

PRESKIT

— MUSEUM *of* —  
INFINITE  
REALITIES

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FROM APRIL 13, 2024

**Never seen before in Brussels, in Belgium or even the world. On April 13, 2024, a new kind of experience opens its doors in the heart of the capital, two streets from the Grand Place : the Museum of Infinite Realities (MOIR).**

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## WHAT IS MOIR?

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To understand what MOIR is, you have to forget everything that has been done in terms of cultural activities. The Museum of Infinite Realities is the future of entertainment: a place where the public is no longer spectator but becomes the hero of their own story. MOIR is unique because it combines a narrative entertainment experience, the use of cutting-edge technologies and a personal development approach, all supported by science studies.

MOIR utilises a major system implemented in several spaces in which we find map projections, 5D holographic technology, interactive cameras, portals triggered by the user, personalized sound, the use of Vantablack, the blackest black available, as well as many specialty lights. RFID (radio identification) technology makes it possible to track participant choices and actions in all spaces, for a truly personalized experience.

MOIR is a permanent venue, but the experiences that are developed within it will change over the years.

# INAUGURAL EXPERIENCE

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## Explore The True You

The inaugural “Explore The True You” experience is the perfect introduction to MOIR. On a principle similar to management methods such as DISC, Jung or even Transactional Analysis, the “Explore The True You” experience was designed around six animal guides which each symbolize a type of personality.

### **Scientific research by a group of researchers of the University of Oxford**

These animal guides were specifically created by Dr. Martha Newson's research team. Martha Newson is an associate professor of psychology and a graduate of the University of Oxford and the University of Sussex in cognitive and evolutionary anthropology. She and her team conducted research for MOIR to understand the science behind the connections between people, so that this experience could help us better understand ourselves and how we interact with others. And it is this last part that is important, because before interacting with your family, your friends, your colleagues, you have to learn to know yourself.

To do this, the team of researchers relied on psychology, anthropology, neuroscience and philosophy. She designed a unique personality framework specifically for this experiment and conducted a preliminary study of more than 1,000 participants to create the animal guides. Validated survey measures from psychology were tailored to the unique needs of this immersive experience to make it fun and playful.

Importantly, these animal guides do not correspond to socio-demographic characteristics such as sexuality, age, professional situation or number of children. Rather, it is about one's self and how one connects to others. Through animal guides, MOIR is truly able to help us connect to each other, to the environment, and ultimately to ourselves.

### **The experience**

MOIR is made up of seven rooms and can be experienced in groups of up to twenty-four people. Each participant lives a personal adventure of which he is the hero. In each room, he has to make choices. All data is collected and analyzed in real time using a large technological system based on psychological and neurological methods. This entire system creates a unique and timeless experience, at the end of which the participant leaves with an animal guide, a mirror of his inner self.

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## THE AUDIENCES

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### **Visitors**

The “Explore The True You” project is aimed at everyone, from 10 years old. MOIR is the ideal activity to do with families, friends, on a first date or as part of school excursions.

Every Thursday, Friday and Saturday evening, MOIR organises time slots exclusively reserved for people aged 18 and above : the “MOIR Lates”.

### **Events**

MOIR is also a location for team building events. As a unique venue in Belgium to help teams understand each other better, MOIR is the perfect location for team-building events. In addition, its cutting-edge immersive technologies offer a unique solution for private parties, product launches and holographic presentations.

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## THE TEAM BEHIND THE PROJECT

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The visionary team behind MOIR brings together two global leaders in immersive experiences and real estate ; Cinimod Studio and Everland.

**Cinimod Studio** drives the creative vision for MOIR. A trailblazer in narrative-driven experiences, they are known for creating world-first installations for elite global brands like Ralph Lauren, McLaren, Adobe, Microsoft, and Rolls-Royce. Cinimod Studio infuses the MOIR experience with unparalleled technological wizardry and storytelling finesse.

**Everland** brings expertise in real estate and operations to MOIR. An international developer and operator with a portfolio across residential buildings, hotels and retail projects, Everland's ensures that each prime MOIR location is not just a venue but a seamlessly operated destination.

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## PRACTICAL DETAILS

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**Website**

<https://www.museumofinfiniterealities.com>

**Open to public**

Saturday April 13, 2024

**Opening hours**

Monday to Saturday: from 1pm to 8pm

Sunday, holidays and school holidays: from 10am to 8pm

**Location**

32 rue du Marché aux Poulets  
1000 Bruxelles

**Rates**

Starting from 18,90€

**Practical details**

Total duration of the experience: approximately 1h30

Age required: above 10 years old

**Tags**

@themuseumofinfiniterealities

**PRESSCONTACT**

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