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MEDIA RELEASE

For Immediate Release

JURASSIC WORLD: THE EXHIBITION OPENS ITS GATES AT MESSE BASEL

Basel, (Oktober 11, 2024) The award-winning *Jurassic World: The Exhibition* has officially opened its iconic gates to visitors who have been eagerly awaiting their first opportunity to step foot inside *Jurassic World* and get closer to life-sized dinosaurs than ever before. The exhibition will be accessible to the public until end of December, 2024. Tickets are available at www.jurassicworldexhibition.ch.

Jurassic World: The Exhibition is a family-friendly exhibit of massive proportions based on one of the biggest blockbuster franchises in cinema history. Visitors walk through the iconic Jurassic World gates, explore richly themed environments, encounter a life-sized brachiosaurus, velociraptors, and the most fearsome dinosaur of all, the mighty Tyrannosaurus rex. Guests will be able to imagine what it would have been like to roam amongst these breathtaking creatures, and even interact with baby dinosaurs, including Bumpy from the popular animated series *Jurassic World: Camp Cretaceous* from Universal Pictures, Amblin Entertainment and DreamWorks Animation, currently streaming on Netflix.

Jurassic World: The Exhibition has now become one of the fastest selling exhibitions in history since its launch with over eight million tickets sold to excited fans in 22 cities



around the world including Berlin, Cologne, London, San Diego, Dallas, Atlanta, Chicago, Philadelphia, Paris, Madrid, Seoul, Chengdu, Guangzhou, Shanghai, Toronto. Now open in Mexico City, Melbourne and Manchester, families, fans, and all dinosaur enthusiasts in Basel, Switzerland will now get their chance to experience this global sensation.

“It is truly exhilarating for us to bring Jurassic World: The Exhibition to Basel,” said Mr. Ron Tan, Executive Chairman & Group CEO of NEON. “Basel marks the fourth opening for Jurassic World: The Exhibition in just under three months, following our successful openings in Mexico City, Manchester and Melbourne! We are grateful to our incredible partners for their unwavering support and together, we look forward to welcoming our friends in Basel as they step into the immersive world of Jurassic!”

Andreas Waschk, CEO of the Explorado Group said: "After achieving tremendous success in Cologne and Berlin, we are thrilled to bring this extraordinary exhibition to the Messe Basel. Fans now have the incredible opportunity to experience life-size dinosaurs up close."

Thomas Dürr, founder/owner of act entertainment, says: “I am exceedingly pleased that we have managed to bring another world-class exhibition to Basel with *Jurassic World: The Exhibition*. The visitors will love the true-to-life experience with dinosaurs; it really is like being in the middle of the film. Once again, we are affirming Basel's position as the ultimate exhibition destination in Switzerland.”

Roman Imgrüth, CEO Exhibitions & Events, MCH Group, says: “It's terrific that *Jurassic World: The Exhibition* will also be a guest at the Messequartier. We greatly appreciate the cooperation with Thomas Dürr and the team from act entertainment and will do everything we can to offer the public a fantastic experience and a perfect platform.”

Information and Tickets

Jurassic World: The Exhibition are now open for a limited time at Messe Basel, Hall 1.2, Messeplatz 10, 4058 Basel. Tickets are available at www.jurassicworldexhibition.ch.

Admission prices for *Jurassic World: The Exhibition* start at CHF 34,60 for children (ages five and 9), CHF 39,50 for children (ages 10 and 16) and CHF 44,60 for adults (aged 17 and over). Family and group tickets are also available as well as special pricing for senior citizens and students. Please note that all tickets are valid for a specific time slot.

Location



Messe Basel

Halle 1.2., entrance on Riehenring side, 2nd floor

4005 Basel

Follow *Jurassic World: The Exhibition* on Facebook and Instagram @JurassicWorldExhibition and on X @jworldexhibit. For further information about *Jurassic World: The Exhibition*, please visit www.jurassicworldexhibition.ch

The exhibition engages audiences of all ages in settings inspired by Universal Pictures and Amblin Entertainments' *Jurassic World* franchise and is produced in conjunction with Universal Live Entertainment, NEON, Explorado and Animax Designs, the creators of the lifelike animatronic dinosaurs.

About NEON

NEON 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. Themed Entertainment to produce two brand-new, unique global touring-themed art experiences inspired by the Wizarding World open now in Brussels, Belgium, and DC, slated to launch in 2025. The Company also partners with the governments of Peru and Egypt for their original artifact IP experiences, *Machu Picchu*, and *the Golden Empires of Peru* and *Ramses the Great and the Gold of the Pharaohs*, 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*. These 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.

About Universal Live Entertainment

Universal Live Entertainment partners with best-in-class entertainment companies to bring today's most popular stories, characters and adventures to life in a city near you. From larger-than-life touring shows to immersive, walk-through exhibitions and family entertainment centers, Universal's world-class entertainment brands are delivered across the globe for families, friends and people of all ages to enjoy. Productions include *Jurassic World Live Tour*, *Jurassic World: The Exhibition*, *A Minion's Perspective*, *DreamWorks Animation: The Exhibition*, *The Office Experience*, *American Ninja Warrior Adventure Parks*, *Film with Live Orchestra* concerts and more.



Universal Live Entertainment is a division of Universal Destinations & Experiences, a unit of Comcast NBCUniversal. With incredible theme park destinations across the globe, Universal Destinations & Experiences offers guests of all ages the most exciting and popular entertainment experiences. Universal theme parks are known for immersive experiences that feature some of the world's most thrilling and technologically advanced film-and-television-based attractions.

About the JURASSIC WORLD Franchise

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist. *Jurassic World* is more than a film franchise. At every turn, this \$6 billion film series delivers a larger-than-life destination for exploration, discovery, and epic adventure. Dinosaurs live again and they live in *Jurassic World*.

About act entertainment ag

Since 2000, Show Circus AG has bundled its event activities within act entertainment ag. act entertainment is still one of the largest and most active event organizers in Switzerland. Since 2006, act entertainment has been part of Eventim Live, the market leader in Europe. Since 2001, act entertainment has been organizing the Palazzo Colombino, the highlight of the Basel Christmas on the Rosental grounds.

About MCH Group / Messe Basel

MCH Group, headquartered in Basel, is an internationally active experience marketing company with a comprehensive network of services. It organizes around 30 community platforms in Switzerland and abroad, including Art Basel, Swissbau and Giardina. The Live Marketing Solutions division, with the MCH Global, MC2 and Expomobilia brands, offers comprehensive experience marketing solutions ranging from strategy and creation to implementation. MCH Group also operates the Basel Exhibition and Congress Centre and Messe Zürich. The company employs over 800 people, around half of them in Switzerland and the USA. In the 2023 financial year, the group generated consolidated sales of CHF 393 million.

About Explorado

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



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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.

JURASSIC WORLD: THE EXHIBITION

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