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# LONDON WELCOMES UK'S FIRST PARADOX MUSEUM: AN EXPERIENCE DESIGNED TO CHALLENGE PERCEPTIONS AND BLOW THE MIND

(London, Wednesday 29th May) Launching on 17th July, [Paradox Museum](#) London is a new entertainment venue designed to astound visitors of all ages with its mind-bending mental and visual illusions. Boasting over 50 exhibits and 25 immersive rooms, visitors can attempt to defy the odds of gravity in reverse rooms, unravel the mysteries of the paradoxical sofa, step inside a giant kaleidoscope and navigate the intricate twists of the mirror maze, with so much more on offer. Promising endless fun over the summer holidays and beyond, Paradox Museum is a thrilling new permanent addition to London's burgeoning entertainment offering. Starting today, guests can join the waitlist [here](#) to get early access to tickets.

Located directly opposite Harrods and a five minute walk from Knightsbridge tube station, visitors are asked to leave reality at the door and expect the unexpected as they embark on a 90 minute long journey into a paradoxical world. Highlights from the experience include the awe-inspiring Zero Gravity Room, where visitors can be seen roaming weightlessly like an astronaut, or disappearing into the walls of the Camouflage Room, where anyone can become the ultimate illusionist. The must visit Paradox Tunnel will challenge all perceptions, making the simplest task such as walking in a straight line, nearly impossible.

Founded in 2022 by Miltos Kambourides and Sakis Tanimanidis and with HQs in Athens, Zagreb and Miami – Paradox Museum has grown to become a globally recognised brand and a leading attraction in every city where it is located with over 1.5 million visitors worldwide. First opened in Oslo, the museums now operate all around the world with museums in Paris,

Miami, Stockholm, Berlin, Barcelona, Las Vegas, New Jersey, Shanghai, and Limassol, with more to come.

As the UK's first Paradox Museum, the London site will play host to a number of specially-themed rooms. The hugely popular Reverse Room will twist the familiar sight of a London tube station by flipping it upside down, creating the perfect gravity-defying picture moment for families and groups of all ages. Meanwhile, the captivating Throne Room invites guests to don crowns and take a seat upon its majestic throne, where perception bends and fellow visitors appear to shrink and grow. Finally, the shifting hallways of the Hogwarts-inspired Castle Room promise to play havoc on the mind, creating an enthralling puzzle of perception.

Combining the worlds of science, art, and psychology, Paradox Museum offers an entertaining and educational experience for families, inspiring children to question reality and open their minds to a world of infinite possibilities. With numerous mind-bending and instagrammable backdrops to explore, the experience promises to create lasting memories and capture mind-blowing photos to share.

Miltos Kambourides, Founder of Paradox Museum, says, "We are thrilled to be bringing the Paradox Museum to the UK this summer. After the huge success of Paradox Museums in other major cities, this unique experience that stimulates the mind and senses and conquers the world, could not be missing from London, a city full of Paradoxes. The Paradox Museum is a testament that our understanding of the world is full of surprises. We invite you to embrace the seemingly unthinkable with an open mind and heart. As you explore the London-themed exhibits, prepare to be captivated by paradoxes that have baffled great minds for centuries"

Tickets are available [here](#) through Fever, the leading entertainment discovery platform, and are priced at £14 for children, and £18.50 for adults. Guests can currently sign up to the Waitlist and will be the first to receive news on how to purchase tickets.

## **Notes to Editors**

Address: 90 Brompton Road, London, SW3 1ER, UK

Prices: £14 for children, and £18.50 for adults

Ticket link: <https://feverup.com/m/176857>

Images: Link to images [here](#)

## **About Paradox Museum**

Paradox Museum is the leading company in interactive entertainment, celebrated globally for its unconventional, fun, and exciting approach. As a pioneer in the field, Paradox Museum creates engaging, educational experiences that captivate and inspire. Boasting over 1,200 exhibits and having welcomed more than 1,5 million visitors globally, our museums span a total area of more than 15,000 square meters. With 10 locations currently open worldwide in Oslo, Miami, Stockholm, Berlin, Paris, Barcelona, Las Vegas, New Jersey, Shanghai, Limassol, another 4 opening in the next few months including London, each Paradox Museum is a unique edutainment destination filled with locally inspired concepts, stories, and facts that escape reality.

## **About The Founders**

### **Miltos Kambourides**

Miltos is a serial entrepreneur, world traveller, and founder of several successful businesses, including Dolphin Capital Partners. He is also the co-founder and investor of ventures such as; Enthoosia which owns museums in 5 countries, Inverzio, Axia Ventures, Milamou, Creaid, Trekrecord, Omniview and others. Miltos holds three degrees from MIT and has received numerous academic and business honours. With a passion for exploration, Miltos has visited 148 countries, including the North Pole and Antarctica.

### **Sakis Tanimanidis**

Sakis is a Greek entrepreneur, traveller, TV host, and producer known for creating and hosting some of the biggest TV shows in Greece. He recently introduced Dragon's Den to

Greece, part of his vision to promote entrepreneurship to the younger generation in his country.

Sakis is the co-founder of Enthoosia, which owns museums in 5 countries, and has invested/founded multiple start-ups in Greece and abroad. He was born in Thessaloniki and has a degree in engineering as well as an MBA from Babson College.

## About Fever

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

## Contact details

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