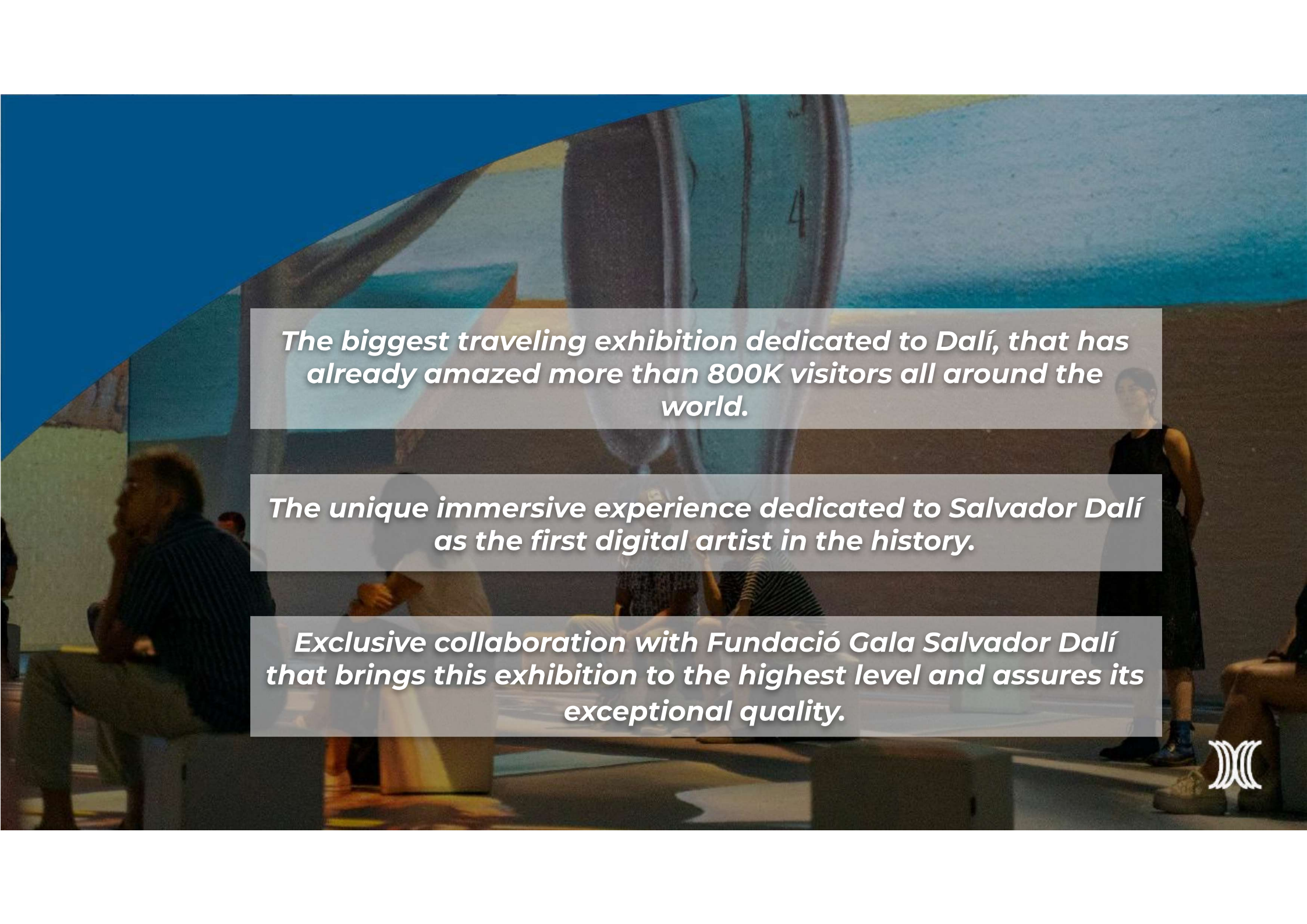


Dafk

: CYBERNETICS





The biggest traveling exhibition dedicated to Dalí, that has already amazed more than 800K visitors all around the world.

The unique immersive experience dedicated to Salvador Dalí as the first digital artist in the history.

Exclusive collaboration with Fundació Gala Salvador Dalí that brings this exhibition to the highest level and assures its exceptional quality.



Contents

01_Concept

02_Team

03_Tours

04_Impact

05_Content installations

06_Video Reel

07_Collaborators

08_Layers of Reality



01_Concept

An immersive journey into a genius mind

Dalí Cybernetics explores the artist's most recognized works from a completely new perspective.

This exciting experience allows us to discover how the geniality of his work is the result of an open, ambitious, provocative and also scientific thought.

