



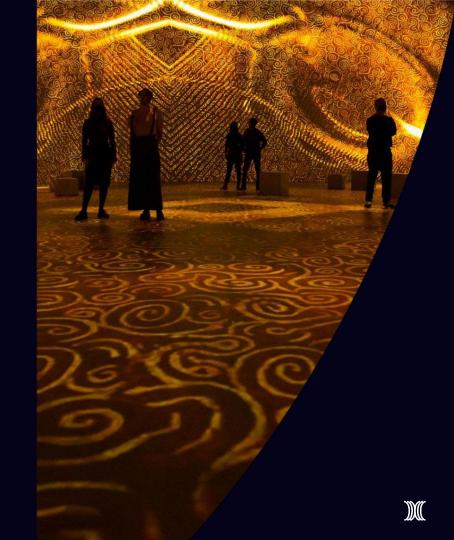
At Layers Reality, we redefine the way we perceive interact with the world.

We are pioneers in creating content on augmented reality: we offer **memorable**, meaningful and **transformative experiences**.



We work with a global and international vocation.

We use all possible means to produce content which is accessible to everyone, regardless of their technological knowledge, age or social background.





Our mission is to lead a new relationship between society and augmented reality technologies.

We succeed in this through the research, creation, production, exhibition and distribution of transformative content.



LAYERS of REALITY







2022 Opened MAD MADRID ARTES

2019

OCTOBER Monet, the at IDEAL

Low

2021

APRIL

Klimt: The at IDEAL

Frida Kahlo, the life of an icon at IDEAL

NOVEMBER

Frida Kahls

MAY

Dragons and at Centre d'Art Amatller

DRAG

Sorolla, a new

JUNE

2023

La Marina de

SEPTEMBER Pompeii at

MAD

POMPEYA

DECEMBER

TOMORROWLAND

IMMERSIVE EXPERIENCE

SEPTEMBER

2020

Fotogràfica at IDEAL

BARCELONA Memoria Fotografica

2022

JULY

Pericot at IDEAL

PERICOT EXPANDIT **SEPTEMBER**

Dalí Cybernetics

at IDEAL

Tutankhamun, the immersive experience

at MAD

TUTANKAMON





Opened

Centre d'Art **Amatller**



Opened ⊗5 alfa5



2024

SEPTEMBER

2024

Jules Verne at IDEAL

JULES VERNE

SEPTEMBER

Els Ulls de la



The legend of the Titanic. The immersive exhibition at MAD



OCTOBER

House of Erikalust. The immersive experience that uncovers your fantasies at IDEAL



DECEMBER

Alfa5. The world's largest XR Sports center at Alfa5



explorer at Aquarium Barceloma SUBAQUA 2025

at Centre d'Art Amatller

GOYA



Experiences on Tours



Cities

Albuquerque Athens Barcelona Belém Belo Horizonte Berlin Bogotá Brussels Chile Copenhaguen Curitiba Doha Dublin Hamburg Istanbul Lisbon London Los Angeles Madrid Malmö Miami Montreal Ciudad de Mexico New York Phoenix Porto Puerto Rico Punta del Este Riyadh Rio de Janeiro Salvador Santiago de Chile Sydney Singapore Stuttgart São Paulo Tel Aviv Vienna Warsaw







"If movies are 4K, and really good-looking movies are 8K, this is up to four times that."

The New Hork Times

"Barcelona may be the perfect locale for that experiment."



Deconstructed and Yet Still 'Next to Normal'

The Broadway musical and Alice Ripley, its Tony-winning star, return to the stage.

, SPAIN - When Tom Kitt and Brian Yorkey began writing their 2003 rock musical, "Next to Normal," they wanted to create a piece in which, according to Yorkey. they could "bring the audience into the mind of the main character." That character, Diana Goodman, is a suburban wife and mother with bipolar disorder who grapples with the symptoms of her mental (Iness while trying to maintain a functional life. The entonoual musical not only wen ac-

um - it won the Politier Pripetor trains in 2010 - but also resonated with these goers, playing on Broadway of the Booth Theater from 2009 to 2011. In his review for The New York Times, Ben Brastley wrote sion and ambivalence that afflict not only Dianabut also everyone around her"

Now, audiences here are experiencing "Next to Normal" in a new way through an stant, strapped of its props, sets and live or ated in a venue with

The cast performs in English, with Span



story needed to be translated min other langeoges and begin working on a Sperish-Sanguage adaptation during layovers. A deterrained del Campo scon tound himself steeling his idea directly to Yorkey, and not ing after, the Specish-language producwhere it has been running for

casing cigins are projects. As he watched bies translate texta imo visual displays. number "Wish I Were Here," in which she "When the buil of lightning crashes, and it burns right through my mand."

and Yorkey with his idea for an immersive of dialogue were cut, but all the big musical Inlinets, who work under the name Desioner state). "There's something to look at "It's like 'Dogville' meets a music video."

Baffeering on the richness of the production's images, be added: "If movies are 4%, is up to four times that."

buring a recent rehearsal at IDEAL, the cost was practicing "Who's Crazy"/"My toods goes a ",I but reignlows actors practiced their blocking is an empty space. Then the wall to wall screens lit up. alistic world with ticking clocks, larger

What media says

TimeOut

"Large-format projections in a unique digital experience."



"An energetic, entertaining, and educational exhibition."



"Verne would undoubtedly have appreciated this tribute to his books, his work, and the international admiration he received.

News

"A pedagogical experience that opens up new possibilities."



"A next-generation experience."

. The Guardian

"Best photographs of the day"





PICTURE OF THE DAY

The Guardian

BEST PHOTOGRAPHS OF THE DAY

THE MAINTIMES Today's sections V Past six days Explore V Times Radio Log in

west districts of Istanbul, Turkey, claiming the lives of two people in Basaksehir and Kucukcekmece



ERDEM SAHIN/EPA

The Guardian

						-
News	Opin		Sport	Culture	Lifestyle	
Best photographs of the day		Each day the picture editor of the Guardian brings you a selection of photo highlights				
15 April 2021		sto Th	tone crusher, rk and Klimt: ursday's best otos			0

The Guardian's picture editors select photo highlights from around the world

LAVANGUARDIA



Barcelona leads the immersive market. The capital is a prototype of how creativity and technology can be combined.

