

**2023**

# JAM CAPSULE: an immersive cultural experience

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The JAM  
CAPSULE  
Experience

# Until the end of May 2024, Paris Expo Porte de Versailles will host JAM CAPSULE

Paris Expo Porte de Versailles – a world-renowned, iconic venue – is Europe's standout exhibition complex and leader in number of events.

Just 15 minutes away from the Eiffel Tower, it is an international meeting place that is an integral part of Parisian cultural life.

Paris Expo Porte de Versailles is fully accessible and hosts some of Paris's most prestigious events.

## **PARIS EXPO PORTE DE VERSAILLES A NEW PARISIAN DESTINATION**

*Lifestyle:* Novotel / Mama Shelter / Le Perchoir

*Art:* Jean Nouvel's luminous canopy

*Inspiration:* French Event Booster, the events industry incubator

As well as the French capital's biggest events:  
trade shows, congresses, exhibitions and corporate events

**Paris Expo Porte de Versailles welcomes  
an innovative cultural experience**

**JAM  
CAPSULE**

# JAM CAPSULE

Can turn your events into extraordinary experiences

>> Enjoy its unique immersive environment:

**Up to 500 guests**

in the capsule and the reception area, in a drinks reception configuration

**350 m<sup>2</sup>**

surface area

**1 000 m<sup>2</sup>**

of wall screens

**A 360°**

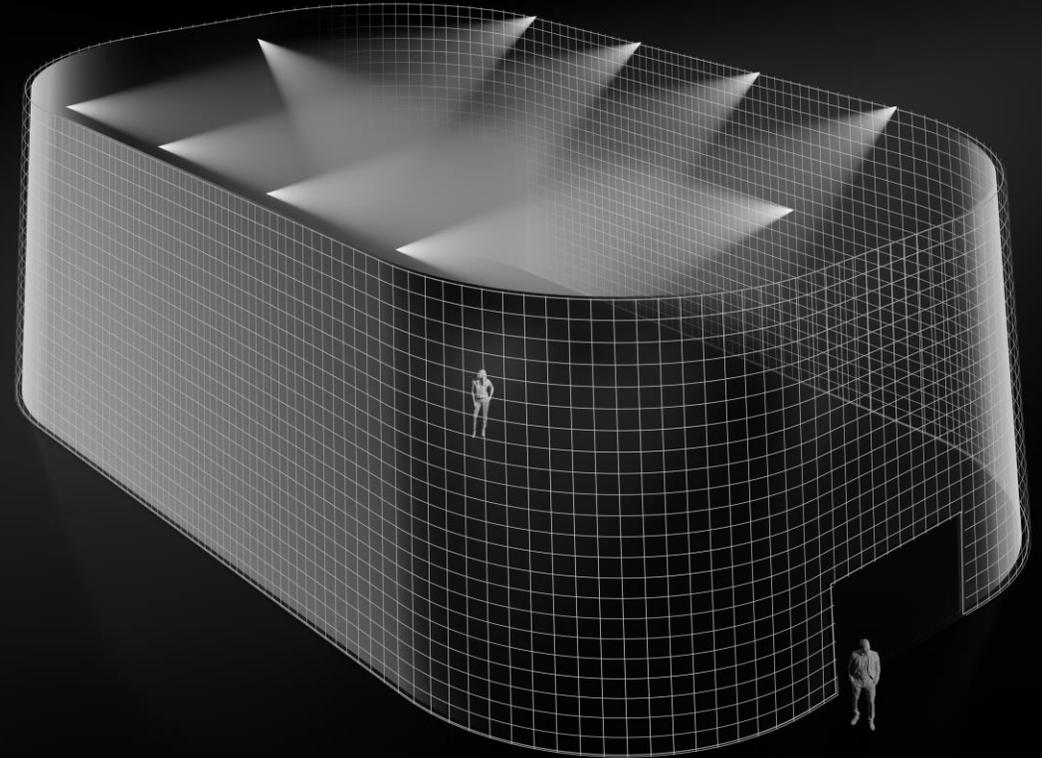
Screen

3D audio effects

**Available for private hire**

**All day on Mondays and Tuesdays**

**Wednesdays and Thursdays from 7 pm to midnight**





**JAM**  
CAPSULE

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**JAM CAPSULE**  
*for private  
events*

# Two packages for private events: from a turnkey solution to complete customisation

## 1 Our turnkey package

Projection of capsules from our collection:  
Legacy, Jardins Mystiques, Maria by Callas,  
Japan, a New Perspective.

