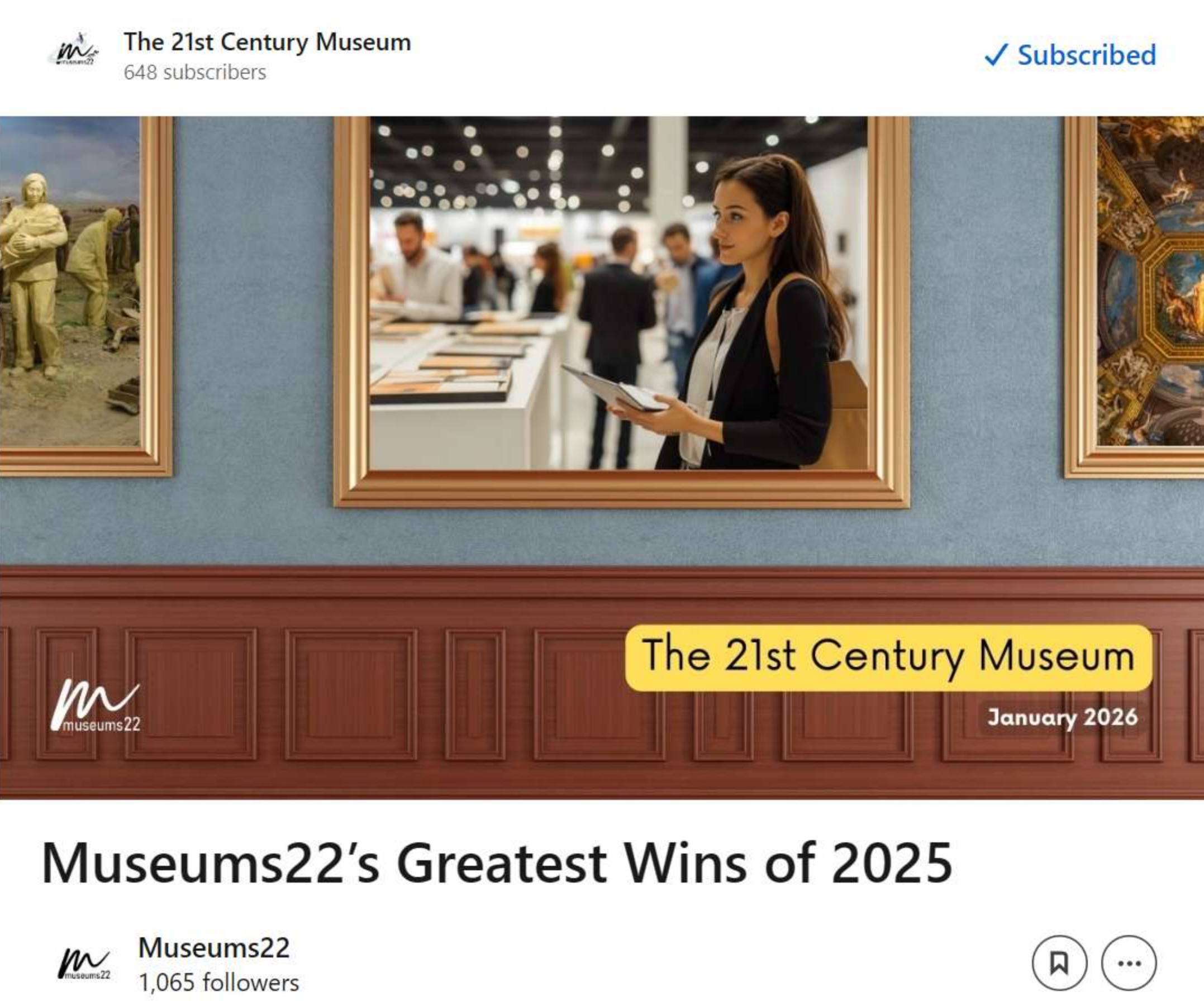
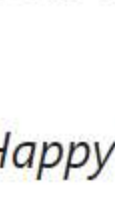




Museums22's Greatest Wins of 2025



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January 14, 2026

Dear readers,

Happy New Year, and welcome to 2026.

