



**LONG
LIVE
THE BAT**

**BATMAN
80 YEARS**

THE BATMAN EXPERIENCE



DOUBLE A LABS
We know the code to fans

LONG LIVE THE BAT: THE BATMAN EXPERIENCE IS AN IMMERSIVE POP-UP EXPERIENCE FOR FAMILIES, TEENS AND ADULTS, FUELED BY IMAGINATION AND NOSTALGIA, GETTING YOU UP CLOSE AND PERSONAL WITH YOUR FAVORITE SUPERHERO AND HIS UNIVERSE.

JOIN 80 YEARS OF BATMAN'S STORY WITH THIRTEEN INDEPENDENT PHOTO EXPERIENCES THAT TRANSPORT YOU INTO THE MOST ICONIC CAPED CRUSADER MOMENTS, STRIPPED DIRECTLY FROM COMICS, GAMES, MOVIES, TELEVISION AND MORE.

THE DETAILS:

WHEN: SEPTEMBER 5 - JANUARY 5

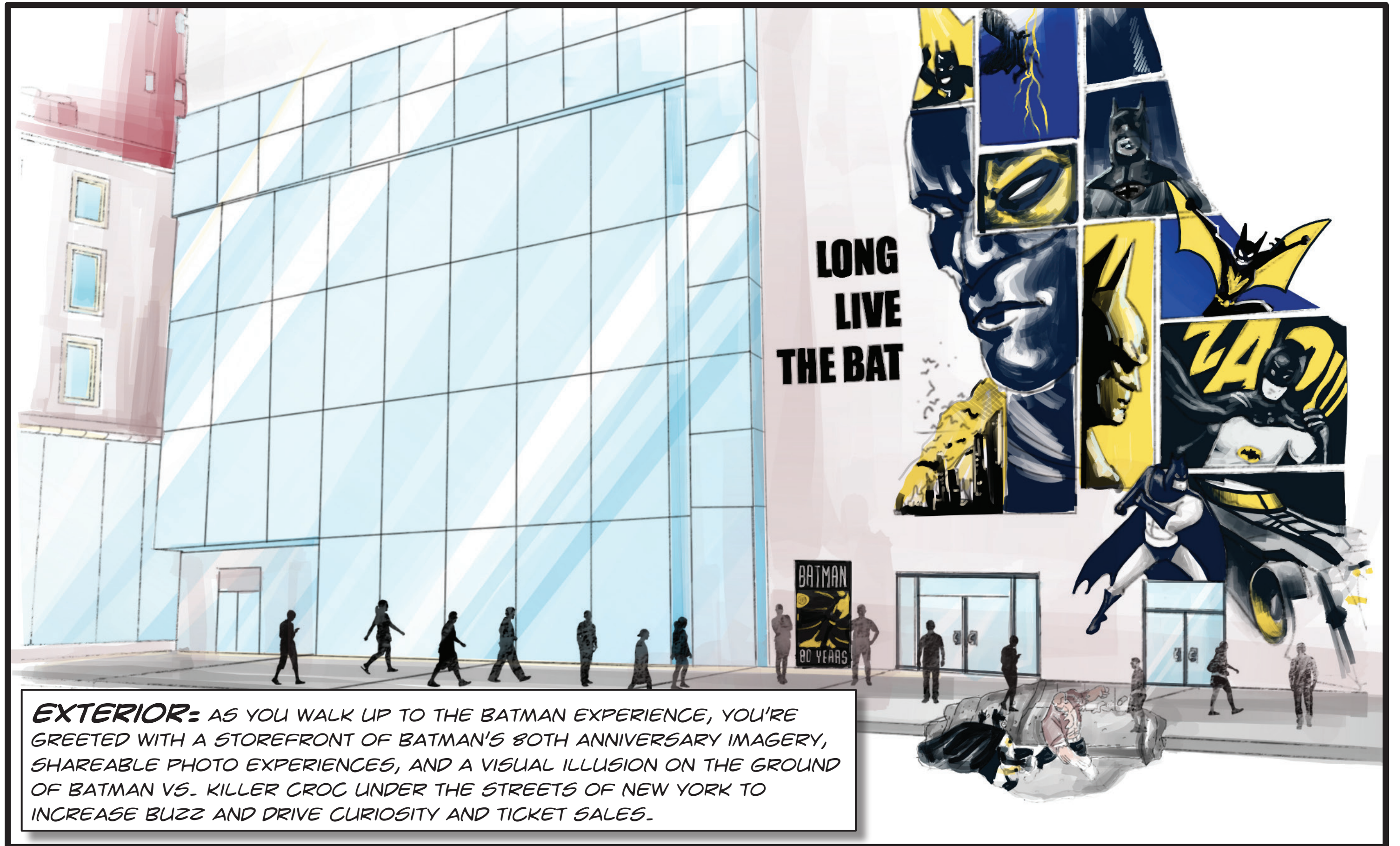
OPEN: 80 DAYS, THURSDAY - SUNDAY, 10AM - 10 PM

