

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

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**madhouse**



[www.madhou.se](http://www.madhou.se)

## **María José Posada**

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At Madhouse, we do serious things... but we have fun while doing them!

We are dedicated to madness: creating immersive experiences that leave a mark, excite, and, above all, entertain. Because if you're not having fun, what's the point?

From France to Dubai, from Italy to Switzerland... and this year, we're adding the USA and Egypt to our list of conquered territories. Our madness is global and totally contagious!

Thanks to the brave ones who continue to trust our ideas; from LEGO, Disney, Universal, Paramount, Warner, and Ikea to new dreamers like EA and Amazon. Thank you for letting us keep playing, creating, and taking marketing and entertainment to the next level.

AI, augmented reality, mixed reality... We set no limits—everything can now be adapted to our playground.

The best is yet to come. This is just the beginning...

**WILL YOU JOIN THE MADNESS?**







**LEGO® fan factory**



Countries: **Portugal and Spain**



Category: **Edutainment**



No: **9 centers**

Clients:

**CBRE**

**IKEA**

**intu**

**SCCE**

**MULTI**

**INGKA CENTRES**

We started this adventure with LEGO FAN FACTORY over 10 years ago! A revolutionary concept that brings the magic of LEGO to shopping centers in Spain and Portugal, transforming them into true family hotspots.

Imagine a free space where little ones can create, explore, and have endless fun, surrounded by LEGO bricks. It's not just a themed play area... it's the LEGO experience taken to the next level.

It's the perfect co-branding match: LEGO enhances its brand and experience, while shopping centers become the top attraction for families, boosting customer loyalty and increasing foot traffic. The ultimate marketing strategy!

With 9 unique tailor-made spaces, we now welcome over 1.5 million families per year.





 Country: France

 Category: Others

Client:  CEETRUS  
with citizens • for citizens

Marketing strategy focused on creating an emotional and affectionate bond between shopping centers and their customers through the development of a personalized mascot. This project has a significant impact on the public thanks to its friendly and emotional nature, thereby increasing brand loyalty.

This new mascot, a charming chameleon, has been created exclusively for the Aushopping Avignon Nord shopping center.

Additionally, a complete ecosystem has been developed around the character, including a themed playroom, a life-size figure of the mascot, interactive games, merchandise, comics, a play area...

This chameleon has undoubtedly become the best ambassador for the brand!





# Asterix AUX JEUX OLYMPIQUES



Country: France



Category: FEC

Client:



To commemorate the 65th anniversary of Asterix and Obelix, as well as the exciting celebration of the Paris 2024 Olympic Games, we created the Asterix and Obelix Olympic Games tour around France held in 21 Klépierre shopping malls.

This unique experience offers a mix of challenges and entertainment, providing the opportunity to have fun, enjoy and capture unforgettable moments with the iconic characters of the series.

An immersive space where participants could demonstrate their skills and have unlimited fun!





# Harry Potter THE EVENT



Countries: Spain and France



Category: Event

Client:



Harry Potter – The event comes to Europe for the first time by the hand of Madhouse!

Immerse yourself in a magical experience where you will test your Seeker and Beater skills and ride a broomstick on the Quidditch Pitch! Also, participants will have the opportunity to capture unforgettable moments at our amazing photo opportunities such as the Hogwarts Express or the Platform 9%, and to participate in a fun cosplay contest!

Once again, one of the most iconic sagas in the world trusts us to offer this immersive and unique experience.





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to watch the video](#)

**MARVEL**  
**MISSION**



Country: Spain



Category: Event

Client:

**Westfield**

**intu**

Along with Marvel, we created an awesome 6 meters tall climbing tower that imitates a real New York Queen's building. Will you make it to the top and ring the alarm?

It has two climbing walls and two more full of easter eggs for the Marvel fans, with lots of areas ready to take the best souvenir photos for your social networks. Perfect for the whole family.

Find your wall crawler power climbing a building!