We are continually updating our catalogue of  
shows. Other capsules will be added soon.

## 2 Our customised package

Your content (images/videos/interviews, etc.) adapted  
by our team and shown in JAM CAPSULE.



TURNKEY PACKAGE

## RESERVE JAM CAPSULE AND ITS SHOWS FOR YOUR EVENTS

RATE\*

**€19,500 (net of tax)**



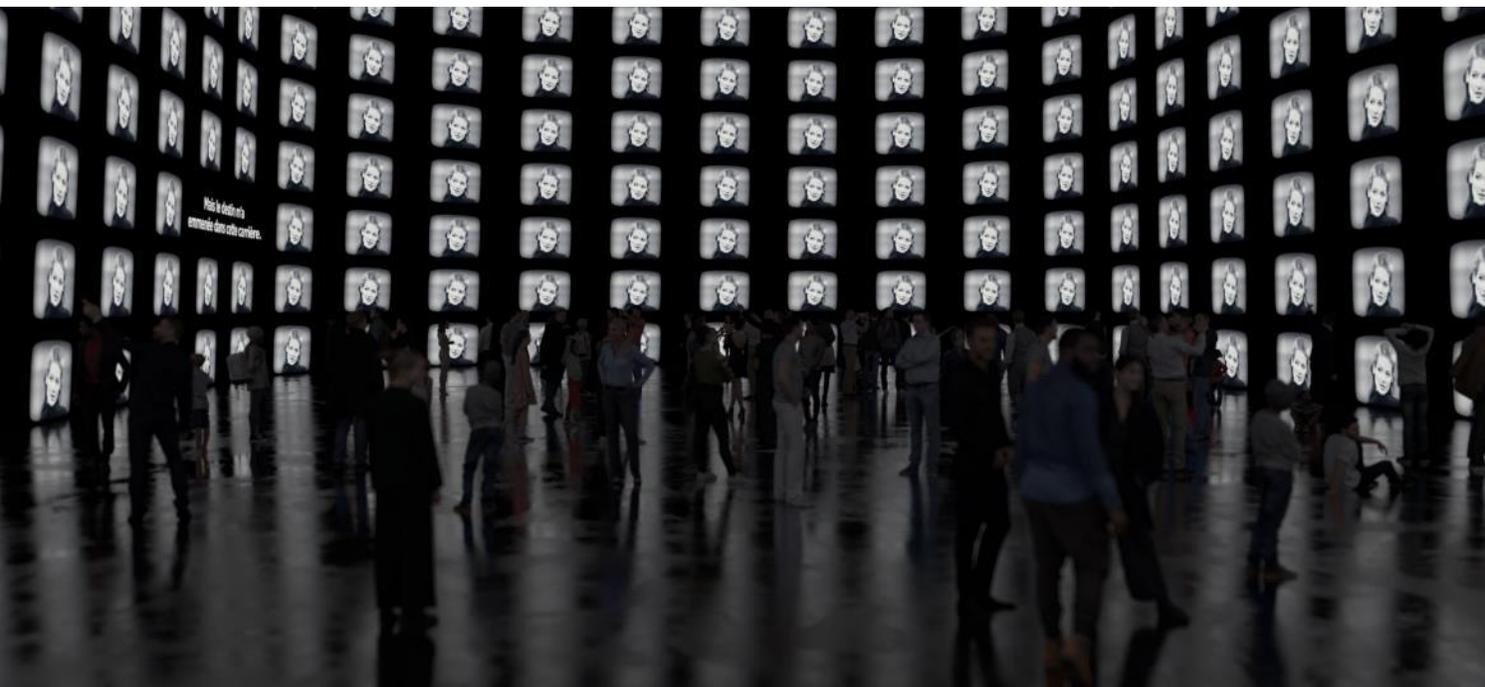
- Hire of the entire immersive space
- Projection of an immersive cultural show
- On-site presence of a director and technician(s)
- Please reserve at least six weeks prior to the event
- Projection of an additional show: €1,000 (net of tax)

*\* does not included furniture, catering and any customised content*

A TURNKEY PACKAGE

## Maria by Callas, The Experience by Tom Volf

- >> Drawing on previously unseen archival footage, this vibrant experience transports viewers into the world of the celebrated opera star. Directed by Tom Volf, this immersive journey enables visitors to relive Callas's greatest arias, and to intimately experience the powerful emotions she evoked with her voice and presence.



