



LAURENT BERETTA

PRESENTS

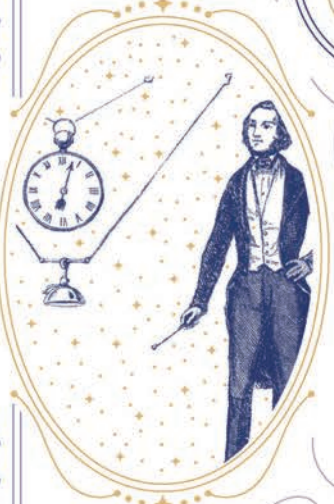
THE EXPERIENCE

EXCLUSIVE MAGIC

Soirées Fantastiques

SINCE 1845

XIXTH CENTURY
PRESTIGE



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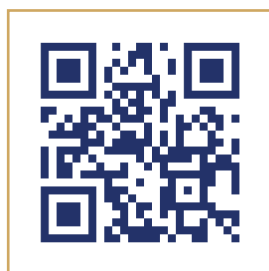
EXCLUSIVE MAGIC

Soirées Fantastiques

SINCE 1845

BY
LAURENT BERETTA

AN INVITATION TO LIVE
EXTRAORDINARY
EXPERIENCES



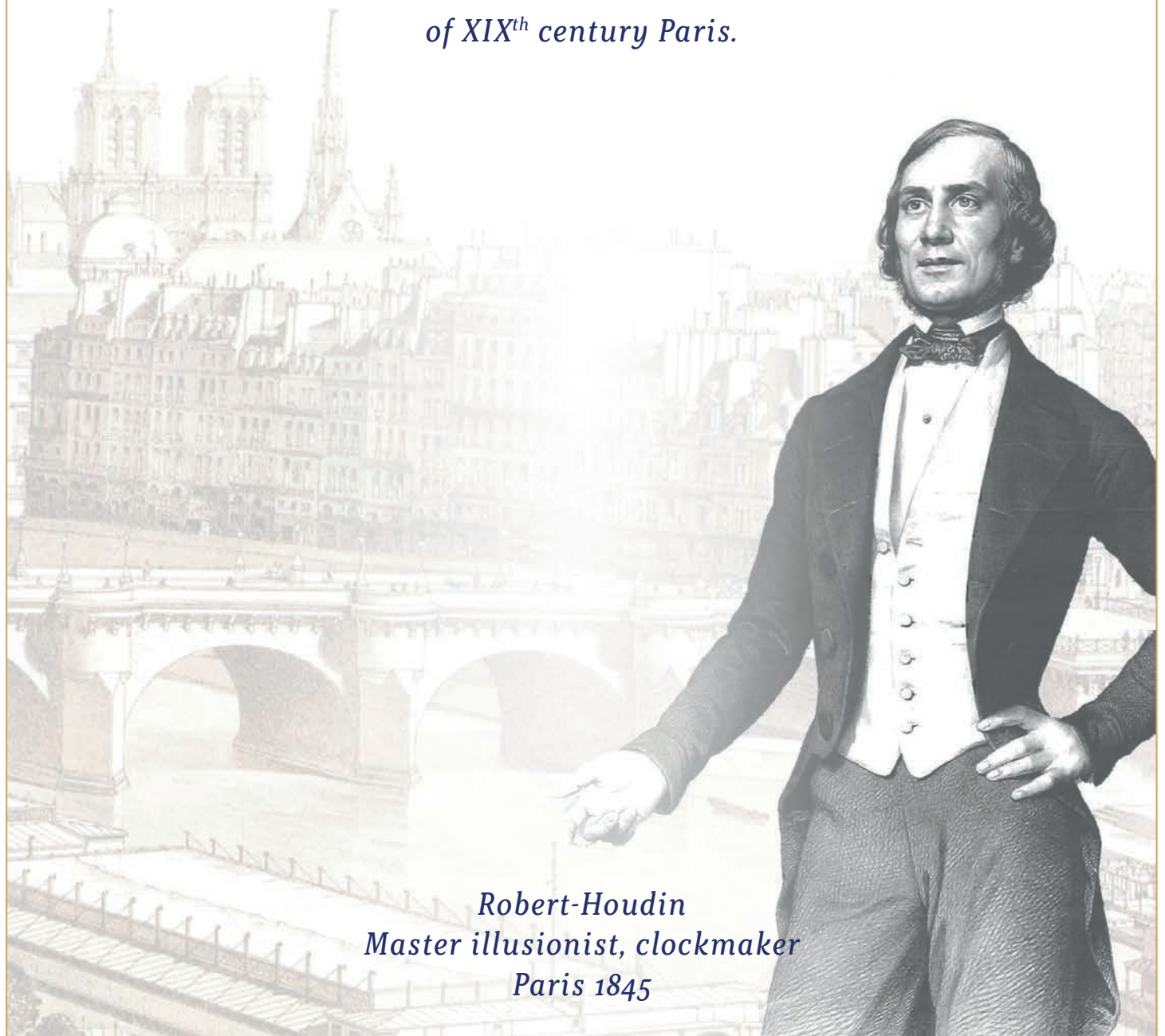
VIDEO



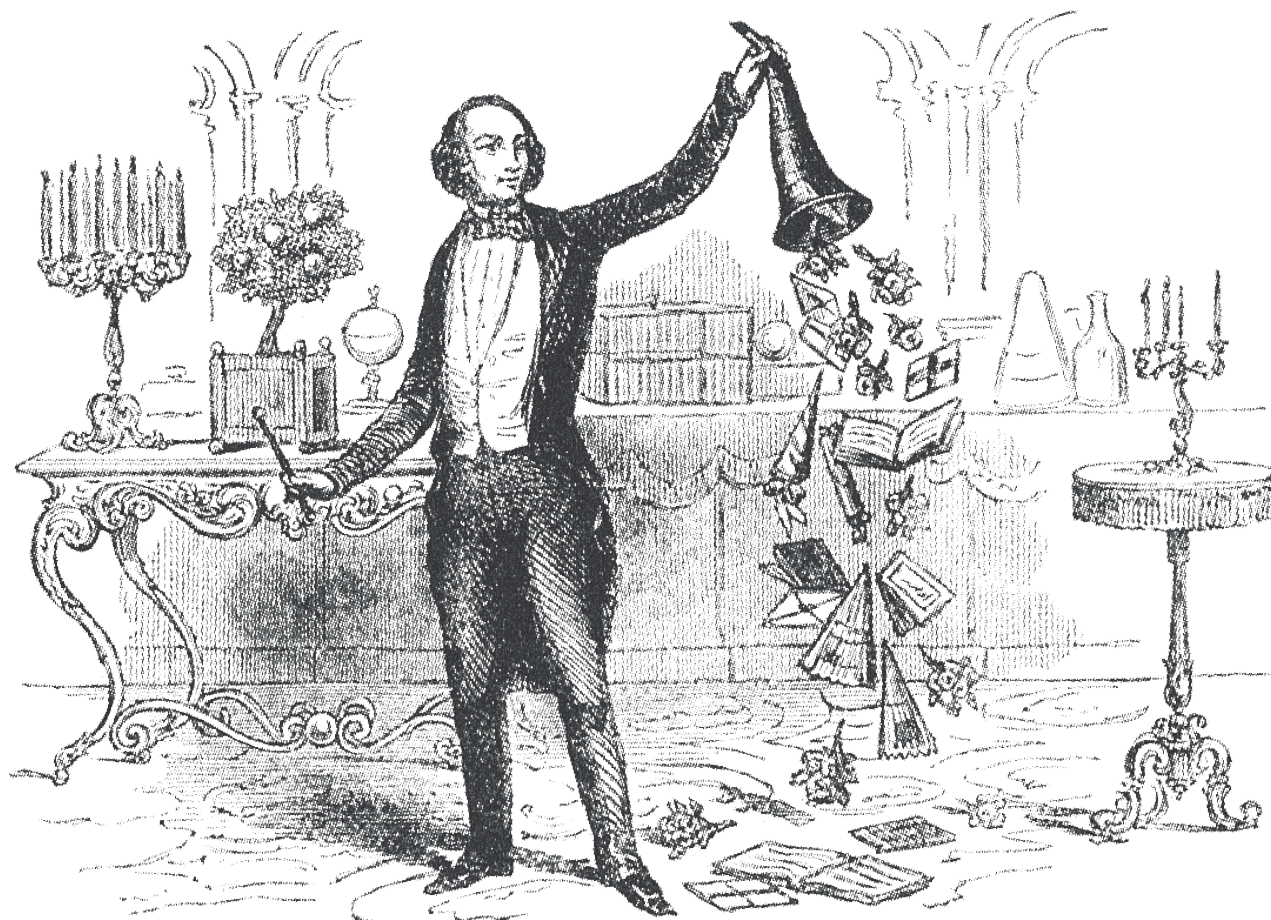
The Concept

A unique, immersive, historical experience.

