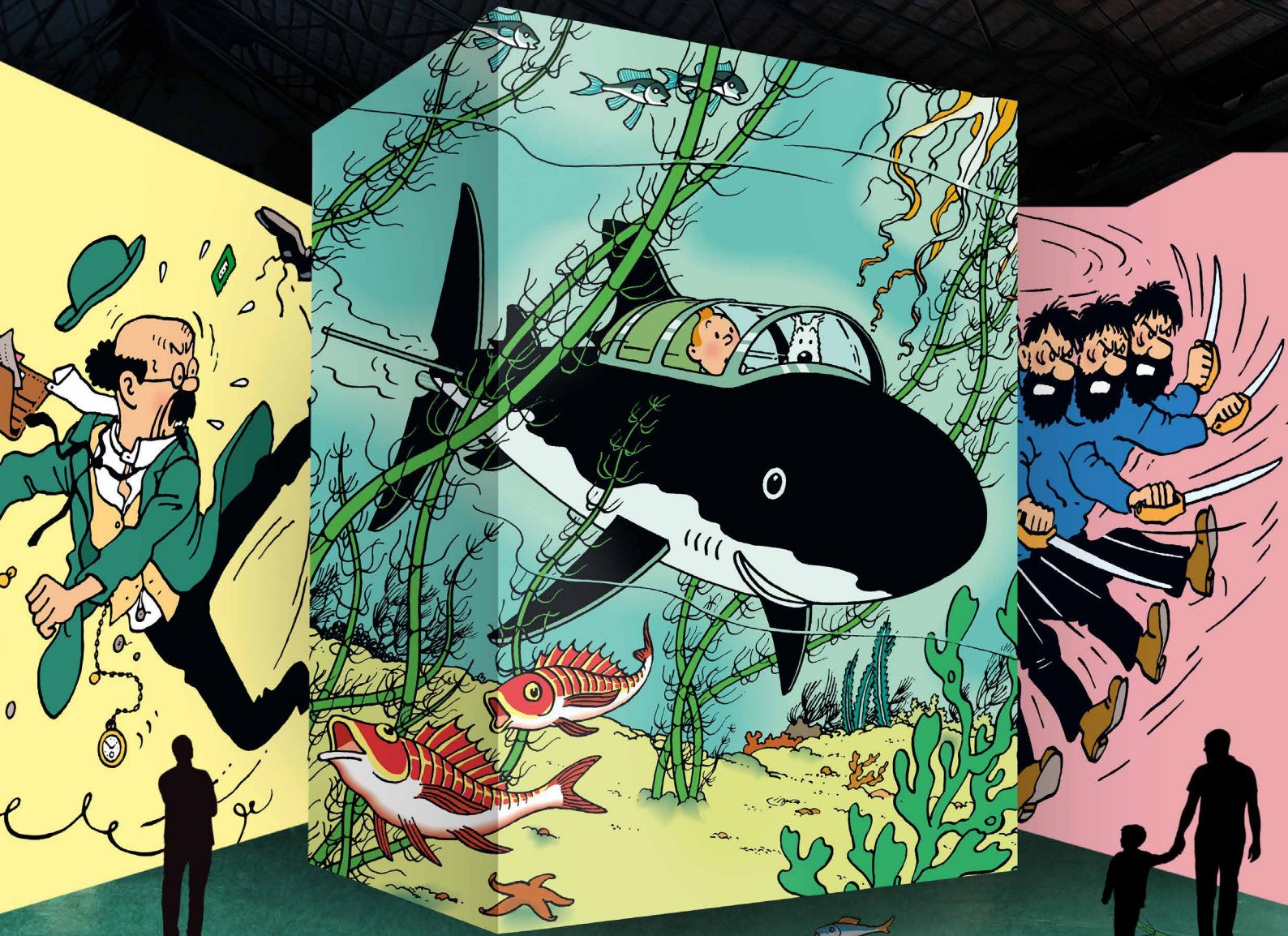


TOUR & TAXIS BRUSSELS

PRESS KIT



TINTIN

THE IMMERSIVE ADVENTURE

27 SEPTEMBER 2023 – 7 JANUARY 2024

CONCEPTION AND ANIMATION SPECTRE LAB MUSICAL COLLABORATION START REC COPRODUCTION CULTURESPACES DIGITAL® / TINTINIMAGINATIO SA

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CULTURESPACES
IN COLLABORATION WITH TINTINIMAGINATIO
PRESENTS

TINTIN, THE IMMERSIVE ADVENTURE

FROM 27 SEPTEMBER 2023 TO 7 JANUARY 2024

In the autumn of 2023, an unprecedented exhibition devoted to the most famous Belgian comic strip characters will be held at Tour & Taxis in Brussels: TINTIN / KUIFJE, THE IMMERSIVE ADVENTURE. Extending over a 1,600 m² projection surface, the digital creation will enable children and adults to immerse themselves in the world of Tintin. The fruit of a close collaboration between Culturespaces and Tintinimaginatio, the event was a huge success in Paris in 2022.

