

WOW Museum – Room for Illusions

Category Best Thematic Exhibition

In 12 illusion rooms and over 400 square metres, visitors are immersed in colours, mirror worlds and light installations. Here the earth is upside down, you lose yourself in infinity and experience new perspectives. Through the experience in space, the WOW Museum conveys the complexity of optical illusions in a simple and playful way.

As soon as you enter the foyer, you experience the first wow effect: the reduced entrance area in white and the large WOW fire - equipped with 200 metres of programmable LED strips - leaves you astonished. The tour begins in the "Maze", a labyrinth of illuminated mirrors, which appears far larger due to the effects, thus introducing the visitor to the world of illusions. A further 11 individually developed, interactive illusion rooms surprise anew and change perspectives and spatial perceptions.

Visitors are guided with the specially developed and web-based "WOW-Guide". QR codes at all exhibits and in the illusion rooms provide explanations, background knowledge and tips for the perfect illusion. The cameras in the four room productions, which are designed as selfie spots, can also be controlled with the "WOW-Guide", whereby the photos are transferred directly to the user's own smartphone.

On the upper floor is the "Wonder Lab", the educational area of the exhibition, where the 18 exhibits invite visitors to experiment. The bright, modular room is also suitable for workshops as part of the museum tours and is also very popular with school classes.

The WOW Museum is aimed at an audience from young to old, with 90-minute visit slots booked online. The rooms are also suitable as an event venue for B2C, B2B or private events with up to 100 people.

Opened in June 2020 - in the midst of a pandemic situation - the visitor numbers are very encouraging, so that the opening hours have even been extended.

WOW Museum Zürich
Werdmühlestrasse 10
8001 Zürich

Son. – Thu. 10:00 - 20:00
Fri./Sat. 10:00 - 23:00