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# NEON presents Harry Potter: Visions of Magic interactive art experience

The new experience in **Cologne, Germany**, sold **160,000 tickets** over the opening weekend

NEON, a **global experience entertainment company**, and Warner Bros. Discovery Global Themed Entertainment have announced the opening of *Harry Potter: Visions of Magic* at the ODYSSEUM in Cologne, Germany.

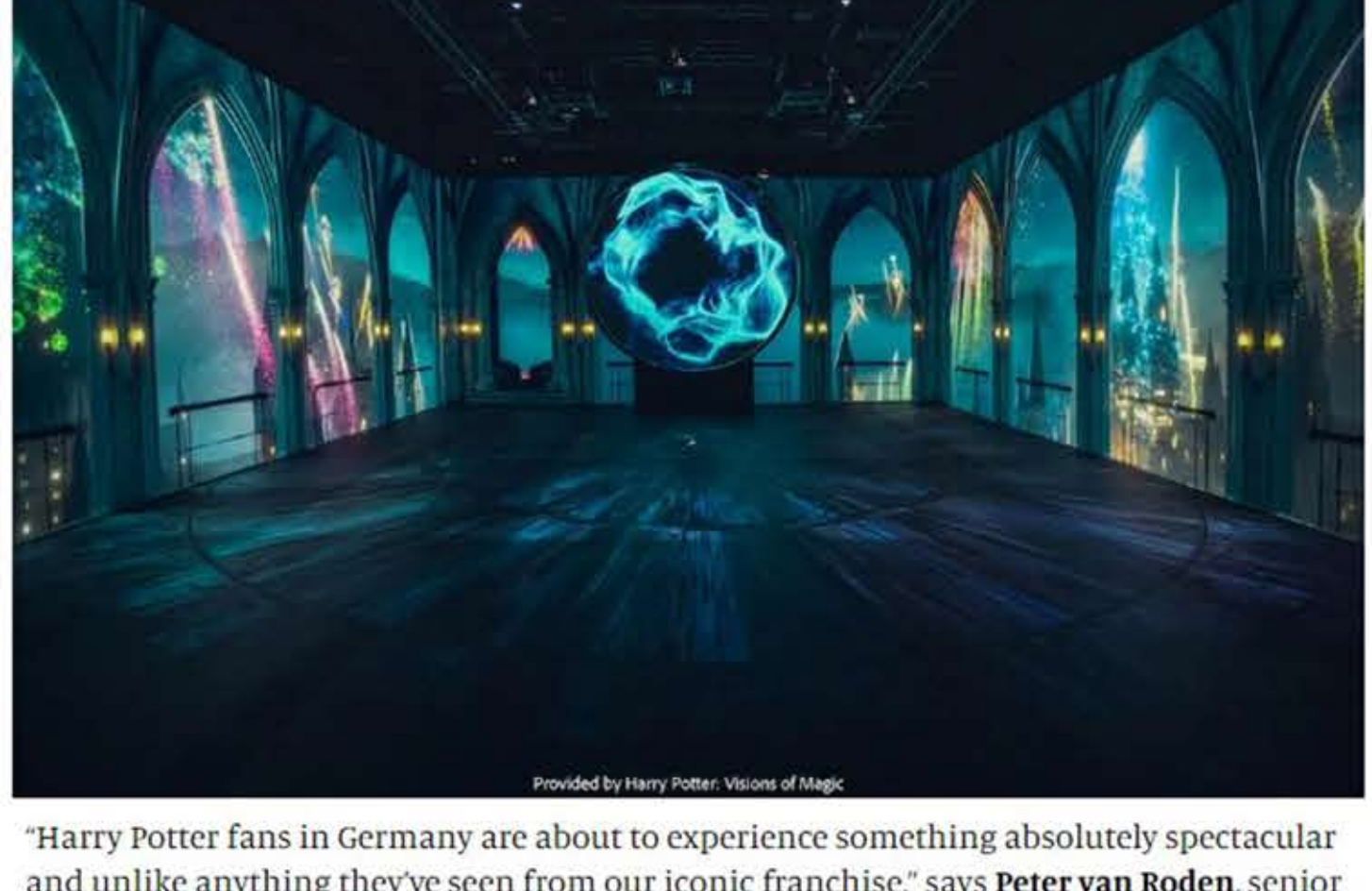
The new experience, which takes visitors on a journey into the Wizarding World, sold more than 130,000 tickets ahead of the opening day on 8 December 2023. These record breaking pre-sales, earned NEON the 'Blockbuster Pre-Sale Award' presented by Ticketmaster Germany.

Over the opening weekend, ticket sales surpassed 160,000, and it is now sold out for the next few months. It will be open to visitors until 2 June 2024.



Words: [Charlotte Coates](#)  
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Provided by Harry Potter: Visions of Magic

"Harry Potter fans in Germany are about to experience something absolutely spectacular and unlike anything they've seen from our iconic franchise," says **Peter van Roden**, senior vice president of Warner Bros. Discovery Global Themed Entertainment. "This experience harnesses the best of art and technology and brings them together in a unique way that will allow fans to explore elements and locations of the Wizarding World that have never been seen in a touring experience."

## Immersive storytelling

"*Harry Potter: Visions of Magic* embodies the immersive power of storytelling and the enchanting allure of the Wizarding World, inviting fans to celebrate the mystical realms they've cherished for years," says **Ron Tan**, executive chairman and group CEO of NEON.

