

m!

MANKIND WAS NOT BORN TO BE BORED... WELCOME TO THE MADNESS!!



MadGazine (the Madhouse magazine)
Number 2
2021

madhouse



MARI



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Passive, active, pro-active, hyperactive, non of this represent us, we are... Unstoppables!!

Because when we start a project, there's nothing can't take us away from the path to achieve what our partners are expecting from us.

Develop projects like Marvel Mission, unique in his category, requires the commitment from the whole team, among different moments, until we celebrate the opening.

To get the support and trust of the brands, allowing us to innovate creating new concepts, it's the result to deliver in many occasions projects above the expectations, and that's the fuel for us never stop improving, innovating, and surprising with our projects.

WE ARE THE SOLUTION TO YOUR CHALLENGES, to be closer of your fans, to offer amazing experiences, to build up engagement, to create content, to find smart solutions, to dive in the technologies, we are your partner.



JOIN US, JOIN THE MADNESS!


m!



MARVEL MISSION


CLICK HERE
to watch the video

MARVEL MISSION

 Country: Portugal

 Category: Family Entertainment Center

Client: 

Creation and implementation of the entire concept of MARVEL Mission for the first time in the world. A Family Entertainment Center (FEC) of more than 1,200m² of experiences for MARVEL fans.

For youth and adults, 5 rooms were initially designed; S.H.I.E.L.D., Spider-Man, Iron Man, Ant Man and Thor.

For children, we created the MARVEL MISSION KIDS concept, with two rooms based on Spiderman and Wakanda specially designed for birthday celebrations.

Also, we have an official MARVEL store with Merchandising and toys.

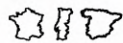


Design and implementation of the whole LEGO® FAN FACTORY concept on an international level.

There is no doubt that it's one of the most powerful existing familiar marketing strategies. As our numbers prove, more than 1.000.000 families have come to our centers annually.

It's a free service for the Mall visitors, based on its strategy of differentiation and customer service. The LEGO® FAN FACTORY concept can be implemented both in a unit or in a mall square.

There are currently 10 centers worldwide.



Countries: France, Portugal and Spain



Category: Edutainment



No: 8 centers



Clients: **CBRE** **IKEA** **intu** **SCCE** **MULTI** **INGKA CENTRES**



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to watch the video

GAME OF THRONES

THE CHALLENGE



Country: Spain



Category: Interactive Exhibition

Clients:



CBRE intu

Coinciding with Game of Thrones' last season premiere, HBO has commissioned us to design, produce and implement a tour in 14 shopping centers in Spain in which Vodafone participated as a partner. A great event that had an exhibition of representative elements from the seven seasons, 3 escape rooms with a duration of 8 minutes each that were based on the Kingdoms, photo opportunities and also the participants could win many prizes in digital roulette.

The result: more than 68,000 participants and more than 4,000,000 impacts achieved!



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LONG LIVE THE BAT



Countries: Portugal and Spain



Category: Interactive Exhibition

Client: **CBRE**

To celebrate the Batman 80th Anniversary, we went through 12 shopping centers managed by CBRE in Iberian. The event, which had an informative website, was composed of several zones: an exhibition area with showcases where official products were shown, an area with videogames from different times, an official playground for children, several giant photographic opportunities and up to 12 sculptures of the different characters of Batman in history.

The union of the BATMAN brand, taking advantage of its 80th Anniversary, with this event, made exclusively for the real estate services firm, achieved very positive results both for superhero fans and visitors to shopping centers. It was the first time that CBRE made an exclusive agreement of this kind, but we know it won't be the last!



[CLICK HERE to watch the video](#)

Christmas with THE SMURFS™



Country: Luxembourg, Germany and Spain



Category: Interactive Exhibition

Clients: ECE, Knight Frank, MERLIN HOTELS, CETRUS

Building on Smurfs as UN ambassadors for sustainable development goals, we created a sustainable Christmas concept for different shopping malls, in different countries.

Within the event we had a giant recreation of a piece of the Smurf village with a giant mushroom house and other characteristic elements such as the well or photo opportunities of different Smurfs.

