

## Be Happy Museum in Malta

Selfie museums have conquered the world. One of them is opening in Galeria Malta in Poznań now. This is an unique treat for social media fans. This Friday, May 29, Be Happy Museum will invite its first visitors. Malta is consistently expanding its entertainment offer and focuses on innovative ideas that fit into the current trends.

 Poznań – May 27, 2020

Selfie museums are already successfully operating around the world. According to the current trends, they are dominated by "sweet design" and illusionist scenography, which gives many photographic possibilities. Until now, there has been no such place in Poznań. Be Happy Museum at Galeria Malta inspired by, among others, The Trick Eye in Seoul, the Selfie Factory in London and the Museum of Ice Cream in New York or San Francisco, will become – one of the few in the country – an innovative sweet art museum with unique attractions, covering as much as 600 sqm.

Visitors will have the opportunity to walk among enormous sweets and pose against the backdrop of dozens of different scenes. The museum will also contain illusion rooms with set design "cheating" the human mind. Virtually every step you'll be able to take the Instagram friendly photo or record a video on TikTok. A visit to the museum will probably appeal not only to fans of social media, but also to entire families willing to spend their time on unique fun in a unique setting.

*„We are aware that our clients are becoming more and more demanding. They also have increasing expectations regarding attractive leisure activities. Museums, i.e. the new generation, creative, stimulating the imagination, engaging and using new technologies – are becoming more and more popular. Therefore, we cannot miss them in our offer” – said Lech Polański, Center Manager, Galeria Malta in Poznań.*

Interestingly, each visit to Be Happy Museum guarantees visitors new experiences, as the exhibition will be systematically changed and enriched with additional elements. Due to the museum's presence in the capital of Wielkopolska, it also included a local accent.

*"We try to surprise visitors in each location with something specific to the place. Of course, there will be famous goats in Poznań. They will appear in a surprising sweet art style” – announced Tomasz Styba, manager of Be Happy Sweet Art & Illusion Museum.*

The opening of Be Happy Museum is scheduled for May 29. Due to sanitary restrictions applicable in the country, the organiser of the exhibition took care of the safety of visitors and introduced procedures to protect their health. All exhibits and items exposed to touching will be systematically disinfected. The number of people who can stay in the museum at the same time will be limited. At the entrance you will have to disinfect your hands or put on disposable gloves. In accordance with applicable sanitary regulations, the mask may be removed during photographing or recording a video. However, it should be put on immediately after taking pictures and additionally keep a safe distance from other people.

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