

Journey Acquires Dimension Studio, Supercharging Global Filmmaking and Entertainment Production Capabilities

NEW YORK, December 9, 2025 at 8am ET / 1pm GMT — Journey, the multidimensional experience agency, has acquired the UK-based [Dimension Studio](#), a pioneering creative technology company specializing in virtual production for film and episodic TV, animation, location-based entertainment, and live experiences. This marks an integral step in Journey's vision to reimagine design across multiple mediums and to forge lasting value for audiences and partners alike.

Driven by a singular purpose—to meet today's most complex creative challenges with tomorrow's most exciting design solutions—Journey redefines the experiences that connect people, brands, and culture. From immersive storytelling at the [Empire State Building](#), to reimagining opera in [The Adventures of Kavalier & Clay](#), heightening the guest experience at [Sphere](#), or envisioning the next-generation of urban destinations like [Qiddiya](#), Journey continually builds new ways to elevate and electrify human experience.

The acquisition strengthens Journey's ability to scale globally, leveraging Dimension's UK base, international reach, and production infrastructure to support clients worldwide. It also deepens Journey's experience-led approach by bringing Dimension's boundary-pushing technological expertise under one roof. Together, the combined teams will unlock the next-generation of immersive experiences, digital humans, spatial storytelling, and industry innovation at scale.

For more than a decade, Dimension has pioneered real-time production for blockbuster films, immersive mediums, and live experiences. The team is a creative and technical leader for end-to-end virtual production, making it a natural partner for Journey. The addition of Dimension deepens Journey's technical expertise and culture of innovation, now uniquely positioning the company to deliver game-changing productions to the world stage.

Dimension sits at the intersection of real-time technologies, production, and AI, bringing new speed, flexibility, and visual fidelity to content creation. As a leader in Unreal Engine-powered and AI-enabled animation, the studio accelerates production through rapid iteration, virtualized environments, and seamless collaboration. It also applies real-time tools to concerts, location-based experiences, and multi-venue activations, helping creative teams and event producers visualize, plan, and deliver

world-class live experiences. This fluency across craft, technology, and scale strengthens Journey's mission to deliver multidimensional experiences around the globe.

Based in London and operating internationally, Dimension has worked with major studios such as Disney, Netflix, Amazon, Apple TV+, and Sony Pictures. As well as its own projects currently in production, the studio's recent film and TV projects include [*Those About To Die*](#) for Amazon, [*Masters of the Air*](#) for Apple TV+, Robert Zemeckis' [*Here*](#), Universal Pictures' [*Wicked*](#) parts 1 & 2, and Taika Waititi's [*Time Bandits*](#). The team behind Dimension Live has delivered recent projects for international artists, including [*Röyksopp*](#) and [*Floating Points*](#), and at major live events, including the [*Glastonbury Festival*](#).

"At Journey, we believe the future of design belongs to those who can bridge imagination, storytelling, and technology," said Andrew Zimmerman, CEO of Journey. "Dimension embodies that philosophy completely. Together, we're not just creating new forms of content; we're inventing new ways for people to experience the world."

"Dimension is a trusted partner and co-producer for filmmakers everywhere, helping them to embrace the creative potential of Real-time, virtual and AI production technologies," said Dimension Co-Founder and Co-CEO Steve Jelley. "It provides opportunities for everyone to expand those partnerships to deliver amazing experiences in any medium."

"This partnership is as much about people as it is about virtual production and technology," added Simon Windsor, Co-Founder and Co-CEO at Dimension Studio. "Journey's design-led ethos aligns perfectly with our culture of creative experimentation and production innovation. Together, we can empower clients and visionary creators to tell stories in ways the world has never seen."

The transaction was supported by private equity firm Growth Catalyst Partners (GCP), which focuses on investments in tech-enabled creative businesses. In addition, Journey entered into a new lending relationship with Eldridge, an asset management and insurance holding company.

"Dimension becoming part of Journey marks an exciting next chapter of growth for the platform—bringing together two world-class creative organizations that share a vision for the future of immersive content, creative technology and digital storytelling," said James O'Callaghan, Managing Director at Growth Catalyst Partners. "This partnership helps create a true end-to-end multidimensional experience studio with the ability to blend strategic thinking with deep creative and technical expertise to deliver solutions across multiple industry sectors and mediums."