We also had a virtual reality adventure with a labyrinth inside Gargamel's house, a drive-in theater, and a promotional area where by shopping at the mall you could participate in a digital roulette and take thousands of prizes.



**TOP
GAMERS**
ACADEMY



Country: Spain



Category: Event

Client:



Design, production and implementation of an experiential event, based on a TV show, being one of the most current IPs of EA Sports, the future of entertainment and sports. We have created 3 different areas for all ages, adapted with anti-COVID-19 hygiene and safety measures, where participants could enjoy from the latest in VR technology, to signing up for tournaments and competitions with the most popular video games today: Fortnite, Gran Turismo or Clash Royal, in a totally safe way.

A real success and a safe event in times of COVID-19!

Experiences can be adapted too!



THE
WORLD OF
nickelodeon.
 ABU DHABI



Country: United Arab Emirates



Category: Interactive Exhibition

Client:

VIACOMCBS
 NETWORKS INTERNATIONAL

On the occasion of the great event "The World of Nickelodeon Abu Dhabi", the company itself has commissioned us to create the concept, design, and development of the software and hardware for the entire event.

The result: + 3.000m² with 18 different areas to enjoy with your family and be entertained by classic games or latest technology activities.



Disney
Junior
PARTY



Country: **Spain**



Category: **Retailtainment**

Client:

Disney

On the occasion of Mickey's 90th Anniversary, we invited children to the Disney Junior Party. An event where the little ones could attend an exclusive Mickey pass, after the families passed through the Movistar stores to give them information.

We carried out the design, production and implementation of the stand and a huge Mickey 90th Anniversary cake and we characterized the Junior theaters of 10 cinemas located in different Shopping Centers throughout Spain during two weekends, with an impact of more than 1,200,000 people.



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Coca-Cola®



Countries: Greece, France and Spain



Category: Phygital

Client: Coca-Cola®

Coinciding with the latest Star Wars saga "The Rise of Skywalker" release, Coca-Cola asked us for a mission worthy of a Yoda. Allow fans of the saga in various European countries to "FEEL THE FORCE".

This is how we have designed, produced and implemented the world's first vending machine, which allowed users to levitate a can, using only the power of their brain waves. By concentrating strongly on the can, the fan with the greatest brain power managed to move it towards him/her floating in the air, giving thousands of fans a unique experience, hand in hand with Coca-Cola and Star Wars, FEEL THE FORCE.

Like this, the technology and creativity of this action in addition to dedicated software, ECG-headsets, electromagnatic energy and a floating can, were the ingredients of this incredible marketing action for Coca-Cola.



[CLICK HERE to watch the video](#)



Countries: France and Spain



Category: Event

Client:



On this occasion we have designed, produced and implemented a phigital event where the participants have lived an immersive experience in virtual reality, in Paris, having to perform a skills circuit and avoid obstacles together with Cat Noir on the roofs of the buildings. In addition, the event had a fun beauty activity area, chests with interactive games, reading and AR drawing area and even meet & greets with the characters. A real success!



INAUGURACION
19 NOVIEMBRE

Mad'Lab
OVIEDO
REALIDAD VIRTUAL


Mad'Lab
OVIEDO
Tu centro de ocio

COMING SOON



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to watch the video

Mad'Lab

 Country: Spain
 Category: Family Entertainment Center

Clients:  

Design and implementation of a new Family Entertainment Center (FEC) concept with games and experiences from different brands.

The center is designed to be able to have different business models; from a toy and merchandising store to an LBE VR area (virtual reality experiences), Escape rooms, Immersive experiences, themed birthdays or even corporate events. In this way, children from 5 years old to adults can enjoy Mad'Lab, each enjoying an experience tailored to their needs.

Some of the brands that are present in the centers are the Smurfs, Miraculous Lady Bug, Tetris, The Little Prince, Star Trek, Narcos, CSI or Arizona Sunshine. The business model is based on ticket by experience.



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ΔΟΧΩ EXPERIENCE CENTER

 Country: Spain

 Category: Edutainment

Client: 

We created a novel concept of digital entertainment and leisure focused on PLAYSTATION for shopping centers.