WHERE: NEW YORK CITY

COST PER TICKET: \$35

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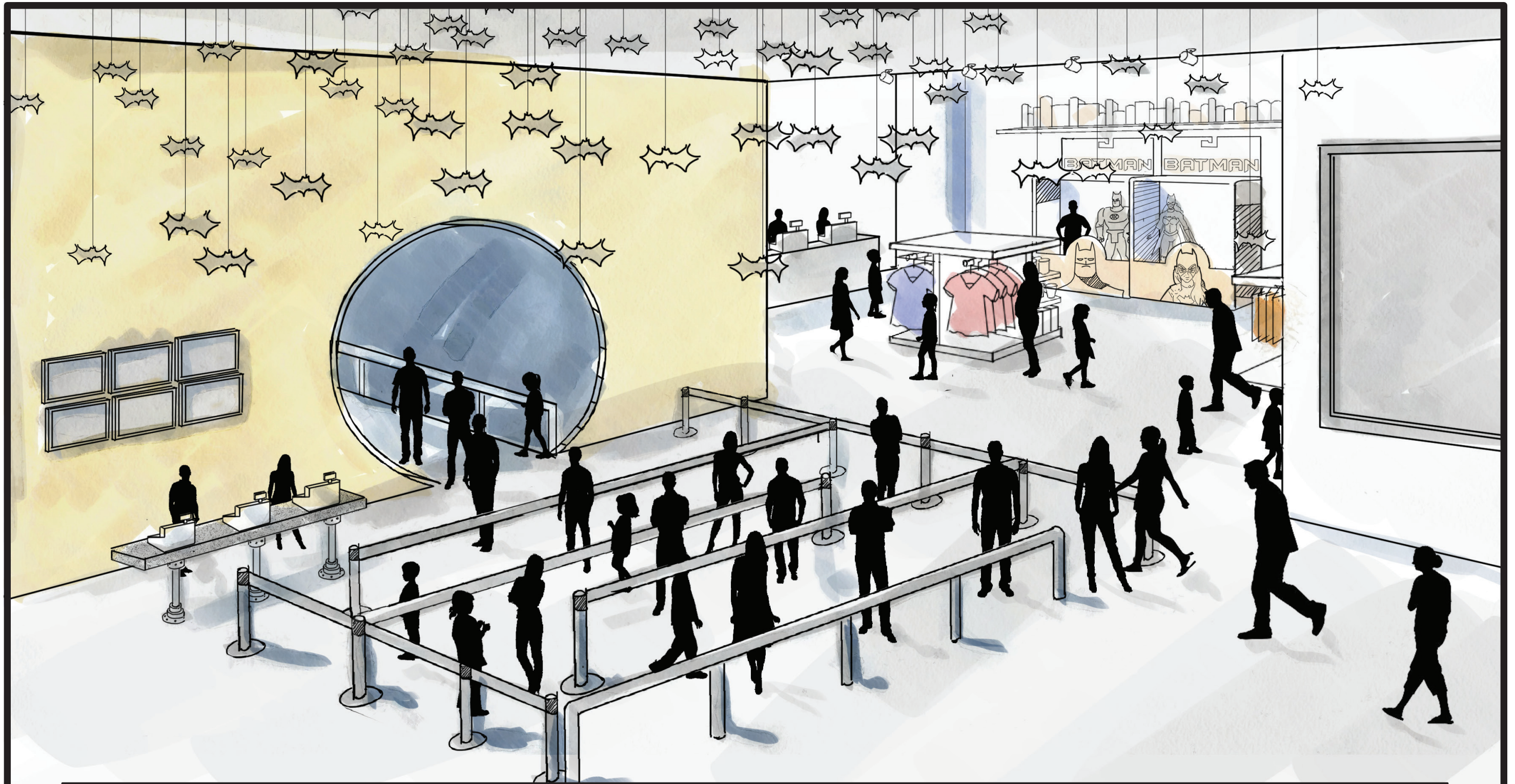




EXTERIOR: AS YOU WALK UP TO THE BATMAN EXPERIENCE, YOU'RE GREETED WITH A STOREFRONT OF BATMAN'S 80TH ANNIVERSARY IMAGERY, SHAREABLE PHOTO EXPERIENCES, AND A VISUAL ILLUSION ON THE GROUND OF BATMAN VS. KILLER CROC UNDER THE STREETS OF NEW YORK TO INCREASE BUZZ AND DRIVE CURIOSITY AND TICKET SALES.



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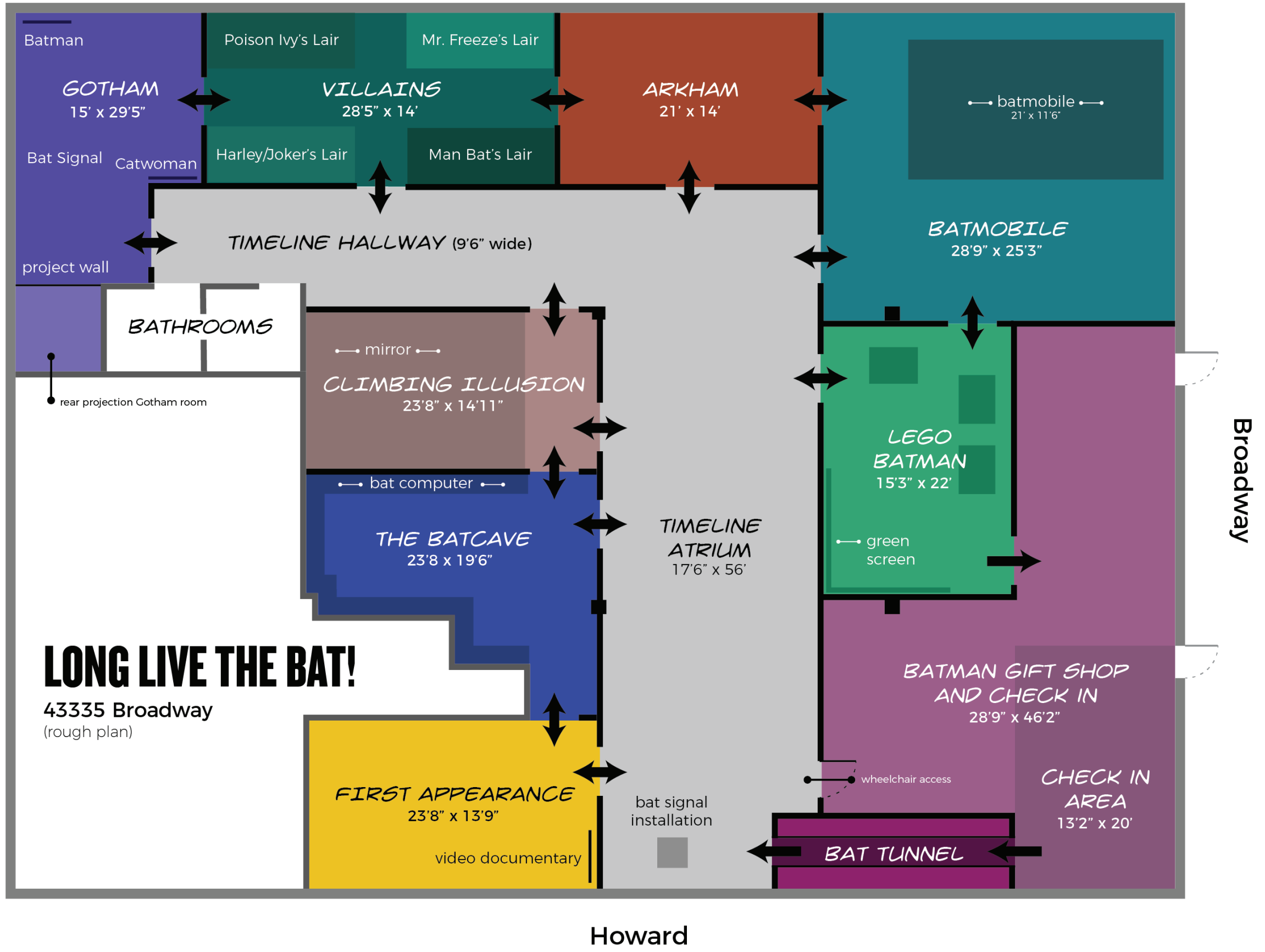


CHECK IN: WHILE WAITING TO CHECK IN FOR YOUR BATMAN EXPERIENCE TIME SLOT, ENJOY WATCHING VARIOUS BATMAN SERIES AND FILM CLIPS VIA THE MONITORS ON THE WALL. IF YOU ARRIVE EARLY, WALK THROUGH THE MERCHANDISE STORE AND START YOUR ADVENTURE EARLY BY JUMPING INSIDE A LIFE-SIZE ACTION FIGURE BOX WITH BATMAN OR BATGIRL.