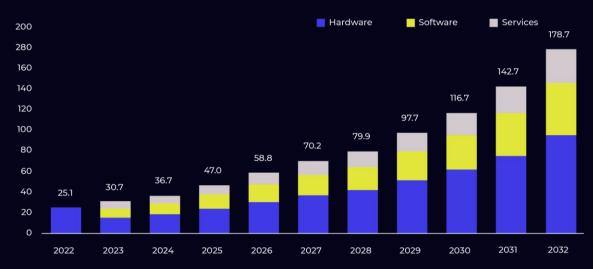


77

Immersive Media Market to Achieve a Staggering 178.7B USD by 2032

Global Immersive Media Market

Size, by component, 2022-2023 (USD Billion)







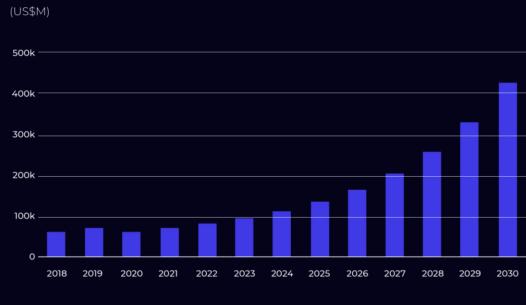


77

The global immersive entertainment industry was valued at USD 95.60 billion in 2023 and is expected to grow at a CAGR of 23.7% from 2024 to 2030.

It is projected to reach a revenue of USD 423 billion by 2030.

Global immersive entretainment market, 2018-2030











Growth Drivers LBE

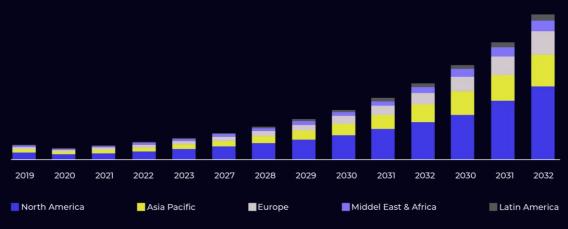
Location-based entertainment

(LBE) leverages immersive technologies to create unique experiences in physical venues like theme parks and entertainment centers, driving market growth.

LBE broadens the market by offering consumers innovative, interactive experiences beyond the home, fueling the expansion of immersive entertainment during the forecast period.

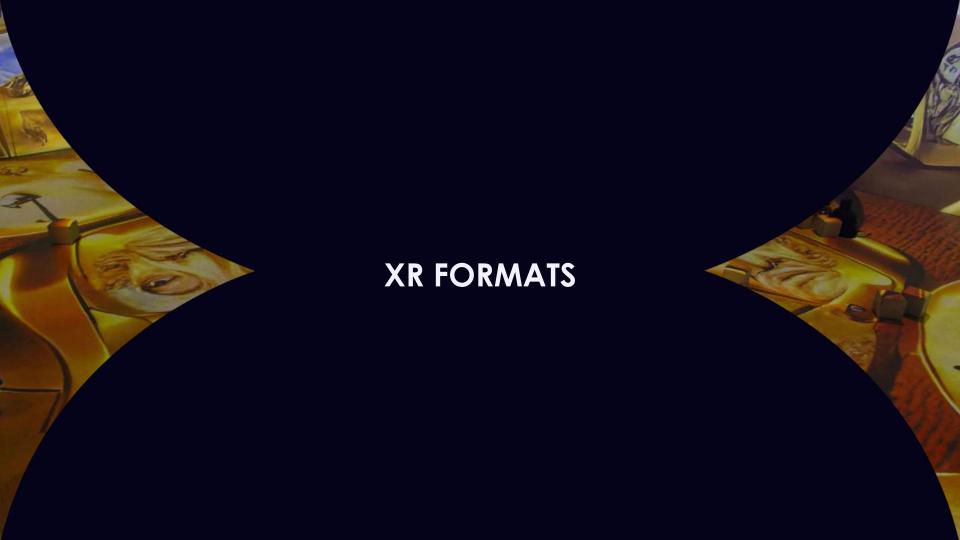
Immersive Entretainment Market Size, By Region, 2019 - 2032

(USD Billion)









Layers of Reality unique XR Formats

Experiencing and testing immersive narratives, venues, technical equipment, and, last but not least, audience satisfaction has led us to create **unique experience formats** that enhance high-quality immersive content and push reality to its limits using XR technologies.

XR EXPERIENCES

Grand Experience Immersive Experience Metaverse Experience



NETWORK SPECIFICS

XR Edu

- XR Heritage
- XR EduBox
- XR Nature

XR Sports
Digital Arts

NSp

LIVE

XR Stage



CORPORATE





XR Formats

Experiences



Grand Experience

Five star production for great exhibition venues, where visitors enjoy diving in a certain subject with high cultural and historical value. Narrative is the key to guide the public through several rooms that feature exhibitional, interactive and audiovisual content providing a unique and memorable immersive experience.

+1.000m² | VR 360 | IMMERSIVE | INTERACTIVE | METAVERSE

Immersive Experience

Top quality immersive exhibition created for medium size venues and local or network specific markets, featuring topics ranging from arts and history to science and entertainment. Narrative and carefully curated content merge with interactivity, limitless projections and VR to provide an exceptional immersive experience.

500-1500m² | VR 360 | IMMERSIVE | INTERACTIVE

Metaverse Experience

Free-roam VR experience to explore the edges of reality and the virtual world. The feeling of adventure, travel, discovery and exploration of unreachable places makes this experience extremely surprising, sensory and mind-blowing.



XR Formats

Network Specifics



Series of XR content created for venues that belong to a global network, such as educational organizations, shopping complexes or public libraries, taking into account profiled audiences and social communication trends.

XR Edu

XR HERITAGE

Heritage dissemination in connection with schools.

XR EDUBOX

XR technologies fostering learning for students worldwide.

XR NATURE

Science and Nature XR Experiences into Schools.

XR Sports

A sports multiverse where game and sports have no limits.

Digital Arts

Promoters and creators driving digital art



XR Formats

Live Corporate



Live

Live events that merge artistic, scientific or other types of performances with a customized immersive experience that connects digital art to other disciplines.