Parallel universes, quantum physics, the fourth dimension, optics, sacred geometry or DNA sequencing are explored through:

- Large-format projections
- Interactive Installations
- Holograms
- Artificial Intelligence

...and for the first time in history, a **collective metaverse experience.**

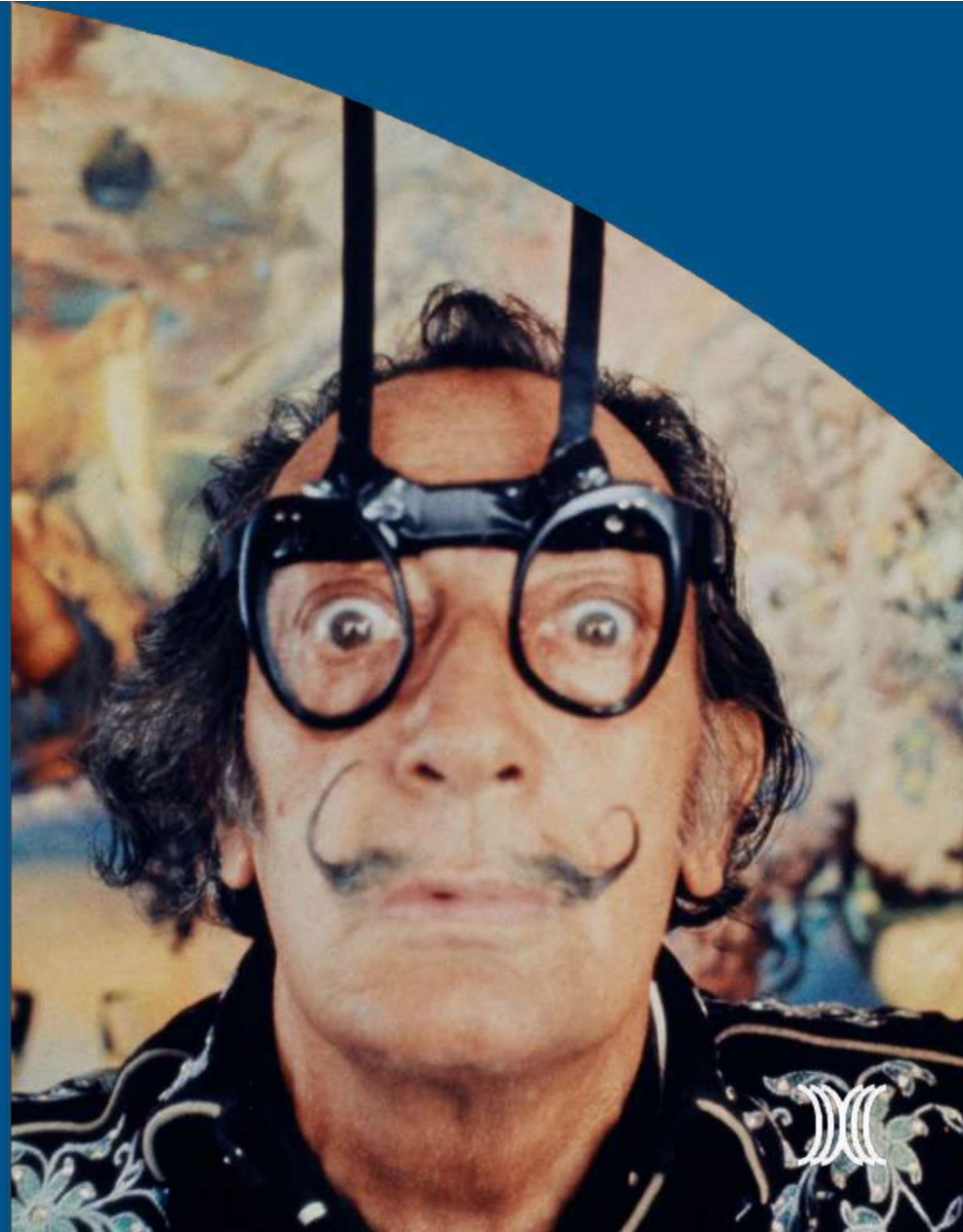


Dalí, the first digital artist in history

Salvador Dalí affirmed that art would be "replaced by more fruitful forms, still impossible to imagine, completely outside the limits of the fine arts and absolutely in accordance with our time".

A trailblazer in the use of digital tools, he relied on the first computers and thinking machines to go beyond the limits of reality in creating his works.

