

ALLUniversal Immersive Heritage Museums





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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.

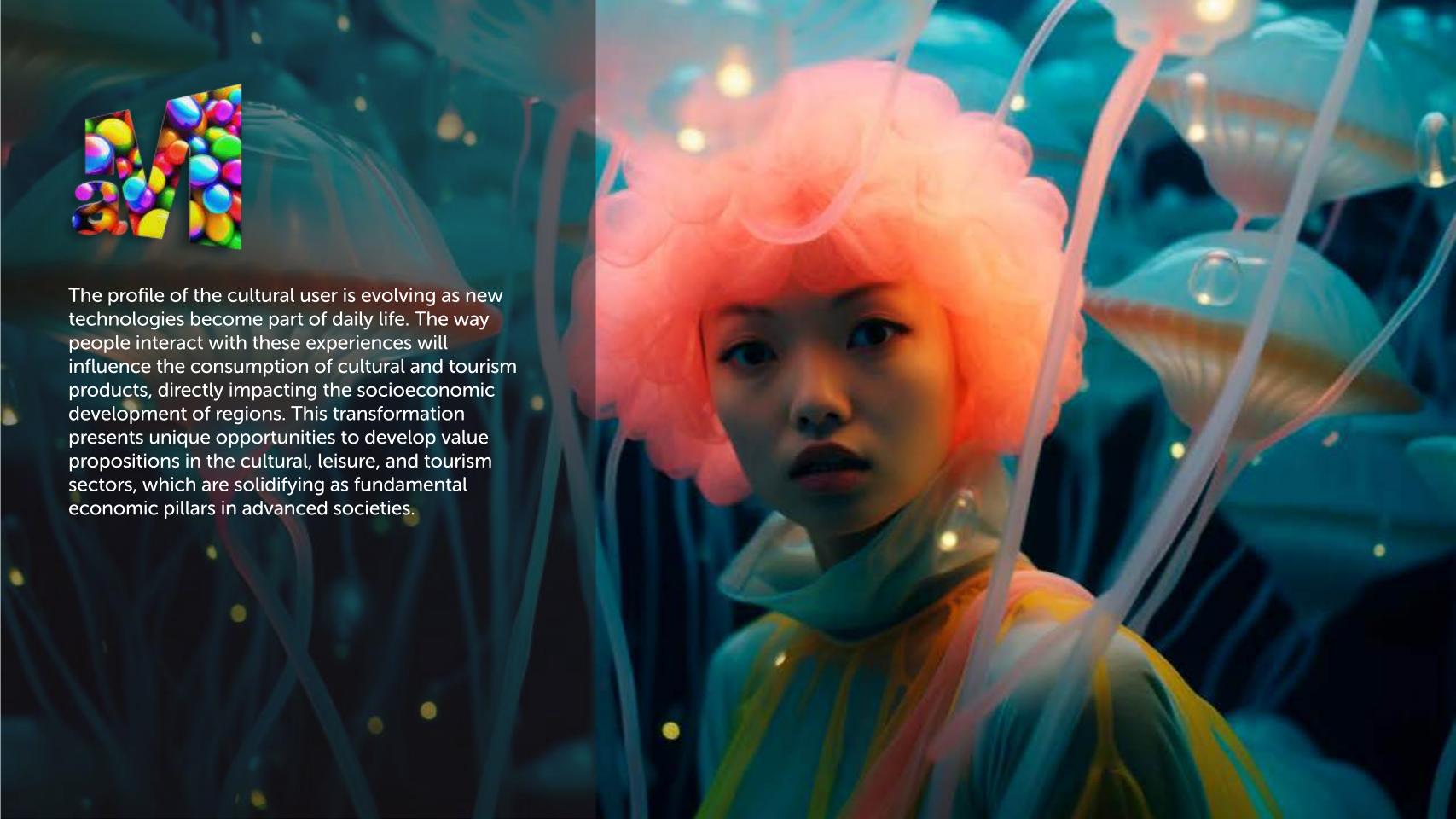
Kurt also serves as President of CitiX, a socio-land development company and Yond, a regional development initiative in Brazil and he is the creator of the Garage University concept.

