



SPIDER
entertainment

**FIVE TRENDS:
FIVE GROUNDBREAKING
ARTAINMENT
ATTRACTIONS**

SPIDER ENTERTAINMENT:

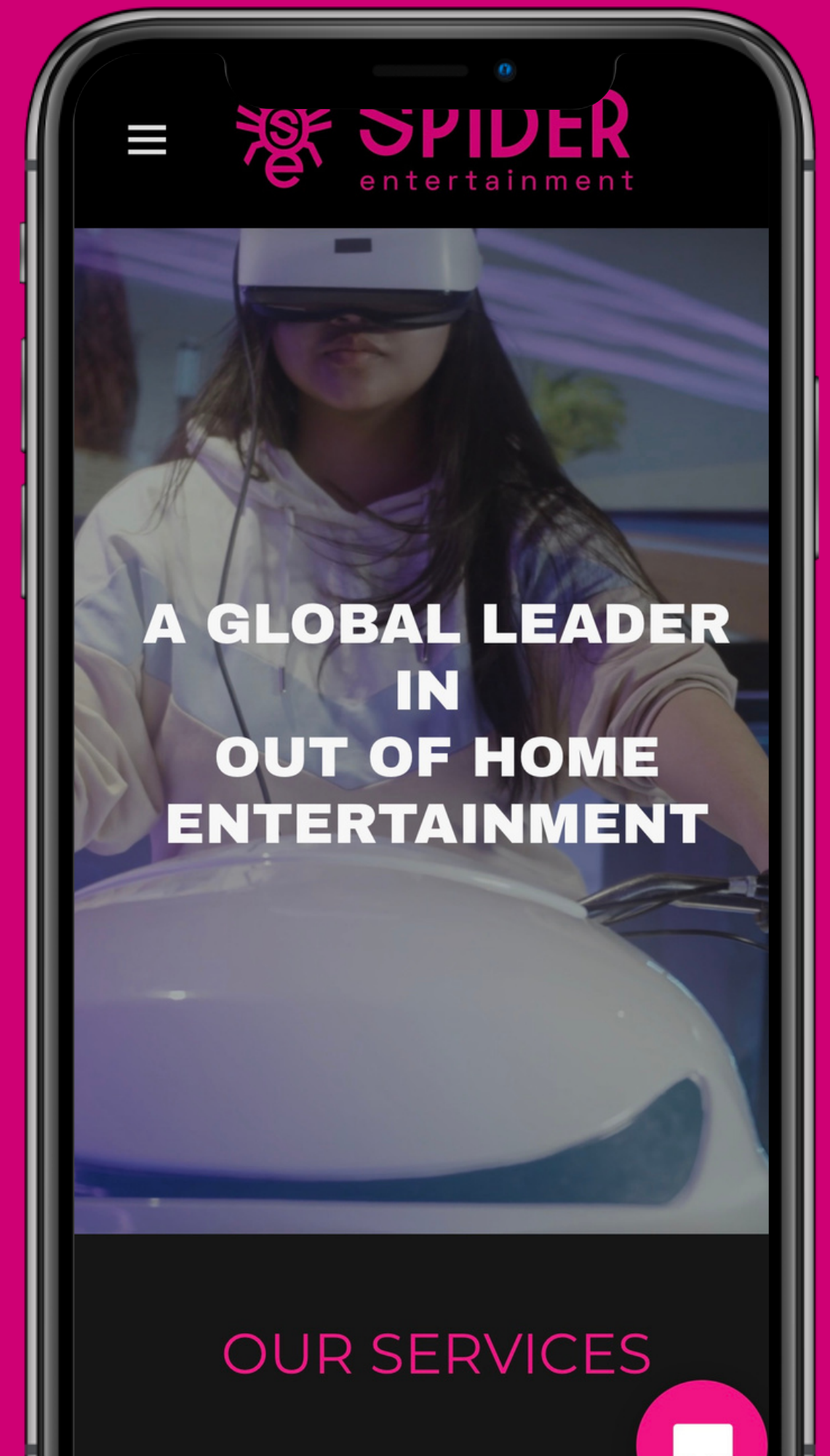
A GLOBAL LEADER IN OUT OF HOME ENTERTAINMENT FOR RETAIL DESTINATIONS

Spider's mission is to transform the way out-of-home entertainment is imagined, created and operated for retail destinations.

