

AN IMMERSIVE EXTRAORDINARY JOURNEY

JULES VERNE

200

A fascinating immersive
journey through the work
of the most renowned
visionary of all times





JULES VERNE 200

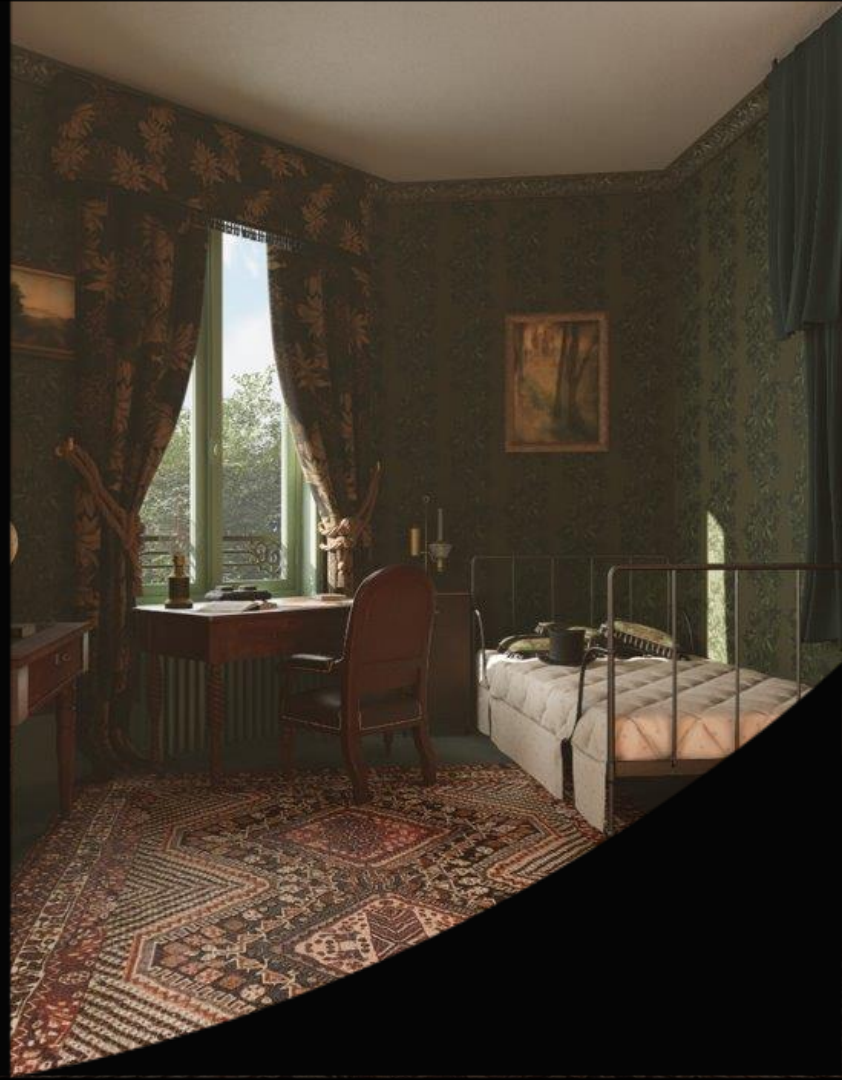
is the first immersive experience dedicated to one of the most popular and influential writers of the world.

As a pioneer of science literature, Verne anticipated many scientific and technological advances. Through his works, he showed a fascinating world, full of new possibilities and challenges, which **deeply influenced popular culture and collective imagination.**

JULES VERNE 200

Allows visitors to explore all the worlds created by the renowned and prolific French author and his life, that was an adventure itself.

This new immersive show will take visitors right into *Journey to the Center of the Earth* and *Around the World in Eighty Days*, among many other novels by Verne, thanks to the latest **immersive technologies** and a **unique storytelling**.



