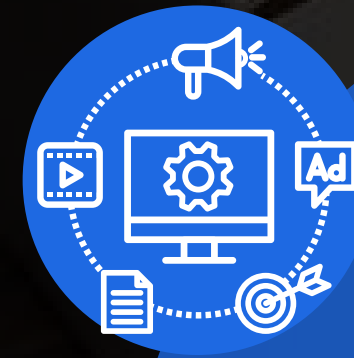




PR PORTFOLIO

[Get Started](#)fixitpr.co.ke



Company Overview

Who tells your story?

FIXIT PR Helps Businesses Succeed by
Providing them With Digital outreach solutions.

Fixit PR is a results-driven public relations and digital marketing agency based in Nairobi, Kenya. We specialize in brand storytelling, reputation management, and audience engagement to help businesses stand out. Our services range from social media management, design and branding to Website building and media relations.

“Unmatched Quality for a Standout Reputation”

TUKISONGA

COVERAGE REPORT

EVENT OVERVIEW

The Tukisonga Campaign launch and premiere of the Tuki TV drama series marked a significant milestone in Girl Effect's commitment to empowering Kenyan youth, particularly adolescent girls and young women. Held on 6th Dec 2024 at Super Sport Studios, the event aimed to unveil the transformative multimedia campaign designed to address critical issues such as reproductive health, economic empowerment, and societal expectations through relatable storytelling and practical insights. This event combined a dual focus: introducing the Tukisonga Campaign as a movement to inspire resilience and positive change among Kenyan youth, and premiering Tuki, a captivating TV drama series airing on NTV and K24. Through relatable narratives, Tuki explores barriers faced by young women while providing actionable solutions and sparking conversations around health, education, and empowerment.

We played a key role in ensuring the success of the event by focusing on media relations. This involved strategically inviting and hosting top-tier media representatives, securing impactful coverage, and amplifying the campaign's message across print, broadcast, and digital platforms. Key media deliverables included:

- Attendance of 20 journalists from leading outlets.
- Media coverage across mainstream media and digital channels
- Post-event features, interviews, emphasizing the campaign's core message.



Activity Summary

In the event of the unveiling the Tukisonga Campaign and launching the Tuki Series, we focused on the below:

- Pre-event Interviews
- Event management
- On-ground media Interviews
- Inviting media for coverage
- Developing and disseminating the press release with photos following the launch of both the campaign and the series in Nairobi

Media Impact:

Total Stories Garnered: 26 stories on print, broadcast and digital platforms.



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MEDIA COVERAGE

SUMMARY COVERAGE

TITLE	PUBLICATION	MEDIUM
Lobbies on girl effect launch transformative campaign	K24 TV	Broadcast(TV)
Lobbies on girl effect launch transformative campaign	Ramogi TV	Broadcast (TV)
Girl Effect launches 'Tukisonga campaign' to empower youth	TV 47	Broadcast(TV)
Kampeni ya Mabadiliko kwa Vijana	Nyota TV	Broadcast (TV)
Girl Effect launches 'Tukisonga campaign' to empower youth	Radio Jambo	Broadcast (Radio)
Human Rights Group call for quality provision of health services among girls and women	Radio Citizen	Broadcast(Radio)
Human Rights Group call for quality provision of health services among girls and women	Radio Citizen	Broadcast (Radio)
Educating Youth on Their Well-Being	Radio Citizen	Broadcast (Radio)
Girl Effect launches “Tukisonga campaign” to empower youth	Radio Maisha	Broadcast (Radio)
Radio Interview	MMU Radio	Broadcast (Radio)
Youth Campaign Launched in Thika	People Daily	Print

SUMMARY COVERAGE

TITLE	PUBLICATION	MEDIUM
<u>Jokanyo golo dok e it nyiri ewi yore mar kethruok gi iye mohiu</u>	Ramogi TV-YouTube	Online
<u>Girl Effect Launches 'Tukisonga Campaign' to Empower Youth in Kenya</u>	Ralingo-Mzuka Kibao	Online
<u>Girl Effect Unveils Tukisonga Campaign to Empower Kenyan Youth for a Brighter Future</u>	Nipashe Biz	Online
<u>Girl Effect launches 'Tukisonga campaign' to empower youth</u>	The Star	Online
<u>Girl Effect launches 'Tukisonga campaign' to empower youth in Kenya</u>	Bizna Kenya	Online
<u>Lobby Group Girl Effect Launches 'Tukisonga Campaign' TV Series to Empower Youth in Kenya</u>	The Informer Media -YouTube	Online
<u>Girl effect launch Tukisonga Transformative Campaign In Nairobi</u>	The Informer Media	Online
<u>Girl Effect Launches 'Tukisonga Campaign' to Empower Youth in Kenya</u>	RTC News	Online
<u>Girl Effect Launches "Tukisonga Campaign" to Empower Youth in Kenya</u>	Top News Africa	Online
<u>Girl Effect Launches the 'Tukisonga Campaign' to Empower Youth in Kenya</u>	Ommy Dalla	Online
<u>Tukisonga: A New Era for Kenyan Youth Empowerment</u>	East African Business News	Online
<u>Girl Effect Launches 'Tukisonga Campaign' to Empower Youth in Kenya</u>	Mpasho	Online
<u>Lobbyists under the Umbrella Girl come together</u>	K24-Youtube	Online

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MEDIA INTERVIEW CLIPPINGS



[Click Here](#)



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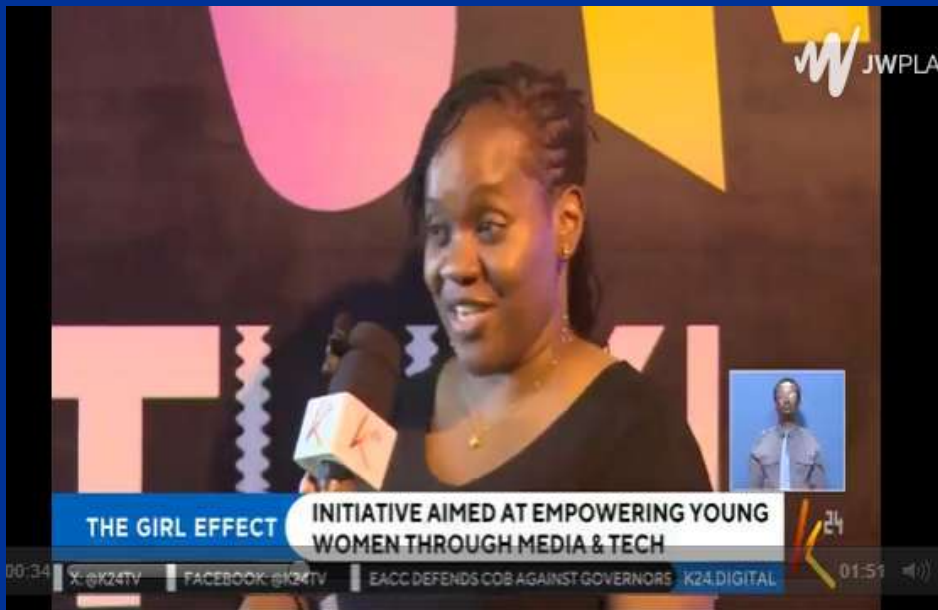


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MEDIA COVERAGE CLIPPINGS

Broadcast(TV)



K24



Ramogi TV



Nyota TV



TV 47

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MEDIA COVERAGE CLIPPINGS

Broadcast(Radio)



[Click Here](#)



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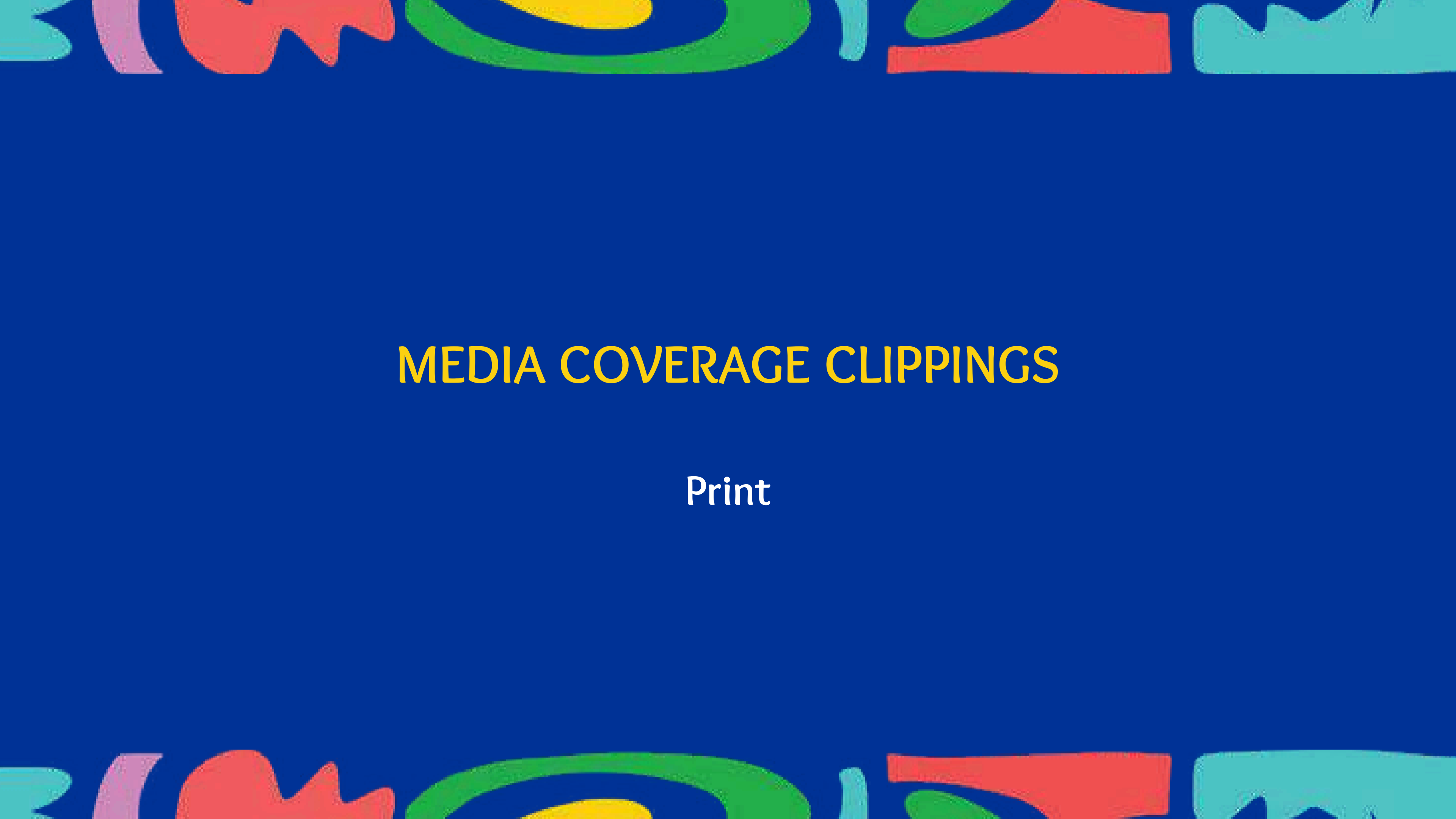
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MEDIA COVERAGE CLIPPINGS

Print

Youth campaign launched in Thika

A youth campaign dubbed *Tukisonga* which loosely translates to 'as we move', has been launched with the hopes of facilitating Kenyan youth, especially young women, to create positive changes that impact their lives and communities around them. The move by Girl Effect, a global non-profit organisation seeks to empower girls to navigate key aspects of their lives such as health, personal and social-economic development.

According to Nancy Njoki, the Girl Effect, Country Director Kenya, the youth can move together to create the future they envision.

– Mathew Ndung'u

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MEDIA COVERAGE CLIPPINGS

Digital Media



[Nipashe Biz](#)



[The Star](#)



[Bizna Kenya](#)



[The Informer](#)



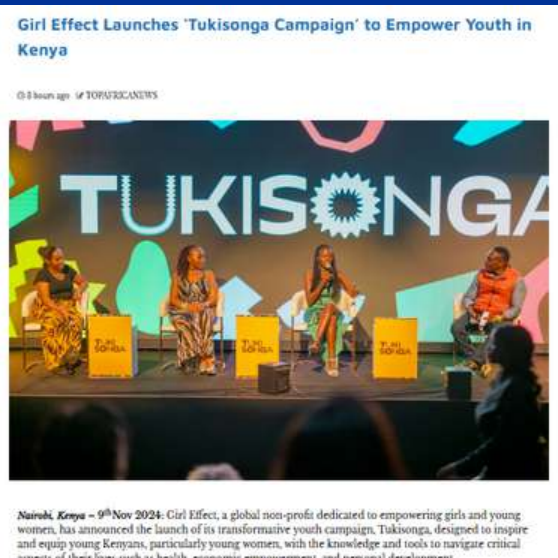
[Mpasho](#)



[RTC News](#)



