

P.O. Box 42336  
Pittsburgh, PA 15203  
412.471.0999  
[www.bricolagePGH.org](http://www.bricolagePGH.org)

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**Media Contact:**  
Emily Willson  
[emily@webbricolage.org](mailto:emily@webbricolage.org)  
412.471.0999

**Enter the Imaginarium:**  
**Bricolage & ScareHouse to partner on permanent Pittsburgh attraction**  
Debuting September 2016

PITTSBURGH, PA (**July 25, 2016**)— Earlier this year Bricolage Production Company announced they were partnering with the principal designers at ScareHouse to develop their next large-scale immersive, Enter the Imaginarium. In typical fashion, the company gave few details about the project, saying only that it would be unlike anything they had done before. Today the company breaks their silence, describing the project as “a thrilling live-action adventure where immersive theater meets escape room.” Unlike their previous immersive works, which had short runs and limited tickets, Enter the Imaginarium is built to run indefinitely as a permanent local attraction.

Originating in Asia in 2007, escape rooms have become increasingly popular, spreading across Western Europe and more recently to the United States.<sup>1</sup> In a world where the predominant form of entertainment is digital, these team-based attractions offer patrons a unique live-action experience. With themes ranging from zombie apocalypse to prison break, the majority of these rooms follow the same basic format: players find clues, solve puzzles, and complete a series of tasks in order to escape before time runs out. In general they focus heavily on gameplay and the puzzles themselves with only cursory attention given to setting and storyline. Enter the Imaginarium strays from the traditional model by fully integrating lavish scenic elements and robust storylines within the game design. Instead of individually themed rooms, each room propels the plot forward in the attraction’s overarching narrative. Although these rooms will be timed, the goal is not to escape, but to discover a crucial piece of the narrative. In this way, Enter the Imaginarium may be more immersive theater than escape room. “With Enter the Imaginarium, we want to create a full-bodied sensorial experience that challenges people’s brains, but also connects on an emotional level,” explains Bricolage’s artistic director, Jeffrey Carpenter.

With a string of nationally-acclaimed, sold-out immersive productions under their belt, Bricolage is uniquely poised to merge their brand of inventive, interactive theater with alternate reality games to create a completely new breed of escape room. The creative team from ScareHouse, Pittsburgh's most celebrated haunted attraction, have partnered with Bricolage to develop an experience that blends both mystery and macabre. While

ScareHouse is designed to torment and terrify adult fright fans, Enter the Imaginarium invites adventurers 12 and up to explore a much less scary realm of secrets and shadows.

"Our team has received national acclaim for their ability to create Hollywood quality environments," says ScareHouse Creative Director Scott Simmons, "but now instead of hurling you into the midst of an intense horror movie, we're inviting you to become heroes in your very own adventure story."

Enter the Imaginarium is set to open mid-September 2016 with tickets on sale beginning in early August. Bricolage has promised to release more details about the project in the coming months. Patrons can sign up for live updates at [www.EntertheImaginariumPGH.com](http://www.EntertheImaginariumPGH.com).

<sup>1</sup> Nicholson, S. (2015). *Peeking behind the locked door: A survey of escape room facilities*. White Paper available at <http://scottnicholson.com/pubs/erfacwhite.pdf>

#### **BRICOLAGE MISSION AND VISION STATEMENT:**

Bricolage envisions theater not as a passive experience, but as a vehicle for heightened involvement for artist and audience alike. By combining different artistic mediums, nourishing local talent, producing provocative work, and facilitating audience engagement, Bricolage seeks to revitalize live performance for a new era.

The word Bricolage means "making artful use of what is at hand." What excites this company is the connection and interaction between seemingly disparate elements, and the potential for these components to resonate as one cohesive event. "What's at hand" is Pittsburgh's changing landscape, its plentiful human and material resources, and the salient political, cultural, and ethical issues they encounter and react to each day.

Their approach encourages artists to take the creative risks necessary to create full-blooded, high-quality theatrical experiences that challenge audiences to engage in new ways, react, and express openly their opinions about our work – to have a stake in the creative discussion.

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