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MUSEUM-LIKE FLOW
WILL ALLOW GUESTS
TO EXPLORE THE
GALLERIES AT THEIR
OWN PACE.

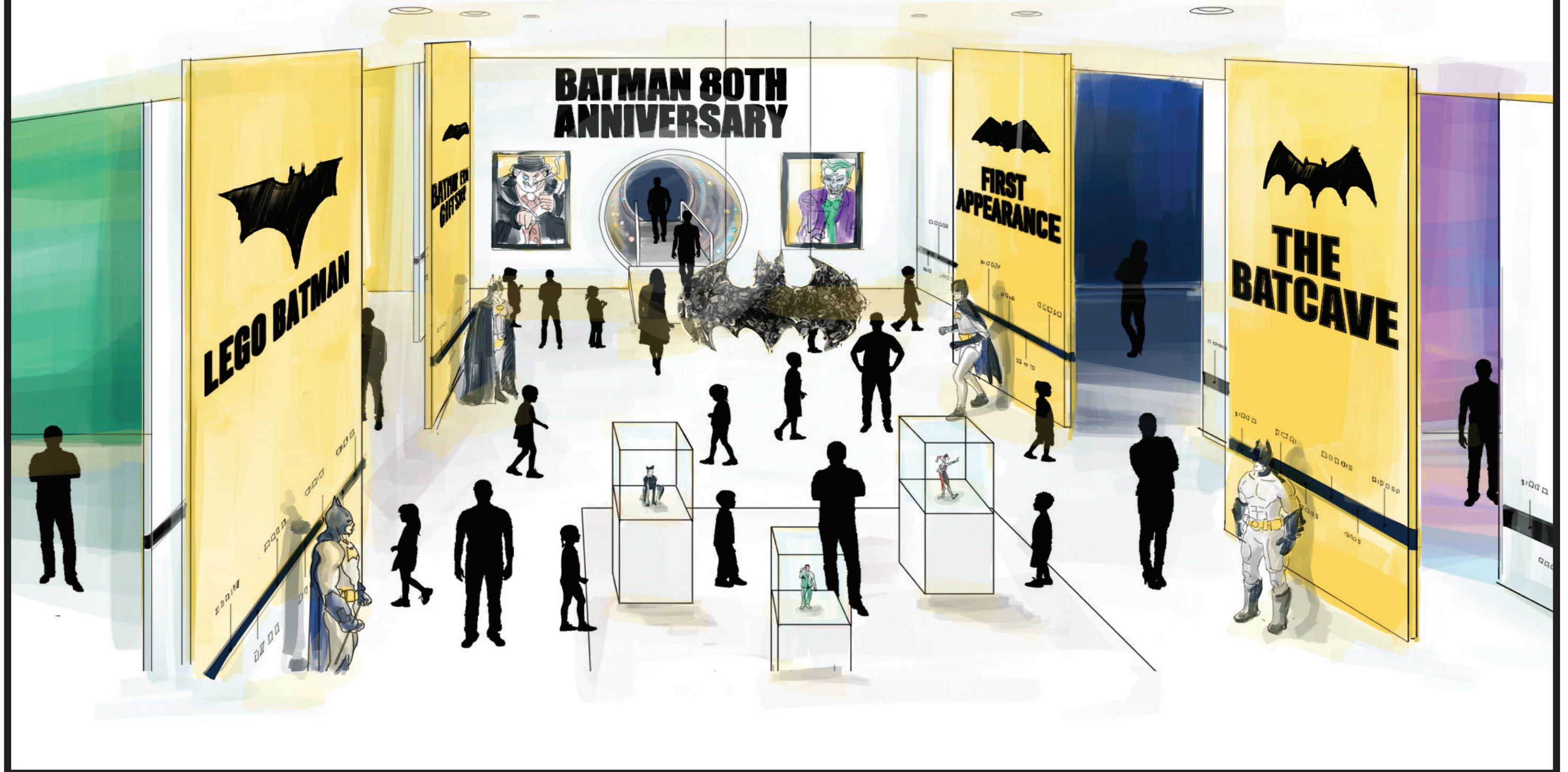


BAT TUNNEL: POST CHECK-IN, WALK THROUGH A VORTEX OF BATS SPINNING AROUND YOU IN THE BAT TUNNEL TO TRANSPORT YOU BACK IN TIME TO BEGIN YOUR JOURNEY THROUGH THE TIMELINE OF ICONIC BATMAN MOMENTS.