*"Dalí anticipated what we are still exploring today in **digital art.**"*



02_Team

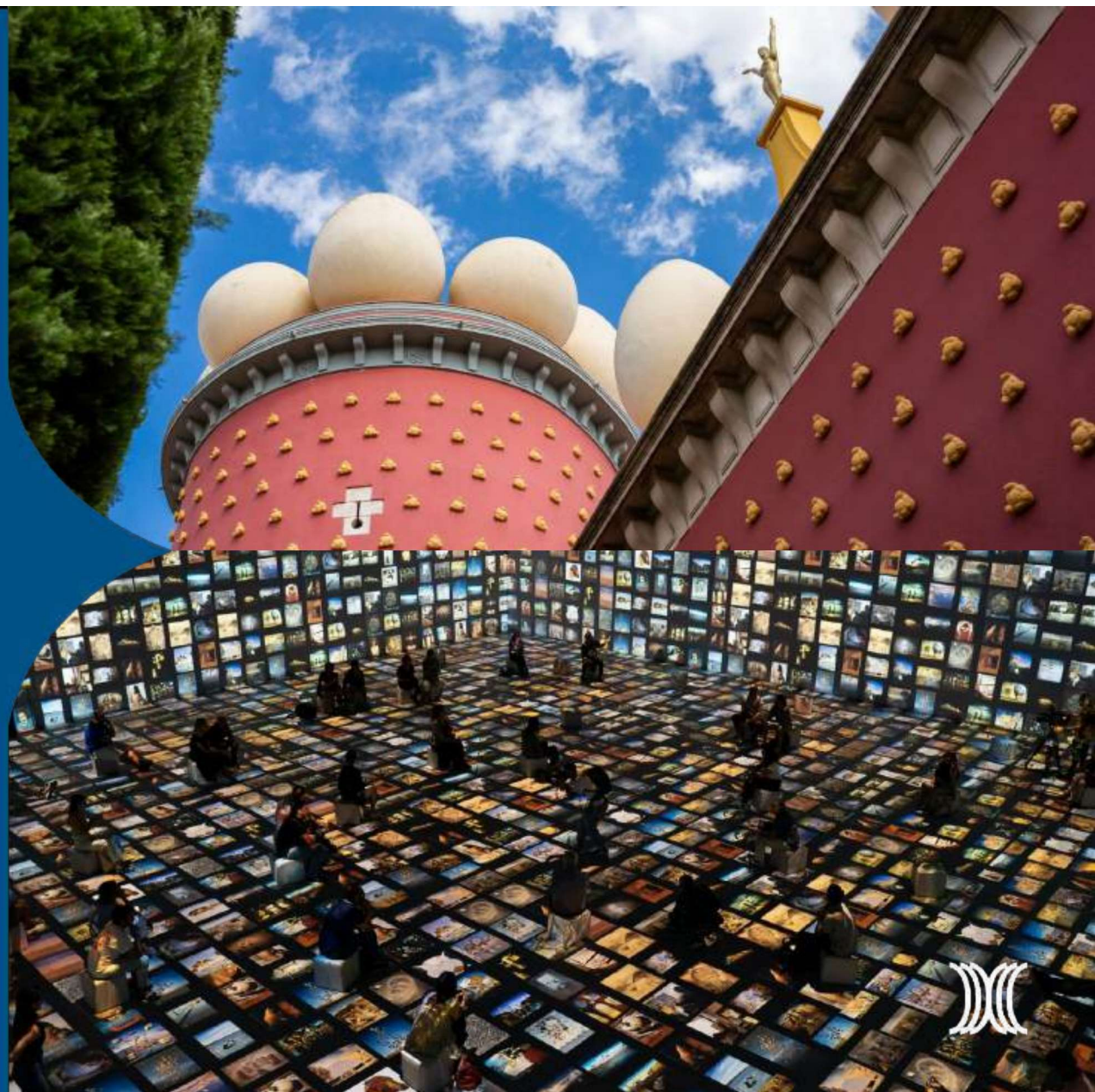
An ambitious project from an ambitious team

We worked with The Gala-Salvador Dalí Foundation to establish the authorization of Dalí's works in the field of digital arts, even discovering documentation and approaches to his thought that had been practically unpublished until now.



**FUNDACIÓ GALA
SALVADOR DALÍ**

Additionally, a top-rated artistic team was commissioned to guarantee the highest level of artistic innovation and excellence in the creation of the art installations: curators, studios, local experts and artists collaborated with Layers of Reality in this production that occupies 2000 sqm of exhibition space.



03_Tours

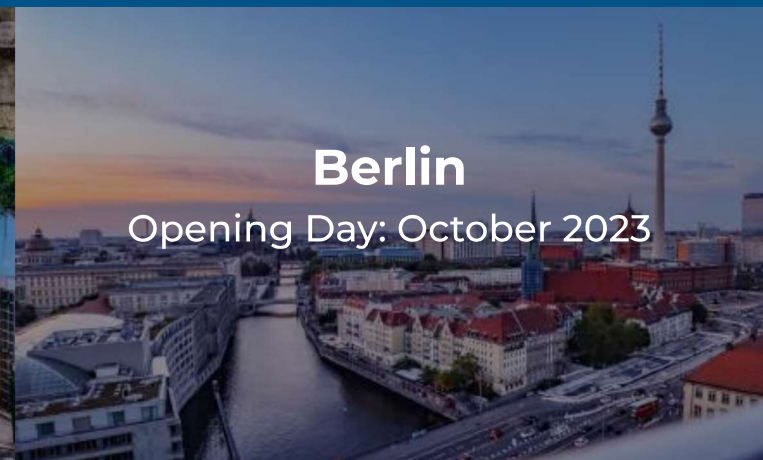
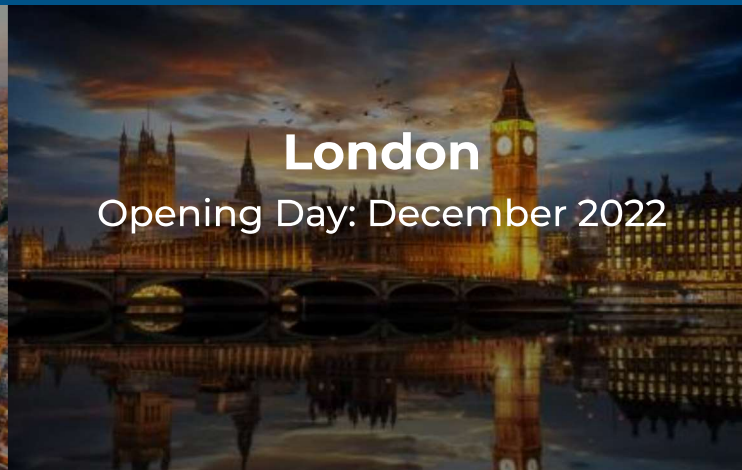
Dalí Cybernetics on tour

- + 800k visitors
- + 10 cities



“Dalí Cybernetics” on tour

Some of the places where Dalí cybernetics has already stopped:



“Dalí Cybernetics” on tour



Punta del Este

Opening Day: December 2023



Thessaloniki

Opening Day: March 2024



Valencia

Opening Day: March 2024



Athens

Opening Day: October 2024

Visit now!



