HBO Launches LOVECRAFT COUNTRY: SANCTUM, An Exclusive Social VR Experience In Celebration Of The New Hit Series

Join LOVECRAFT COUNTRY's Jurnee Smollett, Jonathan Majors, Courtney B. Vance and Michael Kenneth Williams For A Groundbreaking Virtual Experience

To celebrate the highly anticipated new series **LOVECRAFT COUNTRY**, HBO has announced Lovecraft Country: Sanctum, a series of exclusive virtual reality events transporting invited guests into a world inspired by the show.

In a first-of-its-kind, groundbreaking social VR event series, 100 select influential voices will experience three events consisting of immersive theater, escape rooms, art installations, puzzles and a live concert, via the Oculus Quest headset, all inspired by **LOVECRAFT COUNTRY**. The events will be simultaneously run on the social VR platform VRChat, which allows guests to talk and interact with each other in real time within the environment, and streamed to the world via YouTube Live. Viewers on the YouTube Live stream will be able to interact in real-time, solving riddles to trigger spells that directly impact the experience.

Guests will experience voiceover performances by series' Jonathan Majors, Courtney B. Vance and Michael Kenneth Williams; afrofuturist art installations by David Alabo, Devan Shimoyama and Adeyemi Adegbesan; a theatrical performance inspired by the words of James Baldwin, adapted by **LOVECRAFT COUNTRY** writer Shannon Houston, and performed by star Jurnee Smollett; and an exclusive VR concert given by a soon to be announced artist.

In Latin America these guests will participate of this exclusive experience: Lucas Baini (@Lbaini) and Federico Ini (@fechu) from Argentina, Natalia Kreuser (@nataliakreuser) and Igor Saringer (@igorsaringer) from Brazil, Laura Malagón (@laugamerco) from Colombia and Paola del Castillo (@paodlcastillo) and Krmlo de Cthulhutv (@tvcthulhu) from México.

Sanctum was developed in partnership with HBO by creative production partner and experience studio The Mill, whose team of artists, coders and strategists developed the experience during global lockdown, in close collaboration with HBO's marketing team.

Click HERE for photo assets.

You can view Sanctum via YouTube Live during the following dates and times this Fall:

Event #1: Garden of Eden

Thursday, September 3

10:00 PM ET/ 7:00 PM PT

Event #2: An American Dream

Thursday, September 24

10:00 PM ET/ 7:00 PM PT

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Event #3: Music of the Cosmos

Monday, October 19

10:00 PM ET/ 7:00 PM PT

For more information please visit Lovecraftsanctum.com

ABOUT **LOVECRAFT COUNTRY**

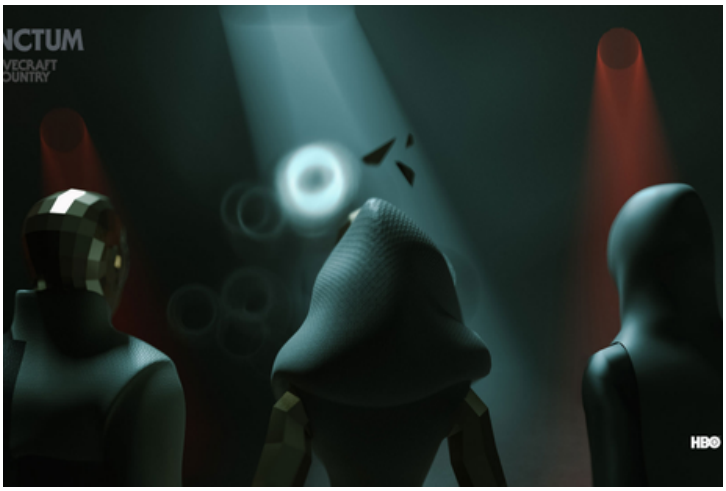
From creator, writer, Misha Green (“Underground”), EPs J.J Abrams (“Star Wars,” “Westworld”) and Jordan Peele (“Get Out,” “Us”), and based on Matt Ruff’s novel of the same name, **LOVECRAFT COUNTRY** is a genre-bending adventure-thriller set in 1950s, Jim Crow America about Atticus Freeman’s quest, alongside his family and friends, for the truth about himself, his family, and his future in the face of mysteries and monsters, both of our world and otherworldly.

ABOUT THE MILL

The Mill is a global creative partner for agencies, production companies and brands, working across multiple media channels and platforms. With a dedicated strategic Experience studio, The Mill creates virtual events, mixed reality, experiential and interactive products leaning on a legacy of visual effects, creative technologies and video content production.

The globe-spanning team of forward-thinking technologists and creatives works on innovation consultancy, project management, design, and execution to dream and build concepts beamed from the future.





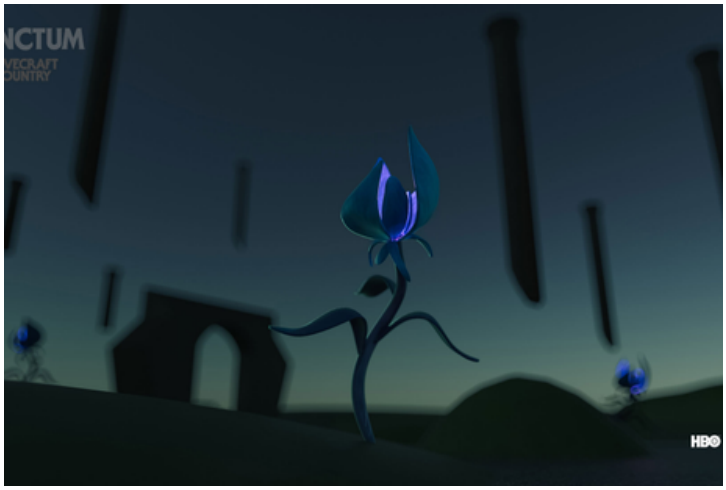
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