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MERCER LABS

MUSEUM OF
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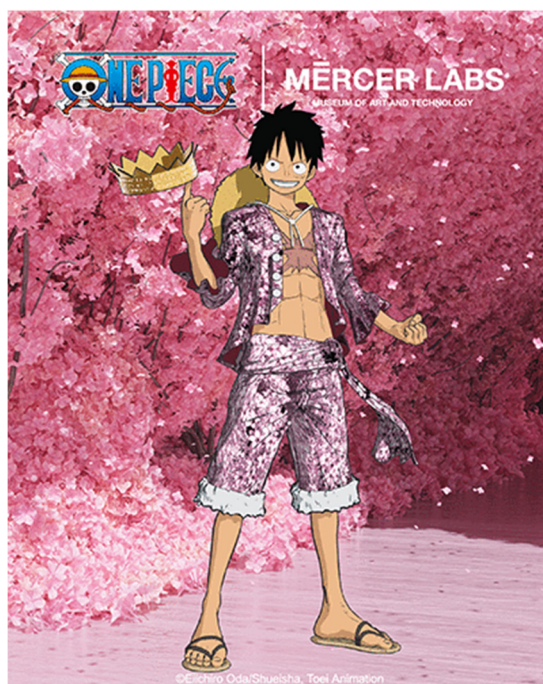


TOEI ANIMATION



MERCER LABS & TOEI ANIMATION REVEAL CUTTING-EDGE IMMERSIVE ONE PIECE EXPERIENCE SET TO OPEN OCTOBER 9

Location-Based Entertainment from Global Hit Anime Franchise to Kick-Off on Opening Day of NYCC 2025 and Will Run Through November 30



©Eiichiro Oda/Shueisha, Toei Animation

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NEW YORK — September 17, 2025 — Legendary studio **Toei Animation** and **Mercer Labs, Museum of Art and Technology**, are proud to unveil ONE PIECE x MERCER LABS, a groundbreaking immersive exhibition celebrating the iconic **ONE PIECE** anime franchise. Taking place at Mercer Labs (21 Dey Street, Manhattan), this highly anticipated experience will open to the public on Thursday, October 9, 2025, and run through Sunday, November 30, 2025. Prior to its official opening, a private preview of ONE PIECE x MERCER LABS will be held on Wednesday, October 8, 2025 for invited guests and media.

Based on the globally beloved and best selling manga of all time created by **Eiichiro Oda** and brought to life by Toei Animation, the iconic ONE PIECE episodic series follows pirate Monkey D. Luffy and his Straw Hat Crew on their epic quest to find the “One Piece,” the legendary treasure of Gol D. Roger, former King of the Pirates. Now over 25 years since the series’ Japanese TV debut in 1999, ONE PIECE has taken its place in mainstream pop culture as one of the most successful and enduring anime franchises of all time, attracting millions of fans of all ages around the world. Today, the franchise currently spans 15 feature films, multiple video games, a trading card game and an ever-growing catalog of licensed merchandise and location-based entertainment.

“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, cutting-edge innovation, and breathtaking 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 series in an entirely new way.”

“We’re thrilled to partner with Mercer Labs to create ONE PIECE x MERCER LABS and bring this cutting-edge immersive ONE PIECE location-based entertainment 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 been delighting audiences of all ages around the world with the imaginative storytelling and colorful characters by Creator Eiichiro Oda. And now, ONE PIECE x MERCER LABS will offer guests an exclusive limited-time opportunity to be immersed in the world of ONE PIECE and experience it like never before. Whether an existing fan or newcomer, you will not to miss this one-of-a-kind and truly unforgettable ONE PIECE event!”

The ONE PIECE x MERCER LABS exhibition will include exclusive installations, behind-the-scenes production artwork, immersive digital environments, and interactive experiences that celebrate the epic saga of Monkey D. Luffy and his Straw Hat Crew.

TICKET PRICES

Individual tickets for ONE PIECE x MERCER LABS are on-sale now. For tickets, visit www.mercerlabs.com, or call the box office at 212-600-9009. Ticket prices are \$55. Students, Seniors (65+) and Youth (4-17) are \$50. VIP tickets are \$75, which include free mochi, a customized beverage and a commemorative poster. Groups of 10+ are 10% off. For group questions, contact Groups@mercerlabs.com.

MERCER LABS HOURS

Monday - Wednesday: 10 AM - 7 PM

Thursday - Sunday: 10 AM - 10 PM

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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.

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ABOUT MERCER LABS

Mercer Labs is a cultural institution that pushes the boundaries between art and technology. A space for experimentation and innovation, Mercer Labs is committed to redefining the museum experience, where art constantly progressing with technology. Through immersive exh

ibitions, interactive experiences, and forward-thinking collaborations, Mercer Labs serves as a center for the convergence of art, culture, and technology. As a collaborative platform, Mercer Labs fosters partnerships with artists, musicians, filmmakers, designers, and creatives creating an ecosystem where diverse forms of creative expression thrive.

For more information, visit www.mercerlabs.com. Follow us on social at www.instagram.com/mercer.labs.

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