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NEON

# Harry Potter VISIONS OF MAGIC

## HARRY POTTER: VISIONS OF MAGIC – AN ALL-NEW INTERACTIVE ART EXPERIENCE, OPENS FRIDAY 26-JULY AT TOUR & TAXIS BRUSSELS, BELGIUM

*Brussels, 23-July, 2024* – *Harry Potter* fans 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 Tour & Taxis Brussels. After a completely sold-out run in Germany, this award-winning experience opens in Belgium on Friday, 26 July, 2024. Tickets are available now at [www.HarryPotterVisionsOfMagic.de](http://www.HarryPotterVisionsOfMagic.de).

**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 premiere of *Harry Potter: Visions of Magic* in Germany was nothing but phenomenal!" said Mr. Ron Tan, Executive Chairman & Group CEO of NEON. "With sell-out shows over many months and amassing a total of 10 prestigious awards by Ticketmaster Germany and MUSE Creative Awards. With such an amazing track record, we are confident that this evocative experience will continue to pull huge crowds in Belgium. Together with our valued partners - Warner Bros. Discovery Global Themed Entertainment, Explorado Group and Exhibition Hub, we look forward to bringing our fans and friends through this wondrous journey celebrating the world of Harry Potter."

"We are thrilled that the second stop after the world premiere in Cologne now is in Brussels and we are excited to be part of the team to bring this extraordinary and awe-inspiring experience to visitors in Belgium for the very first time. The response from fans in Cologne has

been overwhelming and we are happy to now share this with our neighboring country." says Andreas Waschke, CEO of Explorado Group GmbH.

### **Information and Tickets**

*Harry Potter: Visions of Magic* will be showcased for a limited time at Tour & Taxis Brussels. Purchase tickets now at [harrypottervisionsofmagic.be](http://harrypottervisionsofmagic.be).

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

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

#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 HBO 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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