsive galleries—but today they are shaped by stories first with an added focus on other verticals such as design and research.

Three pillars of our future

Jorge Luis Borges once said, *"I have always imagined that Paradise will be a kind of library."*

But libraries are not only shelves of books. They rest on a foundation, framed by walls, shaped by windows that let the light in. The same is true of museums.

These are spaces built on research, design, and content that allow stories to breathe and shine. Hence, these three pillars form the heart of our future at Museums22.

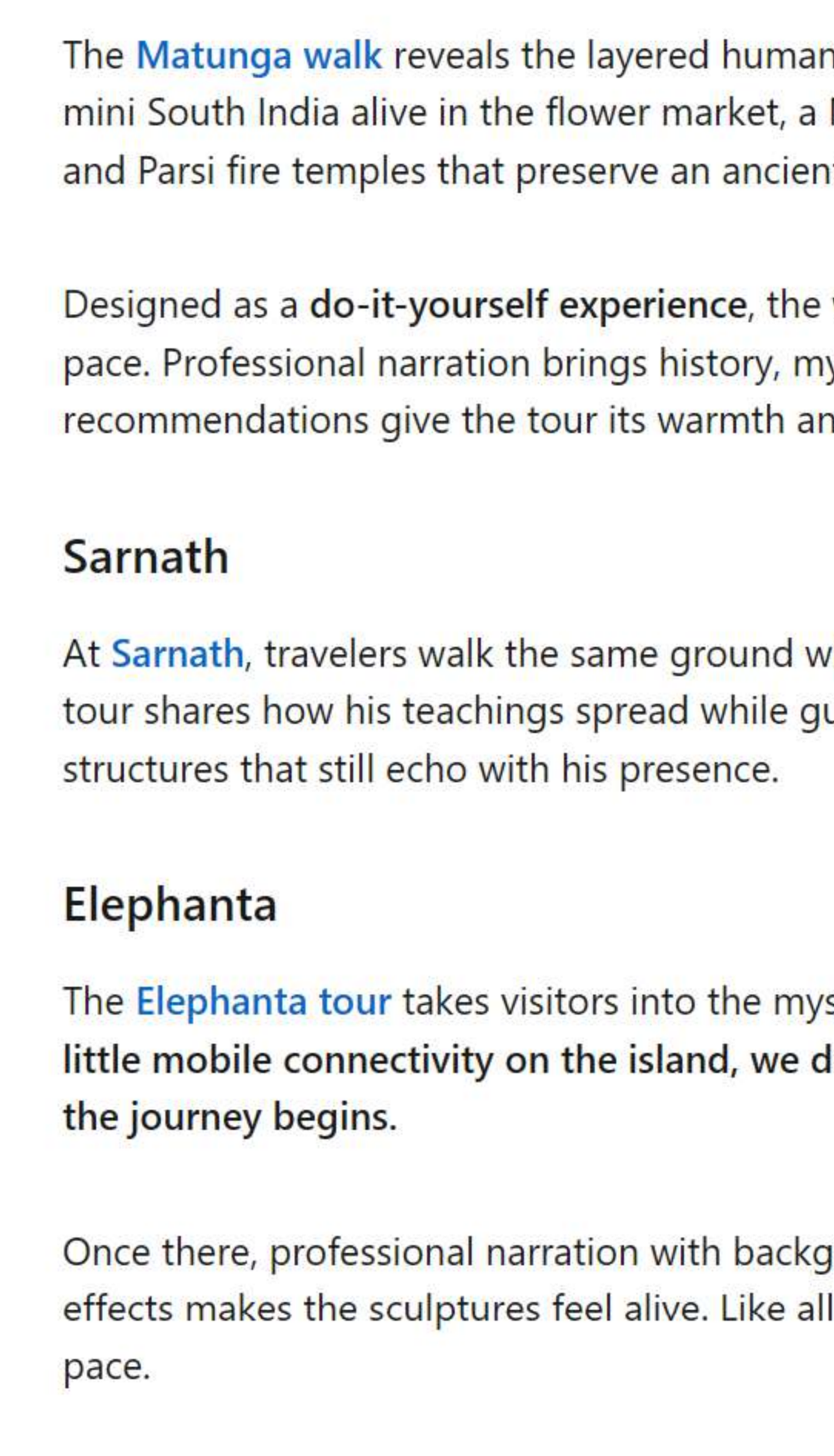
1. Research, Interpretation and Curation of Information

Before stories can be shared, they must be understood. We spend time with collections, histories, and visitor contexts, drawing from structured methods like BRMA.

