



# Harry Potter™

## L'EXPOSITION

**MAGIC CONTINUES IN THE HEART OF PARIS!**

**Due to popular demand *Harry Potter™: The Exhibition* extends through October 15, 2023**

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

Since it opened on April 21, *Harry Potter™: The Exhibition* has welcomed over 250,000 visitors to Paris Expo Porte de Versailles. This immersive exhibition celebrates the iconic stories and moments of Harry Potter, Fantastic Beasts and the wider Wizarding World, including *Harry Potter and the Cursed Child*, through beautifully designed environments that honor the iconic moments, characters, settings and beasts.

To celebrate this success and give as many people as possible the chance to discover this phenomenon, additional dates for *Harry Potter™: The Exhibition* will be extended until October 15. Ticket sales open today for these new dates.

Tom Zaller, President and CEO of Imagine Exhibitions, said: "We are thrilled to see such an incredible response from visitors to the exhibition and we've officially announced today that we're extending the dates so that more people can experience this amazing exhibition in Paris."





## SAVE THE DATE

### **HARRY POTTER EVENT “BACK TO HOGWARTS” WITH THE FIRST GIANT INTERACTIVE QUIZ « LA RENTRÉE DES 4 MAISONS... QUE LA MEILLEURE GAGNE ! » SEPTEMBER 2<sup>nd</sup>, 2023**

Warner Bros. Discovery invites Harry Potter fans of all ages to the annual back-to-school event: “Back to Hogwarts”. This year, a unique event will be hosted on September 2<sup>nd</sup> (the day after the official Back To Hogwarts Day on the 1<sup>st</sup>) at Paris Expo, Porte de Versailles on the site of Harry Potter™: The Exhibition, the most comprehensive touring exhibition ever presented about the expanded Wizarding World.

The series’ fan community is invited to take part in the « La rentrée des 4 Maisons... Que la meilleure gagne ! », the first giant interactive quiz ever organized in France. The objective: win the most points for your House...

On this special day, fans will be able to enjoy exclusive, free activities and animations: an interactive quiz, challenges, meetings and several photocalls to immortalize the celebration.

### ***Harry Potter™: The Exhibition will also be taking part in the celebrations for this exceptional day!***

Visitors who secure their place - bookable online - will receive an exclusive collector’s ticket and will have access to one-of-a-kind animations as well as a free audio-guide inside the exhibition. The Harry Potter: The Exhibition boutique will be open to them, and everyone will have access to exclusive experiences: personalized engravings on glassware products from the Arribas range, or a Lego® challenge where builders will reproduce the new Lego® Hogwarts Castle in XXL version.

**Check out a few of the highlights of the exhibition in pictures, not to be missed under any circumstances!**



Photo provided by Harry Potter™: The Exhibition

Since it premiered in Philadelphia, Pennsylvania a year ago, over 1.2 million visitors have experienced this captivating exhibition celebrating Harry Potter and the entire Wizarding World. The exhibition is created and produced by Imagine Exhibitions, Inc., in partnership with Warner Bros. Discovery Global Themed Entertainment and EMC Presents..

#### **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 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 the iconic Sorting Hat, while surrounded by bespoke house crests designed specifically for the exhibition, featured on meticulously created stained glass windows.

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

**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, see into 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.

An exclusive collection of **Harry Potter™: The Exhibition** merchandise will be available in the onsite retail shop for guests to celebrate their fandom through an assortment of themed collections that span the expanded Wizarding World. Fans can choose from a range of products such as apparel, jewelry, and edible treats, including Chocolate Frogs and bottled Butterbeer, as well as merchandise not available at any other Wizarding World experience.

#### **Ticket information**

*Harry Potter: The Exhibition* can be visited daily\* in Paris until October 15. With prices starting at €15, the interactive experience is a unique highlight for guests of any age. 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/>





## 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.

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## 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.

## 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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