

# F1 simulation arcade coming to Birmingham



CGI of the new F1 Arcade which will open in Two Chamberlain Square on the Paradise development in Birmingham

A motor racing simulation experience officially licensed by Formula 1 is set to open in Birmingham city centre. Called F1 Arcade, it is only the second of its kind in the UK, with the first due to launch later this month in London.

A deal has now been struck to open an 11,000 sq ft facility in the Two Chamberlain Square building [on the Paradise development](#), expected to launch in late 2023.

F1 Arcade will offer an immersive F1 racing simulation experience for individuals and groups, with bespoke racing simulators designed especially for the Birmingham venue featuring motion and audio-visual effects aimed at giving guests a race-type experience.

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It is aimed at both corporate clients and social groups across all demographics and there will also be a food and drink menu.

The concept was created by Adam Breeden whose portfolio of so-called 'competitive socialising' brands include the Flight Club chain of darts bars, which runs a venue in Temple Street in Birmingham, Bounce for table tennis fans and bingo venue Hijingo.

F1 Arcade becomes the latest leisure operator to join the office-led Paradise scheme, with bars Albert's Schloss and Vinoteca and restaurants Rosa's Thai restaurant and Dishoom having all opened venues there.

Office occupiers at the site include financial services firms PwC and Mazars and law firms DLA Piper and Knights among others.

Ross Fittall, senior development manager at MEPC, which is the development and asset manager of Paradise, said: "F1 Arcade will be a major new attraction for the city and one that will appeal to all ages and backgrounds.

"This truly ground-breaking new leisure concept is coming to Birmingham in only its second venue in the UK. With cutting-edge gameplay, high-quality food and drink and an inviting, innovative space, it will be an exciting venue with something for everyone."

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