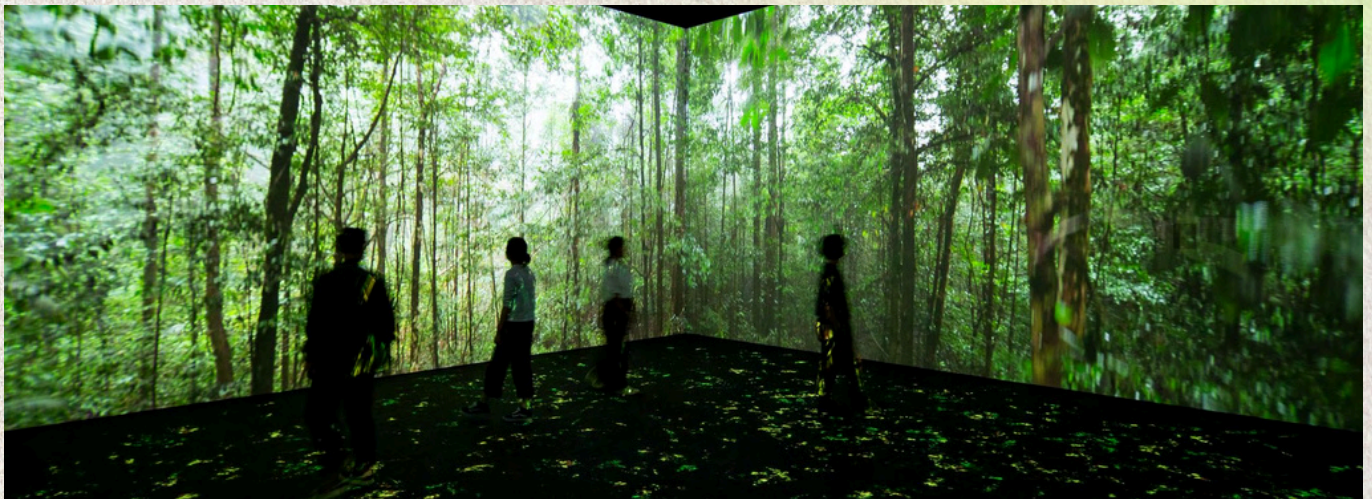


SENSORY ODYSSEY 2024 GLOBAL EXPANSION ACROSS THREE CONTINENTS

Sensory Odyssey, the first of a kind immersive experience redefining how we perceive the living world, is about to captivate audiences simultaneously across three continents. Following its recent launch in Rio de Janeiro on January 30, 2024, we're thrilled to unveil our exhibition, "**Breathe, with Our Living World**" in Beijing, which opened on April 26, 2024, for a six-month journey. On June 1, 2024, "Immersive Earth" will launch at the **Royal Ontario Museum** in Toronto, offering a seven-month exploration of Earth's rich biodiversity.



Since our original launch in Paris in 2021, Sensory Odyssey has welcomed over **500,000 visitors globally**. Now, with simultaneous exhibitions in Rio, Beijing, and Toronto, **we anticipate surpassing one million visitors before 2024 ends**, providing awe-inspiring insights into our interconnected ecosystems.



Rio de Janeiro, our third host city after Paris and Singapore, features a pioneering, scaled-down format at the **Museum of Tomorrow**. This adaptation, incorporating three of the original nine habitats in a space of 600 sq. meters, can host up to 4,000 visitors daily – triple the attendance of previous iterations in Paris and Singapore. It's a testament to our adaptability and ensures the exhibition remains accessible despite limited space. Our compact exhibition model, first implemented in Rio, can fit venues with as little as 400 square meters. Tailoring content and services à la carte optimises the experience and makes touring productions sustainable and economically viable.



Over 300 talented individuals – artists, designers, scientists, entrepreneurs, researchers, investors, and dedicated production staff – have enriched our journey. Our symbiotic collaboration with the **Museum National d’Histoire Naturelle (MNHN)** and the inspired support of **IEF** in crafting fragrances have established a visceral connection with our audience. Their expertise fosters deep emotional engagement and curiosity about the living world.

THE ART AND SCIENCE WITHIN SENSORY ODYSSEY IS DESIGNED TO SOW A DEEP AND ENDURING POSITIVE EFFECT BY USING TECHNIQUES THAT PHYSICALLY CHANGE HOW PEOPLE EXPERIENCE AND CARE FOR THE LIVING WORLD.

Stay tuned for more updates, and follow us on social media as we continue this remarkable journey of art, science.... and wonder.



[Instagram](#)



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For hi-res images,

please click [here](#). Credit images as indicated in the captions.

For media contacts or to schedule an interview with Gwenaël Allan, please write to [Ekaterina Shafran](#).

“ Reflecting on our journey, sparked by a powerful intuition in 2016 to a world tour today, I am reminded of the enduring power of passion and perseverance, purposeful and uplifting ideas and the sweet rewards of working with a dedicated team of passionate minds and creators.

Each step of our journey has reinforced one vital lesson: perseverance pays off, even when achieving the goal seems to constantly extend way beyond our reach.

CEO and Founder
[Gwenaël Allan](#)