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to watch the video](#)



Countries: Spain



Category: FEC

Client:

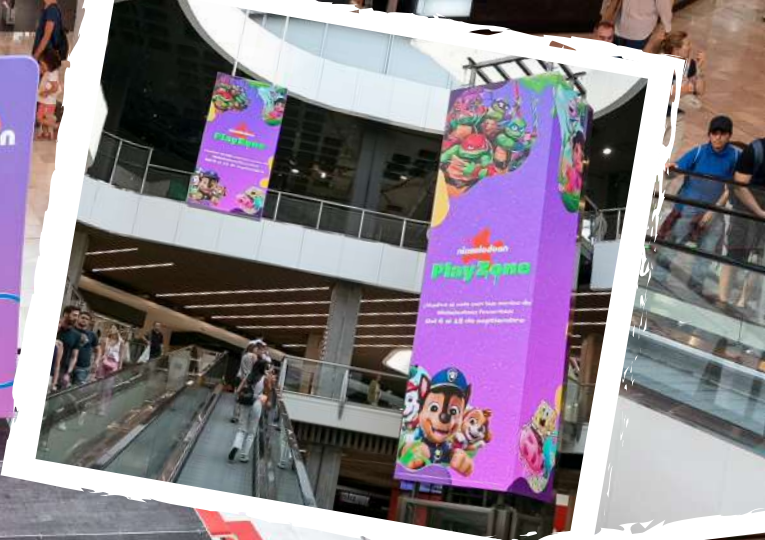


Once again, LEGO® brings Christmas magic together with Madhouse! A unique experience that exceeds all expectations!

More than 300,000 LEGO® pieces created two impressive themed spaces, where families enjoyed fun and creative activities. Among the highlights, a 3-meter-tall Christmas tree and a 6-meter-tall LEGO® sculpture attracted the attention of more than 3 million visitors, generating a huge impact on media and social networks.

A resounding success that consolidates the LEGO® Christmas tradition!





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 Countries: Spain

 Category: FEC

Client: 

### Nickelodeon PlayZone: Fun for the Whole Family!

This time, we created an unforgettable experience where visitors could immerse themselves in the universe of their favorite characters. From a mini show and Meet & Greet with iconic figures like SpongeBob SquarePants, PAW Patrol, and the Teenage Mutant Ninja Turtles, to exciting games and challenges designed for all ages, including a Subsoccer zone and a climbing area.

Additionally, the event featured giant screens and digital billboards strategically placed throughout the shopping center, inviting even more visitors to join in the fun.

Without a doubt, Nickelodeon PlayZone became a unique and unforgettable experience!





Country: Spain



Category: Event

Client:



Amazon Christmas Mission was the concept we designed together with Amazon's agency to create a unique immersive experience last holiday season. Visitors could have fun while discovering surprising aspects of Amazon through two themed escape rooms. In these spaces, they explored the trendiest Christmas toys, found gift ideas, interacted with Alexa to search for clues, got to know Rufus, the new virtual shopping assistant, and captured moments in various Instagram-worthy spots. Additionally, they could participate in a ball pit for a chance to win exclusive prizes.

The "Magical World of Christmas" escape room was specially designed for families, while "Christmas at the Logistics Center" offered a more challenging experience for young people and adults.

To manage attendance at the event, we developed an informative website with a reservation system, which ensured efficient organization. The initiative was so successful that all tickets were sold out before the event even opened.





## LA CASA DE MUÑECAS DE GABBY

NETFLIX



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to watch the video

DREAMWORKS  
**LA CASA DE MUÑECAS  
DE GABBY**



Country: Spain



Category: FEC

Client:

intu

Building on the huge global success of the Gabby's Dollhouse series, we have designed a unique space where fans could enjoy a variety of activities inspired by Gabby's magical world.

The experience includes a fun arts and crafts area, a spectacular live show with the real Gabby where visitors can immerse themselves in the wonderful universe of Gabby and her charming cat friends.

And best of all, they will have the chance to meet Gabby in person in a live meet & greet with this charming little girl!





CALEIDO **THE ELF ON THE SHELF**

LA  
FESTIVIDAD



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to watch the video



Country: Spain



Category: FEC

Client: CALEIDO

The Elf on the Shelf sneaks into the holiday season with its fun mischief.

Visitors enjoyed creative workshops, storytelling sessions, meet & greets with the famous elf, the lighting ceremony, and an exciting treasure hunt.

