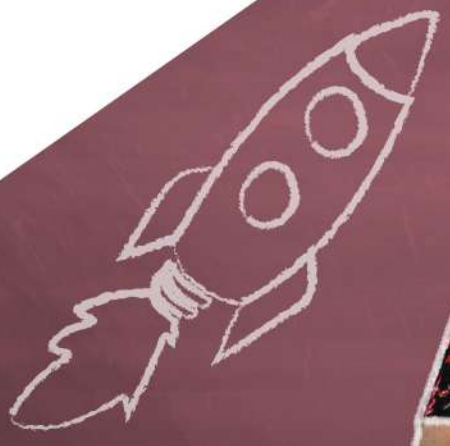


m!

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

MadGazine (the Madhouse magazine)
Number 3
2024



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.

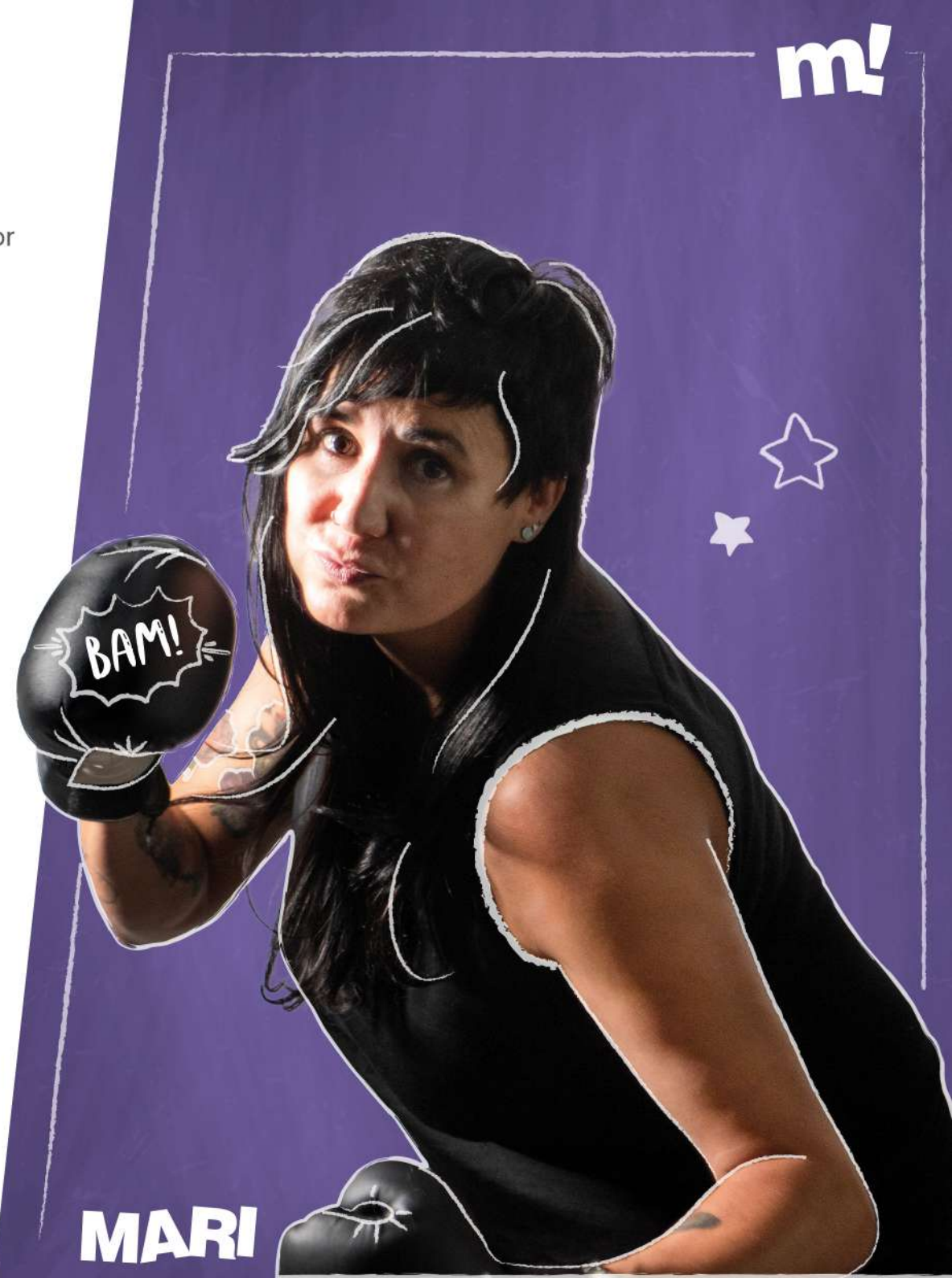
Although it may seem exciting from the outside, the path to achieve the results we showcase in our videos is long and complicated in many aspects. Only thanks to our incredible human team can we tackle these types of challenges and achieve the expected results.

