

**World First: Melbourne to host Australian First French Immersive Dining
Experience,**

Château Merveilles

The evening of pure indulgence will open in Melbourne as the first city outside of France to experience the event

Melbourne, Australia – A spectacular new immersive dining phenomenon, The Château Merveilles, will make its world premiere outside of France this spring for one unforgettable night only, transforming Melbourne into the first international destination to experience one of France's most ambitious celebrations of culture, gastronomy and innovation.

Making its international debut at the Melbourne Convention and Exhibition Centre (MCEC) on Thursday 22 October and set to be a rendezvous not to be missed, Château Merveilles is a unique immersive experience and technological odyssey that celebrates the richness, diversity and excellence of the French *art de vivre*. Combining state-of-the-art immersive technology with the creative vision of France's leading digital artists, the experience invites guests into an unforgettable emotional and sensory journey through France's most iconic landscapes, heritage and cultural traditions.

Blurring the boundaries between fine dining, immersive theatre and digital art, Château Merveilles will transport guests through a breathtaking 360-degree world where the walls come alive with monumental projections, cinematic storytelling, sound design and scenography.

Over the course of the evening, diners will journey through some of France's most celebrated cultural landmarks, including the Palace of Versailles, the Louvre Museum, the Musée d'Orsay and the Loire Valley châteaux, experiencing the very best of French creativity without leaving Melbourne.

Designed within more than 3,000 square metres of immersive projection space, the experience is one of the largest immersive gastronomic events ever created, welcoming more than 1,000 guests for an exclusive evening celebrating French excellence across cuisine, wine, art, design, craftsmanship and innovation.

Melbourne was selected as the first city on Château Merveilles' global tour thanks to its international reputation as Australia's capital of gastronomy, arts and major events, together with its longstanding appreciation of French culture and vibrant French-Australian community.

"It's the first major immersive dinner on a world tour. Imagine a grand gala dinner where the walls come to life, a 360-degree projection that transports you to the heart of Versailles, The Louvre, the Loise Castles", Jean-Pierre Ferrand from Allegria Agency says.

Created by renowned French experiential agency [Allegria Agency](#), Château Merveilles has been conceived by internationally recognised producers Baudouin Lacoste and Jean-Pierre Ferrand, whose careers span more than three decades producing large-scale cultural experiences throughout France and around the world. Together, they have delivered more than 1,000 international events, including the award-winning closing spectacle for Marseille-Provence European Capital of Culture.

"There's nothing else like it anywhere on earth, and it only happens for one magical evening. This show isn't something you just watch, it's something you live from the inside out", Allegria Agency's Baudouin Lacoste says.

"Imagine an event that is similar in vibrancy to Vivid in Sydney, but offers a complete sensory experience, that is Chateau Merveilles. And just like any world premiere, you'll want to be able to say, I saw it, I was there... I lived it!", Mr Lacoste says.

At the heart of the experience is an exclusive four-course menu created by three of the most celebrated names in French gastronomy.

French-born chef **Guillaume Brahimi**, one of Australia's leading voices in French cuisine, has designed the menu for the evening, joined by acclaimed Melbourne-based pastry chef **Pierrick Boyer** and Sydney-based rising pastry talent **Quentin Zerr**, who is renowned for his contemporary interpretation of the iconic Saint-Honoré. Together, the trio will deliver an exceptional culinary journey complemented by premium French champagne and wine pairings.

The event is proudly supported by the French Government through the France 2030 initiative as part of the "*Creating International Immersion Programs*" scheme, recognising Château Merveilles as an innovative cultural experience showcasing French excellence on the global stage.

A portion of the proceeds from the evening will support the French Australian Cultural Exchange Foundation ([FACEF](#)), the first binational philanthropic foundation dedicated to strengthening cultural and intellectual exchange between Australia and France.

Established in 2024 to help advance the bilateral roadmap between the French and Australian Governments, FACEF champions artistic excellence through grants, partnerships and cultural initiatives that foster collaboration between artists, cultural institutions and the creative industries of both countries.

Among the distinguished guests will be invited representatives of the French diplomatic mission in Australia together with FACEF President, Myriam Boisbouvier-Wylie.

Ms Boisbouvier-Wylie said: "Being selected as the charity partner for Château Merveilles' inaugural Melbourne event is both an honour and a humbling endorsement for our young foundation. It offers a wonderful opportunity, to broaden our reach and share our mission with new audiences who believe, as we do, in the power of arts and culture to strengthen the ties between Australia and France."

Combining immersive storytelling, world-class gastronomy, cutting-edge digital technology and cultural diplomacy, Château Merveilles promises to deliver one of Melbourne's most extraordinary and memorable events of 2026.

Event details:

Date: Thursday 22 October

Location: Melbourne Convention and Exhibition Centre

Tickets: \$658 + GST per person, purchase here: www.chateau-merveilles.paris

Media Hub: [HERE](#)

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