

# Theatre of books offers new experiences

Montecasino has opened an innovative state-of-the-art concept store, the Skoobs Theatre of Books, where guests are transported into a parallel world of literary and entertainment. Reportedly the first of its kind in South Africa, it covers 1200m<sup>2</sup> of space on two levels and offers a range of books in every imaginable genre, a coffee shop, an interactive gaming area, an upmarket champagne bar and a fish tank, complete with specially designed water books, to keep visitors mesmerised.



"Everything about this bookstore takes the visitor out of the ordinary and into the realm of the extraordinary," say Marisa Torrani, MD of Cinevation and Skoobs project manager.

The journey of exploration continues throughout the store into a Zen garden, a putting green in the sports area and a Tuscan courtyard, complete with olive trees. The courtyard is one of two specially designed 'activation/events areas', which will be used for book and gaming launches and events, author appearances and signings, demonstrations or informal talks etc.

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