

# HORIZON OF KHUFU

A VIRTUAL REALITY JOURNEY TO  
THE EGYPT OF THE PHARAOHS

PRESS KIT

Créé par

excurio

Présenté par

tempora<sup>®</sup>



Exhibition Hub  
Edutainment

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Partenaires

LE SOIR

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De Standaard





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## THE IMMERSIVE EXPEDITION TO THE HEART OF THE GIZA PLATEAU ARRIVES AT TOUR & TAXIS

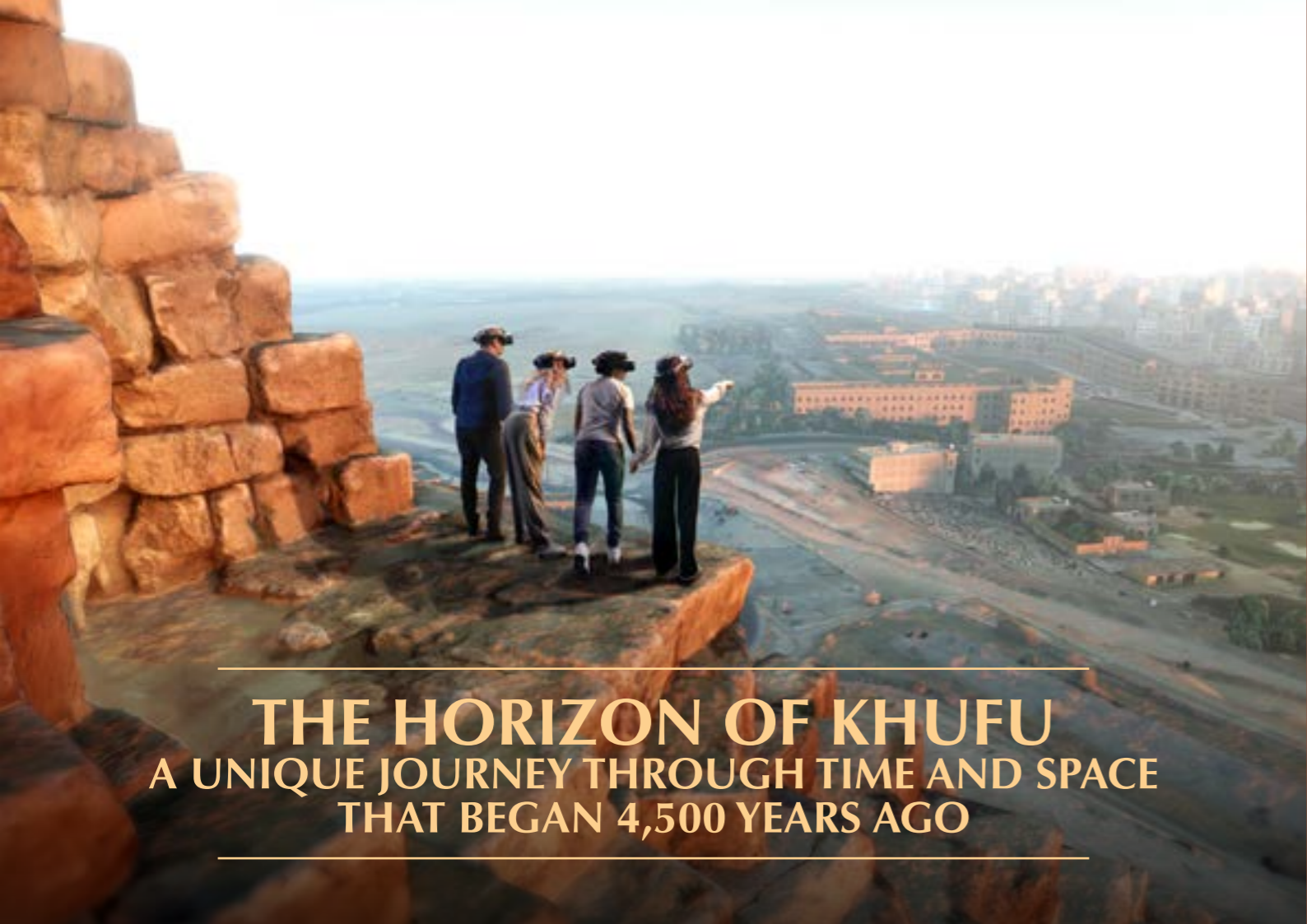
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After its launch at the Institut du Monde Arabe in Paris in June 2022 and with over 300,000 visitors worldwide, The Horizon of Khufu continues to win over the public and will be installed from February 17 at Tour & Taxis, Brussels.

