

# Touring Immersive exhibitions

GRAND  
PALAIS  
IMMERSIF

## 1. About Grand Palais Immersif

### About us

Grand Palais Immersif is the affiliate of the Réunion des Musées Nationaux-Grand Palais, an iconic French cultural institution, and of Chargeurs Museum Studio, a global leader in museum services, which is running its activities.

Grand Palais Immersif presents its exhibitions at its unique venue located at the Opéra Bastille in Paris. It produces on average two exhibitions per year and operates international touring of a notable portfolio.

Grand Palais Immersif and Chargeurs Museum Studio undertake special projects to produce content or provide expert services for the development of museums and cultural venues.



## 1. About Grand Palais Immersif

### Our mission

We make art and culture accessible to everyone by offering emotional and educational original immersive experiences through compelling stories, making links between art, history and our contemporary world.

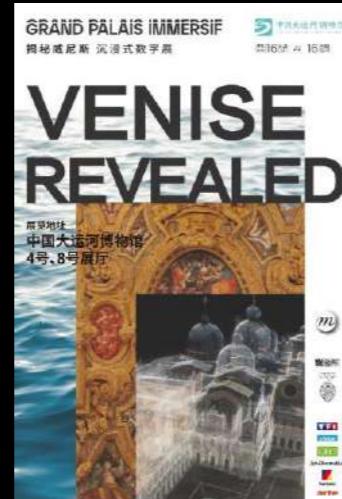
We foster collaboration among artists and experts when producing and touring exhibitions, producing scenography, special format films, original music, and interactive exhibitions of highest impact.



## 2. Grand Palais Immersif Touring

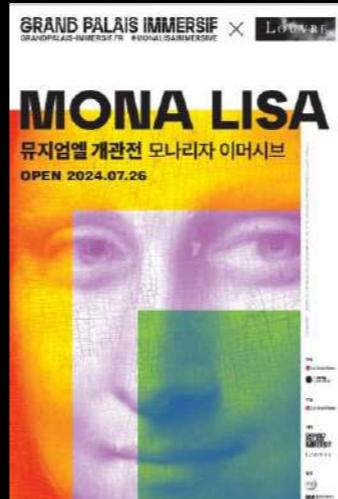
### Our exhibitions

Innovative, spectacular,  
and enlightening experiences  
presenting unforgettable stories



Yangzhou Grand  
Canal Museum

China  
June 2024

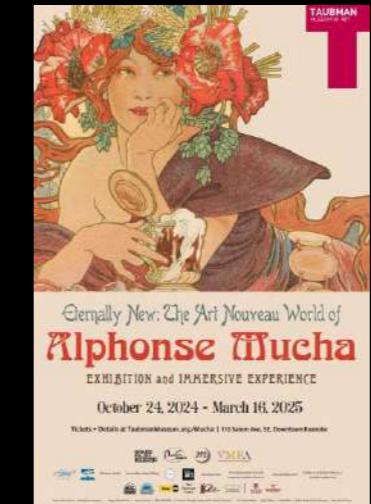


Incheon Museum of Art

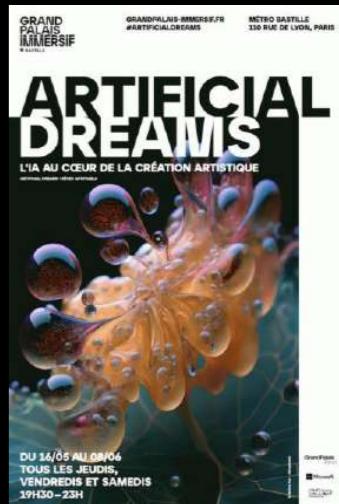
Korea  
July 2024



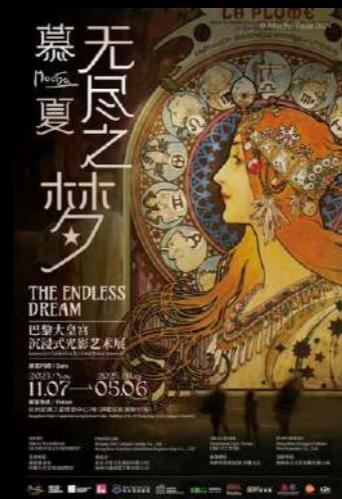
Shenzhen Sea  
World Cultural and  
Art-Center  
China  
September 2024



Roanoke Taubman  
Museum of Art  
USA  
October 2024



Milano Meet Digital  
Center  
Italy  
October 2024



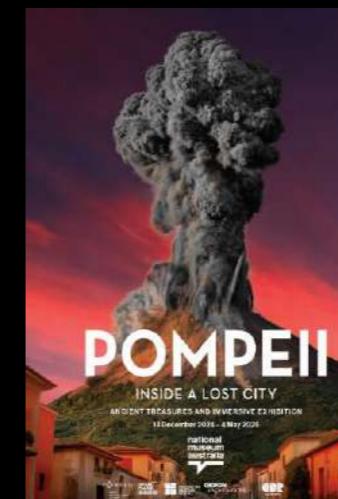
Hangzhou Wulin  
Constellation Center

China  
November 2024

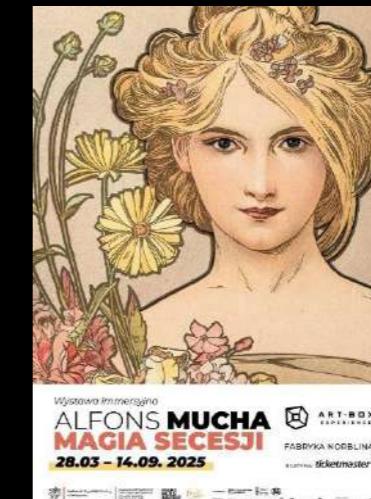


Tokyo Bunkamura  
Museum of Art

Japan  
December 2024



Canberra National  
Museum of Art  
Australia  
December 2024



Artbox Experience  
Poland  
March 2025



DRENTS Museum  
Netherlands  
July 2025

## 2. Grand Palais Immersif Touring – Recent exhibitions

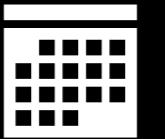
### National Museum of Australia

Canberra, Australia

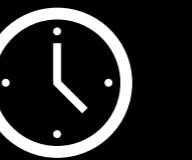
December 2024 to May 2025



1,4k visitors per day



6 months



1h journey

- Pompeii Immersive was tailored to NMA which requested 120 works of arts and artefacts.

