



**AVATAR: THE EXPERIENCE TO MAKE ITS
EUROPEAN DEBUT IN MADRID, SPAIN THIS WINTER
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AvatarTheExperience.com**

Madrid, 14 October, 2025 - For the first time in Europe, **Avatar: The Experience** will open at Madrid's Espacio Ibercaja Delicias this winter. Inspired by James Cameron's award-winning, record-breaking cinematic masterpiece, the immersive experience is the result of a unique collaboration between Disney Location-Based Experiences, James Cameron's Lightstorm Entertainment, NEON and LETSGO as local promoter.

As the global release of the third film, *Avatar: Fire and Ash*, is set for 19 December, the arrival of **Avatar: The Experience** in Madrid times beautifully by offering guests of all ages a place to journey through the beautiful and sometimes dangerous world of Pandora witnessing its bioluminescent environments, engaging with its alien creatures and flora, and sharing in the captivating culture of its indigenous people, the Na'vi.

With "*Avatar: Fire and Ash*," James Cameron takes audiences back to Pandora in an immersive new adventure with Marine turned Na'vi leader Jake Sully (Sam Worthington), Na'vi warrior Neytiri (Zoe Saldana), and the Sully family. The film, which has a screenplay by James Cameron & Rick Jaffa & Amanda Silver, and a story by James Cameron & Rick Jaffa & Amanda Silver & Josh Friedman & Shane Salerno, also stars Sigourney Weaver, Stephen Lang, Oona Chaplin, Cliff Curtis, Britain Dalton, Trinity Bliss, Jack Champion, Bailey Bass and Kate Winslet.

"As we look ahead to the release of *Avatar: Fire and Ash* this December, we're excited to expand **Avatar: The Experience** to Madrid and continue our collaboration with NEON Global in bringing the world of Pandora to life. Central to the Avatar films is the wonder of Pandora — its creatures, its landscapes, and the deep connection among all living things. I'm thrilled that families will be able to step into that world through this exhibition and experience its beauty firsthand," said Rae Sanchini, Executive Producer and President of Lightstorm Entertainment.

“At Disney Location-Based Experiences, we are thrilled to collaborate with world-class partners across the globe to present our stories in experiences that feel truly unique to each location. With **Avatar: The Experience** coming to Madrid, we can’t wait for guests to step into the world of Pandora and experience the magic of Disney through an unforgettable, immersive journey,” said George Gross, Senior Vice President and Managing Director, Walt Disney Attractions Japan, Disney Parks International.

Avatar: The Experience at Espacio Ibercaja Delicias features nine experiential rooms. Highlights for guests include:

- The guests journey begins at the **Pandoran Research Foundation (PRF) Welcome Centre**, introducing the explorers to their mission - to better understand and help preserve Pandora’s fragile and beautiful ecosystem.
- Step into the **RDA Biotech Pavilion**, where science meets storytelling and transformation begins. Discover how the powerful AMP (Amplified Mobility Platform) Suits have evolved into tools for ecological research, and experience your own transformation at the Avatarize Yourself station. Watch as your face takes on Na’vi features, become part of a Pandoran clan, and capture the moment - scan the QR code to download and share your new Avatar identity.
- **The Bioluminescent Forest** transforms into a luminous tapestry as darkness descends. Guests encounter glowing flora and fauna.
- **The Rookery** where guests get can get closer than they ever imagined to one of the iconic symbols of Na’vi culture - a life-sized banshee who reacts to the crowd. The baby banshee puppet handled by expert docents allows guests to interact upon proximity. Through a digital flying experience, guests can even fly their own banshee as it soars over the Hallelujah mountains.
- **The Tree of Voices**, a hallowed space alive with whispers and songs of the Na’vi communing with Eywa. An evocative reminder to guests of their shared responsibility to safeguard culture and the natural world.

Avatar: The Experience will also include a unique shopping experience featuring *Avatar* souvenirs. The store features a selection of *Avatar*-themed products, such as plush, toys, collectibles, and more.

“Bringing *Avatar: The Experience* to Europe for the very first time — and doing so in Madrid — is a dream come true and a decisive step in LETSGO’s international expansion. Thanks to our collaboration with NEON, Disney Location-Based Experiences, and James Cameron’s Lightstorm Entertainment, we continue to bring the world’s most spectacular immersive experiences to our city. Espacio Delicias is now the largest hub of its kind in Europe, and this premiere further strengthens its leadership,” said Iñaki Fernández, CEO of LETSGO.

Already experienced by millions worldwide, **Avatar: The Experience** now comes to Madrid, inviting audiences to discover Pandora through wonder, adventure, and exploration.

Information and Tickets

Avatar: The Experience will be presented for a limited time at Espacio Delicias this Winter. Join the Waitlist now and be the first to get tickets at AvatarTheExperience.com.

Location

Espacio Delicias

[Paseo de las Delicias, 61, Arganzuela, 28045 Madrid](#)

Metro Delicias

Follow **Avatar: The Experience** on [Instagram](#) and [Facebook](#)

For further information about **Avatar: The Experience** visit AvatarTheExperience.com

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About NEON

NEON is a global leader in creating and producing experiential entertainment. NEON enjoys a worldwide partnership with NBCUniversal for Jurassic World: The Experience, currently open at Cloud Forest, Gardens by the Bay, Singapore and Asiatique in Thailand. The Group also partners with Warner Bros. Discovery Themed Entertainment for Harry Potter: Visions of Magic, currently open in Resorts World Sentosa, Singapore and a brand new, DC experience, slated to debut in 2026. Additionally, NEON has global collaborations with 20th Century Studios for AVATAR: The Experience, The Walt Disney Company and Marvel Entertainment for Marvel Avengers S.T.A.T.I.O.N., and Hasbro for Transformers: The Experience. 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.

Beyond its global touring portfolio, NEON has presence in key international markets through self-operated venues - CREVIA BASE Tokyo, a dedicated venue for hosting large-scale experiential exhibitions in Japan and Battersea Power Station, a landmark destination for cultural and entertainment experiences in London.

The Group's IP experiences are powered by ANIMAX, a fully owned subsidiary and a world-class creative animatronics powerhouse that specializes in research and development, engineering and entertainment robotics, with state-of-the-art facilities located in the US.

NEON's global partnerships have enabled the Group to bring compelling experiences that leave lasting memories to millions of visitors in more than 90 cities to date globally. For more information, please visit www.neonglobal.com.

About Espacio Delicias

Located in the heart of Madrid, Espacio Delicias is a unique venue where shows, art, and entertainment come together to create unforgettable experiences. Since its opening in 2021, it has become a cultural landmark in the city, welcoming over two million visitors to date.

With a versatile and multi-purpose approach, Espacio Delicias is designed to host a wide variety of events, activities, and performances. It is the perfect place to enjoy with family and friends, offering a safe and accessible environment tailored to all needs, making it particularly suitable for children to have a fantastic time. The venue aspires to reach a broad and diverse audience, ensuring that everyone feels welcome.

In just three years, Espacio Delicias has breathed new life and dynamism into the Arganzuela district, establishing itself as a key meeting point for those seeking high-quality entertainment in Madrid.

In 2025, Espacio Delicias embarks on an exciting new chapter, hosting some of Europe's largest immersive exhibitions and experiences, such as Squid Game: The Experience and Harry Potter: The Exhibition. With this, the venue is set to become an international hub and a leading destination for cultural and entertainment experiences of this kind.