Before we step into everything this year holds, I want to pause and celebrate what our team built in 2025 with our museum partners, artists, curators, and visitors. The past year reminded us of something simple: when you add the right layer of story and access, people stay longer and discuss the museum after they leave.

I can't wait to share our new collaborations and launches in 2026.

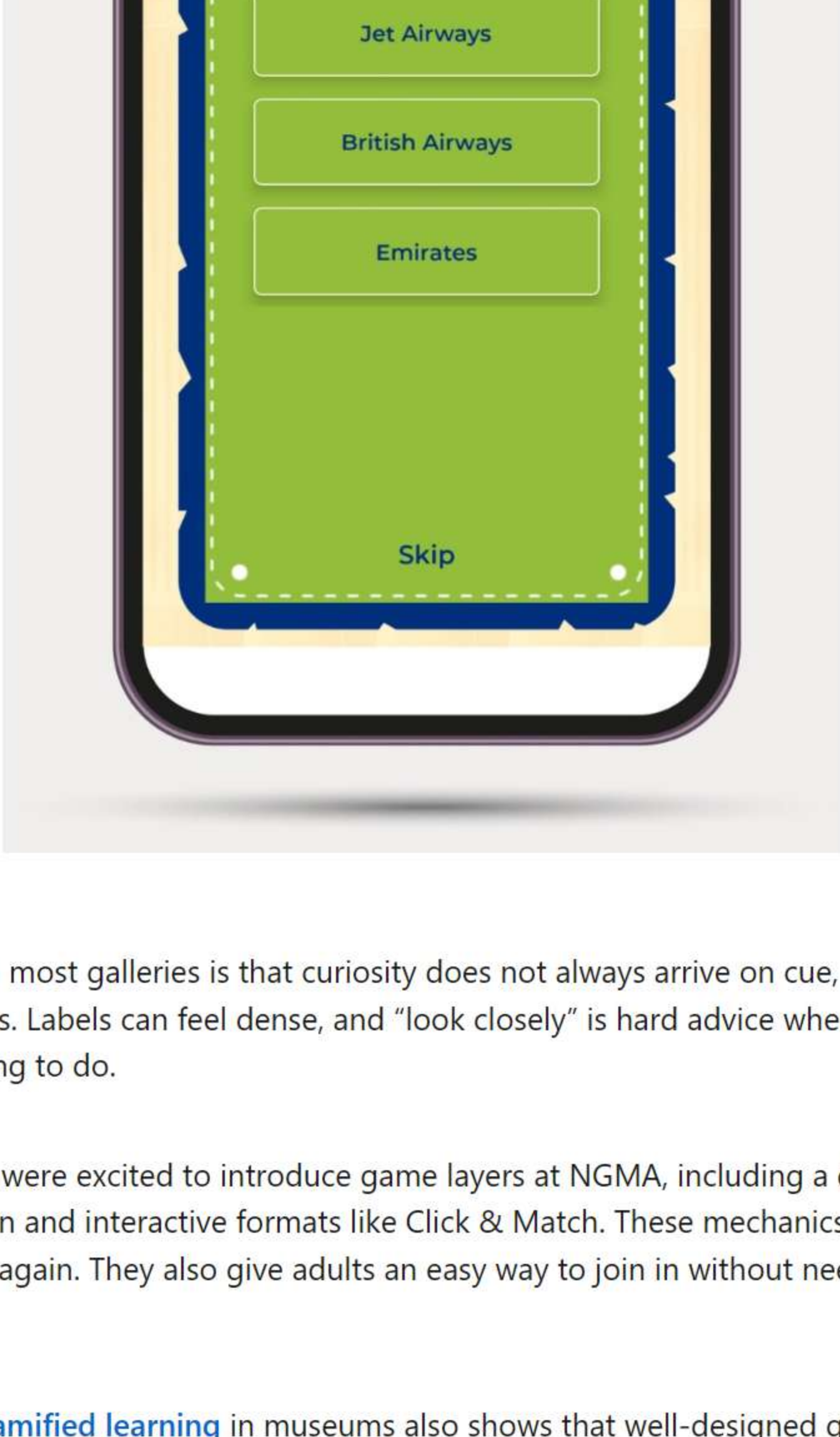
For now, here are a few Museums22 milestones from the year that was.

