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neon's 'Jurassic World' exhibition making Canadian debut in April

The **interactive exhibition** immerses guests in settings inspired by the *Jurassic World* film franchise.

News



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Words: [Bea Mitchell](#)
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neon, a **global experience entertainment company**, has announced the Canadian debut of 'Jurassic World: The Exhibition', which opens in Toronto on 14 April.

The 20,000-square-foot **interactive exhibition** immerses guests in settings inspired by Universal Pictures and Amblin Entertainment's *Jurassic World* film franchise.

Ron Tan, the executive chairman and group CEO of neon, said fans of the \$6 billion film franchise in Canada "will be in awe at this immersive experience".

"Thank you to our partners for making this possible and I look forward to welcoming huge crowds to our experience," Tan added.



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Visitors walk through the iconic 'Jurassic World' gates, explore themed environments, and meet life-size **dinosaur animatronics** including a Brachiosaurus, velociraptor and T-Rex.

Guests also get to interact with baby dinosaurs, including 'Bumpy' from the animated series *Jurassic World: Camp Cretaceous*. *Jurassic World* on Netflix.

The exhibition is produced in partnership with Universal Live Entertainment, a division of **Universal Parks & Resorts**. It will be located at the Square One shopping mall in Mississauga.

Since launching in Melbourne, Australia in 2016, Jurassic World: The Exhibition has welcomed nearly five million visitors.

The attraction has been in London, San Diego, Denver, Dallas, Chicago, Philadelphia, Paris, Madrid, Seoul, Chengdu, Guangzhou and Shanghai. It will soon open in Cologne, Germany.

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Immersive settings inspired by films

"The *Jurassic Park* and *Jurassic World* franchise have been thrilling audiences for decades and we are delighted to give fans the opportunity to see these magnificent dinosaurs up close," said Universal Parks & Resorts' president of global business development, **Michael Silver**.

neon also recently opened an immersive *Avatar* experience at Gardens by the Bay in Singapore, which celebrates the highest-grossing film of all time.

Elsewhere, London's **Natural History Museum** has turned one of its shops into a nostalgic replica of the store featured in 1993 film *Jurassic Park*.

"It's a privilege to be celebrating 30 years of *Jurassic Park*," said **Paul Bufton**, VP EMEA for Universal's products and experiences division.

Images: neon

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Bea is a journalist specialising in entertainment, attractions and tech with 10 years' experience. She has written and edited for publications including CNET, BuzzFeed, Digital Spy, Evening Standard and BBC. Bea graduated from King's College London and has an MA in journalism.

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