

You have until 6 June

## Vitoria hosts Redeia's "Connected to the future: the energy transition" exhibition at Sala América

The exhibition introduces visitors to the ecological transition through an interactive and digital experience featuring an avatar, games, experiments, and even an escape room.

An immersive experience will help visitors understand the key role consumers play in the future energy model

The exhibition arrives in Vitoria after stops in Madrid, Gran Canaria, Tenerife, Granada, and Valladolid, where it attracted over 211,000 visitors.

Red Eléctrica celebrates 40 years of guaranteeing electricity supply and operating and driving an increasingly connected and efficient electricity system

Vitoria, 10 April 2025

The exhibition "Connected to the future: the energy transition" has opened its doors at Sala América. This is a travelling exhibition by Redeia, Red Eléctrica's parent company, designed to boost awareness of the energy transition and the active role played by consumers, who are the true driving force behind the future energy model. All residents of Vitoria and Álava will be able to visit it free of charge until 6 June.

The inauguration took place today at the venue, attended by Ana del Val, Provincial Deputy for Culture and Sport of the Provincial Council of Álava, and Antonio González Urquijo, Redeia's Northern Zone Manager.

This interactive, educational experience allows families, students, and the general public to explore and learn about electricity, the journey of electricity, the energy transition, and how these elements support the SDGs through a series of games and experiments.

It has three primary objectives: raising awareness of the effects of the climate emergency, explaining the challenges of the energy transition and the sustainability commitments of the 2030 Agenda, and conveying the active role consumers will play in the future. It also highlights the vital role of connectivity in daily life and Redeia's commitment to guaranteeing this essential service to help bridge the digital divide.



The exhibition arrives in Vitoria from the Royal Botanical Garden of the Spanish National Research Council in Madrid. It has previously been shown at the Science Museum in Valladolid, the Science Park in Granada, the Elder Museum of Science and Technology in Las Palmas de Gran Canaria, and the Museum of Science and the Cosmos in Tenerife – cities where it received over 211,000 visitors.

The immersive exhibition comprises five modules, introducing energy and telecommunications sectors. The space integrates both analogue and digital approaches, where visitors take on the role of the main player through various challenges in the form of games, experiments, and even an escape room. Through this format, attendees will uncover key insights into the two major transformations the country is undergoing: the ecological transition and the advancement of digitalisation. Furthermore, it incorporates specific content regarding Red Eléctrica's trajectory in Spain, which in 2025 celebrates 40 years of guaranteeing the electricity supply and operating and driving a system that is increasingly connected, efficient, and geared towards facilitating the ecological transition.

### **An immersive experience for all ages**

Throughout the tour, **“Doctora Volta”** – an augmented reality avatar – serves as the exhibition guide. At the start of the tour, visitors will access this virtual assistant via a QR code; she will accompany them at strategic points of the exhibition, providing a narrative sprinkled with touches of humour.

The exhibition places the viewer at the centre of the story. Visitors will receive a QR code upon arrival, serving as a key to unlocking content throughout the exhibit, which they can explore individually or in groups across five sectors.

The first stop, dedicated to electricity and connectivity, provides an immersive look into the worlds of energy and telecommunications through a series of fun games and experiments. The second section features a large-scale model explaining how the electricity system works and offers a virtual visit to the Electricity Control Centre (Cecoe), the heart of electricity system operations to guarantee the security of supply.

The third module explores the challenges and commitments of the energy transition, detailing key aspects such as renewable energy integration and digital transformation. The final two sections focus on the Sustainable Development Goals (SDGs), aiming to raise awareness among citizens about the vital role they play in shaping the new electricity system.