After reaching **7 million visitors** throughout the world in 5 years of cutting edge immersive exhibitions like **Frida Kahlo. The Life of an Icon** or **Dalí Cybernetics**, this season Layers of Reality releases its new creation:

AN IMMERSIVE EXTRAORDINARY JOURNEY

JULES VERNE

200

An extraordinary immersive journey filled with adventure and astonishing landscapes. This fascinating and unique exhibition commemorates **120 years since Jules Verne's death in 2025** and will tour all over the world until the celebration of the **bicentennial of his birth in 2028.**





AN IMMERSIVE EXTRAORDINARY JOURNEY

JULES VERNE

200

IDEAL
CENTRE D'ARTS DIGITALS



idealbarcelona.com



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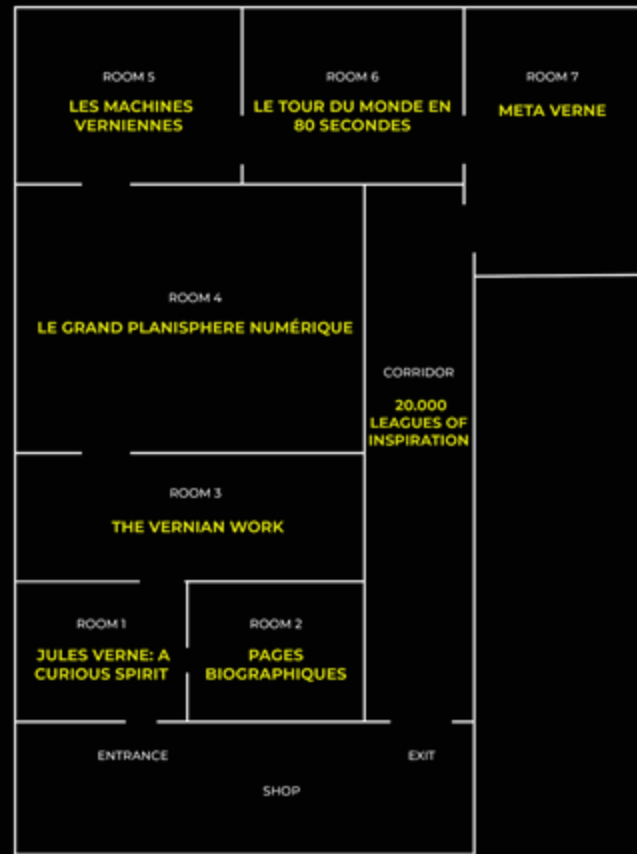
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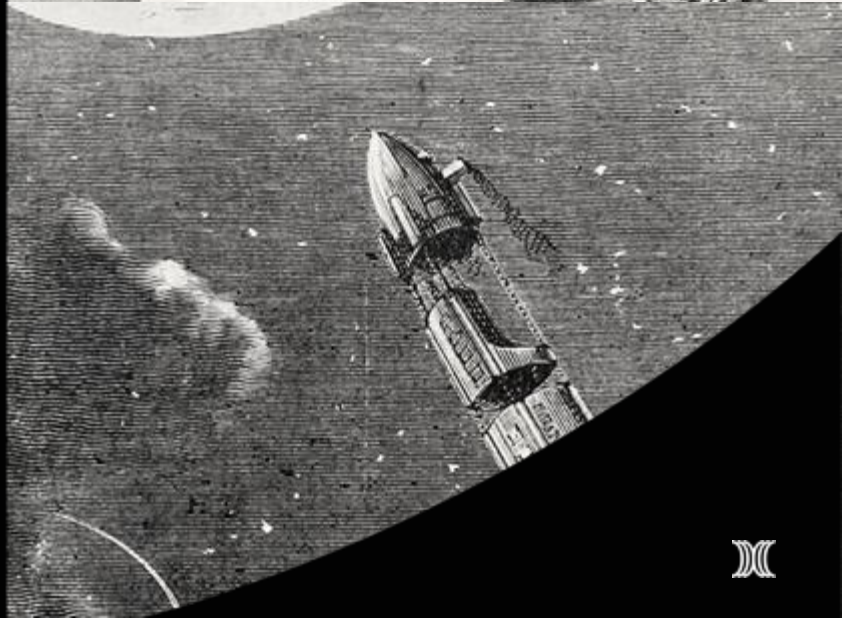
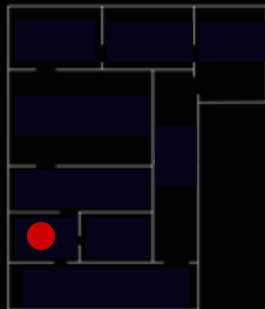
ROOM 01

