

Harry Potter

VISIONS OF MAGIC

HARRY POTTER: VISIONS OF MAGIC OPENS TODAY IN MONTREAL

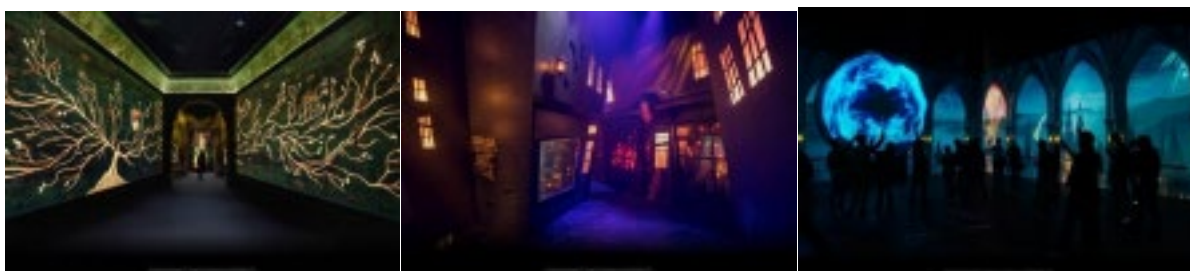
Place Bonaventure hosts the highly anticipated Canadian premiere of the experience

Montréal, March 27, 2026 – Magic comes to life today at Place Bonaventure as the interactive art experience ***Harry Potter: Visions of Magic***, presented by Warner Bros. Discovery Global Experiences and NEON, in collaboration with Montréal producer EMM Williams Productions, **officially opens in Montréal for its Canadian premiere**. Visitors are invited to step into a spectacular sensory journey featuring iconic moments, surprising discoveries, and breathtaking installations. Get [your tickets](#) now.

Harry Potter: Visions of Magic is a self-guided journey exploring some of the most mysterious corners of the wizarding world. Guests will discover a series of artistic and immersive environments inspired by enigmatic places in the magical community, like the Ministry of Magic, the captivating wonders of Newt’s Menagerie, and the mesmerizing Pensieve. The combination of responsive video content, bold architecture and original soundscapes become stunning, multi-sensory installations where guests are encouraged to use a wand and illuminate the invisible, revealing visions of magic that bring the entire experience to life.

“We are thrilled to bring *Harry Potter: Visions of Magic* to Montreal. This experience offers audiences the opportunity to explore an awe-inspiring artistic interpretation of the wizarding world, marking an exciting milestone for immersive entertainment in Quebec. We are pleased to contribute our expertise to delivering an outstanding experience for visitors,” said Antoine Haswani, Founder and Chief Executive Officer of EMM Williams Productions.

What You Will Experience: The 8 Environments



1. **The Knight Bus:** Begin your experience by calling the Knight Bus, and board for a

mind-bending journey through the bustling streets of London. As the iconic triple-decker bus squeezes its way through the city, try out the iconic bunks for a photo moment and enjoy details from Harry Potter's own ride on the Knight Bus as you make your way to Grimmauld Place.

2. **Grimmauld Place:** You've arrived at Number 12, Grimmauld Place. This mysterious house is invisible to most - protected by powerful charms and spells. Explore the ancestral home of the Black family and use your wand to interact with their family tree and the glowing fireplace.
3. **The Ministries of Magic:** Step inside the towering walls of the Ministry, where responsive projections and a suspended multimedia centerpiece transport you to iconic wizarding ministries across Paris, London, and New York. Here, you will use your wand to discover magical surprises.
4. **Newt's Menagerie:** Discover a world of fantastic beasts in one amazing suitcase, where you'll encounter fantastic beasts in their natural habitats. From the Nifflers in their lair to the Grindylows in the Black Lake, each scene is brought to life through stunning artistic projections. Your wand will bring Newt's notes and sketches to life.
5. **The Hall of Prophecy:** Explore the hall containing a seemingly infinite collection of prophecies. Wander through a mirrored room filled with glowing orbs and use your wand to unlock whispers of the future.
6. **Knockturn Alley:** Venture down the shadowy paths of Knockturn Alley, where curious figures and hidden surprises await. This dark, interactive environment captures some of the wizarding world's most eerie locations.
7. **The Room of Requirement:** Explore the hidden room that appears only when you need it most, filled with curious objects and magical secrets waiting to be discovered. Explore towers of items that stretch towards the ceiling to find glimmers of magic among ordinary-looking objects.
8. **The Pensieve:** Journey through time in a swirling pool of memories. This 360-degree immersive experience offers a surreal journey through key moments from Harry Potter's story.