### Bunkamura Museum

Tokyo, Japan

December 2024 to January 2025



1,3k visitors per day



6 weeks



50min journey

- Eternal Mucha was adapted for a 360° configuration with 5 additional rooms.



## 2. Grand Palais Immersif Touring

### Key Terms

#### Size and duration

- From 250 sqm to 1,200 sqm
- 4m ceiling minimal height
- All exhibitions provide for a visit of between 55 minutes and 1h30

#### Implementation

- 4-month implementation time from agreement to opening
- Exhibitions may be delivered on a turnkey basis or implemented by the venue (upon approval and quality control by Grand Palais Immersif)
- Technical riders, implementation specifics, and installation partners are provided by the Grand Palais Immersif

#### Hire Fee and Exhibition Costs

- 4 months minimum
- License Fees with a Minimum Guarantee (MG)
- Variable fees on ticketing revenues after MG amortization
- Technical fees according to specifics of the venue, including quality control.
- Marketing, communication, and opening expenses TBD.

The same equipment can be used for multiple exhibitions.

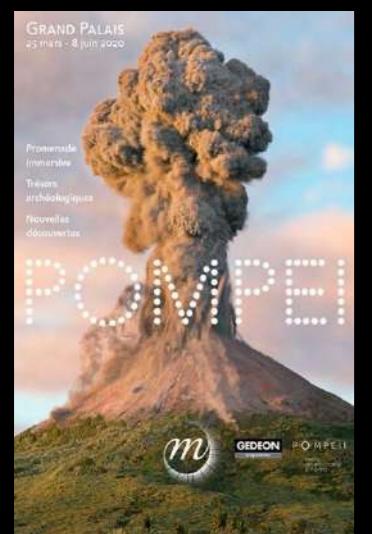
### 3. Our portfolio

### 3. Our portfolio

## Visit Pompeii alive, buried, unearthed

Pompeii Immersive, at the heart of Splendor and Tragedy, presents Pompeii reconstructed, enveloped in monumental imagery, and enriched with archaeological artifacts.

Visitors step into the role of inhabitants on that fateful day in 79 AD and the one of present time archaeologists, uniting the realms of history, science and art. This exhibition is a hybrid format with virtual reconstitution of a dynamic street-life, giant projections with the spectacular and invasive 360° eruption of the Vesuvio, films about archaeological latest findings and a scenography with four domus and the display of jewelry, frescoes, casts, sculptures.