A TURNKEY PACKAGE

SAMPLE  
CONFIGURATION

Maria by Callas: an unforgettable evening with one of the twentieth century's greatest voices.

A show that will appeal to both opera enthusiasts and newcomers alike.

This capsule allows viewers to discover the world of opera that Maria Callas helped make accessible to all.



A TURNKEY PACKAGE

# Legacy, The Courage of Truth Yann Arthus-Bertrand

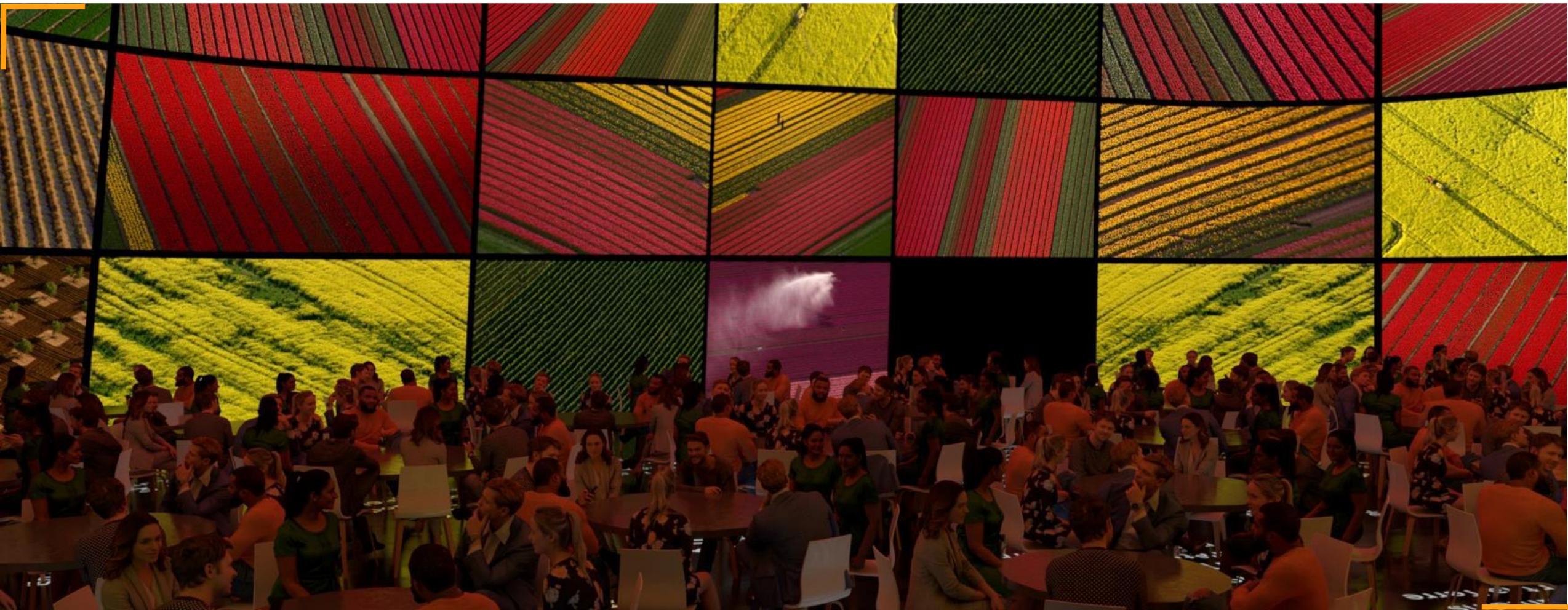
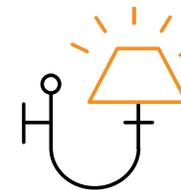
>> Yann Arthus-Bertrand showcases selections of his work from the last forty years, documenting both our planet's beauty and how we have endangered it. A stunning, monumental work.



A TURNKEY PACKAGE

SAMPLE  
CONFIGURATION

A seated dinner in JAM CAPSULE surrounded by "Legacy, The Courage of Truth" by Yann Arthus Bertrand. A unique creation in which the artist brings the Earth and its inhabitants together to rekindle a love story.



A TURNKEY PACKAGE

# Jardins Mystiques Tom Volf



This work, created in cooperation with our studio, immerses the viewer in dreamlike worlds. As part of this journey into the great masterpieces of Flemish art, towering panel paintings are deconstructed and reassembled in unexpected ways.