LIVE EVENT | DIGITAL ARTS | IMMERSIVE ROOM

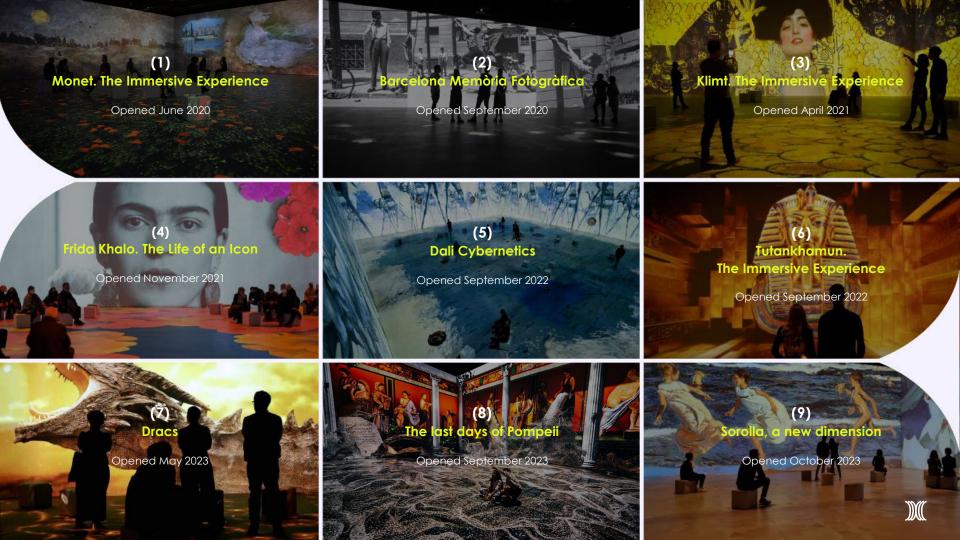
Corporate

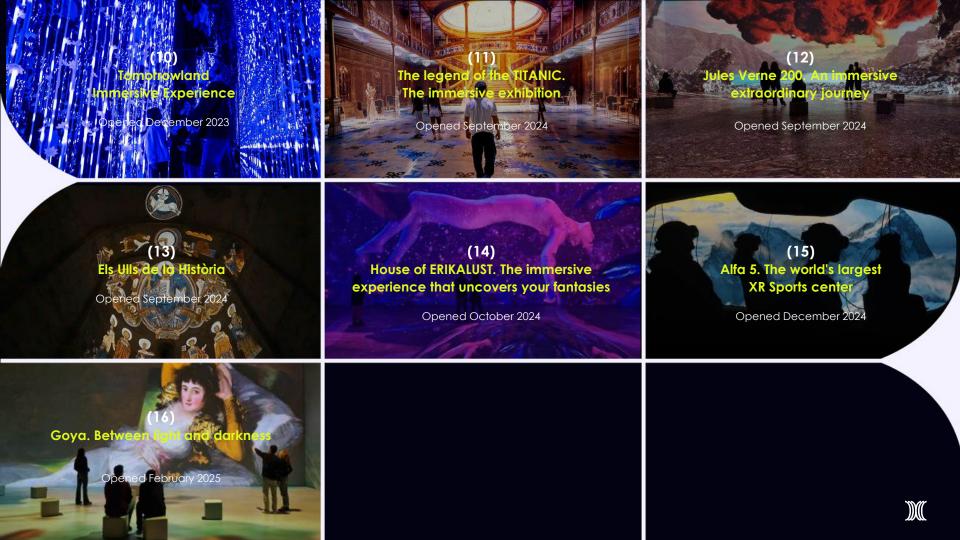
Distinctive immersive corporate events designed to meet the specific needs of each client, combining cutting-edge technology and creativity to deliver unforgettable experiences.

CORPORATE EVENT | DIGITAL ARTS | IMMERSIVE ROOM





















TOURS



Barcelona · Madrid · London · Los Angeles · Miami · Brussels · Vienna · Tel Aviv · Riyadh · Dublin

MEDIA 🕮

KLIMT.

L'EXPERIÈNCIA IMMERSIVA

"Bringing a touch of 1900s Vienna glamour to Dublin from August 3, a new interactive art exhibition, Klimt, the immersive experience, will offer a 360-degree look at the stunning works of Gustav Klimt."

- Secret Dublin -

"The Gustav Klimt Experience takes you on a journey through his life and his art. The Austrian Symbolist painter is celebrated for his unique style and bold subject matter for a reason."

- The Circular -

"A new way to enjoy the works of famous painter Gustav Klimt."

- Hot Press -





Frida Kahls THE LIFE OF AN ICON



FridaKahls

THE LIFE OF AN ICON

TOURS



Barcelona · Bogota · Singapore · Santiago de Chile · Rio de Janeiro · New York · Phoenix · Albuquerque · Montreal · Puerto Rico · Brussels · Lisbon · Porto · Tel-Aviv · Doha · Sydney · Salvador · São Paulo · Warsaw

MEDIA 🕮

"An exhibition that pays homage to her life without reproducing any of the original artwork. Alongside historical photographs and original movies, the creators have used advanced VR and 3D technologies to design a unique access to Kahlo's personality."

- Solo Travel Story -

"A wonderful and immersive exhibition about the Mexican artist and icon, Frida Kahlo. The result is a dazzling array of kaleidoscopic colours as we walk through a powerful homage to this incredible artist's life and inspirations."

- The Au Review -

"This Frida Kahlo exhibition successfully extends the possibilities of an immersive art experience."

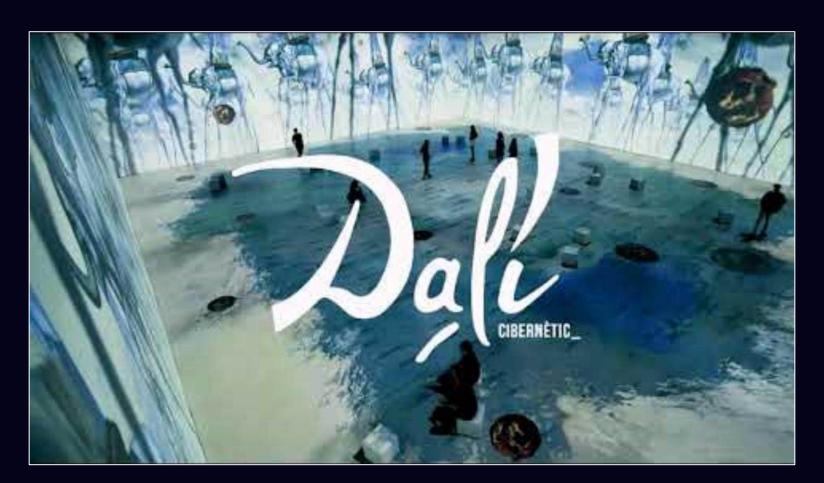
- Artshub, Gina Fairley -













TOURS



Barcelona · London · Tel-Aviv · Copenhagen · Berlin · Lisbon · Punta del Este · Thessaloniki · Valencia · Leipzig · Warsaw · Oporto · Athens

MEDIA 🖳

"Immersivus Gallery welcomes 'Dalí Cybernetics' for the first time. From November 9, the public is invited to enter the works of the surrealist artist in an interactive way."

