

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**

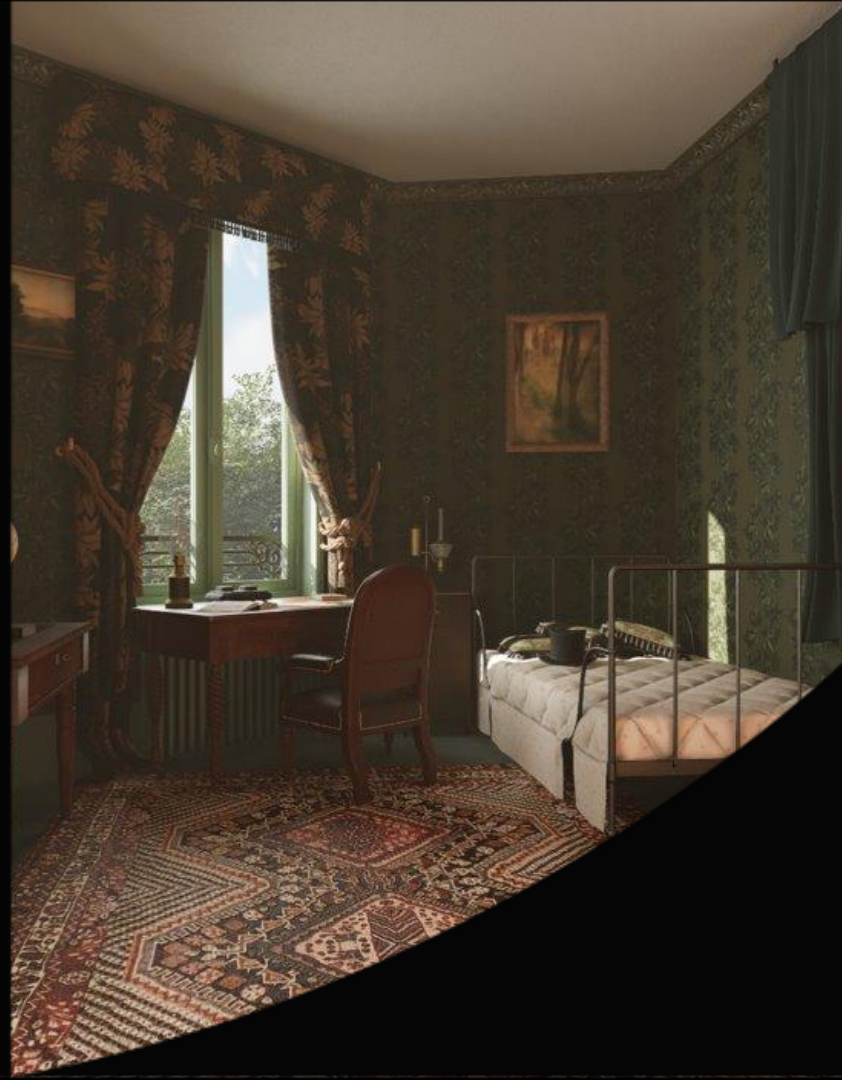
is the first immersive experience dedicated to one of the most popular and influential writers of the world.

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 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](http://idealbarcelona.com)