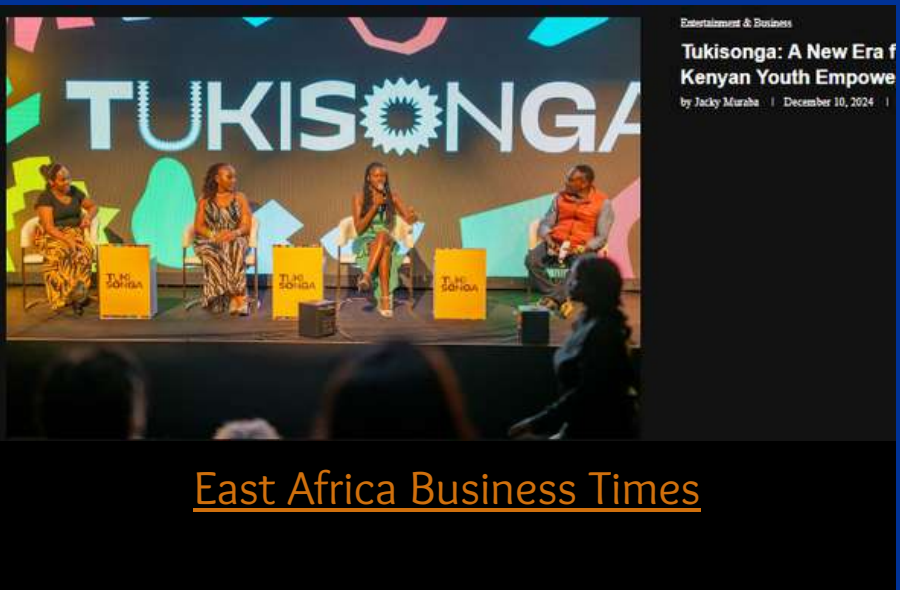
[Ralingo](#)



[Top Africa News](#)



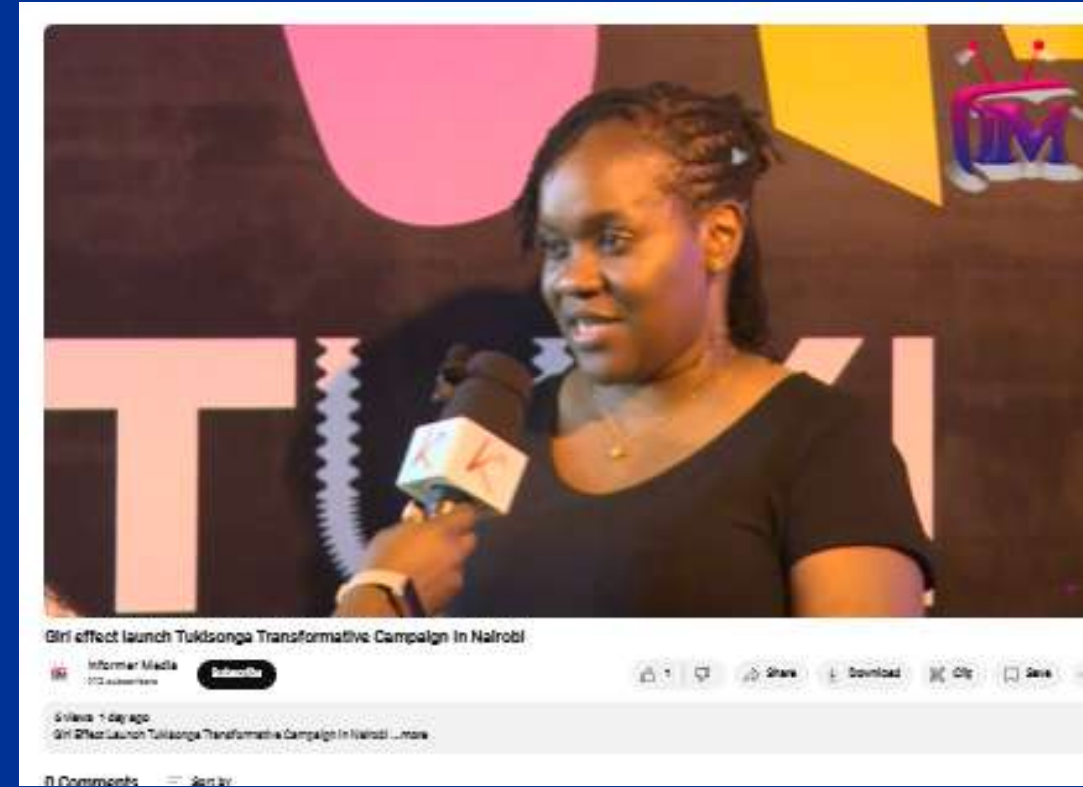
[Ommy Da'llah](#)



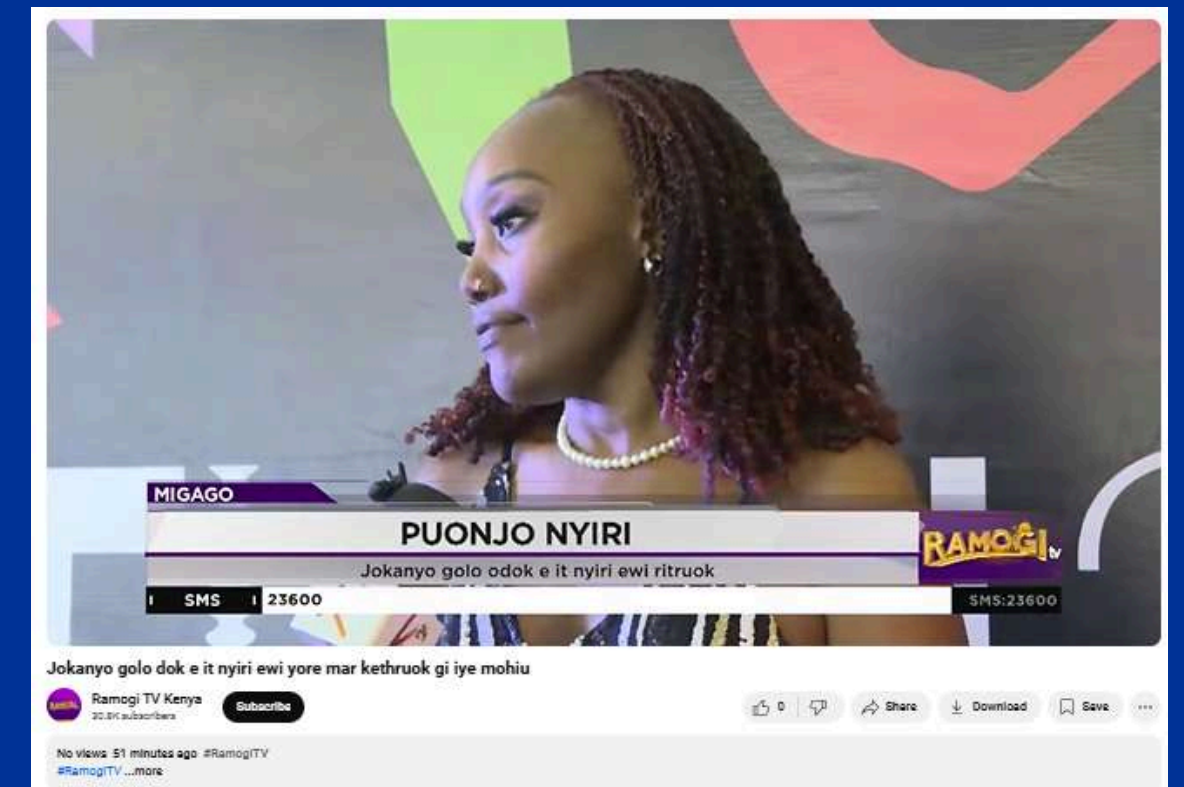
[East Africa Business Times](#)



[K24-Click Here](#)

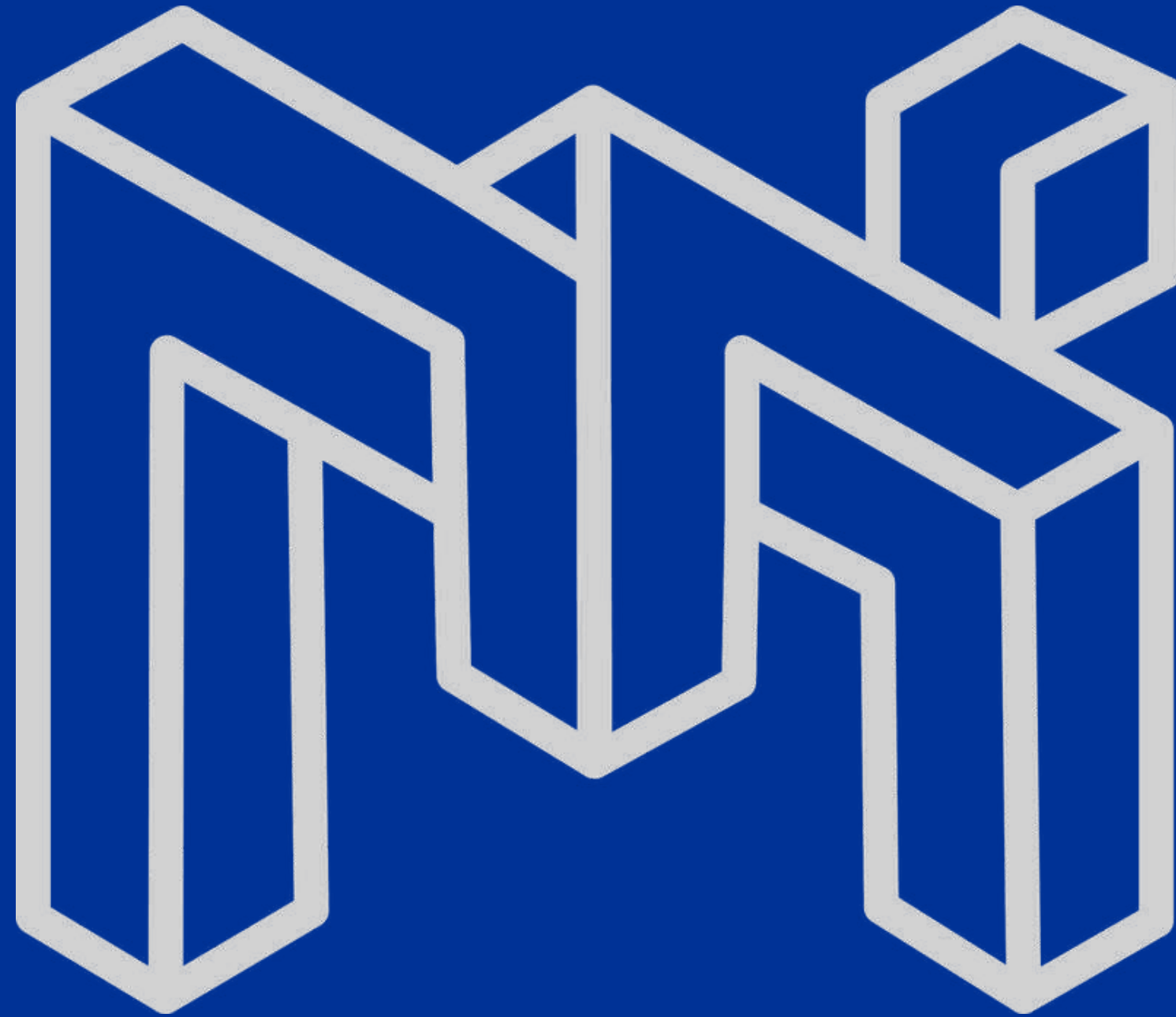


[The Informer Media: Click Here](#)



[Ramogi TV: Click Here](#)

MUSEUM OF ILLUSIONS PR REPORT





Task

We were tasked with the grand launch of the Museum of Illusions on **Friday 24th January 2025** in Nairobi, Kenya. The museum, designed as an immersive experience where science meets art through mind-bending illusions, aimed to revolutionize entertainment and education in a new, unique and fresh way. The agency undertook the below strategies:

Deliverables

- Lobbying to the office of the Cabinet Secretary of Tourism and Wildlife Hon.Rebecca Miano EGH who officially launched the museum.
 - Development and dissemination of press collaterals including media advisories and a press releases.
 - Securing print, radio and TV interviews for the client and museum to raise awareness.
 - Designed visually stunning art works for e-invites, programmes and event signages.
 - Managed RSVPs for distinguished guests including dignitaries, media personnel, influencers, bloggers, and celebrities, ensuring a high-profile turnout.
 - Coordination of both videography and photography for press usage and client's archiving.
 - Coordination of on-ground media interviews during the launch.
 - Secured extensive media coverage across print, radio, Tv and online platforms.
 - Oversaw end to end planning, coordination and execution of the event.
-
- This report provides a comprehensive overview of the launch execution, performance; Insights, key learnings, and coverage.



PRINT PUBLICATIONS COVERAGE

Publication	Headline Lnk	AVE	PRV	Tonality
The People Daily - Unknown Pullout or Edition	Museum of illusions sets up shop in Nairobi	100259	501295	POSITIVE
Business Daily	BD Life Step out	347495	1737475	POSITIVE
The Nairobiian	Museum of illusions debuts in Nairobi this Friday	52357	261785	POSITIVE
The Standard - Pulse	WASSUP	75433	377165	POSITIVE
The Standard - Pulse	Museum of Illusions Grand Opening	8763	43815	POSITIVE
The Standard	PICTORIAL:Cabinet Secretary for Tourism...	29588	147940	POSITIVE
Business Daily	Museum of Illusions Stepping into world where reality bends	260587	1302935	Positive
Asian Weekly	PICTORIAL: Debut Of Illusions In Nairobi	28771	143855	Positive
Asian Weekly	Museum Of Illusions Captivates Nairobi On Debut	51168	255840	Positive
The Standard - Pulse	Museum of Illusions Launch @ Laxon Court Plaza	57653	288265	Positive
Sunday Nation - Buzz	Don't believe your eyes	310288	1551440	Positive

PRINT PUBLICATIONS COVERAGE

Publication	Headline Link	AVE	PRV	Tonality
The People Daily	Inside Nairobi's Museum of Illusions	933406	4667030	Positive
Business Daily - BD Life	Jonathan Cooper Man behind Nairobi's Museum Of Illusions	377351	1886755	Positive
The East African	Nairobi targets tourists with Museum of Illusions	51871	259355	Positive
Air Tanzania	https://issuu.com/landmarine/docs/air_tanzania_twiga_issue_25?fr=sMDViZDgzODEyMzU	539321	2,696,605	Positive
TOTAL		3,224,211	16,121,555	

BROADCAST PUBLICATIONS COVERAGE

Publication	Headline Link	AVE	PRV	Tonality
BBC English And Swahili	https://www.youtube.com/watch?v=EkVnVtniXNI	998,945	4,994,725	POSITIVE
TV47	Tribe 47 Show: Museum of Illusions	3,306,000	16,530,000	POSITIVE
KTN HOME	The Hot Spot: Museum of Illusions	7461240	37306200	POSITIVE
CAPITAL FM	INTERVIEW: Jonathan Cooper,CEO-MOI, Brian Omolo-Creative	803330	4016650	POSITIVE
HOPE FM	Miano officially unveils the Museum of Illusions	56520	282600	POSITIVE
HOT 96	The Museum of illusion (MOI) has been launched	34100	170500	POSITIVE
SPICE FM	Presenter mention-Museum of illusions	127600	638000	N/A
HOMEBOYZ RADIO	INTERVIEW: Nika Fuckham, Director- Museum of Illusions, Kenya	611710	3058550	POSITIVE

BROADCAST PUBLICATIONS COVERAGE

Publication	Headline Lnk	AVE	PRV	Tonality
Voice Of Africa	https://www.youtube.com/watch?v=2wWudblUxiw	698,945	3,494,725	POSITIVE
CGTN	https://www.youtube.com/watch?v=cVOFM024ha4	1,976,321	9;881;605	POSITIVE
K24	https://www.youtube.com/watch?v=GRSs1htjqnU	623,827	3,119,135	POSITIVE
TOTAL		13,723,138	68,615,690	

PRINT COVERAGE

Art

Grand Opening of the Museum of Illusions Nairobi: Laxcon Court, Parklands, January 24, from 9 am. Discover mind-bending illusions, interactive exhibits, and a one-of-a-kind experience guaranteed to leave you amazed!



