



A roomful of strangers are milling around the kitchen of an austere Victorian home when the first portal opens. It's in the refrigerator. A family walks up to it and is swallowed whole by its comforting glow. As the door begins to creak shut, a young woman in a polka-dot skirt skips up to catch it. "Are you coming to The Gathering?" she smiles. "Come on — follow me."

In two years, the House has transformed Meow Wolf from a cadre of broke creatives into a 400-employee-strong organization with a fundraising clip on par with tech startups — and a shot at upending the art and entertainment industries as we know them. That starts in the coming months, as Meow Wolf readies its first expansion: an "experience shopping mall" set in a trippy art bazaar in Las Vegas called Area 15, poised to open next year. Then it's on to Denver, where it'll hatch a \$60 million, 90,000-square-foot immersive art park in 2020 followed by a **permanent exhibit in Washington, D.C.** in 2022.

