



## Bridging Cultures Through Innovation: The Magic Wall at Islam in Spanish Center

### Introduction

Islam in Spanish (Centro Islámico) is a cultural center in Houston, Texas, that serves as an educational and cultural hub for Hispanic and Latino communities. The center bridges the gap between Islam and Spanish-speaking populations by providing resources, education, and community programs about Islamic beliefs, practices, and values. It fosters interfaith dialogue and dispels misconceptions about Islam, presenting a positive image through education and engagement.

During a recent refurbishment, the center sought innovative ways to enhance the visitor experience. Back and Rosta Ltd. partnered with Islam in Spanish to create a cutting-edge solution that aligned with their modern vision.

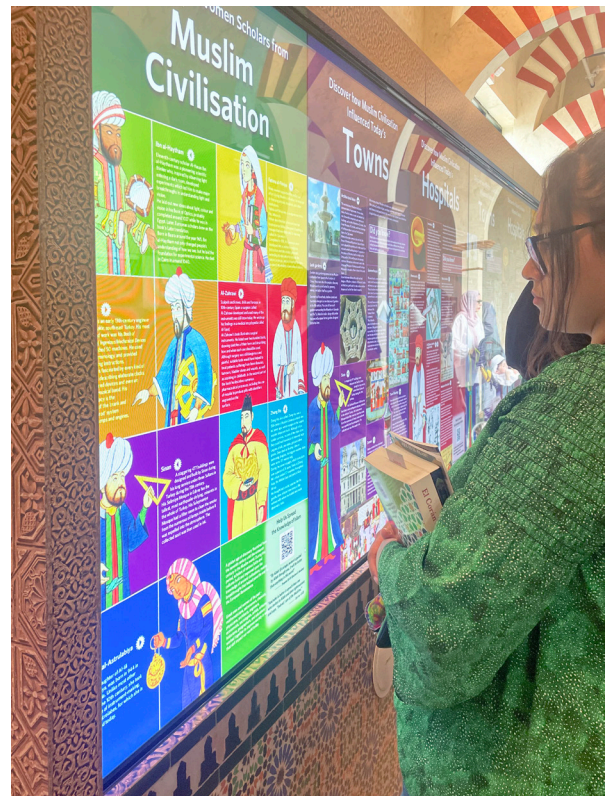


## Challenges

The refurbished community center needed an engaging feature to emphasize its core mission of education and interfaith dialogue. Traditional methods alone were insufficient to meet the expectations of modern audiences in 2024. The goal was to develop an interactive, museum-like experience that incorporated:

- ✦ **Seamless technical integration.**
- ✦ **Engaging content development.**
- ✦ **User-friendly design.**
- ✦ **An attractive aesthetic that respected the center's budget and timeline.**

Additionally, time zone differences between Back and Rosta Ltd. and Islam in Spanish, coupled with a tight deadline, necessitated efficient collaboration and error-free execution.



## Product Description

The Magic Wall at the Islam in Spanish Center is an innovative digital museum that combines technology and art to present educational materials in a dynamic way. This 4-meter-long installation features six 55-inch touchscreens, allowing visitors to explore the rich history of Islam interactively. By engaging directly with the content, visitors form a deeper connection with the material, compensating for the absence of physical artifacts.



## Features and Functions

### Digital Museum Experience:

The Magic Wall uses advanced multimedia technology to present Islamic history, artworks, and educational content, fostering an intuitive and immersive experience.

### Cultural Design:

Inspired by the Alhambra, the design reflects the Islamic heritage of southern Spain, incorporating intricate arabesque patterns and geometric motifs.



### Interactive Content:

Visitors engage with the display through touch and gestures, transitioning from passive observers to active participants.

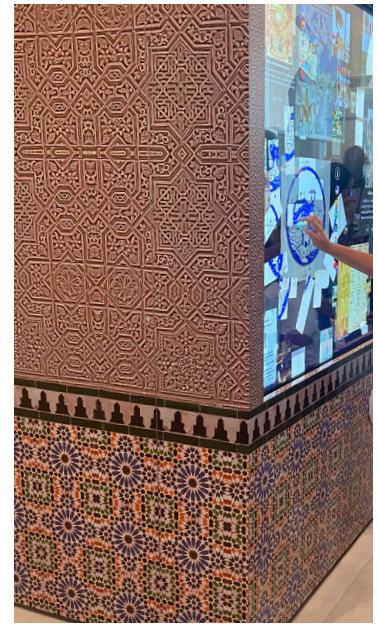
### Diverse Displays:

The platform showcases content in multiple formats, including an interactive map, a historical timeline, and an introduction to Islam and its principles.

### Intuitive Navigation:

An interactive floor plan helps visitors navigate the center with ease.

The Magic Wall serves as a flexible and visually engaging platform, transforming how Islamic heritage is presented to diverse audiences.



## Significant Achievements

### Innovative Presentation:

The Magic Wall seamlessly integrates technology with culture, offering an immersive and educational experience.

### Historical Depth:

The museum highlights Islamic history, including its influence in Spain dating back to 711, strengthening the cultural ties between Islam and Latino communities.



### Broader Audience:

The interactive features appeal to younger visitors and technology enthusiasts, expanding the center's reach.

### Efficient Collaboration:

Despite the short timeline of fewer than two months, both teams worked tirelessly to meet the deadline for the grand opening.

### Creative Design:

The Alhambra-inspired exterior complements the center's ambiance, enhancing its cultural authenticity.

The Magic Wall's interactivity and dynamic content have significantly increased visitor engagement and highlighted the center's commitment to educational innovation.



## Conclusion

The Magic Wall at the Islam in Spanish Center exemplifies the power of innovation in modern community spaces. By merging advanced technology with rich cultural history, the installation has attracted a broader audience, enriched visitor experiences, and established a forward-thinking image for the center.



The successful collaboration between Back and Rosta and Islam in Spanish demonstrates the potential of cross-industry partnerships. By combining cultural, technological, and creative expertise, the project transformed traditional museum concepts into an interactive, engaging, and impactful educational tool. This case study underscores the role of technology in preserving and presenting cultural heritage in meaningful ways.