This immersive expedition to the heart of the Great Pyramid of Giza uses the possibilities offered by virtual reality to take large numbers of visitors on a journey through time and space to the heart of one of the seven wonders of the world: take incredible walks, enter the Queen's Chamber usually off limits to the public, take a (virtual) climb to the top of the pyramid and discover the horizons of the city of Cairo as it is today and was in ancient times. By offering a cultural experience that is both sensory and fun, The Horizon of Khufu invites "adventurers" of all ages to discover the wealth of Egyptian civilisation while spending time with family and friends, all without leaving Brussels!

The experience, designed with the assistance of a professor of Egyptology at Harvard University, is part of a new format spanning culture and entertainment.





## THE HORIZON OF KHUFU

### A UNIQUE JOURNEY THROUGH TIME AND SPACE THAT BEGAN 4,500 YEARS AGO

The pyramid of Khufu is the only one of the seven wonders of the world to have stood the test of time. Proof of Egyptian architectural genius, it dominates the Giza Plateau and the city of Cairo. Built between 2,590 and 2,565 BC, this 146-metre-high stone building was originally the largest ever constructed by man. Built to house King Khufu in his final resting place, the pyramid continues to fascinate visitors from all over the world.

The Horizon of Khufu is the result of three years of research and development by Emissive under the Excurio brand, an international leader in virtual and augmented reality. It gives visitors the illusion of travelling freely, thanks to virtual reality hardware and an area spanning over 800 m<sup>2</sup>, to the heart of one of humanity's most important archaeological sites. Equipped with a state-of-the-art VR headset, visitors need just a few seconds of adjustment to be transported more than 3500 km from Brussels, to the foot of Egypt's highest pyramid, embarking on a journey back to the third millennium BC. These numbers are enough to make your head spin, much like the sensation evoked by this exploration through time and space.

Visitors – each represented by an avatar – first enter the heart of the pyramid. Take a stroll through the galleries and areas off-limits to the public, until you reach the top, where you can enjoy a breathtaking view of modern Cairo and the Giza Plateau. Climbing up high

and moving freely around the monument, they get a feel for its ancient purpose and immerse themselves in the latest archaeological discoveries on the site.

Finally, travellers are invited aboard a funeral barge on the Nile to witness the funeral of King Khufu 4,500 years ago.







## AN ORIGINAL, INTERACTIVE VISIT TO THE HEART OF ONE OF THE SEVEN WONDERS OF THE WORLD

The journey begins just outside Cairo, as the sun beams down on the majestic pyramid of Khufu, the tallest in Egypt and the only one of the Seven Wonders of the Ancient World to survive to the present day.

Gathered at the foot of the monument, the visitors – their avatars – are greeted by Mona, a talkative virtual guide who leads the 45-minute tour. The group begins their excursion by walking along the north façade, until they reach a hole dug in the 9th century to access the pyramid. Above, the main entrance at 15.63 metres above ground level, originally invisible and still sealed, is topped by vaults and lintels carved from massive monoliths. The explorers then enter the tomb and soon discover the great gallery, a true marvel of ancient Egyptian architecture. At a height of 8.6 metres, the walls narrow using an ingenious corbelled system. The corridor is over 47 metres long and leads to an antechamber adjoining the "King's Chamber" and its sarcophagus.

Alongside Mona – and a tabby cat that the most observant participants are sure to notice – visitors gradually delve into the depths of the monument. They enter the "King's Chamber". The starkness of the walls and ceiling is striking, revealing the colossal dimensions of the stone blocks that make up the pyramid. The pharaoh's sarcophagus is enthroned in the centre. Suddenly, the lights go out. To restore them, Mona leaves the room for



a few minutes, and that's when Bastet, a majestic cat adorned with sumptuous jewels, appears. Straight out of the Egyptian pantheon, the goddess recounts the story of her time, the era of the pharaohs.