Leipzig

Opening Day: August 2024

Visit now!



Warsaw

Opening Day: September 2024

Visit now!

“Dalí Cybernetics” on tour



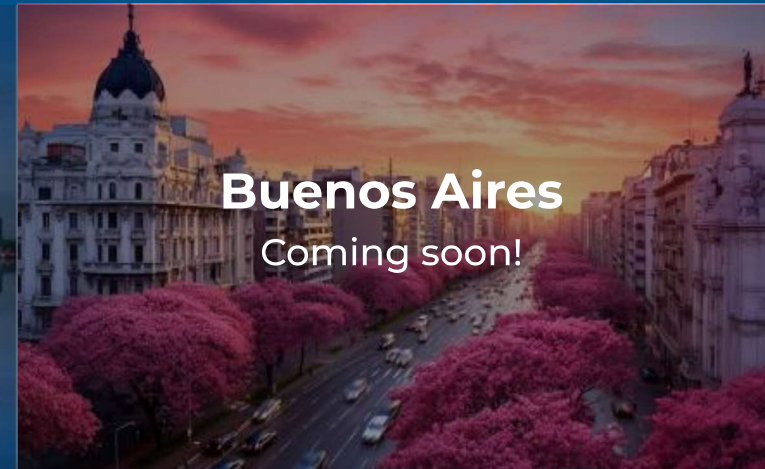
Oporto

Opening Day: October 2024
Visit now!



Toronto

Coming soon!



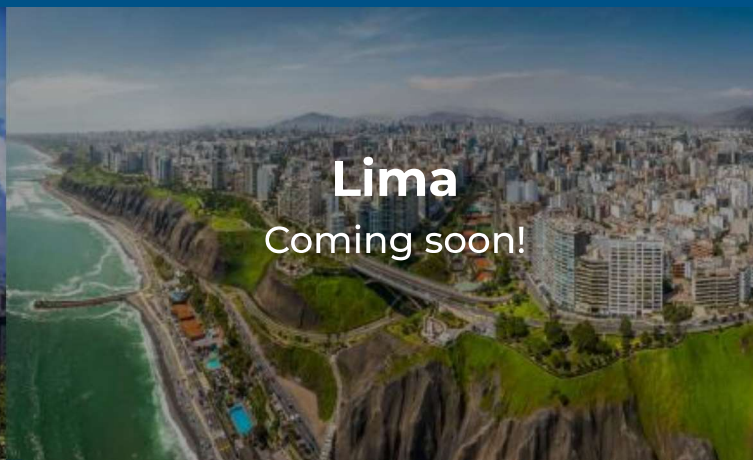
Buenos Aires

Coming soon!



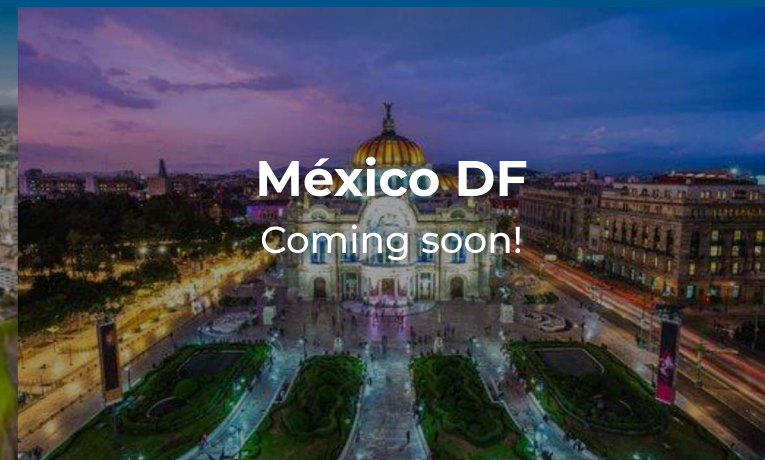
Santiago de Chile

Coming soon!



Lima

Coming soon!



México DF

Coming soon!

04_Impact

Secret London

Dali Cybernetics Review: A Cool Metaverse Experience In London

Crypto Potato

Salvador Dalí Enters The Metaverse With an Immersive Art Exhibition

El Periódico

'Dalí Cibernético' es el primer metaverso colectivo de la historia y a finales de julio se despedirá de Barcelona

BNN Breaking

Cybernetic Dali Expo: A Global Tour of Immersive Art

Time Out

There's a Salvador Dalí immersive experience opening next week

Vein Magazine

Dalí Cibernético: el auténtico metaverso daliniano

Silvia Golan

Salvador Dalí exposición INMERSIVA Vengan a internarse en la mente de un genio!!! en Expo de Tel Aviv

