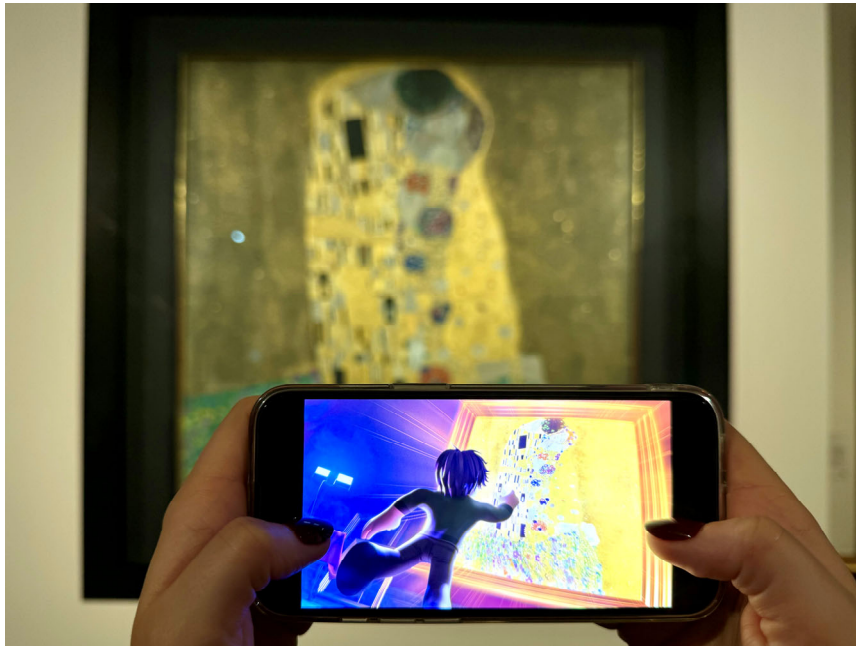


The Belvedere Museum Enters Roblox with *Art Leap*: A Game-Changer for Art Experiences

Vienna—February 3, 2025

The Belvedere Museum is exploring new ways to experience and teach art by making a bold leap into the digital universe. With its innovative new game, *Art Leap*, now available on Roblox, the Belvedere has become one of the first museums worldwide to establish a presence on this dynamic platform, which boasts over 89 million daily users. During the test phase, the Belvedere innovation has already been played over 300,000 times and has garnered an impressive 97% positive feedback rating.



Art Leap by Belvedere Museum, photo © Belvedere, Vienna

Art Leap takes players on an interactive journey through four iconic masterpieces from the Belvedere's world-class collection, blending stunning visuals with engaging storytelling and gameplay. Developed in collaboration with the award-winning gaming studio Exclusable, this groundbreaking initiative invites gamers to experience art in ways never before possible.

Four Artworks, Four Adventures

Art Leap lets players step into the fascinating worlds of:

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- **Gustav Klimt's *The Kiss*:** Join Klimt as his assistant and dive into the golden age of Viennese art.
- **Jacques-Louis David's *Napoleon Crossing the Alps*:** Take on the role of Napoleon's envoy and navigate the legendary Alpine crossing.
- **Claude Monet's *The Chef (Le Père Paul)*:** Serve up culinary creativity in a French kitchen inspired by Monet's vibrant world.
- **Tina Blau's *Spring in the Prater*:** Explore Vienna's lush Prater park as a curious squirrel solving riddles.

Each painting comes to life through interactive mini games and challenges, making art education both accessible and entertaining. Players discover fascinating facts about the artworks as they explore these immersive environments, creating an unforgettable experience for audiences of all ages.

Global Expertise Meets Cutting-Edge Technology

Developed in partnership with Exclusible, a leader in creating digital experiences for global brands, *Art Leap* highlights the Belvedere's commitment to innovation. The game has been crafted with the utmost attention to detail, ensuring a secure, child-friendly environment that meets the highest safety standards. Since its soft launch in December 2024, *Art Leap* has attracted over 300,000 players, garnered outstanding reviews and generated excitement among the gaming and cultural communities alike.

A New Benchmark in Digital Museum Learning

"*Art Leap* represents a transformative step in how we engage new audiences with art," said Stella Rollig, General Director of the Belvedere. "Our goal is to inspire younger generations to connect with culture in a way that resonates with their digital lives. By meeting them where they are—on platforms like Roblox—we are opening new doors to art and creativity."

Wolfgang Bergmann, CFO of the Belvedere, added: "This project sets a new standard for digital museum learning. By leveraging the reach and interactivity of Roblox, we can engage millions of players worldwide and foster a deeper appreciation for art in an entirely new context."

According to Olivier Moingeon, CEO of Exclusible, "When we created *Art Leap* for the Belvedere Museum on Roblox, we focused on making learning genuinely fun. Our goal was to create an experience where players could explore and discover art while having a great time. We wanted it to stand out from other educational games on the platform, and I'm really proud of how we've brought that vision to life. It's a unique way to celebrate art and culture with the next generation."

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Explore Art for Free on Roblox

Since its soft launch in mid-December 2024, over 300,000 Roblox players have discovered *Art Leap*, giving it outstanding reviews (97% based on approximately 10,000 ratings). *Art Leap* is now available for free on Roblox, offering an exciting way to discover some of the world's most famous artworks from the comfort of your home. Whether you are a lifelong art enthusiast or new to the museum world, this digital adventure is designed to captivate and educate.

About the Belvedere

The Belvedere Museum in Vienna presents Austrian art in an international context across its three iconic locations. The Baroque complex of the Upper and Lower Belvedere, along with its gardens, is a UNESCO World Heritage Site. Its renowned art collection spans from the Middle Ages to the present day, including the world's largest collection of Gustav Klimt paintings. Other highlights include Viennese Biedermeier, Austrian Baroque, and French Impressionism. The Belvedere was Austria's most visited art museum in 2024, with 1.9 million visitors. Through continued innovation and digitization, the Belvedere ensures its place as a leading museum for generations to come.

Join the *Art Leap* Revolution

Step into the world of *Art Leap* and experience art like never before.

[Visit *Art Leap* on Roblox to begin your journey!](#)

Belvedere Games: www.belvedere.at/games

High-resolution press images, trailers, and additional resources are available [HERE](#).

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