# CONTENT & INSTALLATIONS

**ROOM 01**  
**JULES VERNE: A CURIOUS SPIRIT**

**ROOM 02**  
**PAGES BIOGRAPHIQUES**  
VR 360

**ROOM 03**  
**THE VERNIAN WORK**

**ROOM 04**  
**LE GRAND PLANISPHERE NUMÉRIQUE**  
IMMERSIVE MOVIE

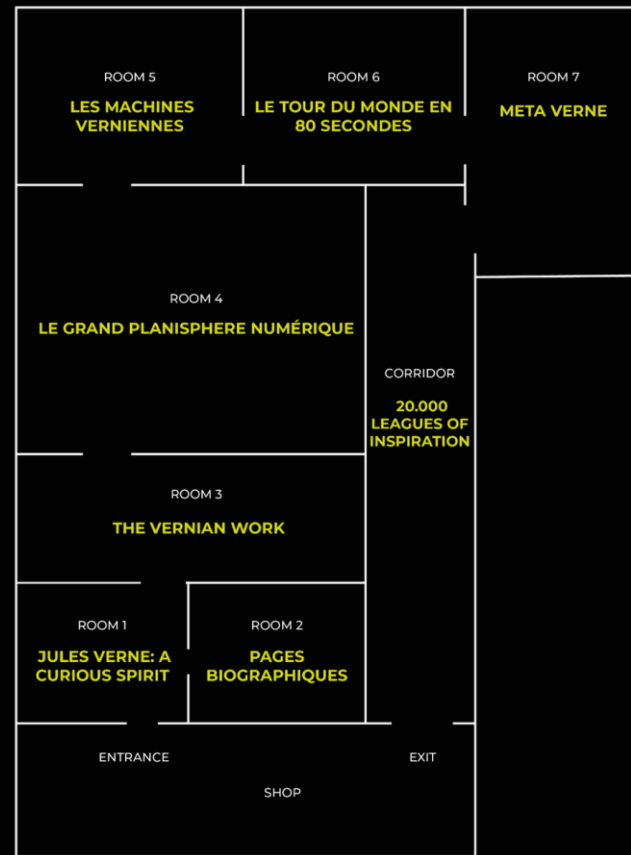
**ROOM 05**  
**LES MACHINES VERNIENNES**  
INTERACTIVE INSTALLATION

**ROOM 06**  
**LE TOUR DU MONDE EN 80 SECONDES**  
ARTISTIC INSTALLATION

**ROOM 07**  
**META VERNE**  
JULES VERNE METAVERSE

**ROOM 08**  
**20.000 LEAGUES OF INSPIRATION**

**ROOM 09**  
**PHOTO OPPORTUNITY**





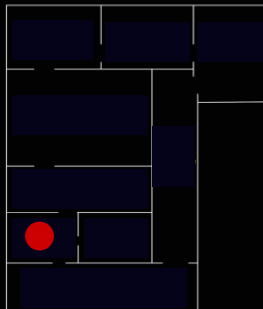
## ROOM 01

# 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.





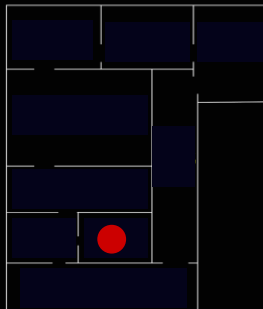
## ROOM 02

# 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.

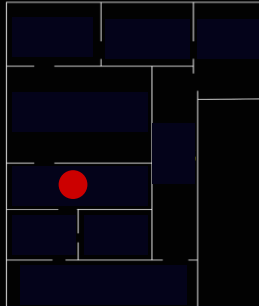
The film follows his steps in **Paris**, where he starts his writing career and gets to see the firsts theater plays based on his stories, then takes us on a **sea trip** like the ones he made himself. As the journey ends, we get back to the quiet city of **Amiens**, where he spent his maturity years.



## ROOM 03

### THE VERNIAN WORK

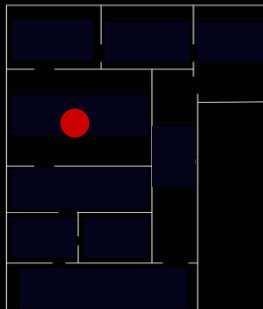
This area describes the fruitful relationship between **Jules Verne and Pierre-Jules Hetzel**, the French publisher who discovered him and who encouraged him to research into scientific topics and to incorporate them into his works. The two men worked together for more than 40 years, and Hetzel published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



