

Design Development Company Selected to Design New IMMERSE Theater, a concept from DreamShift Studios

Commercial interior design firm will help shape a 100,000-square-foot immersive entertainment venue featuring a theater, restaurant, bar and VIP environments

AGOURA HILLS, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Design Development Company (DDC), a [commercial interior design](#) and hospitality design firm specializing in entertainment venues, has been selected to design the new IMMERSE Theater being developed with DreamShift Studios.



The 100,000-square-foot entertainment facility will combine immersive music storytelling technology with live entertainment, hospitality, dining, retail and premium guest experiences. At the center is a 3,500-seat theater designed to create a visual, light, music and storytelling experience.

The IMMERSE Theater is also planned to include a full-service restaurant and bar, VIP mezzanine, VIP luxury suites, retail space, guest circulation areas and integrated immersive visual and lighting elements.

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David Lieberman

Unlike a conventional theater, the IMMERSE concept requires the physical environment and entertainment technology to work as part of a unified guest experience. Interior spaces, lighting, sound, video, dining, VIP areas; the experience brings together experiential entertainment design.

Design Development Company's role will focus on translating that concept into a functional commercial

environment capable of supporting thousands of guests while maintaining the character and impact of the experience. The work draws on disciplines including [interior architectural design](#),

[restaurant design](#), space planning, guest circulation, lighting design, foodservice planning and coordination with engineering and technology teams.

For DDC Vice President and Creative Director David Lieberman, whose background includes a degree in Interior Architecture, projects of this scale require interior design to address both the guest experience and day-to-day operations.

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The restaurant and bar component will extend the entertainment experience beyond the theater itself. DDC's restaurant and hospitality background allows the firm to address dining-room design, bar design, commercial kitchen planning, guest flow and operational efficiency as part of the overall venue.

The assignment expands Design Development Company's work in specialty entertainment environments and reflects the growing connection between interior architecture, hospitality design and immersive technology.

Design Development Company describes its development process as taking projects from concept to completion, beginning with the original concept and carrying the design through planning, development, documentation and installation.

About Design Development Company

Founded in 1983, Design Development Company is a California-based commercial interior design, restaurant design, hospitality design and specialty project firm serving clients throughout the United States. Services include concept development, site planning, interior and exterior commercial design, commercial kitchen design, lighting design, specifications, graphics, identity consultation and project development.

David Lieberman

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