

**PRESS RELEASE**

**Paris | March 27, 2023**



**THE MAGIC IS ON ITS WAY  
TO PARIS!**

***On April 21, Harry Potter™: The Exhibition  
will open its doors at Paris Expo Porte de Versailles***

**<https://harrypotter-exposition.fr/>**

**Paris, March 27, 2023** - In less than one month, Paris, the City of Light, will host *Harry Potter™: The Exhibition* - the most comprehensive touring exhibition ever presented on Harry Potter and the entire Wizarding World, opening at the Paris Expo Porte de Versailles on Friday, April 21.

Beginning April 21, guests can walk through immersive galleries, cast their Patronus, test their Quidditch™ skills, and brew potions, as *Harry Potter™: The Exhibition* comes to Paris for the first time. Since it premiered in Philadelphia a year ago, over one million visitors have experienced this captivating exhibition celebrating *Harry Potter* and the entire Wizarding World. The all-new behind-the-scenes exhibition creates memorable moments and photo opportunities as guests embark on a one-of-a-kind journey into the iconic moments, characters, settings, and beasts as seen from the films and stories of *Harry Potter and Fantastic Beasts™*, as well as the wonders of the expanded Wizarding World, including the costumes, props and imagery from the Tony ® award-winning Broadway production *Harry Potter and the Cursed Child*.

Upon check in, guests will personalize their experience by picking their favorite Hogwarts house, Patronus, and favorite character wand, and then earn points for their house throughout the adventure. As visitors explore each gallery, their unique interactions are captured using RFID wristbands to deliver experiences linked to their visitor profiles. Guests can adventure with friends to sit in Hagrid's oversized chair, come face-to-face with a Hungarian Horntail, test their Quidditch skills, or even brew their own potions.

Countless photo moments are also interspersed throughout the exhibition. Visitors are invited to share their photos on social for a chance to be featured on our official Harry Potter: The Exhibition Instagram page #HarryPotterExhibition.

Outside of the exhibition, guests also can enjoy the retail store with official licensed collectibles and treats including bespoke art from MinaLima, the graphic design duo from the *Harry Potter* and *Fantastic Beasts* films, bottled Butterbeer, notable snacks like Chocolate Frogs and Bertie Botts Every-Flavour Beans, and exclusive Harry Potter: The Exhibition items only available in store and online for a limited time.

The exhibition is created and produced by Imagine Exhibitions, Inc., in partnership with Warner Bros. Discovery Global Themed Entertainment and EMC Presents.

Tom Zaller, President and CEO of Imagine Exhibitions, said: “We are delighted to bring Harry Potter: The Exhibition to Paris next month. Visitors can see real props and costumes, immerse themselves in their favorite scenes from the movies and take photos, and earn points through interactives in the galleries. It is an adventure unlike any other. You are not going to want to miss this exhibition while in Paris.”

### **Exhibition Gallery Highlights include**

**From Page to Screen Gallery** showcases a first edition of *Harry Potter and the Sorcerer’s Stone* encased in a Gringotts-inspired vault and is surrounded by inspirational video and literary quotes, reconnecting guests to the story as they are introduced to the exhibition.

**Hogwarts Castle Gallery** features an immersive multimedia experience with iconic elements like the Whomping Willow, Dementors, and the Marauder’s Map, where guests will see their name appear, prompting them to continue their exploration of the exhibition.

**The Great Hall Gallery** is a space that allows visitors to celebrate magical seasonal moments in its iconic architecture.

**The Hogwarts Houses** gallery sets the foundation for the exhibition experience, allowing guests the opportunity to experience more personalized moments with the Hogwarts house they select during their pre registration. While guests may gravitate towards one house, this gallery will enable visitors to experience all of the Hogwarts houses in a celebratory hall featuring an iconic Sorting Hat, perfect for photo ops, while surrounded by freshly designed house crests on meticulously created stained glass windows.

**Hogwarts Classrooms** are filled with iconic props, creatures, and costumes. Visitors will interact with magical lessons and games through digital touchscreens to reveal behind-the-scenes secrets about iconic classroom moments. They will brew potions in the Potions Classroom, predict the future in Divination, pot a mandrake in the Herbology Greenhouse, and use their digital wand to defeat a boggart in Defense Against the Dark Arts.

**Hagrid’s Hut and The Forbidden Forest** offer an interactive Patronus charm experience. Guests will then uncover iconic creatures, such as centaurs and Acromantula, hidden in the forest and explore inside a recreation of Hagrid’s Hut.

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### **Ticket information**

*Harry Potter: The Exhibition* can be visited daily\* in Paris from April 21 for just a few months. With prices starting at €19, the interactive experience is a unique highlight for young and old. Tickets can be booked at <https://harrypotter-exposition.fr/> and at all FNAC ticket outlets.

**VIP tickets** with flexible visits on the selected day are a special highlight and popular gift. The VIP ticket experience offers a flex schedule, commemorative lanyard, free access to the Harry Potter Audio Guide and a \$10 credit to spend in the retail store.

All further information on tickets, opening hours and FAQs can be found at <https://harrypotter-exposition.fr/>

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## **The 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. Discovery Global Themed Entertainment:**

Warner Bros. Discovery Global Themed Entertainment (WBDGTE), part of Warner Bros. Discovery 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. WBDGTE 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, Game of Thrones, Friends, and more. With best-in-class partners, WBDGTE allows fans worldwide 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, Imagines' 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 it is 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 [www.ImagineExhibitions.com](http://www.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 promotor 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.

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