

Reuben Feels

IMMERSIVE EXPERIENCE DESIGNERS.
Let's get the world playing.



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SAY HELLO!



WHO WE ARE



Reuben Feels

IMMERSIVE EXPERIENCE DESIGNERS

We are immersive experience designers, an award winning company that produces super creative, immersive entertainment and content.

To date we have created over 100 immersive stories internationally. We are a theatrical company working in the commercial sector, collaborating with the best cast, crew, and creatives in the industry.

We've created a Superpower Academy for LEGO®, developed spy-thrillers for Symantec with the FBI's Cyber Crimes unit, and created a ballet for Harrods in Banqueting House.

Our mission statement: **to get the world playing.**

CHIEF OF PLAY

Isabel Soden studied Philosophy and Psychology (2006) at Leeds University before training at the Central School of Speech and Drama, The Actors Centre (2009). She worked for cutting edge immersive theatre-makers, Secret Cinema and You Me Bum Bum Train while simultaneously event coordinating large-scale private and corporate events.

Championing the power of play and recognising the role of immersive storytelling in marketing and events, Isabel founded Reuben Feels in 2012.

As a certified NLP practitioner Isabel is a skilled facilitator, merging her background in psychology with her professional experience as writer and director. She brings her experience to bear connecting people, with their playful inner genius.



CREATOR OF PLAY

Natalie Marsland is a classically and theatrically trained dancer, performing in Australian and World Premier music theatre productions from 1996 - 2006. She is a respected dancer and choreographer within the commercial and corporate performance industries.

As one half of Reuben Feels' renegade creative partnership, Natalie's style asserts a depth and passion for connecting with audiences, from a physical and aural perspective.

Her experience as a DJ and training in the somatic practice of The Non-Linear Movement Method® feeds into Reuben Feels' desire for creating transformative experiences. She joyfully works to blur the line between real world and story world for audiences, that place where the magic happens.

WHO WE'VE PLAYED WITH



BANDAI

BBC Worldwide

BESTIVAL

BVLGARI

COURVOISIER
Le Cognac de Napoléon

DIAGEO

DUCHAMP easyJet

ellese

EVERYMAN

GINGERLINE
PROUDLY PRESENTS

Google

Harrods

★ Heineken

HENDRICK'S



Jose Cuervo

JOHNNIE WALKER

LEGO

LIONSGATE

LOVE146
END CHILD TRAFFICKING AND EXPLOITATION

Miller

MOËT & CHANDON
CHAMPAGNE

Mondelēz
International



NETFLIX

News UK



Olam

P&G

PERONI
NASTRO AZZURRO

PRUDENTIAL

Red Bull

SG
SINGAPORE
Passion Made Possible

SOFITEL
LUXURY HOTELS

SOHO HOUSE



Staropramen

SOUTHERN
COMFORT

Symantec

THE
SCHOOL
OF LIFE

Tourism
Ireland

UNIVERSAL
UNIVERSAL MUSIC GROUP

Veuve Clicquot
REIMS FRANCE

WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1847

XBOX

WHY IMMERSIVE THEATRE



Immersive theatre is highly engaged storytelling.

Traditionally the fourth wall separates audience and player. In immersive theatre audiences are inside the story, actively engaging with the world.

It puts people in a state of play, playful brains are porous brains. We create lasting memories for our audiences, remarkable moments they won't forget.

The brand takes centre stage, it becomes the story, and consumers are immersed in that world.

HOW WE WORK



We take your brief and we unpack it to find key story elements.

[WATCH VIDEO](#)

OUR PROCESS



CONSULTANCY

We take your brief and create a bespoke immersive story from that, bringing it to life.

PRE PRODUCTION

We script, cast, and rehearse the production, as well as assembling the full crew including producers, SMs, costume, AV, and set.

PRODUCTION

We can manage every element of the live event.

POST PRODUCTION

We produce content to tell the story to a wider audience; creating conversation, social sharing, press opportunities and above all lasting memories.