The spectacular decorations and interactive spaces turned shopping center Caleido into a must-visit destination, while the online reservation system ensured flawless organization.

The event was a resounding success, leaving unforgettable memories for all families and establishing itself as one of the most anticipated Christmas experiences.





Country: Spain



Category: Event

Client:



Unicaja

A ski resort is also an ideal place for a marketing campaign. The Sierra Nevada ski resort was transformed to host the "Unicaja Weekend" experience, an event created to engage and reward the bank's customers. The event combined thrilling snow experiences, strengthening the bond between the financial institution and its clients. The challenge was to create an event capable of generating a positive impact on brand perception, and that's exactly what we did—designing a complete and diverse program for all audiences.

- A chocolate bar in the middle of the town square offering hot chocolate and cookies?
- A play area for children while adults relax?
- Thousands of surprise gifts through scratch-and-win cards?
- Promoters inviting you to the round of drinks you're having?

A free hotel night or a romantic dinner for two? These were just some of the experiences enjoyed by more than 40,000 visitors to the ski resort during the "Unicaja Weekend."





CLICK HERE  
to watch the video



Country: Spain



Category: Sportainment

Client:



Pickleball is the fastest-growing sport in the world, so when we were asked to design the largest Pickleball indoor center in Europe from scratch, we knew we had to take on the challenge—and we loved every second of it!

This sport is the perfect example of what happens when you combine sports + entertainment = Sportainment, and that's exactly the mindset we brought to the project. We didn't just want to create a place to play—we wanted to craft a full-on experience that grabs the attention of die-hard players and draws in a whole new crowd of fans. The goal? Make people want to stay longer—not just to play pickleball but to hang out, enjoy great food at the restaurant, and build a lasting connection with the center.

And here it is—the final result! Welcome to Lafuente Pickleball Hub.





# SMURFSLAND



Country: France, Germany & Italy



Category: Family Entertainment Center

Clients: **INGKA CENTRES** **ECE**

With more than 5 years of experience in the creation of themed entertainment spaces and with successful openings in France and Germany, Smurfsland continues its expansion in Europe and now Smurfsland is coming to Italy!

This new addition reinforces our commitment to offer unique experiences for families, consolidating our position as a leader in the children's entertainment sector.

Smurfsland is a 300 m<sup>2</sup> space that perfectly blends entertainment, retail and exclusive and innovative experiences. In addition to a themed play area, visitors can enjoy a fun shop with official products and a special area to celebrate birthdays.

Come and experience the magic of The Smurfs at Smurfsland, where fun knows no bounds!





**Electronic Arts**



Country: Spain



Category: Event

Client: **Electronic Arts**

To commemorate the Families International Day, we organized a Family & Open Day for the employees of EA Spain. It was an unforgettable day for children and adults!

Among the activities, it featured a meet-and-greet with characters like LEGO Stormtrooper, Paw Patrol, and SpongeBob SquarePants, a free-building area with LEGO bricks, two Marvel Mission escape rooms, a VR experience with the Teenage Mutant Ninja Turtles alongside official sculptures of the four main characters, and fun inflatables.


A day full of surprises and special moments!





  
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 to watch the video



 Country: **France**

 Category: **Event**

Client: 

My Hero Academia tour visited France with an immersive and unique experience!

Fans were immersed in an action-packed universe: a fully customised play area, interactive challenges, themed photocalls and a spectacular exhibition area.

In addition, we developed a special website that gathered all the locations and key information of the event.

This exclusive experience toured 9 Kleppierre centres, allowing you to experience the world of My Hero Academia like never before!





**CLICK HERE**  
to watch the video

# JUVENALIA



Country: Spain



Category: Event

Client:



For the fifth consecutive year, LEGO® returned to the biggest Christmas event for children and families in Spain: Juvenalia, at IFEMA Madrid.

With a creative and exciting proposal, more than 90,000 people enjoyed a LEGO® space full of imagination, where children and adults explored different themed areas inspired by their favorite worlds.

LEGO® Jurassic World™, LEGO® City, and LEGO® Botanical were some of the standout experiences that made this edition an unforgettable event for the whole family.





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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!**





# ARE YOU FUNKY?

m!



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