JULES VERNE: A CURIOUS SPIRIT

Get a taste of Jules Verne **inquisitive spirit** and dive into some of the **original notes** that triggered his adventures, both real and fantastic.

This welcome room invites you to walk on the author shoes and embrace his fascination for **geography, travel and the technical discoveries** of his time, which allowed him to foresee many of the technological advances that came decades after the publishing of his novels.

Along with the exhibitory panels, an **interactive installation** will immerse visitors into the life and work of an unforgettable author.



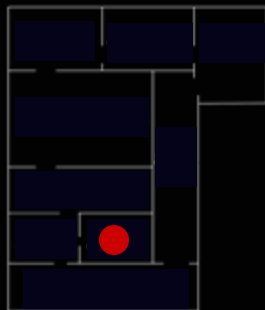
ROOM 02

PAGES BIOGRAPHIQUES

Witness Jules Verne's biography scenarios in this **8 minutes VR 360 film** that will take you from his iconic tomb in La Madeleine Cemetery in Amiens to all the places that influenced his life and work.

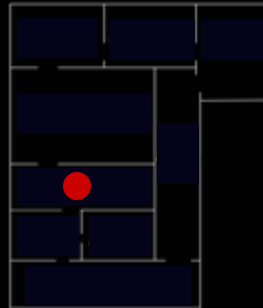
Right in front of his boat Saint Michel, on the riverside of the Loire, in **Nantes**, you will be able to feel Verne's passion for sea and navigation. These are the scenes of his childhood, when he shaped his eagerness for adventure.

The film follows his steps in **Paris**, where he starts his writing career and gets to see the firsts theater plays based on his stories, then takes us on a **sea trip** like the ones he made himself. As the journey ends, we get back to the quiet city of **Amiens**, where he spent his maturity years.



ROOM 03 THE VERNIAN WORK

This area describes the fruitful relationship between **Jules Verne and Pierre-Jules Hetzel**, the French publisher who discovered him and who encouraged him to research into scientific topics and to incorporate them into his works. The two men worked together for more than 40 years, and Hetzel published most of Verne's works.



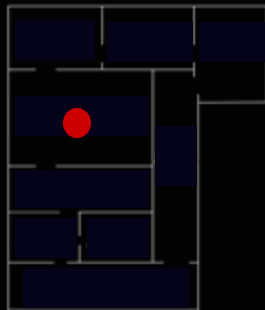
VOYAGES EXTRAORDINAIRES LA COLLECTION COMPLÈTE 22 Volumes gr. in 8°. Brochés..... 193 fr. Toile..... 250 fr. Reliés..... 302 fr.	COURONNÉS PAR L'ACADÉMIE FRANÇAISE JULES VERNE ŒUVRES COMPLÈTES	ÉTRENNES 1883. MAGASIN ILLUSTRÉ ÉDUCATION AU DÉVELOPPEMENT DE LA RÉCÉPTION DE LA VIE BREVET À 2 TITRES - 2 BROS. ARRIVÉES 200 fr. Paris 14 p. - Broché 30 fr. - Toile 40 fr. Sur commande au Magasin Illustré Rue de Valenciennes 115, Paris
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ROOM 04 LE GRAND PLANISPHERE NUMÉRIQUE

A **28 minutes immersive movie** takes you to an incredible journey through many magnificent geographical locations that Jules Verne popularized in his novels, from the Poles to the depth of Africa.