In Paris



200K visitors



104 days



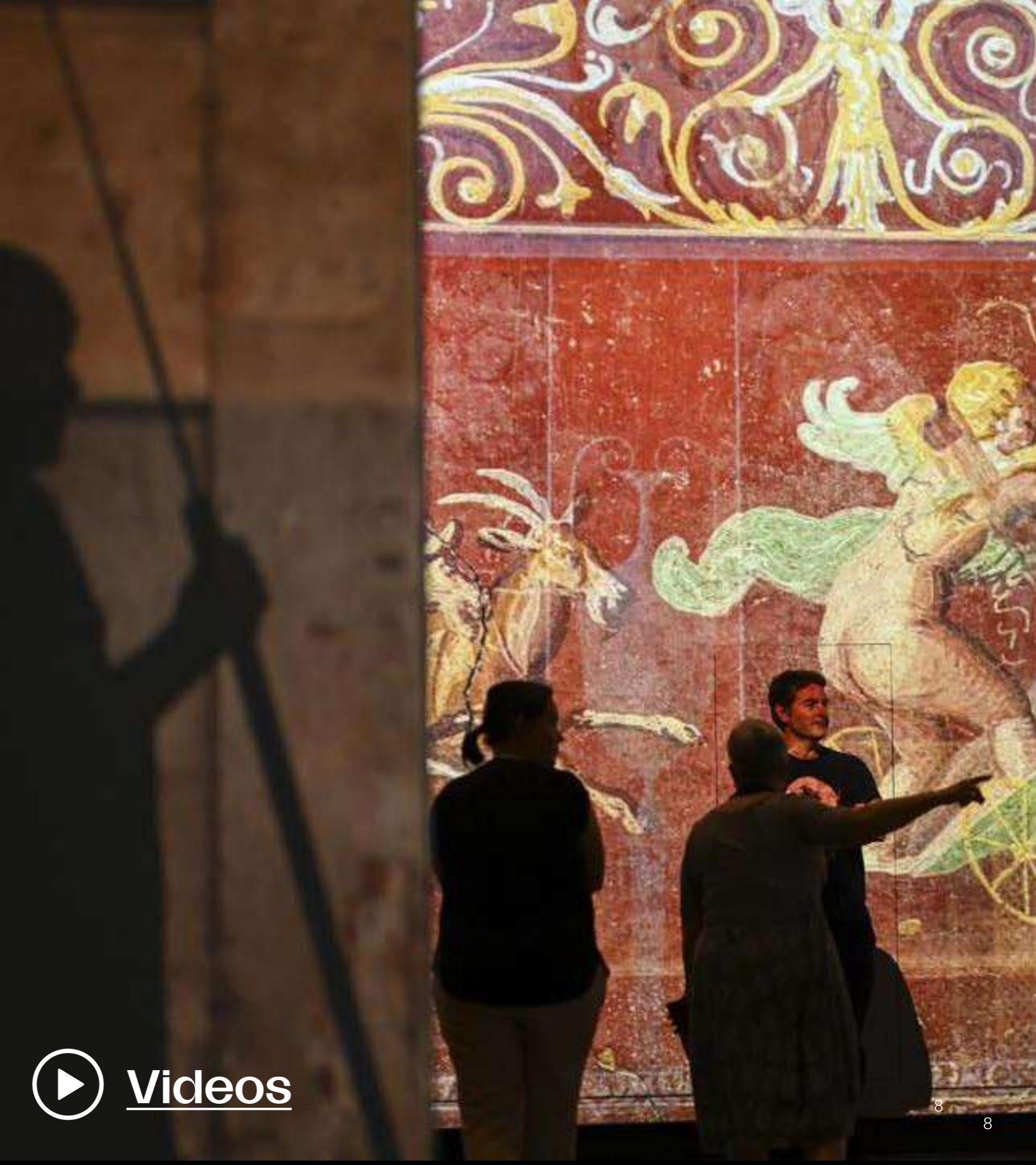
Hybrid exhibition



1h10 journey



Grand Palais, Paris, France  
SWCAC, Shenzhen, China  
NMA, Canberra, Australia



Videos

### 3. Our portfolio

## Venice Revealed, Dive in the city of all arts

Venice Revealed is a unique immersive experience using scenography and technologies bringing together arts, history and sciences. It is a journey above, in and through the Serenissima, its palaces, works of arts, times past and possible future.

To walk through walls and discover what hides behind them is the dream of all lovers of Venice. Thanks to drone photogrammetric extensive Unesco campaign, this exhibition is offering an experience that feels both familiar and refreshingly unique. It also includes an Assassin's Creed in Venice developed by Ubisoft.



In Paris



90K visitors



4,5 months



Hybrid exhibition



1h20 journey



Grand Palais, Paris, France  
Grand Canal Museum, Yangzhou, China



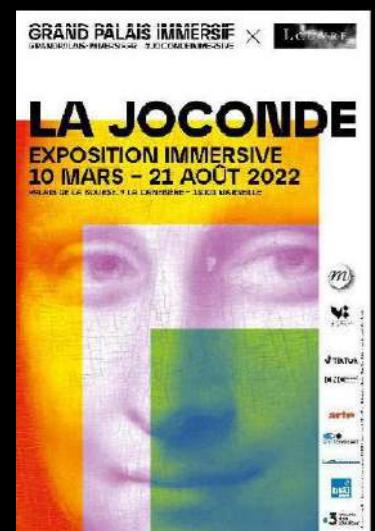
Videos

### 3. Our portfolio

#### **Mona Lisa, step into her portrait and stories**

The Mona Lisa, an Immersive Experience, is an exclusive worldwide co-production with the Musée du Louvre, offering a captivating encounter with the world's most famous painting, unveiling hidden details through unique interactive features.

Visitor wander in contemplative, sensory, and interactive installations, where discoveries and narratives unfold in unedited ways. Immersed in the breathtaking landscapes of Leonardo da Vinci, they are invited to explore six distinct storytelling spaces and interactive exhibits, each offering a unique journey enhanced by Rone's exclusive musical composition.



**In Paris**



40K visitors



4,5 months



Digital exhibition



1h10 journey



 **Videos**



Bourse du Commerce, Marseille, France  
Museum L, Incheon, Korea

### 3. Our portfolio

## A sensory dive into the world of Mucha

Rendez-vous with Mucha showcases an extensive discovery of the pioneer of Art Nouveau, Alphonse Mucha, from his famous billboards for Sarah Bernhardt to the 1900 universal Exhibition in Paris, until his Moravia and the Slav Epic humanist giant works.

This one-of-a-kind exhibition proposes a multi-sensorial experience (image, sound, fragrances, physical wandering) in and beyond Art Nouveau. It is a tribute to refinement, elegance and modernity and shows a great influencer of the Flower Power, manga, video games and even body art worlds.