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



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.




[CLICK HERE](#)
 to watch the video

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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to watch the video

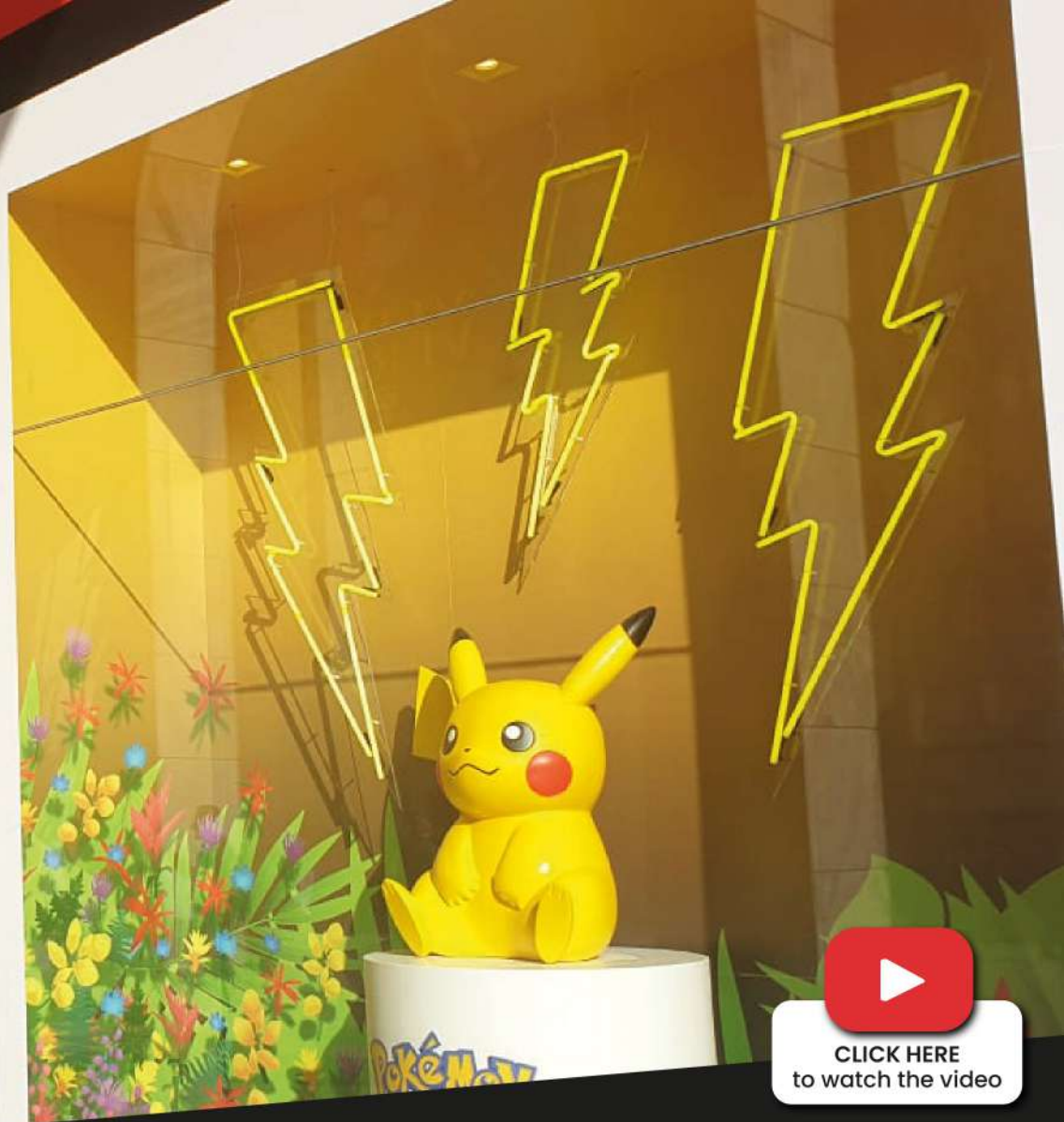
HBO ORIGINAL
GAME OF THRONES
HOUSE OF THE DRAGON

 Country: Spain
 Category: Exhibition  No: 8 centers
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!