The transfer from paper to digital is but a short step, which the two partners decided to take by combining their expertise. Tintinimaginatio, the exclusive holder of the world rights for the exploitation and representation of Hergé's work, is collaborating with Culturespaces, a pioneer in the production of immersive exhibitions that are unique in the world.

From the first edition of *Tintin in the Land of the Soviets* in 1929 to the most recent editions, *Tintin, the Immersive Adventure* honours the famous reporter with the quiff, the great traveller whose adventures around the world have been an integral part of popular culture for almost one hundred years.

It promises to be a unique and immersive re-reading of Hergé's work, *Tintin, the Immersive Adventure* allows young and old 'from 7 to 77', to (re)immerse themselves in the creative and fictional universe of one of the greatest comic strip authors of the 20th century.

This event features the entire 'paper family' of the famous saga. Tintin, Snowy, and the faithful 'close guard' formed by Captain Haddock the Thom(p)sons, Professor Calculus, Castafiore and many others. Not forgetting, of course, the unpleasant - but oh so unavoidable - villains.

Meet on 27 September 2023 - 77 years after the creation of the Tintin newspaper - at the Tour & Taxis site to discover this colourful aesthetic experience.

Production: Culturespaces Digital ® | © Tintinimaginatio

Conception and animation: Spectre Lab | Musical collaboration : Start Rec



TINTIN, the Immersive Adventure

Composed of 8 chapters, a prologue and an epilogue, the exhibition invites the visitor to dive into the world of Tintin.

PROLOGUE : THE GENESIS OF TINTIN

The immersive creation opens with the famous covers of all the albums in The Adventures of Tintin, gradually coming to life before our very eyes. The clear line of the famous reporter and his faithful companion Snowy will evolve over the albums, first in black and white in *Tintin in the Land of the Soviets*, then rapidly in colour with *The Shooting Star*.

TINTIN, THE GREAT REPORTER

Tintin is above all a great reporter. Our young hero takes the visitor along with him, traveling thousands of kilometers and using all means of transportation on land, air and even under the sea with the famous bathyscaphe, a shark-shaped submarine.

CAPTAIN HADDOCK AND THE ENTOURAGE

Regardless of the adventure, who would be Tintin without his faithful friends? There is Snowy, his most faithful companion, as well as Captain Haddock and his fiery temper, Professor Calculus as a dizzy genius, the clumsy policemen Thomson and Thompson, among many others.

THE BIG BAD GUYS

Tintin and allies must also thwart the plans of unscrupulous characters such as the dreadful Rastapopoulos, the vile Mitsuhirato or the terrifying Rascar Capac who plunges the visitors into a collective hallucination. We see strange creatures of *the Cigars of the Pharaoh*, mirages of black gold, gigantic mushrooms of *The Shooting Star*...

TO ADVENTURE AND BEYOND

Constantly pursued, our heroes take the visitors in a rocket going to the Moon, in the jungle of the Picaros and in the cabin of flight 714. Tintin and his faithful friends happily emerge victorious and always celebrate the triumphant end of their adventures.

EPILOGUE

Tintin, the Immersive Adventure ends on the famous blue endpapers of the Adventures of Tintin albums, before giving way to Hergé drawing his favourite character one last time.

SOUNDTRACK OF TINTIN, THE IMMERSIVE ADVENTURE

Alexandre Desplat - Chez Chanel

Alexandre Desplat - Dragon Flight

Iggy Pop - The Passenger

Various Artists - New Beginning

The Warren Barker Orchestra - Caper At The Coffee House

The Beatles - Day Tripper (Remastered 2015)

Gounod - Faust « Ah ! Je ris de me voir si belle en ce miroir ! » (Performed by Anita Hartig)

Creedence Clearwater Revival - Run Through The Jungle

Airplane - White rabbit

John Williams - Scherzo for Motorcycle and Orchestra

Thomas Wander - Into The Moon-PnTPro

Thomas Wander - Moonfall End Theme-PnTPro

David Bowie - Heroes / « Helden » (German Album Version, 2017 Remaster)

David Bowie Heroes as an Epic Orchestra cover: East West Symphonic orchestra, Hollywood Strings, Woodwinds and Brass, Pianos and Violins, Gypsy

Jacques Brel - La quête – Man in la Mancha

A soundtrack developed entirely by Start Rec, a sound design agency.



