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## Illuseum Berlin – Where illusions protect the oceans

*'Illusions change our perception. When they help to sharpen our view of the beauty and vulnerability of our oceans, they can be more than just entertainment – they can really make a difference.'* – Michael Posch, owner of Illuseum Berlin



### Museum. But different.

At Illuseum Berlin, reality and perception blur: rooms tilt, proportions dissolve, perspectives deceive the eye. But behind the playful experience lies a clear message. Illusion is deliberately used as a tool to attract attention, arouse curiosity and spark conversations about the beauty and vulnerability of our oceans.

The Illuseum Berlin combines fascinating installations with topics such as **plastic pollution, overfishing and climate change**.

Our museum not only invites visitors to marvel and laugh, but also encourages them to take responsibility and question their own views on the environment and consumption.

A central part of our concept is collaboration with **local artists**. Berlin-based artists develop new installations and illusions especially for the Illuseum, combining perception and marine conservation. This creates a lively dialogue between art, science and visitors – locally anchored and globally relevant.

### Experience formats with added value

The exhibition experience is complemented by **interactive workshops** that combine perception, science and marine conservation. Children's **birthday parties** become creative journeys of discovery, where wonder and environmental awareness go hand in hand. In addition, the Illuseum Berlin offers space for **events, functions and school programmes** that promote inspiration, exchange and shared experiences.

A special highlight is **Magic Tuesday**, when magical elements expand the world of illusions and show in an entertaining way how easily perception can be changed. With special admission prices on **Berliners' Wednesday**, the Illuseum Berlin also specifically invites the local community to become part of this new direction.

### Illusions that really make a difference

A portion of the profits goes directly to organisations and activists involved in marine conservation. This means that every visit actively contributes to the preservation of the oceans.

The Illuseum Berlin wants to do its part: as a cultural venue, a source of inspiration and a voice for our oceans.