Museum of Illusions debuts in Nairobi this Friday

The Museum of Illusions (MOI), one of the world's fastest-growing museum chain, is expected to announce its arrival in Nairobi, with an exclusive launch event on January 24, 2025 (today) and open to the public on 25th with tickets retailing for at least Sh1,500.

Located at Laxon Court Plaza, Parklands, the Nairobi installation marks MOI's latest venture in its global expansion, joining its network of over 50 locations worldwide, including iconic cities like New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and South Africa.

The Museum of Illusions Nairobi will feature more than 60 mind-bending exhibits, offering a captivating mix of optical illusions, immersive rooms, holograms, and stereograms. Designed for visitors of all ages, the museum combines

education and entertainment to create an unforgettable journey through the fascinating world of illusions. Today's exclusive launch will see Cabinet Secretary for Tourism and Wildlife Rebecca Miano gracing the event as the chief guest.

"We are ecstatic to be bringing the Museum of Illusions to Nairobi, offering a new and unique experience to all consumers and providing a platform for edutainment. Said Brandy Achar Museum Manager. To celebrate Kenya's artistry and culture, MOI has collaborated with renowned local creatives to create bespoke exhibits, among them being Moha, the Father of Matatu Culture, brings the Reversed Room, inspired by Nairobi's iconic matatus, Lulu Kitololo who has a theme of contemporary Kenyan female character reinterpreting the Kenyan traditional jewelry and fabrics and Brian Omolo, unveiling a mural inspired by Nairobi's urban culture.

Museum of Illusions Grand Opening

The Museum of Illusions (MOI), one of the world's fastest-growing museum chains, launches in Nairobi, Kenya at Laxon Court Plaza, Nairobi. The grand opening will feature an exclusive launch event today and open to the public tomorrow. It will feature more than 60 mind-bending exhibits, offering a captivating mix of optical illusions, immersive rooms, holograms, and stereograms. Charges are from Sh1,500.

The Standard(WASSUP)



Cabinet Secretary for Tourism and Wildlife Rebecca Miano (second left) and CEO of the Museum of Illusions Jonathan Cooper (left) officially open the museum at Laxon Court Plaza in Nairobi.

Art business

Museum of Illusions Stepping into world where reality bends

ART
MICHAEL
MUYOMA

In a world where reality often feels fixed and predictable, the Museum of Illusions in Nairobi invites you to question everything you know. From rooms that defy gravity to murals that come alive, this isn't just a museum—it's a playground for the mind.

Located in Parklands, the museum blends cutting-edge technology, local artistry, and a dash of magic to create an experience that is as educational as it is exhilarating. And the best part? It's not just for tourists or art aficionados—it is for anyone who has ever wondered, "What if?"

Forget everything you know about traditional museums. The Museum of Illusions veers off the beaten path, trading dusty artefacts for mind-bending exhibits that play with light, perspective, and technology. Here, the walls tilt, the floors shift, and your reflection might just disappear. It's quirky, fun, and at times, eerily surreal.

But what truly sets this museum apart is its unique blend of global innovation and local flavour. As the largest franchise of its kind in Africa, the Museum of Illusions is a testament to Nairobi's growing reputation as a hub for creativity and cultural innovation.

Collaborations with renowned local creatives bring a distinctly Kenyan twist to the global franchise.

Moba, the Father of Matatu Culture, has designed the Reversed Room, a topsy-turvy space inspired by Nairobi's iconic matatus. Step inside, and you will feel like you've been transported into the colourful, chaotic world of the city's most famous mode of transport.

Lulu Kitulolo, a contemporary Kenyan artist, showcases a reinterpretation of traditional jewellery and fabrics through an avatar-like mural of a powerful African woman. Her work, adorned with the illusion of an all-seeing eye, is a striking tribute to Kenyan femininity and strength.

Meanwhile, Brian Orodio brings Nairobi's urban culture to life with a vibrant mural that captures the city's energy and spirit. "The whole idea was to create a portrait of a woman who is clearly powerful, African, and infused with a Kenyan flavour," said Lulu.

"This moment is super exciting because it offers the opportunity for a lot of people to interact with my work and bring Kenyan representation to a global stage."

The choice to open the largest Museum of Illusions franchise in Nairobi was not accidental. Jonathan Cooper, the Global CEO of the Museum of Illusions says the city's vibrancy and youthful energy made it



Mufat Baraka (center), Faith Ikemba (left) and Yvonne Njoki in the Reversed Room.



Melissa Hinge at the Clone Room.



A guest at the Infinity portal.



Museum of Illusions Global CEO Jonathan Cooper.



Guests observe the infinity disorientation during at the the Museum of Illusions, Nairobi on 24, 2025. (MUYOMA)

the perfect fit. "We really liked the vibrancy, progressiveness, and youthfulness of the culture here," Cooper said during the launch on January 24. "It perfectly syncs with the ultra-ethos of the Museum of Illusions."

Call to local artists

Nika Fuchikan, the national director of the museum, echoed this sentiment, emphasising on the museum's commitment to celebrate Kenyan urban street culture.

"We are open to collaborations with Kenyan artists and are keen on exploring that. We are a creative space and invite creatives of all ages to come and share this space with us."

Visitors are encouraged to touch, explore, and take pictures. "This is a different kind of museum from what people expect," Nika said with a chuckle. "We are what you would call, not your grandfather's museum."

Among the must-see exhibits are the Revolving Room, a near-hypnotic space that challenges your sense of balance, and the Reverse Room, where up is down and down is up—approach with caution if you have a queasy stomach! Interactive installations use light, mirrors, and technology

to create unforgettable optical illusions, making every corner of the museum a photo-worthy moment.

Dr Fredrick Muthi, the Director of Antiquities, Sites, and Monuments in Kenya, expressed his excitement about the new addition to Nairobi's cultural landscape. "I am very glad to hear that this is the largest of its franchises in Africa," he said.

Rebecca Milano, Cabinet Secretary for Tourism and Wildlife, officially opened the museum, highlighting its potential to redefine Nairobi's cultural and tourism appeal.

"Today, we welcome the beginning of a new kind of cultural experience in our city," she said. "The museum challenges human perceptions, expands imagination, and celebrates the joy of curiosity and wonder. It's a magnet that tourism thrives on."

Whether you are a science enthusiast, an art lover, or simply someone looking for a fun day out, the Museum of Illusions has something for you. It is a space where the laws of physics, perception, and cognition are tested in ways that are both mind-blowing and educational.

Tickets range from Sh900 for children to Sh3,900 for family packages.

→ muyomamichael@gmail.com

Business Daily

Franchising

Jonathan Cooper Man behind Nairobi's Museum Of Illusions

DIGITAL ART
MICHAEL
MUYOMA

Jonathan Cooper was just a finance man looking to retire, raise a family, and see out his days when he walked into a museum in Zagreb with his family. That visit sparked an idea that would evolve into a global franchise.

He is now the Global CEO of the Museum of Illusions, which recently ventured into the Kenyan market.

Originally from the US, Cooper moved to Croatia in 1997 and worked in mergers and acquisitions for 15 years at a private equity firm. Later, an opportunity arose to work in the Middle East, managing a debt fund in Oman. He then moved to Qatar, where he helped the Qatar Development Bank launch a private equity fund. Around that time, he was planning to retire to Croatia, where his wife is from, as they were expecting their second child.

In 2015, just before relocating, he visited a newly opened attraction called the Museum of Illusions with his family and his visiting brother's children.

"We all loved it, and I realised we would have still loved it even without the children. It is very hard to find an attraction appealing to everybody. I also noticed that it was full, despite Zagreb being a relatively quiet town with less than a million people," he says.

Curious, he searched LinkedIn and found the museum's founders—two young entrepreneurs, Roko Živković and Tomislav Pamuković.

"I contacted Roko, told him about my Croatian roots and Middle East connections, and expressed my admiration for the museum. He agreed to talk."

Cooper, then in Qatar, had a Skype call with Roko, who explained how well the museum was doing. Cooper asked to invest in the company, but Roko declined.

Undeterred, Cooper asked about their expansion plans and suggested setting up a company that would grant him a licence to operate the Museum of Illusions in the Middle East and North Africa, allowing them to develop a franchising model together.

"We started working on that basis in 2016 and developed everything from the legal aspects to operations and working with franchisees," he explains.



Museum of Illusions Global CEO
Jonathan Cooper.

The early days were bumpy. "I feel sorry for the first franchisees. Though they did well, they were essentially trial-and-error," he admits. Nairobi is now their 58th museum globally, and their third and largest in Africa.

How the franchise model works

"We considered franchising because everything in the Middle East, where I was based, revolves around it. But none of us really knew how to run a franchise at the start."

Interestingly, many of their franchise partners in Germany, Canada, and the US have Croatian roots and were referred through personal connections.

"In Canada, for example, my wife's best friend's sister runs our Toronto franchise. Initially, my wife's friend wasn't interested but referred her sister, who now operates two franchises."

One of their top-performing locations, New York, attracts 14 million visitors annually. Cooper recounts a serendipitous connection that led to its establishment.

"The owner's father has an antique

shop opposite the original Zagreb museum. He called his son one day and told him, 'I don't know what this museum is, but there's always a queue.' His son visited, liked the idea, reached out, and took it to New York."

Despite their success, direct inquiries about franchise opportunities remain rare.

"In Kenya, my wife and I visited our friends Nika and Luka three years ago who were working here. We discussed the museum, and they became interested. When we researched Nairobi, we realised it was a perfect match."

Why Nairobi?

"Many people look at how we got to 58 museums and ask how we did it. The first and second are tough, but by the 25th, it becomes easier."

Nairobi ticked all the right boxes: a large, fast-growing, youthful, and energetic city—qualities that align with the museum's ethos.

"Our entry was more opportunistic than a grand plan," he says.

One significant decision was not to scale down the Nairobi museum despite Kenya being a middle-income country.

"It is as big as our museums in Paris, New York, Chicago, and Philadelphia. We didn't design a smaller version with lower ticket prices. It holds the same rank as our museums in the world's larger cities."

Work-life balance

As the global CEO of the world's largest privately owned museum franchise, balancing work and family is a challenge.

"My wife helps with the business, but it can be tough. She's here for the opening, but our younger son is at home with a babysitter. It's a trade-off."

However, he says their children are very supportive. "They think it's cool that mom and dad work at the Museum of Illusions because they love it. They want to come with us whenever possible, which helps."

As the business matured, hiring key personnel has allowed him to create more time for his family. "When I'm in Zagreb, my weekends are free."

And when he isn't thinking about

running a global franchise?

"Retiring," he laughs.

The impact of politics

Politics affects economies, which in turn impacts the museums.

"Take Egypt, for example. The last five years have seen a drop in tourism due to political instability and terror attacks in 2019-2020. Now, the conflict in Israel and Palestine, which borders Egypt, affects tourism."

Fortunately, some of their franchisees can survive economic downturns due to low-cost locations. "We try not to fight the environment. As the saying goes, 'When the tide rises, it lifts all boats, and when it falls, all boats drop.'"

Biggest achievements

"Having a family and children is huge. It changes your life, values, and perspectives. You can no longer be selfish."

Cooper is also proud of his work in developmental finance. "I've provided finance to underserved communities and invested in companies that expanded, hired more people, and achieved their dreams. That is rewarding."

Lessons for his younger self

"One of my key successes is taking risks—both personally and professionally, though more professionally (I don't jump out of airplanes)," he chuckles.

After completing his MBA, he had an interview opportunity at Goldman Sachs in New York but instead chose to volunteer in Poland for a year.

"I remember calling the recruiter to decline the interview. He asked, 'Are you serious?' But Poland was a fantastic experience that led me to Croatia, where I started several companies—some of which failed spectacularly."

His advice?

"Take risks while young. Once you have a family or a mortgage, it becomes harder. And always assess the downside. Often, it's smaller than you think. You have 24 hours in a day—work six or seven, and use the rest to pursue your passion."

Regrets?

"I don't really have any. Even my failures, like my software company that shut down or my wine production venture that yielded thousands of litres of vinegar, were learning experiences."