A TURNKEY PACKAGE

SAMPLE  
CONFIGURATION

A cocktail reception in JAM CAPSULE with Jardins Mystiques: some thirty works are presented in breathtaking detail, offering viewers an entirely new way of seeing the Flemish Old Masters.



A TURNKEY PACKAGE

# Japan, a New Perspective Pierre Goismier

>> A sweeping panorama of Japan that explores its many facets, from stunning aerial images of the snows of Hokkaido to the turquoise waters of Okinawa. Discover (or rediscover) Japan and experience close up Japanese artistic creations and daily life.



A TURNKEY PACKAGE

SAMPLE

Book your ticket to Japan: a seated immersive dinner in JAM CAPSULE. This breathtaking documentary invites the public to experience Japan and to appreciate Japanese savoir-faire.



A TURNKEY PACKAGE

## Zingaro Ex Anima, a Bartabas experience

- >> The horses appear alone on stage, as the protagonists of the show. They appear naturally, without embellishments or decorations, showcasing their animal beauty. Bartabas characterizes the uniqueness of his beloved horse with scenes that are both poetic and tender, lyrical and passionate, or even violent and terrifying. Through wind instruments and the resounding breath of the animals, Ex anima pays homage to equine animals, and to the very special relationship that has united horses and humans for centuries. Ex Anima is recreated and projected in a monumental way in the Jam Capsule, offering viewers a radical and mysterious experience and giving them the opportunity to see eye to eye with the animals. Horses have never seemed so human!



## CUSTOMISED PACKAGE

Using your own materials (images/videos/interviews, etc.), Atelier JAM can stage your event and create a one-of-a-kind corporate experience inside JAM CAPSULE.

RATE\*

€28,000 (net of tax)

RATES START FROM

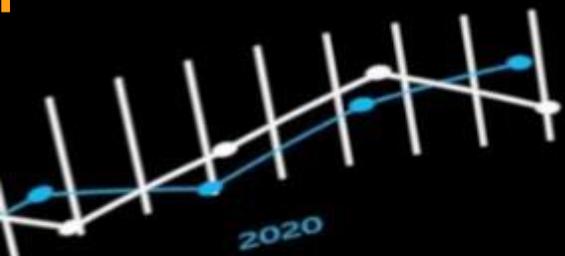
- Hire of the entire immersive space
- Staging of your content by Atelier JAM
- Sound equipment for presenters
- A rehearsal day with your speakers and our technical crew
- Presence of a director and technician(s)
- Please reserve at least three months prior to the event

\* does not included royalties for broadcast content, furniture, catering and any customised content



CUSTOMISED PACKAGE

SAMPLE  
CONFIGURATION



## OUR PACAKGES FOR PRIVATE EVENTS

### TURNKEY

- Hire of the entire immersive space
- Showing of an immersive cultural programme
- Presence of a director and technician(s)
- Please reserve at least six weeks prior to the event
- Option for an additional programme: €1,000 (net of tax)

*\* does not included furniture, catering and any customised content*

### CUSTOMISED

- Hire of the entire JAM CAPSULE
- Projection of an immersive experience created by Atelier JAM that is adapted for your company.
- Possibility for multiple presenters to speak
- Presence of a director and technician(s) during the evening
- Please reserve at least three months prior to the event

*\* does not included royalties for broadcast content, furniture, catering and any customised content*

Rates from:

**€12,500 (net of tax)**

for a private daytime event  
from 7am to 7pm

Rates from:

**€19,500 (net of tax)**

for a private evening event  
from 7pm to midnight

Rates from:

**€28,000 (net of tax)**

for a private evening event  
from 7pm to midnight

ADDITIONAL

SERVICES

>> Viparis's teams can advise and provide you with a complete package to make your event a truly unique experience.

We offer a wide range of services, including catering, reception staff, additional activities, floral arrangements and much more.





## Le Traiteur Té



Té offers a mindful approach to cuisine, based on expertise and a passion for the culinary arts, meticulous discernment and taste. The Té team, led by partner chef Thierry Marx and trained in the most renowned establishments, offers creative, thoughtful catering for all types of events. Té is known for its impeccable gastronomy, sophisticated staging, creative presentations, inventive pairings of textures and flavours, and elegant table settings and service. Attentive to every detail, Té ensures that each event is unique.



