Australia’s first cultural-heritage innovation lab that supports new ways of design thinking, experimentation and research in digital experiences.
Audience first: do it because it matters not because it’s shiny

Design creatively: with data and partners

Don’t over bake: audiences need to connect through simple + meaningful experiences

Innovate: be sure to push the boundaries

Iterate: if something is already built, just improve on it.

Constant prototyping: leave room for others to finish and build upon our experiences
Push boundaries: design thinking
DX Lab fellowship
Vending Library
COLLECTION SURPRISE