In his works, Verne aimed to make known many wonderful and mostly **unexplored landscapes** and cultures around the world, which were impossible to even imagine for most readers in the 19th century. At each scene you will marvel at the **feeling of being surrounded by these astonishing remote locations** while gathering information and curiosities about the vernian novels where they appear, some of the most popular ones.



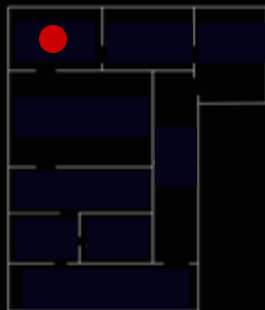
ROOM 04 LE GRAND PLANISPHERE NUMÉRIQUE



ROOM 05 LES MACHINES VERNIENNES

Jules Verne imagined and described machines in the same manner he created his novels: with precise data, soul and style. Between the state-of-the-art engineering at the time and his fertile imagination, Jules Verne's machines (*Les machines verniennes*, in French) are much more than transportation means, for his characters reach unexplored lands with them.

This **SKETCH & POST interactive installation** is dedicated to some of those machines, which visitors will be invited to discover, colour and then scan. The visitors' creations will then come to life, now animated, in a **breathtaking composition** of Verne's natal Nantes.

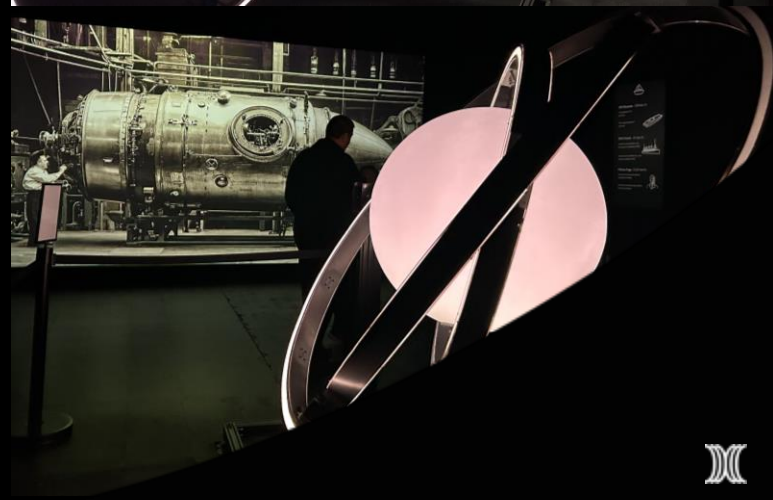
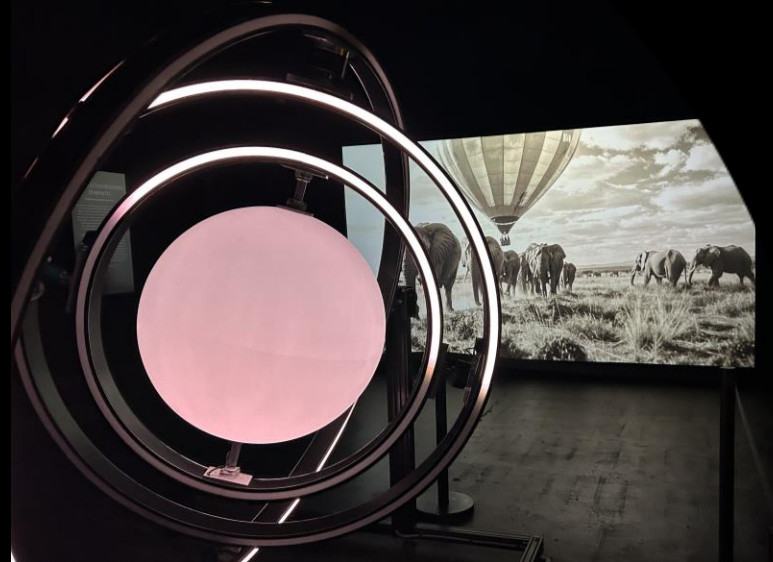
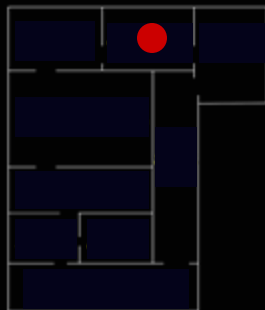


ROOM 06

LE TOUR DU MONDE EN 80 SECONDES

"I agree with Mr. Fogg. The world has grown smaller, since a man can now go round it ten times more quickly than a hundred years ago."

