Alice Immersive Wonderland A World Premiere



A TIMELESS STORY. AN EXTRAORDINARY NEW JOURNEY.

More than 160 years after Lewis Carroll first introduced readers to Wonderland, Alice Immersive Wonderland brings his extraordinary literary universe to life in a major new immersive production making its world premiere in London.

Opening at **Dock X, Canada Water on 13 November 2026**, the approximately 120-minute experience unfolds across ten immersive spaces and 26,000 sq. ft., inviting audiences to follow Alice through life-size room sets, and meet iconic characters along the way.

From the moment Alice follows the White Rabbit, reality begins to shift. Doors refuse to open. Scale becomes unreliable. Time stops making sense. The Caterpillar asks a deceptively simple question: *Who are you?*, while the Cheshire Cat challenges the very idea of sanity. By the time Alice reaches the Queen's world, Wonderland's logic has taken over entirely.

Rather than reproducing a single familiar image of Alice, the production returns to the ideas that have made Carroll's books endure for generations: identity, growing up, rules and their absurdity, madness, curiosity, imagination, and the uncertain border between dreams and waking life.

Designed to work on several levels at once – spectacular and playful for children, richly literary for adults – Alice Immersive Wonderland is a production for families, friends, couples, school groups and lifelong lovers of the book alike.



Alice in numbers

26,000 SQ. FT.
of Wonderland



10
immersive spaces



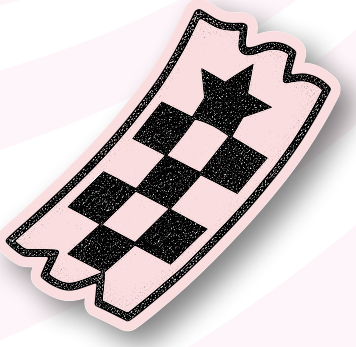
120 MINUTES
following Alice's extraordinary story



360°
projection-mapped finale



13 NOVEMBER 2026
World Premiere – London



A STORY MADE TO BE STEPPED INTO

FOLLOW ALICE. QUESTION EVERYTHING.

At the heart of Alice Immersive Wonderland is a story, and the visitor is inside it.

Audiences do not simply enter a collection of Wonderland-inspired environments: they follow Alice as her journey unfolds, encountering the characters and questions that shape her passage through Wonderland.

As Alice ventures deeper into Wonderland, familiar rules begin to unravel. Each new encounter challenges her understanding of the world around her, inviting audiences to embrace the unexpected, question what they think they know and see things from a different perspective. Through shifting perspectives, playful absurdity and moments of wonder, visitors become part of a journey where nothing is quite as it seems.

Throughout the journey production, Lewis Carroll accompanies visitors as a narrative presence, an author watching his own story unfold, commenting on Alice's adventures with an affectionate voice and drawing the audience towards the ideas hidden beneath the nonsense.

The result is a contemporary theatrical interpretation that remains rooted in Carroll's writing while using life-size room sets, immersive technology and live performance to let audiences experience the story from within.



The Journey Through Wonderland

PROLOGUE
FOLLOW THE WHITE RABBIT

The story begins with a live performance that welcomes audiences into Wonderland. The White Rabbit sets Alice's extraordinary journey in motion as the familiar world begins to slip away.



DOWN THE RABBIT HOLE
ALICE'S DESCENT INTO WONDERLAND BEGINS

Perspective becomes unreliable and the visual language of Carroll's world starts to take over as audiences follow her further from reality.

THE DOORS ROOM
CURIOUSER AND CURIOUSER

Alice finds herself surrounded by doors she cannot open. A golden key, a mysterious bottle marked *Drink Me* and a cake marked *Eat Me* begin her extraordinary changes in scale.
As Alice grows and shrinks, the first of the production's central questions emerges: if everything about you can change, are you still the same person?



THE DEN OF THE CATERPILLAR
WHO ARE YOU?

Among giant mushrooms and strange vegetation, Alice encounters the Caterpillar. His apparently simple question, *"Who are you?"*, becomes one of the central threads of the journey. After changing size repeatedly, Alice is no longer entirely certain of the answer.
The encounter transforms one of Carroll's most famous exchanges into a playful exploration of identity, transformation and growing up.