- Time Out -

"One of the first in the world to combine digital and physical art. It explores the breathtaking masterpieces of Spanish surrealist painter Salvador Dalí with an exciting and futuristic approach, incorporating virtual reality, floor-to-ceiling projections and captivating music."

- The Style Diary -

"A tour of the works of the artist that begins in Punta del Este. For the first time, visitors will be able to be part of an immersive experience, unique in the world, in which they will collectively enter the metaverse."

- The Observer -





TUTANKAMON





TUTANKAMON







Barcelona · Madrid · Vienna · Hamburg · Stuttgart · São Paulo · Cairo · Curitiba · Berlin · Munchen · Malmo · Zurich · Valencia

MEDIA 🕮

"The visitor will be able to enter the actual sarcophagus of the mythical pharaoh to experience what his final journey was like, the journey to the world of souls. Yes, the visitor can actually enclose himself in the sarcophagus."

- La Vanguardia -

"This innovative experience allows the visitor to take part in something extraordinary: a journey through time and space, to the origins of ancient Egypt, and feel, among other things, what the famous British Egyptologist Howard Carter felt when he discovered Tutankhamun's tomb in the Valley of the Kings on November 4, 1922."

- National Geographic -

"The advanced digital arts featured in the exhibition led 'Tutankhamun, the immersive exhibition' to win two gold and one silver awards at the Telly Awards, which recognised the digital complexity of the project."

