



## MEDIA RELEASE

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### MELBOURNE CBD'S FIRST HIJINX HOTEL PREPARES TO OPEN ALONGSIDE NEW ARCHIE BROTHERS IN DUAL ENTERTAINMENT HUB

***Coming Soon – Melbourne's Hottest New Venue: No Beds, Just Ball Pits, Mind-Bending Games, Cocktails and Next-Level Party Energy***

Leave the suitcase at home and get ready to check-in for a playcation to remember. Funlab is bringing its wildly popular **Hijinx Hotel** to Melbourne's CBD for the very first time, set to open its doors at **QV** on **Friday 1 August**. This bold new entertainment destination throws out the rulebook on what a "hotel" should be, combining immersive quick-play challenge rooms, all-new games and over-the-top cocktails, alongside a splash of nostalgia courtesy of **Archie Brothers**, a circus-themed arcade-meets-cocktail-bar packed with arcade games and quirky fun. The venues are coming together under one roof and the result is a double-dose of fun like Melbourne has never seen before.

**Hijinx Hotel** invites guests to "play, not stay" as they swipe their key to a series of immersive game rooms cleverly disguised as hotel rooms. But don't be fooled by the concierge desk. There are no beds here, just ball pits, bold colours, brain-teasing challenges, and a whole lot of laughter. Two to six players complete a course of five challenge rooms at four minutes per room, and with a total of 10 quirky and playful rooms, this multi-sensory playground delivers mind-bending puzzles, WOW-worthy cocktails, and an atmosphere charged with unfiltered fun.

The Hijinx Hotel QV launch also brings brand-new game experiences exclusive to this venue. Guests can channel their inner art thief with a never-seen-before immersive, fast-paced challenge room where precision, teamwork, and quick thinking are your best friends. Also debuting is a mega light-up floor grid; a high-energy, interactive game that lights up as you move, ideal for dancing, dodging, or just showing off your reflexes. These additions dial up the chaos and creativity, cementing Hijinx Hotel as the city's go-to destination for next-level play.

"We're on a mission to unleash serious fun into Melbourne's social scene", said **Michael Schreiber, CEO, Funlab**. "This venue is about escaping the ordinary. Whether it's a date night, a team outing, a birthday celebration or a spontaneous hang with friends, we've created a space where play comes first, energy is high, and everyone leaves with a smile. Melbourne deserves unforgettable nights out, and that's exactly what we're here to deliver."



Hijinx Hotel and Archie Brothers come together under one roof, with a 1,600sqm total floor space, creating a bold new benchmark in competitive socialising right in the heart of Melbourne. **Archie Brothers** will also open right next door with its extravagant circus themed arcade charm, whimsical cocktails, and big-kid energy fans know and love. From claw machines to arcade games and immersive virtual reality like Godzilla VR, there's something for every level of gamer or nostalgia-chaser. Together, the two brands turn the venue into a full-blown fun-factory with karaoke rooms, two private function spaces perfect for memorable parties and corporate events, and capacity for up to 400 thrill-seekers throughout the venues at once.

At the extravagant bar, the experience is as theatrical as it is delicious. Have the bartender prepare the awe-inspiring **Bubble and Pop** cocktail in front of your eyes; an exotic fruity blast with Pampero white rum, coconut rum, watermelon, lemon, and egg white, topped with a sweetly scented bubble that bursts and gives way to a dazzling suspended vapour! Other cocktails include **Mystic Peach**, served in a mystical unicorn bowl, **Strawberry Mojito** and **Mirror Mirror**, poured into a glamorous disco ball. Combine these with delicious pizzas, tacos, chicken bites and a range of sides for an experience truly worth checking in to.

Located at QV shopping Centre, Level 3, 222 Lonsdale St, Melbourne, the collaboration is shaping up to be Melbourne's most unmissable new experience.

**Bookings are open now.** Be one of the first to check in when Hijinx Hotel and Archie Brothers open to the public on Friday 1 August (just don't bring your PJs and toothbrush). Visit:

[hijinxhotel.com.au/locations/qv-melbourne](http://hijinxhotel.com.au/locations/qv-melbourne)

<https://archiebrothers.com.au/locations/qv-melbourne>

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### **IMAGES AVAILABLE HERE**

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### **About Funlab:**

Funlab is Australia's premiere creator of competitive socialising experiences. From arcades, bowling alleys, mini-golf and much more, Funlab believes the world is better when we fun together and in taking familiar concepts and transforming them into immersive worlds of fun. Magnifying every small detail to create extraordinary experiences, Funlab operates 53 venues across 9 brands and over 2,500 employees.