We provide landlords and developers with turnkey solutions to deploy entertainment attractions. We design, create and operate successful attractions.

What makes Spider unique is that we also invest in our own immersive, branded experiences. We create the next generation of entertainment destinations that grow revenues, drive footfall and enhance the visitor experience.

By bringing our own attractions to market we have a unique insight into the market. This 'skin in the game' makes us the perfect partner to work with.





The Skinny Version:

01

MEOW WOLF

Critically acclaimed “funhouse meets escape room”.

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ILLUMINARIUM

A 'Virtual Safari' & digital art installation, following the style of a travelling art exhibit

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VAN GOGH

One of the premier examples of a digital exhibition, step into the paintings of Van Gogh

04

OTHERWORLD

An immersive art installation - 40 artists, 47 scenes inspired by a 1930s Haunted House

05

CURRENT, RISING

A hyper reality world world experience inspired by the liberation of Ariel, at the end of Shakespeare's Tempest.

MEOW WOLF



MEOW WOLF



Pushing the boundaries between an immersive attraction and installation is Meow Wolf - the company has achieved recent success with their immersive art installations.

Originated from an anarchic art collective in Santa Fe, their live music and alternative art exhibitions gained a following and soon the collective formed into a company. Famous for walk-through exhibitions, some have likened their work to a fusion of “funhouse meets escape room”.

Most recently the company has received critical acclaim for their new installation at the Las Vegas ‘AREA15’ entertainment hub. The exhibit, ‘Omega Mart,’ is a critique on modern consumerism, as well as a fun scavenger hunt through hidden spaces, finding all the secret messages (including immersive displays), an experience that would make Banksy pleased!



ILLUMINARIUM





ILLUMINARIUM

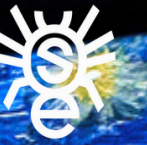
The digital art installation follows the style of a travelling art exhibit. It was first seen to be a more immersive way to present the work of artists, however, this has grown into a dedicated medium.

The museum and gallery sector is now seeing other attempts to create such experiences as Standalone Attractions. Illuminarium covers some 30,000-sq.ft, uses the latest 4K projection systems from partner Panasonic, and offers an immersive experience.

The first facility opened in Atlanta, presenting 'Wild: The World's First Virtual Safari' for guests to experience. This is the first of numerous Illuminarium experiences planned, with a rollout of the first three sites underway.



VAN GOGH



VAN GOGH



An art installation deployed as a revenue stream within a site, needs to be compared to a dedicated 'pay-to-play' attraction.

This can be summed up perfectly by the recent high-profile 'Van Gogh: The Immersive Experience' and it has become one of the premier examples of a digital exhibition (in a travelling format).

The latest incarnation covers 15,000-sq.ft and comprises a multitude of projectors offering an immersive experience – best described as “stepping into the paintings” of the Dutch artist. This approach has inspired many other digital installations, marrying the immersive environment with interactive displays, experience areas, and an extensive merchandise store



