

The time of miracles is coming! The premiere of the “Immersive Nutcracker” is on 17 November in Warsaw.

A Christmas story in an extraordinary, multi-sensory edition will be presented at the Art Box Experience at the Norblin Factory in Warsaw.

“Immersive Nutcracker. The winter miracle”

Production: Story Wall Entertainment

Distribution: Lighthouse Immersive, Visioni Eccentriche

Ambassador: Yume Okano, dancer at the Grand Theatre – National Opera in Warsaw

Place: Art Box Experience, Norblin Factory, Warsaw

Dates: 17.11.2023 – 31.01.2024

Launching on 17 November, the Norblin Factory in Warsaw will be surrounded by the magic of a winter evening and Christmas. It will be possible owing to the superproduction of “Immersive Nutcracker. The winter miracle”, to which the creators of the first immersive Art Box Experience gallery in Poland and in this part of Europe invite. The show is an immersive, multidimensional experience that affects the senses and stirs the imagination, and has been prepared with the whole family in mind. In addition to a spectacular animated winter tale, visitors will be treated to numerous attractions, including *augmented reality* entertainment.

“The Nutcracker” is one of those timeless productions that have become a permanent part of the world ballet canon. Based on the fairy tale by E.T.A. Hoffmann’s “The Nutcracker and the Mouse King”, the show has been inspiring the imagination of successive generations around the world for years, being one of the most popular Christmas stories (it was translated into French by Alexander Dumas himself!). The show will soon be seen – and experienced! – in Warsaw, the city where the German writer lived in the early years of the 19th century, whose snow-covered Old Town became a source of unique inspiration. The audience will be transported to this fantastic festive setting by “The Immersive Nutcracker. The winter miracle”, **which will have its European premiere on 17 November at the Art Box Experience in Warsaw.**

“Christmas time features many beautiful traditions. One of my personal favourites is the annual viewing of The Nutcracker on the day before Christmas Eve. I hope that an immersive version of this classic Christmas novel will provide a wonderful experience for the little ones, as well as for adults”, says Joanna Kowalkowska, co-founder and president of ABE.

The ballet tells the adventures of seven-year-old Clara, who finds a nutcracker under the Christmas tree on a Christmas night. Of all the presents, she likes this one best, so she takes it to her dollhouse. The girl falls asleep and dreams of the Land of Sweets, where, together with the Prince that the Nutcracker has turned into, she must face the sinister Mouse King. This seven-headed usurper wants to grab all the sweets for himself! Will he succeed?



THE IMMERSIVE
NUTCRACKER
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This time, the classic tale of “The Nutcracker” will be presented in **spectacular Disney-style**, filled with music and dance. The ambassador of the event is **Yume Okano, a dancer of the Grand Theatre – National Opera**, appearing in the Warsaw instalment of the show.

“Snow outside the window, the warmth of a fireplace, a fragrant Christmas tree and the story of brave girl named Clara who befriends the Nutcracker that comes to life on Christmas Eve and wages a battle against the evil Mouse King in a wonderful tale enriched with beautiful music. “The Nutcracker. A winter miracle” is a perfect event and experience for the whole family, including kids and captures their hearts. “Nutcracker” makes me feel Christmas very much when I watch, hear the music and dance!” – claims the ballerina.

“Immersive art is an interactive and experiential form of art that differs from traditional art forms. The collaboration of leading-edge technology and ballet is truly breakthrough art. This wonderful space makes the viewers an immersive and interactive experiences as if they were actually in the magical world. I am so grateful to have such experiences being in the immersive arts made by incredible team of Art Box Experience” – says Yume Okano.

The performance is an immersive, multi-sensory project, created at the intersection of performing arts (theatre and cinema), visual arts, computer animation and new technologies. **Immersive, that is allowing for full immersion in the created world.** The Art Box Experience is an immersive space that combines the latest digital technologies with sound experiences and an image projection system using 360° panorama technology, 3D and 2D animation. **Instead of just watching the story, the audience becomes part of it, immersing themselves in it with all their senses.**

“As a premiere at the Art Box, we have prepared a technological game which, thanks to a smartphone application, will allow visitors to search for characters in the world of AR (augmented reality) and interact with projections,” announces Kowalkowska.

The show could also not miss the magic of Christmas conjured up with the help of specially prepared sets. The organisers took care of such details as colourful seating couches for children in the shape of giant presents and projections on a huge Christmas tree.