OUR WORK

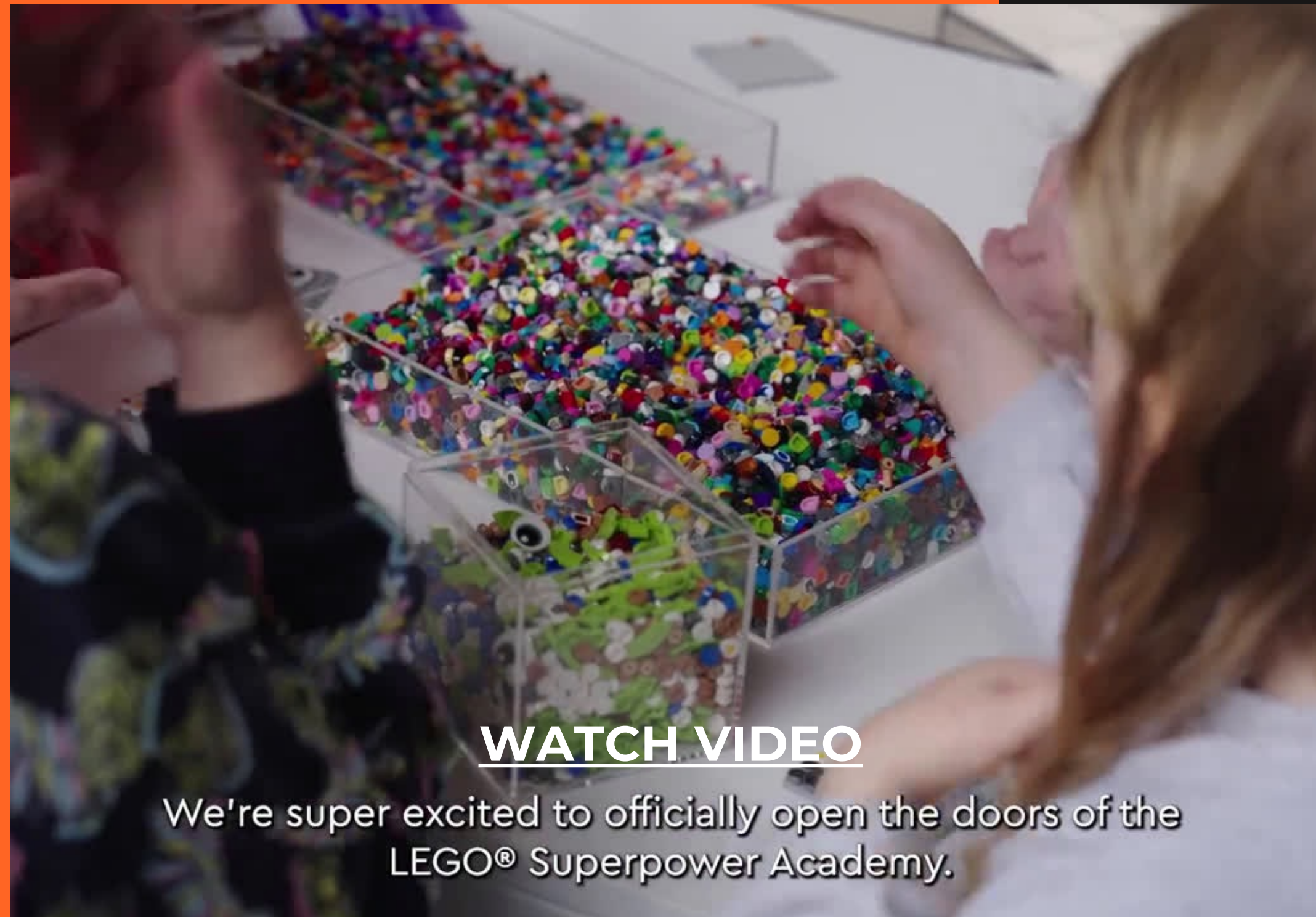
LEGO® | AMPLIFY

THE SUPERPOWER ACADEMY

We're proud to have worked with the LEGO® Agency and Amplify on the latest LEGO® World Play Day campaign, The Superpower Academy.



LEGO® | AMPLIFY



WATCH VIDEO

We're super excited to officially open the doors of the LEGO® Superpower Academy.

