



sentient.art



POINT OF VIEW · TURNKEY FULL MUSEUM EXHIBITION · MMXXVI

Point of View

A ready-to-install, world-class touring exhibition of over forty scientific artworks by Jonty Hurwitz and Dr. Yifat Davidoff. An invitation for your visitors to rediscover the very nature of what is real.

Bring it to your museum

Watch curatorial trailer



500m²

Full show footprint

(smaller collections available)

7–10

Days to install

1M+

Visitors to date

Curatorial statement

Beyond illusion lies a profound invitation to question our understanding of everything.

Point of View invites viewers to question the very nature of truth, to challenge their understanding of their own perception.

Through optical illusions, anamorphic distortions, and nano technology, the exhibition bridges art and science, emotion and analysis.

The viewer is not a passive observer but an active participant in a perceptual experiment: a slight shift in position transforms meaning.

Point of View is not just an exhibition, it is a journey that reveals hidden layers of reality, truth and consciousness.

Engineered for footfall, press and *selfies*.

A storming success wherever it has shown, from the Science Museum in xOklahoma to the International Baroque Museum in Mexico to the Bloomfield Science Museum in Jerusalem. Over a million visitors have experienced the show or parts of it, drawing more than **2,000 to 3,000 visitors** a day at many of our exhibitions.

High footfall, broad demographic

Family, student, collector, scholar - all enter the same room and stay.

STEM × Art crossover

Aligned with neuroscience, art, mathematics and design curricula.

Press & social virality

Designed for the camera! The magic of this exhibition

Hands-on by design

Visitors move, crouch and peer through eyepieces to complete each work. Specialist plinths, covers and protective housings are supplied throughout — built for thousands of touching children a day.

Ready to rock

Label copy, wall texts, educational activities and museum-shop merchandise, all included.



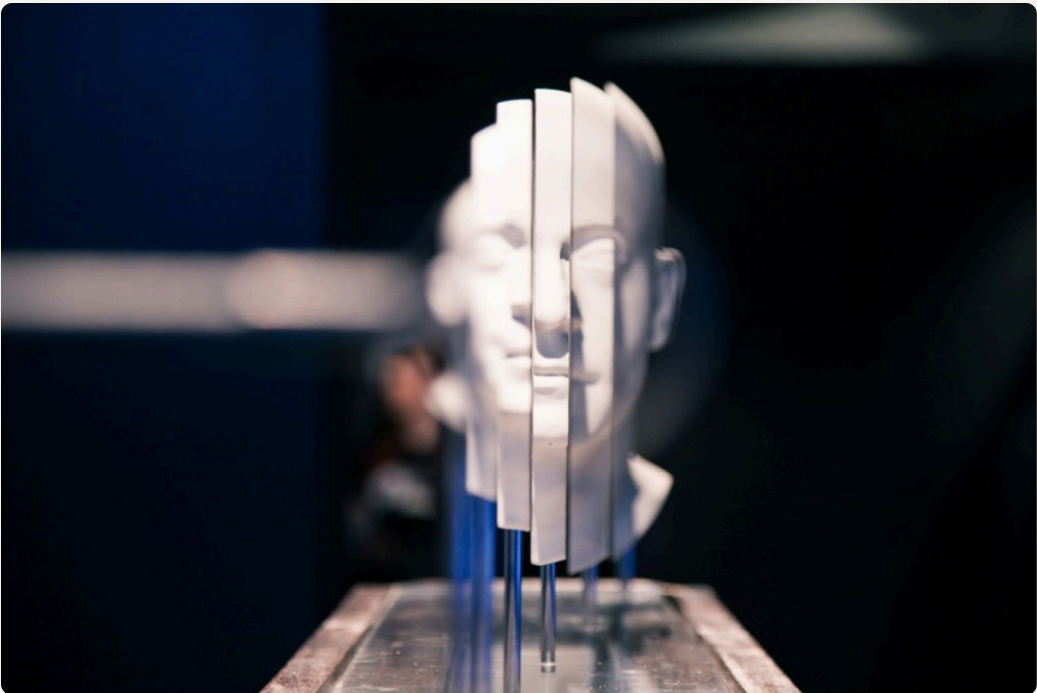
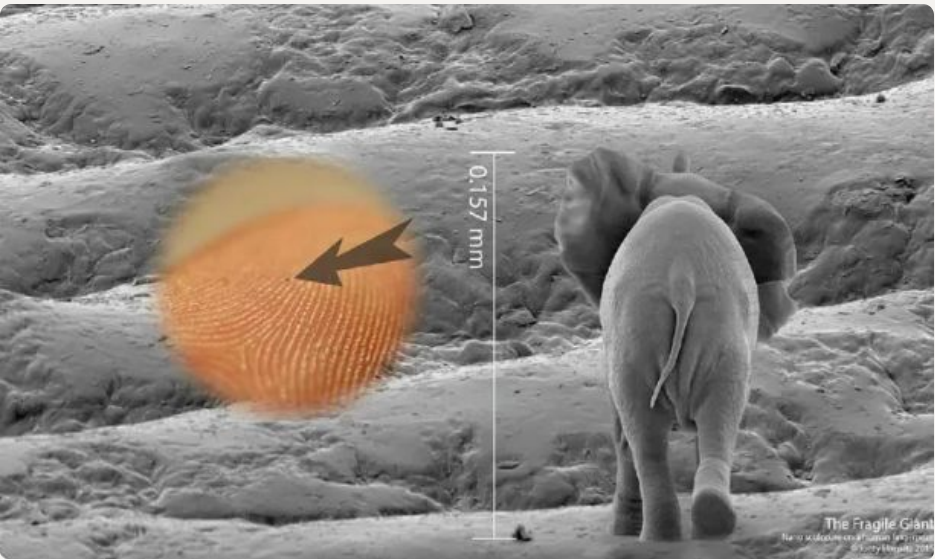
Vimeo