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Faith Kasegy takes a picture of Lynet Adhiambo in the symmetry room during the Museum of Illusions, Nairobi opening at Laxon Court Plaza in Parklands.

PHOTOS: WILFRED NYANGARU

Why Nairobi?

'When we researched Nairobi, we realised it was perfect match.'

Business Daily



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digital

ARTS AND CULTURE

FRIDAY, FEBRUARY 14, 2025

PG 5 | Valentine's Chat



**Claudia
likes
them tall,
dark and
handsome!**

Illusions made in Nairobi

PG4-5

Cover Story

► Flavour your day by Harriet Jones @HarrietJones

Inside Nairobi's Museum of Illusions

The recently opened Museum of Illusions in the capital city isn't just a space to showcase art, but also a grand edutainment platform

Getting into the Museum of Illusions (MOI) is like stepping into a world where perception and reality are playfully twisted. First, you'll likely approach the entrance, which might already have mind-bending visual cues or optical illusions that set the tone. Once inside, you're greeted with a vast array of interactive exhibits — everything from gravity-defying rooms, upside-down spaces, and rooms that alter your sense of scale to mirrors that distort reflections and make you look taller, shorter, or even like you're floating.

The atmosphere is both educational and entertaining, encouraging you to question your own senses. Some museums also have a few themed rooms or special installations, making each visit feel unique depending on what they're showcasing.

Recently, MOI, the world's fastest-growing museum chain, opened its latest location in Nairobi. It joins a global network of over 50 locations, including iconic cities such as New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and Johannesburg. This new addition boasts more than 60 mind-bending exhibits that offer a captivating mix of optical illusions, immersive rooms, holograms, and stereograms. Designed for visitors of all ages, the museum seamlessly blends education with entertainment, providing an unforgettable journey through the fascinating world of illusions.

"We are thrilled to bring the Museum of Illusions to Nairobi, offering a new and unique experience to all consumers and providing a platform for edutainment. We

welcome all to come and immerse themselves in a world that will challenge their minds and provide a playground for their senses. We aim to inspire our visitors to see the world in new ways and provide a platform for learning and exploration," said MOI chief executive officer Jonathan Cooper.

Disruptive experience

The museum is redefining what people traditionally think of as a museum by completely disrupting the conventional experience. Instead of just passive observation of art, this museum invites active participation and engagement, transforming the visitor into a part of the artwork. Rather than housing static, historical pieces, the MOI focuses on dynamic, playful exhibits that engage visitors in real-time, offering an experience that combines entertainment with education.

The museum doesn't just present art, rather it makes you experience it, leaving visitors questioning their senses and assumptions about reality. This innovative approach shifts the focus away from traditional displays and turns the museum into a space for experimentation, collaboration, and discovery, disrupting the classic notion of what museums should be.

"Nairobi has a brand-new attraction, one that adds to the growing excitement of our capital city. I want to assure the creators of this museum that they are opening it at the perfect time, as Nairobi has recently been recognized as one of the most exciting and innovative urban centers in Africa and beyond. This new museum concept is quickly gaining popularity worldwide, thanks to its ability to seamlessly blend art, science, and

We aim to inspire our visitors to see the world in new ways and provide a platform for learning and exploration

—JONATHAN COOPER



technology into captivating and sensory-rich experiences," said Tourism CS Rebecca Miano during the opening ceremony.

She added, "It is precisely the kind of attraction that fuels tourism and draws people from near and far. MOI brings that sense of wonder into the 21st century, offering more than just fun and entertainment. It's a space where visitors can interact with illusions that challenge their senses and provoke deep thoughts about how humanity understands the world and how things work. In this space, the laws of physics, perception, and cognition are pushed to their limits, providing experiences that are not only mind-blowing but educational as well."

Innovative collaboration

But this difference can be a means of collaboration between the two. For instance, traditional museums could collaborate with MOI to transform classic exhibits into interactive experiences. Historical exhibits could be reimaged with illusions that bring the past to life, allowing visitors to engage with artifacts in a way that makes them feel as if they're stepping back in time. MOI could also partner with traditional museums to design educational programmes that combine art, science, and history.

In addition, by partnering with cultural institutions, the MOI could work on projects that blend contemporary art, traditional craftsmanship, and illusions. Think about how illusion-based instal-

lations could reinterpret artifacts or create fresh narratives around them, providing a new perspective on cultural heritage.

"We're excited about the opportunity to collaborate with the museum and explore the possibility of creating joint programmes. Together, we can develop unique exhibitions, such as cultural collections, and find creative ways to transform these collections into immersive illusions. We're eager to explore how art and science can come together to bring history to life in innovative ways," says Dr Frederick Muthi, director of Antiquities, Sites and Monuments at the National Museums of Kenya.

Such museums also play a significant role in the art space by creating a dynamic platform for collaboration with local creatives. This partnership empowers local talent to push the boundaries of their creativity, allowing them to experiment with new techniques, technologies, and concepts.

Brian Omondi, an illustrator and designer at O.Brian Studio Ltd and Faculty at Africa Digital Media Institute, is one of the creatives whose work is featured at the Nairobi's MOI. "My mural was inspired by different elements of Nairobi and what inspired me growing up: Maasai market, local fashion, mahindi choma as well as Nairobi's ever-changing skyline. From the old iconic buildings to the new ones," he says.

"I wanted to play around with all those visual elements and create an enjoyable composition for the

People Daily



Tousin CS
Rebecca
Miano
inside the
Museum of
Illusions in
Nairobi.



Nika Fuchsan Bujun

audience. When I started my career, these are the kind of projects I dreamt of. Working with clients who are open to my ideas and collaborating with me is something that I really appreciate about this particular project. This is a dream come true for me," adds Brian.

He believes that what makes this museum different is the visual experiences and optical illusions that it gives to its visitors. "Other museums that we've seen usually capture history and store artefacts that have stood the test of time. With MOI, they are giving you entertainment, mental puzzles to solve, illusions and an unforgettable experience. There's still a lot of math, physics, architecture, and more. You get to learn a lot, but in a more interactive way," he says.

Opportunity for advancement

Lulu Kitololo is an artist, illustrator and graphic designer whose work also showcases in the museum. She believes that the museum's opening not only puts Kenyan creativity on local platforms, but also on the international stage.

"It contributes to creating a culture of appreciation of art. The more we appreciate and value art as a society, the more we create a vibrant creative industry. That means livelihoods, jobs, businesses," she notes.

Lulu created an art piece for the "Following Eyes" exhibit that depicts a confident, proud African woman who's contemporary and future looking and also connected to her rich cultural heritage. She says, "As you walk past the woman in my piece, her eyes follow you, giving the illusion that she's not just a static



Eli Mwenda
and Oscar Koome

art piece, but alive somehow. It was an honour being commissioned to create a piece for the museum. Knowing that thousands of people will get to interact with the piece, it feels great to create something that so many people will get to enjoy," she says.

Through these collaborations, the museum not only showcases the work of local artists but also fosters a deeper connection between the community and the evolving global art scene, enriching the cultural landscape of Nairobi and beyond.

TIP OF THE WEEK

A MUSEUM IS A PLACE WHERE ONE SHOULD LOSE ONE'S HEAD.

—RENZO PIANO



Stacy Akinyi

VALENTINE'S CHAT

by Elly Githa & Jolly Githa

Claudia Naisabwa likes them tall, dark, and handsome!

Claudia Naisabwa, 22, has taken the reins as the host of 'Take Me Home' Season 2, stepping into the spotlight after King Kalala. She talks about that and her love preferences

It's Valentine's Day today. What advice do you have for people looking for love?

Take it easy on yourself! Life is about moving forward together. Whether it's love or divorce, be kind to yourself through the process.

Are you currently dating and what's your type?

No, I am not dating. But I like them tall, dark, and handsome — someone with dreadlocks, a great smile, and a fit physique (laughs). I am describing someone that I currently have a crush on right now.

How does it feel taking over the hosting duties from King Kalala?

No pressure! Kalala was a fantastic host with her unique style. I have my own way of presenting, which I call "The Claudia Way." I wouldn't compare us, but instead celebrate our differences. Hosting in my style was a fun and rewarding experience.

How did you prepare for hosting this season?

I watched Season 1 to familiarise myself with the flow and tone. I also appreciated the producers' creativity, especially with how

they structured the challenges.

How does hosting this reality show compare to your usual hosting work?

My usual work involves live productions, which are high-pressure and require perfection. This show felt more flexible, which let me relax and connect with the participants. It was a refreshing change and allowed me to bring my authentic self to the role.

Was there a particularly memorable moment?

There was one very heated scene that stood out to me. One of the participants, who's incredibly funny, had everyone in stitches. As a host, it was challenging to maintain a straight face, but it was also one of the most enjoyable parts of the experience. Watching the participants' dynamics evolve - from fights to friendships - was fascinating.

You are a fashion icon. What looks were your favourite?

My wardrobe team did an amazing job preparing my looks, which really helped me embody the role.

My first look - a stunning panel dress - made me feel like a million bucks. It was hard to pick a favourite, but I'd say my first and final looks really stood out.

If you had to live in the villa with the couples or an ex, who would you pick as your ideal roommate(s)?

For an individual, I would choose Stella - she's hilarious and brings so much joy. For couples, I would pick Chase and Joyce. They are calm and bring a sense of peace, which I value. I prefer to avoid drama and enjoy a harmonious environment.



Claudia Naisabwa

People Daily

Museum of Illusions sets up shop in Nairobi

Billed as the world's fastest-growing museum chain, the Museum of Illusions (MOI) has made its entry into Kenya. The Nairobi installation at Laxon Court Plaza in Parklands that will launched on January 24, marks MOI's latest venture in its global expansion, joining its network of over 50 locations worldwide, including iconic locations like New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and South Africa. In Nairobi, the museum will feature more than 60 mind-bending exhibits, offering a captivating mix of optical illusions, immersive rooms, holograms, and stereograms. "We are ecstatic to be bringing the Museum of Illusions to Nairobi, offering a new and unique experience to all consumers and providing a platform for edutainment," says the museum manager, Brandy Achar. To celebrate Kenya's artistry and culture, MOI has collaborated with renowned local creatives to create bespoke exhibits, including Moha, the father of matatu (*nganya*) culture, who brings the Reversed Room that is inspired by Nairobi's iconic matatus; Lulu Kitololo who has a theme of contemporary Kenyan female character reinterpreting the Kenyan traditional jewellery and fabrics, and Brian Omolo, who will unveil a mural inspired by Nairobi's urban culture.



People Daily

BY THOMAS RAJULA

There is a reason why the Vortex Tunnel exhibit at the newly-opened Museum of Illusions has a sturdy and narrow metallic "bridge" across it.

This is to protect visitors from hurting themselves when they fall as "the room rotates". But your feet are actually on still ground, even as you end up losing your balance from the dizzying effects of the spiralling visual effects on the wall.

If you hear screaming while visiting the museum, it will most likely be coming from this area. Two systems in your body are fighting: your visual and your balance. When you step inside, your balance is telling you just walk straight across. But then your visuals see a tunnel that's rotating and tell you that you're falling off the tunnel. And now your brain cannot decide what to listen to. This is explained to you before you start your walk across. I had a sore shoulder for days because I believed in not holding on to the rails since "I could not fall for that illusion". But fall I did.

The Museum of Illusions has fused art, science and technology into indelible sensations and images. I'm sure we've all seen the posts that people have been putting up after visiting it since it opened just over a week ago. Tourism CS Rebecca Miano aptly quoted French philosopher and writer, Voltaire during the opening of the museum on January 24 by stating, "Illusion is the first of all pleasures." She would describe the space as a place where the laws of physics, perception and cognition are tested in ways that are both mind-blowing and educational.

Out of 58 global Museum of Illusions, the one in Nairobi is the biggest of the three museums in Africa, and amongst the top five worldwide. The first Museum of Illusions opened in Zagreb, Croatia in 2015, born from an idea by Tomislav Parnuković and Roko Željković who wanted to find something different in their lives that was creative, after having been in the corporate world. Every exhibit has a story behind it.

The Kaleidoscope, which features three mirrors facing each other in a triangular tube to give an almost infinite number of images to either person viewing from both of its open ends, is one of the exhibits that was also in the first museum.

"Head on a platter" is based on a classic magic trick called Sphinx. The magician would "pull a rabbit out of the box". The box had mirrors reflecting what was surrounding it and so people couldn't figure out how he was able to do the trick, until somebody left finger prints on the mirror one day and everything fell apart.

The Beuchet Chair involves an oversized chair seat and back, and three normal-sized chair legs placed in different distances. Taken from the perfect spot, this creates an illusion of a mini-sized person sitting on a normal-sized chair. Taken also with someone else standing next to the chair legs, this illusion is made even better by contrasting the sizes of the individuals in the



A guest experiences the 'kaleidoscope' during the Museum of Illusions, Nairobi opening at Laxon Court Plaza, Parklands, Nairobi.



A guest poses for a photo at the 'Clone Room'.



Media personality Lotan Salapel, experiences the infinity room during the Museum of Illusions, Nairobi opening at Laxon Court Plaza in Parklands on 24, 2025. PHOTOS | WILFRED NYANGARESI

photo. Another exhibit that creates a giant and mini-sized persons illusion using depth and space is the Ames Room. One side of the room is higher and closer to the viewing window. The exhibits are based on maths, science, psychology to provide edu-tainment.

This should be a hit with schools, especially their large puzzle games, adding to the fact that it is also a very short distance from the National Museums of Kenya at Museum Hill.

CEO of Museum of Illusions, Jonathan Cooper said the Nairobi museum has its newest and latest exhibits, and they worked with Kenyan artists Brian Omollo, Mocha and Lulu Kitololo to give it a more Kenyan feel. Lulu's art is that of a portrait of an African woman donned in jewellery and her eyes follow you as you walk across it!