Diario Navarra

La exposición 'Dalí cibernético', primera experiencia de metaverso colectiva

Interempresas

Dalí Cibernético, una nueva forma de descubrir al genio en el metaverso



Expreso

La mayor exposición inmersiva del mundo sobre Dalí, abre en Lisboa

Cardápio

Primeira exposição imersiva dedicada a Dalí em Portugal estreia em novembro

220

"Dalí Cibernético" celebra los Primeros 1000 Visitantes desde la Reapertura de Punta Shopping

Economia Digital

"Dalí Cibernético" celebra los Primeros 1000 Visitantes desde la Reapertura de Punta Shopping

El Punt Avui

Dins el cervell de Dalí

La Vanguardia

El primer metaverso daliniano de la historia

Tot Barcelona

Estrena mundial a Barcelona d'una exposició inmersiva de dalí

Jyllands Posten

I 1970'erne talte Dalí om, hvordan computerne ville ændre fremtiden. I 2023 kan han opleves i virtual reality





Dale
SPORTS



05_Content & Installations

Summary

01_A MODERN HUMANIST -
AUDIOVISUAL PRODUCTION

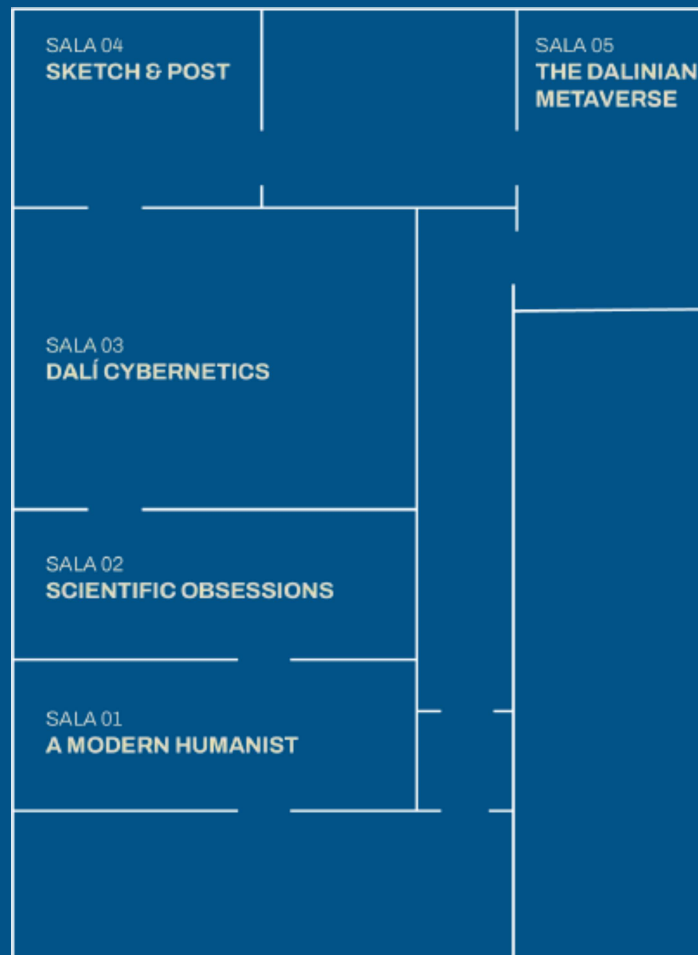
02_SCIENTIFIC OBSESSIONS -
INTERACTIVE INSTALLATION

03_DALÍ CYBERNETICS -
IMMERSIVE PRODUCTION

04_SKETCH & POST-
GALATEA OF THE SPHERES

05_THE DALINIAN METaverse -
VIRTUAL REALITY

06_MINIMUM REQUIREMENTS

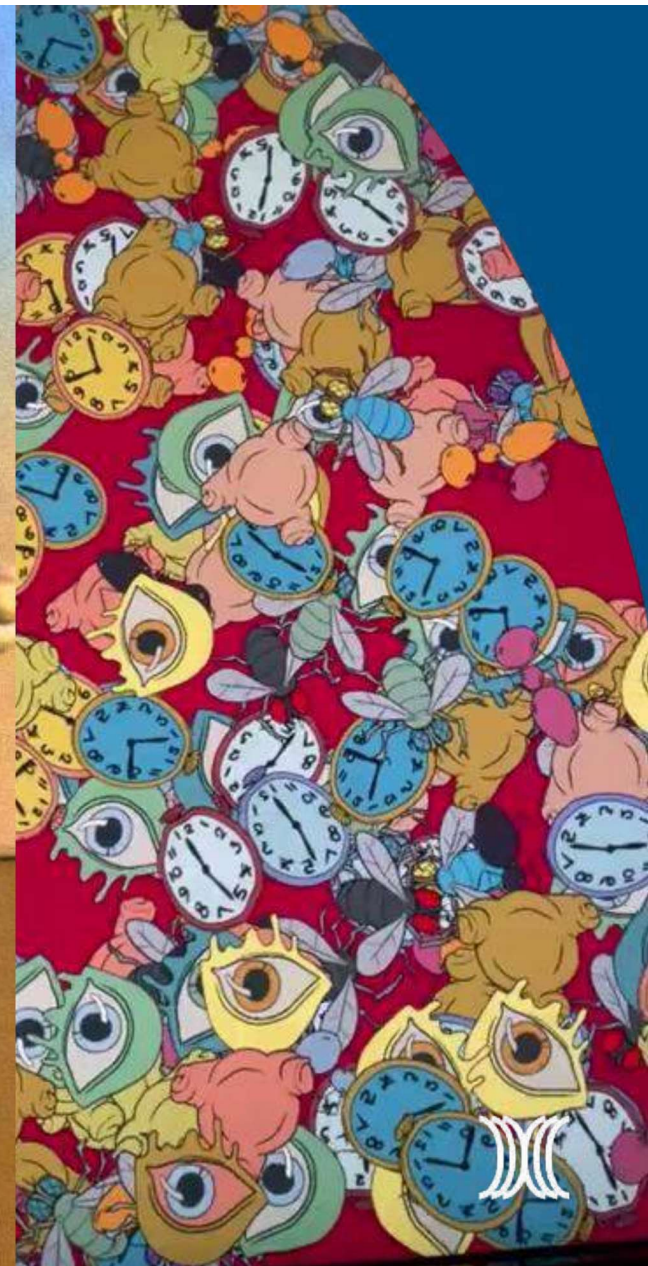


01_ A MODERN HUMANIST - AUDIOVISUAL PRODUCTION

An exploration of Dalí's relationship with science and technology, working on digital art, cybernetics and the third and fourth dimensions.