A Journey for All Ages: *Harry Potter: Visions of Magic* is designed to be enjoyed by fans young and old. Whether you're being introduced to the magic of Harry Potter for the first time or reliving the wonder as a lifelong fan, this experience offers something for everyone. The environments are perfect for capturing unforgettable moments, making it a must-visit destination for families and friends alike.

Charmed Retail Experience and Iconic Butterbeer: No magical adventure is complete without a visit to the *Harry Potter: Visions of Magic* retail shop. Located at the heart of the

experience, this stunning space offers a range of bespoke gifts and official Harry Potter merchandise, perfect for fans and collectors. Visitors can also enjoy a taste of the iconic wizarding world beverage, Butterbeer. With its rich, frothy brew, Butterbeer is the ideal refreshment to conclude your magical journey.



Stay Connected: For more information and to sign up for the waitlist, visit harrypottervisionsofmagic.com. Follow us on [Facebook](#), [Instagram](#), and [X](#) to stay up to date with all the latest news and announcements.

Media Contacts:

- **Marilyne Levesque**
Marelle Communications for EMM Williams Productions
Email: mlevesque@marellecommunications.com
- **Lindsay Kiesel**
Warner Bros. Discovery Global Experiences
Email: Lindsay.Kiesel@wbd.com
- **Sara Stirling**
NEON, The Americas Marketing & PR
Email: sara.stirling@neonglobal.com

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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, full-cast and single-voice audiobook productions bring the written words to life, 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 themed lands at six Universal Destinations and Experiences theme parks 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 Harry Potter Shops in King's Cross, New York, Chicago, Akasaka, and Harajuku. 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.harrypotter.com.

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About Warner Bros. Discovery Global Experiences

Warner Bros. Discovery Global Experiences (WBDGE) is a worldwide leader in the creation, development, licensing and operating of location-based entertainment based on the biggest franchises, stories, and characters from Warner Bros.' world-renowned film, television, animation, and games studios, HBO, Discovery, Cartoon Network and more. WBDGE is home to the groundbreaking locations of The Wizarding World of Harry Potter at Universal theme parks around the world, award-winning Warner Bros. Studio Tour locations in London, Hollywood, and Tokyo, the iconic Harry Potter New York flagship store, 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. WBDGE is part of Warner Bros. Discovery's Revenue & Strategy division.

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.

About EMM Williams Productions

Founded in 2003, EMM Williams Productions is a Montréal-based global entertainment company specializing in live shows, immersive experiences, and international touring productions. With decades of expertise ranging from acrobatic performances to large-scale multimedia environments, EMM has collaborated with some of the world's most prestigious brands, including Cirque du Soleil, Live Nation, Fever Up, Disney, Crazy Horse de Paris, Notre Dame de Paris, Fuerza Bruta and leading creative studios worldwide.

EMM has also produced major cultural and sporting events such as the equestrian show Cavaleiro, the Opening Ceremony of the Dakar Rally, and promotional concerts for artists including Céline Dion, Shakira, and Scorpions.

EMM is the creator of Magic Walk™, a next-generation immersive format combining narrative, technology, robotics, and live performance in a way never before seen in the market. To learn more: www.emmwp.com.