

**PREPARE FOR THE FRIGHT OF YOUR LIFE:**

**GROUNDBREAKING IMMERSIVE GAMING EXPERIENCE**

***VARIANT 31***

**RISES FROM THE GRAVE IN LONDON’S WEST END**

**FOR ITS DEADLY WORLD PREMIERE**

**THE REANIMATION EXPERIMENT BEGINS APRIL 2019**

Europe’s largest immersive survival experience, ***Variant 31*** arrives at a secret Central London location from **13 April 2019**.This brand new, adrenaline-fuelled immersive show allows audiences to answer the question - ‘What would you do inside a horror movie?’ Putting you dead-centre in the action, this one-of-a-kind experience requires immense bravery and rewards survival skills while testing friendships and teamwork, like never before. In a vast interactive environment completely under your control, your choices will have consequences, and not all players will succeed. Packed with cutting edge technology and a host of hair-raising theatrical surprises, this game is not for the faint-hearted!

Get off the couch, leave the video game behind and star in your own story.

Do you have what it takes to stay alive?

***Welcome to Toxico Technologies’ top-secret live demonstration of their latest weapon in modern warfare, ‘Variant 31’; a serum so powerful it allows the user to control death itself.***

***The demonstration goes horribly awry and turmoil ensues as reanimated cadavers go on the warpath. Their sole mission is to hunt and destroy the invading enemy… you.***

Do you have the skills and the stamina to overcome an array of terrifying creatures, and make it out alive? Or will the sheer terror be too much to handle….

Unleash the horror, choose your adventure and #AimForTheHead

A 90 minute long adrenaline-pumping live-action game, players will navigate through a 25,000 square foot labyrinth in the heart of London’s West End. Once inside this immaculately detailed hidden world, the aim is simply to survive and escape. Work in teams to solve group challenges and play individually to complete personal objectives and puzzles to forge your own path to freedom. Those seeking safety in numbers are free to work together and find their way through the experience as a group.

Utilising custom built state of the art wearable technology, players will be in full control of their journey: activate secret surprises, accrue points, unlock hidden levels, encounter one-on-one actor experiences and in-game advantages all with a swipe of your wrist. The more you seek, the more you find.

*Variant 31* features a cast of more than 100 highly trained professional actors, experienced in parkour, aerial acrobatics, stage combat, fire poi, and intense full contact performances.

Unlike any other immersive experience, audiences have the ability to traverse the massive arena however they so choose. Up, down, left and right - the journey you take through the apocalyptic world truly is your own; with over a thousand possible routes, no two adventures will be the same. Can you perform under pressure and beat the game?

*Variant 31* is produced by **Dalton M. Dale** for **Big Dreamer Productions**, **Stephen McGill** for **McGill Productions** and **Oscar Blustin**, in association with **Rachel Kraftman Productions** and **Dahl Rasmussen** of **MDR Productions**.

**CLUB Z**

In addition to the game, we feature four expertly themed bars, one in the beginning, and three within the game area. Each ticket includes a complimentary drink, which is redeemable at the start from the Serum Dispensary. We find partaking in a little liquid courage before the terror begins, helps to calm the nerves. Once inside the game, you may stop off at any of the three Quarantine check points as often as you’d like, take a breather, and recharge before you bolt back into the madness.

Featuring a world class cocktail and craft beer experience, the show continues as you explore the one of a kind, highly themed nightclub space. With guest DJ’s, Zombie Strippers, and immersive performers populating the immense apocalyptic cyberpunk raze, CLUB Z, the show continues well after you’ve escaped the sprawling arena.

**NOTES TO EDITORS**

**BIG DREAMER PRODUCTIONS** – Big Dreamer Productions is an international company based in New York and London. Founded in 2001 by Producing Artistic Director Dalton M. Dale, BDP specialises in immersive horror experiences. Currently we are Co-Producing the Broadway bound *Moulin Rouge*, *Operation Crucible* Off-Broadway, Associate Producing the International Tour of *Rock of Ages* and the 30th anniversary of *Fame* both on international tour and coming to the West End in 2019.

Other credits include creating and producing NY State's largest immersive haunted house *The Uninvited: Awakening* in 2016, the UK tour of *Of Mice and Men*, National Broadway Tours of *Shrek,* *The Addams Family* and the North American tour of *Wizard of Oz*.

