

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

m!

MadGazine (the Madhouse magazine)
Number 3
2023

madhouse



www.madhou.se

María José Posada

Woman of Steel

womanofsteel@madhou.se

Our daily work consists of creating immersive experiences for some of the world's biggest entertainment brands. Working on something like this is definitely a stroke of luck.

Although it may seem exciting from the outside, the path to achieve the results we showcase in our videos is long and complicated in many aspects. Only thanks to our incredible human team can we tackle these types of challenges and achieve the expected results.

During the last few months, we have had to work very hard, especially after the pandemic, when everything accelerated. We even worked in shifts for 24 hours to provide services to our clients, and we can say that "WE'RE BACK."

And we have done so with more enthusiasm and projects than ever, as the future seems exciting. Madhouse is currently in a very strategic position, as some of our most important clients are inviting us to eliminate all boundaries and make our playing field the world. And that is precisely what we are doing.

The next few months will be crucial, and we will begin working on innovative projects in many territories. Where we were already crazy, now the idea is to expand this madness globally.

WILL YOU JOIN US?





MARVEL
MISSION



Country: Portugal



Category: Family Entertainment Center

Client:



MARVEL
MISSION



CLICK HERE
to watch the video

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.

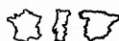


Design and implementation of the whole LEGO® FAN FACTORY concept on an international level.

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



intu



INGKA CENTRES



LEGO® Fan Factory



HBO ORIGINAL
GAME OF THRONES
**HOUSE OF THE
DRAGON**

 Country: Spain
 Category: Exhibition

Clients:   
   


[CLICK HERE
to watch the video](#)

A new challenge launched by HBO Max and Vodafone was the origin of a road show in shopping centres where we carried out an immersive experience with actors.

Different iconic elements of the series were recreated, highlighting the gigantic head of Balerion, more than 3 meters high and 6 meters long. There was also an area designed to generate databases and new customers for Vodafone, where you could win thousands of gifts if you passed a fun interactive QUIZ game that we developed for this project.

Dreams didn't make us kings. Dragons did!



Pokémon



Countries: Italy



Category: Retailtainment

Client: The Pokémon Company



Pokémon invade the flagship shop of Rinascente in Milan! And for this we recreated an immersive themed world of more than 150 square metres in this spectacular shop that can be seen from the famous Piazza del Duomo in Milan.

The marketing action included the possibility to play with the famous Pokémon cards and find products for sale (Pokémon X DLYRR clothing capsules, branded products, cards). There were also Pikachu Meet & Greet and numerous Pokémon card challenges.

Exciting action for kids (and adults) from all over the world!



[CLICK HERE
to watch the video](#)



Country: Spain



Category: Family Entertainment Center

Client:

MacLab

The world's first official Star Trek: Discovery Laser Tag.

A new immersive experience that features all the details of the US media franchise and is an attention-grabbing leisure activity, combining a unique setting with fast-paced action and the use of the most innovative laser tag technologies.



CLICK HERE
to watch the video



Country: Spain



Category: Others

Client:



LEGO® launched a competition in which children are invited to create their design of a Menina (famous for the painting by the genius painter Velázquez) with a message to improve the world of tomorrow and make it more inclusive for all.

The prize for the winners, in addition to various play sets, was to see their creations come to life and form part of the exhibition of Meninas that will be distributed throughout the streets of Madrid for several months. The whole manufacturing process of the original LEGO® Meninas was carried out entirely in our workshops, achieving an optimal result!



[CLICK HERE
to watch the video](#)



Country: Portugal



Category: Family Entertainment Center

Client:

MARVEL

Design, creation and implementation of the laboratory of Wakanda Design Group, based on the universe of Black Panther. This room is part of the concept MARVEL Mission Kids, inside MARVEL Mission.

This experience last 45 min and it is based completely on the edutainment concept and the STEAM methodology. Children will learn about different fields of science through incredible experiments, explained from context of the MARVEL universe, which makes them even more amazing.

Aimed to groups of 10 to 20 children, from 5 years old, it is formulated with different approaches, as kids could come freely or to celebrate a different and original birthday. Besides, it is also open to school visits and camps on non-academic period.



Country: Spain



Category: Family Entertainment Center

Client: **movistar
RIDERS**



[CLICK HERE](#)
to watch the video

We designed and implemented two leisure centers based on eSports for Movistar Riders, a Spanish reference team.

Riders For Fans is the claim on which is based the space. The objective is to promote video games and eSports among the new generations. Just at a time when electronic sports are increasingly booming.

Experiences such as meet&greet with athletes, events, birthdays, or master classes are developed in the centers.



CLICK HERE
to watch the video

Disney
LA
**REINE
DES
NEIGES**



Country: France



Category: Family Entertainment Center

Clients:



This FROZEN ice rink was created to mark the brand's 10th anniversary with The Walt Disney Company.

The event took place at the Claye Souilly Shopping Centre, in France, owned by KLEPIERRE.

