



For Immediate Release

## **JT Magen Celebrates the Launch of Netflix House Locations in Dallas, TX and Philadelphia, PA**

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*National Construction Firm Led Adaptive Reuse of Permanent, Year-Round  
Entertainment Destinations at Galleria Dallas and King of Prussia Mall*

**(New York, NY – May 7, 2026)** – [JT Magen](#), a national construction firm specializing in preconstruction, construction management, design-build, and general contracting across a variety of industries, is celebrating the launch of [Netflix House](#) – a first-of-its-kind entertainment venue – in King of Prussia, just outside of Philadelphia, PA, and Dallas, TX. Netflix House is a permanent, free-to-enter destination where fans can play, eat, and shop their favorite Netflix stories beyond the screen, year-round.

[Netflix House Philadelphia](#) was built out in the more than 100,000-square-foot, two-story space formerly occupied by a Lord & Taylor department store at the King of Prussia mall, and [Netflix House Dallas](#) was repurposed within a more than 100,000-square-foot, two-story space previously occupied by a Belk department store at Galleria Dallas.

JT Magen served as construction manager for the tenant improvement projects, overseeing all aspects from budgeting and scheduling, procurement of materials, managing subcontractors and conducting the final handover. For both Philadelphia and Dallas, Gensler served as the architect and interior designer and Magnusson Klemencic Associates as the structural engineer, while Henderson Engineers provided acoustical and MEP engineering services. AOA was the client’s representative. Lumsden Design served as the retail designer while Cini-Little was the kitchen consultant for the projects.

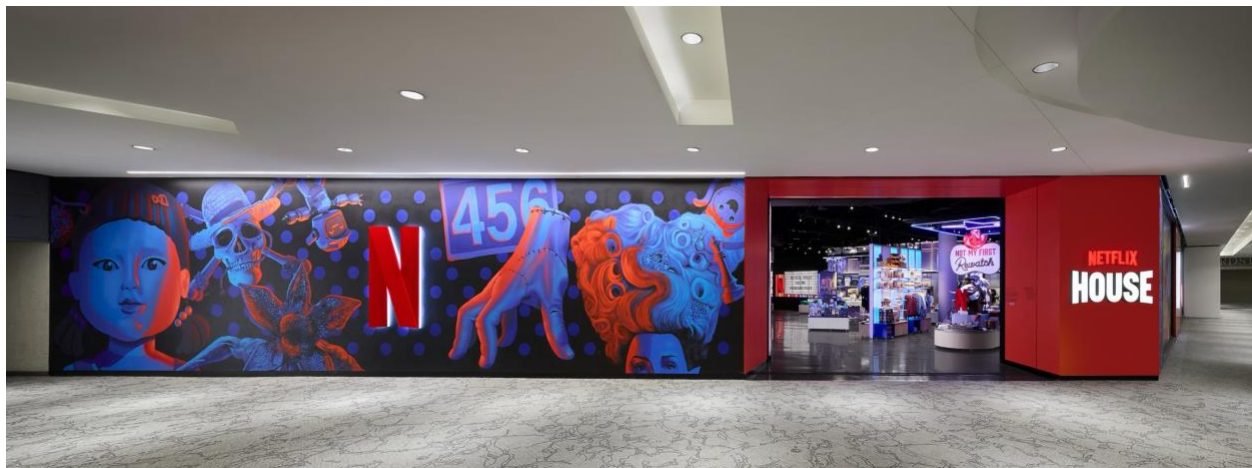


“Netflix House is the brand’s first permanent experiential offering, and JT Magen was proud to be an early partner in making Netflix’s vision a reality,” said Colum Quirke, a project manager at JT Magen who led the Dallas fitout. “For more than 25 years, we have worked closely with clients to navigate new or updated retail concepts and bring them to fruition. Our experience made us well-suited to lead these complex, detail-oriented projects in existing buildings.”