Museo del Barroco Opening Event Film

The journey · Four chapters

A narrative arc, walked rather than read.



Chapter I · Perception and Reality

Perception is a construction of reality. The first topic dissolves the boundary between what is seen and what is believed — through optical illusions and anamorphic adventures.

Chapter II · Nano Technology and Art

If you don't see it, does it mean it doesn't exist? A deep insight into the tiny world beyond what we can see.



Chapter IV · Experiential Learning

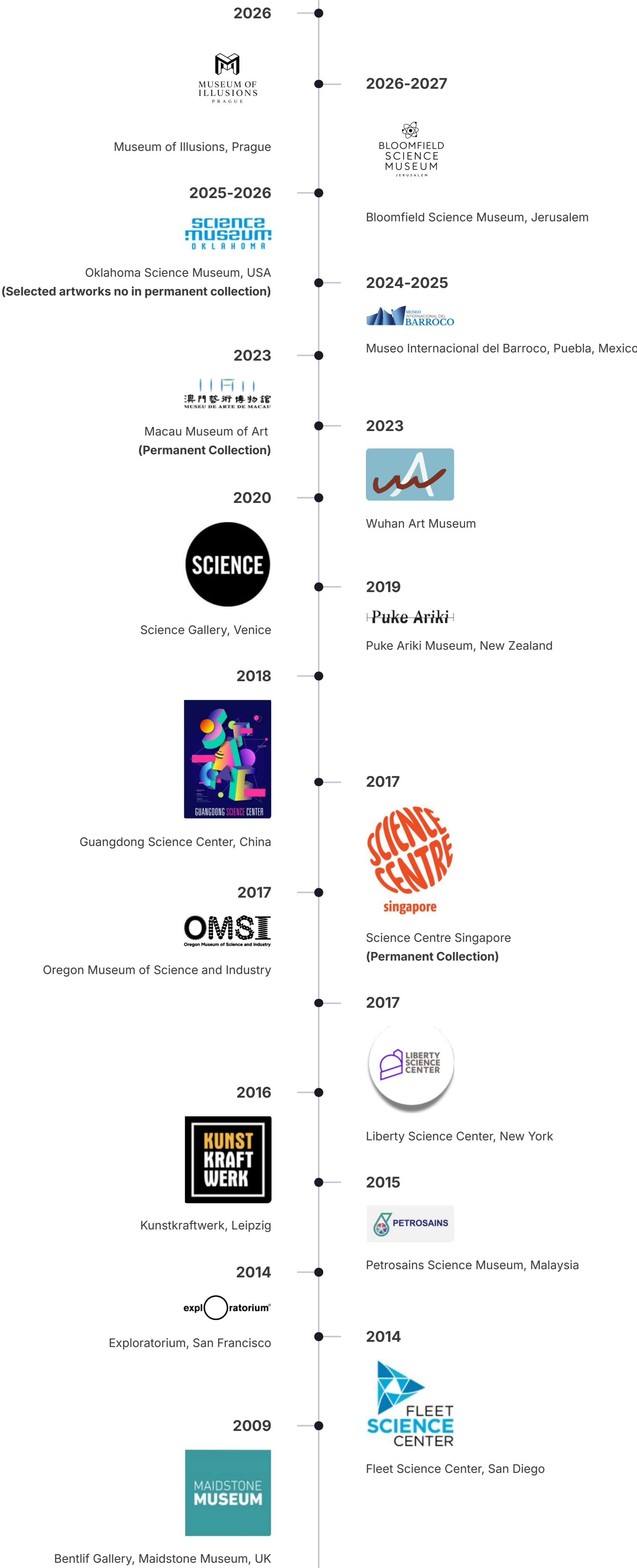
Touch, move, experience.