THE SUPERPOWER ACADEMY

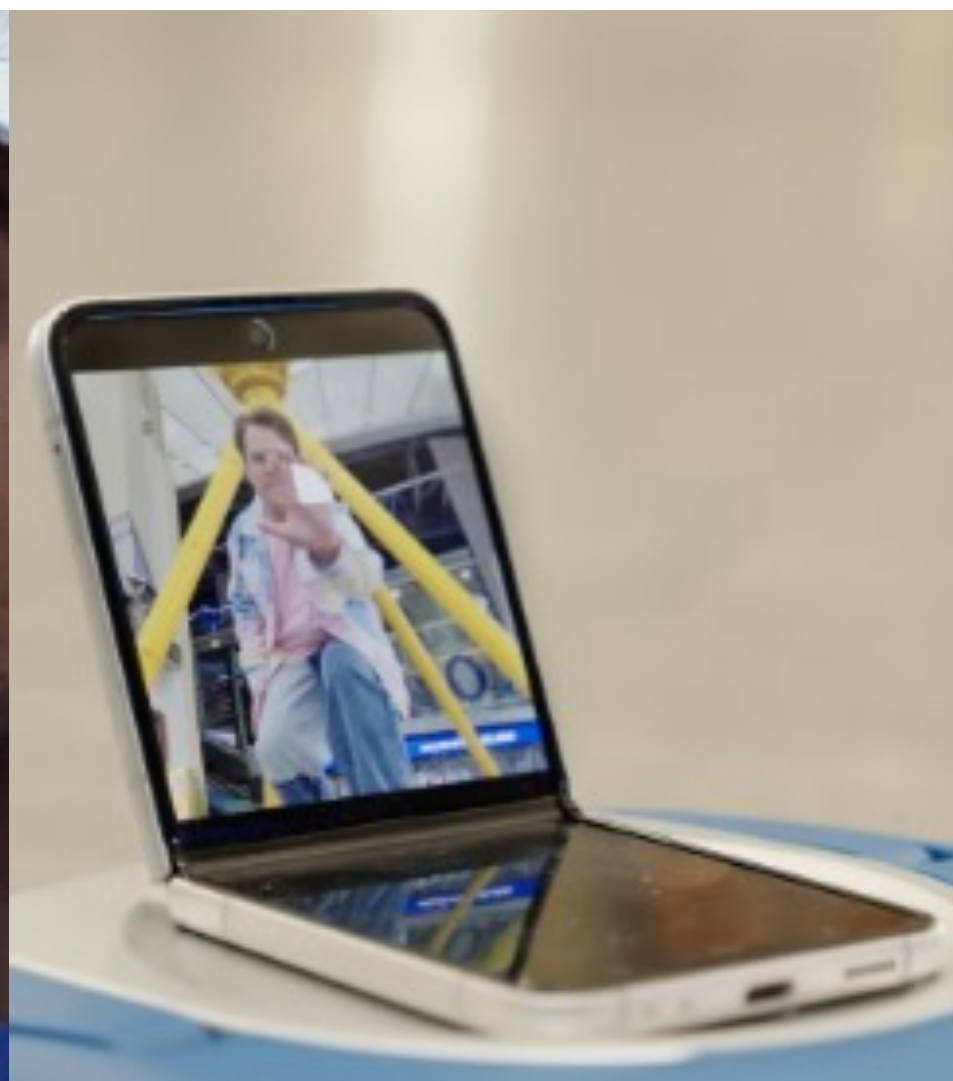
The LEGO® Superpower Academy formed part of The LEGO Group's second annual World Play Day celebrations – a day dedicated to celebrating the benefits that play brings and encouraging families to rediscover the power of play.

Each room of The Superpower Academy hosted a different challenge designed to test the creativity, problem-solving skills, communication, and resilience of players set by the Professor of Play.

Celebrities and their families were the first to compete in the LEGO® Superpower Academy challenges.

SAMSUNG | VCCP | GIRL & BEAR O2 GALAXY Z FLIP 3

Working for O2 we collaborated with UK agency VCCP London and Girl&Bear, to execute their new campaign which saw the iconic Noughties pop band, Steps, take over the The O2 arena with a surprise flashmob to promote the Samsung Galaxy Z Flip3 foldable phone.



SAMSUNG | VCCP | GIRL & BEAR



[WATCH VIDEO](#)

O2 GALAXY Z FLIP 3

The hero 60" social film was shot partially on the new Galaxy Z Flip3 model. It opened with a lone dancer setting up his phone in The O2, preparing to film a routine to Steps' hit track "Deeper Shade of Blue".

His dance inspires passers by join in, Security try to break things up but are won over when Steps appear before their O2 arena show that evening and join the flash mob.

The social first campaign ran the hero video across YouTube for three weeks. Separate edits were created for supporting social platforms Facebook, TikTok and Instagram.

CARPE NOCTEM

FET GEDE

In collaboration with creative partners Starlight Designs and Cirque Bijou, we brought our private client's vision to life creating a "real" club night in celebration of Fet Gede.



Reuben Feels



CARPE NOCTEM



FET GEDE

Guests were invited to what they knew to be a club night in the heart of Shoreditch. Little did they know the entire night was a set up by their friend, our client.

In celebration of Fet Gede, the Haitian Day of the Dead, guests were given full license to express themselves, and encouraged to remain open to any “happenings” across the night.

Planted characters from party goers, security, club hosts, to cartel, voodooisants, and even toilet attendants were set amongst the lavish storyworld, helping drive the action toward the evening’s crescendo.

WHY REUBEN



EXPERIENCE

Reuben Feels works internationally, creating to date over 80 bespoke pieces of immersive theatre.

INTEGRITY

Reuben Feels are a professional theatre company. We work with the best in the industry.

INSIGHT

Reuben Feels team includes brand strategists, and experiential producers on our immersive stories.

MAGIC

That's the bit you can't explain.



SAY HELLO!

To commission a story, or
work with The Feelers

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