

SCREAMWORKS

OPEN HOUSE – The UK’s Largest Escape Game

This Halloween, ScreamWorks’ launches the UK’s largest indoor escape game, set within an entire 11 room house in East London.

London, UK – 2 September 2024

When people think of escape rooms, they typically picture being confined to one or two rooms for an hour, solving puzzles and unlocking padlocks in a race against time.

Open House redefines this concept as the UK’s largest indoor escape game, sprawling across 11 rooms and two floors of an entire house in Bethnal Green. In this IRL RPG-style adventure, guests take on the role of potential buyers attending a viewing of a creepy Victorian mansion with a dark past.

Despite its modest price tag of £666k, the property’s sale has proven so challenging, estate agent Jason Shepherd has decided to hold an open house event, in a last-ditch effort to find a buyer. To ensure that attendees stay the course and properly explore all of the rooms, Shepherd has set up games and challenges throughout the house and is bribing attendance with the promise of free booze and prizes.

What could possibly go wrong?



THE LAST HOUSE YOU’LL EVER BUY...

OPEN HOUSE

THE ESCAPE GAME

REDUCED FOR QUICK SALE

£666,666*

PROPERTY TYPE
House

ROOMS
11

CAPACITY
2 - 21

TENURE
60 or 90 MINS

*100% NOT HAUNTED!!!



“Since ScreamWorks’ inception in 2022, we have alternated between producing immersive theatre and escape rooms. Open House combines these two formats into a single experience that will be enjoyed equally by both escape room enthusiasts and immersive theatregoers. Open House is our largest most immersive offering yet.

We have teamed up with a number of brands to incorporate their products into our games and puzzles. Our sponsors’ products will not only enhance the experience for our guests but also drive our narrative forward. For sponsors, this is an exciting opportunity for experiential marketing and a rich source of user-generated content.”

- Gary Stocker, CEO, ScreamWorks

MEET JASON



Meet Jason Shepherd, an estate agent famous for his 100% success rate in selling ‘difficult’ homes. Well, he’s going to have his work cut out with this one.

True to his company motto—“*No One Can Stop Us*”—Jason has a plan up his sleeve: To showcase its potential, he’s organized an open house event unlike any other, featuring a fully immersive escape game. The event, designed in collaboration with several well-known household brands, aims to help visitors envision the home’s possibilities through a series of engaging challenges and puzzles.

For instance, a leading spa company has created a game featuring a luxurious jacuzzi, to cleverly divert attention from the ominous blood-stained walls. Meanwhile, a HiFi retailer has set up an impressive home cinema in the living room, as part of a karaoke challenge, to illustrate how this former crime scene could be reimagined as a state-of-the-art entertainment hub.

This unconventional method of selling challenging properties isn’t entirely new ([Daily Mail, 2018](#)), but *Open House* takes it to an unprecedented level.

TRAILER

View Jason’s trailer at: <https://www.youtube.com/watch?v=UROFutiZZnU>

PRIZES AND FREEBIES

Participants will be able to win prizes for successfully completing challenges and will have access to complimentary drinks and snacks during the event—if they can figure out how to unlock them!

DIGITAL SOUVENIRS

Visitors will be given free post-show access to any photos and videos captured during key moments of their property viewing.

BOOKING LINK

Tickets are available to purchase online at www.screamworks.london

NOTES TO EDITORS

A CHOICE OF DURATION AND SCARE FACTOR

To cater for a diverse audience, ScreamWorks offers two distinct versions of *Open House* each with a different scare factor: A 60-minute game, priced at £35.00, with a scare rating of 1/5, designed for those who prefer games and puzzles over narrative; and, a 90-minute version, priced at £45.00, offering a more intense, narrative-driven experience with a heightened scare rating of 3/5.

Open House - 60 Minute Game	Open House - 90 Minute Game
Less scary, more focus on games and puzzles	Scariest, more focus on narrative
Scare factor 1 / 5	Scare factor 3 / 5
2 – 21 Players	2 – 7 Players
Age: 13+ (u.18s must be accompanied by a responsible adult)	Age: 18+
Accessible, suitable for pregnant persons	Not suitable for pregnant persons, persons with access needs should email info@screamworks.co.uk in advance of booking
£35.00 per person	£45.00 per person

CAPACITY

Traditionally, escape rooms have only been able to accommodate a small number of simultaneous players. Due to its immense scale and its innovative layout, Open House can accommodate up to 21 simultaneous players making it an ideal choice for corporate teambuilding events.

PAST SHOWS AND AWARDS

Named [London's top horror producer](#) by the critics and boasting the highest customer reviews among its competitors on [Google](#), ScreamWorks has continually pushed the boundaries of immersive horror since their debut in 2022. Past shows include *Bloodbath* (Dec 2022 – May 2023), *Horror House* (May – Aug 2023), *The Ghost Hunt* (Oct 2023) and *The Haunted House* (Nov 2023 – Sept 2024). Their relentless innovation earned them the prestigious [ScareCON Award for Best New Experience in 2023](#).

LINKS / SOCIAL MEDIA

ScreamWorks



<https://www.screamworks.london/openhouse>



<https://www.instagram.com/screamworksuk/>



<https://www.facebook.com/screamworks>



<https://www.youtube.com/channel/UCayaUG1dhF8awB9y59dHvaQ>



<https://www.tiktok.com/@screamworksuk>

Jason Shepherd



<https://www.instagram.com/jasonshepherdrealestate>



<https://www.ritemove.uk>

For media enquiries, please contact:

Kaitlin Adams

PR Manager

ScreamWorks

info@screamworks.co.uk

For sponsorship enquiries, please contact:

Gary Stocker

Managing Director

ScreamWorks

info@screamworks.co.uk

Press media can be accessed at:

<https://www.screamworks.london/ohpress>