With warm regards,

Shalini Bansal

Co-founder, Museums22

1) Helping children retain interest with museum games and quizzes (NGMA Bengaluru)

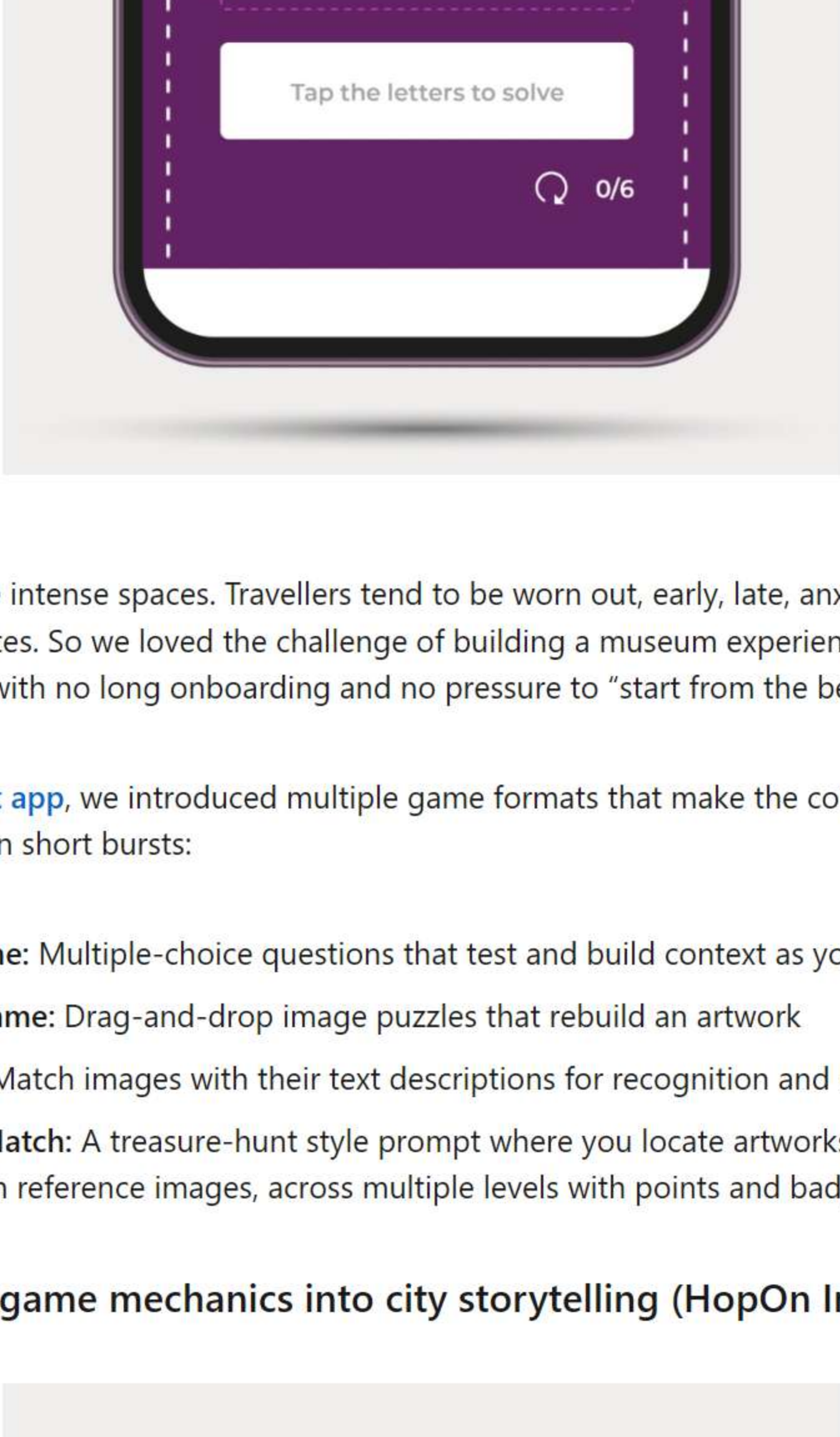


A quiet truth in most galleries is that curiosity does not always arrive on cue, especially for younger visitors. Labels can feel dense, and “look closely” is hard advice when a child’s brain wants something to do.

