PROJECT DESCRIPTION
Not everything is as it seems when 8-year old Lucy’s imagination proves to be a reality. Help her discover what’s hiding inside the walls of her house in this immersive fable, based on the work by Neil Gaiman and Dave McKean, created by Fable Studio and choreographed by New York’s critically acclaimed immersive theater company, Third Rail Projects. “It’s All Over” expands the mystery, where the only thing that can keep the wolves away is the belief that they are real. Starring Jeffrey Wright, Noah Schnapp and introducing Cadence Goblirsch as Lucy.

CREATORS’ STATEMENTS
ON WOLVES IN THE WALLS IN GENERAL:

"This is an experience about togetherness, a relationship between a character, Lucy and a person, You. This is about a child's imagination and bringing you back to your childhood friendships. The feelings where anything was possible and everything was larger than life. It’s seeing the world through an 8-years olds eyes. We go so far as to rescale you to Lucy’s height, which creates this intimate bond and connection so you are literally seeing the world through her eyes. You’re not just watching a character’s story, you’re a part of it. “ - Pete Billington & Jessica Shamash

“We set out to tell a great story, we ended up building an encyclopedia of everything we know about interactive storytelling.” - Pete Billington

“Creating Wolves in the Walls was like simultaneously filming a movie, designing a video game and staging a theatrical play.” - Pete Billington

ON INTERACTIVITY:
"In order to balance narrative and the ability to use your hands, we’ve structured the experience around intuitive interactions that advance the narrative or bring us closer to Lucy. It is the difference between conscious and subconscious interaction.” - Jessica Shamash

“Natural, intuitive interactions were the big unlock for us. They promote deep character connections and shared sense memories." - Pete Billington

ON THE AUDIENCE:
"No one believes Lucy, so she had to go as far as to create someone who does… that’s why she created us, the audience, her imaginary friend… A companion, someone who will listen to her and go this adventure with her. We are responsible for creating the inciting incident. By taking a photo, and getting evidence of wolves, you send Lucy on her quest. It’s as if you gave Harry Potter his wand, or you steal the bicycle in The Bicycle Thief. Your actions are that
important. It’s not Lucy’s picture who gets proof, it’s yours. You finally provide the evidence she’s been looking for.” - Jessica Shamash

**ON WHEN THE WOLVES COME OUT OF THE WALLS:**
"We constantly ride the line between what is real and what is imagination. As Lucy's imaginary friend, we see the world through her eyes, her mind and her thoughts. We are an extension of her. When she starts to doubt herself — wondering if the wolves are just her “imagination”, if it's all "in her head", our abilities as an imaginary friend start to come into question as well. In that moment, we start to see the world in fragments… through Lucy’s drawings. This sequence, when the wolves finally come out of the walls, was designed by Carlos Felipe Leon.” - Jessica Shamash

**ON DIVERGING FROM NEIL GAIMAN’S BOOK:**
"We followed the structure of Neil Gaiman’s book, but you will notice some considerable differences. Mostly in these one-off moments between you and Lucy. We call them haiku moments. They are quiet scenes that allow you to reconnect with Lucy. They advance the narrative but are little sparks of play — you’ll see this when you make a potion with Lucy, or listen to the noises coming through the walls with Lucy.” - Jessica Shamash

**ON WORKING WITH THIRD RAIL PROJECTS:**
"Working with Third Rail Projects brought this effortless stream of movement to the experience — all the characters move around you like a dance. There is no stillness, Lucy is constantly in motion, and curating this bespoke experience.” - Jessica Shamash

**ON THE TRIBECA INSTALLATION:**
"The installation at Tribeca will be truly special. It’s a glimpse into the future of immersive entertainment — an immersive experience (the Wolves in the Walls VR component) within an immersive experience (Third Rail Projects live performers). The focus of this space at Tribeca is on Wolves in the Walls, and as Jennine Willet (co-artist director of Third Rail projects) said, the live performance will be the gift wrap.” - Jessica Shamash

**ON LUCY’S FAMILY:**
"In the second chapter of the experience, *It’s All Over*, we don’t just go on a journey with Lucy, we start to learn more about her through the interactions with her family. Dad (voiced by Jeffrey Wright) and Brother (voiced by Noah Schnapp) provide more insight into the world of the precocious 8-year old girl.” - Jessica Shamash
PROJECT CREATORS’ BIOGRAPHIES

Wolves in the Walls Creative Director Bio: Pete Billington is a director, writer, artist, and immersive storyteller. He is exploring how characters can emotionally bond with the audience through art, technology, and a little magic.

Wolves in the Walls Co-Creator Bio: Jess began her career at Pixar, immersed in the magic of the acclaimed Academy Award-winning animation studio. A natural-born storyteller, her curiosity brought her to Oculus Story Studio, Facebook’s in-house VR lab, where she helped pioneer the future of immersive narratives. She now serves as Head of Creative Production at Fable and is the Creative Producer of Wolves in the Walls.