02_ SCIENTIFIC OBSESSIONS - INTERACTIVE INSTALLATION

A discovery of the scientific fields he explored as well as Dalí's recurrent symbology through an interactive installation.



03_DALÍ CYBERNETICS - IMMERSIVE PRODUCTION

A spectacular 30-minute audiovisual production for 1,000 square meters of screens to re-examine the work and the life of Salvador Dalí through his scientific obsessions.



04_SKETCH & POST- GALATEA OF THE SPHERES

This interactive installation recaptures Dalí's fascination and allows us to experience it firsthand by coloring the spheres that form Gala's image on paper.



05_ THE DALINIAN METAVERSE - VIRTUAL REALITY

A first-time collective metaverse experience with total freedom of movement that invites visitors to spend 15-minutes in Dalí's digital universe.

The experience takes us in an impossible journey through four of Dalí's par excellence environments -the sea, the sky, the desert and the void-where each visitor has a digital avatar, with visible hands, to physically walk with their companions in a shared virtual space.

A true Dalinian metaverse where the artist's most recognized works come to life to immerse us in a surreal and surprising journey. A journey that visitors can finally experience together.



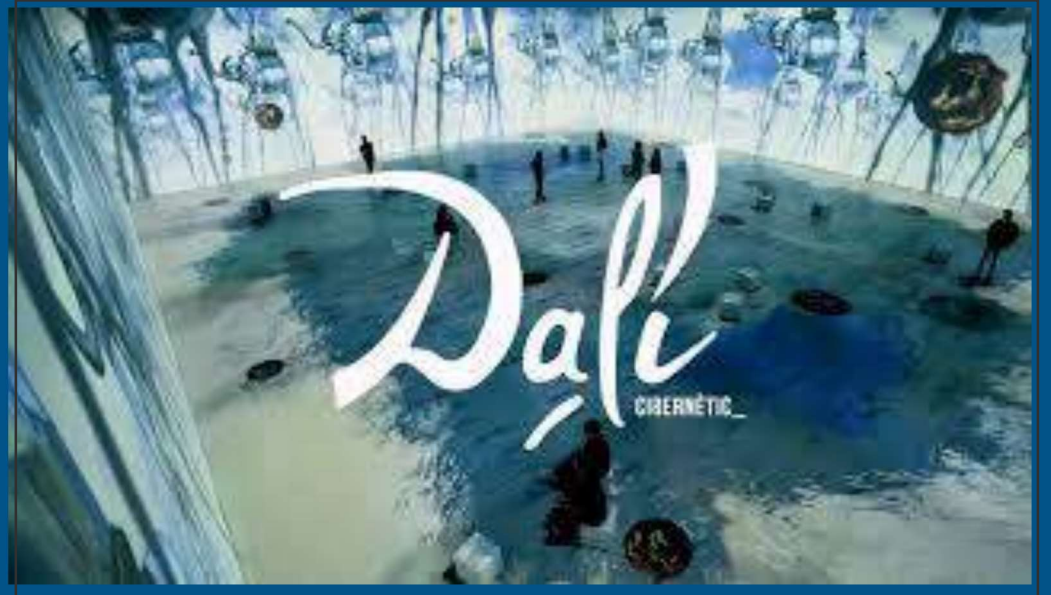
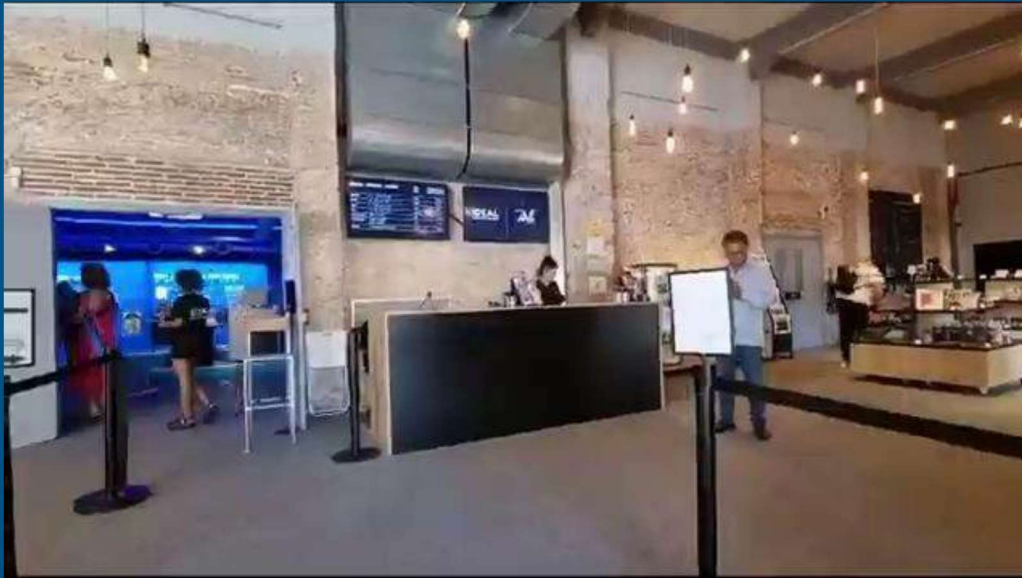
06_ MINIMUM REQUIREMENTS

