



# DAWN OF ECHOES

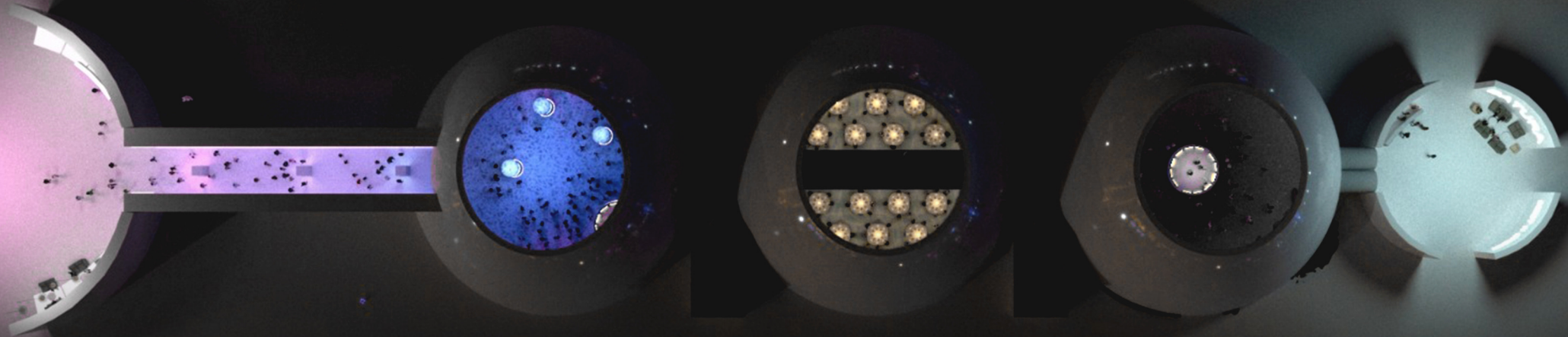
DATURA REVOLUTIONARY IMMERSIVE MULTI SENSORY ART EXPERIENCE



# DATURA: DAWN OF ECHOES

## A Visionary Artistic Evolution

Dawn of Echoes redefines human emotion through a fusion of art, technology, and human connection, crafting deeply immersive, multi-sensory experiences. More than an event, it is a living artwork, where storytelling, innovation, and emotion intertwine.



## VISIONARY LEADERSHIP & PROVEN EXPERTISE

Datura introduces a groundbreaking concept to the market, blending art, Luxury , technology, and sensory storytelling. As a pioneer in transformative experiences, we offer something truly unique and disruptive, redefining how people engage with and experience art.

## INNOVATIVE EVENT DESIGN

Blending cutting-edge technology with artistic mastery, Dawn of Echoes creates transformative spaces that evoke memory, ignite imagination, and redefine experiential storytelling.

## A RECOGNIZED MOVEMENT

With international recognition—from Cannes to Caesars Palace—Datura stands at the forefront of a new artistic paradigm, where vision, innovation, and emotion converge.

# THE SPIRIT ROOM

*A Living, Breathing Dream*

## 01

☒ *Spirit Room – A Living Dream*

*A space that feels alive. Flowers bloom as you move. The air carries an exclusive scent, crafted for deep emotional resonance.*

*Holographic displays shift with time, whispering forgotten dreams and unseen possibilities. You are no longer just a spectator—you are a part of the story.*



# THE SPIRIT ROOM

As you step into Dawn of Echoes,

you are immediately immersed in the mystical energy of the Spirit Room—the beating heart of this five-element journey. Towering LED-lined walls and reflective surfaces shift with every movement, creating a hallucinatory, ever-changing landscape.

At its center, a pedestal holds a single bottle of Datura extract, surrounded by hypnotic holograms and its intoxicating scent. Exotic, flowering plants carpet the floor, while lifelike Datura projections pulse and dance along the walls, seamlessly blending nature and technology into a dreamlike oasis.

This enchanting space offers an unforgettable first taste of the Dawn of Echoes experience.



POD



## WATER & FIRE ROOM

*The Elemental Symphony*

### 02

☒ *Water & Fire Room – The Elemental Symphony*

*A performance unlike anything on Earth. A live musical ensemble plays in sync with breathtaking visuals, while holograms transport you to otherworldly places.*

*Models glide through the space, adorned in holographic couture, their gowns shifting like liquid light.*

*Exclusive perfumes change with the elements—fire ignites passion, water cools the soul. This is where music, fashion, and technology melt into an intoxicating sensory masterpiece.*

# FIRE & WATER ROOM

Stepping beyond the mystical Spirit Room,

you enter the Water & Fire Room

a dome-shaped space where reality and technology dissolve. The air is thick with the deep, intense aroma of Datura Dark, awakening your senses, while an immersive, Datura-infused soundscape expands your consciousness, drawing you into deeper connection.

