

MUSEUM DTE QUALIFICATIONS

Desarrollo de Tecnología Especializada en Museos · Ciudad de México · museum.com.mx

Museum DTE is a full-service museum production studio that has spent over fifteen years building the infrastructure, methodology, and collaborative network to take a cultural institution from interpretive concept all the way through fabricated, installed, operational exhibition. The firm was founded in Mexico City with a single conviction: that technology, when applied with craft and curatorial rigor, transforms how visitors understand and connect with heritage.

What the portfolio shows — from the Bicentennial immersive scenographies to the Ruta de la Plata mine tunnels to the Vaquero de las Californias permanent galleries — is a studio that keeps raising the ceiling on what it can execute, while holding a consistent standard for research depth, bilingual accessibility, and visitor experience.

BILINGUAL & MULTICULTURAL PRACTICE

Bilingual content is not a translation step added at the end — it is embedded in Museum DTE's interpretive process from research through final label copy. Every major project in the Baja California Sur portfolio has been designed for dual-language audiences, reflecting the binational visitor profile of the California–Baja corridor. The Aloha Vaqueros exhibition carries that further: a story of Mexican cultural transmission to Hawai'i, told in English and Spanish, currently traveling US venues.

- Museo del Vaquero de las Californias — bilingual permanent museum, BCS
- Aloha Vaqueros — binational traveling exhibition, inaugurated BCS, touring USA
- Museo de Mi Tierra — bilingual natural history content, active 2025
- Puerto Rico — three museums, English/Spanish across all interactive content
- Expo Milán 2015 — international multilingual deployment

CORE STUDIO + ADAPTIVE PROJECT CAPABILITIES

Museum DTE maintains a permanent in-house core — research, design, fabrication, AV, electronics, and installation — and supplements it with a trusted network of regional specialists scaled to each project's needs. This model keeps overhead lean for clients while enabling the firm to match local creative talent and community knowledge to the specific cultural context of each commission.

BCS example: For the El Triunfo museum cluster, Museum DTE partnered with local Baja California Sur photographers, artisans, and community historians — integrating living community voice directly into the exhibitions rather than producing them from the outside. The result is work that feels authoritatively local because it is.

San Diego parallel: The same approach would apply here — engaging San Diego and Tijuana area photographers, filmmakers, fabricators, and cultural consultants as project collaborators, building a production team that is genuinely rooted in the binational maritime region.

KEY FACTS

Founded	~2008, Mexico City
Languages	Spanish · English
Geography	MX · Puerto Rico · Italy · Shanghai · USA
Team model	Permanent core + adaptive specialists
Delivery	Full exec. project or specialist services
Active now	Aloha Vaqueros (USA tour) Museo de Mi Tierra (BCS)

PERMANENT CORE

- Curatorial research & scripting
- Museographic & graphic design
- Fabrication: CNC, 3D print, metalwork
- AV production (studio in-house)
- Interactive & multimedia programming
- Electronics & automation lab
- Installation & maintenance

ADAPTIVE CAPABILITIES

- Regional photographers & videographers
- Community historians & cultural consultants
- Local fabricators & artisans
- Specialist conservators
- Architectural & engineering partners
- Translation & accessibility consultants

NOTABLE COLLABORATIONS

Ralph Appelbaum Associates (New York) — co-executor, Museo Ruta de la Plata

Tommy Hilfiger — sponsor, Diego Pop Frida Pop exhibition

Palacio Nacional (Mexico City) — multiple permanent exhibitions

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Firm Capability & Project Reference Sheet

FIRM TRAJECTORY

2008–2010 <i>Founded · Bicentennial</i>	2010–2013 <i>Immersive & Interactive</i>	2014–2017 <i>National Institutional</i>	2018–2020 <i>Int'l Collaboration · PR</i>	2021–2023 <i>BCS Specialization</i>	2024–2026 <i>Active Projects</i> • ONGOING	2026 → <i>SDMM Discovery Phase</i> • PROPOSED
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1 · ACTIVE PROJECTS

PROJECT	LOCATION	STATUS	SCOPE SUMMARY
Aloha Vaqueros — US Tour	Multiple US venues → Hawai'i	ACTIVE / TOURING	Binational traveling exhibition on 200 yrs Mexico–US diplomacy. Inaugurated BCS 2023; currently touring US venues en route to Hawai'i.
Museo de Mi Tierra (Museo de Historia Natural Regional)	El Triunfo, BCS, Mexico	ACTIVE / IN PRODUCTION	Regional natural history museum. Ongoing design & content retainer. Inauguration 2028.

2 · COMPLETED PROJECTS — SELECTED REFERENCE LIST

PROJECT / EXHIBITION	LOCATION	APPR OX. YEAR	PRIMARY SCOPE	NOTABLE ELEMENT
Mexico: A Walk Through History	National Bicentennial, MX	2010	16 immersive interactive scenographies	Dome projection, motion-simulator train car
Pavilion of Mexico	Shanghai Expo 2010	2010	Interactive installation	Stereoscopic mask periscopes
Museum of Art and History of Guanajuato	Guanajuato, MX	2012	Interactive technology integration	Kinect 3D virtual tour guides
Visions of India	MNA, Mexico City	2013	Holographic projection + large-format curved screen	Pepper's Ghost; 12 m curved projection wall
La Milpa Sacred Space	Museo de las Culturas, MX	2014	Holographic digital installation	Tlalocan cosmogony, 3D holographic environment
Expo Milan 2015 — Utensils	Milan, Italy	2015	Interactive multimedia kiosk	80+ artifacts mapped to interactive geography
Video Mapping Interactive	Museo de las Armas, Campeche	2015	Interactive video mapping on relief surface	Pakal tomb slab reproduction
Interactive Table — Don Vasco	Pátzcuaro, Michoacán	2016	Multi-user interactive dining table	8-person culinary-culture touchscreen