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 & Greets 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: Retailtainment

Client:



Coinciding with the 100th anniversary of Disney, LEGO® launches one of those challenges that we love, could you make the house of UP fly? It is made with more than 25,000 LEGO® bricks that has taken more than 168 hours to build and weighs about 60 kilos. And of course our answer was YES!

Our production team had to study every detail before hand in order to successfully meet the challenge. More than 60 balloons of 175 cm in diameter and more than 100 cubic meters of helium were necessary. In addition, we need a team of 6 madhouse technicians to make this dream come true. And yes, we were able to do it with viral reaction of the event on social media.



STAR TREK
DISCOVERY
LASER GAME

 Country: Spain

 Category: FEC

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.



 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!



 Country: Portugal

 Category: FEC

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: FEC

Client: **movistar
RIDERS**



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.



El Corte Inglés

EVENTOS | SERVICIOS



PLAY AT HOME



CLICK HERE to watch the video



Country: Spain



Category: Cross Promotion

Client: *Paramount*

On this occasion, Paramount provided us with a brief to produce a new retailtainment action for the largest retailer in the country, El Corte Inglés. We have designed a landing page where people can see the new product line of Paw Patrol that is currently broadcasted. The landing page will be hosted and available on the main website of El Corte Inglés, and people could download 2 different escape rooms, printable activities (mazes, coloring, etc.) that are based on the adventures of Paw Patrol Rescue Knights.

In addition, we accompanied the action with 2 videos recreating scenes of medieval knights.



Disney LA REINE DES NEIGES

 Country: France

 Category: FEC

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: **Mar'Lab**

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!



VR



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
RIVALS OF KABOOM
EL EVENTO



Country: Spain and Portugal



Category: Event

Clients: **CBRE** **INGKA 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.

DINER



Country: France, Italy, Portugal and Spain



Category: Event

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®.




[CLICK HERE](#)
to watch the video



 Country: Spain

 Category: Event

Clients:  

Design, production and realization of an event based on one of the most watched TV shows by Spanish families on the tv channel BOING.

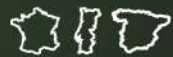
For this family event, we have recreated 2 stages of the program, the first one with the different challenges that take place in the program and the most acclaimed one from all of them, THE EGG SPLASH.

The second one was a dance area where we had a surprise factor by having the presence of the presenter of the program.

A great success!



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: FEC

Client: **Mac'Lab**

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.



Country: Spain



Category: Event

Clients:



On the occasion of the new Jurassic World: Dominion movie launch, we held an event that combined the action of Universal Studios with the power of LEGO®.

It was the first official LEGO® JURASSIC WORLD™ event allowing children to build the Jurassic World on the basis of LEGO® bricks in spectacular construction areas that recreated this fantastic dinosaurs world. In parallel, other complementary activities were carried out, such a "LEGO® Jurassic World Quiz" with the most amazing questions about this wonderful world and, if lucky, only answering the question correctly, you could win super cool prizes!

In addition, we made a gigant T-Rex sculpture that served as a Photocall and setting for the game space.



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




[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.



The Little Prince

 Countries: France, Portugal and Spain

 Category: Interactive Exhibition

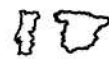
Clients:   

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.




[CLICK HERE to watch the video](#)



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.




[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.




[CLICK HERE](#)
to watch the video



 Country: **Portugal**
 Category: **Center**
Client: **MARVEL**

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.



#MadLabMola



CLICK HERE
to watch the video



 Country: Spain
 Category: LBE
Client: **MadLab**

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.



CSI:
CRIME SCENE INVESTIGATION

 Country: Spain

 Category: Family Entertainment Center

Client: 


EL VASCO
GRAN BULEVAR

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.



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.



Country: Portugal and Spain



Category: Event

Clients:





VR



[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.




[CLICK HERE](#)
to watch the video



Country: France



Category: Others

Client:



Marketing strategy focused on creating an emotional and affective bond with families through the development of a personalized mascot.