The dome's transparent video walls seamlessly transform into a vast, star-filled night sky, creating an illusion of infinite space and dissolving physical boundaries. In this captivating realm,

Dawn of Echoes invites you to reconnect with the essence of humanity, guided by the elemental forces of water and fire—a space for deep introspection and the discovery of your true self.



POD



## EARTH ROOM

### *The Levitation Banquet*

# 03

*Dining will never be the same again.*

*The floor breathes, creating the sensation of floating.*

*Organic roots connect tables with the walls, transforming the room into a living ecosystem of art and nature. A Michelin-level, monocular gastronomic experience unfolds—every dish tells a story, every scent deepens the immersion.*

*Models, embodying a one-of-a-kind couture collection, perform as part of the spectacle. This is not just a meal—it is an opulent ritual, a feast for the soul.*

# EARTH ROOM

Step into the Earth Room, a sanctuary of renewal and deep connection to nature's raw power. The grounding aroma of Datura Root fills the air, anchoring you in the present moment.

Surrounded by lush moss, vibrant ferns, and intricate root systems, the space pulses with life, illuminated by soft, forest-inspired lighting—a serene atmosphere that invites reflection and calm.

Enhancing the experience, the Monuclair Dinner offers a culinary journey inspired by the earth's bounty. Each dish, crafted from sustainable, seasonal ingredients, mirrors the textures and colors of nature, creating a feast for the senses.

Subtle vibrations mimic the planet's heartbeat, harmonizing sound, scent, and taste for a fully immersive, multi-sensory encounter. The Earth Room is more than a space—it is a celebration of nature's abundance, blending grounding energy with refined elegance in an unforgettable experience.



POD



## AIR ROOM

### *The Floating Island of Light*

# 04

*The grand finale—weightlessness, wonder, and infinity.*

*A dreamlike island unfolds before your eyes, surrounded by 360° holographic waves and golden light that breathes with the rhythm of the wind.*

*Reality and fantasy merge in a seamless dance, blurring the boundaries between what is real and what is possible.*

*You don't just witness this world—**you become it.***

# AIR ROOM

## THE AIR DOME - A CELESTIAL FINALE

The Air Dome, the final chapter of your Dawn of Echoes journey, celebrates the transformative power of air, inviting you to embrace freedom and wonder.

As you step inside, the crisp scent of Datura Breeze clears your mind, setting the tone for openness and renewal. The dome's breathtaking cinematic projections—gravity-defying water and dynamic light mapping—create the illusion of rising currents, an otherworldly display of movement and light.

Gentle breezes and a mist-like rain enhance the sensory immersion, evoking a celestial atmosphere where the air itself feels alive, responding to your presence.

At the heart of this ethereal space, a mesmerizing stage invites introspection and release, reflecting the boundless possibilities of existence and the intangible force of air.

The Air Dome concludes your journey with a sense of uplift and transformation, leaving you inspired and forever attuned to the wonders of the natural world.



POD



# WHY THIS EXPERIENCE WILL CHANGE LIVES

*This is not just about luxury. It is about awakening something deep within.*

## 00.

*In today's world, we are constantly overwhelmed by screens, by noise, by a relentless pursuit of more.*

*Datura: Dawn of Echoes cuts through the chaos and reconnects people to the essence of being alive. It is an escape from the ordinary into a world where emotions, memories, and dreams are tangible.*

**For the Visionary:** *It is a glimpse into the future of art, technology, and storytelling.*

**For the Dreamer:** *It is an invitation to experience something beyond reality.*

**For the Elite:** *It is the most exclusive, luxurious, and breathtaking immersive experience ever created.*

*This is the kind of event people will talk about for a lifetime. Those who step into Datura: Dawn of Echoes will never see the world the same way again.*

*The Invitation*

*For those who seek true exclusivity, true innovation, and true transformation, this is your moment. Datura: Dawn of Echoes is an experience reserved for the few who dare to step beyond the limits of the known.*

*This is more than entertainment.*

*This is the future.*

***This is Datura: Dawn of Echoes.***

# DATURA: DAWN OF ECHOES

*The Ultimate Luxury Immersive Experience*

## **OA.**

*Datura: Dawn of Echoes is an immersive, high-end artistic journey blending technology, film, music, and sensory storytelling into a transformative experience.*

*Designed for those who appreciate exclusivity and refinement, it transcends traditional entertainment by offering a multi-sensory world where art and emotion merge.*

*This luxury-driven experience is meticulously crafted to captivate and transport guests into a realm of beauty, mystery, and innovation, making it a prestigious and unforgettable event.*

