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**EXPERIENCE CENTRE AND  
ILLUSION MUSEUM**  
ARCHITECTURE DESIGN PROJECT (THESIS) –2023-24

**Submitted in partial fulfillment of the Requirements for the  
“Bachelor of Architecture” Degree Course**

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A project report submitted to

**VISVESHVARAYA TECHNOLOGICAL UNIVERSITY**  
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# CERTIFICATE

This is to certify that this thesis report titled EXPERIENCE CENTRE AND ILLUSION MUSEUM by ARAVIND S WALI of IX SEMESTER B. Arch, USN No 1AA19AT011 has been submitted in partial fulfillment of the requirements for the award of under graduate degree **Bachelor of Architecture (B.Arch)** by Visveshwaraya Technological University VTU, Belgaum during the year 2023- 24.

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## **DECLARATION**

This thesis title “EXPERIENCE CENTRE AND ILLUSION MUSEUM”, submitted in partial fulfillment of the requirement for the award of the undergraduate of Bachelor of architecture is my original work to the best of my knowledge.

The sources for the various information and the data used have been duly acknowledged.

The work has not been submitted or provided to any other institution/ organization for any diploma/degree or any other purpose.

I take full responsibility for the content in this report and in the event of any conflict or dispute if any, hereby indemnify Acharya NRV School of Architecture and Visveshwaraya Technological University, Belagavi and its official representatives against any damages that any raise thereof.

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# ACKNOWLEDGEMENT

I am honored to express my gratitude and appreciation to everyone who has contributed to the successful completion of my thesis.

First and foremost, I would like to express my heartfelt gratitude to my thesis guide Ar. Abhilasha for her valuable guidance, unwavering support, and endless patience throughout this process. Constructive feedback and insightful comments have been instrumental in shaping and refining my research.

I am also grateful to the faculty members and principal who have generously shared their knowledge and expertise with me. Their lectures, discussions, and feedback have enriched my understanding of the subject matter and broadened my horizons.

Furthermore, I would like to express my appreciation to my friends for their encouragement, motivation, and inspiring discussions. Their constructive criticism and insightful feedback have helped me to refine my ideas and develop my arguments.

I am grateful to everyone who has contributed to the completion of my thesis, and I hope that my work will contribute to the advancement of knowledge in the field of architecture.

# ABSTRACT

This architectural thesis explores the fusion of art, technology, and spatial design in the creation of an innovative “Experience Centre and Illusion Museum.” The project aims to redefine conventional museum experiences by seamlessly blending physical and digital realms to evoke a sense of wonder and engagement.

The design focuses on spatial illusions, interactive installations, and cutting-edge technologies to captivate visitors, transcending the boundaries between reality and imagination. Through carefully curated exhibits, the museum intends to offer a multi-sensory journey that stimulates curiosity and challenges perceptual norms.

The architectural framework embraces dynamic forms and adaptable spaces, providing a canvas for artists and creators to experiment with immersive storytelling techniques.

The integration of augmented reality, virtual reality, and interactive elements enhances the visitor’s participation, fostering a deep connection with the exhibits.

Additionally, sustainable design principles are embedded in the project, emphasizing eco-friendly materials, energy-efficient systems, and a harmonious coexistence with the surrounding environment.

This thesis not only explores the architectural intricacies of the Experience Centre and Illusion Museum but also delves into the psychological and emotional impact of immersive environments. The goal is to create a destination that sparks inspiration, encourages exploration, and fosters a sense of collective wonder among visitors of diverse backgrounds.

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