### In Paris



160K visitors



4,5 months



1.2M€ shop sales



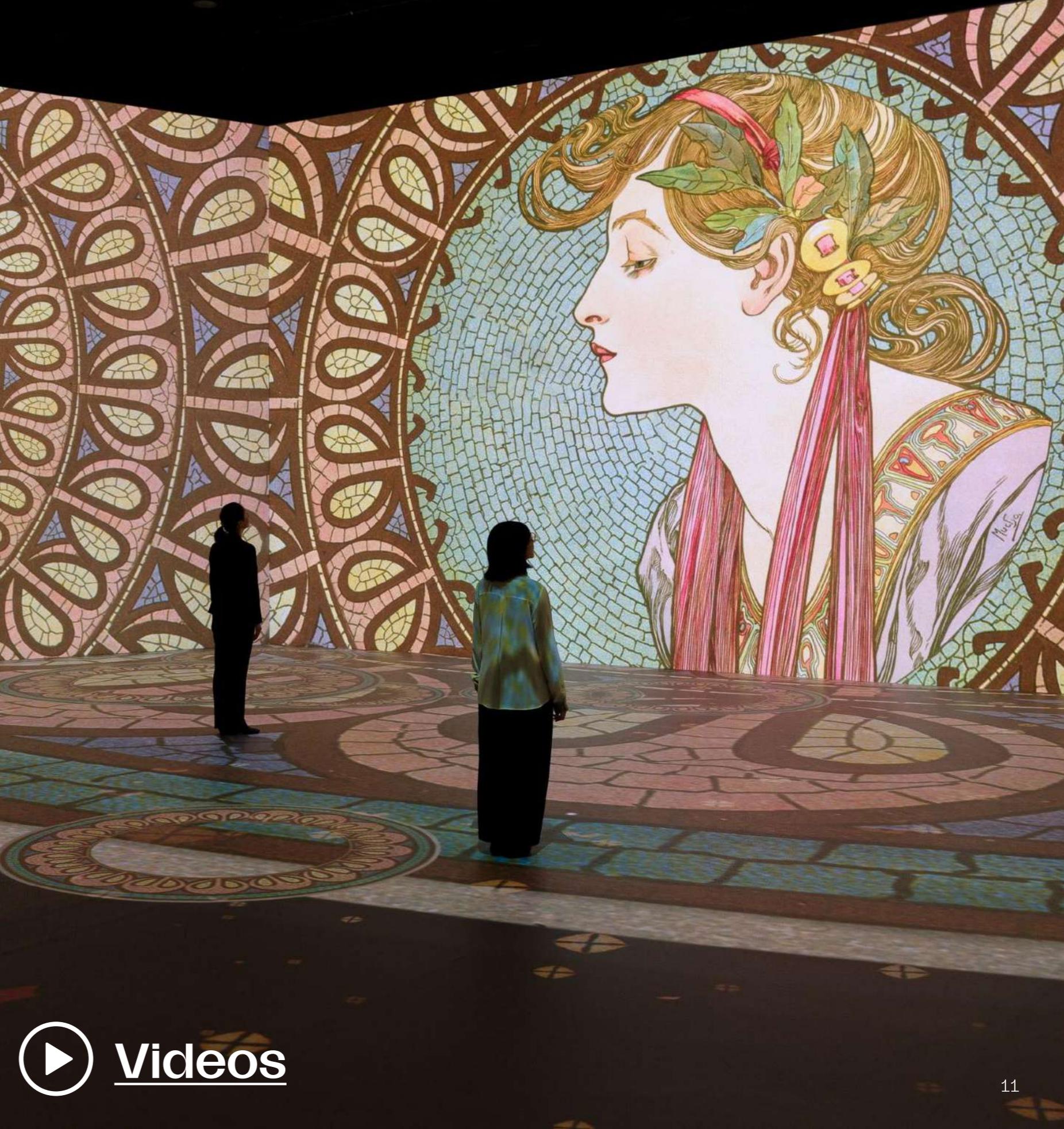
Hybrid exhibition



1h00 journey



Grand Palais Immersif, Paris, France  
Artbox, Warsaw, Poland  
Drents Museum, Drents, Netherlands  
Taubman Museum of Art, Roanoke, USA  
Wuxin Constellation Center, Hangzhou, China



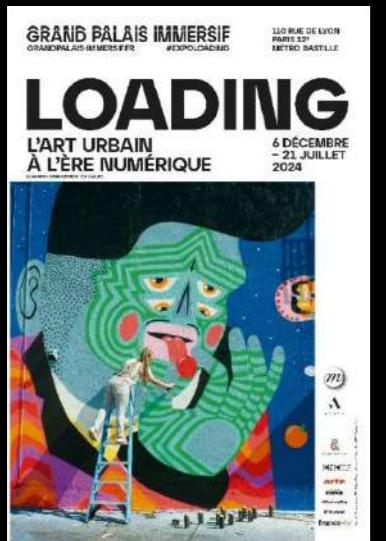
Videos

### 3. Our portfolio

## Live urban art revolutions

Speaking Walls, presents Urban Art immersion from the New York subway to giant land art using drones. It explores the artistic recognition of urban art and its evolution in the digital age, featuring 100 artists from 15 countries.

Visitors experience urban art at an urban scale, accompanied by original music and dynamic mixes. The exhibition shows how artists face recent societal and technological advancements, it highlights the profound influence of digital tools, search for visibility by all means, for more universal approaches and messages, all driven by significant artistic dedication.



