



The urban escape Dhaka did not know it needed

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In a city where the idea of free time often feels like a luxury, Dhaka's parents face a familiar struggle: finding a safe and joyful space where their children can play while they themselves get a moment to breathe. Public playgrounds have slowly disappeared, open fields have turned into concrete, and the city's fast pace leaves little room for genuine parent-child bonding. For many families, quality time has been reduced to screen-heavy evenings and hurried weekends at restaurants. That is precisely the void the new Playard inside Unimart's Uttara Centrepoint steps in to fill. More than a kids' zone, it is a reimagined form of urban leisure built around a simple but powerful question: Why grow up?

REDISCOVERING PLAYING TOGETHER

The philosophy behind Playard stems from the belief that play should not end with childhood, especially for a generation that grew up outdoors, in open fields and neighbourhoods that encouraged real interaction. Millennials and Gen-Z parents remember that version of Bangladesh vividly, yet they now raise their children in a Dhaka that is far more crowded, stressful, and very short on

open spaces. That gap creates a sense of guilt and a longing for simpler moments, feelings Playard taps into by creating an environment where adults and children can rediscover joy together. It does not ask adults to supervise from the sidelines; it invites them to participate.

Playard also draws inspiration from a familiar name: Zero Gravity, the small but energetic zone in the Go-Karting area of Chef's Table Courtside on Madani Avenue. Zero Gravity became popular because it offered something Dhaka rarely provides—movement, adrenaline, and an escape from your daily routine. Unimart's Playard takes that concept and expands it into a full-fledged ecosystem designed for comfort and inclusivity. Where Zero Gravity felt like a fun chapter, Playard feels like an entire book. Its experience is more curated and purpose is clearer: to create a playful sanctuary inside the chaos of Uttara.

DESIGN THAT RESPECTS ADULTS EXPERIENCE

Walking into Playard, what stands out immediately is that the space does not talk down to adults. The colours, lighting, and layout feel modern and nostalgic at the same time. This is intentional. Millennials and Gen-Z carry the fatigue of long work hours, digital overload, and the emotional weight of balancing careers and parenting. Playard functions almost like a reset button for them. It is a place where arcade games, interactive rides, and sensory rooms bring back pieces of their own childhood, only now they get to enjoy it with their



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children. You see parents laughing on soft rides, teens competing with their mothers in arcade challenges, and young professionals dropping by to decompress after work. The message the space sends is simple: adulthood doesn't have to be a rigid, joyless routine.

This is also what sets Playard apart from places like Toggy Fun World. While Toggy is a massive, lively amusement zone primarily focused on children, Playard centres itself on shared experiences. It is not trying to overwhelm visitors with a hundred different attractions. Instead, it offers a curated set of high-quality rides, games, and interactive rooms that multiple age groups can enjoy together. The experience is more modern and intentionally built for families who want something enjoyable but not chaotic. The space feels calmer and

more aligned with the mood and taste of today's young parents.

SPACES FOR EVERY AGE GROUP

Inside Playard, even without listing every ride by name, the vibe is unmistakable. There are arcade-style games that ignite friendly competition, soft-play sections perfect for toddlers, and VR corners that pull both teens and adults into surreal virtual worlds. Mini-rides are designed in a way that adults can join without feeling out of place, and sensory rooms offer quiet, soothing environments for anyone who needs a break from overstimulation. The moment you step in, you feel Dhaka's noise fade into the background. It is a controlled playground designed to give you the full experience.

Playard is also conscious of another

truth: not every family in Dhaka can afford such an experience. But it is built for those who can occasionally take the chance—millennials and Gen-Z professionals who look for meaningful, premium outings with their children. The intention is not exclusivity but purpose. Playard aims to reclaim the idea of play as something worth investing in and something that strengthens family relationships in a city where everything moves too fast.

CHANGING THE CULTURAL STATEMENT OF DHAKA

Ultimately, Playard is more than a recreation space inside a mall. It is a cultural statement about what Dhaka deserves and what its people have been missing. It gently challenges the belief that children play while adults simply supervise. Here, the lines blur. Parents become playmates, children see a different side of their parents, and the city outside feels a little lighter. In a place where lives revolve around deadlines, traffic, and responsibilities, Playard offers a reminder that joy is also a form of care.

And that is the heart of Unimart's vision. In asking, "Why grow up?" Playard invites Dhaka's residents to experience something we often forget to seek: a moment of uncomplicated fun. It encourages adults to step into a world where laughter is easy, memories form effortlessly, and family time feels genuine again. In a city that rarely slows down, Playard stands as a quiet rebellion, reminding us that sometimes the most grown-up thing you can do is allow yourself to go back to younger times.



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PHOTOS: PALASH KHAN