## Duval



Duval, founded in 1967, is a renowned gastronomic establishment. Driven by our quest for quality ingredients, we are proud to offer catering services for 3,500 events per year. Our close relationship with our customers and our philosophy of listening attentively to their needs allows us to create innovative, one-of-a-kind culinary masterpieces that offer clients unique, magical experiences.



## Grand Chemin



Paris's finest and most creative caterer! From wedding receptions and gala dinners to corporate seminars, let Grand Chemin orchestrate your culinary events. Rooted in the countryside northwest of Paris, yet close to the dynamism of the capital, Grand Chemin offers authentic French catering that is perfectly in tune with Parisian elegance.

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Atmospheres

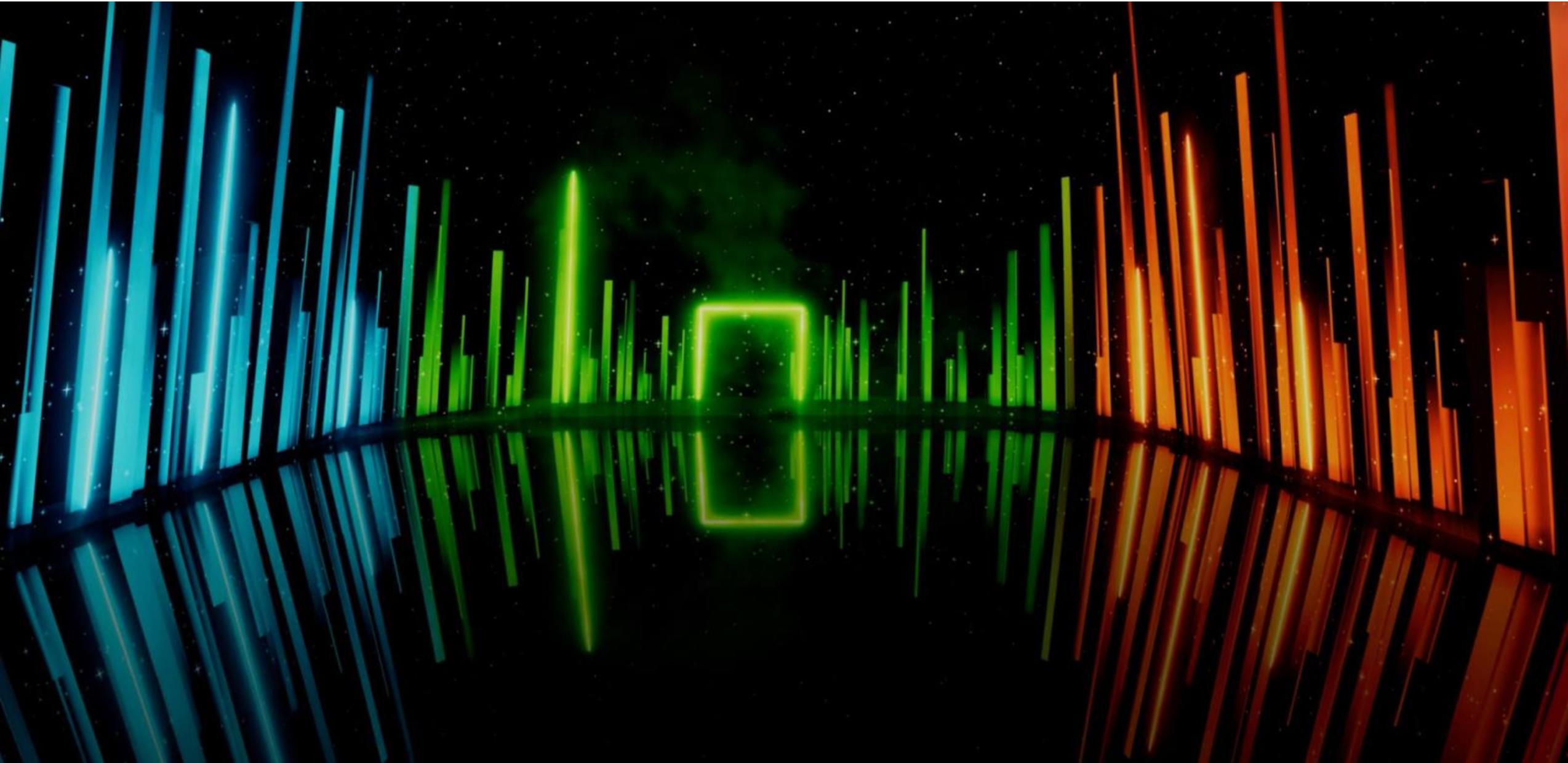
## Enhance the experience with our suggestions of atmosphere and custom-made decor

Thanks to the immersiveness of our device and to accompany your events, immerse your guests in an atmosphere from our catalogue, or a custom-made decor for a unique experience.