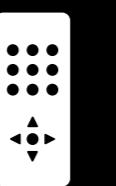
### In Paris



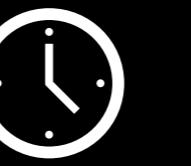
110K visitors



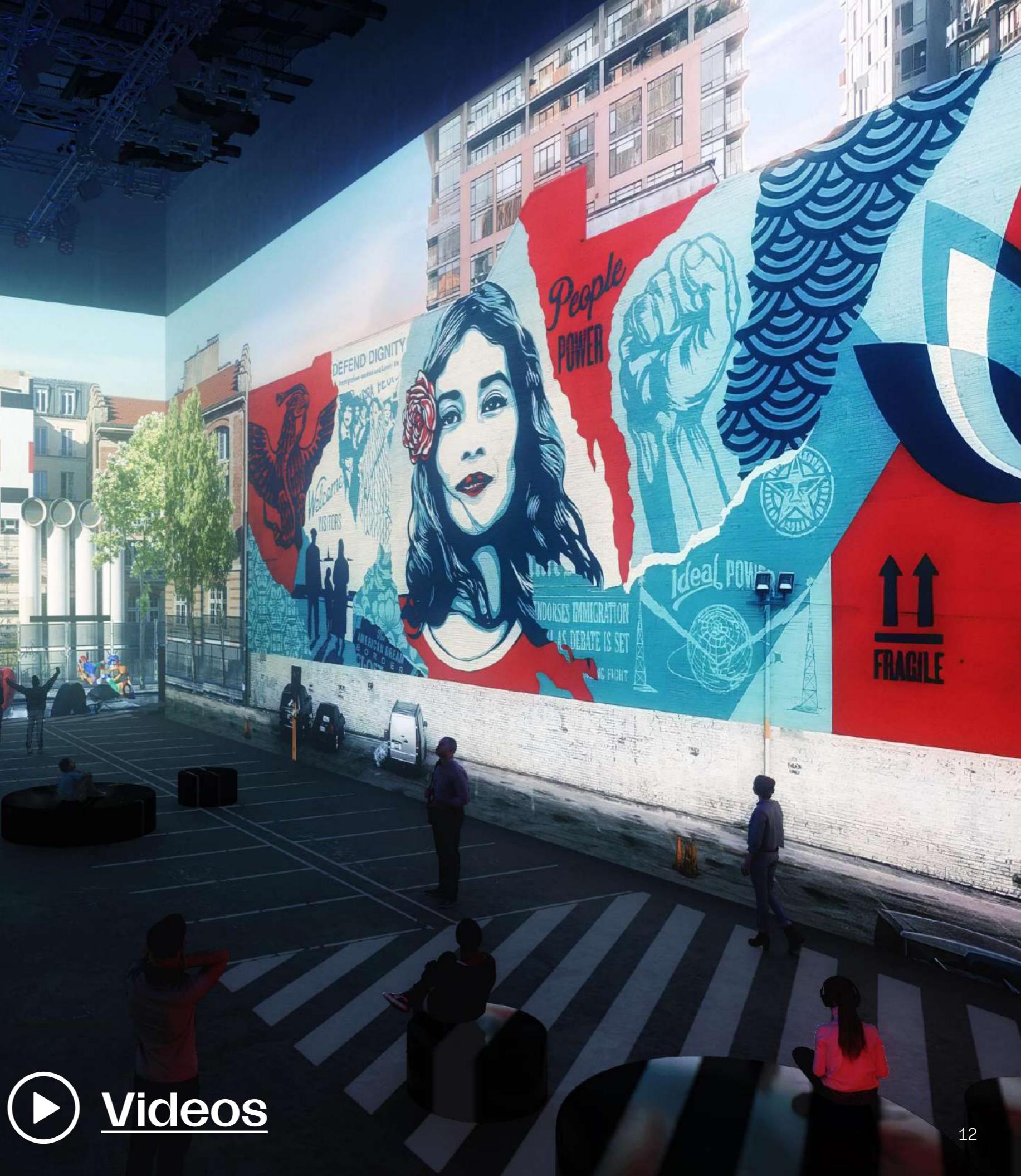
7 months



Digital Exhibition



1h00 journey



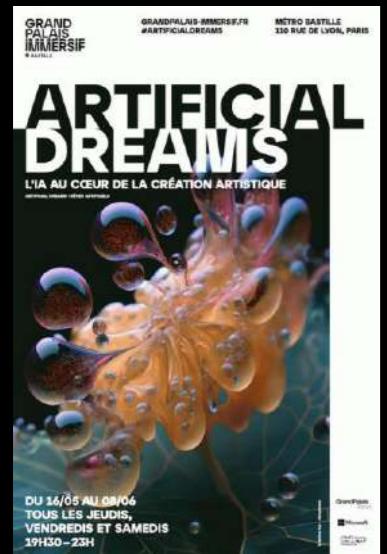
Videos

### 3. Our portfolio

## Enter the world when AI meets artists

Artificial Dreams is a large-format and spectacular dive into the poetic world of generative algorithms and digital creation assisted by AI, featuring 14 original works of art in an immersive, interactive and staged formats.

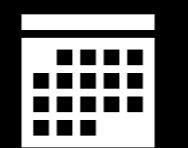
Thanks to some of the most creative international artists of the moment, invited to create and contribute to a first-of-its-kind Project, visitors are ravished in new, fabulous and sometimes disturbing worlds via giant screens, video presentations and interactive devices.



