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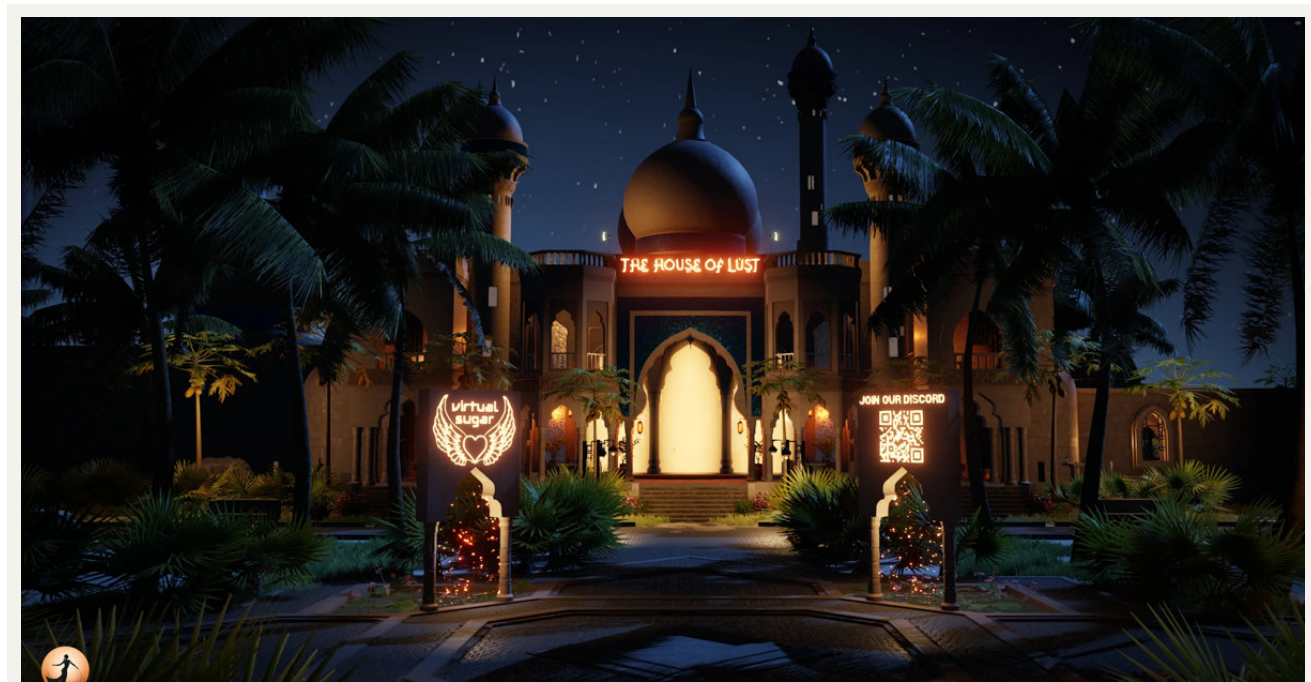
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VENUES

The House of Lust

BY CURT ROSEWOOD — 2025-11-15



The House of Lust – A Conversation with Anaganda

We wanted to create something sensual, calm, and honest — a place where desire could simply be.

Hidden away behind flickering candles and velvet walls, *The House of Lust* has quietly become one of 3DX's most intriguing destinations, a space where sensuality meets calm, and the noise of the outside world fades into something slower, deeper, and much more deliberate.

We sat down with *Anaganda*, the mind behind the build and part of the *Virtual Sugar* collective, to talk about what drives the design, the atmosphere, and the people who call it home. What follows is a rare glimpse behind the curtains, a look at the intentions, struggles, and satisfaction that come from creating a place built entirely on connection and desire.



WHAT KIND OF EXPERIENCE ARE YOU AIMING TO GIVE VISITORS?

House of Lust is the room's name, run under the banner of Virtual Sugar. It's part of our desire to embrace the sexual side of 3DX, a place without a dance floor and without a DJ. A peaceful location for people to socialize, find a date, bring their own date, or, if they're into it, hire an escort. Not that we are against partying; on the contrary, we're into all of that as well. But we believe in the distinction of activities. We aim to focus our public activities on that sexual and social side, and The House of Lust is a step towards that. What we are attempting to offer with The House of Lust is a hospitable environment for people who are seeking intimacy or sex or just a place to sit and relax, to create their own experiences, free from the loudness of music and the confusion of whether the person you're attempting to talk to is here to dance or to hook up. On top of that, we have the "whore house" zone in the room for freelance escorts and clients who are into that kink, as well as our own Virtual Sugar escorts who you might find there too.

HOW WOULD YOU DESCRIBE THE COMMUNITY AROUND YOUR ROOMS?

We geared our rooms and our server more towards anyone who wants to engage with the erotic and sexual side of 3DX. 3DX's community is big and vast, from DJs to builders to writers, but everyone likes sex; otherwise, they would not be here at all. So I would say the community around us is everyone, but everyone when they are in the mood to get a little naughty and sexy... or a lot naughty and sexy. Some people are in that mood 24/7, some for a specific time, some open about their erotic activities, some devoted to one partner. To each their own in the end, but all of them should hopefully be able to find a place in our rooms.

