

< Immersive

News

NEON announces Asia premiere of Harry Potter: Visions of Magic

Enhanced immersive experience will open at Resorts World Sentosa (RWS) in Singapore in the 4th quarter of 2024



Words: [Rebecca Hardy](#)

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NEON, a [global experience entertainment company](#), and Warner Bros. Discovery Global Themed Entertainment have revealed that the Asia debut and biggest-ever engagement of *Harry Potter: Visions of Magic* will be hosted by Resorts World Sentosa (RWS) in Singapore.

The unique multimedia spectacular is set to open at RWS in Q4 2024.



Unique, enhanced experience

Harry Potter: Visions of Magic is an engaging, interactive art experience created by Warner Bros. Discovery Global Themed Entertainment and NEON. It explores some of the most intriguing elements of the [wizarding world](#) over a space of more than 40,000 square feet.

Visitors can explore intriguing environments inspired by mysterious locations including the Ministry of Magic, Newt’s Menagerie, the Room of Requirement, and others. Captivating multi-sensory works have been created using responsive video content, bold architecture, and unique soundscapes. In addition, interactive technology allows visitors to discover magical visions that bring the whole experience to life.



Provided by Harry Potter: Visions of Magic

Harry Potter: Visions of Magic will open in Southeast Asia following a highly successful world premiere in Germany. At Resorts World Sentosa, fans can enjoy a new enhanced experience developed for the premium lifestyle destination resort, which boasts an additional 10,000 square feet of exhibition space.

Peter van Roden, senior vice president, Warner Bros. Discovery Global Themed Entertainment, says: “*Harry Potter: Visions of Magic* combines our beloved franchise with an interactive art experience creating an all-new kind of ‘magic’ for our fans. Not only are we excited to be bringing the world tour to our fans in Singapore but to be expanding the experience with never-before-seen environments.”

Global acclaim

The experience has been well-received globally, with a near-complete sell-out in [Germany](#). The tremendous demand for tickets, which exceeded 138,000 tickets before the grand opening, testifies to the uniqueness of this event. NEON was awarded the Highest Pre-sale Award from Ticketmaster Germany in recognition of the exhibition’s success at its inaugural venue.

Ron Tan, executive chairman and Group CEO of NEON, comments: “We are thrilled to hold the Asia premiere of this unique experience right here at Resorts World Sentosa, bringing *Harry Potter: Visions of Magic* to our friends and families in Singapore, as well as to visitors from across the world. This exciting endeavour is made possible with the tremendous support from our valued partners at Warner Bros. Discovery Global Themed Entertainment and Resorts World Sentosa.

“Distinctively, we would like to express our thanks to Mr. Peter van Roden, Senior Vice President, Warner Bros. Discovery Global Themed Entertainment and Mr. Tan Hee Teck, Chief Executive Officer, Resorts World Sentosa, for their support and together, we look forward to welcoming everyone to come experience this immersive adventure where magic and wonder await at every turn.”



Provided by Harry Potter: Visions of Magic

Tan Hee Teck, chief executive officer, Resorts World Sentosa, adds: “Resorts World Sentosa has a stellar track record of captivating our guests with our best-in-class events and gastronomy options as well as our world-class attractions. As the inaugural host in Asia for *Harry Potter: Visions of Magic*, we look forward to extending a warm welcome to fans worldwide all within a magically transformed indoor setting at Resorts World Sentosa.

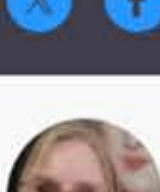
“Hosting *Harry Potter: Visions of Magic* at our integrated resort will create shared memorable moments for our guests. This spellbinding attraction will also anchor Resorts World Sentosa as a foremost location that offers groundbreaking experiences and global entertainment offerings.”

The event is set to captivate audiences of all ages from across the world. To join the waiting list and gain priority access to the ticket pre-sale, please [click here](#).

Last month, NEON revealed that *Avatar: The Experience* at Cloud Forest at Gardens by the Bay, Singapore has received over **2.5 million visitors**.

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Rebecca Hardy

Rebecca Hardy has been working in the culture and heritage sector for over 10 years. She studied Fine Art at university and now writes for a broad range of creative organisations including artists, galleries, museums and retailers. When she’s not writing, she spends her time getting lost in the woods and making mud pies with her young son.

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