Inside the center we have 3 different areas aimed at the profile of three types of players, since there are games of different types; Family area (families with children from 6 years old), youth area (from 12 years old) and adult area (from 18 years old). To guarantee a high influx and repetitions of users, quarterly schedules are made with new titles, contests, etc.

The result well above expected, as evidenced by +25,000 families in just 4 months.



**Rebuild
the
world** 



Country: Spain



Category: Interactive Exhibition

Client:



On the occasion of the launch of the new claim, the LEGO® company has commissioned us to design, produce and implement the Rebuild the World festival, the largest LEGO® event in Iberia.

A fully personalized family space, of more than 1,000m2, where you could enjoy play areas with almost all LEGO® IPs; you could find from play areas with the favorite product, to an exhibition of life-size sculptures made with LEGO® bricks, digital areas with the latest technology, family escape rooms and even an exhibition of constructions made by fans.

The result: + 90,000 families and with a great media impact!



SMURFSLAND



Country: France and Germany



Category: Family Entertainment Center

Clients: INGKA CENTRES ECE

A new concept of leisure where the world of retail and the world of experiences mix, hand in hand with one of the most engaged family brands in the world.



In Smurfsland, in addition to a themed play area, we can find a fun store with official products and a space dedicated to celebrating birthdays.

It is a retail, leisure and entertainment complex of nearly 1,000m² and which is already established in France and Germany, with an exclusivity agreement by area of influence, which gives them greater value compared to the commercial centers of your competition.



[CLICK HERE
to watch the video](#)



 Countries: Portugal and Spain
 Category: Event

Clients:  Multy  Gentalia  CUSHMAN & WAKEFIELD  Groupo Promociones

We created an experiential event based on two areas: an interactive play area where children have to overcome a training circuit with their favorite characters, and, one more area with a "child size" recreation of six of the official Paw Patrol vehicles, in addition to the presence, at certain moments, of Chase, Marshall and Skye.

The most differential point of the event was, undoubtedly, the opportunity for our little ones to get into the cars and be photographed in them. All these made this event to have an enormous repercussion also in SM promoted by parents themselves.



[CLICK HERE to watch the video](#)

nickelodeon TOUR

 Country: Spain

 Category: Event

Clients:   

The objective of this action was to create a multi-brand space with the most powerful properties of the moment and thus ensure that children live a complete NICKELODEON experience.

For this reason, we carried out the design, production and implementation of a technological space that combined cutting-edge activities such as Kinect and Augmented Reality games with Top Wing, drawing applications with augmented reality with Paw Patrol and interactive trunks with puzzles and digital memory games with Shimer & Shine.

To finish we had the visit of the characters in a meet & greet where families could interact with them.



Country: Portugal and Spain



Category: Event

Client:



Design, production and implementation of a road show with an original stand for the launch of LEGO® HIDDEN SIDE™.

For this we recreated in real size, one of the most recognized construction sets of the new LEGO® franchise, and we built the bus in which the participants could interact between the physical world of the LEGO® bricks and the augmented reality app launched by the toy brand.

The action is carried out both in shopping centers where LEGO® has a store and at COMIC-CON where there is a large influx of fans of the brand.



[CLICK HERE to watch the video](#)

MARVEL MISSION



Countries: France, Portugal and Spain
Italy and Switzerland



Category: Event

Clients: **CBRE** **CUSHMAN & WAKEFIELD** **intu** **INGKA CENTRES**

Hand in hand with MARVEL, we carry out the design, creation and implementation of an exclusive experience with two portable escape rooms. In one of them we moved to Peter Parker's room and in another to an old warehouse in the central base of S.H.I.E.L.D. where we must help Spider-Man and Iron Man in one of their missions. A 10 minute family game concept where participants had to demonstrate their skills in order to complete the missions.



[CLICK HERE
to watch the video](#)



Countries: Portugal and Spain



Category: Event

Clients: M MULTI, SIEMPRE SIERRA, CBRE, SCCE, X

Design, production and implementation of an event that combined the concept of the family Escape Room with the latest technological activities such as robotic balls, classic games and even meet & greet parade with the characters. A challenge for the whole family with a duration of approximately 10 minutes and with a common goal: "get out on time".

los PITUFOS™



CERRADO
Españoles
plus/penda


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to watch the video

THE SMURFS™

Interactive Exhibition



Countries: France, Portugal, Spain
Switzerland and Luxembourg



Category: Interactive Exhibition

Clients:



intu



Design, production and implementation of an interactive exposition recreating part of a Smurfs Village. Apart of the mushroom-house where The Smurfs live, you could enjoy different Photo Opportunities to take a photo while interacting with them, like a bench with Grouchy Smurf sitting on it, a trunk with Brainy Smurf or figures of Smurfette and Papa Smurf.