- Time Out Spain -

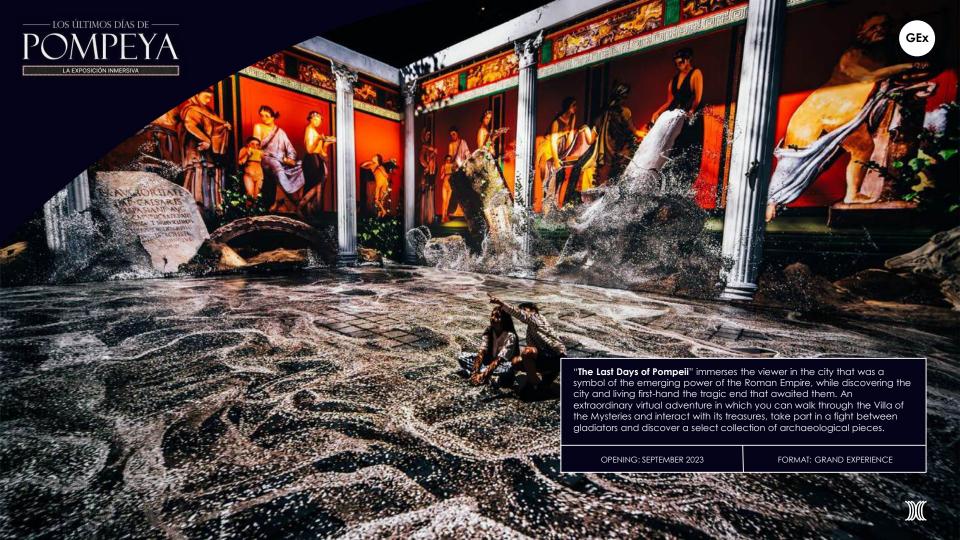




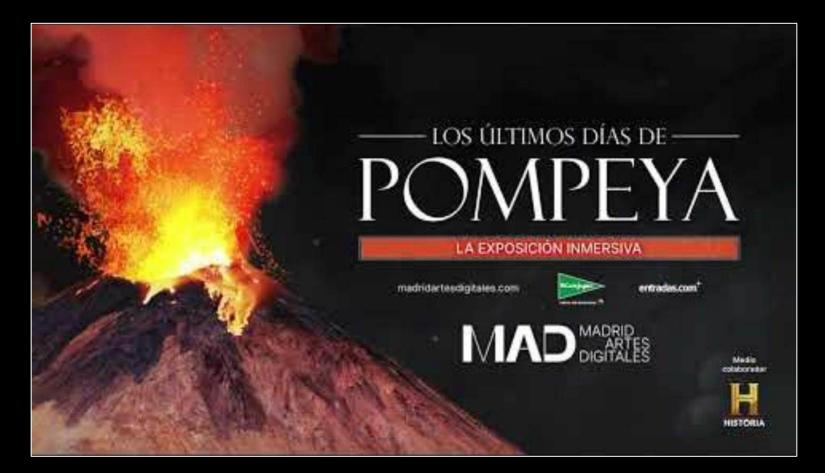
DRACS



















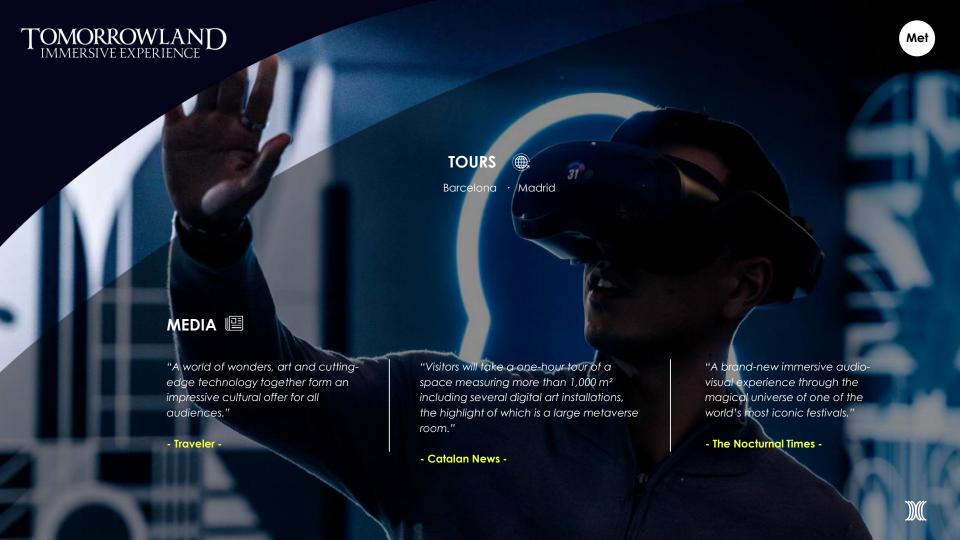






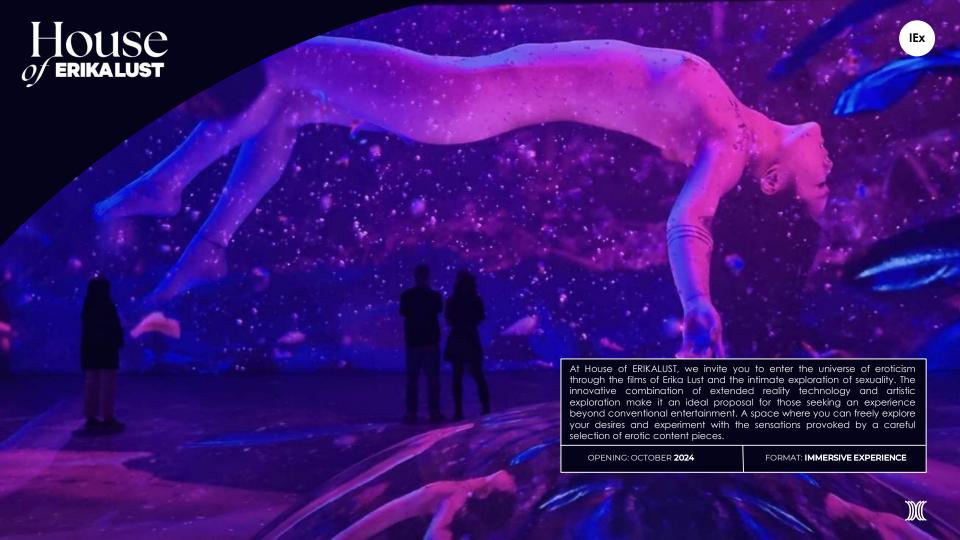




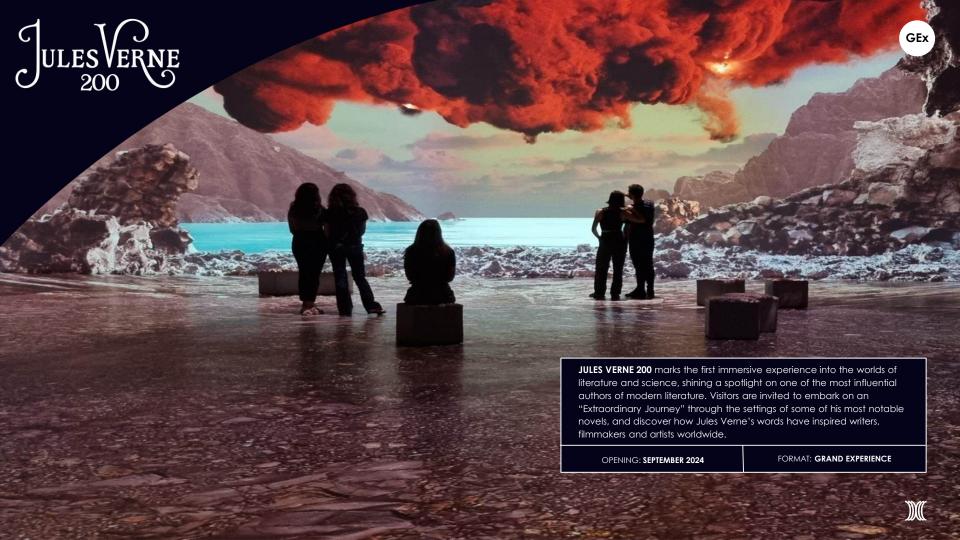












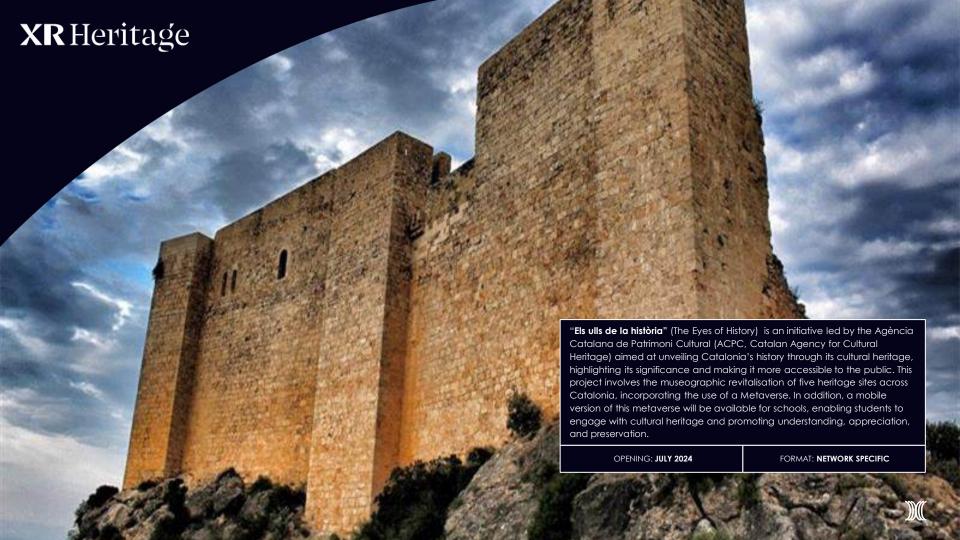












XR Heritage

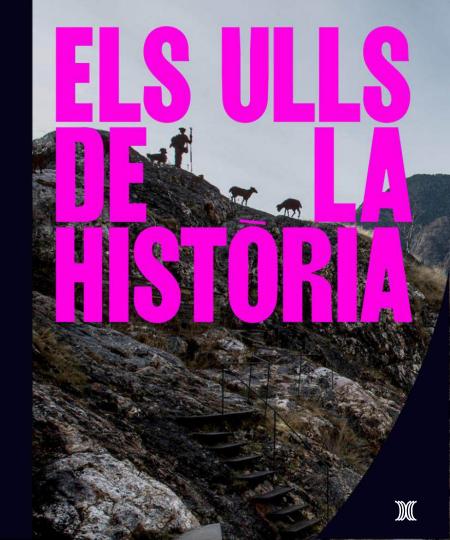
A pioneering cultural heritage project that transports us to the past using cutting-edge technology.

"The Eyes of History": An Immersive Perspective on Catalan Heritage.

Bringing key Catalan heritage landmarks to life, it spans **ove**r 1,000 years of history.

Through innovative installations like sketch & post activities, interactive tables, micromapping, and immersive VR metaverse experiences, it offers a unique way to engage with history.

