

Shopping destination McArthurGlen Designer Outlets and Jasmin Vardimon Company partnership to bring new Alice in VR Wonderland' experience to Centre guests nationwide

Audiences will be invited to step out of the ordinary and into the unexpected, fantastical and fearless world of Alice - a multi-sensory virtual reality experience

The 2022 UK tour further cements McArthurGlen Designer Outlets' commitment to supporting the arts and creative industry, and the Jasmin Vardimon Company's position at the forefront of using digital technologies to reach new audiences



11 November 2021: McArthurGlen Designer Outlets and world-renowned Jasmin Vardimon Company are collaborating to bring contemporary dance to new audiences through a multi-sensory experience tour.

'Alice in VR Wonderland' is Jasmin Vardimon Company's first immersive virtual reality experience, based on Lewis Carroll's well-known story 'Alice in Wonderland'. The experience is a re-imagined take on this timeless tale, presented through the filter of Jasmin Vardimon's unique creative process.

Starting its journey at McArthurGlen Designer Outlet Ashford in Spring 2022, the tour will travel across the UK to all seven of McArthurGlen Designer Outlets, spending approximately 10 days in each location, with the ambition to bring performance art to new audiences and to enhance the guest experience.

Audiences will be invited into a specially designed truck for the 20-minute experience. Comfortably seated and using virtual reality headsets, audiences will be immersed in a spectacular 360-degree wonderland, following Alice on her adventures as she meets the famously weird and wonderful characters from the much-loved children's tale.

Audiences will feel up close and personal with the talented performers of the Jasmin Vardimon Company in a magical, multi-sensory adventure and be completely immersed in a stunning VR Wonderland.

This innovative new project has been made possible with the support of McArthurGlen Designer Outlets, Arts Council England, The Gulbenkian Theatre, Kent County Council and DanceEast, and comes at a vital time following the impact which the creative industry has faced since the global pandemic.

John Ralston, Regional Director UK and Canada at McArthurGlen Comments:

“McArthurGlen is thrilled to be able to continue developing our partnership with the Jasmin Vardimon Company through this new and exciting nationwide experience.”

“The arts industry will remain a sector which as a brand we’re committed to support and are excited to help bring this incredible artform to centre guests at McArthurGlen Designer Outlets.”

Jasmin Vardimon, Artistic Director at the Jasmin Vardimon Company:

“We are excited to present this new virtual world to audiences all over the country through this unique partnership between a retail giant and an arts organisation. Creating this immersive 360 artwork has been an adventure for us, and we are grateful for the support we received from our commissioning partners for making it happen. This tour and partnership with McArthurGlen Centres will help us reach new audiences and present the amazing work of our talented dancers.”

Tour Dates Confirmed

Ashford Designer Outlet: 8 – 20 February

East Midlands Designer Outlet: 25 February – 6 March

York Designer Outlet: 11 – 20 March

West Midlands Designer Outlet: 25 March – 3 April

Cheshire Oaks Designer Outlet: 8 – 17 April

Swindon Designer Outlet: 22 April – 1 May

Bridgend Designer Outlet: 6 – 15 May

-Ends-

About McArthurGlen

McArthurGlen Group, Europe’s leading owner, developer and manager of designer outlets, was founded in Europe by the Kaempfer Partners in 1993. The pioneer of designer outlet retailing in Europe, McArthurGlen has since developed 700,000 sq m of retail space. The company currently manages 26 designer outlets in 10 countries: Austria, Belgium, Canada, France, Germany, Greece, Italy, the Netherlands, Spain and the UK delivering total portfolio revenues of over 4.5 billion euros a year.

The centres are home to the most sought-after luxury and premium brands, and offer over 90 million fashion-loving customers year-round savings in vibrant, high-quality shopping environments.

In 2013, McArthurGlen became a joint venture between the Kaempfer Partners and Simon Property Group Co. (NYSE SPG), a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations.

As part of its on-going expansion, McArthurGlen is under way or in planning with two new designer outlets: Paris-Giverny (France) and Remscheid (near the German cities of Cologne and Düsseldorf).

About Jasmin Vardimon Company

A leading force in British dance theatre for nearly twenty years, Jasmin Vardimon has built a reputation for challenging, exciting and visually stunning dance and continues to add to the body of critically acclaimed, artistically respected yet accessible work both for the company she formed in 1997 and for some of the leading dance companies across the world. Born and raised in Israel, she has been an Associate Artist at Sadler's Wells since 2006, Jasmin has also been recognised with the positions of Associate Artist at The Place in 1998 and at Yorkshire Dance as a Partner from 1999 – 2005. In 2014 she was awarded an honorary doctorate from The Royal Holloway University and in 2018 she received an honorary fellowship from the Institute of the Arts Barcelona.

Jasmin Vardimon Company is supported by Kent County Council & Arts Council England.

www.jasminvardimon.com