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# Reimagining Mythology as an Immersive Museum Experience

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*Dear readers,*

*Imagine walking into a park which is also a museum. Or is it a museum that is also a park? Surendrapuri, located near Yadadri in Telangana, is India's first mythological theme park and one such destination.*

*Over the last few months, we have found ourselves thinking about what it means to carry a civilisation's memory forward. The answer, it turns out, can take the form of over 350 exhibits, thousands of statues, three kilometres of walkable pathways, and the tireless devotion of one man who began building a world at the age of 70.*

*This is the story of this month's newsletter. It is about a vision that grew from a single life's purpose - Sri Kunda Satyanarayana's wish to ensure that the stories of India's mythological roots could be seen, walked through, and truly experienced.*

*With warmth,*

***Shalini Bansal***

*Co-founder, Museums22*

## A Universe Built from Devotion

Destinations of such magnitude and significance are rare! Located near Yadadri in Telangana, Surendrapuri is India's first mythological theme park - and it does not merely tell stories. It houses them. The scent of soil, memory threaded in stone and plaster, and stories that feel like your own.

The story begins in 1999, when Sri Kunda Satyanarayana - a visionary from Andhra Pradesh - conceived and created a world unlike anything India had seen before. That story, that beginning, took root in a singular idea: mythology belongs not just on the page or the screen, but in space. In life-size form. In stone, colour, and craft.

The campus is now a monumental visual and narrative journey stretching across open outdoor grounds, with sections dedicated to the Ramayana, Mahabharata, Bala Bharatam, Bhagavatam, Samudra Manthan, Matsyavatarana, Viswa Roopam, the Saptalokas - the Seven Celestial Worlds - Chakravyuham, and countless other sacred narratives. Artisans and craftsmen were brought together from across the country, combining India's diverse regional artistic traditions in the creation of this singular space.

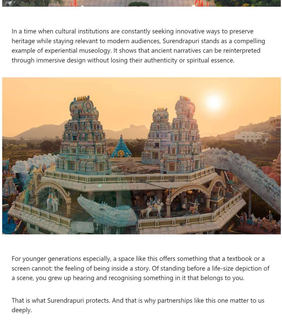
Surendrapuri also houses replicas of celebrated temples from Kashmir to Kanyakumari, giving visitors a pan-India visual representation of the nation's architectural and spiritual heritage within a single destination. It is not a museum of objects alone - it is a museum of memory.

## When Mythology Becomes a museum

What makes Surendrapuri exceptional is not merely scale - it is sequence. Every exhibit is placed within a curated narrative journey. Visitors do not browse. They walk through stories in order, witnessing scenes as they unfold, accompanied by interpretive audio narration that deepens the meaning of each installation.

Before Surendrapuri existed, mythology was experienced largely through oral tradition, sacred text, or visual adaptation on television and in cinema. There was no physical destination where one could step inside the great epics of India and witness them in life-size, immersive form. Surendrapuri was envisioned to bridge precisely that gap.

More than 350 exhibits and thousands of statues make up the destination. The campus spans over 3 kilometres of walkable pathways. And yet, for visitors who experience it, the sense is not of distance travelled - but of stories absorbed. In addition to the common man, it is also meant to serve researchers, scholars, students, and artists, who want to spend time with the world's most enduring legends.



Adding a further layer to its interpretive experience, Surendrapuri features an Augmented Reality presentation of the Narasimha Avataram - allowing visitors to witness the complete narrative of Lord Narasimha through an immersive digital medium. This integration of contemporary technology with ancient storytelling reflects the park's commitment to heritage presentation for modern audiences, without compromising the sanctity of the narratives being told.

## A Museum of Stories, Brought to Life

When our team worked on the audio guide for Surendrapuri, we wanted to go beyond the boundaries of a conventional visitor tool. A destination of this scale - outdoor, open-air, spread across kilometres - needed an engagement solution built for flexibility, accessibility, and scale.

The Museums22 platform provides an integrated end-to-end cloud-based, white-labelled audio guide application, alongside a Progressive Web App (PWA). A CMS and real-time analytics dashboard support the museum team in managing content and tracking visitor engagement.




The audio guide offers full tours in both Hindi and Telugu, covering over 380 interpretive audio points across the campus. A QR-based access system enables visitors to select their preferred language and listen to the story.

The app is also structured to preserve the integrity of on-site engagement. Full audio tours are accessible only on museum premises. Visitors can preview a free trailer version of the tour remotely, giving them a feel of what awaits. Upon entry, visitors receive a promo code that unlocks the complete audio tour for a limited validity period.The promo code system is built within the Museums22 backend - enabling the museum team to generate, manage, and control access codes.

## The Importance of This Space

For Sri Kunda Satyanarayana, Surendrapuri was never just a project. It was a tribute. A way of ensuring that the stories of India's mythology - the triumphs and sacrifices, the devotion and the dharma - would not fade quietly into the background of a world moving faster than memory can follow.



In a time when cultural institutions are constantly seeking innovative ways to preserve heritage while staying relevant to modern audiences, Surendrapuri stands as a compelling example of experiential museology. It shows that ancient narratives can be reinterpreted through immersive design without losing their authenticity or spiritual essence.



For younger generations especially, a space like this offers something that a textbook or a screen cannot: the feeling of being inside a story. Of standing before a life-size depiction of a scene, you grew up hearing and recognising something in it that belongs to you.

That is what Surendrapuri protects. And that is why partnerships like this one matter to us deeply.

Experience the Surendrapuri Audio Guide:

- Android: Download Here
- iOS: Download Here
- PWA (only for mobile browsers): Explore on Web

If you are building a museum or a collection-led experience of your own, we would love to help you strategize through how storytelling can shape your visitor experience.

Book a demo call with us to find out more.