

Discover Interactive Art

Genetic Moo in partnership with **KitMapper** offer interactive art experiences that transform museum and gallery spaces into living digital ecosystems. These modular shows can be easily adapted to different sized spaces and can be run individually or be combined. Visited by over a million people since 2008, these shows have a dwell time of 30 minutes or more.

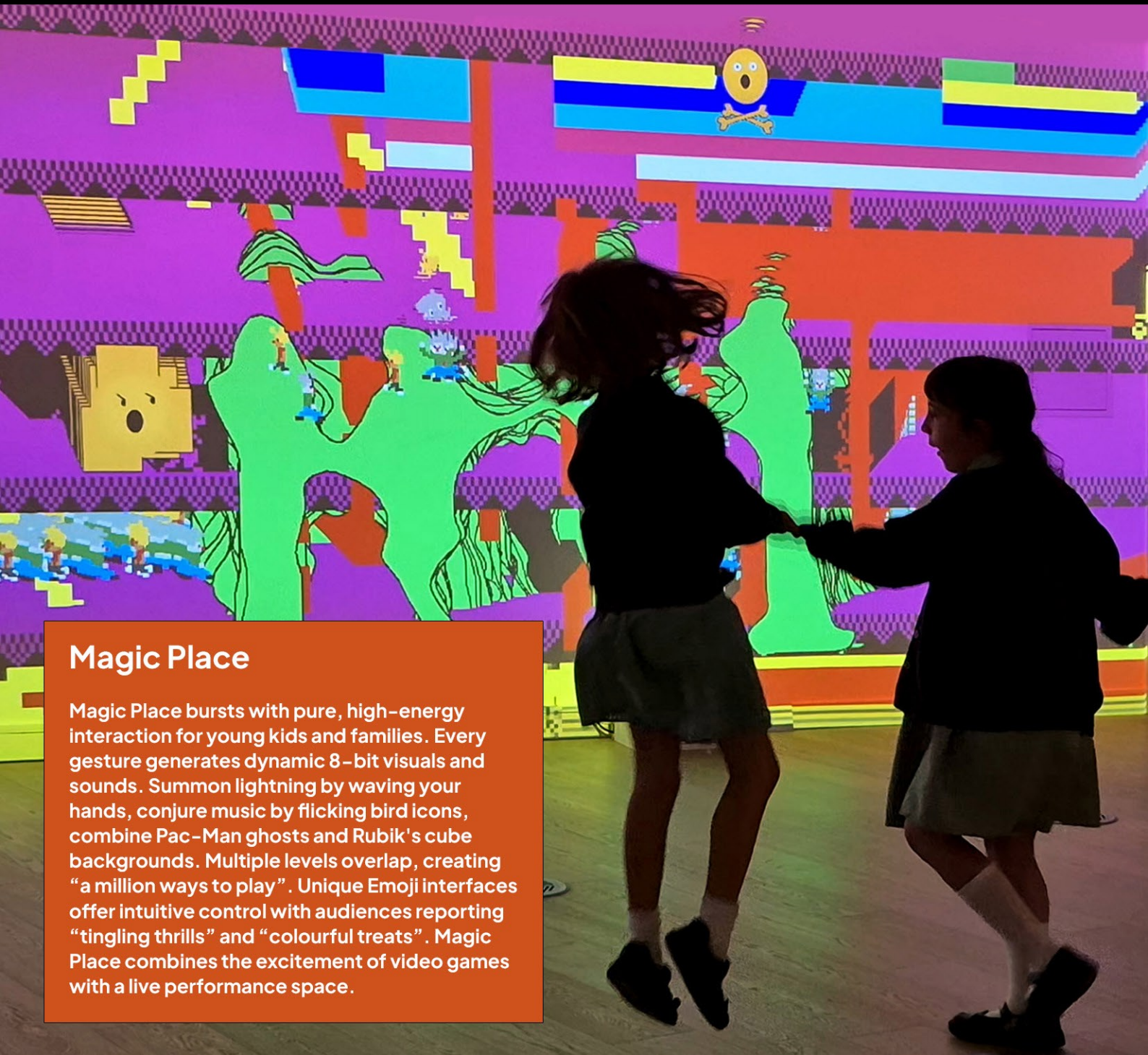
Genetic Moo, the creative coding couple of Nicola Schauerman and Tim Pickup, craft interactive art using computers, sensors, and projectors to explore what it is like to interact with artificial life forms. Their works emphasize agency, play, and discovery, providing intuitive engagement for all ages. KitMapper is a trusted art production company with over a decade of experience across the UK and beyond.

Venues love the low-maintenance setup of these shows, with simple installs, self-starting systems and fully integrated tech support. Mix and match interactives for custom fits – proven in regional UK museums, including the Ferens Art Gallery (60,000+ visitors) and Amelia Scott (50,000+ visitors across two shows).

Audiences find interactive art both stimulating and fun

Magic Place

Magic Place bursts with pure, high-energy interaction for young kids and families. Every gesture generates dynamic 8-bit visuals and sounds. Summon lightning by waving your hands, conjure music by flicking bird icons, combine Pac-Man ghosts and Rubik's cube backgrounds. Multiple levels overlap, creating "a million ways to play". Unique Emoji interfaces offer intuitive control with audiences reporting "tingling thrills" and "colourful treats". Magic Place combines the excitement of video games with a live performance space.



Microworld

Microworld immerses visitors in a thriving digital ecosystem of real and imaginary creatures, blending motion, touch, and creativity into biodiverse simulations. Visitors can birth squidlets via touchscreens, and watch species adapt, or decompose into pixels. Everything connects through interaction, nutrient waves and population cycles. Secondary creatures interact autonomously, ensuring constant motion. Your actions ripple through screens filled with digital life. Scaled for 4 to 8 projections, Microworld has toured extensively, including at the Eureka!, Amelia Scott and The Herbert Museums, fostering stewardship and surprise - ideally matched for ecological or biological themes.



Empower your audiences today



The Cascade

The Cascade is a serene digital aquarium, a chill zone for relaxed interaction in slow-evolving “soft fascinations”. Subtle changes unfold over time, spreading from one screen to the next in cycles of colour and energy. The Cascade rewards quiet observation and gentle play. Pair with beanbags and soft furniture to create restful family moments. The Cascade compliments busier shows, creating well-being havens with minimal tech demands.

Contact Jack Addis at jack@kitmapper.com for bookings:
Flexible 3-6 month runs, Starting at approx £30k including artist fee and production.

linktr.ee/geneticmoo