

# **PHEEN THE EXHIBITION**





## AVAILABILITY

CURRENTLY TOURING  
NORTH AMERICA

ACCEPTING RESERVATION  
REQUESTS FOR 3+ MONTH  
DISPLAYS

## SIZE

6,500 - 10,000  
SQFT

10 FOOT CEILINGS

## COST

\$50,000 USD PER  
MONTH

POTENTIAL DISCOUNTS  
FOR DISPLAYS LONGER  
THAN 5 MONTHS

## TARGET AUDIENCE

FAMILIES AND  
CHILDREN

INSTALL  
6 DAYS

DEINSTALLATION  
5 DAYS

## SHIPPING

3 X 53' TRAILERS





**Phenomena: The Exhibition** takes visitors on an immersive, interactive adventure into the science of illusions. Through hands-on exhibits and jaw-dropping experiences, audiences will question their own senses, uncovering how their minds interpret reality—and how easily they can be deceived.



# STEP INTO THE ILLUSION







# A MUST-SEE FOR MUSEUMS, SCIENCE CENTERS

## HIGH-IMPACT, INTERACTIVE EXPERIENCES

Mirror mazes, zero-gravity rooms, and mind-bending optical illusions create an unforgettable guest experience.

## ENGAGING FOR ALL AGES

Kids and adults alike will be captivated by the perfect mix of science, fun, and surprise.

## TURNKEY & ACCESSIBLE

A fully equipped, easy to setup/take down, ADA compliant exhibits, and bilingual options.





DEFY  
YOUR  
REALITY



# KEY ATTRACTIONS THAT DRAW CROWDS

## MIRROR MAZE

Lose yourself in an infinite world of reflections.

## ROTATING VORTEX

Can you keep your balance in this physics-defying tunnel?

## AMES ROOM

Experience the mind-warping magic of perspective.

## MAGIC TABLE

A disembodied head? See it to believe it!

## VR & PROJECTION EXPERIENCES

A high-tech journey into illusion.







# UNCOVER AND DISCOVER



# DRIVE ATTENDANCE SPARK CURIOSITY AND CREATE BUZZ

Bring Phenomena to your venue and give visitors an experience that will leave them talking—and coming back for more.

Booking Now for Limited Tour Slots

## CONTACT:

DALA PROJECTS

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WWW.DALAPROJECTS.COM/PHENOMENA

PHENOMENA: THE EXHIBITION IS A TRAVELING EXHIBITION PRODUCED AND TOURED BY HERELEB, EXTRAMUSEUM, AND DALA PROJECTS IN COLLABORATION WITH SCIENCE CENTRE AHHA.





## EXHIBITION PRODUCER



# Hereleb

## HERELEB: Leading the Way in Touring Exhibitions and Event Management

HERELEB is a premier producer of touring exhibitions and a local organizer throughout Europe. The company offers comprehensive services in the design and execution of all types of entertainment events. With 25 years of professional experience in live events, HERELEB brings unmatched technical expertise to the table. Over these 25 years, the CEO has delivered projects for prestigious entities such as NASA, ESA, US Space & Rocket Center, Les Invalides, Napoleon Foundation, FIFA, FERRARI, Maserati, FIAT, and many others. In addition, for European tours, the company has collaborated with renowned artists like Bruce Springsteen, AC/DC, Pearl Jam, Elton John, Paul McCartney, Paul Simon, Bon Jovi, Metallica, Foo Fighters, and many more. The success of HERELEB's projects is ensured by its world-renowned team of professionals, whose skills span across Audio, Video, and Lighting sectors. They transport participants into a virtual world through the development of VR platforms, creating immersive and unforgettable experiences. From conceptualization to execution, HERELEB provides a seamless blend of creativity and technical prowess, making each event a standout. Whether it's a high-profile touring exhibition or a bespoke entertainment event, HERELEB leverages its extensive knowledge and global network to deliver exceptional results every time.

[hereleb.com](https://hereleb.com)



# EXHIBITION COLLABORATOR



## Pino Zappalà, Extramuseum

Pino Zappalà founded Extramuseum, an organization that has been engaged in disseminating and communicating science and technology for years. He was the vice president and director of ESOF2010, the European Open Forum. Inspired by his meeting with Frank Oppenheimer in 1984 at the Exploratorium in San Francisco, he conceived and organized Experimenta (1985), the first Italian exhibition with interactive exhibits. Since 1987, he has conceived and managed the GiovedìScienza conference series. He was the co-curator of the ArsLab triennial exhibition of art, science, and technology. He coordinated the 2010 edition of the European Researchers' Night and was responsible for the European project Places (with the participation of 60 European cities). He has served as an evaluator for the European Commission (Science and Society, Horizon 2020). He contributed to the realization and direction of the "Space Adventure" exhibition in 2019/2020 in Turin and Calabria. He is currently on the scientific committee of several science museums in Italy.

[extramuseum.it](http://extramuseum.it)



# EXHIBITION COLLABORATOR



## AHHAA SCIENCE CENTRE

The AHHAA Science Centre aims to value learning by offering the joy of discovery for all. The Science Centre was founded by the University of Tartu, the Ministry of Education and Research and the City of Tartu. AHHAA's main mission is to promote science to the general public. To date, more than three million people of all ages have visited AHHAA events.

In the AHHAA building in the centre of Tartu, Estonia, you can see and try out exhibits, take part in film screenings in the unique spherical planetarium and watch science theatre performances. Visitors of all ages are welcome to come to AHHAA for a full day of fun and activities.

[ahhaa.ee](http://ahhaa.ee)



# EXHIBITION COLLABORATOR



## **DALA PROJECTS: Empowering Museums Through Traveling Exhibitions**

Dala Projects is dedicated to supporting the museum industry with traveling exhibitions. Providing services to exhibition producers, operators, and museums, Dala Projects serves as a co-producer, tour manager, owner's representative, stakeholder advocate, and booking agent.

**[dalaprojects.com](http://dalaprojects.com)**