*A top-of-the-range illusion show
showcasing the history
of XIXth century Paris.*



*Robert-Houdin
Master illusionist, clockmaker
Paris 1845*



*In mid-XIXth century Paris,
the « Soirées Fantastiques »
of illusionist Robert-Houdin
attract Parisian high society in search of refinement.*



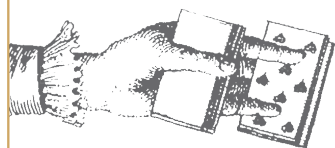
Soirées Fantastiques

A show performed in absolutely fluent English to satisfy the needs of an international and discerning clientele.

A unique concept in the great tradition of XIXth century French magic, with its most famous and impressive experiments for an extraordinary moment.

We invite you to relive the atmosphere of this glorious past and discover the genius of the magician who left an indelible legacy on French style and chic.





The span of an evening...

In his « Soirées Fantastiques », Laurent Beretta revives the prestige and inventiveness of Robert-Houdin, the most famous magician of the XIXth century.

From the refined to the extraordinary, he embodies the spirit and elegance of France.

In this show, orange trees bloom instantly, an automata pastry chef makes the cake of your dreams and butterflies fly away to transport you to another era.





*For the first time in over a century,
Laurent Beretta brings back to life the famous illusionist's
ingenious and aesthetic masterpieces.*

