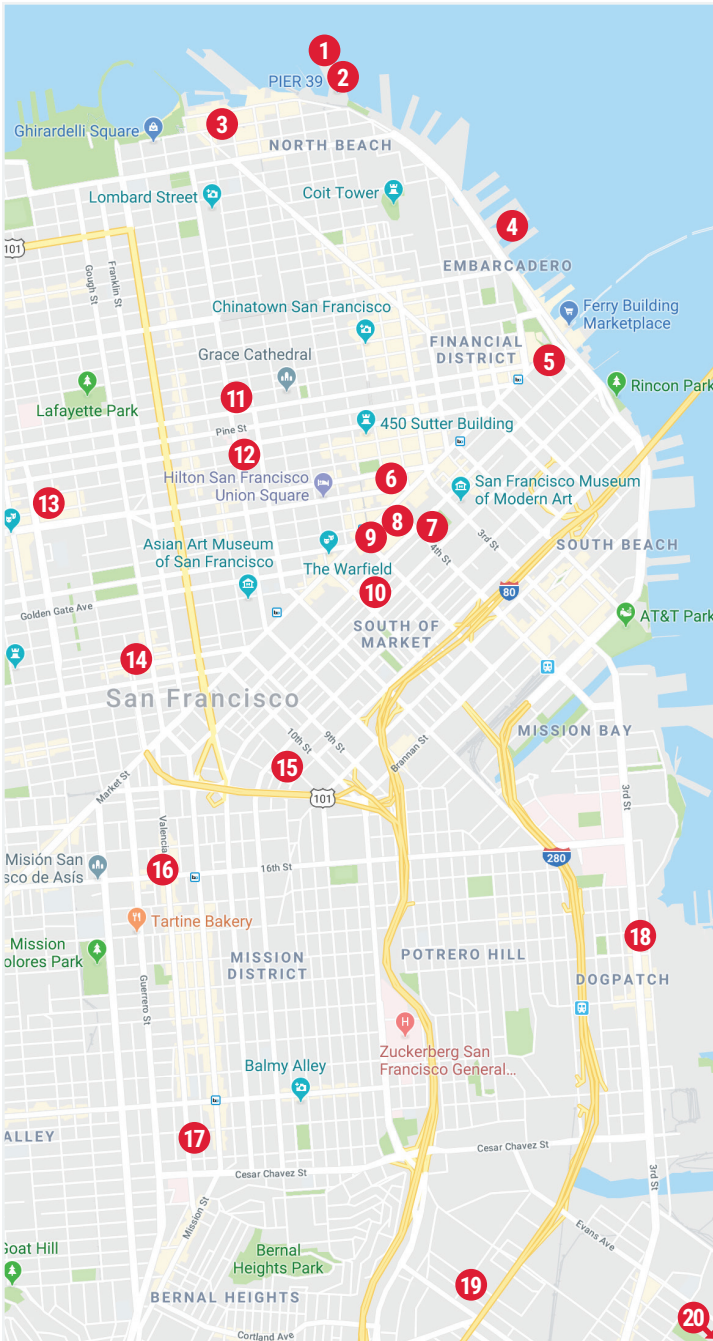


#PlayForward

# Self-Guided Expeditions for San Francisco

San Francisco is a hotbed of emerging tech and an incubator of innovative ideas making it the perfect city to host PlayCon 2018. This year's event is taking place at the iconic SF Jazz Center.



Interact with this map on your phone at <https://goo.gl/U7e7cv>



## 1 7D Experience

This interactive adult arcade combines the thrill of a roller coaster with the excitement of emerging tech, as guests are invited to play, chase and shoot through virtual dimension.

– Pier 39, Building M-1



## 2 Magowan's Infinite Mirror Maze

Lit by black lights and filled with colorful neon corridors, this unique mirror maze promises to be a psychedelic experience the whole family can enjoy.

