

OTHERWORLD IS A VR PLAYGROUND FOR THE SENSES

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London – This chromatic arcade and bar transforms virtual reality gaming into a social experience.

Opening this week, **Otherworld** brings fourteen VR pods to a disused railway arch in London's Haggerston. Visitors are invited to order drinks and Hawaiian poké street food before selecting a game to play, each categorised by the virtual world's spring, summer, autumn or winter. The state-of-the-art VIVE headset experiences vary from climbing Mount Everest to undertaking tedious jobs, shooting zombies and living a day-in-the-life of a fisherman.

Created by secretive technology company **The Dream Corporation**, Otherworld uses heat, air, vibrations and scent effects to truly immerse visitors in its VR games. To make the destination a more social pursuit, those with friends can play against one another in different pods, while repeat customers can scan a QR code to return to their last point in the game.

As experience becomes a throwaway buzzword, consumers will seek out more challenging and immersive spaces that stimulate their senses. For more, read our report on [Experience 2020](#).