That is why we were excited to introduce game layers at NGMA, including a dedicated “Games” section and interactive formats like Click & Match. These mechanics give children a reason to look again. They also give adults an easy way to join in without needing an art history degree.

[Research on gamified learning](#) in museums also shows that well-designed game elements can support stronger engagement and learning, particularly when they reward attention and exploration rather than speed.

2) Turning airport waiting time into an art moment (Artbeat of New India, Mumbai International Airport)

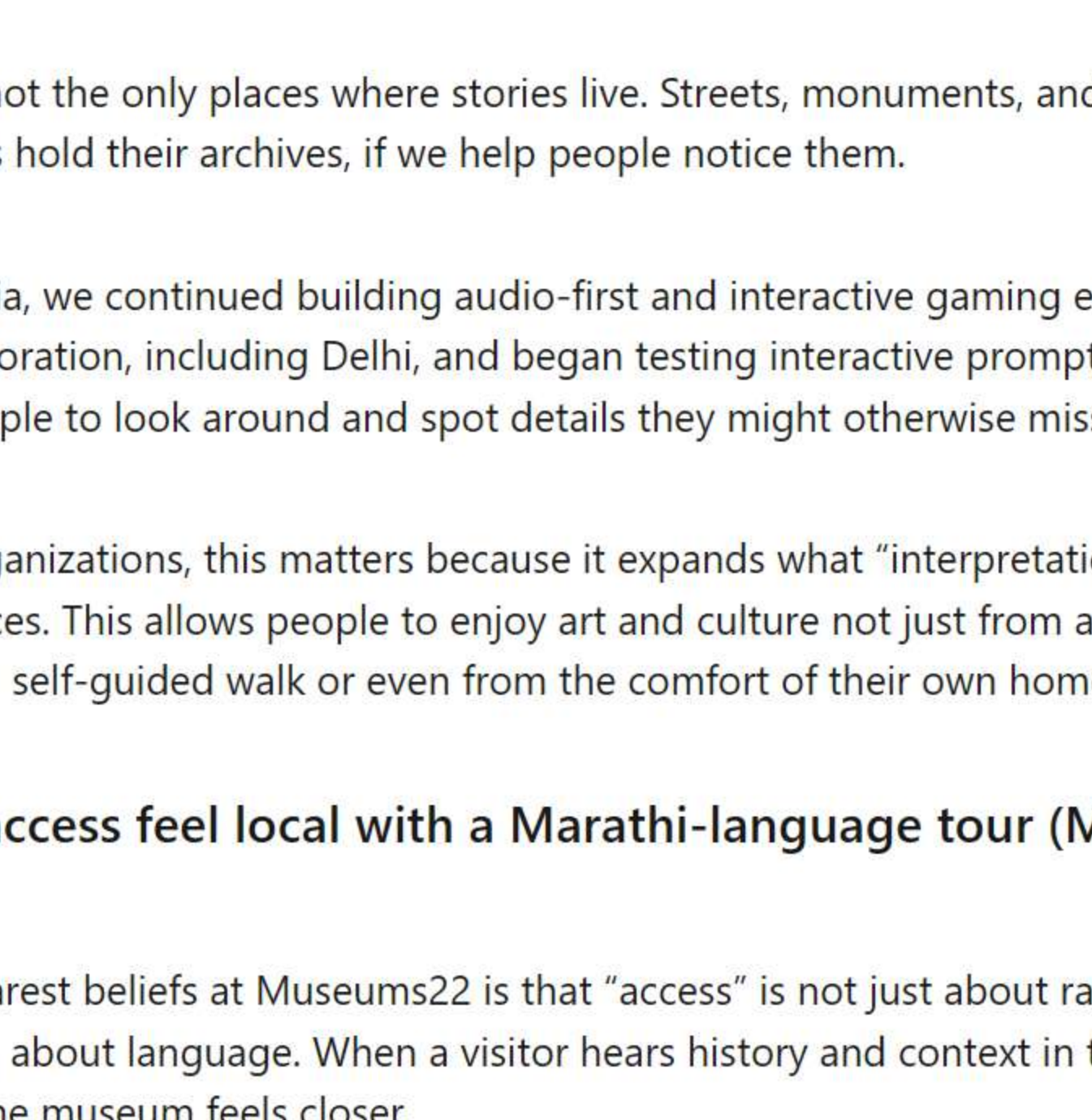


Airports can be intense spaces. Travellers tend to be worn out, early, late, anxious, or simply counting minutes. So we loved the challenge of building a museum experience that works in that reality, with no long onboarding and no pressure to “start from the beginning.”

On the [Artbeat app](#), we introduced multiple game formats that make the collection feel approachable in short bursts:

- **Quiz game:** Multiple-choice questions that test and build context as you go
- **Puzzle game:** Drag-and-drop image puzzles that rebuild an artwork
- **Pair Up:** Match images with their text descriptions for recognition and recall
- **Click & Match:** A treasure-hunt style prompt where you locate artworks and match them with reference images, across multiple levels with points and badges

3) Bringing game mechanics into city storytelling (HopOn India, Delhi)



Museums are not the only places where stories live. Streets, monuments, and neighborhoods hold their archives, if we help people notice them.

On HopOn India, we continued building audio-first and interactive gaming experiences within city exploration, including Delhi, and began testing interactive prompts that encourage people to look around and spot details they might otherwise miss.

For cultural organizations, this matters because it expands what “interpretation” can look like for audiences. This allows people to enjoy art and culture not just from a gallery wall, but also from a self-guided walk or even from the comfort of their own homes.

4) Making access feel local with a Marathi-language tour (Maratha Museum)

One of our clearest beliefs at Museums22 is that “access” is not just about ramps and QR codes. It is also about language. When a visitor hears history and context in the language they think in, the museum feels closer.