"We really like the vibrancy, progressiveness and youthfulness of the culture here. It fits very well with the culture and ethos of the Museum of Illusions," said Mr Cooper on why they decided to open the Nairobi franchise.

Kenya Tourism Board's Fiona Ngeesa said it best when she said that Kenyans, and especially Nairobians, are always looking for something new and different. This also adds to the tourism package for those visiting the city whether local or foreign.

With Valentine's Day being less than two weeks away, and the museum opening every day from 10am until 9pm, this is a perfect spot to take your date for a fun time and also as a conversation catalyst.

Don't believe your eyes



The 'Building illusion' is created by the images being taken off of a mirror.



Shelmith Wanjiru having fun at the 'infamous' Vortex Tunnel.

BUZZ

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Sunday Nation



Asian Weekly

Museum of Illusions Launch @ Laxon Court Plaza



H-art the Band came to witness the magic.



Laura Lungu and lawyer Nick Ndenda had a good time.



Mike Makori had something to learn from Jonathan Cooper.

Museum Of Illusions Captivates Nairobi On Debut

BY KAMAL KAUR

PHOTOS BY DHRUV SHAH

On 24th January, Nairobi welcomed a new gem to its cultural landscape with the grand opening of the Museum of Illusions. This exciting addition was inaugurated by the Tourism and Wildlife Cabinet Secretary Rebecca Miano, who emphasised the importance of such attractions in promoting tourism and engaging the community.

The highlight of the opening was a captivating performance by Chell the Magician, an illusionist who dazzled the audience with tricks that blurred the lines between reality and imagination. His spellbinding show perfectly encapsulated the museum's mission: To challenge perceptions

and inspire awe. I must have gasped audibly at least five times as he performed.

The Museum of Illusions is designed to be an interactive space where visitors can explore a myriad of optical illusions, mind-bending exhibits and 3D installations. Each exhibit invites guests to engage and immerse themselves in a world where reality bends and imagination soars. From classic visual tricks to modern technological installations, the museum promises a unique experience that caters to all ages, making it an ideal destination for families, tourists, and anyone curious about the wonders of perception.

The museum will also host workshops and events aimed at educating visitors about the science behind illusions, ensuring that each visit

is not only entertaining but also enlightening. As the doors of the Museum of Illusions officially opened, it became clear that Nairobi now boasts a destination that celebrates creativity and curiosity, inviting all to step inside and experience the extraordinary.



Organisers with creators and CS Rebecca Miano



Team



Marilyn Kiki with Maja Jelusic Cooper



NAIROBI GETS MESMERISING NEW MUSEUM

The Museum of Illusions opened in January this year as the largest 'edutainment' venue of its kind in Africa. Harriet James was among the first visitors to explore its mind-bending exhibits.

I love exploring museums. They allow us to travel through time and explore different periods, cultures, and civilizations. In addition, museums have the power to make us feel connected to something greater than ourselves, whether it's the shared human experience of art, the collective effort of scientific discovery, or the triumphs and tragedies of history.

The recently opened Museum of Illusions in Nairobi is not a traditional museum. It is part of a global edutainment franchise and the third and largest to be built in Africa. The venue in Laseco Court and Plaza, in the Parklands neighbourhood, joins a global network of over 50 locations, including iconic cities such as New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and South Africa. This

new addition boasts more than 60 mind-bending exhibits that offer a captivating mix of optical illusions, immersive rooms, holograms, and interactive games for all ages.

One thing I loved immediately was that I could take photos everywhere. I took advantage. I started snapping in the Infinity Room and was able to capture images of different versions

/ Museum of Illusions



of me. It felt like stepping into an entirely different dimension. I was surrounded by mirrors on every surface; on the ceiling, floors and walls and looking at it created an illusion that the space extends endlessly in all directions. I couldn't tell where the room began or ended.

This is a museum are similar in that they both invite you to step outside the conventional understanding and embrace a world that isn't always the same.

The next section I explored was the dining table which was a mix of curiosity and mild disorientation. As I approached the table, it appeared as if the table was dangerously tilted at a steep angle. The design and layout of the room felt like made my mind feel like it was being tricked and that

at any time I would slide off as I sat down. To compensate for the sliding feel, I leaned on one side and finally had my mind balance. Though fun, it's a dizzying experience.

Another room that was fascinating is the Ames Room. It looks like a normal rectangular room, but it is actually distorted in shape. You'll notice this when you stand in different corners of the room and notice that your size is changing dramatically despite the fact that everyone is standing at the same distance from the camera.

When it felt like the tour was over, my guide took me to the next room dubbed the 'Head on a Platter'. It is a quirky and eerie experience. As you step into the room, a large platter is seen ahead positioned in such a way that it seems like your head is placed right on it, as if you're part of some strange banquet. But behind the scenes, the trick is just in the perspective and the strategic placement of mirrors, which create a visual illusion that your head appears isolated and detached, sitting in the centre of the platter. I loved how many photos came out playing with the illusions.

Downstairs, I explored the 'Wataai Room', that reflected the colourful

36 / *Twiga*



and intricate designs commonly seen on the public transport system in Kenya. The room uses optical illusions and distorted perspectives to reflect the flamboyant nature of the koini minitapes.

Next was the 'Colour Room,' an immersive and captivating space designed to challenge how we perceive colours. As I stepped into this room, I was surrounded by vibrant, shifting colours that seemed to change depending on my perspective. The walls, lighting, and objects in the room created an ambience that played with my brain's perception of



colour. It was amusing to discover how easily our senses can be tricked.

The experience was both visually stimulating and thought-provoking, offering a reminder that our perception of colour can be deeply influenced by the environment around us.

The last space to explore was the Vortex Tunnel. This cylindrical passageway is seriously disorienting. Although the walkway remains completely still, the surrounding environment gives the sensation of spinning, tricking your brain into thinking you're moving. Like the rest of the museum, it's a fun yet bewildering experience.

Opening hours Monday to Wednesday, 10am to 8pm; Thursday to Sunday 10am to 9pm. Tickets are available through the official website: museumofillusionsnairobi.co.ke

www.twiga.co.ke / 37

Attraction

Nairobi targets tourists with Museum of Illusions

Anne Mucheke
Special Correspondent

Nairobi joins 50 other countries in hosting the Museum of Illusions, famed to be the fastest-growing chain of private museums in the world.

When Roko Živković and Tomislav Pamuković founded the museum in 2015 in Croatia, they had just one hope: that someone would be curious enough to visit it.

Two weeks later, Jonathan Cooper, an investment banker with a background in private equity, visited the museum and looked beyond the fun.

He envisioned a museum like this in other places. This led to the museum's eventual success, and 10 years later, 50 of these witty, fun-loving spaces have opened in different countries.

"There are human perceptions, expanse, imaginations and ideas that rekindle joy and wonder in here. The museum fuses art, science and tech into fascinating images," said Rebecca Miano, Kenya's Tourism and Wildlife Cabinet Secretary during the opening of the facility in the capital city.

The decision for Nairobi to host one of the sites was not a difficult one. When global CEO Jonathan Cooper came with his wife and Maja on holiday three years ago, a discussion ensued with their host, Nika Fuchkan, on the viability of opening a Museum of Illusions in Nairobi.



Melissa Hinga at the Museum of Illusions in Nairobi on January 24.

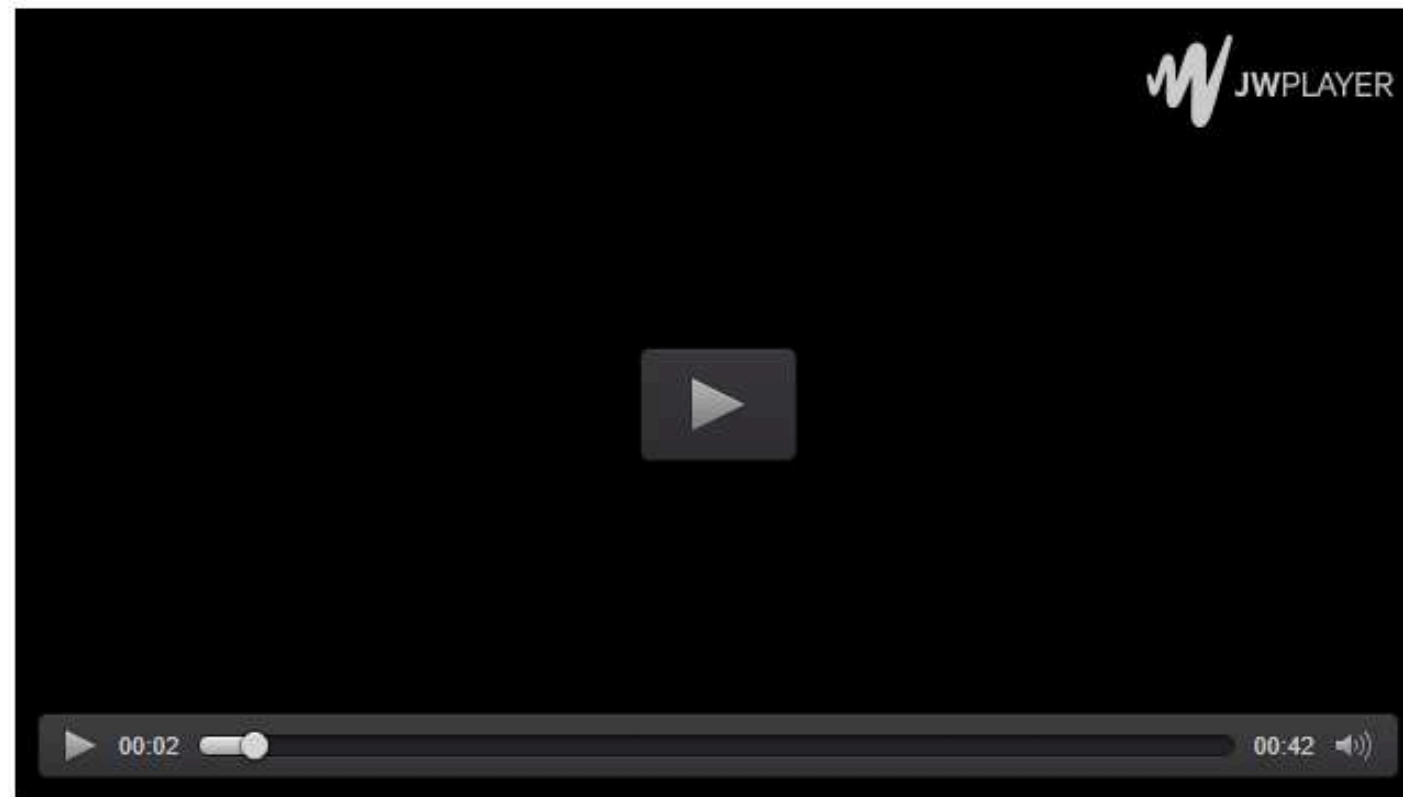
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The East African

RADIO COVERAGE

The Museum of illusion (MOI) has been launched

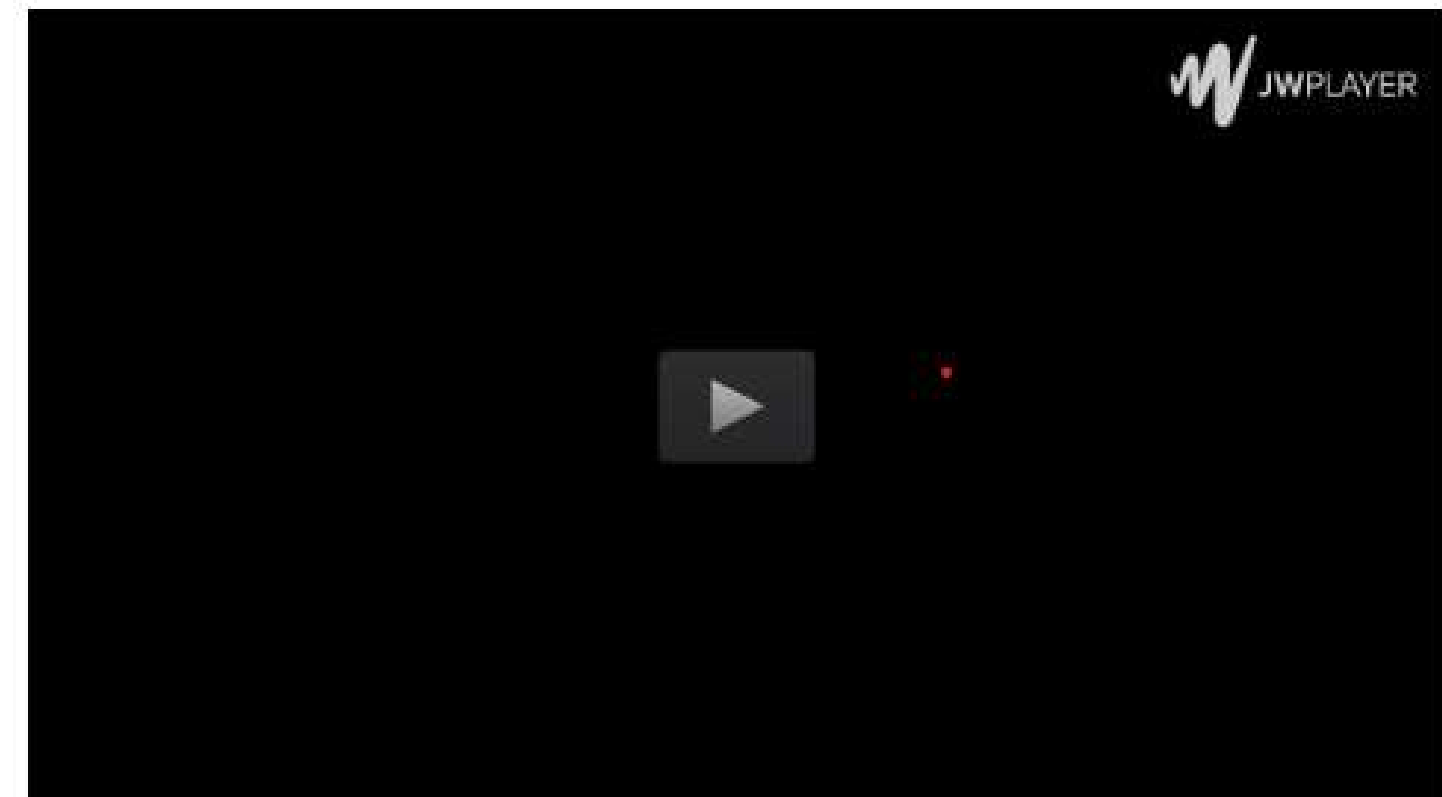
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INTERVIEW: Jonathan Cooper,CEO-MOI, Brian Omolo-Creative

