

PRESS RELEASE

“Christmas Adventure”

An immersive Christmas adventure for all ages, in the heart of the Brussels Christmas Market

25 November 2024 > 5 January 2025

at MOIR (Museum of Infinite Realities)

No.2 things to do in Brussels on Trip Advisor

This holiday season, the *Museum of Infinite Realities (MOIR)*, TripAdvisor’s #2 rated attraction after launching its hit debut show *Explore the True You*, will unveil its newest immersive experience, *Christmas Adventure*, from November 25th.

Christmas Adventure invites young and old alike on a Christmas adventure whose most important mission is to help Santa's elves deliver Christmas! The journey begins at the elf headquarters, where the adventurers meet the chief elf, who gives them an urgent message: *‘We need more elves! Demand is so high this year that we need your help!’*

For this new experience, MOIR is using its cutting-edge technology (including its 5D holographic theatre) to invite visitors of all ages to extend their visit to the Brussels Christmas Market by immersing themselves in the Christmas spirit through a unique and interactive experience.

The journey continues with a series of magical rooms:

- **Room One: The Call to Adventure**
Meet the Head Elf, who explains the perilous state of the North Pole. You must help Santa and his elves deliver Christmas
- **Room Two: Discover Christmas**
Discover what the spirit of Christmas is all about listening to Christmas fairytales, finding the Reindeers and searching for the meaning of the Christmas spirit.
- **Room Three: Journey to the North Pole**
Follow the illuminated path as you make your way to the North Pole, guided by magical lights and your trusty torch.
- **Room Four: Elf Workshop Challenge**
Help the elves decorate the Christmas tree, solve puzzles, and bring the enchanted forest to life in this interactive workshop.

- **Room Five: The North Pole Party**

Join the elves in song and dance to boost the Christmas cheer. Your festive participation is essential to passing Elf Academy.

- **Room Six: Meet Santa and assist in your final task**

The adventure culminates in a magical encounter with Santa himself. Power up the Sleigh 3.0 and test drive Santa's new sleigh in a holographic journey.

- **Room Seven: Graduation and Farewell**

Complete your journey by receiving an *Elf Academy* certificate.

About MOIR (Museum of Infinite Realities)

Opened in April 2024, MOIR is Brussels' first immersive experience destination, using advanced holographic technology and innovative storytelling to transform and transport visitors into captivating, multi-sensory worlds. With a mission to inspire imagination and creativity, MOIR has quickly become a must-see cultural attraction, attracting visitors from all over the world.

PRACTICAL INFORMATION

Address

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Website et reservations

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