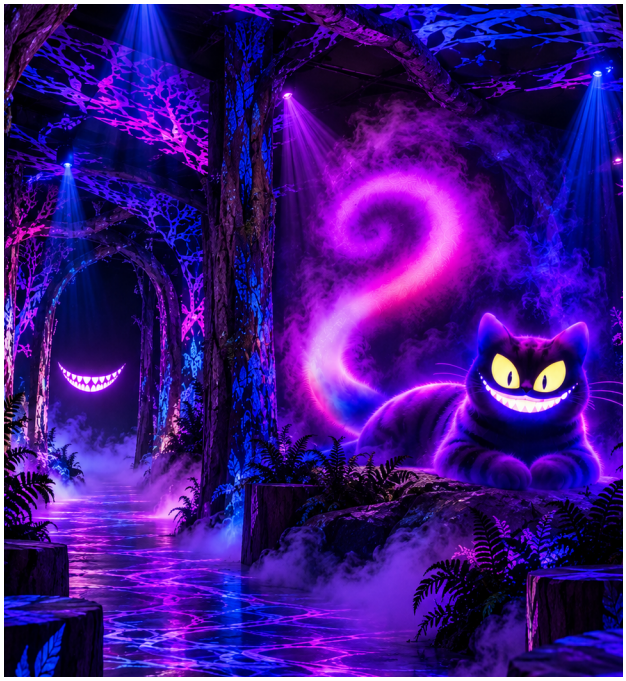


RABBIT HOUSE
NOTHING IS QUITE THE RIGHT SIZE

Alice's changing proportions continue to turn the familiar into the absurd. Scale, perspective and expectation are overturned as her journey becomes curiouser still.

THE FOREST OF THE CHESHIRE CAT
WE'RE ALL MAD HERE

Deep within Wonderland, Alice encounters one of Carroll's most enigmatic creations.
The Cheshire Cat turns logic inside out, questioning Alice, as well as the audience, about madness, direction and whether there is really any meaningful distinction between the sane and insane in Wonderland.



THE MAD TEA PARTY
TIME HAS STOPPED

At one of literature's most famous tea parties, Alice enters a world where clocks no longer behave and conversation follows its own impossible logic.

The Hatter and March Hare draw her deeper into Wonderland's absurdity as theatrical storytelling, design and illusion transform the iconic scene around the audience.



THE QUEEN'S COURT
WELCOME TO HER KINGDOM

Alice's journey leads into the Queen's eccentric world.

Here, live actors embody members of the Queen's court as audiences move through a theatrical environment inspired by playing cards, chess, topiary and the Queen's own peculiar rules. Playful moments – from chess to Flamingolf – are woven into the wider narrative, before guests arrive at the Queen's iconic throne.



CARROLL'S CASTLE
THE STORY BEHIND WONDERLAND

After travelling through Alice's story, audiences discover the world behind it.

Carroll's Castle explores Charles Lutwidge Dodgson (better known by his pen name Lewis Carroll), the creation of Alice's Adventures in Wonderland, its Victorian context and the extraordinary cultural afterlife of the books.

Through archive material, interpretation and visual storytelling, the space considers how Alice has moved beyond literature to influence art, music, fashion, film and popular culture.



HALL OF DREAMS
THE EMOTIONAL FINALE
ARE YOU DREAMING OR ARE YOU AWAKE?

Alice Immersive Wonderland's journey takes a final detour to the Hall of Dreams, a monumental 360° projection-mapped finale bringing together the questions that have followed Alice throughout her journey.

In a surreal trial, Alice is confronted with four accusations: not knowing who she is, growing up, dreaming and being mad.

Characters and ideas encountered throughout Wonderland return as Alice is forced to confront what she has learned, and audiences are invited to question their own relationship with identity, rules, imagination and reality.

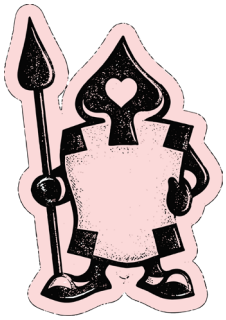
Surrounded by monumental imagery, sound and music, the finale shifts the experience from spectacle towards reflection: How certain are we that we are awake? At what point do we grow up? And who decides what is normal?

The journey ends not with a simple answer, but with one final invitation to wonder.





Meet the characters of Wonderland



ICONIC CHARACTERS, REIMAGINED

At the heart of Alice Immersive Wonderland are the unforgettable characters that have made Lewis Carroll's story a timeless classic.

Throughout Alice's journey, each encounter draws her deeper into Wonderland and brings new questions to the surface, from identity and transformation to madness, rules and growing up. Wonderland's iconic characters come to life in different ways throughout the experience, combining pre-recorded cinematic performances, immersive projections, spectacular sets and theatrical storytelling.