Named one of TIME Magazine’s “World’s Greatest Places 2026,” each Netflix House is free to enter and explore, featuring a variety of complimentary and paid activities, games and immersive experiences, as well as a restaurant, a shop, photo opps and more - all inspired by some of Netflix’s most popular shows and movies, including *Wednesday*, *ONE PIECE*, *Stranger Things*, *Squid Game*, *Love Is Blind*, *KPop Demon Hunters*, *Bridgerton*, *Is It Cake?*, *WWE Raw*, *The Gentleman* and many more. Netflix House will regularly update its offerings based on what’s popular on screen, so there will always be something new to discover each visit.

“Netflix House is illustrative of people’s desire for these unique in-person experiences, particularly related to their favorite stories. Being immersed into these worlds provides an extra dimension to the content people are consuming. This growing trend of experiential destinations at retail venues opens the door for the adaptive reuse of vacant space at malls and shopping centers to capture customer interest and keep foot traffic coming through,” added Quirke.

Guests begin their journey at each location through a striking Red Envelope-inspired entrance, a nod to the company’s DVD-by-mail roots. Each building’s exterior features vibrant murals created by local artists that showcase a unique mash-up of favorite Netflix characters. An expansive Atrium lets guests explore larger-than-life art installations and photo opportunities inspired by beloved characters and stories.



Visitors can shop the Netflix store with exclusive merchandise, and dine at Netflix BITES, a casual, full-service restaurant with elevated comfort food and cocktails but with entertaining twists playing on popular Netflix shows and movies. Both locations offer ticketed experiences: from hour-long immersive offerings like *Wednesday: Eve of the Outcasts* and *Squid Game: Survive the Trials*, to shorter gameplay such as RePLAY arcade in Dallas, and Top 9 mini golf and Virtuals VR Studio in Philadelphia. Netflix House Philadelphia also has The TUDUM Theater, which seats 229 guests for screenings, special events, live sports, and more.

“Netflix House was unique in that there was coordination with vendors you don’t typically see in standard retail construction – stage crews, scenic vendors, large-scale displays and graphics vendors,” noted Peter Levine, a project manager at JT Magen who oversaw the Philadelphia buildout. “JT Magen collaborated with project vendors on a number of different aspects to meet the Netflix team’s needs. Such a high-level of

craftsmanship, talent, and imagination went into these spaces, and it was fulfilling to see the final outcome after so much preparation.”

JT Magen’s respected working relationship with Netflix includes several projects over the last decade. The company led the fit-out of Netflix’s New York office as well as the ground-up development of Netflix Studios Fort Monmouth in New Jersey. The team at JTM CGI, an affiliate of JT Magen, delivered the expansion of Netflix Studios Albuquerque in New Mexico in 2024 and serves as the construction manager for Netflix House’s third location in Las Vegas.

### **About JT Magen**

JT Magen has been recognized as a premier construction firm for more than 30 years, setting standards in the industry with a commitment to excellence and a reputation for quality. Offering a comprehensive range of services including preconstruction, construction management, design-build, and general contracting, JT Magen specializes in a diverse range of industries including broadcast & studio, financial services, healthcare, hospitality, law firms, mission-critical facilities, non-profit organizations, residential spaces, retail establishments, and technology, media, and information (TAMI) clients. Comprised of Chartered Quantity Surveyors, Architects, Engineers, and Construction Professionals, JT Magen is dedicated to bringing projects to completion on time and under budget, ensuring the best outcomes for its clients. The firm’s approach is characterized by forward thinking, thorough pre-planning, and the establishment of trust relationships, making JT Magen a preferred partner in the construction community. Headquartered in New York, NY with offices in Chicago, IL, Los Angeles, CA, Austin, TX, and Miami, FL, JT Magen exceeds expectations and delivers competitive pricing, technical assistance, and high-quality workmanship, distinguishing itself from the competition and underscoring its position as a leader in the construction industry. For more information, visit [www.JTMagen.com](http://www.JTMagen.com)

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