

Title Landsec and Holovis launch UK's first large-scale immersive projection domes
From Landsec
Date 09 September 2025

Landsec has partnered with Holovis, a global leader in immersive experiences, to launch ApolloDomes, the UK's first large-scale immersive projection domes, at some of the nation's most popular retail destinations.

This Autumn, shoppers at Gunwharf Quays in Portsmouth will have the opportunity to explore new worlds through spectacular immersive theatre, striking visual projections and unprecedented event-scale production.

The two 19-metre indoor domes use cutting-edge AV technology to deliver unforgettable, immersive and multi-sensory adventures that cater for all audiences, meeting the growing demand for experiential entertainment.

The experiences have been developed by Holovis' award-winning creative team whose previous projects include work for Alton Towers, SeaWorld Yas Island and LEGOLAND® New York. To help bring ApolloDomes to life, Mark Hurry has recently joined as Producer for Holovis - with his credits including award winning immersive theatrical productions including Immersive Peaky Blinders, Doctor Who -Time Fracture and The Great Gatsby - Immersive Experience.

Debuting with two seasonal experiences for Halloween* and Christmas, Gunwharf Quays will invite shoppers to step into a new reality filled with captivating storytelling and interactive elements, creating a truly unforgettable visit.

Landsec and Holovis plan to expand their partnership over the coming year, giving visitors across the UK the opportunity to be immersed in ApolloDomes' digital, theatrical adventures.

The partnership is a first of its kind in the UK retail sector setting a new benchmark for innovation and engagement in shopping destinations across the country.

Ben Padley, Head of Consumer at Landsec said: "By bringing Holovis' next-generation immersive entertainment to the UK for the very first time, our partnership will enhance some of our most popular shopping destinations into spaces that inspire, entertain, and create memorable moments for visitors of all ages.

"Visitors increasingly want dynamic destinations where they can be entertained, eat, drink and shop all under one roof. We're meeting that demand by pioneering new concepts, creating experience-led places which go beyond what guests might expect from retail destinations."

Stuart Hetherington, CEO of Holovis, added: "ApolloDomes represents a first of its kind experience, blending next-gen projection technologies and media with world-class immersive theatrical performances to transport guests to an exciting, seasonal destination. We're extremely proud to be embarking on this journey with Landsec and are very excited to bring this level of immersive experience to guests in the UK."

ENDS

NOTES TO EDITORS

*Tickets for Pumpkinville go on sale 17 September and the experience runs from 24 October to 2 November. In the daytime, families can join The SpookAdemy, a playful Halloween school for children, and unwind afterwards in The Lantern Lounge, a themed café and bar. At night, the domes transform for adults, with themed bars, vintage horror screenings at Pumpkin Picturehouse .

Images of the Halloween and Christmas dome experiences at Gunwharf Quays are available [here.](#)

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ABOUT LANDSEC

We identify and shape places that create opportunity, enhance quality of life, and bring joy to the people connected to them.

This is how we've created the UK's leading portfolio of urban places and one of the largest real estate companies in Europe.

Our £10 billion portfolio is built around premium workplaces, the country's pre-eminent retail platform, and a residential pipeline that will redefine urban life.

We've honed this ability over 80 years. Spotting the opportunities, building the partnerships, and continually adapting to shape the places that meet the needs of a changing world.

Places where life happens. Where businesses grow. And where cities are defined.

Find out more at [Landsec.com](https://www.landsec.com)

ABOUT HOLOVIS

Holovis creates world-class experiential solutions for global themed entertainment, visitor attractions and enterprise clients.

Specialising in creative-design, systems integration, complex AV, interactive and immersive technologies, software development, motion systems and SFX, to deliver award-winning and market-defining attractions, experiential content, digital centrepieces and turnkey attractions.

Holovis leverages their synergistic capabilities from their diverse interdisciplinary teams to create unique solutions which mix cutting-edge technologies with innovative storytelling and immersive learning.

With offices in the UK, US (Orlando), China (Shanghai) and the UAE (Abu Dhabi), Holovis solutions are created by their global teams of specialist engineers, developers, creatives, producers, data scientists and project managers.