

PALAIS DES CONGRÈS DE PARIS · PORTE MAILLOT

Pierre & Scène

Born out of a unique collaboration between *MSCulture* and *Viparis*, Pierre & Scène gives corporate guests access, for the first time, to a venue previously closed to visitors — the backstage of the Palais des Congrès de Paris.

DURATION	≈ 90 MIN + COCKTAIL
CAPACITY	UP TO 30 GUESTS / SESSION
LANGUAGES	FR · EN · OTHER LANGUAGES ON REQUEST
SEASON	INAUGURAL — 2026



PALAIS DES CONGRÈS — PORTE MAILLOT, 75017 PARIS

■ A signature *experience*

Offering clients, partners or executives something they can neither buy nor arrange themselves: that is the principle behind Pierre & Scène.

Behind the iconic façade at Porte Maillot, we open the doors to an exclusive setting, where the magic of one of Paris's greatest stages is created. A rare interlude, designed for companies seeking to leave a lasting impression on their most discerning guests.

WHO IT'S FOR, AND WHY

- 01 Build loyalty with your **key accounts** through a memorable gesture, far from conventional formats.
- 02 Strengthen the cohesion of your **leadership teams** and executive committees through a shared emotional experience.
- 03 Thank your **strategic partners** in a setting that embodies excellence, heritage and boldness.
- 04 Elevate a **seminar**, a **product launch**, a **closing dinner** or an **ambassador evening**.

WHAT MAKES IT UNIQUE

A venue *closed to the public*. Access reserved for a privileged few. A story kept secret until you arrive.

Our guide-lecturers do not deliver a tour: they orchestrate a *mise-en-scène*. Every detail, every anecdote, every glimpse behind the scenes comes as a surprise – impossible to anticipate, impossible to describe without having experienced it.

MSCulture × VIPARIS

MSCulture has spent 7 years orchestrating private cultural experiences for companies. Viparis, operator of the Palais des Congrès de Paris for over 40 years, opens exceptional backstage access for this inaugural season.

7 + 40
YEARS OF EXPERTISE

■ The journey, *in four acts*

A private tour of approximately 90 minutes, followed by a champagne cocktail at the Avant-Scène.

I

FIRST ACT

Arrival

A discreet, attentive VIP welcome, followed by an exclusive stroll around Porte Maillot. Within minutes, your guests understand they are experiencing something different.

This crossroads hides a story your guests never imagined.

II

SECOND ACT

Behind *the scenes*

We enter through the artists' passageway. Where the public never sets foot. What your guests discover there isn't written here — that's precisely the point.

Silent dressing rooms, machinery, corners usually reserved for the world's greatest artists... Here, every door that opens is a promise.

III

THIRD ACT

On stage

The moment when each guest becomes, for an instant, the star of one of Europe's greatest venues. A sensory experience orchestrated by our teams, with surprises deliberately kept under wraps.

Silent seats facing you, the lights coming up, the echo of an imagined audience... A moment suspended in time.

IV

FOURTH ACT

Cocktail *at the Avant-Scène*

Champagne cocktail and refined canapés in the Palais's prestige space. An intimate setting to extend the conversation and celebrate a moment that cannot be recreated.

Fine bubbles... all that remains is to savour, among insiders, the moment you have just shared.

■ Our *package*

SIGNATURE PACKAGE

PRIVATE VISIT

Up to *30 guests*

4 800[€]
excl. VAT

- Private tour ≈ 90 min, led by an expert cultural guide
- Personal audio receiver provided for each guest
- Champagne cocktail & canapés at the Avant-Scène
- Additional guest – €100 excl. VAT

Rates exclude VAT. VAT applicable at the current rate (20%). 50% deposit on booking, balance due 14 business days before the event.

CUSTOMISATIONS & OPTIONS

Book "The 1,000 stages of the Palais des Congrès de Paris"

€38 excl. VAT

Official volume, hand-delivered to each guest or a recipient of your choice.

Cultural gift box personalised to your brand

from €35 excl. VAT

Personalised 24-page booklet, vintage postcards, marquetry bookmark, Monnaie de Paris medal, etc.

Bespoke catering options

on request

Seated dinner, signature buffet, mixology – composed with our partner chefs.



EXAMPLE OF A PERSONALISED GIFT BOX

■ Practical *information*

VENUE	Palais des Congrès de Paris 2 Place de la Porte Maillot, 75017 Paris	DURATION	≈ 90-minute private tour, followed by the cocktail (up to 4 h at the Avant- Scène, subject to technical availability).
CAPACITY	Up to 30 guests per session. Parallel sessions up to 80.	LANGUAGES	French and English; other languages on request.
GUIDES	Expert cultural guides specialising in the venue, trained by the Viparis teams; an additional host for groups of 20 or more.	COMFORT	Personal audio receivers provided.
BOOKING	Subject to the Palais's availability – slots confirmed by Viparis.	TERMS	50% deposit on booking, balance due 14 business days before the event.

BOOK YOUR PRIVATE VISIT

Some moments can't be put into
words. They have to be experienced.

*Let's discuss your project. A question, a brief, a date you'd like us to hold —
we're here to help.*

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