BANIJAY AMERICAS EXPANDS ACCLAIMED IMMERSIVE EXPERIENCE ‘LUMINISCENCE’ TO SACRAMENTO

LUMINISCENCE Comes to the Cathedral of the Blessed Sacrament, for an Experience of Light, Music, Connection, Transforming the Iconic Landmark Like Never Before

SACRAMENTO, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Banijay Americas is expanding its globally acclaimed immersive experience LUMINISCENCE, launching September 17, 2026 at Sacramento’s Cathedral of the Blessed Sacrament. Created by LOTCHI, part of Banijay Live, LUMINISCENCE Sacramento is a part of Banijay America’s growing international footprint, transforming some of the world’s most remarkable sacred and historic spaces through music, storytelling, and immersive digital artistry.

Since launching in 2023, LUMINISCENCE has welcomed more than two million visitors globally, staging more than 20 productions across eight countries, including France, Spain, the United Kingdom, the Netherlands, Belgium, Germany, Brazil, and the United States.

“For anyone who loves art, architecture, or storytelling, LUMINISCENCE is an experience that stays with you. By blending digital artistry, music, and atmosphere, we transform historic spaces into something new. As our colleagues across Banijay Entertainment and our creative partners bring LUMINISCENCE to audiences around the world, what excites us most is sharing the format that helped define this category with new audiences. It brings people together, strengthens communities, and inspires them to rediscover the architecture in their own backyard,” said Ben Samek, CEO of Banijay Americas.

Considered one of the three most historically significant buildings in Sacramento, the Cathedral was positioned close to the state capitol building. Bishop Patrick Manogue, who was the rector of the parish desired this location so people could see "Church and State, two important institutions, each pursuing the common good for society, but from different angles." Designed by Bryan J Klinch, the church was dedicated in 1889 and was at the time the largest church west of the Mississippi River. The Cathedral was recently highlighted by National Geographic as one of the most stunning cathedrals and churches across the United States*.

“Telling the unique story of each site where LUMINISCENCE is performed is what makes this experience unique. This Cathedral is stunning not just in its architectural richness, but in its place in the history of Sacramento,” said Romain Sarfati, co-founder of LOTCHI, creator of

LUMINISCENCE. “It is an honor for us to unveil unique stories, custom-designed for each location, offering a singular experience while preserving the heritage of these exceptional spaces for generations to come.”

The Cathedral of the Blessed Sacrament will be illuminated via 360-degree video mapping, while guests listen to the story of this rich and varied history of this landmark accompanied by a live choir.

The Cathedral of the Blessed Sacrament is the mother church of the Roman Catholic Diocese of Sacramento, and the seat of Bishop Jaime Soto. The Cathedral was envisioned by Sacramento’s first bishop, Patrick Manogue, who sought to recreate the grandeur of L’Église de la Sainte-Trinité in Paris — a church he had long admired. Bishop Manogue secured land close to the state capitol building, wanting people to see “Church and State, two important institutions, each pursuing the common good for society, but from different angles.” Dedicated in 1889, the Cathedral was designed by architect Bryan J. Klinch in an Italian Renaissance style on the exterior and Victorian on the interior. At the time of its completion, it was one of the largest cathedrals west of the Mississippi River. The Cathedral’s iconic triple-towered façade, soaring 110-foot interior dome, intricate stained glass windows, and rare copy of Raphael’s Sistine Madonna have made it one of Sacramento’s most beloved civic and religious landmarks for more than 130 years. A major $34 million restoration completed in 2005 — the largest financial undertaking in diocesan history — revived the Cathedral’s original splendor and reopened the long-closed dome, with ongoing preservation efforts continuing to protect this irreplaceable piece of California history.

“LUMINISCENCE is an experience unlike anything Sacramento has ever seen, and I can think of no more fitting home for it than the Cathedral of the Blessed Sacrament,” said Bishop Jaime Soto, Bishop of the Diocese of Sacramento. “This Cathedral has stood as a place of welcome and wonder for more than 135 years. My greatest hope is that, with the help of LUMINISCENCE, we will open these doors to people who have never walked through them before — and that the beauty they encounter here will stir something deep within them. I am also deeply grateful that a portion of the proceeds will support the ongoing restoration of this irreplaceable landmark, so that it may continue to inspire and uplift generations to come.”

A portion of the proceeds from the Sacramento ticket sales will support the ongoing preservation and restoration of the Cathedral.

The Sacramento event opens to the public on Thursday, September 17, at The Cathedral of the Blessed Sacrament. Performances run on select dates through the end of 2026, and include options with LUMINISCENCE Live Plus (live choir and orchestra), LUMINISCENCE Live (live choir only) or LUMINISCENCE (recorded music and voice over). Ticket prices vary depending on type of experience and discounts are available. More information can be found at luminiscence.com/sacramento.

About LOTCHI Lotchi, part of Banijay Live, creates immersive experiences designed to spark inspiration and wonder. By combining creativity, technology and innovative storytelling, the company produces shared, memorable moments that reconnect audiences with beauty, imagination and each other. Lotchi develops and delivers its own large-scale productions in exceptional venues worldwide. www.lotchi.live

About Banijay Entertainment Award-winning media and entertainment powerhouse, Banijay Entertainment spans 25 territories and delivers an average 19,000 hours of content and 3,000 live events globally each year. An innovative leader, in 2025 alone, it collectively launched 315+ new non-scripted titles, 140+ scripted titles, 110+ shows on streaming platforms, and had 45 formats active in more than 3+ territories.

A home for today's storymakers, and the creative pioneers of tomorrow, the business puts creators first, uniting the best creative minds to shape the next generation of diversified entertainment.

Built on independence, creative freedom and pioneering entrepreneurialism, Banijay Entertainment merged with All3Media in July 2026 through a strategic partnership between RedBird IMI and Banijay Group. Jeff Zucker, CEO of RedBird IMI, is Chairman of the Board, Marco Bassetti serves as Chief Executive Officer, and Jane Turton as Deputy Chief Executive Officer. https://www.banijay.com/

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