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

Museum of Illusions brings mind-bending experience to global audiences

Step into the 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, the Museum of Illusions offers something for everyone.



The 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 40 locations around the world, including New York , Atlanta, Dubai, Paris, Madrid and Istanbul, to name a few. It has become the largest chain of private museums in the world

“It is basically a collection of mind-altering exhibits, artwork, and experiential-type interactive entertainment, things that just defy reality, where you look at something and say, ‘That doesn’t look right,’ so it causes your mind to have to alter its own sense of reality.

“The other thing is that it’s also very hands-on in the sense that we encourage people to interact with several of the exhibits, and take photos if possible. It’s essentially an example of the type of experiential type of museums that are dotting the globe at the moment.” says Jonathan Benjamin, CEO of Museum of Illusions.



Some of the highlights of the 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 Museum includes various *holograms and 3D Art* that seems to leap off the canvas, creating a truly immersive visual experience, and much more.

The 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](http://museumofillusions.com) or follow us on our social media channels. Join us at the Museum of Illusions in a city close to you and embark on a journey that will challenge your perception and ignite your imagination.