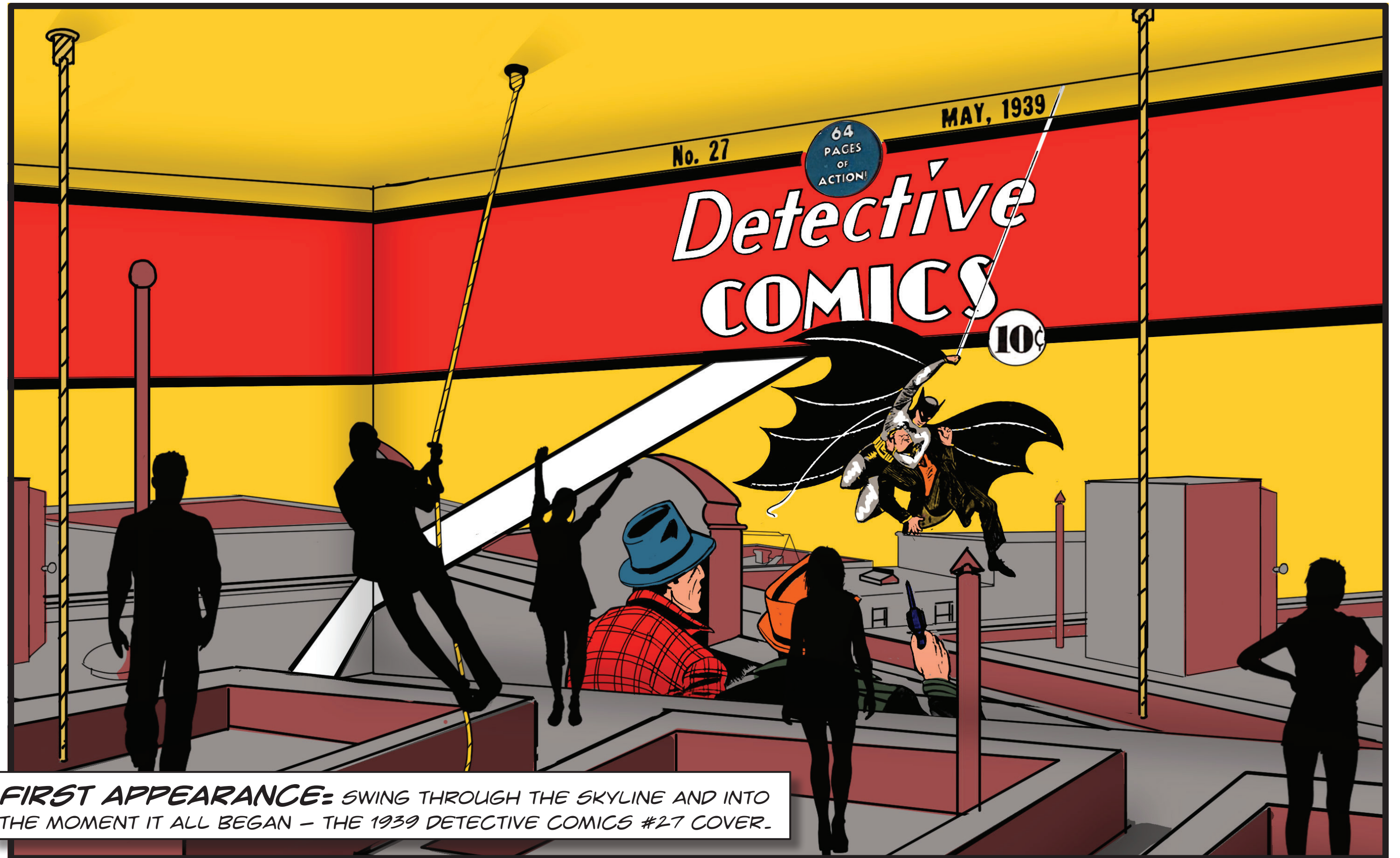


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TIMELINE HALLWAY: CHOOSE YOUR OWN PATH THROUGH THE TIMELINE HALLWAY FROM THE GENESIS OF BATMAN THROUGH THE LATEST ITERATION. WHILE YOU'RE CONTEMPLATING YOUR JOURNEY, DON'T FORGET TO TAKE PHOTOS WITH 80 YEARS OF BATMAN ARTIFACTS, AND THE BATMAN SIGNAL ART INSTALLATION, MADE FROM 80 DIFFERENT STYLES OF BATMAN ACTION FIGURES AND MEMORABILIA.



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FIRST APPEARANCE: SWING THROUGH THE SKYLINE AND INTO THE MOMENT IT ALL BEGAN – THE 1939 DETECTIVE COMICS #27 COVER.



DOUBLE A LABS

THE BATCAVE: ENTER INTO THE BATCAVE THROUGH THE WATERFALL (FOG WALL) TO TEST BATMAN GADGETS AND GEAR UP FOR A FIGHT. SIT AT THE CONTROL PANEL TO TOGGLE BETWEEN CCTV FOOTAGE FROM OTHER ROOMS WITHIN THE BATMAN EXPERIENCE OR WATCH DIFFERENT CLIPS FROM BATCAVES THROUGH THE AGES.



STEP UP TO THE WEAPONS CASE TO CHOOSE YOUR WEAPON FOR YOUR BATCAVE PHOTO OPP:-

- BATARANG
- GRAPPLING GUN
- BAT SHARK REPELLENT
- UTILITY BELT AND TASER
- AND MORE.



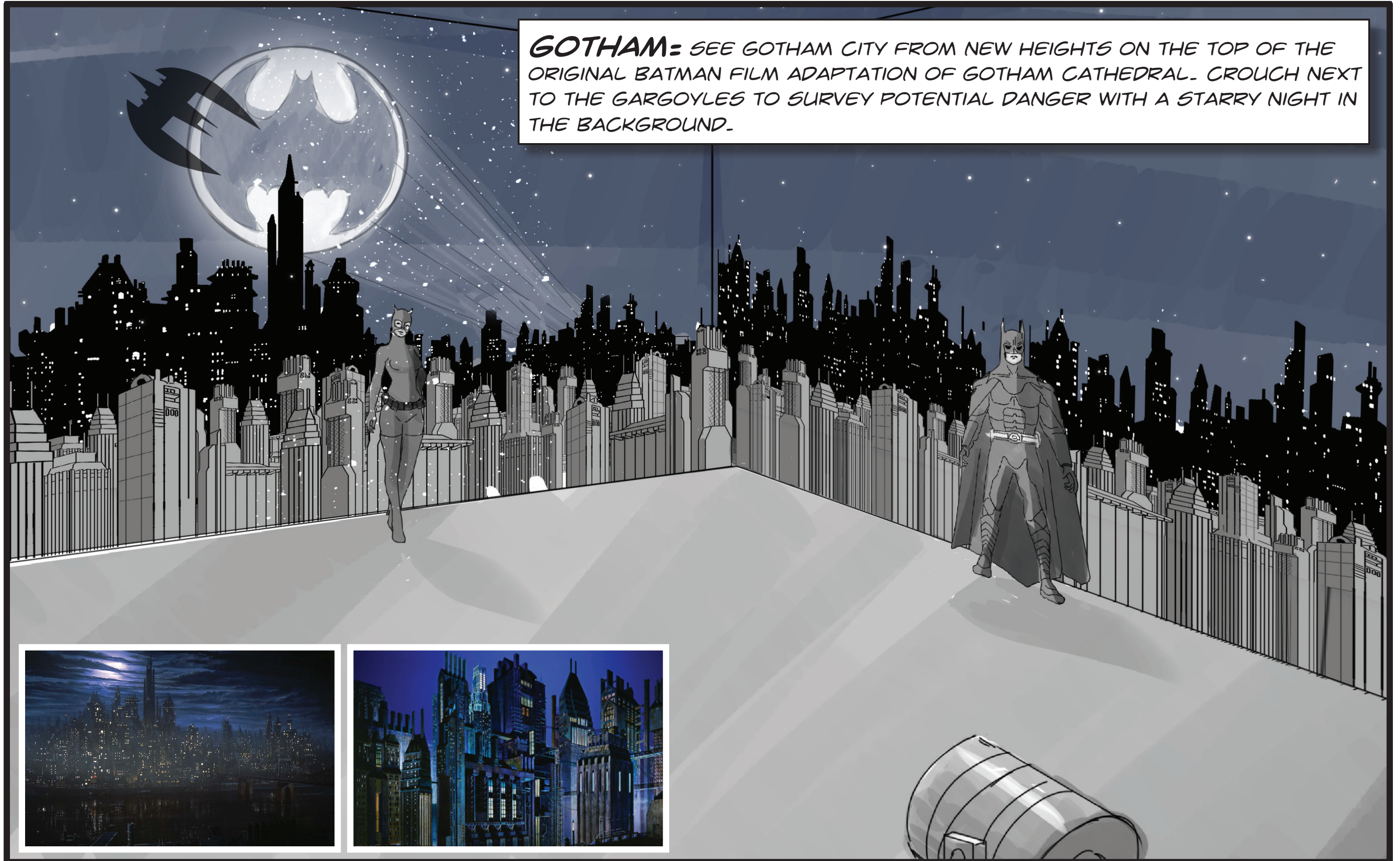
DOUBLE A LABS

CLIMBING ILLUSION: SURROUNDED BY VISUALS OF THE 1960S BATMAN TV SERIES, SAFELY SCALE THE WALLS OF GOTHAM, UTILIZING MIRRORS TO CREATE AN OPTICAL ILLUSION OF "CLIMBING" FUN.