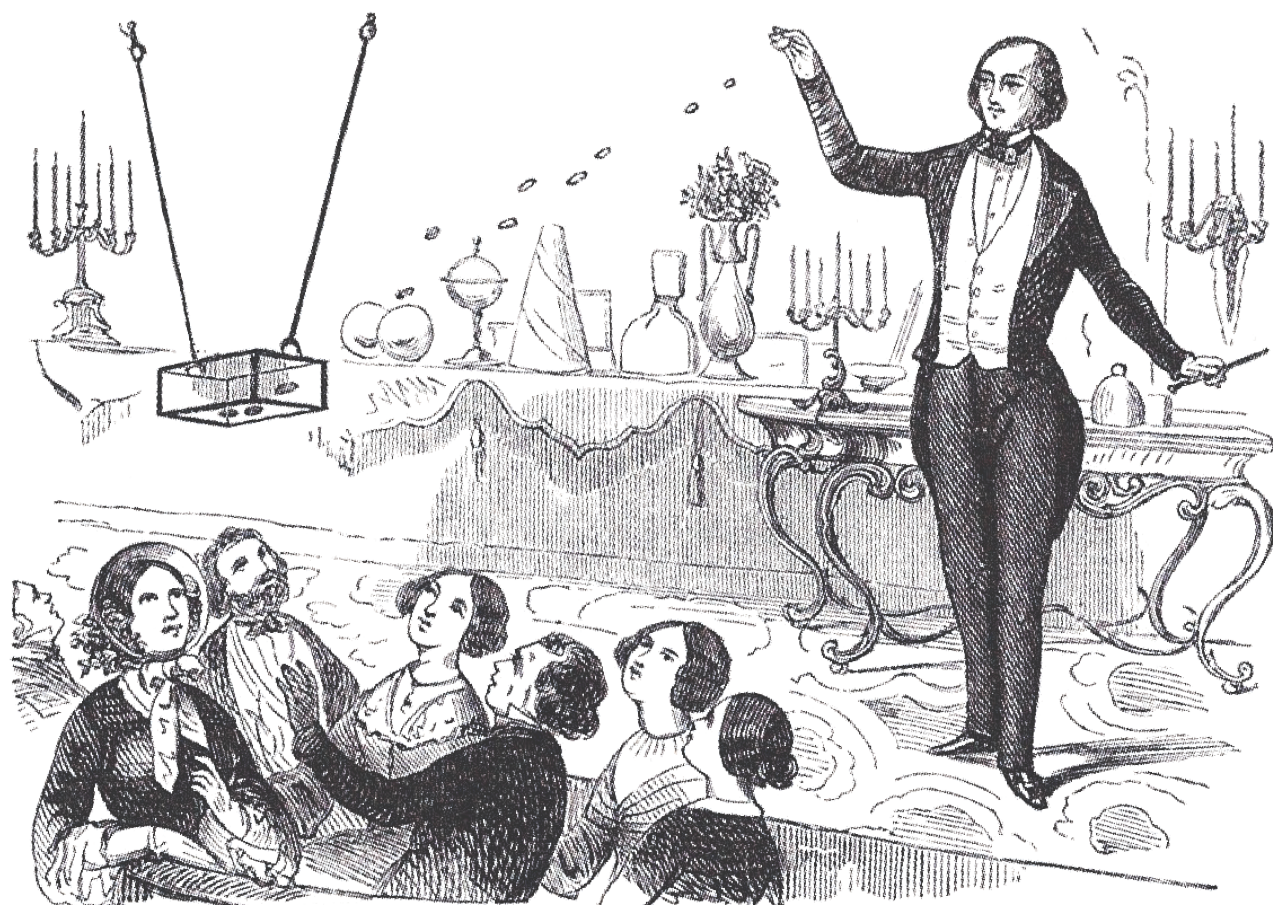
Robert-Houdin Illusionist



The « Soirées Fantastiques theatre » was built by Robert-Houdin and opened on July 3^d, 1845. It was an immediate success and was seen the world over.

This is because in the hands of this artist - as learned a physicist as he was a clockmaker - prestidigitation had become not only a science worthy of the highest intelligence, but also the most interesting entertainment to be found in a show.

You will be amazed by the beauty and precision of automaton creations inspired by Robert-Houdin. A contemporary of the first great luxury designers, Robert-Houdin is in keeping with the tradition of excellence in French craftsmanship.





Exceptional magic

The « Soirées Fantastiques » are inspired by Robert-Houdin's creations and masterpiece automaton, guaranteeing you an exclusive experience.

These exceptional pieces are beyond comprehension and are very rarely presented nowadays because of their extreme complexity.

To create a moment out of time, we invite you to relive the mysteries of this glorious past.





Marketing levers

Soirées Fantastiques will create a prestigious moment for small groups in the spirit of XIXth century private parties. With tails, a dinner jacket and an evening gown, 50 to 70 people live an immersive experience in the legendary salon of a palace, using the codes and accessories of the era.

- ✦ **Give your brand a storytelling leverage.** Our experience offers a unique universe, a dress code and an immersive character. It celebrates French history, craftsmanship, customs, places and famous people. It allows you to develop a rich, popular and original storytelling.
- ✦ **Provide your customers with a truly emotional experience.** Your guests, VIPs and VICs are at the heart of a poetic and refined universe. Precious magic and history merge while recreating all the cultural effervescence of the XIXth century.



- ✦ **Add a touch of class to your customer journey and make your clients' stay unique.** For your brand or venue, our creative and surprising experience has a strong sensory and emotional impact, capable of making a lasting impression.
- ✦ **Give your brand or venue a competitive edge.** Because of its unique, never-before-seen character, our immersive concept is a powerful differentiator in the high end events, cultural and tourism ecosystem.
- ✦ **Our experience is performed on demand in native English.** This will allow you to meet the expectations of a demanding clientele in search of native English entertainment and cultural offerings.
- ✦ **The « Soirées Fantastiques » represent a powerful public relations lever.** Our experience imposes a universe, a dress code and qualitative attention. This positioning makes it possible to attract a premium clientele and encourage them to continue their experience of the venue by adding an offer at the hotel bar or a dinner. In this way, the experience becomes an integral part of your venue's customer journey.





« Model A » mysterious clock by Cartier

Robert-Houdin inspires the luxury world

Contemporary of the first great creators of luxury houses, Robert-Houdin is part of this tradition of French excellence and fine craftsmanship. He was undoubtedly a genius clockmaker. His creativity and the revolutionary design of his creations have inspired generations of clockmakers and watchmakers.

Such is the case of the watchmaker Louis François Cartier, the famous jeweler. Robert-Houdin is the inventor of the mysterious clocks, perfected by the clockmaker Maurice Couët exclusively for the House of Cartier. The mysterious clock is an object of fascination because it gives the impression that the hands float by magic in the crystal, independently of the mechanism. Requiring several months of very patient work, sumptuously dressed by the jeweler, the mysterious clocks remain exceptional pieces in the production of the House of Cartier.

More recently, Louis Vuitton has created the Tambour Mystérieuse as a tribute to the inventive genius of Jean-Eugène Robert-Houdin, a watch with complications that completely conceals its own mechanism. Playing on a prodigious system of transparent sapphire disks where the hands are fixed, the eye is amazed by the visual absence of gears. A timepiece of rare ingenuity, its airy lightness reinvents the concept of watchmaking magic.



