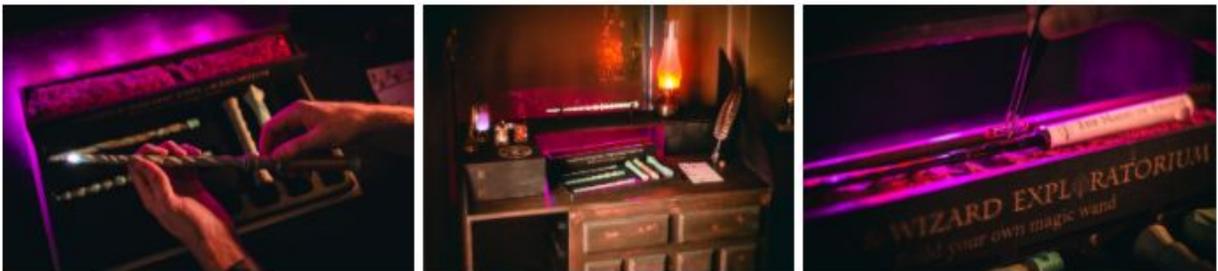


## The Cauldron® Opens a 5-floor Wizard Exploratorium for Family-Oriented Fun on Greek Street

The venue combines science & technology with fantasy to create a COVID-safe, interactive experience



(LONDON, 19th Sept. 2020) — The magical creators of The Cauldron are launching their largest project yet and expanding their talents into a family-friendly retail, educational, and contactless experience using the power of a magic wand. On Friday, September 25th, the ["Wands & Wizard Exploratorium"](https://www.wizardexploratorium.io) will open on the ever-popular Greek Street in the heart of London's West End.

The garish pink Soho townhouse will comprise three sections across 5 floors that showcase how fantasy can be made real with science, technology, and design.

The first section to be unveiled to London's magical community is the ground floor retail shop, shortly followed by the "Magic Wand Experience" on October 5th. Finally, the "Wizard Exploratorium," with multiple intriguing science-based installations that bring magic to life, will subsequently open, giving aspiring witches and wizards a reason to visit multiple times. The venue, with its uneven wooden floors, large window displays, underground stone vault, and secret miniature door, feels like something out of a fantasy novel.

The venue revolves around the concept of a working magic wand, which acts as a control device for the guest's entire visit to the **Wizard Exploratorium**. The company has designed this new

space for a COVID era, where social distancing is front and center and the magic wand enables contactless interaction with exhibits that bring fantasy to life through science.

“As a former high school teacher and department chair, I could not be more excited to be creating an exploratory experience for both kids and adults that celebrates STEM, literature, and imagination where we showcase how fantasy can be made real with today’s technology. It’s why we founded the company and the passion that drives our team. In a COVID world, it’s more important than ever to provide safe, fun, and educational experiences to developing minds.” remarked co-founder Matthew Cortland.

The enchanting retail shop located on the ground floor sells magic-wand interactive, DIY, and educational products as well as unusual sweets and homemade ice-cream, all dispensed with the wave of our custom magic wands. The “Wizard Exploratorium” is a magic wand-interactive science museum spread across multiple floors that demonstrates how concepts from fantasy can be made real, such as levitation, spell casting, and magical plants.

The heart of the venue is the “Magic Wand Experience,” an intimate, build-your-own magic wand workshop set in the attic of the Wizard Exploratorium. This small-group, theatrical class is led by a master Wandmaker, and patrons select their customised wand components and assemble their own working, illuminated magic wand. This wand can then be used in the venue, at home with pairing educational products that teach STEM and cultivate creativity, and in The Cauldron’s venues worldwide.

#### Pricing and Programming

- Pricing for the “Magic Wand Experience” is £49.99 per person (slots available starting October 5th) where wands made at the workshop can be used throughout all our venues and taken home. Note: guardians may accompany children free of charge. For bookings visit <https://www.wizardexploratorium.io/experience>
- General entry to the Wizard Exploratorium will be free for children ages 12 and under, £10 for students and teachers, and £19.99 for adults (aged 18+) and includes the rental of a magic wand.
- For all of October, The Wizard Exploratorium will be hosting jack-o-lantern carving for families with The Cauldron’s homemade alcoholic and non-alcoholic spooky juice topped with whipped cream! For bookings visit <https://www.wizardexploratorium.io/events>
- Private event packages, memberships and seasonal programming will develop in the space and teachers are encouraged to get in touch for class field trips and educational partnerships.

The Cauldron’s expansion plans are enveloped around their first crowdfunded investment raise, [Equity for Magic](#), which is currently live on the equity crowdfunding platform Seedrs. “We want

our guests to become part of our story as we make fantasy real through immersive experiences and products that bring people joy. Investors receive exclusive access to our events and venues and perks in all of our locations. We would love for you to join us as an owner,” says co-founder David Duckworth.

The retail shop will be open daily from 11:00A.M. to 9:00P.M. from September 25th. For bookings and more information visit [wizardexploratorium.io](http://wizardexploratorium.io) and follow us @wizardexploratorium.

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**About The Cauldron® Co.**

The Cauldron® Co. is a technology-led entertainment studio that delivers immersive experiences & products through hospitality. They blend science & tech with food, drink and retail. The Cauldron® Company's mission is "to bring fantasy to life with science, technology, and design, and to create an inclusive community of people who believe that magic is possible—it's just a matter of perspective.”

The Cauldron® venues are currently located in London, New York, and Edinburgh and provide a wizard-themed immersive cocktail-making experience where guests brew magical potions by using interactive magic wands and molecular mixology. It is a magical, immersive experience that celebrates concepts from fantasy novels and magical lore, all brought to life by science, technology, and design. They call this The Magic of Things.

**About The Magic of Things**

The Magic of Things is the research and development arm of The Cauldron® Co., the British technology entertainment studio that brings fantasy to life through science, technology, and design. The Magic of Things is responsible for the creation, design, and implementation of The Cauldron's® retail products and immersive hospitality experiences around the world. The studio's design philosophy is that of "magicineering," a term they use to describe their founding principle of bringing magic to life through engineering. The studio is led by co-founders Matthew Cortland and David Duckworth.

**About Equity For Magic**

Equity for Magic is The Cauldron's first equity crowdfunding raise. The company believes that this idea belongs to a generation of fantasy fans and wants to offer its customers the opportunity of becoming owners. The campaign is currently [live on Seedrs](#) for investment. Capital at risk.