Bubble Planet Experience: the hit immersive family experience arrives in the Boston area for the first time

After captivating over five million visitors worldwide, Bubble Planet lands at CambridgeSide on November 18 for a one-of-a-kind sensory adventure.



[Cambridge, MA XX,XX, 2026] – Following its success in more than ten cities around the world, including New York, Los Angeles, London, Singapore, and Milan, the Bubble Planet Experience phenomenon is set to open its doors at CambridgeSide on Wednesday, November 18, 2026. This experience, co-produced by Exhibition Hub - curator, producer, and distributor of large exhibitions and family entertainment globally and Fever, the leading tech platform for live entertainment and culture.

Bubble Planet Experience is an immersive experience that sparks imagination and awakens the child within. This unique journey takes visitors into a fascinating world where bubbles come to life in all forms. As they move through different themed areas, guests will be immersed in a spherical universe designed to engage all their senses. From giant inflatables to floating soap bubbles, they will explore a mesmerizing environment where colors, sensations, and illusions blend together. Designed to spark curiosity and push the boundaries of perception, this sensory voyage transports visitors into a world filled with surprises at every turn.

Throughout this adventure, eleven themed rooms invite visitors to explore surreal landscapes that blur the lines between dream and reality. Combining technology, creativity, and sensory discovery, the experience places bubbles at the heart of a spectacular immersive universe.

Among them, the Bubble Ocean, a vast sea of bubbles, provides a deep feeling of relaxation and serenity. The Infinity Room, with its mirror illusions and shifting lights, creates the sensation of an endless space.

Meanwhile, Underwater Bubbles transports guests into a hypnotic aquatic setting, recreating the magic of deep-sea diving.

Visitors will also encounter impressive inflatable structures, giant bubbles, fantastical landscapes, virtual reality journeys, and many more surprises. By stimulating imagination, revealing the magic of science and virtual reality, and rekindling a sense of childlike wonder, Bubble Planet offers a new perspective on the world.

“We’re excited to welcome Bubble Planet to CambridgeSide and to be the first destination in New England to bring this imaginative and immersive experience to visitors,” said Melissa LaVita, Regional Marketing Director of CambridgeSide. “Bubble Planet offers an engaging and unexpected experience for guests of all ages, and we’re thrilled to give visitors another reason to discover CambridgeSide. We look forward to welcoming guests to explore everything CambridgeSide has to offer, from two levels of shopping and dining to CanalSide Food + Drink, our food hall featuring 13 eateries.”

“Launching Bubble Planet Experience in Boston alongside Fever — especially following the tremendous success of The Art of The Brick, Titanic: An Immersive Voyage, and Dinos Alive — reflects our commitment to delivering the very best immersive experiences for everyone, locals and the many tourists exploring the city. Beyond this ambition, it also highlights our goal of establishing a long-term presence in the United States by continually renewing and enriching the entertainment landscape.” - Hamza El Azhar, CEO of Exhibition Hub

Tickets will be available starting Tuesday, October 27 on the official exhibition website. Interested guests can already sign up for the waitlist to gain early access to ticket sales.

Information:
Location: CambridgeSide, 100 CambridgeSide Pl, Cambridge, MA 02141
Tickets: Available on Fever’s marketplace here
Visuals: Images available here.
Press Contact: press@bubble-planet.com

About Exhibition Hub:
European producer and distributor of major exhibitions worldwide, Exhibition Hub offers edutainment in a world where digital experiences shape people's interactions and perceptions. The art of storytelling has evolved into immersive journeys that captivate, educate, and inspire. Exhibition Hub stands at the forefront of this transformation, setting new benchmarks for what it means to engage audiences through immersive exhibitions. Since its inception in 2015, Exhibition Hub has embarked on a mission to push the boundaries of edutainment. With over 350 experiences - Van Gogh: The Immersive Experience, Bubble Planet: An Immersive Experience, Titanic - An Immersive Voyage, Art of The Brick, and Dinos Alive: An Immersive Experience, and many more - and over 45 million visitors worldwide, Exhibition Hub's impact is undeniable. Exhibition Hub combines the flawless integration of in-depth research, elegant design, and cutting-edge technologies. Each experience is meticulously crafted to be interactive, engaging, and deeply memorable, leaving a lasting impression on audiences.

About Fever:

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

About CambridgeSide:
The reimagined CambridgeSide is a place to shop, dine, work, indulge and relax in Cambridge, MA, just steps from downtown Boston. CambridgeSide features one great waterfront location with shops, restaurants and planned future office, lab, residential and additional retail, restaurants, and green spaces. CambridgeSide features CanalSide Food + Drink, Apple, Sephora, Zara, Mango, Victoria's Secret, T.J.Maxx, The Cheesecake Factory, Gato Exotico, and more. CambridgeSide is located near top tourist attractions including the Museum of Science and Charles River Boat Company. CambridgeSide is handicapped and MBTA accessible (Green Line T to Lechmere Station or Red Line T to Kendall Square to the free EZ Ride Bus), and offers attached, covered parking. For directions and information, call 617-621-8666 or visit CambridgeSide.com. CambridgeSide is a New England Development shopping destination.