From identifying themes to sequencing objects, our research gives museums and heritage sites the strong base they need to design narratives that feel clear and connected.

2. Museum Design

Research finds its meaning when it takes form. We design spaces that invite curiosity and discovery, whether through galleries, scenography, traveling exhibitions, or interactive installations. Our work brings together traditional art, archival material, and technology with care, creating experiences that are both immersive and human.



3. Content gives stories their voice.

From audio guides and films to VR and AR layers, animations, and projection mapping, we create experiences that touch the senses and imagination. Every project is shaped with attention to detail, so stories feel alive and accessible to all.

✔ Together, these three pillars form a cycle. *Research informs design. Design enables storytelling. Content makes it come alive.*

Beyond these pillars, our services extend further:

- Traveling exhibitions with modular and scalable designs
- Technology interventions such as digital kiosks, installations, VR and AR features
- Audio and AR heritage tours with interactive storytelling
- Curation of art installations for public and commercial spaces

Each of these offerings connects back to our central philosophy: stories deserve to be lived as experiences, not just observed.

Rooted in experience, ready for the future

Every step forward is grounded in the journeys we have already shaped. The projects we have worked on with our partners have taught us how research, design, and storytelling must come together to create meaningful experiences.

✨ Here's a short and sweet recap of some of our projects!

Matunga Walk

The [Matunga walk](#) reveals the layered humanity of Mumbai. In just a few streets, you find a mini South India alive in the flower market, a Madonna church filled with quiet devotion, and Parsi fire temples that preserve an ancient migrant community's rituals.

Designed as a **do-it-yourself experience**, the walk allows travelers to explore at their own pace. Professional narration brings history, myth, and culture together, while food recommendations give the tour its warmth and flavor.

Sarnath

At [Sarnath](#), travelers walk the same ground where the Buddha gave his first sermon. The tour shares how his teachings spread while guiding visitors through the monuments and structures that still echo with his presence.

Elephanta

The [Elephanta tour](#) takes visitors into the mysterious caves carved into the island rock. With little mobile connectivity on the island, we designed the app to be downloaded before the journey begins.

Once there, professional narration with background scores of music, qawwali, and sound effects makes the sculptures feel alive. Like all our tours, you can experience it at your own pace.

Salar Jung Museum

The [Salar Jung Museum in Hyderabad](#) is one of India's great cultural treasures, housing more than 46,000 art objects, 8,000 manuscripts, and 60,000 printed books.

Together, we introduced the Camera + Audio Guide Combo. Visitors could buy a camera ticket and receive an audio guide app that narrated the museum's stories.

This integration extended visitor engagement, boosted revenue, and brought new audiences into the museum. Features like preview tours and access codes made the app easy to use while protecting content.

Ajanta-Ellora

At [Ajanta and Ellora](#), two UNESCO World Heritage sites, the tours walk visitors through centuries of art and devotion.

Each tour is carefully sequenced, helping visitors move from architectural marvels to intimate stories. They are designed to last a few hours, allowing travellers to linger as long as they like while still having the structure of a guided path.

Book demo!

Reimagining the visitor experience

We keep saying that museums are at a turning point. But the real change is happening amongst visitors. Visitors no longer want to just look at artifacts. And it makes sense.

We immerse ourselves daily in stories, whether through art, games, or endless hours of streaming on OTT platforms. Art, too, deserves to be experienced, not just observed.

At Museums22, we are ready to meet this challenge. Our approach begins with research to uncover the narratives and contexts that matter. We then translate those insights into content and design, shaping environments that make visitors feel part of the story. And finally, we execute with a thoughtful blend of technology and design.

Museums are for living encounters. Let's make visitor experiences meaningful and memorable.

✨ [Book a demo call with us to find out more!](#)