



OTHER
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**OTHERWORLD, A 40,000 SQUARE FOOT INTERACTIVE ART EXPERIENCE, OPENING SOON IN
PHILADELPHIA**

Otherworld Philadelphia will compose of over 55 installations featuring large-scale interactive art, mixed reality playgrounds, creatures and more

PHILADELPHIA, PA (August 9, 2022) - [Otherworld](#), an interactive art experience, today announced the upcoming opening of its new Philadelphia location. Building upon the massive success of its original Columbus, Ohio location, Otherworld Philadelphia will officially open to the public this winter, featuring all-new, larger scale installations and new storylines with enhanced production and interactivity. In addition to its year-round exhibits, Otherworld will feature special events including a variety of live music acts.

Composed of over 55 unique rooms/installations, Otherworld is a self-guided, out-of-this-world experience for all ages, encouraging guests to roam and interact at their own pace - all while putting the viewer right in the middle of a cinematic experience. Each room is totally unique from one another yet intertwined like songs on a concept album or episodes of an anthology, featuring iridescent creatures and primordial monsters, crawlable tubes and infinite expanses of light, and alluring art with depth and a captivating narrative. Otherworld is the creation of over 100 artists, modelers, animators, creative technologists, fabricators and more, providing an unparalleled experience for consumers across the East Coast.

"Our original Ohio location has become a destination in itself, and we're thrilled at the opportunity to bring Otherworld to Philly" commented Otherworld Founder Jordan Renda. "We're excited to continue doing what we love and keep creating immersive stuff that everyone can enjoy, but on a much larger-scale with ramped up production value this time around."

The hypnotic experience is driven by a multitude of cutting-edge technologies, using best-in-class design and technology. From holograms to holodecks, over 150 Optoma projectors, dozens of motion tracking cameras and over ten kilometers of LEDs will create spectacular interactive visual effects. Otherworld's mosaic of innovation will engage visitors in an unparalleled mesmerizing experience.

To elevate the experience across all locations, Otherworld partnered with Optoma, a global leader in visual display solutions. As the #1 4K UHD and DLP® projection brand in the Americas,* Optoma's displays captivate and inspire audiences by combining cutting-edge projection technology and innovation to deliver stunning and engaging visual experiences. Optoma's technical team recommends the best solution enabling digital artists to realize their vision, share their creativity and create memorable experiences.



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Otherworld has also partnered with [Thirteenth Floor Entertainment Group](#), the producers of world-class live events and location-based entertainment experiences, for its Philadelphia location, tapping into the group's long-standing expertise in creating cult favorite interactive experiences.

"We're thrilled to be partnering with Otherworld for their Philadelphia location" stated Christopher Stafford, CEO and Founding Partner of Thirteenth Floor Entertainment Group. "Jordan and the Otherworld team have an out of this world creative eye for dreaming up massively unique, fan favorite experiences and we couldn't be more excited to help bring this new experience to life."

Otherworld Philadelphia is scheduled to open later this year and is located at 2500 Grant Ave, Philadelphia PA 19114. For more information and to stay up to date on Otherworld updates and ticket information, including pricing and on sale dates, visit <https://enterotherworld.com/philly/> and follow us on Instagram at @enter.otherworld.

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About Otherworld:

Otherworld is creating next generation art and entertainment experiences where visitors are encouraged to interact with surreal worlds of science fiction and fantasy. The company employs over 100 creatives, fabricators, and operations staff. Otherworld's first location in Columbus opened in 2019 to rave reviews from media and fans alike. Philadelphia will be the group's newest location with more to come.

About Thirteenth Floor Entertainment Group:

Thirteenth Floor Entertainment Group produces world-class live events and location-based entertainment experiences. With its roots in Halloween and 26 attraction locations and counting, every year, Thirteenth Floor brings their premier experiences to markets all across the country. Designed by world-renowned creatives and artists, their attractions take entertainment to a whole new level.

[ThirteenthFloor.com](https://thirteenthfloor.com)