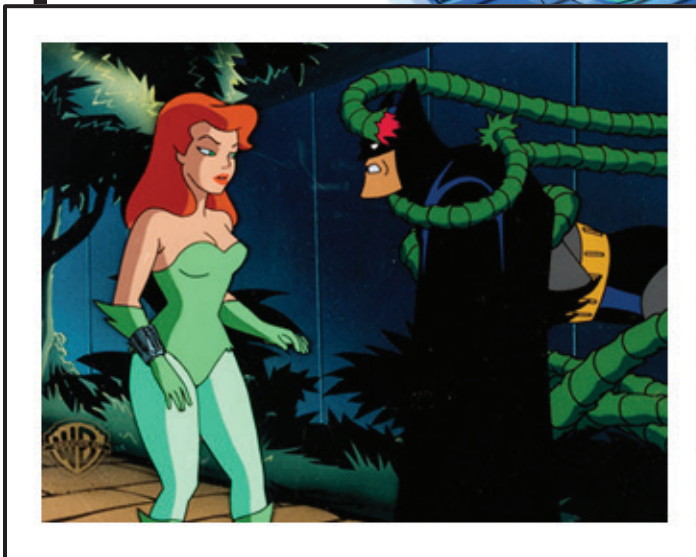
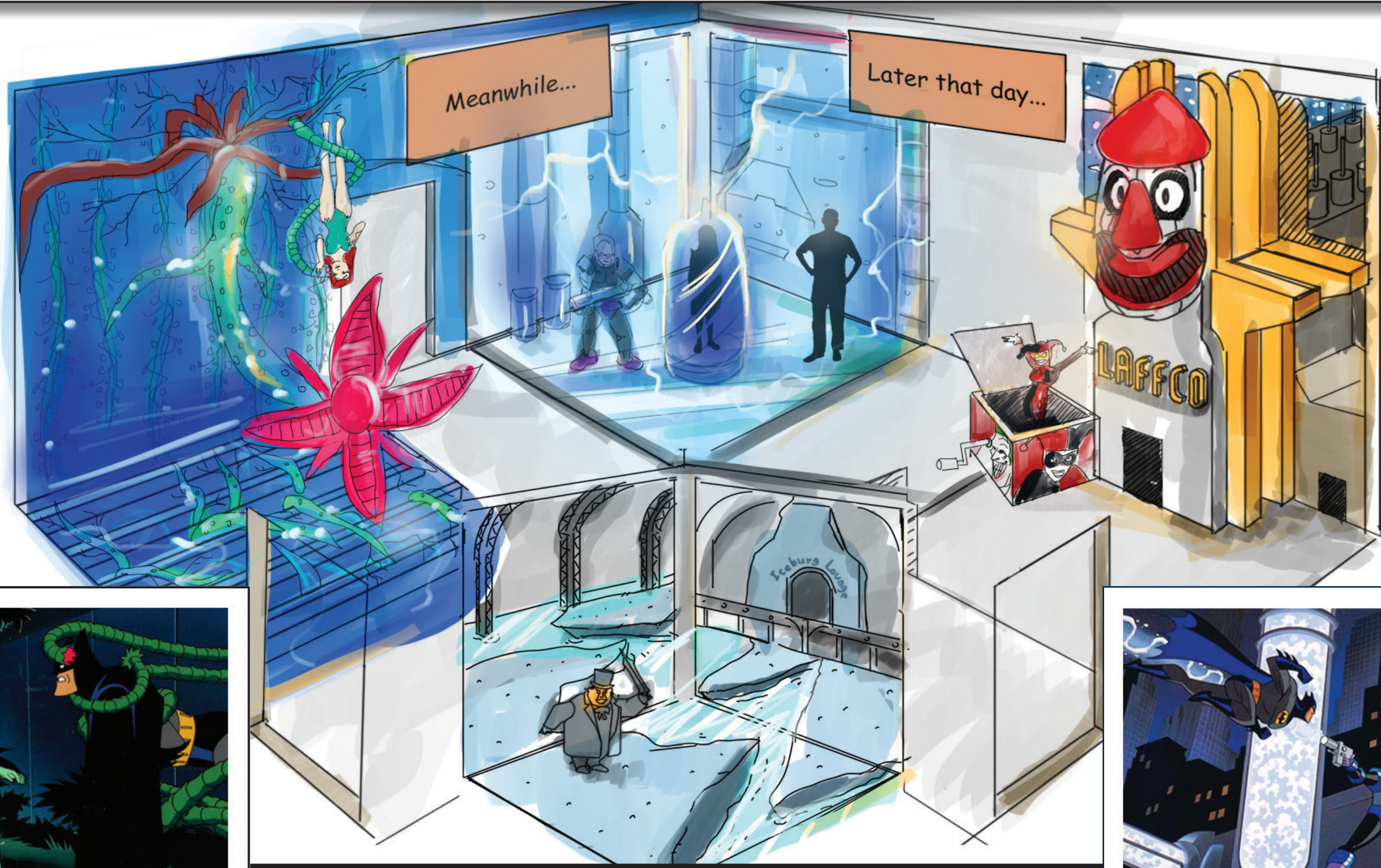


DOUBLE A LABS

GOTHAM: SEE GOTHAM CITY FROM NEW HEIGHTS ON THE TOP OF THE ORIGINAL BATMAN FILM ADAPTATION OF GOTHAM CATHEDRAL. CROUCH NEXT TO THE GARGOYLES TO SURVEY POTENTIAL DANGER WITH A STARRY NIGHT IN THE BACKGROUND.