Traffic at the mall increased by 8% compared to the same period last year.



CLICK HERE
to watch the video



Country: Spain



Category: Phygital

Client: **MadLab**

We designed and manufactured the World's largest arcade machine as part of an exciting marketing campaign for the launch of an entertainment center for the MadLab chain

The machine works perfectly like a traditional Tetris machine, but in this case with a giant coin, on a giant screen, and also with giant buttons and controller.

The result was to break the first Guinness Record by Madhouse, but we are sure that it will not be the only one! So, if you have a challenge in mind, we are waiting to overcome it!



SPIDER-MAN

REPTILIA



Country: Portugal



Category: Immersive Experience

Client:



Escape Room: We designed and created for MARVEL, for the first time in the world, an innovative Escape Room concept where real-world tests (logic tests and problem solving) are fused with virtual reality (VR) and augmented reality (AR) experiences.

Participants, ages 3 to 6 y.o, become Peter Parker's high school classmates and must help him complete a science project but end up helping Spider-Man defeat the Lizard by creating a powerful tranquilizer.



SUPER THINGS
 A WORLD OF IMAGINATION
EL EVENTO



Country: Spain and Portugal



Category: Events

Clients: CBRE INKGA CENTRES ECE

We created an immersive experience of a property based on collectible characters that have an incredible connection with children between 4 and 10 years old.

The main area of the event focuses on recreating the city where the Superthings live and is completed with a fun exhibition with all the characters and a meet & greet with the main protagonists.

The result of the events that we carried out sums up in long lines of families wanting to participate in the experience and taking photographs with the most well-known characters.



Country: France, Italy, Portugal and Spain



Category: Events

Client:



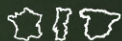
The dream of any LEGO® fan, be it a child or an adult, would be to find their favourite set in giant size... and that's what we did for the launch event of the renewed LEGO® Friends line.

We recreated the replica of the LEGO® Friends Diner set in giant size, combined it with LEGO® brick sculptures and the whole thing made an ideal space to be the backdrop for photos and videos created by visitors to an event held in cinemas in France, Italy, Portugal and Spain.

This is just the beginning of a new adventure with LEGO®.



Bluey



Countries: France, Portugal and Spain



Category: Event

Client: **CBRE**

We designed and created an immersive experience for BLUEY based on the episodes of the series broadcasted on Disney+.

We focused on creating a drive-in concept, where the participants had to get into cars recreated as the one of the series. Participants were able to watch different episodes from the series and they had also the opportunity to participate in an interactive animation guided by actors, play with interactive games and take part in handcrafts workshops driven on a stand themed with the brand.

Finally, we counted with the presence of the characters so as to have the opportunity to meet & greet them.



Country: Spain



Category: Family Entertainment Center

Client: **MacLab**

Design and implementation of this space inside MadLab, where it is again applied the innovative concept of Parkour Tech. The experience last 45 minutes and it aimed to groups of 10 to 20 children from 5 years old.

At the beginning of the activity a bracelet with RFID technology is given to the children, with it they can activate and deactivate the different LED panels placed along the room, at the same time they test their speed and psychomotricity.



MGW MADRID
GAMES
WEEK



Country: Spain



Category: Interactive Exhibition

Client:



On the occasion of the Madrid Games Week video game fair, the Warner company commissioned us with the turnkey project of the stand where the different divisions of the company (Marketing, Film, Video Games and Consumer Products) would share space.

Thus, we had a licensed product sales area, a video game area led by the latest Mortal Kombat update, and an arcades games space, an area with workshops and digital drawing competitions, an exhibition of Batman real size figures (to celebrate its 80th anniversary), a LEGO® zone and even meet & greet and parades with characters.

The result; more than 80,000 people visited the stand over 4 days.



CLICK HERE
to watch the video



ANT-MAN & THE WASP

INTO THE HIVE



Country: Portugal



Category: Immersive Experience

Client:



Escape Room: We designed and implemented an original Ant-Man based Escape Room where participants don a helmet equipped with the latest PYM technology and shrink to the size of an ant.

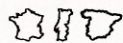
They have 45 minutes to get to the Yellowjacket hideout and hack their system recovering all the information that has been stolen from us. The most impressive thing about the experience is getting to feel tiny in a giant scale environment.



[CLICK HERE](#)
to watch the video



The Little Prince



Countries: [France](#), [Portugal](#) and [Spain](#)



Category: [Interactive Exhibition](#)

Clients:



Coinciding with the 75th Anniversary of the famous book "The Little Prince", we created an interactive Exhibition with the most significant characters and elements, based on several instagramable photo opportunities that transports us to a world of illusion.

An exhibition accompanied by a variety of interactive games, make this event a unique and charming experience.



