



MARVEL

THE EXHIBITION

UNIVERSE OF SUPER HEROES

PARTNER BROCHURE



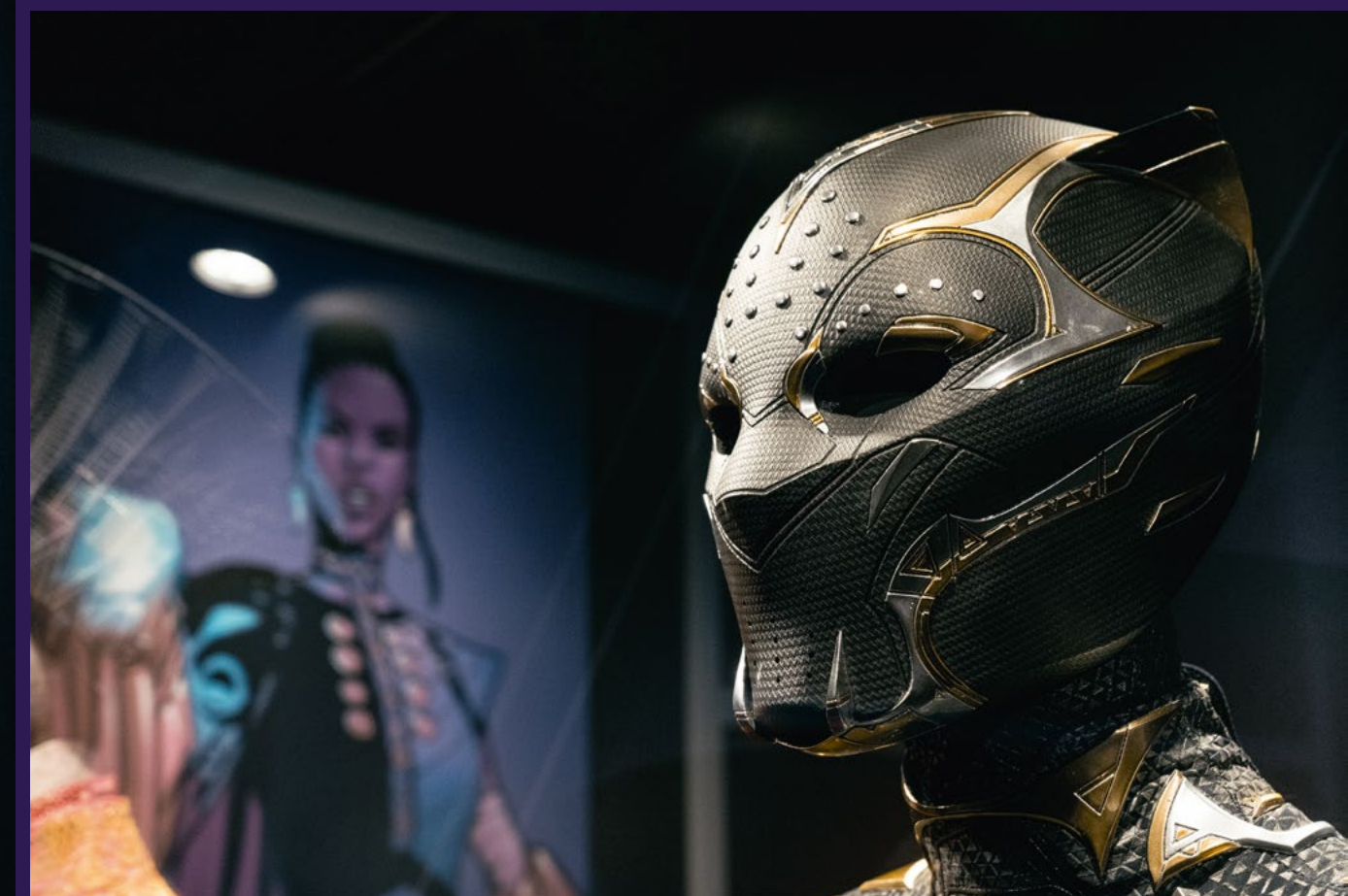
Marvel: The Exhibition - Universe of Super Heroes is an all new museum experience that takes audiences on an experiential journey through the Marvel Universe.

The exhibition offers a fresh perspective on the company's rich 85 year history, explores the worldwide impact of Marvel, and gives behind-the-scenes looks at the creation of some of popular culture's most iconic stories and characters.

The exhibition premiered in MoPop Museum in Seattle in 2019.