- _ 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



06_Video Reel





07_Collaborators





COLLABORATORS



08_Layers of Reality



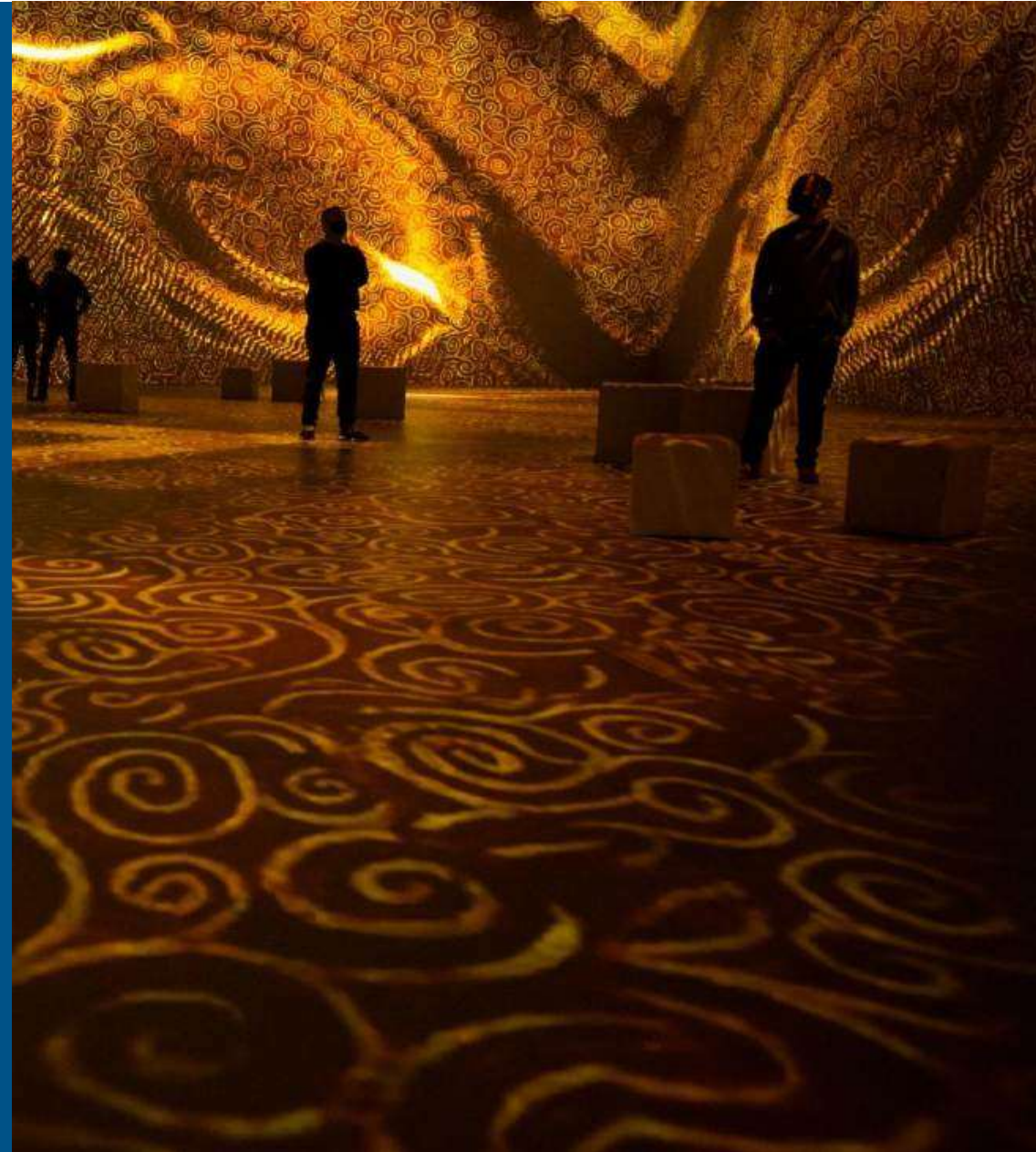
At Layers of Reality, **we redefine the way we perceive and interact with the world.**