Curious, questioning and increasingly determined, Alice is at the heart of the story as she attempts to make sense of Wonderland — and of who she is becoming.



Always in a hurry and forever just out of reach, the White Rabbit is the catalyst for Alice's adventure, leading her away from the familiar and into Wonderland.



An embodiment of Wonderland's wonderfully absurd logic, the Hatter draws Alice into a world where time, conversation and reason no longer follow familiar rules.



With one deceptively simple question — "Who are you?" — the Caterpillar challenges Alice's sense of identity at a moment when everything, including her own size, seems to be changing.



Enigmatic and mischievous, the Cheshire Cat challenges Alice's understanding of madness, direction and the strange logic of Wonderland.



A key figure of the Mad Tea Party, the March Hare joins the Hatter in one of Wonderland's most delightfully nonsensical encounters.



Imperious, unpredictable and larger than life, the Queen presides over a world of arbitrary rules and impossible logic.

LEWIS CARROLL
THE NARRATOR
(VOICED BY MICHAEL ASHTIANY)



Lewis Carroll accompanies the entire journey as a playful, knowing narrative presence: part author, part guide, part commentator on his own creation. He watches Alice move through Wonderland, teases her, questions her certainties and speaks directly to the audience, drawing them into the same puzzles of identity, madness, dreams and rules that shape her journey.

His voice creates a constant bridge between story and interpretation, fiction and reflection. Sometimes affectionate, sometimes ironic, occasionally unreliable, he helps turn the experience into something more than an adaptation: a conversation between Carroll, Alice and the audience themselves.

Keys of Knowledge Discovering the World Behind Alice

LOOK CLOSER. WONDERLAND HAS MORE TO SAY.



Interwoven throughout the journey, a series of narrative Keys of Knowledge, hosted by English comedian, writer and broadcaster Paul Taylor, offer additional insights into Carroll's universe, its language, characters, cultural references and enduring legacy.

These moments complement the theatrical journey, giving curious minds another way to explore the ideas behind Wonderland.





An experience for every visitor

Alice is one of the rare stories that belongs to everyone: read at six, re-read at thirty-six, quoted at sixty. Alice Immersive Wonderland has been designed so that each visitor finds their own way through it.

FOR FAMILIES

Recommended for children aged 3 and up, the production is built to be explored at a child's height as well as an adult's: child-level story panels in every room, hands-on moments (the Rabbit House, the Doors Room dioramas, flamingo golf in the Queen's garden), characters to meet, and no jump scares.

FOR THOSE WHO GREW UP WITH ALICE

Rooted in Carroll's original work, the production offers a fresh interpretation of its most iconic scenes, from the Doors Room and the Caterpillar to the Tea Party and the Queen's croquet ground. Carroll's Castle and the Keys of Knowledge offer deeper insights for those familiar with the books, while the finale revisits the timeless questions that have made Alice's story resonate across generations.

FOR SCHOOLS AND GROUPS

A dedicated schools programme with education rates, free accompanying-adult places and curriculum links to English literature, the Victorians and logic. Group rates for parties of 15 or more, and private hire of the venue for corporate events and celebrations.

The Alice Tea Party

STAY A LITTLE LONGER IN WONDERLAND

The magic continues beyond the immersive journey at The Alice Tea Party, a whimsical Tea Room inspired by Lewis Carroll's unforgettable world.

From playful cakes and imaginative drinks to Wonderland-inspired culinary creations, the menu brings a delicious twist to the story's most iconic characters and settings.

Guests can choose from five themed offers: The Little Squire for children, The Cheshire Treat for adults, The Drunken Hare featuring alcoholic drinks, The Very Tipsy Hatter with a bottomless



offering, and The Wonderland Feast, designed for groups.

For those seeking an even more extraordinary adventure, the Mad Hatter Experience offers a premium journey through Wonderland, including Fast Track entry, exclusive surprises and interactions, a special treasure hunt, a collectible tote bag and a food and drink treat to enjoy in the Tea Room.

Private events & corporate hospitality



Alice Immersive Wonderland also opens its doors to exclusive private events, offering an unforgettable setting for corporate celebrations, client entertainment and special occasions.

In partnership with Mark Butler Associates (MBA), bespoke private evenings can be arranged for groups of 80 to 800 guests, combining the immersive experience with tailored hospitality and food and beverage options.

Whether enjoying a playful treat after the journey or celebrating a special occasion in Wonderland, the adventure doesn't have to end when the story does.