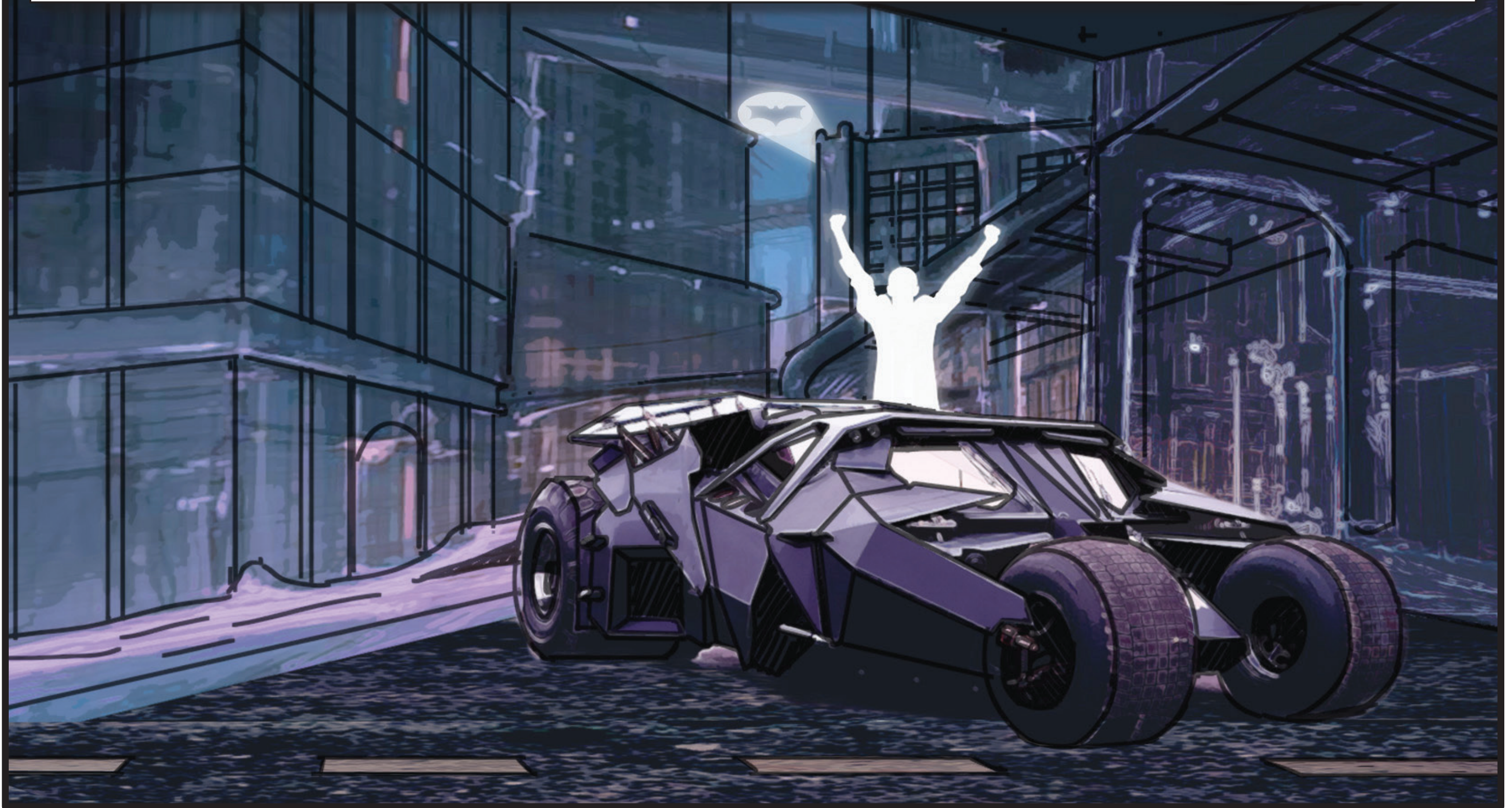


VILLAINS: IMMERSE YOURSELF IN THE ICONIC SCENES ALONG WITH THE VILLAINS OF THE BATMAN: THE ANIMATED SERIES BY GETTING STUCK IN POISON IVY'S VINES, TRAPPED IN MR. FREEZE'S SNOW GLOBE, POPPING OUT OF A JACK-IN-THE-BOX WITH HARLEY QUINN AND JOKER AT THE TOY FACTORY, OR PLAYING CARDS WITH PENGUIN.



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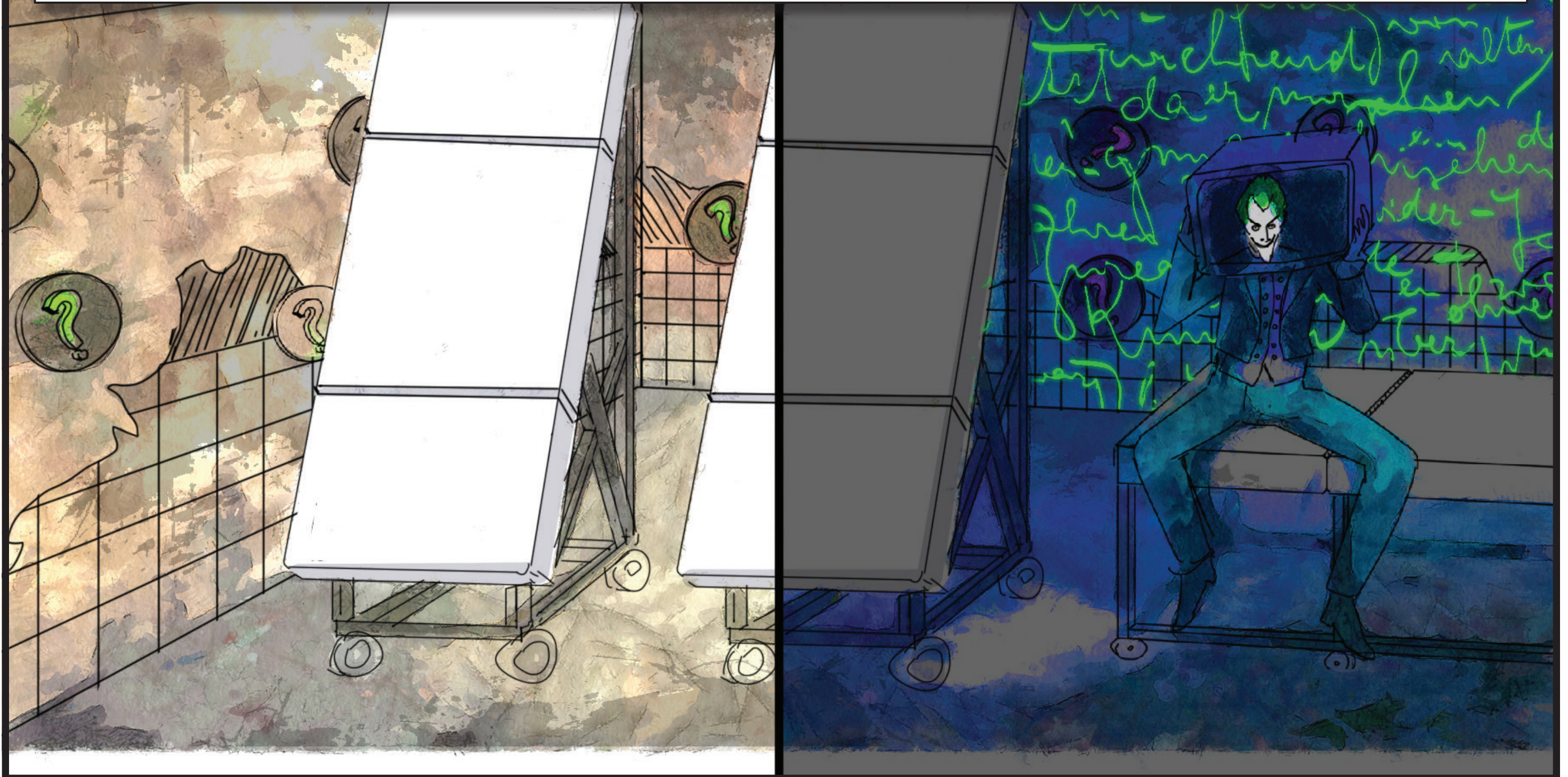
BATMOBILE: SURROUNDED BY BACKLIT PROJECTED WALLS OF GOTHAM'S STREETS SPEEDING BY, HOP INTO THE DARK KNIGHT TRILOGY'S TUMBLER FOR THE MOST EPIC 4D VIDEO MOMENT EVER, INCLUDING WIND IN THE FACE, SOUND EFFECTS, AND MORE.



