



Media Release

## Australia's biggest Funlab precinct launches in Melbourne, releasing an unparalleled world of fun

*The out-of-this-world precinct will house Victoria's first Hijinx Hotel, along with Funlab favourites Holey Moley, Strike Bowling, and Archie Brothers Cirque Electriq.*

**March 2, 2023** – Open now, fun-loving Melbournians can play till they drop at Funlab's new competitive socialising precinct in Chadstone's The Social Quarter. The largest Funlab precinct in Australia, Chadstone is the first location to house four of the brand's famously fun destinations: the much-anticipated Hijinx Hotel, Victoria's first quirky New York hotel themed immersive game rooms, alongside Holey Moley, Strike Bowling, and Archie Brothers Cirque Electriq.

The immense 3,611 sqm precinct offers unmatched levels of fun, entertainment, and sensory experiences for guests. With something for everyone, the 1,050-occupancy precinct will boast four bars, 62 arcade machines, eight bowling lanes, ten immersive game rooms, and 18 holes of mini-golf...in other words, a kidult (and kid) paradise!

The interior of each venue is themed to transport guests into worlds of wonder and intrigue – from Strike's Grand Central Station; a Chadstone exclusive, to a quirky twist on a New York style hotel for Hijinx Hotel, a circus wonderland in Archie Brothers Cirque Electriq, and par-fect nostalgic minigolf game at Holey Moley.

Taking competitive socialising to the next level, the new venue combines Funlab's wildly popular games and activities with delicious food and beverage options. The result is an unparalleled entertainment hub providing guests with multiple opportunities to socialise, and enjoy a quirky cocktail, with a little bit of healthy competition sprinkled in.

Funlab CEO Michael Schreiber said having four venues under one roof is an important milestone for Funlab, leaning into the company's motto as Australia's premiere creator of competitive socialising experiences.

"We want to give people a variety when it comes to socialising with friends and family. Gone are the days of simply going to dinner, a bar, or an activity – we are combining all three to create the ultimate fun experience for everyone to enjoy. Our venues have been designed with competitive socialising at the forefront, so we can't wait for guests to create fun, out-of-this-world memories with their friends and families at Chadstone.

"This is our biggest and highest quality fitout to date, so we went above and beyond to ensure each element of the experience is extraordinary...from our crazy cocktails, to the details in our Hijinx Hotel rooms, and our Chadstone exclusive railway-themed Strike," Mr Schreiber said.

## **The wondrous Hijinx Hotel**

Melbourne locals and visitors will be the first in Victoria to take on the frenzied, fantastical, and instagrammable challenges that Hijinx Hotel throws at them. Made up of immersive game rooms, Hijinx Hotel delivers fun in spades for the young and young at heart.

No ordinary hotel - instead of living it up for a night, this immersive interactive game experience is designed for guests to play, not stay. From the moment guests enter the marble clad lobby, to the pictures on the walls (are they real?!) Hijinx Hotel combines the theme, wonder, and theatre of a quirky New York style hotel, with whimsical delight reminiscent of Willy Wonka and Wes Anderson.

Each room is highly game-ified and uniquely designed for between two and six players to work together to complete challenges in a four-minute window, scoring points on a leaderboard and competing with other teams. Iconic Hijinx Hotel rooms: Adore-a-ball, As Seen on TV, Rubiks, Piano, and Scrambled, will all be featured.

When the challenges are complete, guests can take a seat in the terraced outdoor bar and enjoy the Instagram-worthy Bubble and Pop cocktail, or savour all the classics with a selection of non-alcoholic options and food items.

## **Spare time? Roll into Strike Bowling**

Say goodbye to ordinary bowling, as Strike's fun extravaganza is up everyone's alley, with bowling and escape rooms on offer. Exclusive to Chadstone, Strike is styled to look like the inside of a train station, taking its cues from Grand Central Station in New York. Guests can self 'check-in' to this immersive experience as if they are buying a ticket to a train ride, hop on through the train to the bowling station, and roll a strike on the lanes featuring world-first augmented projection mapping technology.

Before hitting the lanes, bowlers will also have the option of donning a range of unique Chadstone bowling shoes in a variety of fun designs, or spruce up their existing shoes with an authentically London-styled shoeshine stand.

As soon as hunger strikes, guests can head down to the fully equipped bar and sample cocktails and gourmet kitchen offerings - before heading back to the lanes for round two!