Around the World in Eighty Days, one of Jules Verne's most famous novels, is more a competition than an expedition, as the goal is to arrive as fast as possible to the final destination. Using the novel as inspiration, this room holds an **artistic installation** that will reflect on the evolution of means of transport through history, allowing visitors to explore the possibilities of travelling around the world on the clock, just like Phileas Fogg, as well as the concept of "traveler", which has surely evolved over time.



ROOM 07 META VERNE

A unique **15 minutes metaverse exploration** of the world as described by Jules Verne. This astonishing journey allows you to visit the layers of our planet, all of which were almost like a character in many of the author novels.

From the fascinating world underground and up to the space, Verne makes us travel to real and fantasy places that enhance our **knowledge and imagination**.

UNDERWORLD

Journey to the Center of the Earth

SEAS AND OCEANS

Twenty Thousand Leagues Under the Sea

EARTH

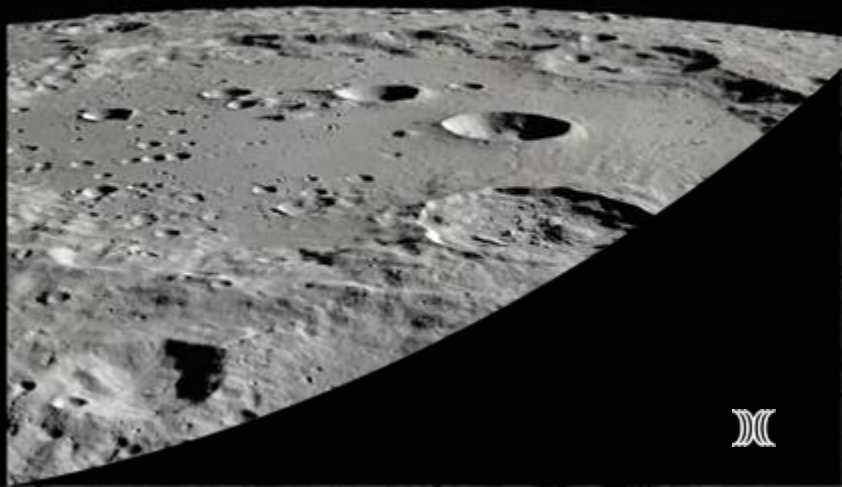
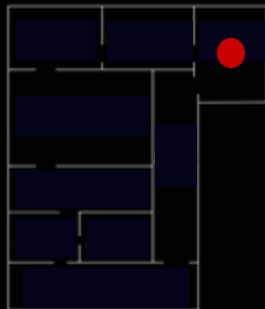
Mysterious Island

TROPOSPHERE

Robur the Conqueror

SPACE

From the Earth to the Moon

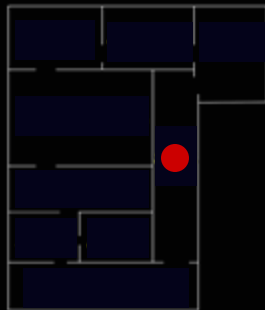


ROOM 08 20.000 LEAGUES OF INSPIRATION

Walk through a long corridor resembling a street like those of Verne's time and discover unknown and **curious facts** about Jules Verne; how he inspired future authors and influenced literature as a whole, deepening into his life and his works.

ROOM 09 PHOTO OPPORTUNITY

Final steampunk style frame that offers the perfect photo opportunity after a **memorable exhibition**.