This kind of project has a significant impact on the public due to its emotional and close nature, increasing brand loyalty. This mascot is called Nyno and was created expressly for the shopping center "Aushopping Noyelle" in France.

In addition, it has a large number of activations such as the possibility to perform meet & greets, video games, personalized website with games, comics... A whole world around the character!

This mascot will become the best ambassador for your brand!



 Country: Spain

 Category: FEC

Client: **MarLab**

The objective was to create an arena where we could compete and have fun playing safely. We had already developed laser tag arenas, and this time we wanted to get closer to a different experience. Paintball and Airsoft were two of the options, but we opted for something equally fun but adapted more to the whole family and where the impacts do not cause pain. That's why we created a Gelsoft arena, which is somewhat similar to paintball, but where Gel balls are shot, so you don't get stained or hurt. To give greater realism and safety, we equip the participants with a blaster (gun that launches gel balls), tactical vest and protective mask. The result is a perfect experience for children (over 6 years), families, youth and adults. Ideal for birthdays and team building!



LEADERSHIP CONFERENCE



Country: **USA**



Category: **Convention**

Client:



Telefónica's most important annual convention.

More than 700 international leaders of the company met in Miami in the most important meeting held annually.

At Madhouse we were in charge of the global organization of the event and the creation of the interactive mappings, which were the most striking point of the event, turning it into a true digital experience that captivated the attending public.



Disney



Countries: Spain



Category: Event

Client:

Disney

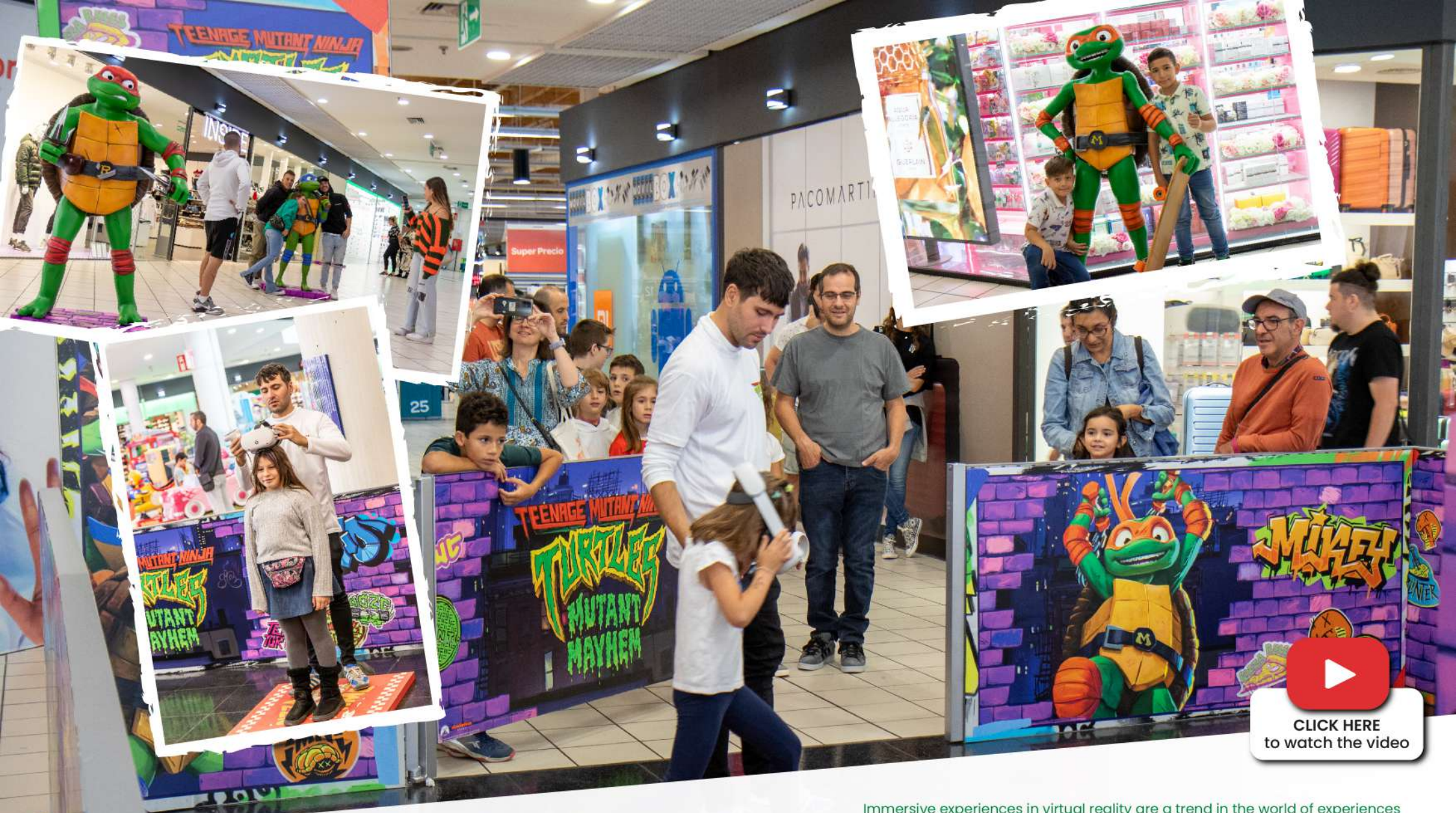
A date as important as the 100th anniversary of a brand as recognized as Disney was the perfect excuse to create an immersive space in the middle of Madrid, linked to the most important retailer in the country.