To tailored your various event projects, Atelier JAM & Viparis propose to think together about themes and universes for the creation of projection content.



DISCO ATMOSPHERE





STREET BY NIGHT ATMOSPHERE

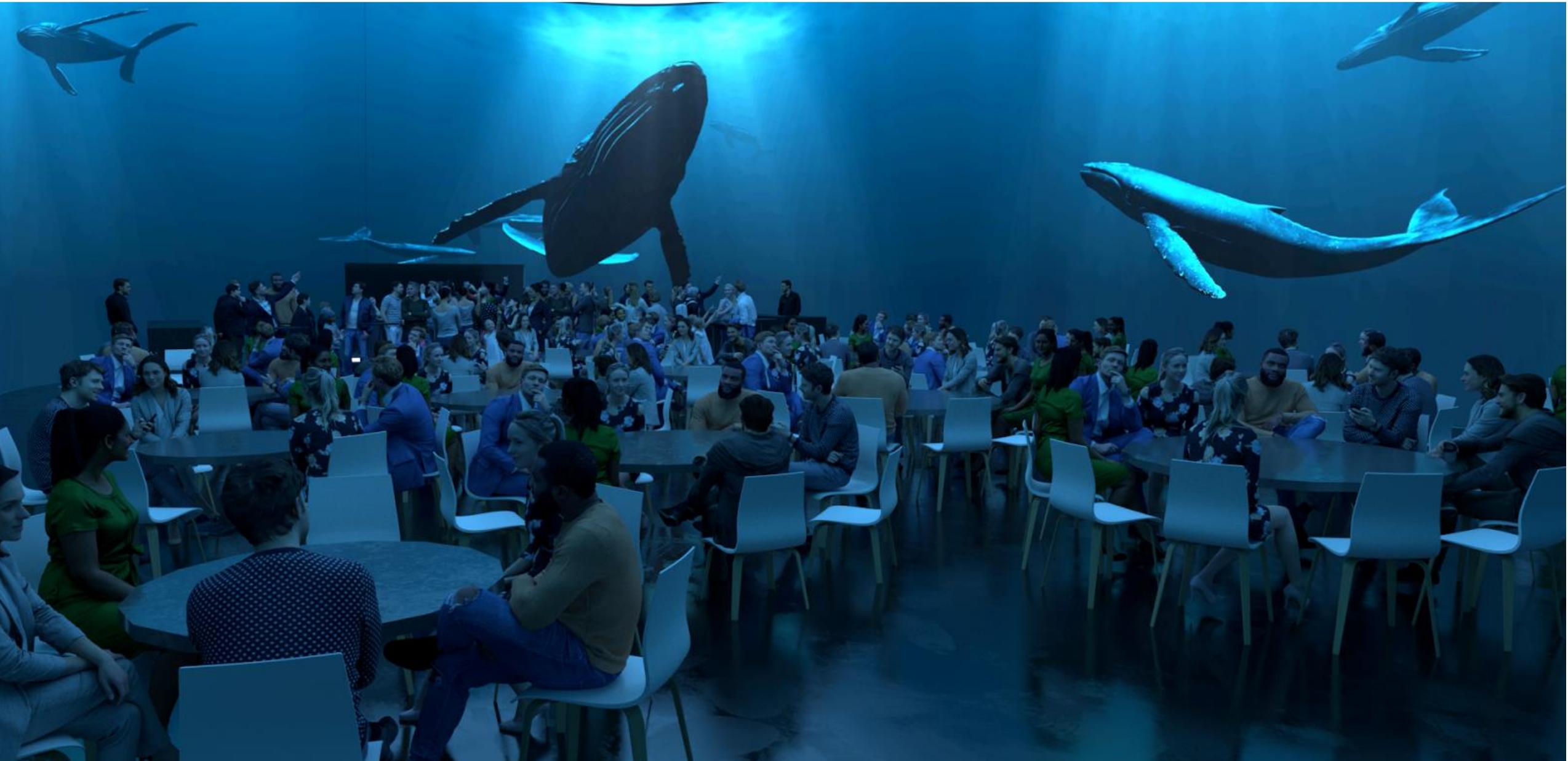




SOFTENED ATMOSPHERE



UNDERWATER ATMOSPHERE