THE SHOW CONTAINS 60 PIECES OF ORIGINAL COMIC ART, RANGING FROM THE 1960S TO THE MODERN DAY; ORIGINAL ANIMATION ART; A PAGE OF THE ONLY STAN LEE SCRIPT KNOWN TO SURVIVE FROM HIS ORIGINAL RUN ON *AMAZING SPIDER-MAN*; AND 39 COSTUMES AND PROPS FROM MARVEL STUDIOS AND SONY PICTURES MOVIES AND TV SHOWS.





THIS IS THE WORLD PREMIERE OF THE THIRD MARVEL PROJECT FROM SEMMEL EXHIBITIONS AND THIS CURATORIAL AND DESIGN TEAM, BUILDING ON THE SUCCESS OF *MARVEL: UNIVERSE OF SUPER HEROES*, WHICH HAS BEEN ON TOUR SINCE 2018, AND *MARVEL'S SPIDER-MAN: BEYOND AMAZING – THE EXHIBITION*, WHICH LAUNCHED IN 2022.

For people around the world, the name Marvel conjures up images of colorful characters, excitement, and imagination. Marvel characters have captured imaginations for 85 years, through all forms of media, catapulting fans into a vibrant alternate universe that allows us to suspend disbelief and find ourselves reflected within the stories and sagas of these heroes and villains whose larger-than-life powers are underscored by their enduring humanity.

The past two decades have seen Marvel's cachet expand in scale and scope, with Marvel Studios' blockbuster film and TV productions reaching audiences around the globe, Marvel characters headlining best-selling video games and box-office-topping animated films, and comic books gaining a firm foothold as a legitimate part of our visual culture and heritage. This creates a perfect opportunity to welcome audiences to a museum production celebrating this incomparable cultural legacy, and recognizing the creators such as Stan Lee, Jack Kirby and Steve Ditko who made it all possible.



KEY FEATURES

- Immersive exploration of the Marvel Universe through its groundbreaking stories and most popular characters
- Rare original artifacts, including original comic and animation art, Marvel Studios costumes and props, and rare memorabilia
- Multimedia storytelling that utilizes video, audio, projection, and integrated set design
- Exploration of how Marvel has responded to historical events and addressed topics such as race, gender, and mental illness
- Sections designed to give social media enthusiasts their perfect snapshot moment
- An exploration of the process that goes into creating Marvel's characters and comics
- Exhibits showcasing Marvel's popularity across different forms of media, from comics to animation to motion pictures to video games

