

Gliwice, 28<sup>th</sup> of July 2021

### **A completely new dimension of entertainment in Europa Centralna**

**Museums on the borderline of illusion and art have already conquered the world, and now one of them will complete the Europa Centralna entertainment offer. Funzeum located in Gliwice will be the first exhibition of its kind in Poland, introducing to visitors the world of colours, illusions and surprising light plays. The opening of the new attraction is planned for this autumn.**

Among the Funzeum's inspiration are Tokyo's TeamLab Borderless, the world's largest digital art museum and Meow Wolf in Las Vegas with interactive zones of surreal places and landscapes. The exhibition in Europa Centralna will be a unique entertainment concept for children and adults, composed of several dozen artistic installations with amazing shape and colour. There will be fairytale and futuristic zones with illusion, magic of mirror reflections and light play. All of them will cause spectacular visual effects, and thanks to the possibility of interaction and changing the surrounding space – addictive to play. All guests will leave the Funzeum smiling and their phones will be filled with lots of photos very quickly.

*"It is difficult to describe everything we have prepared for visitors at the Funzeum. You just have to see it! We wanted to create something original, at the highest level of aesthetic experience. We want to invite guests to a completely different, surprising world full of delight and emotions"* – says Adam Wicher, the creator of the Funzeum in Gliwice.

The total area of the Funzeum will reach almost 4 000 sqm. It will be located in the vicinity of two other attractions of Europa Centralna – Kolejkowo, the biggest Polish railway maquette – and the House of Air trampoline park.

*"Our permanent attractions and thematic exhibitions we present in our two large exhibition spaces make Europa Centralna a commercial facility with the biggest entertainment offer in Poland. We focus on original concepts not available anywhere else. It is one of the magnets that attract thousands of visitors to us"* – says Katarzyna Lenartowicz, director of Europa Centralna shopping centre in Gliwice.

Europa Centralna in Gliwice is a unique combination of a retail park and a shopping centre. The entire facility occupies 67 000 sqm of retail space and has 2 300 parking spaces. The centre is eagerly visited by the inhabitants of the Silesian Agglomeration, the Opole region and the tourists visiting the facility due to the proximity of the A1 and A4 highways. Europa Centralna is systematically expanding its commercial and service offer, with particular focus on home

décor sector. It also expands its entertainment and active leisure offer. This year the centre has prepared the city's biggest summer zone with a huge sandy beach.

In addition, over a hundred different types of seats have appeared at the centre – in the relaxation zone and the food court, crowded with visitors during the week and at weekends as well. Every week, there are also various attractions for children and adults in the zone, including concerts, water games, VR zone, dance parties, open-air cinema and vinyl exchange.