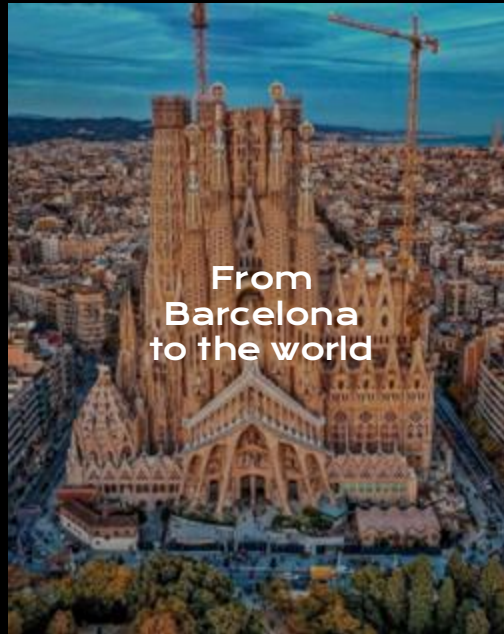


AVAILABLE FOR TOURS MINIMUM REQUIREMENTS

- ❖ Minimum space of 1,000 m² of which 400 m² are open, or with few columns (for immersive hall)
- ❖ Minimum height of 6 m in the room of 400 m² diaphanous
- ❖ Warehouse and service room of 50m²
- ❖ Plain floor
- ❖ Air conditioning
- ❖ Security service or custody system during closures
- ❖ Loading and unloading area for trucks
- ❖ minimum 8 m box
- ❖ WC for staff and public
- ❖ 40 kw electrical connection. 32 1PNE
- ❖ Working light



ON TOUR JULES VERNE 200



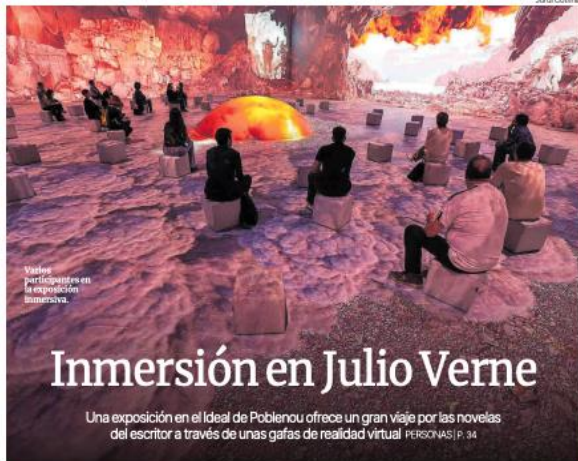


EL PLAN DE INTERIOR PARA ATAJAR LA DELINCUENCIA

Campaña de registros selectivos contra las armas blancas

La consellera Parlon anuncia controles específicos para detectar y requisar cuchillos y navajas • Participarán mossos, policías locales y vigilantes privados

PERSONAS | P.26 Y 27



El mes de nacimiento marca la esperanza de vida: la mayoría de centenarios son de enero

TEMA DEL DÍA | P. 2 A 4

ENCUENTRO EN ROMA

Feijóo confronta la eficacia de Meloni a Sánchez en política migratoria

PANORAMA | P. 12

Elma Saiz
Ministra de Inclusión
«El PP ha retorcido el debate sobre la inmigración»



PANORAMA | P.13

ORIENTE PRÓXIMO

El líder de Hizbulá acusa a Israel de violar «todas las líneas rojas»

PANORAMA | P. 6 Y 7

2-EN MÓNACO

Desgraciado estreno del Barça de Flick en la Champions

PERSONAS | P. XX

el Periódico

”

“... a great journey through the novels of the author through virtual reality glasses.”



"The Fabulous Worlds of Jules Verne"

ara.cat

"An extraordinary and immersive journey to the heart of Jules Verne"



Media

TimeOut

"A spectacular, one-of-a-kind immersive exhibition arrives in Barcelona to relive the adventures of Jules Verne."