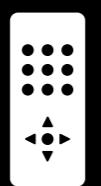
In Paris



1K visitors per day



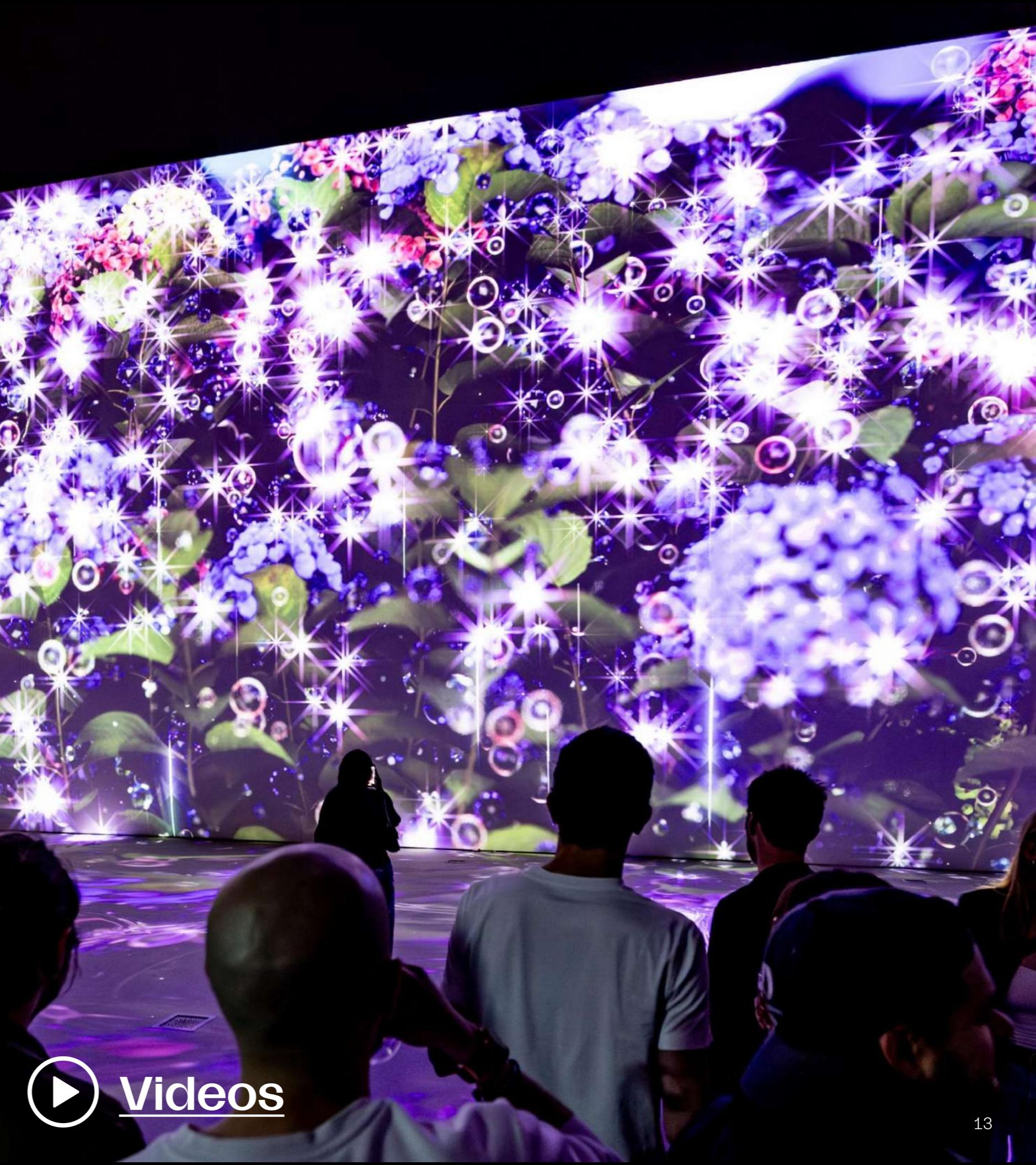
12 months



Digital Exhibition



1h00 journey



Videos



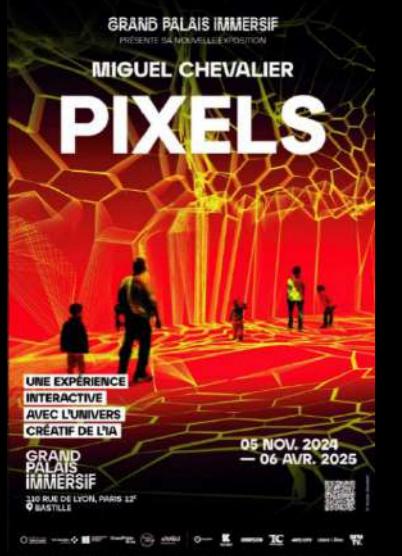
Grand Palais Immersif, Paris, France  
MEET Digital Center, Milano, Italy

### 3. Our portfolio

## Meet the digital art pioneer Miguel Chevalier

PIXELS takes over the space of the venue with a collection of key works and new productions of Miguel Chevalier. Beauty, motion, and Artificial Intelligence come together, inspire wonder and fascination, captivating all who encounter them.

The exhibition invites visitors to engage with the creations of the Machine—physically, emotionally, and intellectually. Following a customized configuration and the involvement of the artist himself, the Exhibition is designed mixing narratives and space, progression of experiences that inspire wonder, spark questions and reflections, and engage individuals and groups alike.



### In Paris



1,2K visitors per day



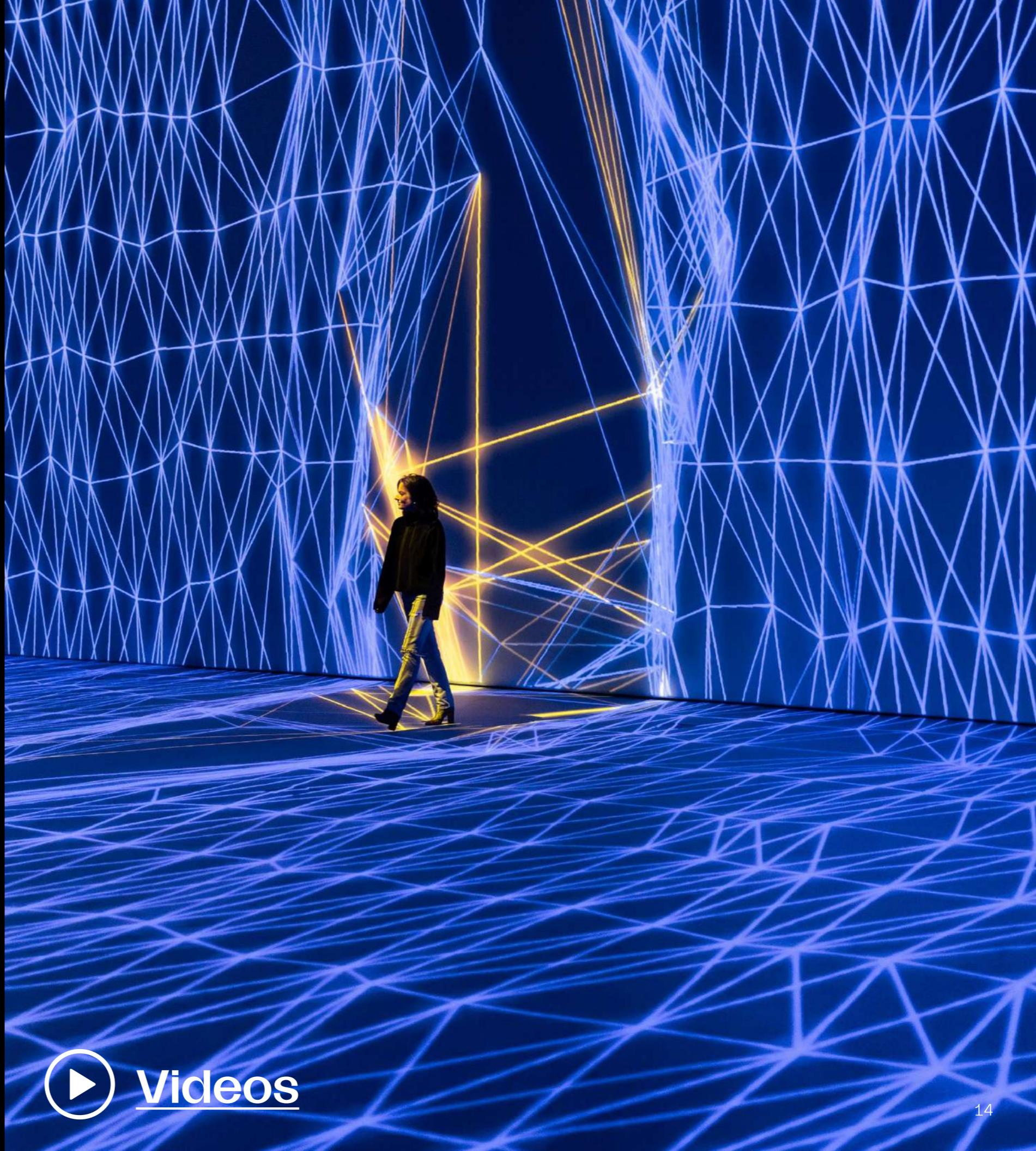
7 months (extension)