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to watch the video](#)

VIRTUAL ANIMATOR



Country: Spain



Category: Phygital

Client:



Design, production and implementation of an experiential, different and adapted event with hygiene and safety measures against COVID-19.

The first robot with an interactive animator, customized with a Christmas theme, allowed the customers of the shopping center to enjoy the presence of Santa Claus and The Three Wise Men, safely.

A different way to link to positive experiences in a TOTALLY safe way!



NARCOS

HUIDA DE LA CATEDRAL



Country: Spain



Category: Family Entertainment Center

Client:



For this Immersive Experience, we will take on the role of American undercover DEA agents. El Patrón's men have discovered that we were infiltrated inside his organization with the intention of finding incriminating evidence against their leader.

Now they seek revenge for our betrayal, that's why they have kidnaped and taken us to La Catedral and wait Don Pablo's arrival. He will know what to do with the sneaks.

We will have 45 minutes to outwit his men and run away the place with evidences to prove his underhanded deals.



Disney
Vampirina



Country: Spain



Category: Retailainment

Client:

Disney

On the occasion of Vampirina's new season premiere on Movistar Plus, we carried out a cross promotion, where more than 5,500 books were delivered in different Movistar stores throughout Spain during two weekends, previous subscription on the web.

The action had a private screening in Madrid for the viewing of two premiere episodes of the new season of Vampirina.



ESCAPE ROOM



Country: Spain





Category: Event

Client:



The goal was to create a different experience where families could interact with various LEGO® products in a fun way. In this way, we created the first "official LEGO®" escape room". A family-friendly, 10-minute, live-action game concept for boys and girls with two different rooms (LEGO® FRIENDS and LEGO® CITY) and a common goal: "get out on time". The result was very positive and thousands of families had the opportunity to live this innovative experience.



 Country: [Spain](#)
 Category: [Retailtainment](#)

Client: **Carrefour** 

Concept, design, production and implementation of an exclusive campaign for CARREFOUR focused on "Keeping the planet safe with PAW Patrol".

An action that, in addition to the online approach, where we had a specially created WEB, with videos, activity books and games, all related to the "environment", "recycling" and "road safety", we also had the first real size exhibition of the cars of the PAW Patrol, thus making a tour in different Carrefour Chain Centers throughout Spain. In addition, we had the presence of Chase and Marshall who held a fun meet & greet parade in each of the centers.

The result: a total brand impact of more than 270.000 people.



**FOR THE FIRST TIME
IN THE WORLD**




We designed and carried out the production of this SHIELD-based escape room, for this the participants become agents and receive the following instructions:


As hostilities around the globe increase, S.H.I.E.L.D. has launched an enlisting initiative to train new agents and extend their response capabilities.

S.H.I.E.L.D. Agents are known for their cutting-edge spy techniques, hacking skills, and expert marksmanship. As a brand new S.H.I.E.L.D. recruit you will participate in a team-exam with access to special training rooms at S.H.I.E.L.D. headquarters. Only those of you who make it to the end and escape in time will be considered worthy of being called "Agents of S.H.I.E.L.D."

S.H.I.E.L.D.
NEW BLOOD INITIATIVE



 Country: Portugal

 Category: Immersive Experience

Client: **MARVEL**



Countries: Portugal and Spain



Category: Phygital

Client: **nickelodeon.**

Do you remember the classic machines of pinball that were in the machine rooms and bars on the 80's?

For this project, we have recovered the philosophy of these machines adapting them to the new virtual experiences. Do you imagine that we only have the buttons part in the real world and when you put on the VR glasses the complete pinball appears? Do you imagine that this pinball is personalized with SpongeBob SquarePants? Do you imagine that besides it is in the middle of Bikini Bottom and that you are right there playing next to SpongeBob and his friends? Stop imagine it that it is a reality!



