

# LUMINISCENCE

## IMMERSIVE LIVE MUSIC EXPERIENCE 'LUMINISCENCE' TO MAKE U.S. DEBUT AFTER SOLD-OUT EUROPEAN RUN

*After Selling Nearly One Million Tickets in Europe in Just Under Two Years, LUMINISCENCE  
Premieres in Minneapolis on Oct. 31*

*Waitlist opens Sept. 16 for the immersive live music experience at The Basilica of Saint Mary*

(Minneapolis, MN) After captivating nearly one million spectators in Europe, LUMINISCENCE makes its North American debut at The Basilica of Saint Mary in Minneapolis. The basilica will be illuminated via 360-degree video mapping, while spectators listen to the rich and varied history of a U.S. landmark accompanied by a blend of live choir, organ and instrumental music. Stone walls will become living canvases as video mapping paints them with moving light. The immersive experience includes over 100 shows beginning October 31 and continuing through the new year.

“We’re excited to welcome LUMINISCENCE to The Basilica of Saint Mary, opening our doors to everyone and inviting them to experience the sacred in a new way,” said **Fr. Daniel Griffith, pastor at The Basilica of Saint Mary**. “At a moment when many are searching for deeper meaning, this immersive storytelling experience offers a unique path to reflection, connection and a renewed sense of community.”

The show, which has consistently played to sold-out audiences in Europe, is a multi-sensory experience that integrates art and live music with state-of-the-art technology. The Basilica of Saint Mary, which will mark the 100th anniversary of its designation as the first U.S. basilica in 2026, is the kickoff location for LUMINISCENCE in the United States. LUMINISCENCE has celebrated the history and heritage of cathedrals throughout Europe and is now bringing this immersive live music experience to the United States, telling the story of America’s landmark places of worship, as the country celebrates its 250th anniversary year.

“With our North American debut of LUMINISCENCE, we continue our mission to reveal the emotional power of heritage through immersive storytelling,” said **Romain Sarfati, co-founder of LOTCHI**, creator of LUMINISCENCE. “By blending light, sound and narration, we invite audiences of all ages and backgrounds to not just see sacred spaces, but to feel them, offering a fresh, universal perspective on history and memory.”

On September 16, spectators can sign up to receive first access to tickets for LUMINISCENCE by going to [luminiscence.com/minneapolis](https://luminiscence.com/minneapolis). The show opens on Friday, October 31, at The Basilica of Saint Mary in downtown Minneapolis, continuing through early 2026. Performances are scheduled weekdays and weekends.

“LUMINISCENCE is a meticulously designed immersive experience that surrounds each guest with light, sound and story,” said **Ben Samek, CEO Banijay Americas**. “While the narrative follows a defined structure, the impact is uniquely personal, inviting individual reflection and connection. More than a visual installation, it reimagines audience engagement by breaking the fourth wall and delivering a new standard in experiential storytelling.”

The show has already been staged in historic cathedrals in several European countries, including France, Germany and Spain, with more to come including in the Netherlands. LUMINISCENCE was created by Lotchi and will be produced in the U.S. by Banijay Live USA.

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### **About Banijay Group**

Banijay Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group’s activities include content production & distribution (through Banijay Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe’s fastest-growing online sports betting platform). In 2024, Banijay Group recorded revenue and Adjusted EBITDA of €4,803m and €900m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

### **About Banijay Live**

Banijay Live was launched in 2023 following Banijay Entertainment’s acquisition of Balich Wonder Studio (now housed under The Wonder Society), and Banijay Group’s (previously FL Entertainment) investment in The Independents. Housing both brands’ activities, as well as

those of immersive live experience specialists Banijay Live Studio and LOTCHI, the pillar is led by CEO François de Brugada and is a growing home for the world's best live entertainment experiences.

Spanning live events and experiences, the entity sits alongside content powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 production companies across 23 territories and a multi-genre catalogue boasting 200,000+-hours of original standout programming. An innovative creative leader, in 2024, it launched 250+ new non-scripted titles, an average 110+ scripted titles, 80 shows on streaming platforms, and produced 33 formats in more than 3+ territories. Representing some of the biggest global brands in the market, its portfolio includes Survivor, Big Brother, Peaky Blinders, MasterChef, Good Luck Guys, Rogue Heroes, Marie Antoinette, Mr Bean, The Summit, Black Mirror, Let's Play Ball, and The Fifty among others.