



# Harry Potter™

## THE EXHIBITION

**EXPANDS ITS GLOBAL TOUR AND WILL OPEN**

**IN ATLANTA, GA, & VIENNA, AUSTRIA**

**TICKETS ON SALE SOON!**

Register at [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com) to be the first to hear the latest news on this experience.

**ATLANTA: September 1, 2022** – Warner Bros. Themed Entertainment, in partnership with Imagine Exhibitions and EMC Presents, announce that *Harry Potter: The Exhibition*, the most comprehensive touring exhibition ever presented about the WIZARDING WORLD, will make its second stop on its North American tour in Atlanta, Georgia, Friday, October 21 at 200 Peachtree Street and will make its European premiere in Vienna, Austria at the METASTadt on Friday, December 16.

Tickets for Atlanta and Vienna will go on sale on Wednesday, September 28, but fans who are a part of the Harry Potter Fan Club will receive exclusive access to presale tickets on September 25.

The world premiere of *Harry Potter: The Exhibition* opened this past February at The Franklin Institute in Philadelphia, PA, where it was seen by more hundreds of thousands of fans – ranking as one of the most visited exhibitions in the history of the museum. The exhibition will continue to tour globally, extending into more cities in Latin America, Asia, and Europe.

“Following the tremendous success of the world premiere in Philadelphia, we’re excited to announce the next two markets on our global tour; Atlanta, my hometown, and the headquarters of Imagine Exhibitions, and Vienna, Austria, the cultural gateway to Europe. It thrills me that we’re able to bring the exhibition to more audiences, making it

an experience that connects fans all over the world.” said **Tom Zaller, President and CEO of Imagine Exhibitions.**

**Michael Cohl, the Chairman of EMC Presents,** said: “We at EMC are thrilled to be a part of this incredible immersive exhibition and we’re excited that we can bring the show to more visitors in more locations around the world. I personally can’t wait to bring my kids and grandkids to see all the original props and costumes and experience the interactive features in the exhibition.”

The behind-the-scenes exhibition uses the latest innovations in immersive design and technology. It celebrates the films and stories of *Harry Potter*, *Fantastic Beasts*, and the expanding Wizarding World, including *Harry Potter and the Cursed Child*, through beautifully crafted environments that honor the iconic moments, characters, settings, and beasts, created by J.K. Rowling as seen in the films and stories. Visitors will get an up-close look at authentic props and original costumes from *Harry Potter* and *Fantastic Beasts* films and have the opportunity to engage with innovative, awe-inspiring, and magical environments and installations in ways never before experienced in a touring exhibition. *Harry Potter: The Exhibition* introduces a unique comprehensive touring experience that will enchant both new and devoted Wizarding World fans.

Visit [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com) to register to be the first to know all news related to this immersive experience. To become a member of the Harry Potter Fan Club you can sign up for free at [www.wizardingworld.com/harry-potter-fan-club](http://www.wizardingworld.com/harry-potter-fan-club)

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### **About Wizarding World**

In the years since Harry Potter was whisked from King’s Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognized as one of the world’s best-loved brands.

Representing a vast interconnected universe, it also includes three epic *Fantastic Beasts* films, *Harry Potter and the Cursed Child* – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros. owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – the Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 ¾ retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

### **About Warner Bros. Themed Entertainment**

Warner Bros. Themed Entertainment (WBTE), part of Warner Bros. Discover Global Brands and Experiences, is a worldwide leader in the creation, development and licensing of location-based entertainment, live events, exhibits, and theme park experiences based on Warner Bros.' iconic characters, stories, and brands. WBTE is home to the groundbreaking global locations of The Wizarding World of Harry Potter, Warner Bros. World Abu Dhabi, WB Movie World Australia, and countless other experiences inspired by DC, Looney Tunes, Scooby-Doo, Game of Thrones, Friends and more. With best-in-class partners, WBTE allows fans around the world to physically immerse themselves inside their favorite brands and franchises.

