



MINISTRY  
VENUES







# SEGA CHRISTMAS PARTY

DATE — JANUARY 2023  
COMPANY — SEGA  
LOCATION — MINISTRY OF SOUND  
CATEGORY — CHRISTMAS PARTY







# ‘BLAST TO THE PAST’

After facing postponement due to the pandemic and further delays caused by train strikes, SEGA Europe, one of the largest multinational video game and entertainment companies globally, approached Ministry Venues to host their third major event at Ministry of Sound.

Drawing inspiration from the classic film ‘Back to the Future,’ an immersive experience named ‘Blast to the Past’ was created within The Box. This themed experience featured full-sized interactive arcade games, a 1950s diner area, an illuminated dance floor, and retro decorations. The courtyard outside, serving as the entrance to the event, underwent a transformation with a DeLorean brought in for decoration, accompanied by the signature clock tower.

The entrance tunnel leading to the main event space had lighting effects to create a vortex, providing guests with the sensation of travelling back in time. Staff were encouraged to wear fancy dress to align with the theme, enhancing the immersive experience.

The Box, the focal point of the event, incorporated unique ideas to bring the room to life; the ceiling adorned with multi-coloured slinkies represented an innovative approach to infusing fun and colour into the space.

“For each of the events we hold, we like to pick a theme and then attempt to create an immersive experience from this that brings everything







together. For this one, we chose 'Blast to the Past'; we took inspiration from the iconic 'Back to the Future' film and put our own spin and adaptation on it for a one-of-a-kind event.

Ministry of Sound really allowed us to be creative with this theme and bring our ideas to life. As a wonderful blank canvas space, we were able to make the most of the space and transform it. Our staff love fancy dress as well, so we leaned into the theme and had all sorts of fun and creative 50s and 80s-inspired outfits to match the décor. It was a fun night from start to finish."

***"A massive thanks to Ministry Venues for being so accommodating, flexible and patient whilst we jumped around the calendar trying to find the perfect Plan B date!"***







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