This project blends innovation with quality, making it a transformative experience in both content and format.









Experiences designed to disseminate heritage across the nation.

Using educational kits, these monuments are brought directly into classrooms, along with additional resources for teachers.

Students will gain insights into each heritage site's unique characteristics, exploring not only its historical era but also the lives of the people connected to it and its significance today.

The goal is to provide students with a new, dynamic approach to learning about the region's past, setting a **new standard both locally and internationally.**





XR Heritage

Touring schools and impact of VR on education.

With mobile VR rooms, this immersive educational initiative will reach schools across the Catalonia region over 8 months in 2024 and 2025.

Each year, the project will engage 1,305 school groups aged 14-16, targeting a total of 50,000 students — 22% of the target student demographic in Catalonia.



XR Heritage

A virtual journey that invites deeper exploration, forging emotional connections.

This project offers an exciting opportunity to bring history to life for students with a traveling VR experience showcasing five heritage landmarks and historical eras, ensuring a **deep and lasting impact on how young audiences** connect with history, making it a transformative educational experience.



ELS ULLS DE LA HISTORIA



Virtual Reality (VR) can make learning truly immersive.

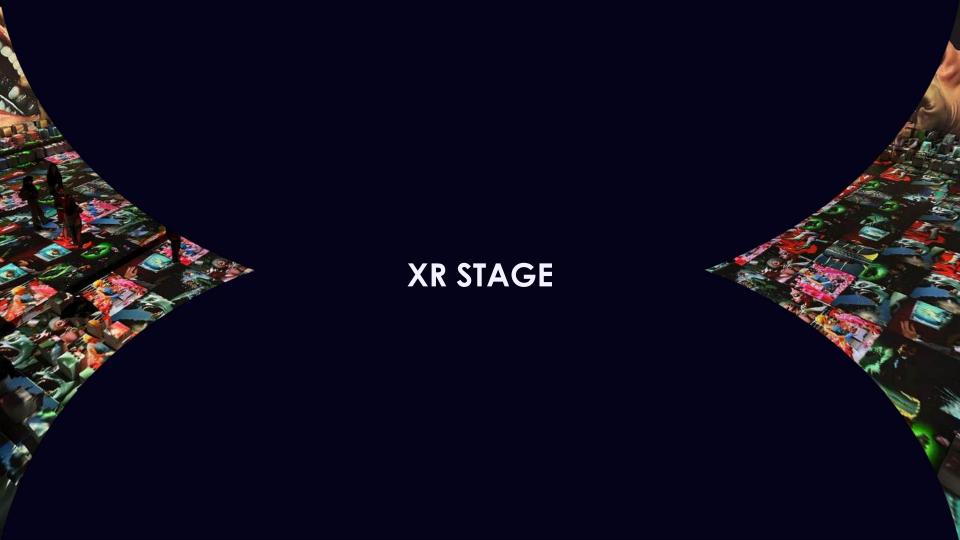




Stanford University Virtual Human Interaction Lab researcher, human brain absorbs things 33% more effective when exposed to the immersive atmosphere of AR and VR than from video.

- Jeremy Bailenson (Stanford University Virtual Human Interaction Lab)



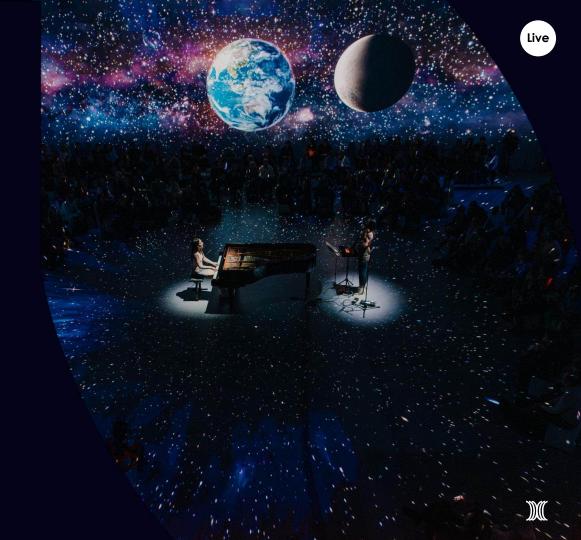




XRstage

XRstage is a space for experimentation and innovation which is unique on the cultural scene.

It's a permanent programme that includes shows from dance, immersive musicals, and festival tributes among others.



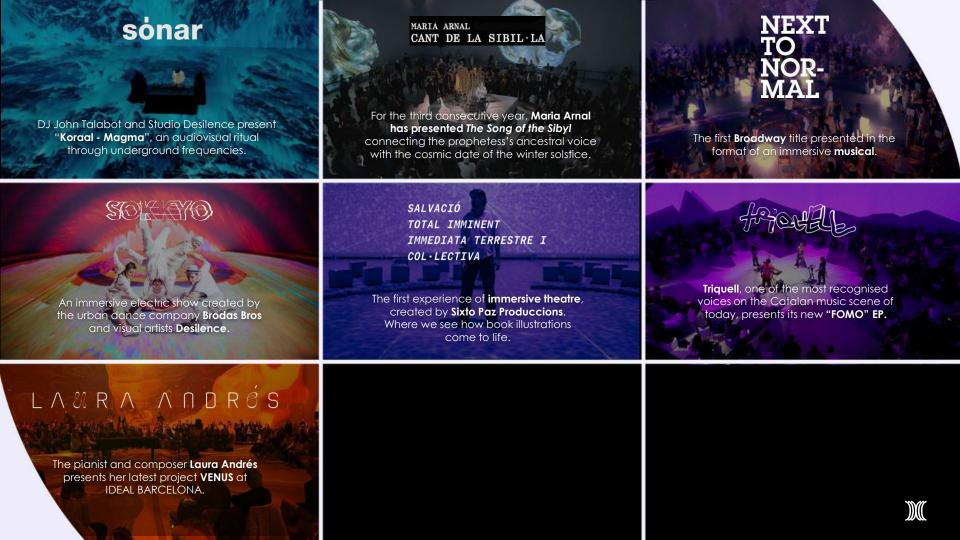




Since 2019 we have designed and opened our doors to cultural events of all kinds, especially immersive concerts.

