



## THE EXPERIENCE

PRODUCED BY NEON

THE WAIT IS OVER!

**JURASSIC WORLD: THE EXPERIENCE ROARS INTO COLOMBIA FOR THE FIRST TIME!**

**OPENING APRIL 4, 2025**



Bogota, Colombia, March 4, 2025 - For the first time ever in South America, the award-winning **Jurassic World: The Experience** will open its doors, and Bogotá will have the honor of hosting this extraordinary experience starting April 4, 2025, at Vive Claro - Distrito Cultural.

Following the phenomenal success of recent sold-out engagements in London, Mexico City and Cologne, this stunning experience immerses audiences of all ages in settings inspired by the globally popular Jurassic World film franchise, from Universal Pictures and Amblin



Entertainment, blending real-world science and education with the very best in high quality entertainment.

This immersive exhibition invites families to dive into the universe of one of the most iconic film franchises of all time. Upon walking through the legendary gates of Jurassic World, visitors will explore themed environments and come face-to-face with life-sized dinosaurs designed with cutting-edge animatronic technology by Animax Designs. Highlights include a towering Brachiosaurus, fan-favorite Velociraptors like Blue, and the most fearsome dinosaur of all, the mighty Tyrannosaurus rex.

Guests will also have the unique opportunity to interact with baby dinosaurs, including "Bumpy" from the hit animated series *Jurassic World: Camp Cretaceous* and the newest production, *Jurassic World: Chaos Theory* currently streaming on Netflix.

**Jurassic World: The Experience** in Bogota is the result of a collaboration between Universal Live Entertainment, NEON, and OCESA, bringing a world-class production to Colombia. "For OCESA, it is an honor to bring this exhibition inspired by the global phenomenon of Jurassic World to Colombia for the very first time. This is not just a dinosaur exhibition; it's a celebration of the strength and majesty of these creatures that have captured our imagination. It's a tribute to the magic of cinema, where science, technology, and entertainment converge," said Luz Ángela Castro, Director of OCESA Colombia.

Mr. Ron Tan, Executive Chairman & Group CEO of NEON said, "We are incredibly excited to bring *Jurassic World: The Experience* to South America for the very first time, with its debut in Bogotá, the vibrant capital of Colombia! Blending cutting-edge technology, immersive storytelling and larger-than-life dinosaurs, this experience promises to bring the visitors on an unforgettable journey into the prehistoric world of the dinosaurs. Together with Universal Live Entertainment, OCESA and all our valued partners, we look forward to welcoming everyone to *Jurassic World: The Experience!*"

**Jurassic World: The Experience** will open at Vive Claro (Cra. 60 # 44B – 21) starting April 4, 2025. Tickets will be available for pre-sale on March 6-7, and general public on sale beginning March 8 on [Eticket.co](https://eticket.co)

More information on our social media platforms: [Facebook](https://www.facebook.com/viveclaro), [Instagram](https://www.instagram.com/viveclaro), [X](https://twitter.com/viveclaro) and [@ViveClaro\\_co](https://www.facebook.com/viveclaro)



<https://viveclaro.co>

For further information about *Jurassic World: The Experience*, please visit [jurassicworldexhibition.co](https://jurassicworldexhibition.co)



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### **About Jurassic World: The Experience**

The experience connects audiences of all ages with immersive settings inspired by the *Jurassic World* franchise from Universal Pictures and Amblin Entertainment. It is produced in collaboration with Universal Live Entertainment, NEON, and Animax Designs, creators of the impressive animatronic dinosaurs.

### **About NEON**

NEON 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.*, 20th Century Studios for *AVATAR: The Experience*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and *Jurassic World: The Experience*. NEON also has a partnership with Warner Bros. Discovery Themed Entertainment for *Harry Potter: Visions of Magic*, currently open in Resorts World Sentosa, Singapore. Additionally, a brand new, DC experience is 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*, and *Mummies of the World: The Exhibition*.

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 80 cities to date globally. For more information, please visit [www.neonglobal.com](http://www.neonglobal.com).

### **About Universal Live Entertainment**

Universal Live Entertainment brings the most beloved stories and characters to cities worldwide. From touring shows to immersive exhibitions, this division is part of Universal Destinations & Experiences, known for its groundbreaking attractions inspired by movies and TV series.

### **About the *Jurassic World* Franchise**

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences in a new era of wonder and adventure, where dinosaurs and humans must learn to coexist. More than a film franchise, it's an epic destination for exploration and discovery.



### **About OCESA**

Founded in 1990, OCESA is the leading live entertainment company in Mexico and Colombia, recognized for producing events such as concerts, festivals, Broadway-style theater, sports events, family shows, and corporate spectacles. Since 2019, OCESA has been part of Live Nation Entertainment, the largest and most renowned event promoter in the world.

### **About Vive Claro**

Vive Claro, is the first and most versatile multipurpose space for culture and entertainment in Colombia, created by OCESA in partnership with Claro, Bavaria, Coca-Cola, and Tetra Pak. It offers both outdoor and indoor venues, providing a diverse range of events, from art exhibitions, cultural fairs, and concerts to sports events, gastronomic fairs, and family shows.