CADENA
SER

"JULES VERNE 200 is the most ambitious large-scale production ever created by IDEAL (Layers of Reality) and the most complete: immersive rooms, virtual reality, metaverse, and traditional exhibition spaces."

SÀPIENS

"IDEAL presents Jules Verne 200, the first major immersive experience that honors the author by combining literature and science with cutting-edge technology."

LA VANGUARDIA

"At the equator, the 'Meta Verne' room takes the visitor from the center of the Earth, where the author placed prehistoric creatures, to outer space on the surface of the Moon."

HISTORIA  NATIONAL GEOGRAPHIC

"Among them, the standout is: Planisphere Numérique, a 3D movie projected in an immersive room with over 1000 m² of screen, and in this case, it incorporates a new dome."

Condé Nast
Traveler

"Also, MetaVerne, a virtual reality experience that takes you on a journey through the worlds of Verne's five most popular novels: Journey to the Center of the Earth, Twenty Thousand Leagues Under the Sea, Around the World in 80 Days, Robur the Conqueror, and From the Earth to the Moon."

SUPPORTED BY







LAYERS OF REALITY

At Layers of Reality, **we redefine the way we perceive and 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 **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.

2019

Opened

IDEAL
CENTRE D'ARTS DIGITALS



2022

Opened

MAD
MADRID ART DIGITALS

2019

OCTOBER

Monet, the Immersive Experience at IDEAL



2020

SEPTEMBER

Barcelona Memòria Fotogràfica at IDEAL

BARCELONA MEMÒRIA FOTOGRAFICA

2021

APRIL

Klimt: The Immersive Experience at IDEAL



NOVEMBER

Frida Kahlo, the life of an icon at IDEAL



2022

JULY

Pericot at IDEAL

PERICOT ART EXPANDIT



SEPTEMBER

Dalí Cybernetics at IDEAL

MAY

Dragons and Modernism at Centre d'Art Amatller



JUNE

Sorolla, a new dimension at La Marina de València



2023

SEPTEMBER

Pompeii at MAD



DECEMBER

Tomorrowland Immersive Experience

TOMORROWLAND
IMMERSIVE EXPERIENCE



2024

Opened



Opened

Centre d'Art
Amatller



Opened



2024

SEPTEMBER

Jules Verne
at IDEAL



SEPTEMBER

Els Ulls de la
Història



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



Subaqua
explorer at
Aquarium
Barceloma



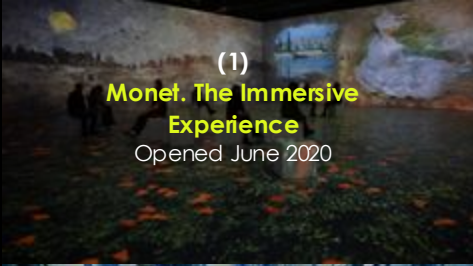
2025

FEBRUARY

Goya
at Centre
d'Art Amatller

GOYA





(1)

Monet. The Impressionist Experience

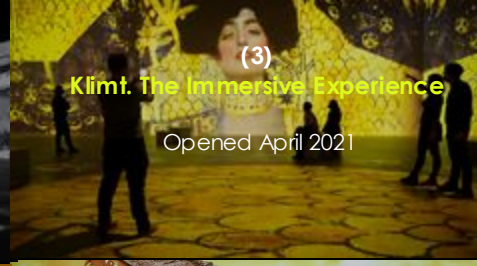
Opened June 2020



(2)

Barcelona Memòria Fotogràfica

Opened September 2020



(3)

Klimt. The Immersive Experience

Opened April 2021



(4)

Frida Khalo. The Life of an Icon

Opened November 2021



(5)

Dali Cybernetics

Opened September 2022



(6)

Tutankhamun. The Immersive Experience

Opened September 2022



(7)

Dracs

Opened May 2023



(8)

The last days of Pompeii

Opened September 2023



(9)