We provide a space where the artist can show their work in a more personal way, accompanied by an immersive and *ad hoc* digital art proposal. With a reduced capacity, it is **an intimate and unique experience.**





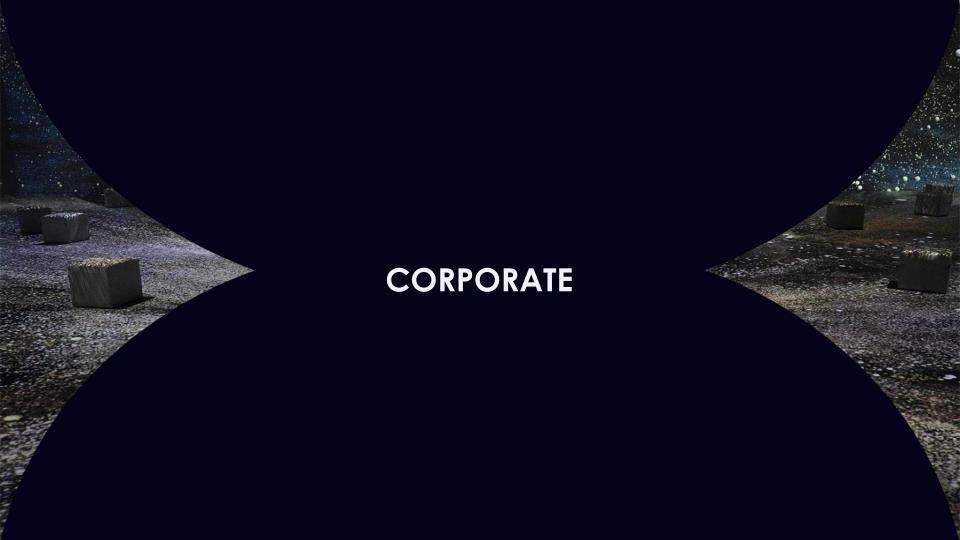


INNOVATION IN DIGITAL ARTS







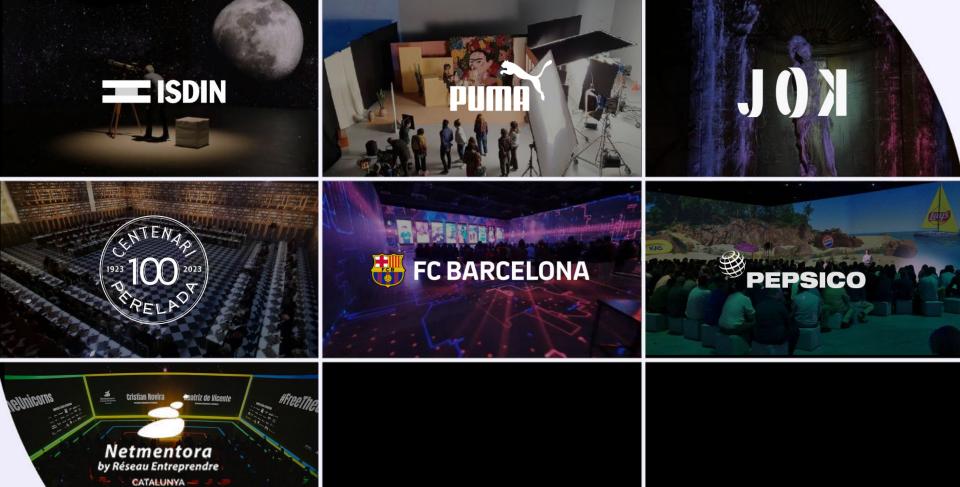


All our venues offer a unique setting to offer unbeatable events.

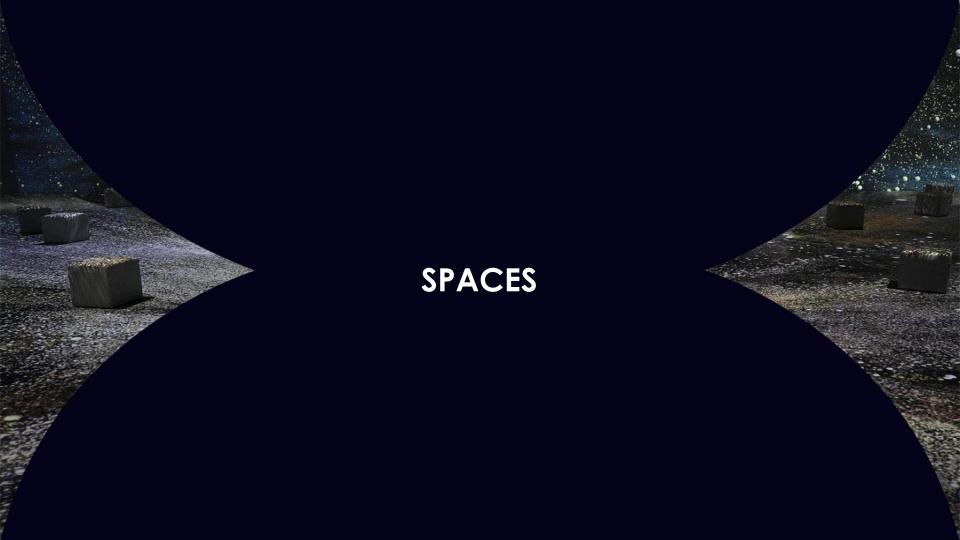
The uniqueness and flexibility of the room, both in terms of the facilities and the distribution of the space, allow the centre to be transformed to adapt it to the changing and diverse needs of a corporate event.

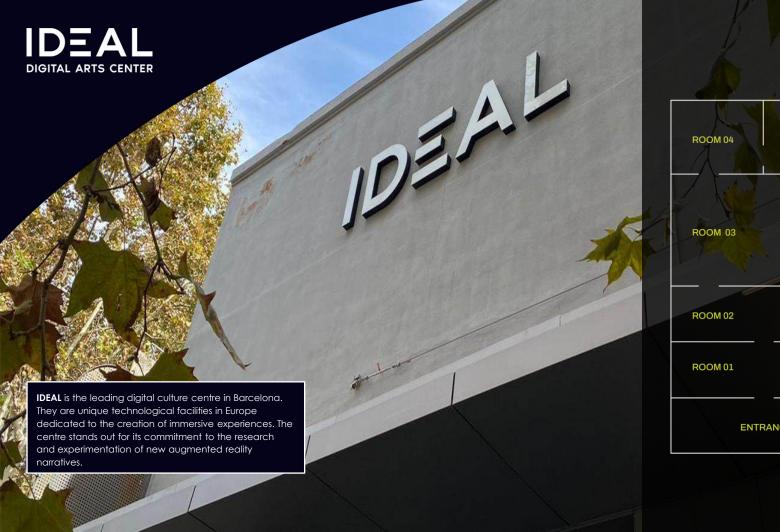
In addition, the creation of immersive and personalised content, as well as the unmatched technological resources, give the centre a unique appeal to offer all sorts of events.











