

## FACT SHEET

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**ABOUT DOPEAMEME  
INSTITUTE FOR  
PLEASURE  
RESEARCH (D.I.P.R.):**

The Dopeameme Institute for Pleasure Research (D.I.P.R.) is a cutting-edge experiential project by Superplastic, now open at AREA15 in Las Vegas. Dopeameme is a 30-minute, story-driven and highly interactive journey that immerses visitors in a series of rooms designed to trigger dopamine rushes. Throughout the adventure, guests encounter interactive visual, auditory and tactile experiences as well as several candid photo opportunities that capture their most eccentric moments and dance moves.

**IMMERSIVE ROOMS:**

Dopeameme not only delivers a visual spectacle but also a robust journey involving active physical participation from its guests, fully engaging them in the quest for pleasure. Inside the attraction, visitors-turned-test subjects encounter a dozen different activations and four interactive experiences, each designed to trigger an actual dopamine rush, including:

- **Heavy Pedal** – Titled Benjamin's Wash 'n' Fold, this Janky laundromat-themed space includes a variety of stationary bikes. As guests begin pedaling, they'll activate a connected screen in front of their bike, and their pedaling speed will determine the fate of the "Lil' Helpers" characters on screen.
- **Not Guilty Pleasures** – Inside this beauty salon-meets-correctional facility, vanity is its own prison. As guests pick up the prison phone and answer a series of risqué and embarrassing questions, they will be judged on their truthfulness. Should they be suspected of lying, the "Lil' Helper" will be punished.
- **Private Dancer** – Guests are encouraged to "dance like nobody's watching" inside this restroom embracing the vibes of an Eastern European discotheque. As visitors dance their hearts out in what they believe is a "private" bathroom stall, motion capturing technology will produce an avatar of their exultant moves. After they exit the stall, their avatar will play on the bathroom mirror for all to see.

- **Control Room** – The Control Room provides guests with the opportunity to alter the music, lights and sound effects in the previous three rooms for other visitors. Guests can also interact with an AI-powered Dayzee, through a phone conversation.

**PERSONALIZED  
DIGITAL PROFILE:**

By the end of their visit, each guest will receive a personalized digital profile, including multiple photos, their recommended Dopeameme “prescription” that can be purchased at The Dopeameme Shop and other details from their visit they can share on social media.

**THE DOPEAMEME  
SHOP:**

Rounding out the Dopeameme experience is an expansive, onsite Superplastic retail store reminiscent of a dimly lit, big-city back alley that is open to Dopeameme ticket holders and AREA15 visitors alike. With exposed brick walls covered in graffiti created by local artists, The Dopeameme Shop offers a robust collection of toys and apparel, including site-specific exclusives and an array of cheeky impulse buys, including the Dopeameme Hangover Kit—containing everything needed to rebound from a night of Vegas-style indulgence—and pill bottles labeled “Prescription Oral Stimulant” (tagline: “Mints or meds? There’s only one way to find out”). Superplastic fans can stock up on the brand’s signature vinyl iterations of their biggest synthetic superstars, items from new Bad Sushi line of mini figures, custom 15-inch vinyls featuring work by Las Vegas artists, as well as unique Dopeameme and Superplastic Las Vegas apparel. Here, too, visitors will encounter human-scale figures of Janky and Guggimon, who have just had a comical mishap involving a mini-truck and a hot dog cart. Simply put, Superplastic’s Dopeameme shop allows visitors to take a piece of the pleasure home and keep the good times rolling.

**ABOUT  
SUPERPLASTIC:**

Superplastic is a character-driven intellectual property company that creates synthetic celebrities with millions of followers worldwide and who appear in social media, music, gaming, high-end collectibles, fashion, animated entertainment, web3 and live experiences. The company sells tens of millions of dollars in real and virtual products annually, and has collaborated with Gucci, Fortnite, Mercedes-Benz, Tommy Hilfiger, Christie's Auction House, J. Balvin, Kidsuper, Pusha-T, Paris Hilton, Post Malone, The Weeknd, Vince Staples, Rico Nasty and more.

- EXECUTIVE TEAM:**
- Jennifer van Dijk, chief executive officer, Superplastic
  - Zack Sugarman, chief strategy officer, Superplastic
- SQUARE FOOTAGE:** The Dopeameme Shop is approximately 1,200 square feet and the entire venue is approximately 7,200 square feet.
- CAPACITY:** 167
- OPENING DATE:** Dopeameme opened November 25, 2024.
- PHOTOS:** Click [here](#) to download high-res photos.
- TICKETS AND GROUP RATES:**
- General admission is \$35. Tickets can be purchased [here](#).
  - Dopeameme is also included in AREA15's Experience Pass for Levels 2, 3 and 4. Experience Passes may be purchased [here](#).
  - Discounts are also available for military personnel and seniors aged 65 and older.
  - Groups of 10 or more booking in advance may enjoy 20% off Dopeameme tickets or Experience Passes with a discounted group sales rate.
- HOURS OF OPERATION:** Dopeameme is open 11 a.m. – 9 p.m., Sunday through Wednesday, and 11 a.m. – 12 a.m., Thursday through Saturday.
- AGE REQUIREMENTS:** Guests must be 16 or older to enter Dopeameme, unless accompanied by an adult aged 18 or older. Guests must also be 18 or older to visit during After Hours from 9 p.m. to 12 a.m., Thursday through Saturday when the experience features added adult humor.
- ADDRESS:** Inside AREA15 at  
3215 S Rancho Dr.  
Las Vegas, NV 89102
- PRIVATE EVENTS:** Dopeameme provides a one-of-a-kind destination for private and corporate event groups with distinctive branding opportunities. In 2025, Dopeameme will welcome a full-service bar and VIP room. To inquire about private bookings, click [here](#).
- WEBSITE:** [superplastic.co/dopeameme](https://superplastic.co/dopeameme)

**SOCIAL MEDIA:** Instagram [@dopeameme702](#)

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