

STAKEHOLDER VALUE

VISITORS

A space to reset.
From overstimulation
to stillness, the trail
supports presence,
emotional clarity, and
personal connection
with art.

*"I didn't realise how much I
needed to pause it
completely changed how I
experienced the art."*

MUSEUM STAFF & VOLUNTEERS

Fewer interventions,
calmer flow.
With intuitive signage
and self-guided pace,
IN FOCUS reduces
confusion, fatigue, and
crowd tension.

*"People seemed calmer. We
weren't answering as many
questions they just knew
where to go."*

MUSEUM INSTITUTION

Cultural leadership
through care.
Repositions the
museum as a wellness-
minded institution
aligning with SDG 3
and deepening public
relevance.

*"It's a subtle shift, but it
repositions the V&A as a
leader in emotional
accessibility."*

DESIGN SECTOR

Human-first
innovation.
Sets a precedent for
emotionally intelligent,
sustainable design in
cultural institutions.

*"IN FOCUS proves design
can be emotionally
intelligent not just
functional or beautiful."*

MENTAL HEALTH & WELLBEING SECTOR

A new model for care.
Demonstrates how
public spaces can
support mental
wellbeing through
subtle, design-led
interventions beyond
clinical settings.

*"This is care infrastructure.
It's quiet, but it matters
more than most people
realise."*

BUSINESS MODEL

HOW IT WORKS

IN FOCUS introduces emotionally supportive seating into galleries, creating a guided emotional journey through trail design and minimal signage. Each seat is purpose-built to align cognitive and emotional states, enhancing presence and deepening engagement. Designed as a flexible, modular system, it requires no architectural changes and can be integrated seamlessly into any existing gallery layout.

WHY IT WORKS

Low-cost. High-impact. Easy to scale. IN FOCUS elevates visitor wellbeing, fosters emotional connection with art, and encourages longer, more meaningful engagement. It provides institutions with a tangible way to support mental wellness and social relevance without needing to rebuild or redesign their space.

SCALABILITY

Designed to travel. Built to scale. IN FOCUS uses modular components and standardized signage for easy replication across galleries and beyond. With patenting and licensing, it extends into wellness centers, libraries, workplaces—even airports—bringing emotional care to a wide range of environments.

COSTS

- Fixed costs: Design, development, materials, signage (£25–30k/project)
- Variable costs: Printing, maintenance, volunteer training (~£8k/year)
- Optional upgrades: QR feedback tools, branding, exhibitions

REVENUE

- Museum funding (public engagement, learning, wellbeing budgets)
- Grants from Arts Council, Wellcome Trust, National Lottery Heritage
- Partnership sponsorship (health, design, education sectors)
- Toolkits & consultancy to expand IN FOCUS to other institutions (£2–5k/project)
- Licensing fees from replication in other museums and other industries

RISKS STRATEGY

RISK	CHALLENGE	OPPORTUNITY
Concept limitation	May be viewed as too niche or not scalable	Secure IP; position as a flagship experience to build loyalty
Poor understanding or adoption	Visitors or curators may misinterpret the concept	Use clear signage, brochure storytelling, and visual cues
Over-adoption diluting impact	Risk of feeling generic if widely replicated	Maintain exclusivity; update designs regularly
Maintenance burdens	Materials may age or be misused without care	Design for durability; offer upkeep training/support for staff
Aesthetic / Cultural Fit	May not align with every gallery's style or audience	Offer modular or site-adaptable design variations