Dale became the youngest producer in Off-Broadway history with his 2011 production of *The Deathly Ones* and he has designed every haunted attraction in New York City and currently has nine immersive escape experiences playing in the States. Big Dream Productions have terrified more than a million victims. For more, BigDreamerProductions.com

**MCGILL PRODUCTIONS –** Stephen McGill has been an independent producer since 2012. He has previously worked on the worldwide productions of *Mamma Mia!* as well as the West End productions of *Billy Elliot* and *Jersey Boys*.

Current productions include the UK & International tour of *Fame* and the Off-Broadway transfer of *Operation Crucible* at Davenport Theater, New York. He is an Associate Producer on the UK tours of *Madagascar* & *Flashdance*.

Recent productions include the UK tour and West End run of *American Idiot* at The Arts Theatre, *Spamalot*, *Of Mice and Men*, *The Crucible*, *Footloose* and *Little Shop Of Horrors* all onUK Tours, *Gary Lamont: Dropping The Soap!* on Scottish Tour, *The Pajama Game* at Shaftesbury Theatre, Katie Brennan’s *Quarter Life Crisis* at the Edinburgh Festival, *The Last of the De Mullins* at Jermyn Street Theatre, *Facing East: In Concert* at the Lyric Theatre, *The Tailor Made Man* at the Arts Theatre, and *An Incident at the Border* at Trafalgar Studios.

Stephen attended the Stage One New Producers Workshop in October 2011 and was awarded the Stage One Start Up Bursary in 2014 for *The Pajama Game*.

**OSCAR BLUSTIN –** Oscar Blustin is Artistic Director of site-specific theatre company SPECIFIQ and works internationally as a director, writer and immersive consultant.

Most recently in London, Oscar co-wrote and co-directed *The Soulless Ones*, a large-scale immersive adventure for cult British film company Hammer Horror. SPECIFIQ has created immersive theatre in some of London’s most famous venues, including The National Theatre, Tower Bridge, The National Maritime Museum, Harrow School, The Actors Church in Covent Garden, and many more.

Specialising in immersive and interactive theatre, Oscar has created work in non-traditional spaces throughout the UK, from sprawling London office blocks to disused shops in Sheffield city centre and historic university buildings in Bath and Durham amongst others.

**LISTINGS**

***VARIANT 31 – AN IMMERSIVE SURVIVAL EXPERIENCE***

**FROM 13 APRIL 2019**

**Press Night:** Wednesday 1 May 2019

**Tickets:** From £39

**Performances:**

Thursdays & Sundays – 6pm, 6.30pm, 7pm, 7.30pm, 8pm

Fridays – 6pm, 6.30pm, 7pm, 7.30pm, 8pm, 8.30pm, 9pm

Saturdays – 6pm, 6.30pm, 7pm, 7.30pm, 8pm, 8.30pm, 9pm, 9.30pm

**Running Time:** 90 Minutes

**Website:** Variant31.com

**Twitter/Facebook:** Variant31

#AimForTheHead

#TheExperimentBegins

#ControlYourFear

#TheChoiceIsYours

**Club Z Opening Hours:**

Thursdays & Sundays – 6pm-11pm

Fridays – 6pm-12am

Saturdays – 6pm-12.30am

**Age Requirement:** Suitable for 18+

**Warning:** This experience is only suitable for the brave and adventurous. The production utilizes strong language, simulated violence, actor nudity and is a high adrenaline, fast paced, full contact survival game. This experience is not meant for the faint of heart, expectant mothers, claustrophobic, asthmatic, or those suffering from recent surgery, trauma, phobias, heart conditions, PTSD or any other mental, physical, or medical afflictions. Enter at your own risk.

**PRESS CONTACT: EMMA HOLLAND PR (EHPR)**

**W:** [**www.emmahollandpr.com**](http://www.emmahollandpr.com)

**Emma Holland Georgie Robinson**

**E:** **emma@emmahollandpr.com** **E:** **georgie@emmahollandpr.com**

**M: 0791 709 4203 M: 0751 211 2776**

**Jocasta Marron Natasha Haddad**

**E:** **jocasta@emmahollandpr.com** **E:** **natasha@emmahollandpr.com**

**M: 0772 517 1327 M: 07967 175 221**