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# THE SHED **Press Release**

THE **BLOOMBERG** BUILDING  
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New York, NY 10001

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## **THE SHED AND PUNCHDRUNK EXTEND THE NORTH AMERICAN PREMIERE OF *VIOLA'S ROOM***

**Due to popular demand, tickets are now available to *Viola's Room* through November 16**

**This extension welcomes audiences to experience the classic gothic mystery this fall, for Halloween and beyond**

***Viola's Room* is Punchdrunk's first new experience in New York City since *Sleep No More***

**NEW YORK, NY, September 16, 2025** — The Shed and Punchdrunk announce the extension of the North American premiere of *Viola's Room*, now running through November 16. Originally scheduled for 18 weeks, June 17 to October 19, the extension is a result of the high demand for tickets to the critically acclaimed, audio-driven, gothic experience narrated by **Helena Bonham Carter**. Tickets to *Viola's Room* at The Shed ([545 West 30th Street](#)) are available now at [theshed.org](https://theshed.org).

“We were excited when Punchdrunk offered us their first new show in NYC following their blockbuster *Sleep No More*,” said **Alex Poots**, The Shed's artistic director. “It's great to see this groundbreaking new show being embraced by so many NYC audiences and we're delighted to be extending it.”

“We're beyond thrilled that *Viola's Room* will extend its run at The Shed,” said **Felix Barrett**, Punchdrunk's founder and artistic director. “It's been incredible to see how New Yorkers have responded to and engaged with the show and we're extra pleased that our take on a gothic fairytale will have its place in New York's Halloween offerings this year!”

Conceived and directed by Barrett, *Viola's Room* was written by Booker Prize–shortlisted author **Daisy Johnson**, reimagining Barry Pain's 1901 gothic short story, “The Moon-Slave.” This experience marks Punchdrunk's highly anticipated return to New York City following their groundbreaking, long-running *Sleep No More*.

*Viola's Room* is open Tuesdays through Sundays. Audience members walk barefoot through the maze-like installation in The Shed's Level 4 Gallery, in groups of up to six people. Each audience member receives headphones to be guided by the enchanting voice of an unseen narrator, voiced by Helena Bonham Carter, on a

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surreal, 50-minute sensory journey.

*Viola's Room* was originally produced in London by Punchdrunk at their Woolwich location and ran May through December 2024.

### TICKETS

Tickets start at \$69 and are available now through November 16. Tickets and additional information about *Viola's Room* and The Shed, visit [TheShed.org/violasroom](https://TheShed.org/violasroom).

### CREATIVE TEAM

*Viola's Room* is conceived, directed, and designed by Punchdrunk's artistic director **Felix Barrett**, with co-direction by **Hector Harkness** (*One Night, Long Ago; The Third Day*) and design by **Casey Jay Andrews**, who was part of the design team on *The Burnt City*. Working with Punchdrunk for the first time are lighting designer **Simon Wilkinson** (Disney's *Bedknobs and Broomsticks*, Vanishing Point's *Metamorphosis*) and sound designer **Gareth Fry** (Complicité's *The Encounter*; V&A's *David Bowie Is*, *Alice: Curiouser and Curiouser*, and *Diva* exhibitions).

### PUNCHDRUNK

Founded in 2000 by Felix Barrett, Punchdrunk has pioneered a game-changing form of theatre which places the audience at the very heart of the action. Recently listed amongst the 50 most influential artists of the last 50 years (*Sky Arts, 2022*) alongside Bowie, Sir Steve McQueen and Vivienne Westwood, Punchdrunk disrupts the theatrical norm, creating worlds in which audiences can rediscover the childlike excitement of exploring the unknown.

Its iconic "mask" shows, which redefined the genre of immersive experiences, have been cited amongst the 40 creative moments that changed culture (*Creative Review*), and have found phenomenal success across the globe, with record-breaking productions established in the US, UK and China. *Sleep No More* in New York played to sell out audiences for 14 years from 2011, and in Shanghai the show has been running since 2016, making it the longest running show in the city's history. *The Drowned Man: A Hollywood Fable* broke the National Theatre's box office records when it went on sale in 2013. Punchdrunk's 2022 London production, *The Burnt City*, became the company's longest-running show in its home city, coinciding with the opening of its first permanent venue at [1 Cartridge Place](https://www.punchdrunk.com/venues/cartridge-place) in Woolwich.

In 2024, *Viola's Room* debuted in Woolwich, marking a bold shift from Punchdrunk's signature mask performances. This intimate, barefoot sensory experience distilled two decades of the company's immersive expertise, using binaural sound to create a deeply personal journey.

Alongside these landmark live theatrical experiences, Punchdrunk has taken its ground-breaking approach to cross-cultural collaborations in music, tech, fashion and TV: from projects with Rihanna to Jack White, Louis Vuitton to Alexander McQueen, and HBO to Brad Pitt's Plan B Studios – most recently with TV series *The Third Day*, starring Jude Law, Naomie Harris, Katherine Waterston, Emily Watson and Paddy Considine which included the Bafta-nominated live event: *The Third Day: Autumn: a 12-hour live episode*, filmed in one continuous take.

Punchdrunk's past theatrical works include: *The Drowned Man: A Hollywood Fable* (with the National Theatre), *The Crash of the Elysium* (Manchester International Festival), *The Duchess of Malfi* (with ENO), *Sleep No More* (with the American Repertory Theatre, Boston, Mass.), *It Felt Like A Kiss* (with Adam Curtis and Damon Albarn, Manchester International Festival), *Tunnel 228* (in collaboration with The Old Vic), *The Masque of the Red Death* (with Battersea Arts Centre), *Faust* (in collaboration with the National Theatre), and *The Burnt City*.

## SUPPORT

Generous support for projects at the vanguard of creative practice, including *Viola's Room*, is provided by the Ajay and Ritu Banga Artistic Innovation Fund.

The creation of new work at The Shed is generously supported by the Lizzie and Jonathan Tisch Commissioning Fund and the Shed Commissioners. Major support for live productions at The Shed is provided by the Charina Endowment Fund, with additional support from The Shubert Foundation, the New York State Council on the Arts with the support of the Office of the Governor, and the New York State Legislature.

For information about sponsorship opportunities, please contact [corporate.support@theshed.org](mailto:corporate.support@theshed.org)

The official headphone partner of *Viola's Room* is Bowers & Wilkins.

## THE SHED

Under the leadership of CEO Meredith "Max" Hodges and founding Artistic Director Alex Poots, The Shed is a cultural institution of and for the 21st century. We produce and welcome innovative art and ideas, across all forms of creativity, to build a shared understanding of our rapidly changing world and a more equitable society. In our highly adaptable building on Manhattan's west side, The Shed brings together established and emerging artists to create new work in fields ranging from pop to classical music, painting to digital media, theater to literature,

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and sculpture to dance. We seek opportunities to collaborate with cultural peers and community organizations, work with like-minded partners, and provide unique spaces for private events. As an independent nonprofit that values invention, equity, and generosity, we are committed to advancing art forms, addressing the urgent issues of our time, and making our work impactful, sustainable, and relevant to the local community, the cultural sector, New York City, and beyond.