The tour then takes a magical turn and continues with a climb to the heart of the pyramid. Standing on a stone platform that gradually ascends along the vertical axis of the building, visitors explore its internal structure, the architecture of the "Queen's Chamber" – a name that does not reflect its true function – and of the "King's Chamber". Virtual reality gives visitors a new understanding of the monument and access to areas that are otherwise off-limits.

Once at the top of the pyramid, the feline goddess leads visitors into a cavity bathed in light. It opens at the summit, where there is a breathtaking view of modern-day Cairo and the Giza Plateau. Freed from the constraints of time and space, the travelers are able to soar to new heights. They are invited to freely wander among the temples, pyramids and mastabas surrounding the Great Pyramid. They learn about the ancient use of King Khufu's funerary complex and the latest archaeological discoveries on the site.

The expedition continues aboard a solar barque similar to the one discovered in the necropolis in 1950. The vessel travels up the Nile and through time.

Visitors sail to the "Valley Temple", also known as the "Lower Temple", complete with a quay, as it was 4,500 years ago. They then witness the funeral rites performed on the remains of King Khufu – embalming and mummification – before attending the pharaoh's funeral ceremony. Travelers can thus witness the practises and beliefs of the ancient Egyptians.





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**AN EXPERIENCE  
INFORMED BY THE LATEST  
SCIENTIFIC DISCOVERIES ABOUT  
THE PYRAMID OF KHUFU**

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A renowned Egyptologist, archaeologist and epigrapher specialising in the study of funerary architecture, particularly the Giza necropolis, Peter Der Manuelian collaborated on the design of this virtual tour and the historical reconstruction of the buildings and rituals, ensuring the scientific accuracy of "The Horizon of Khufu".

After teaching Egyptology at Tufts University and directing the Giza Archives at the Museum of Fine Arts, Boston, Peter Der Manuelian has been Professor of Egyptology at Harvard University since 2010. Director of the Harvard Museum of the Ancient Near East, he also leads the "Giza Project", which aims to collect and present online all past, present and future archaeological activities at Giza.

Peter Der Manuelian advocates the introduction of new technologies into his research and his teaching programme. In particular, he sees immersive 3D technologies as a tool for archaeological research.



**Peter Der Manuelian**  
Barbara Bell Professor of Egyptology  
at Harvard University  
Director of the Harvard Museum of  
the Ancient Near-East  
Director of The Giza Project



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**EXCURIO  
A PIONEER AND LEADER  
IN IMMERSIVE VIRTUAL  
REALITY EXPERIENCES**

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Excurio's Immersive Expeditions draw on scientific rigour that ensures the transmission of knowledge. Each expedition is based on faithful and meticulous historical reconstructions, carried out by experts in the fields of architecture, archaeology and history. These ultra-realistic, educational and accessible experiences aim to attract and retain new audiences seeking adventure, excitement and knowledge.

*"Launching the Horizon of Khufu after several months of work with Professor Der Manuelian is an honour for us and is more than just symbolic: it confirms the scientific rigour we aim to bring to our content, offering a new generation of family and friends outings that blend entertainment and culture."*

Fabien Barati and Emmanuel Guerriero, founders of Emissive and Excurio

*"Our ambition is to make Excurio a benchmark brand in immersive cultural expeditions, by developing our content catalog in partnership with the world's leading cultural institutions and our distribution network."*

Fabien Barati and Emmanuel Guerriero, founders of Emissive and Excurio

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## ABOUT EXCURIO

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With Immersive Expeditions, Excurio offers a unique experience format: thrilling virtual reality adventures to be enjoyed by large crowds of people in free-roaming, in large spaces, combining knowledge and exciting intrigue.

*Horizon of Khufu, Eternal Notre-Dame, Life Chronicles, Tonight with the Impressionists Paris 1874...* Excurio productions have already attracted over a million visitors, from Shanghai to Montreal and Paris, in prestigious cultural institutions and a network of dedicated venues.