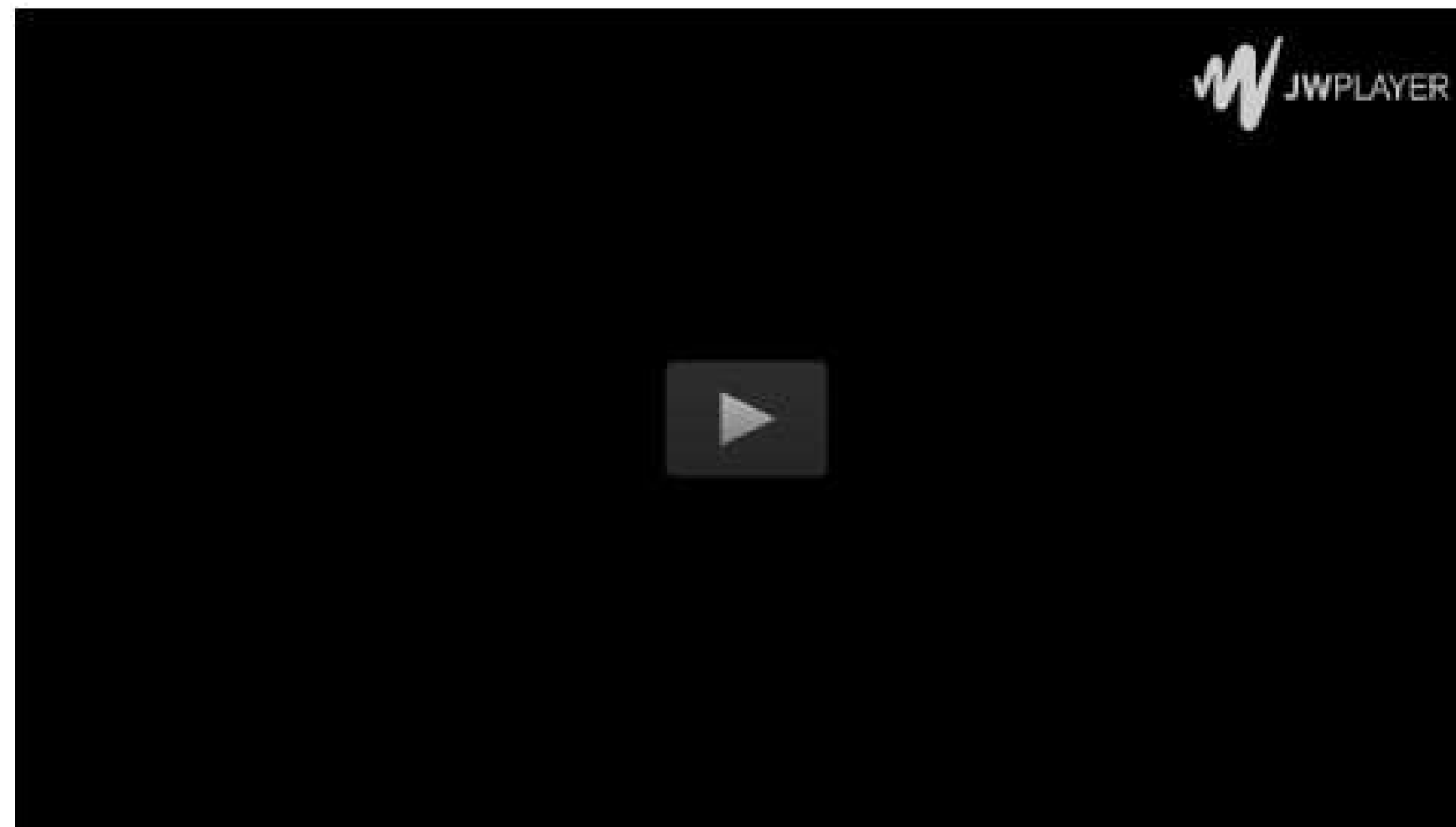
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INTERVIEW: Nika Fuckham, Director- Museum of Illusions, Kenya

Companies Mentioned : Museum of Illusions (MOI)



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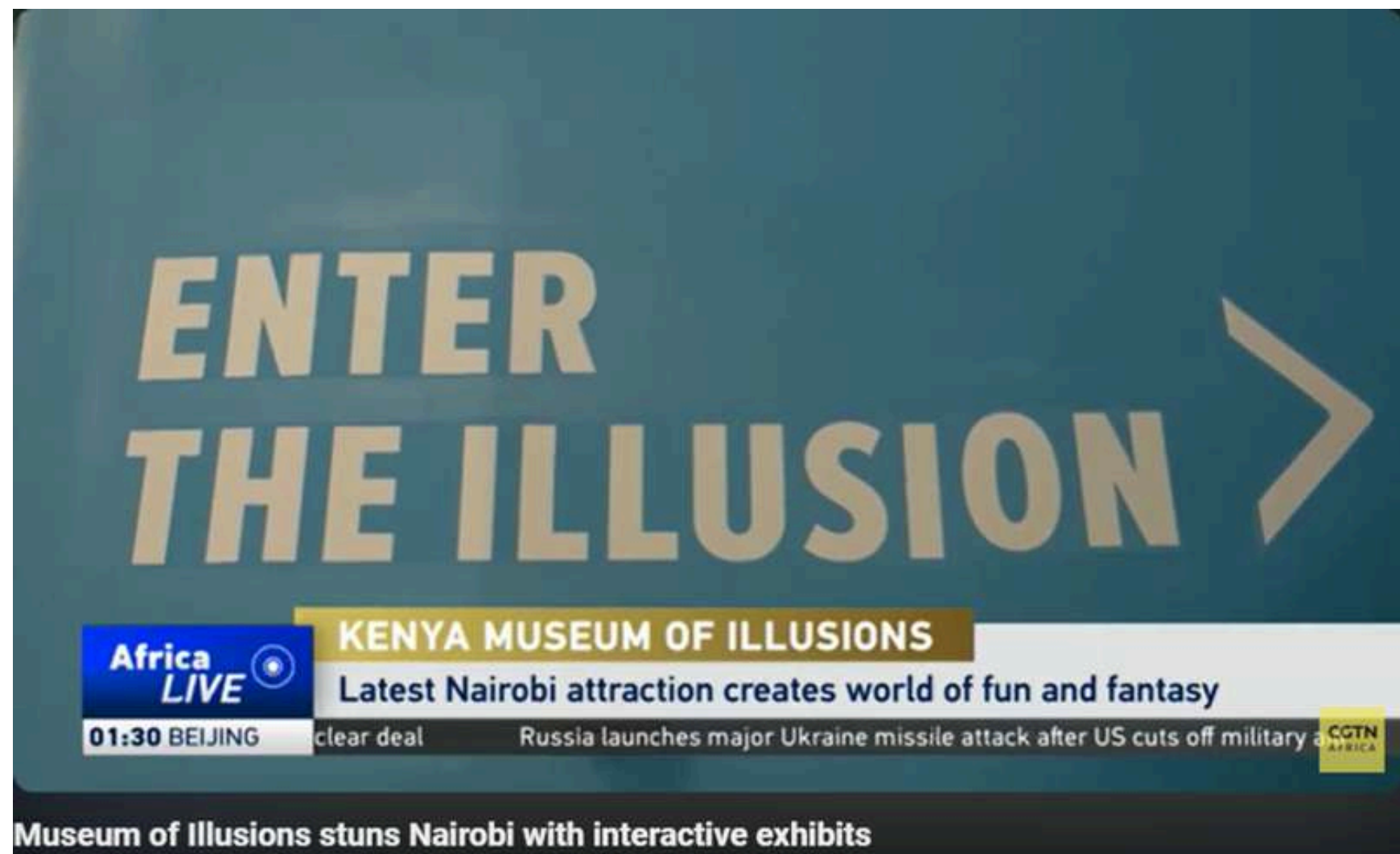
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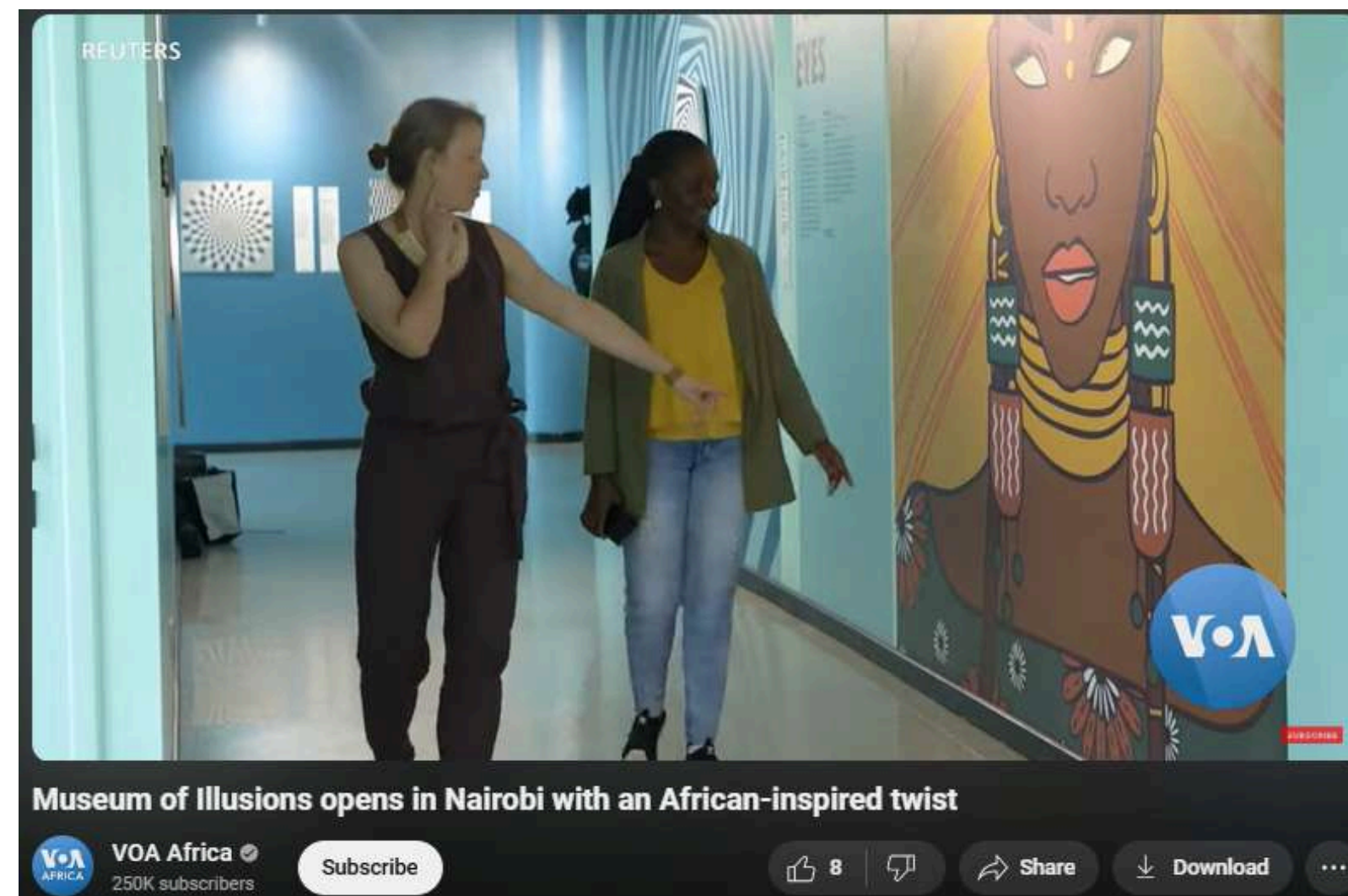
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ONLINE ARTICLES

Museum of Illusions: Stepping into a world where reality bends

WEDNESDAY, JANUARY 23, 2025 | 3 min read



Mohat Baraka plays the 'head on a platter' trick during the opening of the Museum of Illusions at Laxton Court Plaza in Parklands, Nairobi on May 24, 2025.

Wilfred Nyangarai | Nation Media Group

By Michael Muyoma

In a world where reality often feels fixed and predictable, the Museum of Illusions in Nairobi invites you to question everything you know. From rooms that defy gravity to murals that come alive, this isn't just a museum—it's a playground for the mind.

Located in Parklands, the museum blends cutting-edge technology, local artistry, and a dash of magic to create an experience that is as educational as it is exhilarating. And the best part? It's not just for tourists or art aficionados—it is for anyone who has ever wondered, "What if?"

HAPA KENYA

LIFE BUSINESS TECH ENTERTAINMENT TRAVEL SPORTS HEALTH DRINKS



The Museum of Illusions Nairobi is now open with exhibitions by Lulu Kitololo, Moha & Brian Omolo

SAMSON NDERI | JANUARY 28, 2025

4 min read



The Museum of Illusions (MOI) has opened its latest location in Nairobi with an exclusive event on January 24, 2025. The museum officially opened to the public on January 25 and is located at Laxton Court Plaza in Parklands, Nairobi.