Thus, we had a customized 700 m² hexagonal tent that served as the basis for creating the experience.

The result was a global viralization of the event, through which more than 200,000 people passed in 20 days, and where people were willing to queue for more than 6 hours to enjoy the exclusive event.


Ven y celebra
100 años de Dis

en El Corte Inglés



[CLICK HERE to watch the video](#)

Paramount

 Country: Spain

 Category: Event

Clients:  Carrefour 

Immersive experiences in virtual reality are a trend in the world of experiences that allows us to offer exclusive and differential content.

In this case, concurring with the launch of the latest movie of the most famous frogs in the world, we developed a virtual hyper-reality experience (mixing both the physical and digital world) in which, through virtual reality, participants must try to overcome a skill circuit on the roof of a New York's building.

The most surprising point is that the elements that are seen the virtual world through the glasses are also recreated in the real world, thus allow us to generate new feelings on the users (for example of lack of balance), providing a whole new set of sensations to the participants.




[CLICK HERE](#)
to watch the video



 Countries: Spain

 Category: FEC

Client: 

On this occasion, we created two immersive spaces themed around LEGO® Christmas, based on large-scale depictions of different LEGO elements. Among the standout features were over 300,000 LEGO® bricks to unleash creativity, a stunning recreation of a 7-meter tall snowman figure, and a charming Christmas house measuring over 3 meters. This initiative attracted approximately 150,000 visitors, while 2.5 million people visited the shopping center where it took place. The impact on media and social networks has exceeded all expectations. In this case, we handled the planning, design, production, and comprehensive management of the space, providing a unique and unforgettable Christmas experience.



"it started here.
the way so
many things do
at mtv"
variety November 2017

1980s - turning music videos into an aesthetic
1990s - inventing reality tv with 'the real world'
2000s - reinventing reality tv with 'jersey shore'
2010s - first ever gender neutral awards show

"winning this is
very meaningful for
me, empathy and
imagination should
have no limits"
emma watson



[CLICK HERE
to watch the video](#)

Paramount

 Country: Spain

 Category: Others

Client: *Paramount*

Paramount trusted us to push its brand to a new level, with a video mapping on a 52 meters long wall. We create a dynamic and immersive experience with cutting-edge technology and we looked after the organization of the whole event, thus ensuring its success.

The impact was clear, generating excitement and commitment with the public through leading brands such as: MTV, Nickelodeon...

Once again, we turn the craziest and fearless ideas into reality!



JUVENALIA



Country: Spain



Category: Event

Client:



The largest Christmas leisure show in Spain takes place every year at IFEMA in Madrid.

In each edition we create an immersive space of more than 1,000 m² for LEGO®, where more than 90,000 people pass through and can try all the great new LEGO® products.

More than 100,000 LEGO® bricks, 30 life-size sculptures made with LEGO® pieces, 14 immersive spaces with different themes such as LEGO® Harry Potter™, LEGO® Star Wars™ or LEGO® Super Mario were part of this exclusive interactive exhibition.

madhouse

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Unicorn Tamer

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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!



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