

“DESTINATION ATLANTIS” KICKS OFF IN BRAND NEW “STUDIO 100 STORY STUDIO”

Schelle/Munich, 4. May 2021. Studio 100 and CityCubes will today launch a new, innovative total experience for families and friends: “Studio 100 Story Studio”. It will be the first time that immersive stories are told in this way in Belgium. Audiences will be completely engaged while listening to the story and engrossed by the spectacular, life-size projections. It is a feast for the eyes - with a lot of humor and a real adventure.

Partners CityCubes and Studio 100 are currently fully engaged in the technical and creative development of the first major immersive show. Using the very latest projection techniques to create this unique experience, the first story to be shown is “Destination ATLANTIS”. Visitors are taken into the intriguing world of the sunken city with all its mysteries hidden deep beneath the surface of the water.

This brand-new experience will open its doors on the Antwerp Meir on 29 May 2021 to very small groups, with all health and safety guidelines in place, thus offering an experience that is 100% corona-proof.

Celebrating its 25th anniversary this year, the immersive story “Destination ATLANTIS” marks the start of a new kind of entertainment for Studio 100. The project “Studio 100 Story Studio” will be situated in a new, temporary location in the center of Antwerp.

Gert Verhulst - Founder of Studio 100 said, “At Studio 100 we like to start from scratch to create something new together. We always try to fully embrace the latest technical possibilities and innovations and I am therefore very enthusiastic about this new form of storytelling. Thanks to this immersive experience, we can offer our visitors something unique which enables them to be completely absorbed in the story.”

Anja Van Mensel - CEO Studio 100 Benelux commented, “Studio 100 Story Studio is a beautiful addition to our current activities, and this also means a new step for Studio 100. It is a new form of entertainment that we fully believe in. Together with our partner CityCubes, I am confident that we will once again fly a flag in offering quality relaxation for families.”

Dieter Veulemans – Partner at CityCubes added, “I have attended many different immersive museum shows in the past and have often observed the many reactions these experiences bring. This inspired me and due to the corona measures, this opportunity came our way. With the support and strength of Studio 100, I am convinced that we will deliver something of the highest level here!”

Story

For centuries, man has been searching for the ruins of Atlantis, the legendary ancient city that disappeared into the sea. The exact location remained a mystery for over 10,000 years. But today that secret can be unraveled. And you can be there. Scuba dive in the Atlantic Ocean with archaeologist Jane Clark and her team to find the remains of what was once a vibrant modern city. Destination Atlantis is an experience for the whole family, a fun and exciting adventure, with breathtaking projections and a fantastic voice cast.

100% corona proof

Studio 100 Story Studio is completely corona-proof. Visitors must reserve an hourly slot in advance. As part of a small group, which stays together throughout, they will experience the immersive story through different rooms, with many other corona measures in place.

Practicalities

Destination ATLANTIS

A spectacular, humorous immersive story for all ages.

From 29/05 in the Studio 100 Story Studio - Meir 17, 2000 Antwerp

Info & tickets via www.studio100.com/be/nl/storystudio-bestemming-atlantis

About Studio 100 Group

Studio 100 was founded as a TV production company back in 1996 and has always pursued the same goal up until today: producing engaging content which is not only entertaining but also educational for today's children and their parents. At Studio 100, everybody believes that during childhood, children should blossom while having fun. From the company's TV series, live shows and theme parks to online games and books, Studio 100 aims to make great content accessible to a broad audience. Today, the company has grown into one of the largest independent family entertainment companies globally – with offices in Belgium, the Netherlands, France, Germany, Poland, Australia and the USA.

As a group, Studio 100 has created a truly 360° approach to family entertainment combining a mix of global and local brands, like “Maya the Bee”, “Heidi”, “Vic the Viking” or “K3”.

Studio 100's success over the last 25 years has provided the company with a deep understanding of the market's demand for quality family entertainment with characters who are easily related to and who resonate with today's values. With ongoing global success, Studio 100 works with international partners who share the same mission: making children's dreams come true.

More information: www.studio100group.com

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