

## Case Study: Microsculpture finds success outside the museum at Parque Arauco malls



Parque Arauco develops and manages shopping centers across Chile, Peru and Colombia. By creating shopping malls that are tailor-made to the neighborhoods they are based in, they strive to create spaces that contribute to improving the quality of life for people in their communities.

### Covid-19 disrupts communities coming together at malls

In Latin America, shopping malls are important meeting places for communities to come together, socialize and to be entertained. In Colombia specifically, entertainment options for families are limited, so malls are a place where families can gather.

Like many businesses, 2020 posed challenges for Parque Arauco – Covid-19 restrictions in Colombia meant that many shopping malls had to close, and special events were suspended. Once the situation began to improve, Parque Arauco wanted to activate the space in key shopping malls with an engaging experience that would encourage audiences to return to malls once again as community meeting places, by uniting visitors with a vibrant cultural experience.







### ***Microsculpture* is an opportunity for audiences to get together once again**

Parque Arauco partnered with the American Museum of Natural History to tour *Microsculpture*, an exhibition by renowned photographer Levon Biss, across four cities in Colombia – Bogotá, Pereira and Bucaramanga, and is currently on display in Medellín.

This 2D photography show presents a new perspective on insects, enabling audiences to study and appreciate the hidden details of the insect world in an innovative and engaging way, and encourages visitors to understand the importance of insects in the world.

As a flexible panel show, *Microsculpture* can be easily adapted to fit different spaces, allowing Parque Arauco to tour the show across their four malls with varying amounts of available space. The exhibition was a perfect fit to meet Parque Arauco's goals as it provided an opportunity for visitors to see beautiful things and learn more about the world around them in an accessible way during a difficult time.

*'I felt honored for Microsculpture to come all the way to Colombia, I'm blown away by how the exhibition has been embraced by Colombians.'*

*'To be able to make a difference or inspire someone through my work so far away from home is a beautiful thing.'* – Levon Biss

### **Delighting visitors with multiple ways to engage**

Parque Arauco worked closely with marketing agency Buentipo Anchor to develop a comprehensive campaign to attract and delight visitors. The exhibition was free with any purchase at the mall. Selfie spots within the exhibition encouraged visitors to get involved and share their experiences and were also used as part of each mall's influencer plan to raise awareness for the exhibition early on in its season.





## The exhibition helped Parque Arauco achieve and exceed its goals

At each mall where the exhibition has toured, *Microsculpture* has succeeded in **driving visitors** to the exhibition, **recovering footfall** to the malls and **regaining trust** within the community that malls are safe to return to.

The audience reception to the exhibition was positive at each stop in the tour, with visitors feeling awe-inspired. **Visitation targets were exceeded** at both Bogotá and Bucaramanga locations **by over 100%** and targets were met at Pereira despite the exhibition closing early due to Covid-19 restrictions. During the exhibition's seasons, **general attendance** to the four malls **returned to pre-pandemic levels**, due in part to *Microsculpture's* success in driving visits. Engagement with the malls' **Instagram** channels also **increased between 4-10% per month**.

*'At Parque Arauco we are aware of the important role of shopping centers in the community and our contribution to the quality of life and the development of cities, which was undoubtedly severely affected by the Covid-19 pandemic.*

*Microsculpture allowed us to begin to close those gaps, regain the trust of visitors and once again become a provider of unique, high quality experiences.'*

– Maria Carolina Londoño, Deputy Marketing Manager, Parque Arauco Colombia Division

***Microsculpture* is currently on display at Parque Fabricato in Medellin, and will continue its tour to Barranquilla in October 2022. Find out more about the exhibition [here](#).**

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*Microsculpture: The insect photography of Levon Biss* is from the collections of Oxford University Museum of Natural History.

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