

NEON & Warner Bros. announce Harry Potter: Visions of Magic interactive art experience

News



Words: [Charlotte Coates](#)
29th June 2023 | 2 min read

Share this



NEON, a [global experience entertainment company](#), has announced that it has partnered with Warner Bros. Discovery Global Themed Entertainment to present Harry Potter: Visions of Magic. This new interactive art experience is inspired by the Wizarding World and will start its European tour this year, followed by global locations.

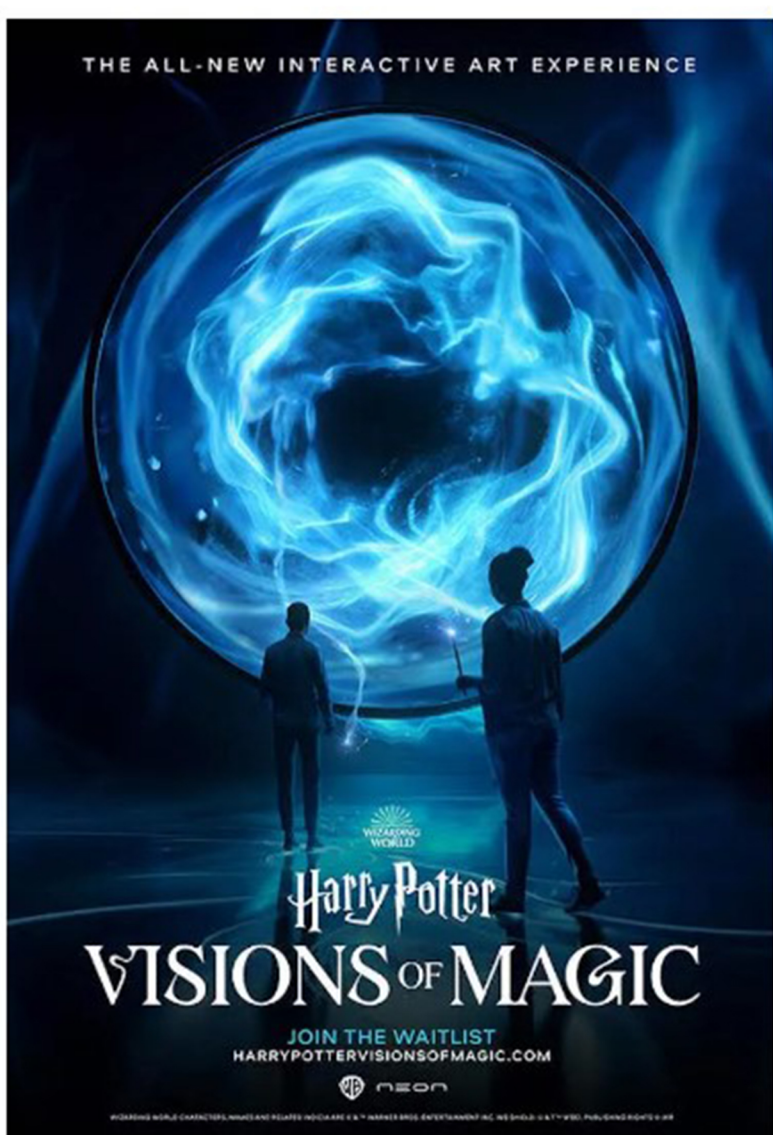
Harry Potter: Visions of Magic is a modern creative celebration of the enduring film series which aims to celebrate the worlds of Harry Potter and Fantastic Beasts and explore some of the Wizarding World's mysterious elements.

Guests can discover creative and evocative settings based on enigmatic locations in the magical world, like the Ministry of Magic, Newt's Menagerie, and more. Multi-sensory works are created by responsive video content, striking architecture, and unique soundscapes, while interactive technology enables visitors to illuminate the invisible, exposing visions of magic that bring the entire experience to life.

Art and technology combine to bring the Wizarding World to life

"This experience is going to leave our millions of Wizarding World fans around the world awestruck," says **Peter van Roden**, senior vice president of Warner Bros. Discovery Global Themed Entertainment. "Art and technology have been masterfully harnessed and brought together with the Wizarding World to create a truly magical experience that puts the franchise on display like never before."

"We're excited to partner with Warner Bros. Discovery Global Themed Entertainment to deliver this unique experience for the first time ever," adds **Ron Tan**, executive chairman and group CEO of NEON. "Whether you have been a fan of Harry Potter and Fantastic Beasts for decades, or are just now discovering these rich stories, expect to be taken on a journey like none other."



Later this year, more details regarding Harry Potter: Visions of Magic will be released, and the European city set to host the world premiere will be announced. For priority access to presale tickets to the European location where you may be among the first to experience the spellbinding Harry Potter: Visions of Magic, sign up for the waiting list [here](#). Subscribers will also be the first to receive information about upcoming tours planned for other locations around the world.

Earlier this year, NEON's *Avatar: The Experience* received the Outstanding Attraction Experience award at the [Singapore Tourism Awards 2023](#), in the Experience Excellence category.

Brand experiences

Traveling exhibitions

Harry Potter

Immersive experiences

Artainment

Exhibit design

IP

Share this



Charlotte Coates

Charlotte Coates is bloolooop's editor. She is from Brighton, UK and previously worked as a librarian. She has a strong interest in arts, culture and information and graduated from the University of Sussex with a degree in English Literature. Charlotte can usually be found either with her head in a book or planning her next travel adventure.

[More from this author](#)

Companies featured in this post



0 Comments

Login

Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS



Name

Share

Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data

DISQUS

Follow us:



Bloolooop is taking climate action

[Find out more](#)

CLIMATE NEUTRAL NOW

Become part of the Bloolooop community:

[Work with us](#)

Sign in

About

Privacy Policy

Search jobs