This year, we were proud to launch a Marathi-language tour for the Maratha Museum as part of our broader push toward multilingual interpretation across institutions and visitor types.

5) Expanding beyond digital into museum research and museum design

In 2025, we also stepped into two offerings our partners had been asking for again and again: help us *decide what to build*, and help us *design it well*.

Museum research

Our [museum research](#) work supports early-stage clarity, from visitor and stakeholder discovery to exhibit research and narrative direction. It is especially useful when a museum team knows change is needed but wants evidence before making big calls.

Museum design

Our [museum design](#) work focuses on creating spaces that are easy to move through, easier to understand, and more intentional about how people engage across age groups and access needs.

These two services have also improved our digital work, because the best visitor experiences are rarely “digital vs physical.” They are designed as one connected experience.

6) Adding live storytelling layers to still artworks with AR (Abhay Prabhavana)

Some artworks hold a lot of feeling, but not everyone can understand the meaning behind them. That is where augmented reality can help, when it is treated as interpretation.

In 2025, we added an AR layer for Abhay Prabhavana for their JAINA Convention 2025 in Chicago, where visitors could scan artworks and access a richer story layer through their phones.

7) Building QR-based audio access for a landmark exhibition (Air India Art Collection, NGMA Bengaluru)

One of our favorite projects this year sat at the intersection of exhibition design and visitor ease.

At NGMA Bengaluru’s Air India Art Collection exhibition, we enabled QR-led audio access beside key works, so visitors could listen on their devices while moving at their own pace.

The exhibition itself drew attention for bringing a widely loved corporate art collection into a public museum setting, with many viewers coming in with nostalgia and curiosity.

Where we go from here

If you are planning for 2026, I hope this list sparks a simple question:

What is one small layer you could add this year that helps visitors look longer, understand faster, or feel more included?

If you would like to explore any of these ideas: games for galleries, QR-based audio, custom apps, AR storytelling, museum research, or museum design, we would love to speak with you.

Reach us at contact@museums22.com to set up a chat with our team.