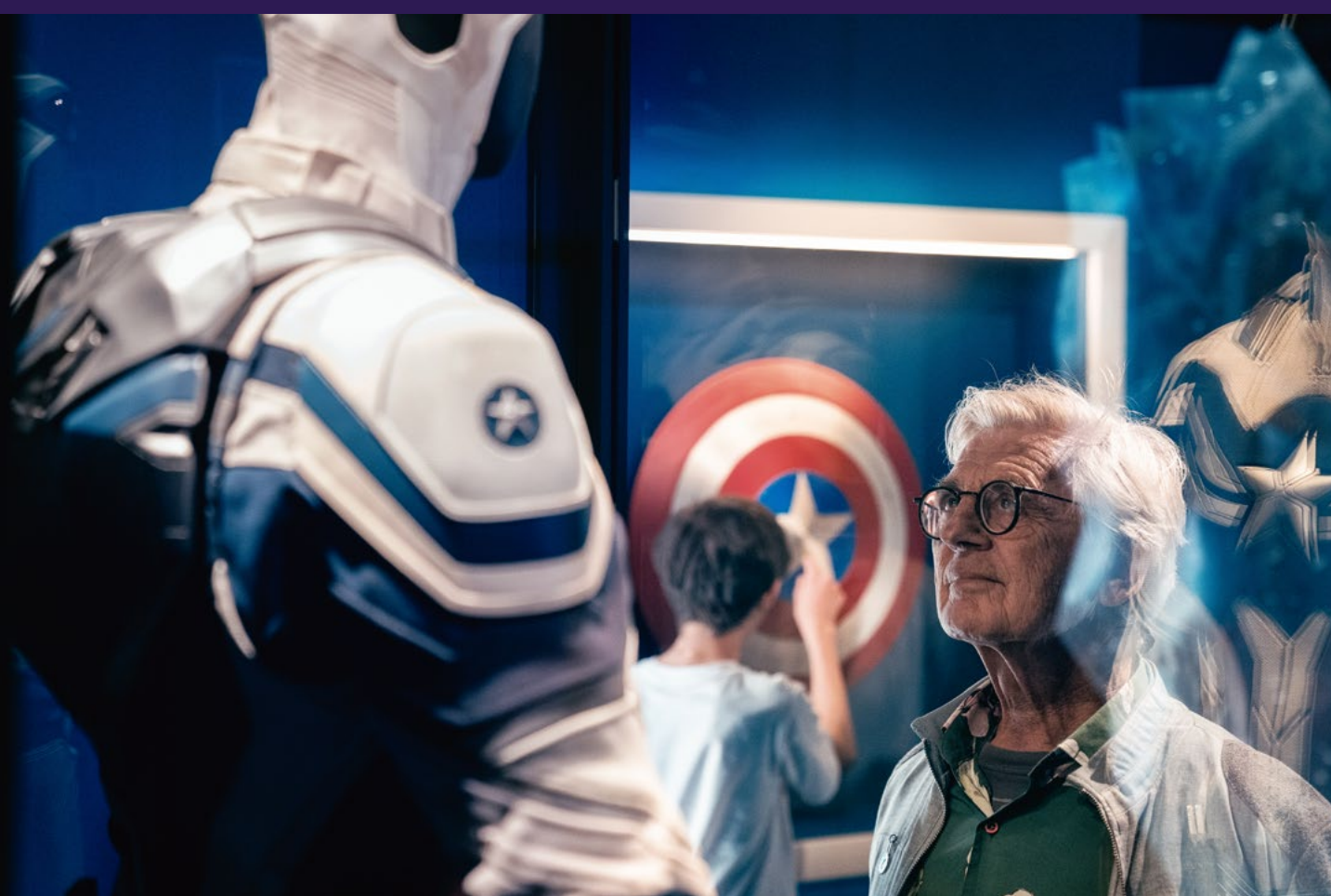




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TECHNICAL INFORMATION

IDEAL AREA:	ca. 10.000 sq ft (950 sq m)
CEILINGS:	approx. 15 ft (4,5 m) free of any obstructions
STORAGE:	approx. 3,300 sq ft (300 sq m)
RETAIL:	an additional 500-900 sq ft (50-80 sq m)
TEMPERATURE:	70 °F (21 °C)
POWER:	250 Amps @ 380 volts 3-phase / 5-wire
LOADING GATE:	dimension of loading gate (width x height) min 13 x 10 ft (4 x 3 m)
ENGAGEMENT LENGTH:	preferably min. 4 months



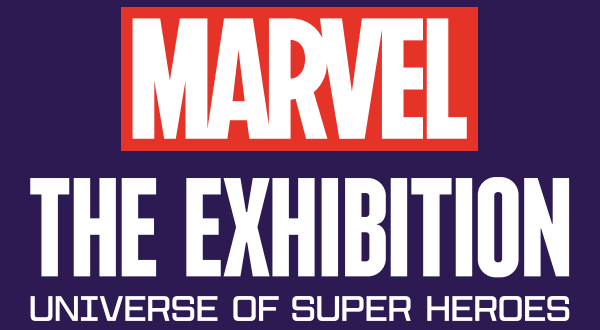
PRODUCTION



Semmel Exhibitions is a division of German live entertainment producer Semmel Concerts. Semmel Exhibitions produces experiences that travel to venues around the world and presents exhibitions at their own venues in Germany, Austria and German-speaking Switzerland.

Semmel Exhibitions' current portfolio of productions includes *Tutankhamun: His Tomb and His Treasures - An Immersive Adventure*, *Marvel: The Exhibition - Universe of Super Heroes*, *Marvel's Spider-Man: Beyond Amazing - The Exhibition*, and *Disney: The Exhibition - A Century of Magic*, which combined have welcomed an audience of more than nine million people worldwide, and forged a strong international network of museums, science centers, cultural venues and the creative industries.

For more information visit
www.semmel-exhibitions.com



Marvel is one of the world's most prominent entertainment brands, built on an unparalleled library of iconic characters and stories that have shaped pop culture for 85 years. The Marvel brand spans entertainment, including film, television, publishing, licensing, games, live events, digital media, and more.

www.marvel.com

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CATEGORY

- Art
- Pop Culture

PRIMARY ELEMENTS

- Original artifacts from
85 years of Marvel's artistic
production—comic books,
artworks, and film and TV props
- Scenic set-building, interactives,
photo ops
- Rich educational information
- Ambient and audio sounds