"With such overwhelming response in our pre-sale ticketing, we are excited to unveil this fascinating experience together with our valued partners — Warner Bros. Discovery Global Themed Entertainment and Explorado Group, to bring our fans through this wondrous journey into the Wizarding World."

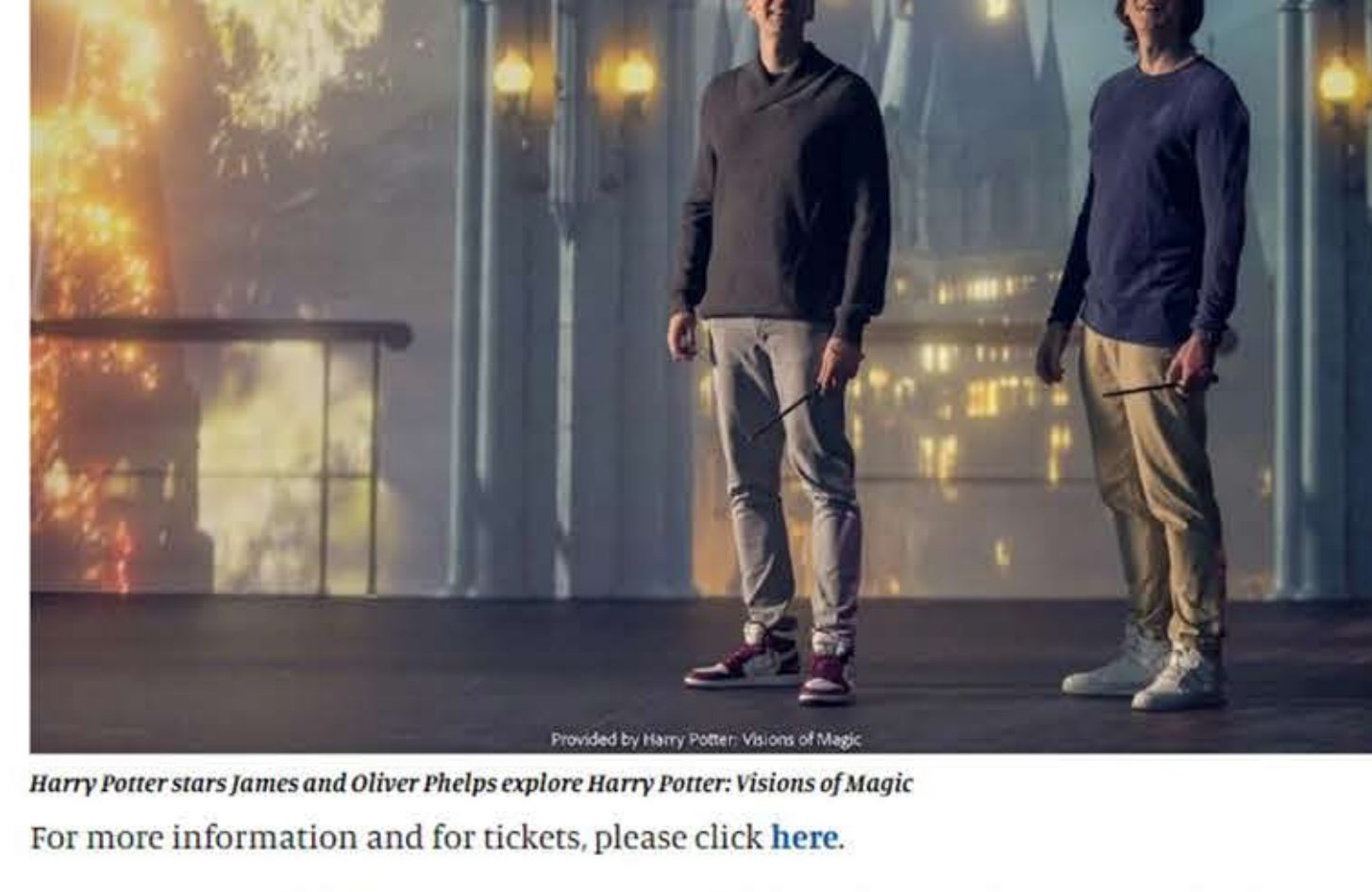


Provided by Harry Potter: Visions of Magic

**Andreas Waschke**, CEO of Explorado Group GmbH, adds: "We are thrilled that the long-awaited opening day has finally arrived, allowing us to showcase this extraordinary and awe-inspiring art experience to our visitors in Cologne for the very first time. We take immense pride in presenting the world premiere at ODYSSEUM. The response from fans has been overwhelming — the ticket pre-sales for the exhibition are among the most successful of all blockbuster exhibitions in Germany," says Andreas Waschke, CEO of Explorado Group GmbH.

A 3,000 square metre **immersive art** experience, *Harry Potter: Visions of Magic* is the creation of Warner Bros. Discovery Global Themed Entertainment and NEON. It explores some of the most mysterious corners of the Wizarding World, featuring creative and fascinating scenes modelled after iconic spaces like the Ministry of Magic, Newt's Menagerie, and the Room of Requirement.

Stunning multi-sensory displays are created by combining innovative acoustics, bold architecture, and responsive video content, while interactive technology allows guests to bring their magical dreams to life.



Provided by Harry Potter: Visions of Magic

*Harry Potter* stars **James and Oliver Phelps** explore *Harry Potter: Visions of Magic*

For more information and for tickets, please click [here](#).

Earlier this year, NEON announced that *Avatar: The Experience* at Gardens by the Bay in Singapore welcomed **two million** visitors within its first 11 months of operation.

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Charlotte Coates is bloopoop'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.  
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