Disney
FROZEN II



Country: Portugal and Spain



Category: Event

Clients:



[CLICK HERE
to watch the video](#)

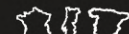
On the occasion of the new Frozen II movie launch, we held an event that combined the magic of Disney with the power of LEGO®. It was the first official FROZEN event, which allowed children to build the world of Ice on the basis of LEGO® bricks in spectacular construction areas that recreated the magical world. In parallel, other complementary activities were carried out, such as decorating their hair like their favorite character.

In addition, we made two giant sculptures of the LEGO® minifigures that served as a Photocall and setting for the game space.




[CLICK HERE](#)
 to watch the video


JUSTICE LEAGUE

 Countries: France, Portugal and Spain

 Category: Event

Clients:   

For the first time on these territories a Road Show with the Justice League saga characters is held. The event included a game area with licensed toys, an augmented reality experience that allowed you to turn into any of the characters and interact with their surroundings, a videogame area and a real-sized figures exhibition. As a closure for the event, a cosplay contest for all the family was held with a great success.



Country: Portugal



Category: Family Entertainment Center

Client:



Development of an innovative concept which we have called "Parkour Tech", this is based on bringing the parkour world on step further, incorporating a technologic component.

The room Spider-Man Kids, that is set on one of the rooftops of Peter Parker's New York, launches this new concept through different missions that fuse parkour with RFID technology. A bracelet with this technology will be given to every child at the beginning of the experience, with it they will be able to deactivate the LED panels that are lighted-up along the room, for it they will need to jump, climb and go through all the obstacles that are on their way.



SUPERTHINGS
CREATED BY MARLAB
PLAYGROUND



Country: Spain



Category: LBE

Client:

MarLab



Kaboom City is the city where the Superthings live and we designed the themed playground based on some of the brand's best-selling game elements, such as its headquarters or different city streets that we recreated for symbolic play with the characters.

The space has about 300 square meters and was designed having in mind that it could have a large influx of children between 4 and 10 years old playing at the same time, totally on their own. The kids are supervised by some monitors that guarantee the good development of the experience.

It is one of the spaces that generates the most influxes to the leisure center.



CLICK HERE
to watch the video

CSI:
CRIME SCENE INVESTIGATION



Country: Spain



Category: Family Entertainment Center

Client:



There are hundreds of reasons why a wedding can go wrong. This young couple had everything ready for their big day, but ... The honeymoon ended before it started.

Two bodies dressed in wedding clothes have appeared inside a small Chapel on the outskirts of Las Vegas. No one has seen anything. Not the receptionist, not the Maid of Honor, the Godfather... Not even the Officiant dressed as Elvis. How is that possible?

It is a very complicated case and the C.S.I. team does not seem to find clear answers to what has happened. The case is also interfering with an investigation by the F.B.I. related to drug trafficking. We have 45 minutes before they remove us from the case. Maybe with the help of our fellow Lab colleagues we can find the culprit before we run out of time.



CLICK HERE
to watch the video



Country: Portugal and Spain



Category: Event

Clients:



Event created from one of the most representative and most successful LEGO® lines.

A space that invites all children to enter the magical world of Harry Potter, where they can enjoy games with the LEGO® bricks, the latest video games, digital puzzles and even learn little magic tricks.

Another great attraction that had the attention of all the fans of these brands was the exhibition of life-size figures from the Harry Potter saga made with LEGO® bricks that served as a photocall. Hermione, Ron and Harry Potter himself made of thousands of LEGO® bricks, were one of the main claims of the action.



CLICK HERE
to watch the video



THOR

OPERATION: FROSTBITE



Countries: World Wide



Category: Location Based VR

Client:



LB VR Experience: Creation of a Location Based VR Experience for MARVEL's character, Thor, with a duration of 30 minutes of game. It involves a Phygital Experience, where the real and virtual world get merged. Multiplayer (from 3 to 6 players) and where we'll have to overcome different challenges. From puzzles to escaping and shooting hordes of threatening enemies. The Frost Giants are carrying an attack to the Southeast Coast of Manhattan. Team Alpha's Mission is to provide fire support, fight hand by hand with Thor and help him defeat the Frost Giants as soon as possible so he can support Team Bravo. Main mission success depends on your ability to quickly achieve your team's goal and help the other team in time. There is no time to waste, Agents.

Raluca Gavrilovici

Unicorn Tamer

Mail: unicorn@madhou.se

During the past few months, more countries have joined our madness, and this will be the trend from now on.

In our central offices, it is common to hear people speaking in different languages such as English, French, Italian, etc. We are becoming a huge Tower of Babel ;).

Our teams are instructed to think globally, as the playing field is changing, and we want to bring our madness to every corner of the world.

**SO, PACK YOUR BAGS, AND LET'S EMBARK
ON AN EXCITING JOURNEY!**



ARE YOU FUNKY?

m!



Johan Leprince
france@madhou.se

FRANCE



Ana Filipa Garcia
portugalemadhou.se

PORTUGAL



Jorge Ojeda
latam@madhou.se

LATAM



Tino Sommariva
italy@madhou.se

ITALY



Rose González
spain@madhou.se

SPAIN