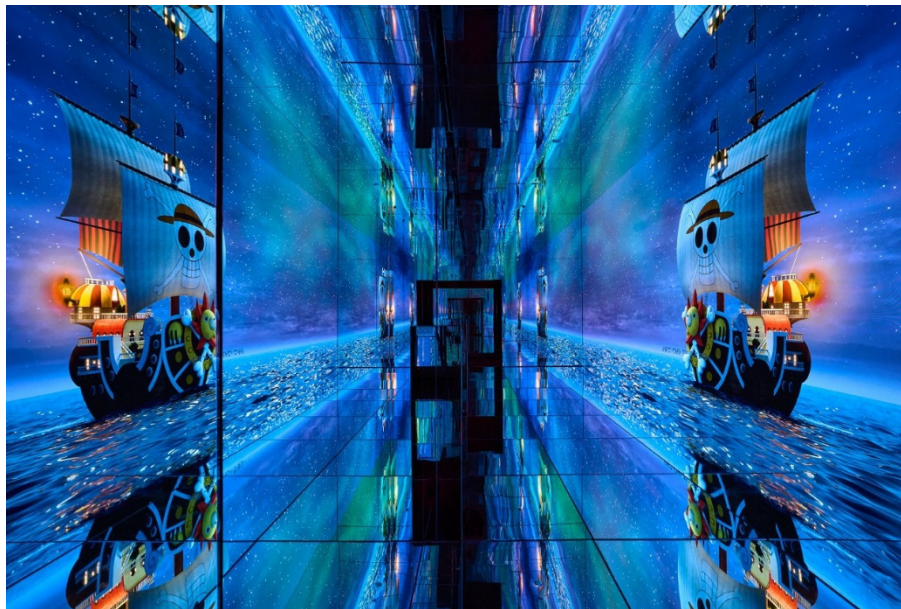


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## TOEI ANIMATION AND MERCER LABS IMMERSIVE ONE PIECE EXHIBITION OPENS TOMORROW

*The collaboration merges advanced technology with the creativity of the globally celebrated anime franchise in a multi-room experience at Mercer Labs that runs from October 9 thru November 30.*



Download Hi-res Photos [HERE](#)

**NEW YORK — October 8, 2025** — Legendary studio **Toei Animation** and **Mercer Labs, Museum of Art and Technology**, will unveil **ONE PIECE x MERCER LABS**, an immersive exhibition celebrating the iconic ONE PIECE anime franchise, tomorrow at the Museum. The exhibition runs from October 9 through November 30, 2025, at Mercer Labs (21 Dey Street, Manhattan).

Now more than 25 years since its Japanese television debut, ONE PIECE, created by **Eiichiro Oda**, has become one of the most successful and enduring anime franchises in history, attracting millions of fans worldwide. ONE PIECE has grown beyond the episodic series into a franchise that currently spans 15 feature films, multiple video games, a trading card game, and a continually expanding catalog of licensed merchandise and location-based

entertainment.

The exhibition spans 11 rooms at Mercer Labs and is based on the Land of Wano Arc from the ONE PIECE anime series. Standout spaces within the installation include the Window Room, which serves as the entry point and features a circular ceiling screen reimagining the oculus to showcase the memorable ONE PIECE scene in which the Straw Hat Crew—the protagonists of the anime—set sail for Wano, an isolated, samurai-filled nation. The Infinite Room presents a massive 1.5 pitch screen surround by a mirrored corridor that appears to unfold into infinity, where the sea and sky are reflected endlessly, and the iconic ship from the series — the Thousand Sunny — is displayed. The Dragon Room features thousands of LED neurons forming a volumetric light installation that depicts the climactic battle between the characters Zoro and King. Finally, the Cave Room—covered entirely in pink hydrangeas and framing a circular screen—portrays Momonosuke, a character from the franchise, in dragon form, creating a space where the organic and digital converge.

“At Mercer Labs, we’re revolutionizing the art experience — and for me, that begins with forging bold, creative alliances that shatter conventions,” said **Nasir Dean**, Manager of Special Projects at Mercer Labs. “Partnering with Toei Animation on ONE PIECE was an instinctive choice — it’s a legendary brand that has ignited imaginations worldwide. Now, we’re inviting fans to immerse themselves in its universe through a dynamic fusion of culture, technology, and sensory exploration.”

“This partnership is a true meeting of worlds — legendary storytelling and next-generation technology,” said **Roy Nachum**, Co-Founder and Creative Director of Mercer Labs. “With ONE PIECE, we’re not just displaying animation; we’re inviting fans to experience the artistry, imagination, and enduring spirit of the franchise.”

“We’re thrilled to partner with Mercer Labs to create ONE PIECE x MERCER LABS and bring this cutting-edge immersive ONE PIECE experience to fans in New York City,” said **Lisa Yamatoya**, Senior Director and Head of Marketing at Toei Animation Inc. “For over 25 years, ONE PIECE has delighted audiences worldwide through the imaginative storytelling and colorful characters created by Eiichiro Oda. This exhibition offers fans and newcomers alike a rare opportunity to step inside the world of ONE PIECE and experience it in an entirely new way.”

Furthermore, Roy Nachum will debut a new original oil painting as part of the exhibition. The piece captures the key collaborative visual of Luffy, the main character of the anime, standing among cherry blossoms and holding Nachum’s signature gold crown—a fusion of the artist’s iconic motifs and the spirit of ONE PIECE. The work, painted in oil on canvas, will be on public display throughout the exhibition.

The exhibition runs from October 9 through November 30, 2025, at Mercer Labs (21 Dey Street, Manhattan). Link to hi-res photos [here](#).

#### **TICKET INFORMATION**

Individual tickets for ONE PIECE x MERCER LABS are on sale now at [www.mercerlabs.com](http://www.mercerlabs.com) or by calling 212-600-9009.

- General Admission: \$55
- Students, Seniors (65+), and Youth (ages 4–17): \$50
- VIP Admission: \$75 (incl. complimentary mochi, a customized beverage, and a commemorative poster)
- Groups of 10 or more receive 10% off. For group inquiries, contact [groups@mercerlabs.com](mailto:groups@mercerlabs.com)

#### **MERCER LABS HOURS**

Monday – Wednesday: 10 AM – 7 PM

Thursday – Sunday: 10 AM – 10 PM

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#### **ABOUT MERCER LABS**

Mercer Labs is a cultural institution that merges art and technology to create immersive, interactive experiences. Committed to redefining the museum experience, Mercer Labs explores the intersection of art, science, and innovation through forward-thinking exhibitions and collaborations. The museum serves as a platform for artists, musicians, filmmakers, designers, and creatives, fostering a space where experimentation and collaboration drive new forms of expression. For more information, visit [www.mercerlabs.com](http://www.mercerlabs.com) or follow [@mercer.labs](https://www.instagram.com/mercer.labs) on Instagram.

#### **ABOUT TOEI ANIMATION**

Toei Animation Inc. is based in Los Angeles and manages the distribution of Toei Animation's top properties, including franchise series Dragon Ball, Sailor Moon, ONE PIECE, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. In addition, Toei Animation's Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit [toei-animation-usa.com](http://toei-animation-usa.com).

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