



# Harry Potter VISIONS OF MAGIC

**HARRY POTTER: VISIONS OF MAGIC – AN ALL-NEW INTERACTIVE  
EXPERIENCE, TO OPEN IN BRUSSELS AT TOUR & TAXIS**

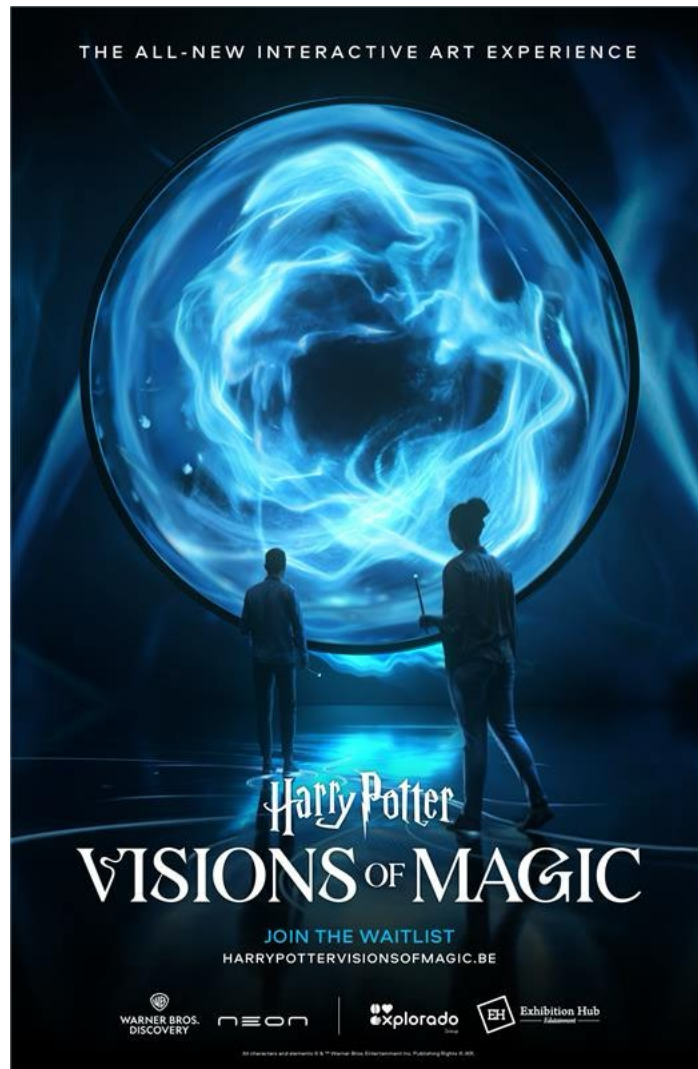
**OPENING DATE 26 JULY, 2024**

**JOIN THE WAITLIST NOW FOR AN ADVANCE PRESALE ON 10 JUNE, 2024**

Brussels, Belgium, 6 June, 2024 – Warner Bros. Discovery Global Themed Entertainment and NEON, along with local partners Explorado Group and Exhibition Hub, have announced the next location of *Harry Potter: Visions of Magic*. After record-breaking, sold-out attendance for the premiere city, this unique multimedia spectacle is set to be shown at Tour & Taxis Brussels for a limited time beginning Friday, 26 July, 2024.

Fans can now register on the website [harrypottervisionsofmagic.be](https://harrypottervisionsofmagic.be) for the presale, which will begin on 10 June at 10 a.m. CEST. Registered fans will have the exclusive opportunity to purchase tickets in advance. The general ticket on sale will start on 10 June at 14:00 pm.

*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.



The overwhelming demand for tickets, with a complete sell out in the first European engagement in Cologne, speaks to the uniqueness of this experience. Notably, fans continue to honor *Harry Potter: Visions of Magic* with three prestigious Ticketmaster awards including Best Family Event, Best Event and Highest Presale. NEON is also pleased to announce that *Harry Potter: Visions of Magic* has been named as an Official Selection in the Games & Immersive category at the 23<sup>rd</sup> Tribeca Festival taking place this week in New York.

