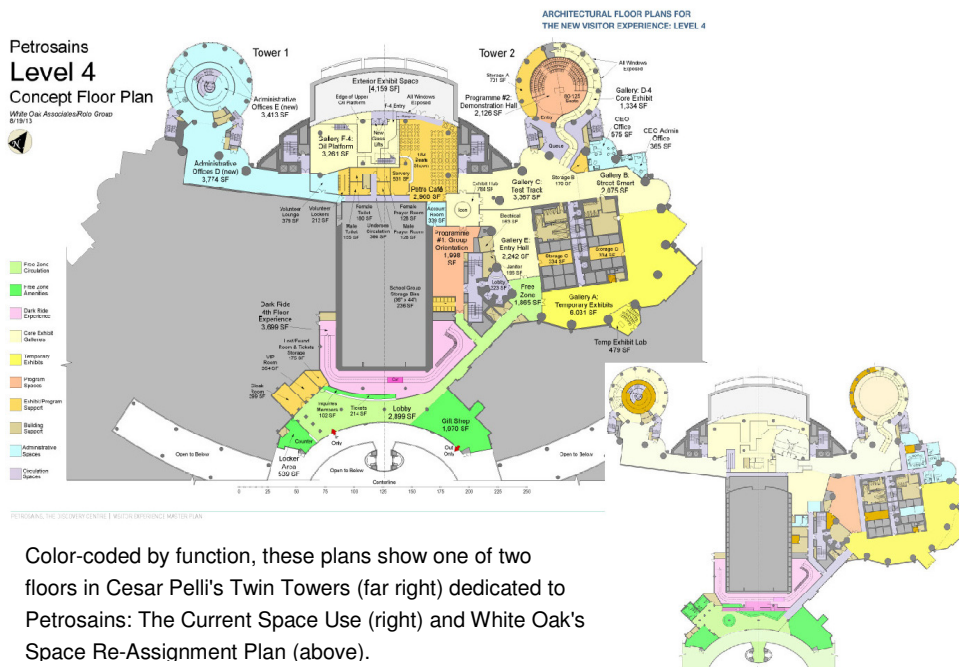


Petrosains: New Visitor Experience

Kuala Lumpur, Malaysia

Petrosains' The Discovery Centre, the science center in Kuala Lumpur's Twin Towers, completed a comprehensive process in 2014 to reinvent its visitor experience. Sponsored by PETRONAS, the Malaysian government-owned oil and gas corporation, Petrosains opened in 1999. Today, Petrosains serves a million people, over half through outreach. The long, linear on-site experience, conceived in the mid-nineties, needed attention. Petrosains selected **White Oak Associates** as its Museum Planner and **Roto Studio** as its Visitor Experience Planner in an international competition against top contenders.



John Jacobsen and **Victor Becker** of White Oak; **Joseph Wisne** of Roto Studios and **Mary Ellen Munley** of MEM & Associates, met with Petrosains' CEO **Tengku Nasariah** along with over 30 other Petrosains managers for two days leading up to a five-hour Policy Guidance Workshop in Kuala Lumpur in January, 2013. Petrosains' leadership provided guidance on a number of key policies as well as PETRONAS, Malaysian and Twin Tower needs to inform White Oak's *Research and Analysis Report* with a strategic space re-assignment to a new four-venue operation, and Roto's *Visitor Experience Master Plan* to conceptualize the new spaces.



Client: Petrosains, as part of Roto's Team

Capital Budget: \$TBD

Size: 133,754 GSF

White Oak's Roles: *Space Use Analysis; Policy Guidance*

Workshop; Impact on Operations

Original Architect: Cesar Pelli