START-REC
LE SON POINTU

COPRODUCTION: CULTURESPACES & TINTINIMAGINATIO

CULTURESPACES, founded in 1990 by Bruno Monnier, is the leading private operator in the management and promotion of historical monuments, museums, and art centres. Since 2012, Culturespaces has also become a pioneer in the creation of digital art centres and immersive digital exhibitions.

With **CULTURESPACES DIGITAL®**, Culturespaces works with teams and has expertise that encompasses the design and creation of digital art centres, technological proficiency for presenting exhibitions, the production and cataloguing of immersive digital exhibitions, and the presentation of the works of classical, modern, and contemporary artists.

The digital art centres:

- Atelier des Lumières, in Paris (2018)
- Hall des Lumières, New York (2022)
- Fabrique des Lumières, Amsterdam (2022)
- Bassins des Lumières, Bordeaux (2020)
- Carrières des Lumières, Les Baux-de-Provence (2012)
- Théâtre des Lumières, Seoul (2022)
- Bunker des Lumières, Jeju (2018)
- Phoenix des Lumières, Dortmund (2023)
- Port des Lumières, Hambourg (opening in 2024)

TINTINIMAGINATIO is the exclusive worldwide holder of all rights related to the work of **HERGÉ**, notably the rights to reproduce, adapt, and represent the work of **HERGÉ**.

Tintin is probably the hero everyone would like to be, and he's certainly the friend everyone would like to have, a friend who goes the distance for everyone he cares about. Today, the Adventures of Tintin continue to inspire artists, writers, film-makers and directors. Tintin embodies universal values with which everyone can identify. Tintin is a unique combination of exciting storytelling, clear-line graphics and universal themes.

It's part of our collective unconscious. Distributed around the world, his adventures have been read with the same pleasure since the series was created in 1929 in the pages of *Le Petit Vingtième*. Who could have imagined such success? Certainly not its creator, Hergé, whose real name was Georges Remi, a self-taught cartoonist who had the good fortune to publish his work as a teenager in the Scout magazines of his native Belgium.



NEW CONCEPT

Following the creation of permanent digital art centres of monumental scales in places steeped in history, Culturespaces is launching a new concept of immersive exhibitions that will tour different cities in Europe.

Tintin, l'aventure immersive» is presented in a former Tours & Taxis warehouse. This unique space measures 45 m x 18.5 m x 6 m, with a floor area of 785 m² that can accommodate up to 400 visitors, and is equipped with ultra-technological equipment (36 UHD video projectors to project onto 5m60 walls, 11 high-performance mapping servers, plus more than 20 speakers and 6 subwoofers for spatialised sound).

TOUR & TAXIS

Tour & Taxis is a unique place in Brussels. Located in the heart of the Belgian capital, this site, with its exceptional architecture, is home to residents from a variety of backgrounds, events, various shops, restaurants, services, and an urban project that will bring benefits to the entire district. A restored former industrial site, it is also a place for exhibitions and major cultural events throughout the year. Tour & Taxis provides an urban experience in a historical and charming environment.



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VISUALS AVAILABLE FOR PRESS

Find all the press visuals on: <https://caracascom.com/en/exposition-tintin-kuifje-l-aventure-immersive/1373.html>
These visuals may be used freely for any press material relating to *Tintin, the Immersive Adventure*.
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VISUALS AVAILABLE FOR PRESS



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PRACTICAL INFORMATION

Access

Tour & Taxis,

Avenue du Port, 86c, Shed 3, 1190 Brussels,

By car: Esplanade car park via Drève Anna Boch or Parklane car park via 13 Rue Picard

By public transport: Bus 57, 86 and 88 to Tour & Taxis (nearest stop), bus 14 and 20 to Suzan Daniel stop

Metro: Lines 2 and 6. Yser, Ribaucourt and Pannenhuis stops

Train: 15 minutes walk from Gare du Nord station

Opening Times

From 27 September 2023 to 7 January 2024

Open every day from 10 a.m. to 6 p.m. and until 8 p.m. from Thursday to Saturday

Rates

Up to 7 days before your visit:

Full price: €14.90

Reduced rate (student, teacher, unemployed - with valid proof): €11.90

Child rate (5-17 years): €8.90

Family rate (2 adults + 2 children aged 5-17): €38.80

From 6 days before your visit:

Full rate: €16.90

Reduced rate: €13.90

Child rate: €11.90

Family rate: €46,80

Free for children under 5 years old, journalists and disabled people (with valid proof)

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