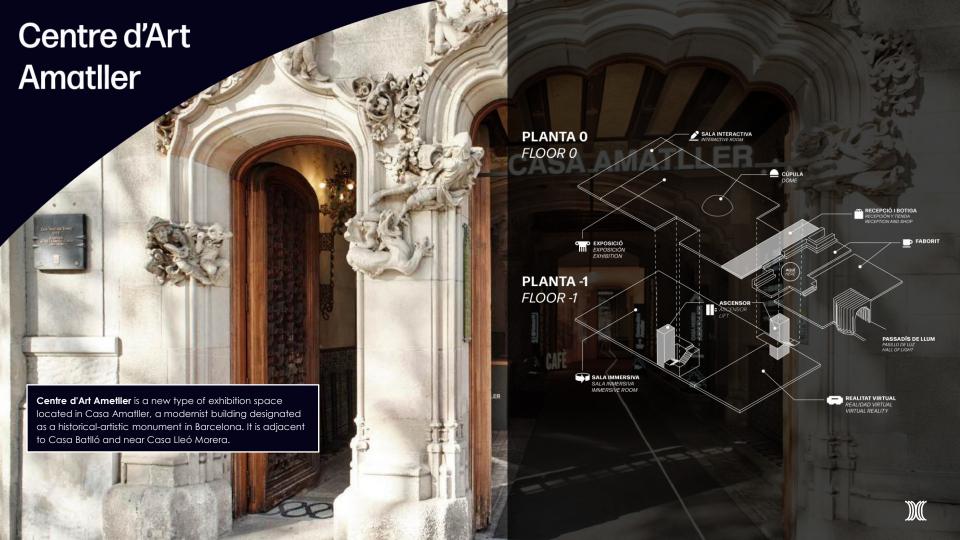




IDEAL has one **immersive room measuring 1,000 m²** for large-scale 360° projections, various spaces with interactive installations and artificial intelligence, as well as metaverse rooms suitable for static and motion-free VR experiences.

This digital arts centre is a pioneer and benchmark in innovation and the creation of immersive experiences that leads the global search for the infinite possible relationships between augmented reality technology, art and society.





The Amatller Art Center is a new type of exhibition space that combines museography with cutting-edge technology, including immersive audiovisual projections and virtual reality, to creatively showcase artistic, historical, and cultural content.

The facility spans over 1,250 square meters and is located in Casa Amatller on Passeig de Gràcia, within the modernist "Block of Discord."





A space of 1,200 m2 of projections in which art and technology make it possible for the visitor to enjoy unique experiences. Screens of immersive digital reality, 360° projections, an interactive room of 300 m2 and three exhibition spaces in a leading virtual reality centre in Europe.

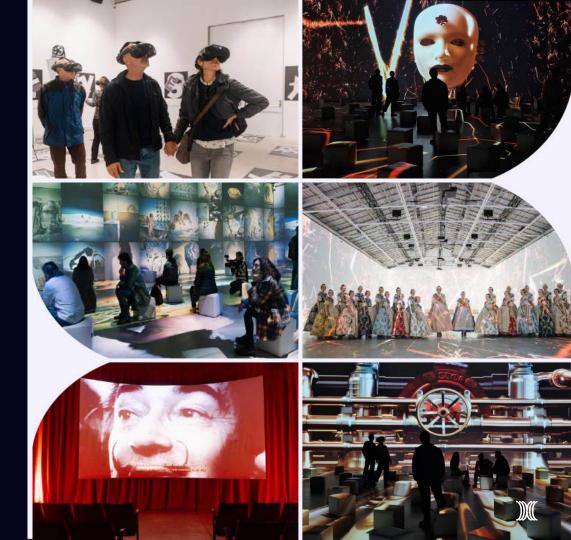
With an exhibition space of 2,000 m2 located in the Matadero contemporary art centre, the MAD also offers experiences in the metaverse: an expanding virtual space that defies the limitations of time and space.

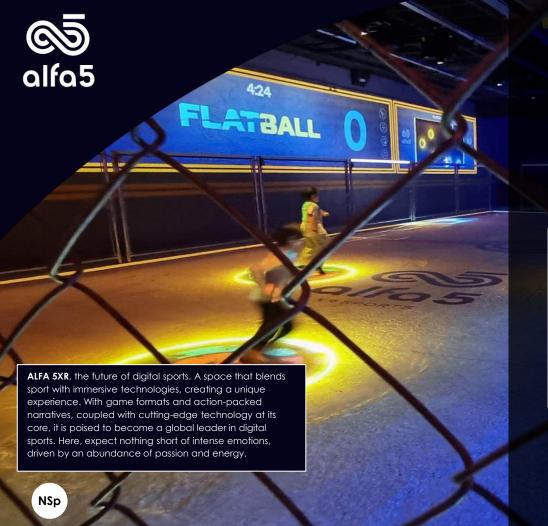




A digital arts centre that has an installation with 45 projectors and Europe's biggest metaverse room. It is equipped with augmented reality technologies to offer large-scale immersive experiences both in the metaverse and with 360° projections, interactive installations, holograms and artificial intelligence.

With an **exhibition space of 2,500 m**², the centre is located in the emblematic facilities of the old Bombas Gens hydraulic pump factory, a historical and cultural landmark of the city of Valencia.







ALFA 5 is a 2,000 m² space that will blend sports with immersive technologies to create a unique experience. From family fun to the excitement of the most fervent gamers, who command vast followings, the centre aims to appeal to a diverse range of audiences.

The XR SPORTS ARENA, spanning 700 m², translates the concept of the playing field into the realm of digital sports, offering hours of entertainment for family audiences. For gaming enthusiasts, the VR METAVERSE PLAYGROUND provides the ideal space, featuring seven rooms for metaverse experiences or 360° VR formats, each measuring 60 m². In addition, our GAMING BOX will serve as a hub for learning and enjoyment, showcasing the latest advancements in video games and digital art.







Layers of Reality is a multidisciplinary team.
We work with a unique methodology guaranteeing endless possibilities.

Leading a new market involves perfecting a work process through multiple tests and applications in productions, spaces and with audiences of all kinds, carried out by an expert team of more than 40 people.





At Layers of Reality, we work on all projects using our own **methodology in eight phases**, embracing all aspects of producing immersive experiences, from the concept to opening to the public and the touring of venues around the world.



