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**From an ambitious pioneering project in Zagreb to the largest chain of privately held
museums in the world**

Museum of Illusions brings mind-bending experience to global audiences

Step into Museum of Illusions and prepare to be amazed as reality becomes an illusion and the ordinary transforms into the extraordinary. Its collection of interactive exhibits combines art, science, and psychology to create an inspiring and unforgettable experience for all. Whether you're a curious child, a group of friends, or a family seeking a memorable outing, Museum of Illusions offers something for everyone.

Museum of Illusions concept was originally launched by its founders and current shareholders, Roko Živković and Tomislav Pamuković, in Zagreb in 2015. Their main goal was to introduce the concept of edutainment, offering visitors the perfect mix of education and entertainment through various interactive and photogenic exhibits and rooms of illusion. Since then, it has expanded rapidly, currently operating with more than 70 locations around the world, including New York, Las Vegas, Dubai, Paris, Madrid and London, to name a few. It has become the largest chain of privately held museums in the world.

“Each installation invites guests to experience the unexpected—where what you see often isn't what it seems. We encourage visitors to fully engage with the exhibits, explore, and capture the fun through photos” says Kim Schaefer, CEO of Museum of Illusions.

“Museum of Illusions remains committed to delivering mind-bending, fun, educational experiences to audiences worldwide – upholding the brand’s mission to inspire wonder and joy through illusions”.

Some of the highlights of Museum of Illusions include the Infinity Room which allows you to step into a room that seemingly stretches to infinity, with an endless array of mirrors that create an illusion of boundless space or the Ames Room where you can witness the mind-boggling effect of distorted perspective and people can appear to grow or shrink in size as you move around. Besides the big variety of illusion rooms, the museums includes various holograms and optical illusions that seem to leap off the canvas, creating a truly immersive visual experience, and much more.

Museum of Illusions aims to entertain, educate, and inspire visitors by offering a deeper understanding of the complexities of human perception. Explore the mysteries of vision, the science of light, and the power of the human brain in a playful and interactive environment.

For more information, please visit our website at museumofillusions.com or follow us on our social media channels.

Join us at Museum of Illusions in a city close to you and embark on a journey that will challenge your perception and ignite your imagination.