





**MINISTRY  
VENUES**



SEGA

 ENCHANTMENT   
UNDER THE SEA

NO  
DANCING  
ON THIS  
SURFACE





# “BLAST TO THE PAST”

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







# SEGA CHRISTMAS PARTY

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 traveling 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.







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“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!”



MINISTRY OF SOUND

THE MINISTRY

SHEPHERD'S BUSH





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103 Gaunt Street  
London  
SE1 6DP

MinistryVenues.com  
Events@MinistryVenues.com  
02077408682