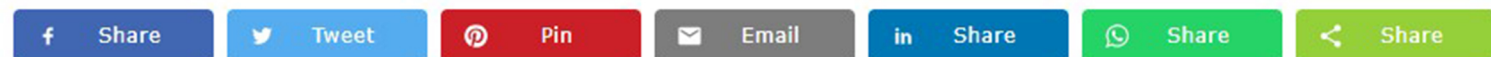


Harry Potter interactive art experience set to debut in European city in 2023

Warner Bros and Neon are working in collaboration to develop a new contemporary art experience based on the world of Harry Potter

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Harry Potter: Visions of magic is coming to a European city later this year

A new contemporary art experience based on the *Harry Potter* franchise is making its way to a yet-to-be named European city ahead of a tour of Europe for the travelling exhibition.

A collaboration between Warner Bros Discovery Global Themed Entertainment and immersive experiential design firm Neon, *Harry Potter: Visions of Magic* explores both the *Harry Potter* and *Fantastic Beasts* movie IPs, with the interactive art experience featuring locations such as the Room of Requirement, Newt's Menagerie, the Ministry of Magic, and more.

The travelling exhibition will feature multi-sensory installations, with interactive technology inviting guests to "illuminate the invisible, revealing visions of magic that bring the entire experience to life".

"This experience is going to leave our millions of Wizarding World fans around the world awestruck," said Peter van Roden, senior vice president, 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."

Neon - formerly CityNeon - says more information about the exhibition and initial host city will be announced later this year. Former touring exhibitions from the company include *Marvel Avengers S.T.A.T.I.O.N.*, *Jurassic World: The Exhibition* and *The Hunger Games: The Exhibition*.

"We're excited to partner with Warner Bros. Discovery Global Themed Entertainment to deliver this unique experience for the first time ever," said 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."

A number of *Harry Potter* attraction and exhibitions have toured the world, with *Harry Potter: The Exhibition* **set for a stop in Macao, China, later this year**. A major attraction based on the Wizarding World has also open in Japan, with the *Harry Potter Studio Tour* **opening in Tokyo**.