



MAGRITTE

THE IMMERSIVE EXPERIENCE



Exhibition Hub
Edutainment

V.04022025

Magritte

IMMERSIVE EXPERIENCE

Presentation

MAGRITTE : THE IMMERSIVE EXPERIENCE



Description

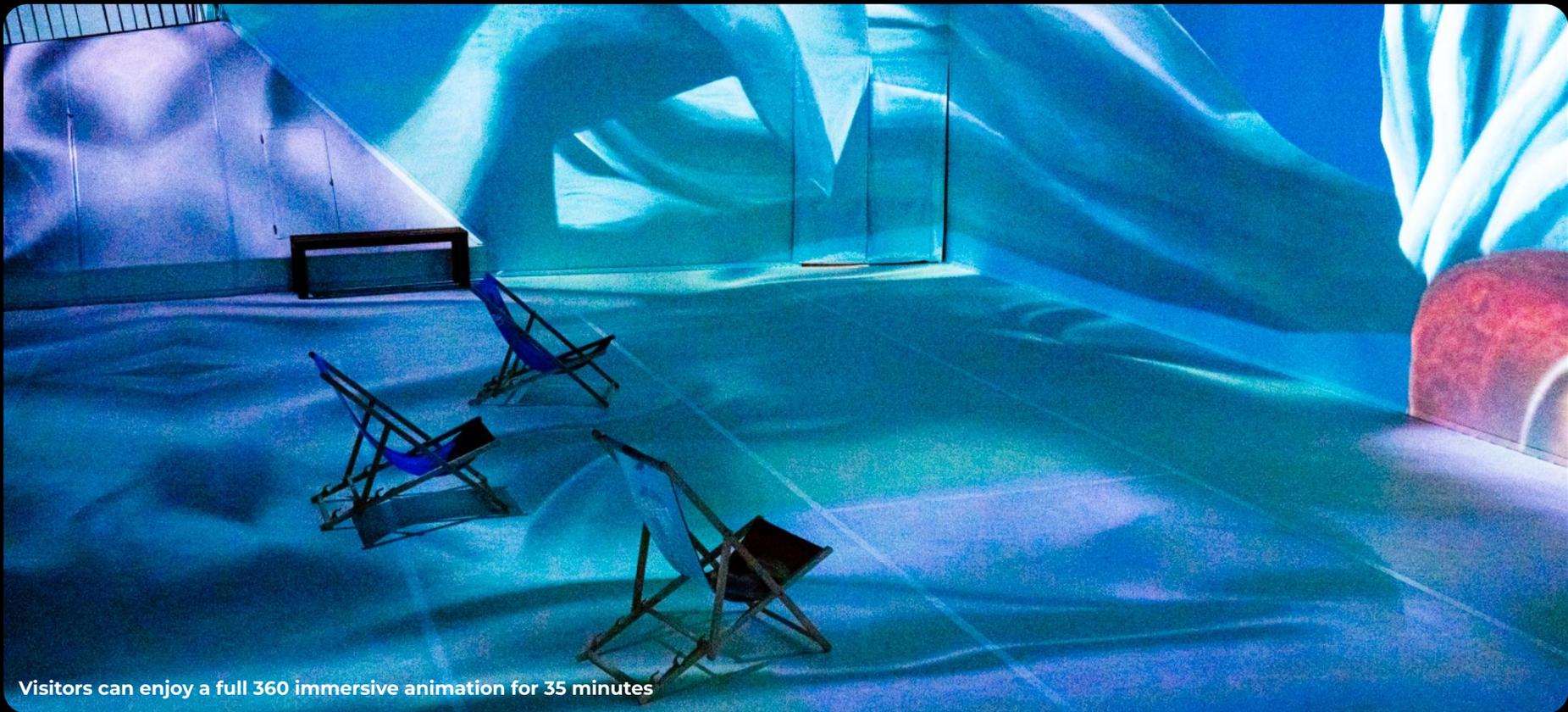
Magritte: the immersive experience will take you on a journey through the mind and art of René Magritte. From his abstract period to his most famous surrealist paintings, you'll traverse a complete immersive universe surrounded by his genius.

With this one-of-a-kind immersive exhibition authorized by Magritte's estate, over 300 paintings from around the world are digitized in high definition and brought to life through a dynamic and interactive experience.

A WORLD'S EXCLUSIVITY

AVAILABLE NOW !





Visitors can enjoy a full 360 immersive animation for 35 minutes



Paintings recreated on a human scale allow visitors to literally become part of Magritte's work.

EXHIBITION BIG FIGURES

+300
Artworks

Used to build the
immersive show

1.500

Squared Meters: the
ideal ground surface
needed

6 TO 8

Meters high: the ideal
ceiling height for optimal
projections

25-54

Our core target
audience, this
segment represents
68% of our tickets
buyers



More than 250 paintings, drawings and sketches by Magritte have been digitised and animated in 2D & 3D to create this immersive show



Alongside some of the artist's most famous works, certain areas take visitors back to the places that shaped his work and inspired him.



Have you ever dreamed of Diving into the heart of a painting?



Description

Embark on an inspiring journey and immerse yourself in the unique world of René Magritte, one of the greatest surrealist artists in the world.

SCENOGRAPHY

Experience a scenography crafted to guide you through René Magritte's surrealist realm, enveloped in a dreamlike ambience where you'll physically step into his art and uncover his genius.

360 PROJECTIONS

Immerse yourself in a vast, immersive room spanning over 1000m², showcasing projections of Magritte's art across his various artistic periods.

VIRTUAL REALITY

Engage in a virtual reality experience, transporting yourself to another world brimming with surreal surprises.



Magritte's surreal world is also reflected in an original scenography, projecting visitors into environments conducive to contemplation

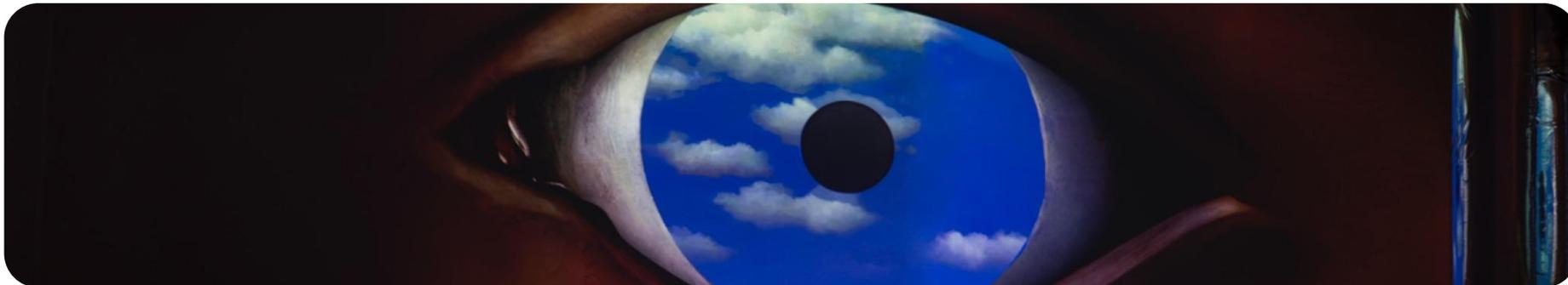


Virtual reality allows visitors to enter the world of Magritte in an even more original way, where they experience a unique journey into the symbolism of René Magritte.



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Contact us

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Let's talk together
About your great ideas!



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