# Ambitious immersive show Storehouse sparks debate over digital misinformation and memory



An ambitious immersive theatre production titled *Storehouse* has premiered in an expansive, unused warehouse in Deptford, south-east London, spanning an impressive area roughly the size of two football pitches. Set inside what was once the paper store for some of Fleet Street’s most significant newspapers, the show entrenches audiences in an imaginative archive that claims to house every news story, message, memory, and meme ever transmitted across global digital networks. Central to the narrative are radical visionaries who believe that by storing and analysing all human knowledge, humanity can usher in a new form of digital consciousness.

*Storehouse* seeks to explore and challenge contemporary notions of truth, trust, and the complex narratives shaping the digital world. The production’s creative design intertwines art, technology, and storytelling to provoke thought on the fragility of facts and the pervasive misinformation that marks the digital age. Audiences embark on a journey through this fictional archive, compelling them to reconsider how they engage with and interpret the information that saturates modern life.

The show features notable voice talents, including Toby Jones, Meera Syal, Kathryn Hunter, and Billy Howle, who bring the radical visionaries to life, lending weight and depth to the production’s philosophical ambitions. The immersive experience is complemented by a musical finale composed by Anna Meredith, adding a distinctive auditory dimension to the storytelling.

Despite its grand scale and thought-provoking theme, critical reception has been mixed. A review from the Financial Times highlighted the production's impressive design and performances but criticised the storyline for being muddled and overly complex, leading to a somewhat disorganised and underwhelming overall experience. The ambitious script attempts to tackle a broad array of ideas regarding digital data and consciousness, but this broadness reportedly hampers narrative clarity.

*Storehouse* runs until September 20, 2025, with tickets available to the public for performances in this 9,000-square-metre venue. The production's staging in a former newspaper archive in Deptford adds an evocative layer of historical resonance, bridging the legacy of traditional news dissemination with the current digital information explosion.

The creative team behind *Storehouse* and its ensemble cast invite audiences to confront the critical questions raised by living in a world where digital memory and misinformation collide. Whether audiences find the execution compelling or convoluted, the production stimulates a vital conversation about how societies interact with the flood of data defining the contemporary human experience.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.bbc.com/news/videos/c74w8m77e7wo), [[3]](https://sageandjester.com/storehouse/), [[4]](https://www.todaytix.com/london/shows/44077-storehouse)
* Paragraph 2 – [[1]](https://www.bbc.com/news/videos/c74w8m77e7wo), [[7]](https://www.culturecalling.com/london/events/storehouse)
* Paragraph 3 – [[5]](https://www.broadwayworld.com/uk-regional/article/Toby-Jones-Meera-Syal-and-Kathryn-Hunter-Join-Londons-New-Immersive-Show-STOREHOUSE-20250411), [[6]](https://www.theatre-news.com/news/UK/117471/Cast-announced-for-huge-new-immersive-production-Storehouse)
* Paragraph 4 – [[2]](https://www.ft.com/content/f52a7e39-65ba-4ebb-b68d-a91b37e8ca14)
* Paragraph 5 – [[3]](https://sageandjester.com/storehouse/), [[4]](https://www.todaytix.com/london/shows/44077-storehouse)
* Paragraph 6 – [[1]](https://www.bbc.com/news/videos/c74w8m77e7wo), [[7]](https://www.culturecalling.com/london/events/storehouse)

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## Bibliography

1. <https://www.bbc.com/news/videos/c74w8m77e7wo> - Please view link - unable to able to access data
2. <https://www.ft.com/content/f52a7e39-65ba-4ebb-b68d-a91b37e8ca14> - The Financial Times reviews 'Storehouse', an immersive theatre production in Deptford, London, which explores misinformation and the fragility of facts in the digital era. The review highlights the show's ambitious design and performances but criticises its muddled and overly complicated plot, resulting in a disorganised and underwhelming experience. The production runs until September 20, 2025.
3. <https://sageandjester.com/storehouse/> - Sage & Jester's official website for 'Storehouse' provides detailed information about the immersive theatre event. The production, running from June 4 to September 20, 2025, is set in a vast warehouse in Deptford, London, and aims to challenge perceptions of truth and trust. The site includes ticket information, access provisions, and details about the creative team and venue.
4. <https://www.todaytix.com/london/shows/44077-storehouse> - TodayTix offers tickets for 'Storehouse', an immersive theatre experience in London. The show, running from June 4 to September 20, 2025, is set in a 9,000-square-metre warehouse in Deptford and explores themes of truth and trust. The page provides ticket pricing, performance times, and venue details.
5. <https://www.broadwayworld.com/uk-regional/article/Toby-Jones-Meera-Syal-and-Kathryn-Hunter-Join-Londons-New-Immersive-Show-STOREHOUSE-20250411> - BroadwayWorld announces the casting of Toby Jones, Meera Syal, and Kathryn Hunter in 'Storehouse', an immersive theatre production in London. The article details the actors' roles as voiceover artists bringing to life a group of radical visionaries aiming to ignite a new digital consciousness by storing and analysing all human knowledge.
6. <https://www.theatre-news.com/news/UK/117471/Cast-announced-for-huge-new-immersive-production-Storehouse> - Theatre-News.com reports on the casting of Toby Jones, Meera Syal, Kathryn Hunter, and Billy Howle in 'Storehouse', an immersive theatre production in London. The article highlights the actors' roles in portraying radical visionaries who believe that archiving all human knowledge can lead to a new digital consciousness.
7. <https://www.culturecalling.com/london/events/storehouse> - Culture Calling provides information about 'Storehouse', an immersive theatre show in London. The article discusses the show's aim to challenge perceptions of truth and trust, set in a 9,000-square-metre warehouse in Deptford. It also mentions the involvement of composer Anna Meredith in providing the musical finale for the production.