## 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

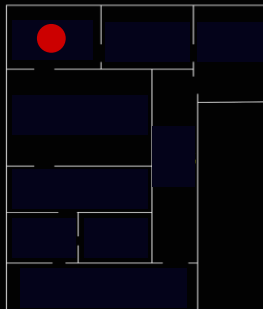


## ROOM 05

# 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.



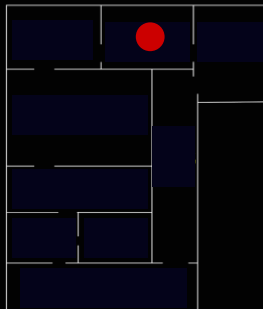


## ROOM 06

# 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

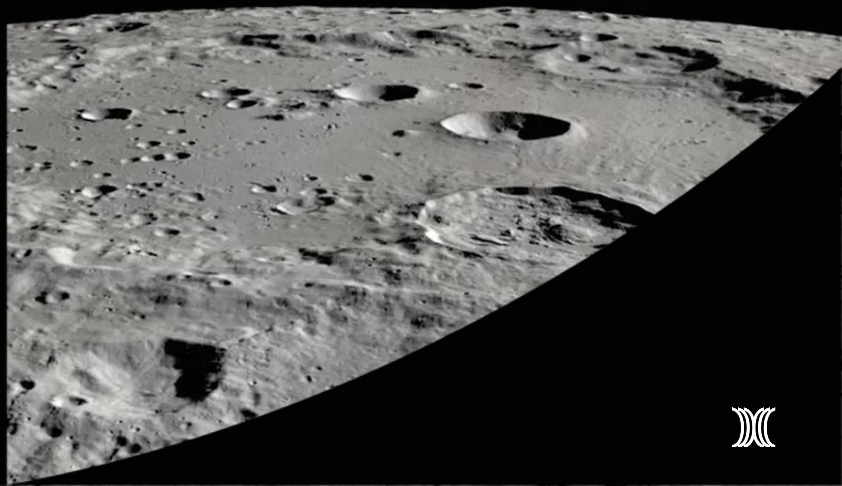
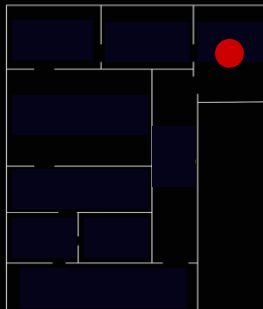
*Mysterious Island*

#### TROPOSPHERE

*Robur the Conqueror*

#### SPACE

*From the Earth to the Moon*



## ROOM 08

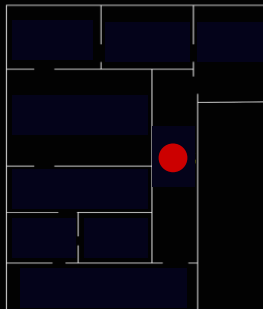
# 20.000 LEAGUES OF INSPIRATION

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

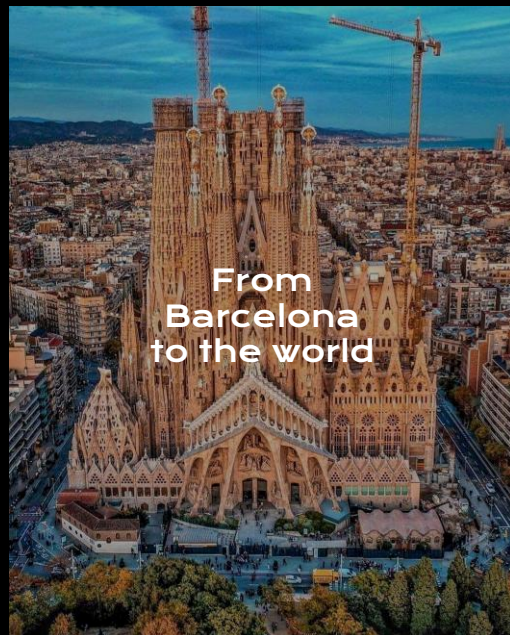
### MINIMUM REQUIREMENTS

- ❖ Minimum space of 1,000 m<sup>2</sup> of which 400 m<sup>2</sup> are open, or with few columns (for immersive hall)
- ❖ Minimum height of 6 m in the room of
- ❖ 400 m<sup>2</sup> diaphanous
- ❖ Warehouse and service room of 50m<sup>2</sup>
- ❖ 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

2-1 EN MÓNACO

**Desgraciado estreno del Barça de Flick en la Champions**

PERSONAS | P. XX

# el Periódico

”


“...a great journey through the author's novels via virtual reality glasses.”



*"The Fabulous Worlds of Jules  
Verne"*

**ara.cat**

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

**HISTORIA**  **NATIONAL  
GEOGRAPHIC** ACTUALIDAD SUSCRIPTORES • PODCASTS ÉPOCAS • EDICIÓN IMPRESA **SUSCRIBETE**


Temas / Experiencias Historia National Geographic

**EXPERIENCIA NG**


## LOS FABULOSOS MUNDOS DE JULIO VERNE

En esta Experiencia NG nuestros suscriptores realizaron un viaje virtual por el universo de Julio Verne, gracias a la nueva propuesta de IDEAL Barcelona.