Hybrid exhibition



50min journey



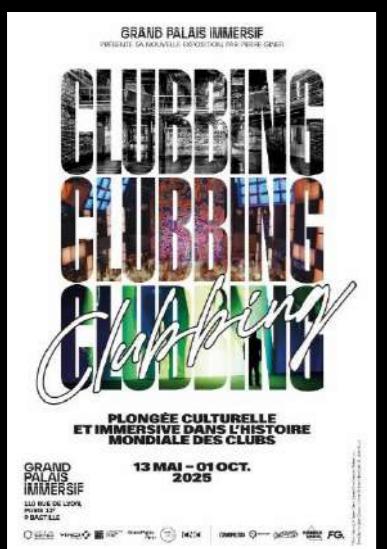
Videos

### 3. Our portfolio

## CLUBBING – History is danced at night

CLUBBING is a dive into the multifaceted and highly artistically and socially creative culture of night clubs, in history and across the world. It is above all an opened door to a most special immersive and interactive multisensorial atmosphere, highly musical and dancing, with own and fellow visitors' avatars, with many topics to discover.

On the simple condition to create own avatar upon entry, Clubbing plunges its visitors into a universe of dance, music, and carefully designed spaces, featuring avatars, oneself, DJs, or iconic figures from the nightlife scene. Experience an immersive journey, within the 1,200 m<sup>2</sup> space of a transformed Grand Palais Immersif—perhaps leaving you transformed.



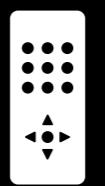
### In Paris



1K per day



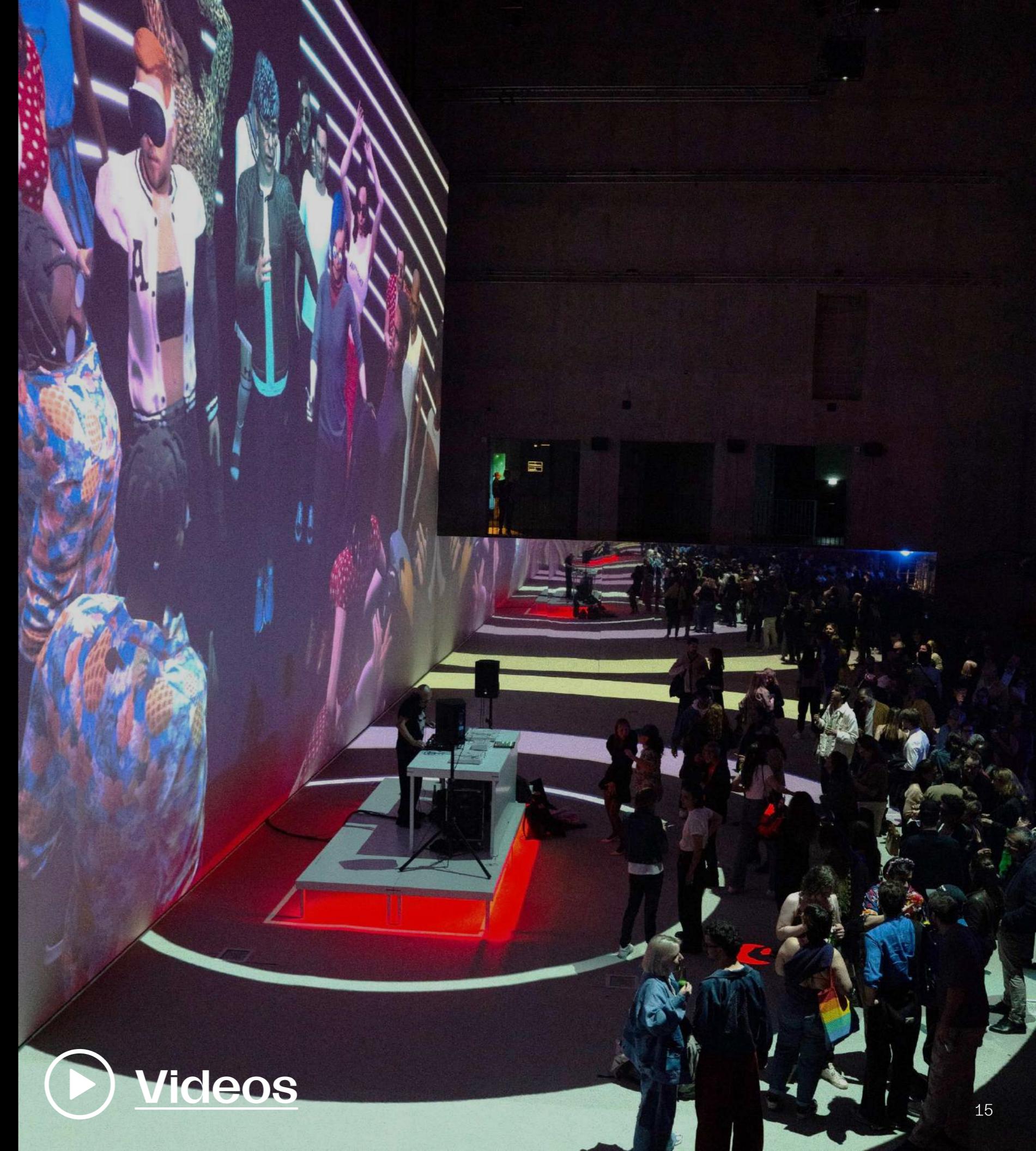
6 months (extension)



