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All Universal Heritage Museums - aUIHM is an original concept by Kurt Grötsch for CITIX.

Kurt Grötsch is a distinguished consultant with a Master's degree in Philology and Psychology and a Ph.D. in Philosophy and Arts, Germany, as well as an Executive MBA from the Business School in Madrid. In 2020, he was awarded the with the Federal Cross of Merit by the German Governement and is a widely recognized expert in intercultural tourism and development.

He was named Ambassador of the Minzu University of China (Beijing) and is the founder of Chinese Friendly, a company committed to implement a system to receive Chinese guests in Spain with cultural relevant quality. As Director of numerous international projects, he also serves as cofounder of Cátedra China (China Chair), currently the leading foundation in Spain dedicated to foster the opportunities in the bilateral relationship between China and Spain.

In 1993, he was appointed General Director of Marketing of the Discovery Theme Park in Seville and later served as Chief Executive Project Manager for the Universal Exhibition Theme Park in Hannover 2000, Germany. After he inspired the creation the Flamenco Dance Museum in Seville, where he was director during nearly 20 years. In 1998, he founded Trillennium Company, focusing on leisure, culture, and tourism, and established the School of Entrepreneurship for young people. He is the Founding President of the Association of German-Speaking CEOs in Seville and the Founder of the Institute of Arts Management. Beside Kurt Grötsch has lectured on culture, tourism, and management at prestigious universities worldwide.

Kurt also serves as President of CitiX, a socio-land development company and Yond, a regional development initiative in Brazil and he is the creator of the Garage University concept.





# ALL Universal Immersive Heritage Museums

aUIHM represents an innovative proposal in the cultural and tourism sector, focused on creating immersive experiences that combine advanced technology with profound educational and cultural value. This expansive model not only aims to generate economic profitability but also to make a positive social impact, positioning participating cities and countries in a global market. Through collaboration with CITIX, aUIHM is shaping up to be a sustainable and regenerative project, inviting various stakeholders to join in a shared vision for a more human, innovative, and attractive cultural future.







The profile of the cultural user is evolving as new technologies become part of daily life. The way people interact with these experiences will influence the consumption of cultural and tourism products, directly impacting the socioeconomic development of regions. This transformation presents unique opportunities to develop value propositions in the cultural, leisure, and tourism sectors, which are solidifying as fundamental economic pillars in advanced societies.





The logo consists of a lowercase 'a' and an uppercase 'M' in a bold, sans-serif font. The letters are filled with a light brown, textured material that resembles stone or wood, with some darker spots and grain visible. The 'a' is smaller and positioned to the left of the 'M'.

aM

aUIHM proposes an innovative way of presenting the values and meanings of singular historical moments led by humanity. This approach breaks away from the traditional narrative model of a museum by offering dynamic and interactive experiences where the visitor becomes a living, participatory witness to history. Through universal themes that have influenced human history, such as Alexander the Great and his globalizing vision, Marco Polo and the Silk Road, and Christopher Columbus and navigation, among others, the goal is to create a profound impact on the cultural awareness and experience of visitors, while also generating significant economic contributions. This positions the selected locations as landmarks of the local economy and the region or country where aUIHM sites are based.







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The aUIHM project is in its initial definition phase, focused on creating a culturally innovative human experience through the three key approaches of its method: leading the development of immersive technologies, conducting historical and spiritual research, and applying a unique and singular aesthetic, artistic, and narrative approach. The strategy is based on a solid organizational structure, the definition of a Master Plan that encompasses technology, content, and business development, as well as the acquisition of sponsors and strategic partners.





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