OTHERWORLD



OTHERWORLD



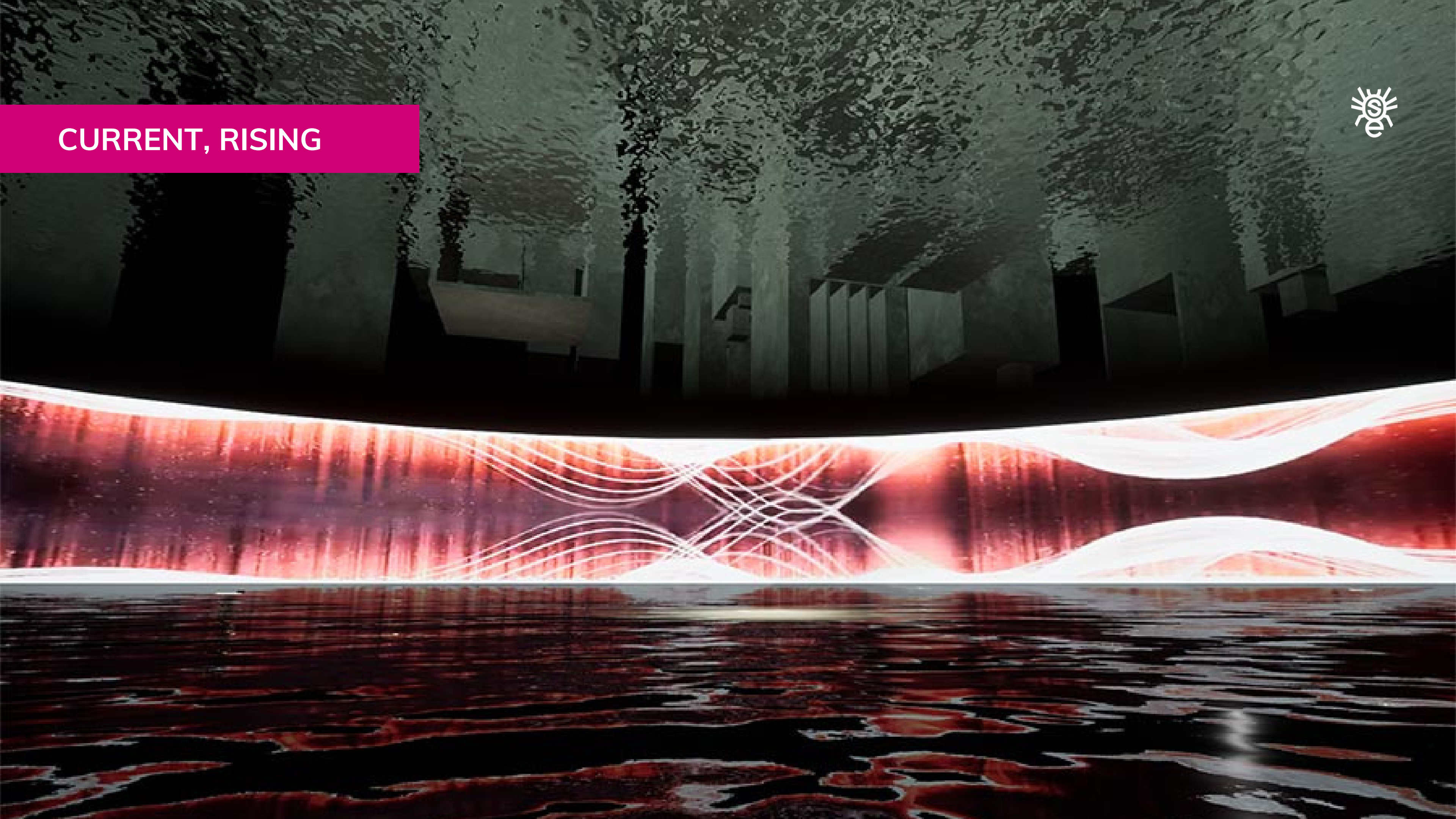
Otherworld is an immersive art installation in Columbus, Ohio. First opened in 2019, the 32,000-sq.ft space is populated with over 47 scenes employing MR immersion to enthrall the audience.

A fusion of funhouse and gallery, the experience offers a surreal science fantasy environment, encapsulating the work of over 40 artists. Projection mapping is used extensively, seeing the installation deploying some 54 projectors along with a perfusion of LED displays and Black Light.

Much of the design of Otherworld inspired by a 1930s Haunted House, while other aspects come directly from the artists' imaginations.



CURRENT, RISING



CURRENT, RISING



Much of the crossover between immersive theater and art exhibits is being driven by VR-based installations. With the reopening of exhibition venues, several new projects have been revealed in this field.

One of these recent installations is the collaboration between Figment Productions and Royal Holloway, University of London. The Royal Opera House's Linbury Theatre plays host to the Hyper Reality experience called "Current, Rising".

The free-roaming backpack PC VR experience offers a 15-minute exploration for four guests, offering the first deployment of full Hyper-Reality into the operatic environment. Artistic leads at the Royal Opera House have created a world experience inspired by the liberation of Ariel, at the end of Shakespeare's *Tempest*.



ABOUT THE AUTHOR



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Kevin is Co-Founder and Technology Director for Spider Entertainment, a Global leader in Out of Home Entertainment for retail destinations. Kevin is a widely-respected expert on entertainment and technology. A regular presenter at international conferences, Kevin is also a regular speaker at the Foundation Entertainment University, a bootcamp for FEC investors. He also holds the role as one of the senior judges of the VR Awards.

Kevin is editor of the Stinger Report, a-must-read for those working or investing in the amusement, attractions, and entertainment industry. Kevin's consultancy KWP Ltd specialises in helping international clients develop immersive and interactive entertainment.



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