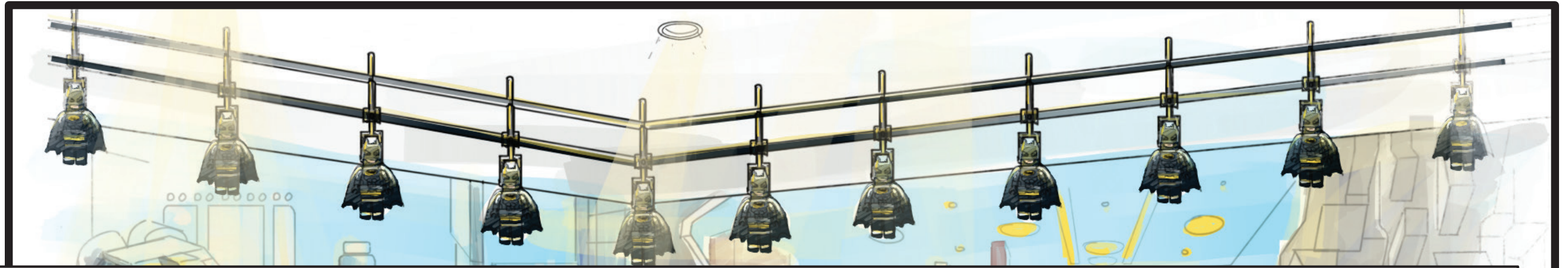
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ARKHAM ASYLUM: CAN YOU FIGURE OUT THE PUZZLING PLOT IN BATMAN: ARKHAM ASYLUM GAME'S RIDDLER ROOM? STEP ONTO THE "?" IN THE MIDDLE OF THE FLOOR TO CHANGE THE PHYSICAL ENVIRONMENT TO HELP SOLVE CLUES. INTERACTIONS WOULD INCLUDE:

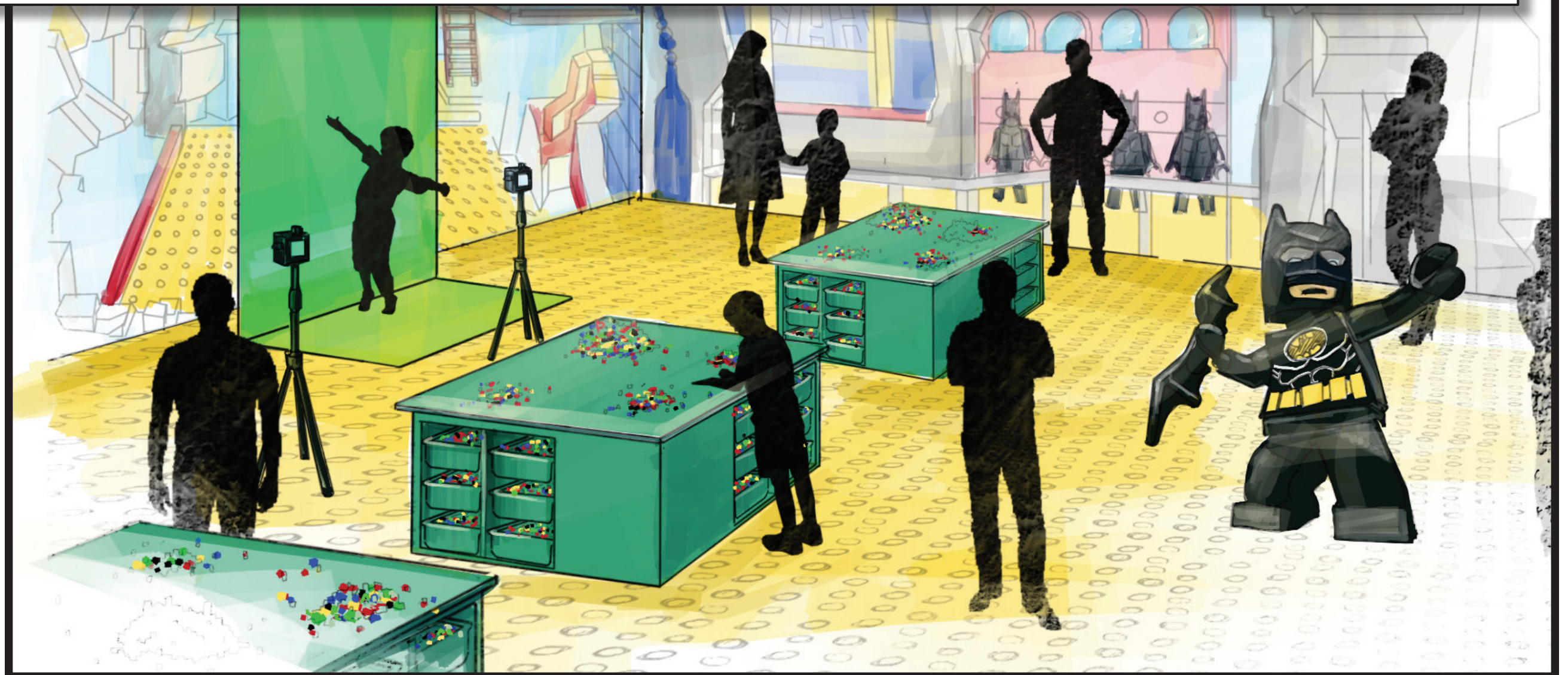
- EVERY OTHER LETTER IS WRITTEN ON THE WALL. STEP ON A BUTTON AND REMAINING LETTERS APPEAR
- HEAR RIDDLER GIVE THE ROOM A PUZZLE TO SOLVE
- STEP ON 2 BUTTONS AT ONCE - OR IN A PATTERN - AND BLACK LIGHTS TURN ON AND REVEAL HIDDEN RIDDLES.