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# Visitor Information

SITE MAP

**PARIS** EXPO  
**PORTE DE VERSAILLES**  
 un site **VIPARIS**

**i** hub des services

- reception / reception
- toilettes / toilets

services / services

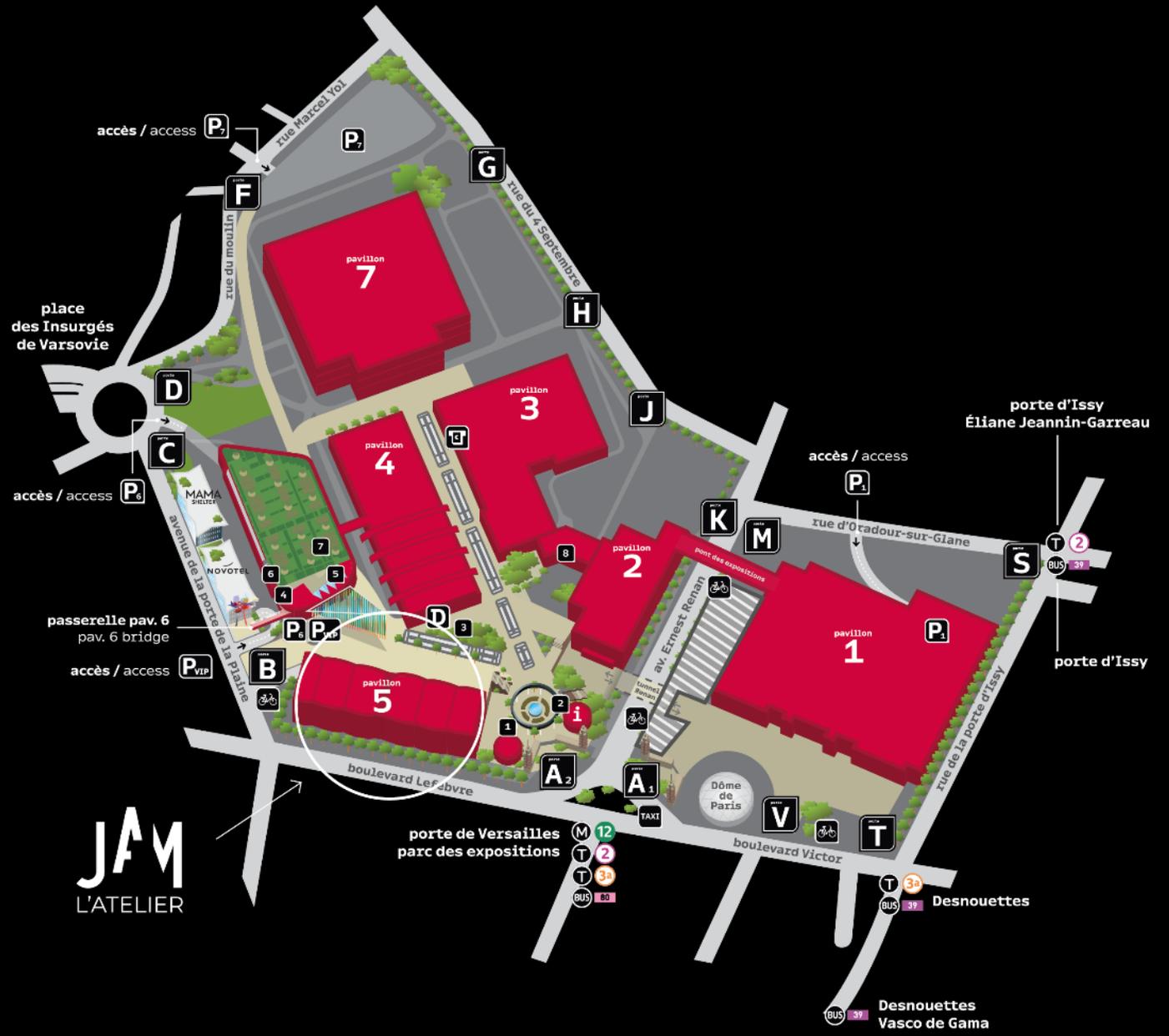
- parking / car park
- direction du site / site management
- station vélo / velo point