Experiencias Historia National Geographic

 **Sylvia Rieg**  
Periodista especializada en artes, grandes culturas y desarrollo sostenible

Actualizado a 27 de septiembre de 2024 - 15:05 - Leídas



**ART DIGITAL**



Este contenido de Realidad Virtual de Julio Verne 2024 por IDEAL Barcelona

## Un viatge extraordinari i immersiu al centre de Jules Verne

ETHEREAL porta a la realitat virtual i el metavers obres com "La volta al món en vuitanta dies"



## Media

TimeOut

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

CADENA  
SERZ

*"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 m<sup>2</sup> 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 ARTS FEST DIGITALS

2019

OCTOBER

Monet, the  
Immersive  
Experience  
at IDEAL

*Monet*

2020

SEPTEMBER

Barcelona Memòria  
Fotogràfica at IDEAL

**BARCELONA  
MEMÒRIA  
FOTOGRAFICA**

2021

APRIL

Klimt: The  
Immersive  
Experience  
at IDEAL

**KLIMT.**  
IMMERSIVE EXPERIENCE

NOVEMBER

Frida Kahlo, the  
life of an icon  
at IDEAL

*Frida Kahlo*  
THE LIFE OF AN ICON

2022

JULY

Pericot  
at IDEAL

**PERICOT  
ART  
EXPANDIT**

SEPTEMBER

Dalí  
Cybernetics  
at IDEAL

*Dalí*

MAY

Dragons and  
Modernism  
at Centre  
d'Art Amatller

*DRACS*

JUNE

Sorolla, a new  
dimension at  
La Marina de  
València

*Sorolla*  
UNA NOVA DIMENSIÓ

SEPTEMBER

Pompeii at  
**MAD**

LOS ÚLTIMOS DÍAS DE  
**POMPEYA**  
LA ÚLTIMA CIVILIZACIÓN

DECEMBER

Tomorrowland  
Immersive  
Experience

**TOMORROWLAND**  
IMMERSIVE EXPERIENCE





2024

Opened



Opened  
Centre d'Art  
Amatlíer



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 Eriklust.  
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 Amatlíer



MAY

PIONERS  
at IDEAL

PIONERS

SEPTEMBER

Leonardo versus  
Michelangelo  
at IDEAL



COMING SOON





### Monet. The Immersive Experience

Opened June 2020



### Barcelona Memòria Fotogràfica

Opened September 2020



### Klimt. The Immersive Experience

Opened April 2021



### Frida Khalo. The Life of an Icon

Opened November 2021



### Dali Cybernetics

Opened September 2022



### Tutankhamun. The Immersive Experience

Opened September 2022



### Dracs

Opened May 2023



### The last days of Pompeii

Opened September 2023



### Sorolla, a new dimension

Opened October 2023







**Tomorrowland  
Immersive Experience**

Opened December 2023



**The legend of the TITANIC.  
The immersive exhibition**

Opened September 2024



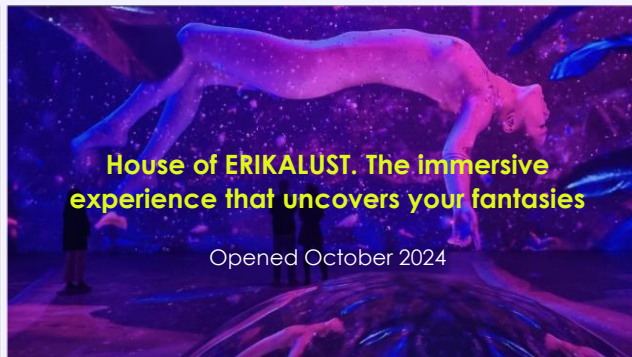
**Jules Verne 200. An immersive  
extraordinary journey**

Opened September 2024



**Els Ulls de la Història**

Opened September 2024



**House of ERIKALUST. The immersive  
experience that uncovers your fantasies**

Opened October 2024



**Alfa 5. The world's largest  
XR Sports center**

Opened December 2024



**Goya. Between light and darkness**

Opened February 2025



**PIONERS!**

Opened May 2025



**Leonardo versus Michelangelo**

Opening September 2025







## Ciutats

Albuquerque  
Barcelona  
Berlin  
Bogotà

Brussehles  
Xile  
Copenhaguen  
Doha

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  
São Paulo  
Tel-Aviv  
Viena





50

CITIES  
2020-2025

+8M

VISITORS  
2020-2025

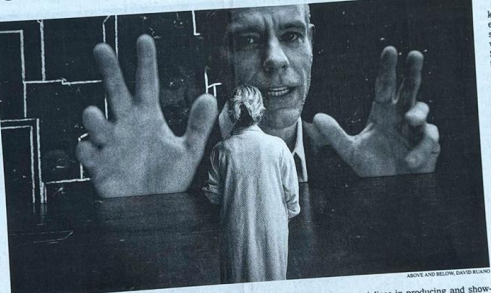
# Deconstructed and Yet Still ‘Next to Normal’

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

By JOSE SOLIS

BARCELONA, SPAIN — When Tom Kitt and Brian Yorkey began writing their 2008 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 while trying to maintain a functional life.