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

Inauguration
IDEAL
CENTRE D'ARTS DIGITALS



2022

Inauguration
IAAD
INSTITUT D'ARTS DIGITALS



2024

Inauguration
BOMBAS OENS
CENTRE D'ARTS DIGITALS



2019

OCTOBER
Monet, the Immersive Experience at **IDEAL**



2021

APRIL
Klimt: The Immersive Experience at **IDEAL**



NOVEMBER
Frida Kahlo, the life of an icon at **IDEAL**



2023

MAY
Dragons and Modernism at **Centre d'Art Amatller**



JUNE
Sorolla, a new dimension at **La Marina de València**



SEPTEMBER
Pompeii at **MAD**



DECEMBER
The Great Library Of Tomorrow



2020

SEPTEMBER
Barcelona Memòria Fotogràfica at **IDEAL**



2022

JULY AND AUGUST

Pericot at **IDEAL**



Dalí Cybernetics at **IDEAL**



SEPTEMBER

Tutankhamun, the immersive experience at **MAD**



2024

SEPTEMBER

Opening of Jules Verne at **IDEAL**





Ciutats

Albuquerque
Barcelona
Berlin
Bogotà

Brussel·les
Xile
Copenhaguen
Doha

Dublin
Hamburg
Istanbul
Lisboa

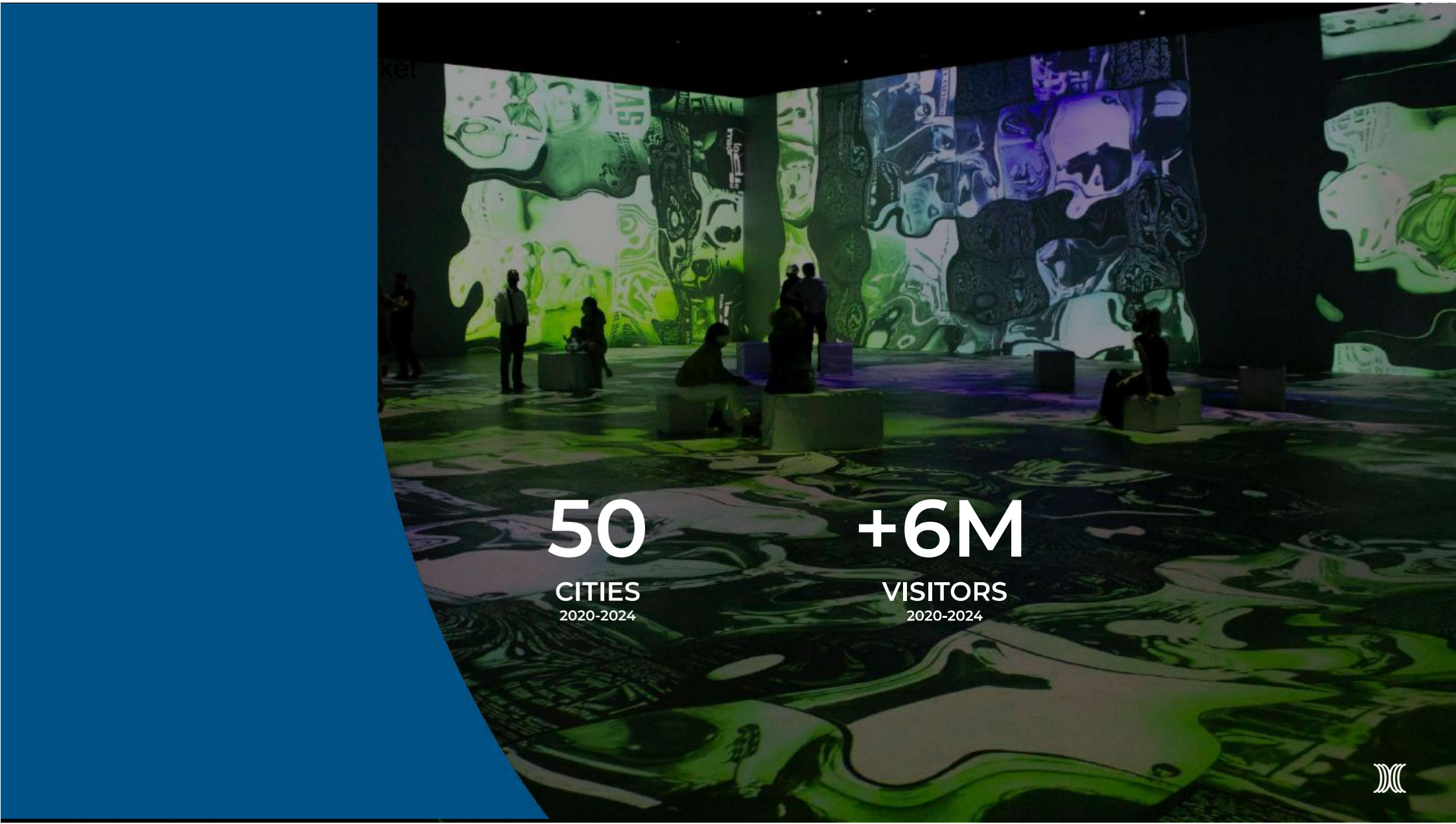
Londres
Los Àngeles
Madrid
Miami

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
2020-2024

+6M

VISITORS
2020-2024





Layers of Reality





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