

Brightwood Capital's Acquisition of Museum of Illusions Group

JANUARY 6, 2026

A team led by Bradley Vaiana and Austin Leach represented Brightwood Capital Advisors, LLC (“Brightwood”), a New York-based investment firm, in its acquisition of Museum of Illusions Group, the world’s largest privately held chain of museums, from Invera Capital Partners. As part of the transaction, five previously franchised locations will transition from the chain’s largest franchisee, LOL Entertainment, to become corporate-owned sites. Winston attorneys across multiple practice areas and offices, including M&A, Tax, Intellectual Property, Employee Benefits, and the firm’s UK office, assisted in structuring a complex cross-border transaction to support Brightwood’s fund investment goals. The acquisitions were completed on January 6, 2026.

Brightwood’s investment builds on a decade of growth and will enable Museum of Illusions to accelerate its U.S. and international expansion, further strengthening its position as a global leader in experiential entertainment.

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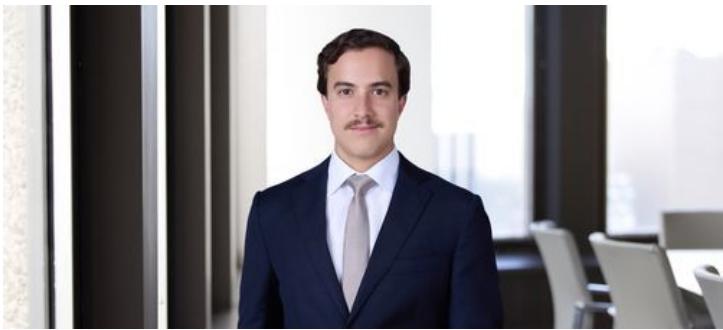
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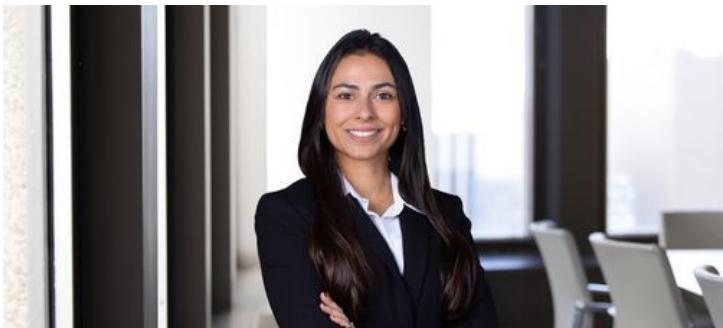
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