Digital Exhibition



50min journey



Videos

## 4. Next steps with us



#### 4. Next steps with us

### **Implementing a common action plan**

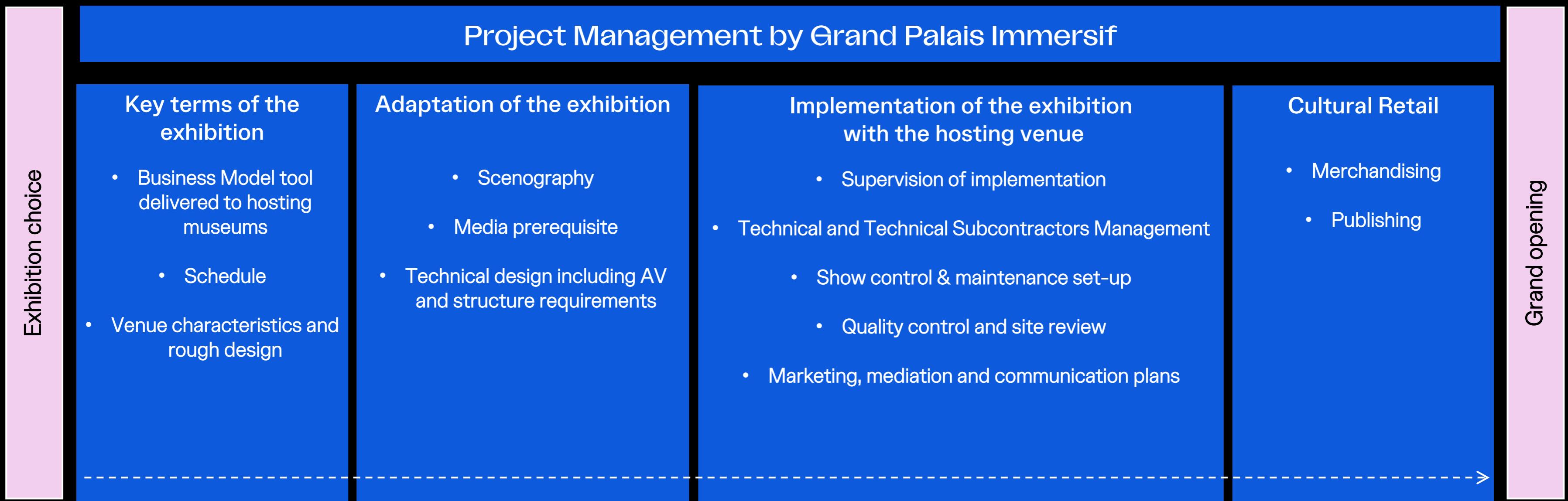
1. Bring together creative, curatorial and technical partners of leading international proficiency
2. Deliver utmost quality programs in the making of scenography, giant format immersive films, music and sound original compositions, graphic design, interactive experiences
3. Offer emotional and educative experiences and access to all
4. Allow scalability, adaption and new projects via international touring



#### 4. Next steps with us

## A Method to optimize value for hosting venues

The Grand Palais Immersif presents full project management from the exhibition choice to the finetuning and the grand marketing opening for each venue, providing its expertise for the entire lifecycle of the exhibition.



#### 4. Next steps with us

## Several set-ups with different budgets

### THE BLACK BOX

A stand-alone 12-24m set-up was developed at 4m height.

To be delivered plug and play with several exhibitions and an open system.



Concept image

### THE TRIPTYCH VERSION

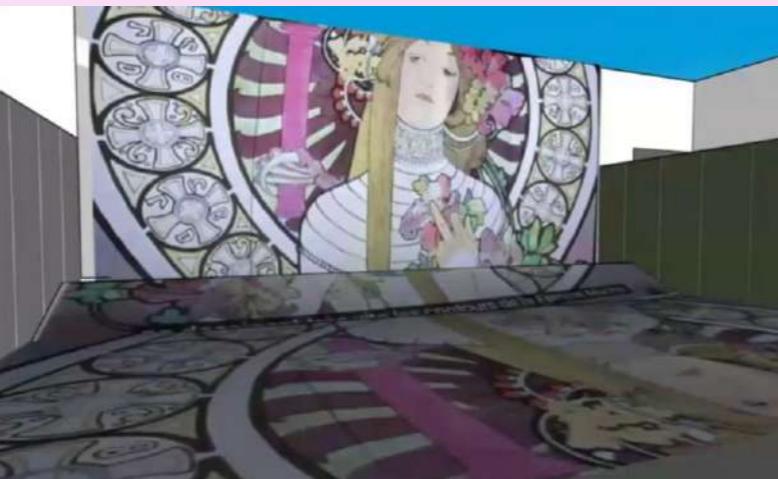
From 5m to 14m height



Hangzhou - Wulin Constellation Center

### THE FLAT VERSION

From 5m to 14 m height



Taubman Museum of Art

### THE 360° VERSION

From 5m to 14m height



Bunkamura Museum of Art

## Contact

Laurent Dondéy – International Touring Director  
[laurent.dondéy@grandpalais-immersif.fr](mailto:laurent.dondéy@grandpalais-immersif.fr)

Touring team  
[touring@grandpalais-immersif.fr](mailto:touring@grandpalais-immersif.fr)

