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NEON



# Harry Potter VISIONS OF MAGIC

**HARRY POTTER: VISIONS OF MAGIC – AN ALL-NEW INTERACTIVE  
ART EXPERIENCE, OPENS TOMORROW AT THE ODYSSEUM IN  
COLOGNE, GERMANY**

**TICKETS ARE QUICKLY SELLING OUT**

*Cologne, December 7, 2023* – Harry Potter-fans in Germany can now embark on a transformative journey into some of the most mysterious corners of the Wizarding World™ with the opening of *Harry Potter: Visions of Magic* at the ODYSSEUM in Cologne. This enchanting experience will be open to the public until June 2, 2024. With over 130,000 tickets sold before opening day fans are not going to want to miss the experience. Tickets can be purchased at [www.HarryPotterVisionsOfMagic.de](http://www.HarryPotterVisionsOfMagic.de).

"Harry Potter fans in Germany are about to experience something absolutely spectacular and unlike anything they've seen from our iconic franchise," said **Peter van Roden**, Senior Vice President, 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."

"*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," said Mr. Ron Tan, Executive Chairman & 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™."

"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.

*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 immersive and artistic environments inspired by enigmatic places such as the Room of Requirement, Newt's Menagerie and the Ministry of Magic. Responsive video content, bold architecture, and original soundscapes create breathtaking multi-sensory installations, while interactive technology invites you to illuminate your own visions of magic.

The poster features a large, glowing blue sphere of magical energy in the center, with two silhouetted figures standing in front of it. The background is a dark blue with swirling light patterns. Text is arranged in a clean, modern font, with the title 'Harry Potter VISIONS OF MAGIC' in a large, stylized font. Logos for Warner Bros. Discovery, NEON, Explorado, and ODYSSEUM are at the bottom. A QR code is in the bottom left corner.

DAS VÖLLIG NEUE  
INTERAKTIVE KUNSTERLEBNIS

WIZARDING  
WORLD

Harry Potter  
VISIONS  
OF MAGIC

WELTPREMIERE IN KÖLN  
IM DEZEMBER 2023

JETZT TICKETS BUCHEN  
[HarryPotterVisionsOfMagic.de](http://HarryPotterVisionsOfMagic.de)

WIZARDING WORLD | WARNER BROS. DISCOVERY | NEON | Explorado | ODYSSEUM

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## Information and Tickets

*Harry Potter: Visions of Magic* will be presented for a limited time at the ODYSSEUM in Cologne, until June 2, 2024. Tickets are available on [www.HarryPotterVisionsOfMagic.de](http://www.HarryPotterVisionsOfMagic.de) and [www.ticketmaster.de](http://www.ticketmaster.de).

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](http://www.HarryPotterVisionsOfMagic.de).

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

[facebook.com/HarryPotterVisionsOfMagic](https://facebook.com/HarryPotterVisionsOfMagic)

[instagram.com/HarryPotterVisionsOfMagic](https://instagram.com/HarryPotterVisionsOfMagic)

#HPVOM

## **HARRY POTTER: VISIONS OF MAGIC** **[PRESSKIT DOWNLOAD](#)**

### **About Wizarding World**

From the moment Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his adventures left a unique mark on popular culture. Over 20 years later, the Wizarding World is established one of the world's best-loved franchises and boasts a passionate community of fans of all ages.

Today, it represents an ever evolving and vast interconnected universe. Eight blockbuster *Harry Potter* films brought J.K. Rowling's magical stories to life and fans can now dive into three epic *Fantastic Beasts* films, gasp at the multi-award-winning *Harry Potter and the Cursed Child*, play state-of-the-art games from Portkey Games, discover innovative consumer products, and thrill at spectacular location-based experiences - including five theme park lands at Universal Studios locations around the world, ground-breaking touring experiences and events, and more which celebrate special moments and locations from the magical world.

This expanding portfolio of Warner Bros. Discovery-owned Wizarding World offerings also includes the Platform 9 3/4 retail shops and Harry Potter New York – the iconic flagship store. Fans and newcomers alike can also delight in exploring the behind-the-scenes secrets at *Warner Bros. Studio Tour London – The Making of Harry Potter* and *Warner Bros. Studio Tour Tokyo – The Making of Harry Potter*.

With a new Max Original TV series based on the Harry Potter books on the way, the Wizarding World continues to evolve to provide its global community with fresh and exciting ways to engage. For its worldwide fans, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

For the latest news and features across the Franchise, visit WIZARDING WORLD Digital at [www.wizardingworld.com](http://www.wizardingworld.com).

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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. Discovery Global 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](http://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](http://www.explorado-group.com).

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ODYSSEUM

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