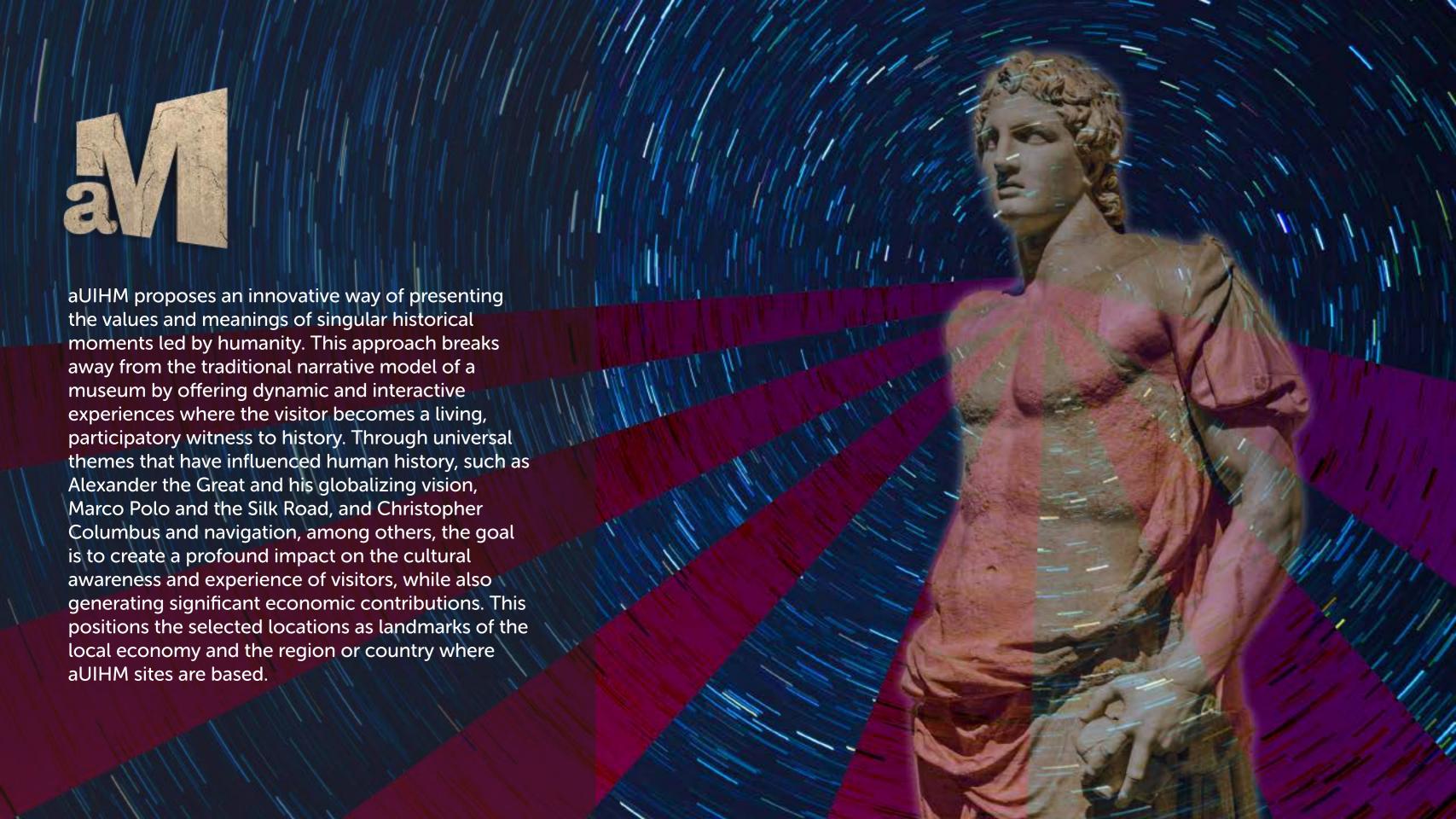
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aUIHM represents an innovative proposal in the cultural and tourism sector, focused on creating immersive experiences that combine advanced technology with profound educational and cultural value. This expansive model not only aims to generate economic 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.