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### **About Imagine Exhibitions**

Atlanta-based world leader in narrative-driven, immersive theatrical design, story-telling, and immersive experiences, Imagine Exhibitions, Inc., creates sophisticated, high-quality experiences for museums, brands, venues, and integrated resorts across the globe. From ideation to operation, Imagine's team of industry pioneers draws upon decades of success in the fields of immersive design experiences and entertainment to consistently create and implement memorable and thought-provoking environments. The company's custom experiences deliver focused messaging and serve to increase attendance wherever they are presented. Imagine Exhibitions, Inc., is a global pioneer in traveling entertainment responsible for many internationally recognized exhibitions such as *Harry Potter: The Exhibition*, *Titanic: The Exhibition*, *The Hunger Games: The Exhibition*, *Angry Birds: The Art & Science Behind a Global Phenomenon*, *Jurassic World: The Exhibition*, and *Downton Abbey: The Exhibition*.

Imagine Exhibitions is currently presenting more than 40 unique exhibitions in museums, science centers, aquariums, integrated resorts, and non-traditional venues worldwide. The Company also continues to design, open, and operate its own venues, along with creating and implementing permanent and semi-permanent museum, brand, entertainment properties, and food and beverage experiences.

For more information, visit [ImagineExhibitions.com](http://ImagineExhibitions.com) or find us on Facebook.

### **About EMC Presents**

EMC Presents is a partnership between CTS Eventim, one of the leading international providers of ticketing services and live entertainment, and award-winning tour promoter and producer Michael Cohl, creating one of the strongest global networks of promoters and venues. The partnership provides a comprehensive worldwide live entertainment platform, creating extraordinary shows and experiences, from concept creation to

production and promotion. Michael Cohl's career spans over 45 years as a Producer and Promoter for iconic entertainers, having worked with the world's most recognized artists including Barbra Streisand, Oprah Winfrey, The Rolling Stones, Pink Floyd, U2, Michael Jackson, Frank Sinatra and many more. Michael's strategies are credited with revolutionizing the touring industry worldwide. Besides his storied history in the music industry, Cohl has promoted multiple successful exhibitions including the original King Tut exhibit, "John Lennon: The New York City Years", *Bodies: The Exhibition*, *Jurassic World: The Exhibition*, and *Pink Floyd: Their Mortal Remains*. Cohl, previously the chairman of Live Nation, was inducted into the Canadian Rock n Roll/ Music Hall of Fame and has received a star on Canada's Walk of Fame. Among his many other awards, Cohl has also been honored with an Emmy, the Billboard Legend of Live Award, the TJ Martell Foundation Man of the Year Award, a Peabody Award, and a JUNO Award for Special Achievement.

### **About the METASTadt**

The METASTadt is one of the most attractive locations for large events in Vienna. The area offers extensive space and is optimally reachable. The city center can be reached by public transport (bus, streetcar, S-Bahn & regional trains) in only 30 minutes. The METASTadt consists of 6 halls, which have been recently modernized and equipped with state-of-the-art equipment.

In the METASTadt complex, Harry Potter: The Exhibition is located in the block that connects the old WAGENWerk with the METACube. With over 3,000 m<sup>2</sup>, this location offers visitors generous space to enter the magic of the Wizarding World.

For more information, please visit [METASTadt.at](http://METASTadt.at).

### **About 200 Peachtree**

Located on Peachtree Street in the heart of Downtown Atlanta, the former historic Macy's Department Store is now the home to Southern Exchange Ballrooms and corporate event space. Within Southern Exchange is a full service catering company led by famed Certified Master Chef Rich Rosendale, Rosendale Events as well as world-renowned Event Designer Brian Worley's, B. Worley Productions and with industry leading Audio Visual Production company, SEAV Event Technology. 200 Peachtree is walkable proximity to hotels and restaurants, exciting street life, and easy access by car or public transit. 200 Peachtree adjoins the Westin Peachtree Plaza Hotel, and lies within steps of The Ritz-Carlton, Hyatt Regency Atlanta, The Ellis Hotel, Atlanta Marriott Marquis, and Hotel Indigo. 200 Peachtree is a part of the revitalization of downtown and the Peachtree Corridor with four restaurants, retail, office, and special event space. For more information, please visit [www.southernexchange.com](http://www.southernexchange.com)

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