Developed in collaboration with renowned scientists and historians, Immersive Expeditions physically and emotionally involve visitors in the discovery of our historical, artistic and scientific heritage. Excurio's mission: making culture accessible through wonder.

Set to become a standard in cultural entertainment, Immersive Expeditions are based on a proprietary technological platform, also developed by Excurio, to manage record visitor flows.

Excurio, originally a brand of Emissive, founded by Emmanuel Guerriero and Fabien Barati in 2005, became the company's new name in 2024 to support these ambitions. Emissive is known for the award-winning virtual reality experiences *The Enemy* (2015) and *Mona Lisa: Beyond the Glass* (2019).

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## ABOUT TEMPORA

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Tempora is a Belgian agency specializing in the design, creation, promotion, and management of museums, exhibitions, and cultural facilities.

Founded in Brussels in 1998 by Benoît Rémiche, the company now has around 100 employees and several cultural sites in France and Belgium. Tempora has established itself as a major cultural operator whose exhibitions are exported throughout Europe and around the world.

Tempora's approach is based on strong values:

- respect for the venues and their history;
- showcasing the collections;
- striking a balance between fun, aesthetics, and rigorous respect for scientific findings;
- access for as many people as possible and a focus on education.

Tempora has led more than 150 large-scale projects, including more than twenty permanent exhibitions such as the Chauvet Cave Interpretation Center and the Museum of the Second World War in Gdansk.

Tempora has designed and produced more than forty exhibitions on civilization, including the series *C'est notre histoire !* (It's our history!) for the Museum of Europe, and *Dieu(x) modes d'emploi* (God(s) instruction manual).

The team has also developed ambitious productions such as *Pompeii, the immortal city*, *Johnny Hallvard*, *L'exposition* and *Le Petit Prince parmi les Hommes* (The Little Prince amongst Humans).

By joining forces with institutional partners and private collections, Tempora creates exhibitions for major museums: *The Worlds of Paul Delvaux*, *Elliott Erwitt: A Retrospective*, and *Robert Doisneau. Instants Donnés*.

Tempora pursues a humanistic ambition to give meaning and create connections by making cultures accessible to as many people as possible.

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## ABOUT EXHIBITION HUB

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As a European producer and distributor of major global exhibitions, Exhibition Hub offers fun and educational experiences in a world where digital technology is redefining interactions and perceptions. The art of storytelling has been transformed into immersive journeys that captivate, educate, and inspire.

Exhibition Hub is at the forefront of this revolution, setting new standards for engaging audiences through immersive exhibitions. Since its creation in 2015, Exhibition Hub has made it its mission to push the boundaries of edutainment with more than 350 experiences, such as *Van Gogh: The Immersive Experience*, *Bubble Planet: An Immersive Experience*, *Titanic: An Immersive Voyage*, *The Art of The Brick*, *Dinos Alive: An Immersive Experience*, and many more, attracting more than 45 million visitors worldwide. E

Exhibition Hub seamlessly combines in-depth research, elegant design, and cutting-edge technology to ensure that each experience is meticulously crafted to be interactive, captivating, and deeply memorable, leaving a lasting impression on its audience.

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## ABOUT FEVER

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Fever is the leading technology platform for discovering culture and entertainment.

Every month, it gives more than 300 million people access to the best experiences in over 40 countries.

Its main mission is to democratize access to culture and entertainment by offering unique experiences and events: immersive exhibitions, sporting events, interactive theatrical experiences, concerts, and festivals.

Thanks to its technology and data analysis, Fever also supports its partners in creating and expanding new experiences around the world.

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## PRACTICAL INFORMATION

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### LOCATION

Shed3  
Tour & Taxis  
Brussels

### DATES

From February 17 2026 to summer 2026

### SCHEDULE

Wednesday to Sunday and every day during  
school holidays.

### TARIFS & ACCESSIBILITY

Adults: €19 - €25

Children & reduce prices: €16 - €20

Accessible from 8 years old.

[www.horizonkheopsexperience.com/bruxelles](http://www.horizonkheopsexperience.com/bruxelles)

