

m!

**EXPERIENCES
& INNOVATIVE
ENTERTAINMENT SPACES**
THIS IS NOT A PRESENTATION!



madhouse

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We at Madhouse are focused on creating experiences for big brands, mainly in the entertainment sector. Over the last ten years we have had the privilege of working for succesful companies such as LEGO, Disney, Coca-Cola, MARVEL, IKEA, Warner, HBO or Universal.

The key in our projects and what make us stand out from our competitors is that we carry out them completely "in house". Starting from the concept, continuing with the whole design of the experience, approving it with the brands, and finally manufacturing of all the elements at our factory Mylideas (mylideas.com). We are also able to produce all the technology needed for the experience (web, virtual and mixed reality, creative engineering, electronics, etc.) with our specialized company INOVACE (inovace.tech).

In order to make it easier to understand what and how we create the projects we do, the best way will be best to start showing some of our works.

Welcome to the madness!






MARVEL MISSION


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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:      





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

 Country: Spain

 Category: Exhibition

Clients:   
   

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!



DINER

AMORE



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®.



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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 DLVRR 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!




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LEGO **Disney** **FROZEN II**



Country: Portugal and Spain

Category: Event

Clients:   

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.



Country: Spain



Category: Family Entertainment Center

Client: **movistar RIDERS™**



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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.



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.






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 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!



SMURFSLAND



Country: France and Germany



Category: Family Entertainment Center

Clients: INGKA CENTRES ECE



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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.



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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!



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Christmas with THE SMURFS™



Country: Luxembourg, Germany and Spain



Category: Interactive Exhibition

Clients: ECE, Knight Frank, MERLIN HORSES, 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.



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.




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STAR TREK
DISCOVERY
LASER GAME

 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.



THE SMURFS TRAIN



Country: France



Category: Retailtainment

Client: INGKA CENTRES






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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!



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 Country: Spain
 Category: Cross Promotion
 Client: **unibail rodamco** 

Road Show and Promotion based on Consumption:
 Monopoly's 80th anniversary celebration turned into an exclusive event of a Road Show around Rodamco Centers, where the main element was having the biggest Monopoly board around Europe. Games were hosted by Mr. Monopoly himself. Also, there was a Technological Games area, an exhibition with the rarest boards of the history of games and a promotional area where the most awesome games could be won.



Harry Potter

 Country: Spain

 Category: Retailtainment

Client: 

Pop Up Experience: Design, production and implementation of a temporary Harry Potter shop at "El Corte Inglés". The objective was to turn the area into a place of experiences linked to the brand. Initially, it had a duration of one month and a half, but due to the success of the implementation, it was extended for more than a year in different locations.



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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: Portugal



Category: Road Show in malls

Client:



Experiential Area: The goal proposed by the client was to give visibility to the channel via their most known characters and so the users could be able to live a real "Somos Cartoon Network" experience. The mix of the latest technological activities with the presence of the characters, got as a result more than 5.000 families that have enjoyed the event.





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, EEG-headsets, electromagnatic energy and a floating can, were the ingredients of this incredible marketing action for Coca-Cola.



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LEGO® fan festival



Country: Spain



Category: Interactive Exhibition


Client:



Festival: Design, production and implementation of the biggest official LEGO® exhibition in Iberia. We had an extension of 1.500 m2 where all participants could live the LEGO® world experience, and an attendance of more than 90.000 visitors in one weekend.



MINIONS

 Country: Spain

 Category: Cross Promotion

Client: 

Event and Promotion based on Consumption: Coinciding with the movie release we organized a whole event which consisted in different areas: Minion Museum of Art (exhibition of famous paintings adapted to the Minion world, Photo booth, Digital Wheel of Fortune with licensed prizes, Giant Minion Operation Game, Minion Photocall and a Meet & Greet area with the characters. After a Tour through different Malls, Carrefour wanted us to make an action on their Premium Centers coinciding with a Loyalty campaign.




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nickelodeon.
**NICK
FEST**



Country: Spain



Category: Festival

Client: **unibail-rodamco**

Event: Design and production of an event with more than 18.000 attendees that were able to enjoy the different activities linked to the Nickelodeon characters, sponsor activities (PlayStation, Nerf and Hanazuki) and an incredible show with the presence of Paw Patrol, The Teenage Mutant Ninja Turtles, SpongeBob SquarePants and Dora the Explorer.



**ONCE UPON A TIME...
LIFE**



Country: France



Category: Interactive Exhibition

Client:



Experience Center: Coinciding with the 30th anniversary of the license, this interactive expo took place at a Mall that had as its main goal to support brands of their own territory. It initially had a duration of six months but it was extended to eight months due to its success.

ARE YOU FUNKY?

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