

January 2019

Well. Crap.

There's *another* "Otherworld"!!!

In early summer of 2018 when the founders of Nashville-based Otherworld Entertainment LLC established their plans to develop a pop-up immersive art exhibit, they did their due diligence. At that time there were no trademarks, there were no websites or social media accounts for any type of art-related companies in the U.S. that included the name "Otherworld".

In early August 2018, while perusing Instagram for all things immersive, one of the founders came across a newly formed account for an upcoming immersive art experience. "Otherworld Ohio" was in the works as a permanent sci-fi based experience in Columbus, OH. At the time the Ohio operation indicated they were scheduled to open in the Fall of 2018, while Otherworld Encounter had just booked their venue for their event to debut in December 2018.

Well. Crap.

After more due diligence it became clear that both companies were formed at essentially the exact same time, with no prior knowledge of one another.

What are the odds? Great minds think alike, I suppose.

With this information, Otherworld Encounter's CEO reached out to Otherworld Ohio to talk about the options. Both parties felt they had invested too much time and money into their respective branding, marketing and legal formation. Both felt it was too late to turn back. And, they were each serving different communities and geographical areas. So, each went their separate ways and proceeded to build their experiences, hoping that any confusion could be easily addressed by simply noting the different geographical locations of the respective exhibits.

Otherworld Encounter recently completed their first successful run in Nashville. Our plans haven't changed since the inception of the company and vision. We plan to tour with the exhibit across the southeastern United States and bring immersive art experiences to audiences underserved by this amazing new visual art form. Ultimately, Nashville's OWN (Otherworld Network), the artist Collective that created Otherworld Encounter, plans to build a permanent immersive art center in Nashville with the mission of creating sustainable jobs and income for local creatives, while contributing to Nashville's booming economic development and tourism.

It is our position that both Otherworld Encounter and Otherworld Ohio can peacefully co-exist and THRIVE in our respective communities. We believe this can be done while supporting each other and helping grow the exciting new and emerging immersive arts industry.

We wish only the best for Otherworld Ohio. We know both of us have built incredible experiences that reward and pay artists and that we both deserve the support of creative communities across the nation.

We understand there may be cynics who will choose to question our intentions or detractors who voice their opinions on public platforms. Otherworld Encounter's response to these folks will always and forever be to encourage them to withhold judgement until they have visited our exhibit. We're confident that those who do will quickly understand how Otherworld Encounter is unique, different and

pretty remarkable, considering the ambitious budget and timeline for building a 10,000sf of immersive art and technology. Otherworld Encounter only came to be due to the dedication of a talented group of passionate and hard-working Nashville artists who share the goal of making a living doing what they love. And we're going to continue with this mission and making the dream a reality. Peace to all.