



Event name: MADlab | Hyper Reality project presentation

Date: 5th of February

Time: 13:00 - 17:00

Location: Twentepoort West 12-D, 7609 RD Almelo

Register via niels@studiomad.nl

You're Invited to MADlab | Hyper Reality Project Presentation

Step into the future of immersive storytelling at [MADlab](#), our Media Laboratory in Almelo. On February 5th, from 13:00 to 17:00, we invite you to experience the cutting edge of new media innovation at Twentepoort West 12D, right off the A35.

MADlab is a creative hub where boundaries are pushed, merging techniques like interactive film, animation, AR, VR, hyper reality, mixed reality, and projection mapping. In our experience room, you'll witness groundbreaking projects that blend the visual and physical worlds, engaging all your senses.

At this event, we'll present our Hyper Reality Project—a bold venture developed with Saxion students. This demo is the first step toward a visionary Hyper Reality Experience, complete with business models and plans ready to inspire.

Let's explore the future together. We can't wait to see you there!

Reserve your spot via niels@studiomad.nl and be part of something extraordinary.