

HOME FURNISHINGS

Baccarat puts production on display at experiential 'Alchemy' pop-up

September 8, 2023



Running through Oct. 14, "Alchemy, the Immersive Experience" taps modern technologies to walk visitors through age-old processes. Image credit: Baccarat

By LUXURY DAILY NEWS SERVICE

French crystal maker **Baccarat** is taking a point of pride from brand messaging to the material world.

The house's marketers are promoting "Alchemy, the Immersive Experience," an offline activation that taps modern technologies to walk visitors through age-old glass crafting processes. Audiences near Baccarat's workshop at the Sainte-Anne chapel in Meurthe-et-Moselle, France are welcome to engage with the installation as the house places its treasures on public display through Oct. 14, 2023.

Sights on-site

For the occasion, crystal designs and creations are projected onto surfaces that surround guests, centering visuals that aim to unite the four elements, according to the brand.

The work of Baccarat's "alchemists," a label the house has employed frequently to describe its team of artisans, exists at the heart of the experience, arriving in the form of behind-the-scenes footage.

On-site, the series of moving images showcase precious materials taking shape – starry nights, glowing forges and jungle art are just a few of the scenes that have splashed the walls and ceilings of the factory since July.

The special effects will continue for just a few weeks more.

Baccarat invites consumers to experience crystal in a new capacity

Beyond recent campaigns ([see story](#)), the mesmeric exercise allows consumers to engage with the brand's products and philosophies on a whole new level.

"Alchemy, the Immersive Experience" is open every day from 10 a.m. to 6 p.m., and closed on public holidays.

Entrance is free, but bookings can be made in advance at <https://baccarat-heritage.com/en/alchemy/>.