Laurent Beretta

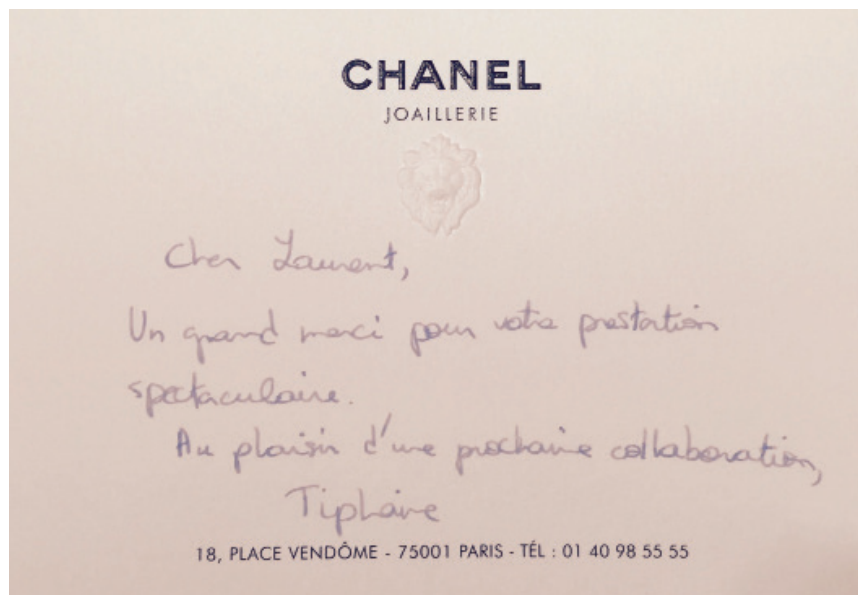
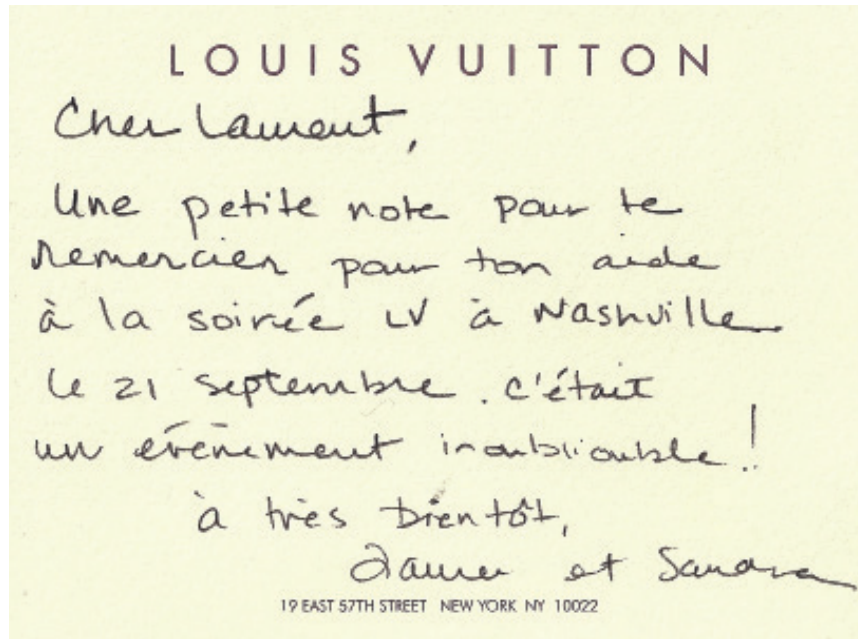
Laurent Beretta is an illusionist and keynote speaker. He creates aesthetic magic, combining dexterity and emotion.



After completing his MBA in the United States, Laurent Beretta won the Grand Prize for Magic in Monaco. He then founded Corporate Illusions, a company dedicated to creating memorable experiences for major corporations. Based on his experience of working for prestigious brands, Laurent began to weave links between the magical experiences he proposes and the customer experience in a wider sense.

After being specially trained in Neuromarketing (ESSEC), he now offers a business lecture entitled « *Creating emotion in the customer experience* ». A subtle and pertinent interpretation of the mechanisms of loyalty in the customer experience.

He has also earned a reputation as the « *Luxury magician* ».



Our latest references

- Chaumet
- La Samaritaine
- Potel et Chabot
- Le Ritz Paris
- Le Meurice
- Trianon Palace
- Cheval Blanc
- Hotel Intercontinental Paris Le Grand

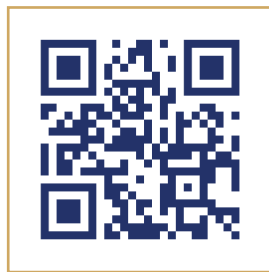


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VIDEO

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