The Museum of Illusions (MOI), the world's fastest-growing museum chain, has officially landed in Nairobi! The much-anticipated opening took place on January 24, 2025, with an exclusive launch event, while the museum opens to the public on January 25, 2025.

A New Dimension of Entertainment and Learning

Situated at Laxton Court Plaza, Parklands, Ground Floor, the Nairobi Museum of Illusions joins a prestigious global network spanning over 50 cities, including New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and Johannesburg.

This new attraction features over 60 mind-bending exhibits, including:

Optical illusions that challenge perception

Immersive rooms that defy gravity

Holograms and stereograms that bring visuals to life

Designed to engage visitors of all ages, the museum blends education and entertainment, making it a perfect destination for families, students, and tourists alike.



[Business Daily Africa](#)

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Museum of Illusions Brings Mind-Bending Exhibits to Kenya

ST Reporter · Jan 14, 2025

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The Museum of Illusions (MOI), the world's fastest-growing museum chain, has set up base in Nairobi, Kenya, with an exclusive launch event on 24th January, 2025, and open to the public on 25th.

Located at Laxon Court Plaza, Parklands, Ground Floor, the Nairobi Installation marks Museum of Illusions' latest venture in its global expansion, joining its network of over 50 locations worldwide, including iconic cities like New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and South Africa.



Home / Home / The Museum of Illusions officially opens in Nairobi

Home Lifestyle Main Story National News News

The Museum of Illusions officially opens in Nairobi

Sir Elly G · 3 days ago

0 1 minute read



L-R, Dr. Fredrick Mwangi for National Museums, CEO MOI, Jonathan Cooper with CS Tourism and Wildlife, Hon. Rebecca Miano, Director MOI; Nika Fuchlan and Fiona Ngasa from KTDB

The world's fastest-growing museum chain (MOI), the, successfully opened its latest location in Nairobi with an exclusive event today, Friday, January 24, 2025, in Nairobi.

Located at Laxon Court Plaza, Parklands, Ground Floor, the Nairobi Museum of Illusions joins a global network of over 50 locations, including iconic places such as

Why Nairobi's Museum of Illusions Has Everyone Talking

by **WALTER NGANO** on Saturday, 25 January 2025 - 10:58 am



Tourism Cabinet Secretary Rebecca Miano visiting one of the attractions at the Nairobi Museum of Illusions on Friday, January 24, 2025. PHOTO | REBECCA MIANO



The Museum of Illusions, a global chain of privately owned museums, made its eagerly anticipated entry into Nairobi on Friday, January 24. The museum is set to offer Kenyans a world of illusions where apparently nothing is as it seems.

Launched by Tourism Cabinet Secretary Rebecca Miano last evening, the new

[Business Today](#)

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Home > Lifestyle > Museum of Illusions Launches in Nairobi, Redefining Edutainment Experiences



Lifestyle

Museum of Illusions Launches in Nairobi, Redefining Edutainment Experiences

by  Femme Staff | January 15, 2025 | 2 minutes read

The Museum of Illusions (MOI), the world's fastest-growing museum chain, is excited to announce its arrival in Nairobi, Kenya, with an exclusive launch event on January 24, 2025 and open to the public on 25th.

Located at Laxon Court Plaza, Parklands, Ground Floor, the Nairobi installation marks MOI's latest venture in its global expansion, joining its network of over 50 locations worldwide, including iconic cities like New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and South Africa.

The Museum of Illusions Nairobi will feature more than 60 mind-bending exhibits, offering a captivating mix of optical illusions, immersive rooms, holograms, and stereograms. Designed for visitors of all ages, the museum combines education and entertainment to create an unforgettable journey through the fascinating world of illusions.

[Femme Hub](#)

Museum of Illusions to Launch in Nairobi, Bringing Mind-Bending Exhibits to Kenya



Published 2 weeks ago on January 15, 2025
By **Larmy Majangah**



[Biz Watch Kenya](#)



Museum of Illusions Nairobi Entrance Fees

January 25th, 2025 by **Davies Kinanga**

This post covers Museum of Illusions Nairobi Entrance Fees. The world-renowned

[Twende Sasa](#)

Museum of Illusions arrives in Nairobi: Mind-bending experience awaits

NEWS FEATURED 19th January 2025 | By Editorial



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The Museum of Illusions (MOI), the world's fastest-growing museum chain, is thrilled to announce its debut in Nairobi, Kenya, with an exclusive launch event on January 24, 2025.

The museum will officially open to the public on January 25, offering a mesmerizing new destination for both locals and visitors.

Located at Laxon Court Plaza, Parklands, Ground Floor, the Nairobi location joins MOI's network of over 50 sites globally, including New York, Paris, Dubai, and Johannesburg. Known for its innovative and interactive exhibits, MOI blends education with entertainment, providing an unforgettable experience for visitors of all ages.

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Museum of Illusions makes entry into Kenya

Sir Elly G 2 weeks ago

1 minute read

f X in



The Museum of Illusions (MOI) has announced its arrival in the country.

Billed as the world's fastest-growing museum chain, MOI has organised an exclusive launch event in Nairobi on January 24, 2025, and open to the public on January 25.

[The Informer](#)

Inside Nairobi's Museum of Illusions: Features, ticket prices, how to book [Photos]

27 January 2025 at 9:54



The museum features installations such as a cloning table, a head on a platter, and a beuchet chair which aim to defy logic and provide visitors with a deeper appreciation for the mysteries of perception and cognition.



CS Rebecca Mwangi during the launch of the Museum of Illusions, Nairobi

Amos Robi

The Museum of Illusions on January 24, 2025 officially opened its doors, offering a unique blend of fun, education, and entertainment to visitors of all ages.

[Pulse Live](#)

Museum of Illusions Laxon Court Plaza Parklands

By Admin · 2 weeks Ago



Museum of Illusions Parklands



The Museum of Illusions (MOI), the world's fastest-growing museum chain, opens to the public on 25th January 2025 at Laxon Court Plaza, Parklands, Ground Floor.

[News Trends](#)

CS Rebecca Miano Unveils the Museum of Illusions, Nairobi Chapter

January 25, 2025 · 12:20 pm



John Kariuki



By John Kariuki

Today marked a historic milestone for Kenya as Cabinet Secretary for Tourism and Wildlife, Hon. Rebecca Miano, officially unveiled the Nairobi Chapter of the Museum of Illusions. The museum, the first of its kind in East Africa, joins the ranks of its predecessors in Johannesburg and Cairo, cementing Kenya's place on the map as a regional hub for innovation in tourism.

[MT. Kenya Times](#)

Inside [Nairobi](#)'s Most Talked-About Museum of Illusions, First in East Africa

By Martin Olage · Sat, 01/25/2025 @ 09:12am · 3551 views · 0 comments



Tourism Cabinet Secretary Rebecca Miano



The Museum of Illusions has officially opened its doors in Nairobi, further enriching the city's cultural landscape.

Inaugurated on January 24 by Tourism Cabinet Secretary Rebecca Miano, the museum is part of a global franchise known for its interactive exhibits that blend art, science, and technology. This new establishment marks the first Museum

[Mwakilishi](#)

Museum of Illusions opens in Nairobi, bringing a world of wonder to Kenya

admin 3 days ago 2 minutes read



The Museum of Illusions (MOI), the world's fastest-growing museum chain, officially unveiled its newest location in Nairobi during an exclusive launch event on January 24, 2025. Starting January 25, the museum opens its doors to the public at Laxon Court Plaza, Parklands, Ground Floor, promising an extraordinary

[Nipashe Biz](#)



Museum of Illusions Opens in Nairobi, Bringing a World of Wonder to Kenya

By Ozymandias on January 27, 2025

[The Famous Tv](#)



Museum of Illusions Opens in Nairobi, Bringing a World of Wonder to Kenya

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Museum of Illusions finally Opens Doors in Nairobi

Homeboyz Radio's Latun was the MC at the event.

by DENNIS MILIMO

Entertainment
27 January 2025 - 20:01



Founded in 2015 in Zagreb, Croatia, the Museum of Illusions is now the world's largest privately held museum chain.



Museum of Illusions officially unveiled in Nairobi by CS Milimo

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Museum of Illusions finally Opens Doors in Nairobi

Jonathan Cooper, CEO of the Museum of Illusions, expressed excitement about the launch: "We are thrilled to bring the Museum of Illusions to Nairobi, offering a new and unique experience to all consumers and providing a platform for edutainment. We welcome all to come and immerse themselves in a world that will challenge their minds and provide a playground for their senses."

[The Famous Tv](#)

MUSEUM OF ILLUSIONS SET TO GAZE AT NAIROBI with its over 60 mind-bending exhibits

By [Maria Silantoi](#) 2 weeks ago



An exhibit at the Museum of Illusions, Johannesburg. PHOTO/COURTESY

On January 25, 2025, Nairobi will welcome a fresh and intriguing addition to its cultural landscape: the Museum of Illusions (MOI).

[Swali Nyeti](#)



By: Leisure Collective | Date: January 14, 2025

An Exciting New Destination for Edutainment and Immersive Experiences

The Museum of Illusions (MOI), the world's fastest-growing museum chain, is thrilled to **announce** the grand opening of its newest location in Nairobi, Kenya. The highly anticipated event will kick off with an exclusive launch on **January 24, 2025**, followed by the museum's public opening on **January 25, 2025**.

Museum of Illusions Nairobi Location

The Museum of Illusions Nairobi is located at **Laxon Court Plaza, Parklands, Ground Floor**. This installation is the latest addition to MOI's global network of over 50 locations worldwide, which includes famous cities such as New York, Las Vegas, Paris, Istanbul, Madrid, Dubai, and Johannesburg. MOI has

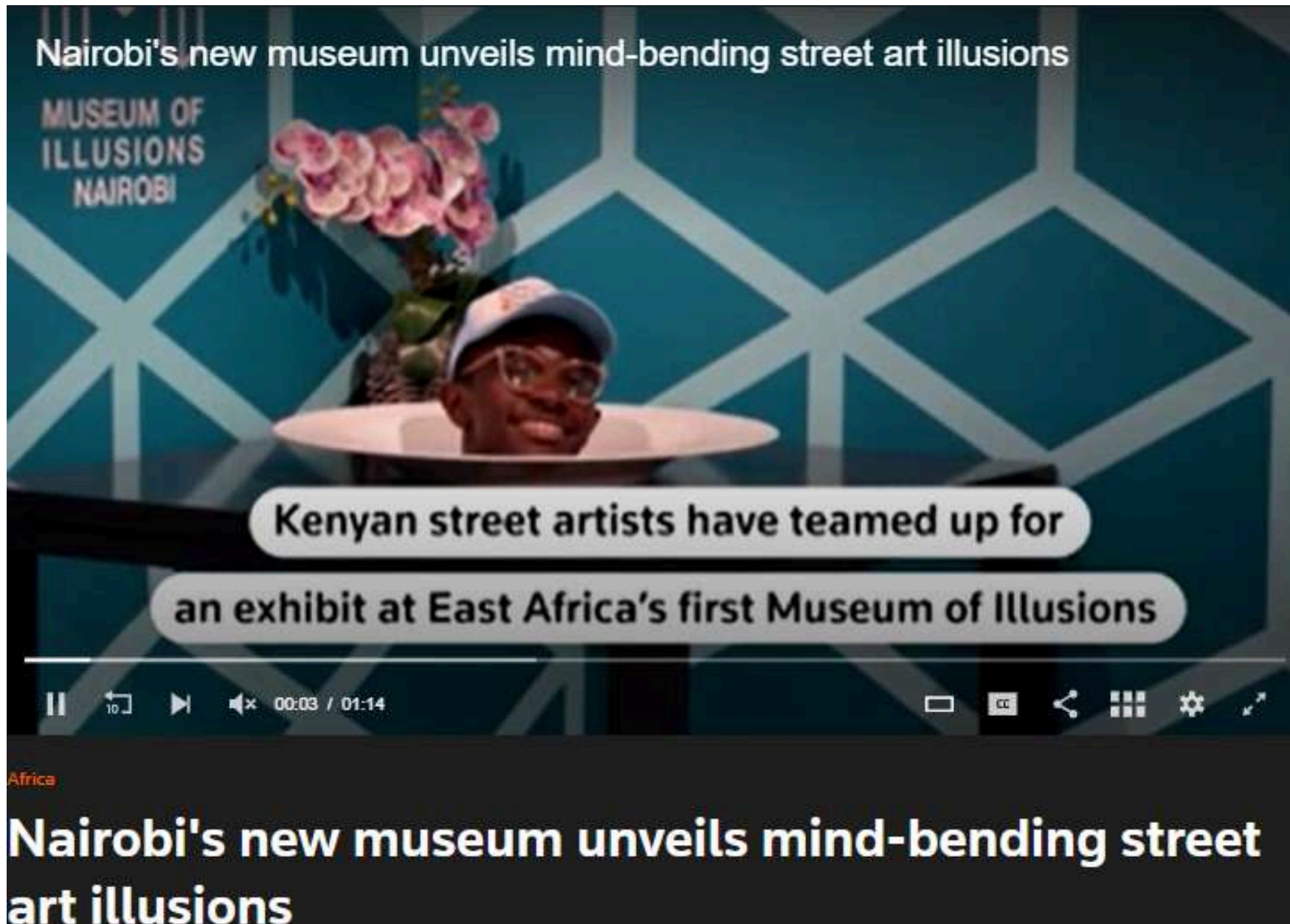
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Are you ready to have your mind bent and your reality turned upside down? Then join us on a trip to the Museum of Illusions in Nairobi, Kenya. It's the latest in a chain of such museums around the world, each featuring exhibits from local creators.

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Helena Mts
Amazing! Hopefully, I'll visit one day.