Chapter III · The Fragility Of Our Natural World

Mirrors and reflections wonderful animals from around the world

Our work has shown in museums around the world.

From permanent collections in Singapore and Macau to the Exploratorium, Liberty Science Center and the Bloomfield Science Museum in Jerusalem. This exhibition lands in institutions ready to wonder.



These candid shots capture the curiosity and engagement of visitors as they explore the unique scientific artworks, demonstrating the interactive nature of the exhibition.

The show stopper

An elephant the size of a speck of dust.



The world's smallest animal sculpture — 0.1 mm tall, small enough to sit inside the eye of a needle, and a Guinness World Record. It arrives as a complete science station: an interactive microscope visitors queue to look through, wall projections of what they are seeing, and the "making of" films that show how it was fabricated one photon at a time.

This is the viral piece that you publish in your advertising of the show.

Find out more about Fragile Giant

Travelling format

Engineered to tour.

Modular, scalable, and meticulously documented. This is a hands-on show: visitors are meant to move, crouch, peer through eyepieces and shift position until the work resolves. Every piece is built and protected to survive that — and to keep surviving it, thousands of times a day.

Exhibits

51 (full show)
We can support rental/sale from 1 piece.

Footprint

500 m² recommended for the full show · adaptable to your floor plan and number of exhibits

Install timeline

7 – 10 days, including calibration

Team

An installation engineer is sent on site to guide and oversee the museum team

Instructions

Each artwork comes with detailed installation and packing instructions

Plinths & protection

Specialist plinths, covers and protective housings supplied for every work

Built for touch

Engineered to withstand thousands of children handling the works every day

Interpretation

Label copy (English/Arabic/Spanish), wall texts and show material written and supplied.

Educational Activities

- 3.5 meter anamorphic puzzle with giant mirror cylinder
- 3 unique plant by numbers kits for activities and sale in museum shop

Packaged to ship

\$1Specialised packaging for each artwork to ensure safe shipping and return

Shipping & insurance

Handled by the host museum

Layout proposal

Our enginnering team will work with you to 3D visualisation made from your CAD floor plans



Museum shop merchandise

The show arrives with a retail line for your museum shop

Every hosting package includes a ready-made merchandise programme for your museum shop, led by our optical-illusion paint-by-numbers kits, drawn from the same artworks hanging in the museum. Visitors finish the exhibition having learned how perception can be engineered, then take a piece of it home and paint the illusion themselves.

No development cost, no minimum order to design, and no separate licensing negotiation. The range is produced and supplied by the studio, ready to sit on your shelves from opening day. We can talk through wholesale terms, volumes and co-branding alongside the exhibition contract.

"The most quietly revolutionary exhibition of the season. Visitors don't leave, they linger, and they return with other family members."

Bloomfield Science Museum, Jerusalem

r engineThe artists

Two practices, one dialogue between art and science.



Jonty Hurwitz

Artist · Co-founder, Sentient.art

Internationally acclaimed artist, engineer and scientist working at the intersection of quantum physics, mathematics and visual perception. Pioneer of anamorphic distortion and computational modeling, creator of the world's smallest human sculpture — a Guinness World Record produced with a focused ion beam at nanoscale. His works have been exhibited in museums worldwide and featured in scientific publications including Nature.

"My art is a dialogue between consciousness and science — a way to grasp the unseeable, the uncertain, the quantum nature of being."



Dr. Yifat Davidoff

Creative Director · Sentient.art

Interdisciplinary creative director and researcher whose work merges art, science and experiential education. Her academic research focuses on leadership, creativity and simulation-based learning, guiding global institutions in pedagogical innovation. She translates abstract scientific ideas into emotionally-driven visual narratives that place the viewer at the centre of an unfolding exploration of self, science and story.

"My creative practice is rooted in the belief that meaningful learning happens through experience. By inviting viewers to explore, play, question, and shift perspective, we create space for discovery of ideas, of perception, and ultimately, of ourselves."



sentient.art

Now booking international museum partners

Bring Point of View to your institution.

Request the full curatorial deck, schedule an institutional presentation, or speak directly with the touring team.

[Request curatorial deck](#)[Schedule a presentation](#)[Download the proposal \(PDF\)](#)