

Journey Acquires Scruffy Dog Creative Group, Expanding End-to-End Design, Fabrication, and Delivery Capabilities

NEW YORK, January 27, 2026 at 1 pm GMT / 8 am ET — Journey, the multidimensional experience agency, has acquired [Scruffy Dog Creative Group](#) (SDCG), the UK-based design-and-build studio known for its advanced fabrication, manufacturing, and delivery capabilities across theme parks, visitor attractions, resorts, museums, brand activations, and immersive experiences. This acquisition marks a significant evolution in Journey’s ability not only to design transformative experiences, but to physically bring them to life at scale.

Driven by a clear purpose — to solve today’s most complex creative challenges with tomorrow’s most potent design solutions — Journey reimagines the experiences that connect people, brands, and culture. From immersive storytelling at the [Empire State Building](#), revitalizing opera in [The Adventures of Kavalier & Clay](#), heightening the guest experience at [Sphere](#), or envisioning the next generation of destinations like [Qiddiya](#), Journey is constantly at the forefront of electrifying design and the expansiveness of the human experience.

The addition of SDCG strengthens Journey’s ability to fully execute experiences from concept to completion. SDCG’s teams work from early concept development and schematic design through on-site installation around the globe. Their multidisciplinary teams collaborate across [creative direction](#), [scenic construction](#), and [specialist fabrication](#) to deliver cohesive and strategic work at every stage. With state-of-the-art factories, skilled fabricators, and on-site installation expertise, SDCG brings end-to-end capability that delivers complex physical environments with speed, precision, and confidence. Together, Journey and SDCG will now offer clients a seamless path from imaginative concepting and design development through meticulous fabrication and execution, uniting creative designs with thorough, project-focused craft.

For nearly two decades, SDCG has been a trusted partner to globally recognized brands such as Universal Creative, Six Flags, LEGOLAND, Merlin Entertainment, Qiddiya, Netflix, Google, and more — creating bespoke environments, immersive installations, and large-scale experiential builds, from [theme parks and resorts](#) to award-winning [museums and immersive cultural experiences](#). They hold ISO accreditation and operate international facilities, elevating Journey’s production expertise and ensuring that ideas conceived by designers are executed by builders who understand the creative intent from the inside out.

“At Journey, we’ve always believed that great ideas deserve equally great execution,” said Andrew Zimmerman, CEO of Journey. “Scruffy Dog allows us to carry an experience from design through fabrication and delivery with a single, unified vision. This is about bringing deeper expertise, greater control, and more confidence to every experience we deliver.”

“Journey thinks big, and that’s exactly how we like to work,” said Joe Bright, CEO of SDCG. “With our teams and factories working side by side, we can move faster, build smarter, and turn ambitious ideas into real-world experiences that you can walk into, touch, and feel. That’s incredibly exciting.”

The transaction was supported by private equity firm Growth Catalyst Partners (GCP), which focuses on investments in tech-enabled creative businesses.

“Scruffy Dog joining Journey further strengthens our ability to deliver multidimensional experiences at scale,” said James O’Callaghan, Managing Director at GCP. “The acquisition combines visionary design with award-winning fabrication and delivery to create a true end-to-end offering for our clients.”

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About Scruffy Dog Creative Group

Scruffy Dog Creative, a Journey studio, is a global, story-led design and fabrication studio delivering guest-centred experiences. Our teams support projects from early narrative thinking through design development and on-site installation. Design work covers concept, masterplanning, schematic, and detailed stages, with decisions shaped by how elements will be fabricated and assembled.

From ISO-certified fabrication facilities in the UK, in-house teams produce scenic elements, show sets, and architectural features for installation on site. Scruffy Dog Creative is a founding studio of Journey, the global design and innovation agency shaping the future through multidimensional experiences (MDX) that connect people, brands, and culture.

<https://www.scruffydogltd.com>

About Journey

Journey is a global design and innovation agency shaping the future through multidimensional experiences (MDX) that connect people, brands, and culture. Our layered MDX approach crafts story-driven, sensory-rich engagement across physical, immersive, digital, and virtual spaces—fuelled by creative and technological innovation. Born from a legacy of pioneering studios, Journey blends strategic thinking with deep creative expertise to deliver solutions across industries. Journey’s MDX approach fuels growth and forges lasting value for audiences and partners, by creating cultural connections that resonate with impact.

www.journey.world

About Growth Catalyst Partners

Growth Catalyst Partners is a middle market private equity firm investing in information, marketing and tech-enabled services businesses. GCP’s strategy involves targeting growth segments of industries and identifying and building market-leading companies with breakout potential. GCP partners with company founders and owners, along with top executives within those industries, and provides capital, proprietary deal origination and operating expertise to the management teams. GCP’s team has deep sector expertise and has led hundreds of transactions and successful investments in services businesses for over 20 years. Since the firm’s founding in 2015, GCP has completed over 120 acquisitions across its industry-leading platform companies.

www.growthcatalystpartners.com