– Pier 39, Building 0-11



## 3 International Spy Shop

You're better safe than sorry at the International Spy Shop, which caters to all of your surveillance needs, offering hidden cameras, lie detectors, and everything in between.

– 555 Beach Street



## 4 Exploratorium

Release your inner child at this massive museum which embraces the art of learning, as it uses technology, experimentation and play to teach visitors basic scientific principles.

– Pier 15, The Embarcadero



## 5 Autodesk Gallery

Technology meets design in this impressive gallery space that explores how brands like LEGO, Nike and Mercedes-Benz have contributed designs that have shaped the world.

– 1 Market Street, #200



## 6 Museum of Ice Cream

Pink-clad and covered with sprinkles, this ice cream-themed museum invites visitors to explore 10 mouthwatering exhibits that boast a vibrant and social media friendly aesthetic.

– 1 Grant Avenue



### 7 Target Open House

This interactive retail space invites consumers to explore all the latest in smart home technology, including smart cooking accessories, AI assistants, children's toys and more.

– 115 4th Street



### 14 PROXY

Renovated shipping containers transformed a once-abandoned lot into a flexible and lively environment of food, art, culture and retail. The space also features an outdoor movie theater.

– 432 Octavia Street



### 8 Bespoke Coworking

This interactive co-working, event and demo space sits at the intersection of retail and technology, offering the consumer an entirely new experience with every visit.

– 845 Market Street, Level 4, #450A



### 15 Butter

Put your tastebuds to the test at this quirky dive bar that serves up an eclectic menu that consists of deep fried twinkies and other nostalgic oddities.

– 354 11th Street



### 9 RazerStore

Made for gamers by gamers, this unique concept space allows guests to fully immerse themselves in the latest technology, test out new products and participate in tournaments.

– 865 Market Street, #136



### 16 CREAM

CREAM satisfies all your confectionery cravings, as foodies from around the state flock to taste this parlour's custom ice cream sandwich offerings, including vegan and soy options.

– 3106 16th Street



### 10 Covo

Perfect for independent work or collaborative brainstorming sessions, this pay-per-hour office space serves coffee by day and premium cocktails with light snacks by night.

– 981 Mission Street, 2912



### 17 Peephole Cinema

Located in an alleyway, this tiny cinema is easy to miss but perpetually entertaining, playing a constant stream of silent films – all you have to do is look through the peephole.

– 280 Orange Alley



### 11 The Wreck Room

This casual sports bar features old-school arcade games, pool tables and a 12-foot shuffleboard court, while offering a selection of premium cocktails and beer on tap.

– 1390 California Street



### 18 Invention Hub

This unique co-working space prioritizes socially responsible organizations. It's dedicated to incubating ideas that help better society and the futures of marginalized communities.

– 2225 3rd Street



### 12 PanIQ Escape Room

Put your critical thinking skills to the test during this immersive 60-minute escape room experience, which tasks coworkers and friends with solving puzzles to uncover hidden clues.

– 750 Hyde Street



### 19 SCRAP

This creative reuse center invites consumers to dig through bins of discarded craft materials to find unique and vintage gems that might be perfect for an upcoming project.

– 801 Toland Street



### 13 Crown & Crumpet Tea Stop Cafe

It's always tea time at this airy, floral-clad cafe, which serves up hot beverages and light snacks, all from the comfort of a funky Victorian-inspired interior.

– 1746 Post Street



### 20 Silicon Valley Innovation Center

This tour explores the innovative ideas and disruptive tech that Silicon Valley is known for, while fully immersing guests with product test runs and visits to Google's and Apple's offices.

– 1850 Gateway Drive, #150, San Mateo (off map)

*Note: The businesses that Trend Hunter sourced for this list have no affiliation with either Trend Hunter nor with the Toy Association and Playcon. We have not coordinated with the owners for a tour of these locations. As a public visitor, please consult their websites or Google to ensure that your visit is within the premises' hours of operation..*