2d

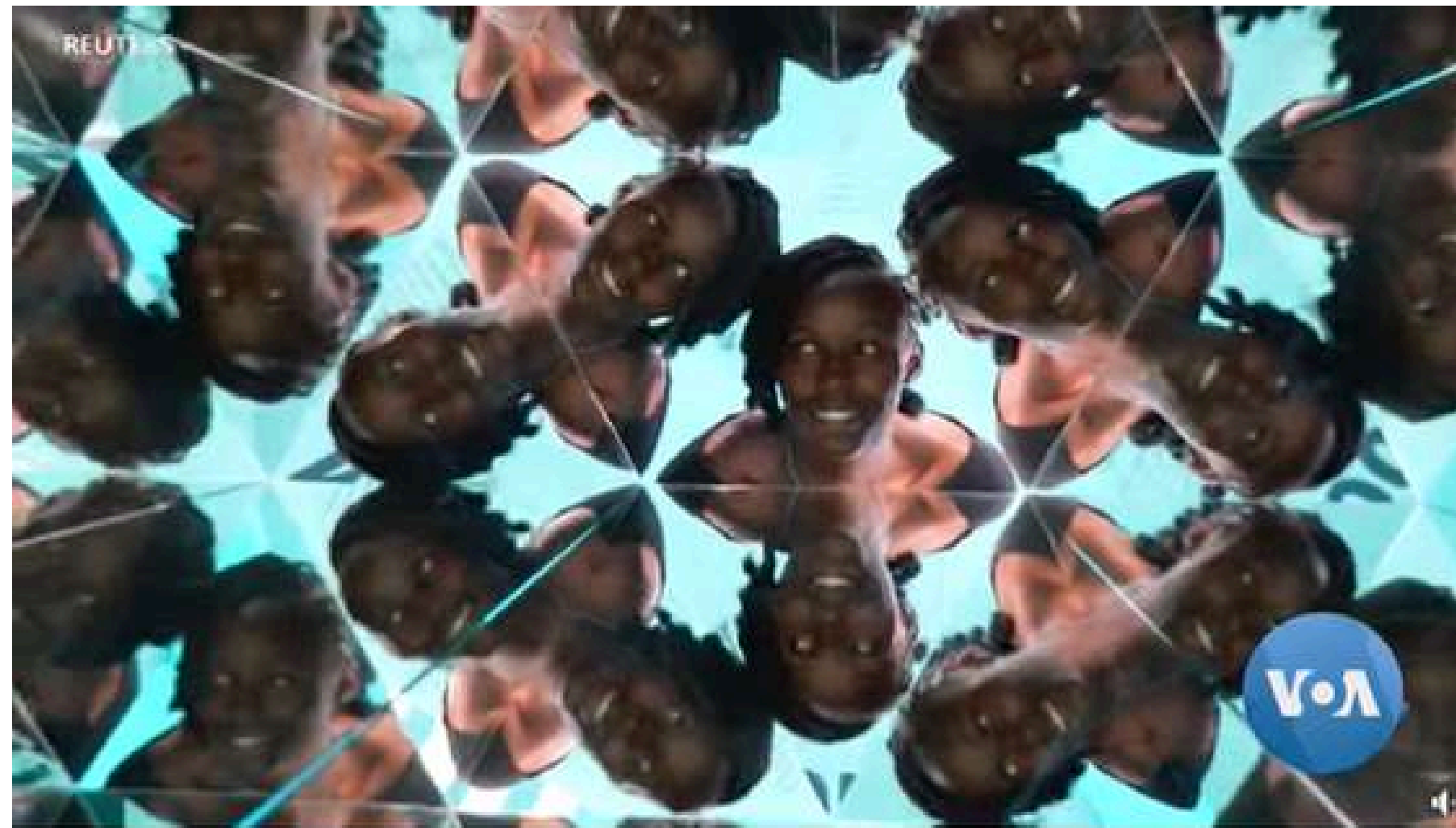
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Museum of Illusions opens in Nairobi with an African-inspired twist

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OTHER CASE STUDIES



UN
DP

MEDIA RELATIONS, BRANDING & MARKETING

Brief/Background:

The UNDP with its key partners sought to launch the **Africa Regional Center of Competence** (which would serve will serve as a hub for training, innovation, and collaboration, ensuring that public sector employees are equipped with the necessary skills to leverage digital tools and technologies effectively), and **timbuktoo** (a programme that aims to foster startups developing groundbreaking solutions in renewable energy generation, storage, access, energy efficiency tailored to African needs to address Africa's pressing challenges and build a more sustainable and prosperous future.)

The agency was tasked with creating the brand identity, branding, social media content, event planning, and media monitoring for both projects.

Approach:

We created awareness with the following objectives

To showcase the African Centre for Competence as a solution to enhancing skills and innovation for the public servants & timbuktoo as a pioneer project for harnessing Green Energy solutions from Africa by Africans.

- INFORM
- CONTENT
- SUSTAIN

Results:

41 Total media coverage

26 mainstream, media



SAMPLE MEDIA COVERAGE & CONTENT CURATION

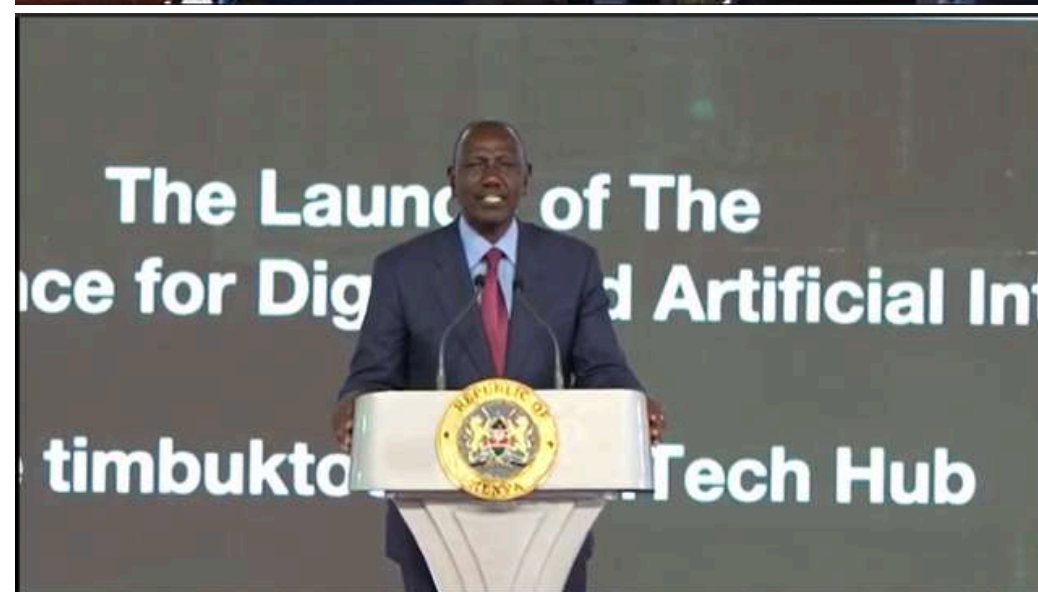


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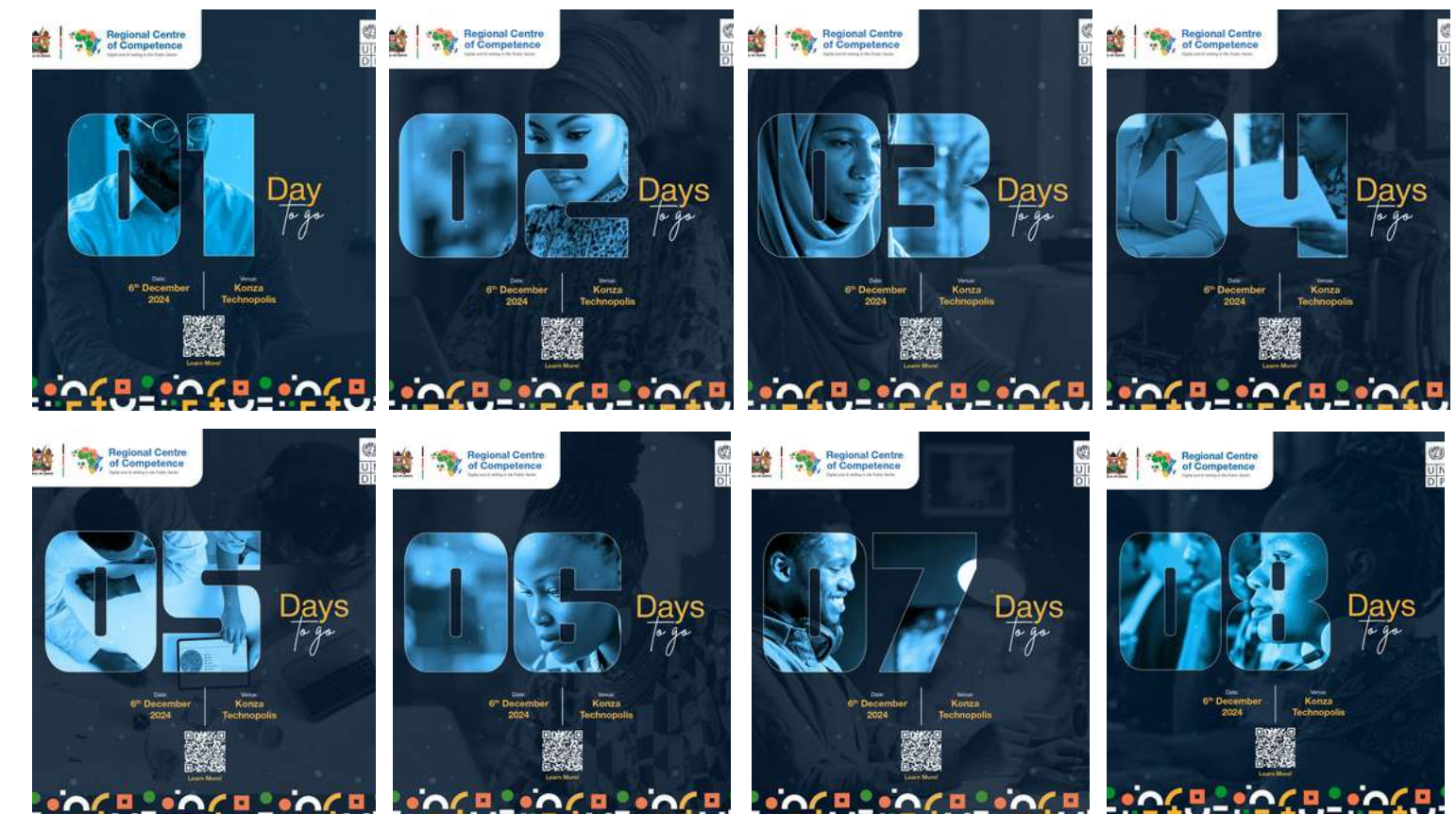


Unlocking \$1bn green capital
for techies under Timbuktoo
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Video Highlights - RCoC & timbuktoo
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Social media
countdown posts

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NATIONAL MEDIA TARGET

PRINT

- Nation
- The East African
- Business Daily
- The Standard
- The Star
- People Daily
- Taifa Leo

Television Broadcast

- K24 TV
- KTN
- Citizen TV
- Inooro TV
- KBC
- Metropol TV
- Lookup TV
- Nyota TV

Radio Broadcast

- Milele FM
- Radio Citizen
- Radio Maisha
- Radio 47
- Capital FM
- Hot 96

Online Media

- **The Kenyan Wall Street**
- Informer Media
- Bizna Kenya
- Citizen Digital
- Star Digital
- Business Today
- Business Quest
- Opera News

REGIONAL MEDIA TARGET

REGIONAL PRINT

- Mt Kenya Times
- The Nairobiian

Regional Television Broadcast

- Inooro TV
- Kameme TV
- Ramogi TV
- West TV
- Kass TV
- Gichichio TV
- Lookup TV
- Muthingi TV
- Weru TV
- Athiani TV

REGIONAL Radio Broadcast

- Kameme FM
- Inooro FM
- Reuben FM
- MMU Radio
- Ghetto Radio
- Mulembe FM
- West Fm
- Pamoja FM
- Paran FM
- Musyi

Online Media

- RTC News
- The Informer
- African Insight
- Kenya Mirror
- ABC Africa
- Continental Reveals
- The Times
- Mo Radio

PROPOSED MEDIA MAPPING IN KENYA

TELEVISION BROADCAST

- K24 TV
- KTN
- Citizen TV
- Inooro TV
- KBC
- Nyota TV
- Metropol TV
- Lookup TV
- Inooro TV
- Kameme TV
- Ramogi TV
- West TV
- Kass TV
- Gichichio TV
- Muthingi TV
- Weru TV
- Athiani TV

RADIO BROADCAST

- Milele FM
- Radio Citizen
- Radio Maisha
- Radio Jambo
- Radio 47
- Capital FM
- Hot 96
- Kameme FM
- Inooro FM
- Reuben FM
- MMU Radio
- Ghetto Radio
- Mulembe FM
- West Fm
- Pamoja FM
- Paran FM
- Musyi
- Bus Radio
- Kass FM

PRINT

- Daily Nation
- The East African
- Business Daily
- The Standard
- The Star
- People Daily
- Taifa Leo
- Mt Kenya Times
- The Nairobiian
- The Standard Digital, Nation Africa
- Hapa Kenya
- Tech Weez,
- Business Watch, CEO Africa
- Nairobi News

ONLINE MEDIA

- Informer Media
- Bizna Kenya
- Citizen Digital
- Star Digital
- Business Today
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- Opera News
- RTC News
- The Informer
- African Insight
- Kenya Mirror
- ABC Africa
- Continental Reveals
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- Mo Radio, Bizna Kenya
- Citizen Digital
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Head of PR, Fixit PR Kenya, Mirage
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