



Press Release

## **SJM Proudly Presents “Virtually Versailles” Immersive Exhibition Launches in Grand Lisboa Palace**

*The Palace of Versailles’ immersive experience travelling to Macao for the first time*

(Macao, 30 July 2023) SJM Resorts, S.A. (“SJM”) proudly presents the “Virtually Versailles” immersive exhibition from 30 July to 15 October 2023 at the Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”), in support of the “Art Macao: Macao International Art Biennale 2023”. Joining hands with the Macao SAR Government, we aim to raise to a new level of the cultural and artistic atmosphere of Macao as a famous world heritage city.

The opening ceremony of “Virtually Versailles” was held at Grand Lisboa Palace in the morning of 30 July, officiated by Mr. Yin Rutao, Deputy Director-General of the Department of Publicity and Culture of the Liaison Office of the Central People’s Government in the Macao SAR; Ms. Leong Wai Man, President of the Cultural Affairs Bureau of Macao SAR Government; Mr. Cheng Wai Tong, Acting Director of Macao Government Tourism Office; Mr. Wong Tat Choi, Head of the Division of Teaching and Research Staff Development of the Education and Youth Development Bureau of the Macao SAR Government; Mr. Marc Lamy, Acting Consul General of France in Hong Kong and Macau; Mr. Timothy Fok, Chairman of the Board of Directors of SJM; Ms. Daisy Ho, Managing Director of SJM; and Ms. Catherine Pégard, President of The Versailles Palace. After the ceremony, guests were invited to experience the “Virtually Versailles” exhibition. On the same day, the exhibition opens to the public and attracts a mass of audience.

Ms. Daisy Ho, Managing Director of SJM, remarked in her speech, “It is high on SJM’s agenda to create more products and services like the ‘Virtually Versailles’ exhibition, that combine culture and entertainment, to generate new sources of tourism flow, and support the diversification of our economic composition. We will continue to uphold Macau’s pivotal role as ‘One Base’, to expand our tourism offerings, solidify the ‘Cultural Macau’ reputation, and cultivate meaningful cultural exchanges.” She added, “As we celebrate Grand Lisboa Palace Resort’s second anniversary, we are delighted to bring to Macau one of the world’s most iconic palaces, to promote cultural exchange and to bring new experience and inspiration to our visitors through this immersive exhibition.”

“Virtually Versailles” immersive exhibition travels to Macao for the first time. Designed as an exploratory taster of the Palace, the “Virtually Versailles” immersive experience leads audience deep into the heart of Versailles through ground-breaking technology: augmented reality (AR), virtual reality (VR), connected bikes and 360-degree projections.

The experience is an interactive, smell and sound immersion into the Palace and its grounds, as audience wander through 360-degree digital projections of some of Versailles’ most iconic spaces: the Hall of Mirrors, the Royal Opera, the Battles’ Gallery, as well as the

Mercury and Venus Rooms. Audience can also get close to masterpieces from the Versailles art collections.

In addition, the exhibition exclusively showcases a room entirely devoted to the world-renowned fashion designer Karl Lagerfeld by projecting pictures he captured of the Palace, to honour his love for the Palace which was both one of his muses and one of his favourite places.

For details of ‘Virtually Versailles’ immersive exhibition, please visit: <https://www.grandlisboapalace.com/en/arts-n-events/virtually-versailles>.

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Opening ceremony of “Virtually Versailles” held at Grand Lisboa Palace.



Guests are invited to experience the “Virtually Versailles” exhibition.



SJM mascot “Sam the Rooster” brightens up the opening ceremony with his colourful artist costume.