DREAMWORKS

Trolls



Countries: Portugal and Spain



Category: Event

Clients:



Geritalia



CBRE


Design, production and implementation of an area of Trolls Experiences that we took to different Shopping Centers.


In this area, the little ones experienced the fabulous and colorful Trolls world, decorated their hair and faces like them, danced to their songs, did interactive digital activities and could even meet Poppy and Branch in person through a fun meet & greet.

The result: more than 25,000 families have been able to enjoy this successful event.



Harry Potter

 Country: Spain

 Category: Retailtainment

Client: 

Warner commissioned us to design, produce and implement a temporary Harry Potter and Batman store in the largest retailer in Spain, "El Corte Inglés".

The objective was to turn the area into a place full of experiences linked to brands, where in addition to showing the products for sale, customers could take pictures with iconic elements and feel immersed in each of the universes.

LO NATURAL ES AYUDARNOS



CAPSA FOOD



Country: Spain



Category: Co-branding

Clients: CAPSA FOOD



LEGO® and Central Lechera Asturiana, two brands with a similar vision of children's healthy growth, signed a collaboration agreement that promoted the knowledge and preservation of healthy food's natural sources and the intellectual, creative and physical children development.

This collaboration was reflected in different and interesting initiatives during 2019 and 2020; For example, every year all consumers were congratulated on Christmas in a very special way: the milk cartons became a fun and Christmas greeting with a LEGO graphic, in addition to raffling off trips to LEGOLAND.

In this way, each year we have been present in more than 6,000,000 Spanish homes with this cobranding campaign.



Country: Spain



Category: Edutainment

Clients: **intu** **CBRE**

We created a new edutainment concept with a new concept of "multi-property play area". A space that made a difference, where each quarter we had a different brand / character, thus personalizing the space and activities with the latest news. In addition, along with the thematic changes, we also had the presence of the characters, holding unique and fun meet & greets.

A different way of attracting families to the shopping center and differentiating itself from its competition, which has resulted in a significant increase in mall in fluxes, quadrupling them.



THE SMURFS TRAIN



Country: France



Category: Retailtainment

Client:

INGKA CENTRES

We devised a different way to connect the different spaces of a shopping center, providing families with a safe journey through it. For this, we developed an electric train that can circulate through the mall in which both children and adults can get on and that allows us to personalize it with different family brands, in this case, for the Christmas season, the Smurfs. An incredible family participation!



CLICK HERE to watch the video




[CLICK HERE](#)
to watch the video



Country: Spain




Category: Retailtainment


Client: **nickelodeon.**

On this occasion, the Nickelodeon company has commissioned us to design, produce and implement a tour in several El Corte Inglés stores. To do this, we developed a Virtual Reality experience so participants could enter the universe of their favorite characters, and a small play area where they could play with official products, make crafts and also watch their favorite Top Wing episodes.

In addition, we accompanied the action with digital content for the Social Media of both partners, thus achieving a complete event.



 Country: Spain

 Category: LBE

Client: **MarLab**

The recreation of the Police headquarters and the laboratory where the Superthings were created were the starting point for the theming of the brand's official laser game.

The starting point for theming the official Superthings laser game were to recreate the headquarters and the laboratory where the characters were created.

As we the space had more than 7 meters high, we wanted to expand the playing area and fill in the visual space, creating a central element that would also allow us to play at different height levels and also combine a playground with a laser tag within the same concept.

The result has been incredible, and not only the smallest of the house or families enjoy the experience, but also adults.

madhouse

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Abu Dhabi, France, Germany, Greece, Italy,
Luxembourg, Poland, Portugal, Slovakia, Spain,
Mexico, Miami, Uk...

No matter where you need us, we'll be there together with you, your needs will become our main target.

The madness make us always to looking for the necessary spark, to bring an experience, surprising your fans or create unforgettable memories, that will last forever together with the most powerful Brands in the world.

**YOU WANT TO ENJOY THE SHOW...
GET IN TOUCH WITH US!**



m!

Raluca

ARE YOU FUNKY?

m!



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