WHO ARE THE PEOPLE BEHIND HOUSE OF LUST?

House of Lust as a concept was originally conceived and built by me back when I was a solo act earlier this year. After running it for a couple of months on my own under the name The Sex Room, I realized that the place needed a banner to run under, because as I said above, this location is the first step, not the end goal. Enter Virtual Sugar,

who have been helping me tremendously behind the scenes. On top of being close with several members on a personal level, we've worked on projects together before and always had a great experience. We share the same views on what we need from 3DX and what we want it to be for us. So, to directly answer your question, the people behind House of Lust are Virtual Sugar staff: Kemistry, Ember, OliverCream, Kaplan, Asara, Braelynn, IsabellaWinks, and myself.

WHAT TECHNIQUES DO YOU USE TO OPTIMIZE PERFORMANCE WHEN BUILDING?

The hardest part of building is balancing the vision with performance. For me, it happens in two parts. **During the initial build, I focus on each object and try to strike a balance between visual appeal and the number of elements used to create it. But no matter what one does, how heavy the build ends up being is never fully realized until the later stages, which brings us to part two. After finishing the build, cutting down on objects or light sources always feels like carving pieces of my own flesh with each object I delete. Ultimately, I try to keep a maximum file size in mind, which House of Lust admittedly exceeded a bit, and stay mindful of lights and animated objects, since those take the biggest toll on performance.**



HOW DO YOU MAKE A SPACE FEEL "ALIVE" OR IMMERSIVE?

First and most important is the size of the space itself. Too big will always feel deserted and dead, too small will feel cramped and uncomfortable. Having an appropriately sized space is key. There's a rule I like: if you find yourself adding objects just for the sake of filling space, something is wrong. Second, I always imagine myself using the room while building. From the moment I walk in, where would I sit or stand? What would I need near that spot? The path I'd take to get there? Things evolve naturally from those thoughts, and you find the room starts building itself. The end result is a space that feels alive, like somewhere you could actually walk into in real life.

WHAT DO YOU THINK SETS A ROOM APART?

From a building perspective, the design has to fit the use. A social or sex room, for example, needs spots where people can linger, alone or with a partner, good areas for cuddling or intimacy, and private corners for those who don't feel comfortable in the open. Looks might give a room an initial push, but if it doesn't function well, it won't live long. But that's just one aspect. What truly sets a room apart is its spirit the atmosphere, how it's run, the music choice, and consistency. Those things define a space far more than architecture alone.

WHAT WOULD YOU RECOMMEND TO NEW PEOPLE TRYING TO START A ROOM?

Don't carry it all on your shoulders, building, hosting, managing, DJing, everything. Yes, some people can do it all, but like in real life, specialization improves the end result and helps avoid burnout.

HOUSE OF LUST IS DEEPLY EROTIC, BUT ALSO ELEGANT AND CALM. HOW DO YOU FIND THAT BALANCE BETWEEN DESIRE AND ATMOSPHERE?

Being erotic is our general theme in Virtual Sugar. Every build we have, whether it's mine or someone else's, has to feel that way. Even before my time with VS, our earlier rooms like Strip n' Rock and Climax Club focused on music and dance, but the overall vibe of naughtiness was always there. Personally, I'm an erotic person by nature, and it always shows in anything I build, elegant or otherwise.



FOR MANY, PLACES LIKE HOUSE OF LUST BECOME MORE THAN JUST VENUES, THEY'RE EMOTIONAL SPACES. WHAT DOES IT MEAN TO YOU PERSONALLY TO CREATE SOMETHING THAT OTHERS CONNECT THROUGH?

It feels nice. To be quite honest, we created House of Lust for our own selfish reasons, as a home in 3DX where we could unleash our inner naughty creatures and feel free. But the ultimate goal of being in a place like 3DX is to make connections of all kinds. There are other goals and ways to play, sure, but I've yet to meet someone who

truly wants to go through their 3DX journey alone. So it's delightful to know that people like our home and come here to connect, to have their own emotional and sexual journeys, and to share them with ours.

WHAT MOMENTS INSIDE HOUSE OF LUST MAKE YOU STOP AND THINK, YES, THIS IS WHY I BUILT IT?

When I look around the room and find most of the guests partnered up or engaged together, that fills the entire team with a sense of satisfaction, because this is why we are running this room. To provide ourselves and others with a space to do that, as opposed to being lost standing at the entrance wondering what to do or where to go, or finding ourselves greeted by a dance floor that shouldn't exist in a social or sex room.

IS THERE ANYTHING ELSE YOU'D LIKE TO ADD, ANYONE TO THANK?,

I would like to thank the entire Virtual Sugar team, both the current lineup and all the ones who have come and gone through the years since the founding of Virtual Sugar.

In a world that moves too fast and way too loud, The House of Lust is here to remind us that serenity can be just as powerful, that some of the most meaningful experiences we have are often found in soft conversations, stolen glances, shy smiles and the quietness of a shared presence.

The House of Lust isn't just a room; it's a reflection of what 3DX can be when passion and purpose meet head on. A place for pleasure, yes, but also for peace.

The Hidden Circle thanks Anaganda and the team at Virtual Sugar for opening their doors, and for continuing to build spaces where connection is not only welcomed... but celebrated.

With Special Thanks to Anaganda