*Every moment is designed to astonish, inspire, and elevate. This is the future of luxury entertainment a world where guests don't just watch but become part of the story.*

*This is not just an experience. This is an awakening.*



# ABOUT US

## The Journey to Datura

I have always been drawn to beauty—not merely in art and fashion, but in the world itself. As a child, I was enchanted by images, colors, and textures. While others played outside,

I found solace in the pages of magazines, sketching dreams onto paper. Even then, I knew—art was my world. Yet life led me down a conventional path, one of mathematics, Latin, and Greek—none of which felt like home. Then, at seventeen, I met someone who changed everything. She came from a lineage of writers, poets, and painters. In me, she saw what I had not yet dared to recognize. With her encouragement, I enrolled at Sint Lucas Brussels, and for the first time, I felt free.

Then life took her away, and darkness followed. Grief silenced my creativity, until a letter arrived from her grandmother:

"Never give up on your dream."

Those words became a spark in the shadows. Slowly, I began photographing again, displaying my work in my parents' restaurant. One day, a woman took notice—Maggie Deman, director at MTV Europe. Through her, I met Helmut Newton. That evening, he said something that would forever change me:

"Many people look, but few truly see. You see."

With newfound conviction, I submitted my work to Photo Magazine's Le Plus Grand Concours du Monde. Months later, the phone rang.

"Congratulations, you've won."

I became the first Belgian artist published in Photo Magazine across 80 countries. From there, my career flourished—collaborations with Tigi International, awards in London, partnerships with global brands. Yet, amid the success, something was missing.

The raw essence that had first drawn me to art—film, music, emotion—was calling me back. The commercial world felt like a frame too small for my vision. I longed to create something unbound, something that wasn't just seen but felt.

And so, Datura was born.

No clients. No rules. Just pure expression.

For eight years, I built Datura—a world where art, scent, music, and memory converge. A place where people do not simply observe, but experience.

In 2018, I released the first version. Cannes Film Festival took notice. Then Caesars Palace in Las Vegas. But when the world stood still during COVID, I saw Datura for what it truly was—not just an art project, but a transformation.

A poem about The Poison Garden found its way to me, and suddenly, everything aligned—nature, technology, spirituality, all weaving into one.

And so, Datura: Dawn of Echoes was born.

Today, Datura is an invitation. To pause. To feel. To reconnect.

Not a show. Not a gallery. But a living, breathing experience—where art transcends the senses.

This is my essence. My truth. My journey.

Welcome to my world.

*Bollaerts Jimmy*  
*artistic director & founder*

# ABOUT US

## RUDOLF WERTHEN

leads this organization. Multimedia productions, arena operas, international roadshows, video and film productions, theater and opera direction are his world. For decades, he has been bringing productions to the most prestigious stages, from Europe to Japan.

His experience in these various artistic and creative environments led to the establishment of his own production unit, where an intense link is made between a client's message and their target audience through unique creative processes.

The idea surrounding the final product is translated, based on an in-depth analysis of specific characteristics, into content that, through visual stimuli, triggers the correct reflex and perception.

Finale has extensive expertise in the integration of contemporary high-tech communication tools within its projects and closely follows the latest developments in sound and image to fully bring out the (artistic) content. For example, Finale holds a license with Musion Systems Ltd for 3D projections.

Expertise in this area resulted in winning twice the Golden BEA Award for the best event. Finale excels both in the practical organization of complex events and in more specifically targeted animations and other artistically tinted elements that give each event special added value.

Collaborations with international stars on both classical and more popular stages are proof of the exceptional standards applied in terms of quality and finishing.

Finale can also rely on a large number of trusted partners: its own video production, costume designers, choreographers, composers, sound scapers, decorators, etc.

*Rudolf Werthen*  
*Event organiser*



# VISIONAIRS

## TEAM MEMBERS

### *Bart Hoste*

An award winning belgium fashion designer know for his exquisite handcraft and embroidery.

A graduate or the Royal Academy in Ghent and recipient of the Flanders DC fasnion Award. He honed his cratt at Iris van Herpen's couture house hostes work reflects a deep passion for intricate design, blending traditional designs with contemporary artistry .

### *Diego de Baets*

A culinary virtuoso who refined his skills under the exacting standards of Gordon Ramsay, Diego De baets brings world-class gastronomy to Dawn or Echoes. His Two-tear tenure as sous chef in

Ramsay's prestigious kitchen has equipped him with unparalleled expertise in luxury dining. Now recognized as one ot the most promising rising stars in the culinary world,

Diego creates extrodenary dining experiences that perfectly complement our immersive events.

