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## Our Fields of Research

The Creative Technologies Research Lab at FH Münster builds upon the legacy of the [NTSI Lab](#) and [NYUAD's Plastic Recycling Research Lab](#) (Prof. Beck, NYU Abu Dhabi, 2015–2020) while evolving to address contemporary challenges and opportunities in design, technology, and societal impact. Operating at the intersection of interdisciplinary innovation and applied research, the lab focuses on four core areas:

- 1. Exploration of Narrative Systems and Emerging Technologies:** The lab investigates how emerging technologies, such as augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and smart materials, influence and transform storytelling. By rethinking traditional narratives and leveraging the narrational capabilities of new technologies, the lab develops immersive and engaging experiences that redefine how we communicate, educate, and create meaning in a digital age. ([Read more...](#))
- 2. Development of Site-specific Installations:** A core focus is the creation of installations tailored to specific environments, blending design, architecture, and advanced technology. These installations interact with their surroundings, whether in urban landscapes, galleries, or natural settings, offering transformative experiences that challenge conventional artistic boundaries. By integrating narratives with spatial design, these works foster a dialogue between space, art, and audience, creating immersive and thought-provoking experiences. ([Read more...](#))
- 3. Documentation of Global Heritage:** The lab prioritizes the preservation of cultural, historical, and natural heritage by employing cutting-edge technologies to create detailed, accessible records. Through digital archiving, 3D scanning, and immersive media, the lab safeguards the richness of human history while enabling global access to these resources for education, research, and cultural appreciation. This work fosters a deeper connection to our collective identity and promotes the sustainable stewardship of cultural diversity. ([Read more...](#))
- 4. Achieving Societal Impact:** The lab emphasizes the broader implications of its work, aiming to connect technology, design, and culture with societal values and aspirations. Whether revitalizing public spaces through installations, preserving global heritage to promote cross-cultural understanding, or leveraging new technologies to inspire inclusive storytelling, the lab's projects are designed to address social needs, stimulate dialogue, and foster community engagement. The outcomes are initiatives that contribute meaningfully to human connection, cultural preservation, and societal progress. ([Read more...](#))

The Creative Technologies Research Lab is a vibrant platform for experimentation, collaboration, and innovation. It works with local and international partners across academia, industry, and cultural institutions to develop cutting-edge solutions that bridge technology and humanity. By synthesizing the lab's expertise with new challenges, it strives to create lasting contributions to culture, education, and the built environment.

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