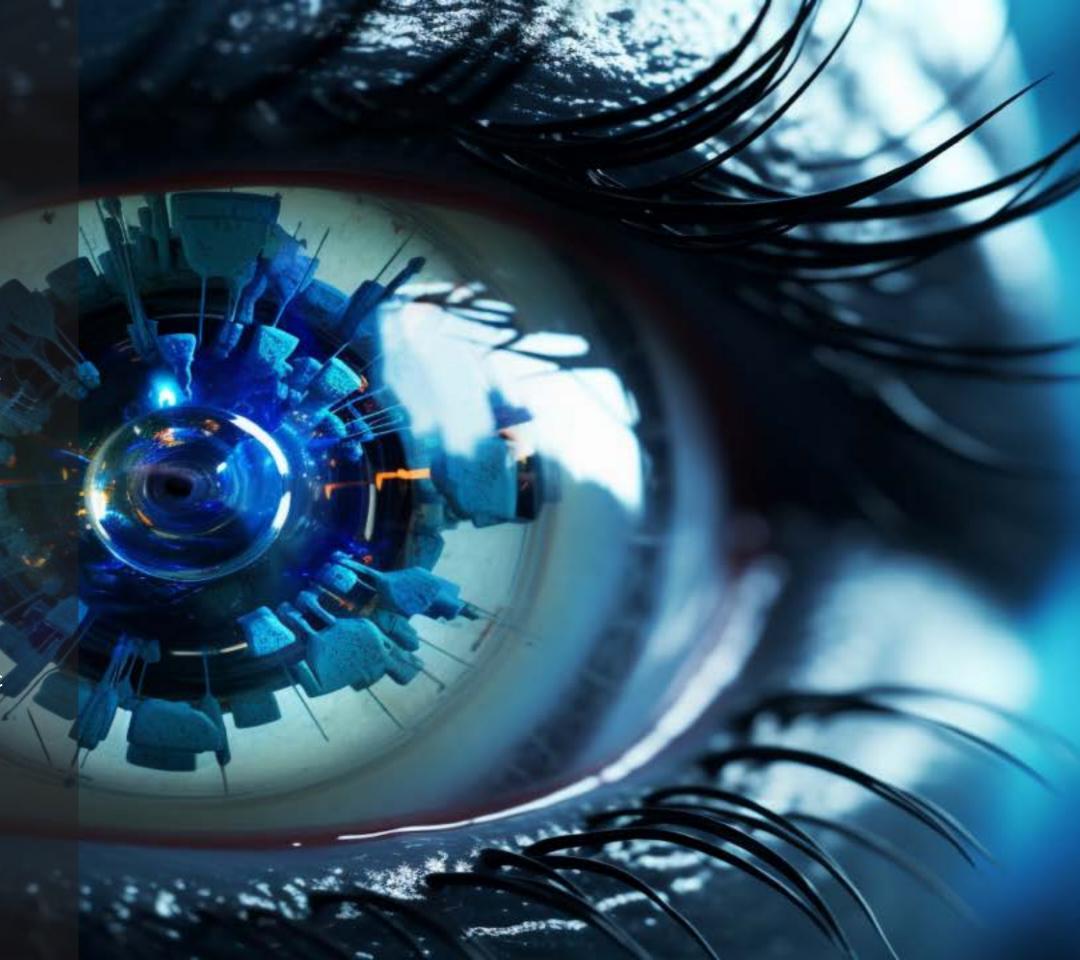








aUIHM proposes a novel way of presenting the values and meanings of singular historical moments led by humanity. This approach breaks away from the traditional narrative model of a museum by offering dynamic and interactive experiences where the visitor becomes a living and participatory witness to history. Through universal themes that have shaped human history—such as Alexander the Great and his globalizing vision, Marco Polo and the Silk Road, and Christopher Columbus and navigation—the goal is to create a lasting impact on the cultural awareness and experience of visitors. Additionally, it seeks to make a significant economic contribution, positioning the selected locations as landmarks of the local economy and of the region or country hosting aUIHM sites.







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