



Harry Potter VISIONS OF MAGIC

**HARRY POTTER: VISIONS OF MAGIC – AN ALL-NEW INTERACTIVE
ART EXPERIENCE, INSPIRED BY THE WIZARDING WORLD™, TO
HOST ITS WORLD PREMIERE AT THE ODYSSEUM IN COLOGNE,
GERMANY**

GRAND OPENING DECEMBER 8, 2023

TICKETS FROM 07 SEPTEMBER 2023 ON PRESALE

Cologne, September 04, 2023 – Warner Bros. Discovery Global Themed Entertainment, NEON and Explorado Group have announced the location of the world premiere of Harry Potter: Visions of Magic. This unique multimedia spectacle will be shown at the ODYSSEUM in Cologne, Germany for a limited time beginning December 8, 2023.

Fans can now register on the website www.HarryPotterVisionsOfMagic.de for the presale, which will begin on September 7 at 10 a.m. CEST. Registered fans will have the exclusive opportunity of getting their tickets in advance. The general presale will start on September 12.

Harry Potter: Visions of Magic created by Warner Bros. Discovery Global Themed Entertainment and NEON is an evocative and interactive art experience exploring some of the most mysterious corners of the Wizarding World™ across a 3,000 square meter venue. Discover a series of artistic and immersive environments inspired by enigmatic places in the magical community, like the Room of Requirement, Newt's Menagerie, the Ministry of Magic, and more. Responsive video content, bold architecture, and original soundscapes create breathtaking multi-sensory installations, while interactive technology invites guests to illuminate the invisible, revealing visions of magic that bring the entire experience to life.



"This experience will showcase our iconic franchise in a way that fans have never seen or experienced before," said **Peter van Roden**, Senior Vice President, Warner Bros. Discovery Global Themed Entertainment. "We're really excited for guests to interact with the Wizarding World in this innovative way, including with some elements and locations that will be seen for the first time ever in a touring experience."

"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 & 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."

"We are thrilled and incredibly proud to be apart of the world premiere of *Harry Potter: Visions of Magic* at the ODYSSEUM in Cologne. This extraordinary art experience will not only captivate the hearts of *Harry Potter* fans, but also create unforgettable moments for them," says **Andreas Waschk**, CEO of the Explorado Group.

Information and Tickets

Harry Potter: Visions of Magic will be showcased for a limited time at the ODYSSEUM in Cologne, starting from December 8, 2023. Presale tickets will be available on September 7 at www.HarryPotterVisionsOfMagic.de, with general ticket sales beginning on September 12.

Admission prices for *Harry Potter: Visions of Magic* start at 20.90 €. This interactive experience is recommended for individuals aged 12 and above. Family and group tickets, as well as discounted prices for seniors, and students are available. Please note that tickets are valid for a specific time slot.

More information about *Harry Potter: Visions of Magic* is available on www.HarryPotterVisionsOfMagic.de.

***Harry Potter: Visions of Magic* on Social Media**

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About Wizarding World

In the years since Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognized as one of the world's best-loved brands. Representing a vast interconnected universe, it also includes three epic *Fantastic Beasts* films, *Harry Potter and the Cursed Child* – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions, as well as a forthcoming Harry Potter TV series.

This expanding portfolio of Warner Bros. owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – the Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 ¾ retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

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About Warner Bros. Discovery Global Themed Entertainment

Warner Bros. Discovery Global Themed Entertainment (WBDGTE), part of Warner Bros. Discovery Global Brands, Franchises and Experiences, is a worldwide leader in the creation, development, and licensing of location-based entertainment, live events, exhibits, and theme park experiences based on the biggest franchise stories and characters from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network and more. WBDGTE is home to the groundbreaking locations of The Wizarding World of Harry Potter at Universal theme parks around the world, Warner Bros. World Abu Dhabi, The WB

Abu Dhabi, The FRIENDS Experience, The Game of Thrones Studio Tour, and countless other experiences inspired by the Wizarding World, DC, Looney Tunes, Scooby-Doo, Game of Thrones, FRIENDS and more. With best-in-class partners, WBDGTE allows fans around the world to physically immerse themselves inside their favorite brands and franchises.

About NEON

NEON, formerly Cityneon, is a global leader in creating and producing immersive experiences. NEON enjoys worldwide partnerships with The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.* and *Marvel Avengers Station: Evolution*, 20th Century Studios for *AVATAR: The Exhibition*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and Lionsgate for *The Hunger Games: The Exhibition*. It also has a partnership with Warner Bros. Themed Entertainment to produce two brand-new, unique global touring-themed art experiences inspired by the Wizarding World and DC, slated to launch in 2024. The Company also partners with the governments of Egypt and Peru for their original artifact IP experiences, *Ramses the Great and the Gold of the Pharaohs* and *Machu Picchu and the Golden Empires of Peru*, respectively, plus authentic artifact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition*, *Victoria the T. Rex* and *Auschwitz. Not Long Ago. Not Far Away*.

The Group's IP experiences are powered by ANIMAX, a fully owned subsidiary and a world-class creative animatronics powerhouse that specializes in research and development, engineering and entertainment robotics, with state-of-the-art facilities located in Nashville, US, Wuxi, China and the Middle East.

NEON's global partnerships have enabled the Group to bring compelling experiences that leave lasting memories to millions of visitors in more than 60 cities to date globally. For more information, please visit www.neonglobal.com.

About Explorado Group

The Explorado Group GmbH is a leading company in Europe that offers entertainment experiences. With almost 30 years of experience and a portfolio of successful projects, the Explorado Group provides a wide range of products and services for traveling exhibitions and visitor attractions. They specialize in developing and operating various attractions, events, and locations, such as the ODYSSEUM in Cologne. The Explorado Group has achieved great success with blockbuster exhibitions like Harry Potter™: The Exhibition, Star Wars™ Identities - The Exhibition, Ice Age: Tracking the Mammoth, Jurassic World: The Exhibition, Game of Thrones: The Touring Exhibition, and The Smurf Adventure. These exhibitions have premiered in Germany at the ODYSSEUM in Cologne and the Centro in Oberhausen. For more information, please visit www.explorado-group.com.

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