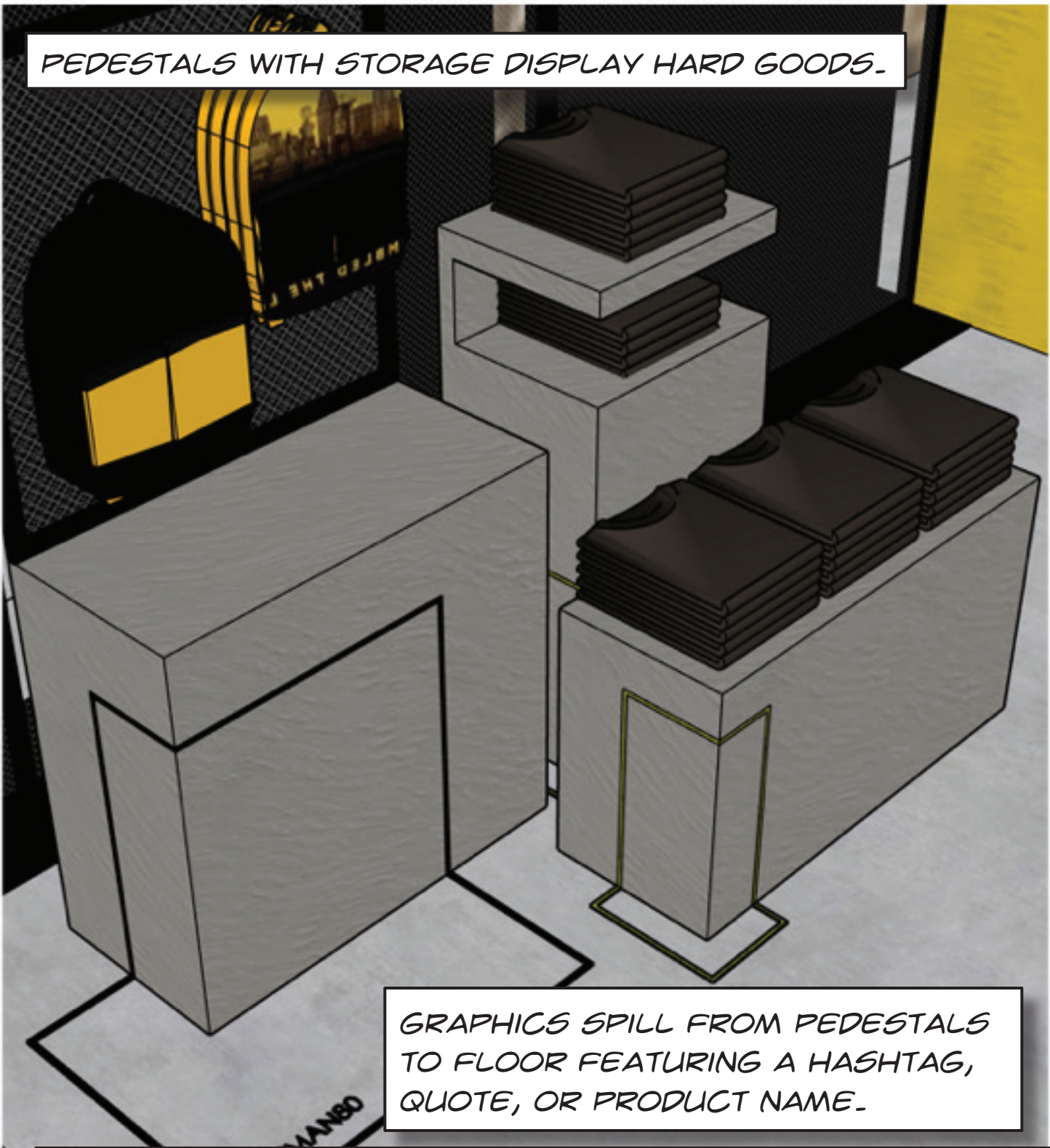
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LEGO BATMAN: LET YOUR IMAGINATION SOAR IN THE LEGO BATMAN MOVIE BATCAVE. TAKE A PHOTO WITH A GIANT LEGO BATMAN AND THEN MAKE YOUR OWN LEGO CREATION AND WATCH IT FLY ALONG THE THE PULLEY SYSTEM AROUND THE ROOM. WANT TO SEE YOUR CUSTOM CREATION BECOME LARGER-THAN-LIFE? STEP INSIDE THE GREEN SCREEN BOOTH TO TAKE A PHOTO WITH YOUR NOW LIFE-SIZE CREATION!



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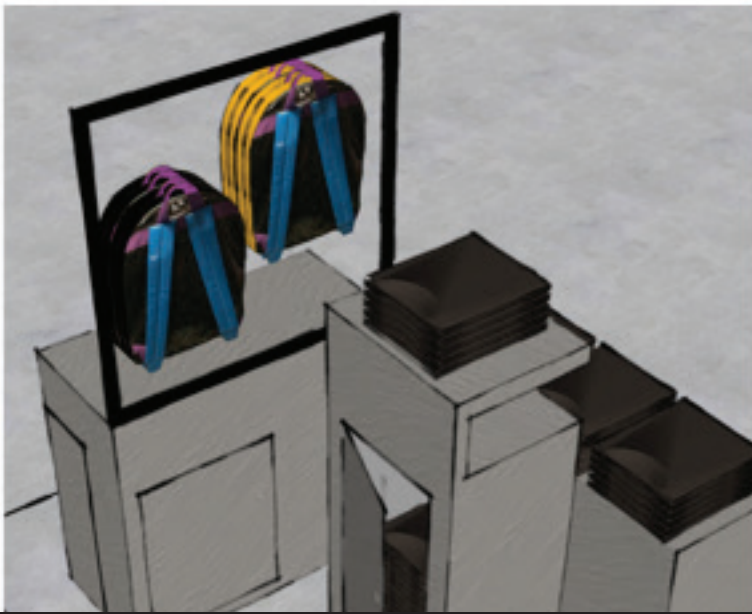


PEDESTALS WITH STORAGE DISPLAY HARD GOODS.

GRAPHICS SPILL FROM PEDESTALS TO FLOOR FEATURING A HASHTAG, QUOTE, OR PRODUCT NAME.



SLAT WALLS PROVIDE DISPLAY FLEXIBILITY.



BATMAN MERCHANDISE GIFT SHOP: WHILE SHOPPING FOR YOUR BATMAN GEAR AND MEMORABILIA IN THE BATMAN GIFT SHOP, STEP INSIDE A BATMAN ACTION FIGURE BOX FOR A BATMAN MANIA PHOTO MOMENT.