PROJECT / EXHIBITION	LOCATION	APPR OX. YEAR	PRIMARY SCOPE	NOTABLE ELEMENT
Diego Pop Frida Pop	Mexico City (Tommy Hilfiger)	2016	Creative dev, museographic design, construction	Scale mural reproduction + hologram figure
Museum of the Constitutions	Palacio Nacional, Mexico City	2017	Graphics, AV, video mapping, equipment installation	Video-mapped book installation
Museo Francisco Villa	Historic Ctr, Durango	2018	Full executive project – research through install	Video-mapped car; battle terrain table
Historic Museum of the National Palace	Palacio Nacional, Mexico City	2019	AV content dev, equipment supply & installation	Historic federal building compliance
Ñuu Dzhahui — The Lords of the Rain	Galería Palacio Nacional, MX	2019	Museographic production & installation	Sensor furniture; display cases
Museo Rafael Ithier	Guaynabo, Puerto Rico	2020	21 original interactive developments	Custom jukebox; 8-monitor multitouch wall
Museum of Baseball	Carolina, Puerto Rico	2020	Scenography + interactive video	Virtual batting – Roberto Clemente tribute
Museum of History and Art	Carolina, Puerto Rico	2020	Holographic auditorium hosts	Full-figure Pepper's Ghost for history narration
C.C. Juan Beckmann Gallardo	Tequila, Jalisco	2021	AV content, interactives, projection programming	Charrería: Esencia de la Tierra exhibition
Museum of the Silver Route	El Triunfo, BCS (w/ RAA-NY)	2021	Co-execution with Ralph Appelbaum Associates	Mine tunnel scenography; ship model; collection restoration
Museum of the Cowboy of the Californias (MUVACA)	El Triunfo, BCS	2022	Full executive project – bilingual permanent museum	Immersive cinema room; custom AV; kiosks
Showroom Honeywell	Santa Fe, Mexico City	2023	Commercial exhibition redesign & programming	Tech product display with integrated AV

3 · SERVICES — FULL MENU

CATEGORY	SERVICES
Research & Curation	Scientific research / curatorial support · Iconographic research · Museographic scripting · Collection acquisition & valuation · Conservation & restoration planning · Collection mounting supervision
Concept & Strategy	Creative development & conceptual visualization · Architectural programming · Exhibition narrative design · Educational content methodology · Bilingual (ES/EN) content systems
Graphic Design	Graphic design for print and digital platforms · Mural and panel graphics production · Wayfinding systems · Interpretive label systems
Museographic Design	Museographic design (architecture, industrial design, interiorism) · Furniture and casework design · Materials / texture / lighting integration · Scale models and maquettes
Conservation & Restoration	Conservation and restoration of historic artifacts · Preservation · Fragile and sensitive materials · Preparation & cleaning of archival objects · Conservation-grade display
Fabrication	CNC router cutting · 3D printing: metal, plastics, polymers (6 printers in-house) · Prototype fabrication · Special exhibition furniture · Metalwork and woodwork · Dioramas and scenographic environments
Audiovisual Production	Video production (documentary, educational, exhibition) · Original music composition and recording · Narration / voice recording · Post-production · Green screen and cyclorama filming (9×10 m studio)
Interactive & Multimedia	Interactive application programming · Video mapping (geometric surfaces, architectural facades) · 360° immersive room projection · Holographic display (Pepper's Ghost technique) · Multi-user touch surfaces · Kinect / gesture-based interaction · Augmented and virtual reality · Automated multimedia systems
Technology Integration	AV equipment supply and installation · Specialized interactive device development · Digital infrastructure design · Voice, data, and electrical network supervision · Historic building installation compliance
Installation & Ops	Full exhibition installation · Collection mounting · Lighting design and installation (museographic + special) · Scenographic environments · Preventive and corrective maintenance · Staff training · Operations manuals

4 · IN-HOUSE FACILITIES

FACILITY	DESCRIPTION
3D Print Lab	6 current-generation printers; metals, plastics, polymers; operated by industrial designers
Fabrication Workshop	CNC router, woodworking, metalworking, welding; prototypes and special exhibition furniture; flexible configuration
Photography / Film Studio	9 × 10 m cyclorama with integrated lighting; green screen; suitable for exhibitions and product documentation
Professional Audio Studio	Multitrack recording; narration, voice, instruments; original music composition; post-production mixing
Electronics Lab	Custom AV integration; interactive device prototyping; automation systems development

FACILITY	DESCRIPTION
R40B Forum	Flexible venue (cap. ~80) used for prototype testing, QA walk-throughs, and community arts programming
Project HQ	Rochester 40B, Colonia Nápoles, Mexico City — all departments co-located

5 · KEY FACTS

ITEM	DETAIL
Entity	Museum Desarrollo de Tecnología Especializada SA de CV
HQ	Rochester 40B, Colonia Nápoles, C.P. 03810, Ciudad de México
Phone	+52 (55) 5543-1350
Email	contacto@museum.com.mx · jose@museum.com.mx · vicente@museum.com.mx
Website	www.museum.com.mx
Founded	~2008
Languages	Spanish (primary) · English (bilingual project delivery)
Geographic reach	Mexico (national) · Puerto Rico · Italy · Shanghai · United States (active touring)
RAA collaboration	Contracted as co-executor and fabricator for Museo Ruta de la Plata (El Triunfo, BCS, Mexico) with Ralph Appelbaum Associates, New York
Delivery model	Full executive project delivery OR specialist services integrated into third-party design lead

All information current as of 2025–2026. Full project documentation and references available upon request.