



# INVISIBLE EXHIBITION

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## THE EXHIBITION

The exhibition consists of two areas, visible and invisible. In the visible section we present various aids and **games** used by blind people. The invisible section has a completely different experience in store for visitors: total darkness.

## THE VISIBLE AREA

This area focuses on tools and objects that make the lives of the blind and the visually impaired easier, such as a Braille typewriter (it is possible to attempt to write a letter with it), a speaking computer, and speaking scales. Further games and demonstrative tools are also exhibited, specially embossed and marked so as to render them "visible" to the blind. We also make it possible for visitors to try using a white cane while blindfolded.

## THE INVISIBLE AREA

The invisible area is a **journey** through complete darkness in the company of a blind guide, where the visitor's **life-like experience** is simulated by unique sound effects and scents tailored to the venue. Groups of eight begin the journey every 15 minutes.

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We demonstrate different real life situations and places which are authentic simulations of the outside world. Thus you may experience how to get along in urban traffic, how you would pay for a drink in a bar, or how to know which herb to use for your lunch without the gift of sight.

While we strive for realism in designing the invisible area, ensuring the safety of our guests at all times is our primary concern. The exhibition is built according to rigorous safety regulations and there are no sharp objects or live animals inside. Before entering the exhibition, our guides also provide safety instructions and demonstrate how guests should move cautiously through the dark. In a very real sense our guides watch over our visitors, and the mutual trust and rapport established between them is one of the most profound elements of the experience.

After your blind trip it's easy to "see" the true value of our eyesight. In the absence of sight, your other senses come to life, making for a truly one-of-a-kind experience!

## AIMS

- Education
- Promoting the social integration of visually impaired people
- Entertainment
  - Developing life skills
  - Creating jobs through rehabilitation



## PROMOTING THE SOCIAL INTEGRATION OF VISUALLY IMPAIRED PEOPLE

Through the impact of the exhibition, public thinking and opinion on blindness could radically **improve**, significantly easing the blind's **integration** into the world of the sighted. Having faced the subjective experience of the blind in a variety of environments, our visitors will know how to address the visually impaired, how to start a conversation, and when and how to provide the help and support they need to live full, productive lives.

Owing to the program, future generations will have less prejudice, be more empathetic and far more socially sensitive.

## ENTERTAINMENT

While the exhibition sets out ambitious, quite serious educational and social goals, the path is **surprisingly entertaining** and amusing. All of our guides are dedicated, compassionate people with wonderful senses of humor. They are incredibly open to visitors' questions about their disability and willing to provide candid answers. Tours are fun and informative, as each group must navigate through utter darkness, unlike any they've experienced before. Along the way, visitors must learn to trust in unfamiliar senses, and in each other. Our visitors leave elated, knowing they've just taken part in something truly **extraordinary**.

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We use the exhibition's revenue to pay our blind workers, as we know that it is not benefits, but the creation of suitable workplaces and contacts which enables them to support themselves.

## TARGET AUDIENCE

Although the majority of our visitors are school and student groups, we do not single out any specific group.

Our "target audience" is practically **everyone** over the age of eight. Put simply, the exhibition is for everybody: students, professionals, the young and old. For all those who are open and curious, and perhaps for those who need to change their outlook. For those who wish to relax and be entertained. For those who want to try something new and unique.

By the end of the tour, everyone will have drawn some sort of personal conclusion.

- It's a means for **personal growth** and development
- Exhibition-goers experience how overcoming a stressful, unfamiliar or difficult situation is a means to a higher level of mental and spiritual strength
- Faced with the daily trials of another, we improve at transcending the trials and tribulations of our own lives

We treasure our sight  
If you wish to see a little bit more of our world from a **different** perspective, then close your eyes and see what's truly Invisible.

### VISITORS' EXPERIENCES

"An **amazing** experience, which broadens your horizons..."

"Many thanks for the experience, which showed me the difficulties that one encounters without eyesight..."

"This experience has the potential to teach anybody something new – my **enthusiasm** is impossible to express!"

"I would like to say thanks for the **impeccable** guided tour! Today's tour made a great Mothers' Day gift; it was a very unconventional experience for her! It was great for me too, as I didn't just revisit the exhibition, but discovered new things which I missed on my first visit. I think I will invite more people here! Thanks again!"

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[www.invisibleexhibition.com](http://www.invisibleexhibition.com)

## VISITORS' EXPERIENCE

**2.11.2011**

"Thank you for a wonderful experience"  
Angelina Jolie

**4.3.2012**

"It was very exciting and **amazing**. Thanks a lot."

**5.3.2012**

"A great visit to this exhibition with an **excellent guide**.  
Am I cured of my fear of the dark? Maybe! Thanks a million."  
Sandra

**5.3.2012**

"Fascinating experience, informative guide to another world. Thank you."  
Richard – England

**5.3.2012**

"A really **interesting** experience. Thank you!"  
Anastasia from Italy

**11.3.2012**

"Thank you Camilla, you show us your **wonderful** way to experience the world."

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## VISITORS' EXPERIENCE

**11.3.2012**

"It was very **interesting** to take part in. I am going to come back again. Thank you."

**22.3.2012**

"We have enjoyed very much the visit! Unforgettable experience!"

**11.4.2012**

"We visited the exhibition and it felt like having a really original and important experience for our lives. It's an **amazing** idea and work, thank you for that." from Greece

**2.6.2012**

"Thank you very much for this insight into the world at blind people. It was very interesting and also touching. Just an **amazing** experience."

**14.6.2012**

"Thanks so much! It was really cool to get a glimpse of a blind person's life." -- USA

**18.6.2012**

"Extremely **amazing** experience! So good to know what others are going through."

**24.6.2012**

"Fantastic exhibition, really makes you think how much we take for granted!  
Should bring it to England!"

# OTHER PROGRAMS

- Blindfolded walking practice with a white cane
- Guide **dog** show
- Invisible dinner** in complete darkness and "meeting the blind"
- "Blind" cafe/bar
- Concert in the dark by blind performers
- Wine tasting
- Massage
- Blind date
- Workshops** for companies
- Events
- Stress control
- Teamwork

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## CONTACT

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