

A large, stylized circular logo in a lighter shade of purple is centered on the page. The logo consists of several overlapping geometric shapes, including a circle, a square, and a triangle, creating a complex, layered effect. A small sphere is positioned at the top left of the logo's outer boundary. The text 'usturlab' is centered within the logo in a white, bold, sans-serif font.

usturlab



**Imagination
Leads to
Innovation**



In a world flooded with sights and sounds, we design moments for people to be a part of, not just to pass by.

We turn our partners' visions into concrete projects that make a lasting impact on their audience. We combine information with gameplay, technology with design, and education with experience to make abstract ideas accessible to everyone.

Founded in 2014, Usturlab is an interdisciplinary content and design studio with a holistic approach to science, art, and technology. With this approach, we take knowledge out of its traditional silos and bring it into public spaces, games, and innovative educational materials. As an active member of the European Network of Science Centres and Museums (ECSITE), we work closely with international professionals in our field and develop our projects using contemporary approaches.

We develop solutions for our partners by combining imagination with strategic planning and professional operational excellence. By gamifying science, we transform complex topics into enjoyable experiences for all ages, thereby helping organizations achieve their education, communication, and social responsibility goals.



We design learning spaces that bring science, art, and technology into public spaces, and offer architectural and curatorial solutions.

SCIENCE CENTERS AND EXHIBITIONS



We bring science, art, and technology together in the public sphere; we design dynamic learning environments that go beyond walls.

For us, a science center or exhibition is not just a place to present information, but an experiential area where people of all ages discover by touching, experimenting, and feeling. With this approach, we provide integrated solutions that unite architecture and narrative.



Our process begins the moment an idea is born. After the strategic planning phase, where we define the target audience and core message, we establish the project's framework through the curatorial work and content development that shape the narrative's spirit. Building on this framework, we use engaging spatial and exhibition design to construct the physical experience.





Our scope ranges from a single interactive installation to complex projects that completely transform an entire structure.

We design thematic exhibitions, multi-disciplinary workshop spaces, and digital experience rooms as a single, integrated experience. In the next step, our graphic design team establishes the project's visual identity and communication style, giving the experience a unified aesthetic.



We apply detail-oriented project management at every stage, from concept to completion.

We manage the production and installation of each designed component to the highest standards, delivering complete, ready-to-operate projects. However, our work doesn't end there; we ensure the project creates a lasting impact by providing staff training for the teams who will operate these venues.

Our aim is to create unique and vibrant spaces that unite aesthetics with functionality, inspiring a sense of curiosity and a desire for discovery.





We create gamification-based installations, interactive exhibits, and digital-mechanical designs that transform your business and products into experiences.

EXPERIENCE DESIGN

We design unforgettable moments around your brand, your products, or an idea you want to convey.

We transform abstract information and complex messages into concrete experiences that people can directly participate in. Our aim is to shift the audience from a passive role to the hero of the story.





Our most powerful tool in achieving this transformation is gamification. **We design interactive installations, digital-mechanical systems, and spaces equipped with smart sensors, all crafted with a narrative that sparks curiosity.**

We frame each design as a playground that encourages the participant to experiment, discover, and even learn from their mistakes. And we often draw our inspiration from everyday life itself.



Let's work together to turn your message into an unforgettable experience.

We have extensive experience in managing large-scale operations across a wide spectrum, from international festivals to corporate events. In the venues we create through effective planning and field experience, thousands of attendees engage directly with your brand's area of activity, expertise, and business processes. We help organizations achieve their science communication goals, leaving a lasting impact that inspires visitors of all ages.

Each experience we offer is an invitation that reflects our philosophy: "Try, fail, learn, try again." We believe knowledge is most lasting when gained firsthand.



We design comprehensive educational models for all age groups, from preschool to adults, complete with educator training and all accompanying materials.

EDUCATIONAL PROGRAM DEVELOPMENT



In our educational program development, we begin with practice, not theory. **Our first step is always to immerse ourselves in the subject, followed by a “do-it-yourself” application.**

Before addressing any topic, we live it-experiencing its challenges and nuances for ourselves. We build our programs on a unique and solid foundation that is grounded in real-life, human experiences.





We evaluate our field experience comprehensively, **analyzing it down to the smallest detail.**

The goal of this analytical process is clear: to explain even the most complex ideas in a way that is simple, engaging, and effective.



When designing innovative educational models, our focus is the participant and their unique experience.

Workshop flows, materials, and digital content take shape during this stage. No design is finalized without first proving itself in the field. We test every prototype we develop with target audiences, refining them with the feedback we receive. Designs that successfully complete the testing process then enter production to take their final form.

The final stage of the process is to manage the implementation of these programs. We organize train-the-trainer sessions for the instructors who will apply the models we develop, ensuring the program's success and sustainability.





As a player in the creative industry, we produce innovative designs, promotional products, brand portfolio management, and social responsibility projects, adding value to brands.

CREATIVE AGENCY SERVICES

We help brands build genuine and enduring connections with their target audiences.

We go beyond traditional promotional methods, turning a brand's values, messages, or corporate identity into concrete and engaging experiences. Our goal is to add a new and interactive chapter to the brand's story with every product and service.





We design corporate identities for new brands, **transforming social responsibility goals into products.**

We bring beloved cartoon characters to life with a game portfolio; we enrich the worlds of brands with board games and activity books that make abstract concepts concrete.



We position our designs as tools for communication and social responsibility for brands.

We carefully manage every step of the process, including concept definition, content development aligned with pedagogical goals, creation of visual assets with original character designs, and monitoring of the production process. By managing the entire process centrally, we ensure the project's quality and integrity.

From gamifying a social message about resource use to fostering a love for science and art in new generations, our goal in every project is to add value to the organizations we serve and, ultimately, to society.





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