Reimagining Alice
The Creative Approach



A NEW VISION OF CARROLL'S TIMELESS STORY

Alice Immersive Wonderland began with a simple creative ambition: to let audiences enter Carroll's world without losing the intelligence, strangeness and wit of the original work.

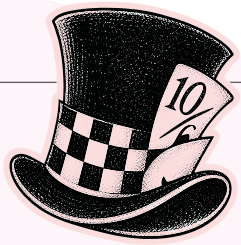
Rather than illustrating the book literally, the creative team chose to reinterpret its logic. Wonderland becomes a place of disorientation, where scale shifts, perspectives distort, rules become unstable and the familiar gradually turns strange.

Scenography, performance, projections, costume, sound and music all contribute to that transformation. Each medium is used not as decoration, but as a way of making Carroll's ideas physical: identity, dreams, madness, authority, imagination and the absurdity of rules.

The aim is for audiences to follow a journey close to Alice's own: curious, amused, confused, occasionally frustrated, and constantly pushed to question what they see.

Faithful to the spirit rather than the form of the book, the production embraces theatrical and visual invention to create a Wonderland of its own: playful and spectacular on the surface, with deeper literary, philosophical and cultural layers beneath.





Expert Advisory Committee

ROOTED IN CARROLL'S WORK

The development of Alice Immersive Wonderland has been supported by specialists in English and Victorian literature, helping the creative team remain connected to Lewis Carroll's original texts, historical context and extraordinary literary legacy.



EXPERT ADVISORY

Professor Robert Douglas-Fairhurst is professor of English Literature at the University of Oxford, Fellow of Magdalen College and of the Royal Society of Literature. A leading specialist in Victorian literature and the life and work of Lewis Carroll.



EXPERT ADVISORY

Lawrence Gasquet is professor of English Literature at Université Jean Moulin - Lyon 3, specialising in nineteenth-century British literature and the interrelations between visual and verbal arts.

The Creative Team

AUTHOR

Ariane Raynaud is a theatre director, playwright and actress, and founder of Big Drama, a pioneering immersive theatre company in Paris.

CREATIVE DIRECTION

Jean Vergès

CREATIVE PRODUCTION

Rebecca Douani

SCENOGRAPHY

Sophie Liger & Agathe Perreault

WRITTEN BY

Ariane Raynaud

MUSIC DIRECTION

Alexis Pivot for Big Drama

PHOTOGRAPHY

(c) Anthony Lycett

Cités Immersives

Cités Immersives is the leading French producer and operator of large-scale immersive cultural experiences. Combining storytelling, heritage, technology and monumental scenography, the company creates original productions designed to make culture accessible, emotional and engaging for a wide range of audiences.

CITÉ IMMERSIVE DES FABLES

France's highest-rated immersive exhibition.
Paris - https://fables.cites-immersives.fr/paris/

CITÉ IMMERSIVE VIKING

Rouen - https://viking.cites-immersives.fr/

RIVAJ GROUP & ENCORE PRODUCTIONS

Encore Productions is one of France's leading live entertainment producers. Since 1987, it has promoted legends such as The Rolling Stones, Michael Jackson, Madonna and U2, and brought blockbuster exhibitions including Harry Potter, Jurassic World, Disney100 and Imagine Van Gogh to audiences across Europe and North America. In 2014, it joined RIVAJ Group, formerly Fimalac Entertainment, one of Europe's major live entertainment groups, behind the tours of stars such as Céline Dion. Together, they now bring their expertise in creation, touring and audience development to Alice Immersive Wonderland.

Practical information

ALICE IMMERSIVE WONDERLAND

OPENING
13 November 2026

VENUE
Dock X, Surrey Quays Road, London SE16 2XU

NEAREST STATION
Canada Water
(Jubilee Line & London Overground)

DURATION
Approximately 120 minutes

ADULT TICKETS
from £26

CHILD TICKETS
from £19

FAMILY TICKETS
from £20 per person for groups of 4–6
Booking fees apply.

ON SALE
6 October 2026

SOCIAL
@aliceimmersivewonderland

WEBSITE
aliceimmersivewonderland.com

RECOMMENDED AGE
3+ years old

PRESS CONTACTS
Mance Communications
Meri: meri@mancecommunications.com

PARTNERS

PRODUCED BY
Cités Immersives with Rivaj Group / Encore Prod

PROMOTED IN THE UK BY
FKP Scorpio Entertainment UK Ltd

TICKETING
Fever