Sorolla, a new dimension

Opened October 2023



(10)

Tomorrowland Immersive Experience

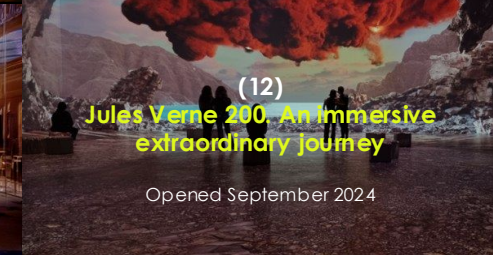
Opened December 2023



(11)

The legend of the TITANIC. The immersive exhibition

Opened September 2024



(12)

Jules Verne 200. An immersive extraordinary journey

Opened September 2024



(13)

Els Ulls de la Història

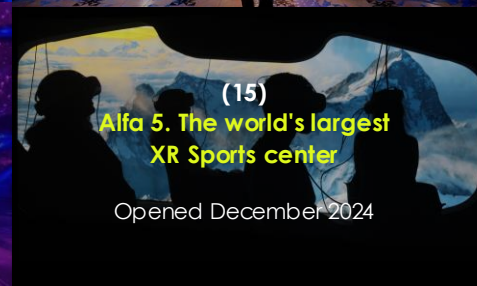
Opened September 2024



(14)

House of ERIKALUST. The immersive experience that uncovers your fantasies

Opened October 2024



(15)

Alfa 5. The world's largest XR Sports center

Opened December 2024



(16)

Goya. Between light and darkness

Opened February 2025



Ciutats

Albuquerque
Barcelona
Berlin
Bogotà

Bruselles
Xile
Copenhaguen
Daha

Dublin
Hamburg
Istanbul
Lisboa

Londres
Los Angeles
Madrid
Miami

Montreal
Nova York
Phoenix
Porto

Puerto Rico
Punta del Este
Riad
Rio de Janeiro

Salvador
Santiago de Xile
Sydney
Singapur

Stuttgart
Sào Paulo
Tel-Aviv
Viena





50

CITIES
2020-2024

+7M

VISITORS
2020-2024

Media

TimeOut

“Proyecciones de gran formato en una experiencia digital única.”

Spain

The Style Diary.

“One of the first in the world to combine digital and physical art.”

United Kingdom

eL OBSERVADOR

“Los visitantes podrán formar parte de una experiencia inmersiva única en el mundo.”

Uruguay

THE PORTUGAL
News

“A pedagogical experience that opens up new possibilities.”

Portugal

HISTORIA  NATIONAL GEOGRAPHIC

“El visitante experimenta un periplo entre el espacio y el tiempo.”

Spain

* SECRET SINGAPORE

“Spectacular combination of art and technology.”

Singapore

Media

Condé Nast
Traveller

“The immersive exhibition offers a tantalising glimpse inside the Grand Egyptian Museum”.

Egypt

* **LISBOA SECRETA**

“Nesta que é a primeira exposição imersiva e interativa dedicada ao pintor espanhol em Portugal”.

Portugal

ARSENAL
contemporary art contemporain
NEW YORK | TORONTO | MONTREAL

“You can immerse yourself with the latest virtual reality technology”.

Canada

CITY LIFESTYLE

“An incredible technology built for this unimaginable experience”.

United States

EL PAIS

“La fusión de arte y tecnología que ha capturado la imaginación de visitantes locales e internacionales”.

Brasil

ATHENS

“Dalí Cibernético, la experiencia inmersiva que aterriza en Grecia por primera vez”.

Greece



The destruction of Pompeii is brought to life in an immersive art installation, part of the Lux Urbium Show. In Pompeii's exhibition at Museums, Madrid. (Photo by Associated Press)

THE TIMES

PICTURE OF THE DAY

BEST PHOTOGRAPHS OF THE DAY



The Guardian

News Opinion 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

A stone crusher, a stork and Klimt: Thursday's best photos



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

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of REALITY

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