Executive Chairman & Group CEO of NEON, Mr. Ron Tan said, “The resounding success of the premiere of *Harry Potter: Visions of Magic* in Cologne, winning multiple accolades with record-breaking sellout shows is testament to the strong demand for this unique experience like no other. We are confident to replicate the success of the wizarding world in Belgium and together with our partner, Warner Bros. Discovery Global Themed Entertainment, we look forward to welcoming everyone to embark on this magical journey with us.”

## Information and Tickets

*Harry Potter: Visions of Magic* will be showcased for a limited time at Tour & Taxis Brussels. Presale tickets will be available at 10:00 AM on 10 June at [harrypottervisionsofmagic.be](http://harrypottervisionsofmagic.be) with general ticket sales beginning at 14:00 PM on 10 June.

Admission prices for *Harry Potter: Visions of Magic* start at €20.50 for children 4-13, and €26.50 for ages 14 and up. 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 [harrypottervisionsofmagic.be](http://harrypottervisionsofmagic.be)

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

facebook.com/HarryPotterVisionsOfMagic

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#HPVisionsofMagic

## **HARRY POTTER: VISIONS OF MAGIC** **PRESS KIT**

### **About The Harry Potter Franchise**

From the moment eleven-year-old Harry Potter met Rubeus Hagrid, Keeper of Keys and Grounds at Hogwarts School of Witchcraft and Wizardry, his adventures have left an indelible mark on popular culture. Today, over 25 years later, the Harry Potter phenomenon thrives as one of the most successful and best-loved entertainment properties in history.

J.K. Rowling's best-selling Harry Potter novels have been brought to life in an ever-evolving, interconnected universe which is loved by millions of fans worldwide. Eight blockbuster *Harry Potter* films and three epic *Fantastic Beasts* films bring the spellbinding action to life on screen, *Harry Potter and the Cursed Child* mesmerises on stage, and state-of-the-art video and mobile games from Portkey Games allow players to experience the wizarding world like never before. Fans can proudly showcase their passion through innovative consumer products, and thrill at spectacular location-based experiences - including five theme park lands at Universal Studios locations around the world.

This expanding portfolio of Warner Bros. Discovery-owned Harry Potter and Fantastic Beasts offerings includes ground-breaking touring experiences and events, each developed to celebrate special moments and locations that fans cherish, as well as the Platform 9 3/4 retail shops and iconic flagship store - Harry Potter New York. Wizards, Witches and Muggles alike can also discover something new as they explore 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, this extended world continues to provide the community with fresh and exciting ways to interact. For its global fans, and for generations to come, it invites everyone in to find the magic for themselves.

For the latest Harry Potter and Fantastic Beasts news and features, visit [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's Revenue & Strategy division, 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 franchises, 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 Harry Potter, 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 experiential entertainment. 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, namely *Harry Potter: Visions of Magic* that premiered in Cologne, Germany, in December 2023, and a DC inspired experience slated to debut in 2025. The Company also partners with the governments of Egypt and Peru for their original artefact IP experiences, *Ramses & the Gold of the Pharaohs* and *Machu Picchu and the Golden Empires of Peru*, respectively, plus authentic artefact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition*, and *Victoria the T. Rex*.

The Group's IP experiences are powered by ANIMAX, a fully owned subsidiary and a world-class creative animatronics powerhouse that specialises 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 70 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: Visions of Magic (Cologne), Harry Potter™: The Exhibition (Cologne / Paris / Berlin-Potsdam), Star Wars™ Identities - The Exhibition (Cologne), Ice Age: A Mammoth Journey (Cologne), Jurassic World: The Exhibition (Cologne / Berlin), Game of Thrones: The Touring Exhibition (Oberhausen), and The Smurf Adventure (Oberhausen / Cologne). 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).

### **About Exhibition Hub**

Since 2015, Exhibition Hub has produced more than 120 exhibitions and immersive experiences that have already attracted more than 12 million visitors worldwide. The company organises, produces and distributes a large number of exhibitions (Van Gogh: The Immersive Experience, Klimt: The Immersive Experience, The Art of the Brick, Bubble Planet Experience, etc) in Europe, America and Asia. It offers experiences to a wide audience by adapting its productions to many unique locations: museums, exhibition centres, galleries, shopping centres, cathedrals and many historic sites.

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