“We will conjure up a substitute for a winter street, where original ballet costumes will stand. These could be seen on the stages of theatres across Poland with the Royal Classical Ballet tour. The ballerinas, pre-recorded on green-screen, will also appear there, with a guest appearance by our distinguished Ambassador, the ballerina of the Grand Theatre in Warsaw, Ms Yume Okano. We will then move to a frosty land of ice, where visitors will be accompanied by 360° projections, only to find themselves in a warm interior where the main action takes place in a moment,” said Joanna Kowalkowska. *“At the end of the exhibition, visitors will be whisked away in a balloon straight to our cosy café,”* she jokes, adding that this is thanks to a selfie spot prepared by the Creative Pro agency.

Previously, the Immersive Monet & Impressionists exhibition, among others, was a huge success, which was seen by **more than 70,000 viewers from all over Poland.** *“The Nutcracker”* is the second proposal from **Lighthouse Immersive**, a Toronto-based production studio, after the Impressionists exhibition. The authors of the multisensory show are the frontmen of the studio **Storywall Entertainment**, whose superproductions have a multitude of fans all over the world. The creators of the Art Box Experience, the first immersive space in this part of Europe, are responsible for implementing the project in Warsaw: **Joanna Kowalkowska**, designer and artistic director of many international





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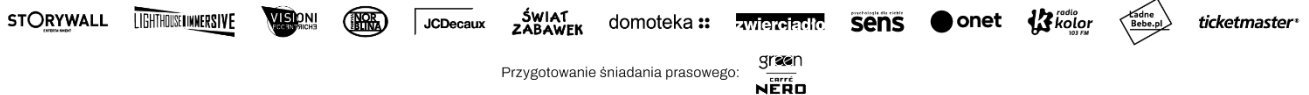
projects combining theatre, visual arts, design and new technologies, **Mateusz Labuda**, culture manager, formerly deputy director of the National Museum in Warsaw and the Museum of Warsaw, and **Piotr Sikora**, co-founder of Platige Image, producer of animated films, computer game cinematics and special effects, awarded with hundreds of awards, including **Oscar®** nominations and **British BAFTA awards**.

An immersive show is a lot, and yet not everything! The organisers have prepared a number of festive activities that will bring the generations together. **Beginning on 26 November, Art Box invites you to a workshop for families.** By attending the show at the Art Box Experience, we will learn more about ballet and storytelling itself, as well as their creators. The youngest will learn the basic ballet figures, and in the workshop part, under the guidance of educators, they will make Christmas tree ornaments or create their own nutcracker, which they will then take home with them. A detailed programme of the workshops will be available at artboxexperience.com

Tickets: available online (Art Box Experience Tickets). Read more at: artboxexperience.com

Fabryka Norblina, ul. Żelazna 51/53, second floor; Mon-Fri, 9:00-20:00, last entry at 19:00 Fri, 9:00-21:00, last entry at 20:00; weekend 10:00-14:00).

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What is the Art Box Experience?

It is an original project that combines the latest techniques of computer animation and sound impressions with a rich system of image projection in 360° panorama technology, 3D and 2D animation, and the scenography – the result of digital projection of the highest quality – can take on different colours and forms. Instead of merely watching the story that an exhibition tells, the visitor becomes part of it, immersed in it with all their senses.

A distinctive feature of the Art Box Experience, besides world-class entertainment, is its educational content, related to culture, art, history, science, geography, nature or fashion. For the multisensory exhibitions, “Retro Warszawa” and “Save the Planet”, the partners are cultural and scientific institutions of the highest repute: History Meeting House, Climate Science Foundation, MHPJ Polin, Warsaw Museum, Earth Museum, UN Global Impact.

The Art Box Experience is a multifunctional immersive space where unique multisensory exhibitions, performances, concerts and events are created at the intersection of art, science, digital technology and entertainment. The ambition of its creators is to present there attractive and valuable content from the fields of art, science, education, ecology and pop culture. It is the fruit of the passion, experience and competence of authorities from the worlds of new technology, entertainment and the museum world: **Joanna Kowalkowska** (co-founder of Art Box Experience, graduate of the prestigious art college Central Saint Martins in London, designer and artistic director of many international interdisciplinary projects combining theatre, visual arts, design, and passionate about new technologies), **Mateusz Labuda** (deputy director of the National Museum in Warsaw and the Museum of Warsaw, long-time manager of Maanam, music producer) and **Piotr Sikora** (co-founder of Platige Image, the production house of, among others, Platige Image, the production house “Dobro” or Art Box Experience, an international producer of animated films, cinematics for computer games and special effects, awarded with hundreds of awards, including Oscar nominations and British BAFTA awards; his most recognisable productions include the short animation *Cathedral*, *The Witcher* series for Netflix, *Wonder Woman* for DC Comics or Lars von Trier’s *Melancholia* and *Antichrist*).