**🍴** la restauration / food and drink

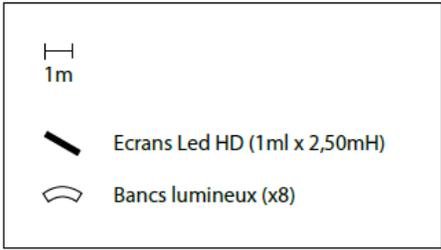
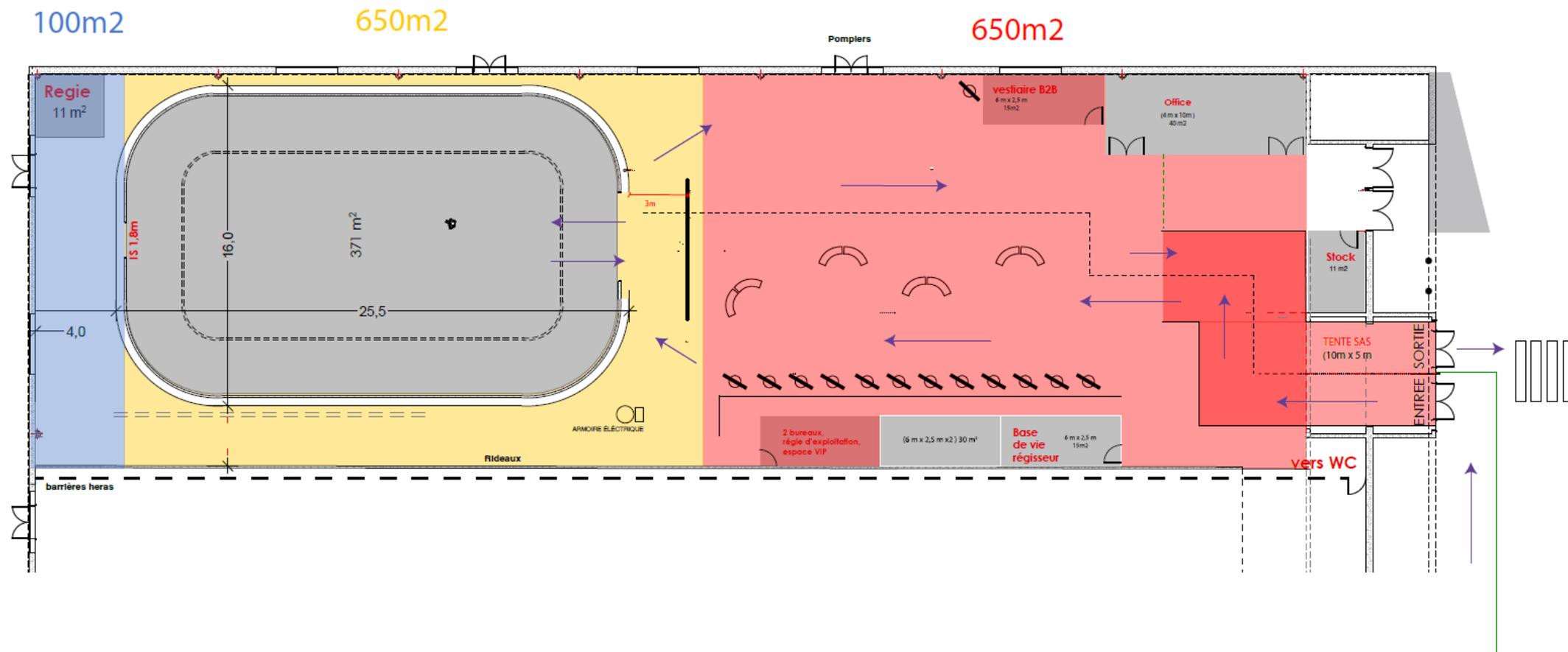
- 1 PAUL CAFÉ DE L'INNOVATION
- 2 monop'daily
- 3 M
- 4 LE PERCHOIR Porte de Versailles

espaces divers / other

- 5 LA SERRE
- 6 les carrés parisiens
- 7 ferme urbaine
- 8 FRENCH EVENT BOOSTER
- zone travaux / work area



FLOOR PLAN



CONTACT US

Our teams are standing by!  
We are **ready to help plan your  
unique event.**

VIPARIS

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