## **Step right up to Archie Brothers Cirque Electriq**

A feast for the senses, Archie Brothers Cirque Electriq is a circus wonderland where guests can try their luck with a kaleidoscopic raft of traditional arcade games, dodgem cars, virtual reality experiences, a 12-person theatre 4D ride experience, karaoke, ten-pin bowling, and win prizes for their efforts.

Skipping past the moving carousel, to the bar, guests can further tantalise their senses with Archie's crazy cocktails and iconic loaded shakes that are just as much a feast for visitors' eyes as they are for their tastebuds. Popular cocktails and shakes include the Candy Stand - a boozy strawberry shake with a splash of White Rum and Frangelico, vanilla candy frosted rim and a giant lollipop, topped with whipped cream and sprinkles. And Pop Till you Drop - a cocktail flavour explosion, with fireball, butterscotch, apple juice, maple popcorn, bitters and whipped cream.

## **A par-fect game of Holey Moley**

Australia's favourite mini-golf venue, Holey Moley, will have guests par-tee-ing well into the night, with 18 unique-themed holes littered with popular returnees: 742 Evergreen Terrace, Ferris Wheeler's Day Off, and Sugar, Slice And All Things Nice. The venue will also debut four new holes exclusively designed for Chadstone: 'Sunset Trip', 'Fore!', 'Dice, Dice Baby', and 'Lose Your Marbles'.

Sunset Trip: putters can cruise down the neon highway; a unique take on arcade games and films of the 80s. Fore!: dodge a giant golf-ball boulder, scoop up the treasure, and sink a few putts in the temple of doom. Dice, Dice Baby: gather up the party and adventure through dark dungeons, rolling the dice and trying to beat the par. And, Lose Your Marbles: round up some cat-eyes and roll down the giant oversized marble run, being careful not to roll to a low score!

Win or lose, the fun doesn't stop at mini golf! Once the putters are put down, guests can enjoy a drink at the Caddyshack Bar - a nostalgic 80s and 90s themed bar with signature cocktails and eats, perfect for all the off-the-green needs.

Set in Chadstone - The Fashion Capital's recently launched Social Quarter, the Funlab venues will provide entertainment, dining, and beverage options for everyone to enjoy, joining 14 other Funlab venues across Victoria.

"There isn't a more fitting location to launch our entertainment precinct than Chadstone, the largest shopping centre in the southern hemisphere. And the launch of all four venues under one roof, makes for a truly unmissable adventure," Mr Schreiber said.

To book and find out more about Hijinx Hotel visit <https://www.hijinxhotel.com.au/>

To find out more about Funlab, visit <https://www.fun-lab.com/>

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### **About Funlab:**

Funlab is Australia's premiere creator of competitive socializing experiences.

From arcades, bowling alleys, mini-golf and much more, Funlab believes in taking familiar concepts and transforming them into immersive worlds of fun where people can connect in real life.

Magnifying every small detail to create extraordinary experiences, Funlab operates 40 venues across 9 brands and over 2000 employees.

### **Notes to Editor:**

#### **Pricing:**

- Strike (one game of bowling)
  - \$18-\$22 per Adult

- \$10-\$22 per U18
- Holey Moley (9 holes for mini golf)
  - \$18-\$22 per Adult
  - \$10-\$22 per U18
- Archie Brothers
  - Bowling (one game of bowling)
    - \$18-\$22 per Adult
    - \$10-\$22 per U18
  - Laser Tag (one game of laser tag)
    - \$14 per Adult
    - \$14 per U18
  - Arcade Games
    - \$From \$30 per person
- Juke's Karaoke (two hour room hire)
  - \$30 per person
- Red Herring
  - \$54 per person
- B. Lucky & Sons
  - From \$30 per person
- Hijinx Hotel (5 challenge rooms)
  - \$25 per Adult
  - \$20 per U18

### **Venue List:**

#### **VICTORIA**

##### Strike

- Frankston
- Chadstone Shopping Centre
- Eastland
- Glen Waverley
- Highpoint
- Melbourne Central
- QV

##### Holey Moley

- Frankston
- Chadstone Shopping Centre
- Crown Melbourne
- Eastland
- Melbourne CBD

##### Archie Brothers

- Chadstone Shopping Centre
- Docklands – Melbourne

##### Juke's Karaoke

- Crown Melbourne

[Red Herring](#)

- Crown Melbourne

[B. Lucky & Sons](#)

- Melbourne Central

[Hijinx Hotel](#)

- Chadstone Shopping Centre