The emotional musical not only won acclaim — it won the Pulitzer Prize for drama in 2010 — but also resonated with theatergoers, playing on Broadway at the Booth Theater from 2009 to 2011. In his review for The New York Times, Ben Brantley wrote the show “gives full weight to the confusion and ambivalence that afflict not only Diana but also everyone around her.”



Now, audiences here are experiencing “Next to Normal” in a new way through an immersive production that recently opened at the Festival Grec de Barcelona. This version, stripped of its props, sets and live orchestra, is being presented in a venue with an open-floor plan, a surround-sound system and 360-degree projections.

The cast performs in English, with Spanish and Catalan surtitles, alongside the audience members, who sit in small cubes that become ghostlike witnesses sharing quarters with the Goodman family.

Alice Ripley, who originated the part of Diana Goodman, returned to the role, sharing her experience with the role. She plays her character, Diana Goodman, who plays her character, Diana Goodman, who plays her character, Diana Goodman.



which specializes in producing and showcasing digital arts projects. As he watched robots translate texts into visual displays, del Campo said he envisioned Diana in the number “Wah I Were Here,” in which she sings, “When the bolt of lightning crashes/and it burns right through my mind.”

Before long, del Campo approached Kitt and Yorkey with his idea for an immersive production, and they — surprisingly — agreed to compress their two-act, nearly two-and-a-half-hour musical. Some scenes of dialogue were cut, but all the big musical numbers remain. The British director Siobhán Patten was brought in to oversee the non-Pittman was brought in to oversee the project, and Søren Christensen and Tatiana Halbach, who work under the name Desolate, created the visuals (including abstract landscapes meant to evoke Diana’s inner state). “There’s something to look at everywhere you turn,” Christensen said. “It’s like ‘Dogville’ meets a music video.”

Reflecting on the richness of the production’s images, he added: “If movies are 4K, and really good-looking movies are 8K, this is up to four times that.”

During a recent rehearsal at IDEAL, the cast was practicing “Who’s Crazy?” My Psychopharmacologist and I,” a song about adjusting Diana’s medication. At first, the actors practiced their blocking in an empty space. Then the wall-to-wall screens lit up, and the actors were transported to a surreal world with ticking clocks, larger-than-life-size neurons floating like jellyfish, and pills resembling colorful raindrops falling from the sky. “We need more pills!” Halbach said at one point.

Ripley’s achingly know what it was like to watch her way run at second hand. She drew from her own experience in tackling the role, she said she found it at first.

“We actors go back to the well all of those rules. The team behind the production figured it out. I went back to Ripley, who portrayed Diana in The Daily News. I was accused of ‘having a girl as your cult-ish, obese youngsters.’”

During a month, Ripley ment about

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

# The New York Times

”

“Barcelona may be the perfect locale for that experiment.”





# What media says

The logo for TimeOut, featuring the word "TimeOut" in a stylized, outlined font.

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

The logo for THE AU REVIEW .COM, featuring the text "THE AU REVIEW" in a bold, sans-serif font, with ".COM" in a smaller font below it.

*"An energetic, entertaining, and  
educational exhibition."*

The logo for SOCIÉTÉ JULES VERNE, featuring the text "SOCIÉTÉ JULES VERNE" in a stylized, outlined font, with "1828 1900" below it.

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

The logo for THE PORTUGAL News, featuring the text "THE PORTUGAL" in a small font above the word "News" in a large, bold, serif font.

*"A pedagogical experience that  
opens up new possibilities."*

The logo for Montevideo Portal, featuring a stylized "M" icon followed by the text "Montevideo Portal" in a sans-serif font.

*"A next-generation experience."*

The logo for The Guardian, featuring the text "The Guardian" in a bold, serif font.

*"Best photographs  
of the day"*



# THE TIMES

PICTURE OF THE DAY

# The Guardian

BEST PHOTOGRAPHS OF THE DAY

THE  TIMES

Today's sections

Past six days

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Floods hit the west districts of Istanbul, Turkey, claiming the lives of two people in Başakşehir and Kucukçekmece

ERDEM SAHIN/EPA



# 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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