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Prison Island comes to Westfield with the ultimate action-game team experience

More than an escape room, Prison Island arrives at Westfield Shepherd's Bush, challenging players to think fast and act faster through a thrilling mix of strategy, skill and agility.



After first launching in North London in September 2025 and being **visited by over 93,000 players**, **Prison Island** arrives at **Westfield Shepherd's Bush** beginning on **26 November**. Right on time for Christmas team-building, Prison Island is packed with adrenaline, strategy and brain-teasing challenges. This interactive adventure is more than an escape room; it is a fast-paced, team-focused action game where logic, skill and a little hustle go a long way.

Guests get tickets at https://prisonisland-london.co.uk/westfield/

Brought to life by immersive entertainment specialists **Make It Now** and co-produced with **Fever**, the global live entertainment platform, **Prison Island Westfield** features **35 cells**,

debuting 12 entirely new challenges to London, each offering a combination of action games, athletic challenges and mind-bending puzzles. Unlike traditional escape rooms where players solve one narrative in a single room, here every cell is a new mission, offering players the freedom to choose their path, retry challenges, and climb the leaderboard. Guests are also welcome to come back and try different cells to beat their own record.

Teams of two to five players have 60 to 120 minutes to tackle as many challenges as possible, combining logic, memory, coordination and teamwork under the pressure of the clock. From dodging laser beams and decoding color-coded puzzles, each cell is an immersive experience designed to keep players on their toes and thinking creatively. To heighten the competition, larger parties can divide into opposing teams and go head-to-head.

Experience Highlights:

- **Dynamic Action Cells:** 35 immersive challenges ranging from physical agility tests to strategy-based puzzles, ensuring every visit is fast-paced, varied and unpredictable.
- **Teamwork & Competition:** Players must communicate, strategize and collaborate to conquer each cell, fostering friendly competition and shared victories.
- **High-Adrenaline Challenges:** Navigate laser mazes, dodge moving obstacles, and take on timed challenges designed to test reflexes, coordination and mental agility.
- **Replayability & Strategy:** Multiple solutions, varying difficulty levels, and a mix of cognitive, dexterity and physical challenges ensure no two visits are ever the same.

Designed for shared discovery, Prison Island is ideal for friends, families, Information:corporate teams and team-building events, offering moments of competition, collaboration and laughter. The mix of physical, mental and strategic challenges allows players to showcase their unique strengths, work together under pressure, and experience the thrill of victory in every cell conquered.

Following a successful launch in Islington in 2025, the arrival of Prison Island’s second location in the city is the next step in its global expansion. Part of Fever´s growing

portfolio of immersive experiences, Prison Island reinforces the company's mission to democratise access to the extraordinary, bringing innovative, high-impact experiences to audiences around the world.

Information:

- **Opening Date:** 26 November 2026
- **Location:** Westfield, Ariel Way, London W12 7GF
- **Duration:** Players pick between 60 and 120 minutes
- **Recommended Age:** 7+
- **Tickets:** Available exclusively through the Fever app and website at https://feverup.com/m/771052
- **Website:** https://prisonisland-london.co.uk/westfield/
- **Visual Assets:** Available for download here.

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

Contact details

Press Department
press@feverup.com

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